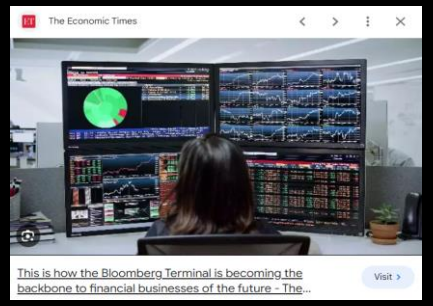
SEATTLE-TACOMA, WA, Metro – 4 P18+ Profiles of HUBBARD RADIO Listeners!

Brand New Data as of August 31, 2024!

Complete Demographic & Media Use Profiles















Metro

P18+

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

#11

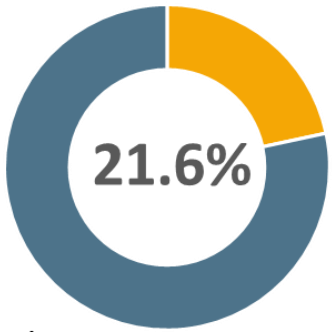
And, Yes! You ARE Smart Enough to Read a Bloomberg Terminal. So get ready to Learn!

HUBBARD BROADCASTING INC. HB INC.

HUBBARD RADIO

21.6% or 821,132 of SEATTLE-TACOMA Metro Adults 18 or older listened to HUBBARD RADIO in the past 7 days. Typical Adults 18 or older who listened to HUBBARD RADIO in the past 7 days are 46.2 years old (2.9% younger than average) and have a $126,622 (1.8% lower than average) annual household income.

Percent of Market: Adults 18 or older



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

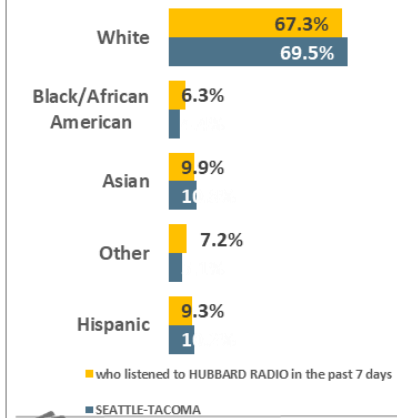
Total Persons:

821,132	2,974,047

Gender of Target vs. Market: Adults 18 or older

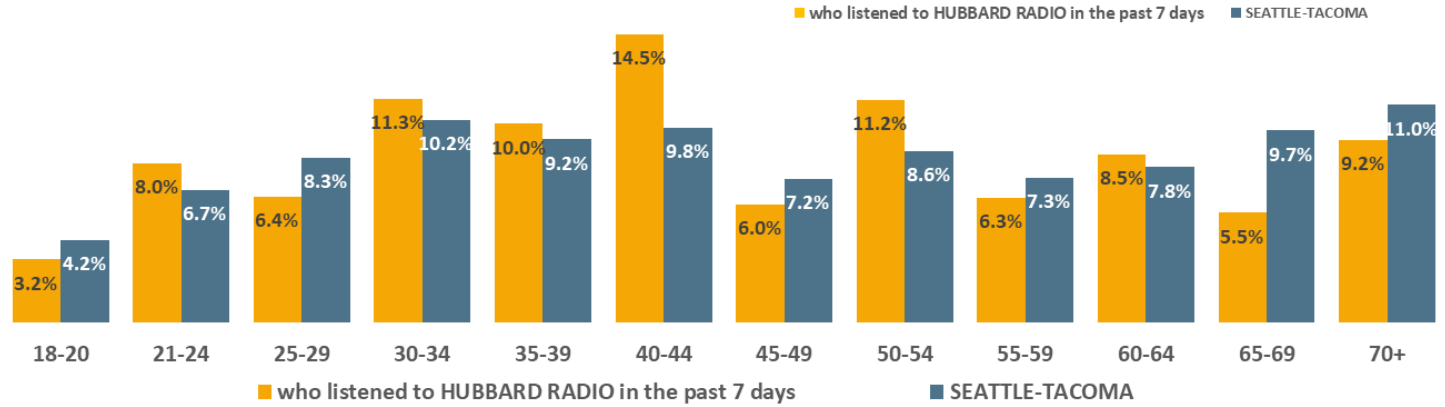
	Men	Men	Women	Women
%M vs. %F:	44.8%	49.6%	55.2%	50.4%
Average Age:	46.3	47.6	46.2	47.6
# Persons:	368,031	1,881,423	453,101	1,913,756

Ethnicity of Target vs. Market:

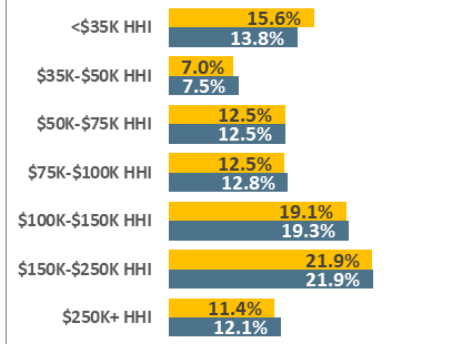


Age Cell Demographics of Target vs. Market:

Average Age:	Adults 18 or older
	46.2
	47.6



HHI of Target vs. Market:



Avg HHI:	$126,622	$128,969

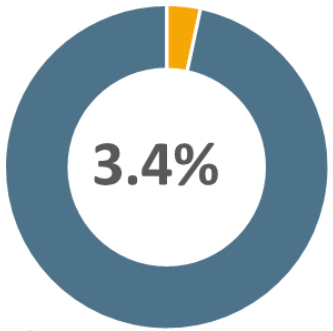
SEATTLE-TACOMA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 775

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

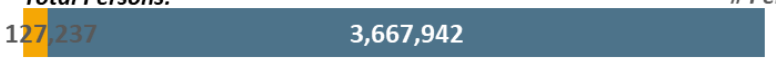
3.4% or 127,237 of SEATTLE-TACOMA Metro Adults 18 or older listened to KPNW-FM in the past 7 days. Typical Adults 18 or older who listened to KPNW-FM in the past 7 days are 51.7 years old (8.5% older than average) and have a $120,691 (6.4% lower than average) annual household income.

Percent of Market: Adults 18 or older

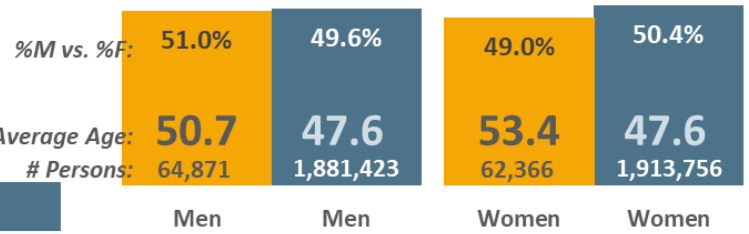


- who listened to KPNW-FM in the past 7 days
- Remainder of SEATTLE-TACOMA Metro

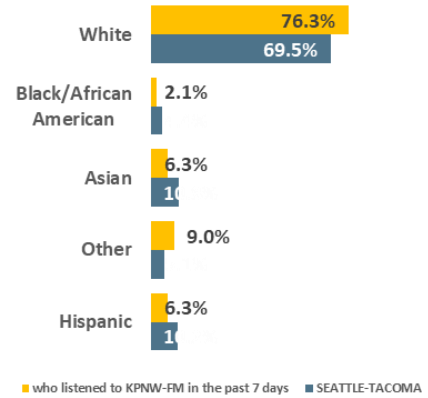
Total Persons:



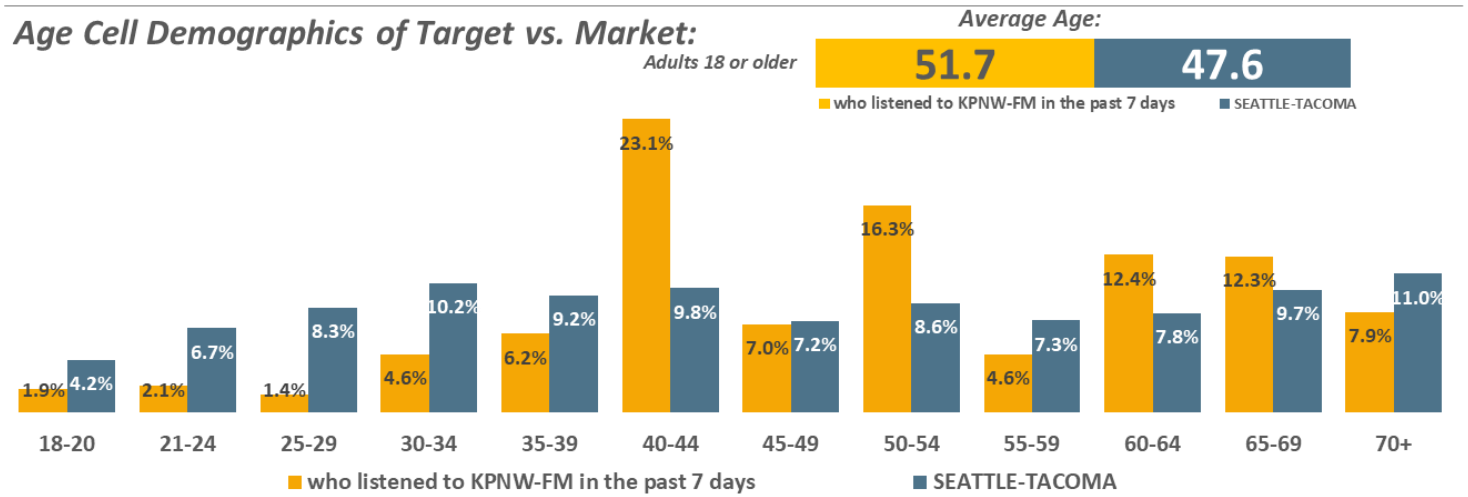
Gender of Target vs. Market: Adults 18 or older



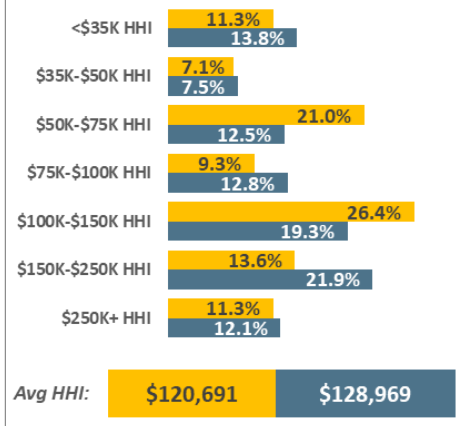
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:

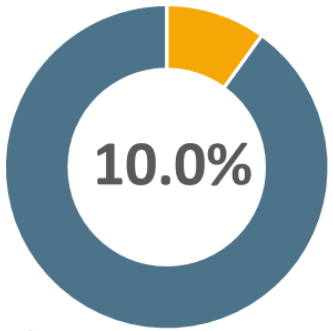


SEATTLE-TACOMA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 123

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10.% or 378,309 of SEATTLE-TACOMA Metro Adults 18 or older listened to KQMV-FM in the past 7 days. Typical Adults 18 or older who listened to KQMV-FM in the past 7 days are 42. years old (11.9% younger than average) and have a $116,887 (9.4% lower than average) annual household income.

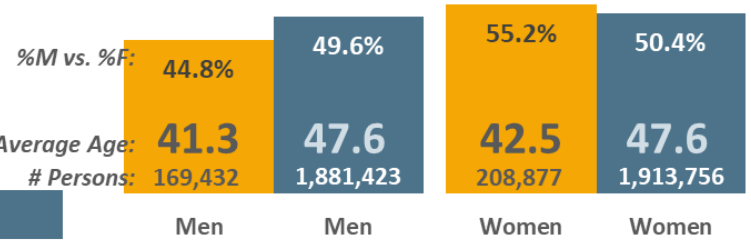
Percent of Market: Adults 18 or older



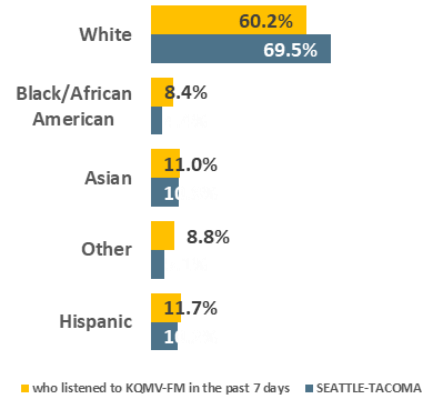
Total Persons:



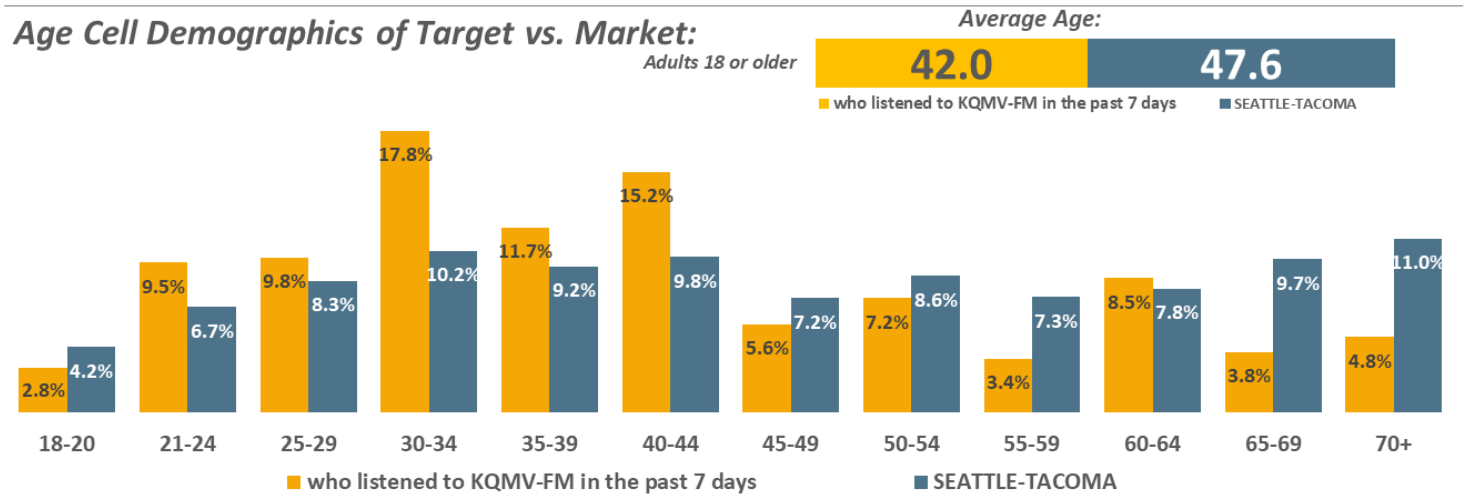
Gender of Target vs. Market: Adults 18 or older



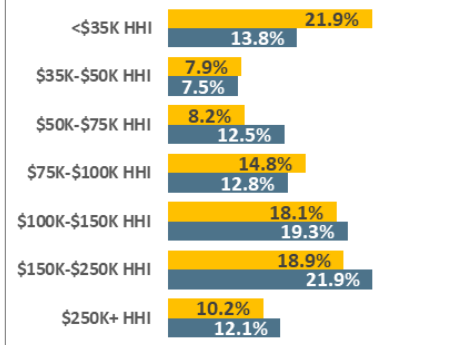
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



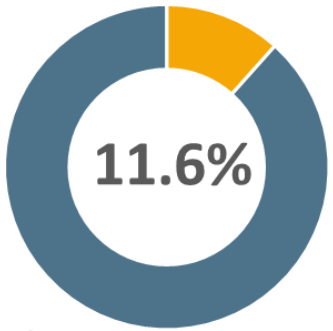
Avg HHI: $116,887 | $128,969

SEATTLE-TACOMA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 314

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11.6% or 440,469 of SEATTLE-TACOMA Metro Adults 18 or older listened to KRWM-FM in the past 7 days. Typical Adults 18 or older who listened to KRWM-FM in the past 7 days are 47.9 years old (.5% older than average) and have a $138,313 (7.2% higher than average) annual household income.

Percent of Market: Adults 18 or older



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

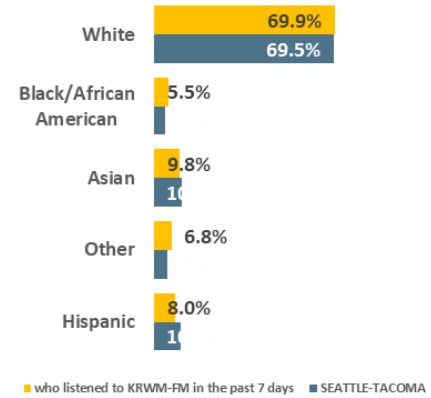
Total Persons:

440,469	3,354,710

Gender of Target vs. Market: Adults 18 or older

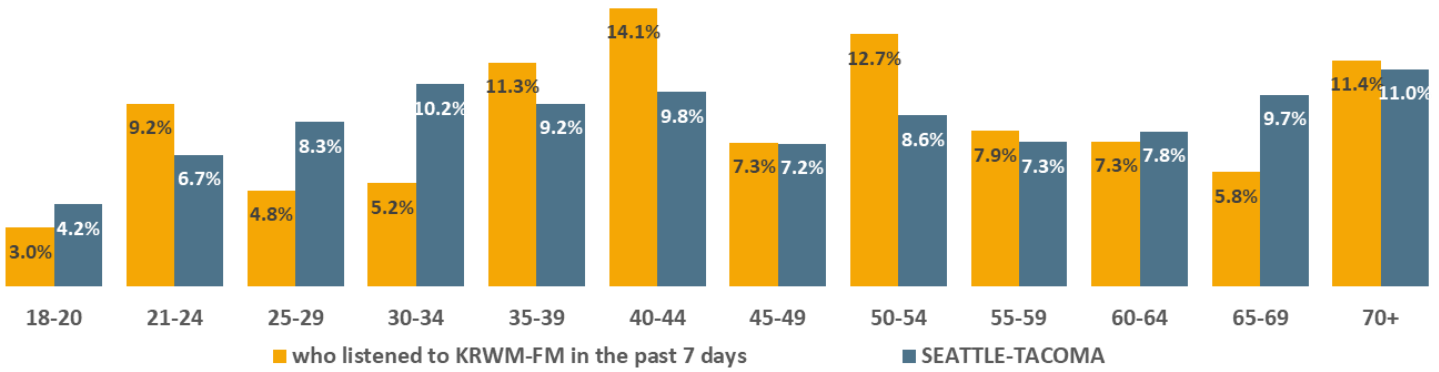
	Men	Men	Women	Women
%M vs. %F:	42.8%	49.6%	57.2%	50.4%
Average Age:	47.7	47.6	48.0	47.6
# Persons:	188,514	1,881,423	251,955	1,913,756

Ethnicity of Target vs. Market:

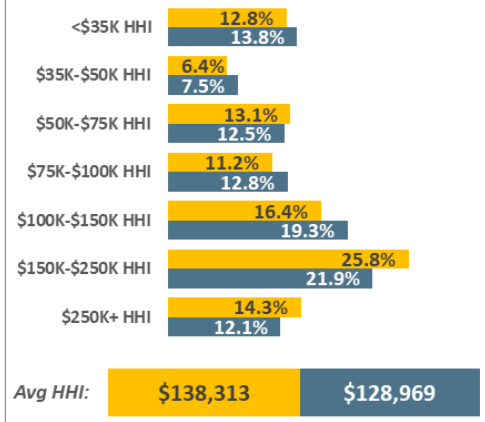


Age Cell Demographics of Target vs. Market:

Average Age:	who listened to KRWM-FM in the past 7 days	SEATTLE-TACOMA
Adults 18 or older	47.9	47.6



HHI of Target vs. Market:



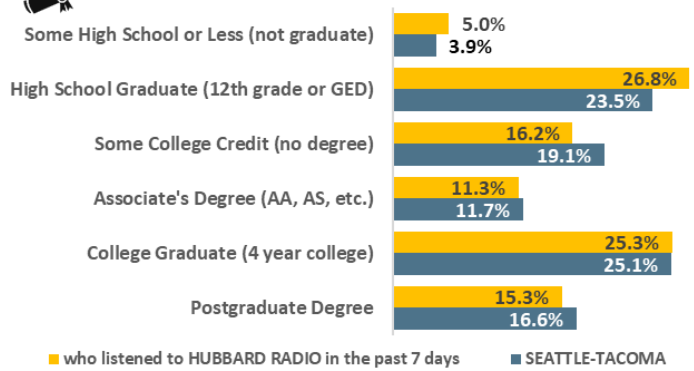
Avg HHI:	$138,313	$128,969

SEATTLE-TACOMA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 436

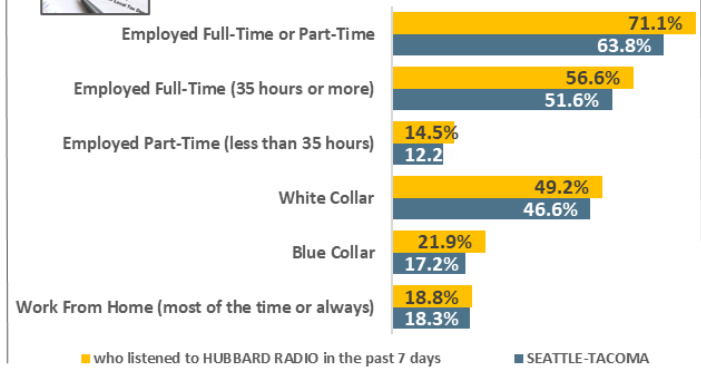
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21.6% or 821,132 of SEATTLE-TACOMA Metro Adults 18 or older listened to HUBBARD RADIO in the past 7 days. Adults 18 or older who listened to HUBBARD RADIO in the past 7 days are 2.8% less likely to be a college graduate, 9.6% more likely to work full-time, .8% less likely to be married, 15.9% more likely to be a parent of 1 or more children under 18.

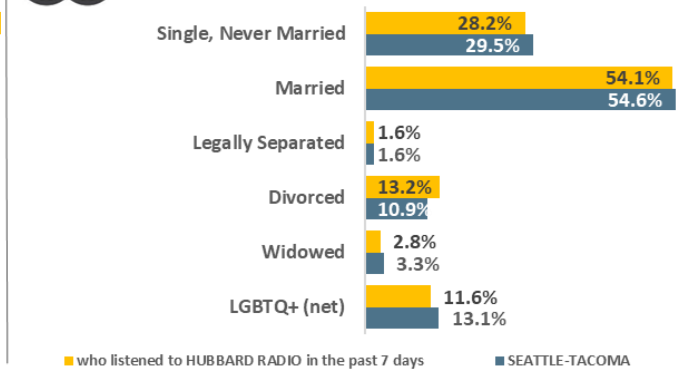
Education Levels: Adults 18 or older



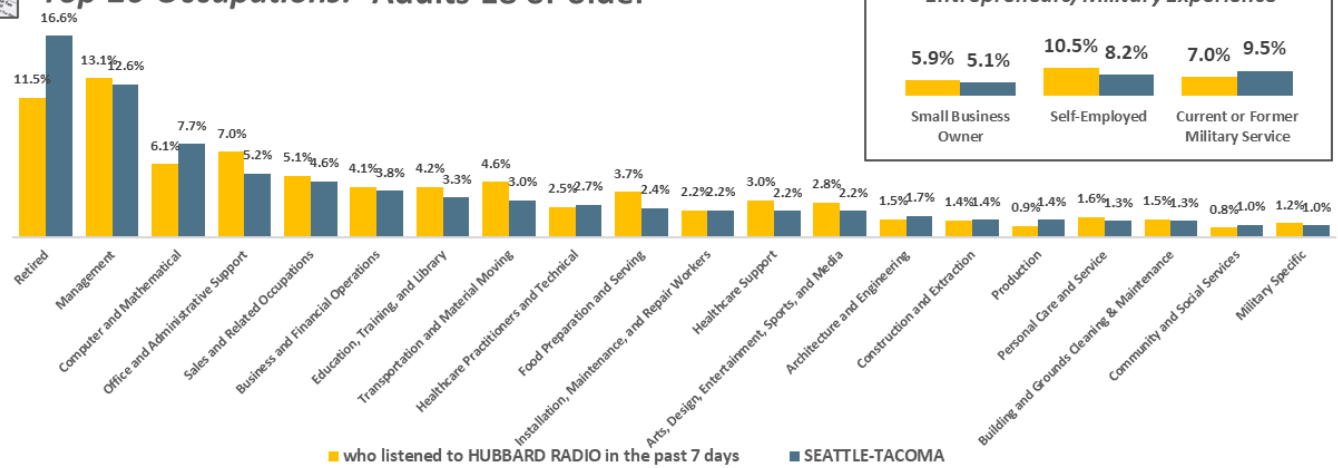
Employment: Adults 18 or older



Marital Status: Adults 18 or older

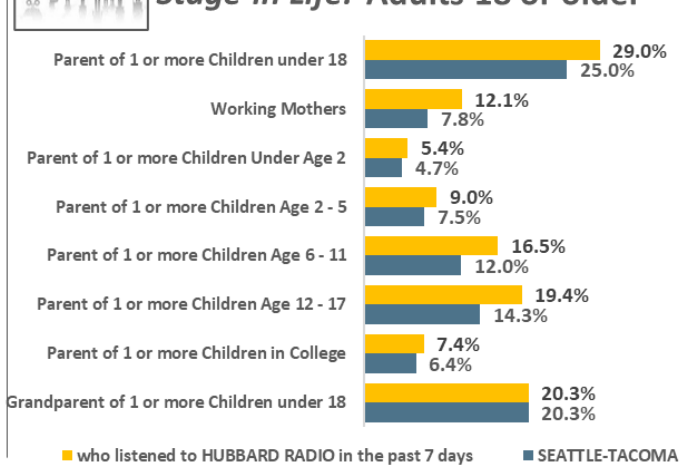


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



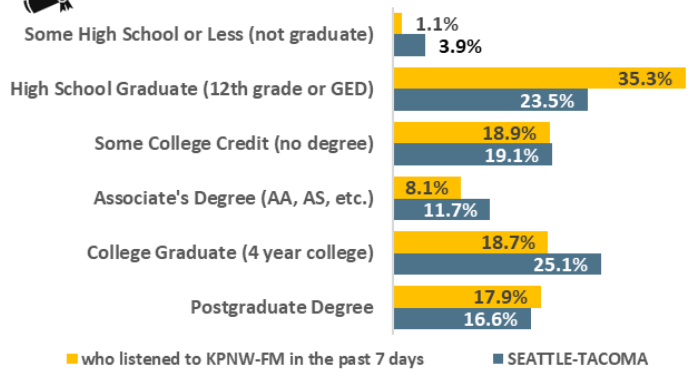
SEATTLE-TACOMA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 775

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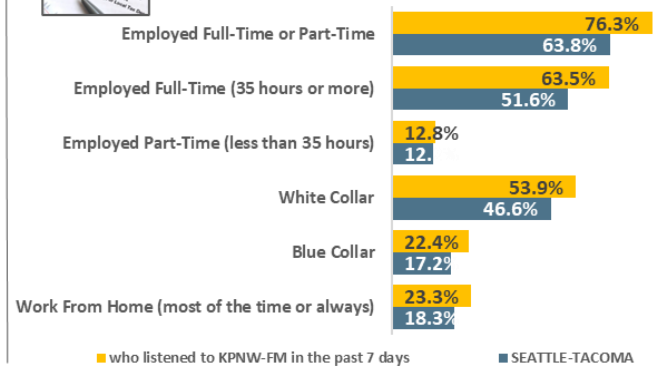
(Radio Stations: KPNW-FM OR Radio Stations: KQMV-FM OR Radio Stations: KRWM-FM)

3.4% or 127,237 of SEATTLE-TACOMA Metro Adults 18 or older listened to KPNW-FM in the past 7 days. Adults 18 or older who listened to KPNW-FM in the past 7 days are 12.4% less likely to be a college graduate, 22.9% more likely to work full-time, 10.5% more likely to be married, 19.4% more likely to be a parent of 1 or more children under 18.

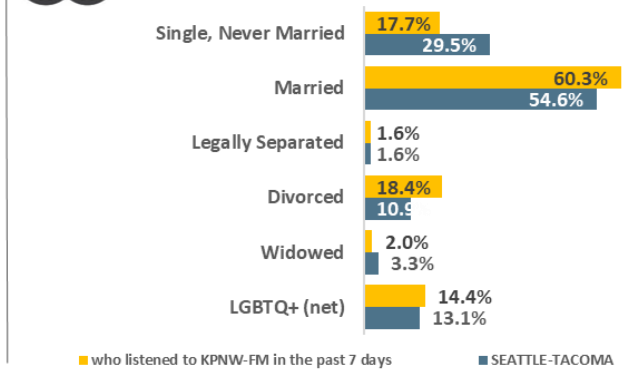
Education Levels: Adults 18 or older



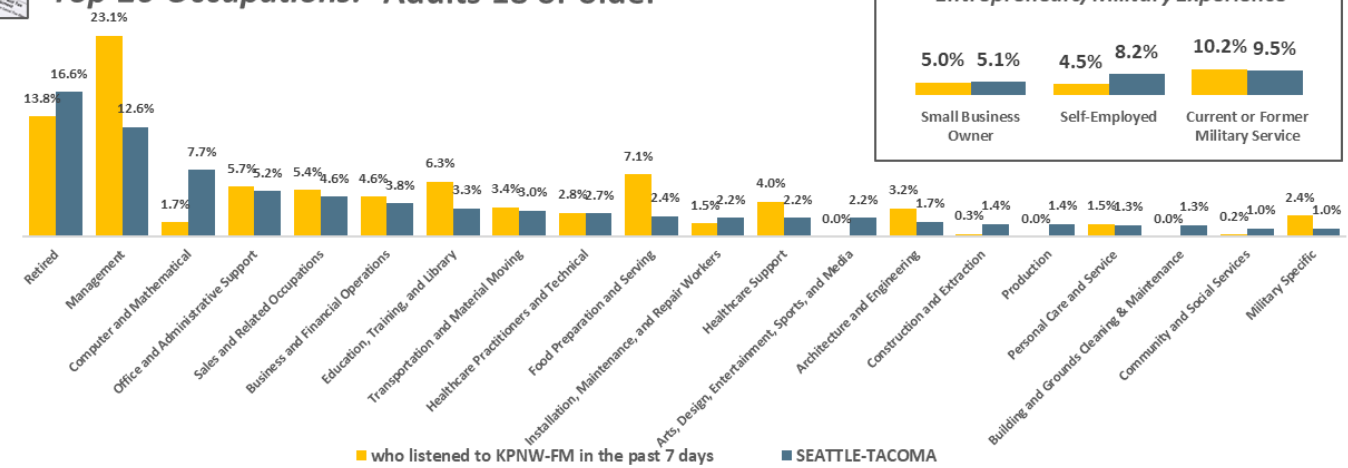
Employment: Adults 18 or older



Marital Status: Adults 18 or older

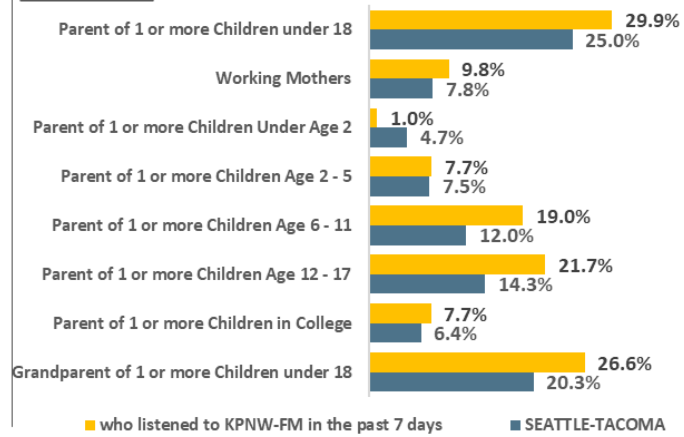


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older

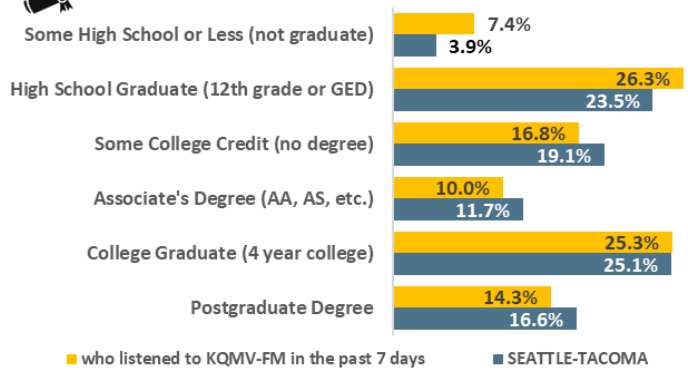


SEATTLE-TACOMA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 123

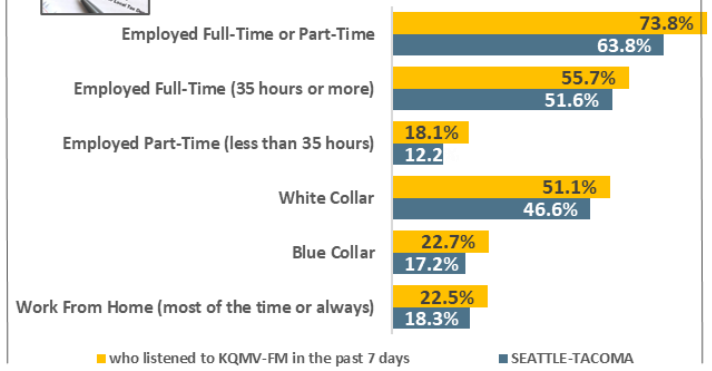
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10.% or 378,309 of SEATTLE-TACOMA Metro Adults 18 or older listened to KQMV-FM in the past 7 days. Adults 18 or older who listened to KQMV-FM in the past 7 days are 5.3% less likely to be a college graduate, 7.8% more likely to work full-time, 3.6% less likely to be married, 39.1% more likely to be a parent of 1 or more children under 18.

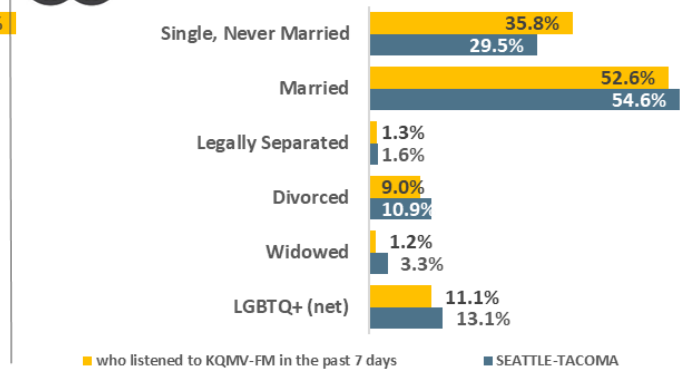
Education Levels: Adults 18 or older



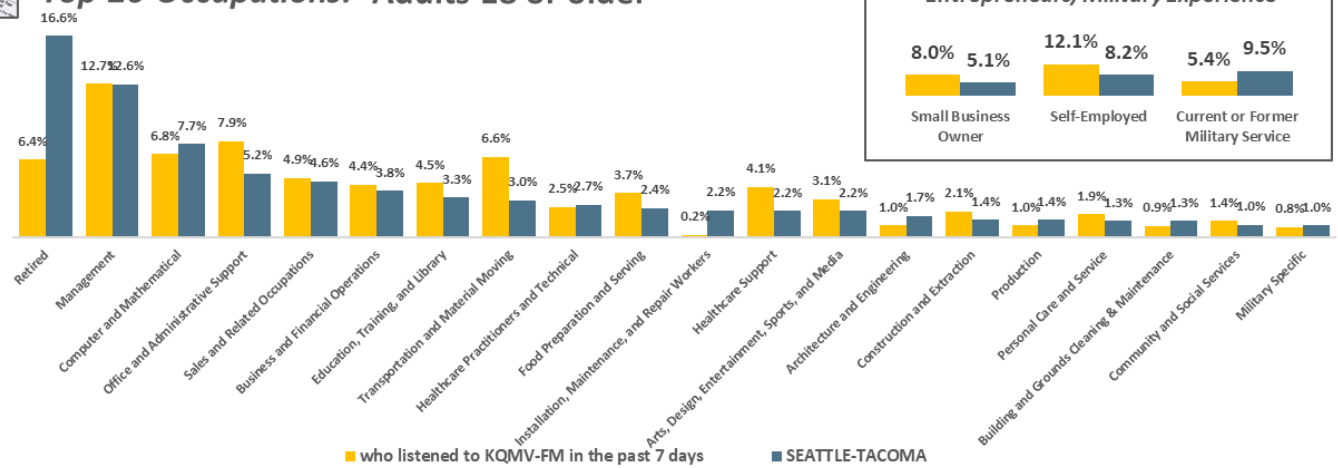
Employment: Adults 18 or older



Marital Status: Adults 18 or older

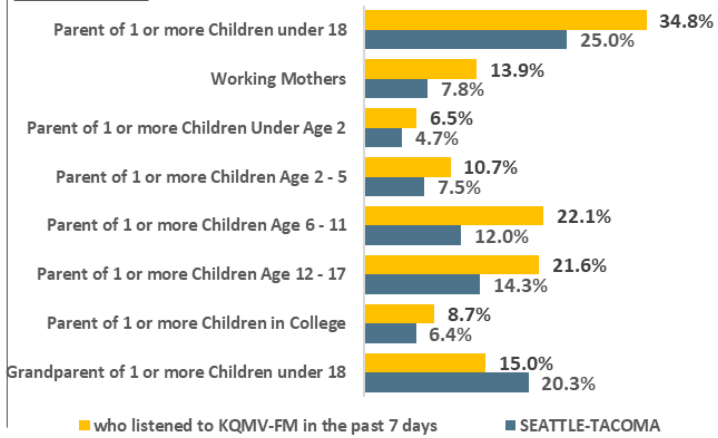


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older

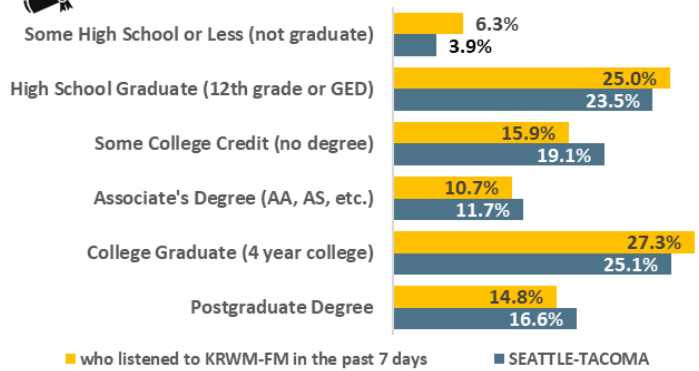


SEATTLE-TACOMA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 314

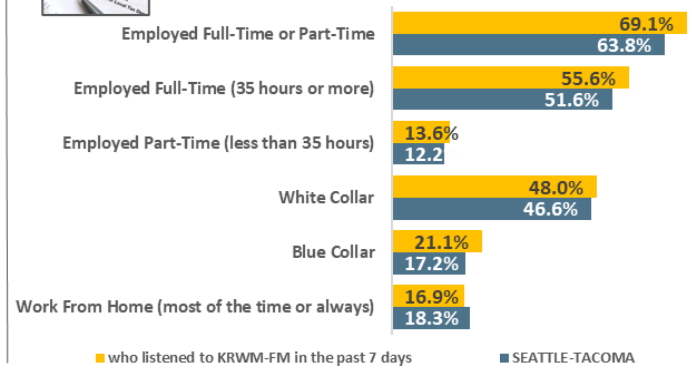
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11.6% or 440,469 of SEATTLE-TACOMA Metro Adults 18 or older listened to KRWM-FM in the past 7 days. Adults 18 or older who listened to KRWM-FM in the past 7 days are .8% more likely to be a college graduate, 7.6% more likely to work full-time, 1.3% more likely to be married, 7.8% more likely to be a parent of 1 or more children under 18.

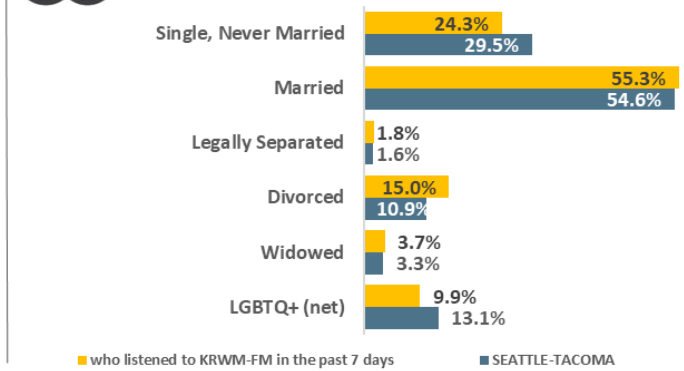
Education Levels: Adults 18 or older



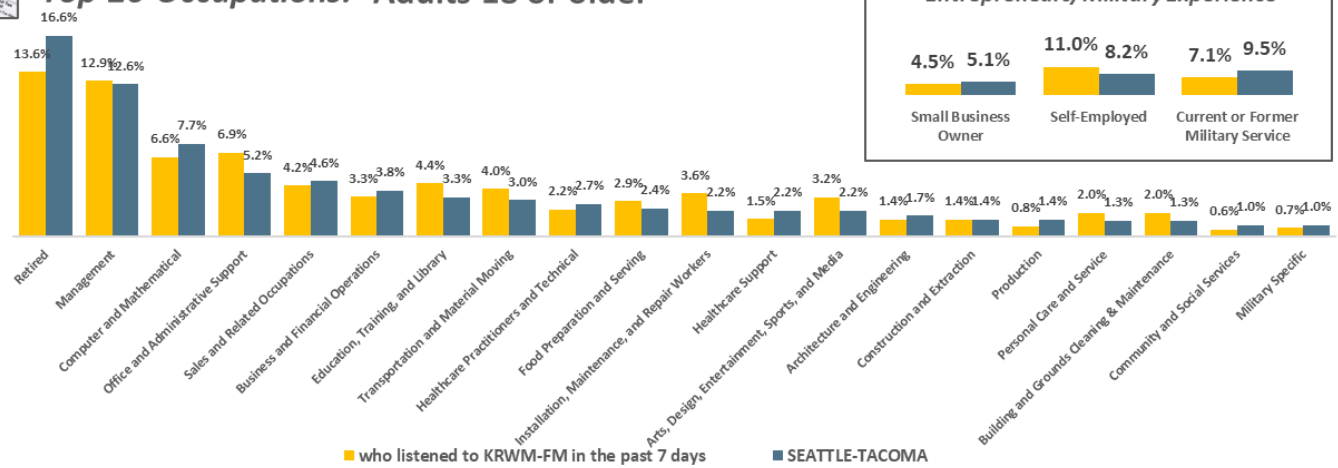
Employment: Adults 18 or older



Marital Status: Adults 18 or older

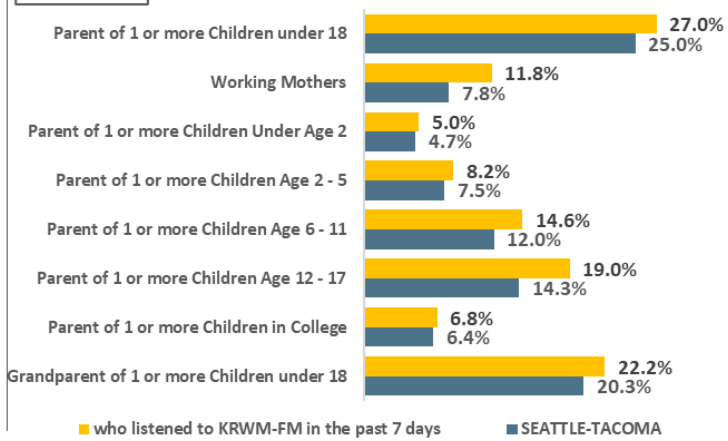


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



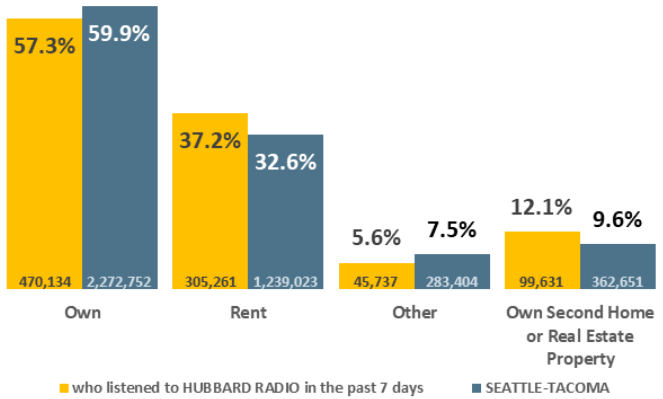
SEATTLE-TACOMA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 436

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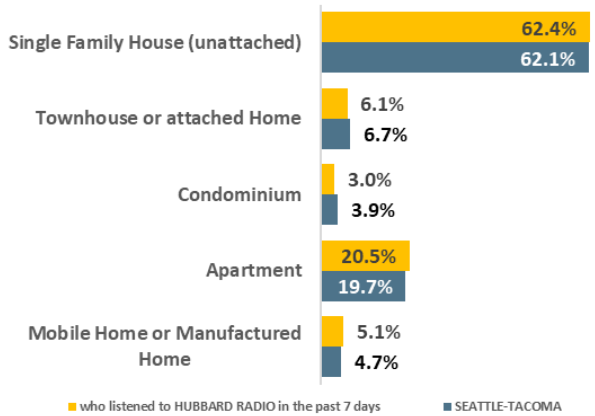
HUBBARD RADIO

21.6% or 821,132 of SEATTLE-TACOMA Metro Adults 18 or older listened to HUBBARD RADIO in the past 7 days. Adults 18 or older who listened to HUBBARD RADIO in the past 7 days are 4.4% less likely to own their home, .6% more likely to own a lower valued home, .4% more likely to have a single-family home, 5.1% more likely to have a dog.

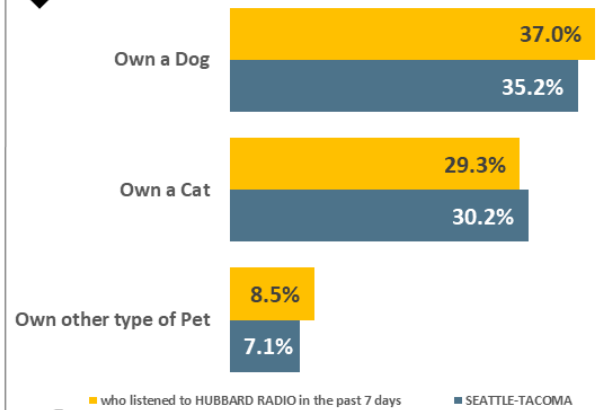
Own/Rent/Other: Adults 18 or older



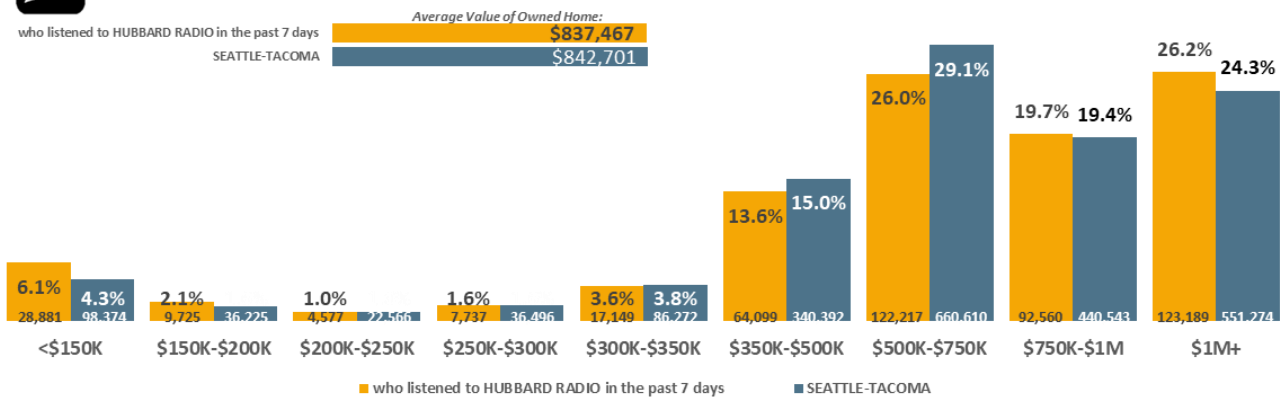
Type of Home: Adults 18 or older



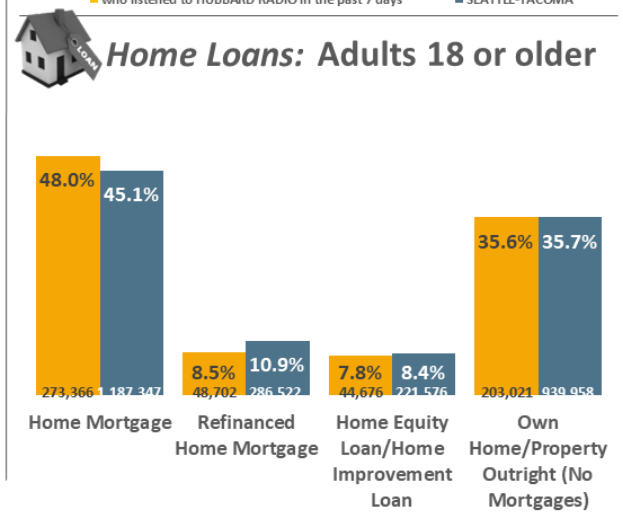
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



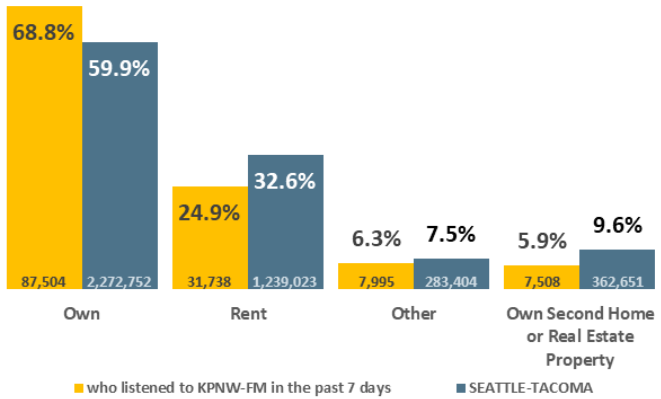
SEATTLE-TACOMA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 775

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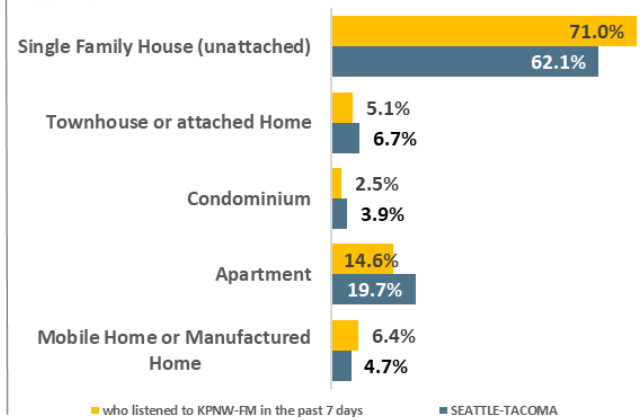
(Radio Stations: KPNW-FM OR Radio Stations: KQMV-FM OR Radio Stations: KRWM-FM)

3.4% or 127,237 of SEATTLE-TACOMA Metro Adults 18 or older listened to KPNW-FM in the past 7 days. Adults 18 or older who listened to KPNW-FM in the past 7 days are 14.8% more likely to own their home, 5.6% more likely to own a lower valued home, 14.3% more likely to have a single-family home, .9% less likely to have a dog.

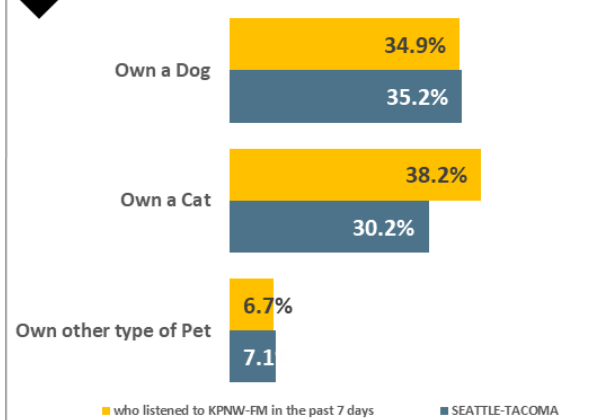
Own/Rent/Other: Adults 18 or older



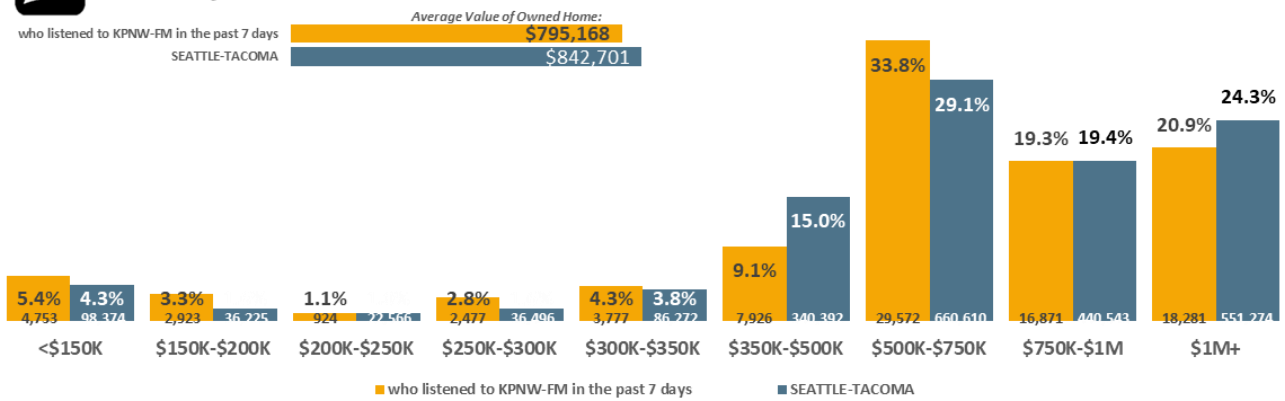
Type of Home: Adults 18 or older



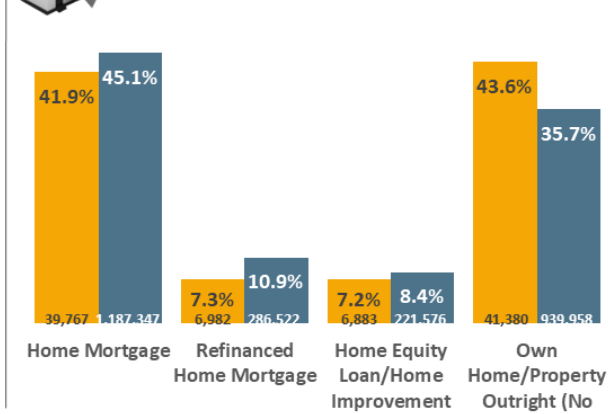
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



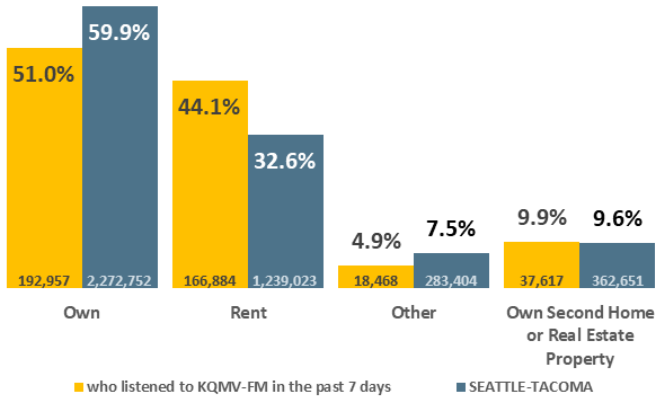
SEATTLE-TACOMA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 123

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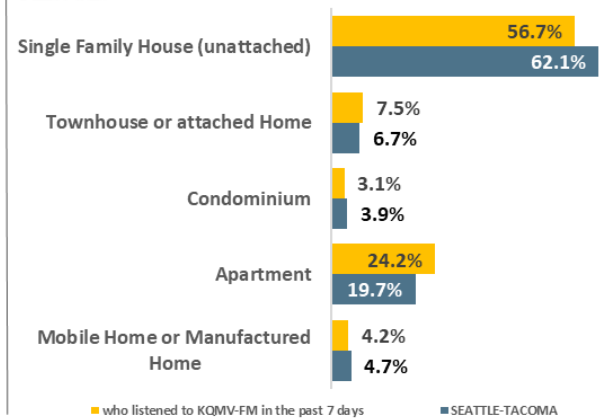
Radio Stations: KPNW-FM

10.% or 378,309 of SEATTLE-TACOMA Metro Adults 18 or older listened to KQMV-FM in the past 7 days. Adults 18 or older who listened to KQMV-FM in the past 7 days are 14.8% less likely to own their home, .8% more likely to own a higher valued home, 8.7% less likely to have a single-family home, 2.6% less likely to have a dog.

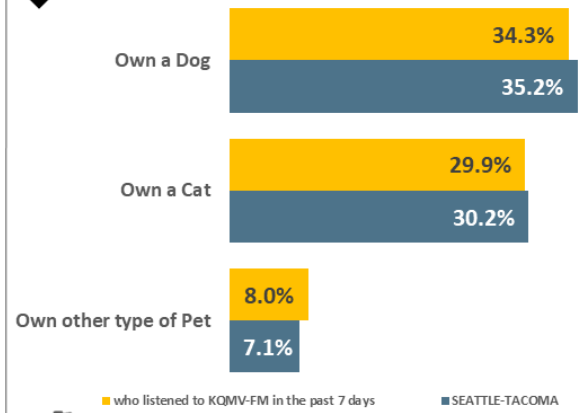
Own/Rent/Other: Adults 18 or older



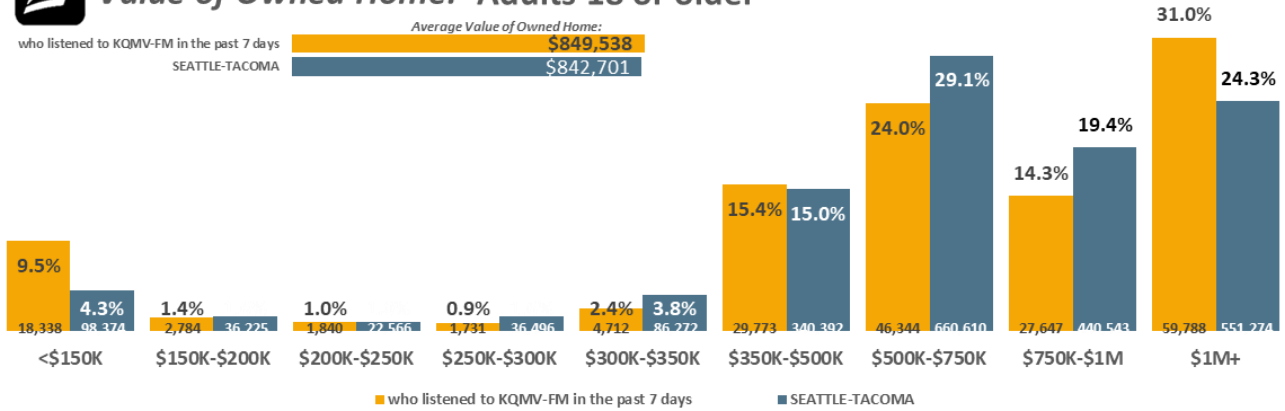
Type of Home: Adults 18 or older



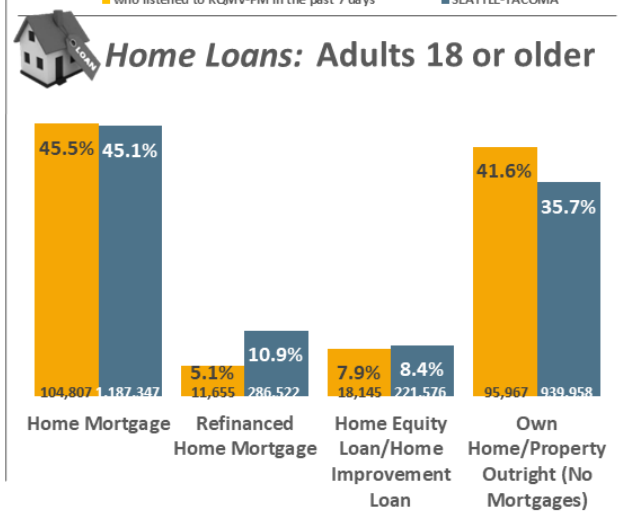
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older

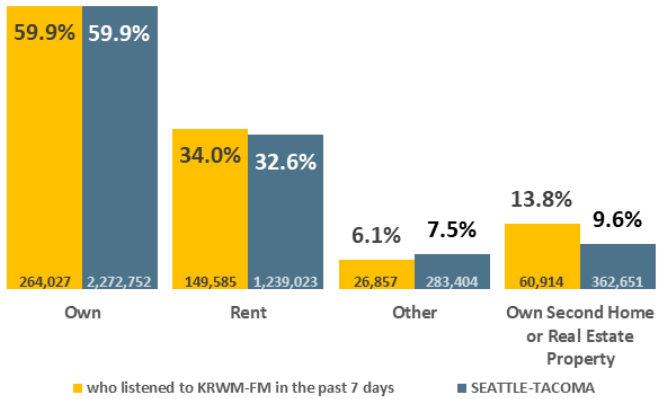


SEATTLE-TACOMA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 314

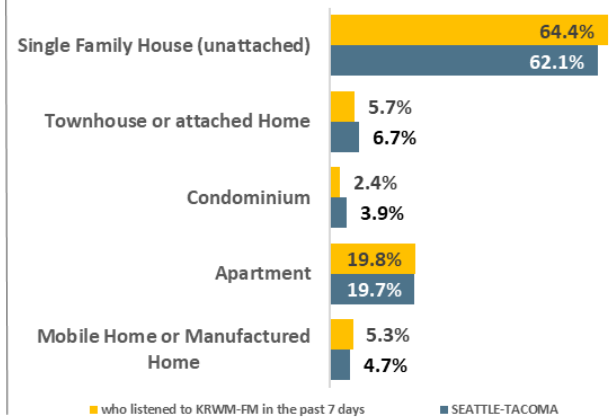
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11.6% or 440,469 of SEATTLE-TACOMA Metro Adults 18 or older listened to KRWM-FM in the past 7 days. Adults 18 or older who listened to KRWM-FM in the past 7 days are .1% more likely to own their home, 2.1% more likely to own a higher valued home, 3.7% more likely to have a single-family home, 10.6% more likely to have a dog.

