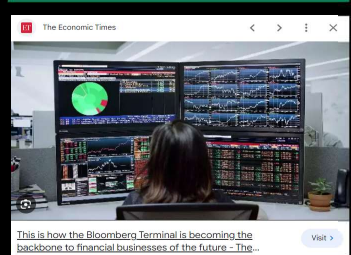


# SEATTLE-TACOMA, WA, Metro – 5 P18+ Profiles of IHEART RADIO Listeners! **Brand New Data as of March 31, 2026!** **Complete Demographic & Media Use Profiles**



**Metro  
#11 P18+**



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

(Radio Stations: KBKS-FM OR Radio Stations: KJAQ-FM OR Radio Stations: KJEB-FM OR Radio Stations: KJR-AM OR Radio Stations: KJR-FM OR Radio Stations: KJR-FM HD2 OR Radio Stations: KZOK-FM) Radio Stations: KBKS-FM Radio Stations: KJEB-FM Radio Stations: KJAQ-FM Radio Stations: KZOK-FM



36.2% or 1,398,503 of SEATTLE-TACOMA Metro Adults 18 or older Listened to IHEART RADIO in the past 7 days. Typical Adults 18 or older who Listened to IHEART RADIO in the past 7 days are 49.9 years old (4.8% older than average) and have a \$140,102 (2.2% higher than average) annual household income.

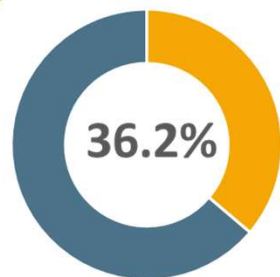


Percent of Market: Adults 18 or older



Gender of Target vs. Market: Adults 18 or older

Ethnicity of Target vs. Market:



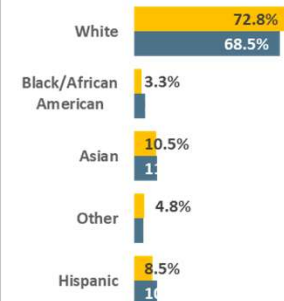
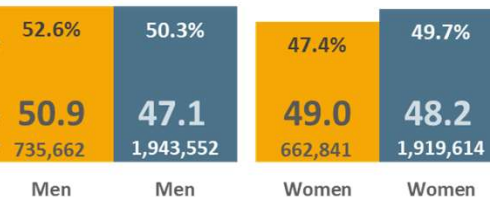
■ who Listened to IHEART RADIO in the past 7 days  
■ Remainder of SEATTLE-TACOMA Metro

Total Persons:

1,398,503

2,464,663

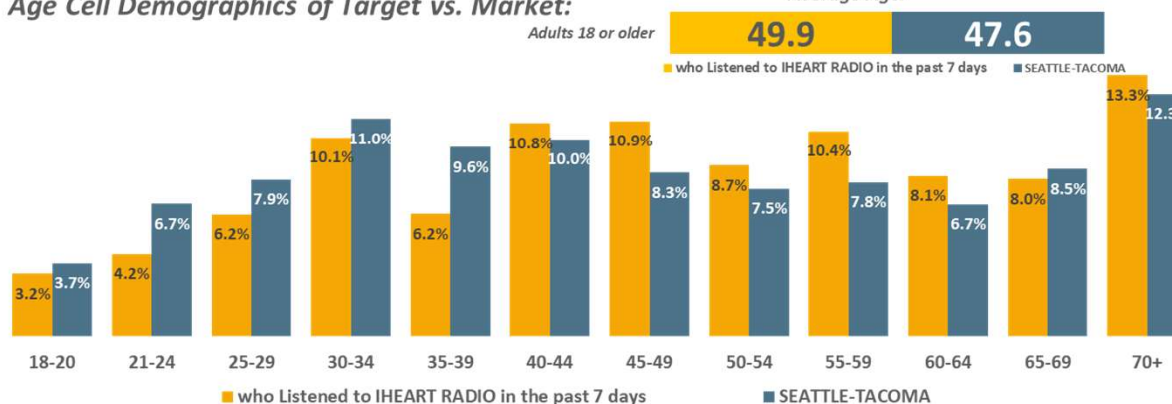
%M vs. %F:



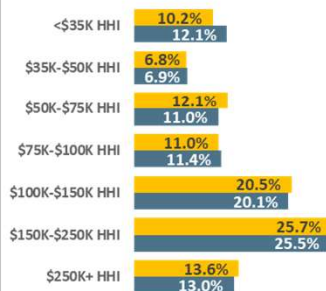
■ who Listened to IHEART RADIO in the past 7 days ■ SEATTLE-TACOMA

Age Cell Demographics of Target vs. Market:

Average Age:



HHI of Target vs. Market:



Avg HHI: \$140,102 (who Listened to IHEART RADIO in the past 7 days), \$137,088 (SEATTLE-TACOMA)

SEATTLE-TACOMA Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 1,405  
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(Radio Stations: KBKS-FM OR Radio Stations: KJQA-FM OR Radio Stations: KJEB-FM OR Radio Stations: KJR-AM OR Radio Stations: KJR-FM OR Radio Stations: KJR-FM HD2 OR Radio Stations: KZOK-FM)





9.5% or 367,912 of SEATTLE-TACOMA Metro Adults 18 or older Listened to KBKS-FM in the past 7 days. Typical Adults 18 or older who Listened to KBKS-FM in the past 7 days are 43.2 years old (9.3% younger than average) and have a \$142,294 (3.8% higher than average) annual household income.

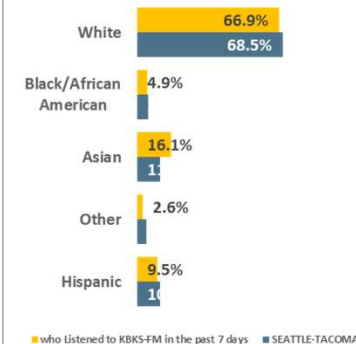
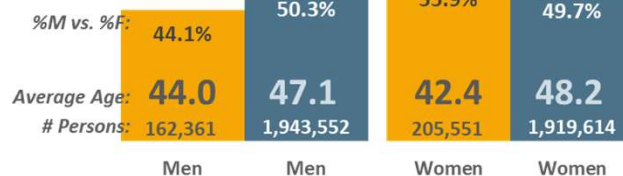
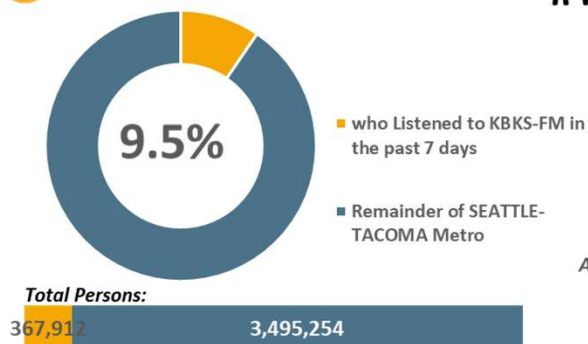


### Percent of Market: Adults 18 or older



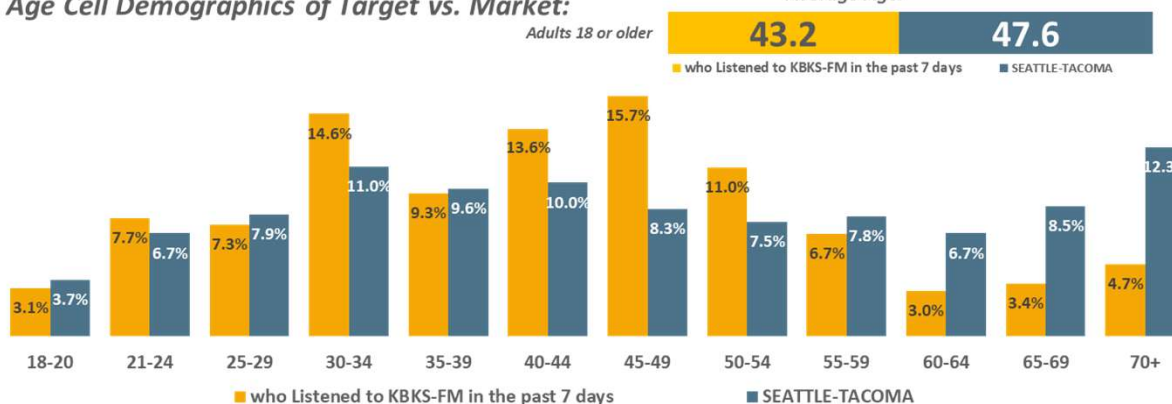
### Gender of Target vs. Market: Adults 18 or older

### Ethnicity of Target vs. Market:

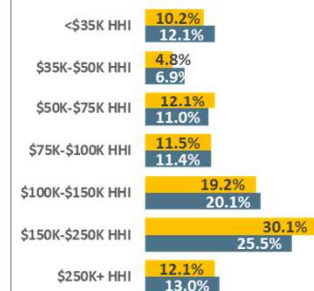


### Age Cell Demographics of Target vs. Market:

#### Average Age:



### HHI of Target vs. Market:





11.4% or 440,438 of SEATTLE-TACOMA Metro Adults 18 or older Listened to KJAZ-FM in the past 7 days. Typical Adults 18 or older who Listened to KJAZ-FM in the past 7 days are 50.4 years old (5.8% older than average) and have a \$147,770 (7.8% higher than average) annual household income.

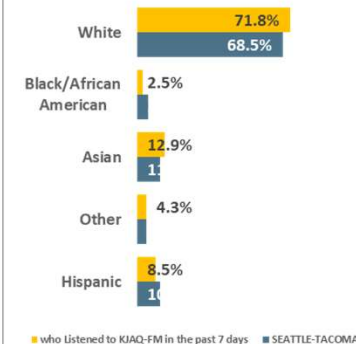
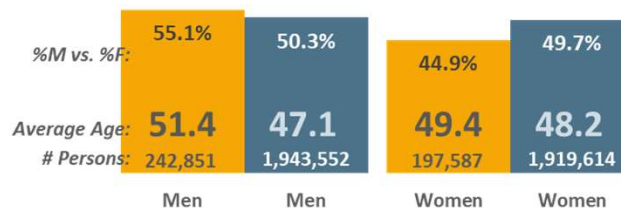
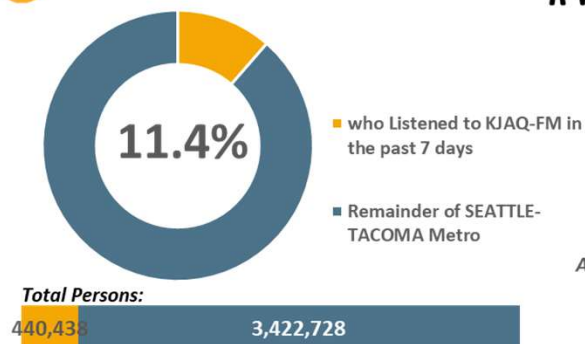


### Percent of Market: Adults 18 or older

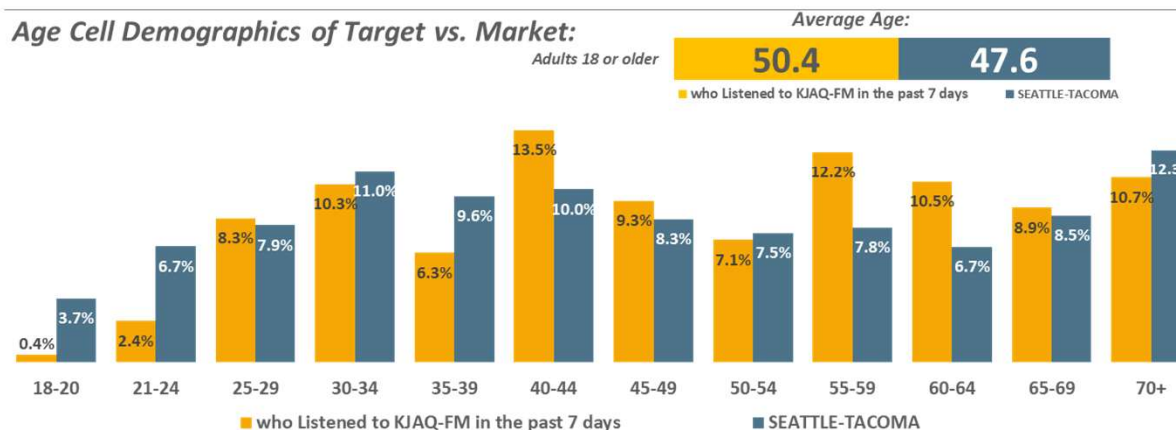


### Gender of Target vs. Market: Adults 18 or older

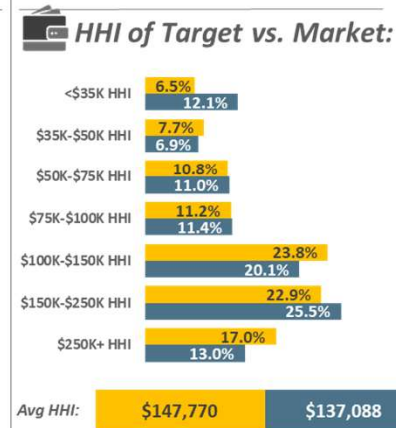
### Ethnicity of Target vs. Market:



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



### HHI of Target vs. Market:





13.3% or 512,463 of SEATTLE-TACOMA Metro Adults 18 or older Listened to KJEB-FM in the past 7 days. Typical Adults 18 or older who Listened to KJEB-FM in the past 7 days are 52.1 years old (9.4% older than average) and have a \$140,424 (2.4% higher than average) annual household income.

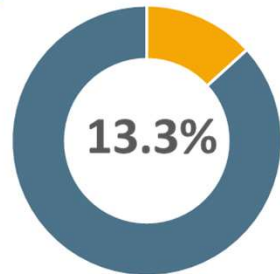


### Percent of Market: Adults 18 or older



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

### Ethnicity of Target vs. Market:



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

Total Persons:

512,463 3,350,703

	Men	Men	Women	Women
%M vs. %F:	48.3%	50.3%	51.7%	49.7%
Average Age:	53.2	47.1	51.0	48.2
# Persons:	247,475	1,943,552	264,988	1,919,614

White	72.7%	68.5%
Black/African American	5.0%	
Asian	9.3%	1
Other	7.3%	
Hispanic	5.7%	1

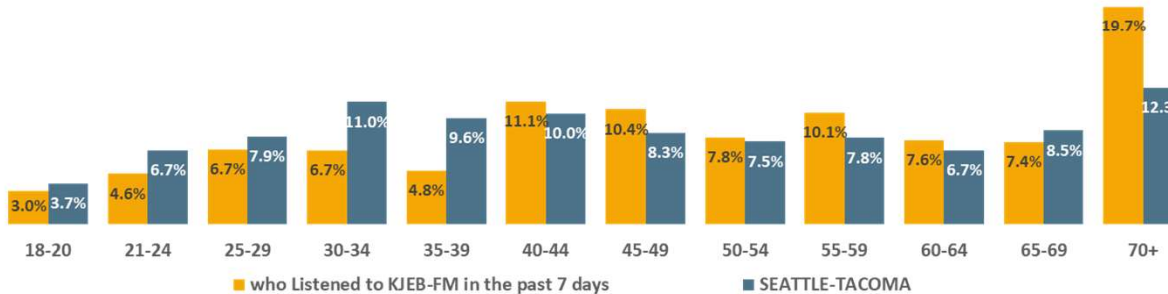
who Listened to KJEB-FM in the past 7 days SEATTLE-TACOMA

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

Average Age:

Adults 18 or older

52.1	47.6
who Listened to KJEB-FM in the past 7 days	SEATTLE-TACOMA



who Listened to KJEB-FM in the past 7 days

SEATTLE-TACOMA

### HHI of Target vs. Market:

<\$35K HHI	8.3%	12.1%
\$35K-\$50K HHI	8.2%	6.9%
\$50K-\$75K HHI	8.8%	11.0%
\$75K-\$100K HHI	12.8%	11.4%
\$100K-\$150K HHI	23.9%	20.1%
\$150K-\$250K HHI	25.6%	25.5%
\$250K+ HHI	12.4%	13.0%

Avg HHI: \$140,424 \$137,088





12.5% or 481,526 of SEATTLE-TACOMA Metro Adults 18 or older Listened to KZOK-FM in the past 7 days. Typical Adults 18 or older who Listened to KZOK-FM in the past 7 days are 54.2 years old (13.9% older than average) and have a \$135,403 (1.2% lower than average) annual household income.

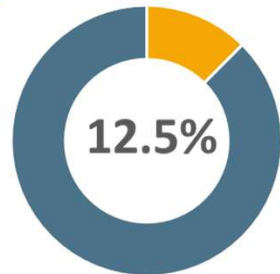


Percent of Market: Adults 18 or older



Gender of Target vs. Market: Adults 18 or older

Ethnicity of Target vs. Market:



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

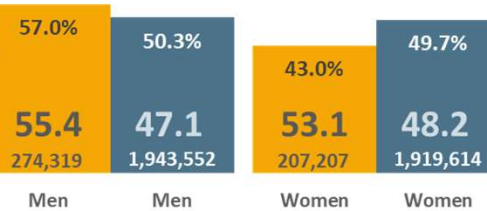
Total Persons:

481,526 3,381,640

%M vs. %F:

Average Age:

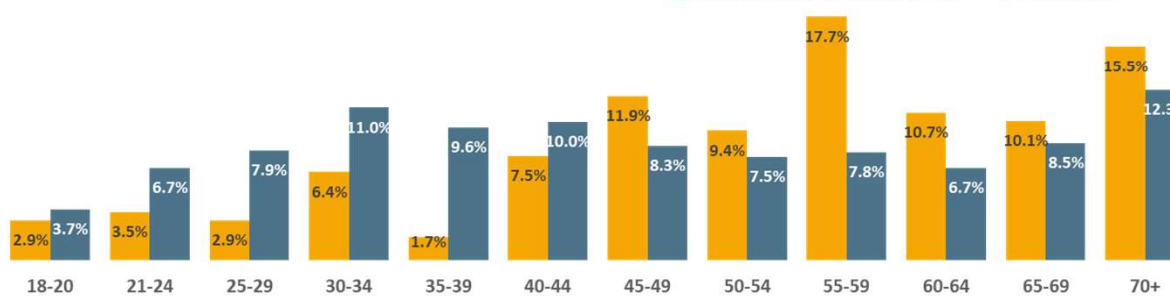
# Persons:



Age Cell Demographics of Target vs. Market:

Average Age:

Adults 18 or older

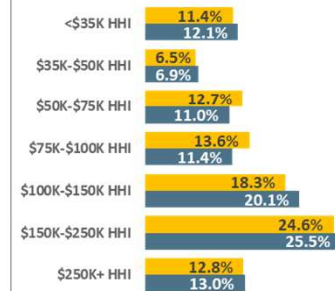


who Listened to KZOK-FM in the past 7 days

SEATTLE-TACOMA

SEATTLE-TACOMA Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 501  
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HHI of Target vs. Market:



Avg HHI:

\$135,403

\$137,088

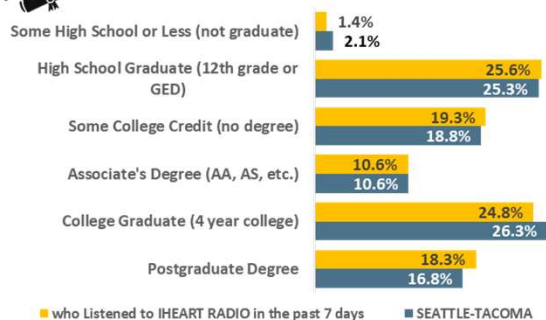
Radio Stations: KZOK-FM



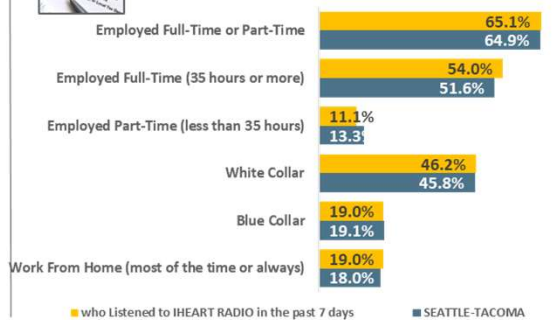
36.2% or 1,398,503 of SEATTLE-TACOMA Metro Adults 18 or older Listened to IHEART RADIO in the past 7... Adults 18 or older who Listened to IHEART RADIO in the past 7 days are .2% less likely to be a college graduate, 4.7% more likely to work full-time, 6.4% more likely to be married, 4.7% more likely to be a parent of 1 or more children under 18.



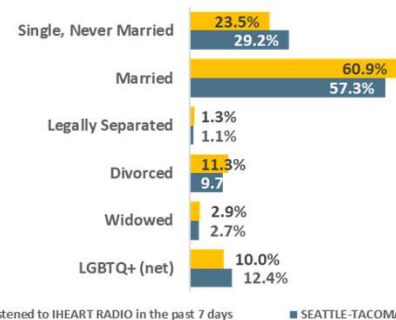
### Education Levels: Adults 18 or older



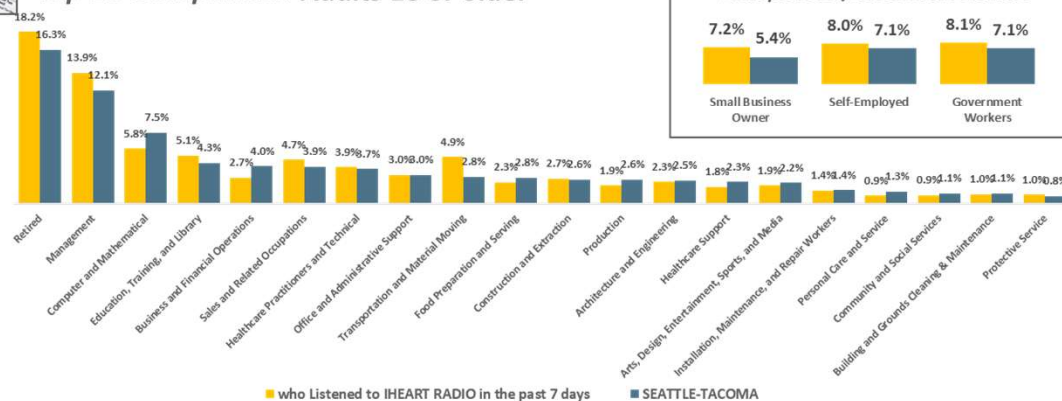
### Employment: Adults 18 or older



### Marital Status: Adults 18 or older



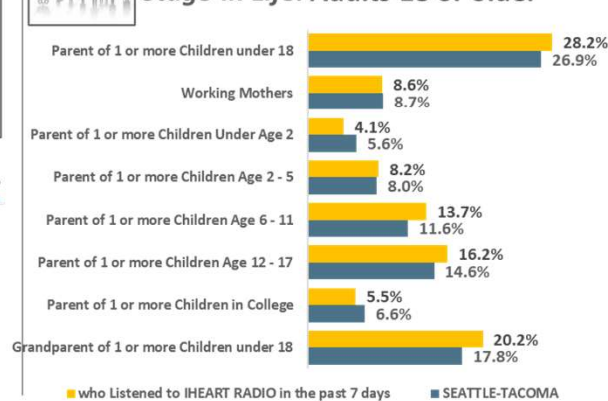
### Top-20 Occupations: Adults 18 or older



### Entrepreneurs/Government Workers



### Stage in Life: Adults 18 or older

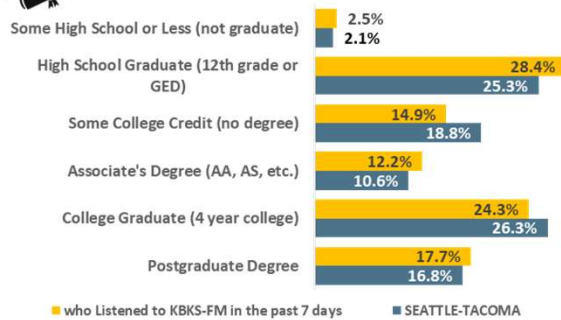




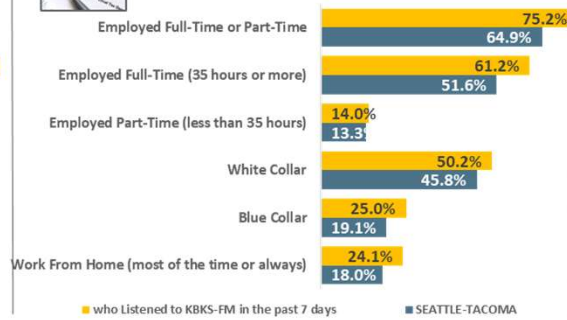
9.5% or 367,912 of SEATTLE-TACOMA Metro Adults 18 or older Listened to KBKS-FM in the past 7 days. Adults 18 or older who Listened to KBKS-FM in the past 7 days are 2.6% less likely to be a college graduate, 18.7% more likely to work full-time, 4.8% less likely to be married, 38.1% more likely to be a parent of 1 or more children under 18.



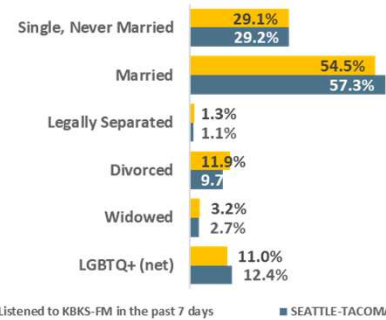
### Education Levels: Adults 18 or older



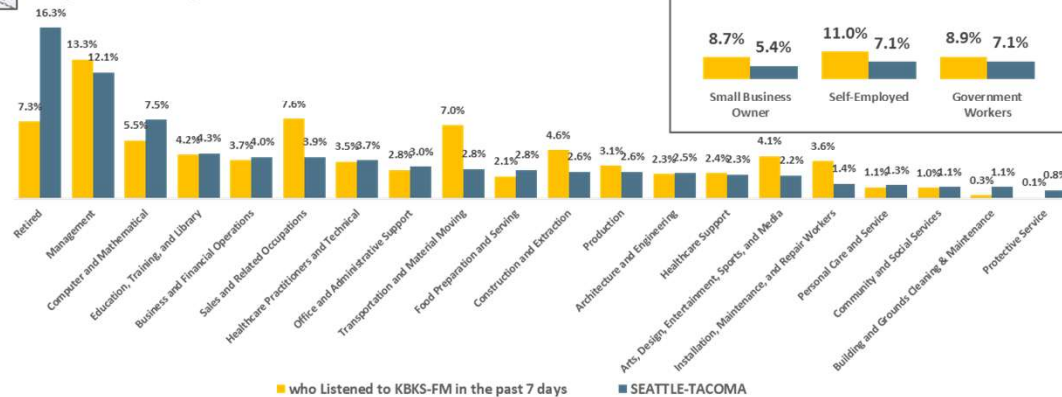
### Employment: Adults 18 or older



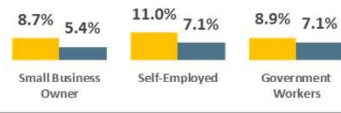
### Marital Status: Adults 18 or older



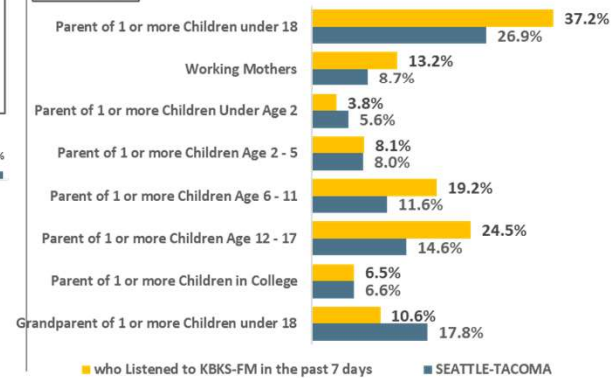
### Top-20 Occupations: Adults 18 or older



### Entrepreneurs/Government Workers



### Stage in Life: Adults 18 or older



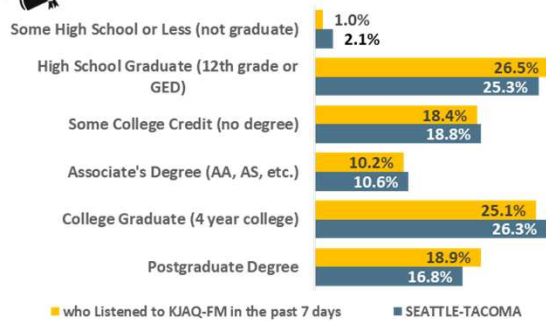




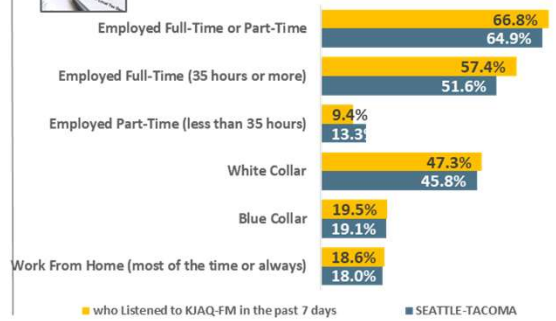
11.4% or 440,438 of SEATTLE-TACOMA Metro Adults 18 or older Listened to KJAZ-FM in the past 7 days. Adults 18 or older who Listened to KJAZ-FM in the past 7 days are 1.8% more likely to be a college graduate, 11.2% more likely to work full-time, 13.5% more likely to be married, 20.7% more likely to be a parent of 1 or more children under 18.



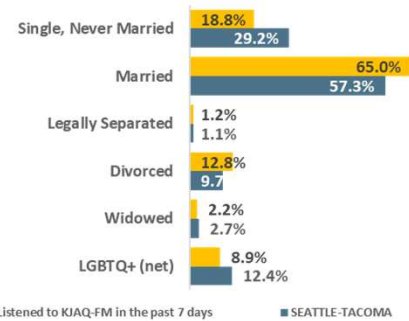
### Education Levels: Adults 18 or older



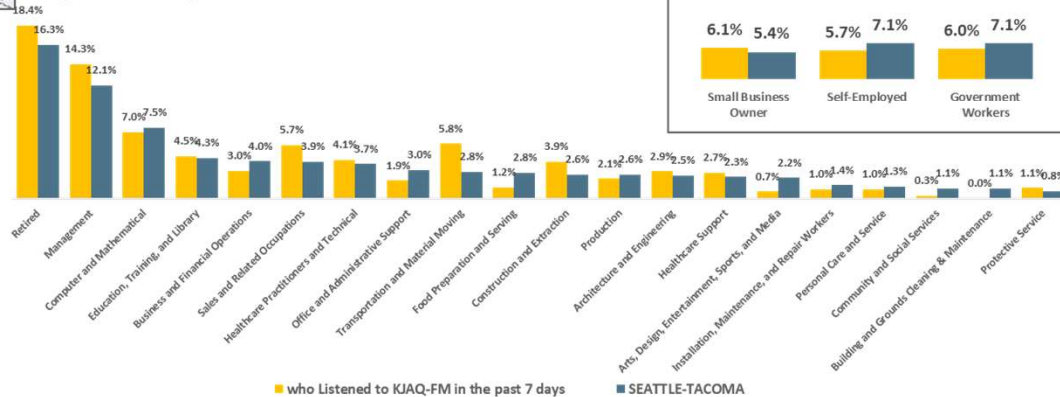
### Employment: Adults 18 or older



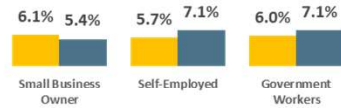
### Marital Status: Adults 18 or older



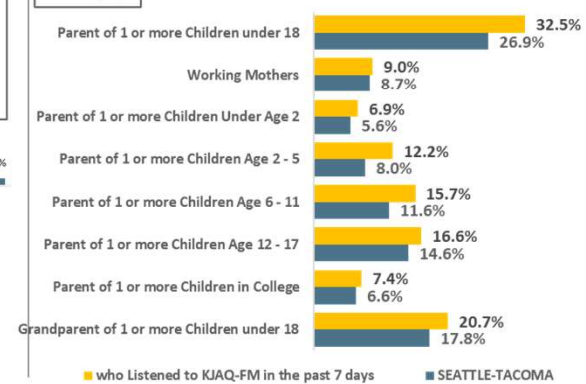
### Top-20 Occupations: Adults 18 or older



### Entrepreneurs/Government Workers



### Stage in Life: Adults 18 or older

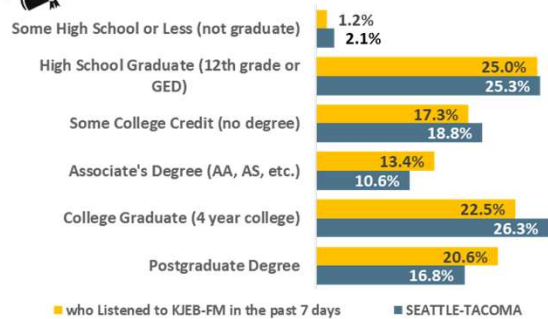




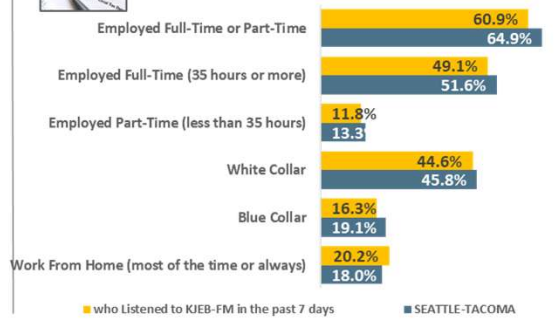
13.3% or 512,463 of SEATTLE-TACOMA Metro Adults 18 or older Listened to KJEB-FM in the past 7 days. Adults 18 or older who Listened to KJEB-FM in the past 7 days are .% less likely to be a college graduate, 4.9% less likely to work full-time, .2% less likely to be married, 5.3% less likely to be a parent of 1 or more children under 18.



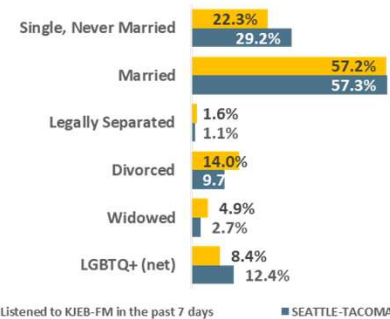
### Education Levels: Adults 18 or older



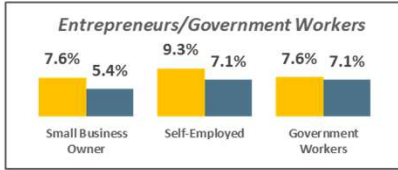
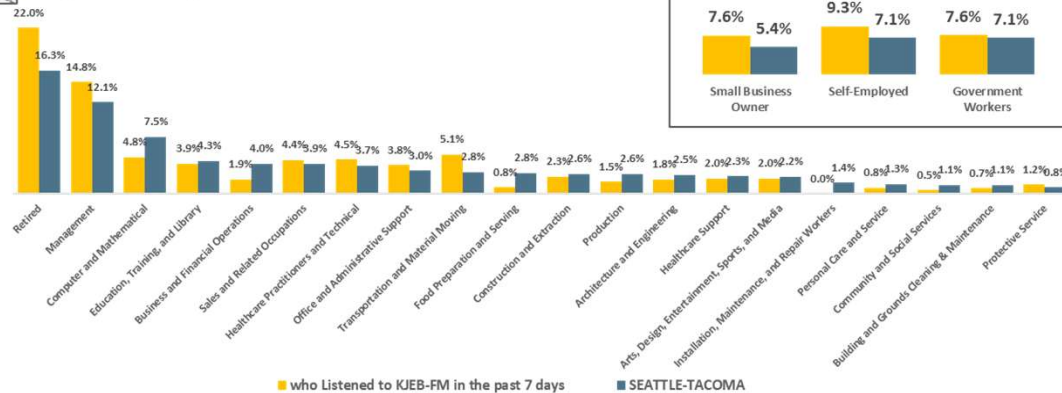
### Employment: Adults 18 or older



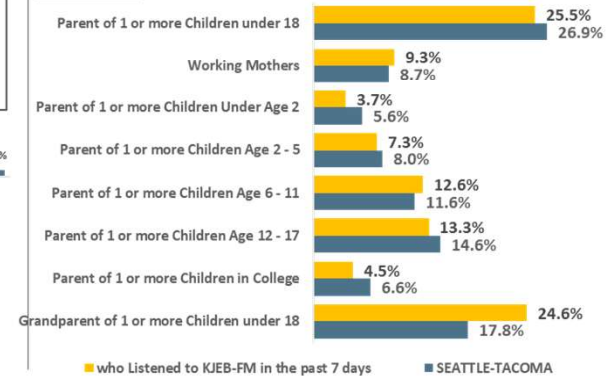
### Marital Status: Adults 18 or older



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



### Stage in Life: Adults 18 or older

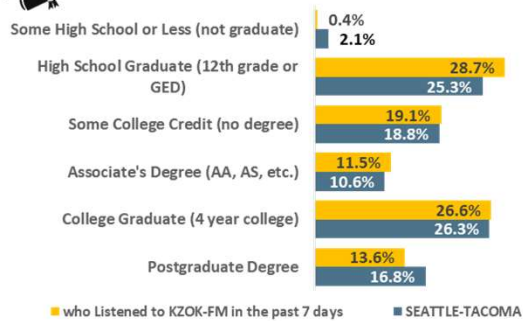




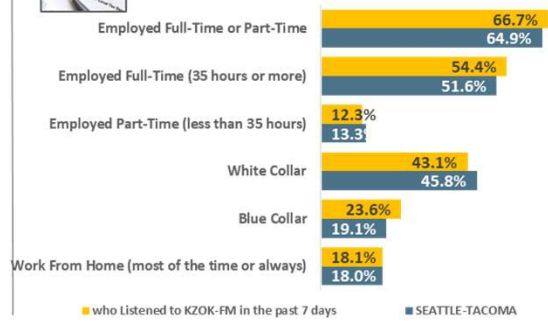
12.5% or 481,526 of SEATTLE-TACOMA Metro Adults 18 or older Listened to KZOK-FM in the past 7 days. Adults 18 or older who Listened to KZOK-FM in the past 7 days are 6.7% less likely to be a college graduate, 5.5% more likely to work full-time, 5.3% more likely to be married, 36.1% less likely to be a parent of 1 or more children under 18.



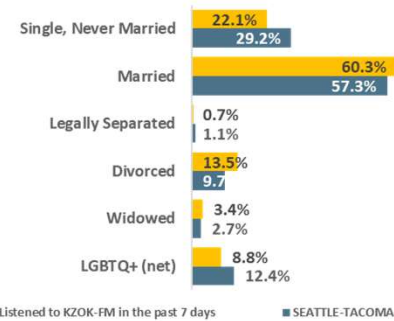
### Education Levels: Adults 18 or older



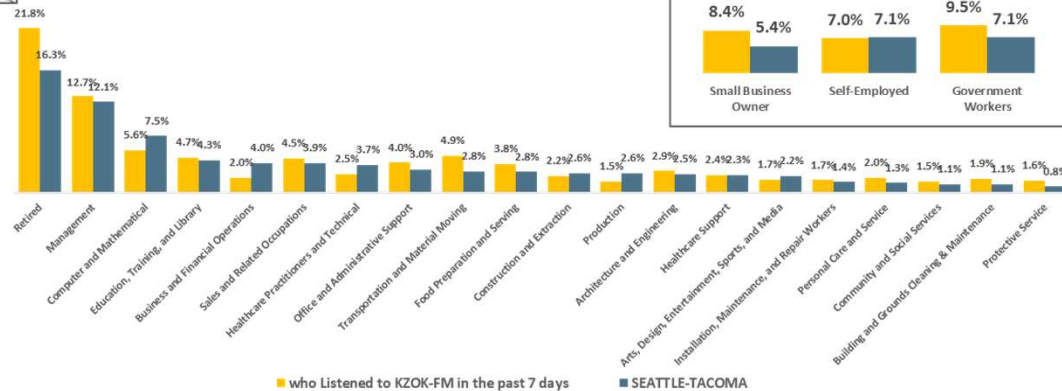
### Employment: Adults 18 or older



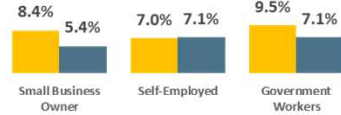
### Marital Status: Adults 18 or older



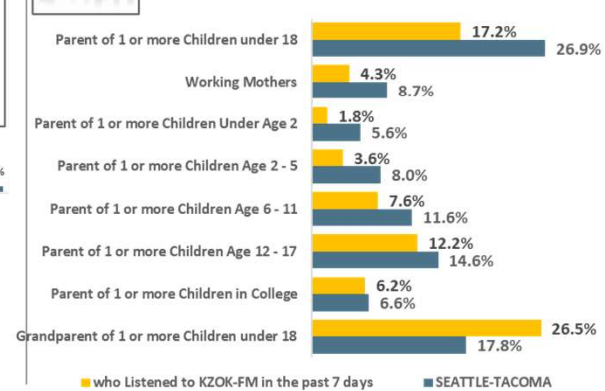
### Top-20 Occupations: Adults 18 or older



### Entrepreneurs/Government Workers



### Stage in Life: Adults 18 or older



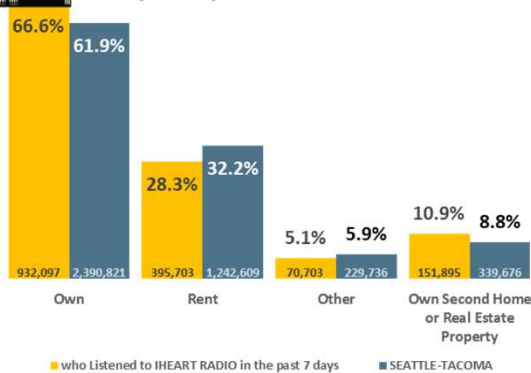




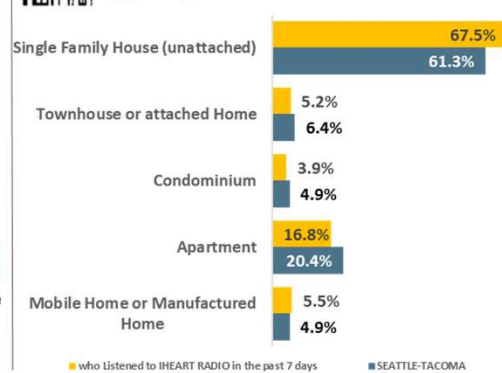
36.2% or 1,398,503 of SEATTLE-TACOMA Metro Adults 18 or older Listened to IHEART RADIO in the past 7 days. Adults 18 or older who Listened to IHEART RADIO in the past 7 days are 7.7% more likely to own their home, 2.4% more likely to own a higher valued home, 10.% more likely to have a single-family home, 13.9% more likely to have a dog.



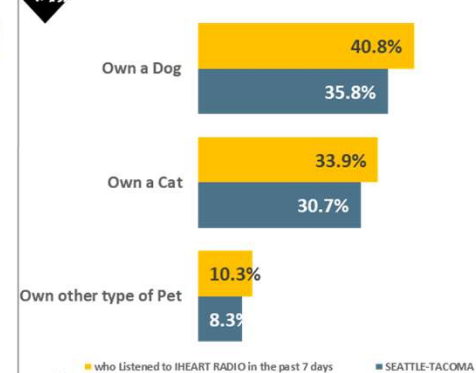
### Own/Rent/Other: Adults 18 or older



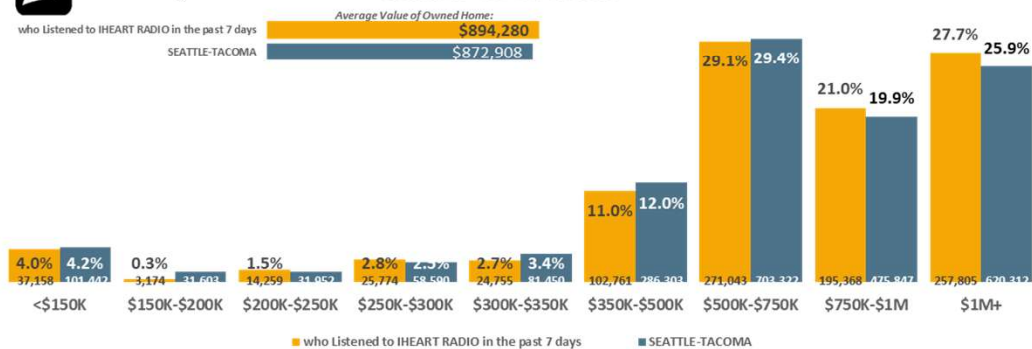
### Type of Home: Adults 18 or older



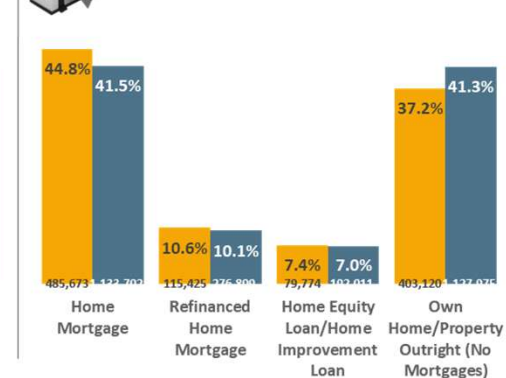
### Pets in Home: Adults 18 or older



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



### Home Loans: Adults 18 or older

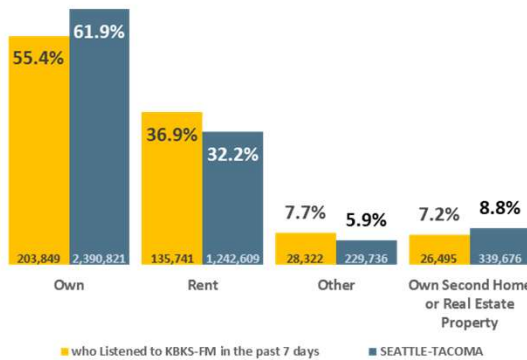




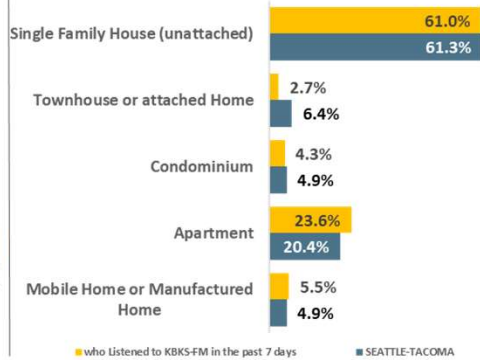
9.5% or 367,912 of SEATTLE-TACOMA Metro Adults 18 or older Listened to KBKS-FM in the past 7 days. Adults 18 or older who Listened to KBKS-FM in the past 7 days are 10.5% less likely to own their home, .5% more likely to own a lower valued home, .6% less likely to have a single-family home, 31.3% more likely to have a dog.



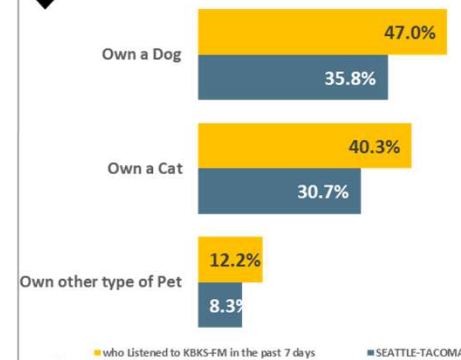
### Own/Rent/Other: Adults 18 or older



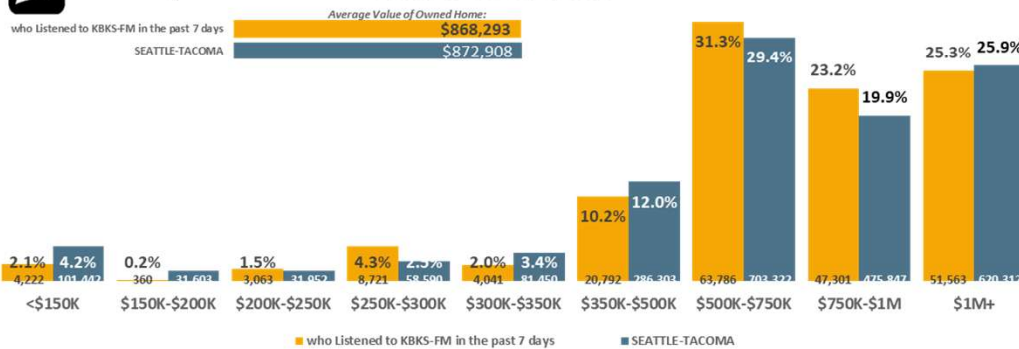
### Type of Home: Adults 18 or older



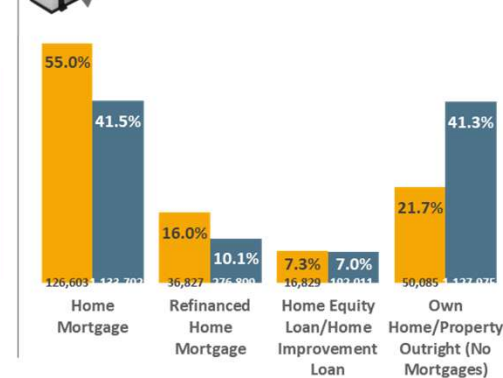
### Pets in Home: Adults 18 or older



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



### Home Loans: Adults 18 or older

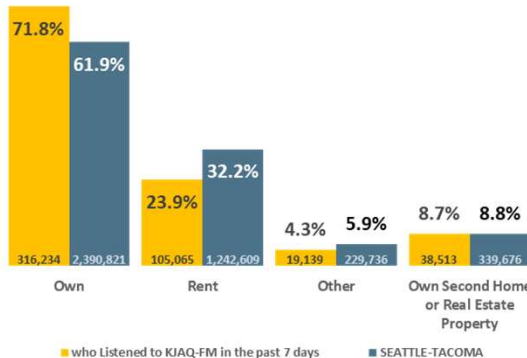




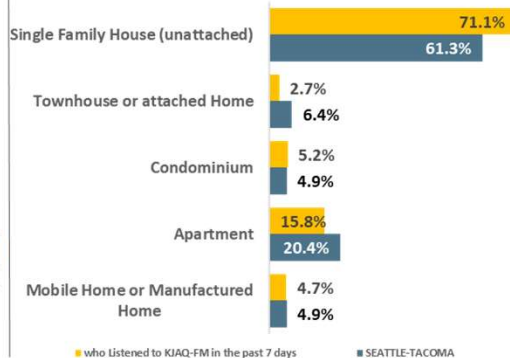
11.4% or 440,438 of SEATTLE-TACOMA Metro Adults 18 or older Listened to KJAZ-FM in the past 7 days. Adults 18 or older who Listened to KJAZ-FM in the past 7 days are 16.% more likely to own their home, 3.5% more likely to own a lower valued home, 15.9% more likely to have a single-family home, 8.9% more likely to have a dog.



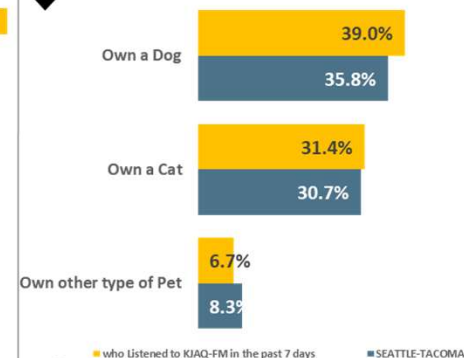
### Own/Rent/Other: Adults 18 or older



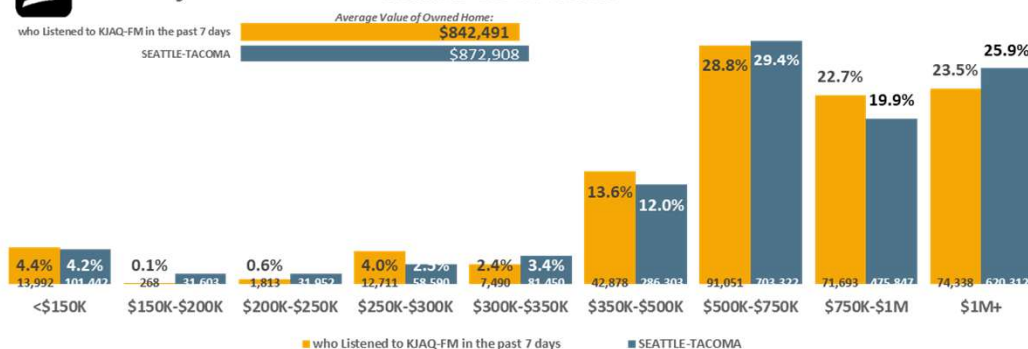
### Type of Home: Adults 18 or older



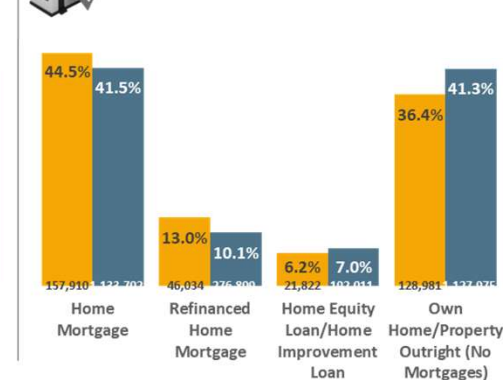
### Pets in Home: Adults 18 or older



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



### Home Loans: Adults 18 or older



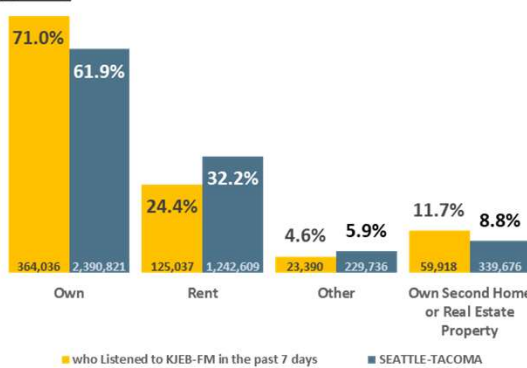




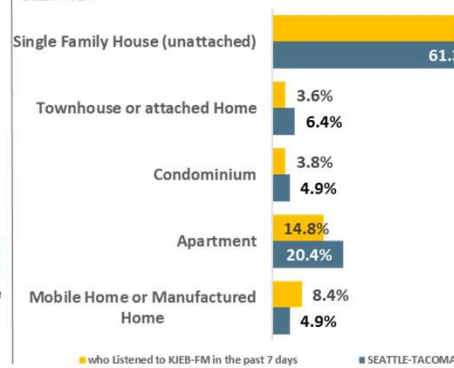
13.3% or 512,463 of SEATTLE-TACOMA Metro Adults 18 or older Listened to KJEB-FM in the past 7 days. Adults 18 or older who Listened to KJEB-FM in the past 7 days are 14.8% more likely to own their home, 4.2% more likely to own a higher valued home, 12.6% more likely to have a single-family home, 16.7% more likely to have a dog.



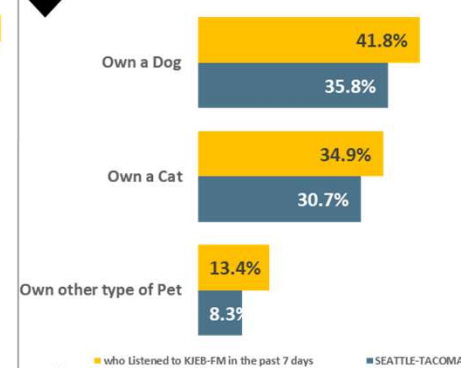
### Own/Rent/Other: Adults 18 or older



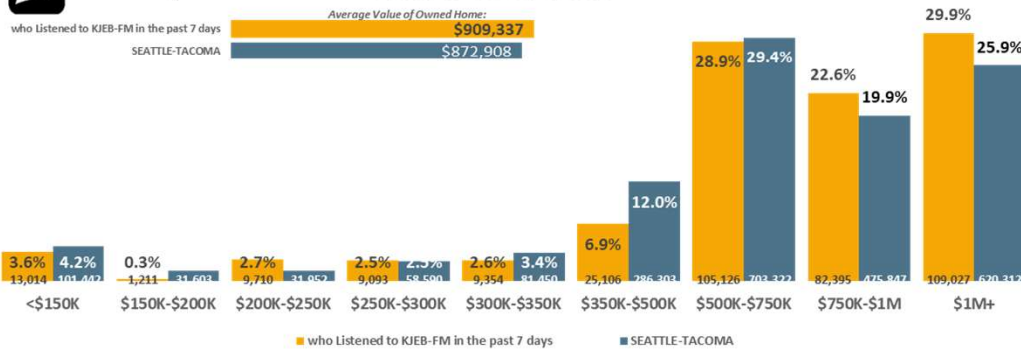
### Type of Home: Adults 18 or older



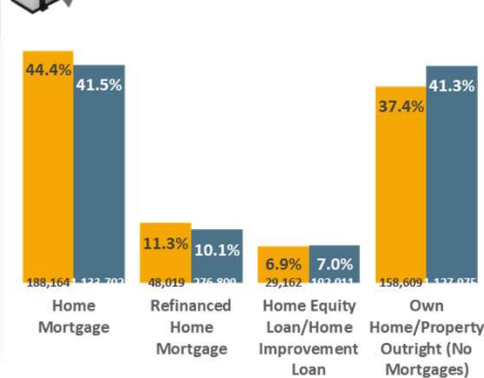
### Pets in Home: Adults 18 or older



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



### Home Loans: Adults 18 or older

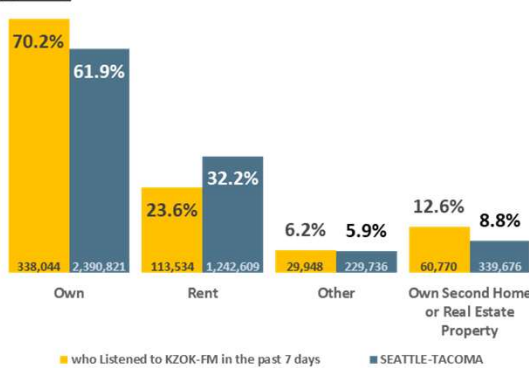




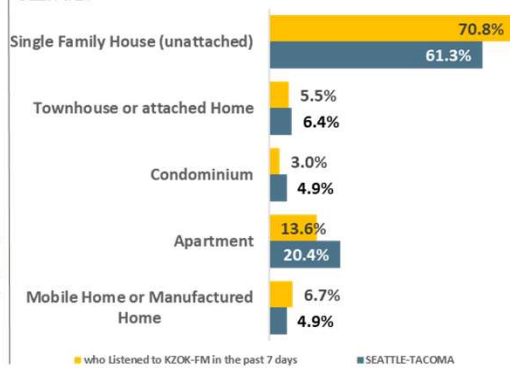
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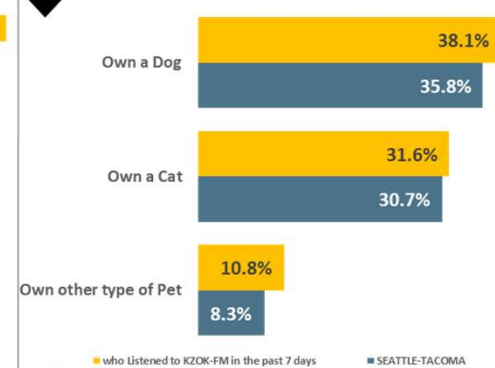
### Own/Rent/Other: Adults 18 or older



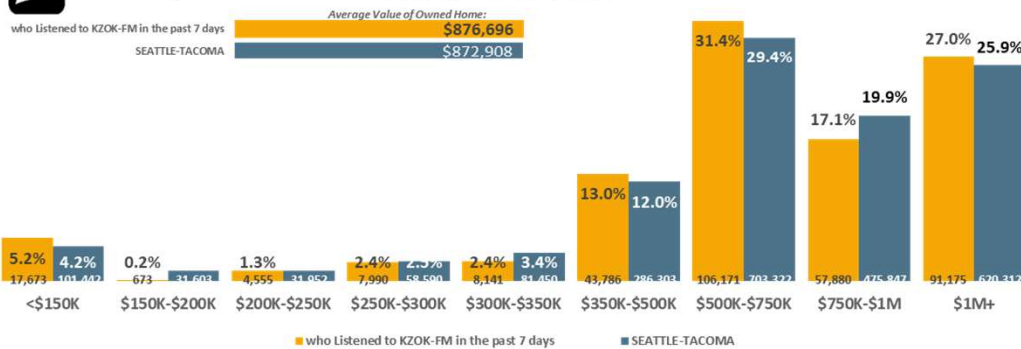
### Type of Home: Adults 18 or older



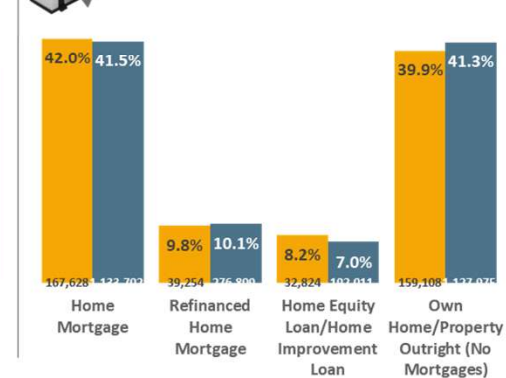
### Pets in Home: Adults 18 or older



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



### Home Loans: Adults 18 or older

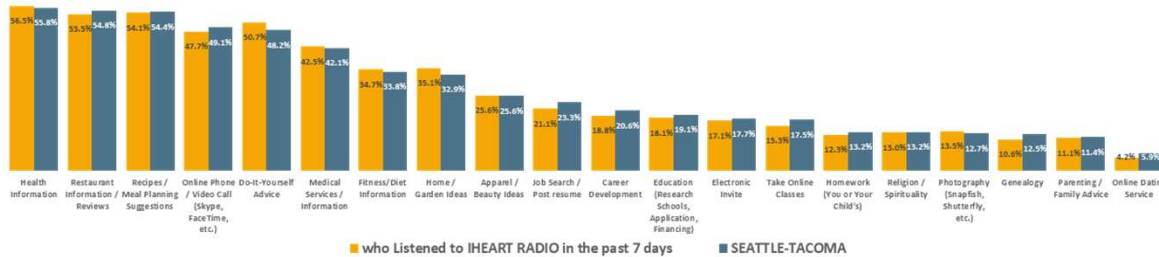




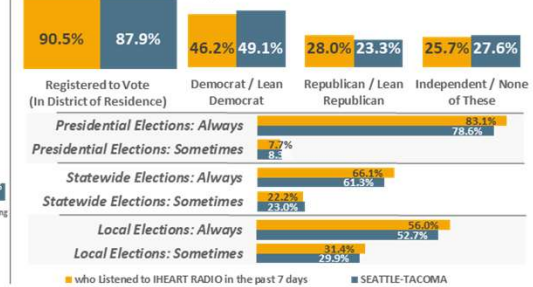
36.2% or 1,398,503 of SEATTLE-TACOMA Metro Adults 18 or older Listened to IHEART RADIO in the past 7 days. Adults 18 or older who Listened to IHEART RADIO in the past 7 days are 5.3% more likely to look up D-I-Y advice online, 6.2% more likely to always vote in local elections, 14.2% less likely to belong to a gym, 1.8% more likely to fly domestic past yr.



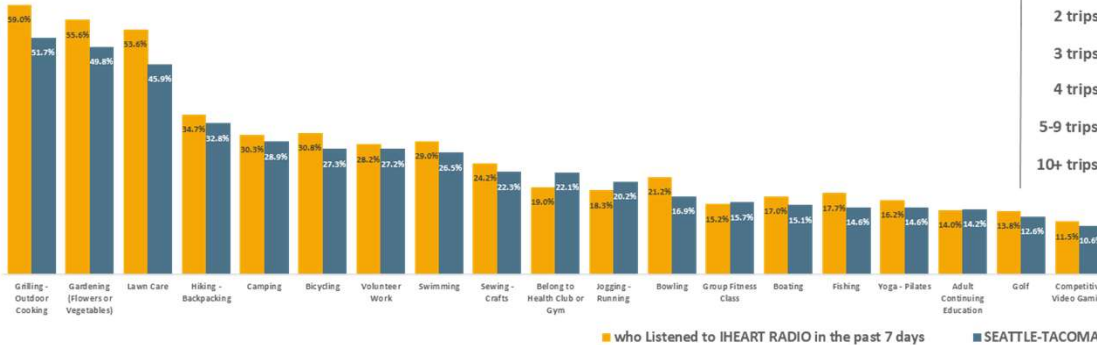
### Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



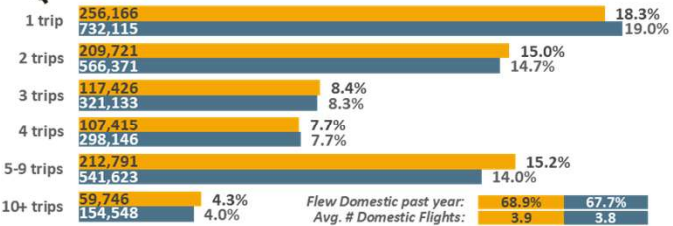
### Political Activity: Adults 18 or older



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



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



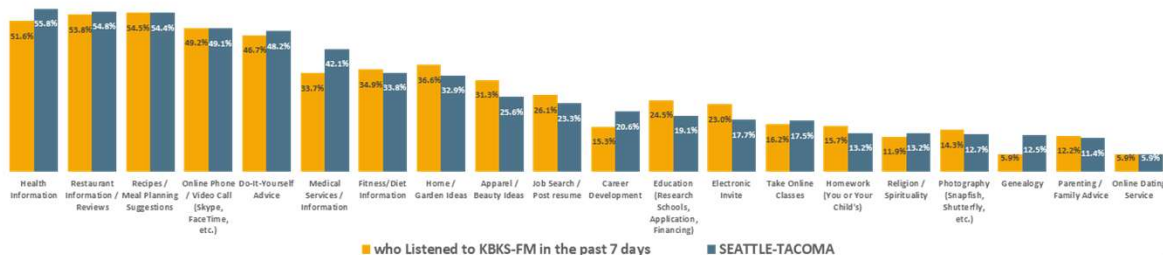
Flew Domestic past year: 68.9%  
Avg. # Domestic Flights: 3.9



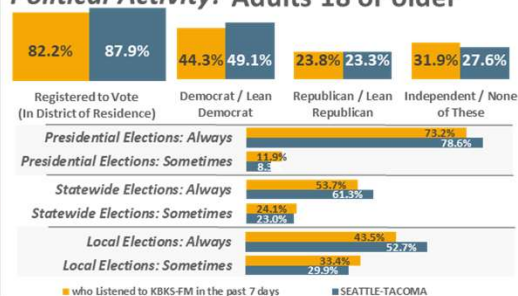
9.5% or 367,912 of SEATTLE-TACOMA Metro Adults 18 or older Listened to KBKS-FM in the past 7 days. Adults 18 or older who Listened to KBKS-FM in the past 7 days are 3.1% less likely to look up D-I-Y advice online, 17.4% less likely to always vote in local elections, 25.% less likely to belong to a gym, 14.1% more likely to fly domestic past yr.



