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

Brand New Data as of JULY 31, 2026!

Complete Demographic & Media Use Profiles











Hubbard media that connects

1500 AM ESPN TWIN CITIES ON SKOR NORTH SKORNORTH.COM

KS95 94.5 TODAY'S VARIETY From 2k to Today!

myTalk 107.1

gamut PODCAST NETWORK

Hubbard media that connects

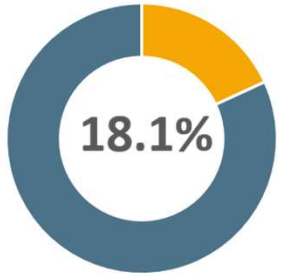
And, Yes! You ARE Smart Enough to Read a Robinhood Legend. So get ready to Learn!

Radio Stations: KSTP-FM OR Radio Stations: KTMY-FM Radio Stations: KSTP-FM Radio Stations: KTMY-FM [(Radio format profiles (M-S 6am-Mid cume): All Sports AND (Radio Stations: KTLK-AM OR Radio Stations: WCCO-AM OR Radio Stations: WDGY-AM))] Watched, listened, or downloaded podcast past 30 days: Yes

Hubbard media that connects

18.1% or 526,594 of MSP 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 50.3 years old (4.2% older than average) and have a $140,438 (12.8% higher than average) annual household income.

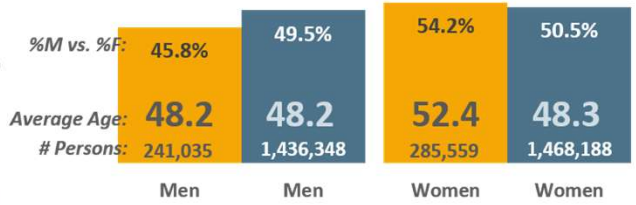
Percent of Market: Adults 18 or older



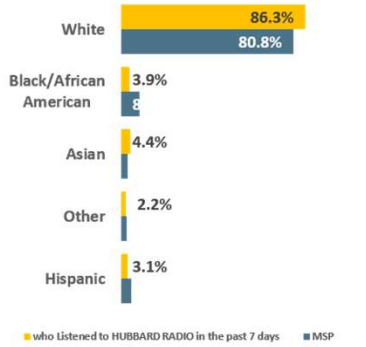
Total Persons:

526,594	2,377,942

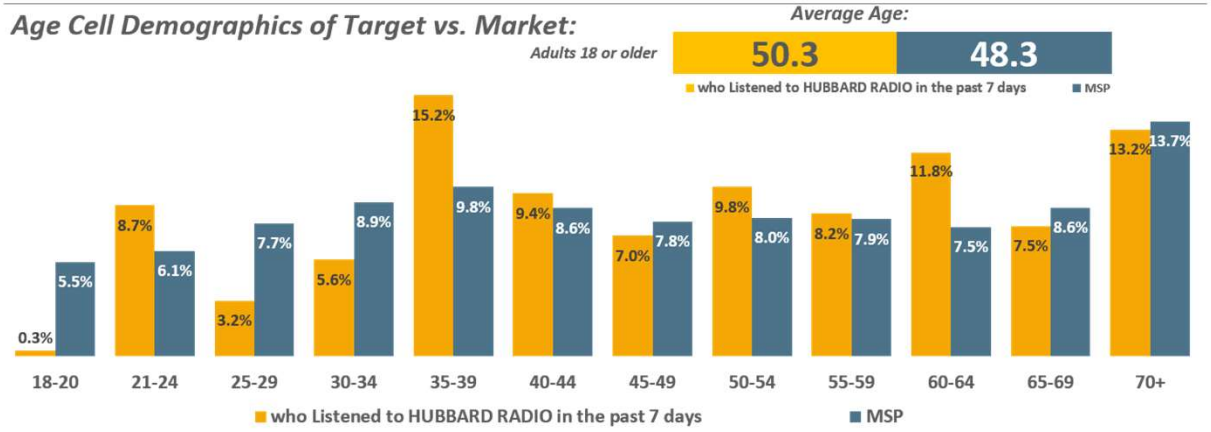
Gender of Target vs. Market: Adults 18 or older



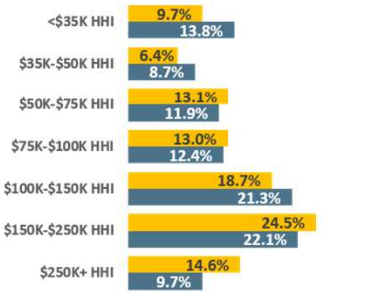
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI:	$140,438	$124,534

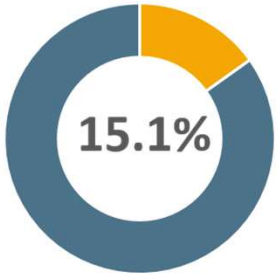
MSP Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 284

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Radio Stations: KSTP-FM OR Radio Stations: KTMY-FM

15.1% or 439,774 of MSP Metro Adults 18 or older Listened to KSTP-FM in the past 7 days.
Typical Adults 18 or older who Listened to KSTP-FM in the past 7 days are 49.4 years old (2.3% older than average) and have a $141,375 (13.5% higher than average) annual household income.

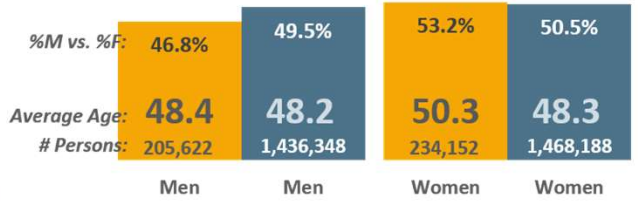
Percent of Market: Adults 18 or older



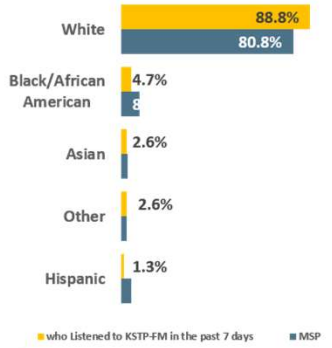
Total Persons:



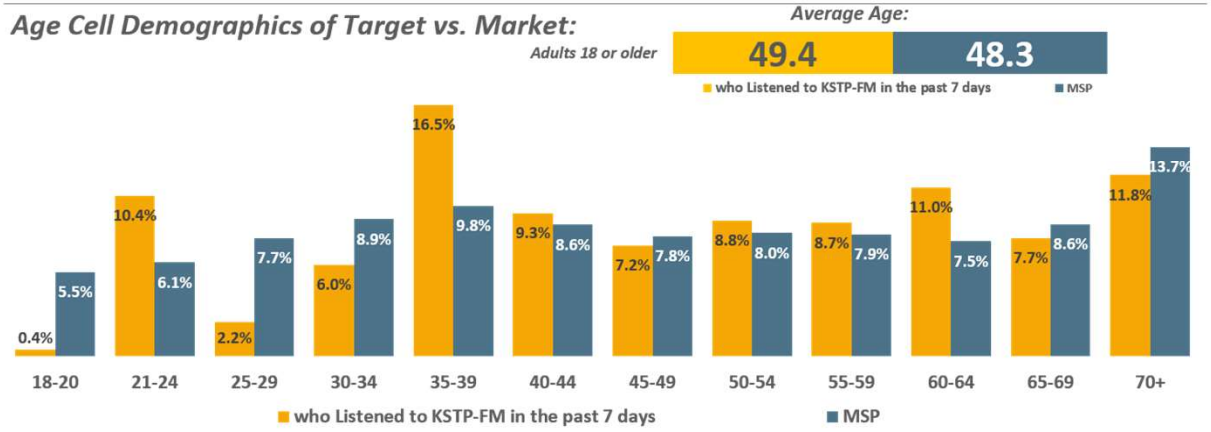
Gender of Target vs. Market: Adults 18 or older



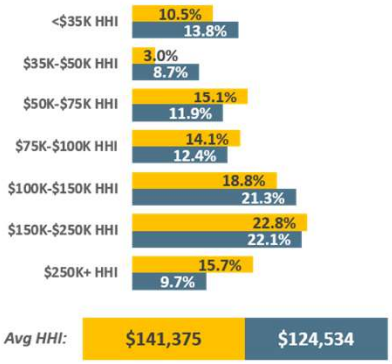
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



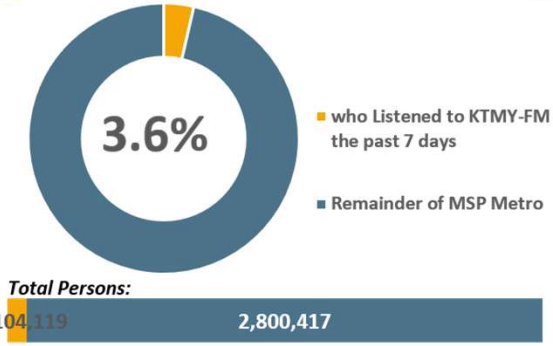
MSP Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 240

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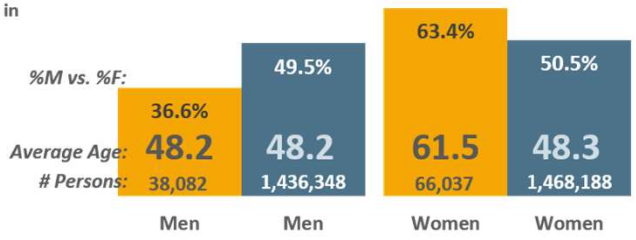
Radio Stations: KSTP-FM

3.6% or 104,119 of MSP Metro Adults 18 or older Listened to KTMY-FM in the past 7 days.
Typical Adults 18 or older who Listened to KTMY-FM in the past 7 days are 54.5 years old (12.8% older than average) and have a $137,104 (10.1% higher than average) annual household income.

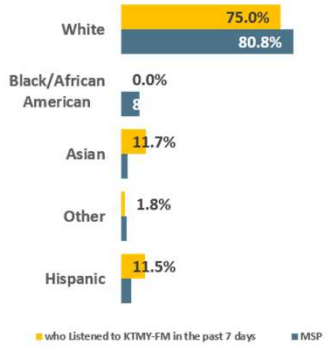
Percent of Market: Adults 18 or older



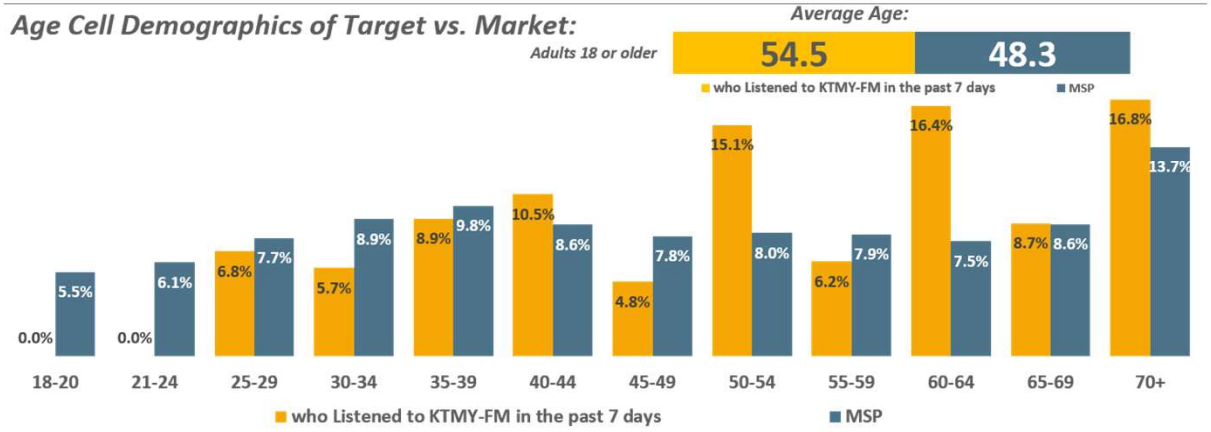
Gender of Target vs. Market: Adults 18 or older



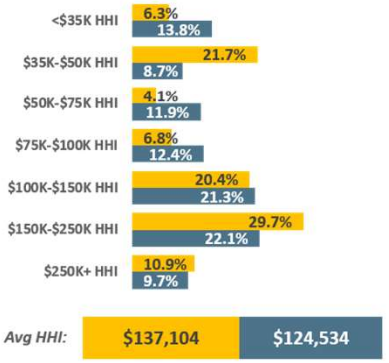
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



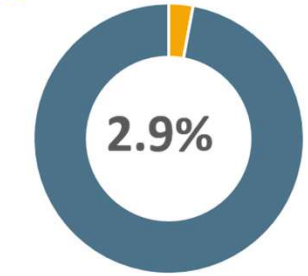
MSP Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 57

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Radio Stations: KTMY-FM

2.9% or 84,589 of MSP Metro Adults 18 or older Listened to AM SPORTS RADIO in the past 7 days. Typical Adults 18 or older who Listened to AM SPORTS RADIO in the past 7 days are 54.4 years old (12.8% older than average) and have a $125,354 (.7% higher than average) annual household income.

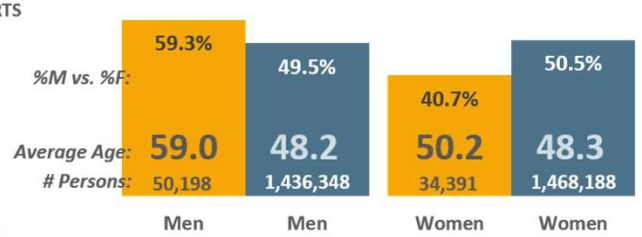
Percent of Market: Adults 18 or older



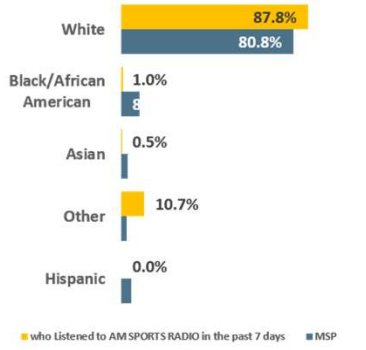
Total Persons:



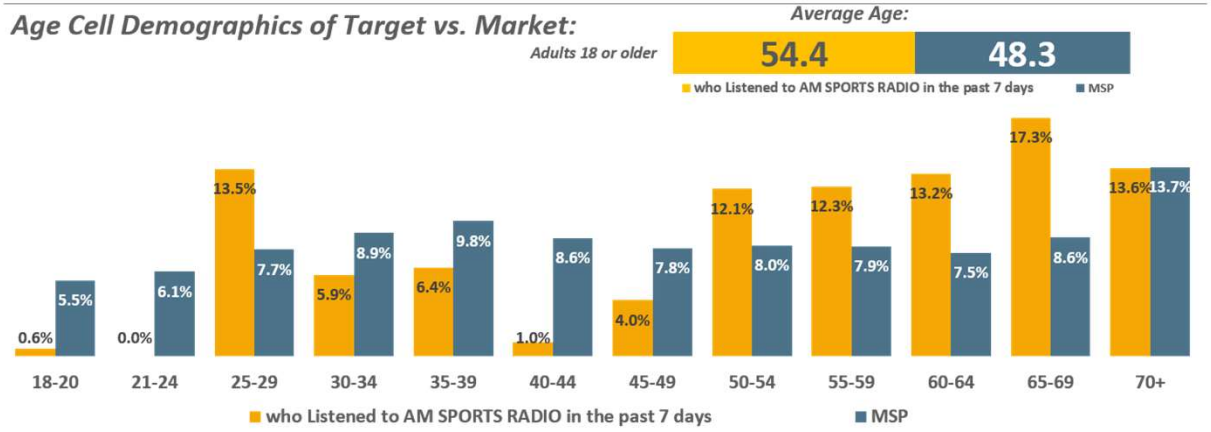
Gender of Target vs. Market: Adults 18 or older



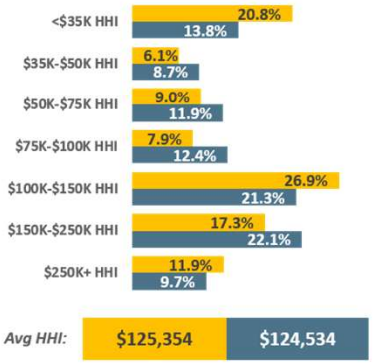
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



MSP Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 49

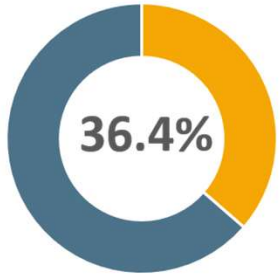
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[(Radio format profiles (M-S 6am-Mid cume): All Sports AND (Radio Stations: KTLK-AM OR Radio Stations: WCCO-AM OR Radio Stations: WDGY-AM))]

gamut PODCAST NETWORK

36.4% or 1,056,447 of MSP Metro Adults 18 or older Listened to PODCASTS in the past 30 days.
Typical Adults 18 or older who Listened to PODCASTS in the past 30 days are 44.7 years old (7.5% younger than average) and have a $137,256 (10.2% higher than average) annual household income.

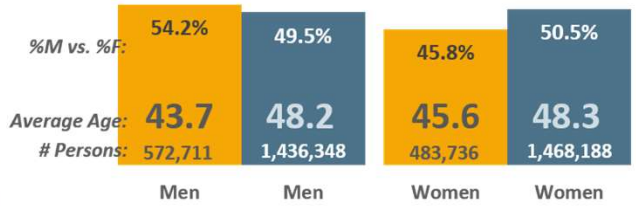
Percent of Market: Adults 18 or older



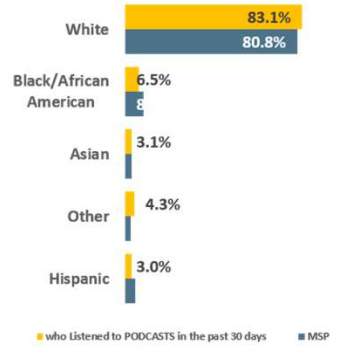
Total Persons:

1,056,447	1,848,089

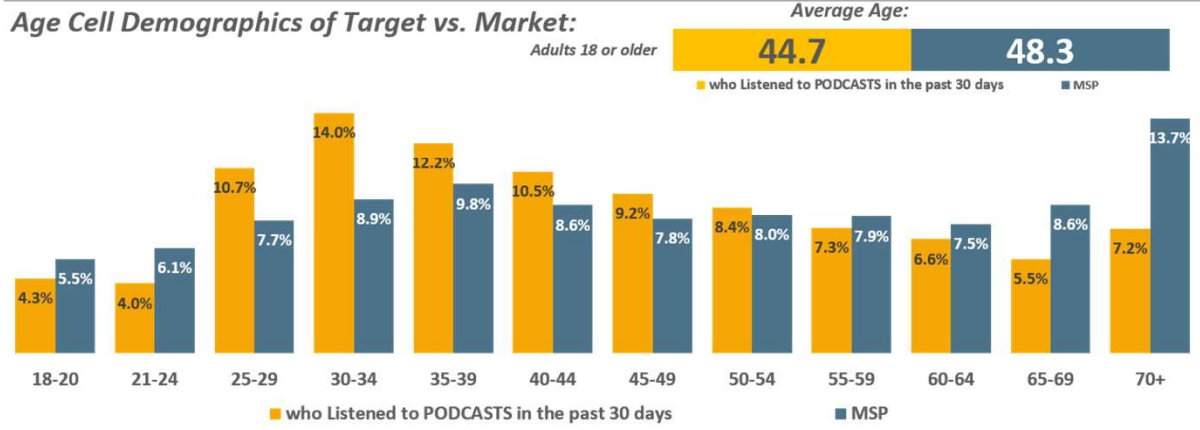
Gender of Target vs. Market: Adults 18 or older



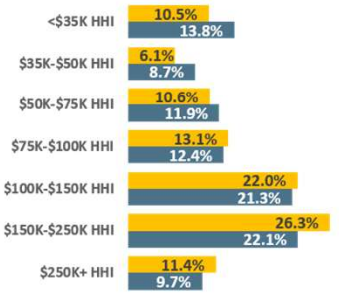
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI:

$137,256	$124,534

MSP Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 485

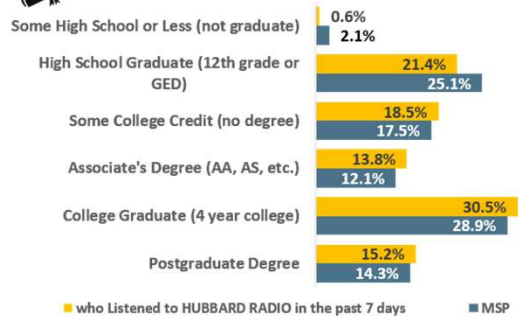
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Watched, listened, or downloaded podcast past 30 days: Yes

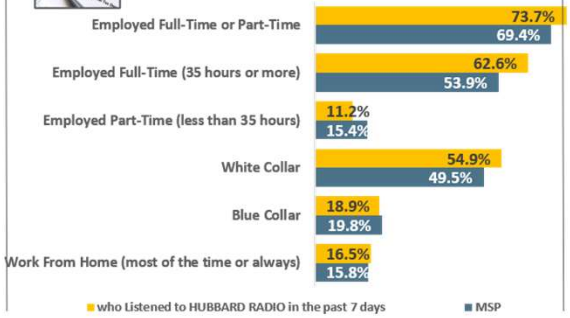
Hubbard media that connects

18.1% or 526,594 of MSP 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 5.7% more likely to be a college graduate, 16.7% more likely to work full-time, 15.4% more likely to be married, 4.9% more likely to be a parent of 1 or more children under 18.

Education Levels: Adults 18 or older



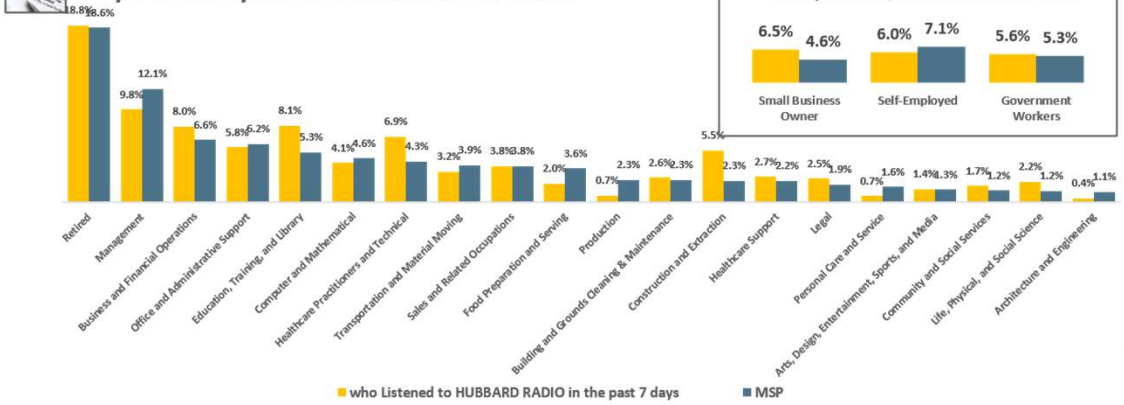
Employment: Adults 18 or older



Marital Status: Adults 18 or older

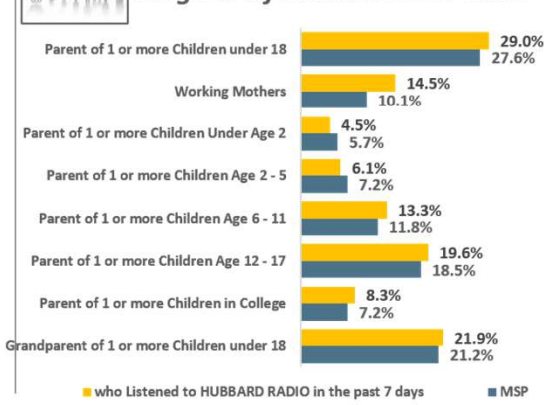


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older



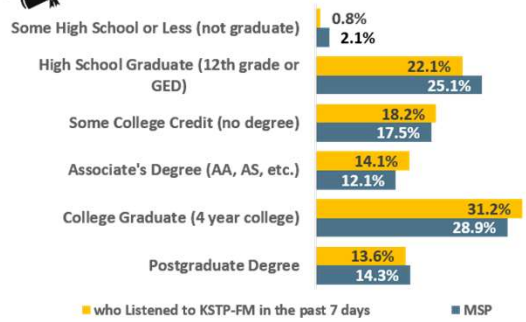
MSP Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 284

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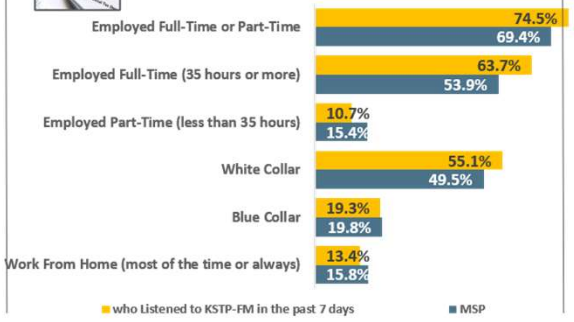
Radio Stations: KSTP-FM OR Radio Stations: KTMY-FM

15.1% or 439,774 of MSP Metro Adults 18 or older Listened to KSTP-FM in the past 7 days.
Adults 18 or older who Listened to KSTP-FM in the past 7 days are 3.6% more likely to be a college graduate, 18.2% more likely to work full-time, 14.3% more likely to be married, 11.9% more likely to be a parent of 1 or more children under 18.

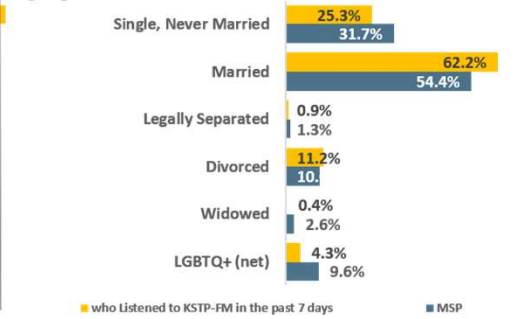
Education Levels: Adults 18 or older



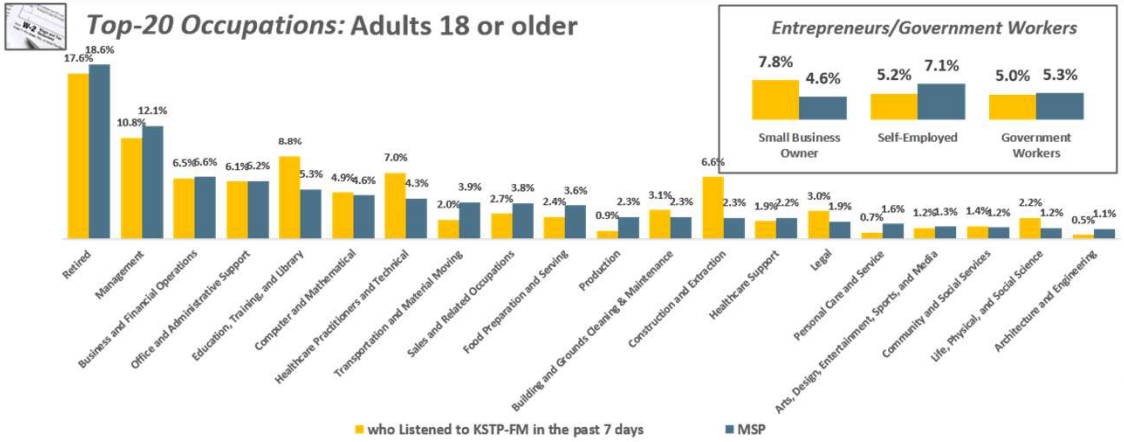
Employment: Adults 18 or older



Marital Status: Adults 18 or older

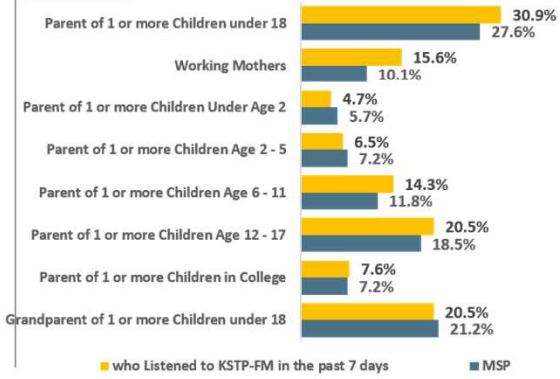


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older

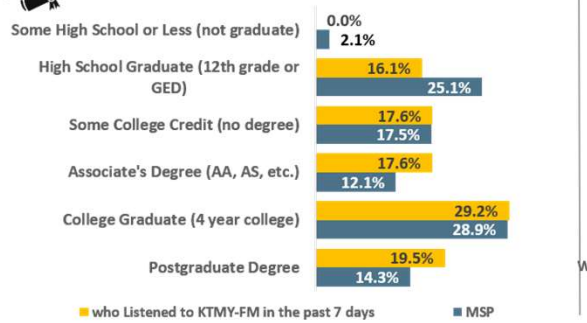


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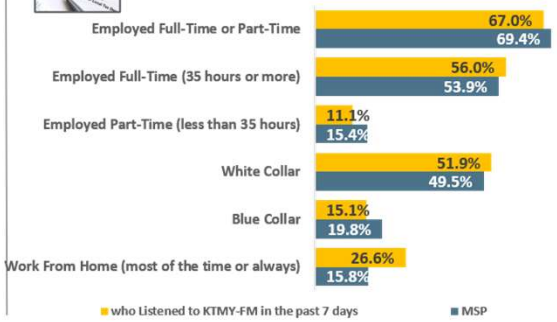
Radio Stations: KSTP-FM

3.6% or 104,119 of MSP Metro Adults 18 or older Listened to KTMY-FM in the past 7 days.
Adults 18 or older who Listened to KTMY-FM in the past 7 days are 12.8% more likely to be a college graduate, 3.8% more likely to work full-time, 19.1% more likely to be married, 16.8% less likely to be a parent of 1 or more children under 18.

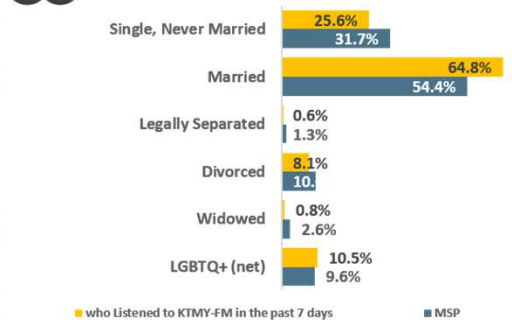
Education Levels: Adults 18 or older



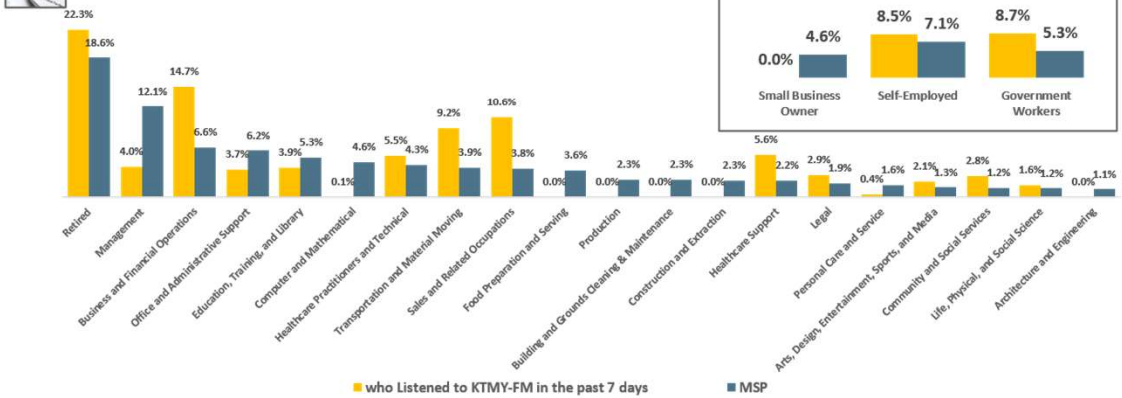
Employment: Adults 18 or older



Marital Status: Adults 18 or older

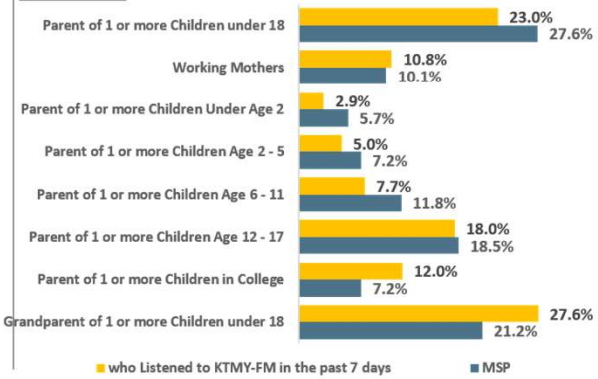


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

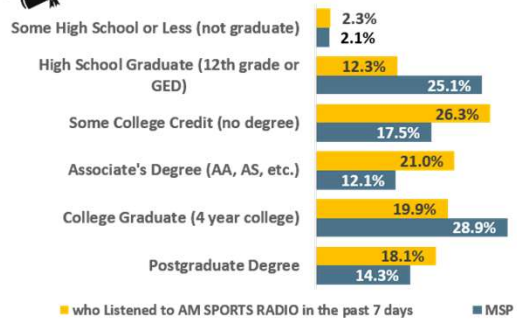
Stage in Life: Adults 18 or older



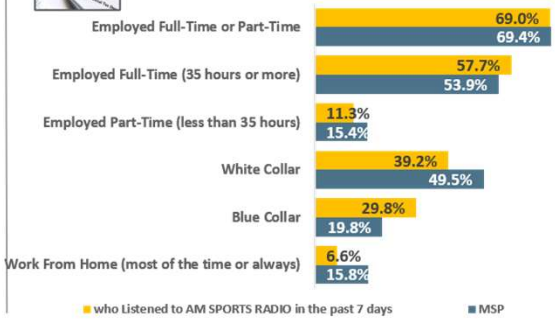
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2.9% or 84,589 of MSP Metro Adults 18 or older Listened to AM SPORTS RADIO in the past 7 days. Adults 18 or older who Listened to AM SPORTS RADIO in the past 7 days are 11.9% less likely to be a college graduate, 7.% more likely to work full-time, 31.7% more likely to be married, 52.% less likely to be a parent of 1 or more children under 18.

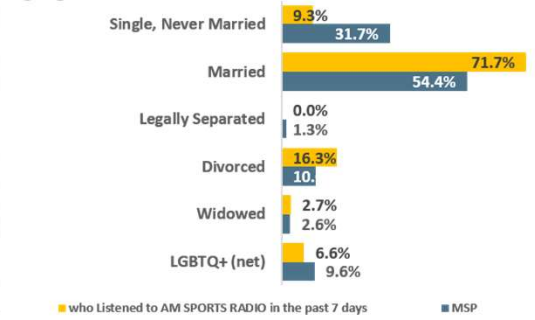
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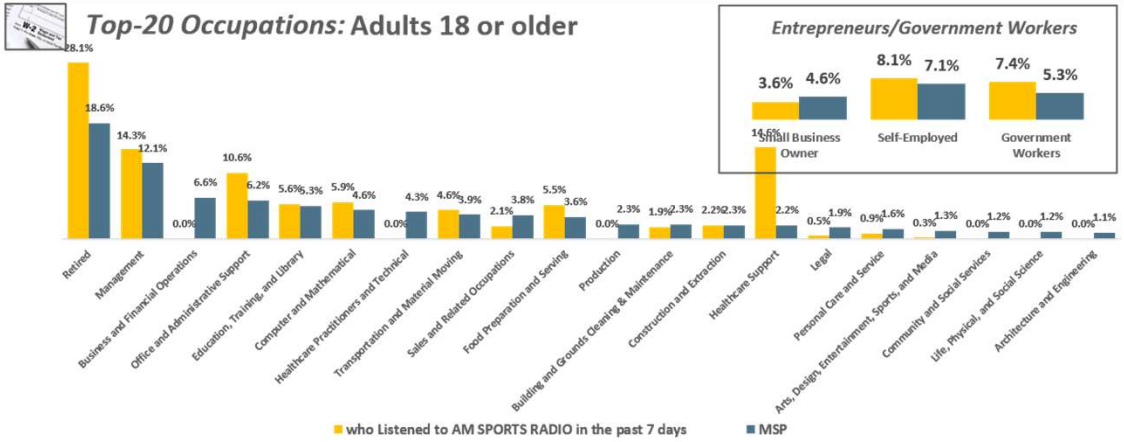
Employment: Adults 18 or older



Marital Status: Adults 18 or older

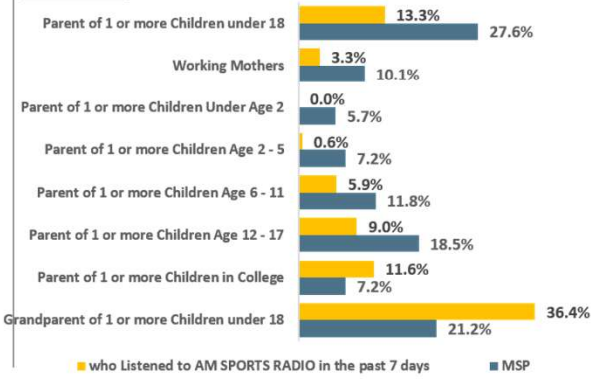


Top-20 Occupations: Adults 18 or older



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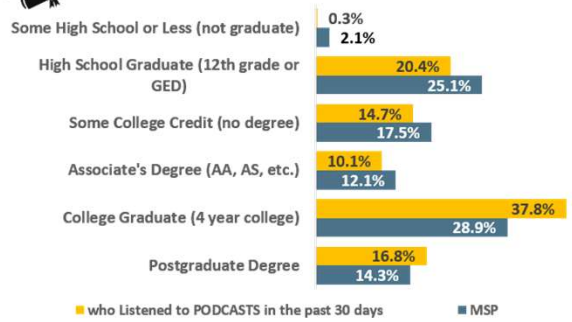
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[(Radio format profiles (M-S 6am-Mid cume): All Sports AND (Radio Stations: KTLK-AM OR Radio Stations: WCCO-AM OR Radio Stations: WDGY-AM))]

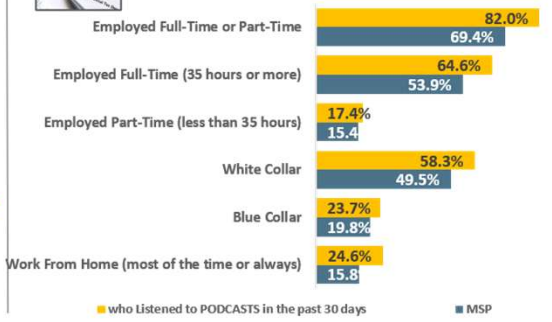
gamut PODCAST NETWORK

36.4% or 1,056,447 of MSP Metro Adults 18 or older Listened to PODCASTS in the past 30 days. Adults 18 or older who Listened to PODCASTS in the past 30 days are 26.2% more likely to be a college graduate, 19.9% more likely to work full-time, 4.% more likely to be married, 21.3% more likely to be a parent of 1 or more children under 18.

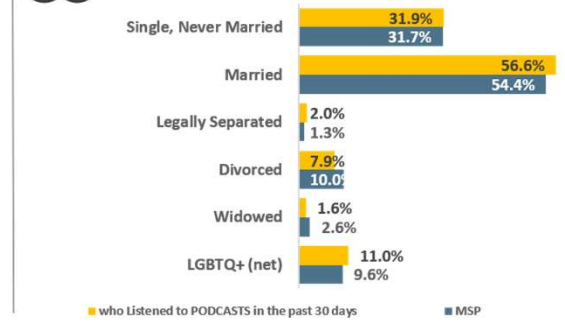
Education Levels: Adults 18 or older



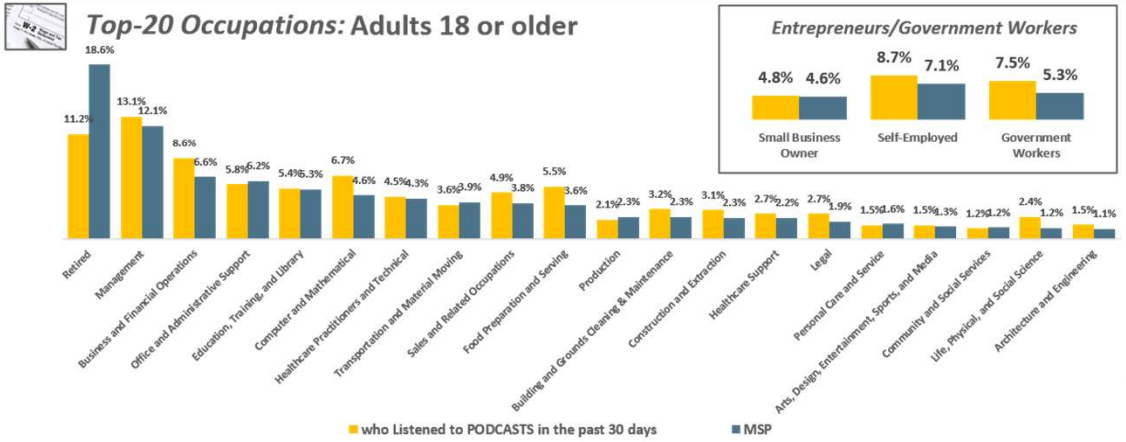
Employment: Adults 18 or older



Marital Status: Adults 18 or older

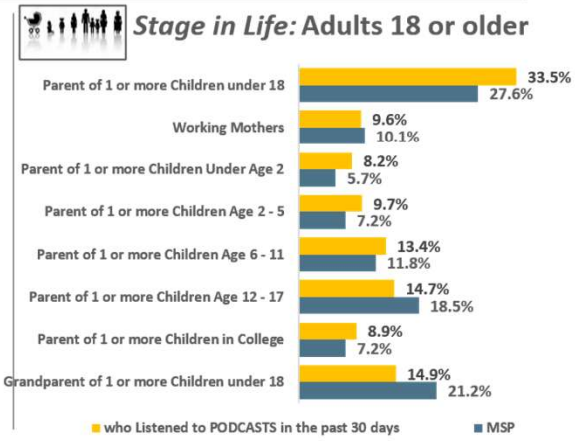


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older



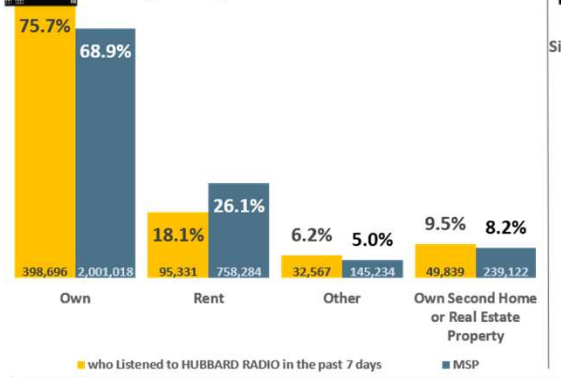
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Watched, listened, or downloaded podcast past 30 days: Yes

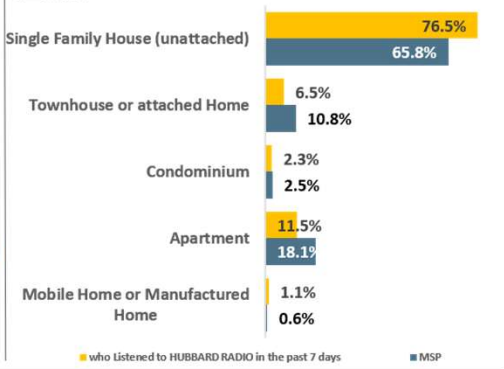
Hubbard media that connects

18.1% or 526,594 of MSP 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 9.9% more likely to own their home, 8.1% more likely to own a higher valued home, 16.2% more likely to have a single-family home, 6.3% more likely to have a dog.

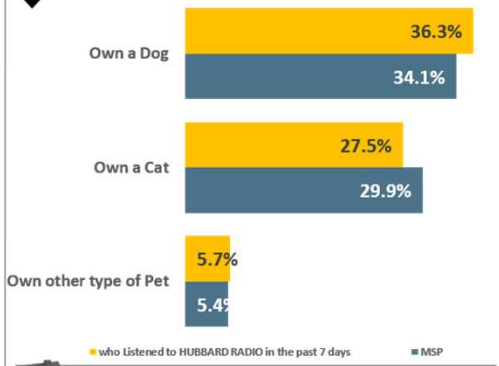
Own/Rent/Other: Adults 18 or older



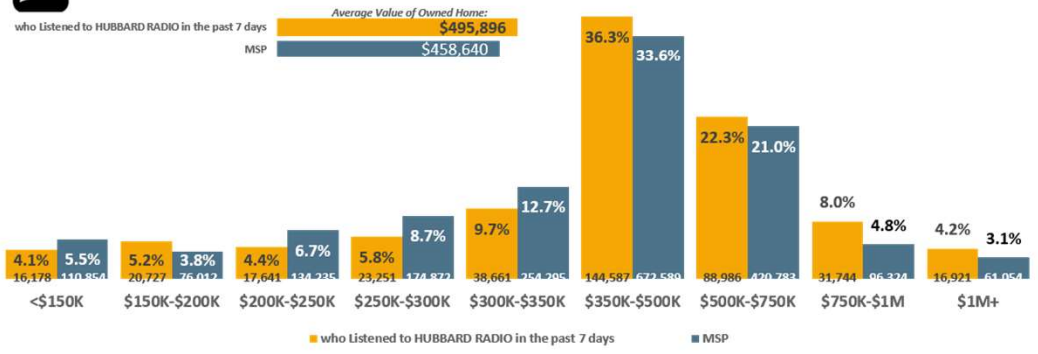
Type of Home: Adults 18 or older



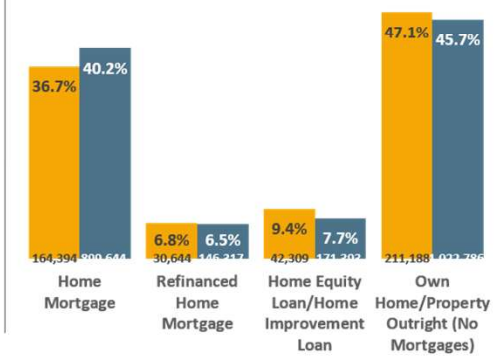
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



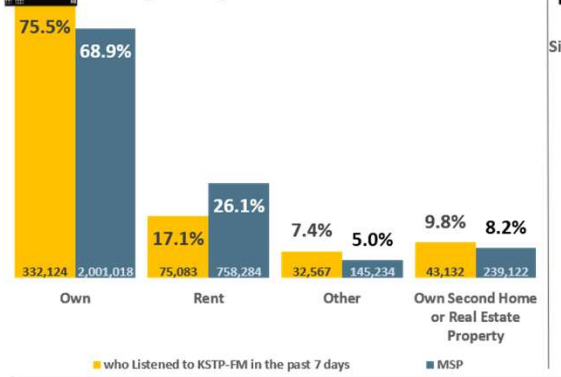
MSP Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 284

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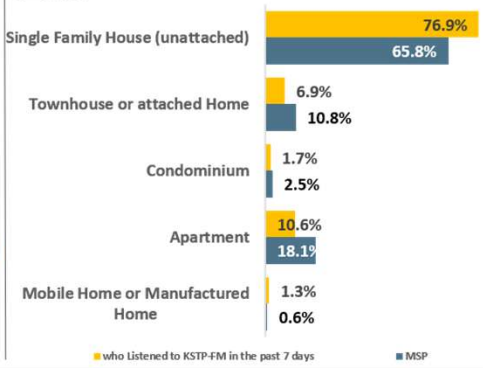
Radio Stations: KSTP-FM OR Radio Stations: KTMY-FM

15.1% or 439,774 of MSP Metro Adults 18 or older Listened to KSTP-FM in the past 7 days.
Adults 18 or older who Listened to KSTP-FM in the past 7 days are 9.6% more likely to own their home, 4.% more likely to own a higher valued home, 16.8% more likely to have a single-family home, 6.1% more likely to have a dog.

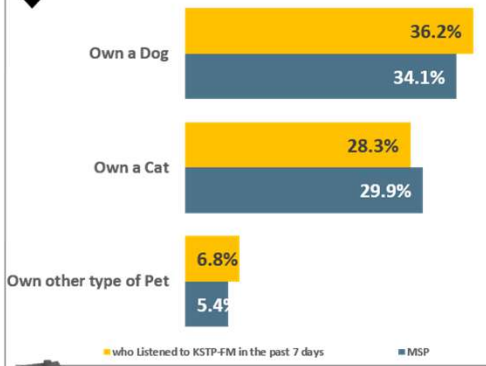
Own/Rent/Other: Adults 18 or older



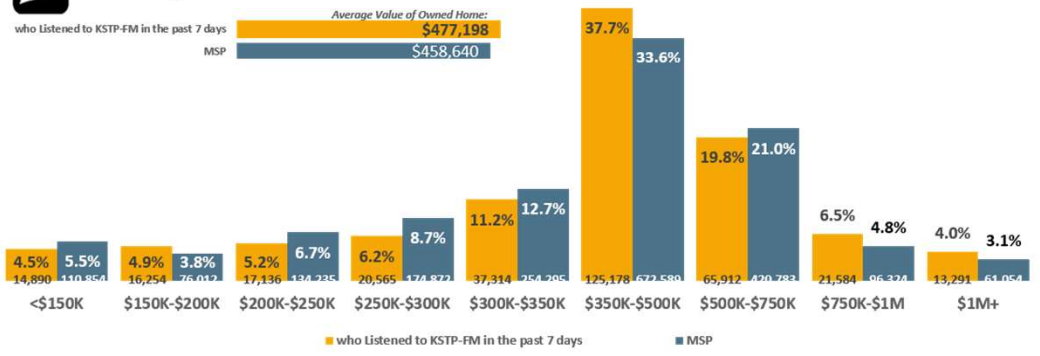
Type of Home: Adults 18 or older



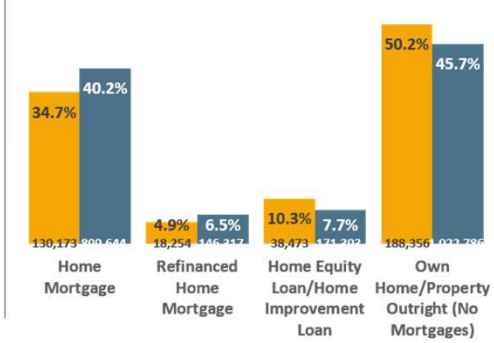
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



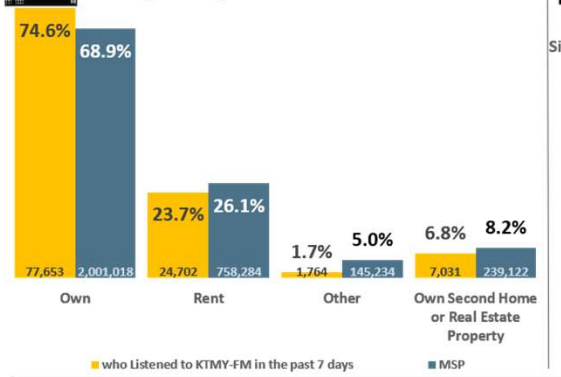
MSP Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 240

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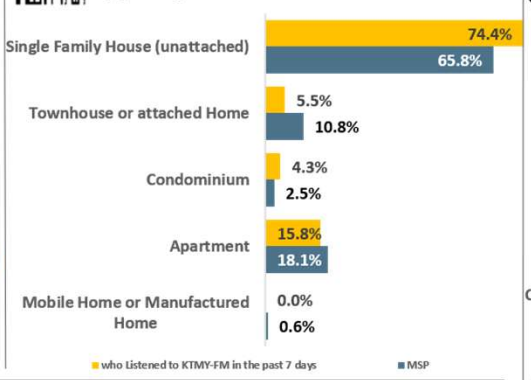
Radio Stations: KSTP-FM

3.6% or 104,119 of MSP Metro Adults 18 or older Listened to KTMY-FM in the past 7 days.
Adults 18 or older who Listened to KTMY-FM in the past 7 days are 8.3% more likely to own their home, 24.2% more likely to own a higher valued home, 13.% more likely to have a single-family home, 3.6% more likely to have a dog.

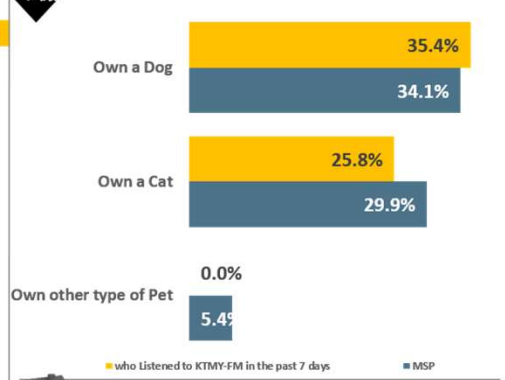
Own/Rent/Other: Adults 18 or older



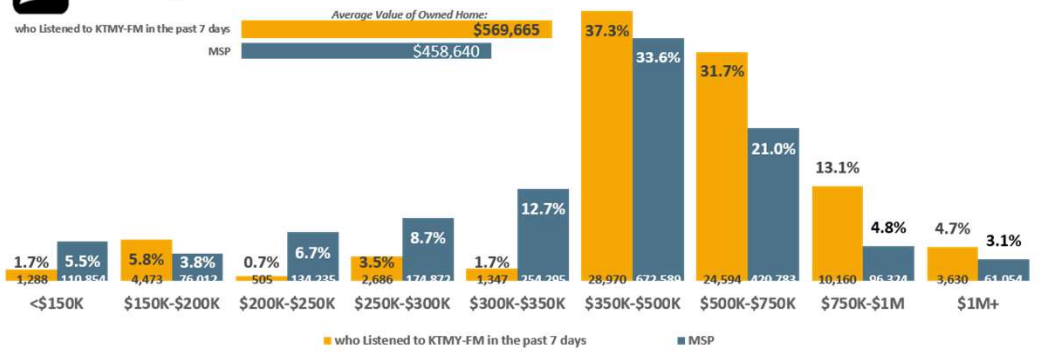
Type of Home: Adults 18 or older



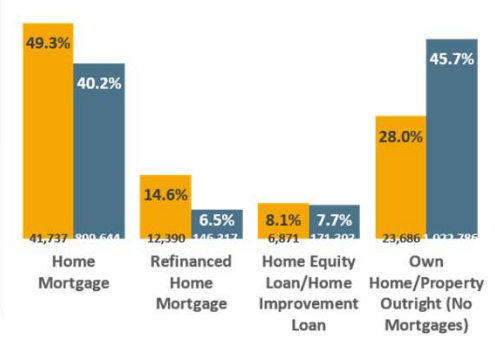
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



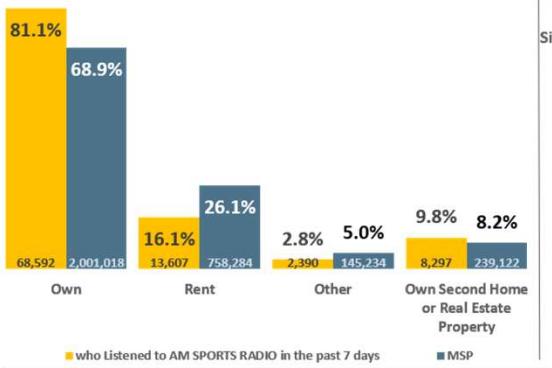
MSP Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 57

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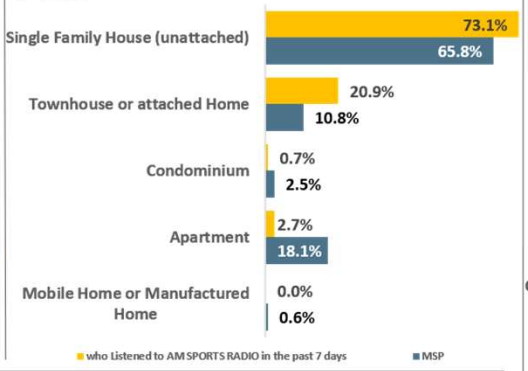
Radio Stations: KTMY-FM

2.9% or 84,589 of MSP Metro Adults 18 or older Listened to AM SPORTS RADIO in the past 7 days. Adults 18 or older who Listened to AM SPORTS RADIO in the past 7 days are 17.7% more likely to own their home, 13.8% more likely to own a higher valued home, 11.% more likely to have a single-family home, 2.% less likely to have a dog.

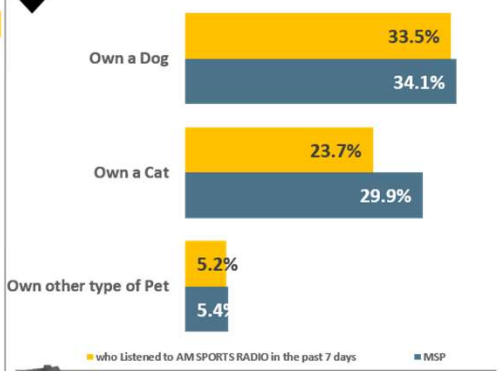
Own/Rent/Other: Adults 18 or older



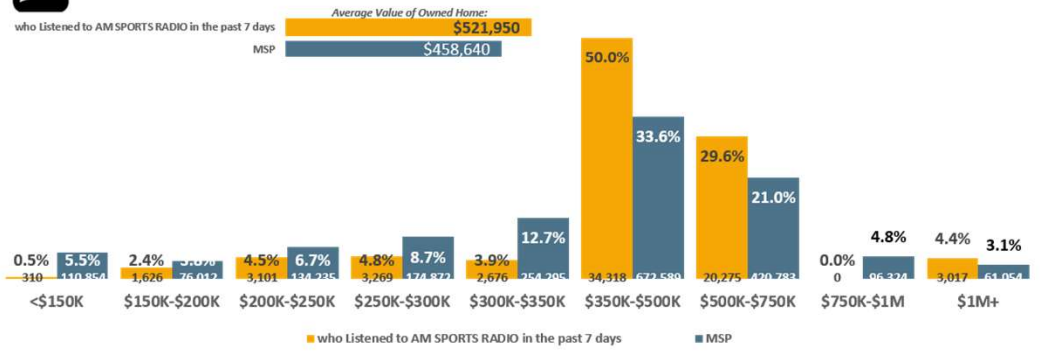
Type of Home: Adults 18 or older



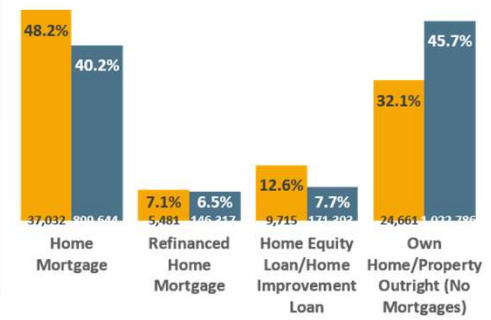
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



MSP Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 49

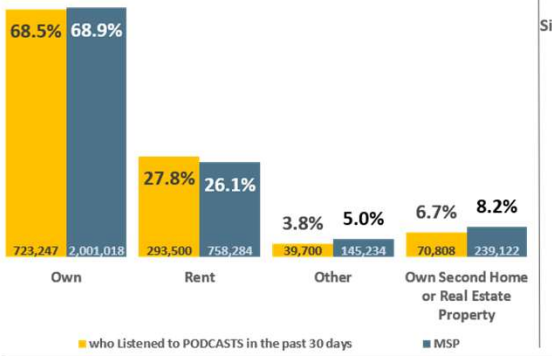
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[(Radio format profiles (M-S 6am-Mid cume): All Sports AND (Radio Stations: KTLK-AM OR Radio Stations: WCCO-AM OR Radio Stations: WDGY-AM))]

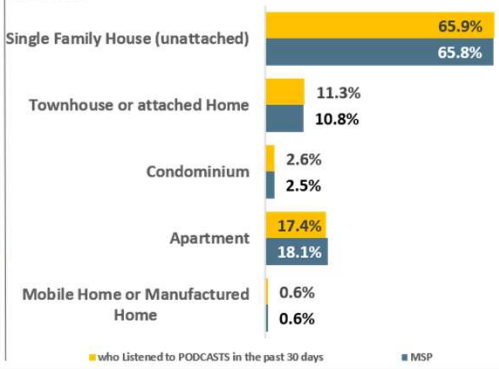
gamut PODCAST NETWORK

36.4% or 1,056,447 of MSP Metro Adults 18 or older Listened to PODCASTS in the past 30 days. Adults 18 or older who Listened to PODCASTS in the past 30 days are .6% less likely to own their home, 5.6% more likely to own a higher valued home, .1% more likely to have a single-family home, 15.6% more likely to have a dog.

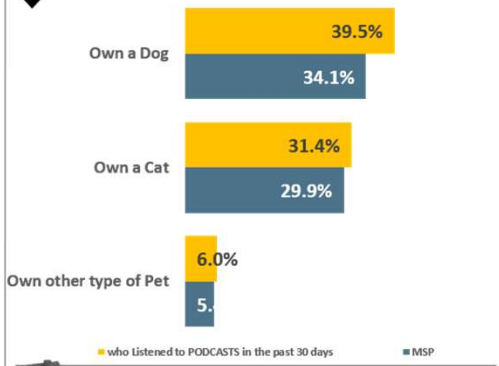
Own/Rent/Other: Adults 18 or older



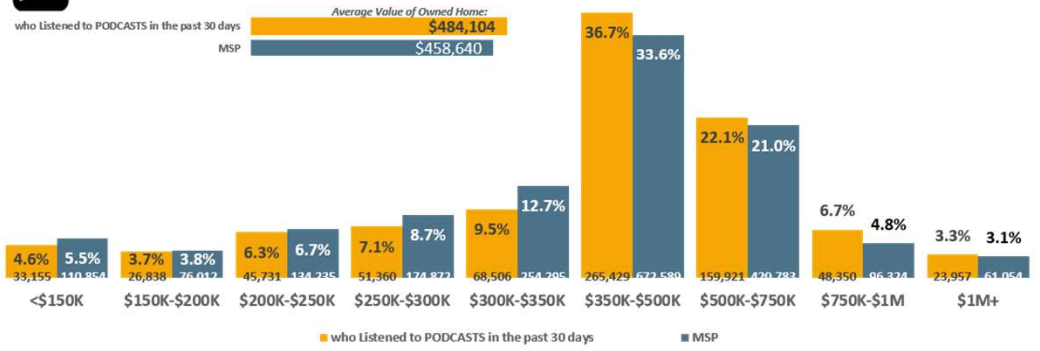
Type of Home: Adults 18 or older



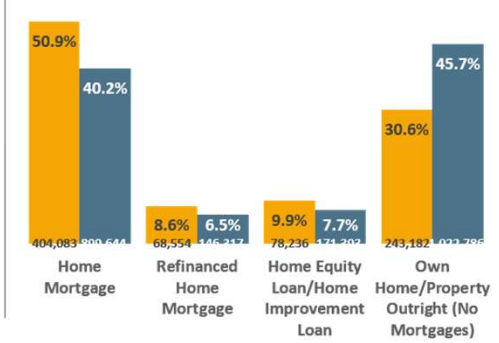
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



MSP Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 485

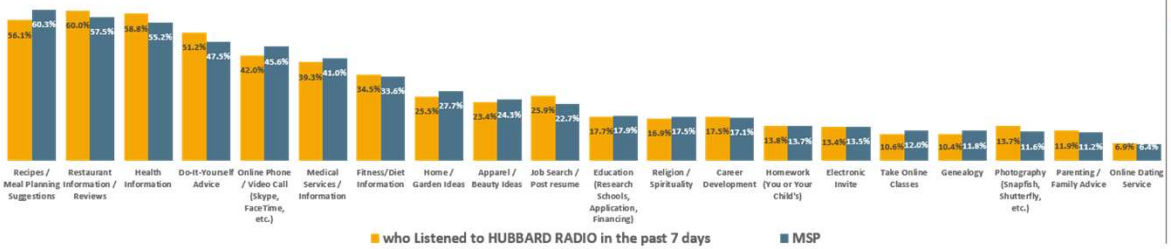
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Watched, listened, or downloaded podcast past 30 days: Yes

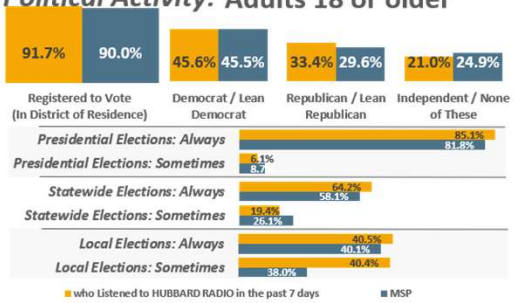
Hubbard media that connects

18.1% or 526,594 of MSP 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 7.8% more likely to look up D-I-Y advice online, .8% more likely to always vote in local elections, 13.8% less likely to belong to a gym, 4.4% more likely to fly domestic past yr.

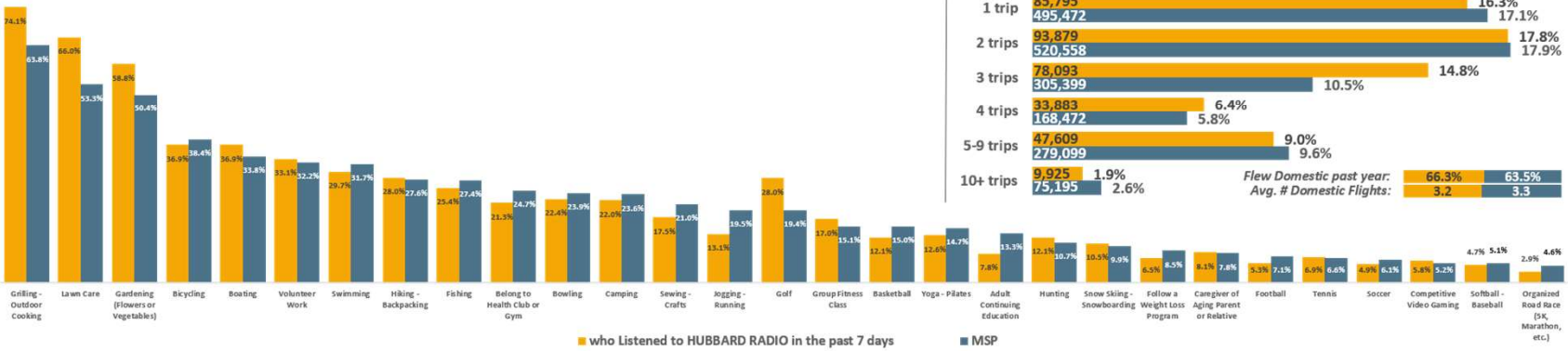
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

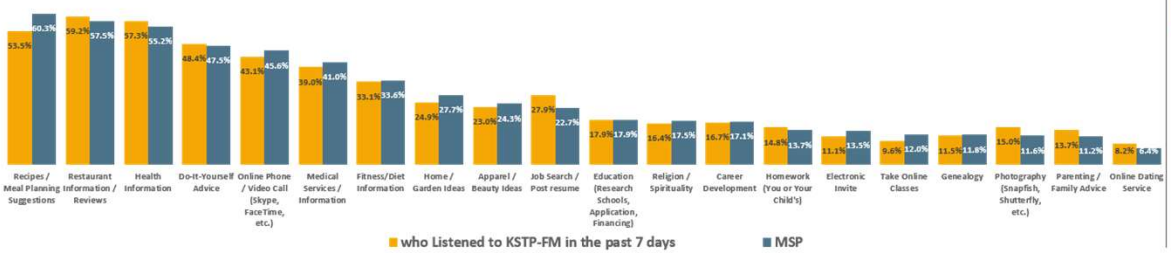
MSP Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 284

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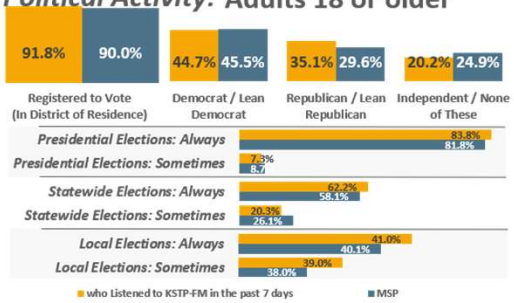
Radio Stations: KSTP-FM OR Radio Stations: KTMY-FM

15.1% or 439,774 of MSP Metro Adults 18 or older Listened to KSTP-FM in the past 7 days.
Adults 18 or older who Listened to KSTP-FM in the past 7 days are 1.9% more likely to look up D-I-Y advice online, 2.2% more likely to always vote in local elections, 17.6% less likely to belong to a gym, 2.5% more likely to fly domestic past yr.

