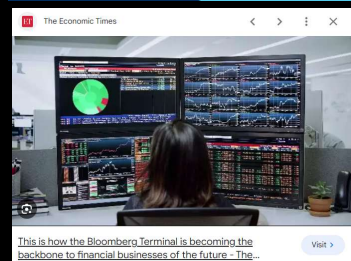
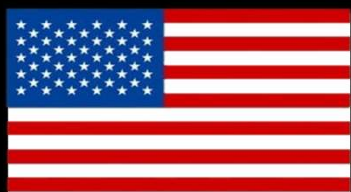


Minneapolis-St. Paul, MN Metro – 5 P18+ Profiles of HUBBARD RADIO Listeners!

Brand New Data as of February 28, 2026!

Complete Demographic & Media Use Profiles



METRO
#15 P18+

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



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



19.3% or 554,937 of MSP Metro Adults 18 or older Listened to HUBBARD RADIO in the past 7 days.
Typical Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days are 49.3 years old (1.9% older than average) and have a \$129,832 (7.4% higher than average) annual household income.

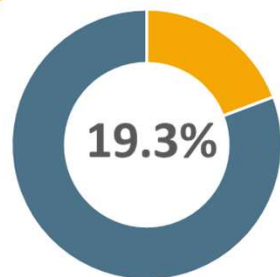


Percent of Market: Adults 18 or older



Gender of Target vs. Market: Adults 18 or older

Ethnicity of Target vs. Market:



who Listened to HUBBARD RADIO in the past 7 days
Remainder of MSP Metro

Total Persons:

554,937

2,327,094

%M vs. %F:

Average Age:

Persons:

42.4%

45.7

235,372

49.5%

48.4

1,427,803

57.6%

53.2

319,565

50.5%

48.4

1,454,228

Men

Men

Women

Women

Age Cell Demographics of Target vs. Market:

Average Age:

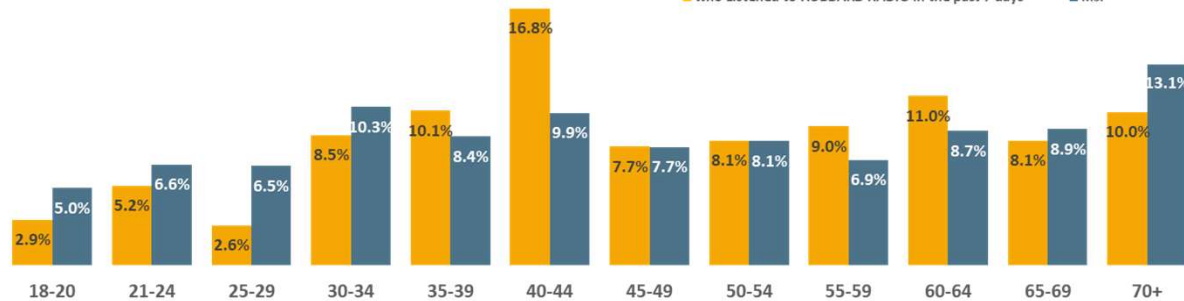
Adults 18 or older

49.3

48.4

who Listened to HUBBARD RADIO in the past 7 days

MSP



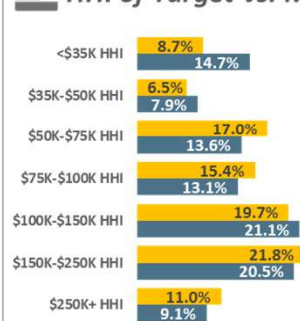
who Listened to HUBBARD RADIO in the past 7 days

MSP

MSP Metro Scarborough R1 2026: Feb25-Feb26 Qual Intab 292

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HHI of Target vs. Market:



Avg HHI:

\$129,832

\$120,834

Radio Stations: KSTP-FM OR Radio Stations: KTMJ-FM



16.6% or 477,052 of MSP Metro Adults 18 or older Listened to KSTP-FM in the past 7 days.
 Typical Adults 18 or older who Listened to KSTP-FM in the past 7 days are 48.3 years old (.1% younger than average) and have a \$133,442 (10.4% higher than average) annual household income.

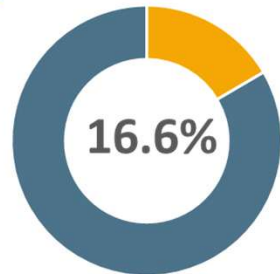


Percent of Market: Adults 18 or older



Gender of Target vs. Market: Adults 18 or older

Ethnicity of Target vs. Market:

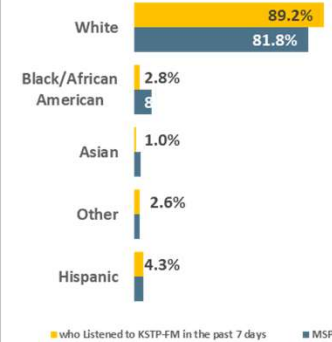


- who Listened to KSTP-FM in the past 7 days
- Remainder of MSP Metro

Total Persons:

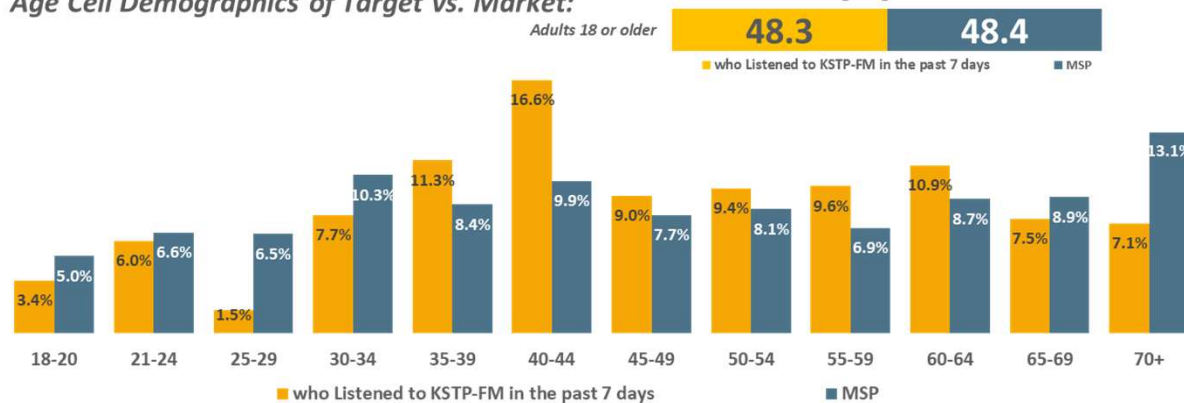


%M vs. %F:	45.1%	49.5%	54.9%	50.5%
Average Age:	45.8	48.4	51.0	48.4
# Persons:	215,321	1,427,803	261,731	1,454,228
	Men	Men	Women	Women

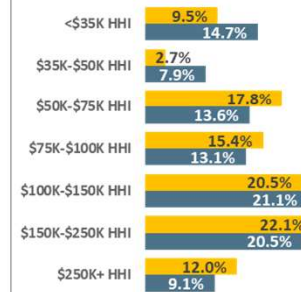


Age Cell Demographics of Target vs. Market:

Average Age:



HHI of Target vs. Market:



Avg HHI: \$133,442 \$120,834



3.7% or 105,494 of MSP Metro Adults 18 or older Listened to KTMY-FM in the past 7 days.
Typical Adults 18 or older who Listened to KTMY-FM in the past 7 days are 54.3 years old (12.3% older than average) and have a \$104,885 (13.2% lower than average) annual household income.

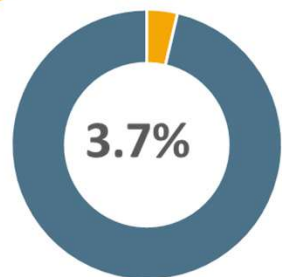


Percent of Market: Adults 18 or older



Gender of Target vs. Market: Adults 18 or older

Ethnicity of Target vs. Market:



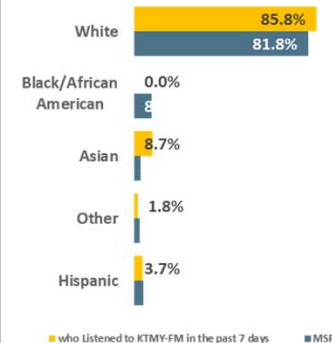
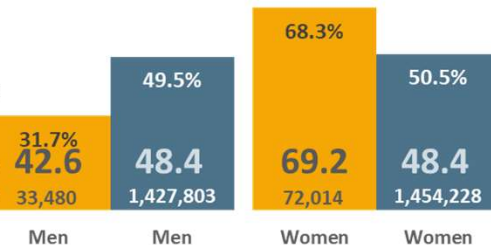
Total Persons:



%M vs. %F:

Average Age:

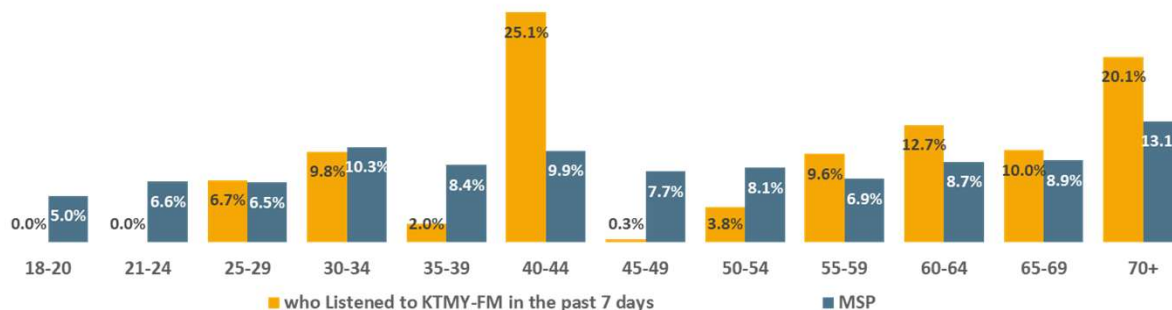
Persons:



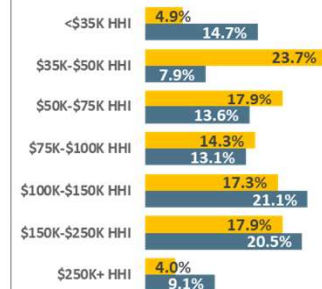
Age Cell Demographics of Target vs. Market:

Average Age:

Adults 18 or older



HHI of Target vs. Market:



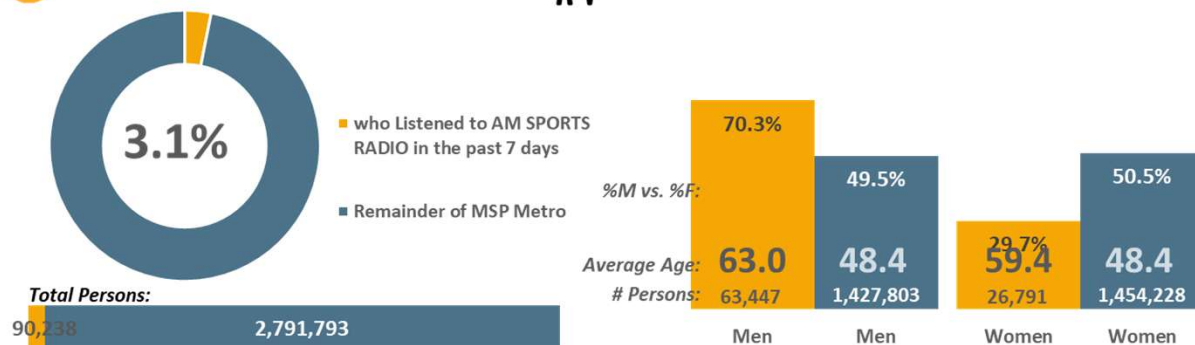
Avg HHI:



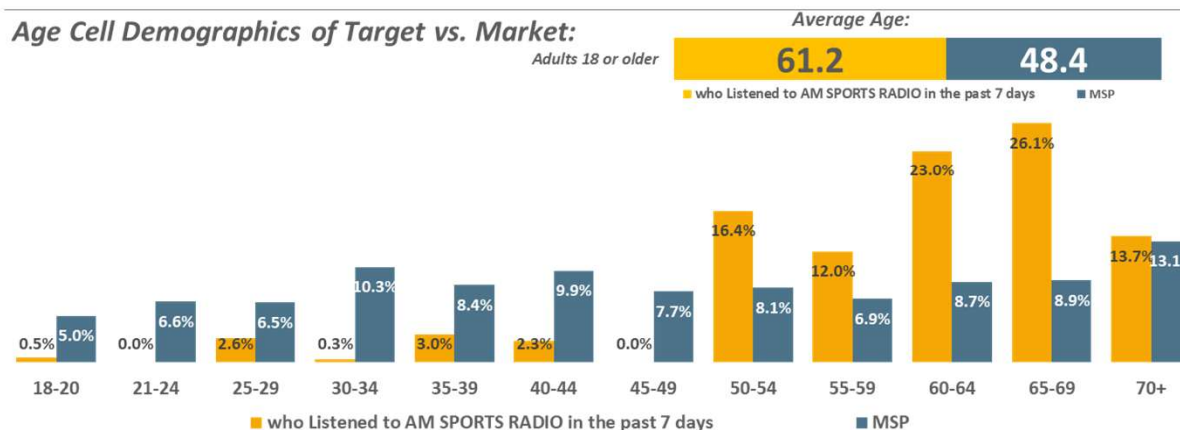


3.1% or 90,238 of MSP Metro Adults 18 or older Listened to AM SPORTS RADIO in the past 7 days.
 Typical Adults 18 or older who Listened to AM SPORTS RADIO in the past 7 days are 61.2 years old (26.4% older than average) and have a \$123,697 (2.4% higher than average) annual household income.

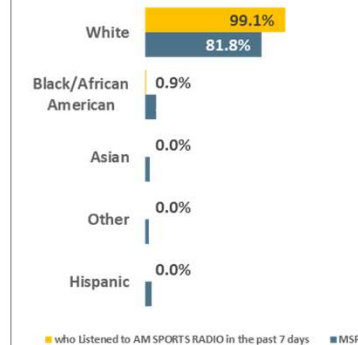
Percent of Market: Adults 18 or older Gender of Target vs. Market: Adults 18 or older



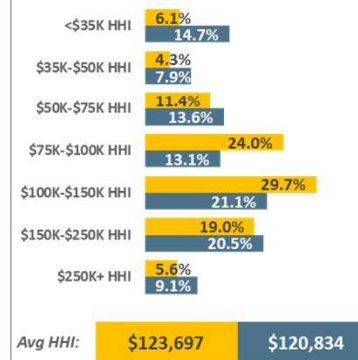
Age Cell Demographics of Target vs. Market:



Ethnicity of Target vs. Market:



HHI of Target vs. Market:





32.2% or 929,213 of MSP Metro Adults 18 or older Listened to PODCASTS in the past 30 days.
Typical Adults 18 or older who Listened to PODCASTS in the past 30 days are 45. years old (7.% younger than average) and have a \$132,656 (9.8% higher than average) annual household income.

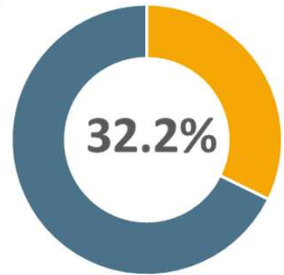


Percent of Market: Adults 18 or older



Gender of Target vs. Market: Adults 18 or older

Ethnicity of Target vs. Market:



Total Persons:

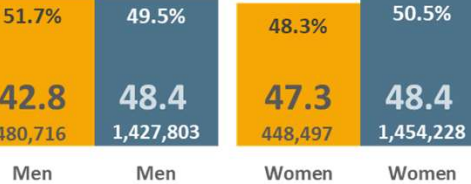
929,213

1,952,818

%M vs. %F:

Average Age:

Persons:



Age Cell Demographics of Target vs. Market:

Average Age:

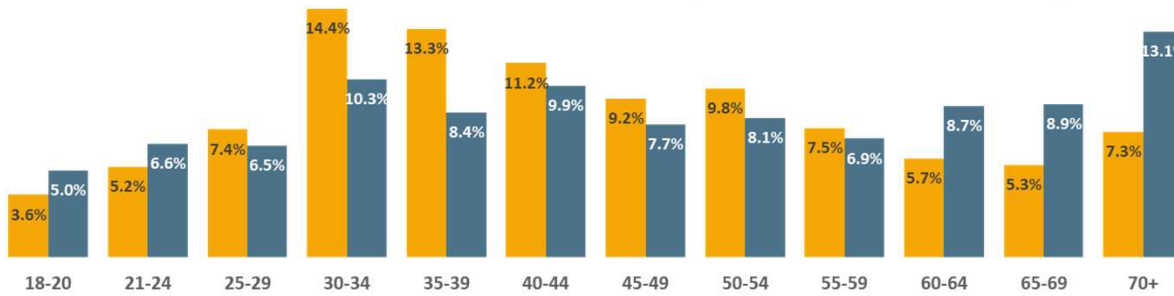
Adults 18 or older

45.0

48.4

who Listened to PODCASTS in the past 30 days

MSP

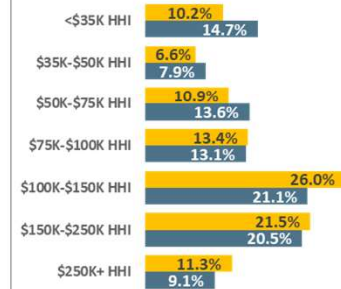


who Listened to PODCASTS in the past 30 days

MSP



HHI of Target vs. Market:



Avg HHI:

\$132,656

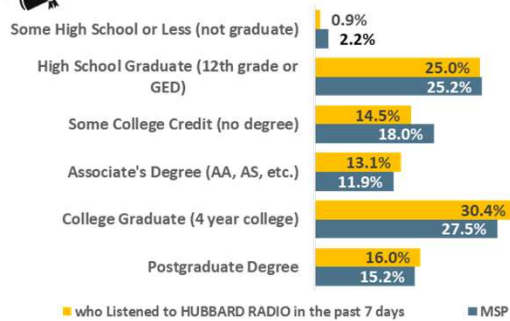
\$120,834



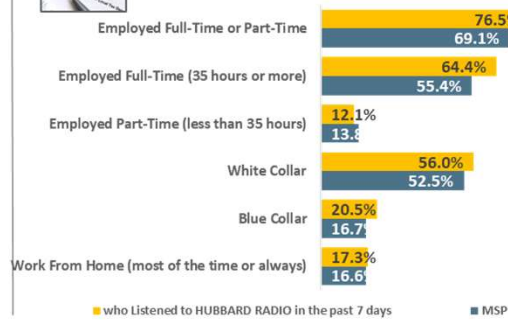
19.3% or 554,937 of MSP Metro Adults 18 or older Listened to HUBBARD RADIO in the past 7 days. Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days are 8.8% more likely to be a college graduate, 16.3% more likely to work full-time, 8.1% more likely to be married, 19.% more likely to be a parent of 1 or more children under 18.



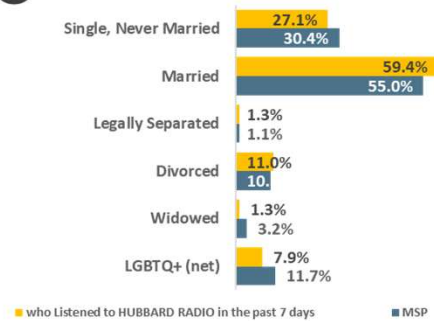
Education Levels: Adults 18 or older



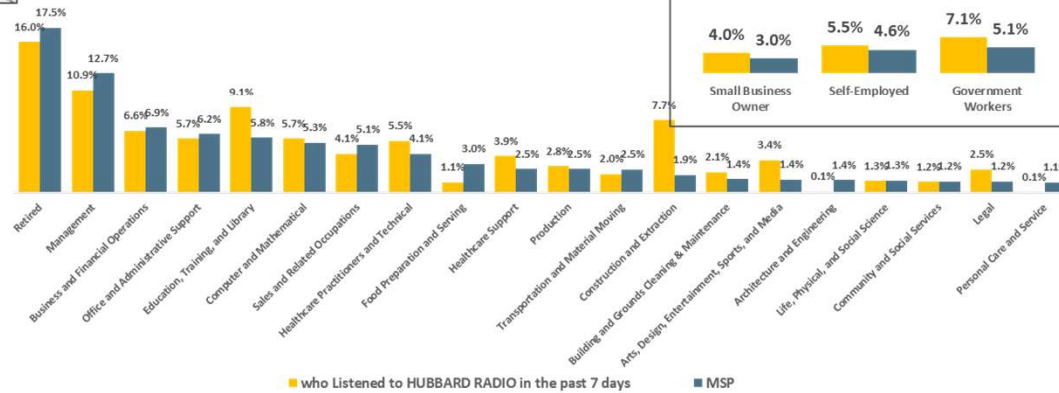
Employment: Adults 18 or older



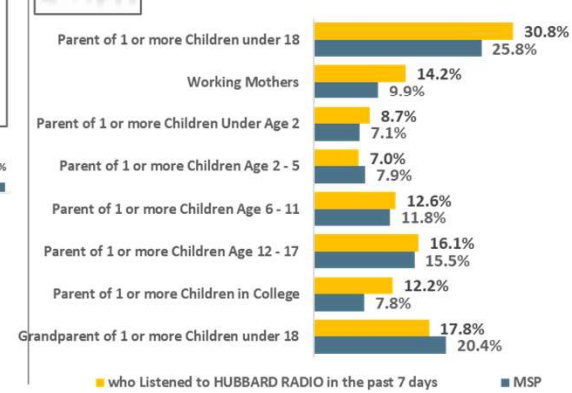
Marital Status: Adults 18 or older



Top-20 Occupations: Adults 18 or older



Stage in Life: Adults 18 or older

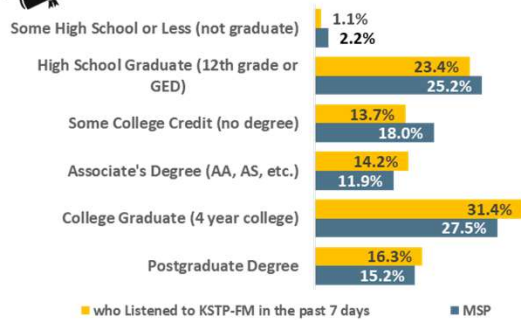




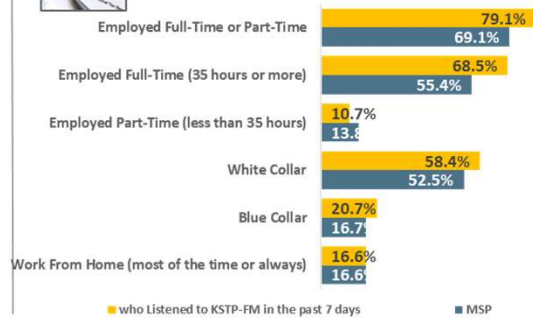
16.6% or 477,052 of MSP Metro Adults 18 or older Listened to KSTP-FM in the past 7 days. Adults 18 or older who Listened to KSTP-FM in the past 7 days are 11.6% more likely to be a college graduate, 23.7% more likely to work full-time, 8.2% more likely to be married, 21.4% more likely to be a parent of 1 or more children under 18.



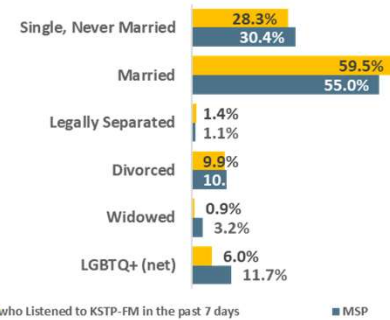
Education Levels: Adults 18 or older



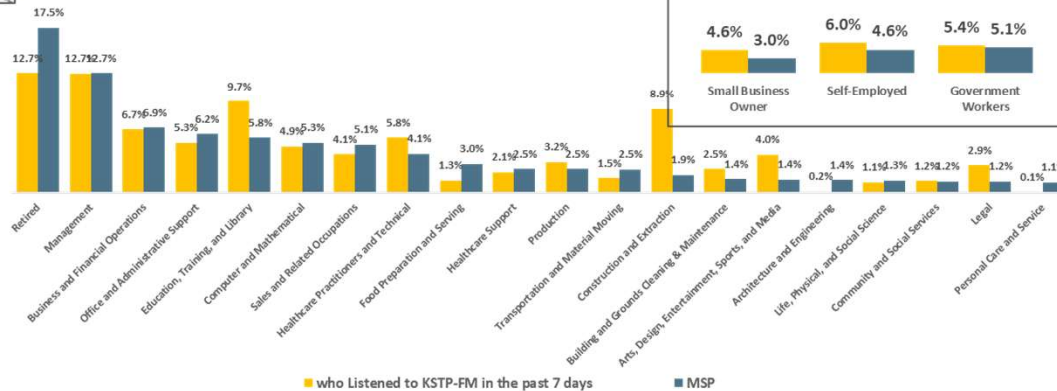
Employment: Adults 18 or older



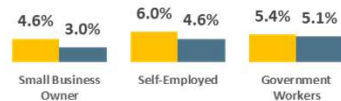
Marital Status: Adults 18 or older



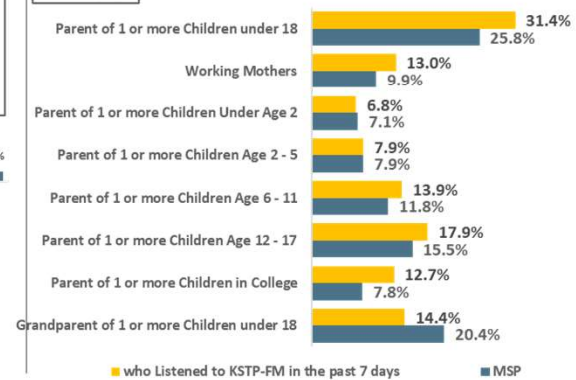
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older

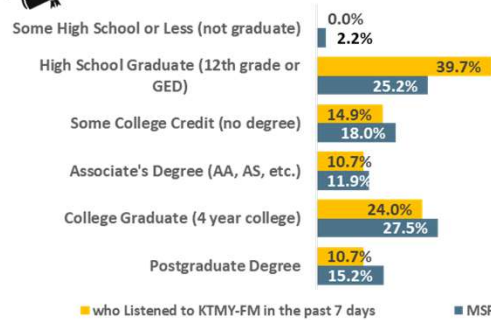




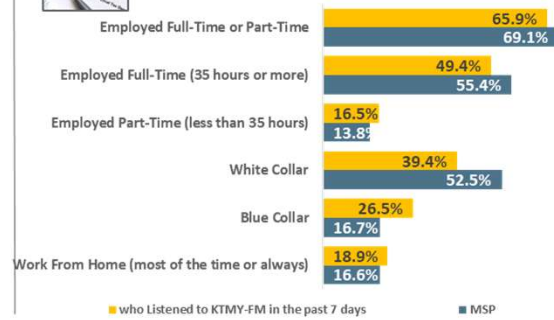
3.7% or 105,494 of MSP Metro Adults 18 or older Listened to KTMY-FM in the past 7 days. Adults 18 or older who Listened to KTMY-FM in the past 7 days are 18.8% less likely to be a college graduate, 10.7% less likely to work full-time, 7.5% more likely to be married, 38.3% more likely to be a parent of 1 or more children under 18.



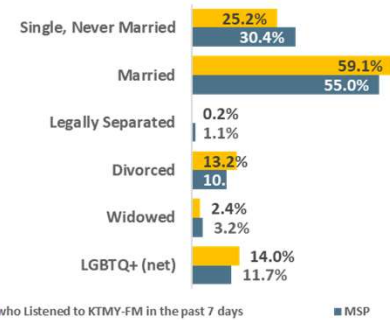
Education Levels: Adults 18 or older



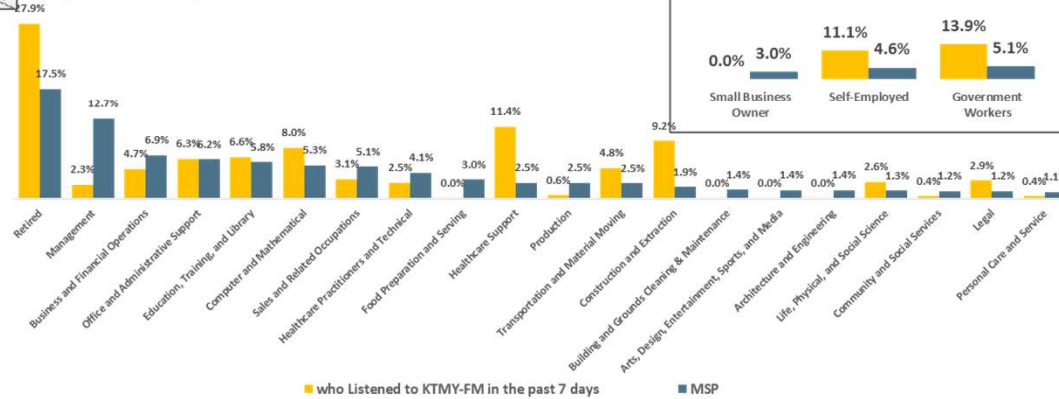
Employment: Adults 18 or older



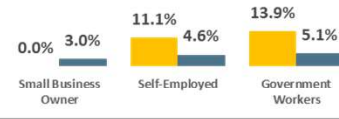
Marital Status: Adults 18 or older



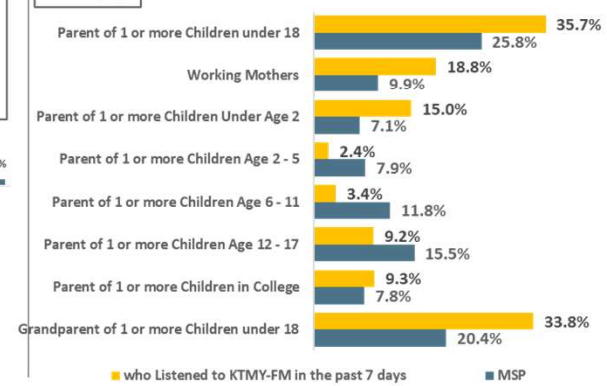
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older

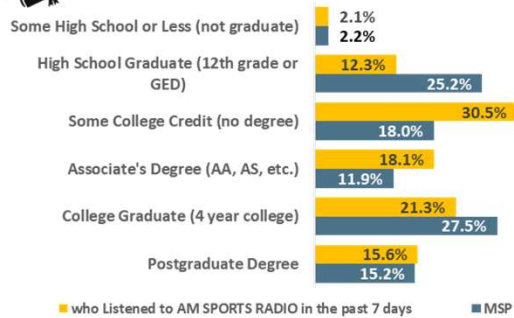




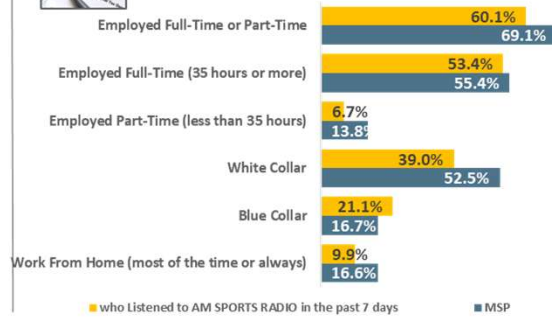
3.1% or 90,238 of MSP Metro Adults 18 or older Listened to AM SPORTS RADIO in the past 7 days. Adults 18 or older who Listened to AM SPORTS RADIO in the past 7 days are 13.6% less likely to be a college graduate, 3.5% less likely to work full-time, 44.9% more likely to be married, 64.5% less likely to be a parent of 1 or more children under 18.



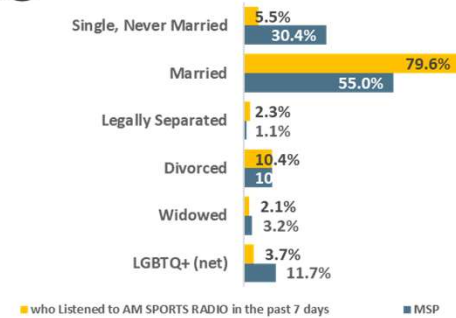
Education Levels: Adults 18 or older



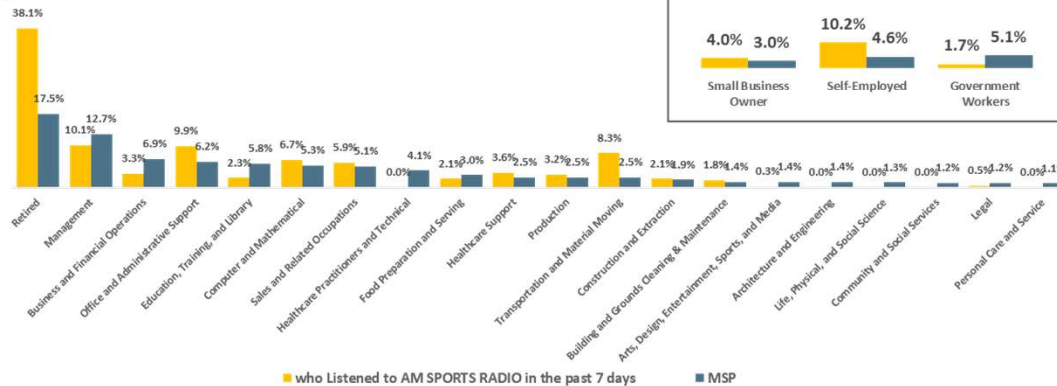
Employment: Adults 18 or older



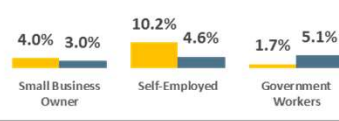
Marital Status: Adults 18 or older



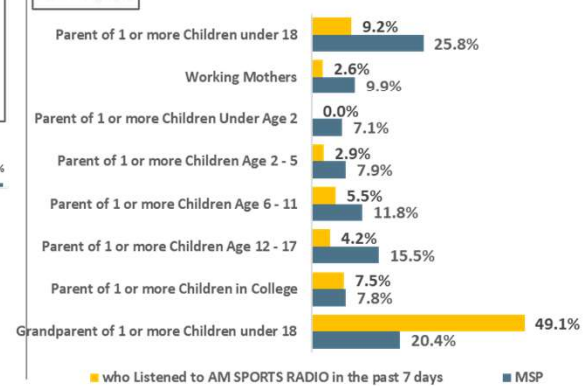
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older

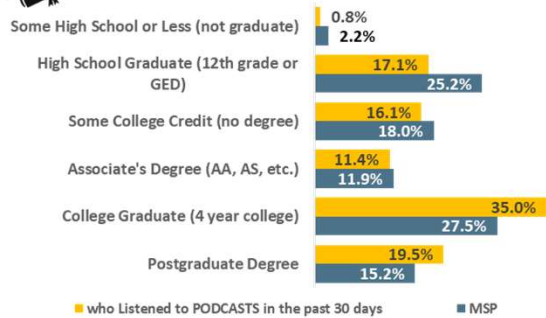




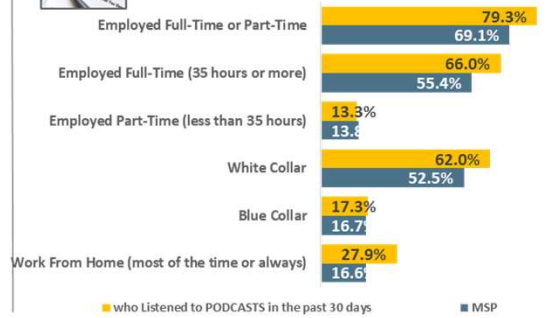
32.2% or 929,213 of MSP Metro Adults 18 or older Listened to PODCASTS in the past 30 days. Adults 18 or older who Listened to PODCASTS in the past 30 days are 27.6% more likely to be a college graduate, 19.2% more likely to work full-time, .4% more likely to be married, 24.4% more likely to be a parent of 1 or more children under 18.



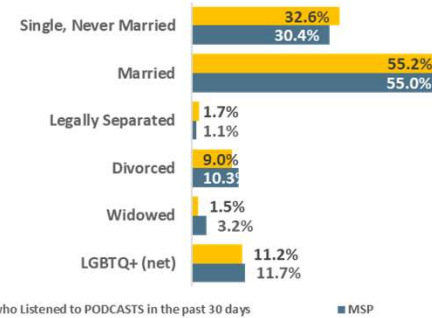
Education Levels: Adults 18 or older



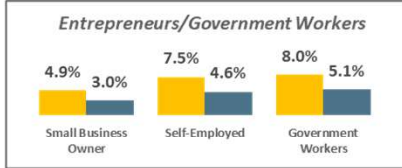
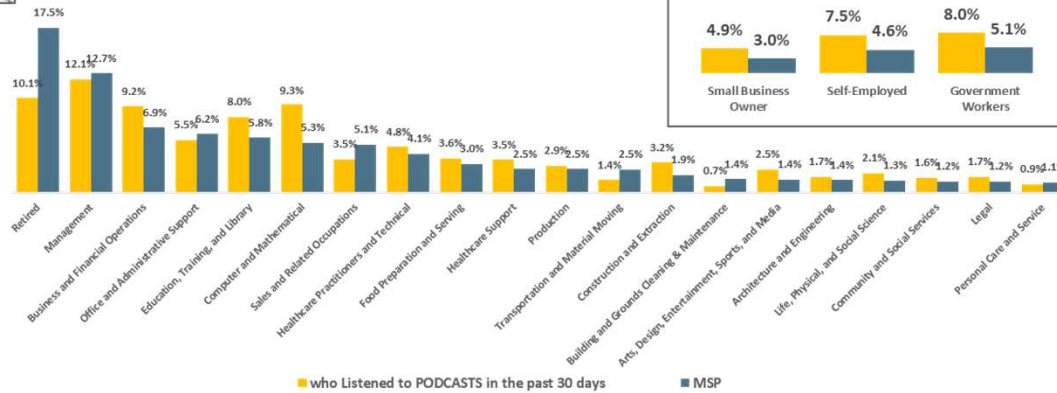
Employment: Adults 18 or older



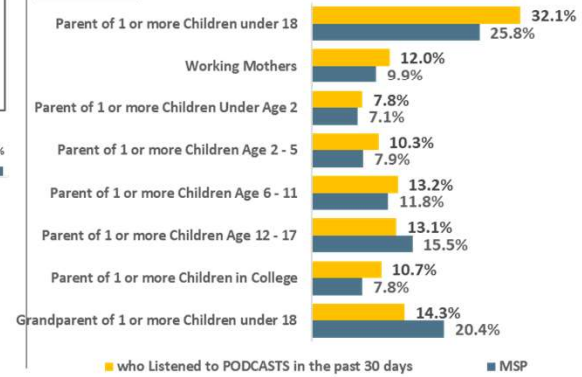
Marital Status: Adults 18 or older



Top-20 Occupations: Adults 18 or older



Stage in Life: Adults 18 or older

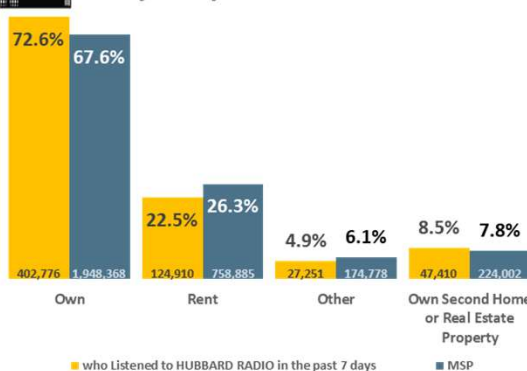




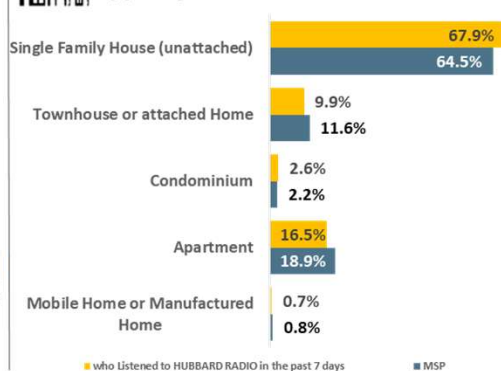
19.3% or 554,937 of MSP Metro Adults 18 or older Listened to HUBBARD RADIO in the past 7 days. Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days are 7.4% more likely to own their home, 5.2% more likely to own a higher valued home, 5.2% more likely to have a single-family home, .6% less likely to have a dog.



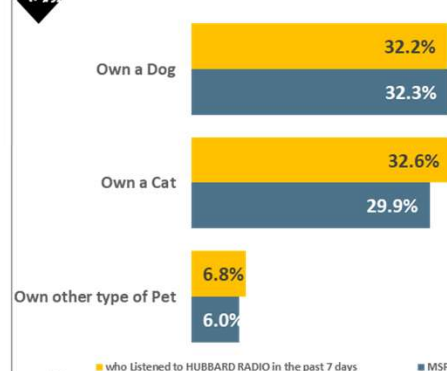
Own/Rent/Other: Adults 18 or older



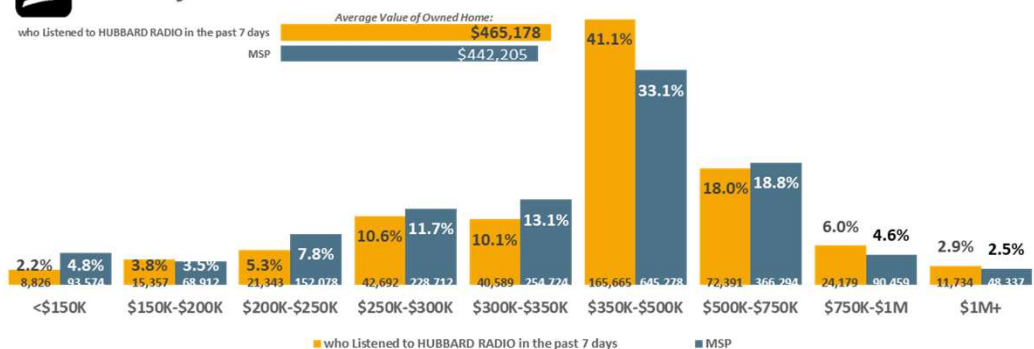
Type of Home: Adults 18 or older



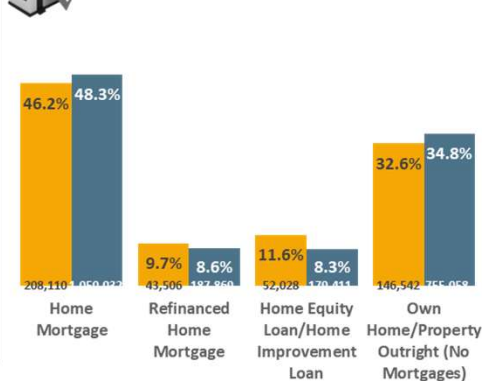
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older

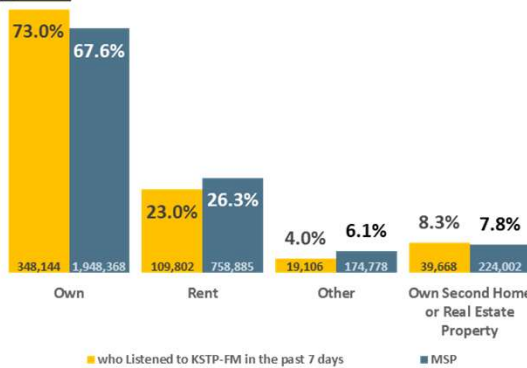




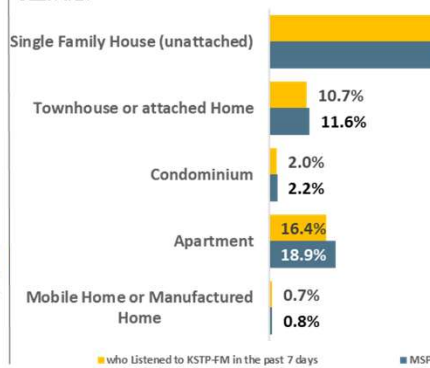
16.6% or 477,052 of MSP Metro Adults 18 or older Listened to KSTP-FM in the past 7 days. Adults 18 or older who Listened to KSTP-FM in the past 7 days are 7.9% more likely to own their home, 3.5% more likely to own a higher valued home, 5.7% more likely to have a single-family home, 3.5% more likely to have a dog.



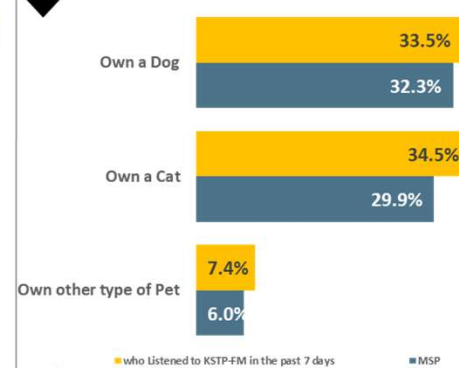
Own/Rent/Other: Adults 18 or older



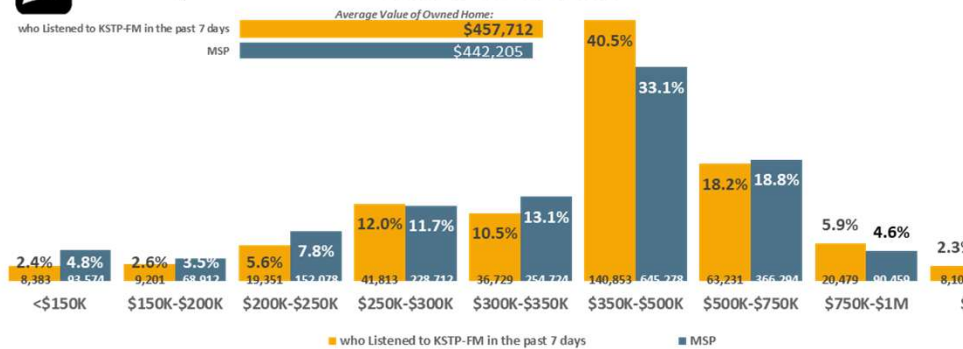
Type of Home: Adults 18 or older



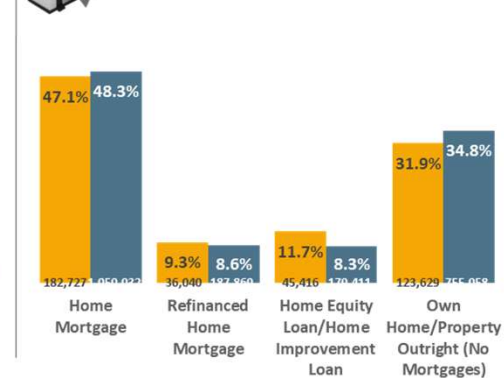
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older

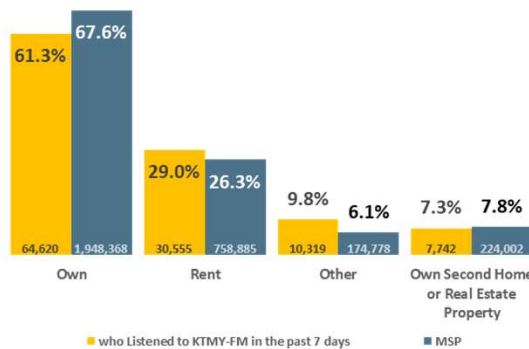




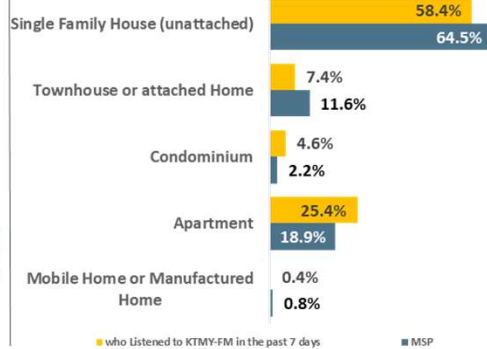
3.7% or 105,494 of MSP Metro Adults 18 or older Listened to KTMF-FM in the past 7 days. Adults 18 or older who Listened to KTMF-FM in the past 7 days are 9.4% less likely to own their home, 13.5% more likely to own a higher valued home, 9.5% less likely to have a single-family home, 26.5% less likely to have a dog.



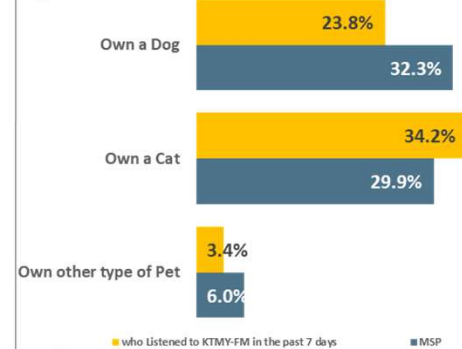
Own/Rent/Other: Adults 18 or older



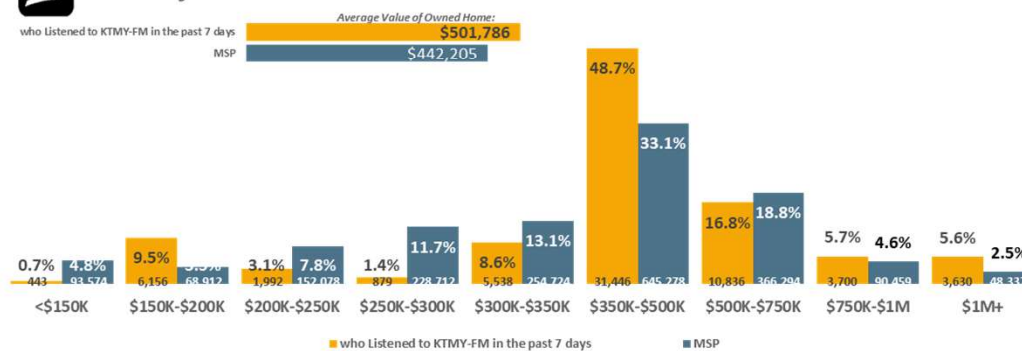
Type of Home: Adults 18 or older



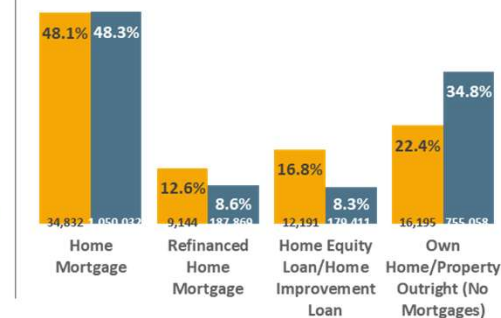
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older

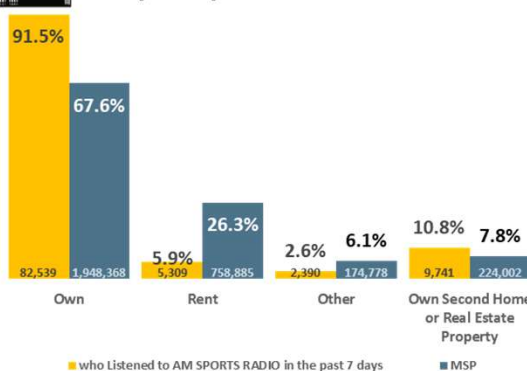




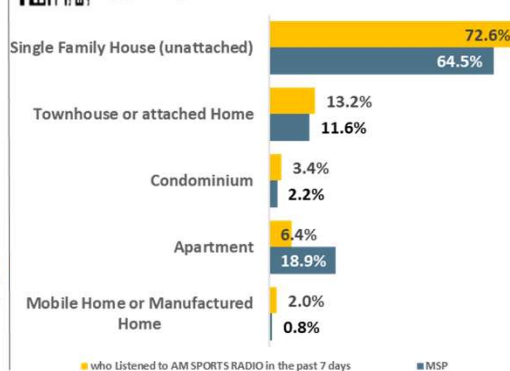
3.1% or 90,238 of MSP Metro Adults 18 or older Listened to AM SPORTS RADIO in the past 7 days. Adults 18 or older who Listened to AM SPORTS RADIO in the past 7 days are 35.3% more likely to own their home, 2.4% more likely to own a higher valued home, 12.5% more likely to have a single-family home, 6.6% more likely to have a dog.



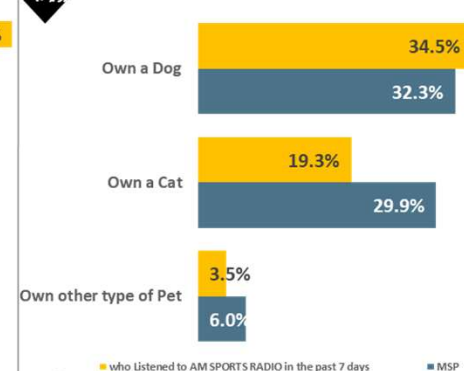
Own/Rent/Other: Adults 18 or older



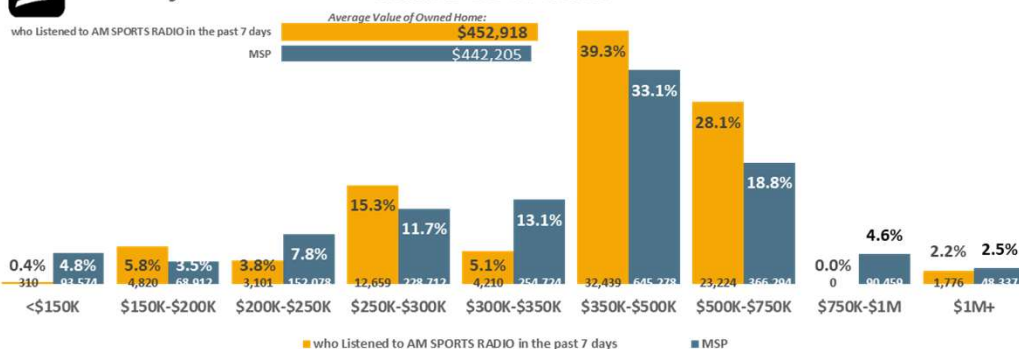
Type of Home: Adults 18 or older



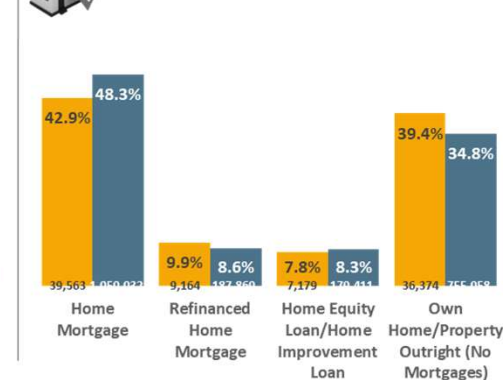
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older

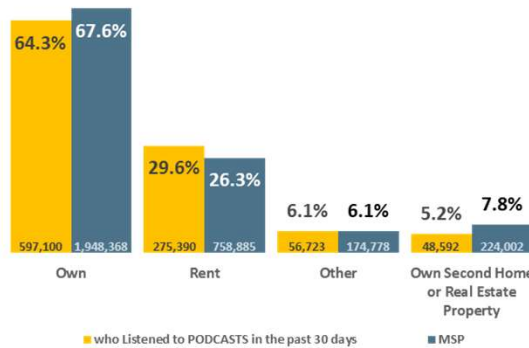




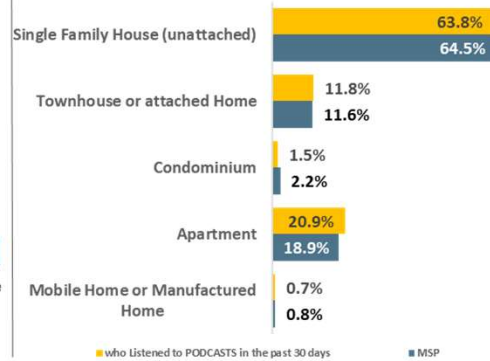
32.2% or 929,213 of MSP Metro Adults 18 or older Listened to PODCASTS in the past 30 days. Adults 18 or older who Listened to PODCASTS in the past 30 days are 4.9% less likely to own their home, 5.5% more likely to own a higher valued home, 1.2% less likely to have a single-family home, 14.% more likely to have a dog.



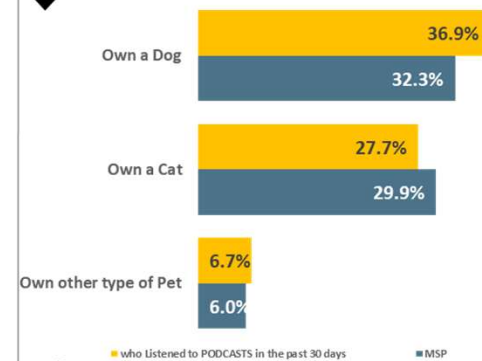
Own/Rent/Other: Adults 18 or older



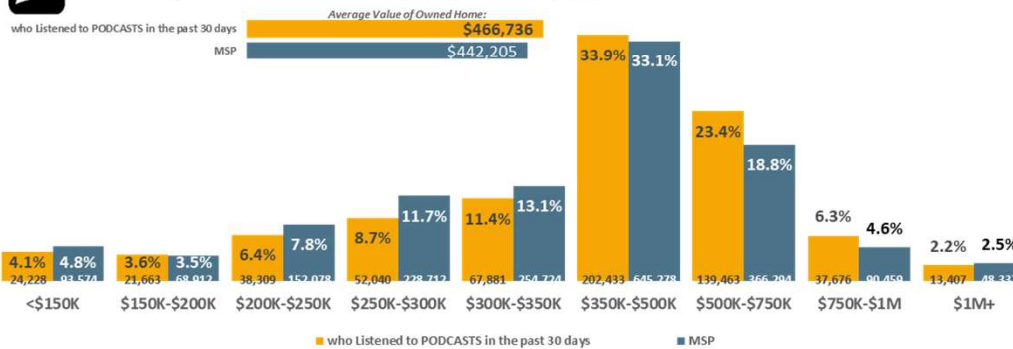
Type of Home: Adults 18 or older



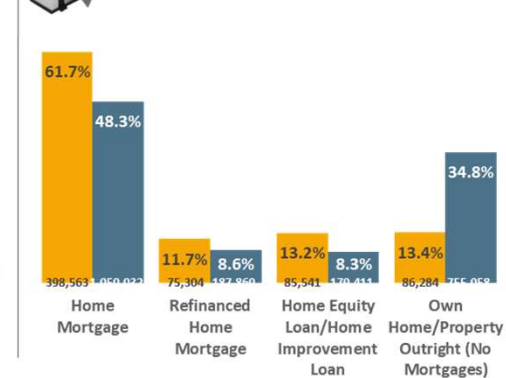
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older

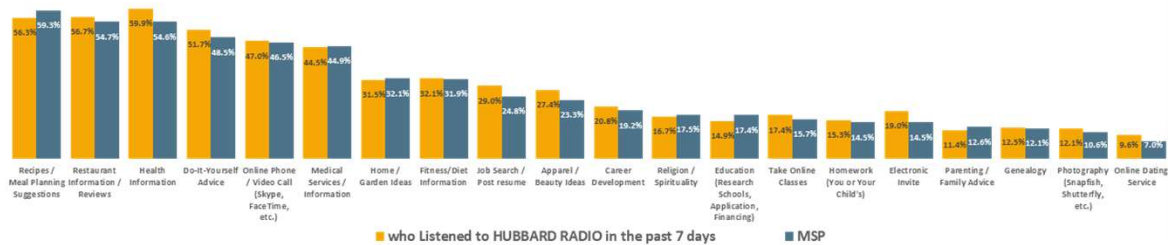




19.3% or 554,937 of MSP Metro Adults 18 or older Listened to HUBBARD RADIO in the past 7 days. Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days are 6.6% more likely to look up D-I-Y advice online, 4.4% less likely to always vote in local elections, 23.% more likely to belong to a gym, 12.6% more likely to fly domestic past yr.

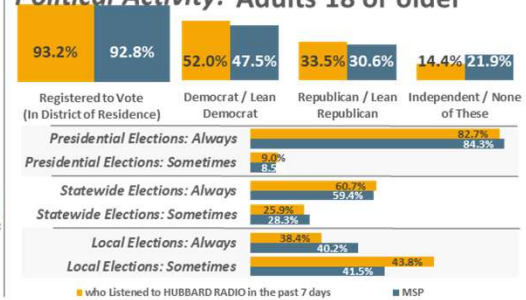


Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



■ who Listened to HUBBARD RADIO in the past 7 days ■ MSP

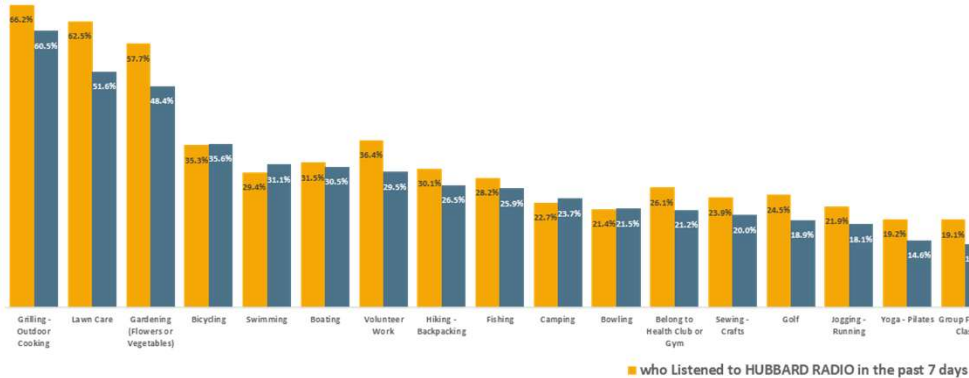
Political Activity: Adults 18 or older



■ who Listened to HUBBARD RADIO in the past 7 days ■ MSP



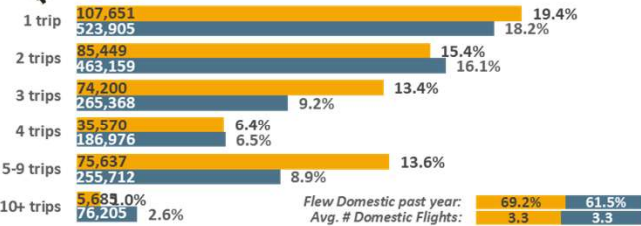
Top-30 past 12-months Active Lifestyle Activities: Adults 18 or older



■ who Listened to HUBBARD RADIO in the past 7 days ■ MSP



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



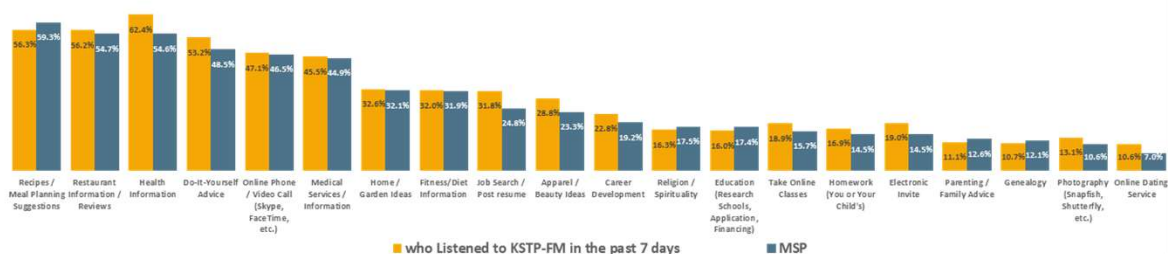
Flew Domestic past year: 69.2% vs 61.5%
Avg. # Domestic Flights: 3.3 vs 3.3



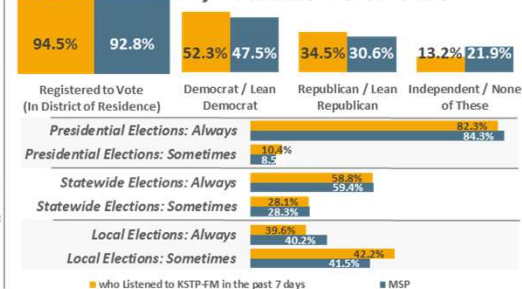
16.6% or 477,052 of MSP Metro Adults 18 or older Listened to KSTP-FM in the past 7 days.
Adults 18 or older who Listened to KSTP-FM in the past 7 days are 9.6% more likely to look up D-I-Y advice online, 1.5% less likely to always vote in local elections, 23.6% more likely to belong to a gym, 13.1% more likely to fly domestic past yr.



