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

Brand New Data as of JULY 31, 2026!

Complete Demographic & Media Use Profiles





















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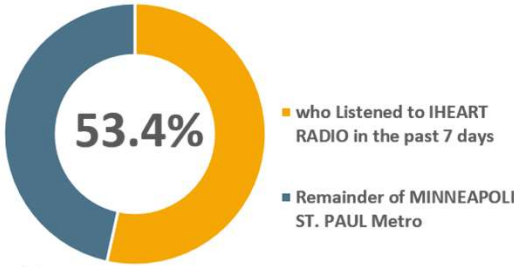
And, Yes! You ARE Smart Enough to Read a Robinhood Legend. So get ready to Learn!

(Radio Stations: KDWB-FM OR Radio Stations: KEEY-FM OR Radio Stations: KFXN-FM OR Radio Stations: KQQL-FM OR Radio Stations: KTCZ-FM OR Radio Stations: KTCZ-FM HD3 OR Radio Stations: KTLK-AM)

Radio Stations: KDWB-FM Radio Stations: KEEY-FM Radio Stations: KFXN-FM Radio Stations: KQQL-FM

53.4% or 1,552,189 of MINNEAPOLIS-ST. PAUL Metro Adults 18 or older Listened to IHEART RADIO in the past 7 days. Typical Adults 18 or older who Listened to IHEART RADIO in the past 7 days are 49.4 years old (2.3% older than average) and have a $130,031 (4.4% higher than average) annual household income.

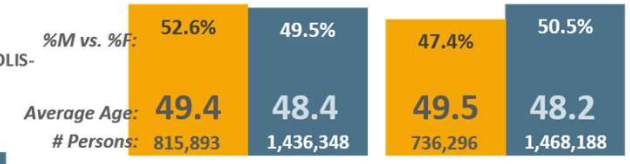
Percent of Market: Adults 18 or older



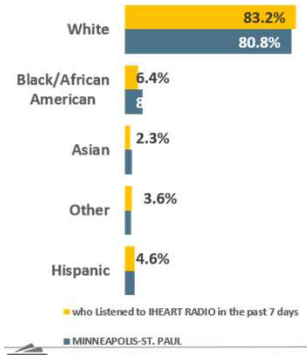
Total Persons:

1,552,189	1,352,347

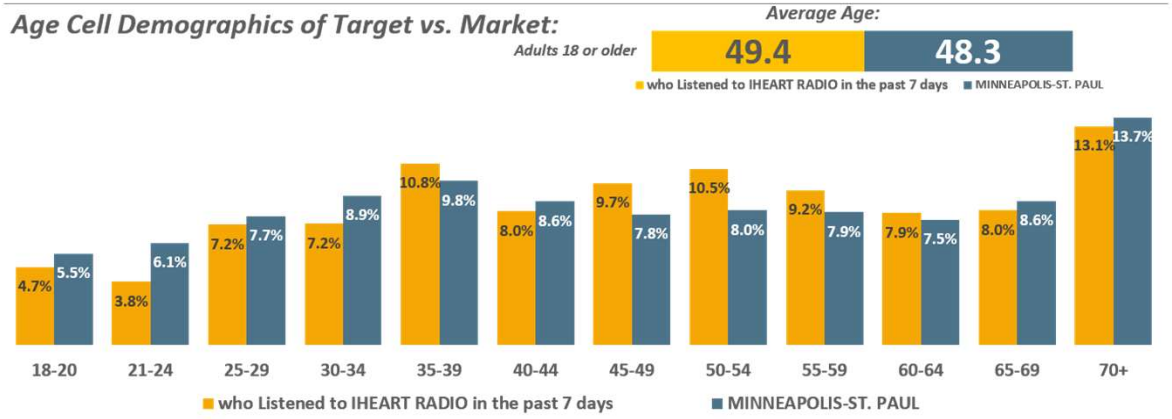
Gender of Target vs. Market: Adults 18 or older



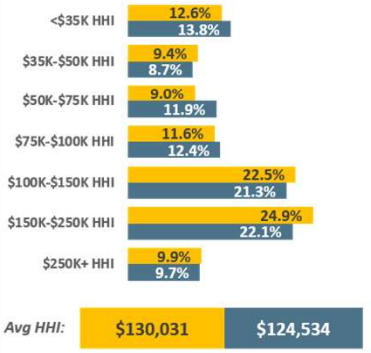
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI:	$130,031	$124,534

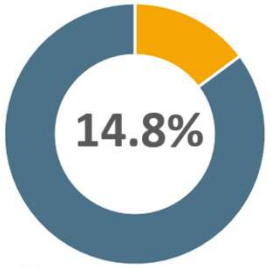
MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 799

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(Radio Stations: KDWB-FM OR Radio Stations: KEEY-FM OR Radio Stations: KFXN-FM OR Radio Stations: KQQL-FM OR Radio Stations: KTCZ-FM OR Radio Stations: KTCZ-FM HD3 OR Radio Stations: KTLK-AM)

14.8% or 431,068 of MINNEAPOLIS-ST. PAUL Metro Adults 18 or older Listened to KDWB-FM in the past 7 days. Typical Adults 18 or older who Listened to KDWB-FM in the past 7 days are 45.1 years old (6.6% younger than average) and have a $138,946 (11.6% higher than average) annual household income.

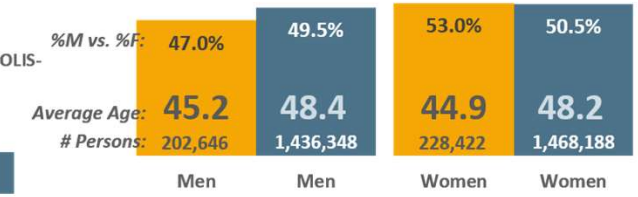
Percent of Market: Adults 18 or older



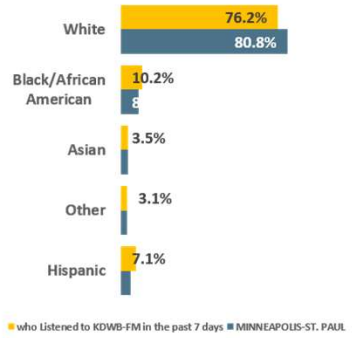
Total Persons:



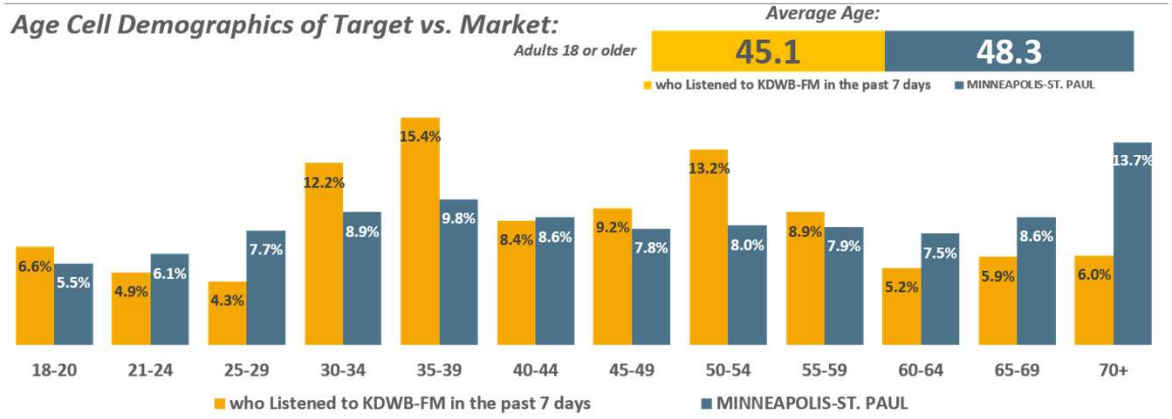
Gender of Target vs. Market: Adults 18 or older



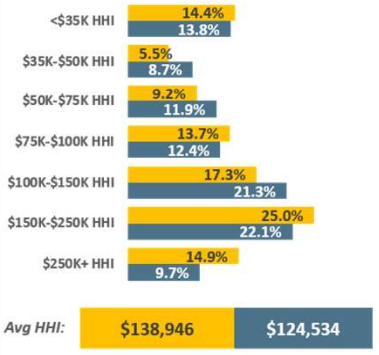
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



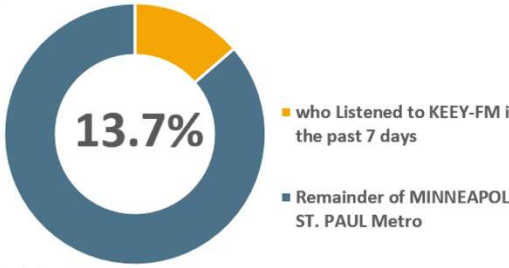
MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 209

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Radio Stations: KDWB-FM

13.7% or 397,865 of MINNEAPOLIS-ST. PAUL Metro Adults 18 or older Listened to KEEY-FM in the past 7 days. Typical Adults 18 or older who Listened to KEEY-FM in the past 7 days are 53.3 years old (10.5% older than average) and have a $146,161 (17.4% higher than average) annual household income.

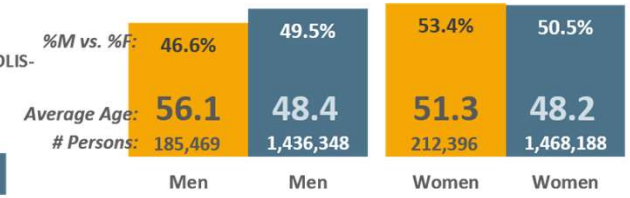
Percent of Market: Adults 18 or older



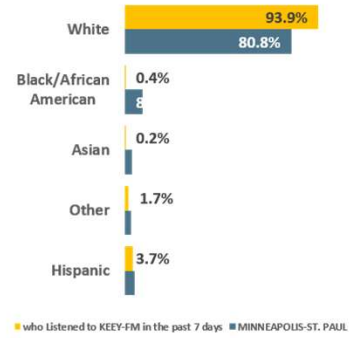
Total Persons:



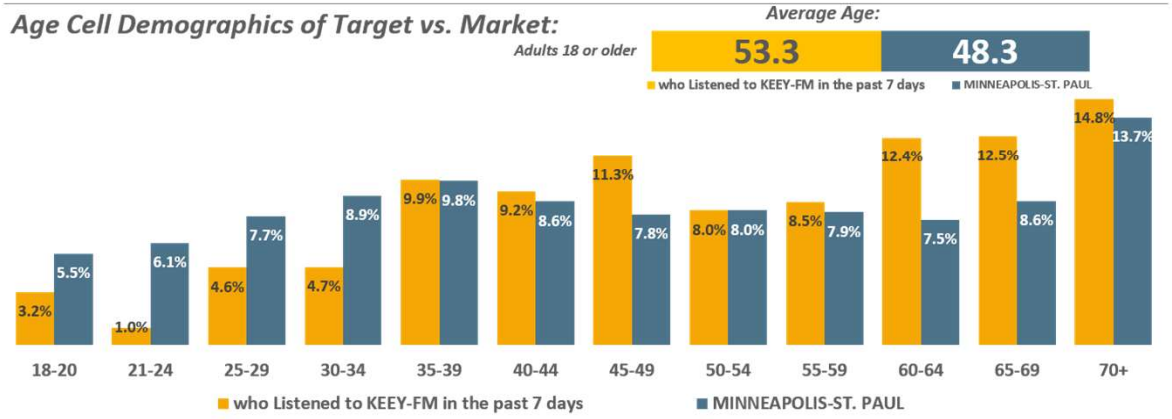
Gender of Target vs. Market: Adults 18 or older



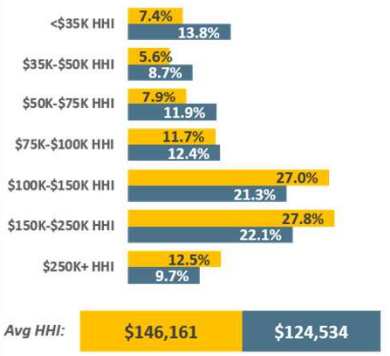
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



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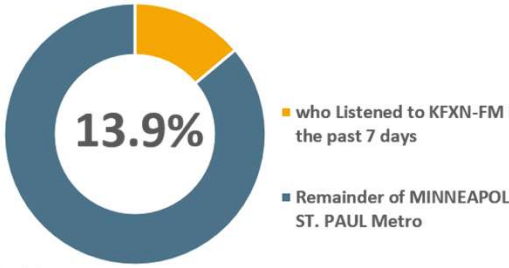
MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 207

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KFAN SPORTS RADIO - FM 100.3

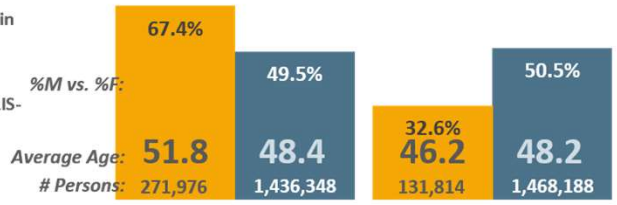
13.9% or 403,790 of MINNEAPOLIS-ST. PAUL Metro Adults 18 or older Listened to KFXN-FM in the past 7 days. Typical Adults 18 or older who Listened to KFXN-FM in the past 7 days are 50.1 years old (3.8% older than average) and have a $133,680 (7.3% higher than average) annual household income.