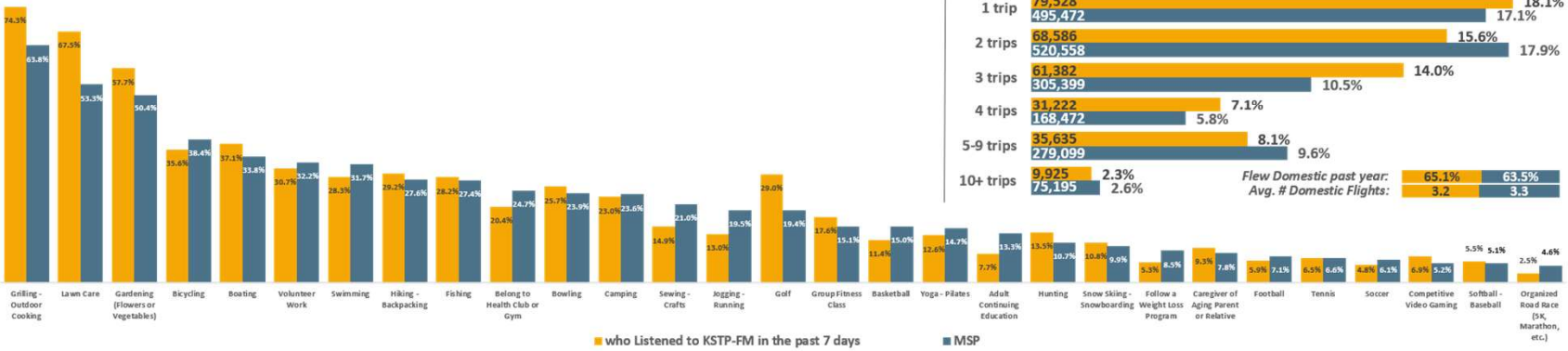
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

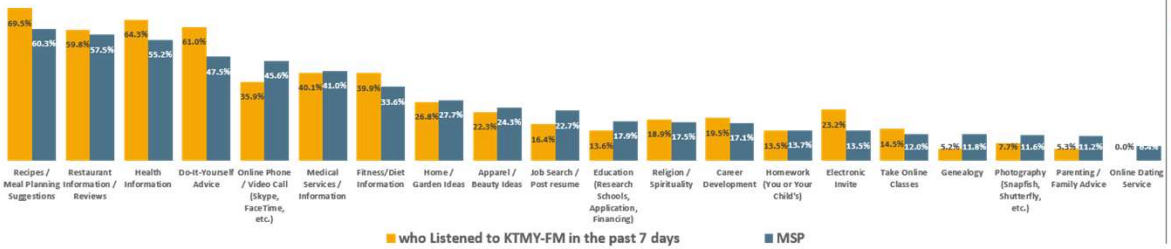
MSP Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 240

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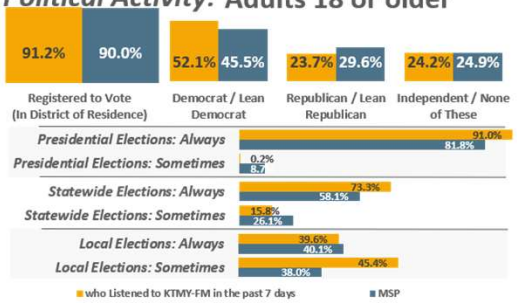
Radio Stations: KSTP-FM

3.6% or 104,119 of MSP Metro Adults 18 or older Listened to KTMY-FM in the past 7 days.
Adults 18 or older who Listened to KTMY-FM in the past 7 days are 28.5% more likely to look up D-I-Y advice online, 1.2% less likely to always vote in local elections, 3.7% less likely to belong to a gym, 10.% more likely to fly domestic past yr.

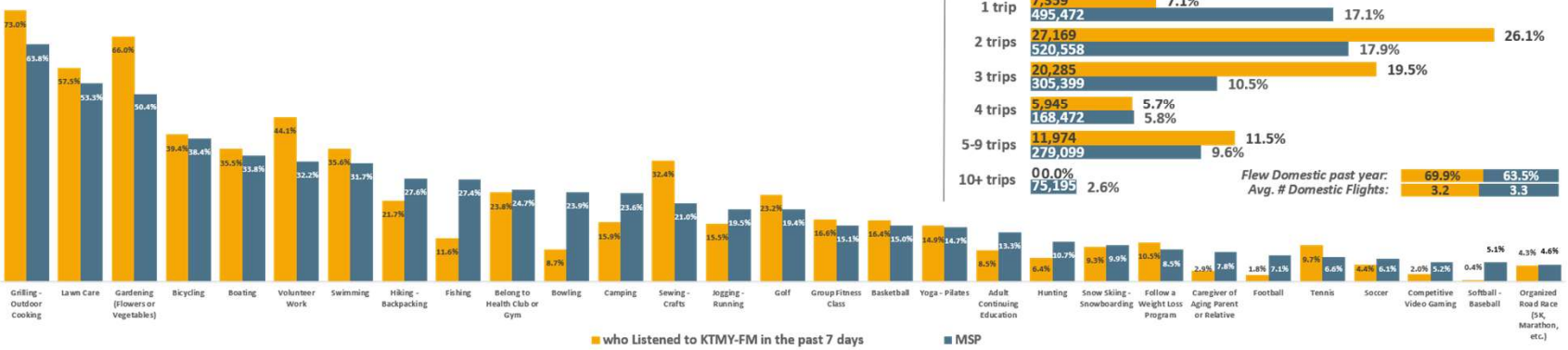
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



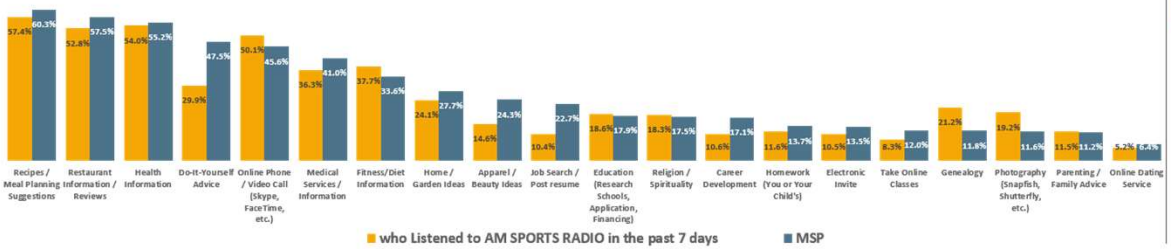
Past 12-months Domestic Airline Trips: Adults 18 or older

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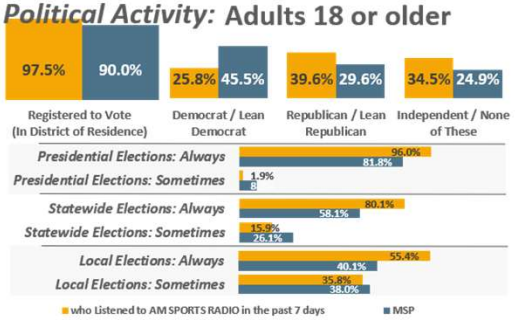
Radio Stations: KTMY-FM

2.9% or 84,589 of MSP Metro Adults 18 or older Listened to AM SPORTS RADIO in the past 7 days. Adults 18 or older who Listened to AM SPORTS RADIO in the past 7 days are 37.1% less likely to look up D-I-Y advice online, 38.1% more likely to always vote in local elections, 53.8% more likely to belong to a gym, 19.5% more likely to fly domestic past y

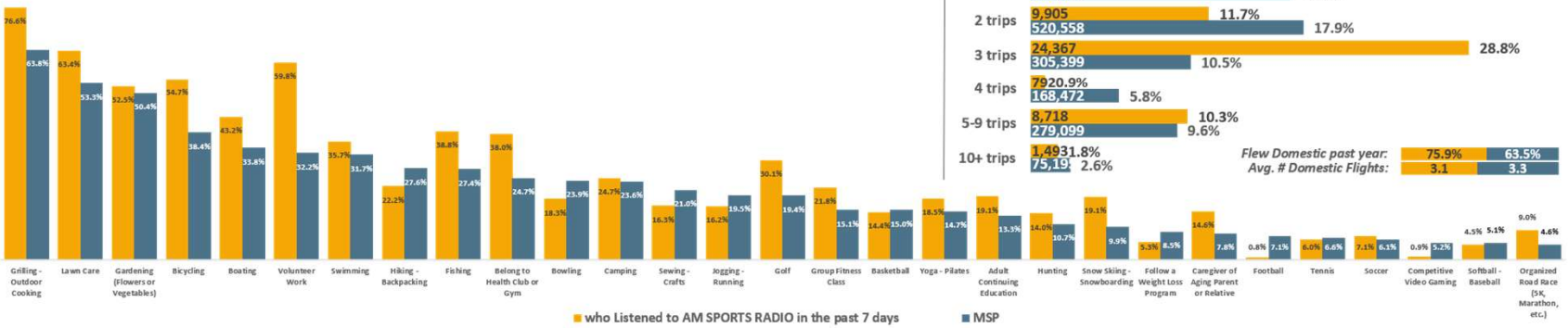
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

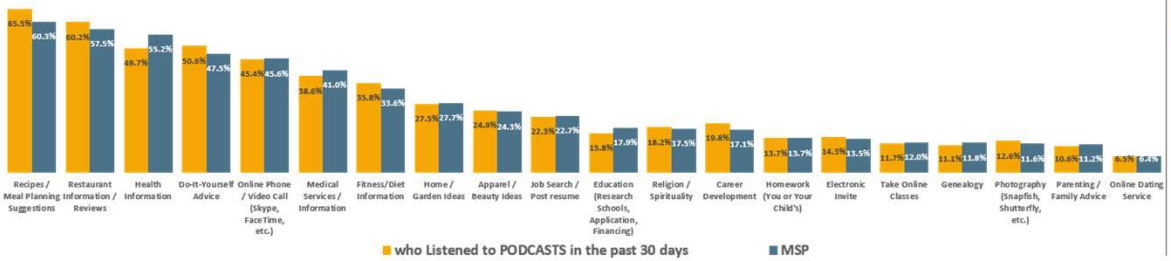
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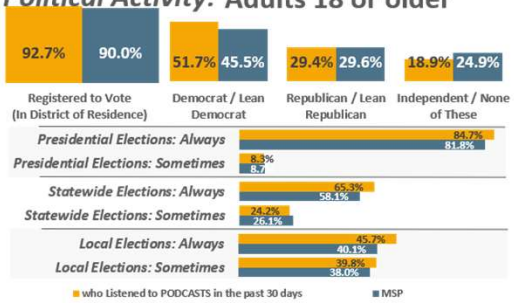
gamut PODCAST NETWORK

36.4% or 1,056,447 of MSP Metro Adults 18 or older Listened to PODCASTS in the past 30 days. Adults 18 or older who Listened to PODCASTS in the past 30 days are 6.5% more likely to look up D-I-Y advice online, 13.9% more likely to always vote in local elections, 24.1% more likely to belong to a gym, 12.3% more likely to fly domestic past yr.

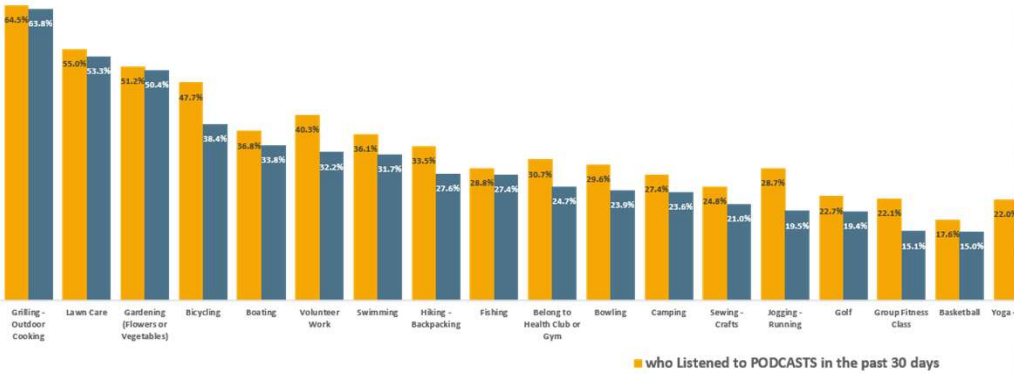
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



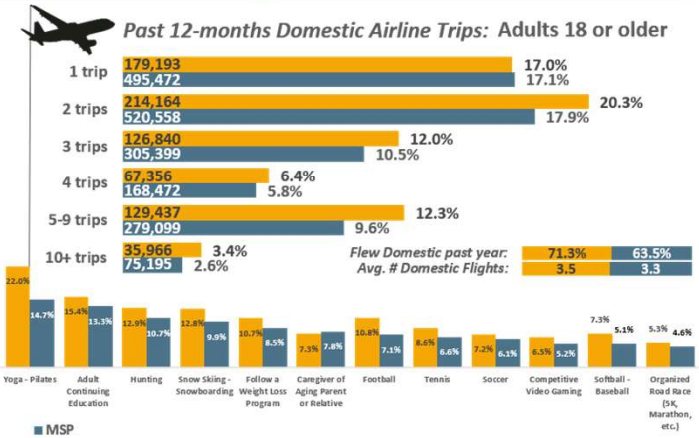
Political Activity: Adults 18 or older



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



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



MSP Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 485

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Watched, listened, or downloaded podcast past 30 days: Yes

Hubbard media that connects

18.1% or 526,594 of MSP 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 .7% less likely to use QSRs past mo., 5.1% more likely to use Sit-Down Restaurants past mo., 9.4% more likely to use Casinos past yr., 3.4% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 81.5% 429,103 | 82.1% 2,384,676

Avg. Monthly QSR Meals: 6.3 | 5.5

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



Total Monthly Sit-Down Restaurant Users: 75.4% 396,903 | 71.7% 2,082,433

Avg. Monthly Sit-Down Restaurant Meals: 3.8 | 3.3

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 HUBBARD RADIO in the past 7 days 77,173 14.7%

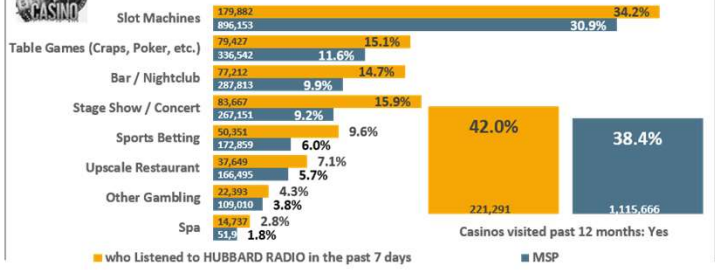
MSP 557,465 19.2%

Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



MSP Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 284

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Radio Stations: KSTP-FM OR Radio Stations: KTMY-FM

15.1% or 439,774 of MSP Metro Adults 18 or older Listened to KSTP-FM in the past 7 days.
Adults 18 or older who Listened to KSTP-FM in the past 7 days are .1% less likely to use QSRs past mo., 5.5% more likely to use Sit-Down Restaurants past mo., 17.1% more likely to use Casinos past yr., 11.4% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



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



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 18 or older

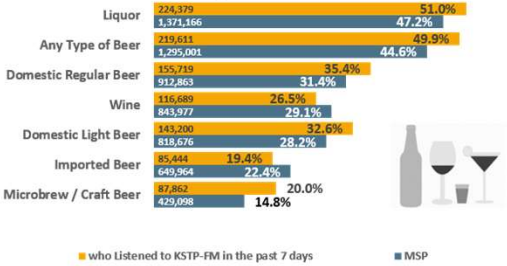
(Sit-Down Restaurants Used Past 30-days)



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

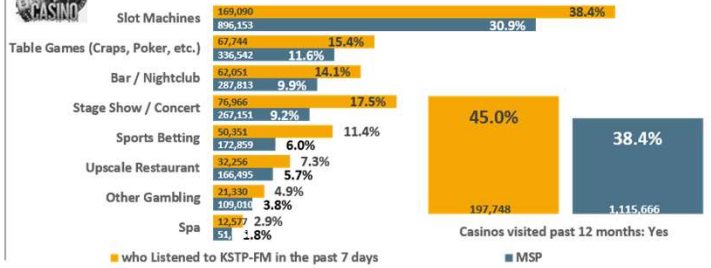


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



MSP Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 240

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Radio Stations: KSTP-FM

3.6% or 104,119 of MSP Metro Adults 18 or older Listened to KTMY-FM in the past 7 days.
Adults 18 or older who Listened to KTMY-FM in the past 7 days are 6.1% less likely to use QSRs past mo., 2.5% more likely to use Sit-Down Restaurants past mo., 21.5% less likely to use Casinos past yr., 50.5% 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)



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

who Listened to KTMY-FM in the past 7 days	14,287	13.7%
MSP	557,465	19.2%

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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Radio Stations: KTMY-FM

2.9% or 84,589 of MSP Metro Adults 18 or older Listened to AM SPORTS RADIO in the past 7 days.
Adults 18 or older who Listened to AM SPORTS RADIO in the past 7 days are 13.8% less likely to use QSRs past mo., 24.9% more likely to use Sit-Down Restaurants past mo., 3.% less likely to use Casinos past yr., 56.3% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



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



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 18 or older

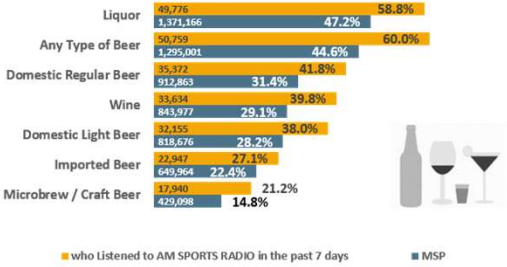
(Sit-Down Restaurants Used Past 30-days)



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

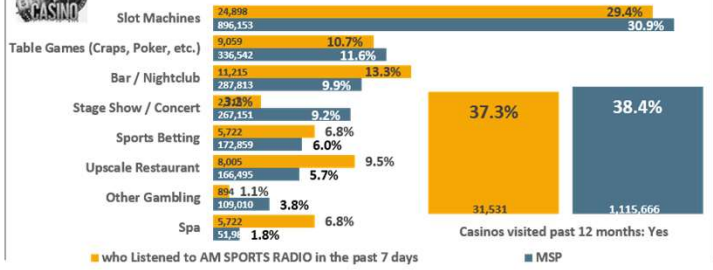


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



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[(Radio format profiles (M-S 6am-Mid cume): All Sports AND (Radio Stations: KTLK-AM OR Radio Stations: WCCO-AM OR Radio Stations: WDGY-AM))]

gamut PODCAST NETWORK

36.4% or 1,056,447 of MSP Metro Adults 18 or older Listened to PODCASTS in the past 30 days.
Adults 18 or older who Listened to PODCASTS in the past 30 days are 5.5% more likely to use QSRs past mo., 10.8% more likely to use Sit-Down Restaurants past mo., 6.3% less likely to use Casinos past yr., 12.1% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:
86.6% 915,028
82.1% 2,384,676

Avg. Monthly QSR Meals:
6.0
5.5

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



Total Monthly Sit-Down Restaurant Users:
79.4% 839,086
71.7% 2,082,433

Avg. Monthly Sit-Down Restaurant Meals:
3.6
3.3

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



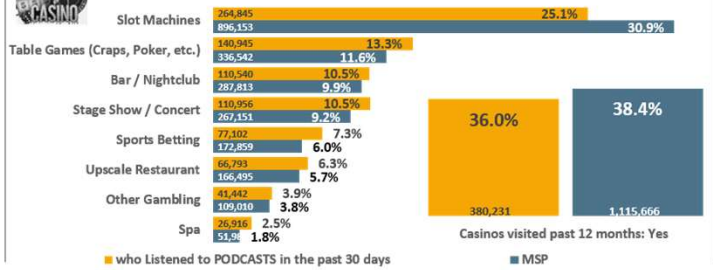
Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
who Listened to PODCASTS in the past 30 days 264,300 25.0%
MSP 557,465 19.2%

Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



MSP Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 485

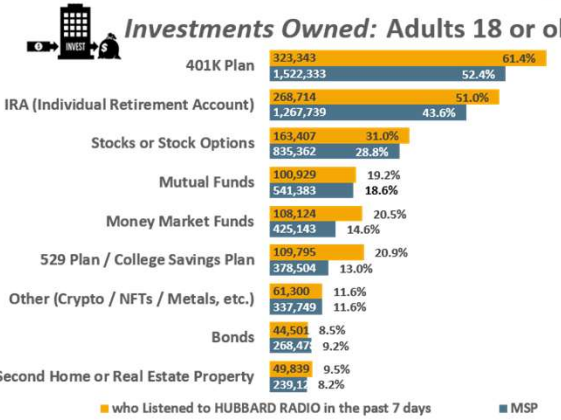
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Watched, listened, or downloaded podcast past 30 days: Yes

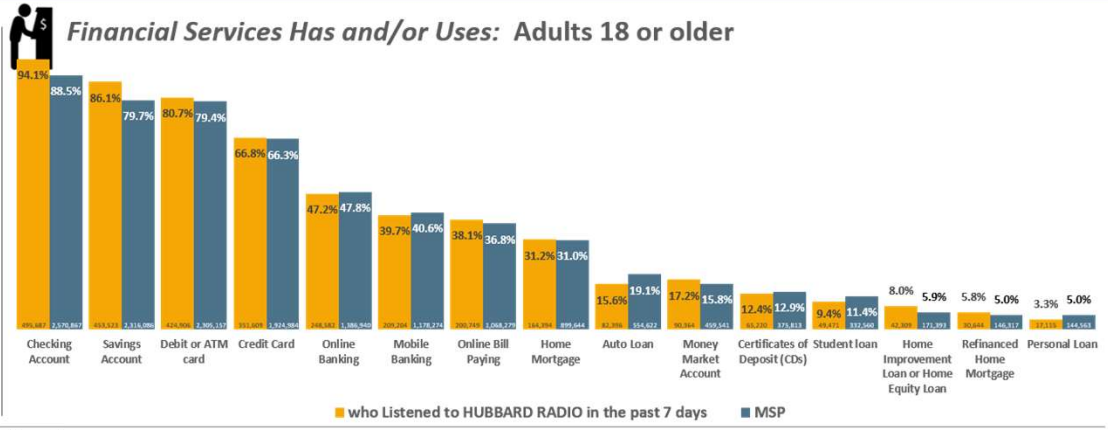
Hubbard media that connects

18.1% or 526,594 of MSP 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 17.2% more likely to have a 401K, 18.1% less likely to have an Auto Loan, 36.8% more likely to Invest/Trade Stocks Online, 1.% less likely to pay with their Debit Card.

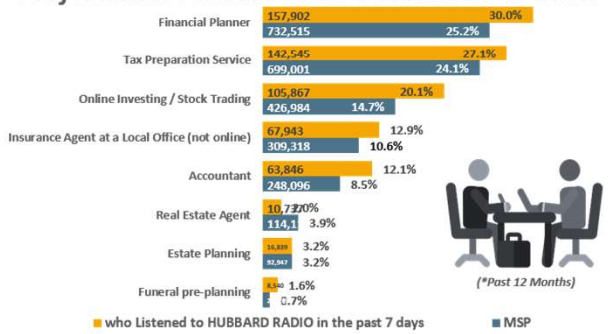
Investments Owned: Adults 18 or older



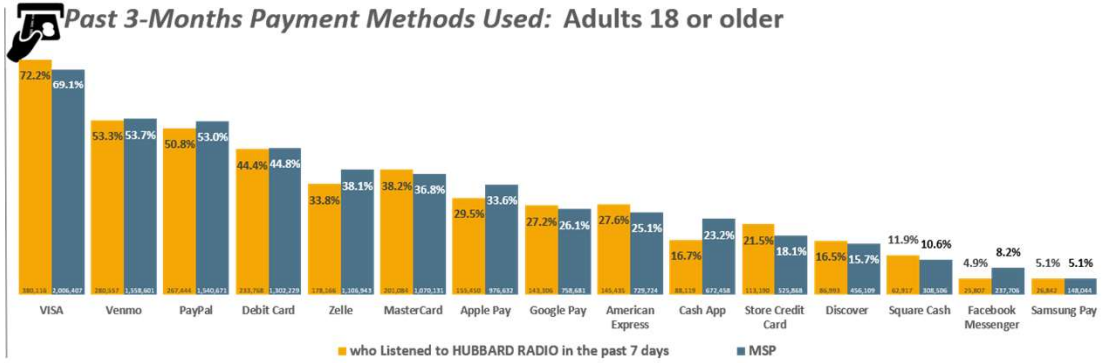
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



MSP Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 284

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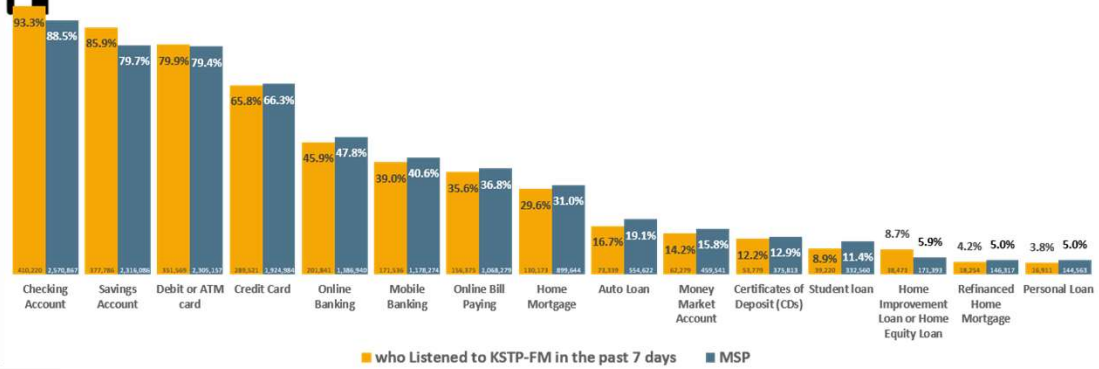
Radio Stations: KSTP-FM OR Radio Stations: KTMY-FM

15.1% or 439,774 of MSP Metro Adults 18 or older Listened to KSTP-FM in the past 7 days.
Adults 18 or older who Listened to KSTP-FM in the past 7 days are 16.2% more likely to have a 401K, 12.7% less likely to have an Auto Loan, 23.5% more likely to Invest/Trade Stocks Online, 3.5% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



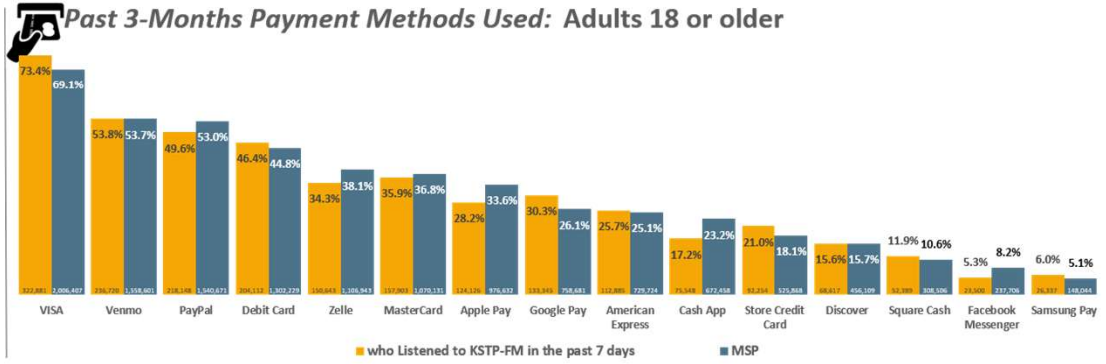
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



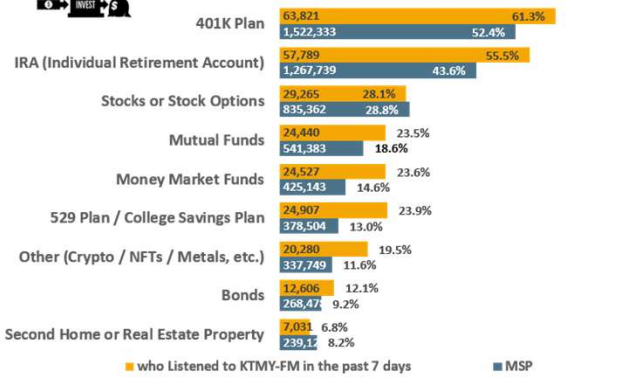
MSP Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 240

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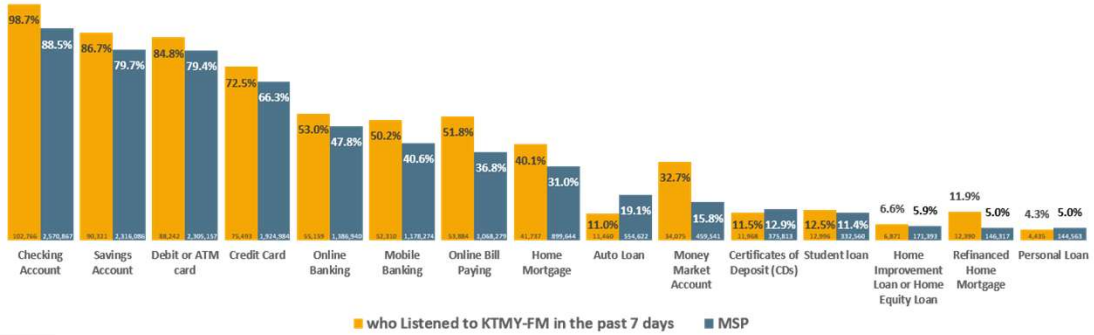
Radio Stations: KSTP-FM

3.6% or 104,119 of MSP Metro Adults 18 or older Listened to KTMY-FM in the past 7 days.
Adults 18 or older who Listened to KTMY-FM in the past 7 days are 17.% more likely to have a 401K, 42.4% less likely to have an Auto Loan, 74.1% more likely to Invest/Trade Stocks Online, 14.% less likely to pay with their Debit Card.

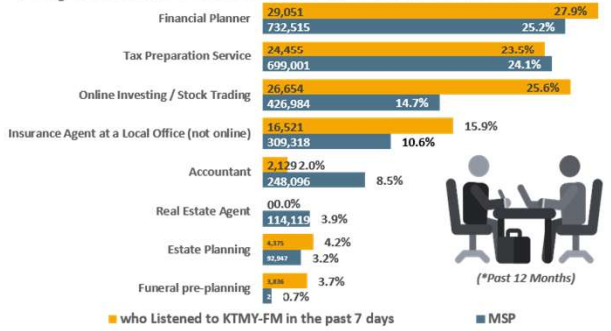
Investments Owned: Adults 18 or older



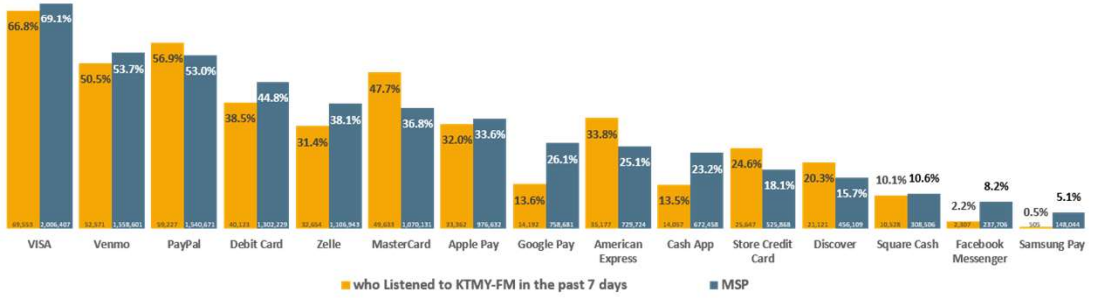
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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

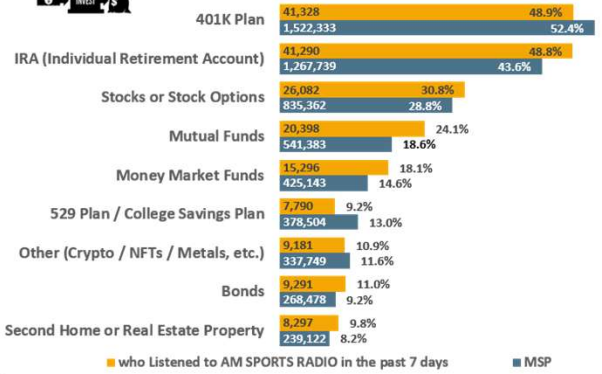


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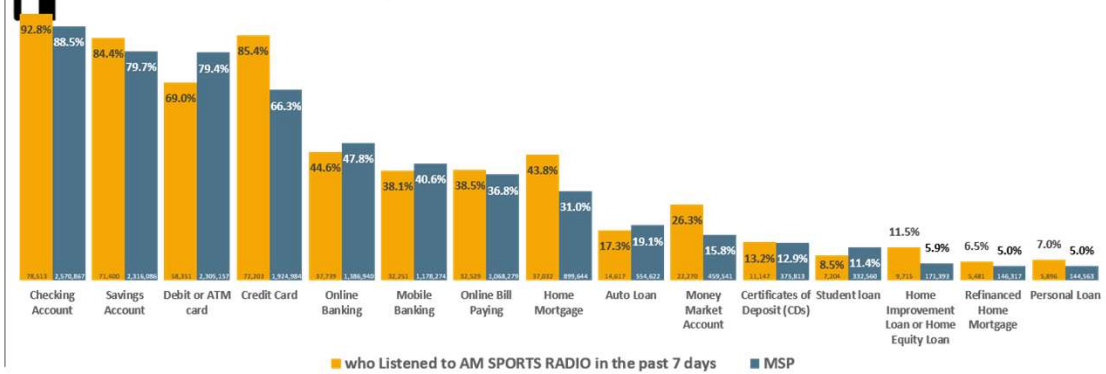
Radio Stations: KTMY-FM

2.9% or 84,589 of MSP Metro Adults 18 or older Listened to AM SPORTS RADIO in the past 7 days.
Adults 18 or older who Listened to AM SPORTS RADIO in the past 7 days are 6.8% less likely to have a 401K, 9.5% less likely to have an Auto Loan, 9.8% less likely to Invest/Trade Stocks Online, 8.8% less likely to pay with their Debit Card.

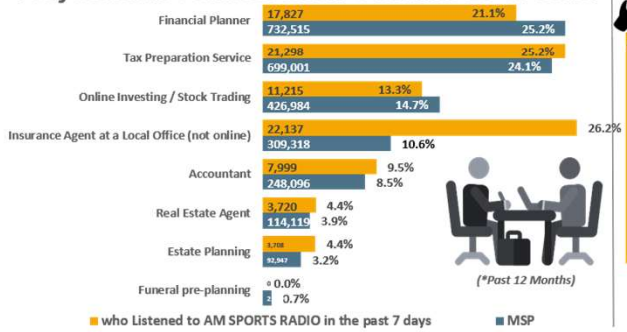
Investments Owned: Adults 18 or older



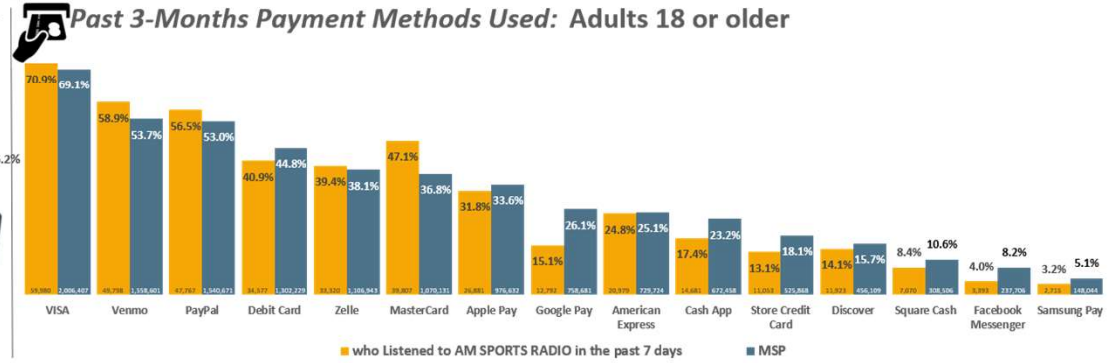
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



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[(Radio format profiles (M-S 6am-Mid cume): All Sports AND (Radio Stations: KTLK-AM OR Radio Stations: WCCO-AM OR Radio Stations: WDGY-AM))]

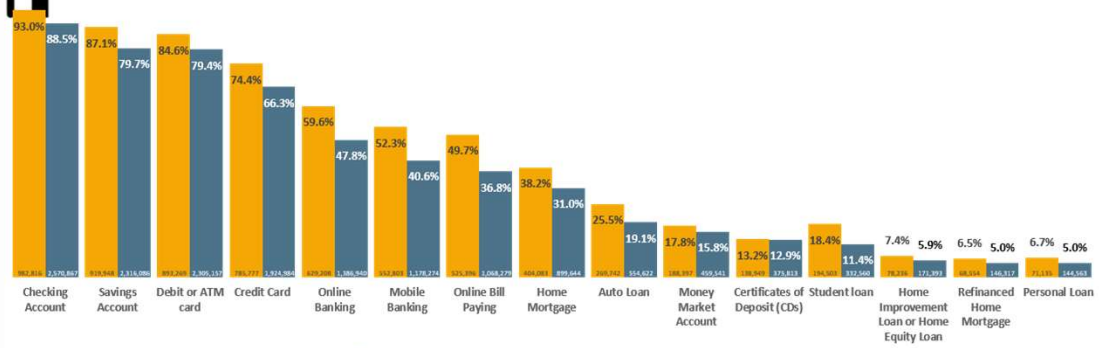
gamut PODCAST NETWORK

36.4% or 1,056,447 of MSP Metro Adults 18 or older Listened to PODCASTS in the past 30 days.
Adults 18 or older who Listened to PODCASTS in the past 30 days are 20.7% more likely to have a 401K, 33.7% more likely to have an Auto Loan, 30.9% more likely to Invest/Trade Stocks Online, 1.6% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



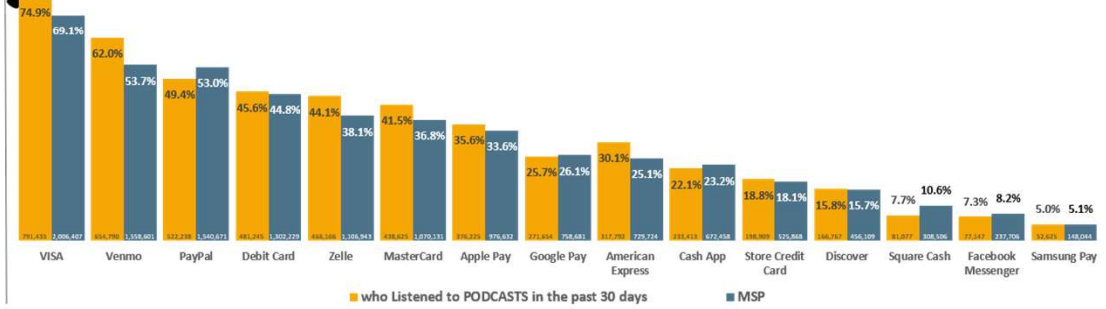
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



MSP Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 485

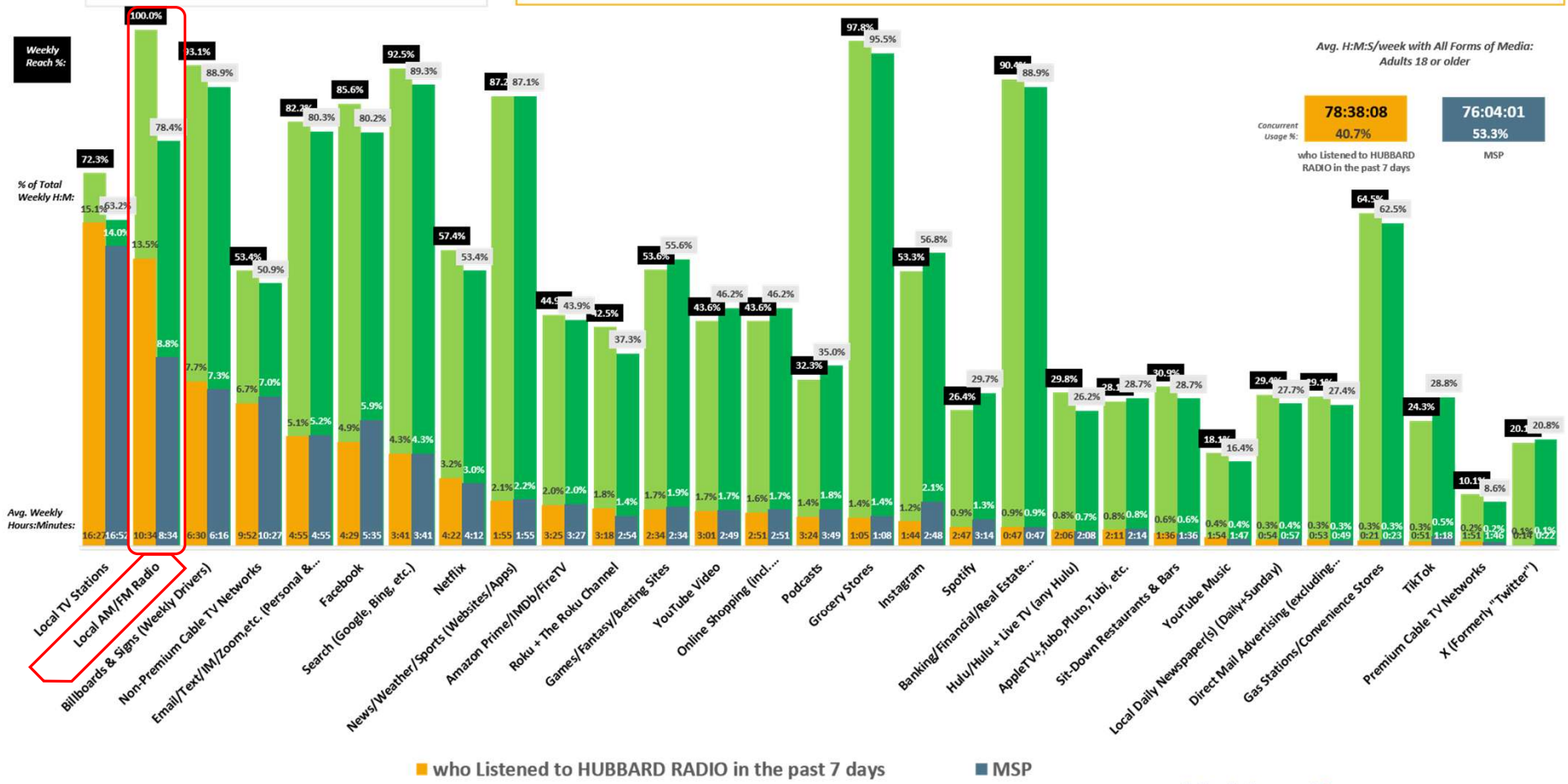
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Watched, listened, or downloaded podcast past 30 days: Yes

Hubbard
media that connects

Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days spend an average of 3 days, 6 hours, 38 minutes and 8 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 10 hours and 34 minutes each week listening to All Local AM/FM Radio, representing 13.5% of total time spent with all forms of Media.

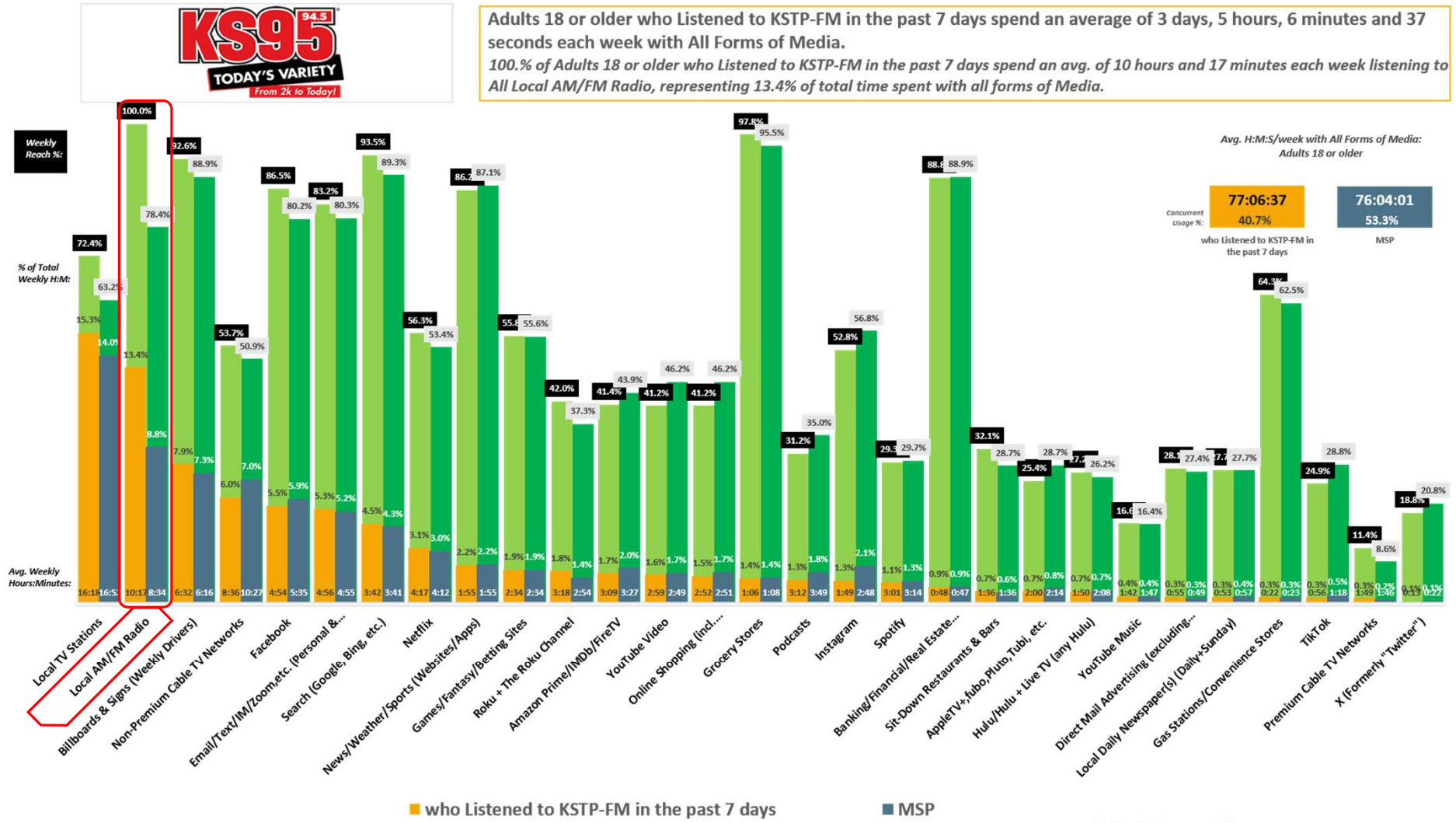


MSP Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 1,507
MSP Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 284

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

Radio Stations: KSTP-FM OR Radio Stations: KTMY-FM

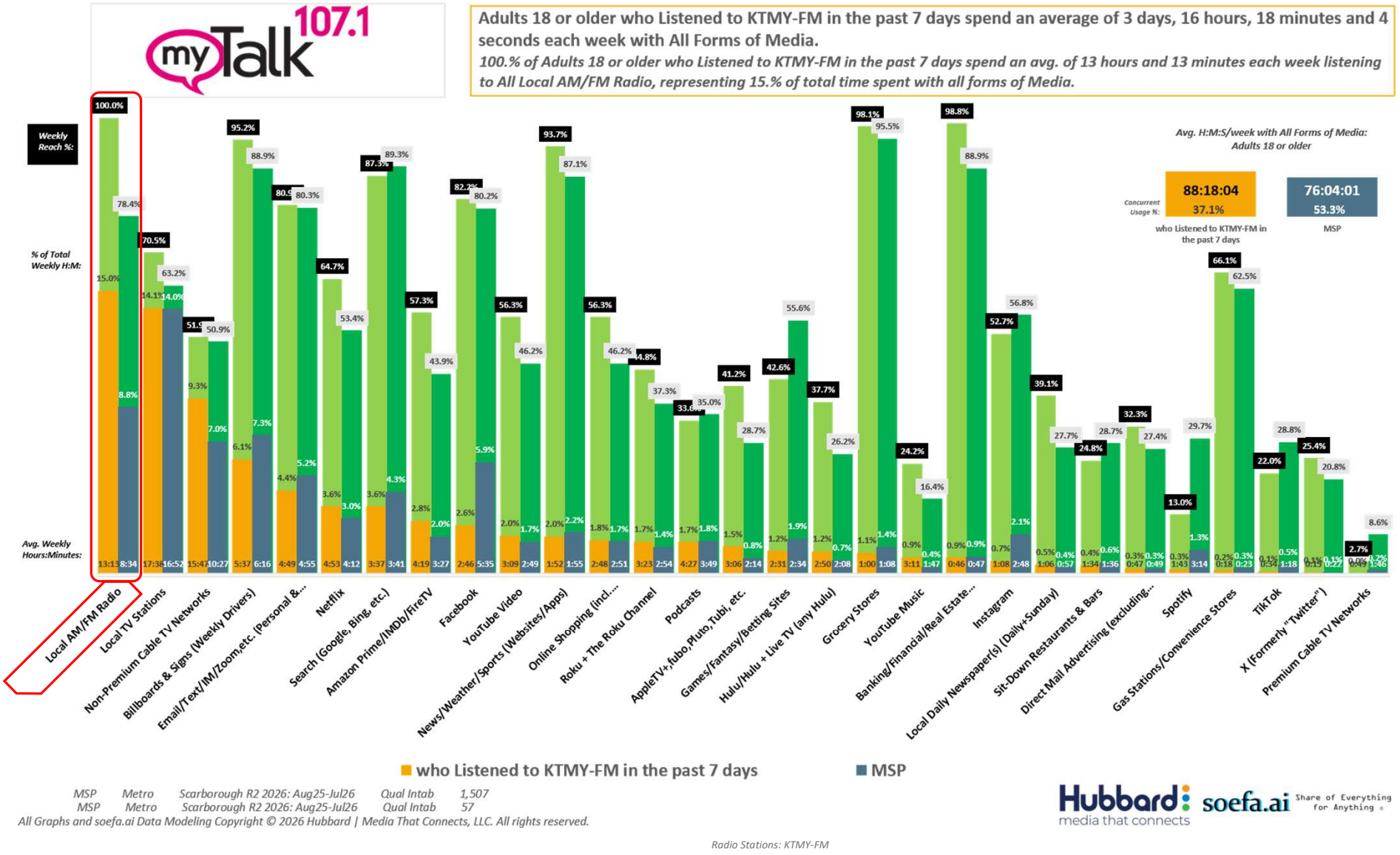


MSP Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 1,507
MSP Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 240

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

Radio Stations: KSTP-FM

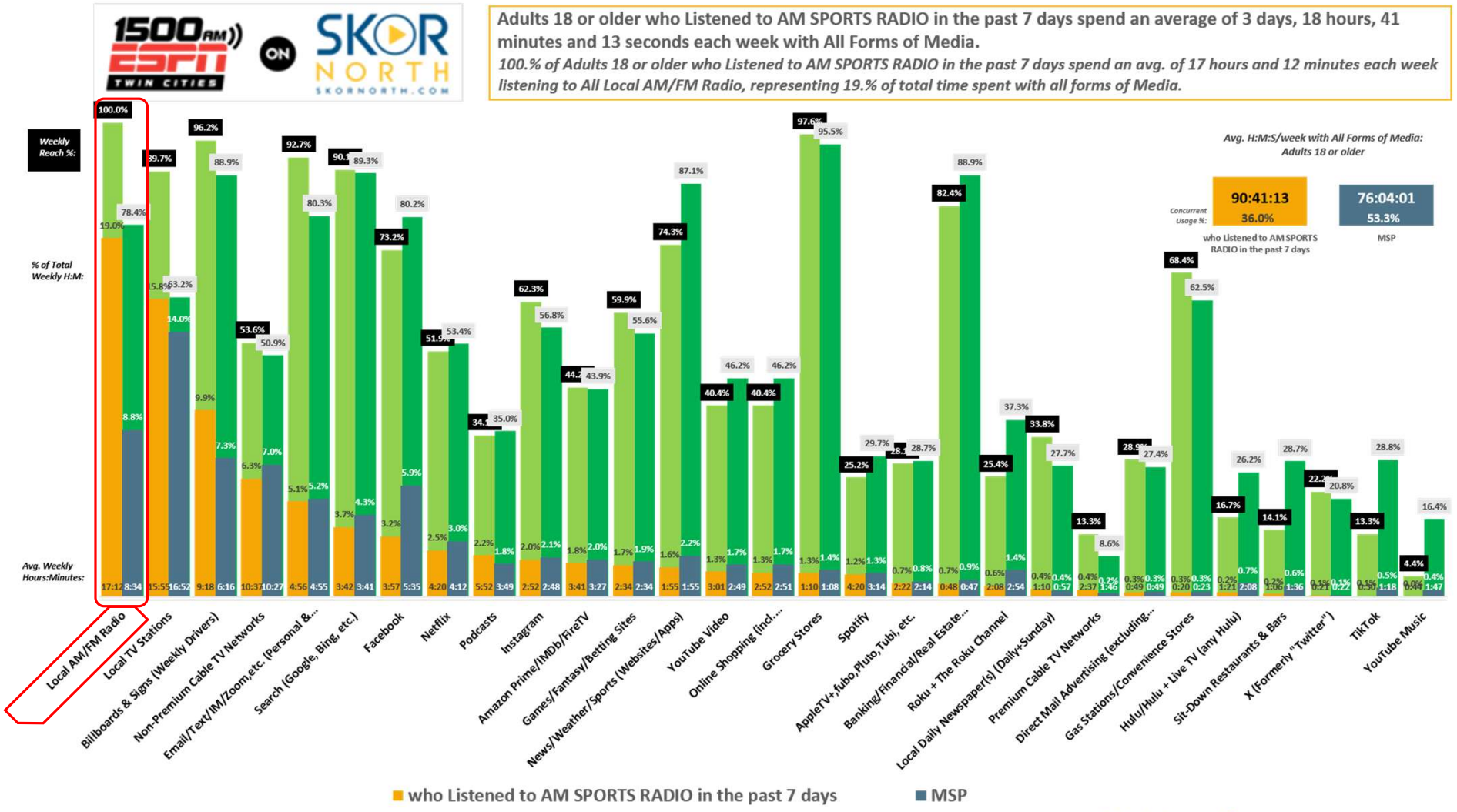


MSP Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 1,507
MSP Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 57

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

Radio Stations: KTMY-FM



MSP Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 1,507
MSP Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 49

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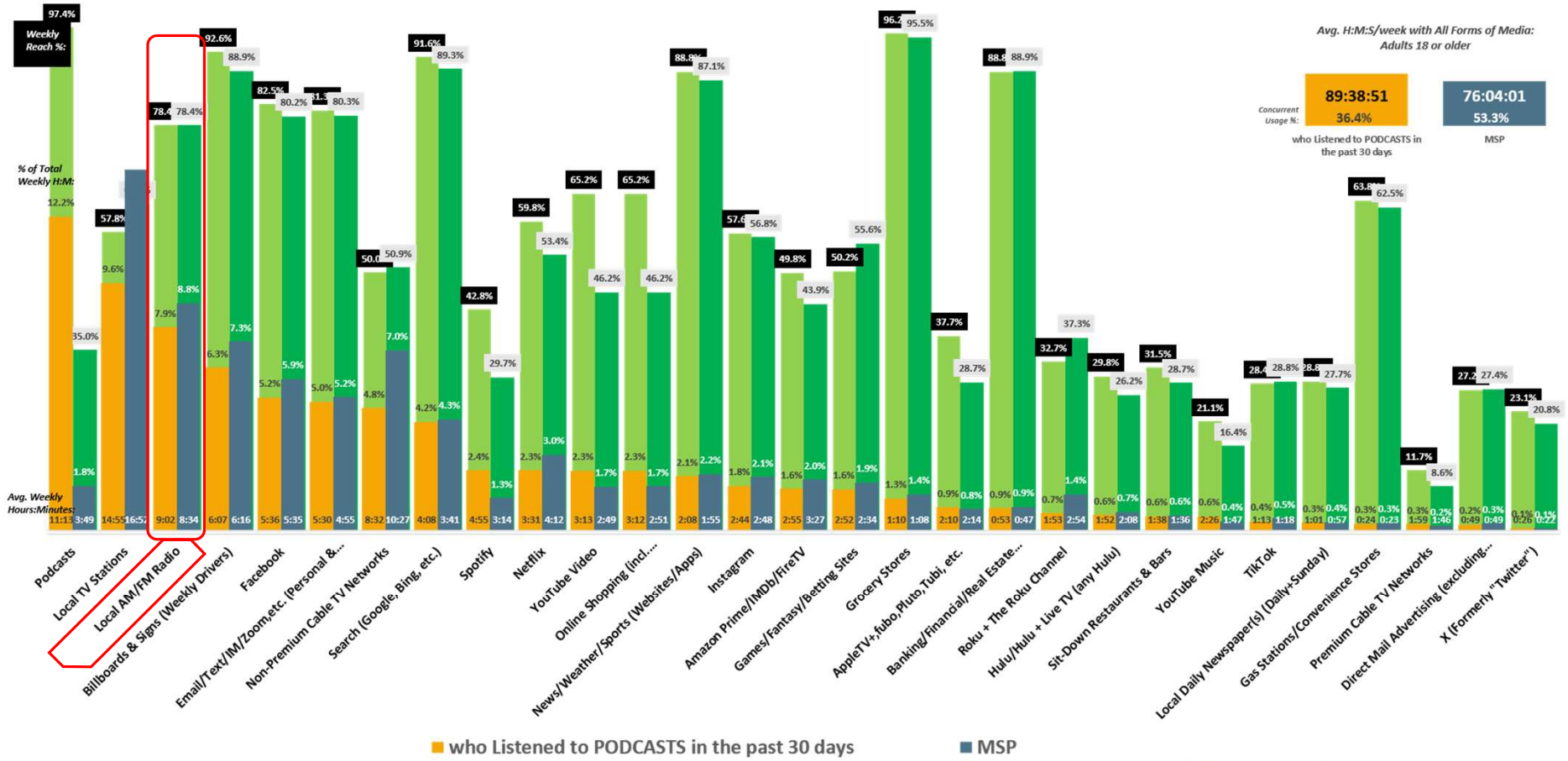
Hubbard media that connects soefa.ai Share of Everything for Anything

[(Radio format profiles (M-S 6am-Mid cume): All Sports AND (Radio Stations: KTLK-AM OR Radio Stations: WCCO-AM OR Radio Stations: WDGY-AM))]

gamut PODCAST NETWORK

Adults 18 or older who Listened to PODCASTS in the past 30 days spend an average of 3 days, 17 hours, 38 minutes and 51 seconds each week with All Forms of Media.

78.4% of Adults 18 or older who Listened to PODCASTS in the past 30 days spend an avg. of 9 hours and 2 minutes each week listening to All Local AM/FM Radio, representing 7.9% of total time spent with all forms of Media.



MSP Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 1,507
MSP Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 485

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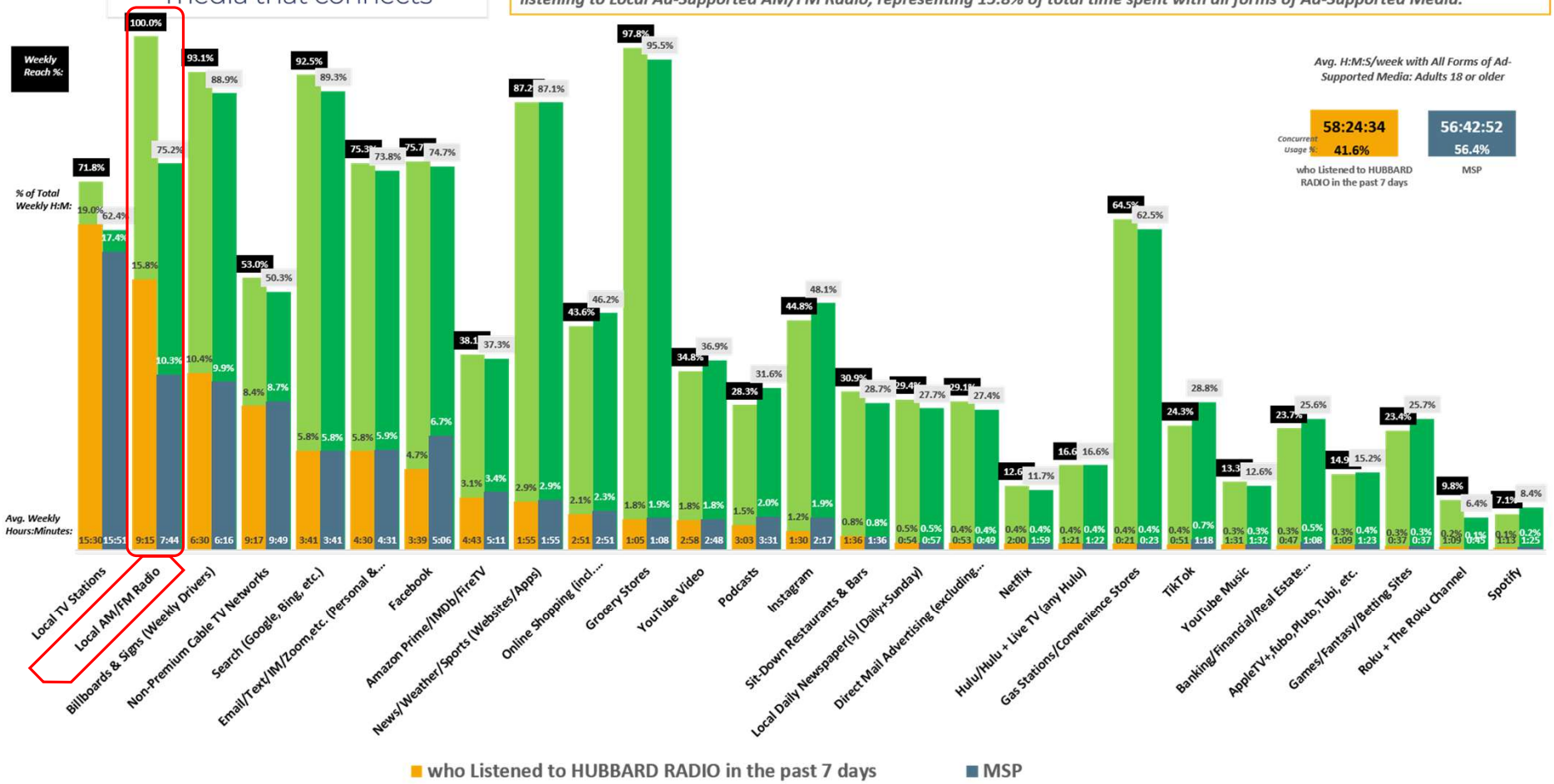
Hubbard media that connects soefa.ai Share of Everything for Anything

Watched, listened, or downloaded podcast past 30 days: Yes

Hubbard media that connects

Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days spend an average of 2 days, 10 hours, 24 minutes and 34 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 9 hours and 15 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 15.8% of total time spent with all forms of Ad-Supported Media.