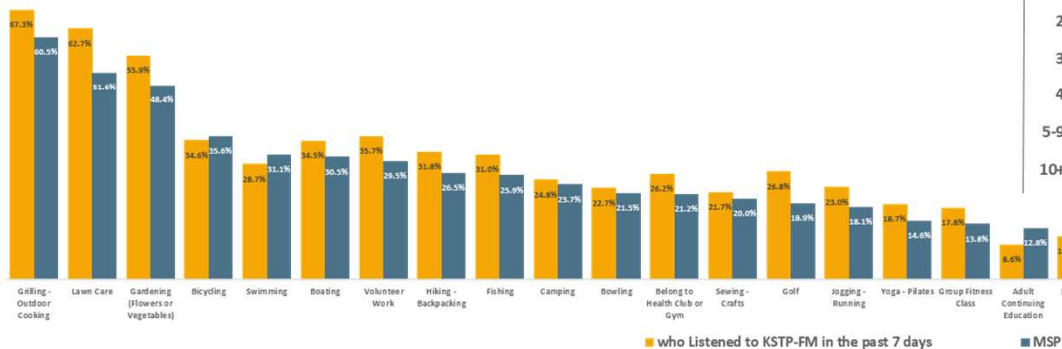
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



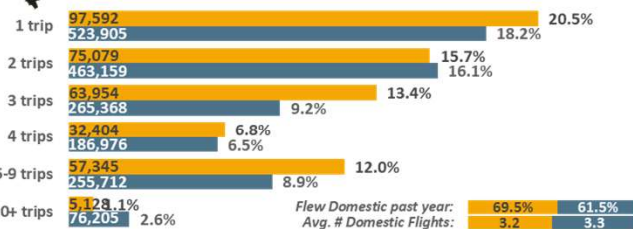
Political Activity: Adults 18 or older



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



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

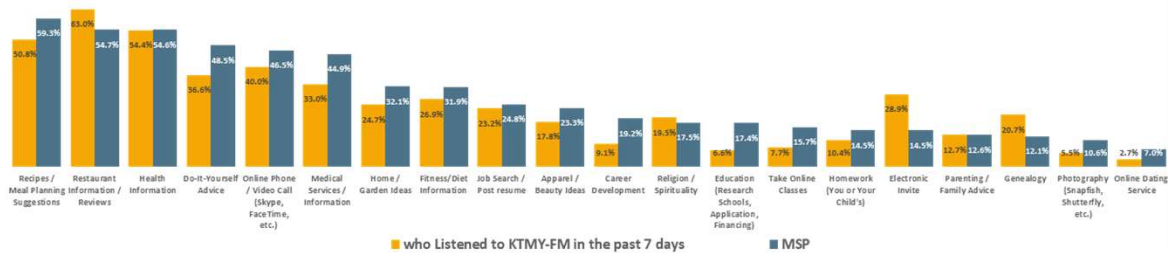




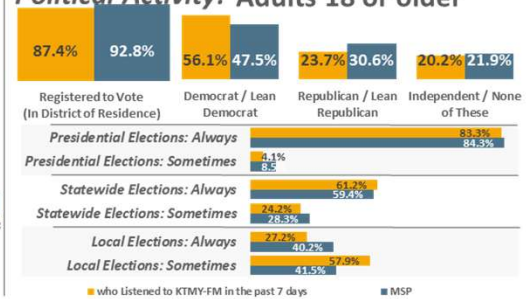
3.7% or 105,494 of MSP Metro Adults 18 or older Listened to KTMJ-FM in the past 7 days.
Adults 18 or older who Listened to KTMJ-FM in the past 7 days are 24.4% less likely to look up D-I-Y advice online, 32.3% less likely to always vote in local elections, 9.2% more likely to belong to a gym, 14.8% more likely to fly domestic past yr.



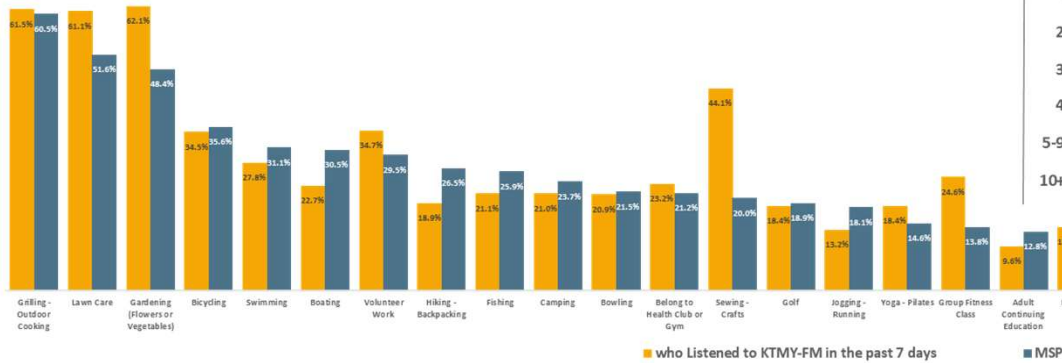
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



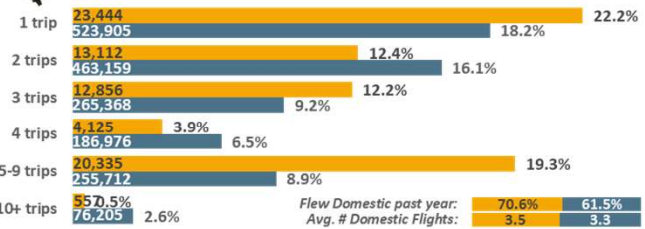
Political Activity: Adults 18 or older



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



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



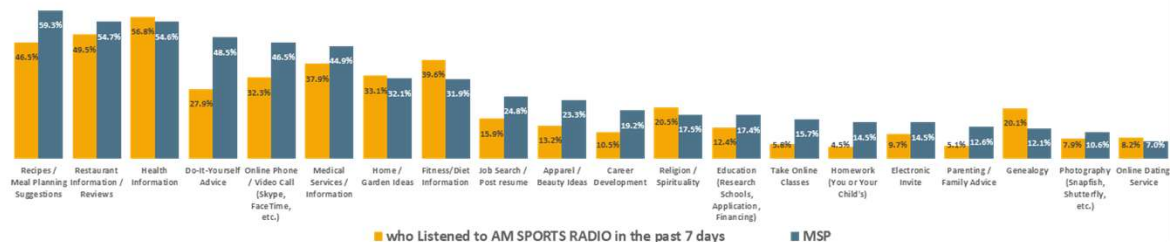
Flew Domestic past year: 70.6%
Avg. # Domestic Flights: 3.5



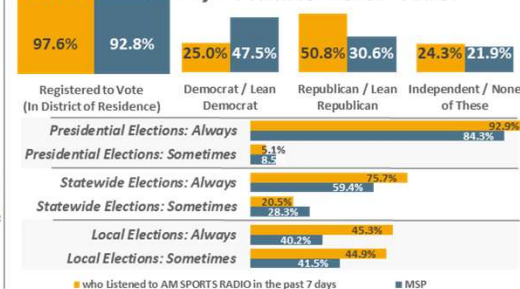
3.1% or 90,238 of MSP Metro Adults 18 or older Listened to AM SPORTS RADIO in the past 7 days. Adults 18 or older who Listened to AM SPORTS RADIO in the past 7 days are 42.5% less likely to look up D-I-Y advice online, 12.7% more likely to always vote in local elections, 28.2% more likely to belong to a gym, 5.1% more likely to fly domestic past yr



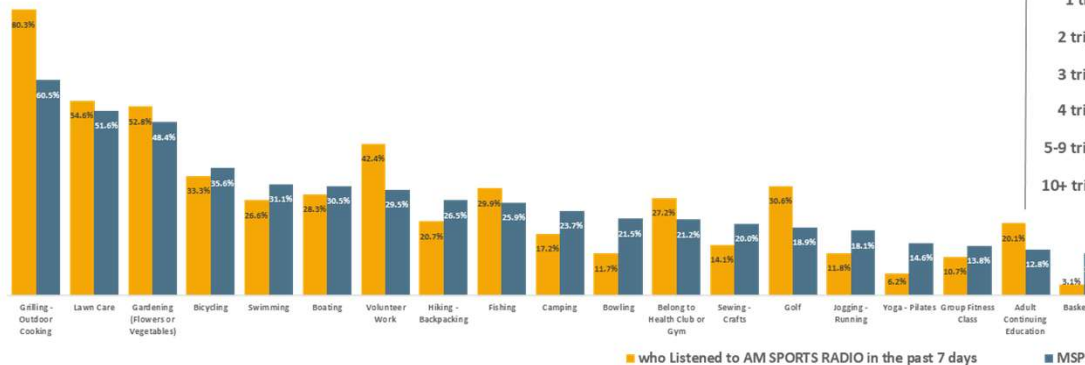
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



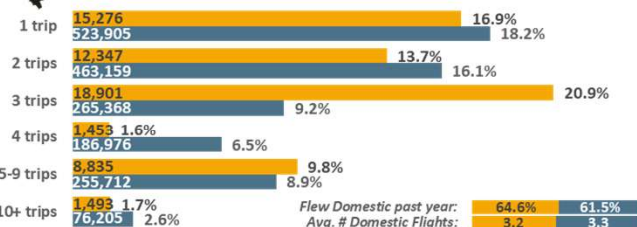
Political Activity: Adults 18 or older



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



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

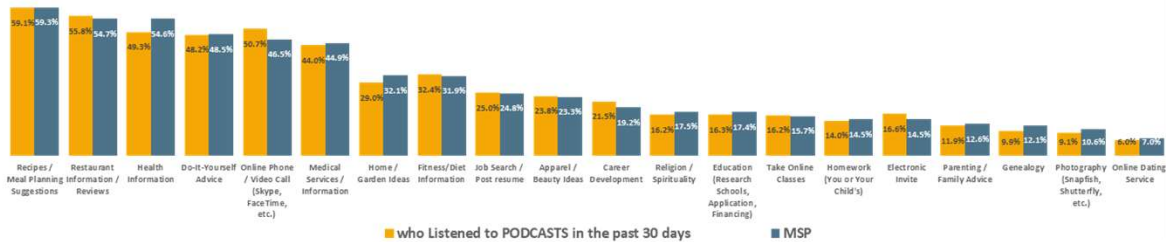




32.2% or 929,213 of MSP Metro Adults 18 or older Listened to PODCASTS in the past 30 days.
Adults 18 or older who Listened to PODCASTS in the past 30 days are .5% less likely to look up D-I-Y advice online, 18.2% more likely to always vote in local elections, 17.7% more likely to belong to a gym, 14.4% more likely to fly domestic past yr.

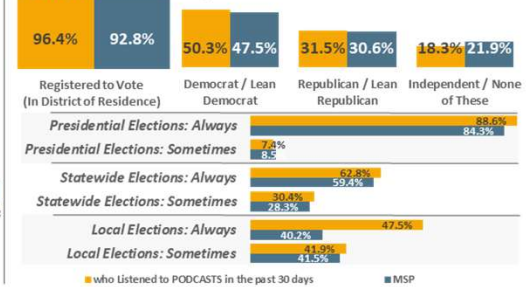


Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



■ who Listened to PODCASTS in the past 30 days ■ MSP

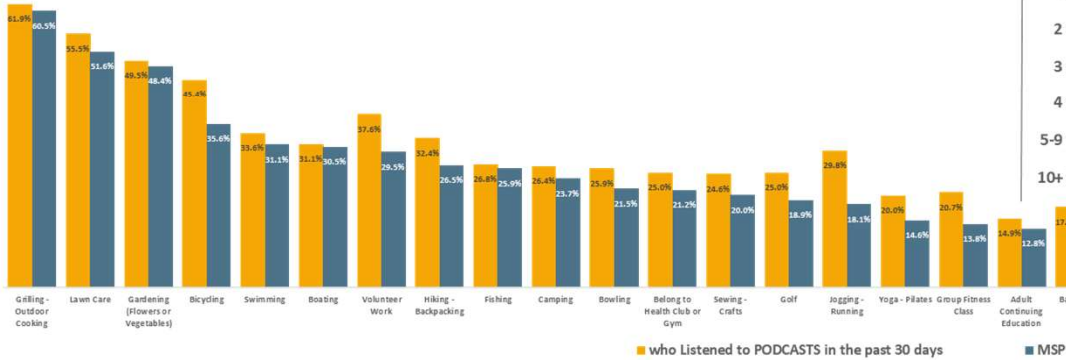
Political Activity: Adults 18 or older



■ who Listened to PODCASTS in the past 30 days ■ MSP



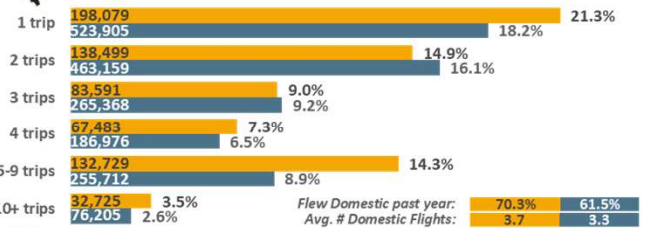
Top-30 past 12-months Active Lifestyle Activities: Adults 18 or older



■ who Listened to PODCASTS in the past 30 days ■ MSP



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



Flew Domestic past year: 70.3%
Avg. # Domestic Flights: 3.7

MSP Metro Scarborough R1 2026: Feb25-Feb26 Qual Intab 457

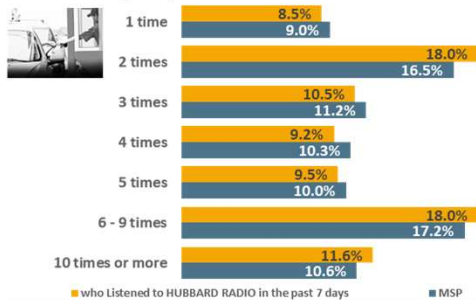
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Watched, listened, or downloaded podcast past 30 days: Yes

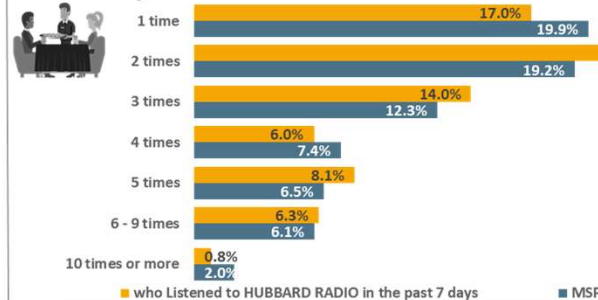


19.3% or 554,937 of MSP Metro Adults 18 or older Listened to HUBBARD RADIO in the past 7 days. Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days are .7% more likely to use QSRs past mo., 3.1% more likely to use Sit-Down Restaurants past mo., 9.9% more likely to use Casinos past yr., 2.6% more likely to smoke cigarettes.

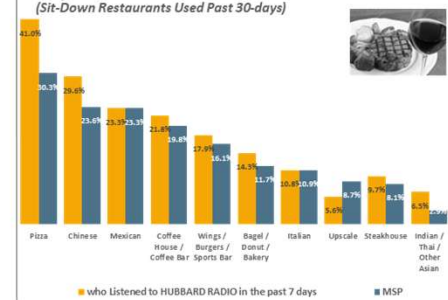
Past 30-days QSR Users: Adults 18 or older



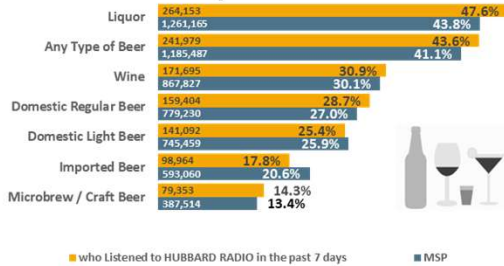
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



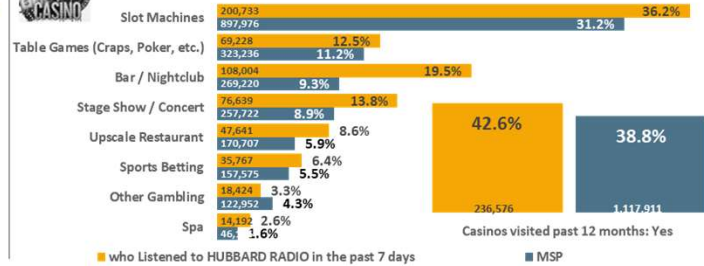
Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



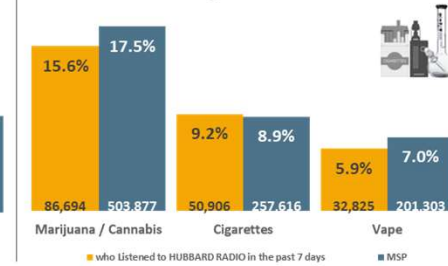
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



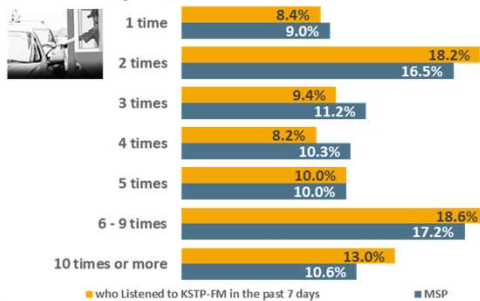
Used Past 30-days: Adults 18 or older





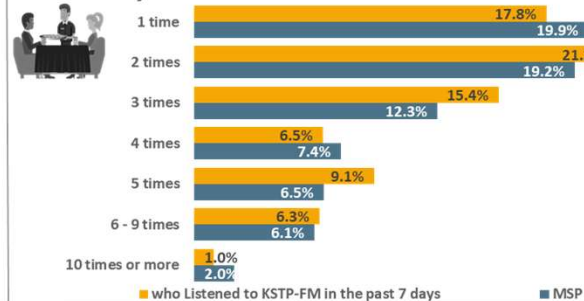
16.6% or 477,052 of MSP Metro Adults 18 or older Listened to KSTP-FM in the past 7 days.
Adults 18 or older who Listened to KSTP-FM in the past 7 days are 1.1% more likely to use QSRs past mo.,
5.3% more likely to use Sit-Down Restaurants past mo., 18.4% more likely to use Casinos past yr, 13.4%
more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



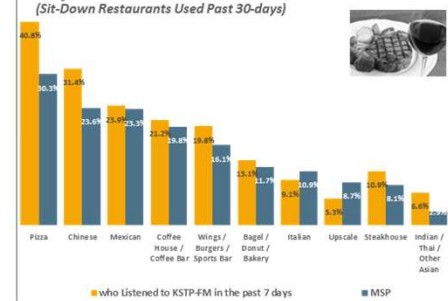
Total Monthly QSR Users: 85.7% (409,028) vs 84.8% (2,443,541)
Avg. Monthly QSR Meals: 5.7 vs 5.4

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



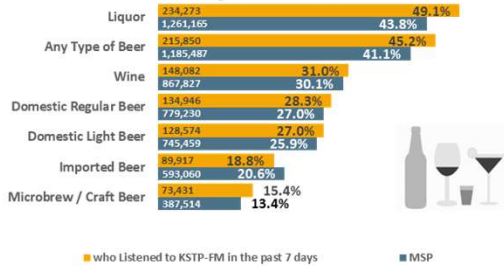
Total Monthly Sit-Down Restaurant Users: 77.2% (368,285) vs 73.3% (2,113,761)
Avg. Monthly Sit-Down Restaurant Meals: 3.1 vs 3.2

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



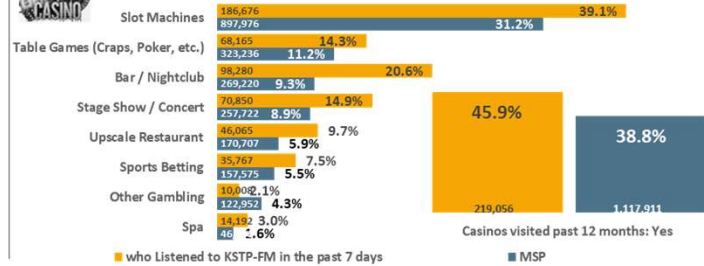
Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
who listened to KSTP-FM in the past 7 days: 88,774 (18.6%)
MSP: 461,162 (16.0%)

Drank Past 30-days: Adults 18 or older



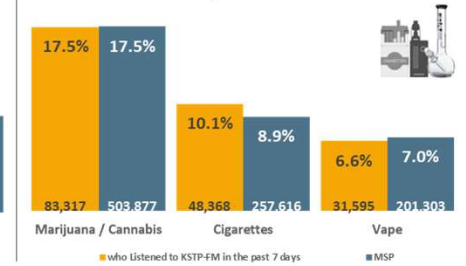
MSP Metro Scarborough R1 2026: Feb25-Feb26 Qual Intab 253
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Past 12 months Casino Activities: Adults 18 or older



Casinos visited past 12 months: Yes
45.9% (219,056) vs 38.8% (1,617,611)

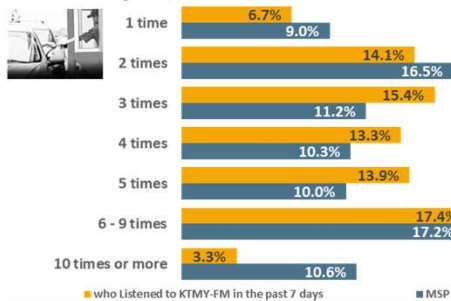
Used Past 30-days: Adults 18 or older





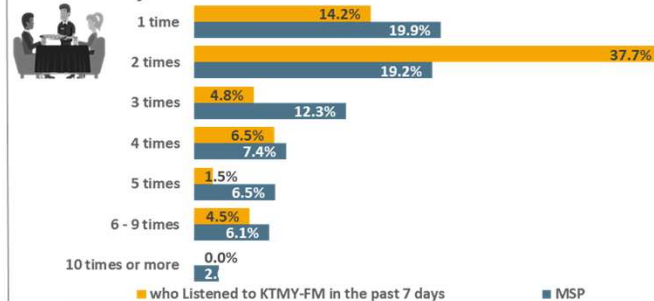
3.7% or 105,494 of MSP Metro Adults 18 or older Listened to KTMY-FM in the past 7 days.
Adults 18 or older who Listened to KTMY-FM in the past 7 days are .8% less likely to use QSRs past mo.,
5.6% less likely to use Sit-Down Restaurants past mo., 12.5% less likely to use Casinos past yr, 53.8% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



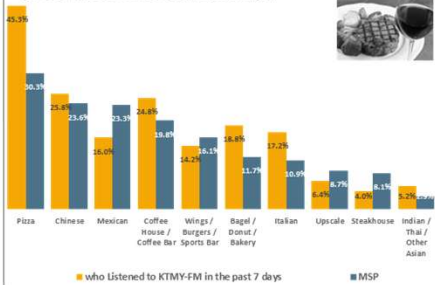
Total Monthly QSR Users: 84.1%
Avg. Monthly QSR Meals: 4.6

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



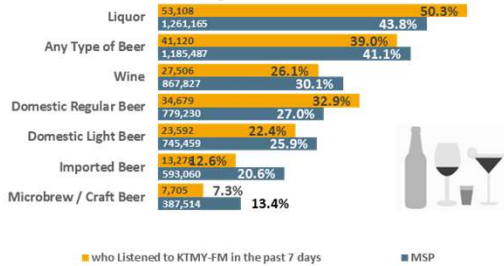
Total Monthly Sit-Down Restaurant Users: 69.2%
Avg. Monthly Sit-Down Restaurant Meals: 2.5

Top-10 Cuisines: Adults 18 or older



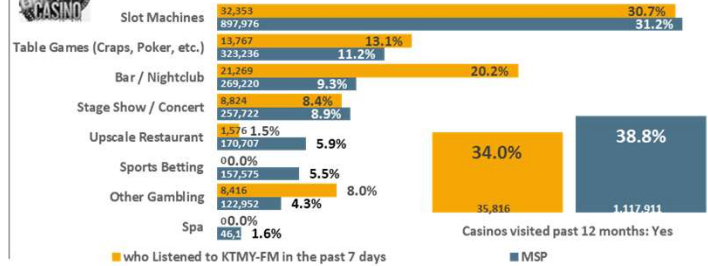
Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
who Listened to KTMY-FM in the past 7 days: 14,641
MSP: 461,162

Drank Past 30-days: Adults 18 or older



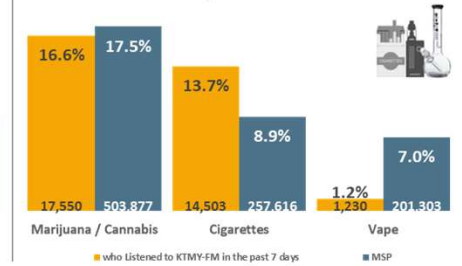
MSP Metro Scarborough R1 2026; Feb25-Feb26 Qual Intab 55
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Past 12 months Casino Activities: Adults 18 or older



Casinos visited past 12 months: Yes
34.0%
38.8%

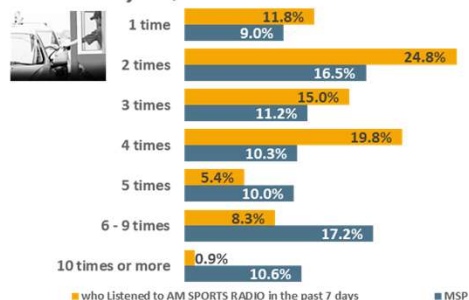
Used Past 30-days: Adults 18 or older



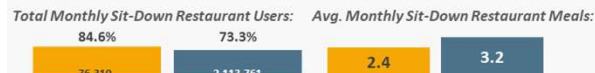
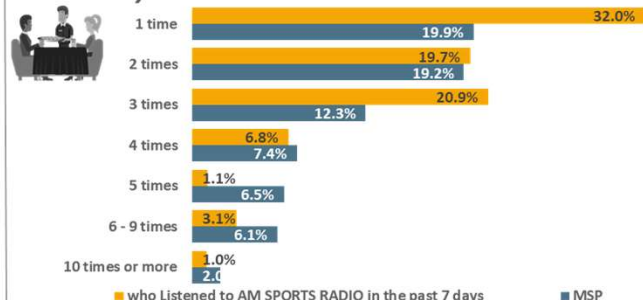


3.1% or 90,238 of MSP Metro Adults 18 or older Listened to AM SPORTS RADIO in the past 7 days. Adults 18 or older who Listened to AM SPORTS RADIO in the past 7 days are 1.4% more likely to use QSRs past mo., 15.3% more likely to use Sit-Down Restaurants past mo., 5.3% more likely to use Casinos past yr., 76.9% more likely to smoke cigarettes.

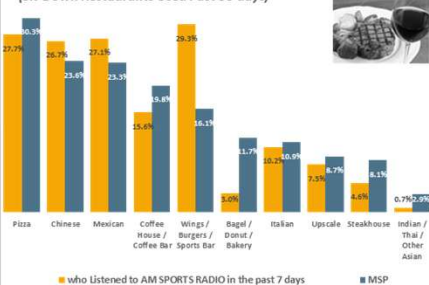
Past 30-days QSR Users: Adults 18 or older



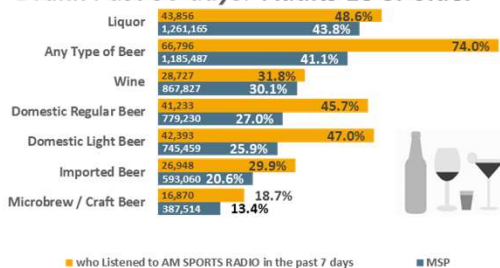
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



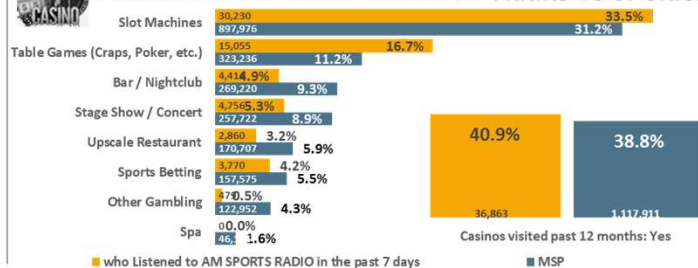
Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



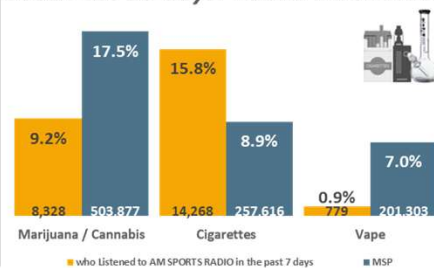
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



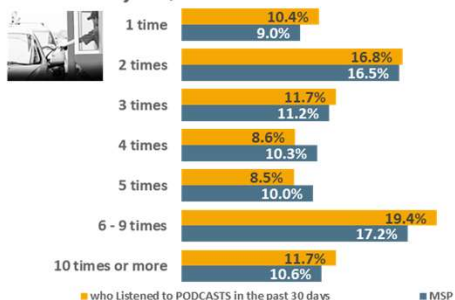
Used Past 30-days: Adults 18 or older





32.2% or 929,213 of MSP Metro Adults 18 or older Listened to PODCASTS in the past 30 days.
Adults 18 or older who Listened to PODCASTS in the past 30 days are 2.7% more likely to use QSRs past mo.,
7.7% more likely to use Sit-Down Restaurants past mo., 7.7% less likely to use Casinos past yr., .6% less likely to smoke cigarettes.

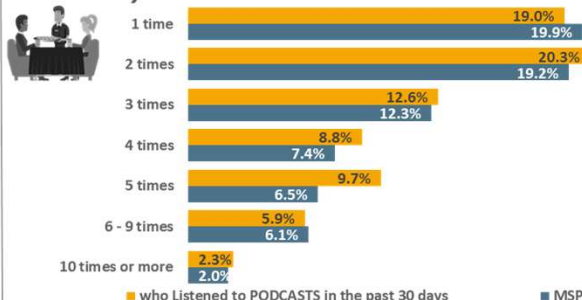
Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 87.1%
809,479

Avg. Monthly QSR Meals: 5.5
2,443,541

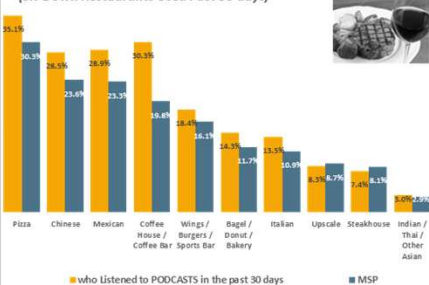
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



Total Monthly Sit-Down Restaurant Users: 78.5%
729,544

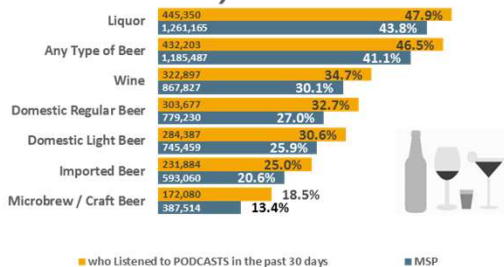
Avg. Monthly Sit-Down Restaurant Meals: 3.3
2,113,761

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



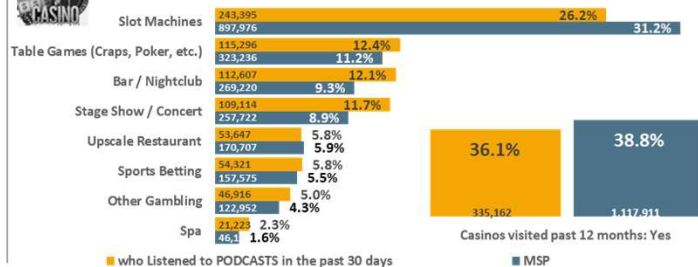
Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
who Listened to PODCASTS in the past 30 days: 194,383 (20.9%)
MSP: 461,162 (16.0%)

Drank Past 30-days: Adults 18 or older



MSP Metro Scarborough R1 2026: Feb25-Feb26 Qual Intab 457
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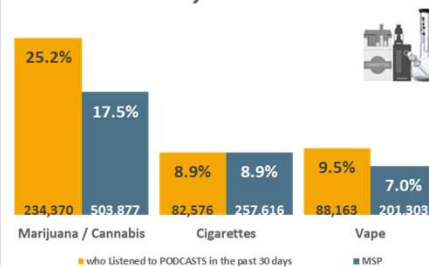
Past 12 months Casino Activities: Adults 18 or older



Casinos visited past 12 months: Yes
36.1%
335,162

38.8%
1,617,611

Used Past 30-days: Adults 18 or older



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



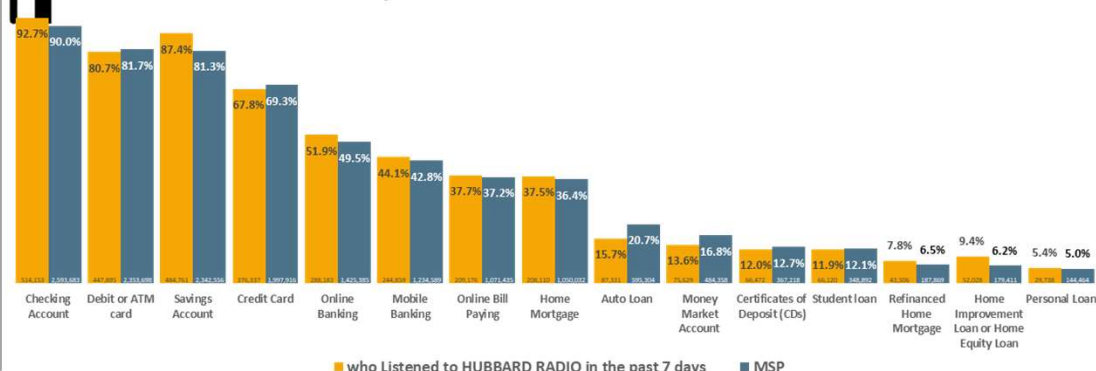
19.3% or 554,937 of MSP Metro Adults 18 or older Listened to HUBBARD RADIO in the past 7 days. Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days are 2.3% more likely to have a 401K, 23.8% less likely to have an Auto Loan, 17.8% more likely to Invest/Trade Stocks Online, 11.5% less likely to pay with their Debit Card.



Investments Owned: Adults 18 or older



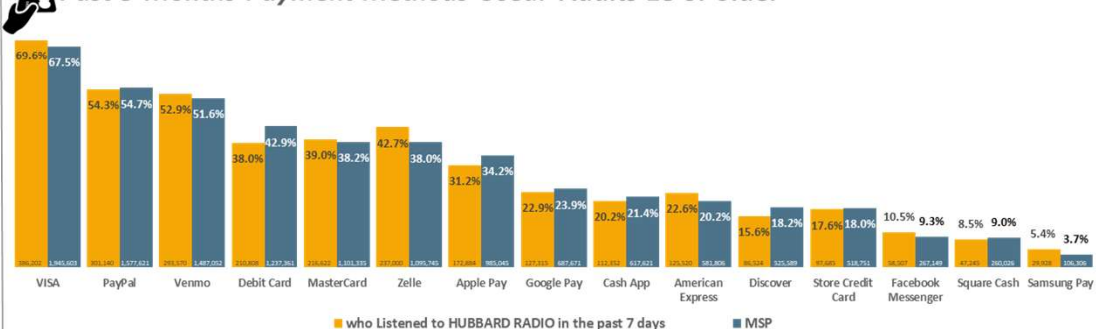
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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





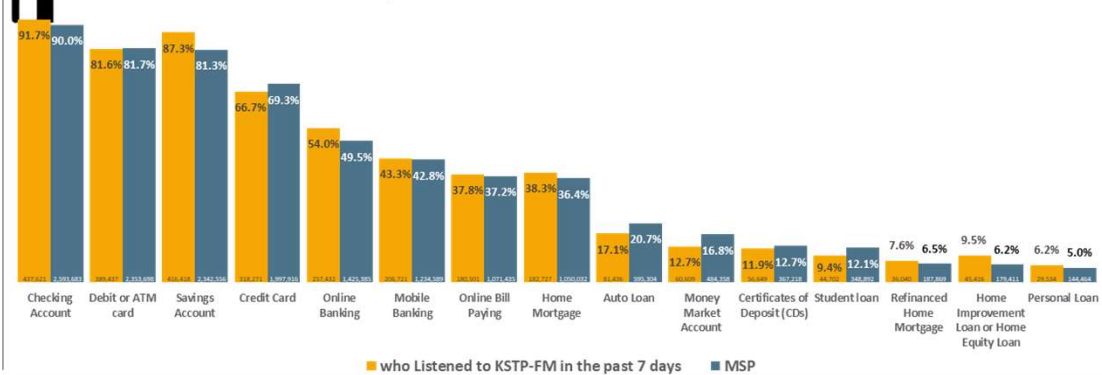
16.6% or 477,052 of MSP Metro Adults 18 or older Listened to KSTP-FM in the past 7 days. Adults 18 or older who Listened to KSTP-FM in the past 7 days are 5.9% more likely to have a 401K, 17.4% less likely to have an Auto Loan, 7.4% more likely to Invest/Trade Stocks Online, 5.9% less likely to pay with their Debit Card.



Investments Owned: Adults 18 or older



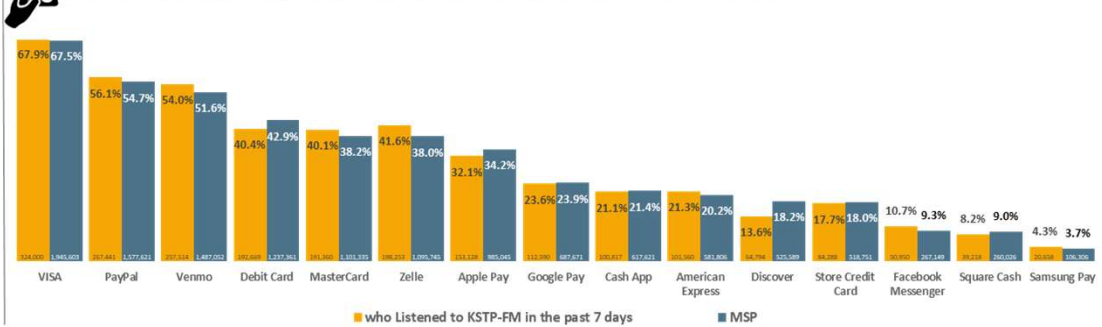
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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





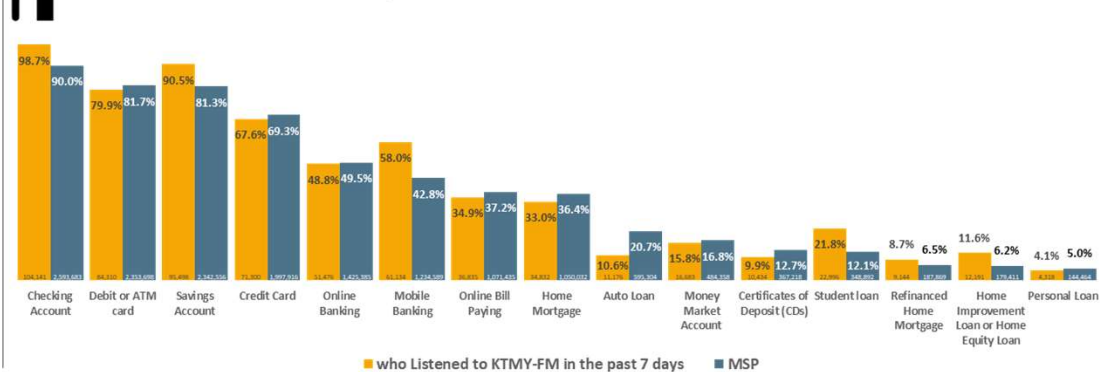
3.7% or 105,494 of MSP Metro Adults 18 or older Listened to KTMY-FM in the past 7 days. Adults 18 or older who Listened to KTMY-FM in the past 7 days are 26.4% less likely to have a 401K, 48.7% less likely to have an Auto Loan, 33.7% more likely to Invest/Trade Stocks Online, 40.1% less likely to pay with their Debit Card.



Investments Owned: Adults 18 or older



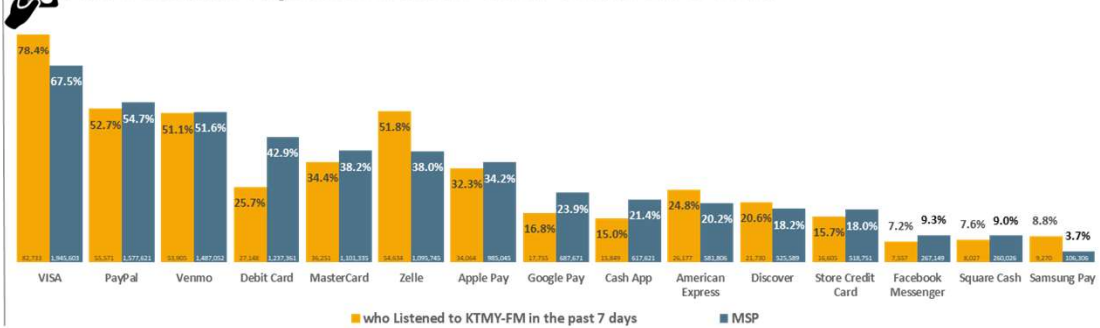
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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





ON



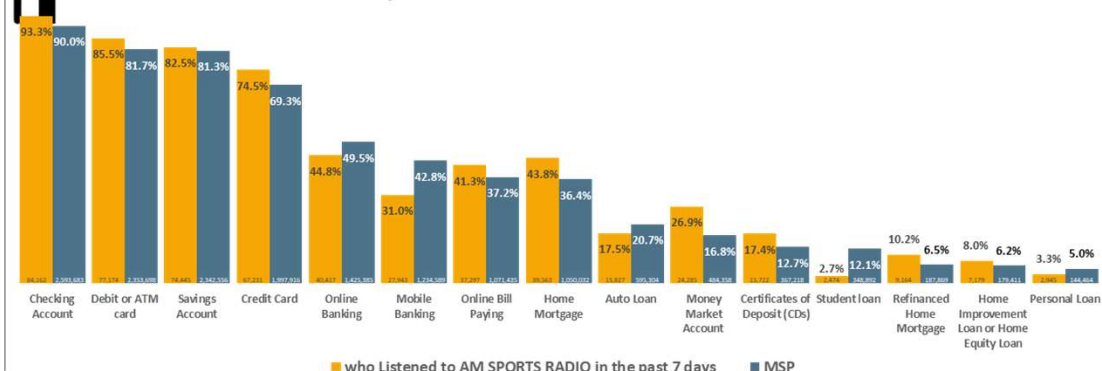
3.1% or 90,238 of MSP Metro Adults 18 or older Listened to AM SPORTS RADIO in the past 7 days. Adults 18 or older who Listened to AM SPORTS RADIO in the past 7 days are 27.6% more likely to have a 401K, 15.1% less likely to have an Auto Loan, 43.9% more likely to Invest/Trade Stocks Online, 6.1% more likely to pay with their Debit Card.



Investments Owned: Adults 18 or older



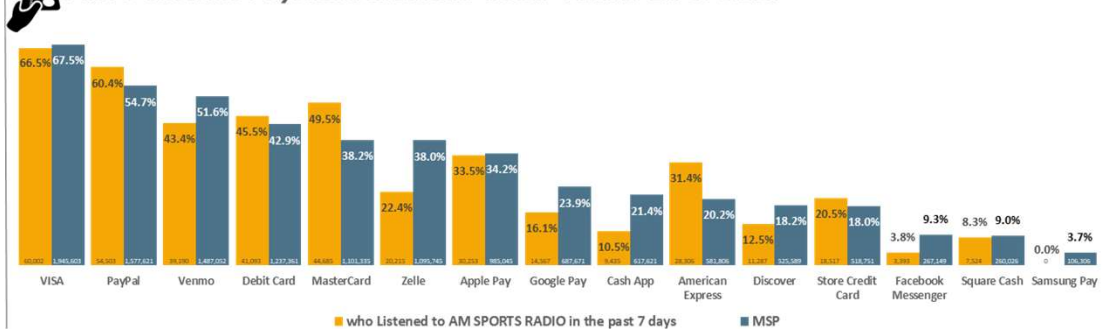
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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





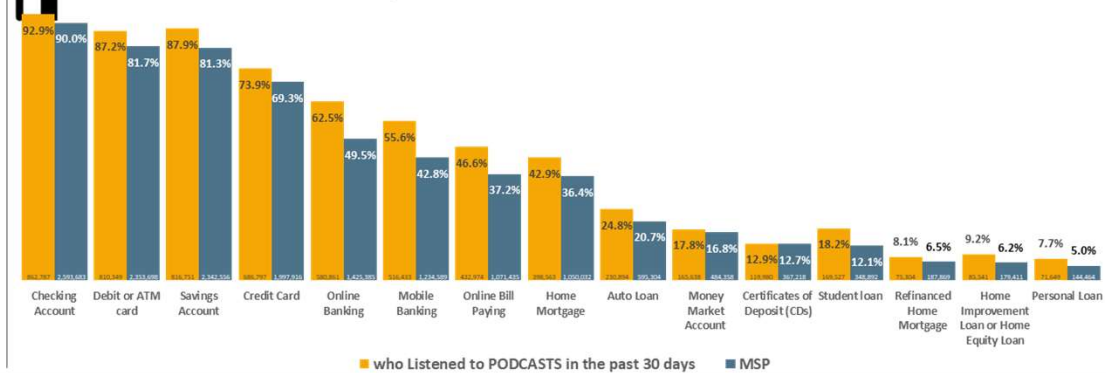
32.2% or 929,213 of MSP Metro Adults 18 or older Listened to PODCASTS in the past 30 days. Adults 18 or older who Listened to PODCASTS in the past 30 days are 12.2% more likely to have a 401K, 20.3% more likely to have an Auto Loan, 25.7% more likely to Invest/Trade Stocks Online, 10.7% less likely to pay with their Debit Card.



Investments Owned: Adults 18 or older



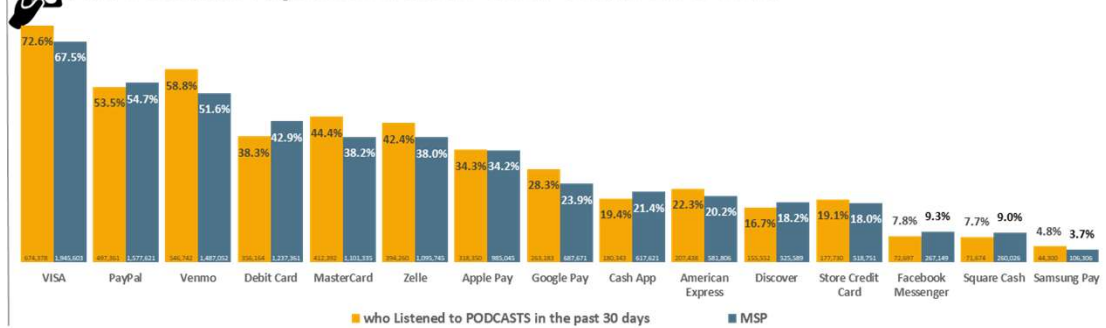
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older

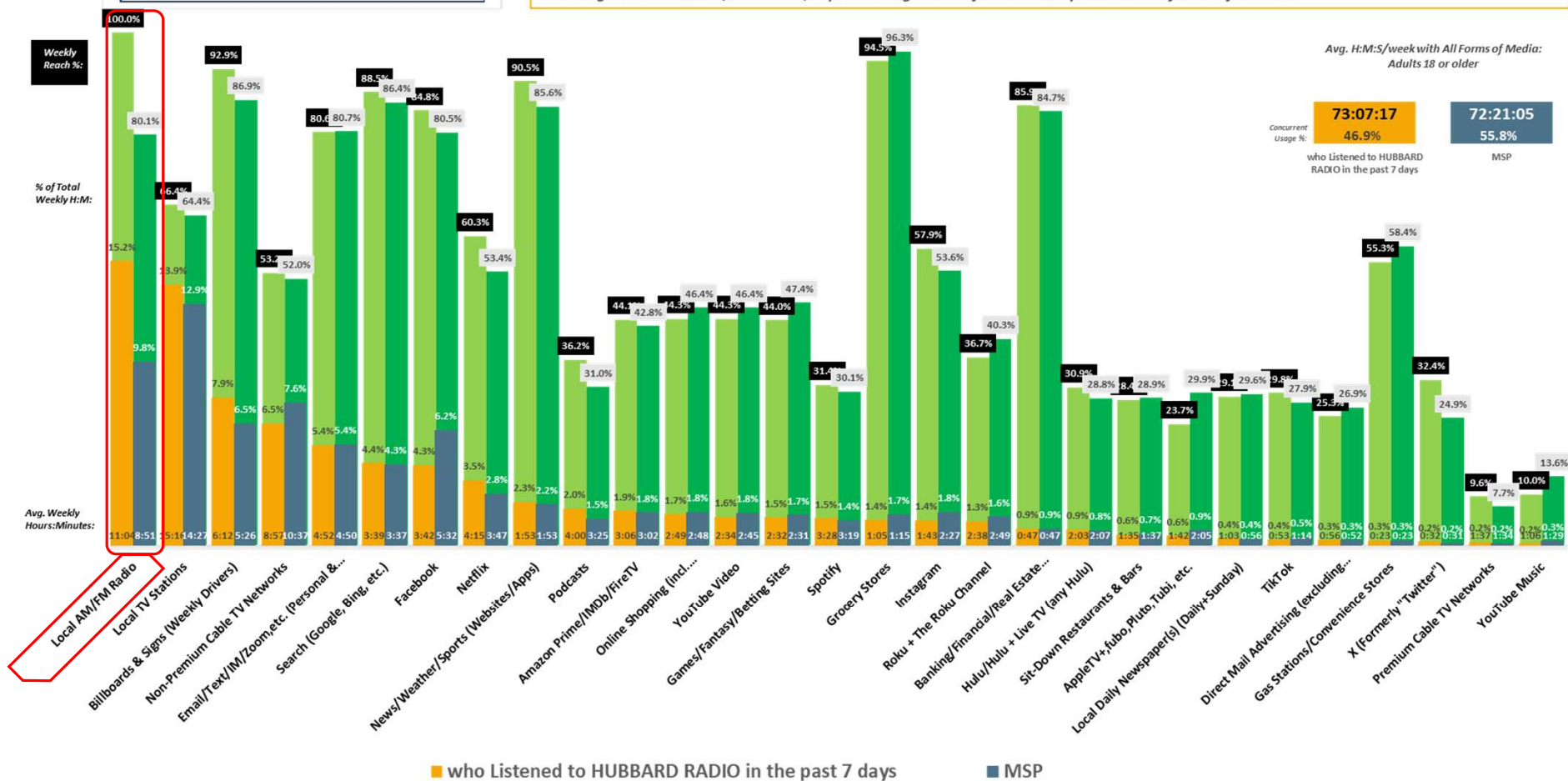


Past 3-Months Payment Methods Used: Adults 18 or older





Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days spend an average of 3 days, 1 hours, 7 minutes and 17 seconds each week with All Forms of Media.
 100.% of Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days spend an avg. of 11 hours and 4 minutes each week listening to All Local AM/FM Radio, representing 15.2% of total time spent with all forms of Media.



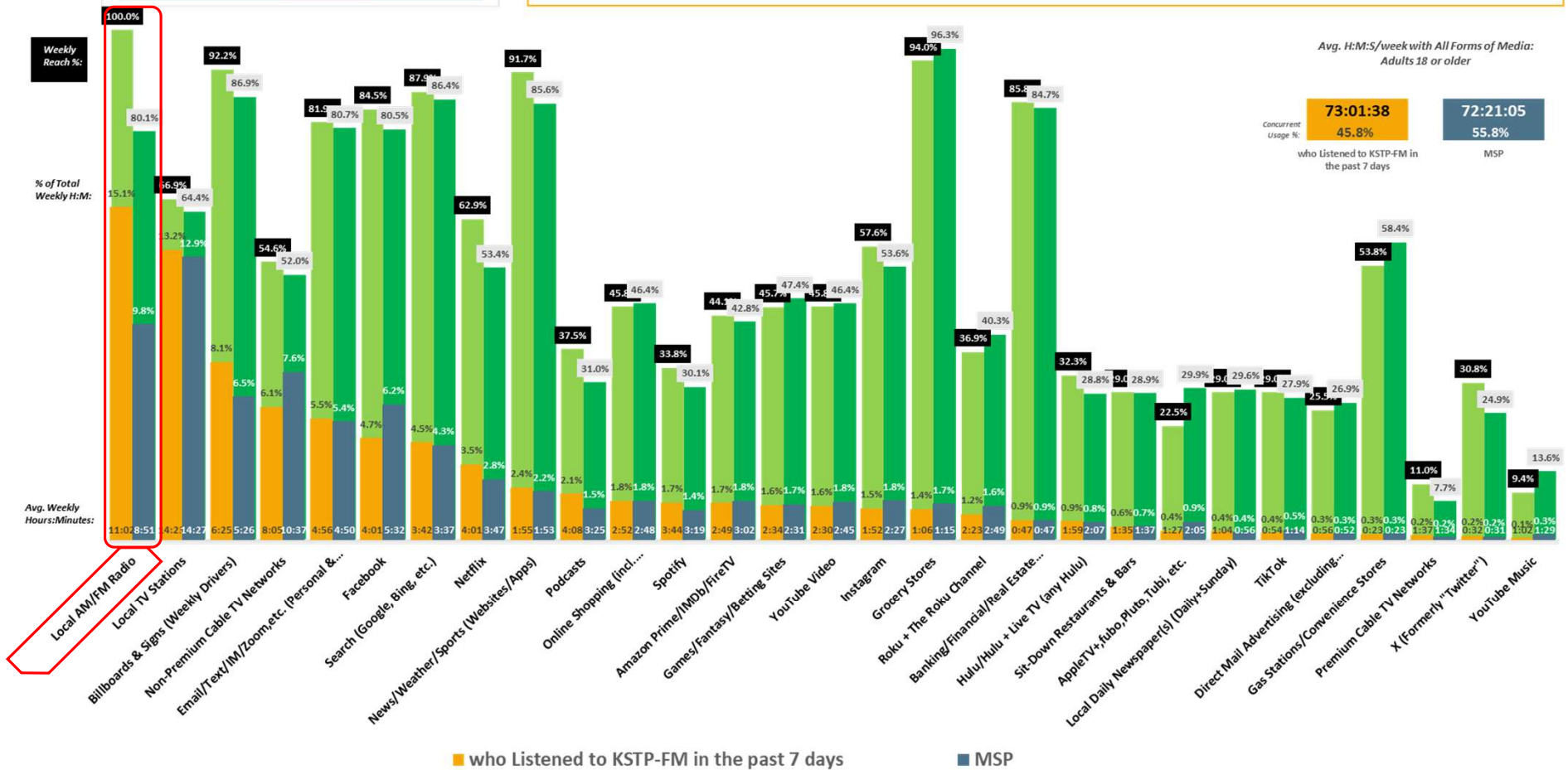
Avg. H:M:S/week with All Forms of Media:
 Adults 18 or older

73:07:17
 Concurrent Usage %: 46.9%
 who Listened to HUBBARD RADIO in the past 7 days

72:21:05
 55.8%
 MSP

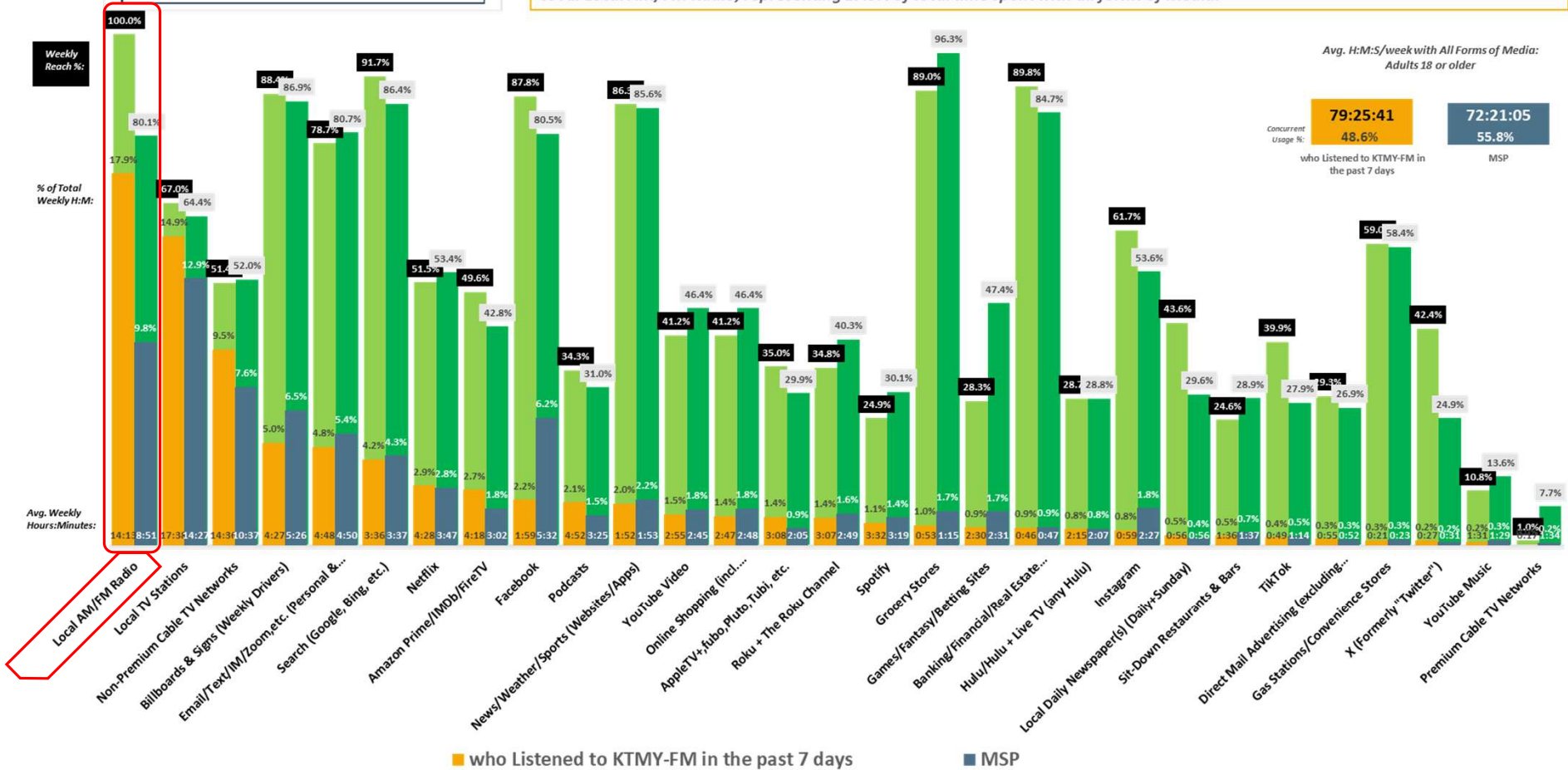


Adults 18 or older who Listened to KSTP-FM in the past 7 days spend an average of 3 days, 1 hours, 1 minutes and 38 seconds each week with All Forms of Media.
 100.% of Adults 18 or older who Listened to KSTP-FM in the past 7 days spend an avg. of 11 hours and 2 minutes each week listening to All Local AM/FM Radio, representing 15.1% of total time spent with all forms of Media.



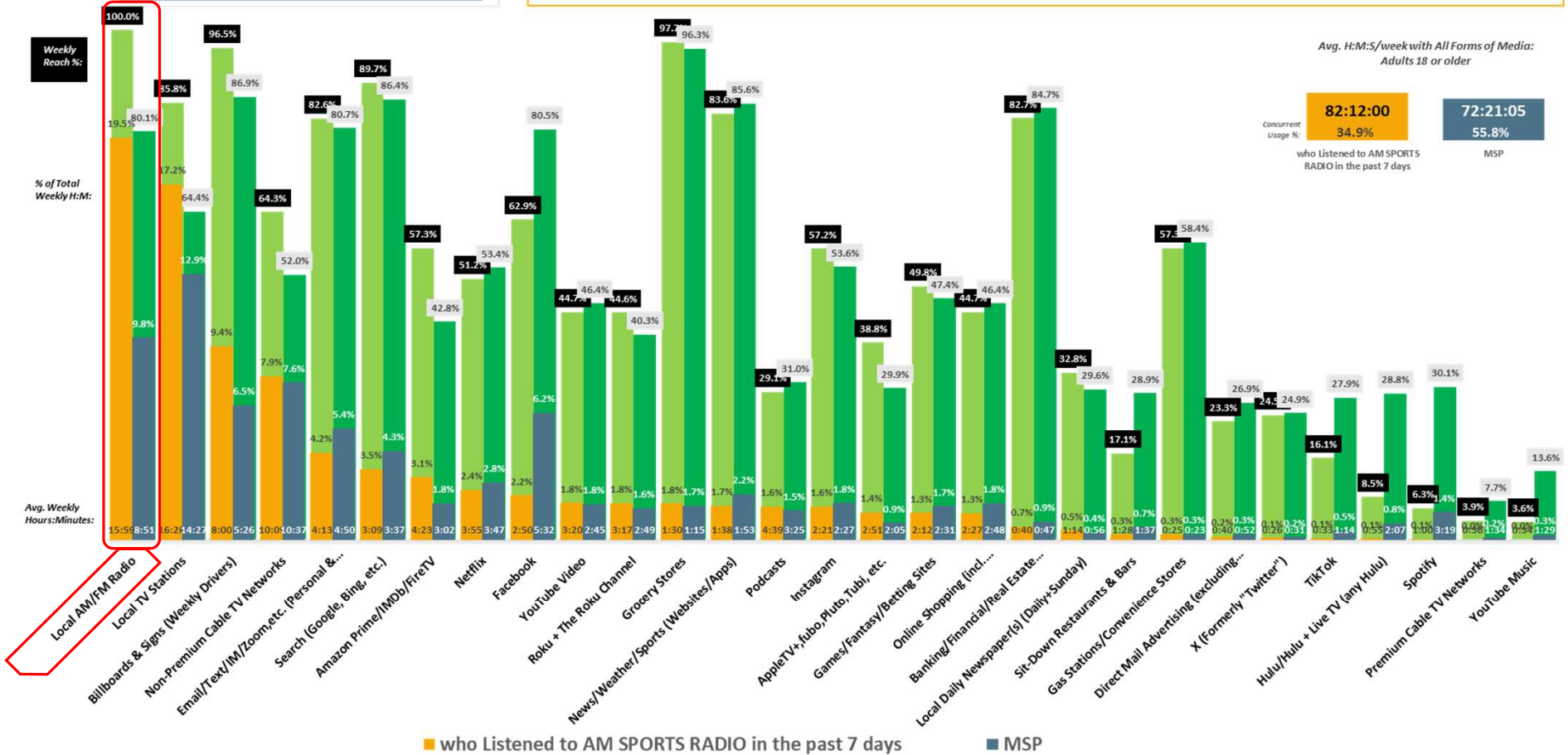


Adults 18 or older who Listened to KTMY-FM in the past 7 days spend an average of 3 days, 7 hours, 25 minutes and 41 seconds each week with All Forms of Media.
100.% of Adults 18 or older who Listened to KTMY-FM in the past 7 days spend an avg. of 14 hours and 13 minutes each week listening to All Local AM/FM Radio, representing 17.9% of total time spent with all forms of Media.





Adults 18 or older who Listened to AM SPORTS RADIO in the past 7 days spend an average of 3 days, 10 hours, 12 minutes and 0 seconds each week with All Forms of Media.
 100.% of Adults 18 or older who Listened to AM SPORTS RADIO in the past 7 days spend an avg. of 15 hours and 59 minutes each week listening to All Local AM/FM Radio, representing 19.5% of total time spent with all forms of Media.