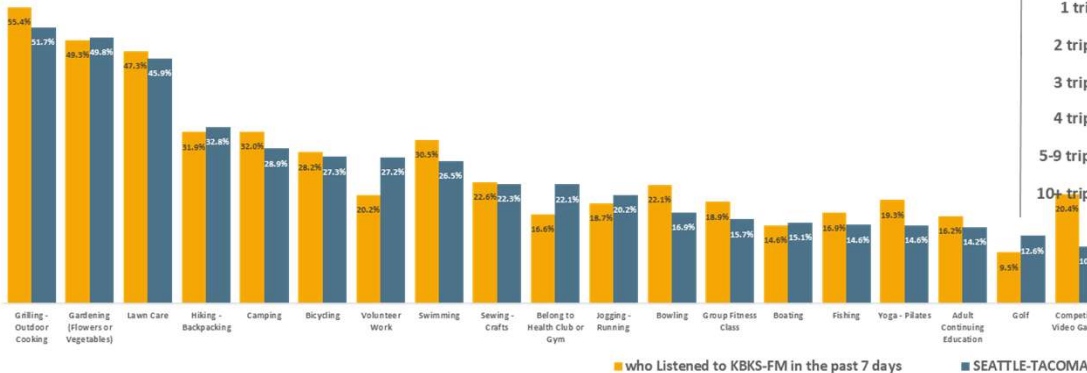
### Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



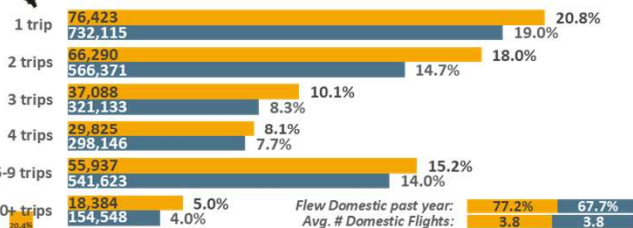
### Political Activity: Adults 18 or older



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



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



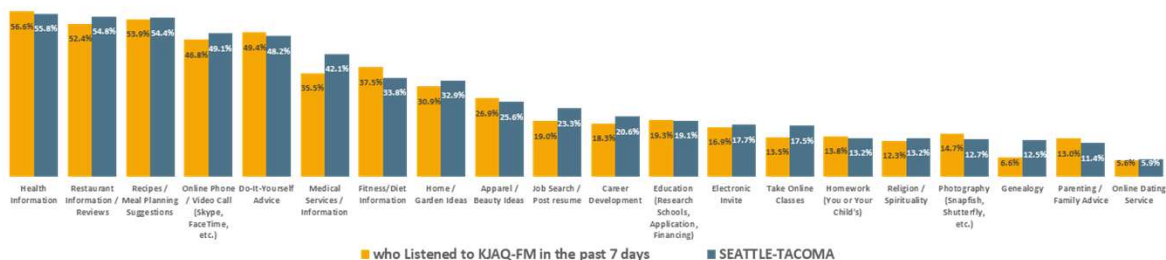




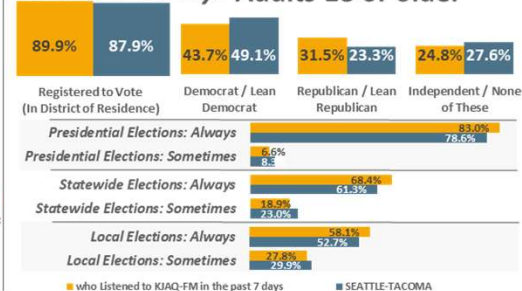
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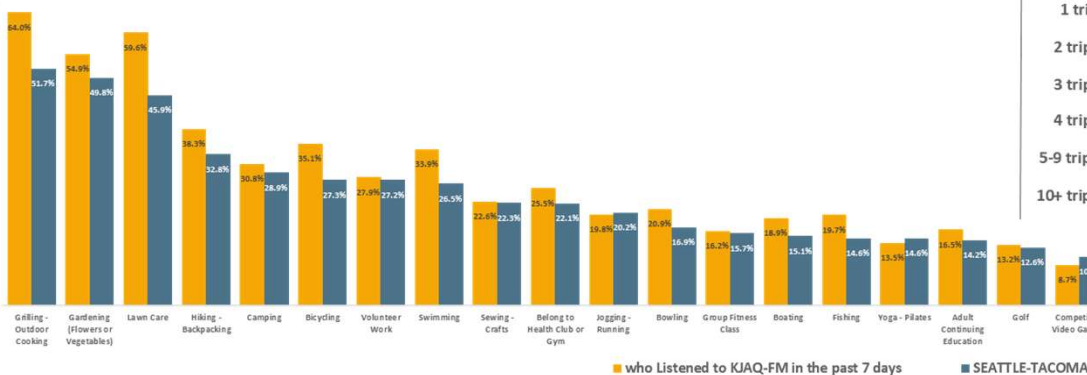
### Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



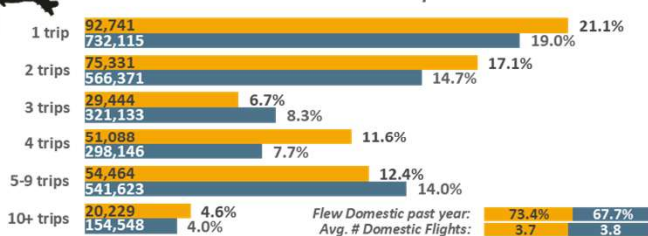
### Political Activity: Adults 18 or older



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



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



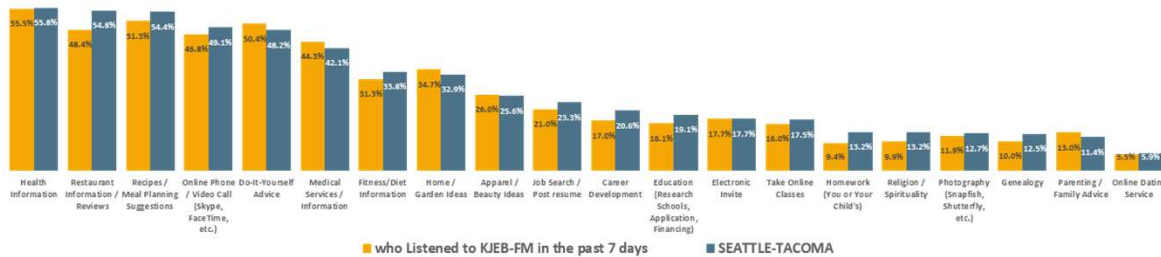
Flew Domestic past year: 73.4%  
Avg. # Domestic Flights: 3.7



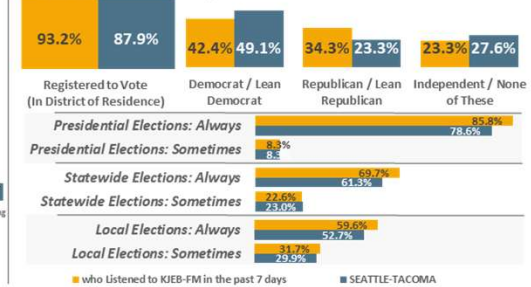
13.3% or 512,463 of SEATTLE-TACOMA Metro Adults 18 or older Listened to KJEB-FM in the past 7 days. Adults 18 or older who Listened to KJEB-FM in the past 7 days are 4.6% more likely to look up D-I-Y advice online, 13.1% more likely to always vote in local elections, 8.7% less likely to belong to a gym, .4% more likely to fly domestic past yr.



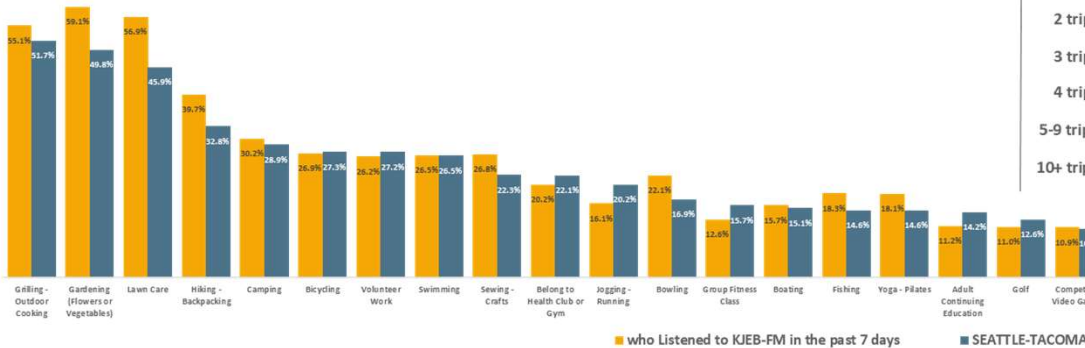
### Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



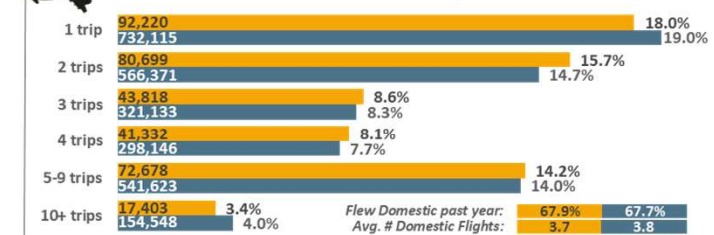
### Political Activity: Adults 18 or older



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



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



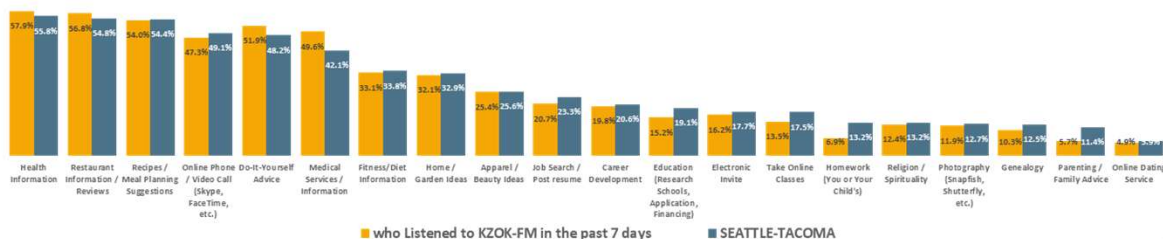
Flew Domestic past year: 67.9%  
Avg. # Domestic Flights: 3.7



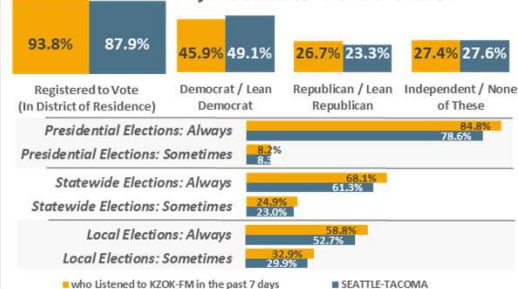
12.5% or 481,526 of SEATTLE-TACOMA Metro Adults 18 or older Listened to KZOK-FM in the past 7 days. Adults 18 or older who Listened to KZOK-FM in the past 7 days are 7.8% more likely to look up D-I-Y advice online, 11.7% more likely to always vote in local elections, 29.9% less likely to belong to a gym, 4.6% less likely to fly domestic past yr.



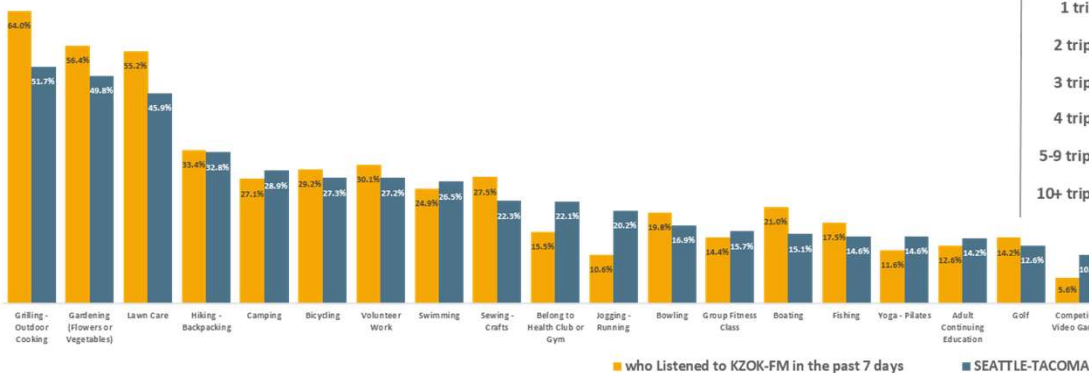
### Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



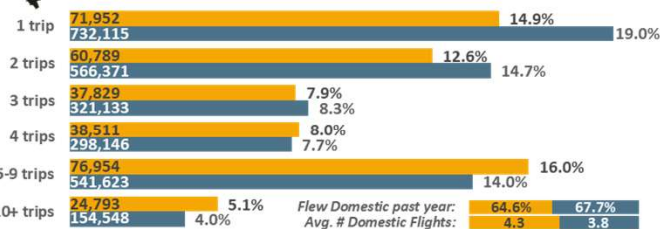
### Political Activity: Adults 18 or older



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



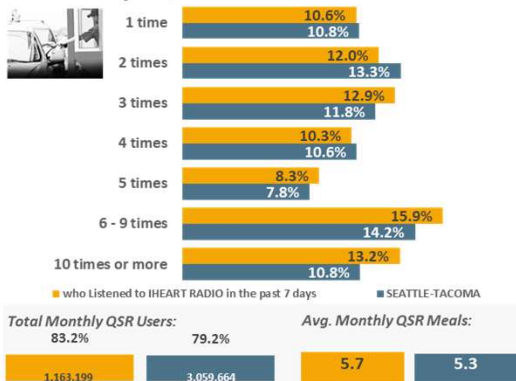
### Past 12-months Domestic Airline Trips: Adults 18 or older



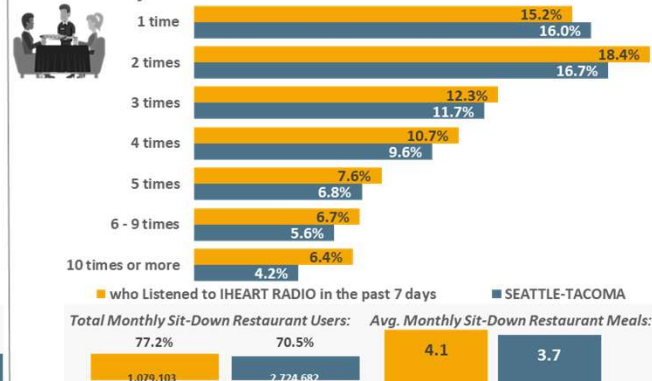


36.2% or 1,398,503 of SEATTLE-TACOMA Metro Adults 18 or older Listened to IHEART RADIO in the past 7 days. Adults 18 or older who Listened to IHEART RADIO in the past 7 days are 5% more likely to use QSRs past mo., 9.4% more likely to use Sit-Down Restaurants past mo., 12.8% more likely to use Casinos past yr., 7.7% less likely to smoke cigarettes.

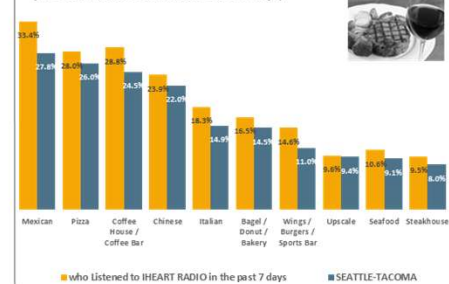
### Past 30-days QSR Users: Adults 18 or older



### 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)

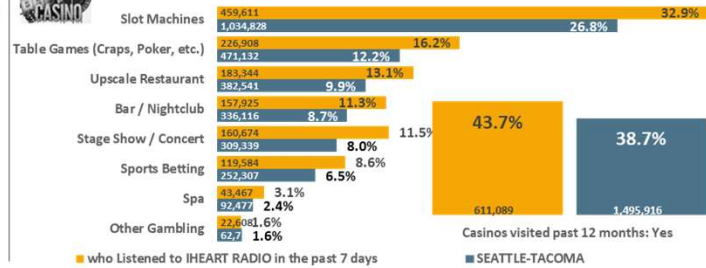


**Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)**  
who Listened to IHEART RADIO in the past 7 days: 313,780 (22.4%)  
SEATTLE-TACOMA: 771,732 (20.0%)

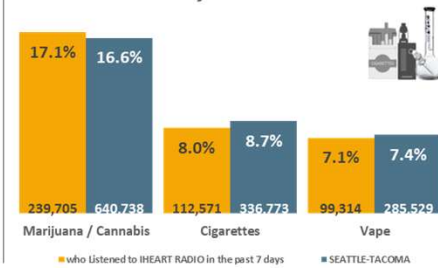
### Drank Past 30-days: Adults 18 or older



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



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

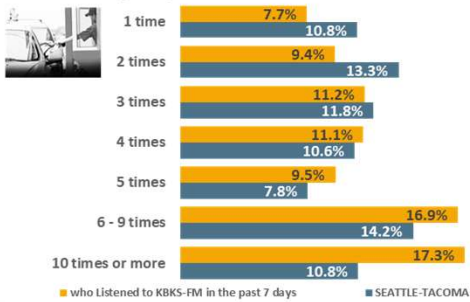




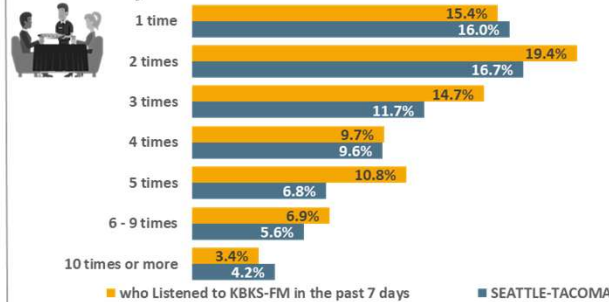


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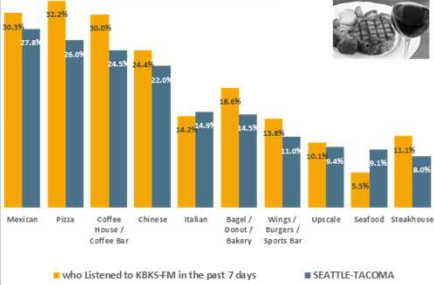
### Past 30-days QSR Users: Adults 18 or older



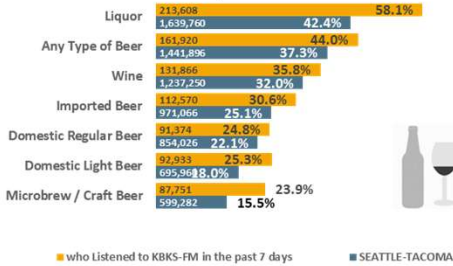
### Past 30-days Sit-Down Restaurant Users: Adults 18 or older



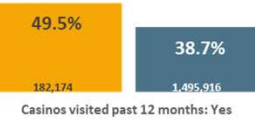
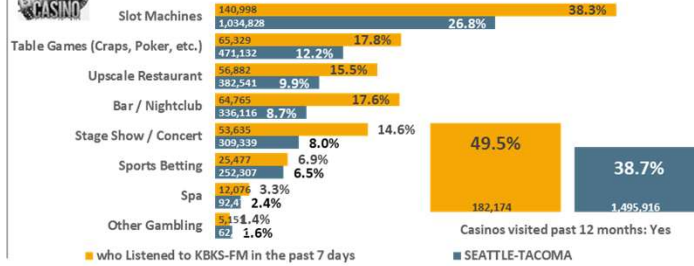
### Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



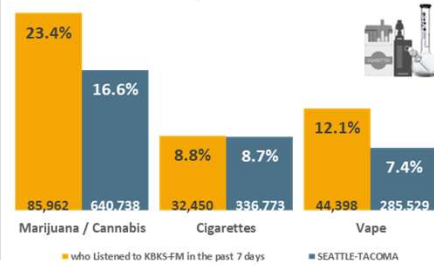
### Drank Past 30-days: Adults 18 or older



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



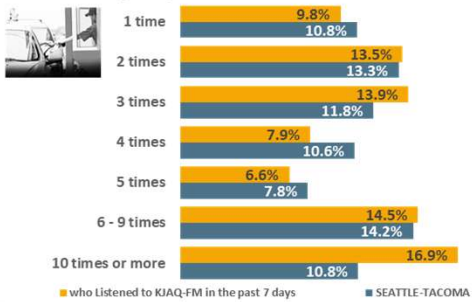
### Used Past 30-days: Adults 18 or older



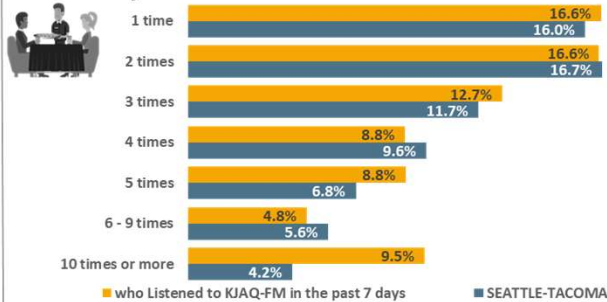


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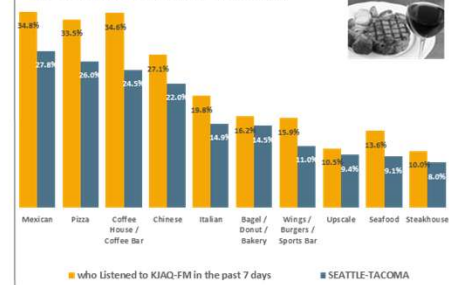
### Past 30-days QSR Users: Adults 18 or older



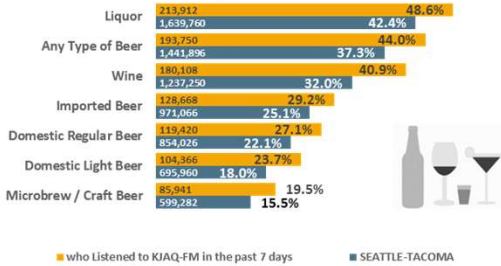
### Past 30-days Sit-Down Restaurant Users: Adults 18 or older



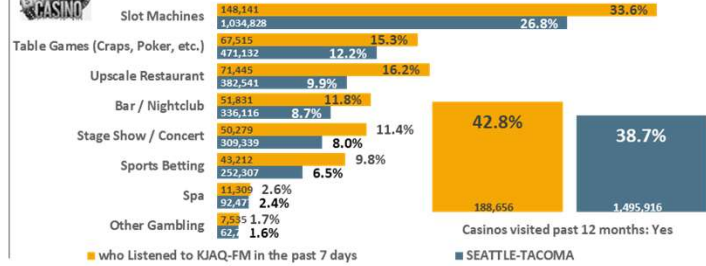
### Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



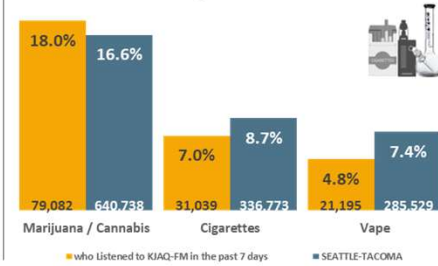
### Drank Past 30-days: Adults 18 or older



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



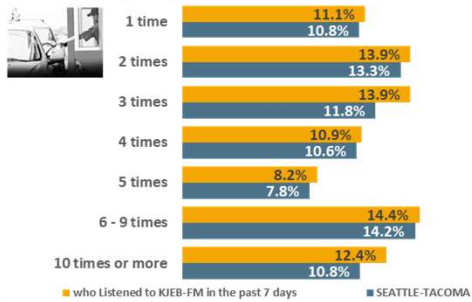
### Used Past 30-days: Adults 18 or older



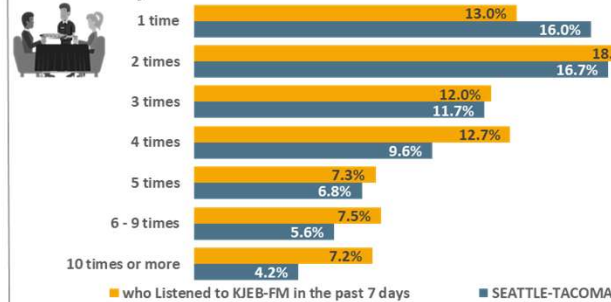


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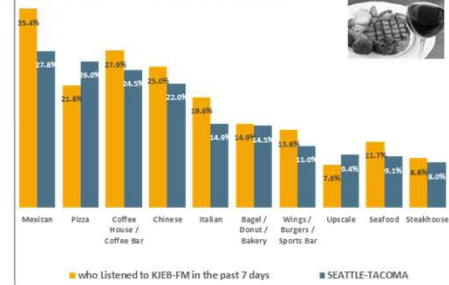
### Past 30-days QSR Users: Adults 18 or older



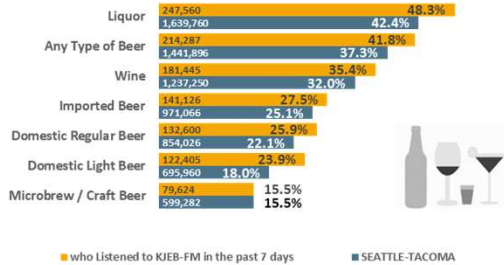
### Past 30-days Sit-Down Restaurant Users: Adults 18 or older



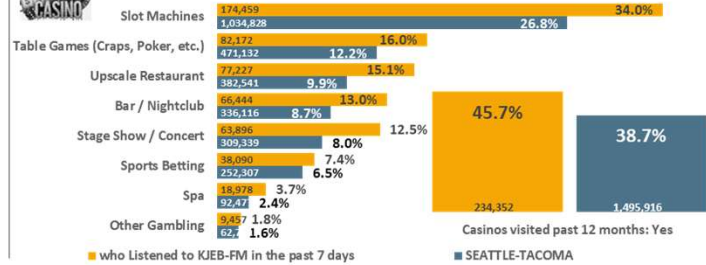
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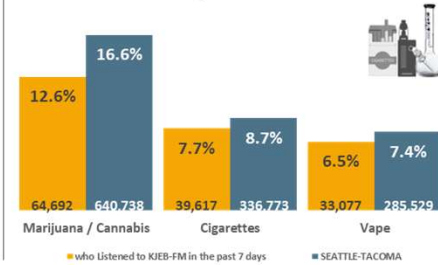
### Drank Past 30-days: Adults 18 or older



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



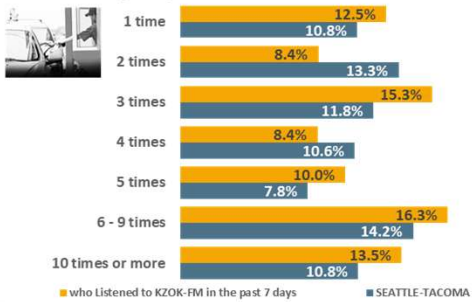
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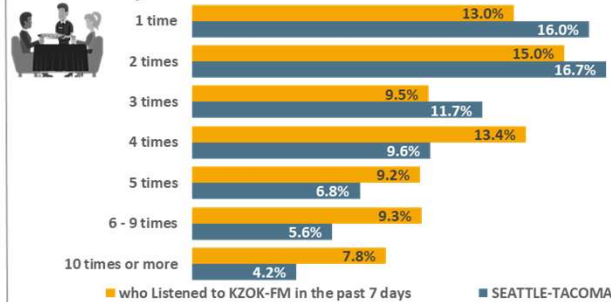


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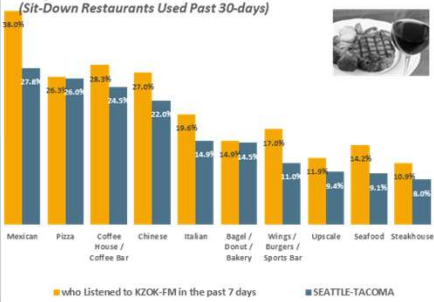
### Past 30-days QSR Users: Adults 18 or older



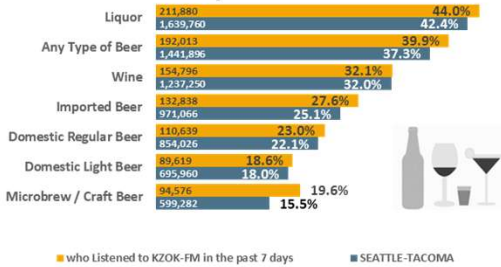
### Past 30-days Sit-Down Restaurant Users: Adults 18 or older



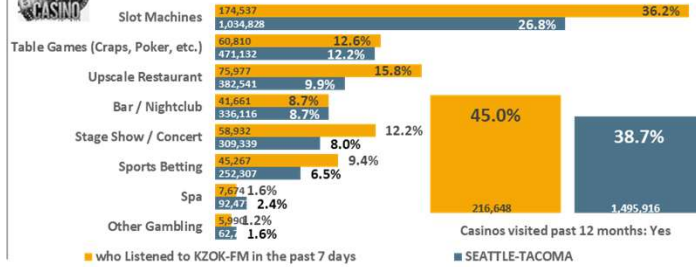
### Top-10 Cuisines: Adults 18 or older



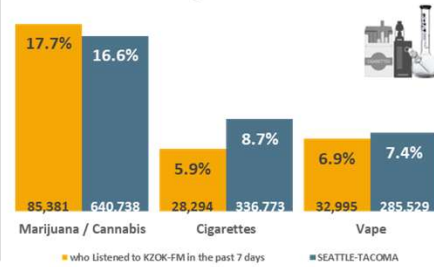
### Drank Past 30-days: Adults 18 or older



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



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



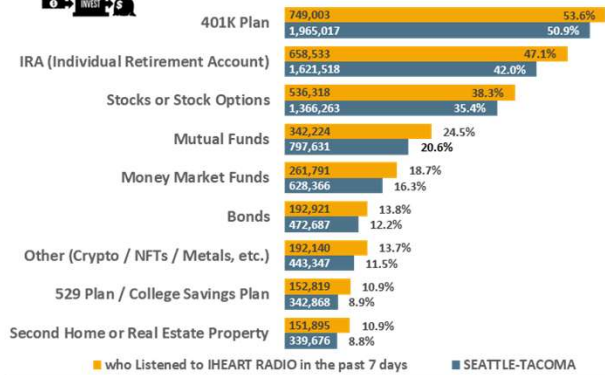




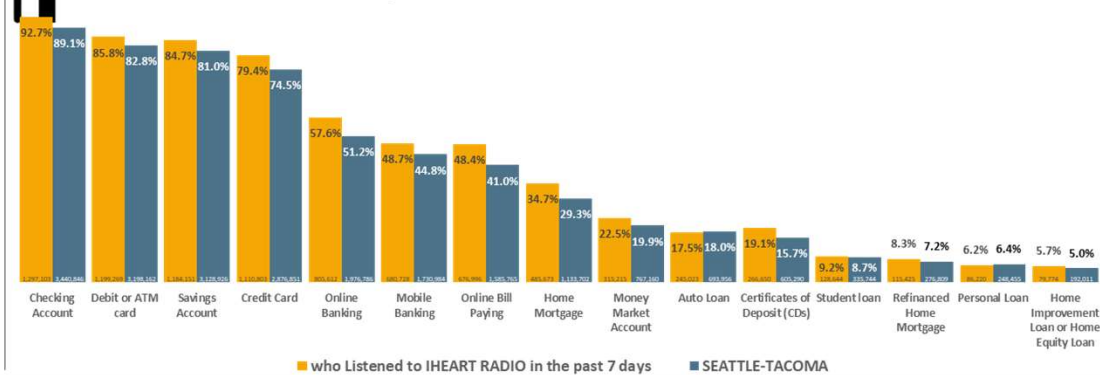
36.2% or 1,398,503 of SEATTLE-TACOMA Metro Adults 18 or older Listened to IHEART RADIO in the past 7 days. Adults 18 or older who Listened to IHEART RADIO in the past 7 days are 5.3% more likely to have a 401K, 2.5% less likely to have an Auto Loan, 10.3% more likely to Invest/Trade Stocks Online, 7% more likely to pay with their Debit Card.



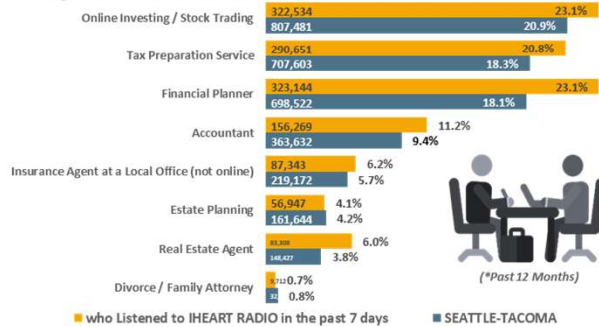
### Investments Owned: Adults 18 or older



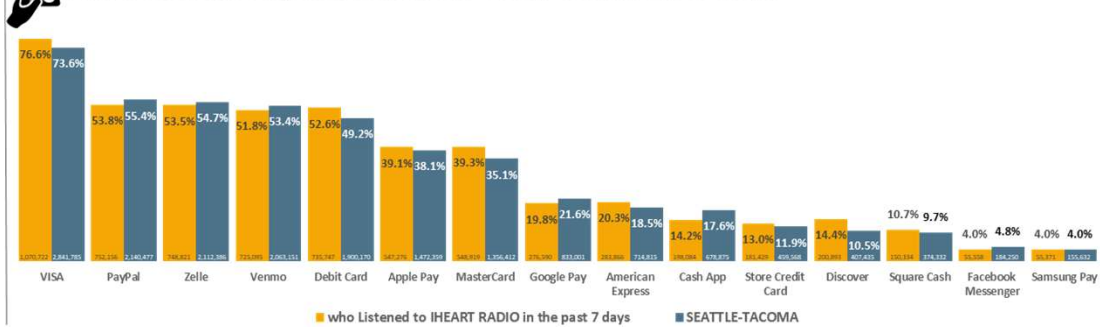
### Financial Services Has and/or Uses: Adults 18 or older



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



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



SEATTLE-TACOMA Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 1,405  
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(Radio Stations: KBKS-FM OR Radio Stations: KJAQ-FM OR Radio Stations: KJEB-FM OR Radio Stations: KJR-AM OR Radio Stations: KJR-FM OR Radio Stations: KJR-FM HD2 OR Radio Stations: KZOK-FM)



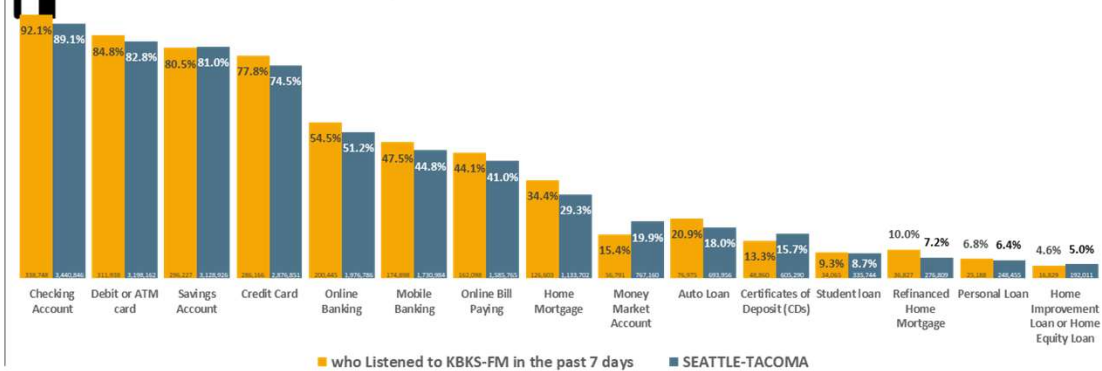
9.5% or 367,912 of SEATTLE-TACOMA Metro Adults 18 or older Listened to KBKS-FM in the past 7 days. Adults 18 or older who Listened to KBKS-FM in the past 7 days are 6.6% more likely to have a 401K, 16.5% more likely to have an Auto Loan, 10.% more likely to Invest/Trade Stocks Online, 4.1% less likely to pay with their Debit Card.



### Investments Owned: Adults 18 or older



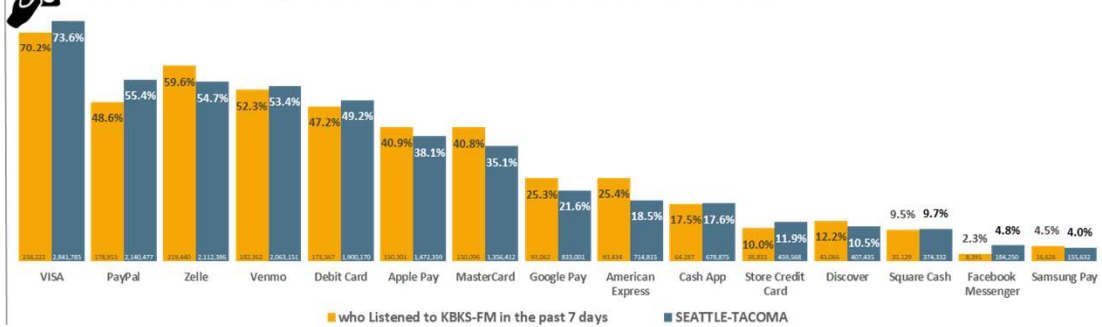
### Financial Services Has and/or Uses: Adults 18 or older



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



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

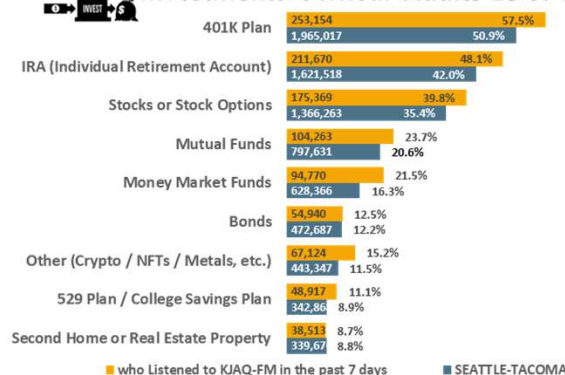




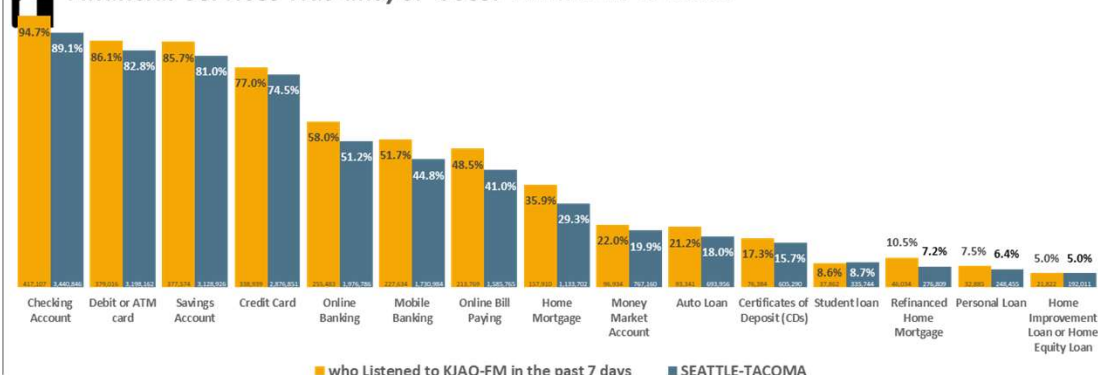
11.4% or 440,438 of SEATTLE-TACOMA Metro Adults 18 or older Listened to KJAZ-FM in the past 7 days. Adults 18 or older who Listened to KJAZ-FM in the past 7 days are 13.% more likely to have a 401K, 18.% more likely to have an Auto Loan, 16.2% more likely to Invest/Trade Stocks Online, 9.9% more likely to pay with their Debit Card.



### Investments Owned: Adults 18 or older



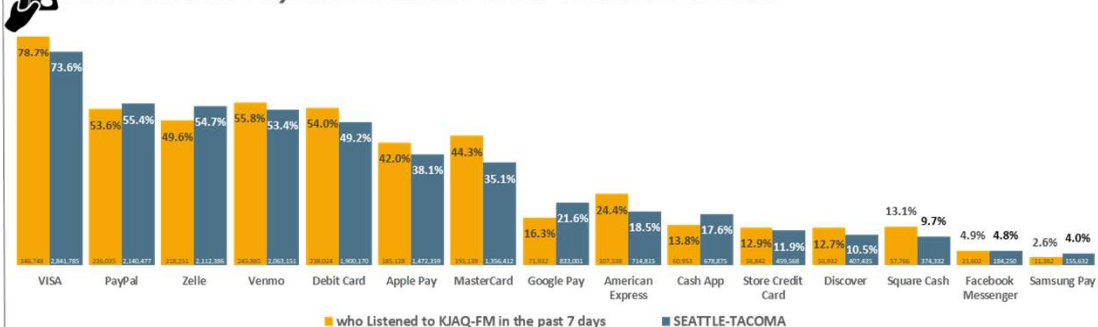
### Financial Services Has and/or Uses: Adults 18 or older



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



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





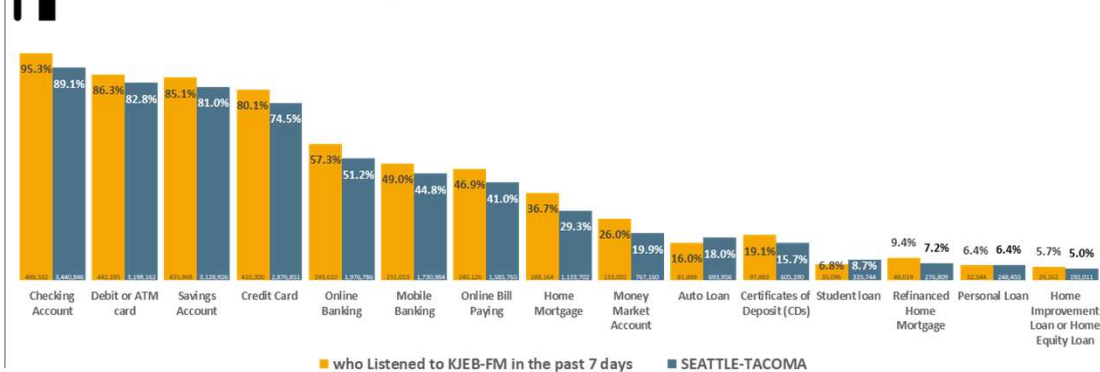
13.3% or 512,463 of SEATTLE-TACOMA Metro Adults 18 or older Listened to KJEB-FM in the past 7 days. Adults 18 or older who Listened to KJEB-FM in the past 7 days are 4.8% more likely to have a 401K, 11.% less likely to have an Auto Loan, 4.% more likely to Invest/Trade Stocks Online, 1.1% more likely to pay with their Debit Card.



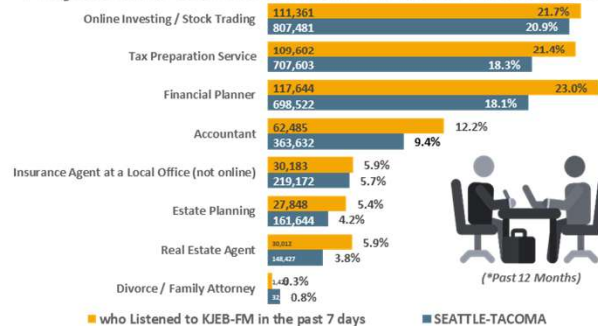
### Investments Owned: Adults 18 or older



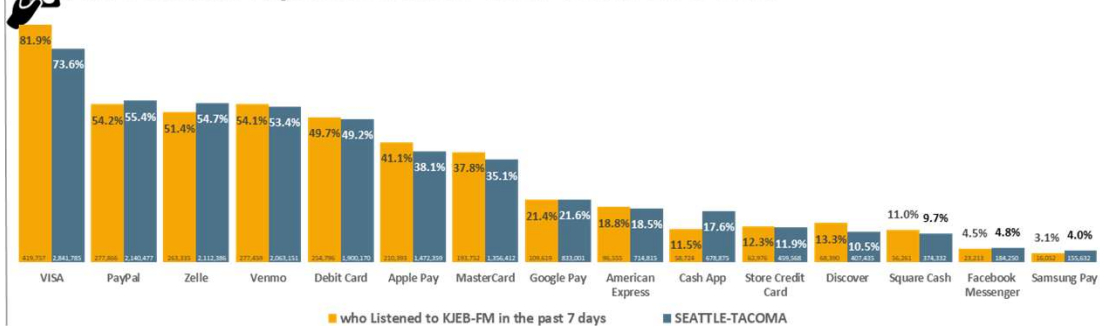
### Financial Services Has and/or Uses: Adults 18 or older



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



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



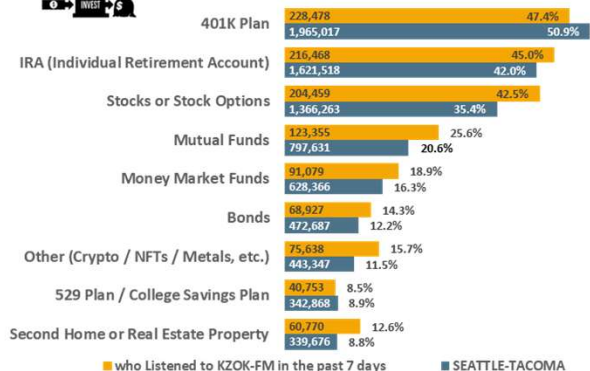




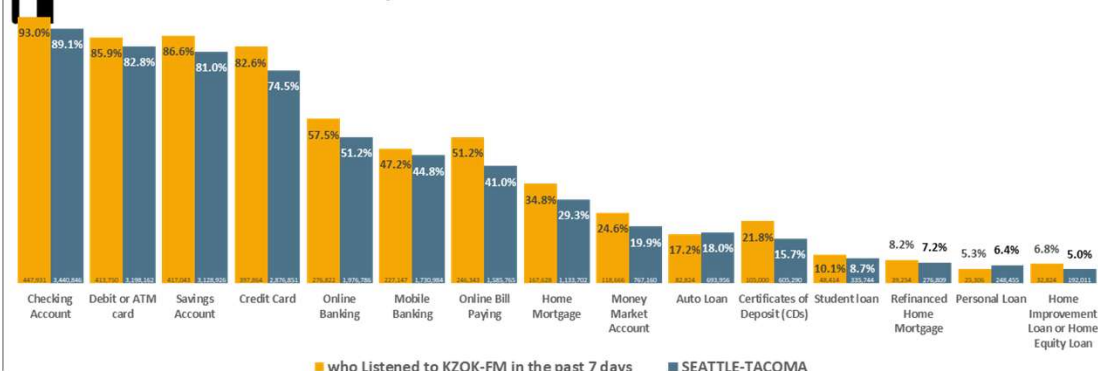
12.5% or 481,526 of SEATTLE-TACOMA Metro Adults 18 or older Listened to KZOK-FM in the past 7 days. Adults 18 or older who Listened to KZOK-FM in the past 7 days are 6.7% less likely to have a 401K, 4.2% less likely to have an Auto Loan, .6% more likely to Invest/Trade Stocks Online, 11.% more likely to pay with their Debit Card.



### Investments Owned: Adults 18 or older



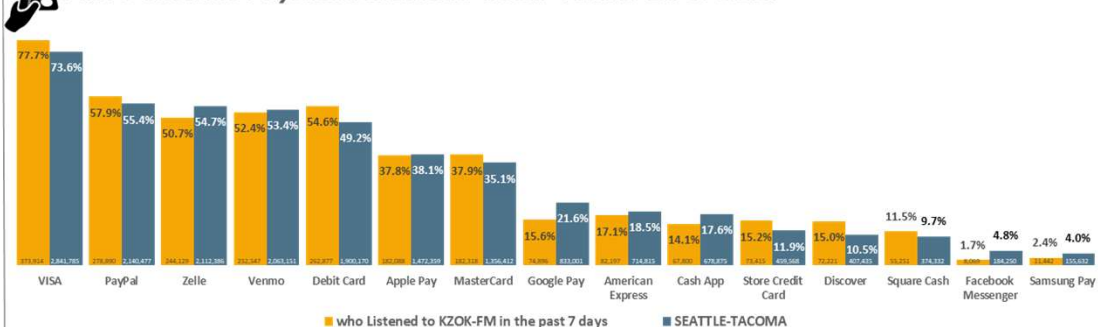
### Financial Services Has and/or Uses: Adults 18 or older



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

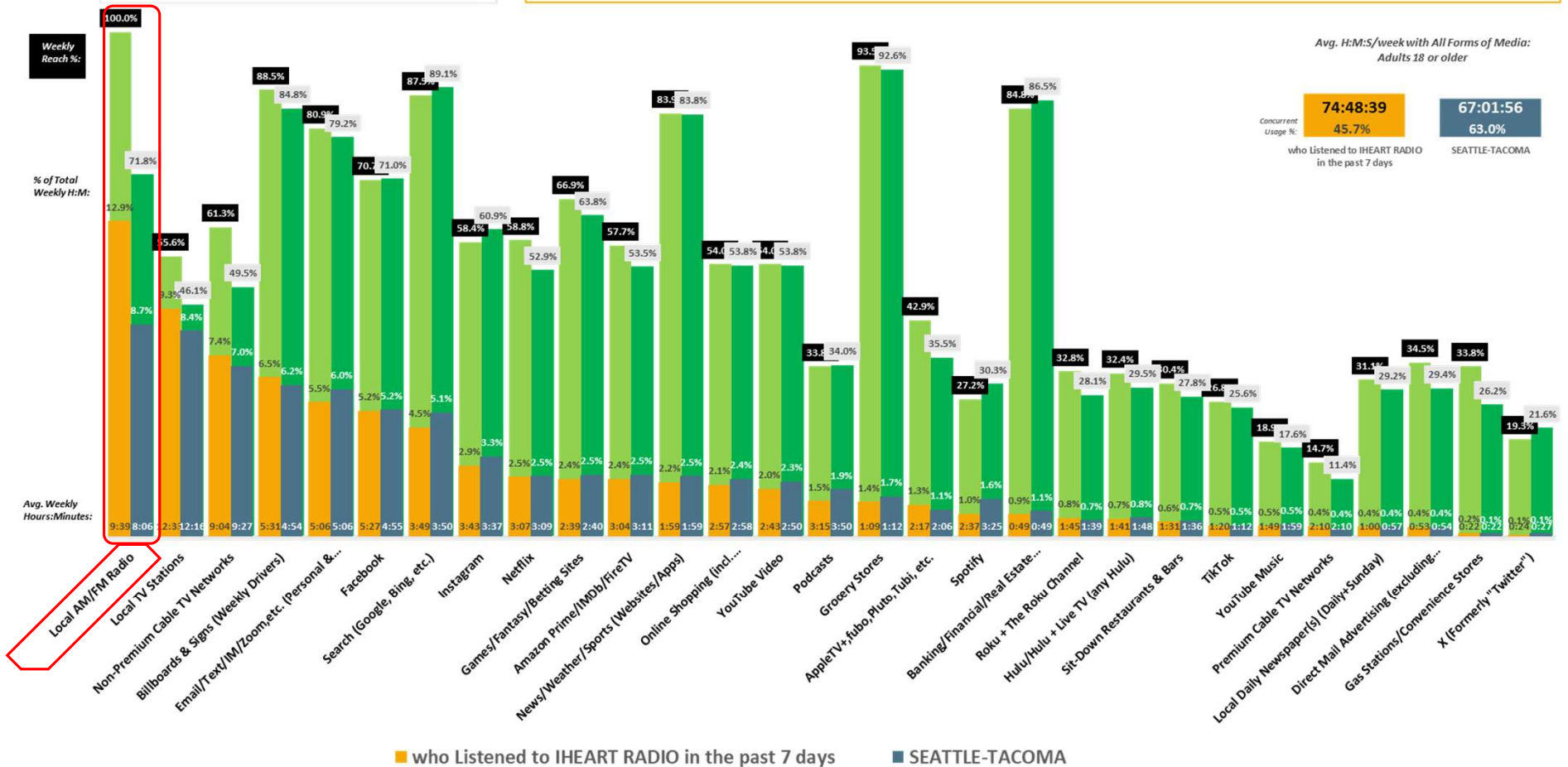


### Past 3-Months Payment Methods Used: Adults 18 or older





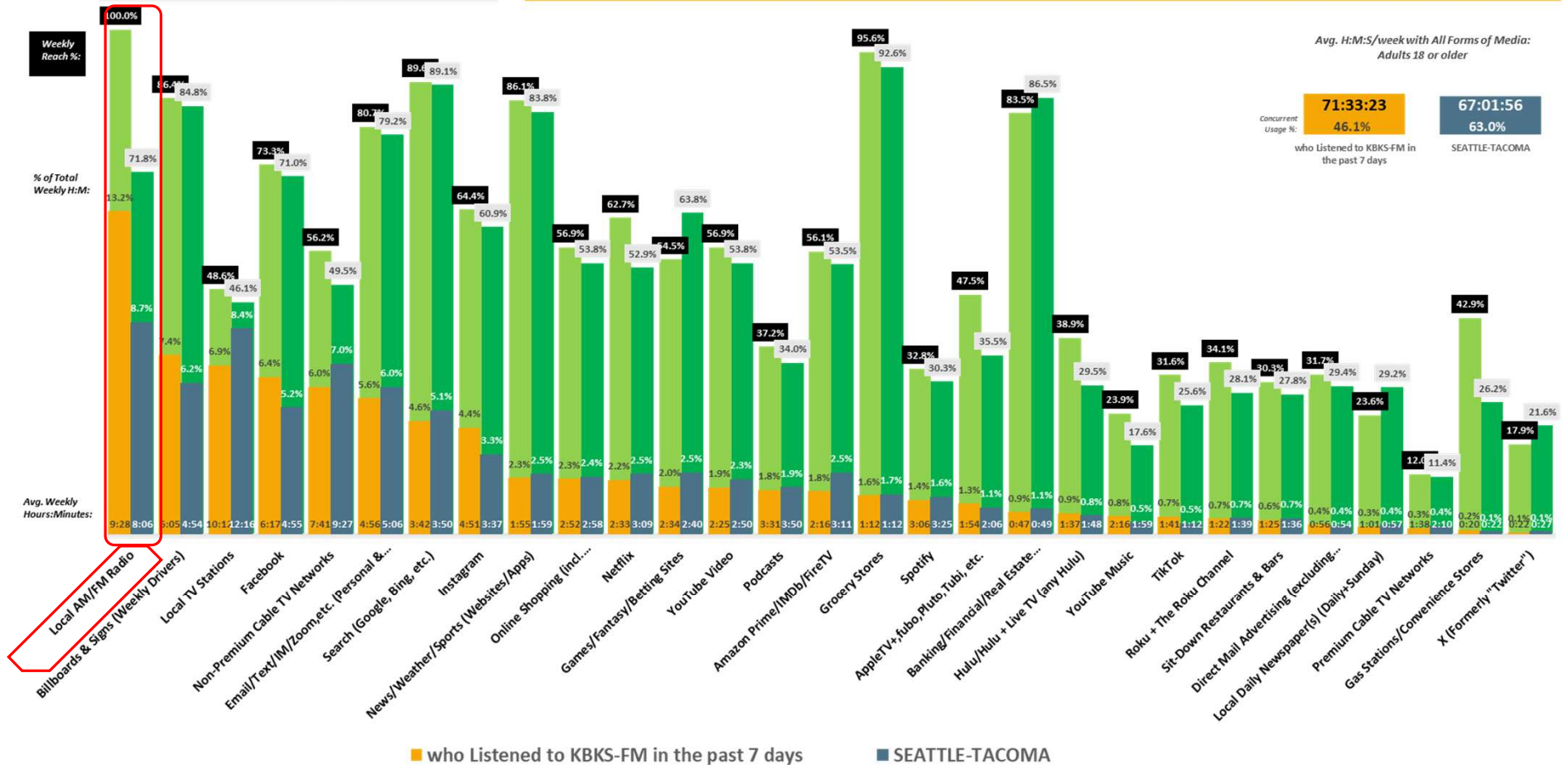
Adults 18 or older who Listened to IHEART RADIO in the past 7 days spend an average of 3 days, 2 hours, 48 minutes and 39 seconds each week with All Forms of Media.  
100.% of Adults 18 or older who Listened to IHEART RADIO in the past 7 days spend an avg. of 9 hours and 39 minutes each week listening to All Local AM/FM Radio, representing 12.9% of total time spent with all forms of Media.





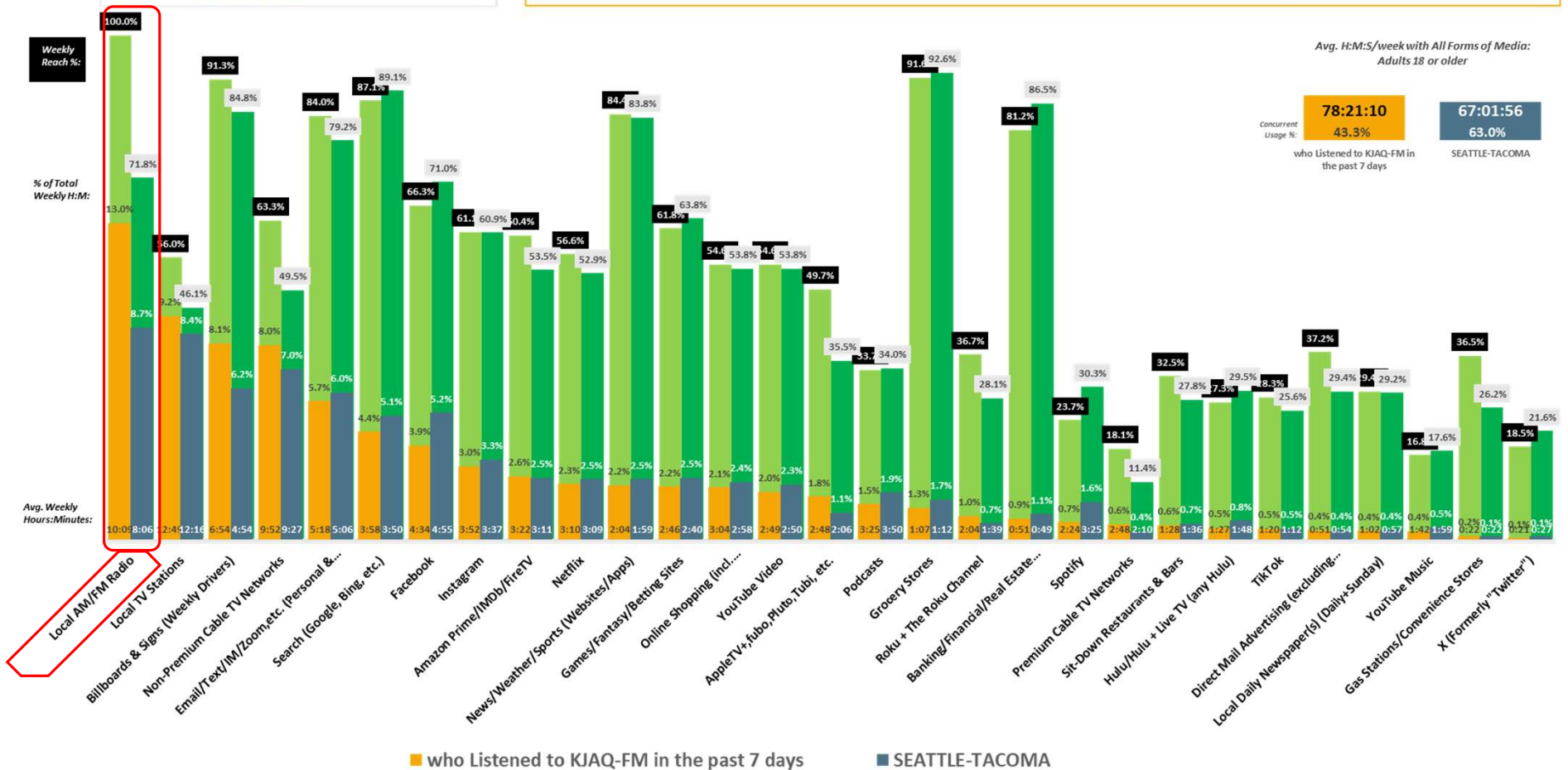
Adults 18 or older who Listened to KBKS-FM in the past 7 days spend an average of 2 days, 23 hours, 33 minutes and 23 seconds each week with All Forms of Media.

100.% of Adults 18 or older who Listened to KBKS-FM in the past 7 days spend an avg. of 9 hours and 28 minutes each week listening to All Local AM/FM Radio, representing 13.2% of total time spent with all forms of Media.





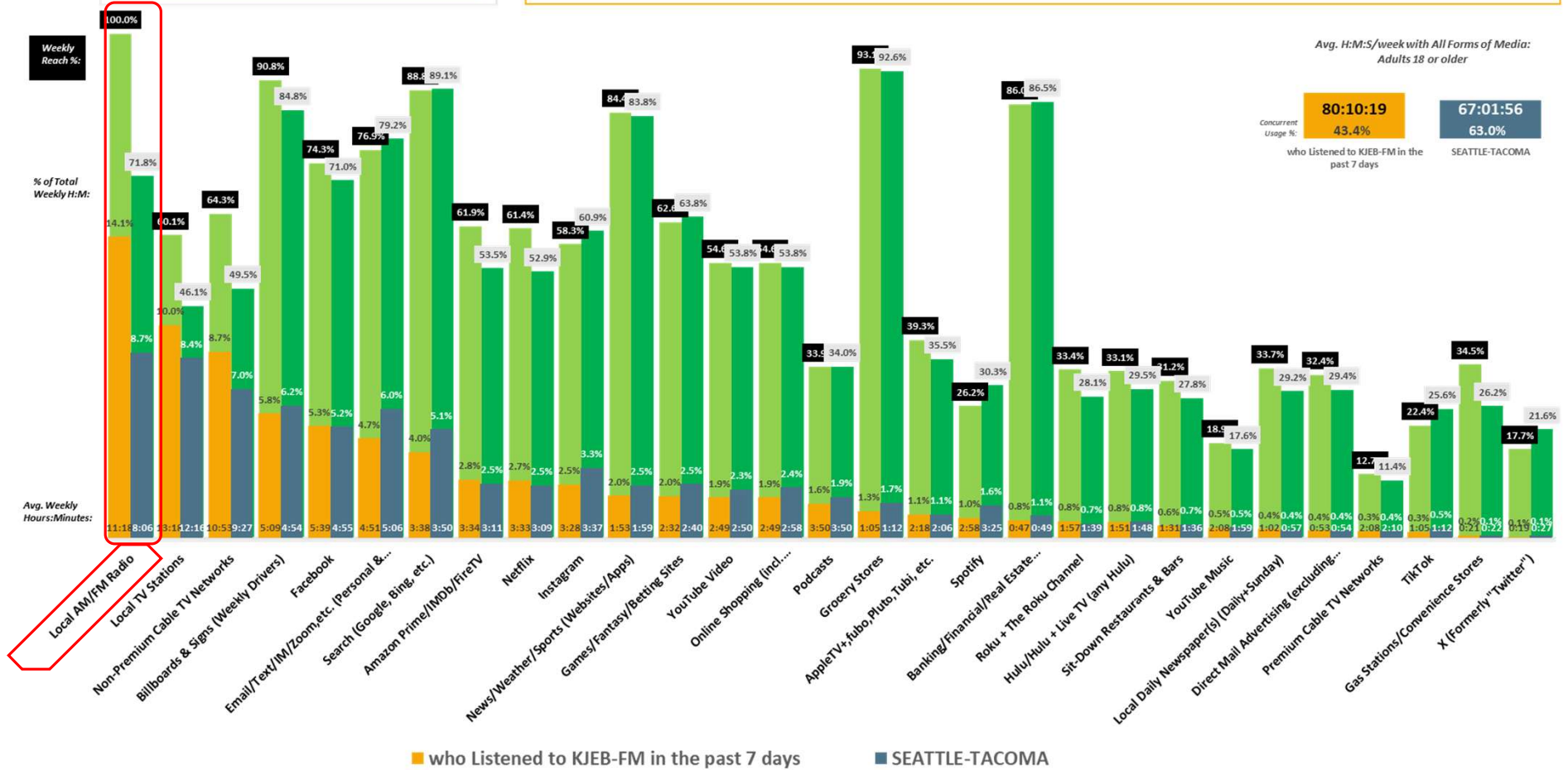
Adults 18 or older who Listened to KJAZ-FM in the past 7 days spend an average of 3 days, 6 hours, 21 minutes and 10 seconds each week with All Forms of Media.  
 100.% of Adults 18 or older who Listened to KJAZ-FM in the past 7 days spend an avg. of 10 hours and 9 minutes each week listening to All Local AM/FM Radio, representing 13.% of total time spent with all forms of Media.





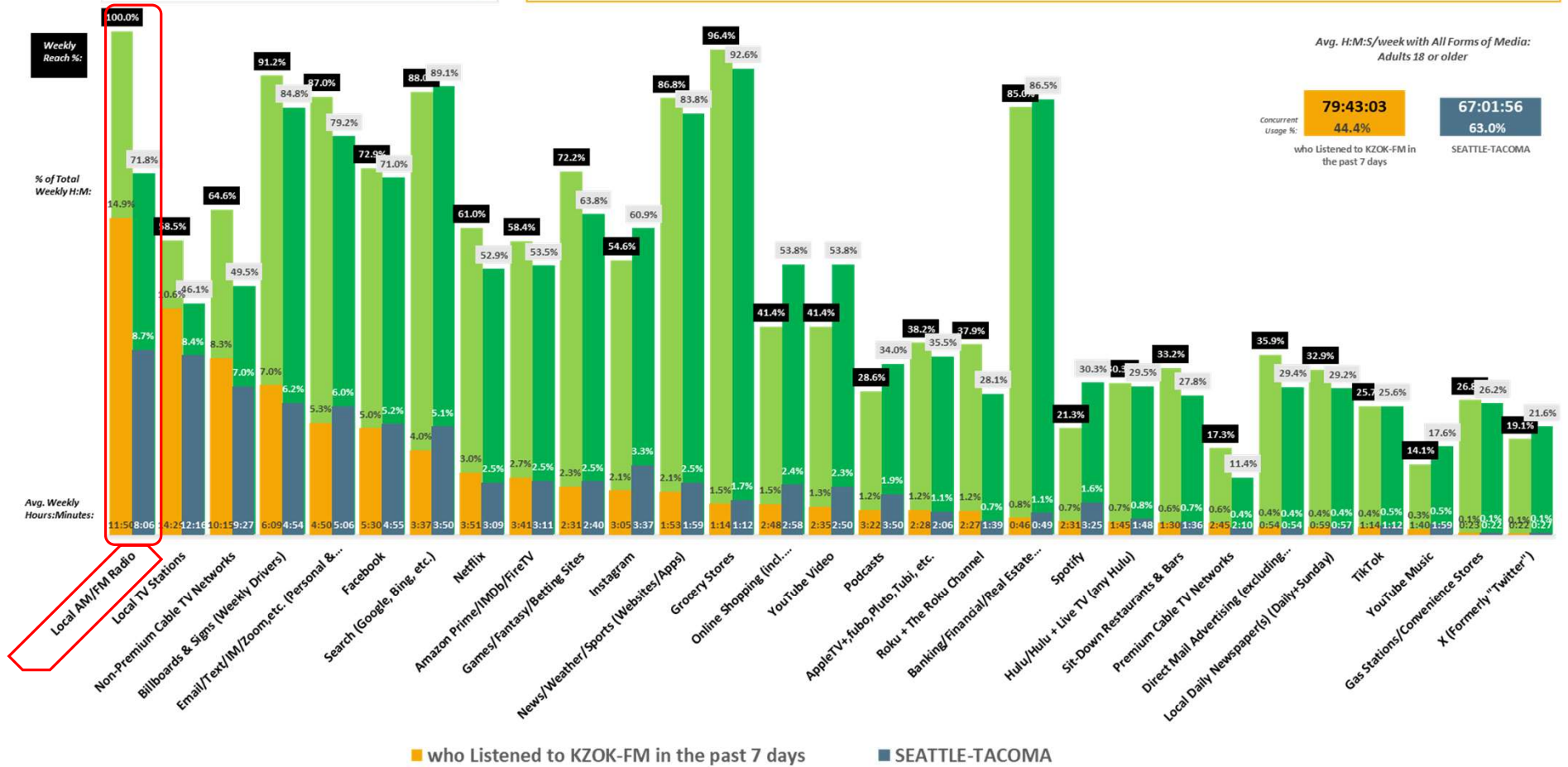


Adults 18 or older who Listened to KJEB-FM in the past 7 days spend an average of 3 days, 8 hours, 10 minutes and 19 seconds each week with All Forms of Media.  
100.% of Adults 18 or older who Listened to KJEB-FM in the past 7 days spend an avg. of 11 hours and 18 minutes each week listening to All Local AM/FM Radio, representing 14.1% of total time spent with all forms of Media.