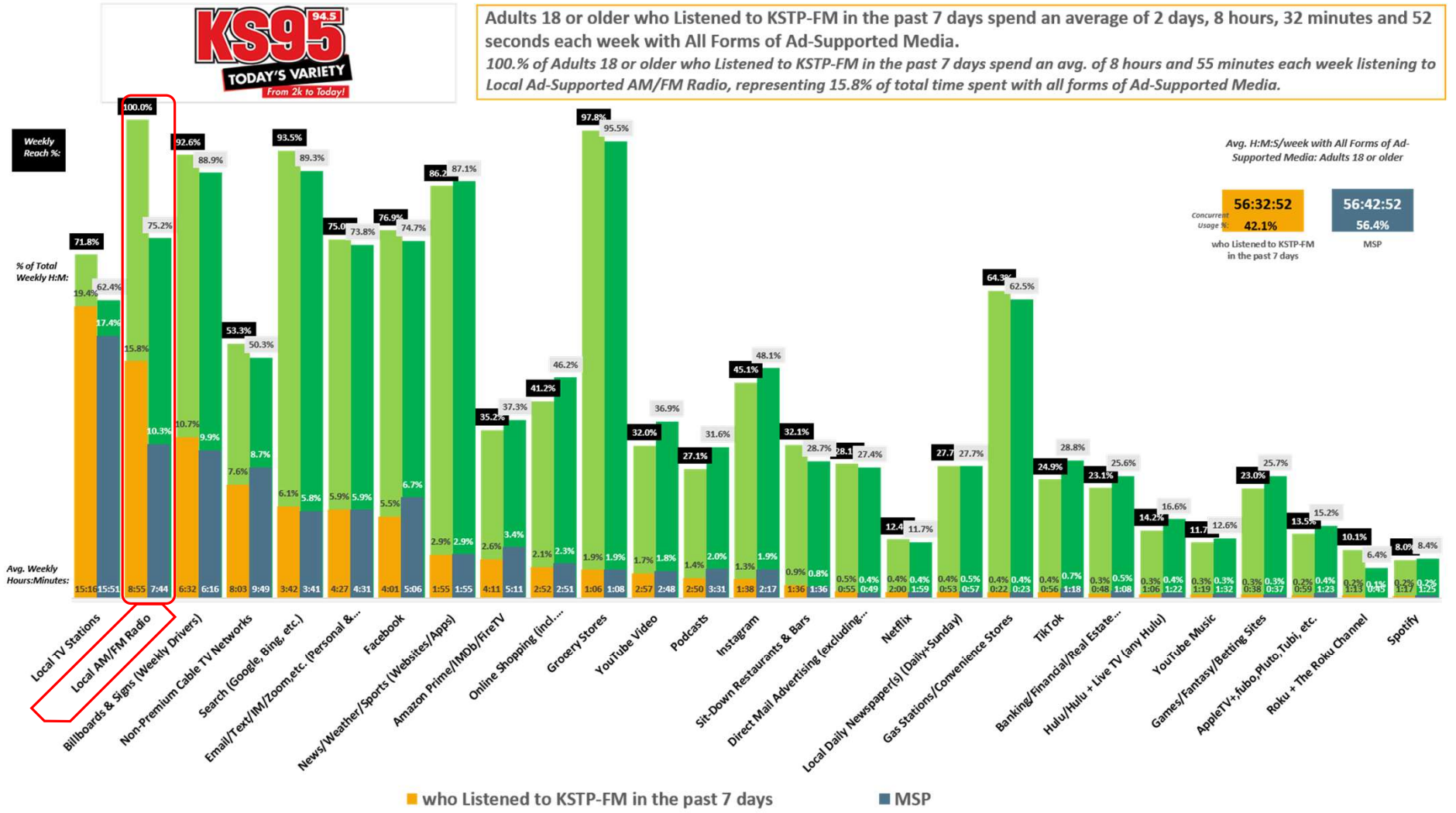


MSP Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 1,507
MSP Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 284

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Radio Stations: KSTP-FM OR Radio Stations: KTMY-FM

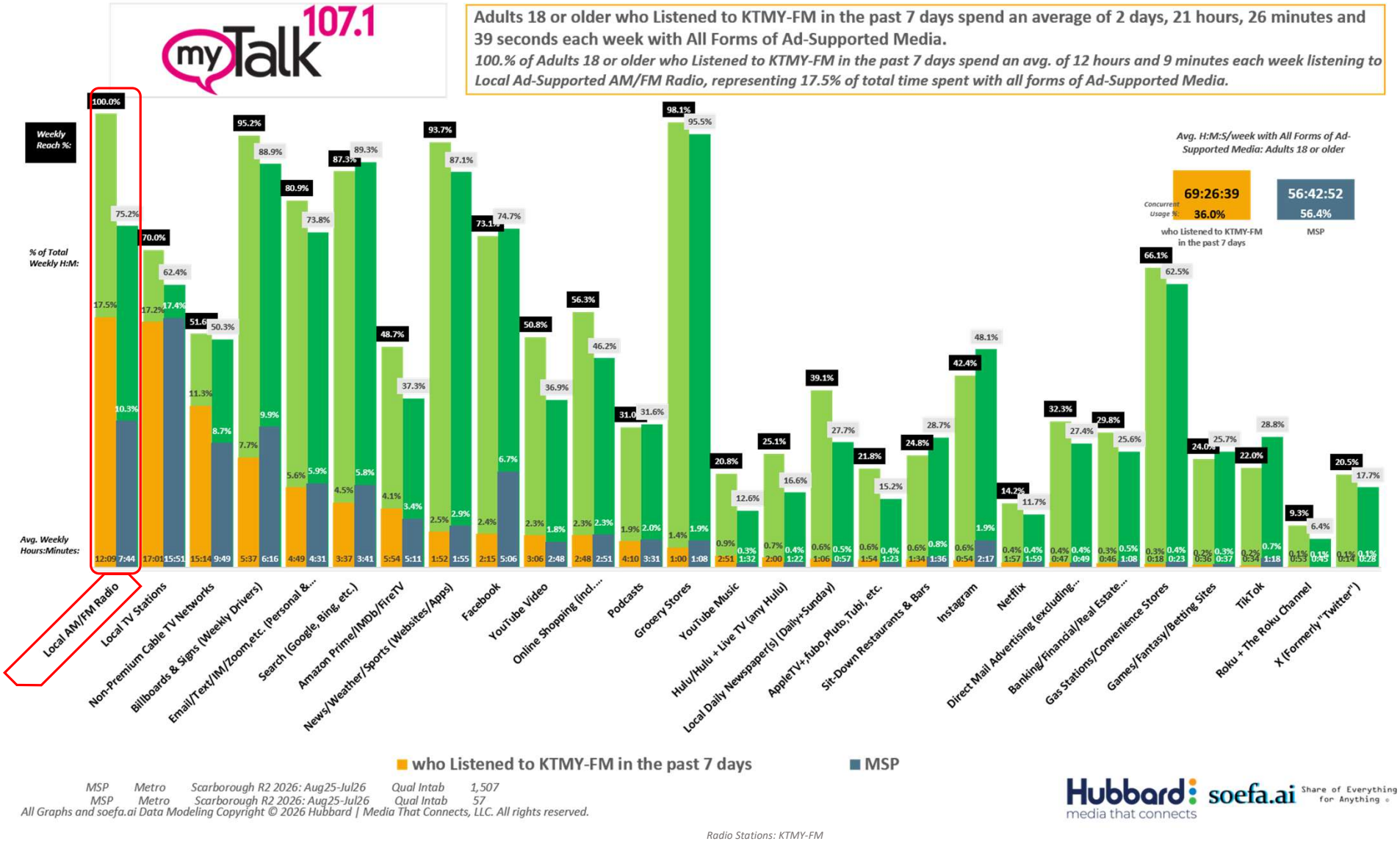


MSP Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 1,507
MSP Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 240

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

Radio Stations: KSTP-FM

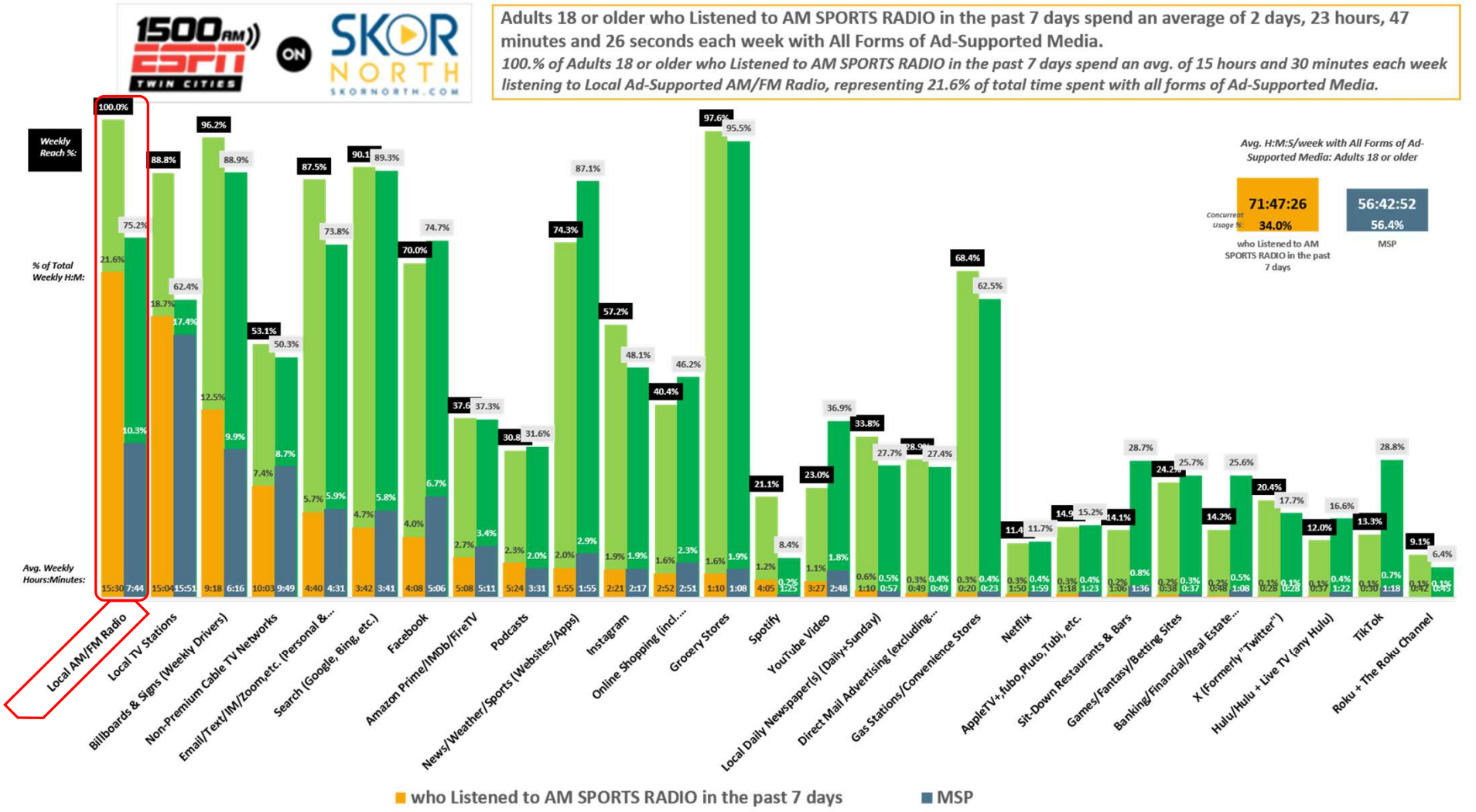


MSP Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 1,507
MSP Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 57

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Radio Stations: KTMY-FM



MSP Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 1,507
MSP Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 49

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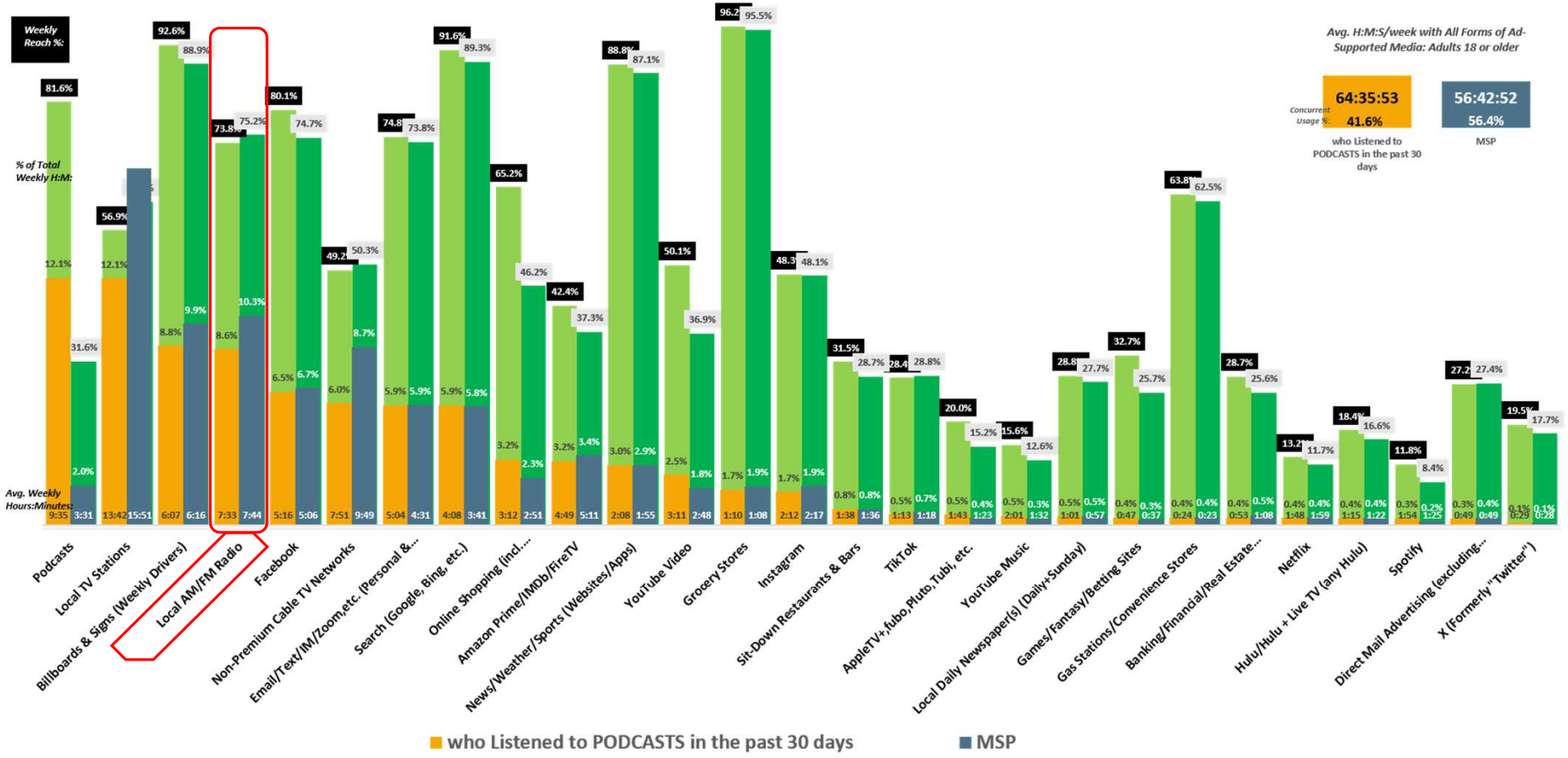
Hubbard media that connects soefa.ai Share of Everything for Anything

[(Radio format profiles (M-S 6am-Mid cume): All Sports AND (Radio Stations: KTLK-AM OR Radio Stations: WCCO-AM OR Radio Stations: WDGY-AM))]

gamut PODCAST NETWORK

Adults 18 or older who Listened to PODCASTS in the past 30 days spend an average of 2 days, 16 hours, 35 minutes and 53 seconds each week with All Forms of Ad-Supported Media.

73.8% of Adults 18 or older who Listened to PODCASTS in the past 30 days spend an avg. of 7 hours and 33 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 8.6% of total time spent with all forms of Ad-Supported Media.



MSP Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 1,507
MSP Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 485

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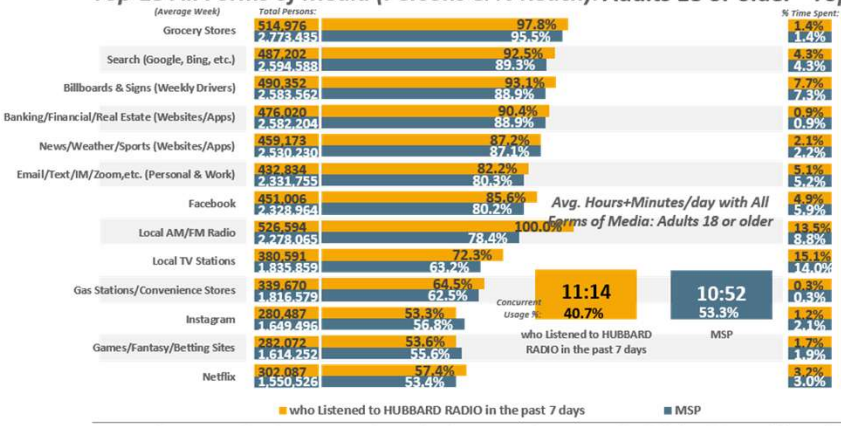
Hubbard media that connects soefa.ai Share of Everything for Anything

Watched, listened, or downloaded podcast past 30 days: Yes

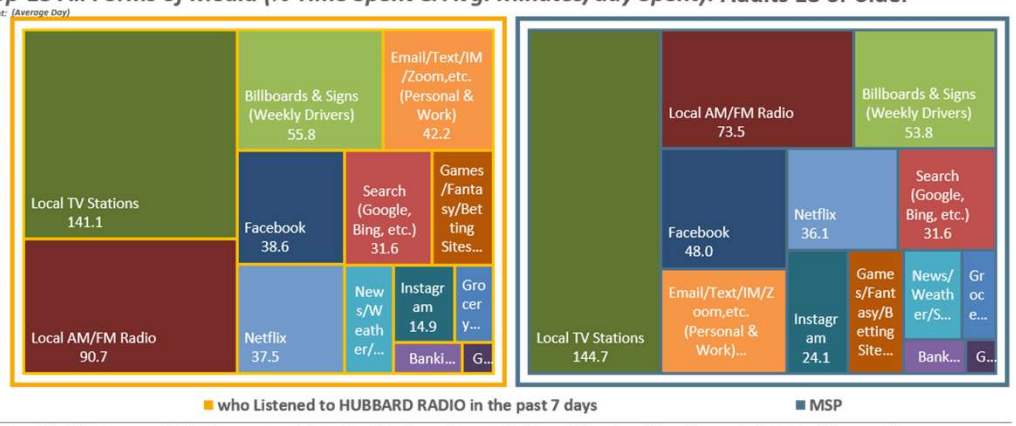
Hubbard
media that connects

Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days spend an average of 8 hours and 20 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 79.3 minutes/day. *(Local Radio delivers 15.8% of Time with Ad-Supported Media.)*

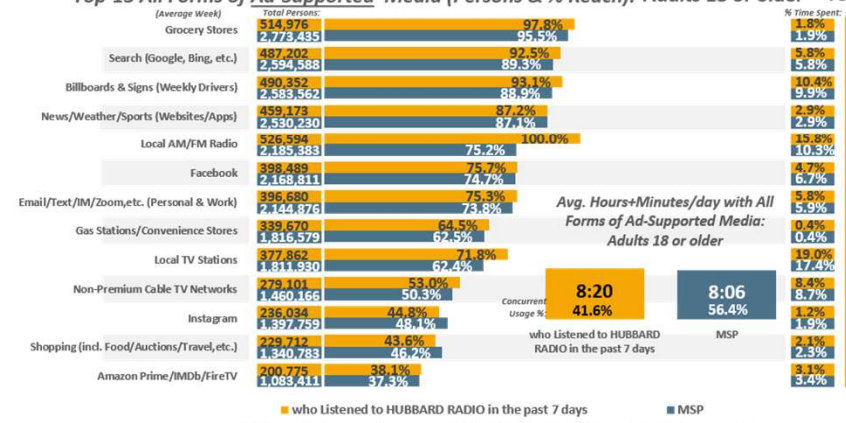
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



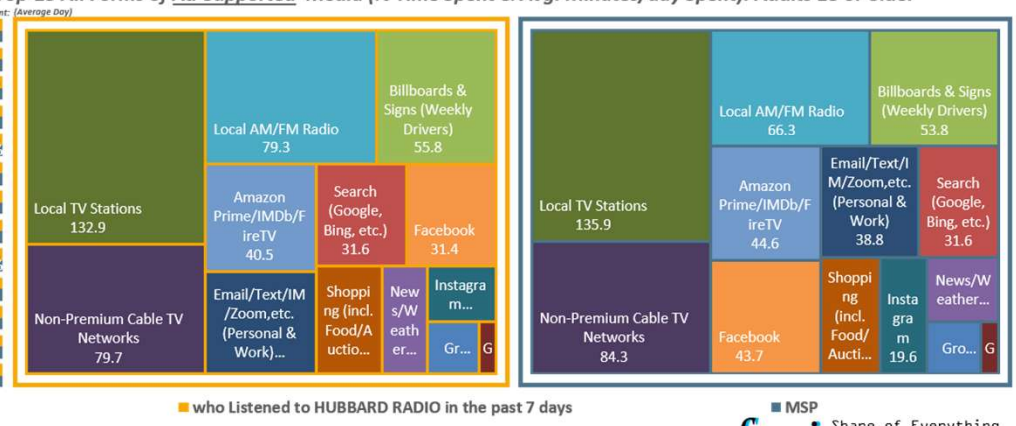
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MSP Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 284

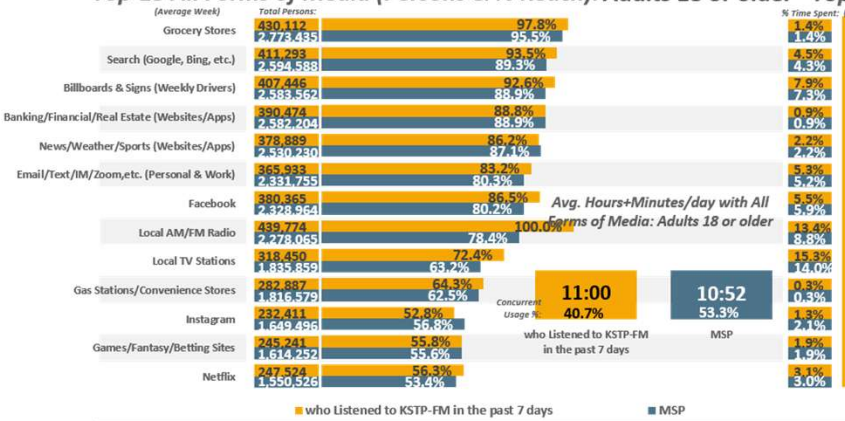
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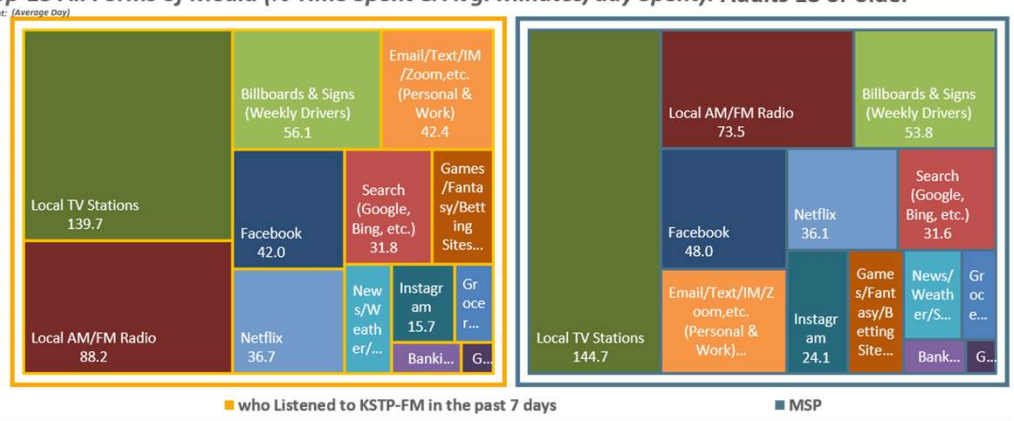
Radio Stations: KSTP-FM OR Radio Stations: KTMY-FM

Adults 18 or older who Listened to KSTP-FM in the past 7 days spend an average of 8 hours and 4 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 76.5 minutes/day. *(Local Radio delivers 15.8% of Time with Ad-Supported Media.)*

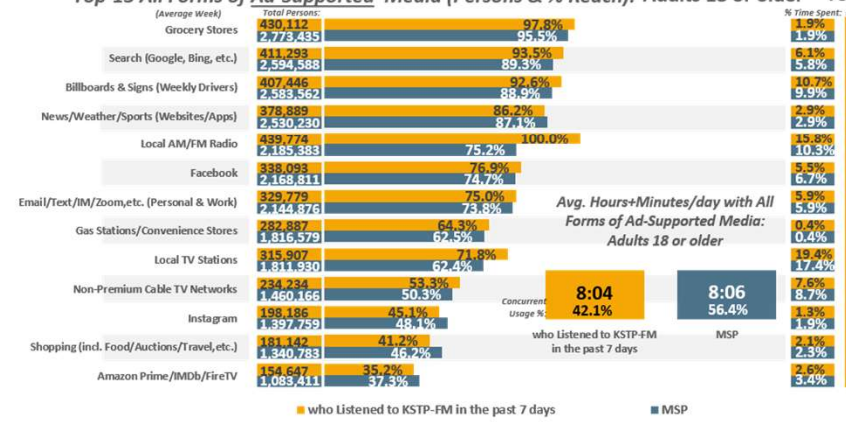
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



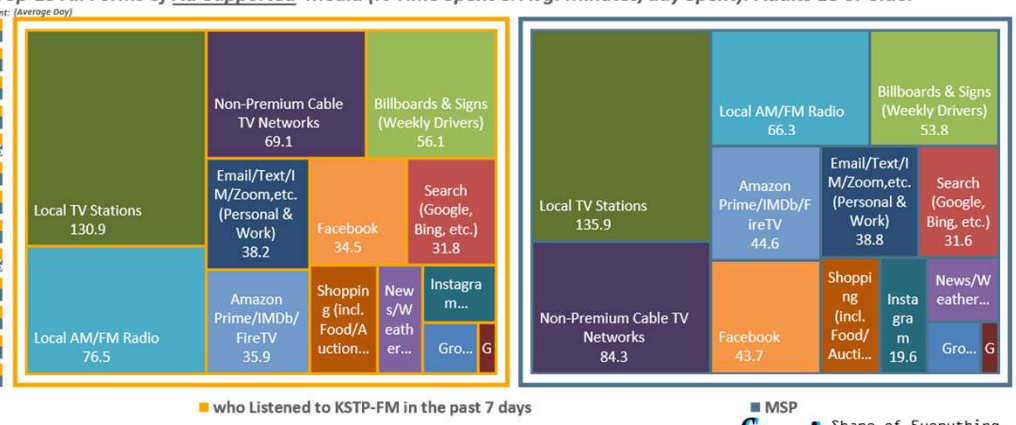
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MSP Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 240

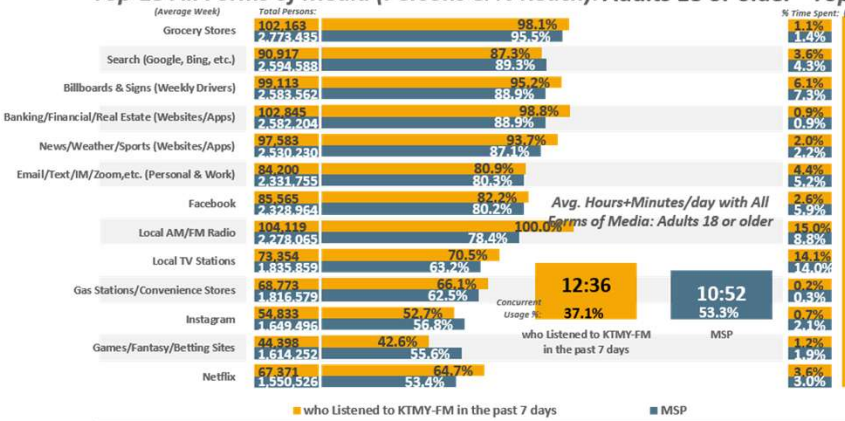
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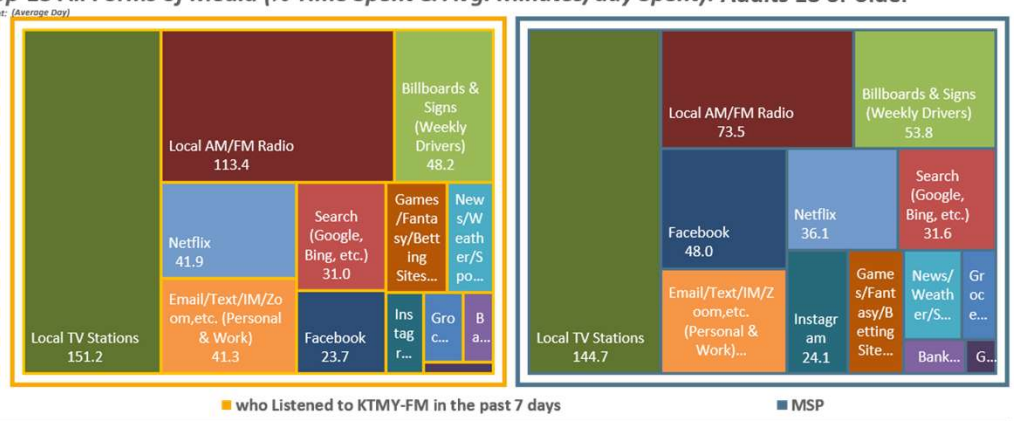
Radio Stations: KSTP-FM

Adults 18 or older who Listened to KTMY-FM in the past 7 days spend an average of 9 hours and 55 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 104.2 minutes/day. *(Local Radio delivers 17.5% of Time with Ad-Supported Media.)*

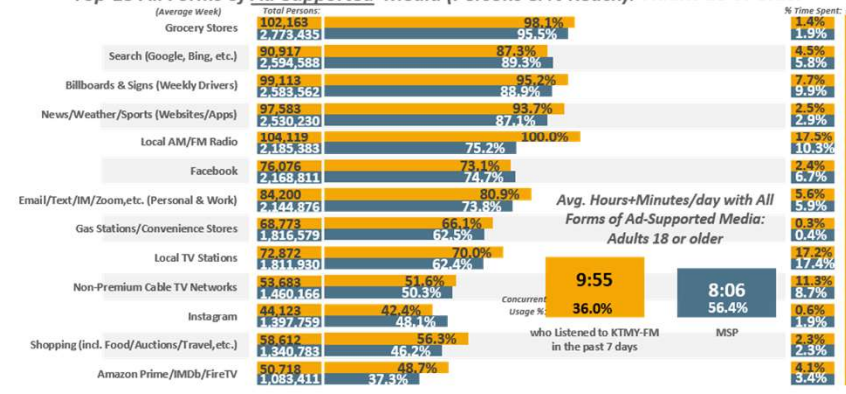
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



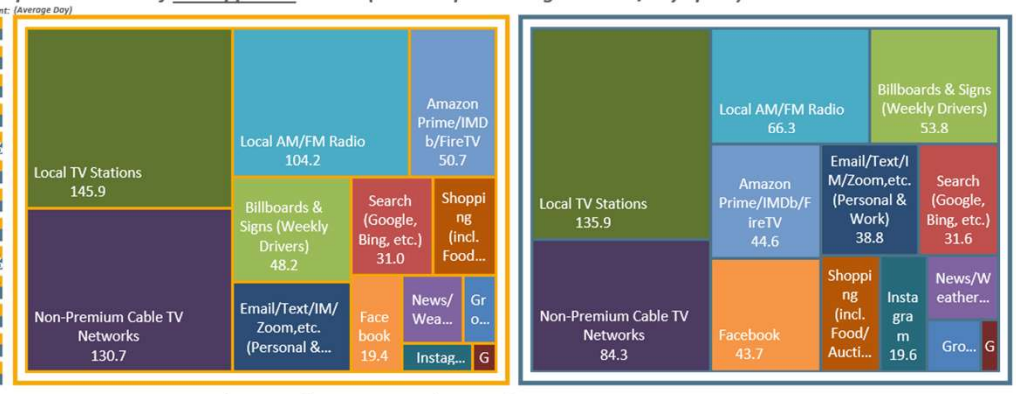
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



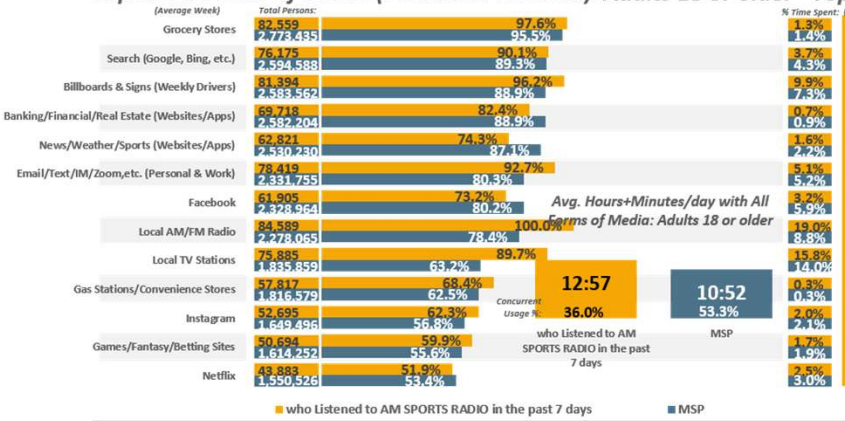
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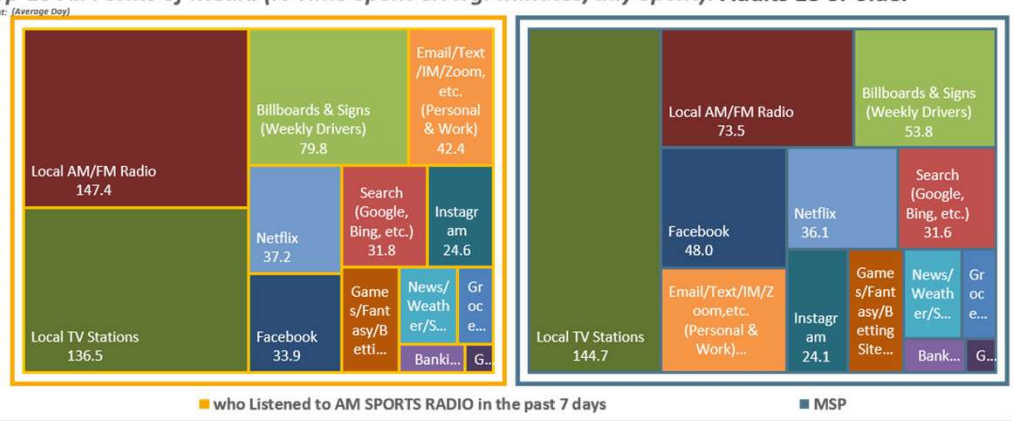
Radio Stations: KTMY-FM

Adults 18 or older who Listened to AM SPORTS RADIO in the past 7 days spend an average of 10 hours and 15 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 132.9 minutes/day. *(Local Radio delivers 21.6% of Time with Ad-Supported Media.)*

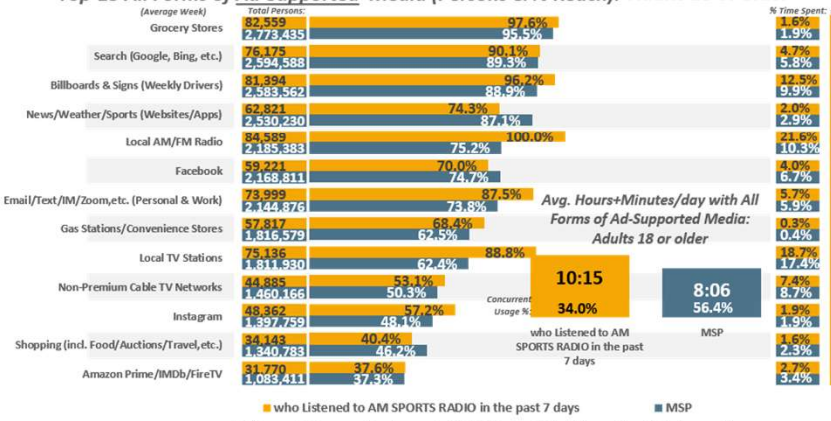
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



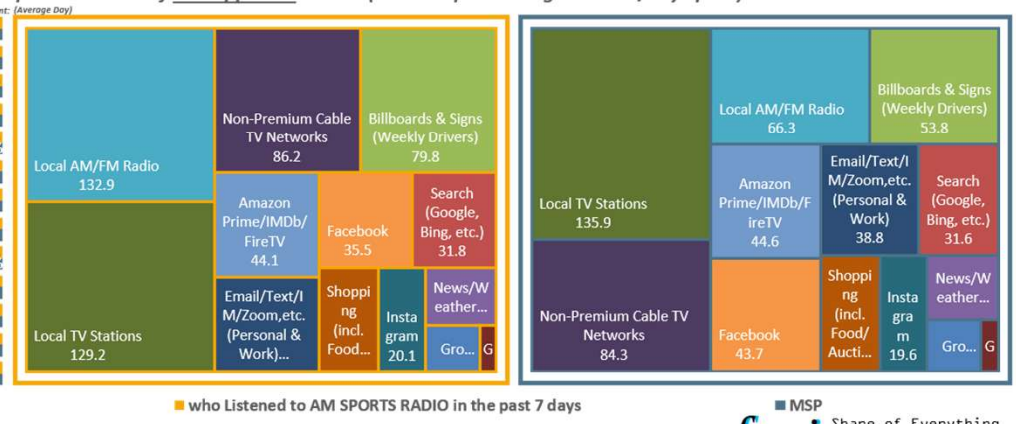
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



MSP Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 49

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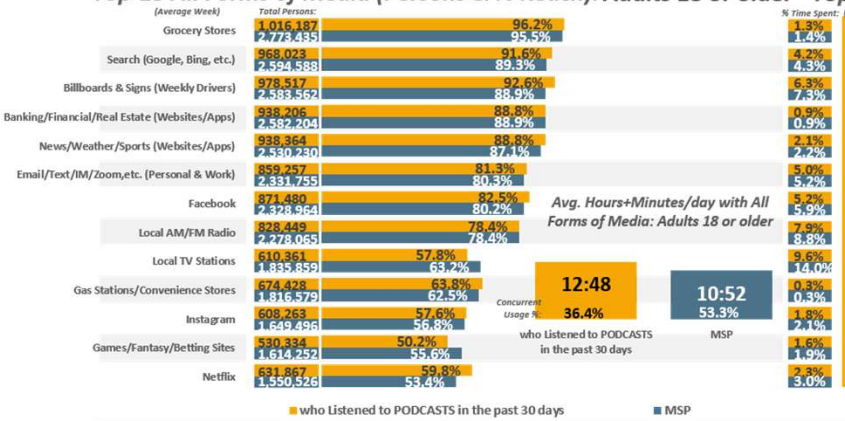
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[(Radio format profiles (M-S 6am-Mid cume): All Sports AND (Radio Stations: KTLK-AM OR Radio Stations: WCCO-AM OR Radio Stations: WDGY-AM))]

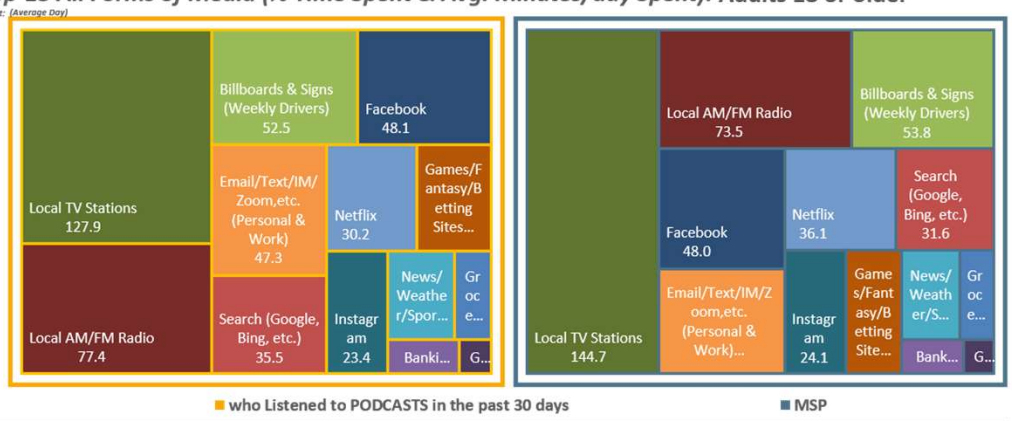
gamut PODCAST NETWORK

Adults 18 or older who Listened to PODCASTS in the past 30 days spend an average of 9 hours and 13 minutes each day with All Forms of Ad-Supported Media. 73.8% listen to Local AM/FM Radio for an avg. of 64.7 minutes/day. *(Local Radio delivers 8.6% of Time with Ad-Supported Media.)*

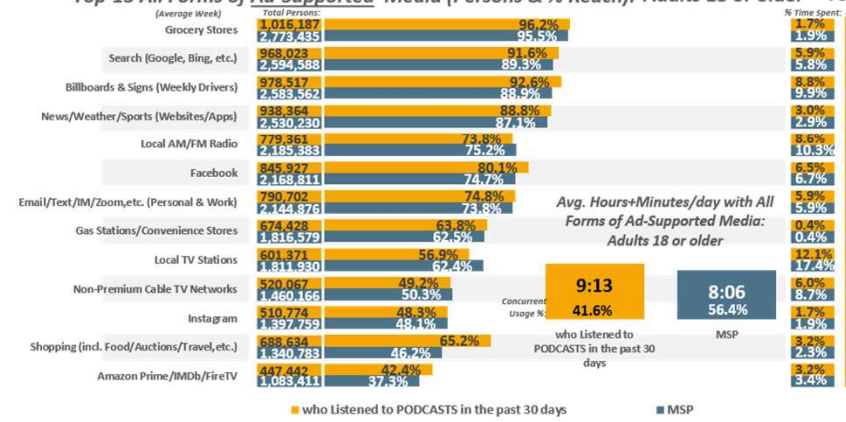
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



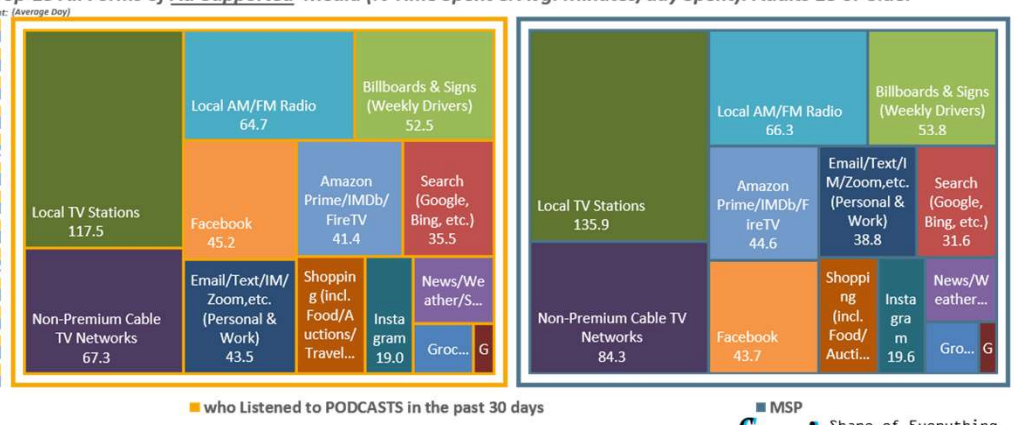
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



MSP Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 485

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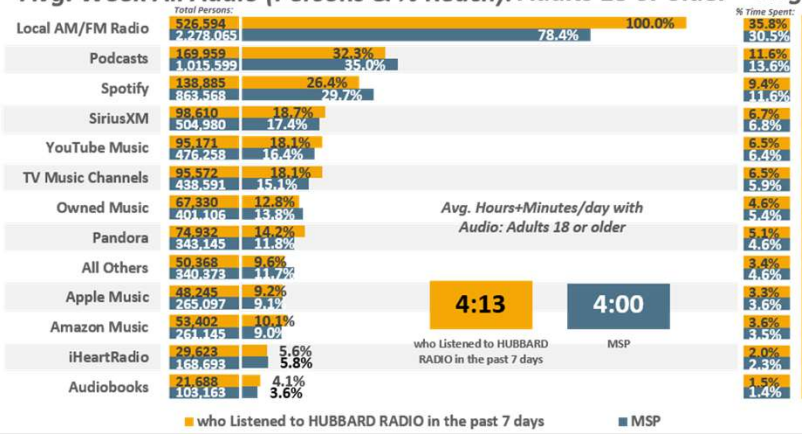
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Watched, listened, or downloaded podcast past 30 days: Yes

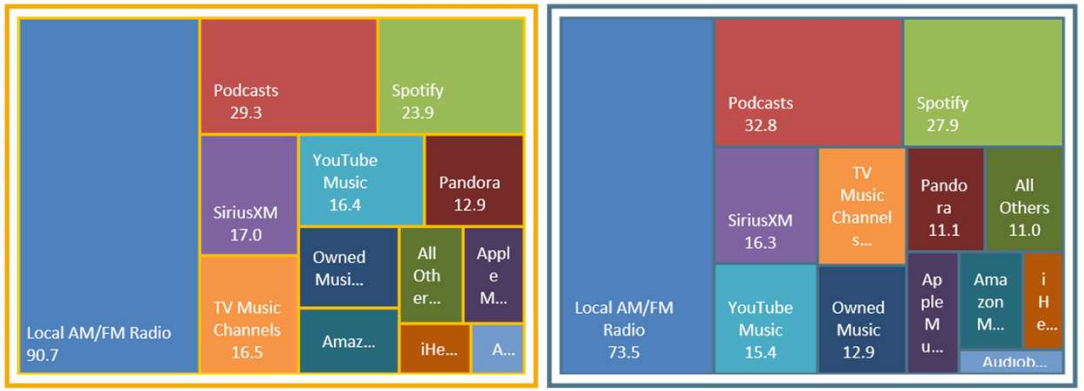
Hubbard media that connects

526,594 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 79.3 minutes every day representing 44.7% of all time spent daily with Ad-Supported Audio.

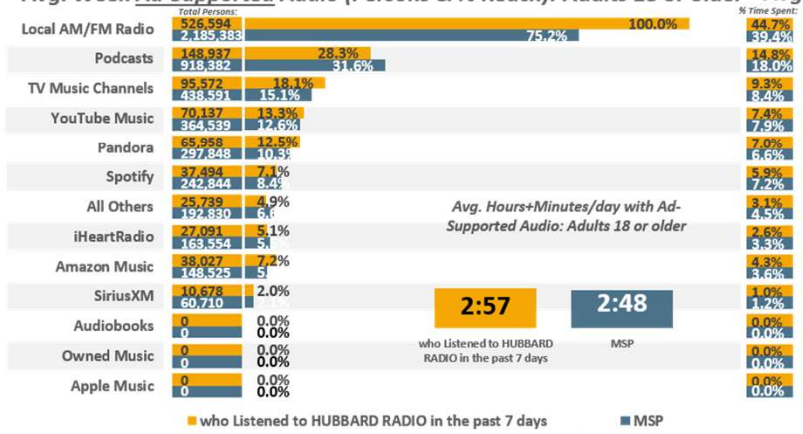
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



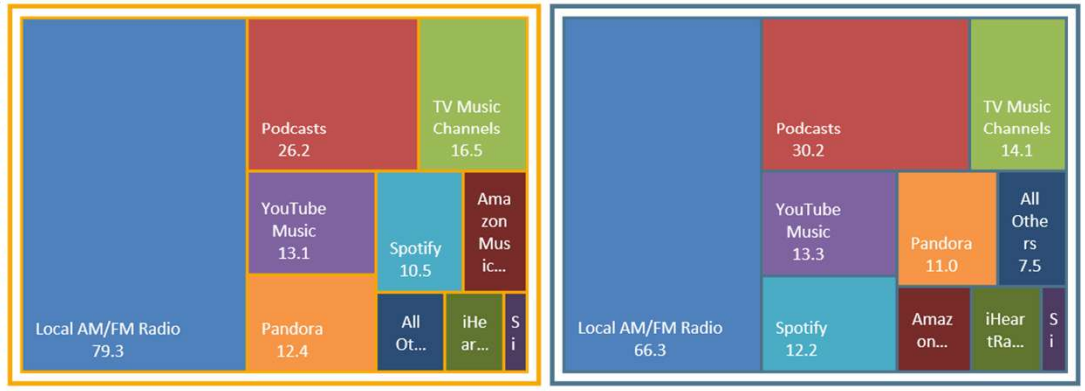
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



MSP Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 284

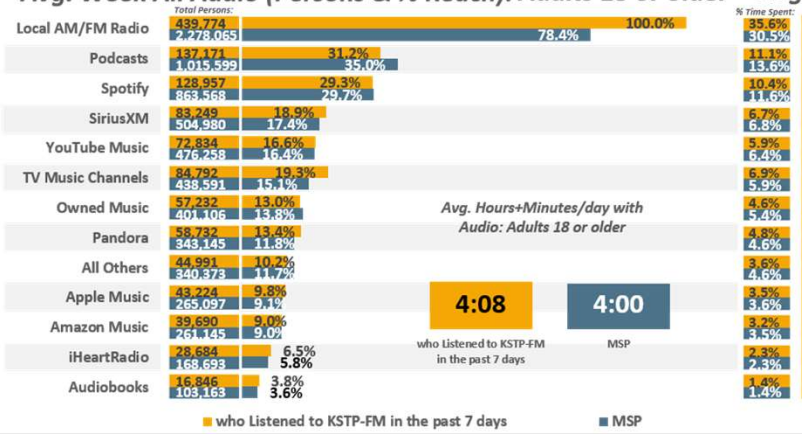
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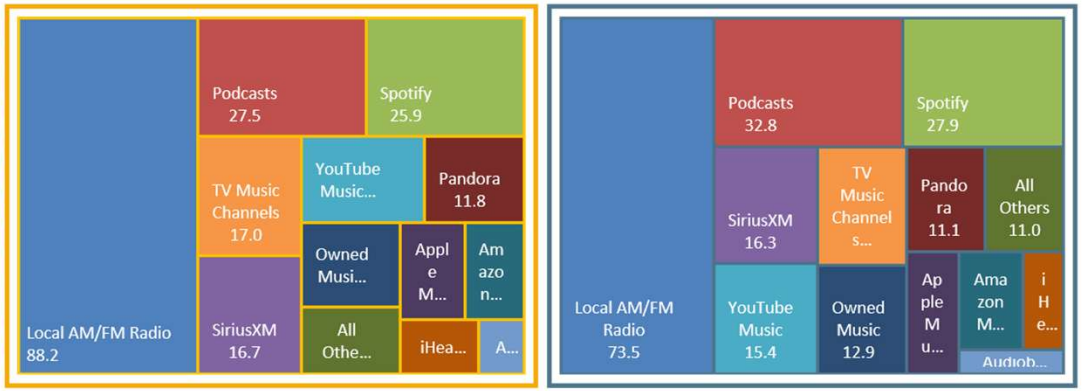
Radio Stations: KSTP-FM OR Radio Stations: KTMY-FM

439,774 or 100.% of Adults 18 or older who Listened to KSTP-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 76.5 minutes every day representing 44.8% of all time spent daily with Ad-Supported Audio.

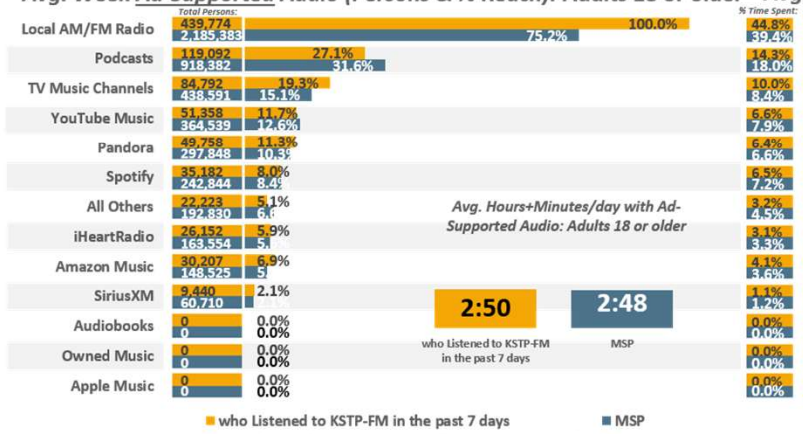
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



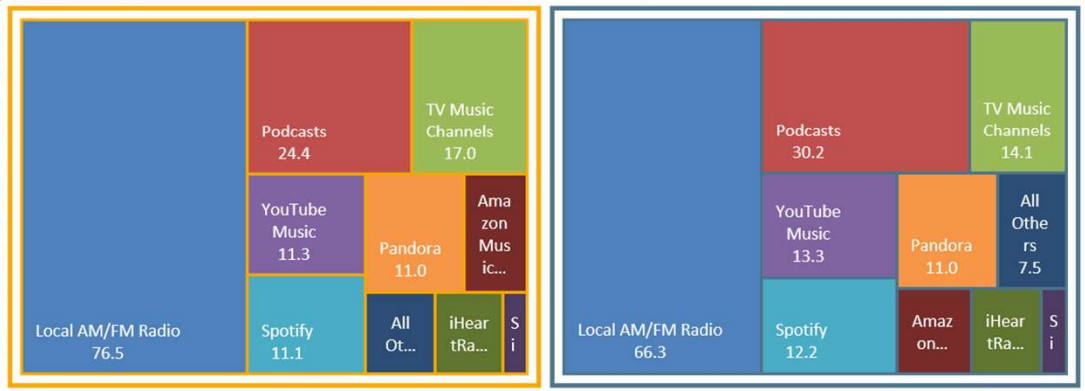
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



MSP Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 240

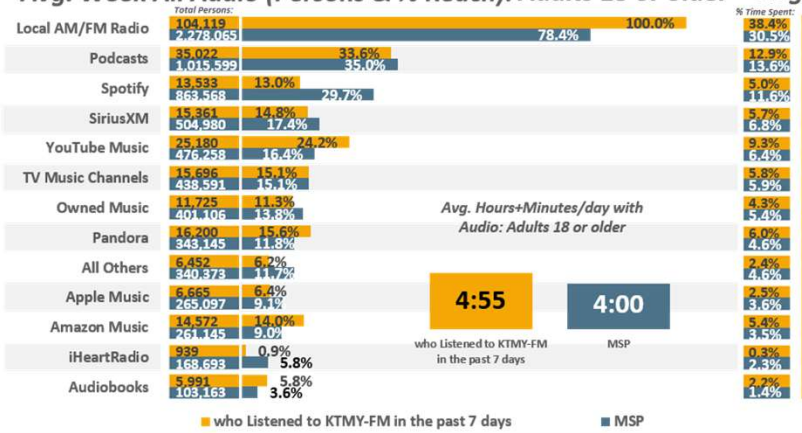
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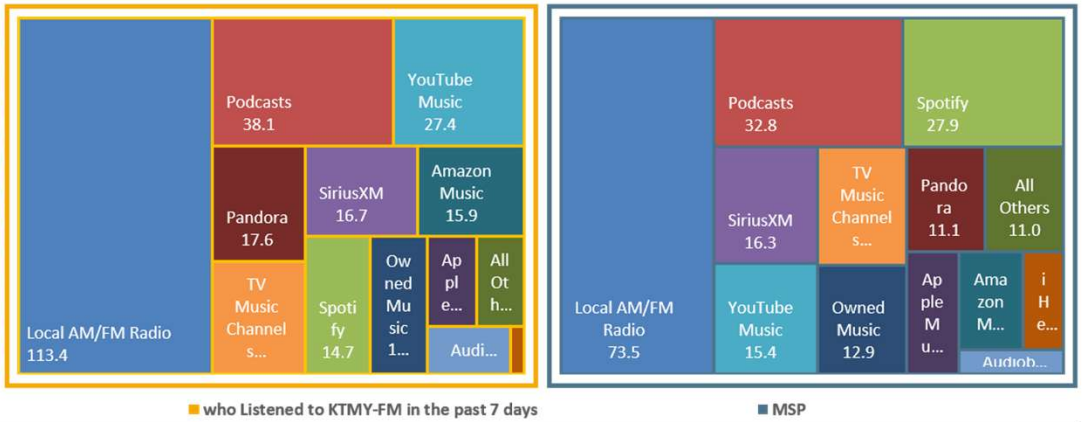
Radio Stations: KSTP-FM

104,119 or 100.% of Adults 18 or older who Listened to KTMY-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 104.2 minutes every day representing 46.1% of all time spent daily with Ad-Supported Audio.

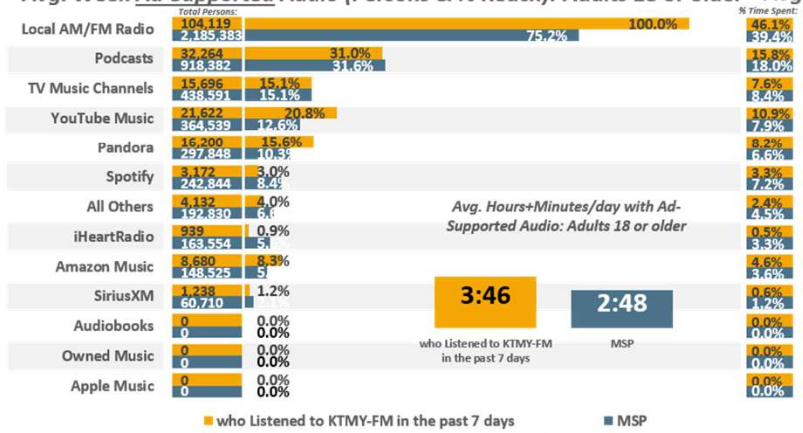
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



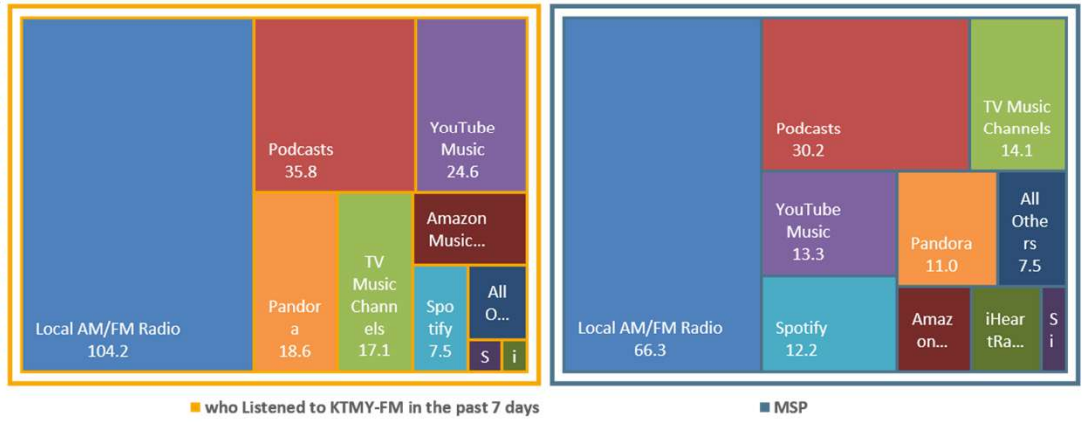
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



MSP Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 57

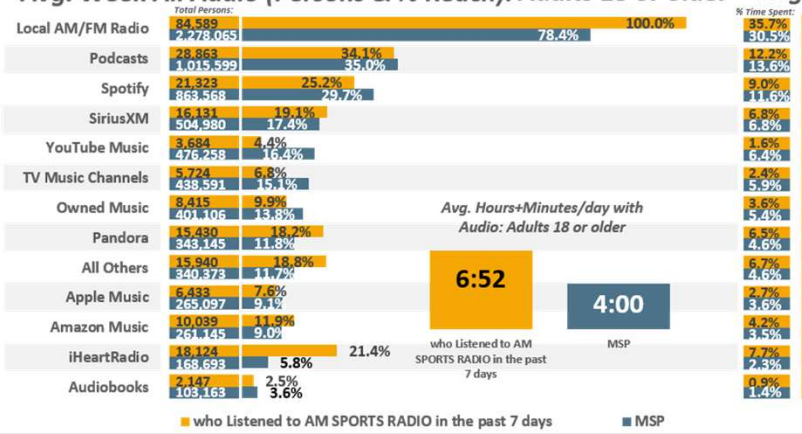
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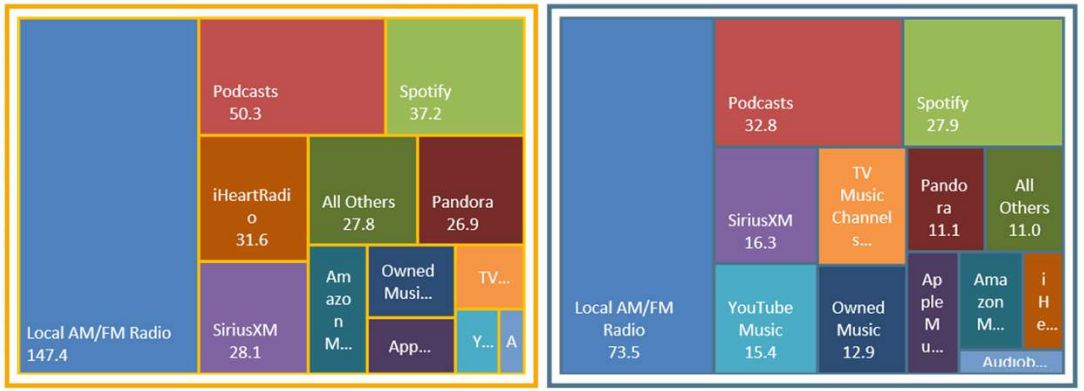
Radio Stations: KTMY-FM

84,589 or 100.% of Adults 18 or older who Listened to AM SPORTS RADIO in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 132.9 minutes every day representing 39.7% of all time spent daily with Ad-Supported Audio.

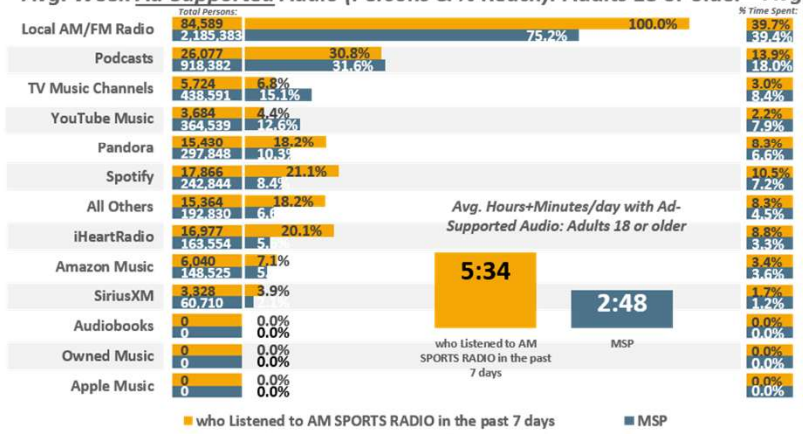
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



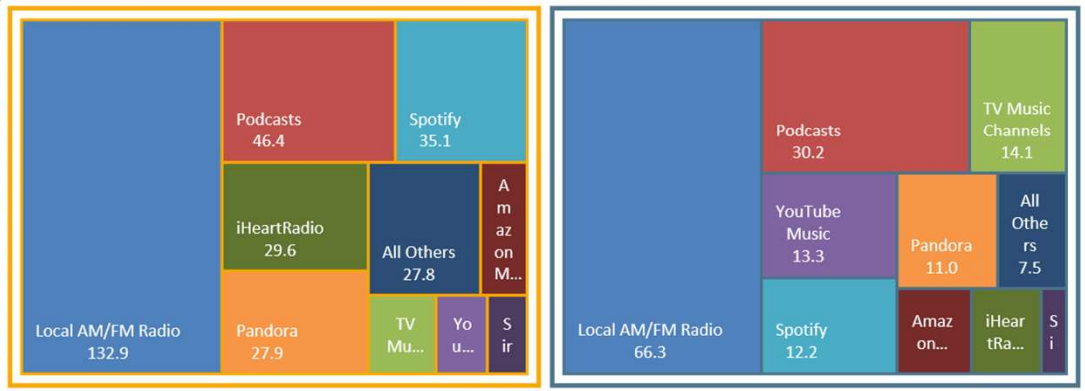
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



MSP Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 49

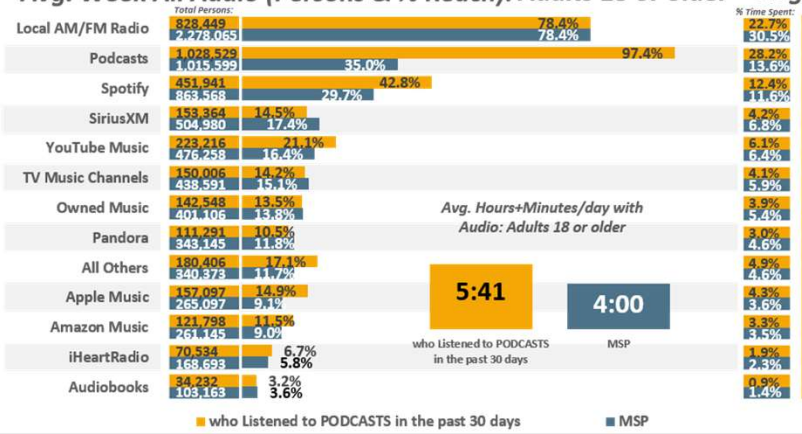
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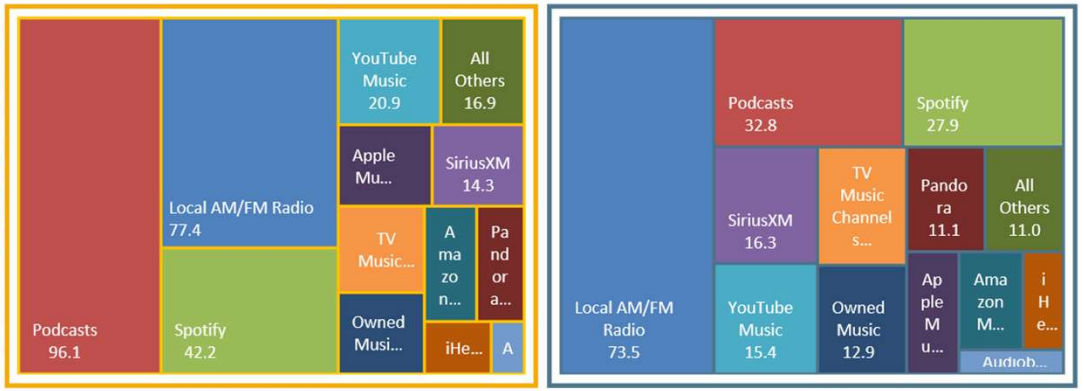
[(Radio format profiles (M-S 6am-Mid cume): All Sports AND (Radio Stations: KTLK-AM OR Radio Stations: WCCO-AM OR Radio Stations: WDGY-AM))]

779,361 or 73.8% of Adults 18 or older who Listened to PODCASTS in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 64.7 minutes every day representing 27.8% of all time spent daily with Ad-Supported Audio.

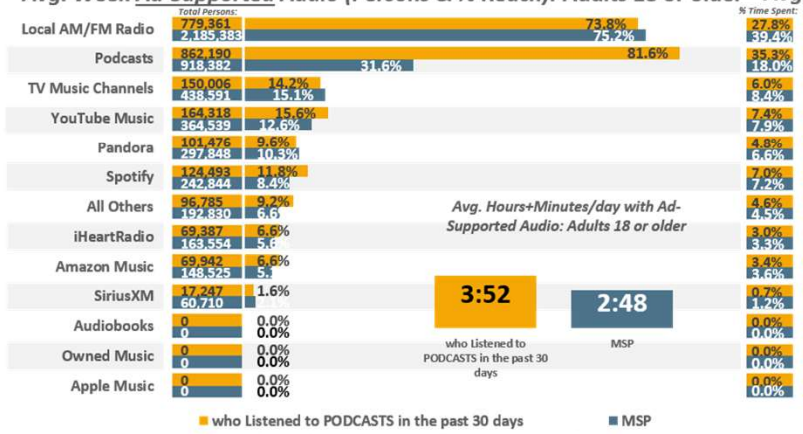
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



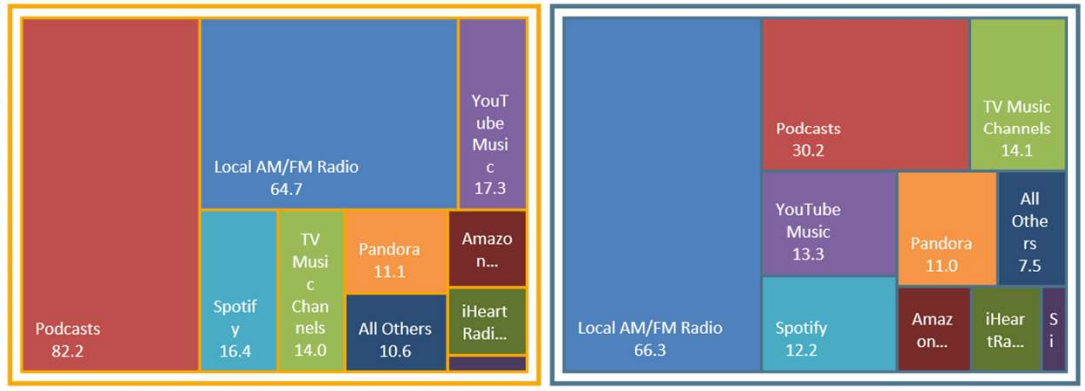
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



MSP Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 485

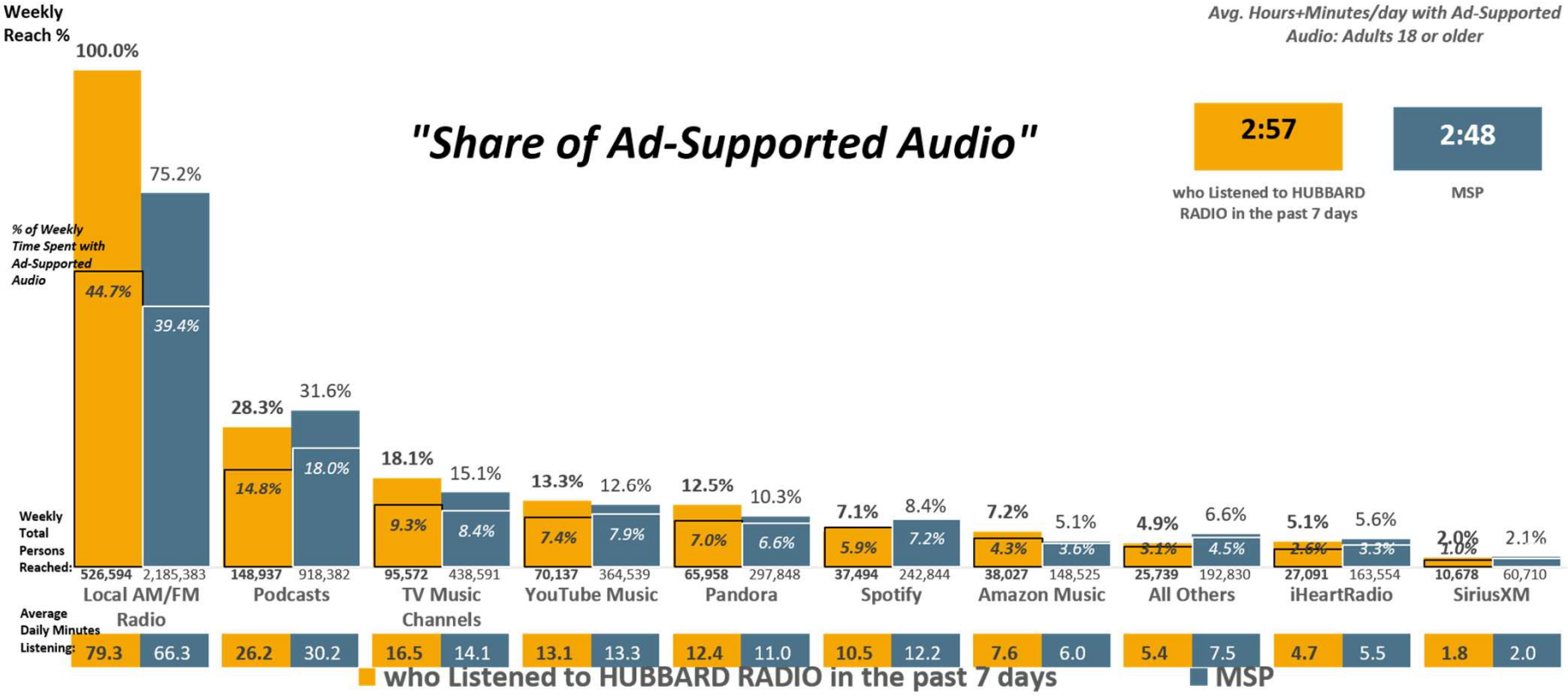
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Watched, listened, or downloaded podcast past 30 days: Yes

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526,594 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 79.3 minutes every day representing 44.7% of all time spent daily with Ad-Supported Audio.