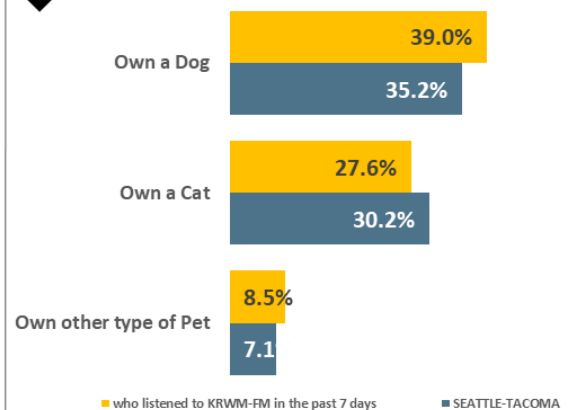
Own/Rent/Other: Adults 18 or older



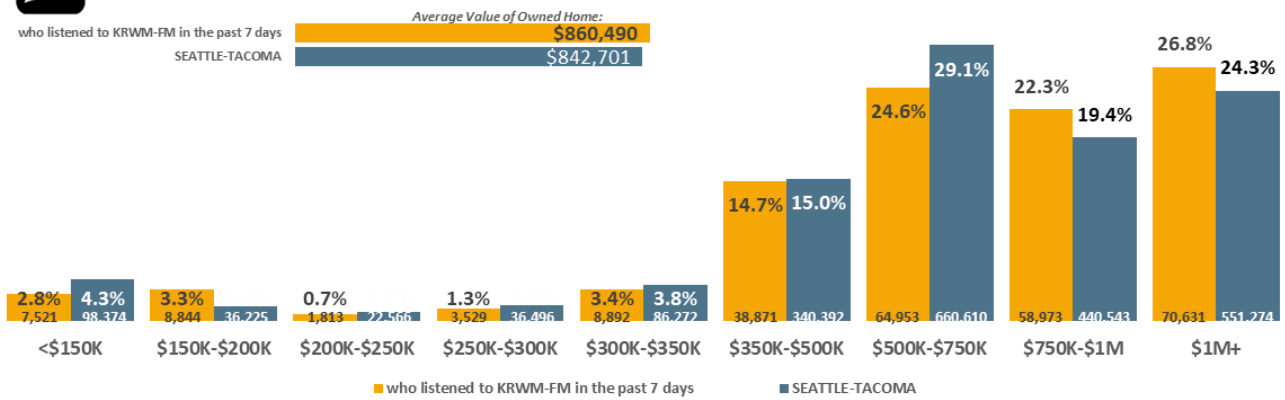
Type of Home: Adults 18 or older



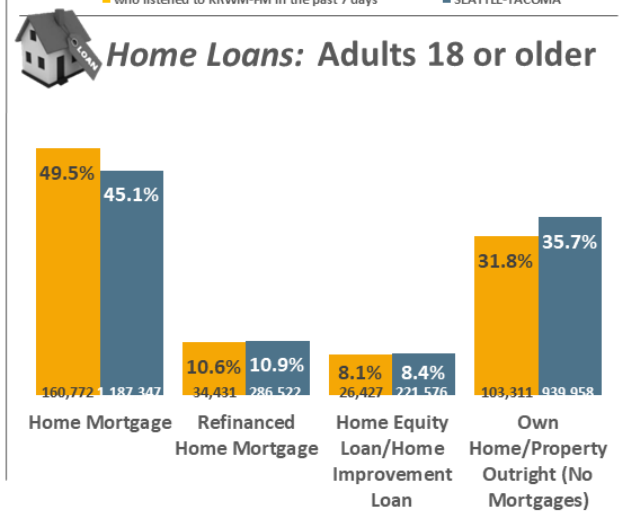
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older

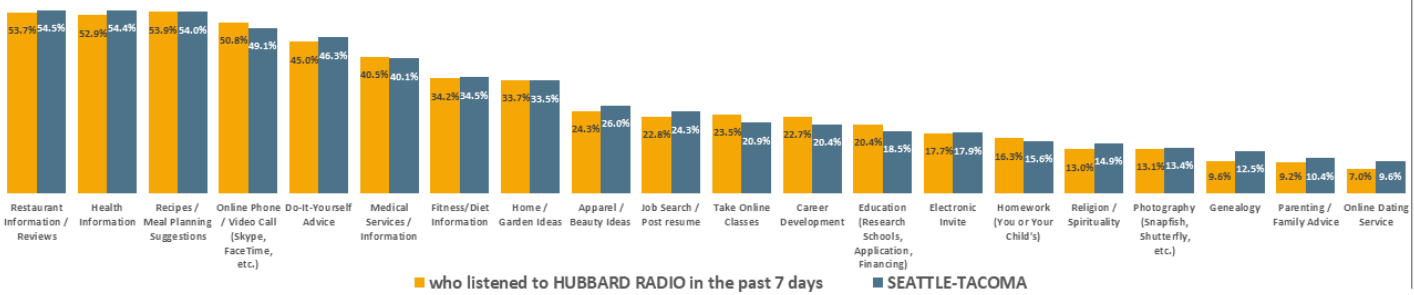


SEATTLE-TACOMA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 436

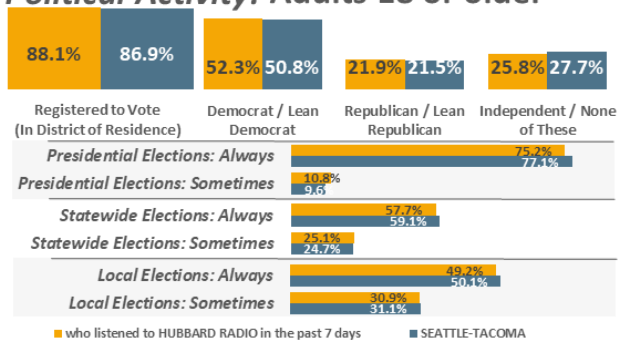
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21.6% or 821,132 of SEATTLE-TACOMA Metro Adults 18 or older listened to HUBBARD RADIO in the past 7 days. Adults 18 or older who listened to HUBBARD RADIO in the past 7 days are 2.8% less likely to look up D-I-Y advice online, 1.8% less likely to always vote in local elections, 13.6% less likely to belong to a gym, 7.6% more likely to fly domestic past yr.

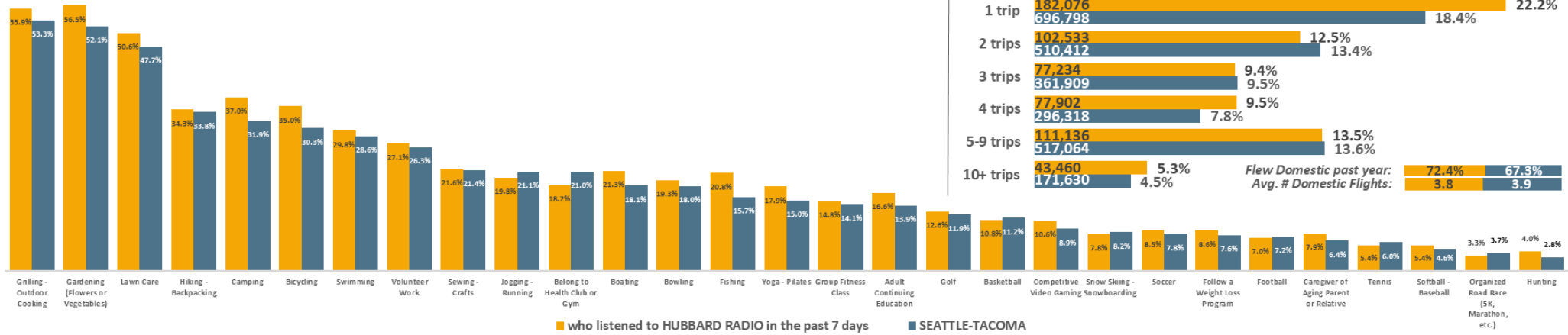
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

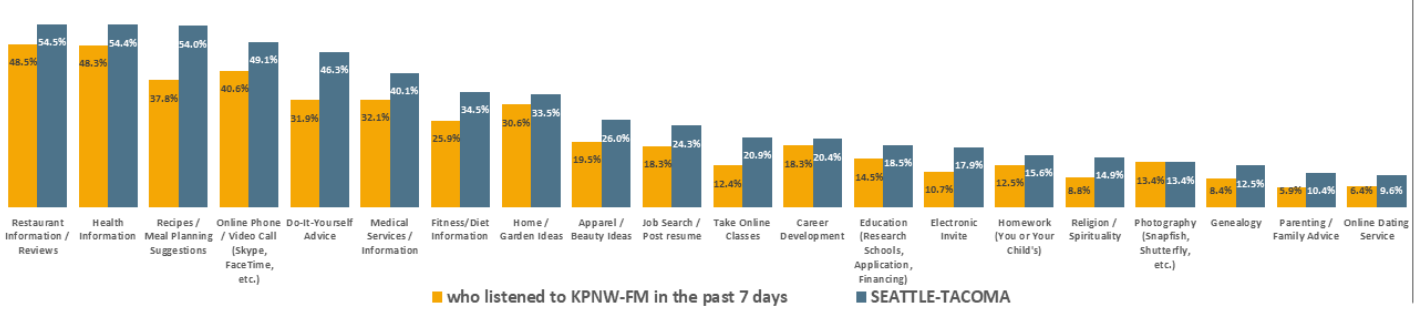
SEATTLE-TACOMA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 775

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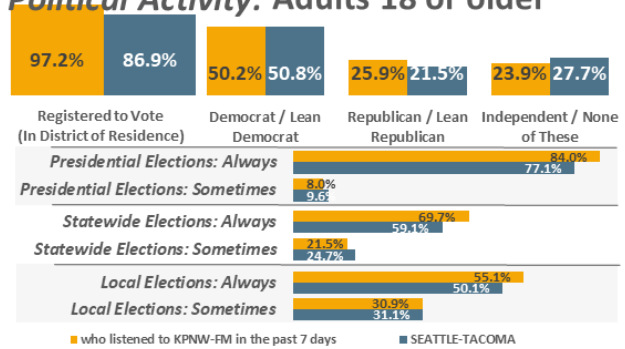
(Radio Stations: KPNW-FM OR Radio Stations: KQMV-FM OR Radio Stations: KRWM-FM)

3.4% or 127,237 of SEATTLE-TACOMA Metro Adults 18 or older listened to KPNW-FM in the past 7 days. Adults 18 or older who listened to KPNW-FM in the past 7 days are 31.1% less likely to look up D-I-Y advice online, 10.% more likely to always vote in local elections, 24.% less likely to belong to a gym, 12.4% more likely to fly domestic past yr.

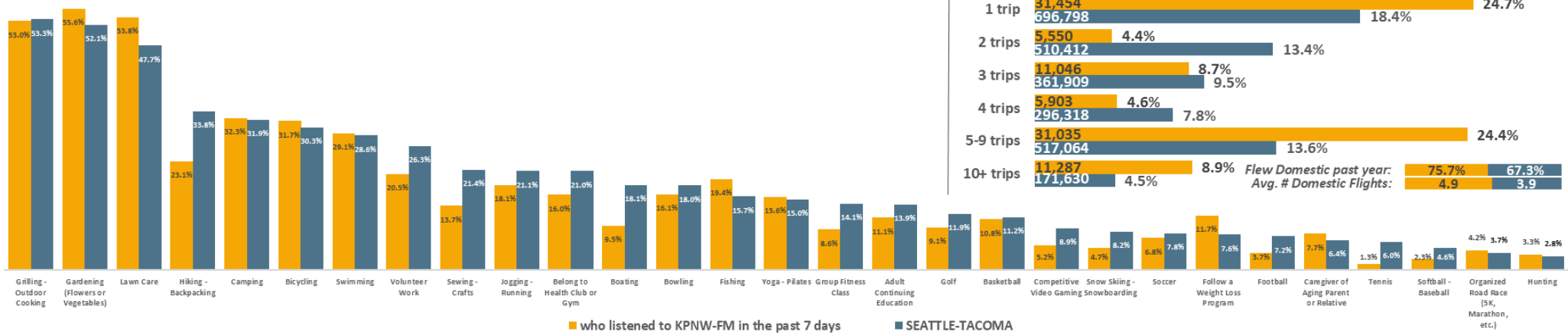
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



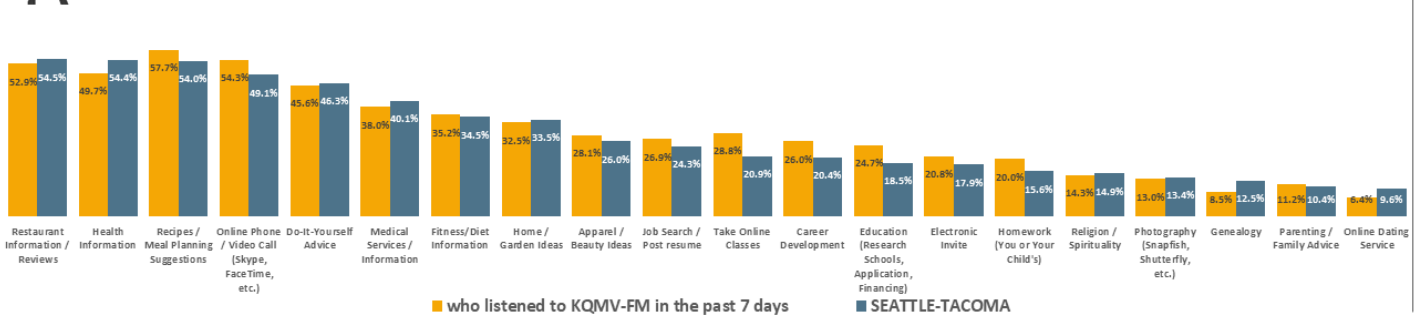
Past 12-months Domestic Airline Trips: Adults 18 or older

SEATTLE-TACOMA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 123

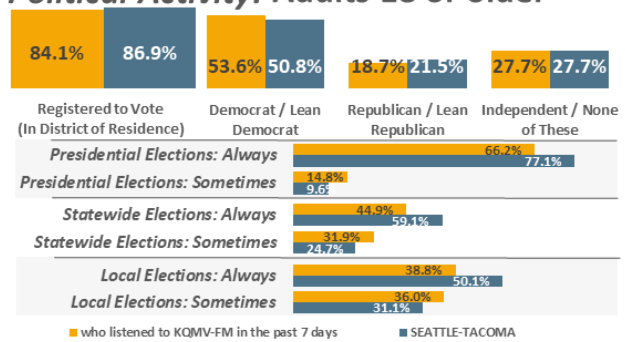
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10.% or 378,309 of SEATTLE-TACOMA Metro Adults 18 or older listened to KQMV-FM in the past 7 days. Adults 18 or older who listened to KQMV-FM in the past 7 days are 1.5% less likely to look up D-I-Y advice online, 22.6% less likely to always vote in local elections, 4.6% less likely to belong to a gym, 7.9% more likely to fly domestic past yr.

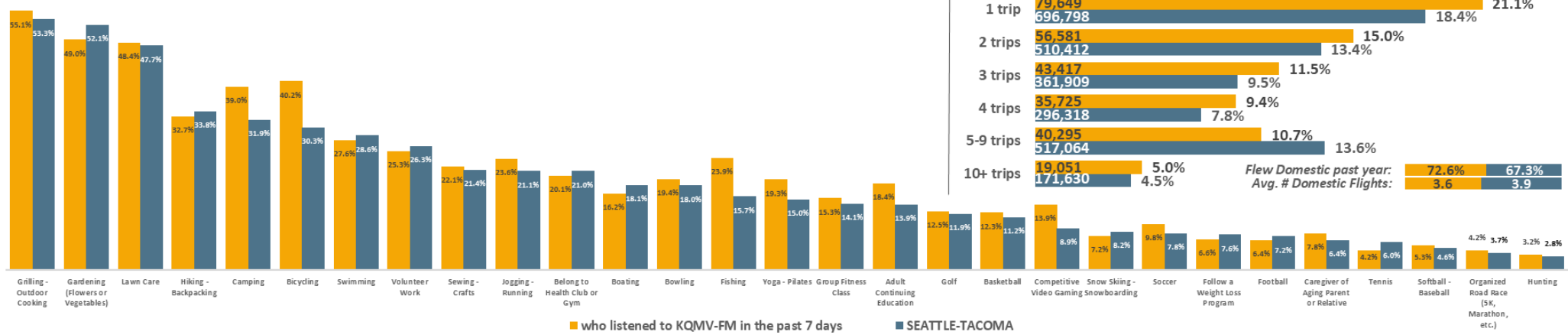
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



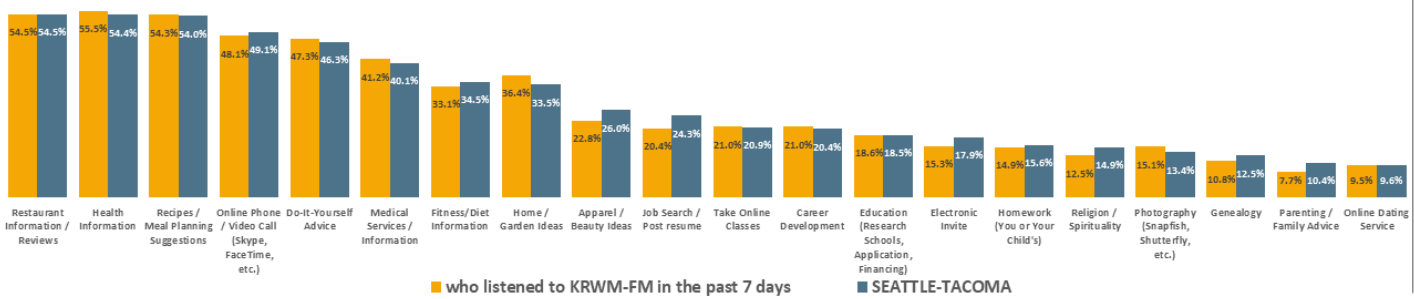
Past 12-months Domestic Airline Trips: Adults 18 or older

SEATTLE-TACOMA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 314

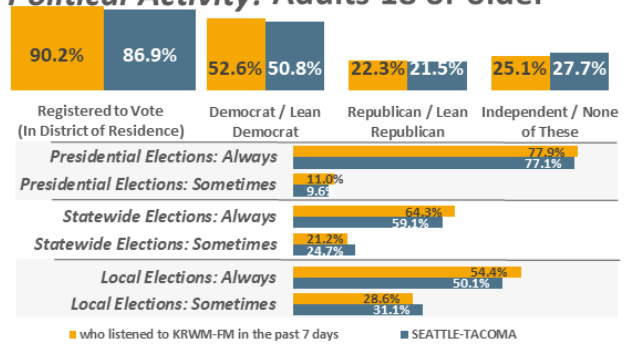
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11.6% or 440,469 of SEATTLE-TACOMA Metro Adults 18 or older listened to KRWM-FM in the past 7 days. Adults 18 or older who listened to KRWM-FM in the past 7 days are 2.1% more likely to look up D-I-Y advice online, 8.6% more likely to always vote in local elections, 6.3% less likely to belong to a gym, 4.1% more likely to fly domestic past yr.

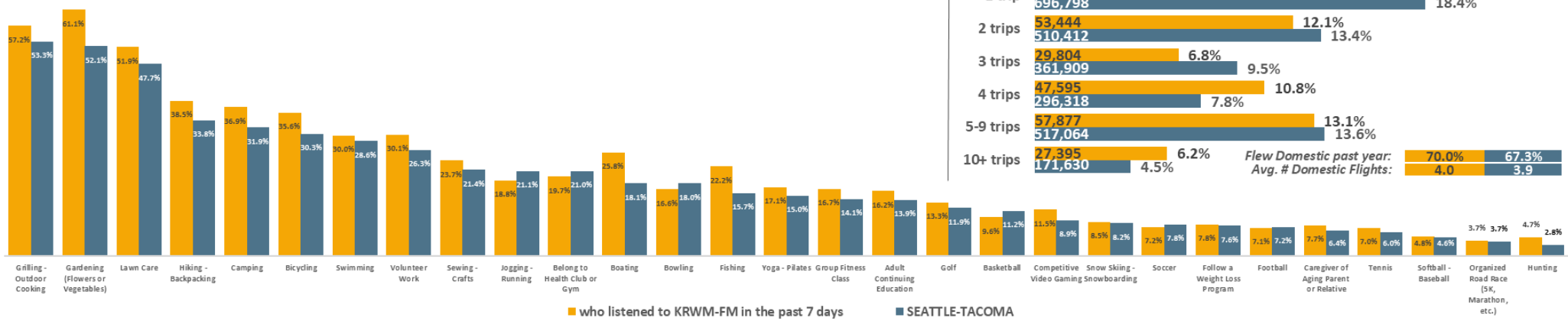
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

SEATTLE-TACOMA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 436

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21.6% or 821,132 of SEATTLE-TACOMA Metro Adults 18 or older listened to HUBBARD RADIO in the past 7 days. Adults 18 or older who listened to HUBBARD RADIO in the past 7 days are 3.% more likely to use QSRs past mo., 3.5% more likely to use Sit-Down Restaurants past mo., 17.7% more likely to use Casinos past yr., 47.% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



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



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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

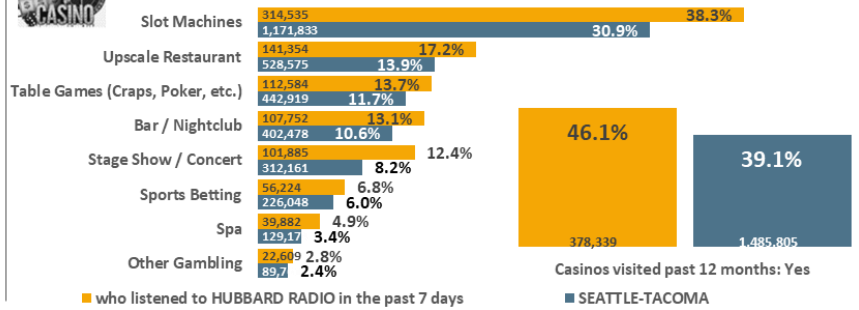
who listened to HUBBARD RADIO in the past 7 days	160,191	19.5%
SEATTLE-TACOMA	705,844	18.6%

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



SEATTLE-TACOMA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 775

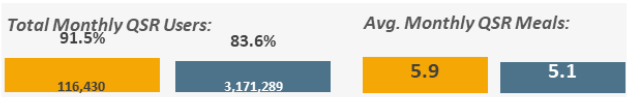
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(Radio Stations: KPNW-FM OR Radio Stations: KQMV-FM OR Radio Stations: KRWM-FM)

3.4% or 127,237 of SEATTLE-TACOMA Metro Adults 18 or older listened to KPNW-FM in the past 7 days. Adults 18 or older who listened to KPNW-FM in the past 7 days are 9.5% more likely to use QSRs past mo., 18.1% more likely to use Sit-Down Restaurants past mo., 19.9% more likely to use Casinos past yr., 30.7% more likely to smoke cigarettes.

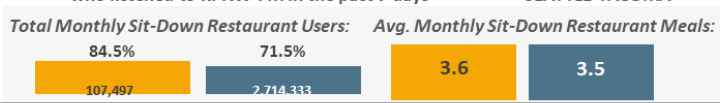
Past 30-days QSR Users: Adults 18 or older





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





Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



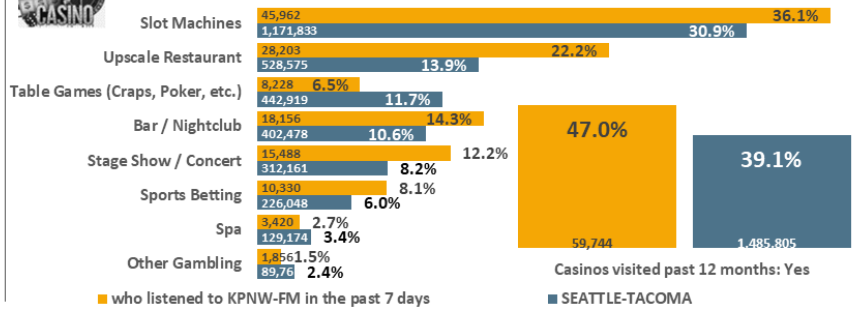


Drank Past 30-days: Adults 18 or older



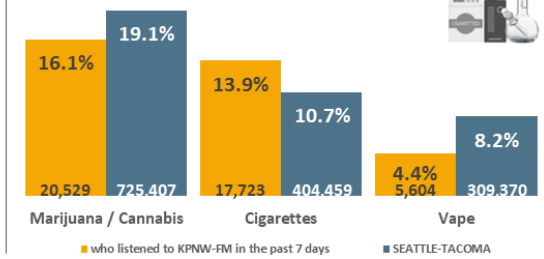
Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older





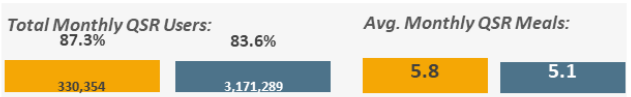
SEATTLE-TACOMA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 123

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10.% or 378,309 of SEATTLE-TACOMA Metro Adults 18 or older listened to KQMV-FM in the past 7 days. Adults 18 or older who listened to KQMV-FM in the past 7 days are 4.5% more likely to use QSRs past mo., 4.3% more likely to use Sit-Down Restaurants past mo., 11.5% more likely to use Casinos past yr., 87.7% more likely to smoke cigarettes.

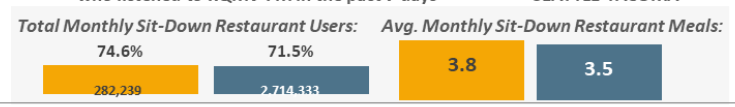
Past 30-days QSR Users: Adults 18 or older





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





Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



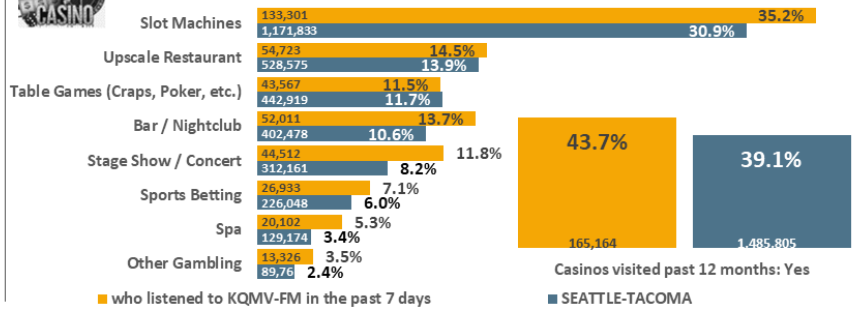


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



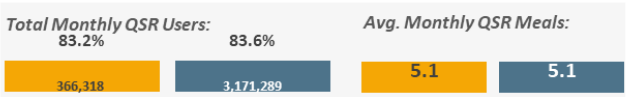
SEATTLE-TACOMA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 314

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11.6% or 440,469 of SEATTLE-TACOMA Metro Adults 18 or older listened to KRWM-FM in the past 7 days. Adults 18 or older who listened to KRWM-FM in the past 7 days are .5% less likely to use QSRs past mo., 3.9% less likely to use Sit-Down Restaurants past mo., 21.4% more likely to use Casinos past yr., 45.5% more likely to smoke cigarettes.

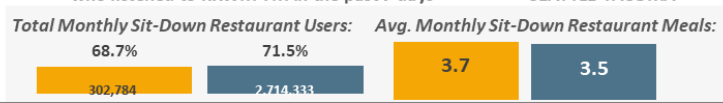
Past 30-days QSR Users: Adults 18 or older





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





Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



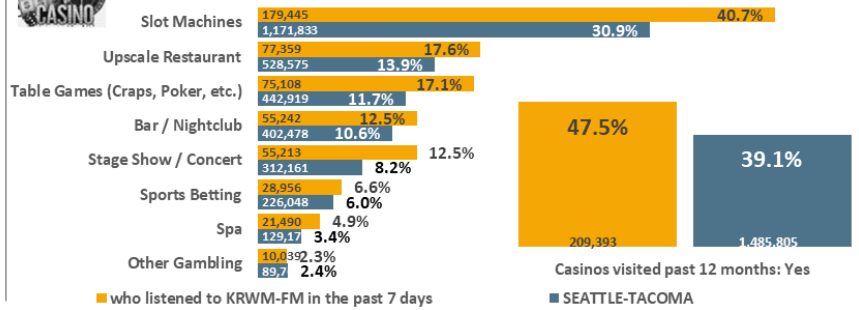


Drank Past 30-days: Adults 18 or older



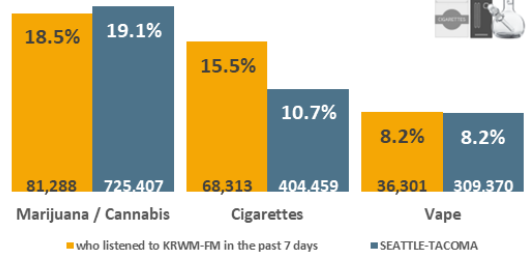
Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older





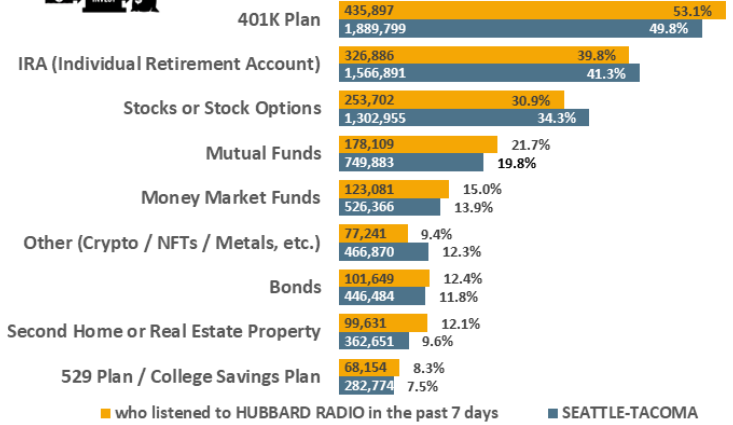
SEATTLE-TACOMA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 436

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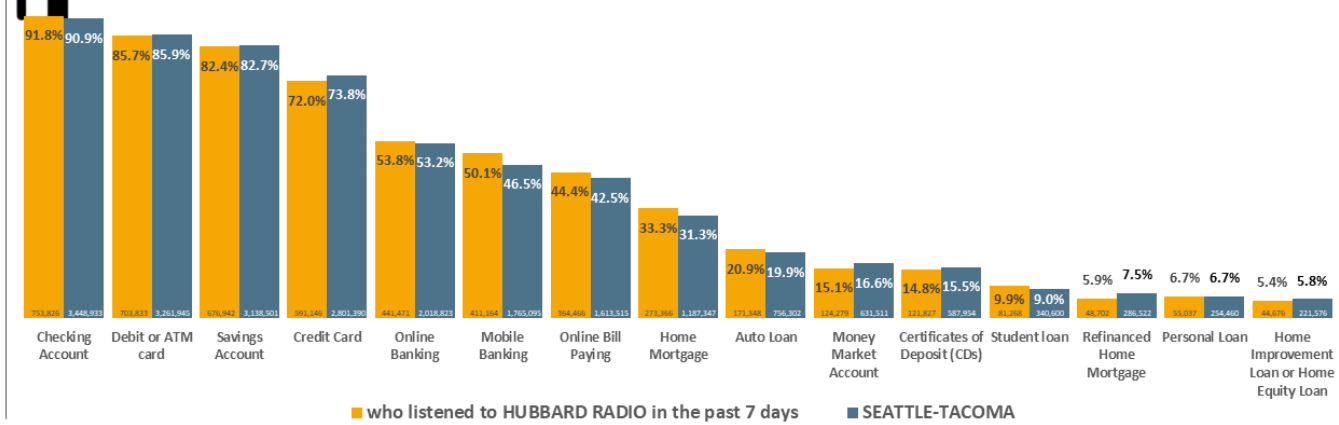
HUBBARD RADIO

21.6% or 821,132 of SEATTLE-TACOMA Metro Adults 18 or older listened to HUBBARD RADIO in the past 7 days. Adults 18 or older who listened to HUBBARD RADIO in the past 7 days are 6.6% more likely to have a 401K, 4.7% more likely to have an Auto Loan, 8.6% less likely to Invest/Trade Stocks Online, 4.% more likely to pay with their Debit Card.

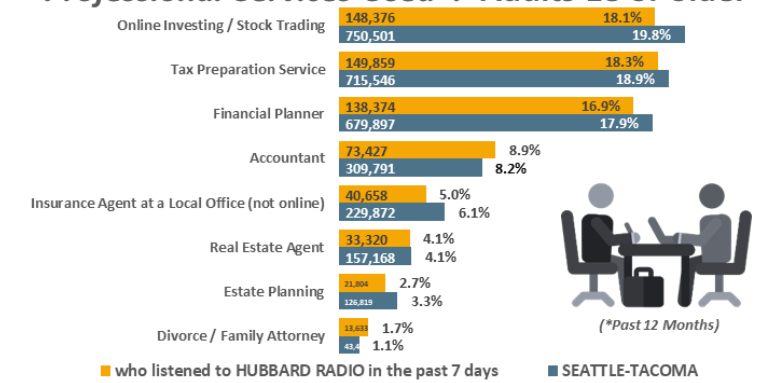
Investments Owned: Adults 18 or older



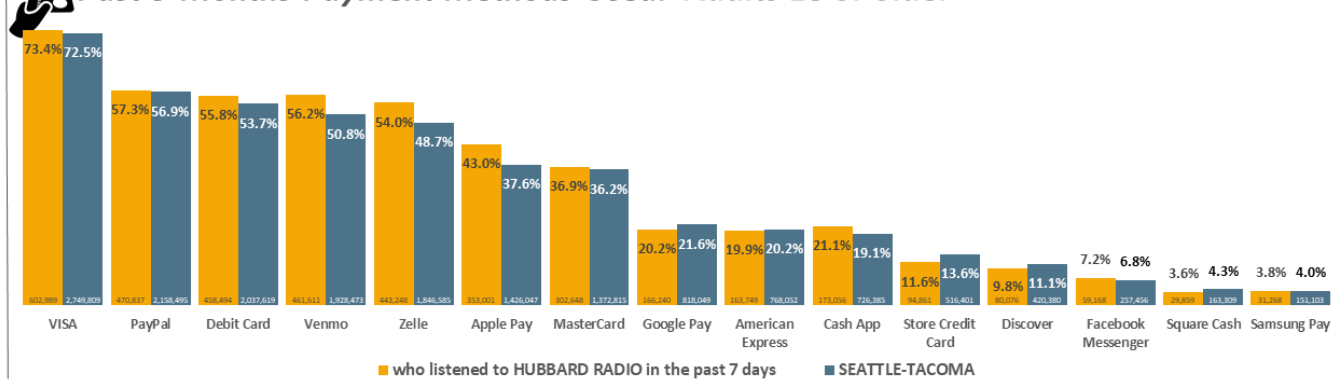
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



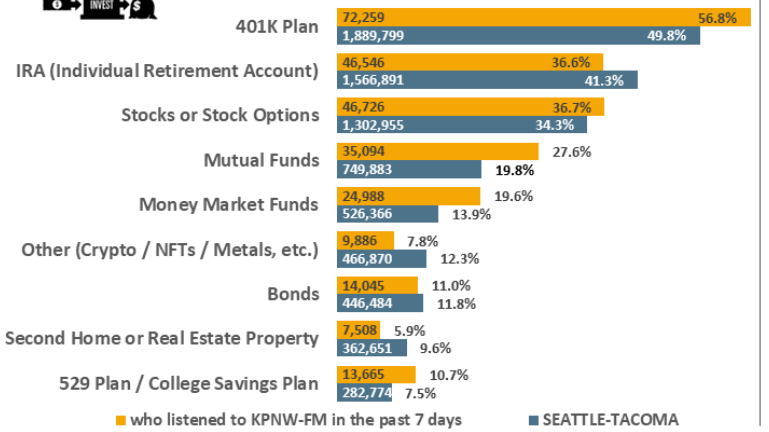
SEATTLE-TACOMA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 775

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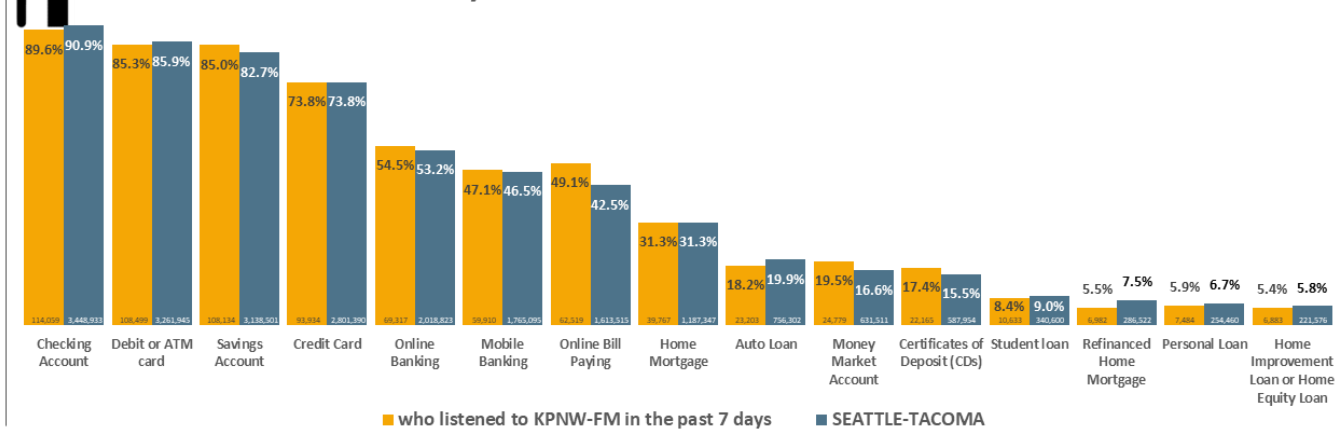
(Radio Stations: KPNW-FM OR Radio Stations: KQMV-FM OR Radio Stations: KRWM-FM)

3.4% or 127,237 of SEATTLE-TACOMA Metro Adults 18 or older listened to KPNW-FM in the past 7 days. Adults 18 or older who listened to KPNW-FM in the past 7 days are 14.4% more likely to have a 401K, 8.5% less likely to have an Auto Loan, 18.3% less likely to Invest/Trade Stocks Online, 5.6% less likely to pay with their Debit Card.

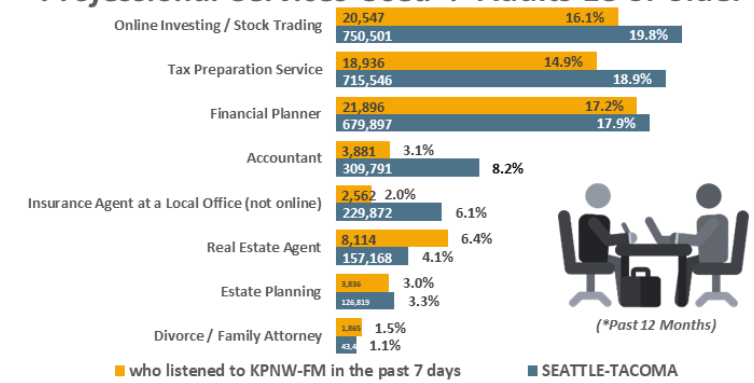
Investments Owned: Adults 18 or older



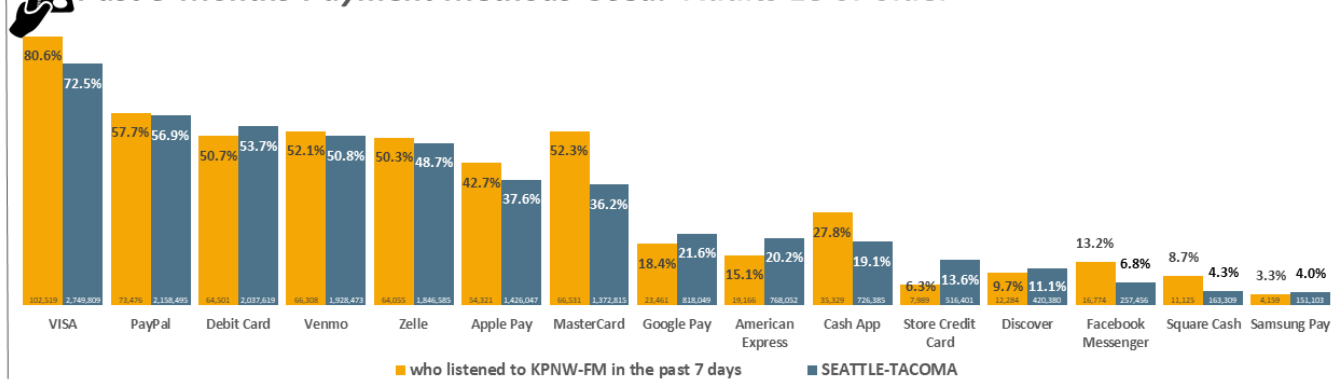
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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

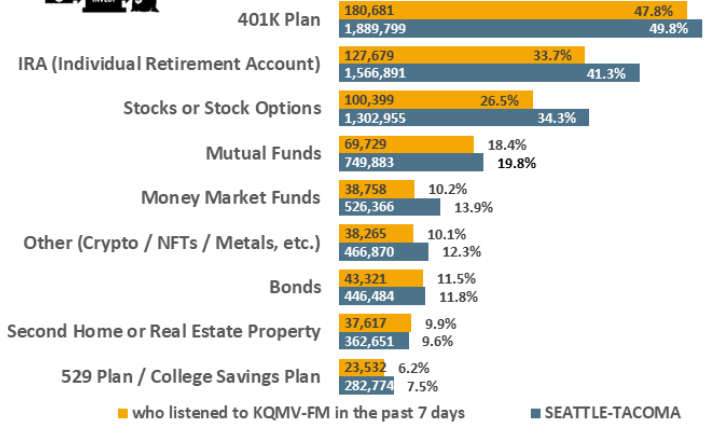


SEATTLE-TACOMA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 123

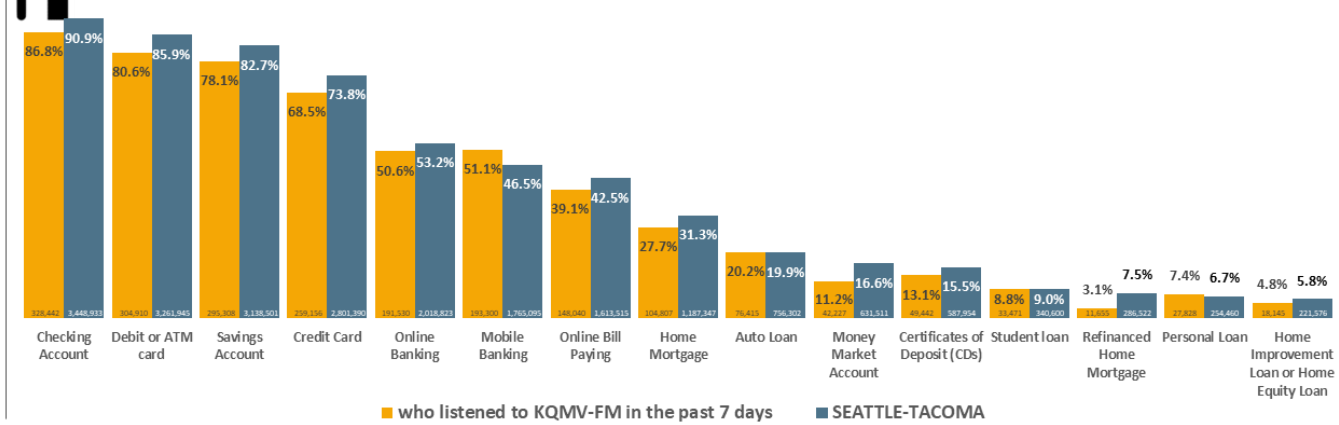
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10.% or 378,309 of SEATTLE-TACOMA Metro Adults 18 or older listened to KQMV-FM in the past 7 days. Adults 18 or older who listened to KQMV-FM in the past 7 days are 4.1% less likely to have a 401K, 1.4% more likely to have an Auto Loan, 24.% less likely to Invest/Trade Stocks Online, 3.2% less likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



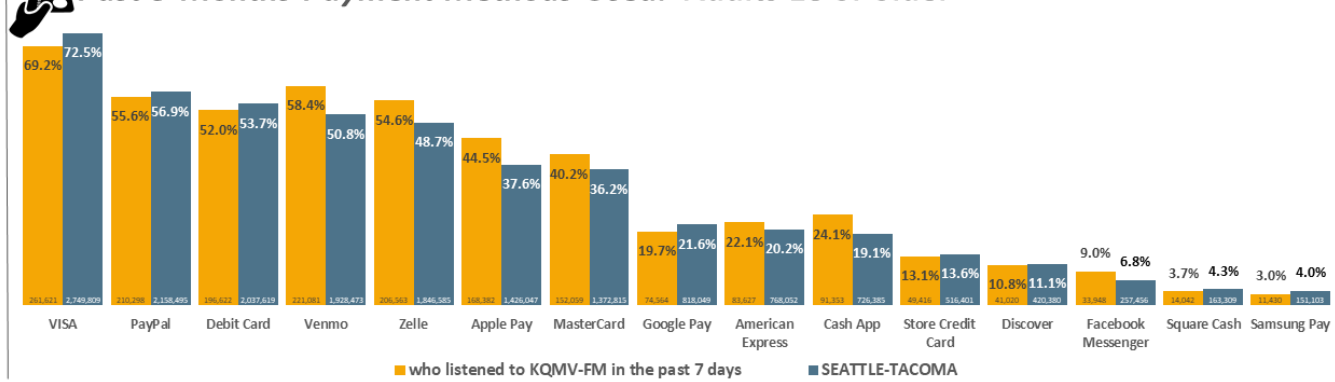
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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

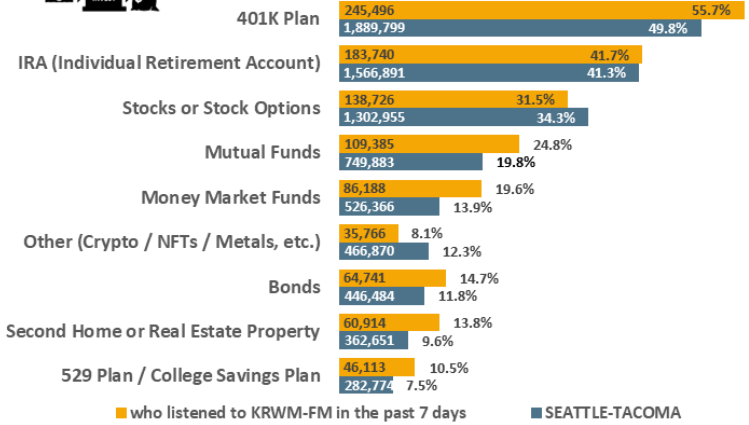


SEATTLE-TACOMA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 314

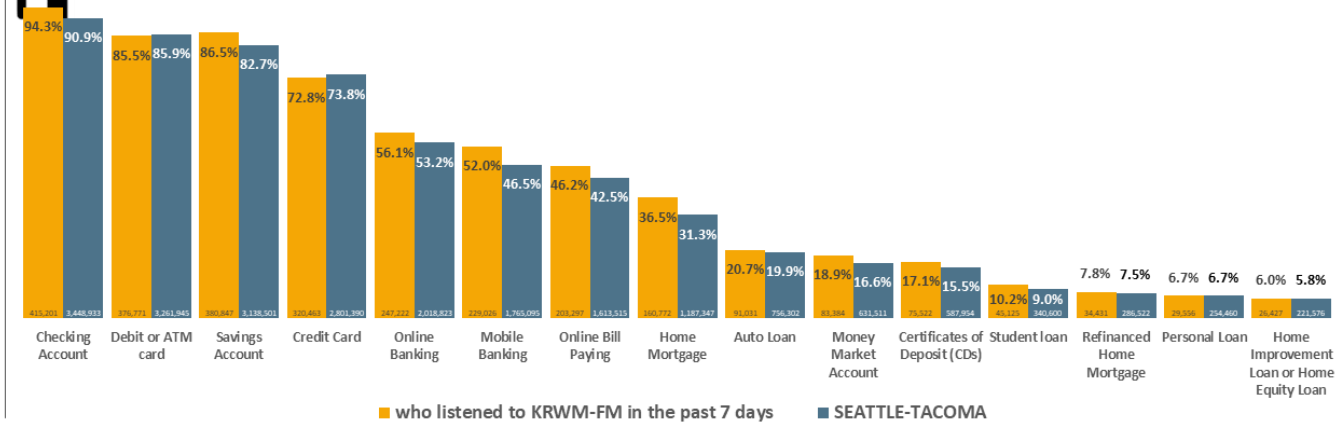
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11.6% or 440,469 of SEATTLE-TACOMA Metro Adults 18 or older listened to KRWM-FM in the past 7 days. Adults 18 or older who listened to KRWM-FM in the past 7 days are 11.9% more likely to have a 401K, 3.7% more likely to have an Auto Loan, 3.7% more likely to Invest/Trade Stocks Online, 9.2% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



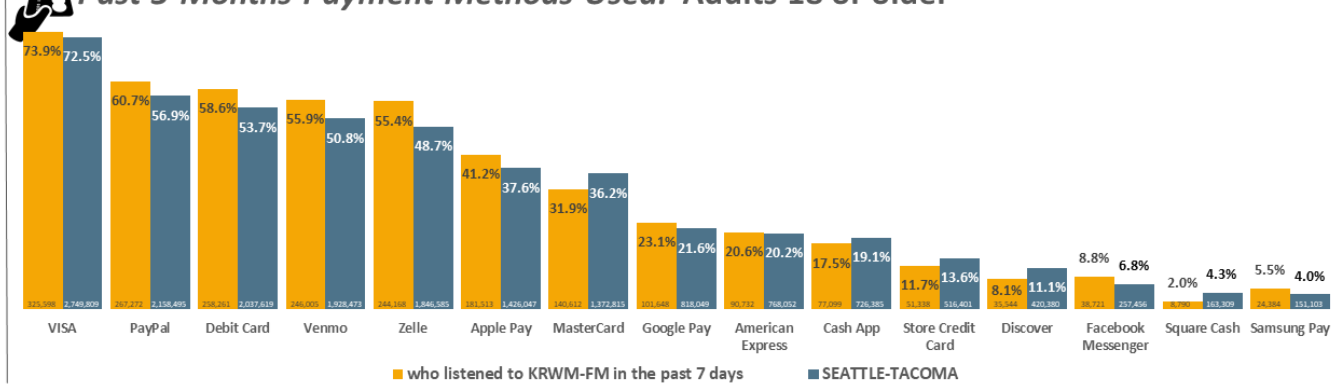
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



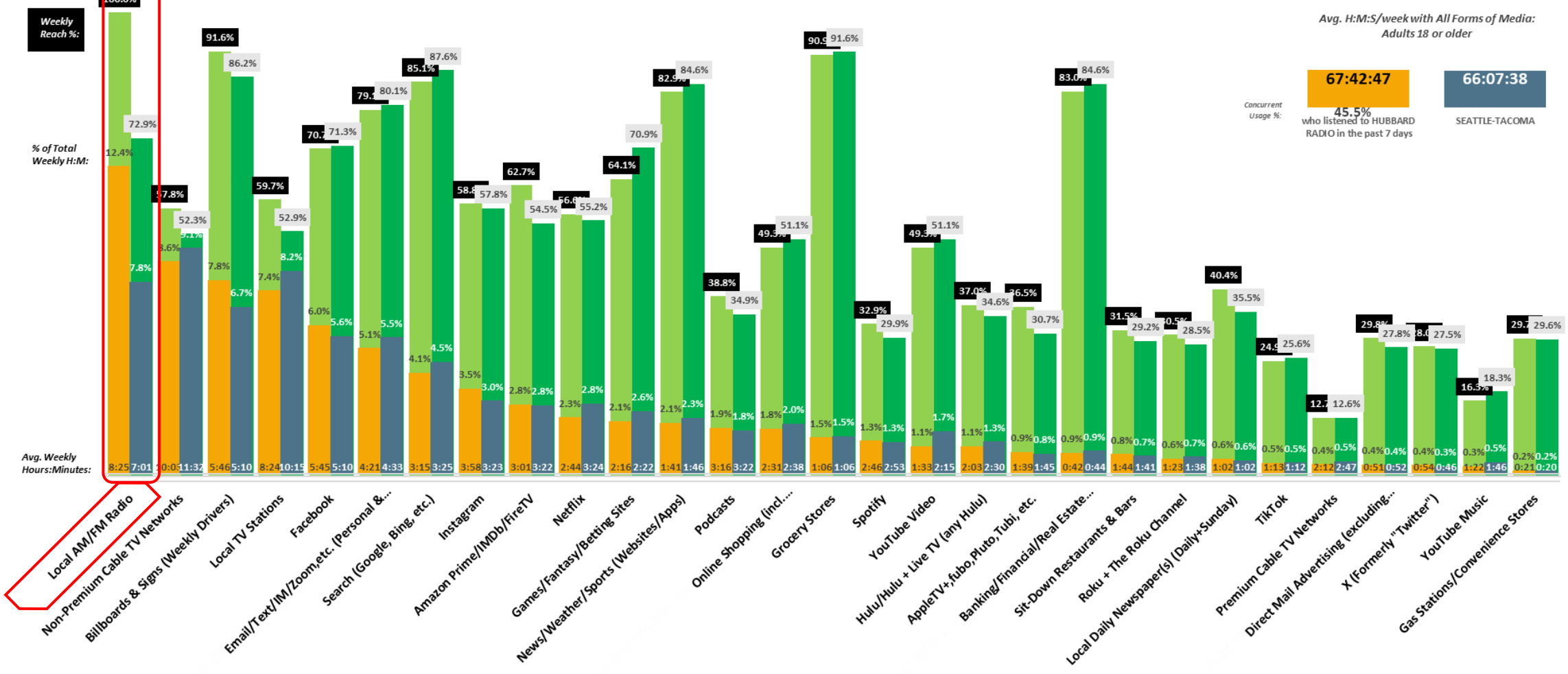
SEATTLE-TACOMA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 436

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HUBBARD RADIO

Adults 18 or older who listened to HUBBARD RADIO in the past 7 days spend an average of 2 days, 19 hours, 42 minutes and 47 seconds each week with All Forms of Media.

100.% of Adults 18 or older who listened to HUBBARD RADIO in the past 7 days spend an avg. of 8 hours and 25 minutes each week listening to All Local AM/FM Radio, representing 12.4% of total time spent with all forms of Media.

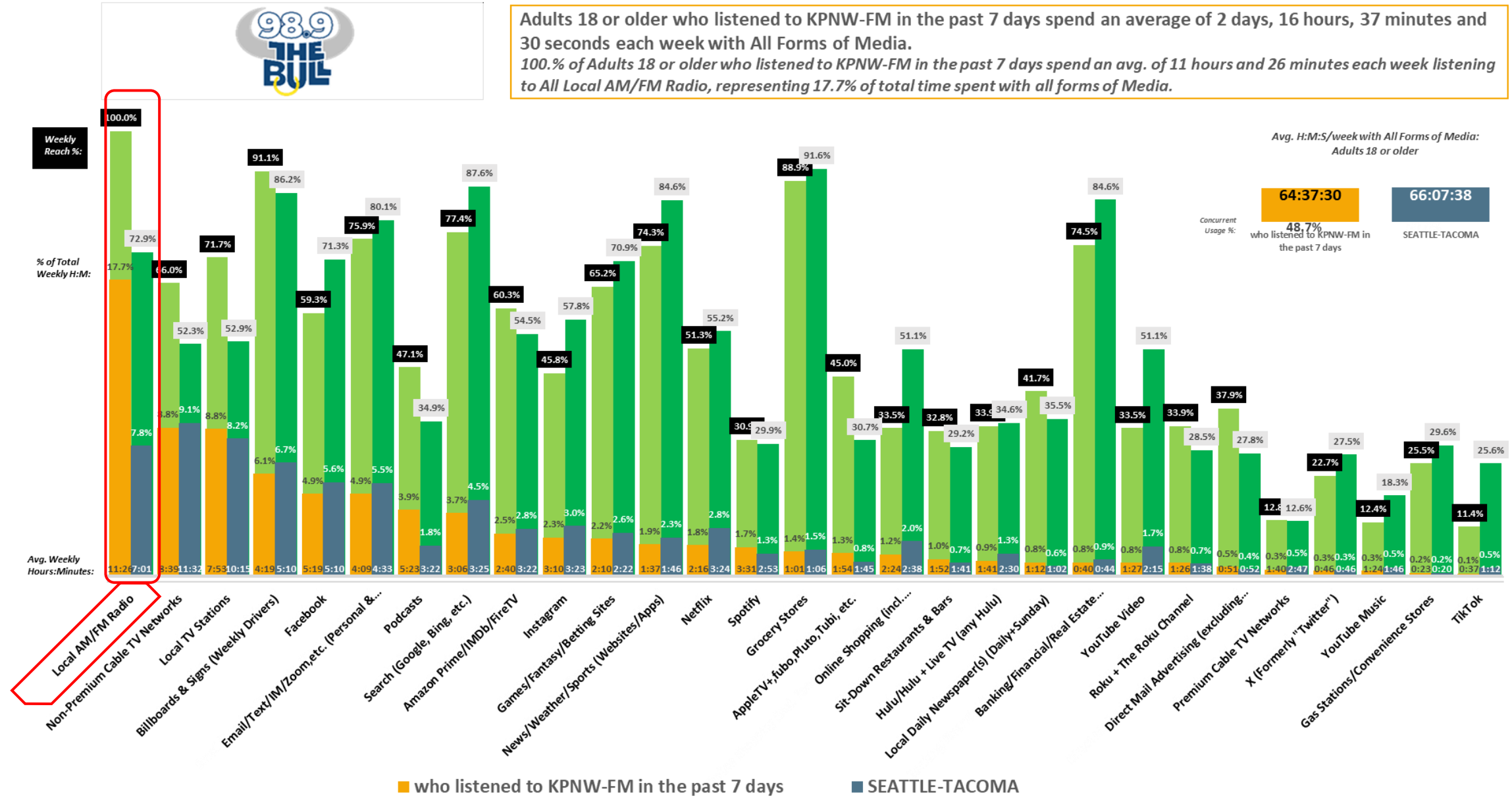


SEATTLE-TACOMA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 775 SEATTLE-TACOMA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 3,704

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

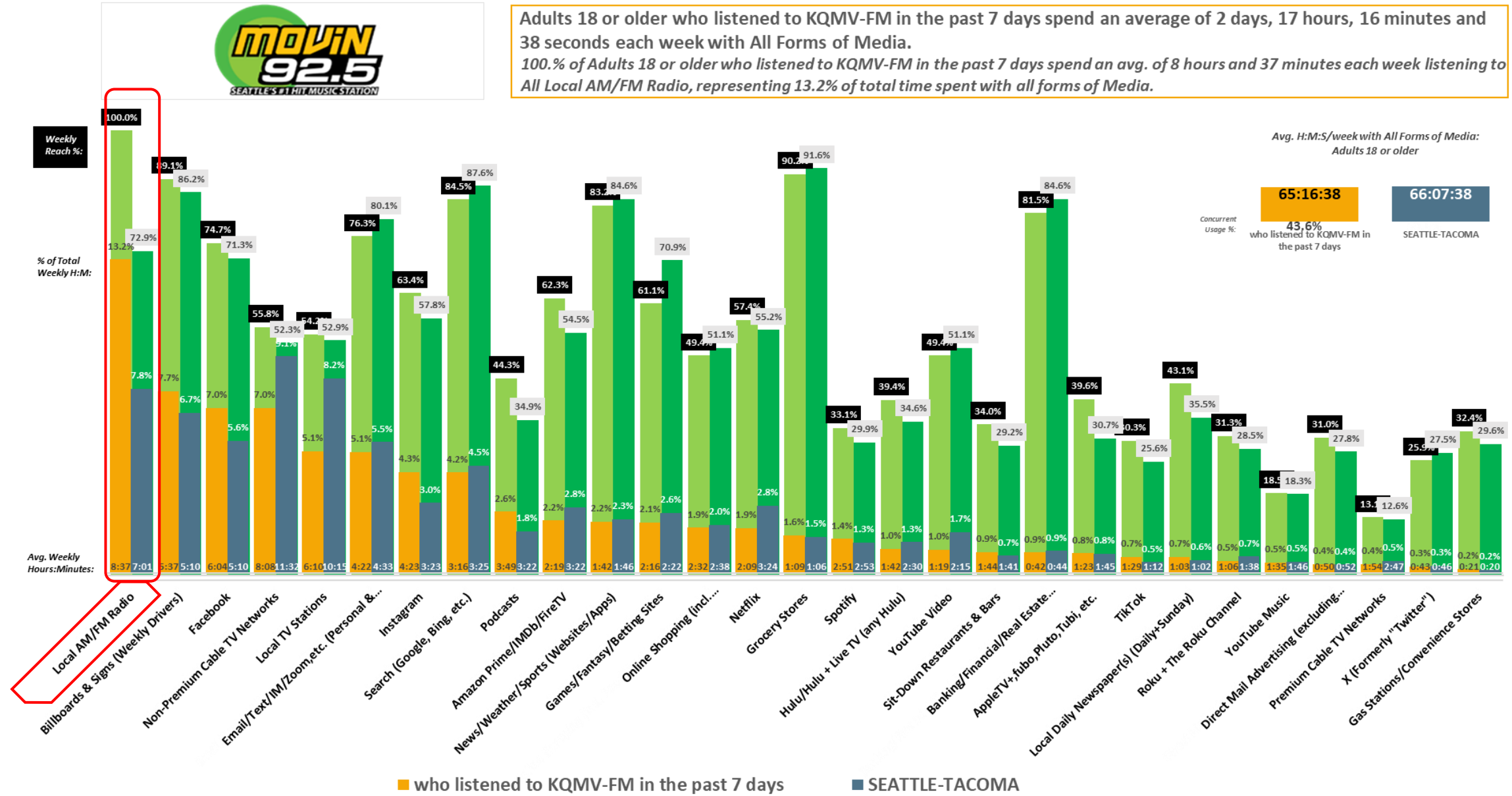


SEATTLE-TACOMA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 123 SEATTLE-TACOMA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 3,704

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Radio Stations: KPNW-FM



SEATTLE-TACOMA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 314 SEATTLE-TACOMA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 3,704

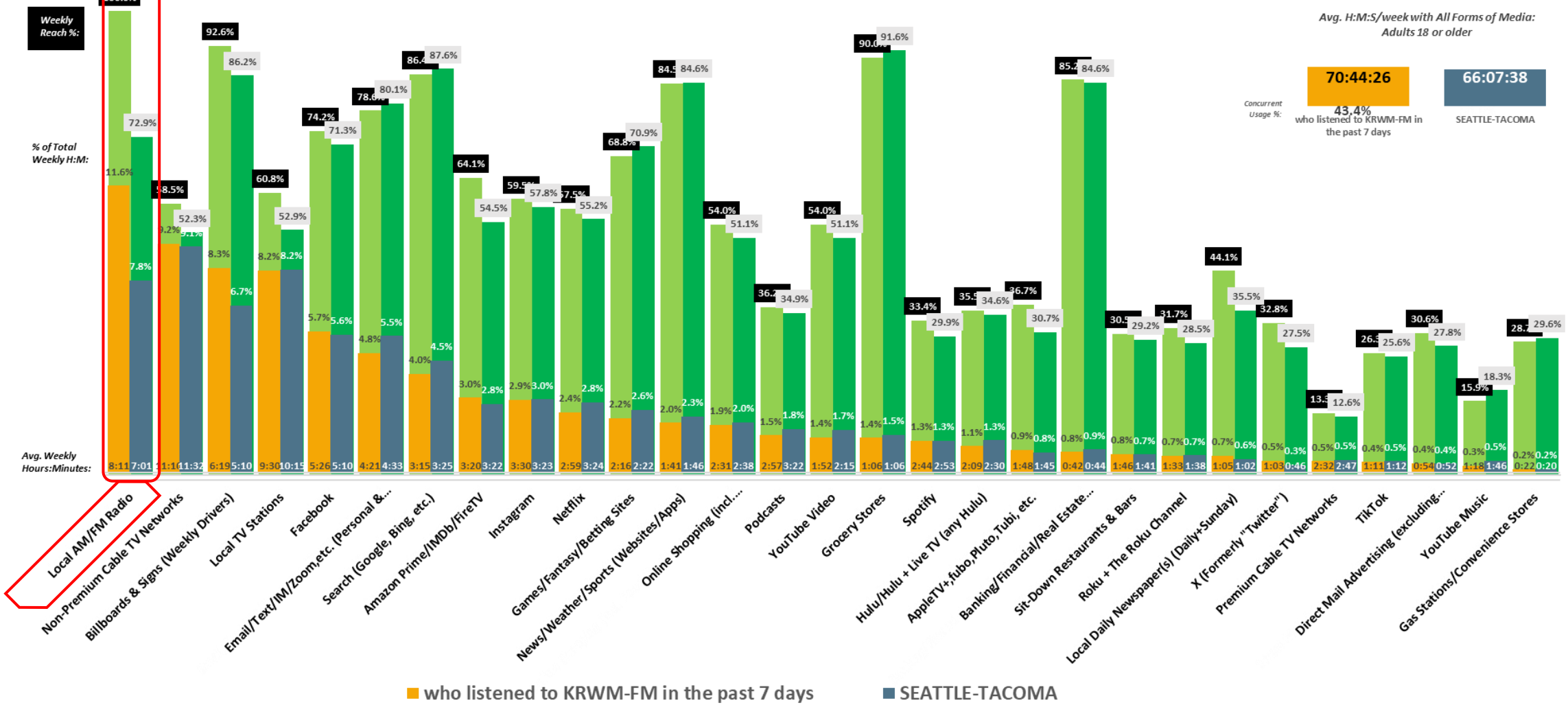
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Radio Stations: KQMV-FM

Adults 18 or older who listened to KRWM-FM in the past 7 days spend an average of 2 days, 22 hours, 44 minutes and 26 seconds each week with All Forms of Media.

100.% of Adults 18 or older who listened to KRWM-FM in the past 7 days spend an avg. of 8 hours and 11 minutes each week listening to All Local AM/FM Radio, representing 11.6% of total time spent with all forms of Media.



SEATTLE-TACOMA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 436 SEATTLE-TACOMA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 3,704

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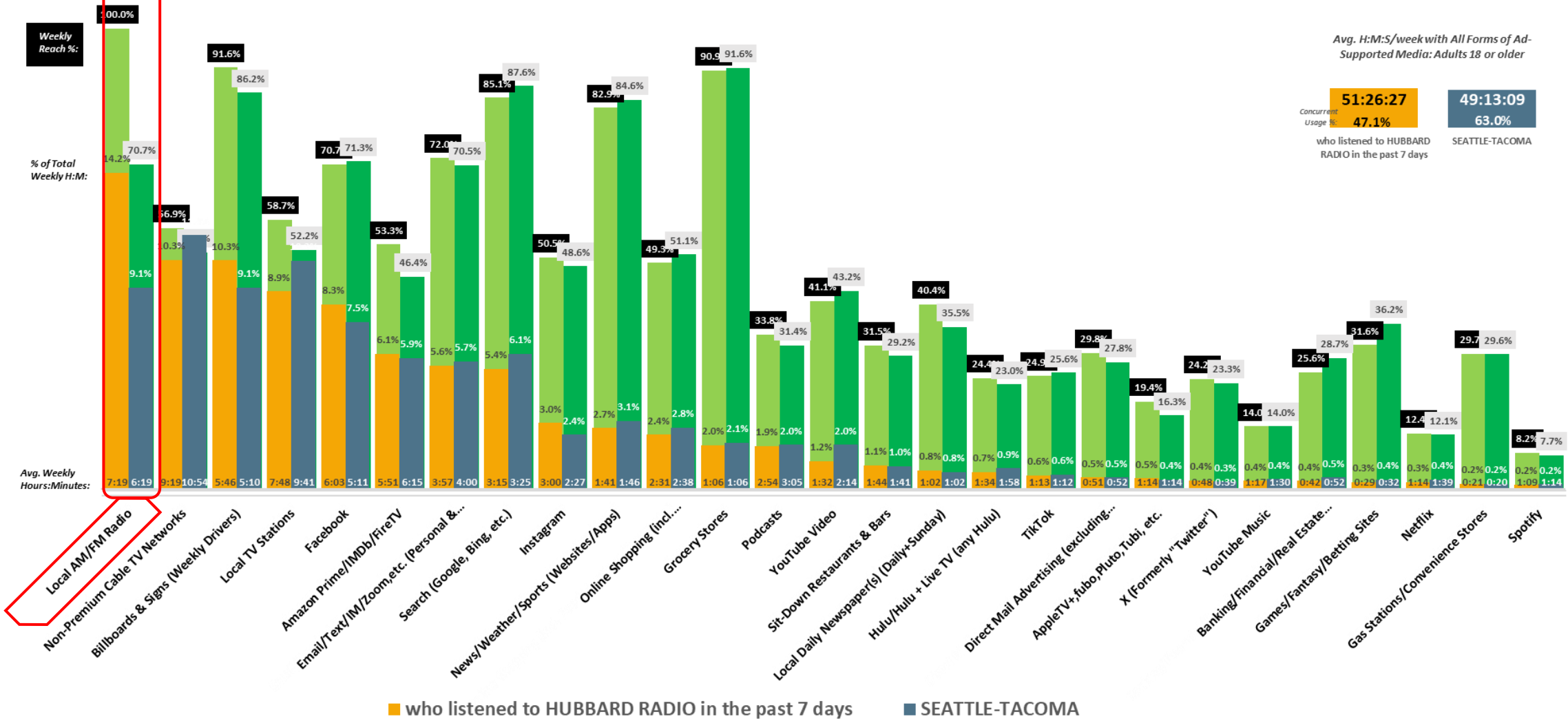
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Radio Stations: KRWM-FM

HUBBARD RADIO

Adults 18 or older who listened to HUBBARD RADIO in the past 7 days spend an average of 2 days, 3 hours, 26 minutes and 27 seconds each week with All Forms of Ad-Supported Media.

