

USA+4 DMAs – P18+ who Listened to K-LOVE and/or AIR1 in the past 7 days!

Complete Demographic & Media Use Profiles



POSITIVE, ENCOURAGING

K-LOVE



worship
now

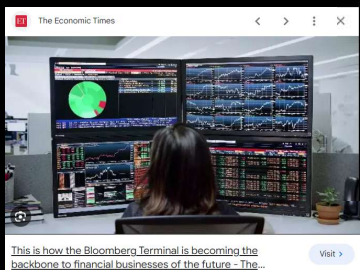


P18+

EDUCATIONAL MEDIA FOUNDATION



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



((Radio Stations: WAWE-FM OR Radio Stations: WCKL-FM OR radio station websites visited/apps used past 7 days: WCKL-FM(klove.com) OR Radio Stations: WNLT-FM OR Radio Stations: WOBO-FM OR Radio Stations: WORL-FM OR Radio station websites visited/apps used past 7 days: WNLT-FM(klove.com) OR Radio station websites visited/apps used past 7 days: WOBO-FM(wobofm.com) OR Radio Stations: KMWA-FM OR Radio Stations: KAIZ-FM OR Radio Stations: KLPT-FM OR Radio Stations: KLVA-FM OR Radio Stations: KLVK-FM OR Radio Stations: KLSW-FM OR Radio Stations: KWAO-FM OR Radio station websites visited/apps used past 7 days: KLSW-FM(klove.com) OR Radio Stations: KDHX-FM OR Radio Stations: WAIV-FM OR Radio Stations: WLVW-FM OR Radio station websites visited/apps used past 7 days: WAIV-FM(air1.com) OR Radio station websites visited/apps used past 7 days: WLVW-FM(klove.com) OR Radio Stations: WFLV-FM OR Radio station websites visited/apps used past 7 days: WFLV 90.7 FM (klove.com))



3.8% or 9,868,527 of USA DMA Adults 18 or older Listened to K-LOVE and/or AIR1 in the past 7 days.
 Typical Adults 18 or older who Listened to K-LOVE and/or AIR1 in the past 7 days are 48.9 years old (.3% older than average) and have a \$105,685 (7.3% lower than average) annual household income.

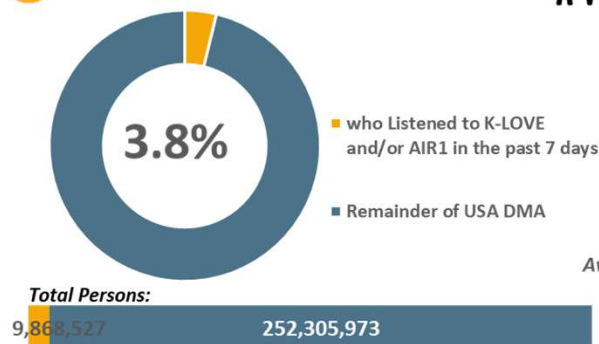


Percent of Market: Adults 18 or older



Gender of Target vs. Market: Adults 18 or older

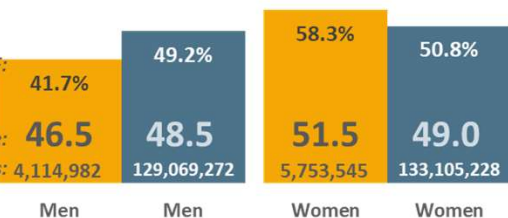
Ethnicity of Target vs. Market:



%M vs. %F:

Average Age:

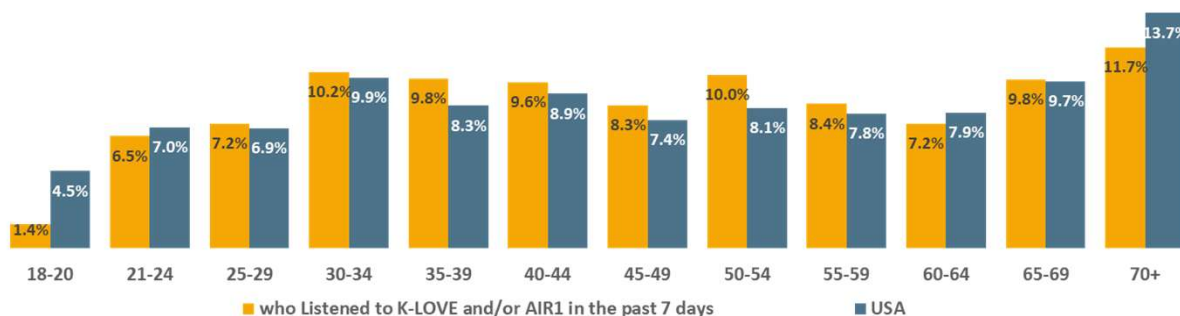
Persons:



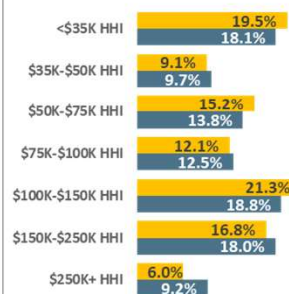
Age Cell Demographics of Target vs. Market:

Average Age:

Adults 18 or older



HHI of Target vs. Market:



Avg HHI: \$105,685 (target) vs \$113,959 (USA)

USA USA Projection Scarborough R1 2026: Sep24-Feb26 Qual Intab 972
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3.7% or 282,943 of CHI DMA Adults 18 or older Listened to K-LOVE and/or AIR1 in the past 7 days.
 Typical Adults 18 or older who Listened to K-LOVE and/or AIR1 in the past 7 days are 47.9 years old (1% younger than average) and have a \$97,778 (9% lower than average) annual household income.

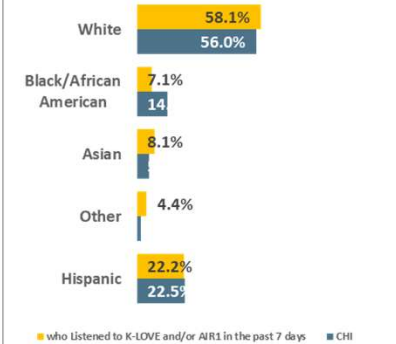
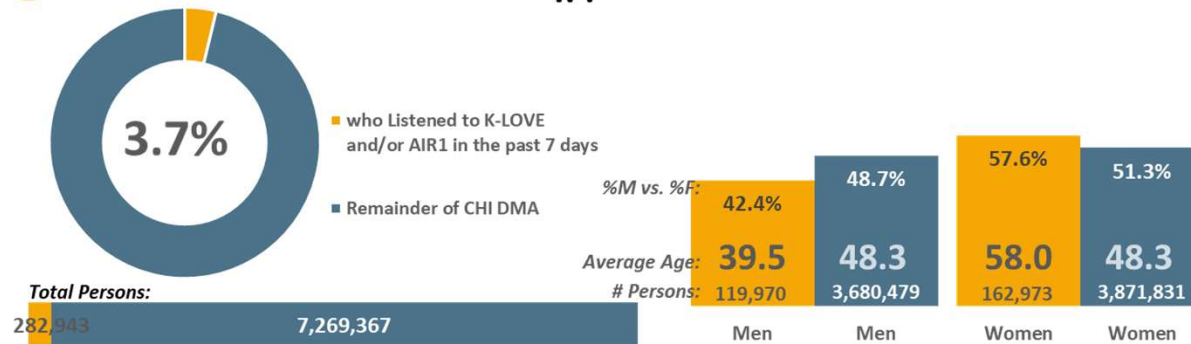


Percent of Market: Adults 18 or older



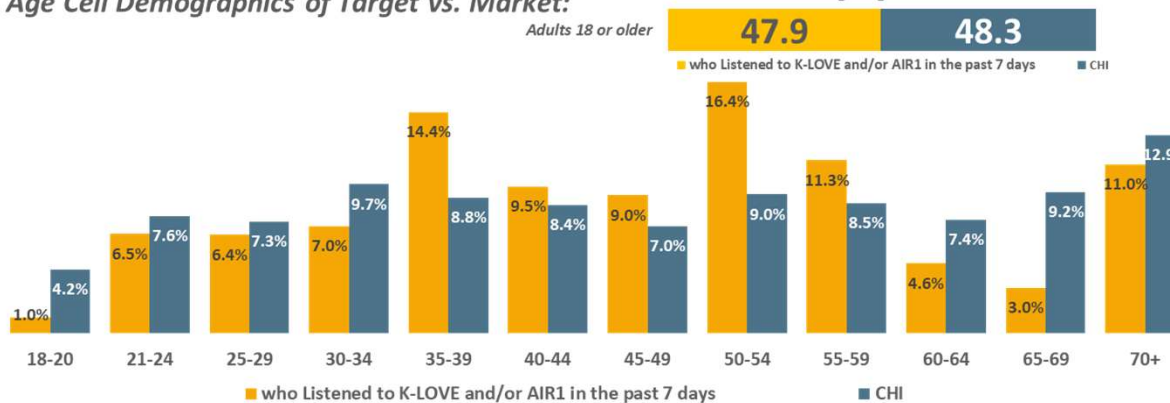
Gender of Target vs. Market: Adults 18 or older

Ethnicity of Target vs. Market:

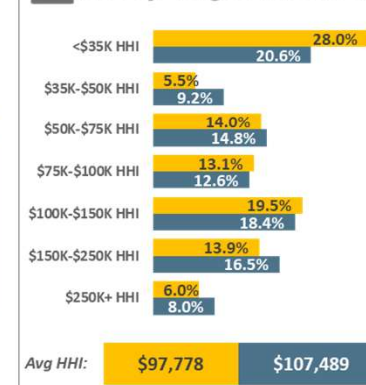


Age Cell Demographics of Target vs. Market:

Average Age:



HHI of Target vs. Market:



CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 181
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((Radio Stations: WAVE-FM OR Radio Stations: WCKL-FM OR Radio station websites visited/apps used past 7 days: WCKL-FM(klove.com) OR Radio Stations: WNLT-FM OR Radio Stations: WOBO-FM OR Radio Stations: WORL-FM OR Radio station websites visited/apps used past 7 days: WNLT-FM(klove.com) OR Radio station websites visited/apps used past 7 days: WOBO-FM(wobofm.com)OR Radio Stations: KMWA-FM OR Radio Stations: KAIZ-FM OR Radio Stations: KLPT-FM OR Radio Stations: KLVA-FM OR Radio Stations: KLVK-FM OR Radio Stations: KLSW-FM OR Radio Stations: KWAO-FM OR Radio station websites visited/apps used past 7 days: KLSW-FM(klove.com) OR Radio Stations: KDHX-FM OR Radio Stations: WAIW-FM OR Radio Stations: WLVW-FM OR Radio station websites visited/apps used past 7 days: WAIW-FM(air1.com) OR Radio station websites visited/apps used past 7 days: WLVW-FM(klove.com) OR Radio Stations: WFLV-FM OR Radio station websites visited/apps used past 7 days: WFLV 90.7 FM (klove.com))



2.4% or 136,900 of WDC DMA Adults 18 or older Listened to K-LOVE and/or AIR1 in the past 7 days.
 Typical Adults 18 or older who Listened to K-LOVE and/or AIR1 in the past 7 days are 47.9 years old (.% older than average) and have a \$125,284 (8.6% lower than average) annual household income.

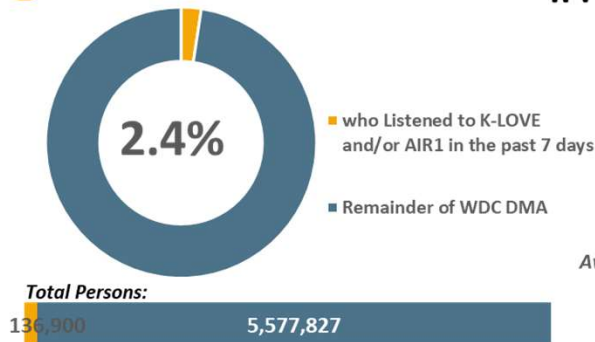


Percent of Market: Adults 18 or older



Gender of Target vs. Market: Adults 18 or older

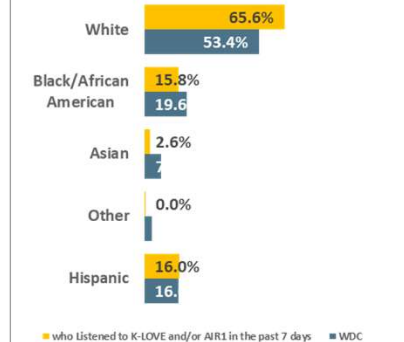
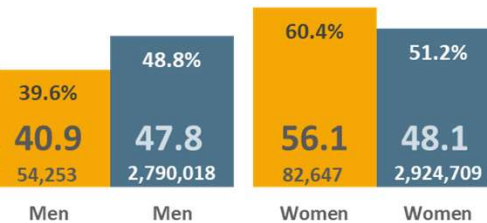
Ethnicity of Target vs. Market:



%M vs. %F:

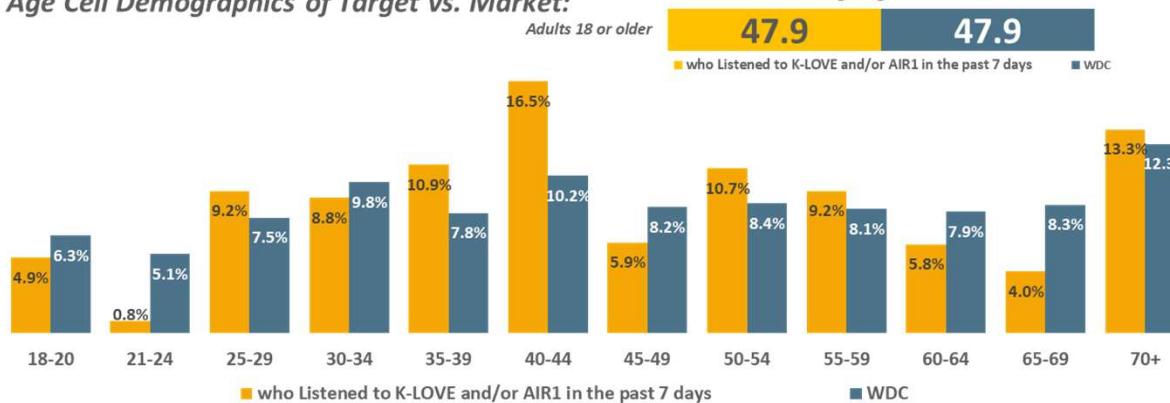
Average Age:

Persons:

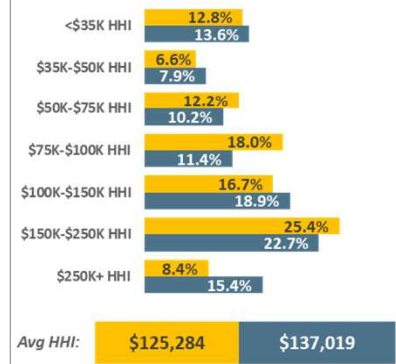


Age Cell Demographics of Target vs. Market:

Average Age:



HHI of Target vs. Market:



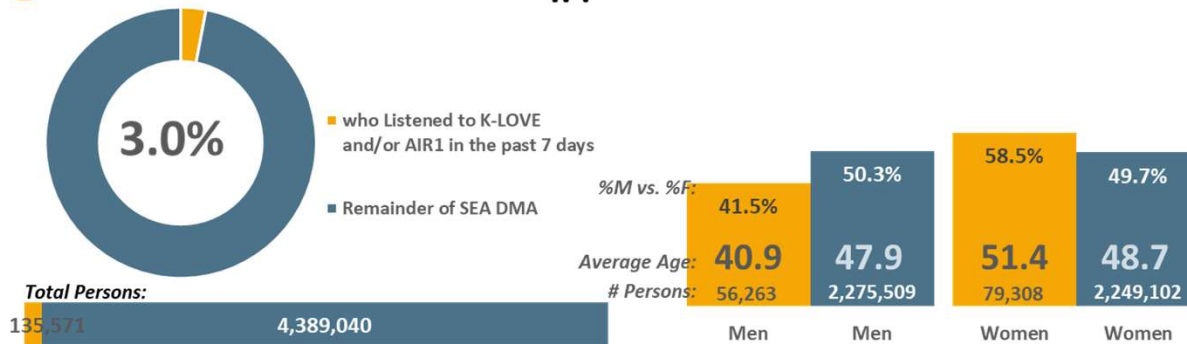
WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 139
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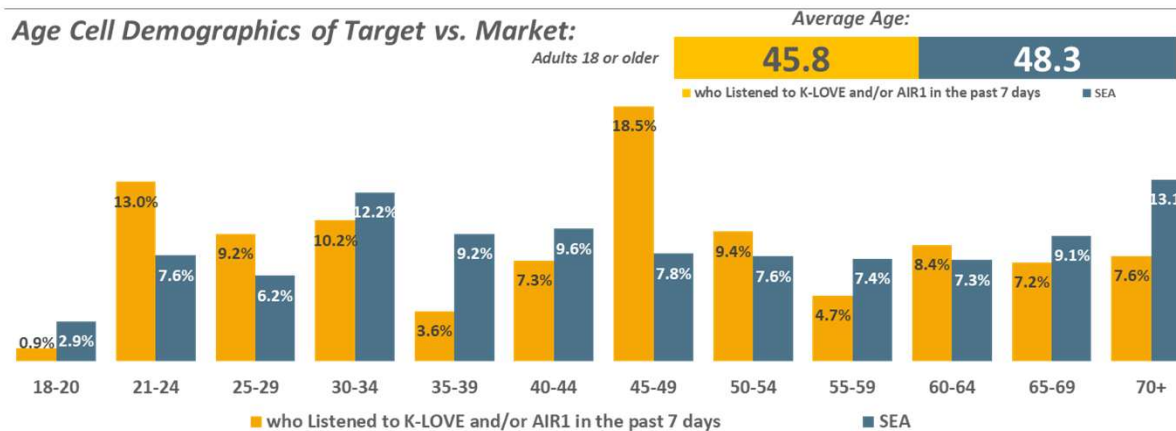


3.0% or 135,571 of SEA DMA Adults 18 or older Listened to K-LOVE and/or AIR1 in the past 7 days.
 Typical Adults 18 or older who Listened to K-LOVE and/or AIR1 in the past 7 days are 45.8 years old (5.1% younger than average) and have a \$116,670 (6.6% lower than average) annual household income.

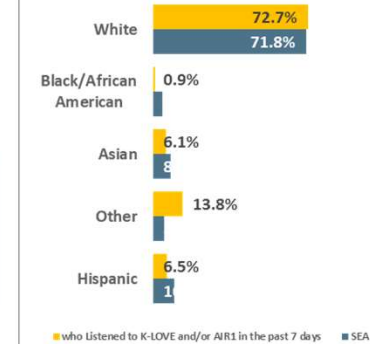
Percent of Market: Adults 18 or older **Gender of Target vs. Market: Adults 18 or older**



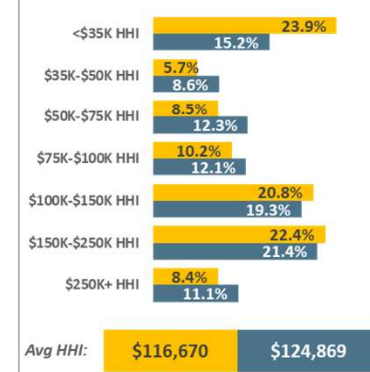
Age Cell Demographics of Target vs. Market:



Ethnicity of Target vs. Market:



HHI of Target vs. Market:





7.4% or 354,555 of PHX DMA Adults 18 or older Listened to K-LOVE and/or AIR1 in the past 7 days. Typical Adults 18 or older who Listened to K-LOVE and/or AIR1 in the past 7 days are 51.6 years old (5.3% older than average) and have a \$99,168 (7.4% lower than average) annual household income.

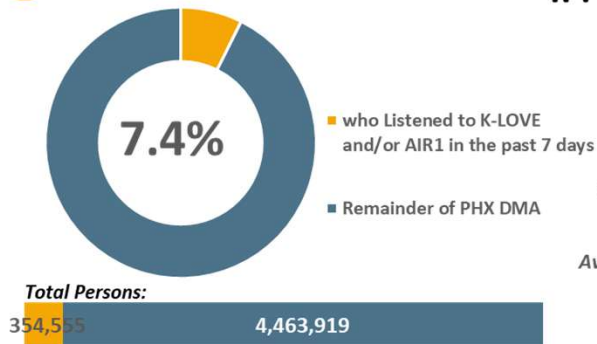


Percent of Market: Adults 18 or older



Gender of Target vs. Market: Adults 18 or older

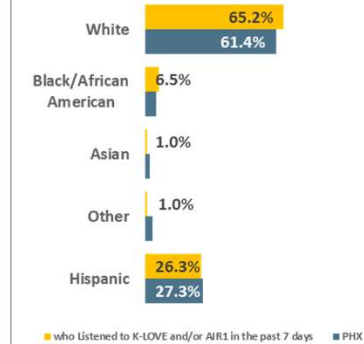
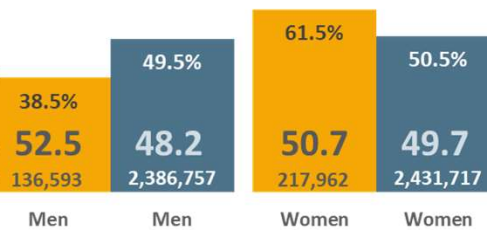
Ethnicity of Target vs. Market:



%M vs. %F:

Average Age:

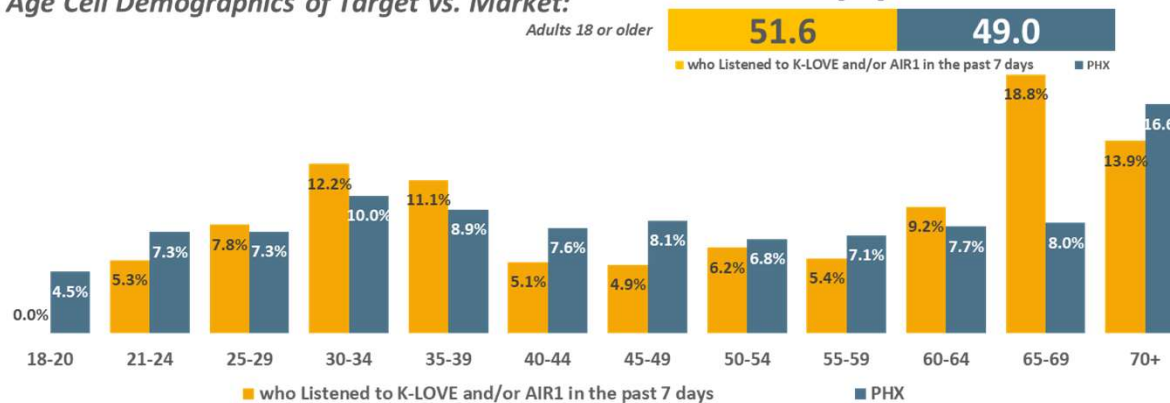
Persons:



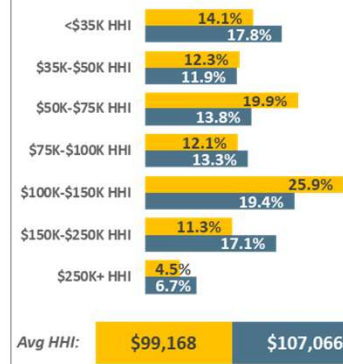
Age Cell Demographics of Target vs. Market:

Average Age:

Adults 18 or older



HHI of Target vs. Market:



PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 239
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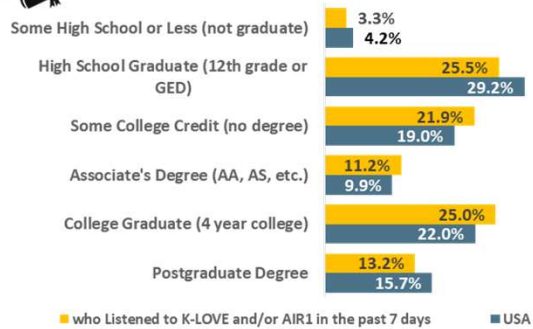
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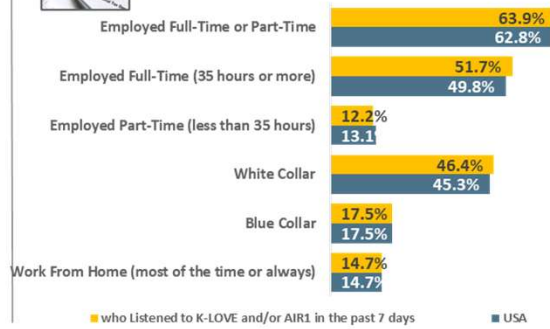
3.8% or 9,868,527 of USA DMA Adults 18 or older Listened to K-LOVE and/or AIR1 in the past 7 days. Adults 18 or older who Listened to K-LOVE and/or AIR1 in the past 7 days are 1.3% more likely to be a college graduate, 3.9% more likely to work full-time, 3.5% less likely to be married, 17.6% more likely to be a parent of 1 or more children under 18.



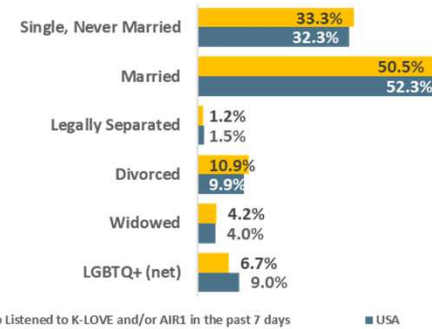
Education Levels: Adults 18 or older



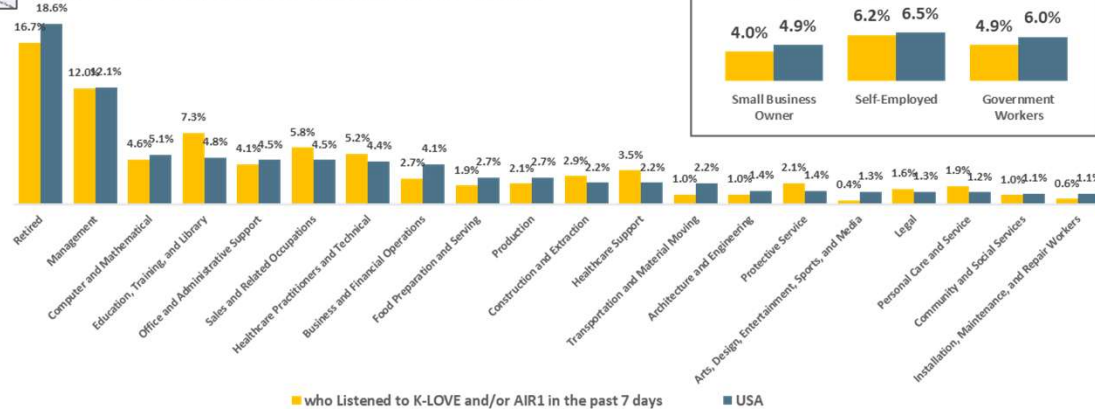
Employment: Adults 18 or older



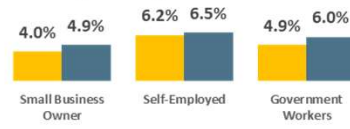
Marital Status: Adults 18 or older



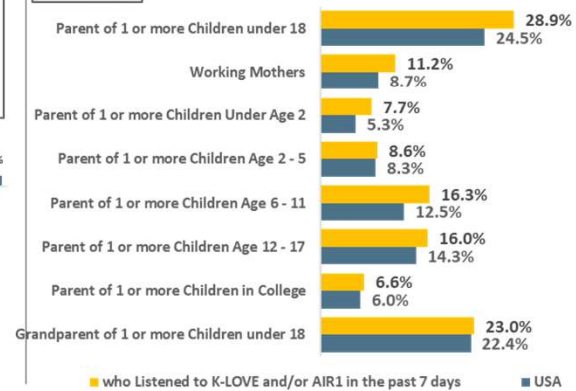
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older



USA USA Projection Scarborough R1 2026: Sep24-Feb26 Qual Intab 972
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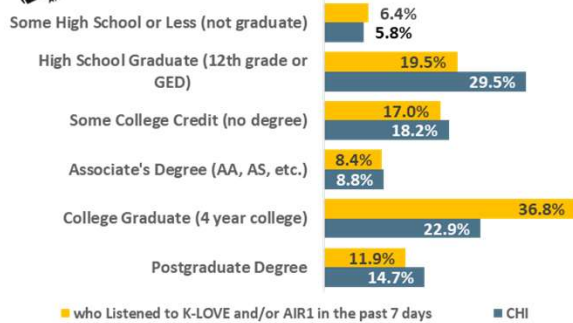
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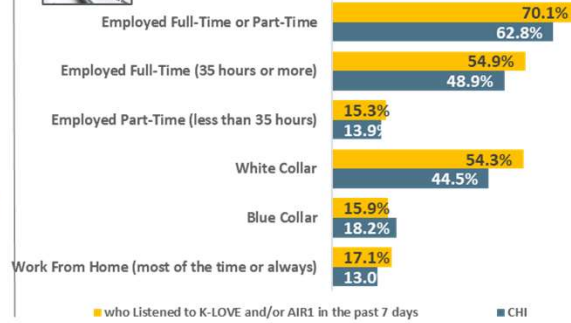
3.7% or 282,943 of CHI DMA Adults 18 or older Listened to K-LOVE and/or AIR1 in the past 7 days. Adults 18 or older who Listened to K-LOVE and/or AIR1 in the past 7 days are 29.4% more likely to be a college graduate, 12.2% more likely to work full-time, 22.2% less likely to be married, 12.6% more likely to be a parent of 1 or more children under 18.



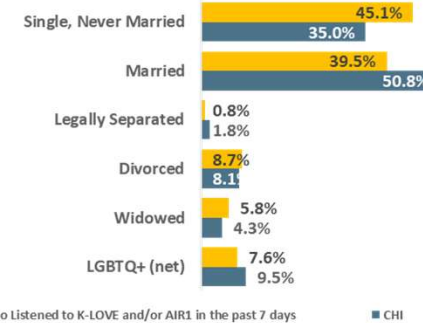
Education Levels: Adults 18 or older



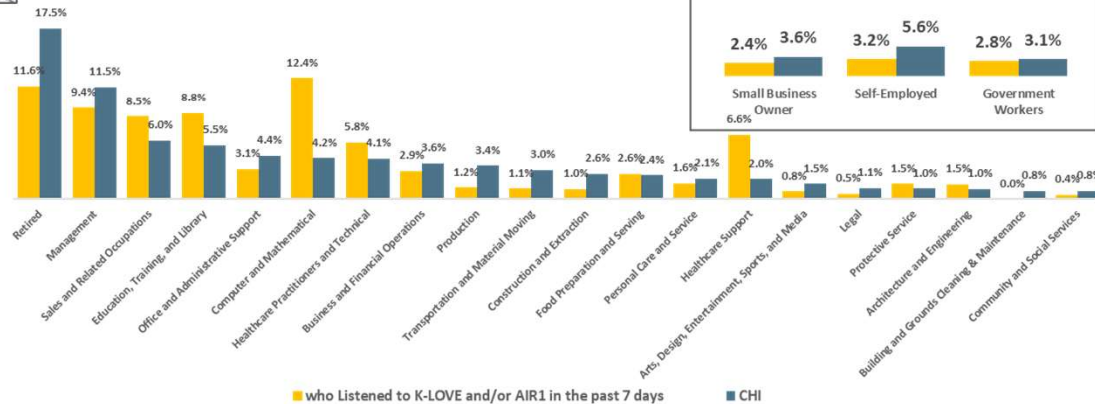
Employment: Adults 18 or older



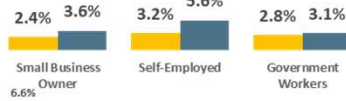
Marital Status: Adults 18 or older



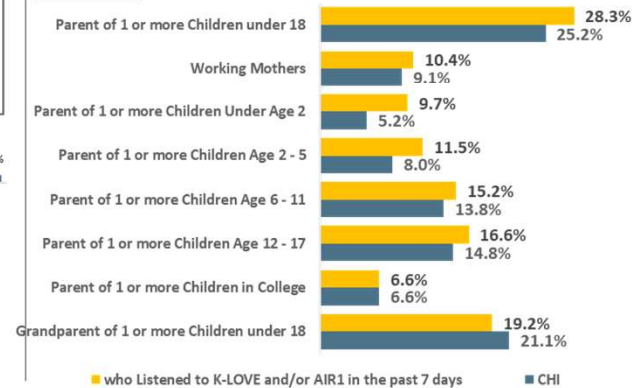
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older

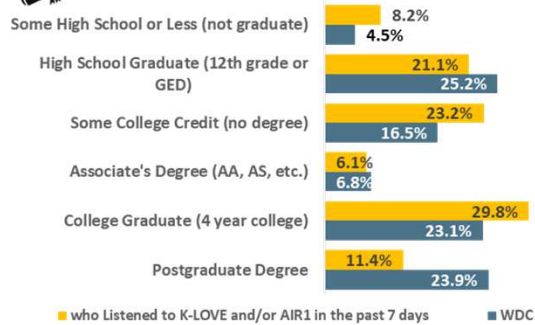




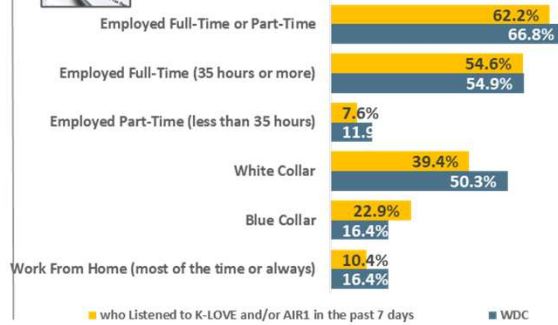
2.4% or 136,900 of WDC DMA Adults 18 or older Listened to K-LOVE and/or AIR1 in the past 7 days. Adults 18 or older who Listened to K-LOVE and/or AIR1 in the past 7 days are 12.3% less likely to be a college graduate, .5% less likely to work full-time, 1.9% less likely to be married, 31.4% more likely to be a parent of 1 or more children under 18.



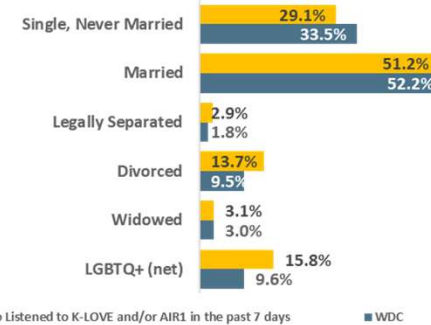
Education Levels: Adults 18 or older



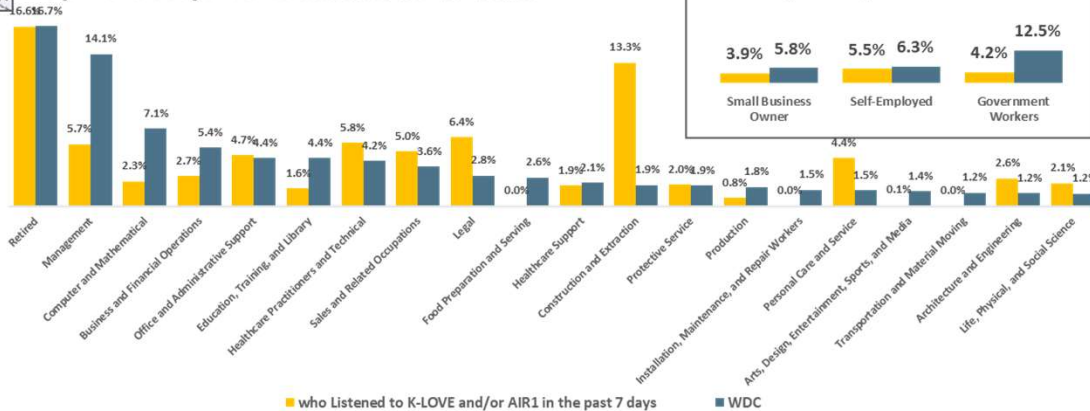
Employment: Adults 18 or older



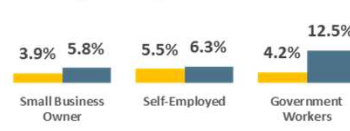
Marital Status: Adults 18 or older



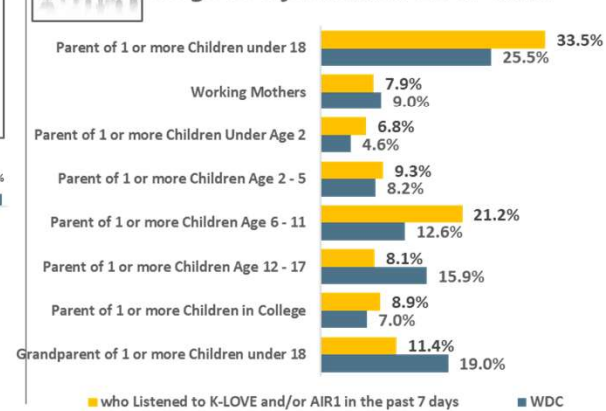
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older

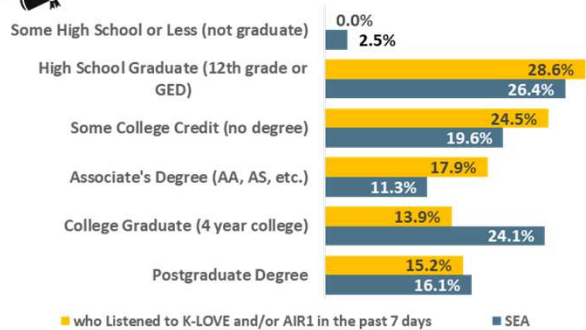




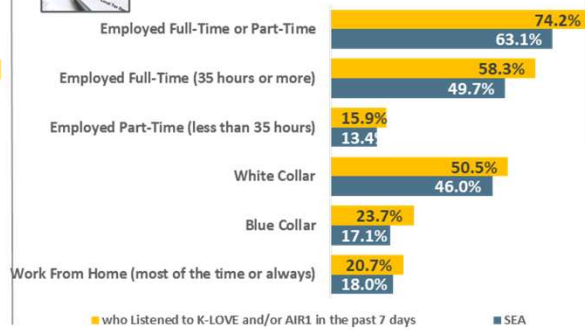
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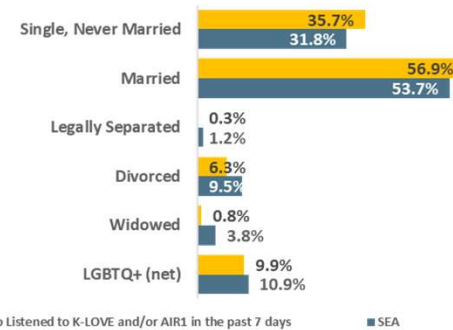
Education Levels: Adults 18 or older



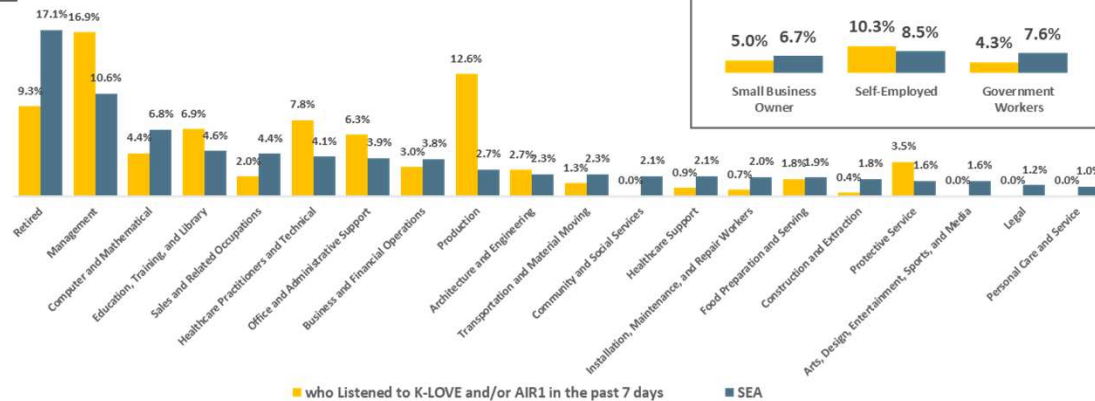
Employment: Adults 18 or older



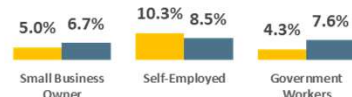
Marital Status: Adults 18 or older



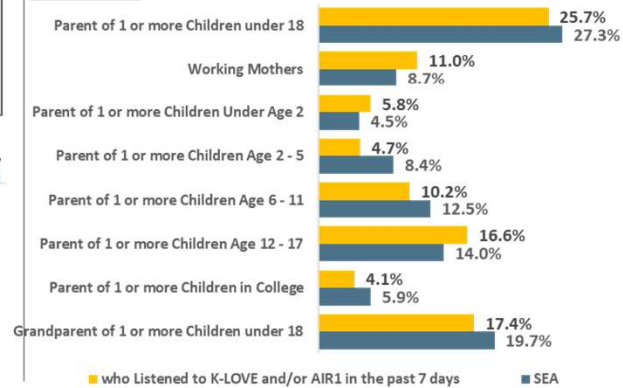
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



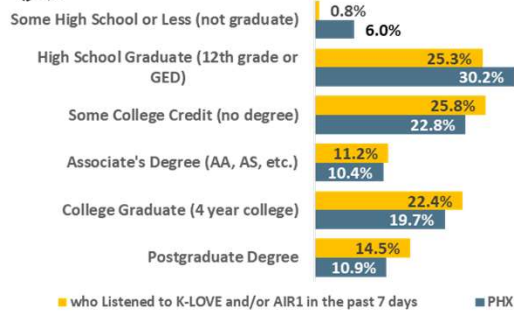
Stage in Life: Adults 18 or older



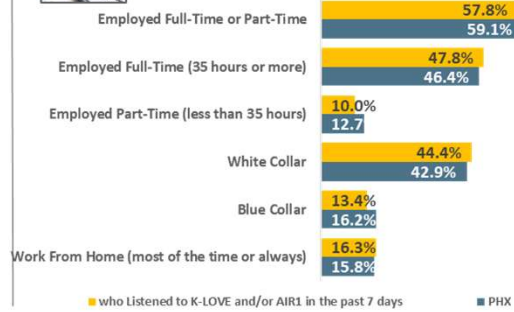


7.4% or 354,555 of PHX DMA Adults 18 or older Listened to K-LOVE and/or AIR1 in the past 7 days. Adults 18 or older who Listened to K-LOVE and/or AIR1 in the past 7 days are 20.4% more likely to be a college graduate, 2.9% more likely to work full-time, 8.8% more likely to be married, 7.8% more likely to be a parent of 1 or more children under 18.

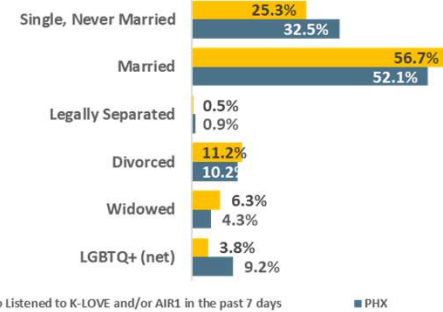
Education Levels: Adults 18 or older



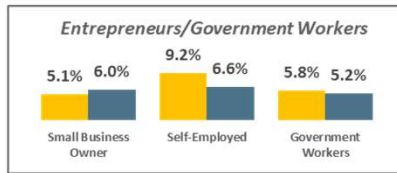
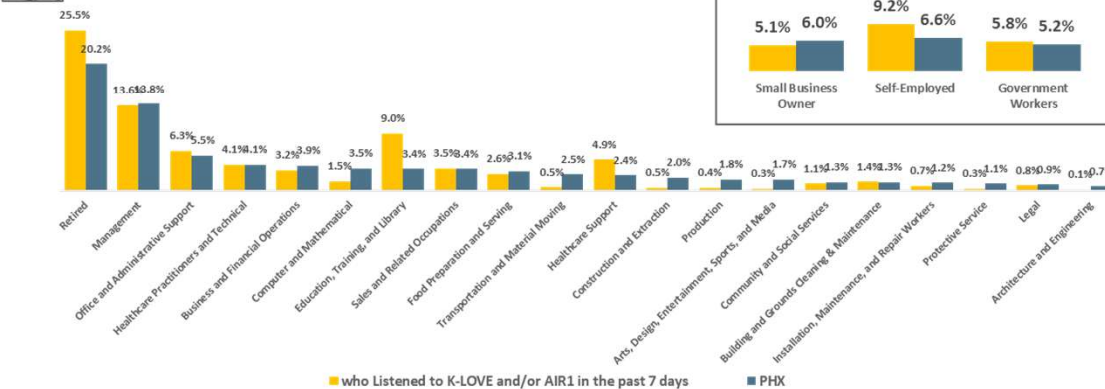
Employment: Adults 18 or older



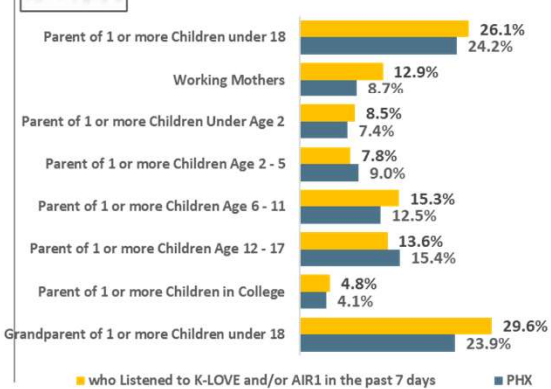
Marital Status: Adults 18 or older



Top-20 Occupations: Adults 18 or older



Stage in Life: Adults 18 or older



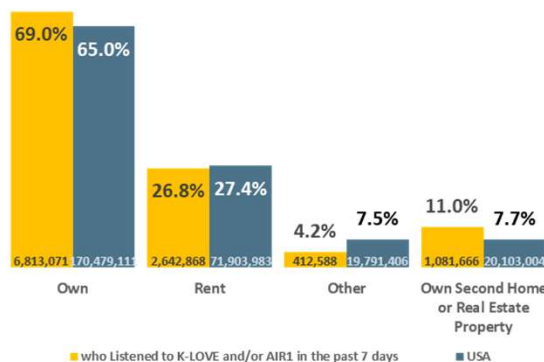
PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 239
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((Radio Stations: WAOE-FM OR Radio Stations: WKCL-FM OR Radio station websites visited/apps used past 7 days: WKCL-FM(klove.com) OR Radio Stations: WNLN-FM OR Radio Stations: WOBO-FM OR Radio Stations: WORL-FM OR Radio station websites visited/apps used past 7 days: WNLN-FM(klove.com) OR Radio station websites visited/apps used past 7 days: WOBO-FM(wobofm.com)OR Radio Stations: KMWA-FM OR Radio Stations: KAIZ-FM OR Radio Stations: KLPT-FM OR Radio Stations: KLVA-FM OR Radio Stations: KLVK-FM OR Radio Stations: KLSW-FM OR Radio Stations: KWAO-FM OR Radio station websites visited/apps used past 7 days: KLSW-FM(klove.com) OR Radio Stations: KDHX-FM OR Radio Stations: WAIW-FM OR Radio Stations: WLVW-FM OR Radio station websites visited/apps used past 7 days: WAIW-FM(air1.com) OR Radio station websites visited/apps used past 7 days: WLVW-FM(klove.com) OR Radio Stations: WFLV-FM OR Radio station websites visited/apps used past 7 days: WFLV 90.7 FM (klove.com))

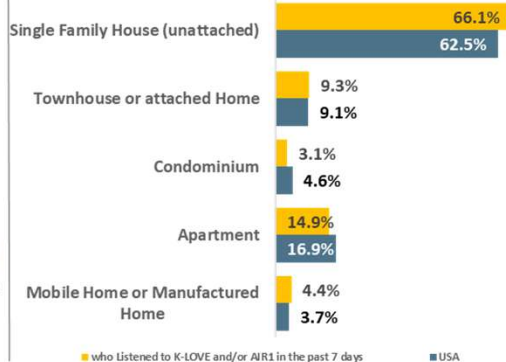


3.8% or 9,868,527 of USA DMA Adults 18 or older Listened to K-LOVE and/or AIR1 in the past 7 days. Adults 18 or older who Listened to K-LOVE and/or AIR1 in the past 7 days are 6.2% more likely to own their home, 6.5% more likely to own a lower valued home, 5.7% more likely to have a single-family home, 14.7% more likely to have a dog.

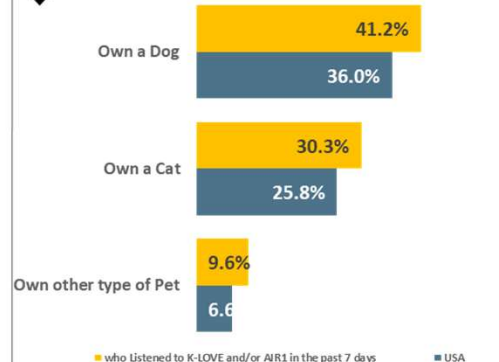
Own/Rent/Other: Adults 18 or older



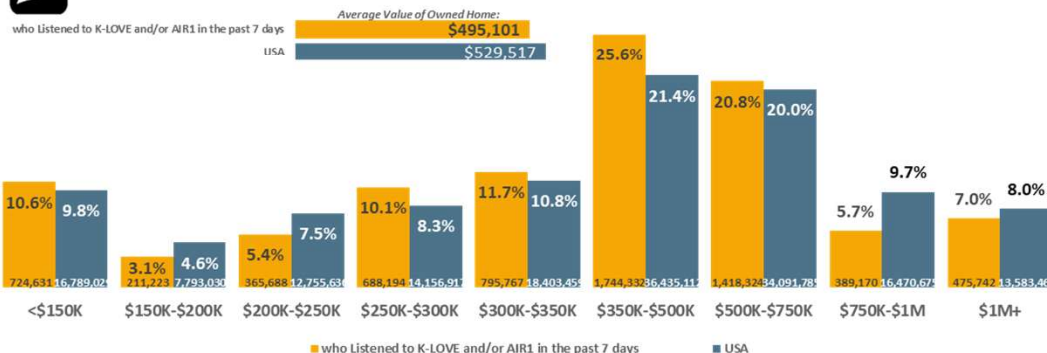
Type of Home: Adults 18 or older



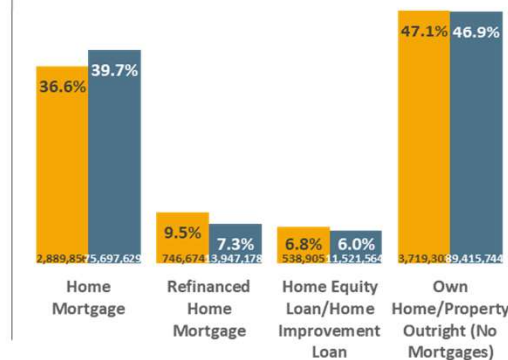
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



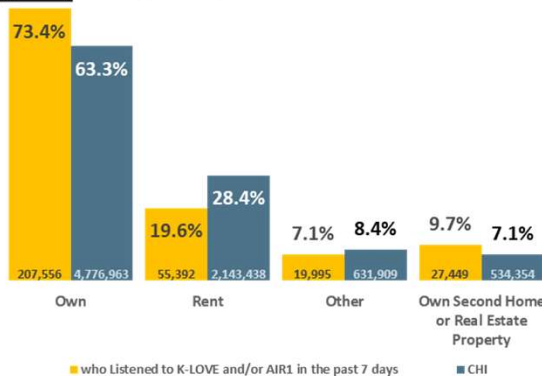
USA USA Projection Scarborough R1 2026: Sep24-Feb26 Qual Intab 972
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((Radio Stations: WAVE-FM OR Radio Stations: WKCL-FM OR Radio station websites visited/apps used past 7 days: WKCL-FM(klove.com) OR Radio Stations: WNLT-FM OR Radio Stations: WOBO-FM OR Radio Stations: WORL-FM OR Radio station websites visited/apps used past 7 days: WNLT-FM(klove.com) OR Radio station websites visited/apps used past 7 days: WOBO-FM(wobofm.com)OR Radio Stations: KMWA-FM OR Radio Stations: KAIZ-FM OR Radio Stations: KLPT-FM OR Radio Stations: KLVA-FM OR Radio Stations: KLVK-FM OR Radio Stations: KLSW-FM OR Radio Stations: KWAO-FM OR Radio station websites visited/apps used past 7 days: KLSW-FM(klove.com) OR Radio Stations: KDHX-FM OR Radio Stations: WAIW-FM OR Radio Stations: WLVW-FM OR Radio station websites visited/apps used past 7 days: WAIW-FM(air1.com) OR Radio station websites visited/apps used past 7 days: WLVW-FM(klove.com) OR Radio Stations: WFLV-FM OR Radio station websites visited/apps used past 7 days: WFLV 90.7 FM (klove.com))

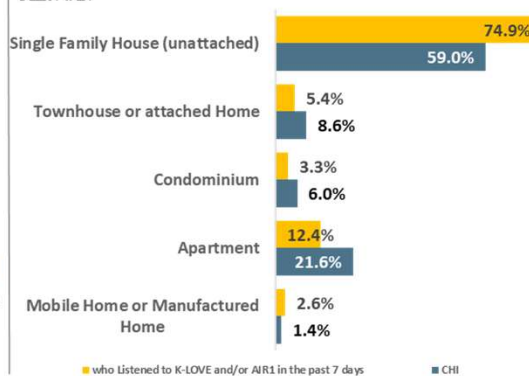


3.7% or 282,943 of CHI DMA Adults 18 or older Listened to K-LOVE and/or AIR1 in the past 7 days. Adults 18 or older who Listened to K-LOVE and/or AIR1 in the past 7 days are 16.% more likely to own their home, 2.9% more likely to own a lower valued home, 26.9% more likely to have a single-family home, 19.2% more likely to have a dog.

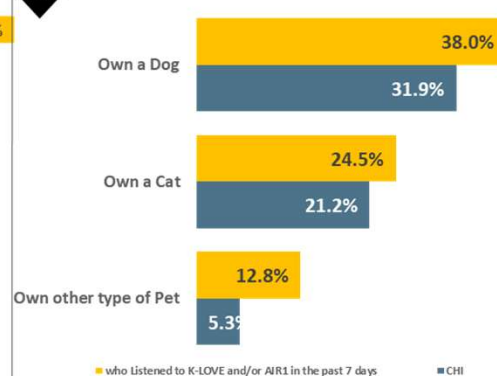
Own/Rent/Other: Adults 18 or older



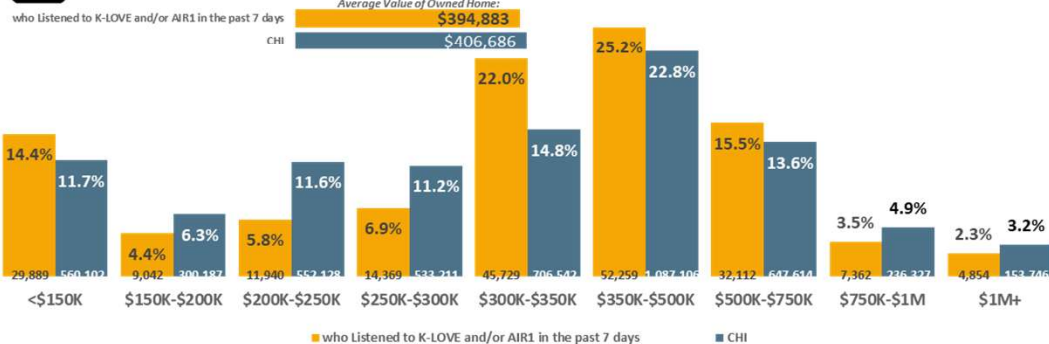
Type of Home: Adults 18 or older



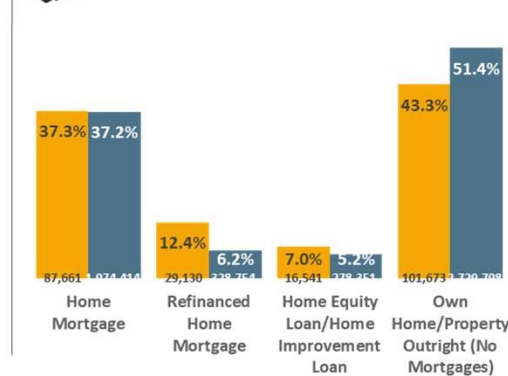
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



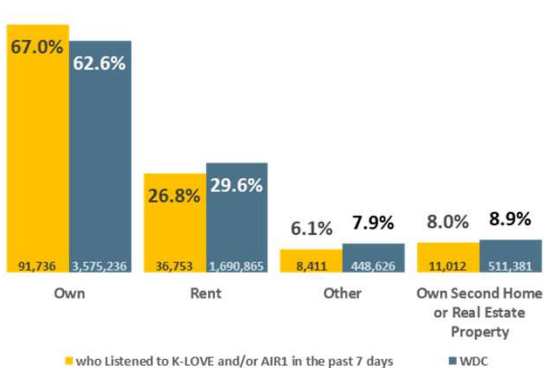
Home Loans: Adults 18 or older



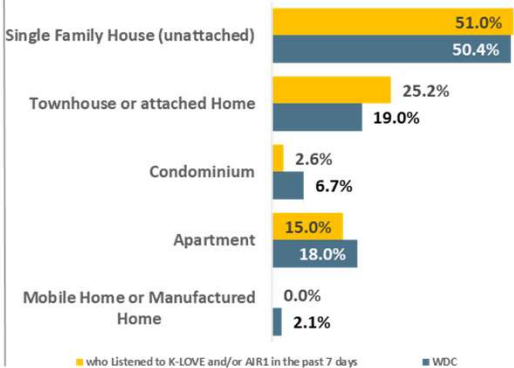


2.4% or 136,900 of WDC DMA Adults 18 or older Listened to K-LOVE and/or AIR1 in the past 7 days. Adults 18 or older who Listened to K-LOVE and/or AIR1 in the past 7 days are 7.1% more likely to own their home, 12.% more likely to own a higher valued home, 1.2% more likely to have a single-family home, 16.8% less likely to have a dog.

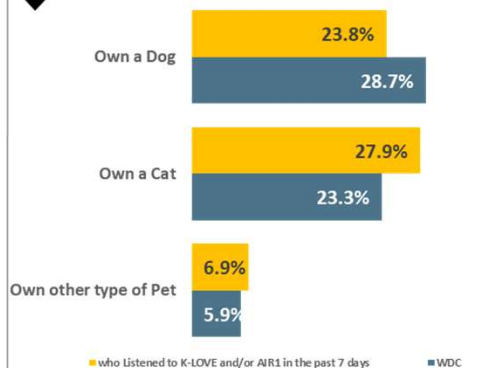
Own/Rent/Other: Adults 18 or older



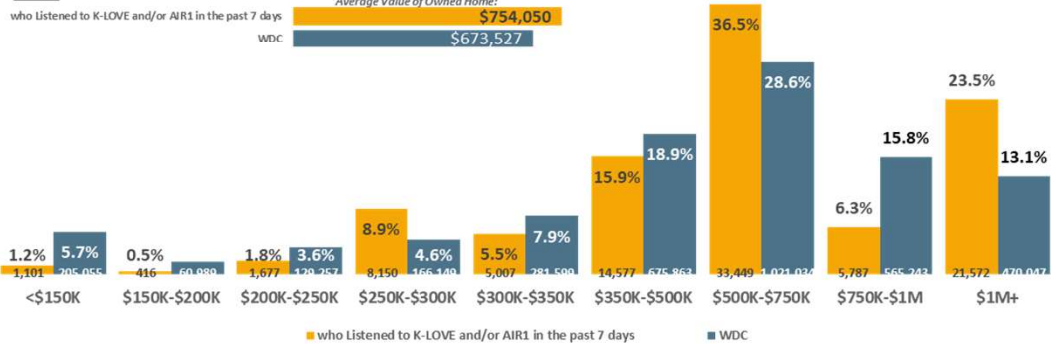
Type of Home: Adults 18 or older



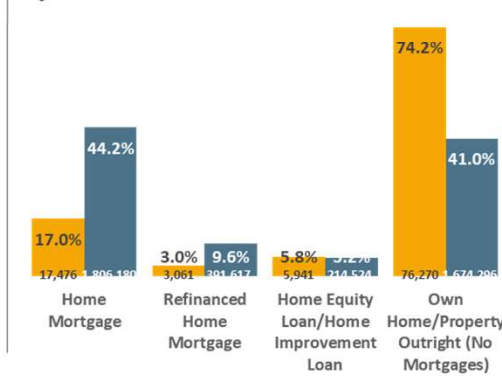
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older

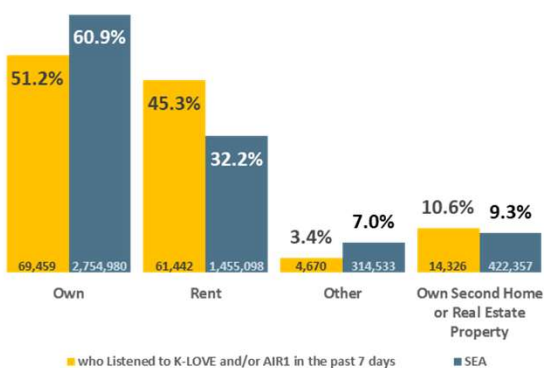


((Radio Stations: WAVE-FM OR Radio Stations: WKCL-FM OR Radio station websites visited/apps used past 7 days: WKCL-FM(klove.com) OR Radio Stations: WNLT-FM OR Radio Stations: WOBO-FM OR Radio Stations: WORI-FM OR Radio station websites visited/apps used past 7 days: WNLT-FM(klove.com) OR Radio station websites visited/apps used past 7 days: WOBO-FM(wobofm.com)OR Radio Stations: KMWA-FM OR Radio Stations: KAIZ-FM OR Radio Stations: KLPT-FM OR Radio Stations: KLVA-FM OR Radio Stations: KLVK-FM OR Radio Stations: KLSW-FM OR Radio Stations: KWAO-FM OR Radio station websites visited/apps used past 7 days: KLSW-FM(klove.com) OR Radio Stations: KDHX-FM OR Radio Stations: WAIW-FM OR Radio Stations: WLVW-FM OR Radio station websites visited/apps used past 7 days: WAIW-FM(air1.com) OR Radio station websites visited/apps used past 7 days: WLVW-FM(klove.com) OR Radio Stations: WFLV-FM OR Radio station websites visited/apps used past 7 days: WFLV 90.7 FM (klove.com))

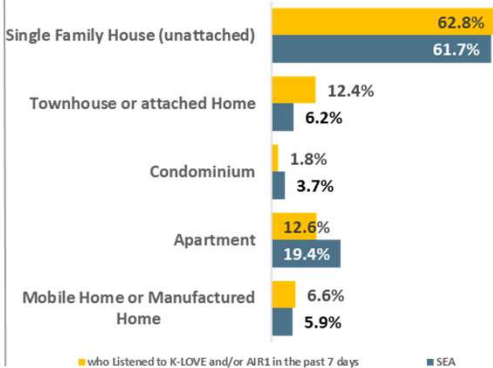


3.9% or 135,571 of SEA DMA Adults 18 or older Listened to K-LOVE and/or AIR1 in the past 7 days. Adults 18 or older who Listened to K-LOVE and/or AIR1 in the past 7 days are 15.9% less likely to own their home, 4.9% more likely to own a higher valued home, 1.9% more likely to have a single-family home, 6.7% more likely to have a dog.

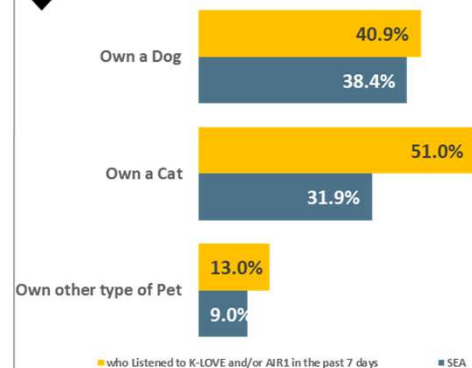
Own/Rent/Other: Adults 18 or older



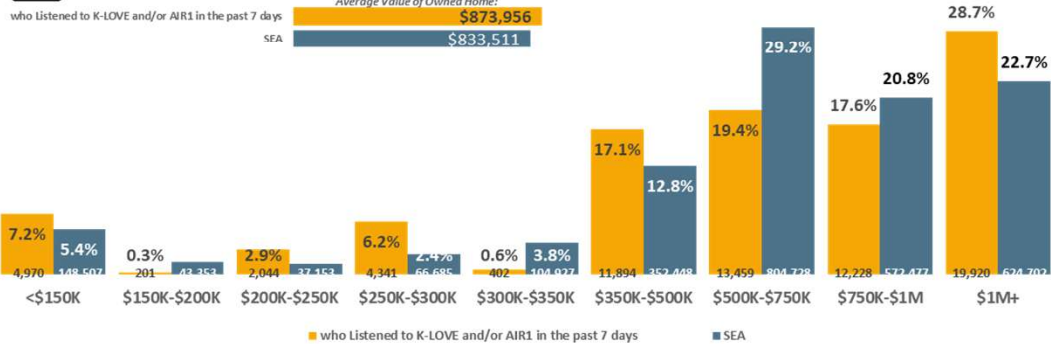
Type of Home: Adults 18 or older



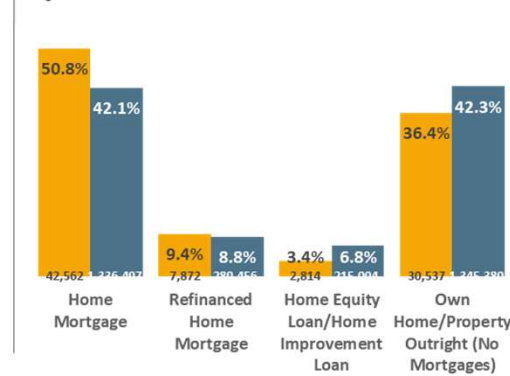
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



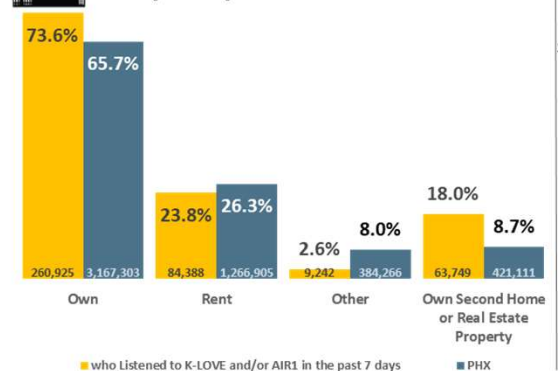
Home Loans: Adults 18 or older



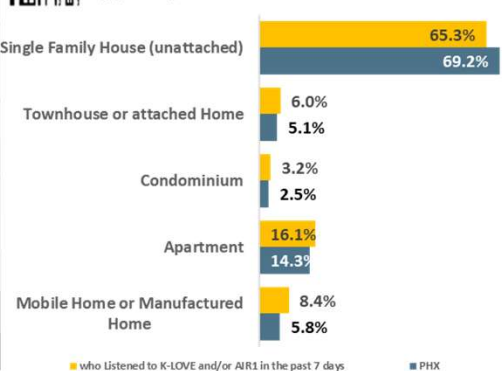


7.4% or 354,555 of PHX DMA Adults 18 or older Listened to K-LOVE and/or AIR1 in the past 7 days. Adults 18 or older who Listened to K-LOVE and/or AIR1 in the past 7 days are 12.% more likely to own their home, 14.9% more likely to own a lower valued home, 5.6% less likely to have a single-family home, 10.4% more likely to have a dog.