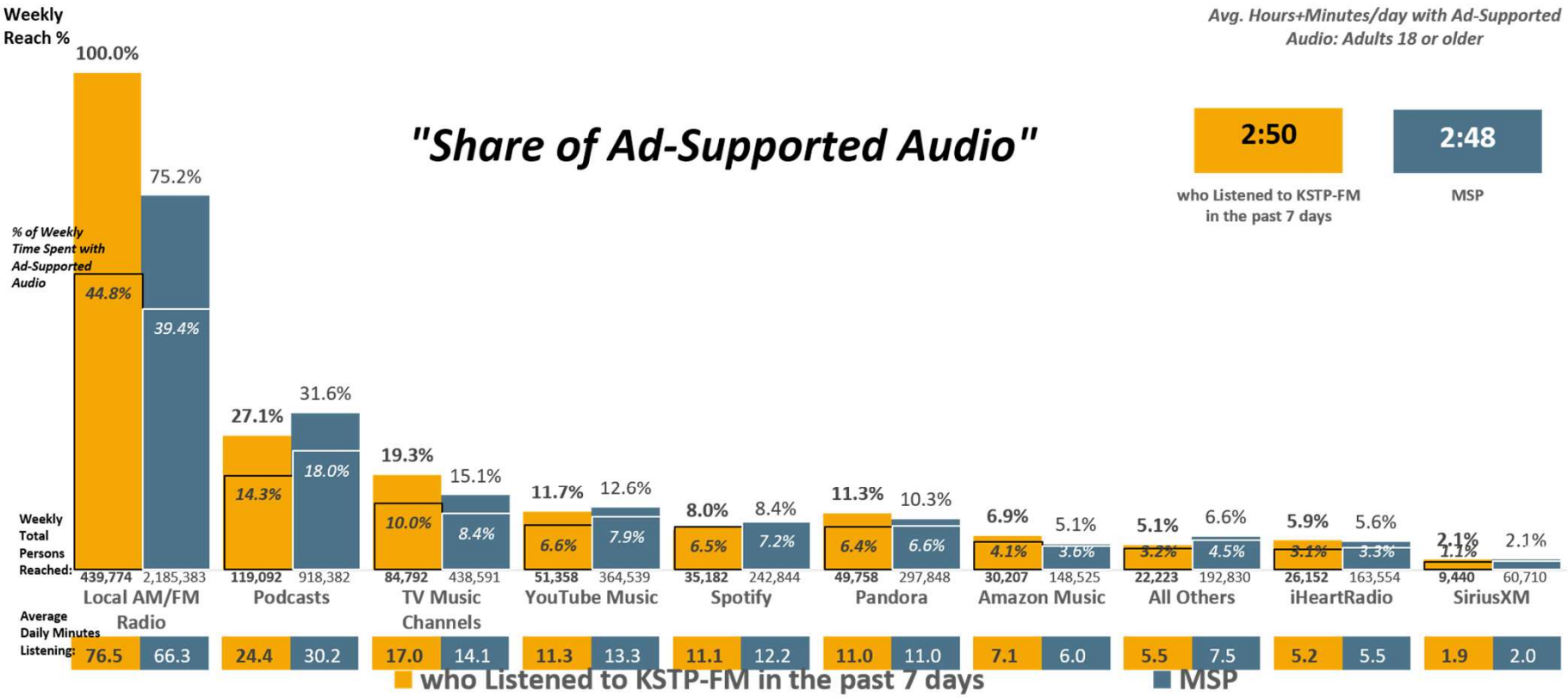
MSP Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 284 MSP Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 1,507

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Radio Stations: KSTP-FM OR Radio Stations: KTMY-FM

439,774 or 100.% of Adults 18 or older who Listened to KSTP-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 76.5 minutes every day representing 44.8% of all time spent daily with Ad-Supported Audio.



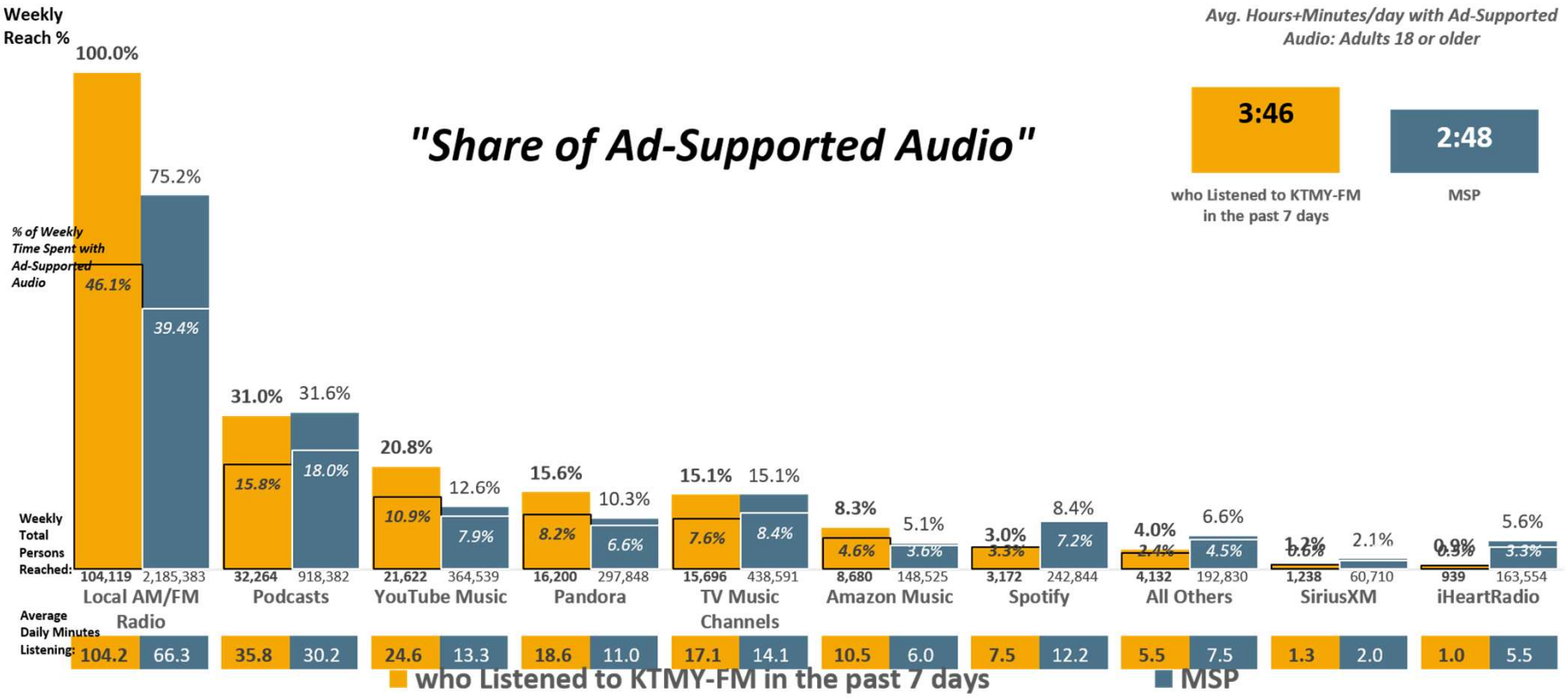
MSP Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 240 MSP Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 1,507

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Radio Stations: KSTP-FM

104,119 or 100.% of Adults 18 or older who Listened to KTMY-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 104.2 minutes every day representing 46.1% of all time spent daily with Ad-Supported Audio.



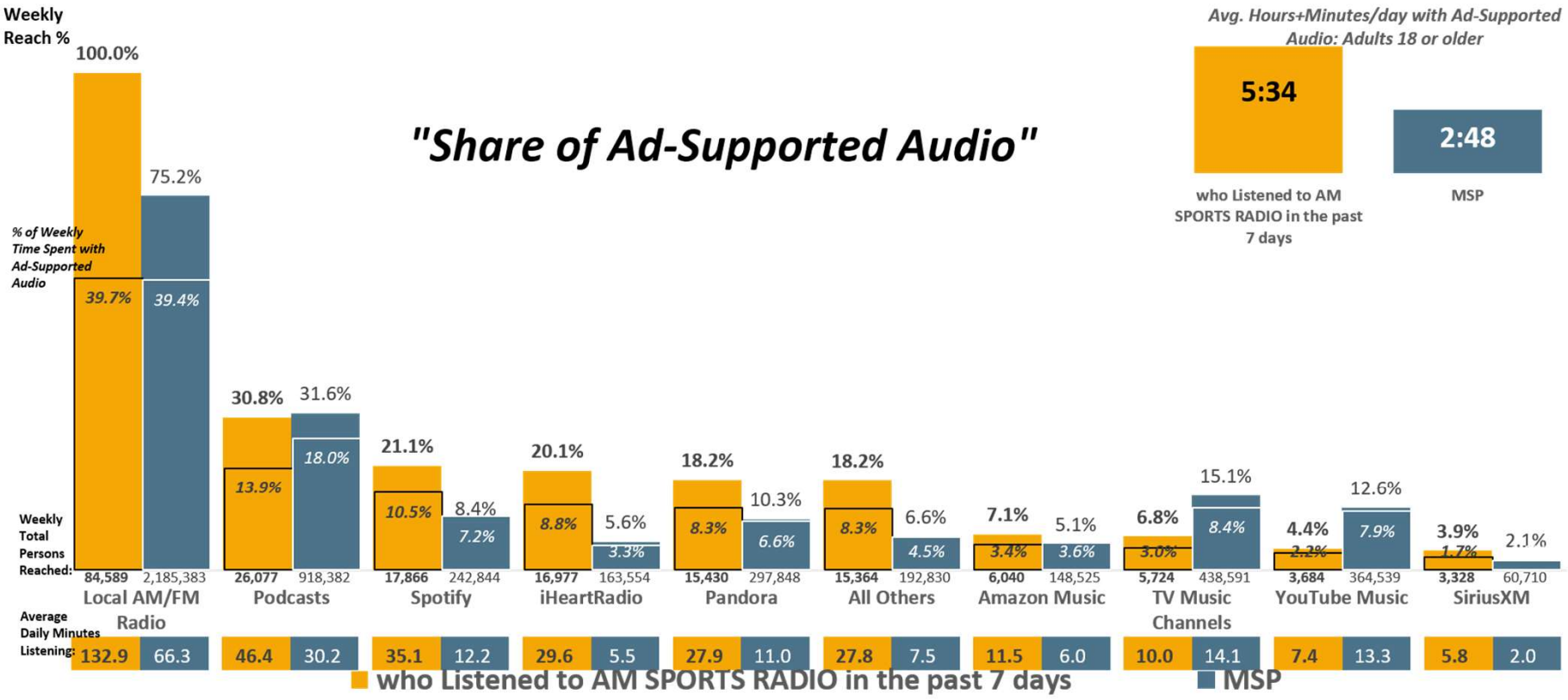
MSP Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 57 MSP Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 1,507

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Radio Stations: KTMY-FM

84,589 or 100.% of Adults 18 or older who Listened to AM SPORTS RADIO in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 132.9 minutes every day representing 39.7% of all time spent daily with Ad-Supported Audio.



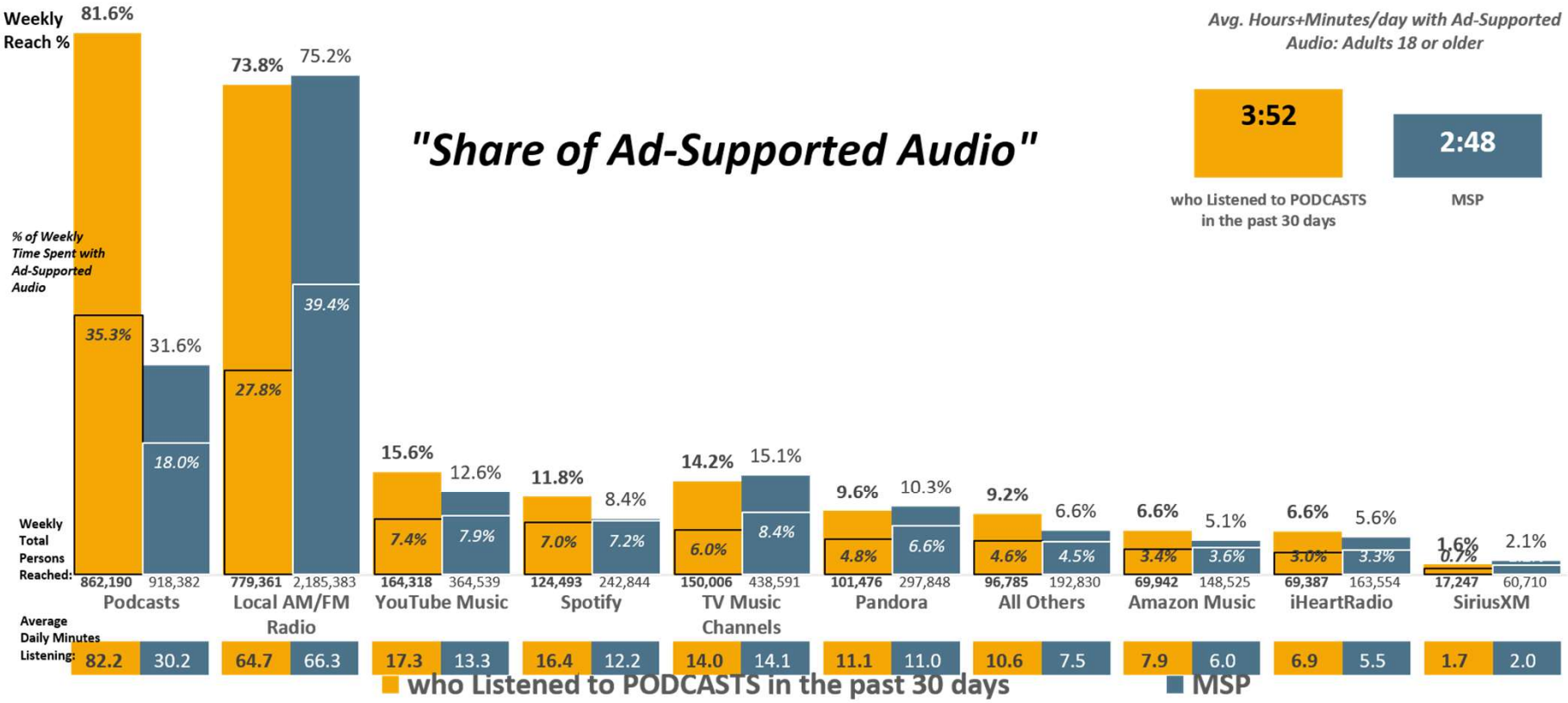
MSP Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 49 MSP Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 1,507

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[(Radio format profiles (M-S 6am-Mid cume): All Sports AND (Radio Stations: KTLK-AM OR Radio Stations: WCCO-AM OR Radio Stations: WDGY-AM))]

779,361 or 73.8% of Adults 18 or older who Listened to PODCASTS in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 64.7 minutes every day representing 27.8% of all time spent daily with Ad-Supported Audio.



MSP Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 485 MSP Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 1,507

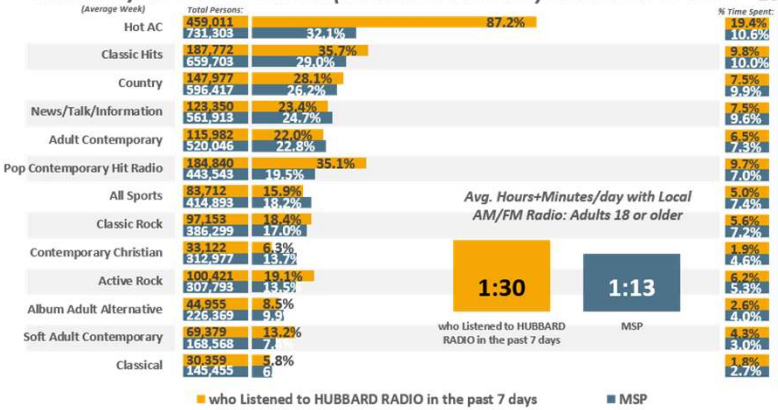
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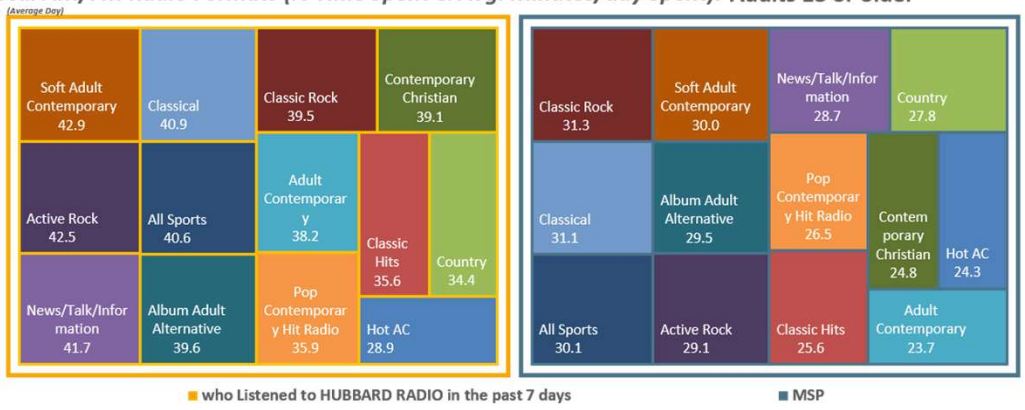
Watched, listened, or downloaded podcast past 30 days: Yes

526,594 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. The Top-5 Formats are Hot AC, Classic Hits, Pop Contemporary Hit Radio, Country, and Adult Contemporary.

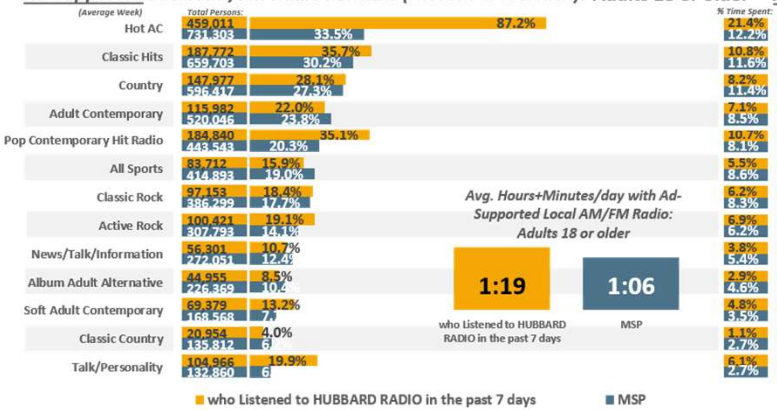
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



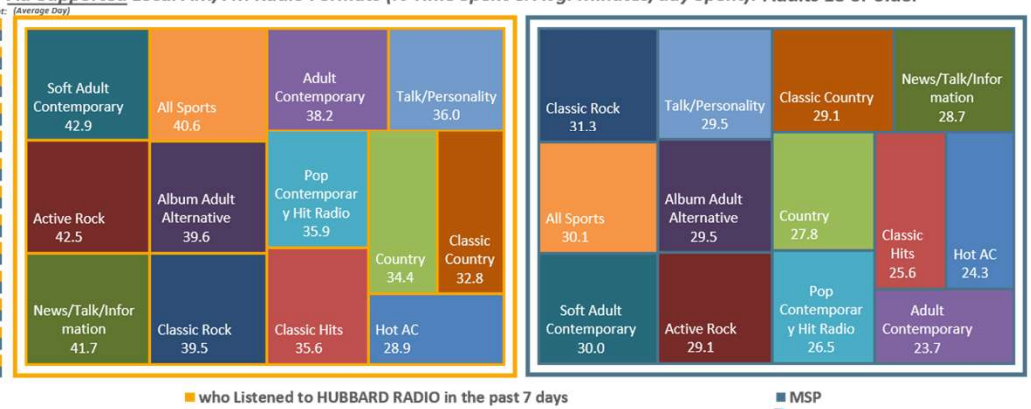
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MSP Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 284

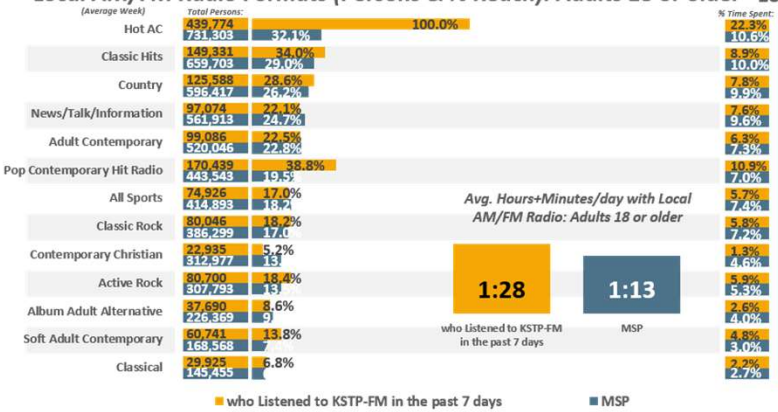
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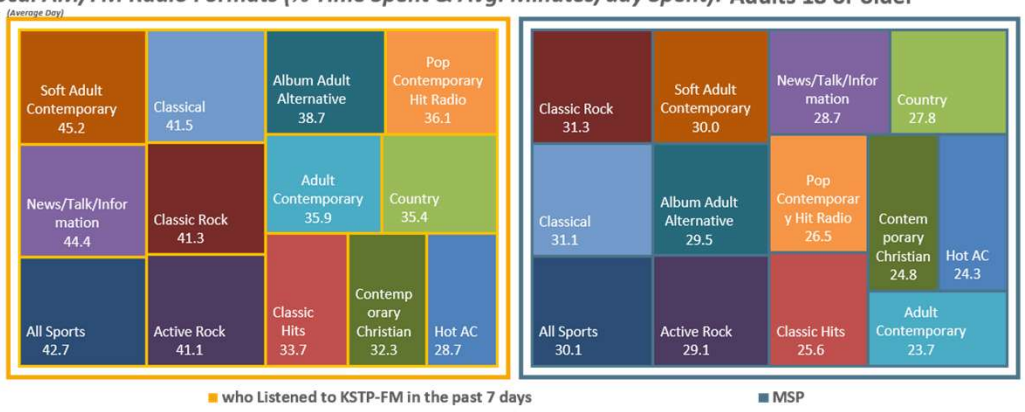
Radio Stations: KSTP-FM OR Radio Stations: KTMY-FM

439,774 or 100.% of Adults 18 or older who Listened to KSTP-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Hot AC, Pop Contemporary Hit Radio, Classic Hits, Country, and Adult Contemporary.

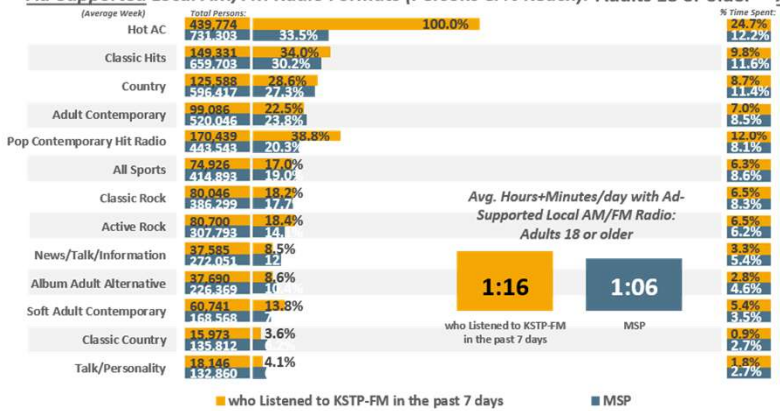
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



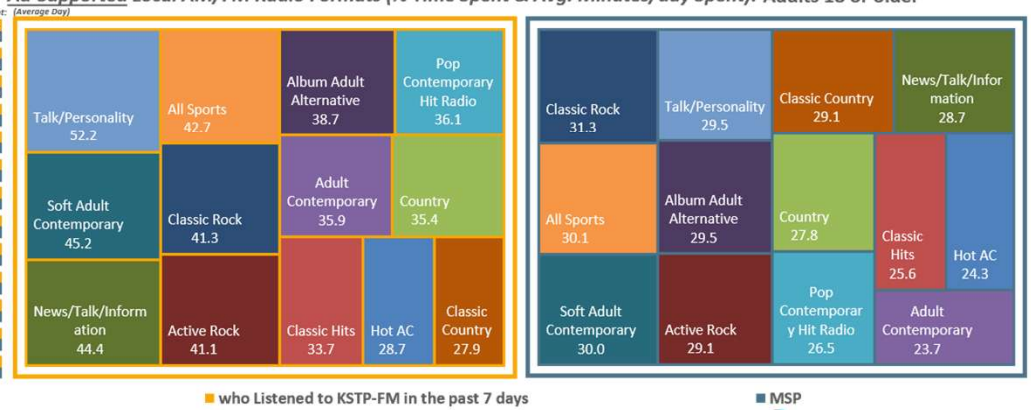
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



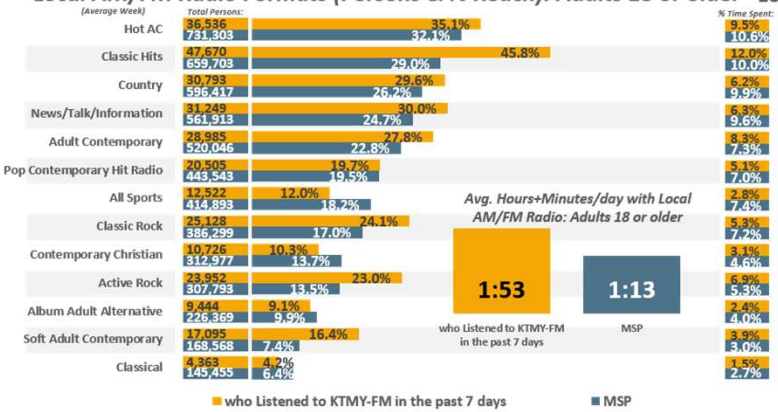
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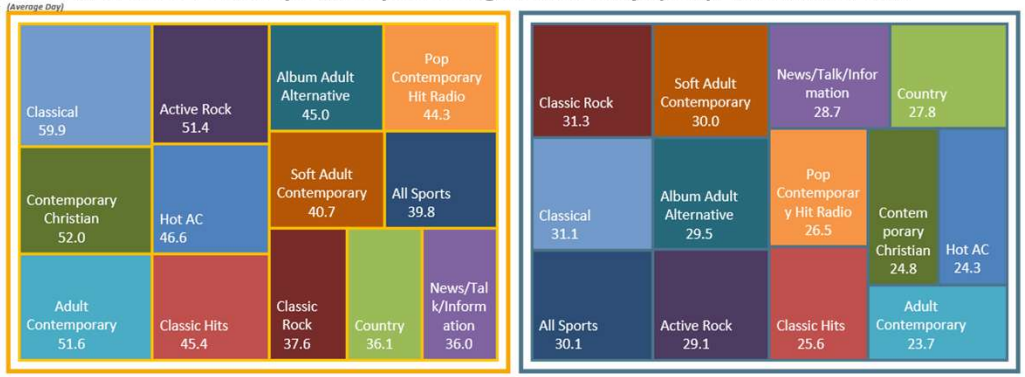
Radio Stations: KSTP-FM

104,119 or 100.% of Adults 18 or older who Listened to KTMY-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Talk/Personality, Classic Hits, Hot AC, Country, and Adult Contemporary.

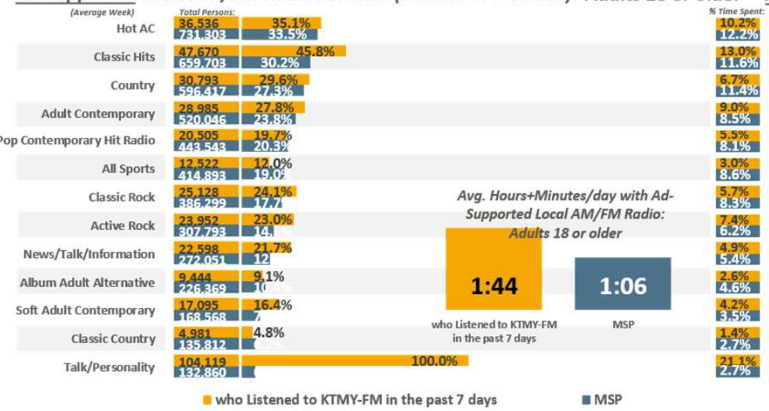
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



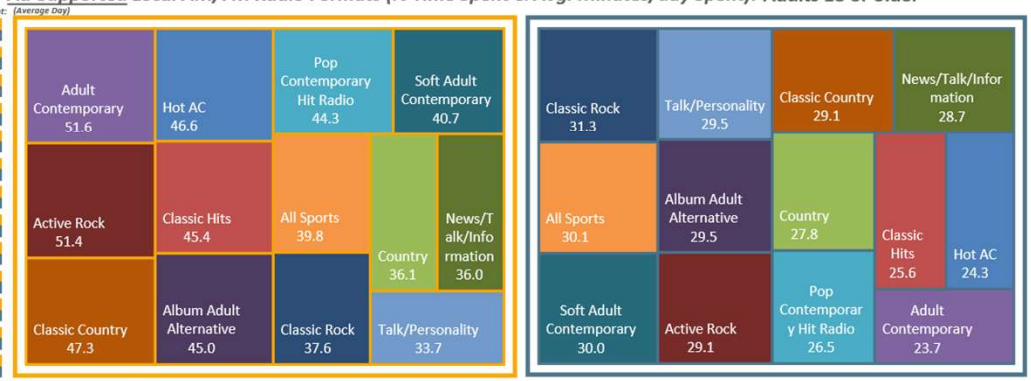
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



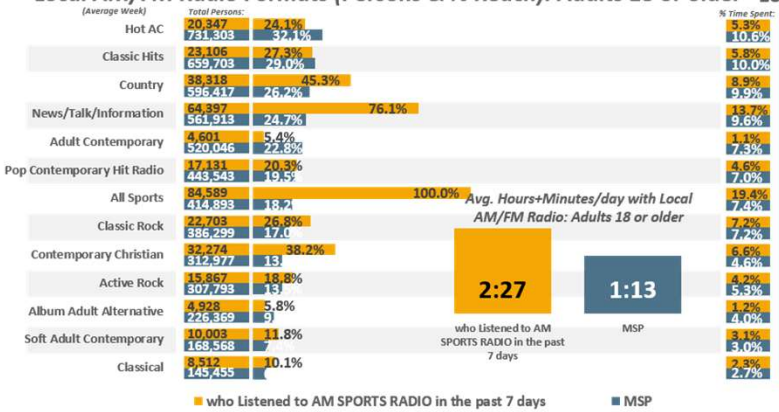
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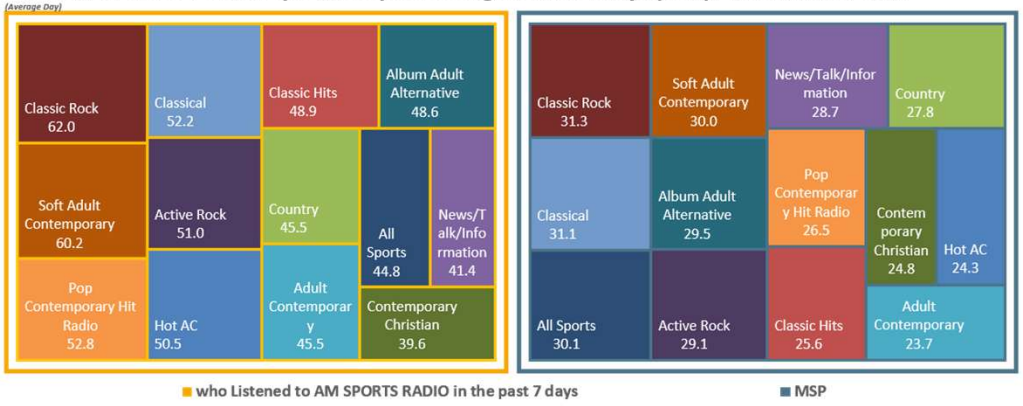
Radio Stations: KTMY-FM

84,589 or 100.% of Adults 18 or older who Listened to AM SPORTS RADIO in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are All Sports, News/Talk/Information, Country, Oldies, and Classic Hits.

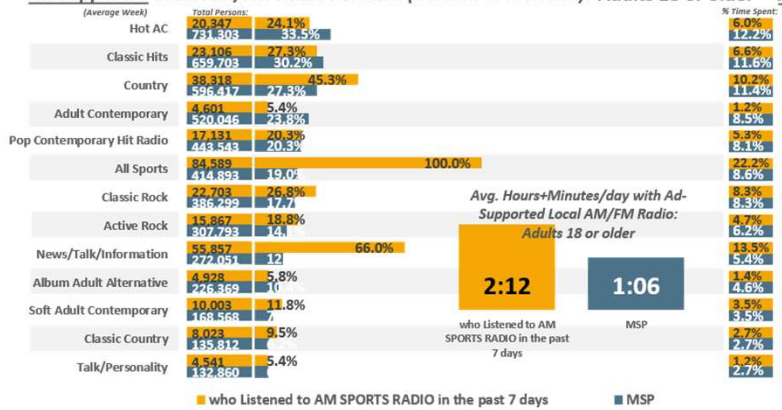
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



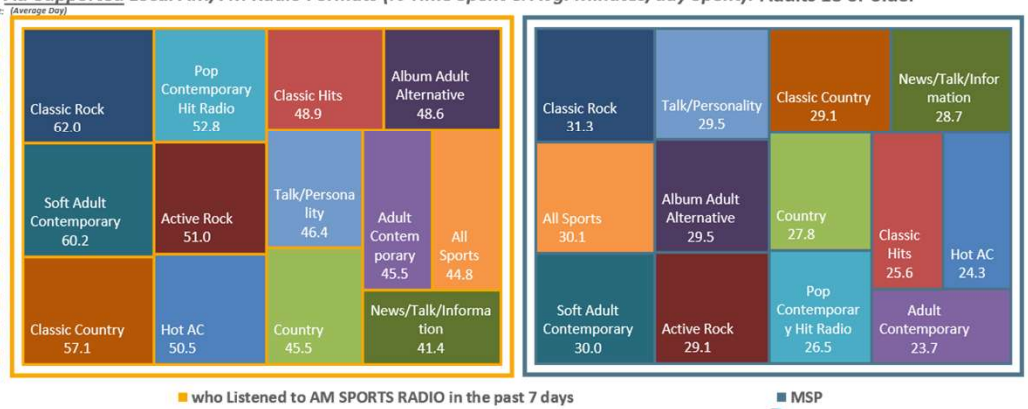
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



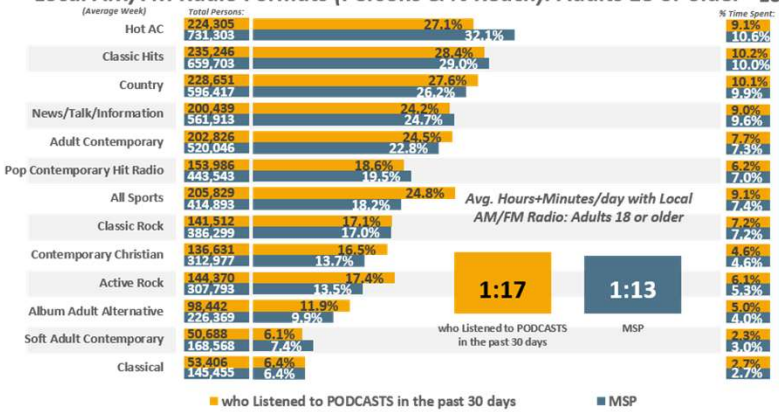
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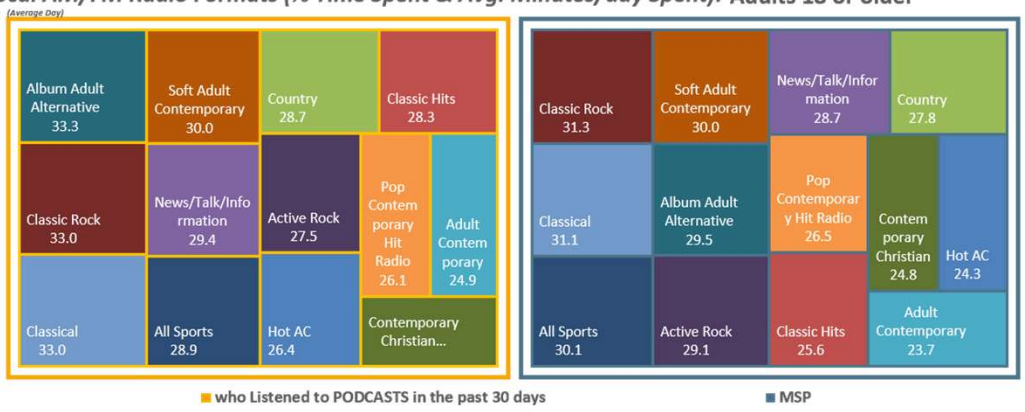
[(Radio format profiles (M-S 6am-Mid cume): All Sports AND (Radio Stations: KTLK-AM OR Radio Stations: WCCO-AM OR Radio Stations: WDGY-AM))]

779,361 or 73.8% of Adults 18 or older who Listened to PODCASTS in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Hits, Country, Hot AC, All Sports, and Adult Contemporary.

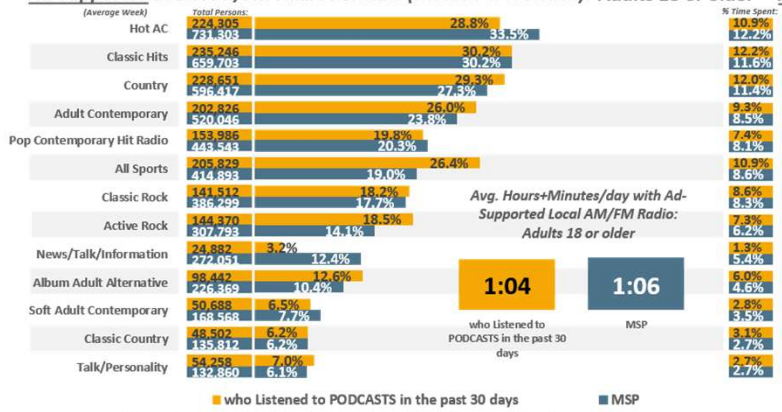
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



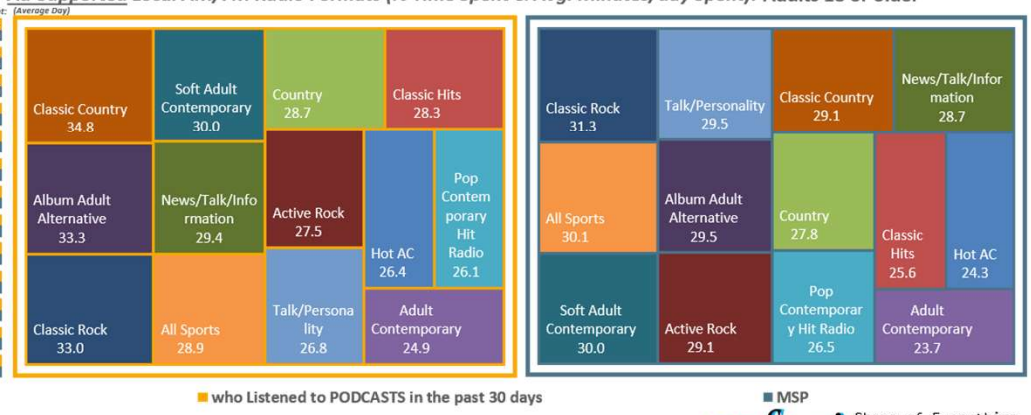
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MSP Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 485

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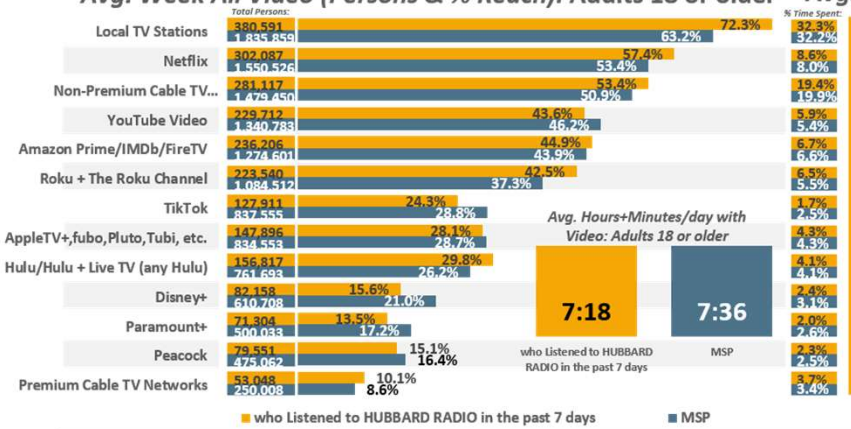
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Watched, listened, or downloaded podcast past 30 days: Yes

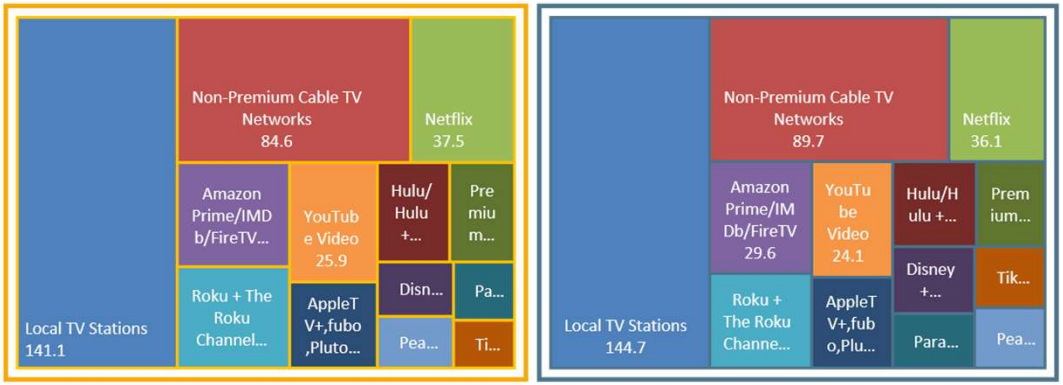
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377,862 or 71.8% of Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days watch Ad-Supported Local TV Stations for an average of 132.9 minutes every day representing 38.6% of all time spent daily with Ad-Supported Video.

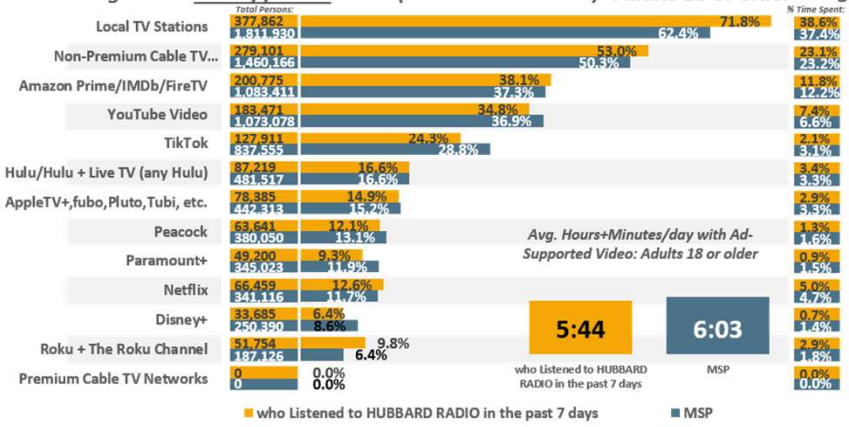
Avg. Week All Video (Persons & % Reach): Adults 18 or older



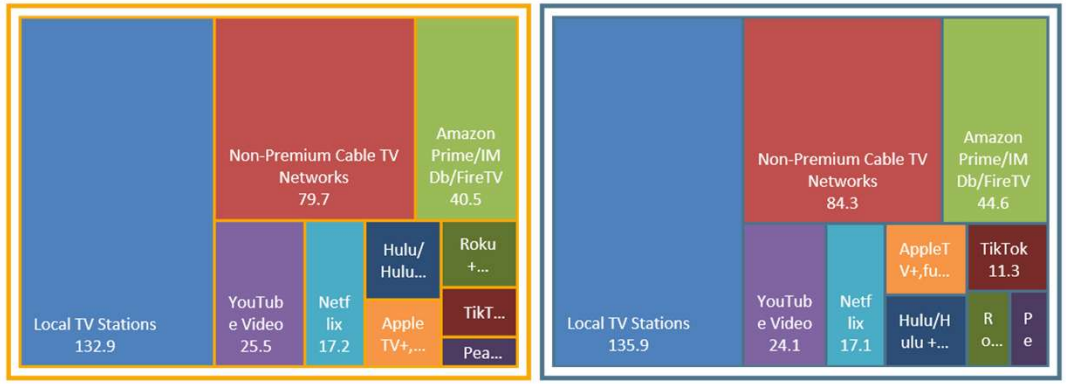
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MSP Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 284

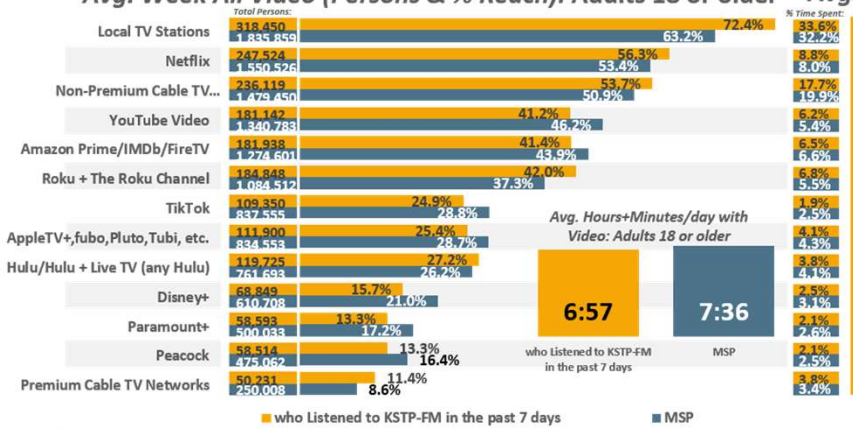
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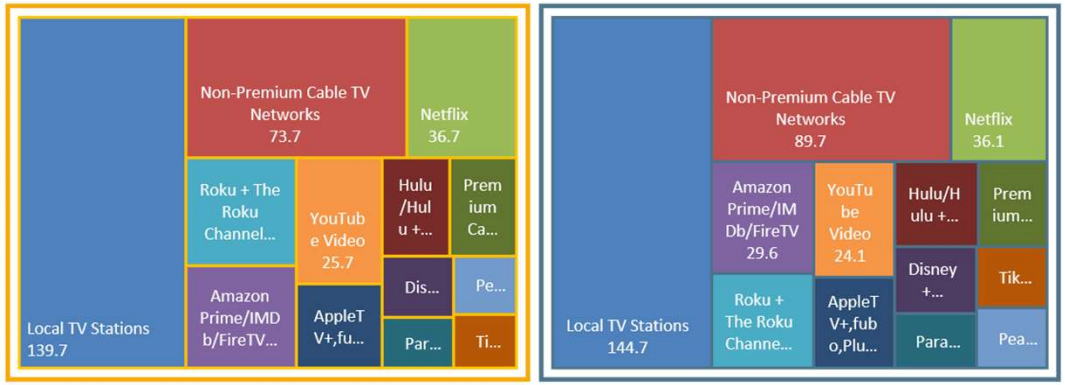
Radio Stations: KSTP-FM OR Radio Stations: KTMY-FM

315,907 or 71.8% of Adults 18 or older who Listened to KSTP-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 130.9 minutes every day representing 40.4% of all time spent daily with Ad-Supported Video.

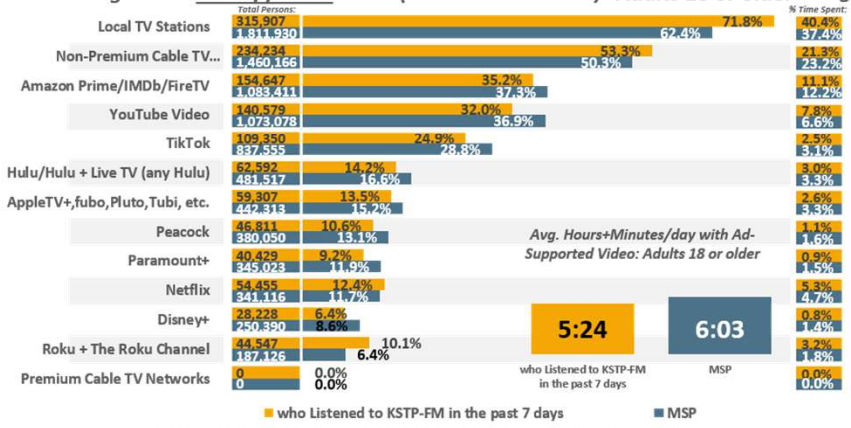
Avg. Week All Video (Persons & % Reach): Adults 18 or older



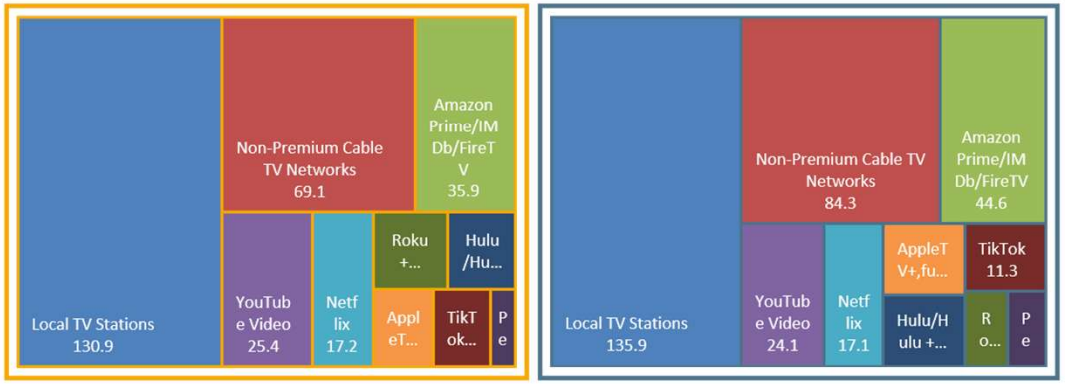
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MSP Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 240

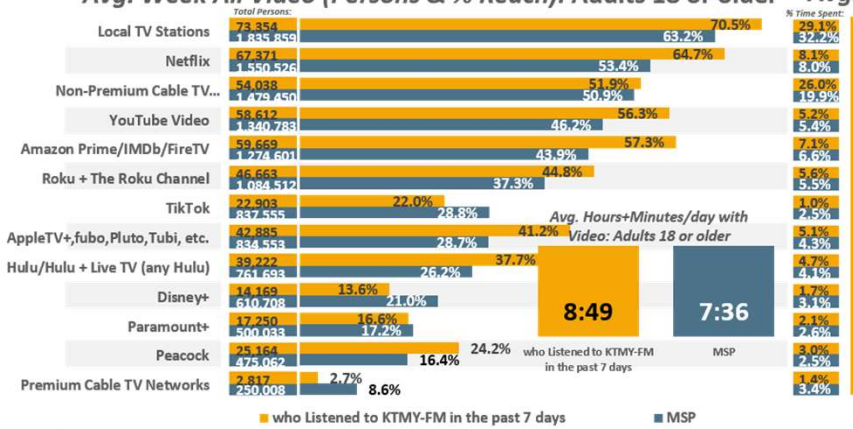
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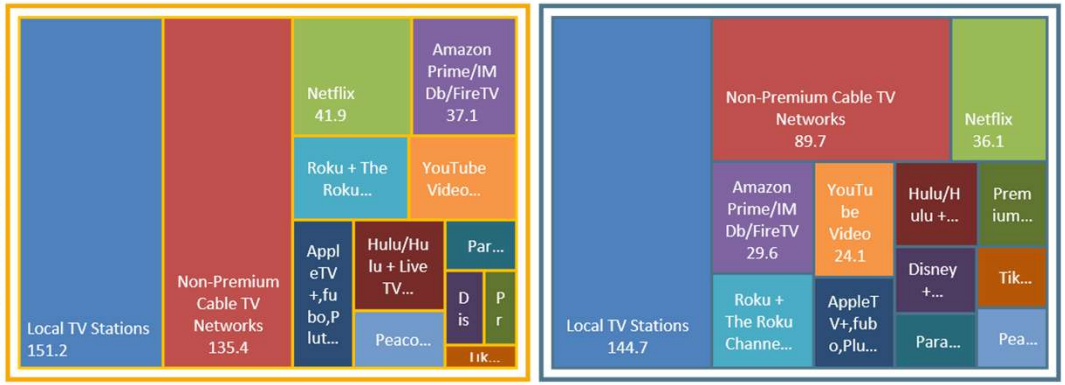
Radio Stations: KSTP-FM

72,872 or 70.% of Adults 18 or older who Listened to KTMY-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 145.9 minutes every day representing 33.9% of all time spent daily with Ad-Supported Video.

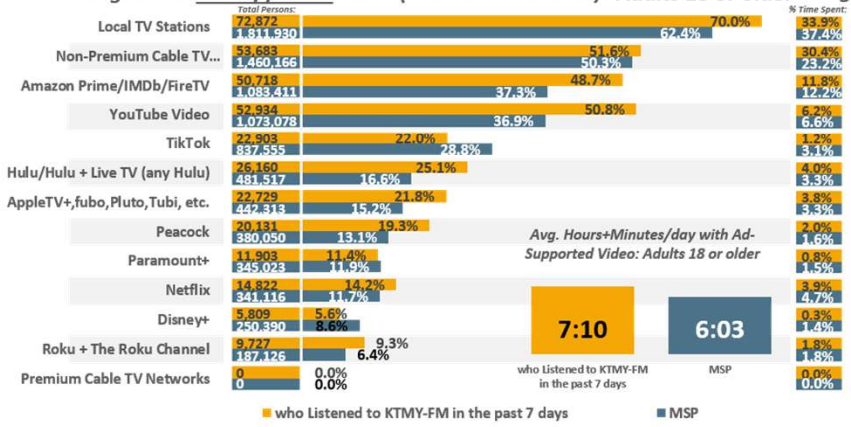
Avg. Week All Video (Persons & % Reach): Adults 18 or older



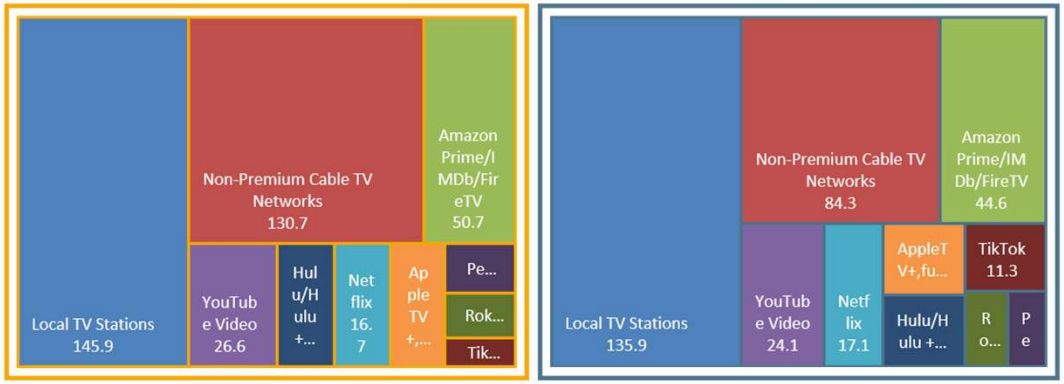
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



MSP Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 57

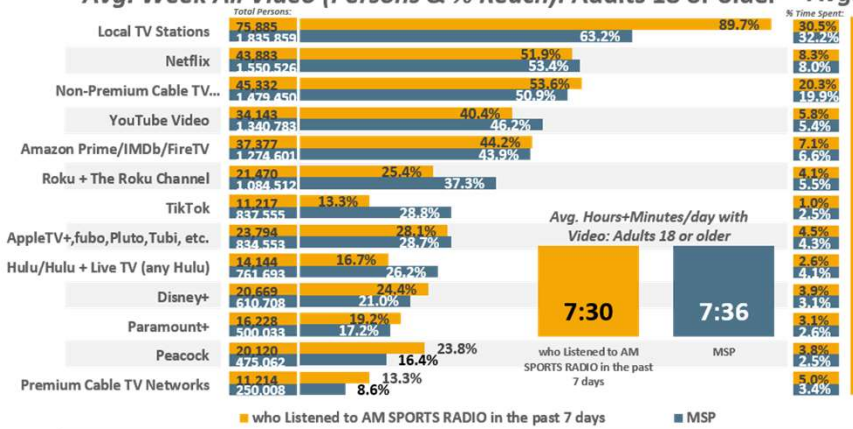
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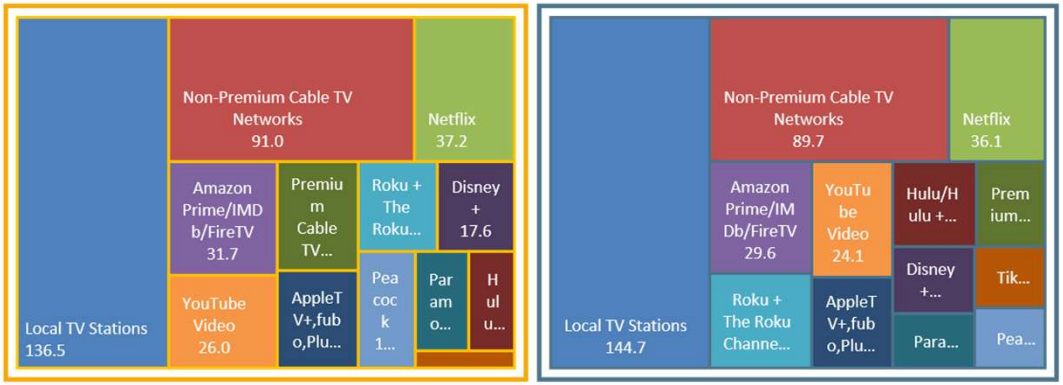
Radio Stations: KTMY-FM

75,136 or 88.8% of Adults 18 or older who Listened to AM SPORTS RADIO in the past 7 days watch Ad-Supported Local TV Stations for an average of 129.2 minutes every day representing 36.2% of all time spent daily with Ad-Supported Video.

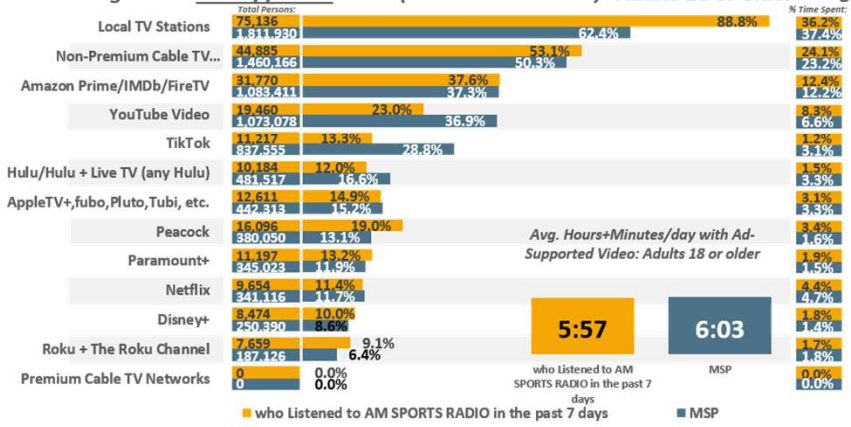
Avg. Week All Video (Persons & % Reach): Adults 18 or older



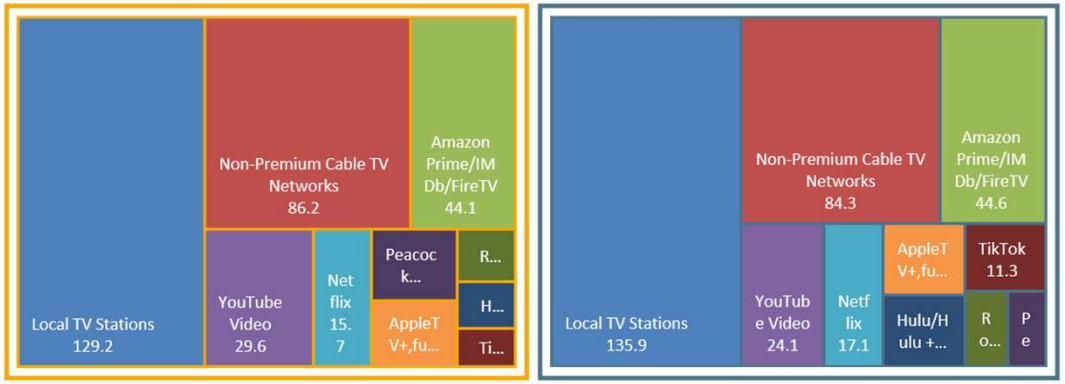
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MSP Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 49

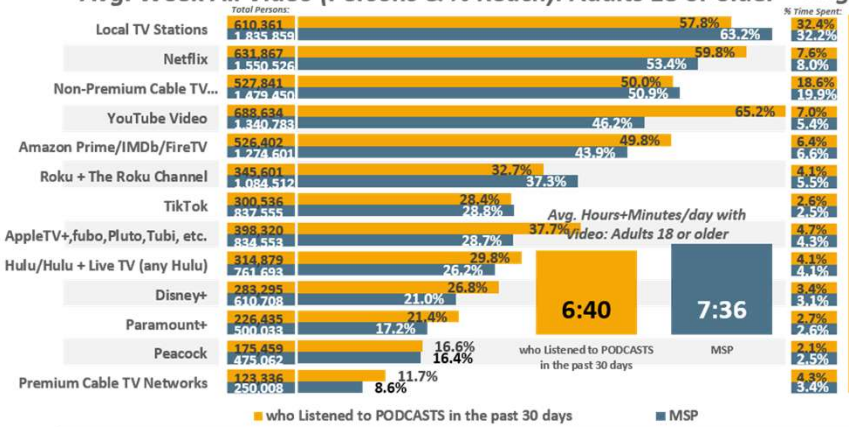
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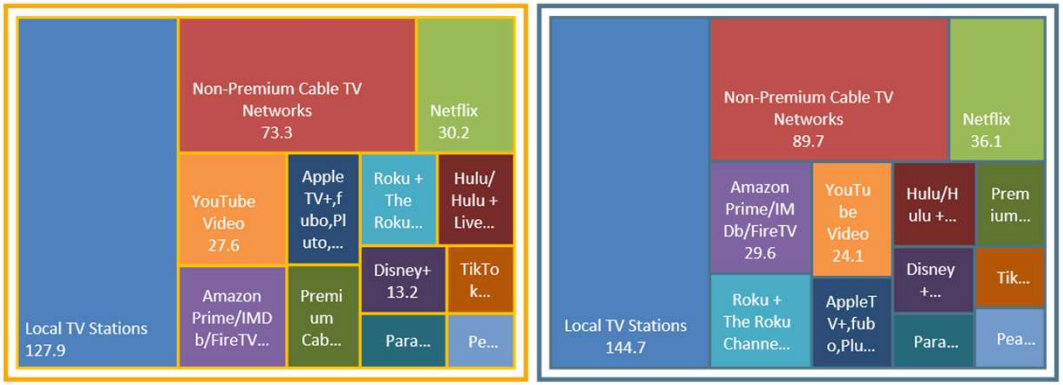
[(Radio format profiles (M-S 6am-Mid cume): All Sports AND (Radio Stations: KTLK-AM OR Radio Stations: WCCO-AM OR Radio Stations: WDGY-AM))]

601,371 or 56.9% of Adults 18 or older who Listened to PODCASTS in the past 30 days watch Ad-Supported Local TV Stations for an average of 117.5 minutes every day representing 36.2% of all time spent daily with Ad-Supported Video.

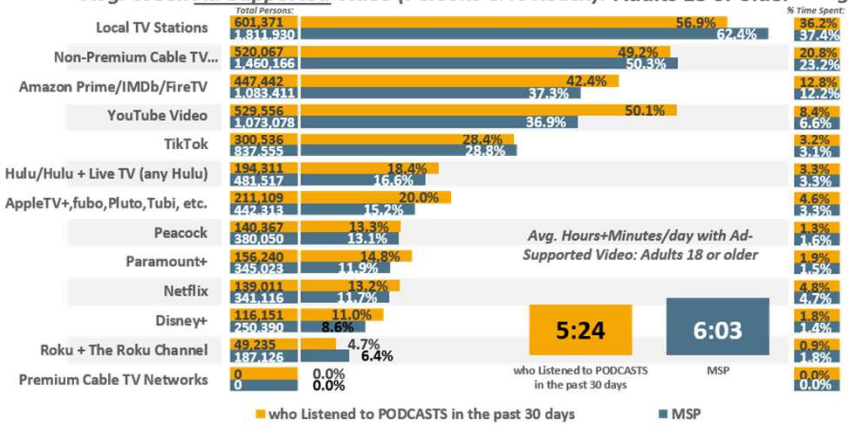
Avg. Week All Video (Persons & % Reach): Adults 18 or older



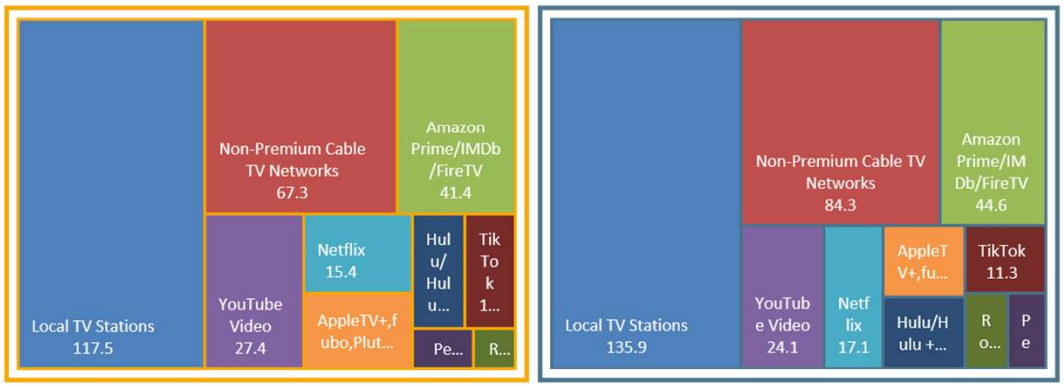
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MSP Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 485

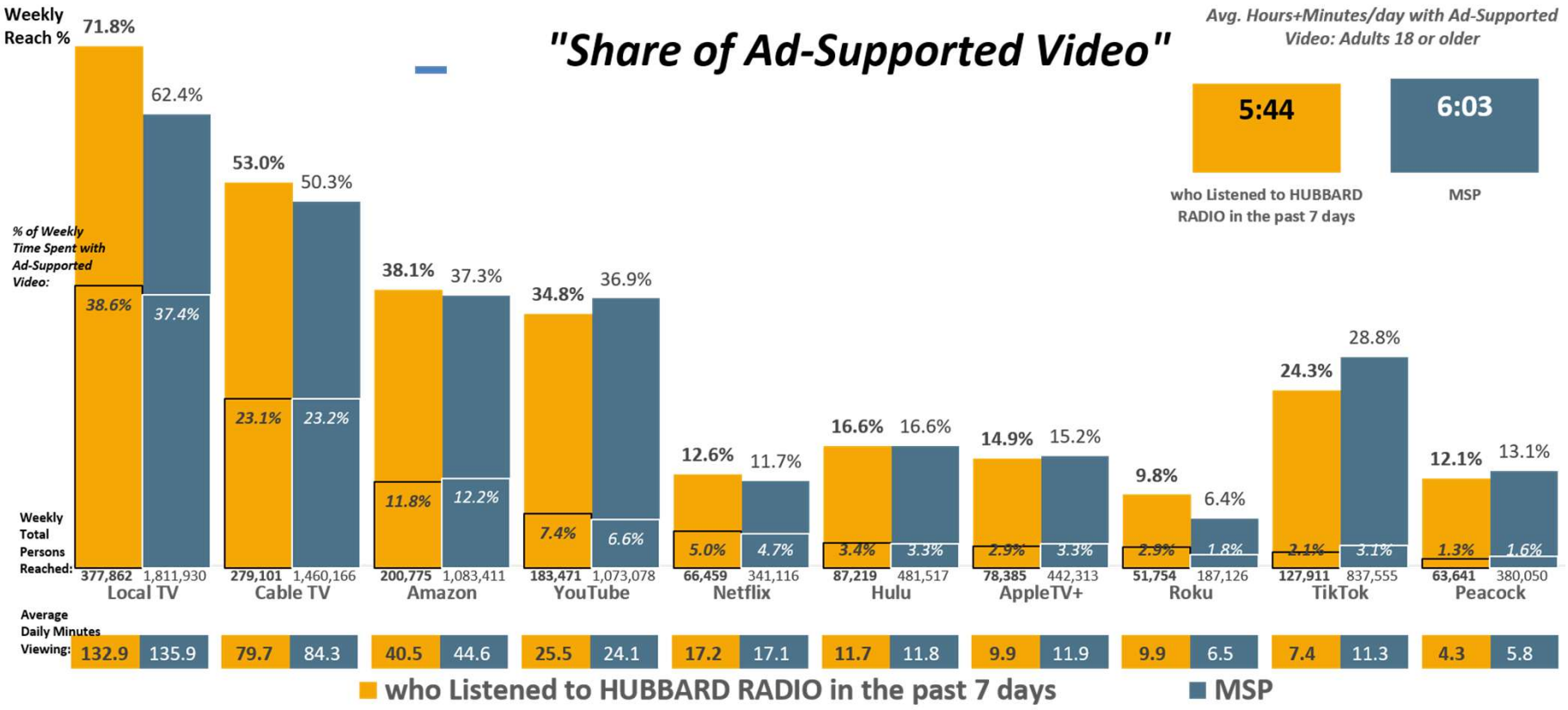
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Watched, listened, or downloaded podcast past 30 days: Yes

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377,862 or 71.8% 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 132.9 minutes every day representing 38.6% of all time spent daily with Ad-Supported Video.