Percent of Market: Adults 18 or older

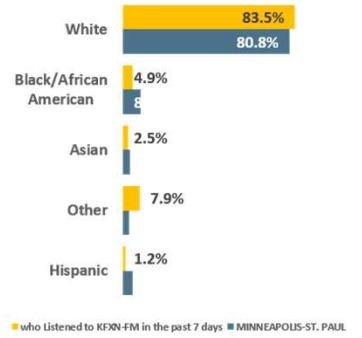




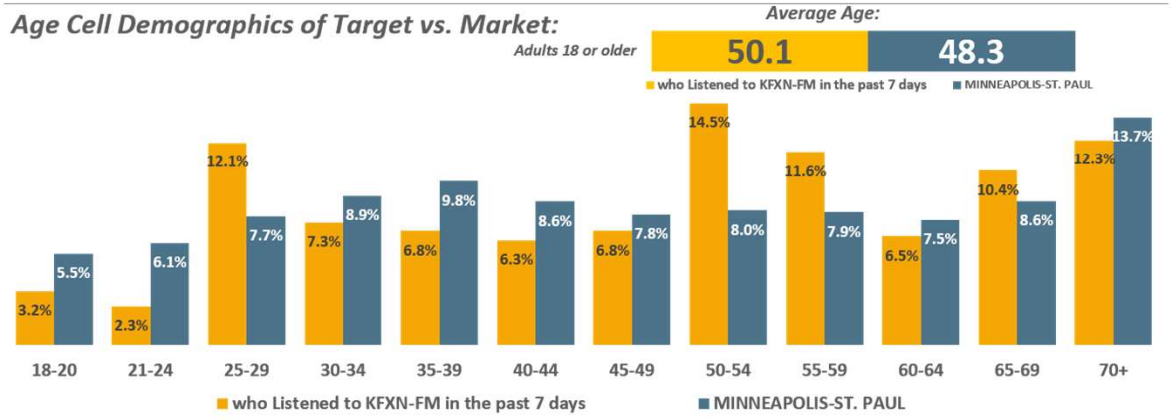
Gender of Target vs. Market: Adults 18 or older



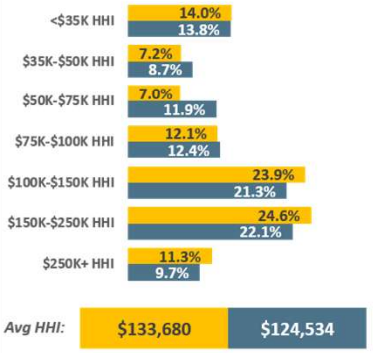
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:

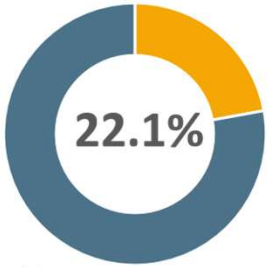


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Radio Stations: KFXN-FM

22.1% or 643,178 of MINNEAPOLIS-ST. PAUL Metro Adults 18 or older Listened to KQQL-FM in the past 7 days. Typical Adults 18 or older who Listened to KQQL-FM in the past 7 days are 50.3 years old (4.2% older than average) and have a $129,333 (3.9% higher than average) annual household income.

Percent of Market: Adults 18 or older



- who Listened to KQQL-FM in the past 7 days
- Remainder of MINNEAPOLIS-ST. PAUL Metro

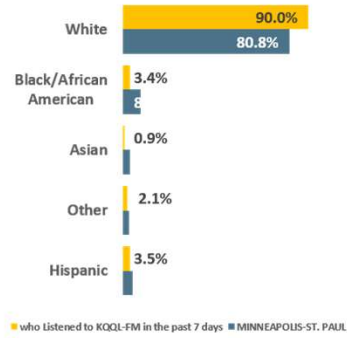
Total Persons:

643,178	2,261,358

Gender of Target vs. Market: Adults 18 or older

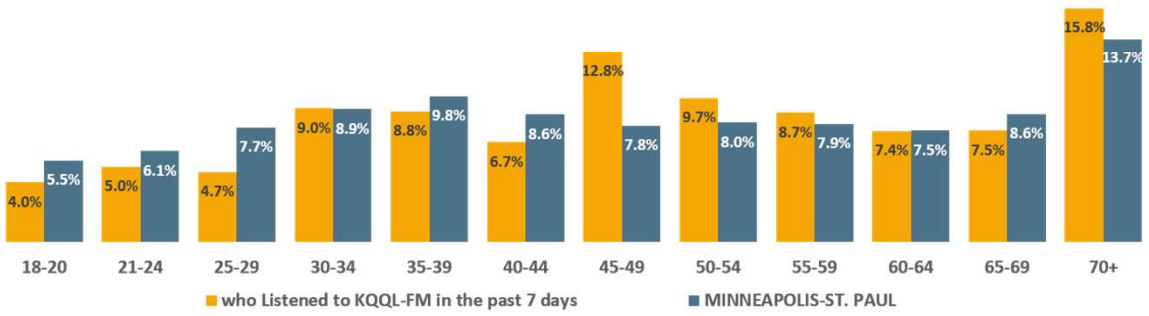
	Men	Men	Women	Women
%M vs. %F:	51.7%	49.5%	48.3%	50.5%
Average Age:	49.8	48.4	51.0	48.2
# Persons:	332,562	1,436,348	310,616	1,468,188

Ethnicity of Target vs. Market:

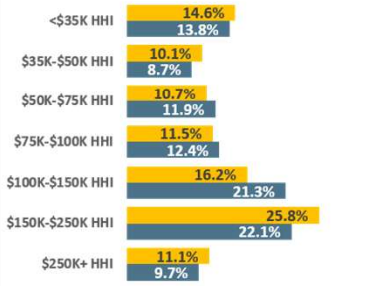


Age Cell Demographics of Target vs. Market:

	Average Age:	
Adults 18 or older	50.3	48.3



HHI of Target vs. Market:



Avg HHI:	$129,333	$124,534

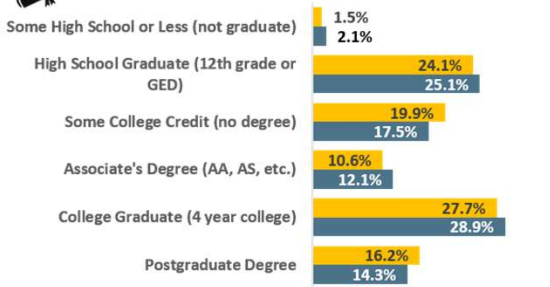
MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 360

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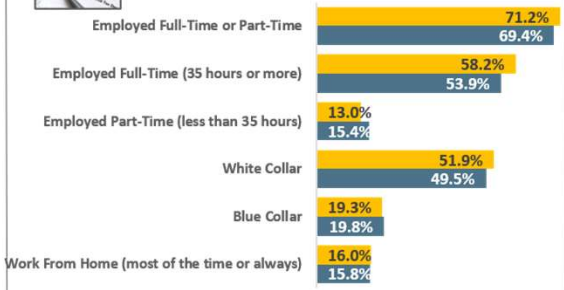
Radio Stations: KQQL-FM

53.4% or 1,552,189 of MINNEAPOLIS-ST. PAUL Metro Adults 18 or older Listened to IHEART RADIO in the...
Adults 18 or older who Listened to IHEART RADIO in the past 7 days are 1.6% more likely to be a college graduate, 7.9% more likely to work full-time, 9.5% more likely to be married, 13.7% more likely to be a parent of 1 or more children under 18.

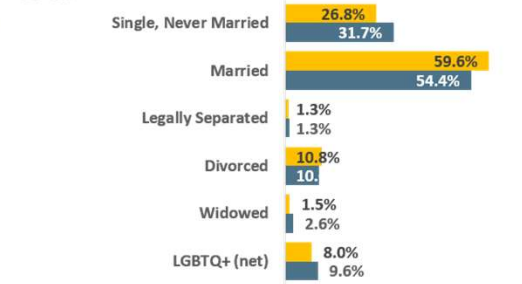
Education Levels: Adults 18 or older



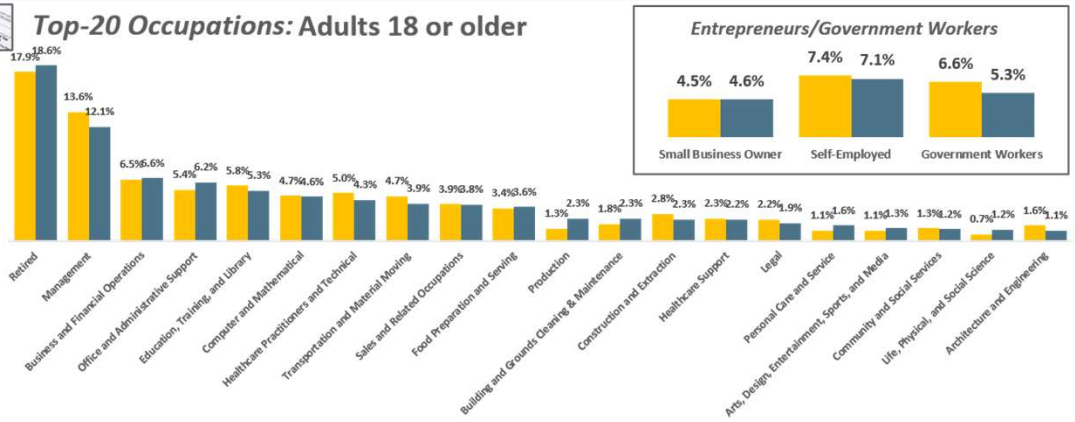
Employment: Adults 18 or older



Marital Status: Adults 18 or older

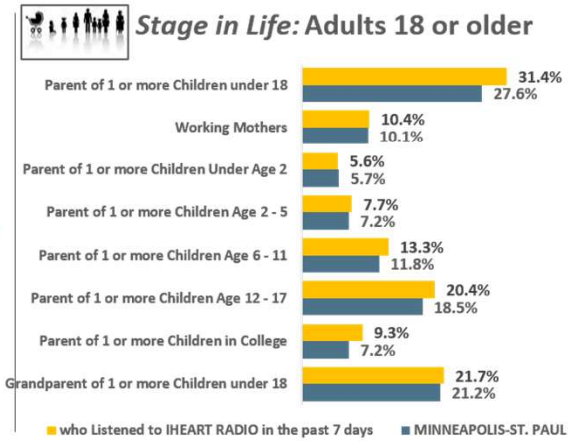


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older

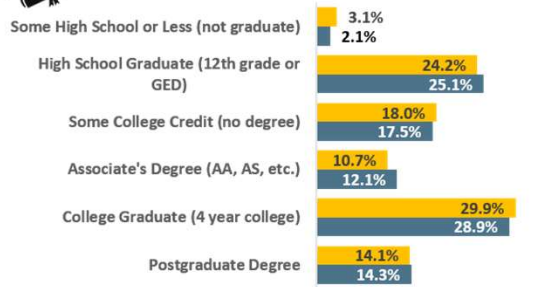


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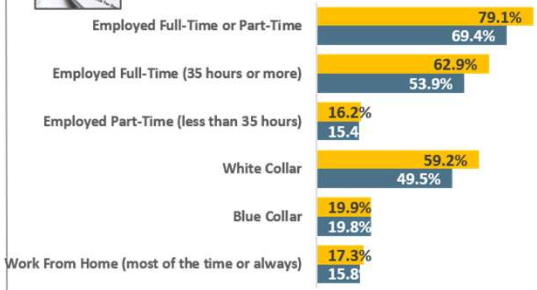
(Radio Stations: KDWB-FM OR Radio Stations: KEEY-FM OR Radio Stations: KFXN-FM OR Radio Stations: KQQL-FM OR Radio Stations: KTCZ-FM OR Radio Stations: KTCZ-FM HD3 OR Radio Stations: KTLK-AM)

14.8% or 431,068 of MINNEAPOLIS-ST. PAUL Metro Adults 18 or older Listened to KDWB-FM in the past 7... Adults 18 or older who Listened to KDWB-FM in the past 7 days are 1.8% more likely to be a college graduate, 16.6% more likely to work full-time, 9.% more likely to be married, 53.9% more likely to be a parent of 1 or more children under 18.