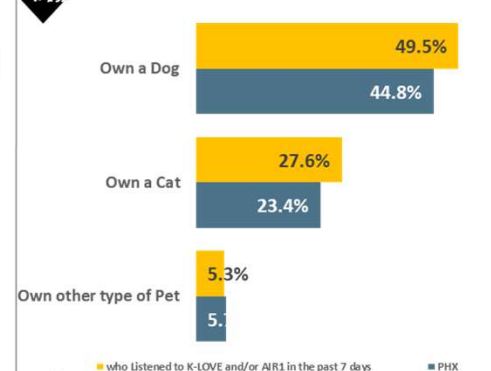
Own/Rent/Other: Adults 18 or older



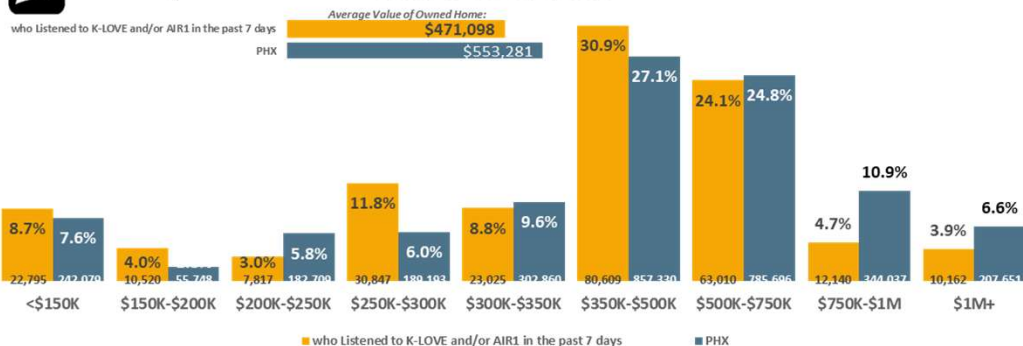
Type of Home: Adults 18 or older



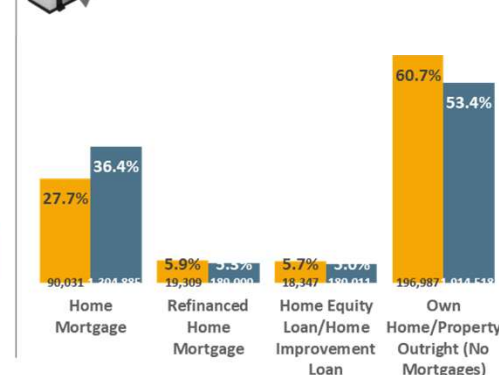
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 239
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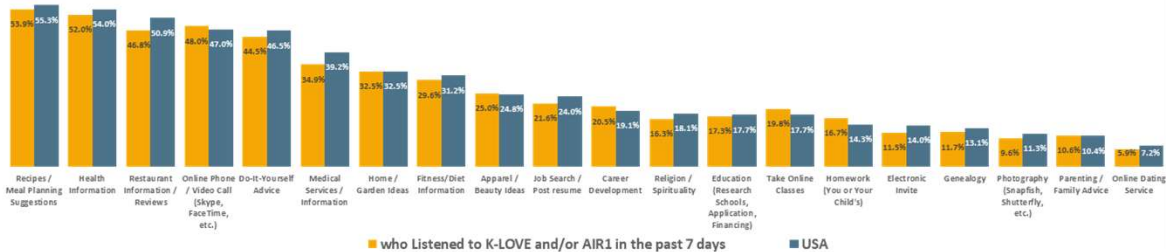
((Radio Stations: WAVE-FM OR Radio Stations: WCKL-FM OR Radio station websites visited/apps used past 7 days: WCKL-FM(klove.com) OR Radio Stations: WNLT-FM OR Radio Stations: WOBO-FM OR Radio Stations: WORL-FM OR Radio station websites visited/apps used past 7 days: WNLT-FM(klove.com) OR Radio station websites visited/apps used past 7 days: WOBO-FM(wobofm.com)OR Radio Stations: KMWA-FM OR Radio Stations: KAIZ-FM OR Radio Stations: KLPT-FM OR Radio Stations: KLVA-FM OR Radio Stations: KLVK-FM OR Radio Stations: KLSW-FM OR Radio Stations: KWAO-FM OR Radio station websites visited/apps used past 7 days: KLSW-FM(klove.com) OR Radio Stations: KDHX-FM OR Radio Stations: WAIW-FM OR Radio Stations: WLVW-FM OR Radio station websites visited/apps used past 7 days: WAIW-FM(air1.com) OR Radio station websites visited/apps used past 7 days: WLVW-FM(klove.com) OR Radio Stations: WFLV-FM OR Radio station websites visited/apps used past 7 days: WFLV 90.7 FM (klove.com))



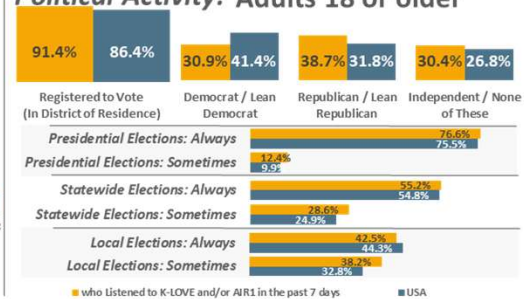
3.8% or 9,868,527 of USA DMA Adults 18 or older Listened to K-LOVE and/or AIR1 in the past 7 days. Adults 18 or older who Listened to K-LOVE and/or AIR1 in the past 7 days are 4.3% less likely to look up D-I-Y advice online, 4.2% less likely to always vote in local elections, 1.6% less likely to belong to a gym, .9% less likely to fly domestic past yr.



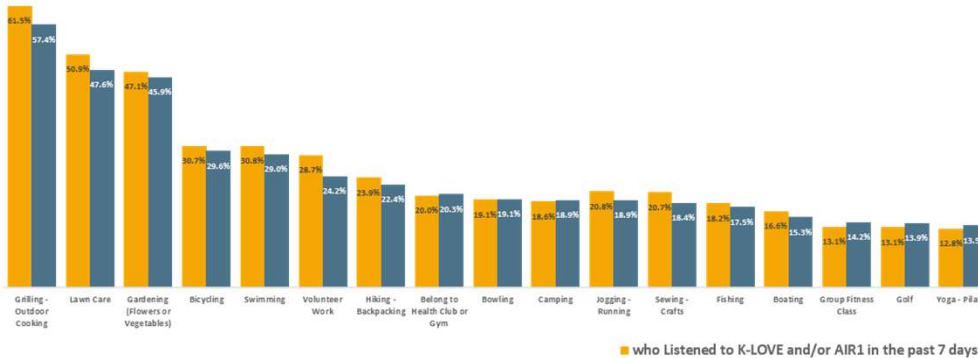
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



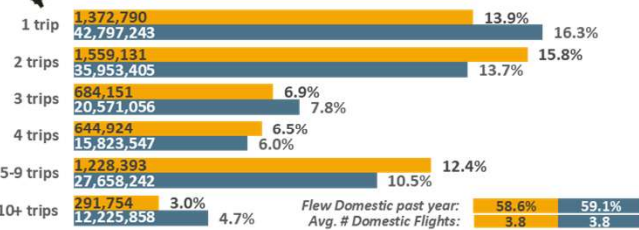
Political Activity: Adults 18 or older



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



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



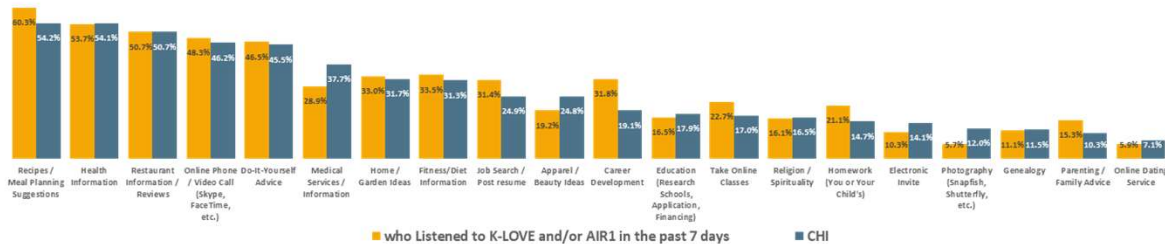
Flew Domestic past year: 58.6%
Avg. # Domestic Flights: 3.8



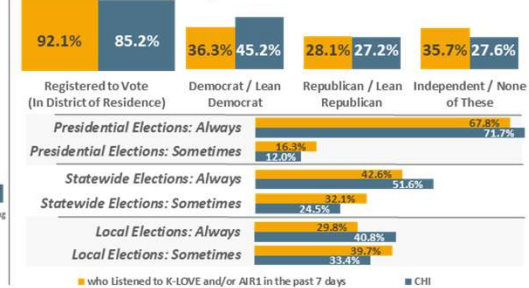
3.7% or 282,943 of CHI DMA Adults 18 or older Listened to K-LOVE and/or AIR1 in the past 7 days. Adults 18 or older who Listened to K-LOVE and/or AIR1 in the past 7 days are 2.2% more likely to look up D-I-Y advice online, 27.% less likely to always vote in local elections, 1.1% less likely to belong to a gym, 2.4% less likely to fly domestic past yr



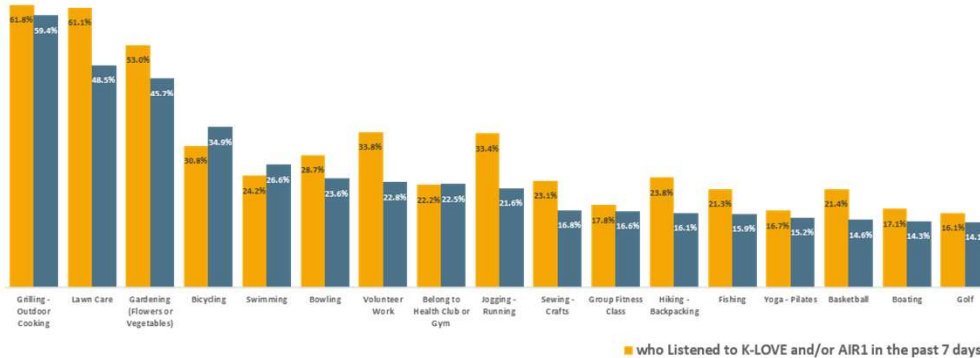
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



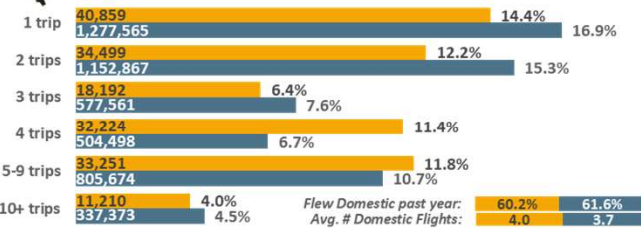
Political Activity: Adults 18 or older



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



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

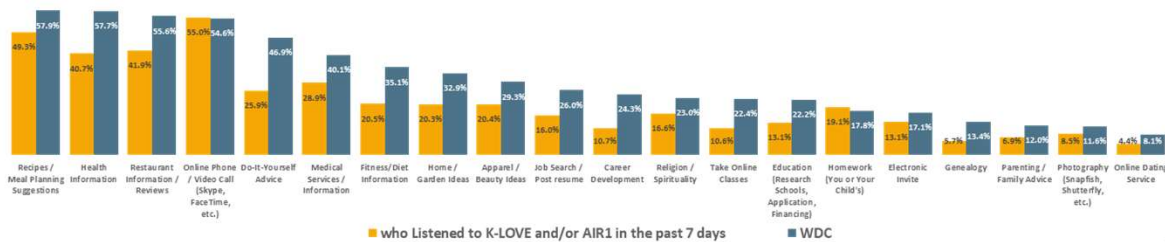




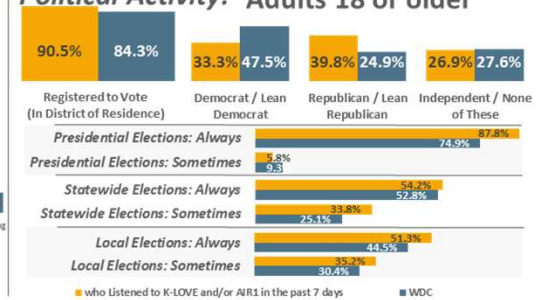
2.4% or 136,900 of WDC DMA Adults 18 or older Listened to K-LOVE and/or AIR1 in the past 7 days. Adults 18 or older who Listened to K-LOVE and/or AIR1 in the past 7 days are 44.9% less likely to look up D-I-Y advice online, 15.4% more likely to always vote in local elections, 41.6% less likely to belong to a gym, 19.4% less likely to fly domestic pas



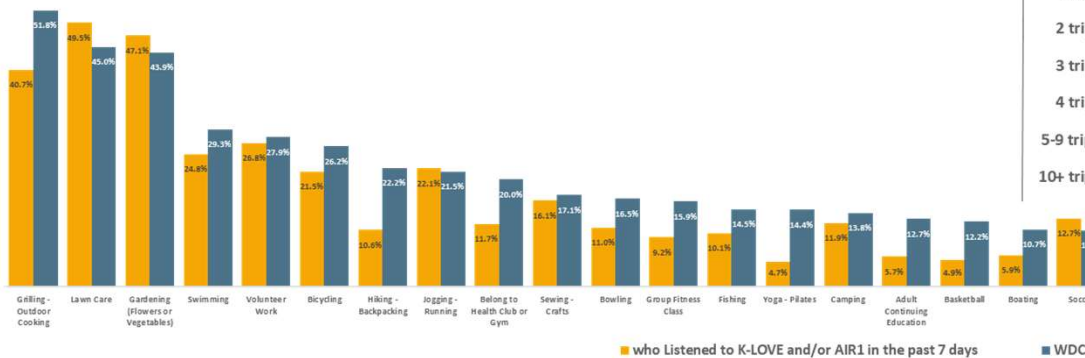
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



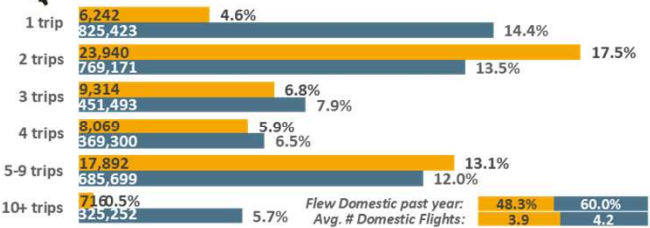
Political Activity: Adults 18 or older



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



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



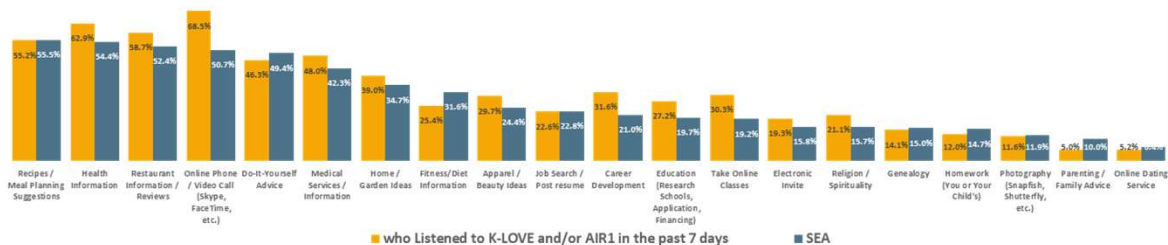
Flew Domestic past year: 48.3%
Avg. # Domestic Flights: 3.9



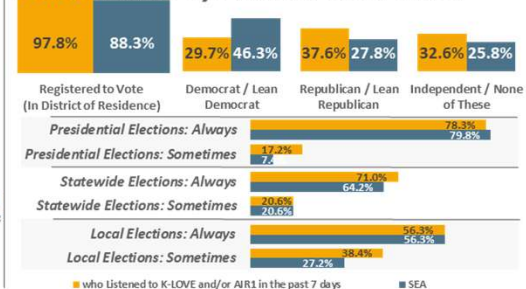
3.3% or 135,571 of SEA DMA Adults 18 or older Listened to K-LOVE and/or AIR1 in the past 7 days.
 Adults 18 or older who Listened to K-LOVE and/or AIR1 in the past 7 days are 6.3% less likely to look up D-I-Y advice online, .1% less likely to always vote in local elections, 27.6% more likely to belong to a gym, 9.6% less likely to fly domestic past yr



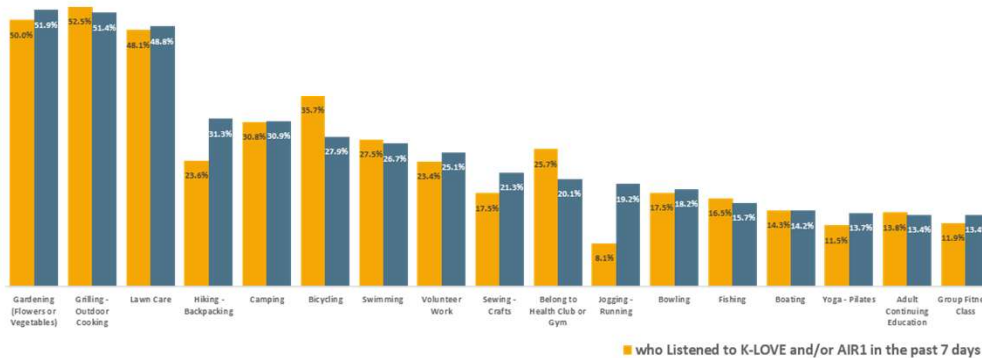
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



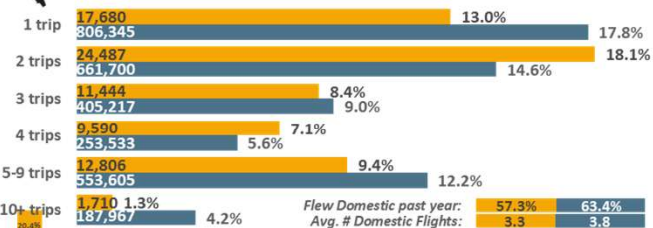
Political Activity: Adults 18 or older



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



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



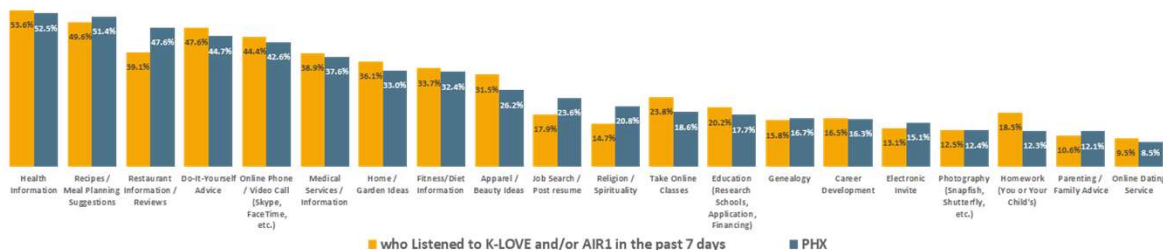
Flew Domestic past year: 57.3%
 Avg. # Domestic Flights: 3.3



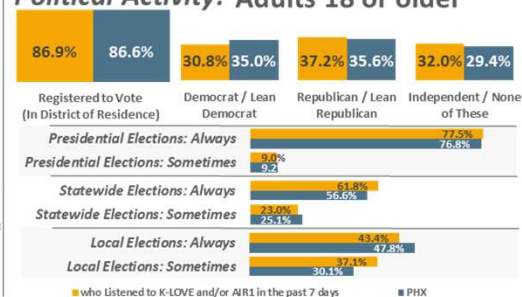
7.4% or 354,555 of PHX DMA Adults 18 or older Listened to K-LOVE and/or AIR1 in the past 7 days. Adults 18 or older who Listened to K-LOVE and/or AIR1 in the past 7 days are 6.5% more likely to look up D-I-Y advice online, 9.3% less likely to always vote in local elections, 11.5% more likely to belong to a gym, 9.3% more likely to fly domestic past y



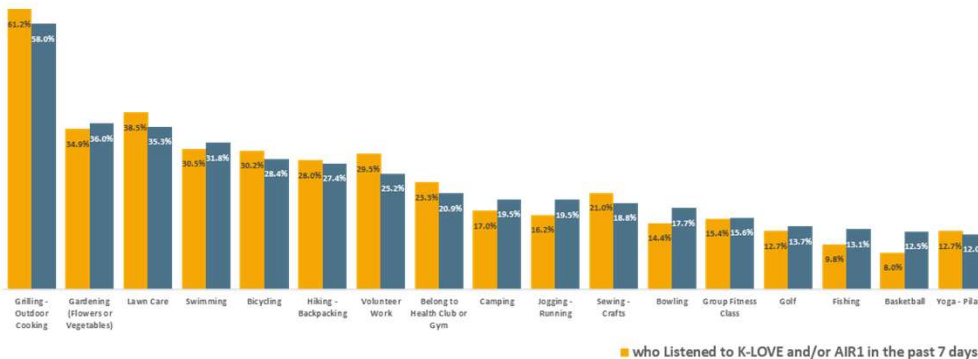
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



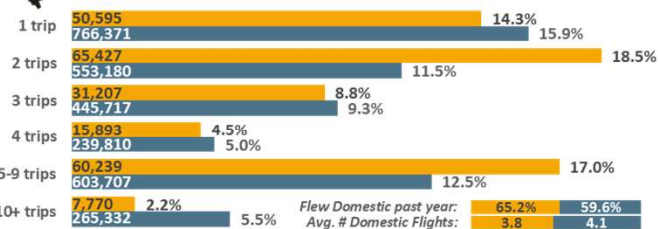
Political Activity: Adults 18 or older



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



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

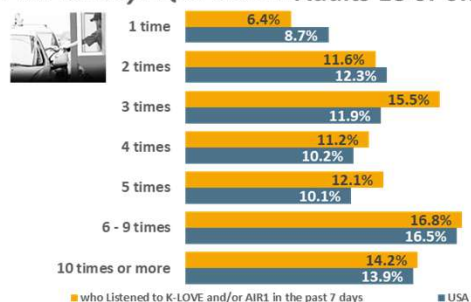


Flew Domestic past year: 65.2%
Avg. # Domestic Flights: 3.8



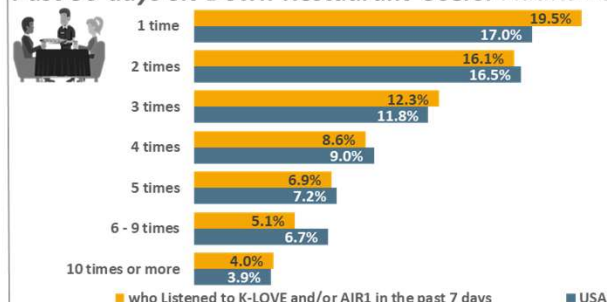
3.8% or 9,868,527 of USA DMA Adults 18 or older Listened to K-LOVE and/or AIR1 in the past 7 days. Adults 18 or older who Listened to K-LOVE and/or AIR1 in the past 7 days are 4.9% more likely to use QSRs past mo., .7% more likely to use Sit-Down Restaurants past mo., 12.2% more likely to use Casinos past yr., 13.1% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



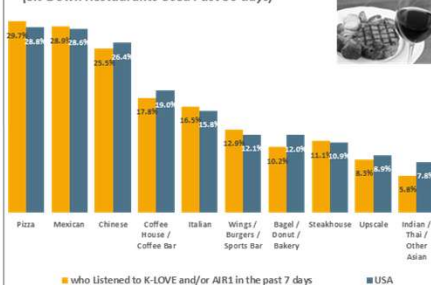
| | | | |
|--------------------------|-------|-------------------------|-----|
| Total Monthly QSR Users: | 87.7% | Avg. Monthly QSR Meals: | |
| 8,653,937 | 83.6% | 5.9 | 5.9 |

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



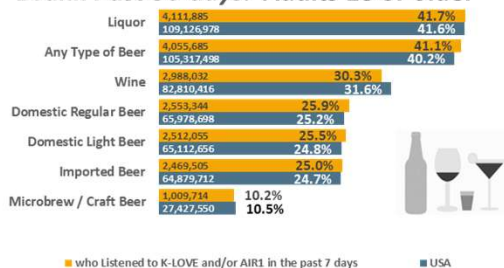
| | | | |
|--|-------|---|-----|
| Total Monthly Sit-Down Restaurant Users: | 72.6% | Avg. Monthly Sit-Down Restaurant Meals: | |
| 7,166,322 | 72.1% | 3.5 | 3.7 |

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

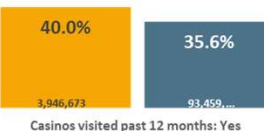
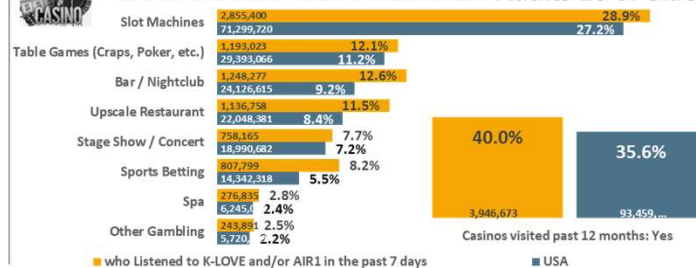


| | |
|--|-------|
| Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.) | |
| who Listened to K-LOVE and/or AIR1 in the past 7 days | 18.7% |
| USA | 19.7% |

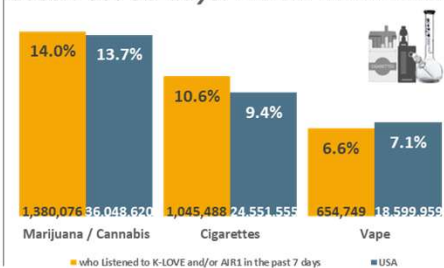
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



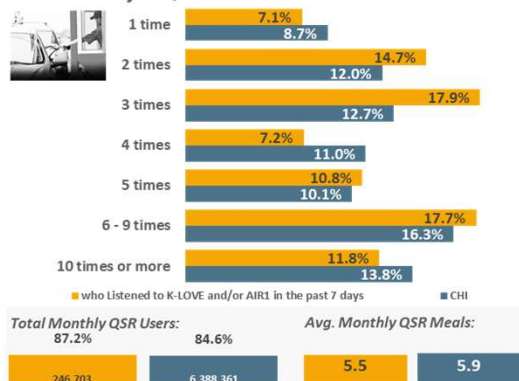
Used Past 30-days: Adults 18 or older



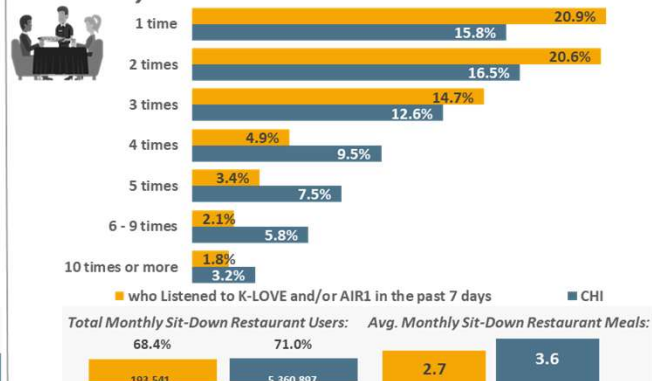


3.7% or 282,943 of CHI DMA Adults 18 or older Listened to K-LOVE and/or AIR1 in the past 7 days. Adults 18 or older who Listened to K-LOVE and/or AIR1 in the past 7 days are 3.1% more likely to use QSRs past mo., 3.6% less likely to use Sit-Down Restaurants past mo., 1.2% less likely to use Casinos past yr., 6.5% less likely to smoke cigarettes.

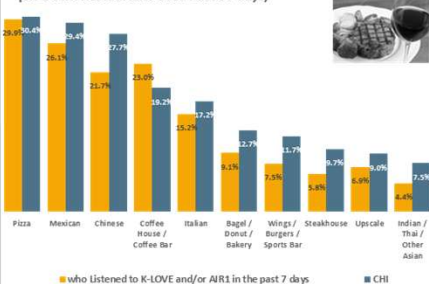
Past 30-days QSR Users: Adults 18 or older



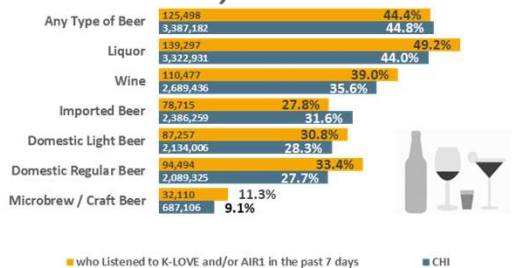
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



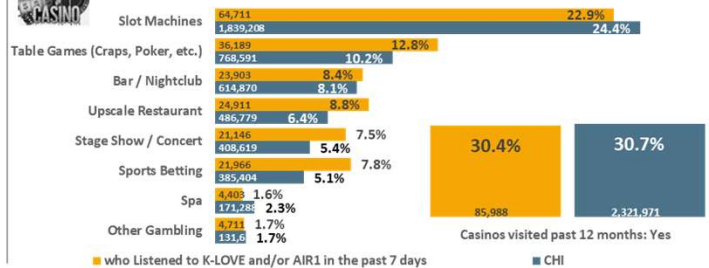
Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



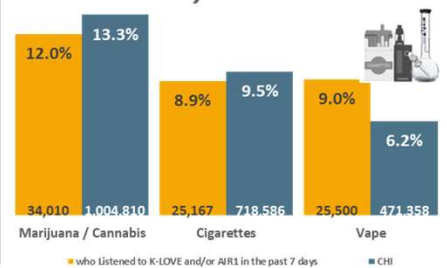
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



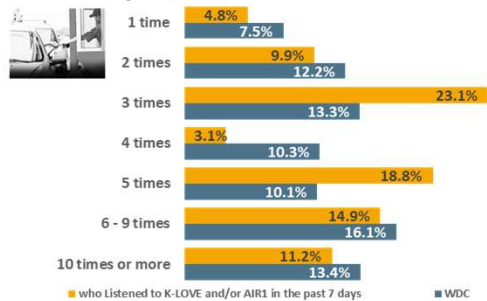
Used Past 30-days: Adults 18 or older



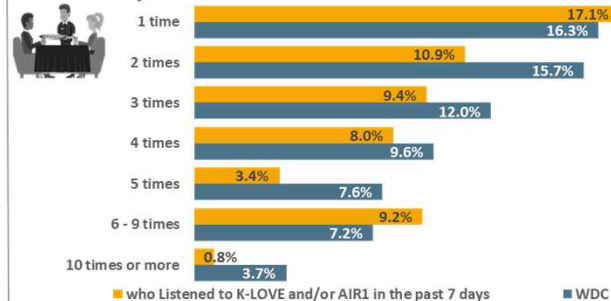


2.4% or 136,900 of WDC DMA Adults 18 or older Listened to K-LOVE and/or AIR1 in the past 7 days. Adults 18 or older who Listened to K-LOVE and/or AIR1 in the past 7 days are 3.5% more likely to use QSRs past mo., 18.3% less likely to use Sit-Down Restaurants past mo., 51.5% less likely to use Casinos past yr., 38.% more likely to smoke cigarettes.

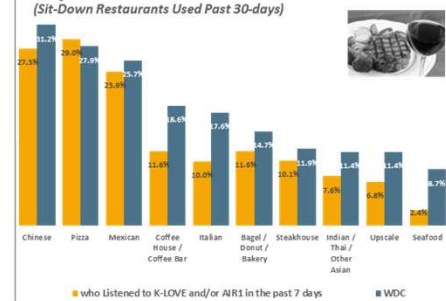
Past 30-days QSR Users: Adults 18 or older



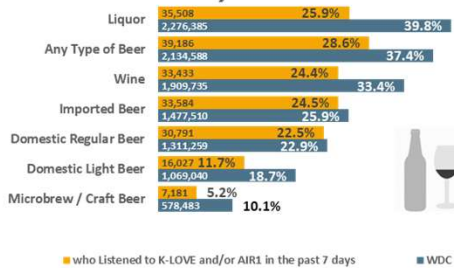
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



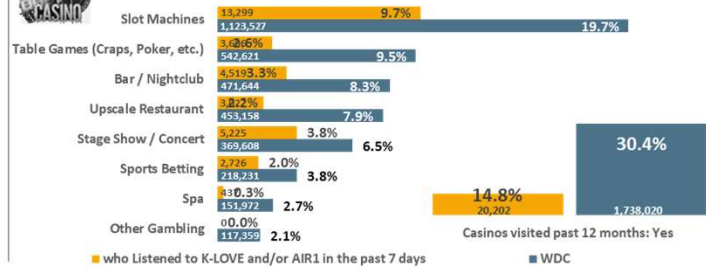
Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



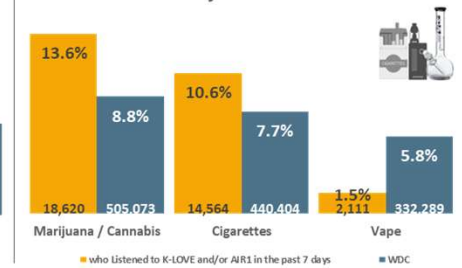
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



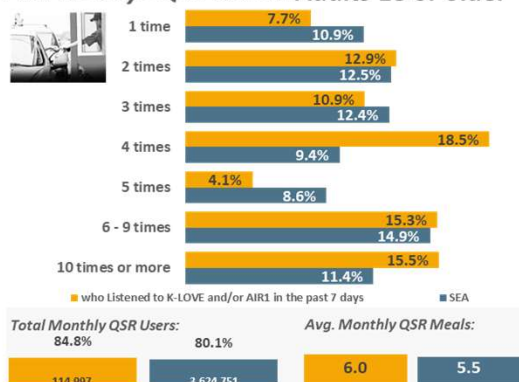
Used Past 30-days: Adults 18 or older



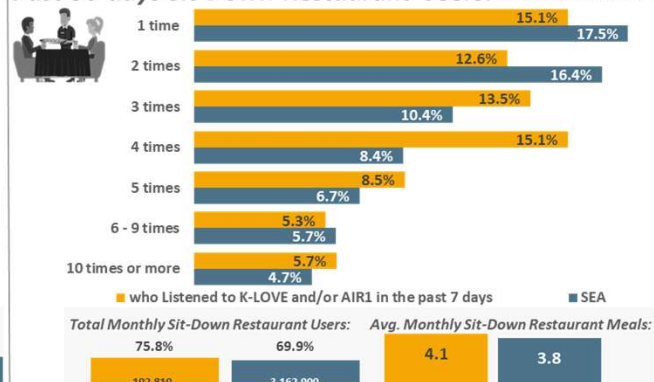


3.3% or 135,571 of SEA DMA Adults 18 or older Listened to K-LOVE and/or AIR1 in the past 7 days. Adults 18 or older who Listened to K-LOVE and/or AIR1 in the past 7 days are 5.9% more likely to use QSRs past mo., 8.5% more likely to use Sit-Down Restaurants past mo., 12.2% more likely to use Casinos past yr., 31.1% more likely to smoke cigarettes.

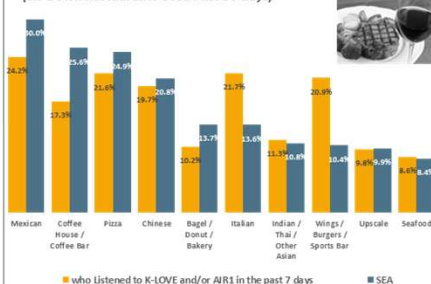
Past 30-days QSR Users: Adults 18 or older



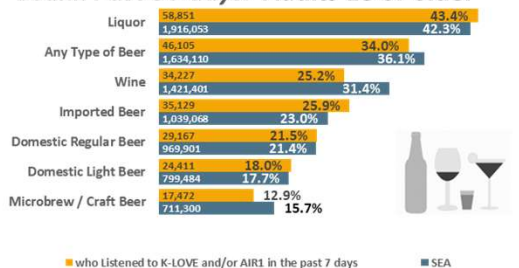
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



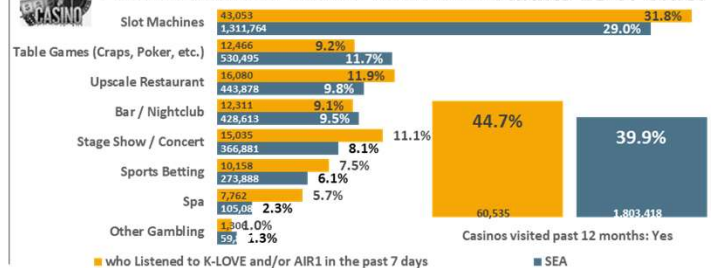
Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



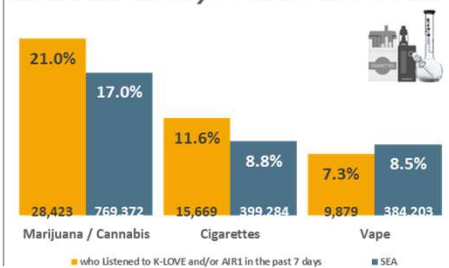
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



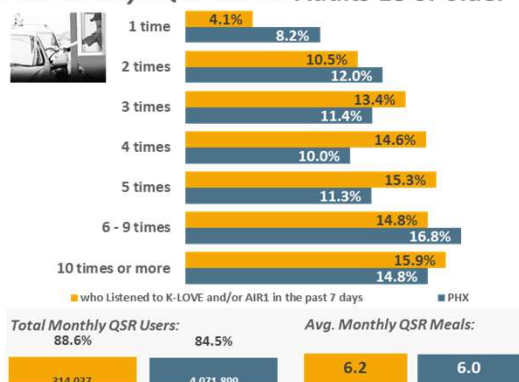
Used Past 30-days: Adults 18 or older



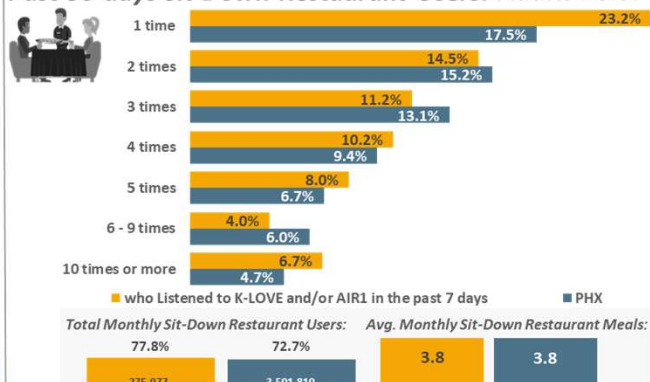


7.4% or 354,555 of PHX DMA Adults 18 or older Listened to K-LOVE and/or AIR1 in the past 7 days. Adults 18 or older who Listened to K-LOVE and/or AIR1 in the past 7 days are 4.8% more likely to use QSRs past mo., 7.1% more likely to use Sit-Down Restaurants past mo., 5.5% more likely to use Casinos past yr., 15.7% more likely to smoke cigarettes.

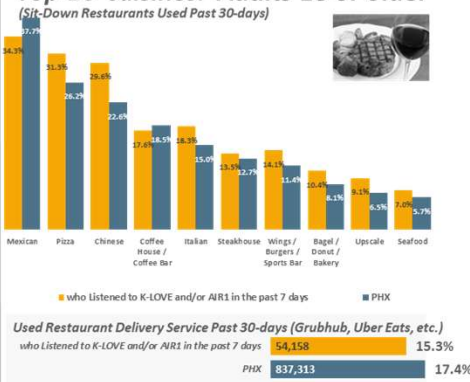
Past 30-days QSR Users: Adults 18 or older



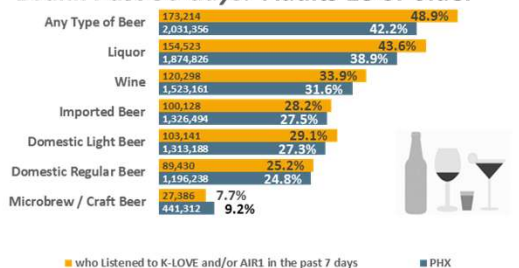
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



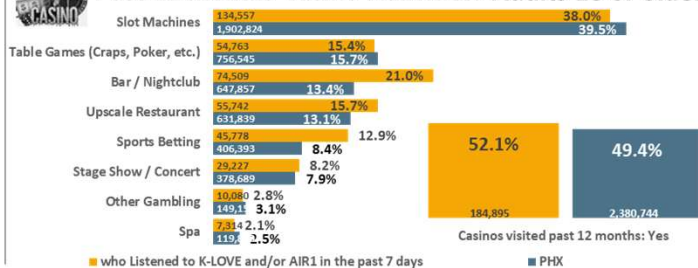
Top-10 Cuisines: Adults 18 or older



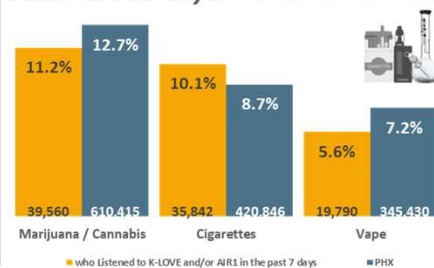
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



Used Past 30-days: Adults 18 or older

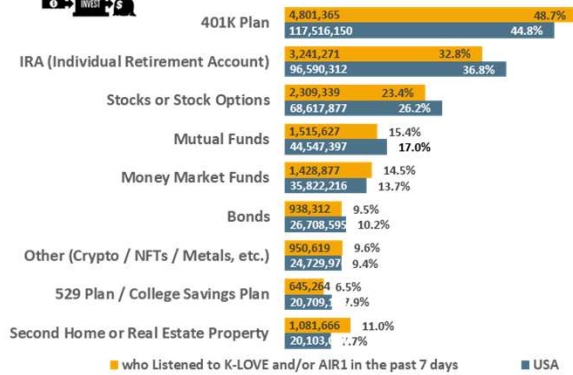




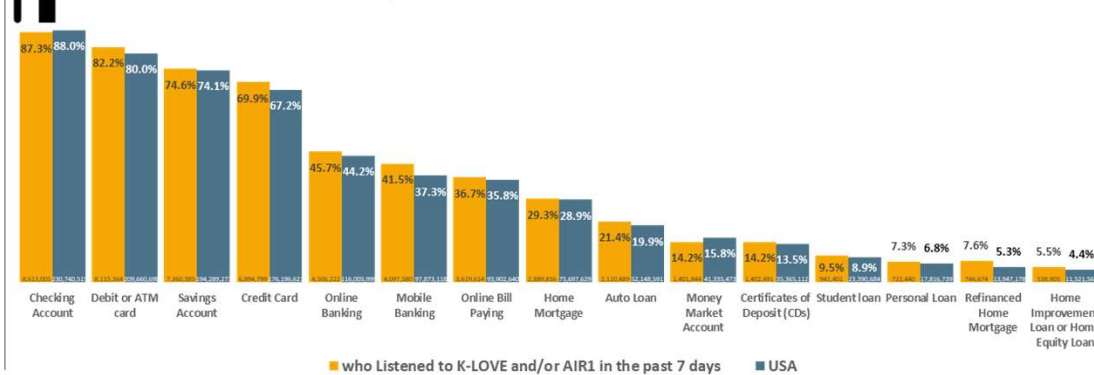
3.8% or 9,868,527 of USA DMA Adults 18 or older Listened to K-LOVE and/or AIR1 in the past 7 days. Adults 18 or older who Listened to K-LOVE and/or AIR1 in the past 7 days are 8.5% more likely to have a 401K, 7.5% more likely to have an Auto Loan, .6% more likely to Invest/Trade Stocks Online, 8.8% more likely to pay with their Debit Card.



Investments Owned: Adults 18 or older



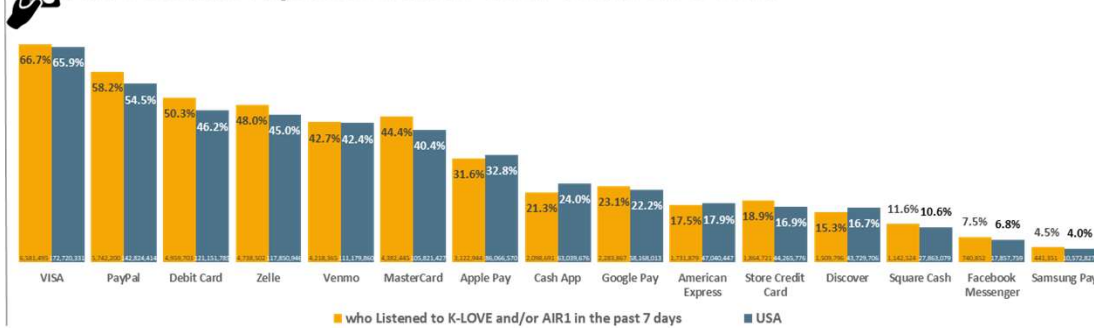
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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

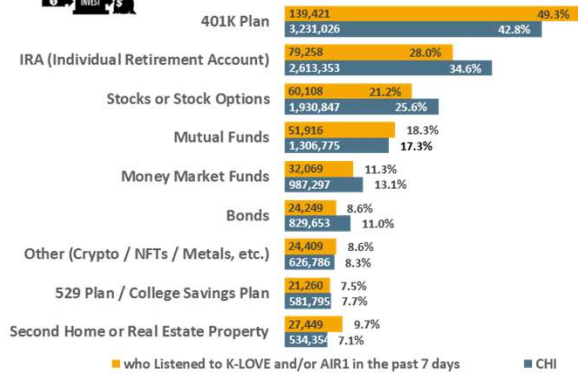




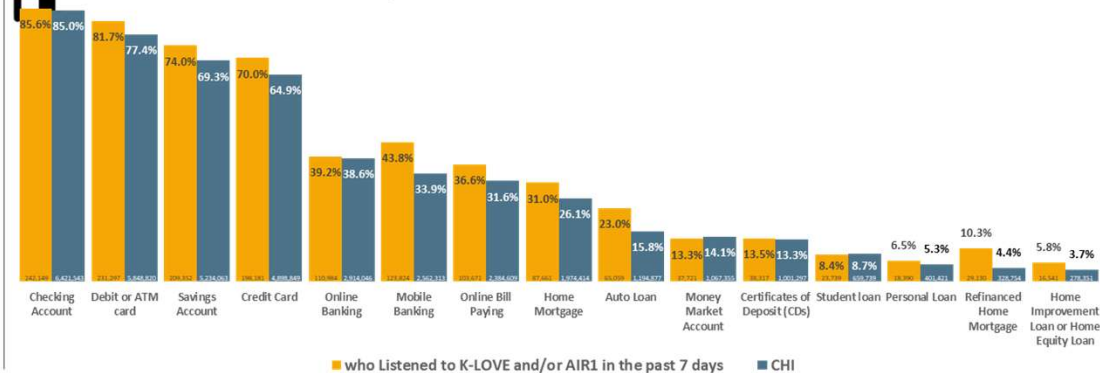
3.7% or 282,943 of CHI DMA Adults 18 or older Listened to K-LOVE and/or AIR1 in the past 7 days. Adults 18 or older who Listened to K-LOVE and/or AIR1 in the past 7 days are 15.2% more likely to have a 401K, 45.3% more likely to have an Auto Loan, 14.5% more likely to Invest/Trade Stocks Online, 10.8% more likely to pay with their Debit Card.



Investments Owned: Adults 18 or older



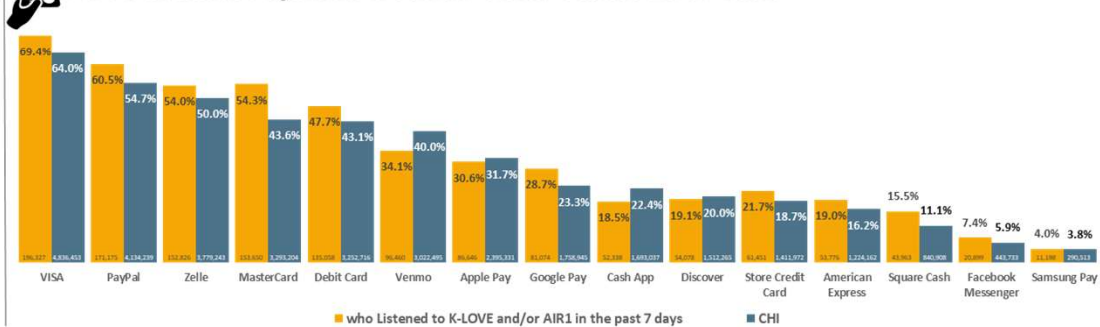
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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



CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 181
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((Radio Stations: WAVE-FM OR Radio Stations: WKLT-FM OR Radio station websites visited/apps used past 7 days: WKLT-FM(klove.com) OR Radio Stations: WNL-FM OR Radio Stations: WOBO-FM OR Radio Stations: WOR-FM OR Radio station websites visited/apps used past 7 days: WNL-FM(klove.com) OR Radio station websites visited/apps used past 7 days: WOBO-FM(wobofm.com) OR Radio Stations: KMWA-FM OR Radio Stations: KAIZ-FM OR Radio Stations: KLPT-FM OR Radio Stations: KLVA-FM OR Radio Stations: KLVK-FM OR Radio Stations: KLSW-FM OR Radio Stations: KWAO-FM OR Radio station websites visited/apps used past 7 days: KLSW-FM(klove.com) OR Radio Stations: KDHX-FM OR Radio Stations: WAIW-FM OR Radio Stations: WLVW-FM OR Radio station websites visited/apps used past 7 days: WAIW-FM(air1.com) OR Radio station websites visited/apps used past 7 days: WLVW-FM(klove.com) OR Radio Stations: WFLV-FM OR Radio station websites visited/apps used past 7 days: WFLV 90.7 FM (klove.com))



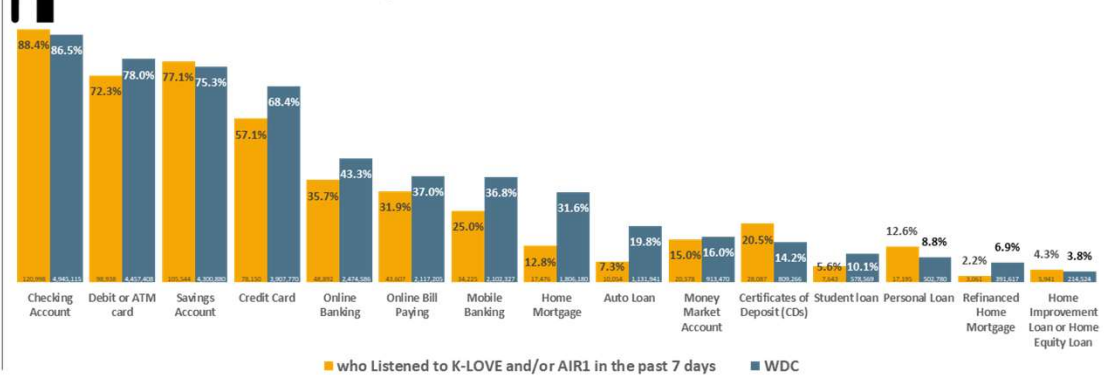
2.4% or 136,900 of WDC DMA Adults 18 or older Listened to K-LOVE and/or AIR1 in the past 7 days.
Adults 18 or older who Listened to K-LOVE and/or AIR1 in the past 7 days are 46.2% less likely to have a 401K, 62.9% less likely to have an Auto Loan, 22.5% less likely to Invest/Trade Stocks Online, 6.8% less likely to pay with their Debit Card.



Investments Owned: Adults 18 or older



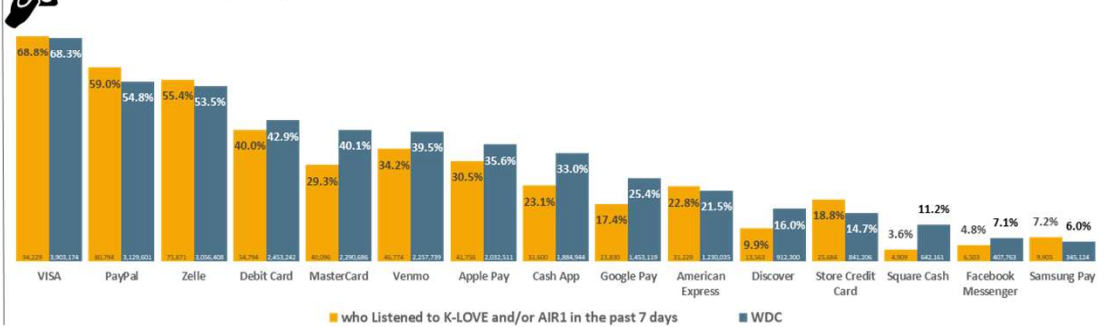
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 139
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((Radio Stations: WAVE-FM OR Radio Stations: WCKL-FM OR Radio station websites visited/apps used past 7 days: WCKL-FM(klove.com) OR Radio Stations: WNLT-FM OR Radio Stations: WOBO-FM OR Radio Stations: WORL-FM OR Radio station websites visited/apps used past 7 days: WNLT-FM(klove.com) OR Radio station websites visited/apps used past 7 days: WOBO-FM(wobofm.com) OR Radio Stations: KMWA-FM OR Radio Stations: KAIZ-FM OR Radio Stations: KLPT-FM OR Radio Stations: KLVK-FM OR Radio Stations: KLSW-FM OR Radio Stations: KWAO-FM OR Radio station websites visited/apps used past 7 days: KLSW-FM(klove.com) OR Radio Stations: KDHX-FM OR Radio Stations: WAIW-FM OR Radio Stations: WLVW-FM OR Radio station websites visited/apps used past 7 days: WAIW-FM(air1.com) OR Radio station websites visited/apps used past 7 days: WLVW-FM(klove.com) OR Radio Stations: WFLV-FM OR Radio station websites visited/apps used past 7 days: WFLV 90.7 FM (klove.com))



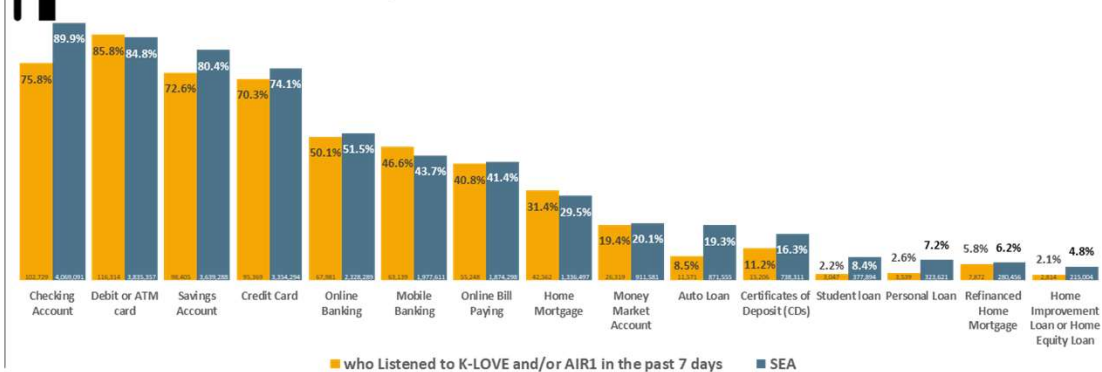
3.3% or 135,571 of SEA DMA Adults 18 or older Listened to K-LOVE and/or AIR1 in the past 7 days. Adults 18 or older who Listened to K-LOVE and/or AIR1 in the past 7 days are 16.5% more likely to have a 401K, 55.7% less likely to have an Auto Loan, 21.5% less likely to Invest/Trade Stocks Online, 9.8% more likely to pay with their Debit Card.



Investments Owned: Adults 18 or older



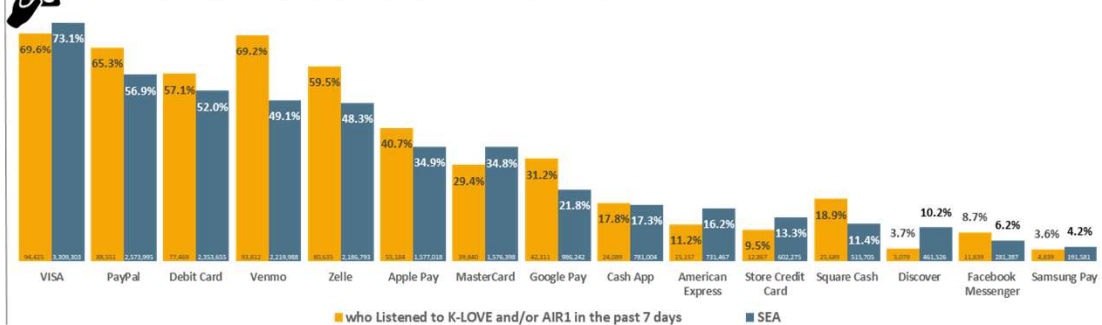
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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

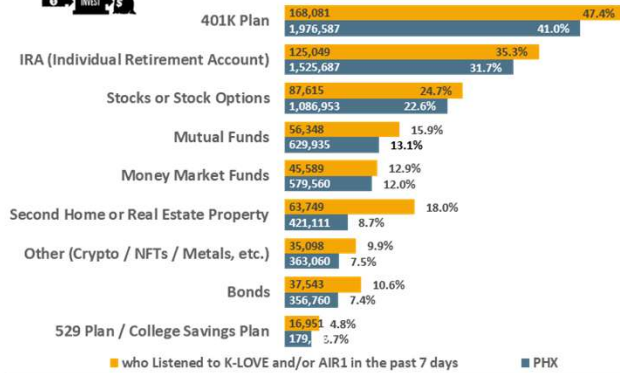




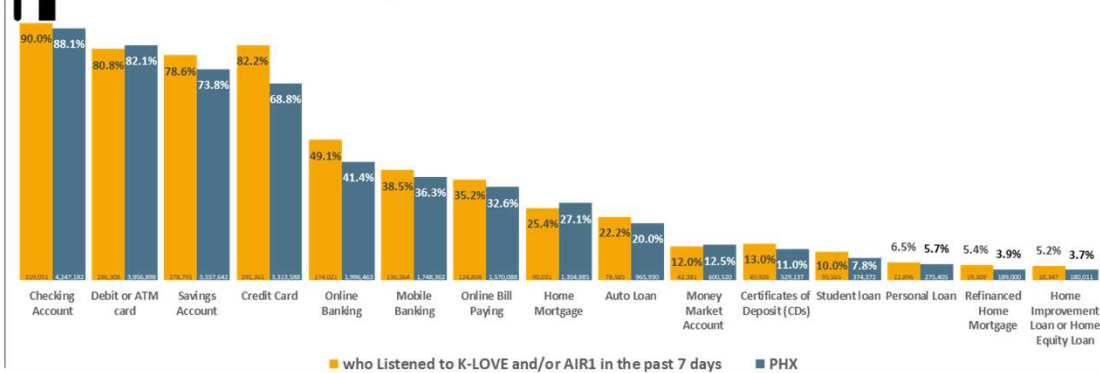
7.4% or 354,555 of PHX DMA Adults 18 or older Listened to K-LOVE and/or AIR1 in the past 7 days. Adults 18 or older who Listened to K-LOVE and/or AIR1 in the past 7 days are 15.6% more likely to have a 401K, 10.6% more likely to have an Auto Loan, 19.4% more likely to Invest/Trade Stocks Online, .6% more likely to pay with their Debit Card.



Investments Owned: Adults 18 or older



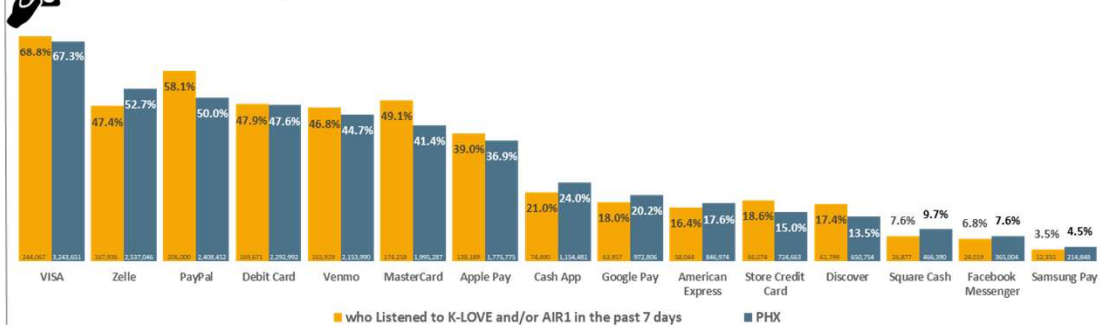
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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

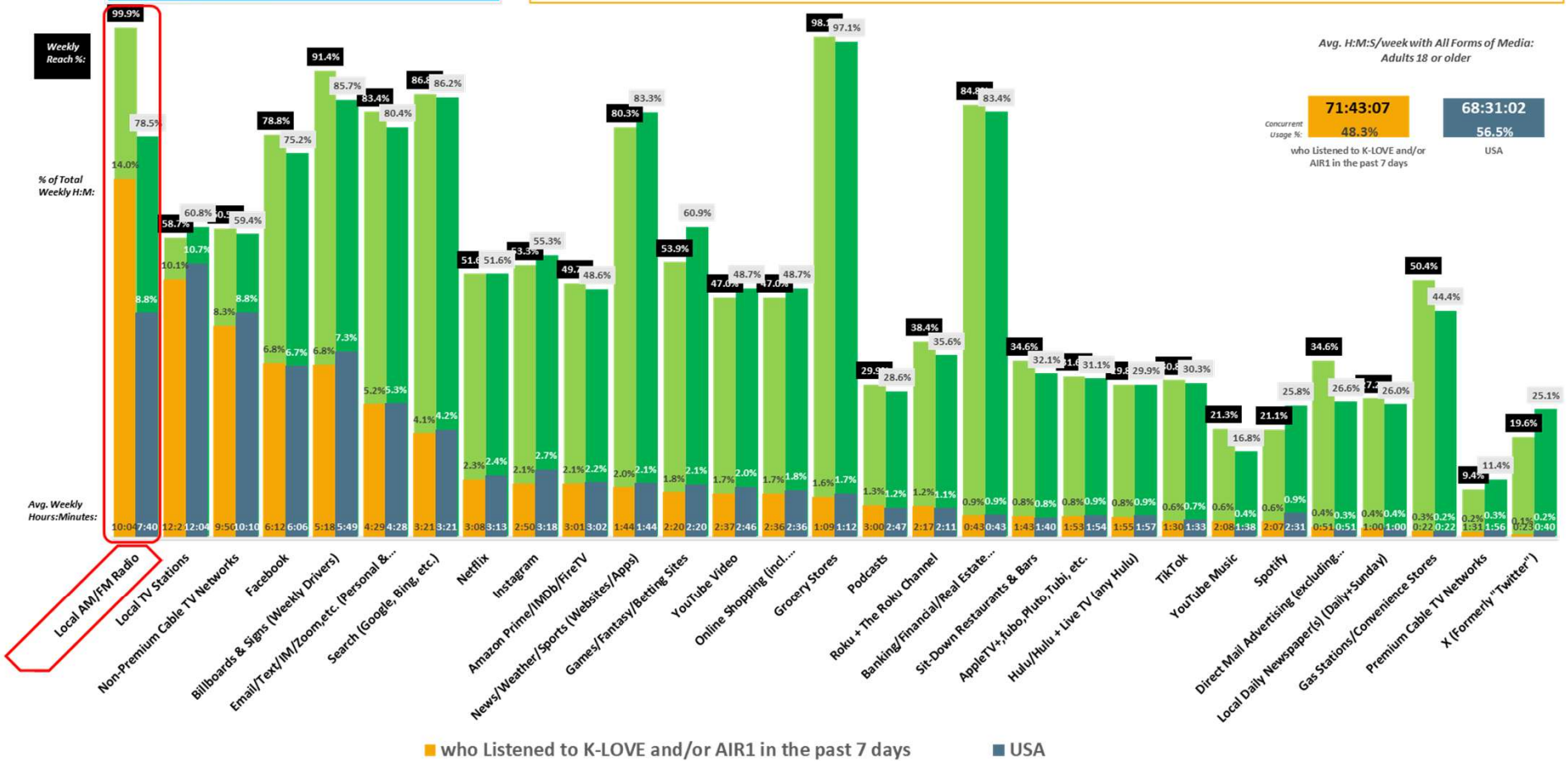


PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 239
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((Radio Stations: WAVE-FM OR Radio Stations: WCKL-FM OR Radio station websites visited/apps used past 7 days: WCKL-FM(klove.com) OR Radio Stations: WNLN-FM OR Radio Stations: WOBO-FM OR Radio Stations: WORL-FM OR Radio station websites visited/apps used past 7 days: WNLN-FM(klove.com) OR Radio station websites visited/apps used past 7 days: WOBO-FM(wobofm.com) OR Radio Stations: KMWA-FM OR Radio Stations: KAIZ-FM OR Radio Stations: KLPT-FM OR Radio Stations: KLVA-FM OR Radio Stations: KLVK-FM OR Radio Stations: KLSW-FM OR Radio Stations: KWAO-FM OR Radio station websites visited/apps used past 7 days: KLSW-FM(klove.com) OR Radio Stations: KDHX-FM OR Radio Stations: WAIW-FM OR Radio Stations: WLVW-FM OR Radio station websites visited/apps used past 7 days: WAIW-FM(air1.com) OR Radio station websites visited/apps used past 7 days: WLVW-FM(klove.com) OR Radio Stations: WFLV-FM OR Radio station websites visited/apps used past 7 days: WFLV 90.7 FM (klove.com))

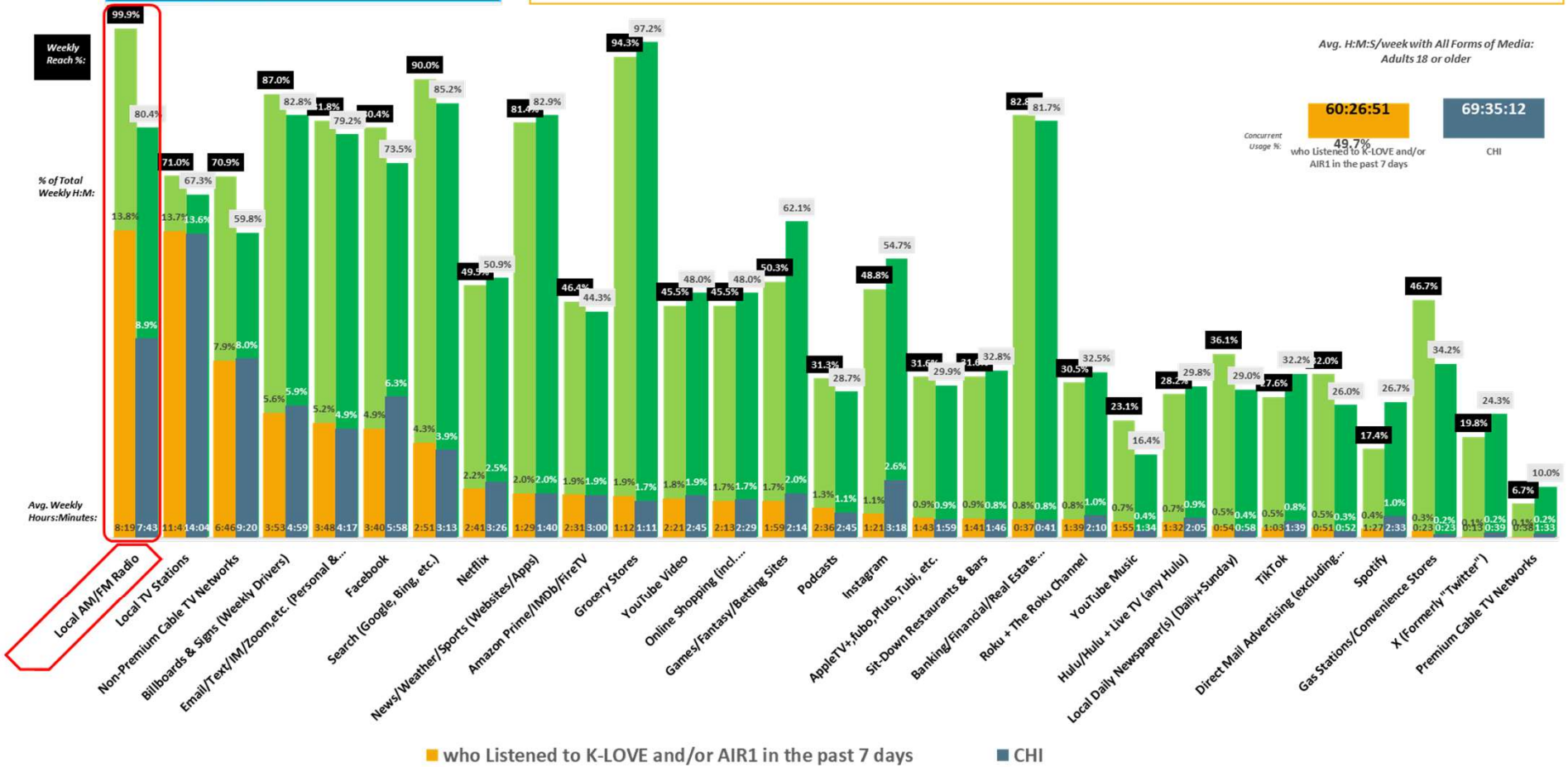


Adults 18 or older who Listened to K-LOVE and/or AIR1 in the past 7 days spend an average of 2 days, 23 hours, 43 minutes and 7 seconds each week with All Forms of Media.
 99.9% of Adults 18 or older who Listened to K-LOVE and/or AIR1 in the past 7 days spend an avg. of 10 hours and 4 minutes each week listening to All Local AM/FM Radio, representing 14.% of total time spent with all forms of Media.