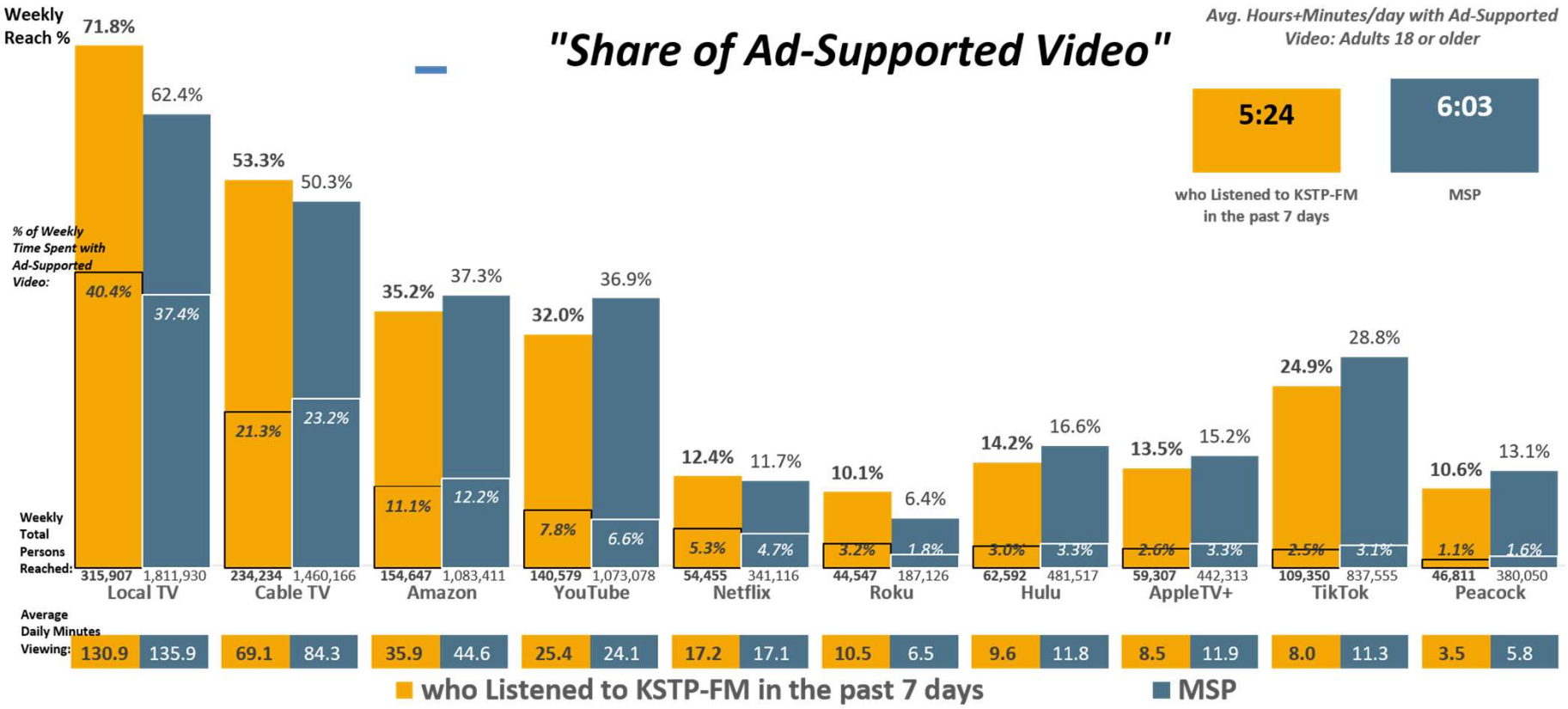
MSP Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 284 MSP Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 1,507

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Radio Stations: KSTP-FM OR Radio Stations: KTMY-FM

315,907 or 71.8% of Adults 18 or older who Listened to KSTP-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 130.9 minutes every day representing 40.4% of all time spent daily with Ad-Supported Video.



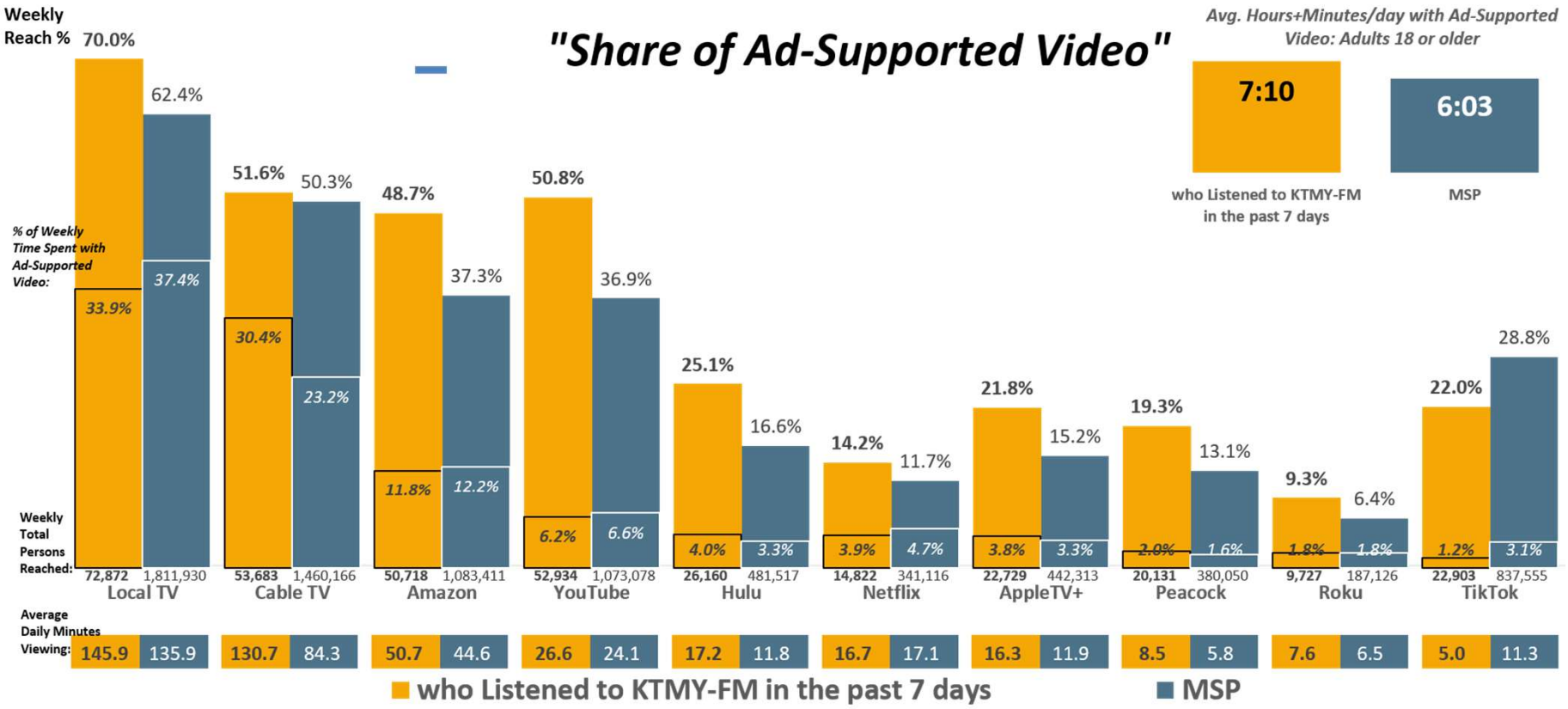
MSP Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 240 MSP Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 1,507

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Radio Stations: KSTP-FM

72,872 or 70.% of Adults 18 or older who Listened to KTMY-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 145.9 minutes every day representing 33.9% of all time spent daily with Ad-Supported Video.



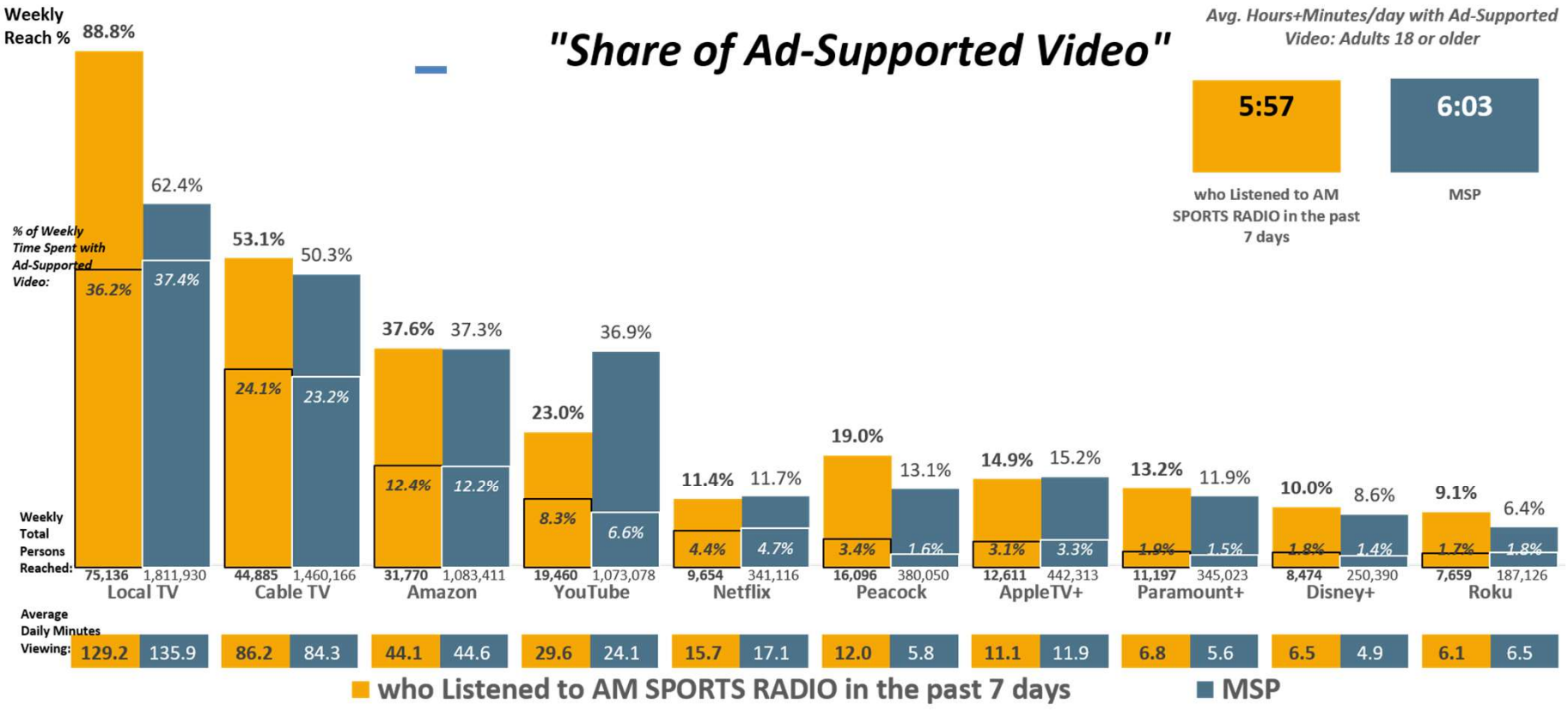
MSP Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 57 MSP Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 1,507

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Radio Stations: KTMY-FM

75,136 or 88.8% of Adults 18 or older who Listened to AM SPORTS RADIO in the past 7 days watch Ad-Supported Local TV Stations for an average of 129.2 minutes every day representing 36.2% of all time spent daily with Ad-Supported Video.



MSP Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 49 MSP Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 1,507

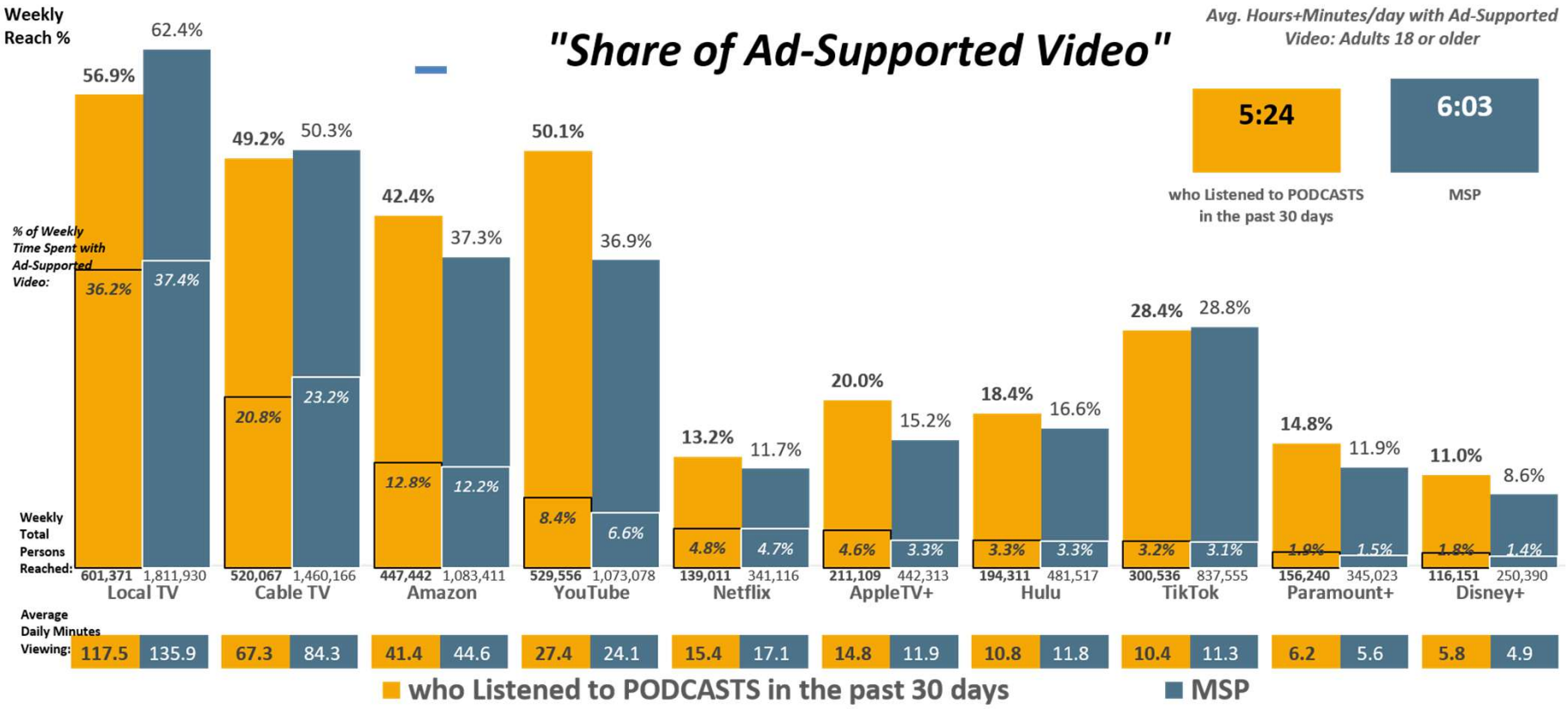
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[(Radio format profiles (M-S 6am-Mid cume): All Sports AND (Radio Stations: KTLK-AM OR Radio Stations: WCCO-AM OR Radio Stations: WDGY-AM))]

gamut PODCAST NETWORK

601,371 or 56.9% of Adults 18 or older who Listened to PODCASTS in the past 30 days watch Ad-Supported Local TV Stations for an average of 117.5 minutes every day representing 36.2% of all time spent daily with Ad-Supported Video.



MSP Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 485 MSP Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 1,507

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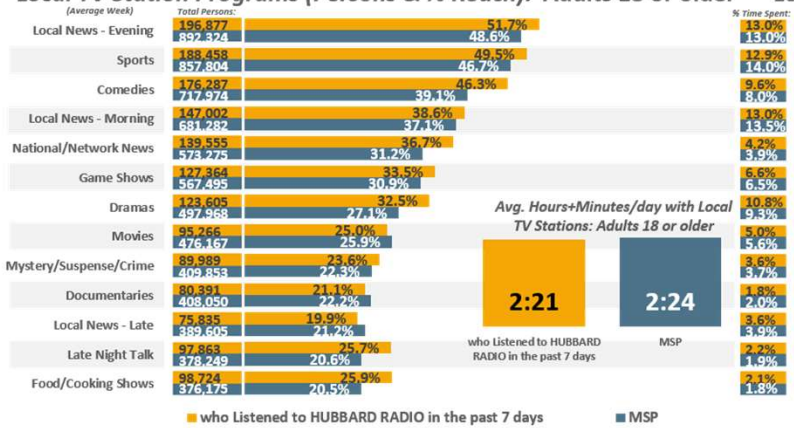
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Watched, listened, or downloaded podcast past 30 days: Yes

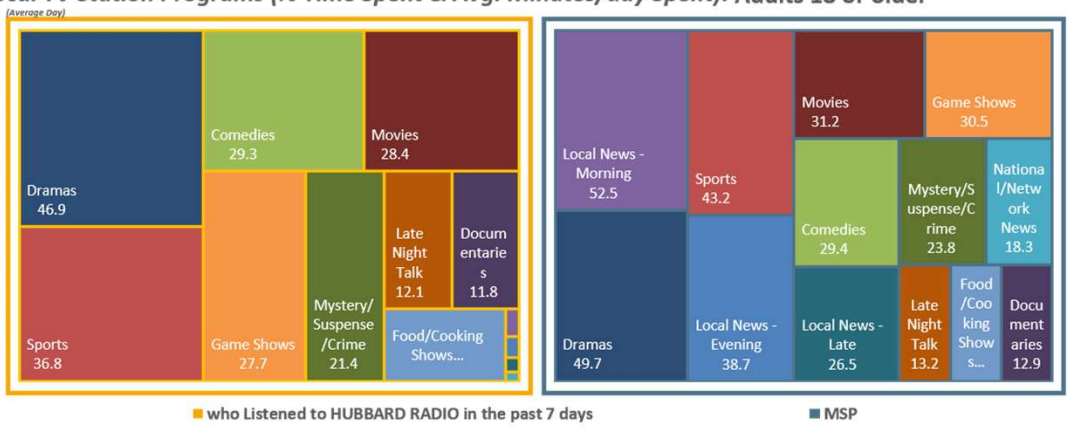
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377,862 or 71.8% of Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Comedies, Local News - Morning, Game Shows, and National/Network News.

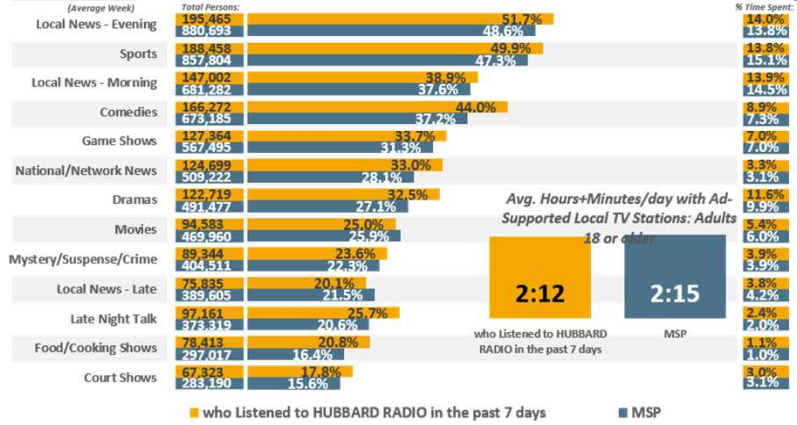
Local TV Station Programs (Persons & % Reach): Adults 18 or older



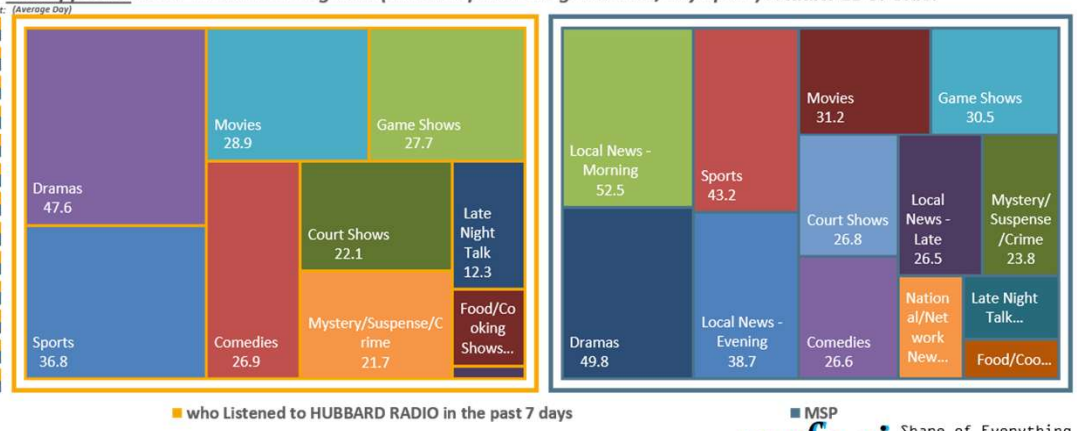
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



MSP Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 284

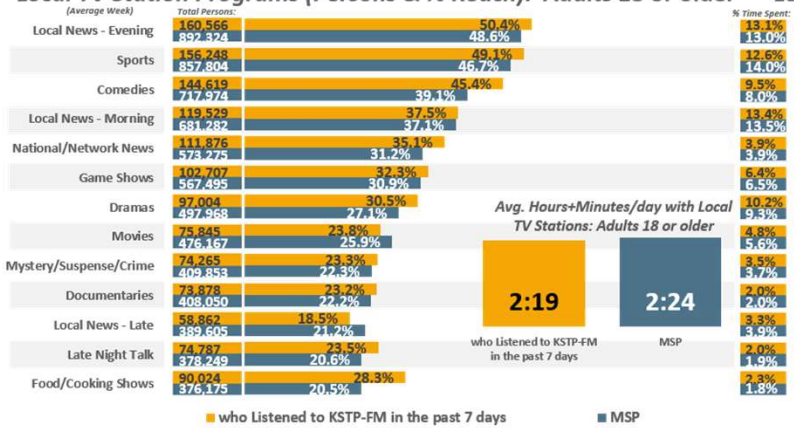
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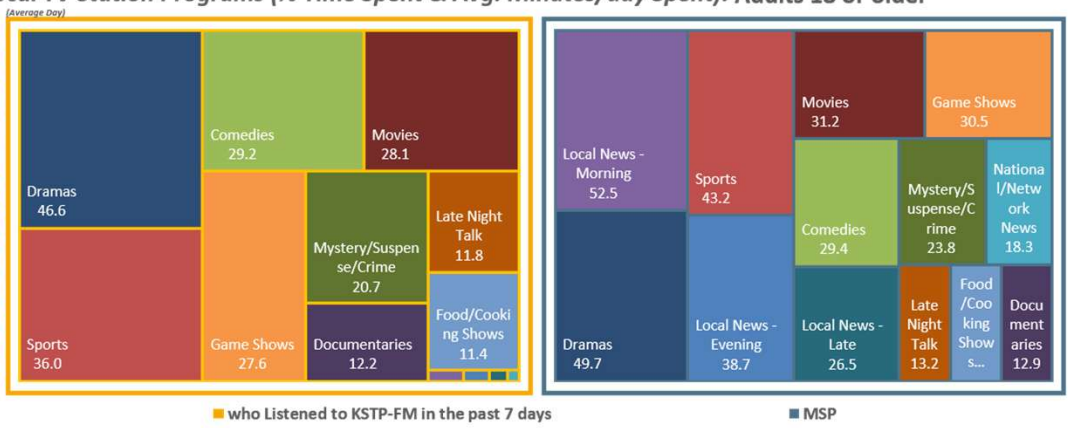
Radio Stations: KSTP-FM OR Radio Stations: KTMY-FM

315,907 or 71.8% of Adults 18 or older who Listened to KSTP-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 National/Network News.

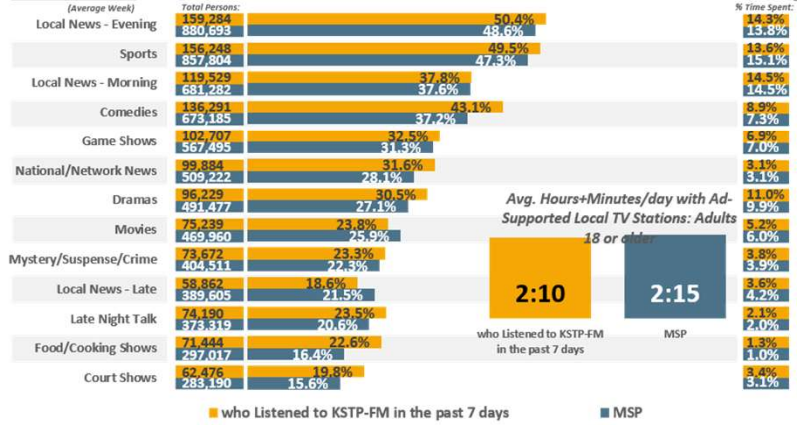
Local TV Station Programs (Persons & % Reach): Adults 18 or older



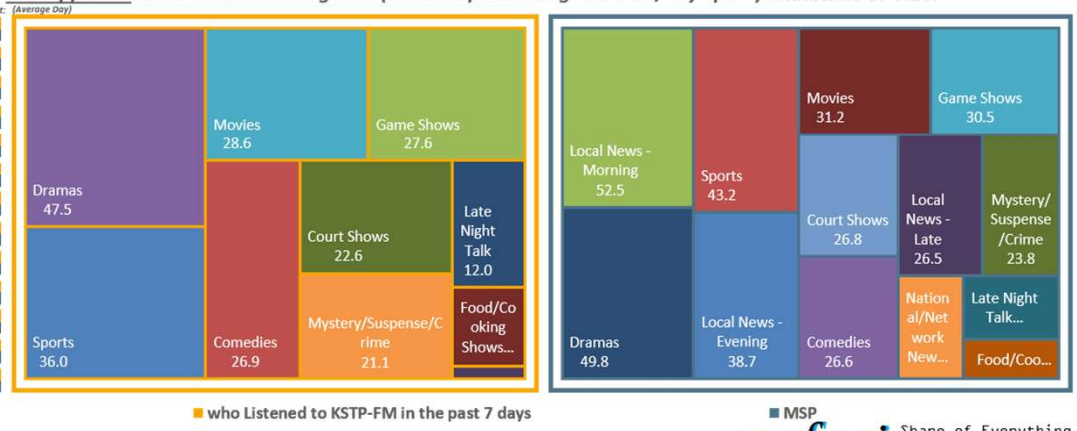
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



MSP Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 240

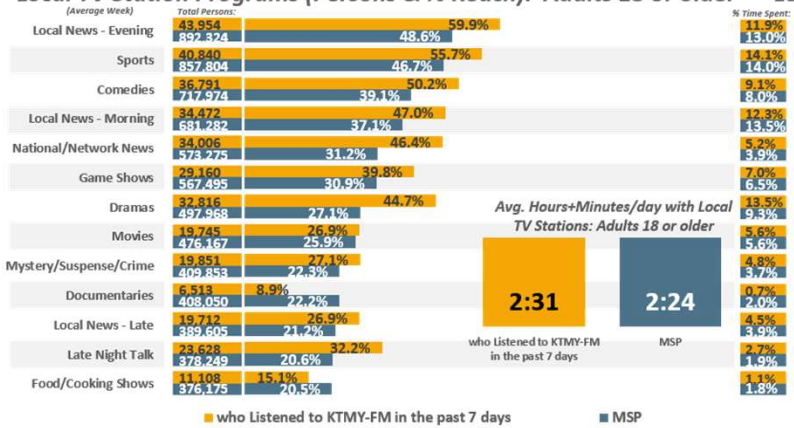
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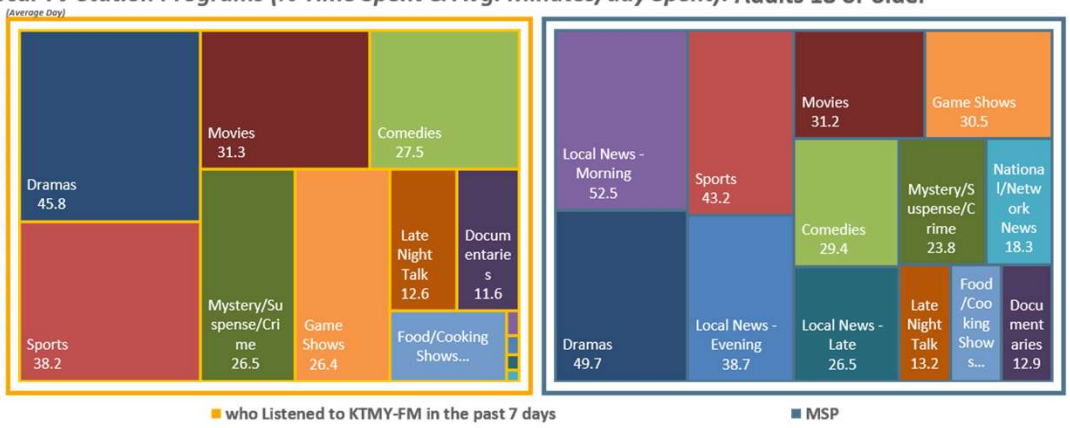
Radio Stations: KSTP-FM

72,872 or 70.% of Adults 18 or older who Listened to KTMY-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, Dramas, and National/Network News.

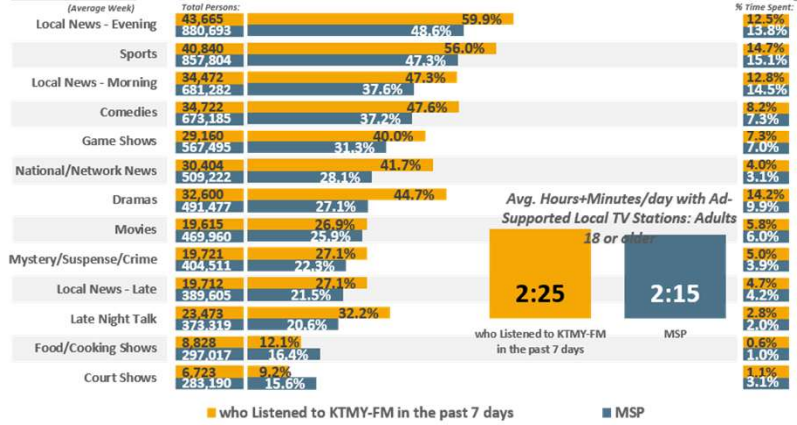
Local TV Station Programs (Persons & % Reach): Adults 18 or older



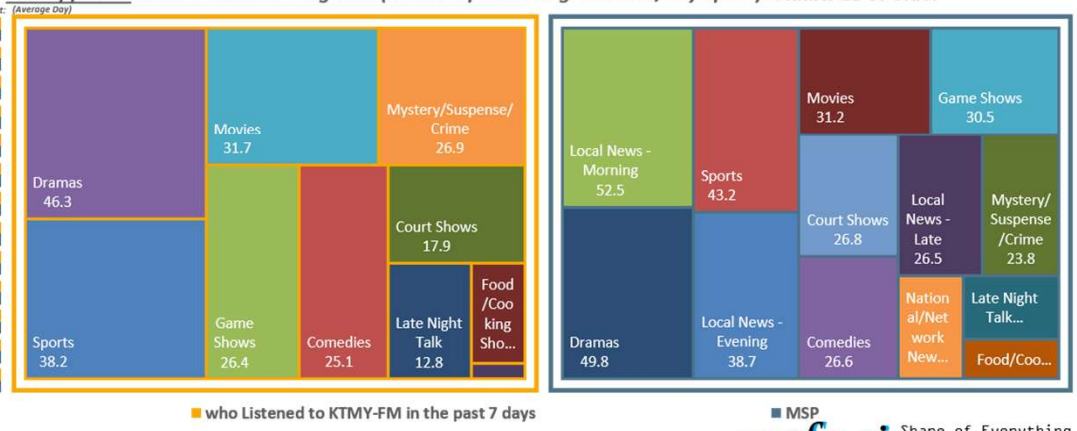
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



MSP Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 57

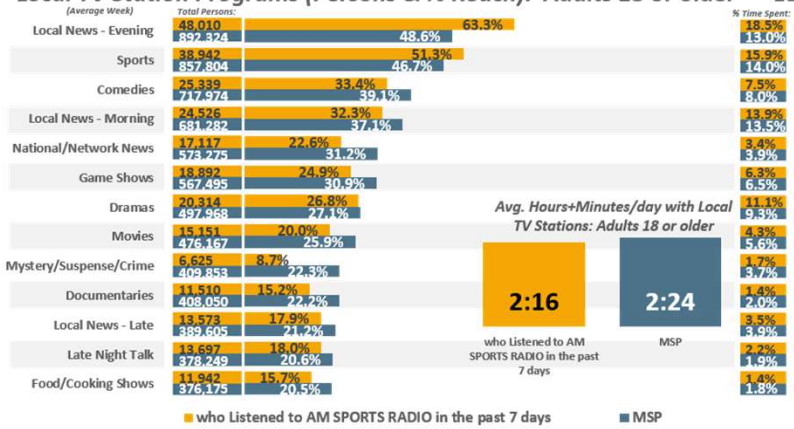
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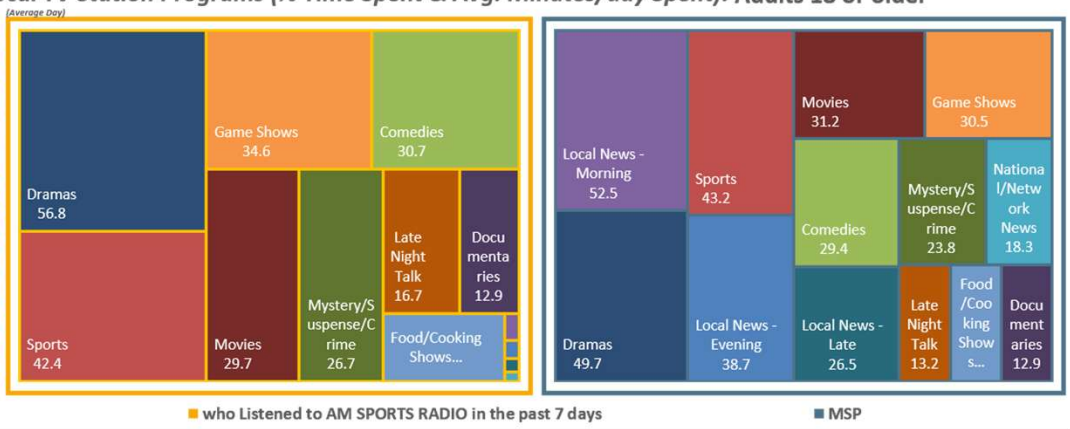
Radio Stations: KTMY-FM

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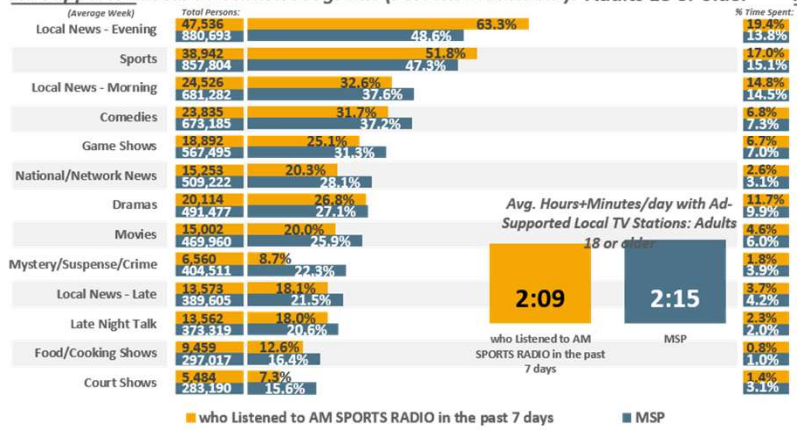
Local TV Station Programs (Persons & % Reach): Adults 18 or older



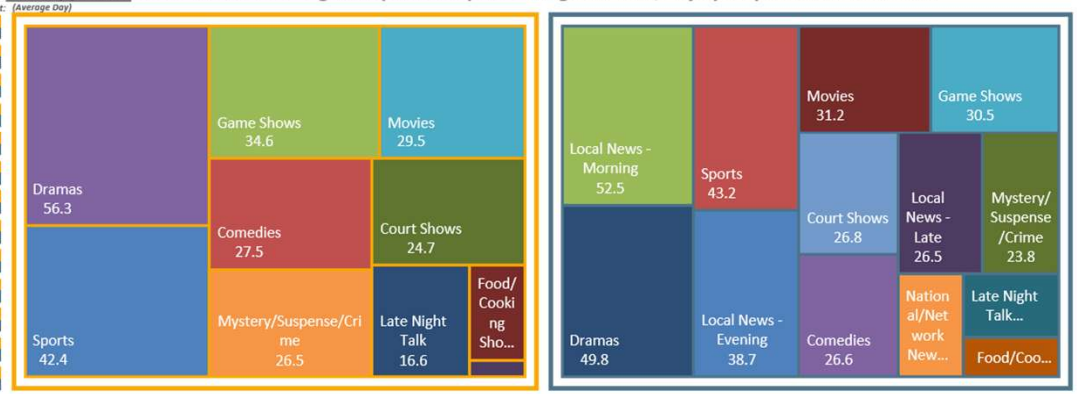
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MSP Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 49

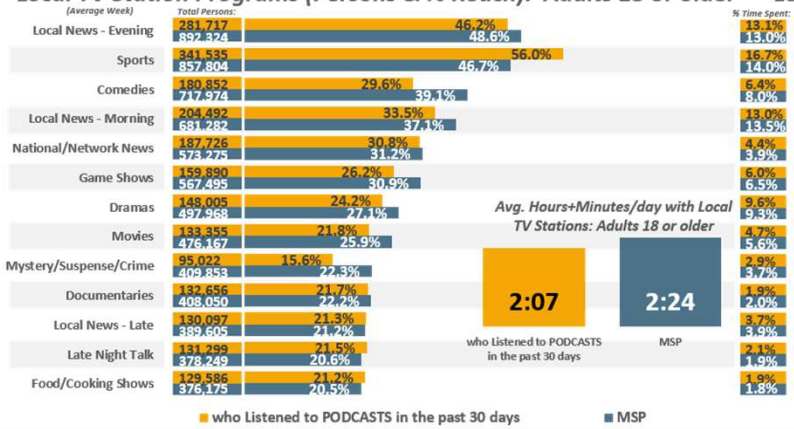
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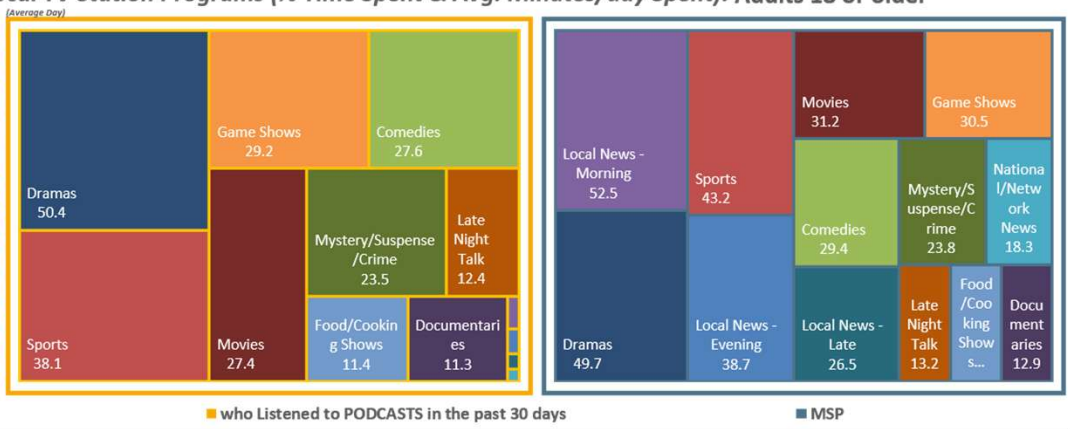
[(Radio format profiles (M-S 6am-Mid cume): All Sports AND (Radio Stations: KTLK-AM OR Radio Stations: WCCO-AM OR Radio Stations: WDGY-AM))]

601,371 or 56.9% of Adults 18 or older who Listened to PODCASTS in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Comedies, National/Network News, and Game Shows.

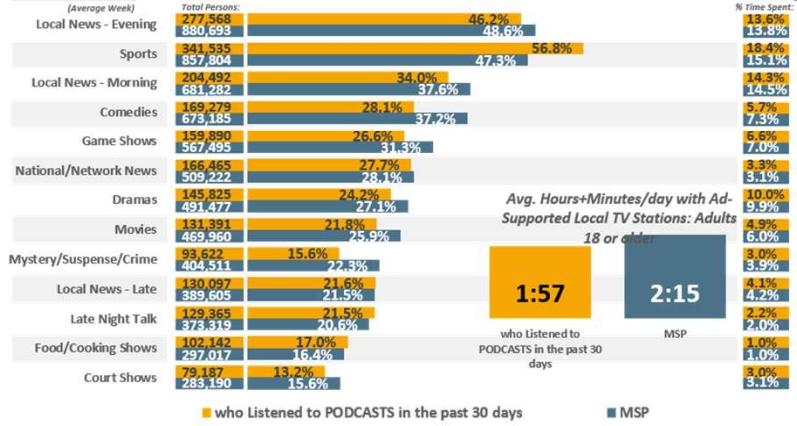
Local TV Station Programs (Persons & % Reach): Adults 18 or older



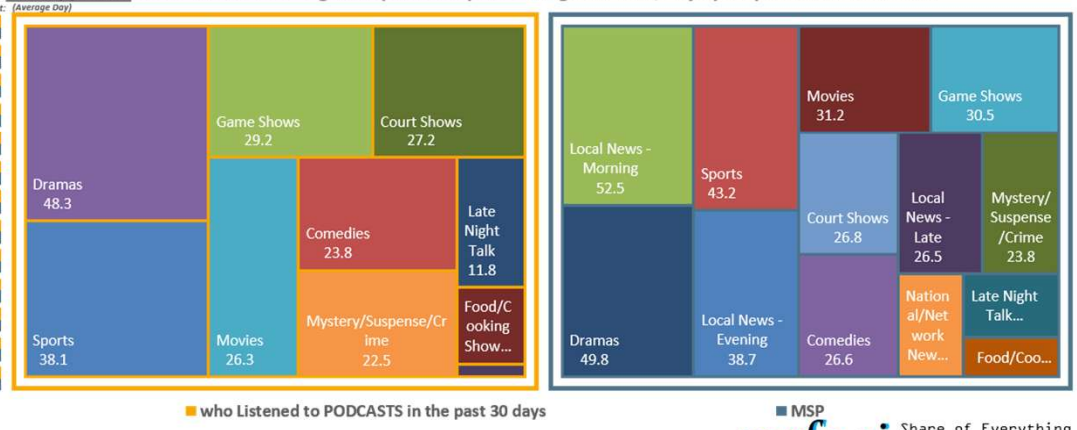
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MSP Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 485

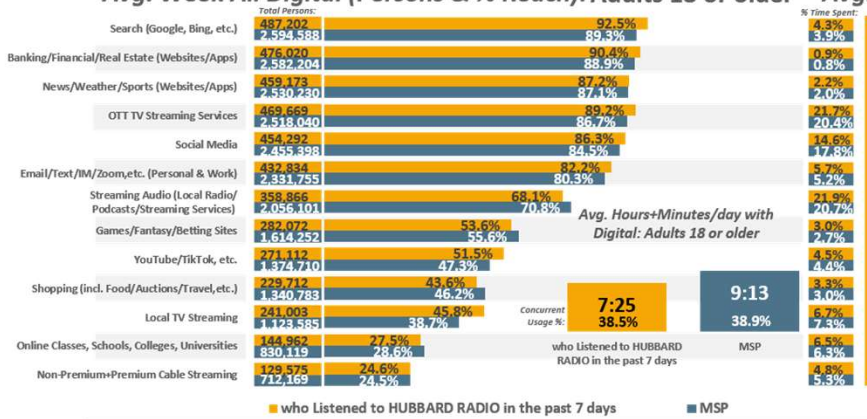
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Watched, listened, or downloaded podcast past 30 days: Yes

398,489 or 75.7% of Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days use Ad-Supported Social Media for an average of 94.8 minutes every day representing 18.2% of all time spent daily with Ad-Supported Digital Media.

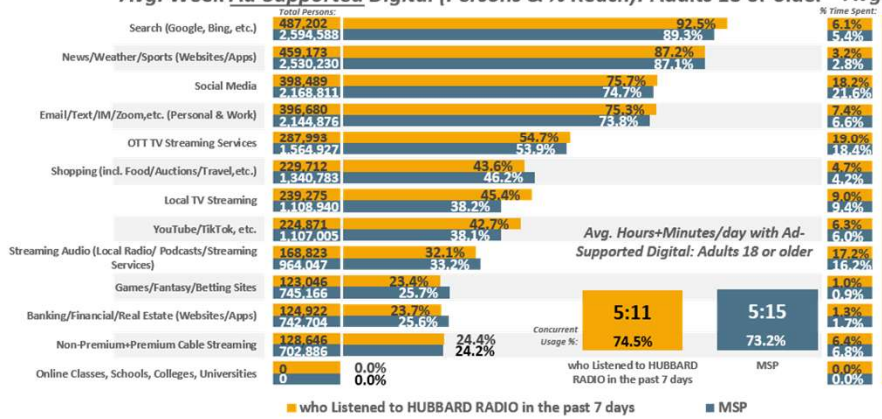
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



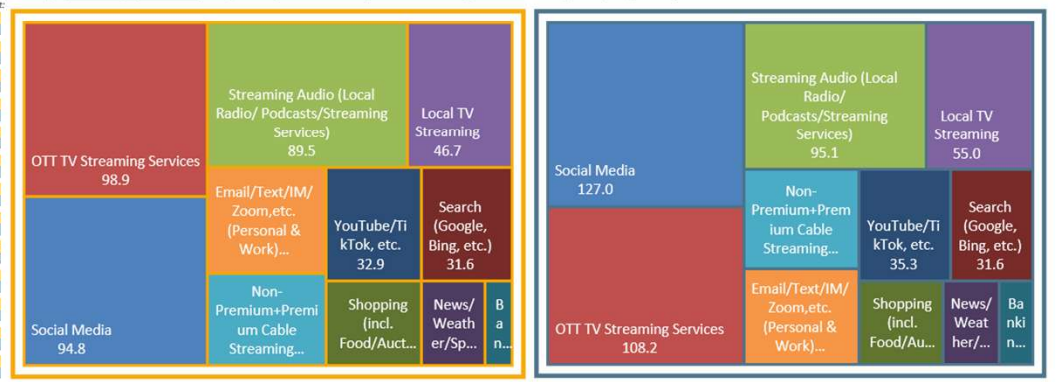
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MSP Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 284

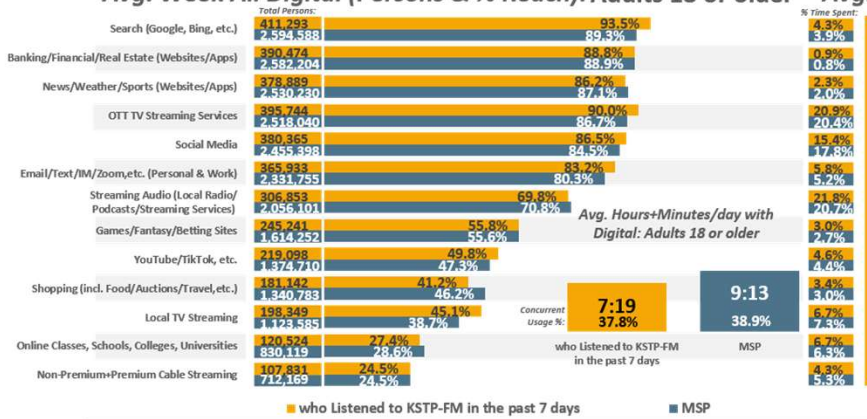
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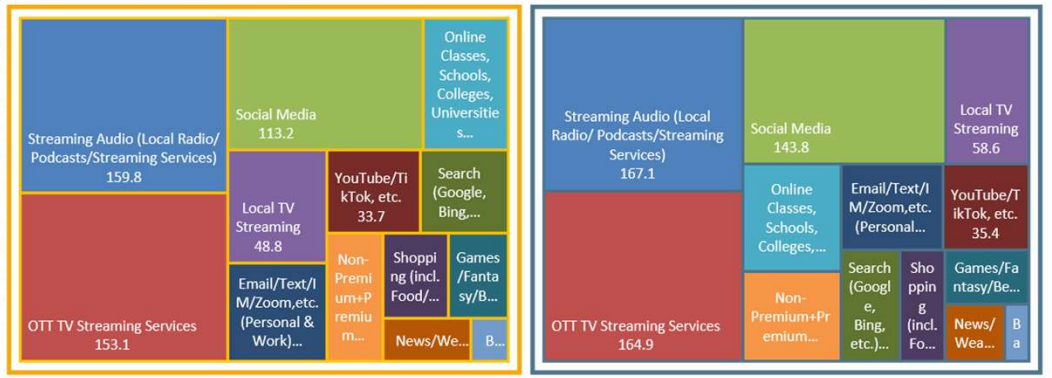
Radio Stations: KSTP-FM OR Radio Stations: KTMY-FM

338,093 or 76.9% of Adults 18 or older who Listened to KSTP-FM in the past 7 days use Ad-Supported Social Media for an average of 100.6 minutes every day representing 19.8% of all time spent daily with Ad-Supported Digital Media.

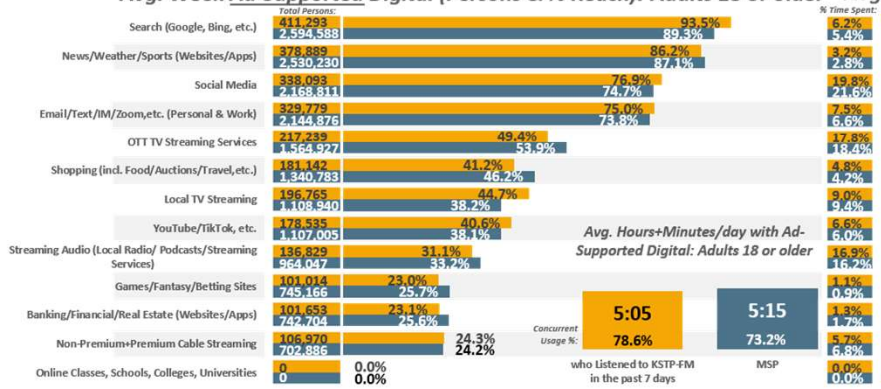
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



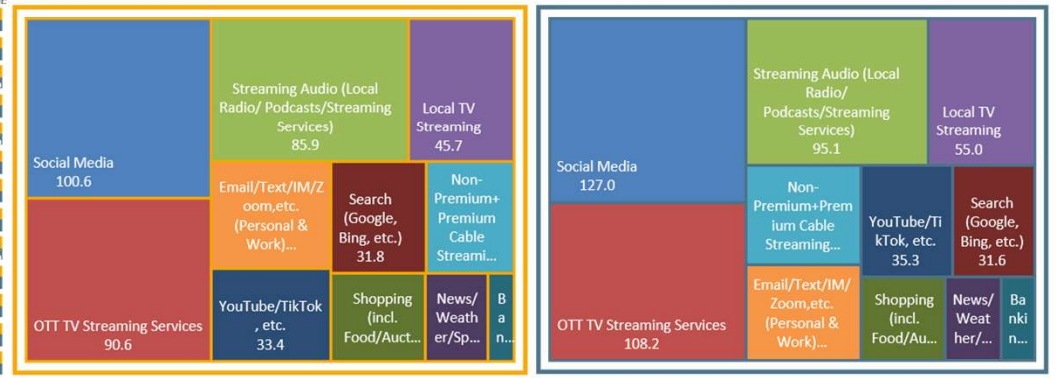
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



MSP Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 240

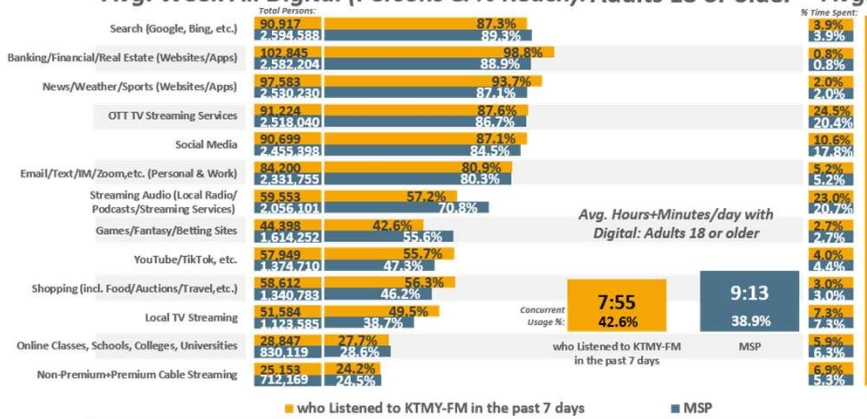
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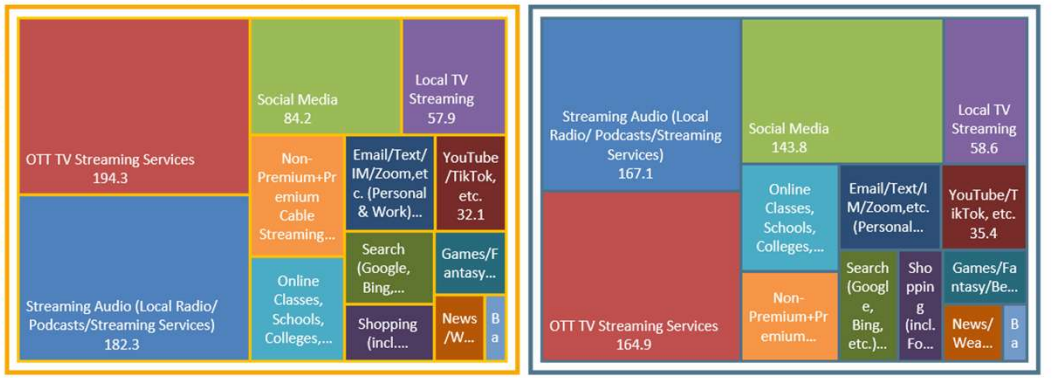
Radio Stations: KSTP-FM

76,076 or 73.1% of Adults 18 or older who Listened to KTMY-FM in the past 7 days use Ad-Supported Social Media for an average of 70.7 minutes every day representing 12.4% of all time spent daily with Ad-Supported Digital Media.

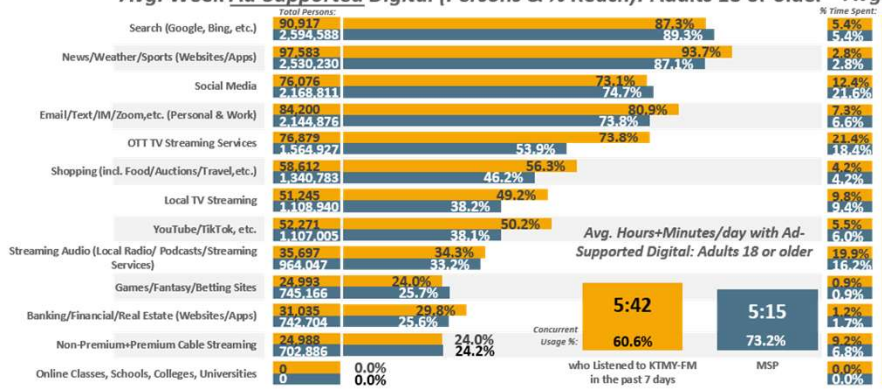
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



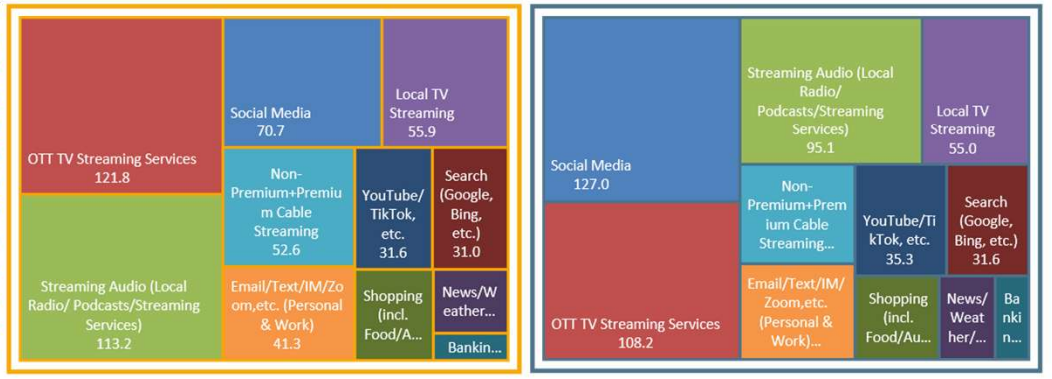
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



MSP Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 57

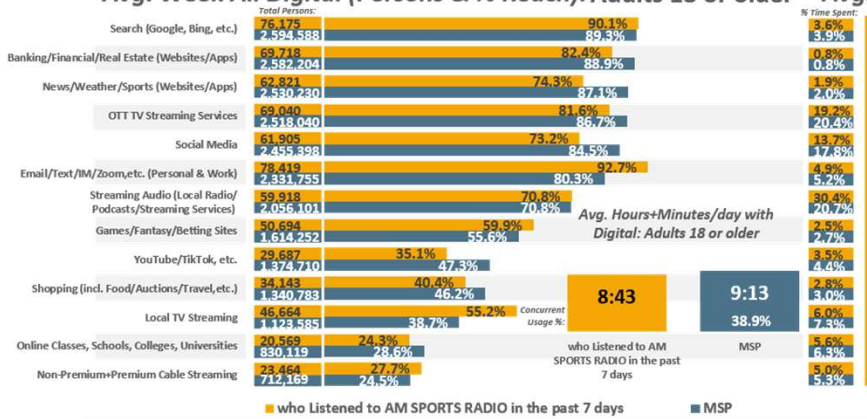
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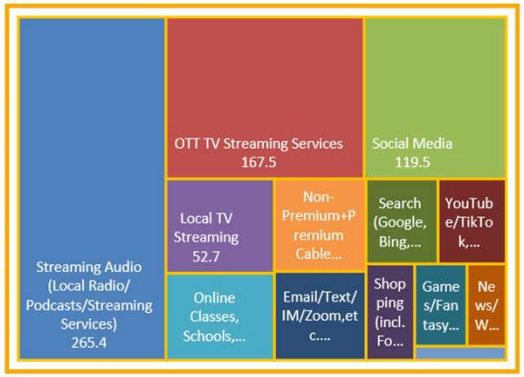
Radio Stations: KTMY-FM

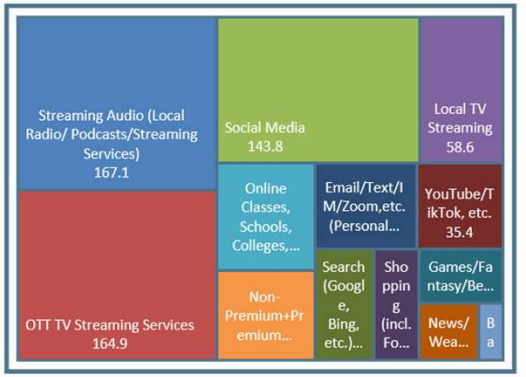
59,221 or 70.% of Adults 18 or older who Listened to AM SPORTS RADIO in the past 7 days use Ad-Supported Social Media for an average of 114.3 minutes every day representing 17.2% of all time spent daily with Ad-Supported Digital Media.

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

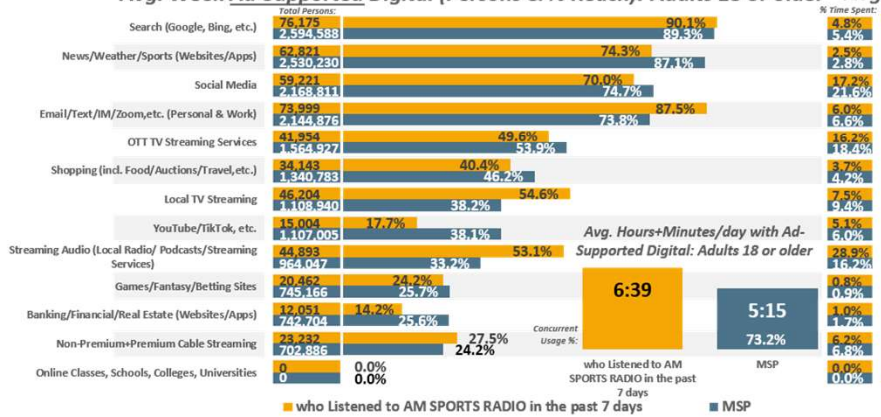


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

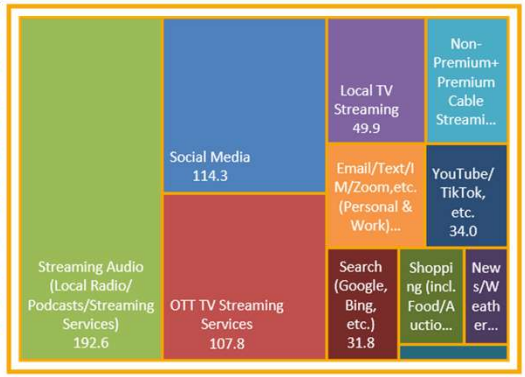


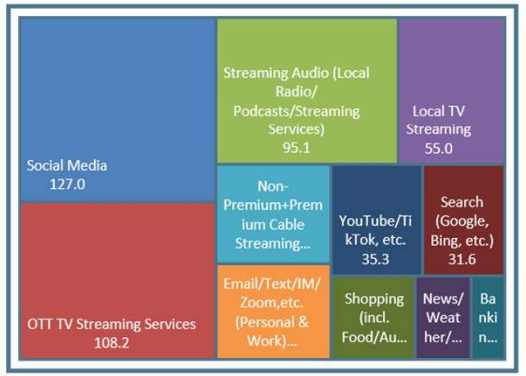


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





MSP Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 49

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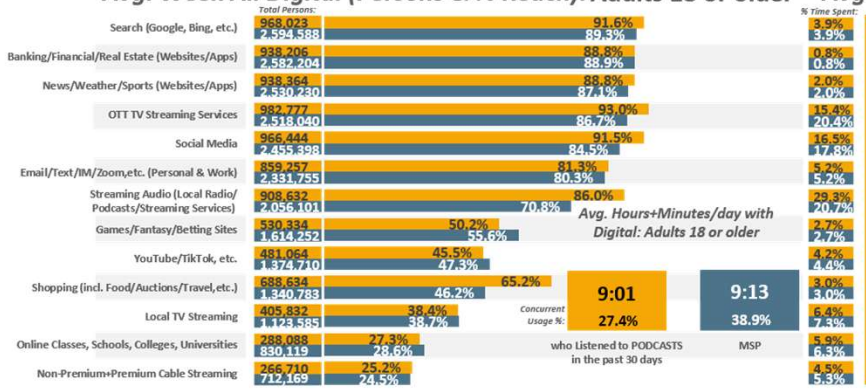
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[(Radio format profiles (M-S 6am-Mid cume): All Sports AND (Radio Stations: KTLK-AM OR Radio Stations: WCCO-AM OR Radio Stations: WDGY-AM))]

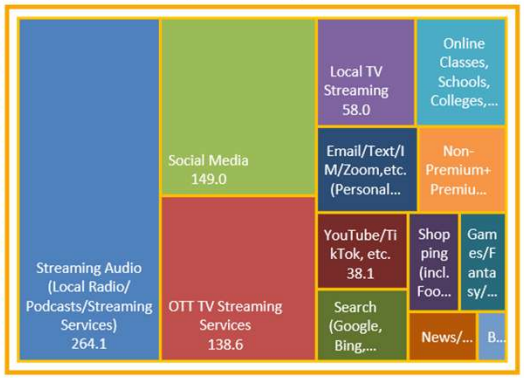
gamut PODCAST NETWORK

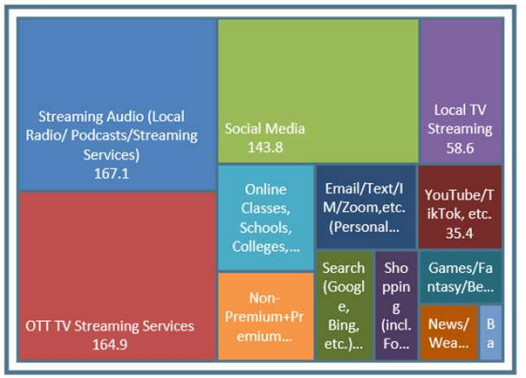
845,927 or 80.1% of Adults 18 or older who Listened to PODCASTS in the past 30 days use Ad-Supported Social Media for an average of 130.4 minutes every day representing 19.6% of all time spent daily with Ad-Supported Digital Media.