100.% of Adults 18 or older who listened to HUBBARD RADIO in the past 7 days spend an avg. of 7 hours and 19 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 14.2% of total time spent with all forms of Ad-Supported Media.



SEATTLE-TACOMA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 775 SEATTLE-TACOMA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 3,704

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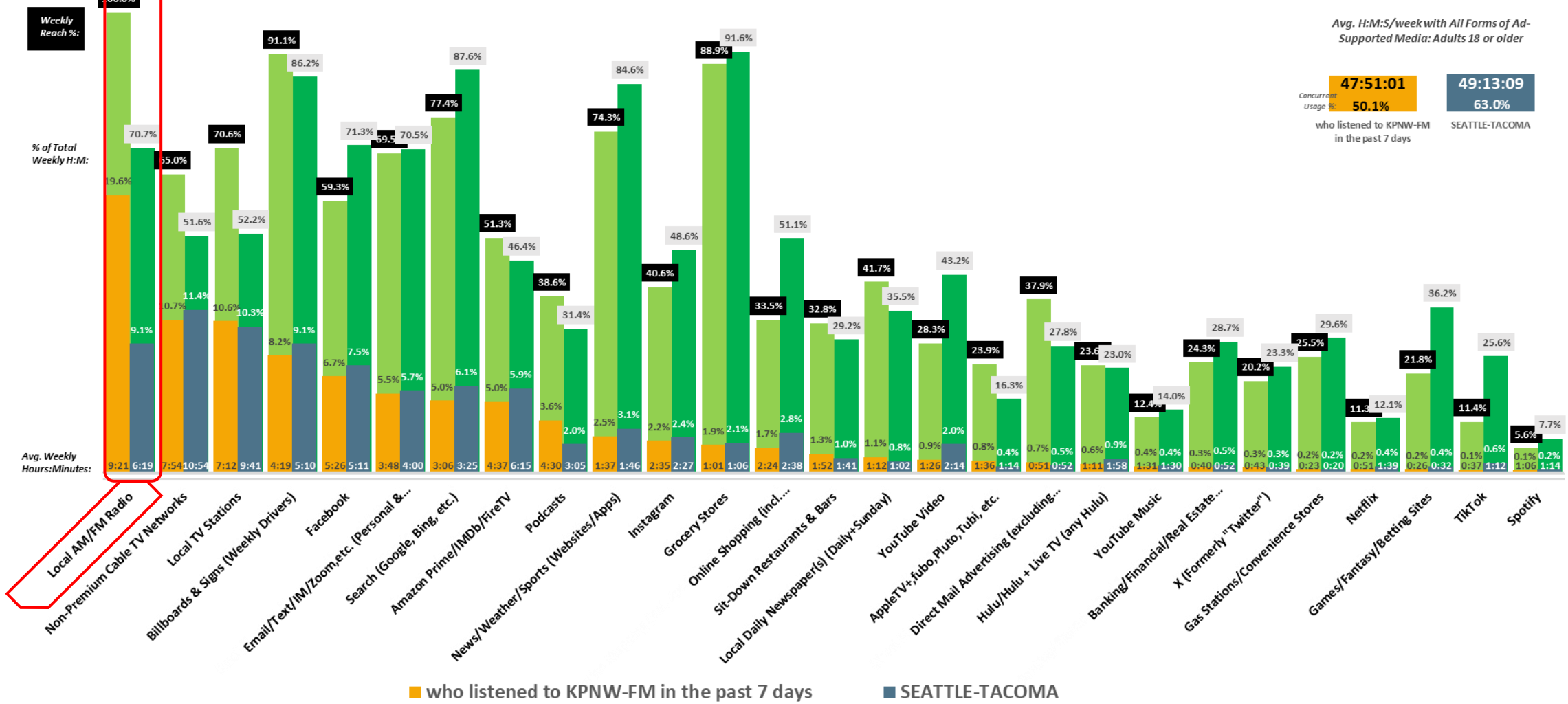
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(Radio Stations: KPNW-FM OR Radio Stations: KQMV-FM OR Radio Stations: KRWM-FM)

Adults 18 or older who listened to KPNW-FM in the past 7 days spend an average of 1 days, 23 hours, 51 minutes and 1 seconds each week with All Forms of Ad-Supported Media.

100.% of Adults 18 or older who listened to KPNW-FM in the past 7 days spend an avg. of 9 hours and 21 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 19.6% of total time spent with all forms of Ad-Supported Media.



SEATTLE-TACOMA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 123 SEATTLE-TACOMA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 3,704

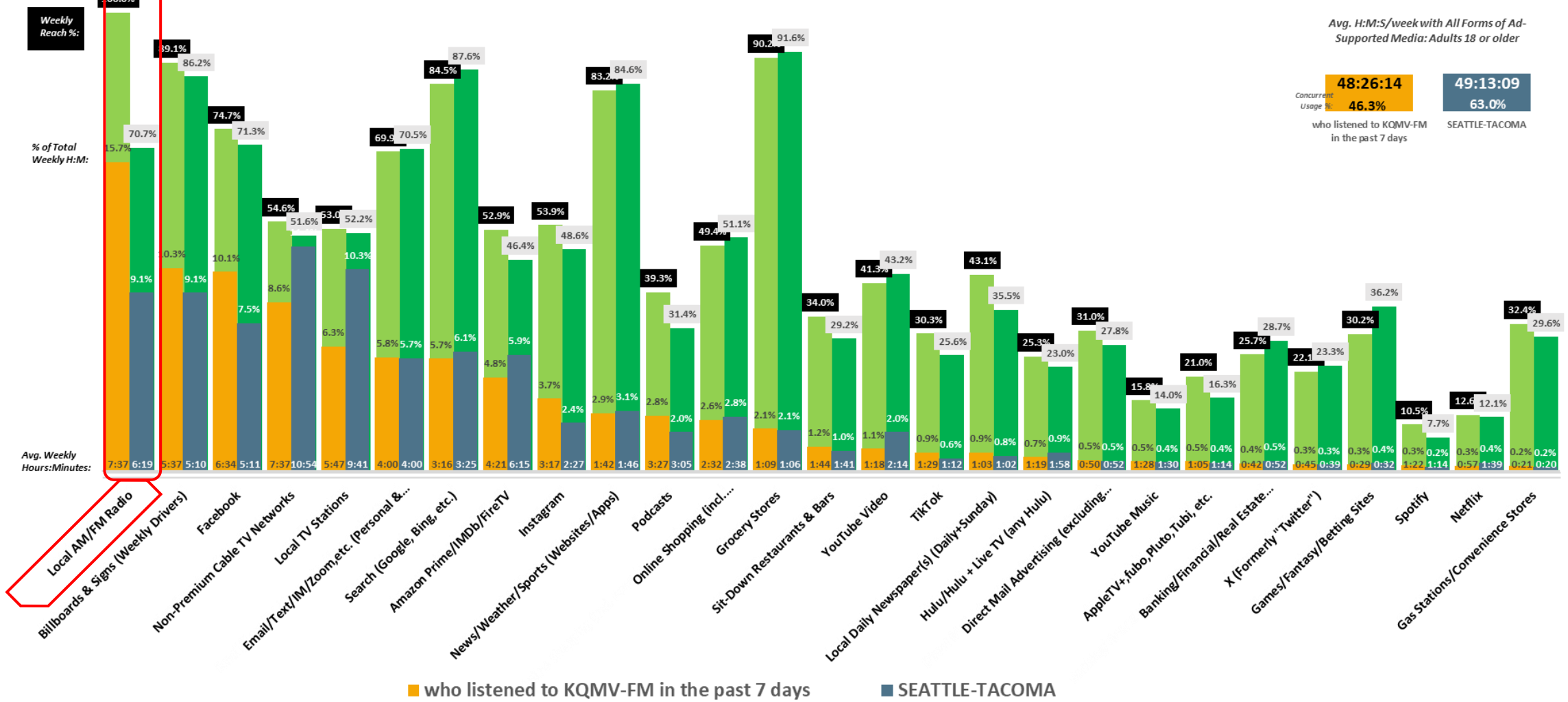
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Radio Stations: KPNW-FM

Adults 18 or older who listened to KQMV-FM in the past 7 days spend an average of 2 days, 0 hours, 26 minutes and 14 seconds each week with All Forms of Ad-Supported Media.

100.% of Adults 18 or older who listened to KQMV-FM in the past 7 days spend an avg. of 7 hours and 37 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 15.7% of total time spent with all forms of Ad-Supported Media.



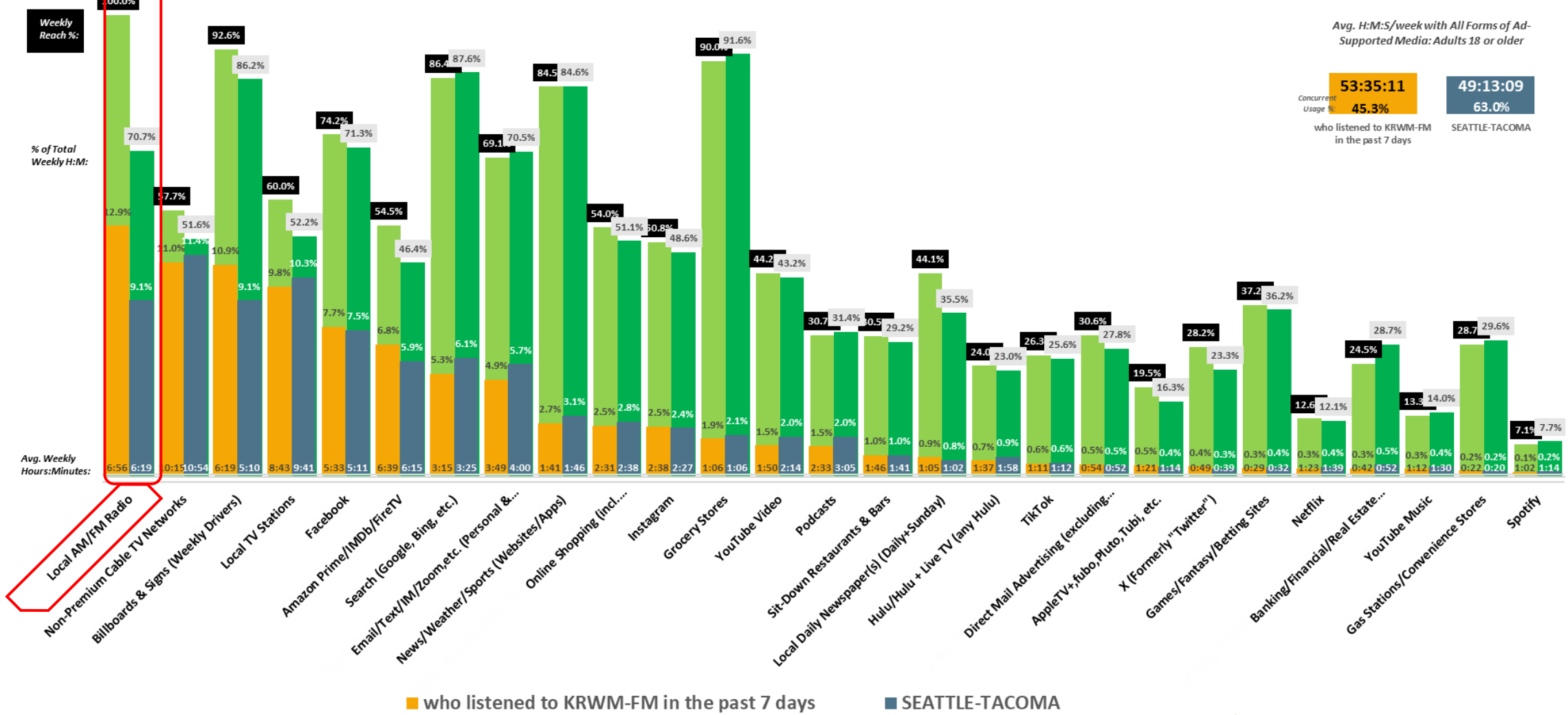
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Radio Stations: KQMV-FM

Adults 18 or older who listened to KRWM-FM in the past 7 days spend an average of 2 days, 5 hours, 35 minutes and 11 seconds each week with All Forms of Ad-Supported Media.

100.% of Adults 18 or older who listened to KRWM-FM in the past 7 days spend an avg. of 6 hours and 56 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 12.9% of total time spent with all forms of Ad-Supported Media.



SEATTLE-TACOMA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 436 SEATTLE-TACOMA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 3,704

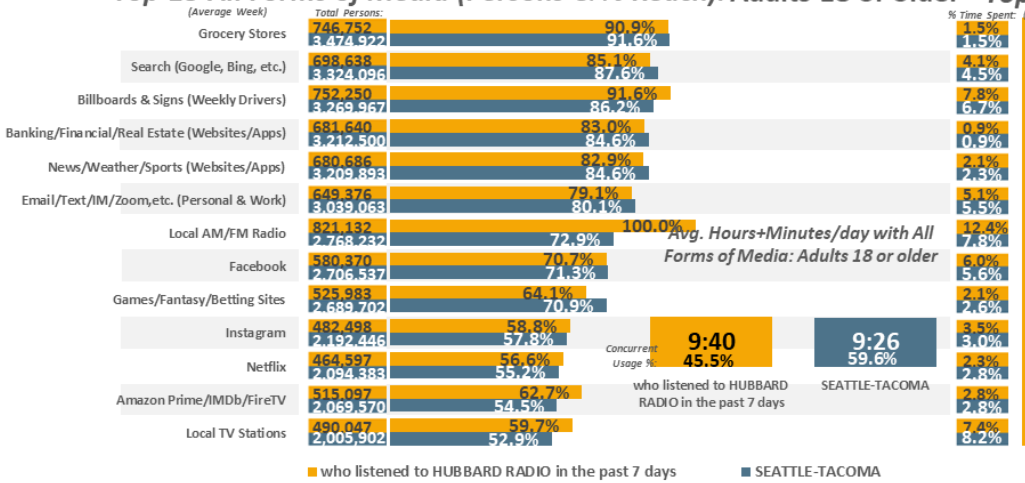
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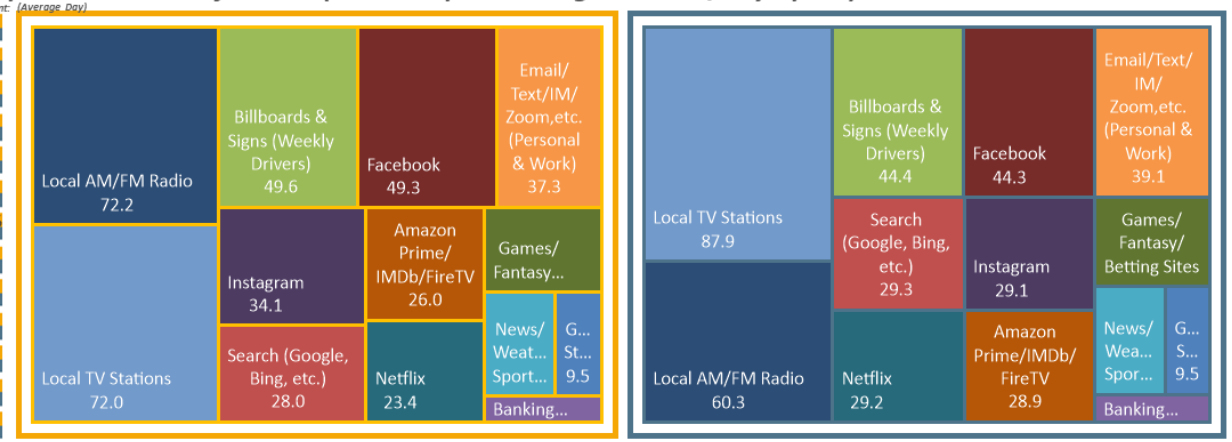
Radio Stations: KRWM-FM

Adults 18 or older who listened to HUBBARD RADIO in the past 7 days spend an average of 7 hours and 20 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 62.8 minutes/day. *(Local Radio delivers 14.2% of Time with Ad-Supported Media.)*

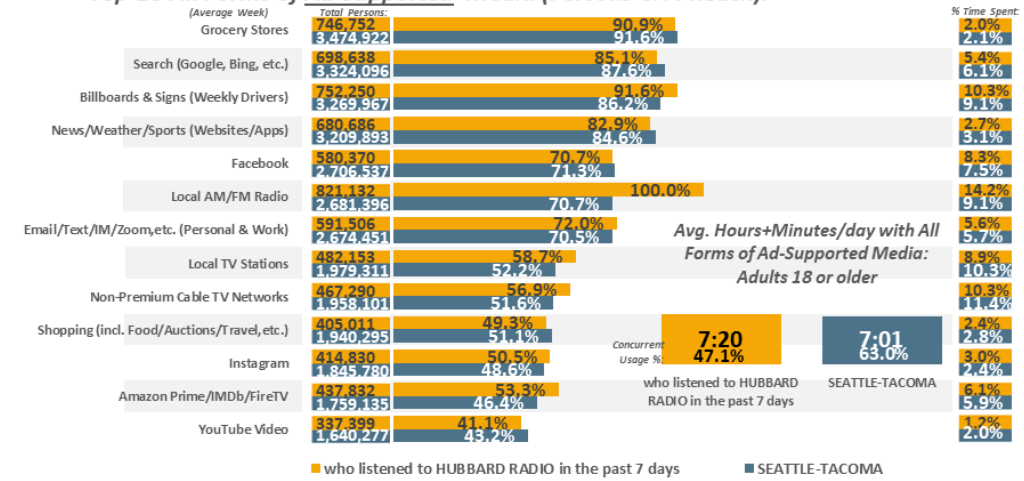
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



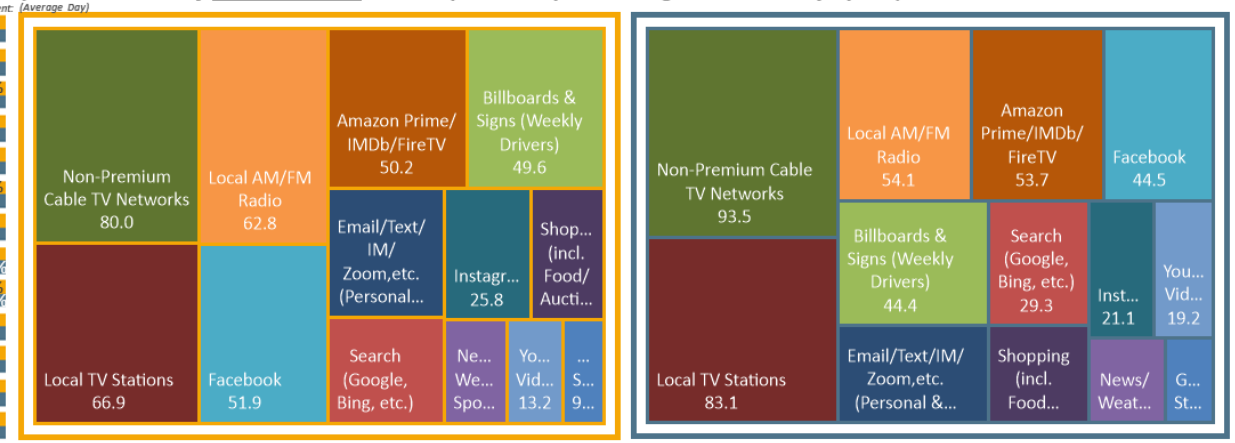
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



SEATTLE-TACOMA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 775

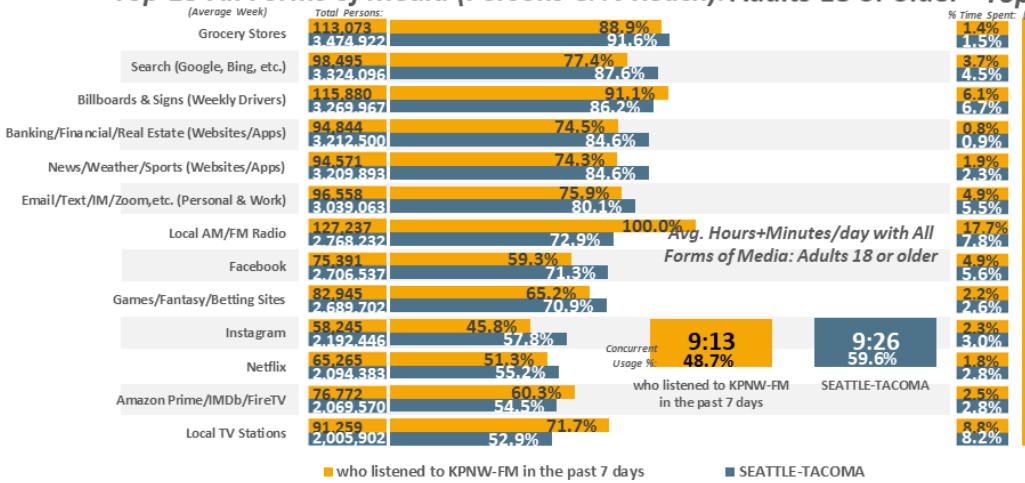
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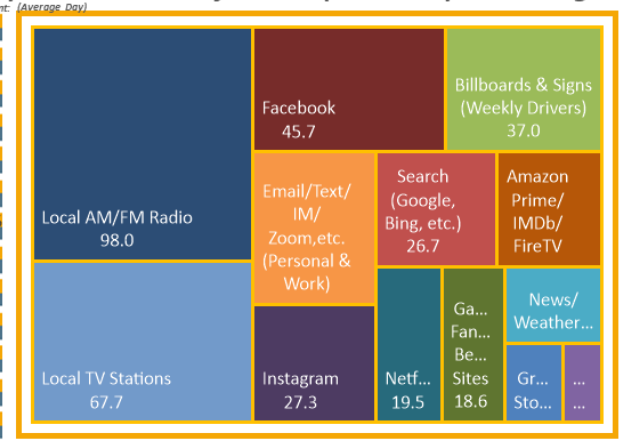
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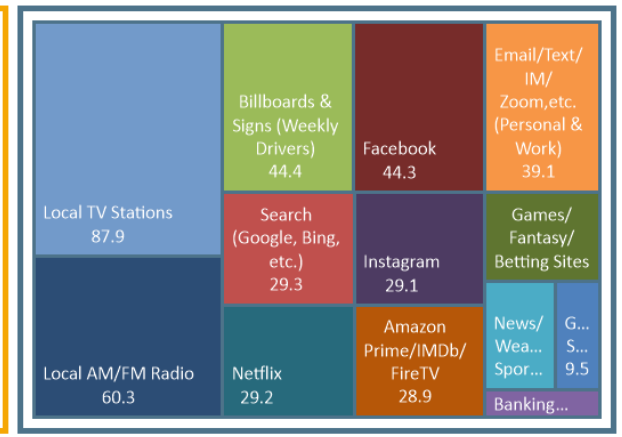
(Radio Stations: KPNW-FM OR Radio Stations: KQMV-FM OR Radio Stations: KRWM-FM)

Adults 18 or older who listened to KPNW-FM in the past 7 days spend an average of 6 hours and 50 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 80.2 minutes/day. *(Local Radio delivers 19.6% of Time with Ad-Supported Media.)*

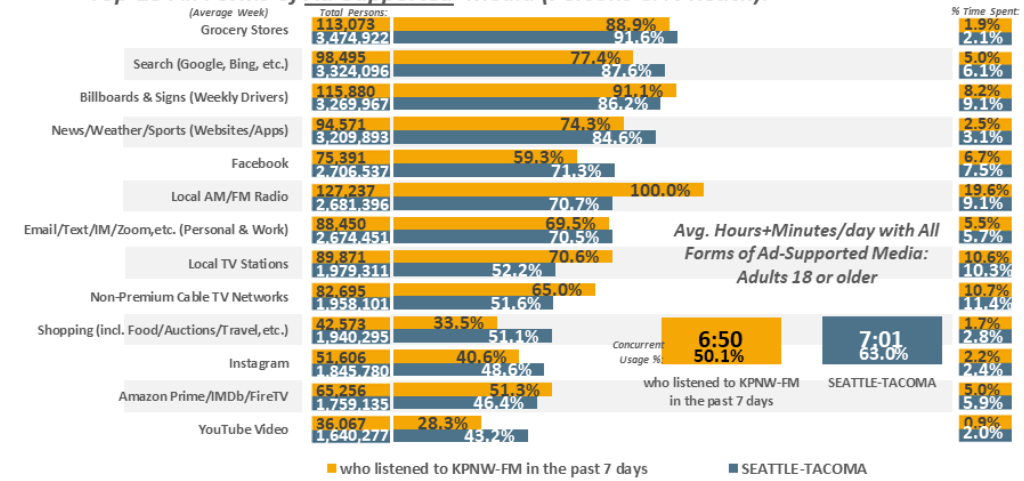
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older

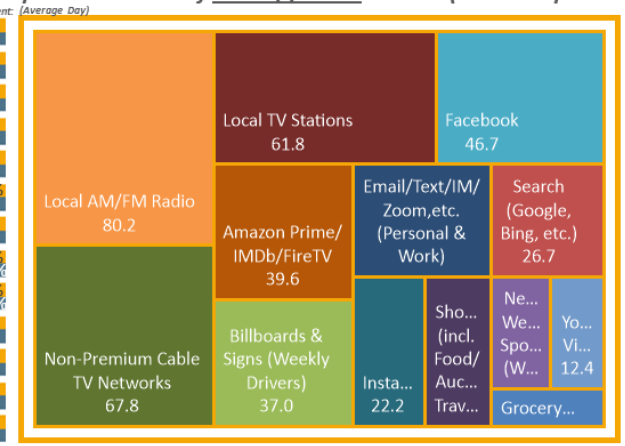


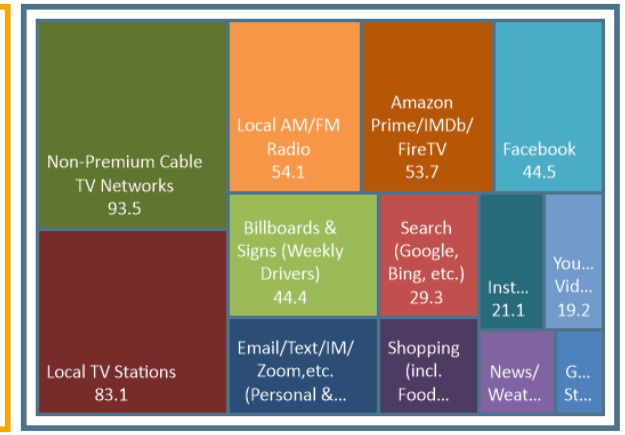




Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 18 or older







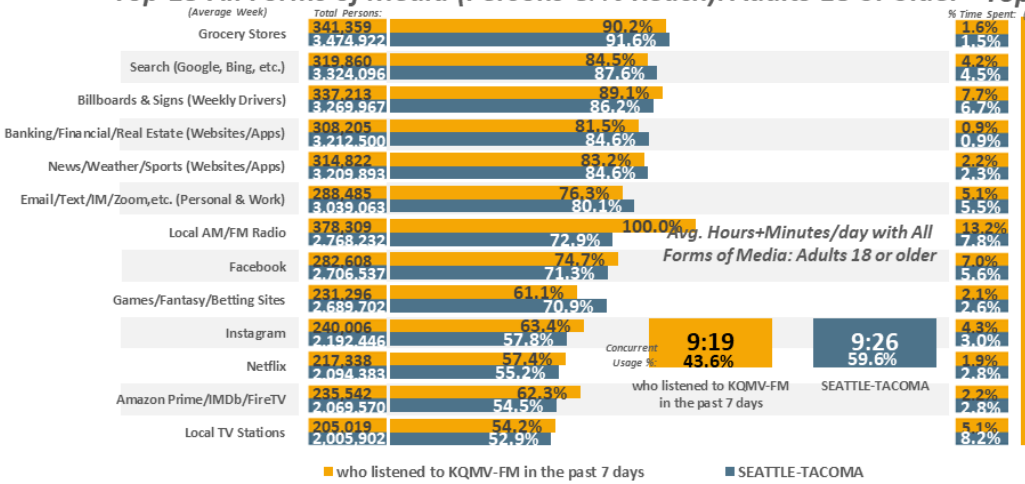
SEATTLE-TACOMA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 123

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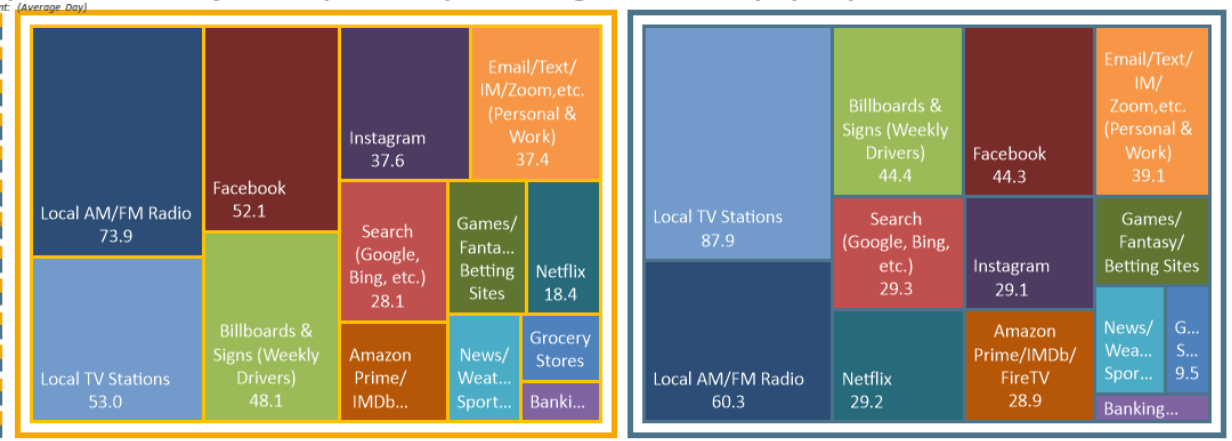
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Adults 18 or older who listened to KQMV-FM in the past 7 days spend an average of 6 hours and 55 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 65.3 minutes/day. *(Local Radio delivers 15.7% of Time with Ad-Supported Media.)*

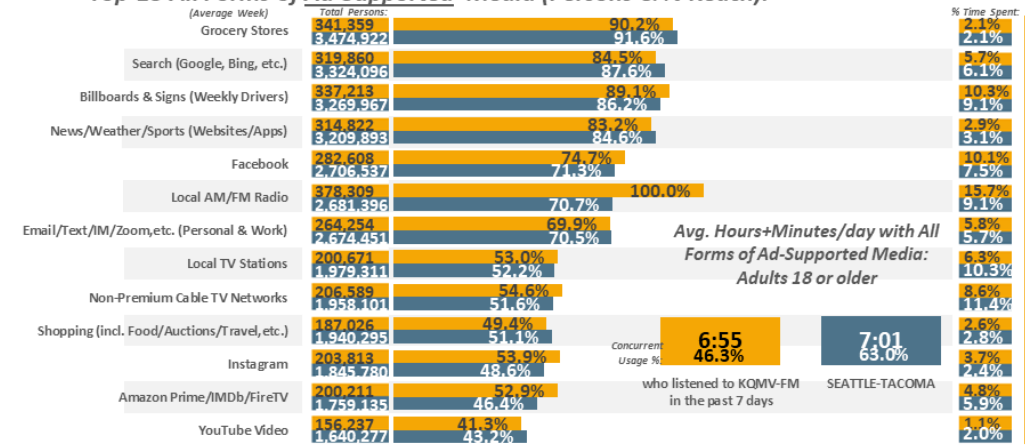
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



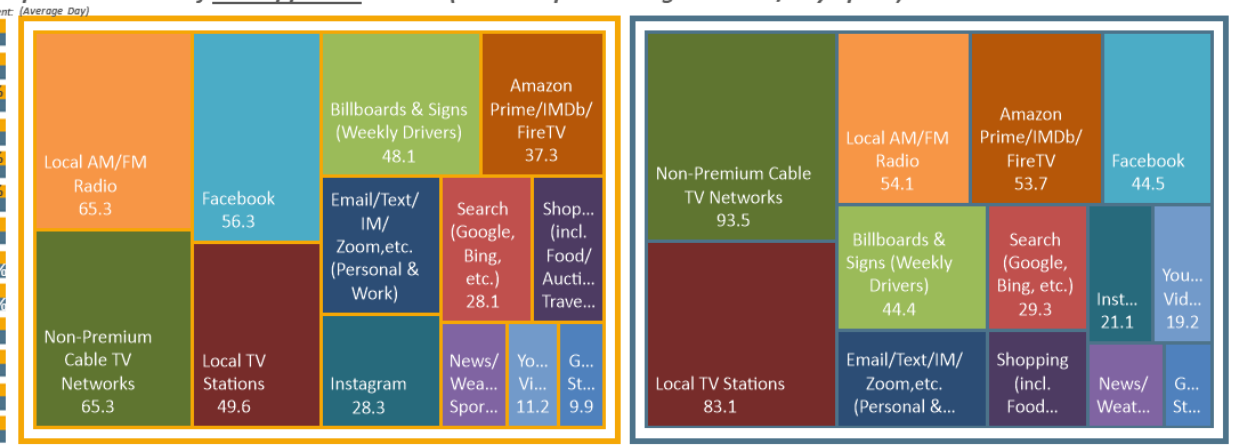
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 R2 2024: Aug23-Aug24 Qual Intab 314

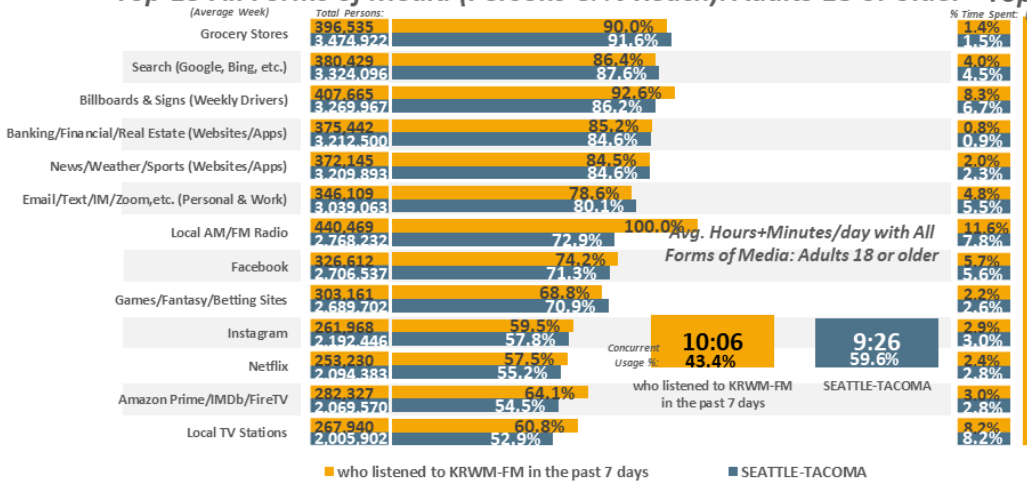
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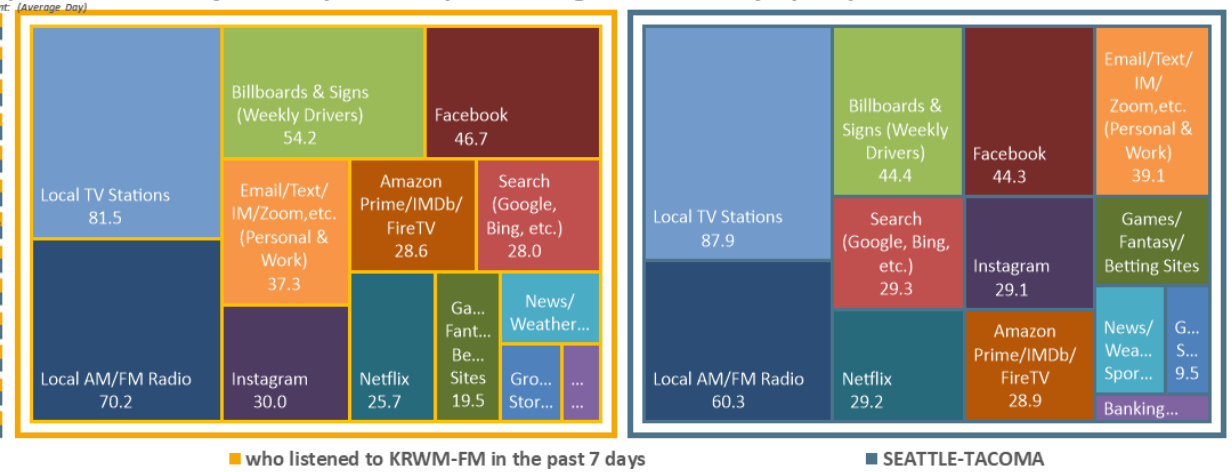
Radio Stations: KQMV-FM

Adults 18 or older who listened to KRWM-FM in the past 7 days spend an average of 7 hours and 39 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 59.5 minutes/day. *(Local Radio delivers 12.9% of Time with Ad-Supported Media.)*

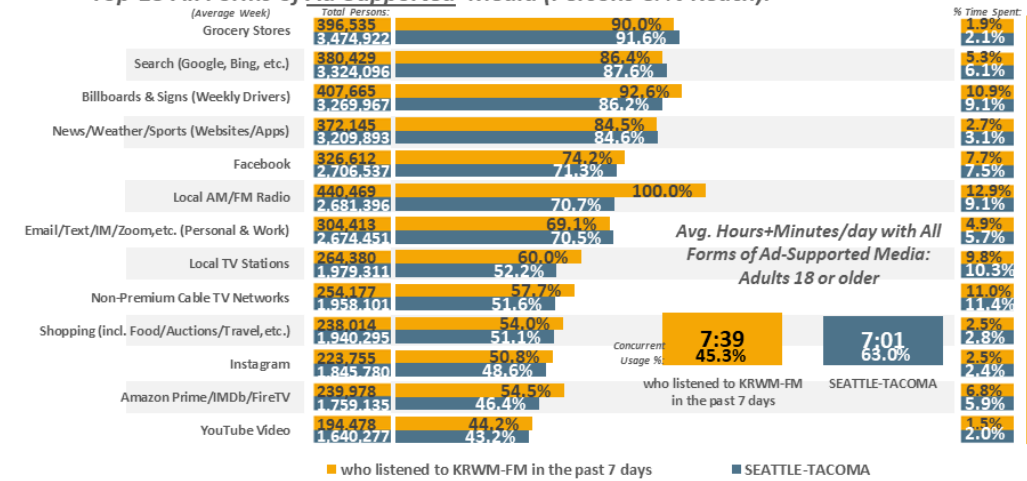
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



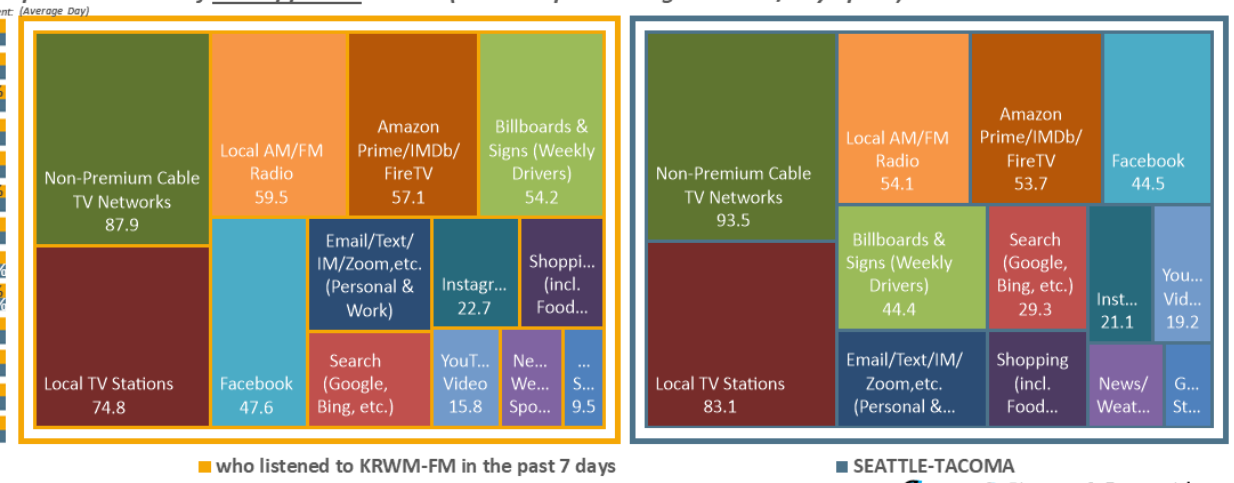
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEATTLE-TACOMA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 436

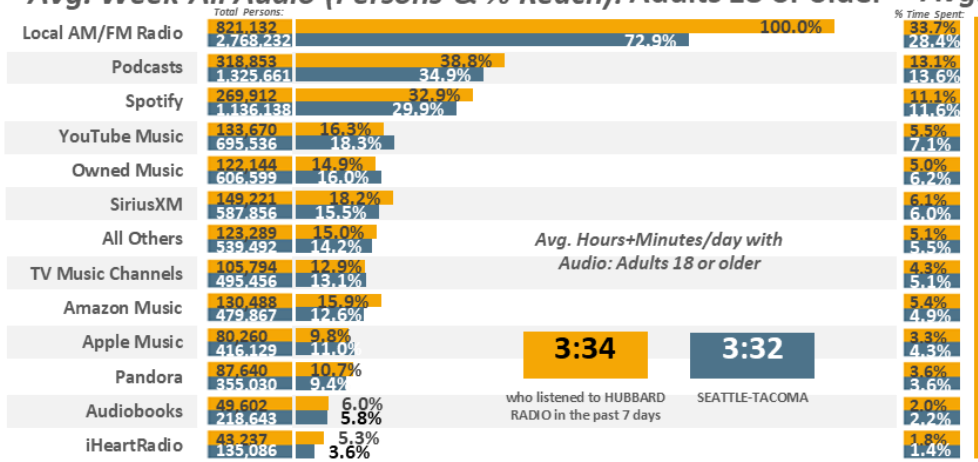
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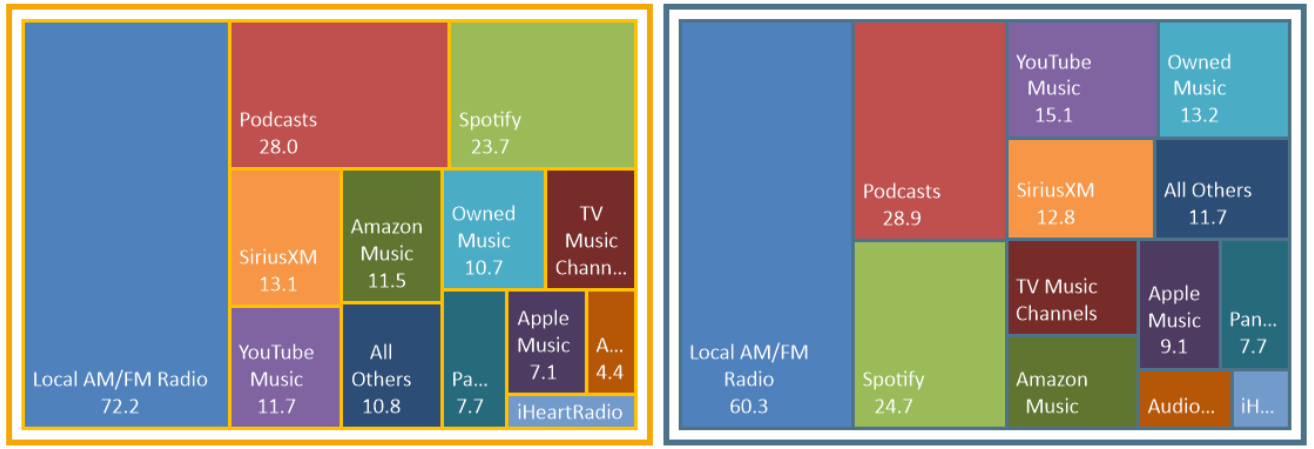
Radio Stations: KRWM-FM

821,132 or 100.% of Adults 18 or older who listened to HUBBARD RADIO in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 62.8 minutes every day representing 42.8% of all time spent daily with Ad-Supported Audio.

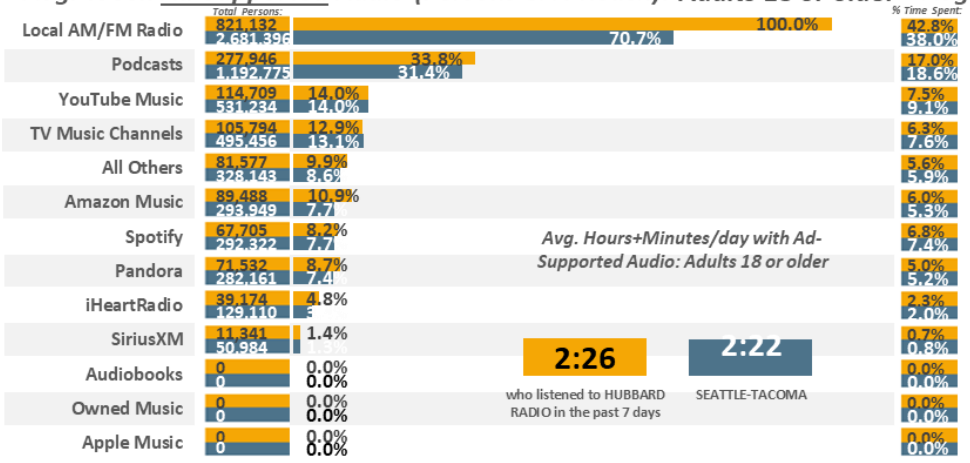
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



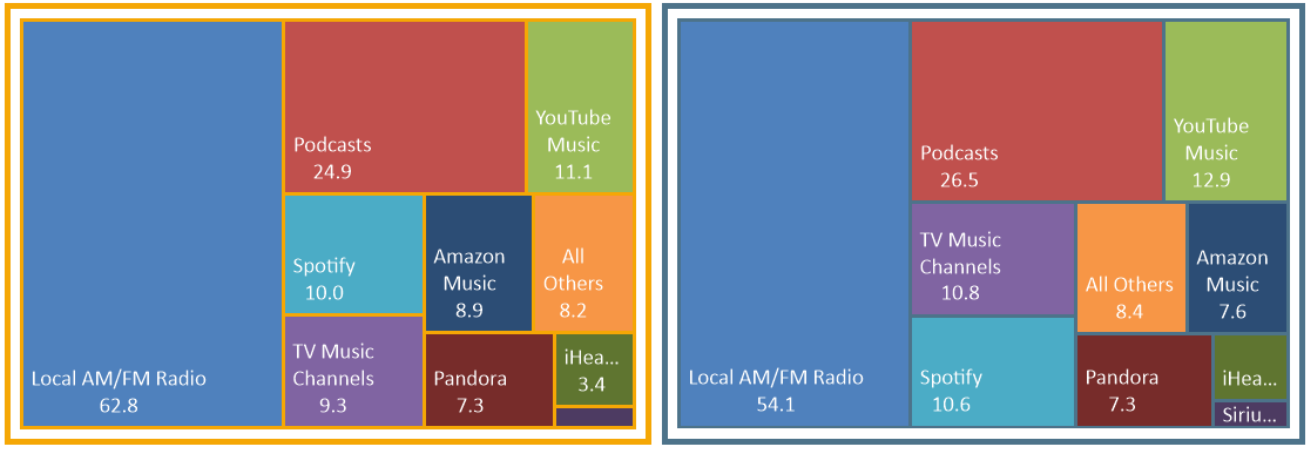
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



SEATTLE-TACOMA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 775

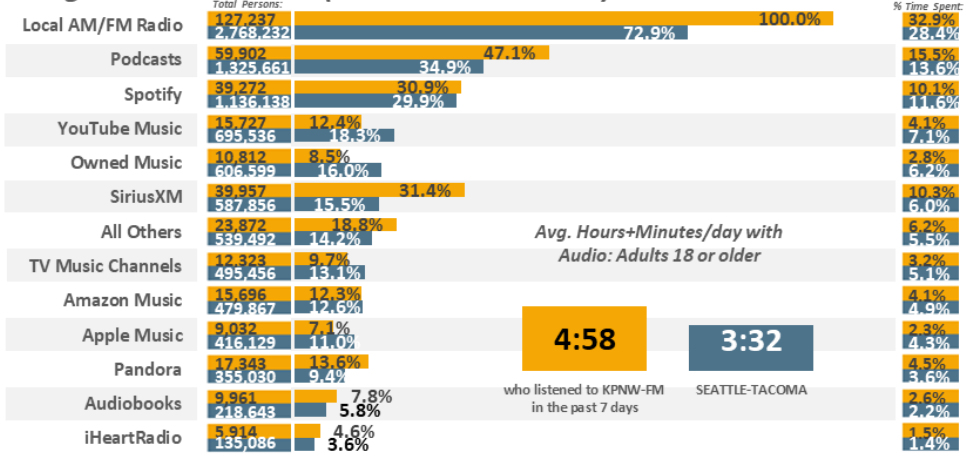
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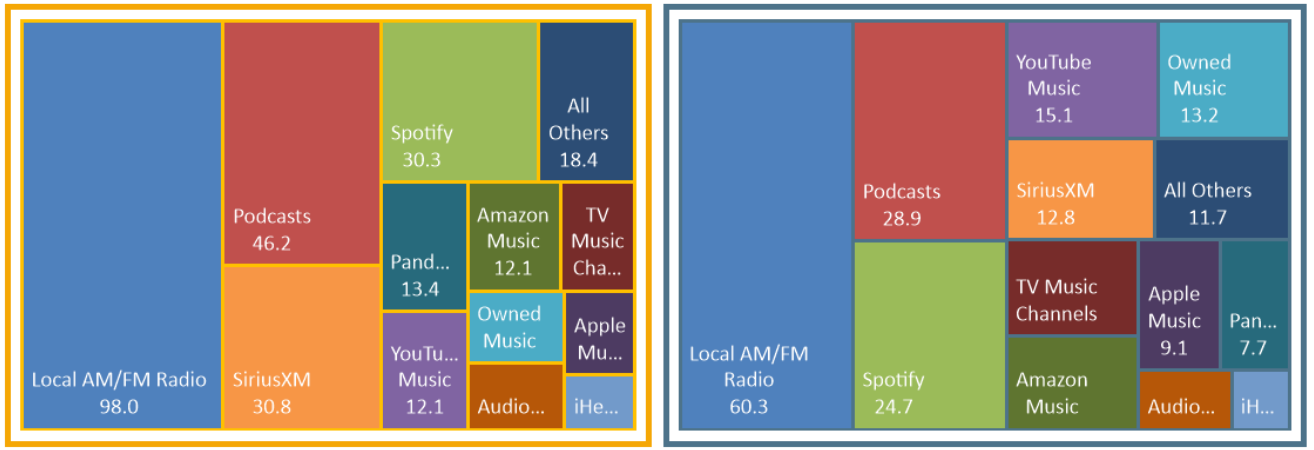
(Radio Stations: KPNW-FM OR Radio Stations: KQMV-FM OR Radio Stations: KRWM-FM)

127,237 or 100.% of Adults 18 or older who listened to KPNW-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 80.2 minutes every day representing 41.2% of all time spent daily with Ad-Supported Audio.

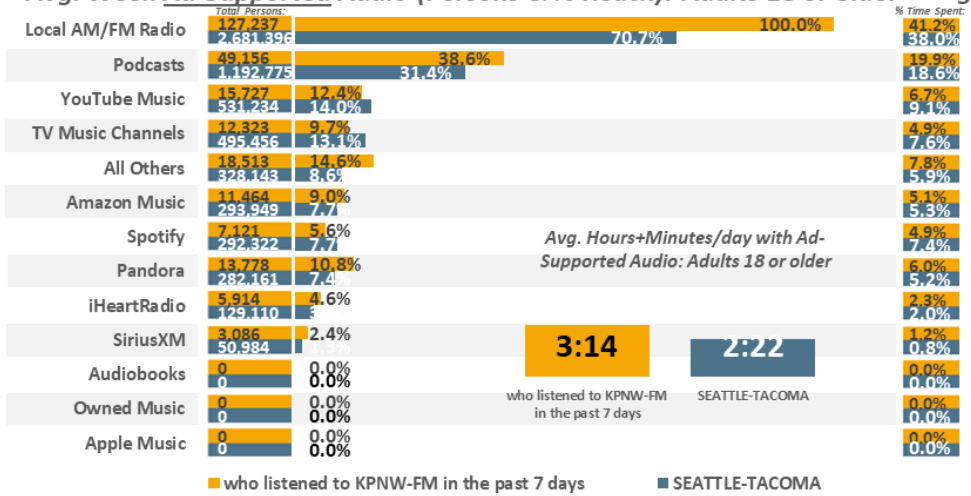
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



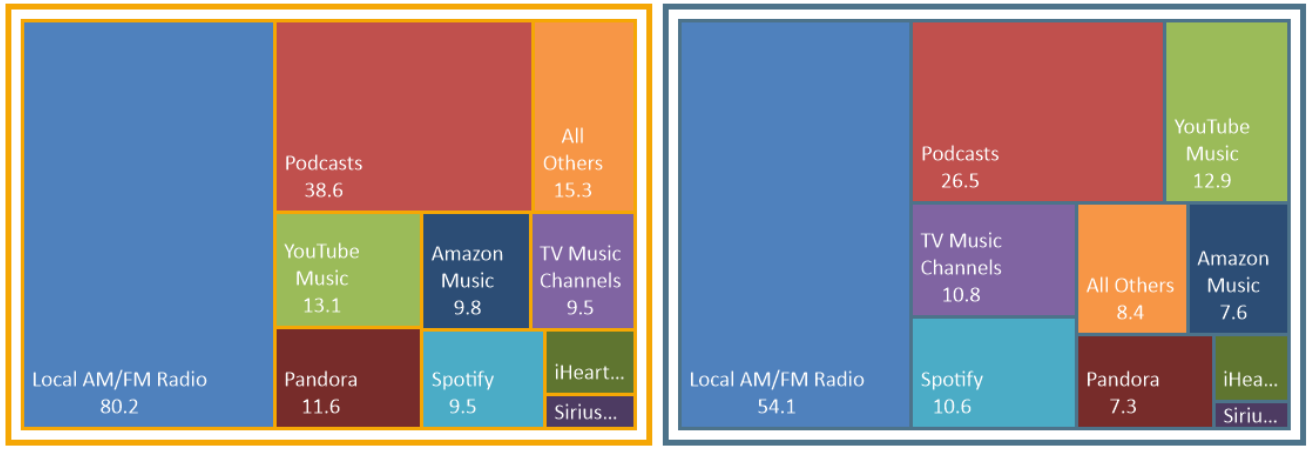
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEATTLE-TACOMA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 123

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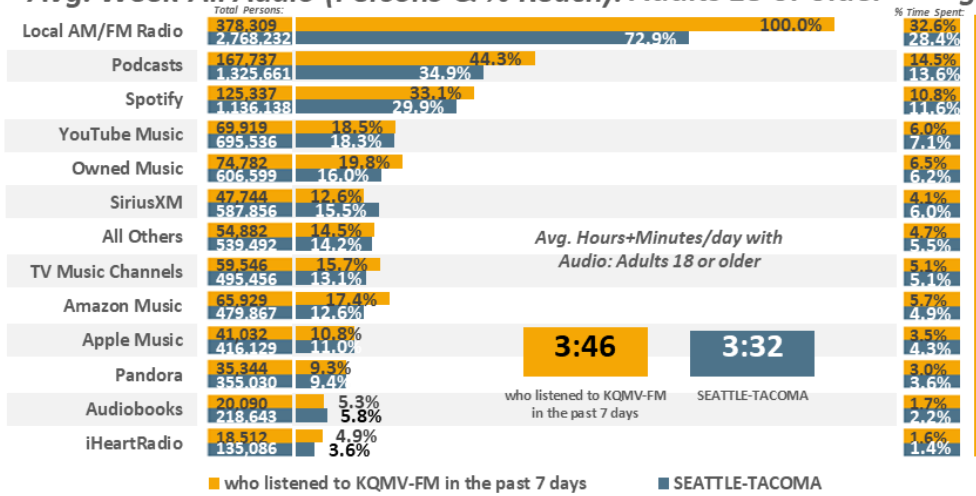
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Radio Stations: KPNW-FM

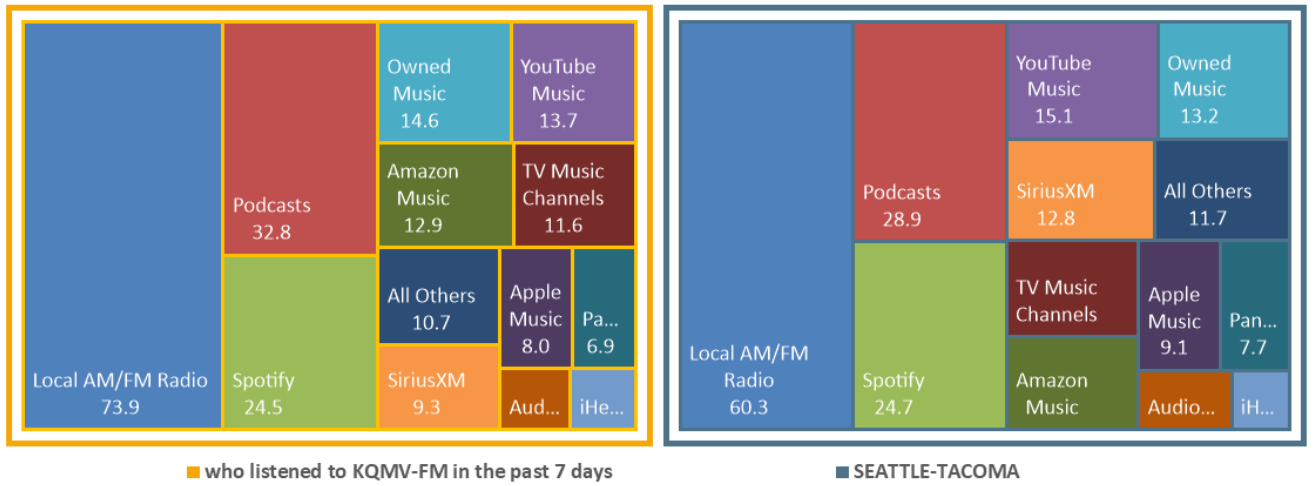


378,309 or 100.% of Adults 18 or older who listened to KQMV-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 65.3 minutes every day representing 41.2% of all time spent daily with Ad-Supported Audio.

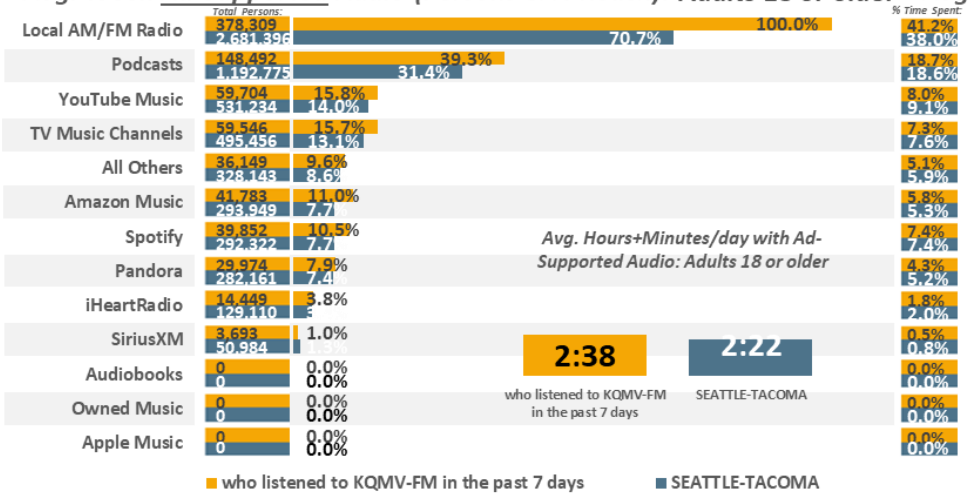
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



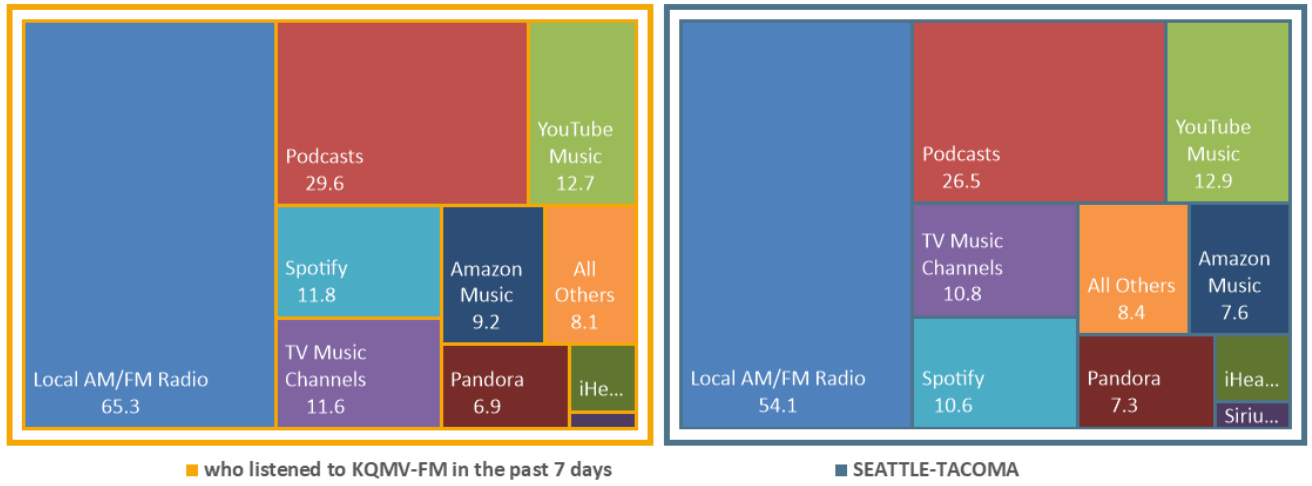
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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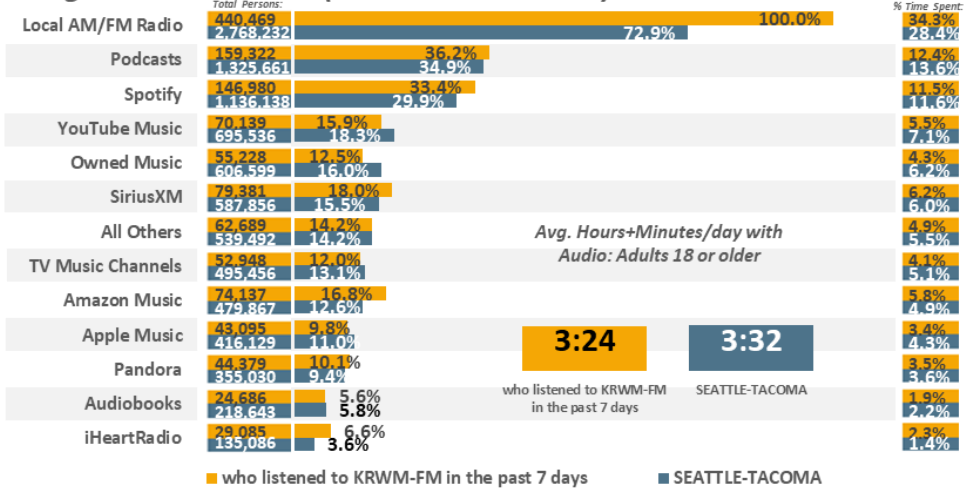
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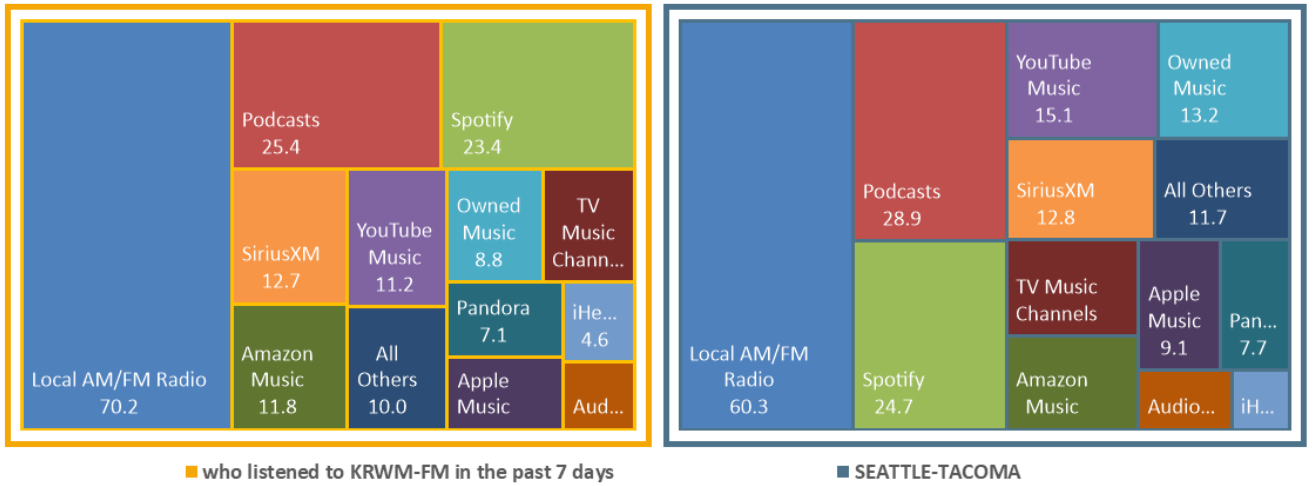
Radio Stations: KQMV-FM

440,469 or 100.% of Adults 18 or older who listened to KRWM-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 59.5 minutes every day representing 43.5% of all time spent daily with Ad-Supported Audio.