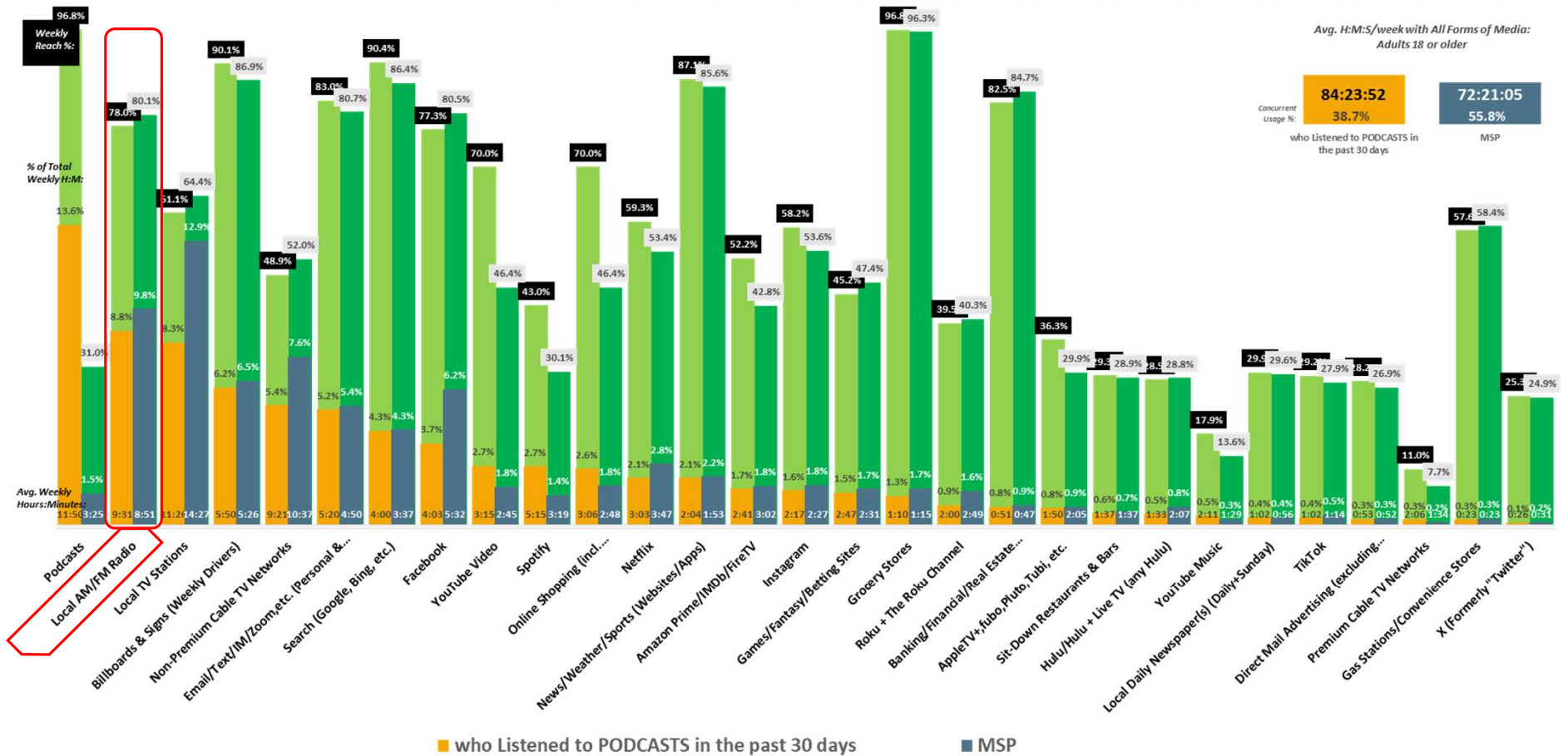
Avg. H:M:S/week with All Forms of Media:
 Adults 18 or older

82:12:00
 34.9%
 who Listened to AM SPORTS RADIO in the past 7 days

72:21:05
 55.8%
 MSP

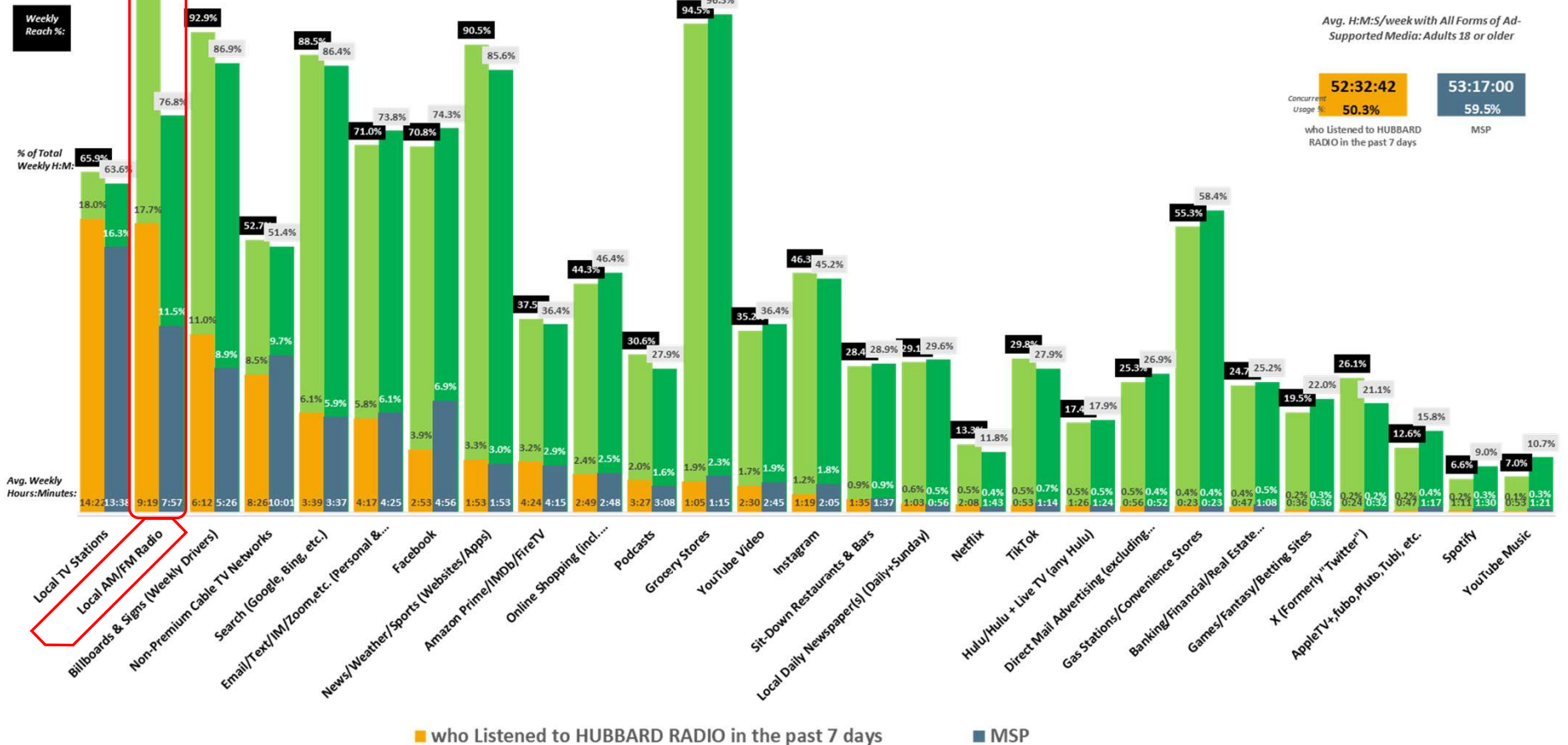


Adults 18 or older who Listened to PODCASTS in the past 30 days spend an average of 3 days, 12 hours, 23 minutes and 52 seconds each week with All Forms of Media.
78.% of Adults 18 or older who Listened to PODCASTS in the past 30 days spend an avg. of 9 hours and 31 minutes each week listening to All Local AM/FM Radio, representing 8.8% of total time spent with all forms of Media.



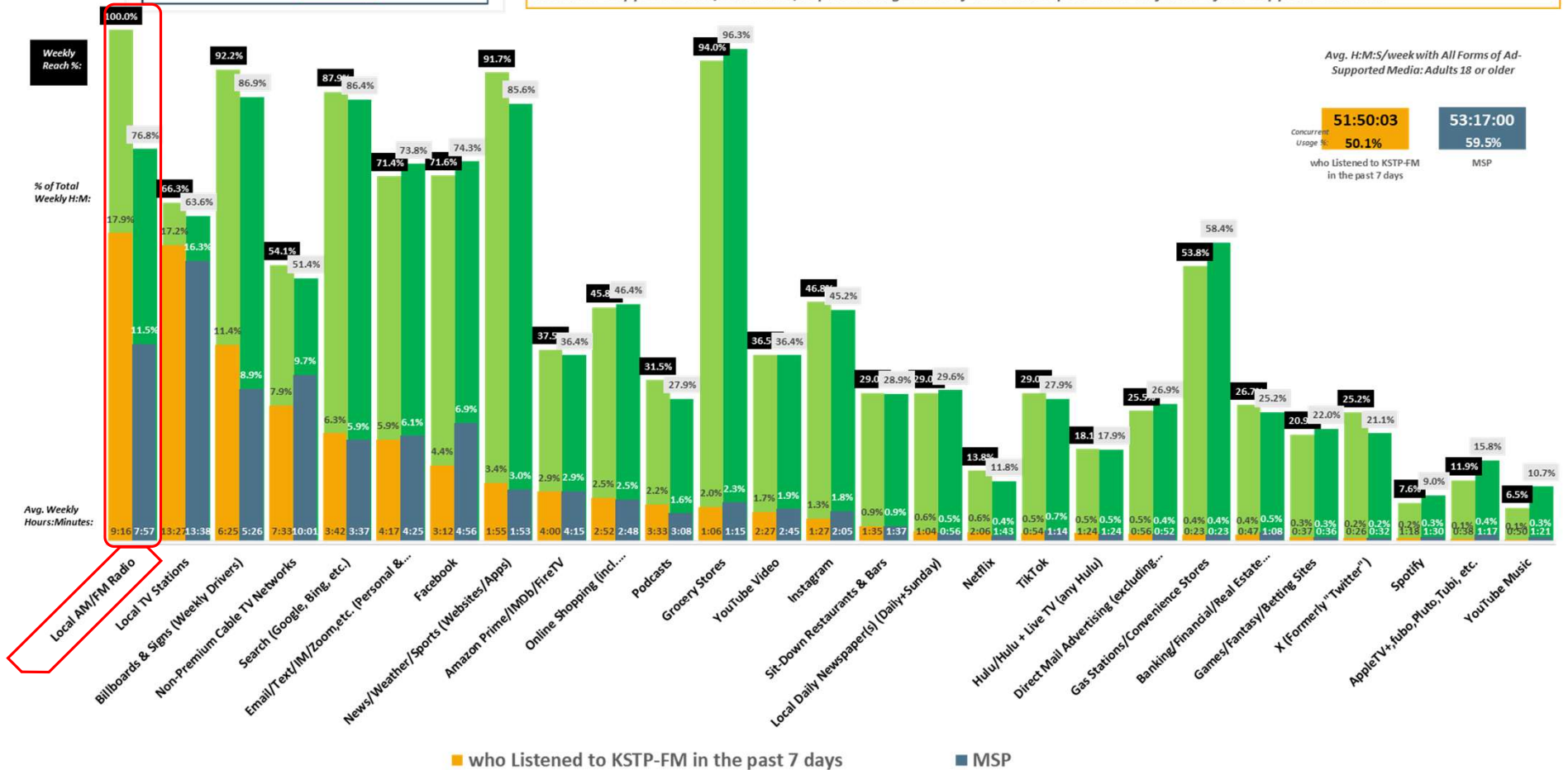


Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days spend an average of 2 days, 4 hours, 32 minutes and 42 seconds each week with All Forms of Ad-Supported Media.
100.% of Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days spend an avg. of 9 hours and 19 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 17.7% of total time spent with all forms of Ad-Supported Media.



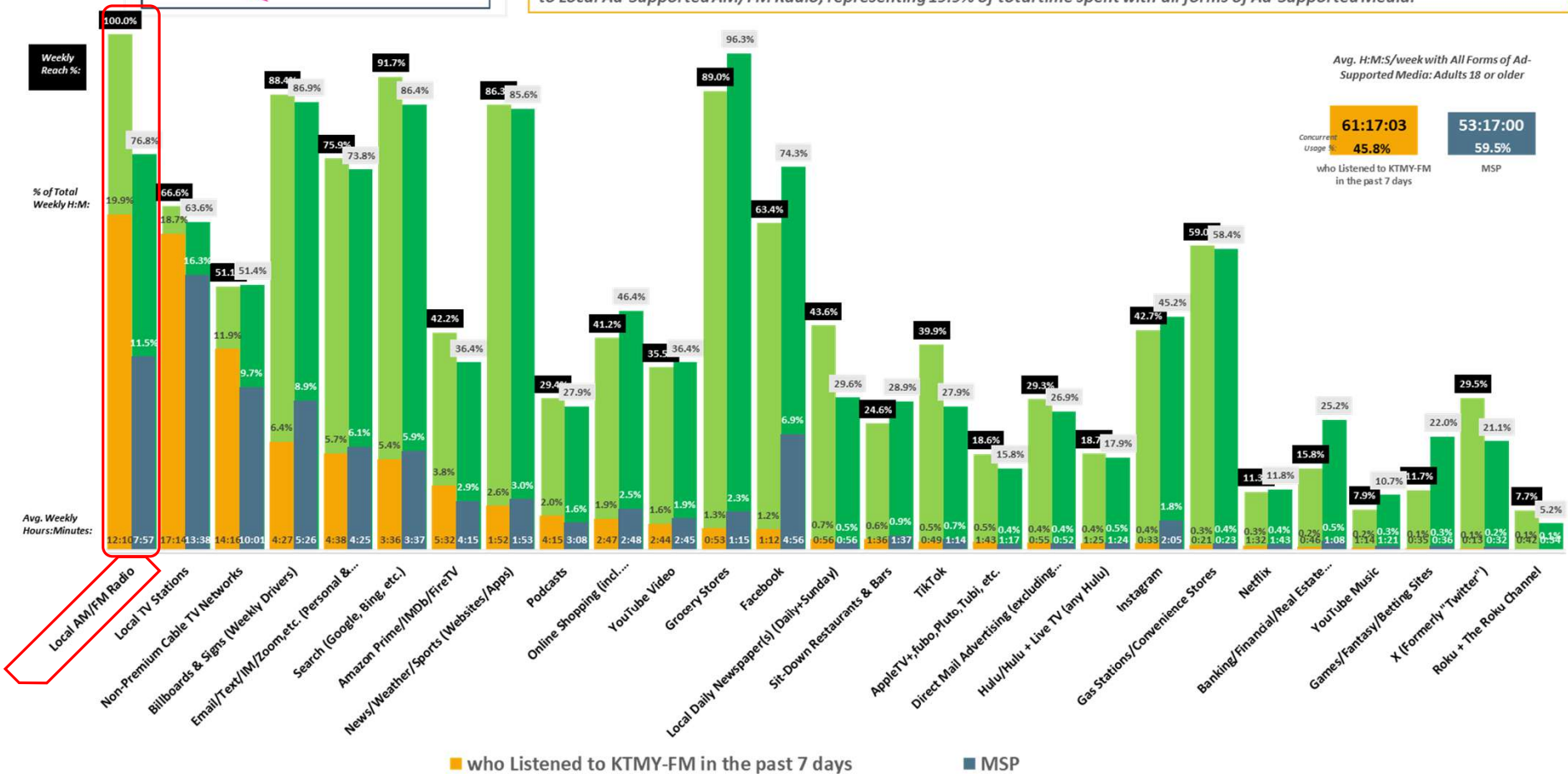


Adults 18 or older who Listened to KSTP-FM in the past 7 days spend an average of 2 days, 3 hours, 50 minutes and 3 seconds each week with All Forms of Ad-Supported Media.
 100.% of Adults 18 or older who Listened to KSTP-FM in the past 7 days spend an avg. of 9 hours and 16 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 17.9% of total time spent with all forms of Ad-Supported Media.



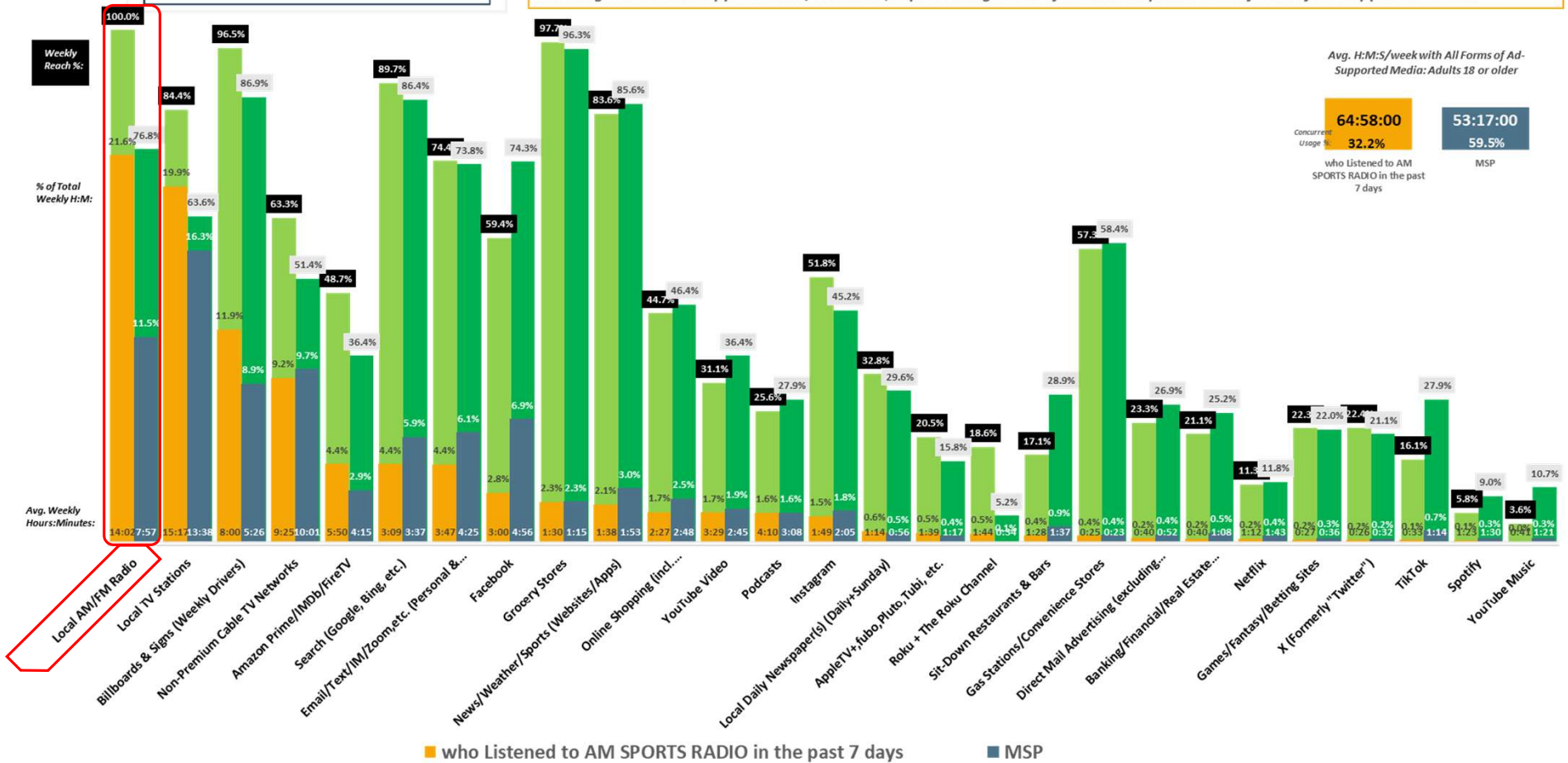


Adults 18 or older who Listened to KTMY-FM in the past 7 days spend an average of 2 days, 13 hours, 17 minutes and 3 seconds each week with All Forms of Ad-Supported Media.
 100.% of Adults 18 or older who Listened to KTMY-FM in the past 7 days spend an avg. of 12 hours and 10 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 19.9% of total time spent with all forms of Ad-Supported Media.





Adults 18 or older who Listened to AM SPORTS RADIO in the past 7 days spend an average of 2 days, 16 hours, 58 minutes and 0 seconds each week with All Forms of Ad-Supported Media.
 100.% of Adults 18 or older who Listened to AM SPORTS RADIO in the past 7 days spend an avg. of 14 hours and 2 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 21.6% of total time spent with all forms of Ad-Supported Media.



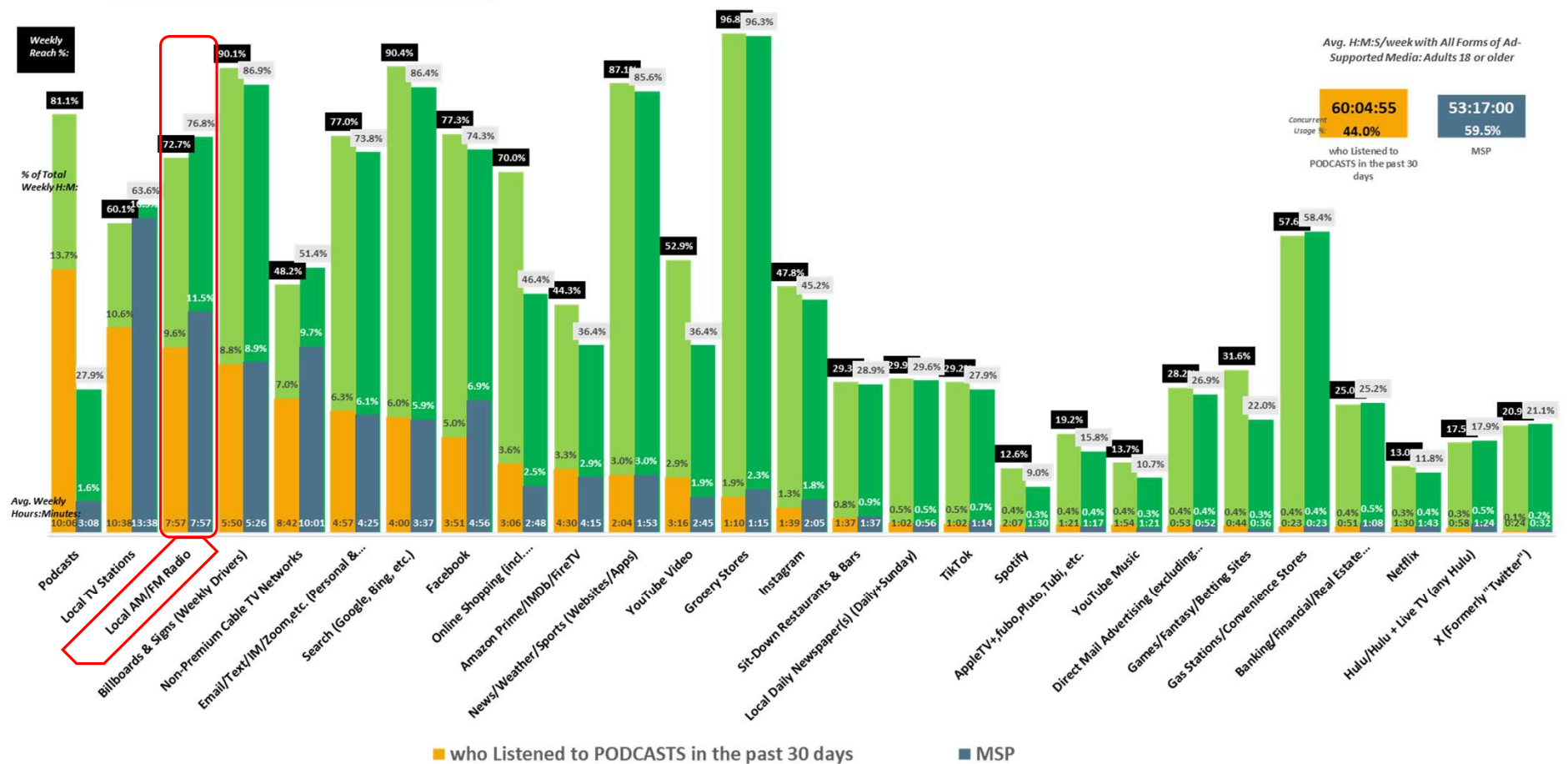
Avg. H:M:S/week with All Forms of Ad-Supported Media: Adults 18 or older

64:58:00
 Concurrent Usage % **32.2%**
 who Listened to AM SPORTS RADIO in the past 7 days
53:17:00
 MSP



Adults 18 or older who Listened to PODCASTS in the past 30 days spend an average of 2 days, 12 hours, 4 minutes and 55 seconds each week with All Forms of Ad-Supported Media.

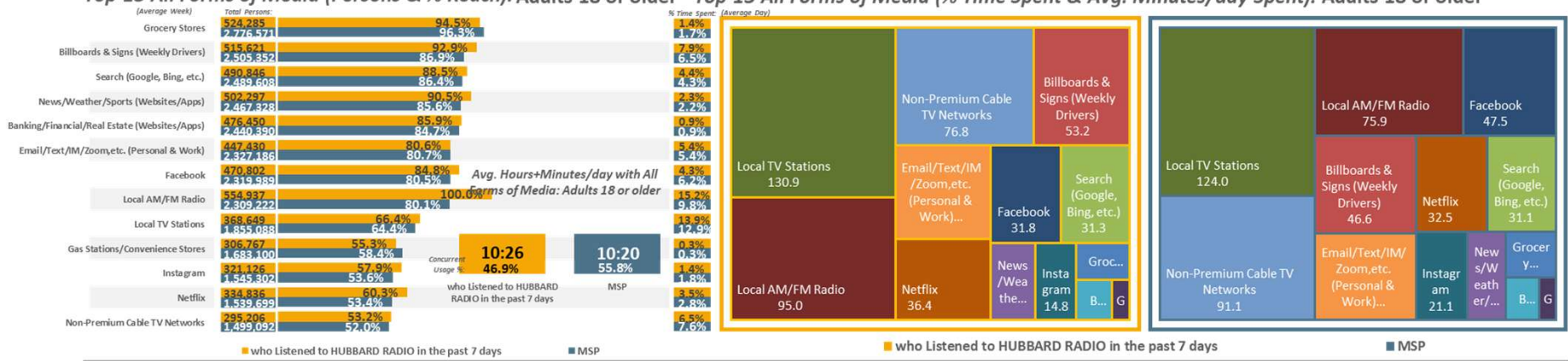
72.7% of Adults 18 or older who Listened to PODCASTS in the past 30 days spend an avg. of 7 hours and 57 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.6% of total time spent with all forms of Ad-Supported Media.



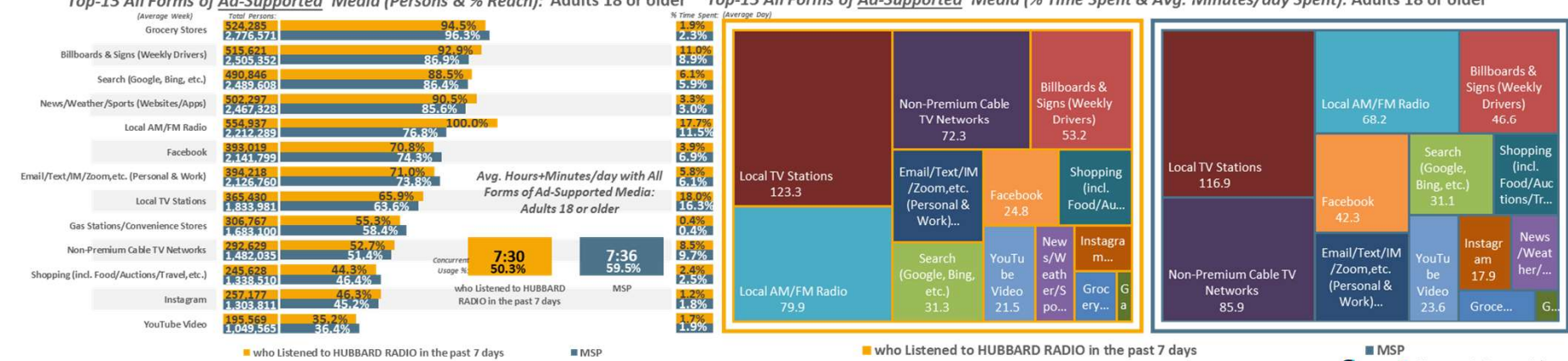


Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days spend an average of 7 hours and 30 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 79.9 minutes/day. *(Local Radio delivers 17.7% of Time with Ad-Supported Media.)*

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



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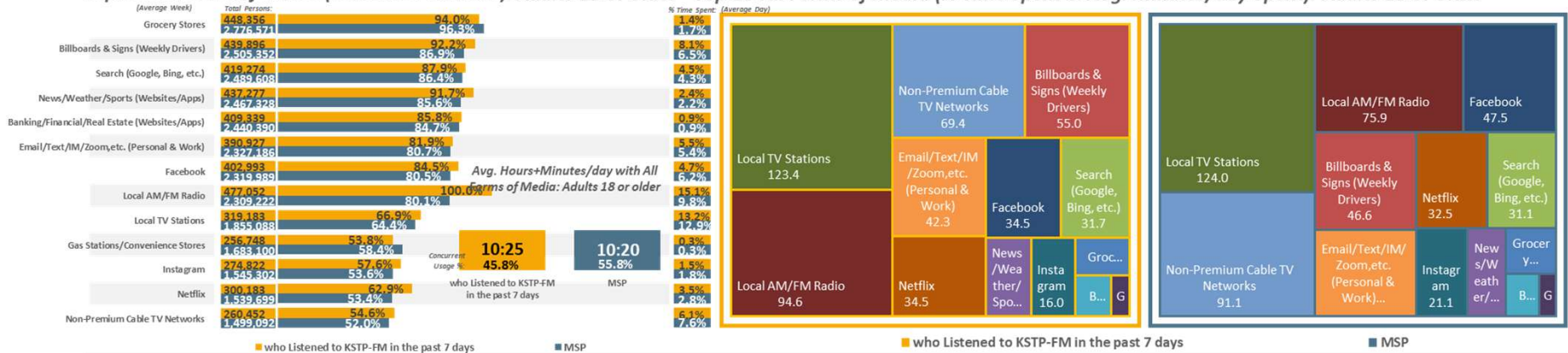
soefa.ai Share of Everything for Anything

Radio Stations: KSTP-FM OR Radio Stations: KTMV-FM

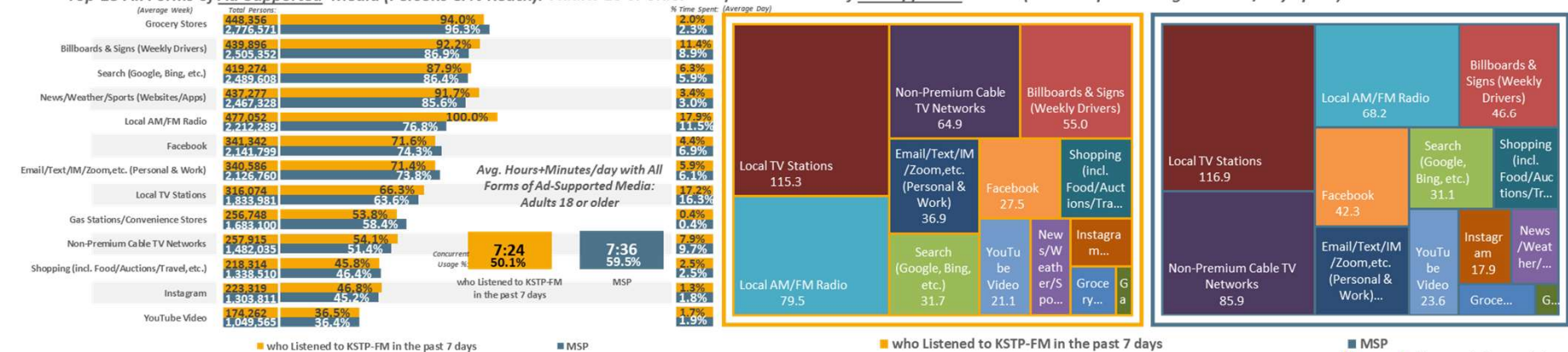


Adults 18 or older who Listened to KSTP-FM in the past 7 days spend an average of 7 hours and 24 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 79.5 minutes/day. (Local Radio delivers 17.9% of Time with Ad-Supported Media.)

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



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



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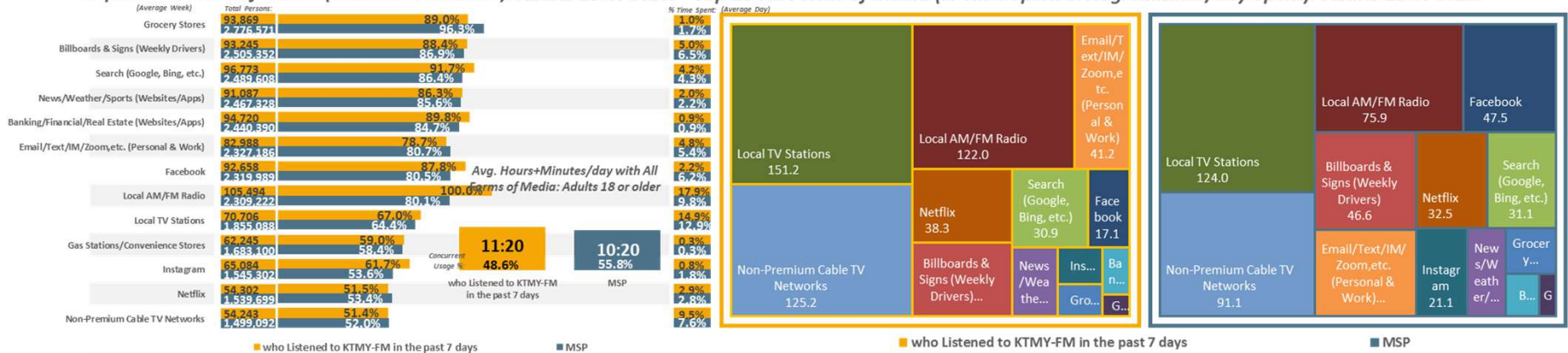
soefa.ai Share of Everything for Anything

Radio Stations: KSTP-FM

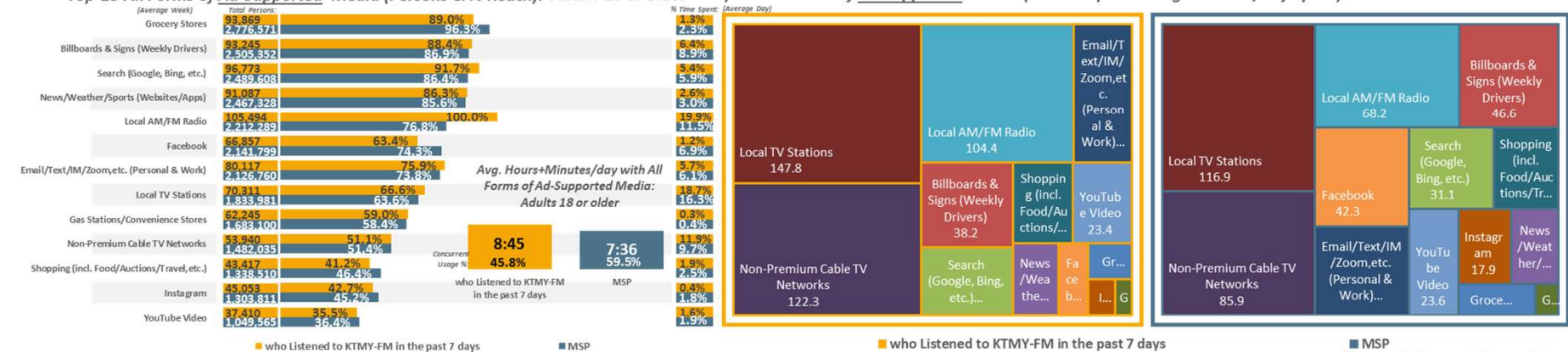


Adults 18 or older who Listened to KTMY-FM in the past 7 days spend an average of 8 hours and 45 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 104.4 minutes/day.
(Local Radio delivers 19.9% of Time with Ad-Supported Media.)

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



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



MSP Metro Scarborough R1 2026: Feb25-Feb26 Qual Intab 55
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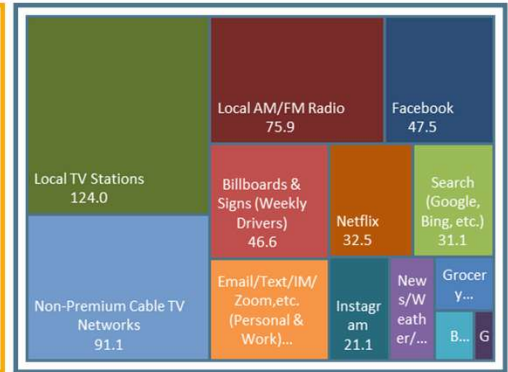
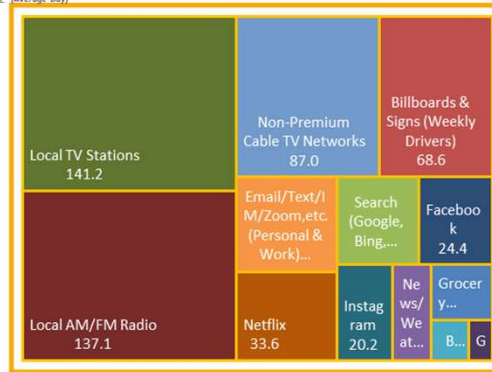
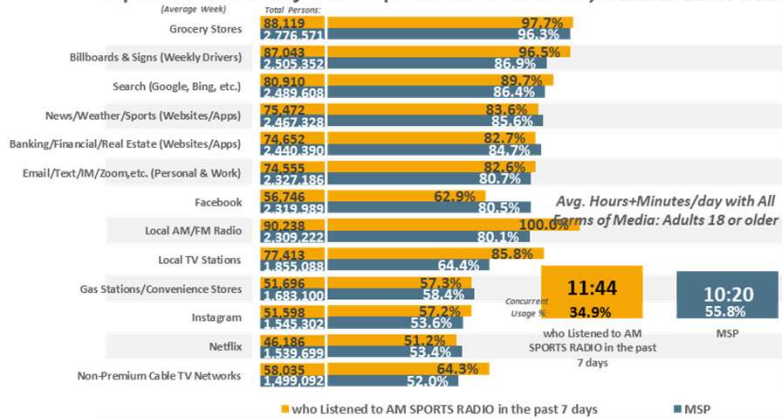
soefa.ai Share of Everything for Anything

Radio Stations: KTMY-FM

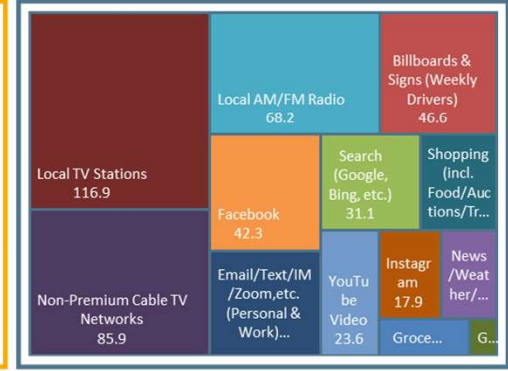
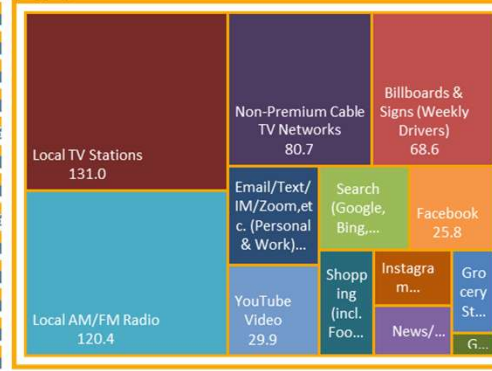
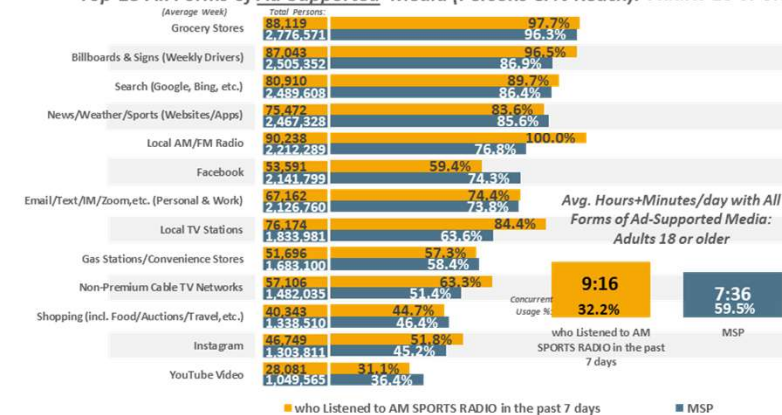


Adults 18 or older who Listened to AM SPORTS RADIO in the past 7 days spend an average of 9 hours and 16 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 120.4 minutes/day. (Local Radio delivers 21.6% of Time with Ad-Supported Media.)

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



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



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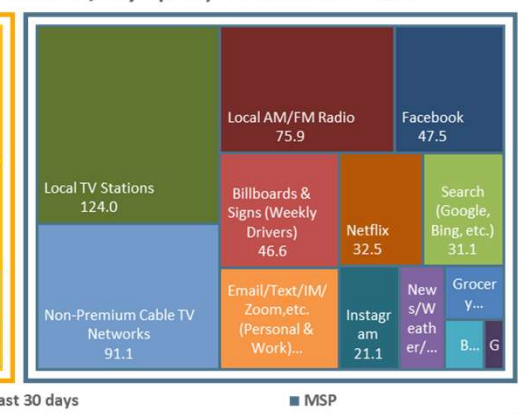
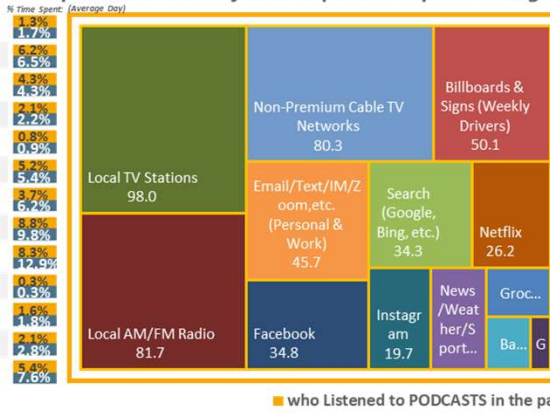
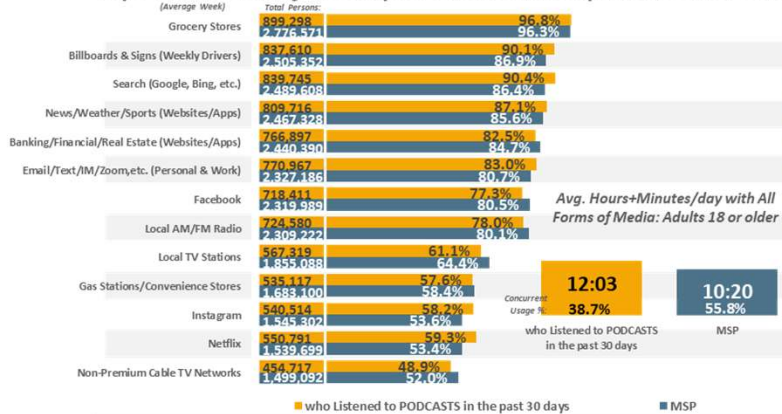
[[Radio format profiles (M-S 6am-Mid cume): All Sports AND (Radio Stations: KTLK-AM OR Radio Stations: WCCO-AM OR Radio Stations: WDCY-AM)]]



Adults 18 or older who Listened to PODCASTS in the past 30 days spend an average of 8 hours and 34 minutes each day with All Forms of Ad-Supported Media. 72.7% listen to Local AM/FM Radio for an avg. of 68.2 minutes/day. (Local Radio delivers 9.6% of Time with Ad-Supported Media.)

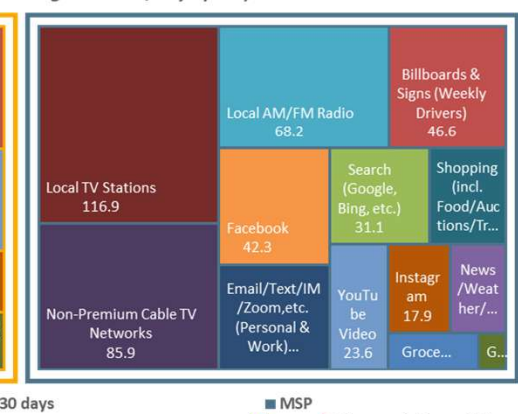
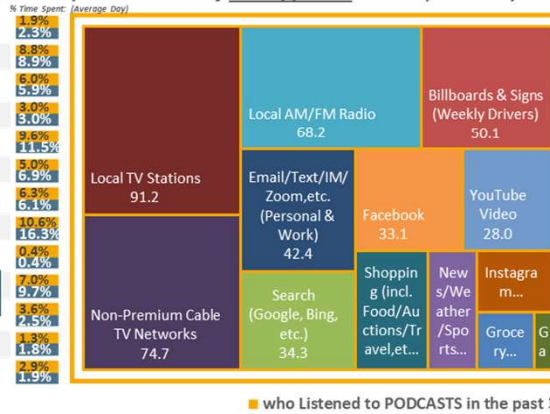
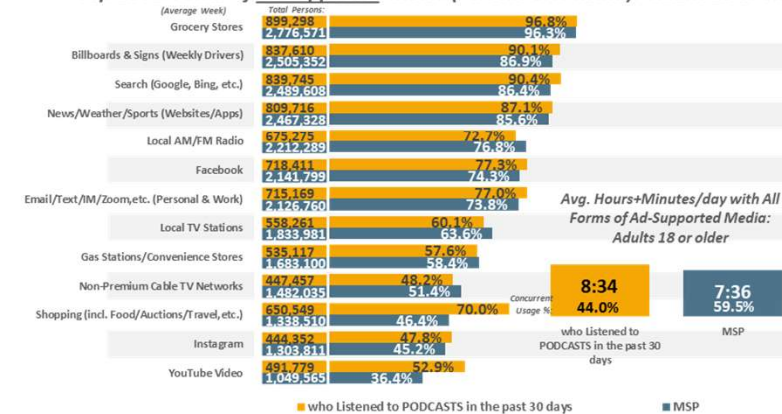
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older

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



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

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



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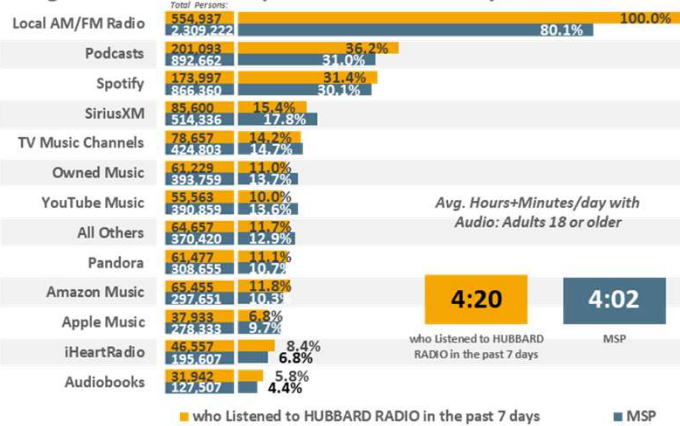
soefa.ai Share of Everything for Anything

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

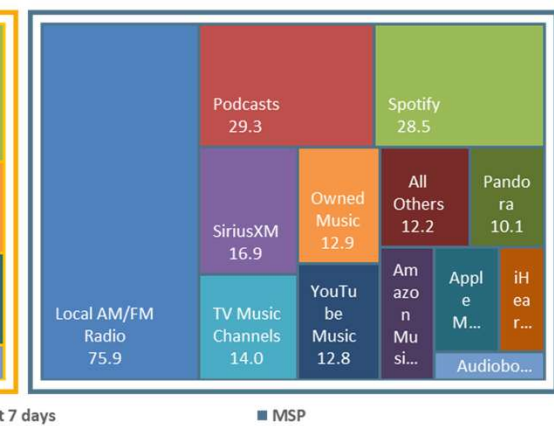
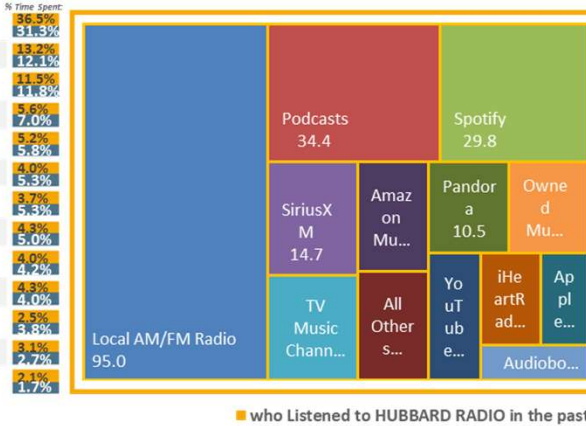


554,937 or 100.% of Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 79.9 minutes every day representing 45.8% of all time spent daily with Ad-Supported Audio.

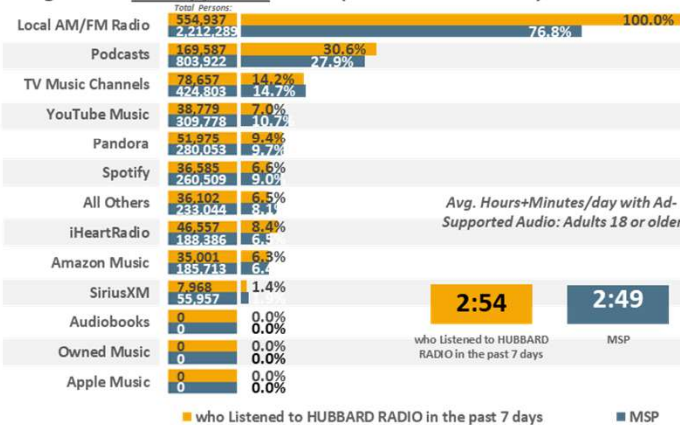
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



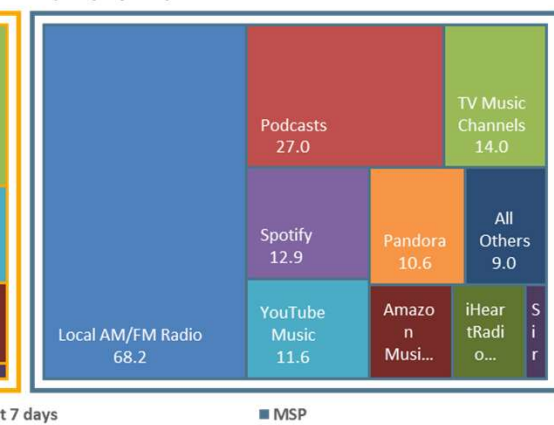
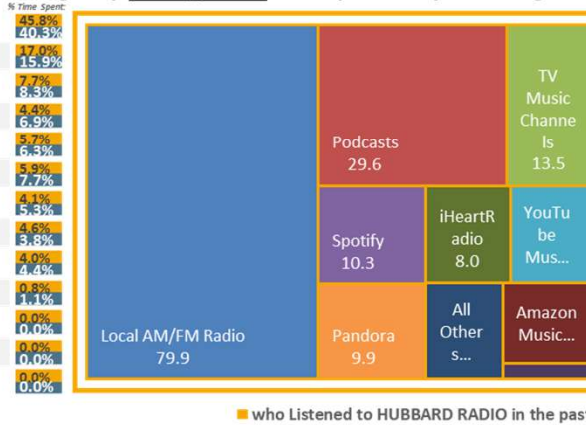
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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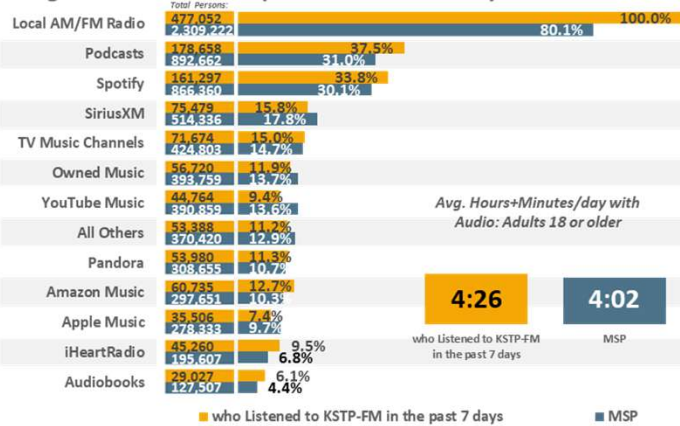
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Radio Stations: KSTP-FM OR Radio Stations: KTMV-FM

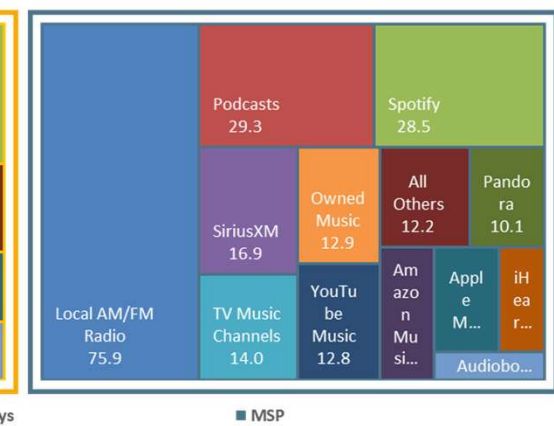
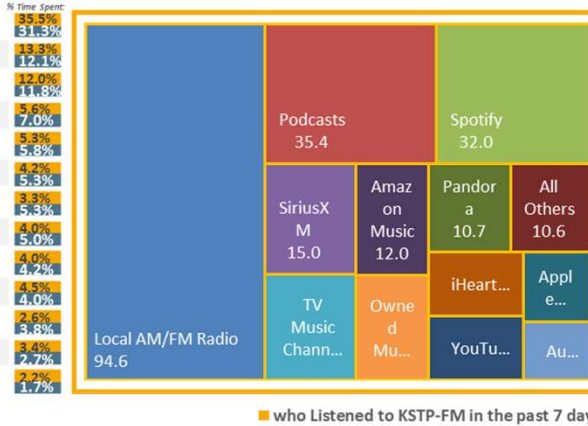


477,052 or 100.% of Adults 18 or older who Listened to KSTP-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 79.5 minutes every day representing 45.% of all time spent daily with Ad-Supported Audio.

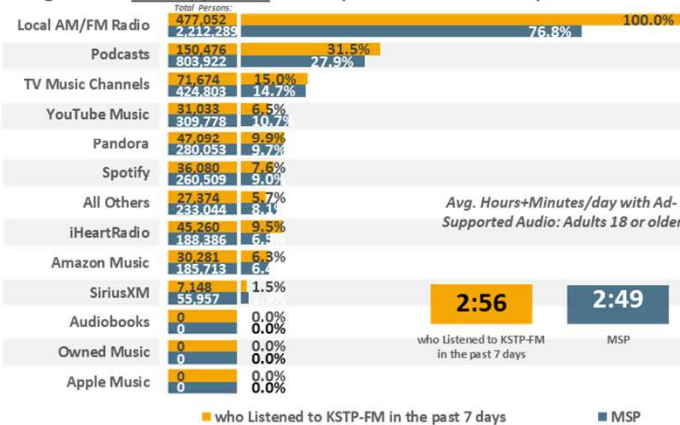
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



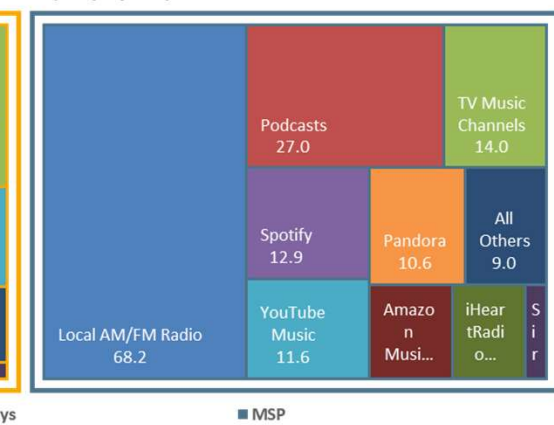
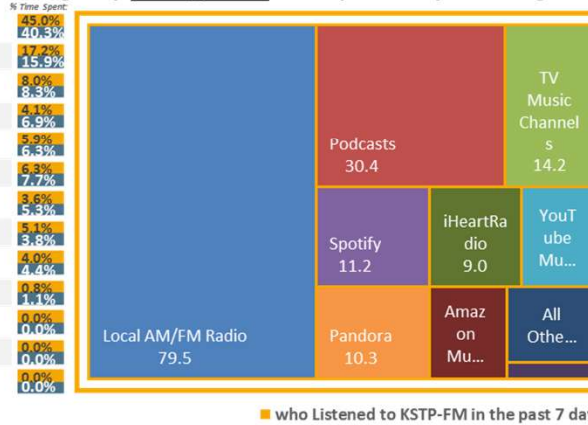
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



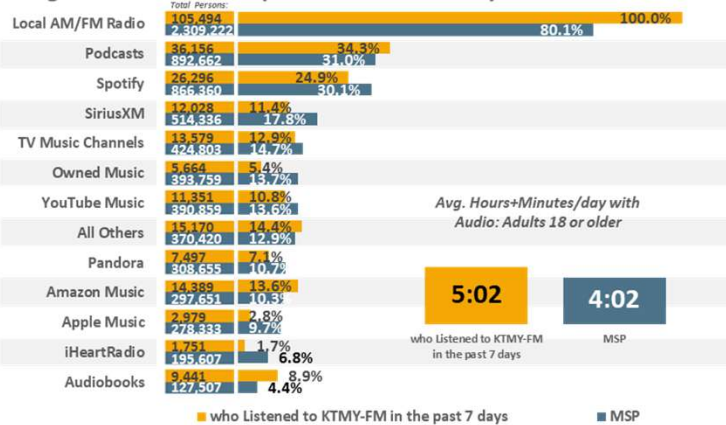
MSP Metro Scarborough R1 2026: Feb25-Feb26 Qual Intab 253
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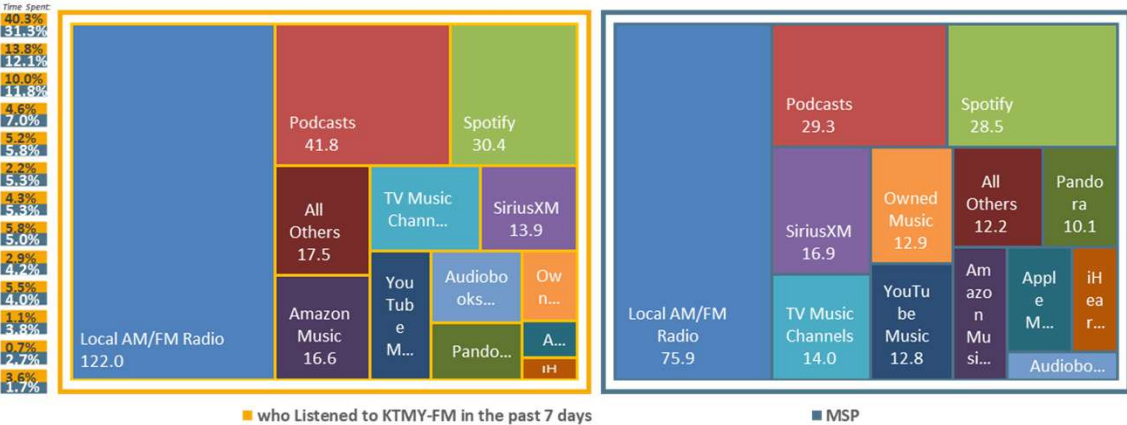


105,494 or 100.% of Adults 18 or older who Listened to KTMY-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 104.4 minutes every day representing 52.% of all time spent daily with Ad-Supported Audio.

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



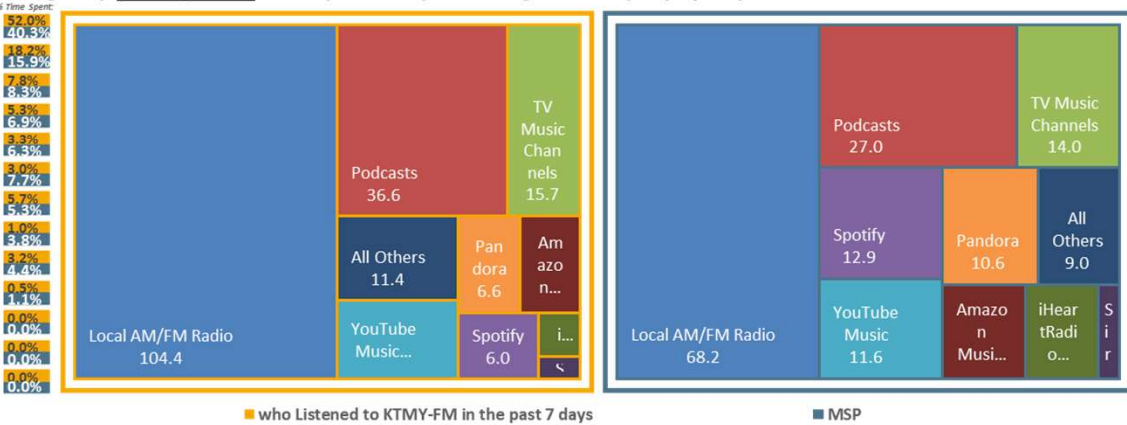
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

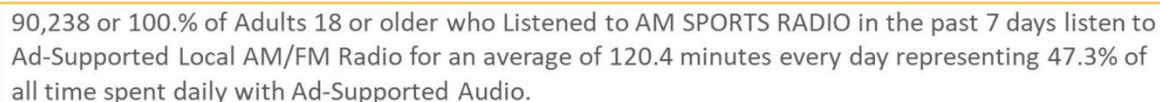


Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older

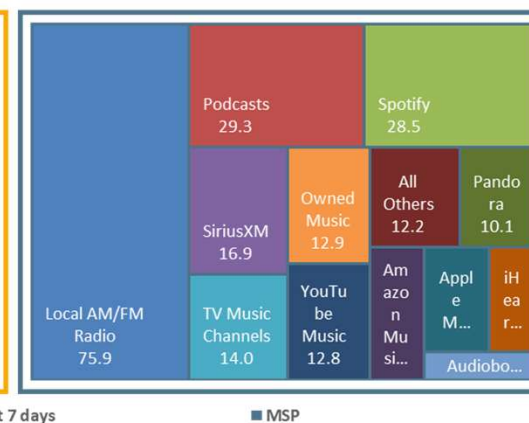
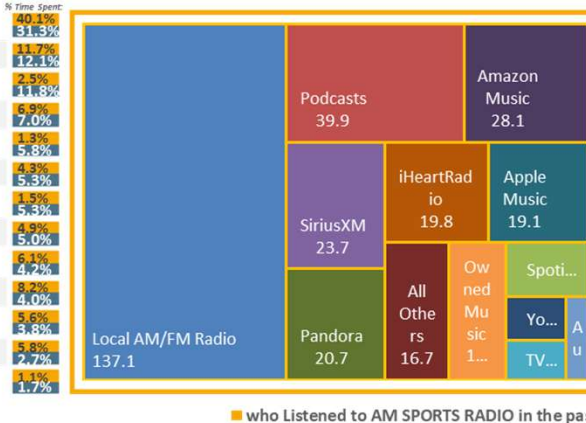


Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

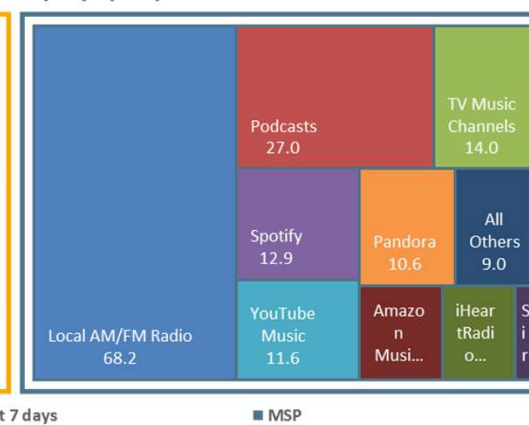
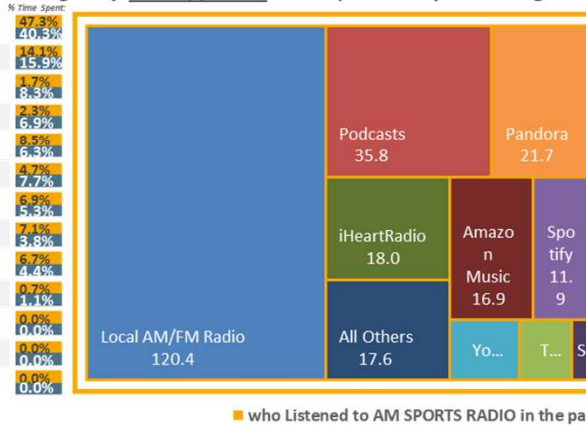




Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



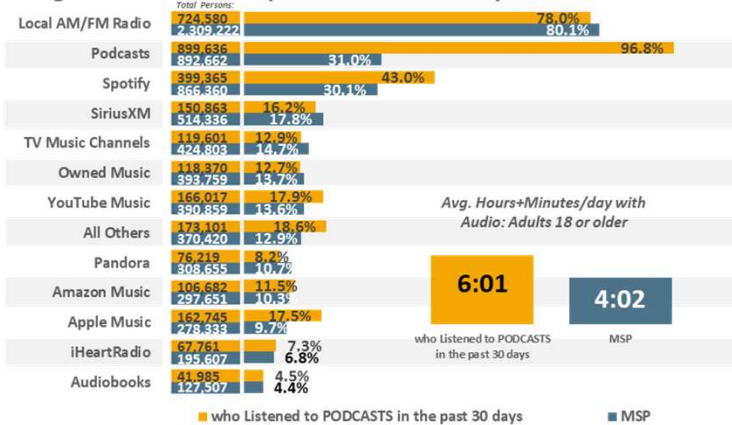
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



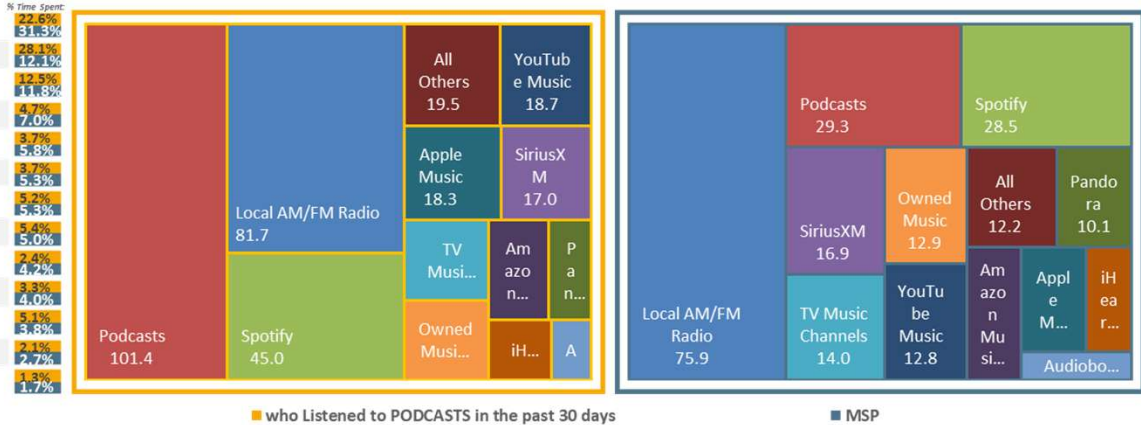


675,275 or 72.7% of Adults 18 or older who Listened to PODCASTS in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 68.2 minutes every day representing 28.0% of all time spent daily with Ad-Supported Audio.