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

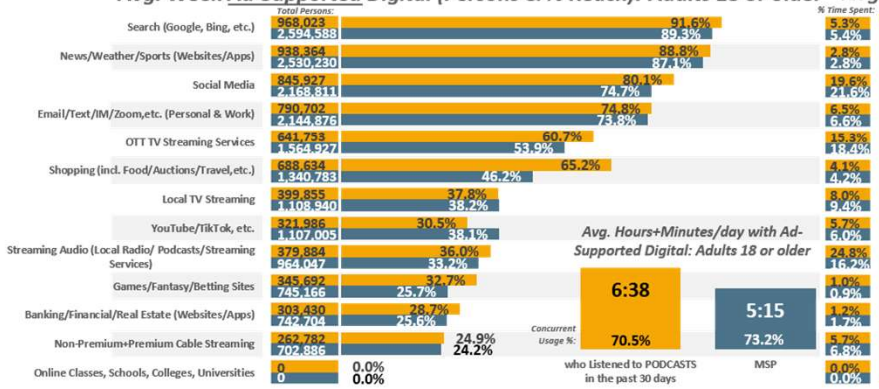


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



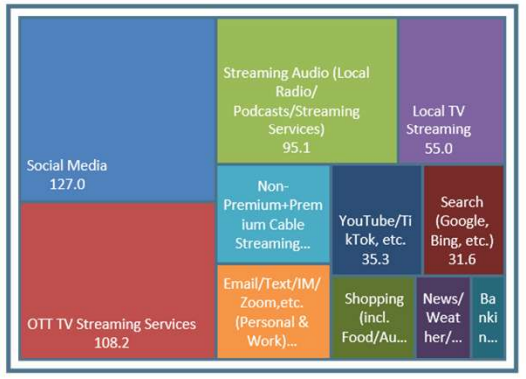


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





MSP Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 485

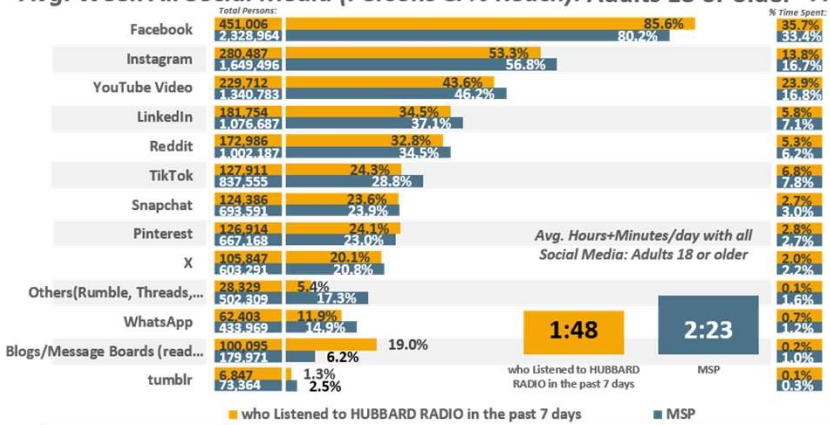
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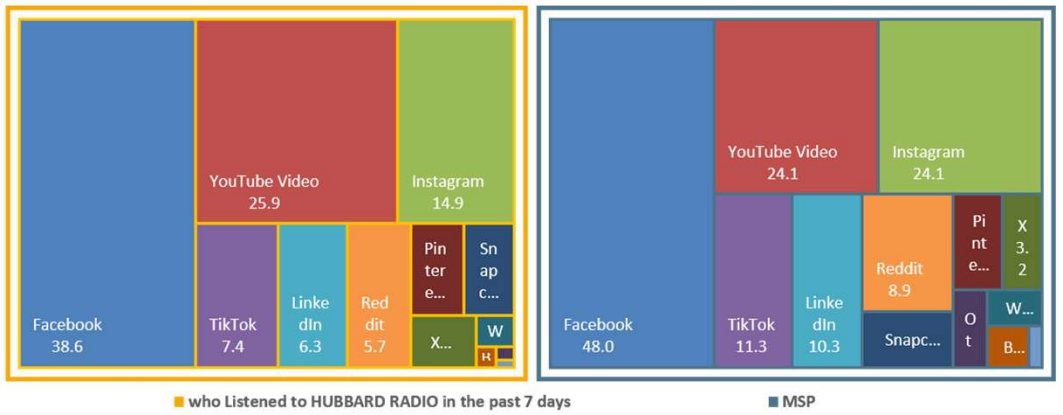
Watched, listened, or downloaded podcast past 30 days: Yes

398,489 or 75.7% of Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days use Ad-Supported Facebook for an average of 31.4 minutes every day representing 33.2% of all time spent daily with Ad-Supported Social Media.

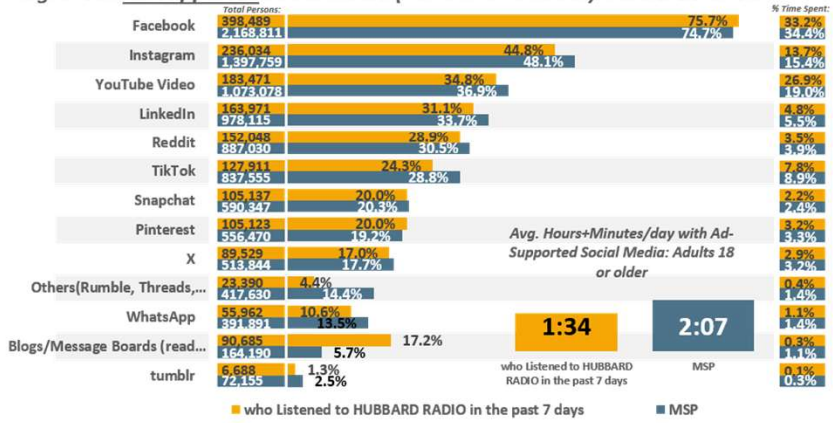
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



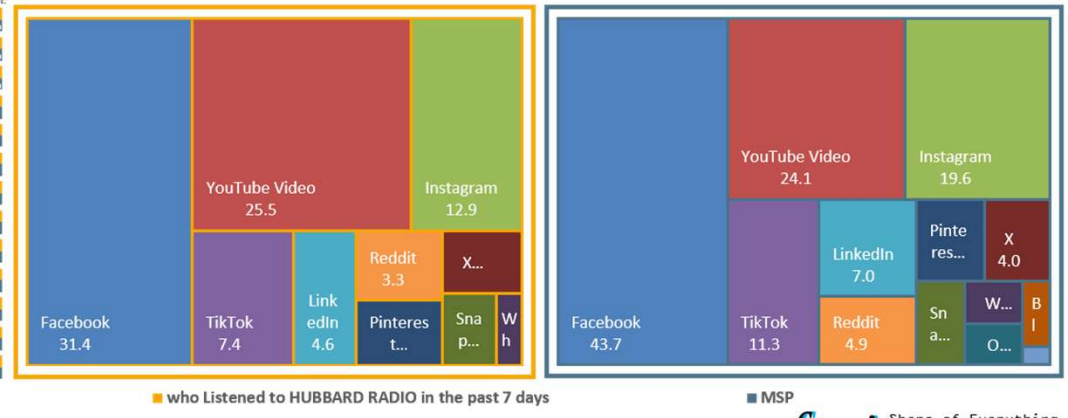
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MSP Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 284

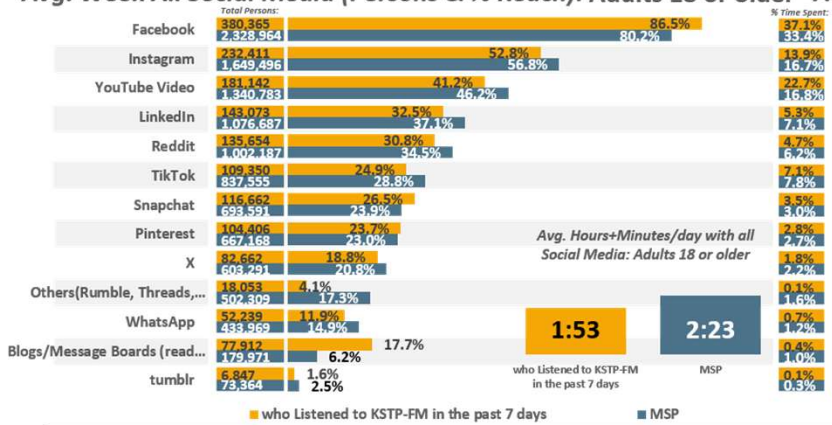
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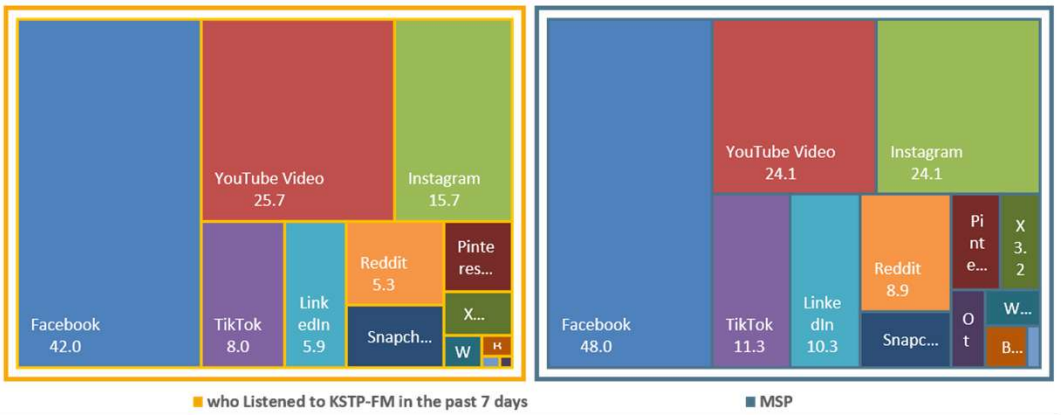
Radio Stations: KSTP-FM OR Radio Stations: KTMY-FM

338,093 or 76.9% of Adults 18 or older who Listened to KSTP-FM in the past 7 days use Ad-Supported Facebook for an average of 34.5 minutes every day representing 34.2% of all time spent daily with Ad-Supported Social Media.

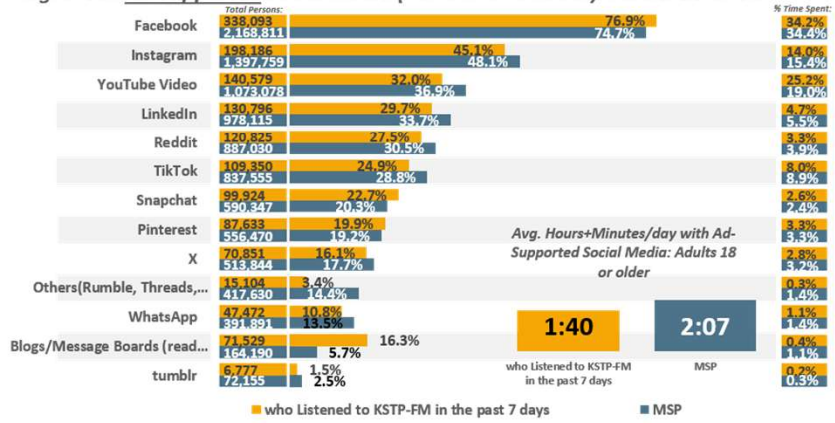
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



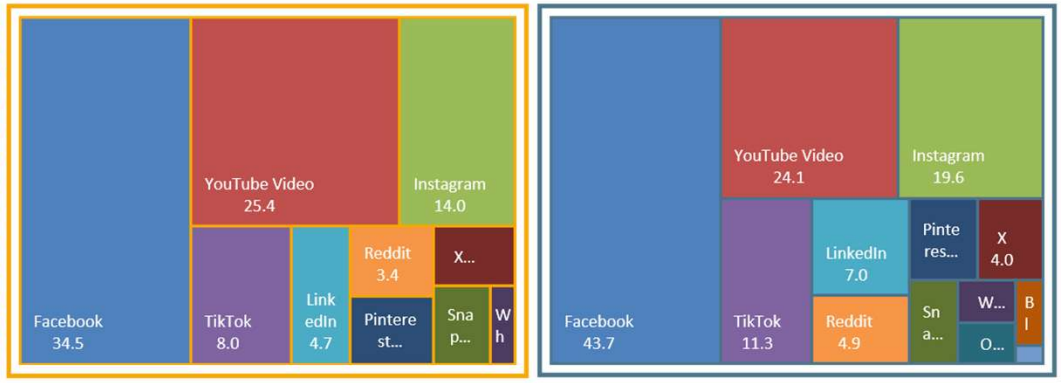
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MSP Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 240

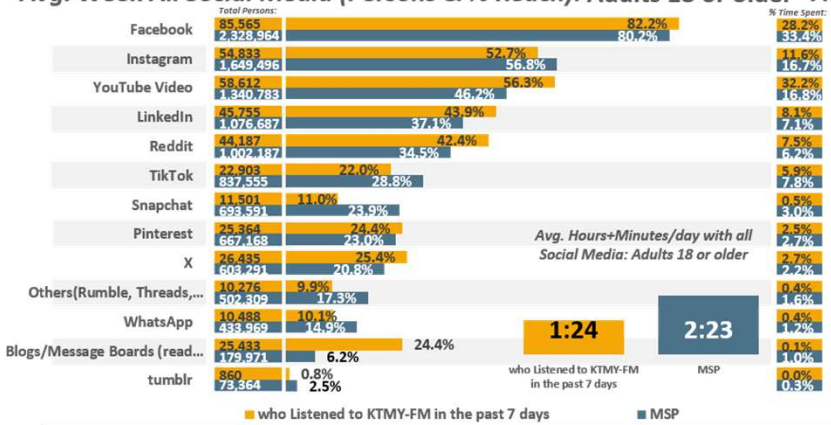
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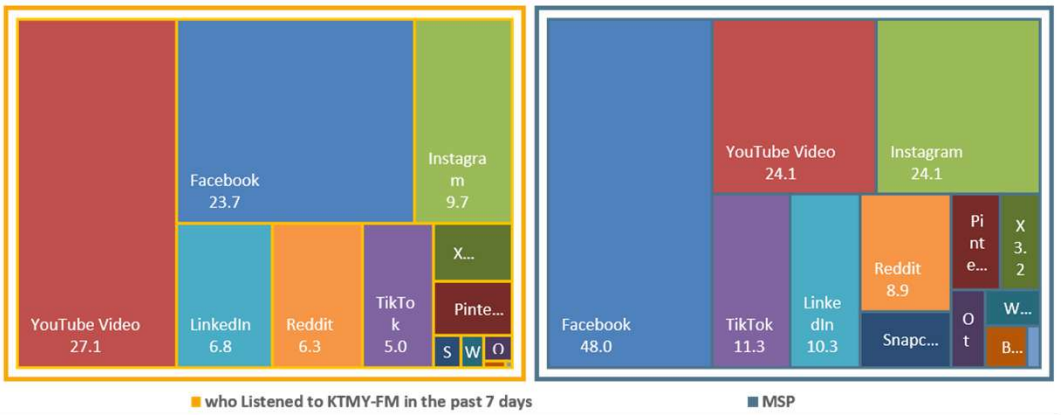
Radio Stations: KSTP-FM

52,934 or 50.8% of Adults 18 or older who Listened to KTMY-FM in the past 7 days use Ad-Supported YouTube Video for an average of 26.6 minutes every day representing 37.7% of all time spent daily with Ad-Supported Social Media.

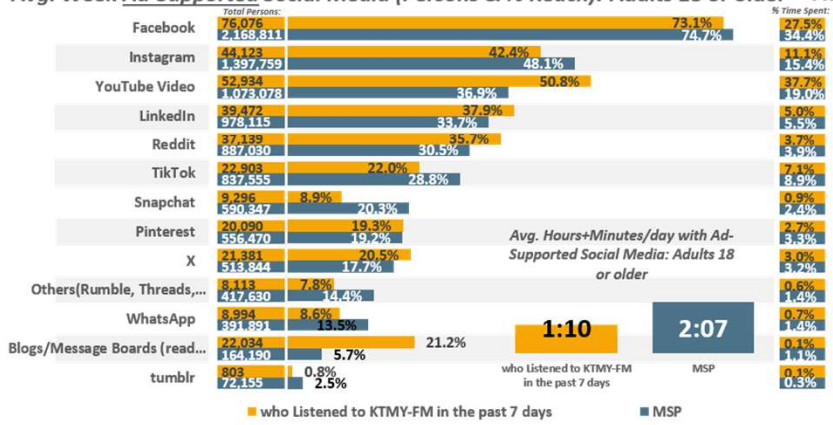
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



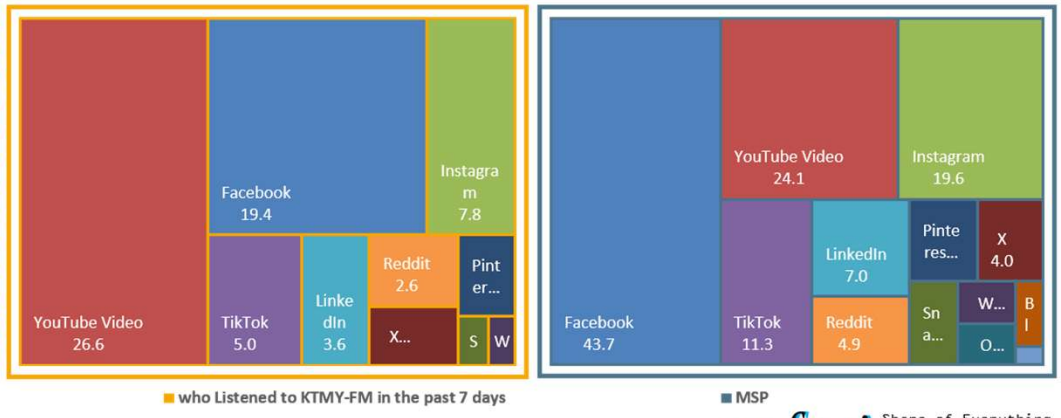
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MSP Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 57

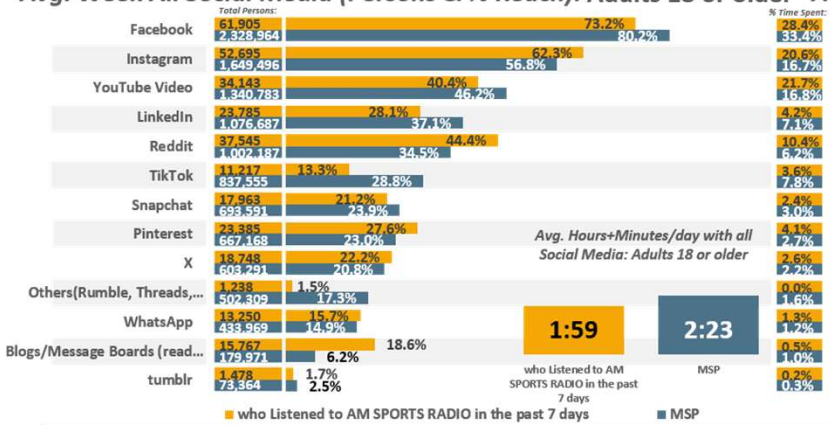
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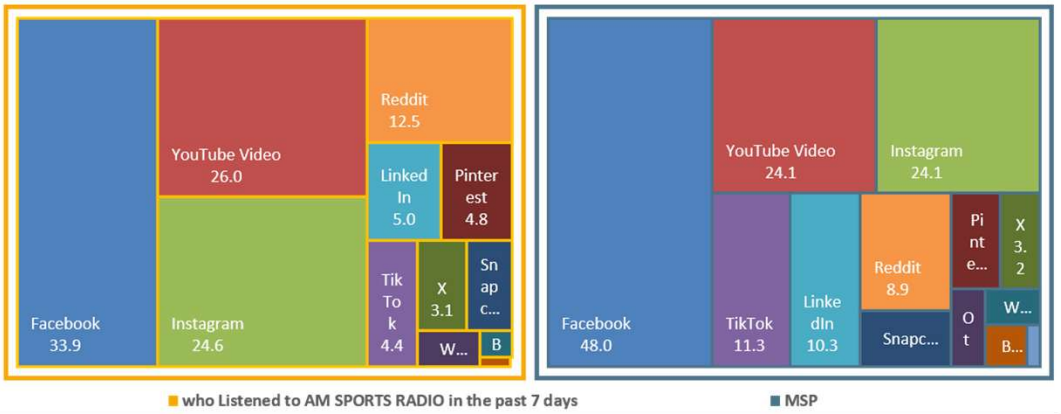
Radio Stations: KTMY-FM

59,221 or 70.% of Adults 18 or older who Listened to AM SPORTS RADIO in the past 7 days use Ad-Supported Facebook for an average of 35.5 minutes every day representing 31.% of all time spent daily with Ad-Supported Social Media.

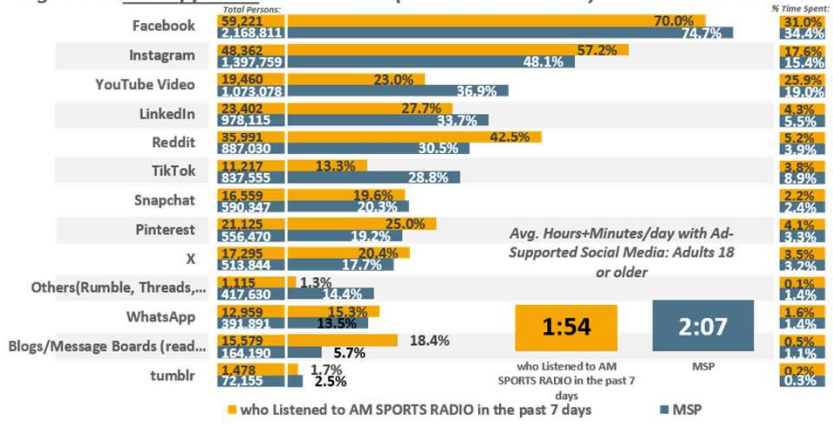
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



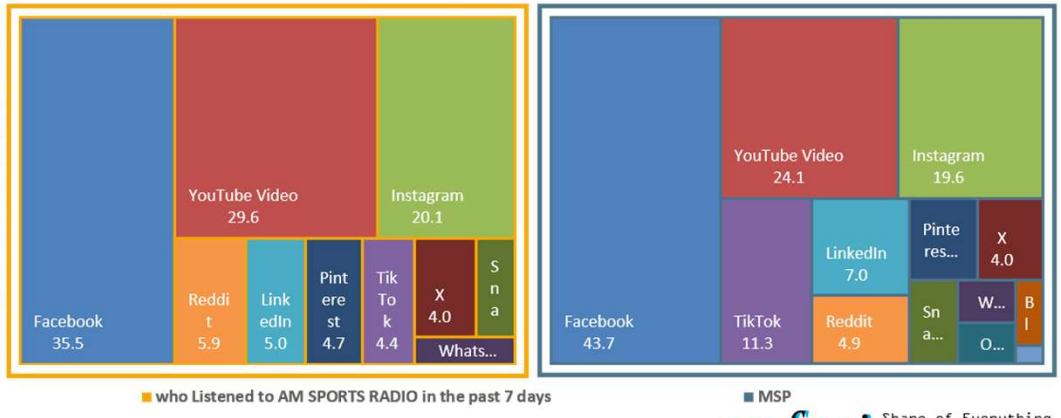
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MSP Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 49

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[(Radio format profiles (M-S 6am-Mid cume): All Sports AND (Radio Stations: KTLK-AM OR Radio Stations: WCCO-AM OR Radio Stations: WDGY-AM))]

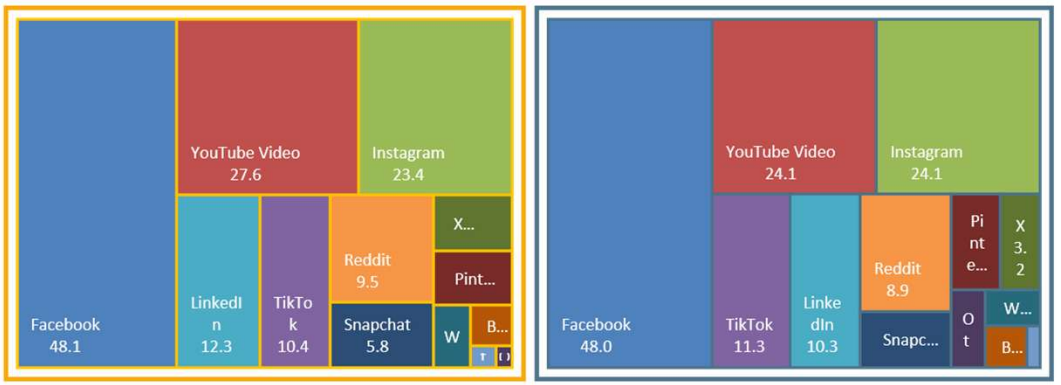
gamut PODCAST NETWORK

845,927 or 80.1% of Adults 18 or older who Listened to PODCASTS in the past 30 days use Ad-Supported Facebook for an average of 45.2 minutes every day representing 34.6% of all time spent daily with Ad-Supported Social Media.

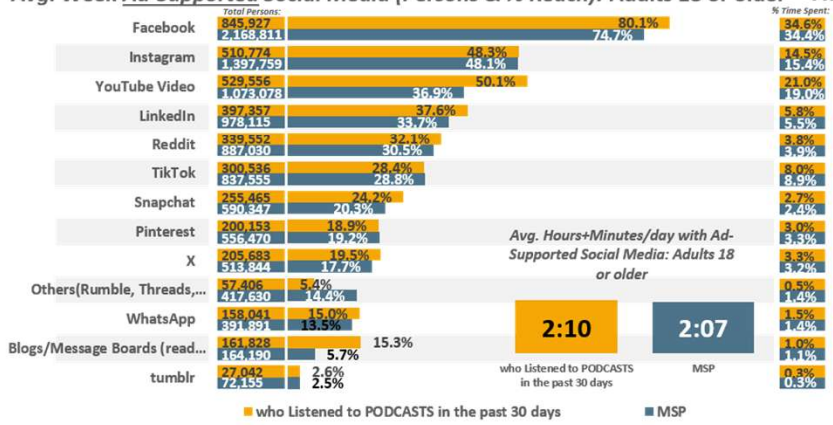
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



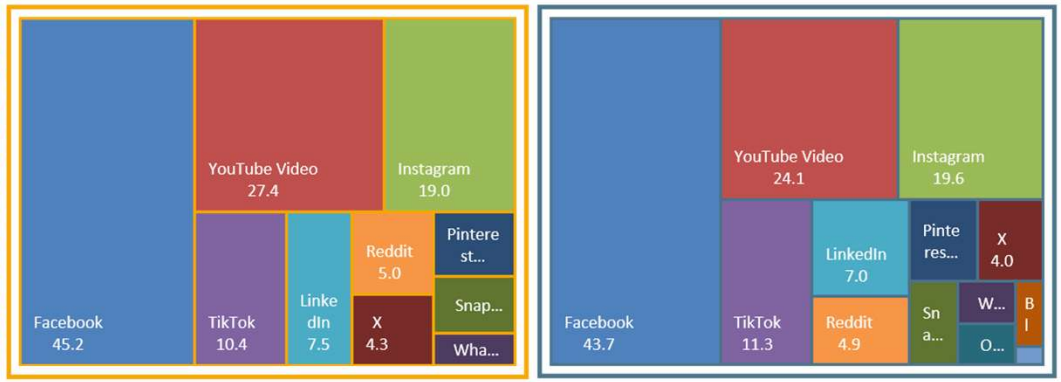
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MSP Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 485

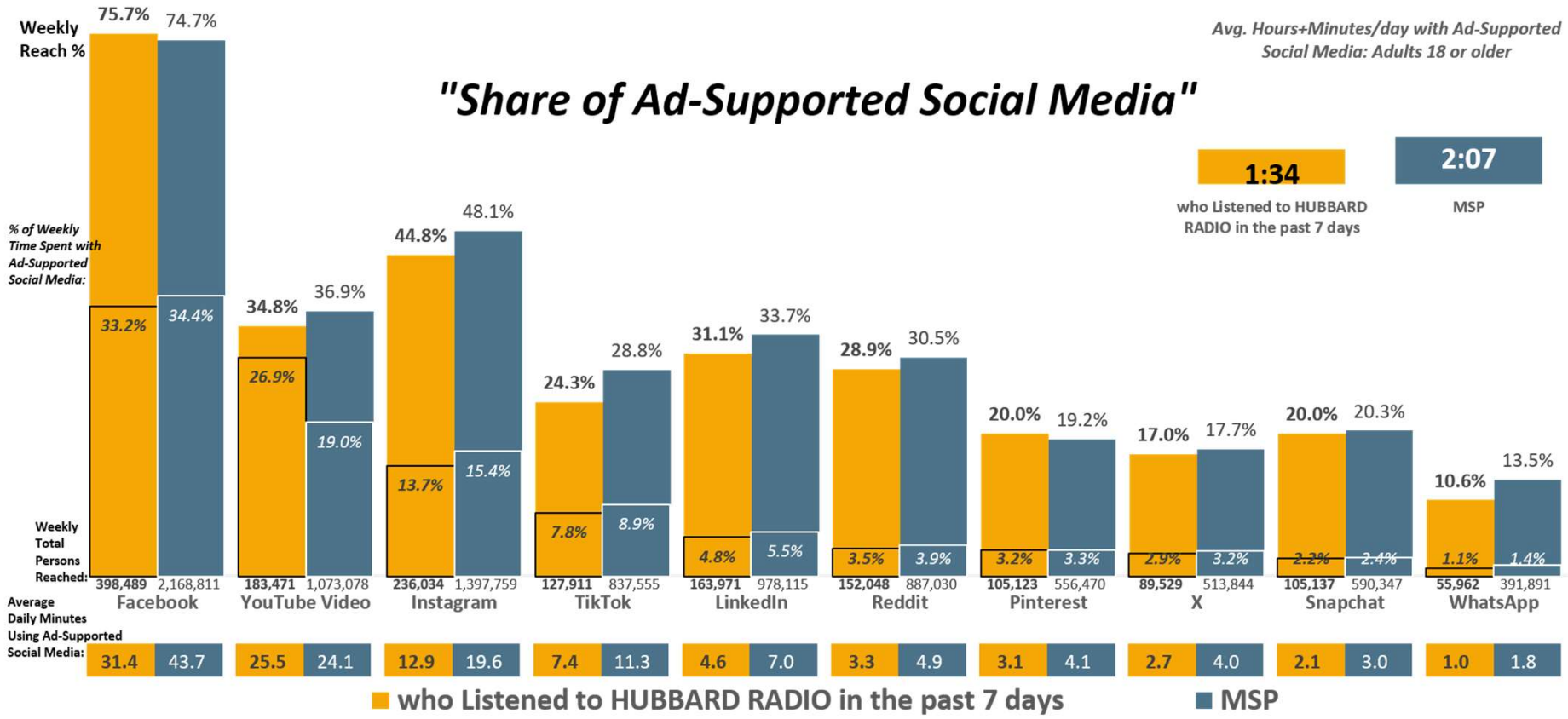
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Watched, listened, or downloaded podcast past 30 days: Yes

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398,489 or 75.7% of Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days use Ad-Supported Facebook for an average of 31.4 minutes every day representing 33.2% of all time spent daily with Ad-Supported Social Media.



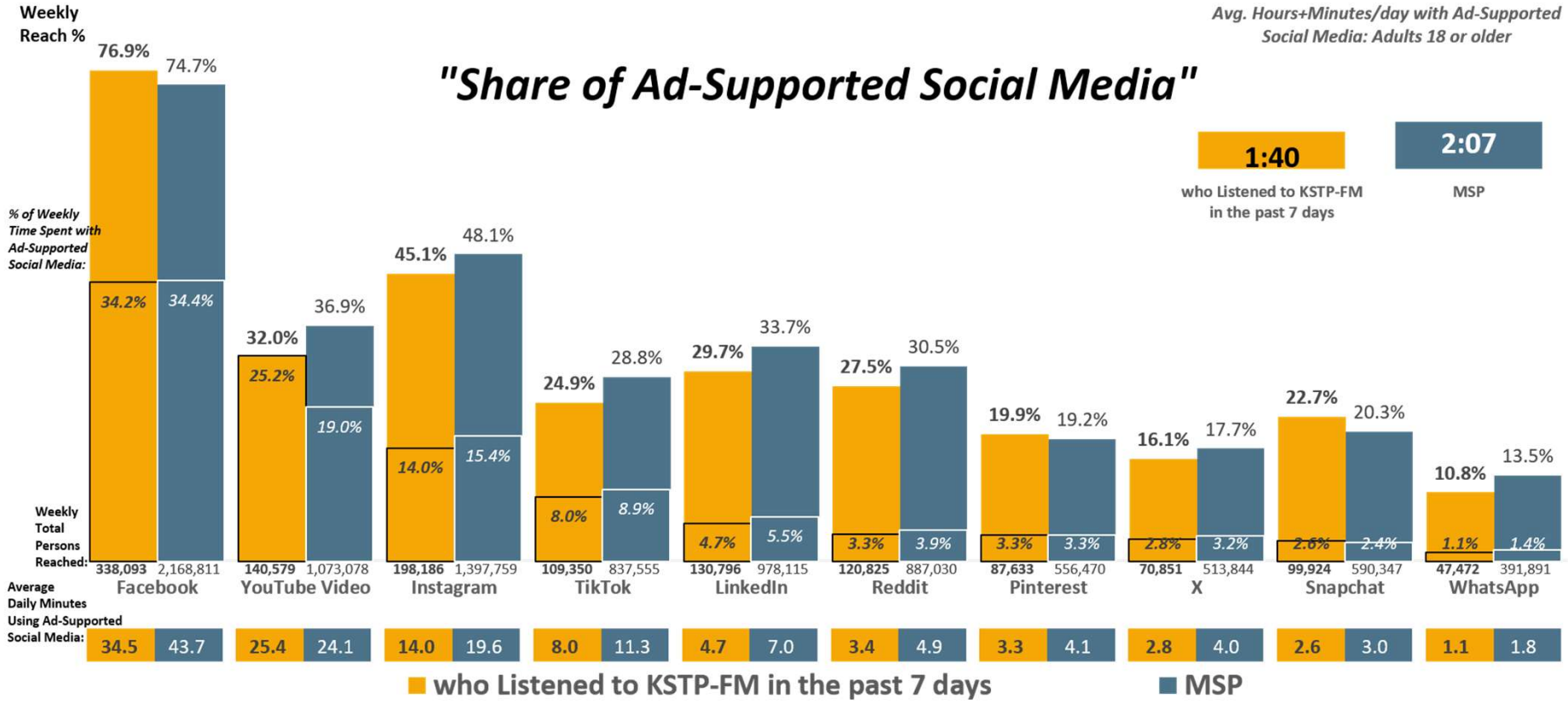
MSP Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 284 MSP Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 1,507

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Radio Stations: KSTP-FM OR Radio Stations: KTMY-FM

338,093 or 76.9% of Adults 18 or older who Listened to KSTP-FM in the past 7 days use Ad-Supported Facebook for an average of 34.5 minutes every day representing 34.2% of all time spent daily with Ad-Supported Social Media.



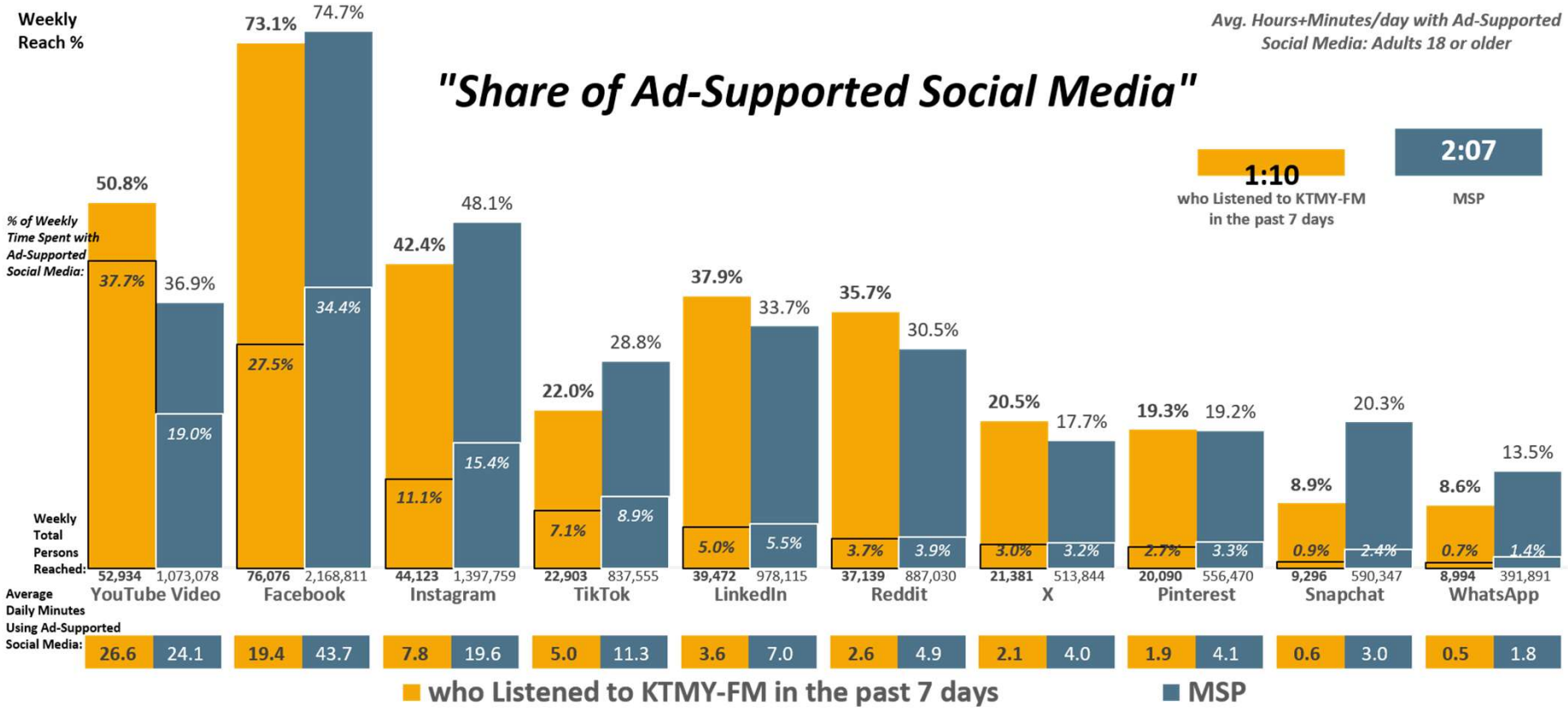
MSP Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 240 MSP Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 1,507

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Radio Stations: KSTP-FM

52,934 or 50.8% of Adults 18 or older who Listened to KTMY-FM in the past 7 days use Ad-Supported YouTube Video for an average of 26.6 minutes every day representing 37.7% of all time spent daily with Ad-Supported Social Media.



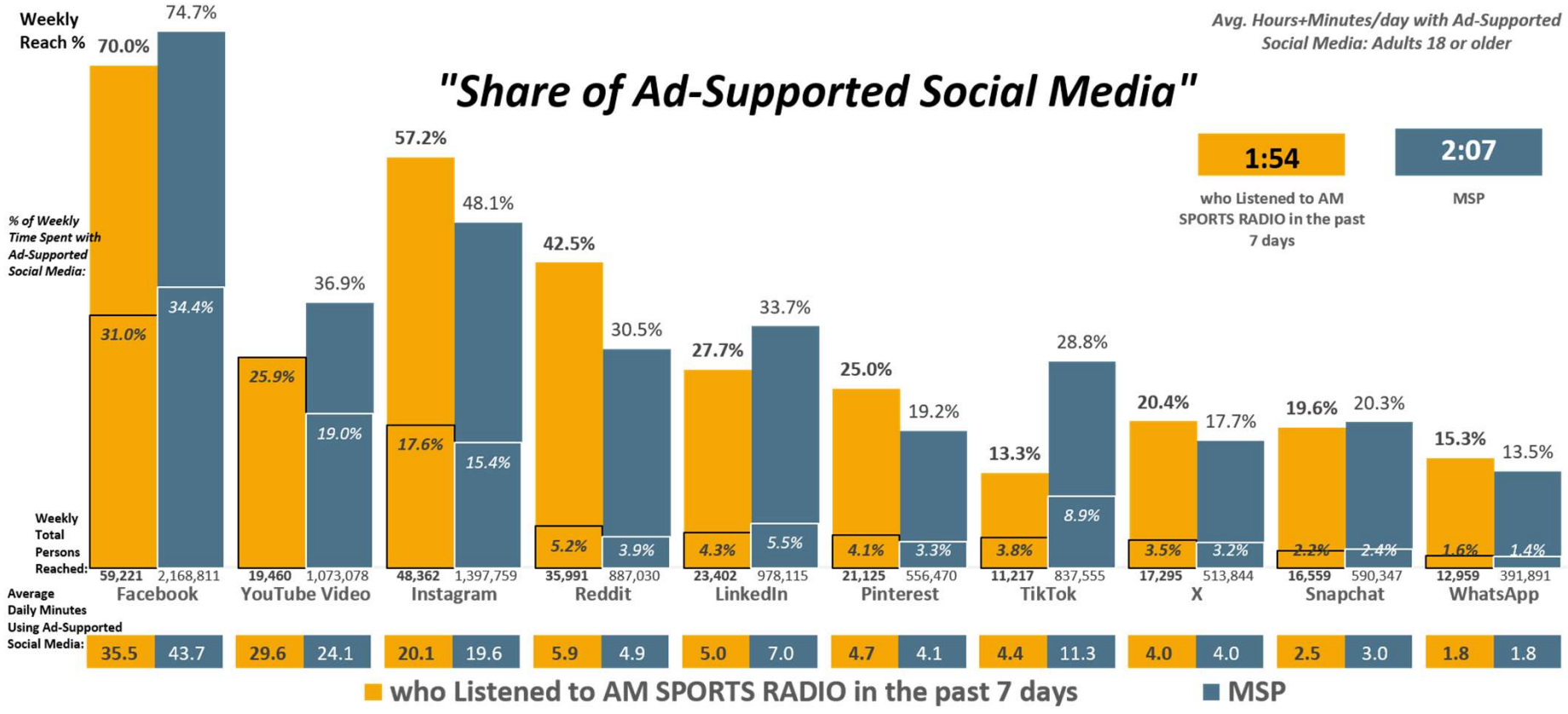
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Radio Stations: KTMY-FM

59,221 or 70.% of Adults 18 or older who Listened to AM SPORTS RADIO in the past 7 days use Ad-Supported Facebook for an average of 35.5 minutes every day representing 31.% of all time spent daily with Ad-Supported Social Media.



MSP Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 49 MSP Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 1,507

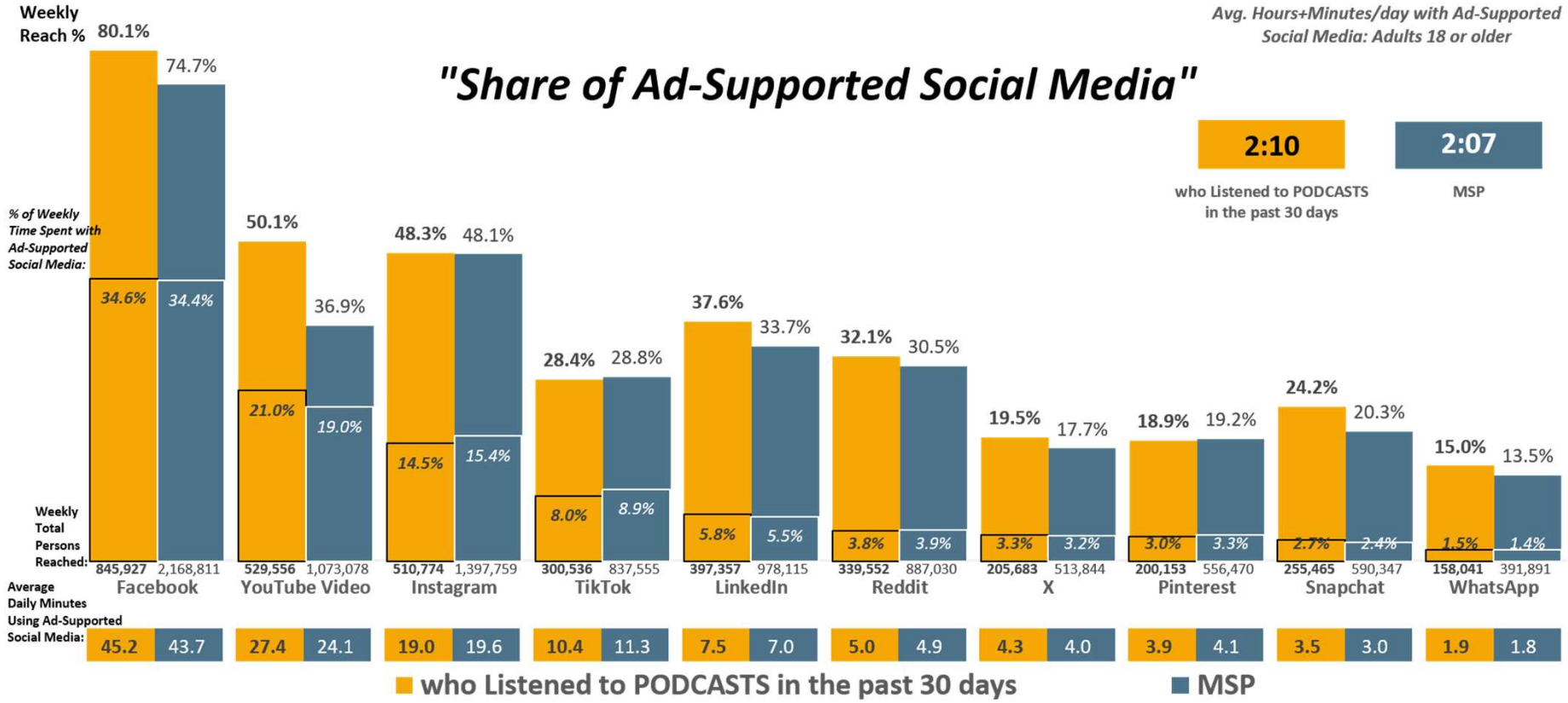
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[(Radio format profiles (M-S 6am-Mid cume): All Sports AND (Radio Stations: KTLK-AM OR Radio Stations: WCCO-AM OR Radio Stations: WDGY-AM))]

gamut PODCAST NETWORK

845,927 or 80.1% of Adults 18 or older who Listened to PODCASTS in the past 30 days use Ad-Supported Facebook for an average of 45.2 minutes every day representing 34.6% of all time spent daily with Ad-Supported Social Media.



MSP Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 485 MSP Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 1,507

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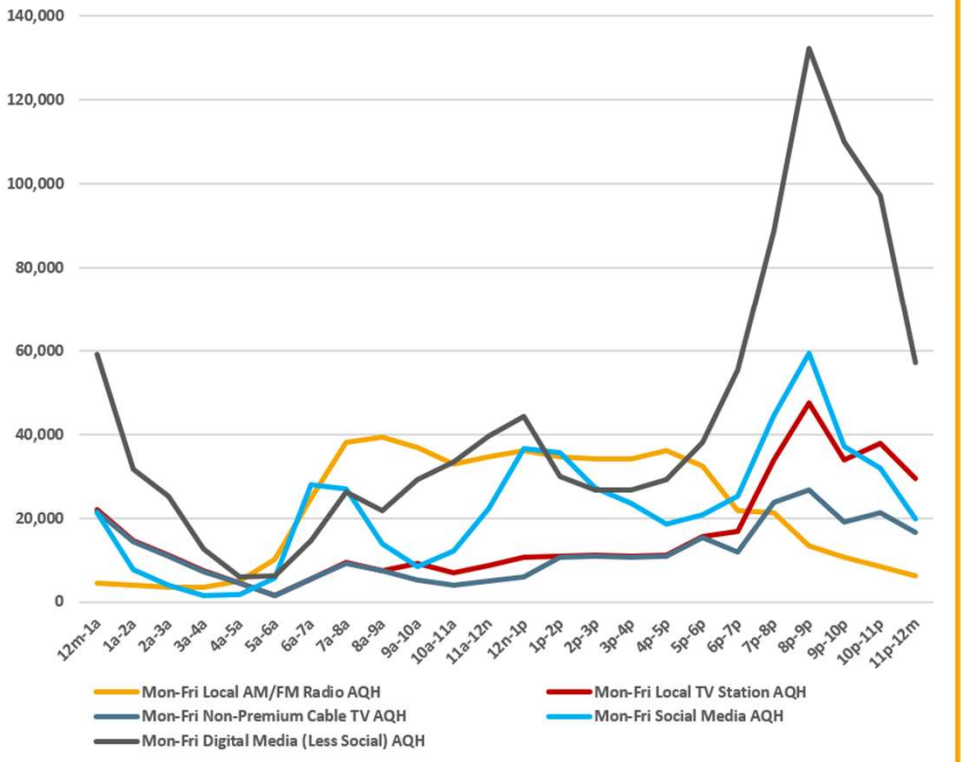
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Watched, listened, or downloaded podcast past 30 days: Yes

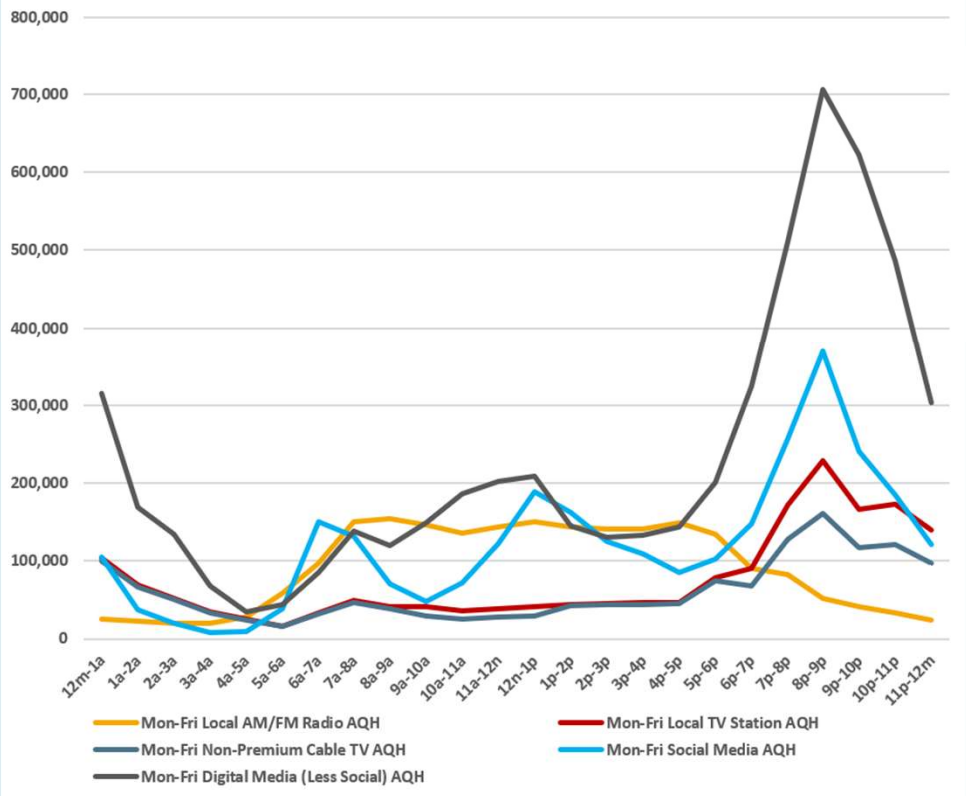
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M-F 6a-7p Avg. Available Impressions per 15-min. are... Local Radio: 33,551; All Other Digital Media: 31,937; Social Media: 23,047; Local TV: 10,325; Non-Prem. Cable: 8,613 reaching Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days.

(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) MSP Metro Area Adults 18 or older



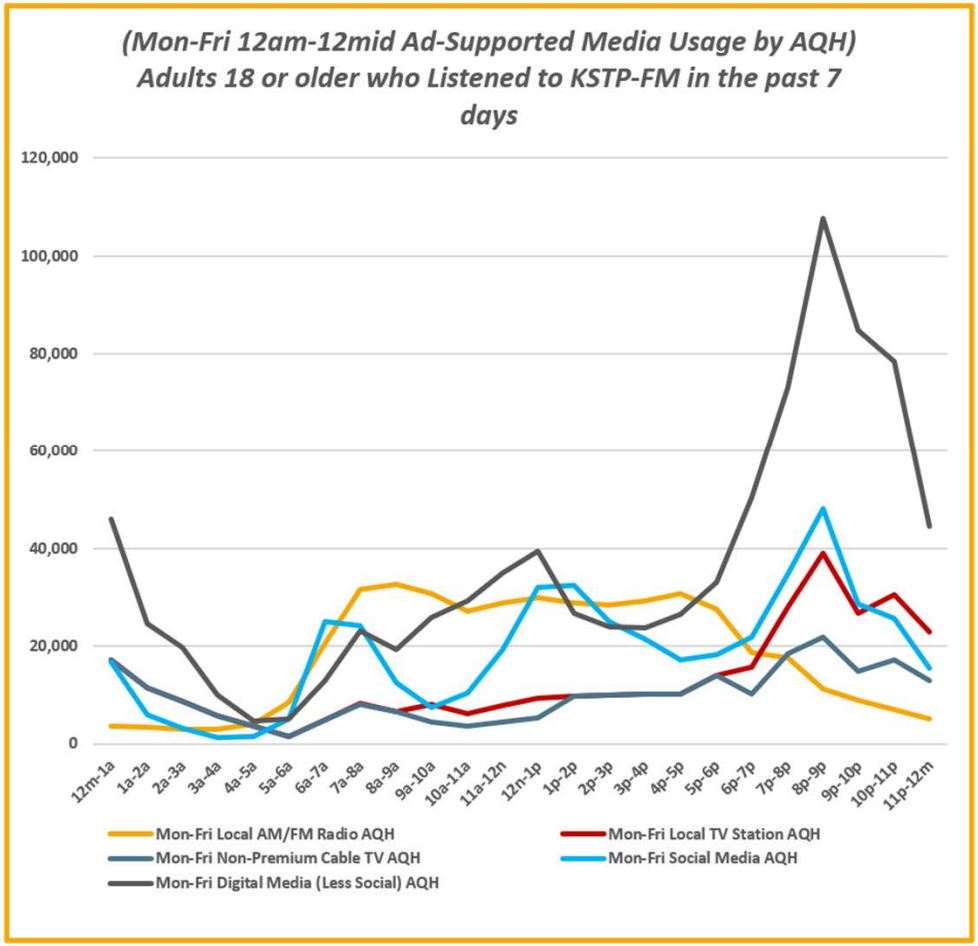
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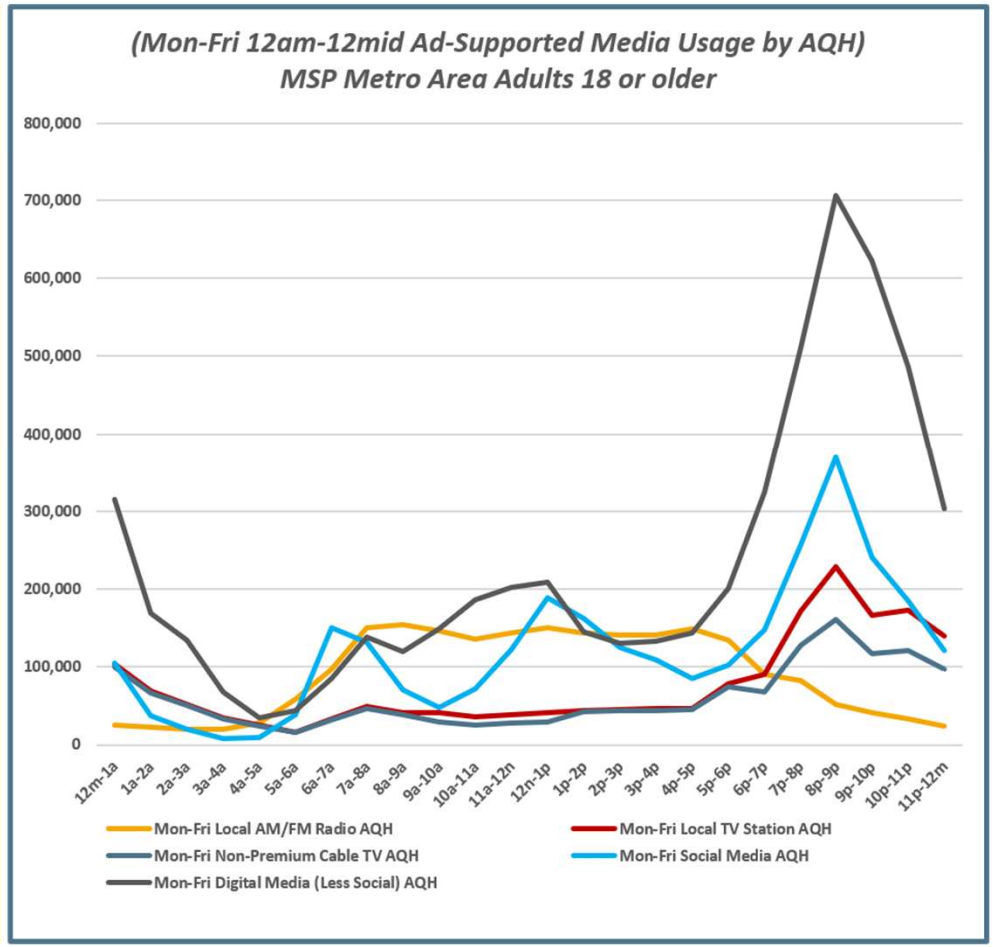
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Radio Stations: KSTP-FM OR Radio Stations: KTMY-FM

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 28,403; Local Radio: 28,044; Social Media: 20,529; Local TV: 9,275; Non-Prem. Cable: 7,777 reaching Adults 18 or older who Listened to KSTP-FM in the past 7 days.





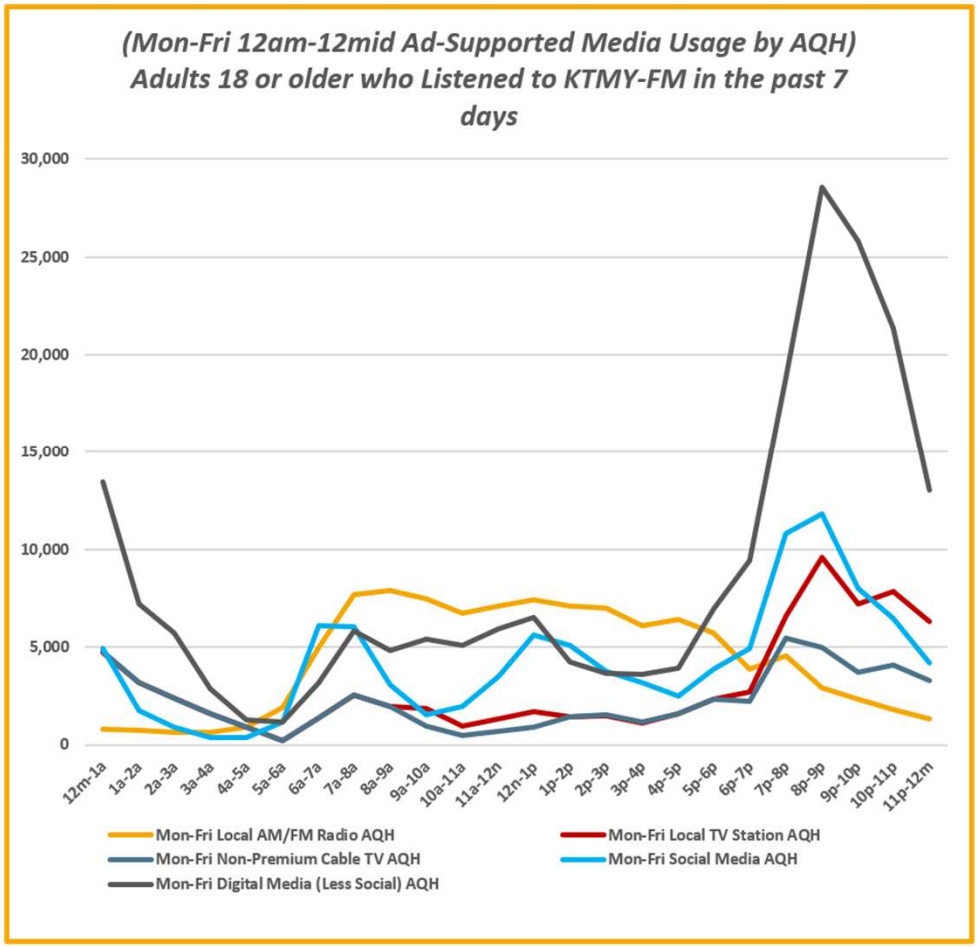
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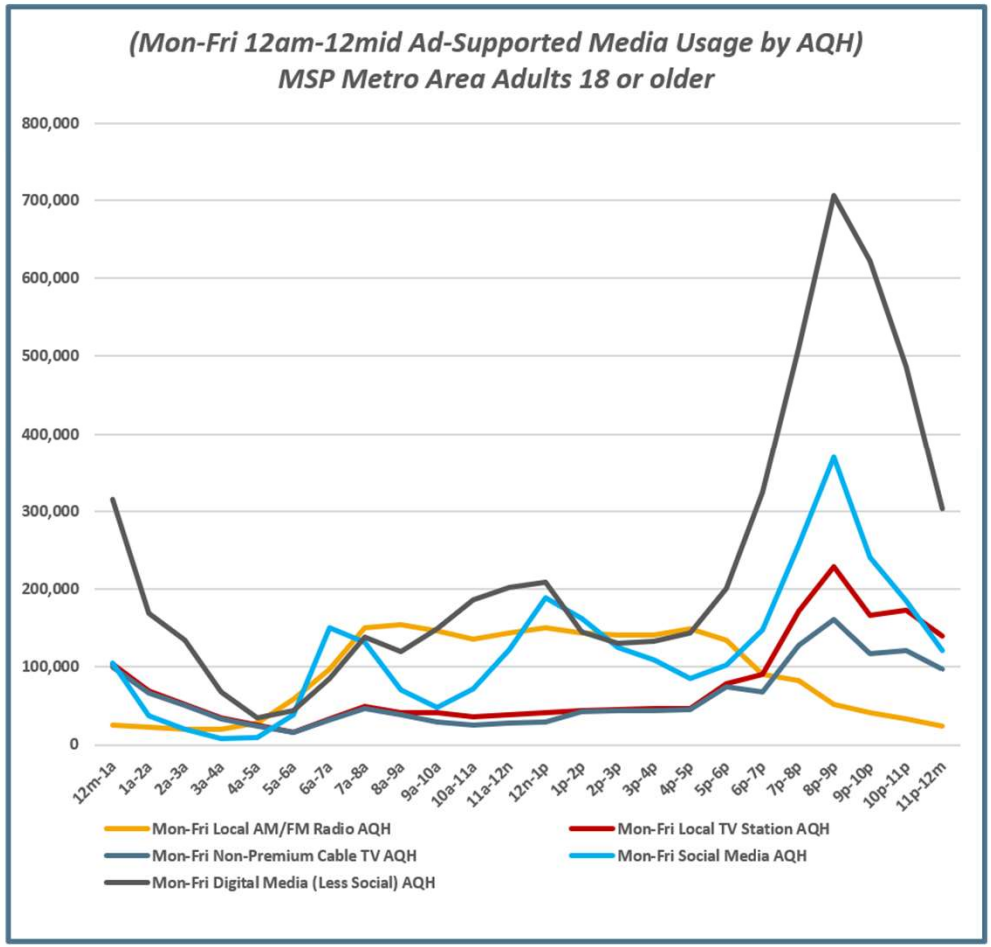
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Radio Stations: KSTP-FM

M-F 6a-7p Avg. Available Impressions per 15-min. are... Local Radio: 6,577; All Other Digital Media: 5,271; Social Media: 3,939; Local TV: 1,718; Non-Prem. Cable: 1,474 reaching Adults 18 or older who Listened to KTMY-FM in the past 7 days.



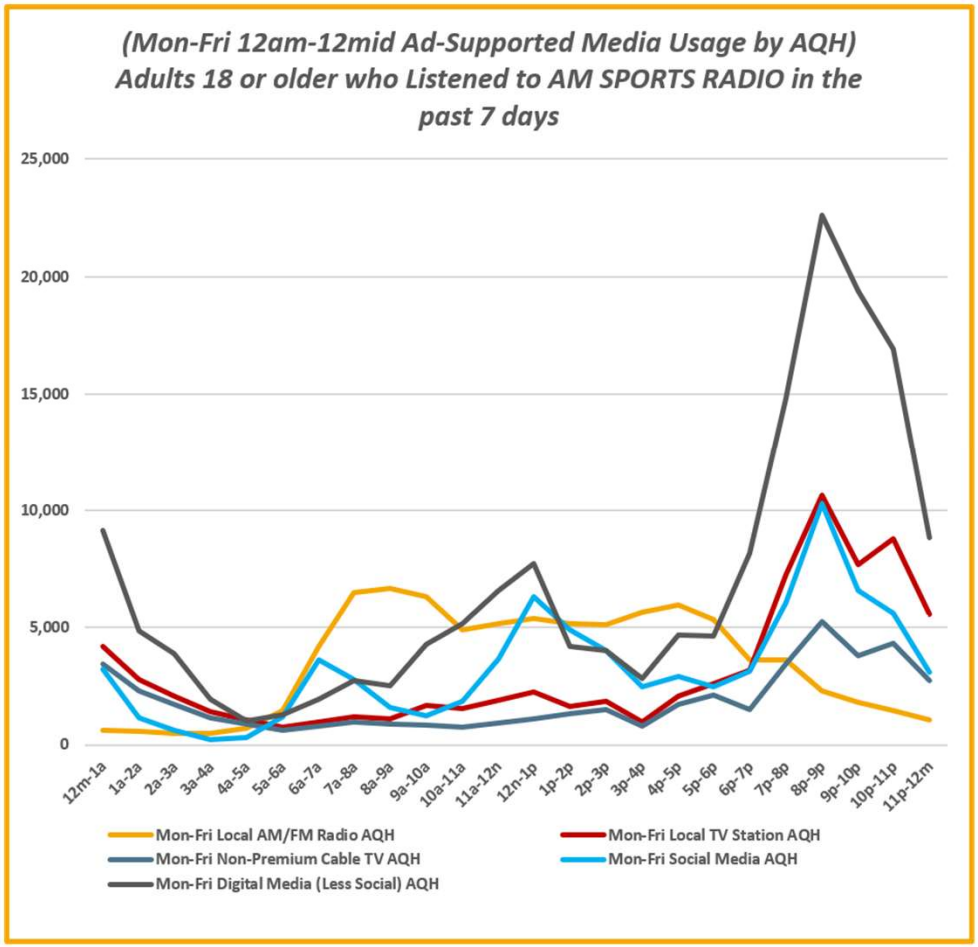


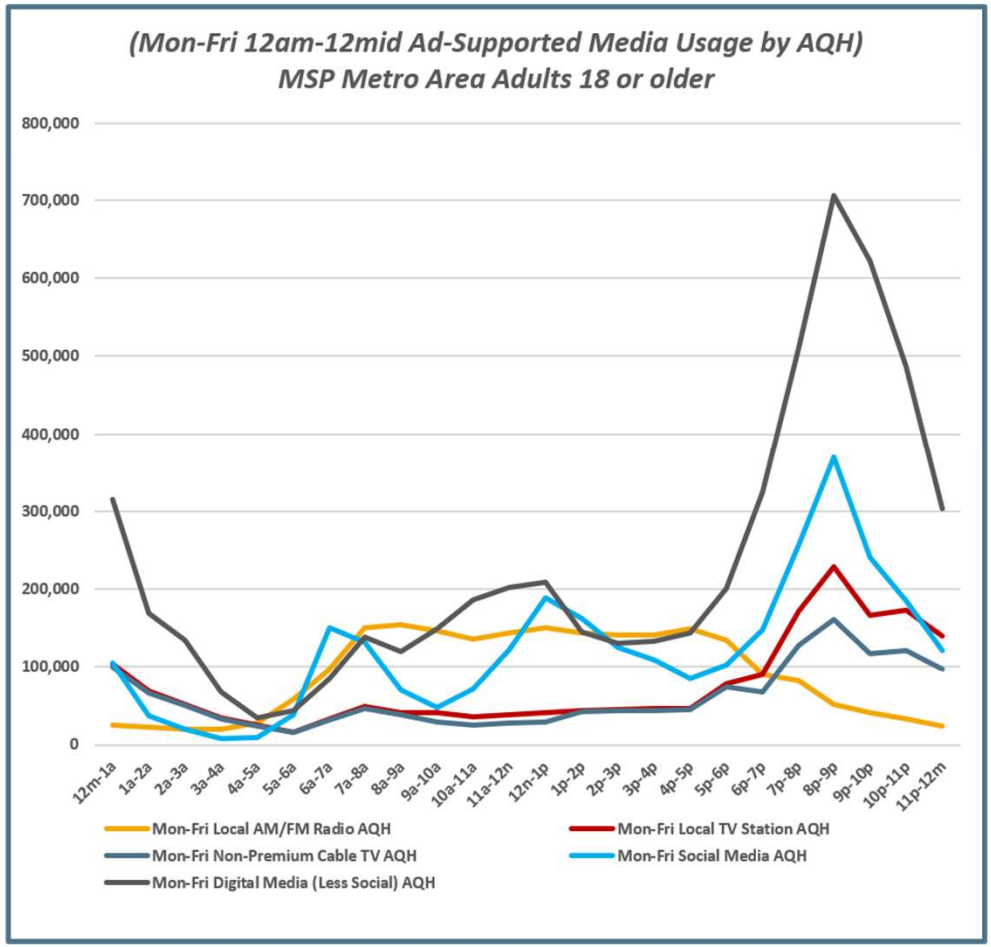
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Radio Stations: KTMY-FM

M-F 6a-7p Avg. Available Impressions per 15-min. are... Local Radio: 5,387; All Other Digital Media: 4,577; Social Media: 3,157; Local TV: 1,764; Non-Prem. Cable: 1,176 reaching Adults 18 or older who Listened to AM SPORTS RADIO in the past 7 days.