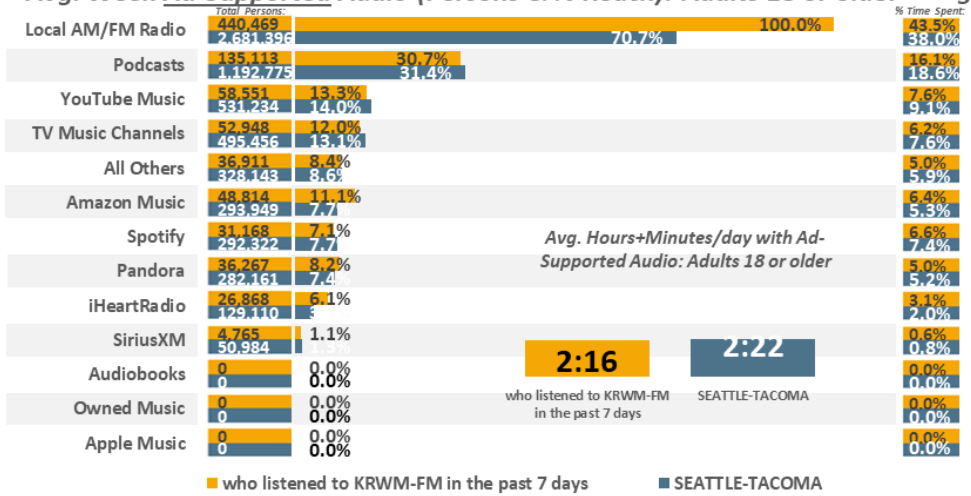
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



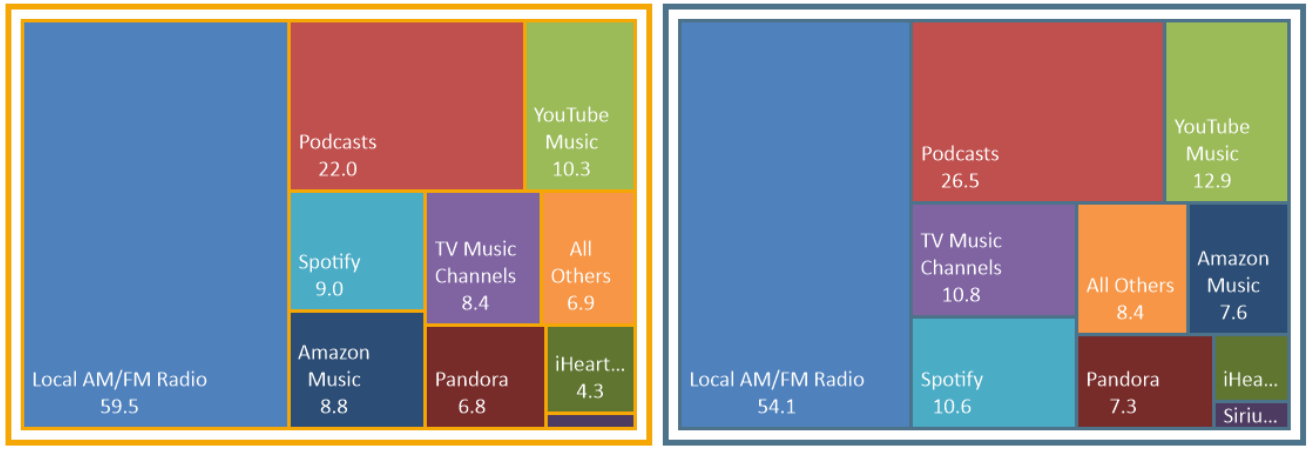
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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

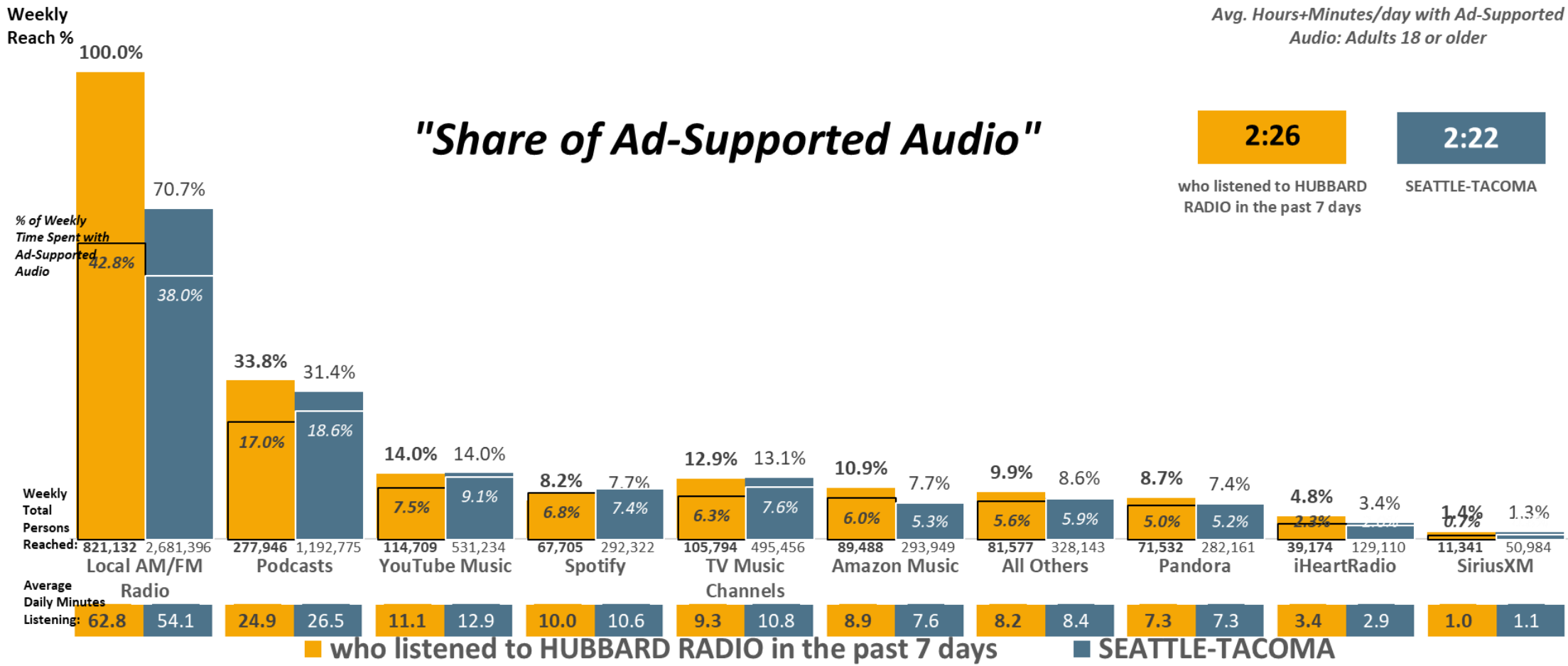


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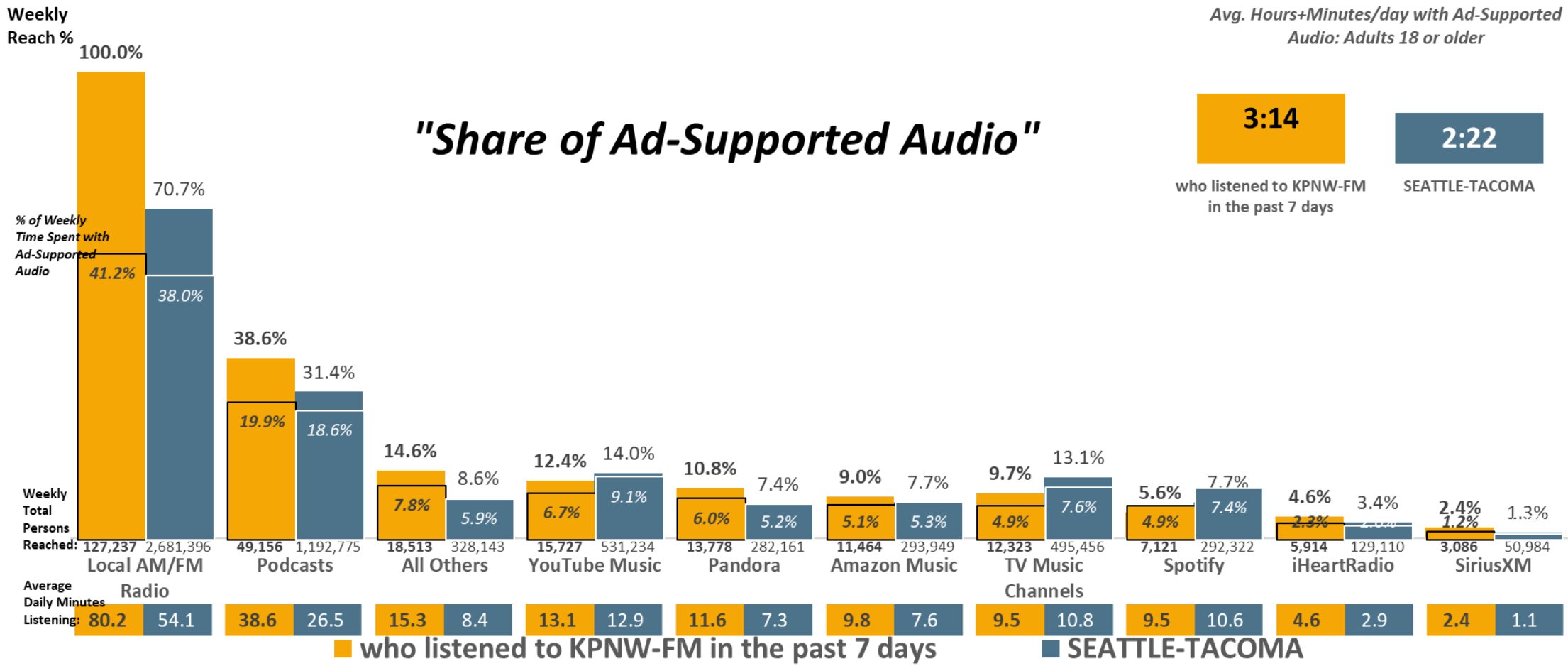
SEATTLE-TACOMA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 775 SEATTLE-TACOMA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 3,704

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

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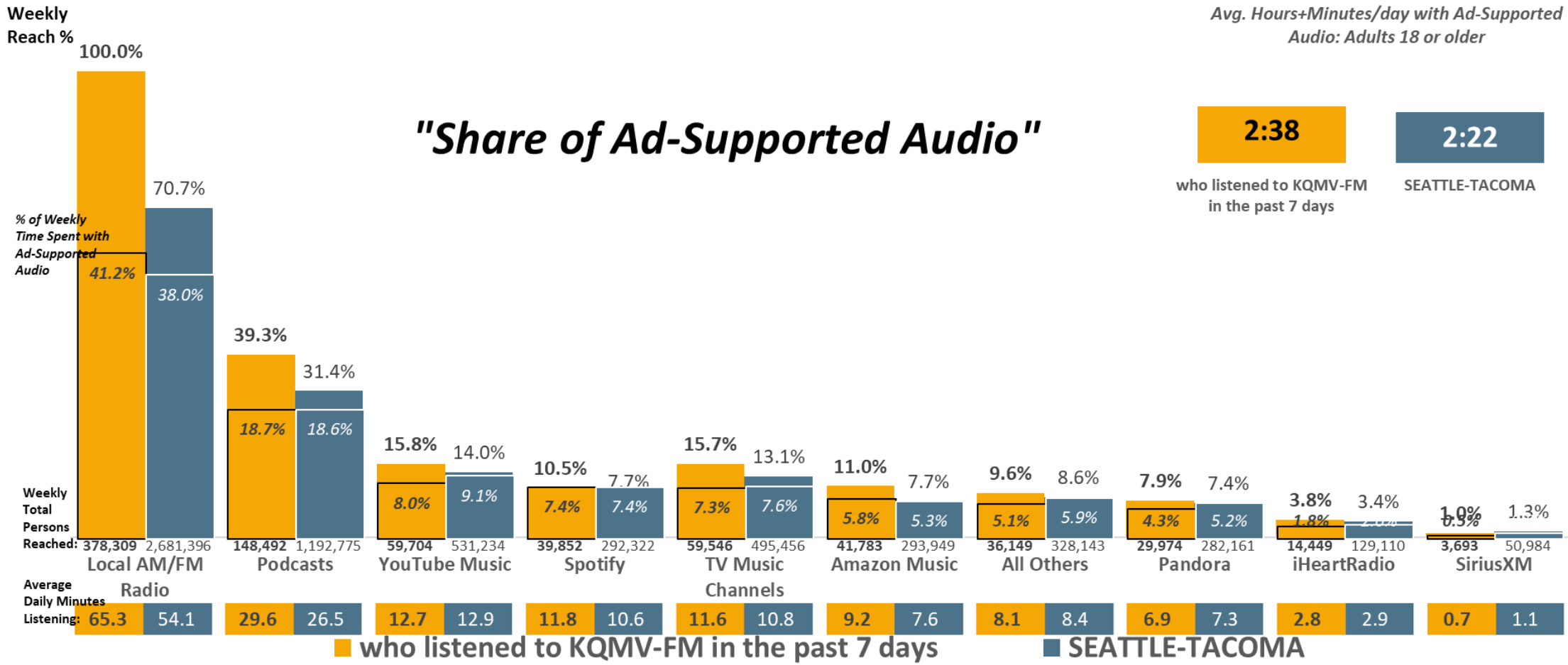
SEATTLE-TACOMA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 123 SEATTLE-TACOMA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 3,704

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Radio Stations: KPNW-FM

378,309 or 100.% of Adults 18 or older who listened to KQMV-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 65.3 minutes every day representing 41.2% of all time spent daily with Ad-Supported Audio.



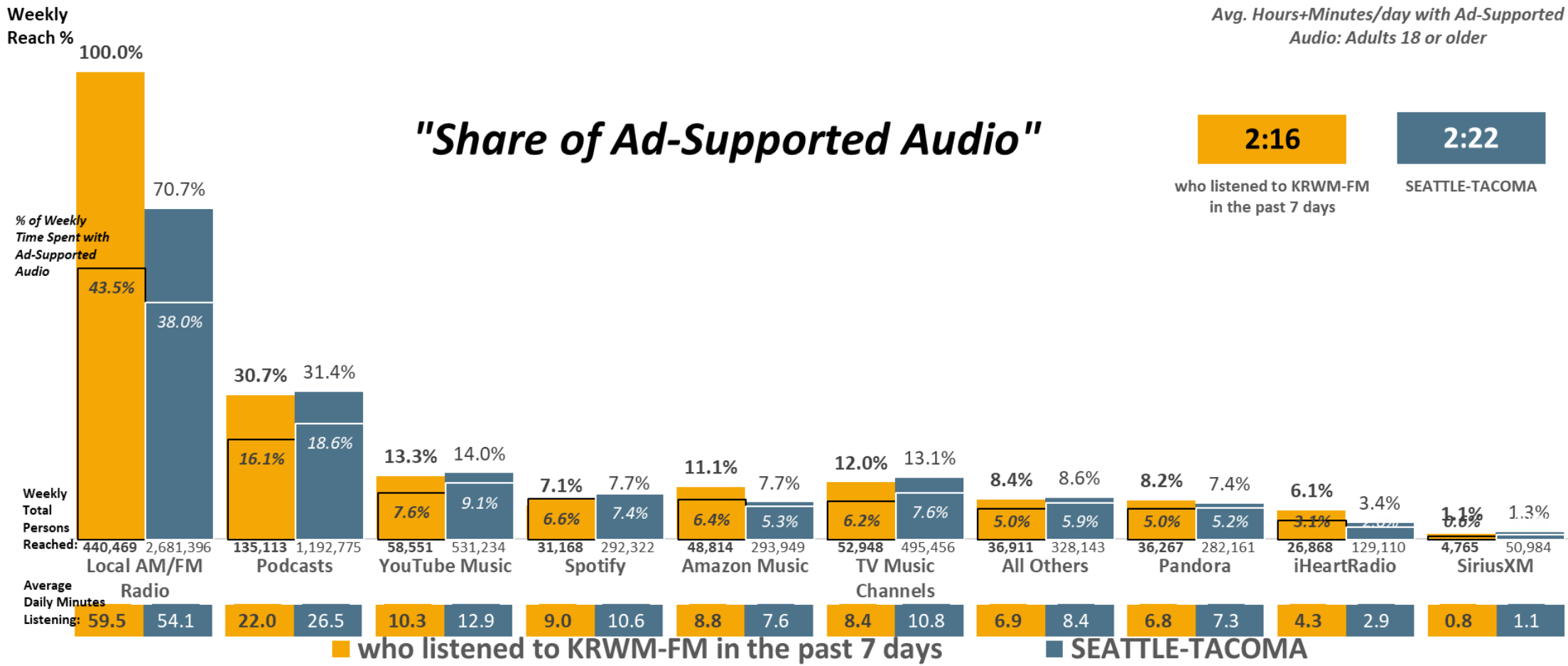
SEATTLE-TACOMA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 314 SEATTLE-TACOMA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 3,704

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Radio Stations: KQMV-FM

440,469 or 100.% of Adults 18 or older who listened to KRWM-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 59.5 minutes every day representing 43.5% of all time spent daily with Ad-Supported Audio.



SEATTLE-TACOMA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 436 SEATTLE-TACOMA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 3,704

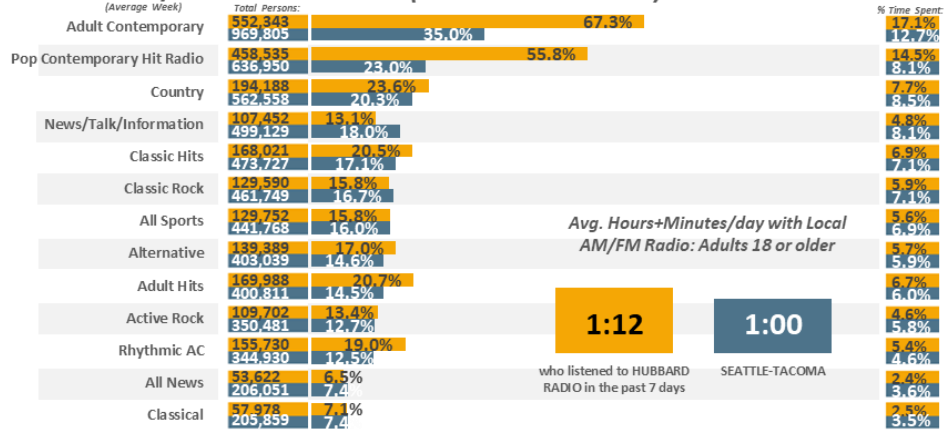
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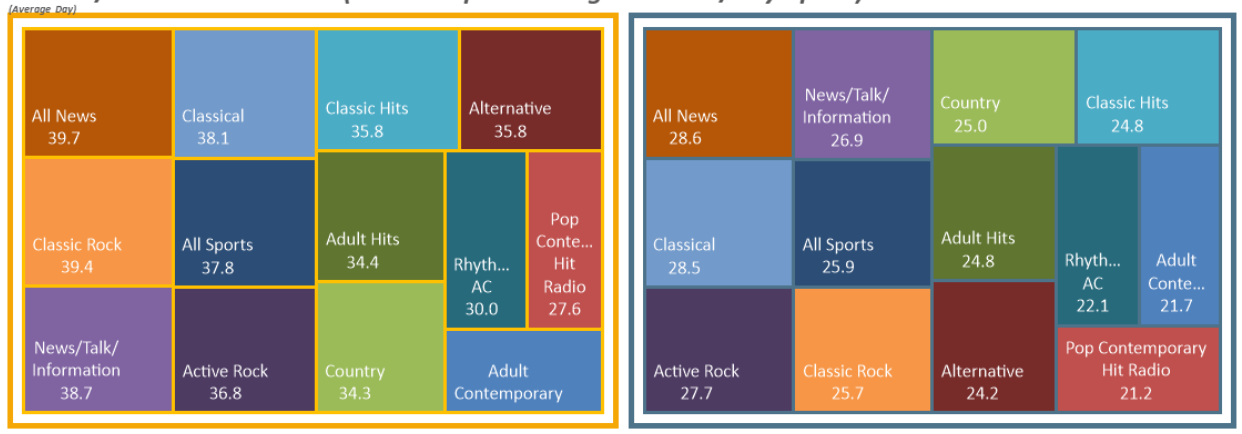
Radio Stations: KRWM-FM

821,132 or 100.% of Adults 18 or older who listened to HUBBARD RADIO in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Country, Adult Hits, and Classic Hits.

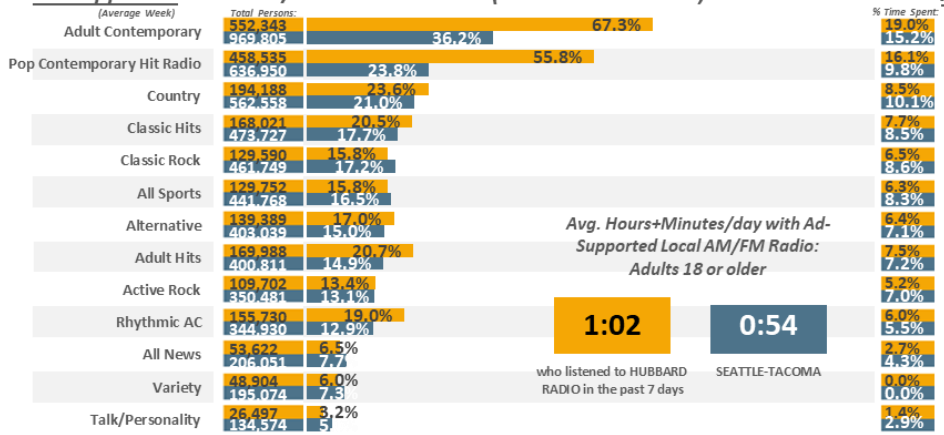
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



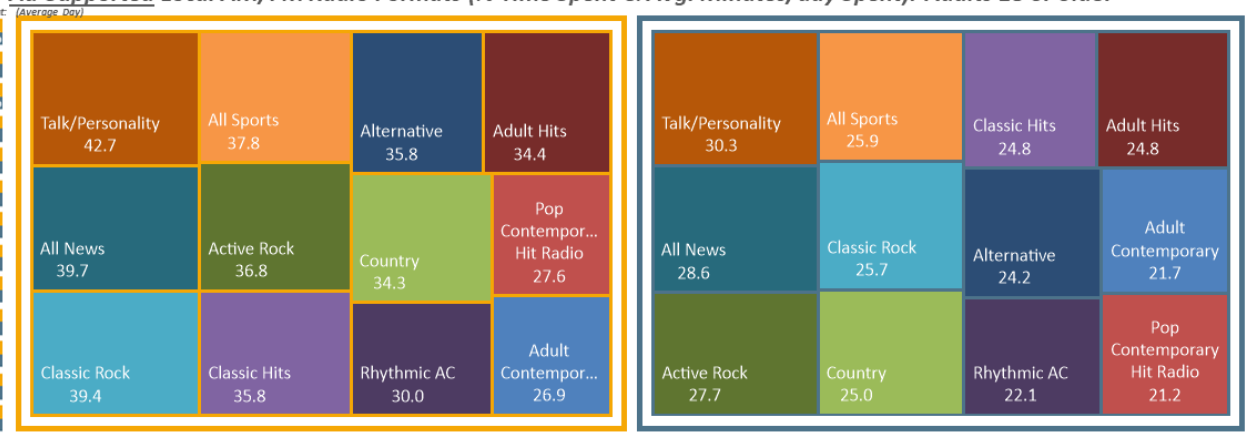
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



SEATTLE-TACOMA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 775

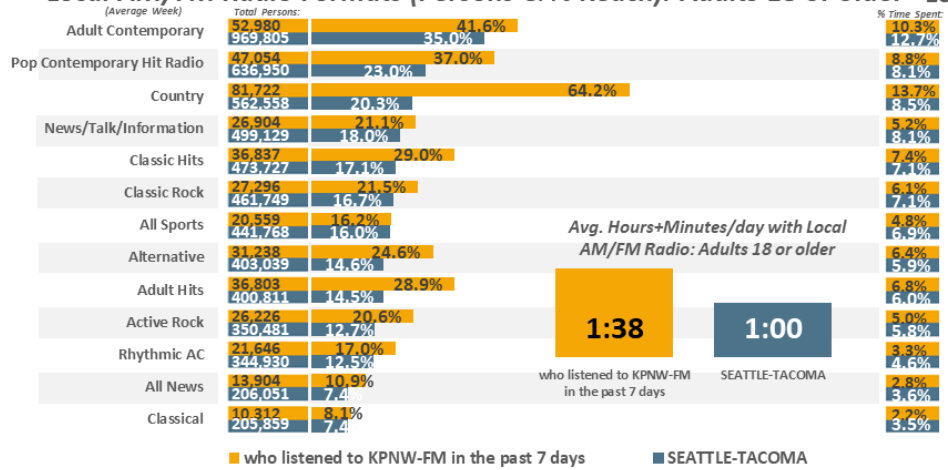
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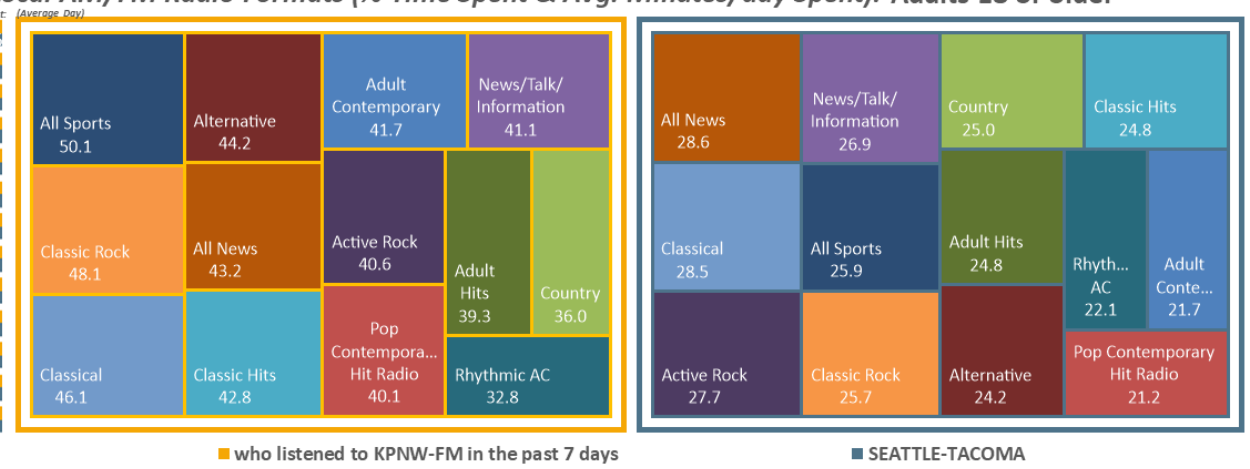
(Radio Stations: KPNW-FM OR Radio Stations: KQMV-FM OR Radio Stations: KRWM-FM)

127,237 or 100.% of Adults 18 or older who listened to KPNW-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, Album Adult Alternative, Adult Contemporary, Pop Contemporary Hit Radio, and Classic Hits.

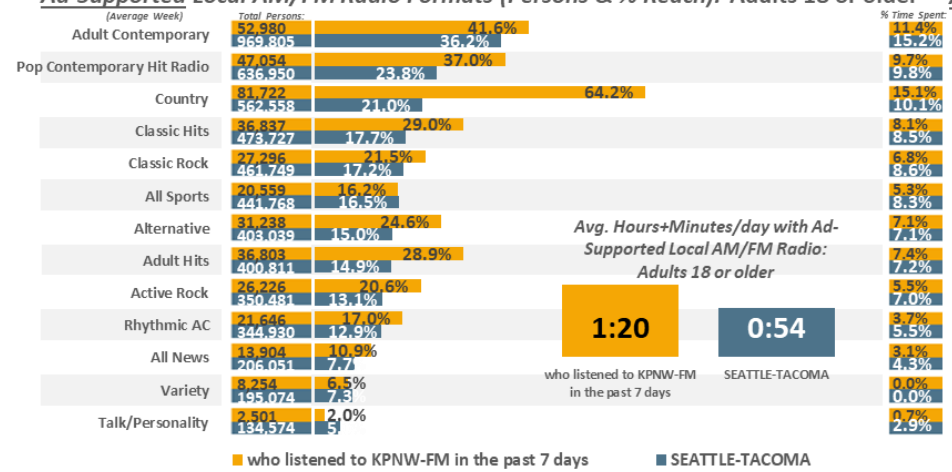
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



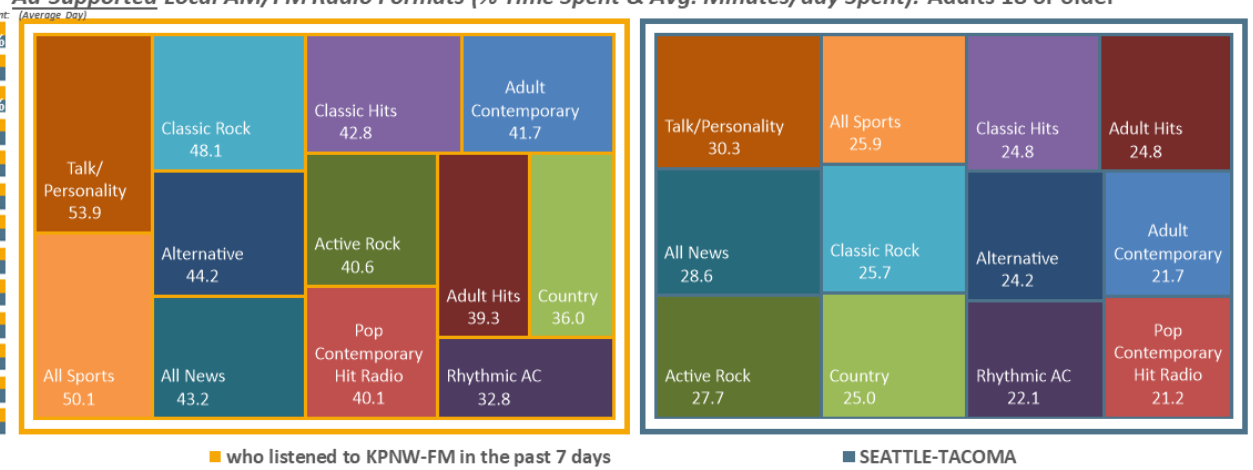
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



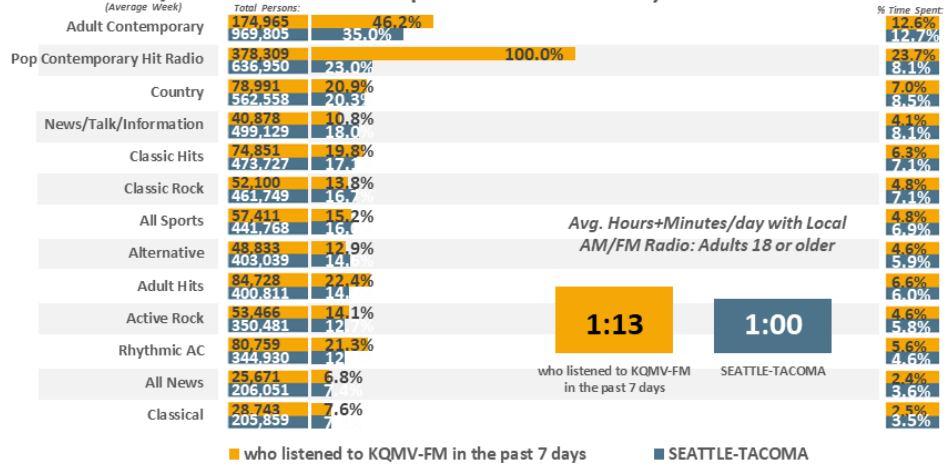
SEATTLE-TACOMA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 123

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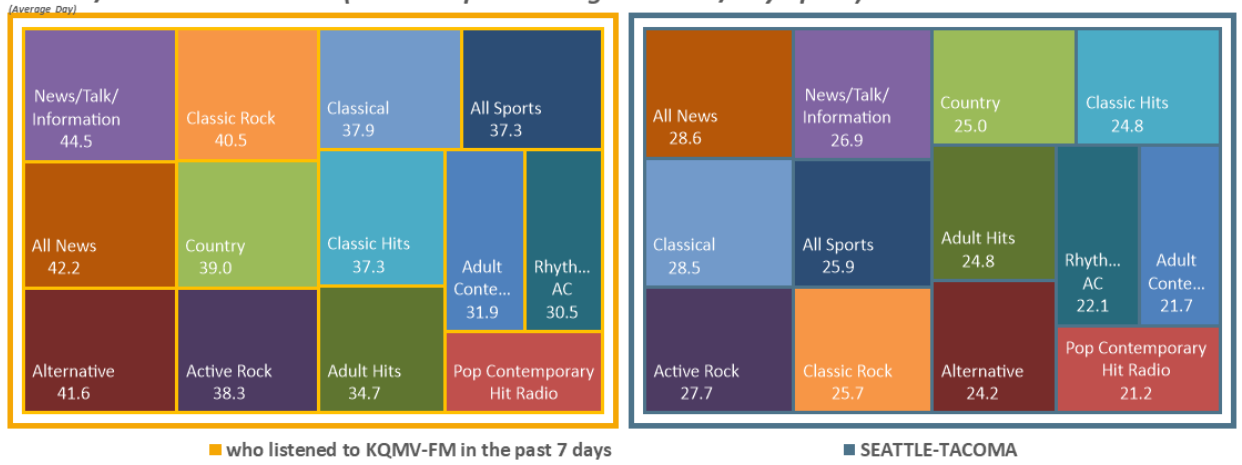
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378,309 or 100.% of Adults 18 or older who listened to KQMV-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Pop Contemporary Hit Radio, Adult Contemporary, Adult Hits, Rhythmic AC, and Country.

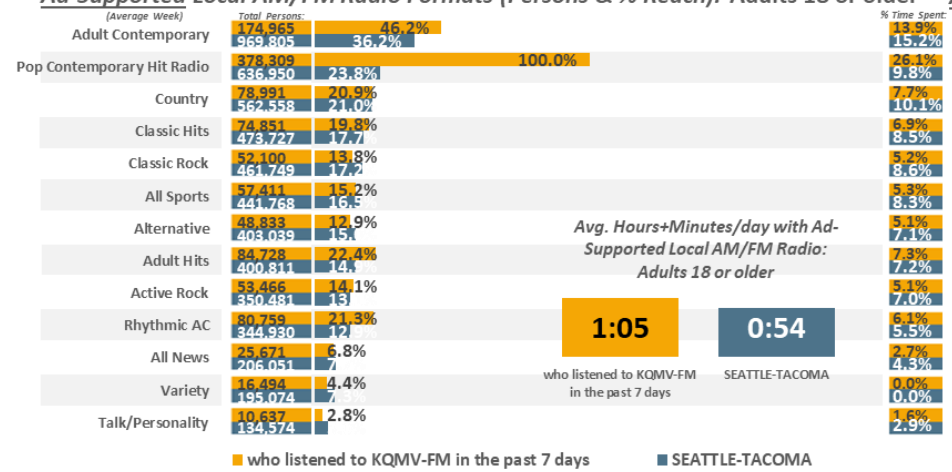
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



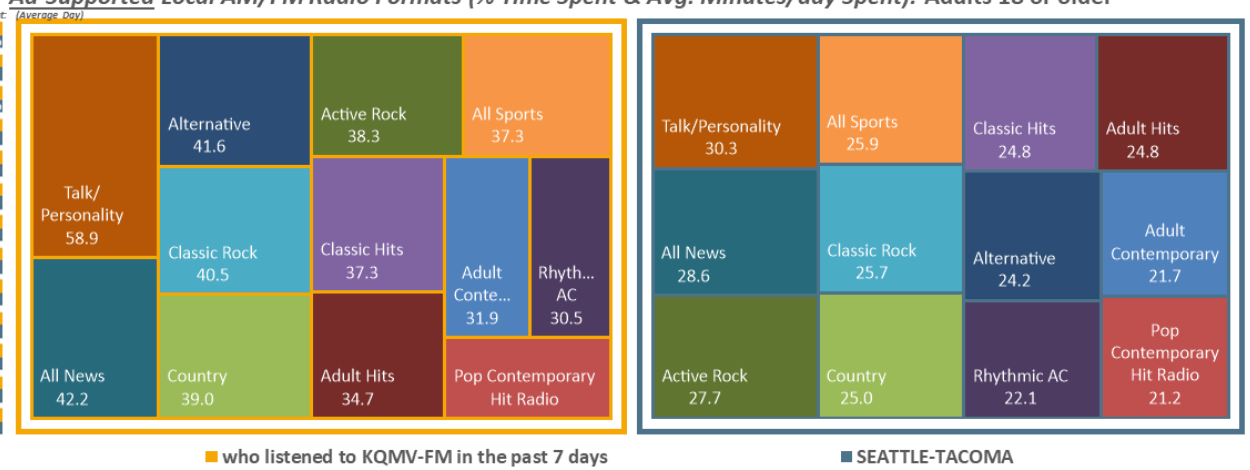
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



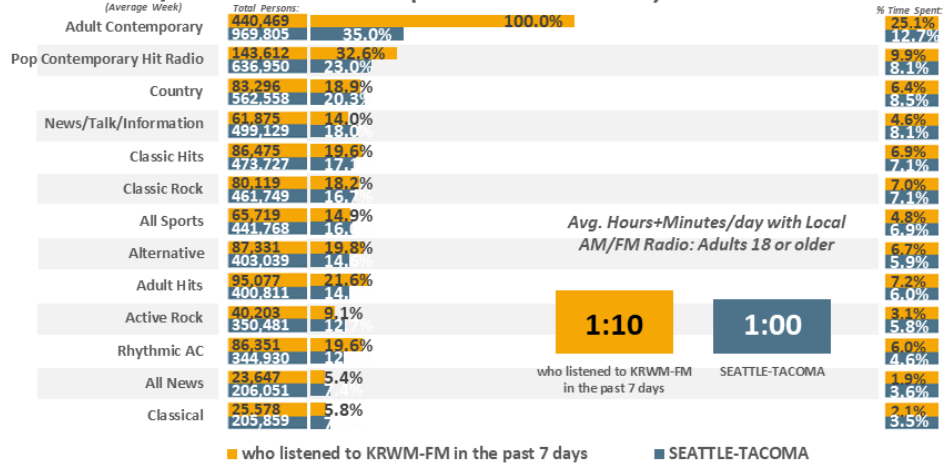
SEATTLE-TACOMA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 314

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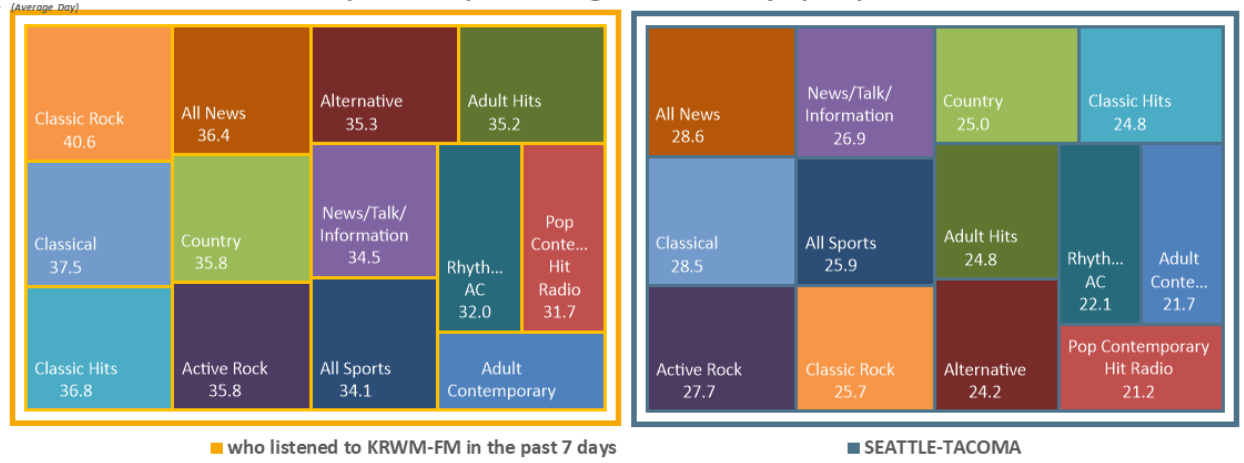
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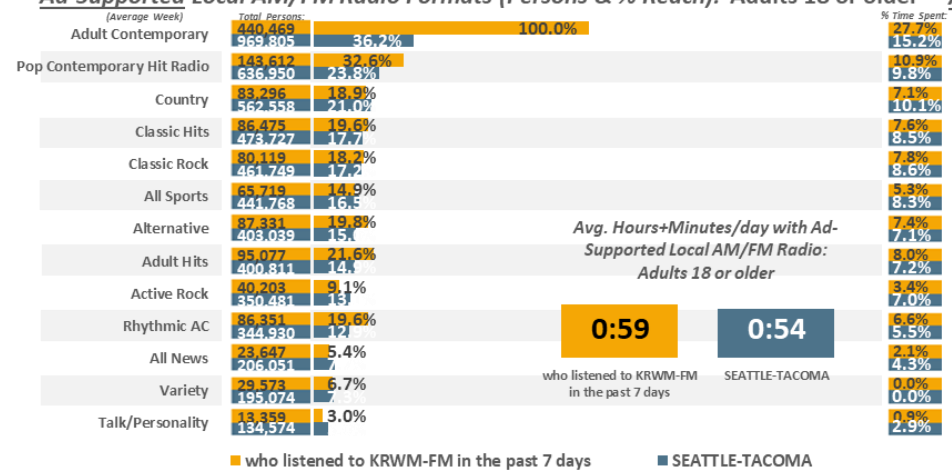
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



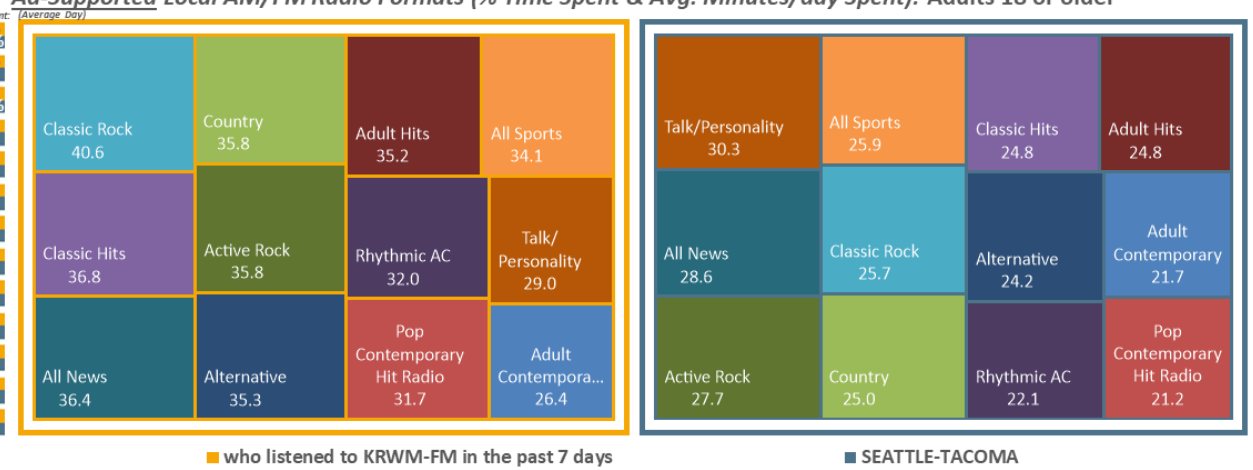
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



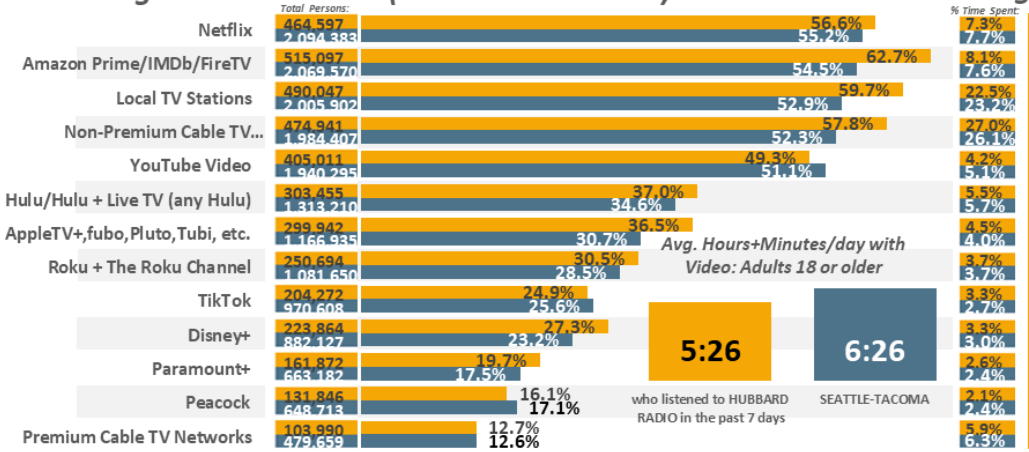
SEATTLE-TACOMA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 436

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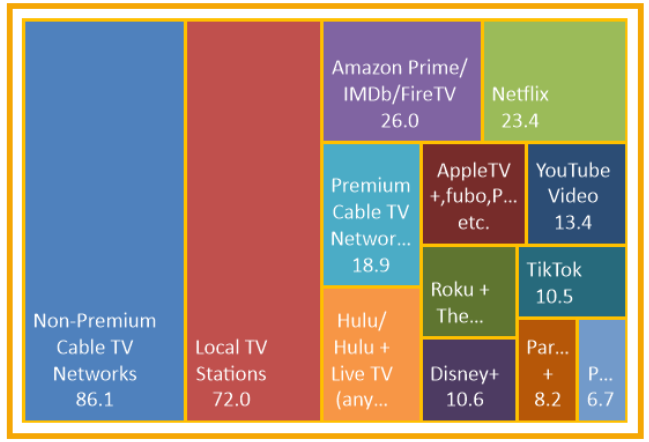
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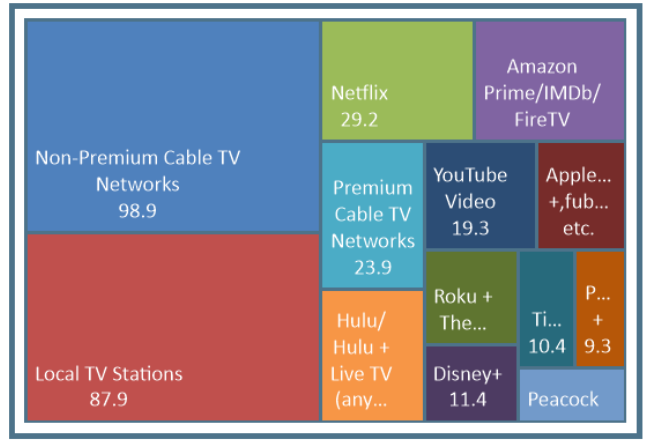
482,153 or 58.7% of Adults 18 or older who listened to HUBBARD RADIO in the past 7 days watch Ad-Supported Local TV Stations for an average of 66.9 minutes every day representing 24.8% of all time spent daily with Ad-Supported Video.

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

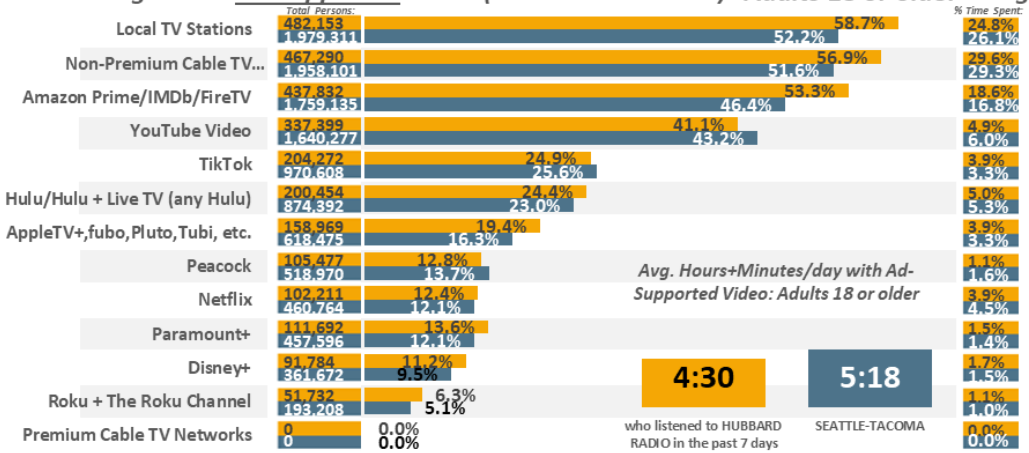


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

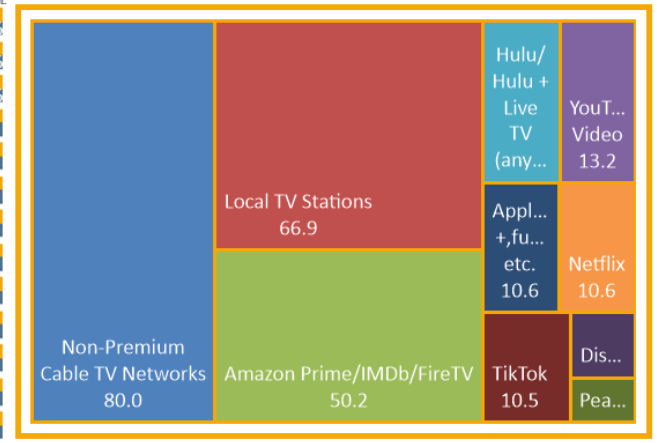


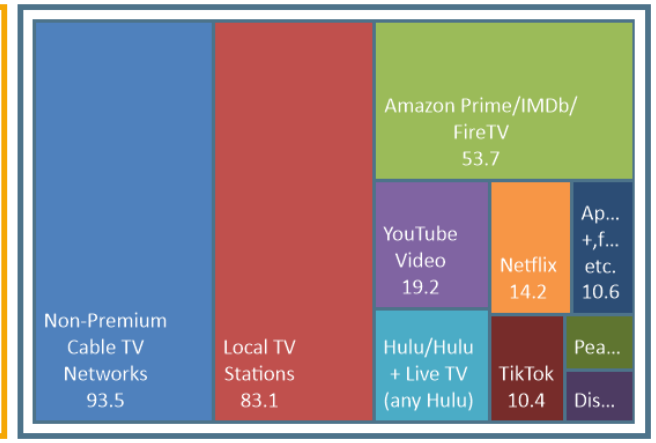


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



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





SEATTLE-TACOMA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 775

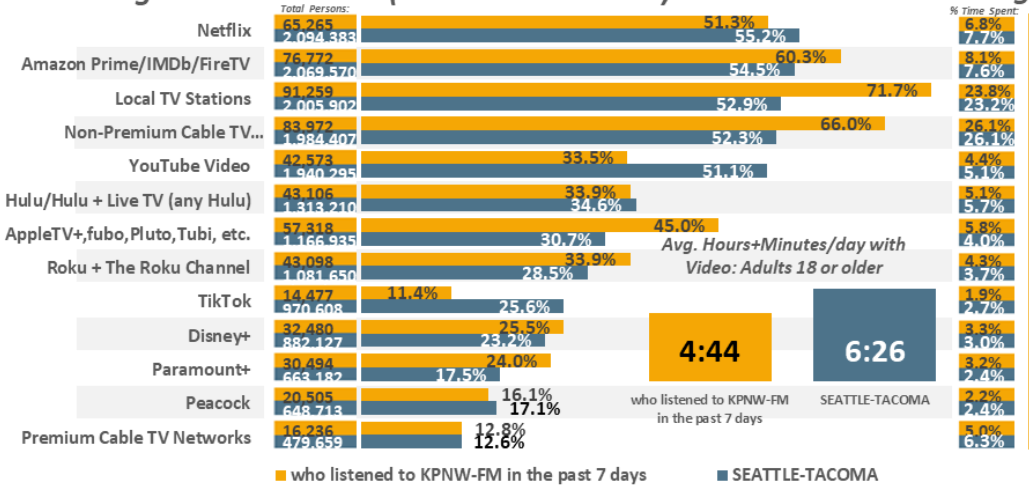
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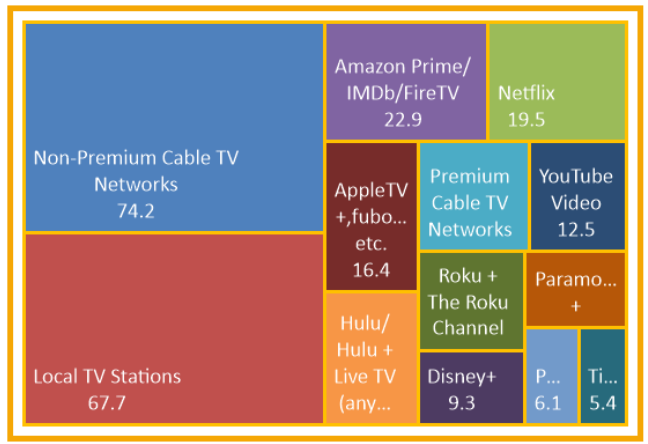
(Radio Stations: KPNW-FM OR Radio Stations: KQMV-FM OR Radio Stations: KRWM-FM)

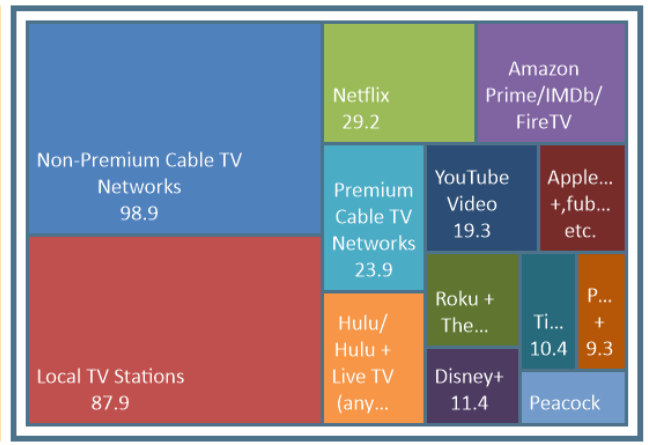
89,871 or 70.6% of Adults 18 or older who listened to KPNW-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 61.8 minutes every day representing 26.7% of all time spent daily with Ad-Supported Video.

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

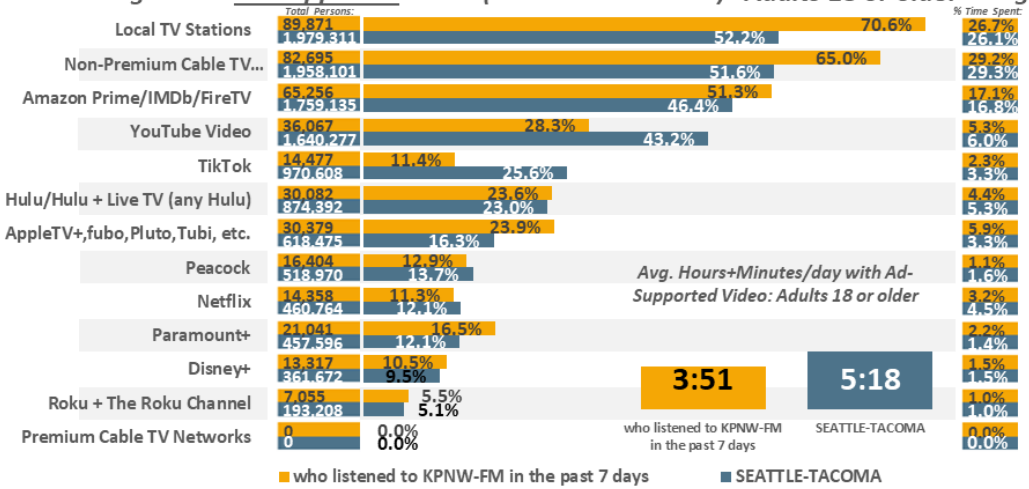


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

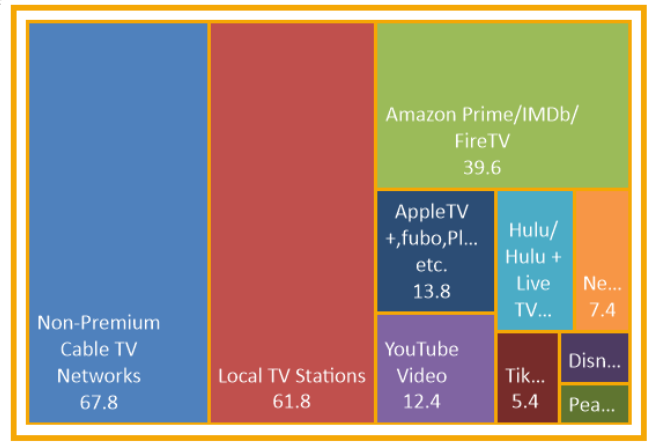


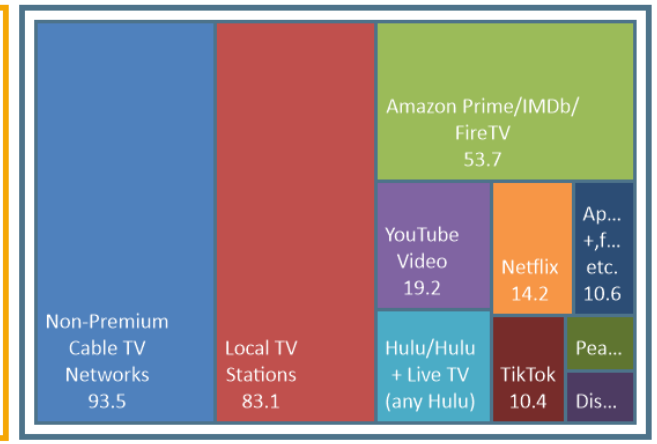


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



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





SEATTLE-TACOMA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 123

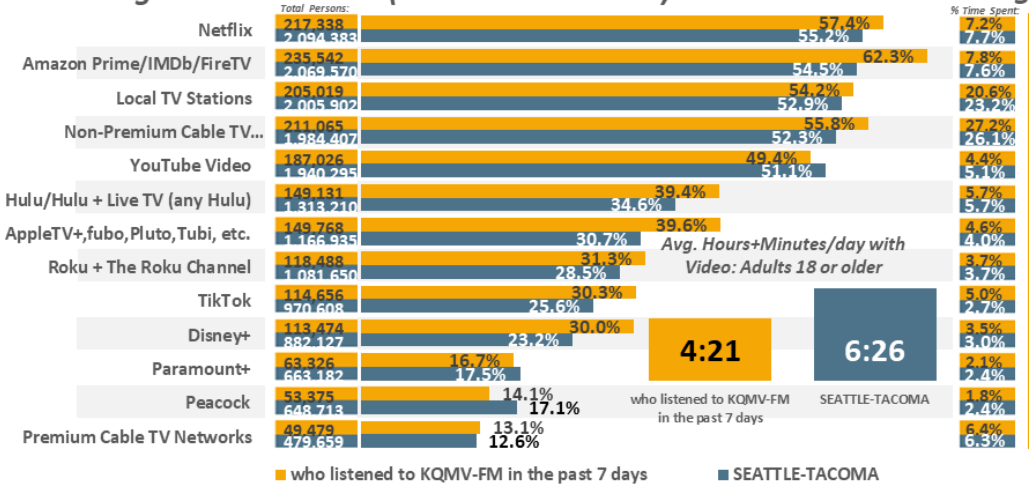
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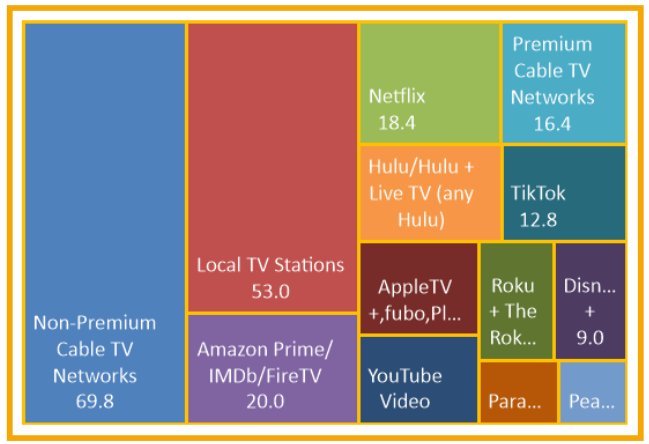
Radio Stations: KPNW-FM

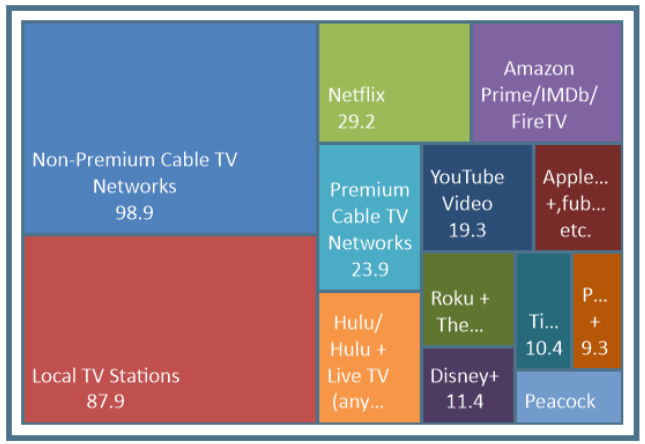
200,671 or 53.% of Adults 18 or older who listened to KQMV-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 49.6 minutes every day representing 23.% of all time spent daily with Ad-Supported Video.