Adults 18 or older who Listened to K-LOVE and/or AIR1 in the past 7 days spend an average of 2 days, 12 hours, 26 minutes and 51 seconds each week with All Forms of Media.
 99.9% of Adults 18 or older who Listened to K-LOVE and/or AIR1 in the past 7 days spend an avg. of 8 hours and 19 minutes each week listening to All Local AM/FM Radio, representing 13.8% of total time spent with all forms of Media.



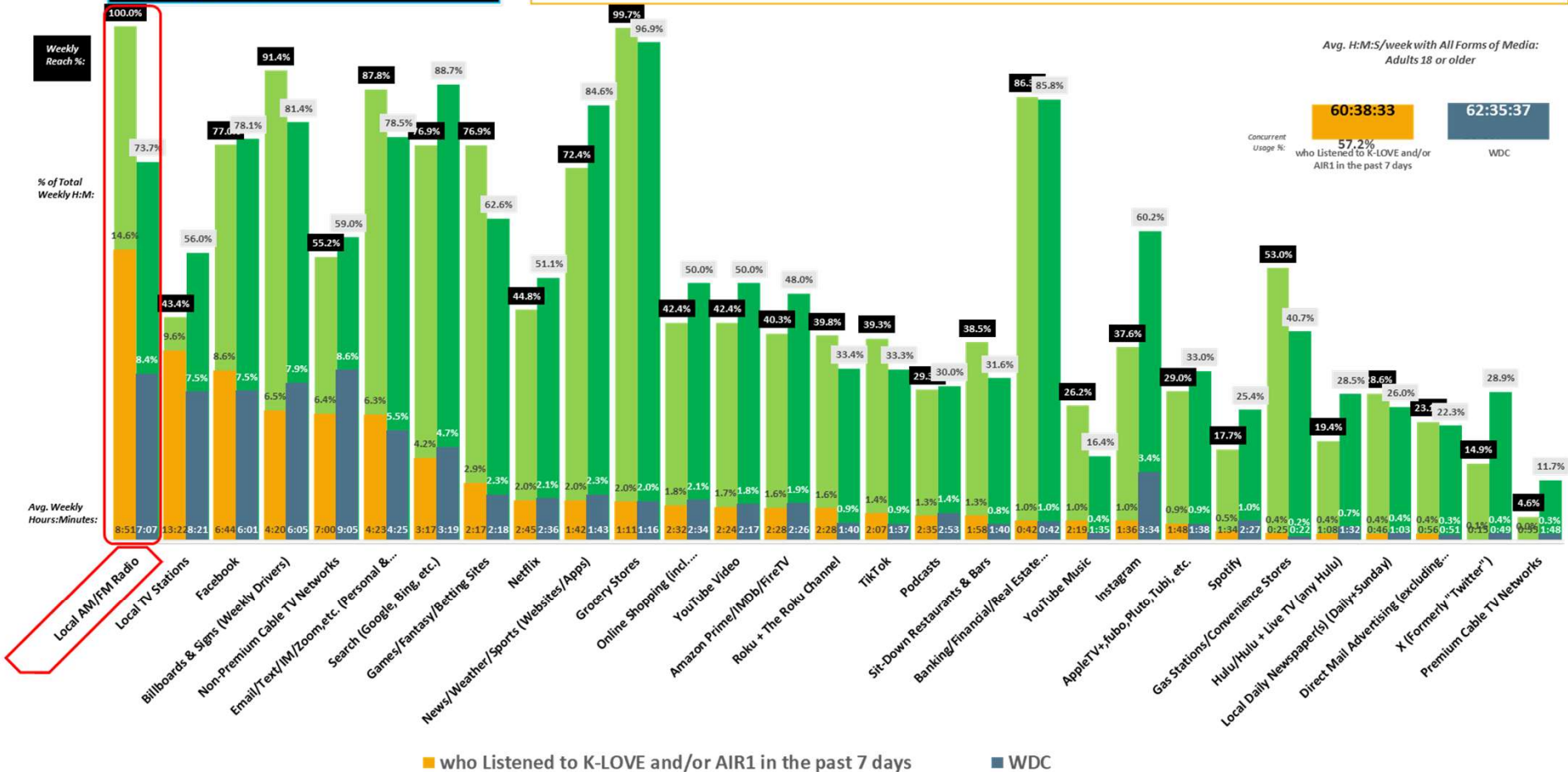
CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 181 CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 4,186
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(Radio Stations: WAWF-FM OR Radio Stations: WKCL-FM OR Radio station websites visited/apps used past 7 days: WKCL-FM(klove.com) OR Radio Stations: WNL-FM OR Radio Stations: WOBO-FM OR Radio Stations: WOR-FM OR Radio station websites visited/apps used past 7 days: WNL-FM(klove.com) OR Radio station websites visited/apps used past 7 days: WOBO-FM(wobofm.com) OR Radio Stations: KMWA-FM OR Radio Stations: KAIZ-FM OR Radio Stations: KLPT-FM OR Radio Stations: KLVA-FM OR Radio Stations: KLVK-FM OR Radio Stations: KLSW-FM OR Radio Stations: KWAO-FM OR Radio station websites visited/apps used past 7 days: KLSW-FM(klove.com) OR Radio Stations: KDHF-FM OR Radio Stations: WAIW-FM OR Radio Stations: WLVW-FM OR Radio station websites visited/apps used past 7 days: WAIW-FM(air1.com) OR Radio station websites visited/apps used past 7 days: WLVW-FM(klove.com) OR Radio Stations: WFLV-FM OR Radio station websites visited/apps used past 7 days: WFLV 90.7 FM (klove.com))





Adults 18 or older who Listened to K-LOVE and/or AIR1 in the past 7 days spend an average of 2 days, 12 hours, 38 minutes and 33 seconds each week with All Forms of Media.
 100.% of Adults 18 or older who Listened to K-LOVE and/or AIR1 in the past 7 days spend an avg. of 8 hours and 51 minutes each week listening to All Local AM/FM Radio, representing 14.6% of total time spent with all forms of Media.



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 139 WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,919

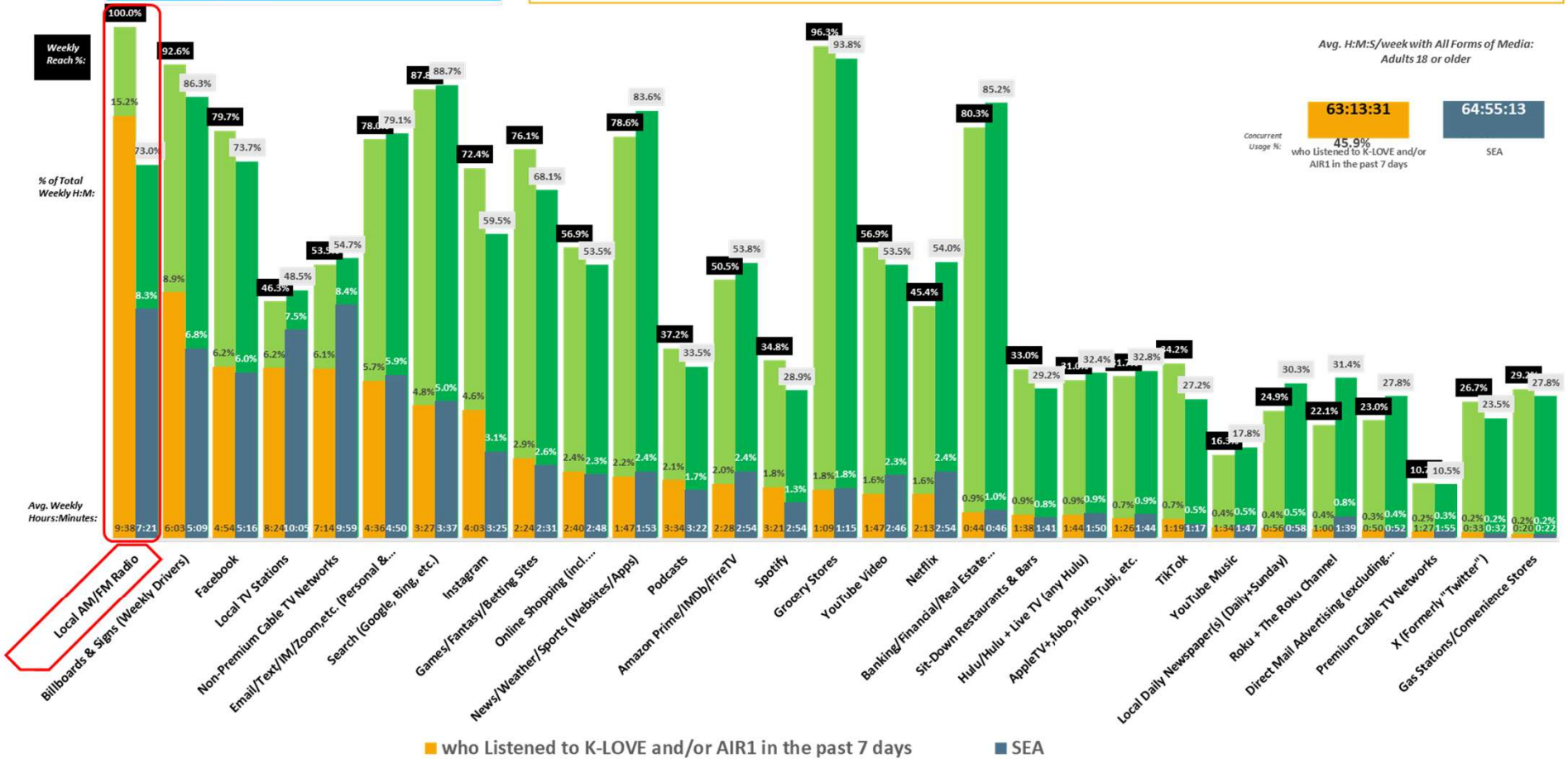


Share of Everything for Anything

(Radio Stations: WAWC-FM OR Radio Stations: WKCL-FM OR Radio station websites visited/apps used past 7 days: WKCL-FM(klove.com) OR Radio Stations: WNL-FM OR Radio Stations: WOBO-FM OR Radio Stations: WOR-FM OR Radio station websites visited/apps used past 7 days: WNL-FM(klove.com) OR Radio station websites visited/apps used past 7 days: WOBO-FM(wobofm.com) OR Radio Stations: KMWA-FM OR Radio Stations: KAIZ-FM OR Radio Stations: KLPT-FM OR Radio Stations: KLVA-FM OR Radio Stations: KLVK-FM OR Radio Stations: KLSW-FM OR Radio Stations: KWAO-FM OR Radio station websites visited/apps used past 7 days: KLSW-FM(klove.com) OR Radio Stations: KDHX-FM OR Radio Stations: WAIW-FM OR Radio Stations: WLVW-FM OR Radio station websites visited/apps used past 7 days: WAIW-FM(air1.com) OR Radio station websites visited/apps used past 7 days: WLVW-FM(klove.com) OR Radio Stations: WFLV-FM OR Radio station websites visited/apps used past 7 days: WFLV 90.7 FM (klove.com))

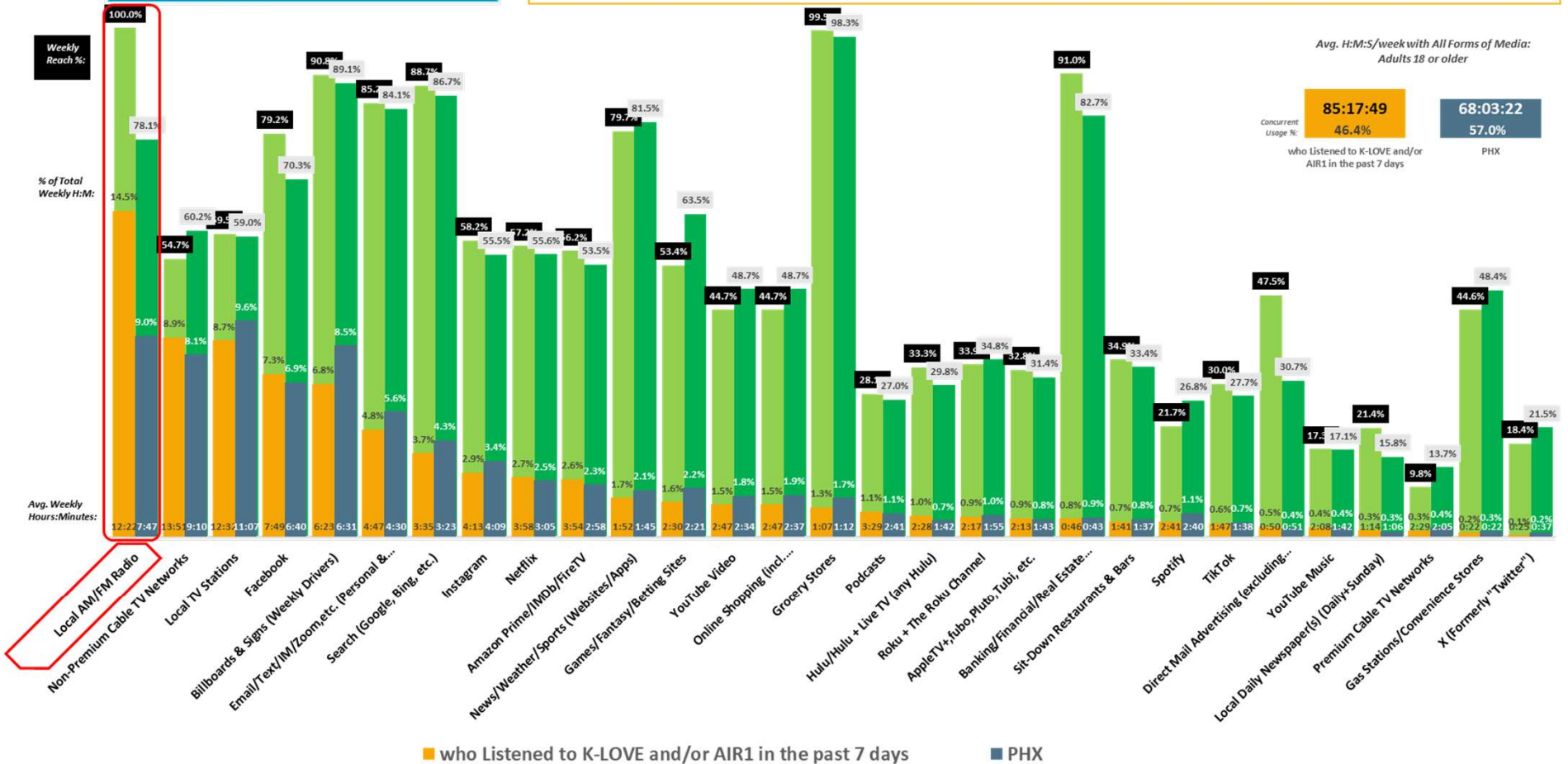


Adults 18 or older who Listened to K-LOVE and/or AIR1 in the past 7 days spend an average of 2 days, 15 hours, 13 minutes and 31 seconds each week with All Forms of Media.
 100.% of Adults 18 or older who Listened to K-LOVE and/or AIR1 in the past 7 days spend an avg. of 9 hours and 38 minutes each week listening to All Local AM/FM Radio, representing 15.2% of total time spent with all forms of Media.





Adults 18 or older who Listened to K-LOVE and/or AIR1 in the past 7 days spend an average of 3 days, 13 hours, 17 minutes and 49 seconds each week with All Forms of Media.
 100.% of Adults 18 or older who Listened to K-LOVE and/or AIR1 in the past 7 days spend an avg. of 12 hours and 22 minutes each week listening to All Local AM/FM Radio, representing 14.5% of total time spent with all forms of Media.



PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 239
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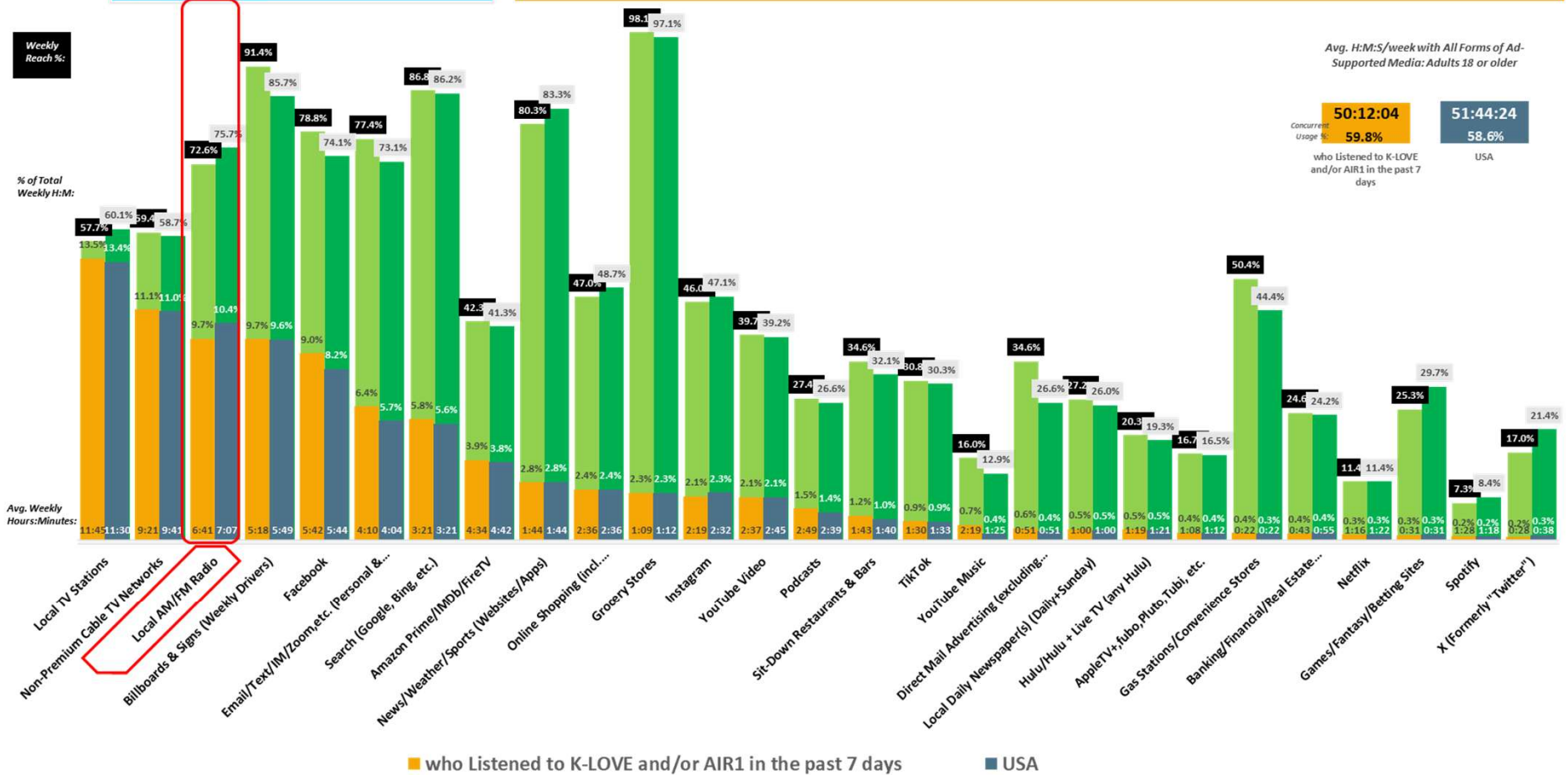
PHOENIX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 2,406



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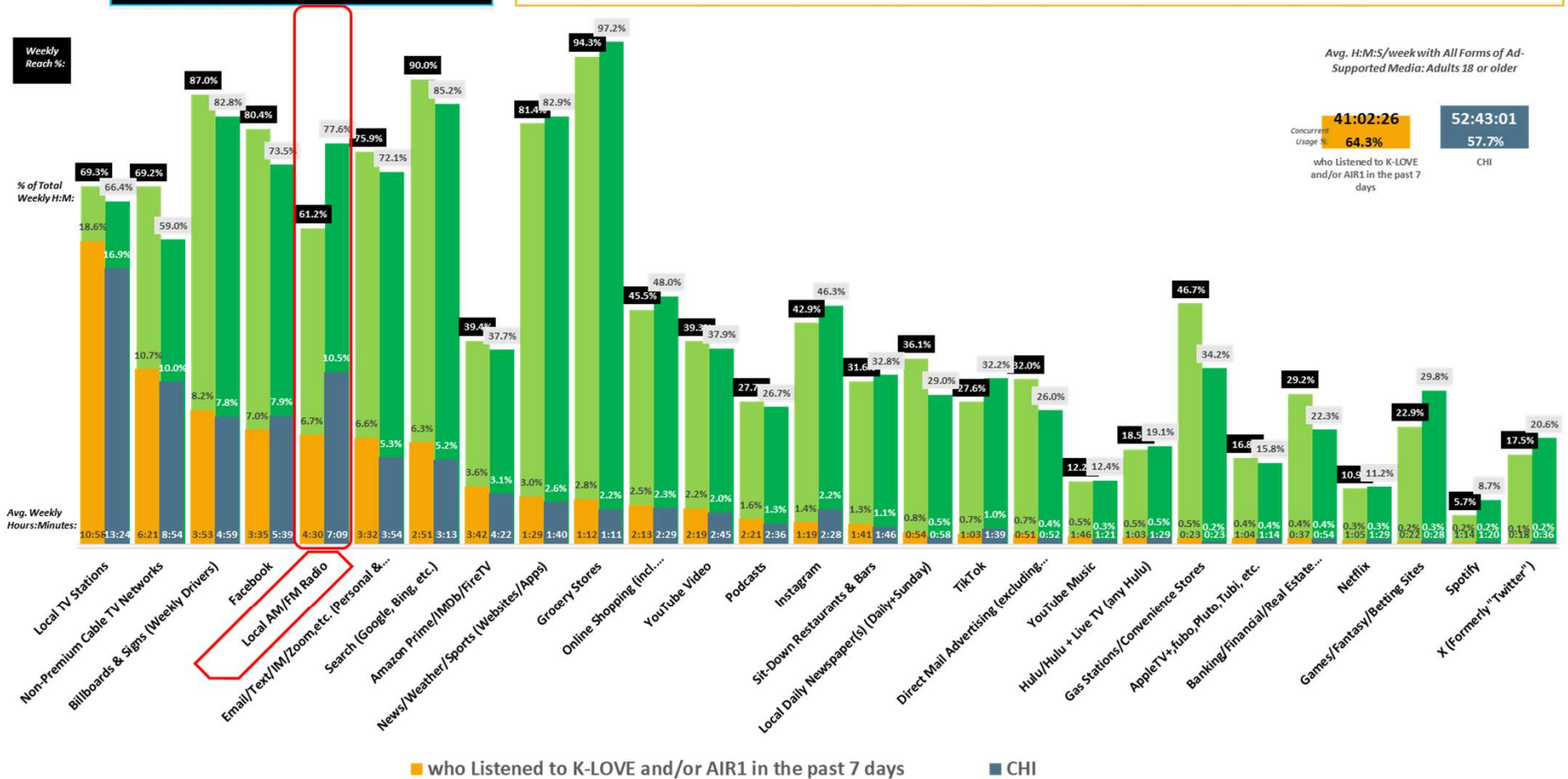


Adults 18 or older who Listened to K-LOVE and/or AIR1 in the past 7 days spend an average of 2 days, 2 hours, 12 minutes and 4 seconds each week with All Forms of Ad-Supported Media.
 72.6% of Adults 18 or older who Listened to K-LOVE and/or AIR1 in the past 7 days spend an avg. of 6 hours and 41 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.7% of total time spent with all forms of Ad-Supported Media.





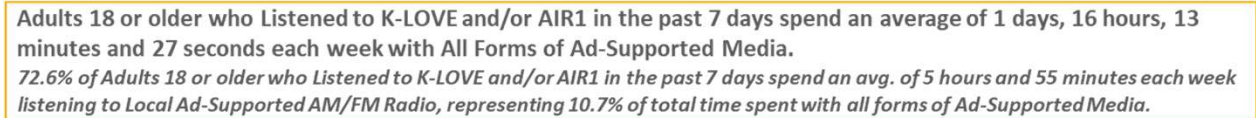
Adults 18 or older who Listened to K-LOVE and/or AIR1 in the past 7 days spend an average of 1 days, 17 hours, 2 minutes and 26 seconds each week with All Forms of Ad-Supported Media.
 61.2% of Adults 18 or older who Listened to K-LOVE and/or AIR1 in the past 7 days spend an avg. of 4 hours and 30 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 6.7% of total time spent with all forms of Ad-Supported Media.



CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 181 CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 4,186
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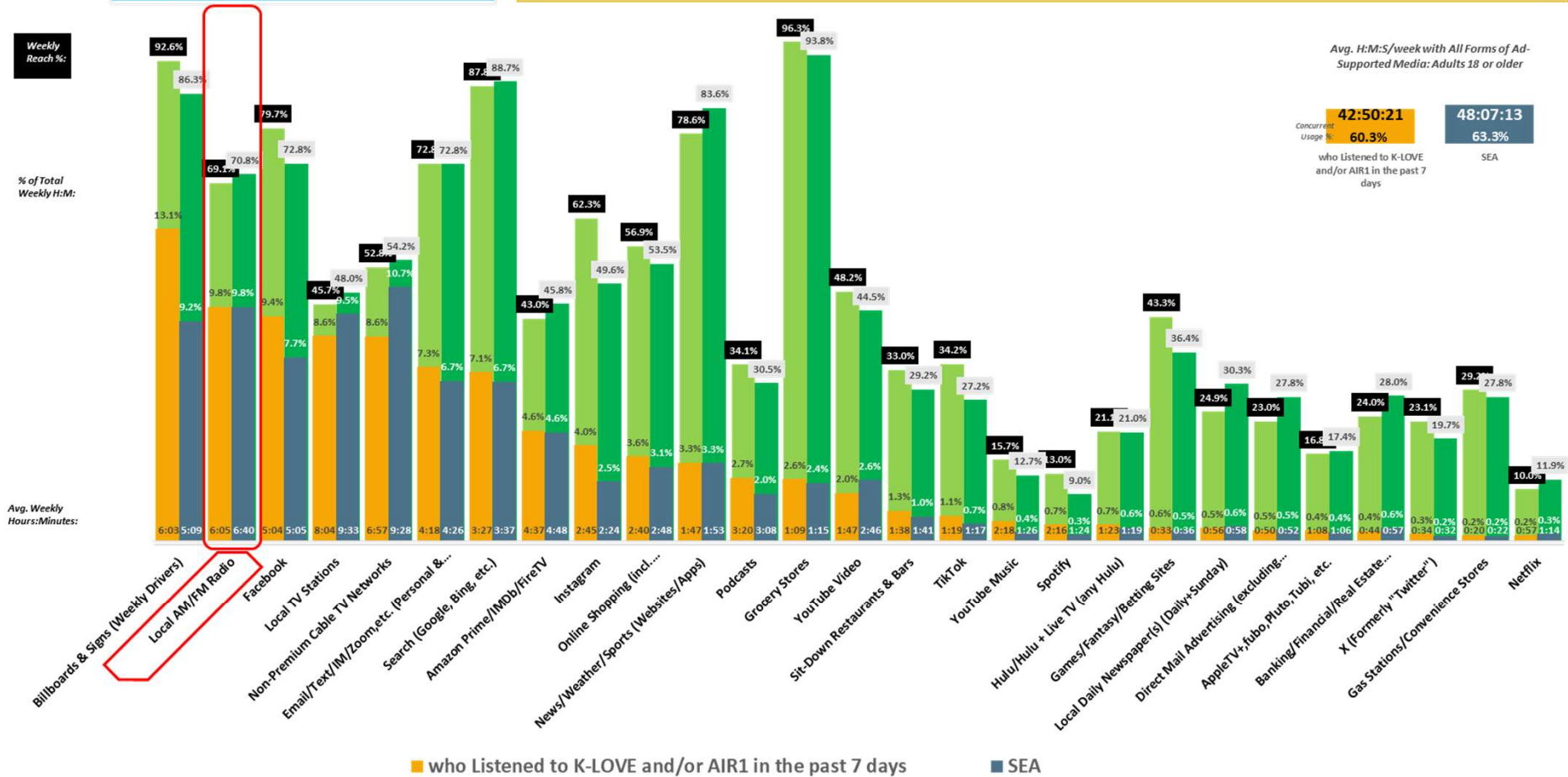
((Radio Stations: WAVE-FM OR Radio Stations: WKLT-FM OR Radio station websites visited/apps used past 7 days: WCKL-FM(klove.com) OR Radio Stations: WNL-FM OR Radio Stations: WOBO-FM OR Radio Stations: WOR-FM OR Radio station websites visited/apps used past 7 days: WNL-FM(klove.com) OR Radio station websites visited/apps used past 7 days: WOBO-FM(wobofm.com) OR Radio Stations: KMWA-FM OR Radio Stations: KAIZ-FM OR Radio Stations: KLPT-FM OR Radio Stations: KLVA-FM OR Radio Stations: KLVK-FM OR Radio Stations: KLSW-FM OR Radio Stations: KWAO-FM OR Radio station websites visited/apps used past 7 days: KLSW-FM(klove.com) OR Radio Stations: KDHX-FM OR Radio Stations: WAIW-FM OR Radio Stations: WLVW-FM OR Radio station websites visited/apps used past 7 days: WAIW-FM(air1.com) OR Radio station websites visited/apps used past 7 days: WLVW-FM(klove.com) OR Radio Stations: WFLV-FM OR Radio station websites visited/apps used past 7 days: WFLV 90.7 FM (klove.com))





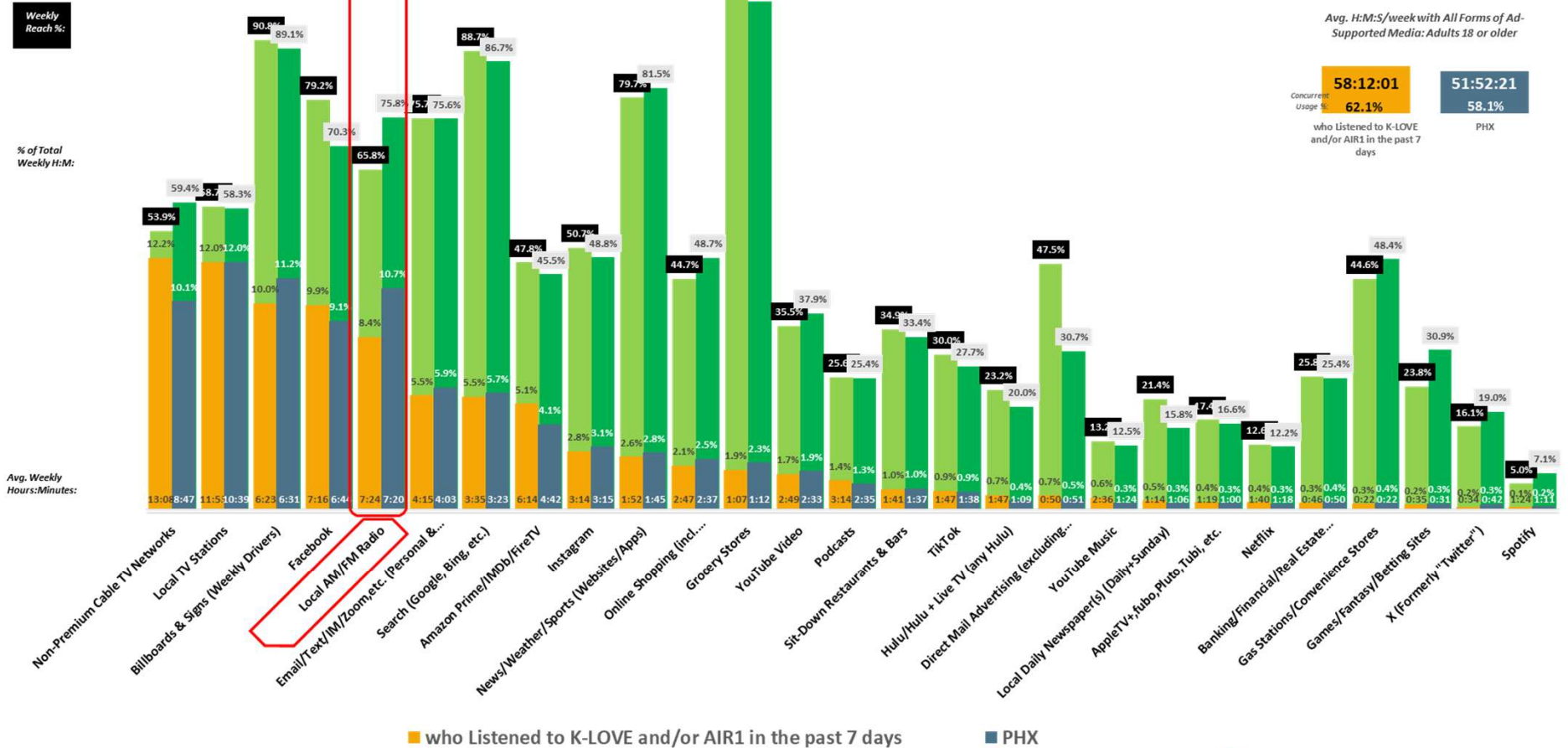


Adults 18 or older who Listened to K-LOVE and/or AIR1 in the past 7 days spend an average of 1 days, 18 hours, 50 minutes and 21 seconds each week with All Forms of Ad-Supported Media.
 69.1% of Adults 18 or older who Listened to K-LOVE and/or AIR1 in the past 7 days spend an avg. of 6 hours and 5 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.8% of total time spent with all forms of Ad-Supported Media.





Adults 18 or older who Listened to K-LOVE and/or AIR1 in the past 7 days spend an average of 2 days, 10 hours, 12 minutes and 1 seconds each week with All Forms of Ad-Supported Media.
65.8% of Adults 18 or older who Listened to K-LOVE and/or AIR1 in the past 7 days spend an avg. of 7 hours and 24 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 8.4% of total time spent with all forms of Ad-Supported Media.



PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 239
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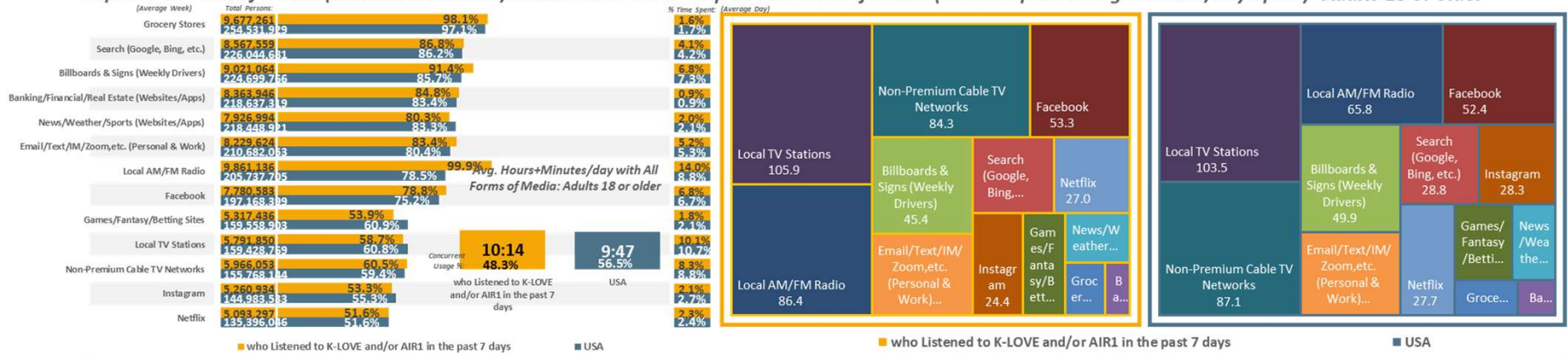
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(Radio Stations: WAWF-FM OR Radio Stations: WCKL-FM OR Radio station websites visited/apps used past 7 days: WCKL-FM(klove.com) OR Radio Stations: WNLN-FM OR Radio Stations: WOBO-FM OR Radio Stations: WORL-FM OR Radio station websites visited/apps used past 7 days: WNLN-FM(klove.com) OR Radio station websites visited/apps used past 7 days: WOBO-FM(wobofm.com) OR Radio Stations: KMWA-FM OR Radio Stations: KAIZ-FM OR Radio Stations: KLPT-FM OR Radio Stations: KLVA-FM OR Radio Stations: KLVK-FM OR Radio Stations: KLSW-FM OR Radio Stations: KWAO-FM OR Radio station websites visited/apps used past 7 days: KLSW-FM(klove.com) OR Radio Stations: KDHX-FM OR Radio Stations: WAIW-FM OR Radio Stations: WLVW-FM OR Radio station websites visited/apps used past 7 days: WAIW-FM(air1.com) OR Radio station websites visited/apps used past 7 days: WLVW-FM(klove.com) OR Radio Stations: WFLV-FM OR Radio station websites visited/apps used past 7 days: WFLV 90.7 FM (klove.com))

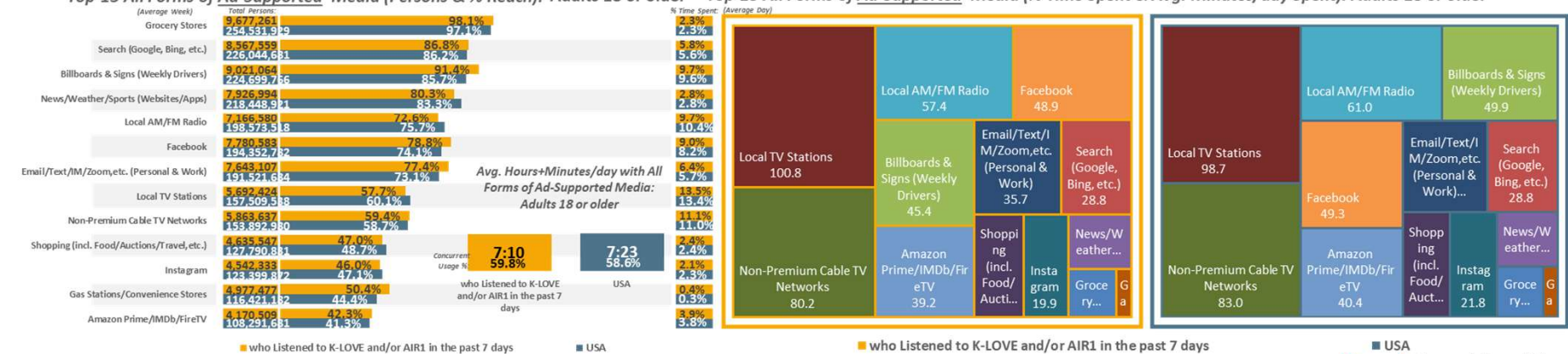


Adults 18 or older who Listened to K-LOVE and/or AIR1 in the past 7 days spend an average of 7 hours and 10 minutes each day with All Forms of Ad-Supported Media. 72.6% listen to Local AM/FM Radio for an avg. of 57.4 minutes/day. (Local Radio delivers 9.7% of Time with Ad-Supported Media.)

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



USA USA Projection Scarborough R1 2026: Sep24-Feb26 Qual Intab 972
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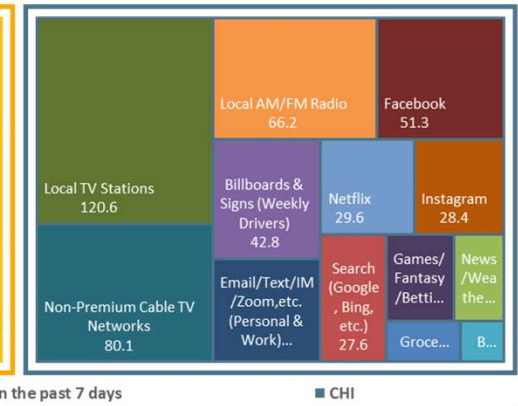
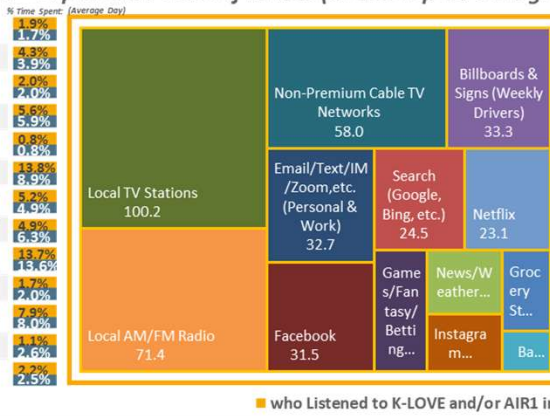
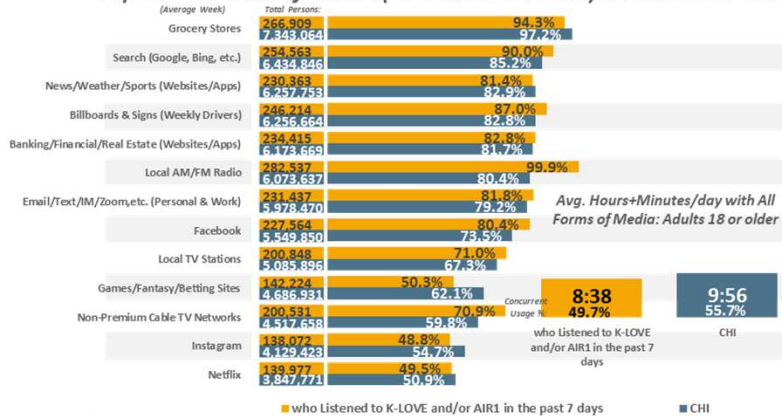
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Adults 18 or older who Listened to K-LOVE and/or AIR1 in the past 7 days spend an average of 5 hours and 51 minutes each day with All Forms of Ad-Supported Media. 61.2% listen to Local AM/FM Radio for an avg. of 38.7 minutes/day. (Local Radio delivers 6.7% of Time with Ad-Supported Media.)

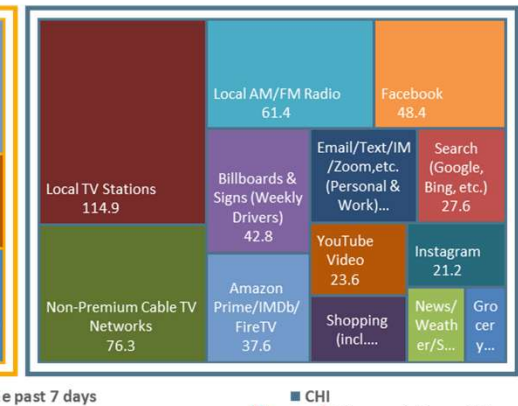
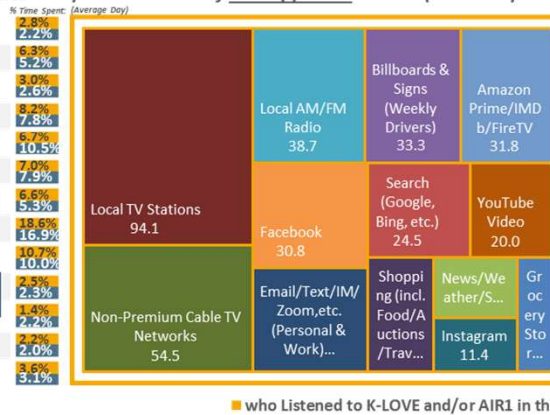
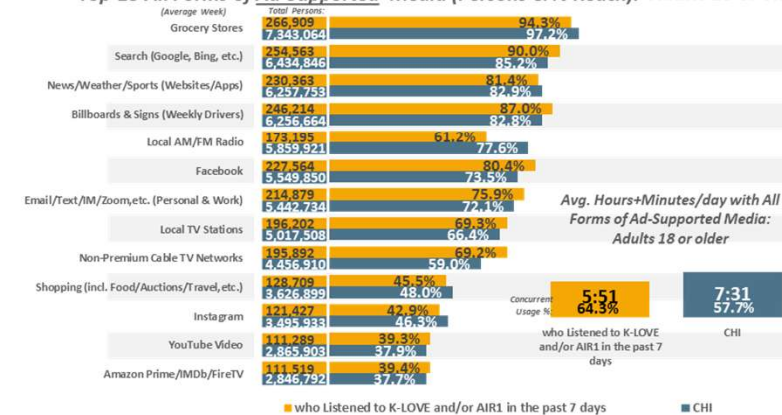
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older

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

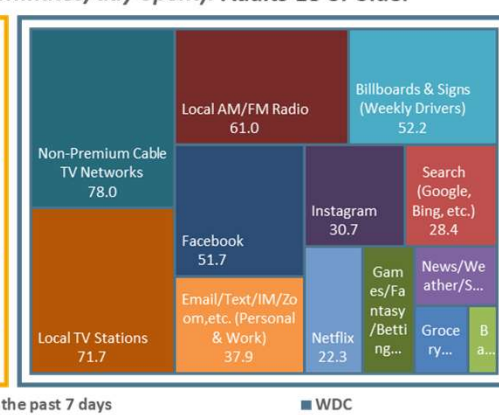
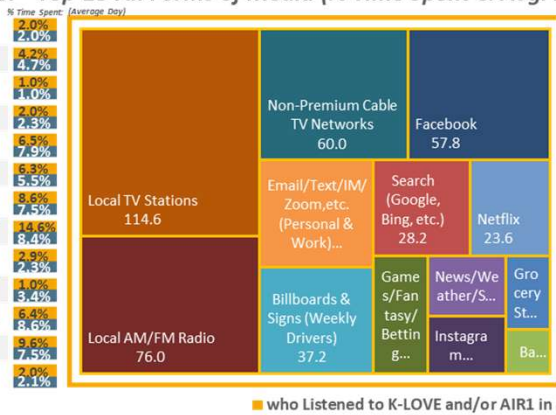
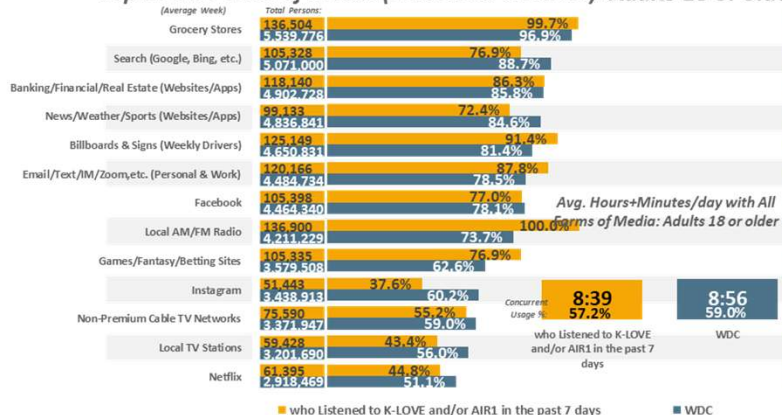
Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



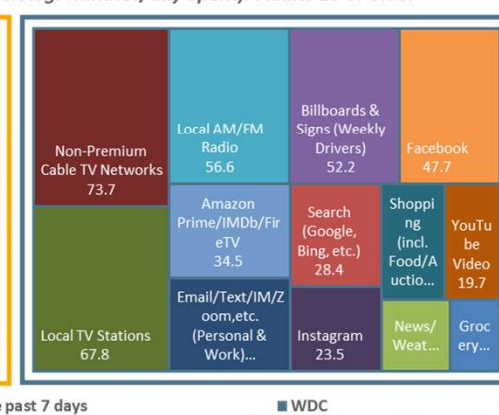
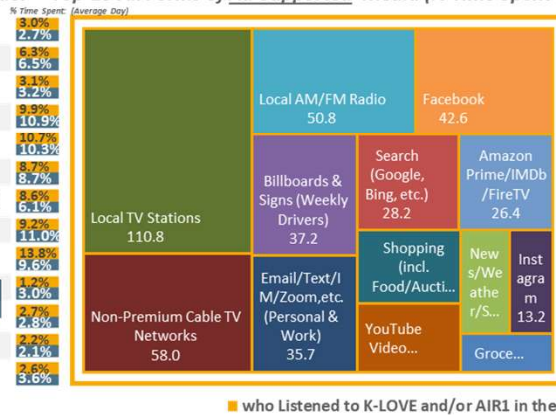
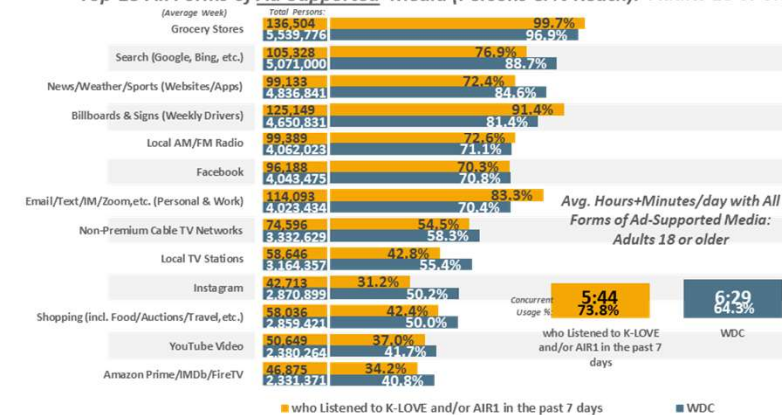


Adults 18 or older who Listened to K-LOVE and/or AIR1 in the past 7 days spend an average of 5 hours and 44 minutes each day with All Forms of Ad-Supported Media. 72.6% listen to Local AM/FM Radio for an avg. of 50.8 minutes/day. *(Local Radio delivers 10.7% of Time with Ad-Supported Media.)*

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**



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 139
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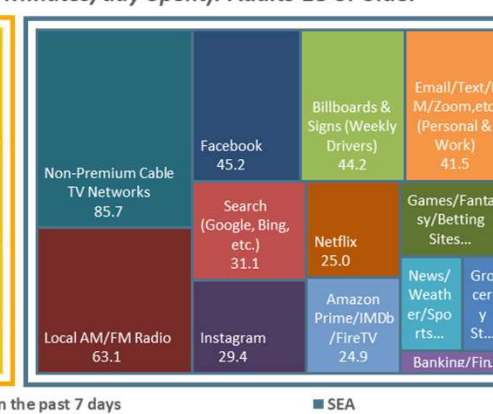
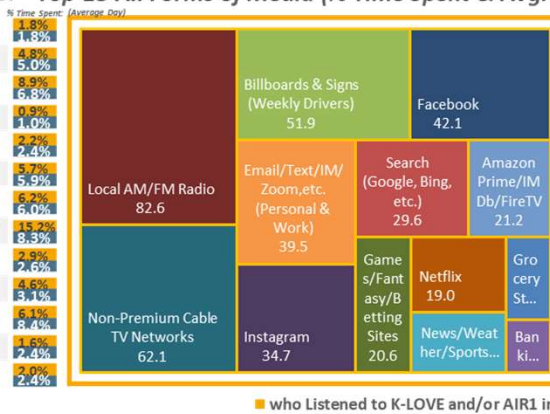
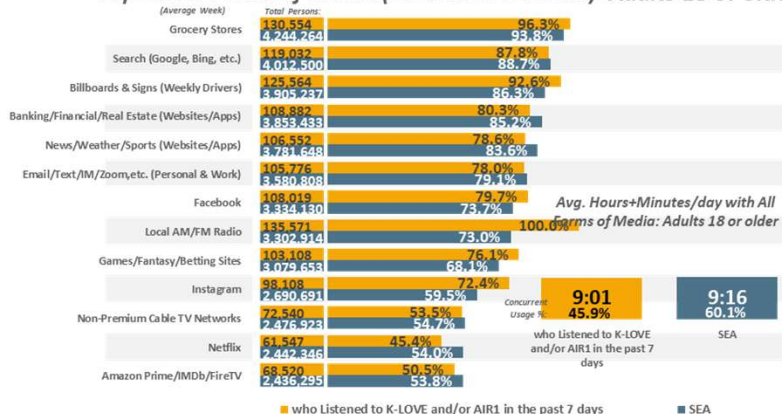
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Adults 18 or older who Listened to K-LOVE and/or AIR1 in the past 7 days spend an average of 6 hours and 7 minutes each day with All Forms of Ad-Supported Media. 69.1% listen to Local AM/FM Radio for an avg. of 52.2 minutes/day. (Local Radio delivers 9.8% of Time with Ad-Supported Media.)

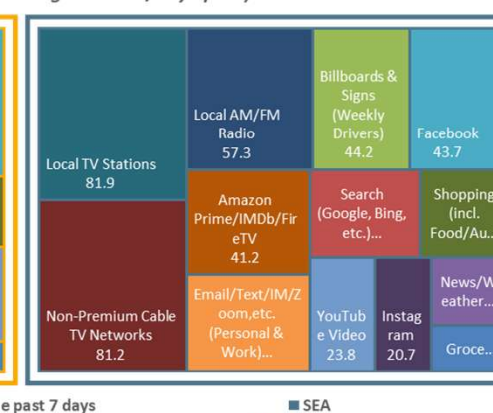
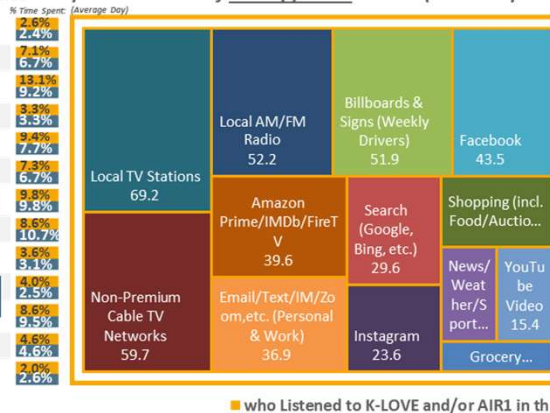
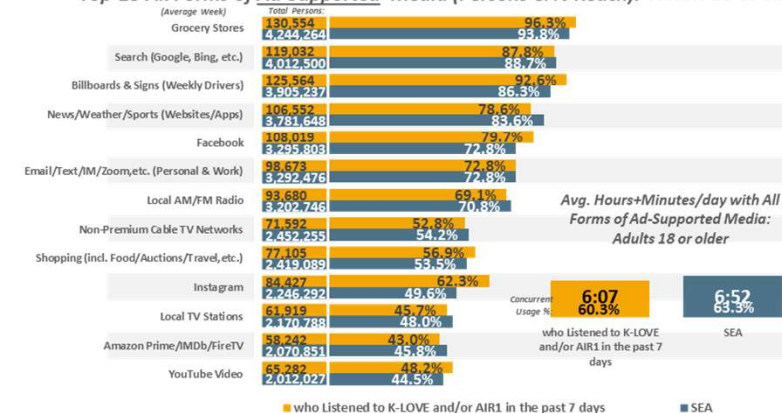
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older

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



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

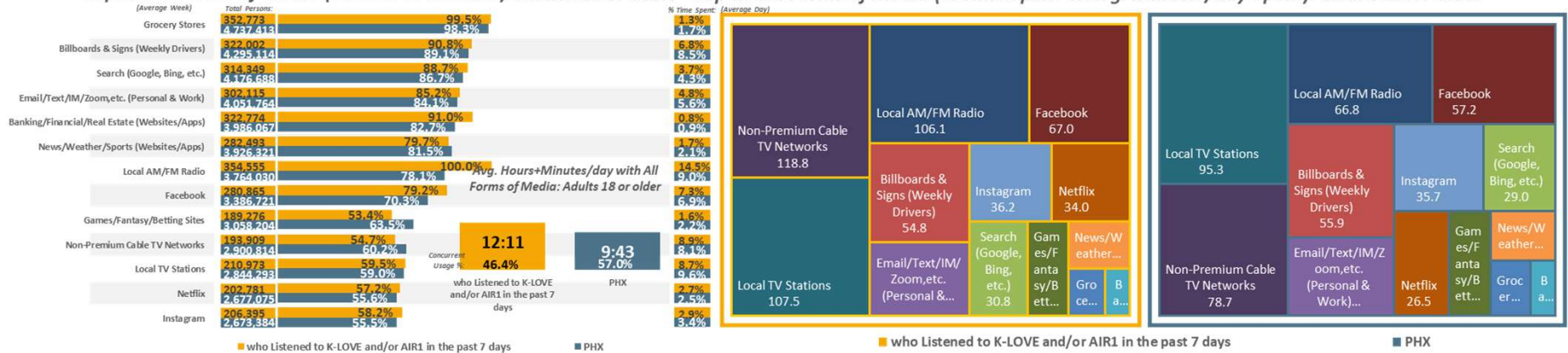
Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



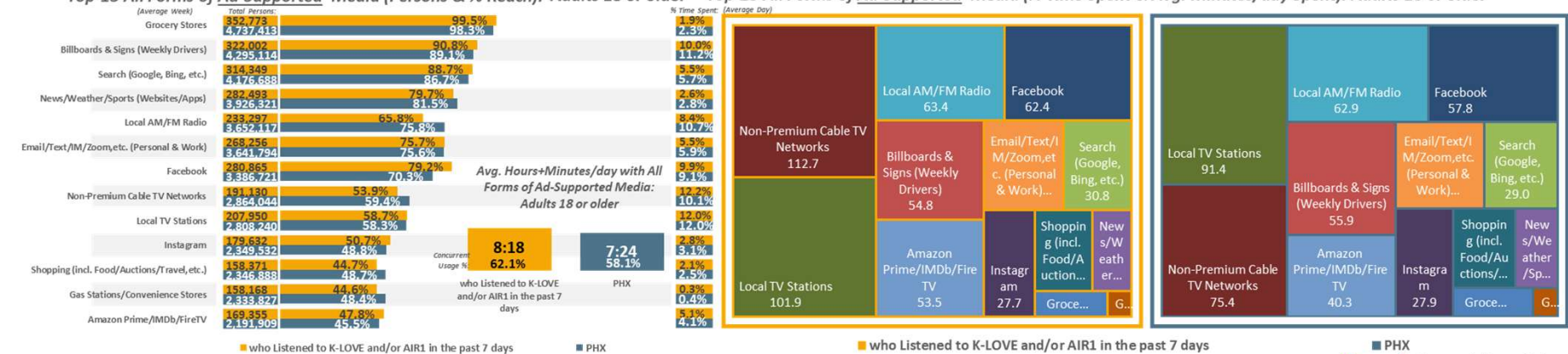


Adults 18 or older who Listened to K-LOVE and/or AIR1 in the past 7 days spend an average of 8 hours and 18 minutes each day with All Forms of Ad-Supported Media. 65.8% listen to Local AM/FM Radio for an avg. of 63.4 minutes/day. (Local Radio delivers 8.4% of Time with Ad-Supported Media.)

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



PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 239
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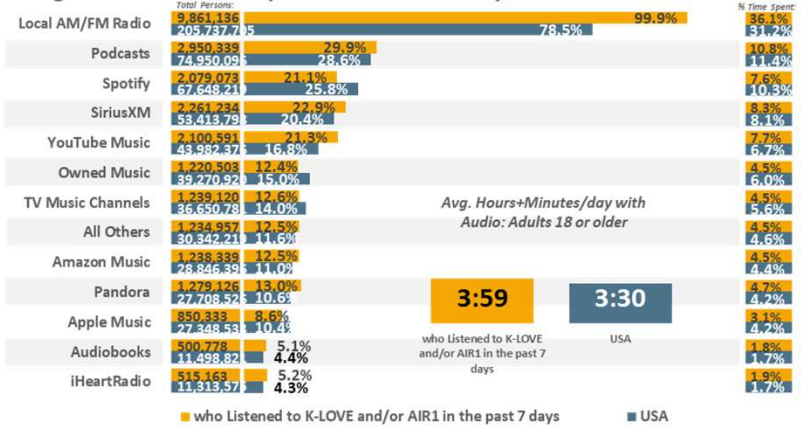
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((Radio Stations: WAVE-FM OR Radio Stations: WKCL-FM OR Radio station websites visited/apps used past 7 days: WKCL-FM(klove.com) OR Radio Stations: WNLN-FM OR Radio Stations: WOBO-FM OR Radio Stations: WORL-FM OR Radio station websites visited/apps used past 7 days: WNLN-FM(klove.com) OR Radio station websites visited/apps used past 7 days: WOBO-FM(wobofm.com) OR Radio Stations: KMWA-FM OR Radio Stations: KAIZ-FM OR Radio Stations: KLPT-FM OR Radio Stations: KLVA-FM OR Radio Stations: KLVK-FM OR Radio Stations: KLSW-FM OR Radio Stations: KWAO-FM OR Radio station websites visited/apps used past 7 days: KLSW-FM(klove.com) OR Radio Stations: KDHX-FM OR Radio Stations: WAIV-FM OR Radio Stations: WLVW-FM OR Radio station websites visited/apps used past 7 days: WAIV-FM(air1.com) OR Radio station websites visited/apps used past 7 days: WLVW-FM(klove.com) OR Radio Stations: WFLV-FM OR Radio station websites visited/apps used past 7 days: WFLV 90.7 FM (klove.com))

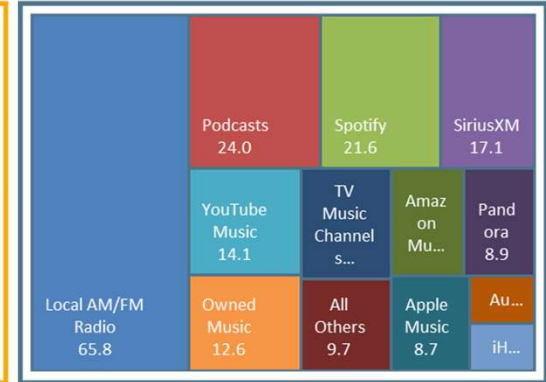
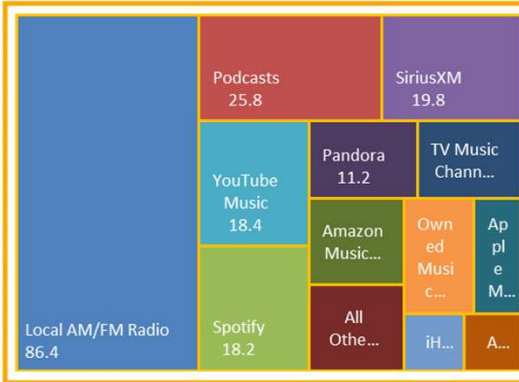


7,166,580 or 72.6% of Adults 18 or older who Listened to K-LOVE and/or AIR1 in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 57.4 minutes every day representing 34.3% of all time spent daily with Ad-Supported Audio.

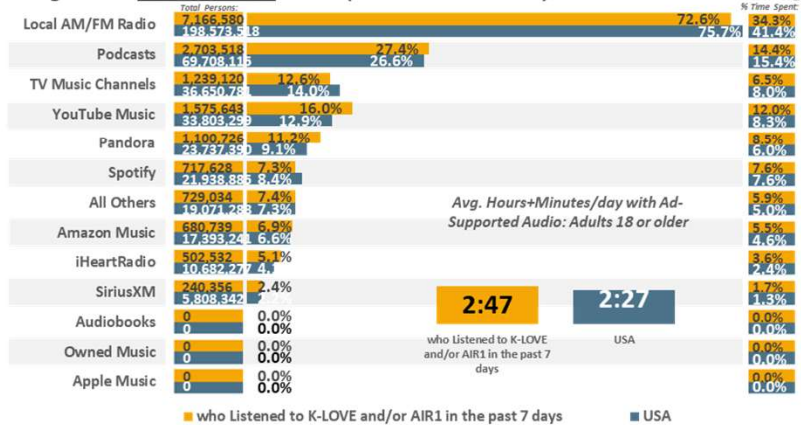
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



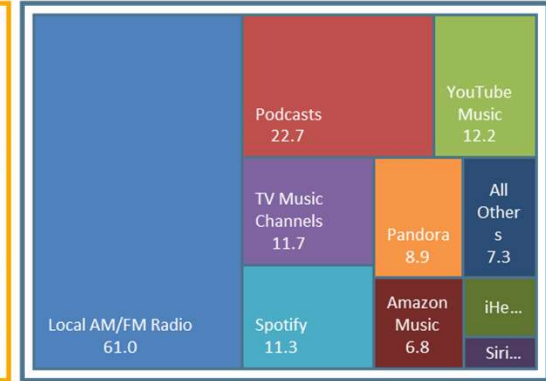
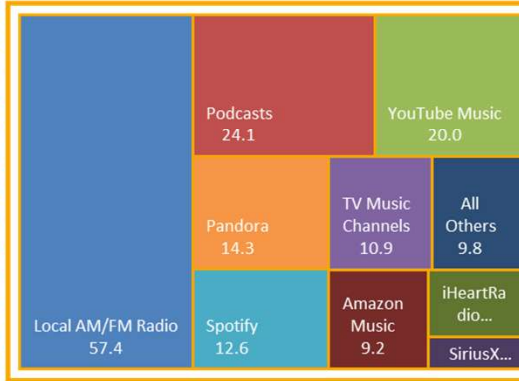
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



USA USA Projection Scarborough R1 2026: Sep24-Feb26 Qual Intab 972
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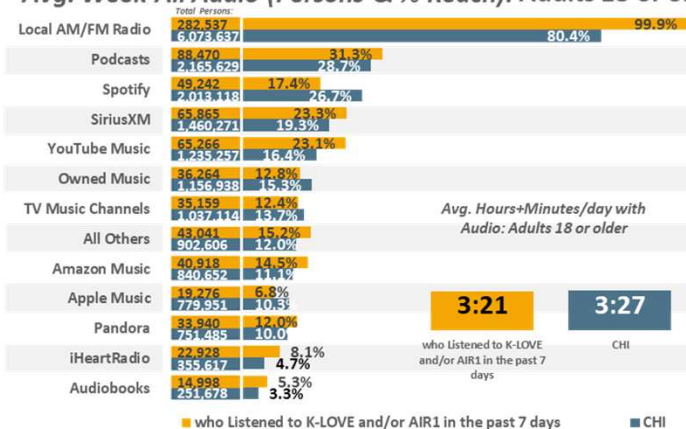
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((Radio Stations: WAVE-FM OR Radio Stations: WKCL-FM OR Radio station websites visited/apps used past 7 days: WKCL-FM(klove.com) OR Radio Stations: WNLT-FM OR Radio Stations: WOBO-FM OR Radio Stations: WORL-FM OR Radio station websites visited/apps used past 7 days: WNLT-FM(klove.com) OR Radio station websites visited/apps used past 7 days: WOBO-FM(wobofm.com) OR Radio Stations: KMWA-FM OR Radio Stations: KAIZ-FM OR Radio Stations: KLP-FM OR Radio Stations: KLVA-FM OR Radio Stations: KLVK-FM OR Radio Stations: KLSW-FM OR Radio Stations: KWAO-FM OR Radio station websites visited/apps used past 7 days: KLSW-FM(klove.com) OR Radio Stations: KDHX-FM OR Radio Stations: WAIW-FM OR Radio Stations: WLVW-FM OR Radio station websites visited/apps used past 7 days: WAIW-FM(air1.com) OR Radio station websites visited/apps used past 7 days: WLVW-FM(klove.com) OR Radio Stations: WFLV-FM OR Radio station websites visited/apps used past 7 days: WFLV 90.7 FM (klove.com))

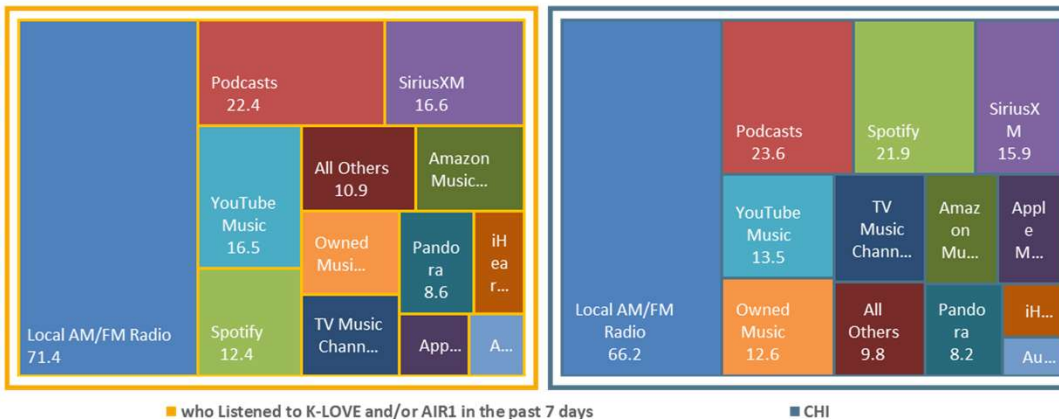


173,195 or 61.2% of Adults 18 or older who Listened to K-LOVE and/or AIR1 in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 38.7 minutes every day representing 29.1% of all time spent daily with Ad-Supported Audio.