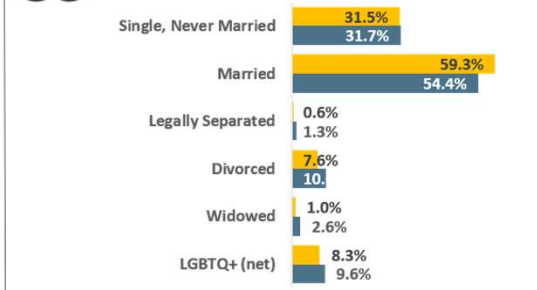
Education Levels: Adults 18 or older



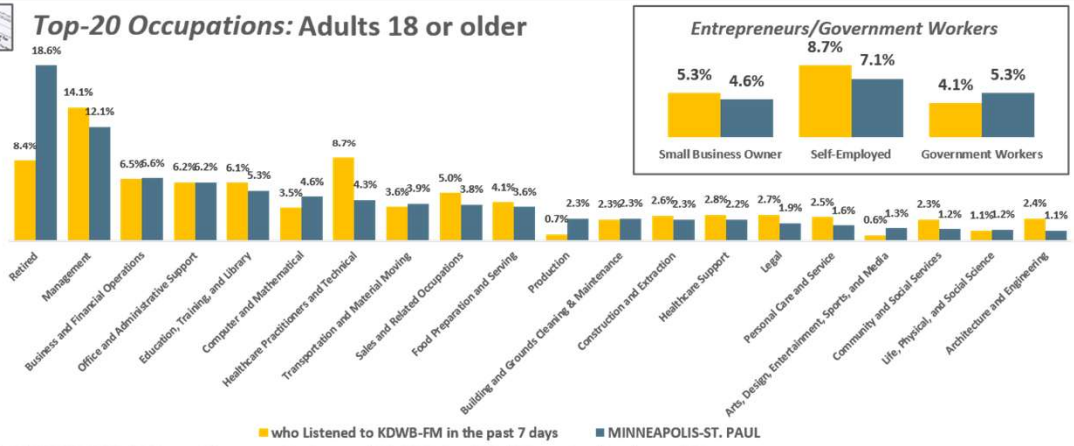
Employment: Adults 18 or older



Marital Status: Adults 18 or older

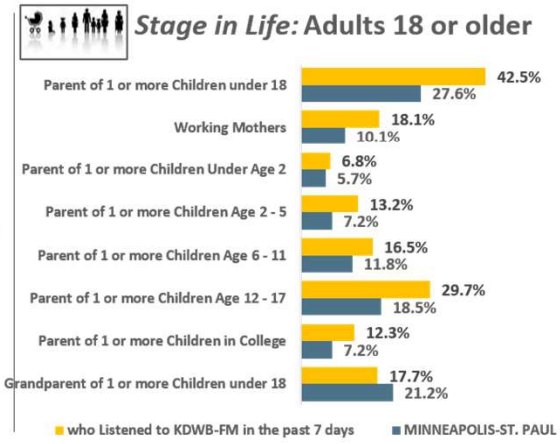


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older



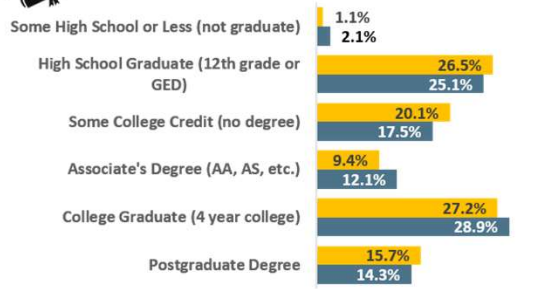
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Radio Stations: KDWB-FM

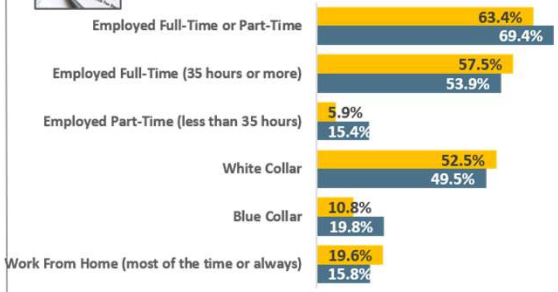
102.1 FM K-102
#1 FOR NEW COUNTRY AND THE BEST VARIETY

13.7% or 397,865 of MINNEAPOLIS-ST. PAUL Metro Adults 18 or older Listened to KEEY-FM in the past 7 days. Adults 18 or older who Listened to KEEY-FM in the past 7 days are .6% less likely to be a college graduate, 6.7% more likely to work full-time, 27.9% more likely to be married, 10.5% more likely to be a parent of 1 or more children under 18.

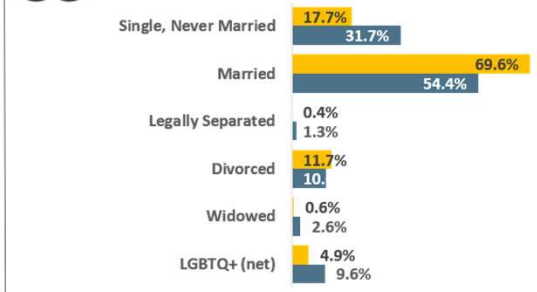
Education Levels: Adults 18 or older



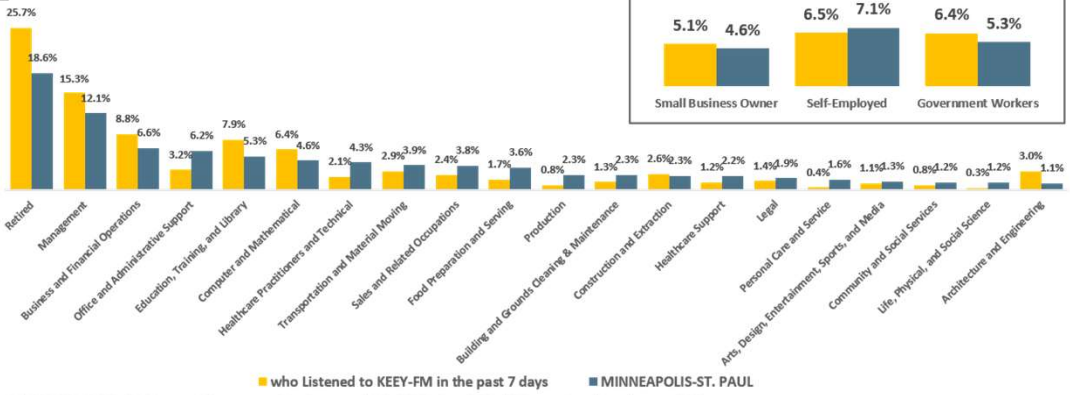
Employment: Adults 18 or older



Marital Status: Adults 18 or older

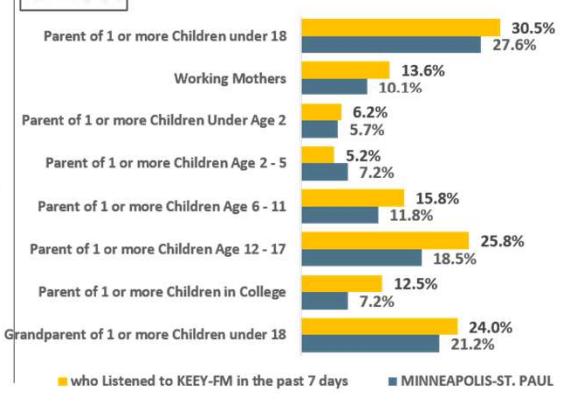


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Stage in Life: Adults 18 or older

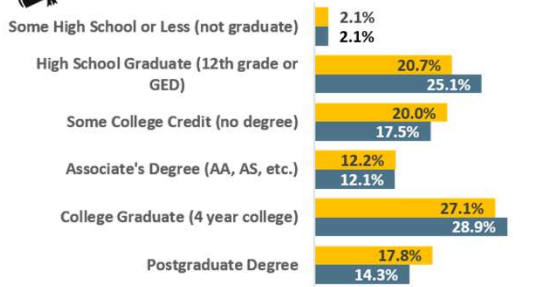


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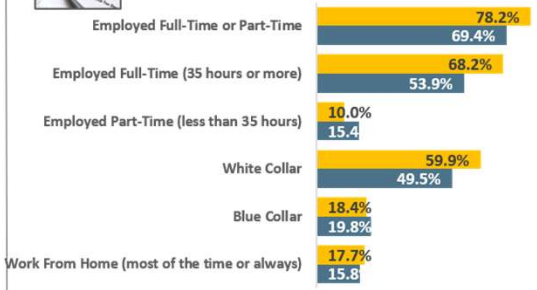
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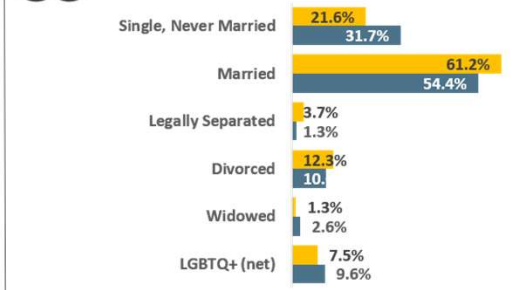
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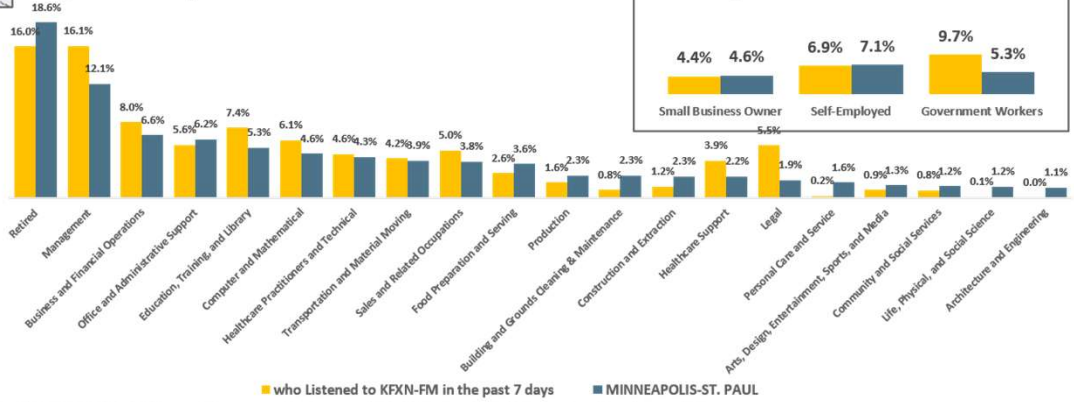
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Marital Status: Adults 18 or older

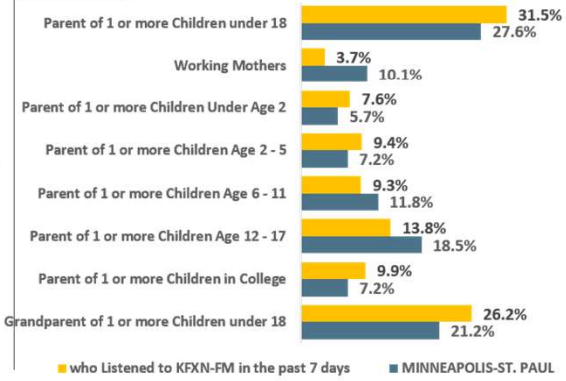


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older

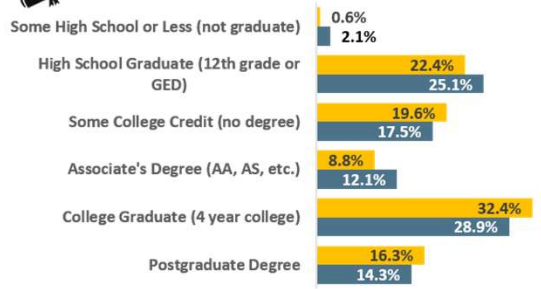


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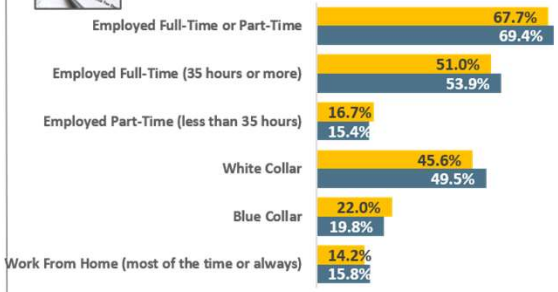
Radio Stations: KFXN-FM

22.1% or 643,178 of MINNEAPOLIS-ST. PAUL Metro Adults 18 or older Listened to KQQL-FM in the past 7 days. Adults 18 or older who Listened to KQQL-FM in the past 7 days are 12.7% more likely to be a college graduate, 5.4% less likely to work full-time, 12.3% more likely to be married, 11.% more likely to be a parent of 1 or more children under 18.