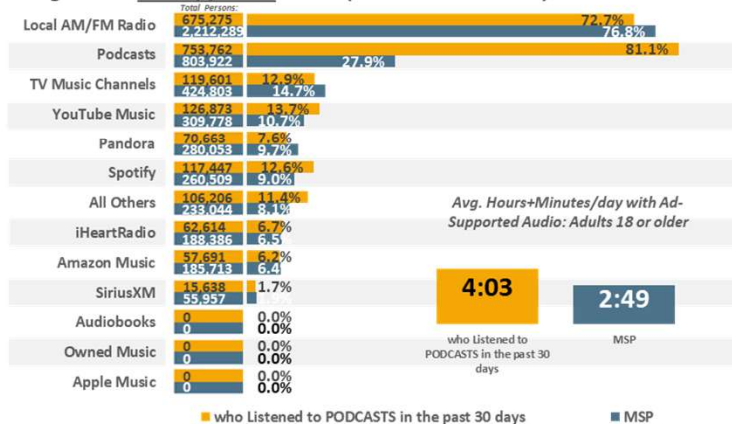
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



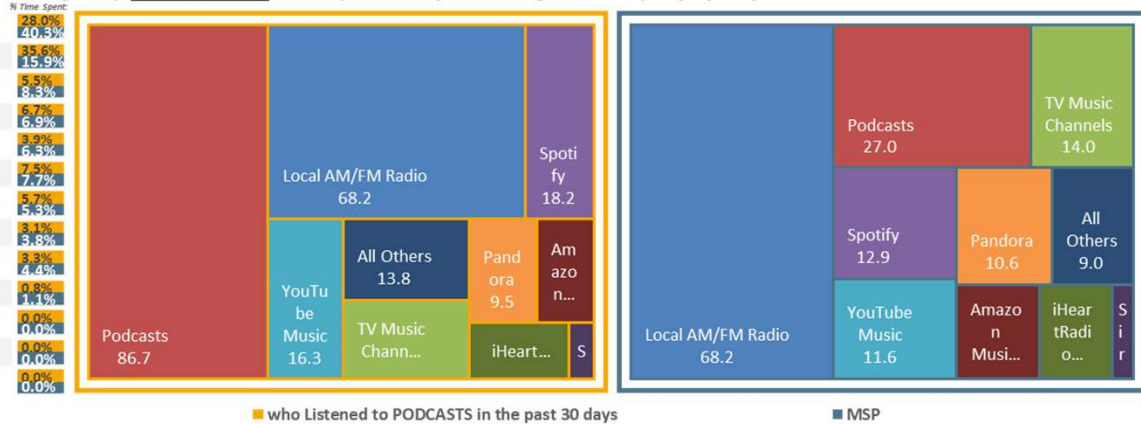
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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

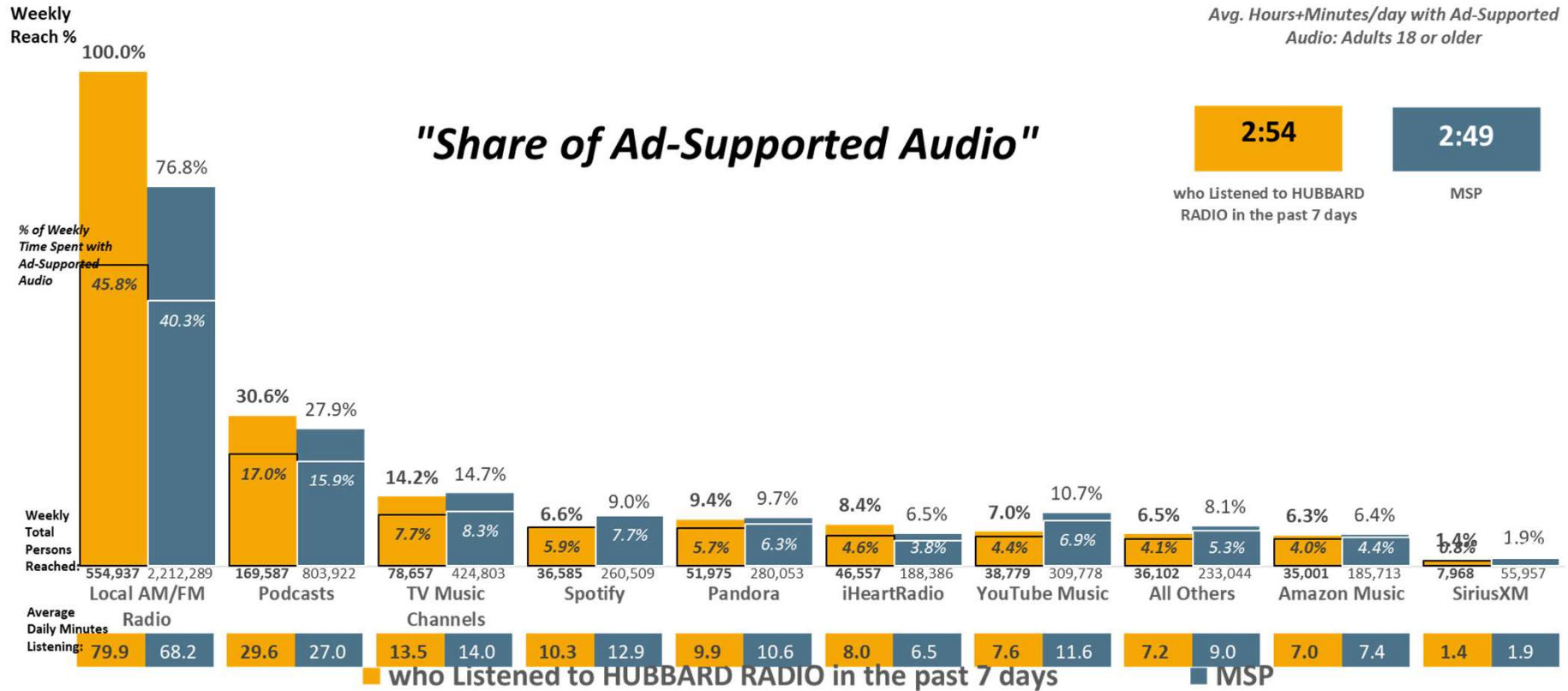


Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



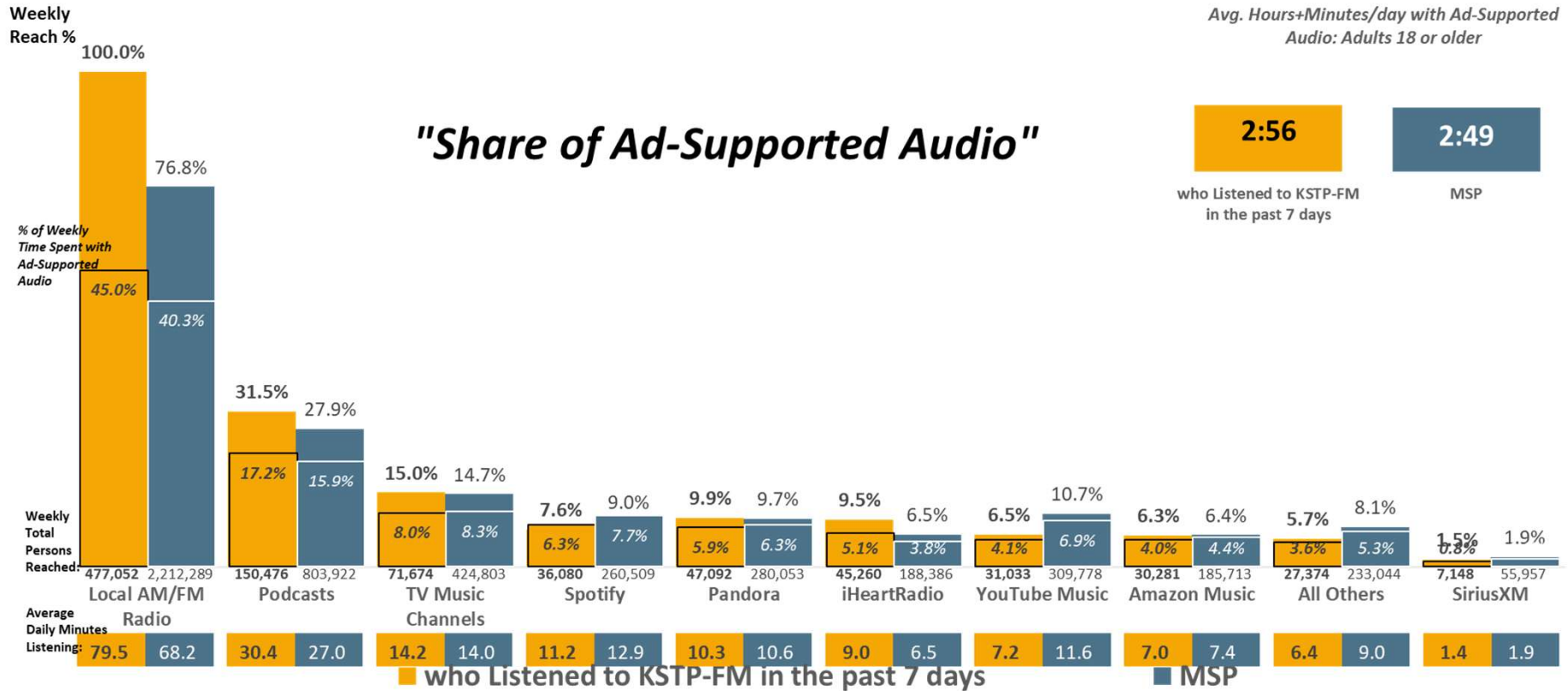


554,937 or 100.0% of Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 79.9 minutes every day representing 45.8% of all time spent daily with Ad-Supported Audio.



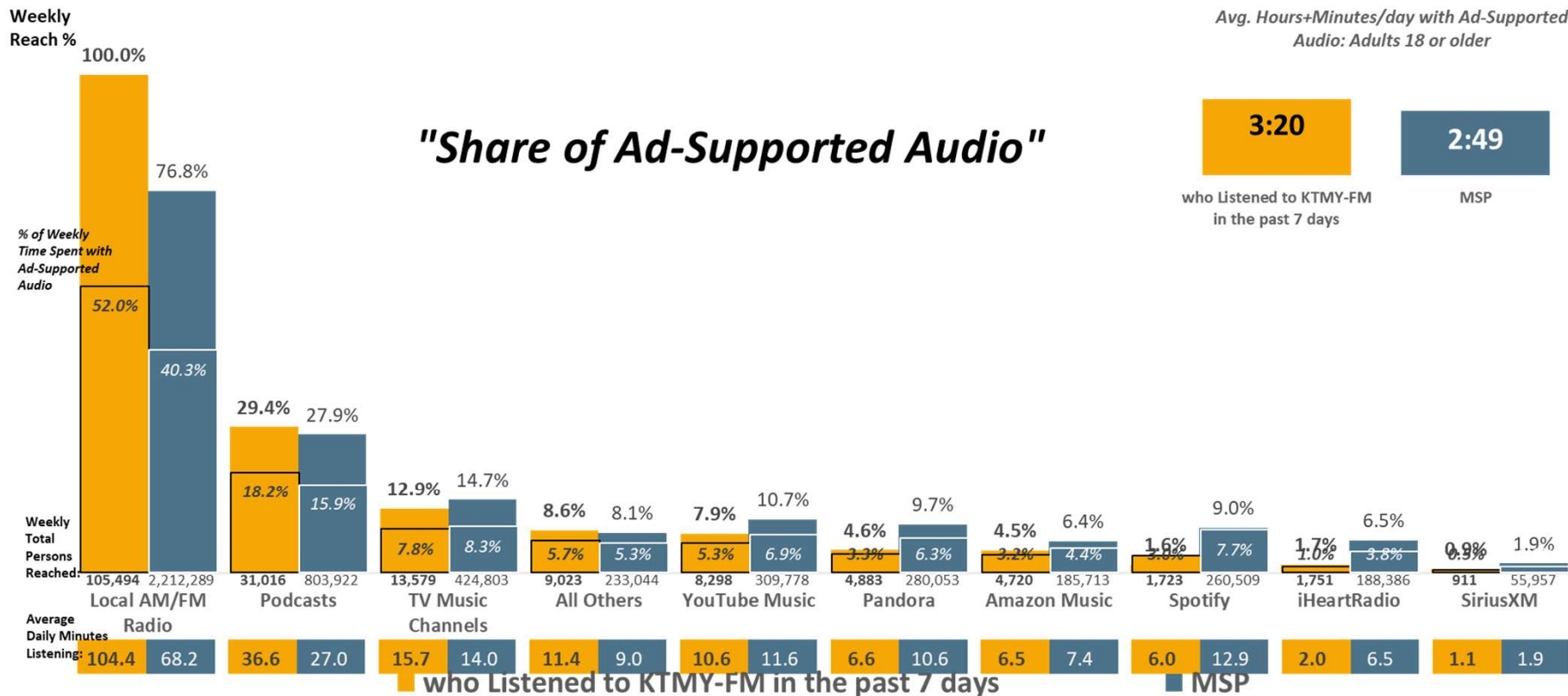


477,052 or 100.0% of Adults 18 or older who Listened to KSTP-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 79.5 minutes every day representing 45.0% of all time spent daily with Ad-Supported Audio.



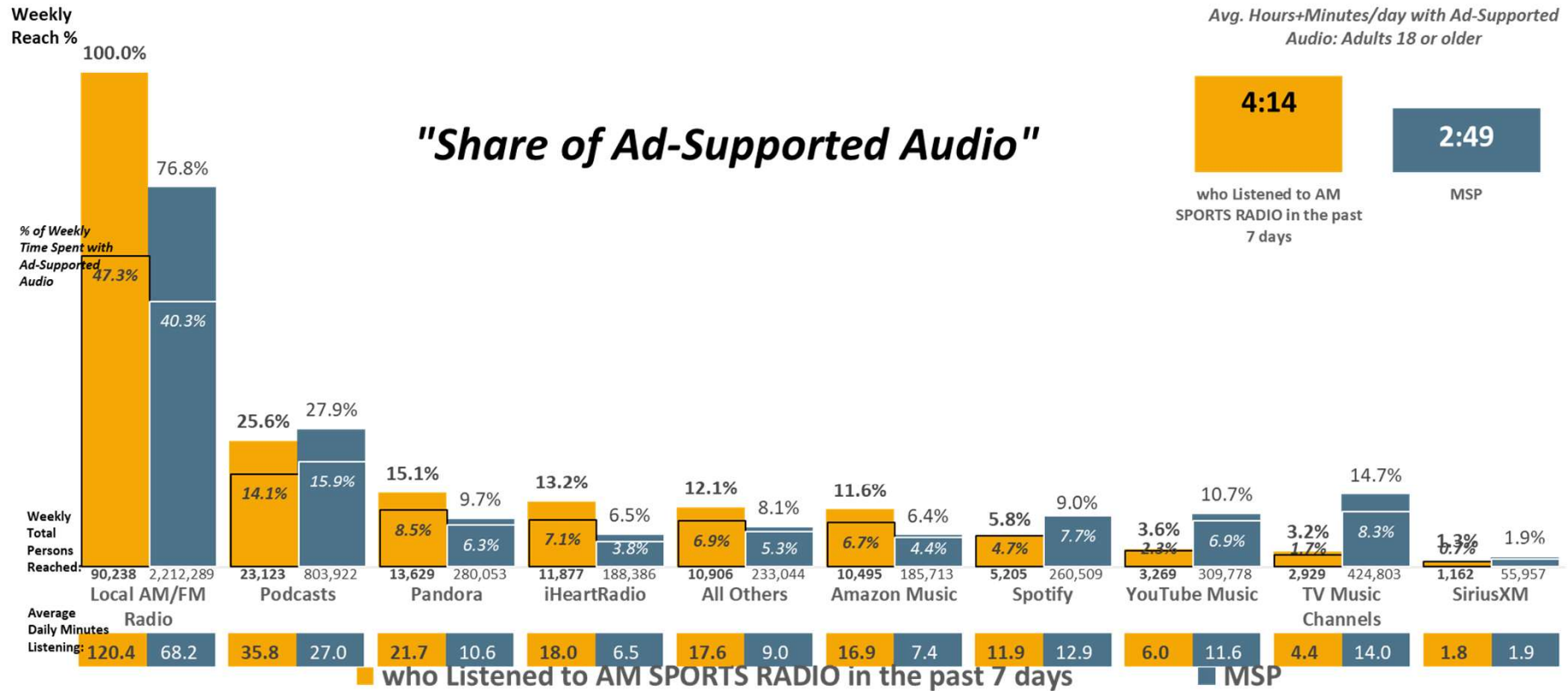


105,494 or 100.% of Adults 18 or older who Listened to KTMY-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 104.4 minutes every day representing 52.% of all time spent daily with Ad-Supported Audio.



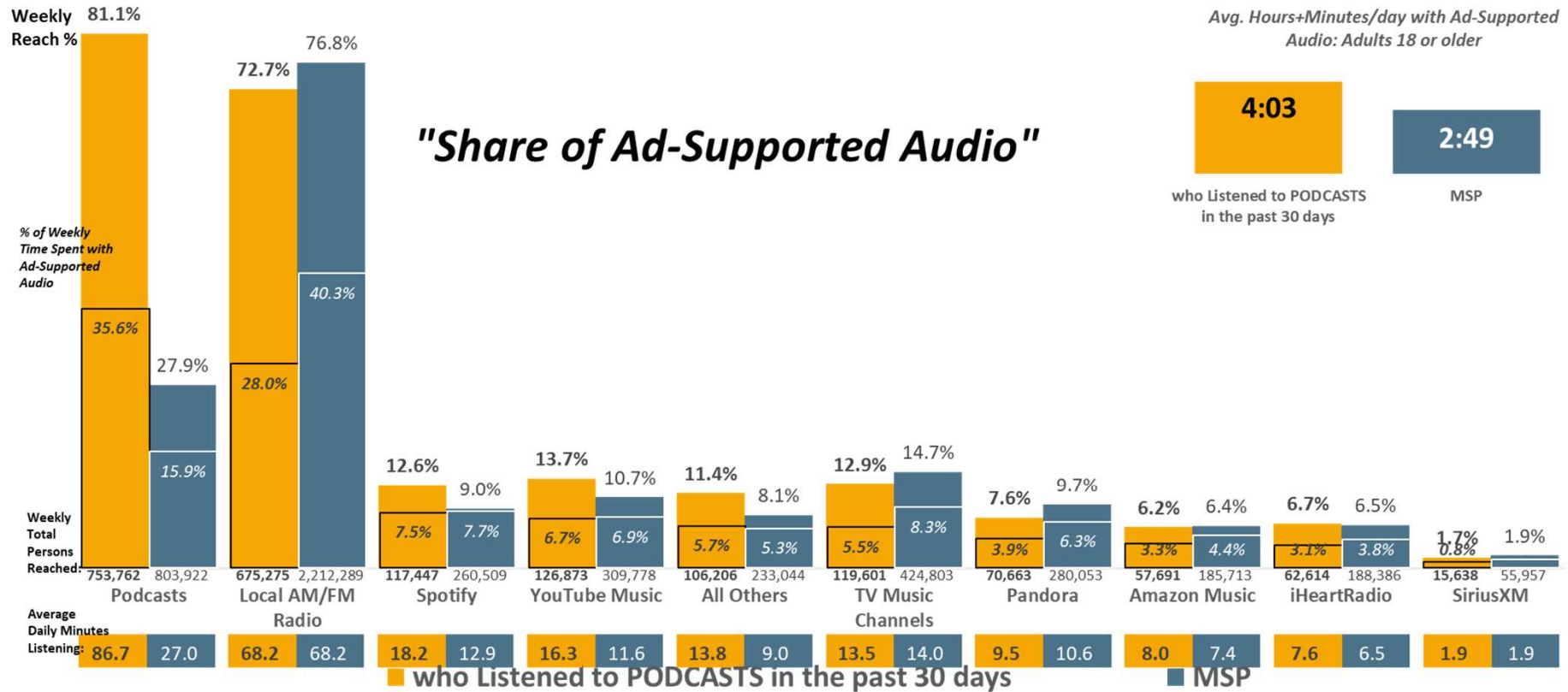


90,238 or 100.% of Adults 18 or older who Listened to AM SPORTS RADIO in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 120.4 minutes every day representing 47.3% of all time spent daily with Ad-Supported Audio.





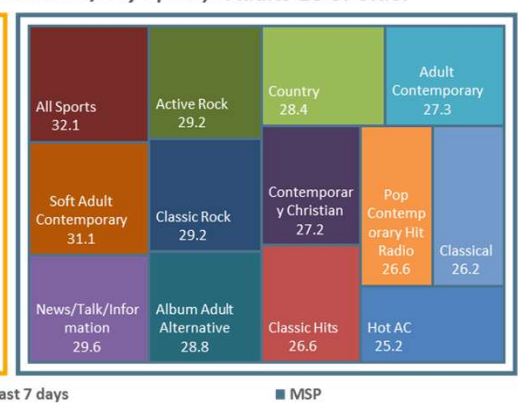
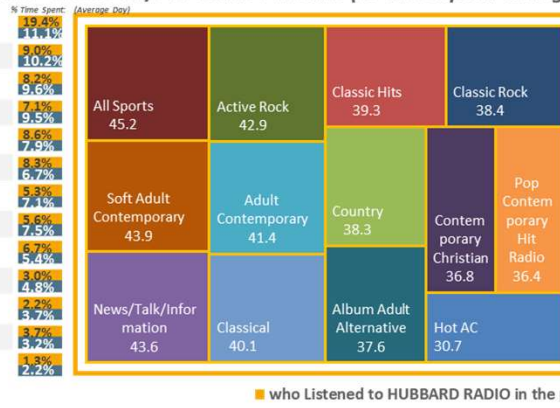
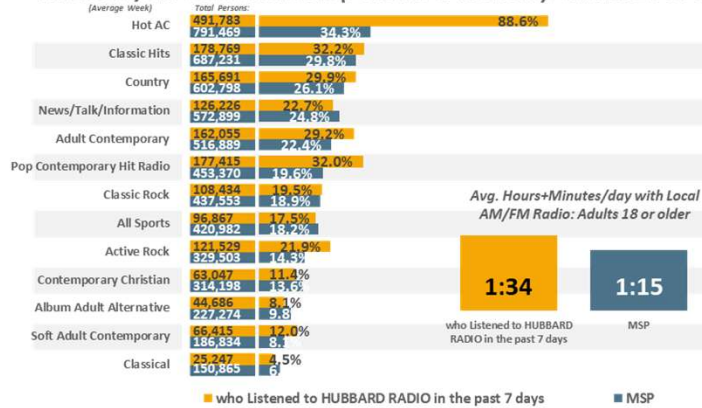
675,275 or 72.7% of Adults 18 or older who Listened to PODCASTS in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 68.2 minutes every day representing 28.0% of all time spent daily with Ad-Supported Audio.



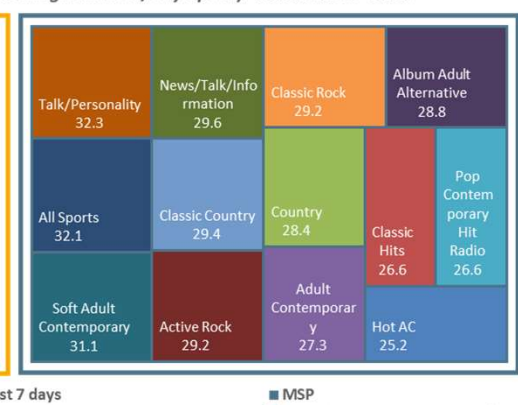
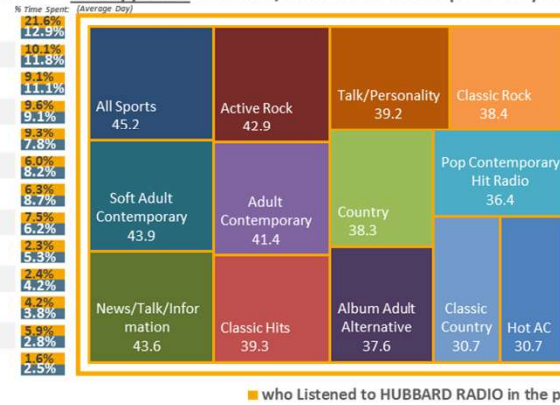
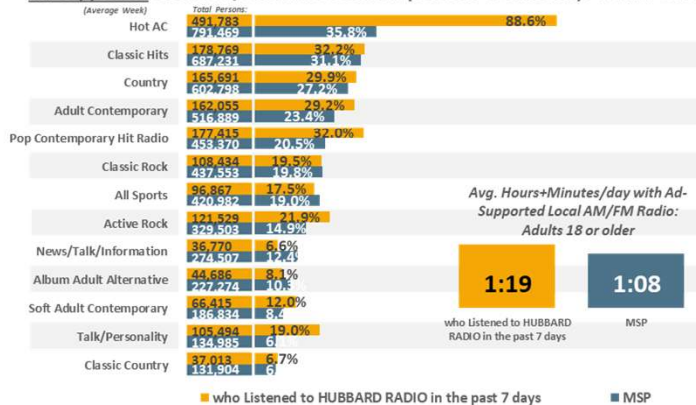


554,937 or 100.% of Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Hot AC, Classic Hits, Pop Contemporary Hit Radio, Country, and Adult Contemporary.

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



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



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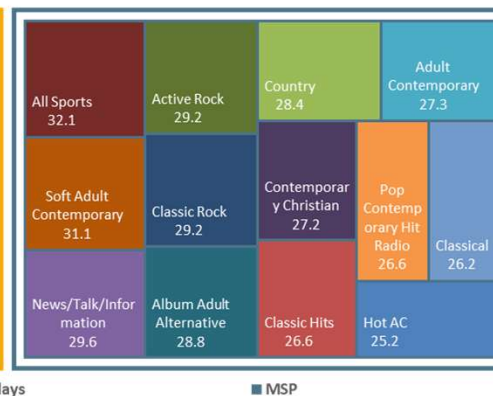
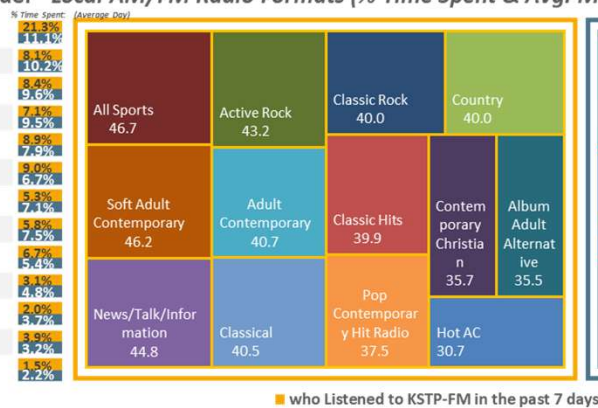
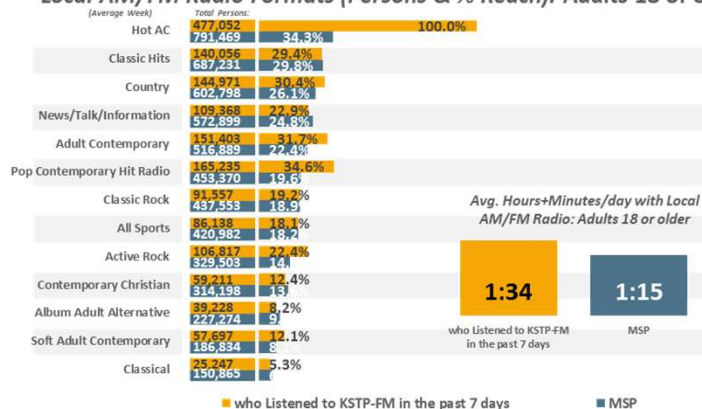
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Radio Stations: KSTP-FM OR Radio Stations: KTMV-FM

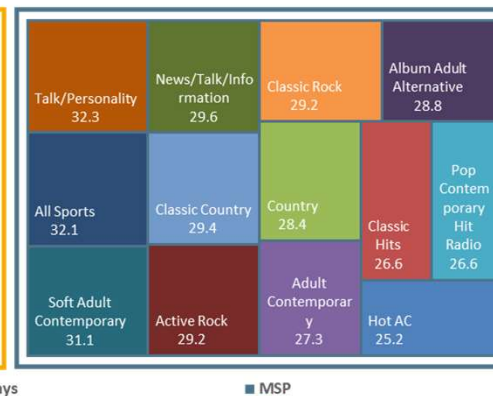
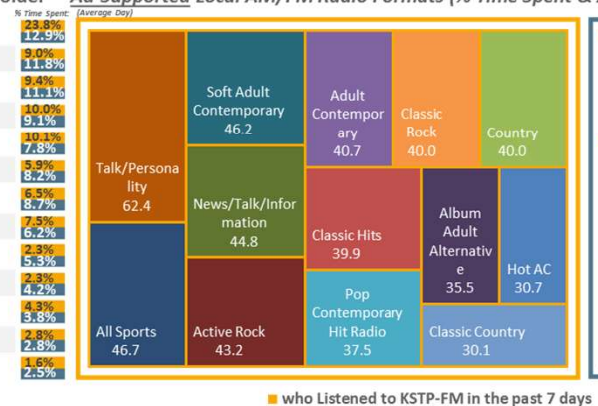
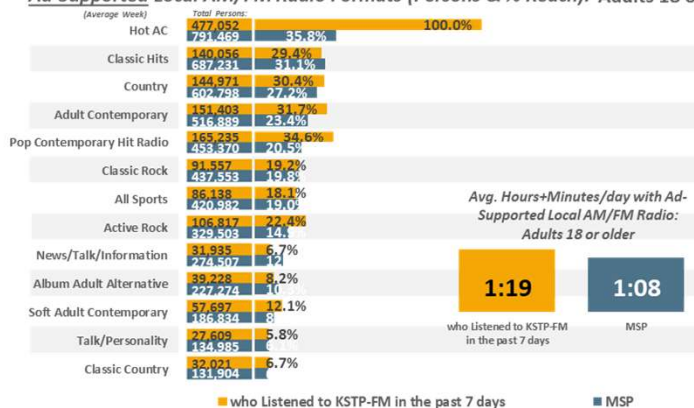


477,052 or 100.% of Adults 18 or older who Listened to KSTP-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Hot AC, Pop Contemporary Hit Radio, Adult Contemporary, Country, and Classic Hits.

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



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



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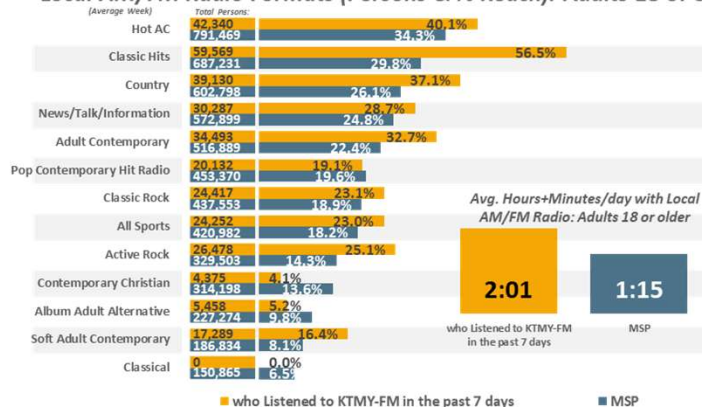
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Radio Stations: KSTP-FM

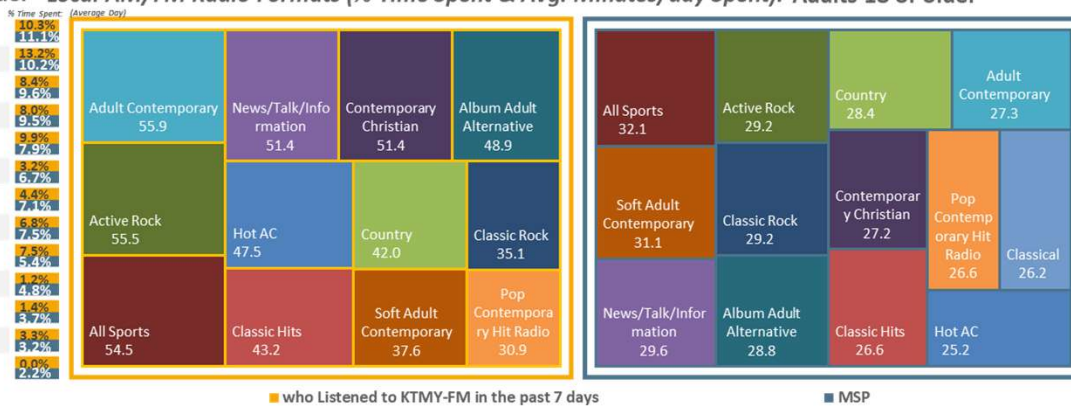


105,494 or 100.0% of Adults 18 or older who Listened to KTMY-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Talk/Personality, Classic Hits, Hot AC, Country, and Adult Contemporary.

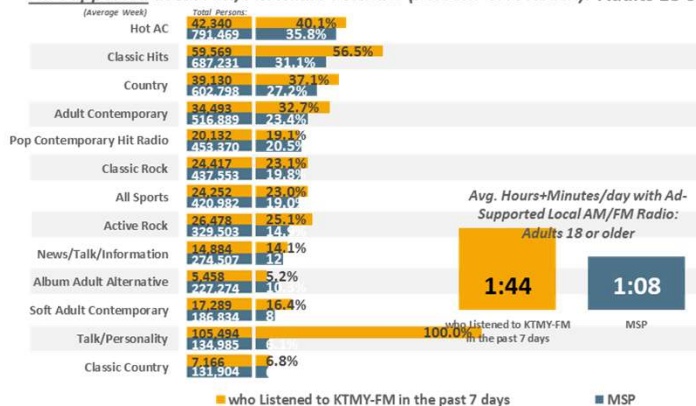
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



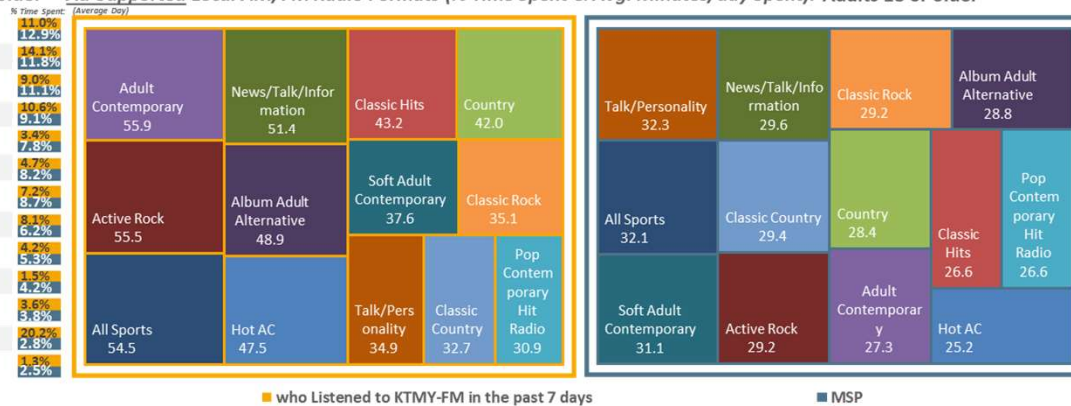
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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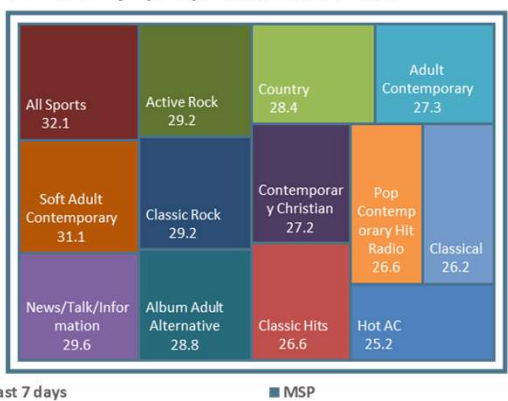
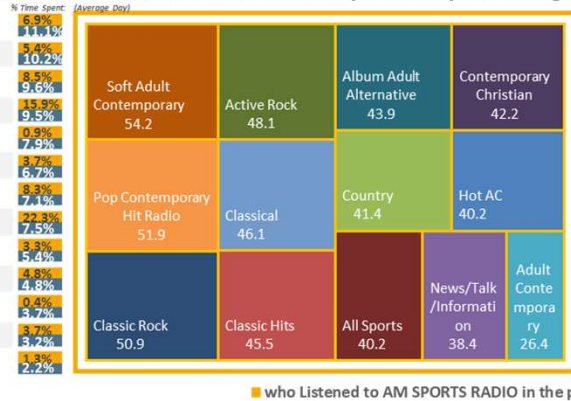
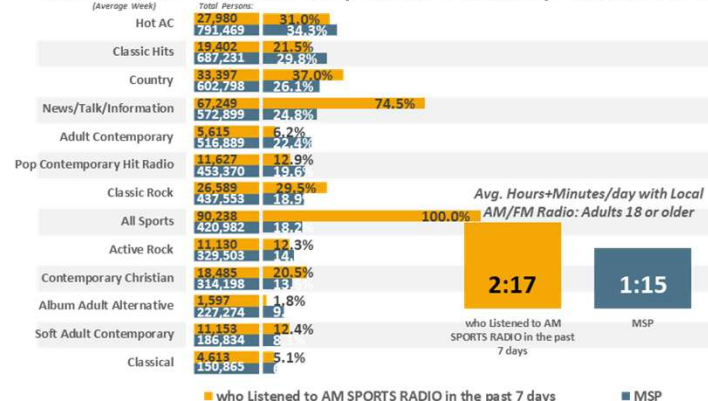
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Radio Stations: KTMY-FM

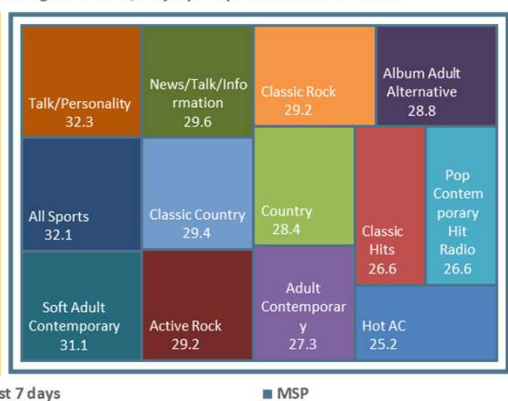
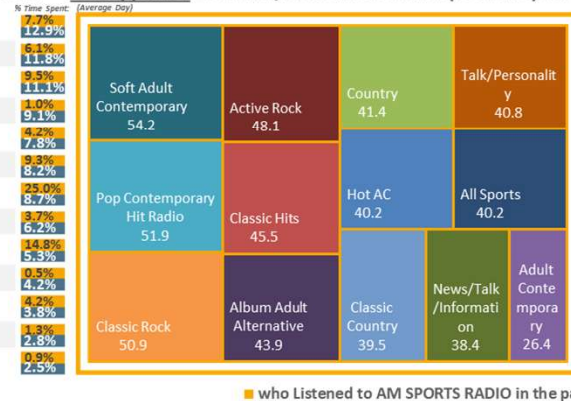
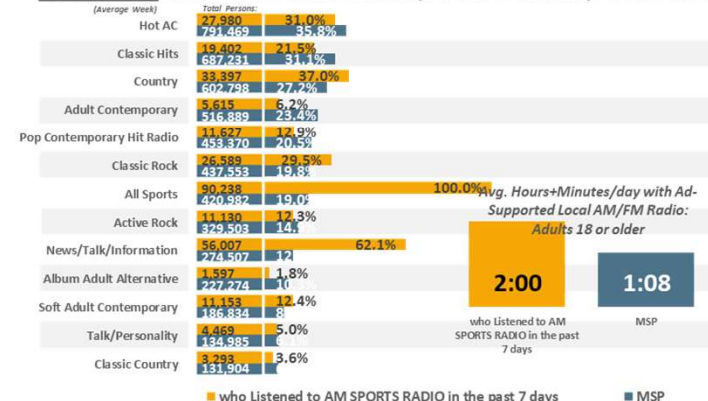


90,238 or 100.% of Adults 18 or older who Listened to AM SPORTS RADIO in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are All Sports, News/Talk/Information, Country, Oldies, and Hot AC.

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

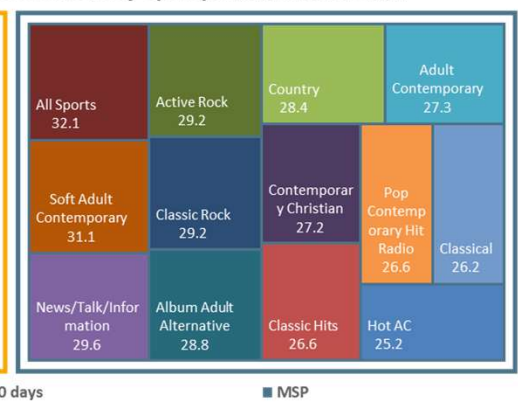
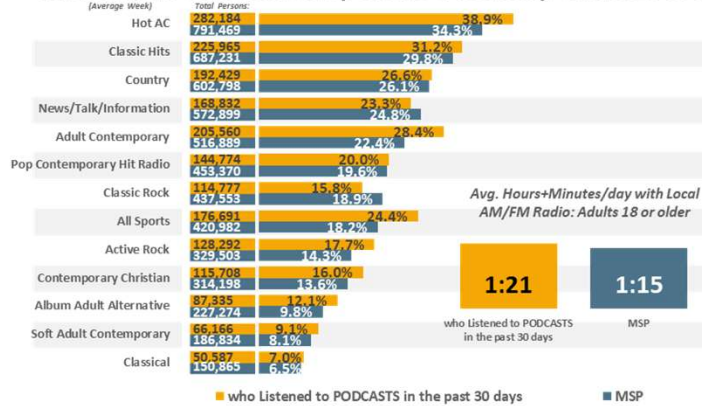


[[Radio format profiles (M-S 6am-Mid cume): All Sports AND (Radio Stations: KTLK-AM OR Radio Stations: WCCO-AM OR Radio Stations: WDGY-AM)]]

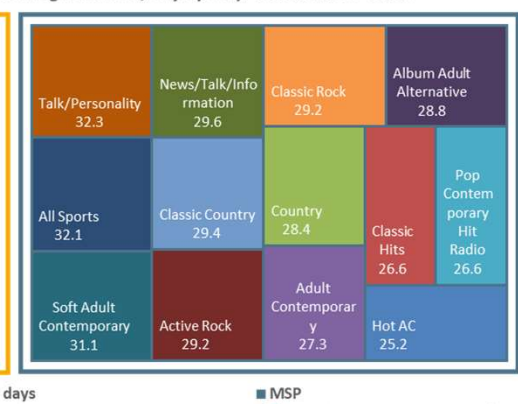
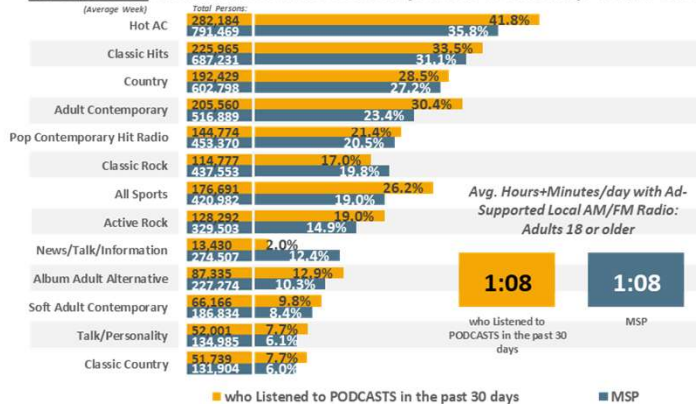


675,275 or 72.7% of Adults 18 or older who Listened to PODCASTS in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Hot AC, Classic Hits, Adult Contemporary, Country, and All Sports.

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**



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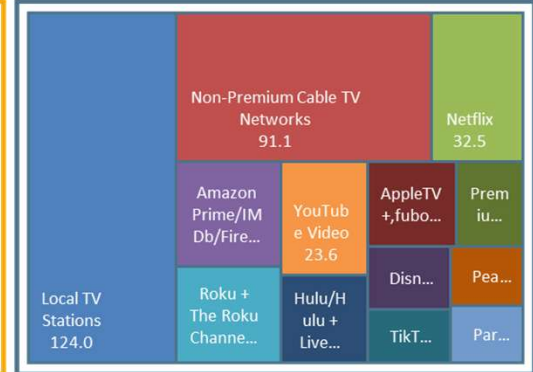
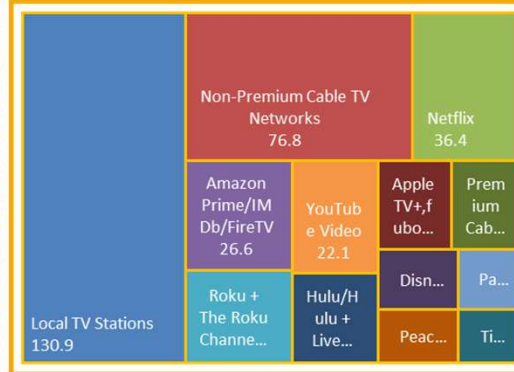
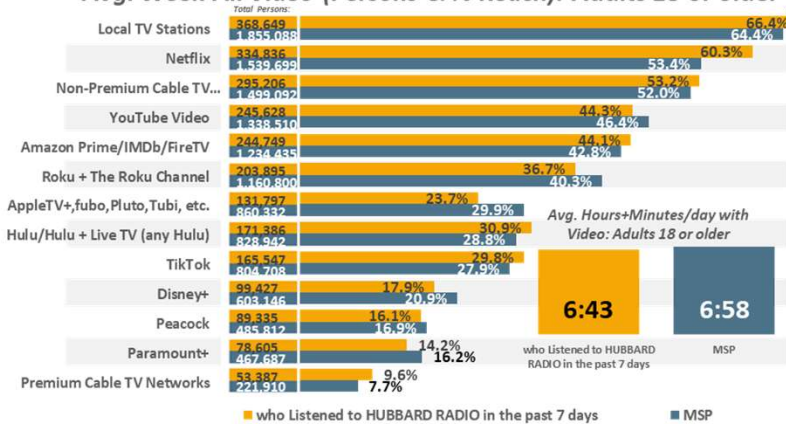
Watched, listened, or downloaded podcast past 30 days: Yes



365,430 or 65.9% of Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days watch Ad-Supported Local TV Stations for an average of 123.3 minutes every day representing 39.2% of all time spent daily with Ad-Supported Video.

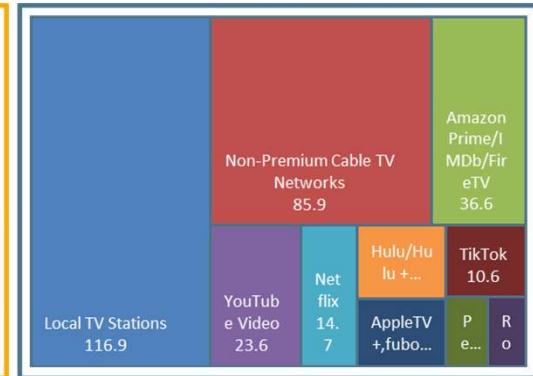
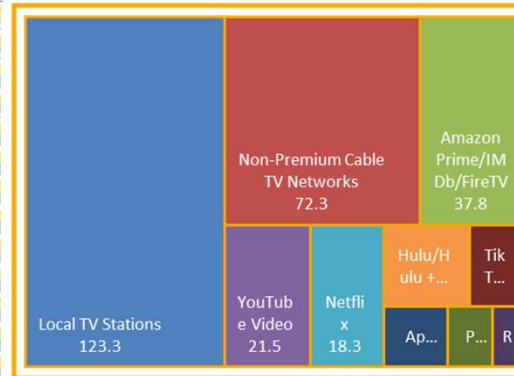
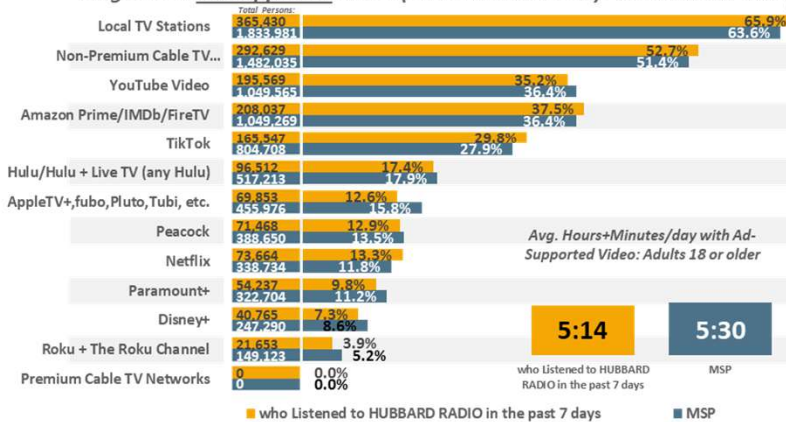
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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



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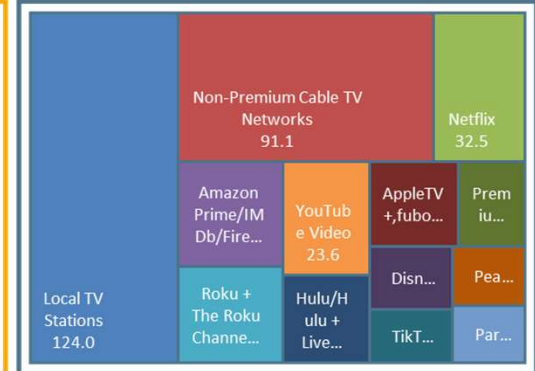
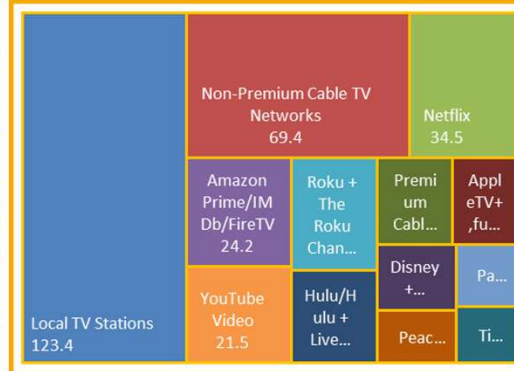
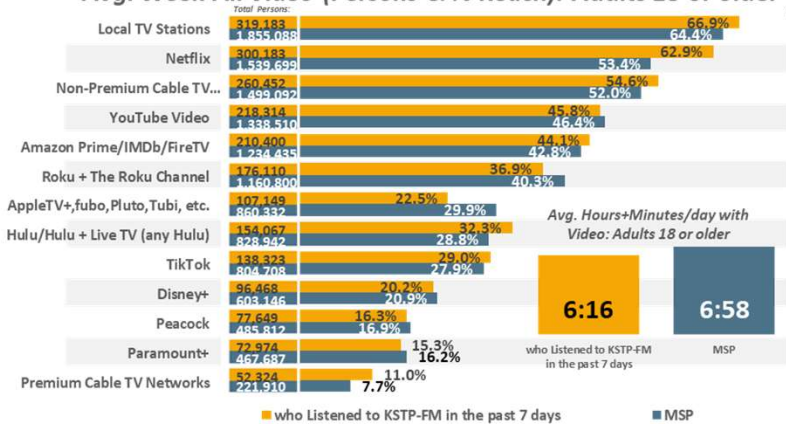
Radio Stations: KSTP-FM OR Radio Stations: KTMV-FM



316,074 or 66.3% of Adults 18 or older who Listened to KSTP-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 115.3 minutes every day representing 39.4% of all time spent daily with Ad-Supported Video.

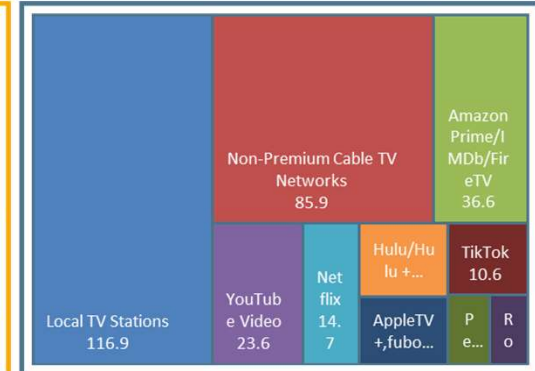
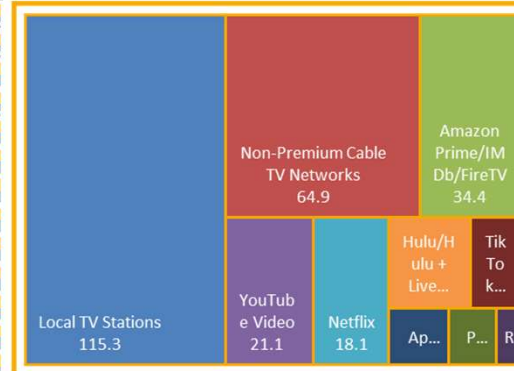
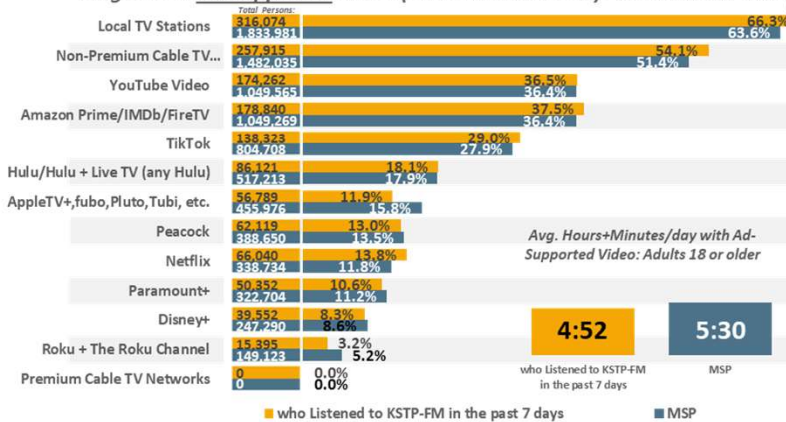
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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



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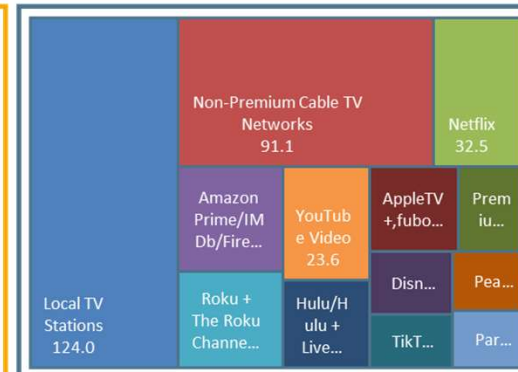
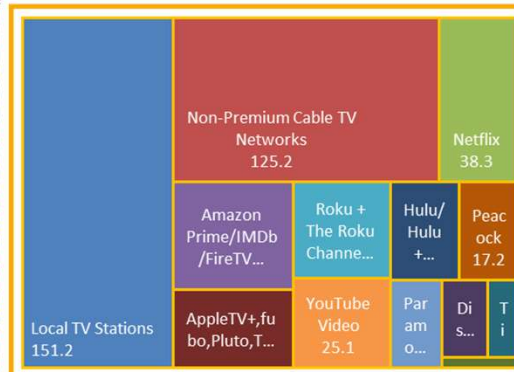
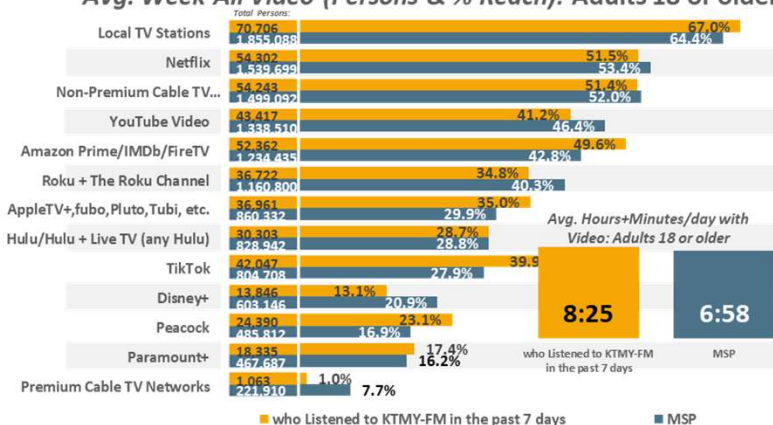
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70,311 or 66.6% of Adults 18 or older who Listened to KTMY-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 147.8 minutes every day representing 36.% of all time spent daily with Ad-Supported Video.

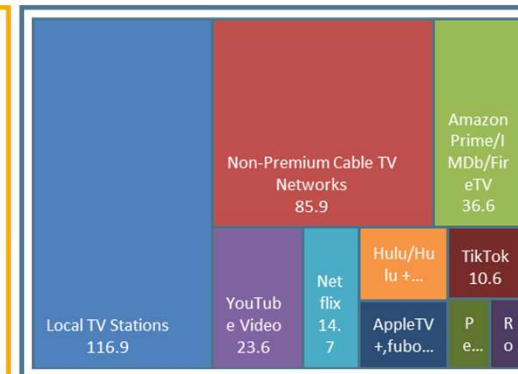
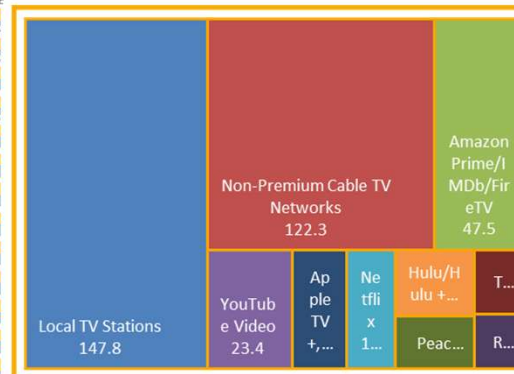
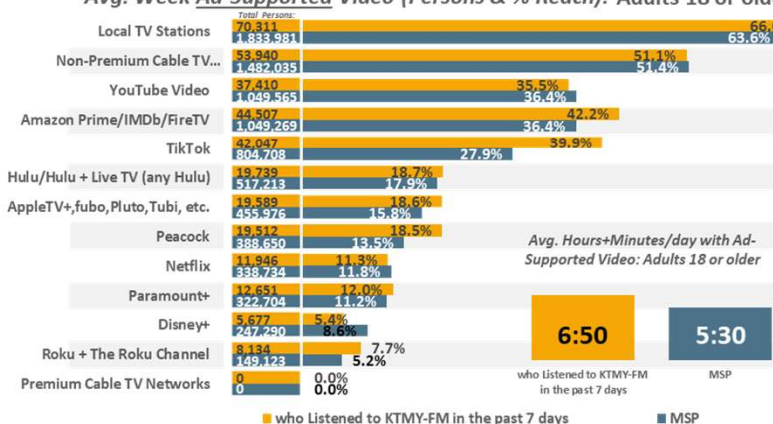
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

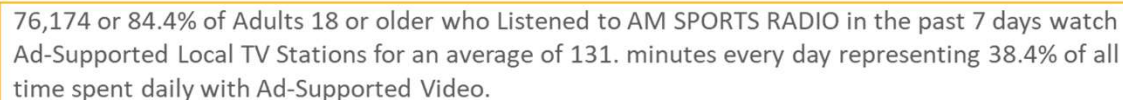
Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



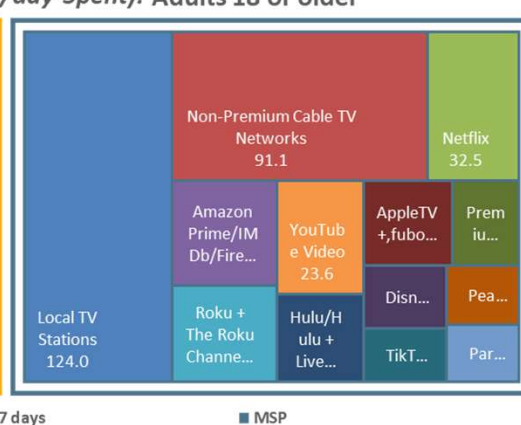
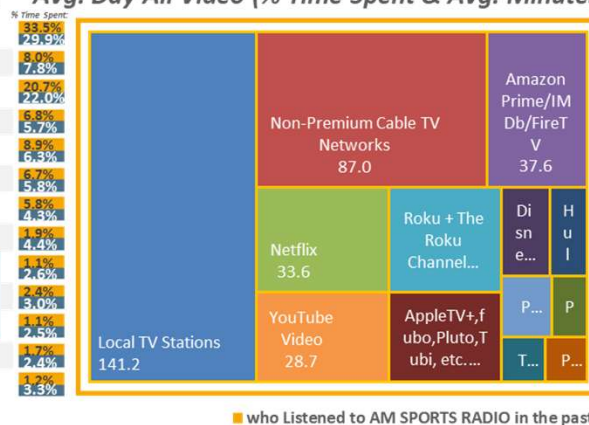
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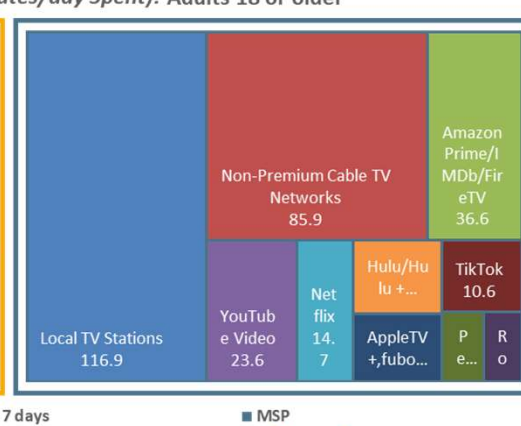
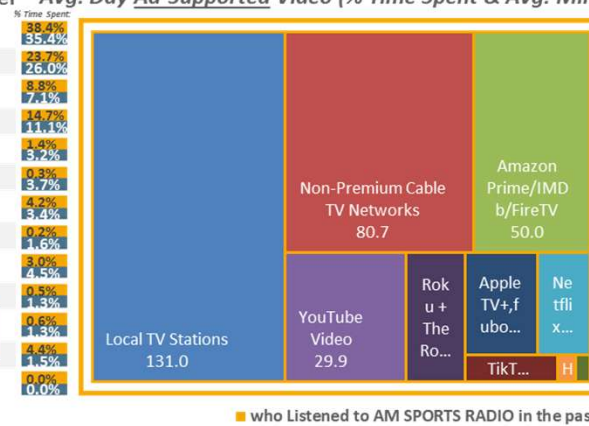
Radio Stations: KTMY-FM



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



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



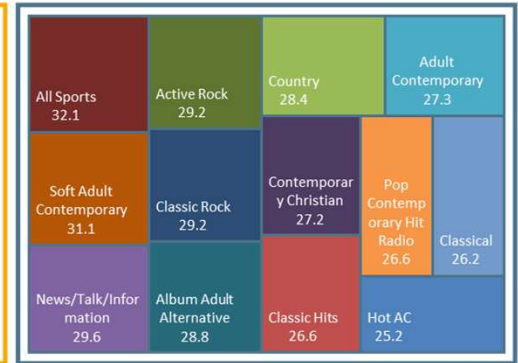
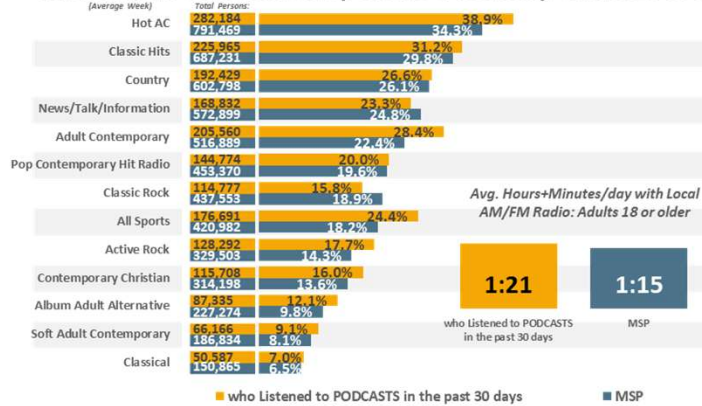
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/(Radio format profiles (M-S 6am-Mid cume): All Sports AND (Radio Stations: KTLK-AM OR Radio Stations: WCCO-AM OR Radio Stations: WDGY-AM))

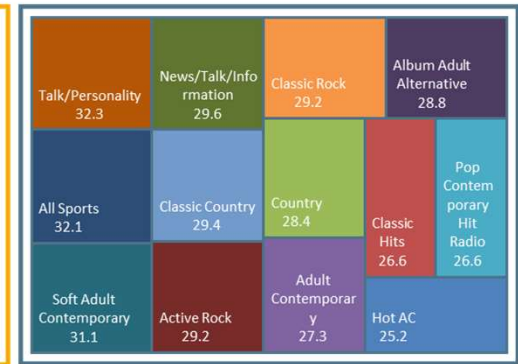
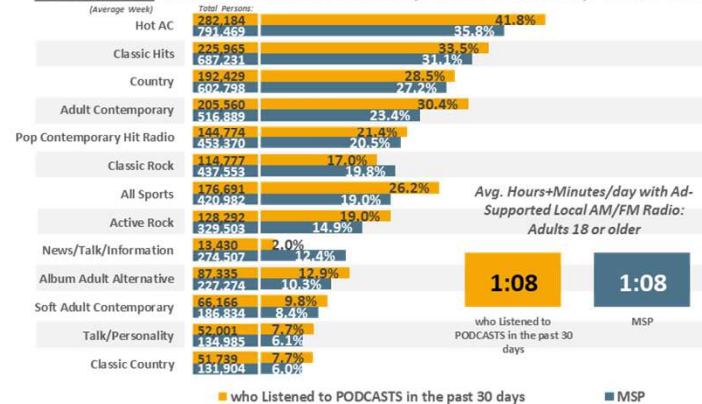


675,275 or 72.7% of Adults 18 or older who Listened to PODCASTS in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Hot AC, Classic Hits, Adult Contemporary, Country, and All Sports.