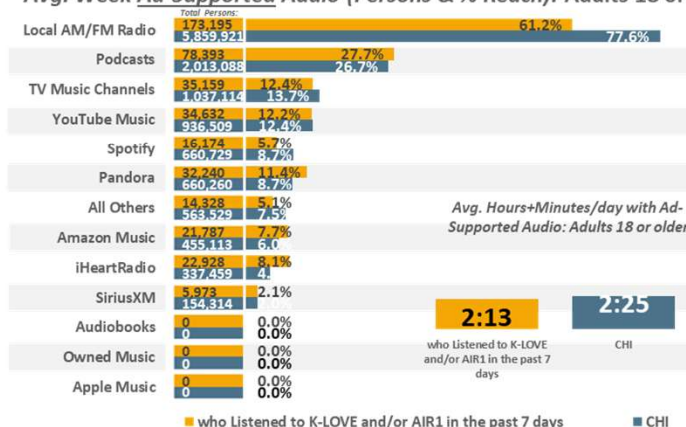
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



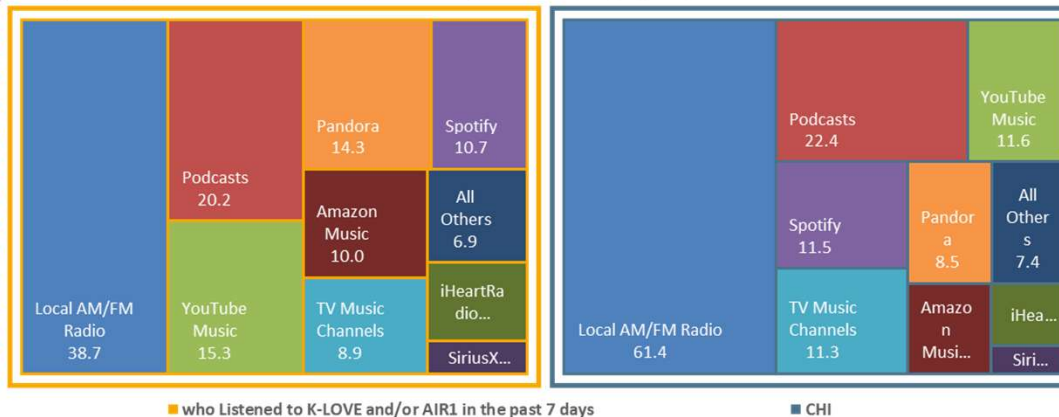
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 181
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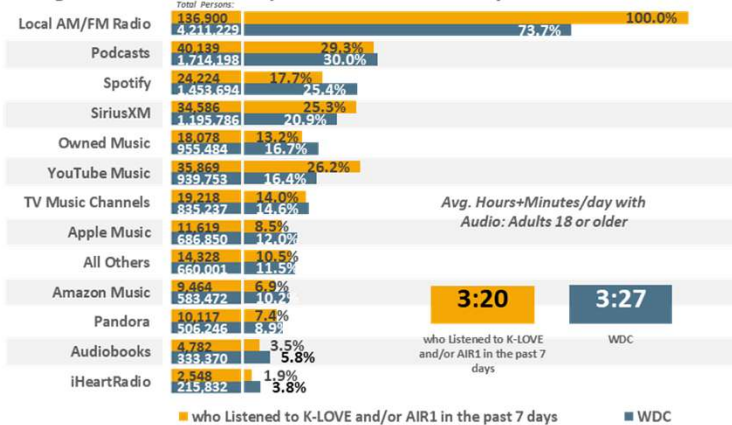
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((Radio Stations: WAVE-FM OR Radio Stations: WKCL-FM OR Radio station websites visited/apps used past 7 days: WKCL-FM(klove.com) OR Radio Stations: WNLT-FM OR Radio Stations: WOBO-FM OR Radio Stations: WORL-FM OR Radio station websites visited/apps used past 7 days: WNLT-FM(klove.com) OR Radio station websites visited/apps used past 7 days: WOBO-FM(wobofm.com)OR Radio Stations: KMWA-FM OR Radio Stations: KAIZ-FM OR Radio Stations: KPT-FM OR Radio Stations: KLVA-FM OR Radio Stations: KLVK-FM OR Radio Stations: KLSW-FM OR Radio Stations: KWAO-FM OR Radio station websites visited/apps used past 7 days: KLSW-FM(klove.com) OR Radio Stations: KDHX-FM OR Radio Stations: WAIW-FM OR Radio Stations: WLVW-FM OR Radio station websites visited/apps used past 7 days: WAIW-FM(air1.com) OR Radio station websites visited/apps used past 7 days: WLVW-FM(klove.com) OR Radio Stations: WFLV-FM OR Radio station websites visited/apps used past 7 days: WFLV 90.7 FM (klove.com))

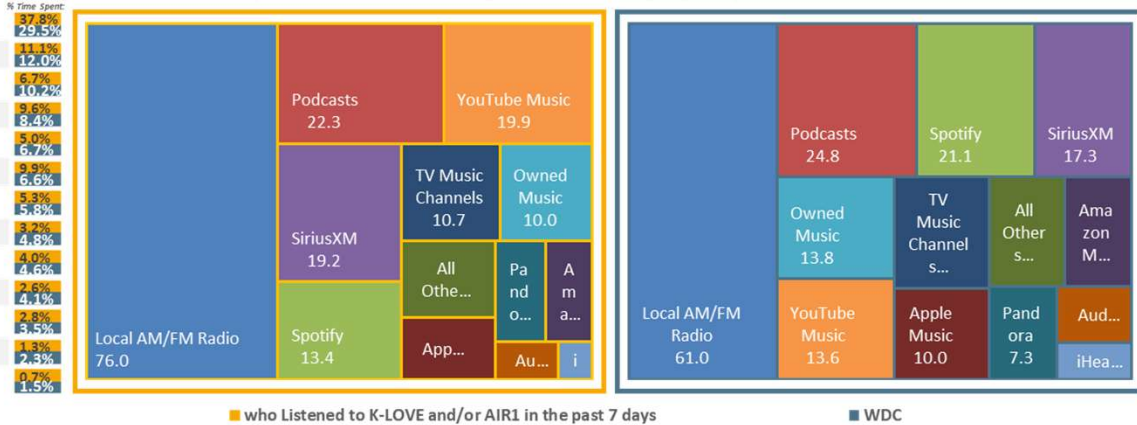


99,389 or 72.6% of Adults 18 or older who Listened to K-LOVE and/or AIR1 in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 50.8 minutes every day representing 34.6% of all time spent daily with Ad-Supported Audio.

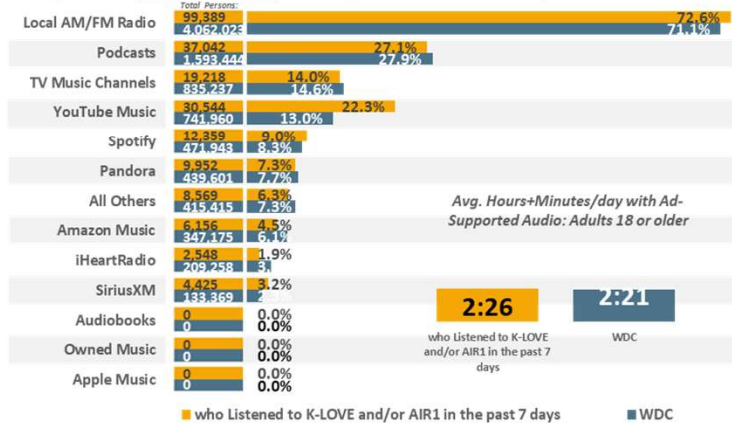
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



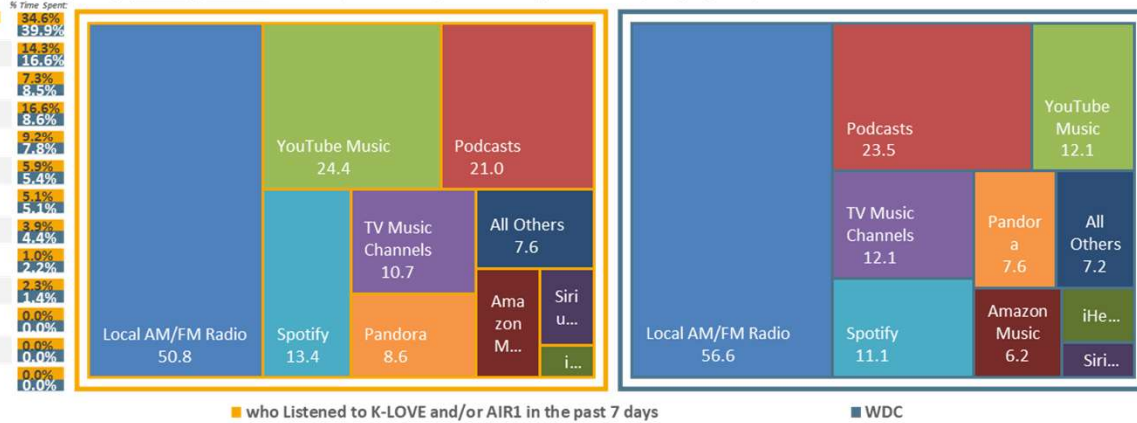
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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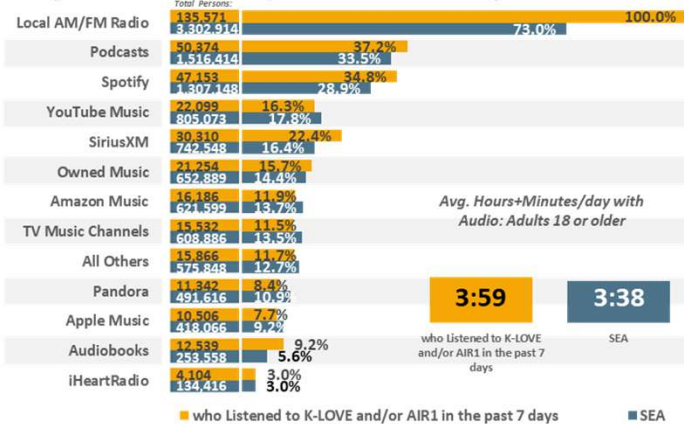
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((Radio Stations: WAVE-FM OR Radio Stations: WKCL-FM OR Radio station websites visited/apps used past 7 days: WKCL-FM(klove.com) OR Radio Stations: WNLT-FM OR Radio Stations: WOBO-FM OR Radio Stations: WORL-FM OR Radio station websites visited/apps used past 7 days: WNLT-FM(klove.com) OR Radio station websites visited/apps used past 7 days: WOBO-FM(wobofm.com) OR Radio Stations: KMWA-FM OR Radio Stations: KAIZ-FM OR Radio Stations: KLVA-FM OR Radio Stations: KLVK-FM OR Radio Stations: KLSW-FM OR Radio Stations: KWAO-FM OR Radio station websites visited/apps used past 7 days: KLSW-FM(klove.com) OR Radio Stations: KDHX-FM OR Radio Stations: WAIW-FM OR Radio Stations: WLVW-FM OR Radio station websites visited/apps used past 7 days: WAIW-FM(air1.com) OR Radio station websites visited/apps used past 7 days: WLVW-FM(klove.com) OR Radio Stations: WFLV-FM OR Radio station websites visited/apps used past 7 days: WFLV 90.7 FM (klove.com))

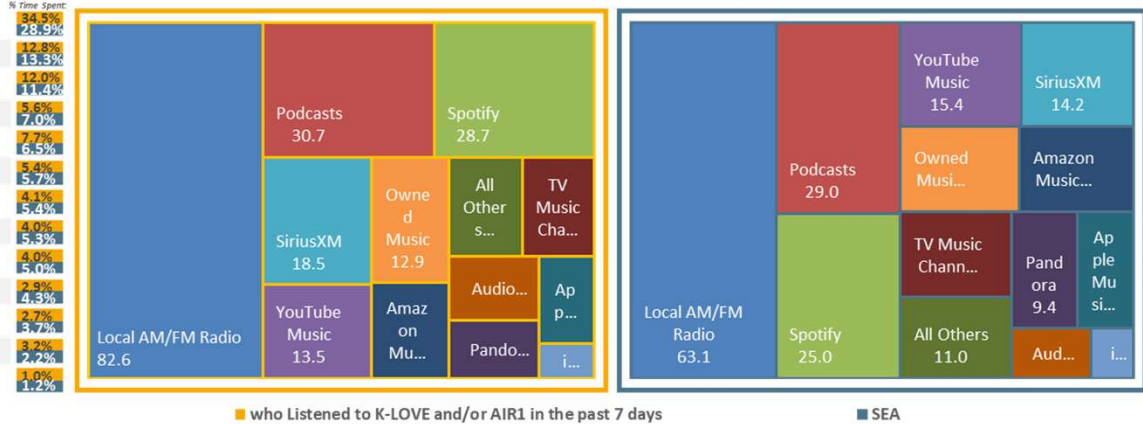


93,680 or 69.1% of Adults 18 or older who Listened to K-LOVE and/or AIR1 in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 52.2 minutes every day representing 31.8% of all time spent daily with Ad-Supported Audio.

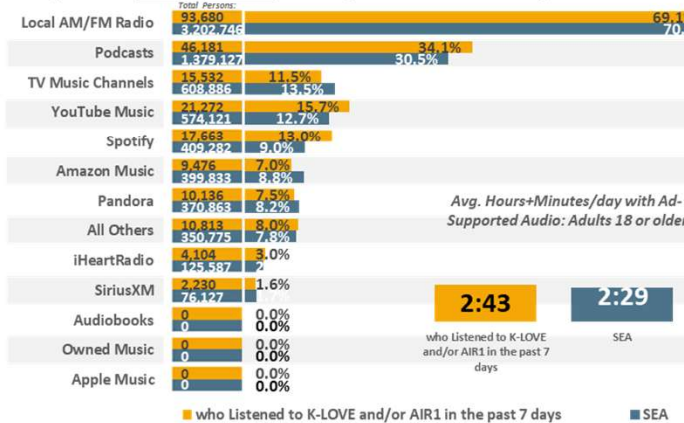
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



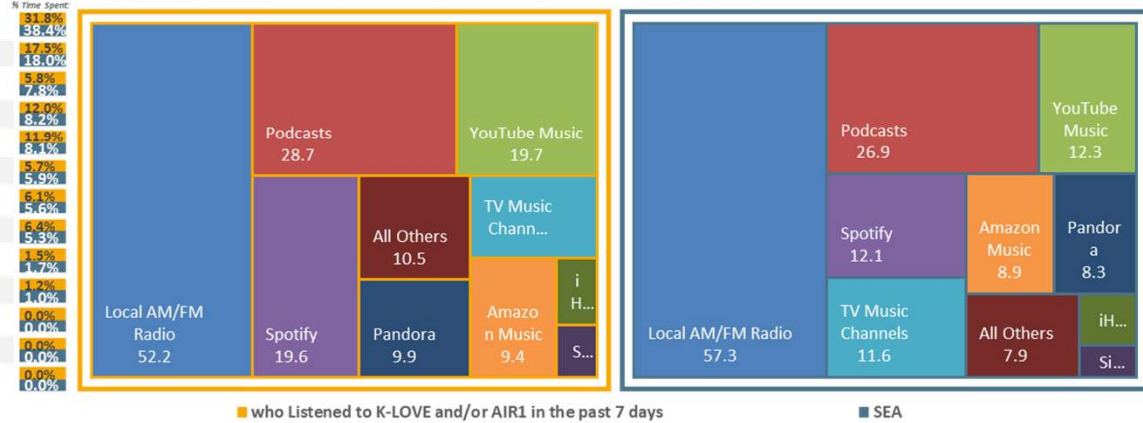
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



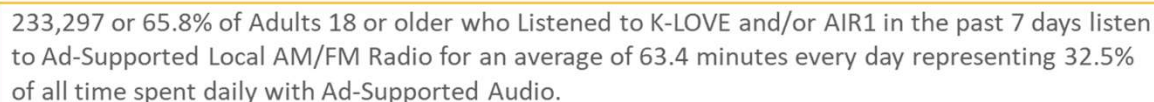
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



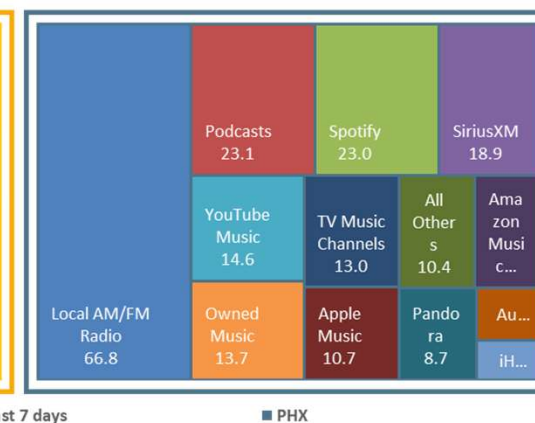
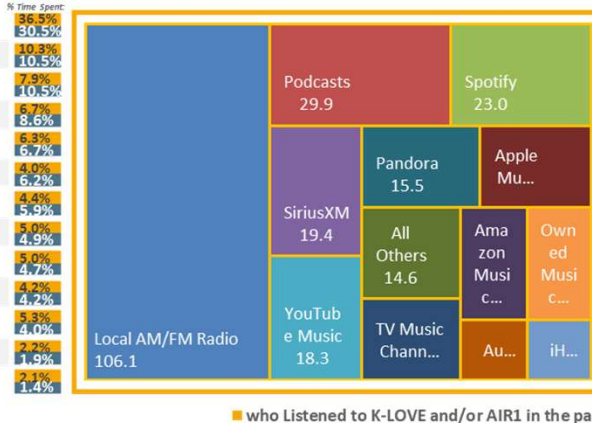
SEA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 114
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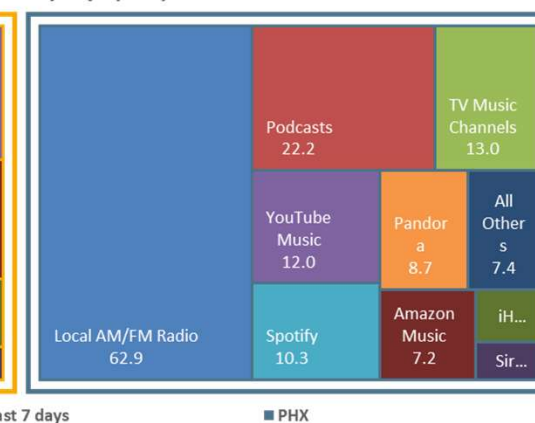
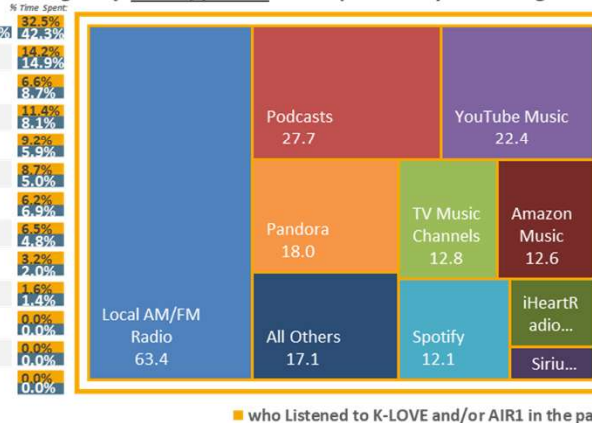
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Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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

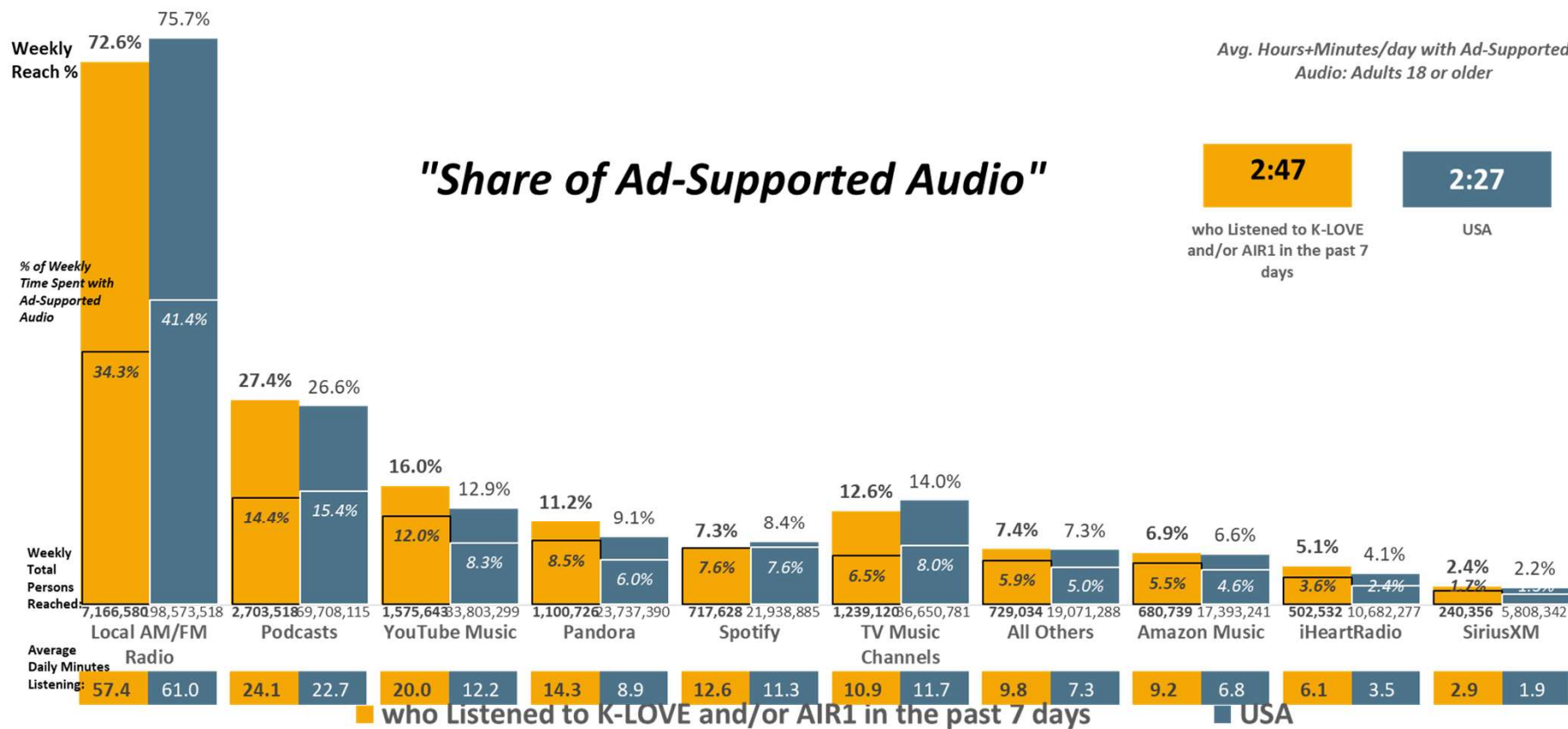


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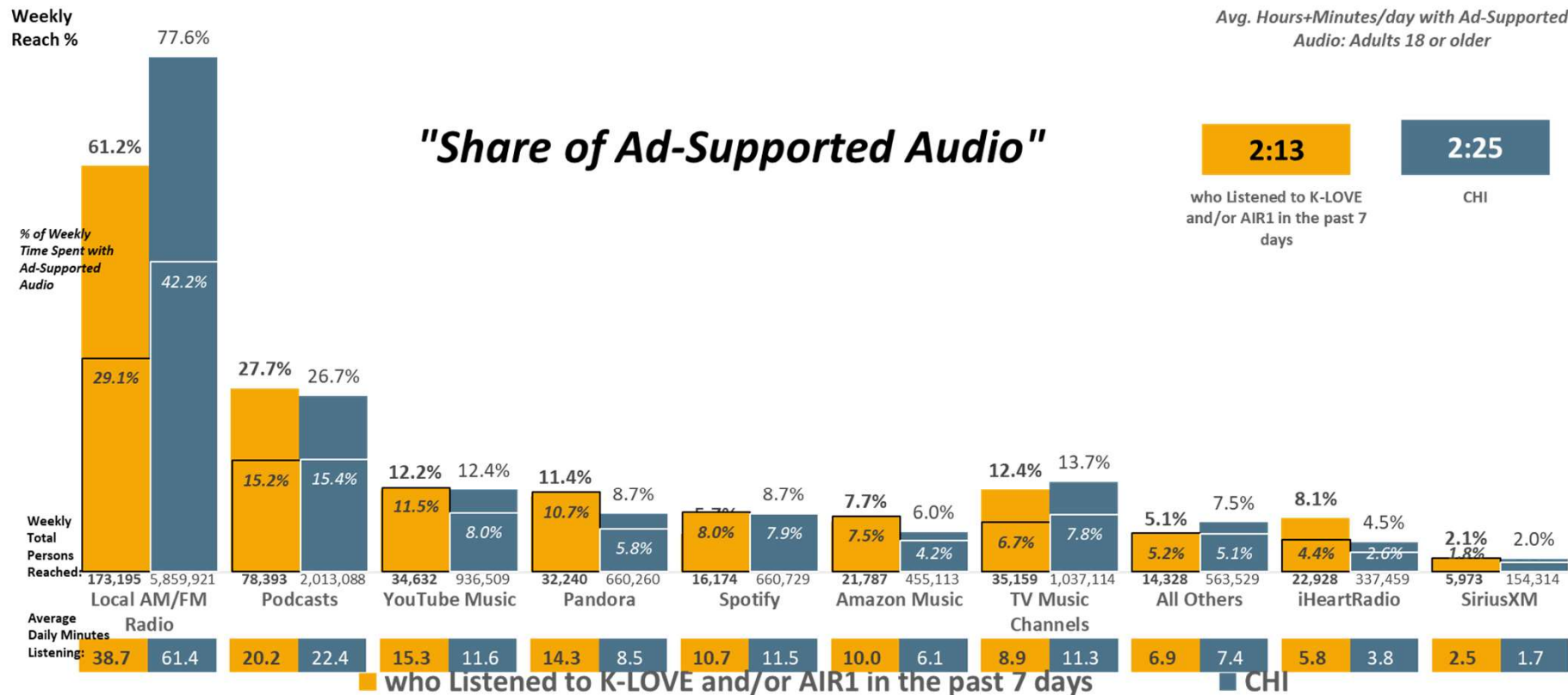


7,166,580 or 72.6% of Adults 18 or older who Listened to K-LOVE and/or AIR1 in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 57.4 minutes every day representing 34.3% of all time spent daily with Ad-Supported Audio.



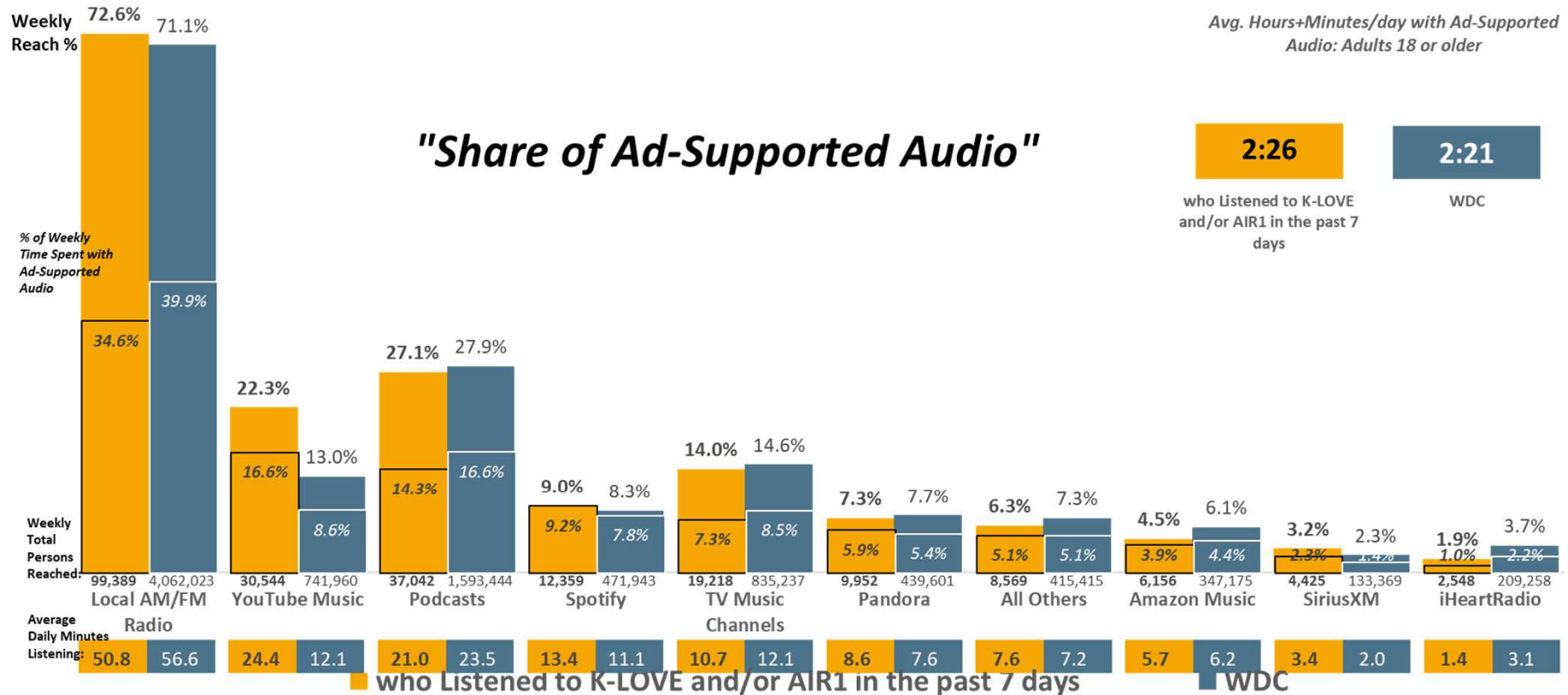


173,195 or 61.2% of Adults 18 or older who Listened to K-LOVE and/or AIR1 in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 38.7 minutes every day representing 29.1% of all time spent daily with Ad-Supported Audio.



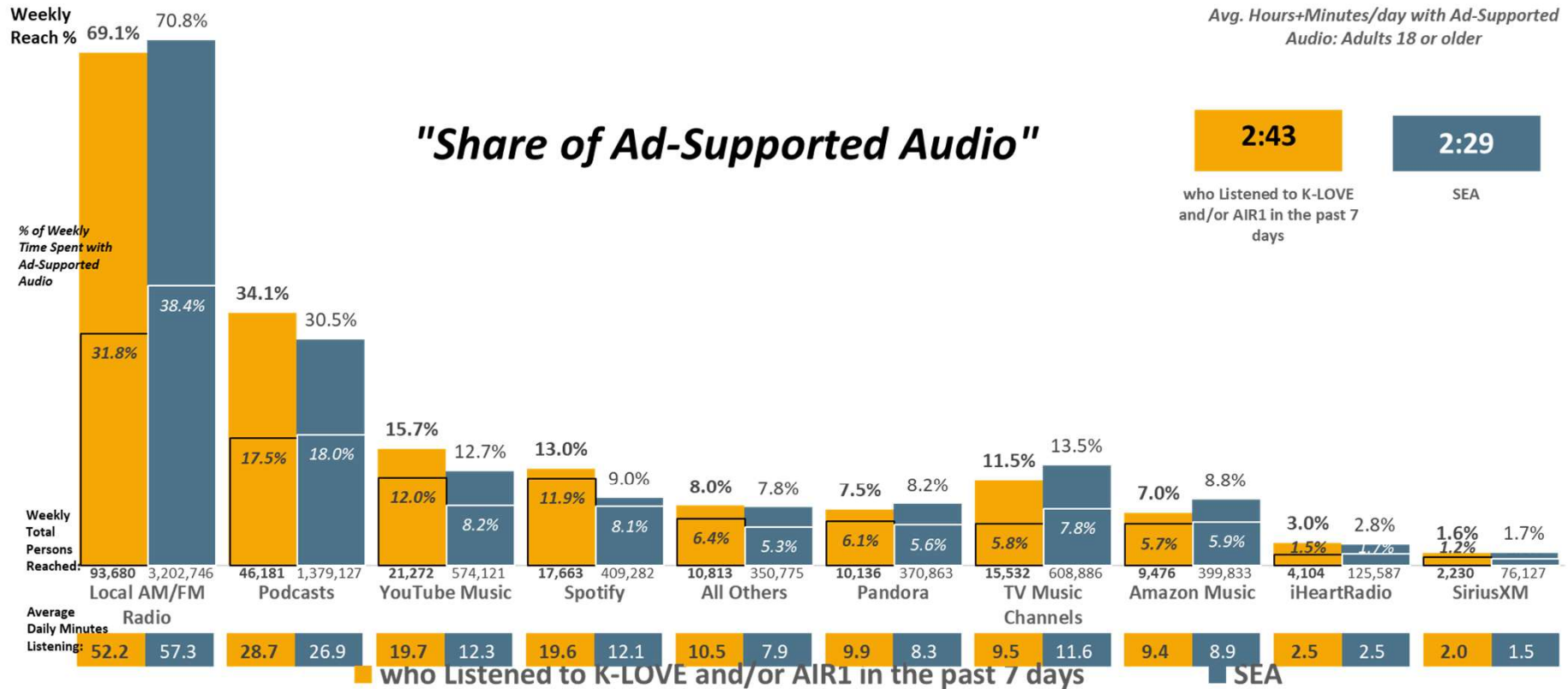


99,389 or 72.6% of Adults 18 or older who Listened to K-LOVE and/or AIR1 in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 50.8 minutes every day representing 34.6% of all time spent daily with Ad-Supported Audio.



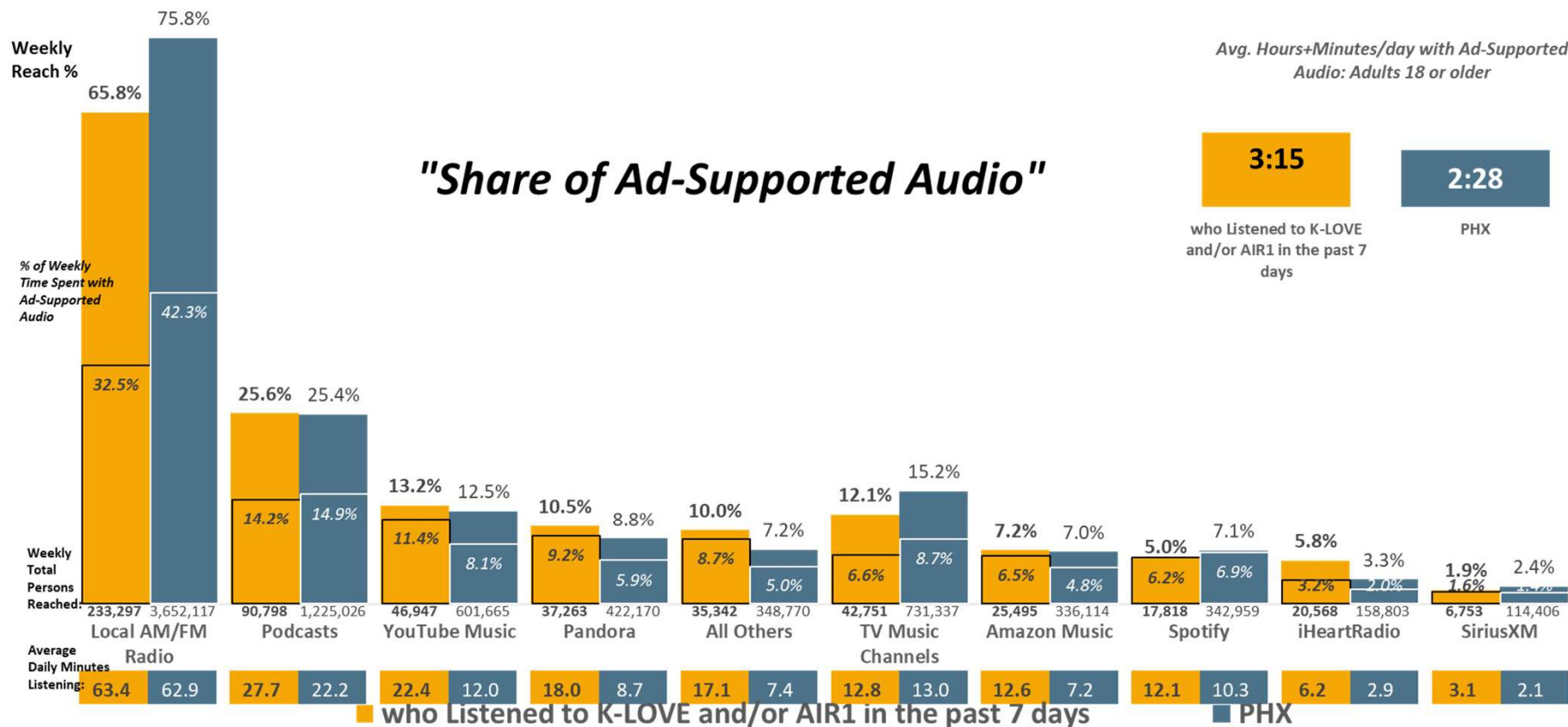


93,680 or 69.1% of Adults 18 or older who Listened to K-LOVE and/or AIR1 in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 52.2 minutes every day representing 31.8% of all time spent daily with Ad-Supported Audio.





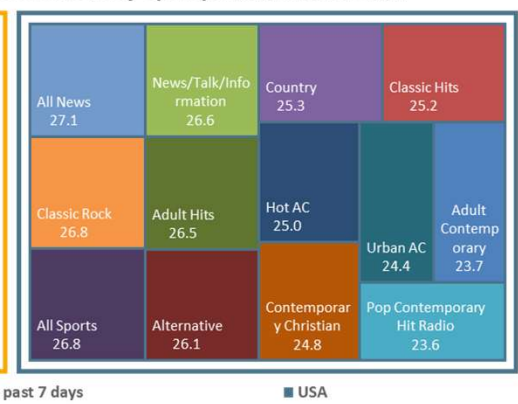
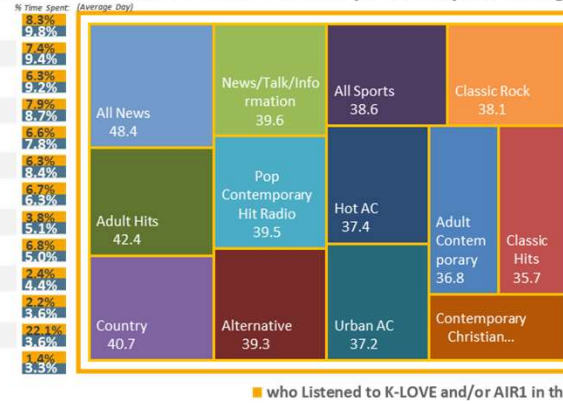
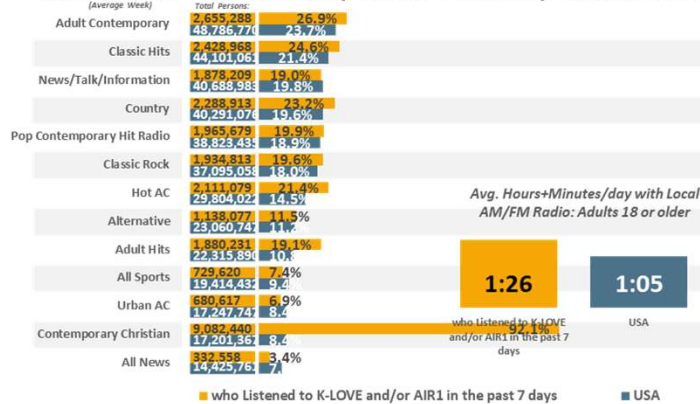
233,297 or 65.8% of Adults 18 or older who Listened to K-LOVE and/or AIR1 in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 63.4 minutes every day representing 32.5% of all time spent daily with Ad-Supported Audio.



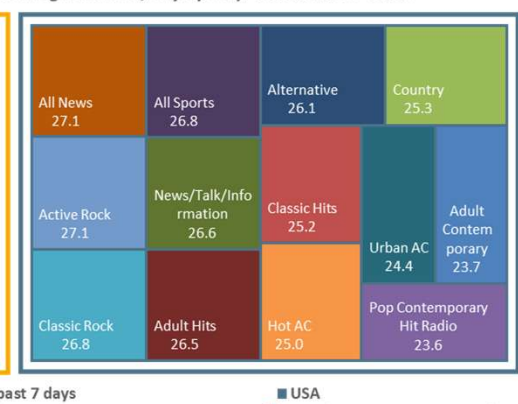
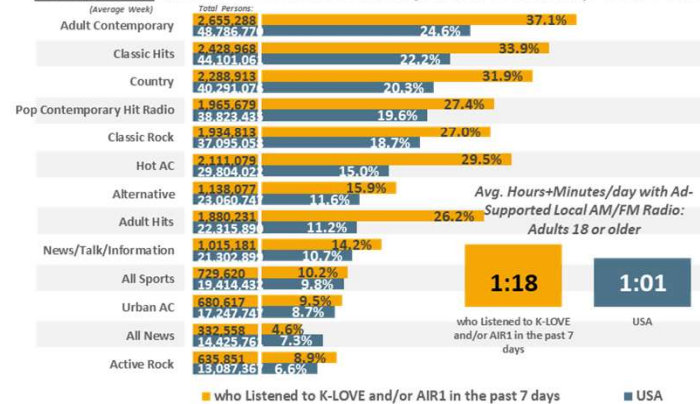


7,166,580 or 72.6% of Adults 18 or older who Listened to K-LOVE and/or AIR1 in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Country, Hot AC, and Pop Contemporary Hit Radio.

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



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



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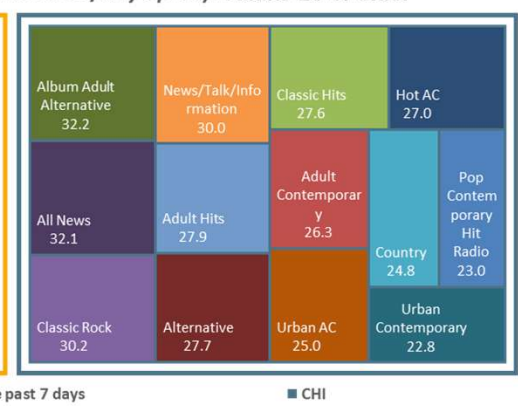
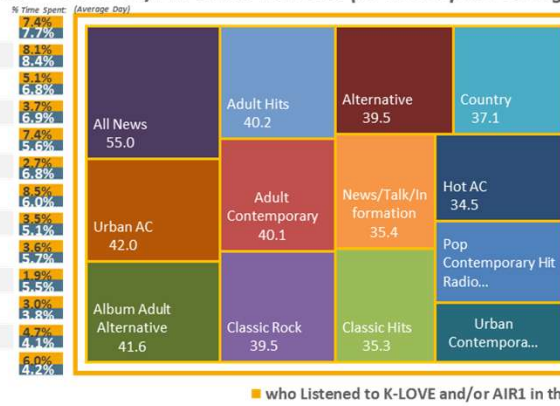
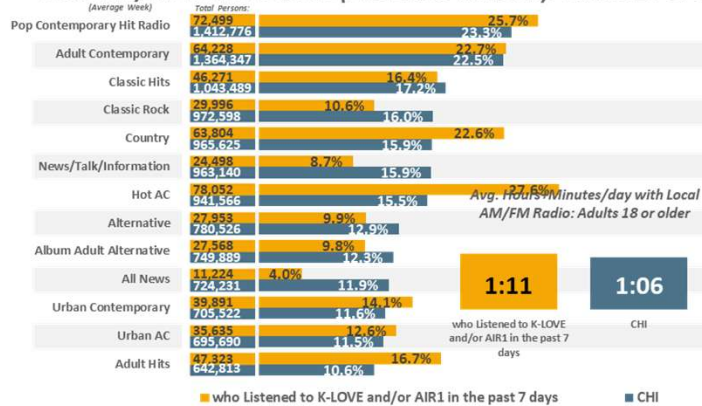
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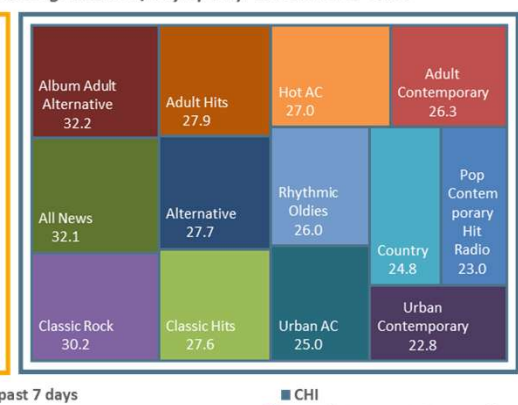
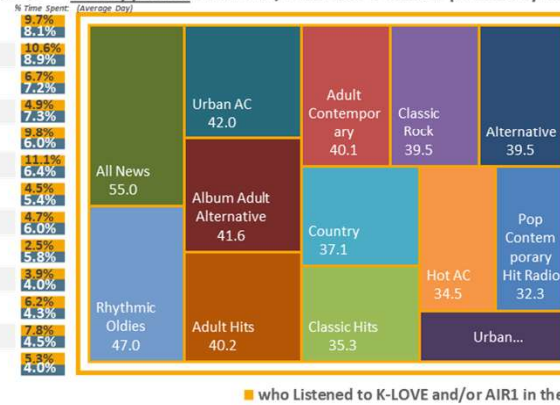
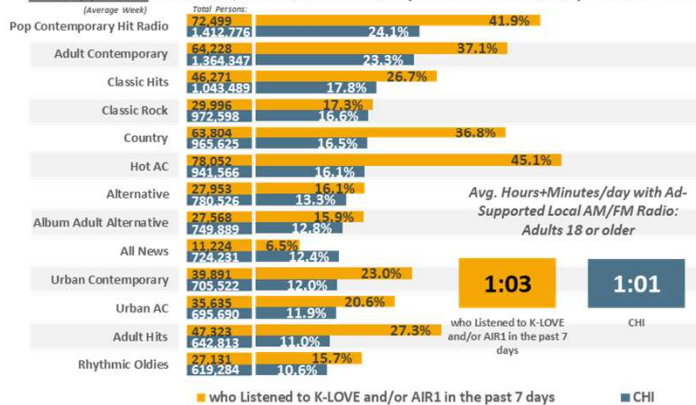


173,195 or 61.2% of Adults 18 or older who Listened to K-LOVE and/or AIR1 in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Hot AC, Pop Contemporary Hit Radio, Adult Contemporary, Country, and Adult Hits.

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



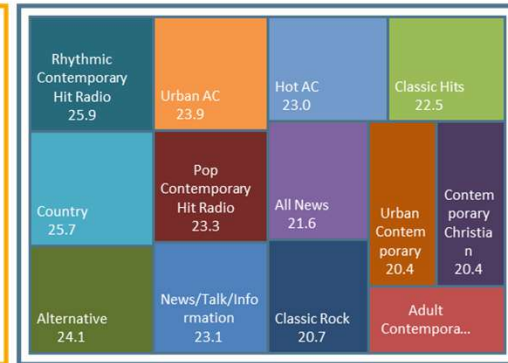
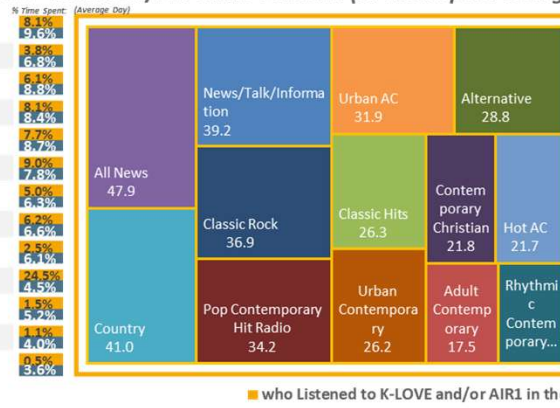
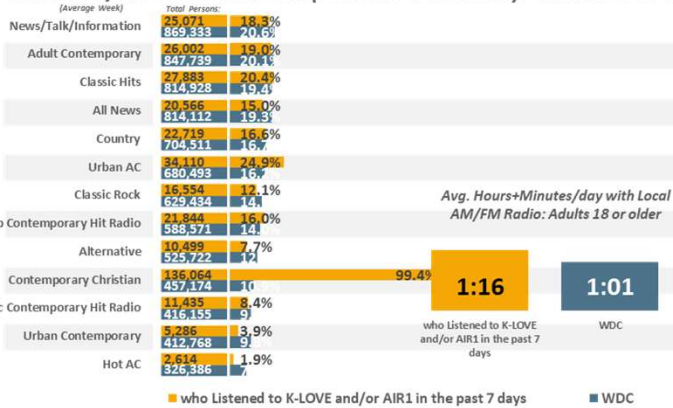
Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older **Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



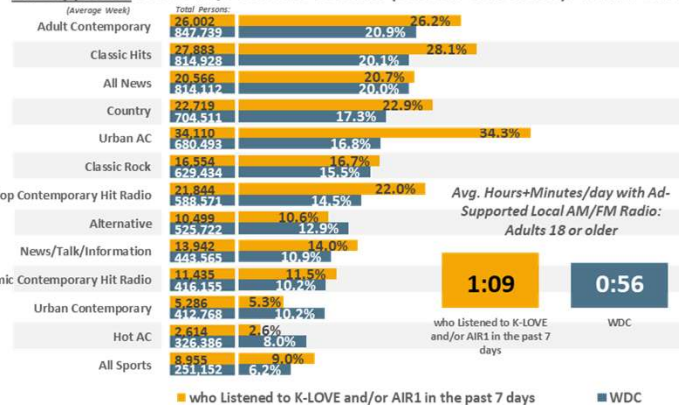


99,389 or 72.6% of Adults 18 or older who Listened to K-LOVE and/or AIR1 in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Urban AC, Classic Hits, Adult Contemporary, Country, and Pop Contemporary Hit Radio.

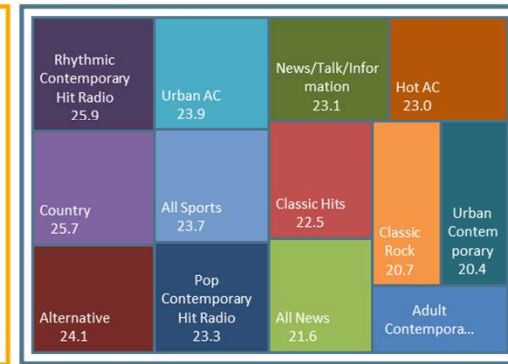
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older **Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



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



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



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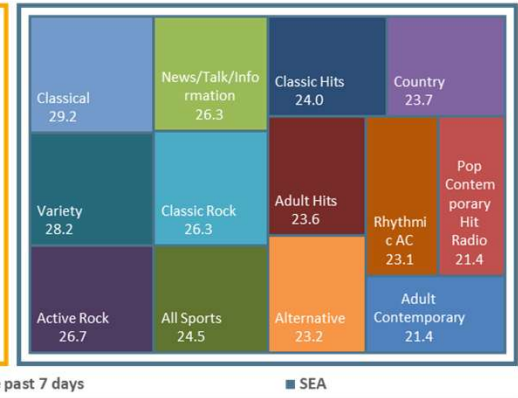
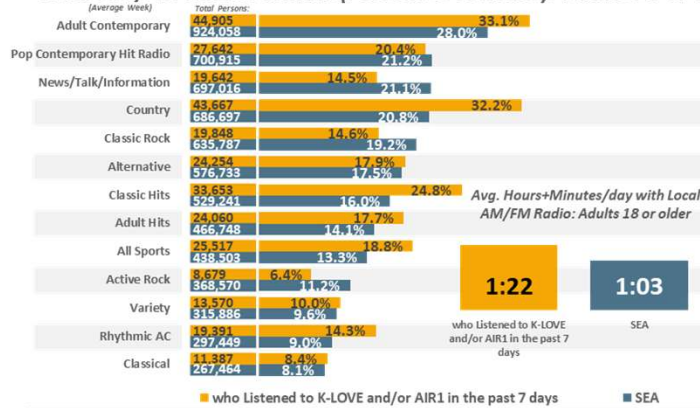
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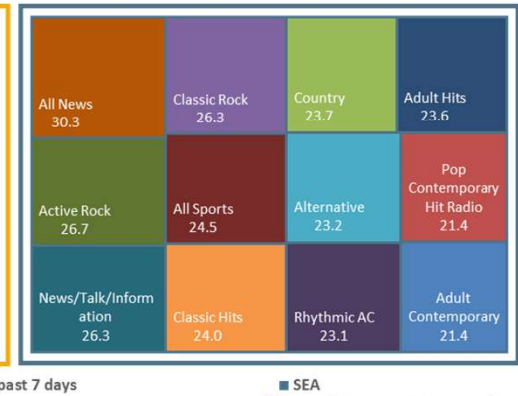
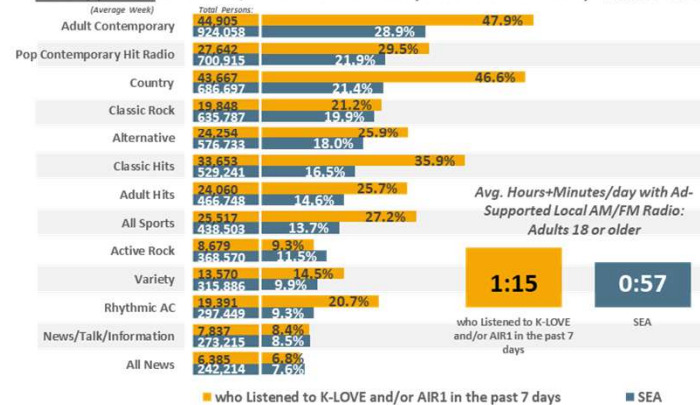


93,680 or 69.1% of Adults 18 or older who Listened to K-LOVE and/or AIR1 in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Country, Classic Hits, Pop Contemporary Hit Radio, and All Sports.

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



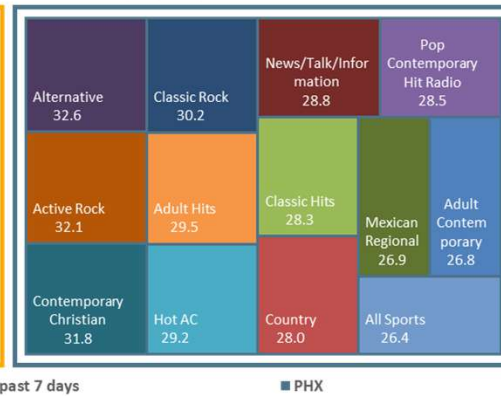
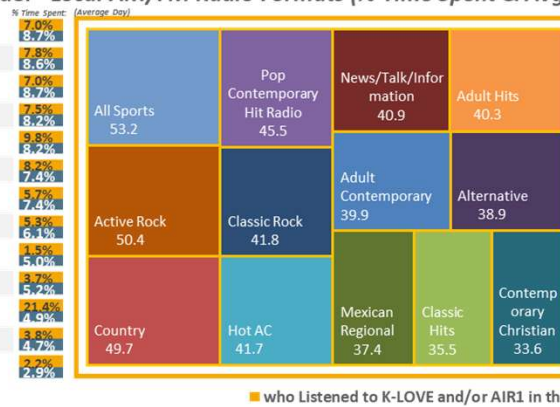
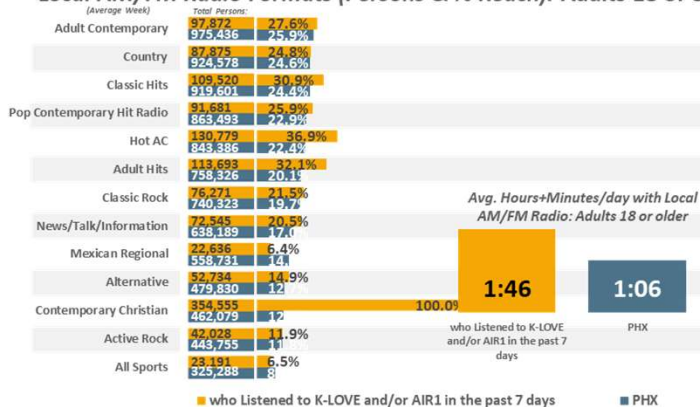
Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older **Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



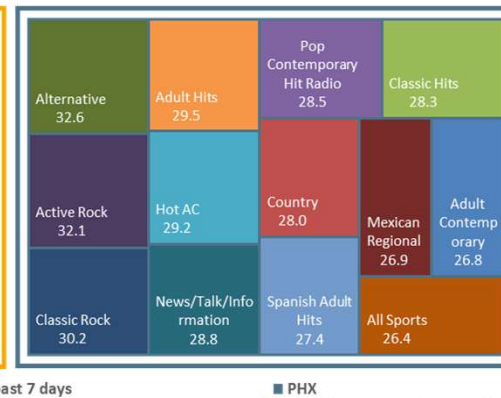
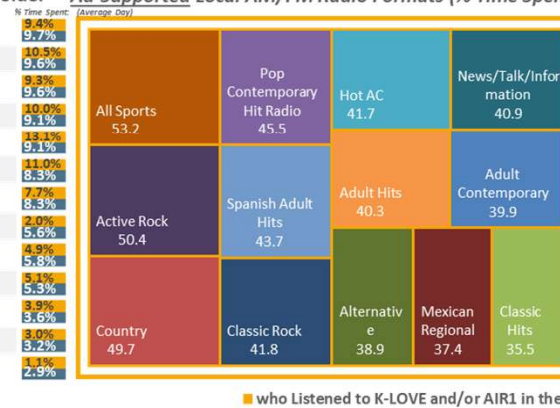
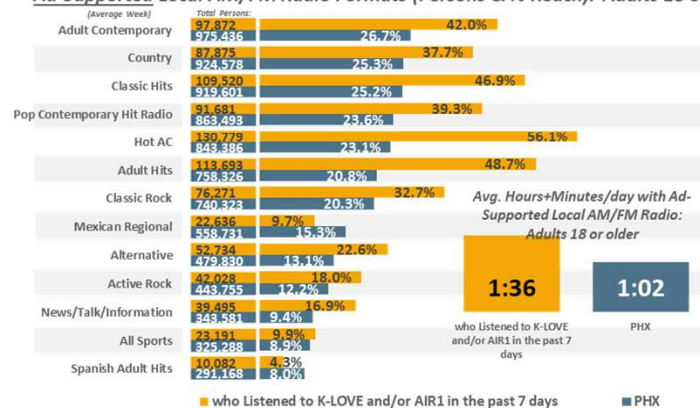


233,297 or 65.8% of Adults 18 or older who Listened to K-LOVE and/or AIR1 in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Hot AC, Adult Hits, Classic Hits, Adult Contemporary, and Pop Contemporary Hit Radio.

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



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



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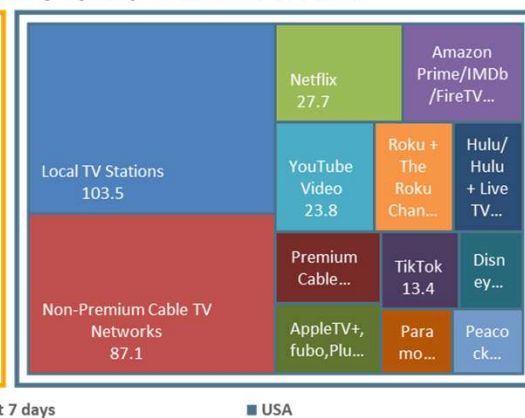
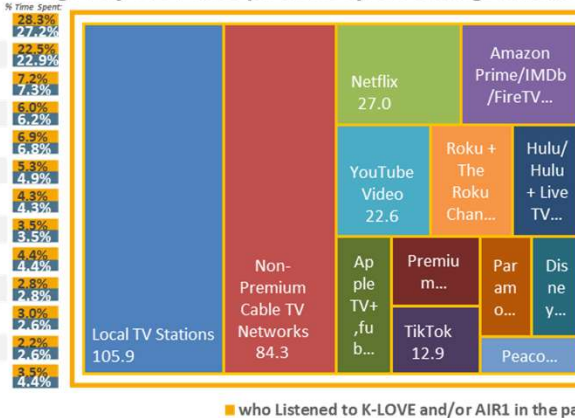
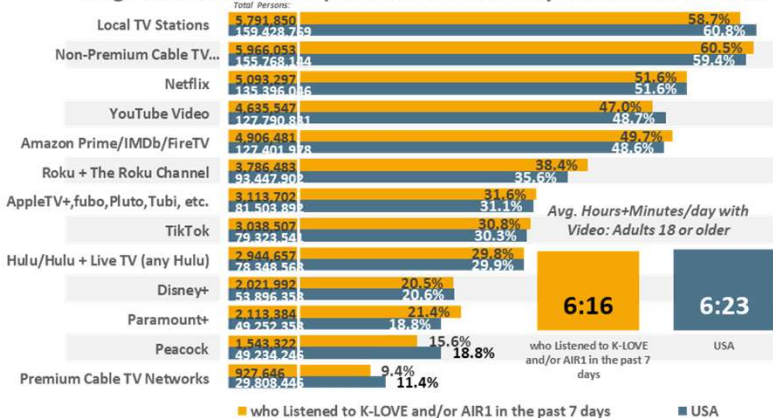
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5,692,424 or 57.7% of Adults 18 or older who Listened to K-LOVE and/or AIR1 in the past 7 days watch Ad-Supported Local TV Stations for an average of 100.8 minutes every day representing 32.9% of all time spent daily with Ad-Supported Video.

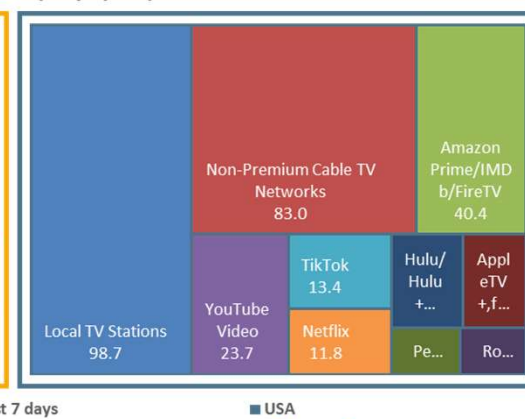
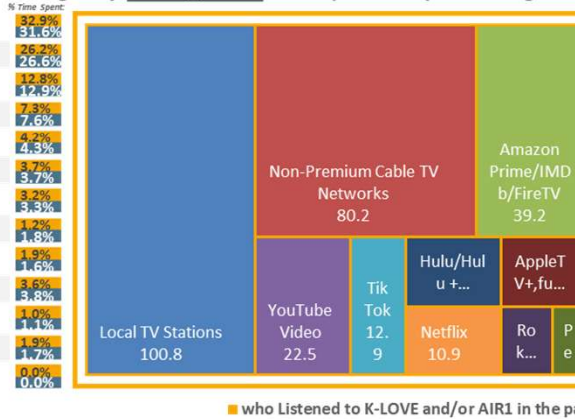
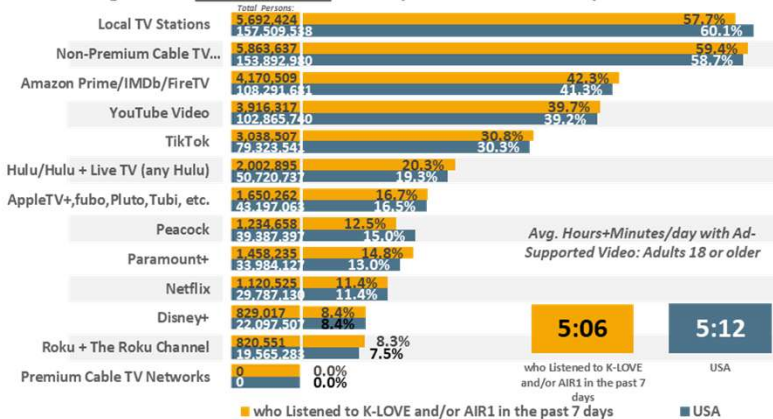
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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



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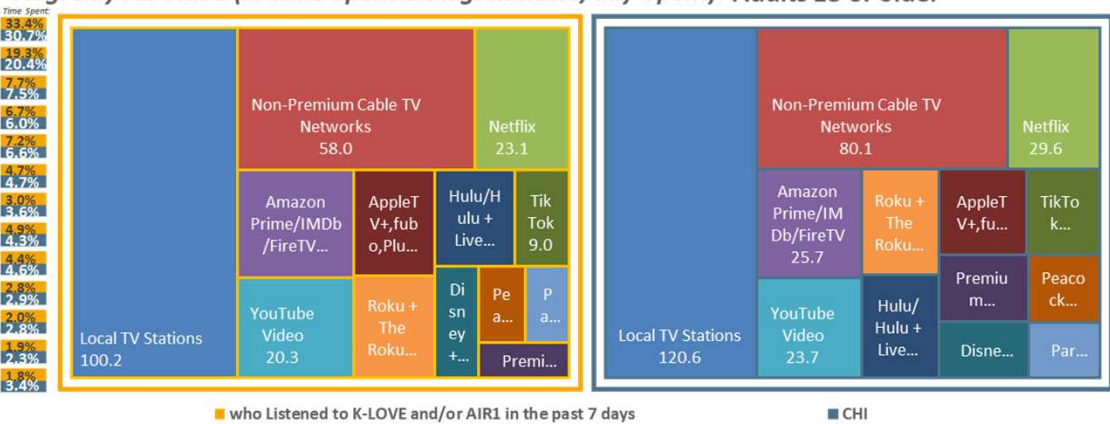
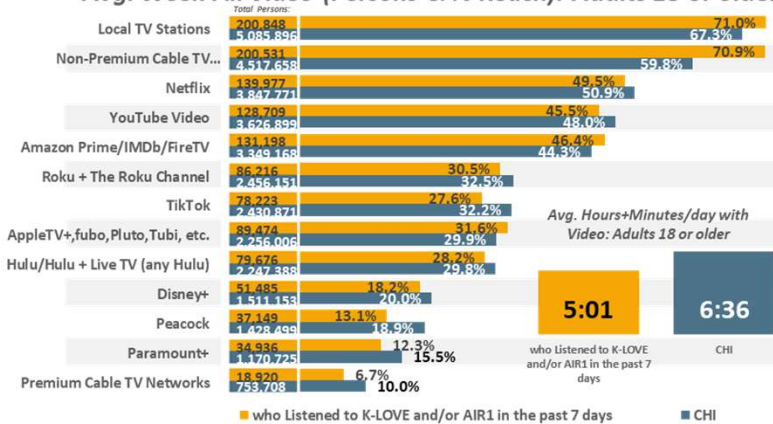
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196,202 or 69.3% of Adults 18 or older who Listened to K-LOVE and/or AIR1 in the past 7 days watch Ad-Supported Local TV Stations for an average of 94.1 minutes every day representing 38.3% of all time spent daily with Ad-Supported Video.