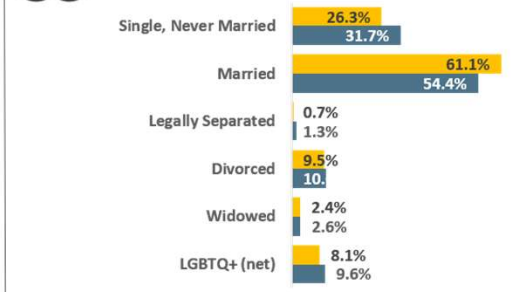
Education Levels: Adults 18 or older



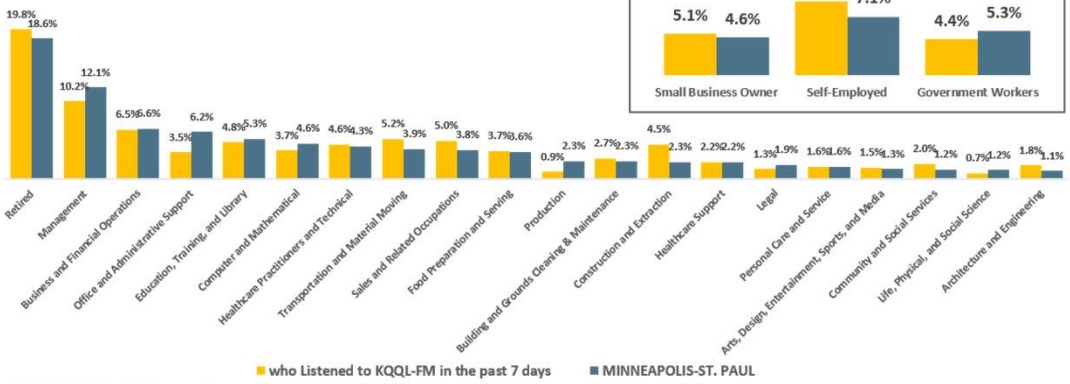
Employment: Adults 18 or older



Marital Status: Adults 18 or older

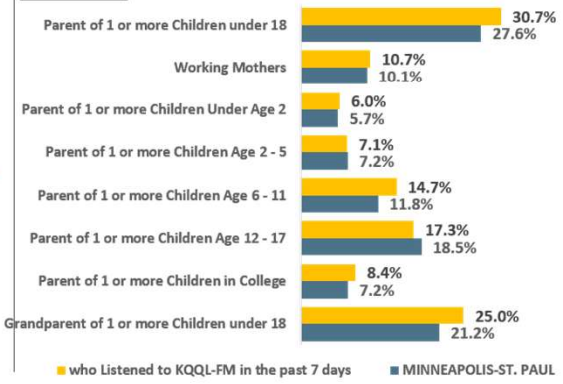


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older

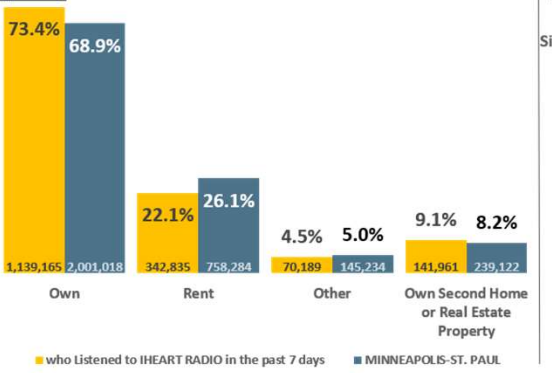


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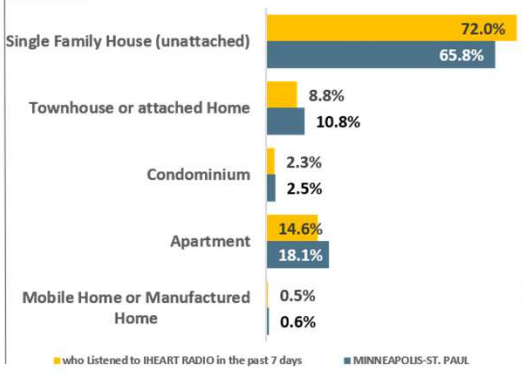
Radio Stations: KQQL-FM

53.4% or 1,552,189 of MINNEAPOLIS-ST. PAUL Metro Adults 18 or older Listened to IHEART RADIO in the past 7... Adults 18 or older who Listened to IHEART RADIO in the past 7 days are 6.5% more likely to own their home, .4% more likely to own a higher valued home, 9.3% more likely to have a single-family home, 13.4% more likely to have a dog.

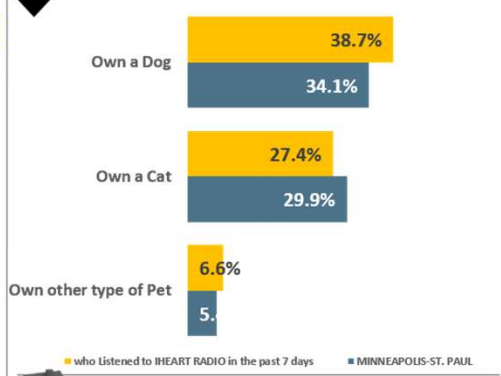
Own/Rent/Other: Adults 18 or older



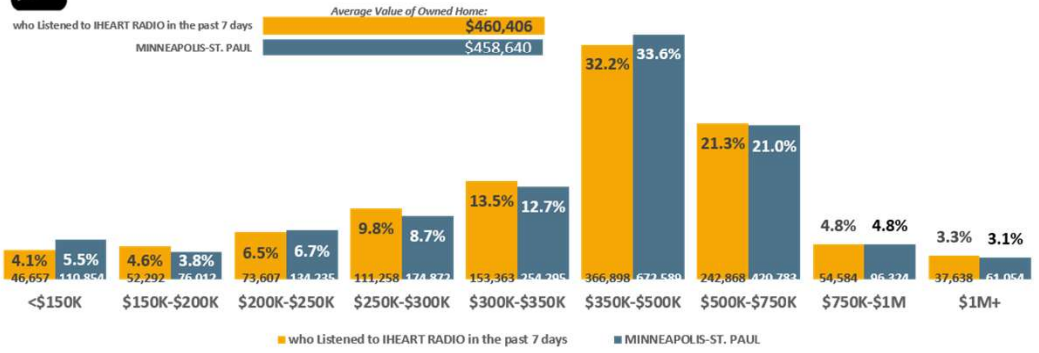
Type of Home: Adults 18 or older



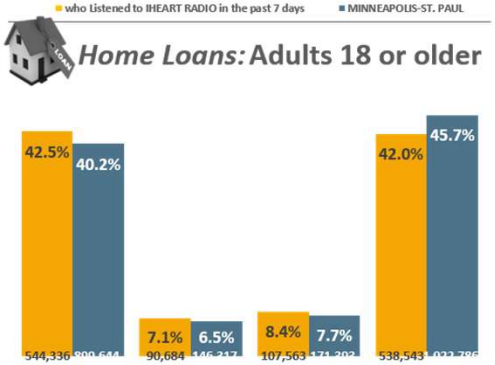
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



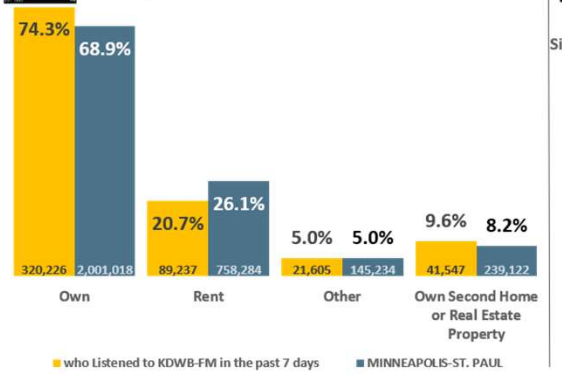
MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 799

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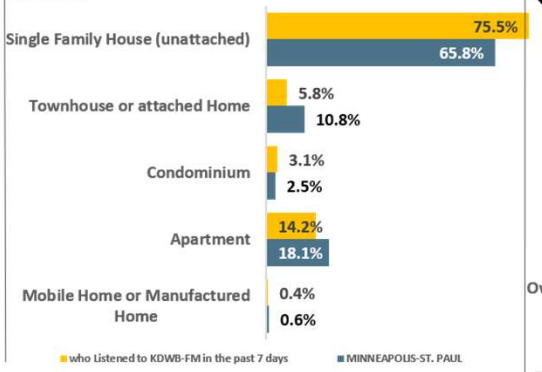
(Radio Stations: KDWB-FM OR Radio Stations: KEEY-FM OR Radio Stations: KFXN-FM OR Radio Stations: KQQL-FM OR Radio Stations: KTCZ-FM OR Radio Stations: KTCZ-FM HD3 OR Radio Stations: KTLK-AM)

14.8% or 431,068 of MINNEAPOLIS-ST. PAUL Metro Adults 18 or older Listened to KDWB-FM in the past 7 days. Adults 18 or older who Listened to KDWB-FM in the past 7 days are 7.8% more likely to own their home, 5.3% more likely to own a lower valued home, 14.8% more likely to have a single-family home, 15.2% more likely to have a dog.

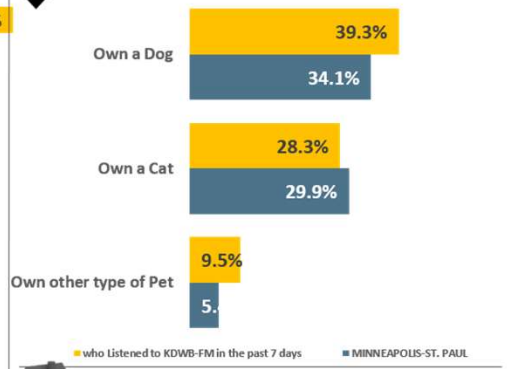
Own/Rent/Other: Adults 18 or older



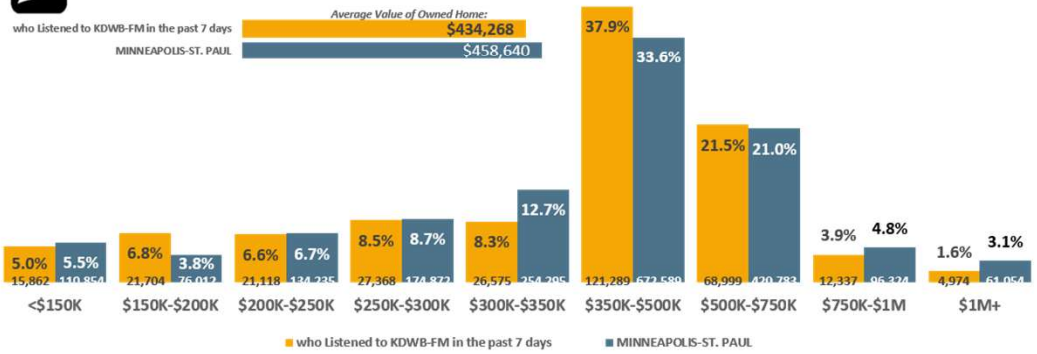
Type of Home: Adults 18 or older



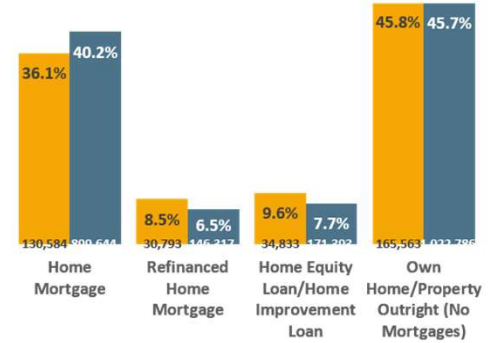
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 209

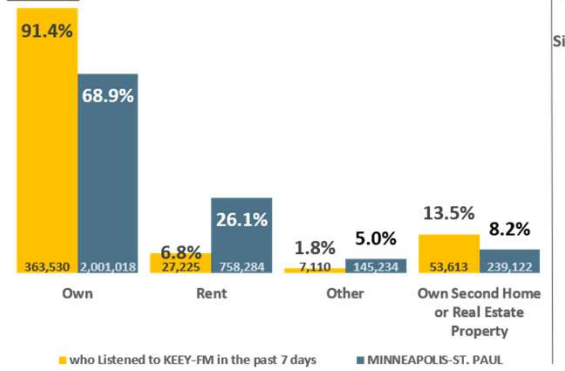
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Radio Stations: KDWB-FM

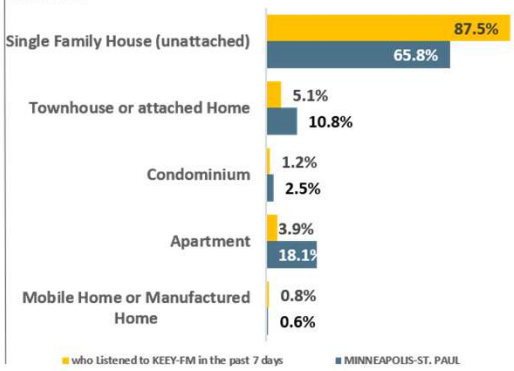
102.1 FM K102
#1 FOR NEW COUNTRY AND THE BEST VARIETY

13.7% or 397,865 of MINNEAPOLIS-ST. PAUL Metro Adults 18 or older Listened to KEEY-FM in the past 7 days. Adults 18 or older who Listened to KEEY-FM in the past 7 days are 32.6% more likely to own their home, .2% more likely to own a lower valued home, 33.3% more likely to have a single-family home, 47.1% more likely to have a dog.