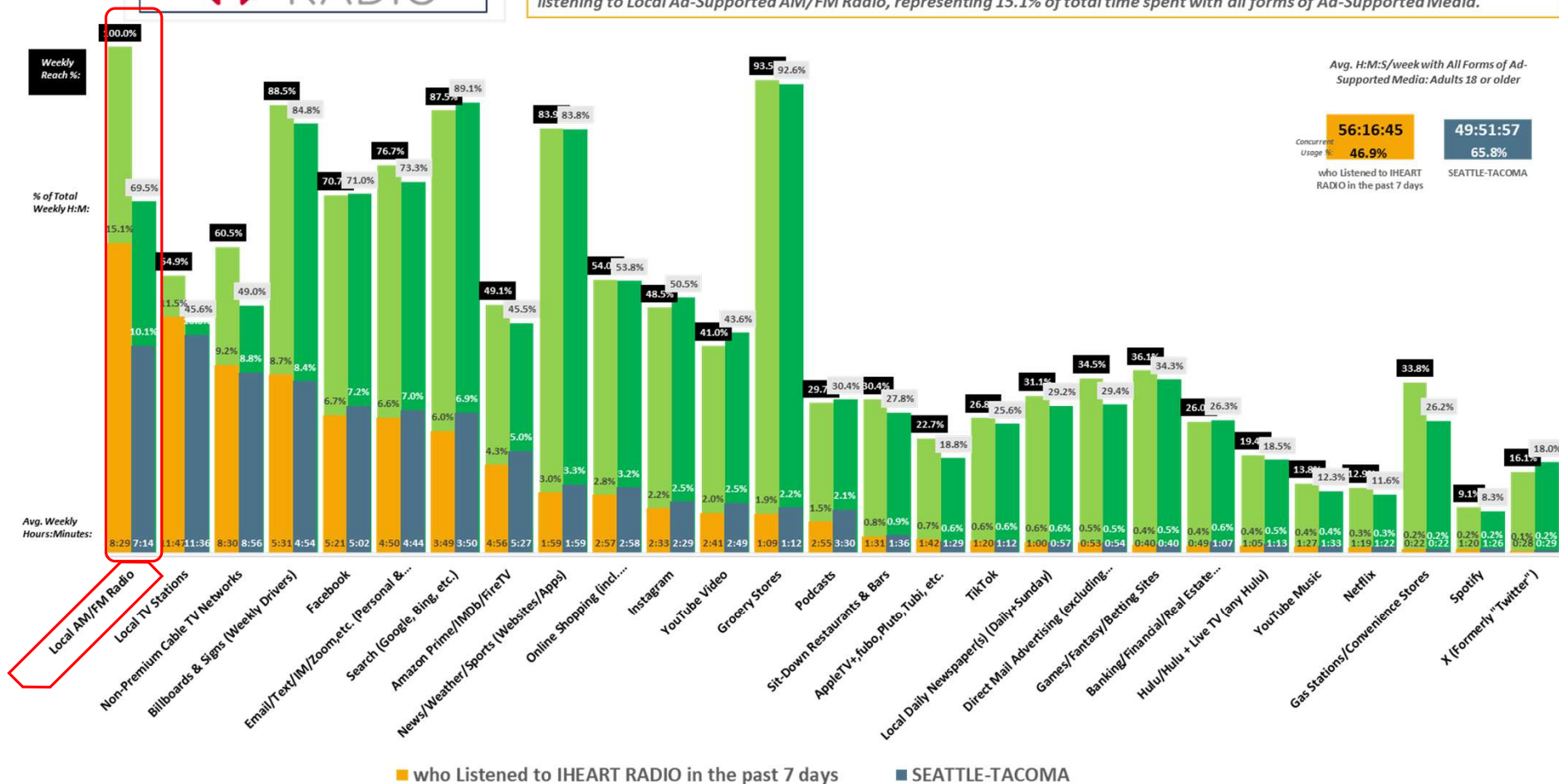


Adults 18 or older who Listened to KZOK-FM in the past 7 days spend an average of 3 days, 7 hours, 43 minutes and 3 seconds each week with All Forms of Media.  
100.% of Adults 18 or older who Listened to KZOK-FM in the past 7 days spend an avg. of 11 hours and 50 minutes each week listening to All Local AM/FM Radio, representing 14.9% of total time spent with all forms of Media.





Adults 18 or older who Listened to IHEART RADIO in the past 7 days spend an average of 2 days, 8 hours, 16 minutes and 45 seconds each week with All Forms of Ad-Supported Media.  
 100.% of Adults 18 or older who Listened to IHEART RADIO in the past 7 days spend an avg. of 8 hours and 29 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 15.1% of total time spent with all forms of Ad-Supported Media.

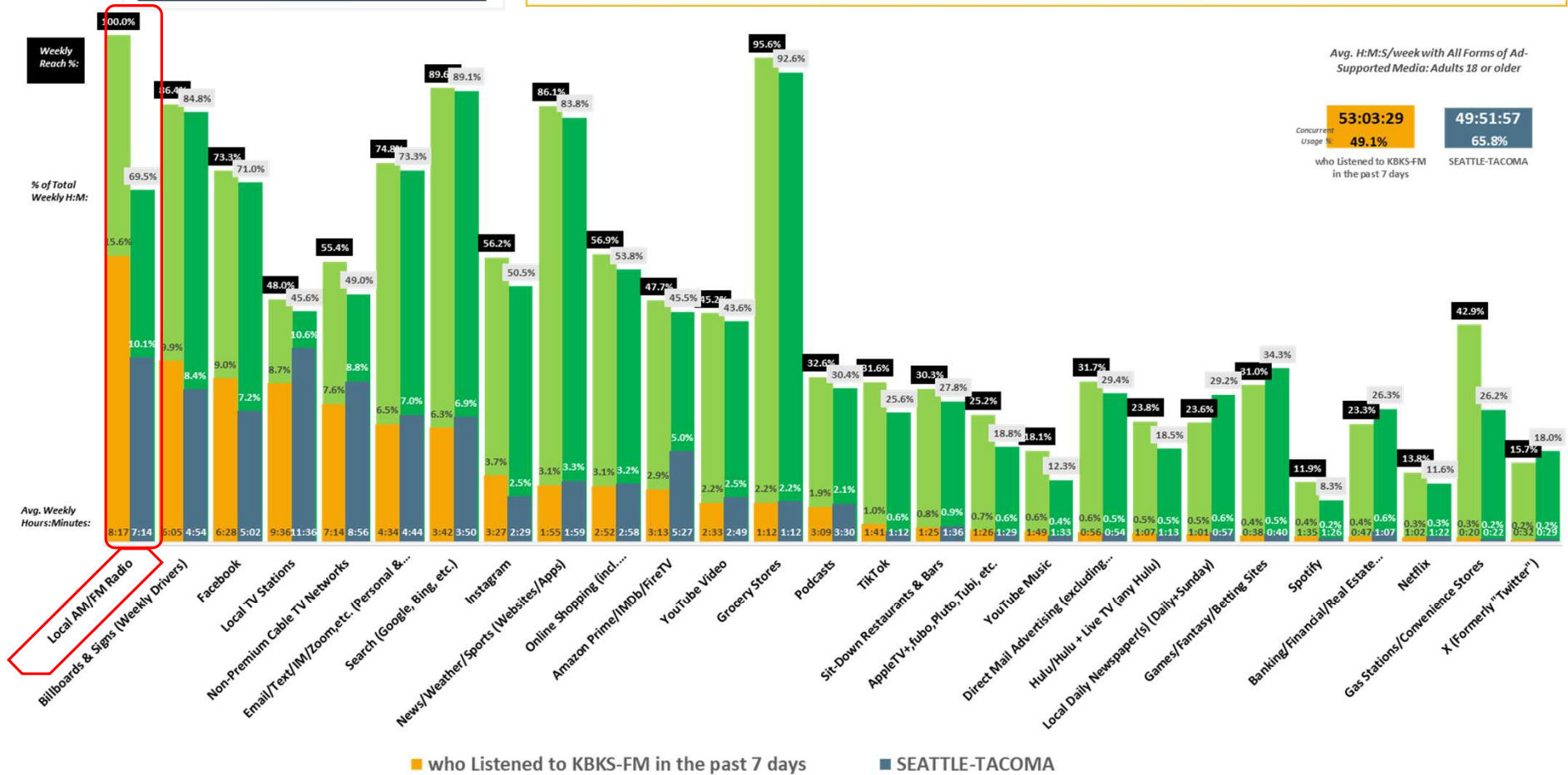


Avg. H:M:S/week with All Forms of Ad-Supported Media: Adults 18 or older

56:16:45	49:51:57
Concurrent Usage %	65.8%
who Listened to IHEART RADIO in the past 7 days	SEATTLE-TACOMA



Adults 18 or older who Listened to KBKS-FM in the past 7 days spend an average of 2 days, 5 hours, 3 minutes and 29 seconds each week with All Forms of Ad-Supported Media.  
100.% of Adults 18 or older who Listened to KBKS-FM in the past 7 days spend an avg. of 8 hours and 17 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 15.6% of total time spent with all forms of Ad-Supported Media.

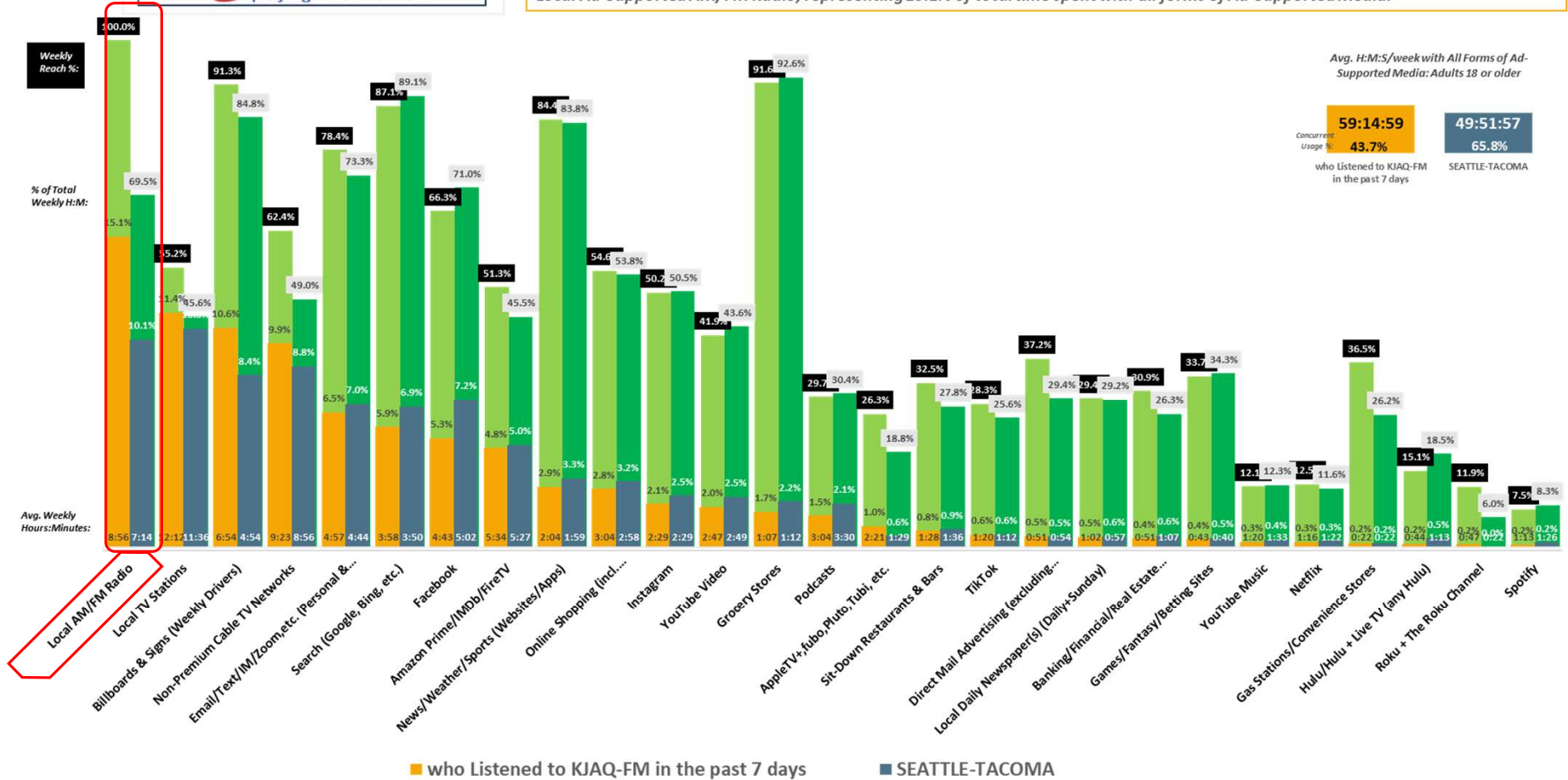






Adults 18 or older who Listened to KJAZ-FM in the past 7 days spend an average of 2 days, 11 hours, 14 minutes and 59 seconds each week with All Forms of Ad-Supported Media.

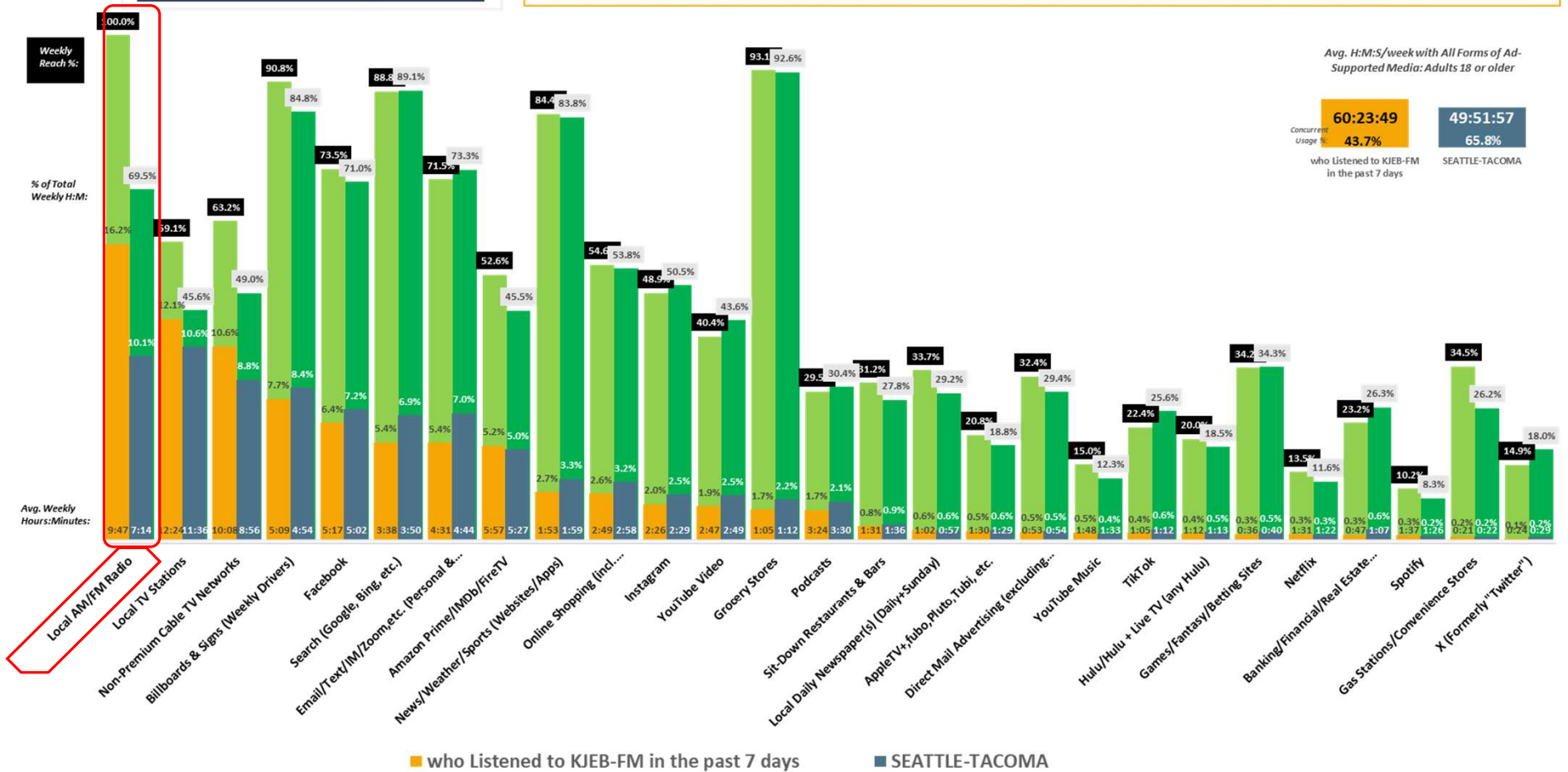
100.% of Adults 18 or older who Listened to KJAZ-FM in the past 7 days spend an avg. of 8 hours and 56 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 15.1% of total time spent with all forms of Ad-Supported Media.





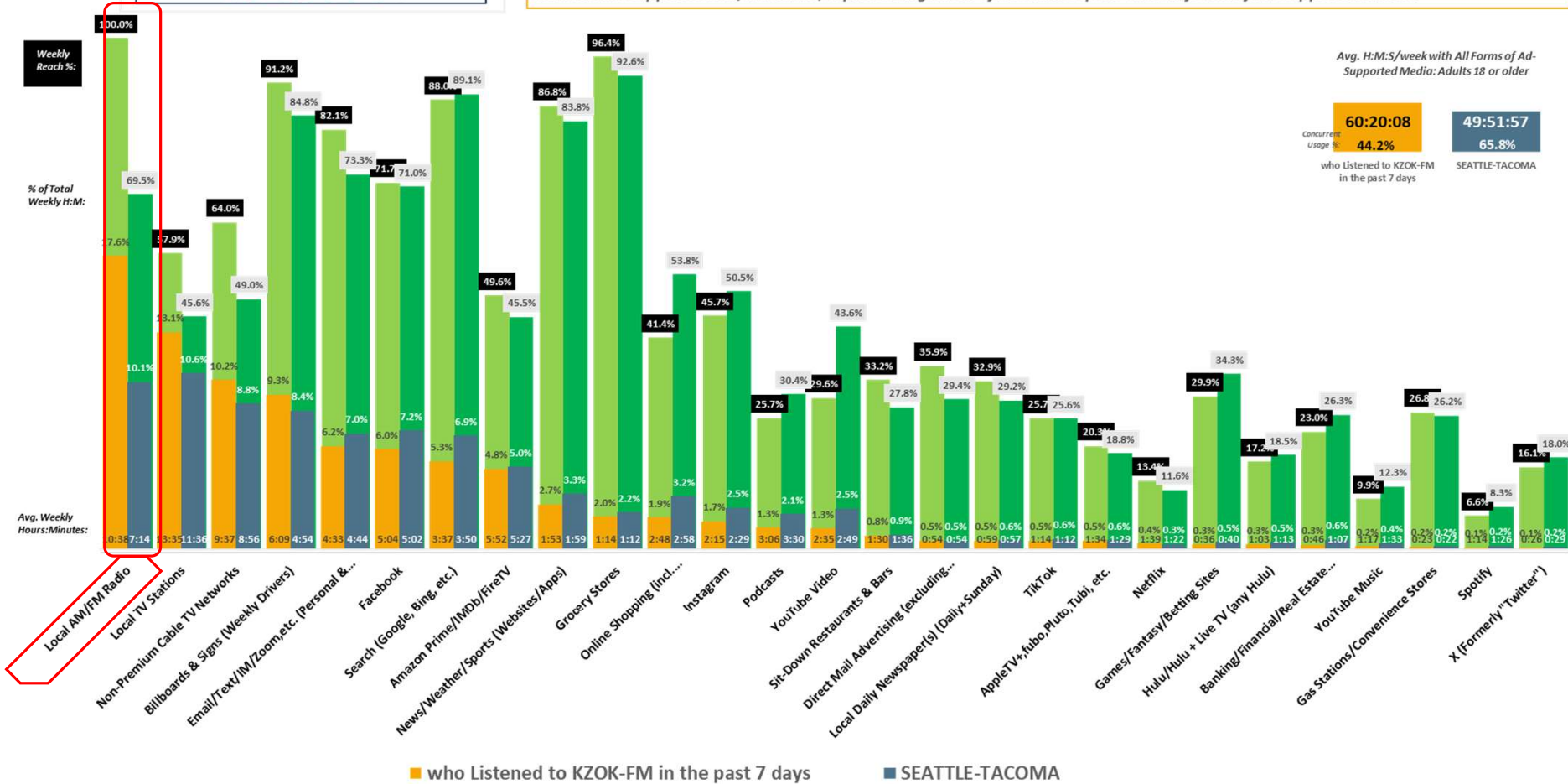
Adults 18 or older who Listened to KJEB-FM in the past 7 days spend an average of 2 days, 12 hours, 23 minutes and 49 seconds each week with All Forms of Ad-Supported Media.

100.% of Adults 18 or older who Listened to KJEB-FM in the past 7 days spend an avg. of 9 hours and 47 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 16.2% of total time spent with all forms of Ad-Supported Media.





Adults 18 or older who Listened to KZOK-FM in the past 7 days spend an average of 2 days, 12 hours, 20 minutes and 8 seconds each week with All Forms of Ad-Supported Media.  
 100.% of Adults 18 or older who Listened to KZOK-FM in the past 7 days spend an avg. of 10 hours and 38 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 17.6% of total time spent with all forms of Ad-Supported Media.

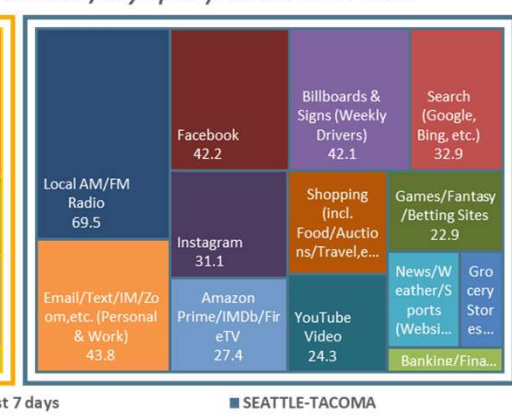
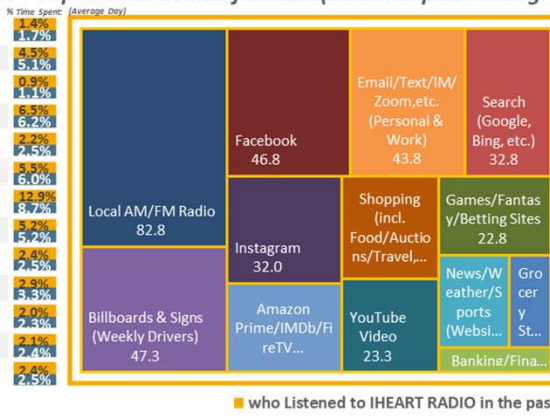
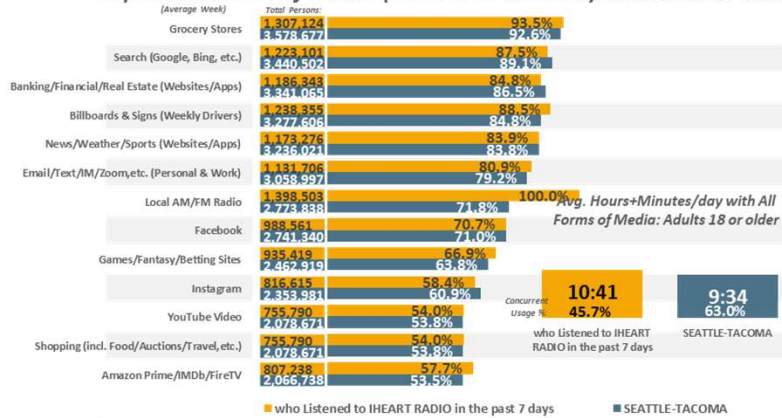




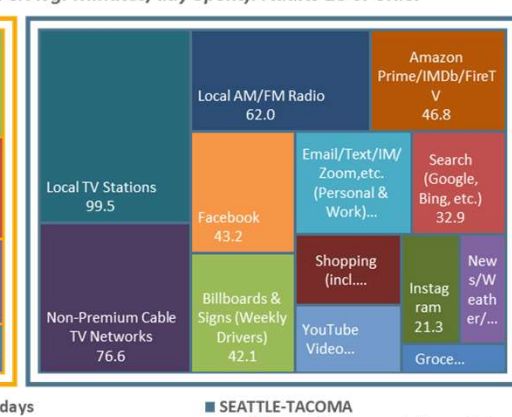
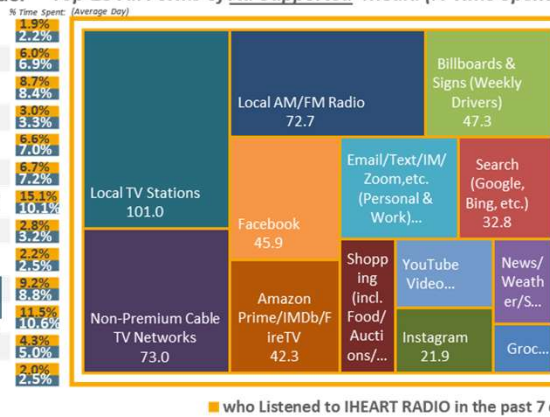
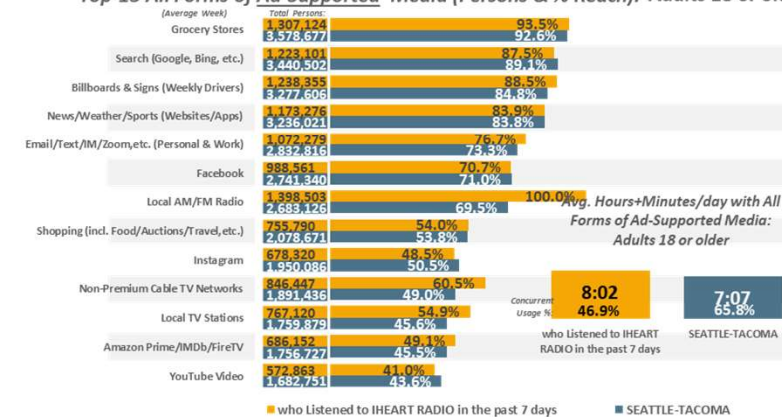


Adults 18 or older who Listened to IHEART RADIO in the past 7 days spend an average of 8 hours and 2 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 72.7 minutes/day.  
(Local Radio delivers 15.1% of Time with Ad-Supported Media.)

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



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



SEATTLE-TACOMA Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 1,405  
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(Radio Stations: KBKS-FM OR Radio Stations: KJAQ-FM OR Radio Stations: KJEB-FM OR Radio Stations: KJR-AM OR Radio Stations: KJR-FM OR Radio Stations: KJR-FM HD2 OR Radio Stations: KZOK-FM)



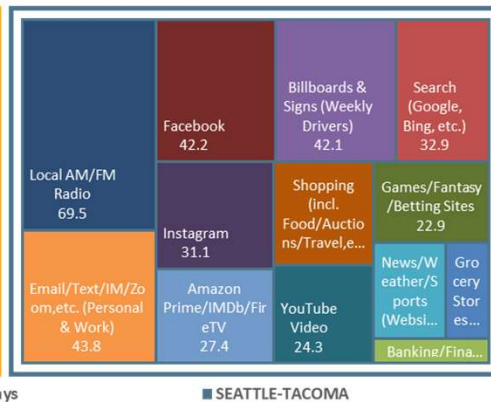
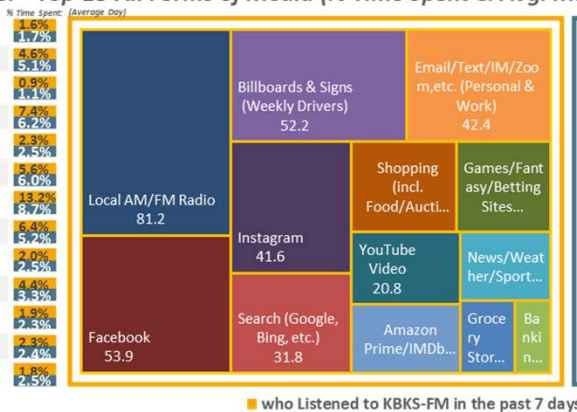
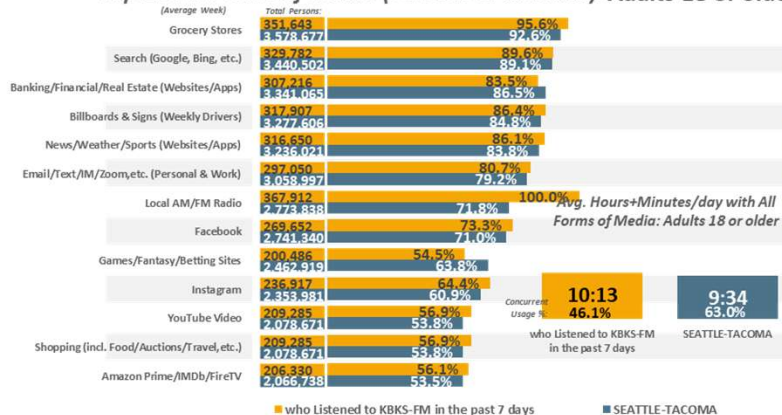


Adults 18 or older who Listened to KBKS-FM in the past 7 days spend an average of 7 hours and 34 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 71. minutes/day.

(Local Radio delivers 15.6% of Time with Ad-Supported Media.)

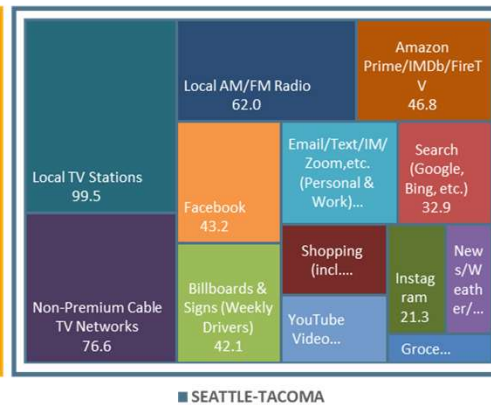
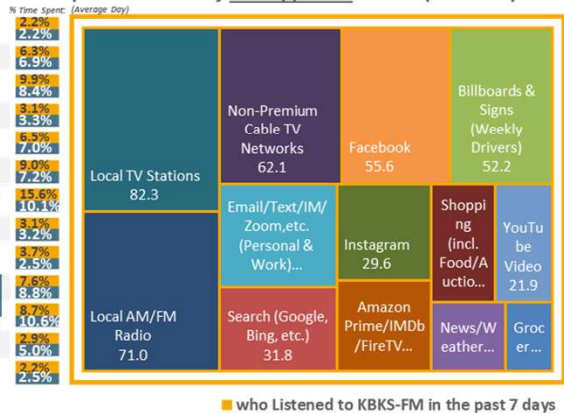
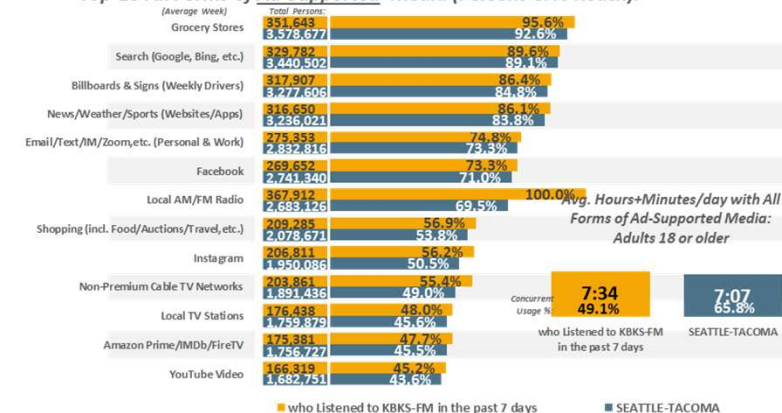
### Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older

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



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

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



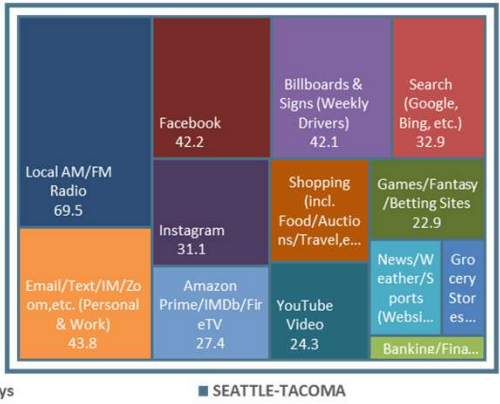
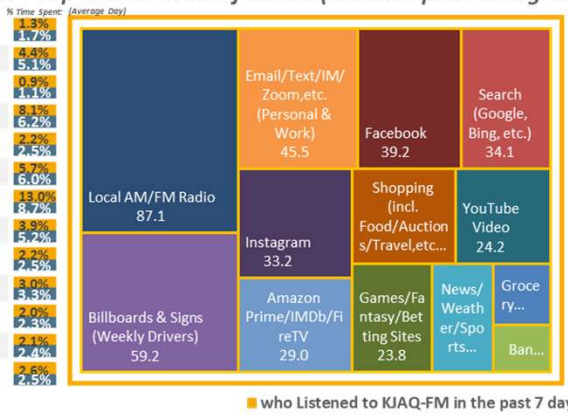
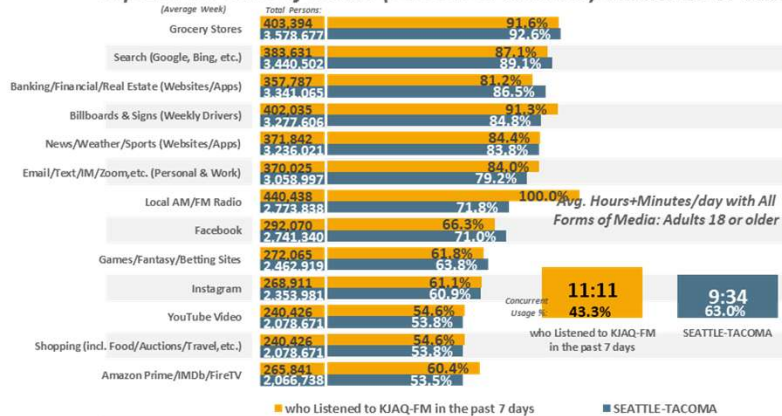
SEATTLE-TACOMA Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 325  
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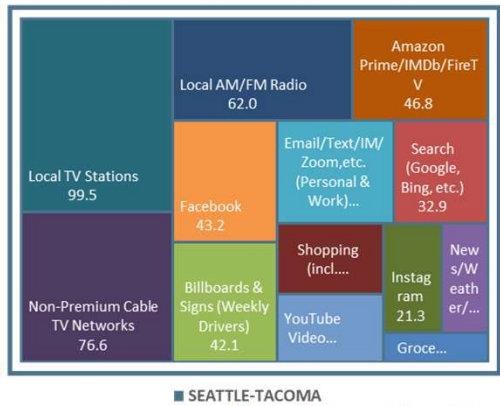
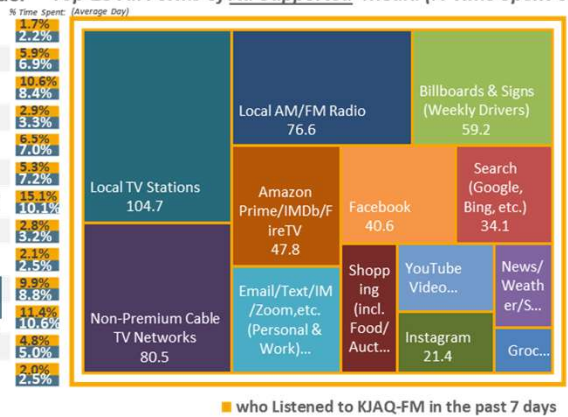
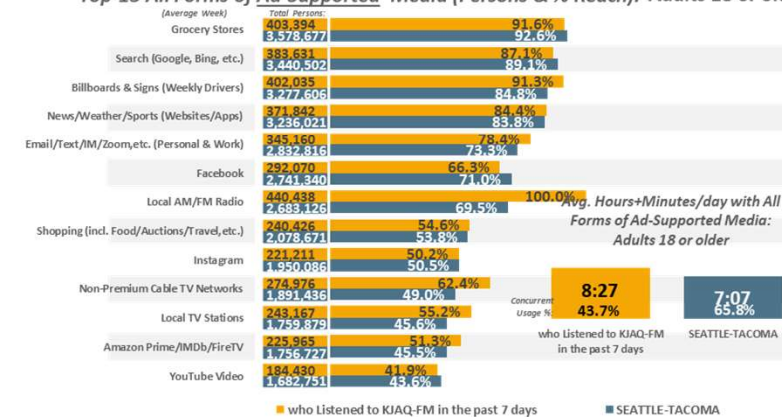


Adults 18 or older who Listened to KJAZ-FM in the past 7 days spend an average of 8 hours and 27 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 76.6 minutes/day. (Local Radio delivers 15.1% of Time with Ad-Supported Media.)

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



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



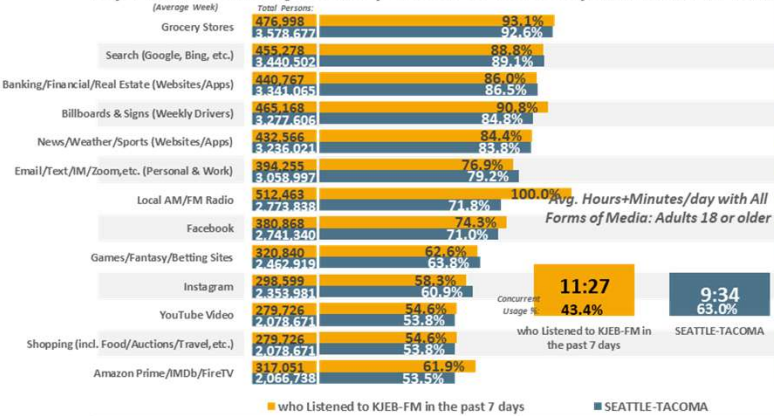




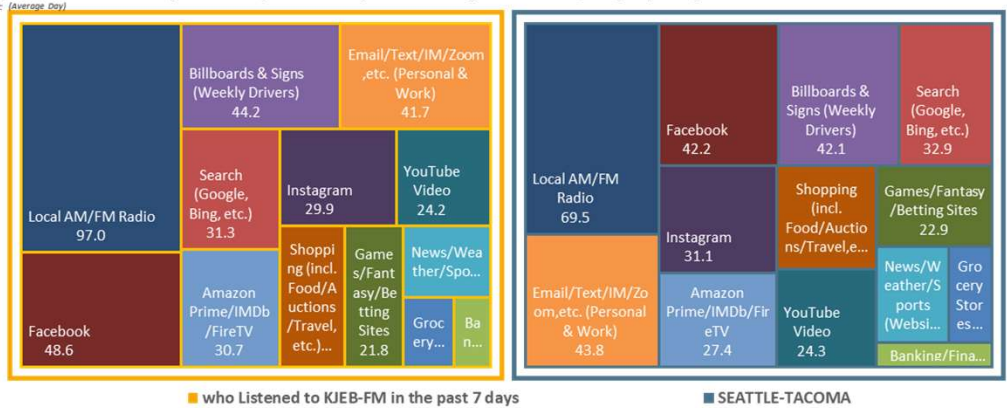
Adults 18 or older who Listened to KJEB-FM in the past 7 days spend an average of 8 hours and 37 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 84. minutes/day.

(Local Radio delivers 16.2% of Time with Ad-Supported Media.)

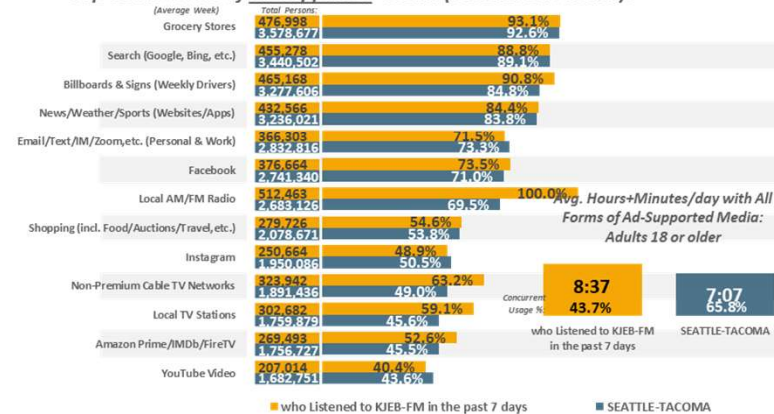
### Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



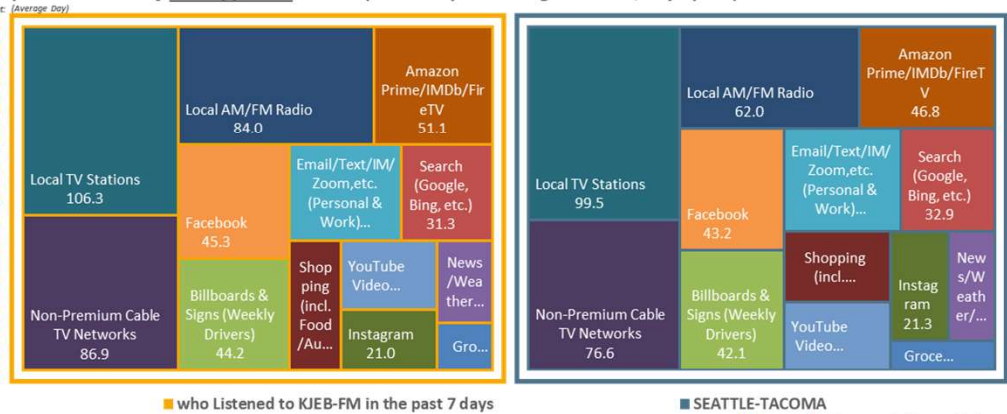
### Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



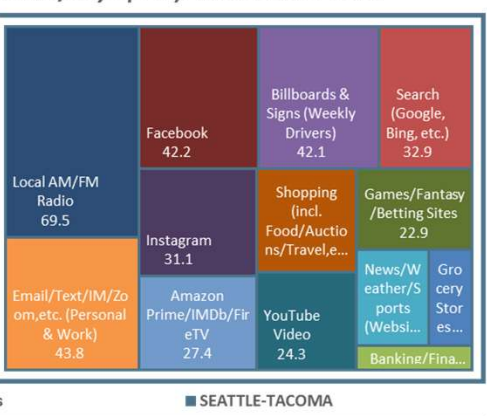
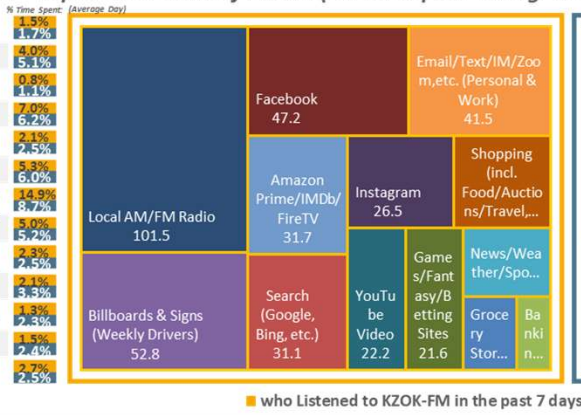
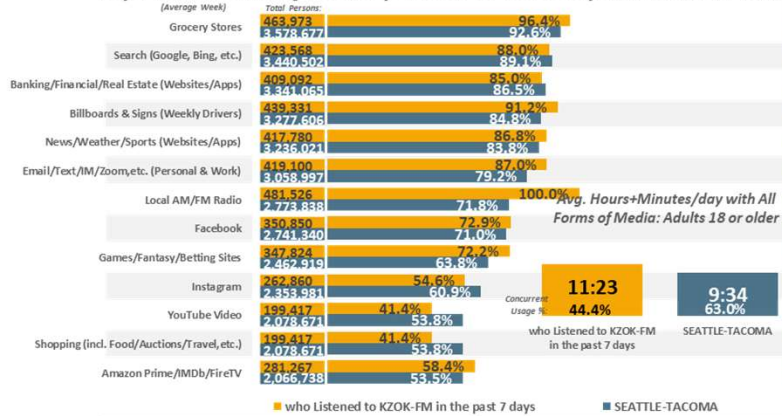
### Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



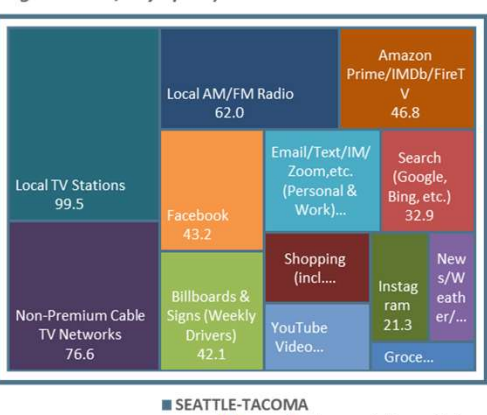
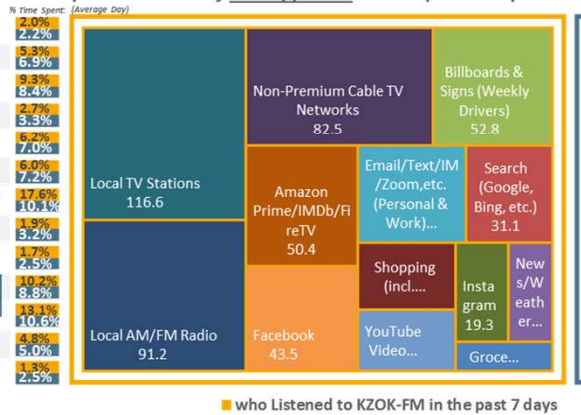
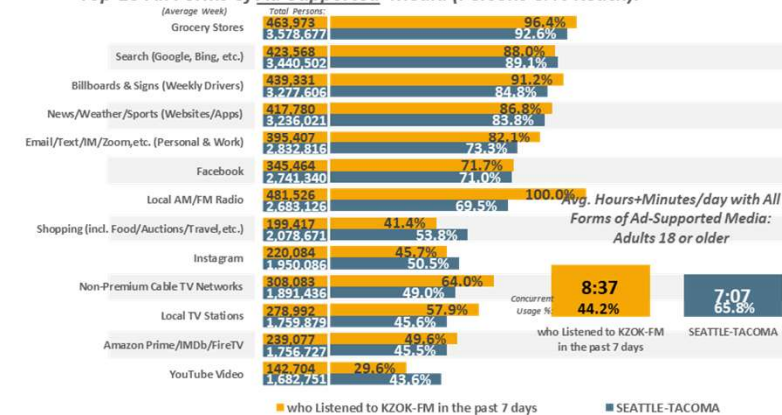


Adults 18 or older who Listened to KZOK-FM in the past 7 days spend an average of 8 hours and 37 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 91.2 minutes/day.  
(Local Radio delivers 17.6% of Time with Ad-Supported Media.)

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



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

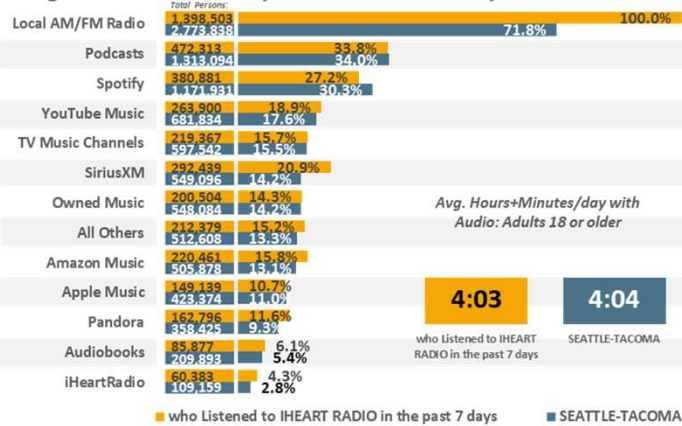




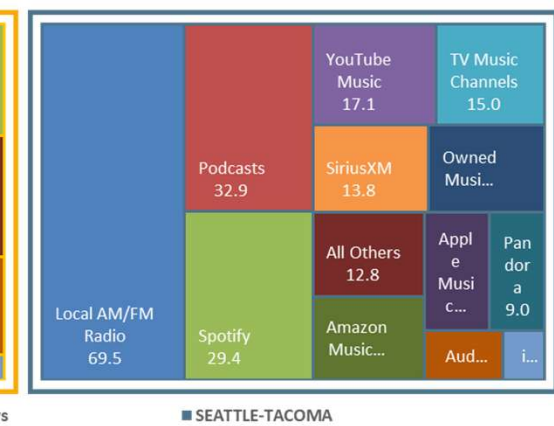
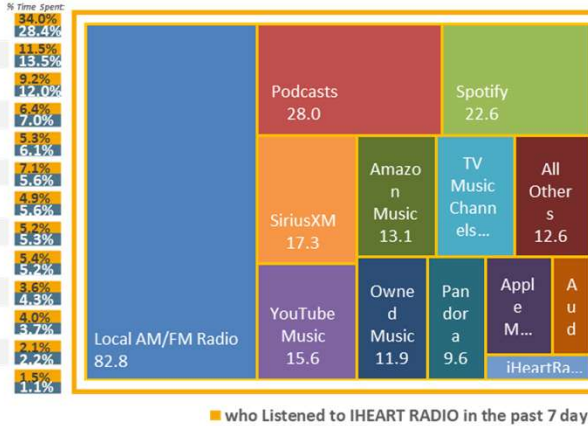


1,398,503 or 100.% of Adults 18 or older who Listened to IHEART RADIO in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 72.7 minutes every day representing 43.7% of all time spent daily with Ad-Supported Audio.

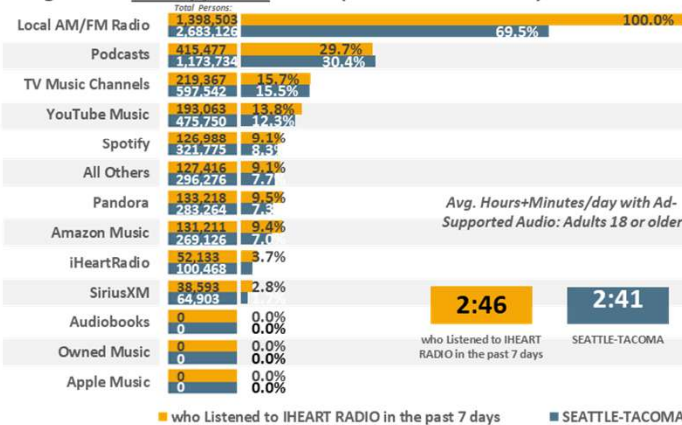
#### Avg. Week All Audio (Persons & % Reach): Adults 18 or older



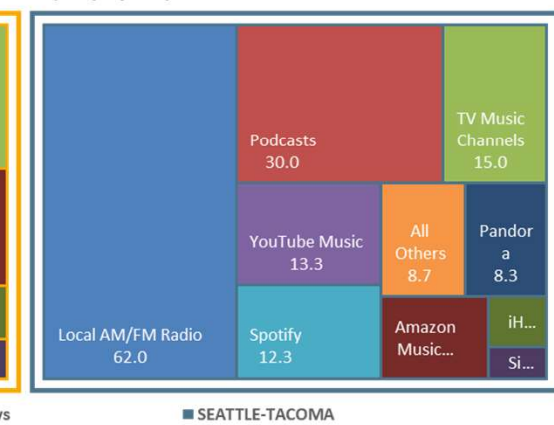
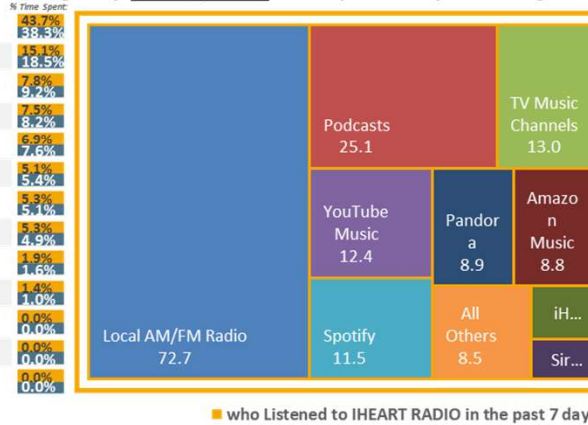
#### Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



#### 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



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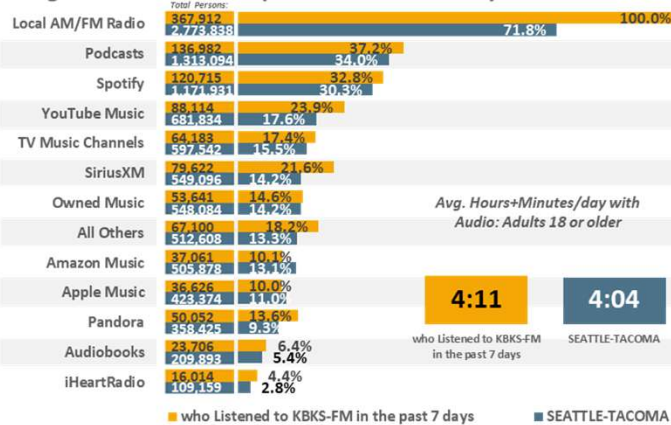
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(Radio Stations: KBKS-FM OR Radio Stations: KJAQ-FM OR Radio Stations: KJEB-FM OR Radio Stations: KJR-AM OR Radio Stations: KJR-FM OR Radio Stations: KJR-FM HD2 OR Radio Stations: KZOK-FM)

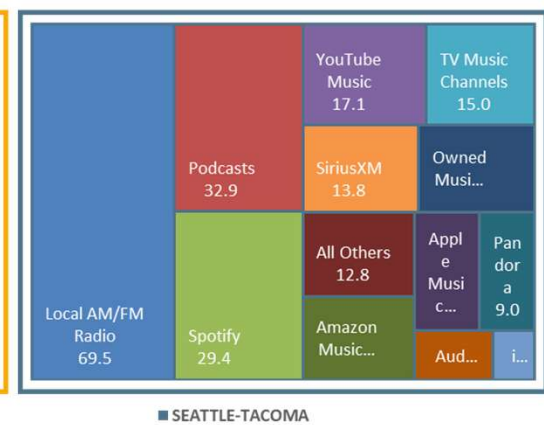
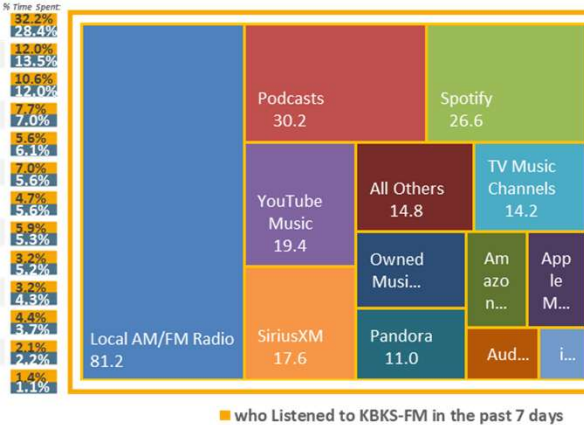


367,912 or 100.% of Adults 18 or older who Listened to KBKS-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 71. minutes every day representing 40.8% of all time spent daily with Ad-Supported Audio.

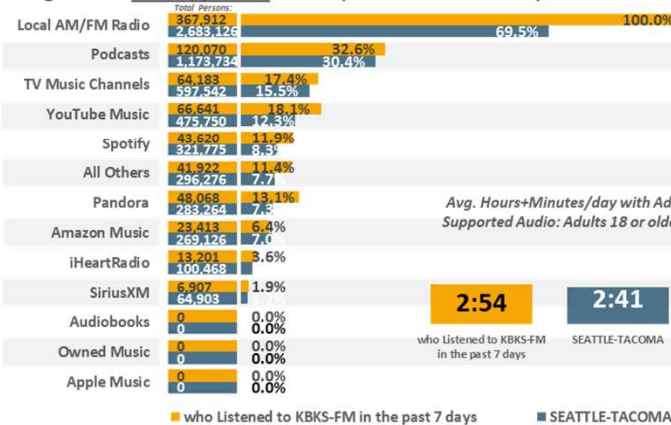
#### Avg. Week All Audio (Persons & % Reach): Adults 18 or older



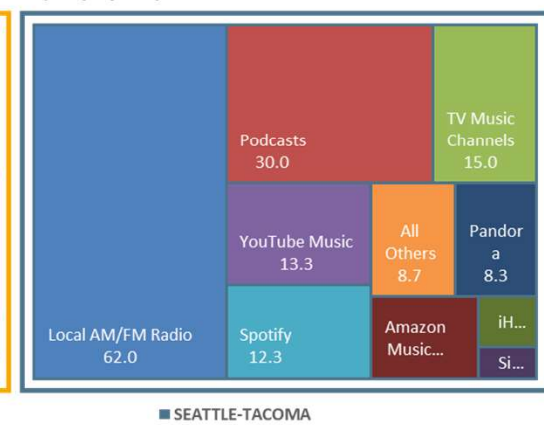
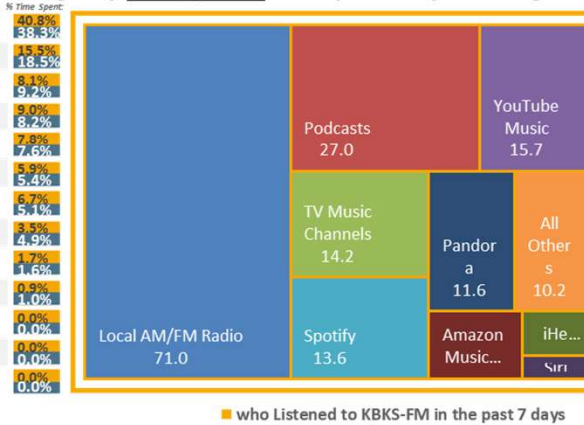
#### Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



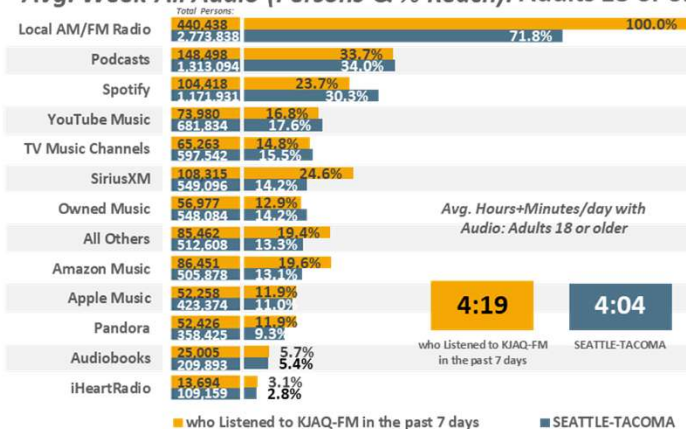
#### Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



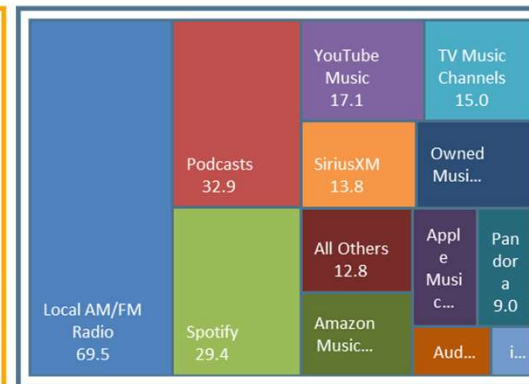
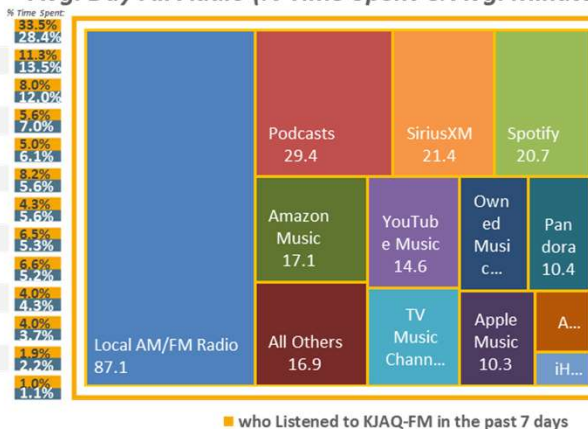


440,438 or 100.% of Adults 18 or older who Listened to KJAZ-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 76.6 minutes every day representing 43.6% of all time spent daily with Ad-Supported Audio.

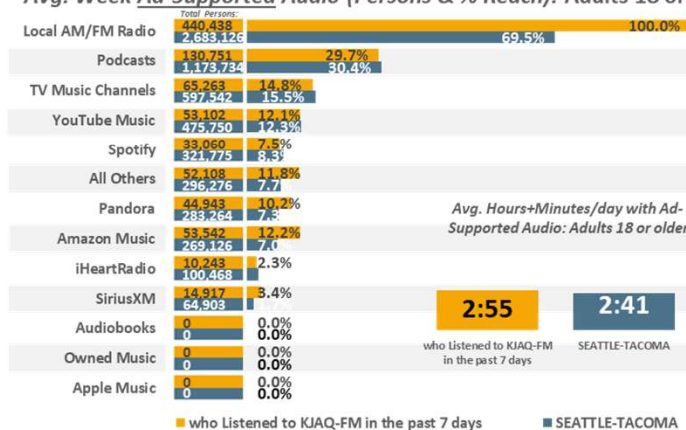
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



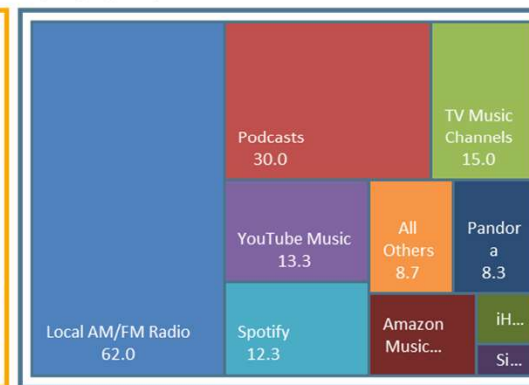
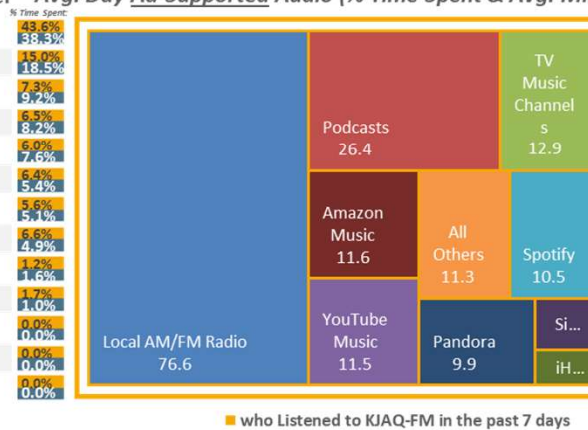
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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

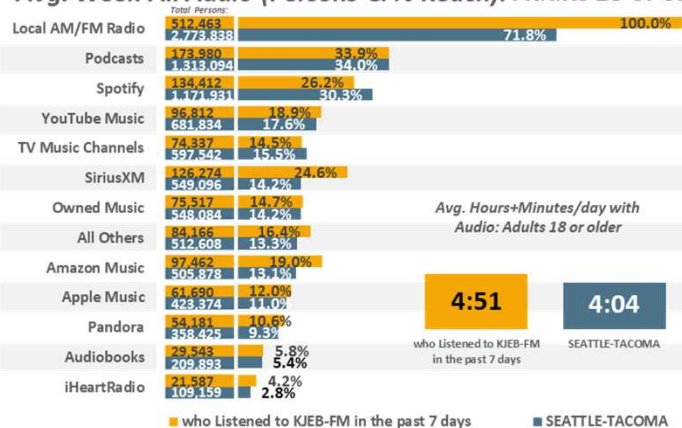




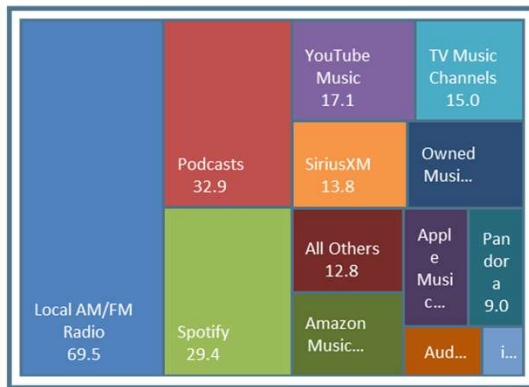
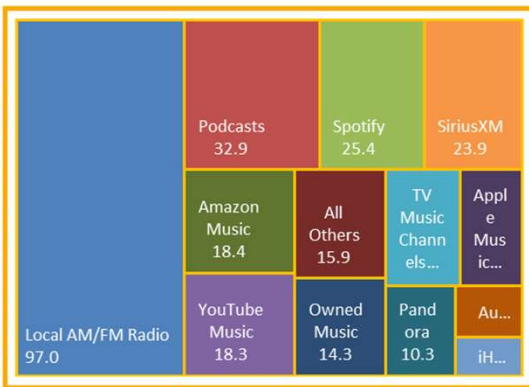


512,463 or 100.% of Adults 18 or older who Listened to KJEB-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 84. minutes every day representing 43.6% of all time spent daily with Ad-Supported Audio.