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

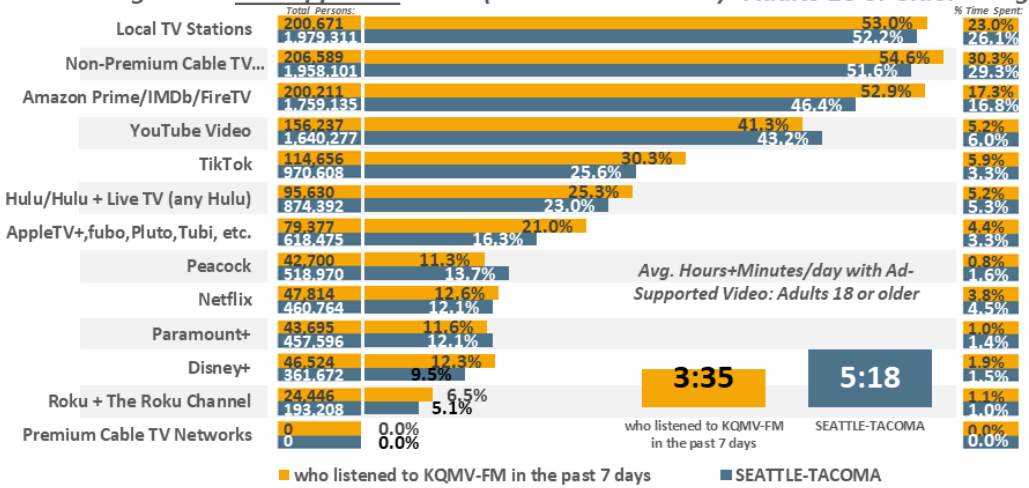


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

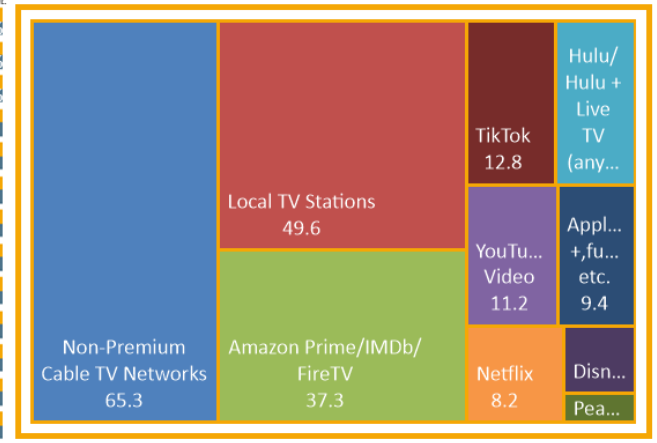


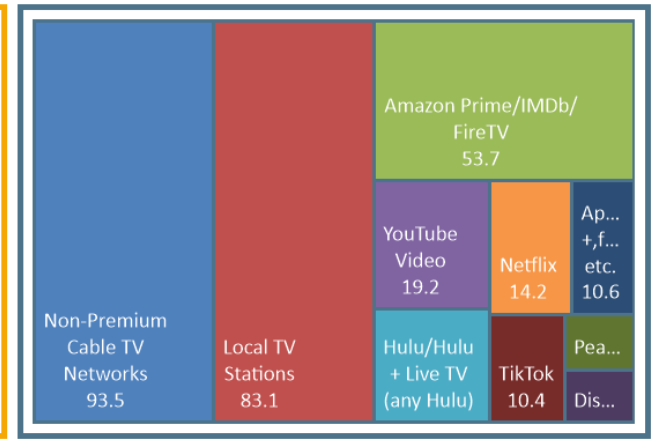


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



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





SEATTLE-TACOMA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 314

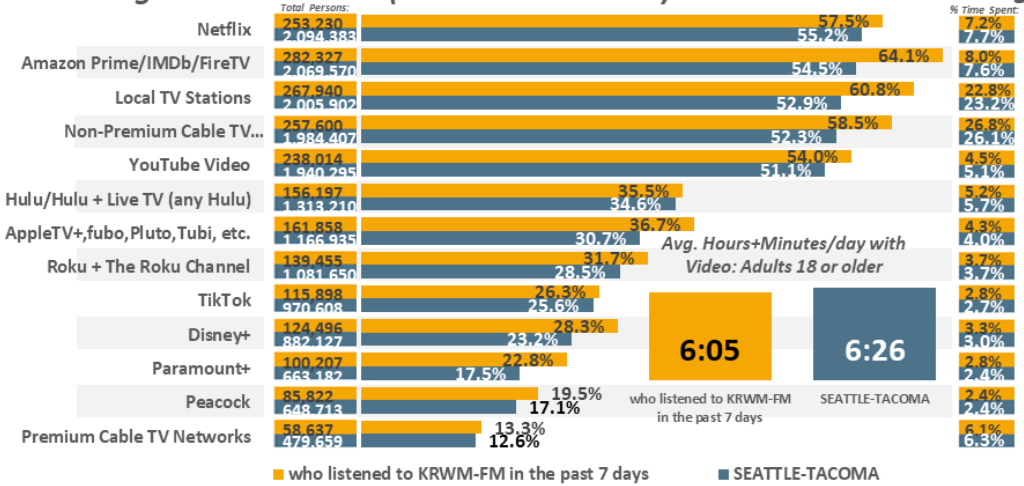
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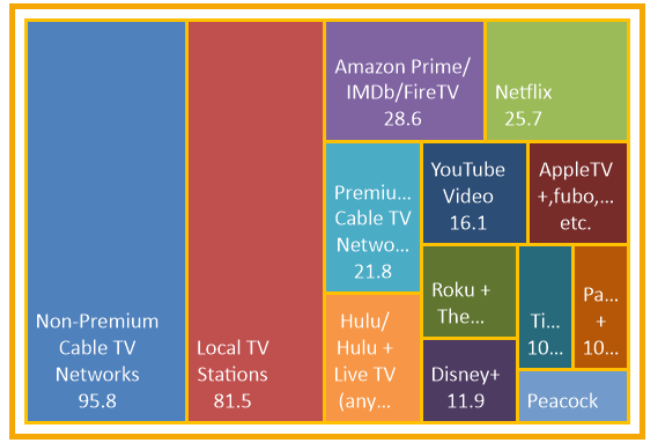
Radio Stations: KQMV-FM

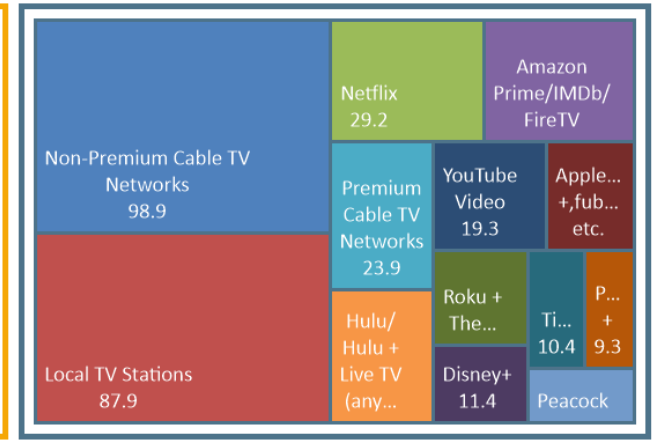
264,380 or 60.% of Adults 18 or older who listened to KRWM-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 74.8 minutes every day representing 24.7% of all time spent daily with Ad-Supported Video.

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

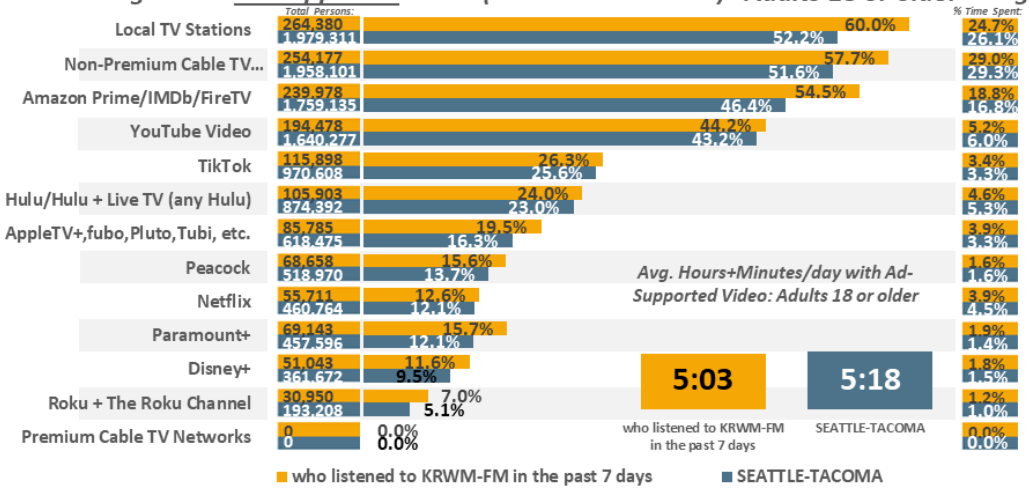


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

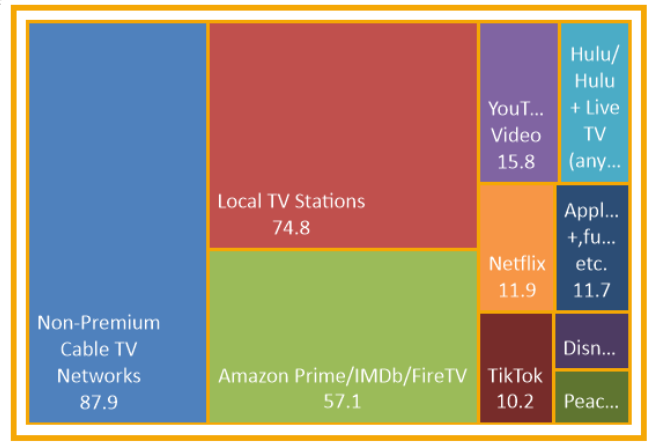


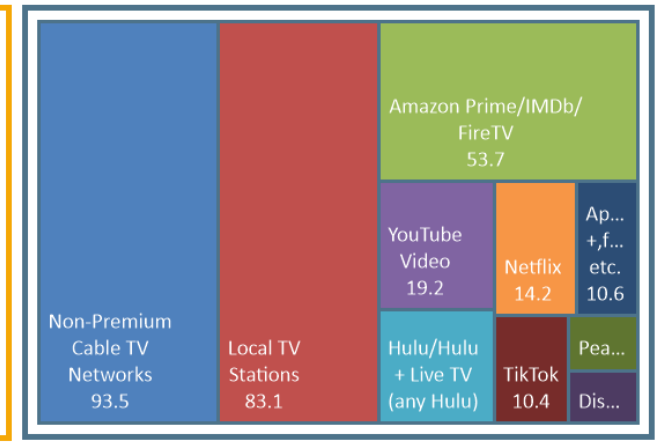


Avg. Week <u>Ad-Supported</u> Video (Persons & % Reach): Adults 18 or older



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





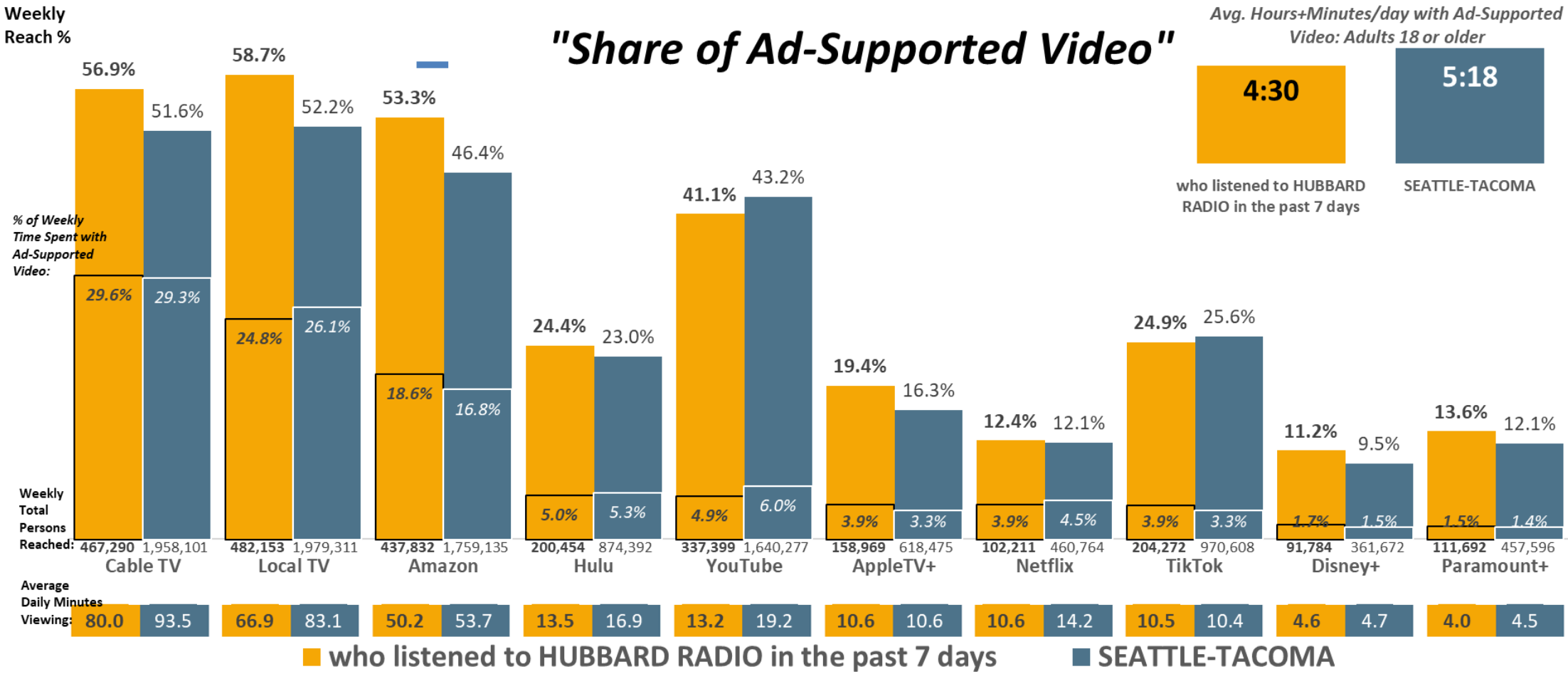
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Radio Stations: KRWM-FM

482,153 or 58.7% of Adults 18 or older who listened to HUBBARD RADIO in the past 7 days watch Ad-Supported Local TV Stations for an average of 66.9 minutes every day representing 24.8% of all time spent daily with Ad-Supported Video.



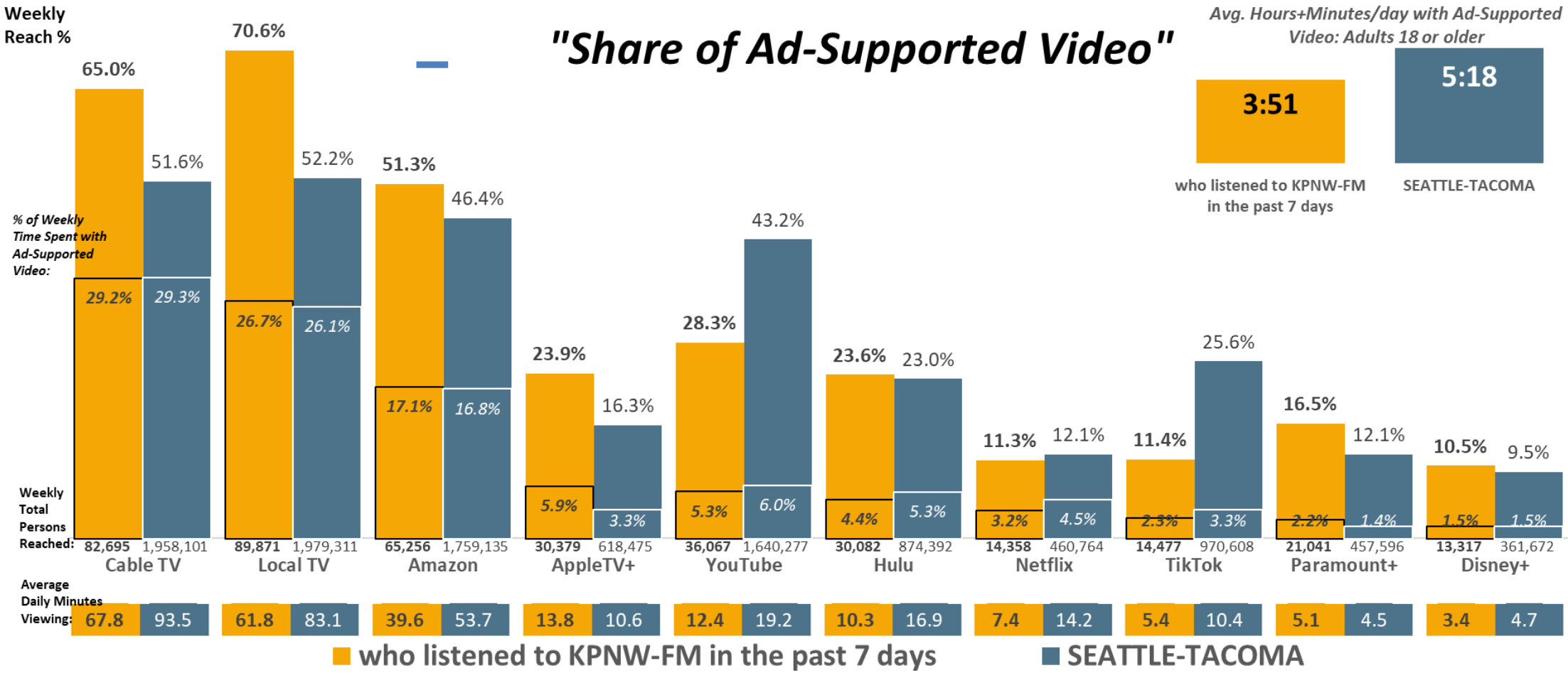
SEATTLE-TACOMA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 775 SEATTLE-TACOMA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 3,704

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

89,871 or 70.6% of Adults 18 or older who listened to KPNW-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 61.8 minutes every day representing 26.7% of all time spent daily with Ad-Supported Video.



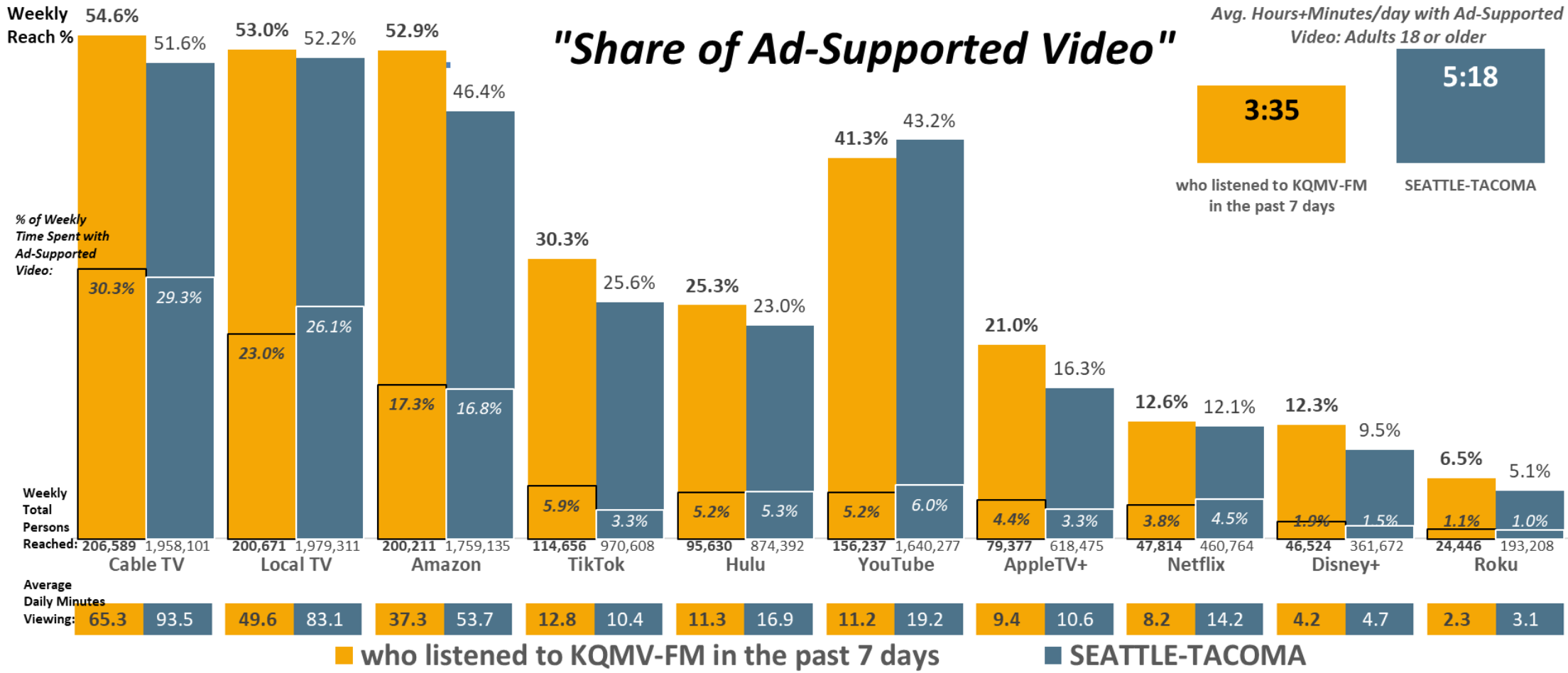
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Radio Stations: KPNW-FM

200,671 or 53.% of Adults 18 or older who listened to KQMV-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 49.6 minutes every day representing 23.% of all time spent daily with Ad-Supported Video.



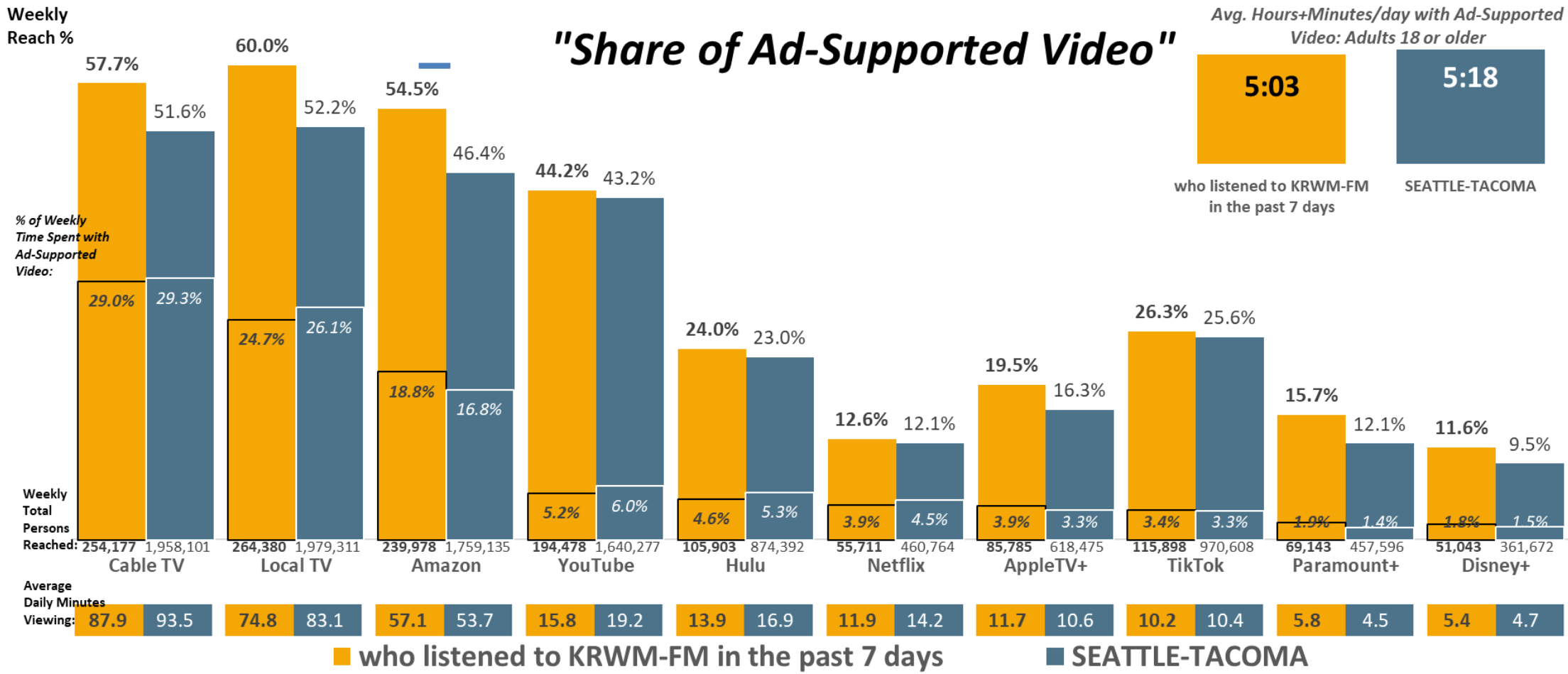
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Radio Stations: KQMV-FM

264,380 or 60.% of Adults 18 or older who listened to KRWM-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 74.8 minutes every day representing 24.7% of all time spent daily with Ad-Supported Video.



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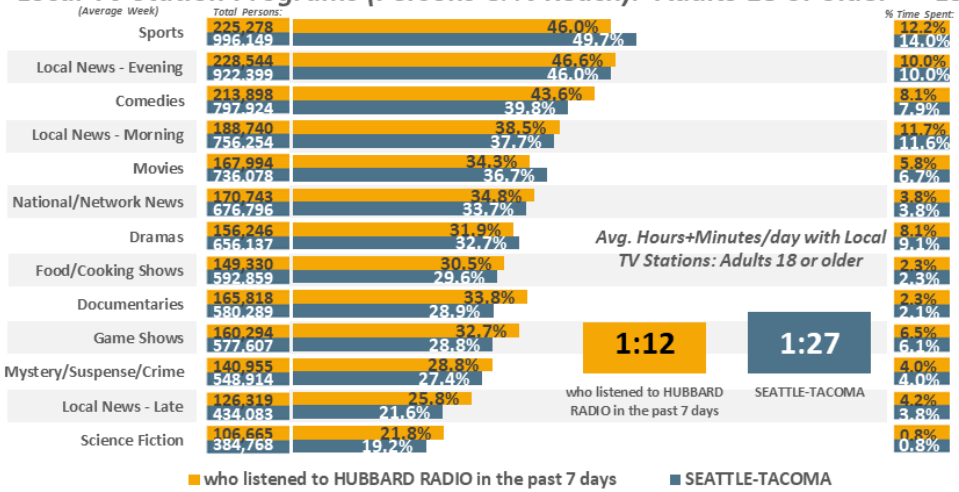
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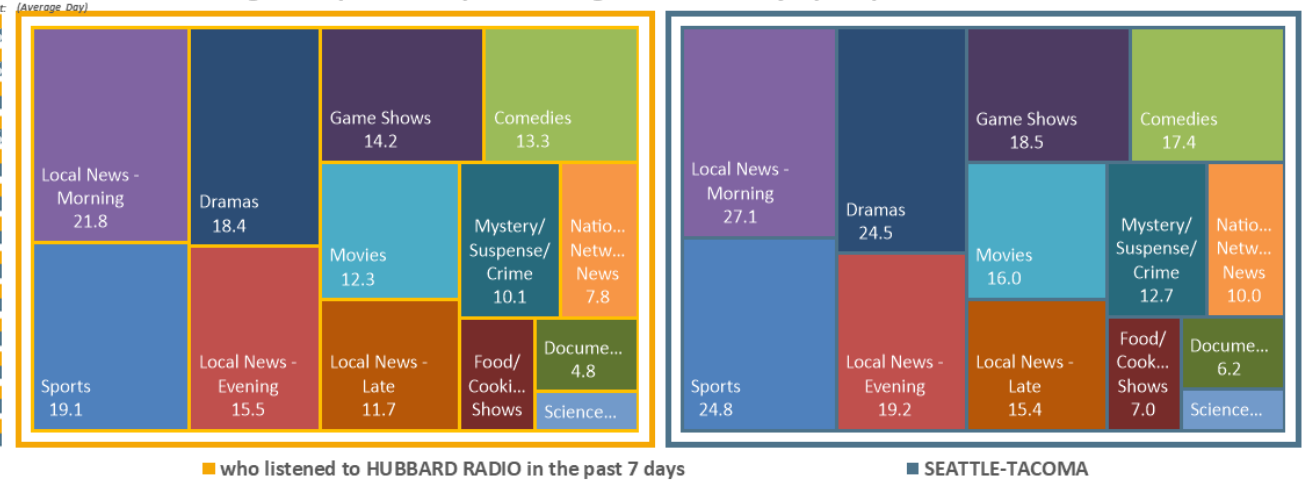
Radio Stations: KRWM-FM

482,153 or 58.7% of Adults 18 or older who listened to HUBBARD RADIO in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Comedies, Local News - Morning, Movies, and Game Shows.

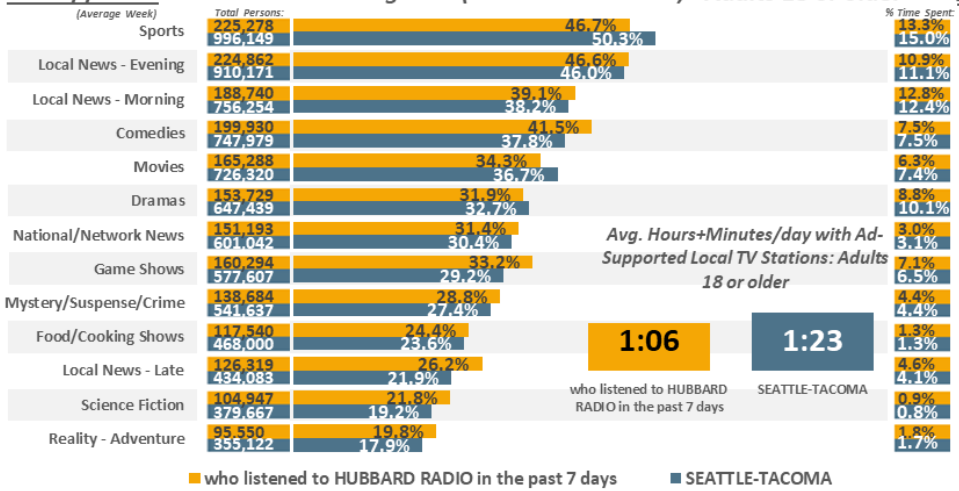
Local TV Station Programs (Persons & % Reach): Adults 18 or older



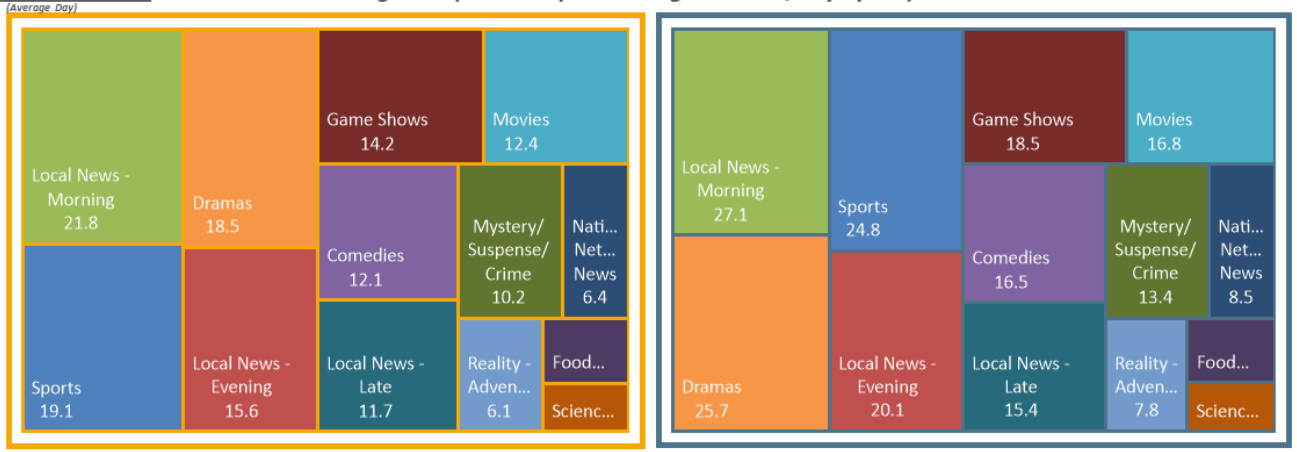
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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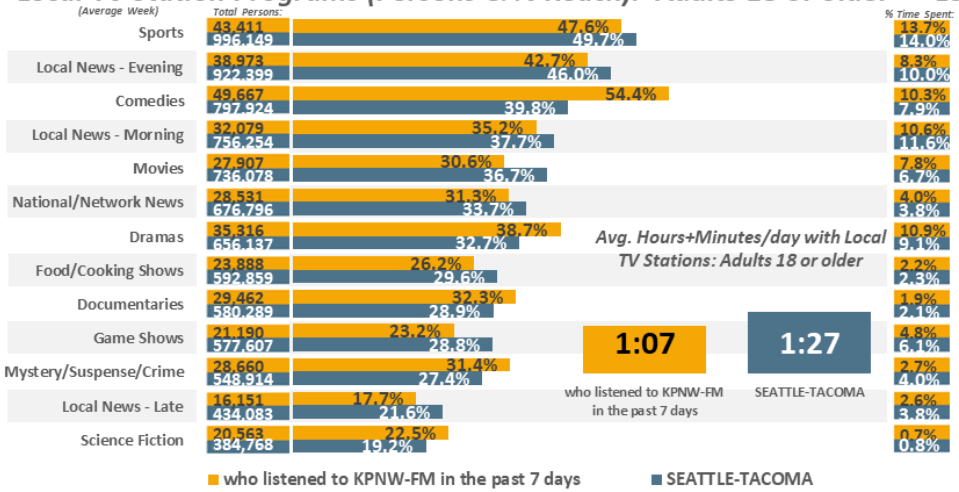
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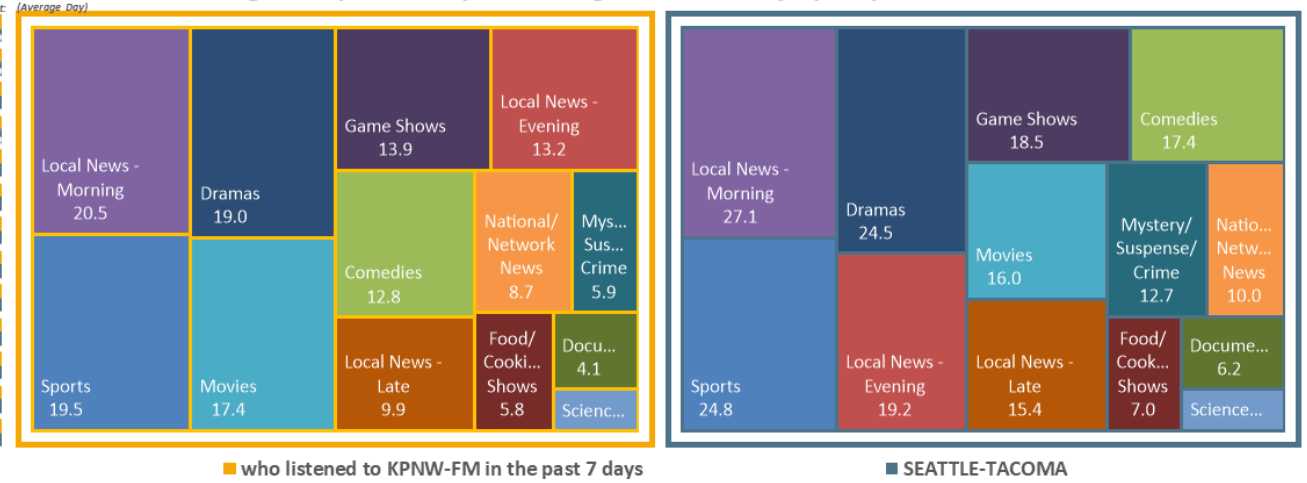
(Radio Stations: KPNW-FM OR Radio Stations: KQMV-FM OR Radio Stations: KRWM-FM)

89,871 or 70.6% of Adults 18 or older who listened to KPNW-FM in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Comedies, Sports, Local News - Evening, Dramas, Local News - Morning, and Mystery/Suspense/Crime.

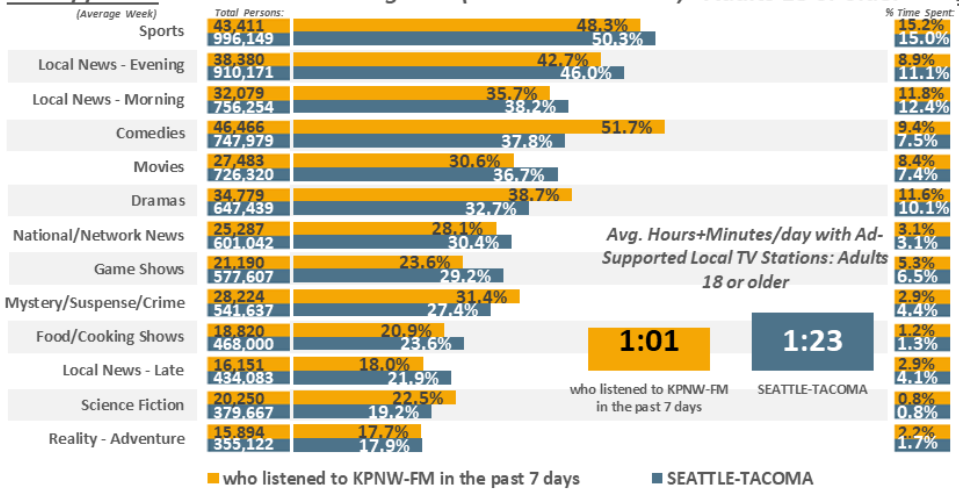
Local TV Station Programs (Persons & % Reach): Adults 18 or older



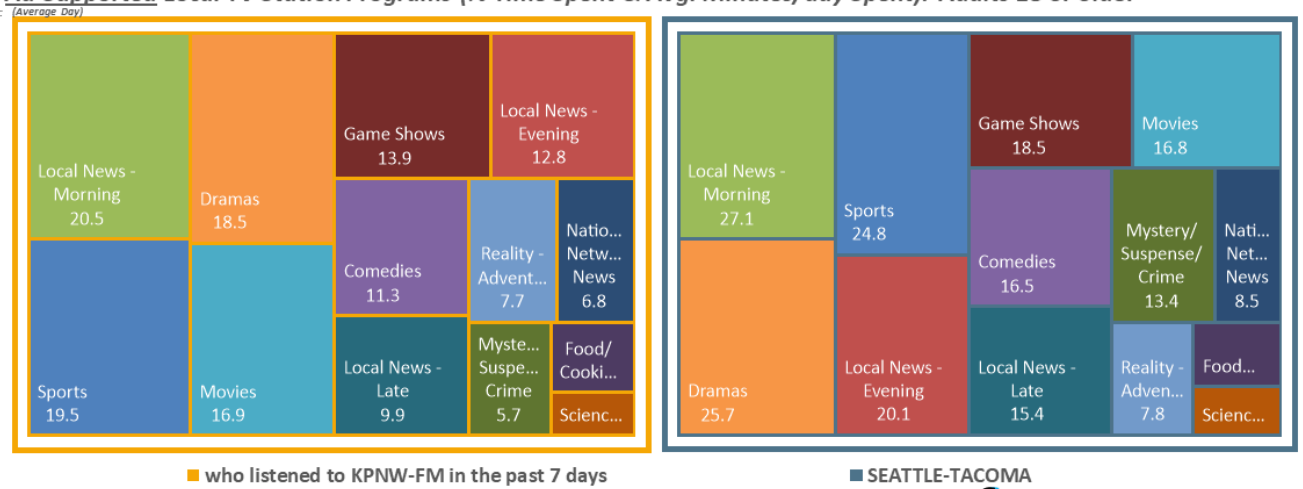
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



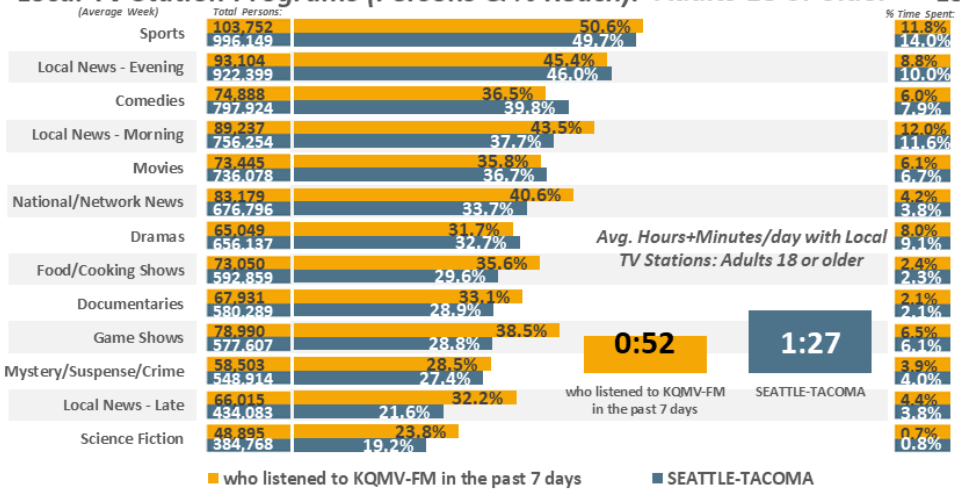
SEATTLE-TACOMA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 123

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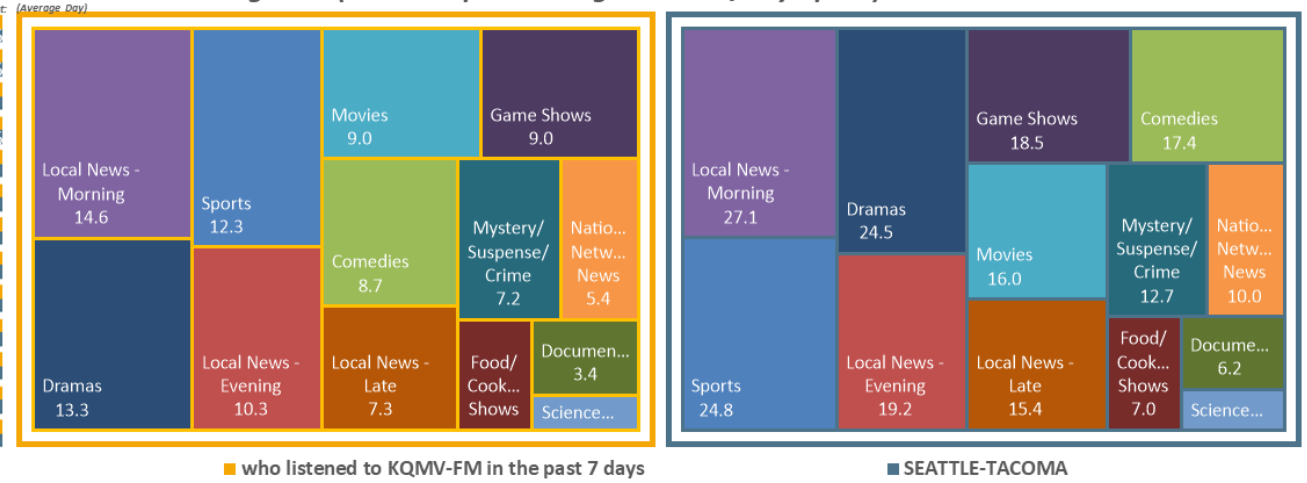
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200,671 or 53.% of Adults 18 or older who listened to KQMV-FM in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Game Shows, National/Network News, and Movies.

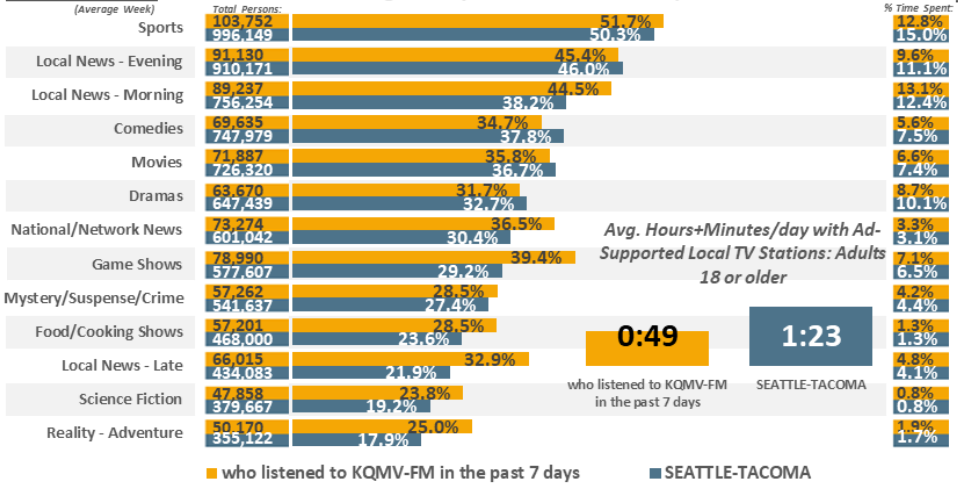
Local TV Station Programs (Persons & % Reach): Adults 18 or older



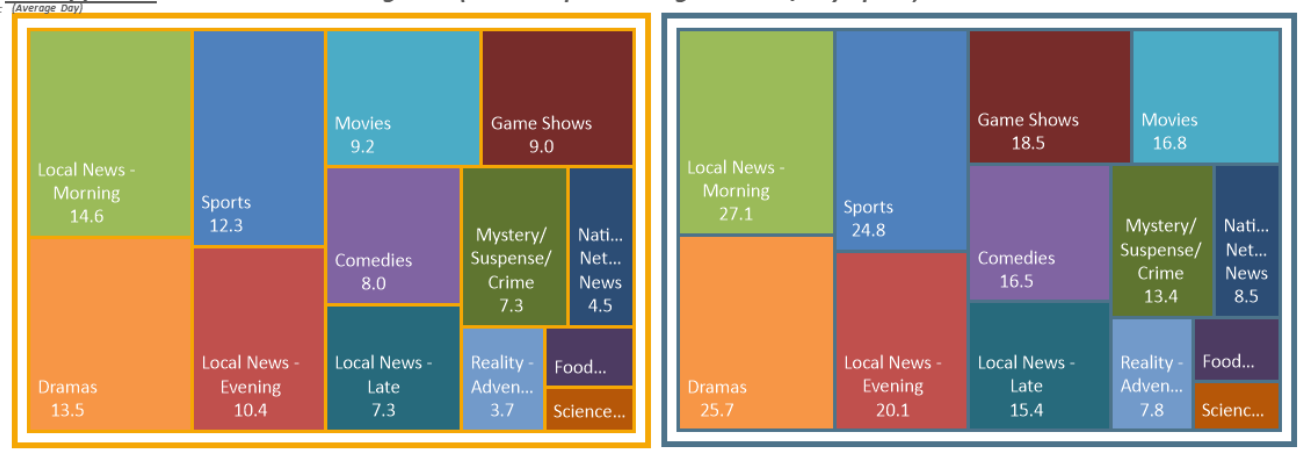
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



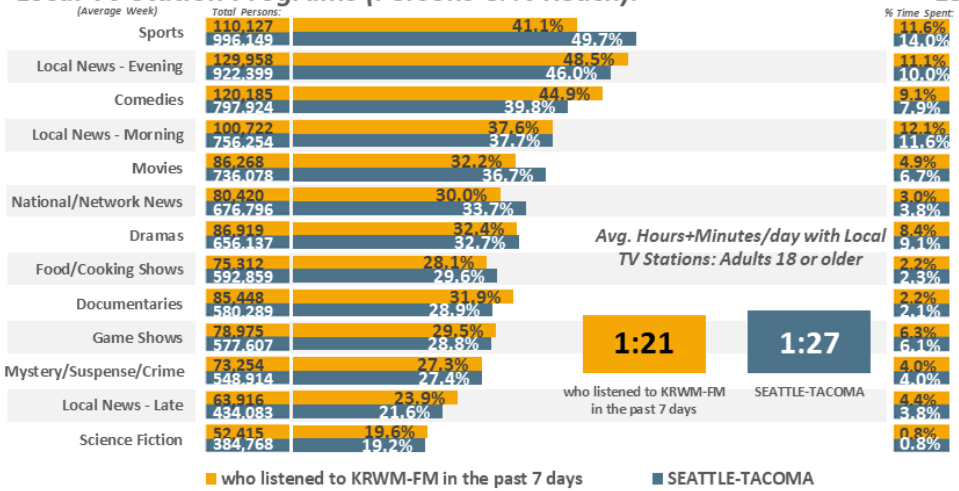
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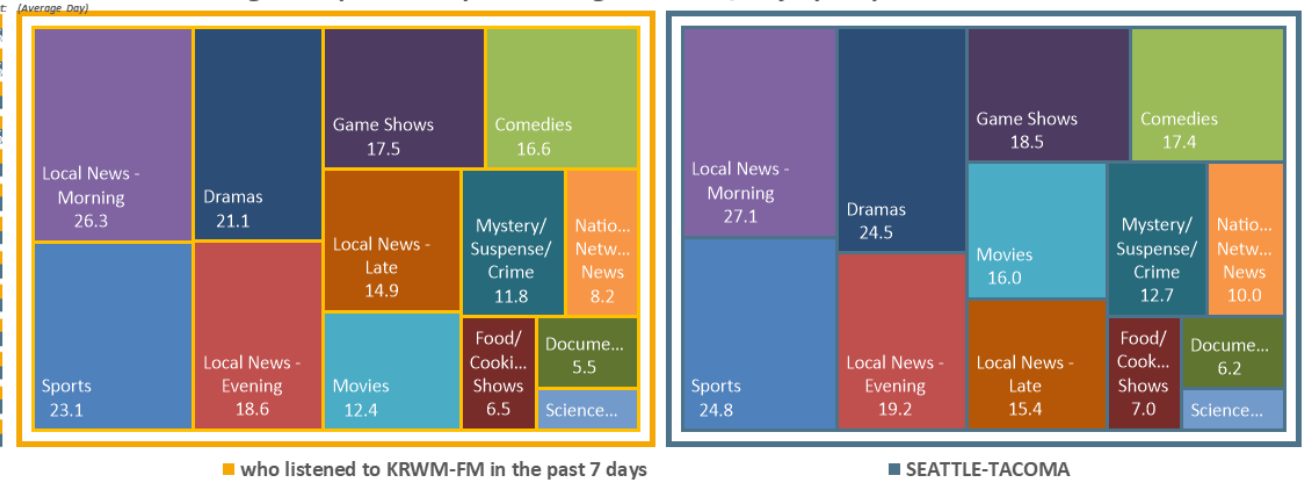
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264,380 or 60.% of Adults 18 or older who listened to KRWM-FM in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Comedies, Sports, Local News - Morning, Dramas, and Movies.

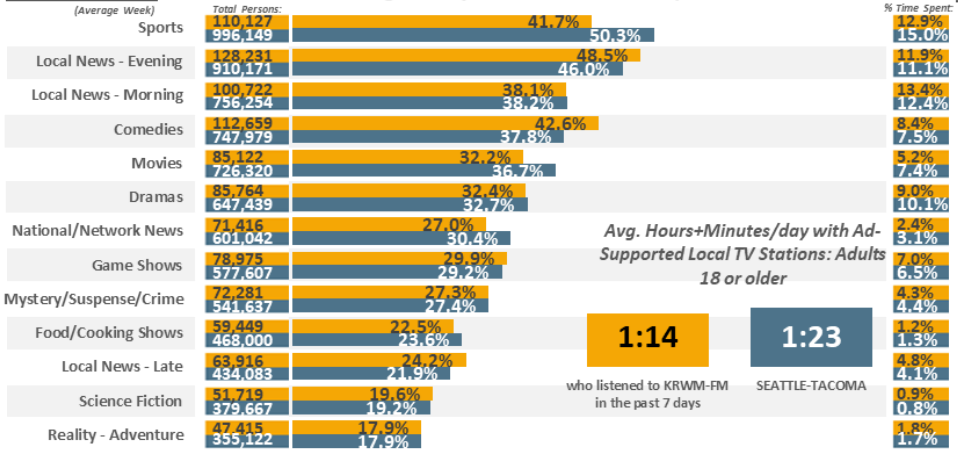
Local TV Station Programs (Persons & % Reach): Adults 18 or older



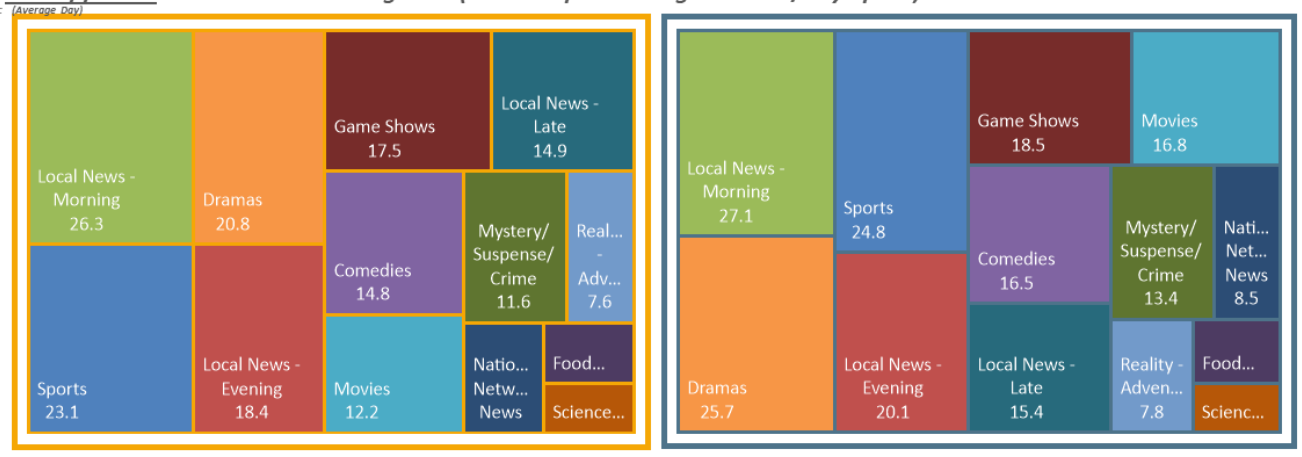
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



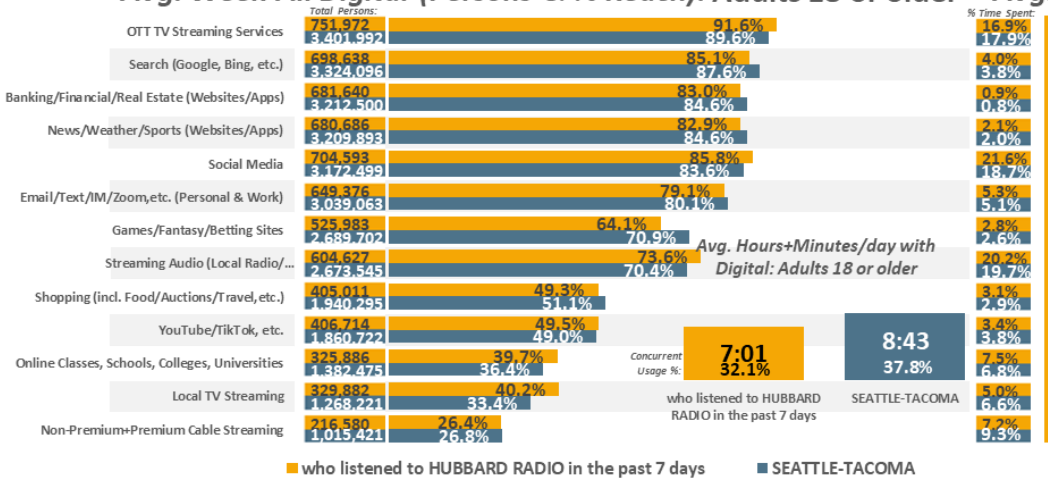
SEATTLE-TACOMA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 436

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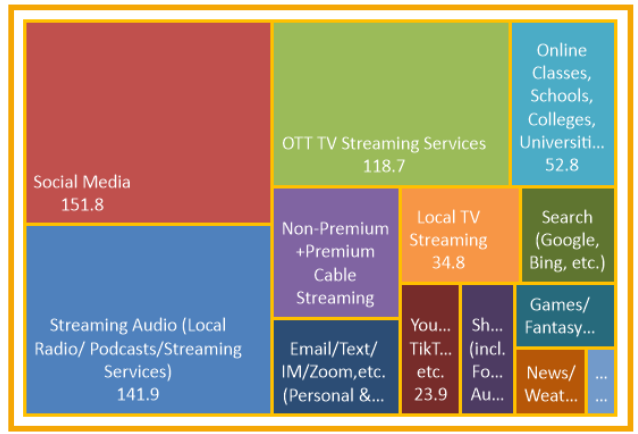
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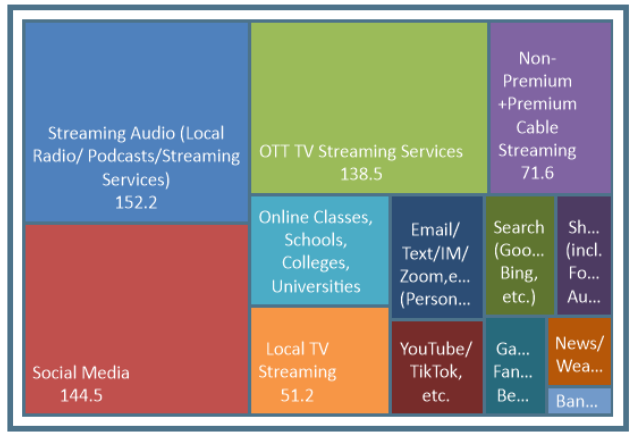
631,439 or 76.9% of Adults 18 or older who listened to HUBBARD RADIO in the past 7 days use Ad-Supported Social Media for an average of 136.1 minutes every day representing 26.4% of all time spent daily with Ad-Supported Digital Media.

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

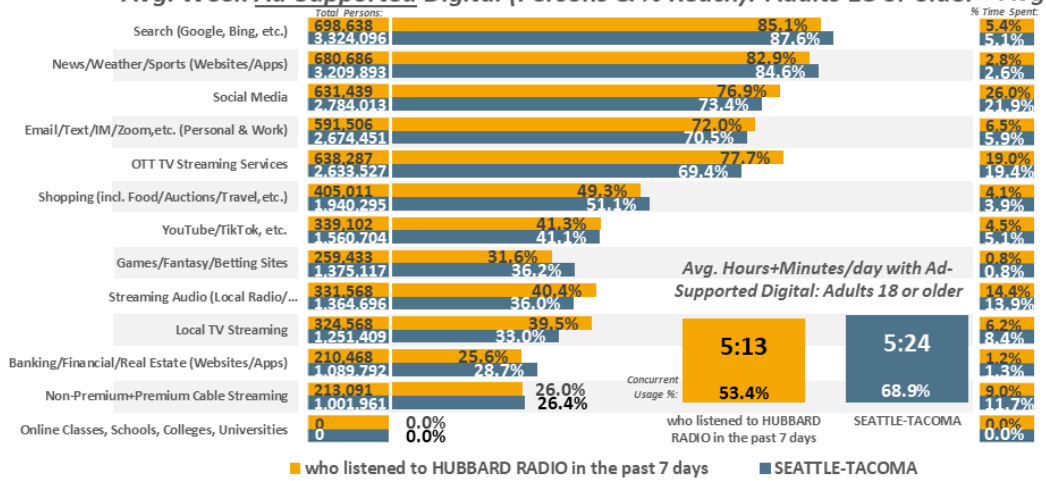


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

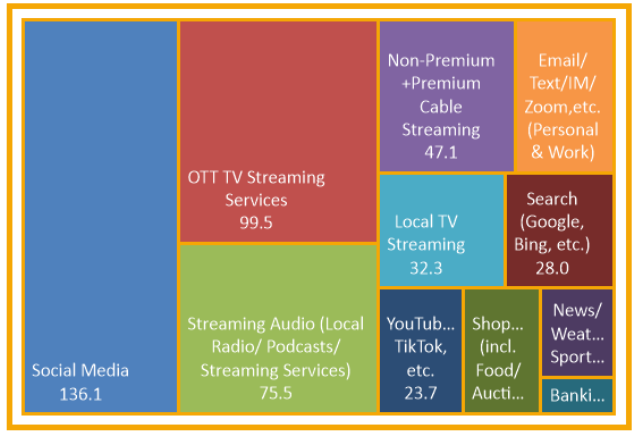


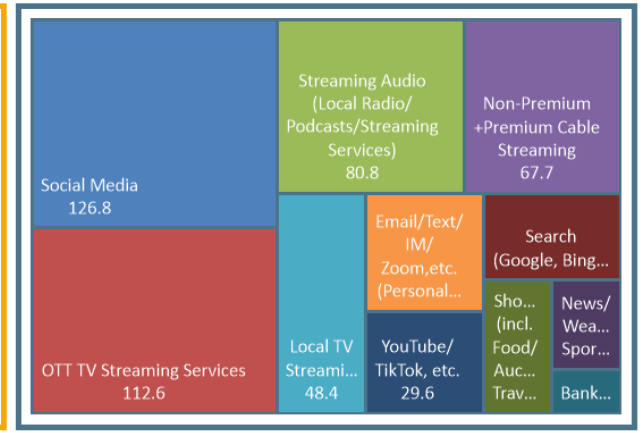


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





SEATTLE-TACOMA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 775

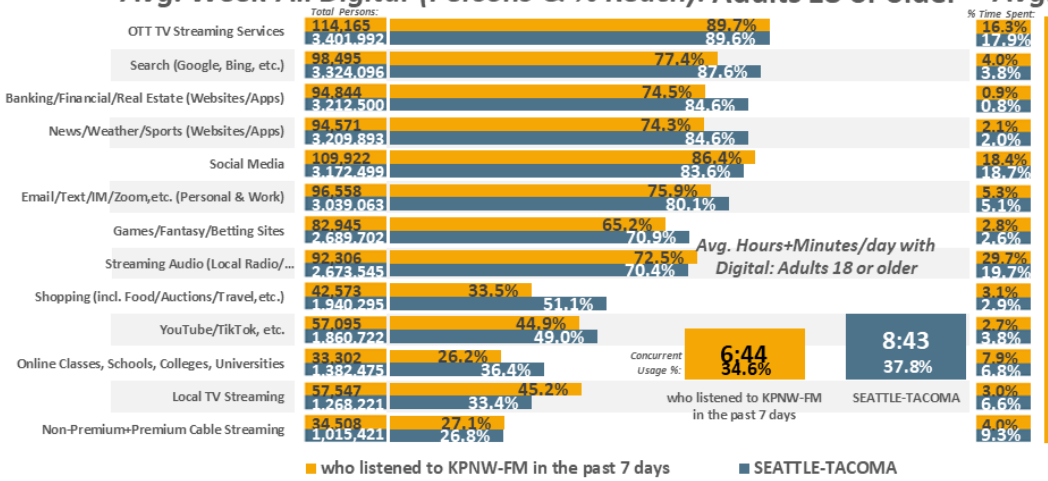
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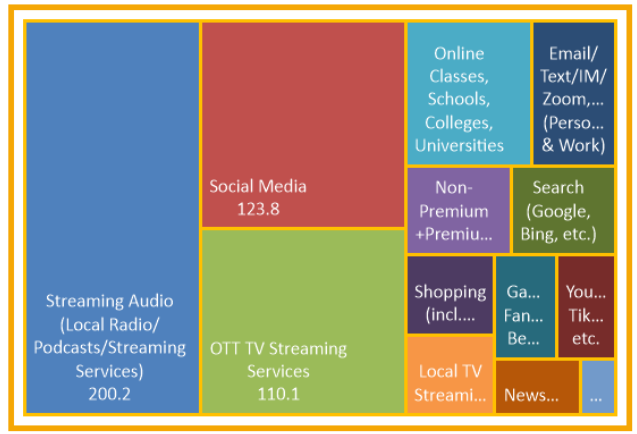
(Radio Stations: KPNW-FM OR Radio Stations: KQMV-FM OR Radio Stations: KRWM-FM)

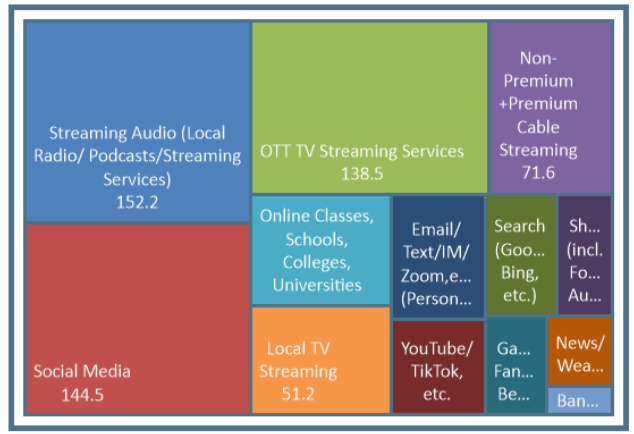
101,518 or 79.8% of Adults 18 or older who listened to KPNW-FM in the past 7 days use Ad-Supported Social Media for an average of 114.4 minutes every day representing 24.4% of all time spent daily with Ad-Supported Digital Media.