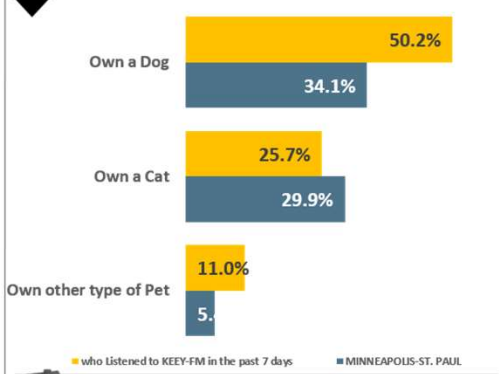
Own/Rent/Other: Adults 18 or older



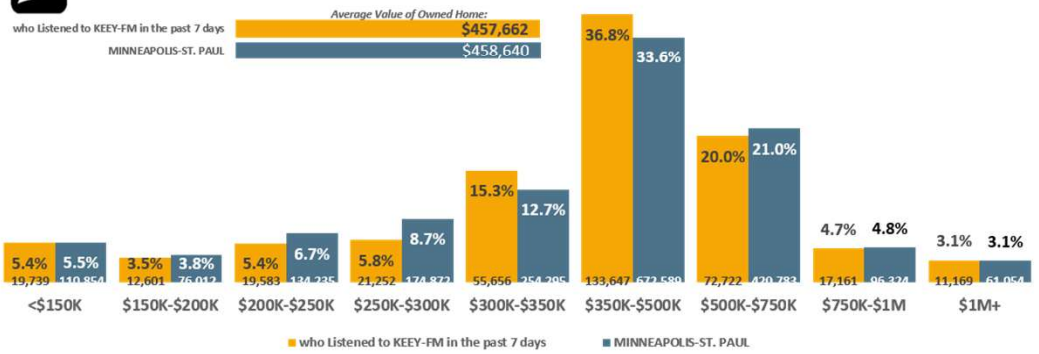
Type of Home: Adults 18 or older



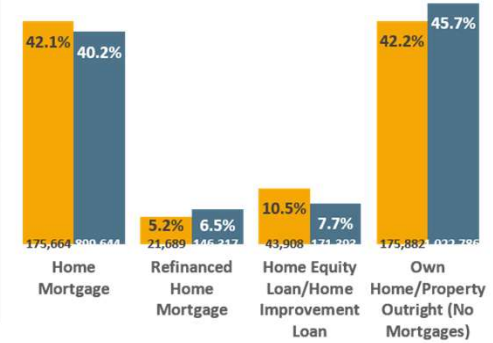
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 207

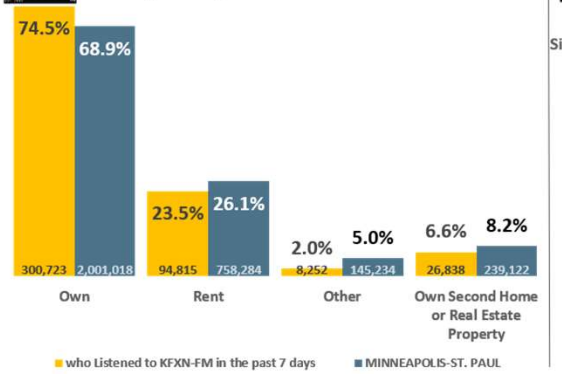
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Radio Stations: KEEY-FM

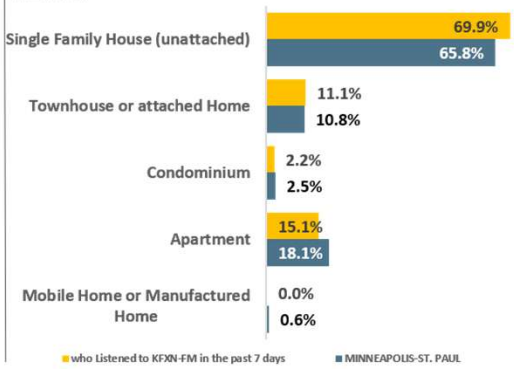
KFAN SPORTS RADIO - FM 100.3

13.9% or 403,790 of MINNEAPOLIS-ST. PAUL Metro Adults 18 or older Listened to KFXN-FM in the past 7 days. Adults 18 or older who Listened to KFXN-FM in the past 7 days are 8.1% more likely to own their home, 5.9% more likely to own a higher valued home, 6.3% more likely to have a single-family home, 24.6% more likely to have a dog.

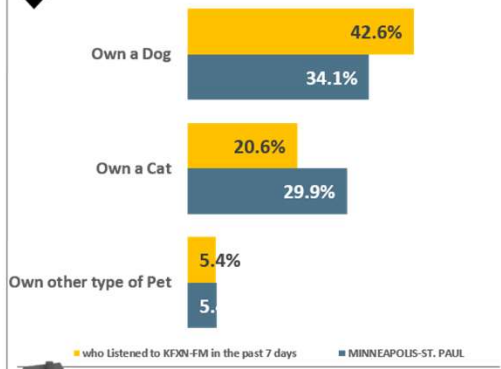
Own/Rent/Other: Adults 18 or older



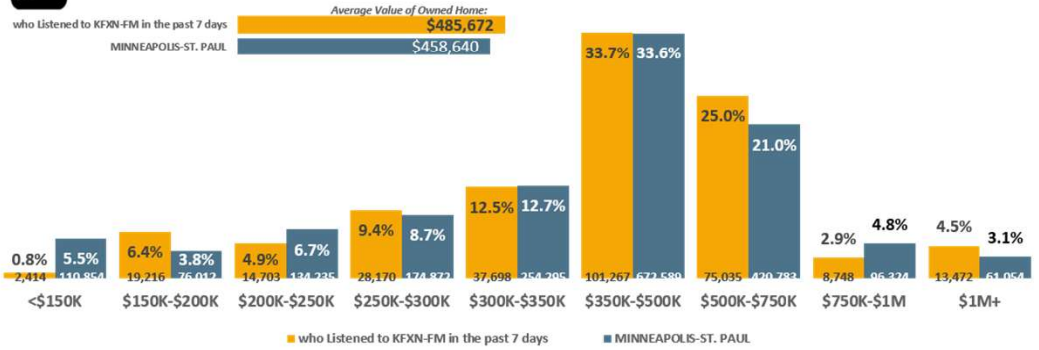
Type of Home: Adults 18 or older



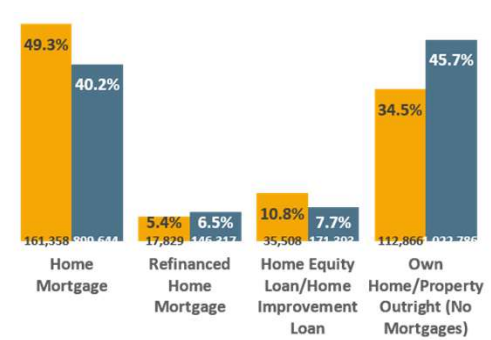
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



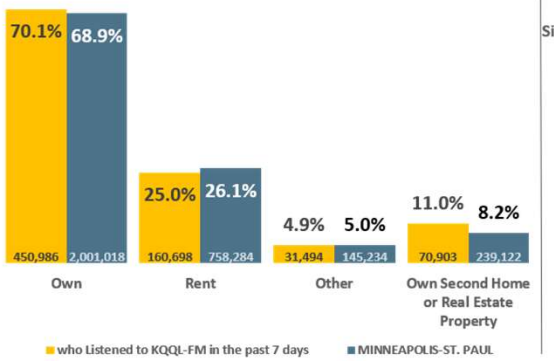
MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 219

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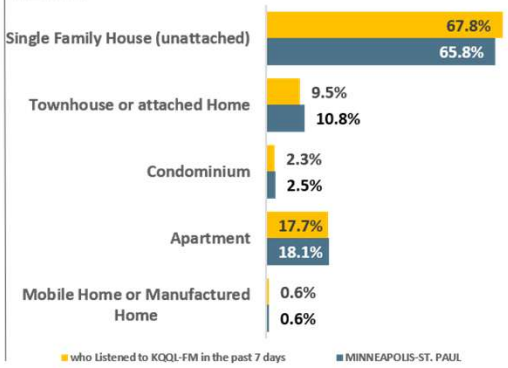
Radio Stations: KFXN-FM

22.1% or 643,178 of MINNEAPOLIS-ST. PAUL Metro Adults 18 or older Listened to KQQL-FM in the past 7 days. Adults 18 or older who Listened to KQQL-FM in the past 7 days are 1.8% more likely to own their home, 4.% more likely to own a higher valued home, 3.% more likely to have a single-family home, 8.8% more likely to have a dog.

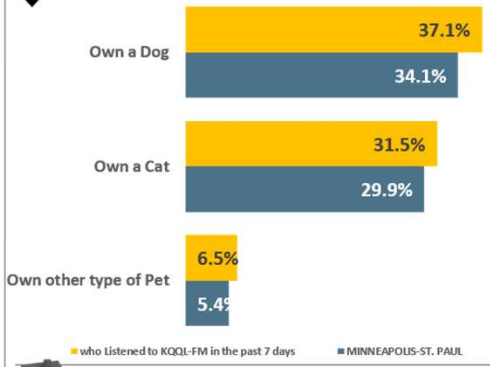
Own/Rent/Other: Adults 18 or older



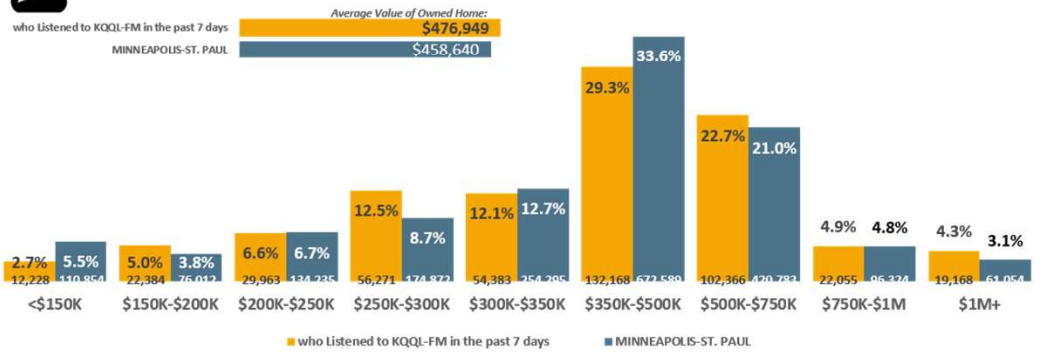
Type of Home: Adults 18 or older



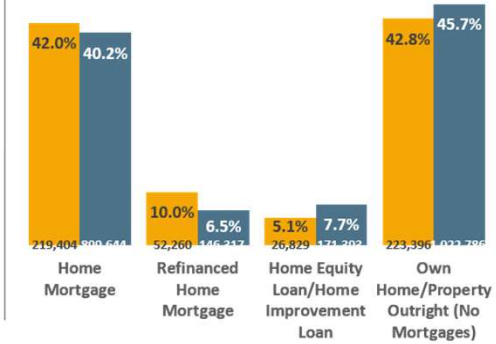
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



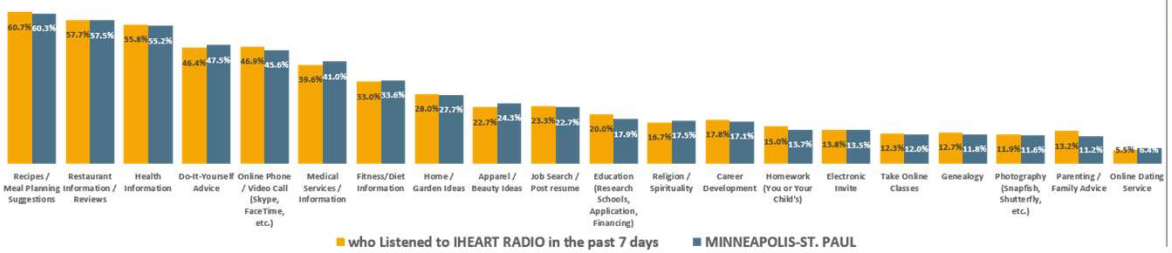
MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 360

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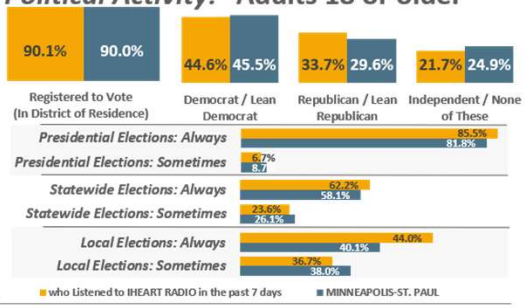
Radio Stations: KQQL-FM

53.4% or 1,552,189 of MINNEAPOLIS-ST. PAUL Metro Adults 18 or older Listened to IHEART RADIO in the past... Adults 18 or older who Listened to IHEART RADIO in the past 7 days are 2.3% less likely to look up D-I-Y advice online, 9.6% more likely to always vote in local elections, 4.% more likely to belong to a gym, 3.3% more likely to fly domestic past yr.