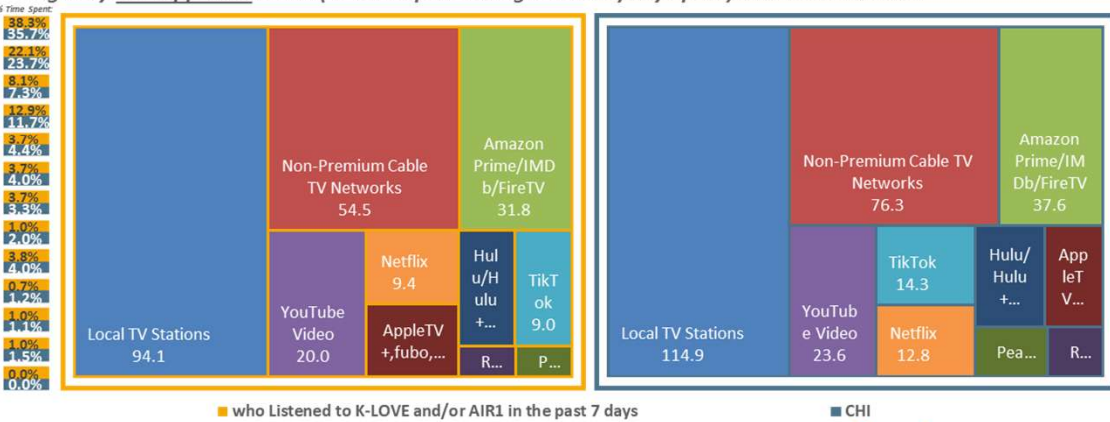
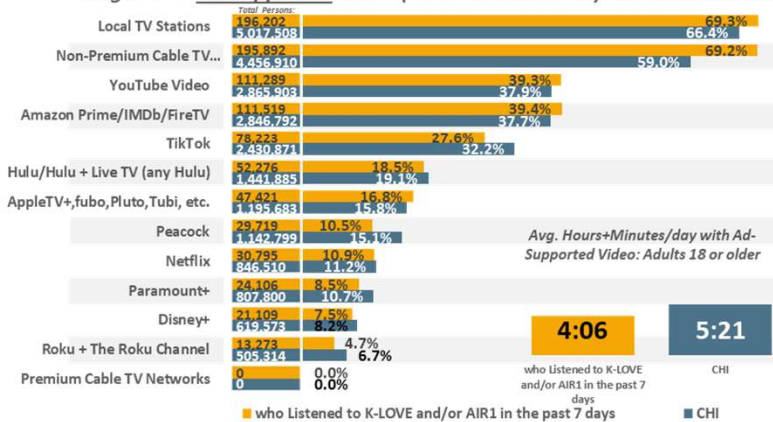
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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



CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 181
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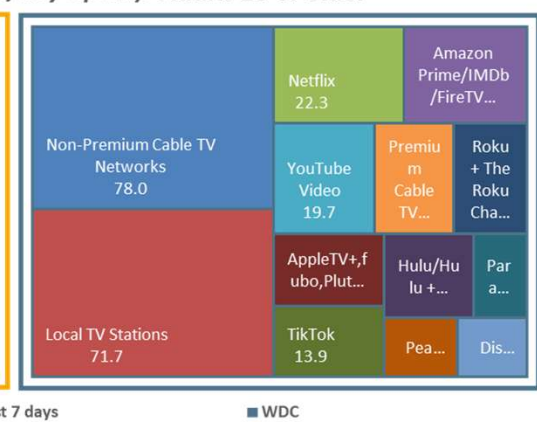
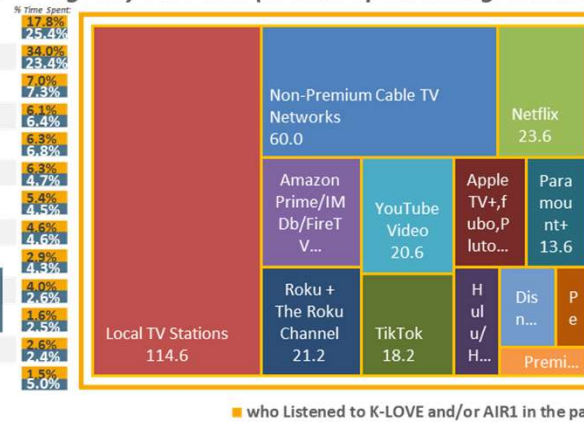
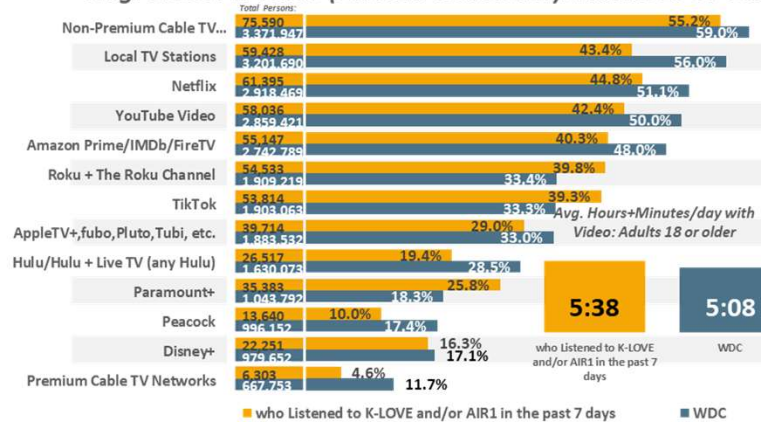
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58,646 or 42.8% of Adults 18 or older who Listened to K-LOVE and/or AIR1 in the past 7 days watch Ad-Supported Local TV Stations for an average of 110.8 minutes every day representing 40.% of all time spent daily with Ad-Supported Video.

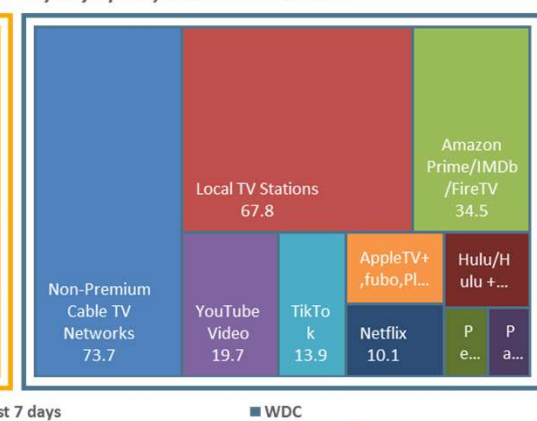
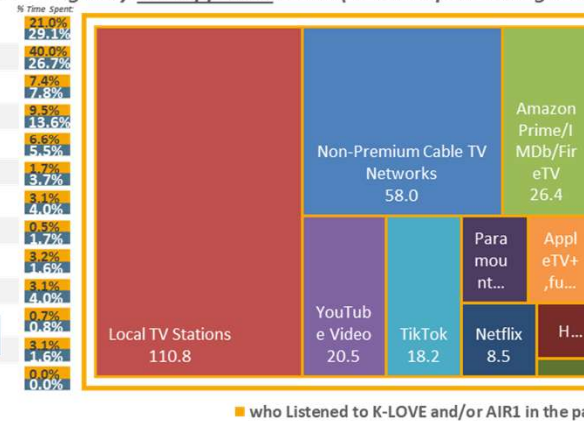
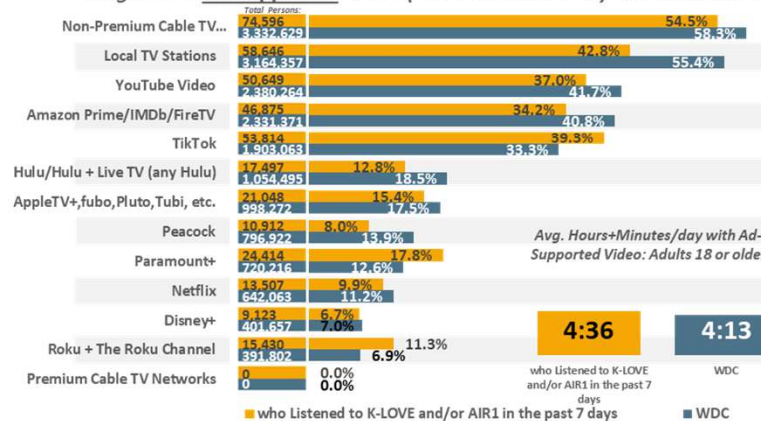
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 139
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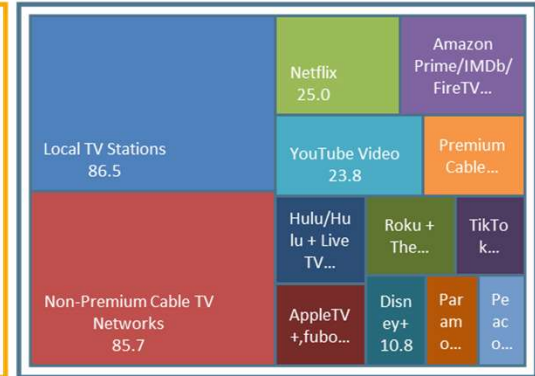
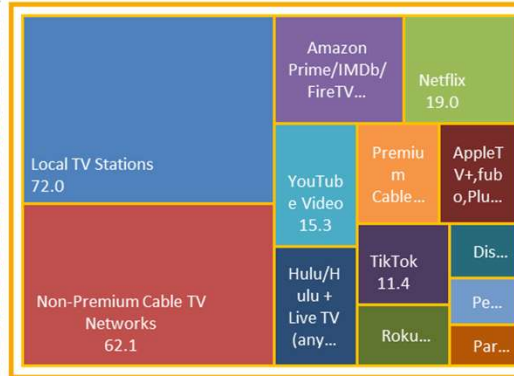
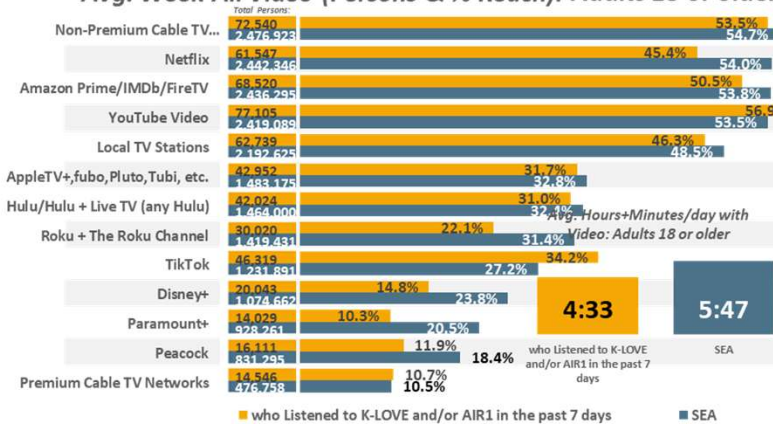
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61,919 or 45.7% of Adults 18 or older who Listened to K-LOVE and/or AIR1 in the past 7 days watch Ad-Supported Local TV Stations for an average of 69.2 minutes every day representing 29.8% of all time spent daily with Ad-Supported Video.

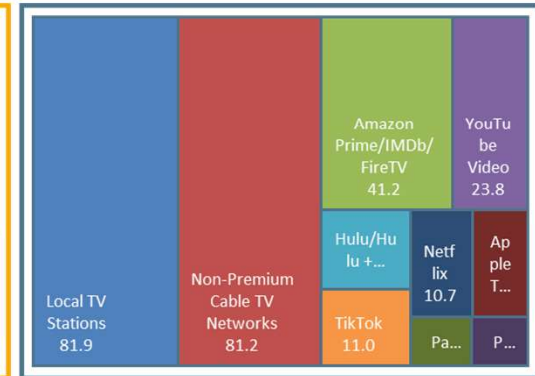
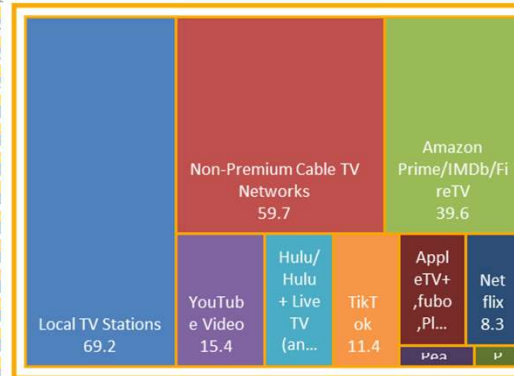
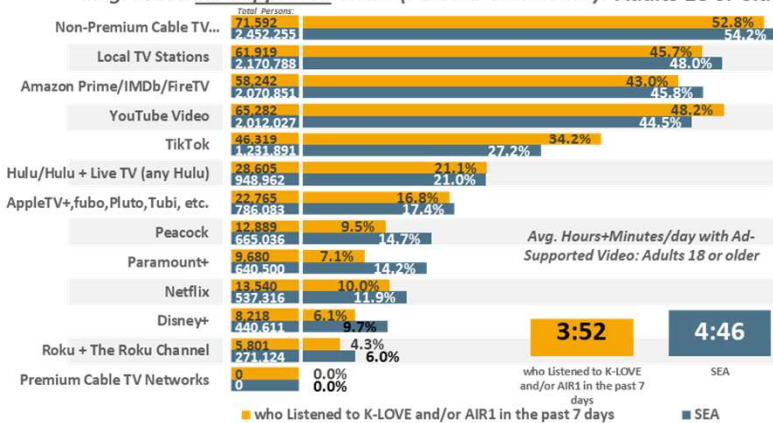
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



SEA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 114
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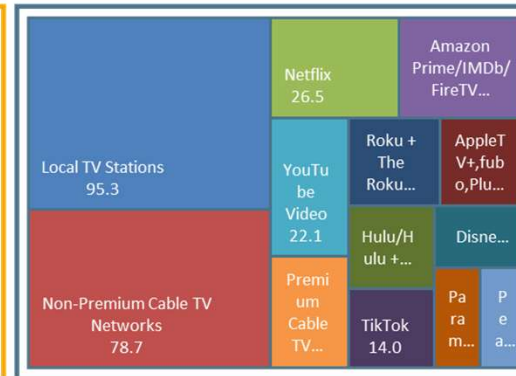
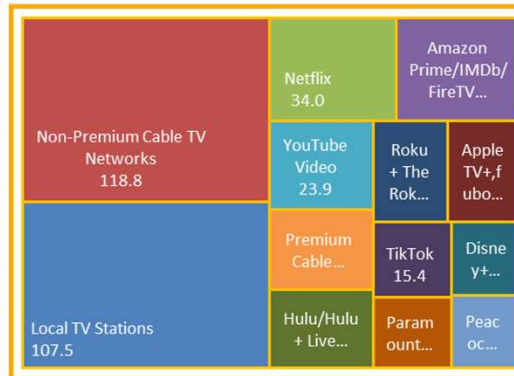
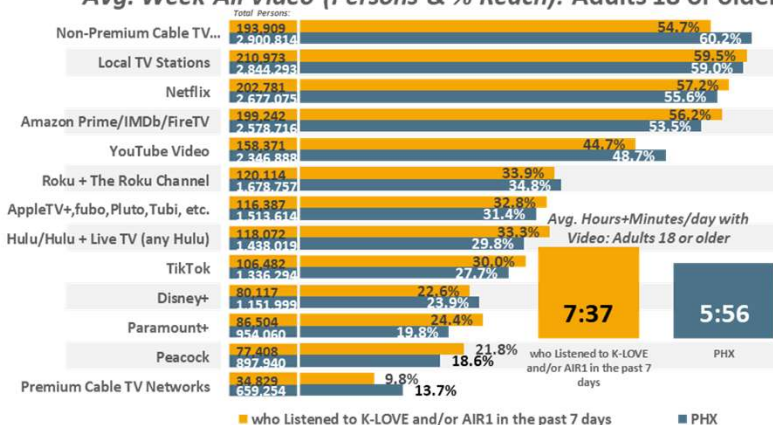
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207,950 or 58.7% of Adults 18 or older who Listened to K-LOVE and/or AIR1 in the past 7 days watch Ad-Supported Local TV Stations for an average of 101.9 minutes every day representing 27.3% of all time spent daily with Ad-Supported Video.

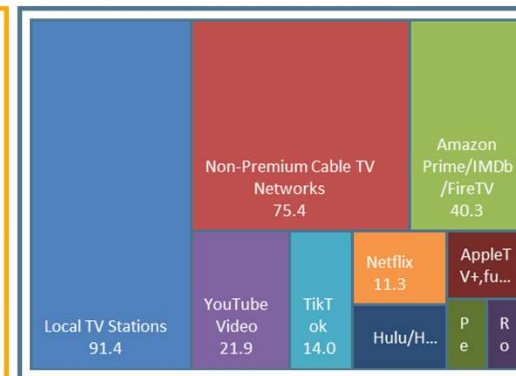
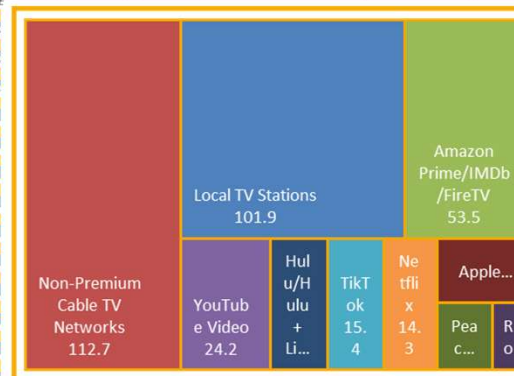
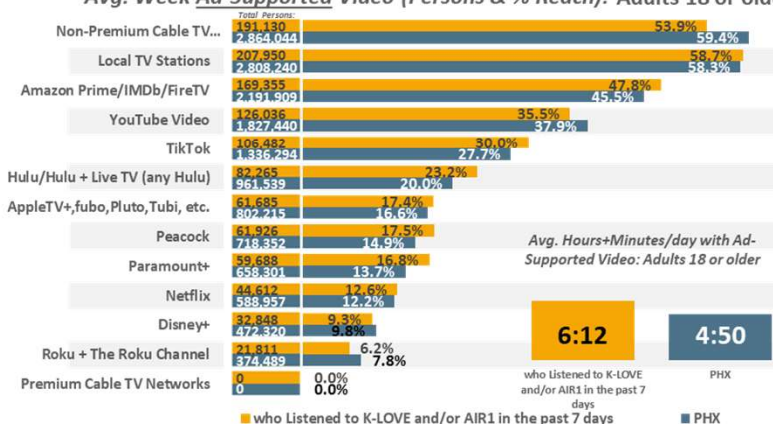
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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



PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 239
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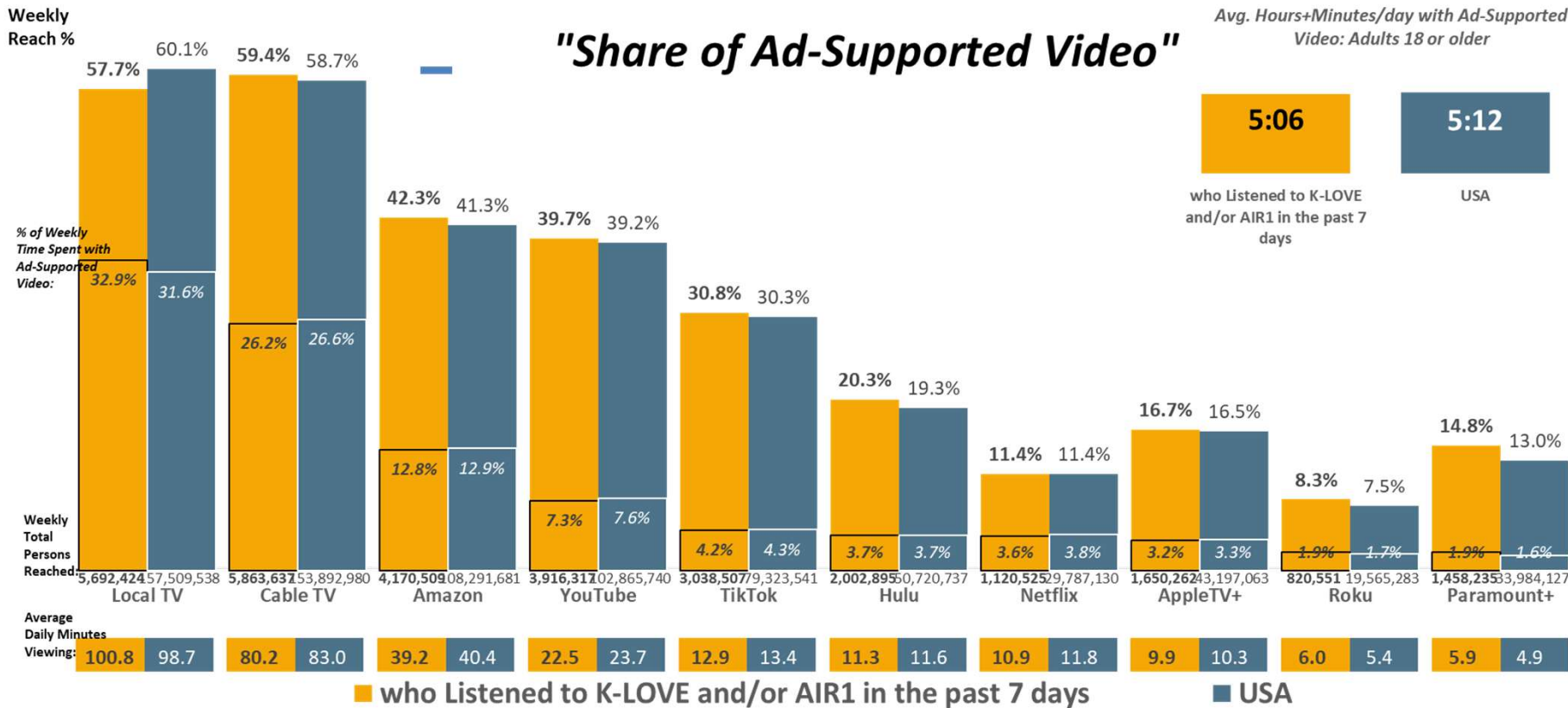
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5,692,424 or 57.7% of Adults 18 or older who Listened to K-LOVE and/or AIR1 in the past 7 days watch Ad-Supported Local TV Stations for an average of 100.8 minutes every day representing 32.9% of all time spent daily with Ad-Supported Video.

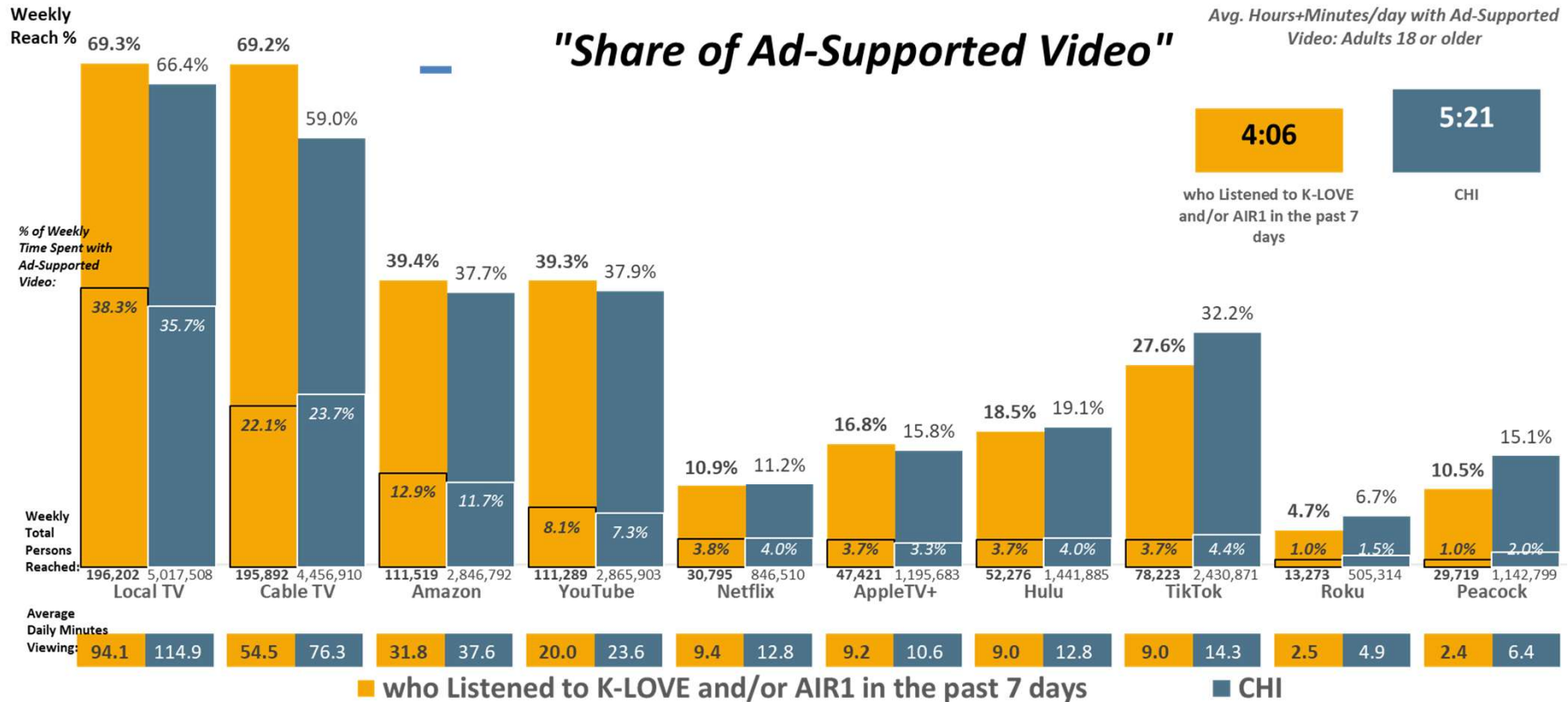
"Share of Ad-Supported Video"





196,202 or 69.3% of Adults 18 or older who Listened to K-LOVE and/or AIR1 in the past 7 days watch Ad-Supported Local TV Stations for an average of 94.1 minutes every day representing 38.3% of all time spent daily with Ad-Supported Video.

"Share of Ad-Supported Video"



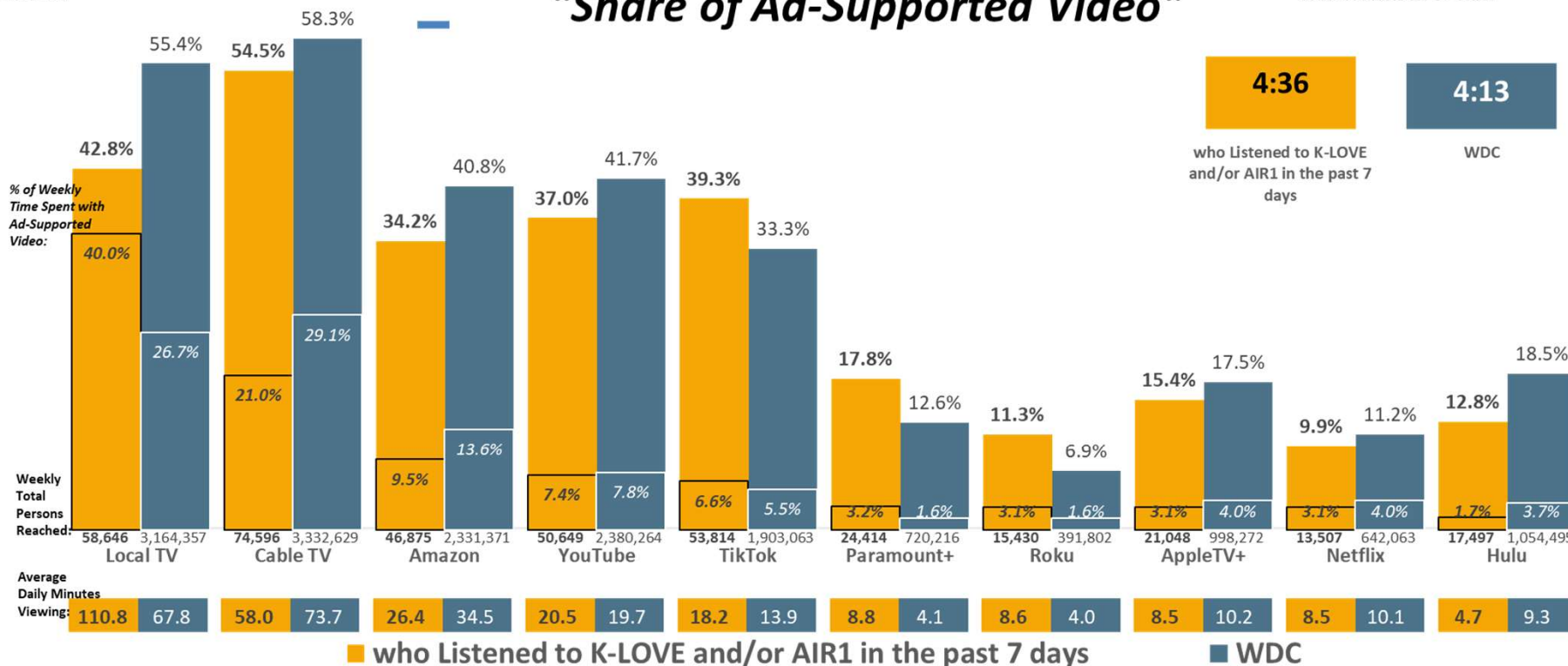


58,646 or 42.8% of Adults 18 or older who Listened to K-LOVE and/or AIR1 in the past 7 days watch Ad-Supported Local TV Stations for an average of 110.8 minutes every day representing 40.% of all time spent daily with Ad-Supported Video.

Weekly
Reach %

"Share of Ad-Supported Video"

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



4:36

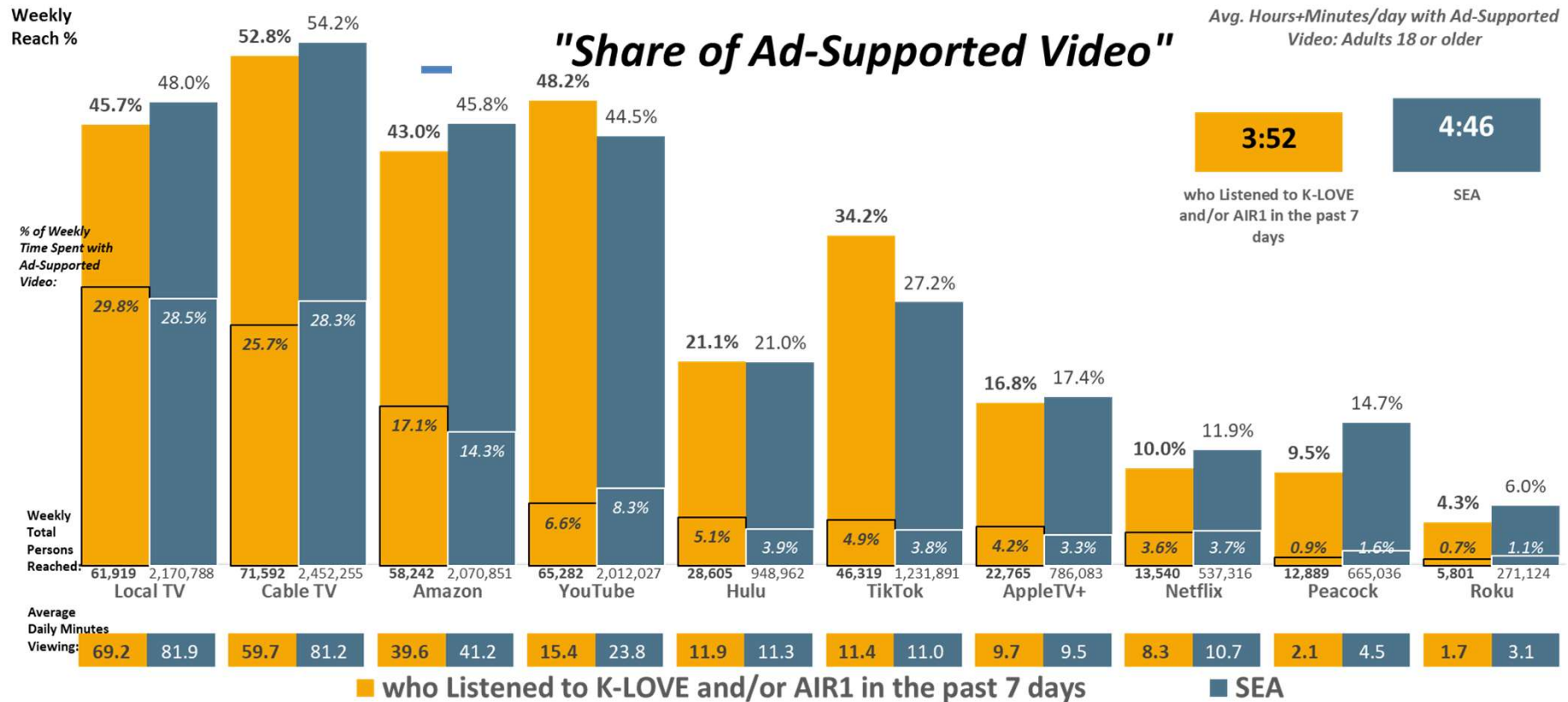
who Listened to K-LOVE
and/or AIR1 in the past 7
days

4:13

WDC

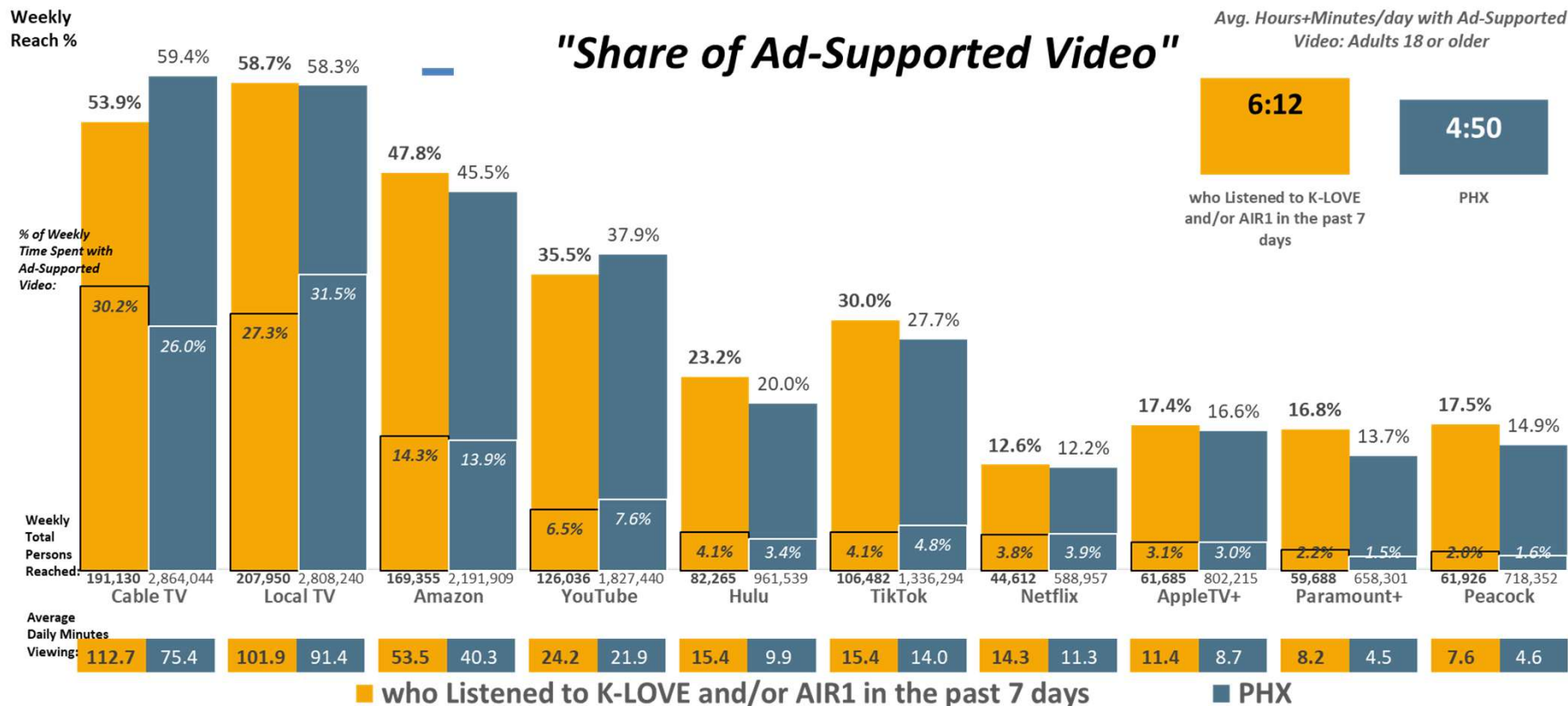


61,919 or 45.7% of Adults 18 or older who Listened to K-LOVE and/or AIR1 in the past 7 days watch Ad-Supported Local TV Stations for an average of 69.2 minutes every day representing 29.8% of all time spent daily with Ad-Supported Video.





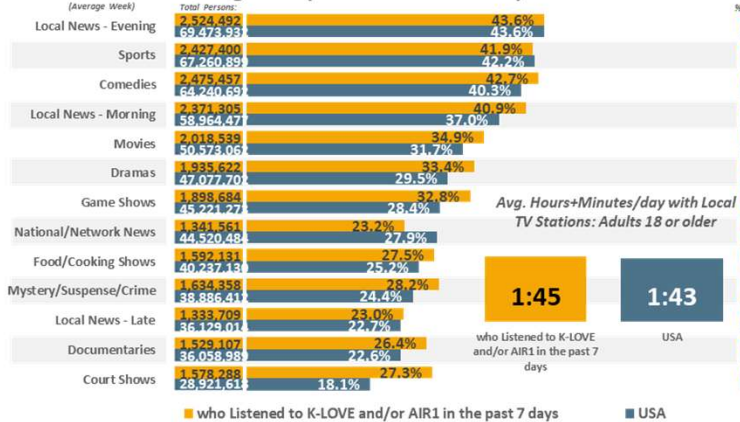
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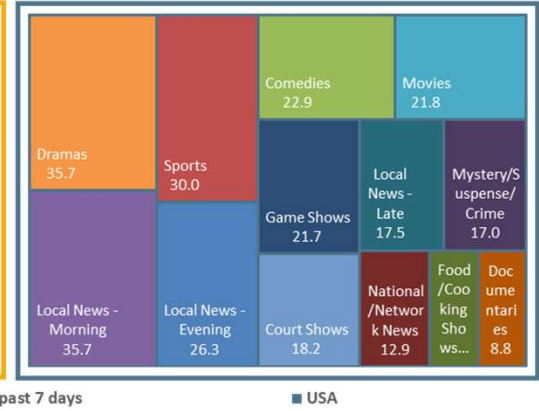
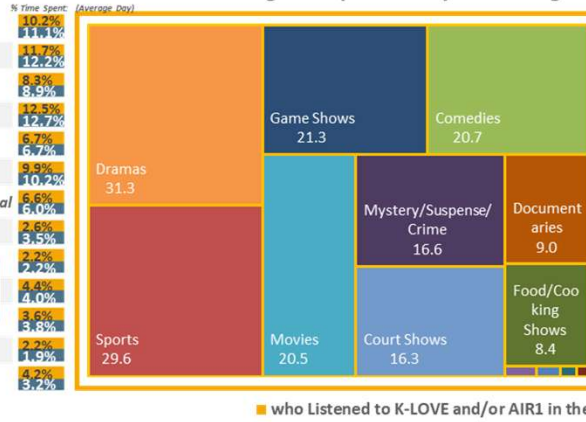


5,692,424 or 57.7% of Adults 18 or older who Listened to K-LOVE and/or AIR1 in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Local News - Morning, Comedies, Movies, and Dramas.

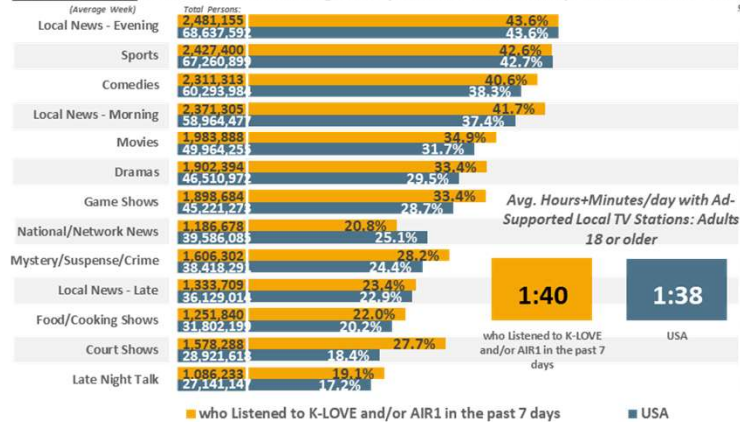
Local TV Station Programs (Persons & % Reach): Adults 18 or older



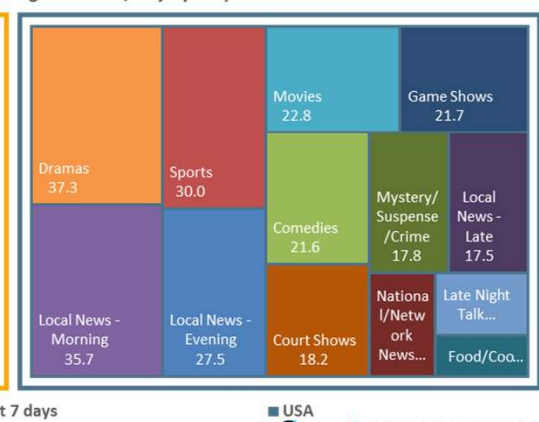
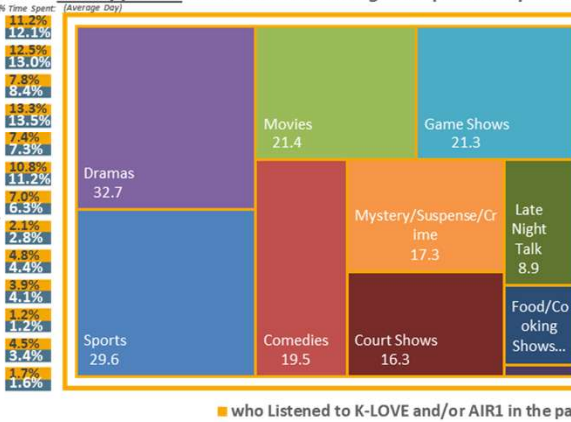
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2026: Sep24-Feb26 Qual Intab 972
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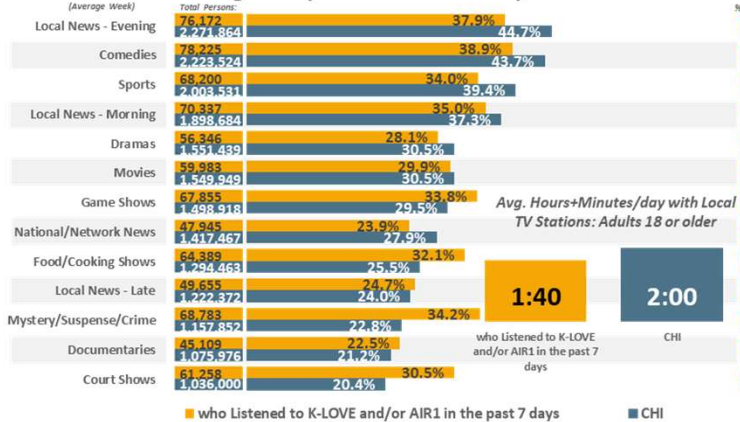
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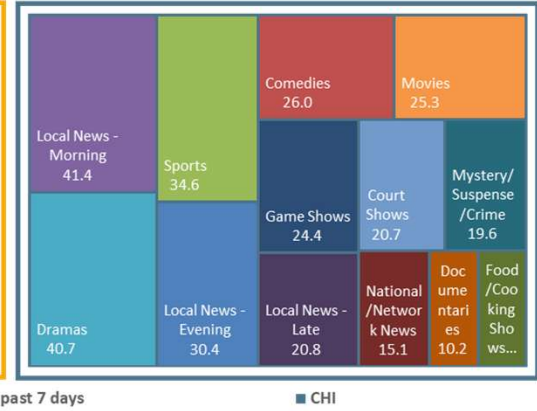
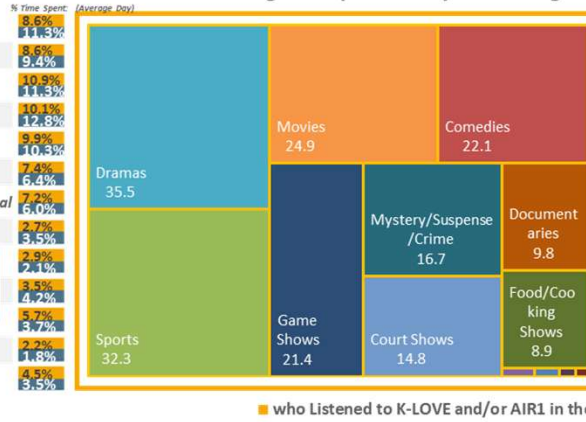


196,202 or 69.3% of Adults 18 or older who Listened to K-LOVE and/or AIR1 in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Comedies, Local News - Morning, Sports, Game Shows, and Mystery/Suspense/Crime.

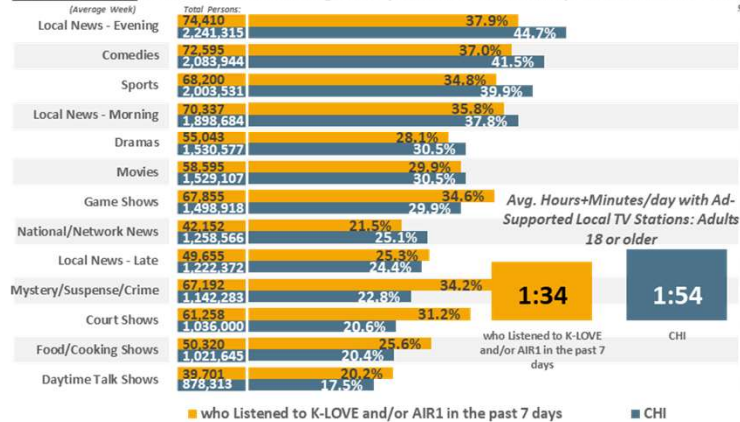
Local TV Station Programs (Persons & % Reach): Adults 18 or older



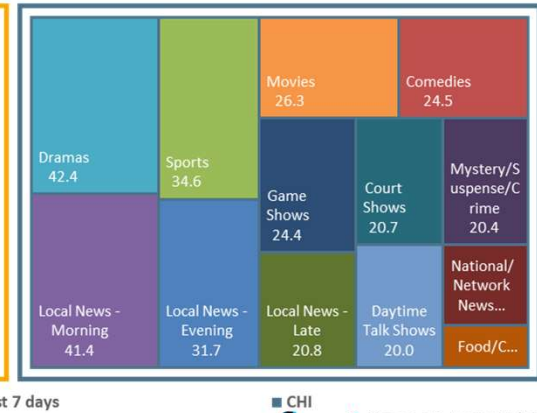
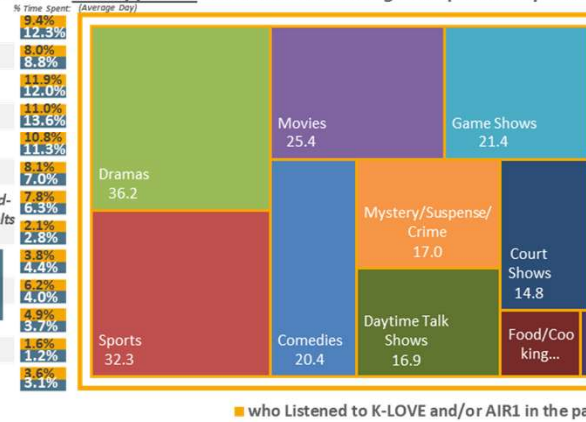
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



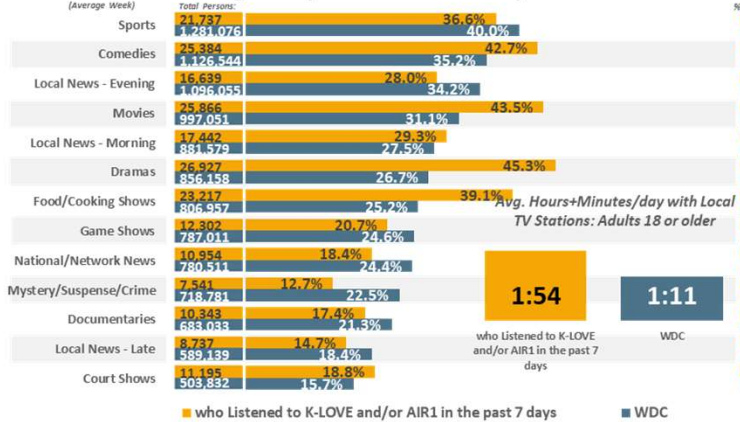
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



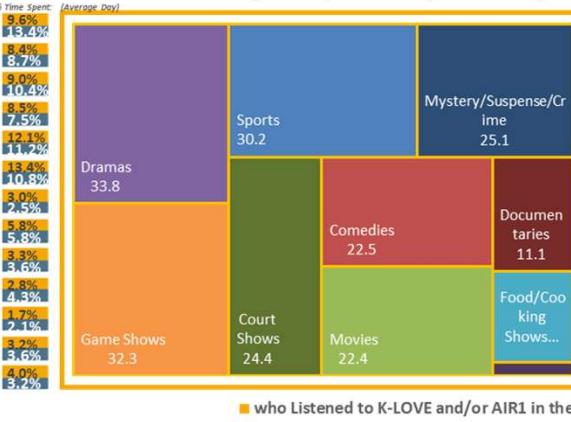


58,646 or 42.8% of Adults 18 or older who Listened to K-LOVE and/or AIR1 in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Dramas, Movies, Comedies, Sports, Food/Cooking Shows, and Local News - Morning.

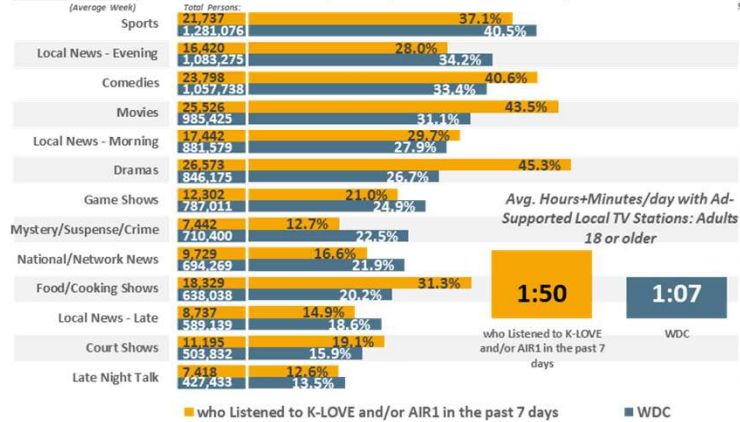
Local TV Station Programs (Persons & % Reach): Adults 18 or older



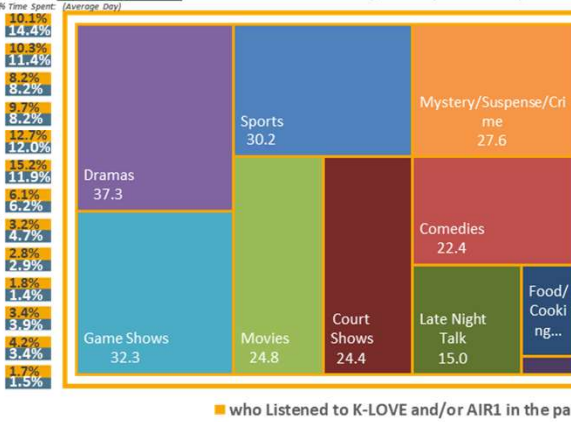
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 139
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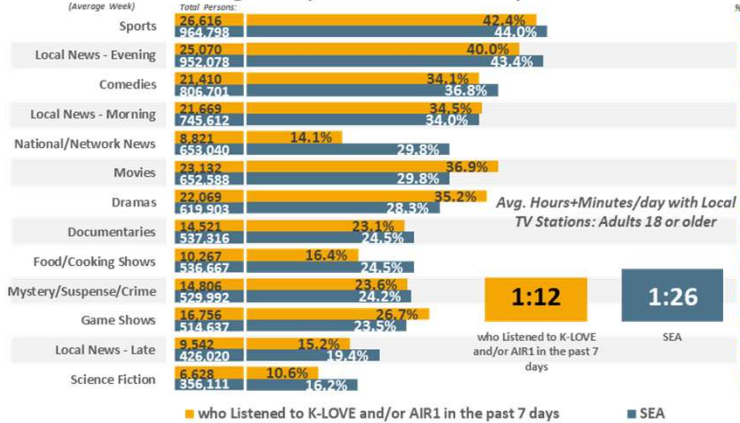
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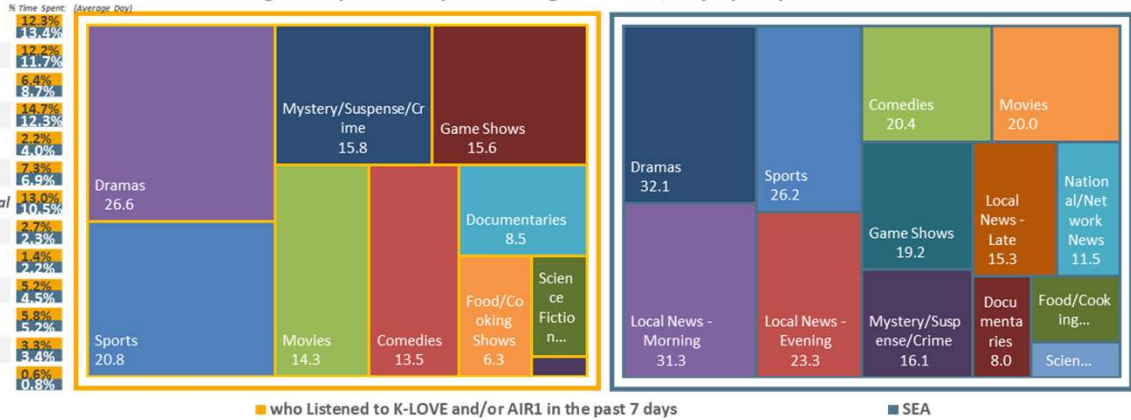


61,919 or 45.7% of Adults 18 or older who Listened to K-LOVE and/or AIR1 in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Movies, Dramas, Local News - Morning, and Comedies.

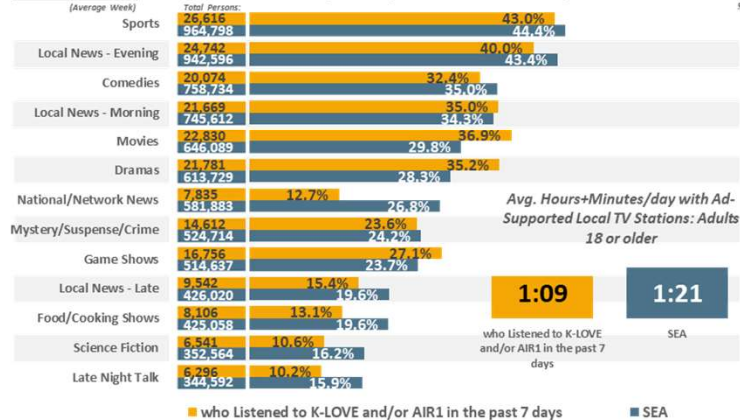
Local TV Station Programs (Persons & % Reach): Adults 18 or older



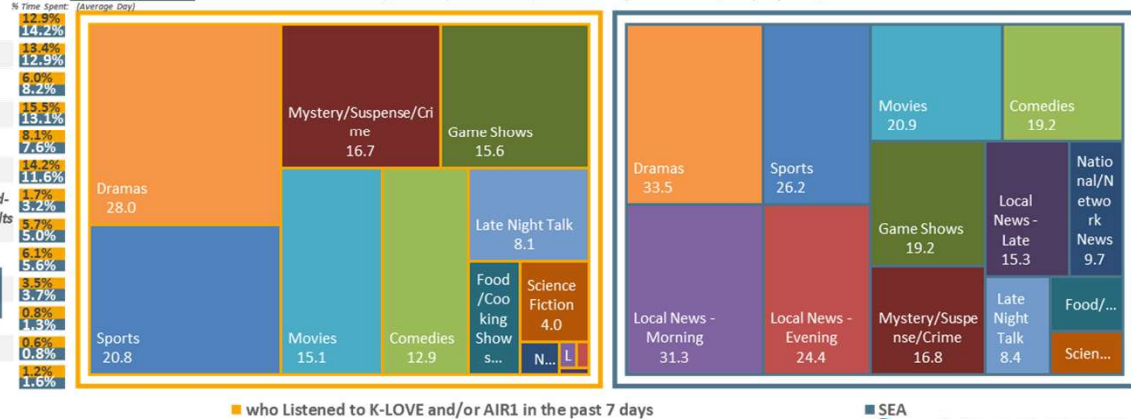
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 114
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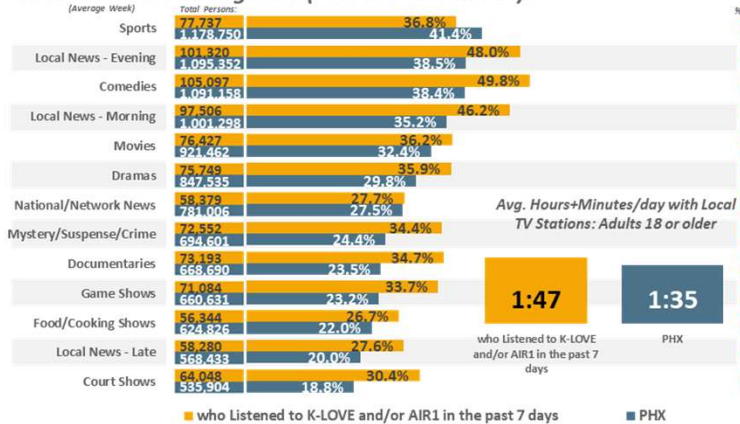
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((Radio Stations: WAVE-FM OR Radio Stations: WKCL-FM OR Radio station websites visited/apps used past 7 days: WKCL-FM(klove.com) OR Radio Stations: WNLT-FM OR Radio Stations: WOBO-FM OR Radio Stations: WORI-FM OR Radio station websites visited/apps used past 7 days: WNLT-FM(klove.com) OR Radio station websites visited/apps used past 7 days: WOBO-FM(wobofm.com) OR Radio Stations: KMWA-FM OR Radio Stations: KAIZ-FM OR Radio Stations: KLPT-FM OR Radio Stations: KLVA-FM OR Radio Stations: KLVK-FM OR Radio Stations: KLSW-FM OR Radio Stations: KWAO-FM OR Radio station websites visited/apps used past 7 days: KLSW-FM(klove.com) OR Radio Stations: KDHX-FM OR Radio Stations: WAIW-FM OR Radio Stations: WLVW-FM OR Radio station websites visited/apps used past 7 days: WAIW-FM(air1.com) OR Radio station websites visited/apps used past 7 days: WLVW-FM(klove.com) OR Radio Stations: WFLV-FM OR Radio station websites visited/apps used past 7 days: WFLV 90.7 FM (klove.com))

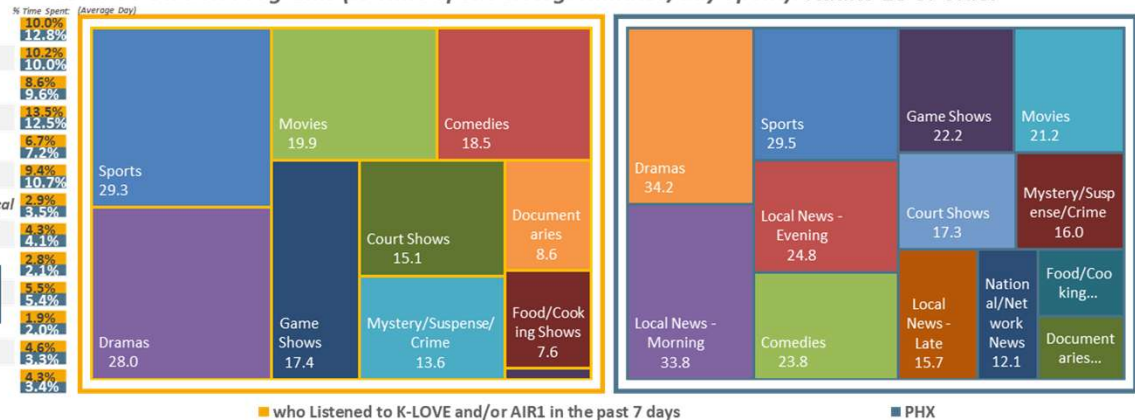


207,950 or 58.7% of Adults 18 or older who Listened to K-LOVE and/or AIR1 in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Comedies, Local News - Morning, Sports, Movies, and Dramas.

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



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



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



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



PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 239
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PHX
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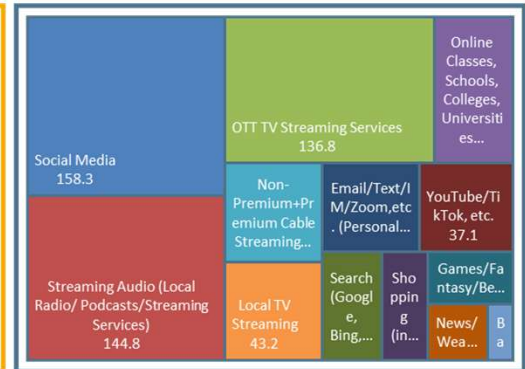
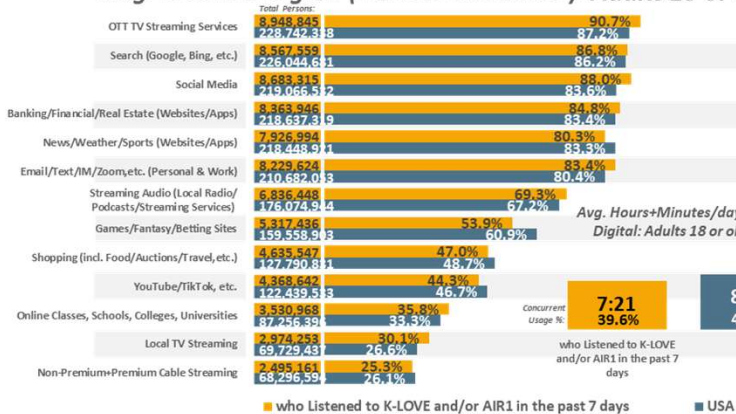
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7,814,844 or 79.2% of Adults 18 or older who Listened to K-LOVE and/or AIR1 in the past 7 days use Ad-Supported Social Media for an average of 134.1 minutes every day representing 23.8% of all time spent daily with Ad-Supported Digital Media.

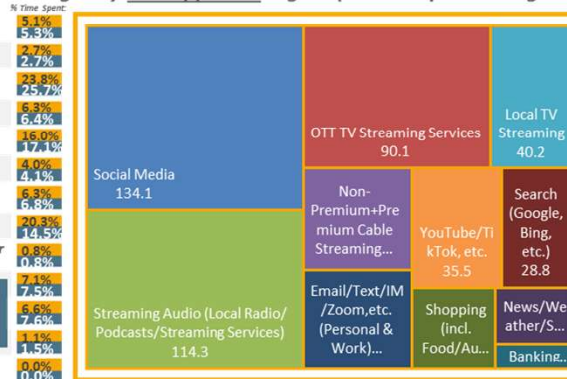
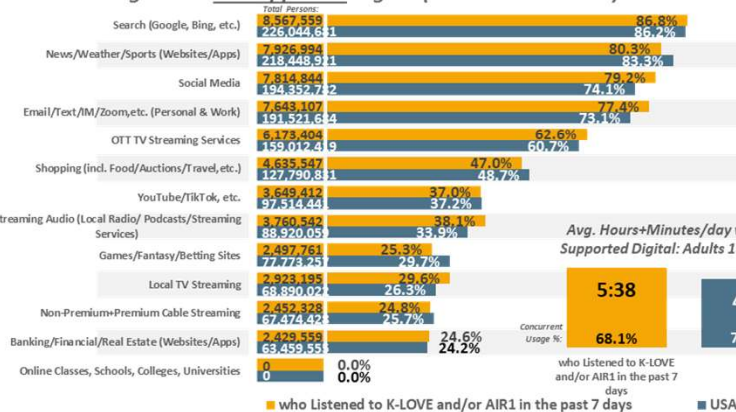
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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

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



USA USA Projection Scarborough R1 2026: Sep24-Feb26 Qual Intab 972
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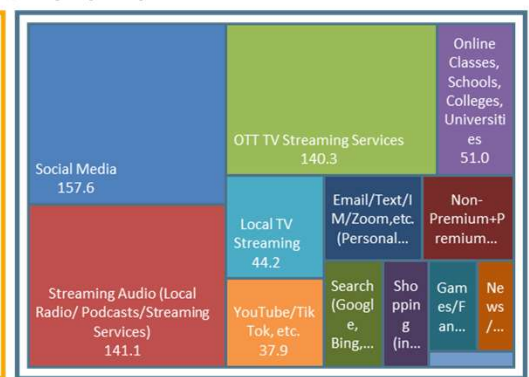
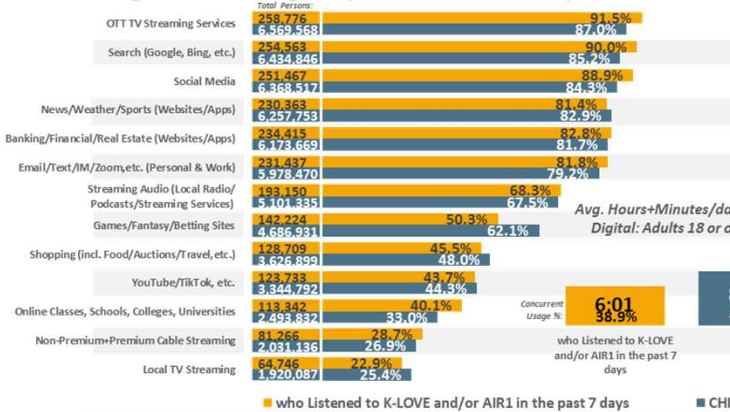
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230,520 or 81.5% of Adults 18 or older who Listened to K-LOVE and/or AIR1 in the past 7 days use Ad-Supported Social Media for an average of 109.1 minutes every day representing 23.7% of all time spent daily with Ad-Supported Digital Media.

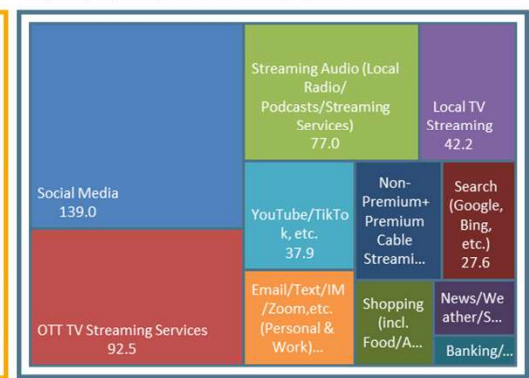
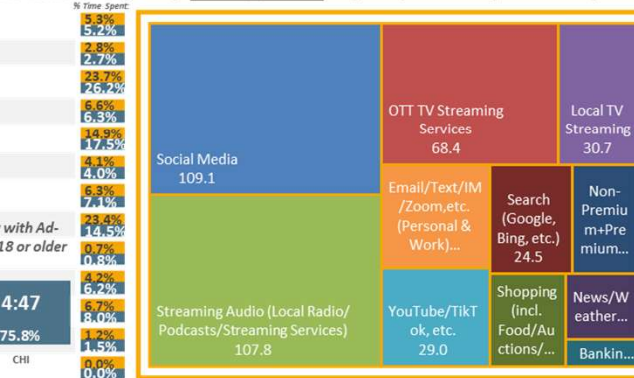
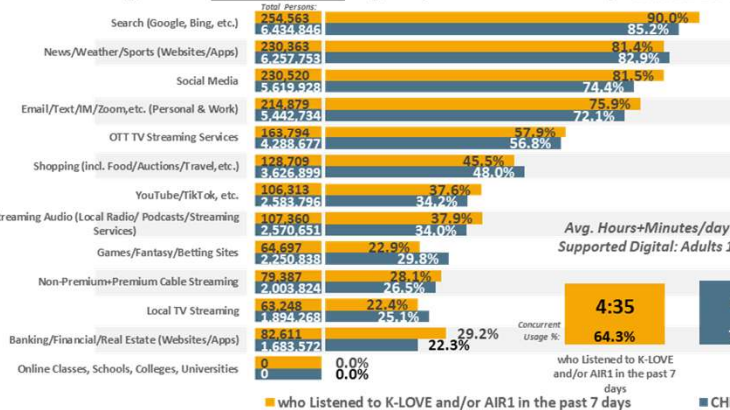
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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

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



CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 181
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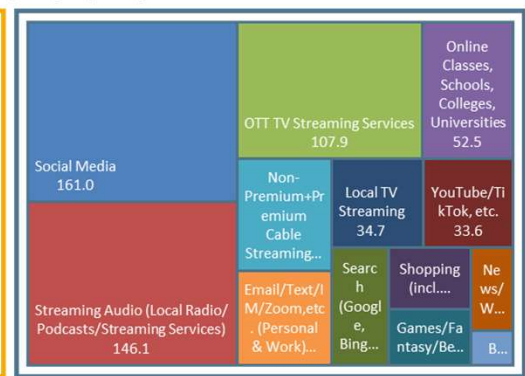
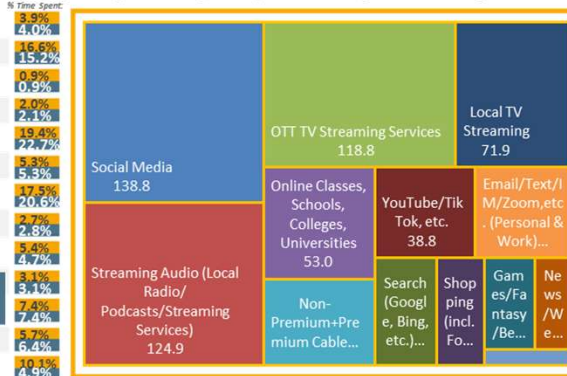
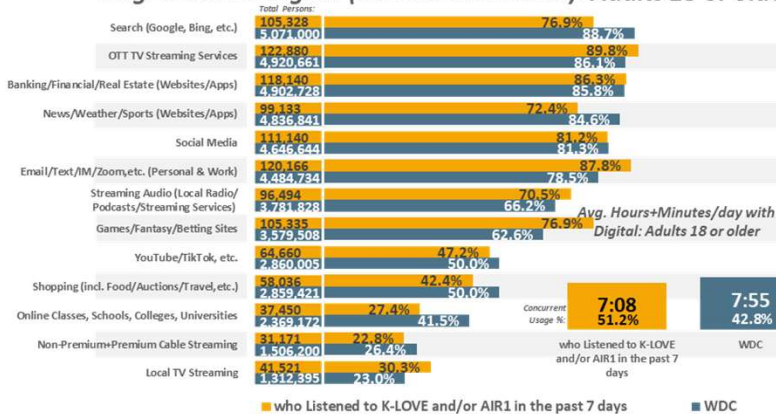
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96,188 or 70.3% of Adults 18 or older who Listened to K-LOVE and/or AIR1 in the past 7 days use Ad-Supported Social Media for an average of 120.1 minutes every day representing 21.9% of all time spent daily with Ad-Supported Digital Media.