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

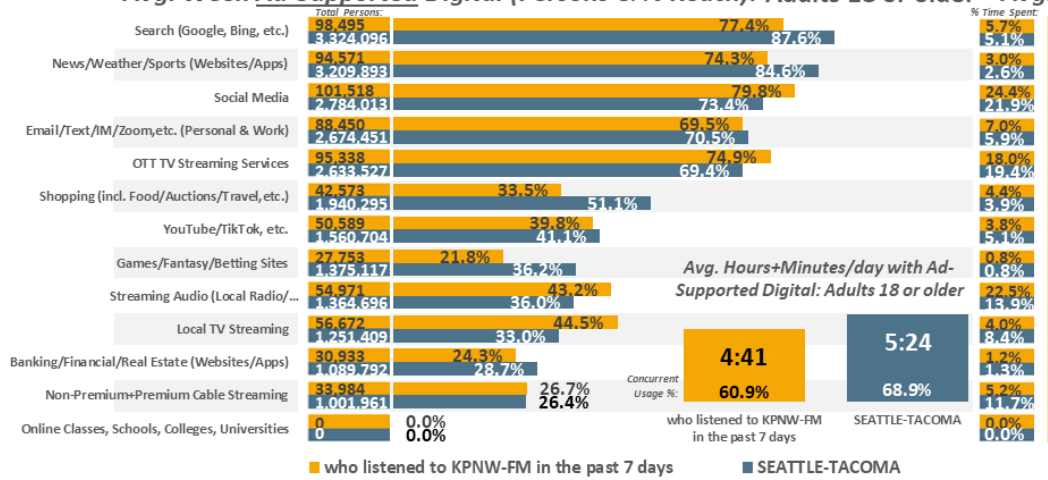


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

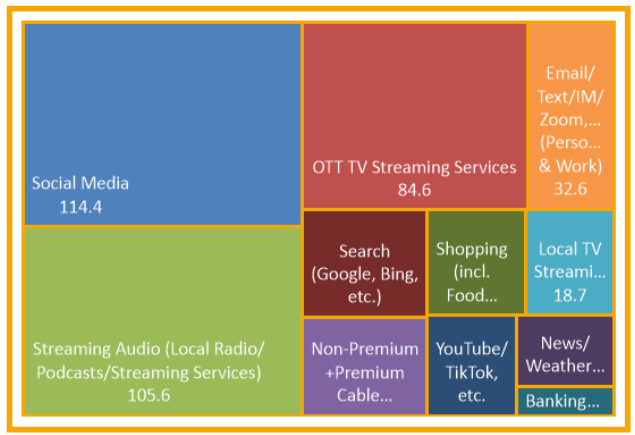


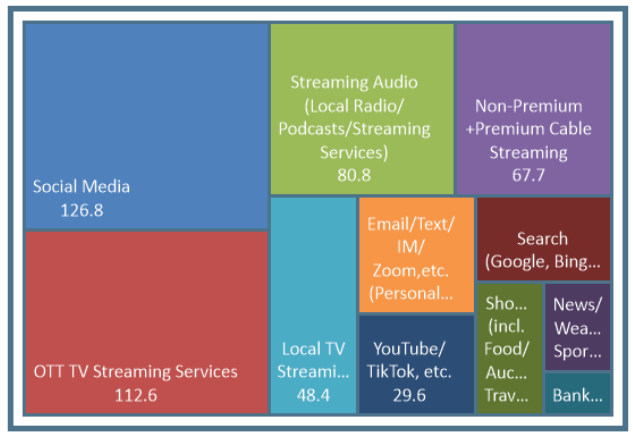


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





SEATTLE-TACOMA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 123

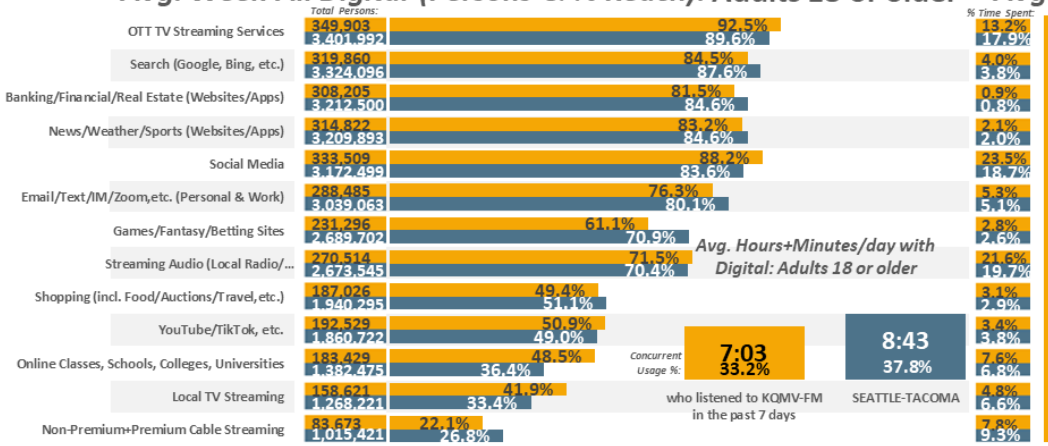
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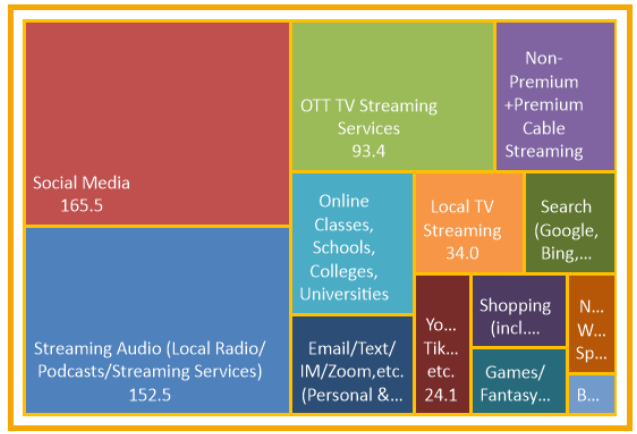
Radio Stations: KPNW-FM

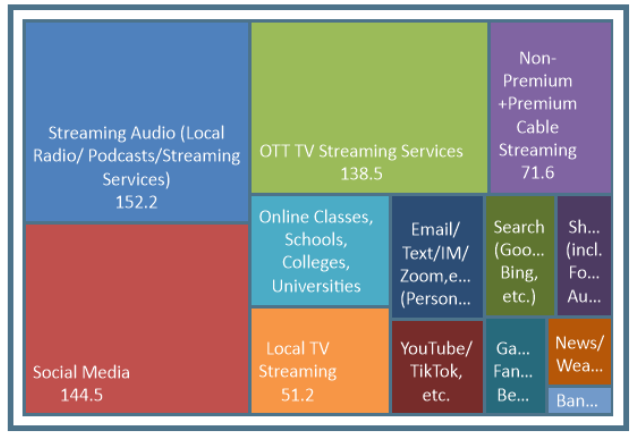
295,214 or 78.% of Adults 18 or older who listened to KQMV-FM in the past 7 days use Ad-Supported Social Media for an average of 146.5 minutes every day representing 27.9% of all time spent daily with Ad-Supported Digital Media.

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



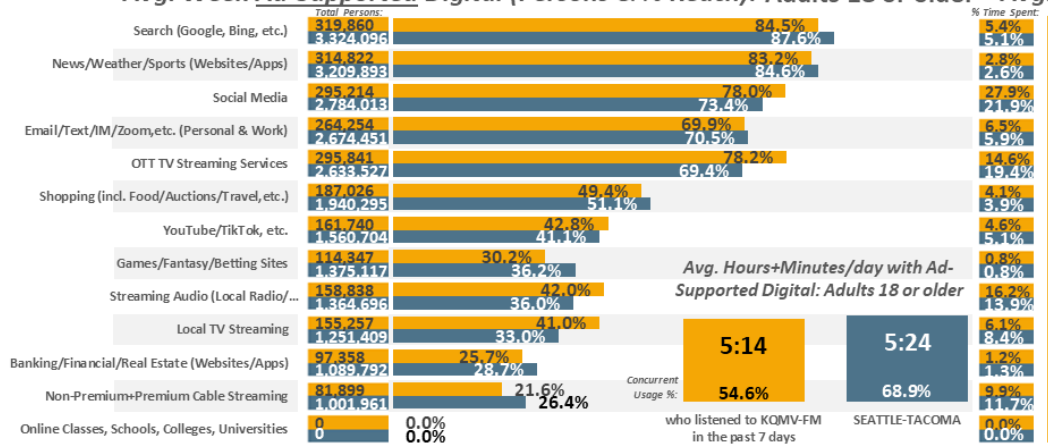
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



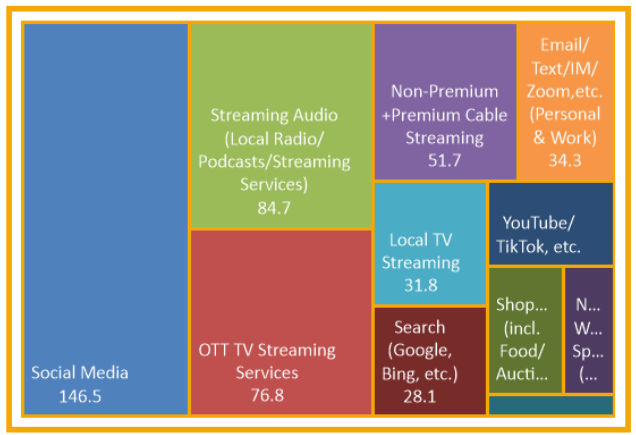


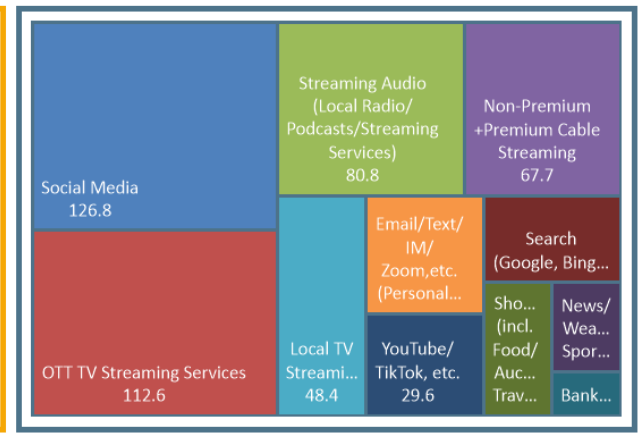
who listened to KQMV-FM in the past 7 days ■ SEATTLE-TACOMA

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





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

SEATTLE-TACOMA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 314

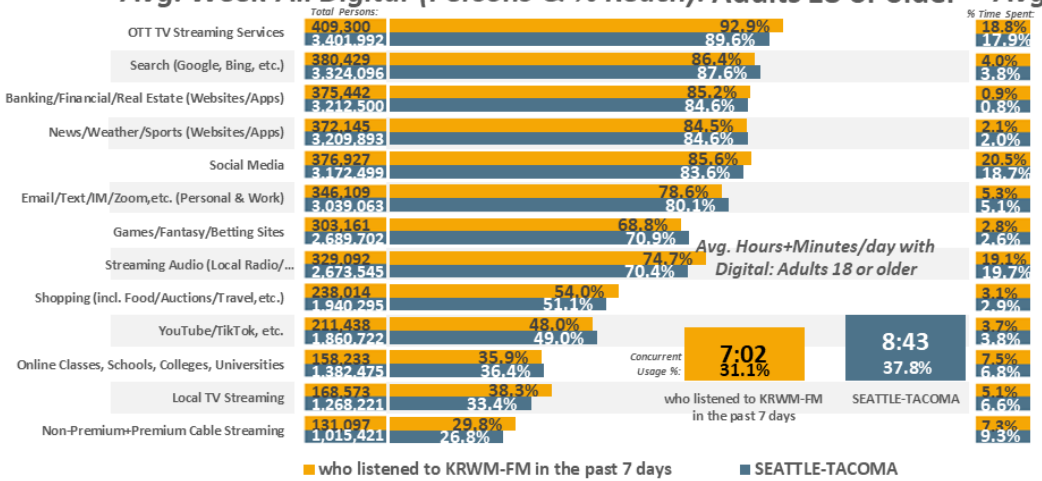
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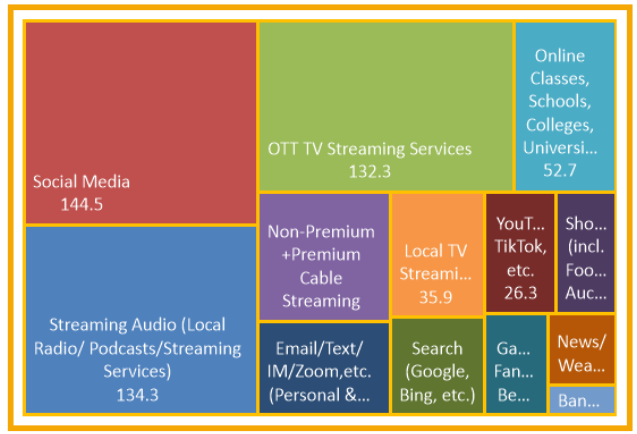
Radio Stations: KQMV-FM

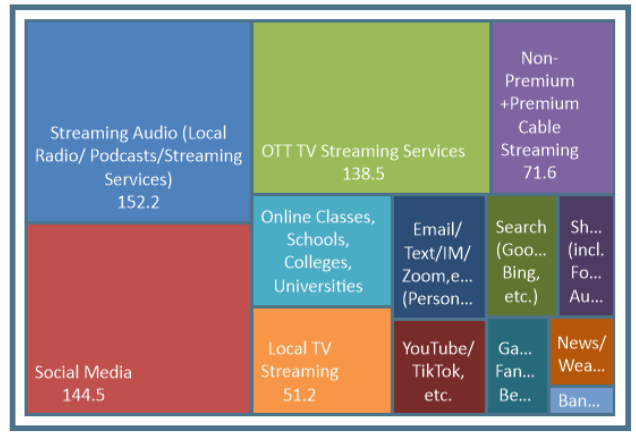
335,583 or 76.2% of Adults 18 or older who listened to KRWM-FM in the past 7 days use Ad-Supported Social Media for an average of 128.7 minutes every day representing 24.5% of all time spent daily with Ad-Supported Digital Media.

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

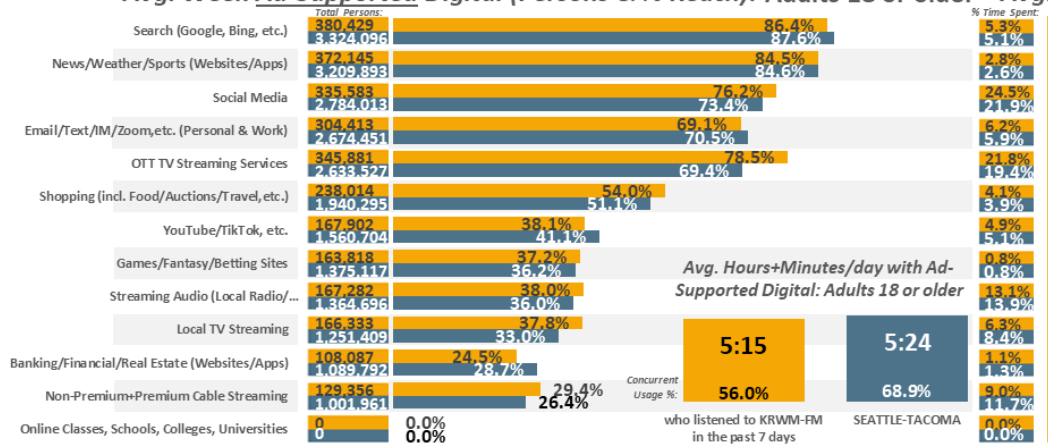


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

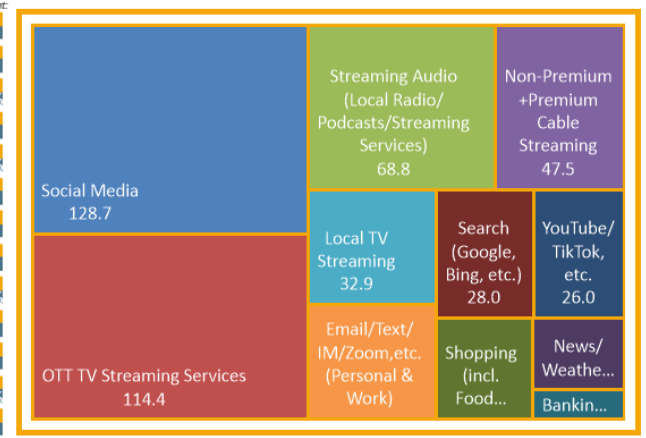


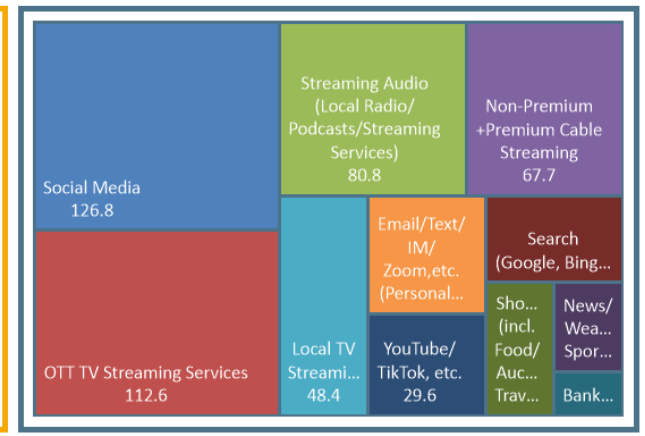


Avg. Week <u>Ad-Supported</u> Digital (Persons & % Reach): Adults 18 or older



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





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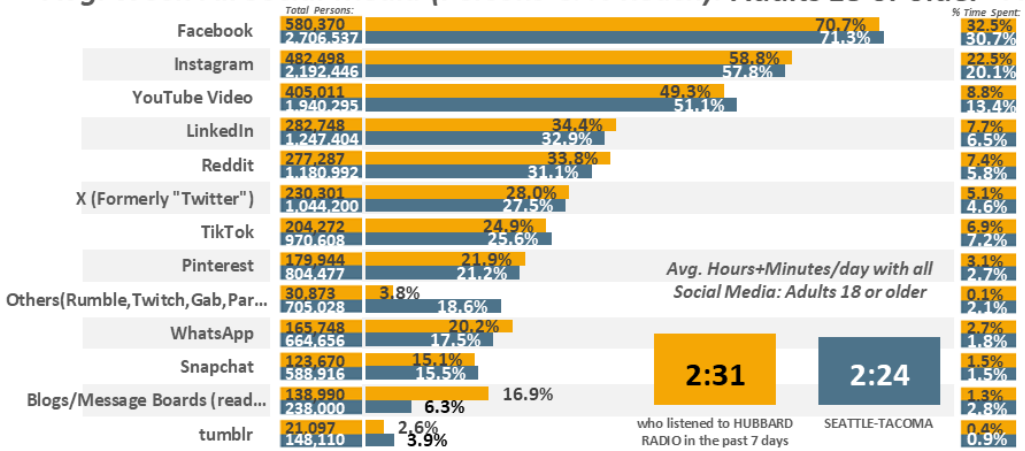
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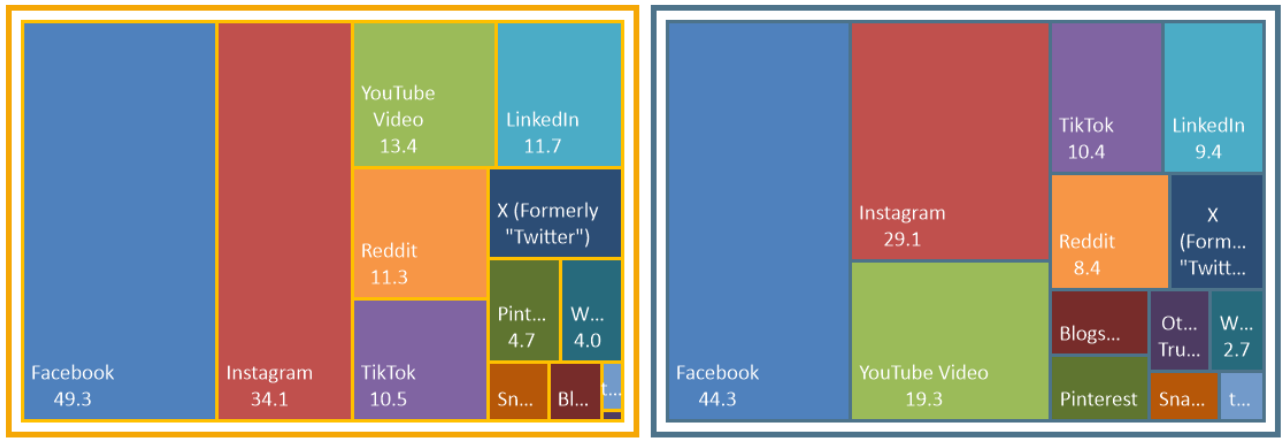
Radio Stations: KRWM-FM

580,370 or 70.7% of Adults 18 or older who listened to HUBBARD RADIO in the past 7 days use Ad-Supported Facebook for an average of 51.9 minutes every day representing 38.1% of all time spent daily with Ad-Supported Social Media.

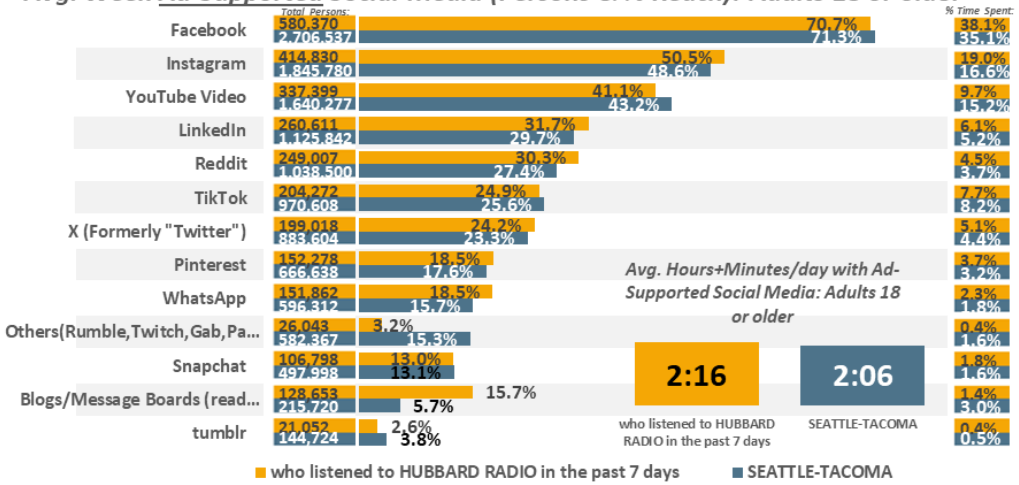
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



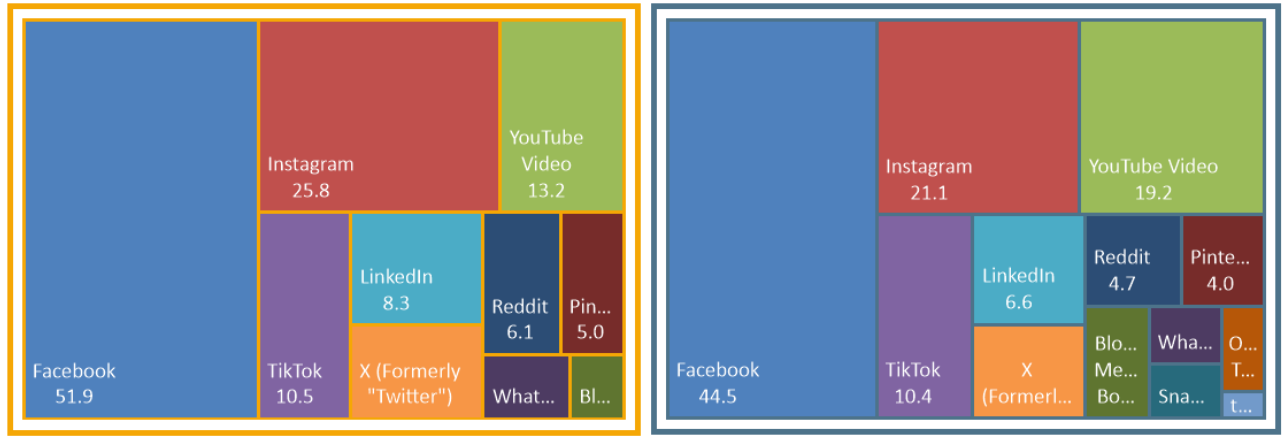
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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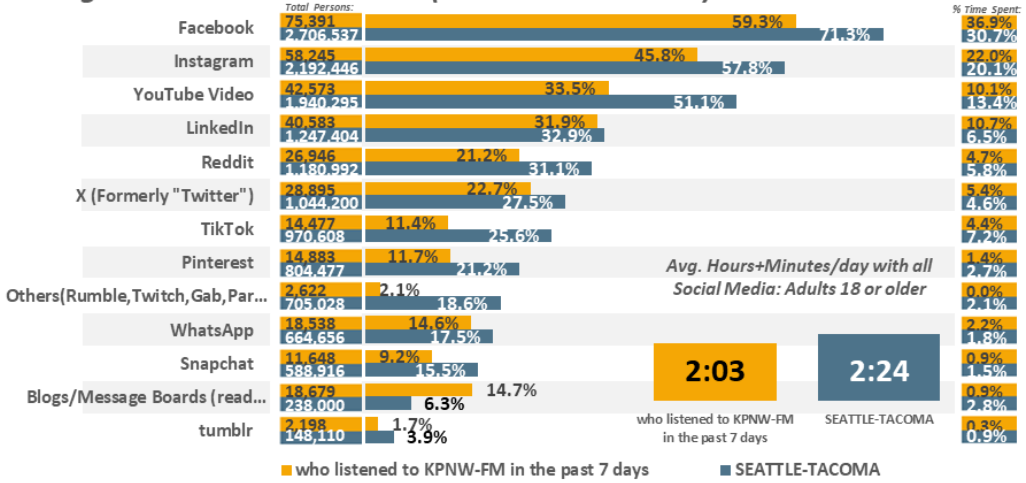
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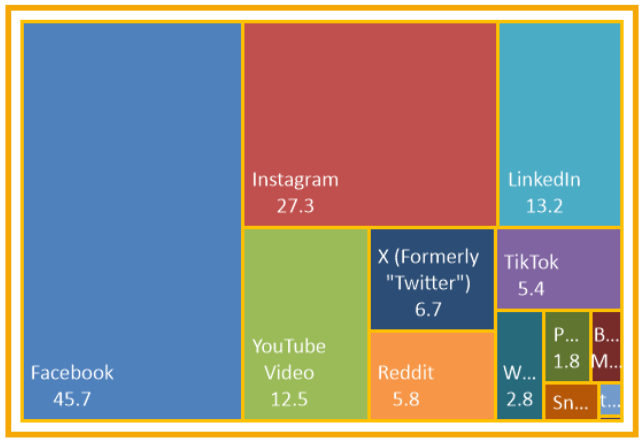
(Radio Stations: KPNW-FM OR Radio Stations: KQMV-FM OR Radio Stations: KRWM-FM)

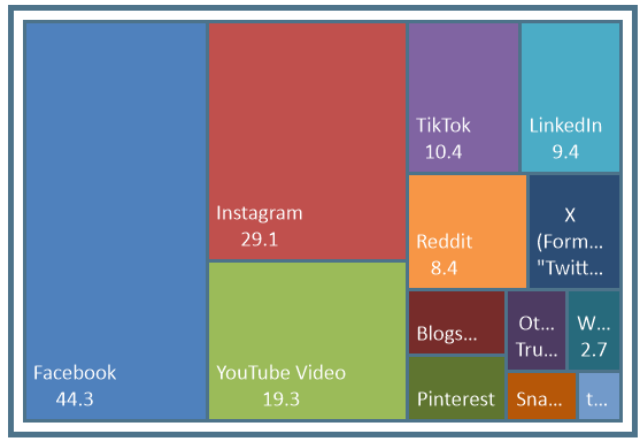
75,391 or 59.3% of Adults 18 or older who listened to KPNW-FM in the past 7 days use Ad-Supported Facebook for an average of 46.7 minutes every day representing 40.8% of all time spent daily with Ad-Supported Social Media.

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

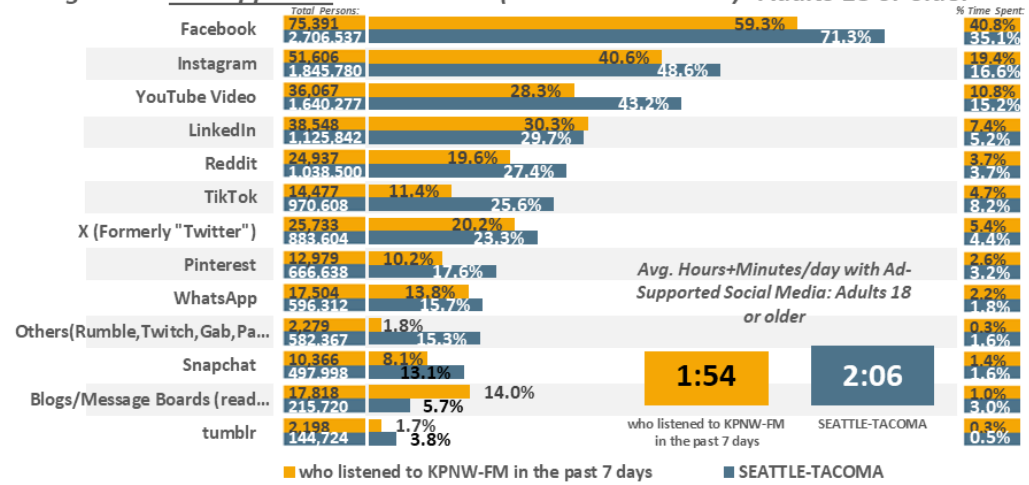


Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

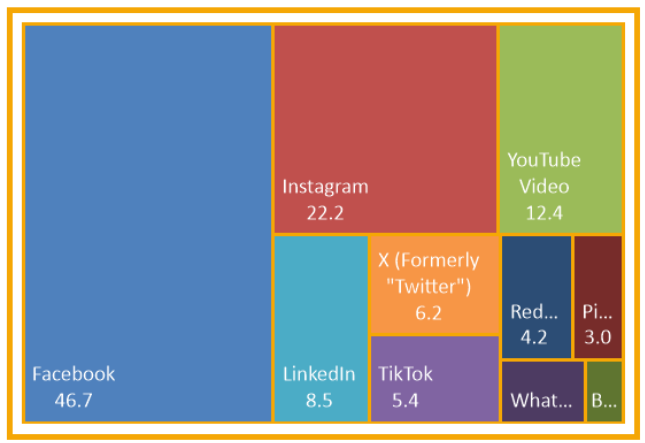


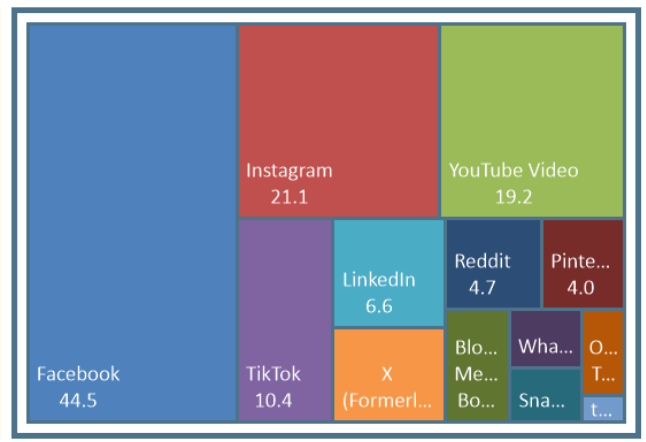


Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older



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





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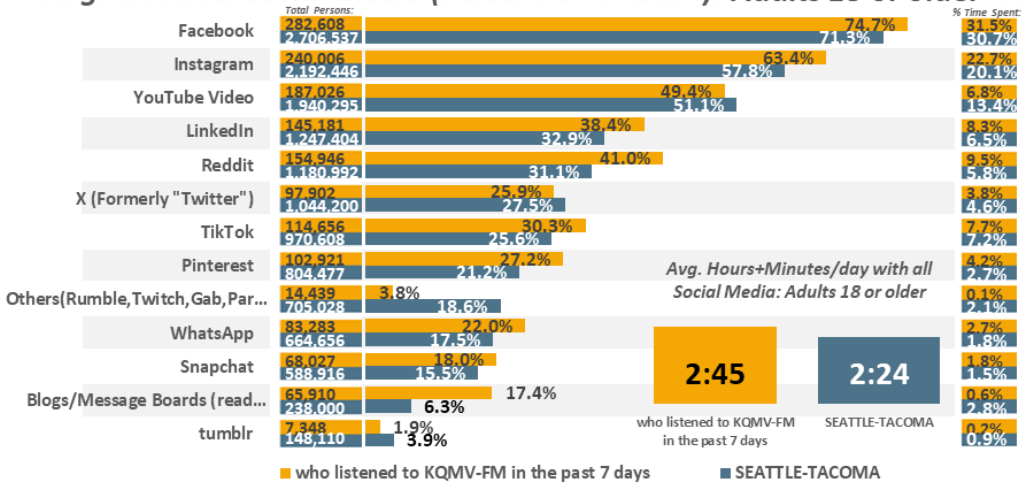
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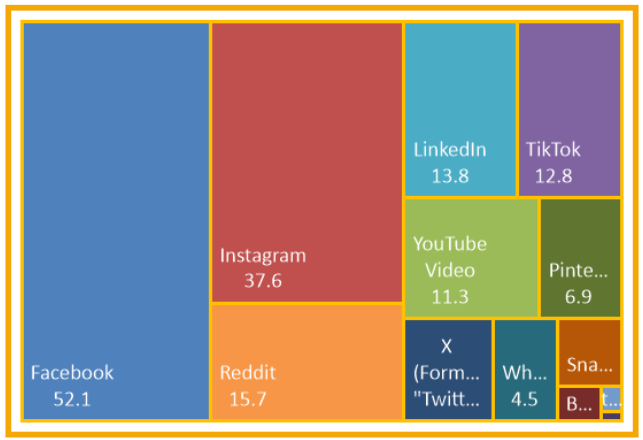
Radio Stations: KPNW-FM

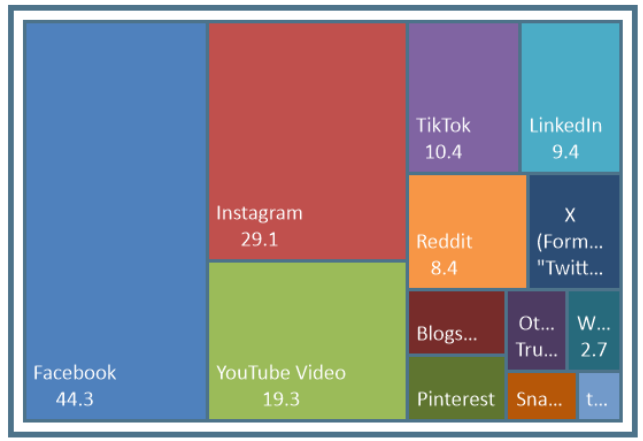
282,608 or 74.7% of Adults 18 or older who listened to KQMV-FM in the past 7 days use Ad-Supported Facebook for an average of 56.3 minutes every day representing 38.5% of all time spent daily with Ad-Supported Social Media.

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

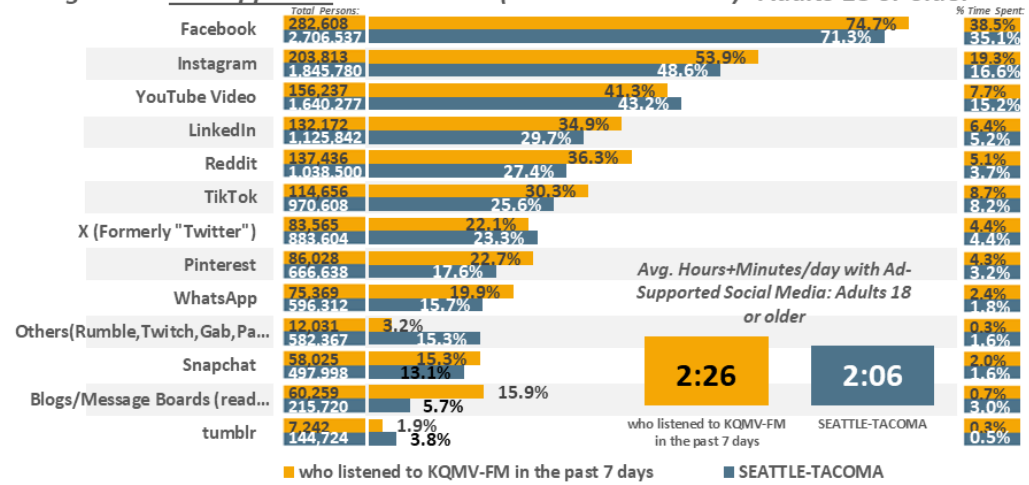


Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

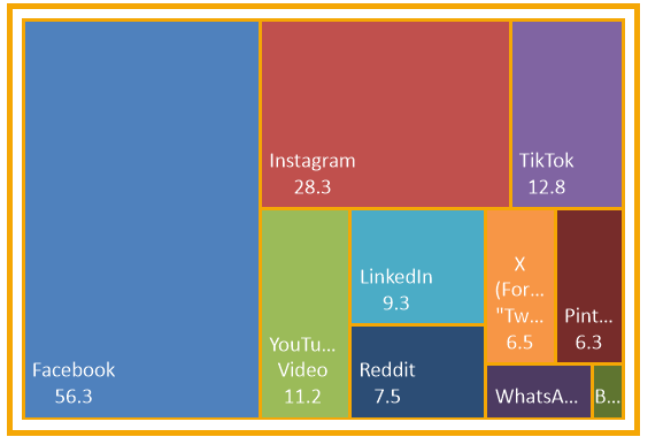


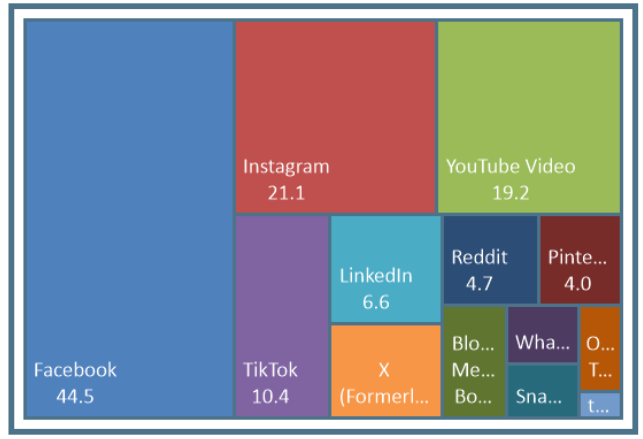


Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older



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





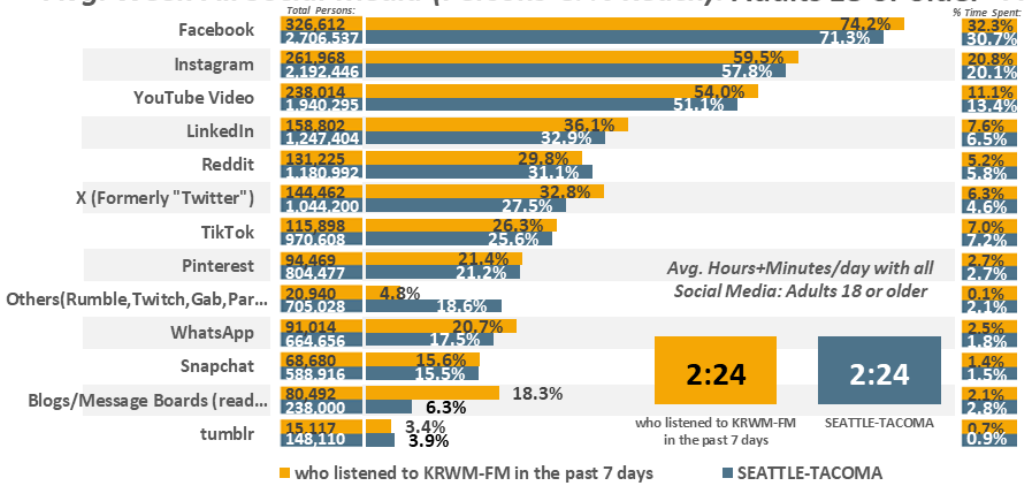
SEATTLE-TACOMA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 314

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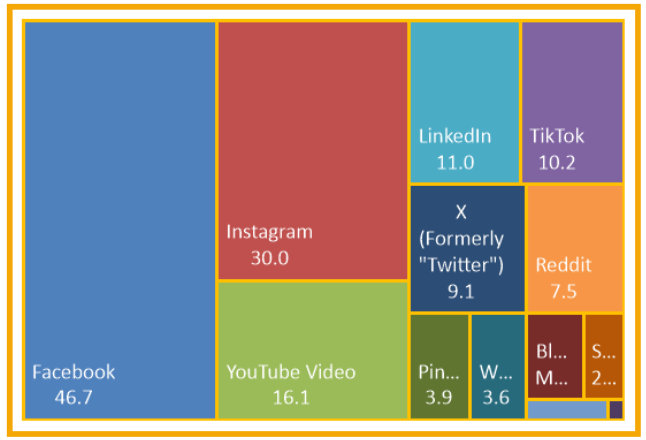
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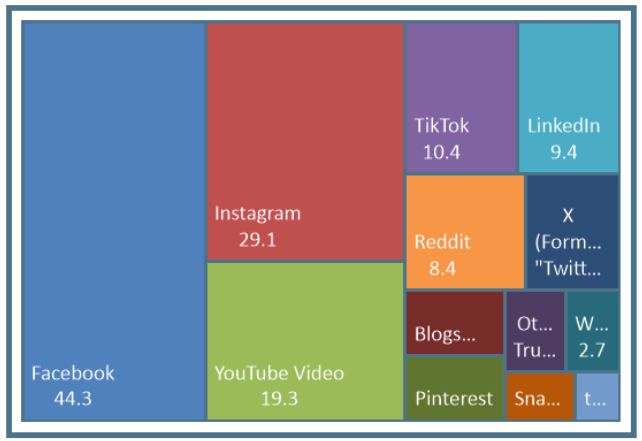
326,612 or 74.2% of Adults 18 or older who listened to KRWM-FM in the past 7 days use Ad-Supported Facebook for an average of 47.6 minutes every day representing 37.% of all time spent daily with Ad-Supported Social Media.

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

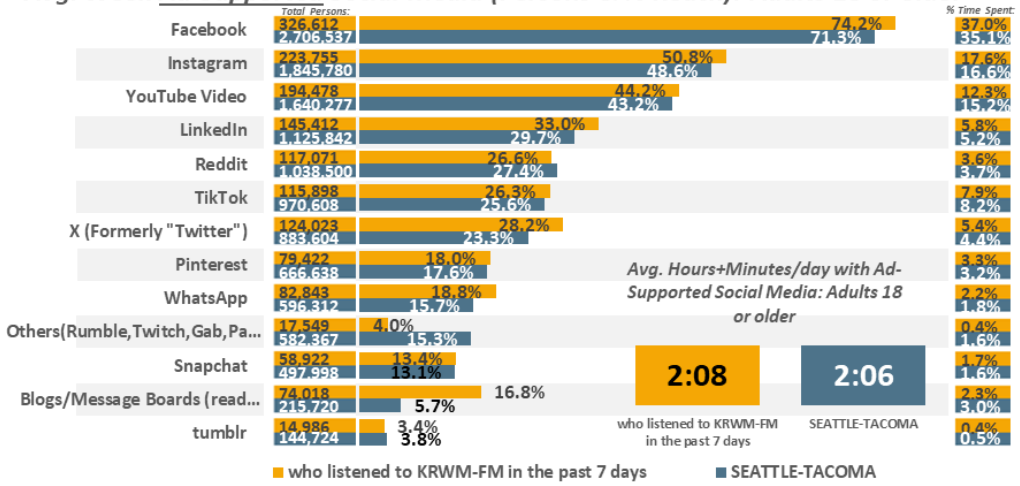


Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

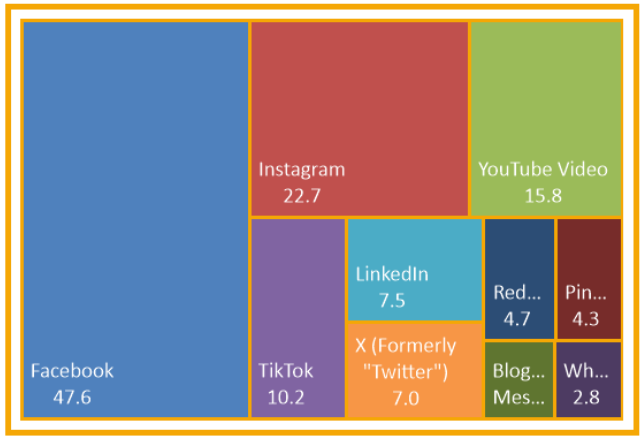


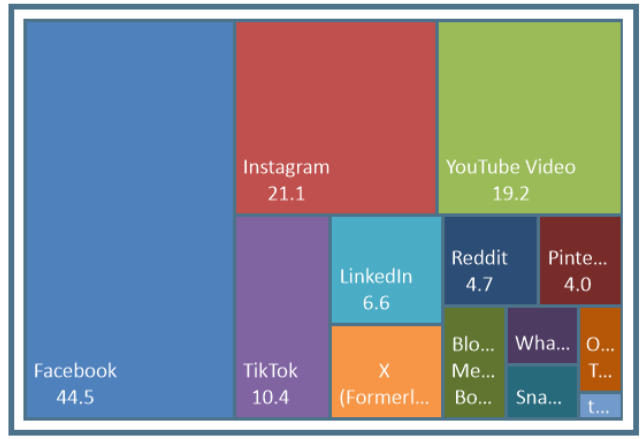


Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older



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





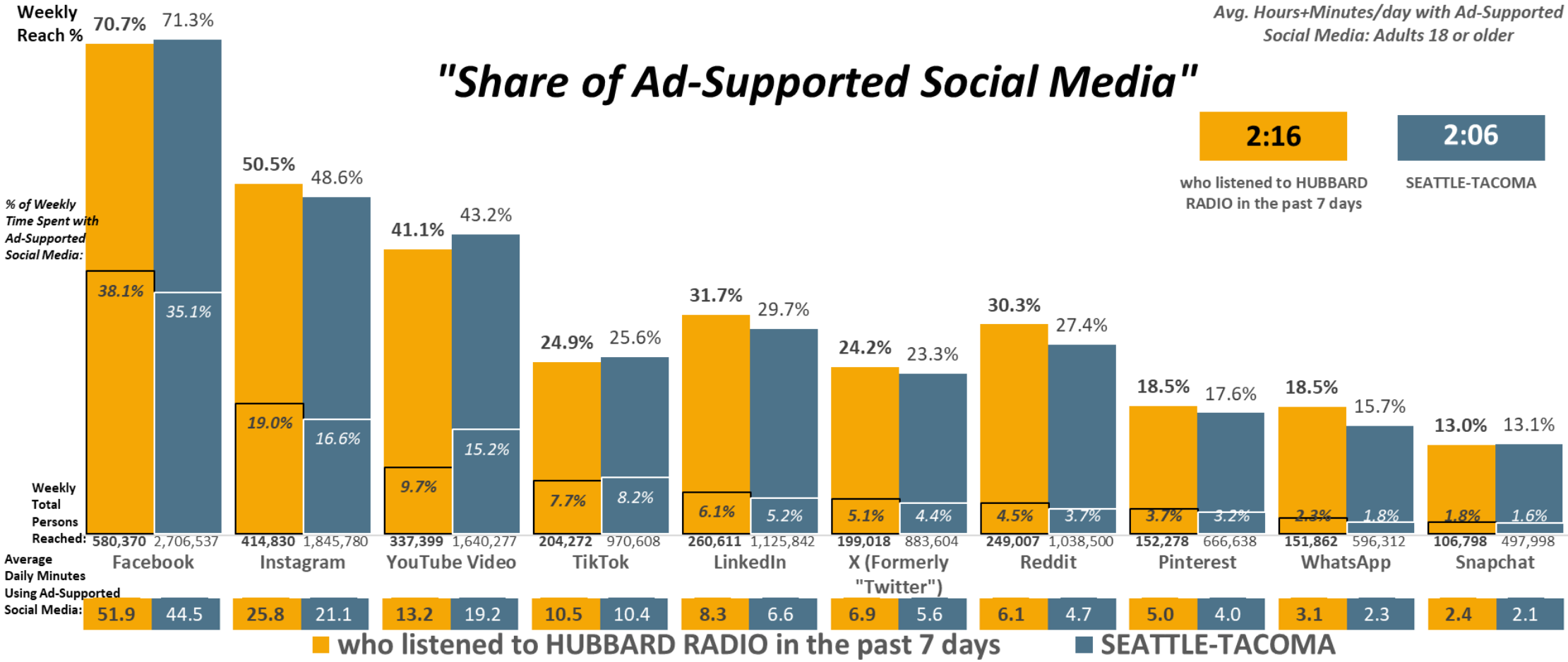
SEATTLE-TACOMA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 436

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580,370 or 70.7% of Adults 18 or older who listened to HUBBARD RADIO in the past 7 days use Ad-Supported Facebook for an average of 51.9 minutes every day representing 38.1% of all time spent daily with Ad-Supported Social Media.

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



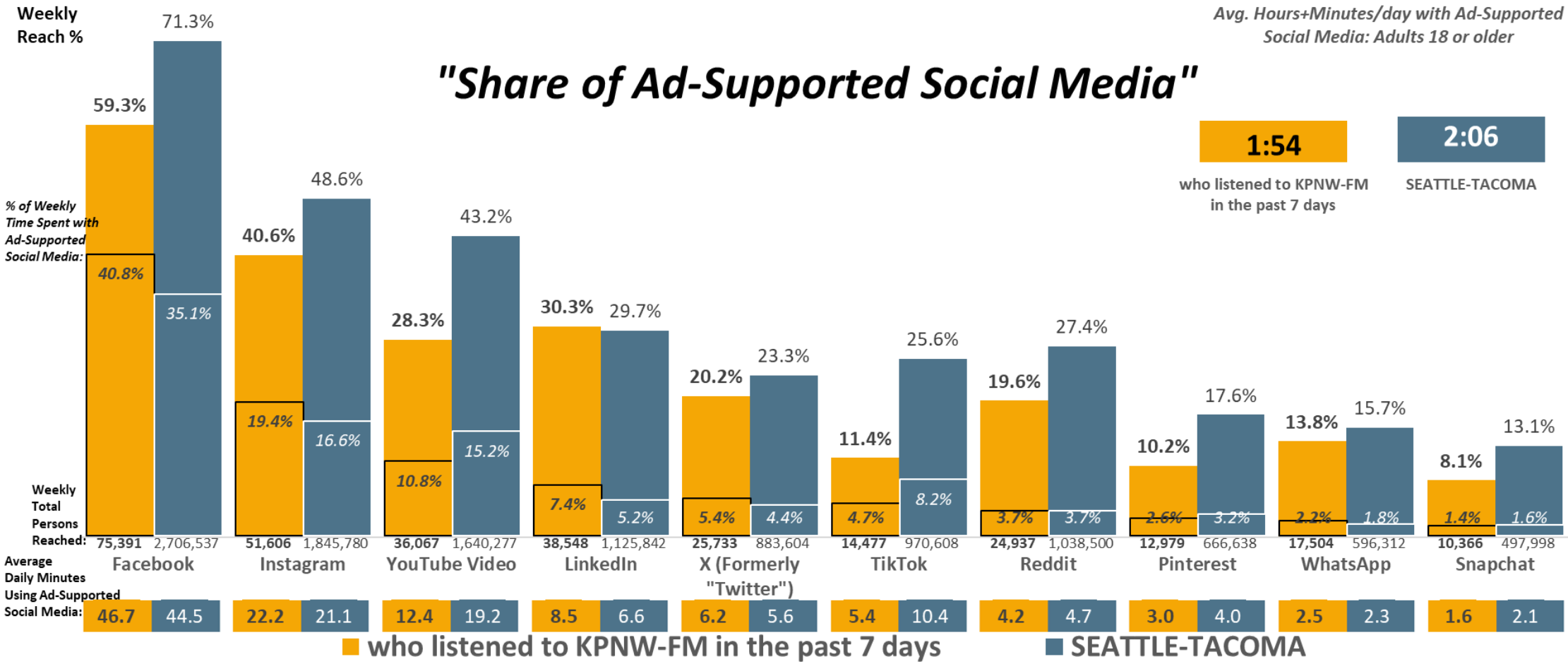
SEATTLE-TACOMA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 775 SEATTLE-TACOMA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 3,704

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

75,391 or 59.3% of Adults 18 or older who listened to KPNW-FM in the past 7 days use Ad-Supported Facebook for an average of 46.7 minutes every day representing 40.8% of all time spent daily with Ad-Supported Social Media.



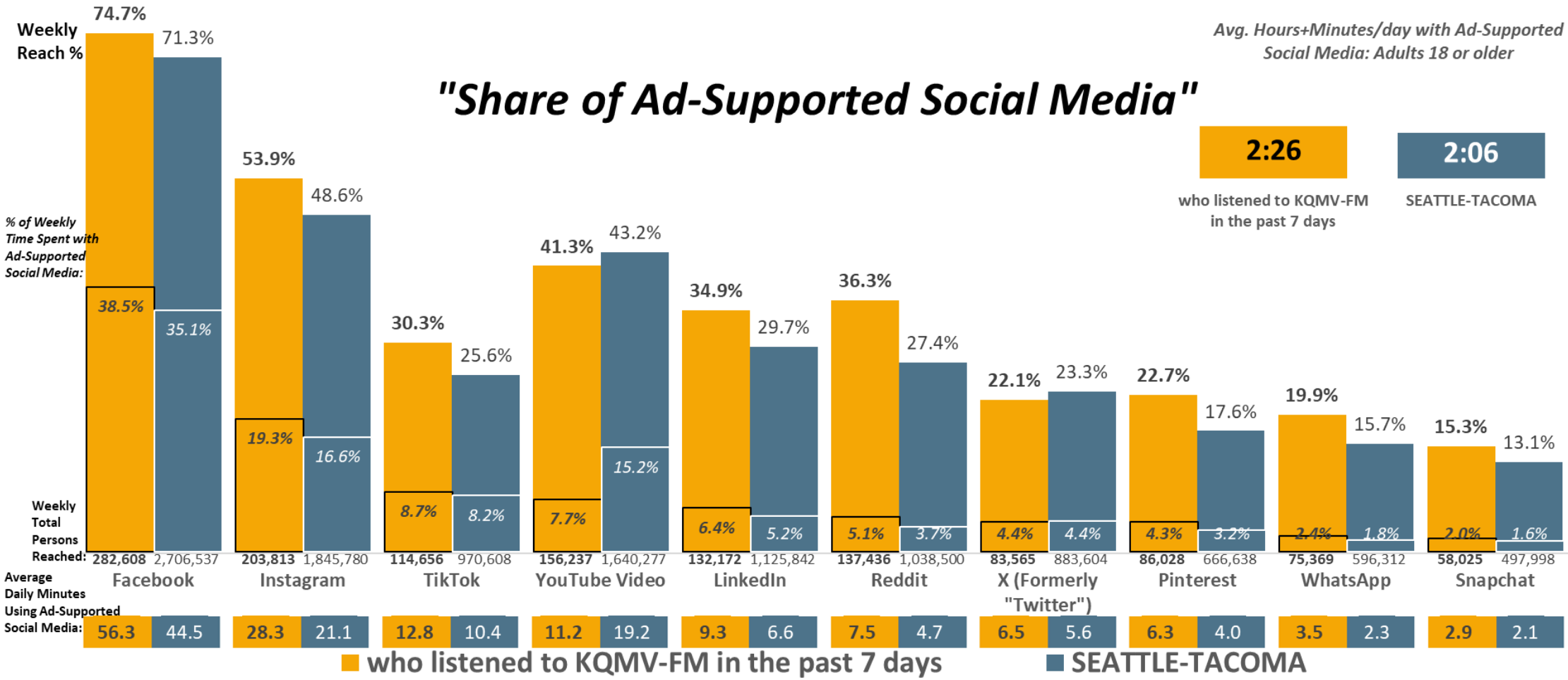
SEATTLE-TACOMA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 123 SEATTLE-TACOMA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 3,704

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Radio Stations: KPNW-FM

282,608 or 74.7% of Adults 18 or older who listened to KQMV-FM in the past 7 days use Ad-Supported Facebook for an average of 56.3 minutes every day representing 38.5% of all time spent daily with Ad-Supported Social Media.



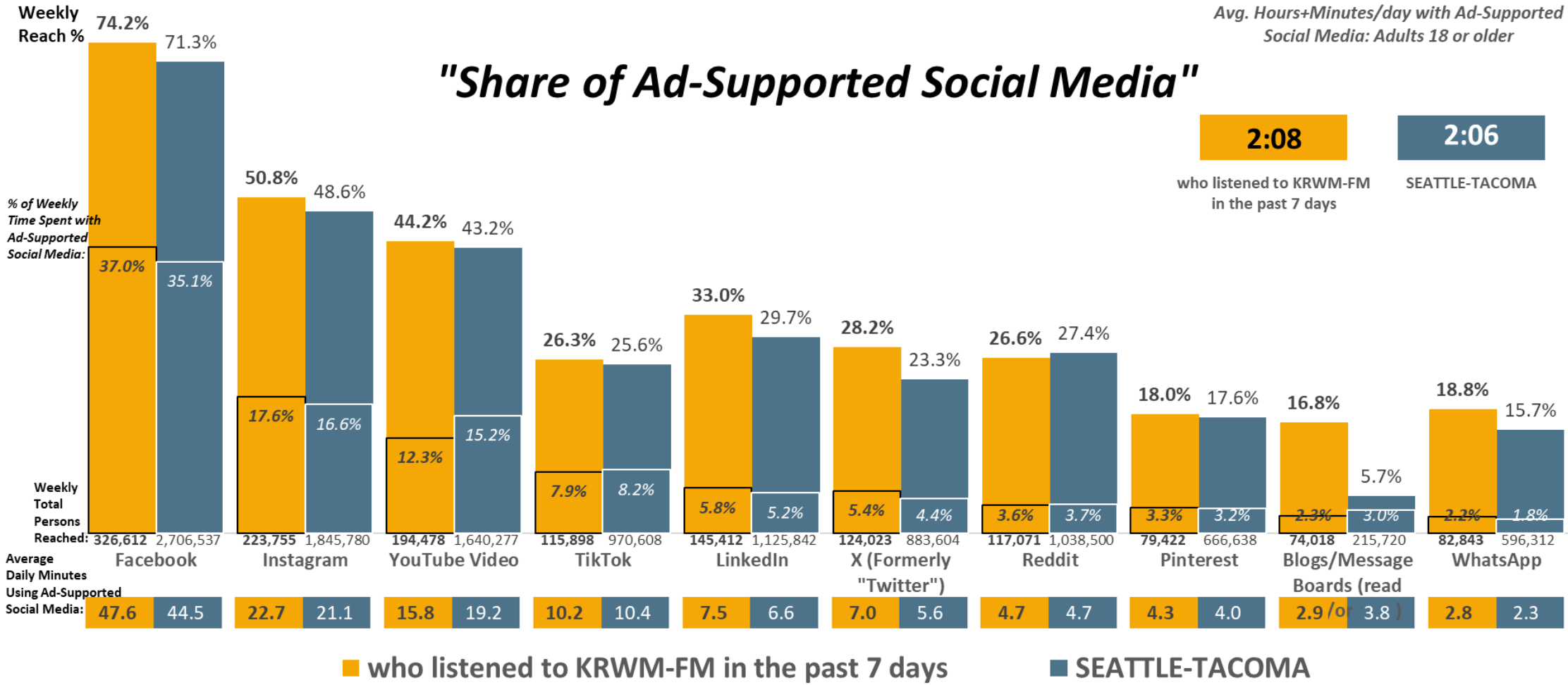
SEATTLE-TACOMA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 314 SEATTLE-TACOMA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 3,704

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Radio Stations: KQMV-FM

326,612 or 74.2% of Adults 18 or older who listened to KRWM-FM in the past 7 days use Ad-Supported Facebook for an average of 47.6 minutes every day representing 37.% of all time spent daily with Ad-Supported Social Media.



SEATTLE-TACOMA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 436 SEATTLE-TACOMA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 3,704

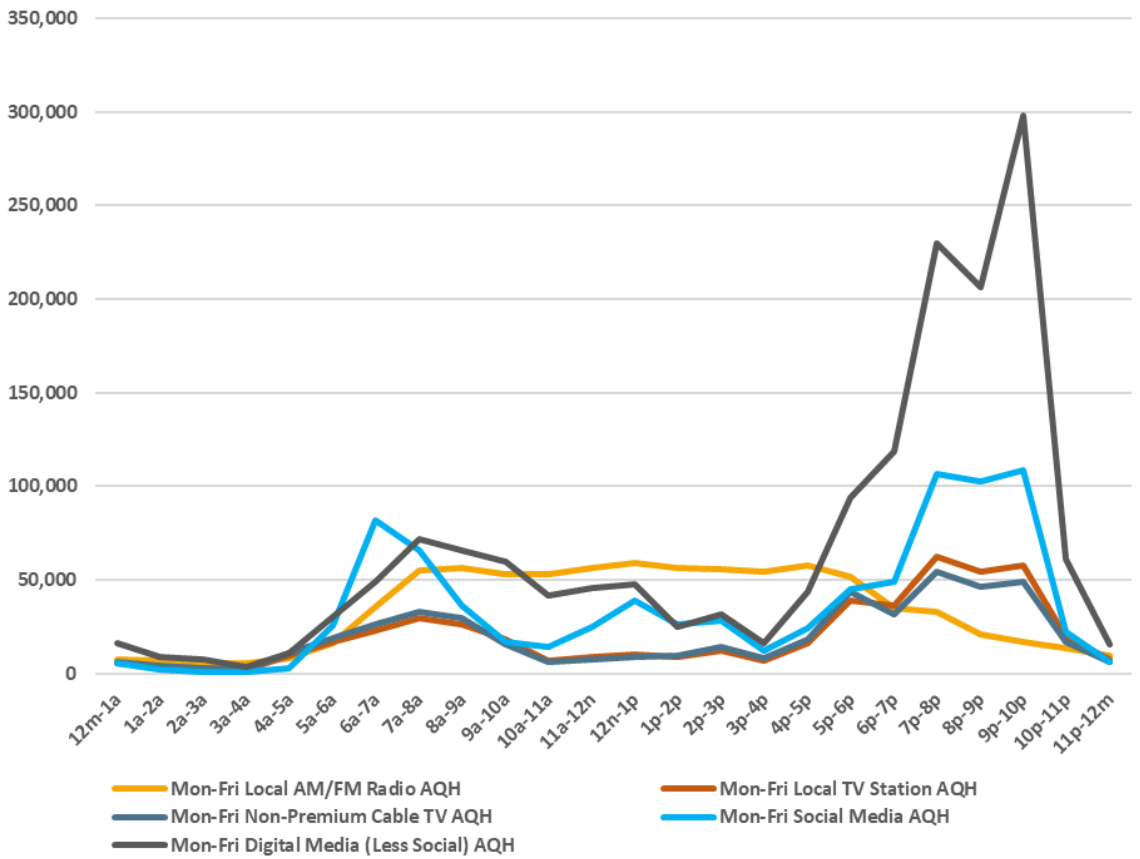
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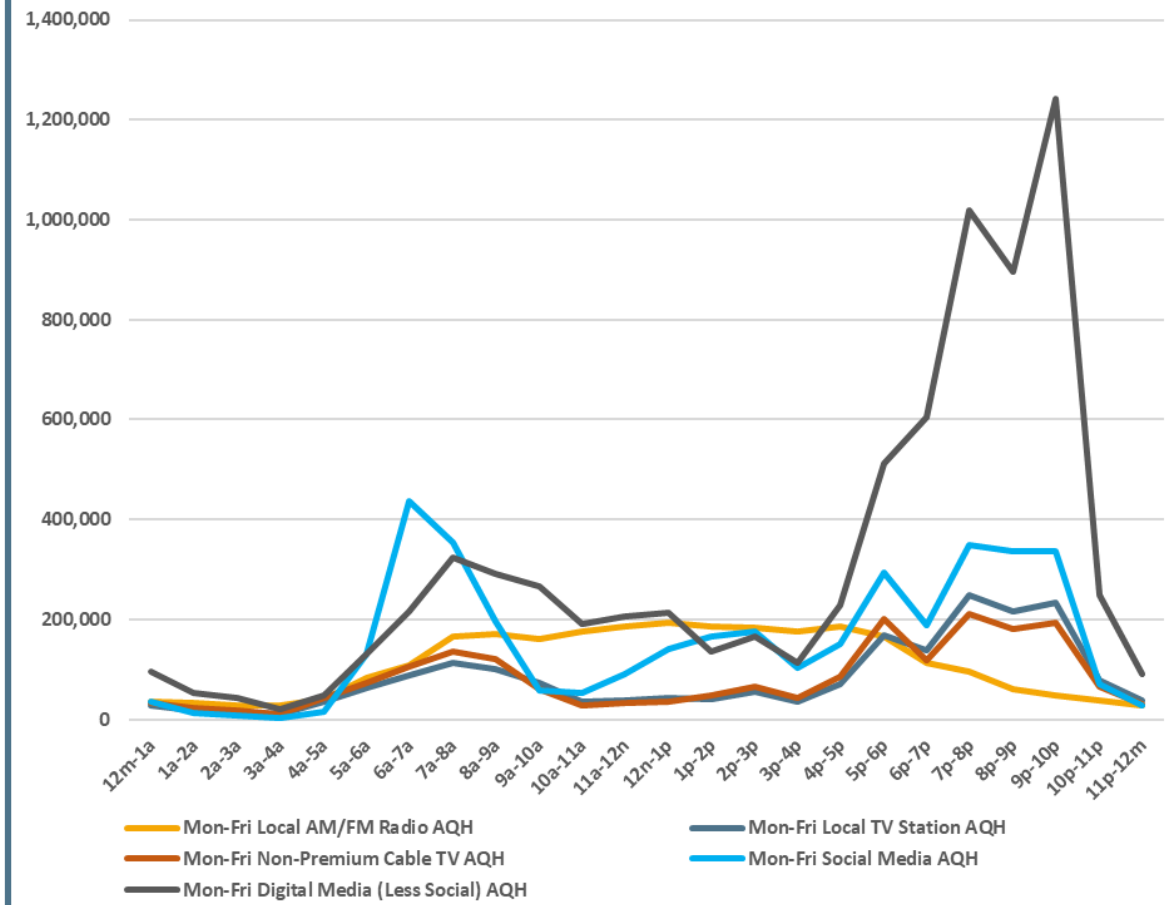
Radio Stations: KRWM-FM

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 54,543; Local Radio: 52,185; Social Media: 35,646; Non-Prem. Cable: 19,242; Local TV: 18,572 reaching Adults 18 or older who listened to HUBBARD RADIO in the past 7 days.