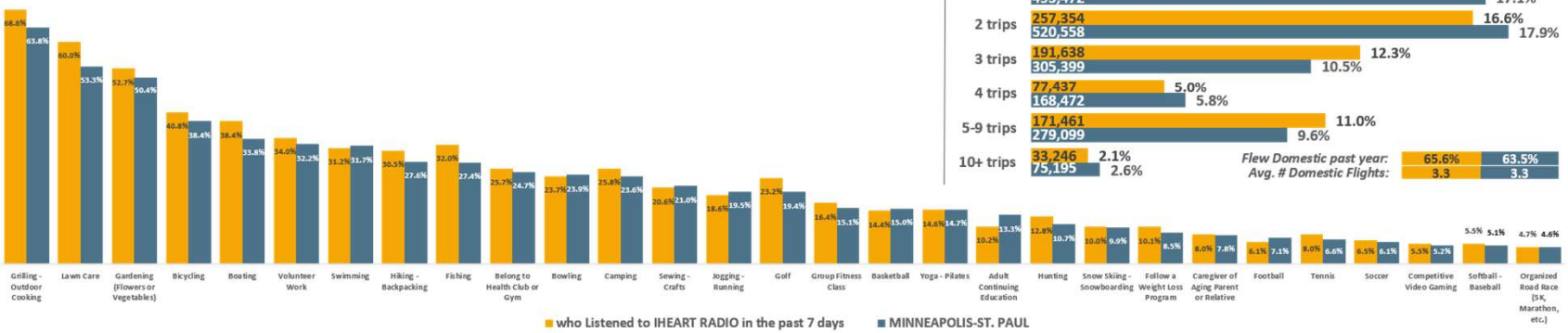
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

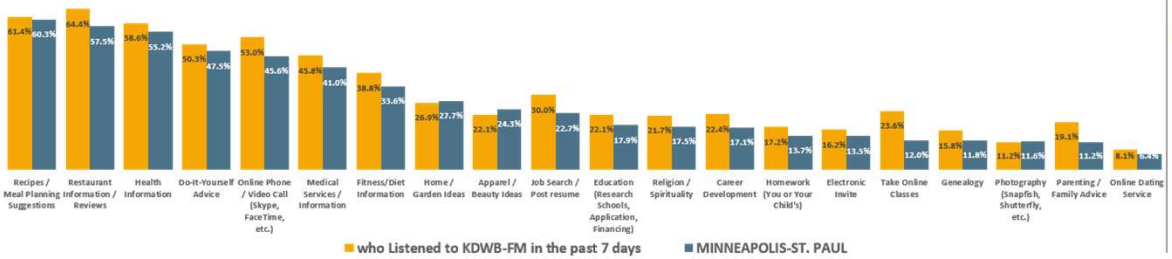
MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 799

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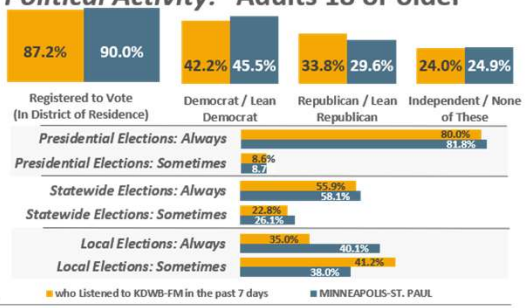
(Radio Stations: KDWB-FM OR Radio Stations: KEEY-FM OR Radio Stations: KFXN-FM OR Radio Stations: KQQL-FM OR Radio Stations: KTCZ-FM OR Radio Stations: KTCZ-FM HD3 OR Radio Stations: KTLK-AM)

14.8% or 431,068 of MINNEAPOLIS-ST. PAUL Metro Adults 18 or older Listened to KDWB-FM in the past 7 days. Adults 18 or older who Listened to KDWB-FM in the past 7 days are 5.8% more likely to look up D-I-Y advice online, 12.7% less likely to always vote in local elections, 2.% more likely to belong to a gym, 9.5% more likely to fly domestic past yr.

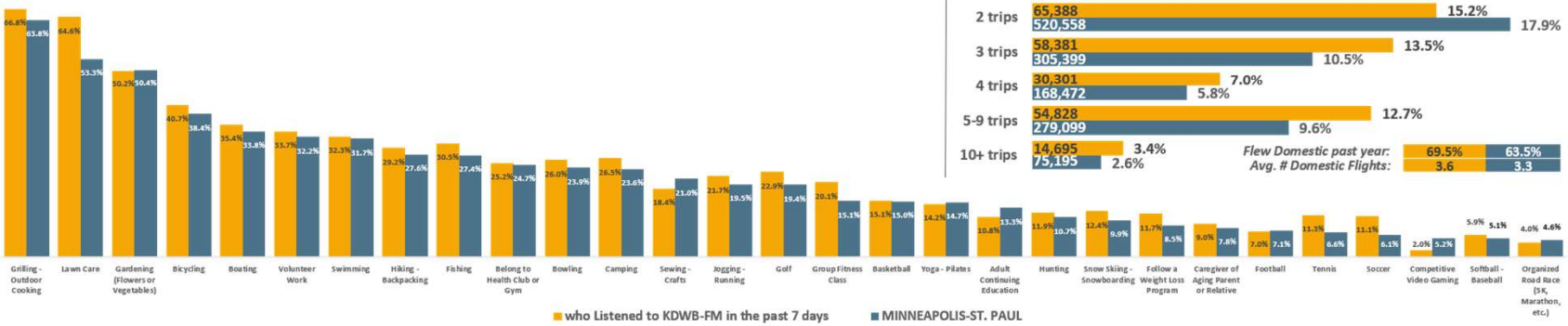
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



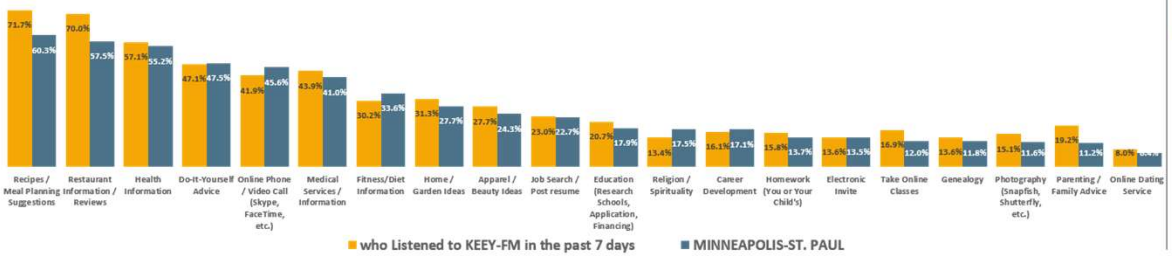
Past 12-months Domestic Airline Trips: Adults 18 or older

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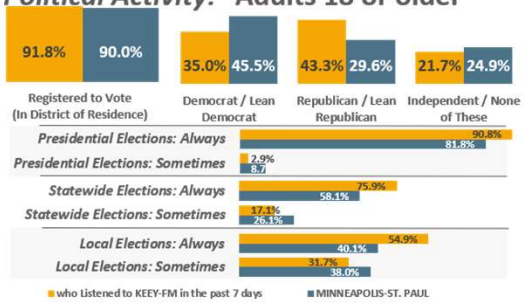
Radio Stations: KDWB-FM

13.7% or 397,865 of MINNEAPOLIS-ST. PAUL Metro Adults 18 or older Listened to KEEY-FM in the past 7 days. Adults 18 or older who Listened to KEEY-FM in the past 7 days are .8% less likely to look up D-I-Y advice online, 36.8% more likely to always vote in local elections, 12.4% more likely to belong to a gym, 2.3% less likely to fly domestic past yr.

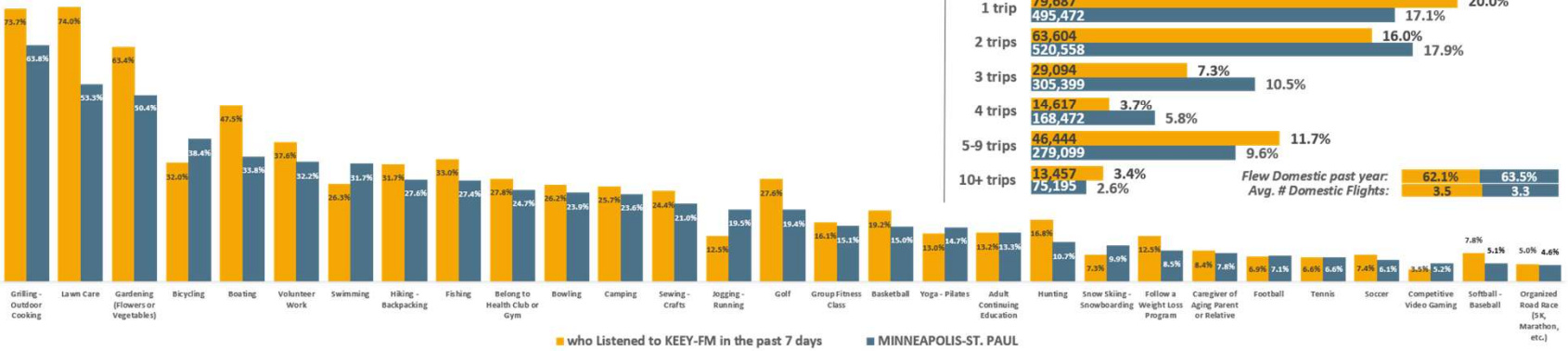
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



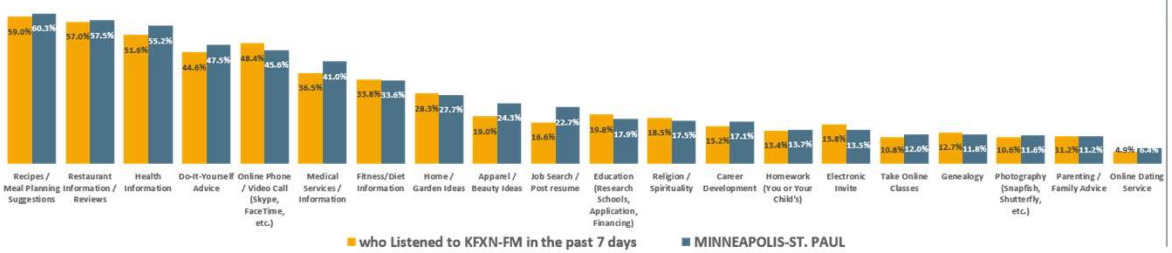
Past 12-months Domestic Airline Trips: Adults 18 or older

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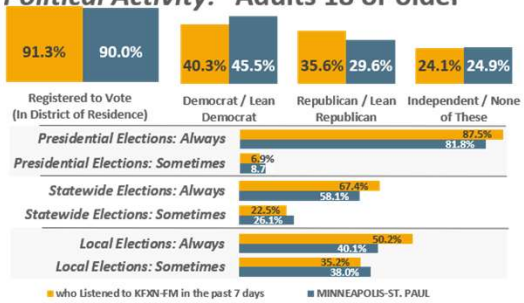
Radio Stations: KEEY-FM

13.9% or 403,790 of MINNEAPOLIS-ST. PAUL Metro Adults 18 or older Listened to KFXN-FM in the past 7 days. Adults 18 or older who Listened to KFXN-FM in the past 7 days are 6.1% less likely to look up D-I-Y advice online, 25.2% more likely to always vote in local elections, 5.3% more likely to belong to a gym, 10.% more likely to fly domestic past yr.