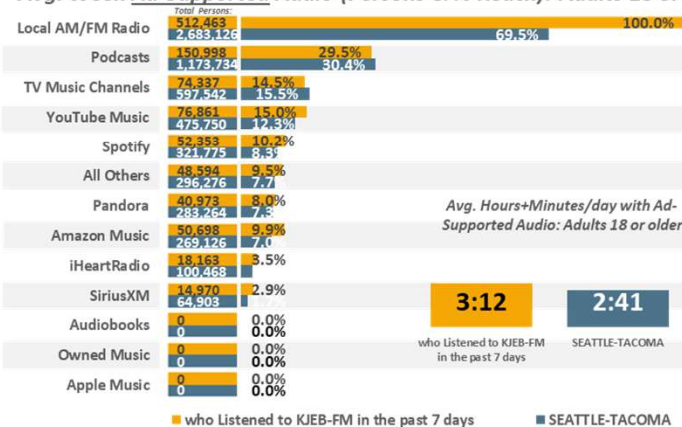
### Avg. Week All Audio (Persons & % Reach): Adults 18 or older



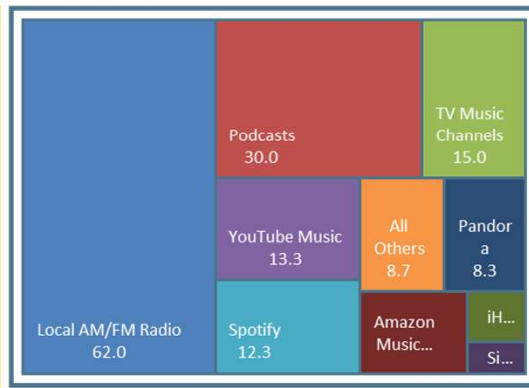
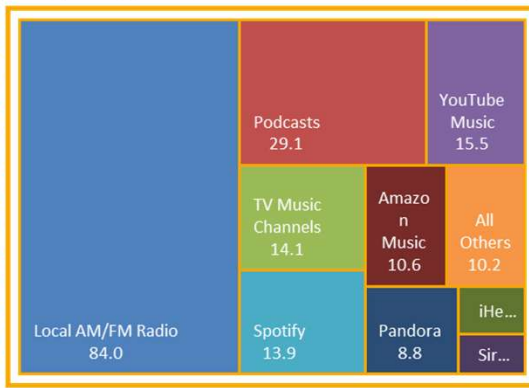
### Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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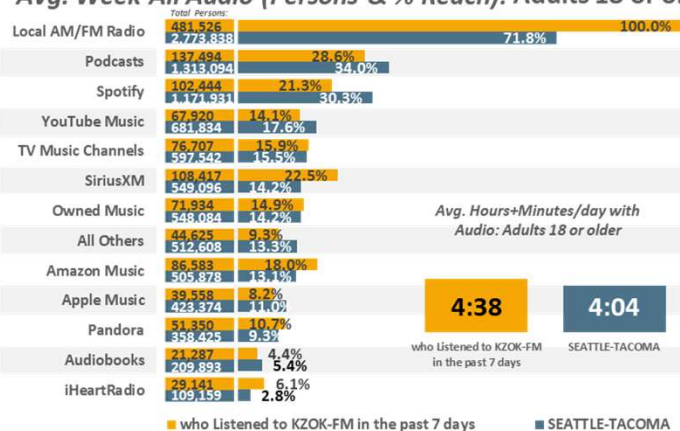
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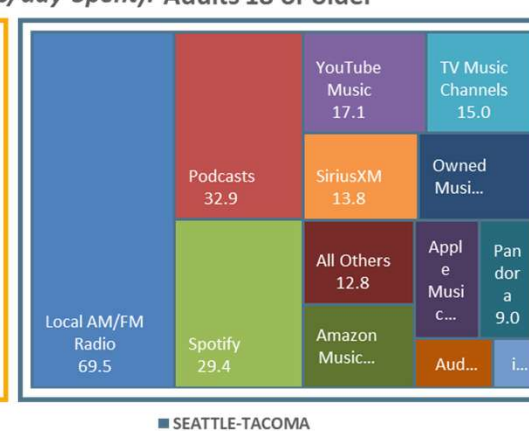
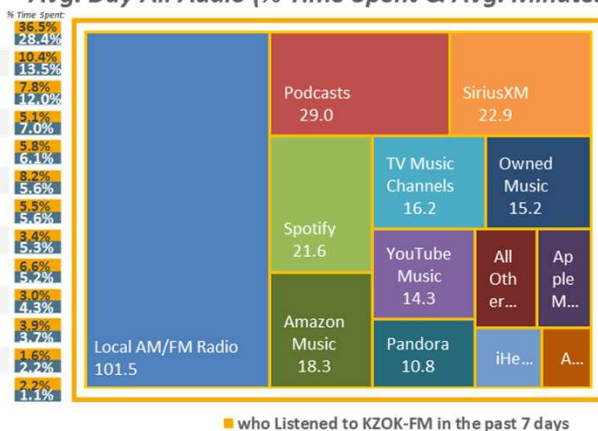


481,526 or 100.% of Adults 18 or older who Listened to KZOK-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 91.2 minutes every day representing 47.4% of all time spent daily with Ad-Supported Audio.

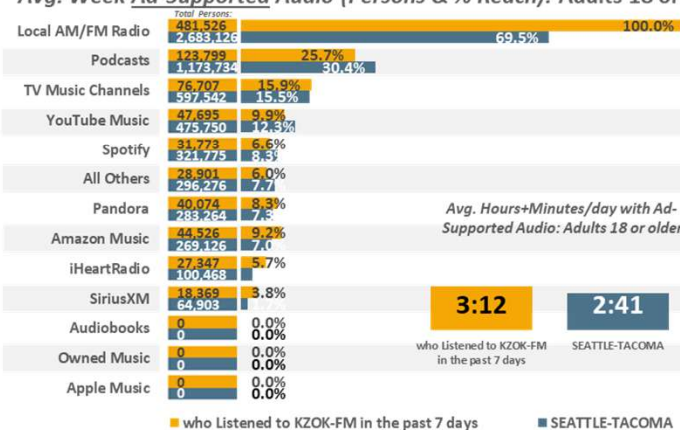
**Avg. Week All Audio (Persons & % Reach): Adults 18 or older**



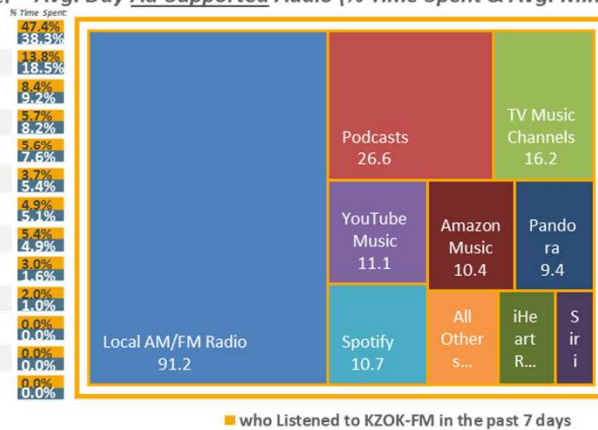
**Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



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

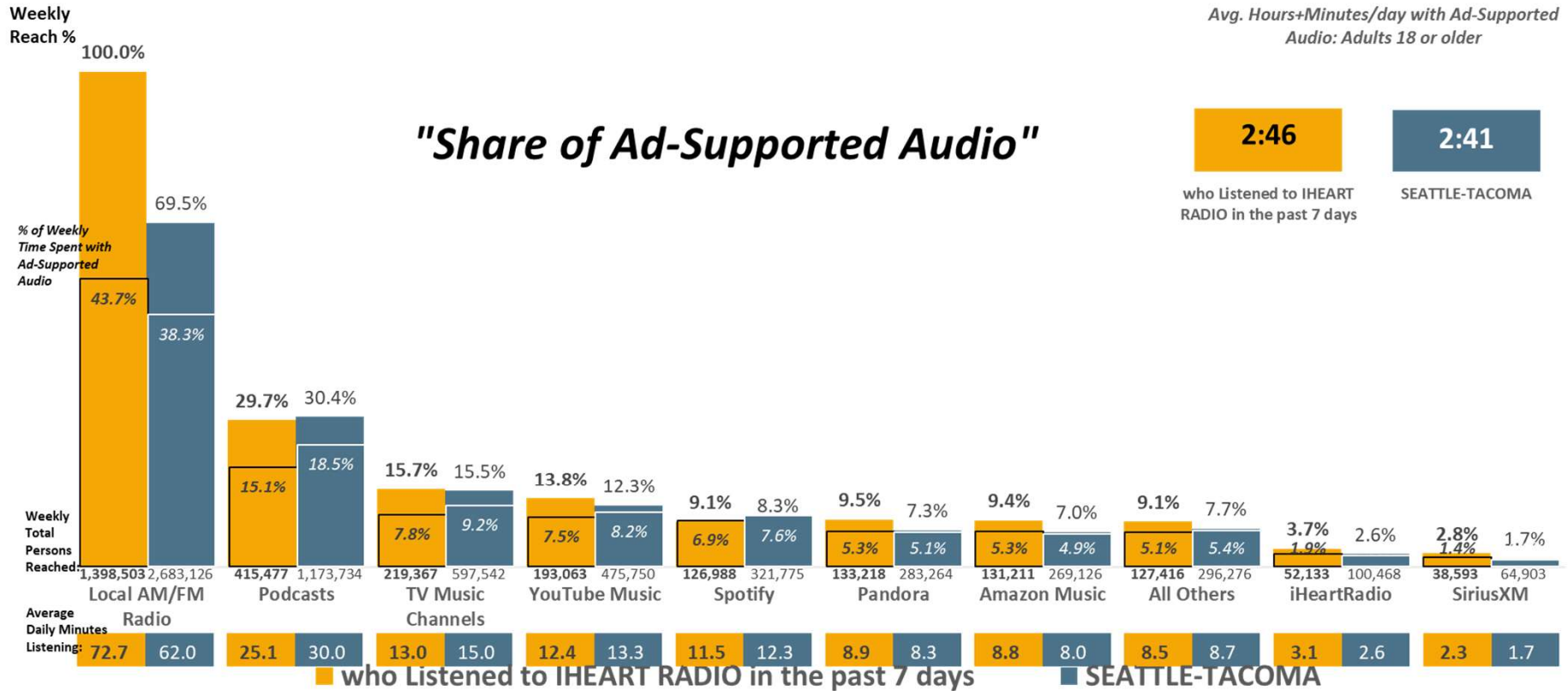


**Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



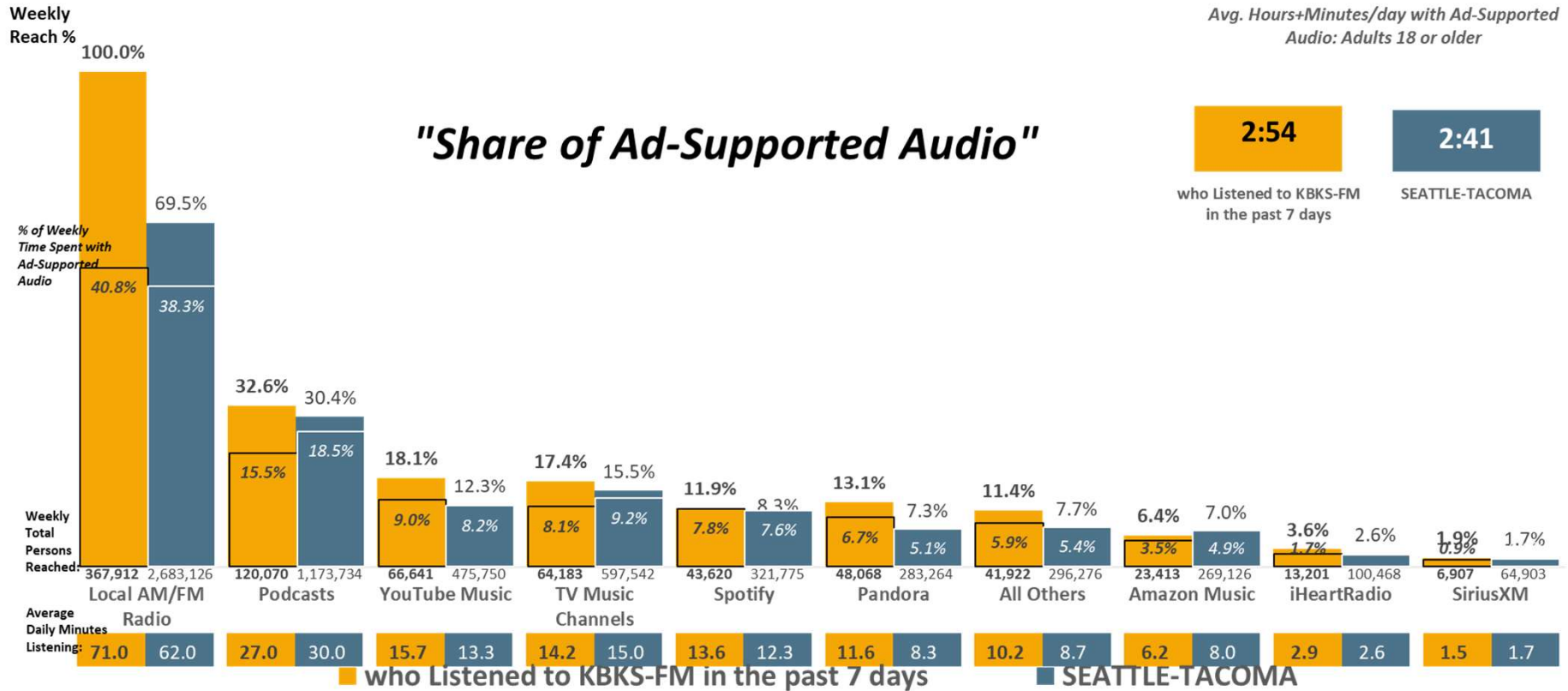


1,398,503 or 100.% of Adults 18 or older who Listened to IHEART RADIO in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 72.7 minutes every day representing 43.7% of all time spent daily with Ad-Supported Audio.



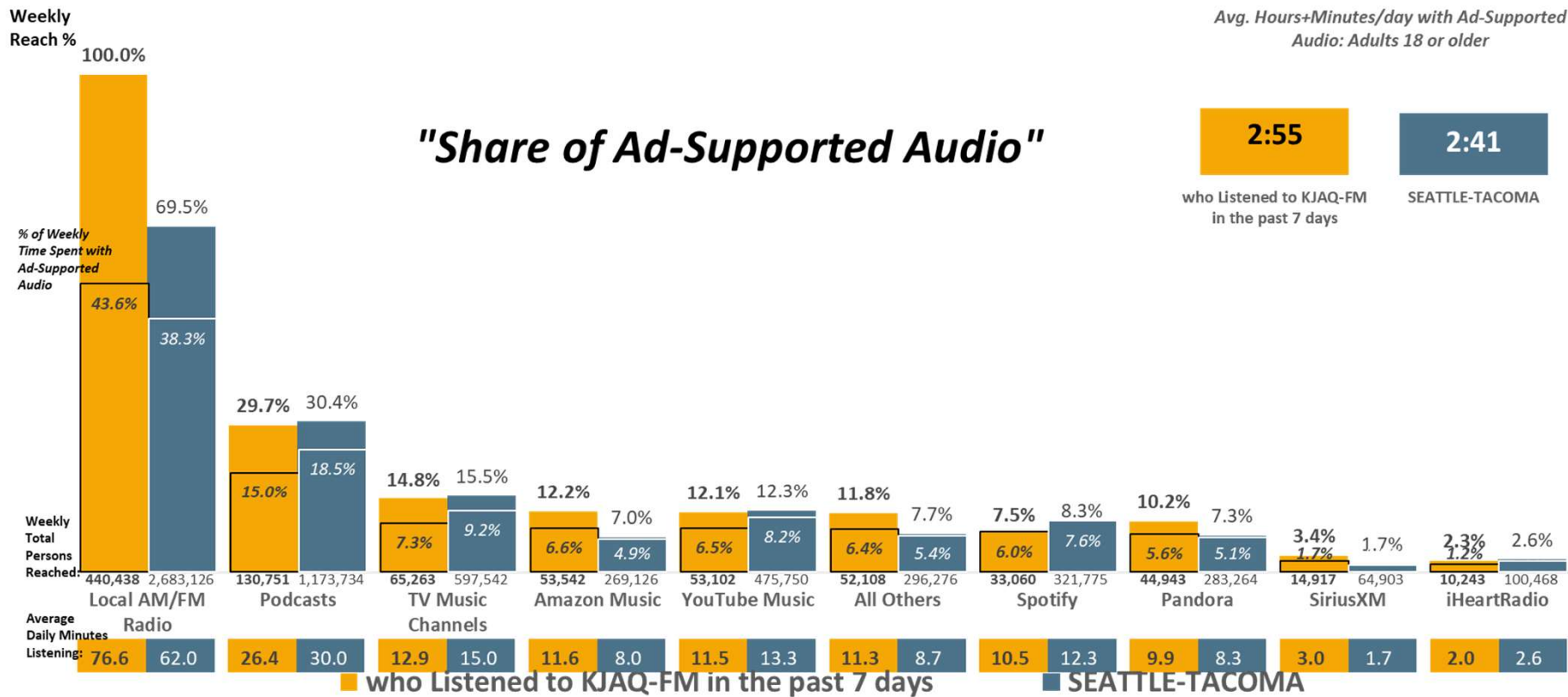


367,912 or 100.0% of Adults 18 or older who Listened to KBKS-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 71. minutes every day representing 40.8% of all time spent daily with Ad-Supported Audio.





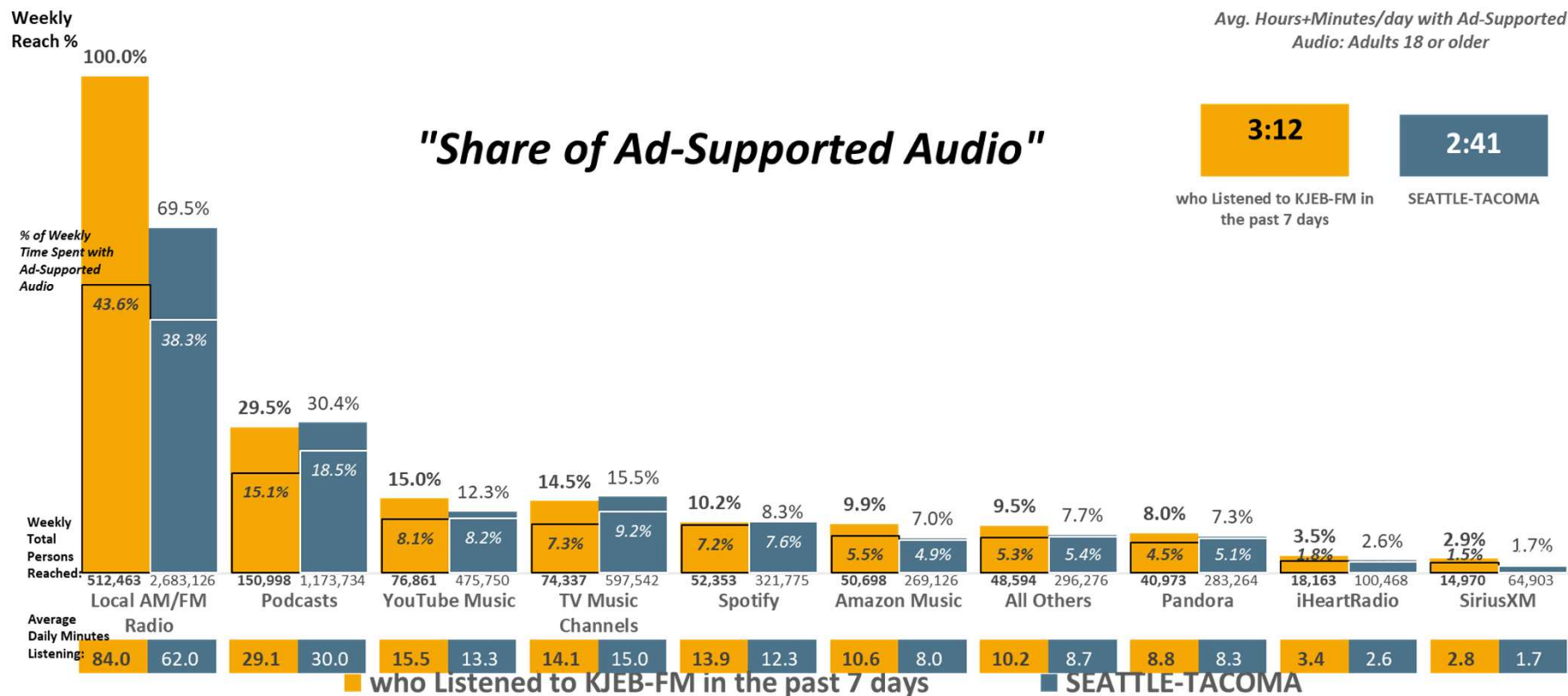
440,438 or 100.% of Adults 18 or older who Listened to KJAZ-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 76.6 minutes every day representing 43.6% of all time spent daily with Ad-Supported Audio.





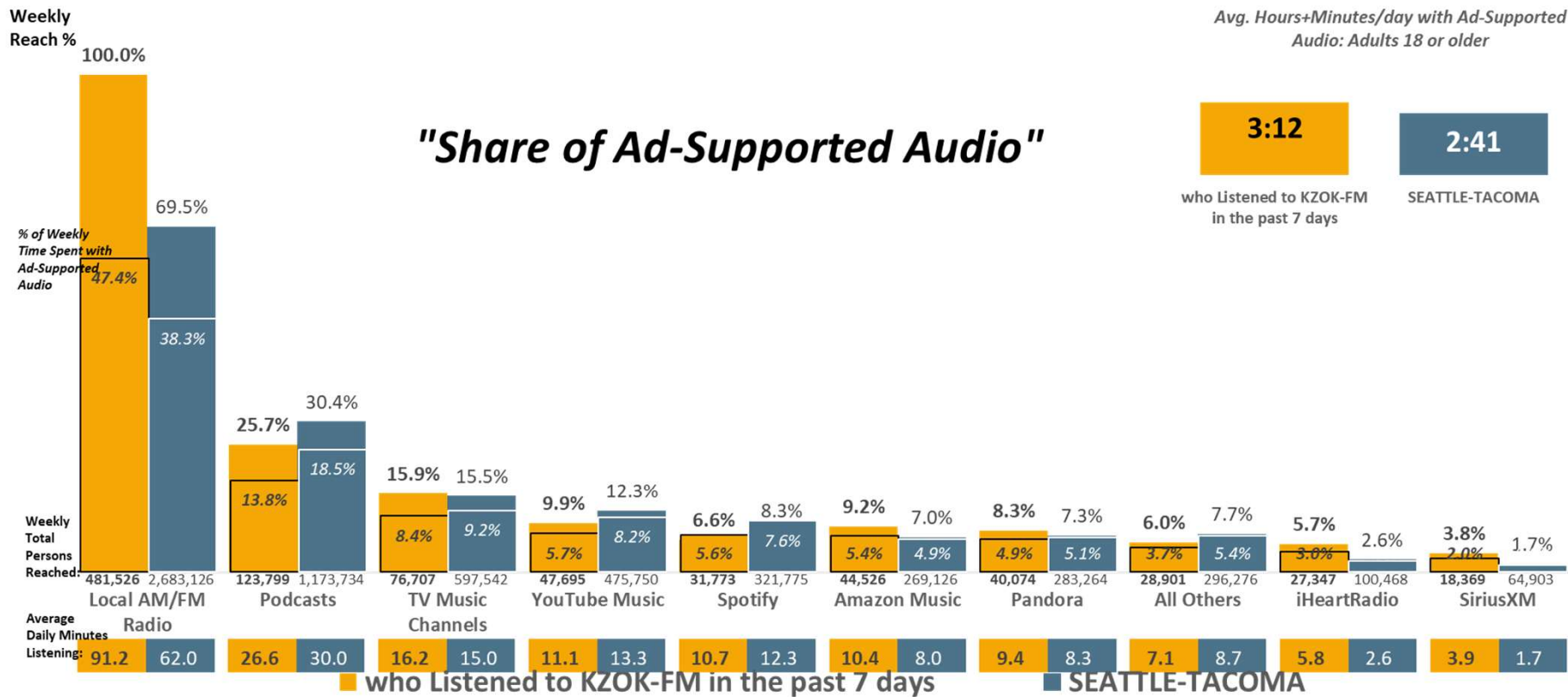


512,463 or 100.0% of Adults 18 or older who Listened to KJEB-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 84. minutes every day representing 43.6% of all time spent daily with Ad-Supported Audio.





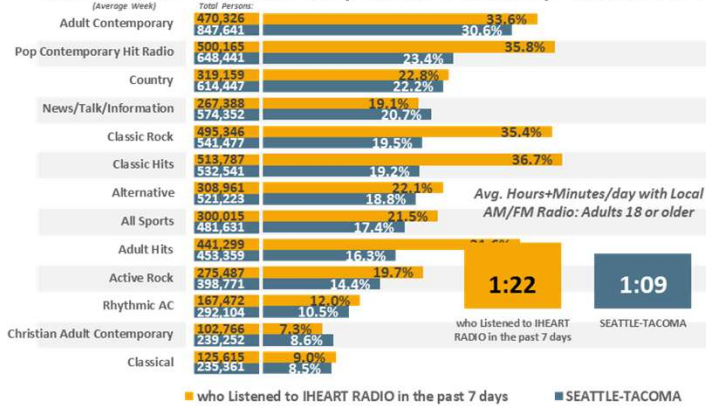
481,526 or 100.0% of Adults 18 or older who Listened to KZOK-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 91.2 minutes every day representing 47.4% of all time spent daily with Ad-Supported Audio.



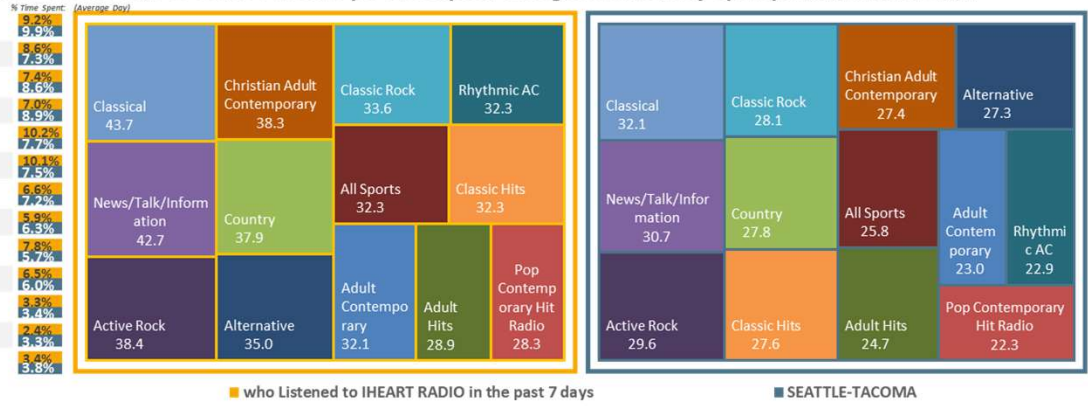


1,398,503 or 100.% of Adults 18 or older who Listened to IHEART RADIO in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Hits, Pop Contemporary Hit Radio, Classic Rock, Adult Contemporary, and Adult Hits.

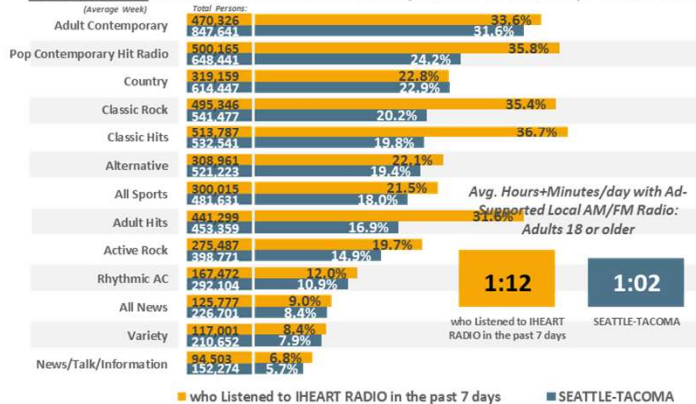
### Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



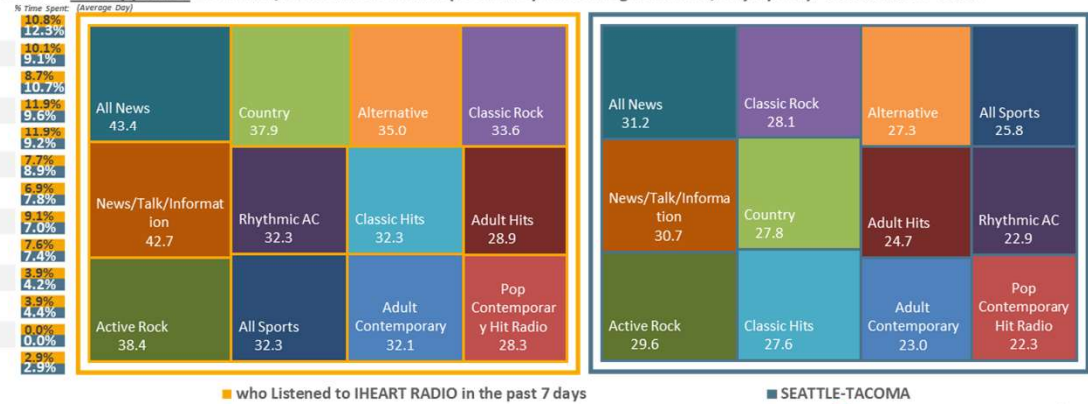
### Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



### 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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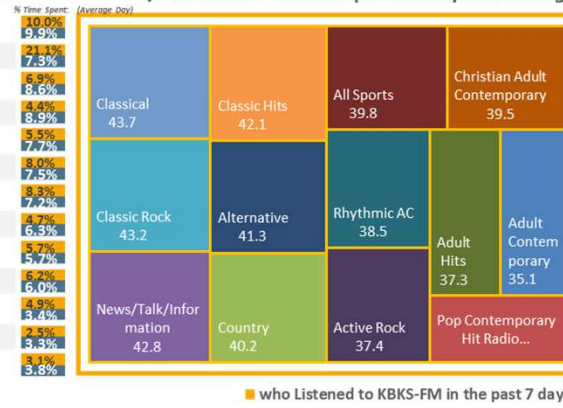
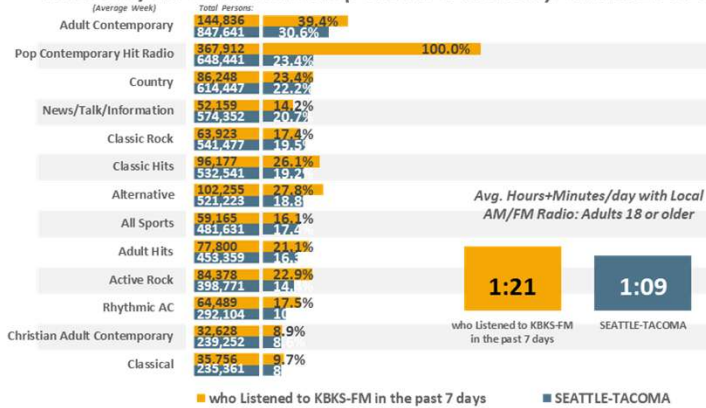
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(Radio Stations: KBKS-FM OR Radio Stations: KJQA-FM OR Radio Stations: KJEB-FM OR Radio Stations: KJR-AM OR Radio Stations: KJR-FM OR Radio Stations: KJR-FM HD2 OR Radio Stations: KZOK-FM)

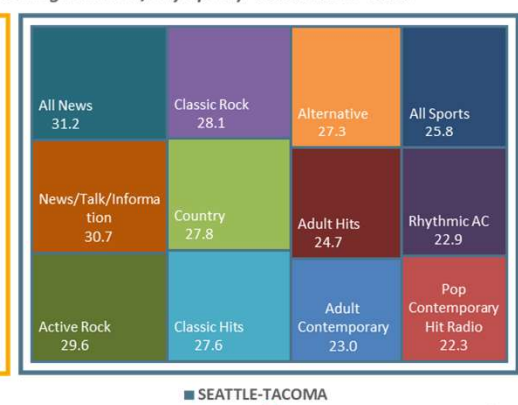
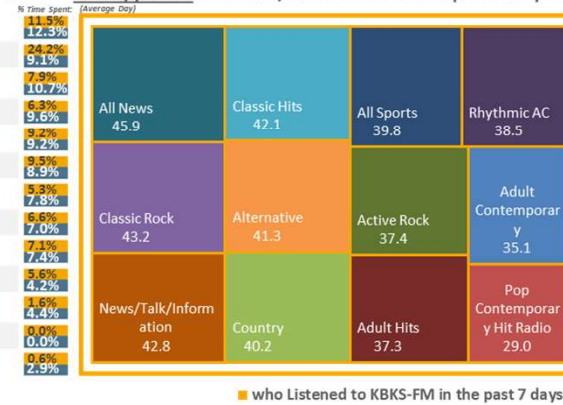
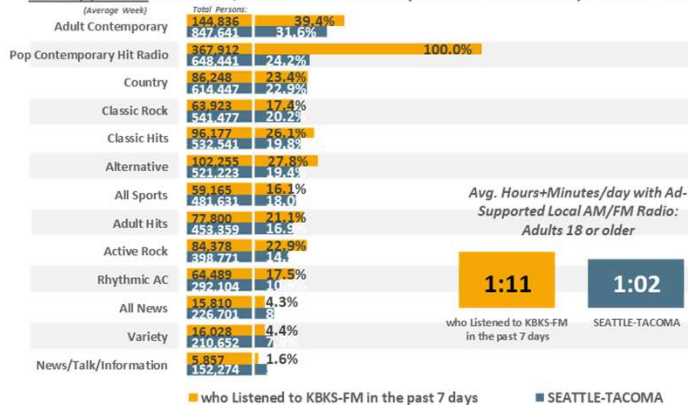


367,912 or 100.0% of Adults 18 or older who Listened to KBKS-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Pop Contemporary Hit Radio, Adult Contemporary, Alternative, Classic Hits, and Country.

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



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



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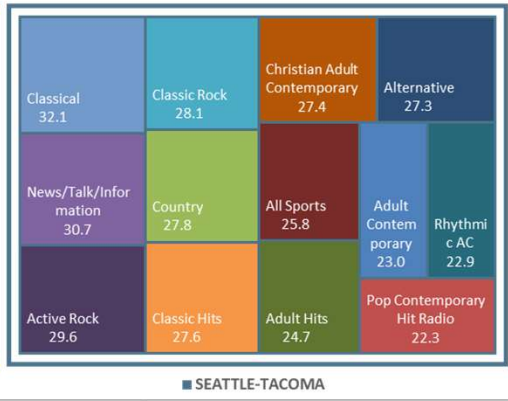
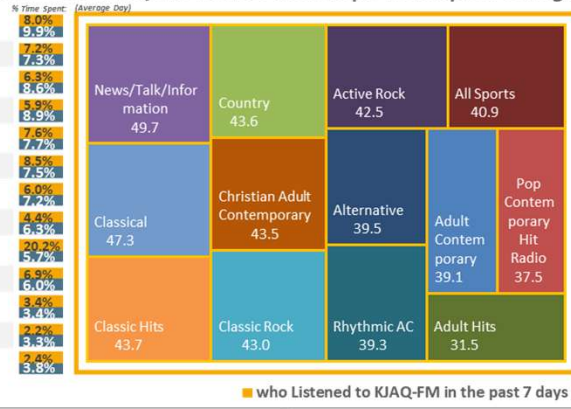
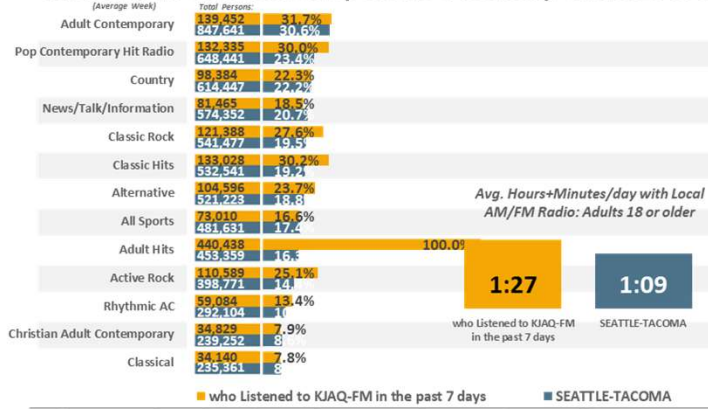
Radio Stations: KBKS-FM



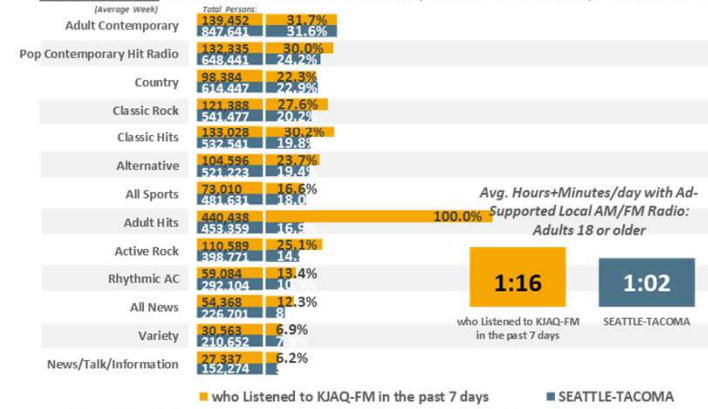


440,438 or 100.0% of Adults 18 or older who Listened to KJAZ-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Hits, Adult Contemporary, Classic Hits, Pop Contemporary Hit Radio, and Classic Rock.

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



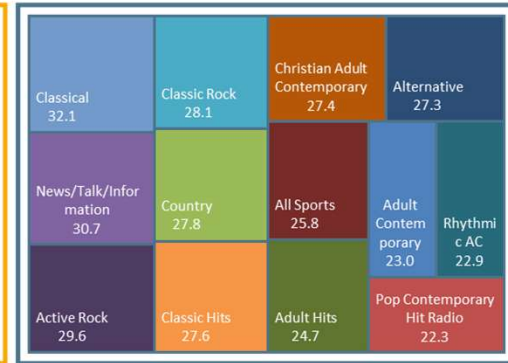
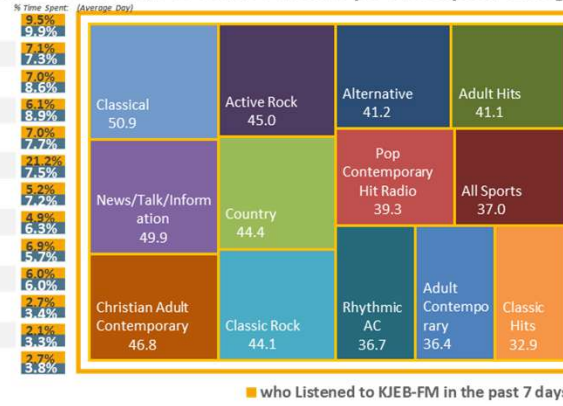
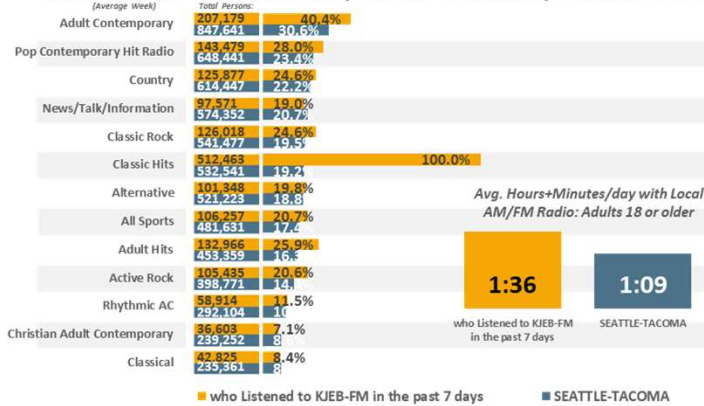
Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



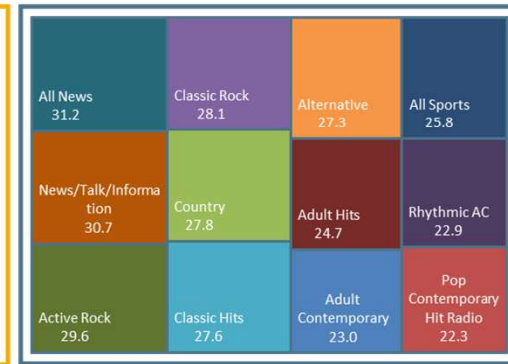
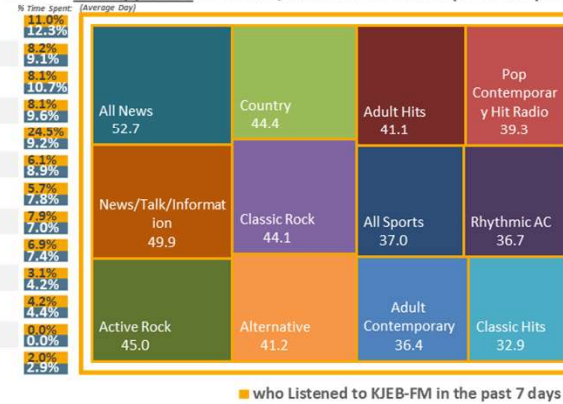
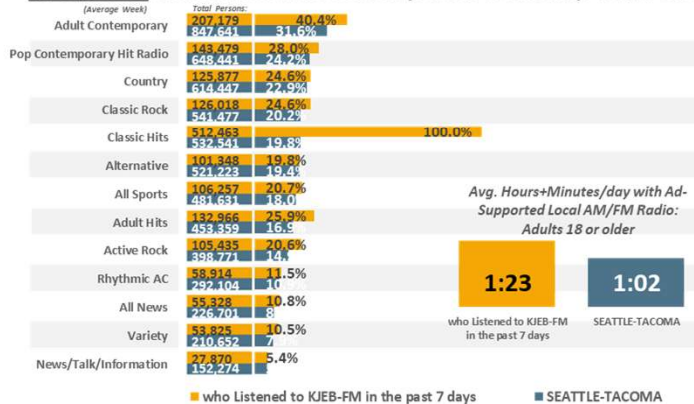


512,463 or 100.% of Adults 18 or older who Listened to KJEB-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Hits, Adult Contemporary, Pop Contemporary Hit Radio, Adult Hits, and Classic Rock.

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



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



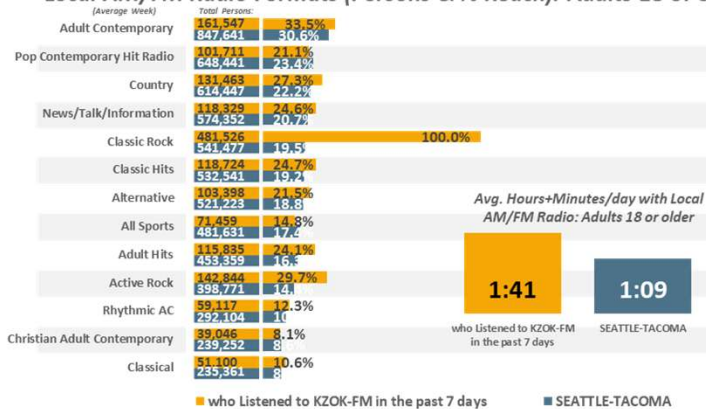
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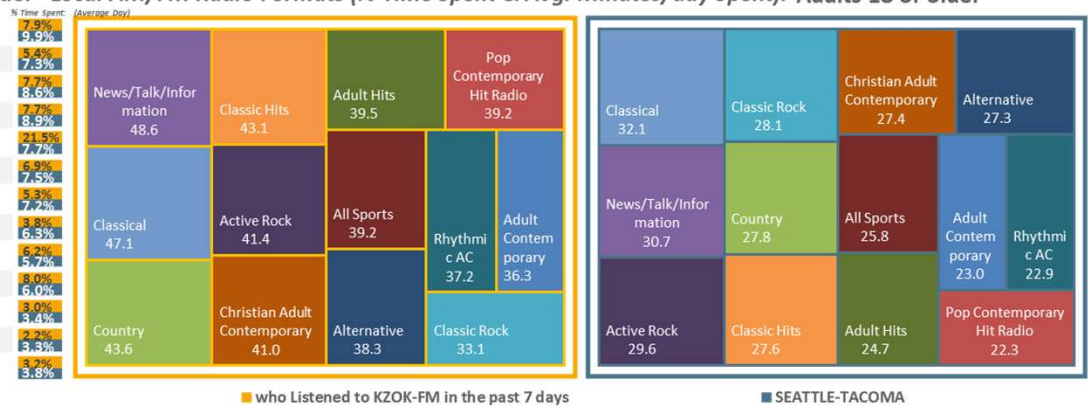


481,526 or 100.0% of Adults 18 or older who Listened to KZOK-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Rock, Adult Contemporary, Active Rock, Country, and Classic Hits.

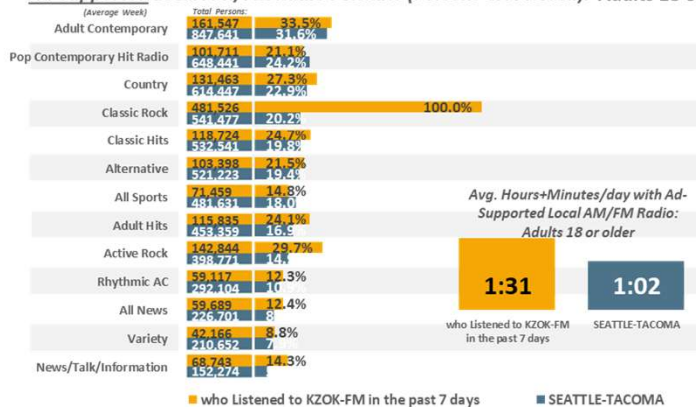
### Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



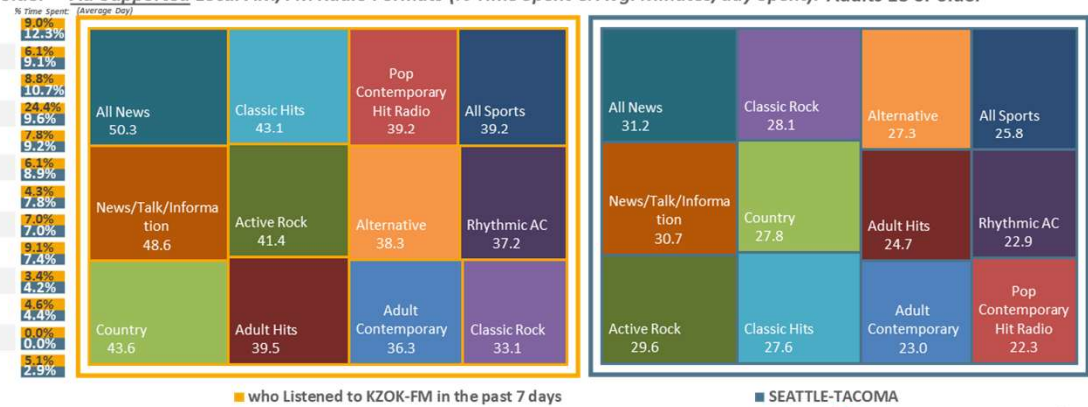
### Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



### 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



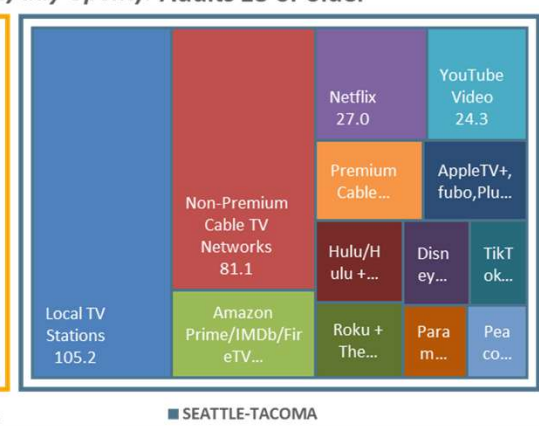
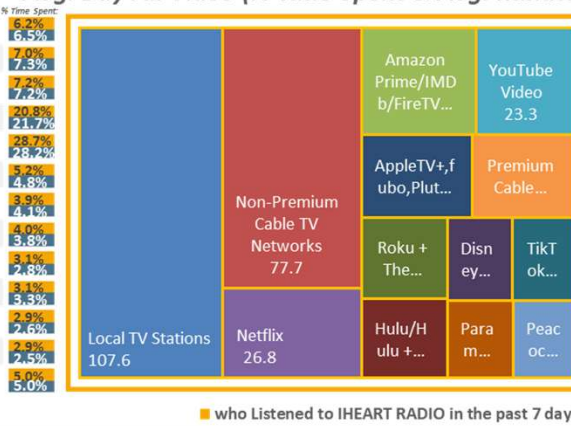
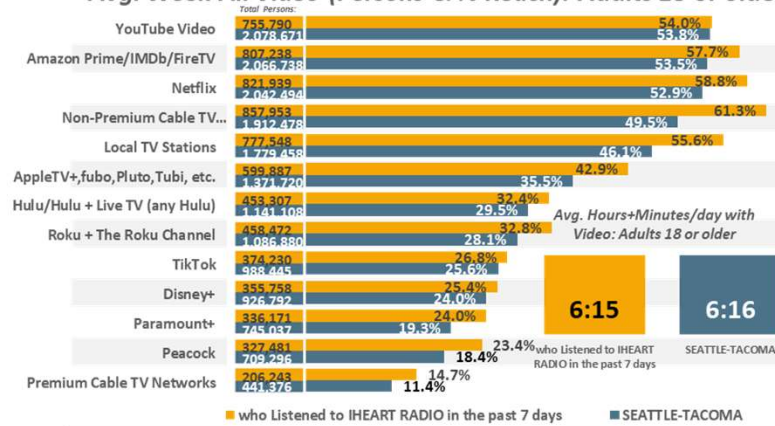




767,120 or 54.9% of Adults 18 or older who Listened to IHEART RADIO in the past 7 days watch Ad-Supported Local TV Stations for an average of 101. minutes every day representing 33.% of all time spent daily with Ad-Supported Video.

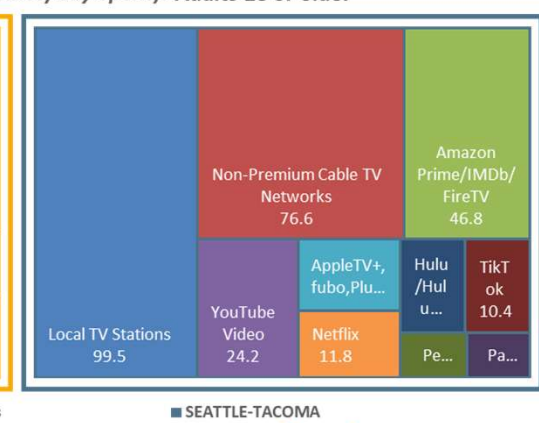
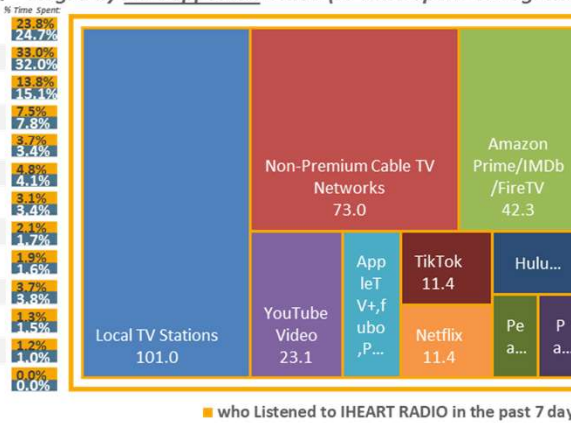
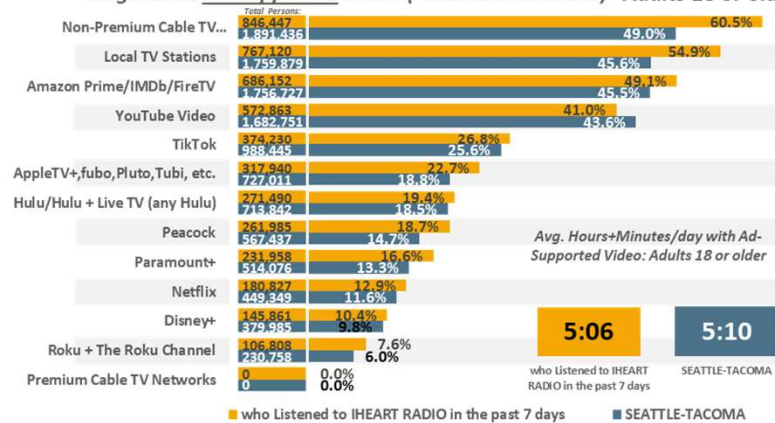
**Avg. Week All Video (Persons & % Reach): Adults 18 or older**

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



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

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



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(Radio Stations: KBKS-FM OR Radio Stations: KJAX-FM OR Radio Stations: KJEB-FM OR Radio Stations: KJR-AM OR Radio Stations: KJR-FM OR Radio Stations: KJR-FM HD2 OR Radio Stations: KZOK-FM)

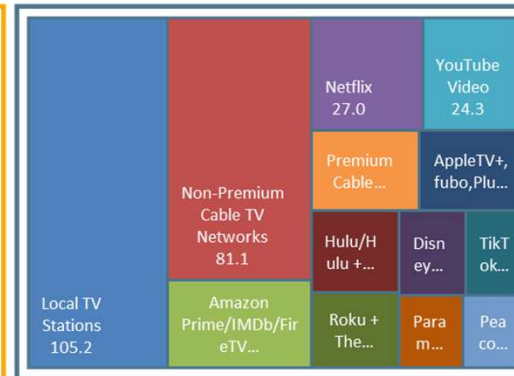
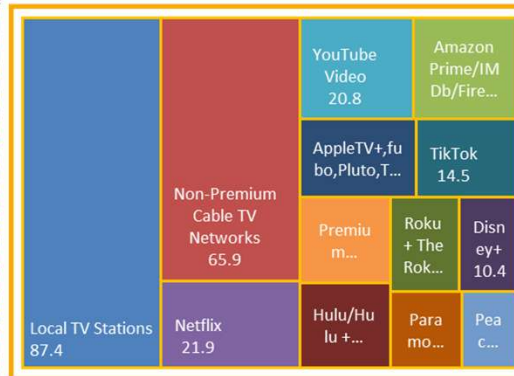
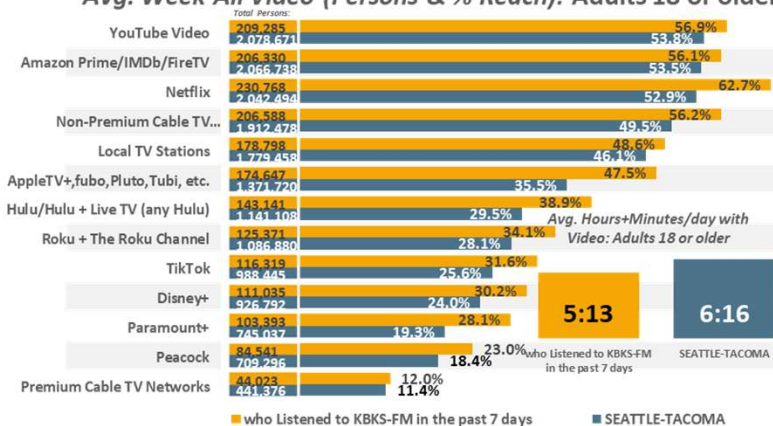




176,438 or 48.% of Adults 18 or older who Listened to KBKS-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 82.3 minutes every day representing 32.1% of all time spent daily with Ad-Supported Video.

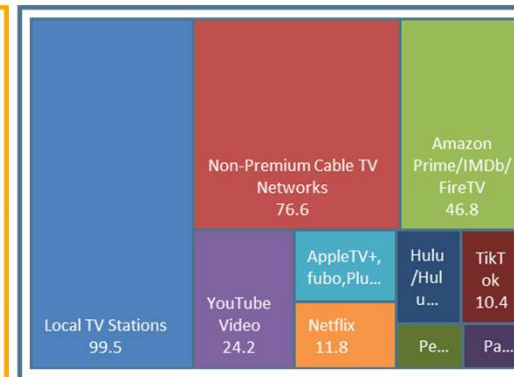
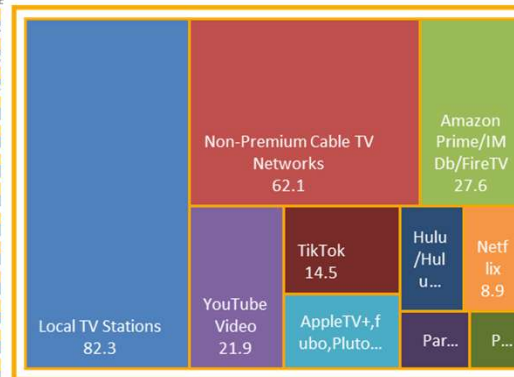
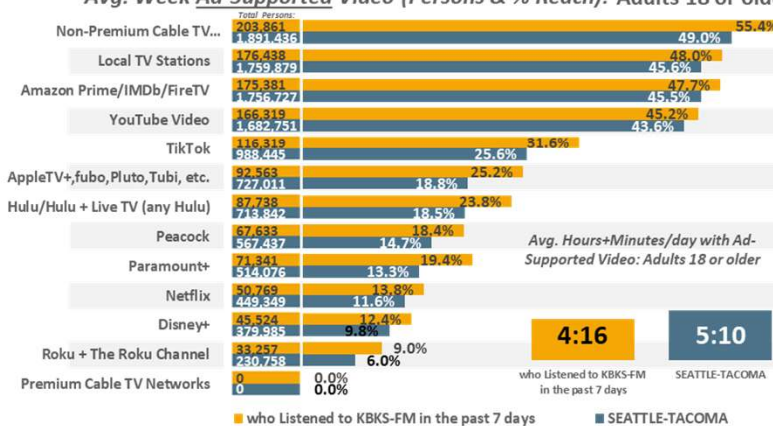
### Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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



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Radio Stations: KBKS-FM

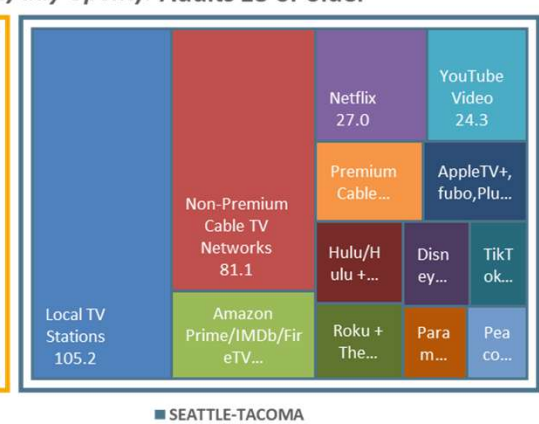
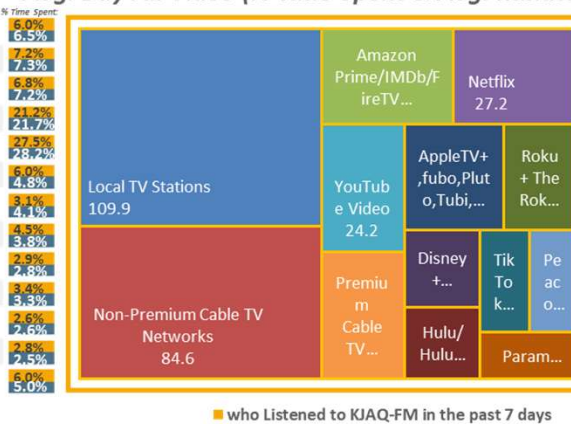
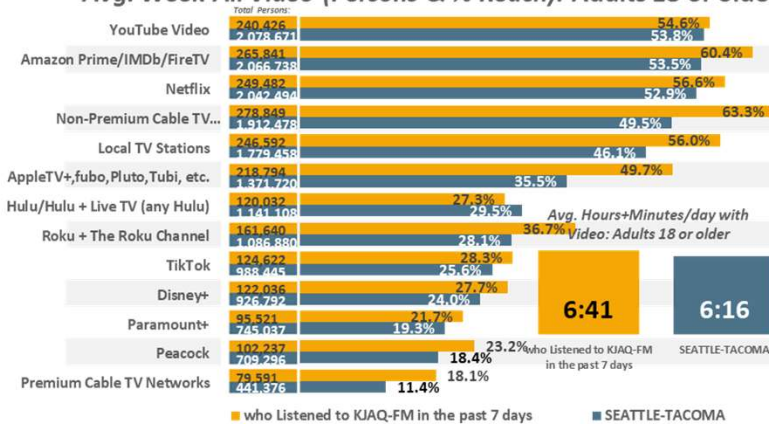
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243,167 or 55.2% of Adults 18 or older who Listened to KJAZ-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 104.7 minutes every day representing 31.8% of all time spent daily with Ad-Supported Video.

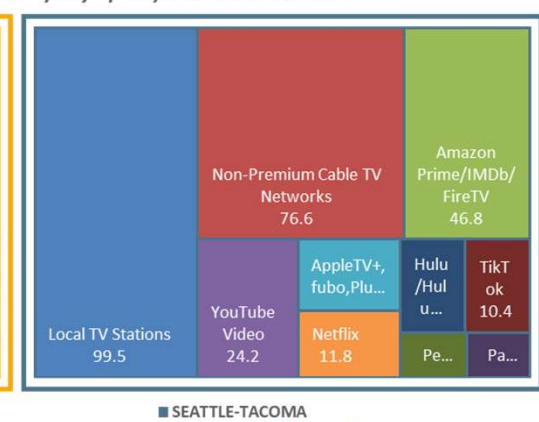
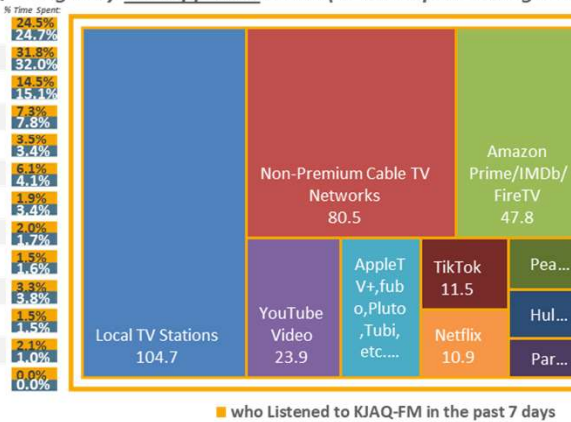
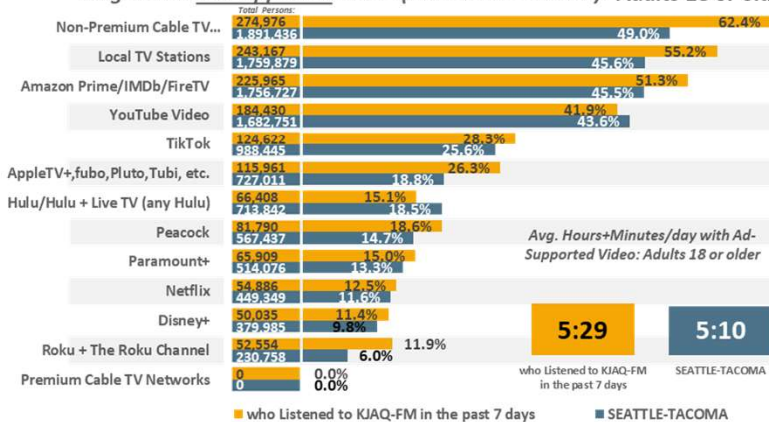
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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



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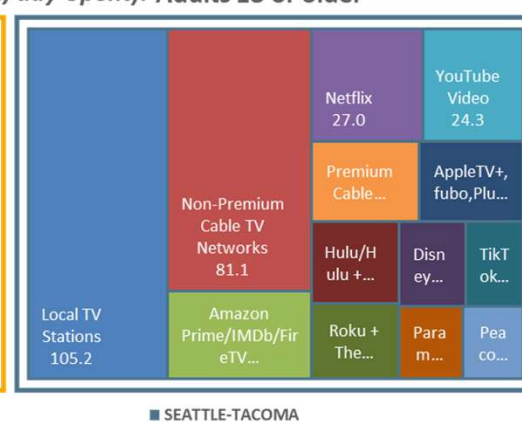
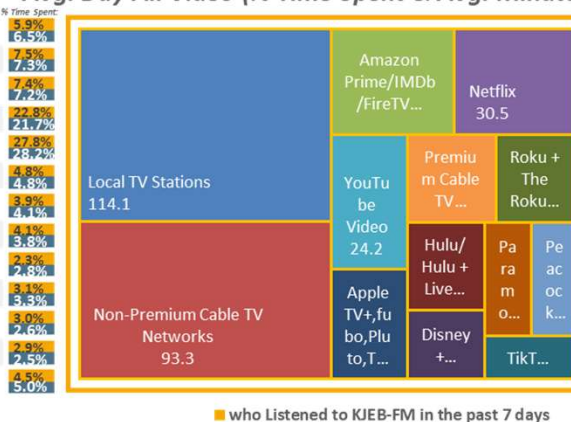
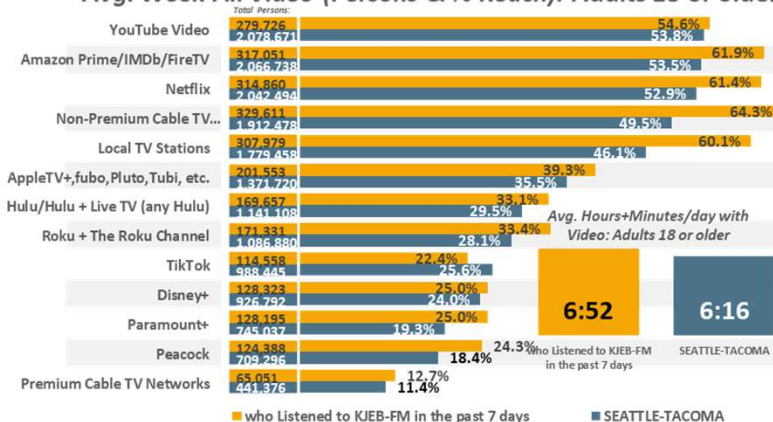
soefa.ai Share of Everything for Anything



302,682 or 59.1% of Adults 18 or older who Listened to KJEB-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 106.3 minutes every day representing 31.7% of all time spent daily with Ad-Supported Video.