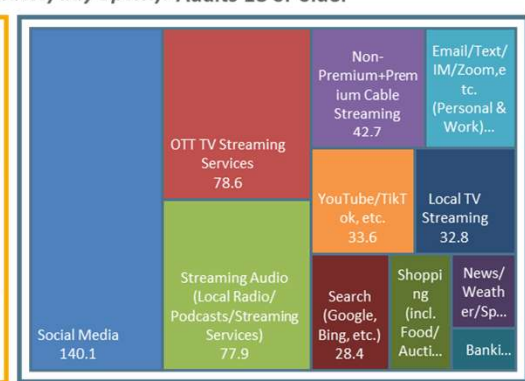
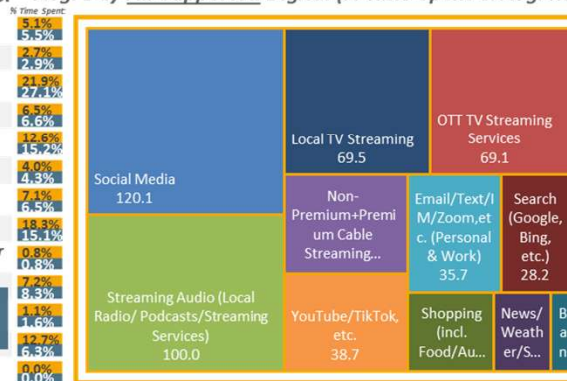
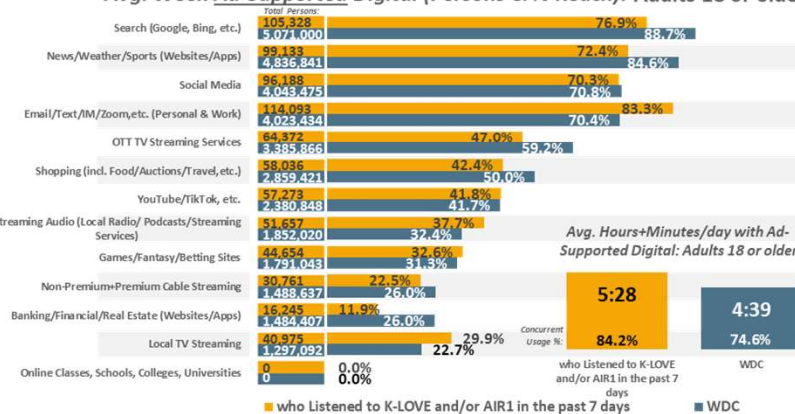
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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

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



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 139
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WDC
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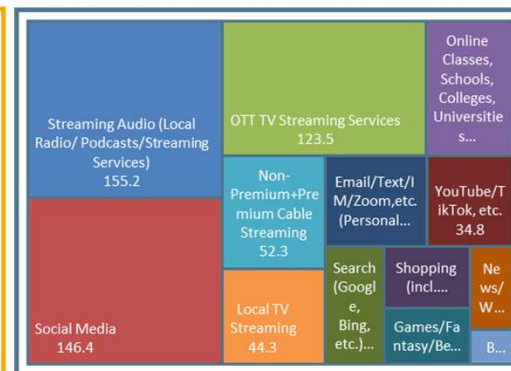
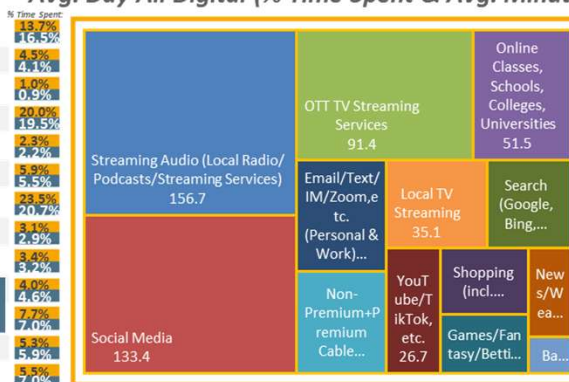
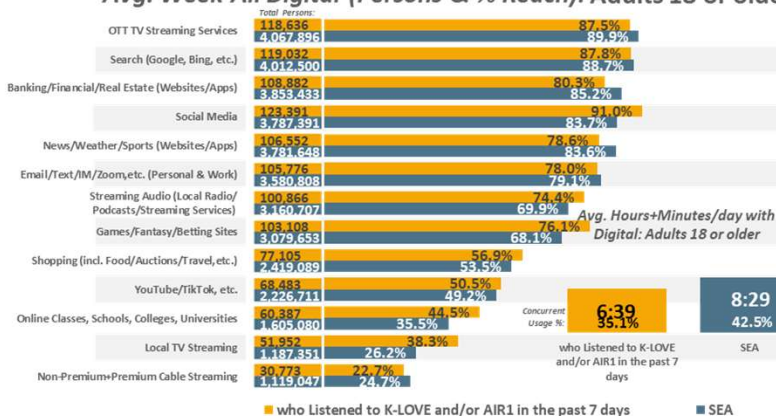
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110,682 or 81.6% of Adults 18 or older who Listened to K-LOVE and/or AIR1 in the past 7 days use Ad-Supported Social Media for an average of 119.7 minutes every day representing 22.6% of all time spent daily with Ad-Supported Digital Media.

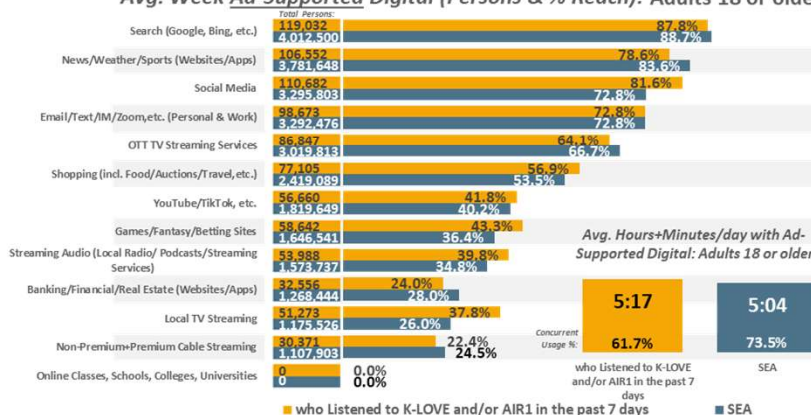
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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

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

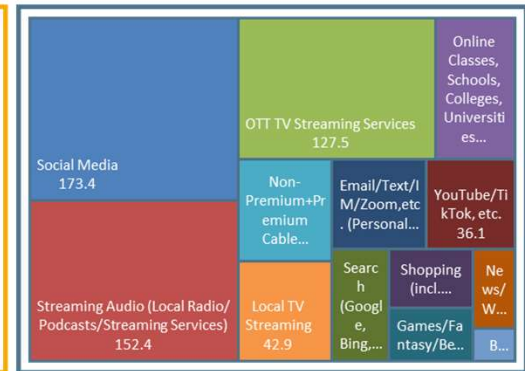
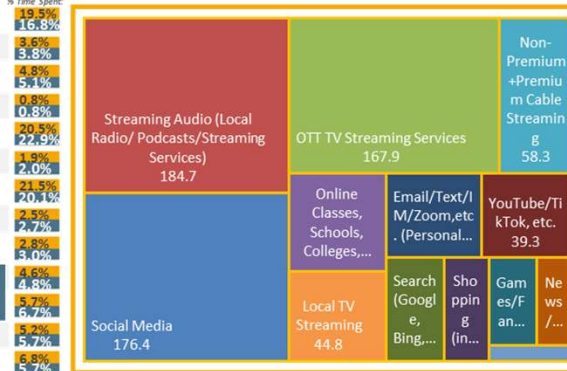
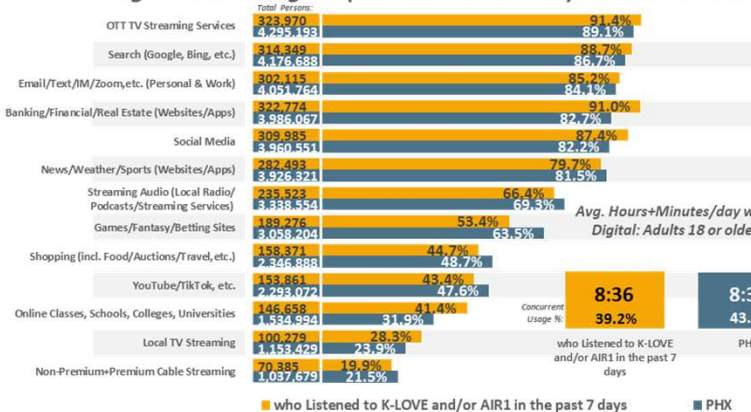




281,219 or 79.3% of Adults 18 or older who Listened to K-LOVE and/or AIR1 in the past 7 days use Ad-Supported Social Media for an average of 160.1 minutes every day representing 23.5% of all time spent daily with Ad-Supported Digital Media.

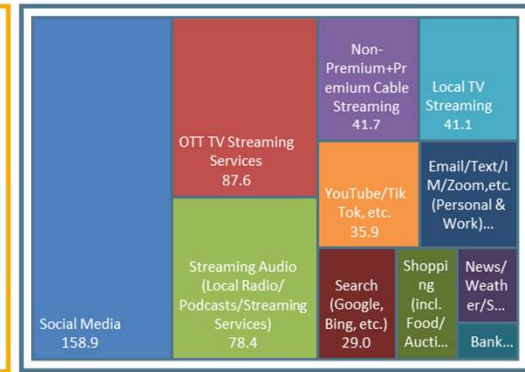
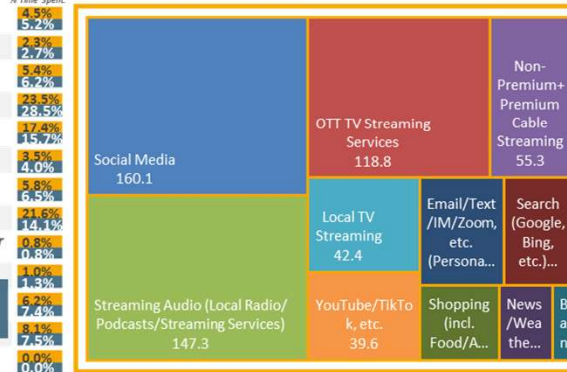
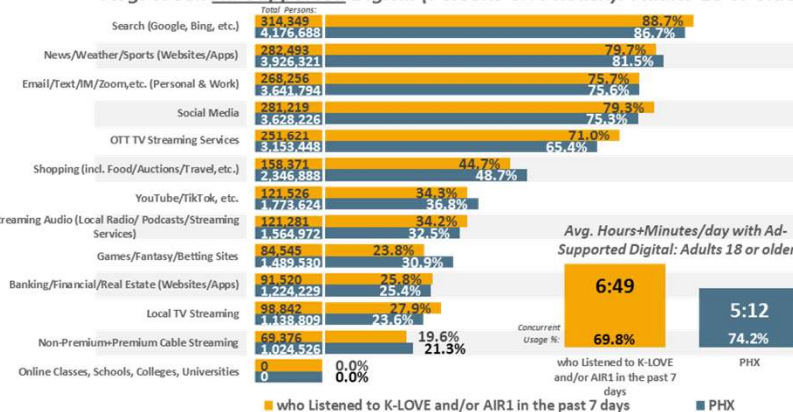
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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

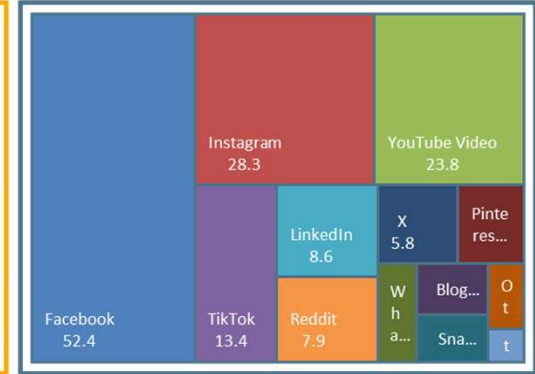
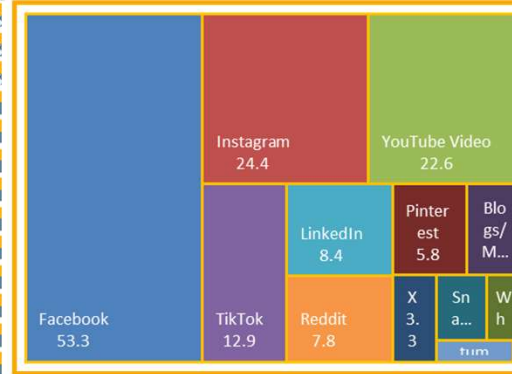
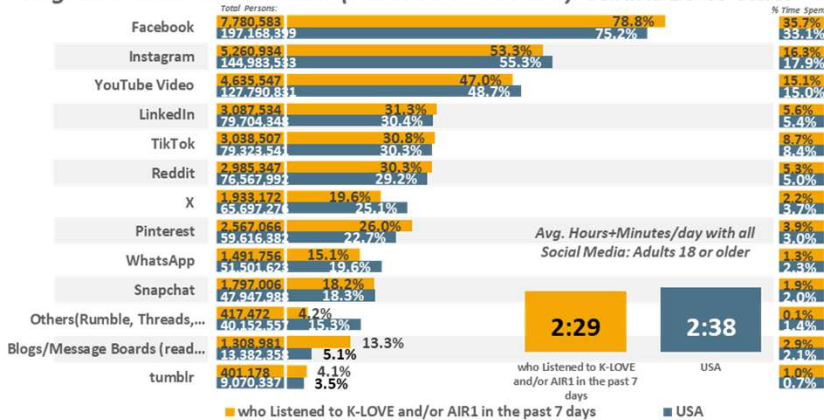
Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



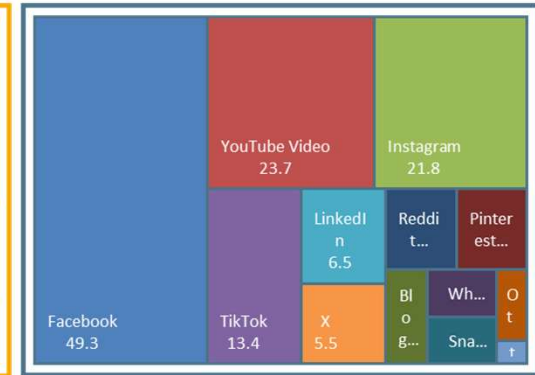
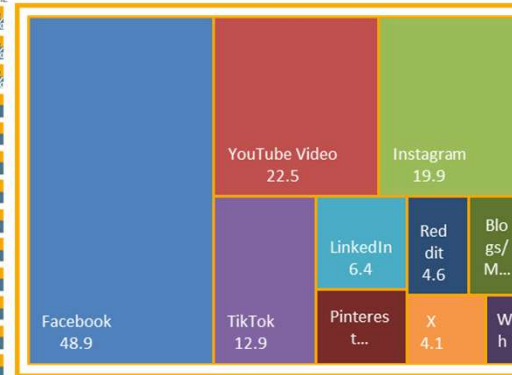
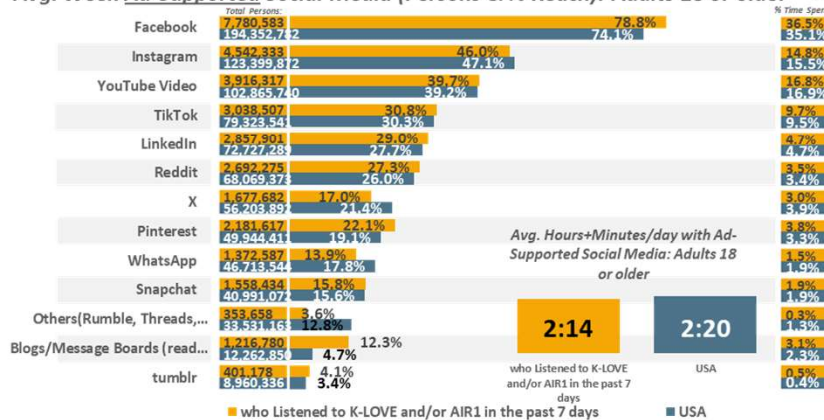


7,780,583 or 78.8% of Adults 18 or older who Listened to K-LOVE and/or AIR1 in the past 7 days use Ad-Supported Facebook for an average of 48.9 minutes every day representing 36.5% of all time spent daily with Ad-Supported Social Media.

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



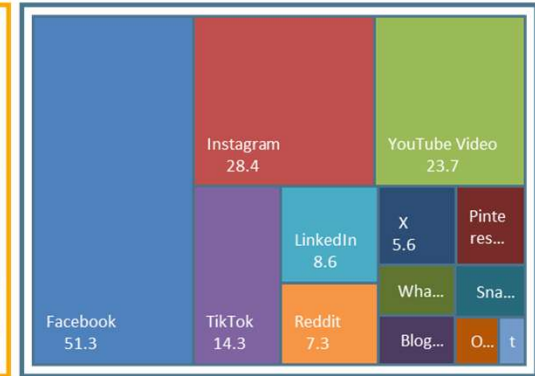
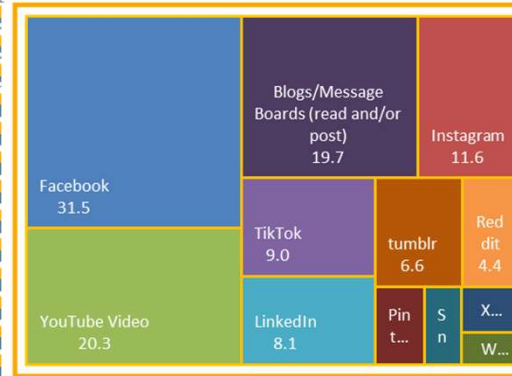
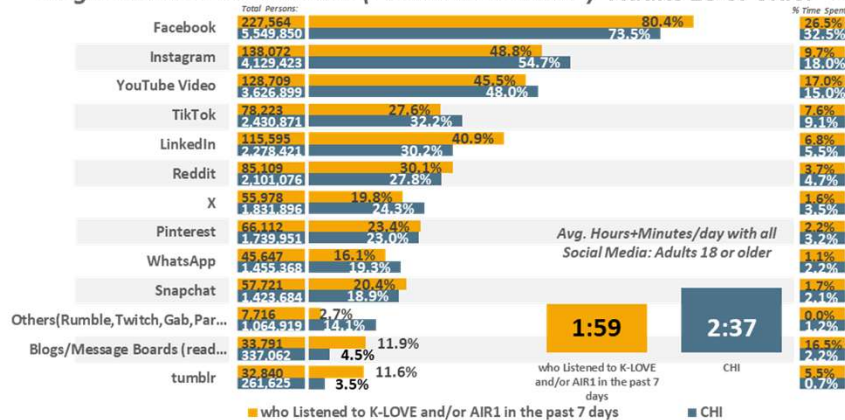
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



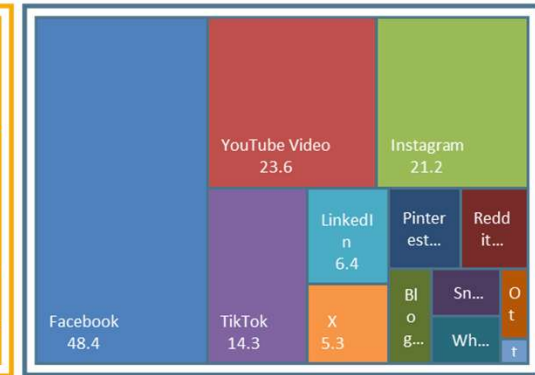
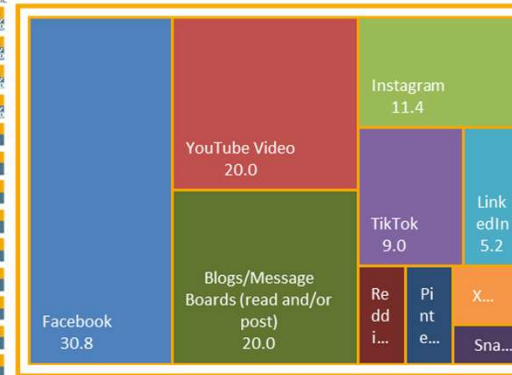
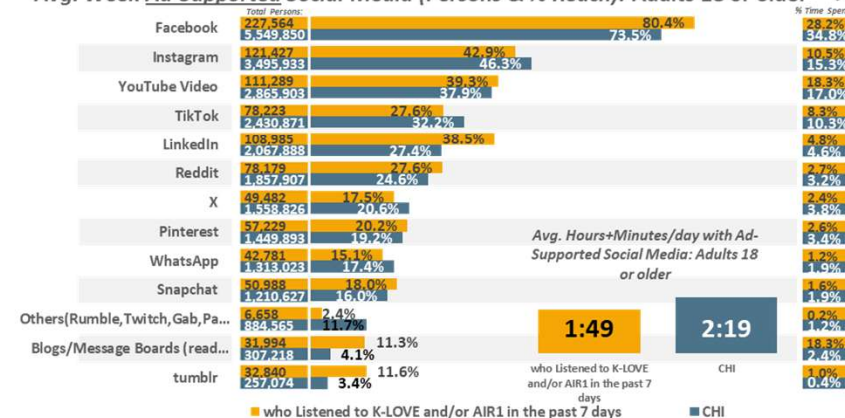


227,564 or 80.4% of Adults 18 or older who Listened to K-LOVE and/or AIR1 in the past 7 days use Ad-Supported Facebook for an average of 30.8 minutes every day representing 28.2% of all time spent daily with Ad-Supported Social Media.

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



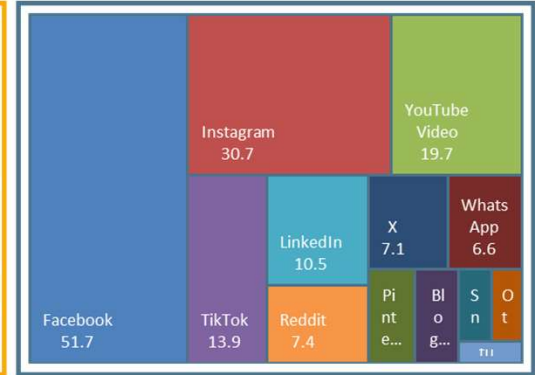
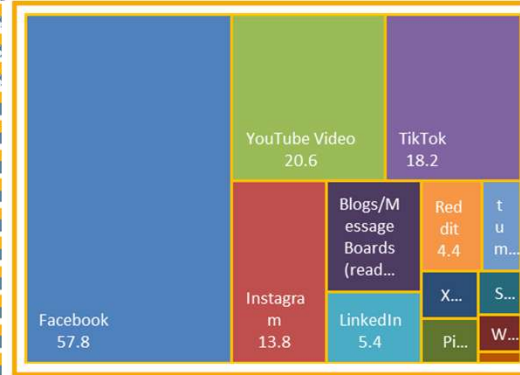
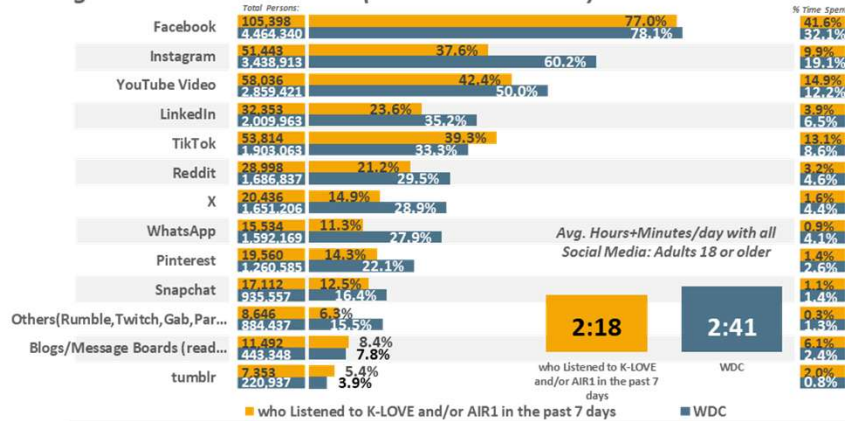
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



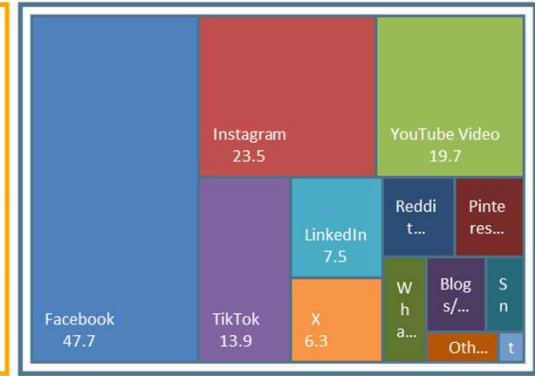
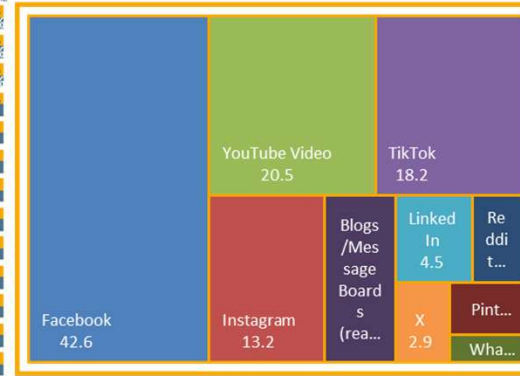
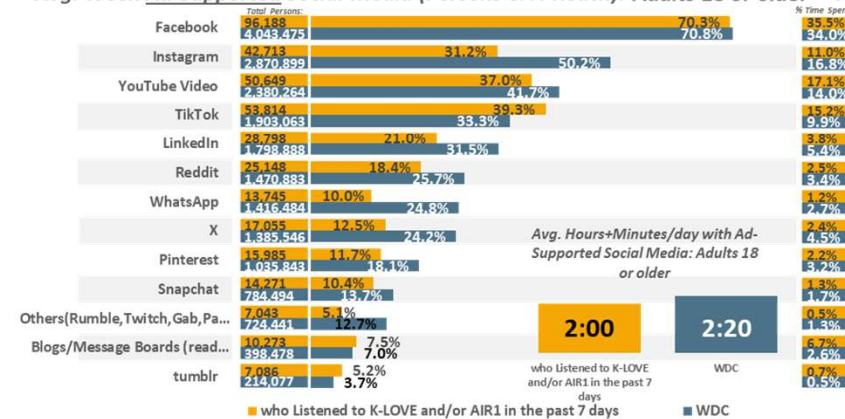


96,188 or 70.3% of Adults 18 or older who Listened to K-LOVE and/or AIR1 in the past 7 days use Ad-Supported Facebook for an average of 42.6 minutes every day representing 35.5% of all time spent daily with Ad-Supported Social Media.

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**



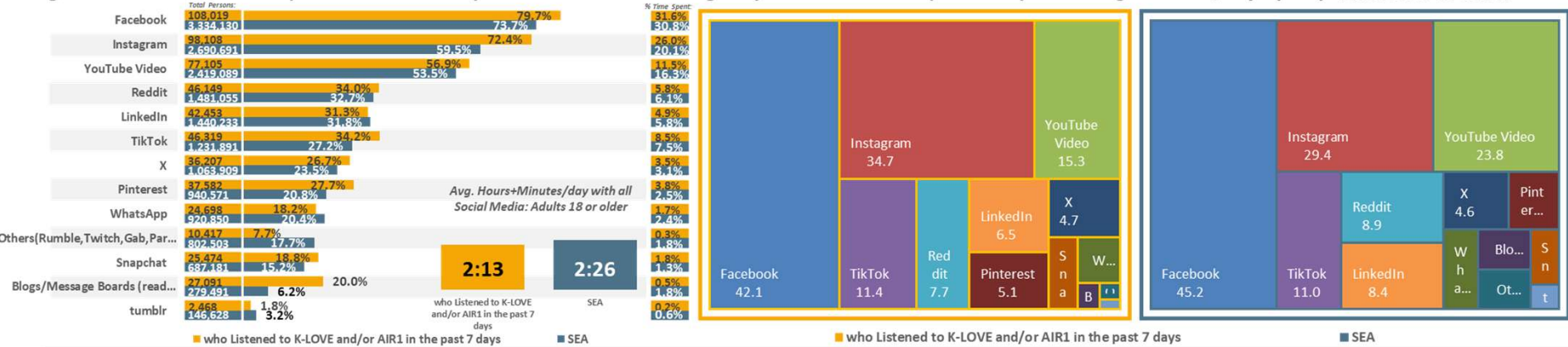
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



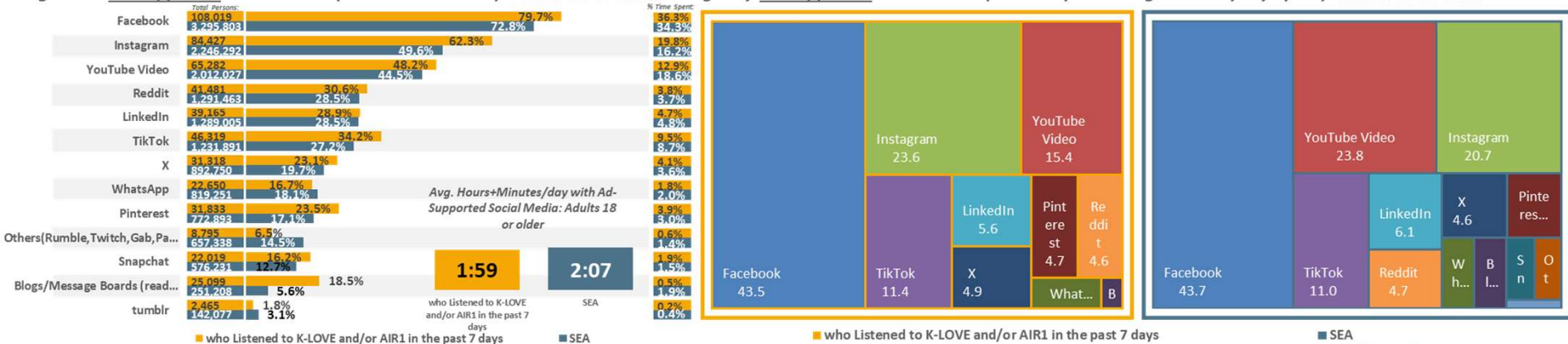


108,019 or 79.7% of Adults 18 or older who Listened to K-LOVE and/or AIR1 in the past 7 days use Ad-Supported Facebook for an average of 43.5 minutes every day representing 36.3% of all time spent daily with Ad-Supported Social Media.

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



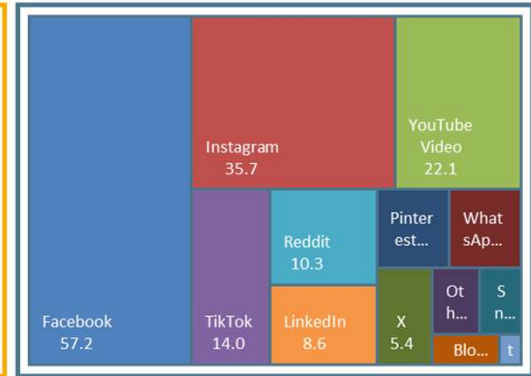
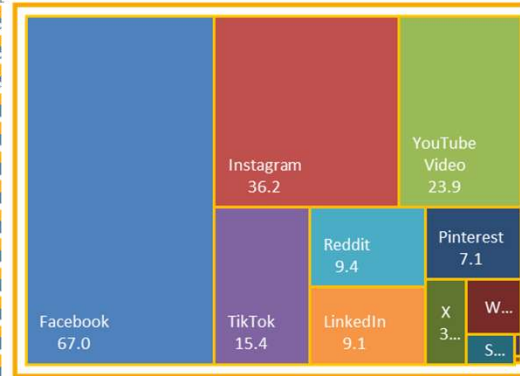
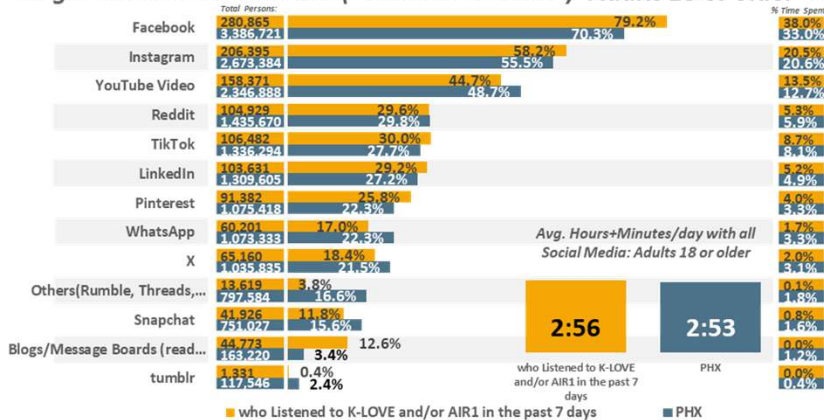
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



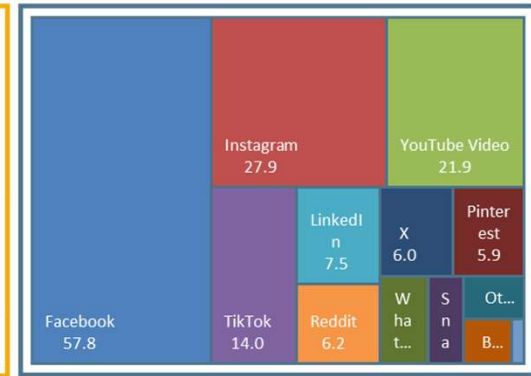
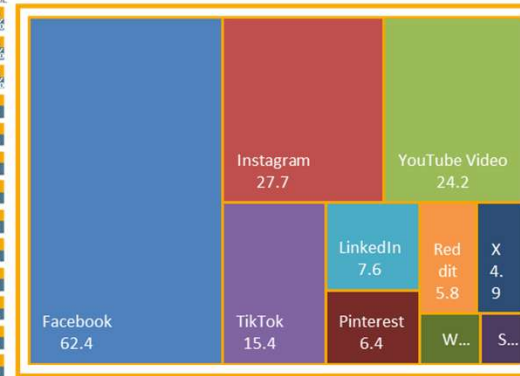
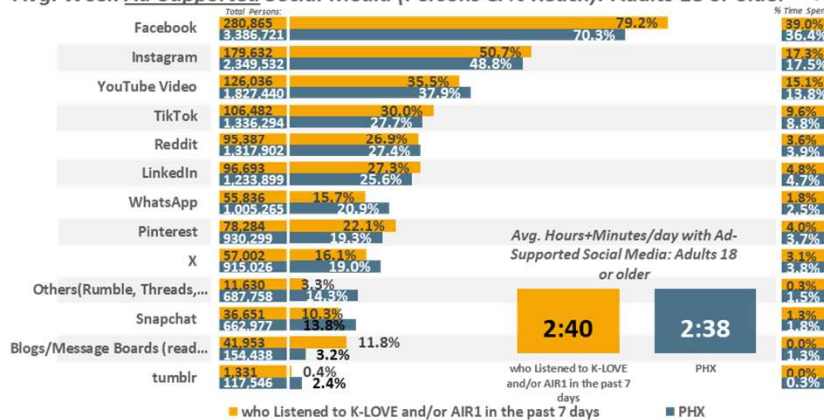


280,865 or 79.2% of Adults 18 or older who Listened to K-LOVE and/or AIR1 in the past 7 days use Ad-Supported Facebook for an average of 62.4 minutes every day representing 39.0% of all time spent daily with Ad-Supported Social Media.

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**



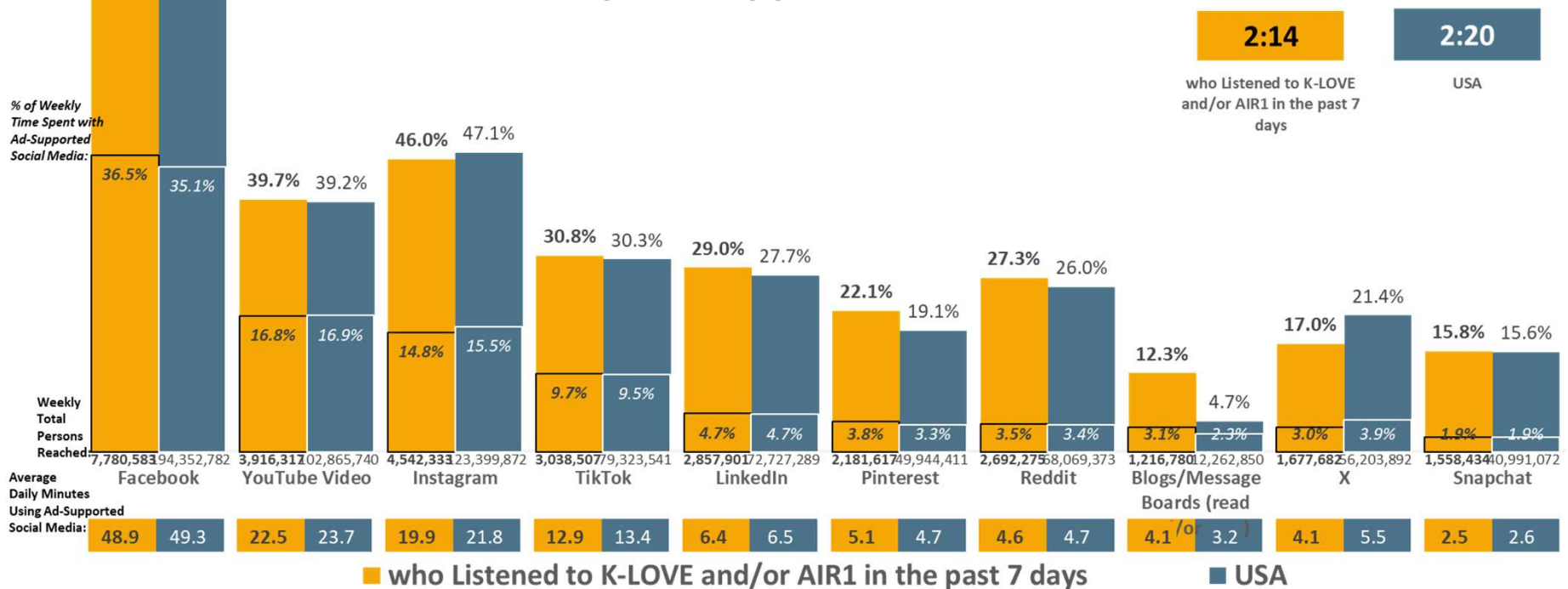


7,780,583 or 78.8% of Adults 18 or older who Listened to K-LOVE and/or AIR1 in the past 7 days use Ad-Supported Facebook for an average of 48.9 minutes every day representing 36.5% of all time spent daily with Ad-Supported Social Media.

Weekly
Reach % 78.8%

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

"Share of Ad-Supported Social Media"



USA USA Projection Scarborough R1 2026: Sep24-Feb26 Qual Intab 972 Scarborough R1 2026: Sep24-Feb26
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USA Projection Scarborough R1 2026: Sep24-Feb26 Qual Intab 25,257

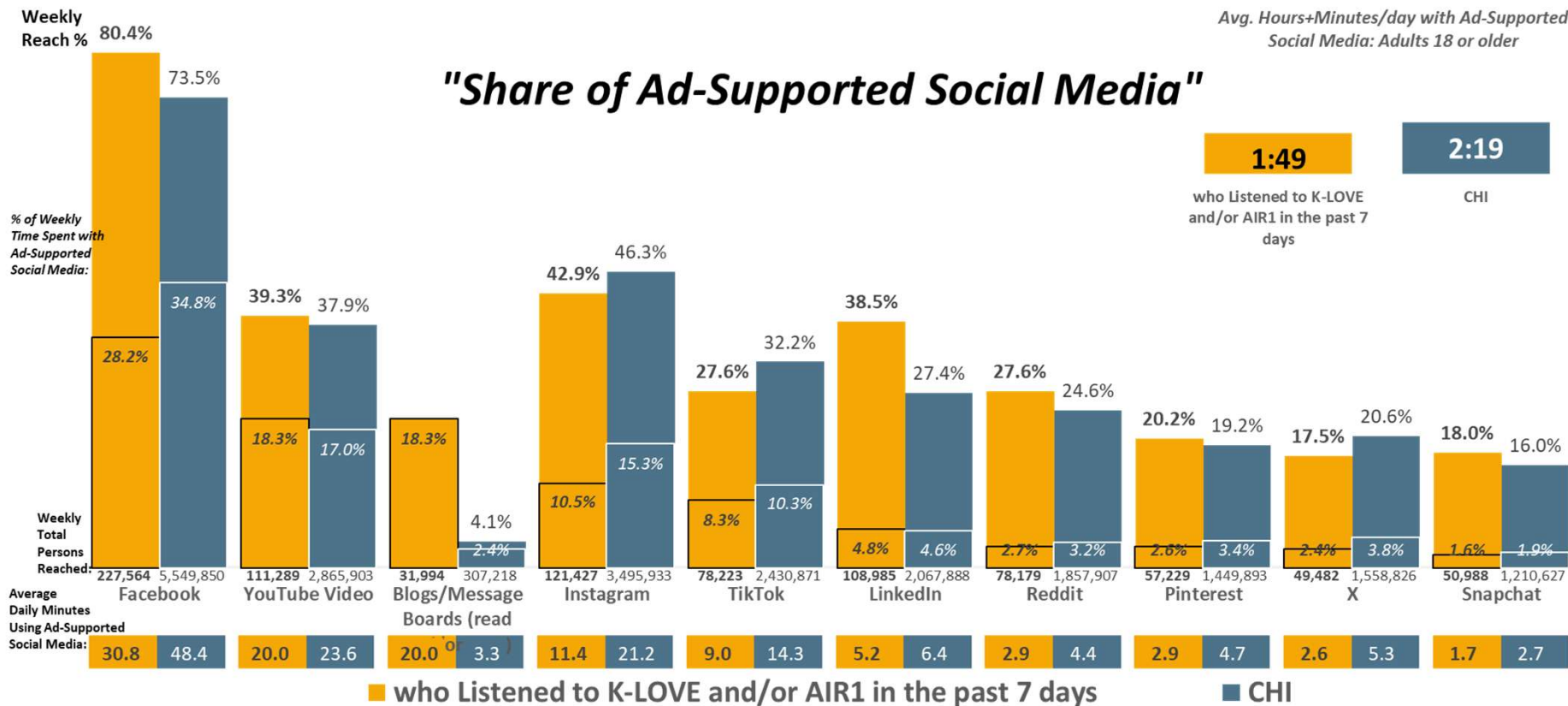
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((Radio Stations: WAVE-FM OR Radio Stations: WCKL-FM OR Radio station websites visited/apps used past 7 days: WCKL-FM(klove.com) OR Radio Stations: WNLT-FM OR Radio Stations: WOBO-FM OR Radio Stations: WORL-FM OR Radio station websites visited/apps used past 7 days: WNLT-FM(klove.com) OR Radio station websites visited/apps used past 7 days: WOBO-FM(wobofm.com) OR Radio Stations: KMWA-FM OR Radio Stations: KAIZ-FM OR Radio Stations: KLPT-FM OR Radio Stations: KLVA-FM OR Radio Stations: KLVK-FM OR Radio Stations: KLSW-FM OR Radio Stations: KWAO-FM OR Radio station websites visited/apps used past 7 days: KLSW-FM(klove.com) OR Radio Stations: KDHX-FM OR Radio Stations: WAIW-FM OR Radio Stations: WLVW-FM OR Radio station websites visited/apps used past 7 days: WAIW-FM(air1.com) OR Radio station websites visited/apps used past 7 days: WLVW-FM(klove.com) OR Radio Stations: WFLV-FM OR Radio station websites visited/apps used past 7 days: WFLV 90.7 FM (klove.com))



227,564 or 80.4% of Adults 18 or older who Listened to K-LOVE and/or AIR1 in the past 7 days use Ad-Supported Facebook for an average of 30.8 minutes every day representing 28.2% of all time spent daily with Ad-Supported Social Media.

"Share of Ad-Supported Social Media"



CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 181
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CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 4,186

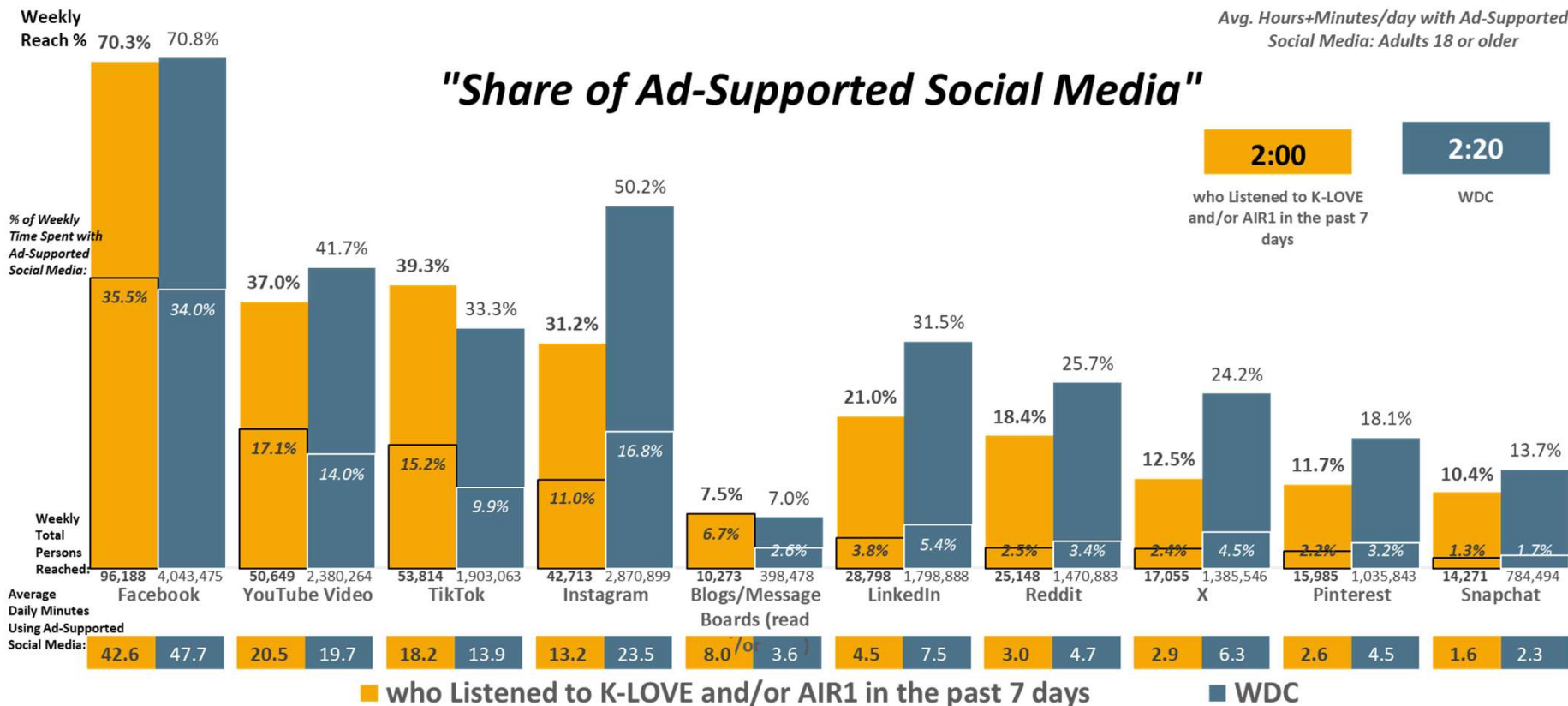
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96,188 or 70.3% of Adults 18 or older who Listened to K-LOVE and/or AIR1 in the past 7 days use Ad-Supported Facebook for an average of 42.6 minutes every day representing 35.5% of all time spent daily with Ad-Supported Social Media.

"Share of Ad-Supported Social Media"



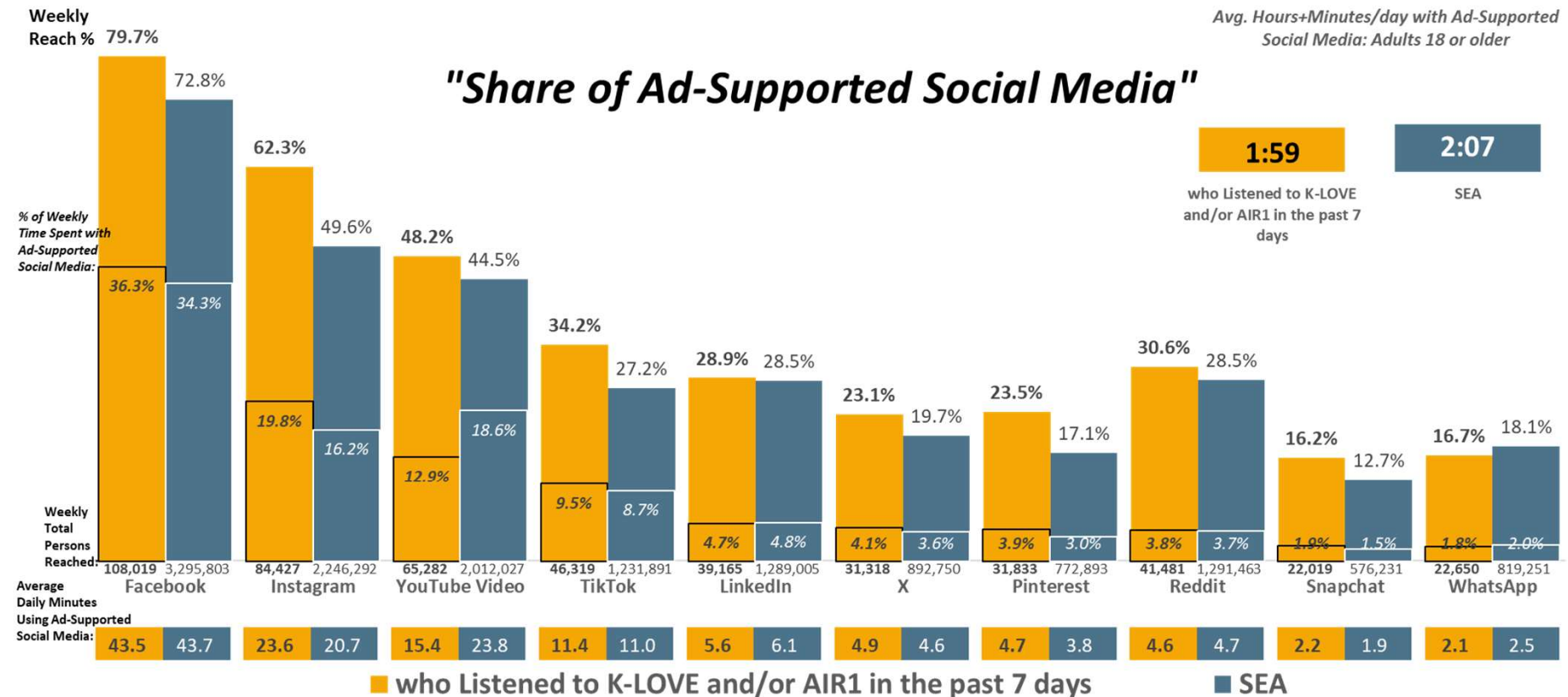
WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 139 WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,919
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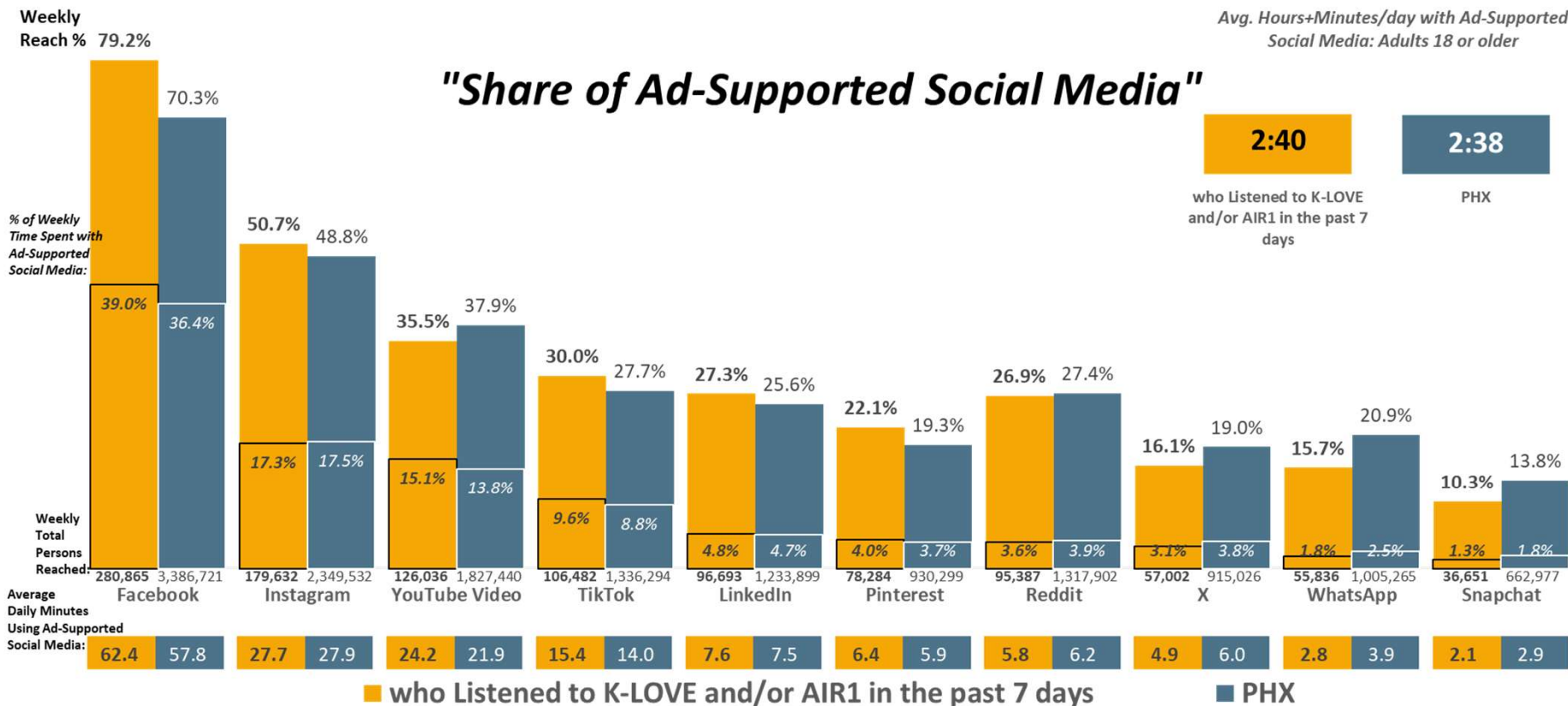


108,019 or 79.7% of Adults 18 or older who Listened to K-LOVE and/or AIR1 in the past 7 days use Ad-Supported Facebook for an average of 43.5 minutes every day representing 36.3% of all time spent daily with Ad-Supported Social Media.





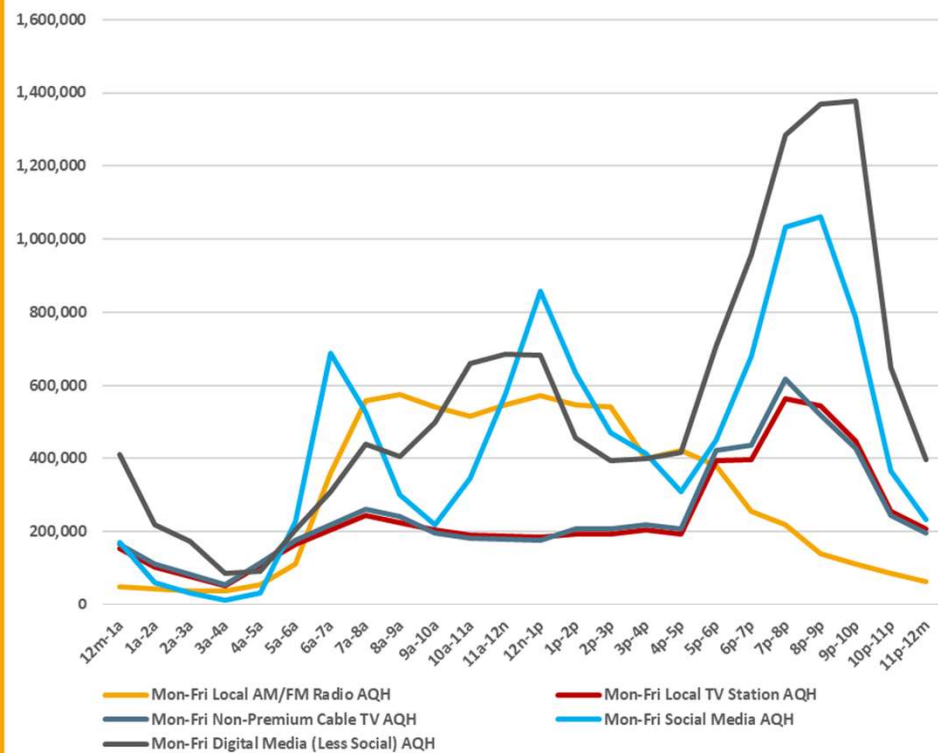
280,865 or 79.2% of Adults 18 or older who Listened to K-LOVE and/or AIR1 in the past 7 days use Ad-Supported Facebook for an average of 62.4 minutes every day representing 39.% of all time spent daily with Ad-Supported Social Media.



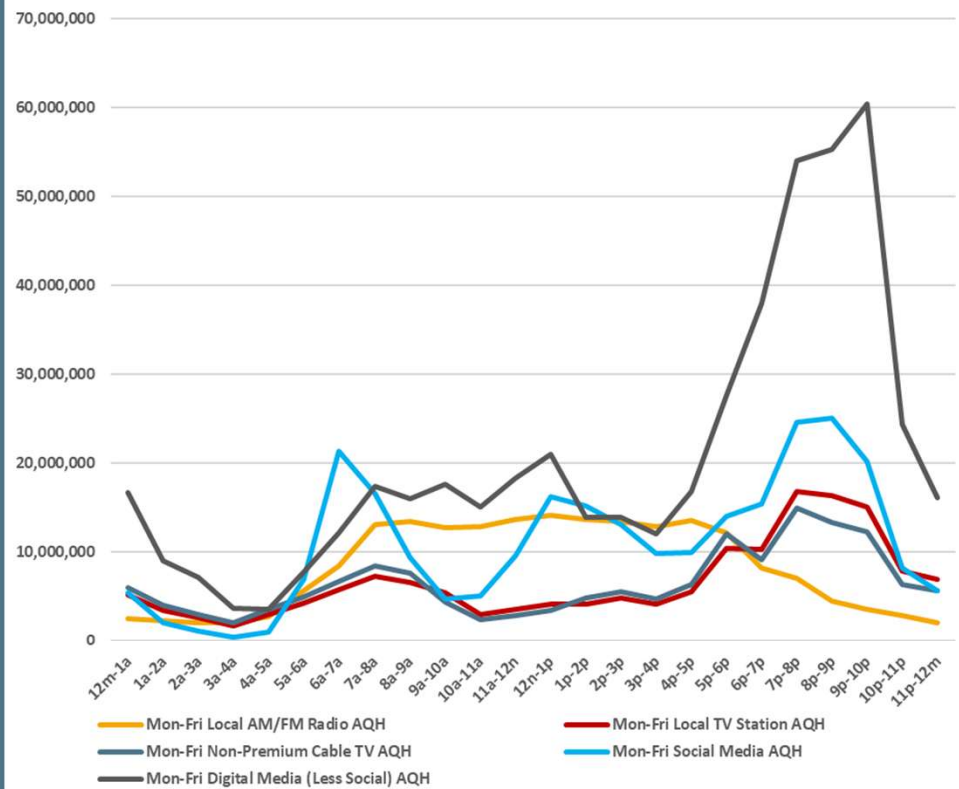


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 539,239;
Social Media: 497,219; Local Radio: 477,727; Non-Prem. Cable: 242,706; Local TV: 232,319
reaching Adults 18 or older who Listened to K-LOVE and/or AIR1 in the pa

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who Listened to K-LOVE and/or AIR1 in
the past 7 days



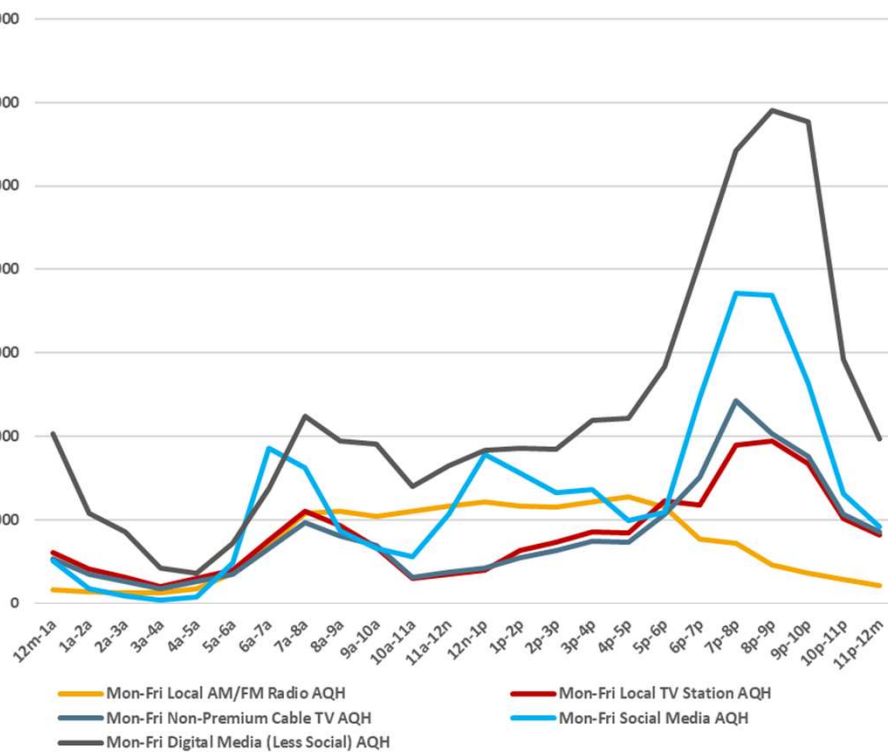
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
USA Metro Area Adults 18 or older



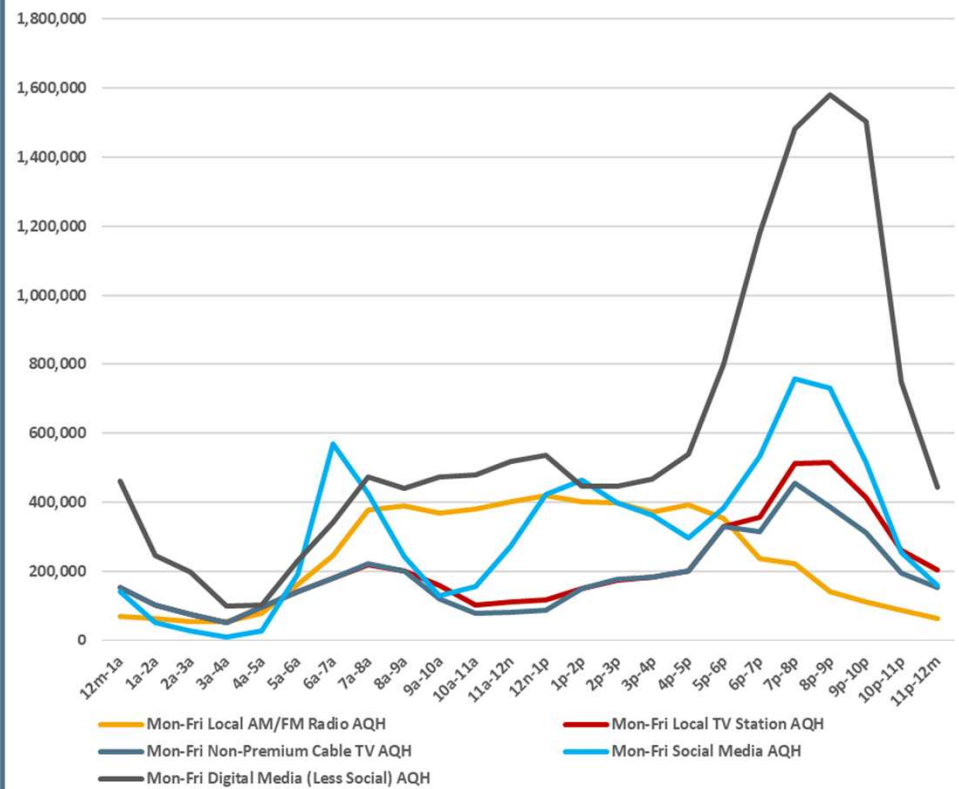


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 21,099;
Social Media: 13,257; Local Radio: 10,904; Local TV: 7,699; Non-Prem. Cable: 7,293
reaching Adults 18 or older who Listened to K-LOVE and/or AIR1 in the past 7 da

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who Listened to K-LOVE and/or AIR1 in
the past 7 days



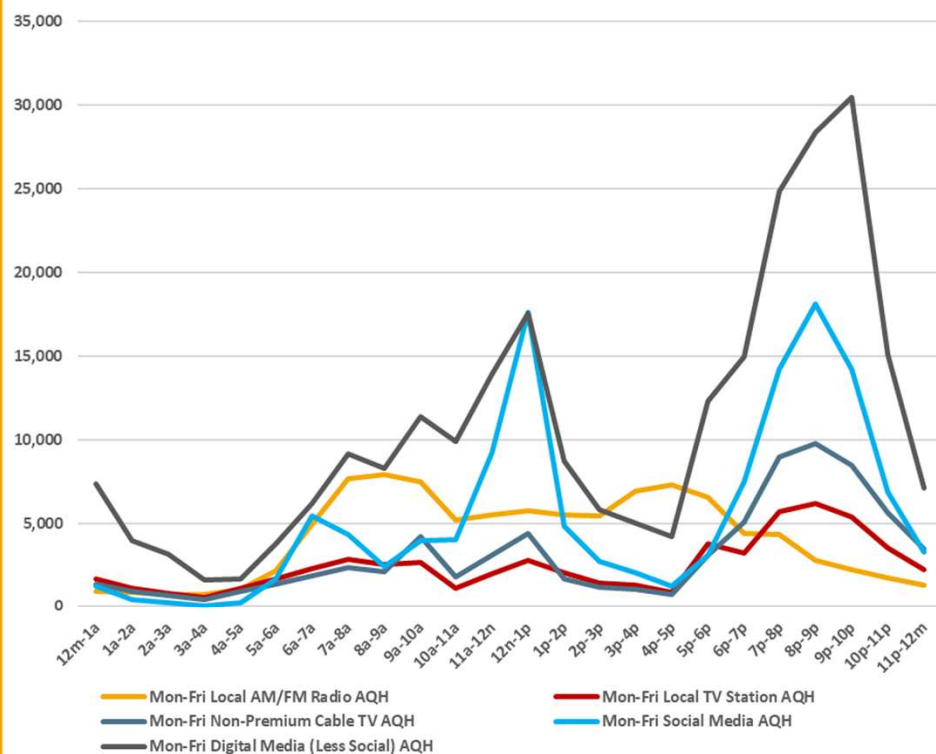
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
CHI Metro Area Adults 18 or older



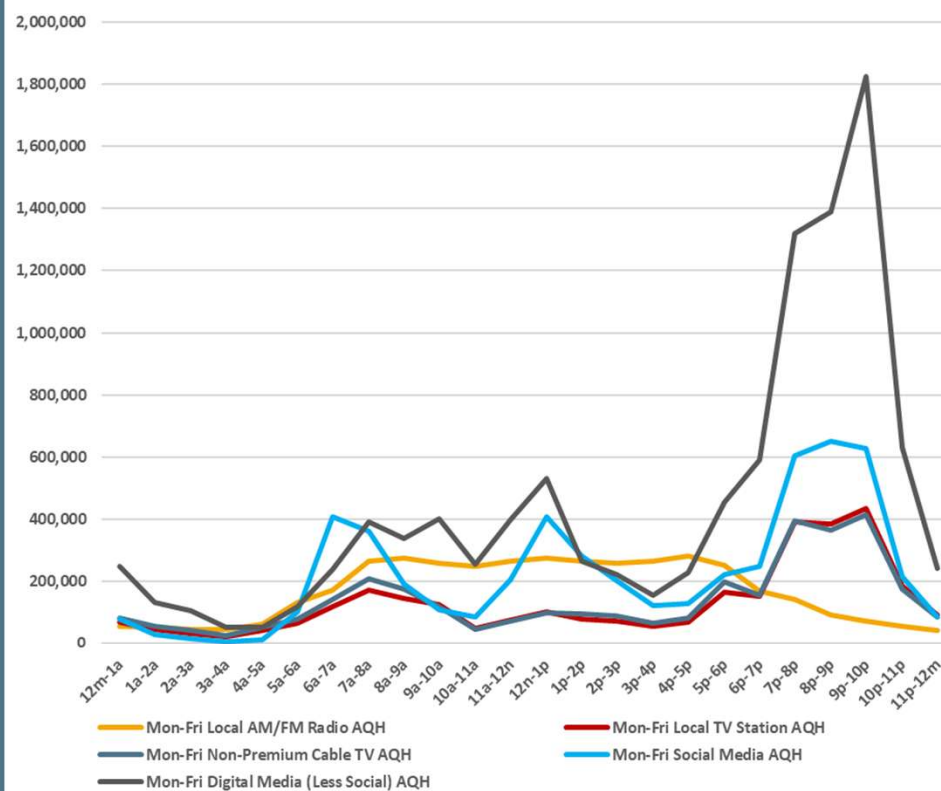


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 9,794; Local Radio: 6,196; Social Media: 5,253; Non-Prem. Cable: 2,510; Local TV: 2,213 reaching Adults 18 or older who Listened to K-LOVE and/or AIR1 in the past 7 days.