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**



MSP Metro Scarborough R1 2026: Feb25-Feb26 Qual Intab 457
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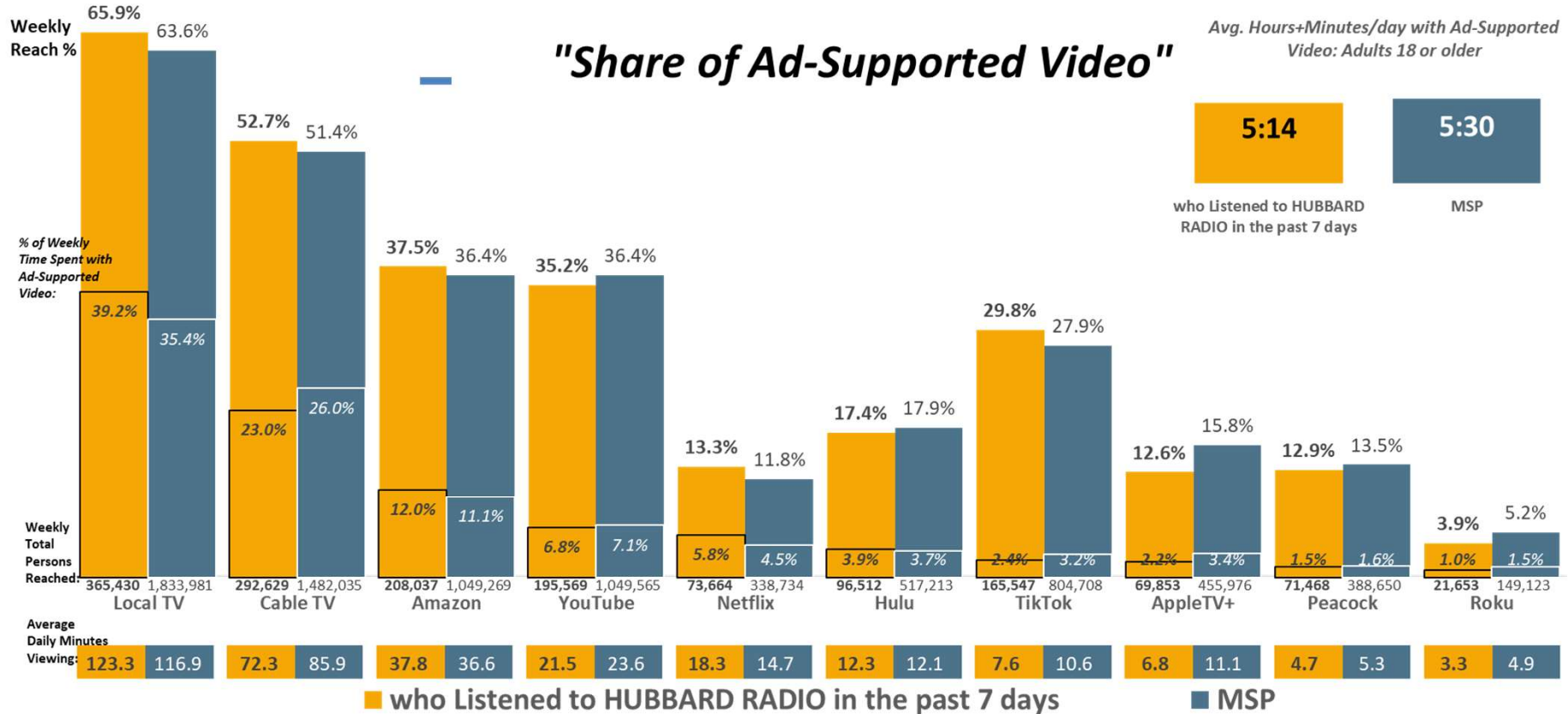
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Watched, listened, or downloaded podcast past 30 days: Yes



365,430 or 65.9% of Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days watch Ad-Supported Local TV Stations for an average of 123.3 minutes every day representing 39.2% of all time spent daily with Ad-Supported Video.

"Share of Ad-Supported Video"



MSP Metro Scarborough R1 2026: Feb25-Feb26 Qual Intab 292 MINNEAPOLIS-ST. PAUL Metro Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,489
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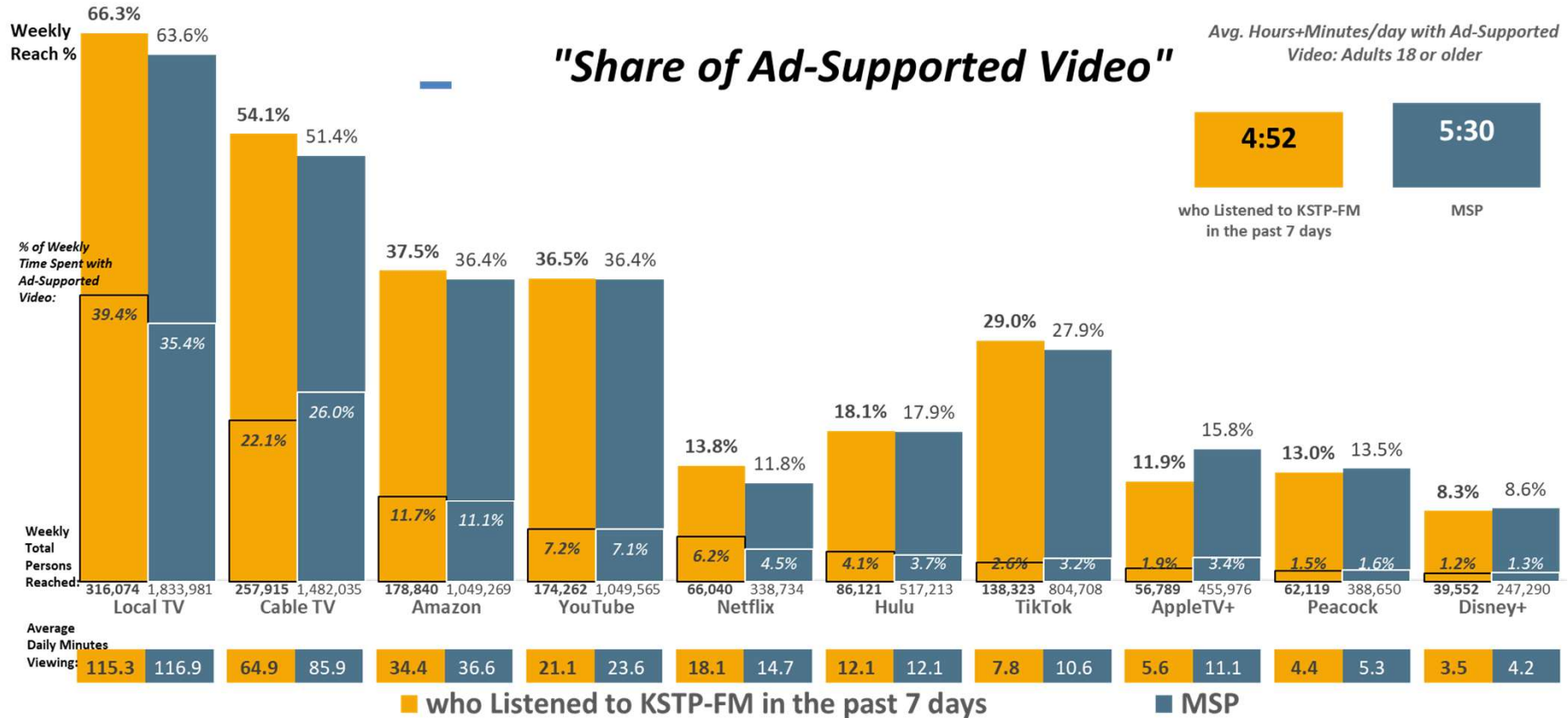
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Radio Stations: KSTP-FM OR Radio Stations: KTMV-FM



316,074 or 66.3% of Adults 18 or older who Listened to KSTP-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 115.3 minutes every day representing 39.4% of all time spent daily with Ad-Supported Video.

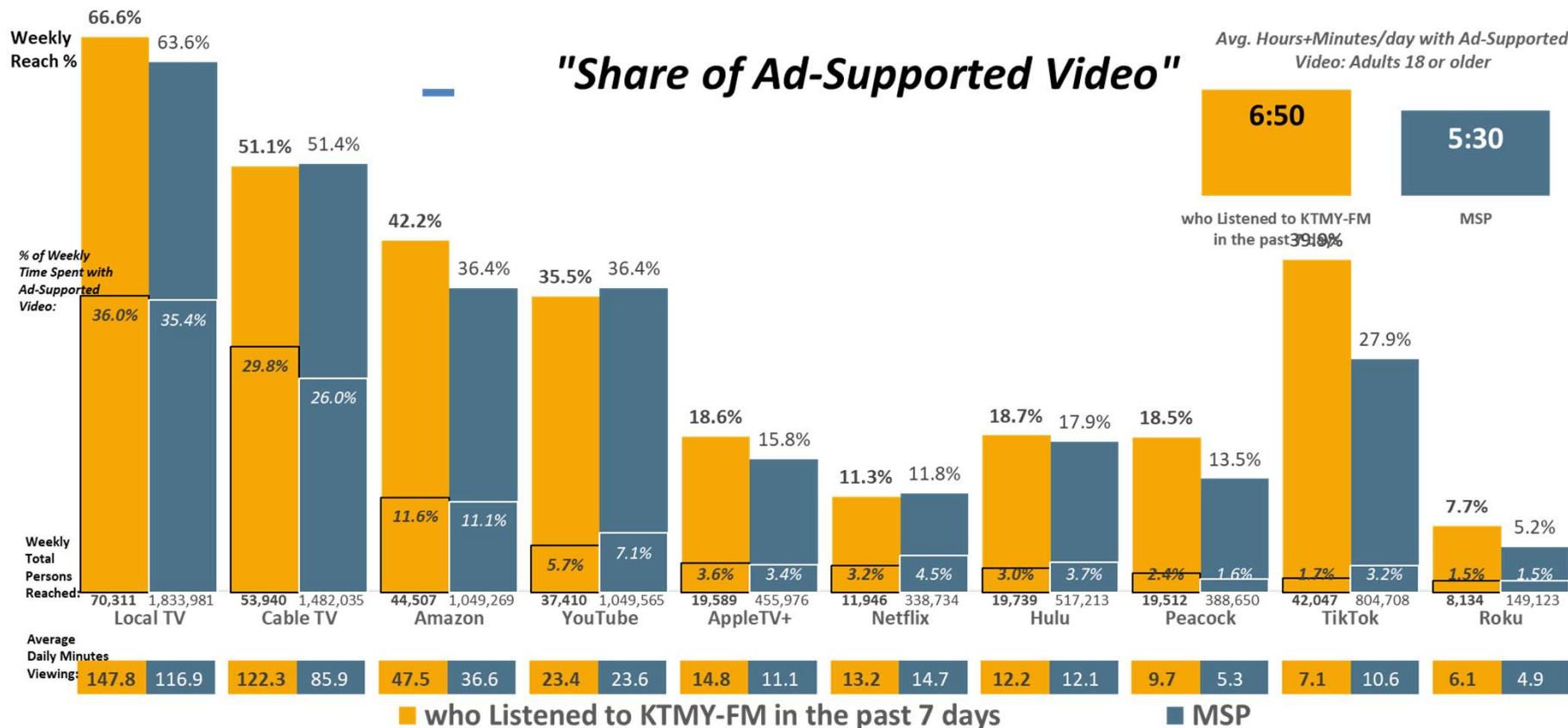
"Share of Ad-Supported Video"





70,311 or 66.6% of Adults 18 or older who Listened to KTMY-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 147.8 minutes every day representing 36.% of all time spent daily with Ad-Supported Video.

"Share of Ad-Supported Video"



MSP Metro Scarborough R1 2026: Feb25-Feb26 Qual Intab 55 MINNEAPOLIS-ST. PAUL Metro Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,489
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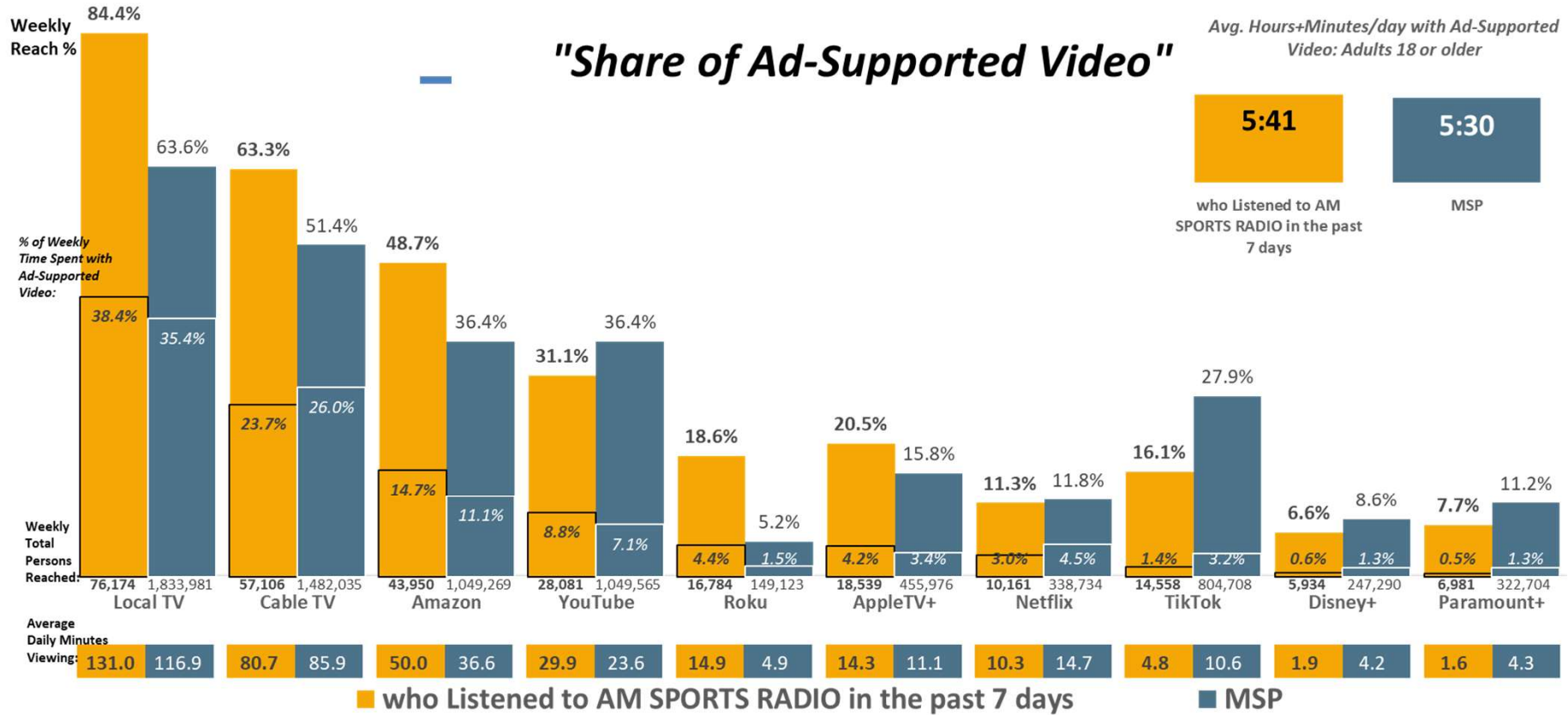
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Radio Stations: KTMY-FM



76,174 or 84.4% of Adults 18 or older who Listened to AM SPORTS RADIO in the past 7 days watch Ad-Supported Local TV Stations for an average of 131. minutes every day representing 38.4% of all time spent daily with Ad-Supported Video.

"Share of Ad-Supported Video"



MSP Metro Scarborough R1 2026: Feb25-Feb26 Qual Intab 55 MINNEAPOLIS-ST. PAUL Metro Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,489
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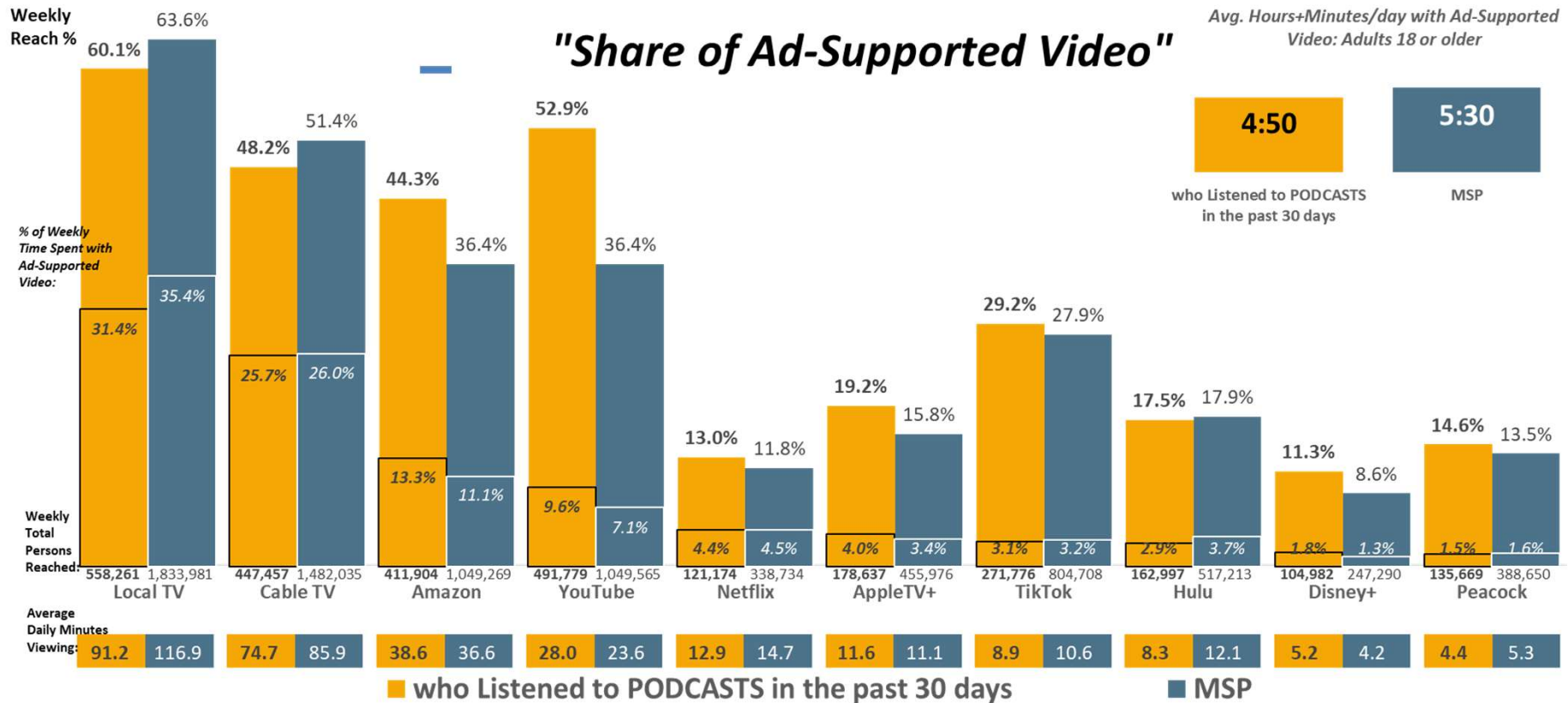
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[[Radio format profiles (M-S 6am-Mid cume): All Sports AND (Radio Stations: KTLK-AM OR Radio Stations: WCCO-AM OR Radio Stations: WDGY-AM)]]



558,261 or 60.1% of Adults 18 or older who Listened to PODCASTS in the past 30 days watch Ad-Supported Local TV Stations for an average of 91.2 minutes every day representing 31.4% of all time spent daily with Ad-Supported Video.

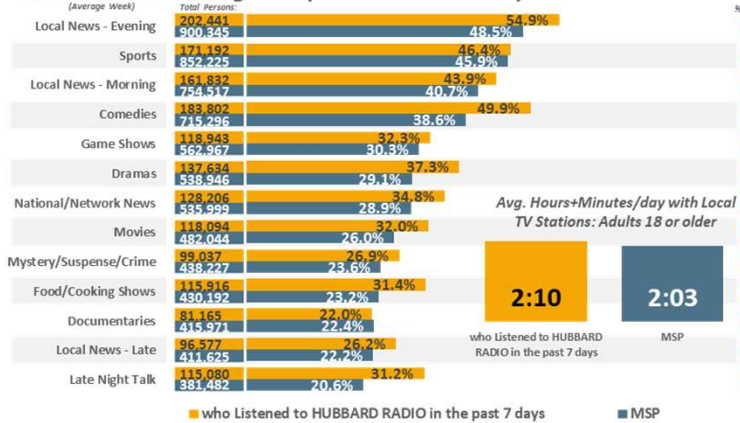
"Share of Ad-Supported Video"



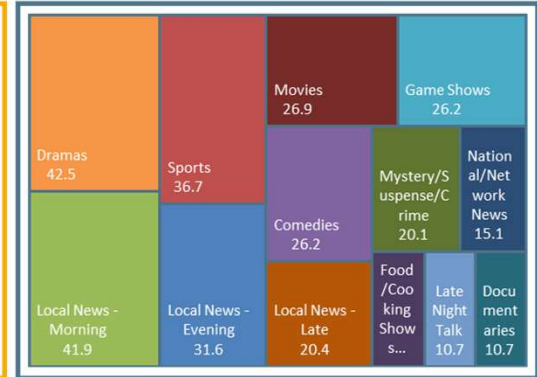
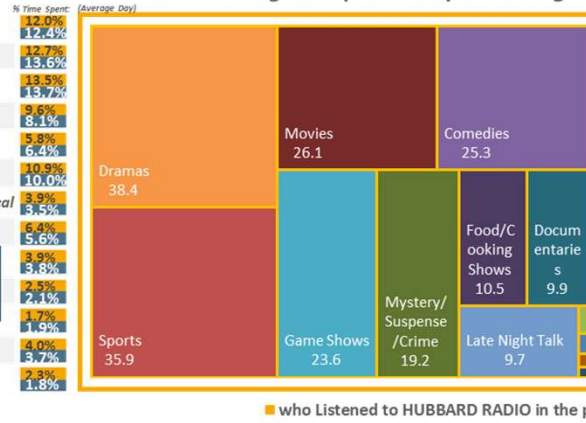


365,430 or 65.9% of Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Comedies, Sports, Local News - Morning, Dramas, and Game Shows.

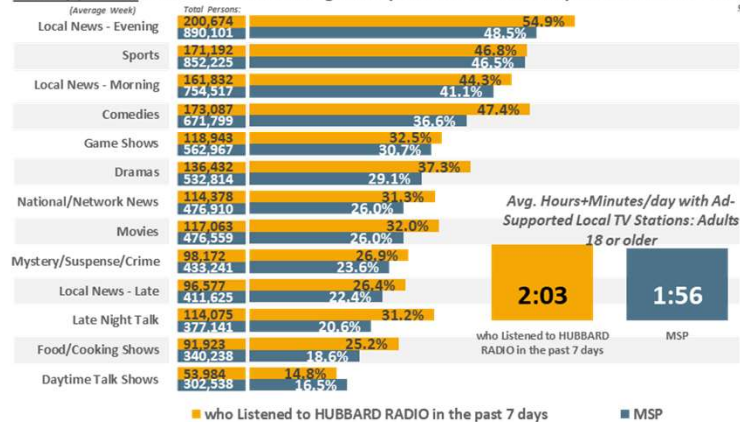
Local TV Station Programs (Persons & % Reach): Adults 18 or older



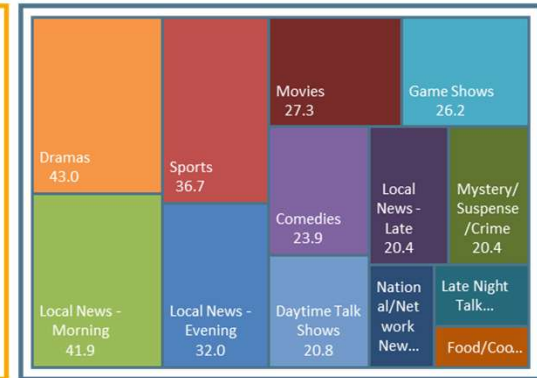
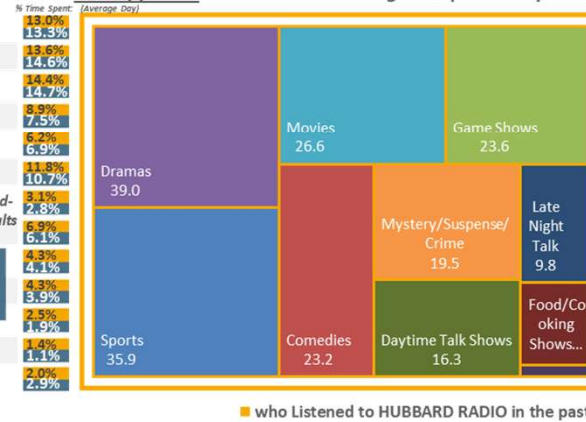
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



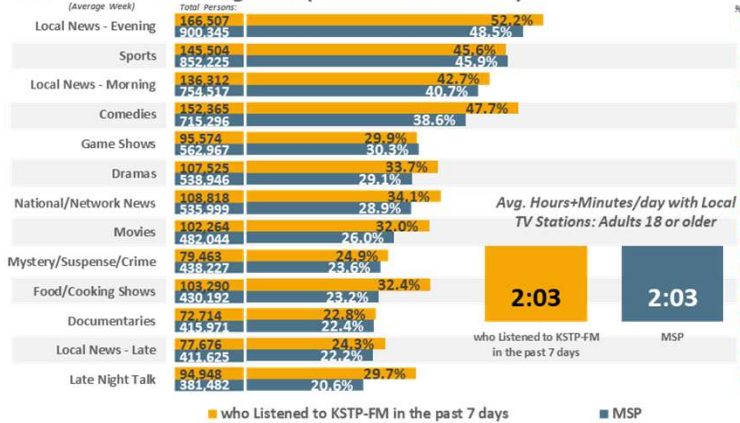
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



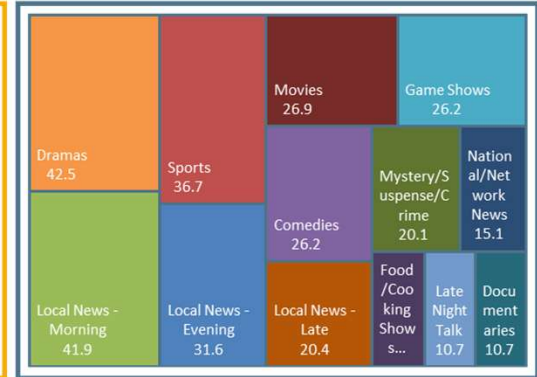
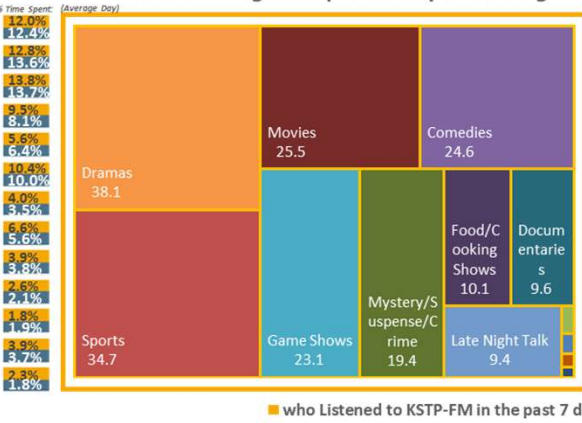


316,074 or 66.3% of Adults 18 or older who Listened to KSTP-FM in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Comedies, Local News - Morning, Dramas, and Movies.

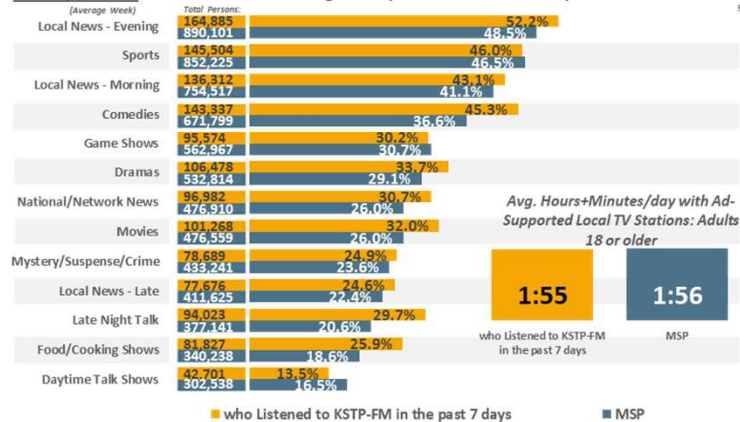
Local TV Station Programs (Persons & % Reach): Adults 18 or older



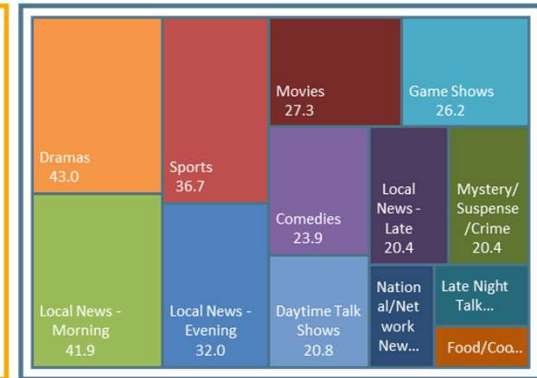
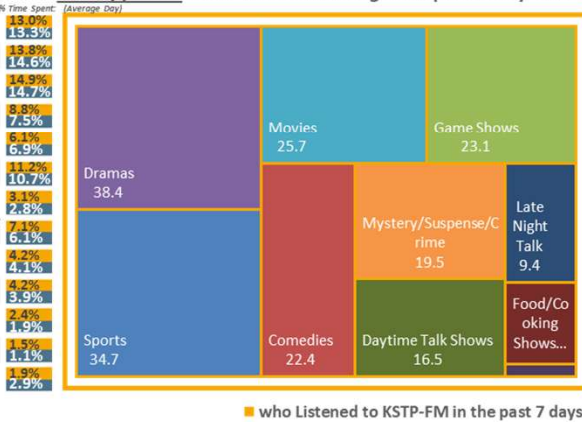
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



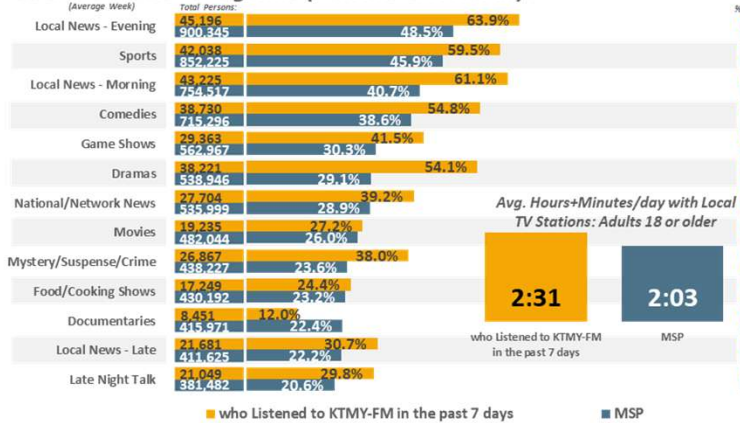
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



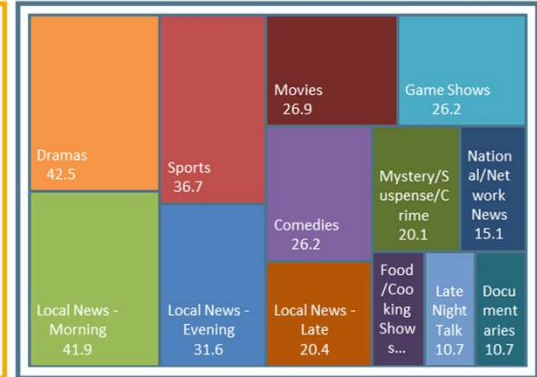
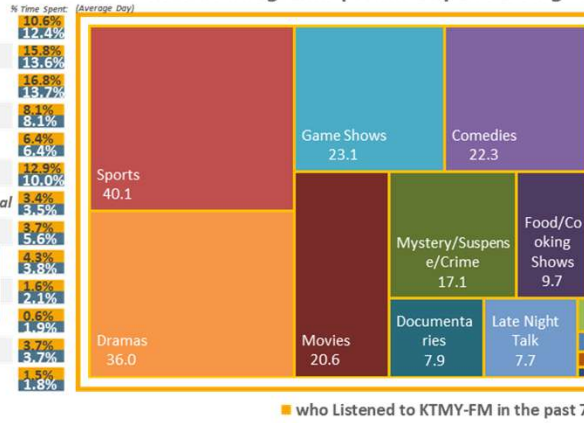


70,311 or 66.6% of Adults 18 or older who Listened to KTMY-FM in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Local News - Morning, Sports, Dramas, Comedies, and Game Shows.

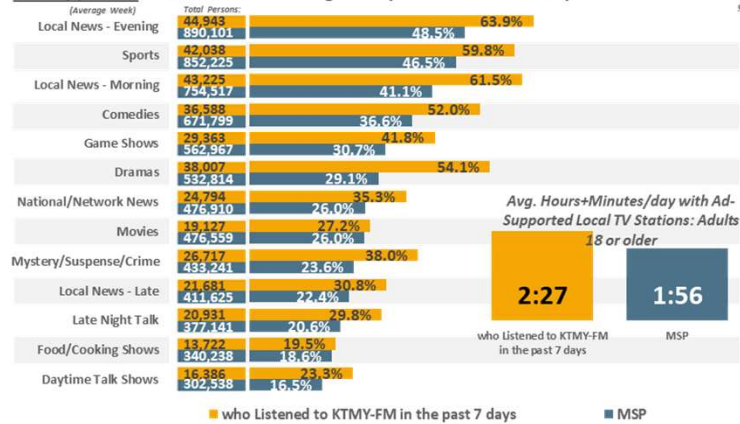
Local TV Station Programs (Persons & % Reach): Adults 18 or older



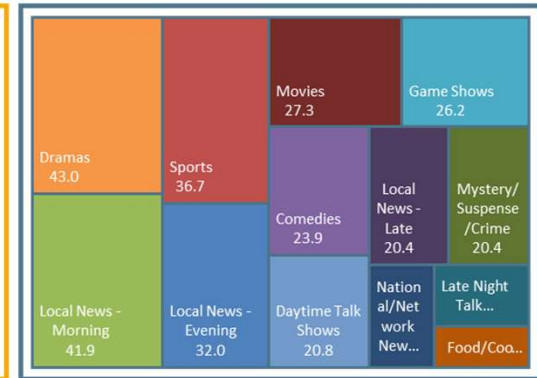
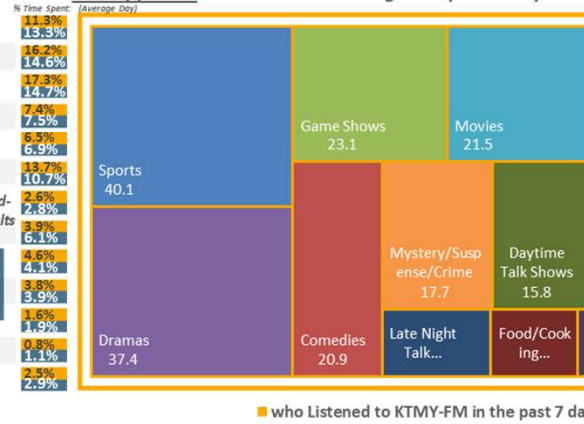
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



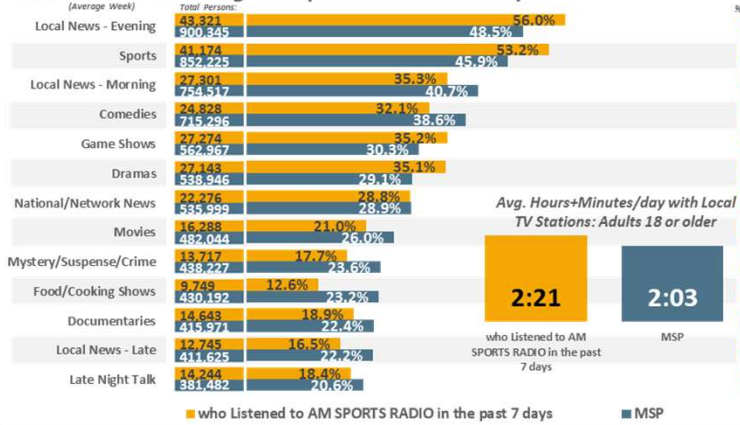
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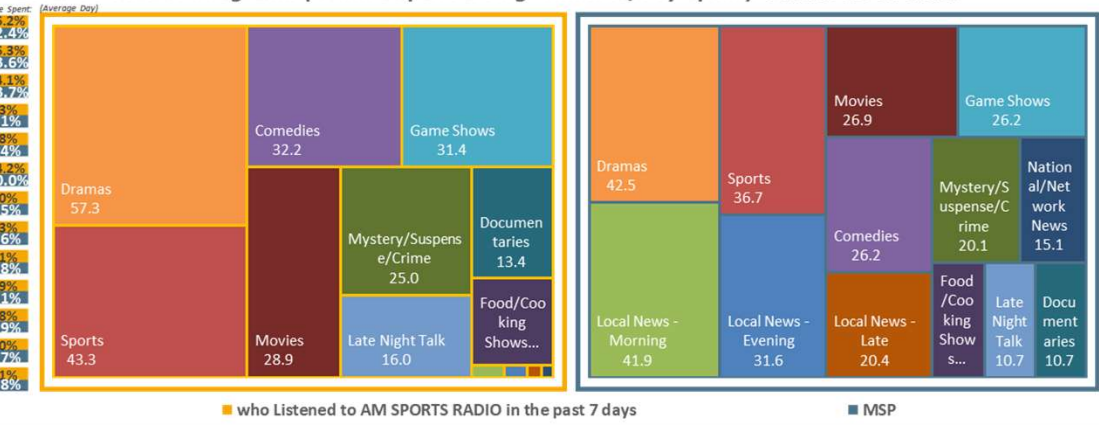


76,174 or 84.4% of Adults 18 or older who Listened to AM SPORTS RADIO in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Local News - Morning, Game Shows, Dramas, and Comedies.

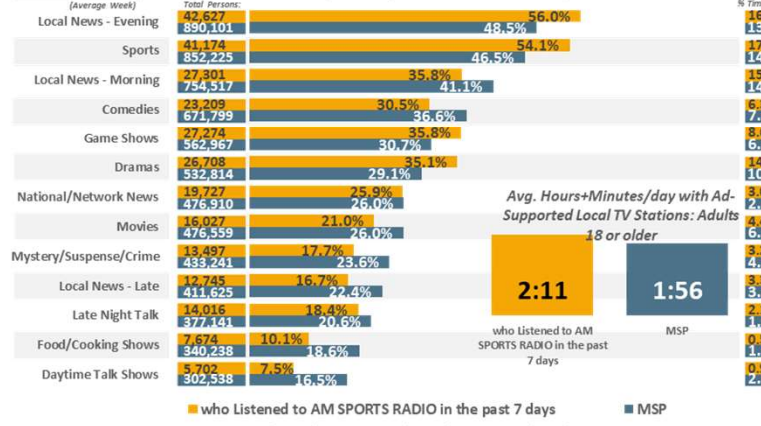
Local TV Station Programs (Persons & % Reach): Adults 18 or older



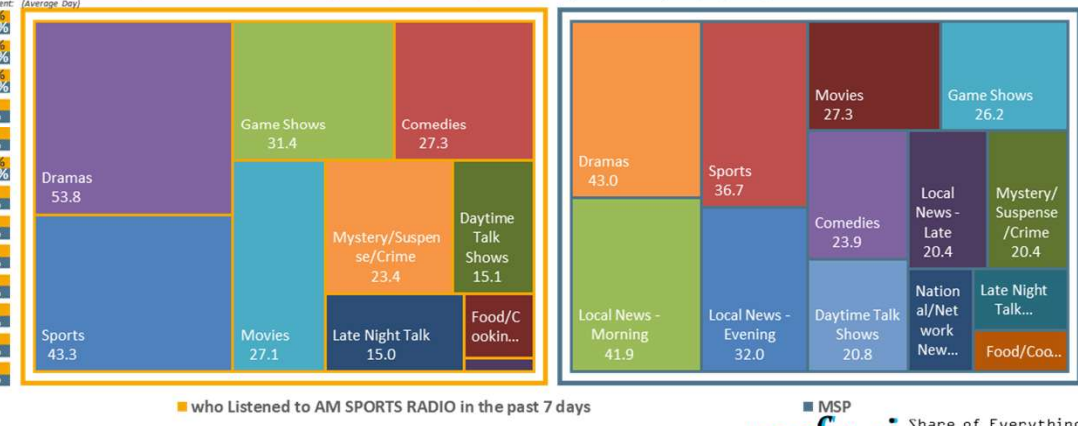
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



MSP Metro Scarborough R1 2026: Feb25-Feb26 Qual Intab 55
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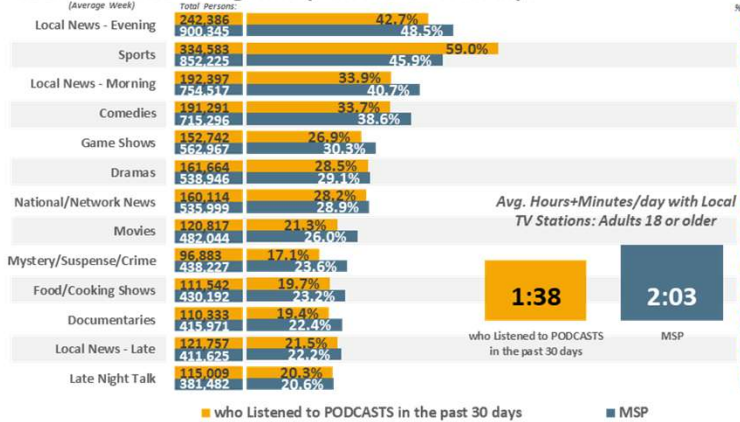


[[Radio format profiles (M-S 6am-Mid cume): All Sports AND (Radio Stations: KTLK-AM OR Radio Stations: WCCO-AM OR Radio Stations: WDGY-AM)]]

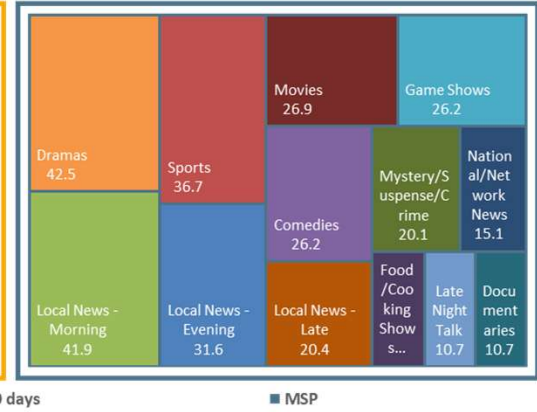
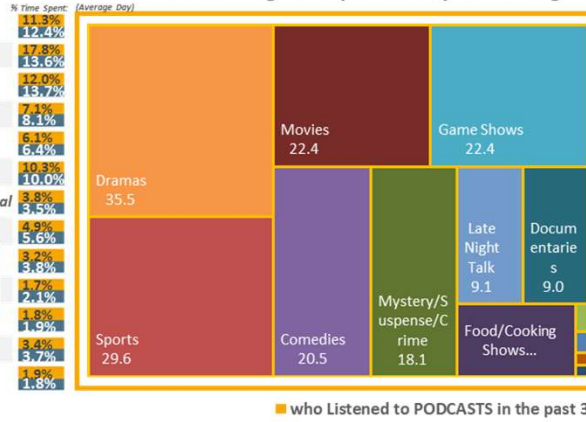


558,261 or 60.1% of Adults 18 or older who Listened to PODCASTS in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Comedies, Dramas, and Game Shows.

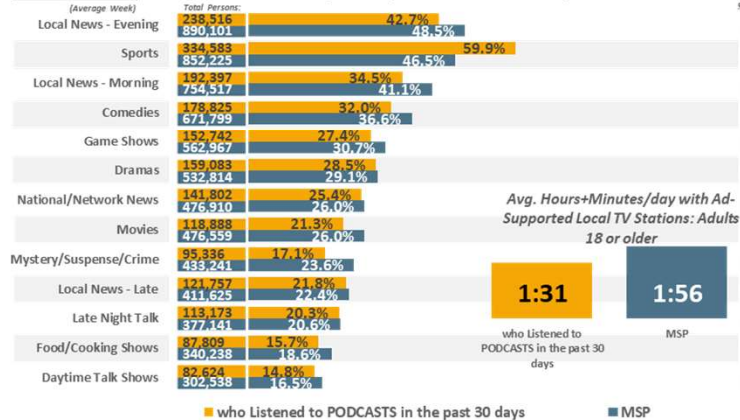
Local TV Station Programs (Persons & % Reach): Adults 18 or older



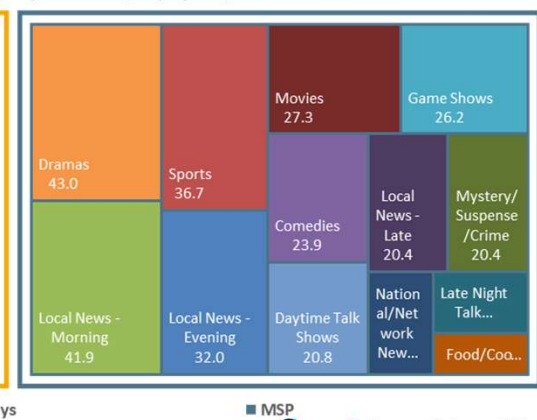
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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

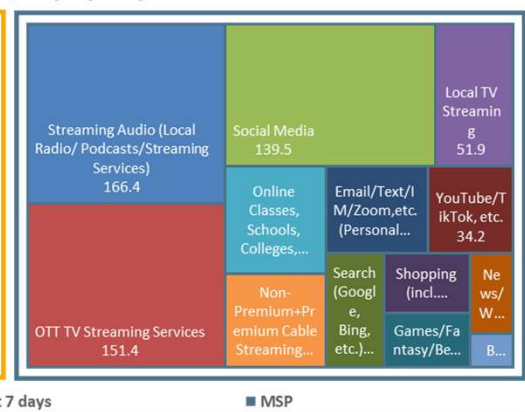
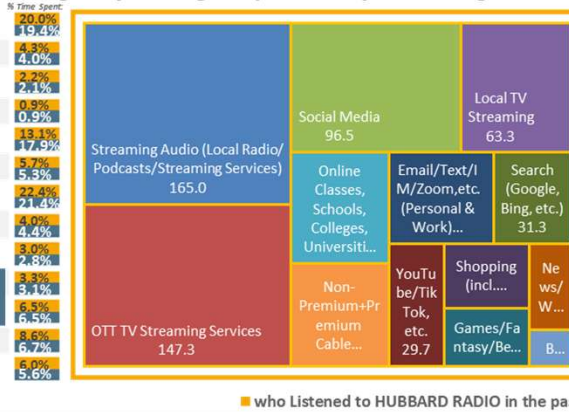
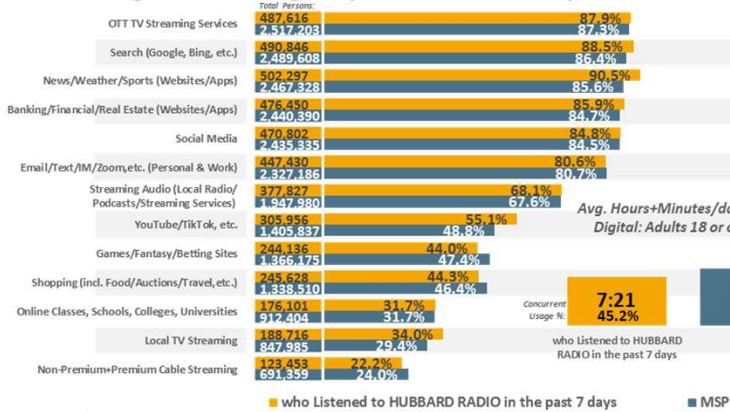




393,019 or 70.8% of Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days use Ad-Supported Social Media for an average of 80.6 minutes every day representing 15.9% of all time spent daily with Ad-Supported Digital Media.

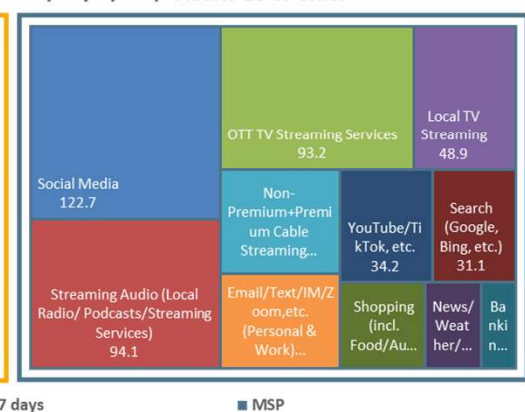
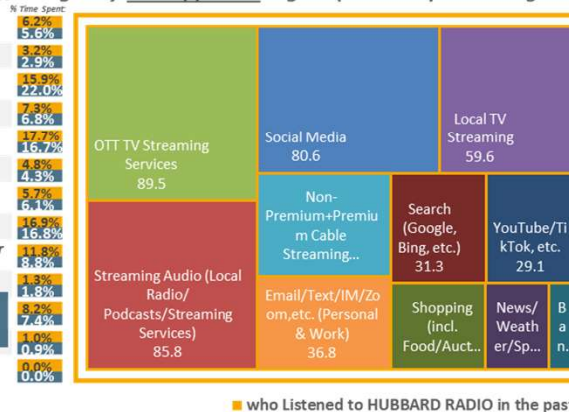
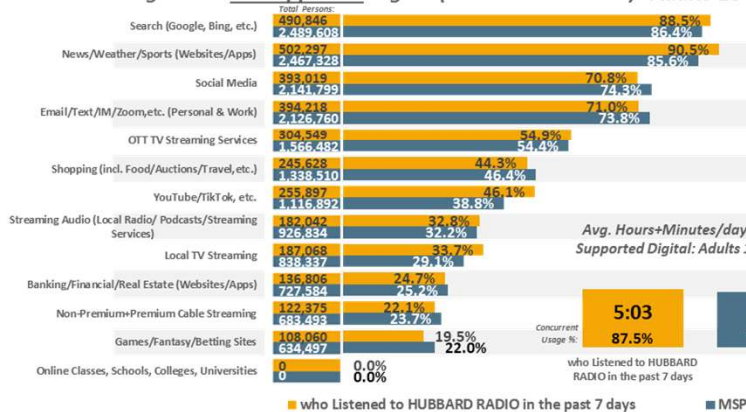
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



MSP Metro Scarborough R1 2026: Feb25-Feb26 Qual Intab 292
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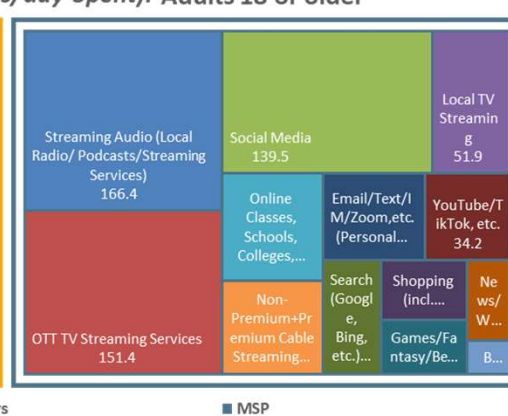
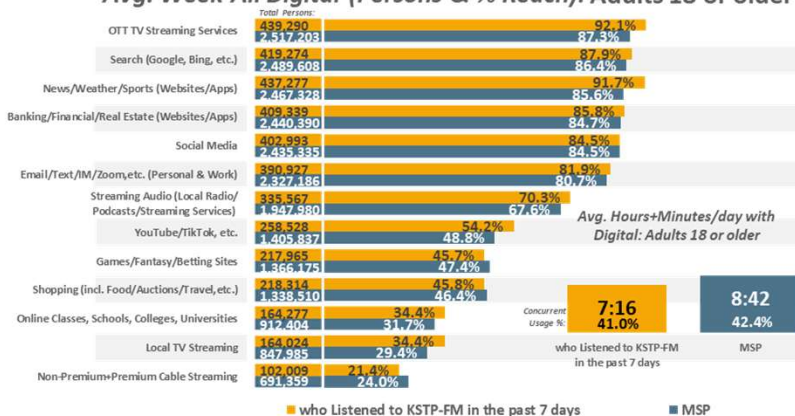
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341,342 or 71.6% of Adults 18 or older who Listened to KSTP-FM in the past 7 days use Ad-Supported Social Media for an average of 85.7 minutes every day representing 17.2% of all time spent daily with Ad-Supported Digital Media.

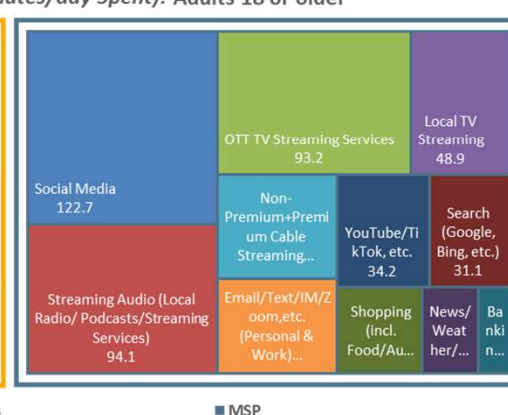
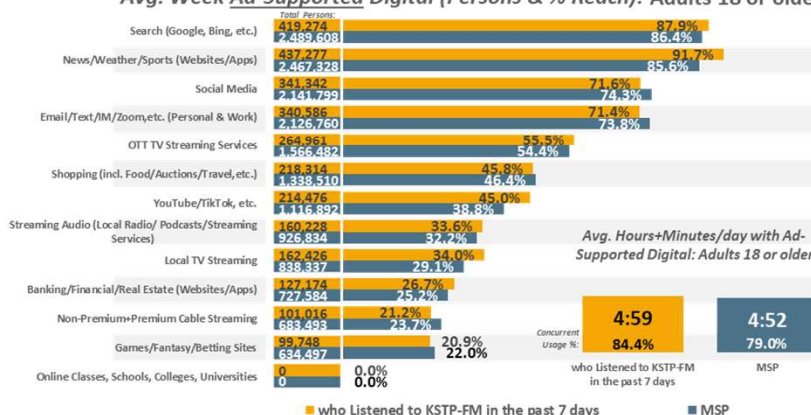
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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

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



MSP Metro Scarborough R1 2026: Feb25-Feb26 Qual Intab 253
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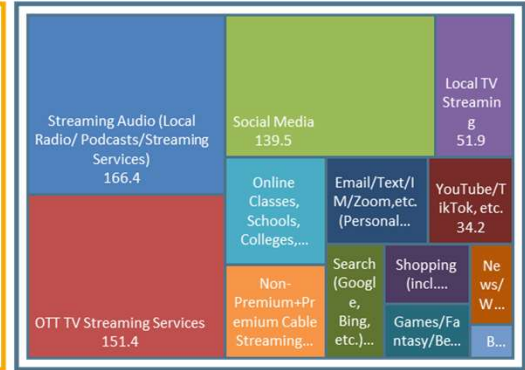
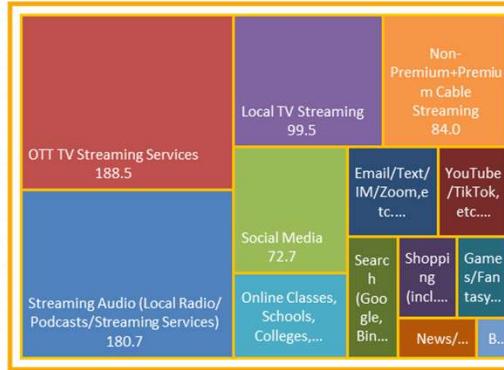
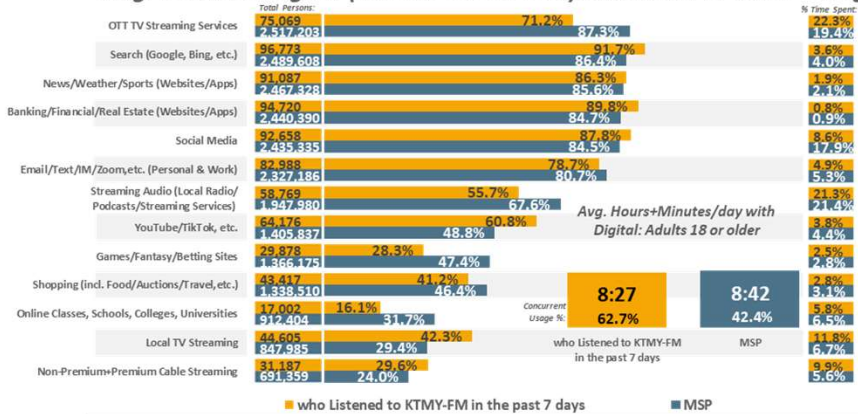
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66,857 or 63.4% of Adults 18 or older who Listened to KTMY-FM in the past 7 days use Ad-Supported Social Media for an average of 52.5 minutes every day representing 9.0% of all time spent daily with Ad-Supported Digital Media.

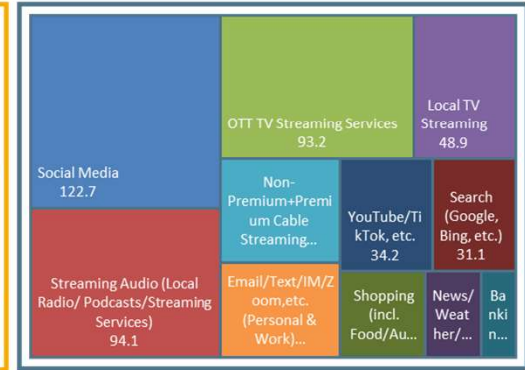
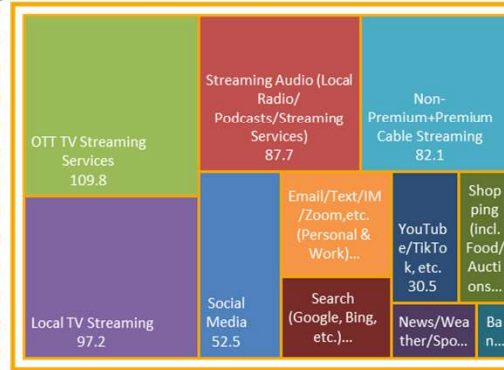
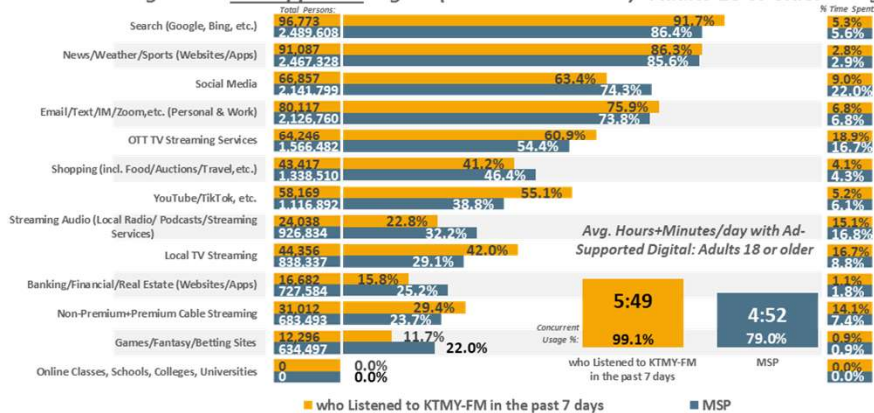
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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

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

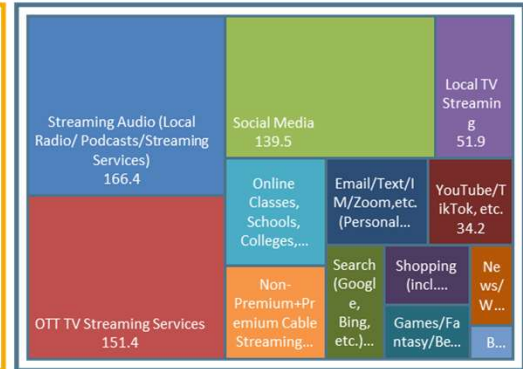
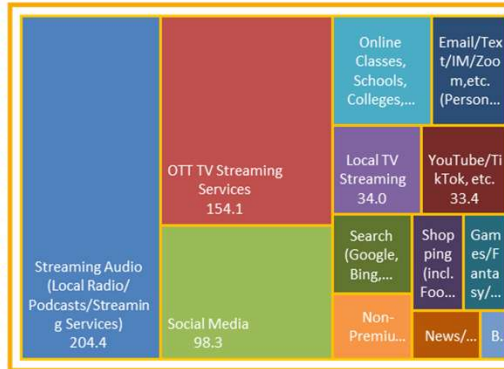


MSP Metro Scarborough R1 2026: Feb25-Feb26 Qual Intab 55
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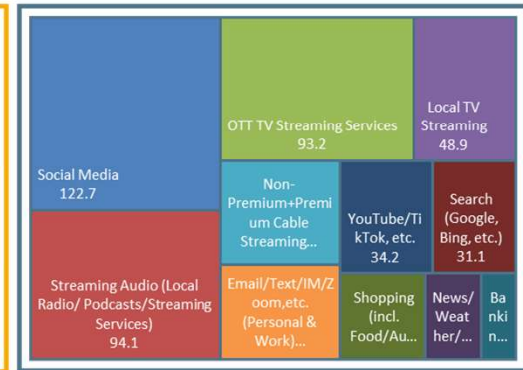
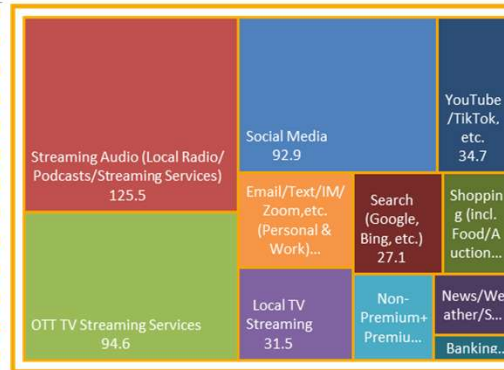
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Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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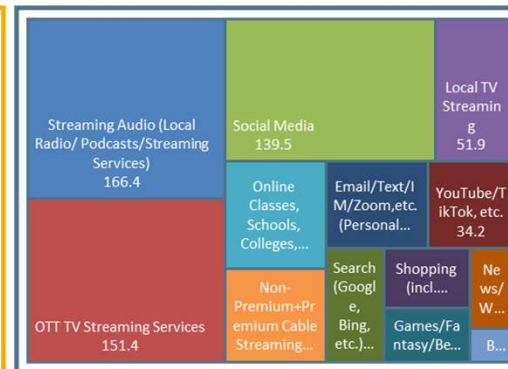
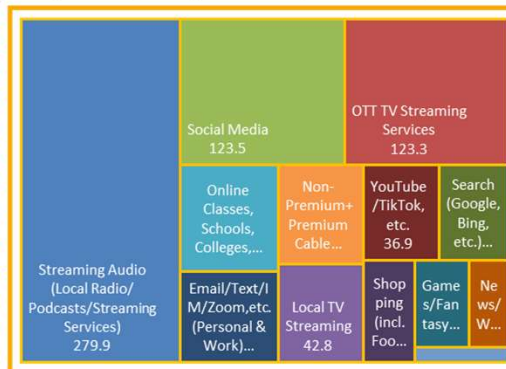
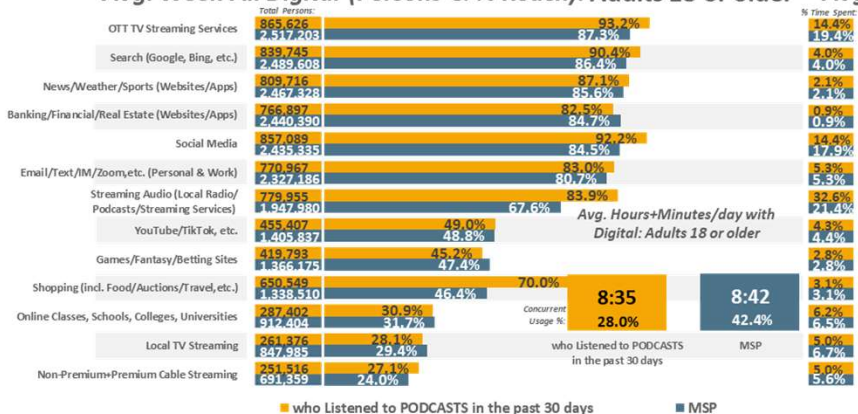
/(Radio format profiles (M-S 6am-Mid cume): All Sports AND (Radio Stations: KTLK-AM OR Radio Stations: WCCO-AM OR Radio Stations: WDGY-AM))



734,455 or 79.% of Adults 18 or older who Listened to PODCASTS in the past 30 days use Ad-Supported Social Media for an average of 105.8 minutes every day representing 17.1% of all time spent daily with Ad-Supported Digital Media.