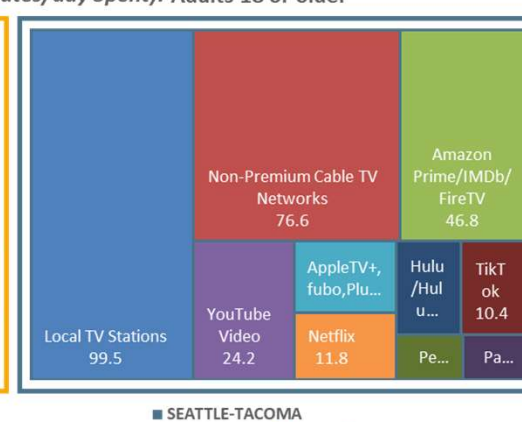
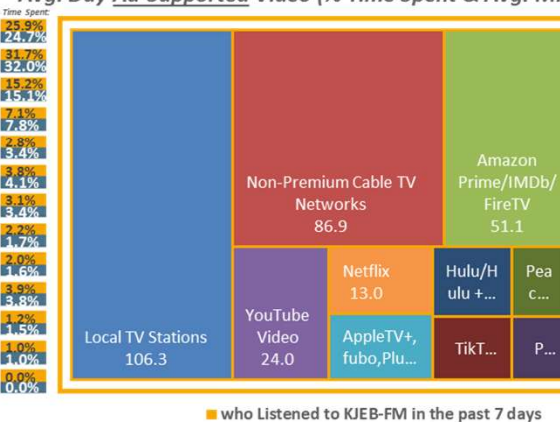
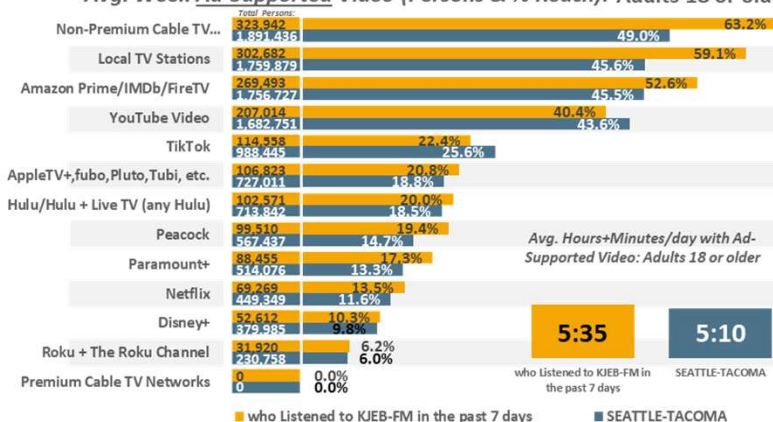
### Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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



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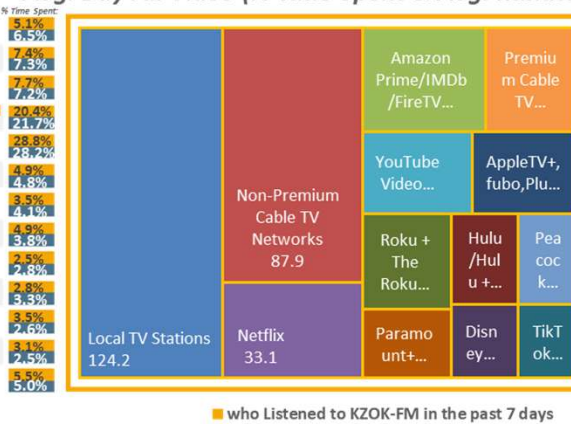
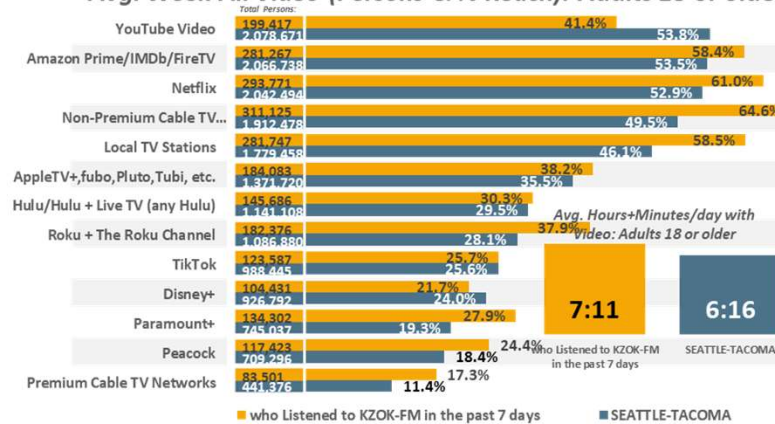




278,992 or 57.9% of Adults 18 or older who Listened to KZOK-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 116.6 minutes every day representing 33.7% of all time spent daily with Ad-Supported Video.

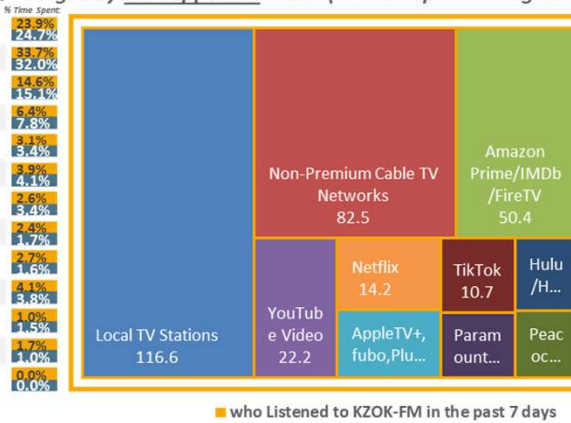
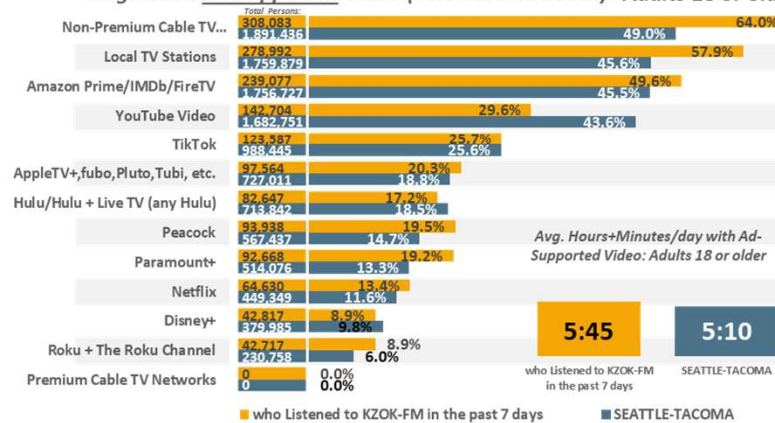
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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



SEATTLE-TACOMA Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 501  
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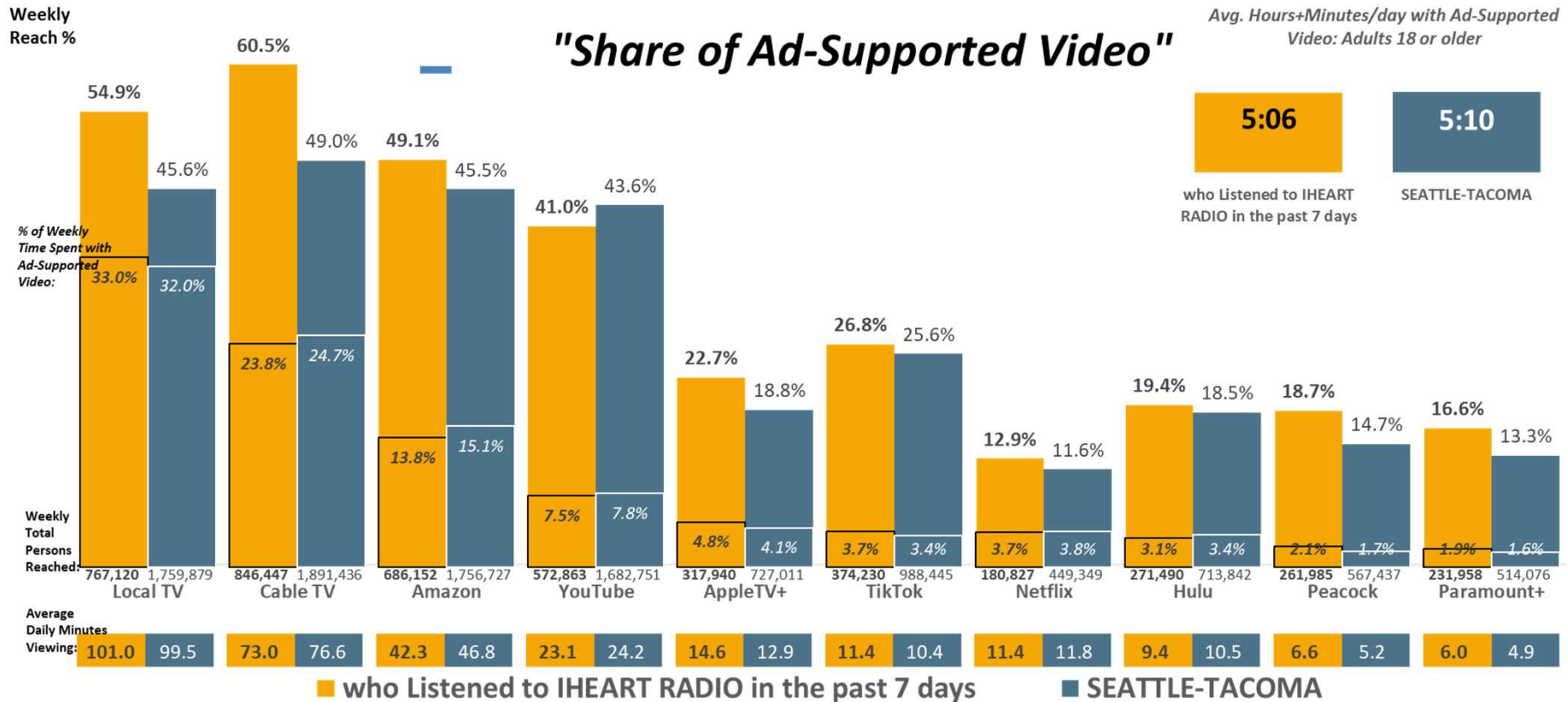
soefa.ai Share of Everything for Anything





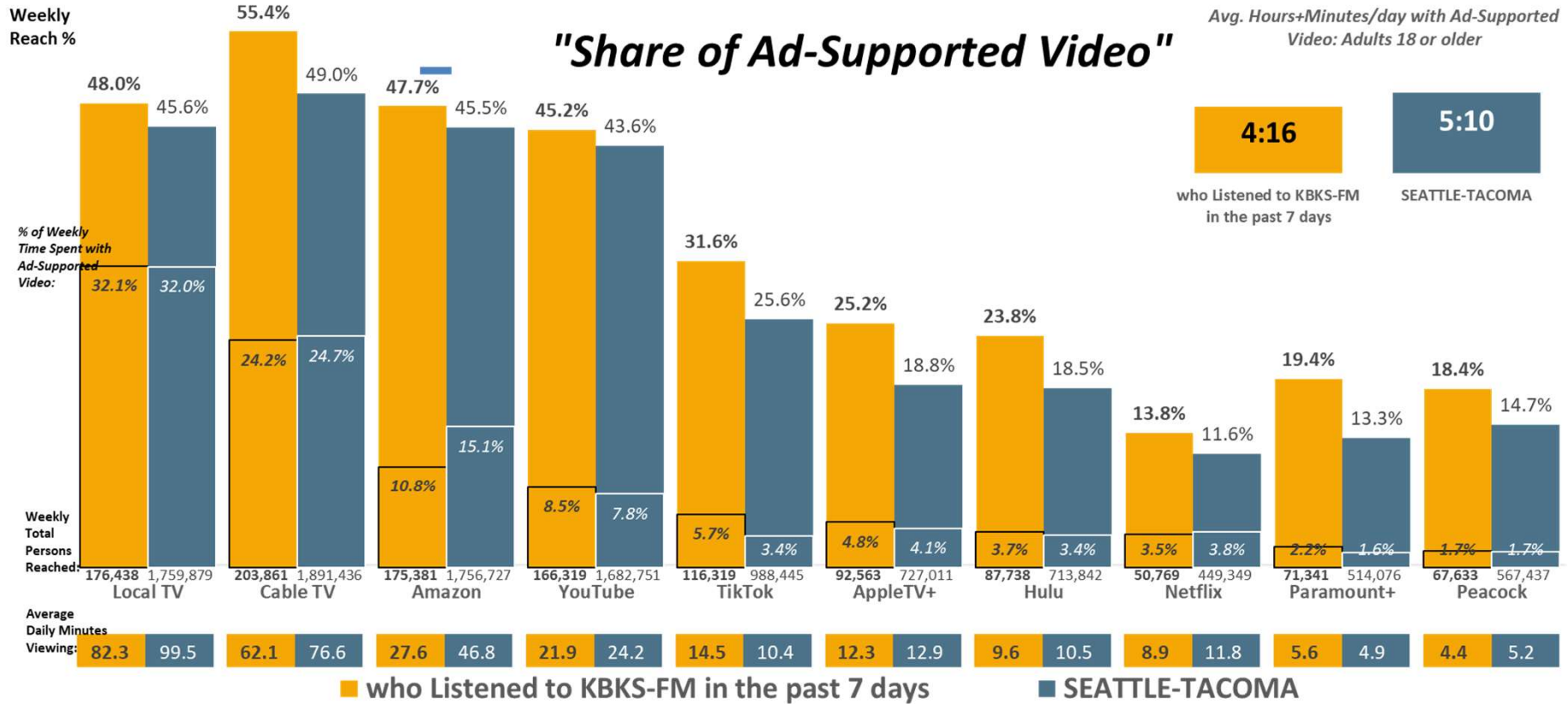
767,120 or 54.9% of Adults 18 or older who Listened to IHEART RADIO in the past 7 days watch Ad-Supported Local TV Stations for an average of 101. minutes every day representing 33.% of all time spent daily with Ad-Supported Video.

## "Share of Ad-Supported Video"





176,438 or 48.% of Adults 18 or older who Listened to KBKS-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 82.3 minutes every day representing 32.1% of all time spent daily with Ad-Supported Video.



SEATTLE-TACOMA Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 325 SEATTLE-TACOMA Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 3,731  
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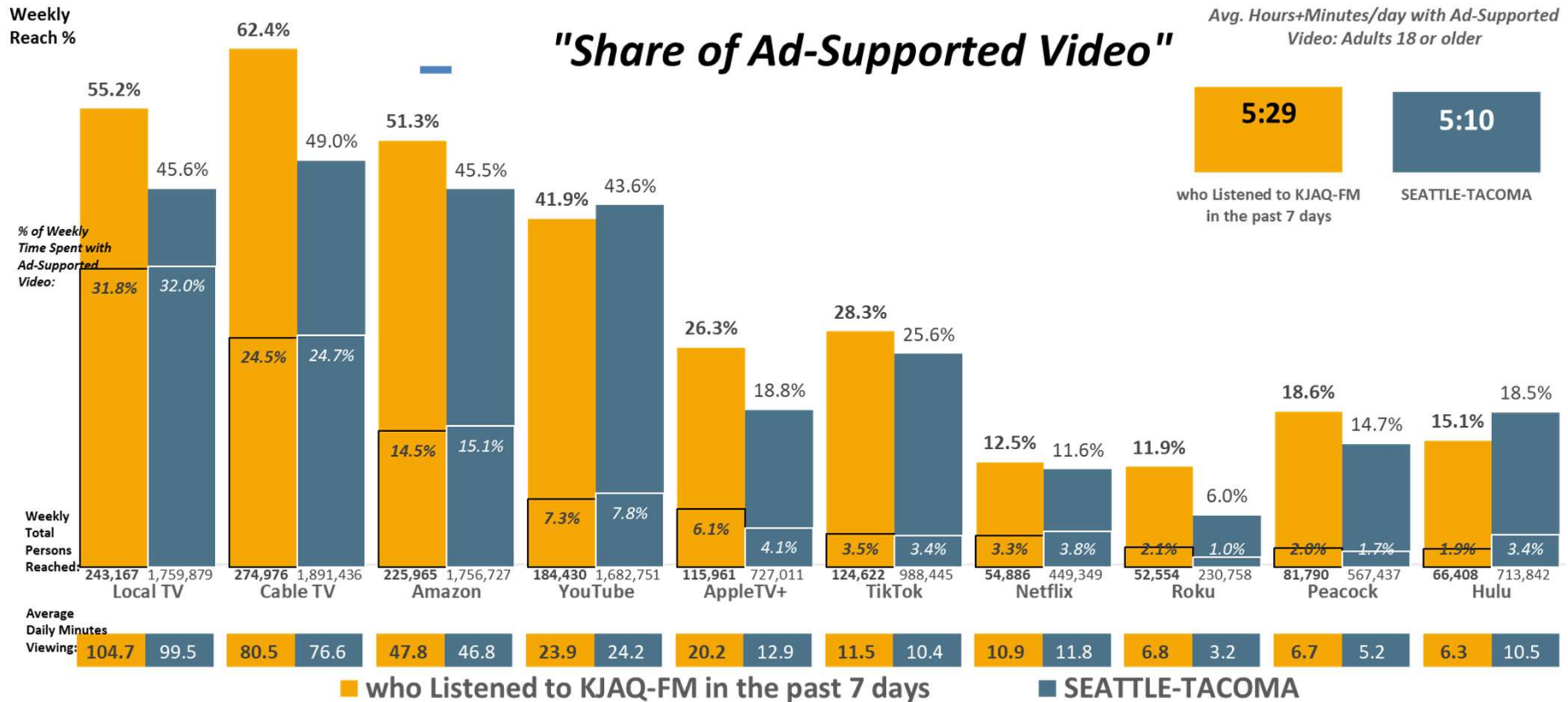
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Radio Stations: KBKS-FM



243,167 or 55.2% of Adults 18 or older who Listened to KJAZ-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 104.7 minutes every day representing 31.8% of all time spent daily with Ad-Supported Video.

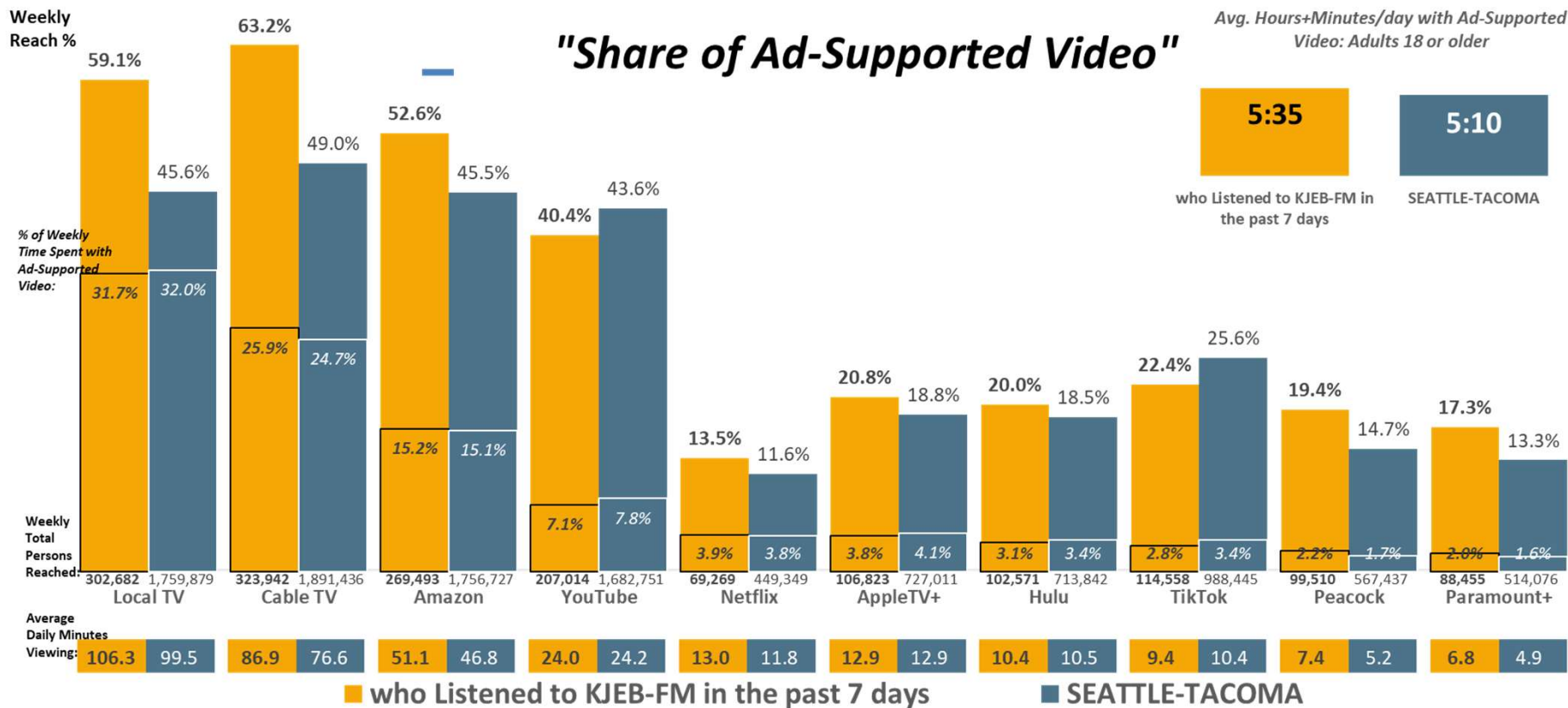
## "Share of Ad-Supported Video"





302,682 or 59.1% of Adults 18 or older who Listened to KJEB-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 106.3 minutes every day representing 31.7% of all time spent daily with Ad-Supported Video.

## "Share of Ad-Supported Video"

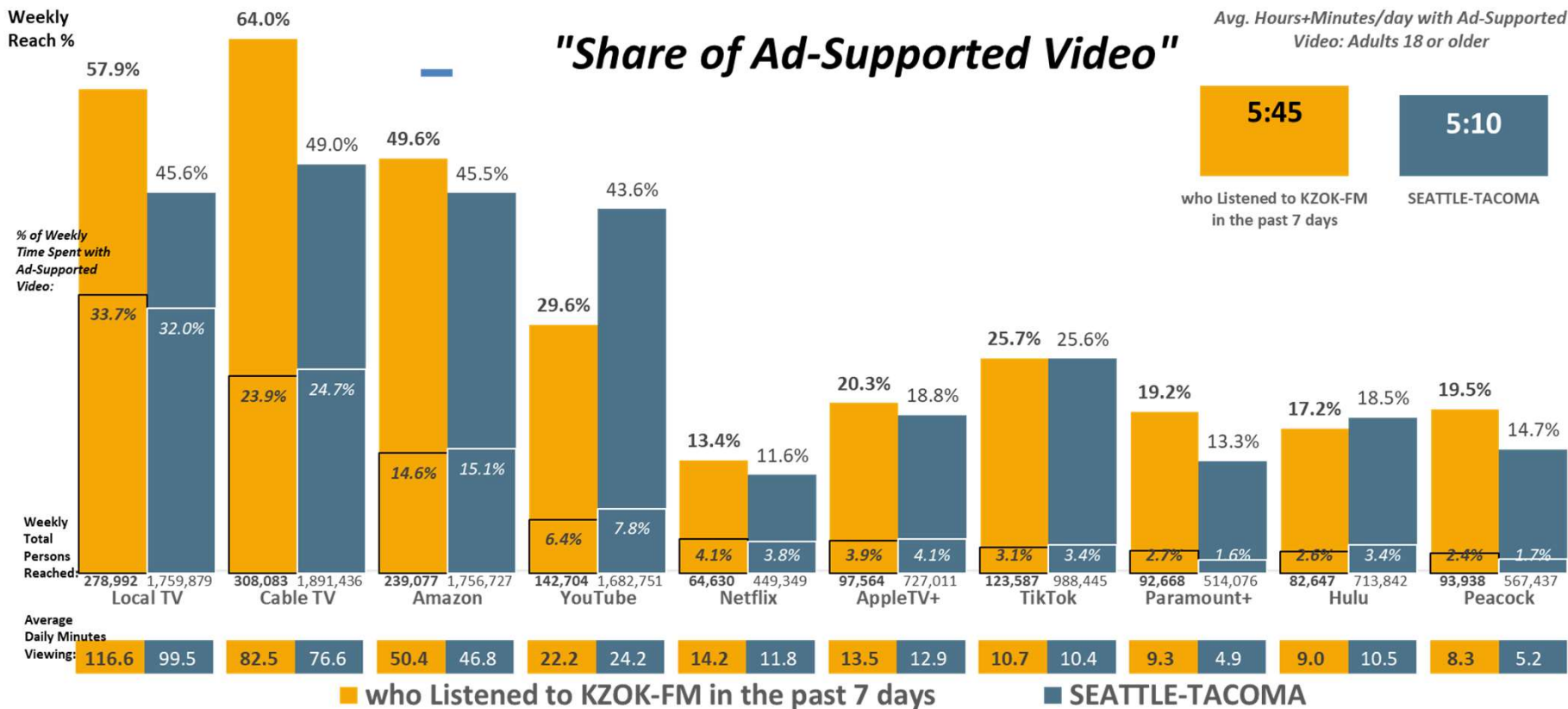






278,992 or 57.9% of Adults 18 or older who Listened to KZOK-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 116.6 minutes every day representing 33.7% of all time spent daily with Ad-Supported Video.

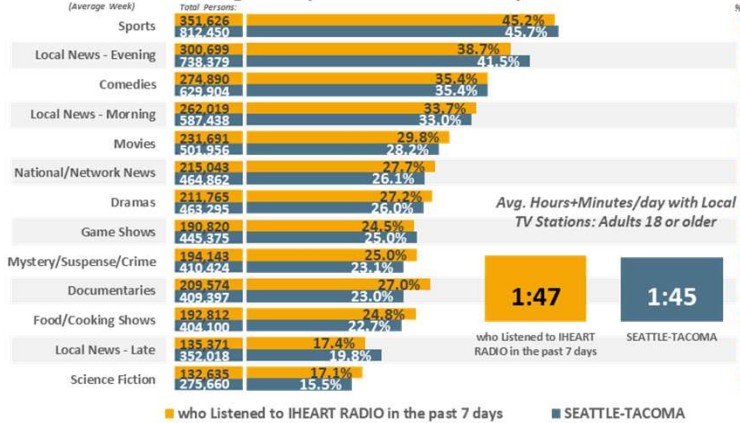
## "Share of Ad-Supported Video"



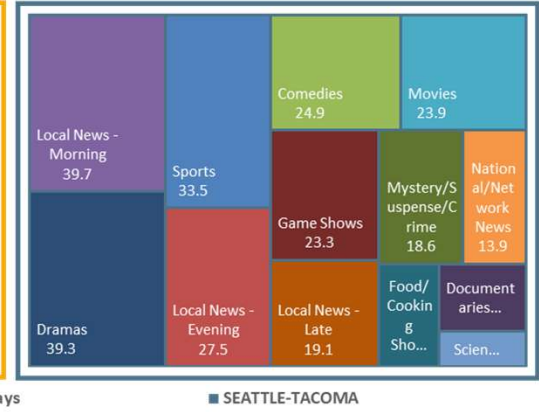
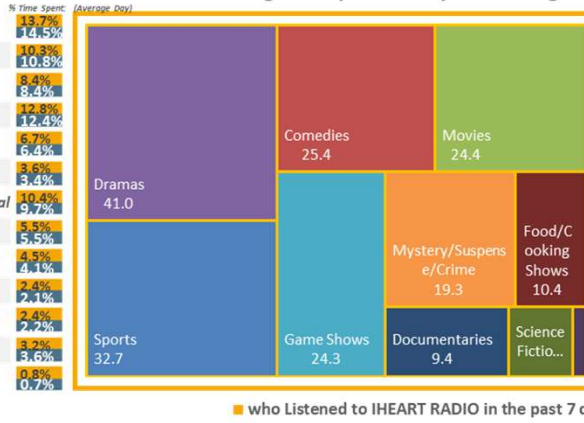


767,120 or 54.9% of Adults 18 or older who Listened to IHEART RADIO in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Comedies, Movies, and Dramas.

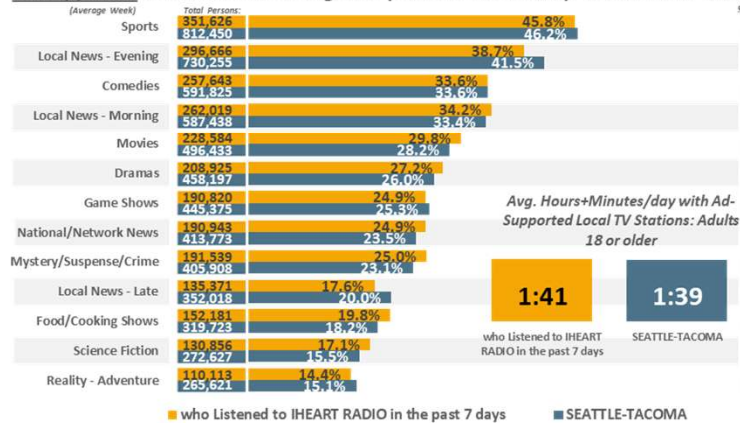
Local TV Station Programs (Persons & % Reach): Adults 18 or older



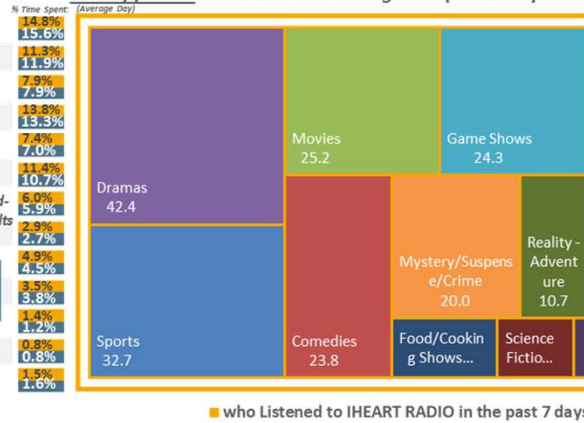
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEATTLE-TACOMA Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 1,405  
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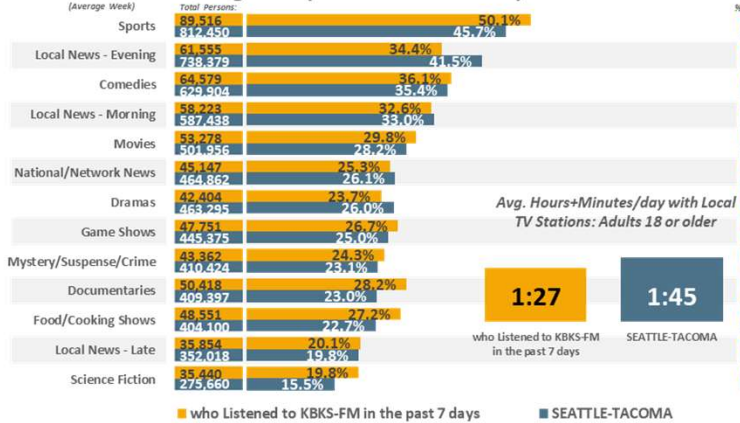
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(Radio Stations: KBKS-FM OR Radio Stations: KJQA-FM OR Radio Stations: KJEB-FM OR Radio Stations: KJR-AM OR Radio Stations: KJR-FM OR Radio Stations: KJR-FM HD2 OR Radio Stations: KZOK-FM)

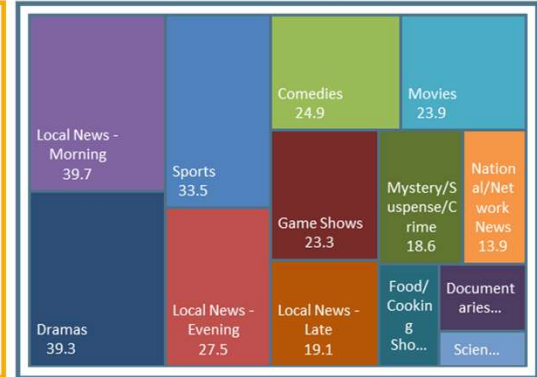
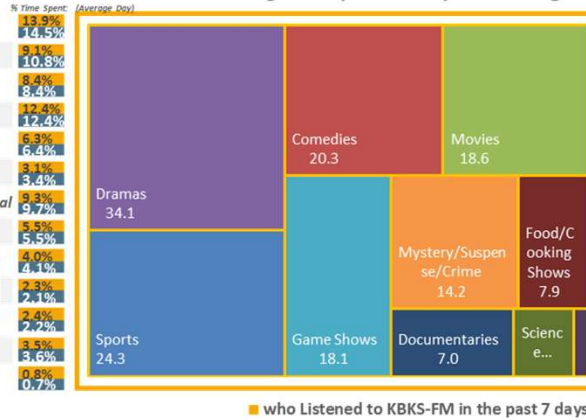


176,438 or 48.% of Adults 18 or older who Listened to KBKS-FM in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Comedies, Local News - Morning, Movies, and Game Shows.

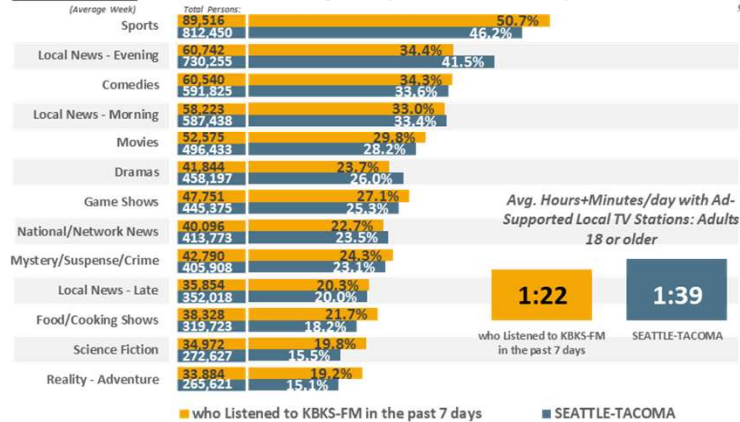
### Local TV Station Programs (Persons & % Reach): Adults 18 or older



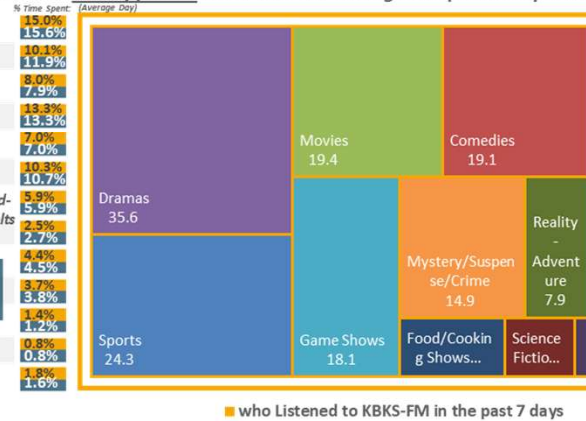
### Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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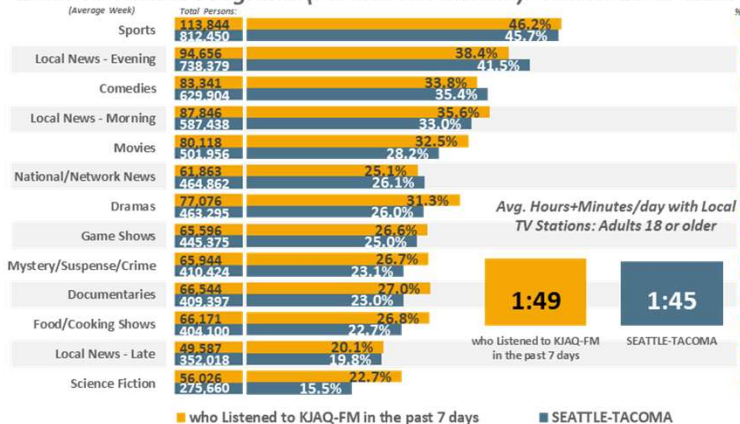
soefa.ai Share of Everything for Anything



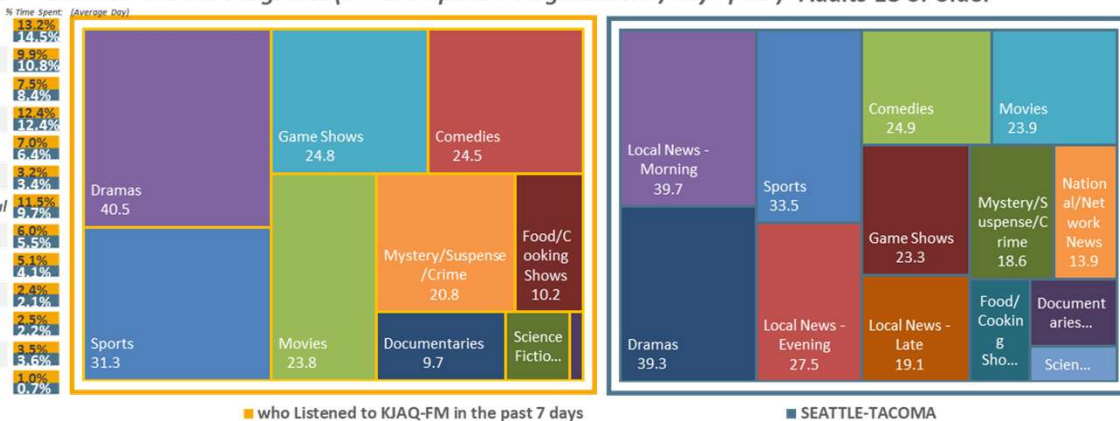


243,167 or 55.2% of Adults 18 or older who Listened to KJAZ-FM in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Movies, Comedies, and Dramas.

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



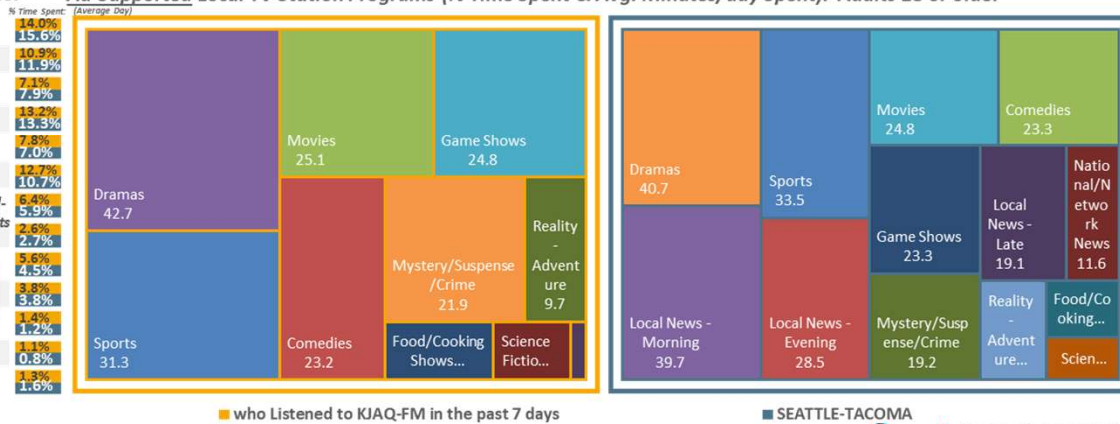
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEATTLE-TACOMA Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 434  
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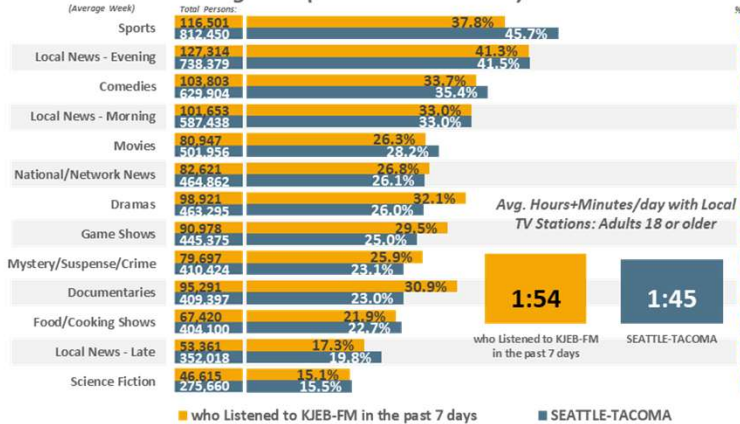
soefa.ai Share of Everything for Anything



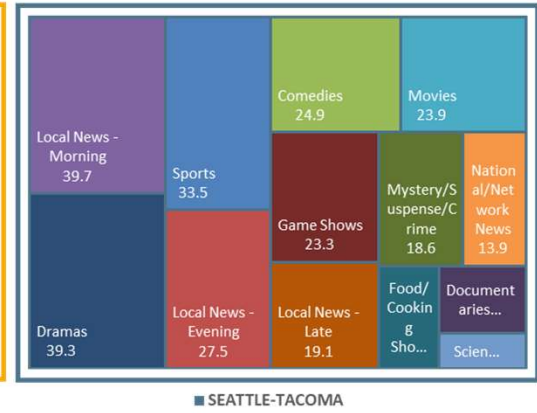


302,682 or 59.1% of Adults 18 or older who Listened to KJEB-FM in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Local News - Morning, Dramas, Comedies, and Game Shows.

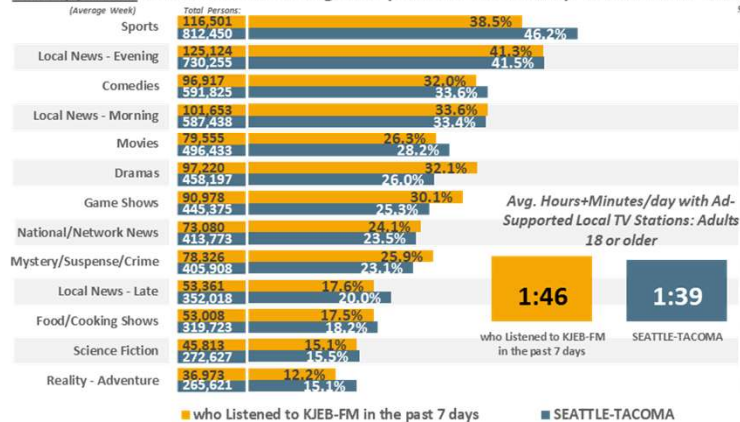
Local TV Station Programs (Persons & % Reach): Adults 18 or older



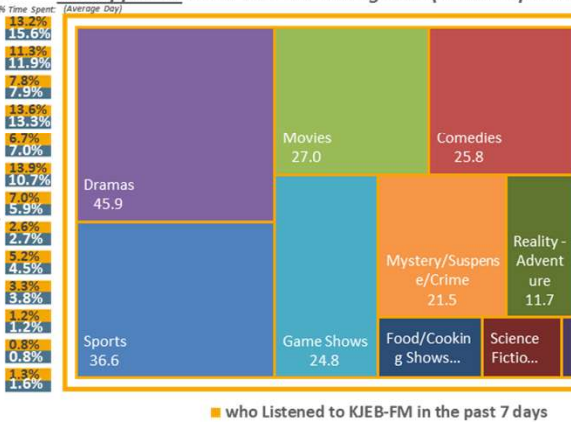
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



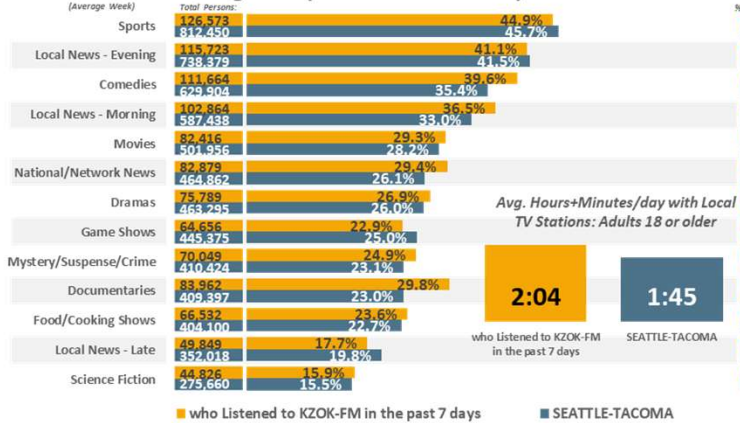
SEATTLE-TACOMA Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 548  
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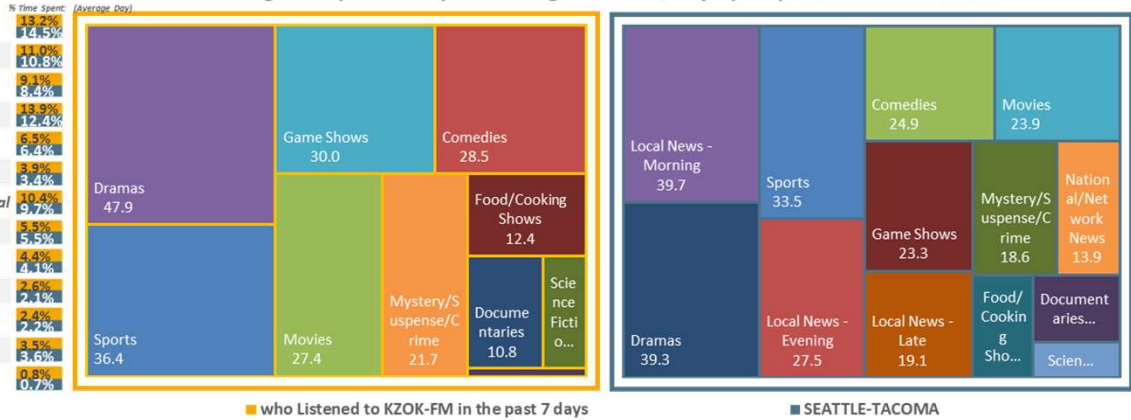


278,992 or 57.9% of Adults 18 or older who Listened to KZOK-FM in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Comedies, Local News - Morning, Movies, and Dramas.

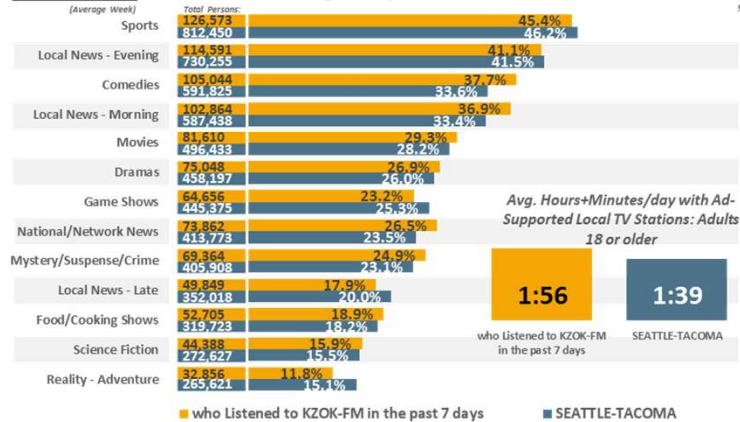
Local TV Station Programs (Persons & % Reach): Adults 18 or older



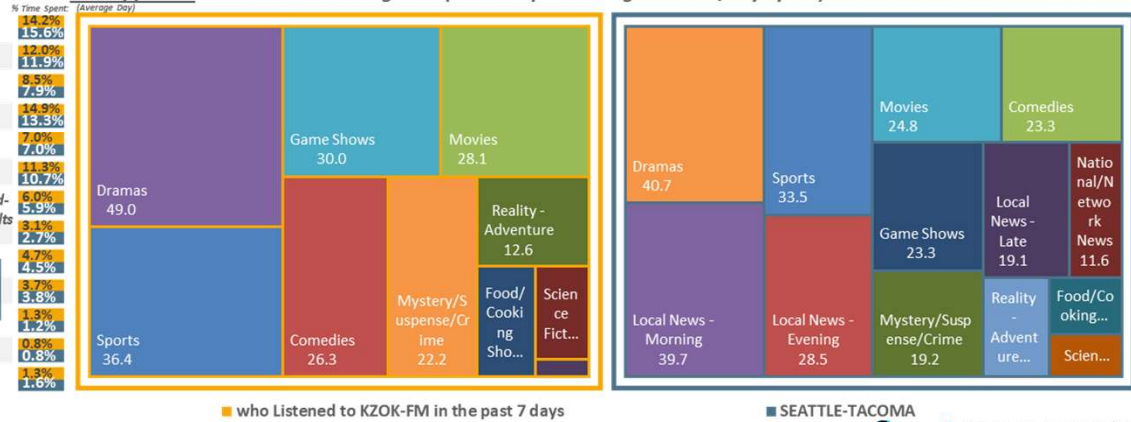
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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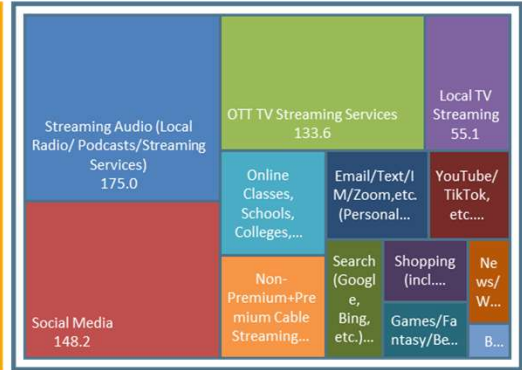
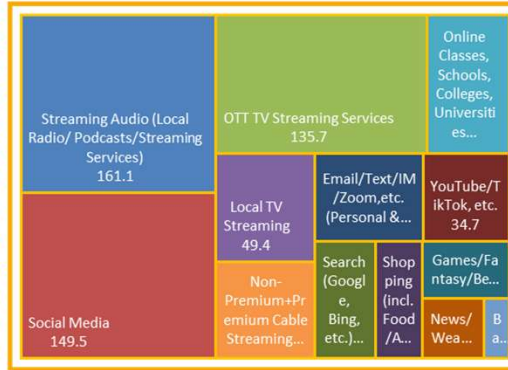
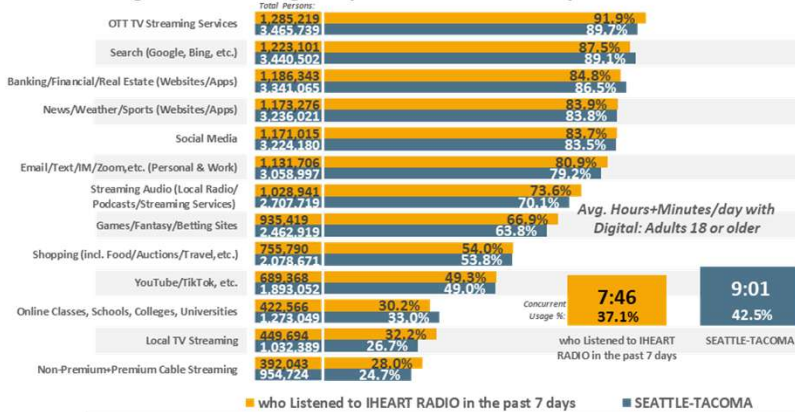
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1,013,907 or 72.5% of Adults 18 or older who Listened to IHEART RADIO in the past 7 days use Ad-Supported Social Media for an average of 129.5 minutes every day representing 22.9% of all time spent daily with Ad-Supported Digital Media.

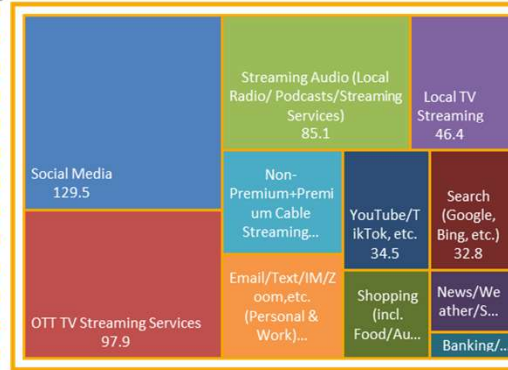
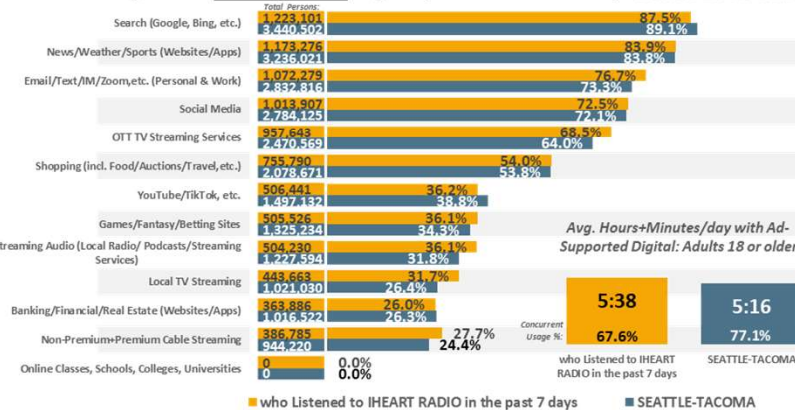
**Avg. Week All Digital (Persons & % Reach): Adults 18 or older**

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



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

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



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(Radio Stations: KBKS-FM OR Radio Stations: KJAQ-FM OR Radio Stations: KJEB-FM OR Radio Stations: KJR-AM OR Radio Stations: KJR-FM OR Radio Stations: KJR-FM HD2 OR Radio Stations: KZOK-FM)

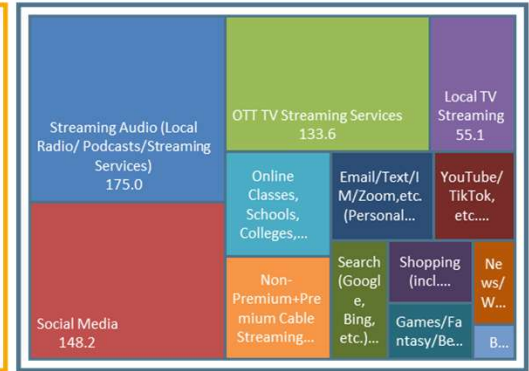
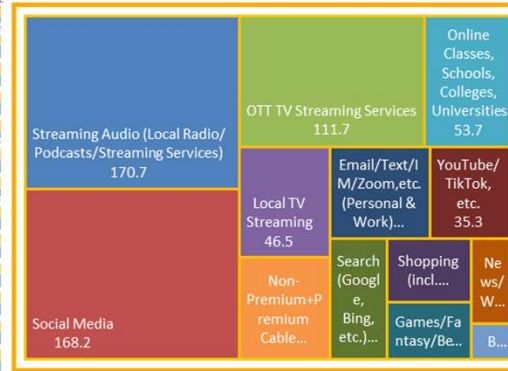
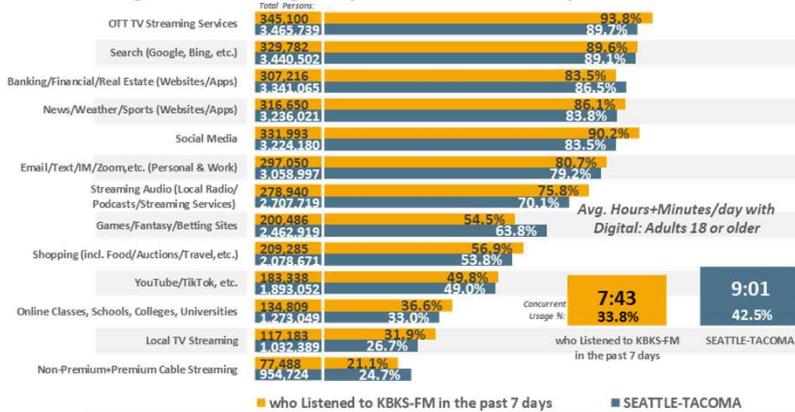




302,082 or 82.1% of Adults 18 or older who Listened to KBKS-FM in the past 7 days use Ad-Supported Social Media for an average of 153. minutes every day representing 27.0% of all time spent daily with Ad-Supported Digital Media.

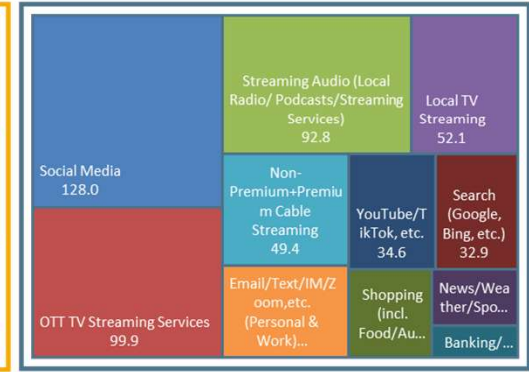
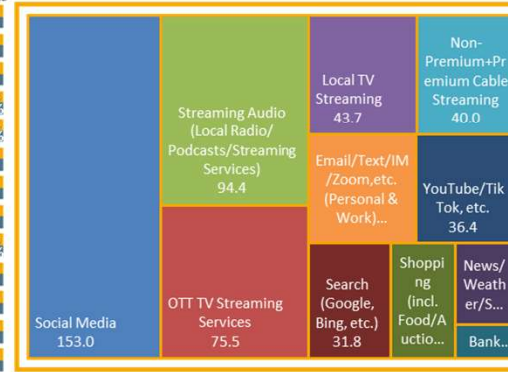
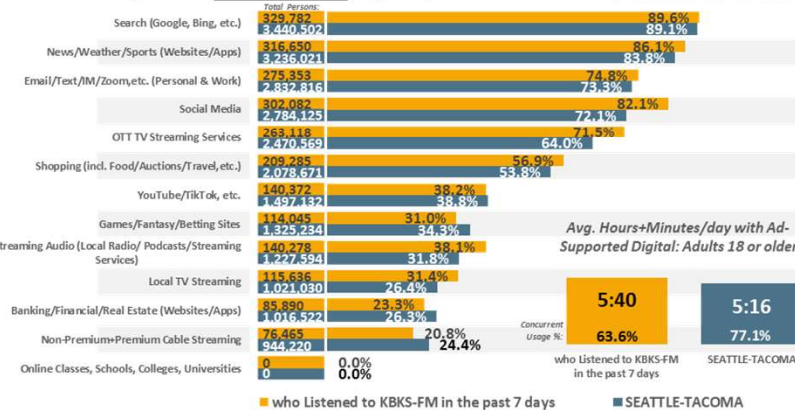
### Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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

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



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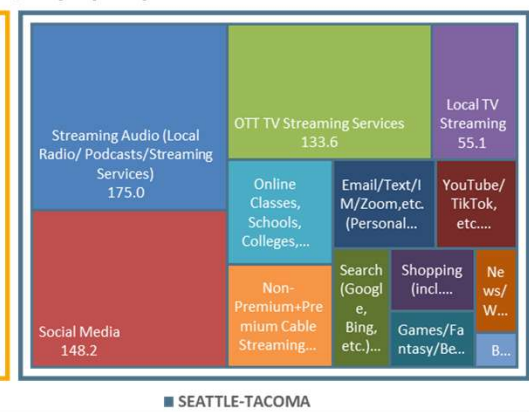
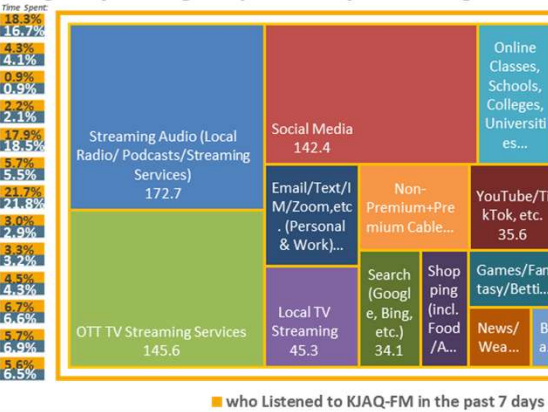
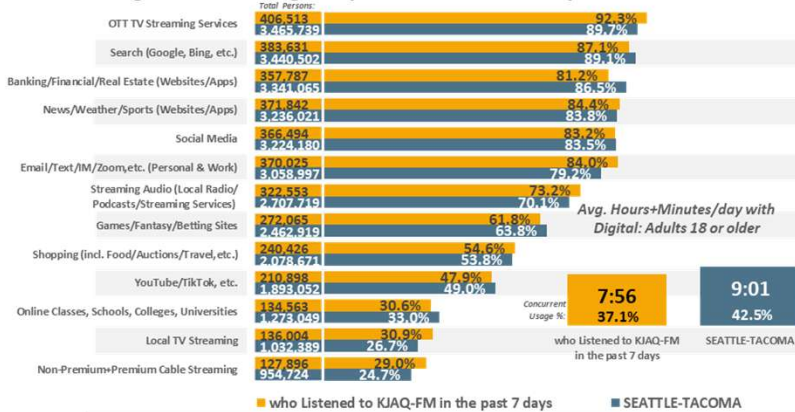
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314,256 or 71.4% of Adults 18 or older who Listened to KJAZ-FM in the past 7 days use Ad-Supported Social Media for an average of 122.1 minutes every day representing 21.2% of all time spent daily with Ad-Supported Digital Media.

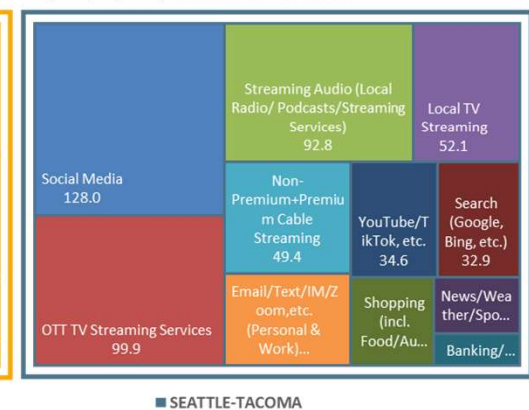
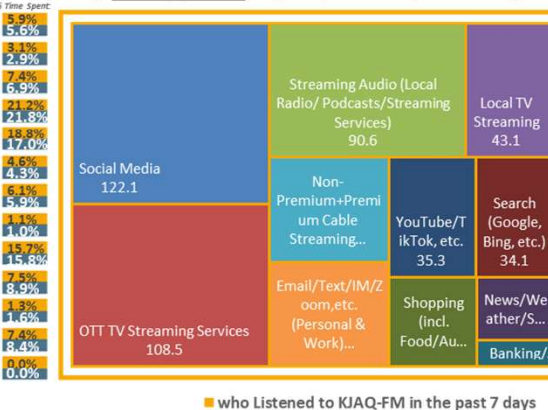
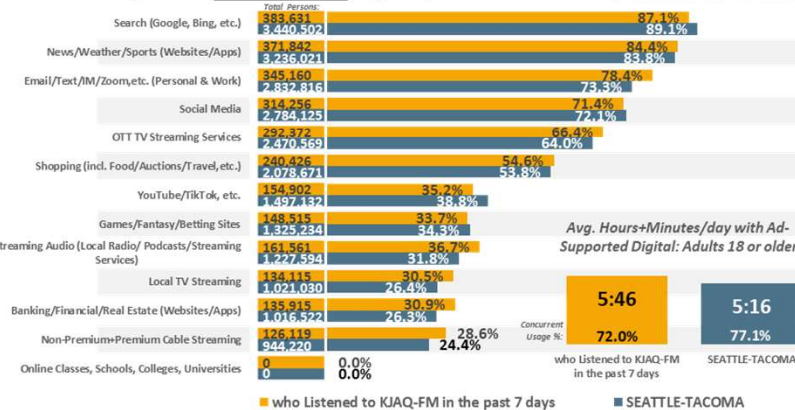
**Avg. Week All Digital (Persons & % Reach): Adults 18 or older**

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



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

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



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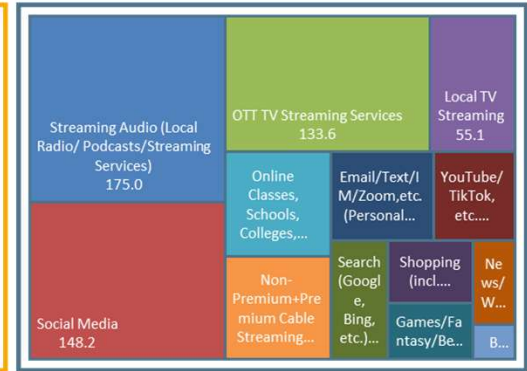
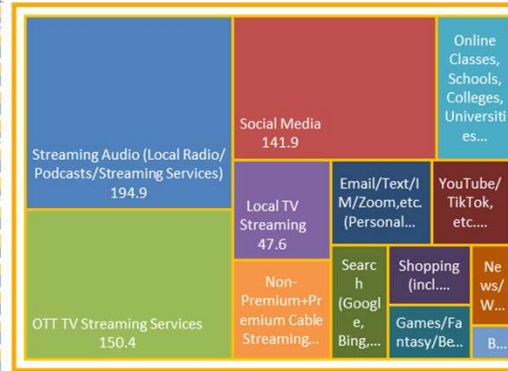
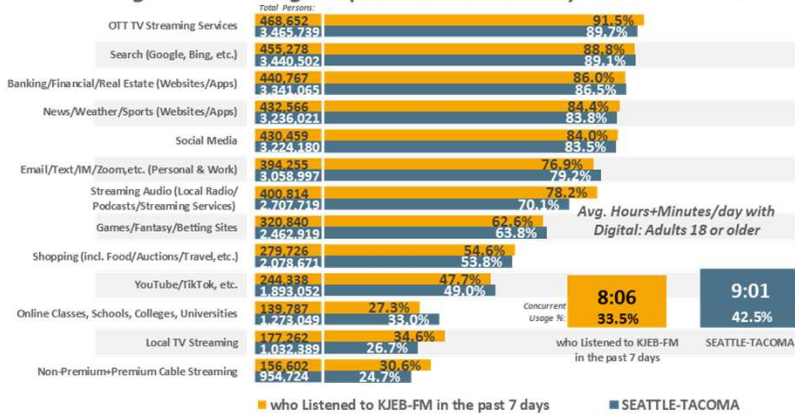




376,664 or 73.5% of Adults 18 or older who Listened to KJEB-FM in the past 7 days use Ad-Supported Social Media for an average of 124.2 minutes every day representing 21.5% of all time spent daily with Ad-Supported Digital Media.