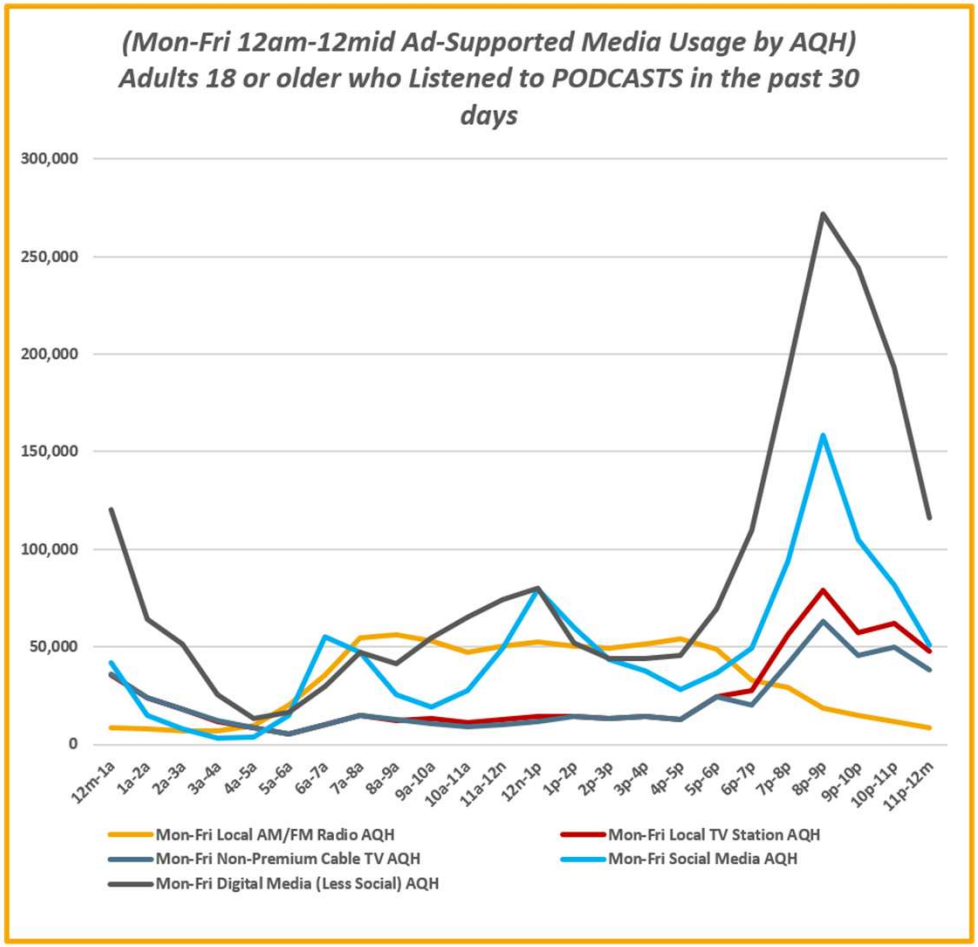
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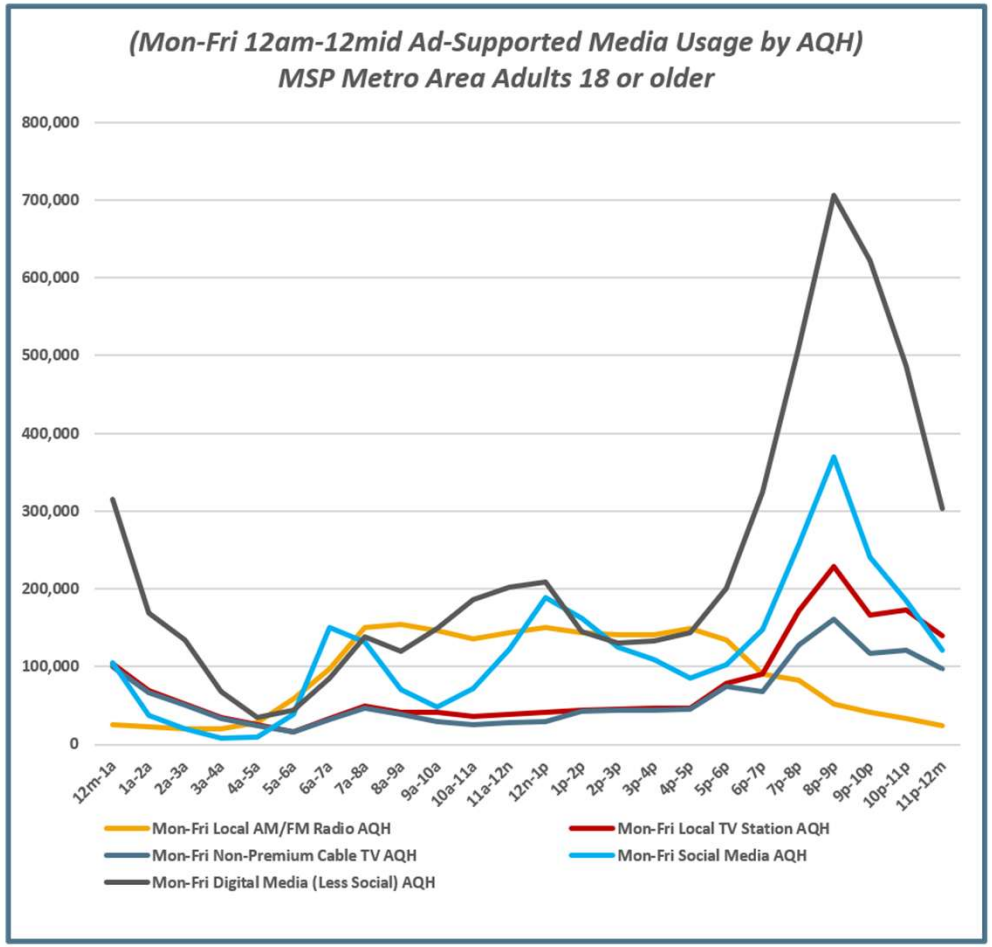
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[(Radio format profiles (M-S 6am-Mid cume): All Sports AND (Radio Stations: KTLK-AM OR Radio Stations: WCCO-AM OR Radio Stations: WDGY-AM))]

gamut PODCAST NETWORK

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 58,172; Local Radio: 48,938; Social Media: 42,885; Local TV: 15,036; Non-Prem. Cable: 13,711 reaching Adults 18 or older who Listened to PODCASTS in the past 30 days.





MSP Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 485

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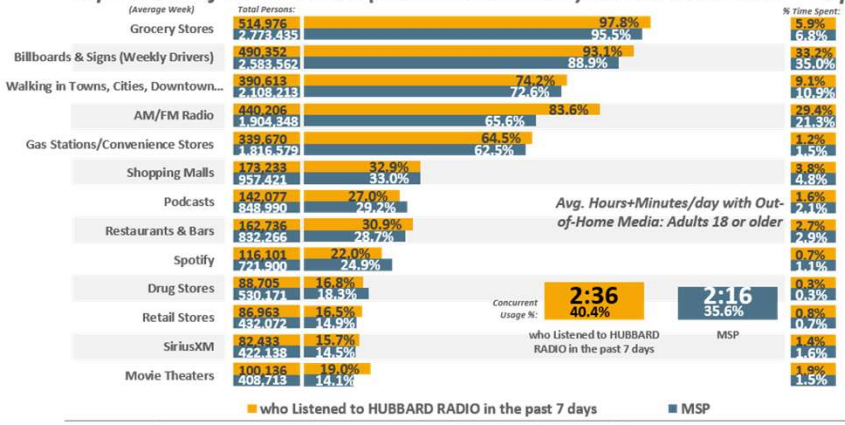
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Watched, listened, or downloaded podcast past 30 days: Yes

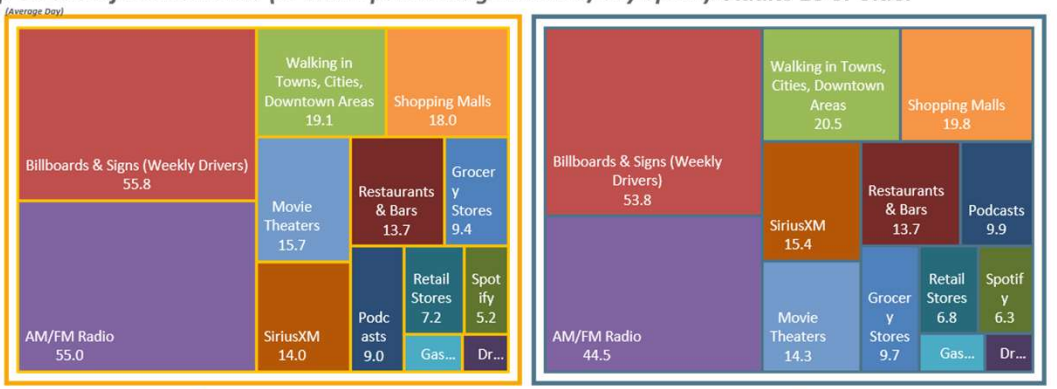
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490,352 or 93.1% of Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days spend an average of 55.8 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 48.1 minutes/day.

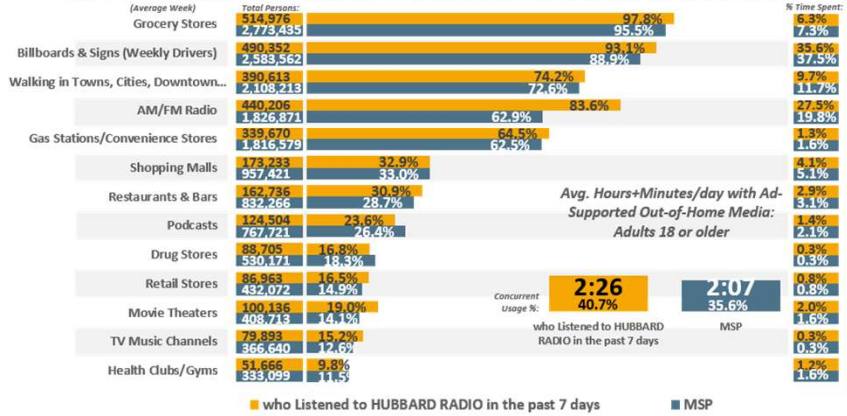
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



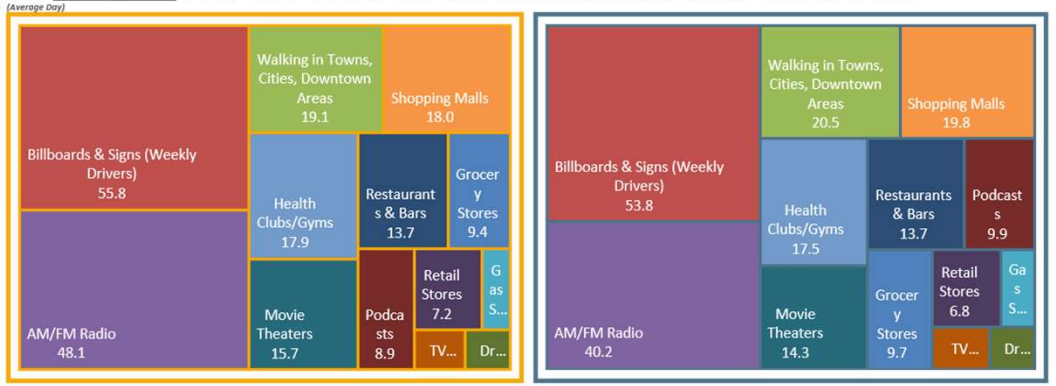
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MSP Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 284

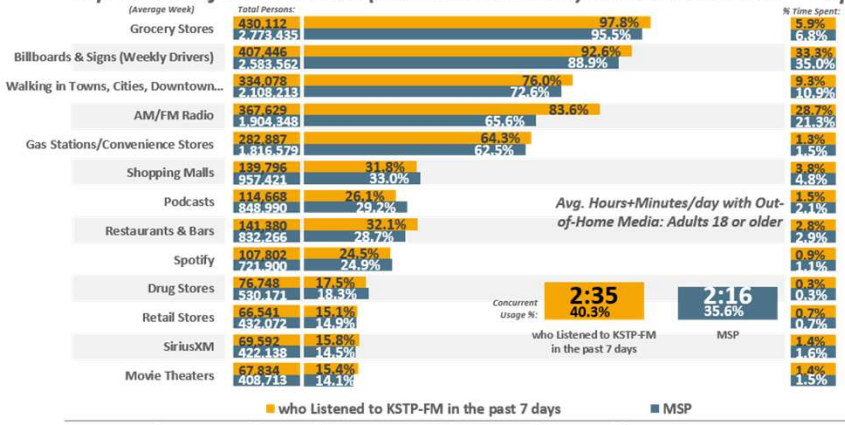
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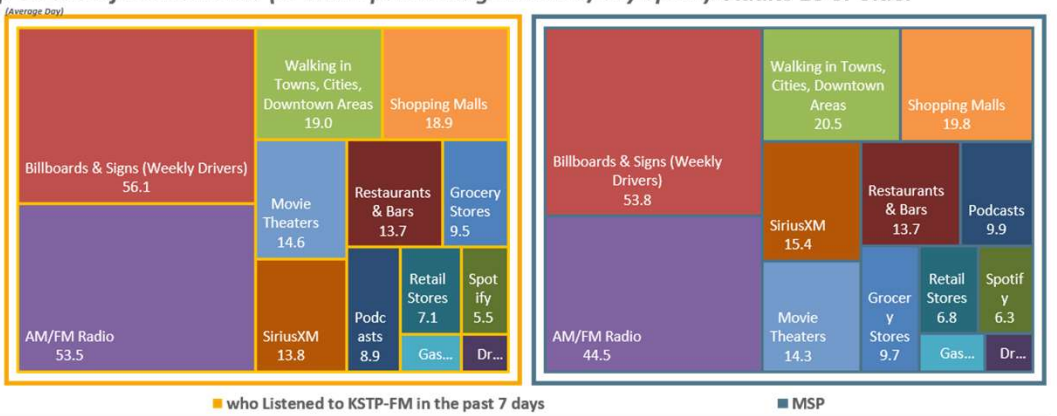
Radio Stations: KSTP-FM OR Radio Stations: KTMY-FM

407,446 or 92.6% of Adults 18 or older who Listened to KSTP-FM in the past 7 days spend an average of 56.1 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 46.3 minutes/day.

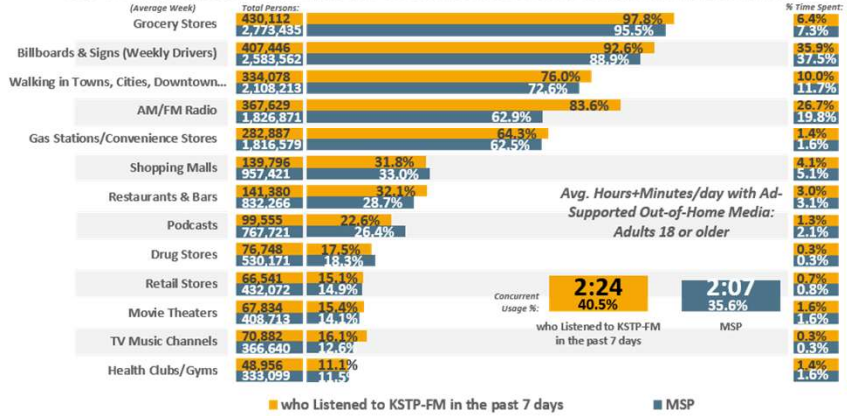
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



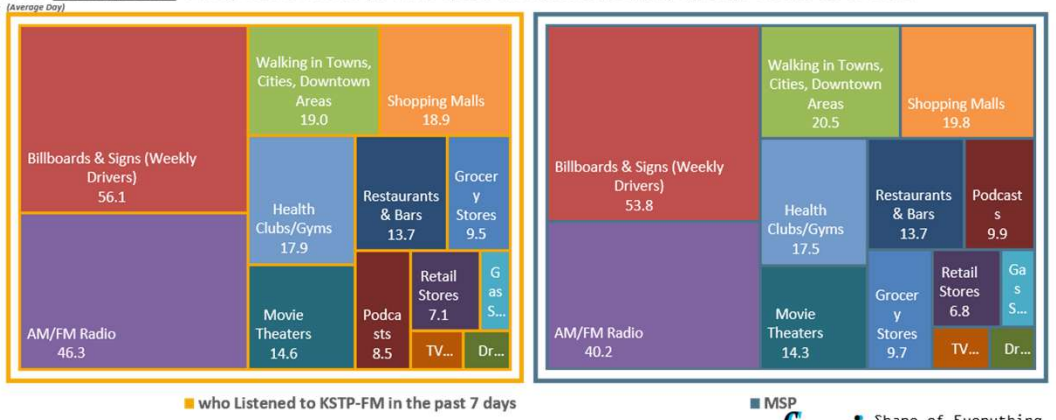
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MSP Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 240

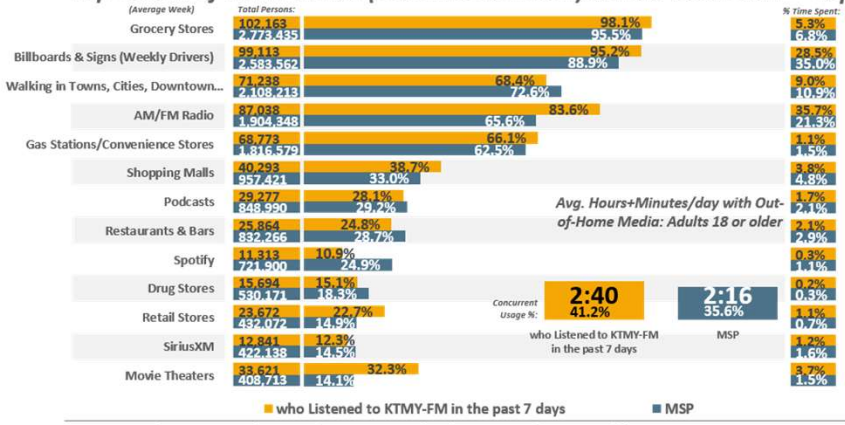
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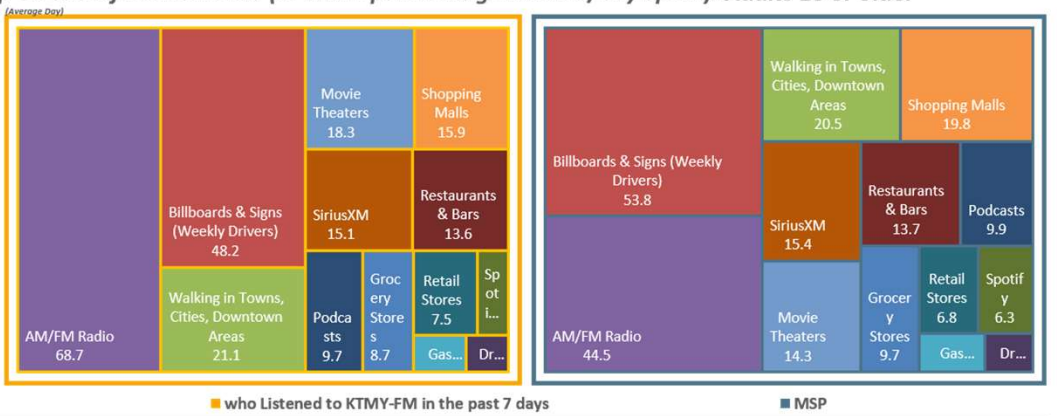
Radio Stations: KSTP-FM

99,113 or 95.2% of Adults 18 or older who Listened to KTMY-FM in the past 7 days spend an average of 48.2 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 63.2 minutes/day.

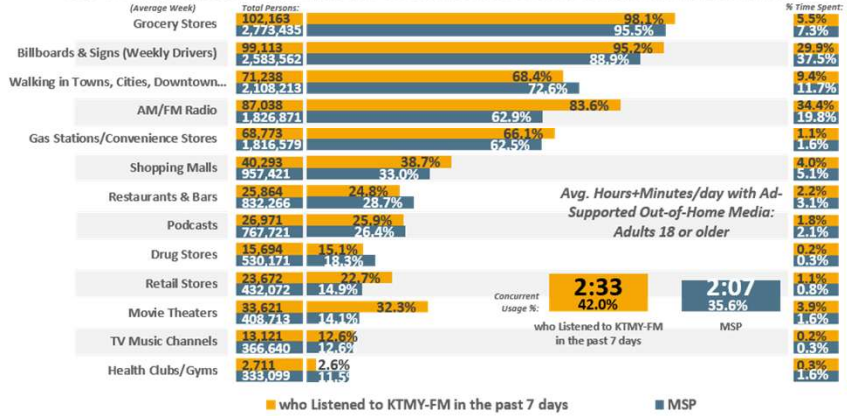
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



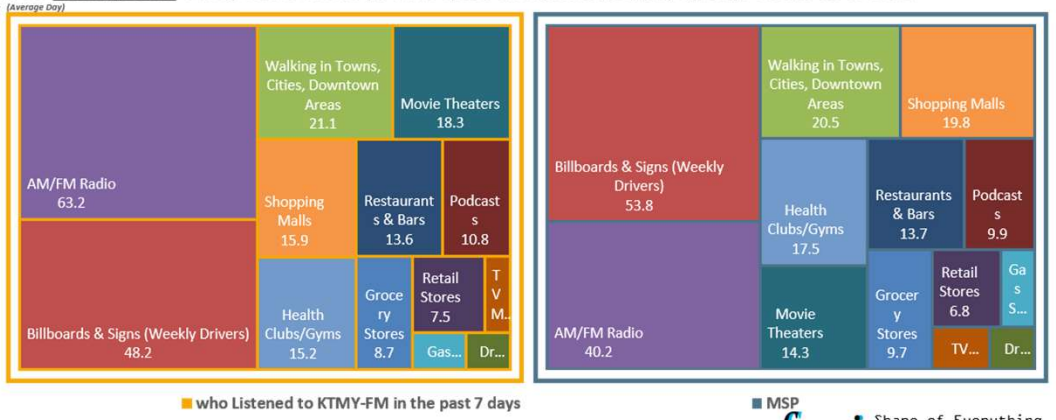
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



MSP Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 57

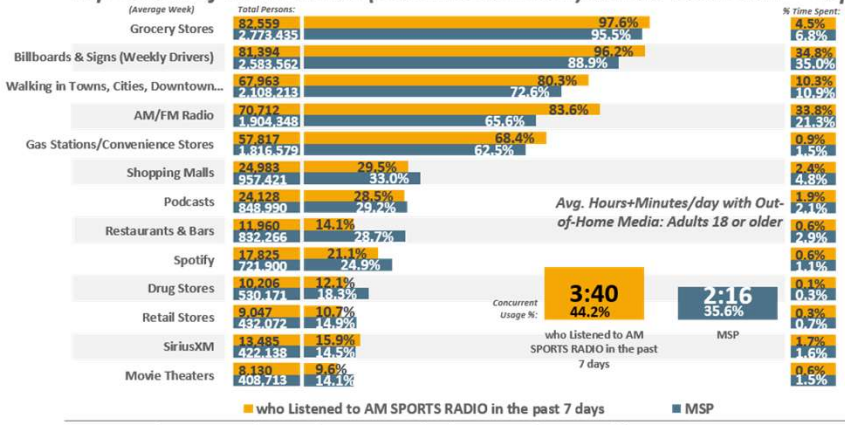
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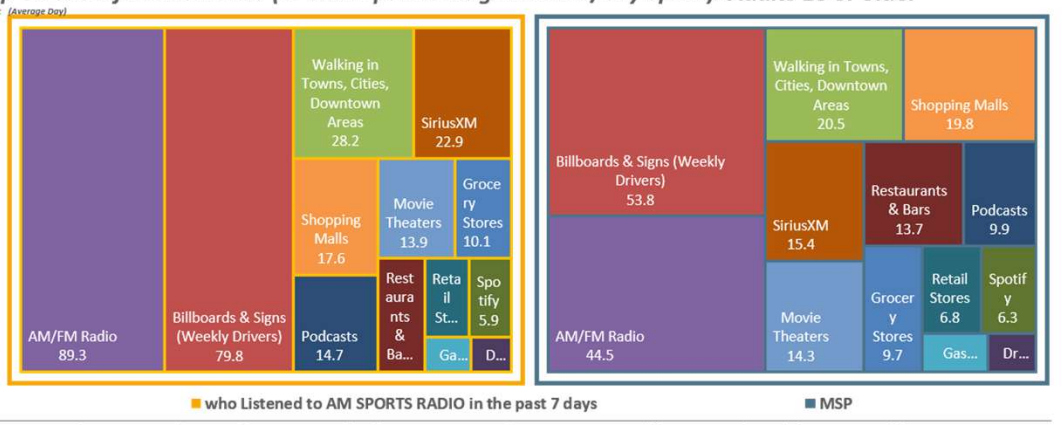
Radio Stations: KTMY-FM

81,394 or 96.2% of Adults 18 or older who Listened to AM SPORTS RADIO in the past 7 days spend an average of 79.8 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 80.5 minutes/day.

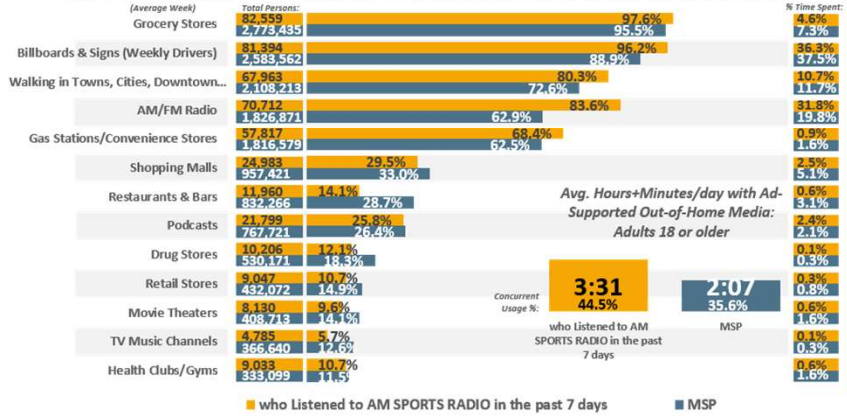
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



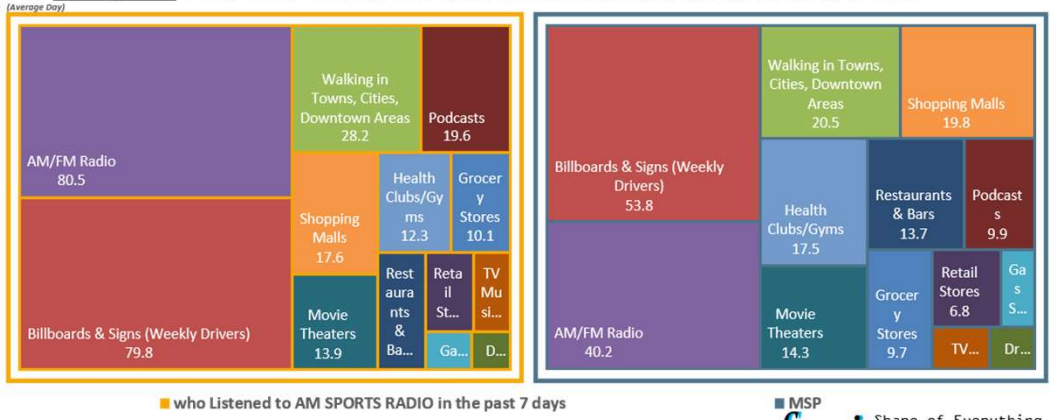
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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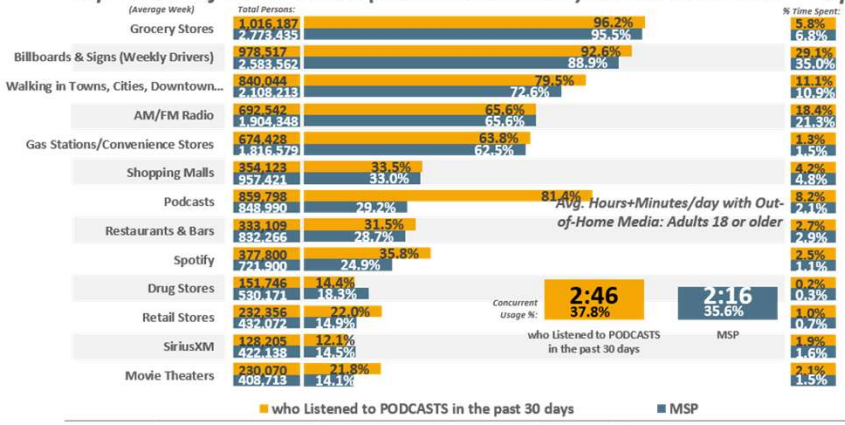
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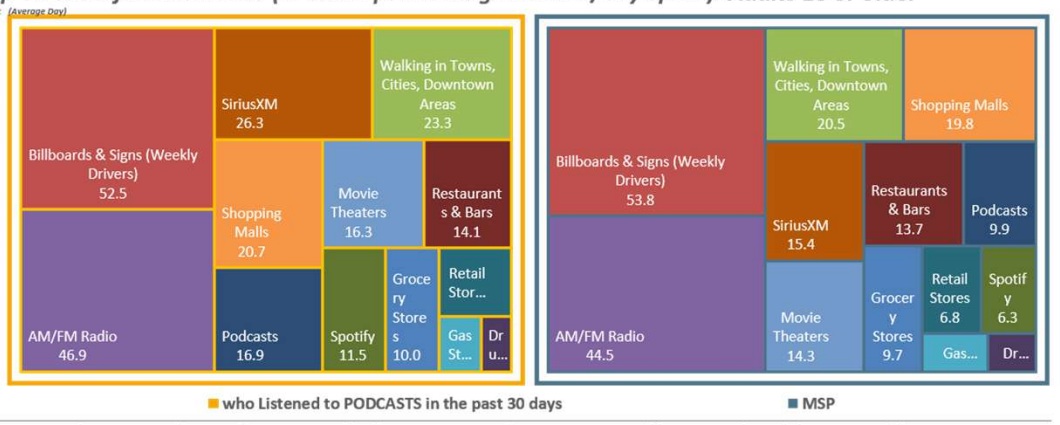
[(Radio format profiles (M-S 6am-Mid cume): All Sports AND (Radio Stations: KTLK-AM OR Radio Stations: WCCO-AM OR Radio Stations: WDGY-AM))]

978,517 or 92.6% of Adults 18 or older who Listened to PODCASTS in the past 30 days spend an average of 52.5 minutes per day driving, seeing Billboards and Signs. 61.7% Listen to Local Radio Stations Out-of-Home for an average of 39.2 minutes/day.

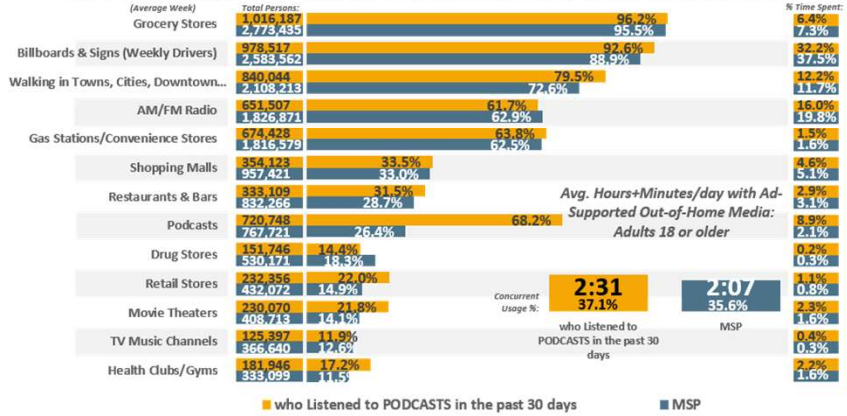
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



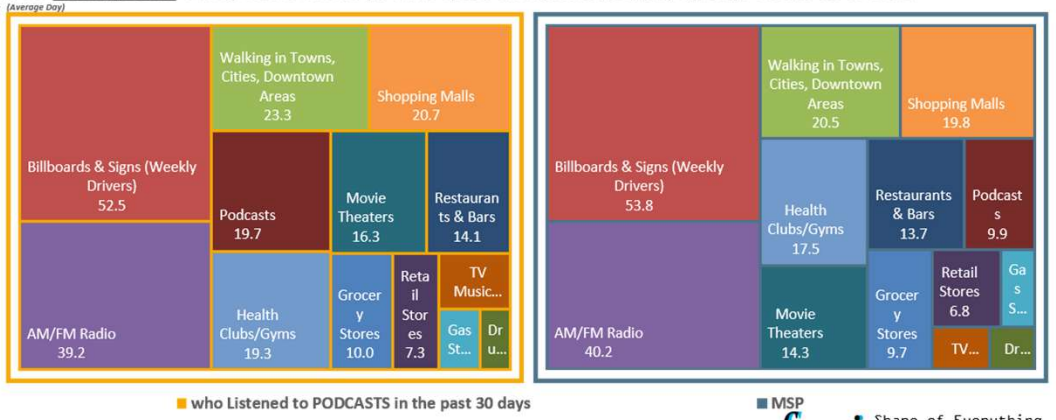
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



MSP Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 485

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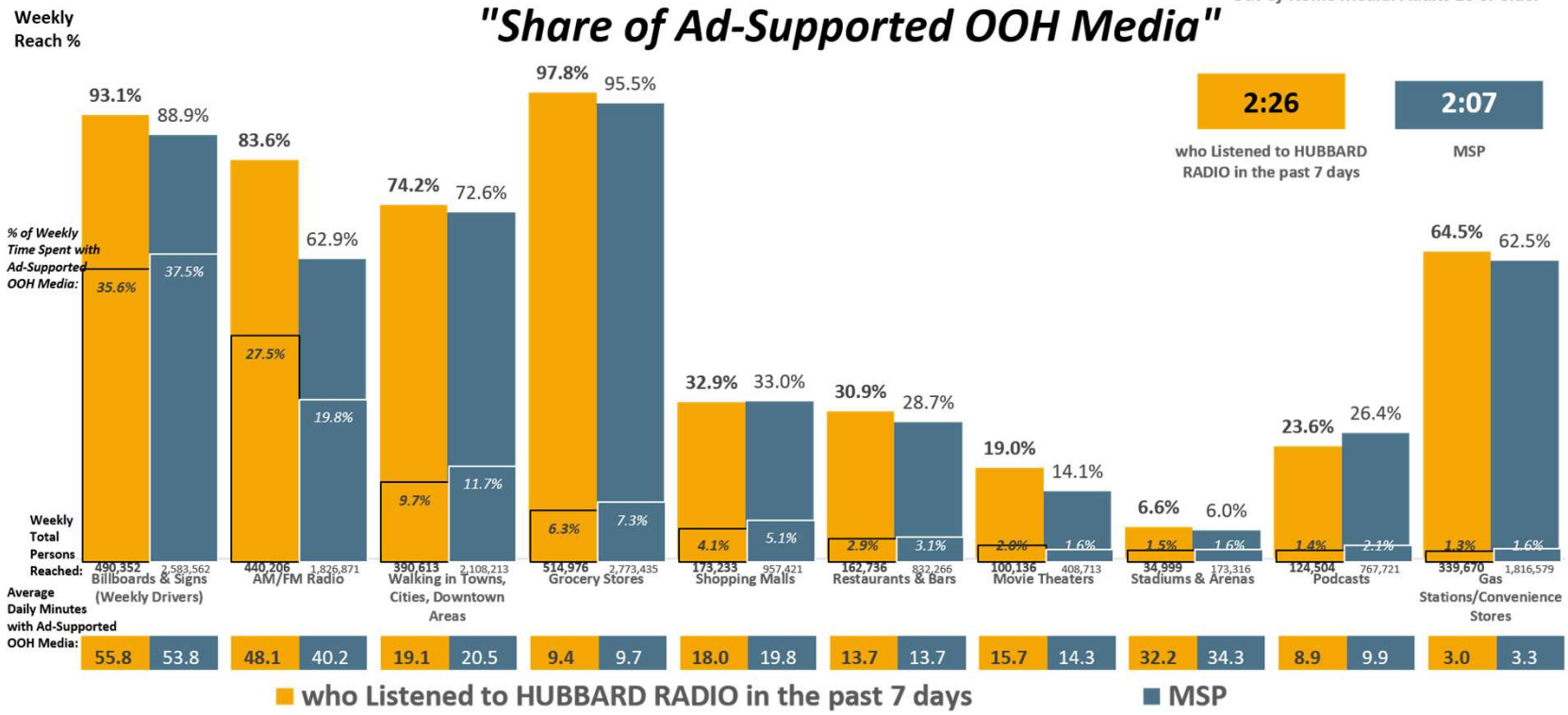
Watched, listened, or downloaded podcast past 30 days: Yes

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490,352 or 93.1% of Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days spend an average of 55.8 minutes per day driving, seeing Billboards and Signs representing 35.6% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



MSP Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 284 MSP Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 1,507

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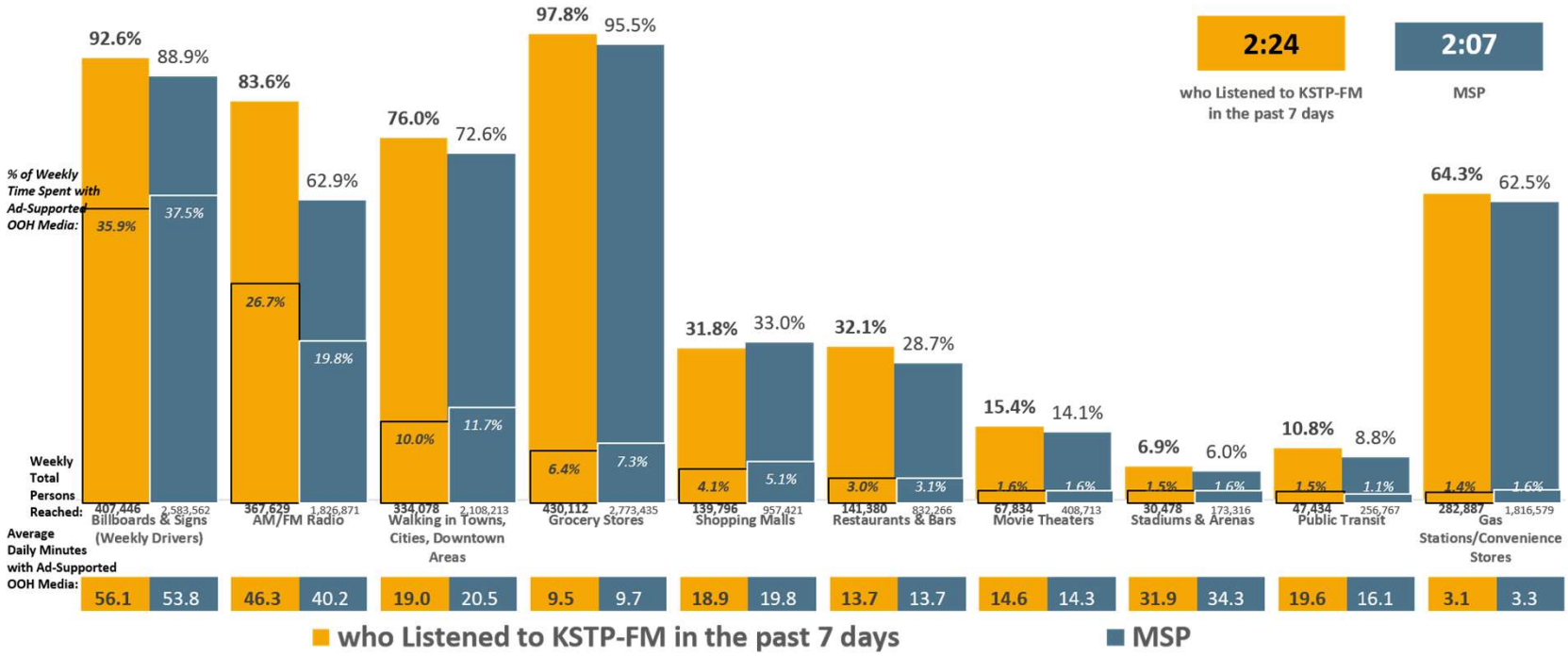
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Radio Stations: KSTP-FM OR Radio Stations: KTMY-FM

407,446 or 92.6% of Adults 18 or older who Listened to KSTP-FM in the past 7 days spend an average of 56.1 minutes per day driving, seeing Billboards and Signs representing 35.9% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



MSP Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 240 MSP Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 1,507

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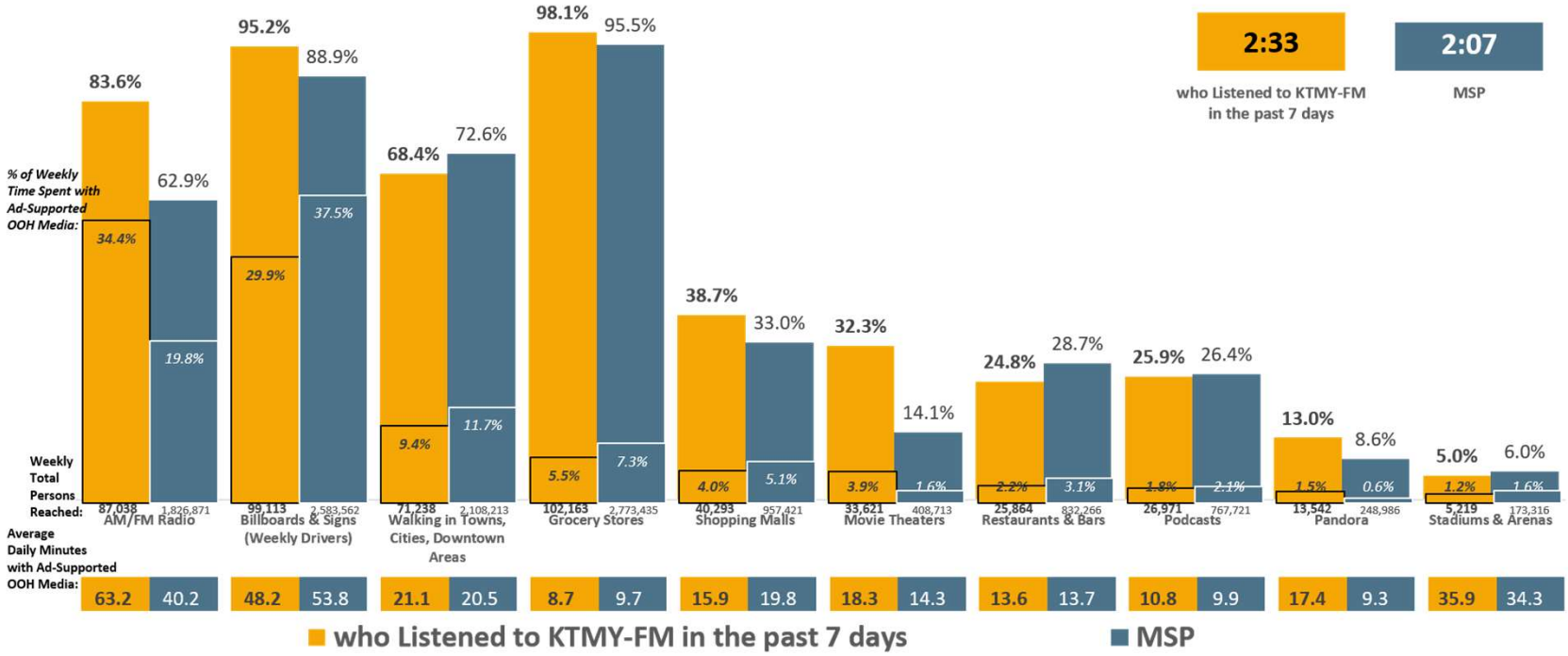
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Radio Stations: KSTP-FM

99,113 or 95.2% of Adults 18 or older who Listened to KTMY-FM in the past 7 days spend an average of 48.2 minutes per day driving, seeing Billboards and Signs representing 29.9% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



MSP Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 57 MSP Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 1,507

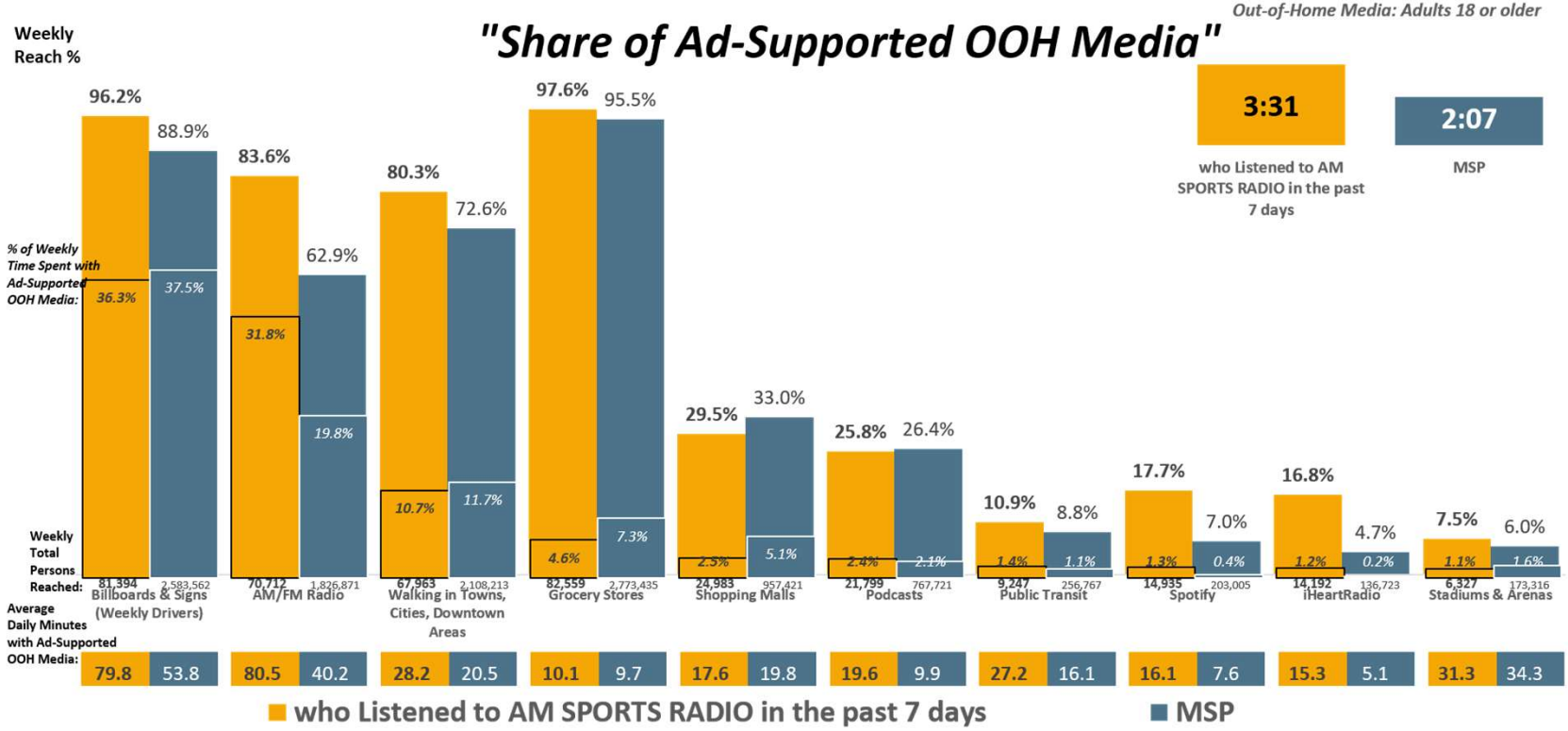
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Radio Stations: KTMY-FM

81,394 or 96.2% of Adults 18 or older who Listened to AM SPORTS RADIO in the past 7 days spend an average of 79.8 minutes per day driving, seeing Billboards and Signs representing 36.3% of all Time Spent with Ad-Supported Out-of-Home Media.

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



MSP Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 49 MSP Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 1,507

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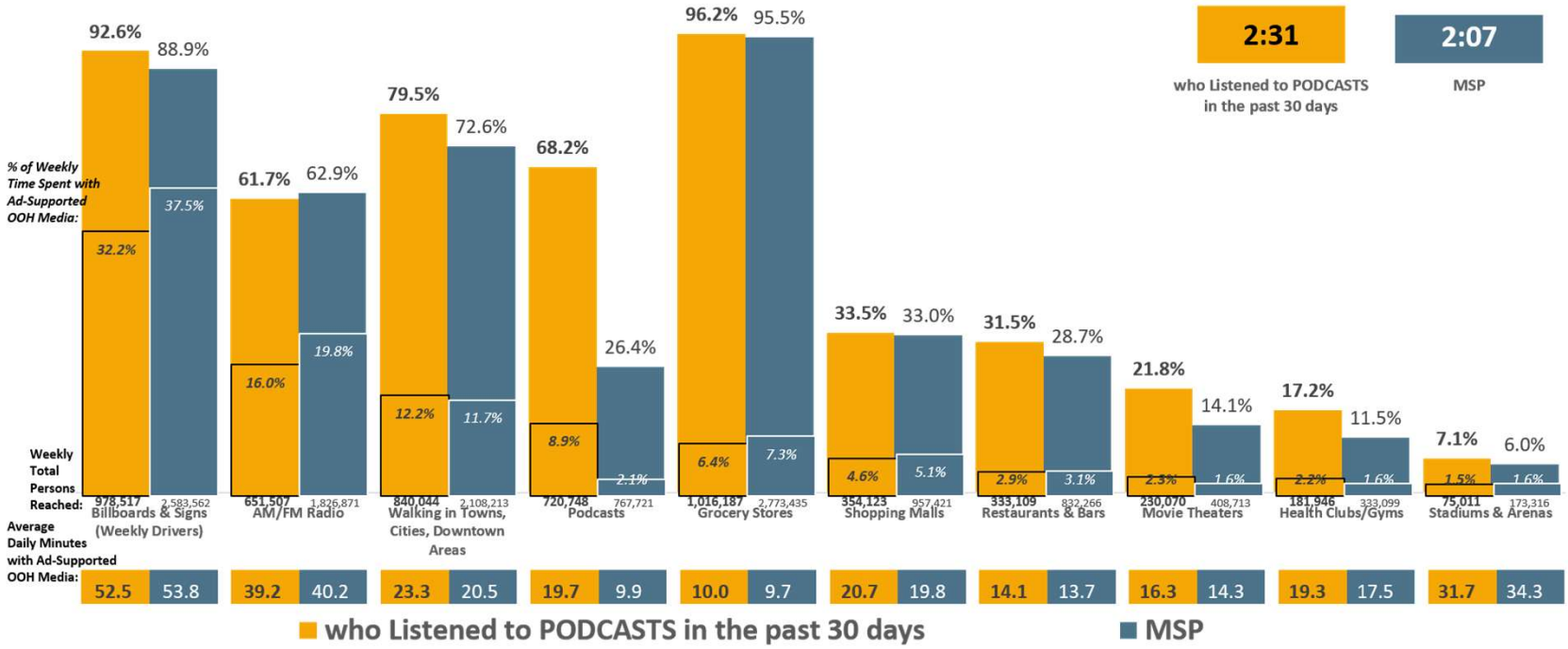
[(Radio format profiles (M-S 6am-Mid cume): All Sports AND (Radio Stations: KTLK-AM OR Radio Stations: WCCO-AM OR Radio Stations: WDGY-AM))]

gamut PODCAST NETWORK

978,517 or 92.6% of Adults 18 or older who Listened to PODCASTS in the past 30 days spend an average of 52.5 minutes per day driving, seeing Billboards and Signs representing 32.2% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



MSP Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 485 MSP Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 1,507

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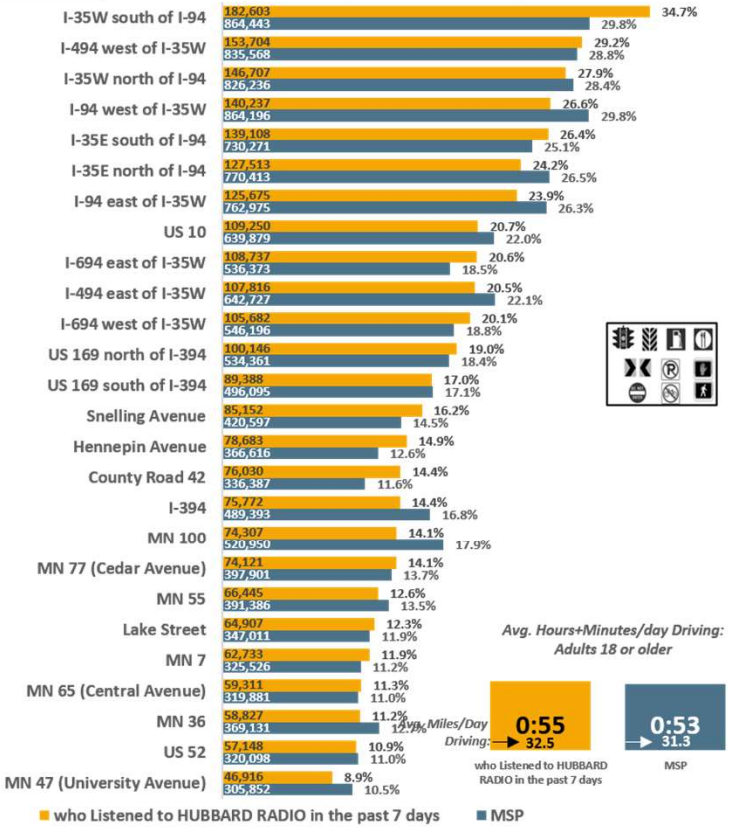
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Watched, listened, or downloaded podcast past 30 days: Yes

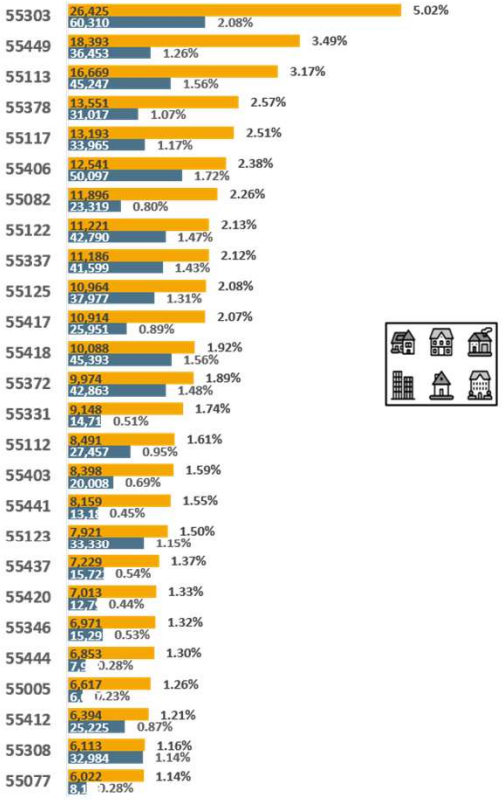
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490,352 or 93.1% of Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days spend an average of 55.8 minutes per day driving an average of 32.5 miles each day and are 24.7% more likely to use County Road 42 than the Metro average.

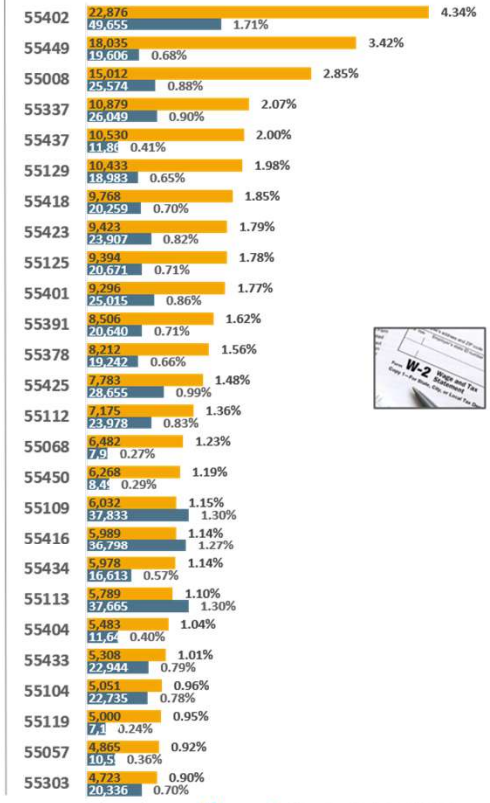
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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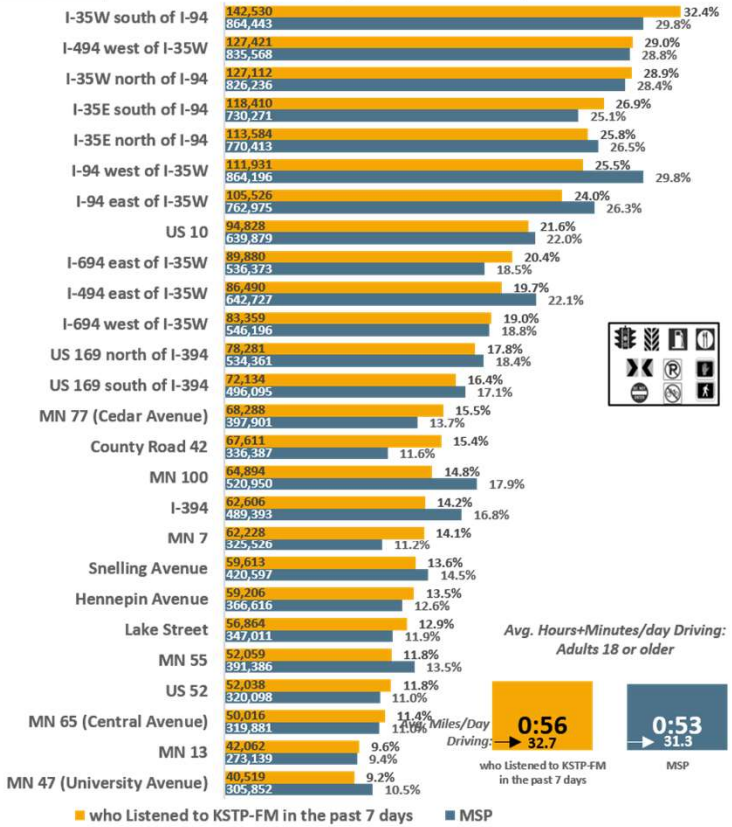
MSP Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 284

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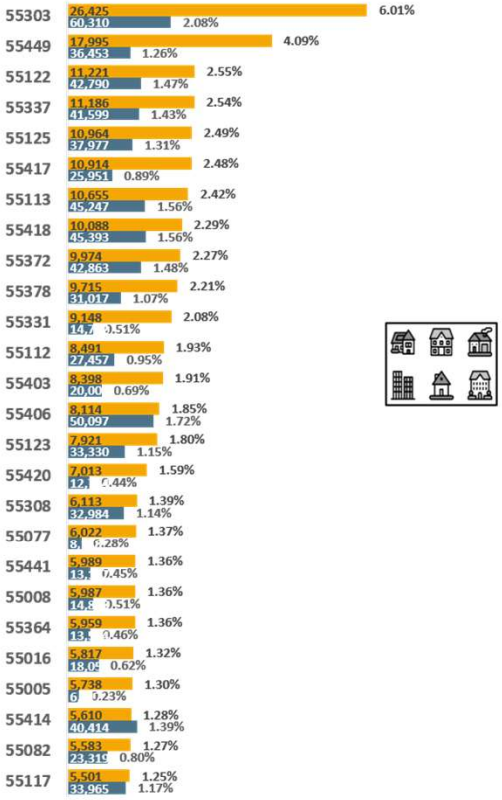
Radio Stations: KSTP-FM OR Radio Stations: KTMY-FM

407,446 or 92.6% of Adults 18 or older who Listened to KSTP-FM in the past 7 days spend an average of 56.1 minutes per day driving an average of 32.7 miles each day and are 32.7% more likely to use County Road 42 than the Metro average.

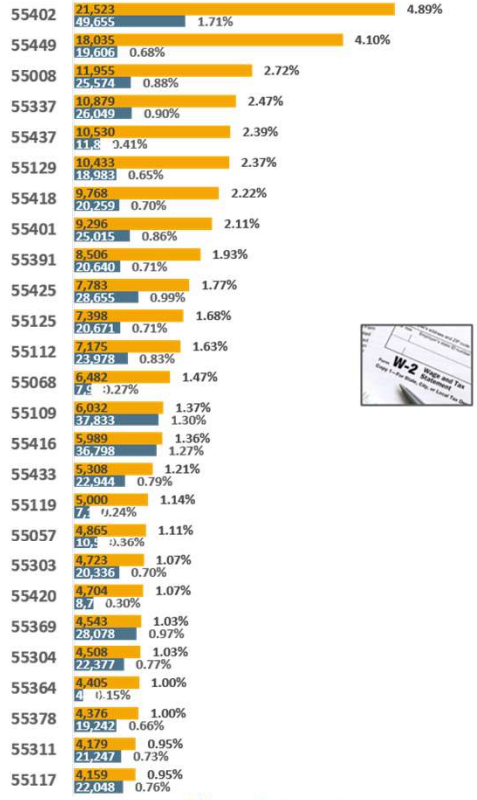
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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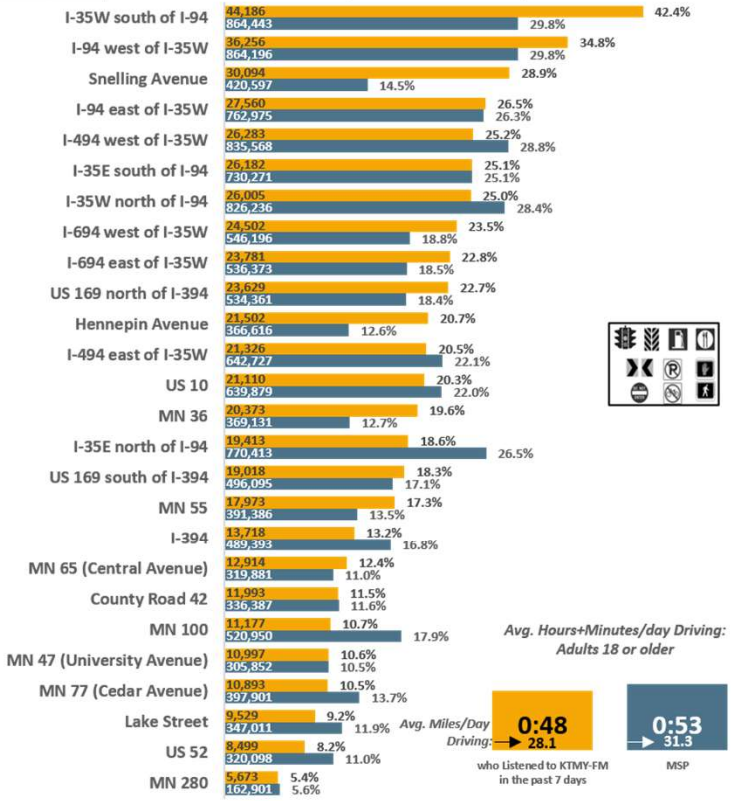
MSP Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 240

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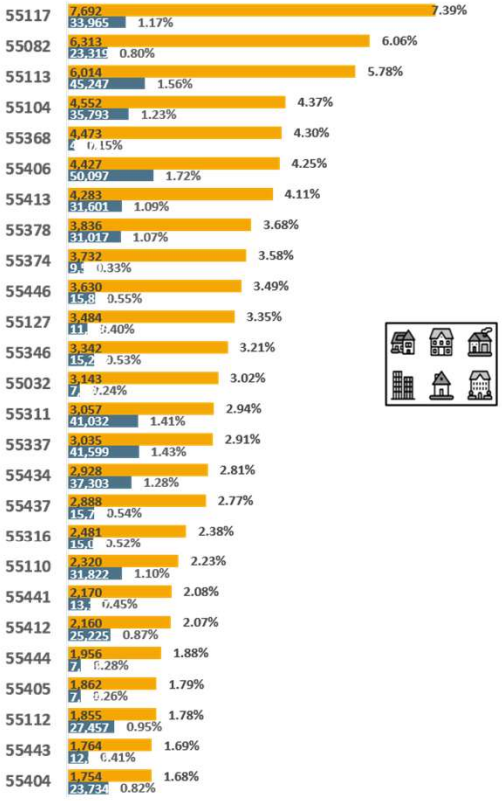
Radio Stations: KSTP-FM

99,113 or 95.2% of Adults 18 or older who Listened to KTMY-FM in the past 7 days spend an average of 48.2 minutes per day driving an average of 28.1 miles each day and are 99.6% more likely to use Snelling Avenue than the Metro average.

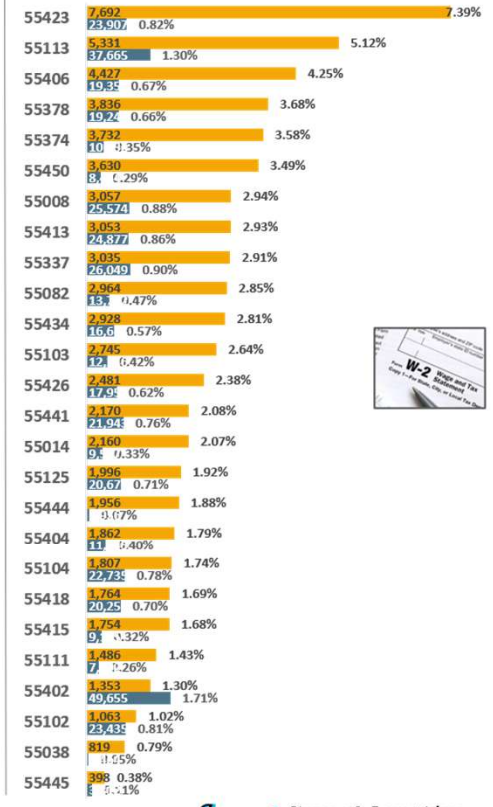
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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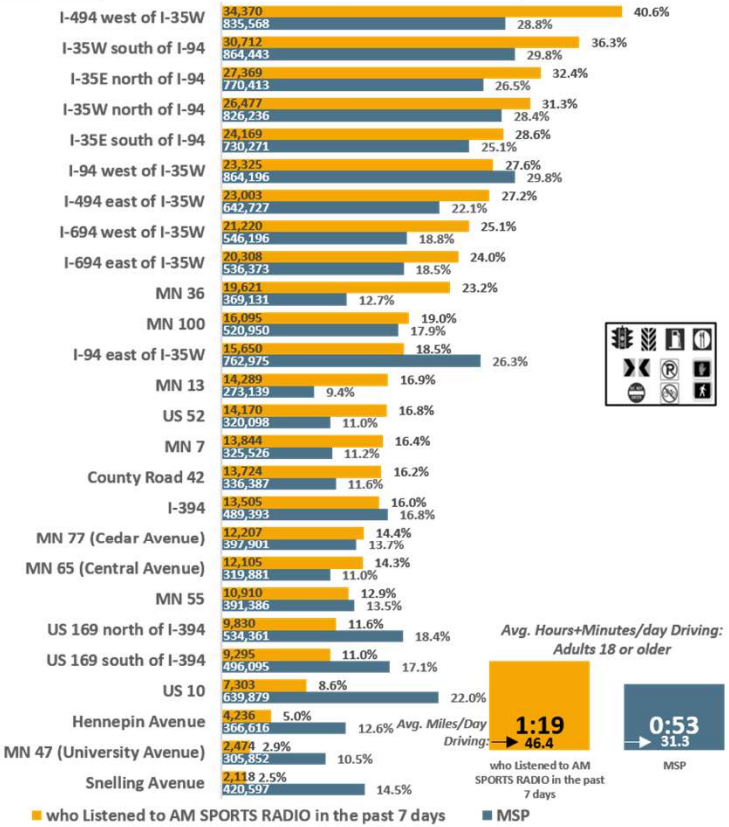
MSP Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 57

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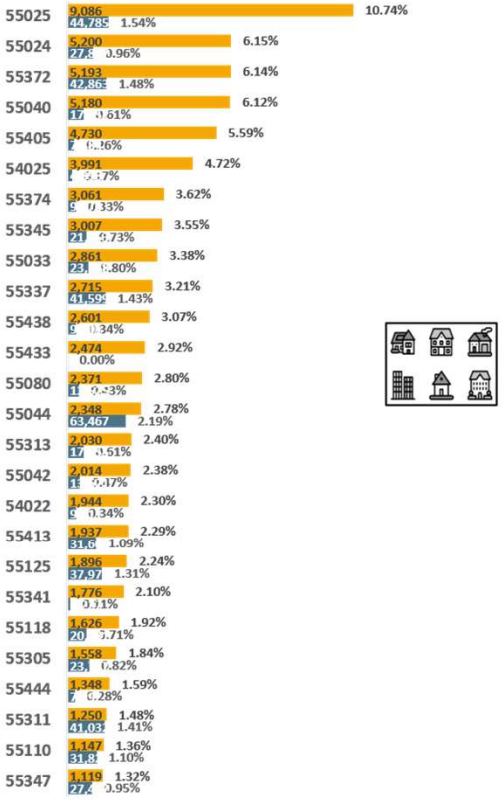
Radio Stations: KTMY-FM

81,394 or 96.2% of Adults 18 or older who Listened to AM SPORTS RADIO in the past 7 days spend an average of 79.8 minutes per day driving an average of 46.4 miles each day and are 82.5% more likely to use MN 36 than the Metro average.