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who Listened to K-LOVE and/or AIR1 in
the past 7 days



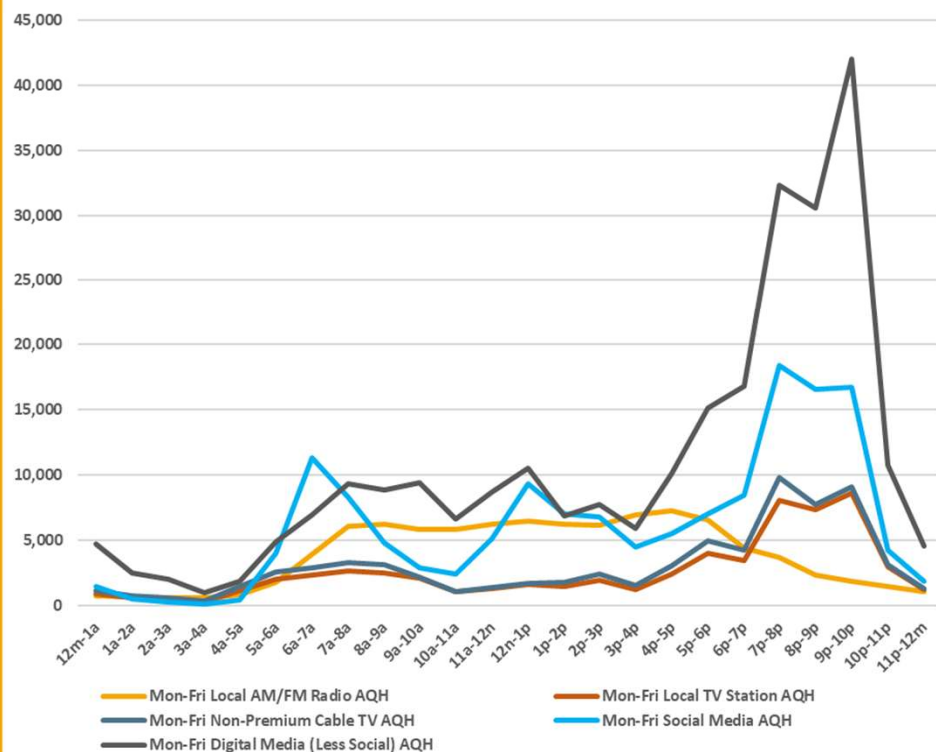
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
WDC DMA Adults 18 or older



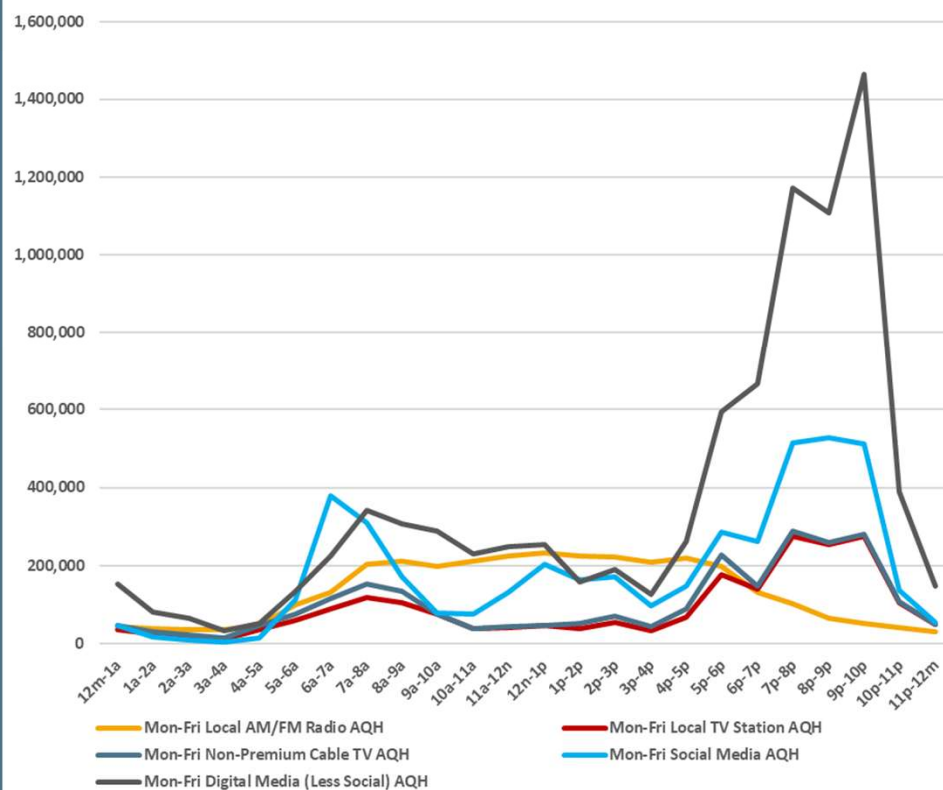


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 9,454;
Social Media: 6,436; Local Radio: 6,008; Non-Prem. Cable: 2,588; Local TV: 2,164 reaching
Adults 18 or older who Listened to K-LOVE and/or AIR1 in the past 7 days.

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who Listened to K-LOVE and/or AIR1 in
the past 7 days



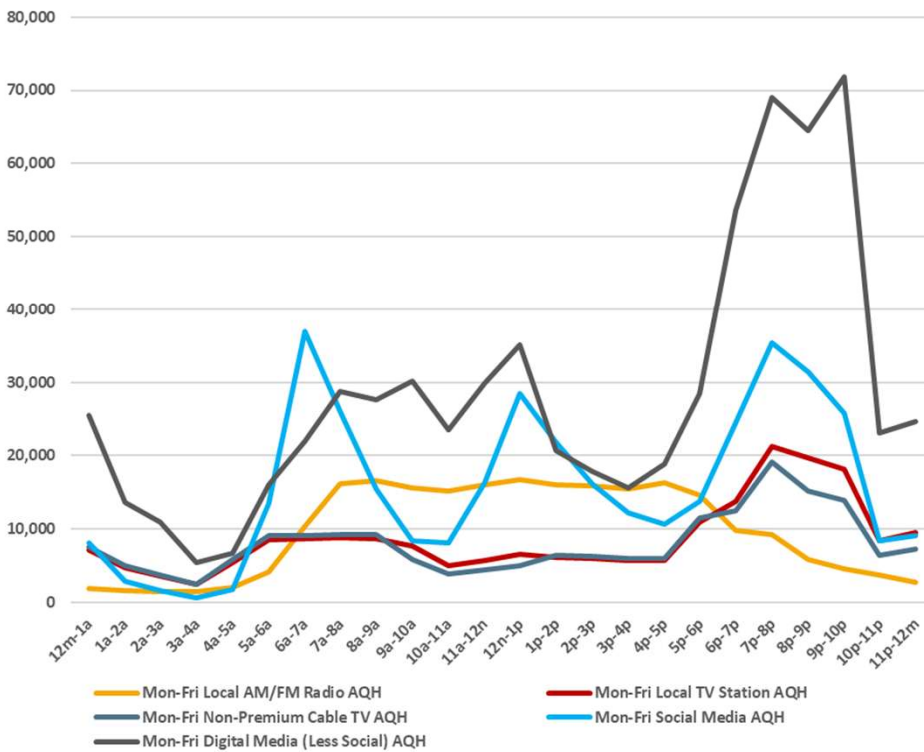
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
SEA Metro Area Adults 18 or older



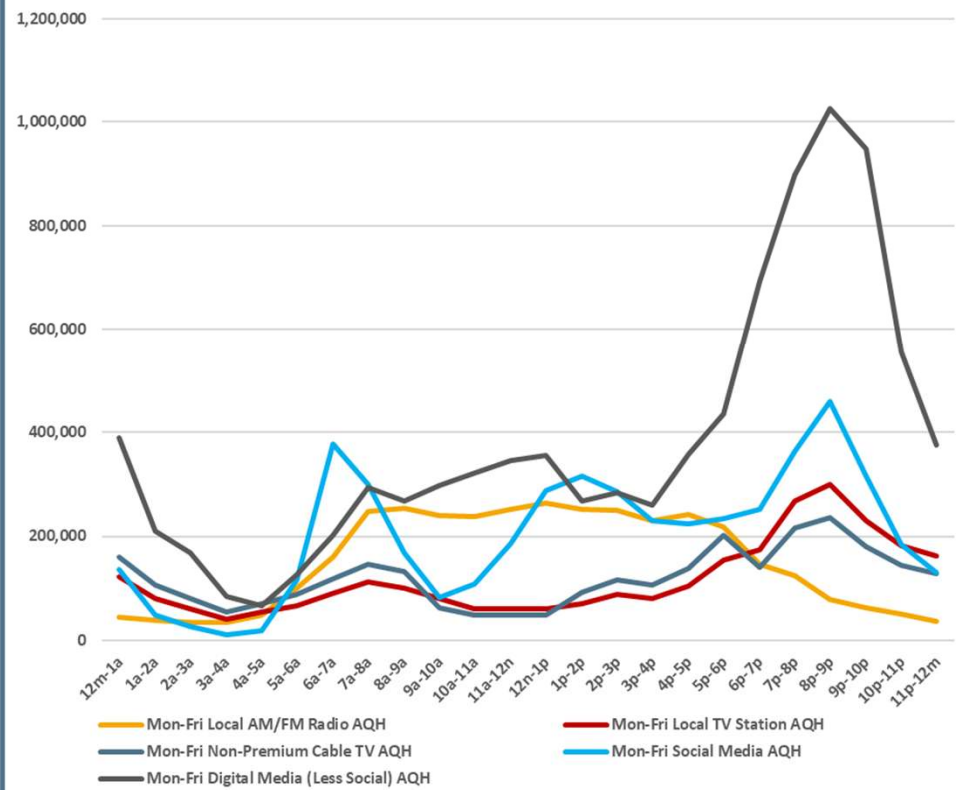


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 27,066;
Social Media: 18,344; Local Radio: 14,977; Local TV: 7,627; Non-Prem. Cable: 7,344
reaching Adults 18 or older who Listened to K-LOVE and/or AIR1 in the past 7 da

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who Listened to K-LOVE and/or AIR1 in
the past 7 days



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



PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 239
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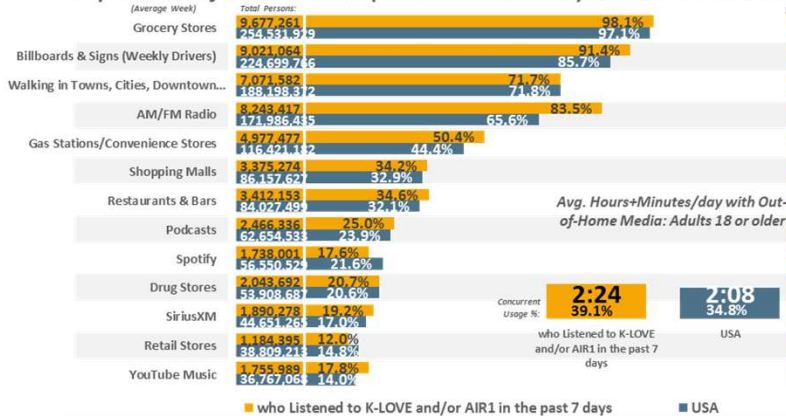
((Radio Stations: WAVE-FM OR Radio Stations: WKCL-FM OR Radio station websites visited/apps used past 7 days: WKCL-FM(klove.com) OR Radio Stations: WNLT-FM OR Radio Stations: WOBO-FM OR Radio Stations: WORL-FM OR Radio station websites visited/apps used past 7 days: WNLT-FM(klove.com) OR Radio station websites visited/apps used past 7 days: WOBO-FM(wobofm.com) OR Radio Stations: KMWA-FM OR Radio Stations: KAIZ-FM OR Radio Stations: KLPT-FM OR Radio Stations: KLVA-FM OR Radio Stations: KLVK-FM OR Radio Stations: KLSW-FM OR Radio Stations: KWAO-FM OR Radio station websites visited/apps used past 7 days: KLSW-FM(klove.com) OR Radio Stations: KDHX-FM OR Radio Stations: WAIW-FM OR Radio Stations: WLVW-FM OR Radio station websites visited/apps used past 7 days: WAIW-FM(air1.com) OR Radio station websites visited/apps used past 7 days: WLVW-FM(klove.com) OR Radio Stations: WFLV-FM OR Radio station websites visited/apps used past 7 days: WFLV 90.7 FM (klove.com))

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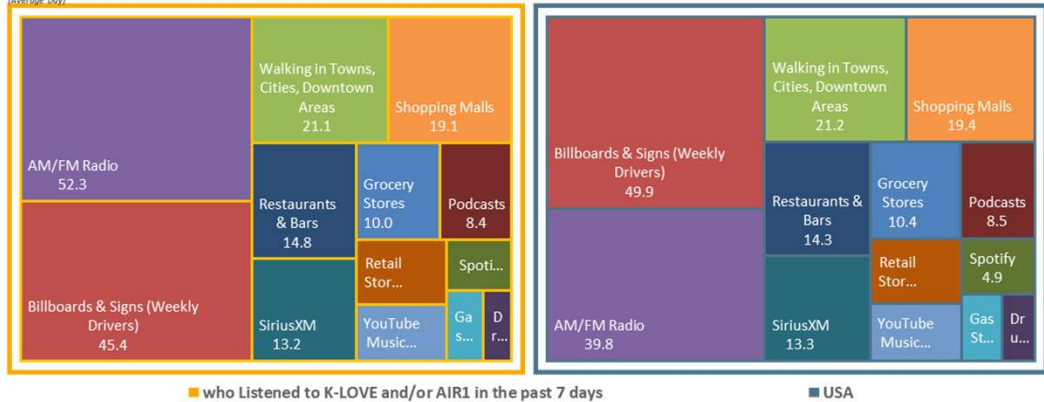


9,021,064 or 91.4% of Adults 18 or older who Listened to K-LOVE and/or AIR1 in the past 7 days spend an average of 45.4 minutes per day driving, seeing Billboards and Signs. 60.7% Listen to Local Radio Stations Out-of-Home for an average of 47.8 minutes/d

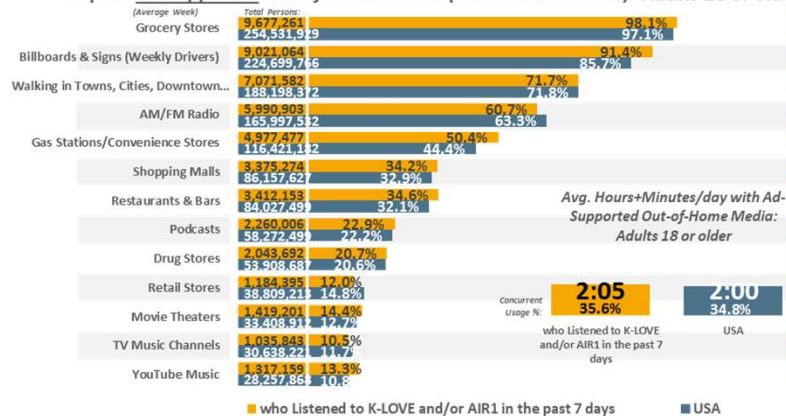
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



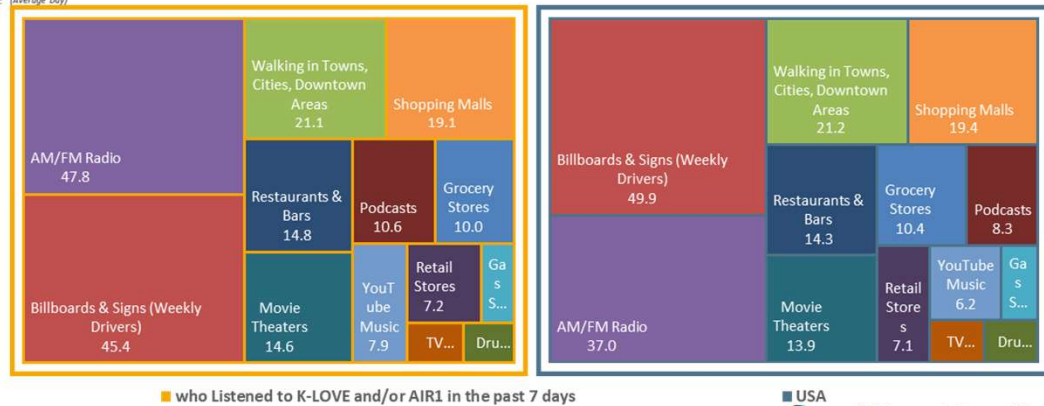
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



USA USA Projection Scarborough R1 2026: Sep24-Feb26 Qual Intab 972
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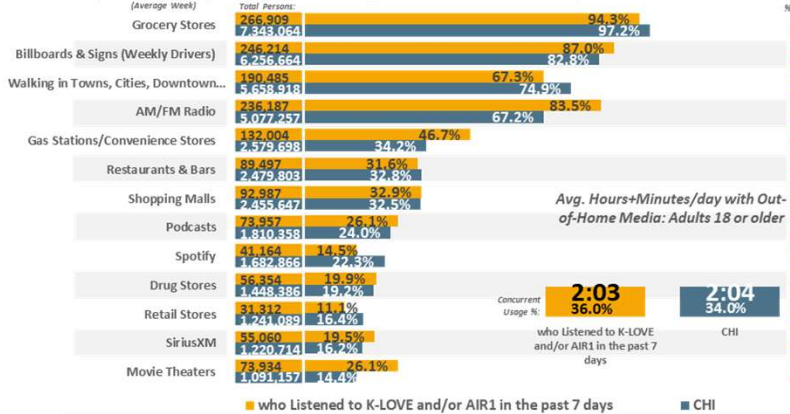
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((Radio Stations: WAVE-FM OR Radio Stations: WKLT-FM OR Radio station websites visited/apps used past 7 days: WKLT-FM(klove.com) OR Radio Stations: WNL-FM OR Radio Stations: WOBO-FM OR Radio Stations: WOR-FM OR Radio station websites visited/apps used past 7 days: WNL-FM(klove.com) OR Radio station websites visited/apps used past 7 days: WOBO-FM(wobofm.com) OR Radio Stations: KMWA-FM OR Radio Stations: KAIZ-FM OR Radio Stations: KLPT-FM OR Radio Stations: KLVA-FM OR Radio Stations: KLVK-FM OR Radio Stations: KLSW-FM OR Radio Stations: KWAO-FM OR Radio station websites visited/apps used past 7 days: KLSW-FM(klove.com) OR Radio Stations: KDHX-FM OR Radio Stations: WAIV-FM OR Radio Stations: WLVW-FM OR Radio station websites visited/apps used past 7 days: WAIV-FM(air1.com) OR Radio station websites visited/apps used past 7 days: WLVW-FM(klove.com) OR Radio Stations: WFLV-FM OR Radio station websites visited/apps used past 7 days: WFLV 90.7 FM (klove.com))

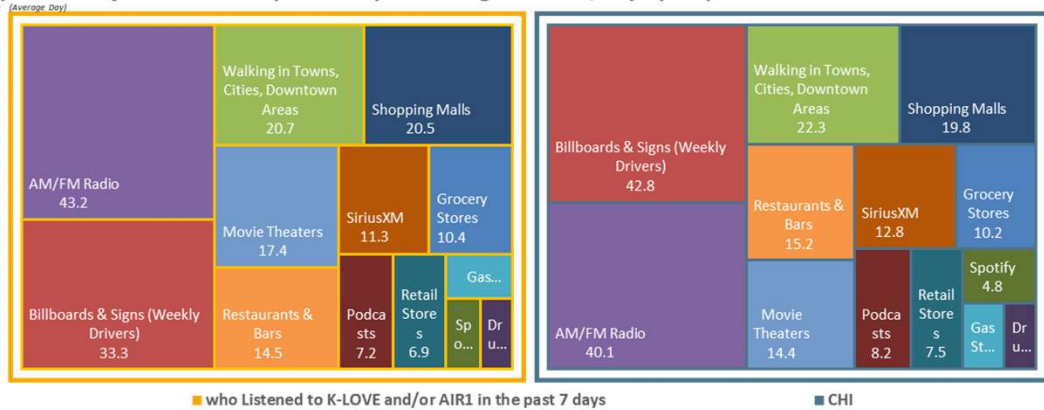


246,214 or 87.% of Adults 18 or older who Listened to K-LOVE and/or AIR1 in the past 7 days spend an average of 33.3 minutes per day driving, seeing Billboards and Signs. 51.2% Listen to Local Radio Stations Out-of-Home for an average of 38.2 minutes/day.

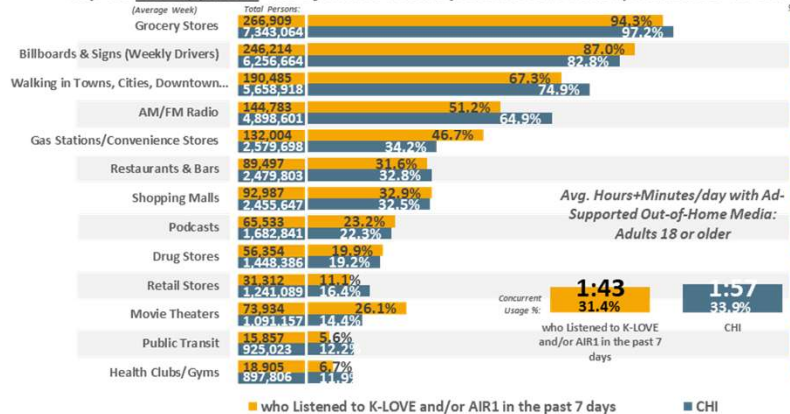
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



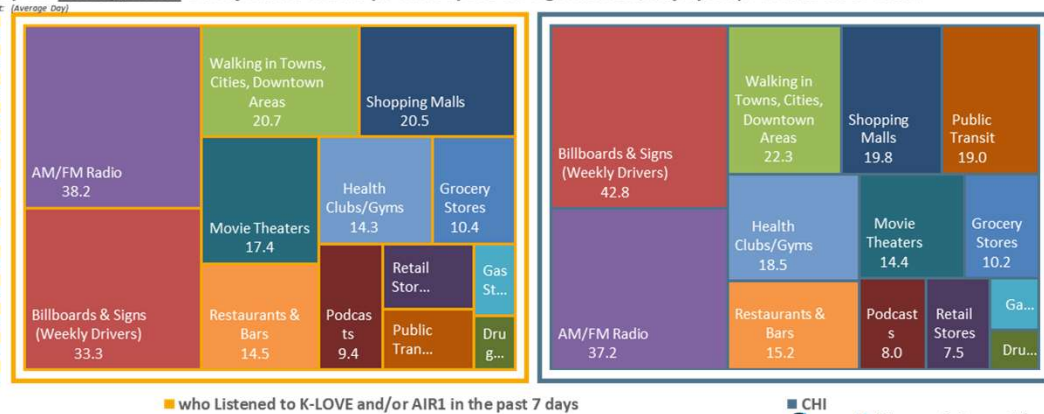
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 181
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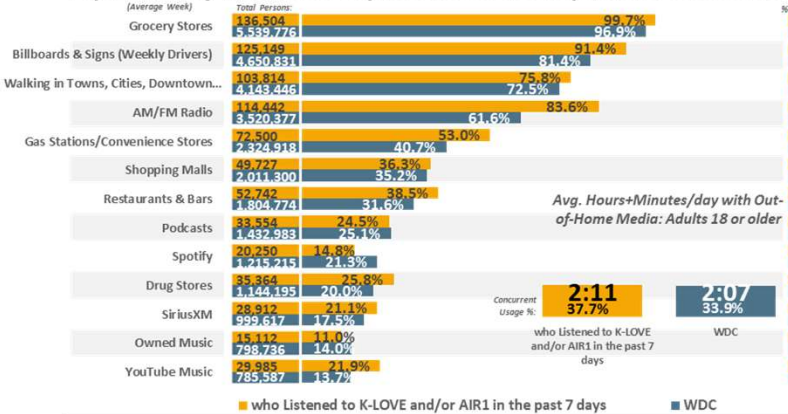
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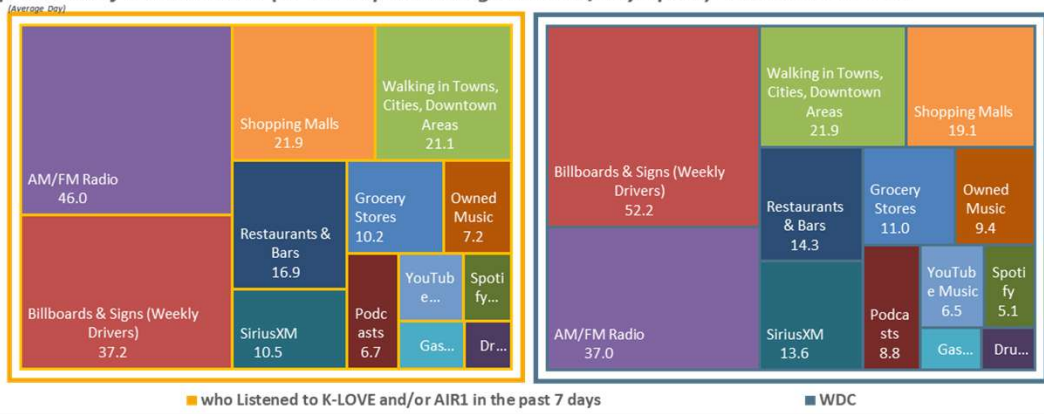


125,149 or 91.4% of Adults 18 or older who Listened to K-LOVE and/or AIR1 in the past 7 days spend an average of 37.2 minutes per day driving, seeing Billboards and Signs. 60.7% Listen to Local Radio Stations Out-of-Home for an average of 42.4 minutes/day

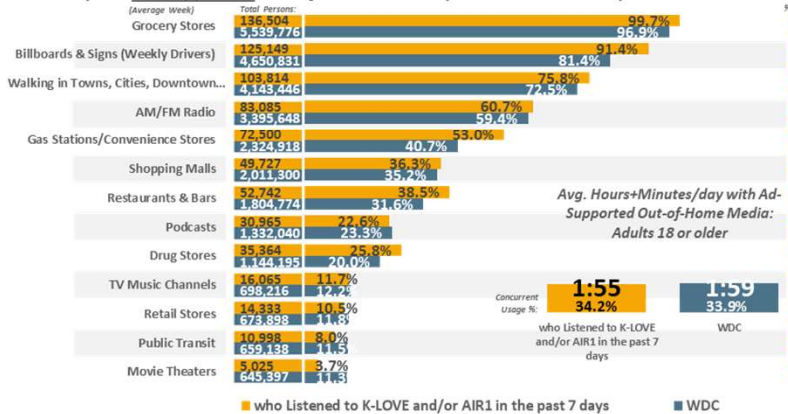
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



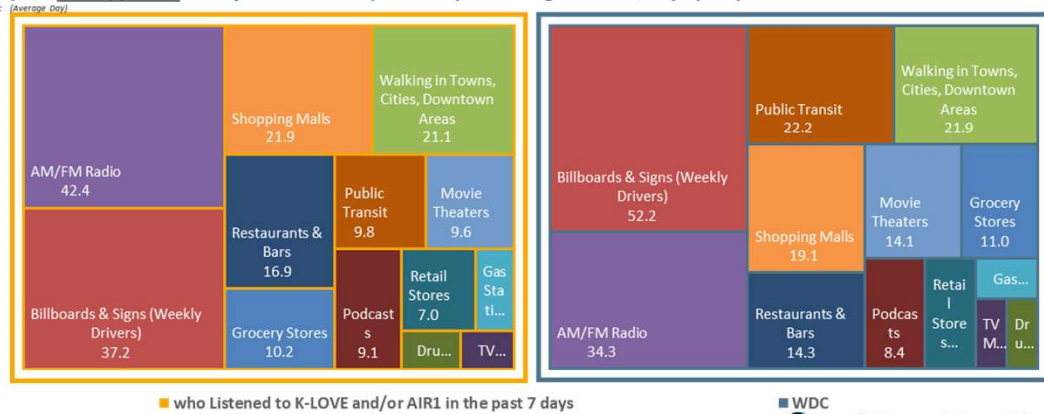
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



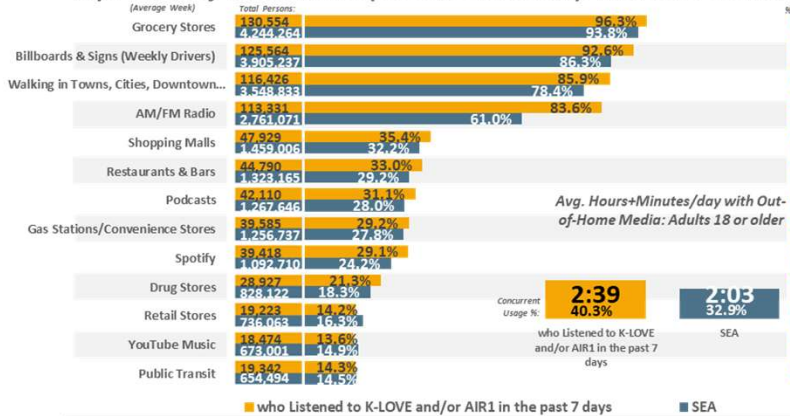
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older





125,564 or 92.6% of Adults 18 or older who Listened to K-LOVE and/or AIR1 in the past 7 days spend an average of 51.9 minutes per day driving, seeing Billboards and Signs. 57.8% Listen to Local Radio Stations Out-of-Home for an average of 45.8 minutes/day

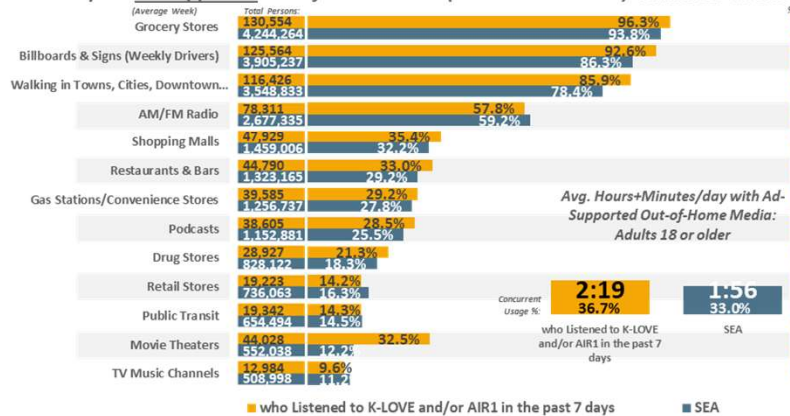
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



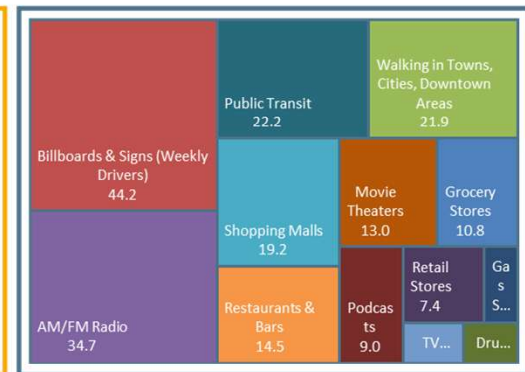
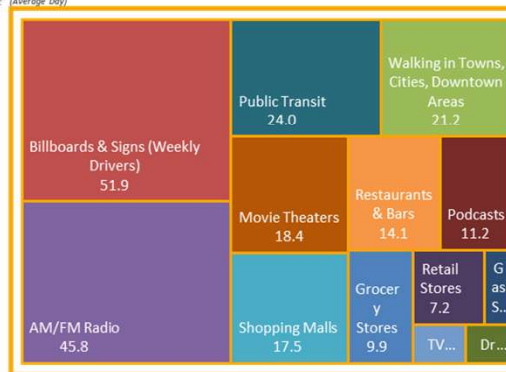
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



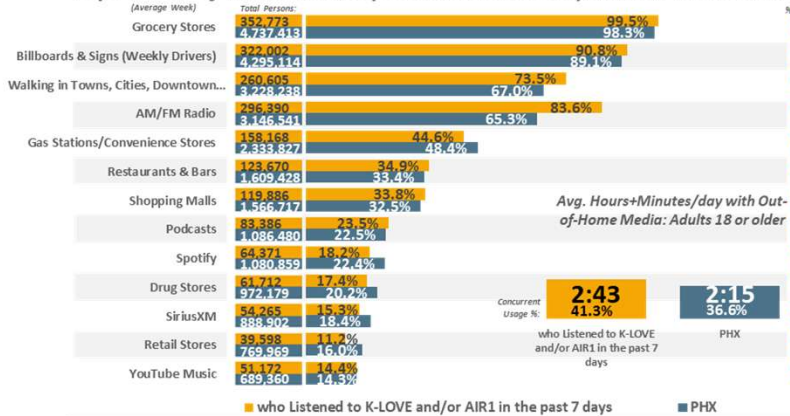
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



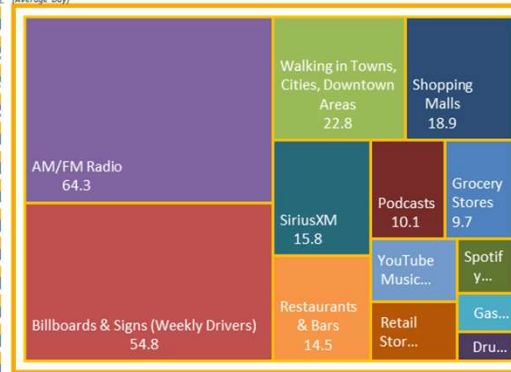


322,002 or 90.8% of Adults 18 or older who Listened to K-LOVE and/or AIR1 in the past 7 days spend an average of 54.8 minutes per day driving, seeing Billboards and Signs. 55.% Listen to Local Radio Stations Out-of-Home for an average of 58.4 minutes/day.

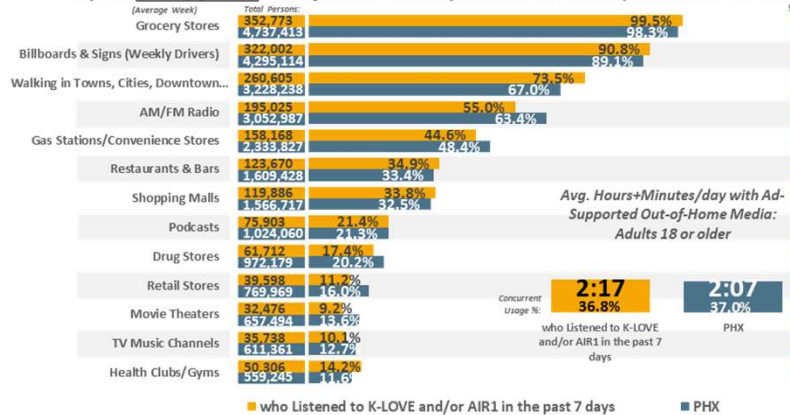
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



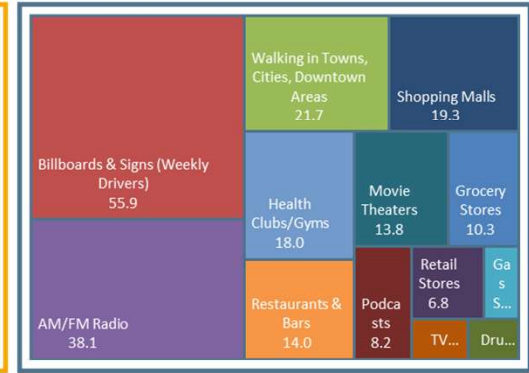
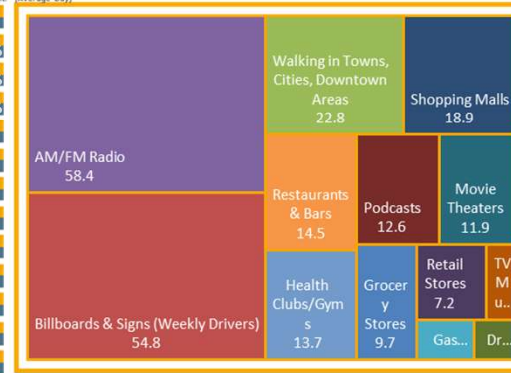
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 239
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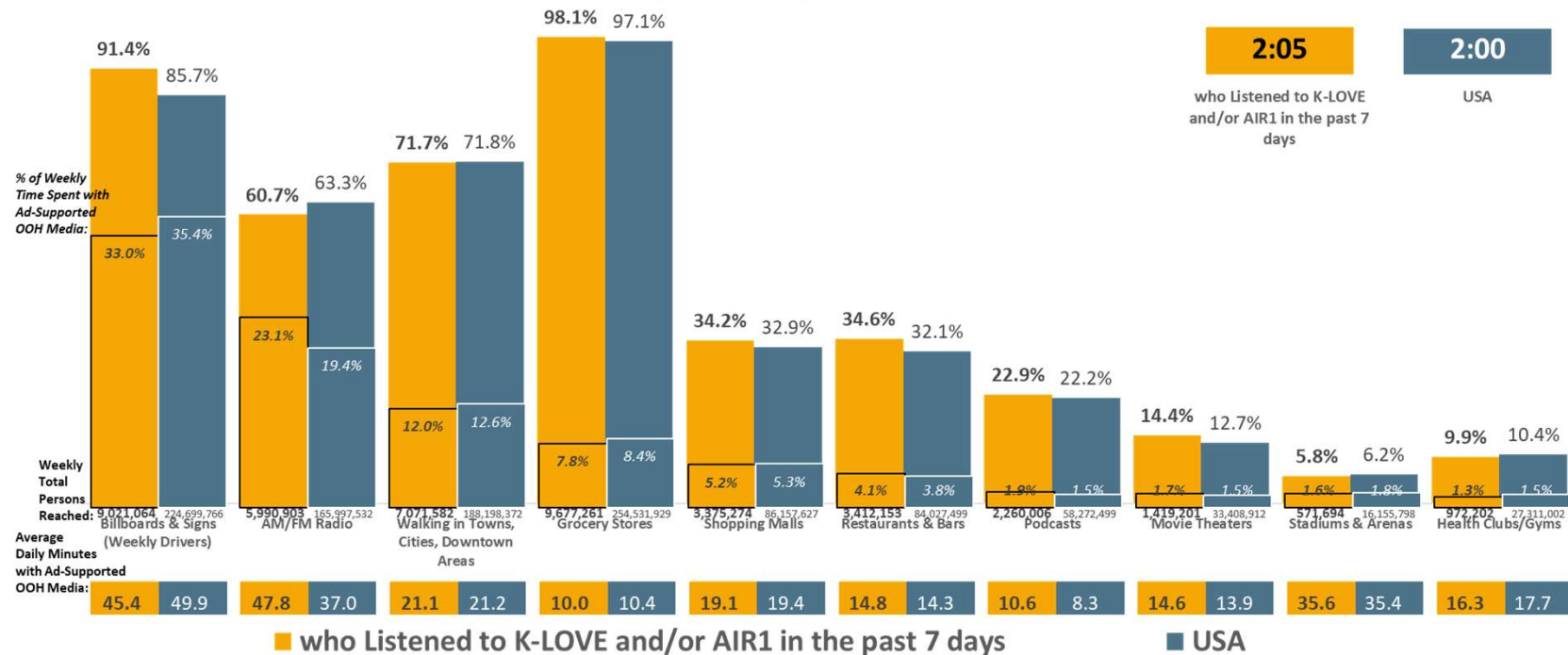


9,021,064 or 91.4% of Adults 18 or older who Listened to K-LOVE and/or AIR1 in the past 7 days spend an average of 45.4 minutes per day driving, seeing Billboards and Signs representing 33.0% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



USA USA Projection Scarborough R1 2026: Sep24-Feb26 Qual Intab 972 Scarborough R1 2026: Sep24-Feb26 USA Projection Scarborough R1 2026: Sep24-Feb26 Qual Intab 25,257
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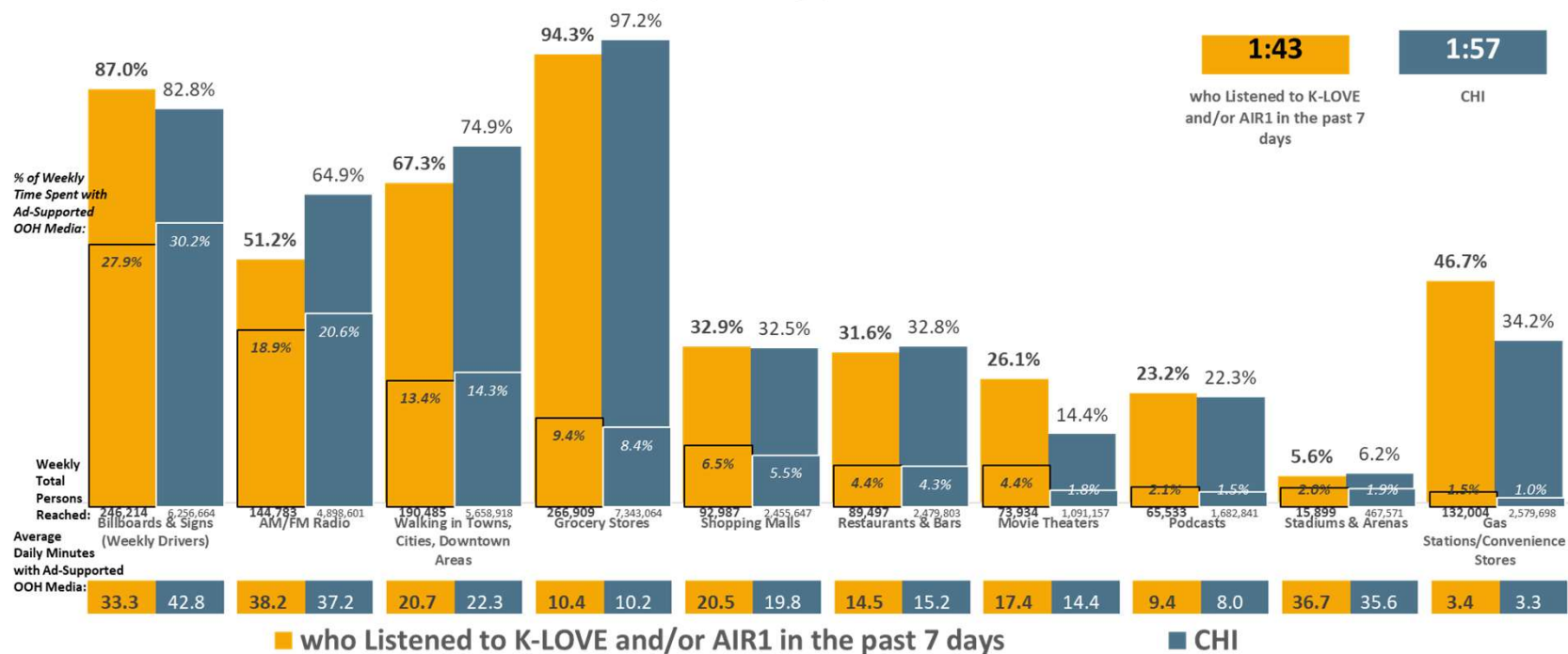


246,214 or 87.% of Adults 18 or older who Listened to K-LOVE and/or AIR1 in the past 7 days spend an average of 33.3 minutes per day driving, seeing Billboards and Signs representing 27.9% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



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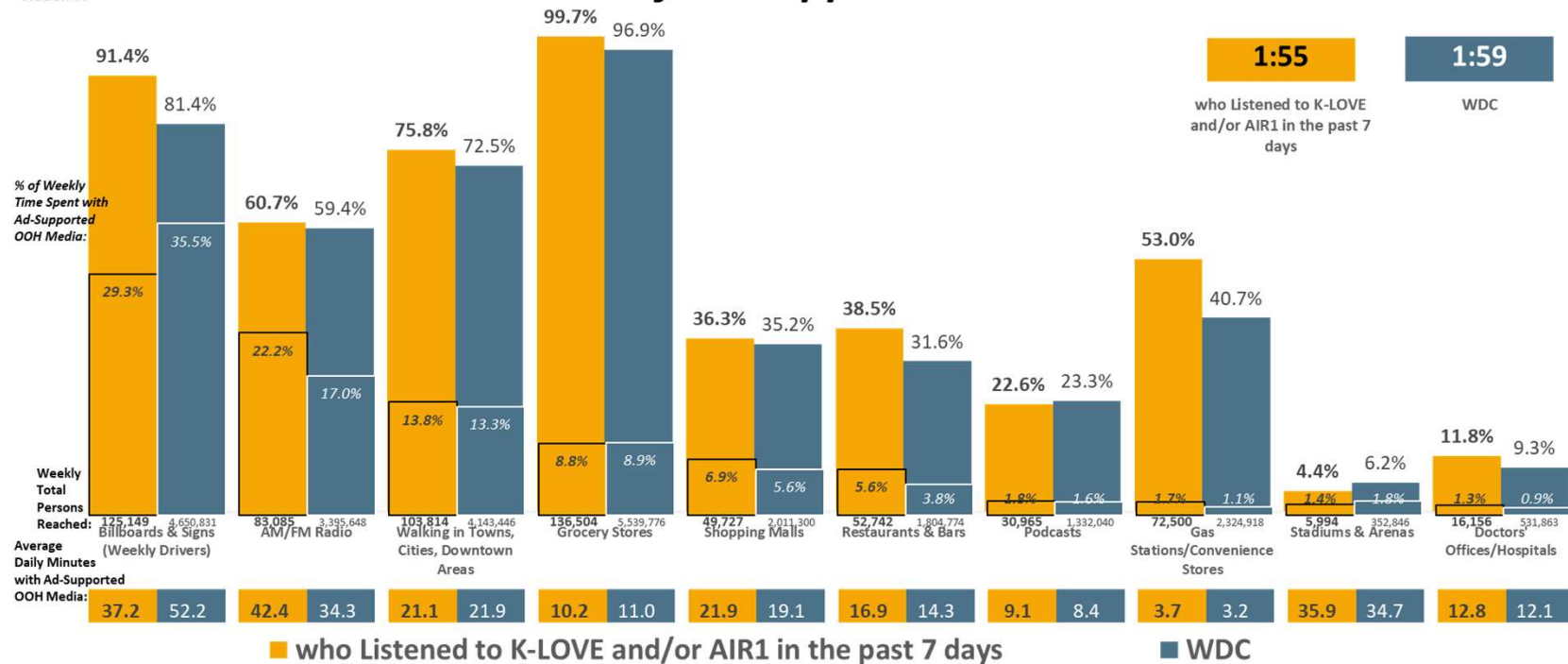


125,149 or 91.4% of Adults 18 or older who Listened to K-LOVE and/or AIR1 in the past 7 days spend an average of 37.2 minutes per day driving, seeing Billboards and Signs representing 29.3% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 139 WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,919
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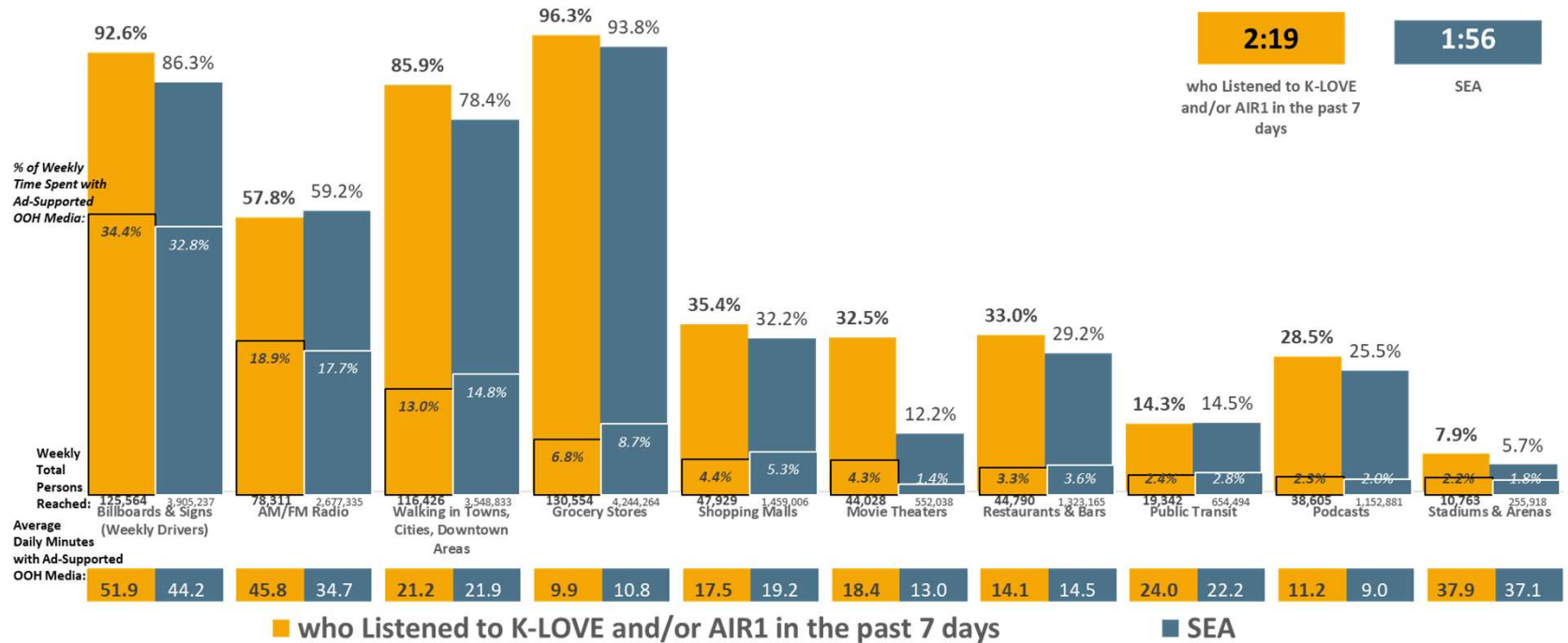


125,564 or 92.6% of Adults 18 or older who Listened to K-LOVE and/or AIR1 in the past 7 days spend an average of 51.9 minutes per day driving, seeing Billboards and Signs representing 34.4% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



SEA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 114 SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 3,986
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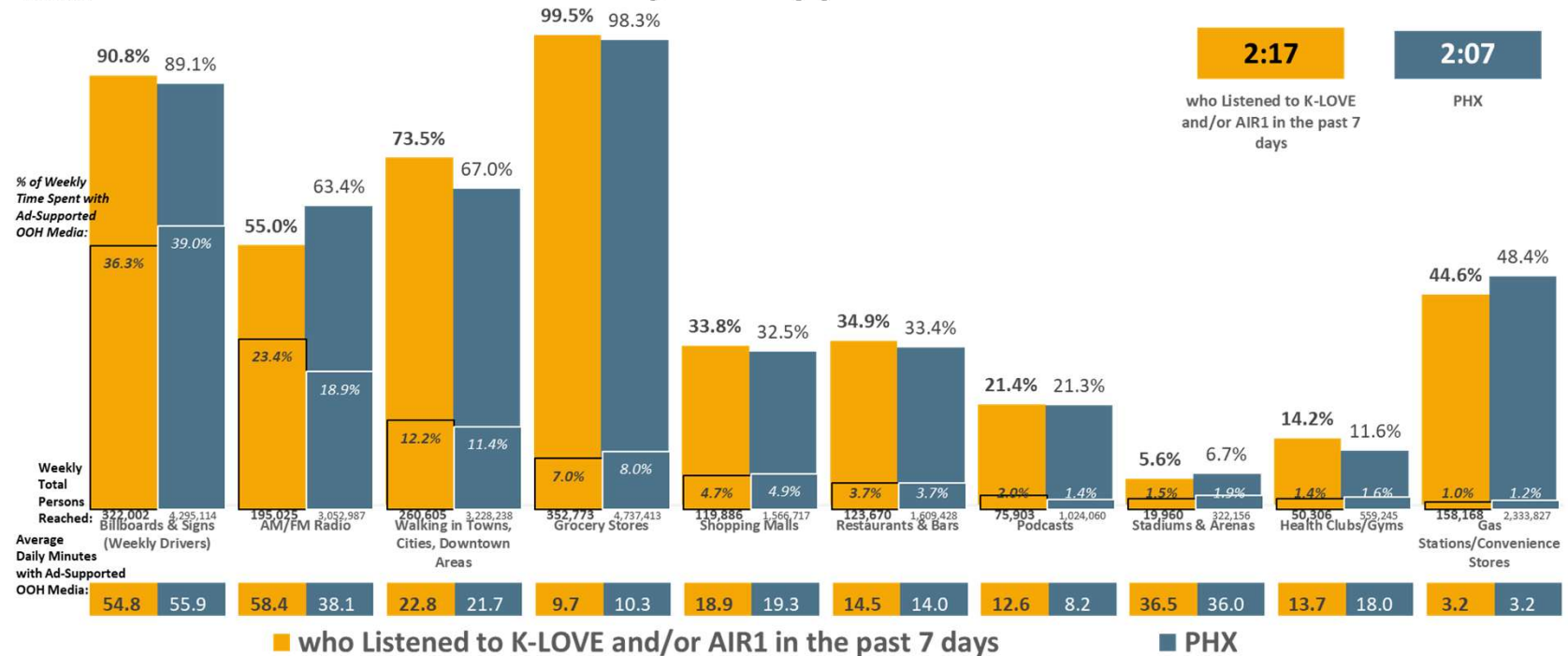


322,002 or 90.8% of Adults 18 or older who Listened to K-LOVE and/or AIR1 in the past 7 days spend an average of 54.8 minutes per day driving, seeing Billboards and Signs representing 36.3% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 239
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PHOENIX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 2,406

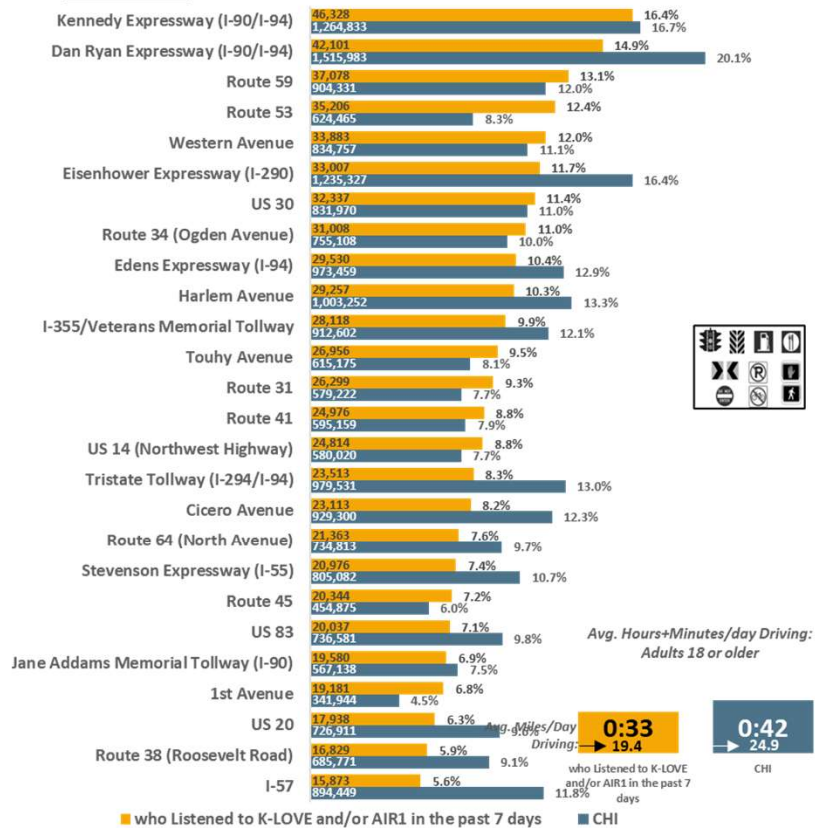
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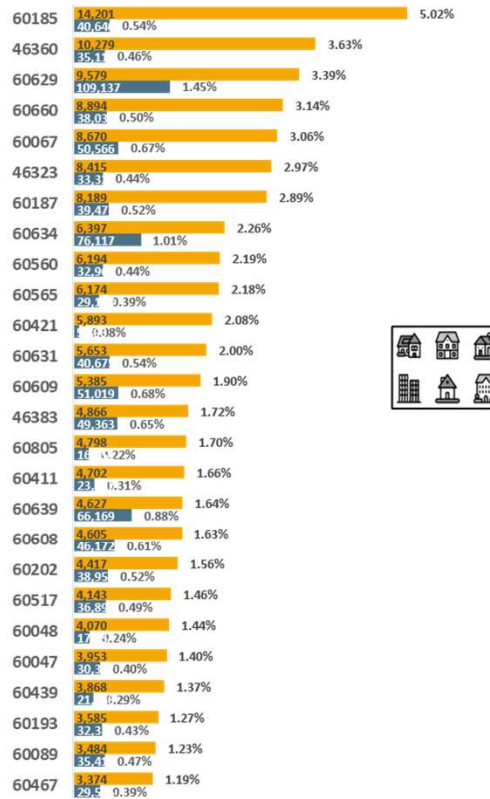


246,214 or 87.% of Adults 18 or older who Listened to K-LOVE and/or AIR1 in the past 7 days spend an average of 33.3 minutes per day driving an average of 19.4 miles each day and are 50.5% more likely to use Route 53 than the Metro average.

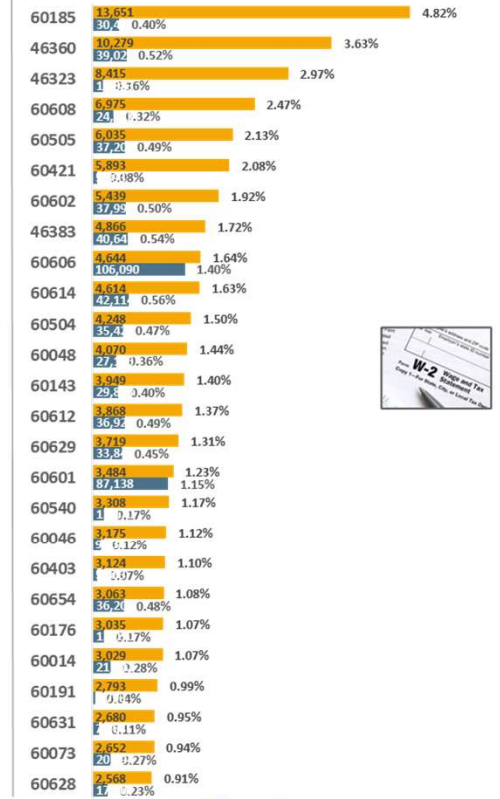
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



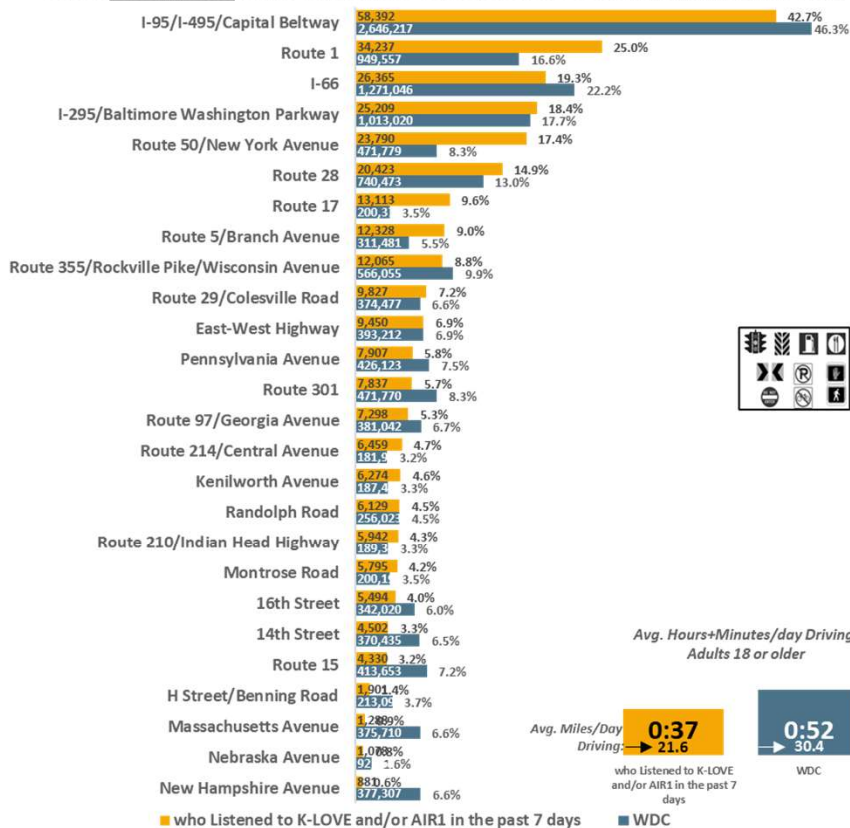
Top-26 Employment Zip Codes: Adults 18 or older



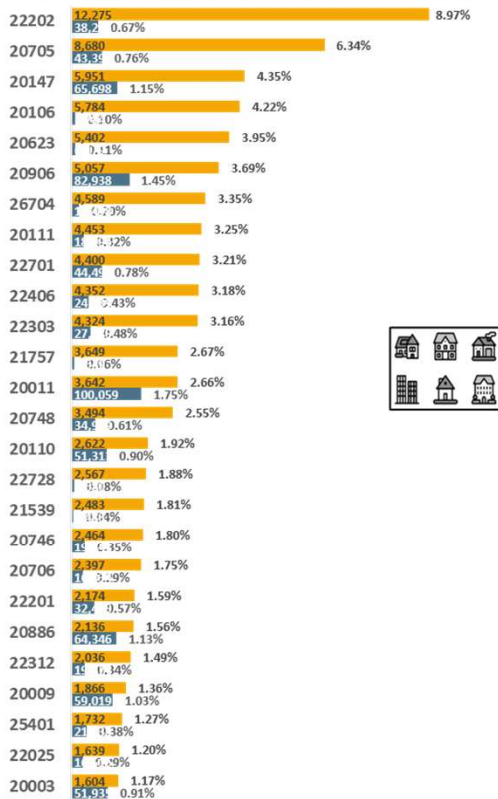


125,149 or 91.4% of Adults 18 or older who Listened to K-LOVE and/or AIR1 in the past 7 days spend an average of 37.2 minutes per day driving an average of 21.6 miles each day and are 173.2% more likely to use Route 17 than the Metro average.

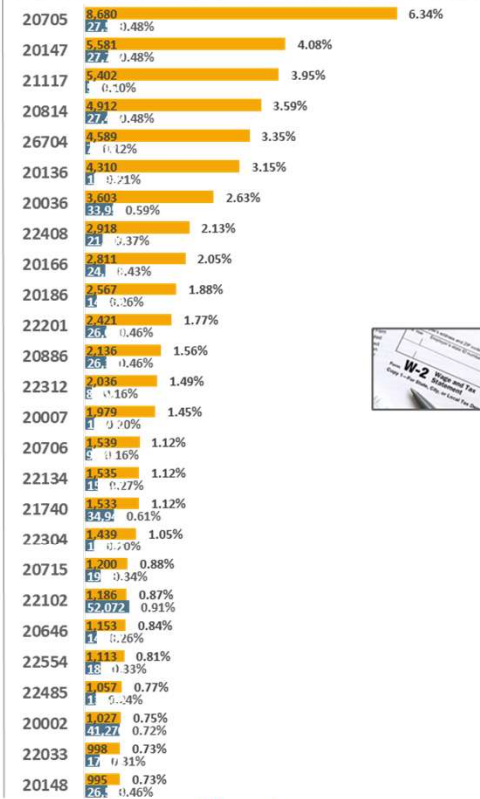
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



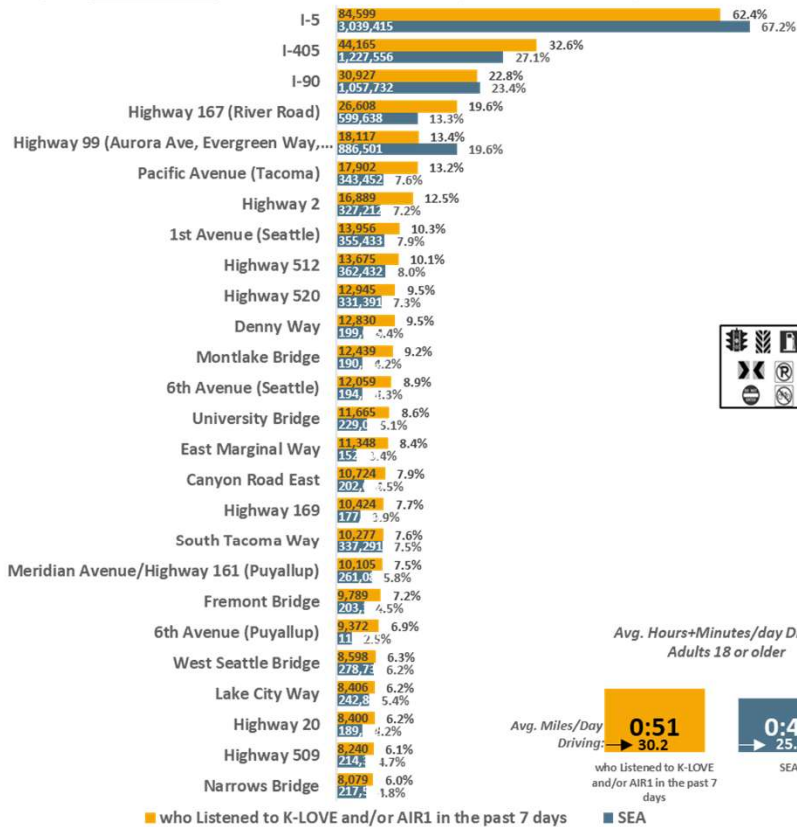
Top-26 Employment Zip Codes: Adults 18 or older





125,564 or 92.6% of Adults 18 or older who Listened to K-LOVE and/or AIR1 in the past 7 days spend an average of 51.9 minutes per day driving an average of 30.2 miles each day and are 147.9% more likely to use East Marginal Way than the Metro average.