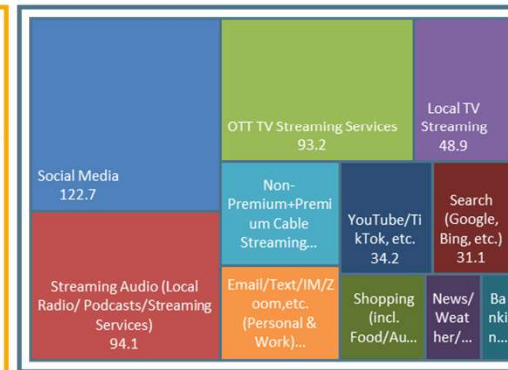
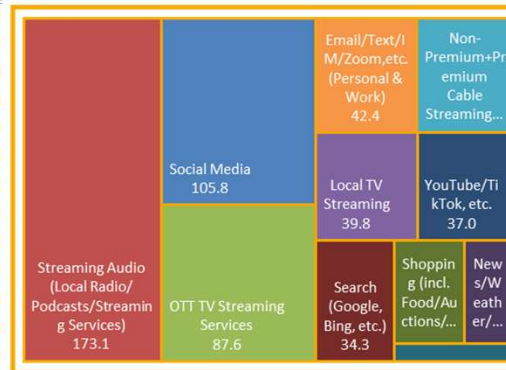
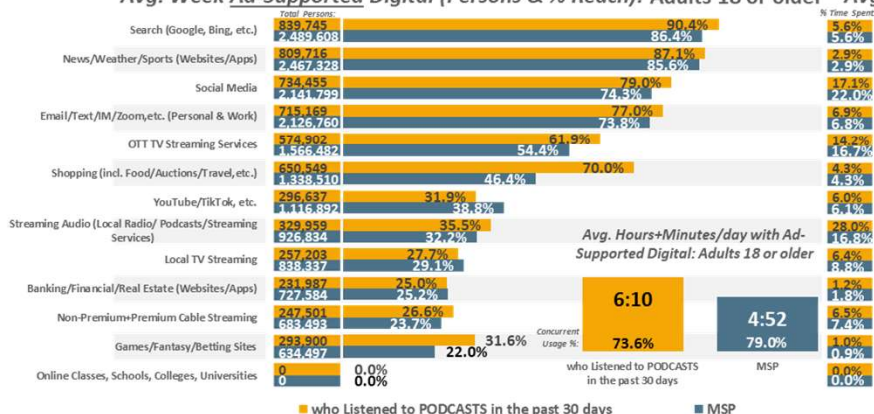
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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

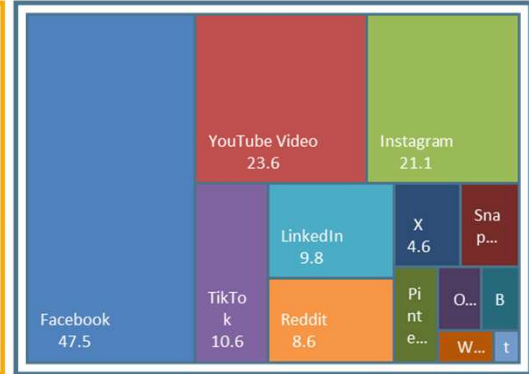
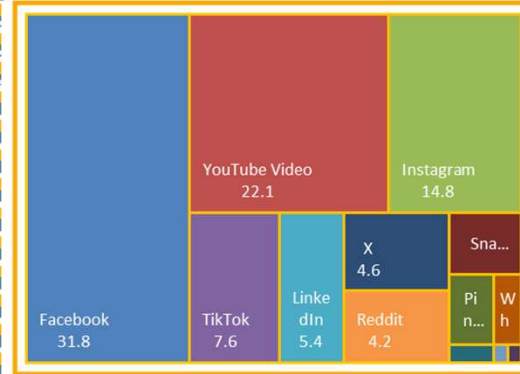
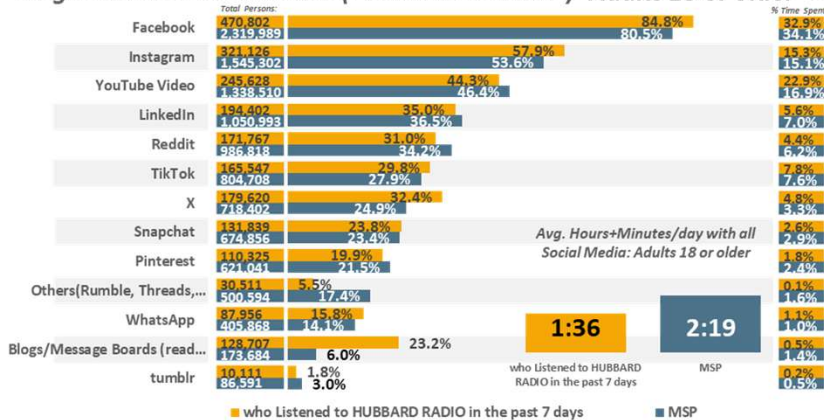
Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



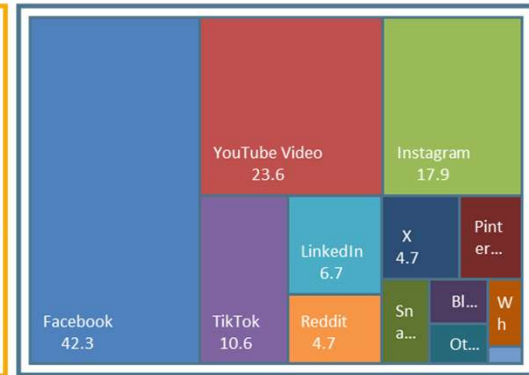
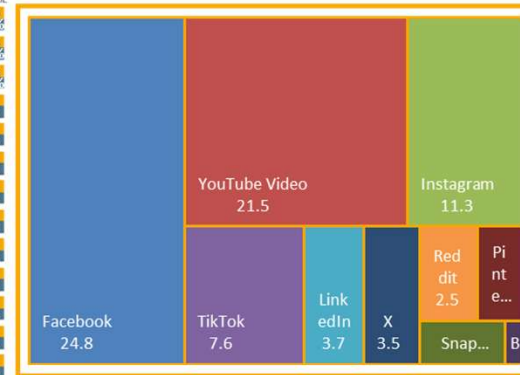
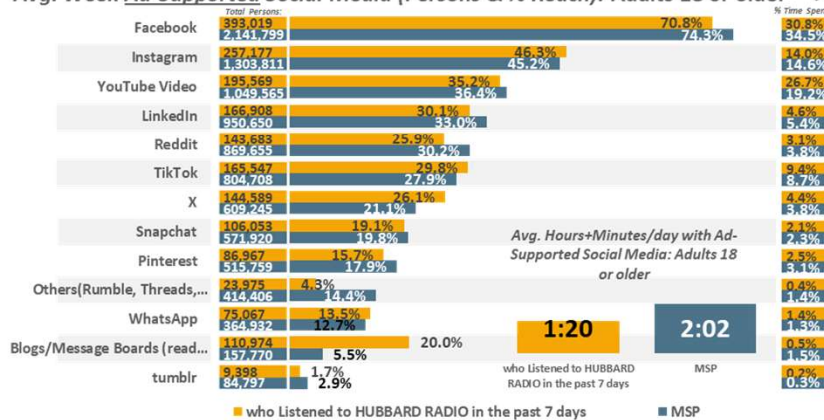


393,019 or 70.8% of Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days use Ad-Supported Facebook for an average of 24.8 minutes every day representing 30.8% of all time spent daily with Ad-Supported Social Media.

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



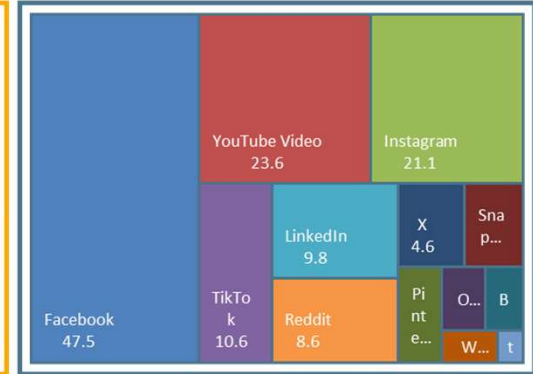
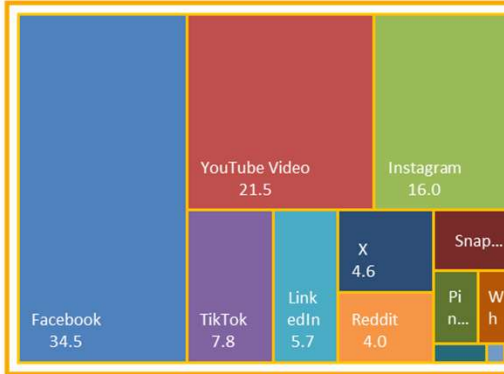
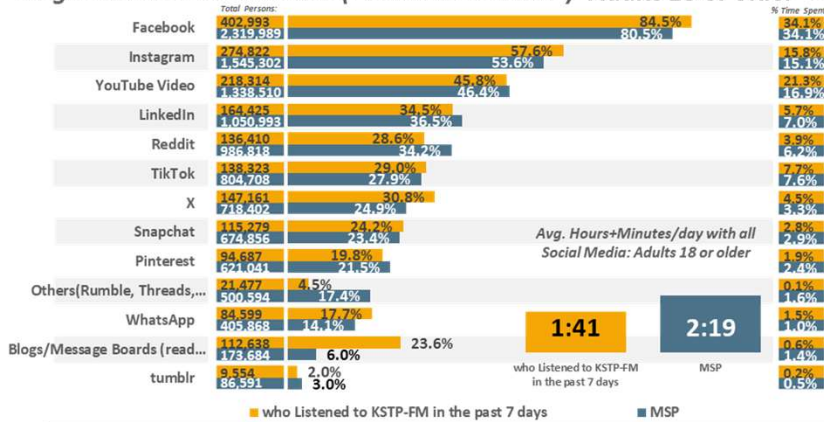
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



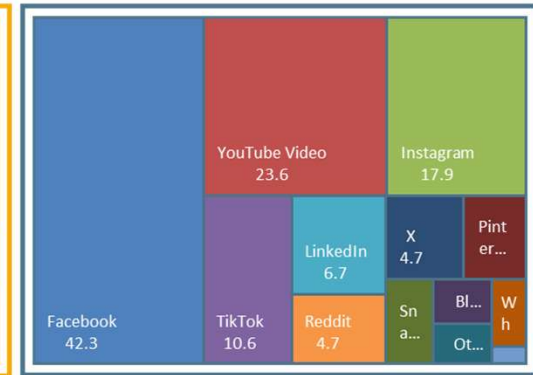
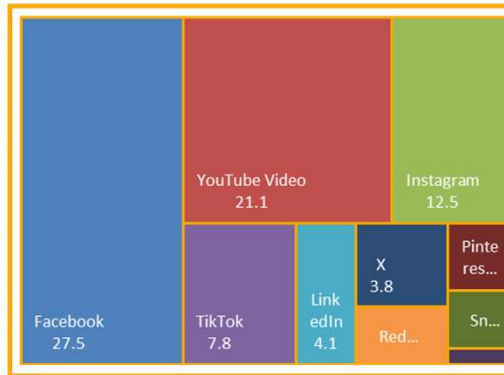
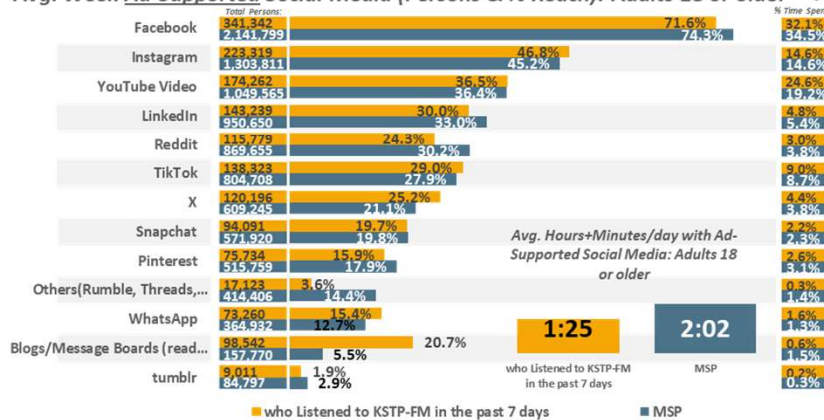


341,342 or 71.6% of Adults 18 or older who Listened to KSTP-FM in the past 7 days use Ad-Supported Facebook for an average of 27.5 minutes every day representing 32.1% of all time spent daily with Ad-Supported Social Media.

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



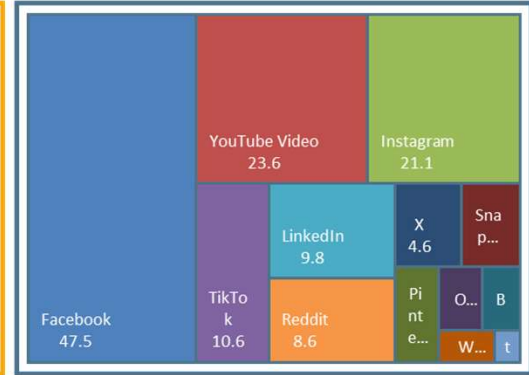
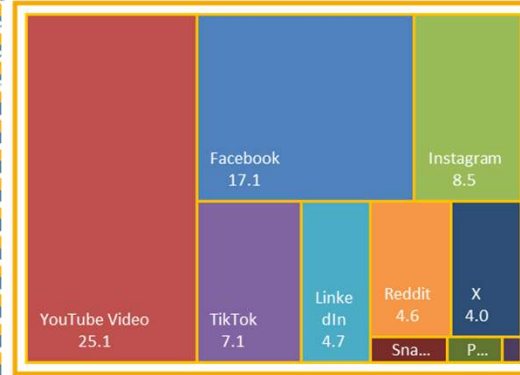
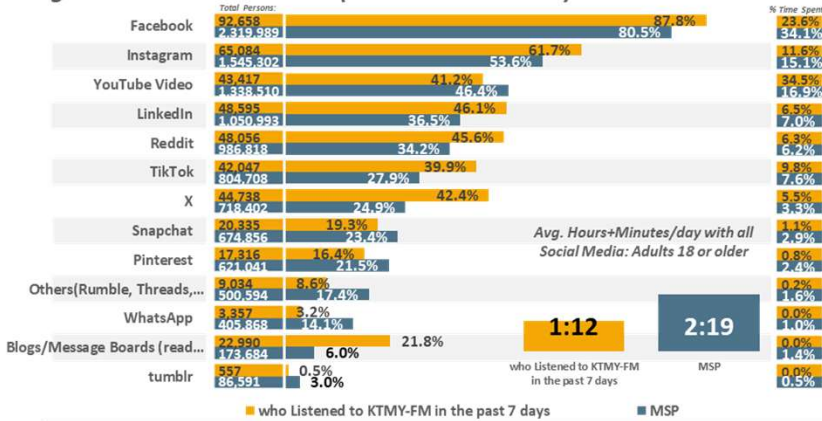
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



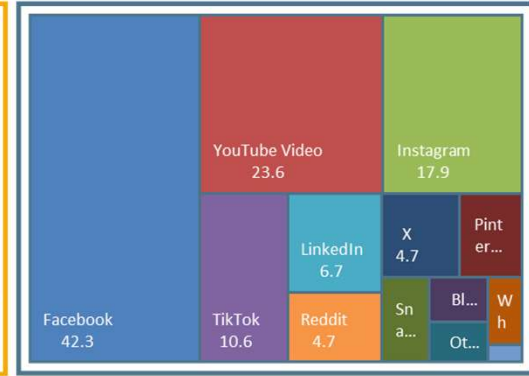
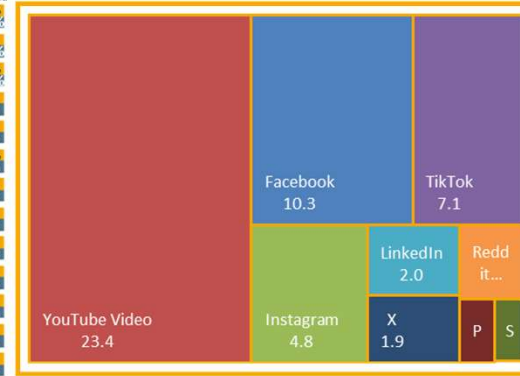
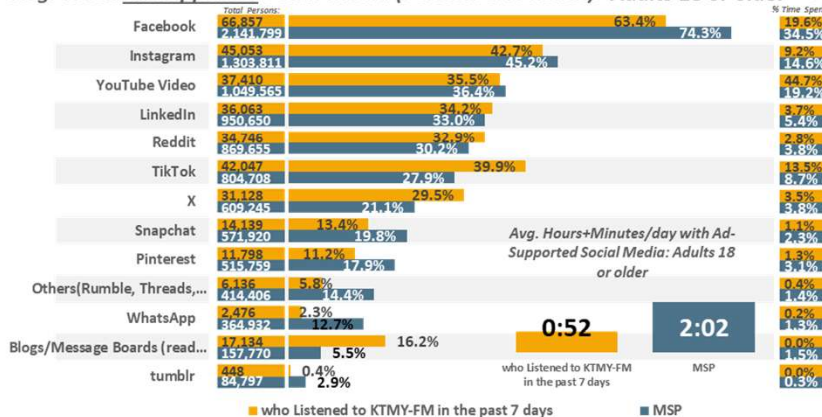


37,410 or 35.5% of Adults 18 or older who Listened to KTMY-FM in the past 7 days use Ad-Supported YouTube Video for an average of 23.4 minutes every day representing 44.7% of all time spent daily with Ad-Supported Social Media.

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



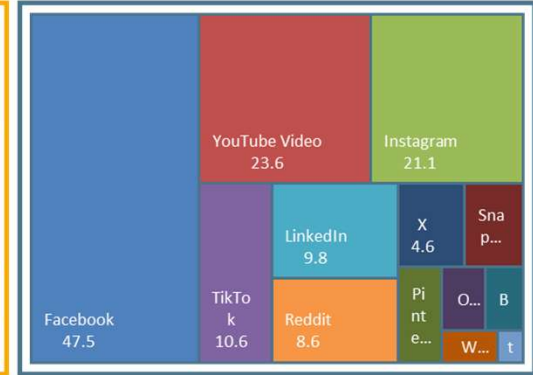
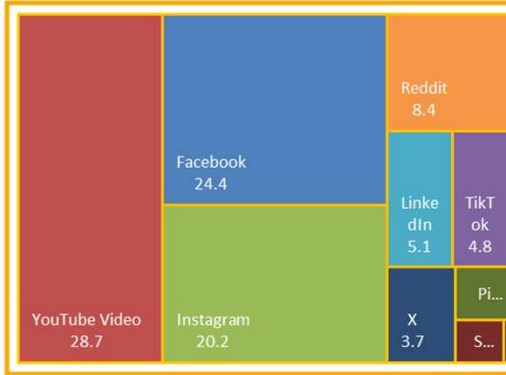
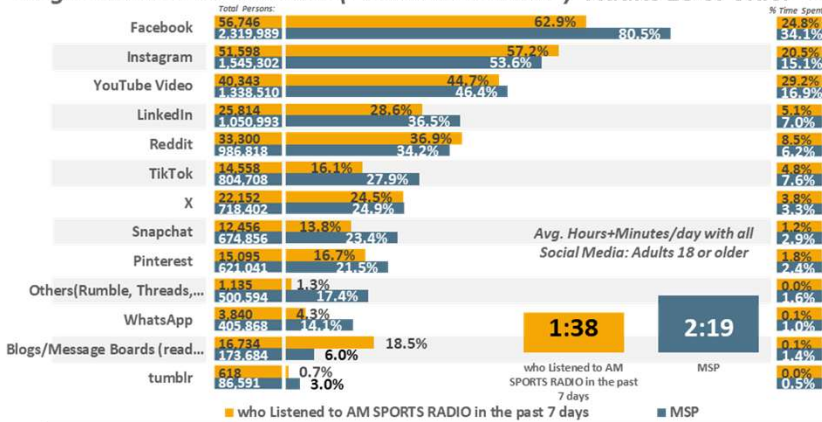
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



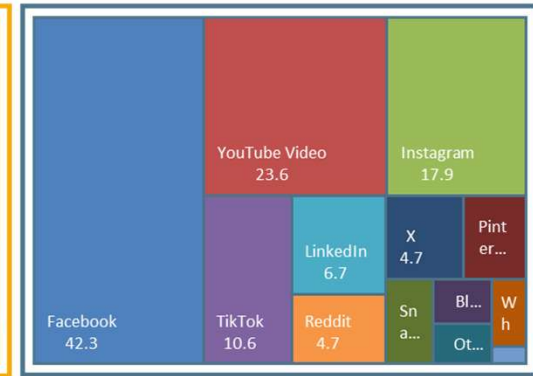
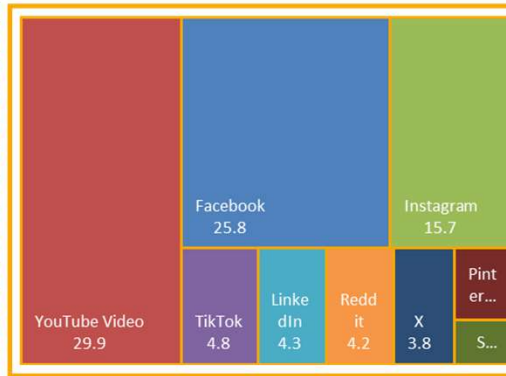
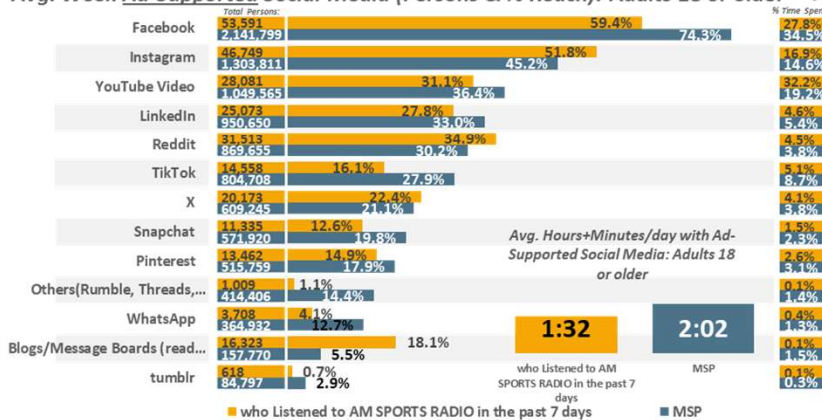


28,081 or 31.1% of Adults 18 or older who Listened to AM SPORTS RADIO in the past 7 days use Ad-Supported YouTube Video for an average of 29.9 minutes every day representing 32.2% of all time spent daily with Ad-Supported Social Media.

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**



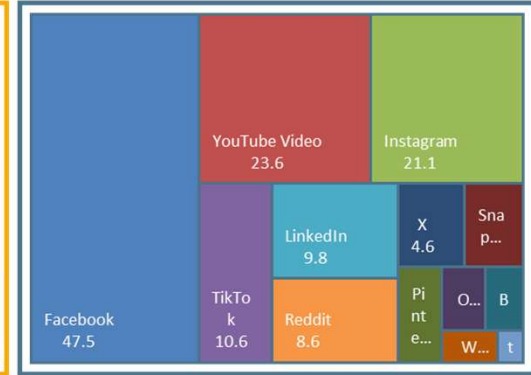
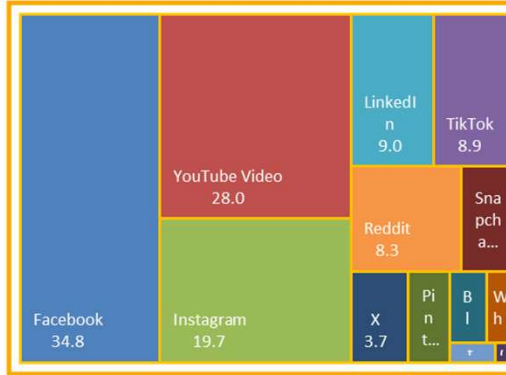
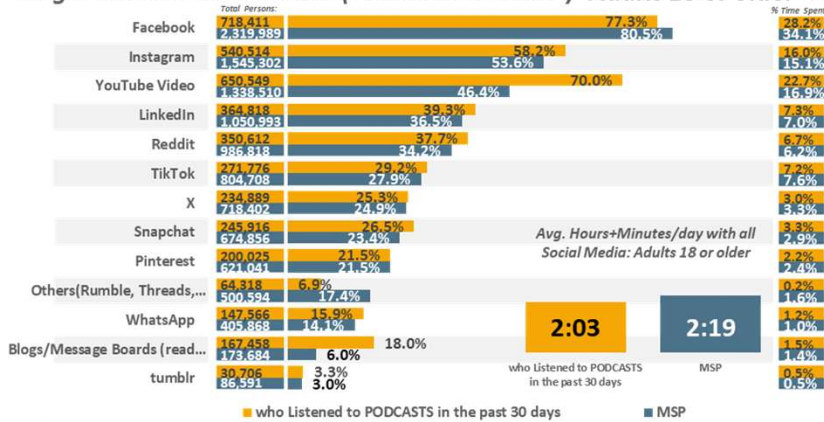
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



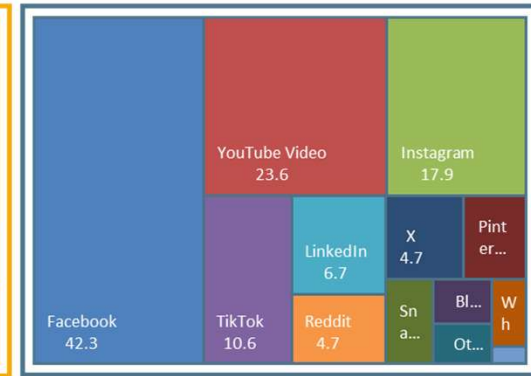
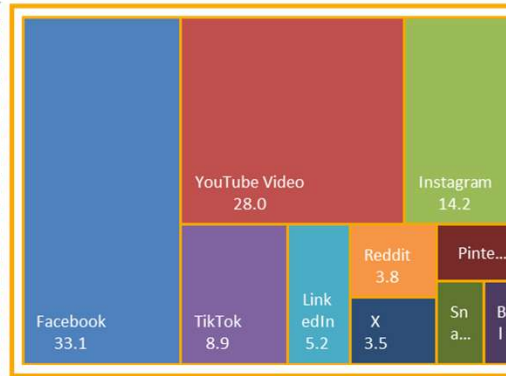
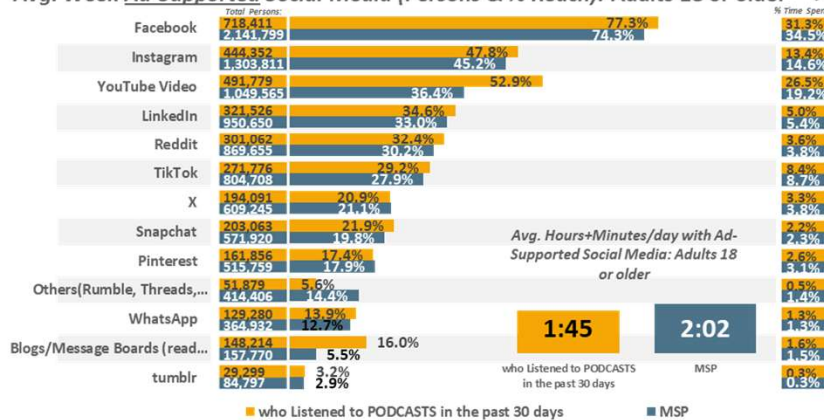


718,411 or 77.3% of Adults 18 or older who Listened to PODCASTS in the past 30 days use Ad-Supported Facebook for an average of 33.1 minutes every day representing 31.3% of all time spent daily with Ad-Supported Social Media.

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**



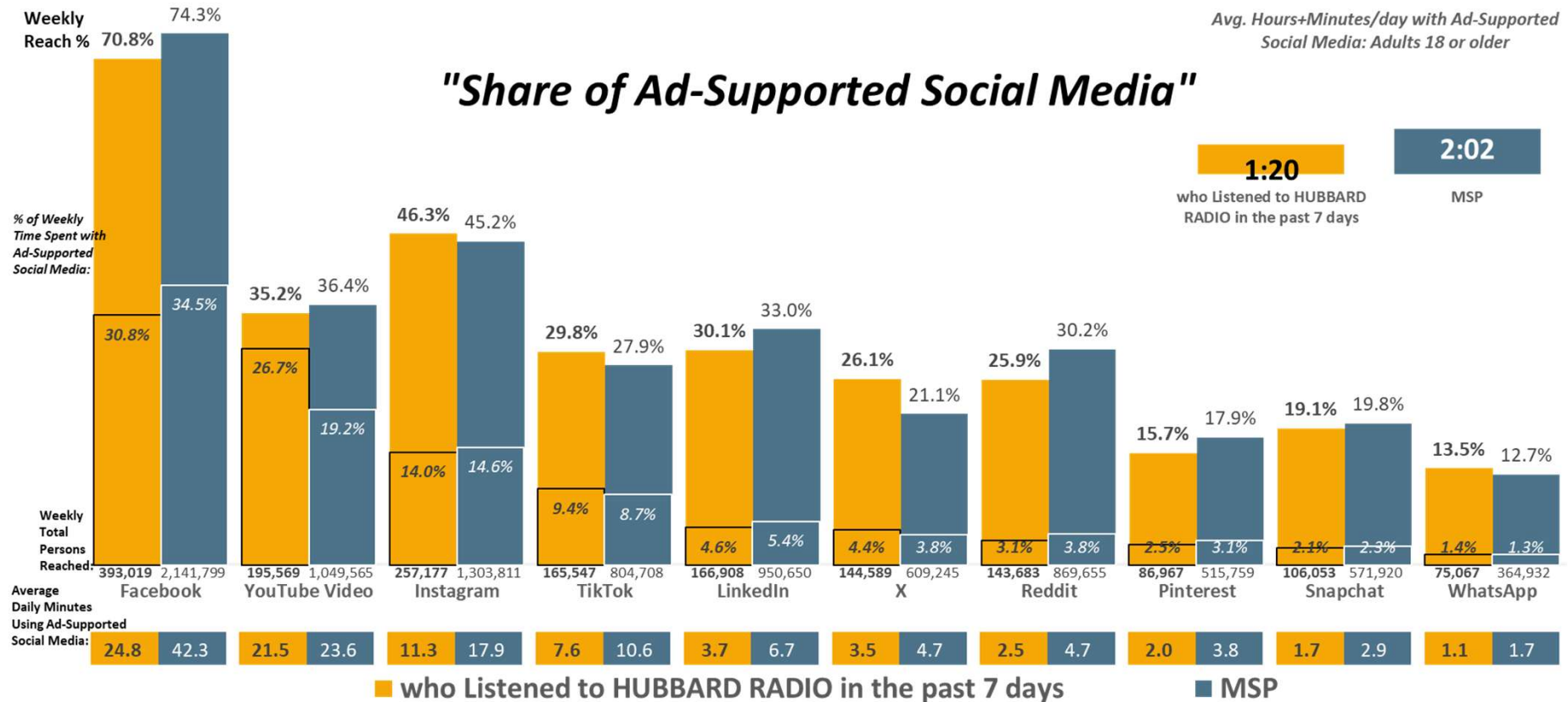
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**





393,019 or 70.8% of Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days use Ad-Supported Facebook for an average of 24.8 minutes every day representing 30.8% of all time spent daily with Ad-Supported Social Media.

"Share of Ad-Supported Social Media"



MSP Metro Scarborough R1 2026: Feb25-Feb26 Qual Intab 292 MINNEAPOLIS-ST. PAUL Metro Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,489
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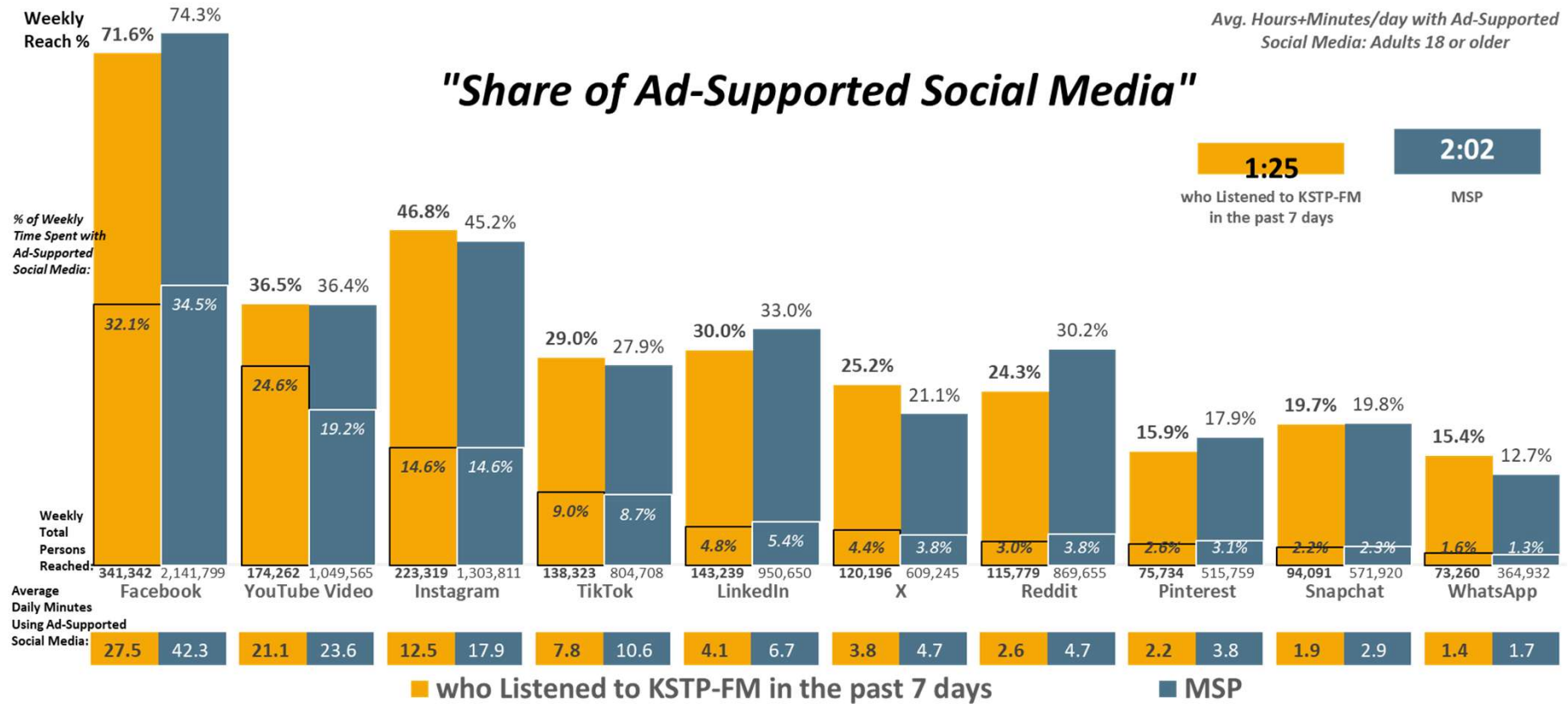
soefa.ai Share of Everything for Anything

Radio Stations: KSTP-FM OR Radio Stations: KTMV-FM



341,342 or 71.6% of Adults 18 or older who Listened to KSTP-FM in the past 7 days use Ad-Supported Facebook for an average of 27.5 minutes every day representing 32.1% of all time spent daily with Ad-Supported Social Media.

"Share of Ad-Supported Social Media"



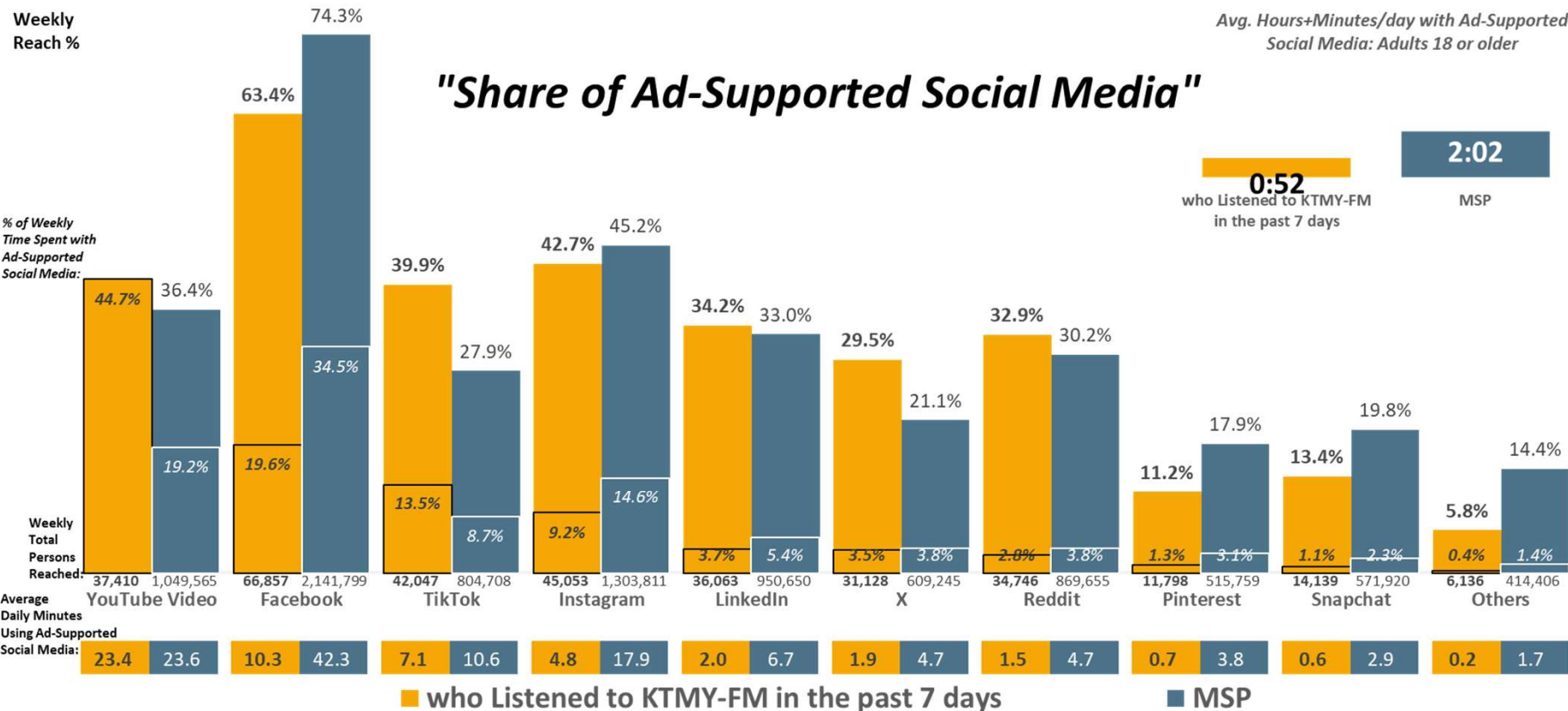
MSP Metro Scarborough R1 2026: Feb25-Feb26 Qual Intab 253 MINNEAPOLIS-ST. PAUL Metro Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,489
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soefa.ai Share of Everything for Anything

Radio Stations: KSTP-FM



37,410 or 35.5% of Adults 18 or older who Listened to KTMY-FM in the past 7 days use Ad-Supported YouTube Video for an average of 23.4 minutes every day representing 44.7% of all time spent daily with Ad-Supported Social Media.



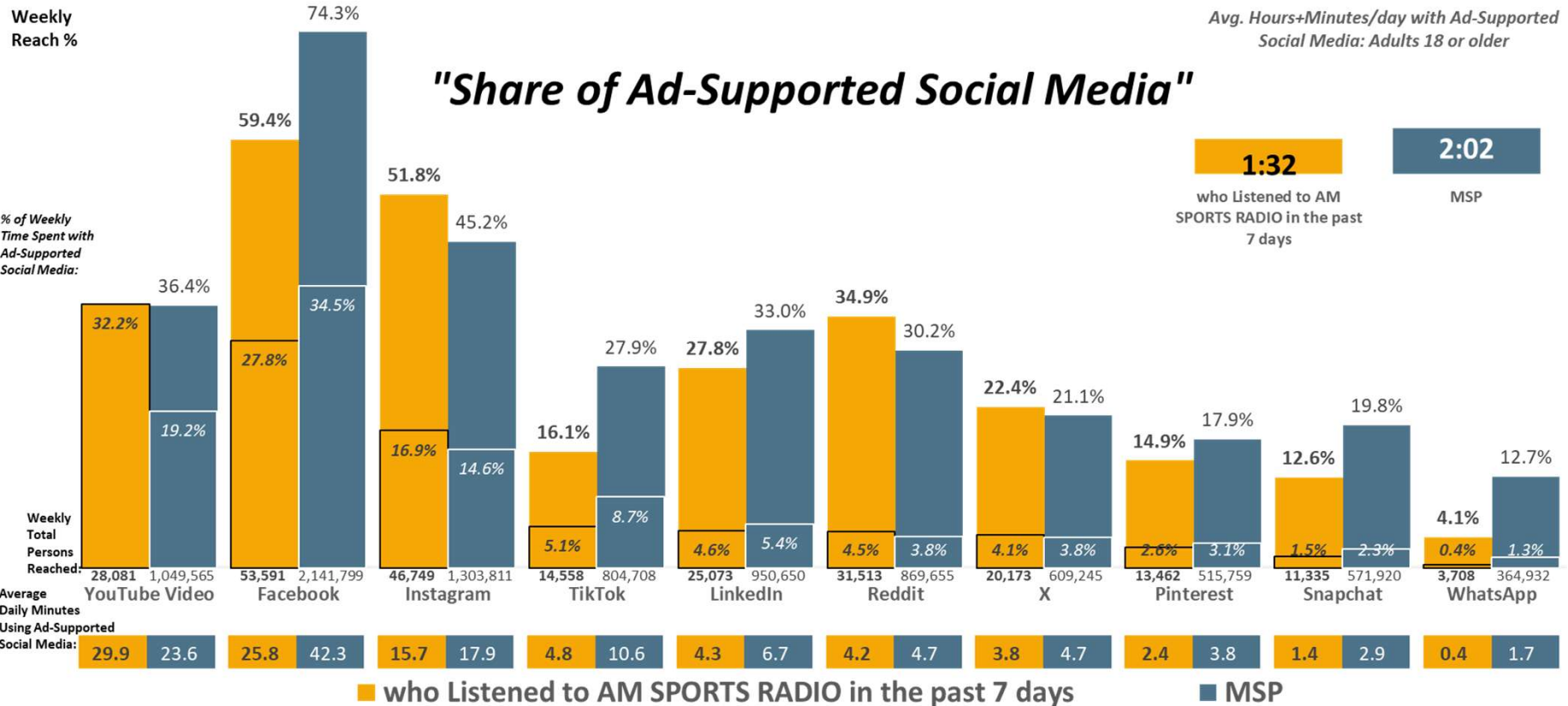
MSP Metro Scarborough R1 2026: Feb25-Feb26 Qual Intab 55 MINNEAPOLIS-ST. PAUL Metro Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,489
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Radio Stations: KTMY-FM



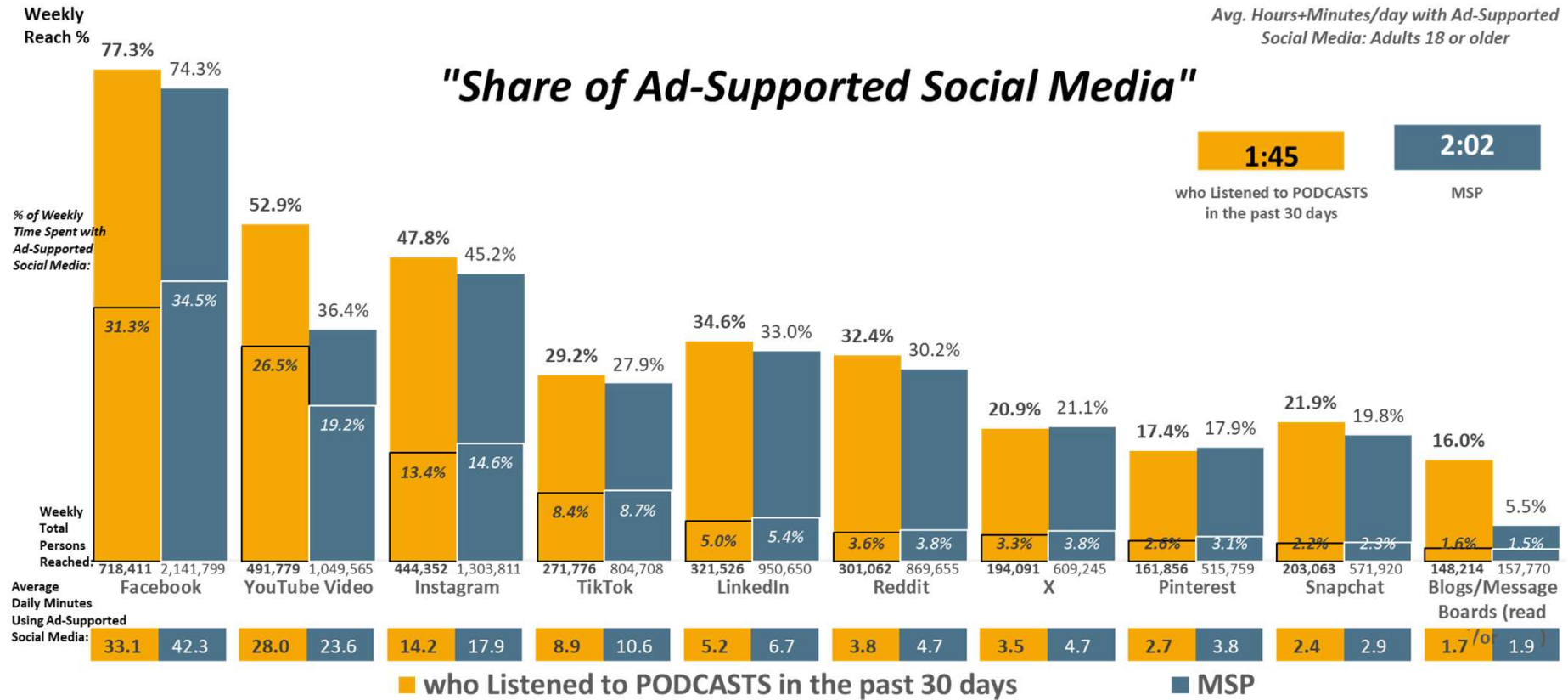
28,081 or 31.1% of Adults 18 or older who Listened to AM SPORTS RADIO in the past 7 days use Ad-Supported YouTube Video for an average of 29.9 minutes every day representing 32.2% of all time spent daily with Ad-Supported Social Media.





718,411 or 77.3% of Adults 18 or older who Listened to PODCASTS in the past 30 days use Ad-Supported Facebook for an average of 33.1 minutes every day representing 31.3% of all time spent daily with Ad-Supported Social Media.

"Share of Ad-Supported Social Media"



MSP Metro Scarborough R1 2026: Feb25-Feb26 Qual Intab 457 MINNEAPOLIS-ST. PAUL Metro Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,489
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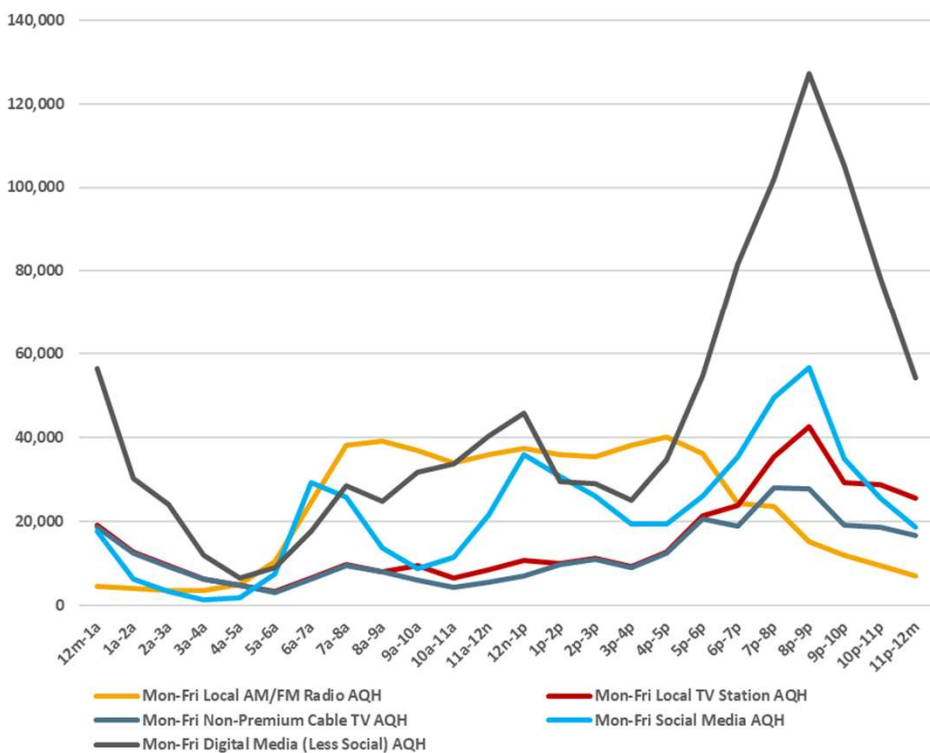
soefa.ai Share of Everything for Anything

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

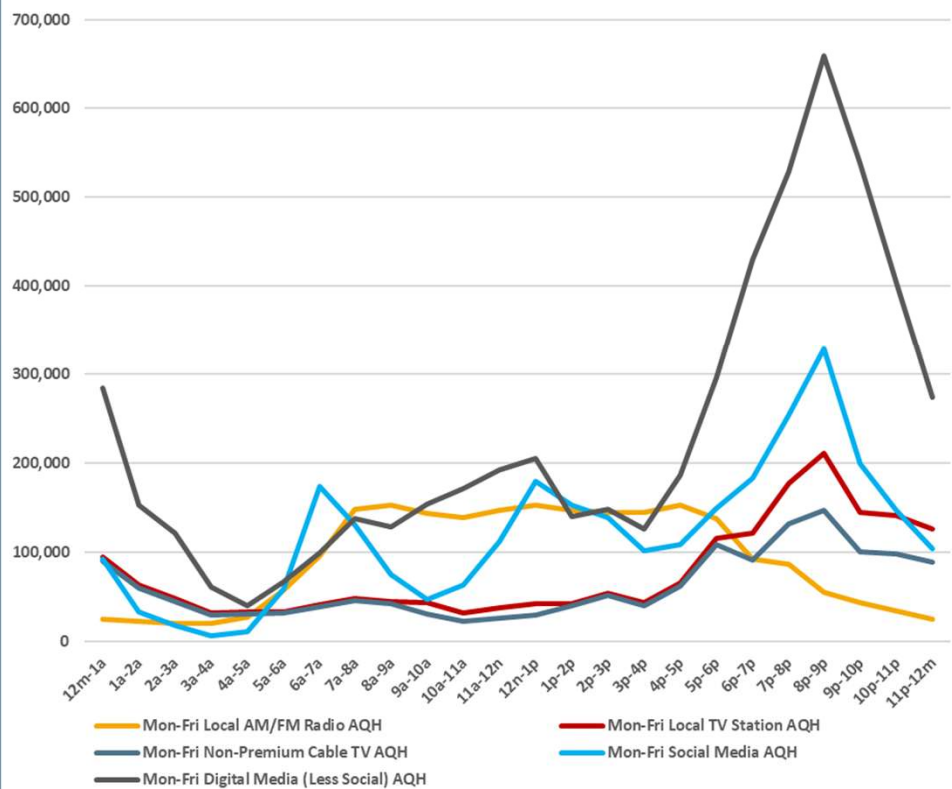


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 36,727;
Local Radio: 35,109; Social Media: 23,337; Local TV: 11,363; Non-Prem. Cable: 9,857
reaching Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days.

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



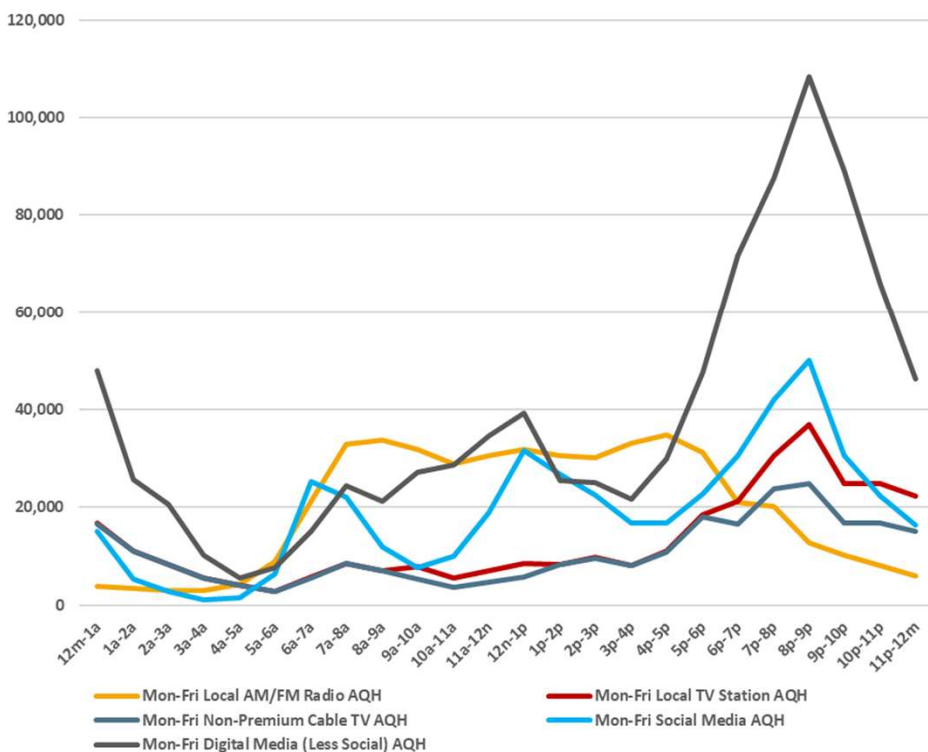
*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
MSP Metro Area Adults 18 or older*



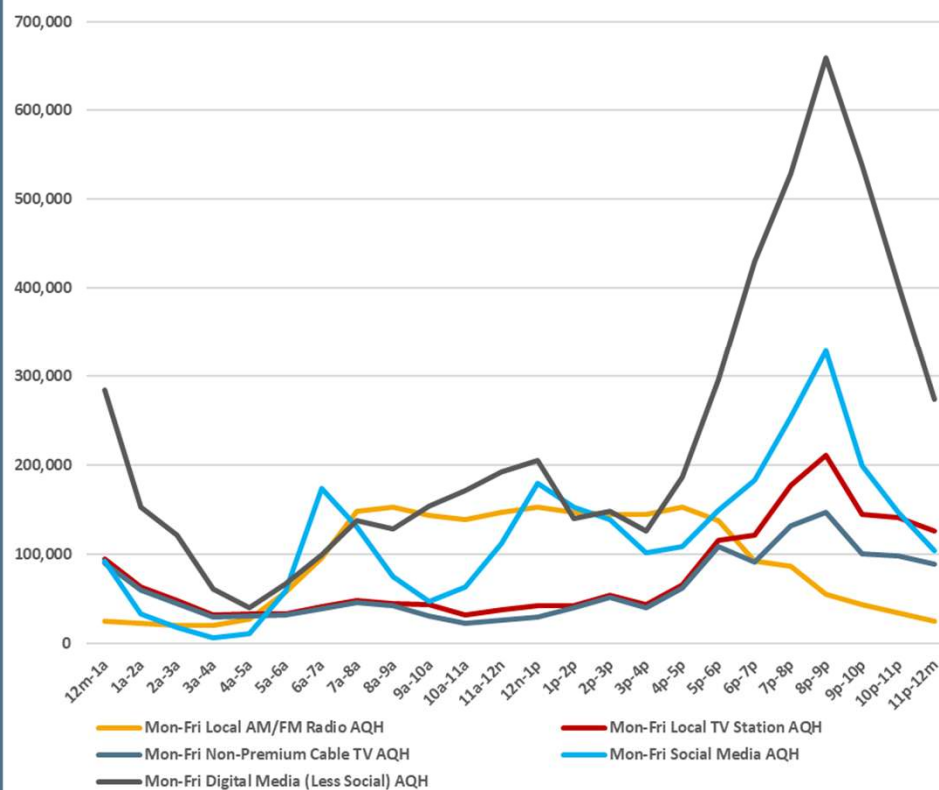


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 31,690;
Local Radio: 30,211; Social Media: 20,289; Local TV: 9,813; Non-Prem. Cable: 8,639
reaching Adults 18 or older who Listened to KSTP-FM in the past 7 days.

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



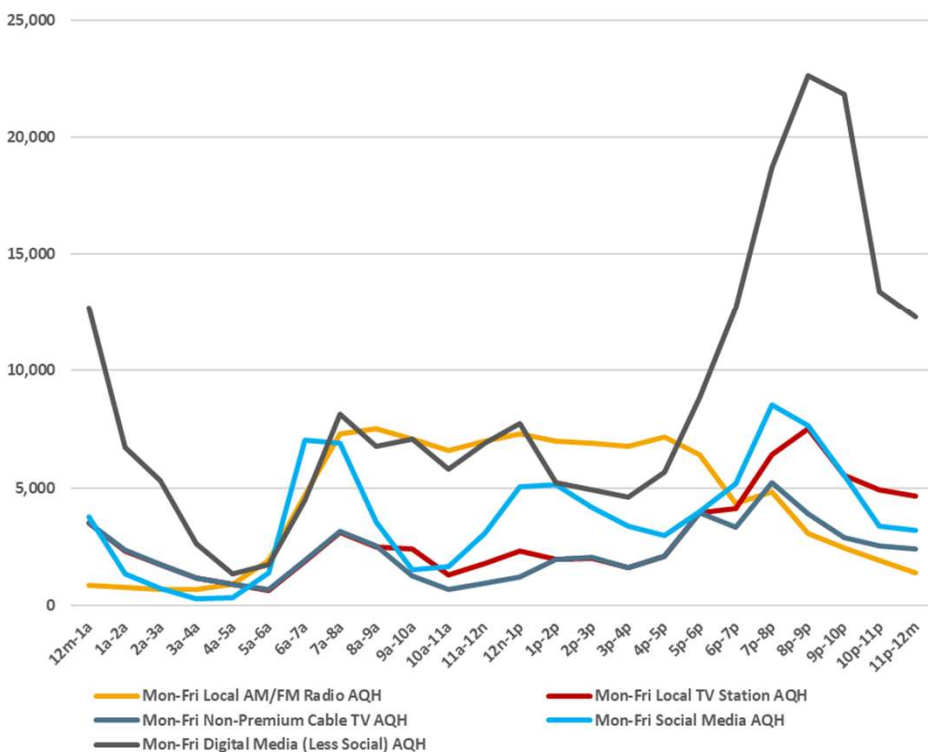
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
MSP Metro Area Adults 18 or older



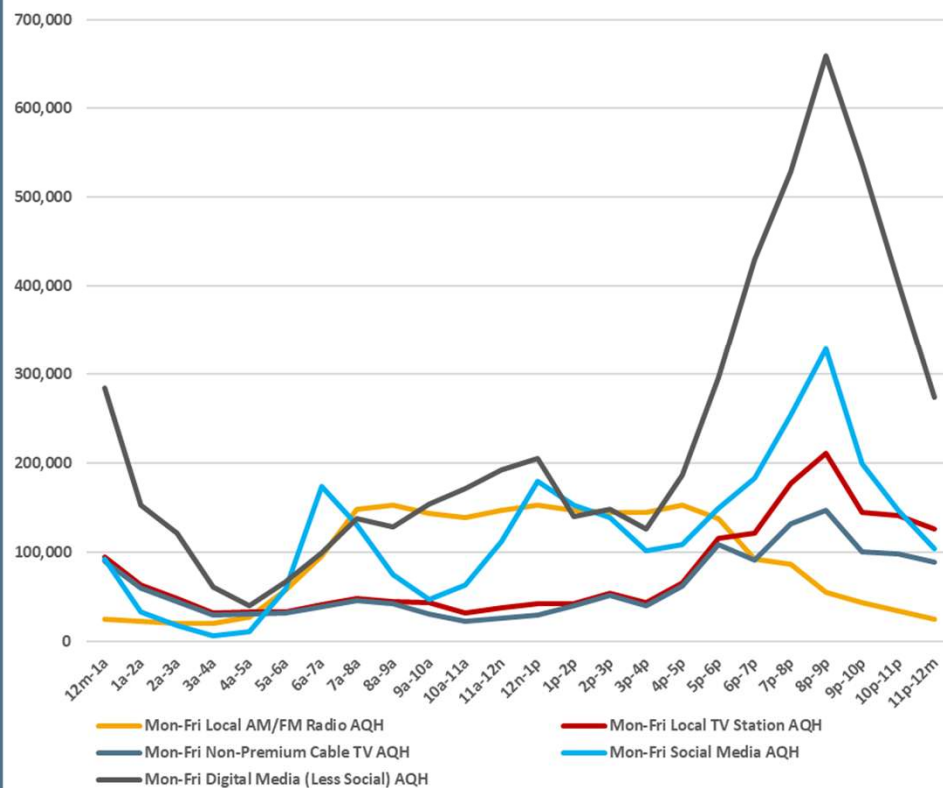


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 6,832; Local Radio: 6,624; Social Media: 4,119; Local TV: 2,385; Non-Prem. Cable: 2,048 reaching Adults 18 or older who Listened to KTMJ-FM in the past 7 days.

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



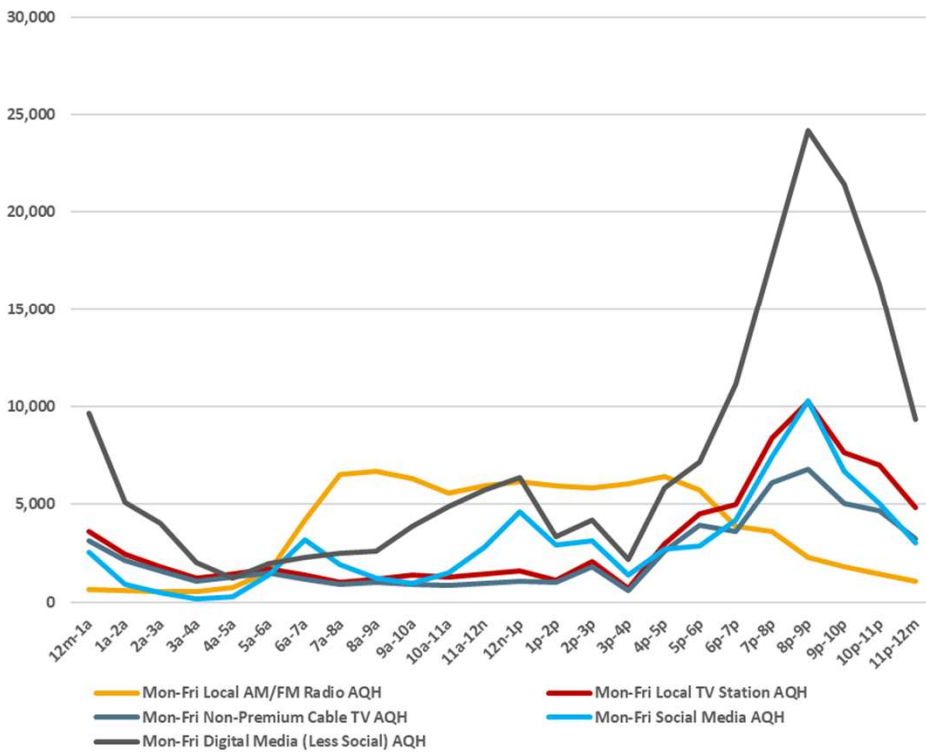
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
MSP Metro Area Adults 18 or older



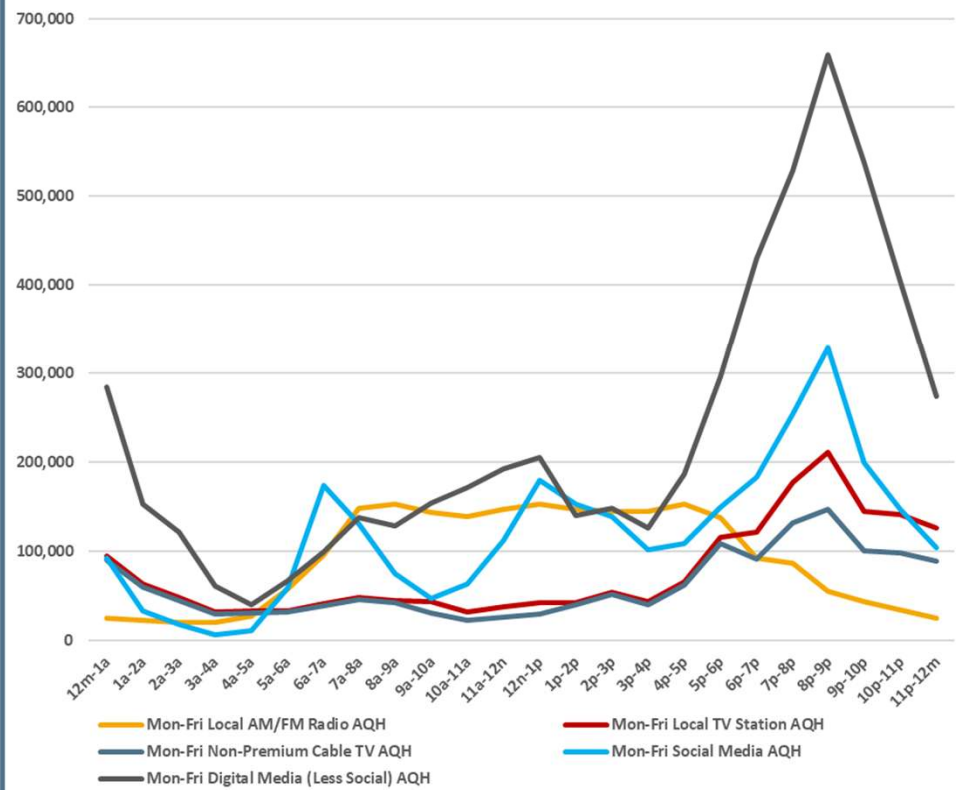


M-F 6a-7p Avg. Available Impressions per 15-min. are... Local Radio: 5,798; All Other Digital Media: 4,797; Social Media: 2,582; Local TV: 1,980; Non-Prem. Cable: 1,578 reaching Adults 18 or older who Listened to AM SPORTS RADIO in the past 7 days.