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



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



SEATTLE-TACOMA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 775

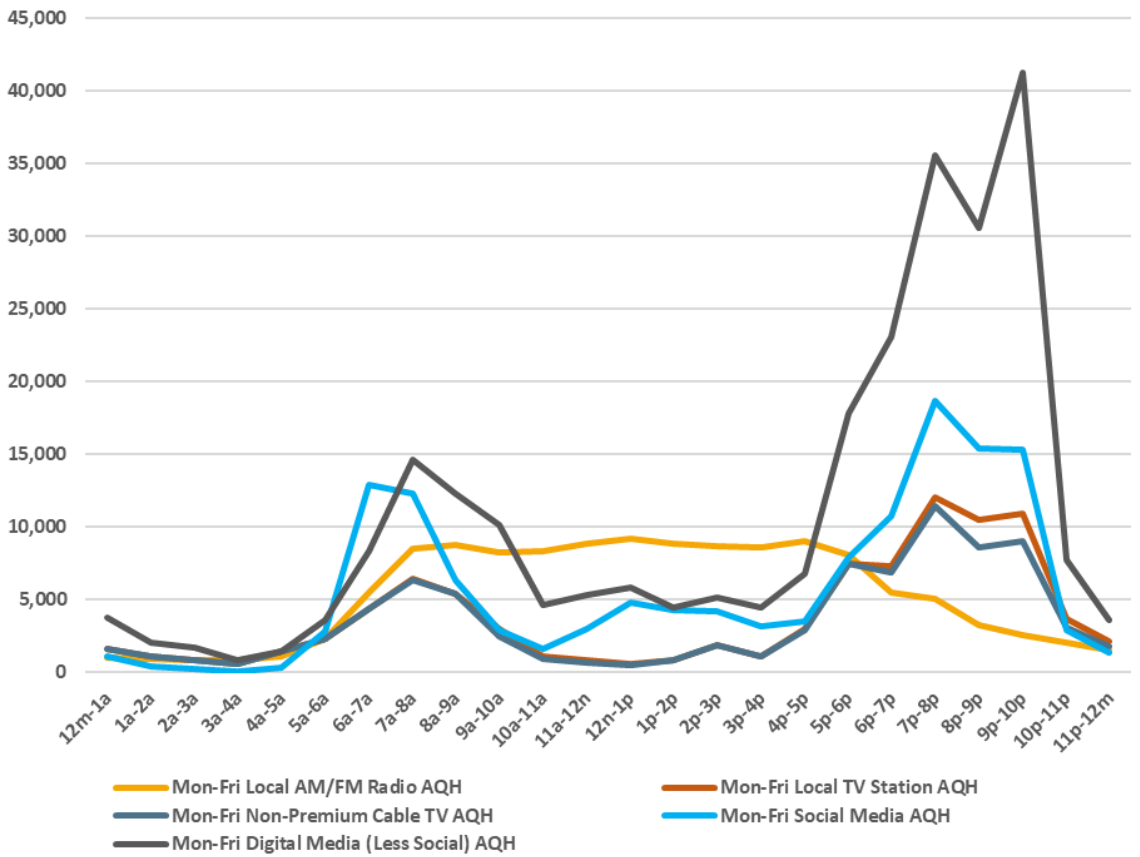
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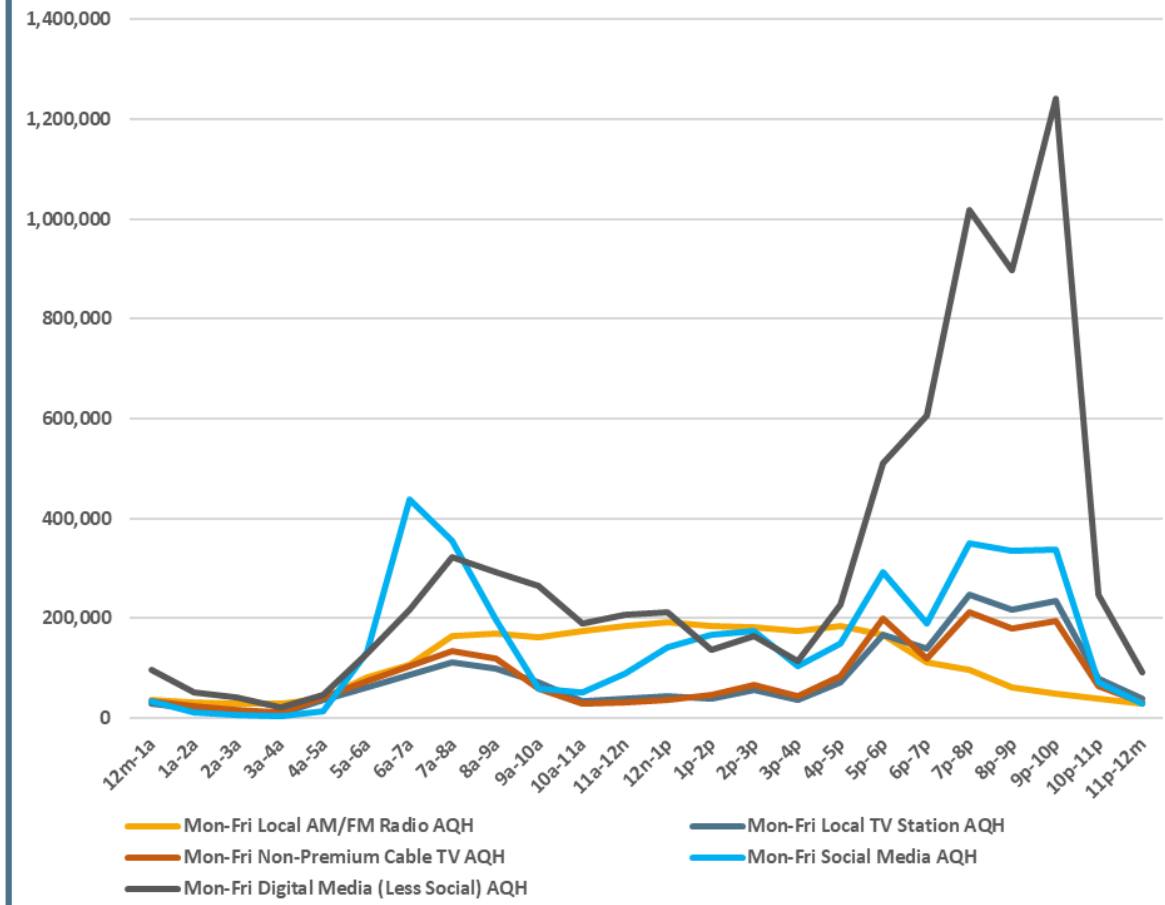
(Radio Stations: KPNW-FM OR Radio Stations: KQMV-FM OR Radio Stations: KRWM-FM)

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 9,434; Local Radio: 8,154; Social Media: 5,966; Local TV: 3,309; Non-Prem. Cable: 3,182 reaching Adults 18 or older who listened to KPNW-FM in the past 7 days.

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



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



SEATTLE-TACOMA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 123

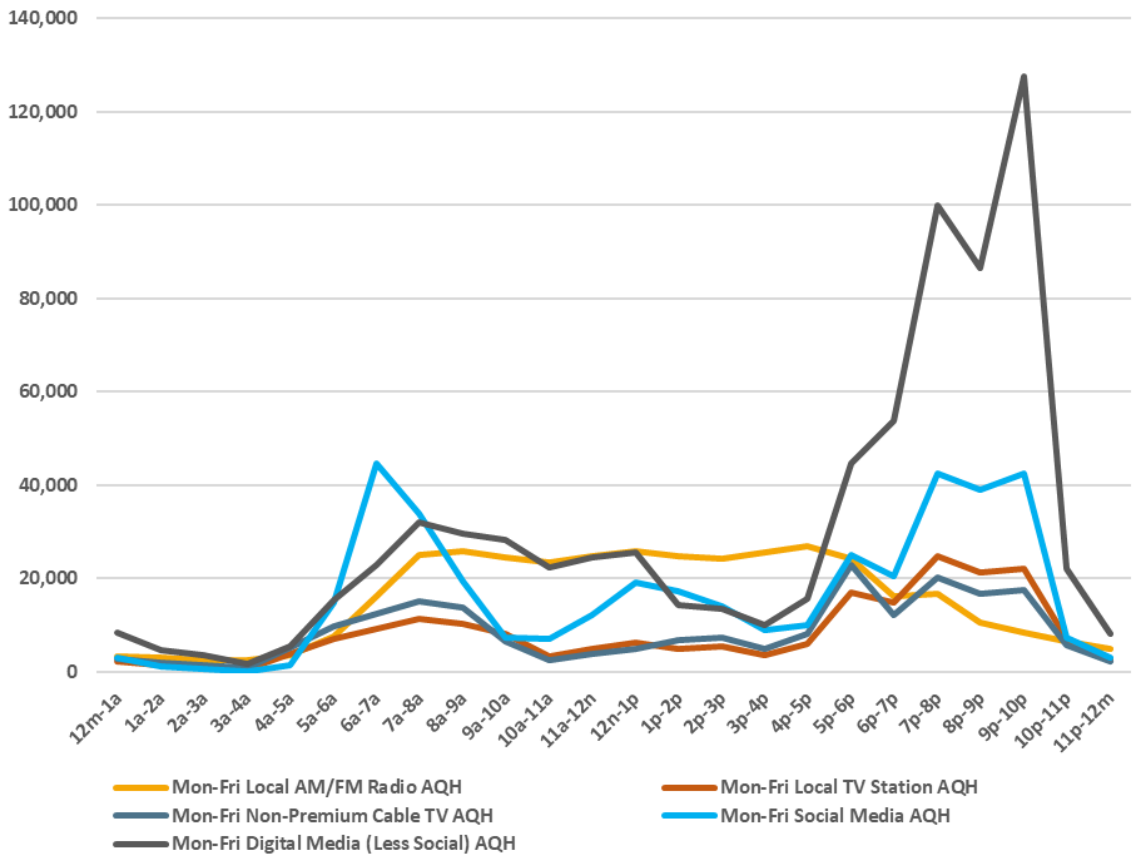
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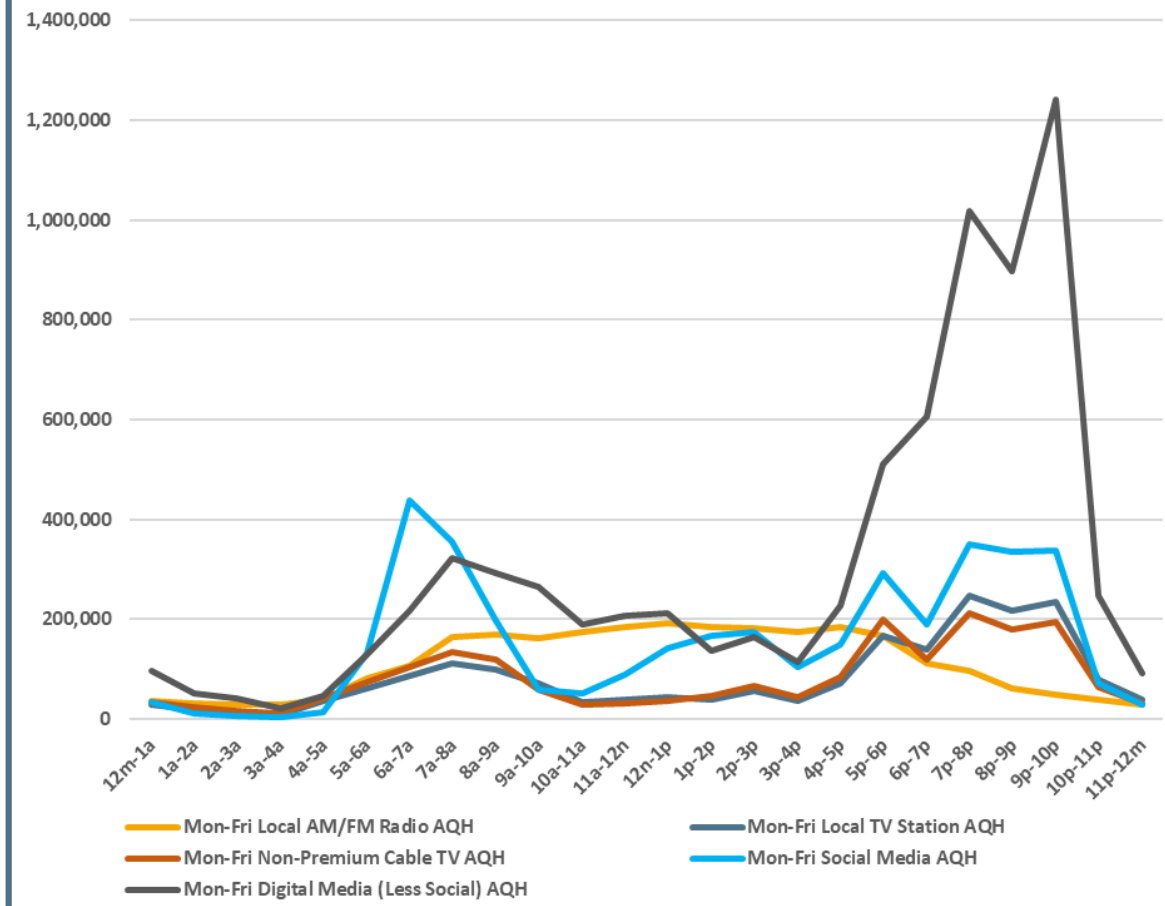
Radio Stations: KPNW-FM

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 25,952; Local Radio: 23,696; Social Media: 18,425; Non-Prem. Cable: 9,373; Local TV: 8,151 reaching Adults 18 or older who listened to KQMV-FM in the past 7 days.

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



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



SEATTLE-TACOMA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 314

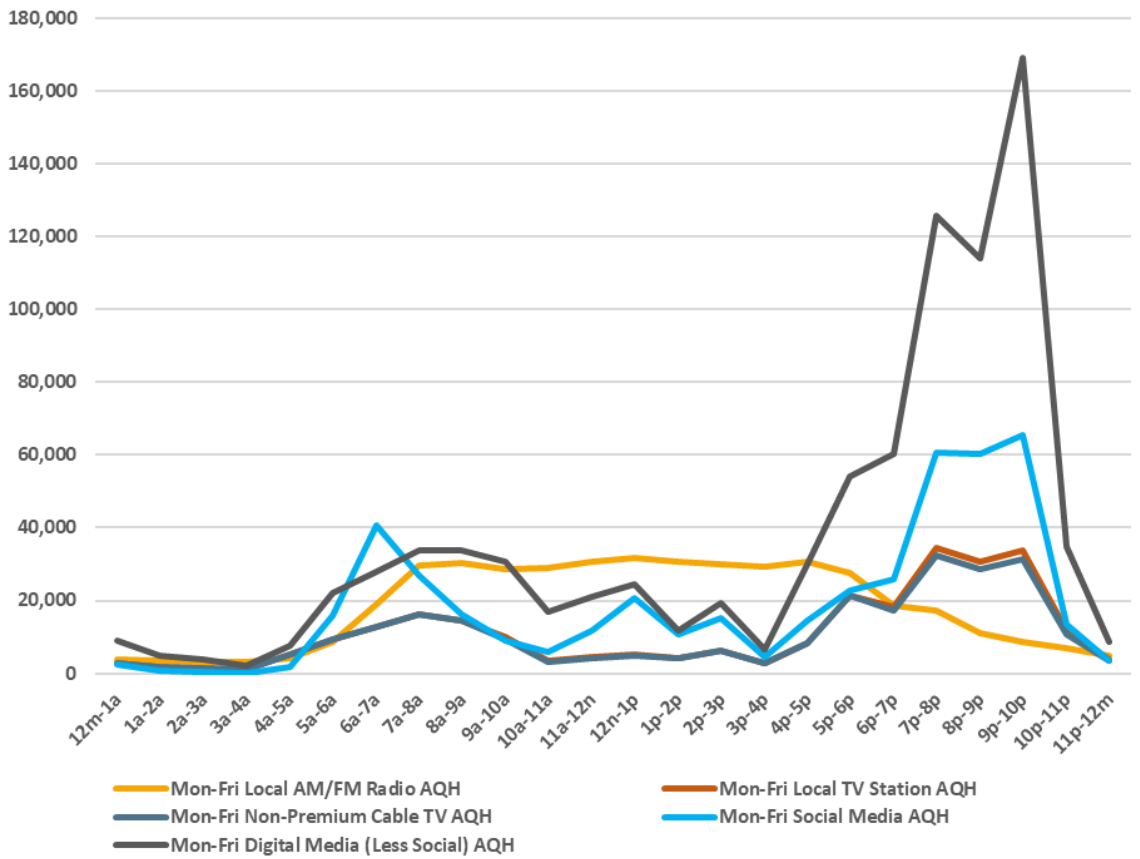
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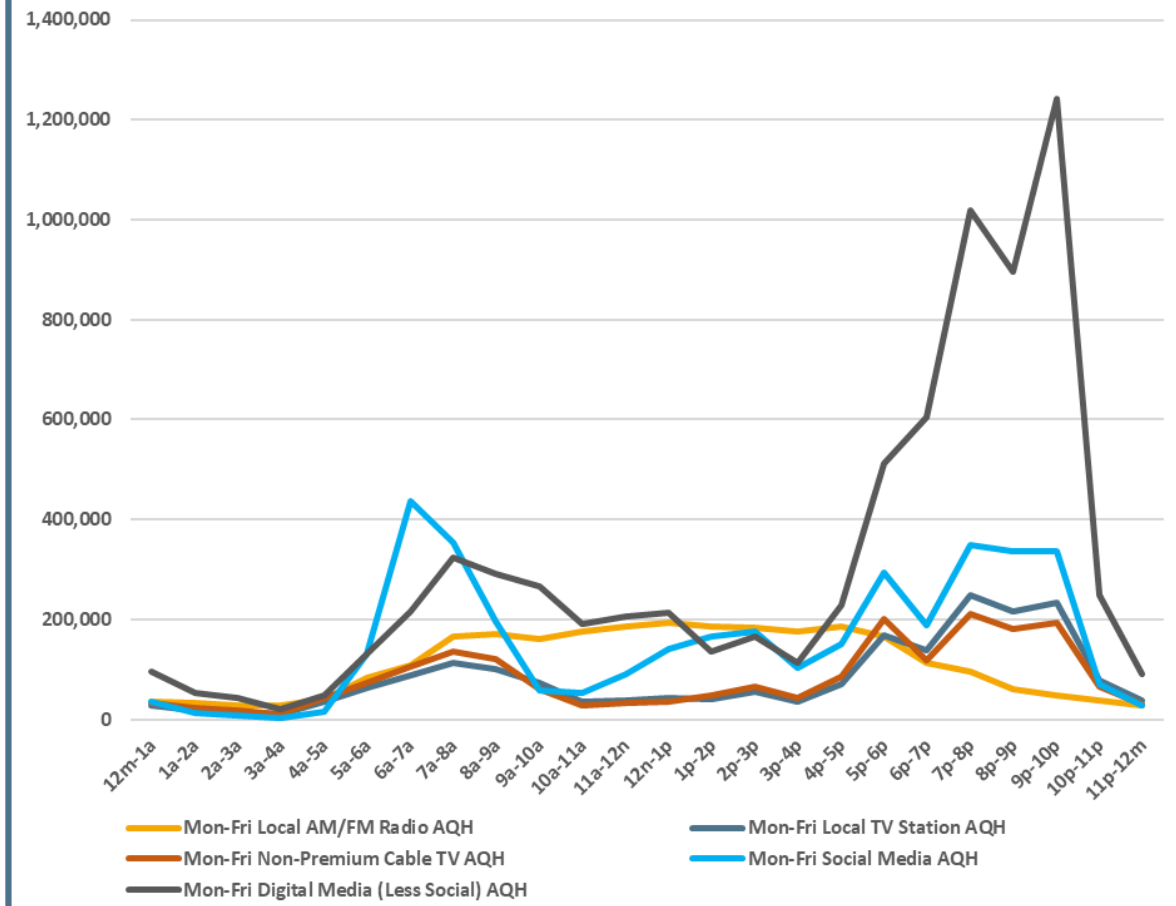
Radio Stations: KQMV-FM

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 28,449; Local Radio: 28,141; Social Media: 17,283; Local TV: 9,864; Non-Prem. Cable: 9,669 reaching Adults 18 or older who listened to KRWM-FM in the past 7 days.

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



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



SEATTLE-TACOMA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 436

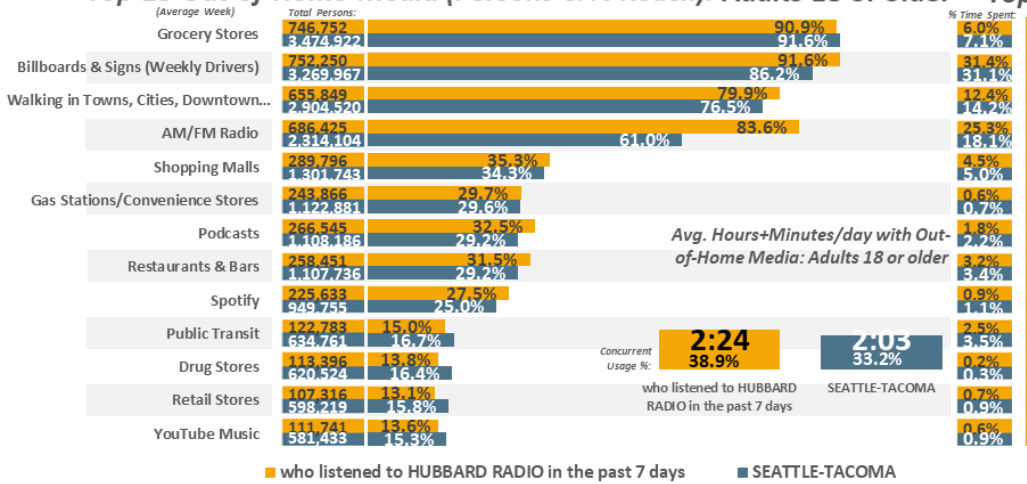
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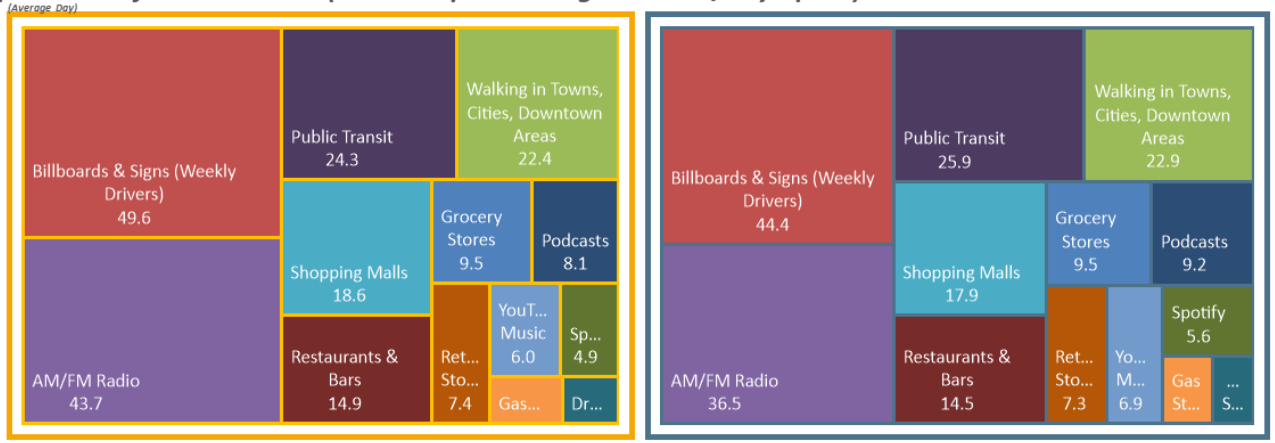
Radio Stations: KRWM-FM

752,250 or 91.6% of Adults 18 or older who listened to HUBBARD RADIO in the past 7 days spend an average of 49.6 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 38.1 minutes/day.

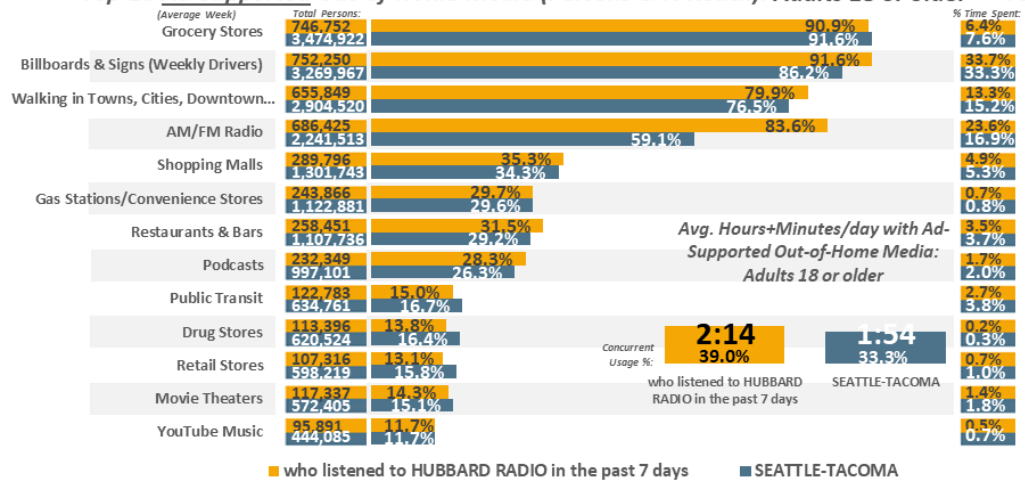
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



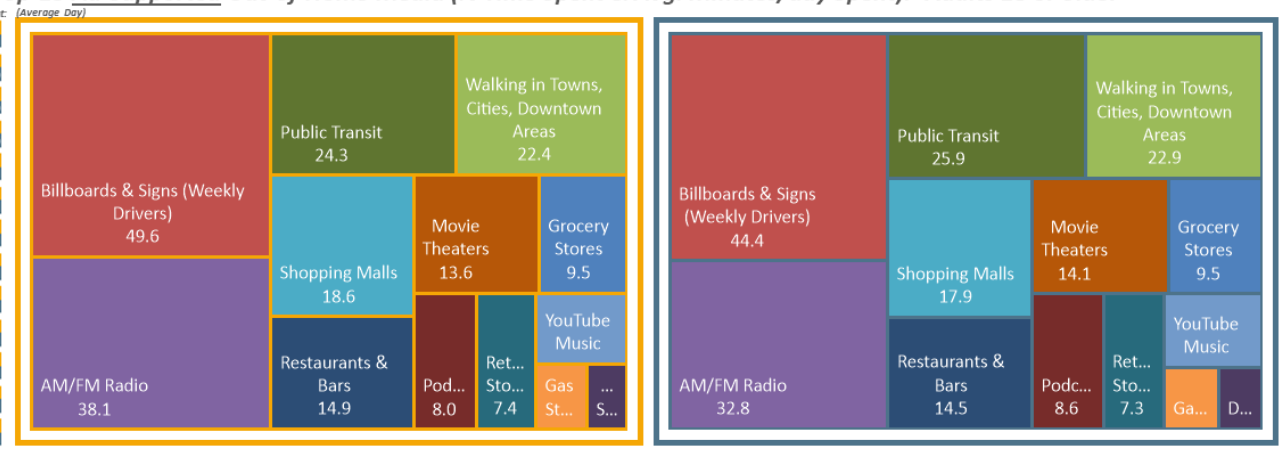
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 R2 2024: Aug23-Aug24 Qual Intab 775

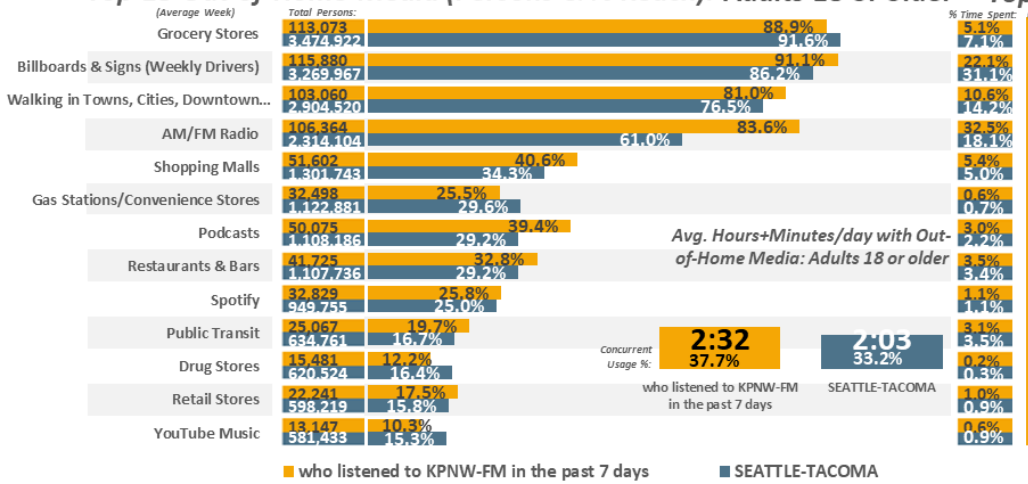
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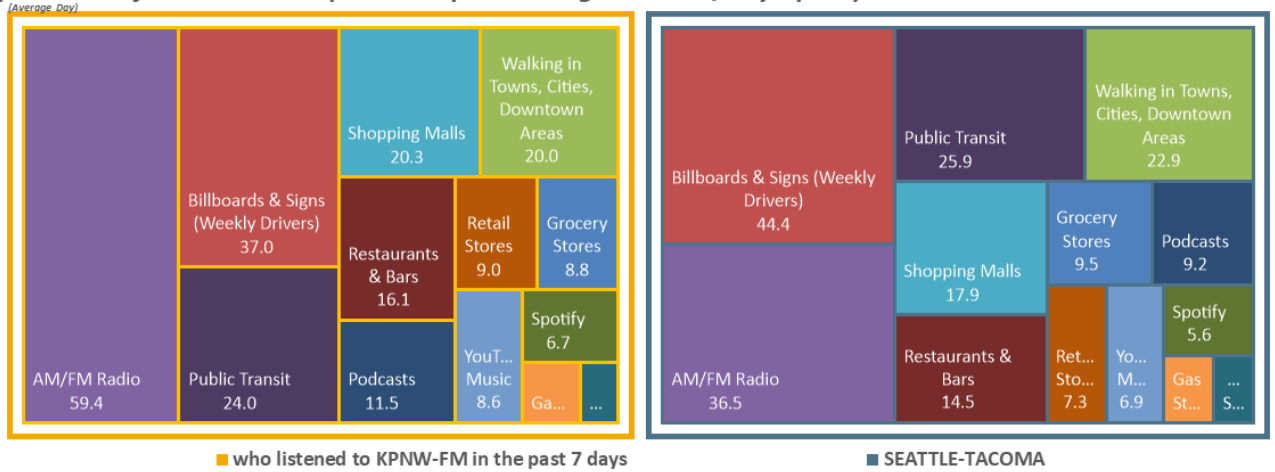
(Radio Stations: KPNW-FM OR Radio Stations: KQMV-FM OR Radio Stations: KRWM-FM)

115,880 or 91.1% of Adults 18 or older who listened to KPNW-FM in the past 7 days spend an average of 37. minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 48.6 minutes/day.

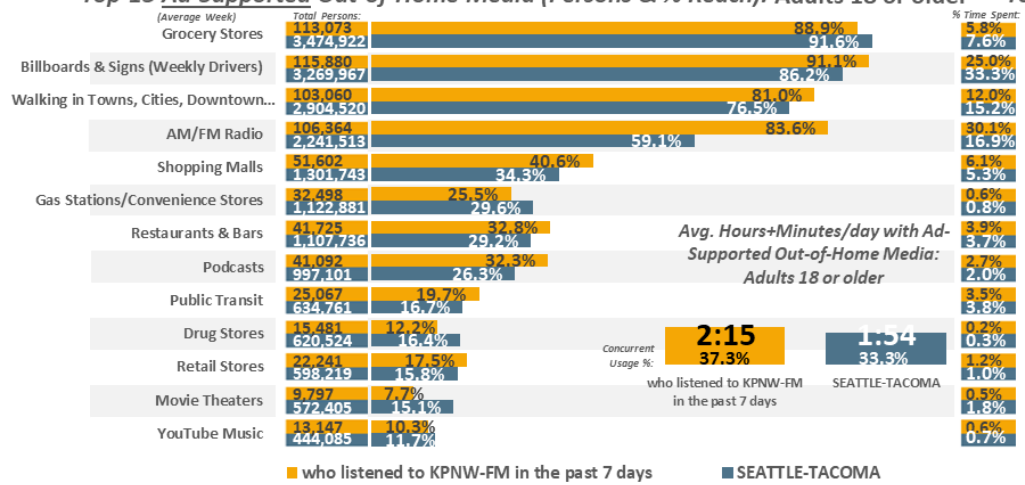
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



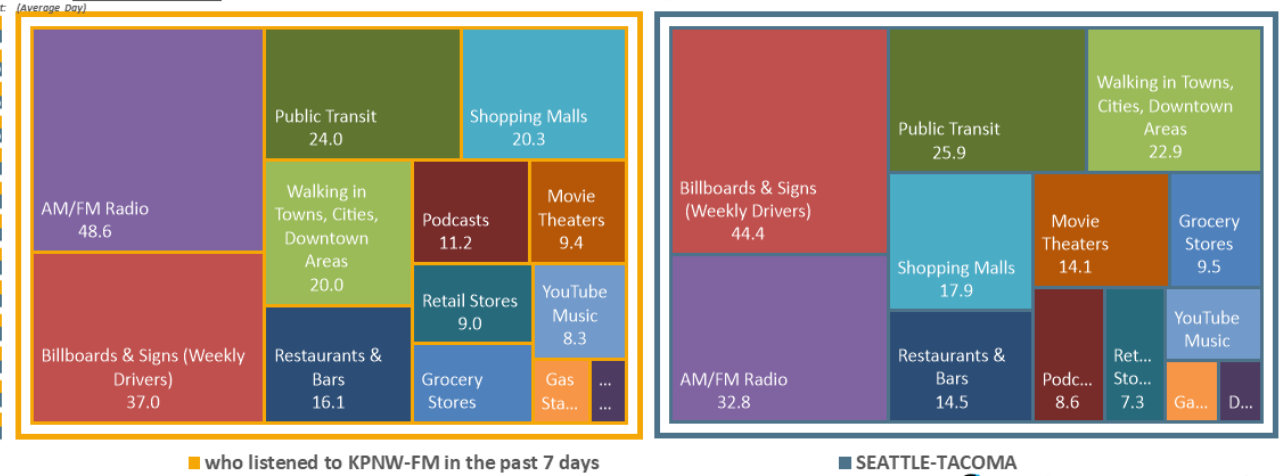
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



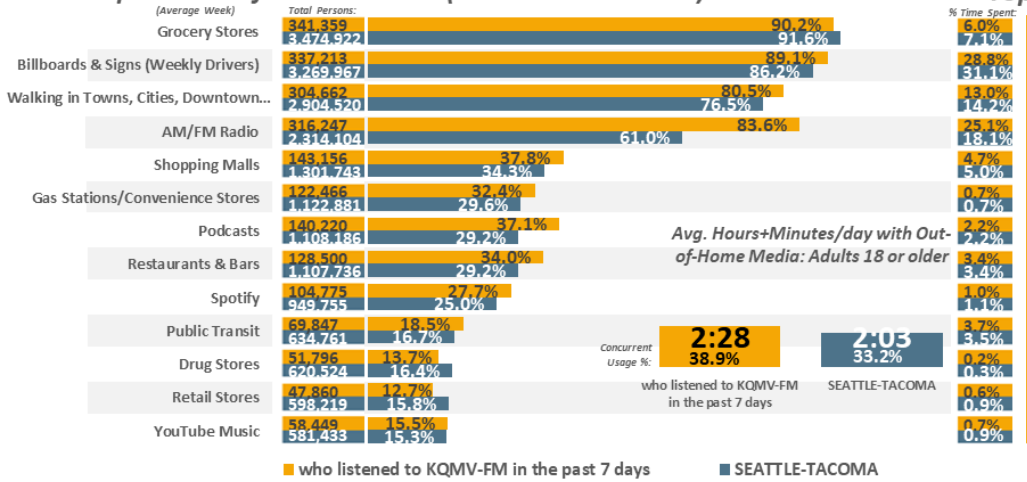
SEATTLE-TACOMA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 123

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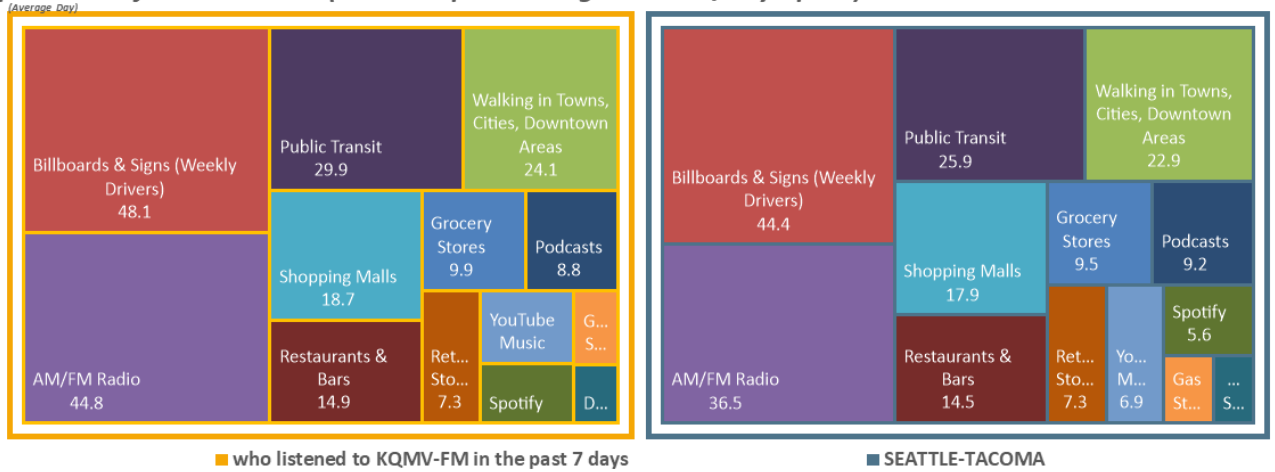
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337,213 or 89.1% of Adults 18 or older who listened to KQMV-FM in the past 7 days spend an average of 48.1 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 39.6 minutes/day.

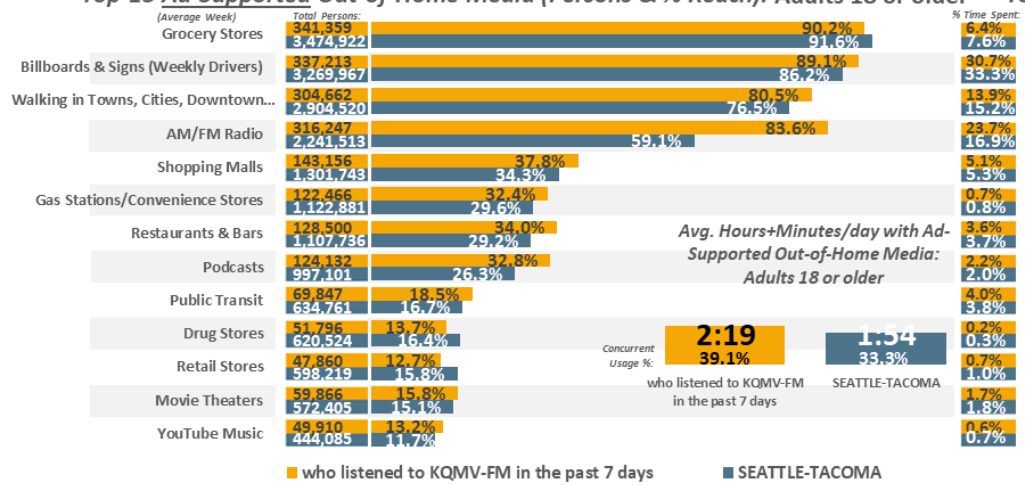
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



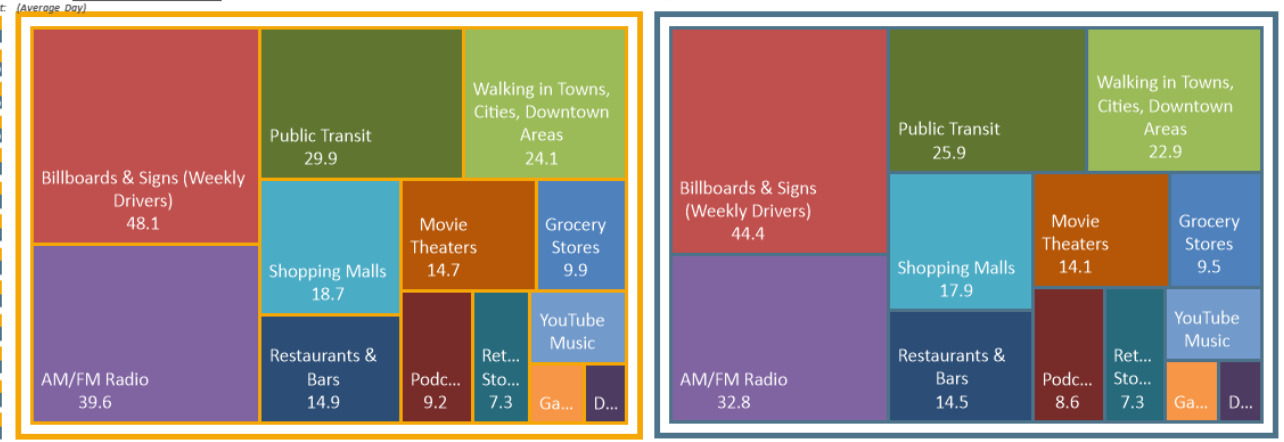
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



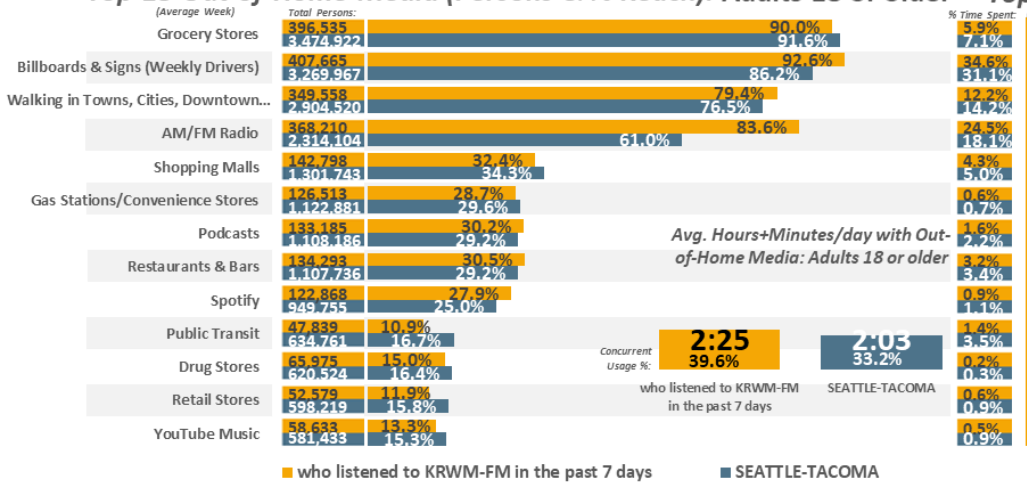
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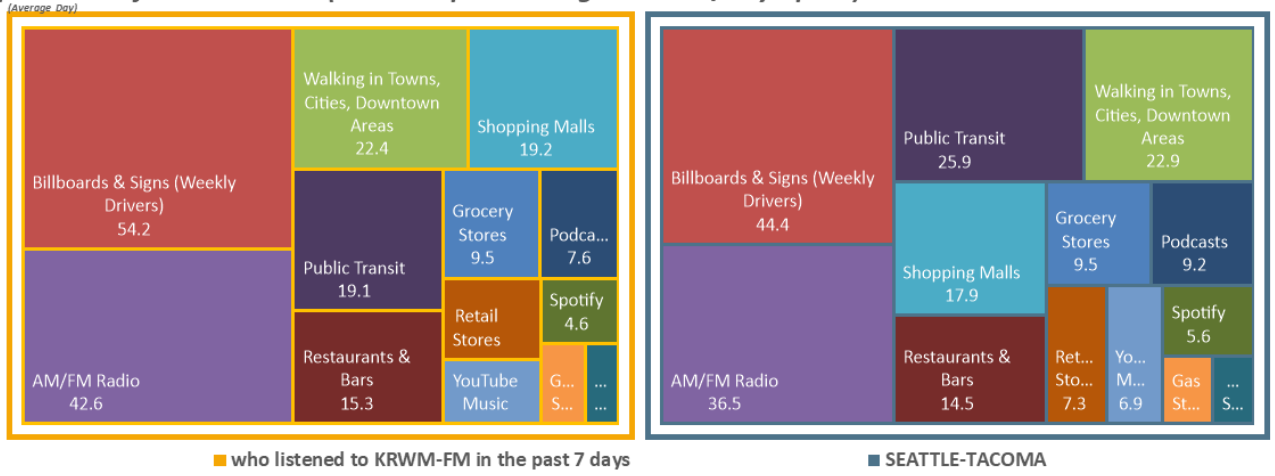
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407,665 or 92.6% of Adults 18 or older who listened to KRWM-FM in the past 7 days spend an average of 54.2 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 36. minutes/day.

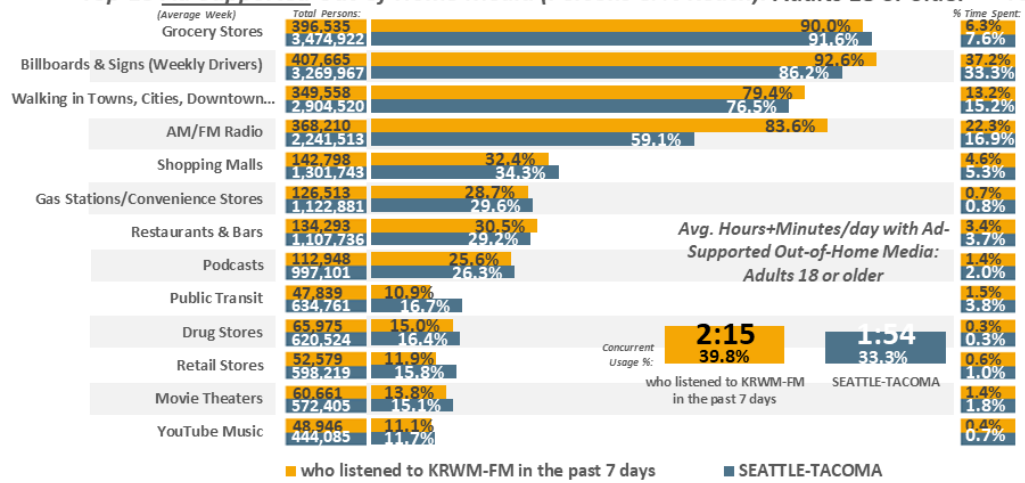
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



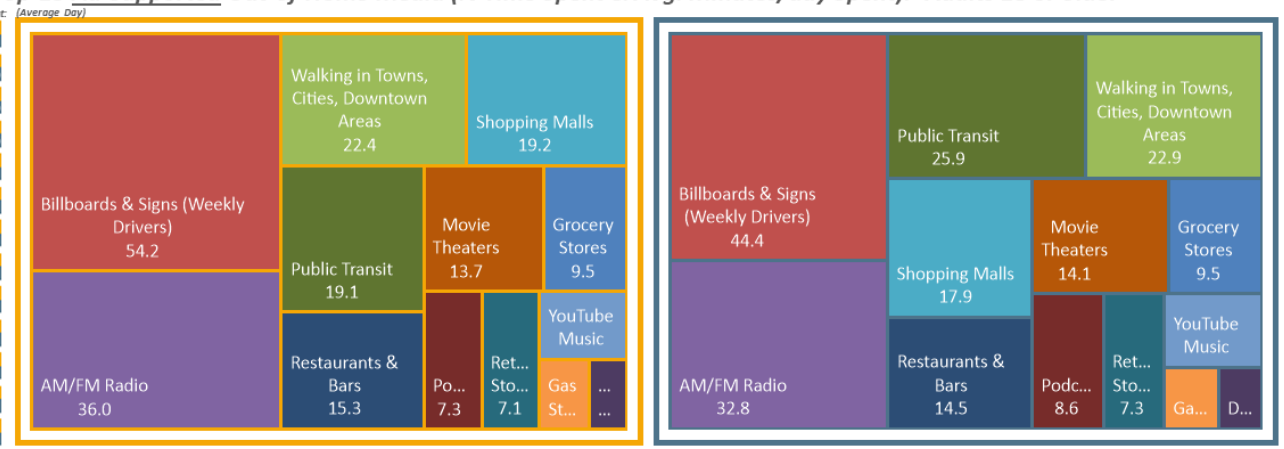
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



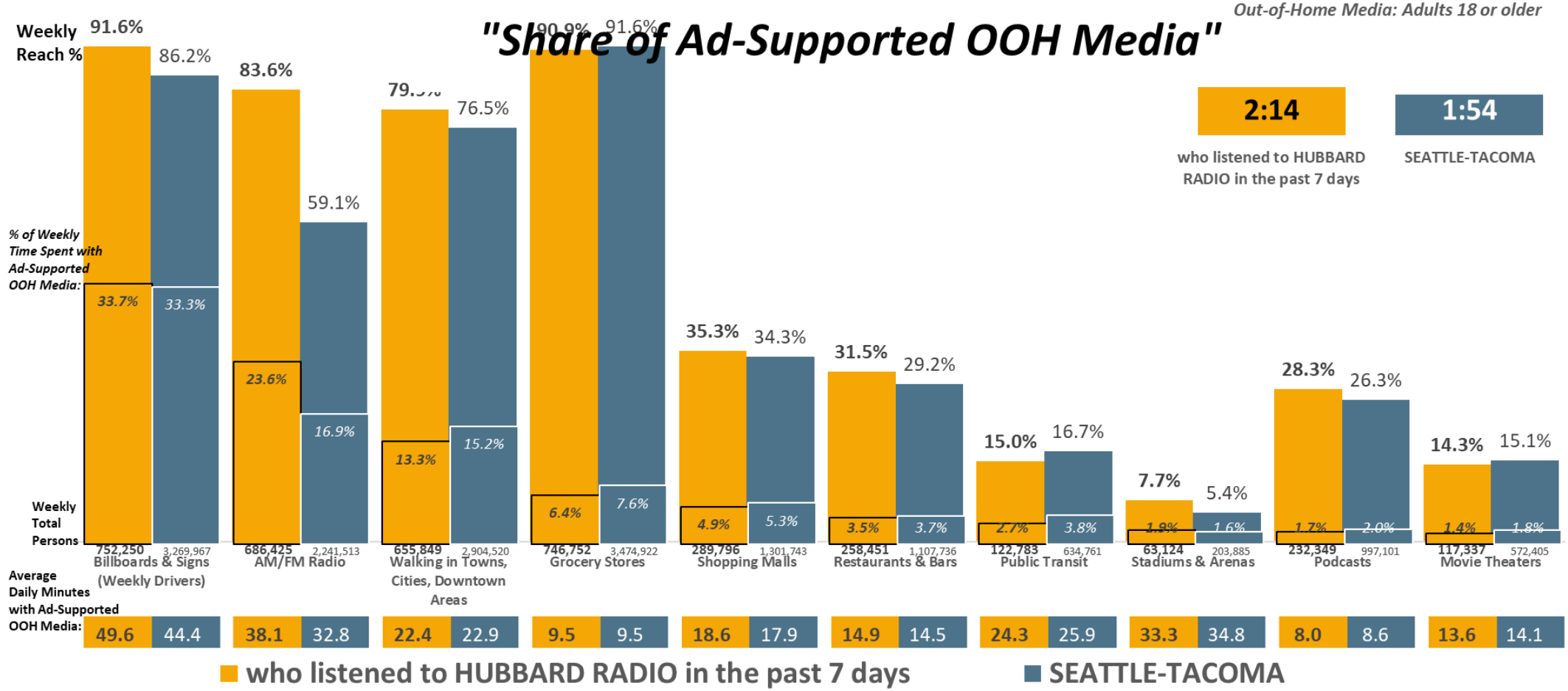
SEATTLE-TACOMA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 436

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752,250 or 91.6% of Adults 18 or older who listened to HUBBARD RADIO in the past 7 days spend an average of 49.6 minutes per day driving, seeing Billboards and Signs representing 33.7% of all Time Spent with Ad-Supported Out-of-Home Media.

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



SEATTLE-TACOMA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 775 SEATTLE-TACOMA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 3,704

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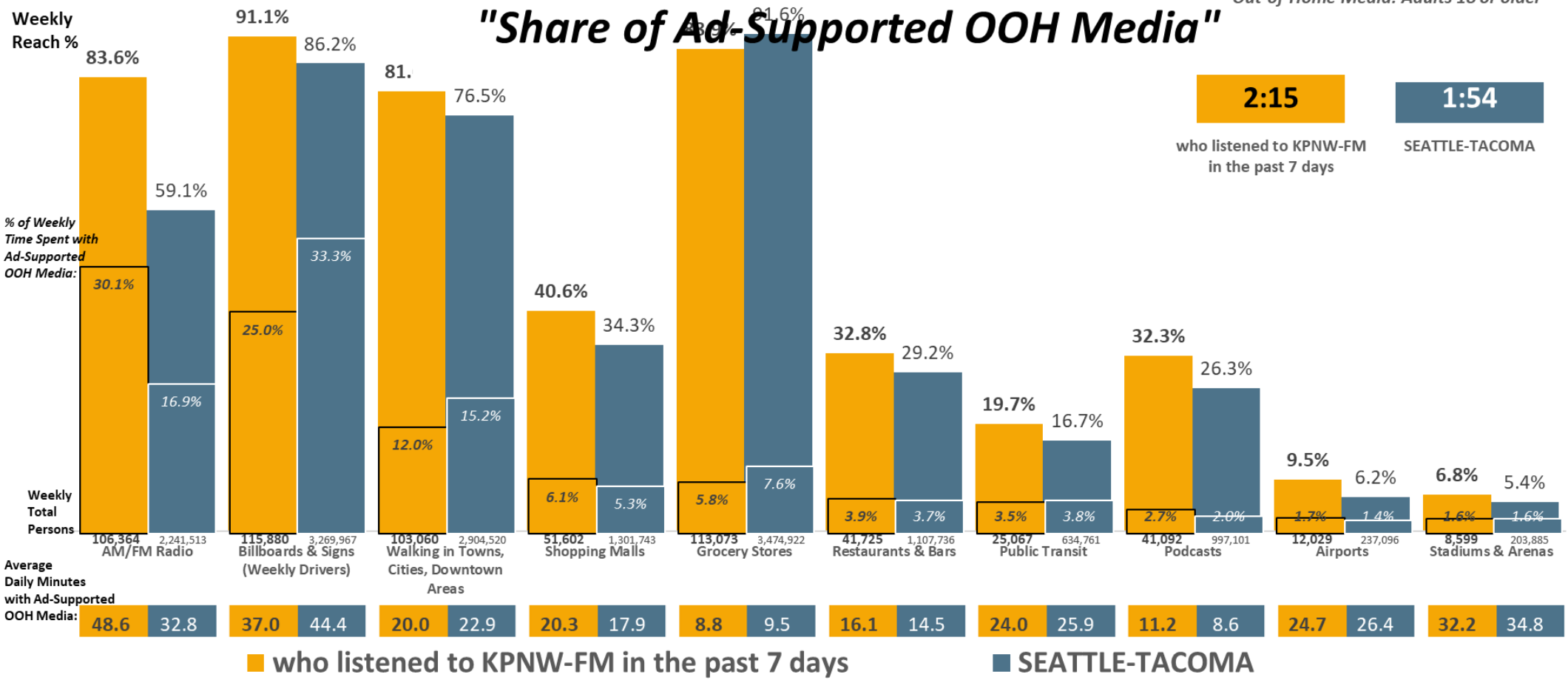
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(Radio Stations: KPNW-FM OR Radio Stations: KQMV-FM OR Radio Stations: KRWM-FM)

115,880 or 91.1% of Adults 18 or older who listened to KPNW-FM in the past 7 days spend an average of 37. minutes per day driving, seeing Billboards and Signs representing 25.% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



SEATTLE-TACOMA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 123 SEATTLE-TACOMA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 3,704

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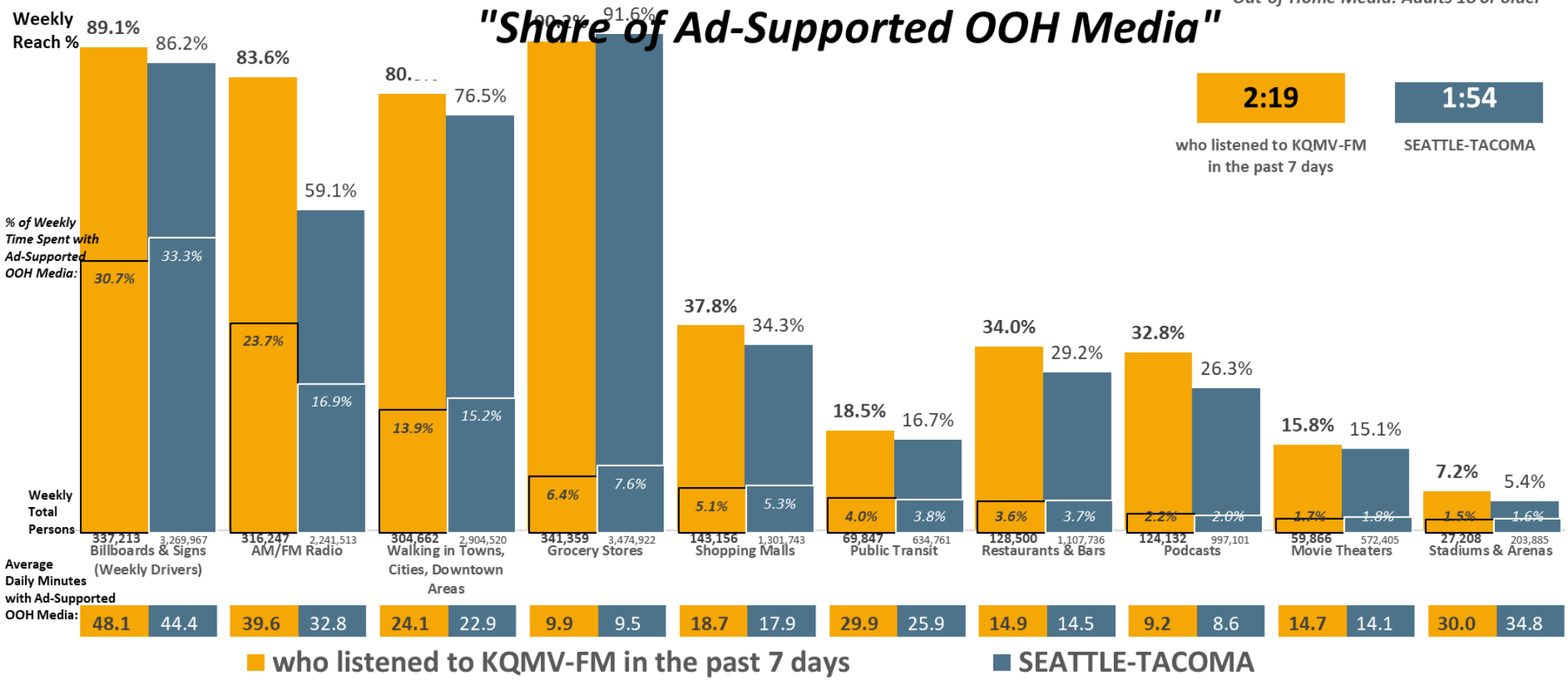
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Radio Stations: KPNW-FM

337,213 or 89.1% of Adults 18 or older who listened to KQMV-FM in the past 7 days spend an average of 48.1 minutes per day driving, seeing Billboards and Signs representing 30.7% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



SEATTLE-TACOMA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 314 SEATTLE-TACOMA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 3,704

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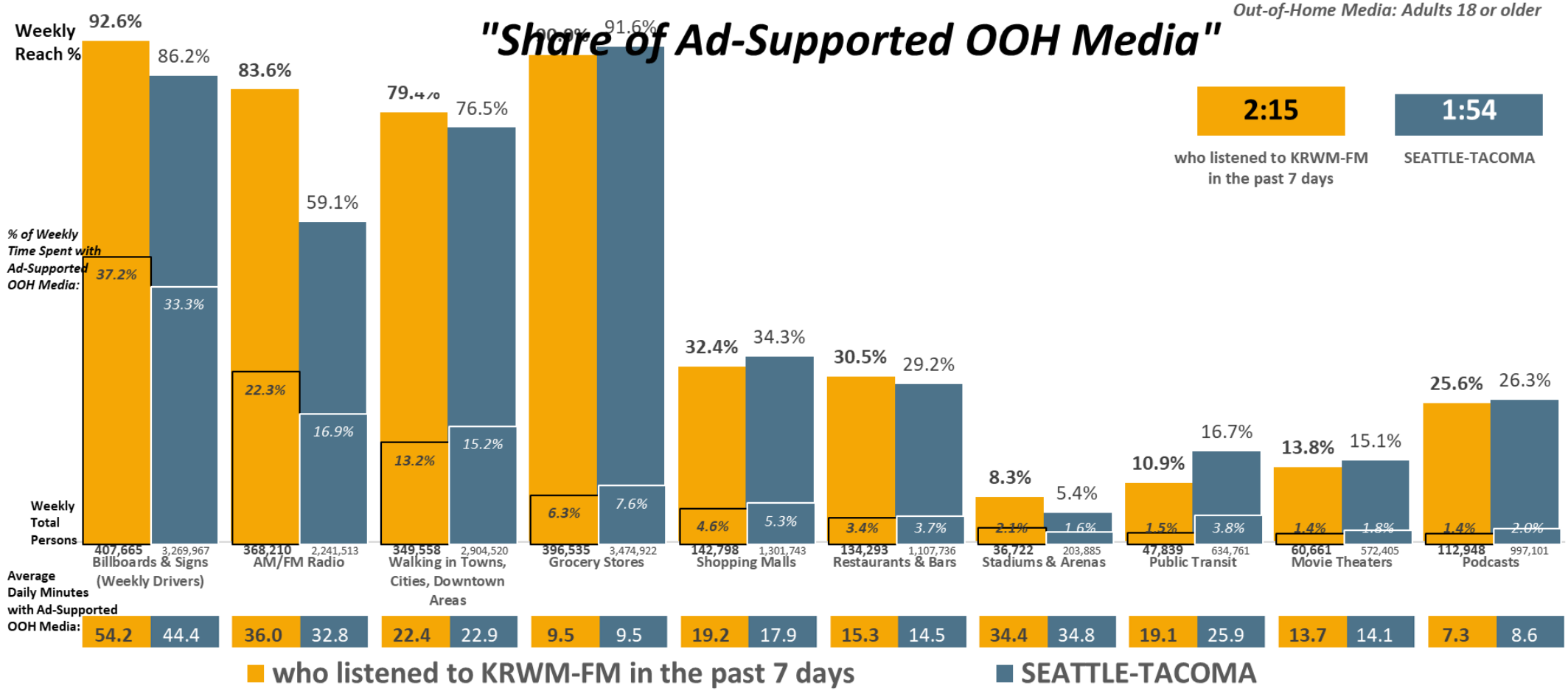
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Radio Stations: KQMV-FM

407,665 or 92.6% of Adults 18 or older who listened to KRWM-FM in the past 7 days spend an average of 54.2 minutes per day driving, seeing Billboards and Signs representing 37.2% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



SEATTLE-TACOMA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 436 SEATTLE-TACOMA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 3,704

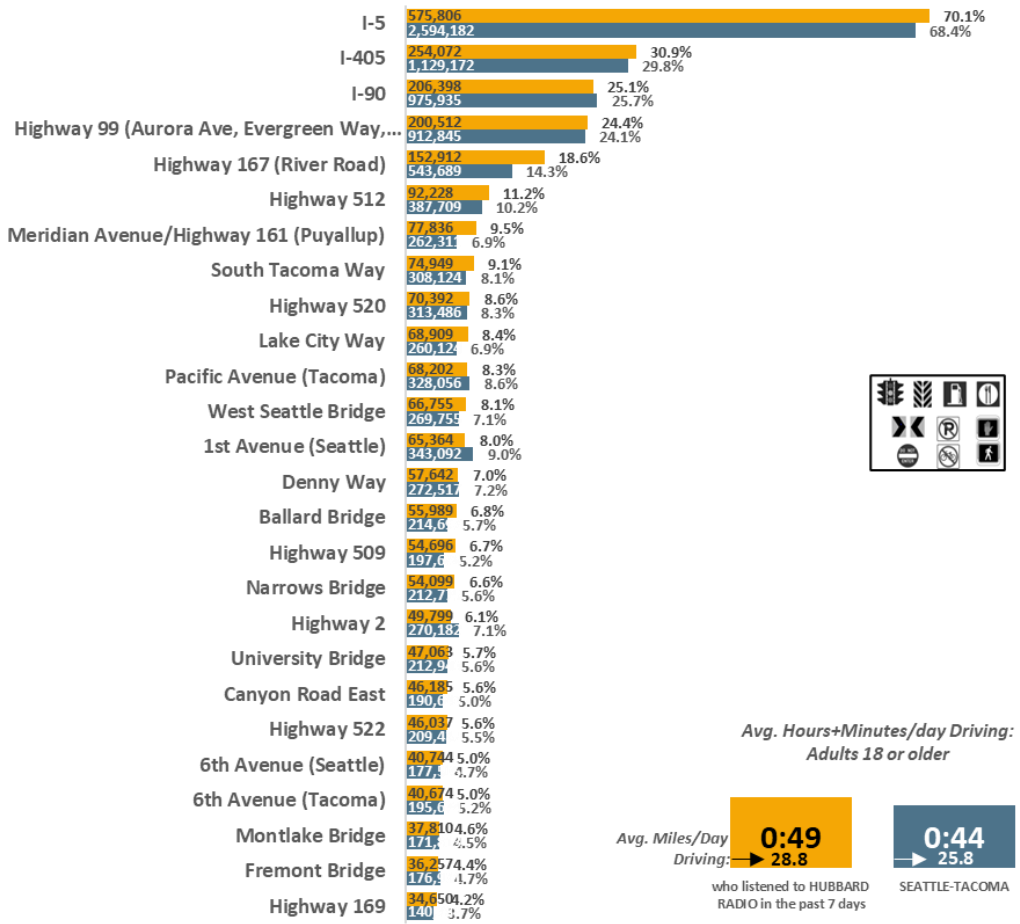
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Radio Stations: KRWM-FM

752,250 or 91.6% of Adults 18 or older who listened to HUBBARD RADIO in the past 7 days spend an average of 49.6 minutes per day driving an average of 28.8 miles each day and are 37.1% more likely to use Meridian Avenue/Highway 161 (Puyallup) than the Met

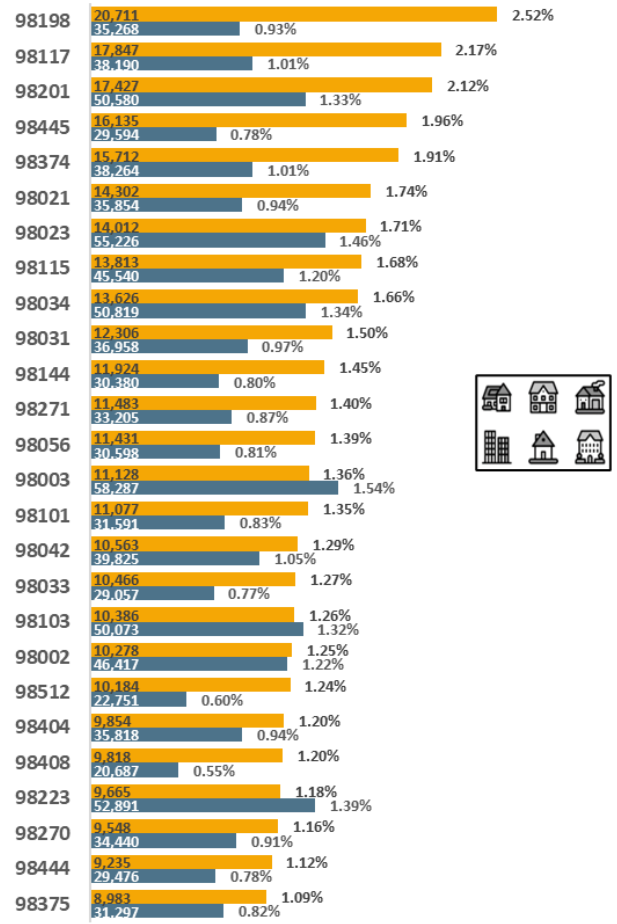
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



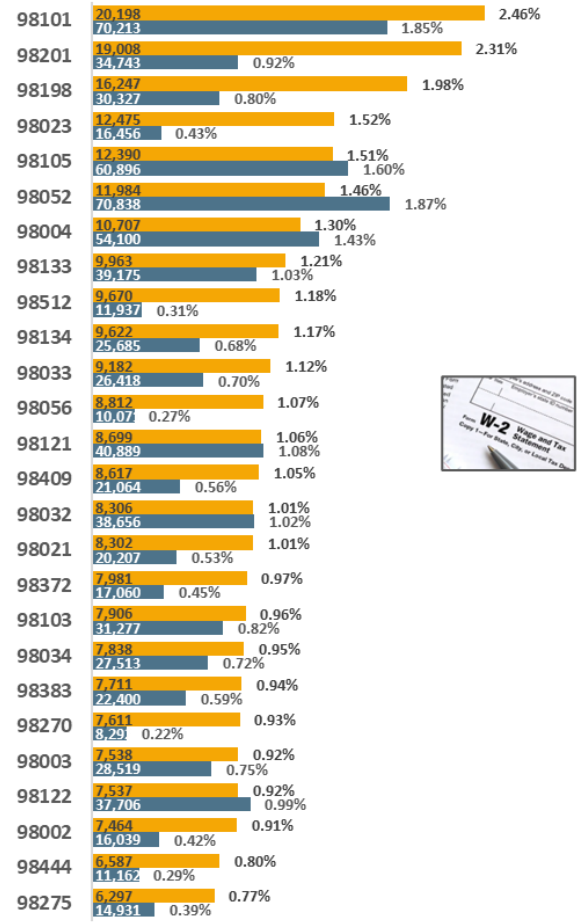
Avg. Hours+Minutes/day Driving: Adults 18 or older

Avg. Miles/Day Driving:

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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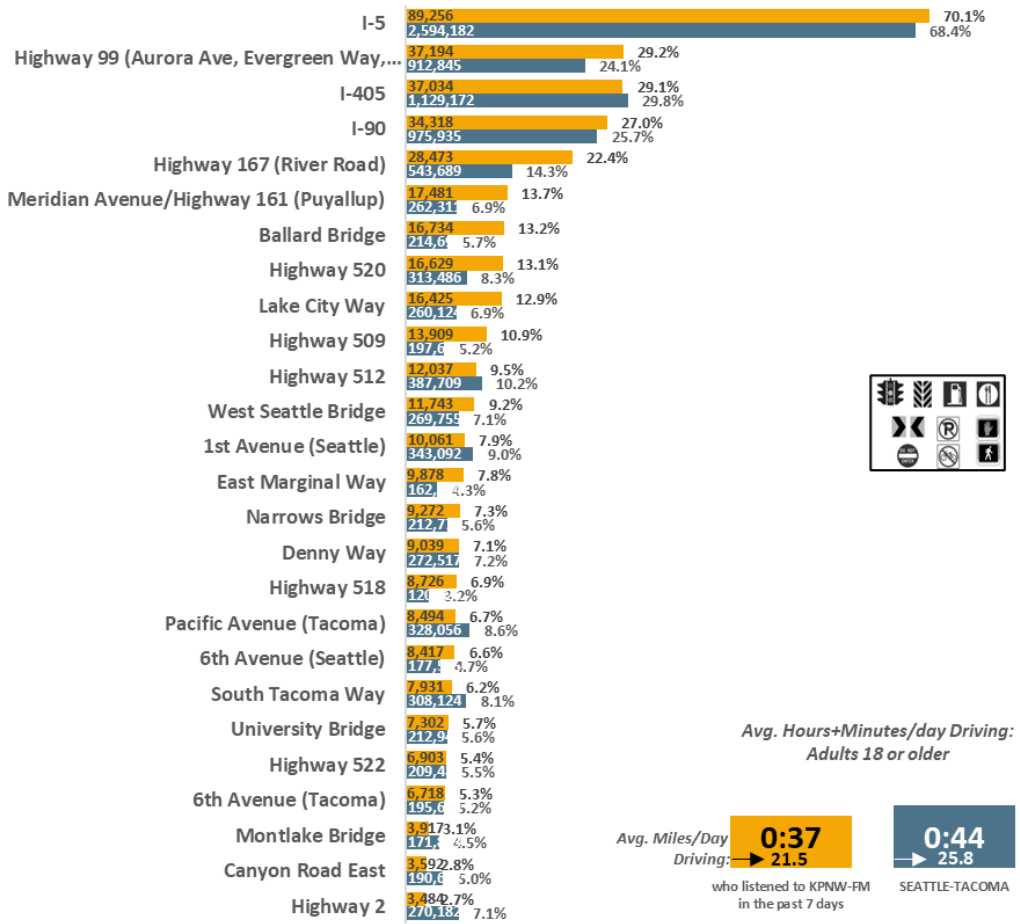
SEATTLE-TACOMA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 775

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

115,880 or 91.1% of Adults 18 or older who listened to KPNW-FM in the past 7 days spend an average of 37. minutes per day driving an average of 21.5 miles each day and are 132.5% more likely to use Ballard Bridge than the Metro average.