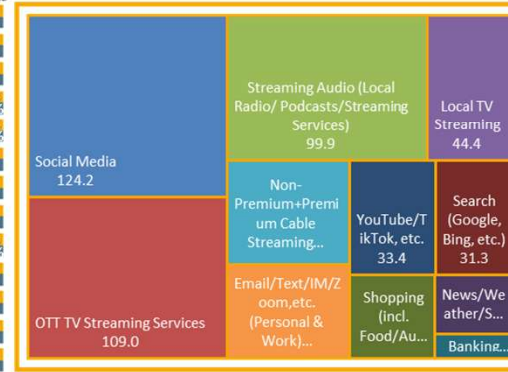
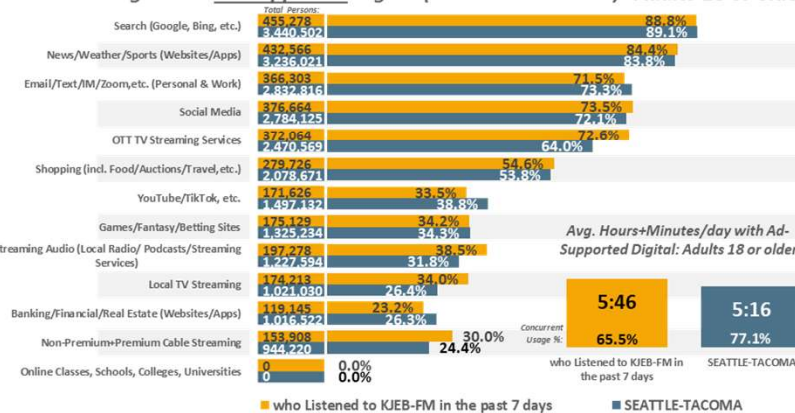
### Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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

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



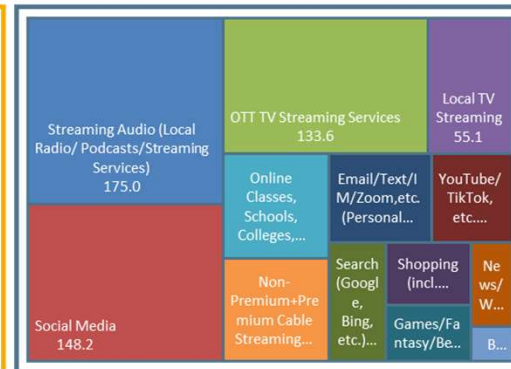
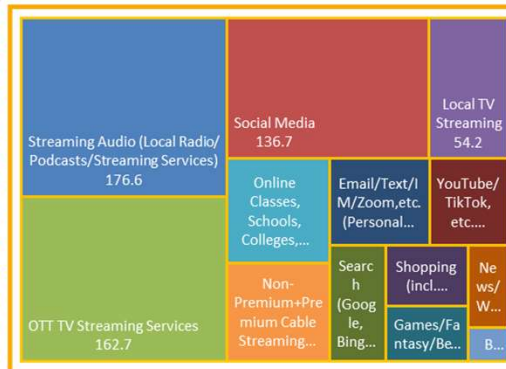
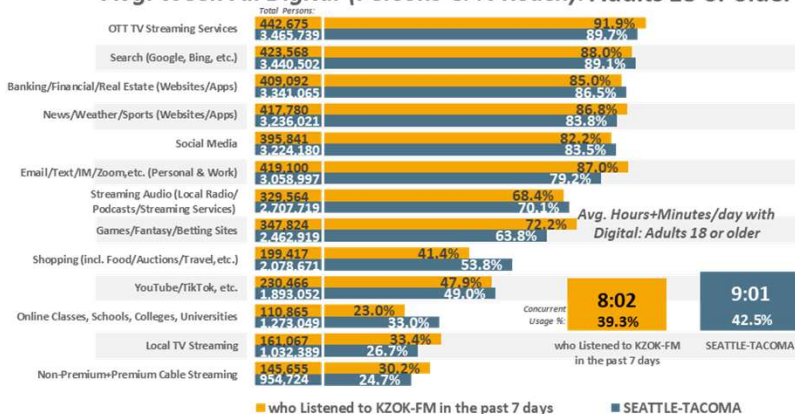




345,464 or 71.7% of Adults 18 or older who Listened to KZOK-FM in the past 7 days use Ad-Supported Social Media for an average of 119.3 minutes every day representing 20.7% of all time spent daily with Ad-Supported Digital Media.

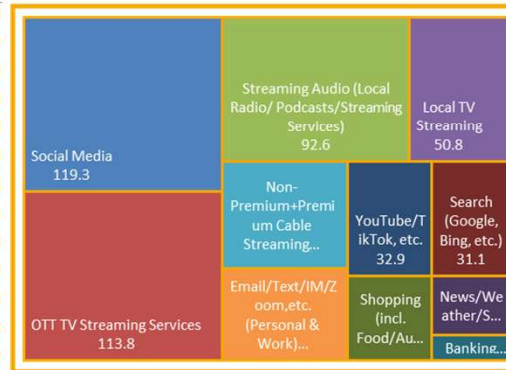
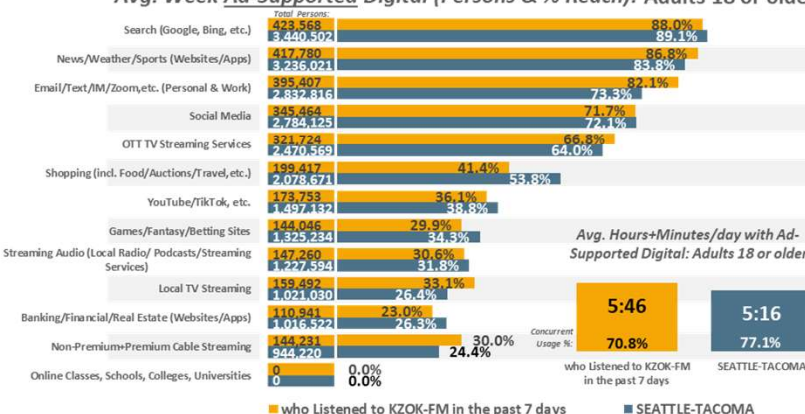
### Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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

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



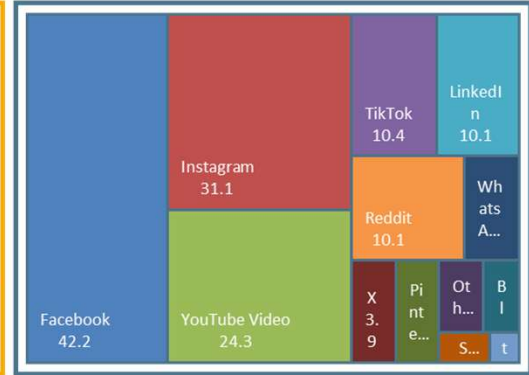
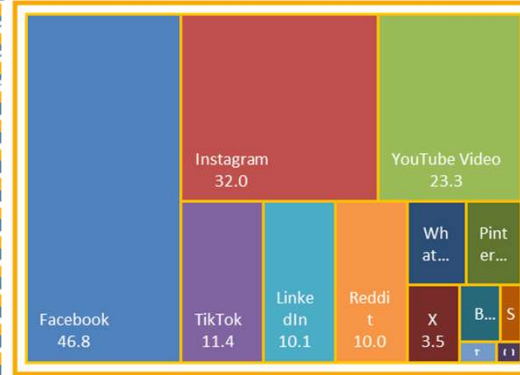
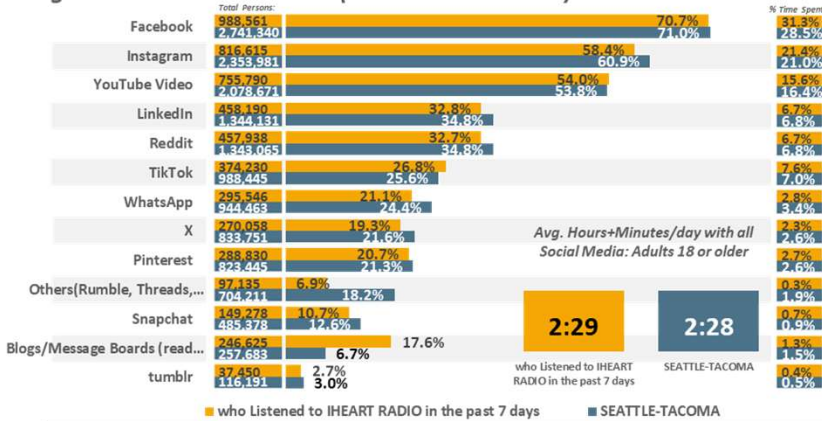
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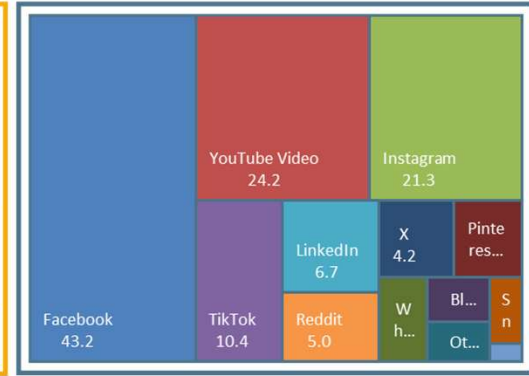
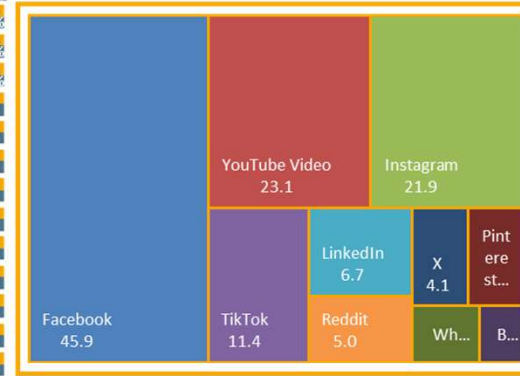
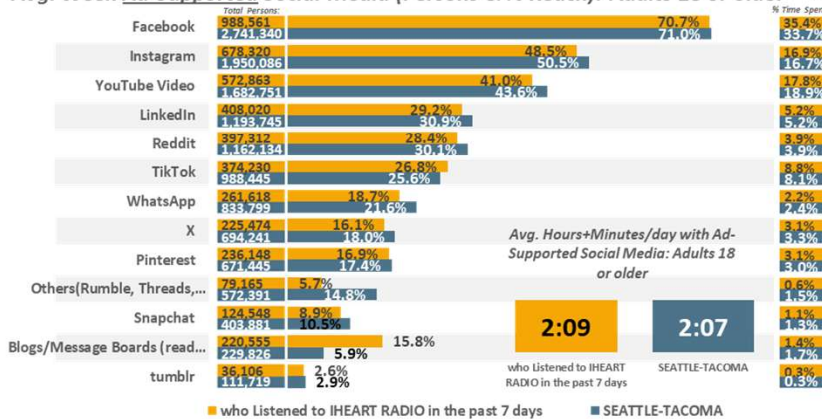


988,561 or 70.7% of Adults 18 or older who Listened to IHEART RADIO in the past 7 days use Ad-Supported Facebook for an average of 45.9 minutes every day representing 35.4% of all time spent daily with Ad-Supported Social Media.

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



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



SEATTLE-TACOMA Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 1,405  
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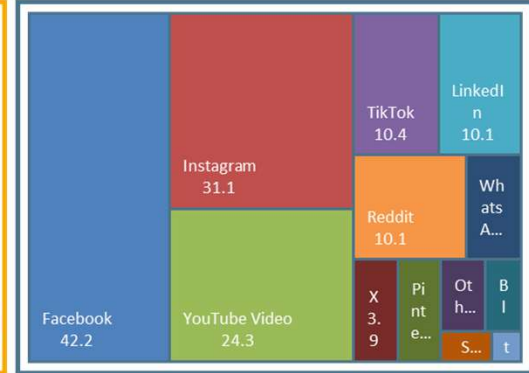
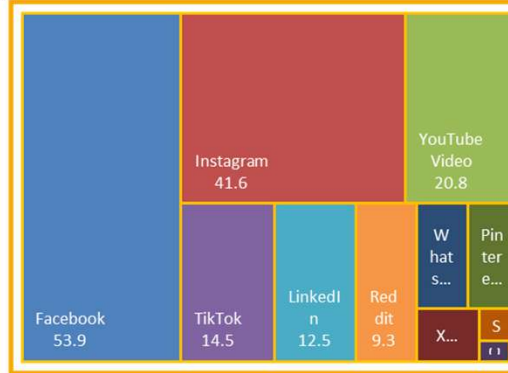
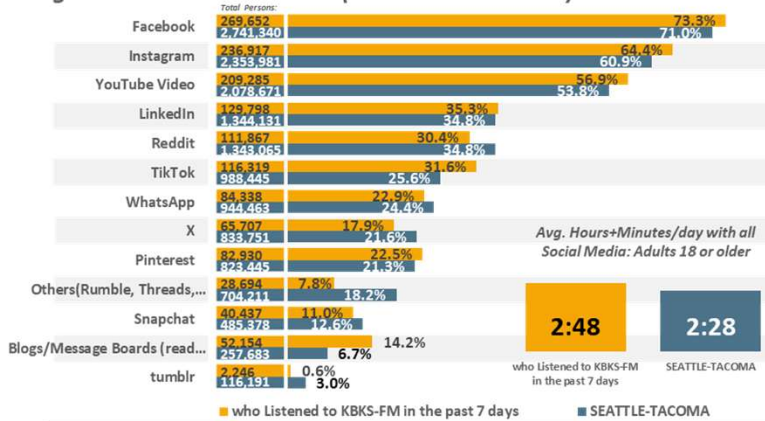
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(Radio Stations: KBKS-FM OR Radio Stations: KJAQ-FM OR Radio Stations: KJEB-FM OR Radio Stations: KJR-AM OR Radio Stations: KJR-FM OR Radio Stations: KJR-FM HD2 OR Radio Stations: KZOK-FM)

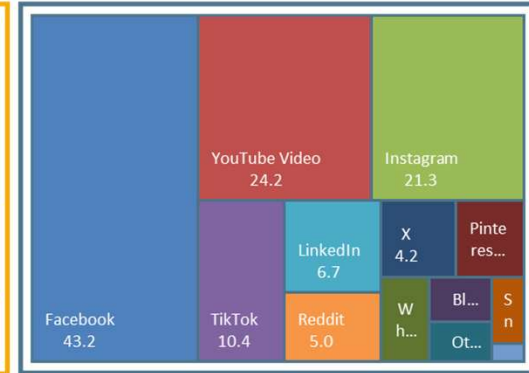
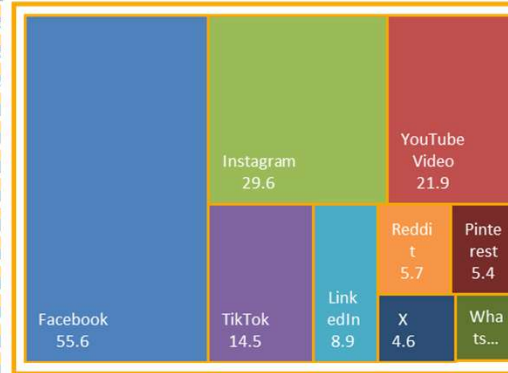
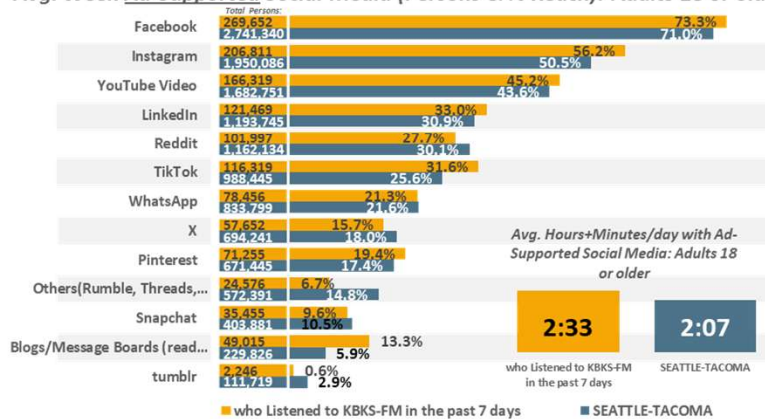


269,652 or 73.3% of Adults 18 or older who Listened to KBKS-FM in the past 7 days use Ad-Supported Facebook for an average of 55.6 minutes every day representing 36.3% of all time spent daily with Ad-Supported Social Media.

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



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



SEATTLE-TACOMA Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 325  
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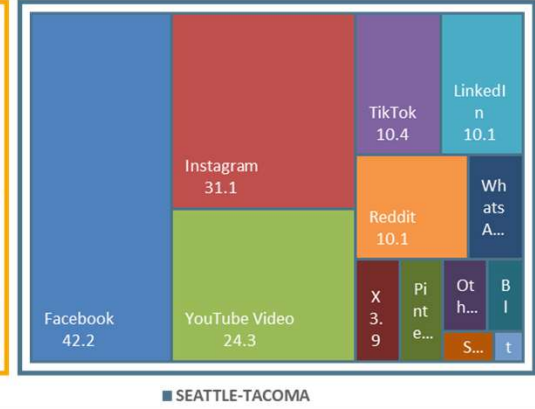
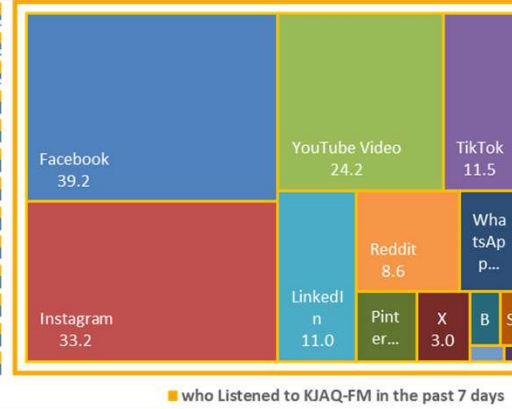
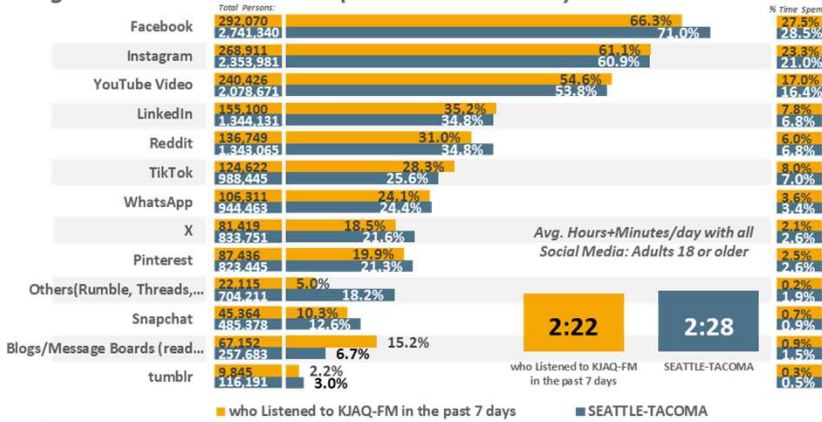
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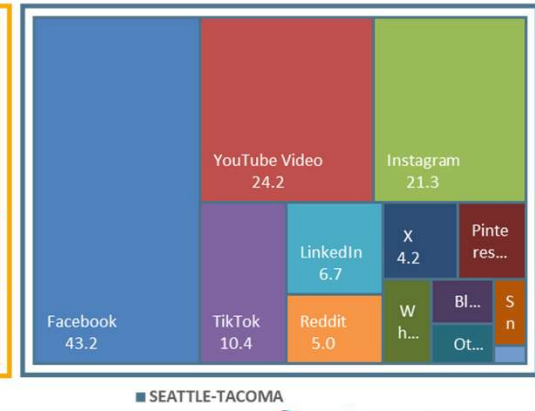
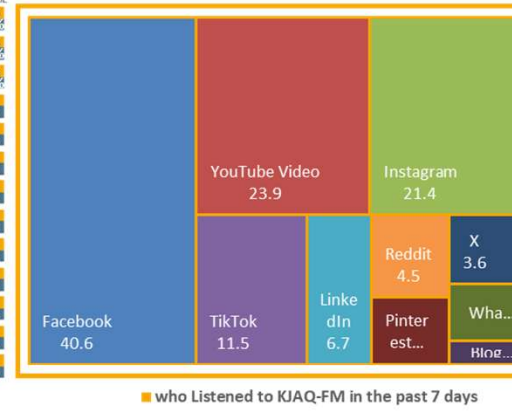
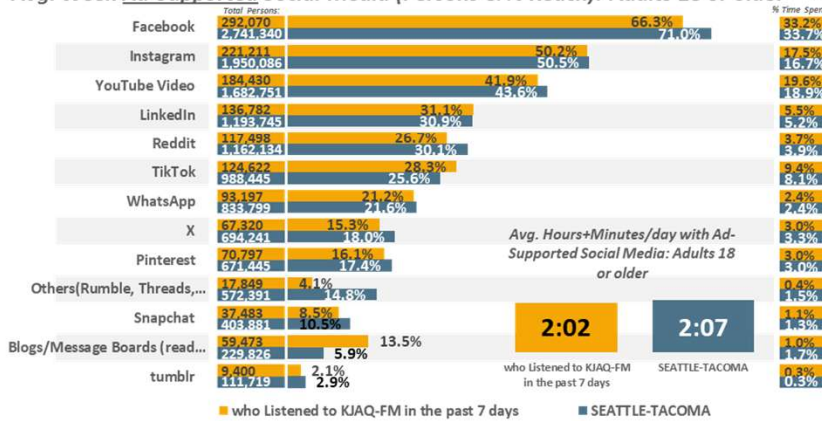


292,070 or 66.3% of Adults 18 or older who Listened to KJAZ-FM in the past 7 days use Ad-Supported Facebook for an average of 40.6 minutes every day representing 33.2% of all time spent daily with Ad-Supported Social Media.

**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**



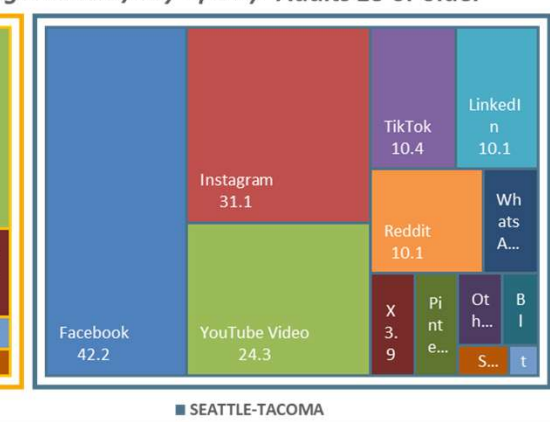
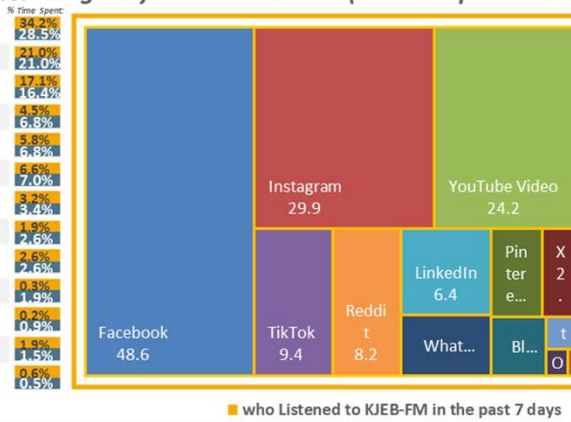
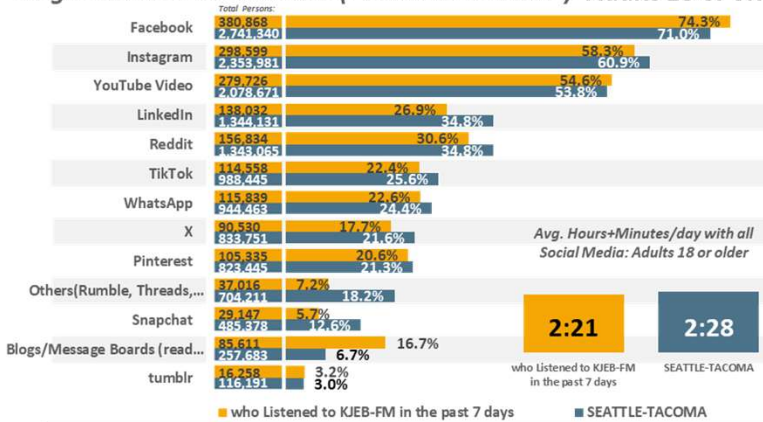
**Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older**      **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



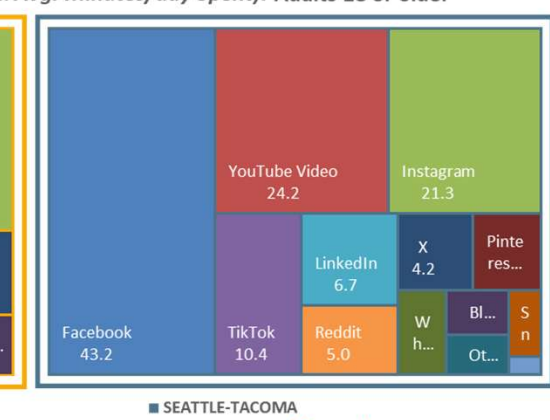
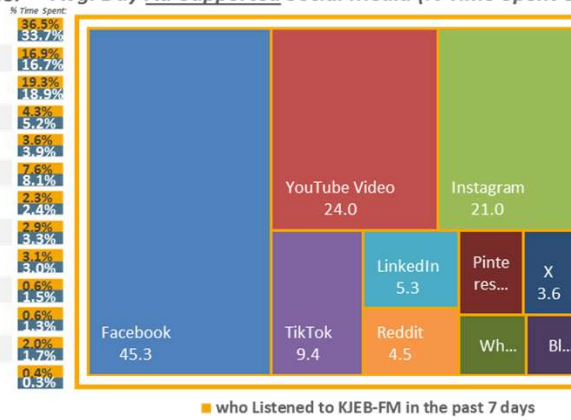
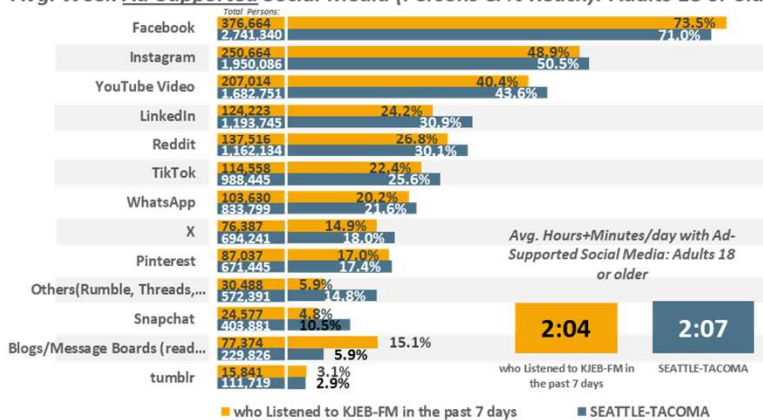


376,664 or 73.5% of Adults 18 or older who Listened to KJEB-FM in the past 7 days use Ad-Supported Facebook for an average of 45.3 minutes every day representing 36.5% of all time spent daily with Ad-Supported Social Media.

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



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



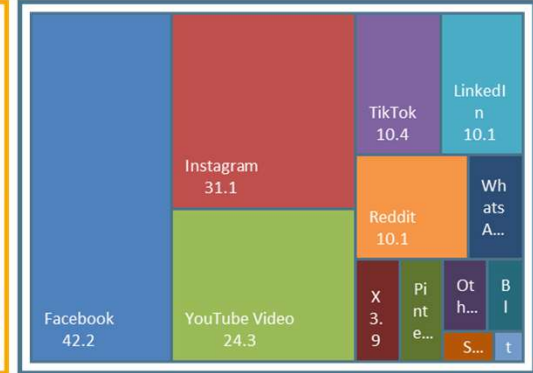
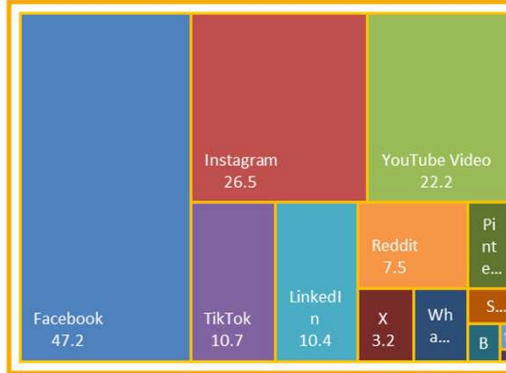
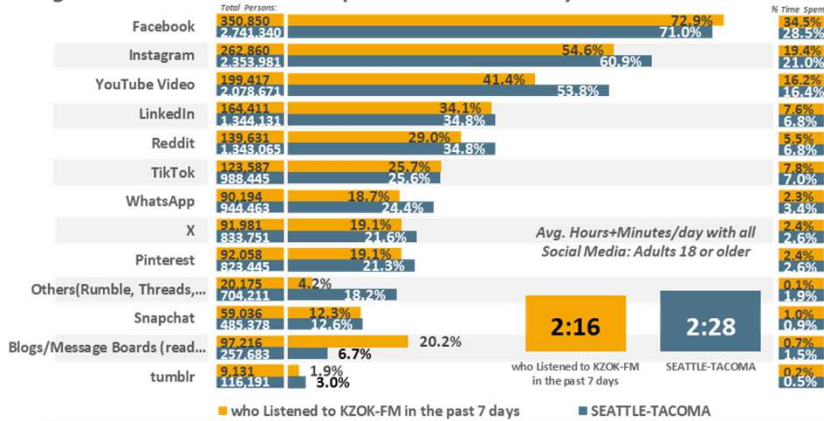
SEATTLE-TACOMA Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 548  
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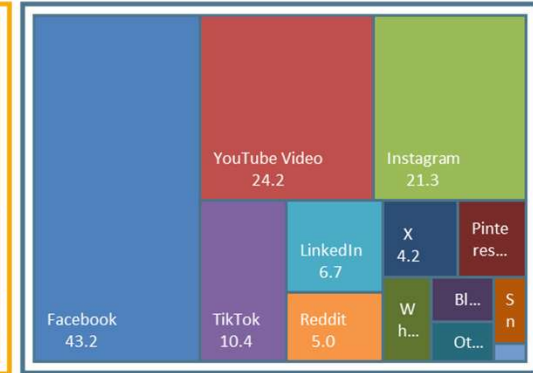
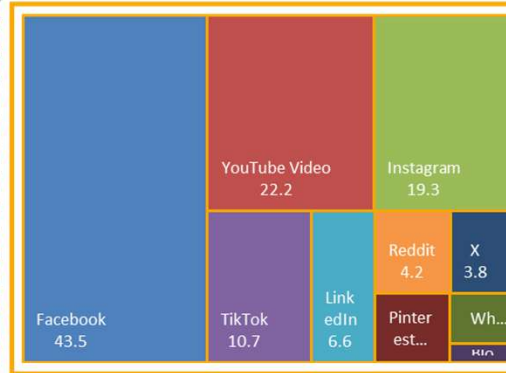
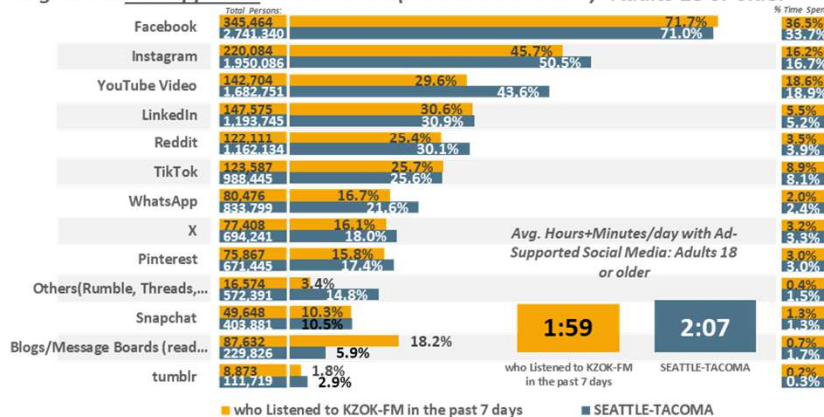


345,464 or 71.7% of Adults 18 or older who Listened to KZOK-FM in the past 7 days use Ad-Supported Facebook for an average of 43.5 minutes every day representing 36.5% of all time spent daily with Ad-Supported Social Media.

**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**



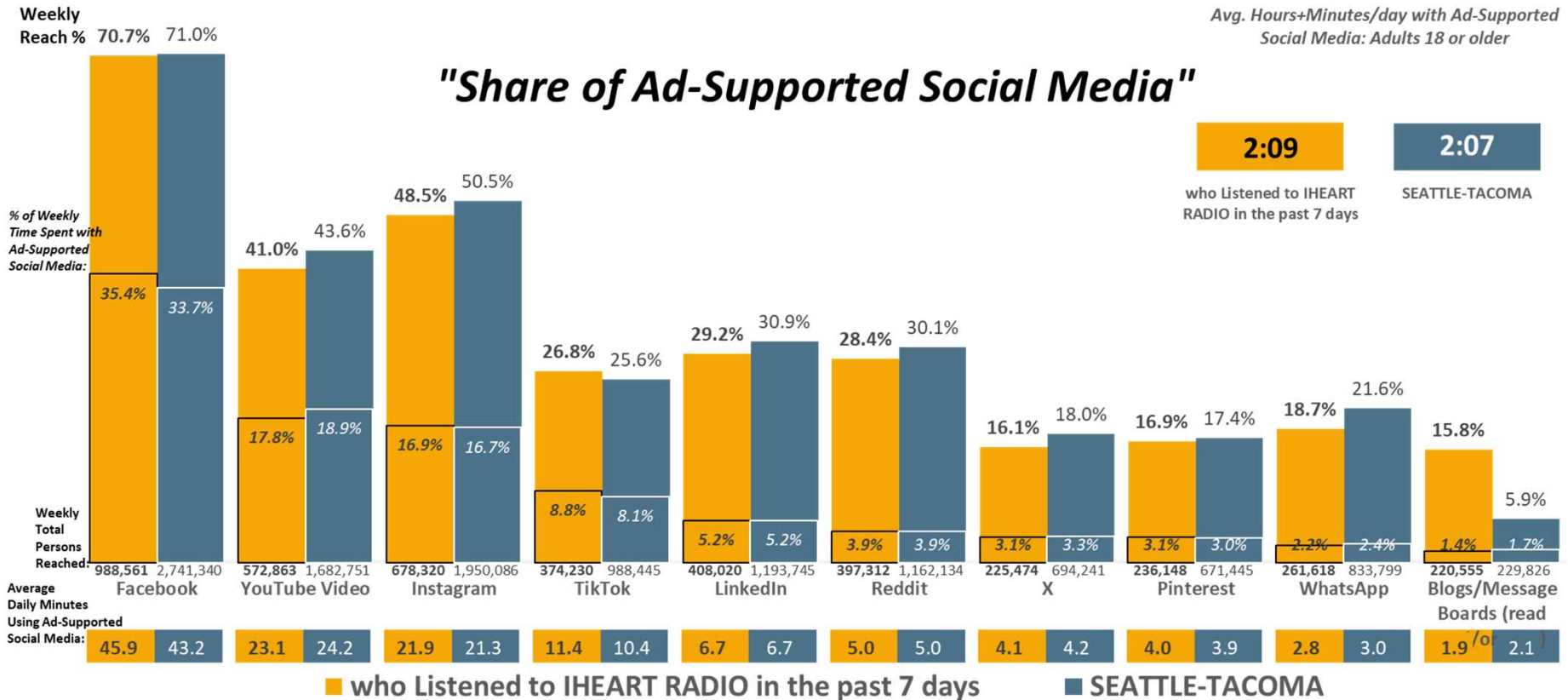
**Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older**      **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**







988,561 or 70.7% of Adults 18 or older who Listened to IHEART RADIO in the past 7 days use Ad-Supported Facebook for an average of 45.9 minutes every day representing 35.4% of all time spent daily with Ad-Supported Social Media.



SEATTLE-TACOMA Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 1,405 SEATTLE-TACOMA Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 3,731  
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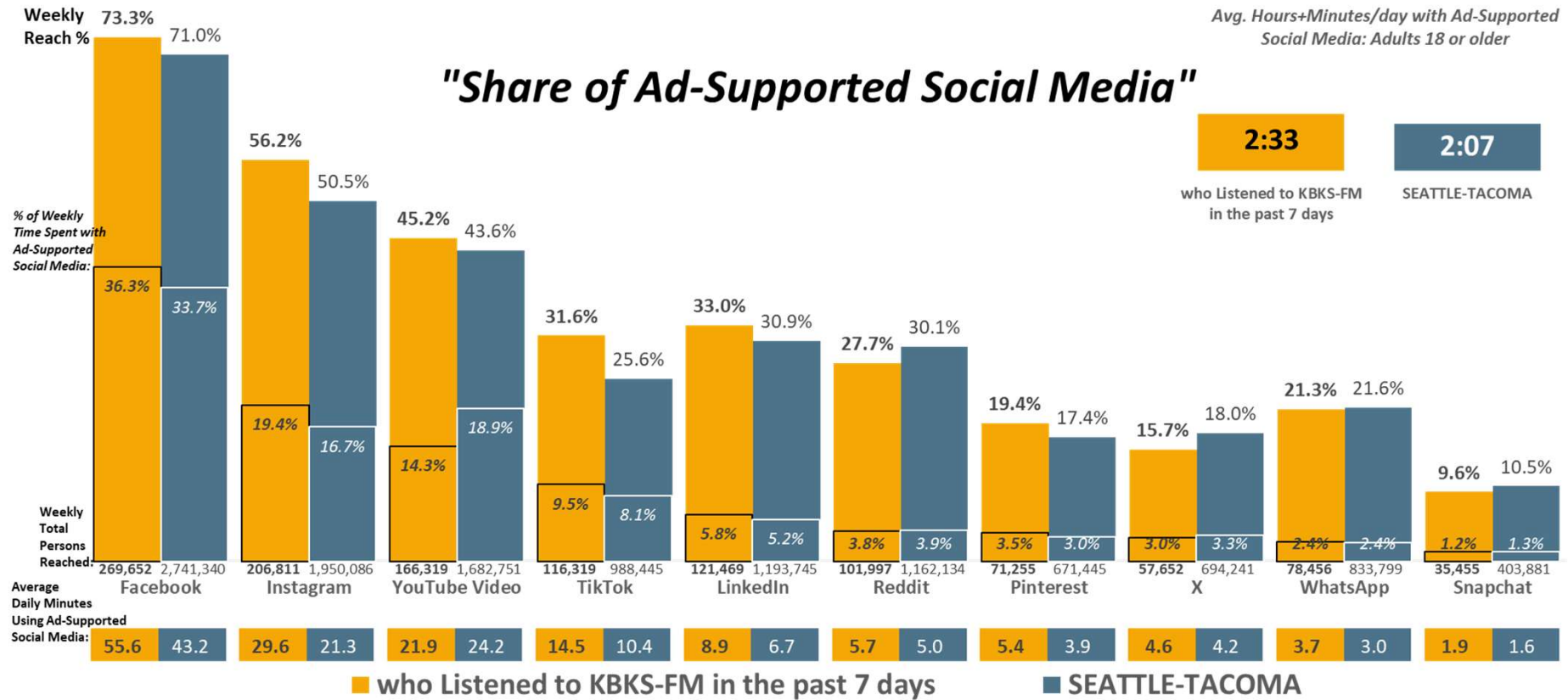
**soefa.ai** Share of Everything for Anything

(Radio Stations: KBKS-FM OR Radio Stations: KJQA-FM OR Radio Stations: KJEB-FM OR Radio Stations: KJR-AM OR Radio Stations: KJR-FM OR Radio Stations: KJR-FM HD2 OR Radio Stations: KZOK-FM)



269,652 or 73.3% of Adults 18 or older who Listened to KBKS-FM in the past 7 days use Ad-Supported Facebook for an average of 55.6 minutes every day representing 36.3% of all time spent daily with Ad-Supported Social Media.

## "Share of Ad-Supported Social Media"



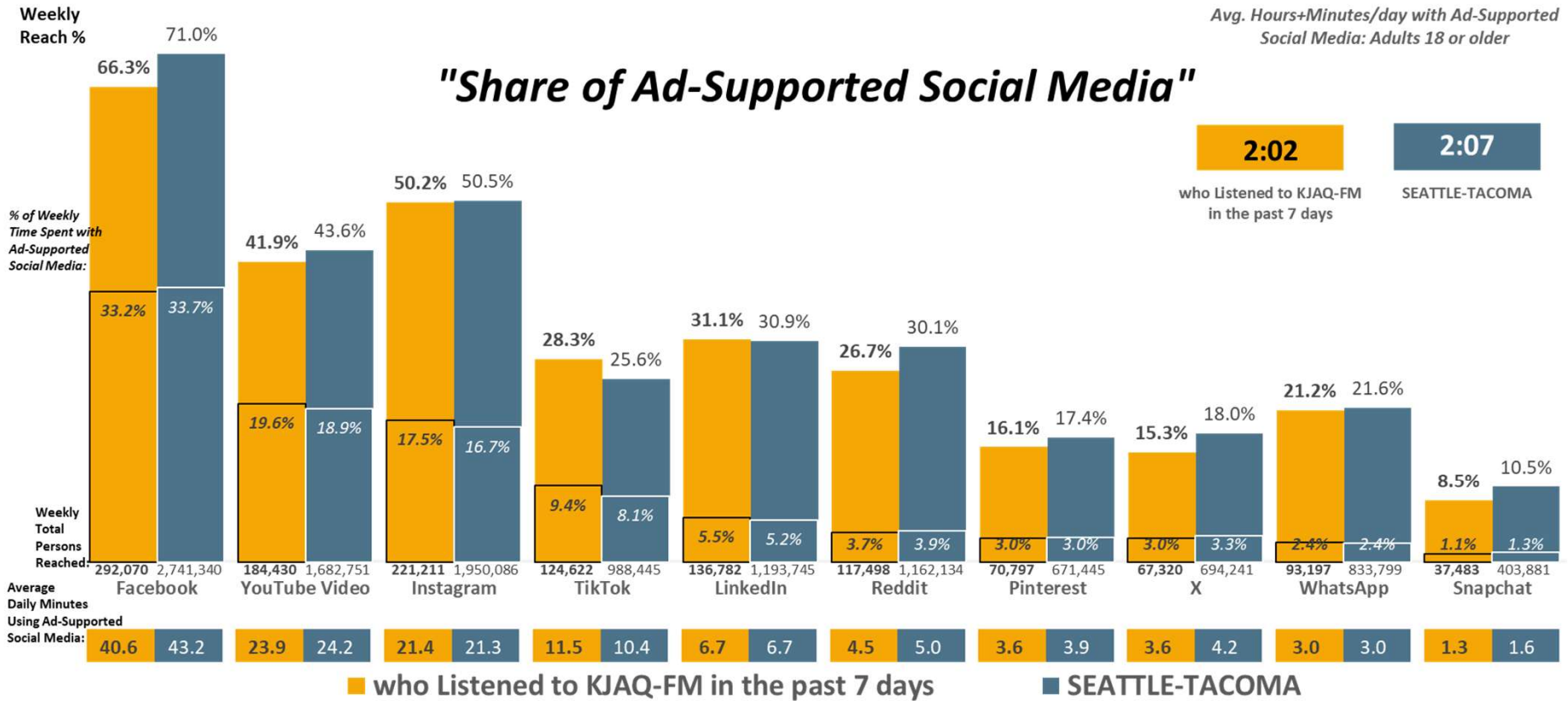
SEATTLE-TACOMA Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 325 SEATTLE-TACOMA Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 3,731  
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Radio Stations: KBKS-FM



292,070 or 66.3% of Adults 18 or older who Listened to KJAZ-FM in the past 7 days use Ad-Supported Facebook for an average of 40.6 minutes every day representing 33.2% of all time spent daily with Ad-Supported Social Media.



SEATTLE-TACOMA Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 434 SEATTLE-TACOMA Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 3,731  
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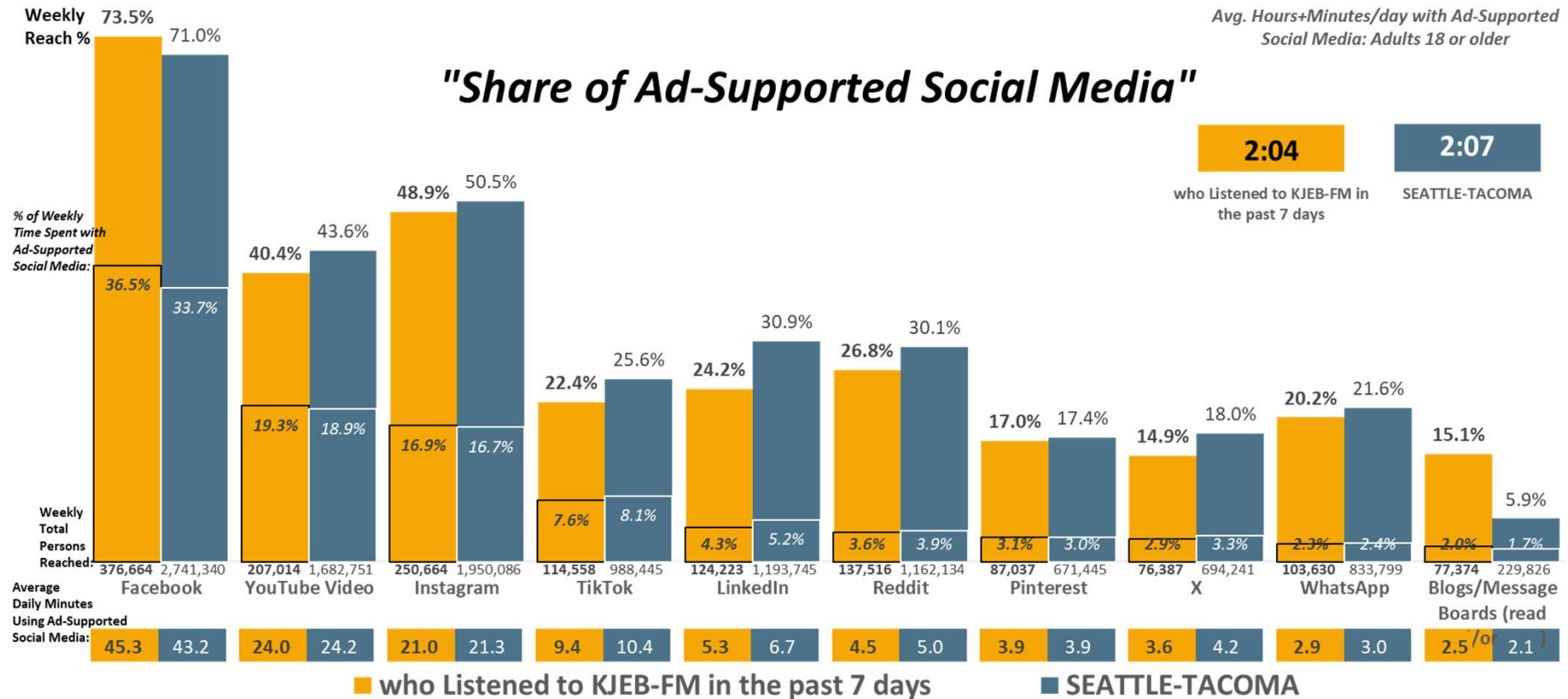
Radio Stations: KJAZ-FM





376,664 or 73.5% of Adults 18 or older who Listened to KJEB-FM in the past 7 days use Ad-Supported Facebook for an average of 45.3 minutes every day representing 36.5% of all time spent daily with Ad-Supported Social Media.

## "Share of Ad-Supported Social Media"



SEATTLE-TACOMA Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 548 SEATTLE-TACOMA Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 3,731  
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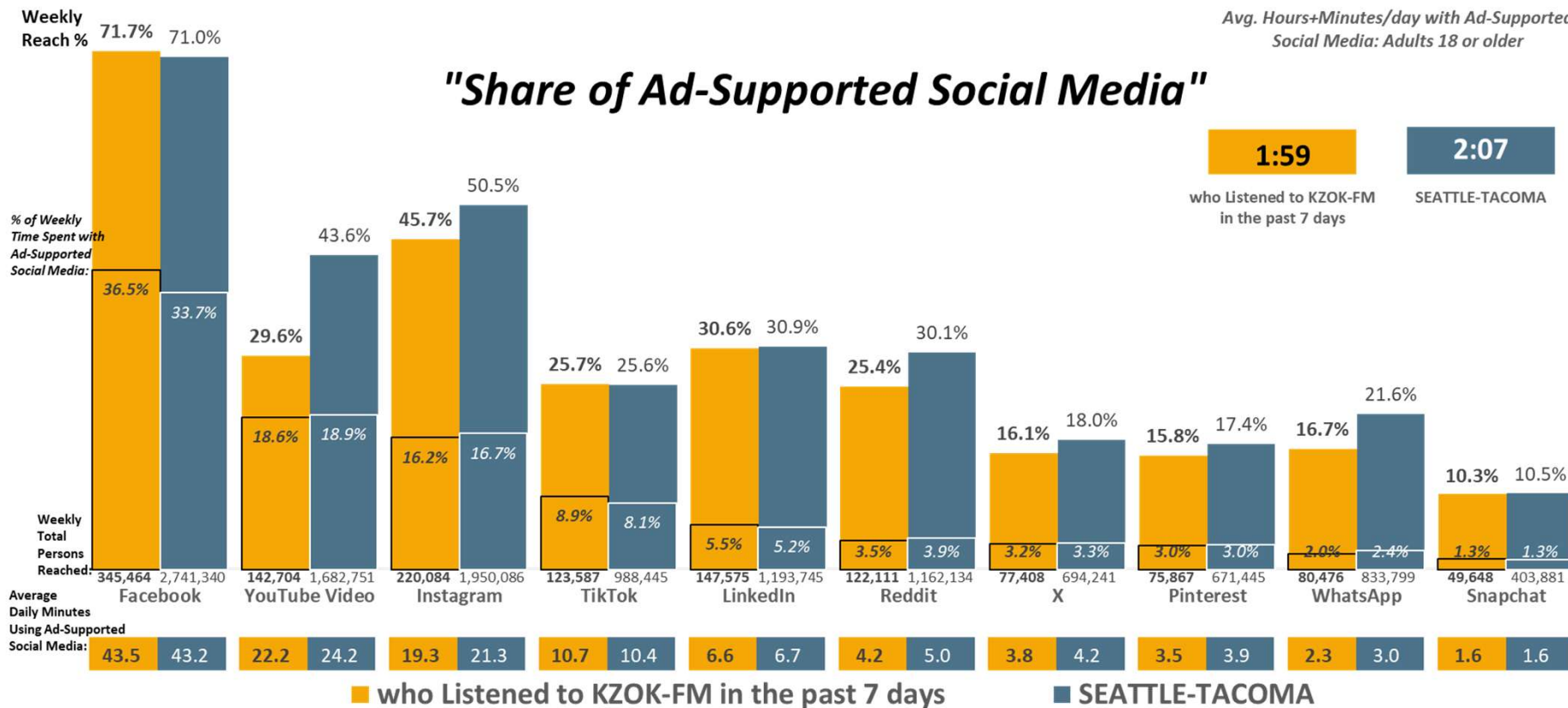
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Radio Stations: KJEB-FM



345,464 or 71.7% of Adults 18 or older who Listened to KZOK-FM in the past 7 days use Ad-Supported Facebook for an average of 43.5 minutes every day representing 36.5% of all time spent daily with Ad-Supported Social Media.

## "Share of Ad-Supported Social Media"



SEATTLE-TACOMA Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 501 SEATTLE-TACOMA Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 3,731  
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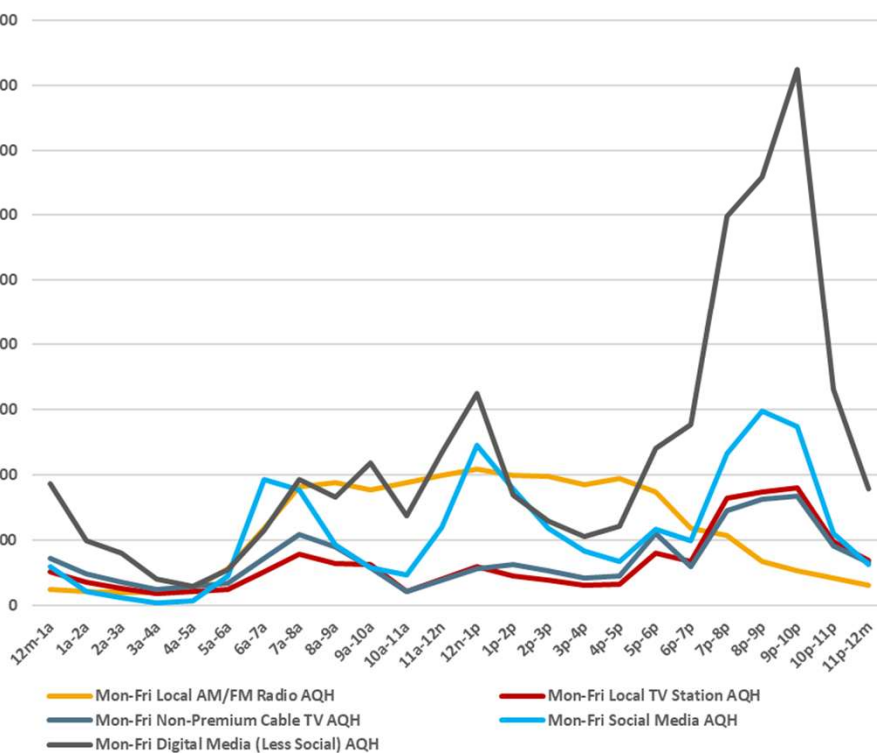
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Radio Stations: KZOK-FM

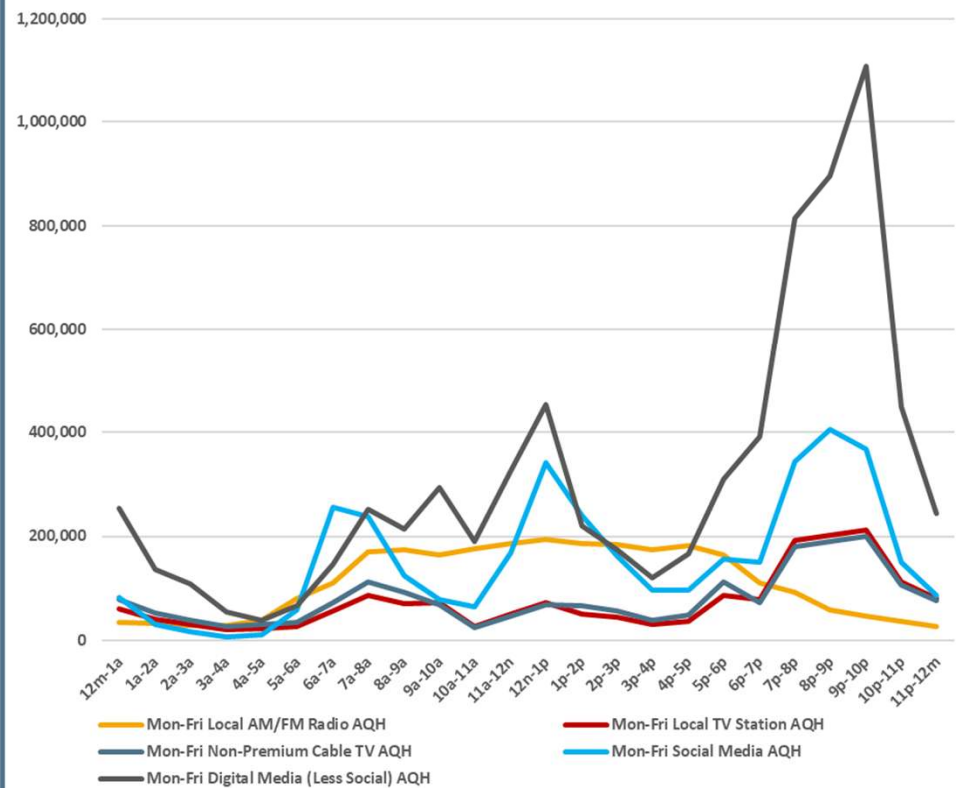


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 93,480; Local Radio: 89,536; Social Media: 61,271; Non-Prem. Cable: 31,378; Local TV: 25,850 reaching Adults 18 or older who Listened to IHEART RADIO in the past 7 days.

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



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



SEATTLE-TACOMA Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 1,405  
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(Radio Stations: KBKS-FM OR Radio Stations: KJQA-FM OR Radio Stations: KJEB-FM OR Radio Stations: KJR-AM OR Radio Stations: KJR-FM OR Radio Stations: KJR-FM HD2 OR Radio Stations: KZOK-FM)

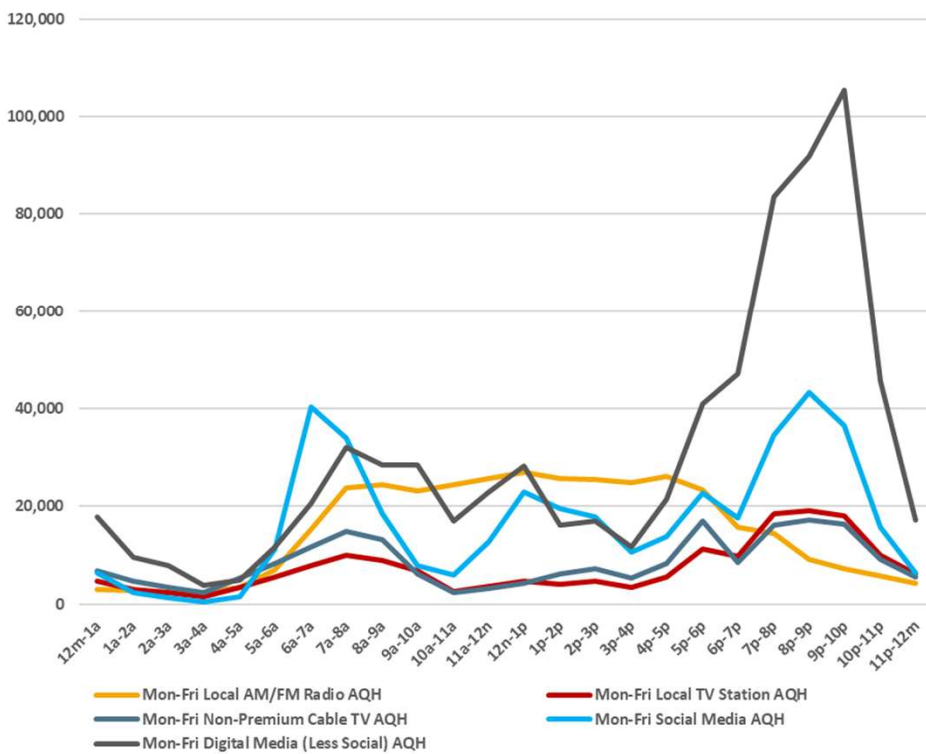
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for Anything



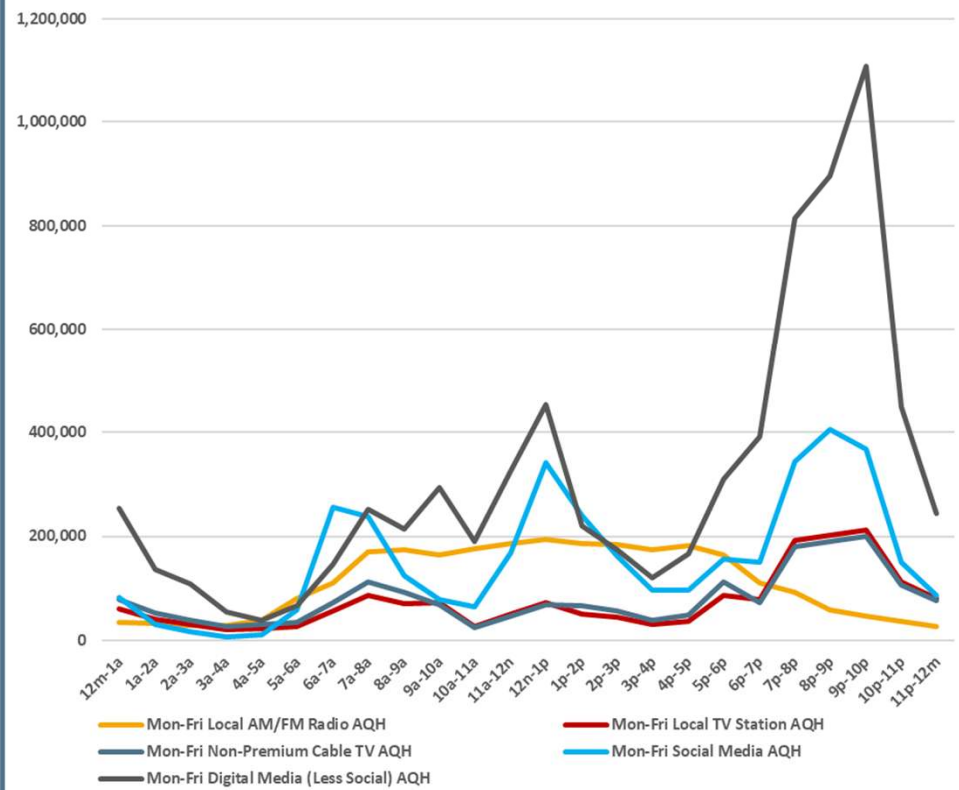


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 25,610;  
Local Radio: 23,501; Social Media: 18,825; Non-Prem. Cable: 8,328; Local TV: 6,435  
reaching Adults 18 or older who Listened to KBKS-FM in the past 7 days.

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



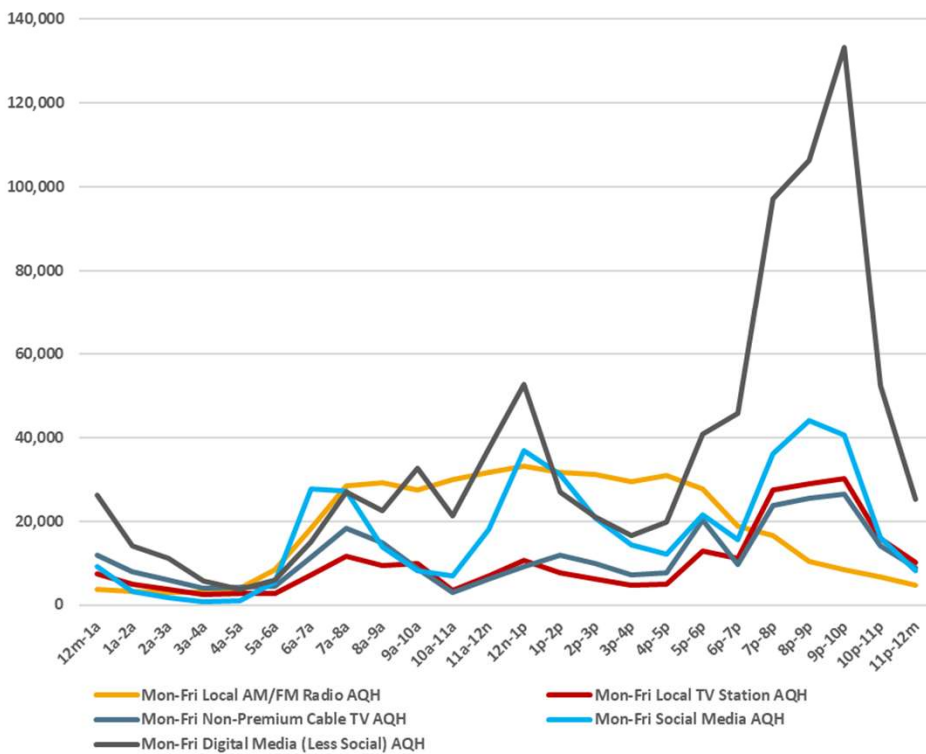
**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)**  
**SEATTLE-TACOMA Metro Area Adults 18 or older**



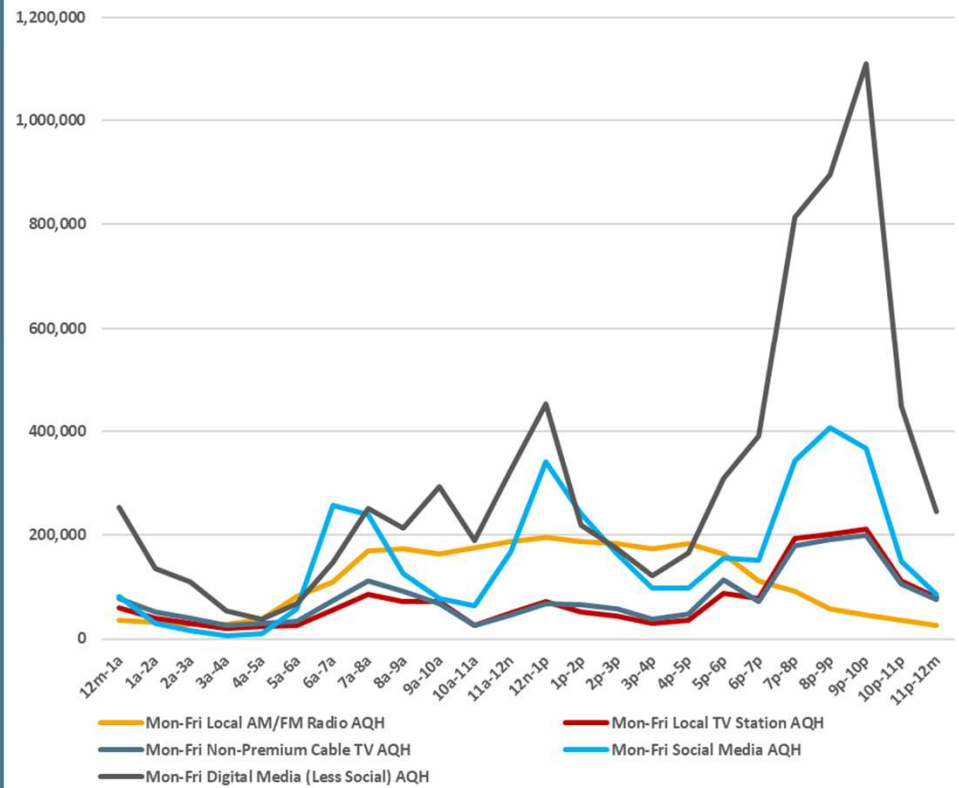


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 29,178;  
Local Radio: 28,321; Social Media: 19,594; Non-Prem. Cable: 10,625; Local TV: 8,177  
reaching Adults 18 or older who Listened to KJAZ-FM in the past 7 days.

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



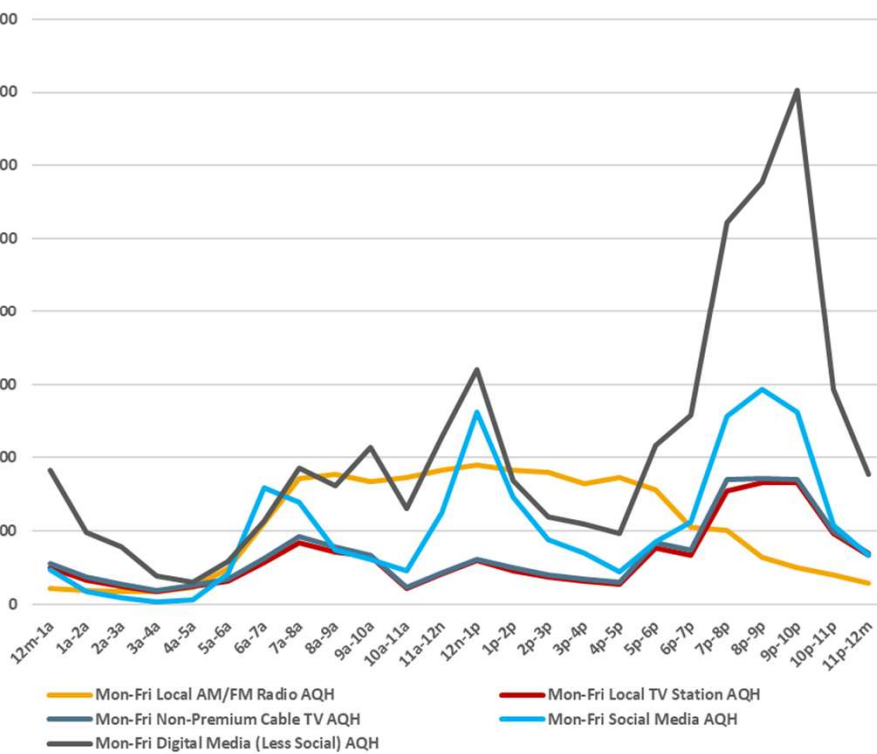
**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)**  
**SEATTLE-TACOMA Metro Area Adults 18 or older**



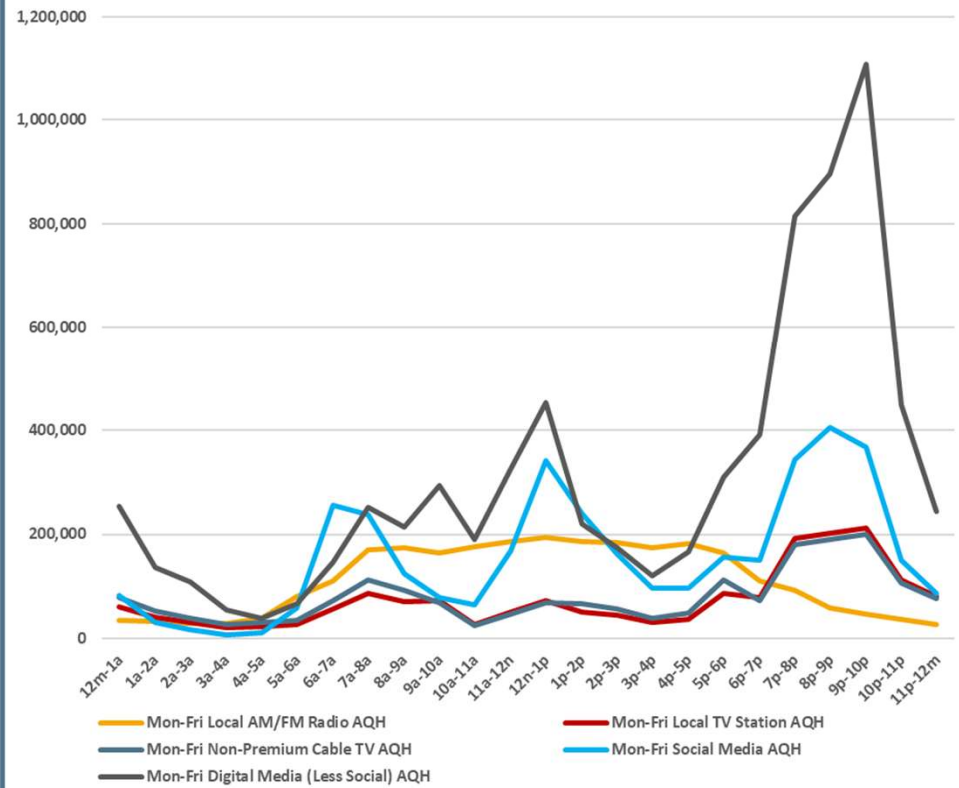


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 35,759;  
Local Radio: 32,808; Social Media: 21,755; Non-Prem. Cable: 11,388; Local TV: 10,523  
reaching Adults 18 or older who Listened to KJEB-FM in the past 7 days.