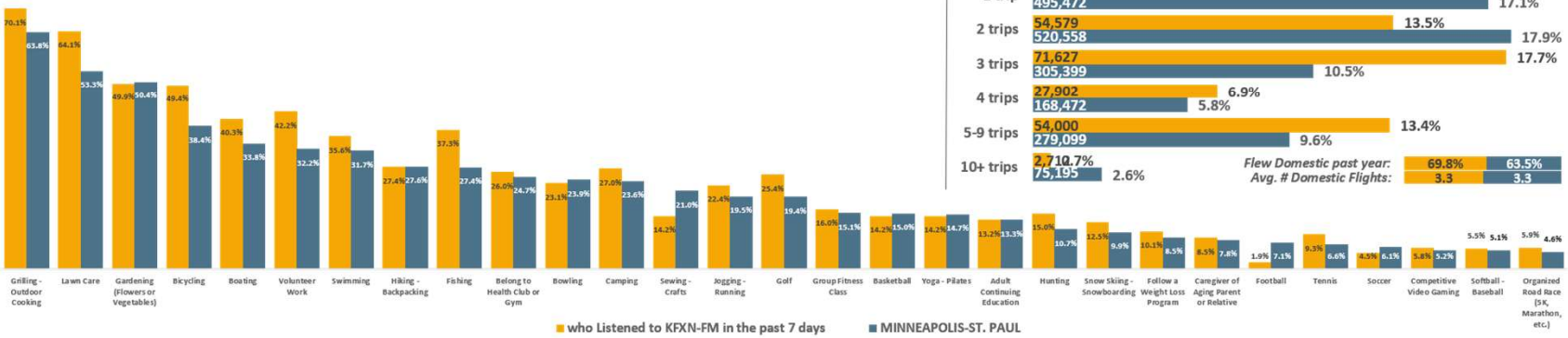
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

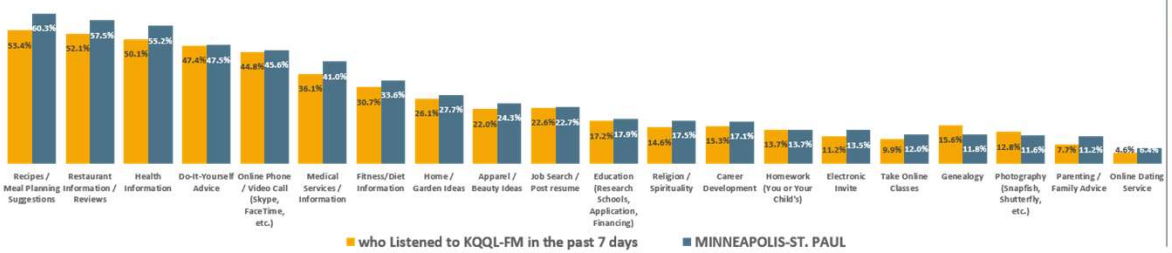
MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 219

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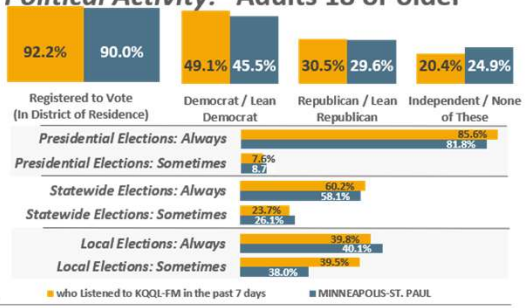
Radio Stations: KFXN-FM

22.1% or 643,178 of MINNEAPOLIS-ST. PAUL Metro Adults 18 or older Listened to KQQL-FM in the past 7 days. Adults 18 or older who Listened to KQQL-FM in the past 7 days are .3% less likely to look up D-I-Y advice online, .8% less likely to always vote in local elections, 11.4% less likely to belong to a gym, .6% less likely to fly domestic past yr.

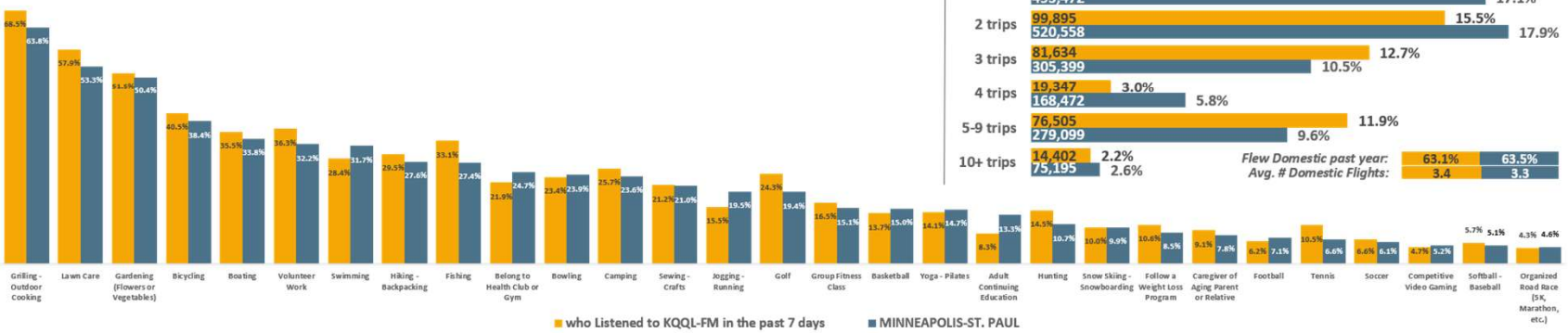
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

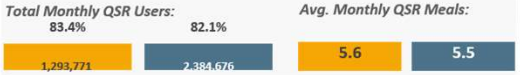
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53.4% or 1,552,189 of MINNEAPOLIS-ST. PAUL Metro Adults 18 or older Listened to IHEART RADIO in the past 7 days. Adults 18 or older who Listened to IHEART RADIO in the past 7 days are 1.5% more likely to use QSRs past mo., 3.7% more likely to use Sit-Down Restaurants past mo., 8.% more likely to use Casinos past yr., 1.4% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:

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



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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

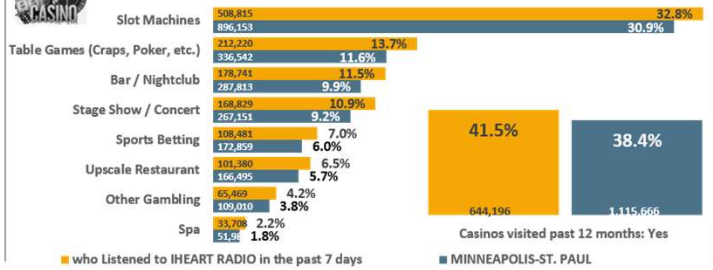


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 799

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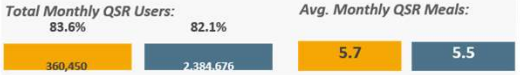
(Radio Stations: KDWB-FM OR Radio Stations: KEEY-FM OR Radio Stations: KFXN-FM OR Radio Stations: KQQL-FM OR Radio Stations: KTCZ-FM OR Radio Stations: KTCZ-FM HD3 OR Radio Stations: KTLK-AM)

14.8% or 431,068 of MINNEAPOLIS-ST. PAUL Metro Adults 18 or older Listened to KDWB-FM in the past 7 days. Adults 18 or older who Listened to KDWB-FM in the past 7 days are 1.8% more likely to use QSRs past mo., 4.% more likely to use Sit-Down Restaurants past mo., 13.3% more likely to use Casinos past yr., 15.4% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:

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



Total Monthly Sit-Down Restaurant Users:



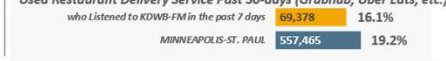
Avg. Monthly Sit-Down Restaurant Meals:

Top-10 Cuisines: Adults 18 or older

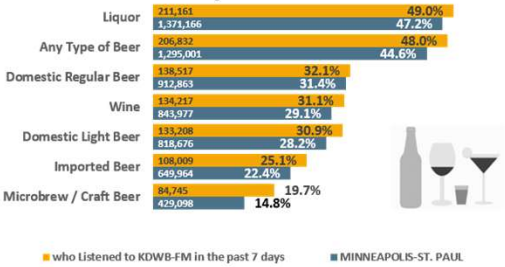
(Sit-Down Restaurants Used Past 30-days)



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

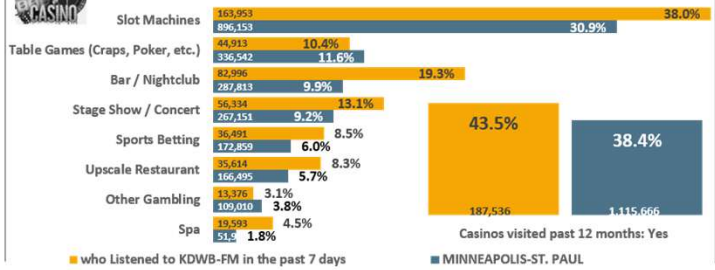


Drank Past 30-days: Adults 18 or older



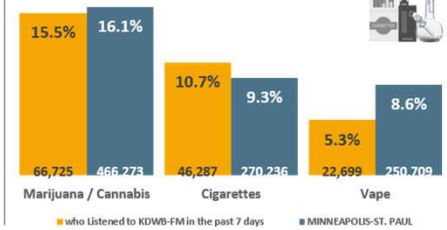
Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older





MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 209

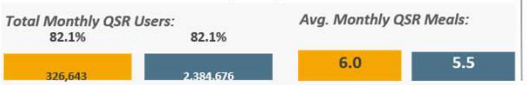
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Radio Stations: KDWB-FM

13.7% or 397,865 of MINNEAPOLIS-ST. PAUL Metro Adults 18 or older Listened to KEEY-FM in the past 7 days. Adults 18 or older who Listened to KEEY-FM in the past 7 days are .% less likely to use QSRs past mo., 14.5% more likely to use Sit-Down Restaurants past mo., 18.1% more likely to use Casinos past yr., 67.8% less likely to smoke cigarettes.

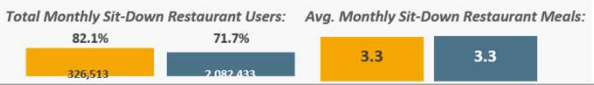
Past 30-days QSR Users: Adults 18 or older





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





Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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

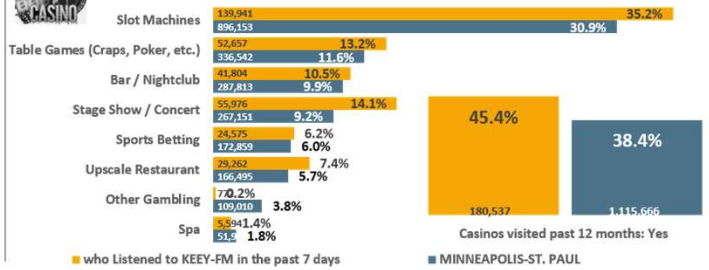
who Listened to KEEY-FM in the past 7 days	59,677	15.0%
MINNEAPOLIS-ST. PAUL	557,465	19.2%

Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



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Radio Stations: KEEY-FM

KFAN SPORTS RADIO - FM 100.3

13.9% or 403,790 of MINNEAPOLIS-ST. PAUL Metro Adults 18 or older Listened to KFXN-FM in the past 7 days. Adults 18 or older who Listened to KFXN-FM in the past 7 days are 4.2% more likely to use QSRs past mo., 25.6% more likely to use Sit-Down Restaurants past mo., 17.3% more likely to use Casinos past yr., 22.1% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 85.6% 345,608 | 82.1% 2,384,676

Avg. Monthly QSR Meals: 5.3 | 5.5

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



Total Monthly Sit-Down Restaurant Users: 90.1% 363,710 | 71.7% 2,082,433

Avg. Monthly Sit-Down Restaurant Meals: 3.1 | 3.3

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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

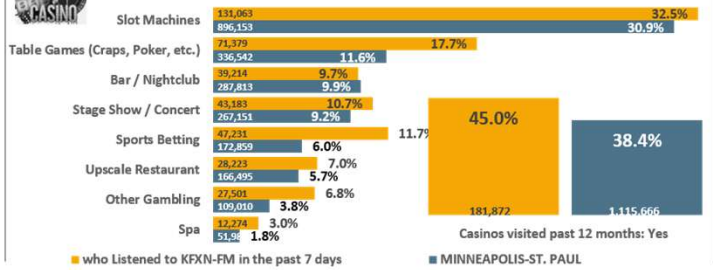
who Listened to KFXN-FM in the past 7 days	54,238	13.4%
MINNEAPOLIS-ST. PAUL	557,465	19.2%

Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



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Radio Stations: KFXN-FM

22.1% or 643,178 of MINNEAPOLIS-ST. PAUL Metro Adults 18 or older Listened to KQQL-FM in the past 7 days. Adults 18 or older who Listened to KQQL-FM in the past 7 days are 2.2% more likely to use QSRs past mo., 1.3% more likely to use Sit-Down Restaurants past mo., 2.4% more likely to use Casinos past yr., 23.4% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



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



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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

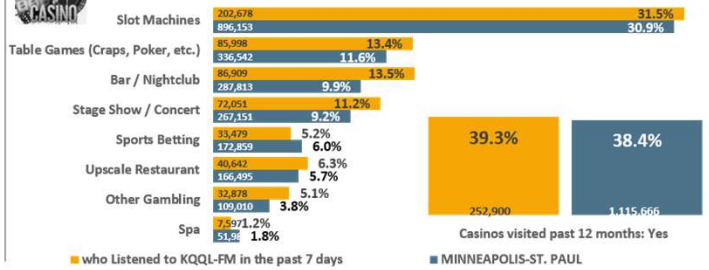
who Listened to KQQL-FM in the past 7 days	118,919	18.5%
MINNEAPOLIS-ST. PAUL	557,465	19.2%