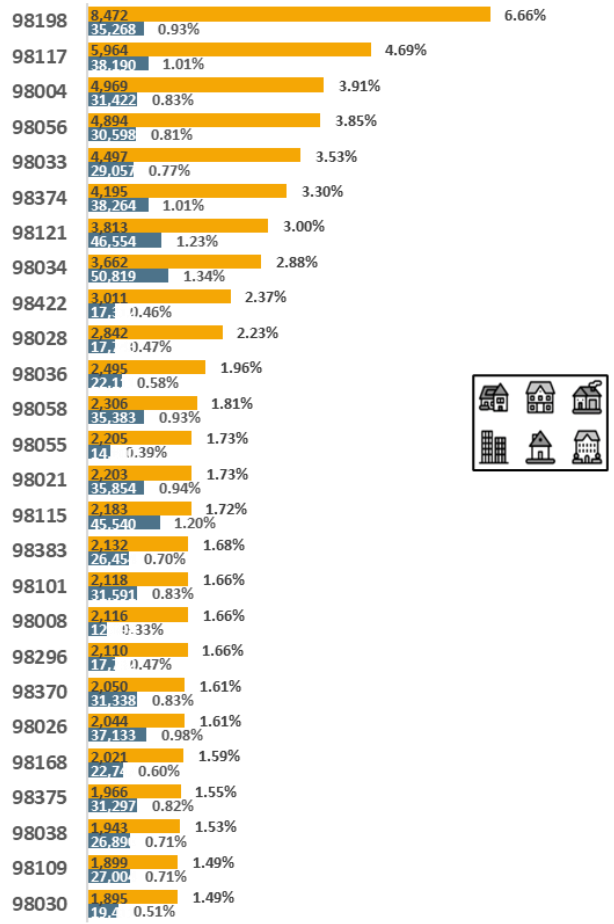
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



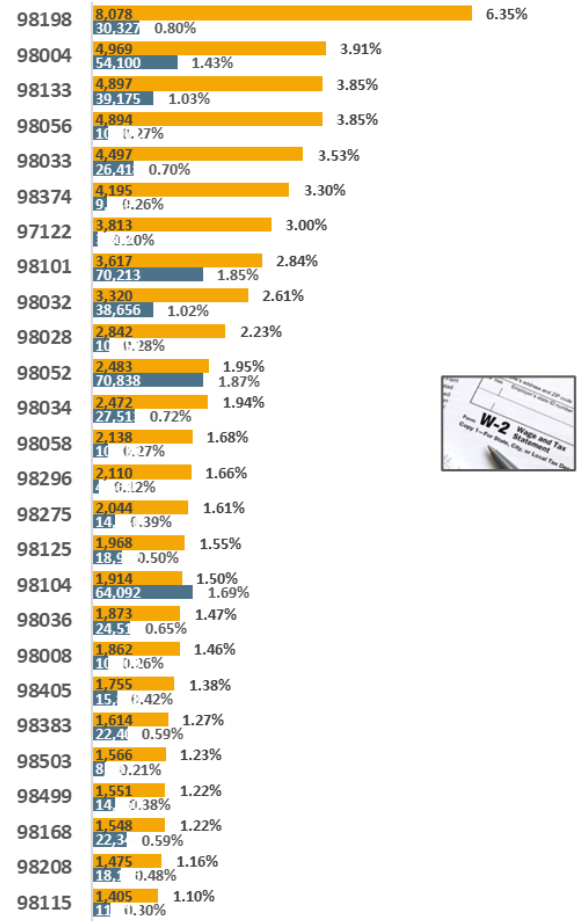
Avg. Hours+Minutes/day Driving: Adults 18 or older

Avg. Miles/Day Driving:

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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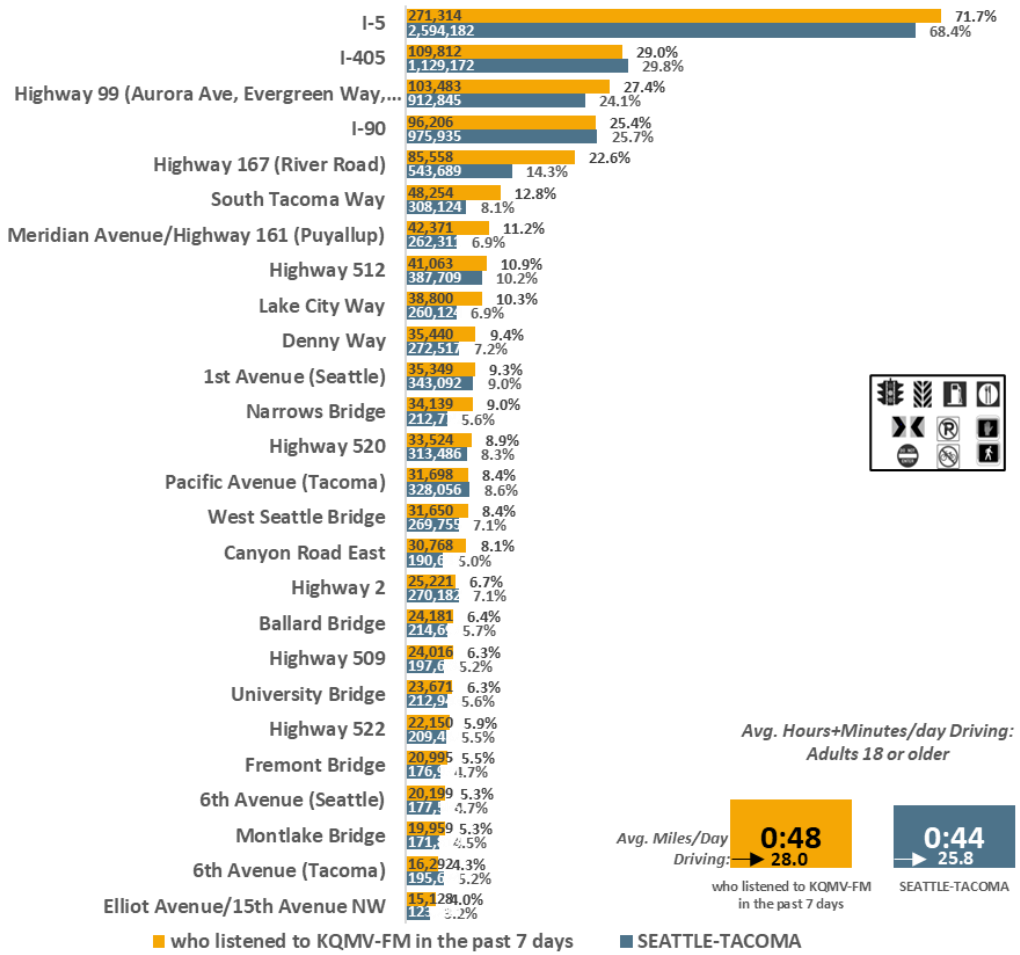
SEATTLE-TACOMA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 123

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Radio Stations: KPNW-FM

337,213 or 89.1% of Adults 18 or older who listened to KQMV-FM in the past 7 days spend an average of 48.1 minutes per day driving an average of 28. miles each day and are 62.% more likely to use Meridian Avenue/Highway 161 (Puyallup) than the Metro avera

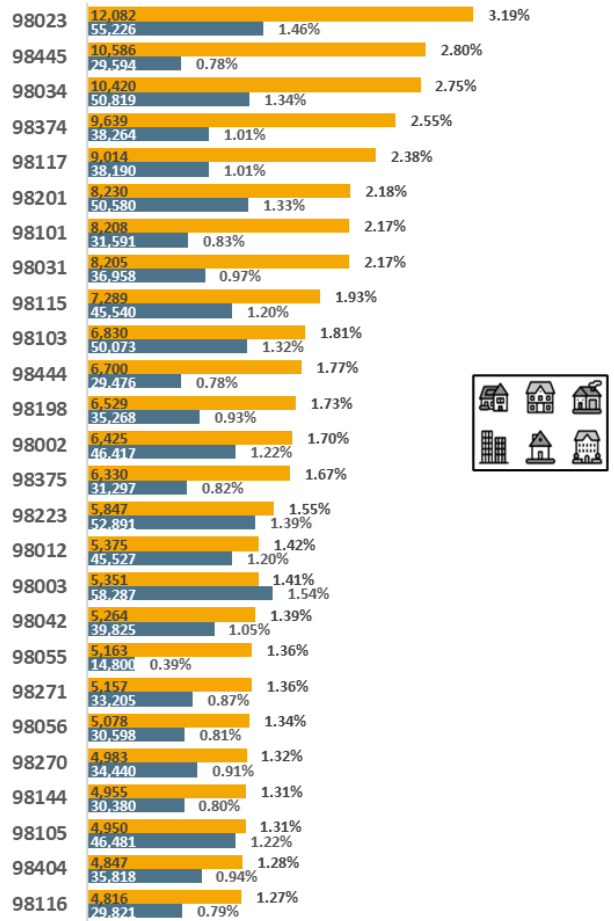
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



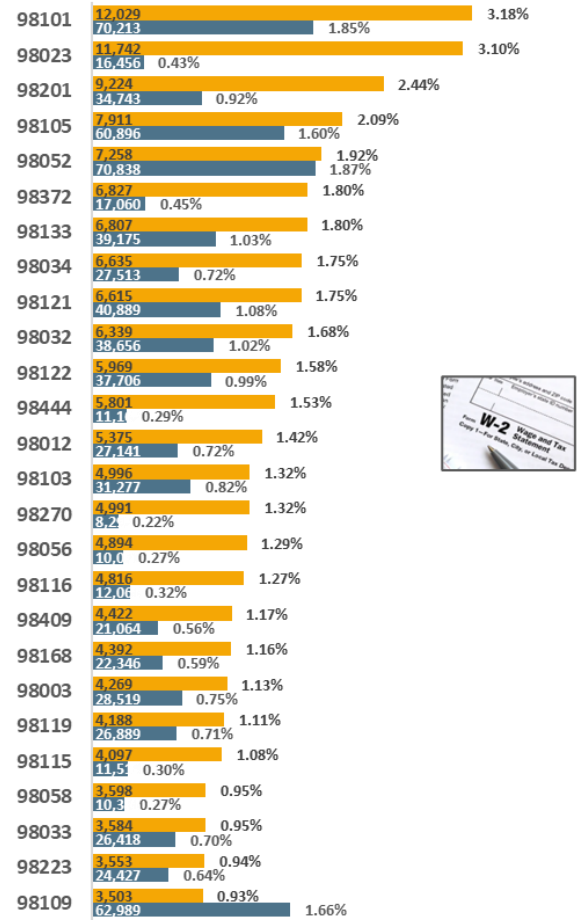
Avg. Hours+Minutes/day Driving: Adults 18 or older

Avg. Miles/Day Driving:

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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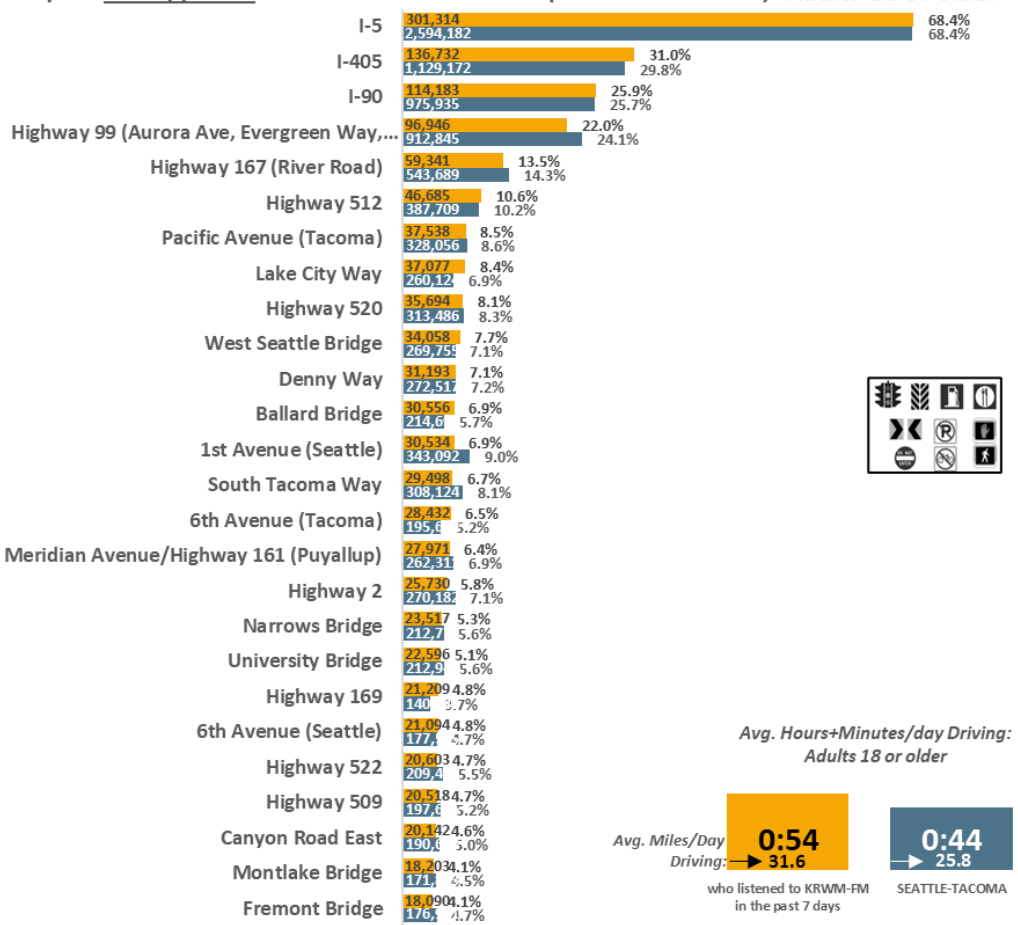
SEATTLE-TACOMA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 314

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Radio Stations: KQMV-FM

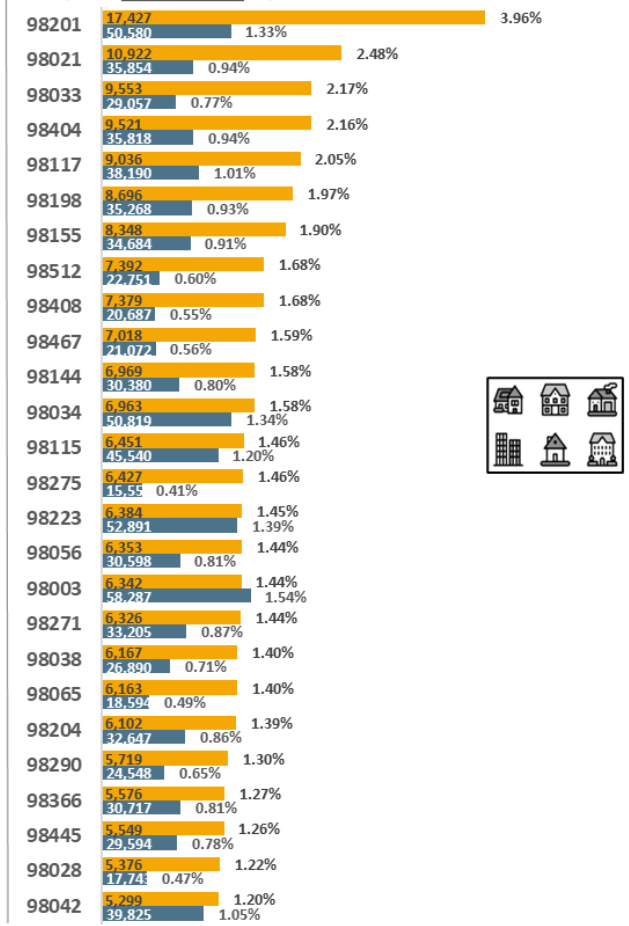
407,665 or 92.6% of Adults 18 or older who listened to KRWM-FM in the past 7 days spend an average of 54.2 minutes per day driving an average of 31.6 miles each day and are 25.2% more likely to use 6th Avenue (Tacoma) than the Metro average.

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

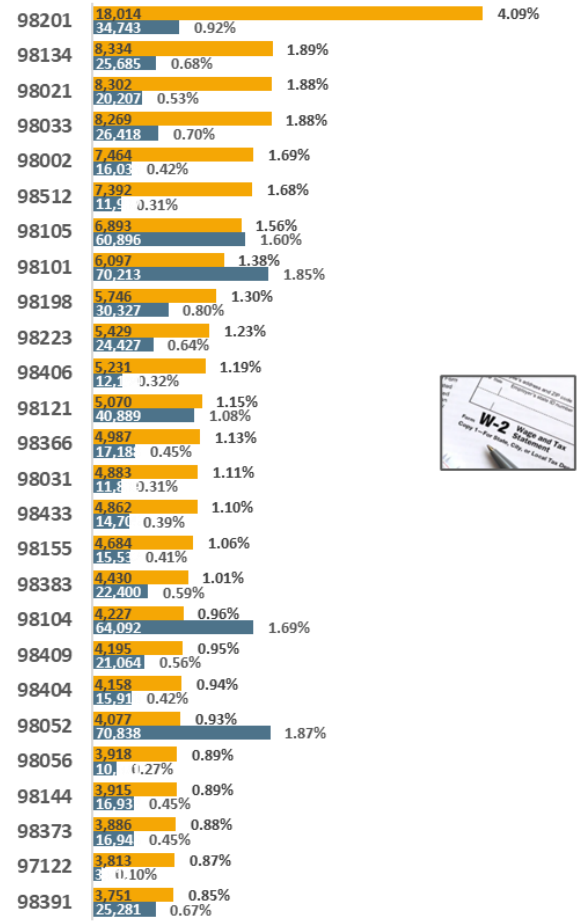


Avg. Hours+Minutes/day Driving: Adults 18 or older

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older

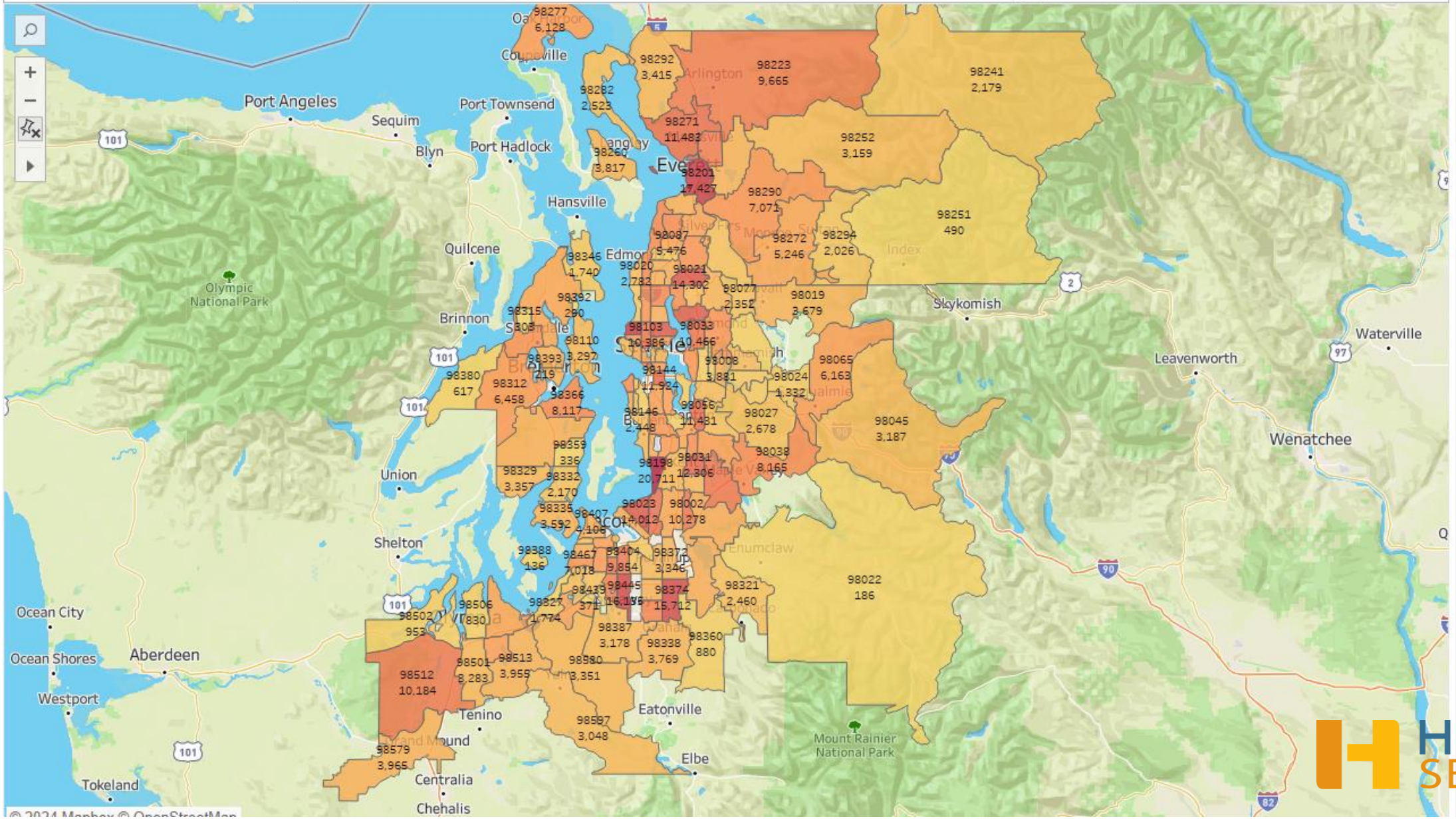


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Top Residential Zip Codes: (Adults 18 or older who listened to HUBBARD RADIO in the past 7 days)



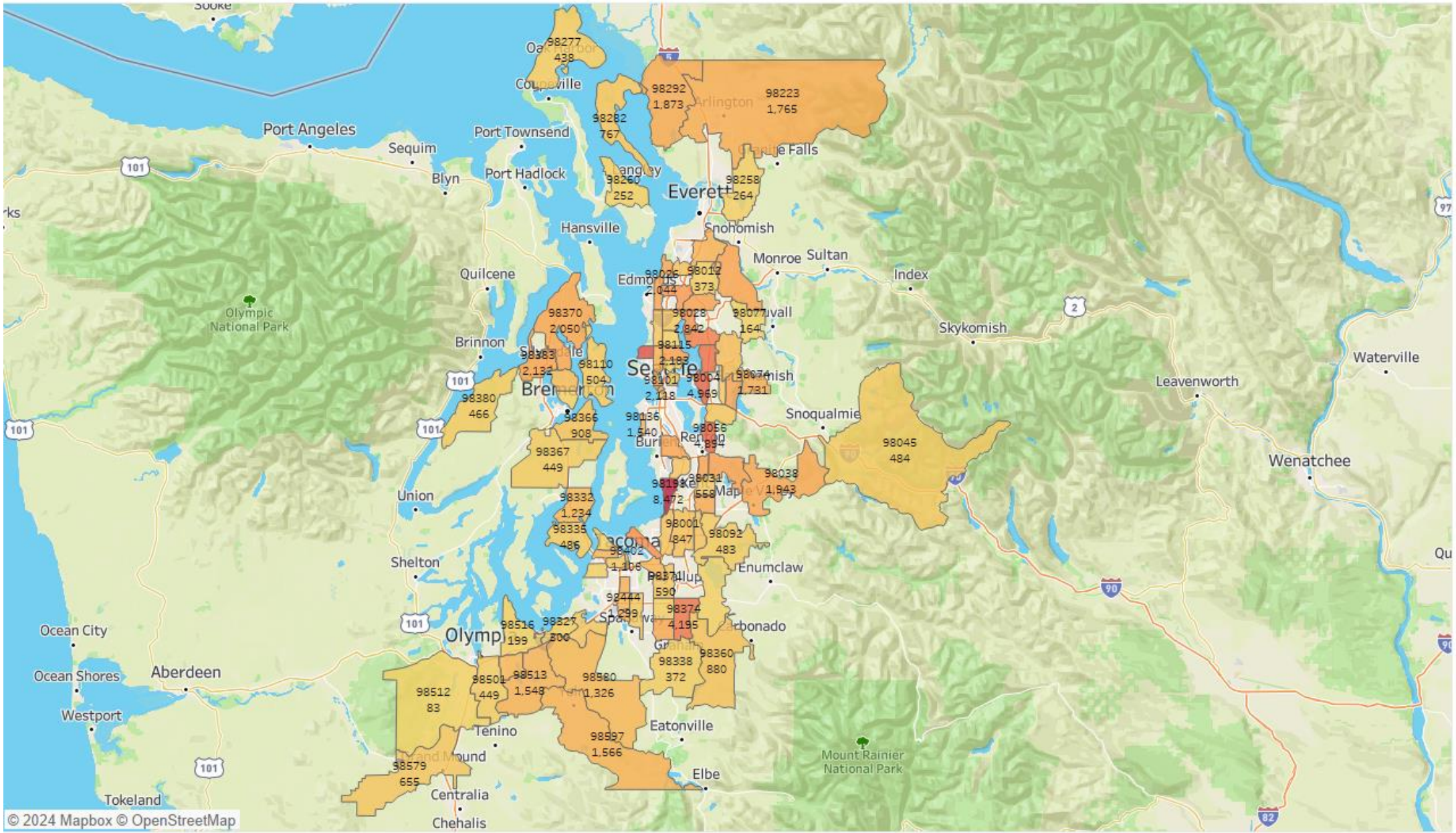
HUBBARD SEATTLE

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

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

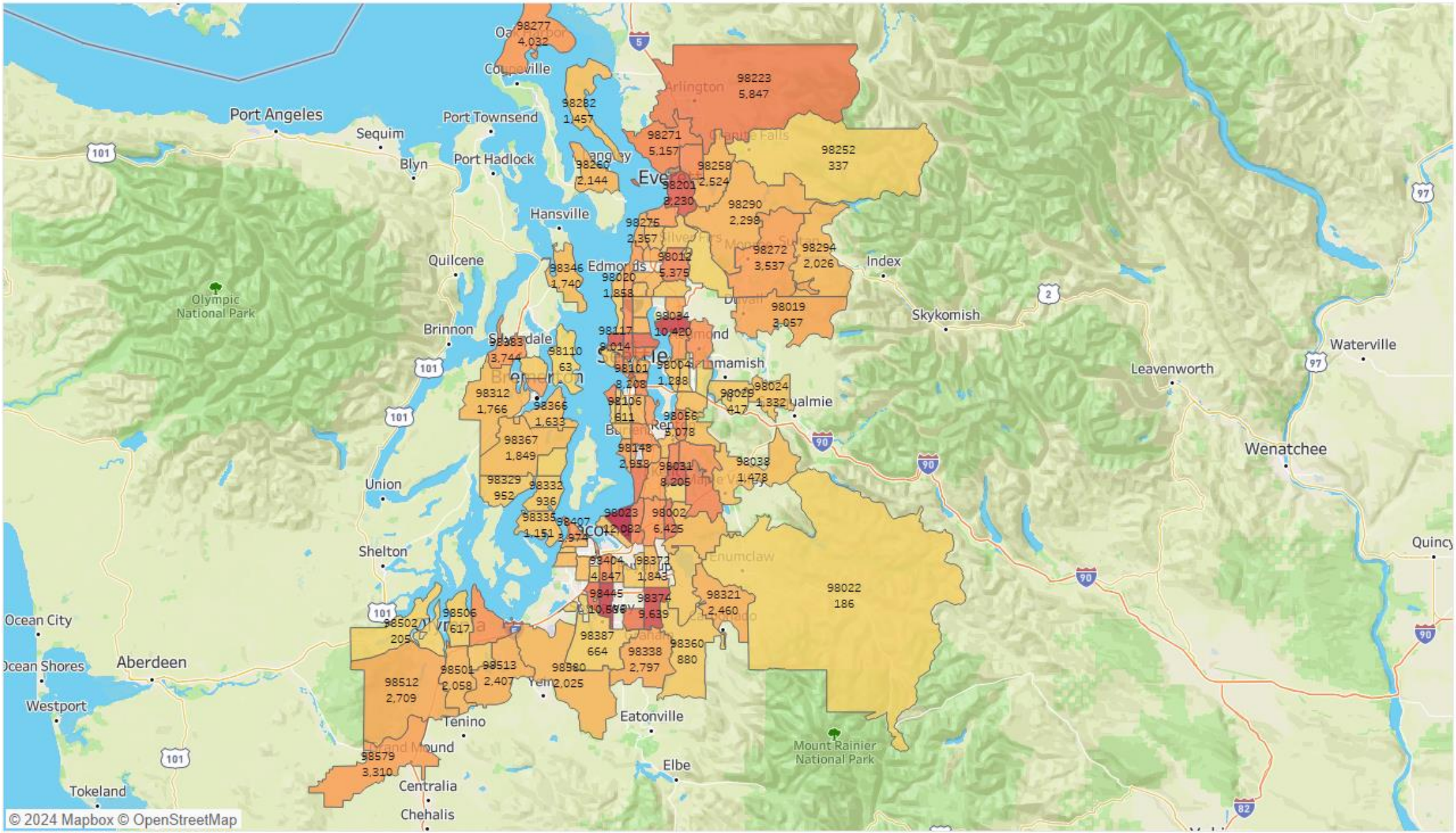


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Radio Stations: KPNW-FM

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

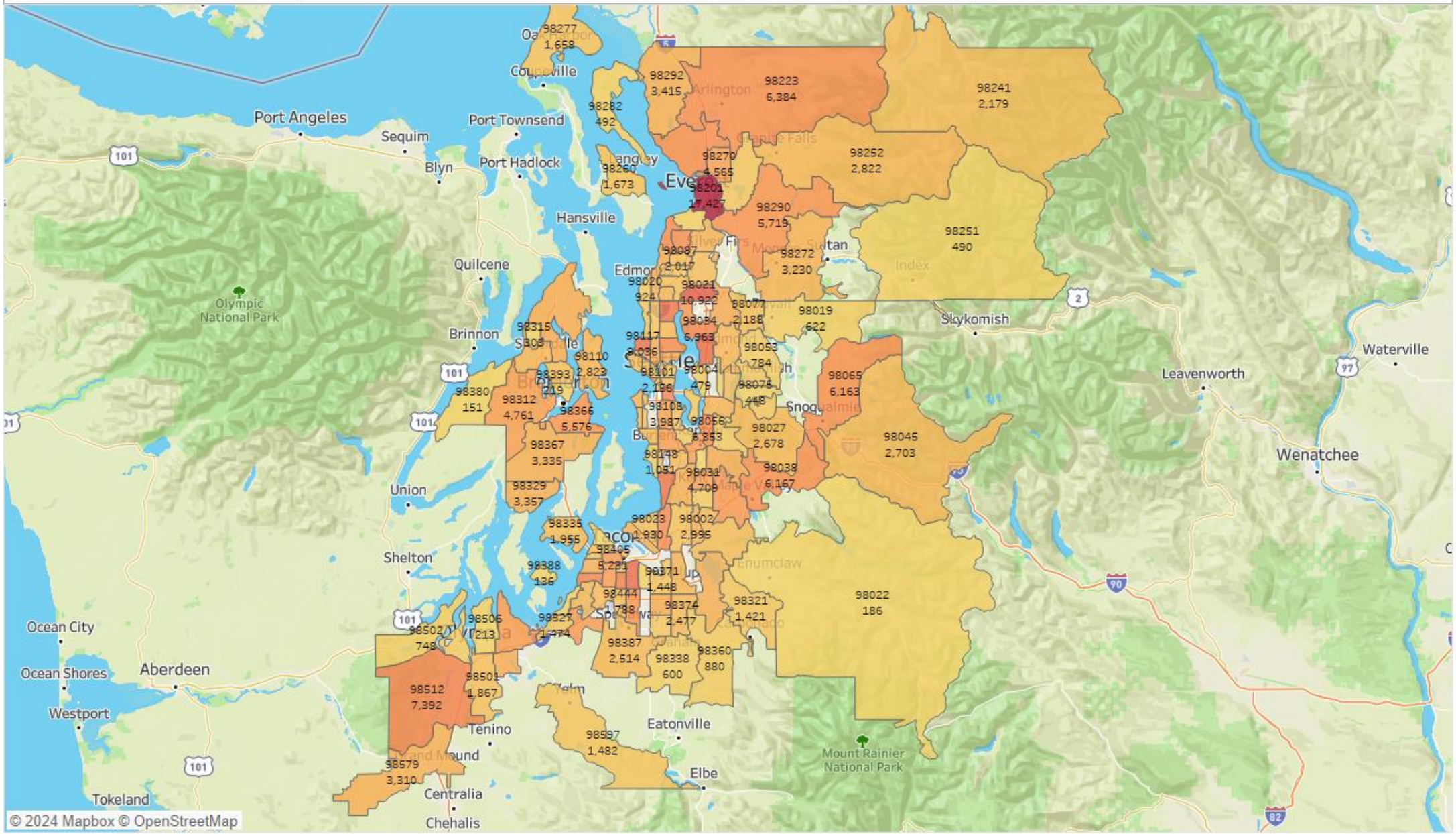


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Radio Stations: KQMV-FM

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



SUM(Adults 18 or older ...

132 17,427

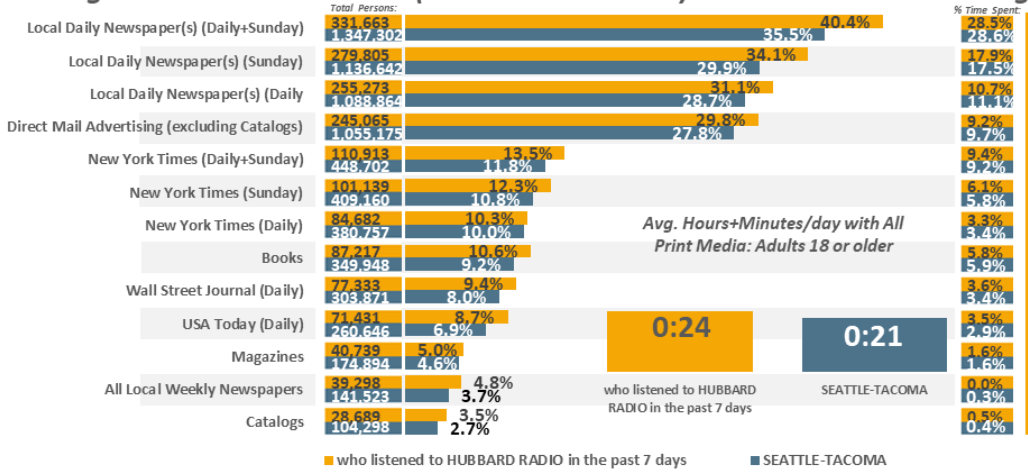
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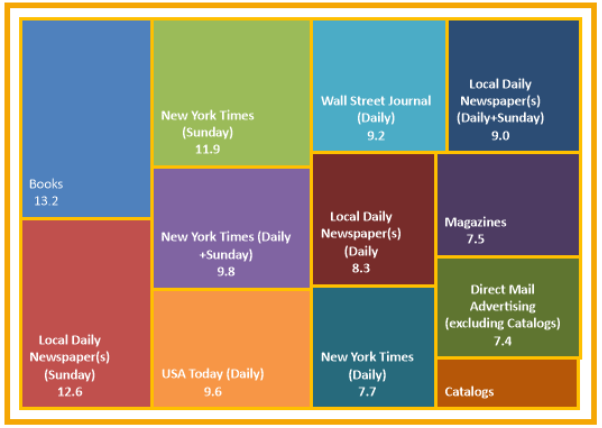
Radio Stations: KRWM-FM

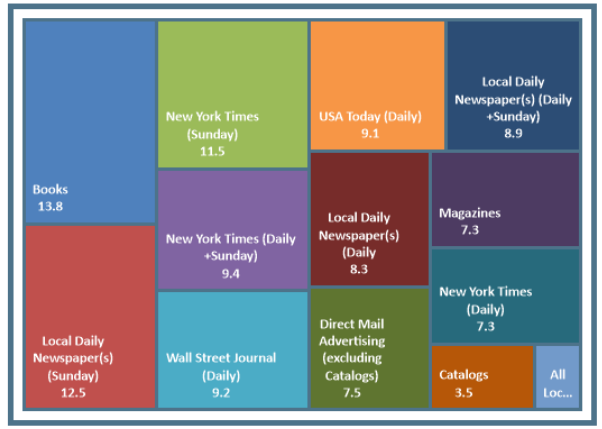
331,663 or 40.4% of Adults 18 or older who listened to HUBBARD RADIO in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9. minutes every day representing 30.3% of all time spent daily with All forms of Print Media.

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

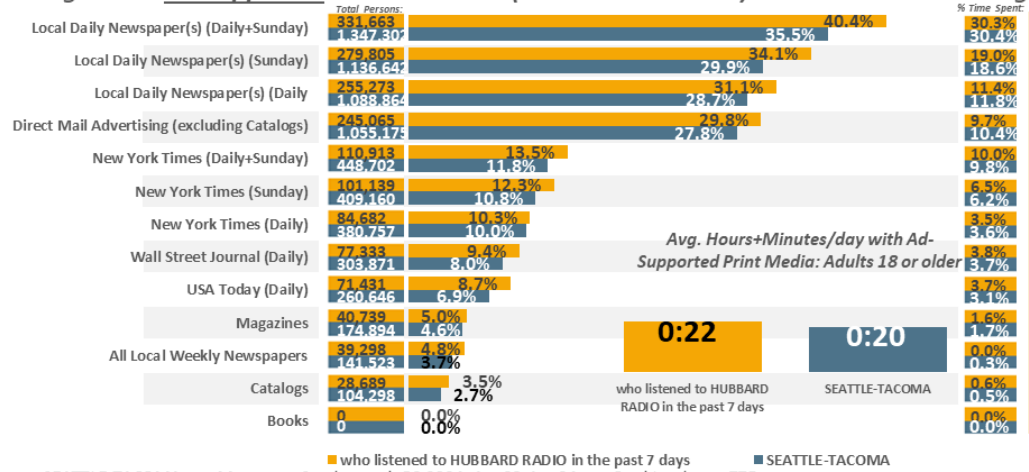


Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

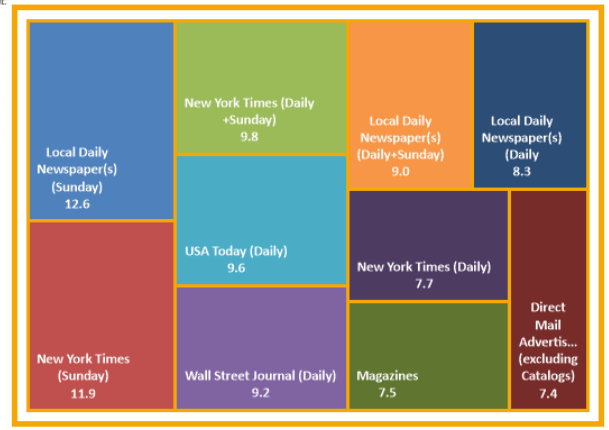


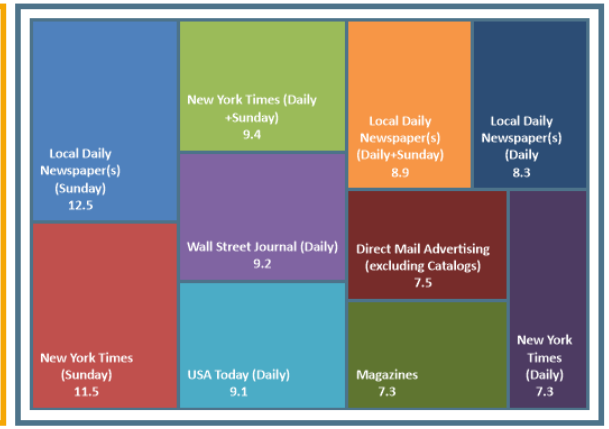


Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older



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





SEATTLE-TACOMA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 775

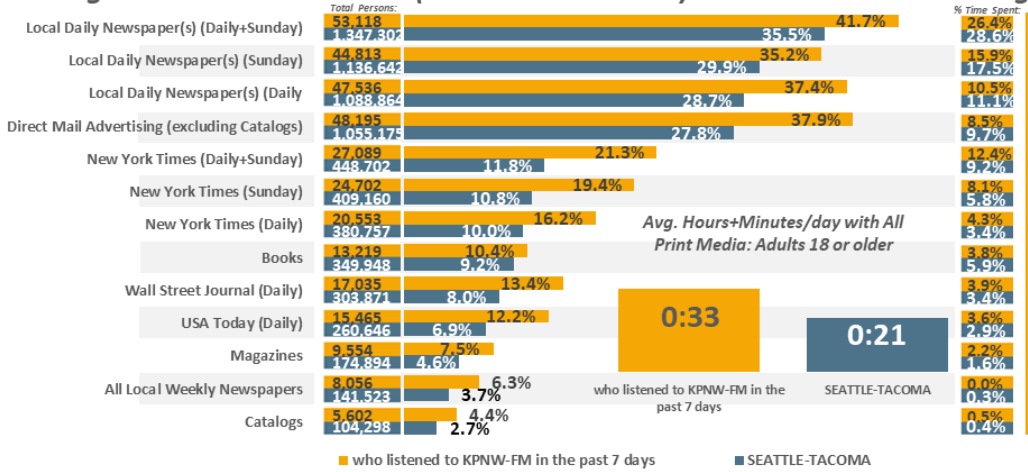
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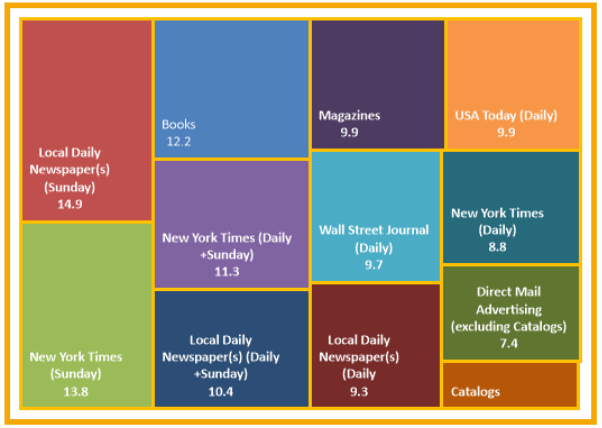
(Radio Stations: KPNW-FM OR Radio Stations: KQMV-FM OR Radio Stations: KRWM-FM)

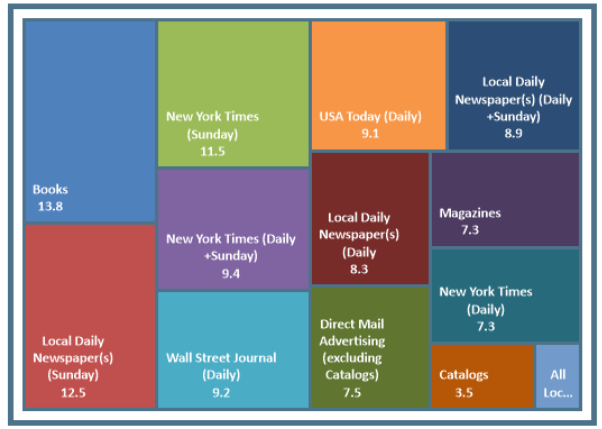
53,118 or 41.7% of Adults 18 or older who listened to KPNW-FM in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.4 minutes every day representing 27.4% of all time spent daily with All forms of Print Media.

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

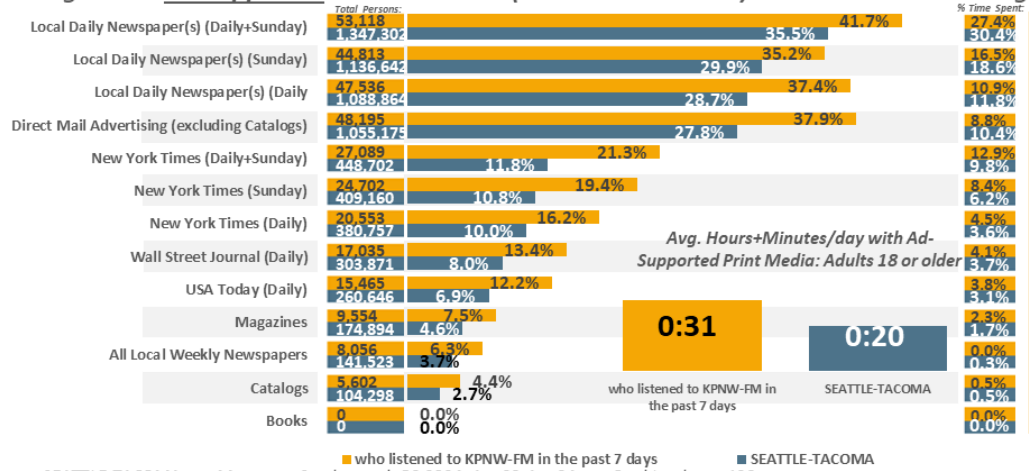


Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

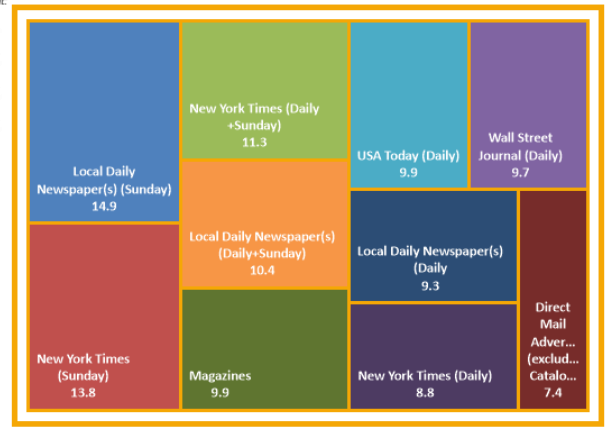


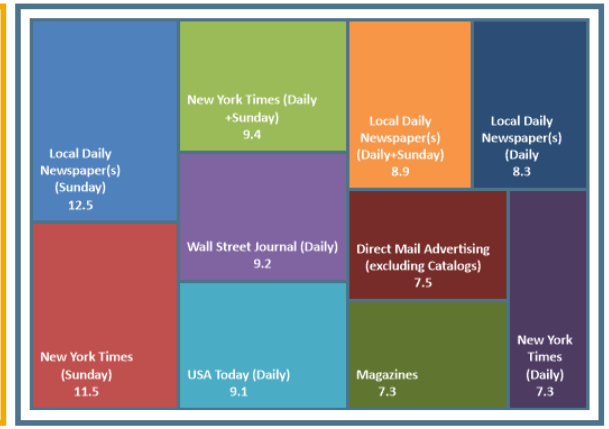


Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older



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





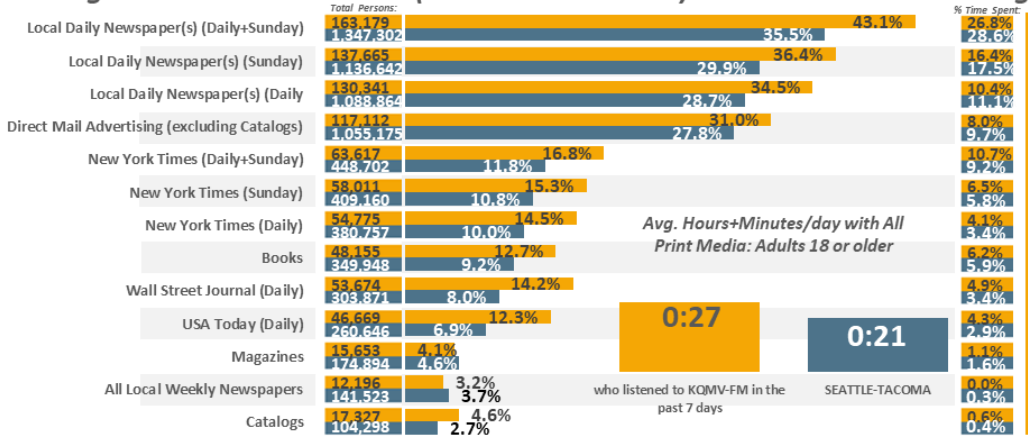
SEATTLE-TACOMA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 123

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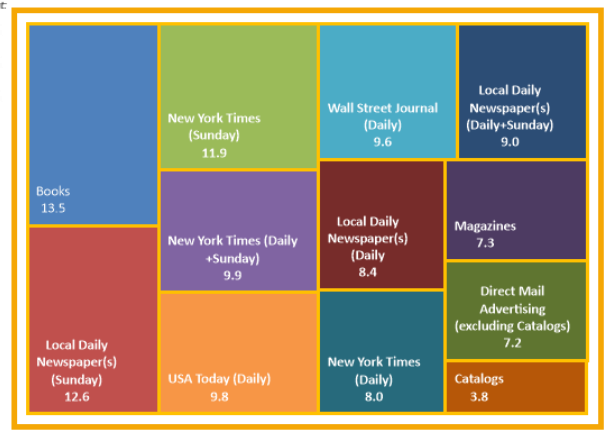
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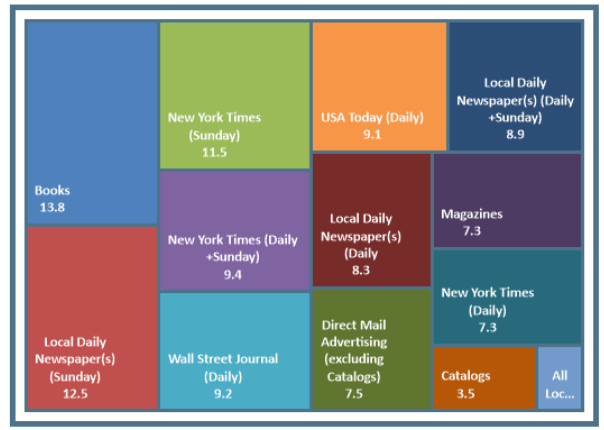
163,179 or 43.1% of Adults 18 or older who listened to KQMV-FM in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9. minutes every day representing 28.5% of all time spent daily with All forms of Print Media.

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

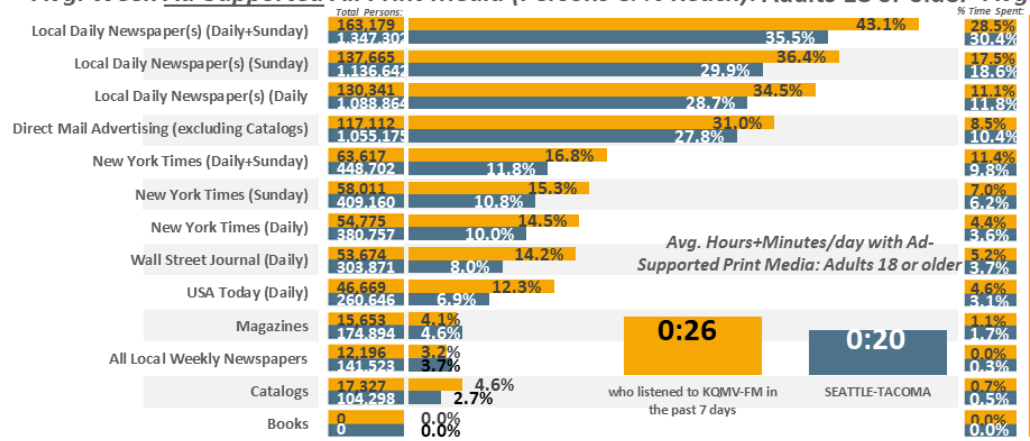


Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

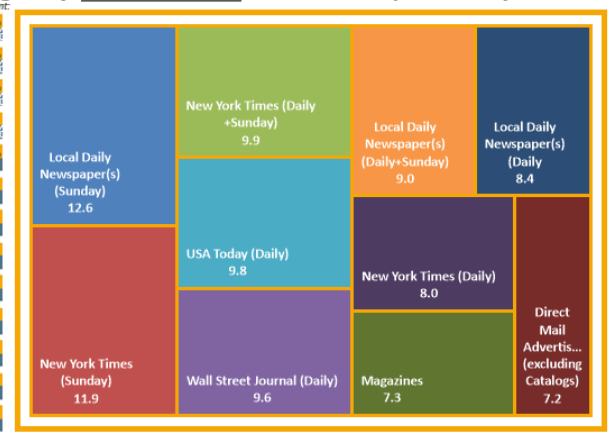


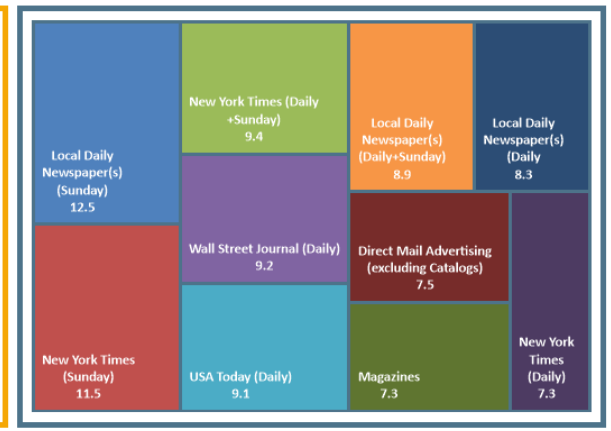


Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older



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





SEATTLE-TACOMA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 314

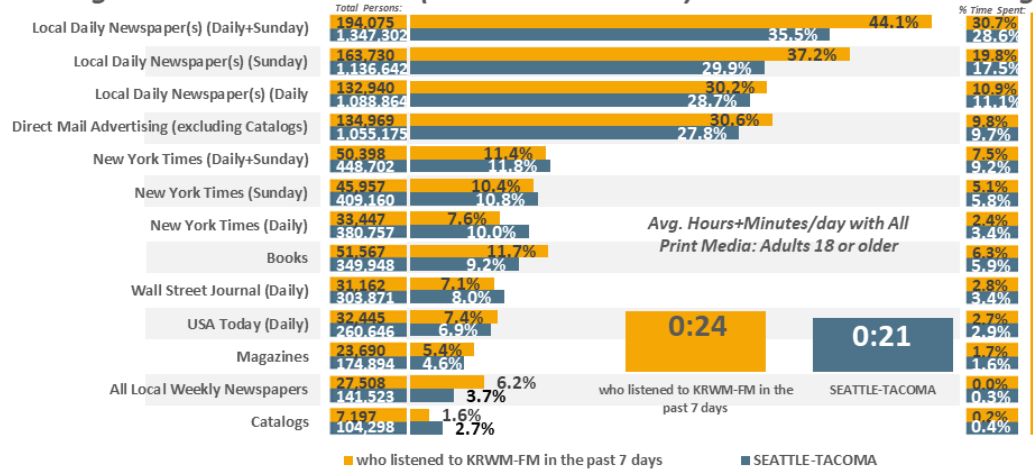
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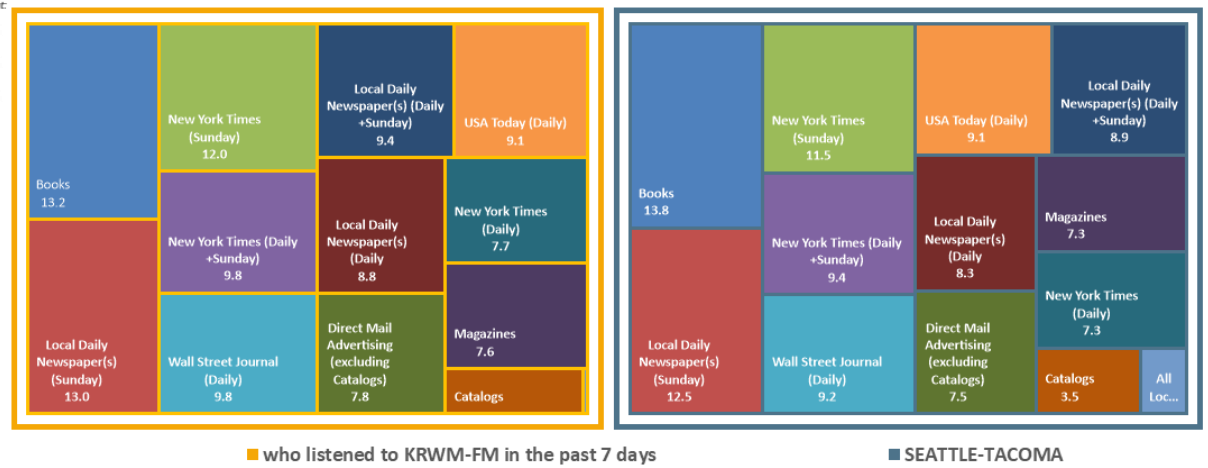
Radio Stations: KQMV-FM

194,075 or 44.1% of Adults 18 or older who listened to KRWM-FM in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.4 minutes every day representing 32.8% of all time spent daily with All forms of Print Media.

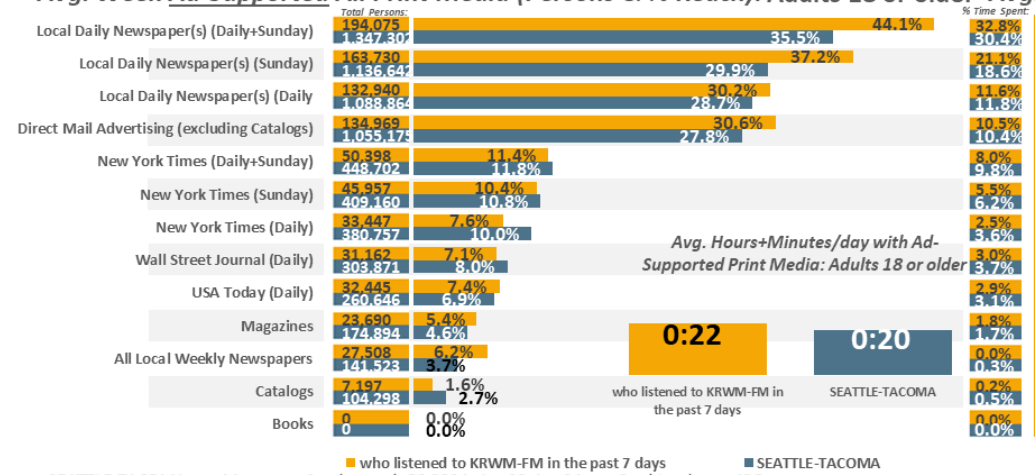
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



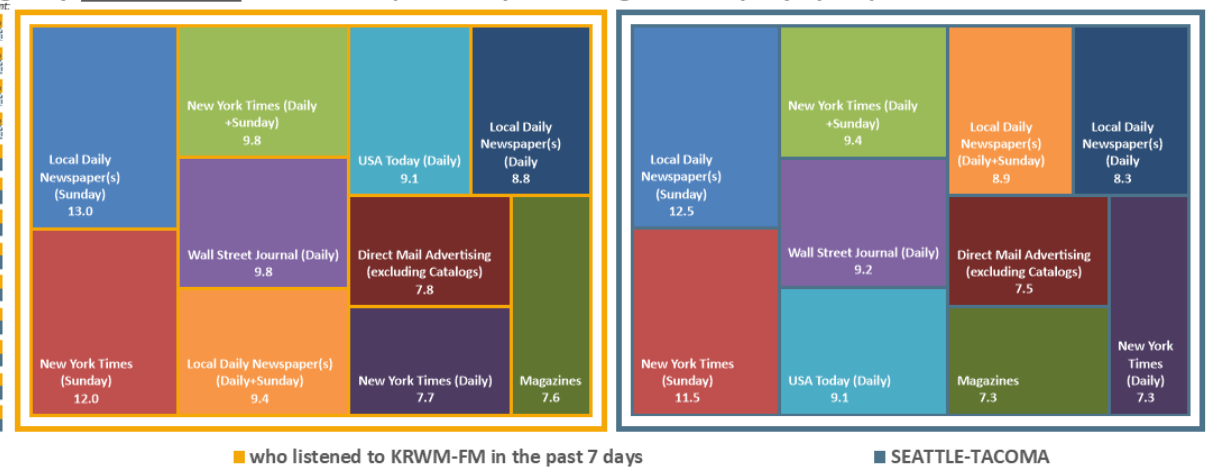
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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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