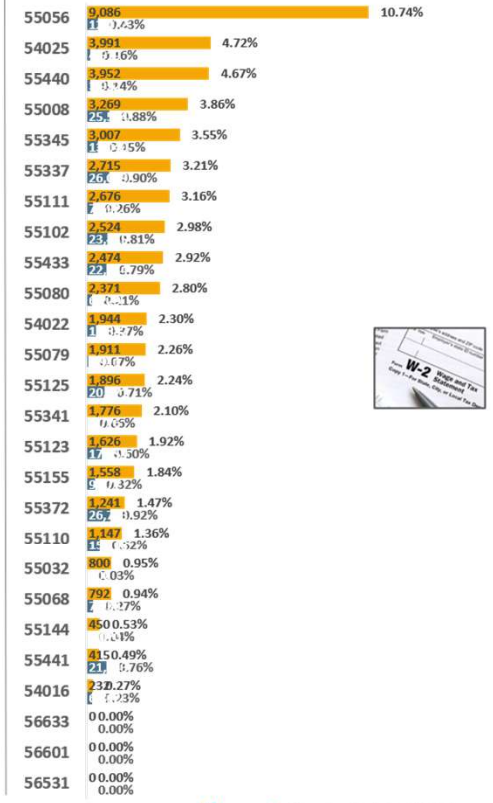
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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MSP Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 49

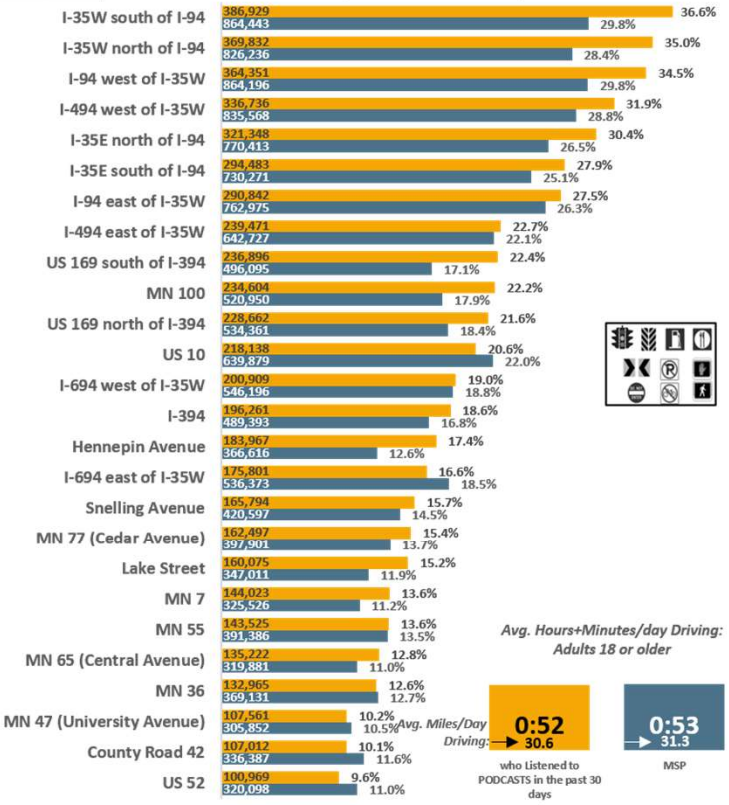
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[(Radio format profiles (M-S 6am-Mid cume): All Sports AND (Radio Stations: KTLK-AM OR Radio Stations: WCCO-AM OR Radio Stations: WDGY-AM))]

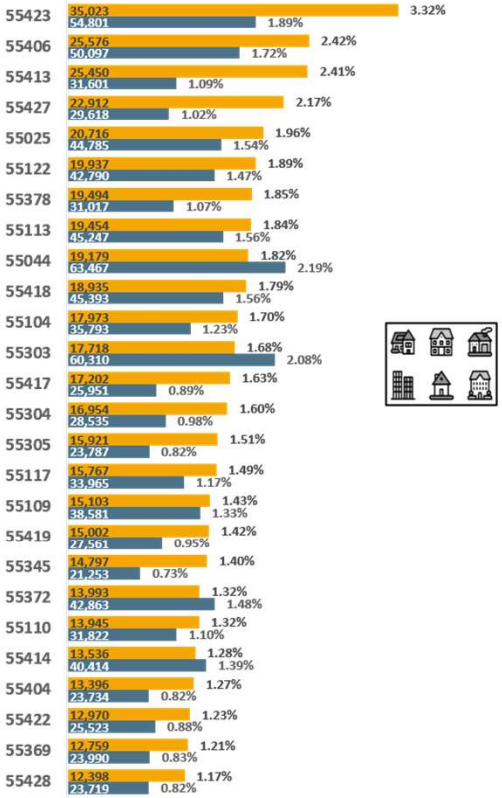
gamut PODCAST NETWORK

978,517 or 92.6% of Adults 18 or older who Listened to PODCASTS in the past 30 days spend an average of 52.5 minutes per day driving an average of 30.6 miles each day and are 38.% more likely to use Hennepin Avenue than the Metro average.

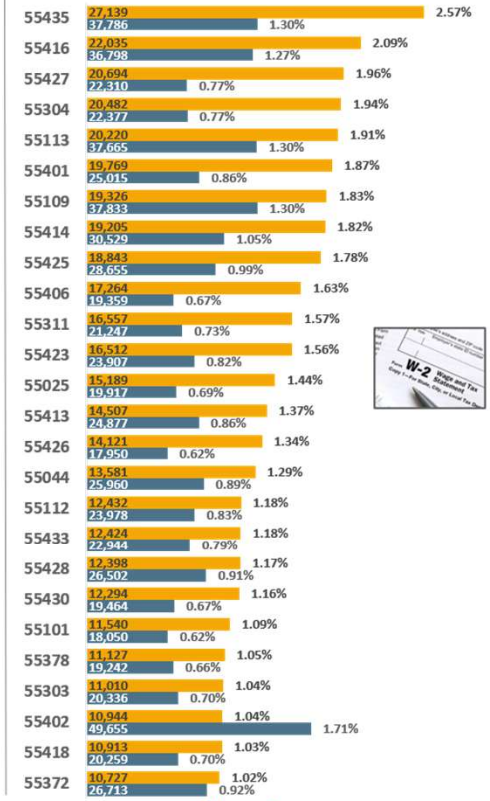
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



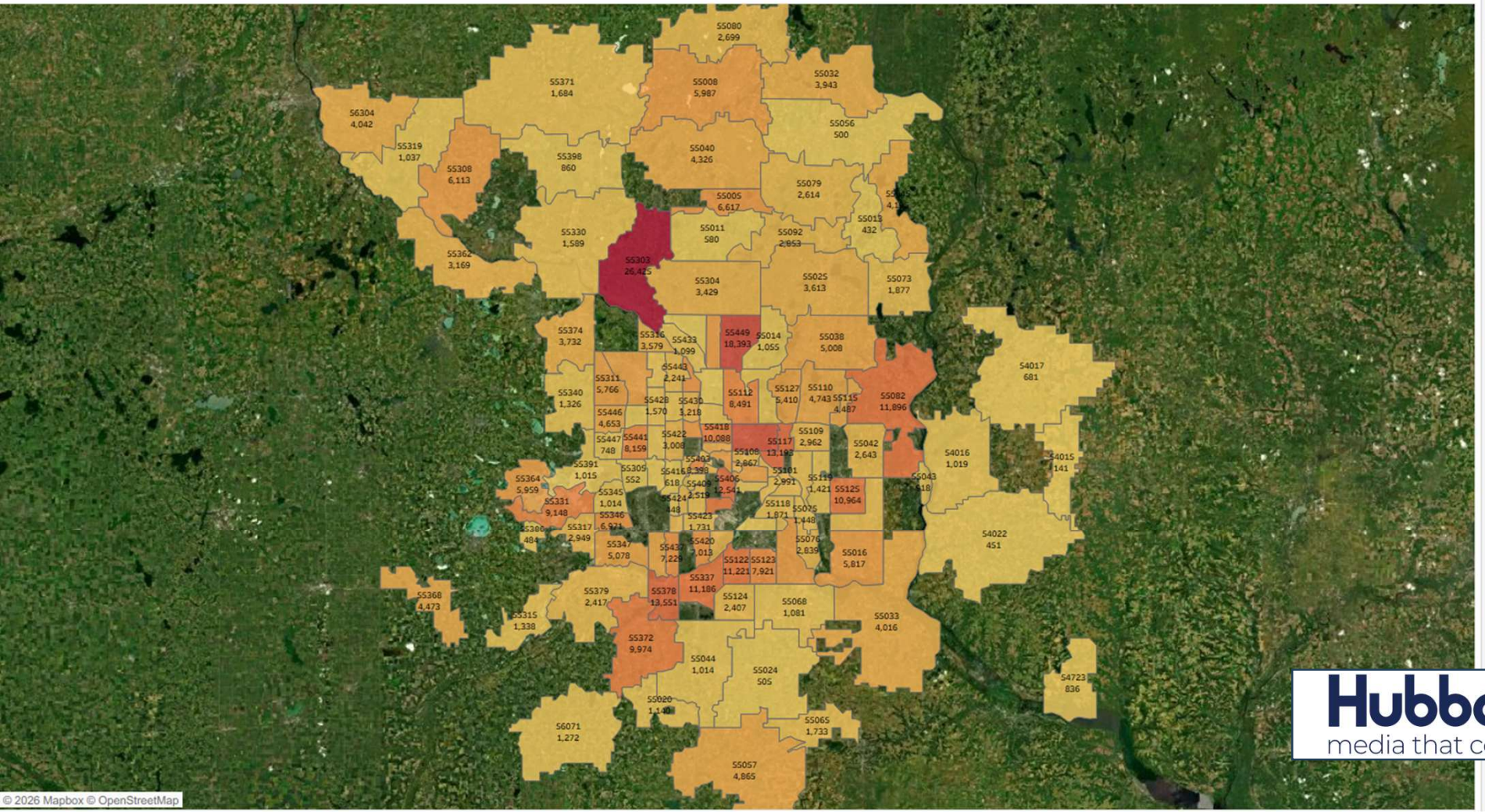
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MSP Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 485

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Watched, listened, or downloaded podcast past 30 days: Yes

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



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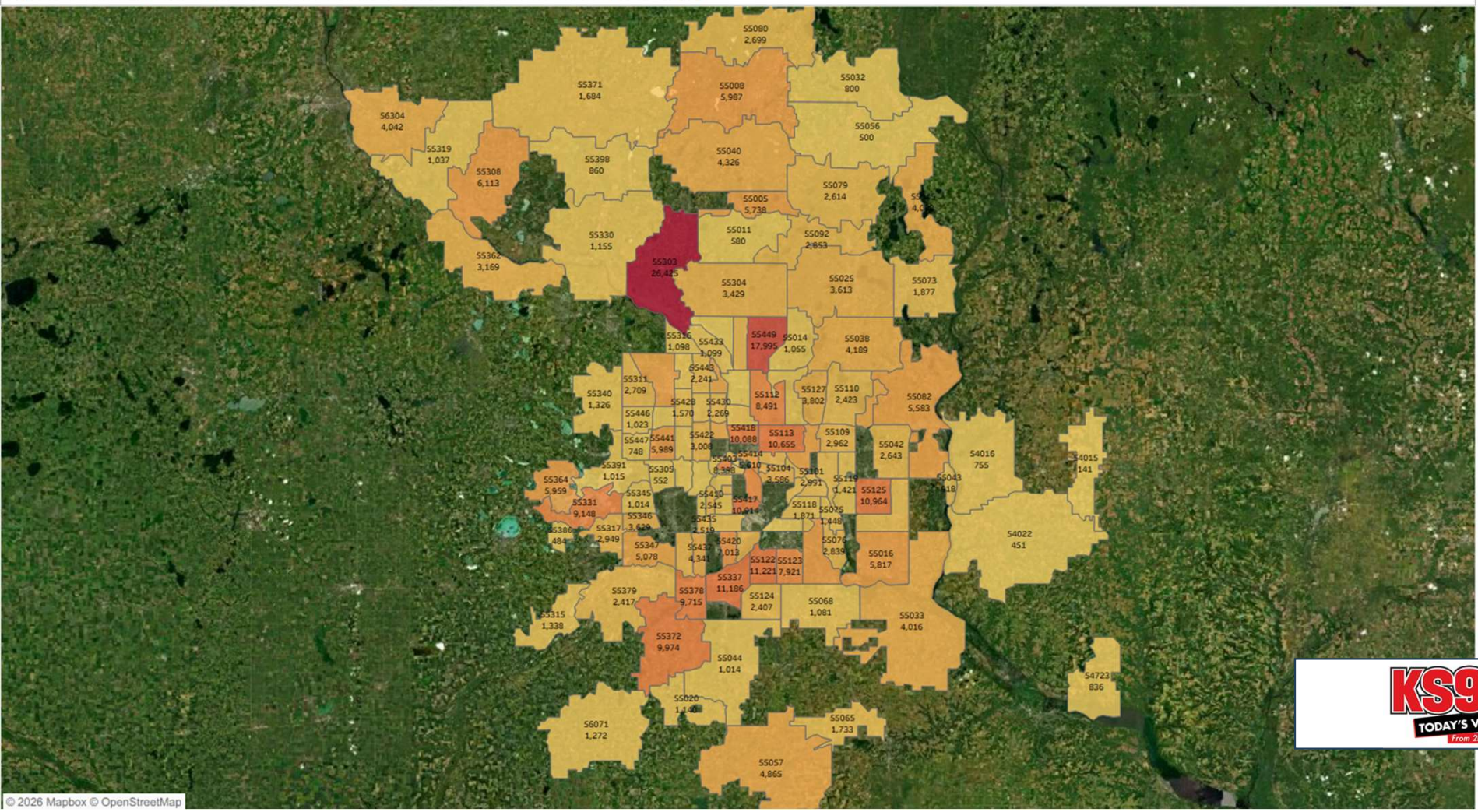
MSP Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 284

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Radio Stations: KSTP-FM OR Radio Stations: KTMY-FM

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



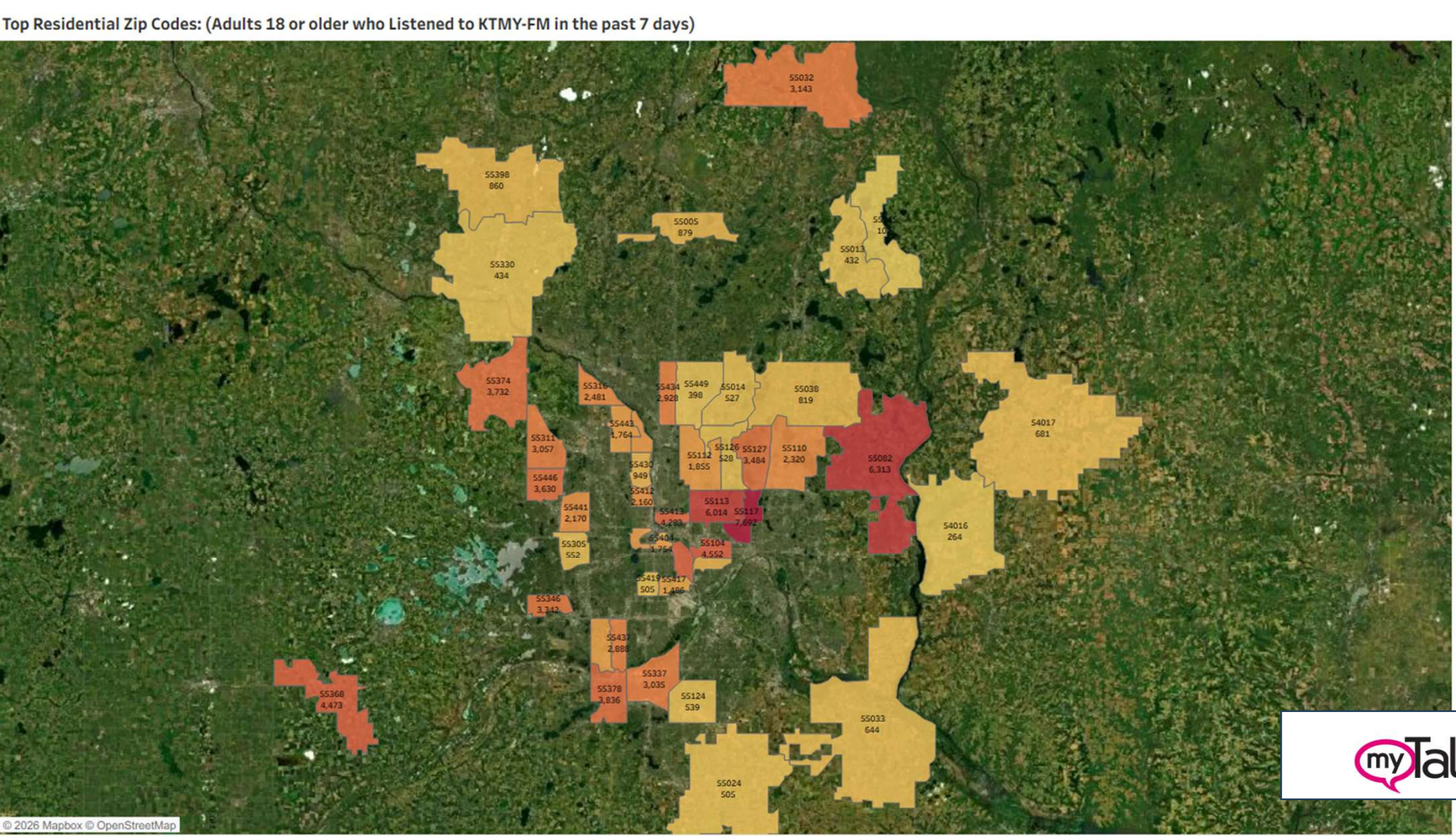
KS95 94.5 TODAY'S VARIETY From 2k to Today!

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Radio Stations: KSTP-FM

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

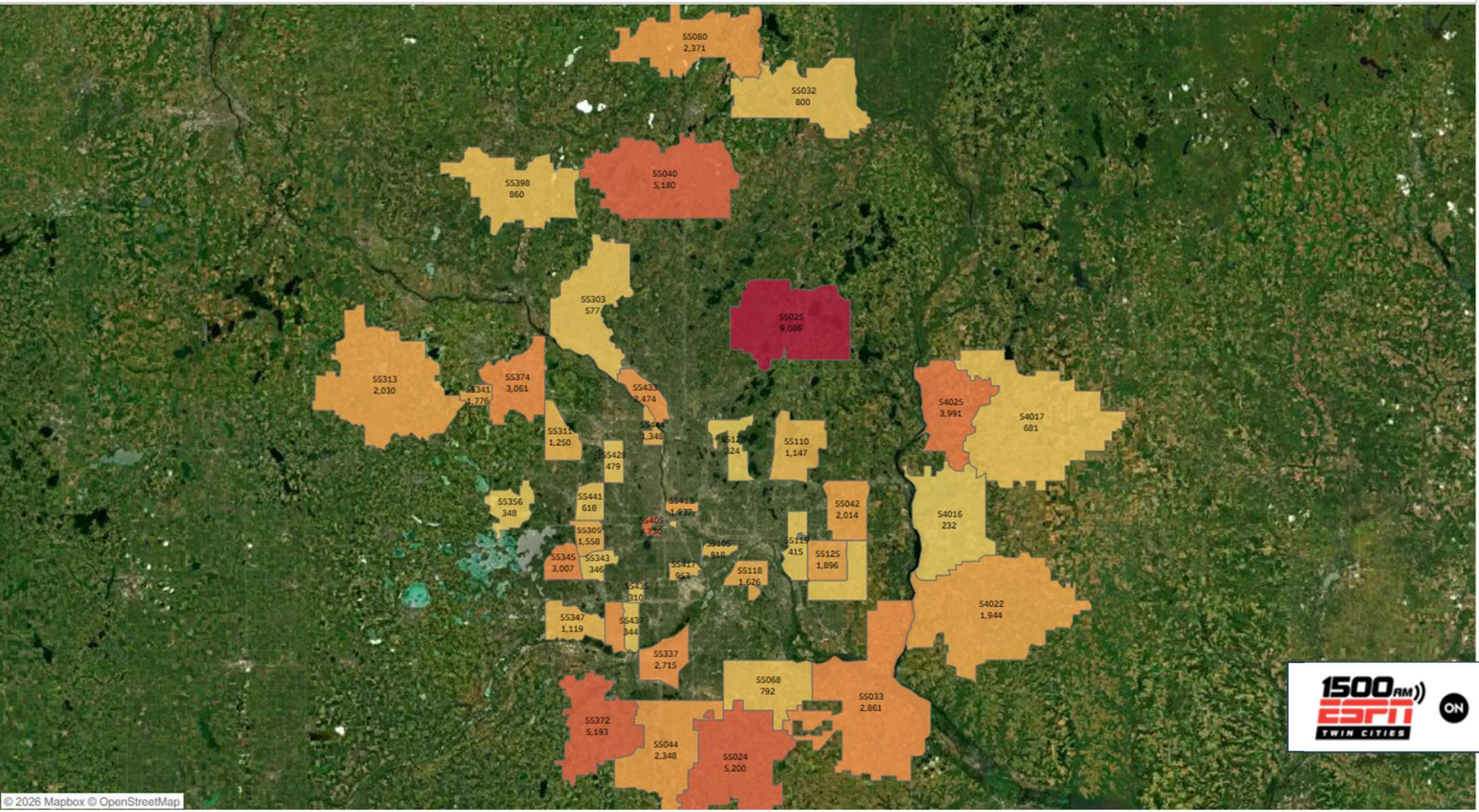


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Radio Stations: KTMY-FM

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



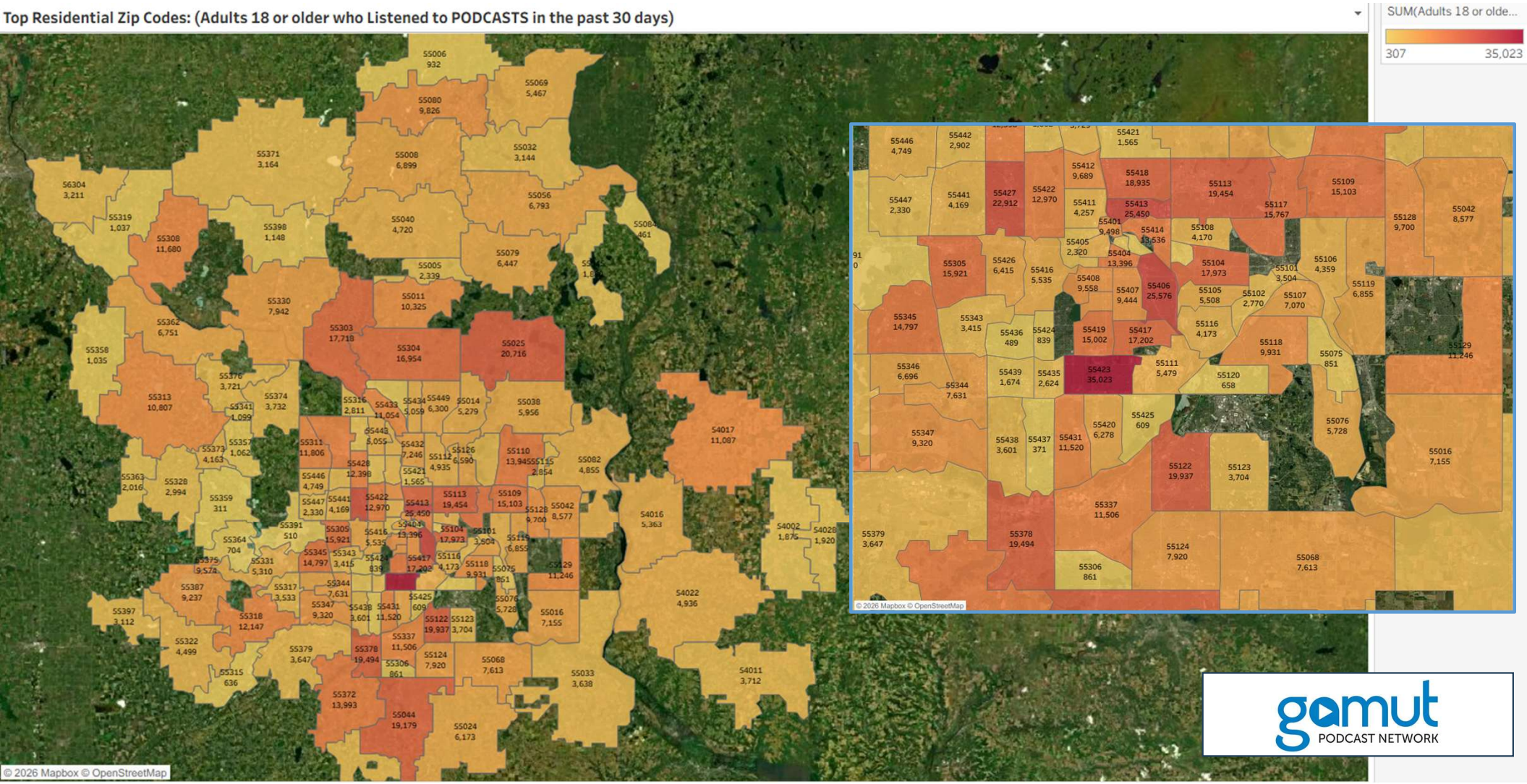
MSP Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 49

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[(Radio format profiles (M-S 6am-Mid cume): All Sports AND (Radio Stations: KTLK-AM OR Radio Stations: WCCO-AM OR Radio Stations: WDGY-AM))]

Top Residential Zip Codes: (Adults 18 or older who Listened to PODCASTS in the past 30 days)



gamut PODCAST NETWORK

MSP Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 485

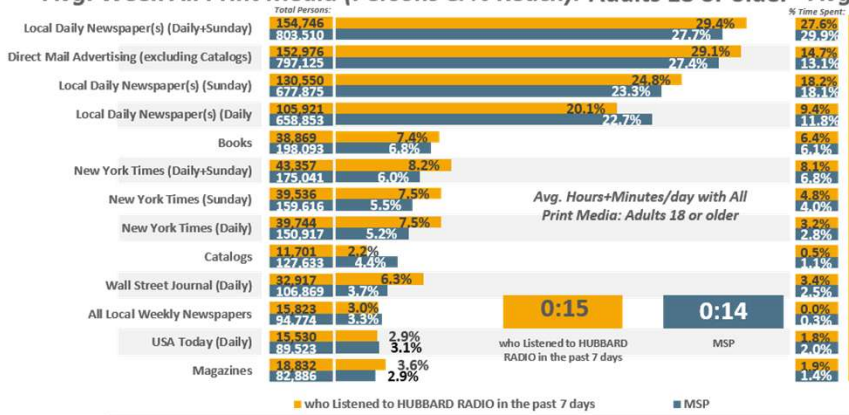
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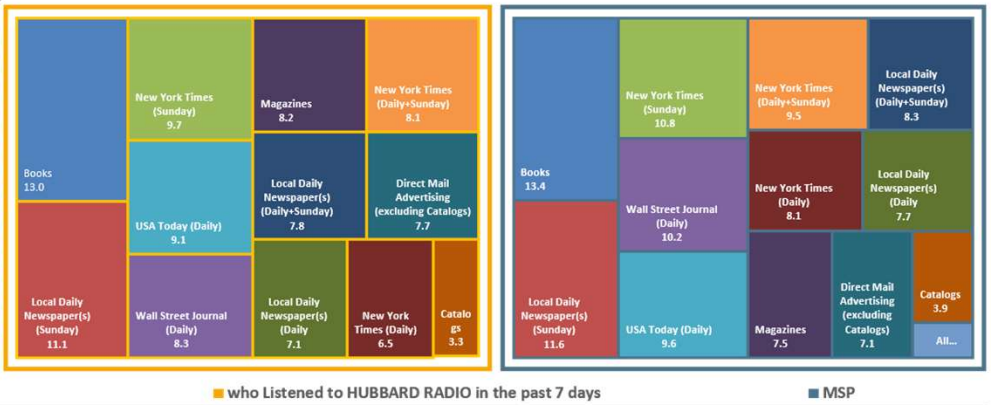
Watched, listened, or downloaded podcast past 30 days: Yes

154,746 or 29.4% 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 7.8 minutes every day representing 29.5% of all time spent daily with All forms of Print Media.

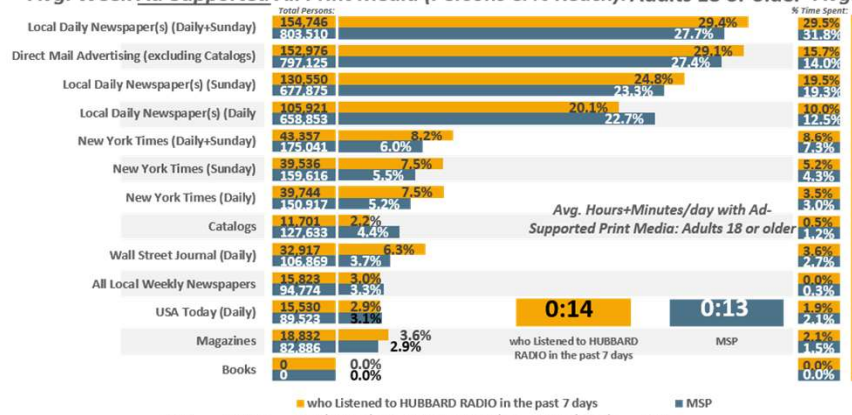
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



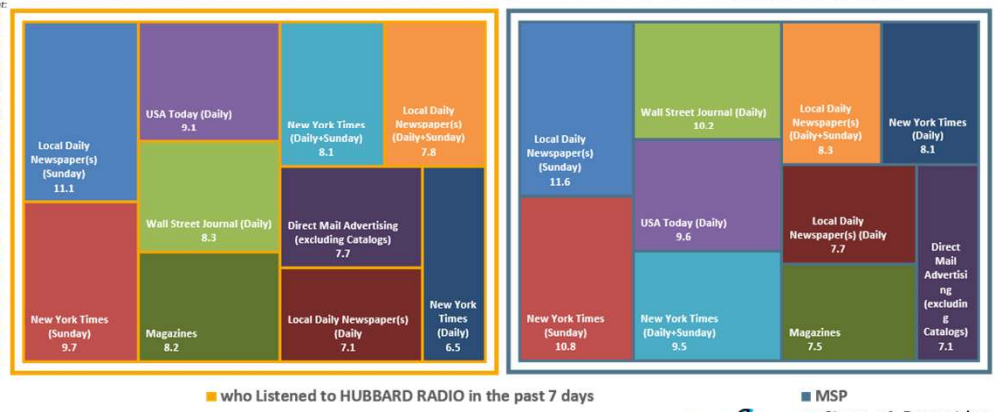
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



MSP Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 284

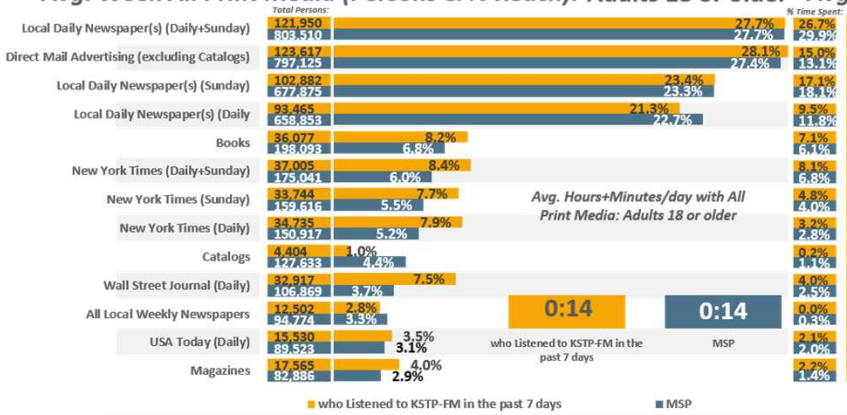
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Radio Stations: KSTP-FM OR Radio Stations: KTMY-FM

121,950 or 27.7% of Adults 18 or older who Listened to KSTP-FM in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7.6 minutes every day representing 28.7% of all time spent daily with All forms of Print Media.

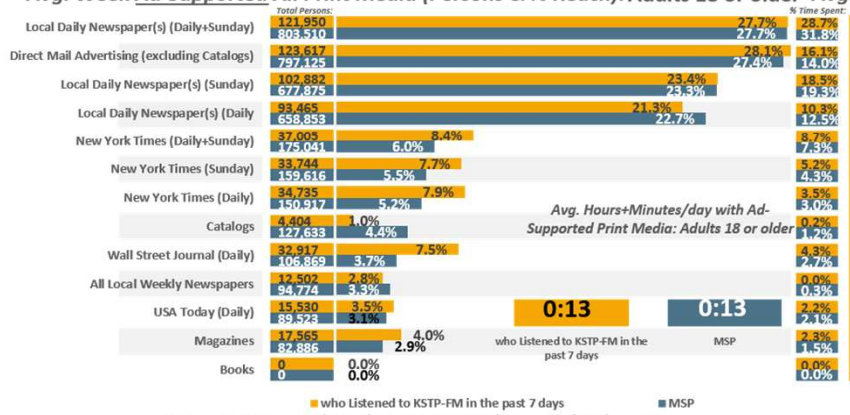
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



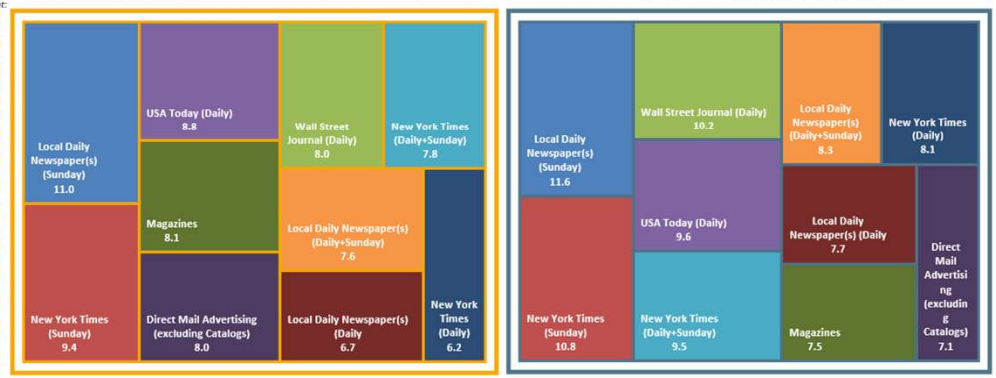
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



MSP Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 240

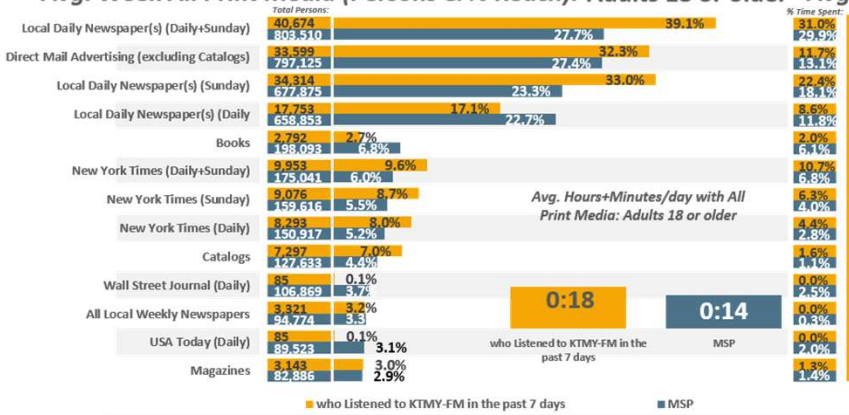
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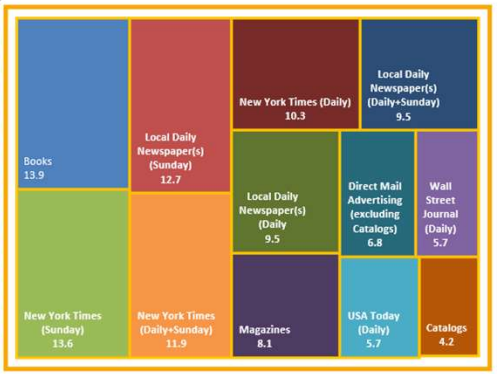
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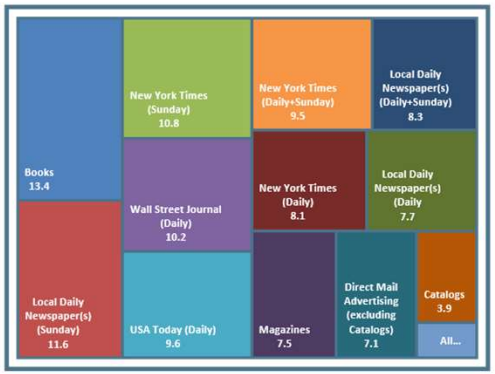
Radio Stations: KSTP-FM

40,674 or 39.1% of Adults 18 or older who Listened to KTMY-FM in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.5 minutes every day representing 31.6% of all time spent daily with All forms of Print Media.

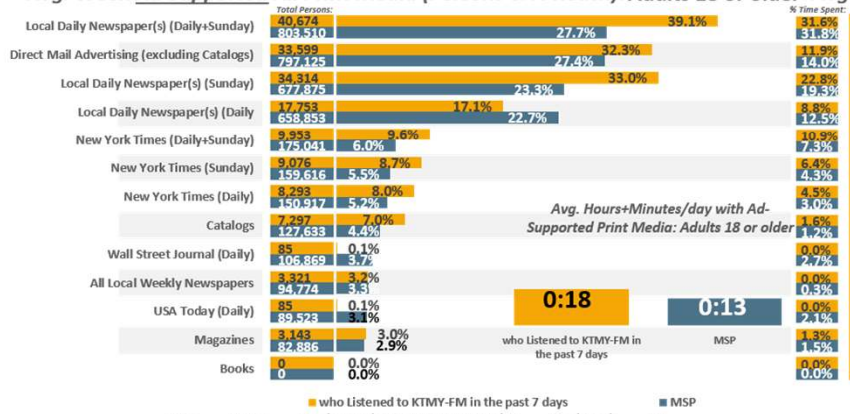
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older

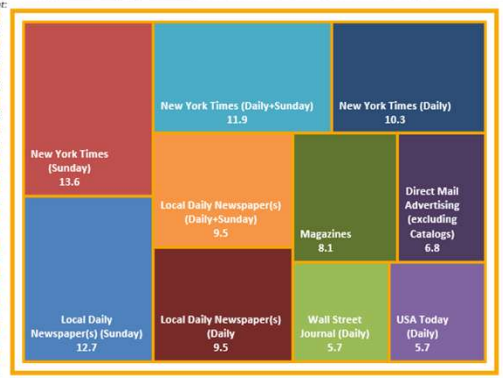


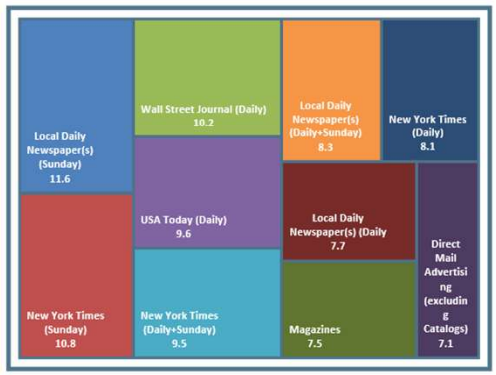




Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older







MSP Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 57

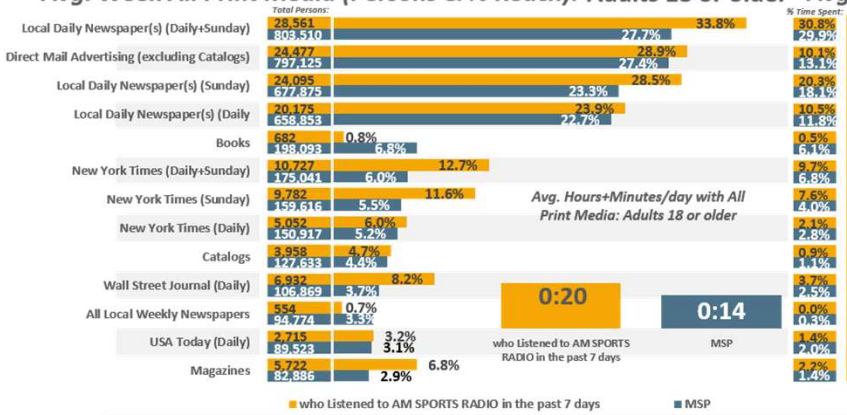
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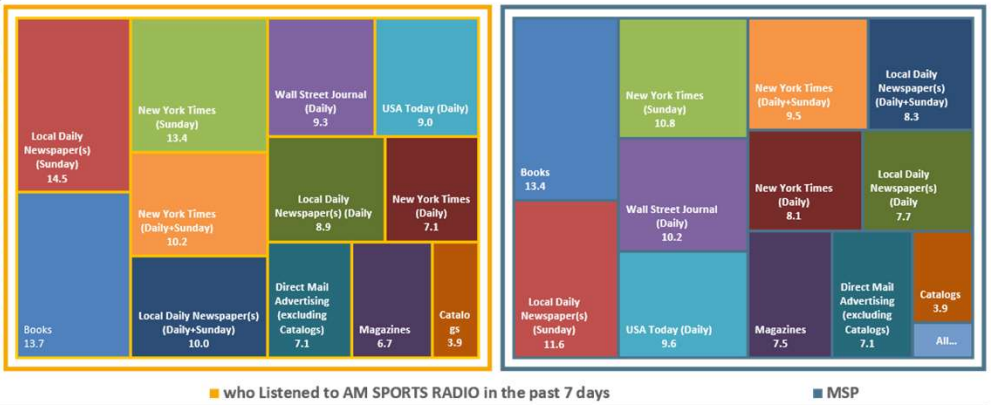
Radio Stations: KTMY-FM

28,561 or 33.8% of Adults 18 or older who Listened to AM SPORTS RADIO in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10. minutes every day representing 31.% of all time spent daily with All forms of Print Media.

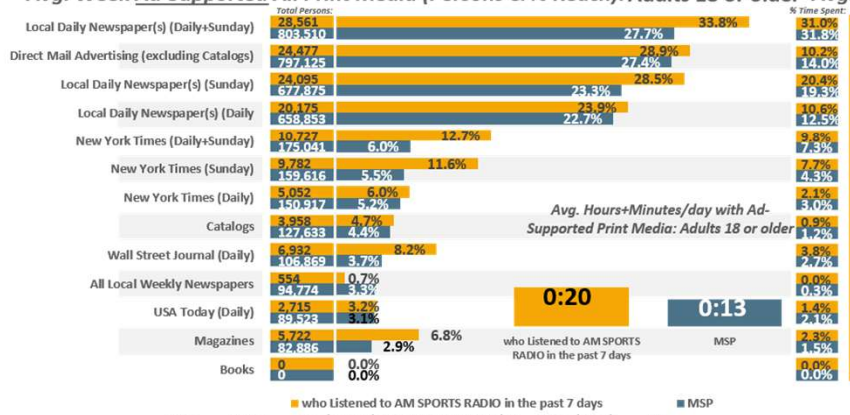
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



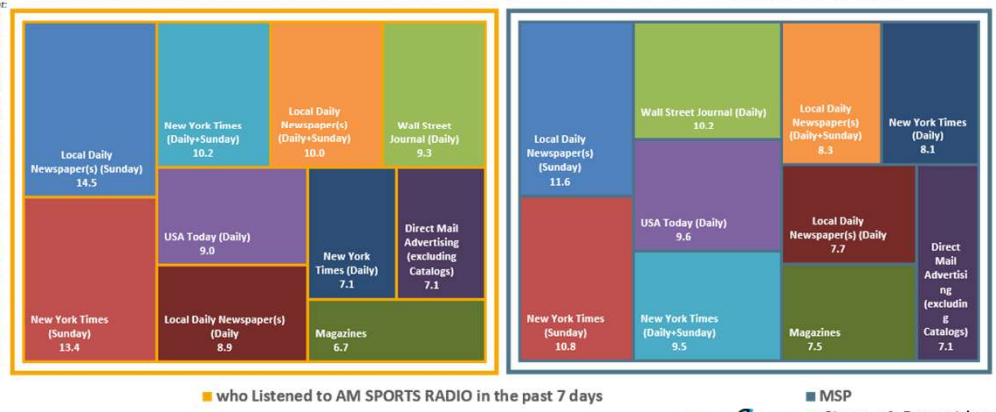
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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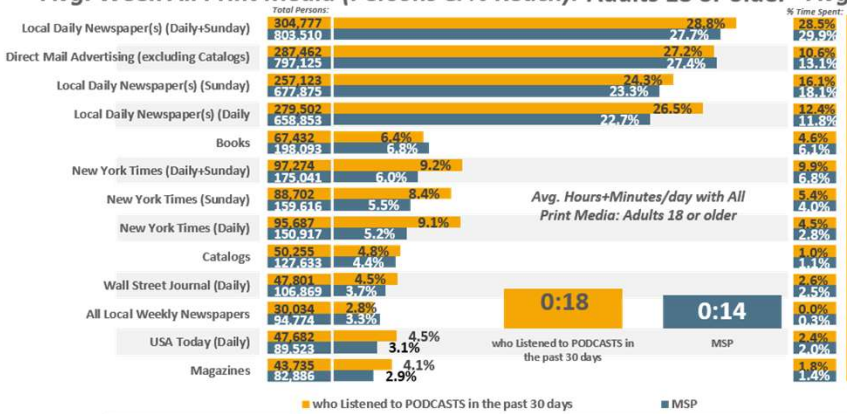
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[(Radio format profiles (M-S 6am-Mid cume): All Sports AND (Radio Stations: KTLK-AM OR Radio Stations: WCCO-AM OR Radio Stations: WDGY-AM))]

gamut PODCAST NETWORK

304,777 or 28.8% of Adults 18 or older who Listened to PODCASTS in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.8 minutes every day representing 29.9% of all time spent daily with All forms of Print Media.

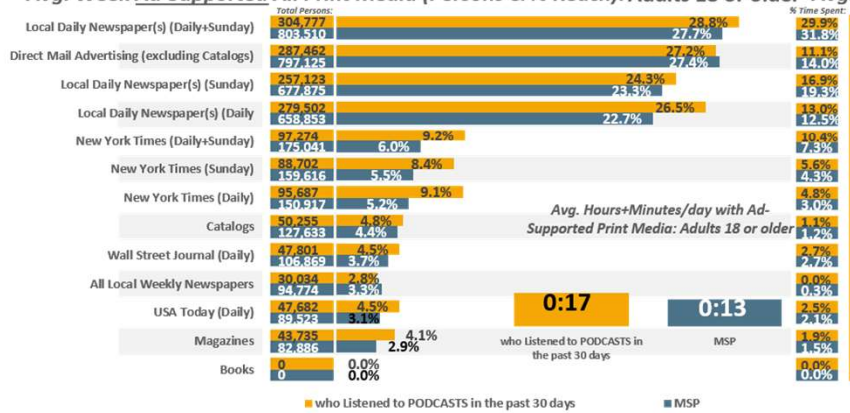
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



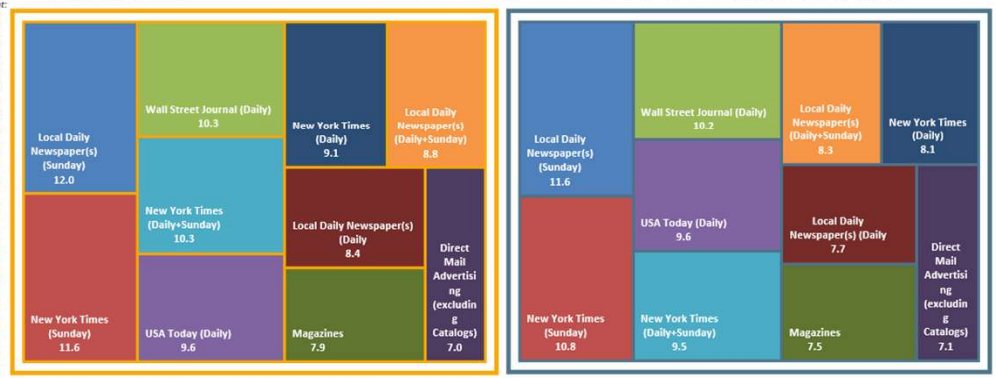
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MSP Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 485

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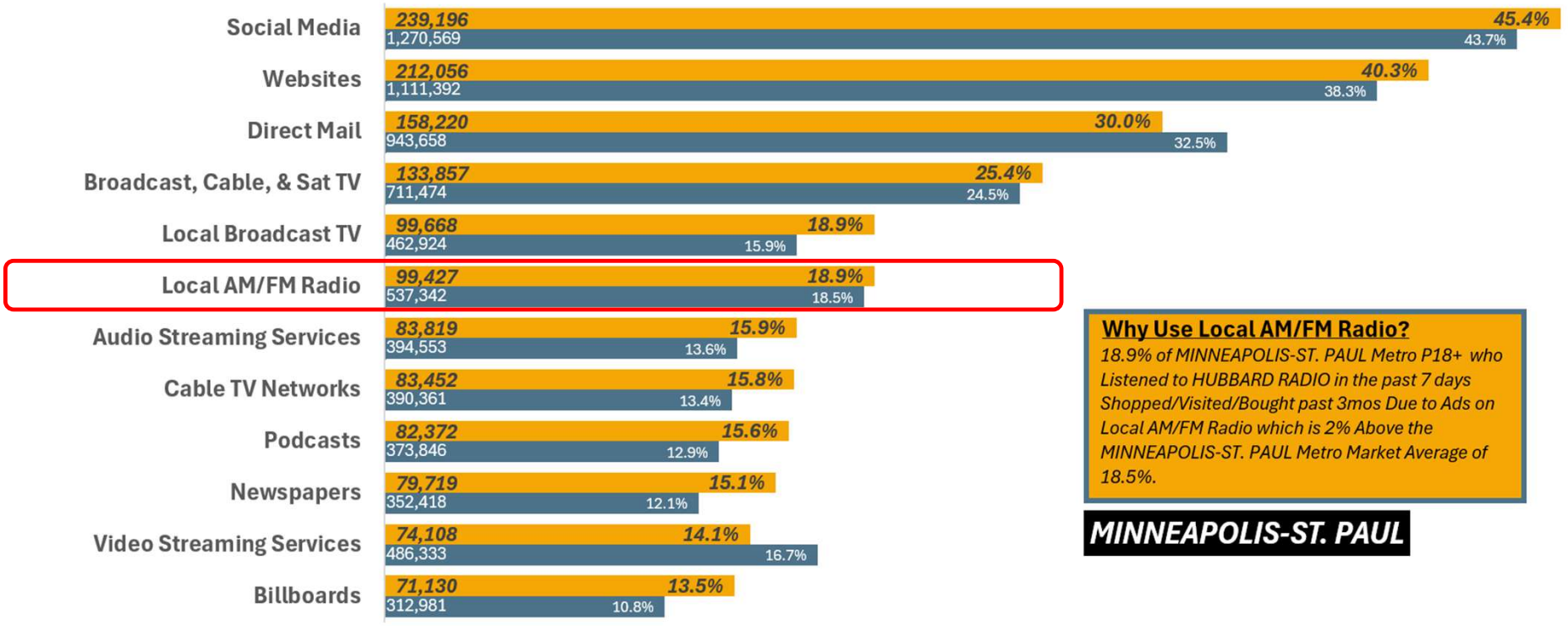
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Hubbard media that connects

"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?

18.9% of MINNEAPOLIS-ST. PAUL 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 2% Above the MINNEAPOLIS-ST. PAUL Metro Market Average of 18.5%.

MINNEAPOLIS-ST. PAUL

MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab: 284

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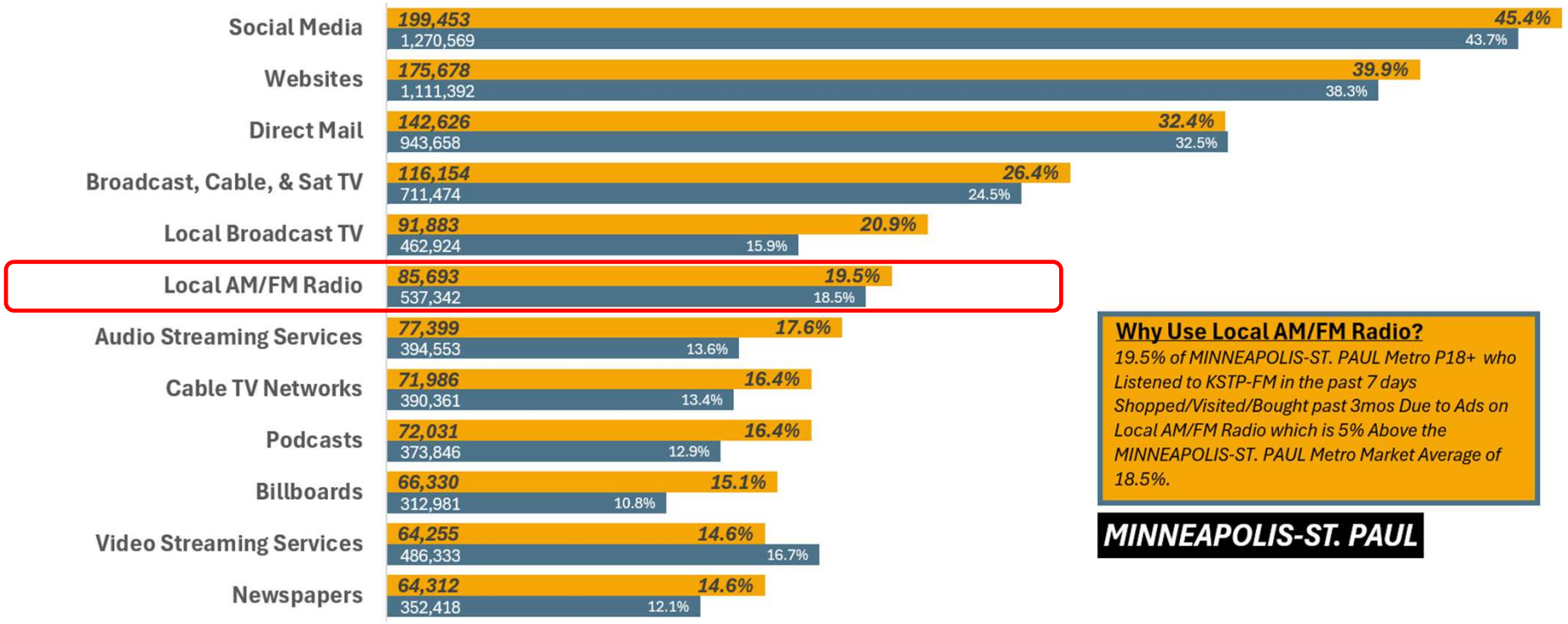
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Radio Stations: KSTP-FM OR Radio Stations: KTMY-FM

KS95 94.5 TODAY'S VARIETY From 2k to Today!

"Advertising Actions"

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



Why Use Local AM/FM Radio?

19.5% of MINNEAPOLIS-ST. PAUL Metro P18+ who Listened to KSTP-FM in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 5% Above the MINNEAPOLIS-ST. PAUL Metro Market Average of 18.5%.

MINNEAPOLIS-ST. PAUL

MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab: 240

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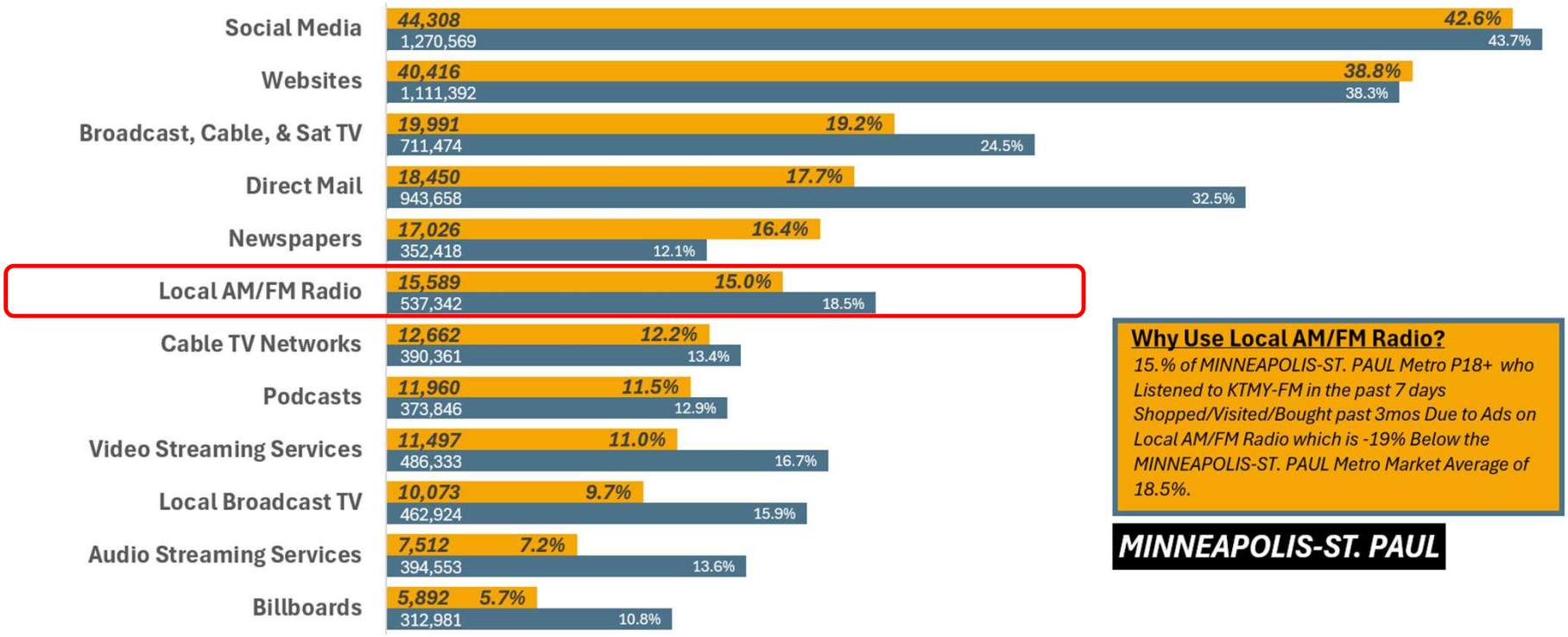
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Radio Stations: KSTP-FM

myTalk 107.1

"Advertising Actions"

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



Why Use Local AM/FM Radio?

15.% of MINNEAPOLIS-ST. PAUL Metro P18+ who Listened to KTMY-FM in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -19% Below the MINNEAPOLIS-ST. PAUL Metro Market Average of 18.5%.

MINNEAPOLIS-ST. PAUL

MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab: 57

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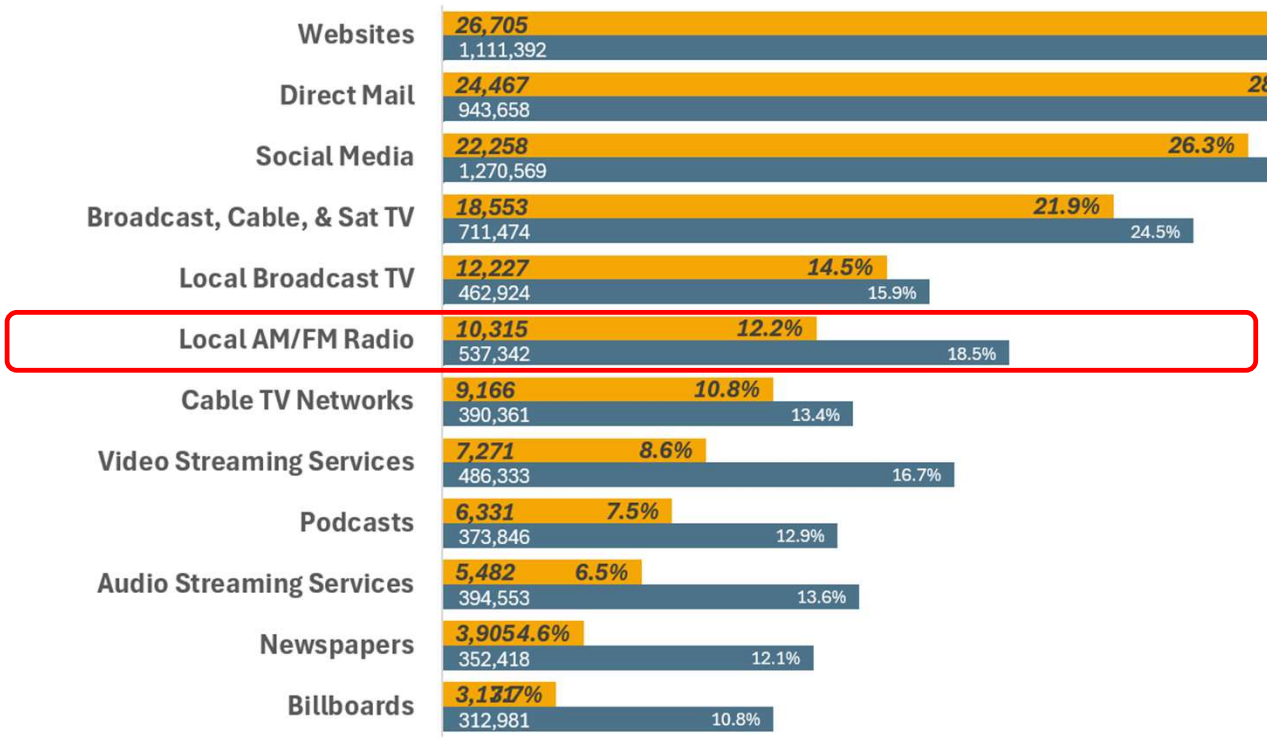
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Radio Stations: KTMY-FM

1500 AM ESPN TWIN CITIES ON SKOR NORTH SKORNORTH.COM

"Advertising Actions"

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



Why Use Local AM/FM Radio?

12.2% of MINNEAPOLIS-ST. PAUL Metro P18+ who Listened to AM SPORTS RADIO in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -34% Below the MINNEAPOLIS-ST. PAUL Metro Market Average of 18.5%.

MINNEAPOLIS-ST. PAUL

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

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

MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab: 49

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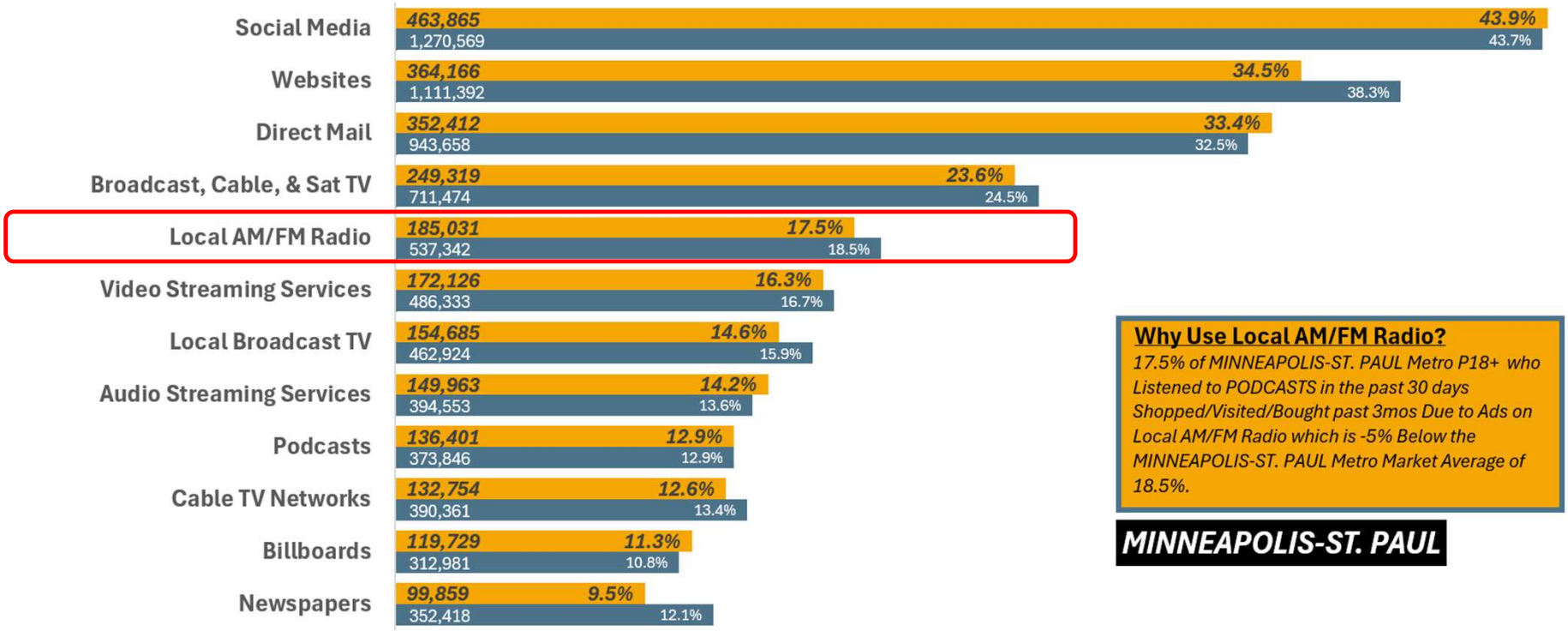
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[(Radio format profiles (M-S 6am-Mid cume): All Sports AND (Radio Stations: KTLK-AM OR Radio Stations: WCCO-AM OR Radio Stations: WDGY-AM))]

gamut PODCAST NETWORK

"Advertising Actions"

P18+ who Listened to PODCASTS in the past 30 days (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

17.5% of MINNEAPOLIS-ST. PAUL Metro P18+ who Listened to PODCASTS in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -5% Below the MINNEAPOLIS-ST. PAUL Metro Market Average of 18.5%.

MINNEAPOLIS-ST. PAUL

MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab: 485

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