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



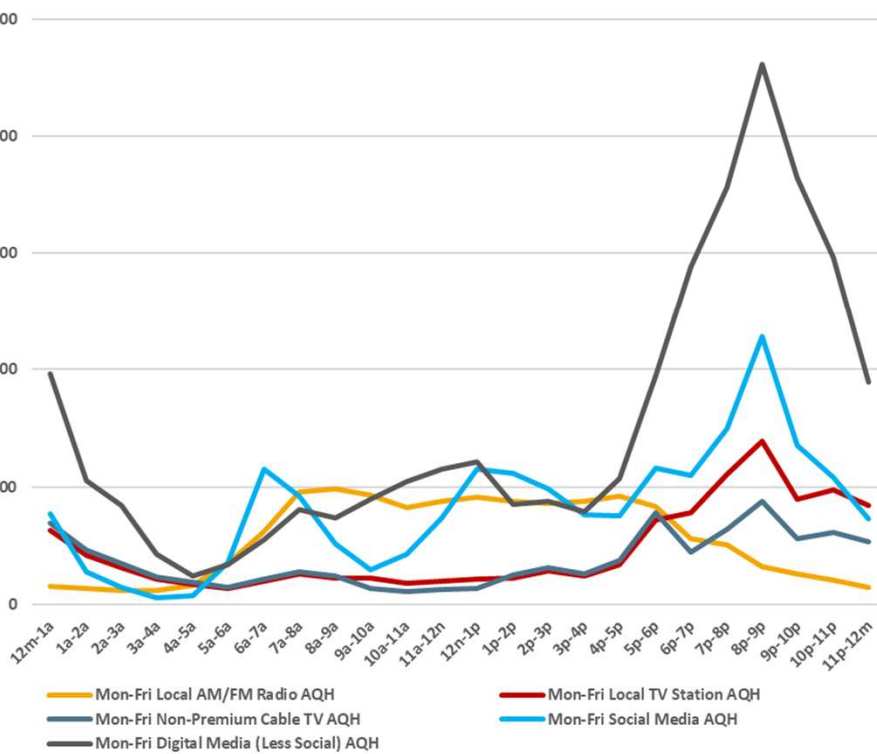
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
MSP Metro Area Adults 18 or older



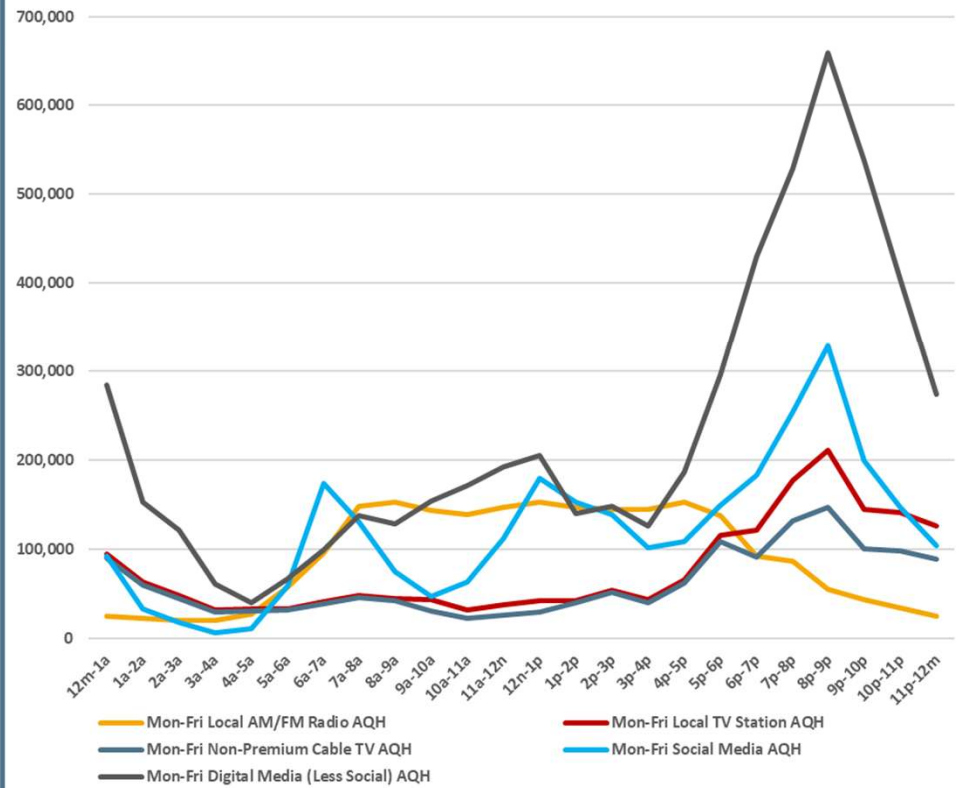


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 56,959;
Social Media: 42,590; Local Radio: 42,430; Local TV: 15,651; Non-Prem. Cable: 14,111
reaching Adults 18 or older who Listened to PODCASTS in the past 30 days.

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who Listened to PODCASTS in the past 30
days



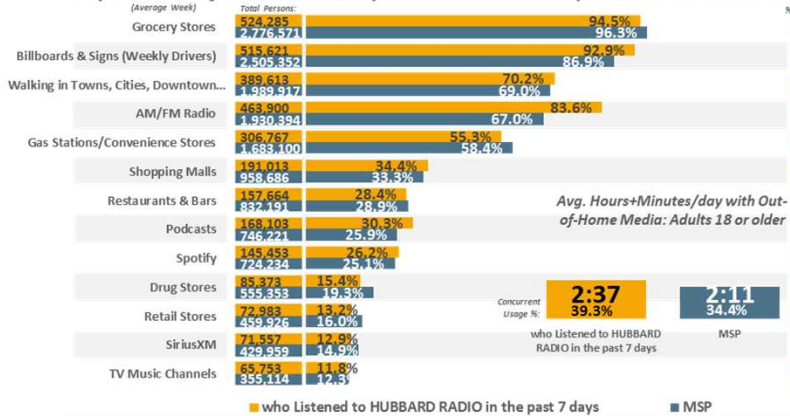
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
MSP Metro Area Adults 18 or older



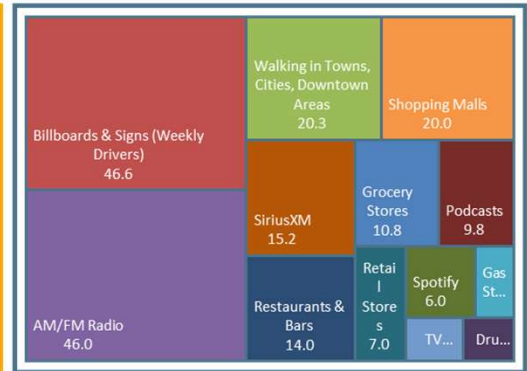
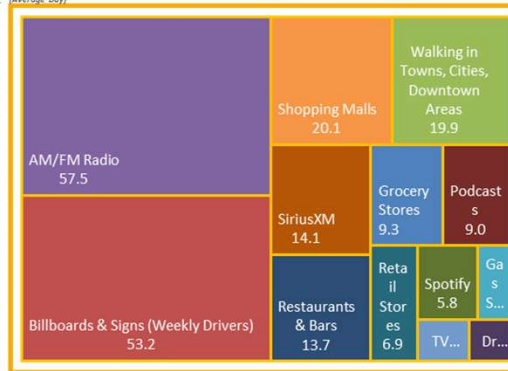


515,621 or 92.9% of Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days spend an average of 53.2 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 48.4 minutes/day.

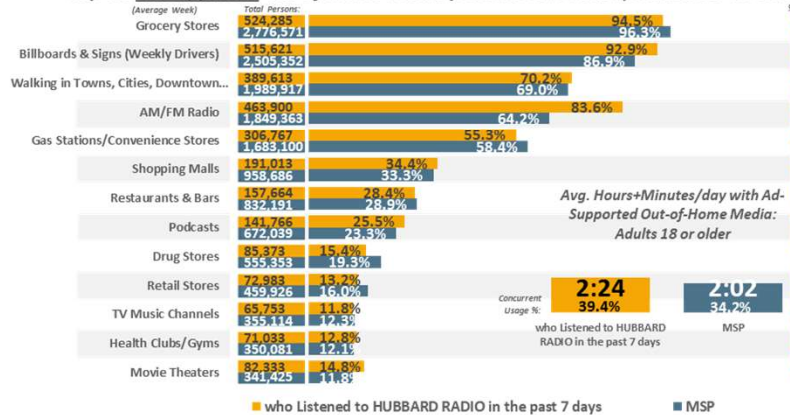
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



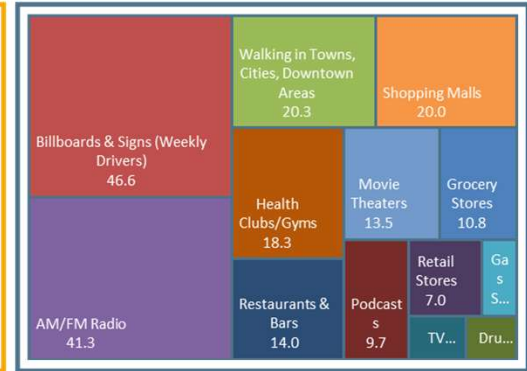
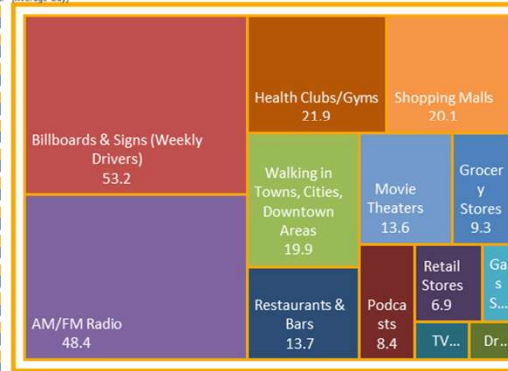
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



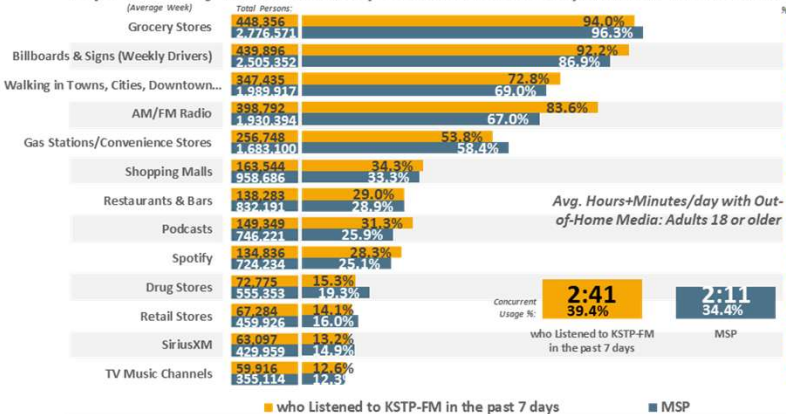
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



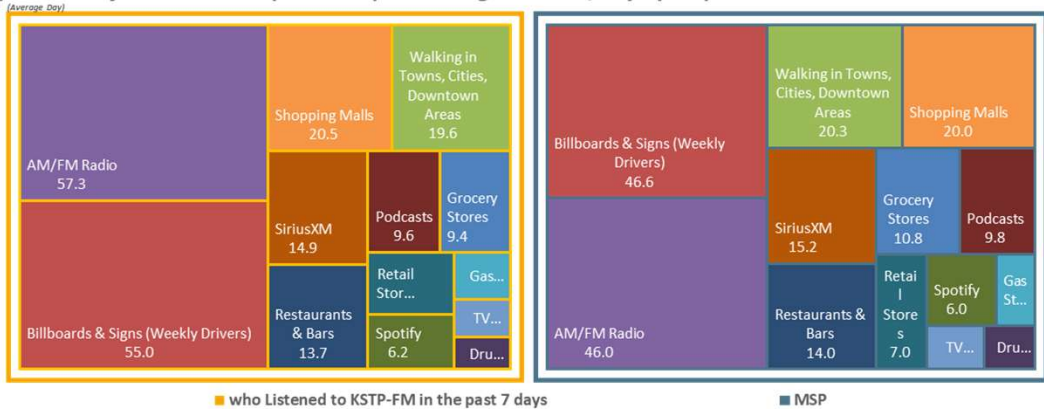


439,896 or 92.2% of Adults 18 or older who Listened to KSTP-FM in the past 7 days spend an average of 55. minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 48.2 minutes/day.

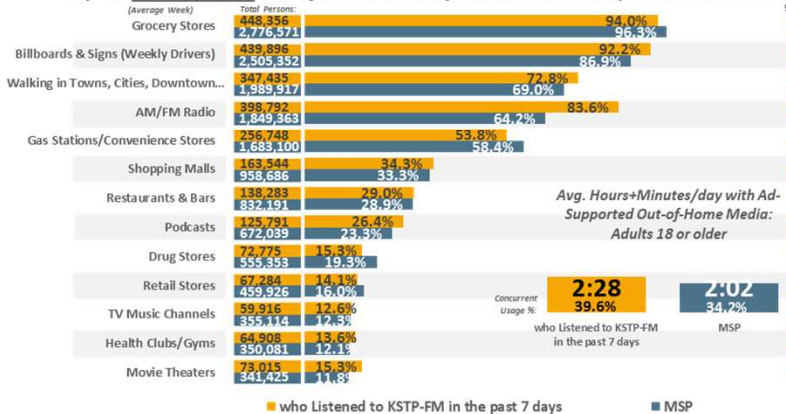
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



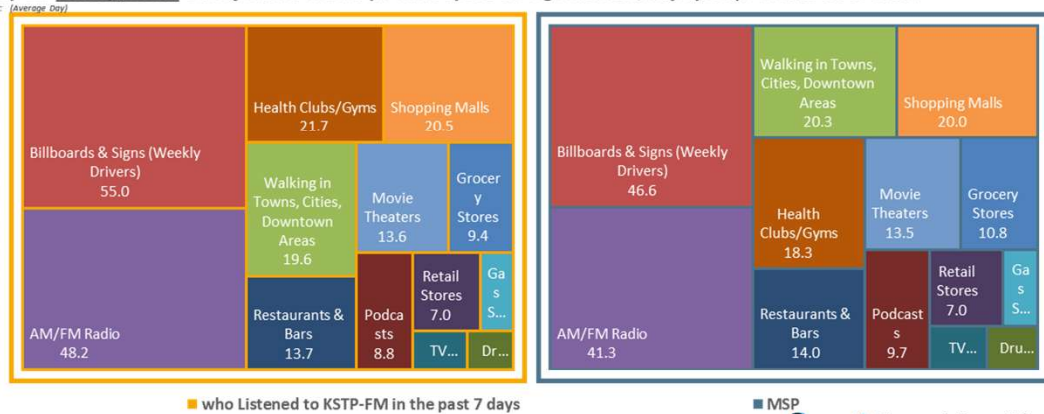
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



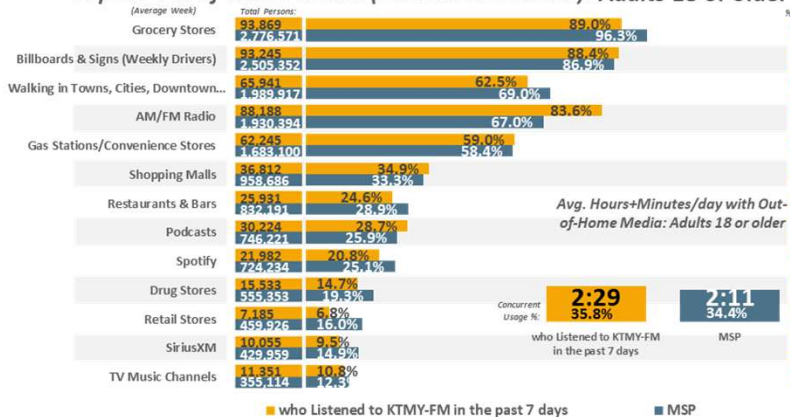
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



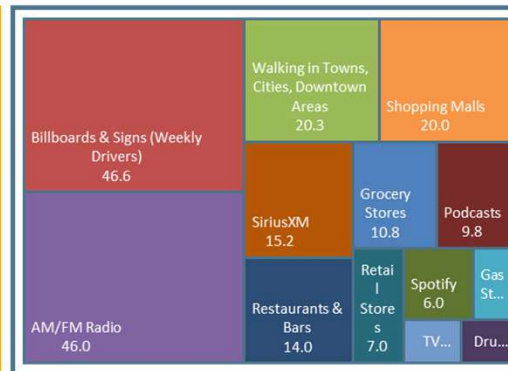
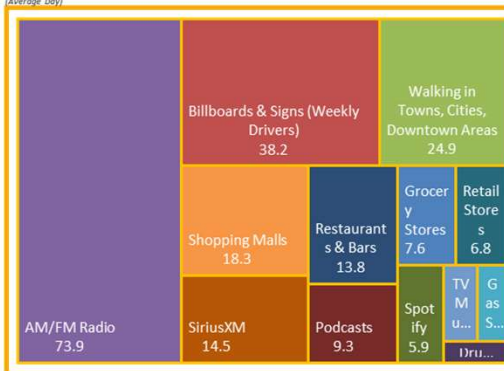


93,245 or 88.4% of Adults 18 or older who Listened to KTMY-FM in the past 7 days spend an average of 38.2 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 63.2 minutes/day.

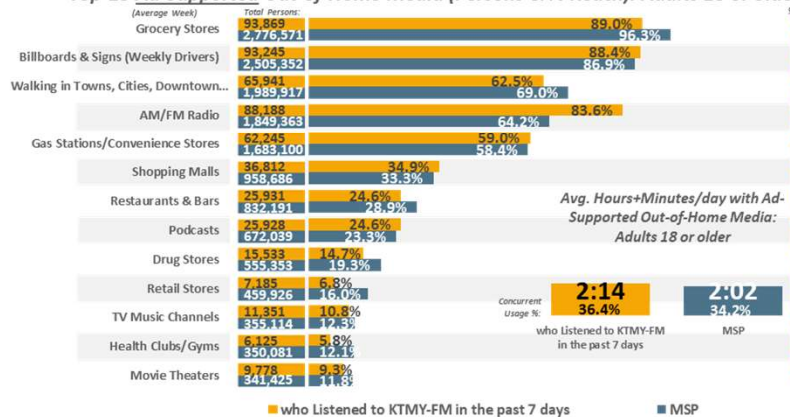
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



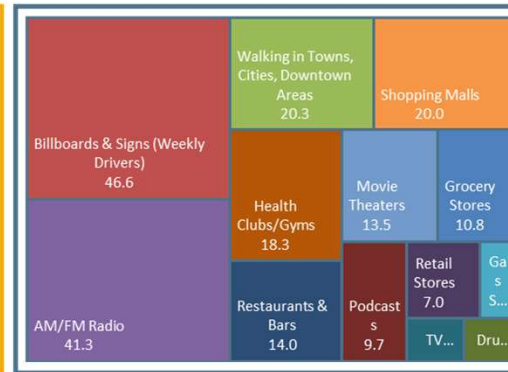
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



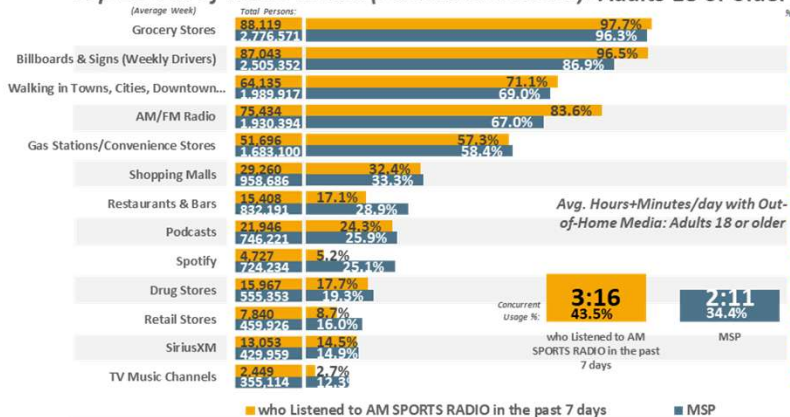
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



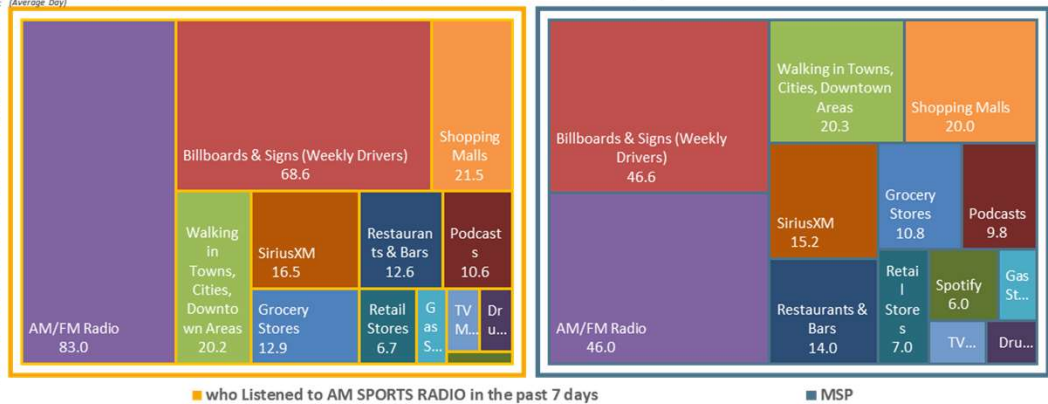


87,043 or 96.5% of Adults 18 or older who Listened to AM SPORTS RADIO in the past 7 days spend an average of 68.6 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 72.9 minutes/day.

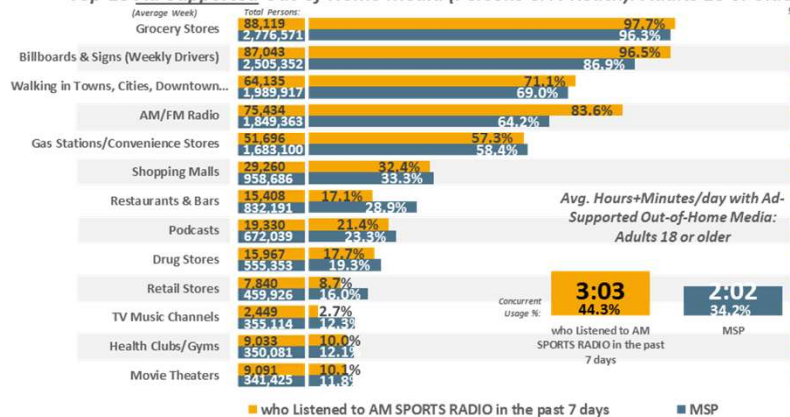
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



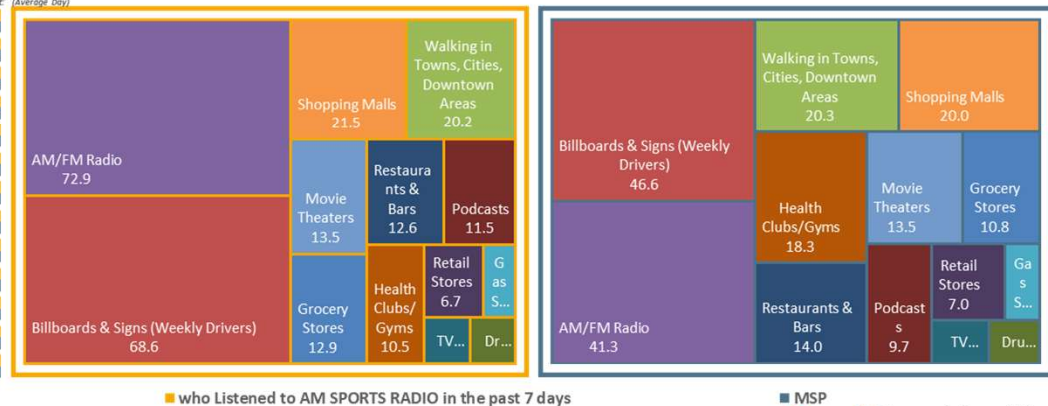
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



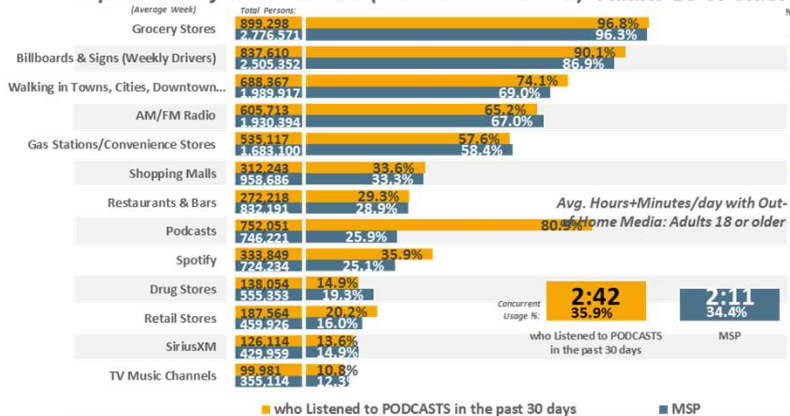
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



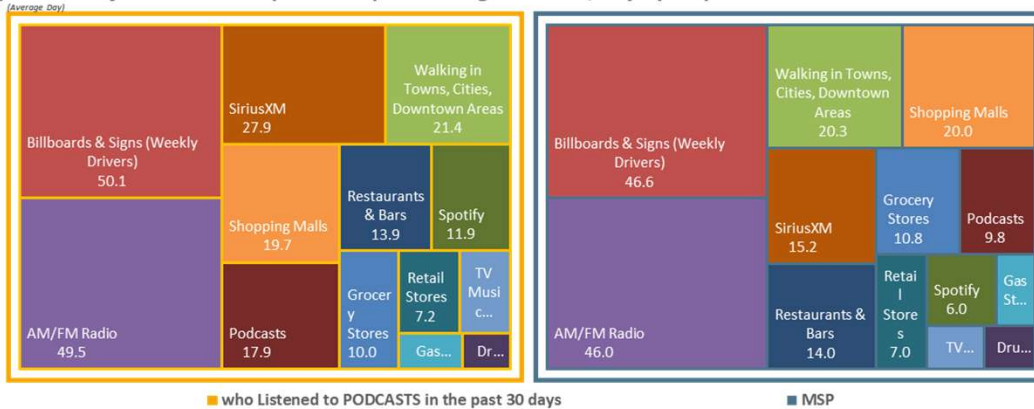


837,610 or 90.1% of Adults 18 or older who Listened to PODCASTS in the past 30 days spend an average of 50.1 minutes per day driving, seeing Billboards and Signs. 60.7% Listen to Local Radio Stations Out-of-Home for an average of 41.3 minutes/day.

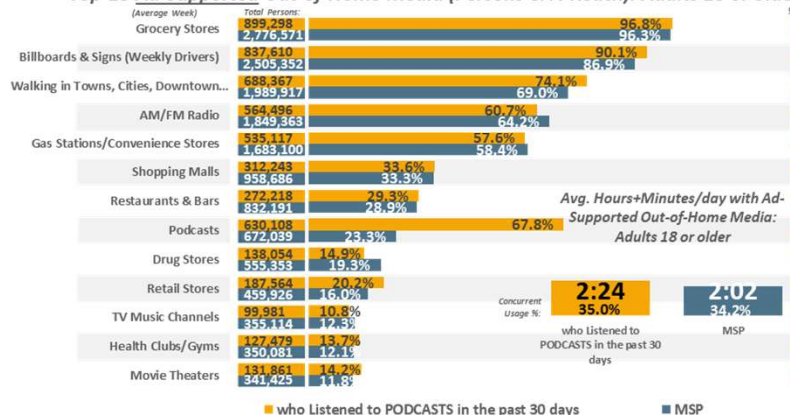
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



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



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



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



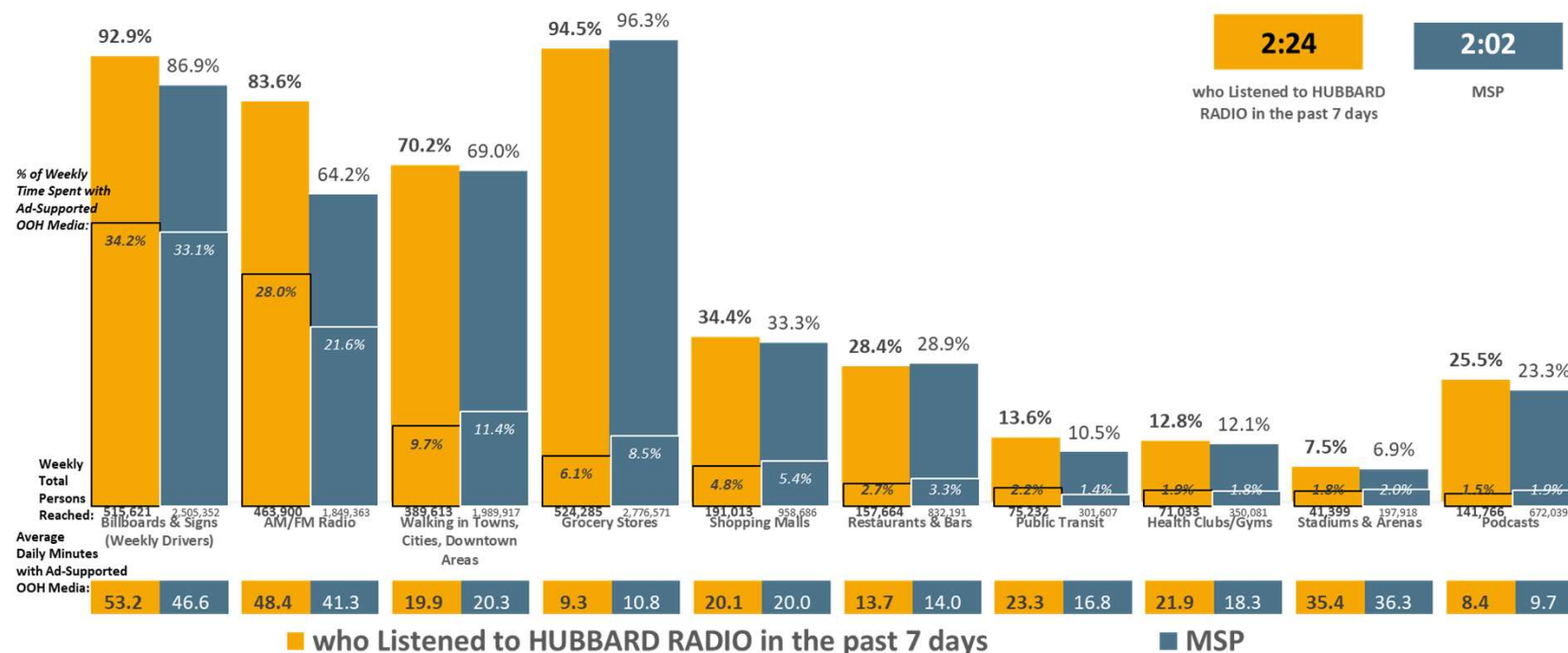


515,621 or 92.9% of Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days spend an average of 53.2 minutes per day driving, seeing Billboards and Signs representing 34.2% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



MSP Metro Scarborough R1 2026: Feb25-Feb26 Qual Intab 292 MINNEAPOLIS-ST. PAUL Metro Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,489

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Radio Stations: KSTP-FM OR Radio Stations: KTMJ-FM

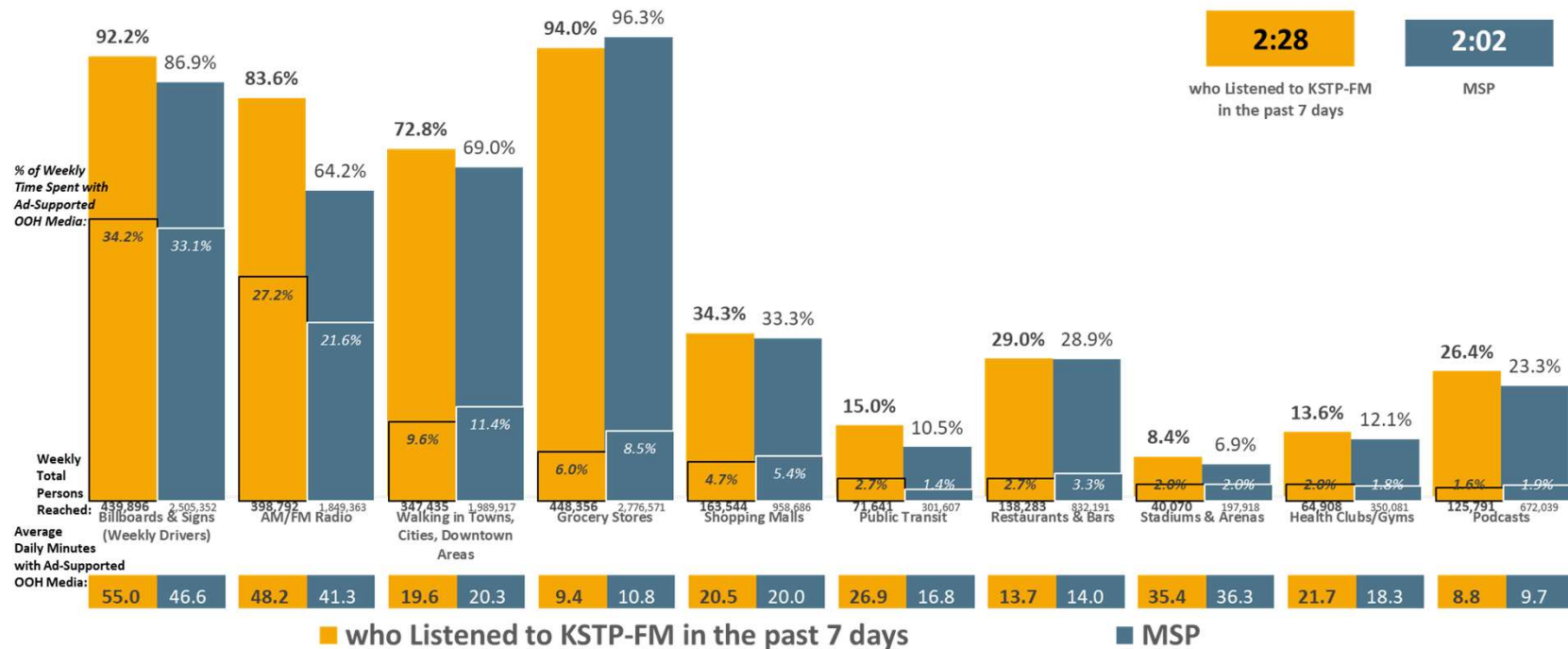


439,896 or 92.2% of Adults 18 or older who Listened to KSTP-FM in the past 7 days spend an average of 55. minutes per day driving, seeing Billboards and Signs representing 34.2% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly
Reach %

"Share of Ad-Supported OOH Media"



2:28

who Listened to KSTP-FM
in the past 7 days

2:02

MSP

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

■ MSP

MSP Metro Scarborough R1 2026: Feb25-Feb26 Qual Intab 253 MINNEAPOLIS-ST. PAUL Metro Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,489
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for Anything

Radio Stations: KSTP-FM

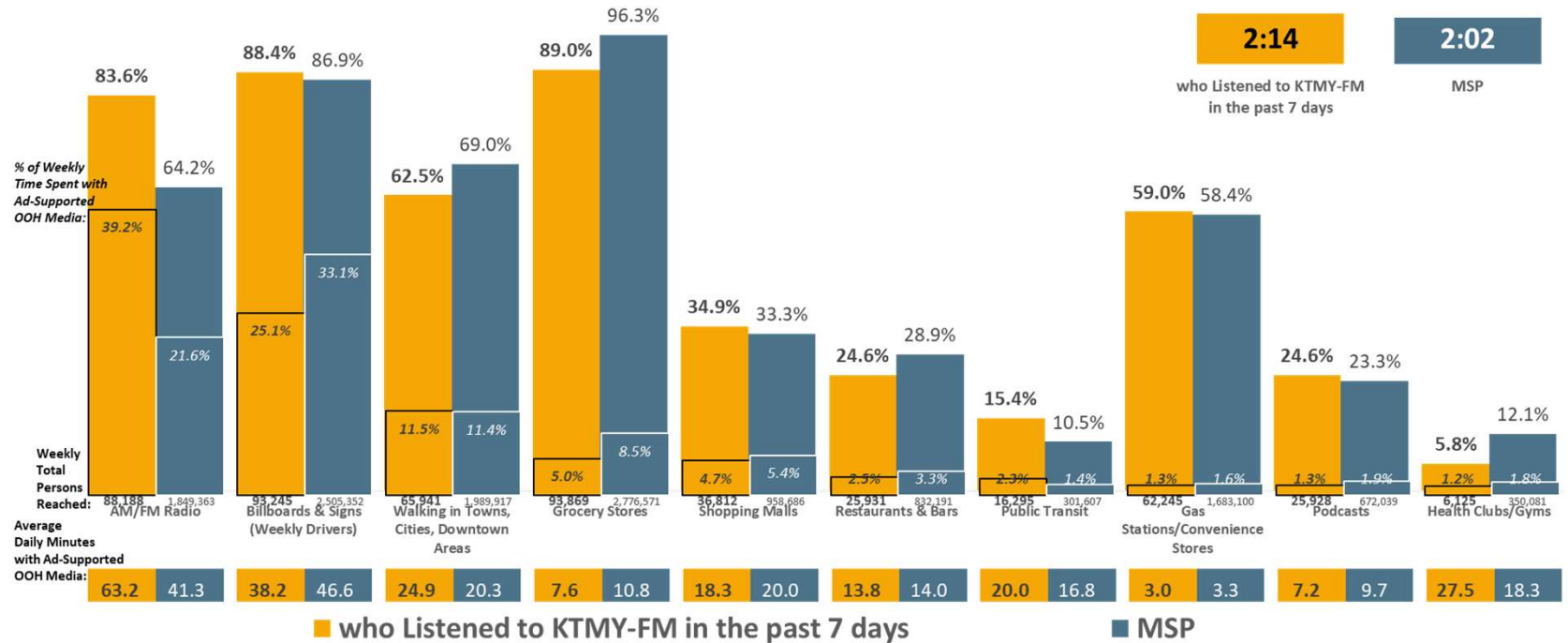


93,245 or 88.4% of Adults 18 or older who Listened to KTMY-FM in the past 7 days spend an average of 38.2 minutes per day driving, seeing Billboards and Signs representing 25.1% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



MSP Metro Scarborough R1 2026: Feb25-Feb26 Qual Intab 55 MINNEAPOLIS-ST. PAUL Metro Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,489
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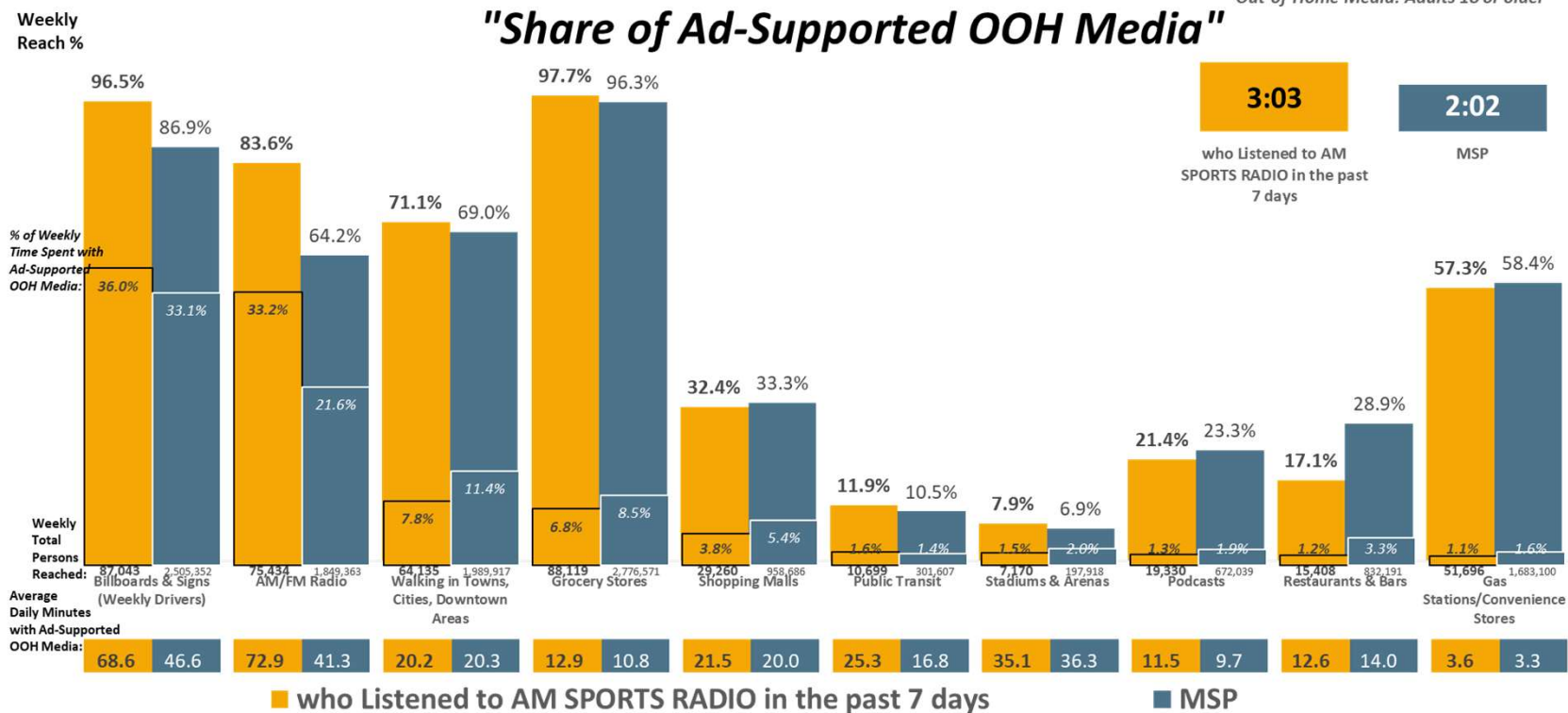
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Radio Stations: KTMY-FM



87,043 or 96.5% of Adults 18 or older who Listened to AM SPORTS RADIO in the past 7 days spend an average of 68.6 minutes per day driving, seeing Billboards and Signs representing 36.% of all Time Spent with Ad-Supported Out-of-Home Media.

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



MSP Metro Scarborough R1 2026: Feb25-Feb26 Qual Intab 55 MINNEAPOLIS-ST. PAUL Metro Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,489

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

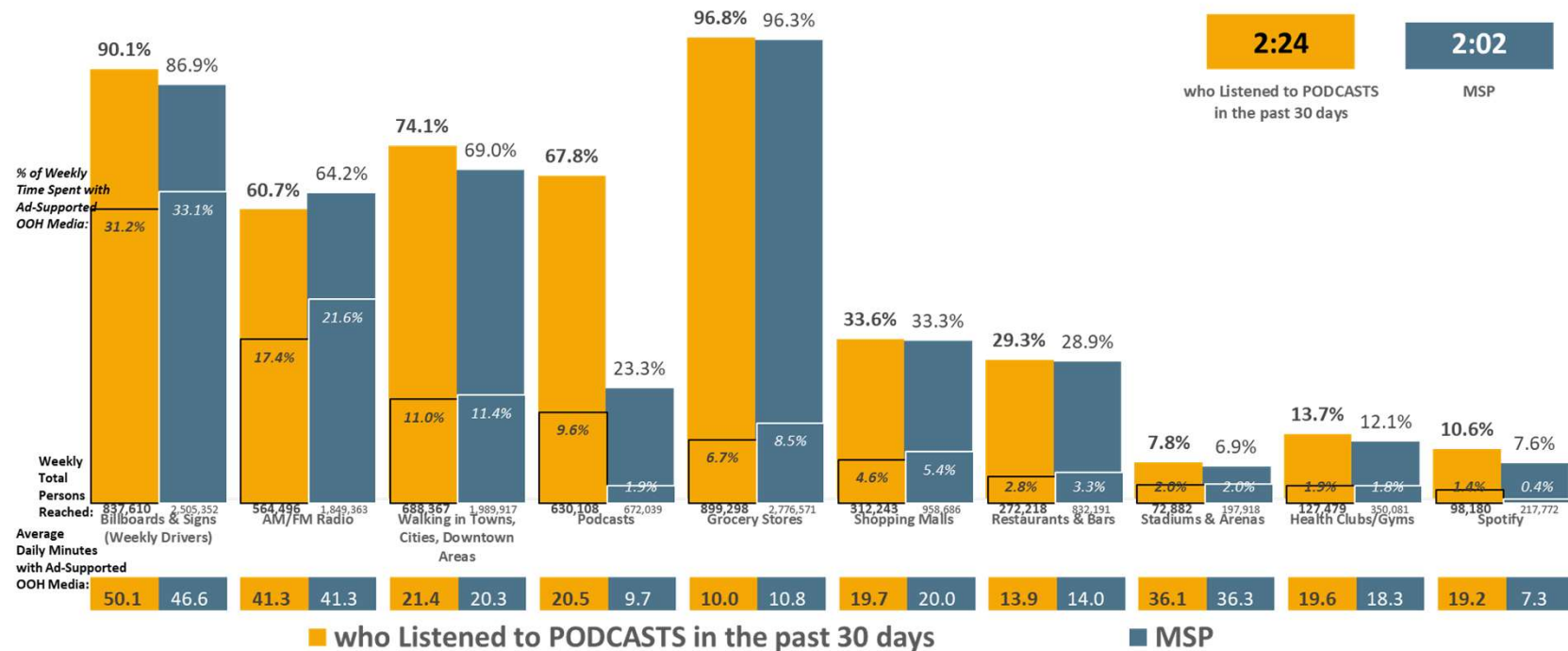


837,610 or 90.1% of Adults 18 or older who Listened to PODCASTS in the past 30 days spend an average of 50.1 minutes per day driving, seeing Billboards and Signs representing 31.2% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly
Reach %

"Share of Ad-Supported OOH Media"



MSP Metro Scarborough R1 2026: Feb25-Feb26 Qual Intab 457 MINNEAPOLIS-ST. PAUL Metro Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,489
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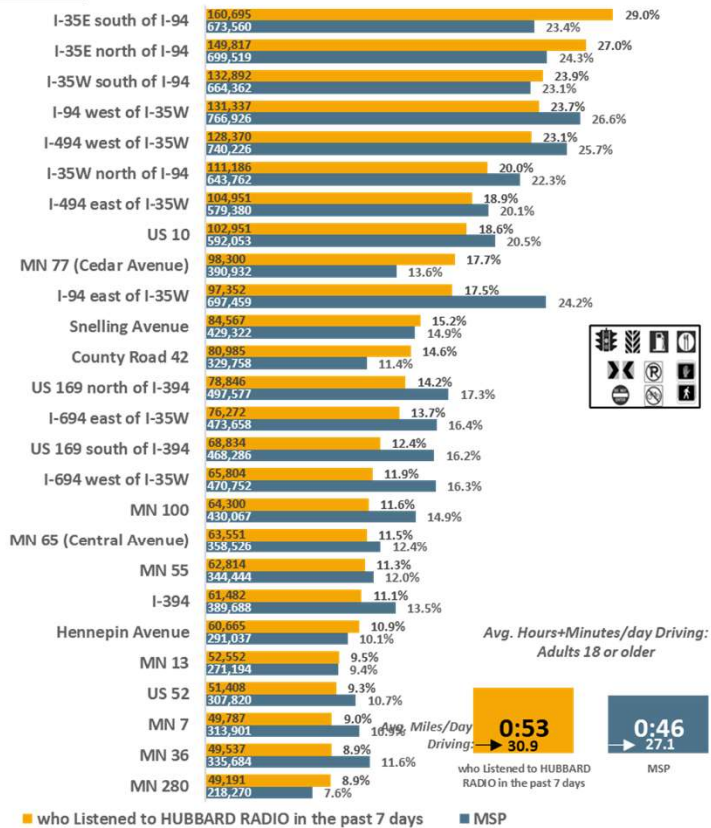
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for Anything

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

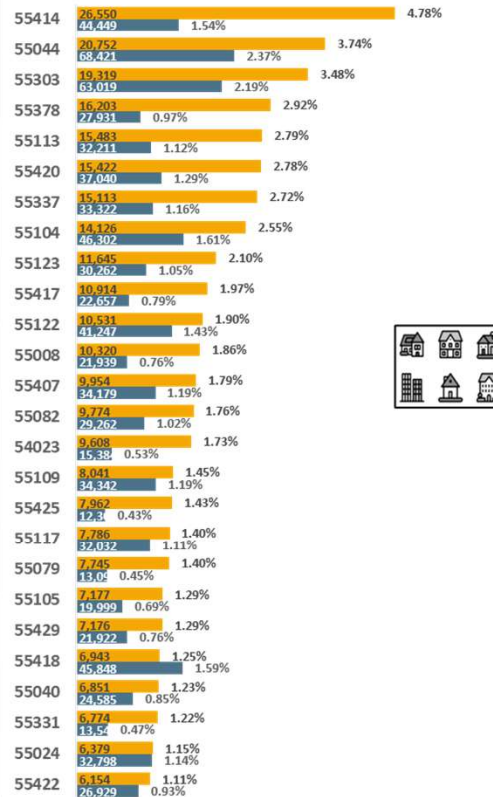


515,621 or 92.9% of Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days spend an average of 53.2 minutes per day driving an average of 30.9 miles each day and are 30.6% more likely to use MN 77 (Cedar Avenue) than the Metro average.

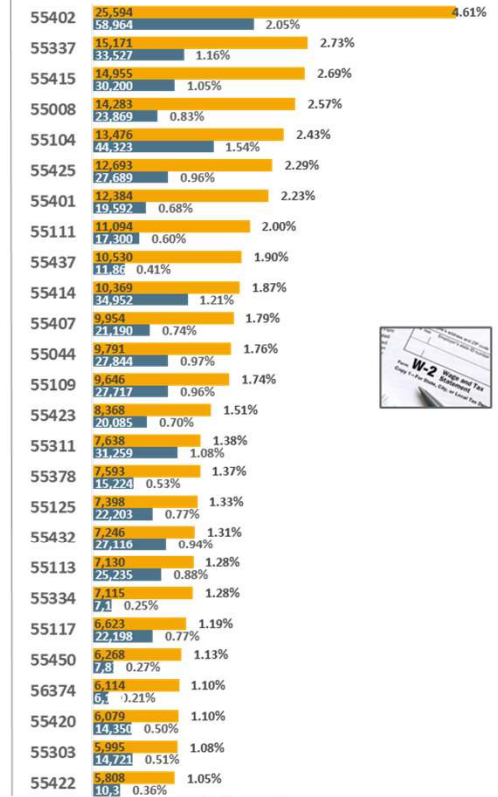
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



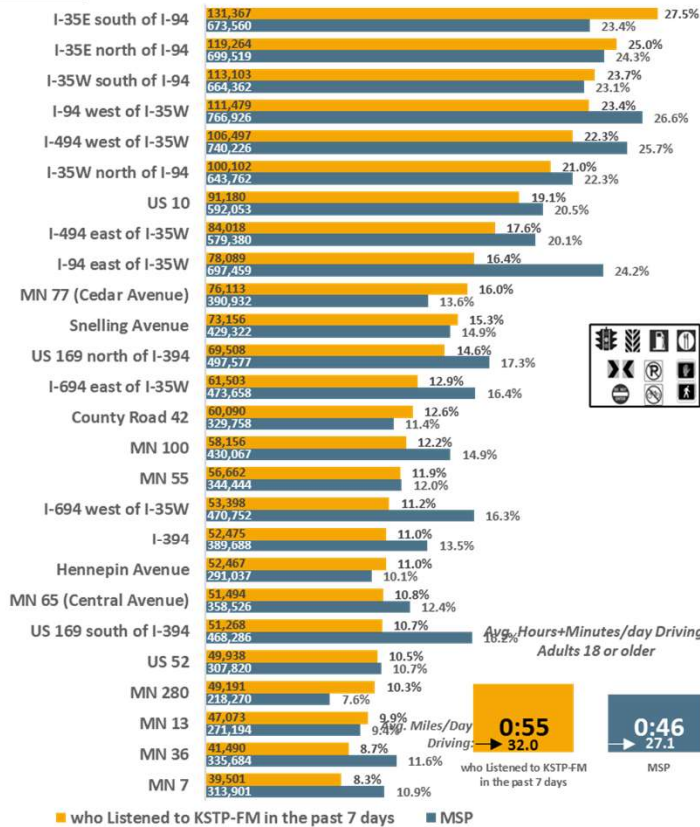
Top-26 Employment Zip Codes: Adults 18 or older



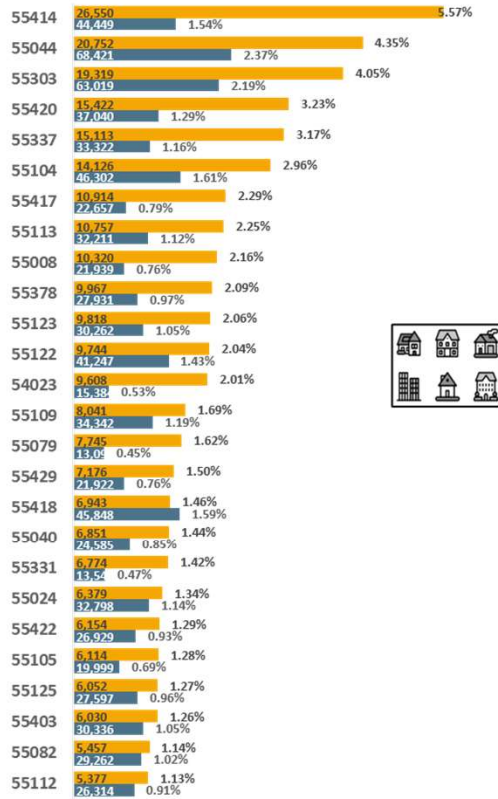


439,896 or 92.2% of Adults 18 or older who Listened to KSTP-FM in the past 7 days spend an average of 55. minutes per day driving an average of 32. miles each day and are 17.8% more likely to use I-35E south of I-94 than the Metro average.

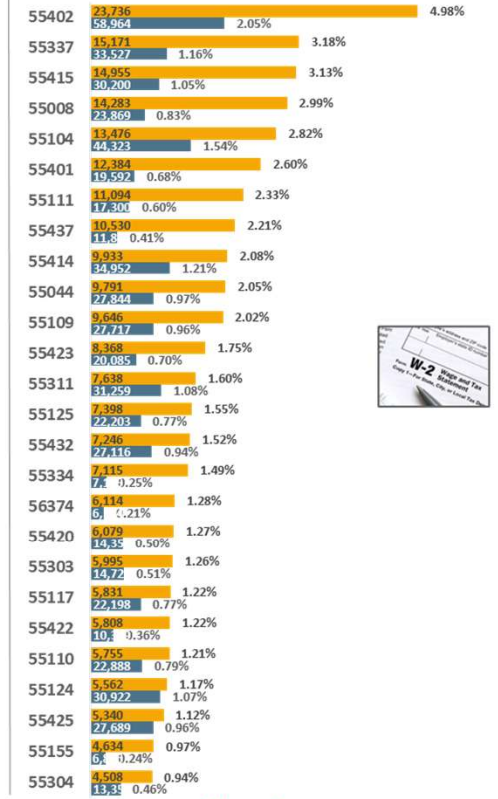
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



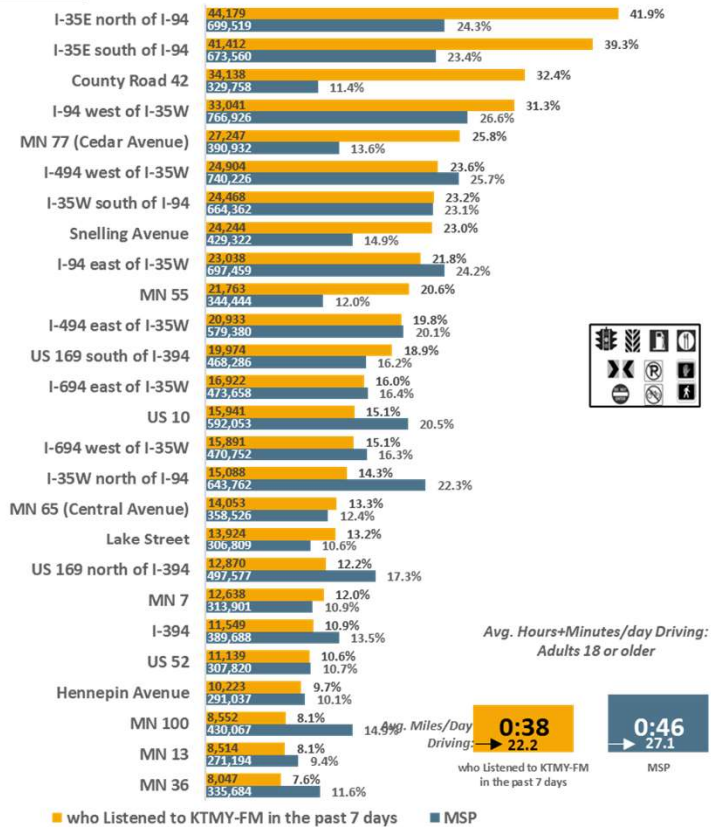
Top-26 Employment Zip Codes: Adults 18 or older



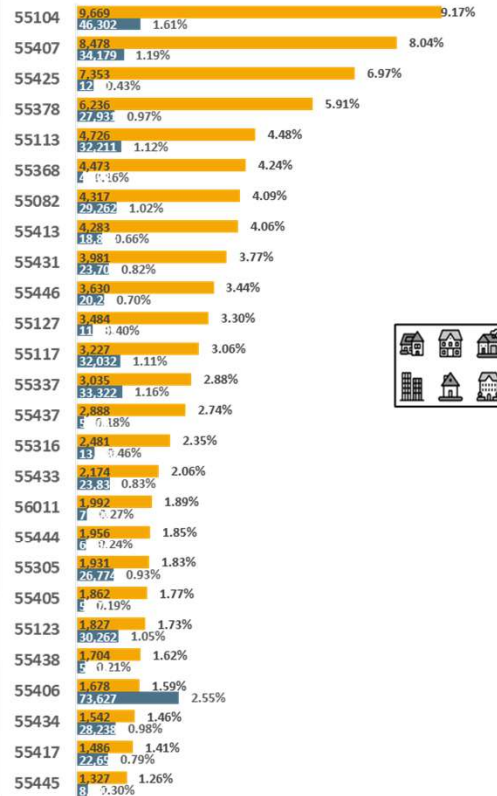


93,245 or 88.4% of Adults 18 or older who Listened to KTMY-FM in the past 7 days spend an average of 38.2 minutes per day driving an average of 22.2 miles each day and are 182.8% more likely to use County Road 42 than the Metro average.

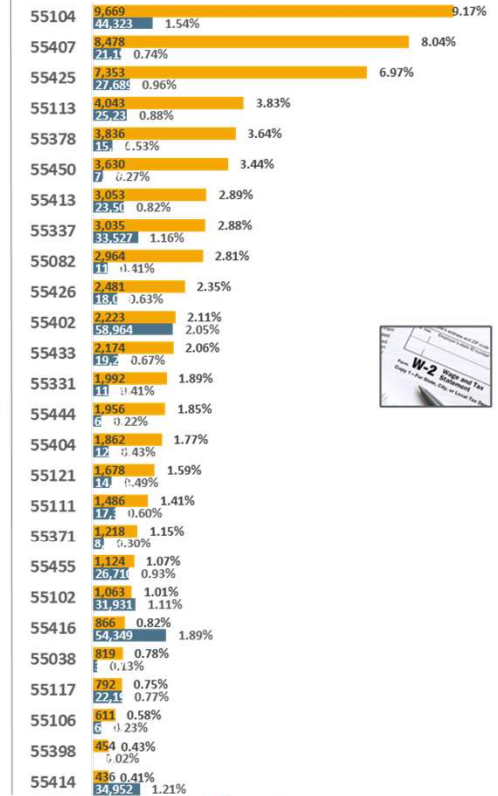
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



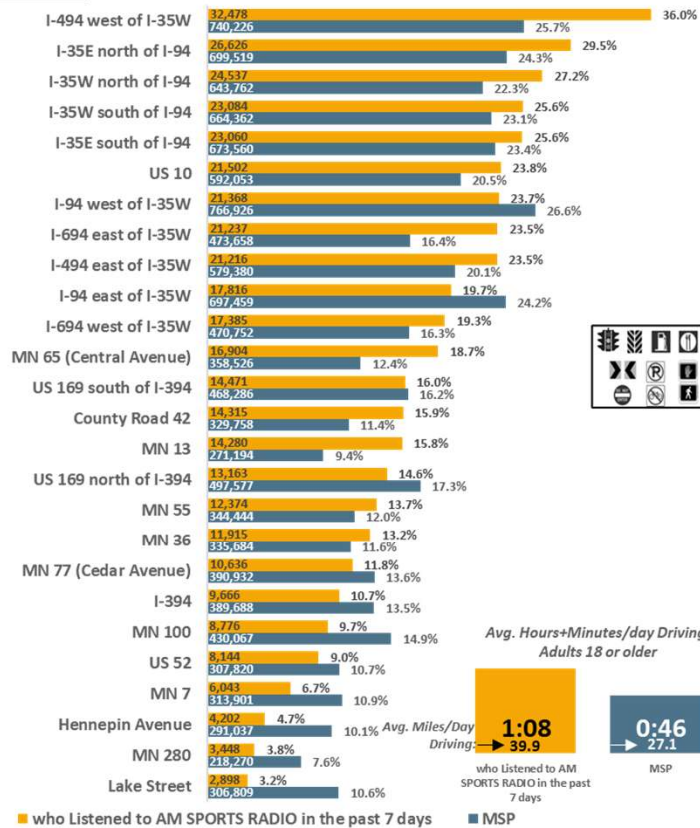
Top-26 Employment Zip Codes: Adults 18 or older



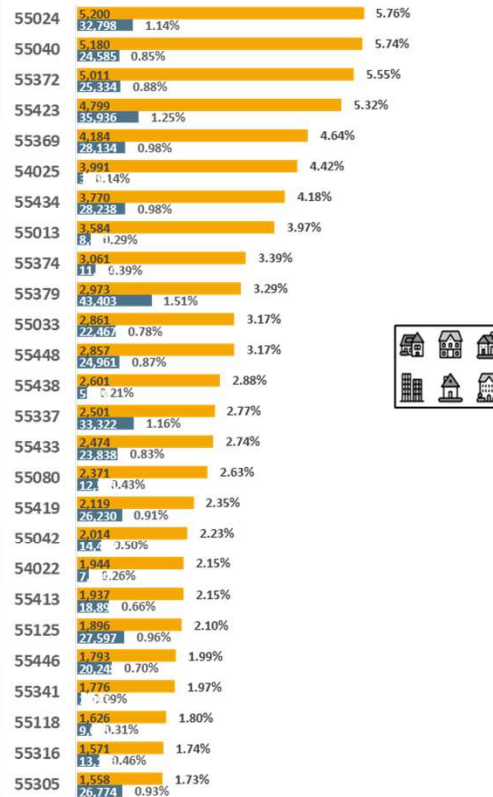


87,043 or 96.5% of Adults 18 or older who Listened to AM SPORTS RADIO in the past 7 days spend an average of 68.6 minutes per day driving an average of 39.9 miles each day and are 68.2% more likely to use MN 13 than the Metro average.

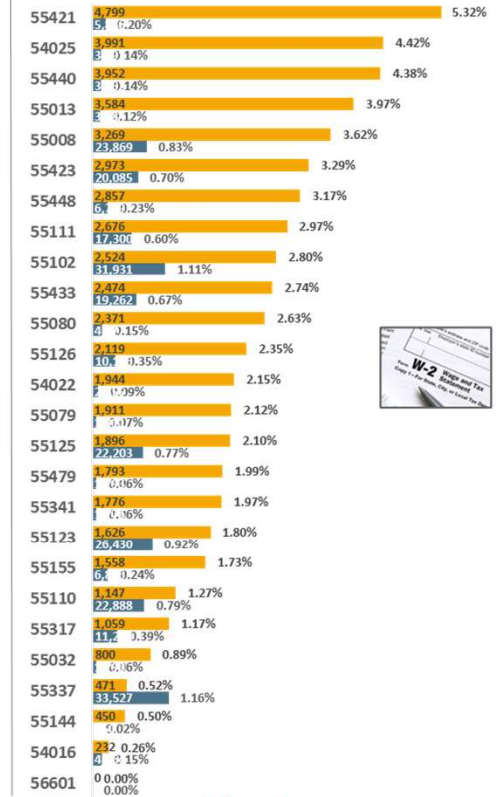
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



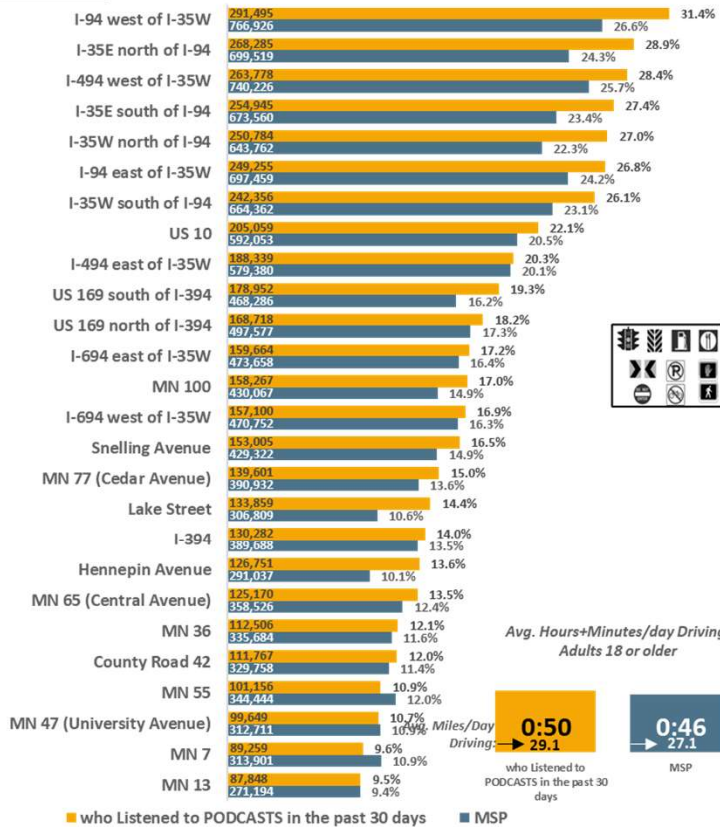
Top-26 Employment Zip Codes: Adults 18 or older



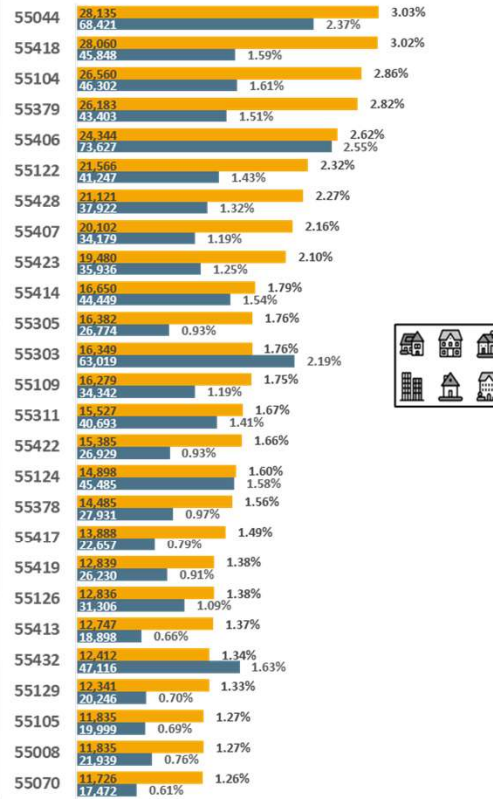


837,610 or 90.1% of Adults 18 or older who Listened to PODCASTS in the past 30 days spend an average of 50.1 minutes per day driving an average of 29.1 miles each day and are 35.3% more likely to use Lake Street than the Metro average.