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



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

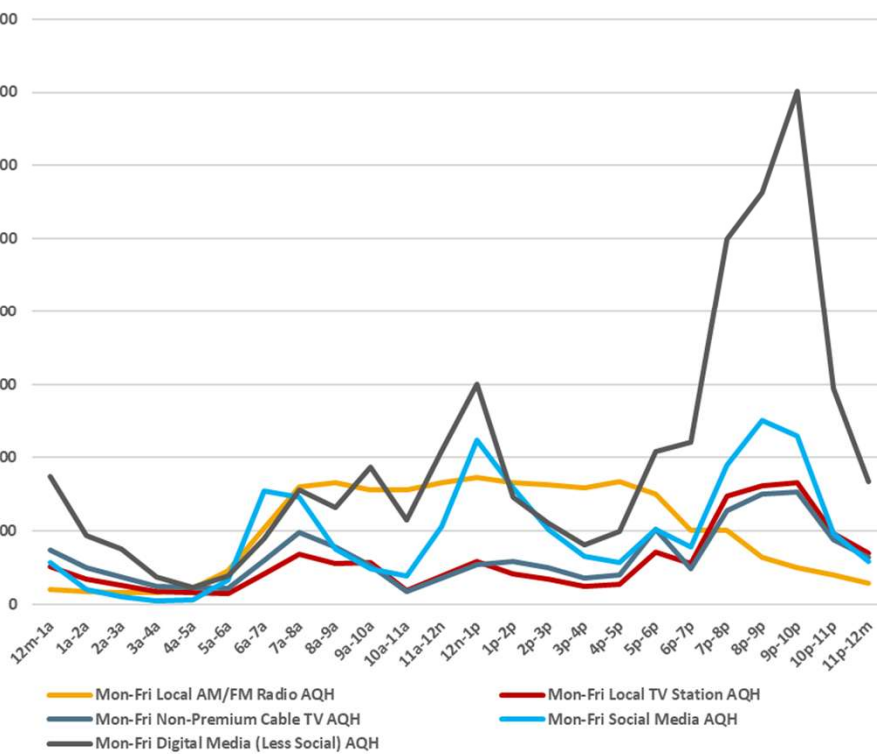




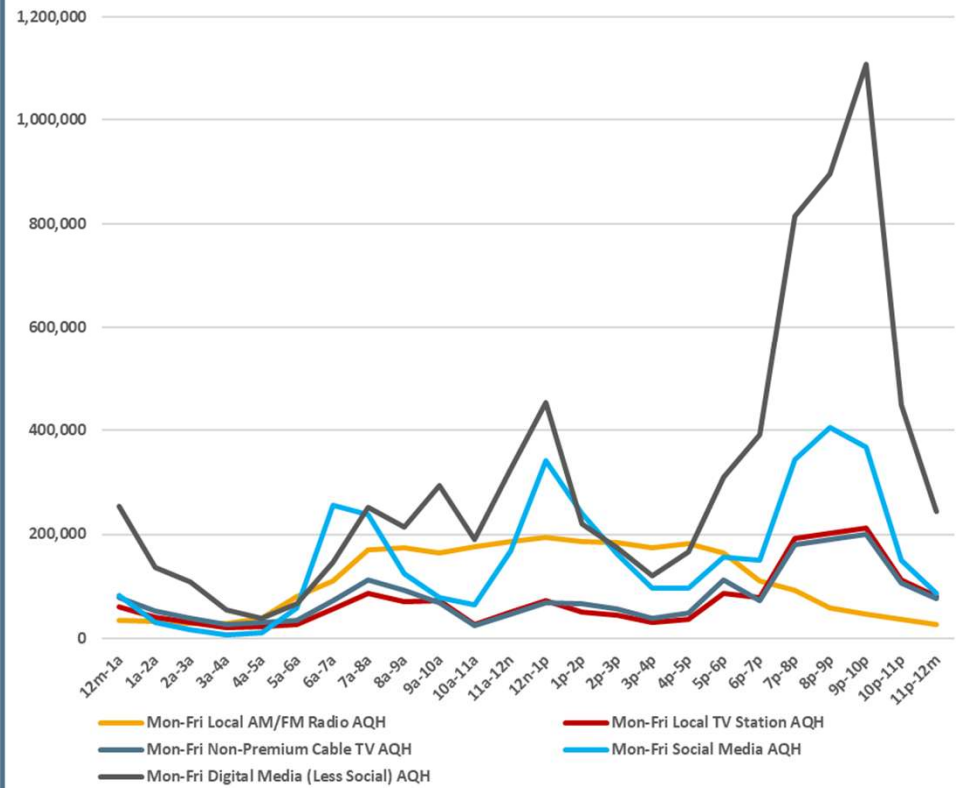


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 31,633;  
Local Radio: 30,539; Social Media: 20,913; Non-Prem. Cable: 11,199; Local TV: 9,118  
reaching Adults 18 or older who Listened to KZOK-FM in the past 7 days.

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



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



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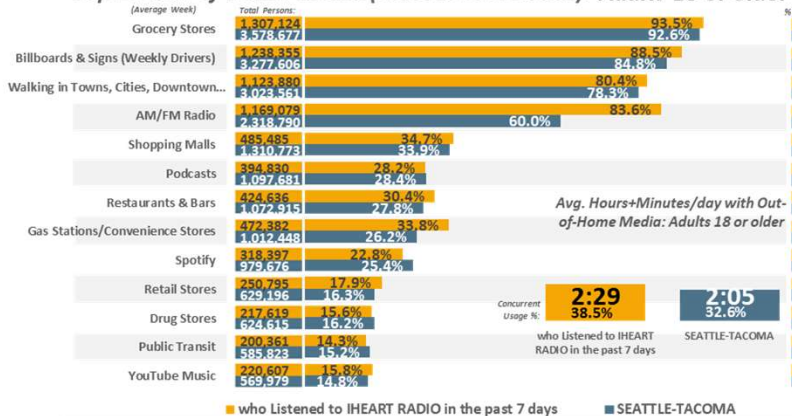
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for Anything.

Radio Stations: KZOK-FM

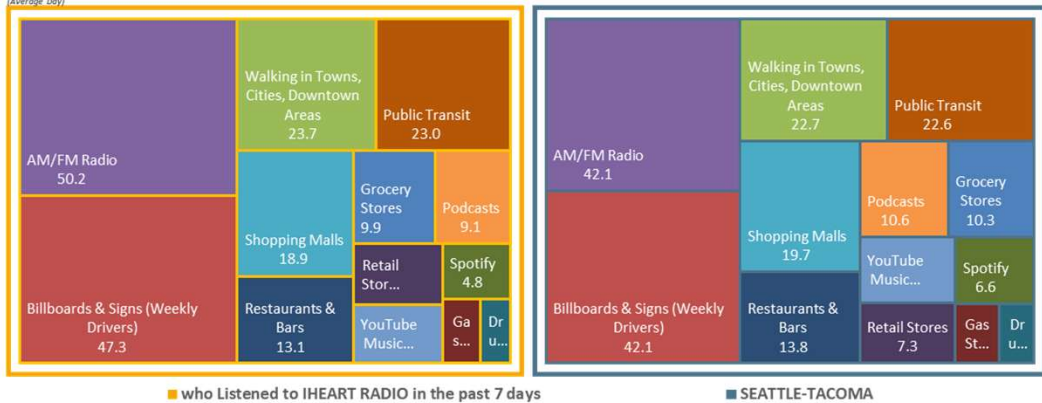


1,238,355 or 88.5% of Adults 18 or older who Listened to IHEART RADIO in the past 7 days spend an average of 47.3 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 44.1 minutes/day.

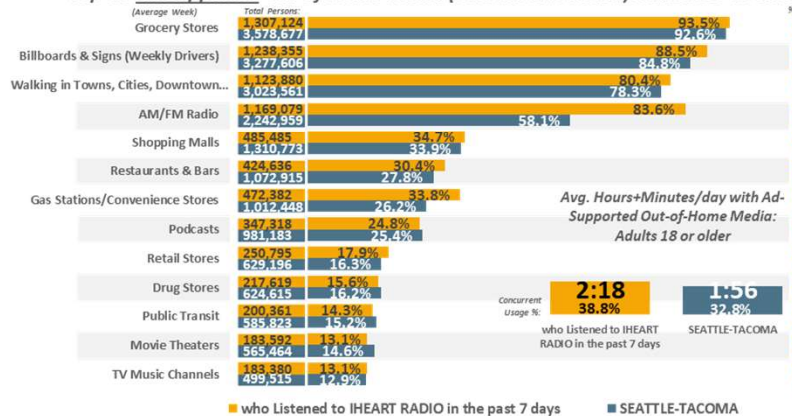
### Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



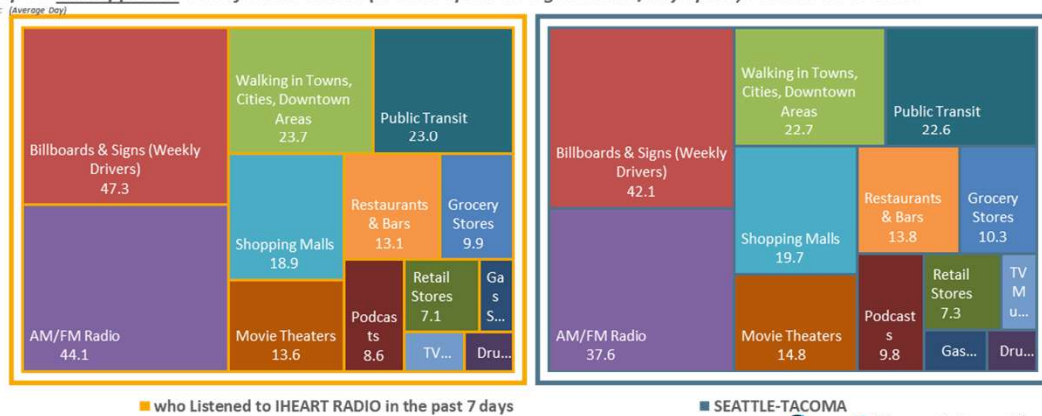
### Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEATTLE-TACOMA Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 1,405  
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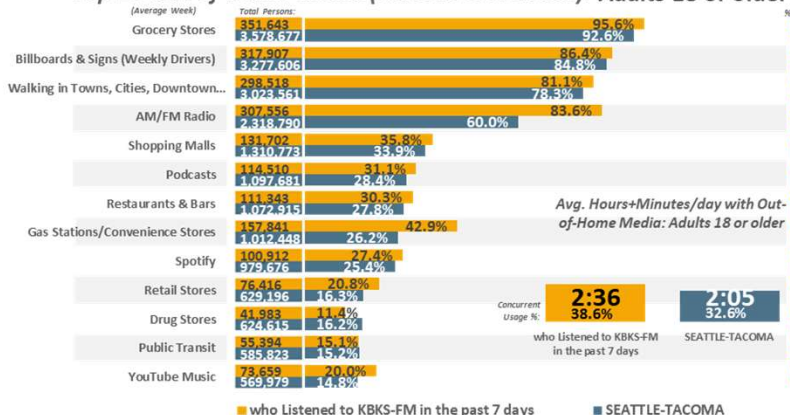
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(Radio Stations: KBKS-FM OR Radio Stations: KJAQ-FM OR Radio Stations: KJEB-FM OR Radio Stations: KJR-AM OR Radio Stations: KJR-FM OR Radio Stations: KJR-FM HD2 OR Radio Stations: KZOK-FM)

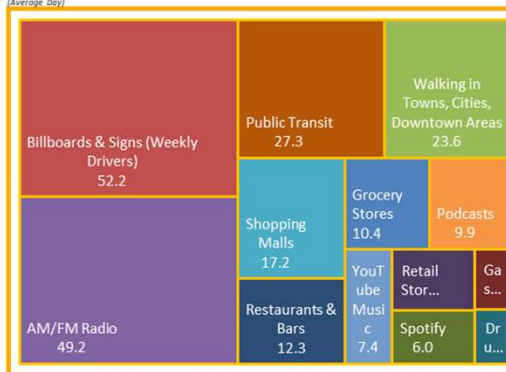


317,907 or 86.4% of Adults 18 or older who Listened to KBKS-FM in the past 7 days spend an average of 52.2 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 43. minutes/day.

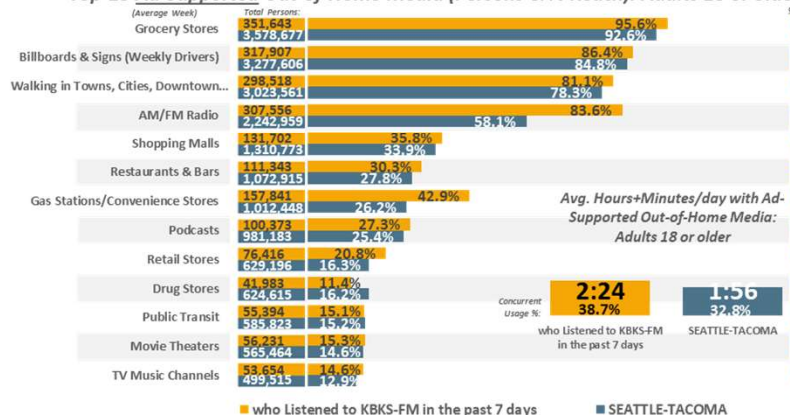
### Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



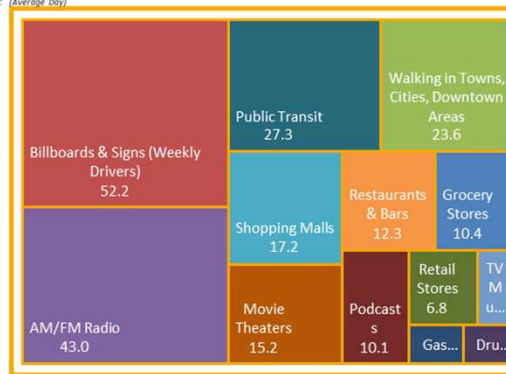
### Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



### 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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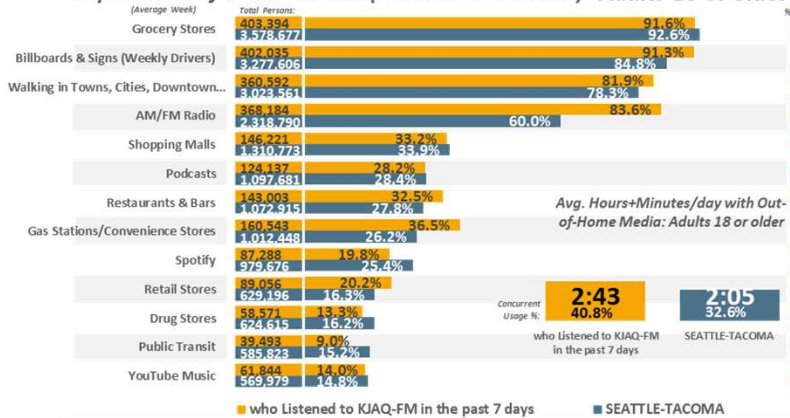
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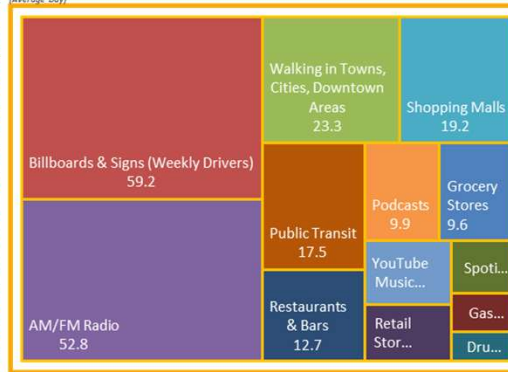


402,035 or 91.3% of Adults 18 or older who Listened to KJAZ-FM in the past 7 days spend an average of 59.2 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 46.4 minutes/day.

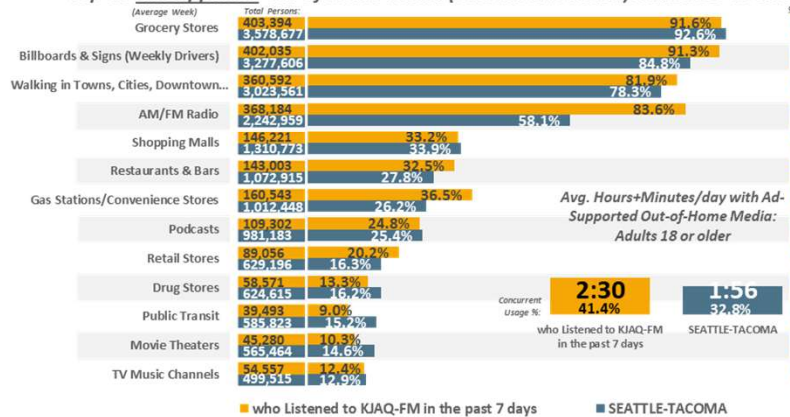
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



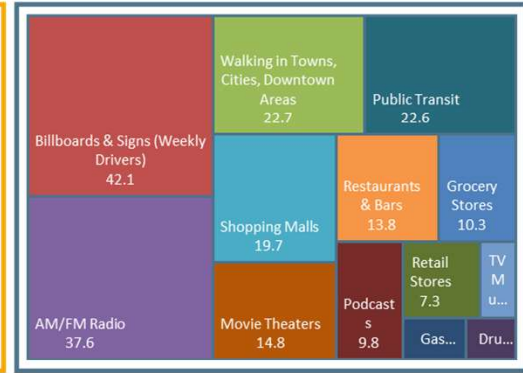
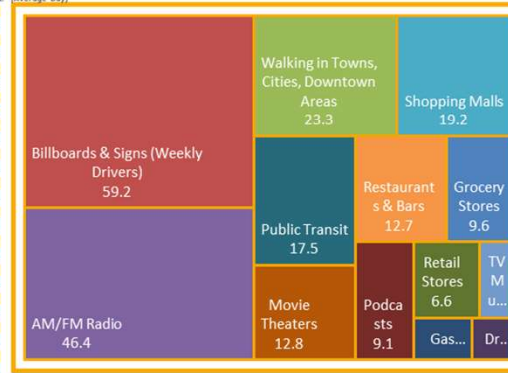
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



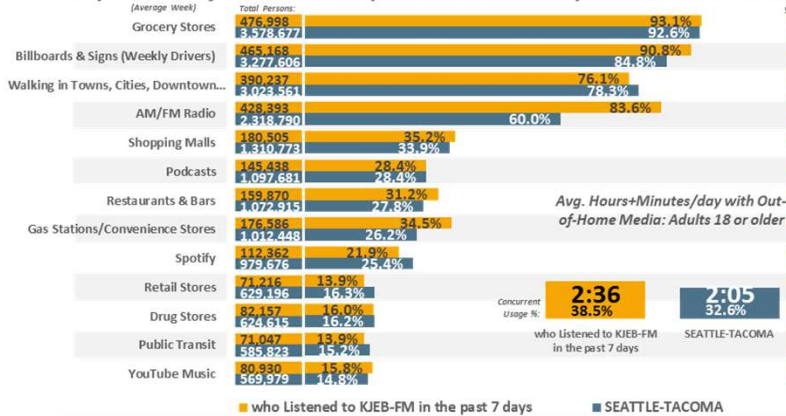
SEATTLE-TACOMA Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 434  
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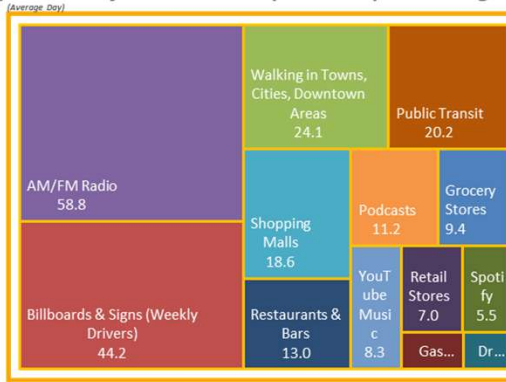


465,168 or 90.8% of Adults 18 or older who Listened to KJEB-FM in the past 7 days spend an average of 44.2 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 50.9 minutes/day.

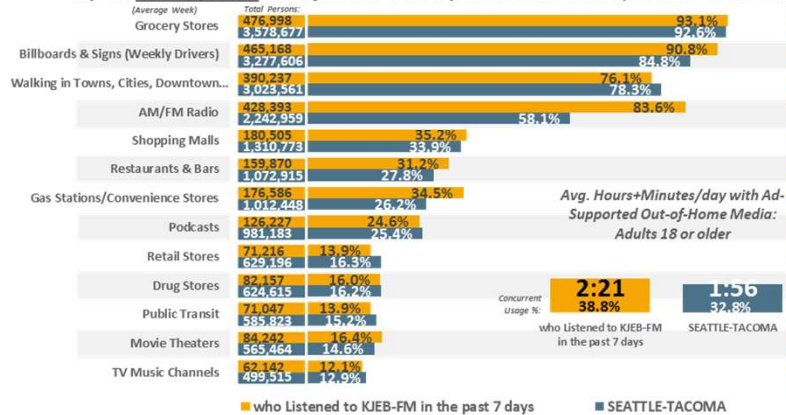
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



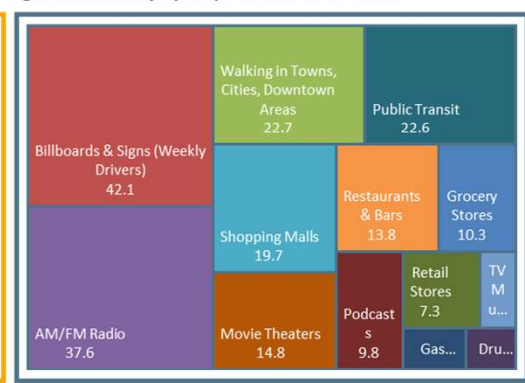
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



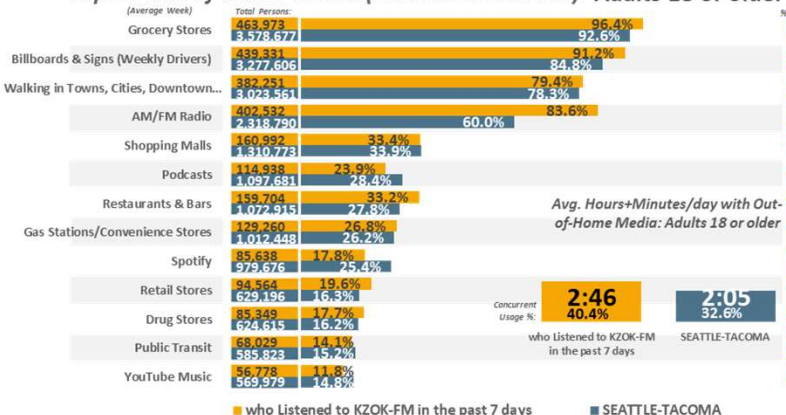
SEATTLE-TACOMA Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 548  
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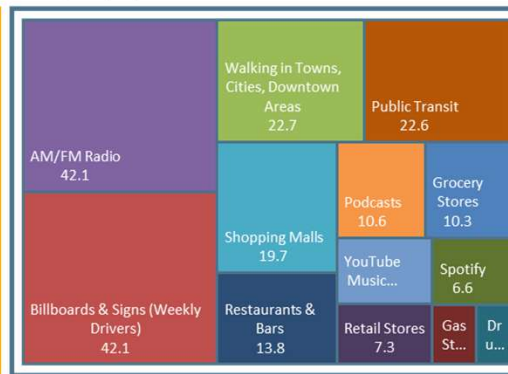
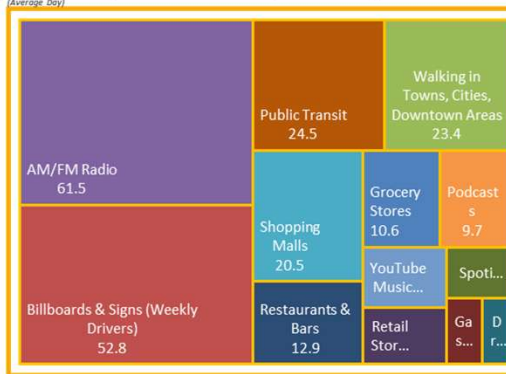


439,331 or 91.2% of Adults 18 or older who Listened to KZOK-FM in the past 7 days spend an average of 52.8 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 55.3 minutes/day.

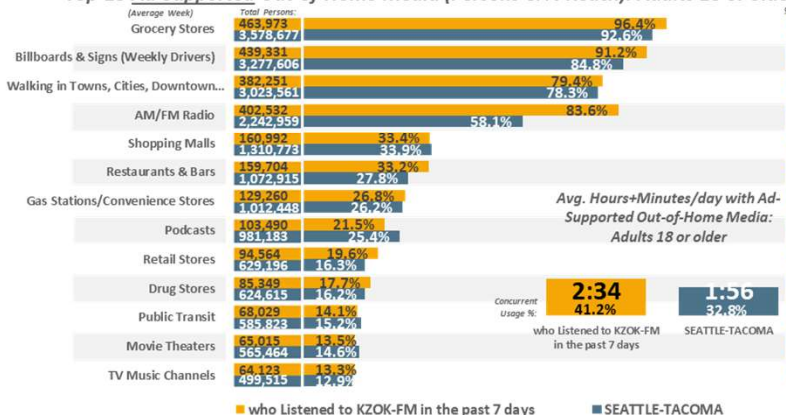
**Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older**



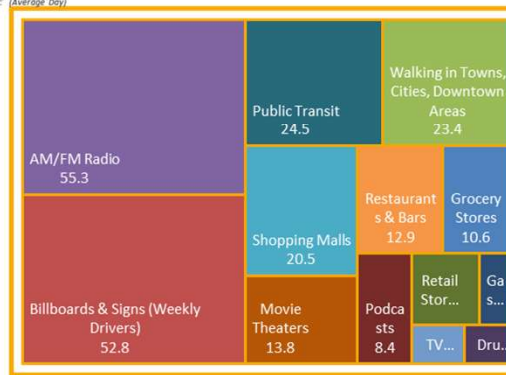
**Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



**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**



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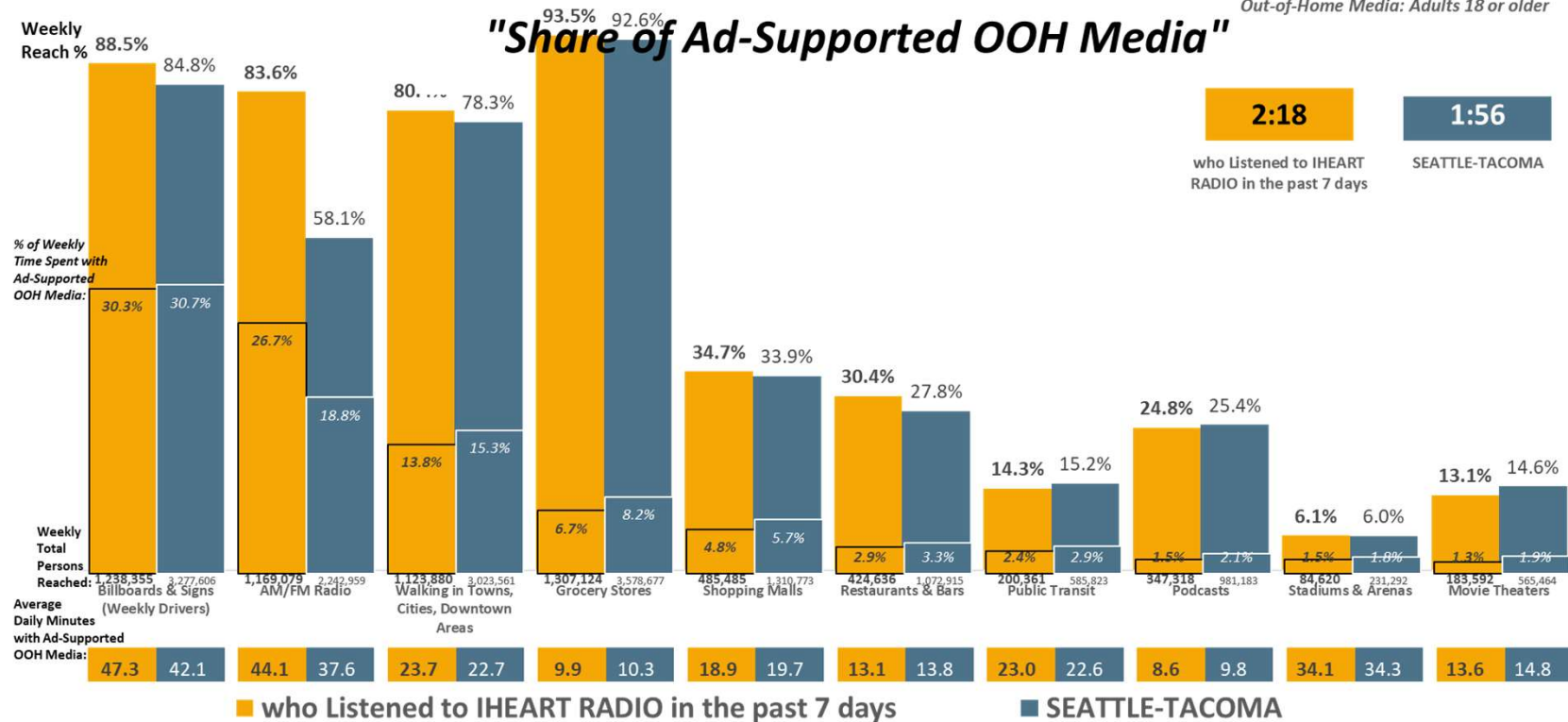
SEATTLE-TACOMA  
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1,238,355 or 88.5% of Adults 18 or older who Listened to IHEART RADIO in the past 7 days spend an average of 47.3 minutes per day driving, seeing Billboards and Signs representing 30.3% of all Time Spent with Ad-Supported Out-of-Home Media.

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



SEATTLE-TACOMA Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 1,405 SEATTLE-TACOMA Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 3,731  
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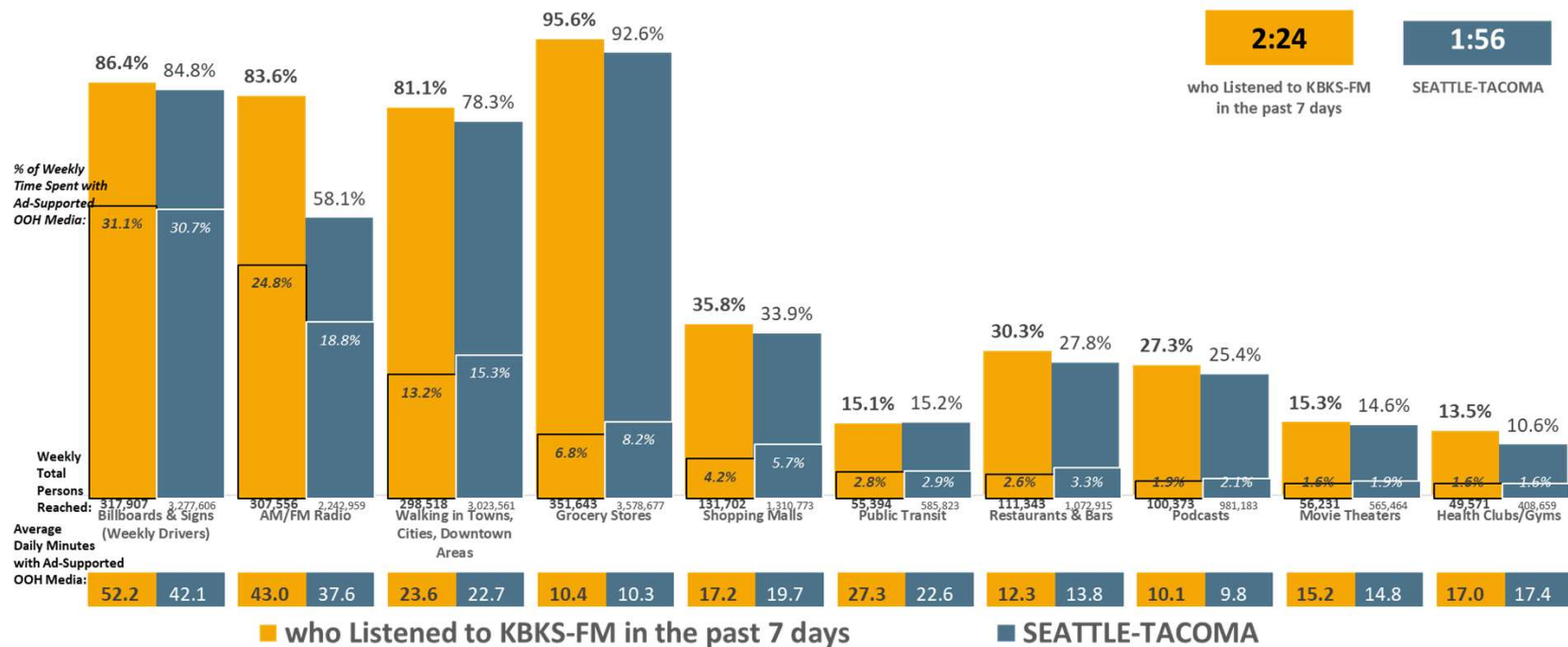


317,907 or 86.4% of Adults 18 or older who Listened to KBKS-FM in the past 7 days spend an average of 52.2 minutes per day driving, seeing Billboards and Signs representing 31.1% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly  
Reach %

## "Share of Ad-Supported OOH Media"



2:24

who Listened to KBKS-FM  
in the past 7 days

1:56

SEATTLE-TACOMA

SEATTLE-TACOMA Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 325 SEATTLE-TACOMA Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 3,731  
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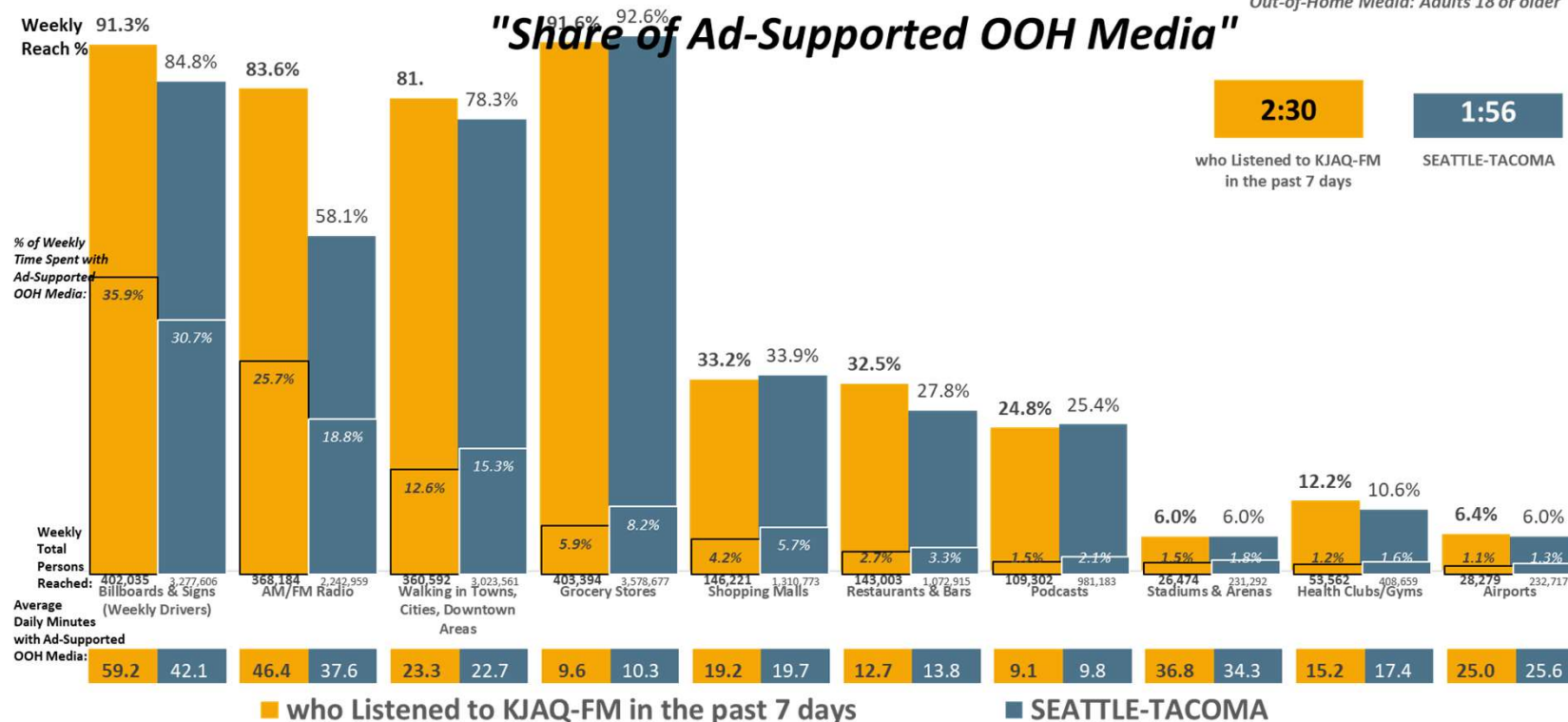
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for Anything

Radio Stations: KBKS-FM



402,035 or 91.3% of Adults 18 or older who Listened to KJAQ-FM in the past 7 days spend an average of 59.2 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



SEATTLE-TACOMA Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 434 SEATTLE-TACOMA Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 3,731  
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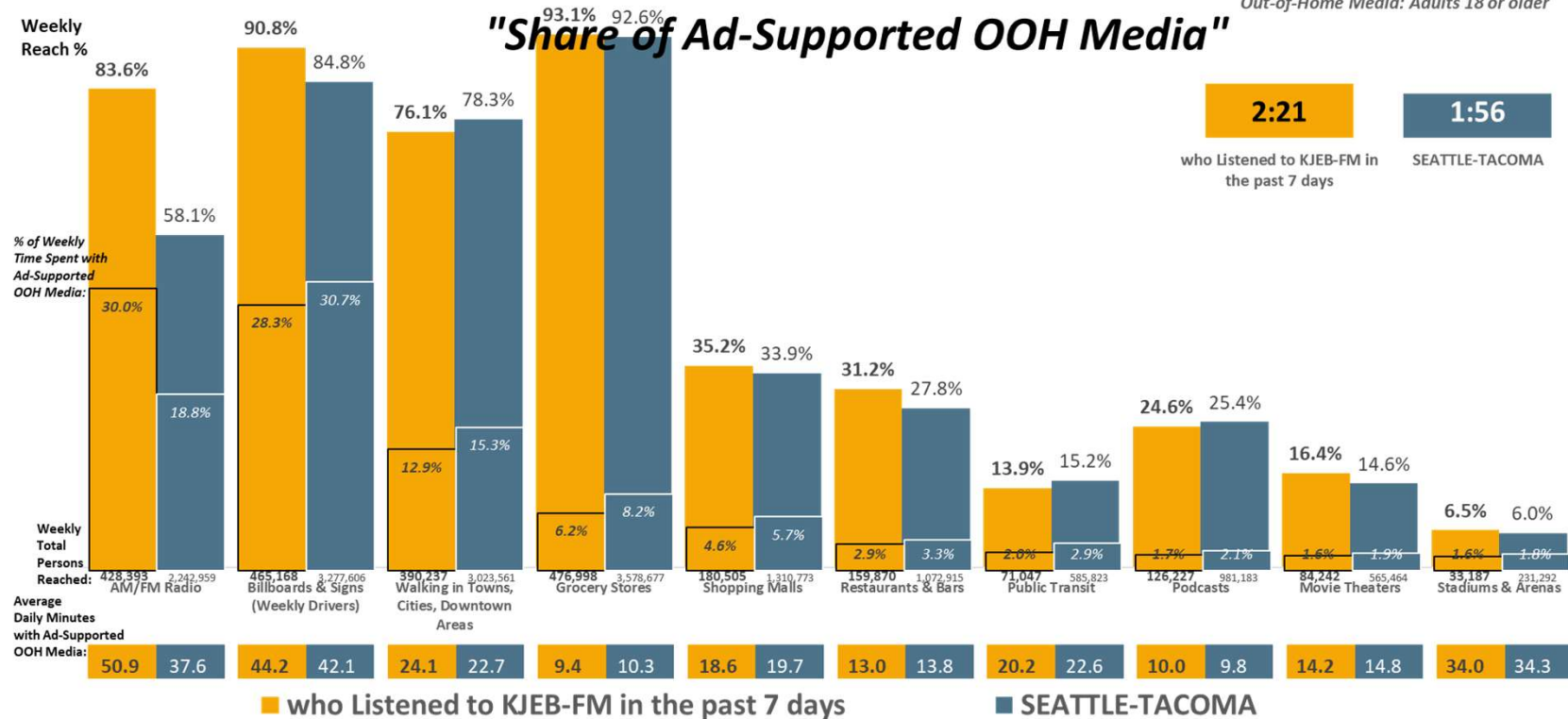
Radio Stations: KJAQ-FM





465,168 or 90.8% of Adults 18 or older who Listened to KJEB-FM in the past 7 days spend an average of 44.2 minutes per day driving, seeing Billboards and Signs representing 28.3% 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



SEATTLE-TACOMA Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 548 SEATTLE-TACOMA Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 3,731  
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Radio Stations: KJEB-FM

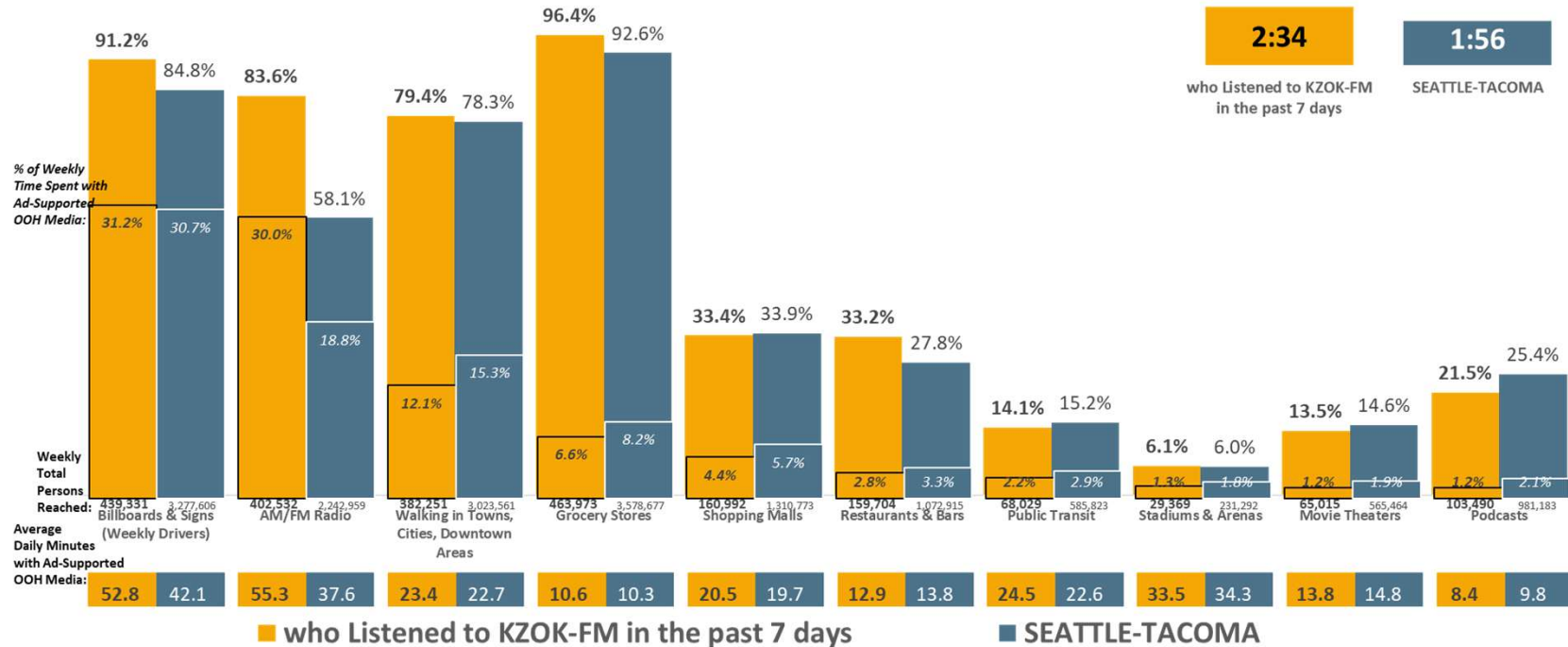


439,331 or 91.2% of Adults 18 or older who Listened to KZOK-FM in the past 7 days spend an average of 52.8 minutes per day driving, seeing Billboards and Signs representing 31.2% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly  
Reach %

## "Share of Ad-Supported OOH Media"



SEATTLE-TACOMA Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 501 SEATTLE-TACOMA Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 3,731  
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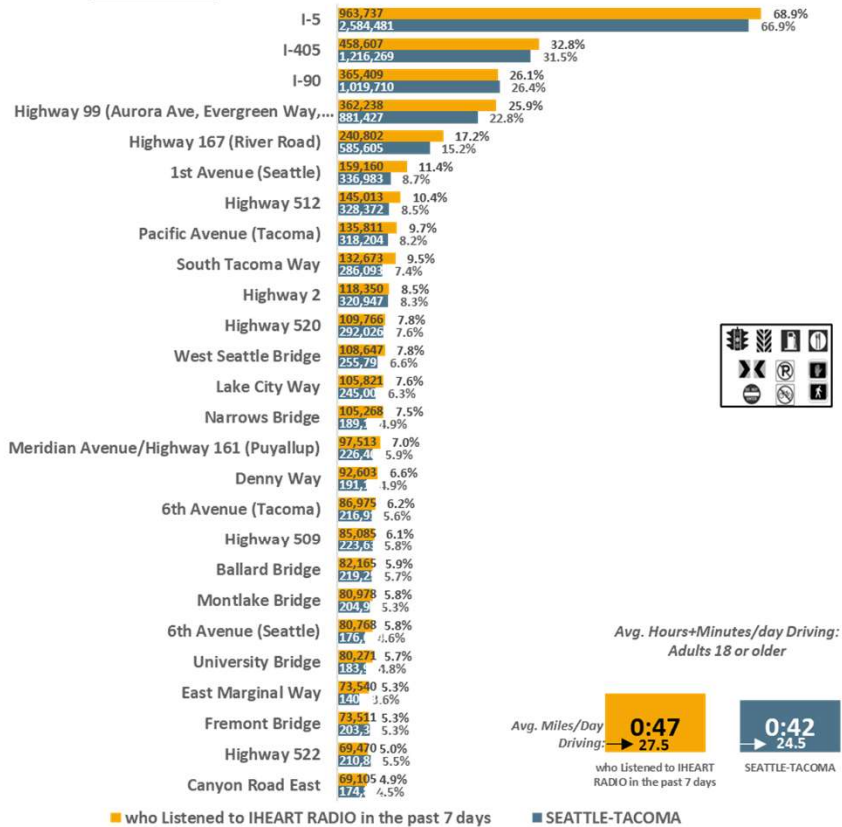
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Radio Stations: KZOK-FM



1,238,355 or 88.5% of Adults 18 or older who Listened to IHEART RADIO in the past 7 days spend an average of 47.3 minutes per day driving an average of 27.5 miles each day and are 53.8% more likely to use Narrows Bridge than the Metro average.

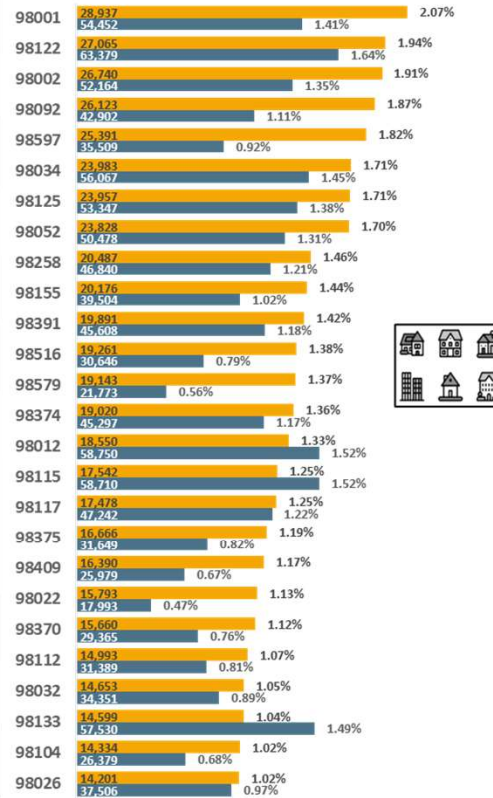
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



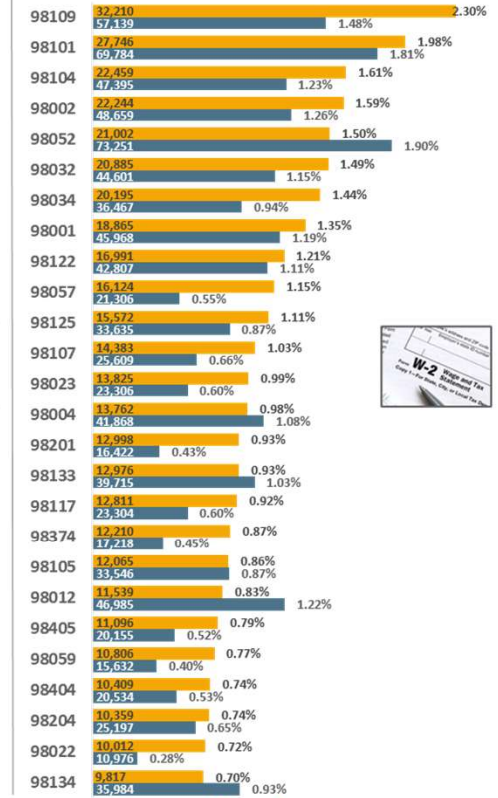
Avg. Hours+Minutes/day Driving:  
Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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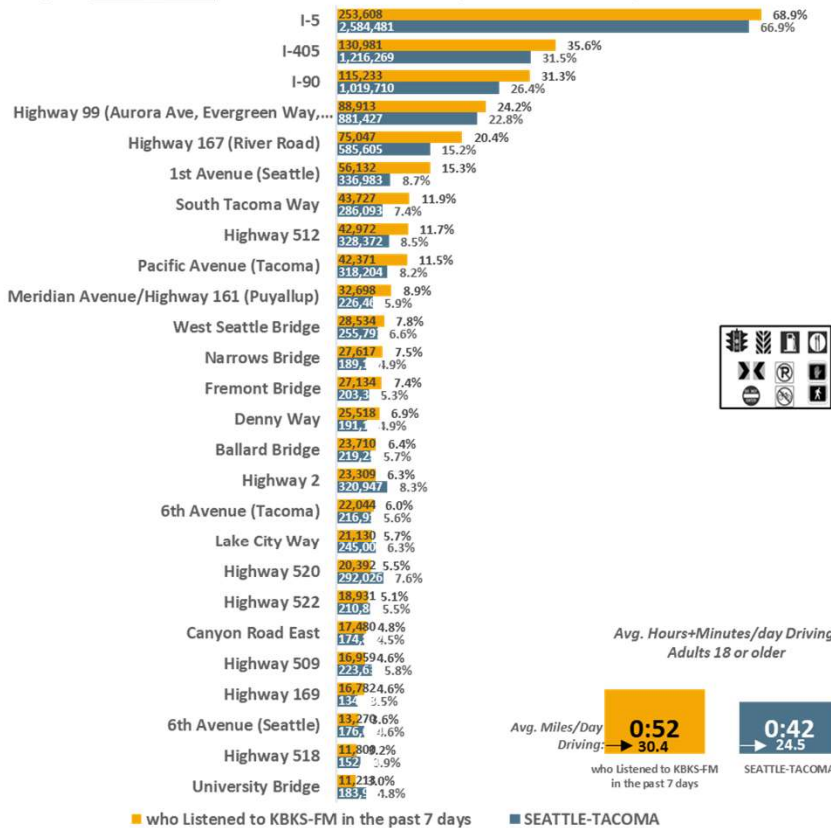
(Radio Stations: KBKS-FM OR Radio Stations: KJAG-FM OR Radio Stations: KJEB-FM OR Radio Stations: KJR-AM OR Radio Stations: KJR-FM OR Radio Stations: KJR-FM HD2 OR Radio Stations: KZOK-FM)



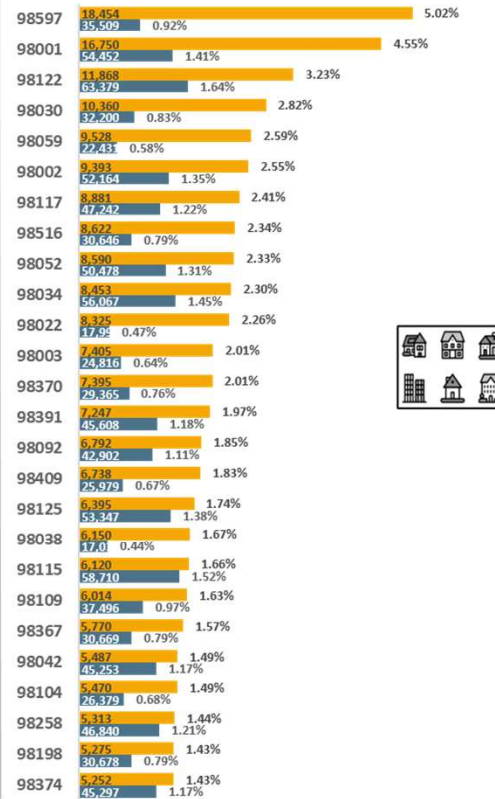


317,907 or 86.4% of Adults 18 or older who Listened to KBKS-FM in the past 7 days spend an average of 52.2 minutes per day driving an average of 30.4 miles each day and are 74.9% more likely to use 1st Avenue (Seattle) than the Metro average.

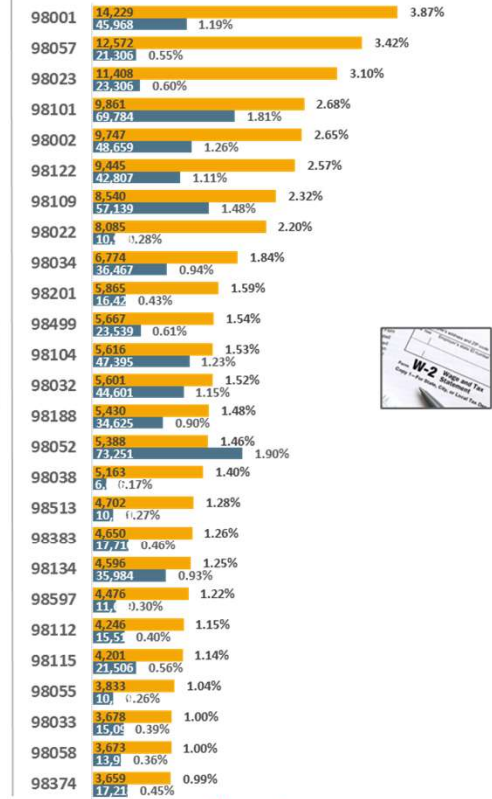
#### Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



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



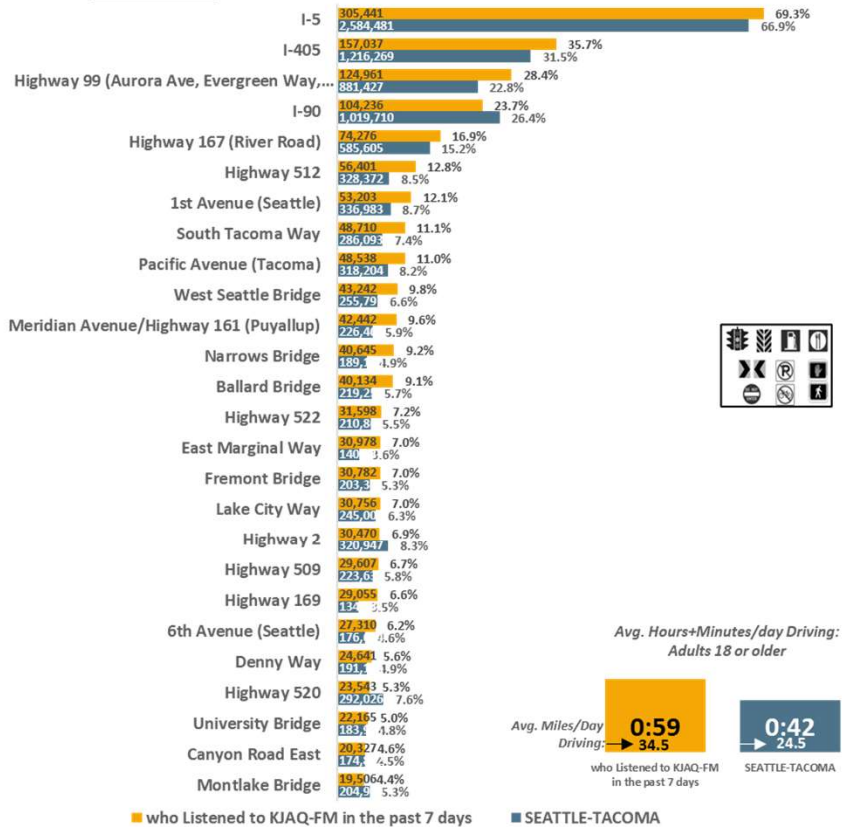
#### Top-26 Employment Zip Codes: Adults 18 or older



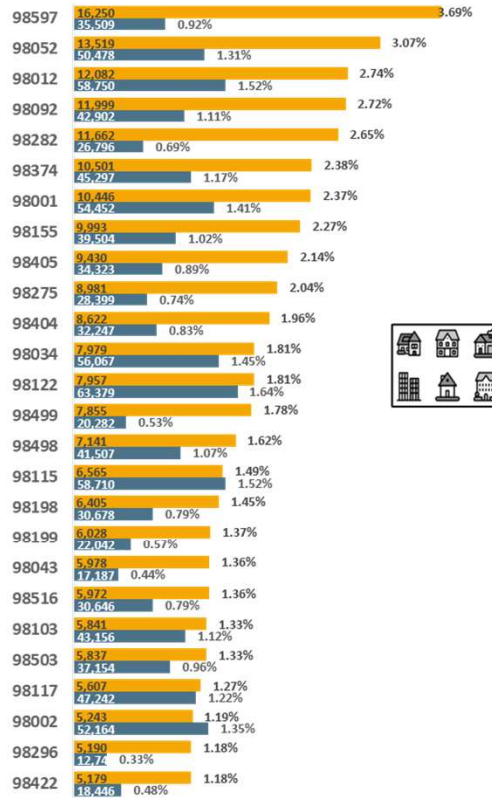


402,035 or 91.3% of Adults 18 or older who Listened to KJAZ-FM in the past 7 days spend an average of 59.2 minutes per day driving an average of 34.5 miles each day and are 92.8% more likely to use East Marginal Way than the Metro average.

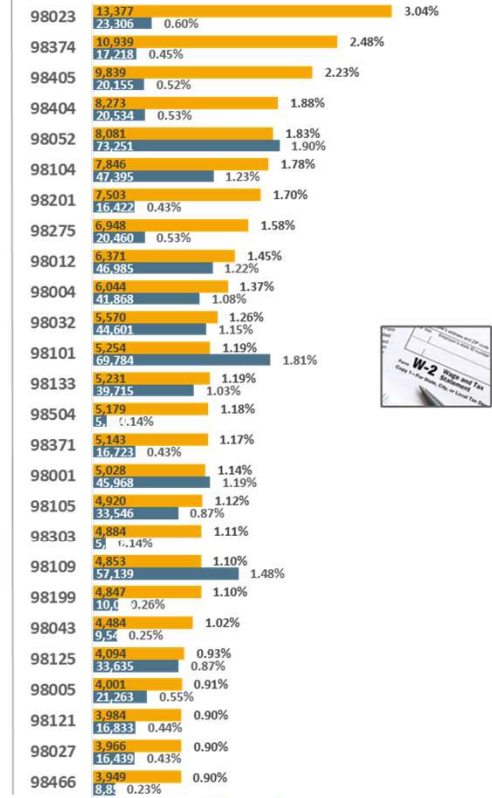
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



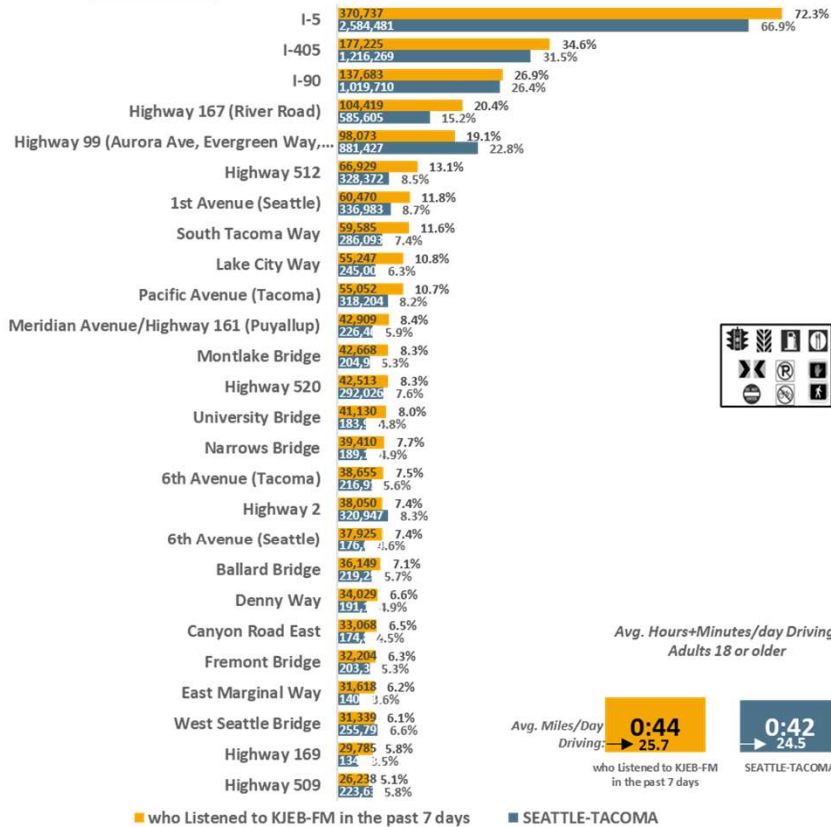
Top-26 Employment Zip Codes: Adults 18 or older





465,168 or 90.8% of Adults 18 or older who Listened to KJEB-FM in the past 7 days spend an average of 44.2 minutes per day driving an average of 25.7 miles each day and are 70.% more likely to use Lake City Way than the Metro average.