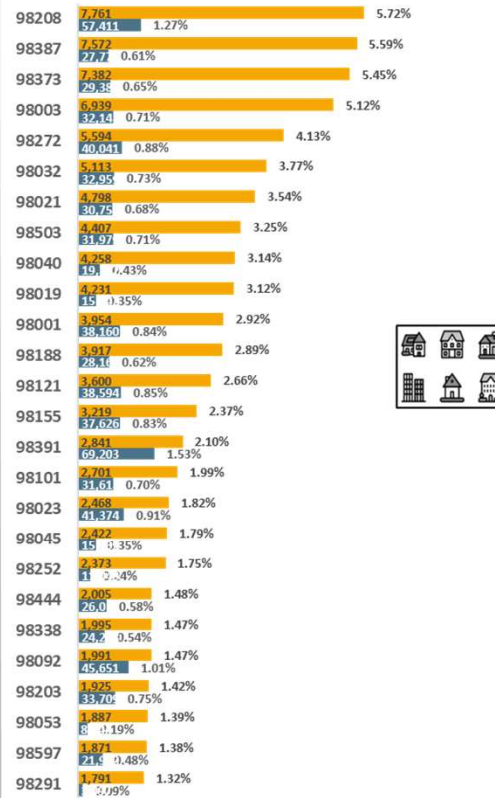
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



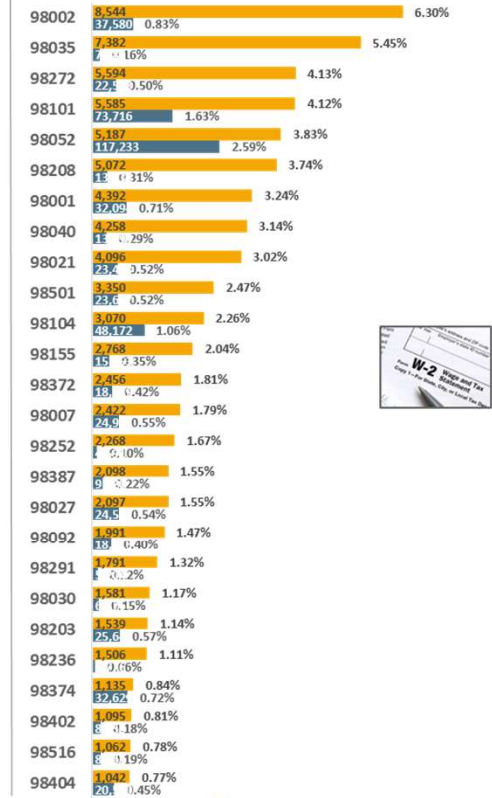
Avg. Hours+Minutes/day Driving:
Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older

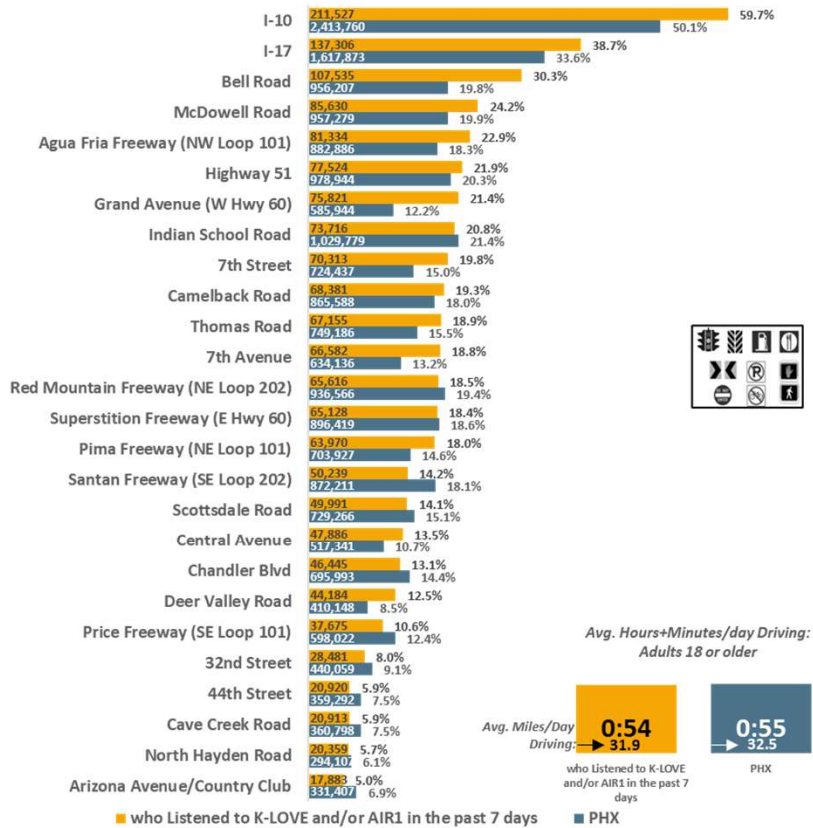


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322,002 or 90.8% of Adults 18 or older who Listened to K-LOVE and/or AIR1 in the past 7 days spend an average of 54.8 minutes per day driving an average of 31.9 miles each day and are 75.9% more likely to use Grand Avenue (W Hwy 60) than the Metro average

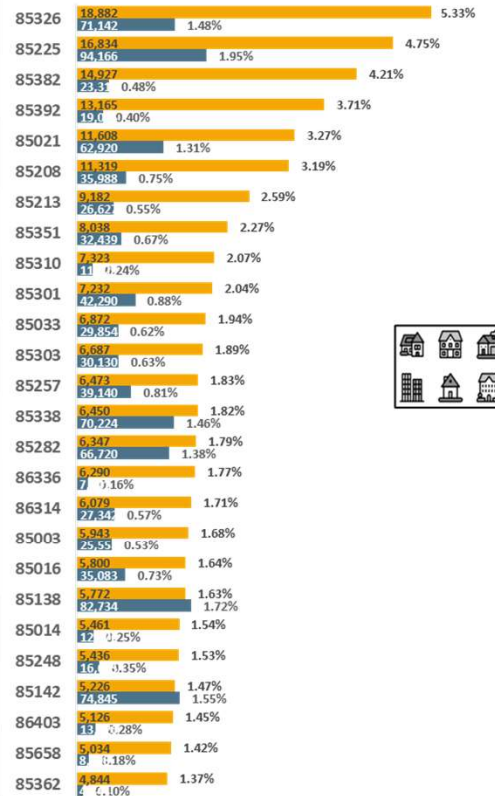
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



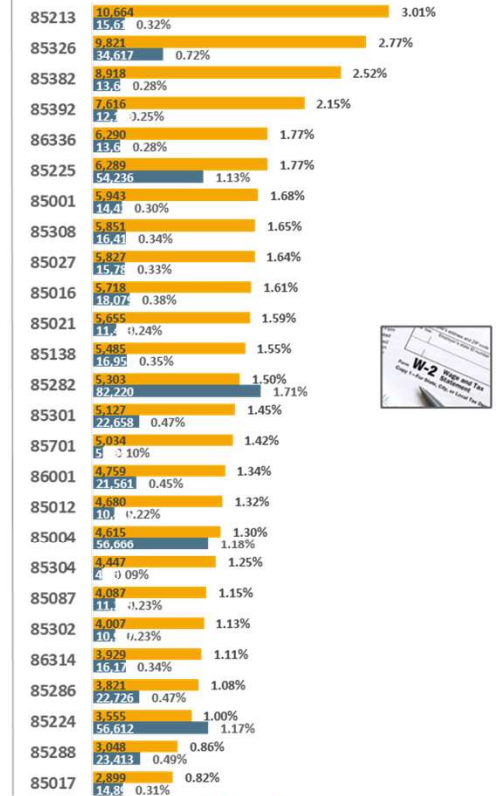
Avg. Hours+Minutes/day Driving:
Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older

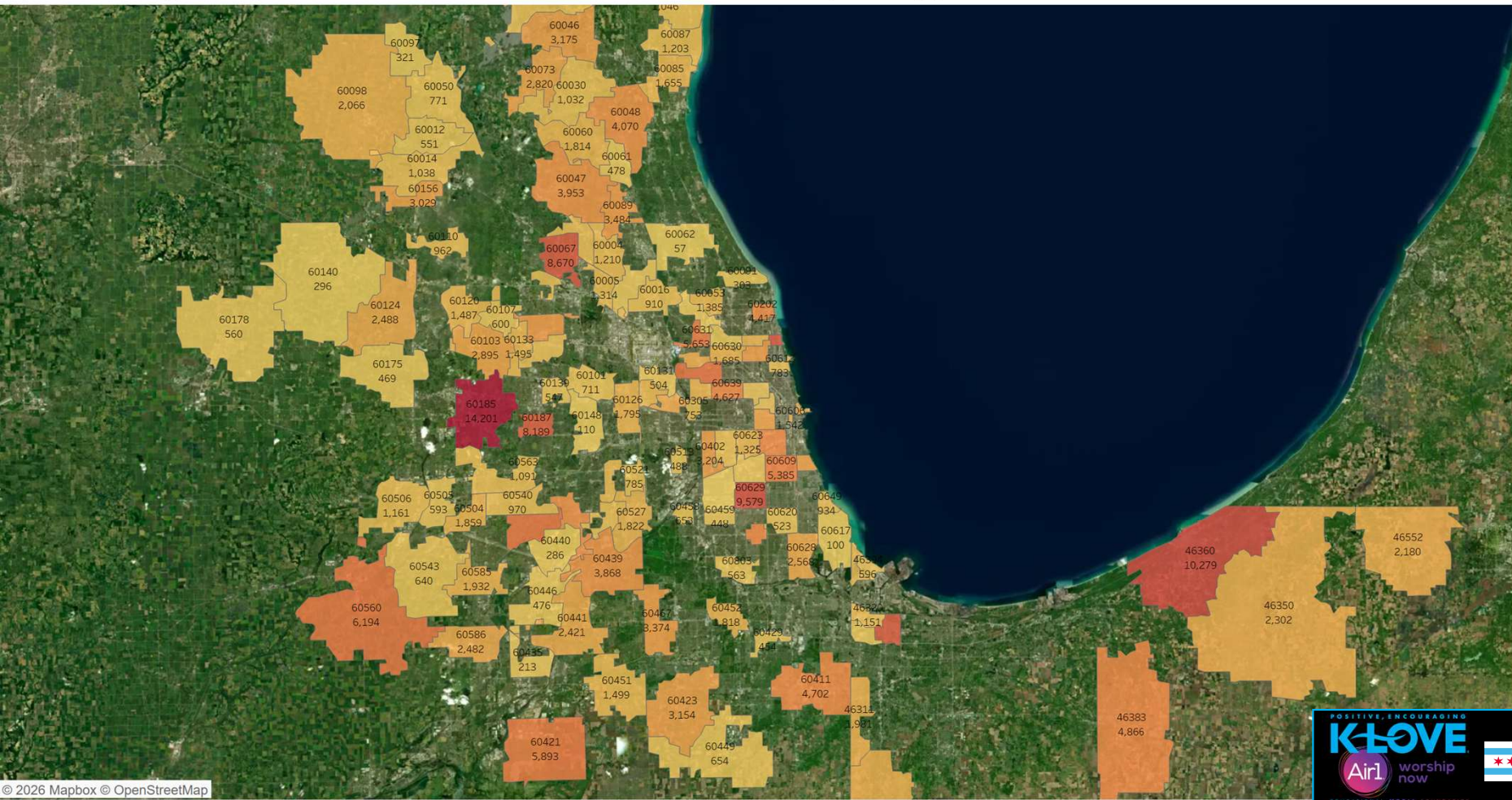


Top-26 Employment Zip Codes: Adults 18 or older



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Top Residential Zip Codes: (Adults 18 or older who Listened to K-LOVE and/or AIR1 in the past 7 days)



SUM(Adults 18 or older...



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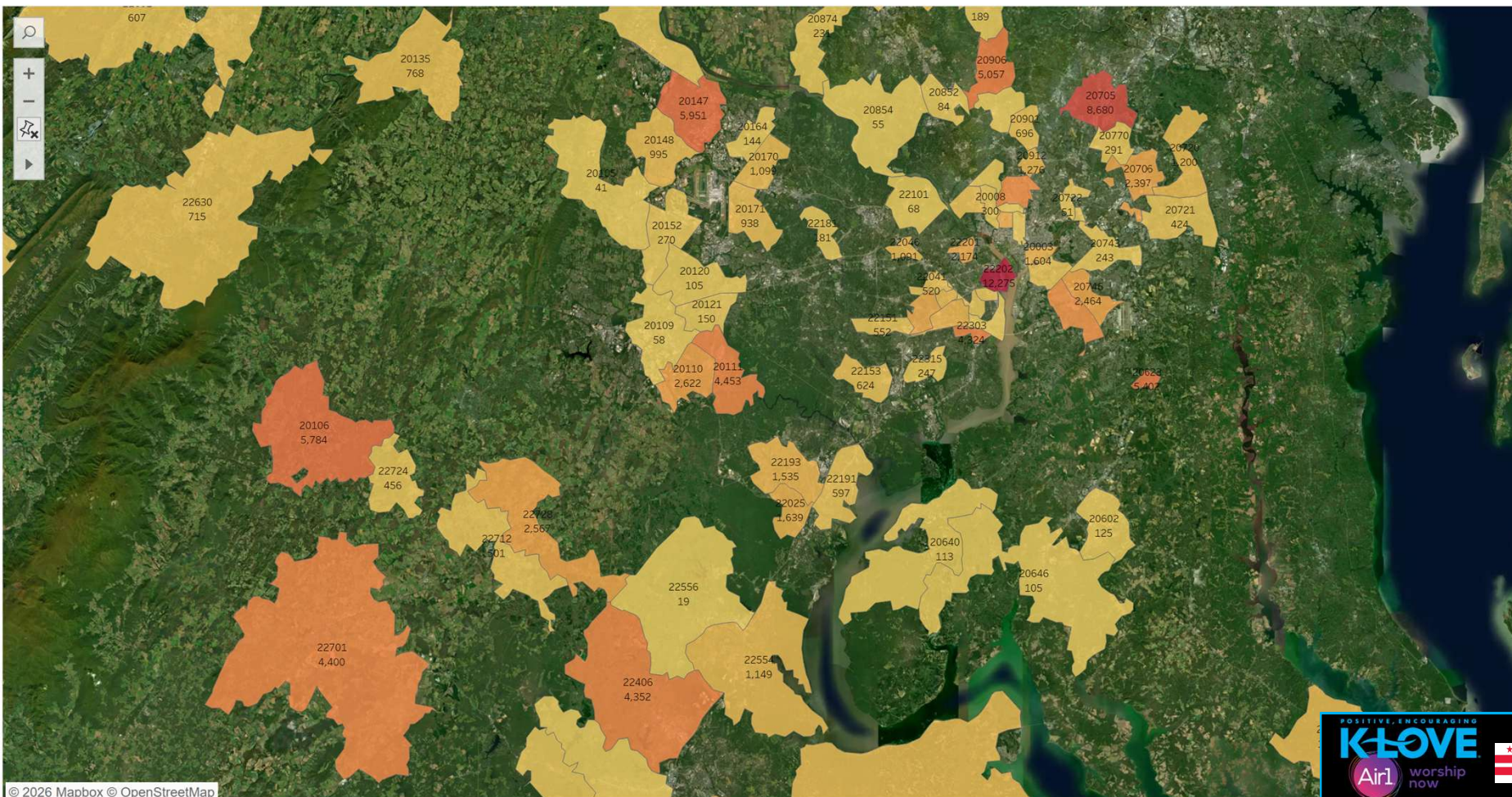
CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 181

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Top Residential Zip Codes: (Adults 18 or older who Listened to K-LOVE and/or AIR1 in the past 7 days)



SUM(Adults 18 or older...



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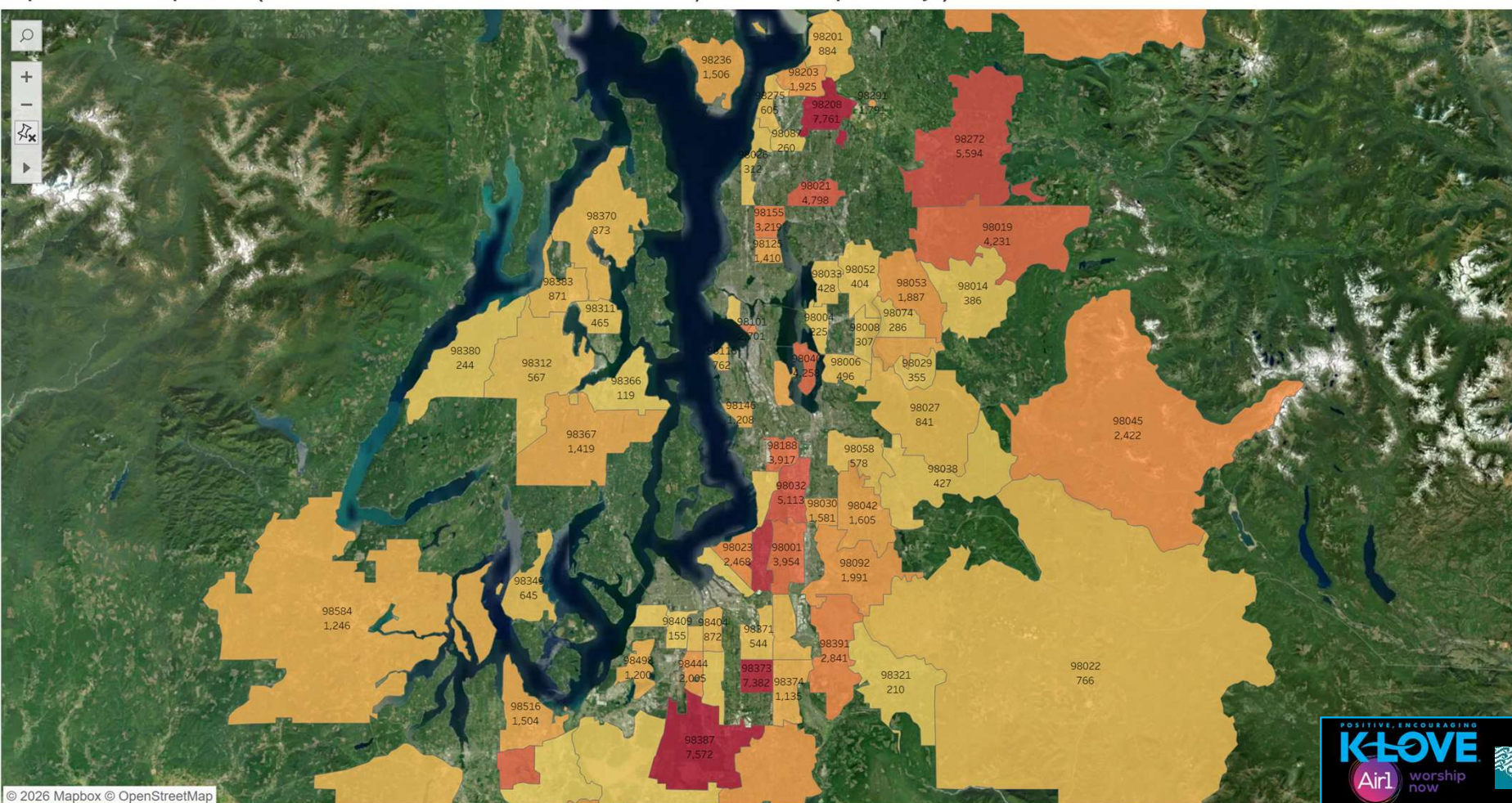
WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 139

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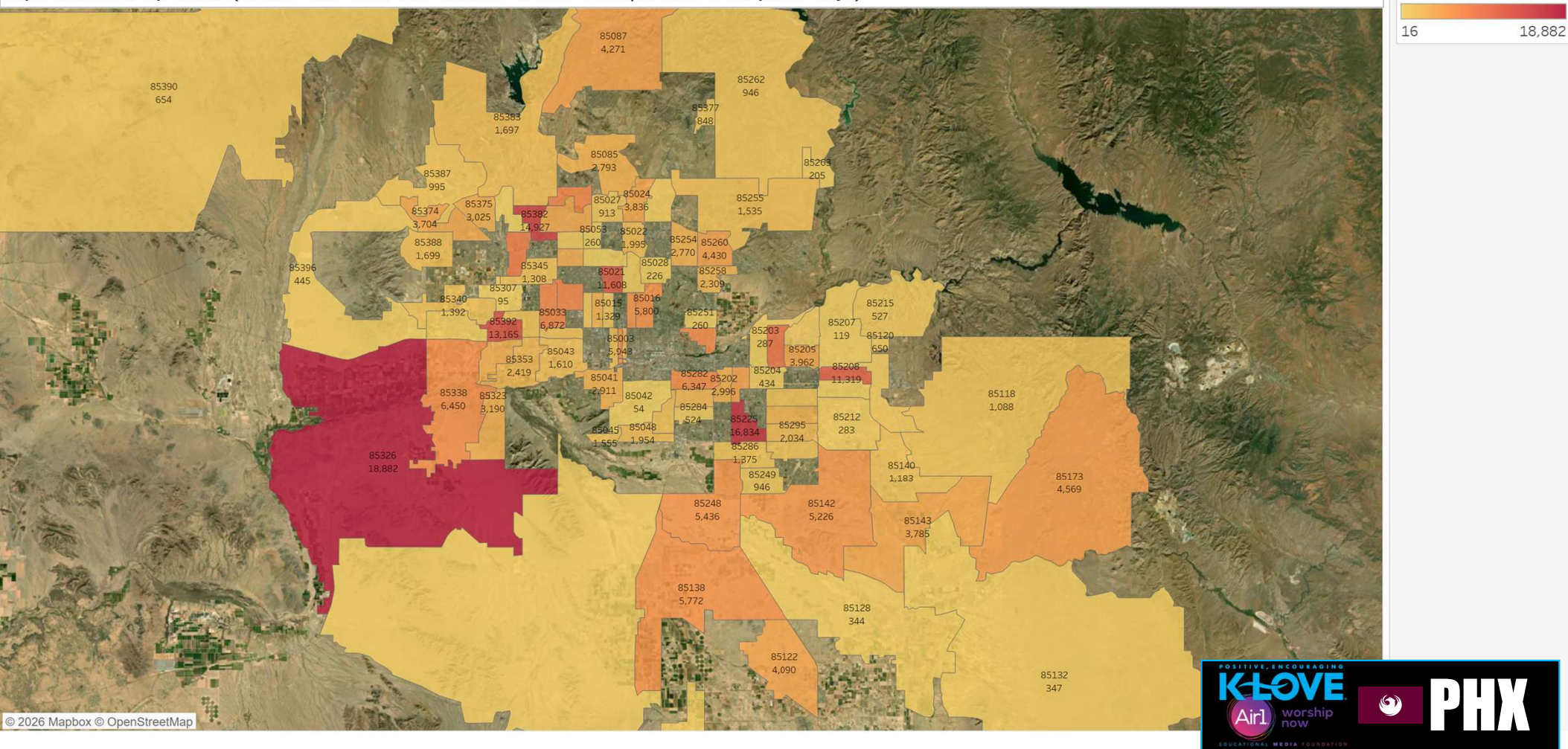
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Top Residential Zip Codes: (Adults 18 or older who Listened to K-LOVE and/or AIR1 in the past 7 days)



Top Residential Zip Codes: (Adults 18 or older who Listened to K-LOVE and/or AIR1 in the past 7 days)



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|-----|-----|----------------------------------|------------|-----|
| PHX | DMA | Scarborough R1 2026: Feb25-Feb26 | Qual Intab | 239 |
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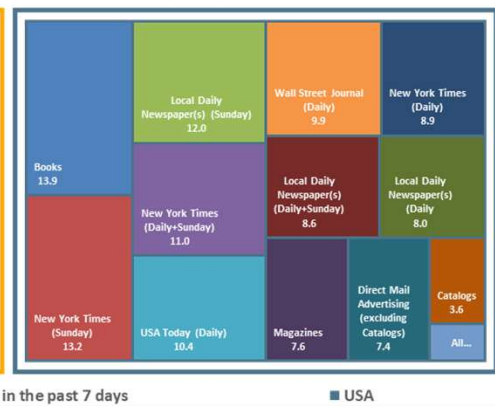
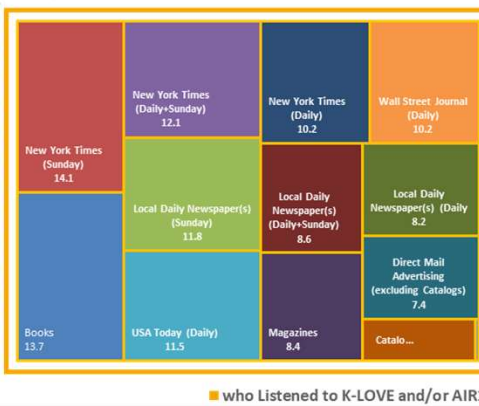
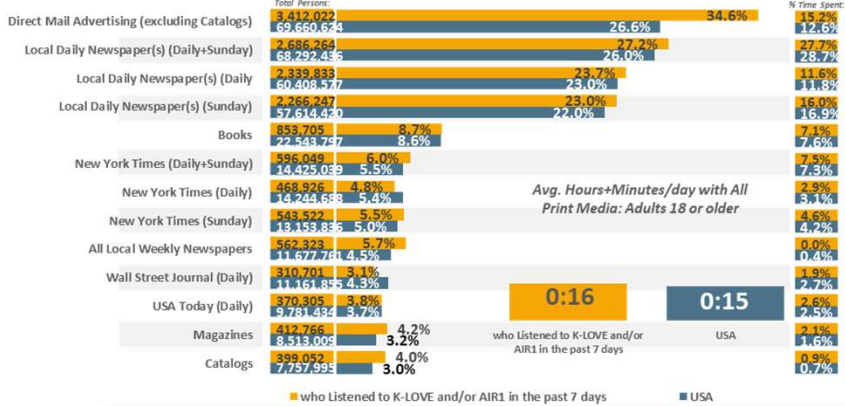
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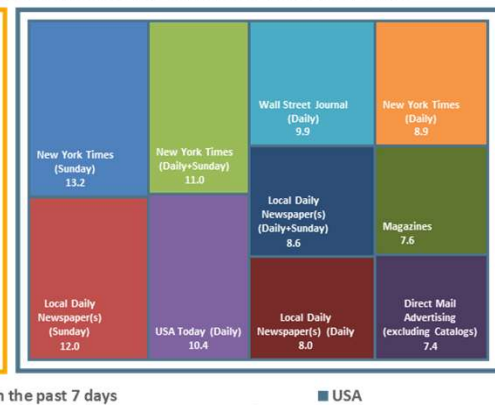
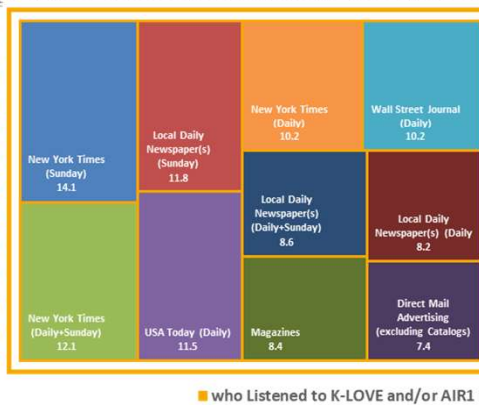
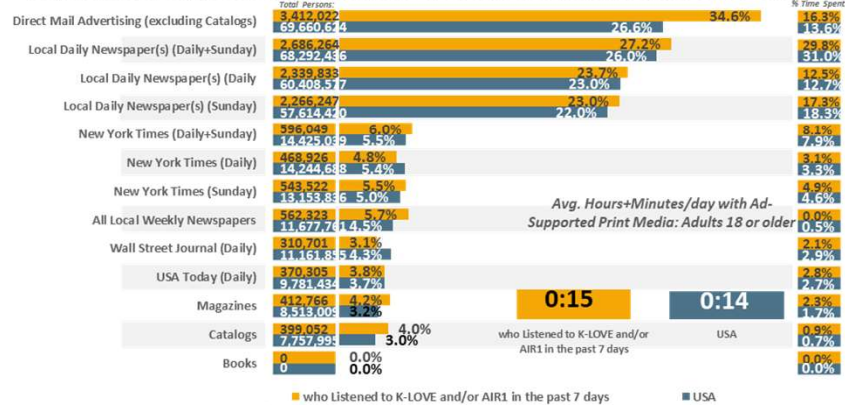


2,686,264 or 27.2% of Adults 18 or older who Listened to K-LOVE and/or AIR1 in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.6 minutes every day representing 29.8% of all time spent daily with All forms of Print Media.

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**



USA USA Projection Scarborough R1 2026: Sep24-Feb26 Qual Intab 972
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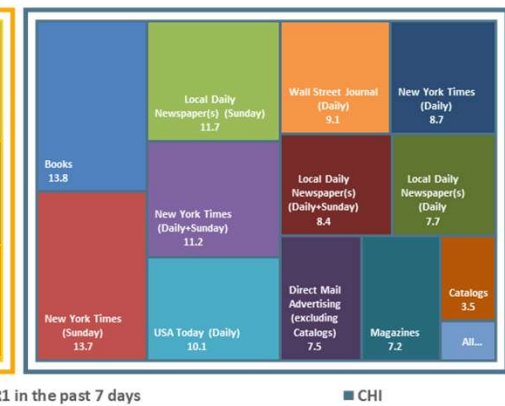
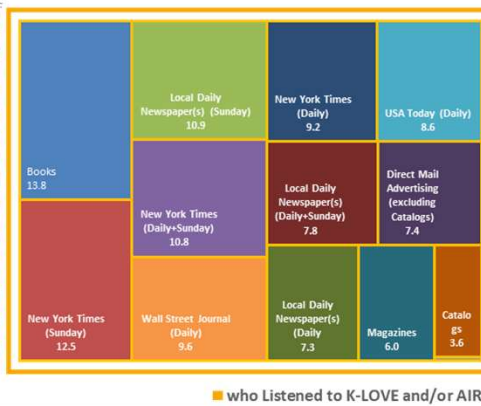
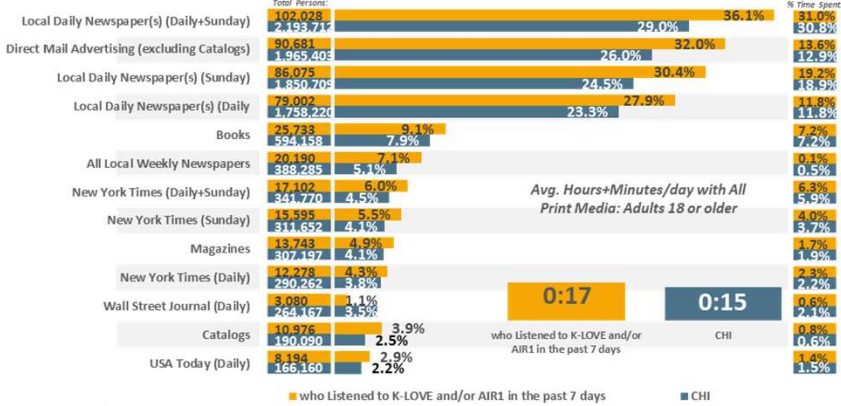
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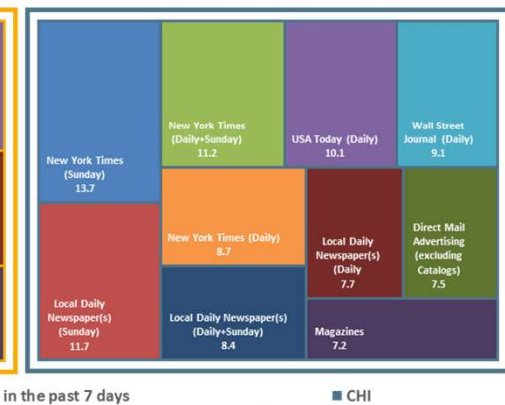
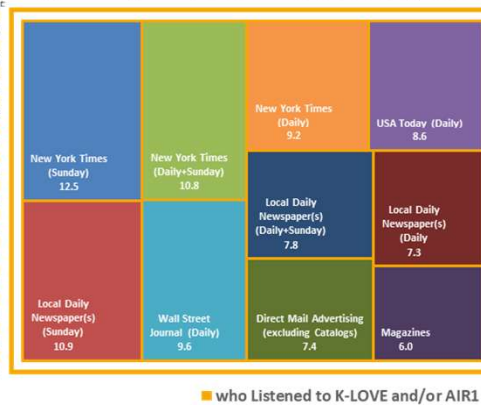
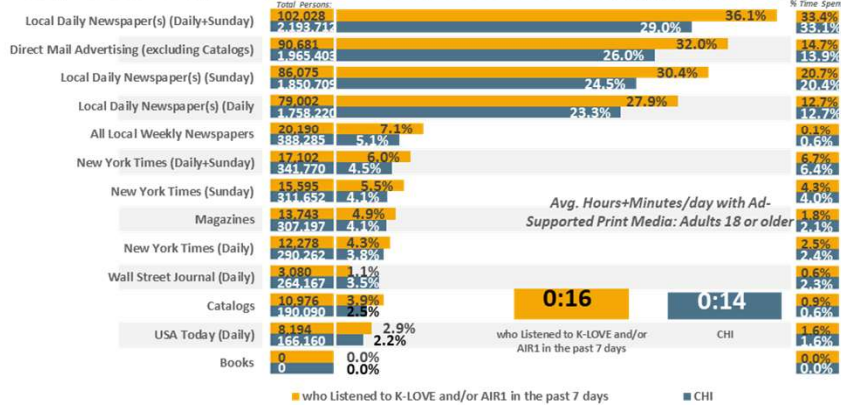


102,028 or 36.1% of Adults 18 or older who Listened to K-LOVE and/or AIR1 in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7.8 minutes every day representing 33.4% of all time spent daily with All forms of Print Media.

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**

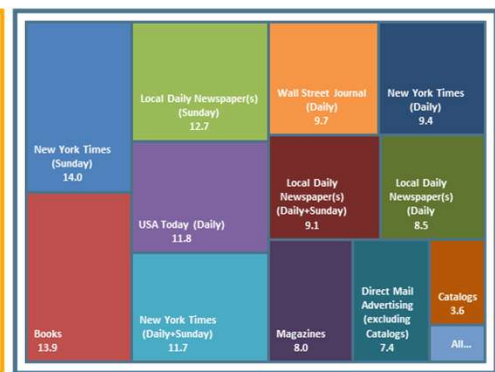
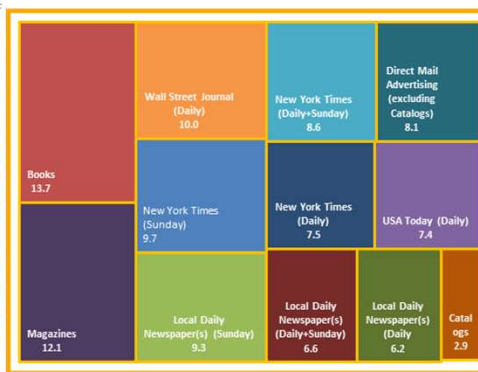
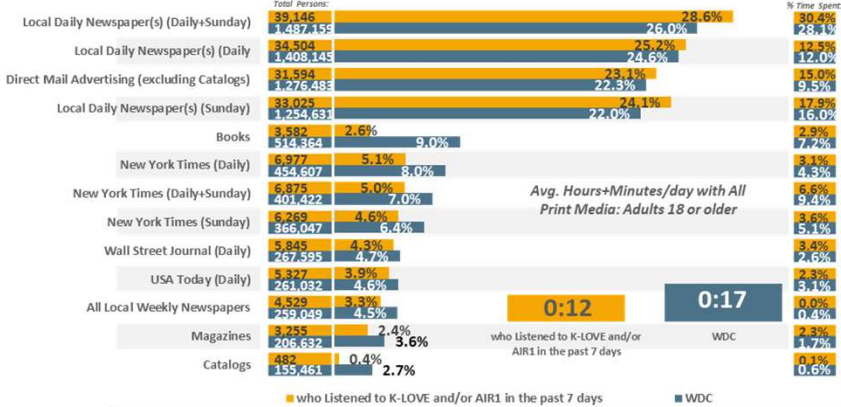


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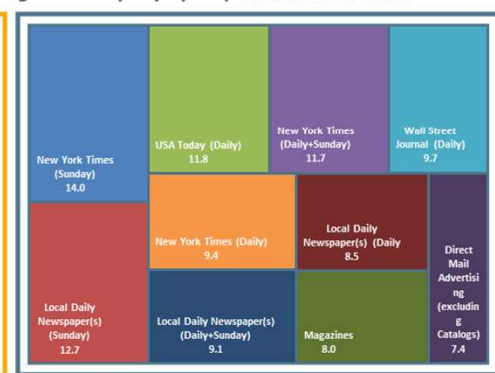
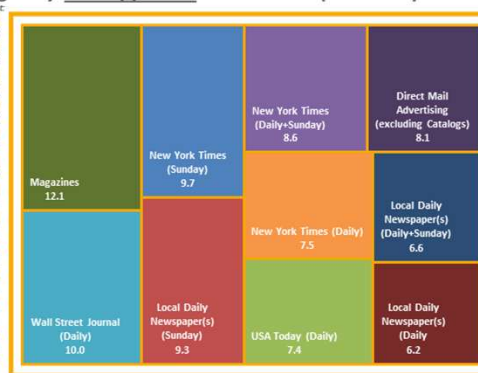
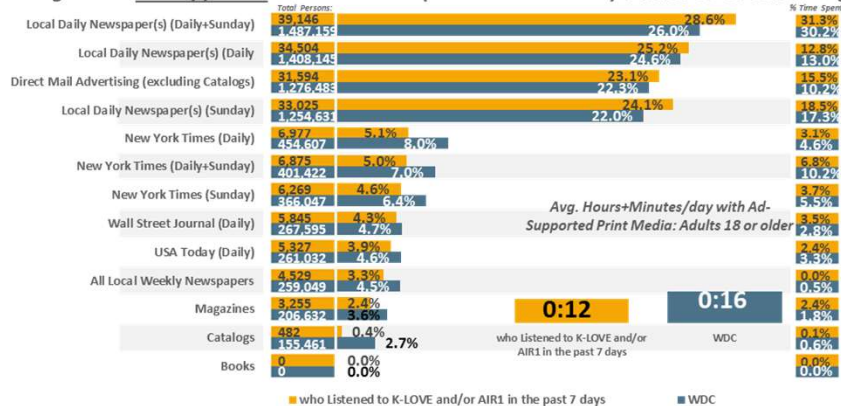


39,146 or 28.6% of Adults 18 or older who Listened to K-LOVE and/or AIR1 in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 6.6 minutes every day representing 31.3% of all time spent daily with All forms of Print Media.

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



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



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 139
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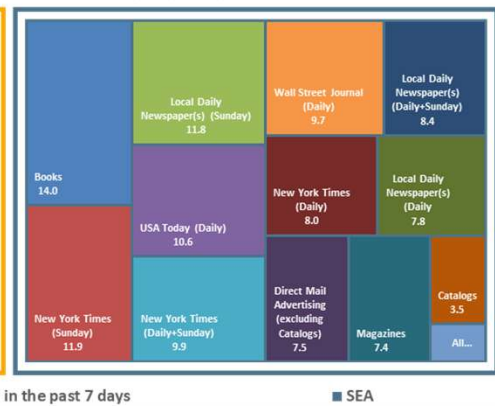
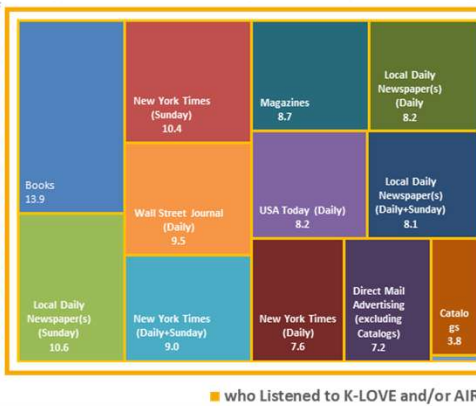
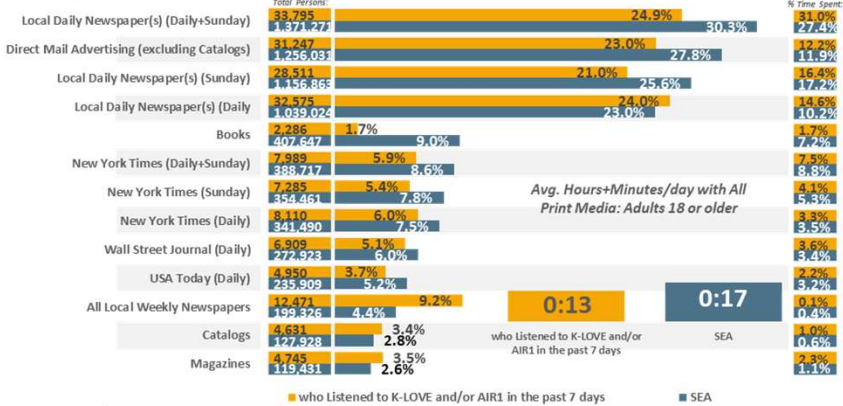
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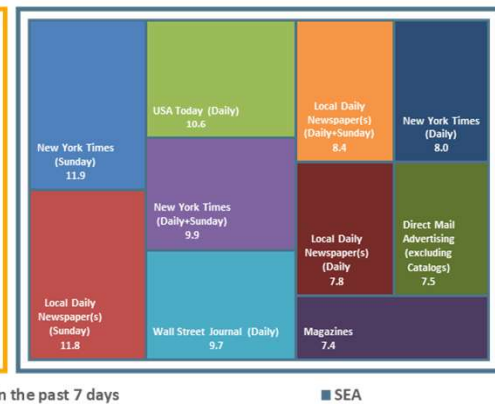
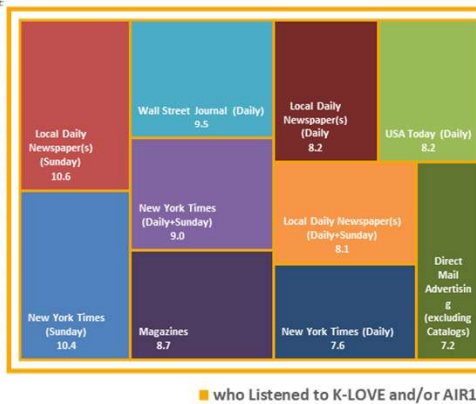
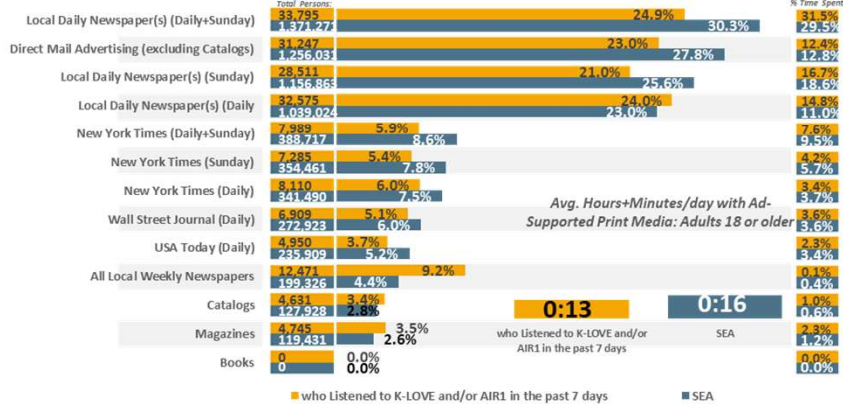


33,795 or 24.9% of Adults 18 or older who Listened to K-LOVE and/or AIR1 in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.1 minutes every day representing 31.5% of all time spent daily with All forms of Print Media.

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**



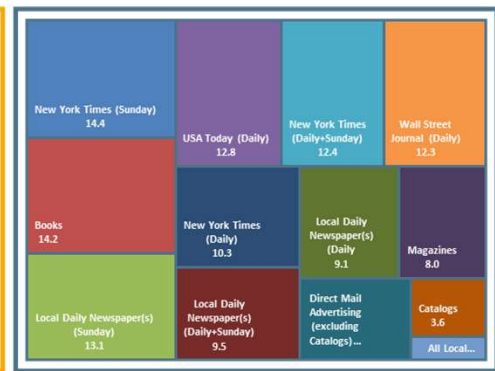
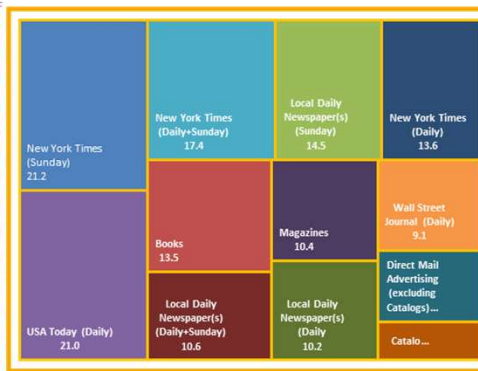
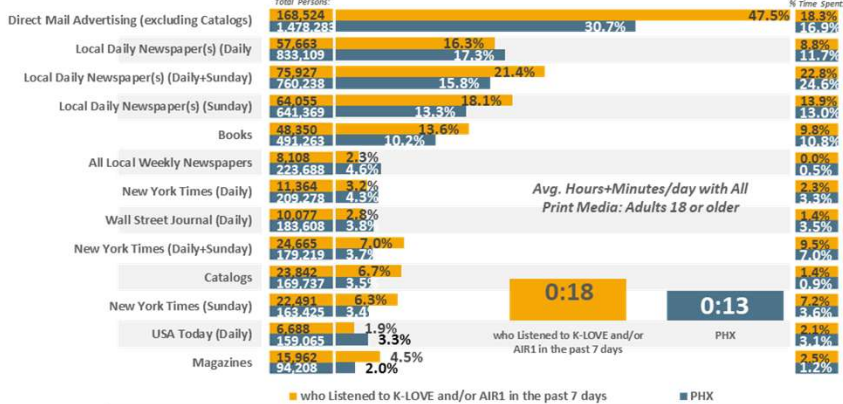
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



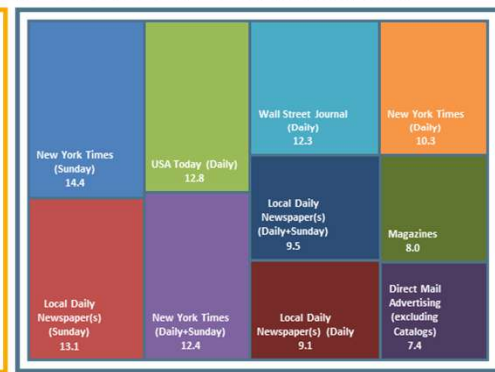
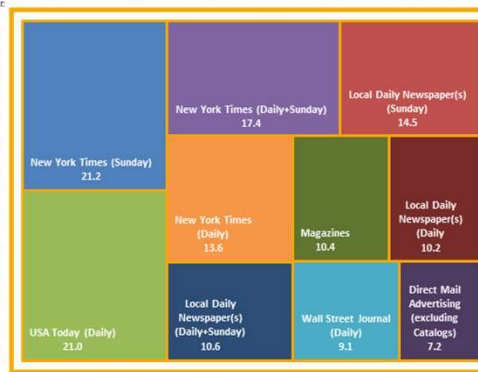
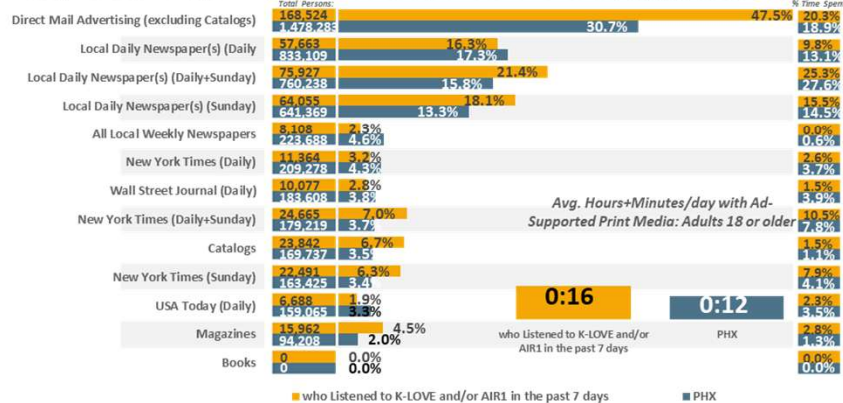


75,927 or 21.4% of Adults 18 or older who Listened to K-LOVE and/or AIR1 in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.6 minutes every day representing 25.3% of all time spent daily with All forms of Print Media.

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**



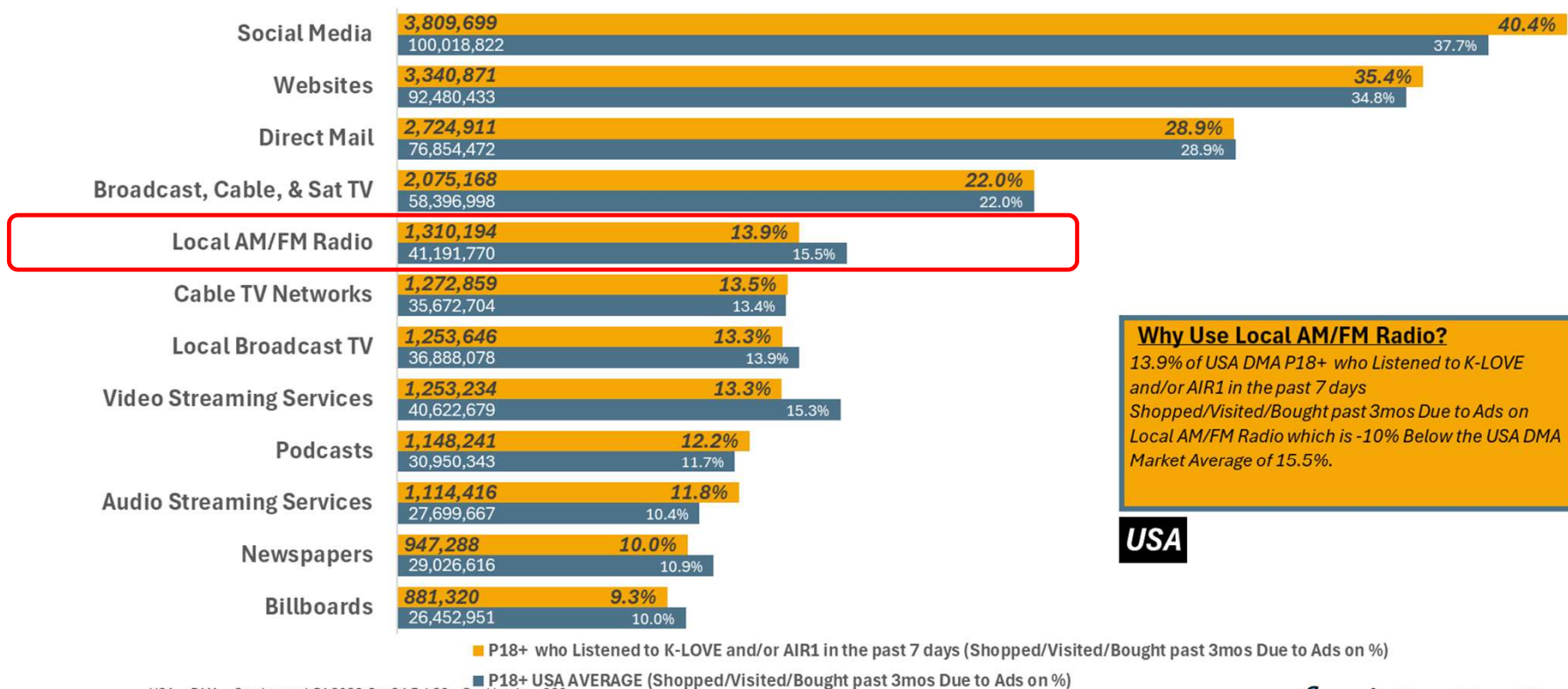
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**





"Advertising Actions"

P18+ who Listened to K-LOVE and/or AIR1 in the past 7 days (Shopped/Visited/Bought past 3mos Due to Ads on %)



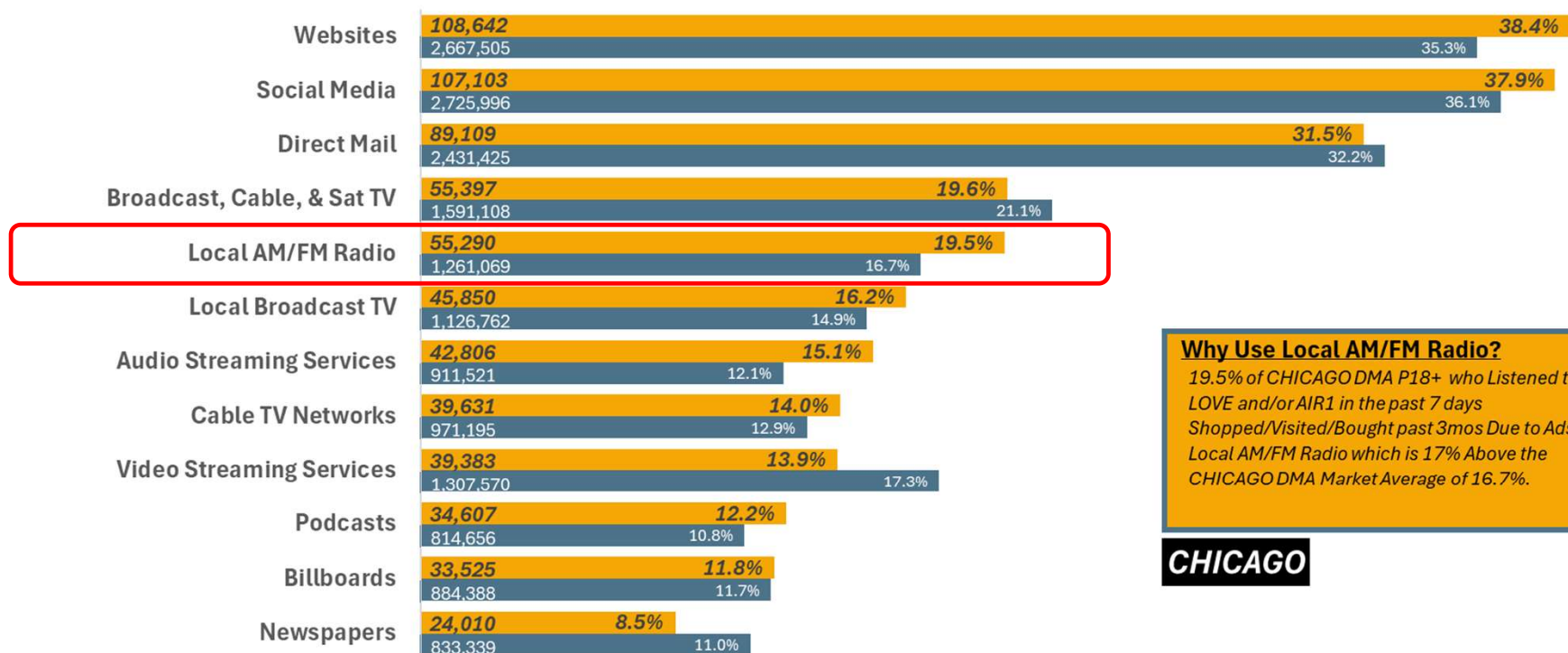
Why Use Local AM/FM Radio?
13.9% of USA DMA P18+ who Listened to K-LOVE and/or AIR1 in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -10% Below the USA DMA Market Average of 15.5%.

USA



"Advertising Actions"

P18+ who Listened to K-LOVE and/or AIR1 in the past 7 days (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

19.5% of CHICAGO DMA P18+ who Listened to K-LOVE and/or AIR1 in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 17% Above the CHICAGO DMA Market Average of 16.7%.

CHICAGO

■ P18+ who Listened to K-LOVE and/or AIR1 in the past 7 days (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

CHICAGO DMA ScarboroughR2 2025: Sep24-Jul25 Qual Intab: 181

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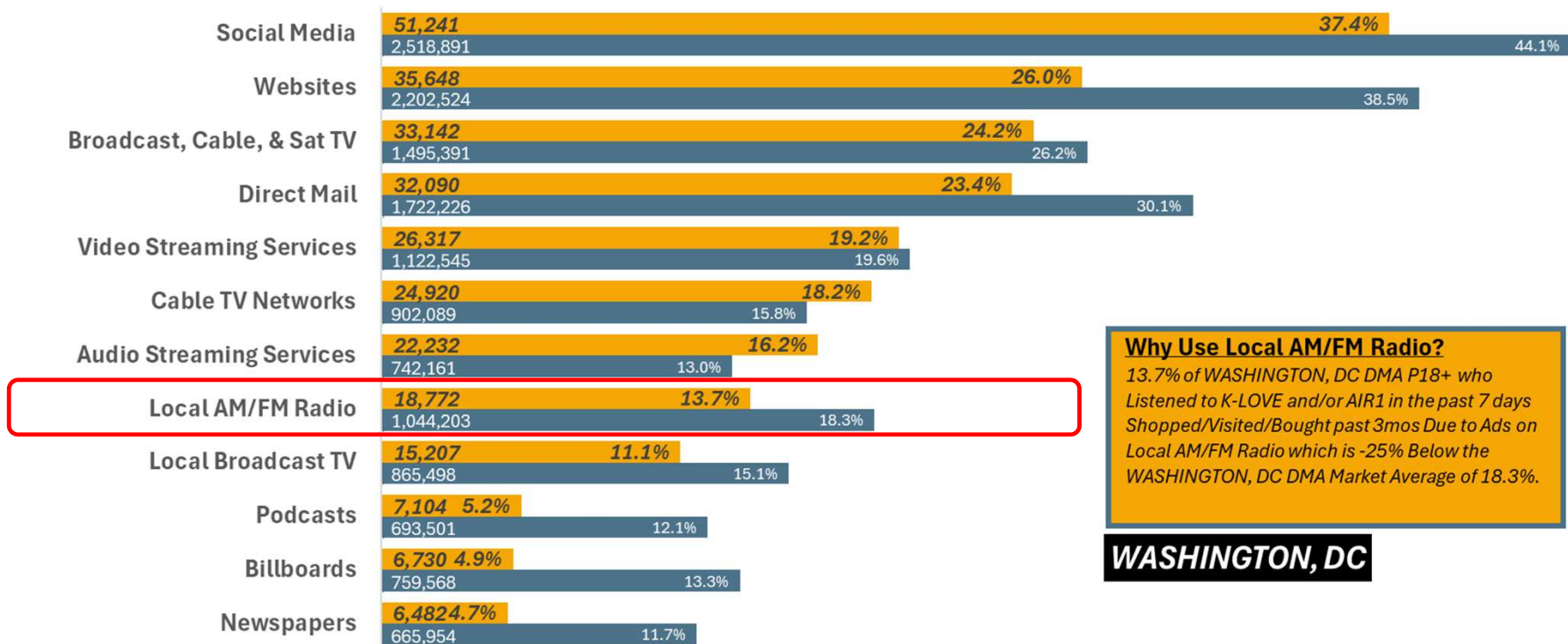
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"Advertising Actions"

P18+ who Listened to K-LOVE and/or AIR1 in the past 7 days (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

13.7% of WASHINGTON, DC DMA P18+ who Listened to K-LOVE and/or AIR1 in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -25% Below the WASHINGTON, DC DMA Market Average of 18.3%.

WASHINGTON, DC

■ P18+ who Listened to K-LOVE and/or AIR1 in the past 7 days (Shopped/Visited/Bought past 3mos Due to Ads on %)

■ P18+ WASHINGTON, DC AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab: 139

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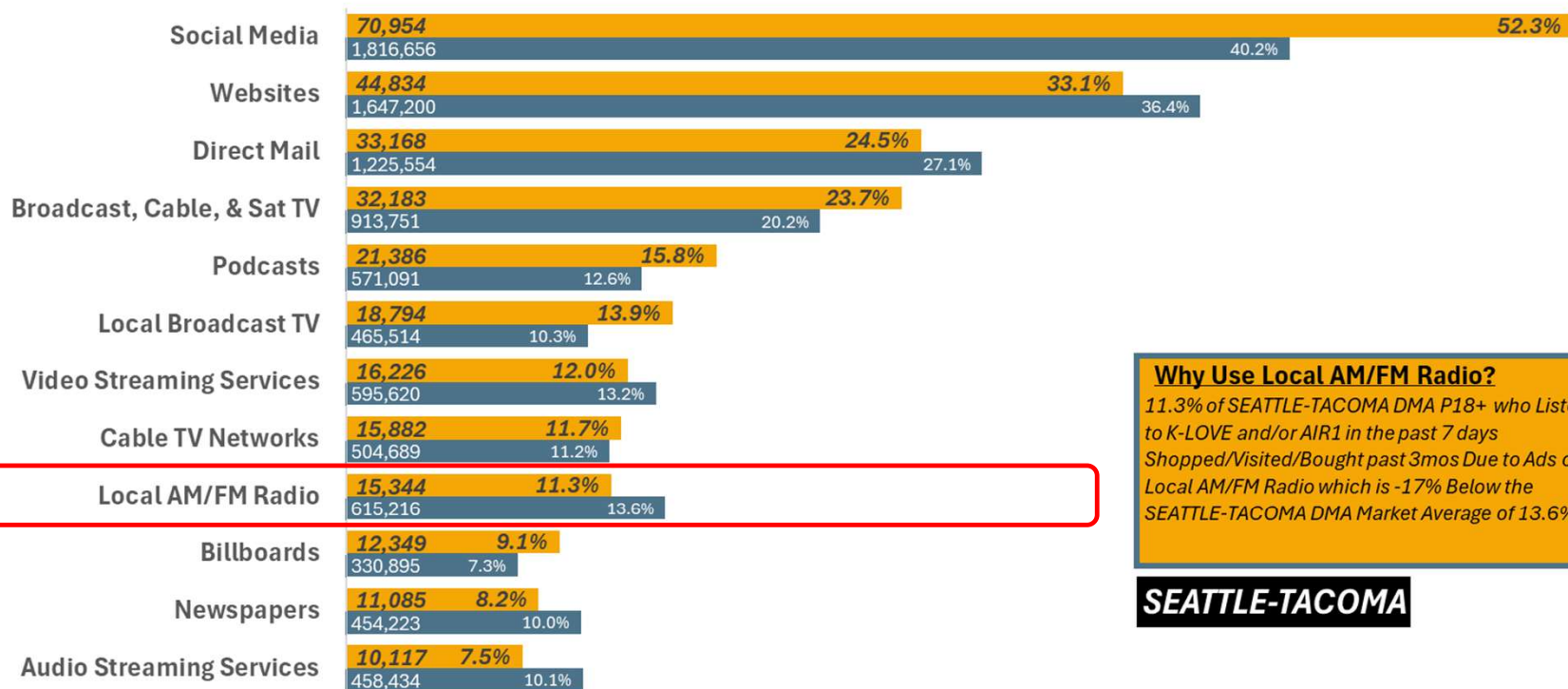
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"Advertising Actions"

P18+ who Listened to K-LOVE and/or AIR1 in the past 7 days (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

11.3% of SEATTLE-TACOMA DMA P18+ who Listened to K-LOVE and/or AIR1 in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -17% Below the SEATTLE-TACOMA DMA Market Average of 13.6%.

SEATTLE-TACOMA

■ P18+ who Listened to K-LOVE and/or AIR1 in the past 7 days (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab: 114

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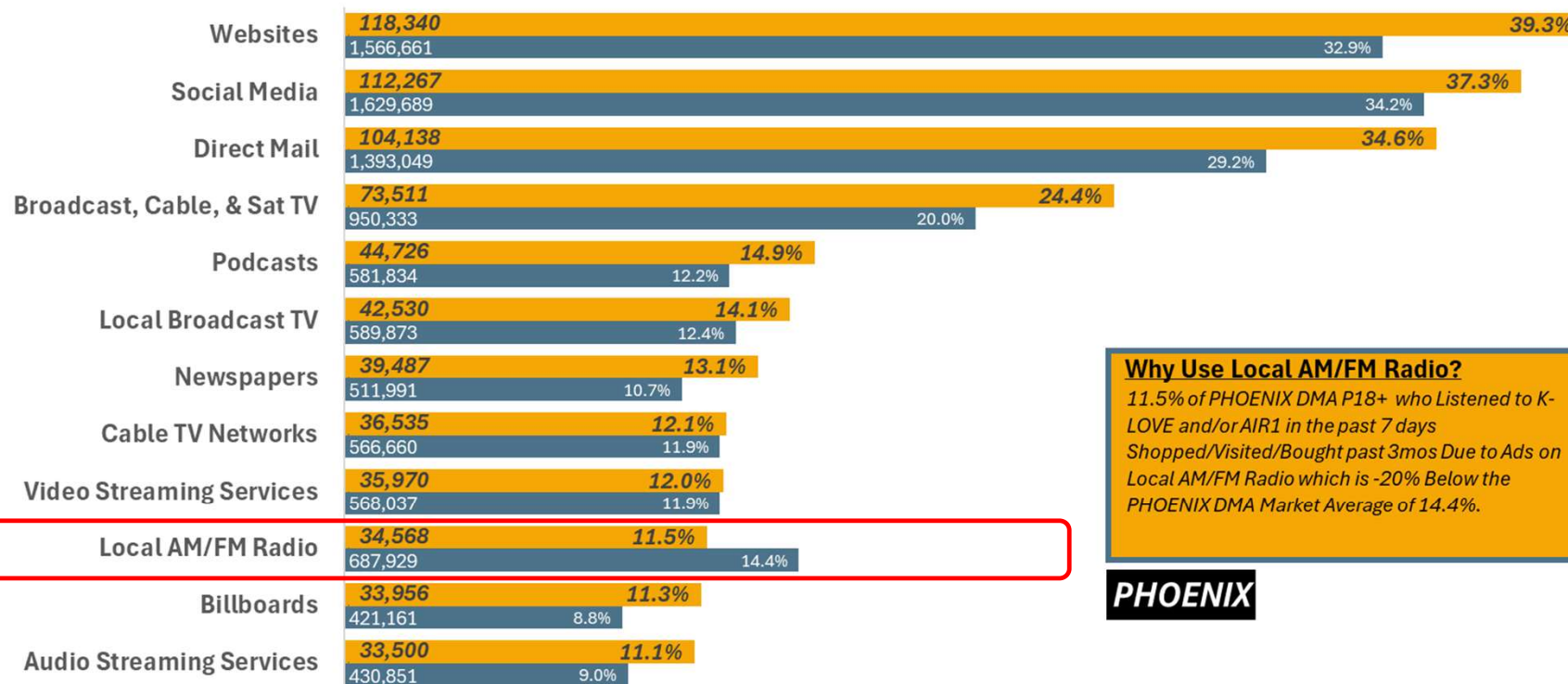
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"Advertising Actions"

P18+ who Listened to K-LOVE and/or AIR1 in the past 7 days (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

11.5% of PHOENIX DMA P18+ who Listened to K-LOVE and/or AIR1 in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -20% Below the PHOENIX DMA Market Average of 14.4%.

PHOENIX

■ P18+ who Listened to K-LOVE and/or AIR1 in the past 7 days (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab: 200

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