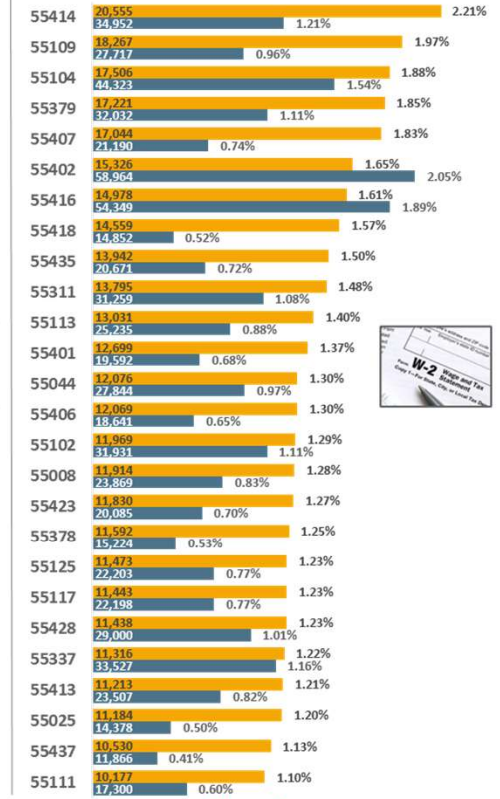
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



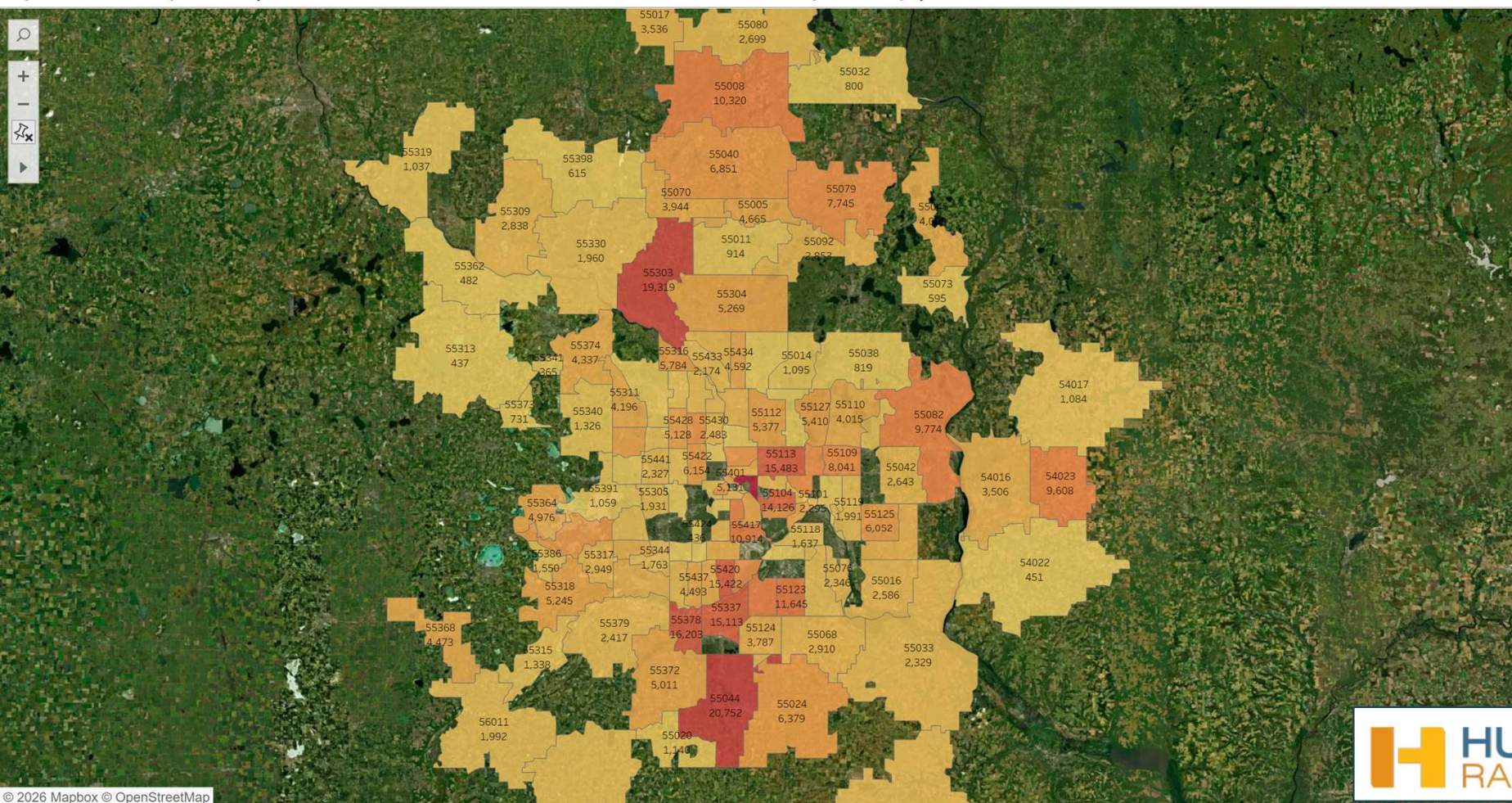
Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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



SUM(Adults 18 or older...



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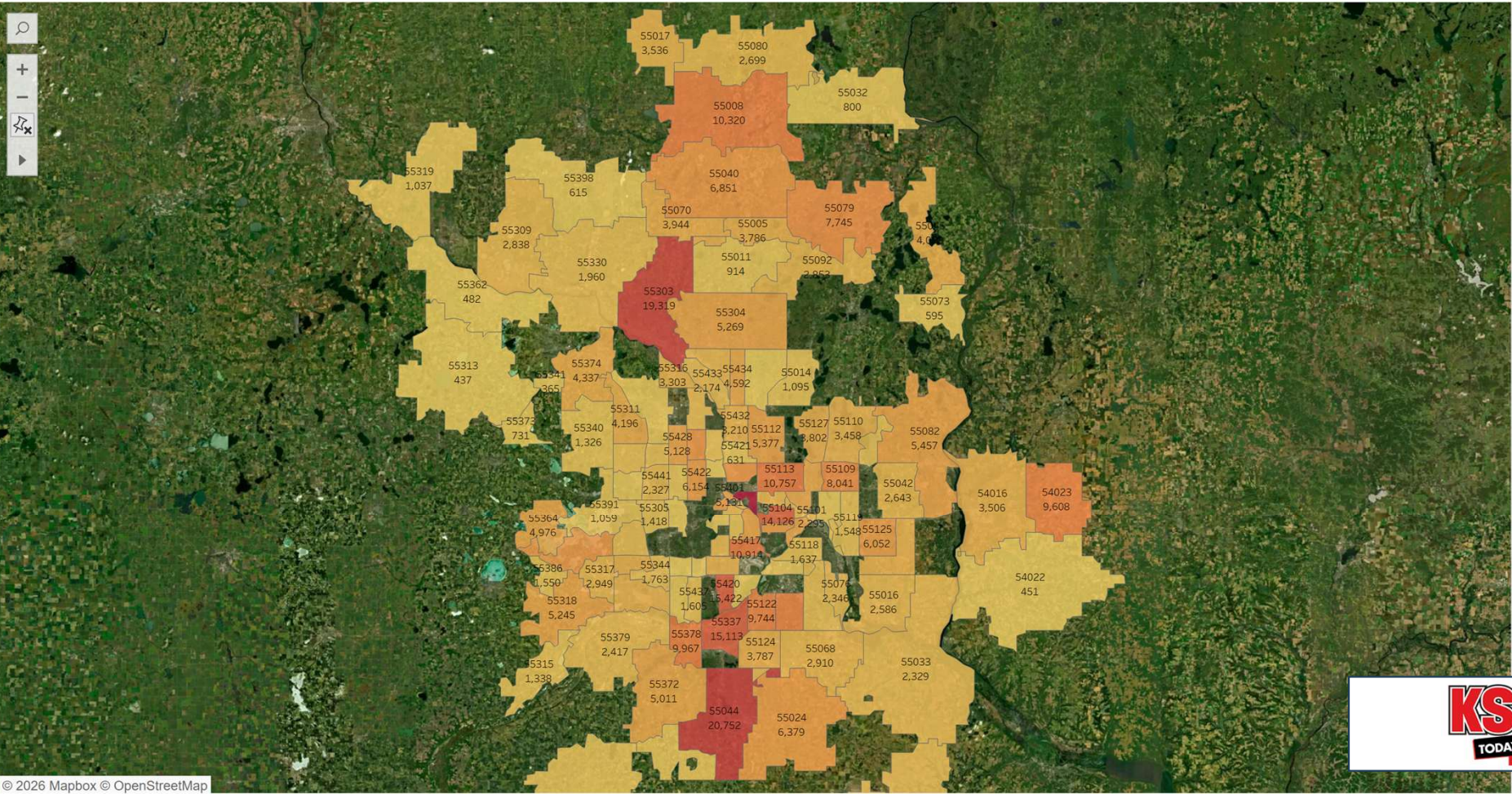
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MSP Metro Scarborough R1 2026: Feb25-Feb26 Qual Intab 292

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Radio Stations: KSTP-FM OR Radio Stations: KTMV-FM

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



SUM(Adults 18 or older...



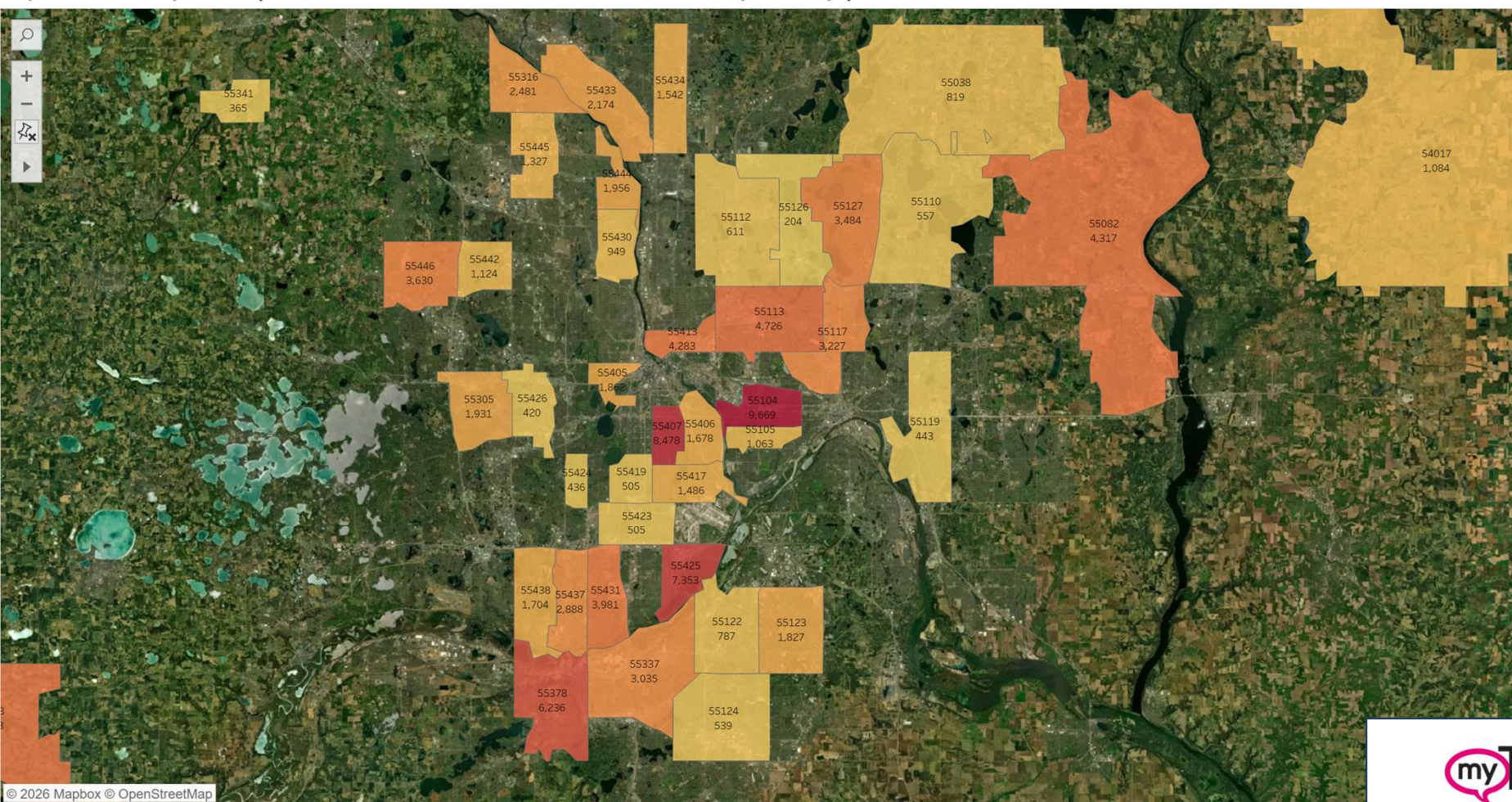
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MSP Metro Scarborough R1 2026: Feb25-Feb26 Qual Intab 253
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Radio Stations: KSTP-FM

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



SUM(Adults 18 or older...



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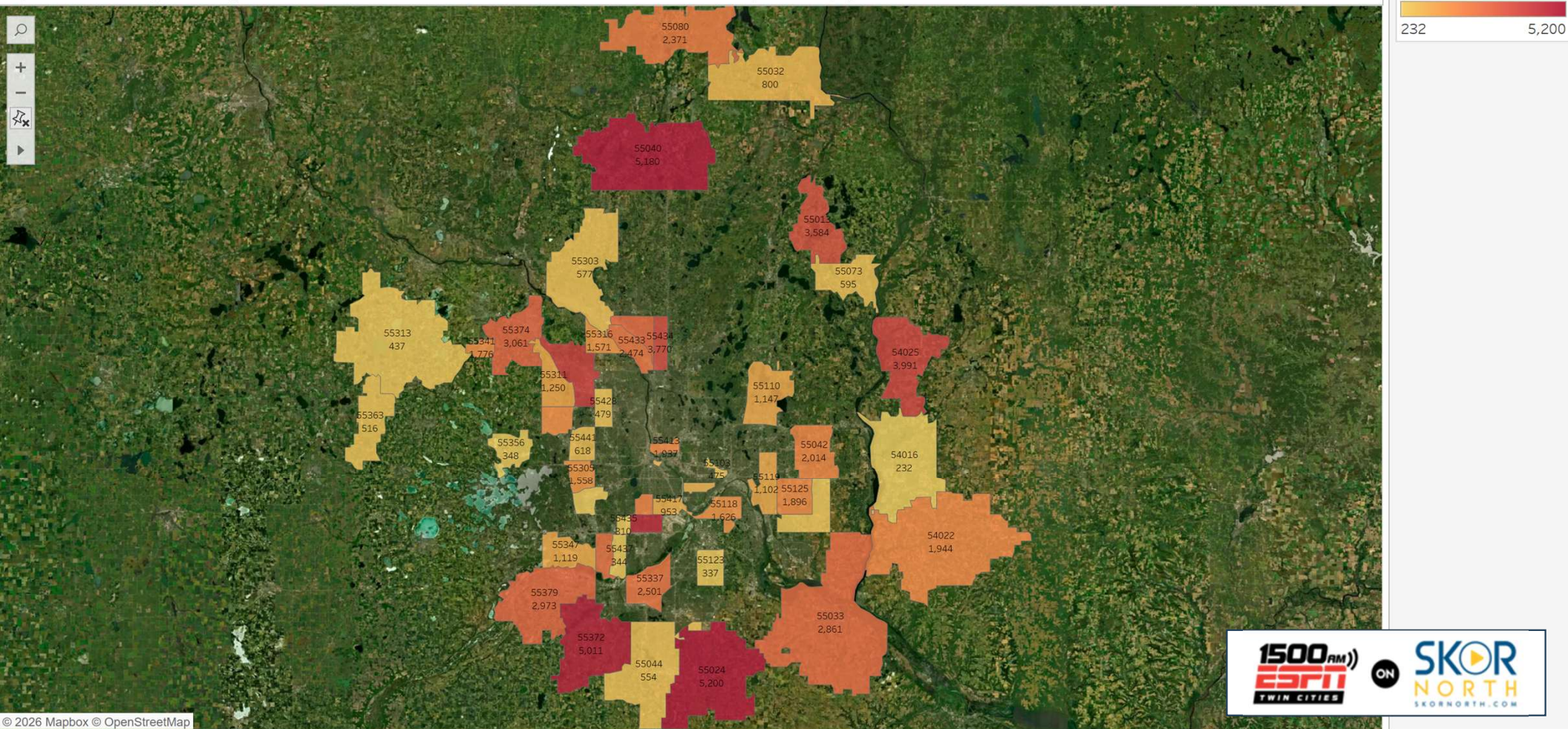


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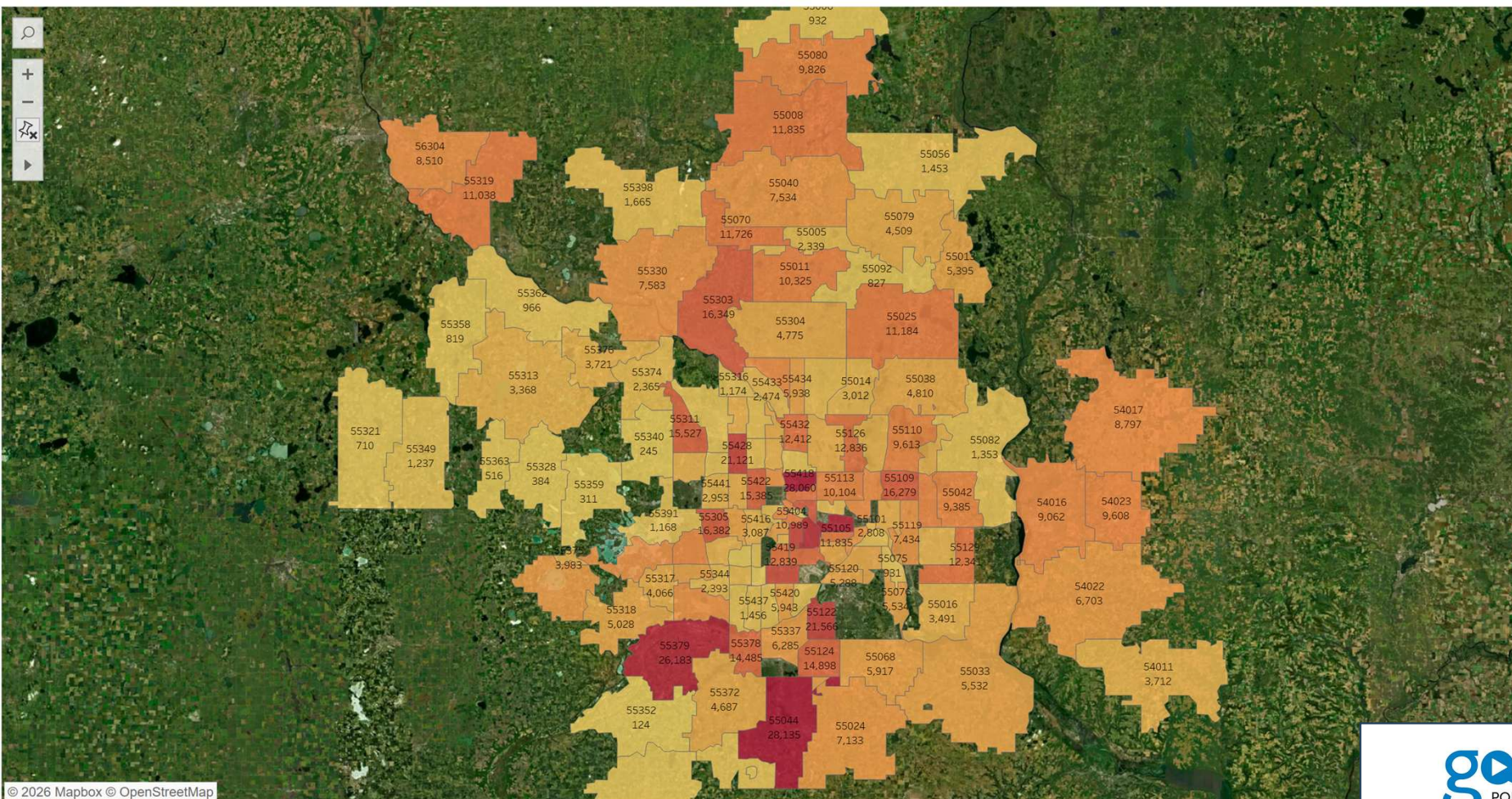
MSP Metro Scarborough R1 2026: Feb25-Feb26 Qual Intab 55
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Radio Stations: KTMY-FM

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



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



SUM(Adults 18 or older...
111 28,135

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MSP Metro Scarborough R1 2026: Feb25-Feb26 Qual Intab 457

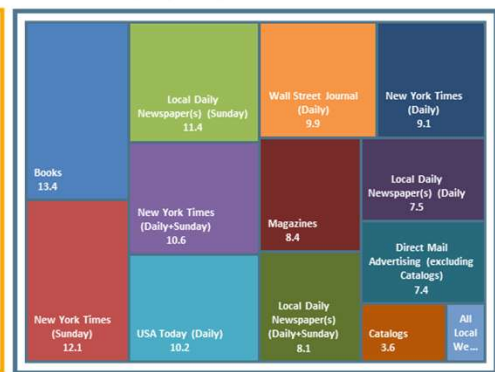
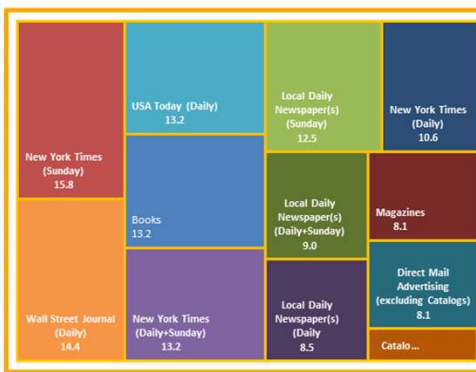
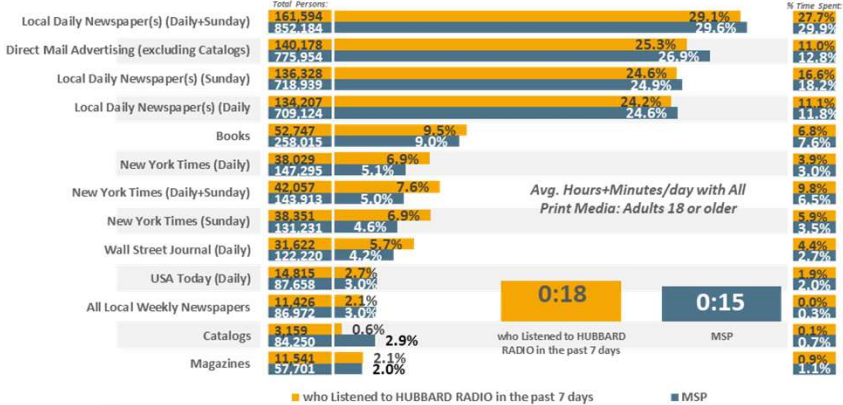
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Watched, listened, or downloaded podcast past 30 days: Yes

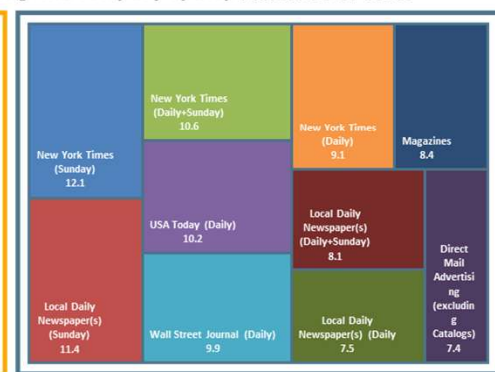
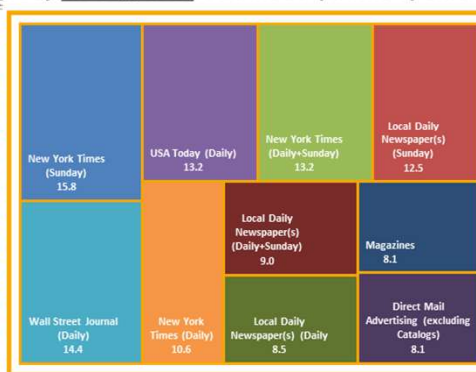
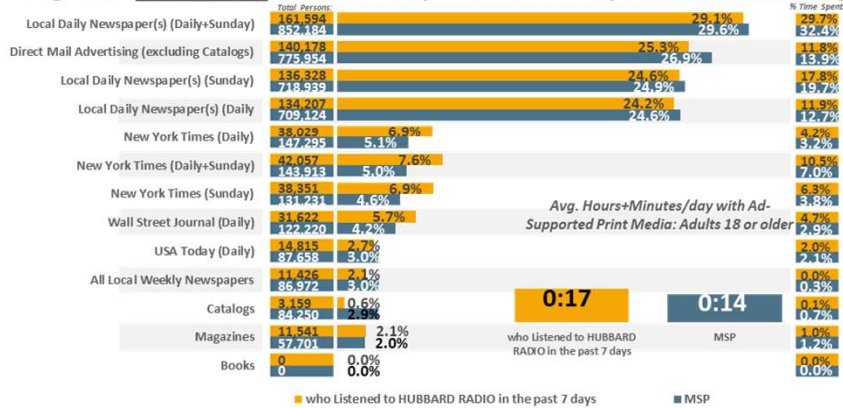


161,594 or 29.1% of Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9. minutes every day representing 29.7% of all time spent daily with All forms of Print Media.

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



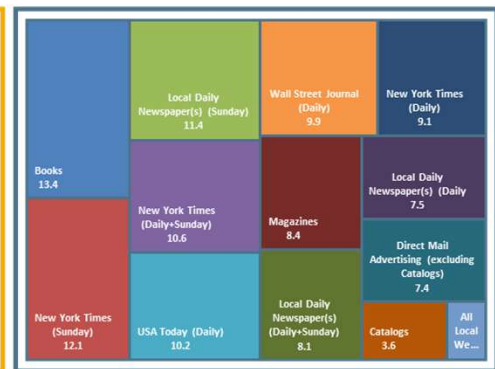
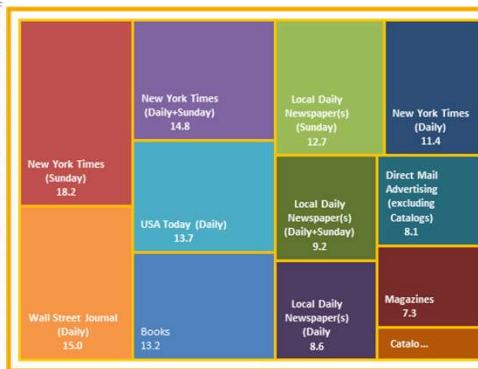
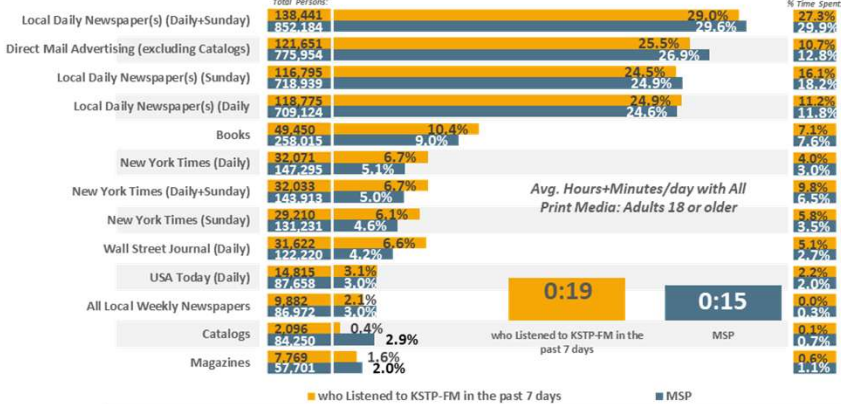
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



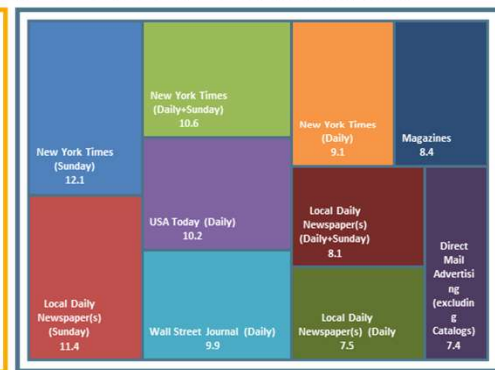
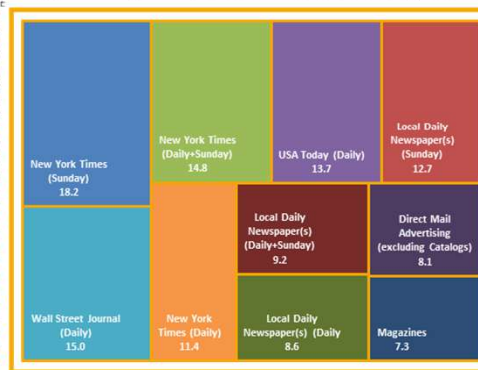
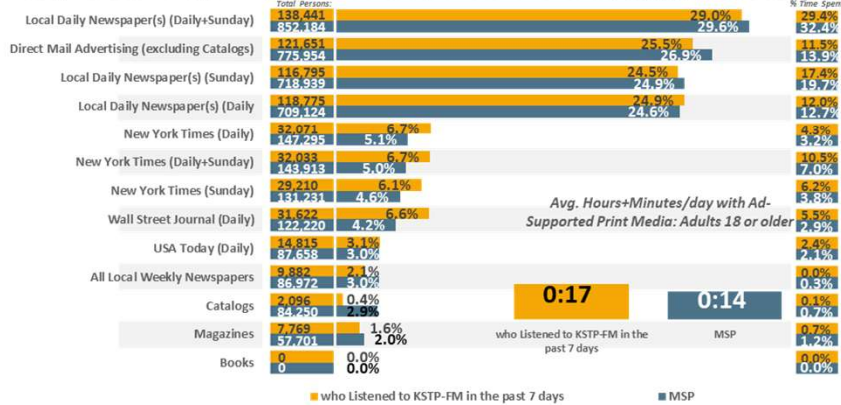


138,441 or 29.0% of Adults 18 or older who Listened to KSTP-FM in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.2 minutes every day representing 29.4% of all time spent daily with All forms of Print Media.

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**



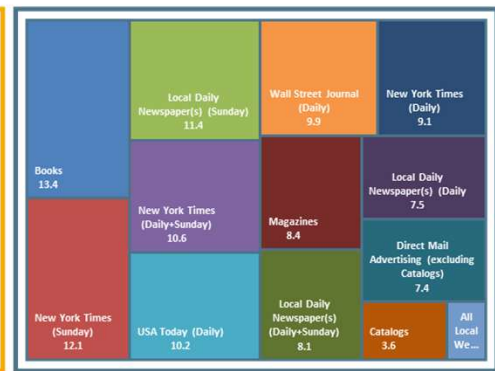
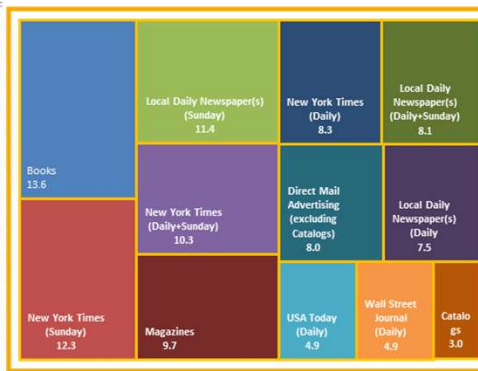
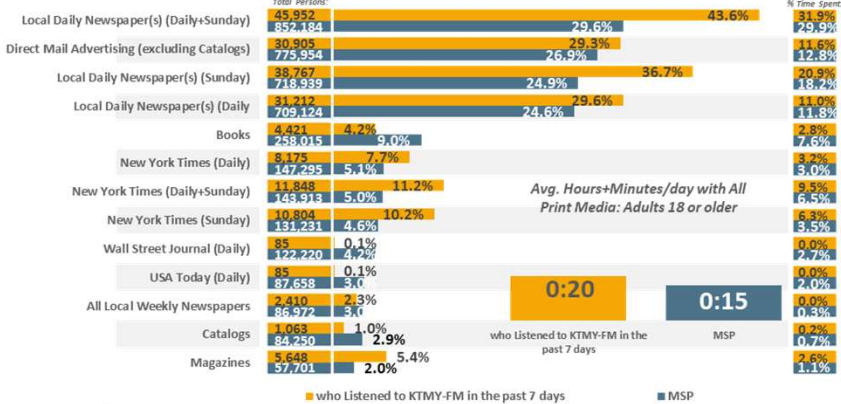
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



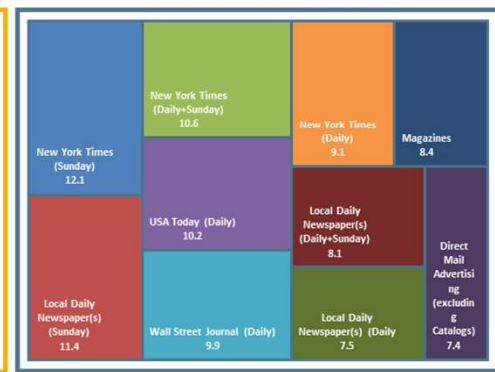
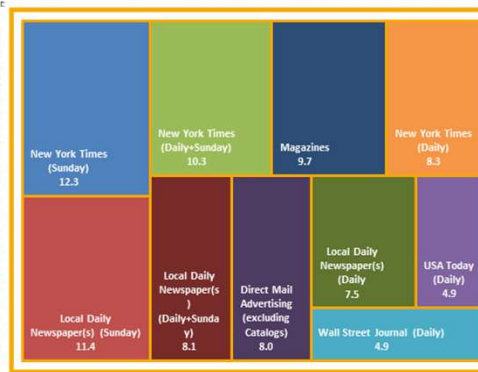
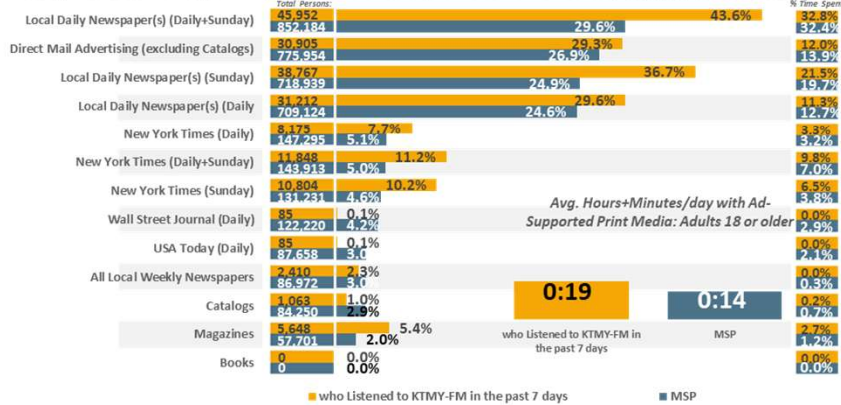


45,952 or 43.6% of Adults 18 or older who Listened to KTMY-FM in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.1 minutes every day representing 32.8% of all time spent daily with All forms of Print Media.

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



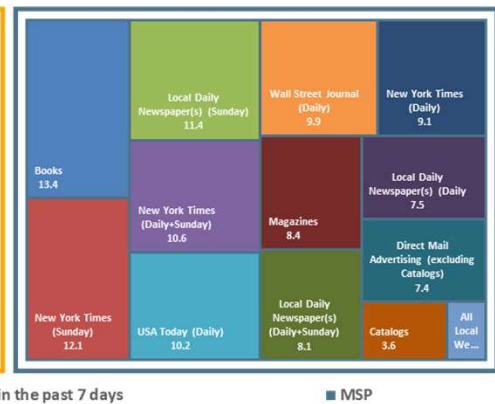
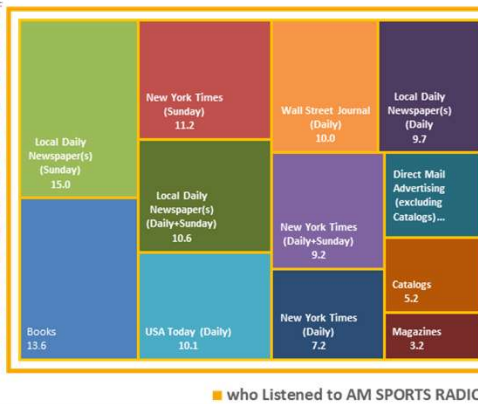
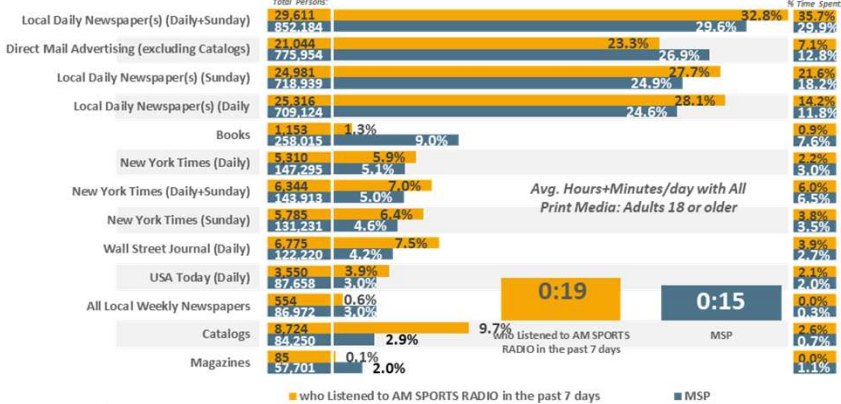
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



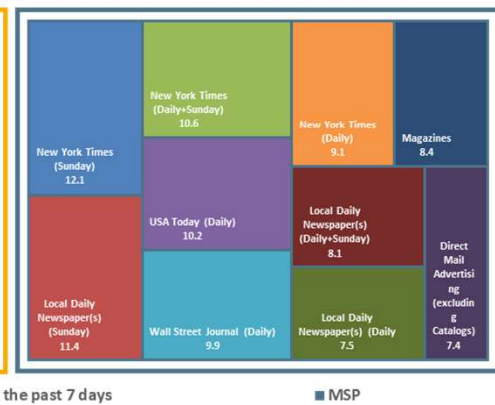
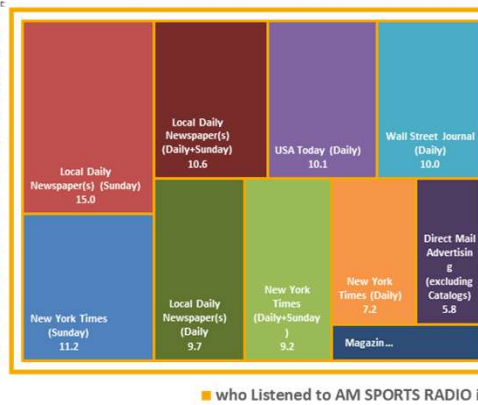
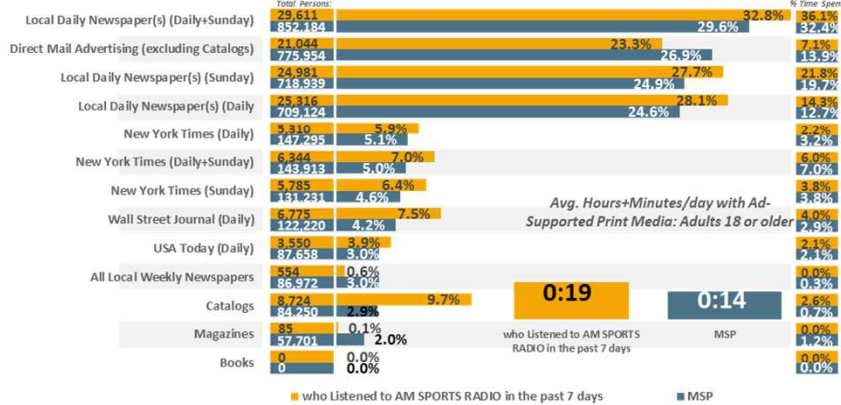


29,611 or 32.8% of Adults 18 or older who Listened to AM SPORTS RADIO in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.6 minutes every day representing 36.1% of all time spent daily with All forms of Print Media.

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**



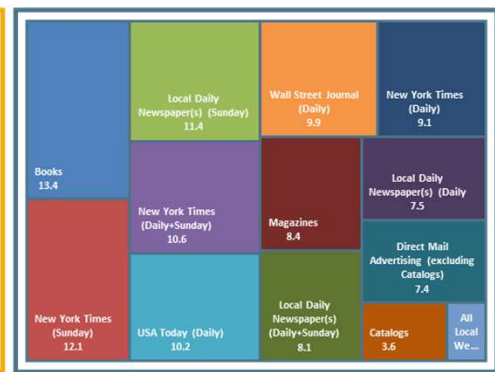
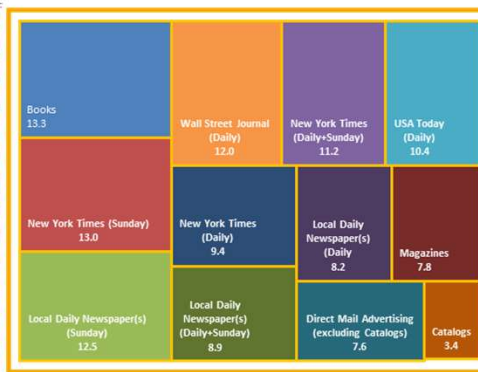
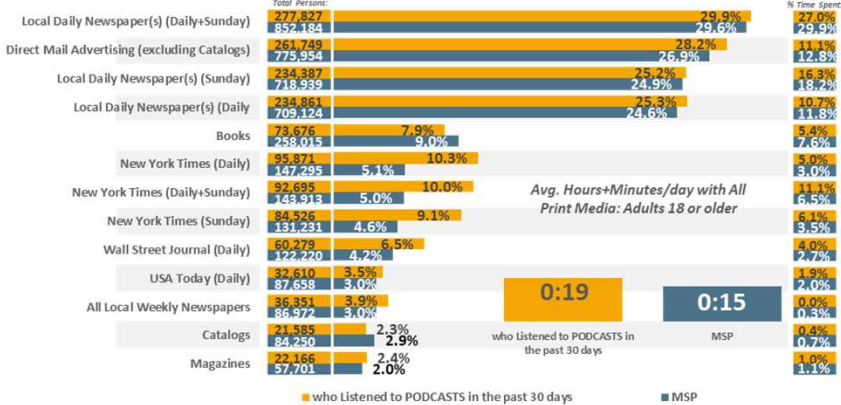
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



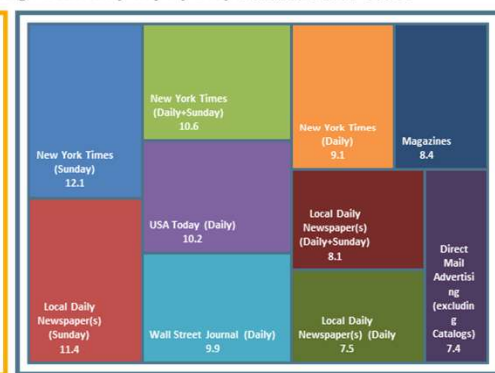
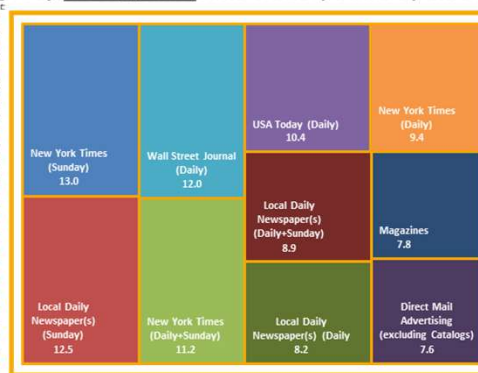
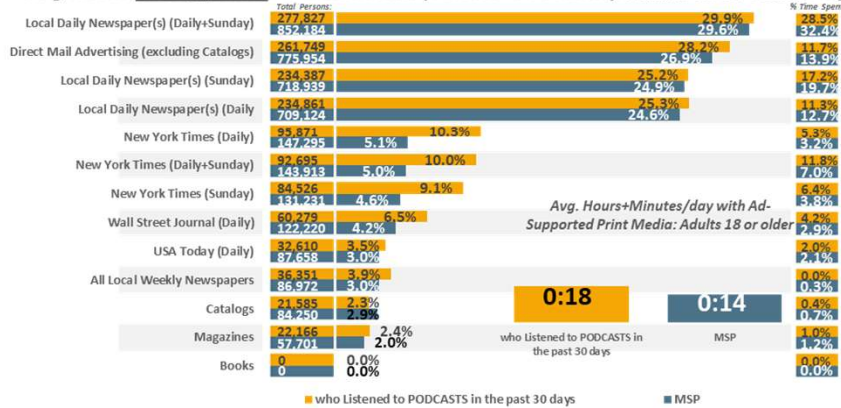


277,827 or 29.9% of Adults 18 or older who Listened to PODCASTS in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.9 minutes every day representing 28.5% of all time spent daily with All forms of Print Media.

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



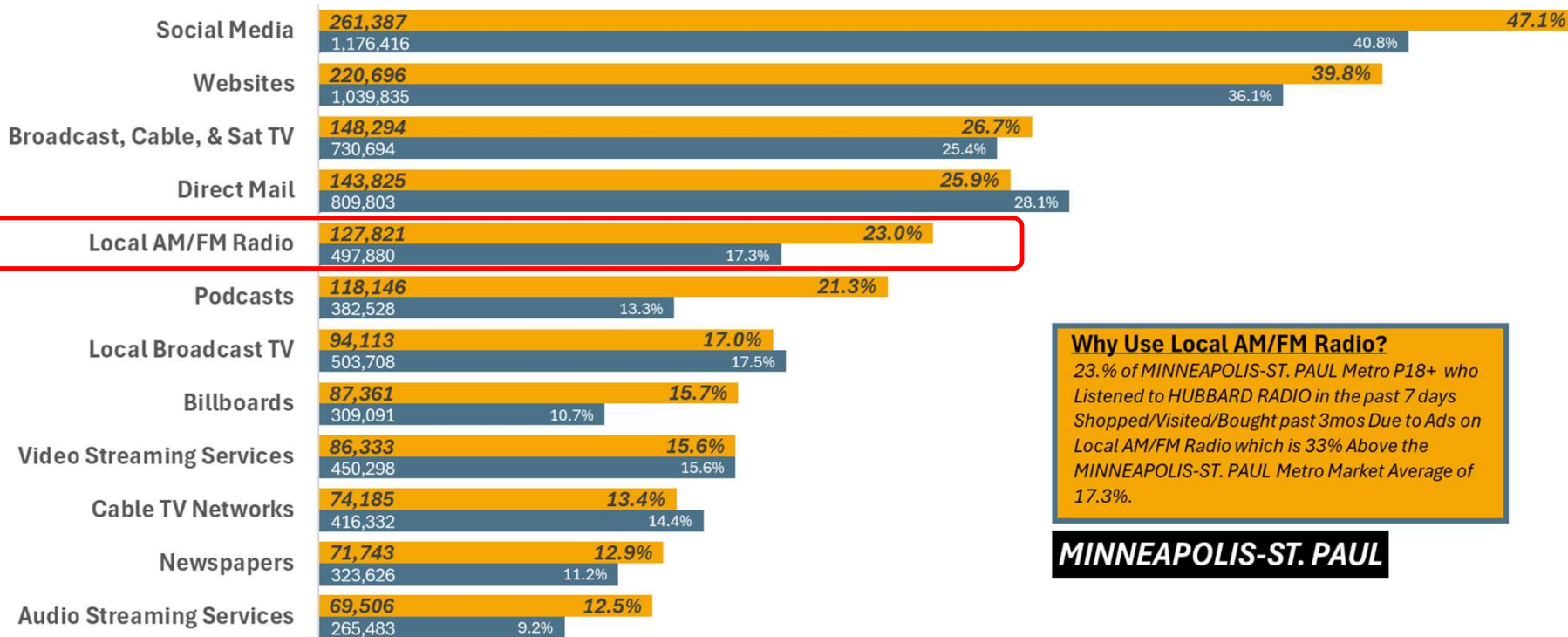
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**





"Advertising Actions"

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



Why Use Local AM/FM Radio?

23.% of MINNEAPOLIS-ST. PAUL Metro P18+ who Listened to HUBBARD RADIO in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 33% Above the MINNEAPOLIS-ST. PAUL Metro Market Average of 17.3%.

MINNEAPOLIS-ST. PAUL

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

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

MINNEAPOLIS-ST. PAUL Metro Scarborough R1 2026: Feb25-Feb26 Qual Intab: 292
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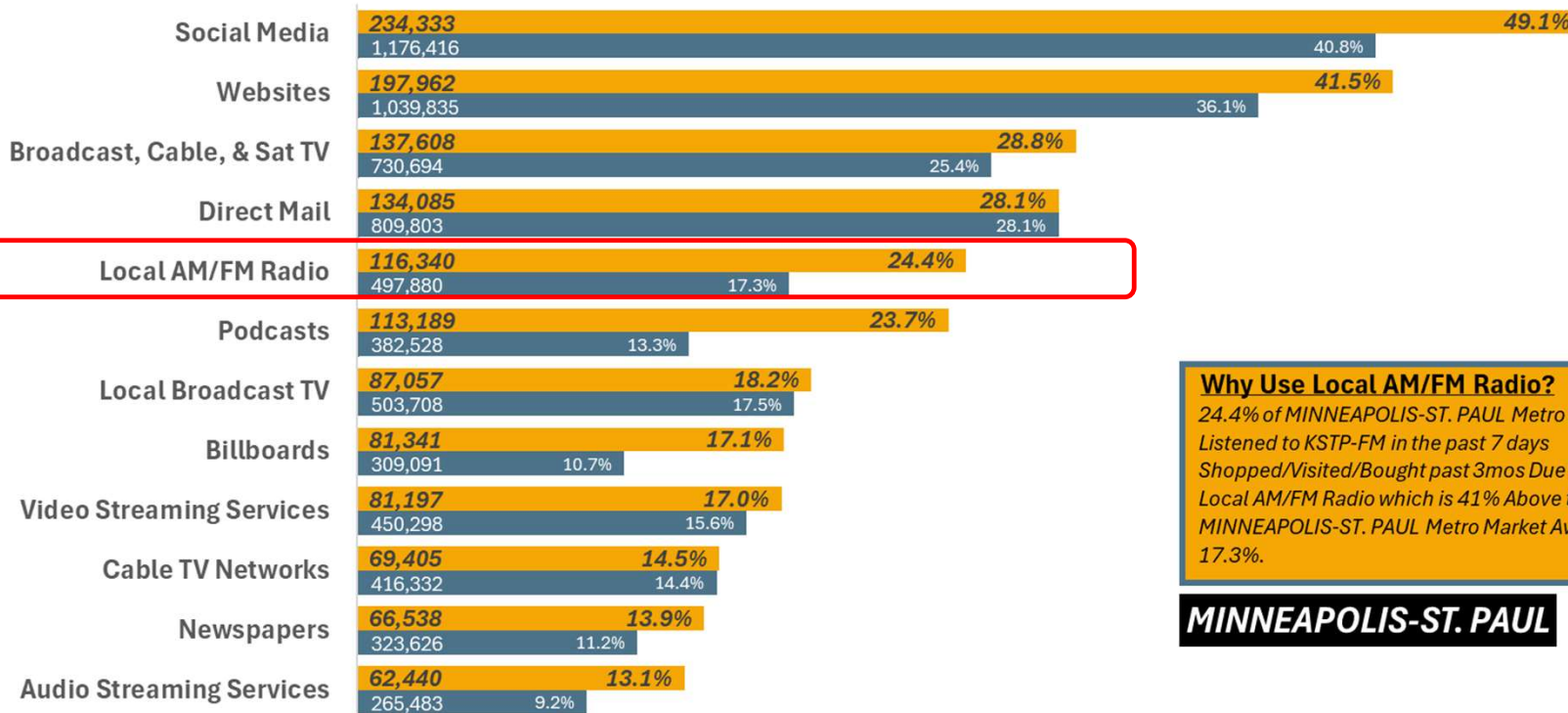
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Radio Stations: KSTP-FM OR Radio Stations: KTMV-FM



"Advertising Actions"

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



Why Use Local AM/FM Radio?

24.4% of MINNEAPOLIS-ST. PAUL Metro P18+ who Listened to KSTP-FM in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 41% Above the MINNEAPOLIS-ST. PAUL Metro Market Average of 17.3%.

MINNEAPOLIS-ST. PAUL

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

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

MINNEAPOLIS-ST. PAUL Metro Scarborough R1 2026: Feb25-Feb26 Qual Intab: 253
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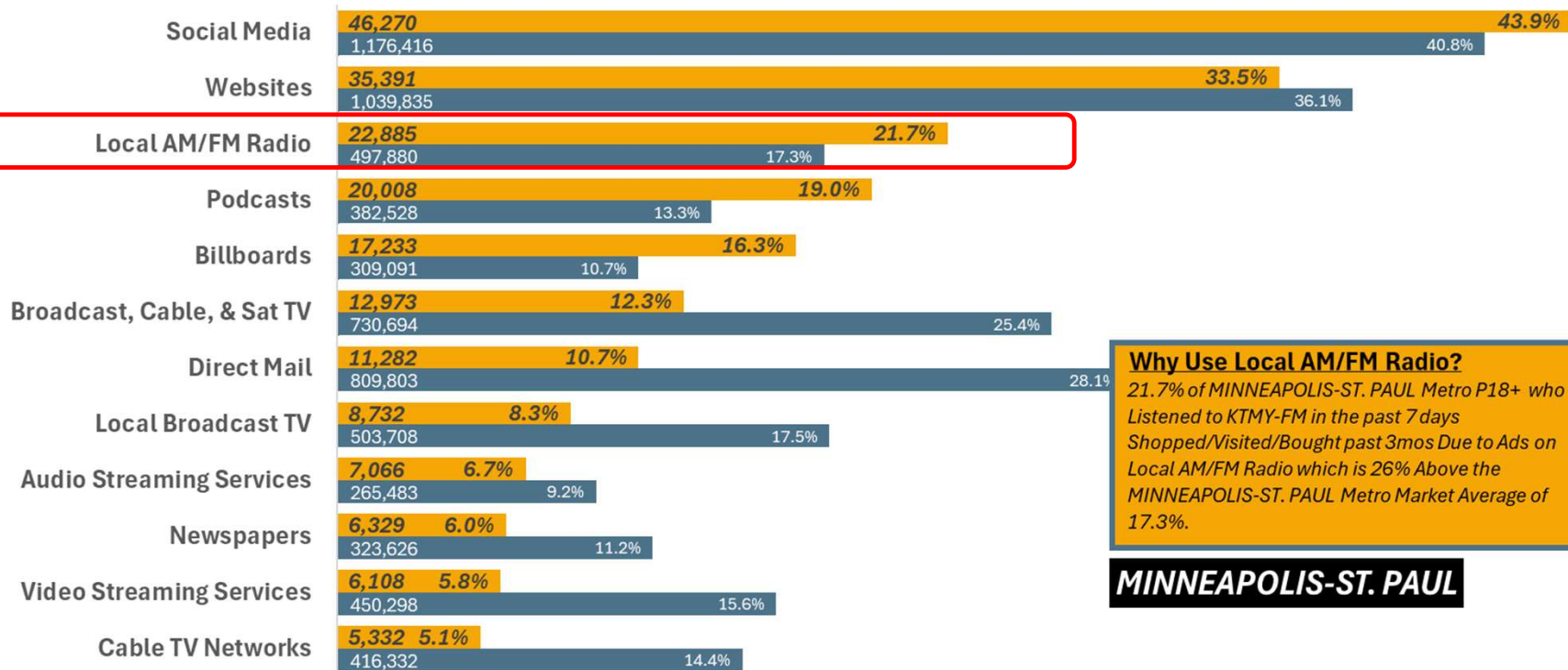
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Radio Stations: KSTP-FM



"Advertising Actions"

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



Why Use Local AM/FM Radio?

21.7% of MINNEAPOLIS-ST. PAUL Metro P18+ who Listened to KTMY-FM in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 26% Above the MINNEAPOLIS-ST. PAUL Metro Market Average of 17.3%.

MINNEAPOLIS-ST. PAUL

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

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

MINNEAPOLIS-ST. PAUL Metro Scarborough R1 2026: Feb25-Feb26 Qual Intab: 55
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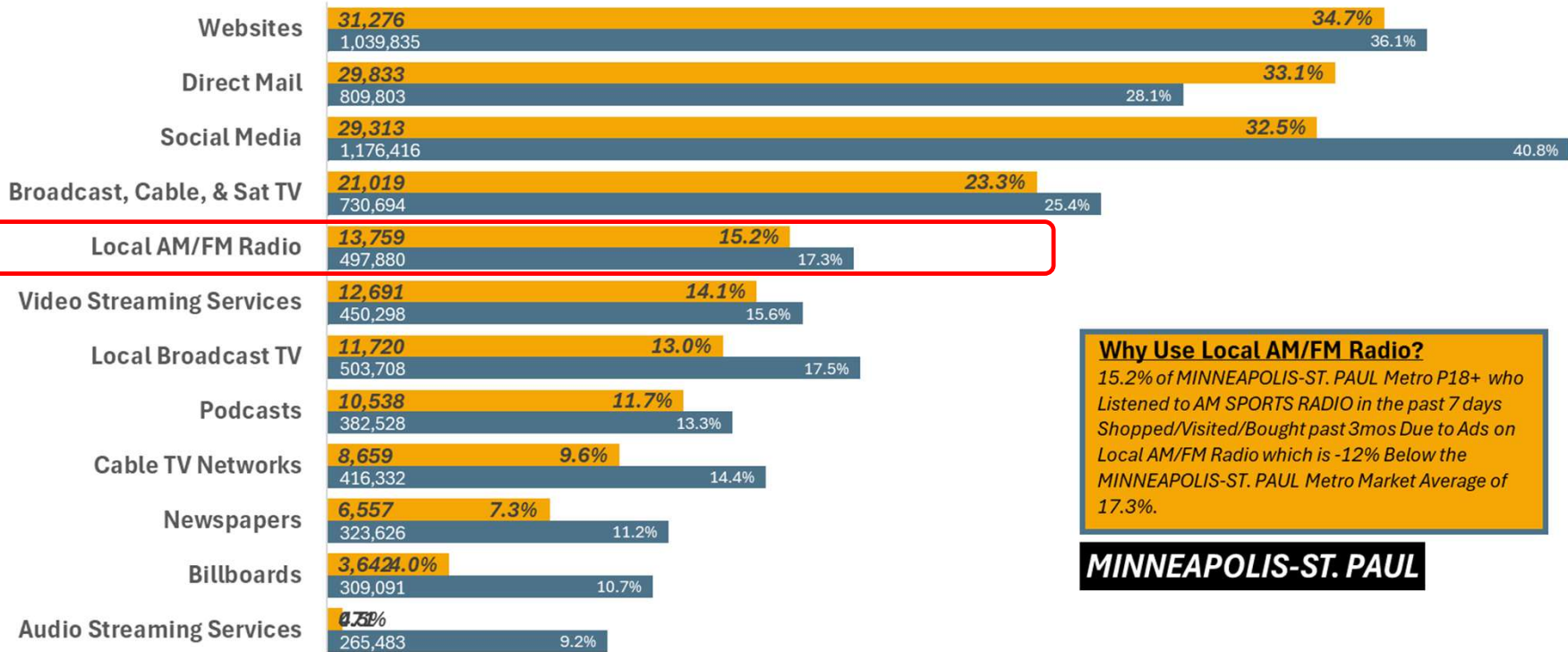
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Radio Stations: KTMY-FM



"Advertising Actions"

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



Why Use Local AM/FM Radio?

15.2% of MINNEAPOLIS-ST. PAUL Metro P18+ who Listened to AM SPORTS RADIO in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -12% Below the MINNEAPOLIS-ST. PAUL Metro Market Average of 17.3%.

MINNEAPOLIS-ST. PAUL

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

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

MINNEAPOLIS-ST. PAUL Metro Scarborough R1 2026: Feb25-Feb26 Qual Intab: 55
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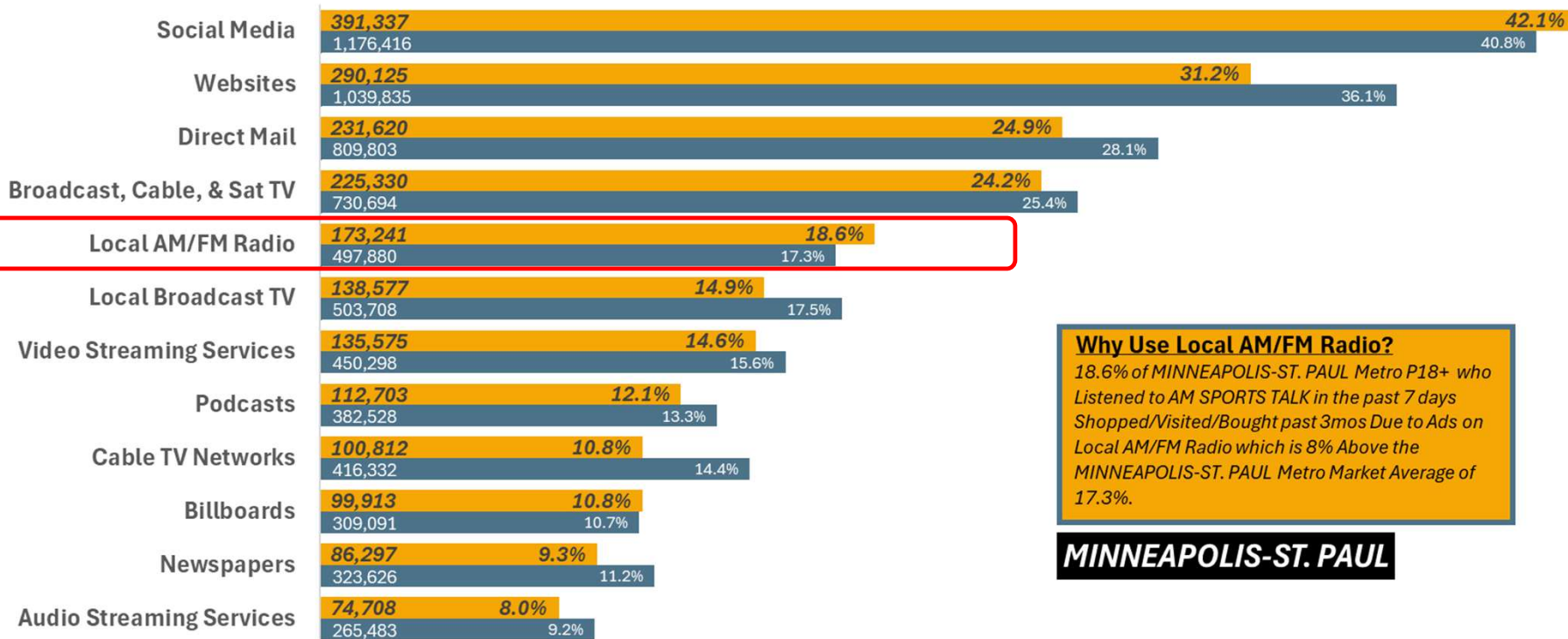
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[[Radio format profiles (M-S 6am-Mid cume): All Sports AND (Radio Stations: KTLK-AM OR Radio Stations: WCCO-AM OR Radio Stations: WDSY-AM)]]



"Advertising Actions"

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



Why Use Local AM/FM Radio?

18.6% of MINNEAPOLIS-ST. PAUL Metro P18+ who Listened to AM SPORTS TALK in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 8% Above the MINNEAPOLIS-ST. PAUL Metro Market Average of 17.3%.

MINNEAPOLIS-ST. PAUL

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

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

MINNEAPOLIS-ST. PAUL Metro Scarborough R1 2026: Feb25-Feb26 Qual Intab: 457
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Watched, listened, or downloaded podcast past 30 days: Yes