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

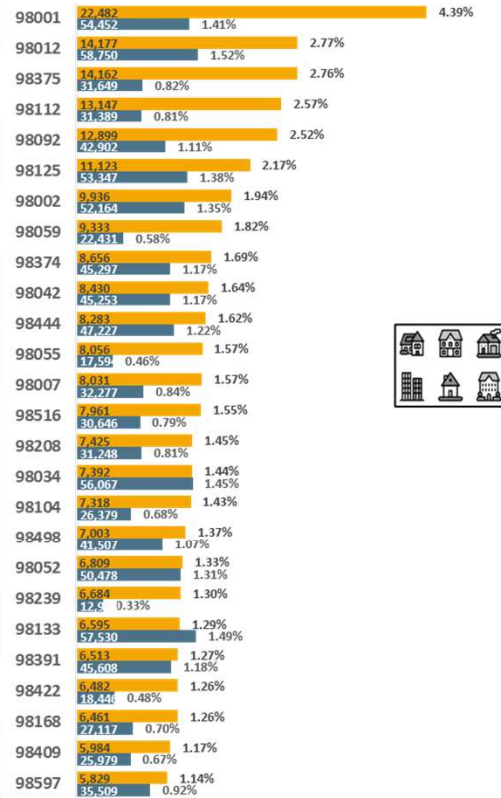


Avg. Hours+Minutes/day Driving:  
Adults 18 or older

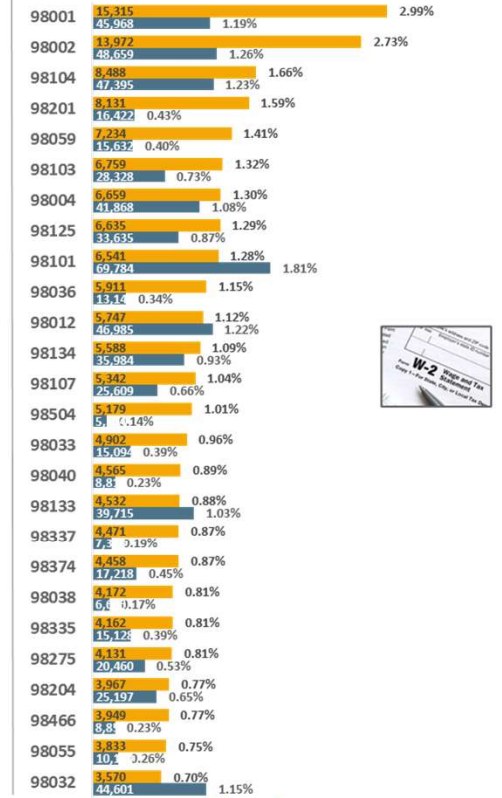


who Listened to KJEB-FM in the past 7 days SEATTLE-TACOMA

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



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



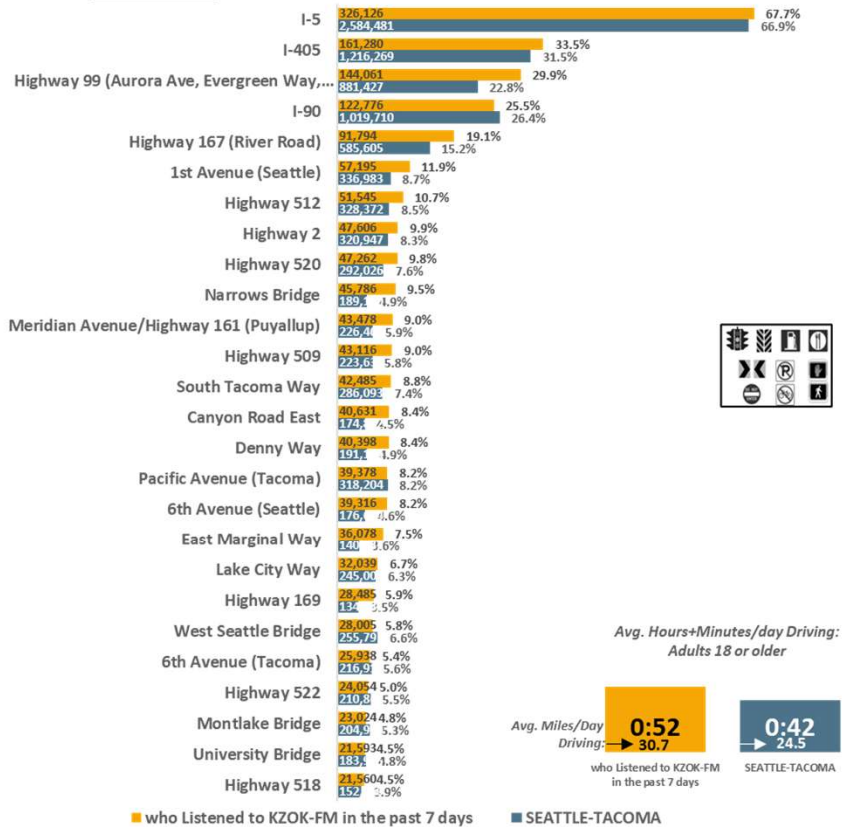
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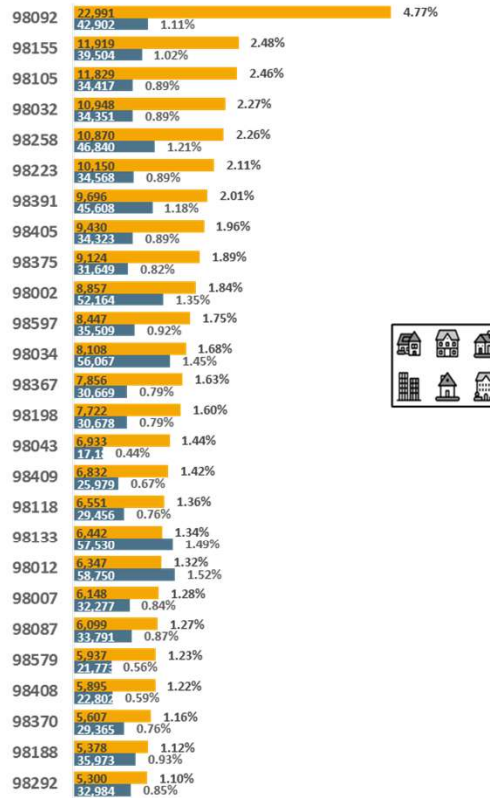


439,331 or 91.2% of Adults 18 or older who Listened to KZOK-FM in the past 7 days spend an average of 52.8 minutes per day driving an average of 30.7 miles each day and are 105.4% more likely to use East Marginal Way than the Metro average.

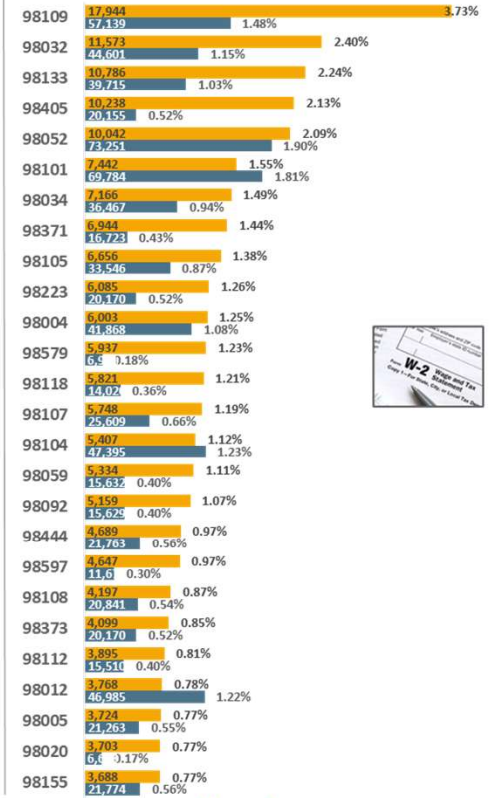
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



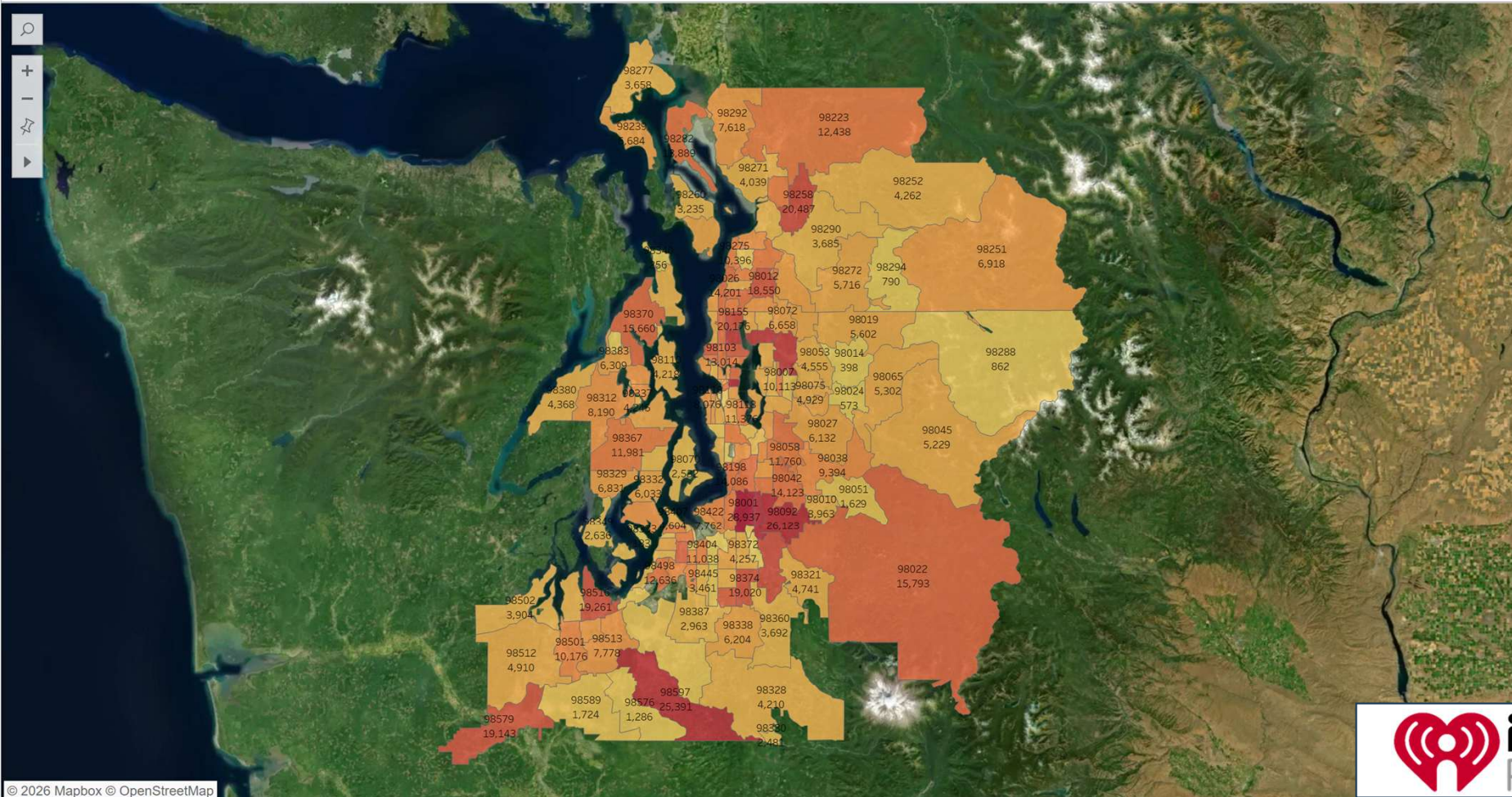
Top-26 Employment Zip Codes: Adults 18 or older



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

SUM(Adults 18 or older...

45 28,937



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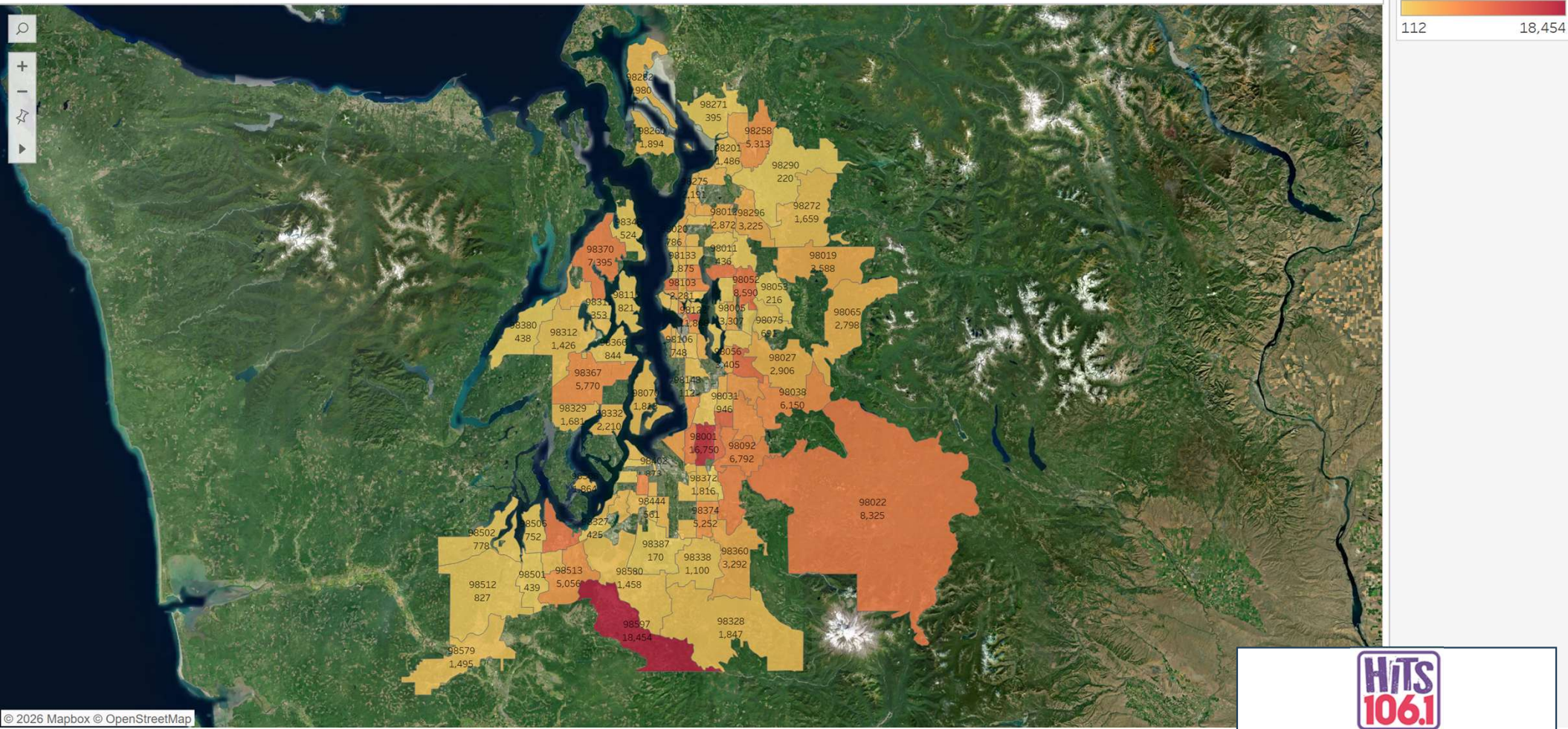
SEATTLE-TACOMA Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 1,405

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(Radio Stations: KBKS-FM OR Radio Stations: KJQA-FM OR Radio Stations: KJEB-FM OR Radio Stations: KJR-AM OR Radio Stations: KJR-FM OR Radio Stations: KJR-FM HD2 OR Radio Stations: KZOK-FM)

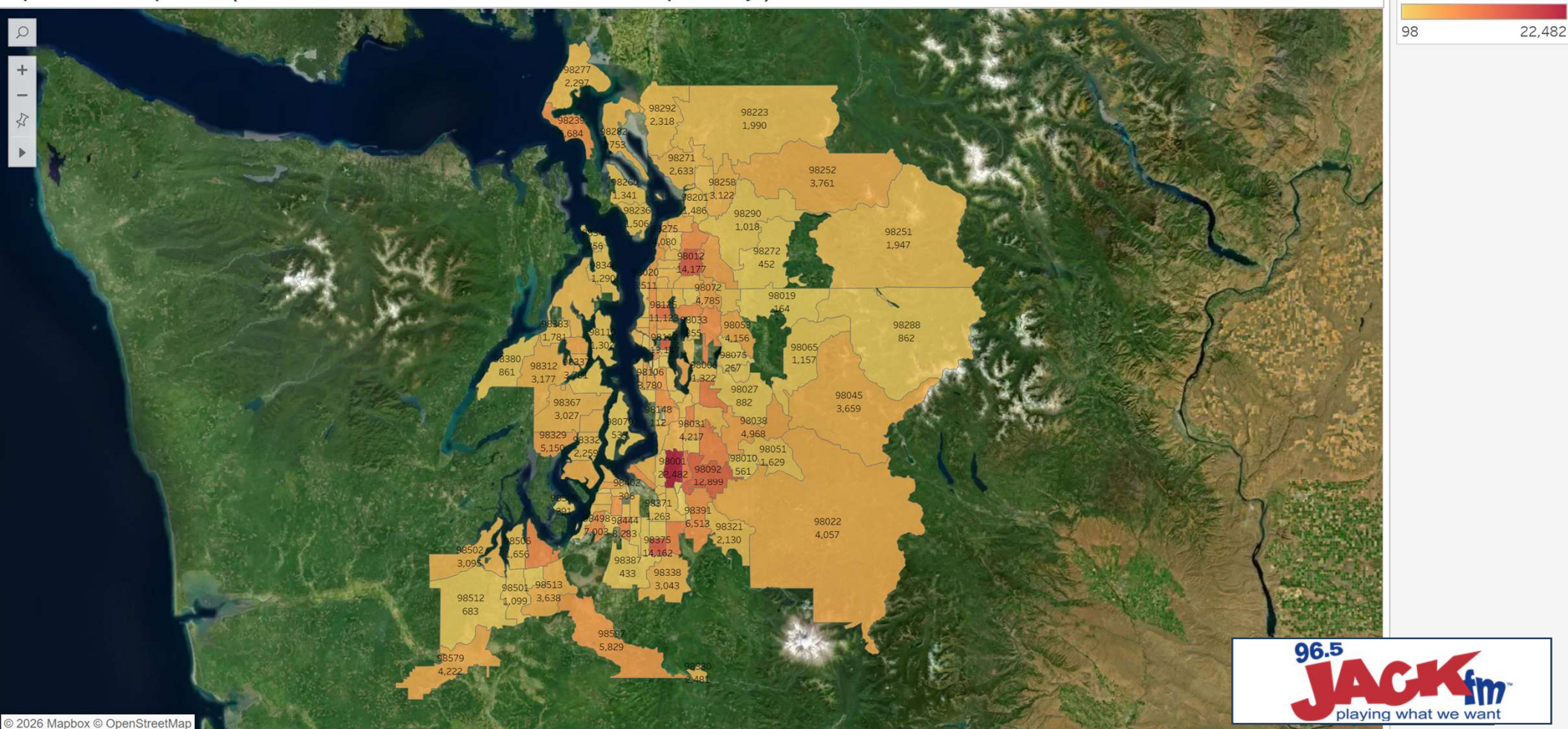


# Top Residential Zip Codes: (Adults 18 or older who Listened to KBKS-FM in the past 7 days)





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



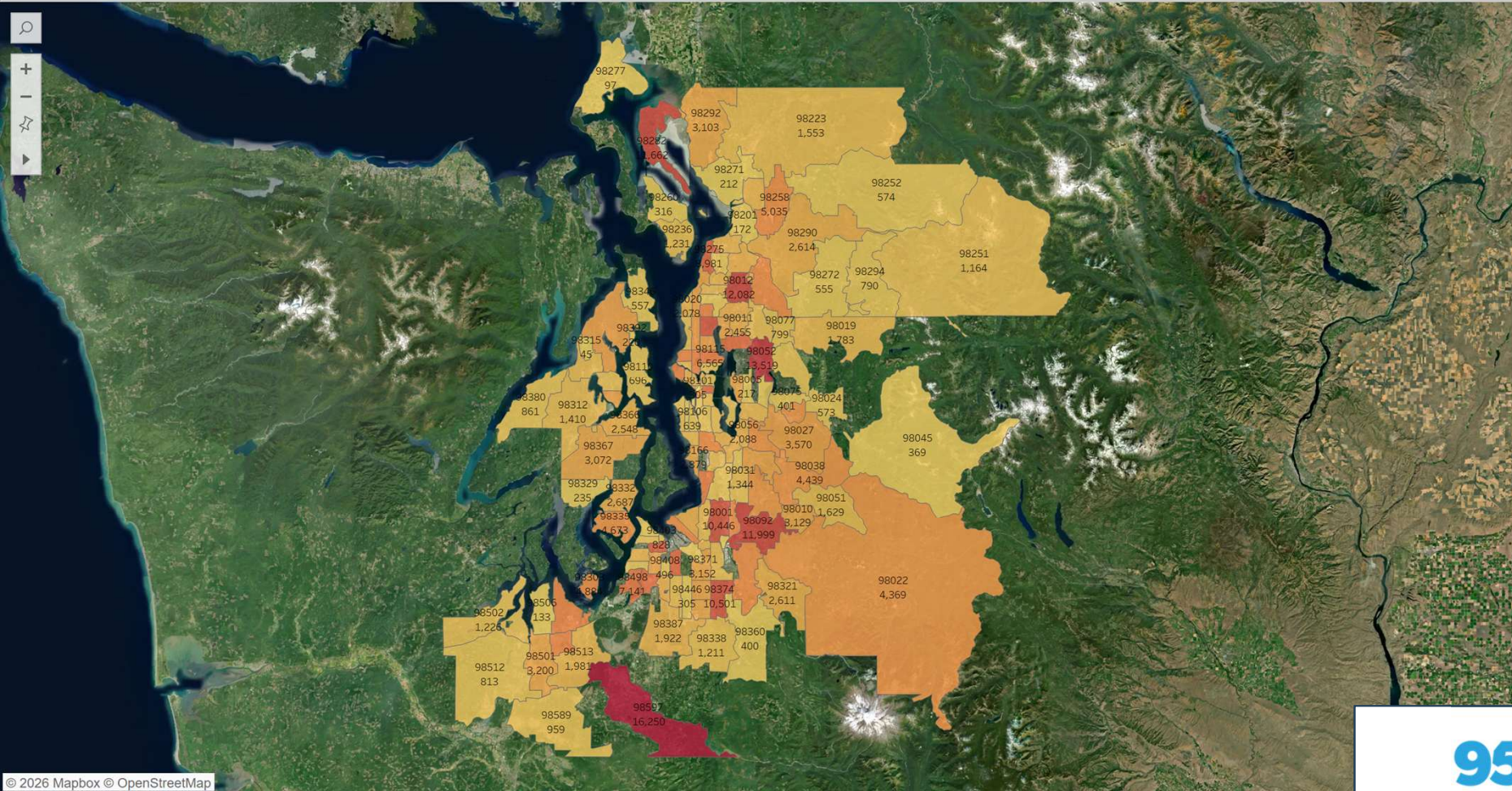
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Radio Stations: KJAG-FM



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



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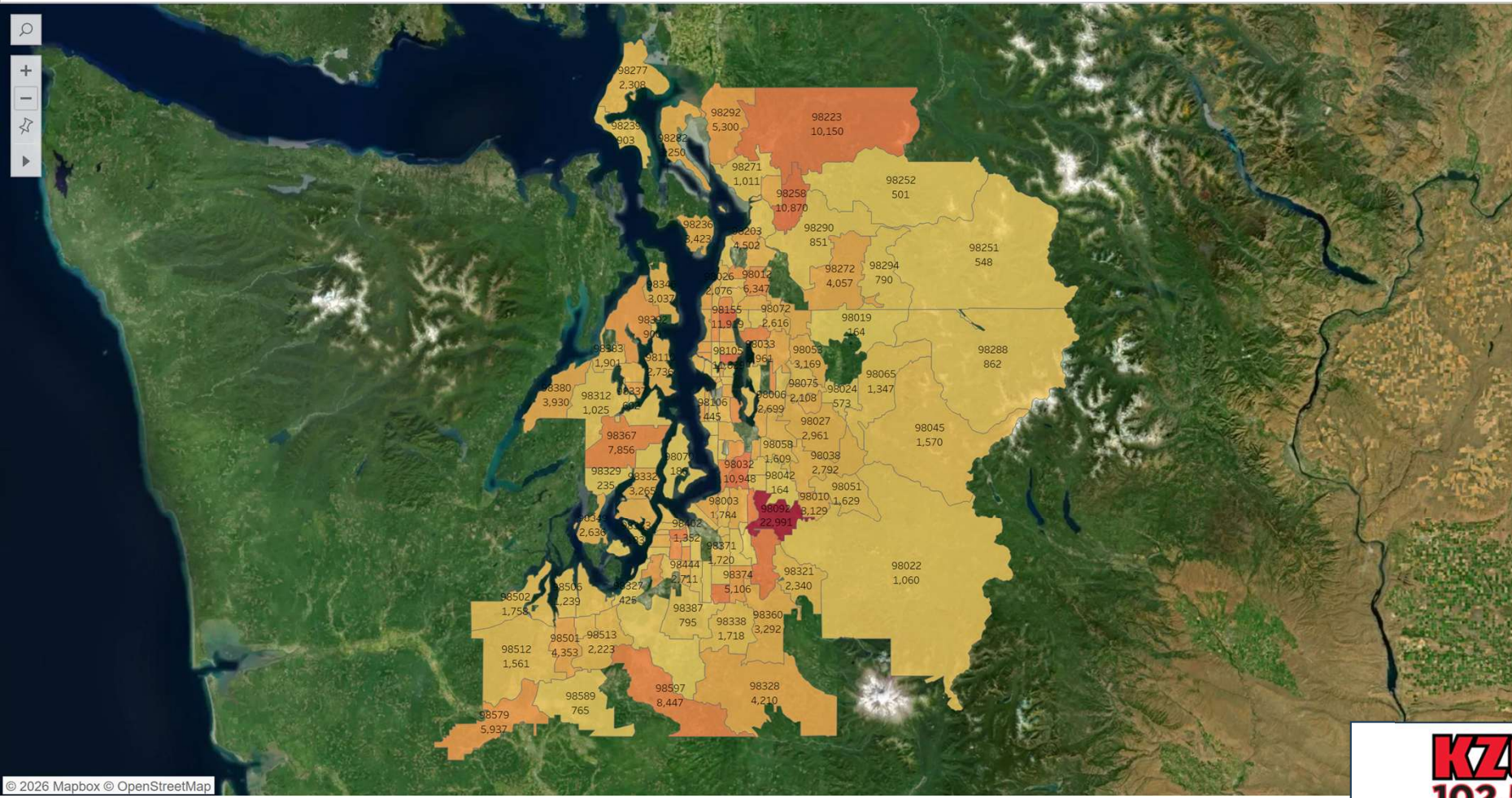
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Radio Stations: KJEB-FM



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

SUM(Adults 18 or older...



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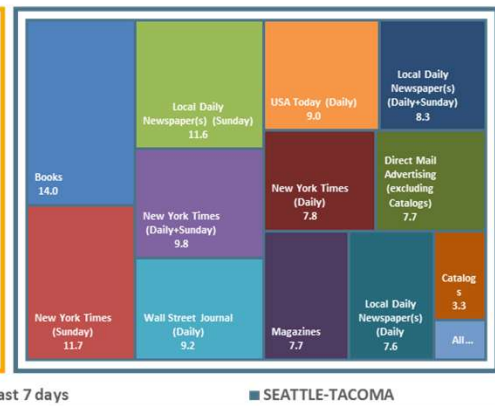
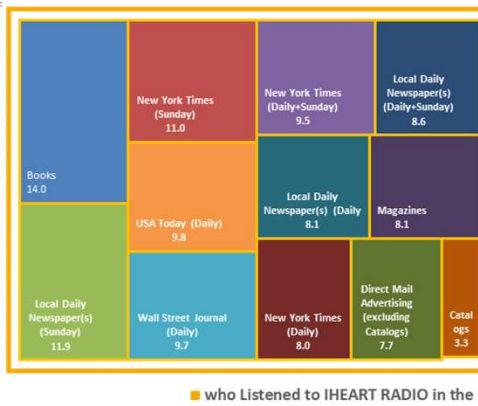
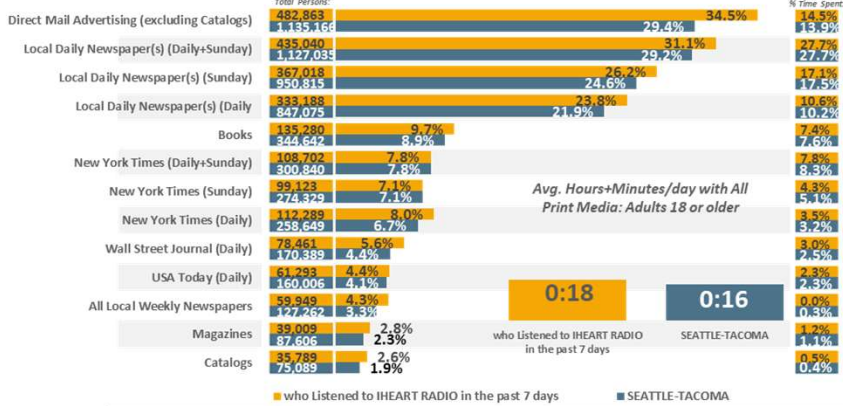




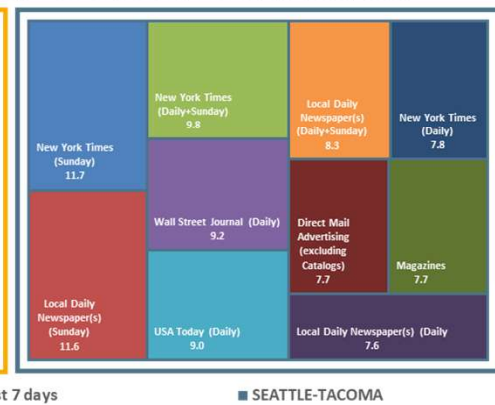
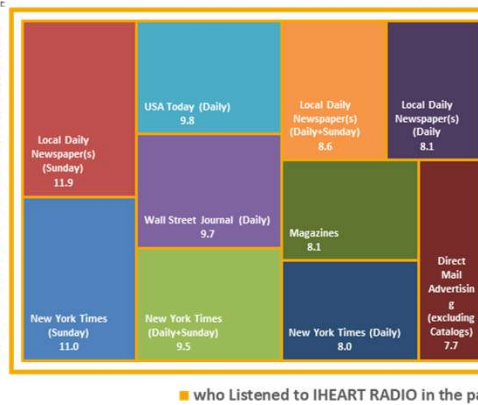
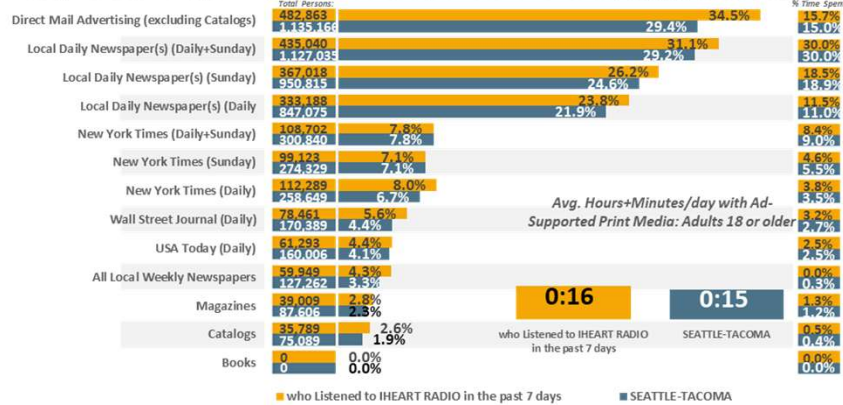


435,040 or 31.1% of Adults 18 or older who Listened to IHEART RADIO in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.6 minutes every day representing 30.% of all time spent daily with All forms of Print Media.

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



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



SEATTLE-TACOMA Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 1,405  
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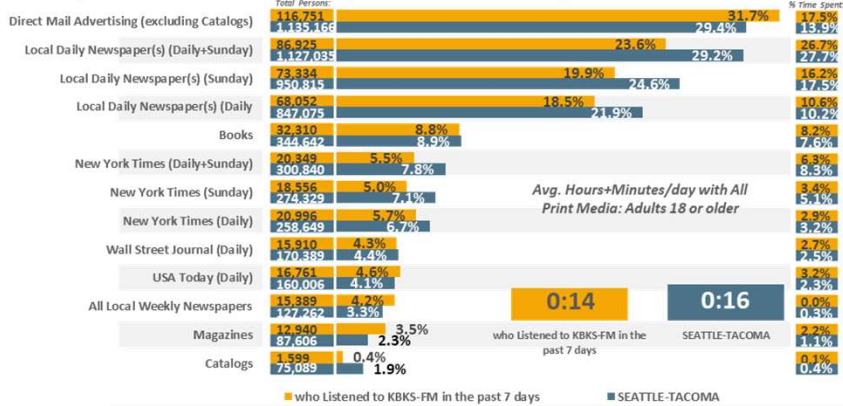
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(Radio Stations: KBKS-FM OR Radio Stations: KJAQ-FM OR Radio Stations: KJEB-FM OR Radio Stations: KJR-AM OR Radio Stations: KJR-FM OR Radio Stations: KJR-FM HD2 OR Radio Stations: KZOK-FM)



86,925 or 23.6% of Adults 18 or older who Listened to KBKS-FM in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.7 minutes every day representing 29.1% of all time spent daily with All forms of Print Media.

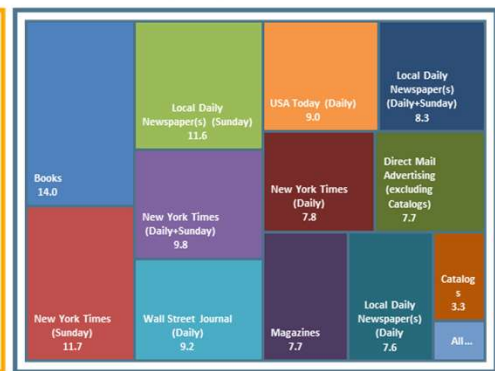
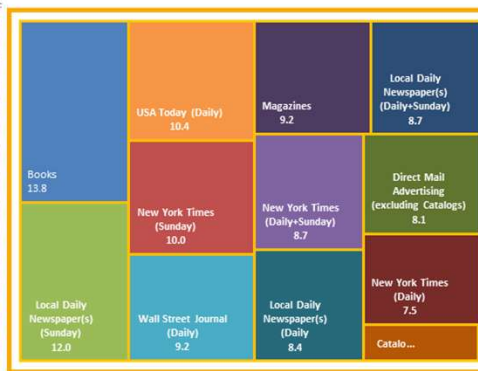
**Avg. Week All Print Media (Persons & % Reach): Adults 18 or older**



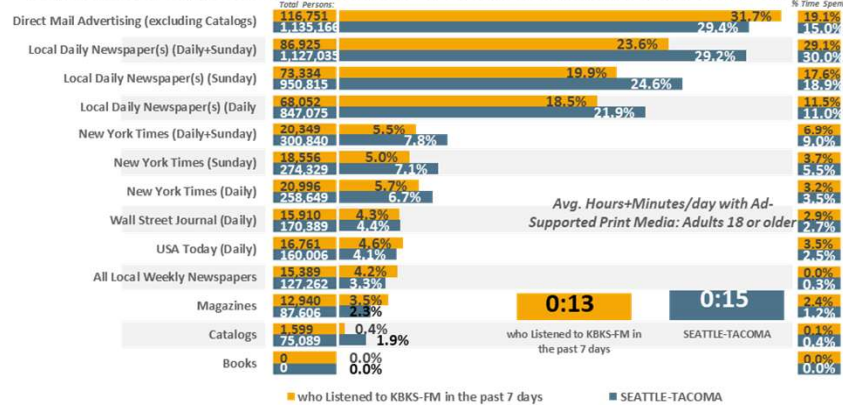
Avg. Hours+Minutes/day with All Print Media: Adults 18 or older

0:14 0:16

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



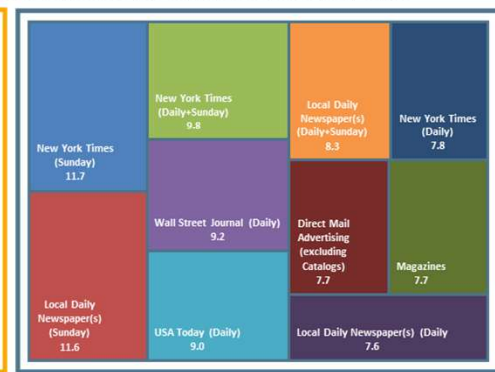
**Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older**



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

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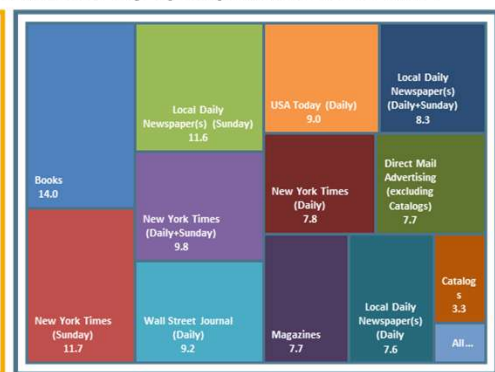
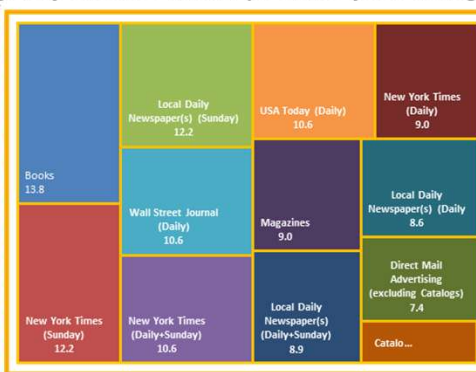
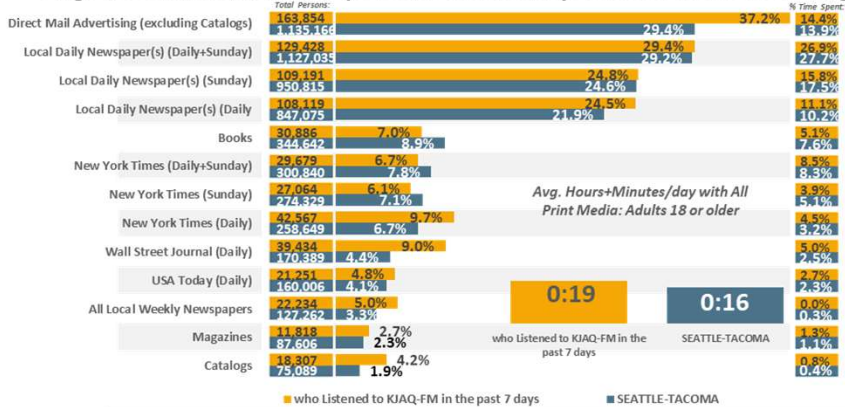
**Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



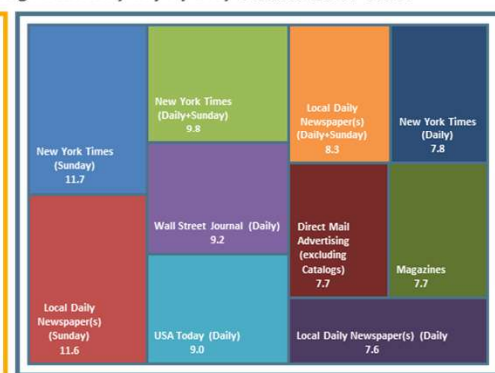
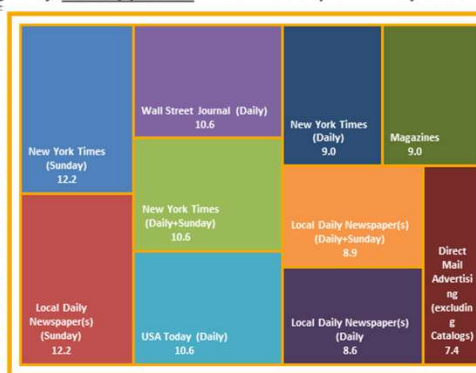
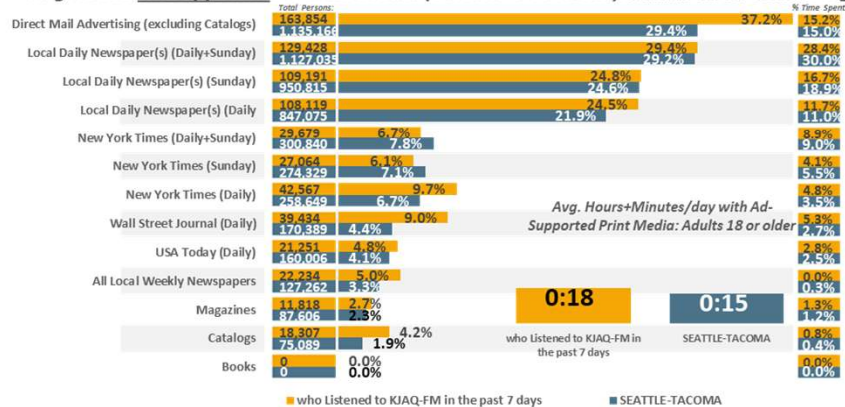


129,428 or 29.4% of Adults 18 or older who Listened to KJAZ-FM in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.9 minutes every day representing 28.4% of all time spent daily with All forms of Print Media.

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



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

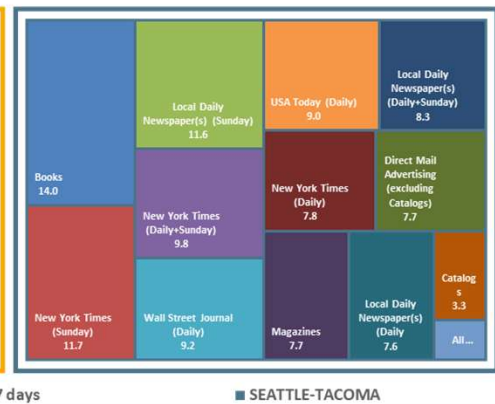
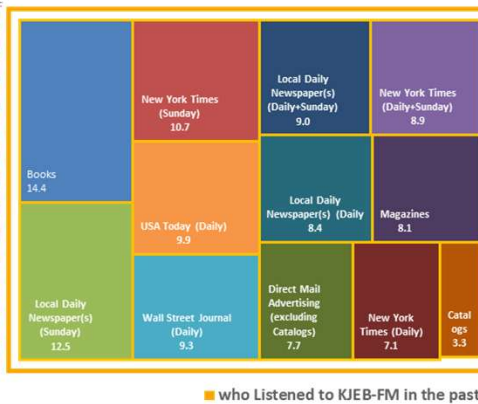
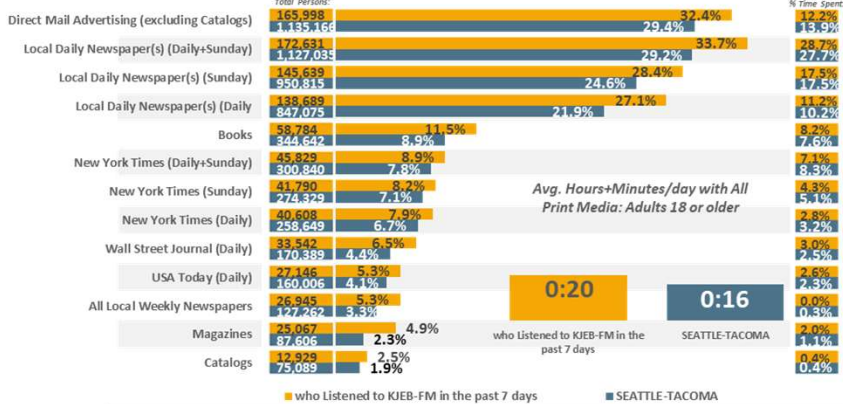




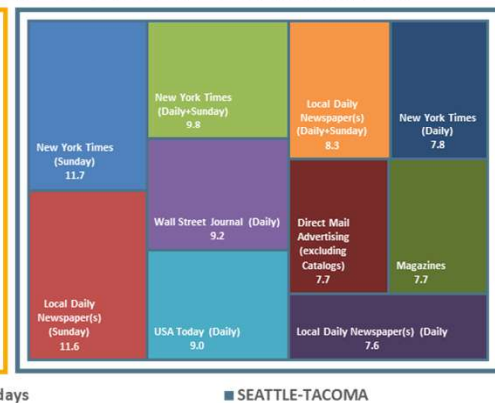
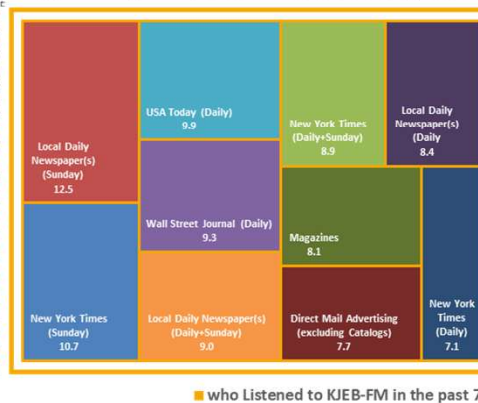
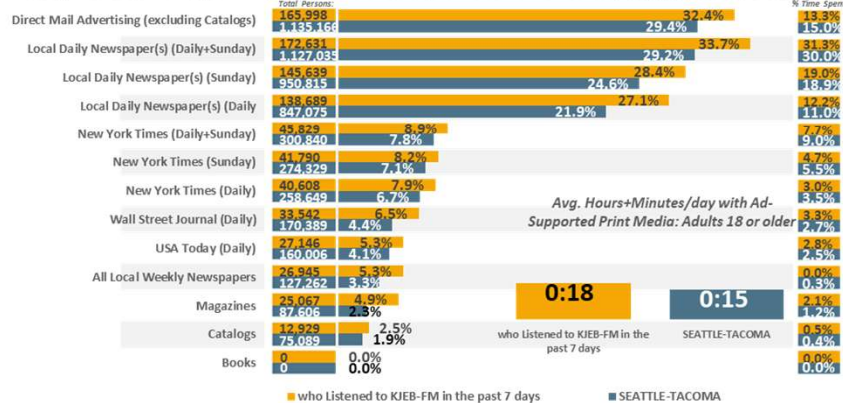


172,631 or 33.7% of Adults 18 or older who Listened to KJEB-FM in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9. minutes every day representing 31.3% of all time spent daily with All forms of Print Media.

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



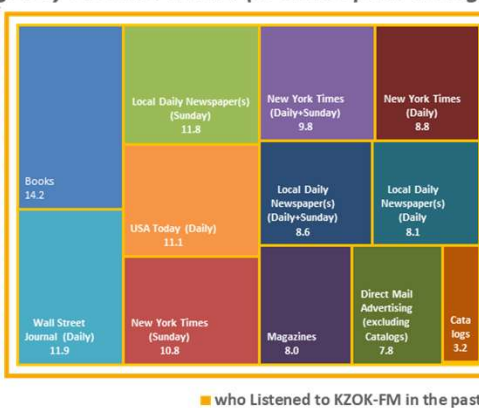
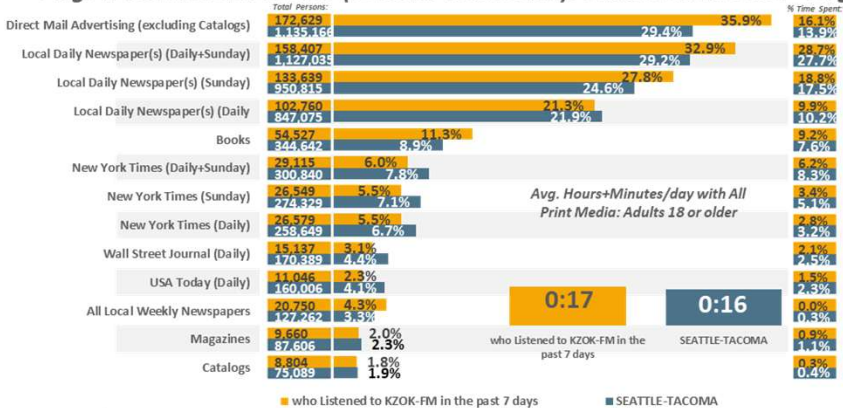
**Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older** **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



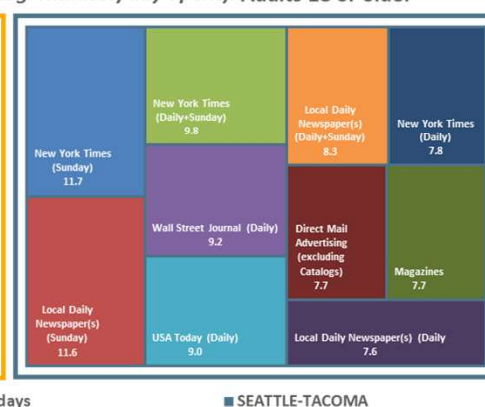
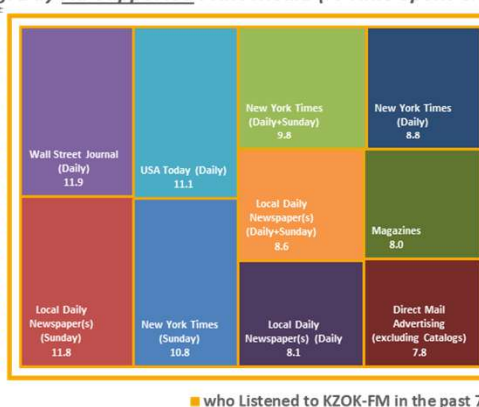
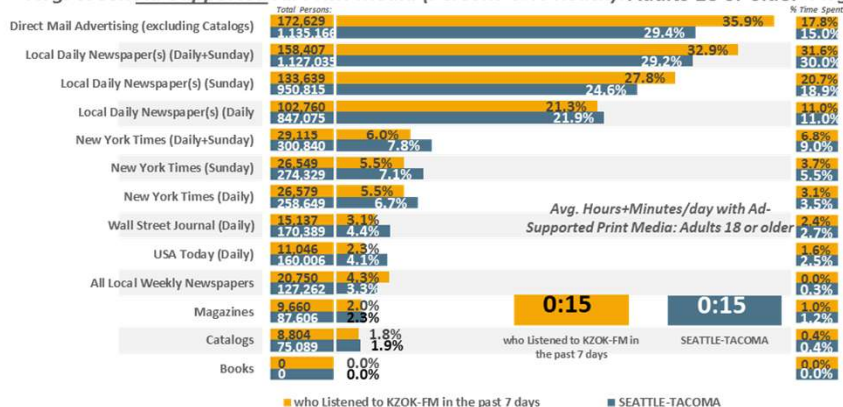


158,407 or 32.9% of Adults 18 or older who Listened to KZOK-FM in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.6 minutes every day representing 31.6% of all time spent daily with All forms of Print Media.

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



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



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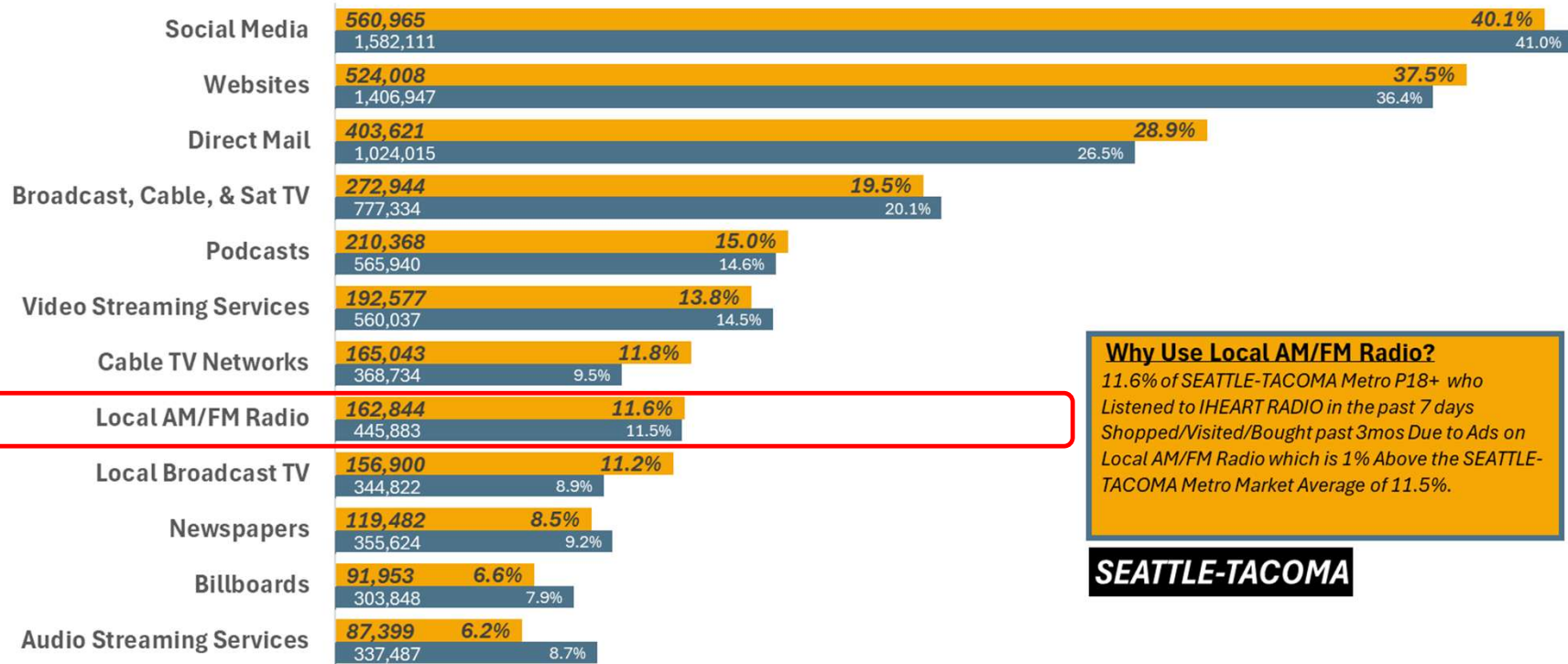
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Radio Stations: KZOK-FM



## "Advertising Actions"

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



### Why Use Local AM/FM Radio?

11.6% of SEATTLE-TACOMA Metro P18+ who Listened to IHEART RADIO in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 1% Above the SEATTLE-TACOMA Metro Market Average of 11.5%.

**SEATTLE-TACOMA**

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

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

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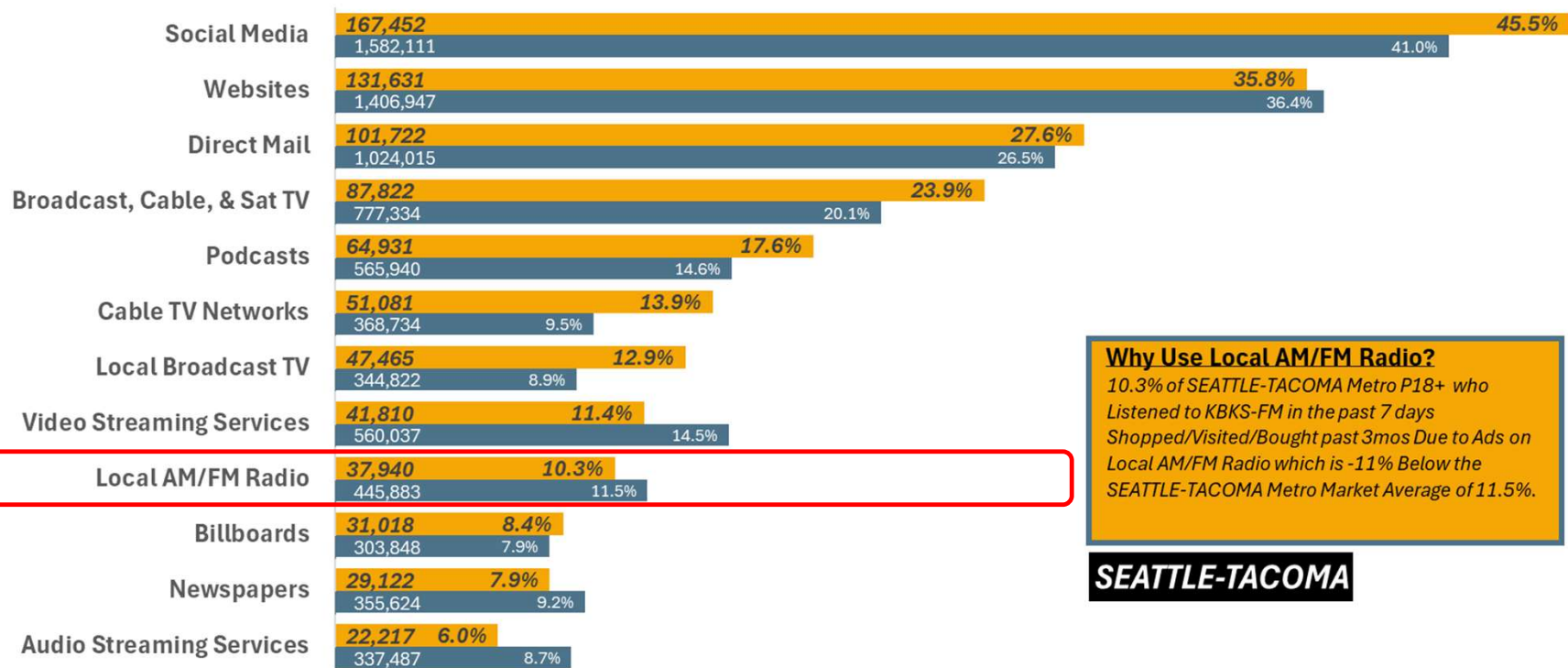
(Radio Stations: KBKS-FM OR Radio Stations: KJAQ-FM OR Radio Stations: KJEB-FM OR Radio Stations: KJR-AM OR Radio Stations: KJR-FM OR Radio Stations: KJR-FM HD2 OR Radio Stations: KZOK-FM)





## "Advertising Actions"

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



### Why Use Local AM/FM Radio?

10.3% of SEATTLE-TACOMA Metro P18+ who Listened to KBKS-FM in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -11% Below the SEATTLE-TACOMA Metro Market Average of 11.5%.

**SEATTLE-TACOMA**

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

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

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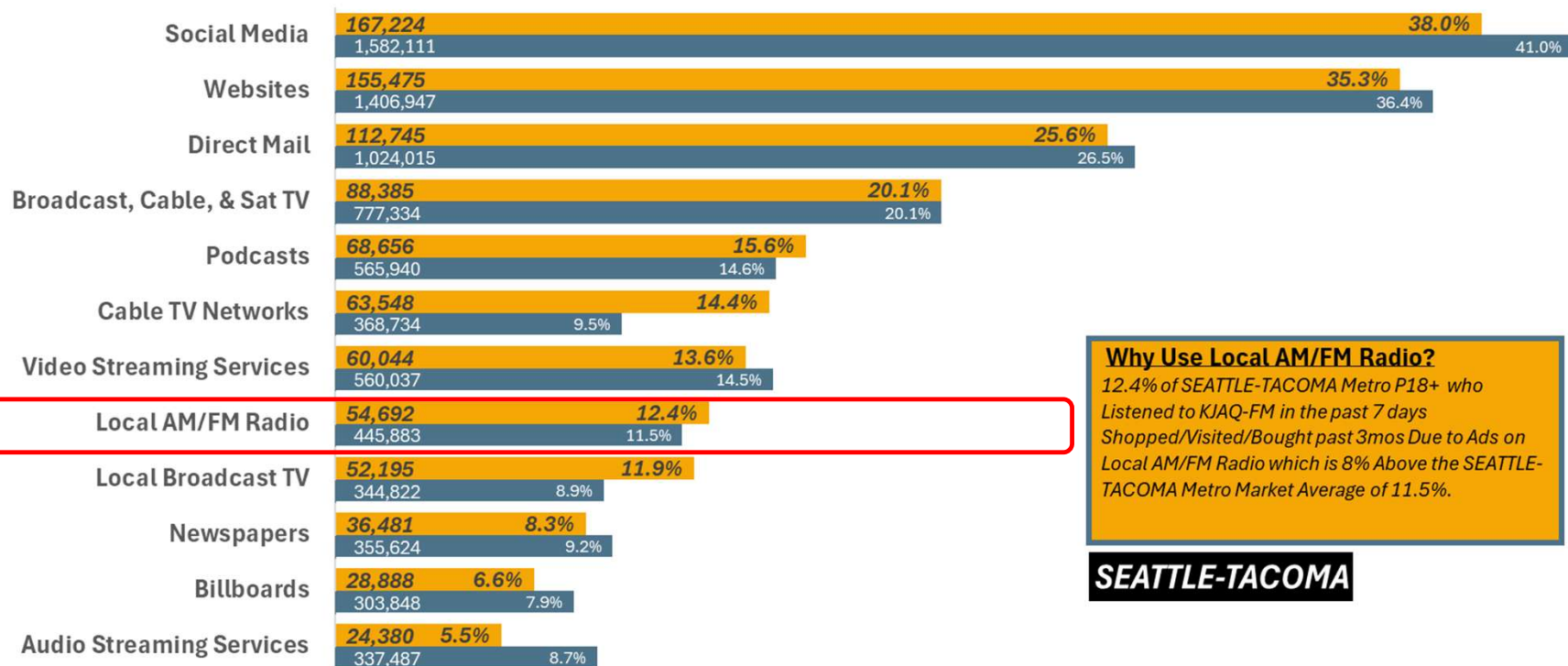
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Radio Stations: KBKS-FM



## "Advertising Actions"

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



### Why Use Local AM/FM Radio?

12.4% of SEATTLE-TACOMA Metro P18+ who Listened to KJAZ-FM in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 8% Above the SEATTLE-TACOMA Metro Market Average of 11.5%.

**SEATTLE-TACOMA**

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

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

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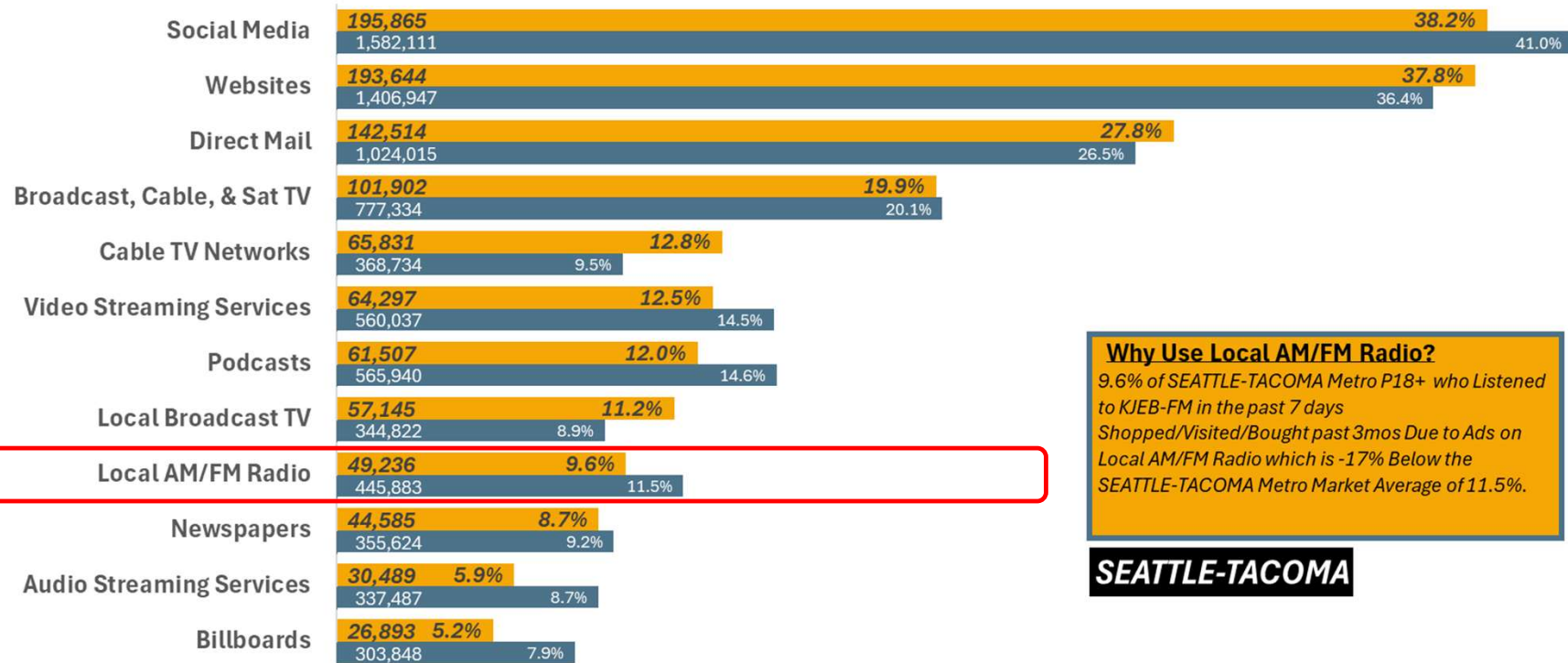
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Radio Stations: KJAZ-FM



## "Advertising Actions"

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



### Why Use Local AM/FM Radio?

9.6% of SEATTLE-TACOMA Metro P18+ who Listened to KJEB-FM in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -17% Below the SEATTLE-TACOMA Metro Market Average of 11.5%.

**SEATTLE-TACOMA**

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

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

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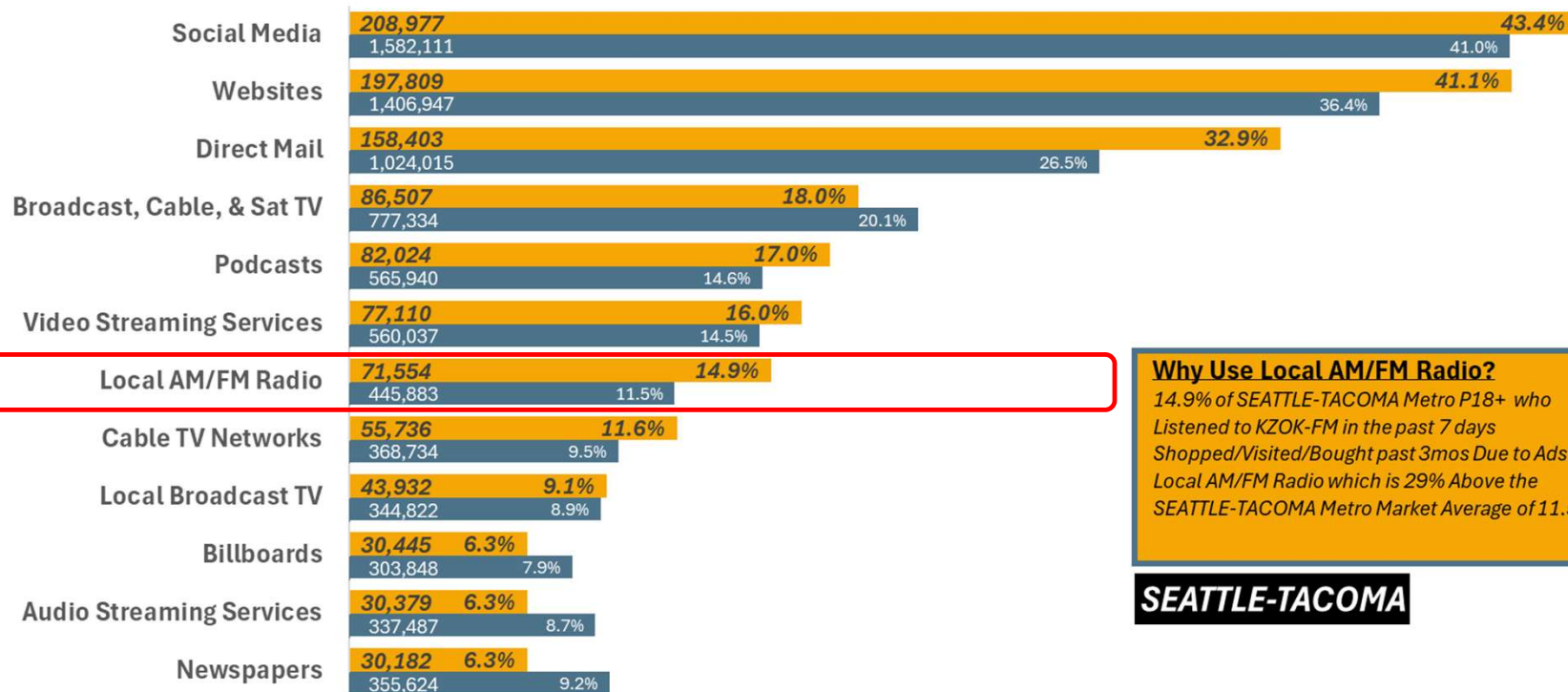
Radio Stations: KJEB-FM





## "Advertising Actions"

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



### Why Use Local AM/FM Radio?

14.9% of SEATTLE-TACOMA Metro P18+ who Listened to KZOK-FM in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 29% Above the SEATTLE-TACOMA Metro Market Average of 11.5%.

**SEATTLE-TACOMA**

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

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

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Radio Stations: KZOK-FM