Drank Past 30-days: Adults 18 or older



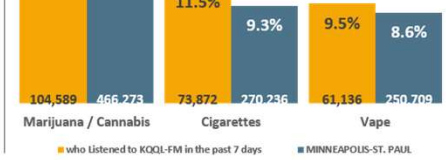
Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older





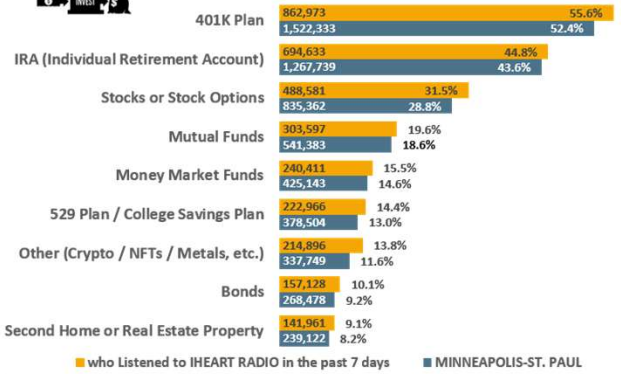
MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 360

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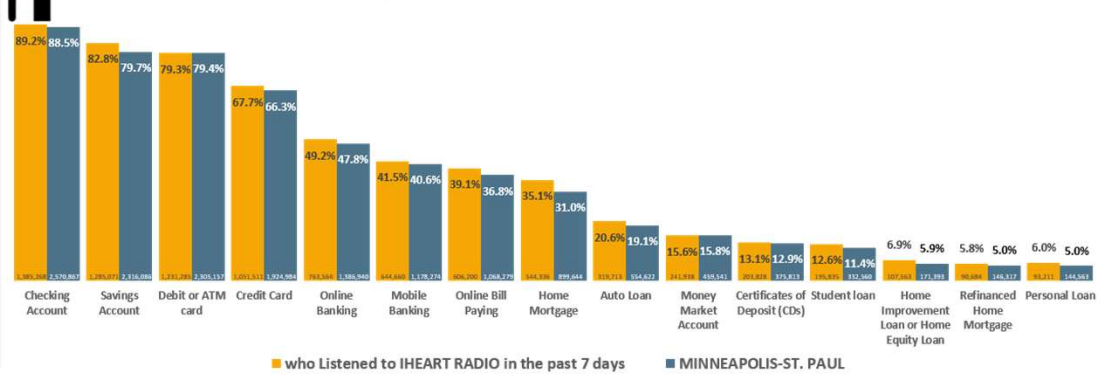
Radio Stations: KQQL-FM

53.4% or 1,552,189 of MINNEAPOLIS-ST. PAUL Metro Adults 18 or older Listened to IHEART RADIO in the past... Adults 18 or older who Listened to IHEART RADIO in the past 7 days are 6.1% more likely to have a 401K, 7.9% more likely to have an Auto Loan, 6.8% more likely to Invest/Trade Stocks Online, 2.7% more likely to pay with their Debit Card.

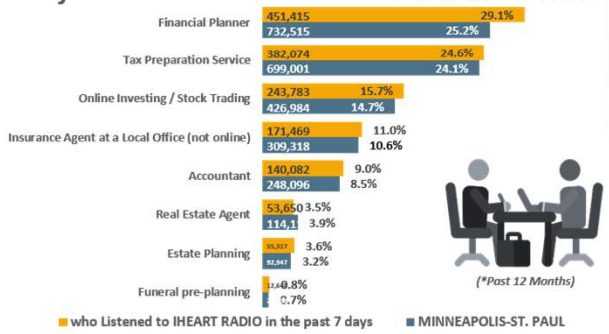
Investments Owned: Adults 18 or older



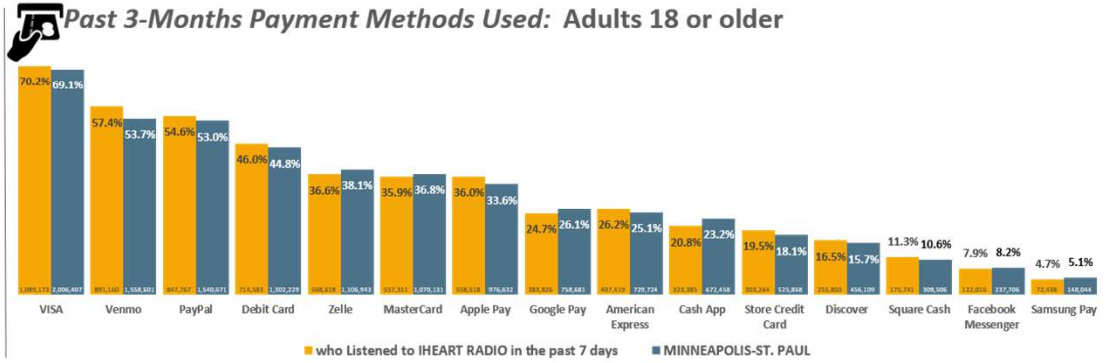
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



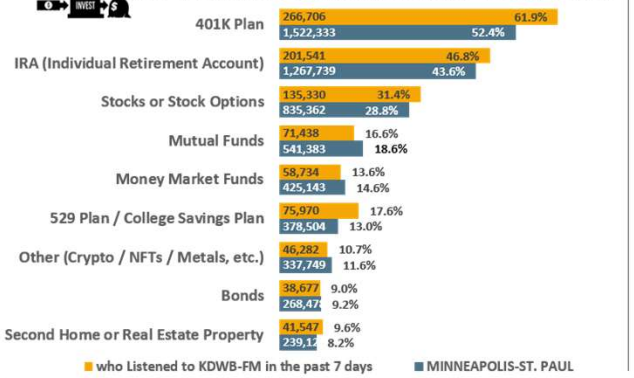
MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 799

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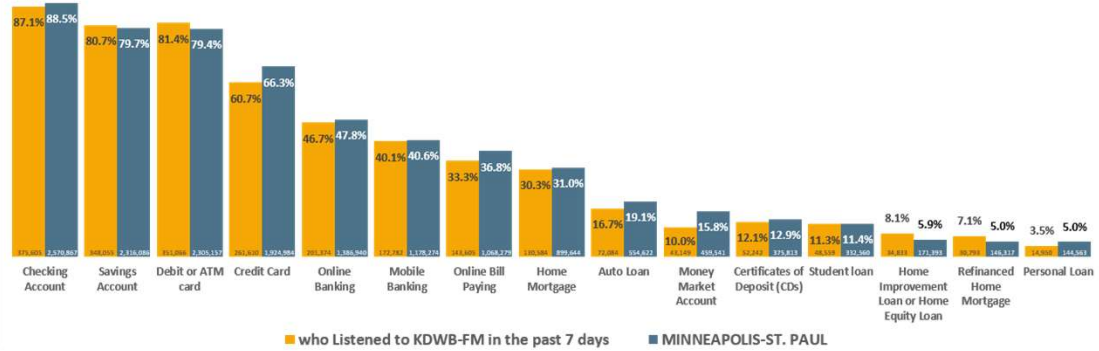
(Radio Stations: KDWB-FM OR Radio Stations: KEEY-FM OR Radio Stations: KFXN-FM OR Radio Stations: KQQL-FM OR Radio Stations: KTCZ-FM OR Radio Stations: KTCZ-FM HD3 OR Radio Stations: KTLK-AM)

14.8% or 431,068 of MINNEAPOLIS-ST. PAUL Metro Adults 18 or older Listened to KDWB-FM in the past 7 days. Adults 18 or older who Listened to KDWB-FM in the past 7 days are 18.% more likely to have a 401K, 12.4% less likely to have an Auto Loan, 6.4% more likely to Invest/Trade Stocks Online, 3.5% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



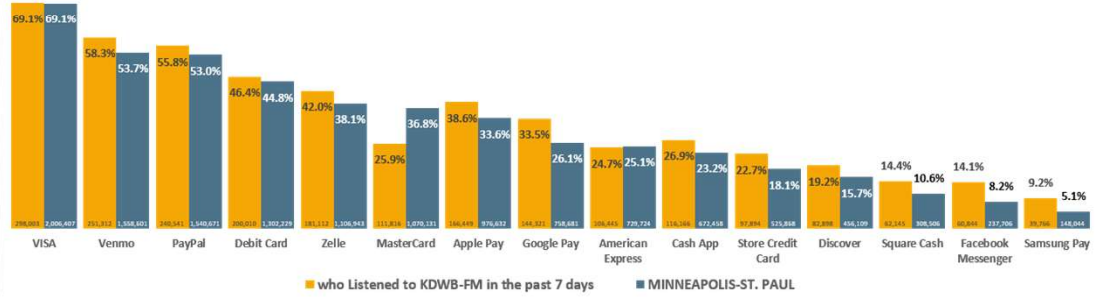
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



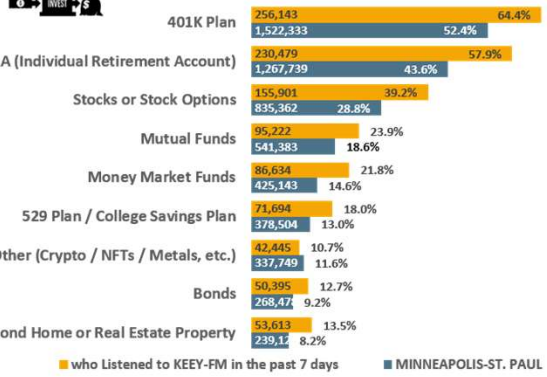
MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 209

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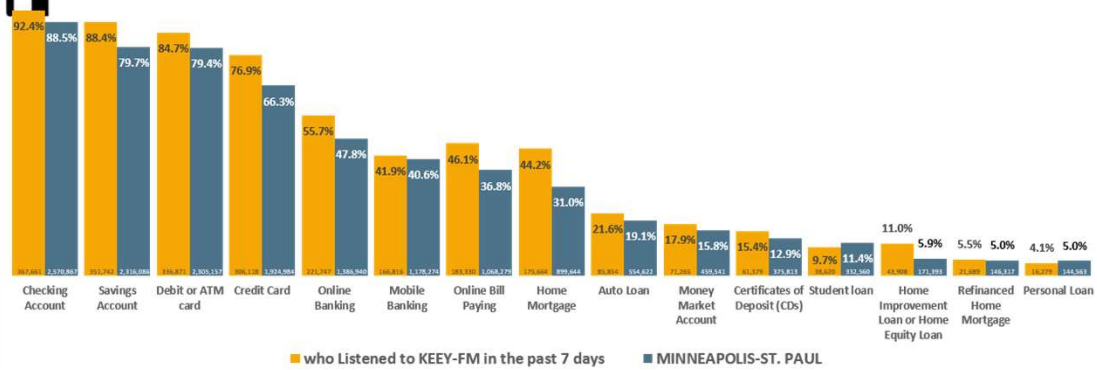
Radio Stations: KDWB-FM

13.7% or 397,865 of MINNEAPOLIS-ST. PAUL Metro Adults 18 or older Listened to KEEY-FM in the past 7 days. Adults 18 or older who Listened to KEEY-FM in the past 7 days are 22.8% more likely to have a 401K, 13.% more likely to have an Auto Loan, 47.5% more likely to Invest/Trade Stocks Online, 1.9% less likely to pay with their Debit Card.

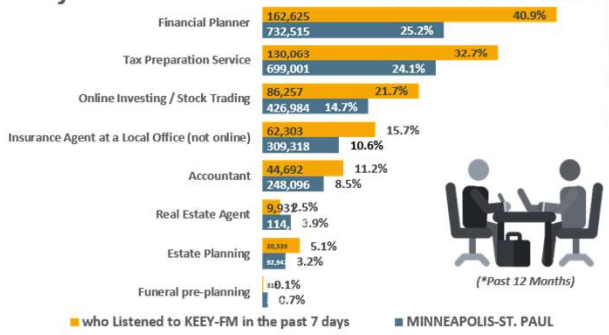
Investments Owned: Adults 18 or older



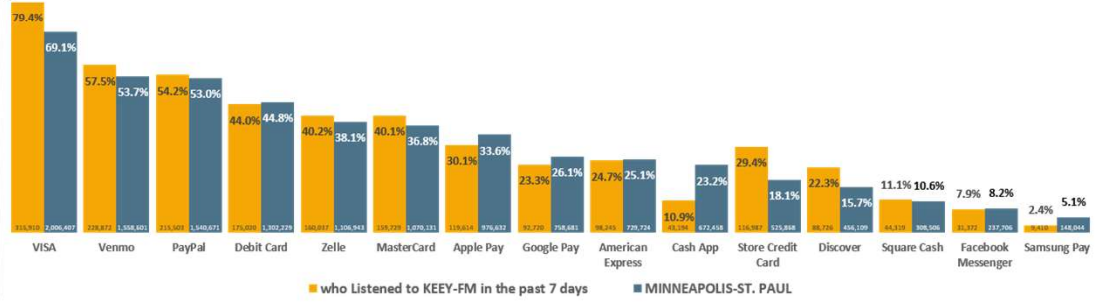
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



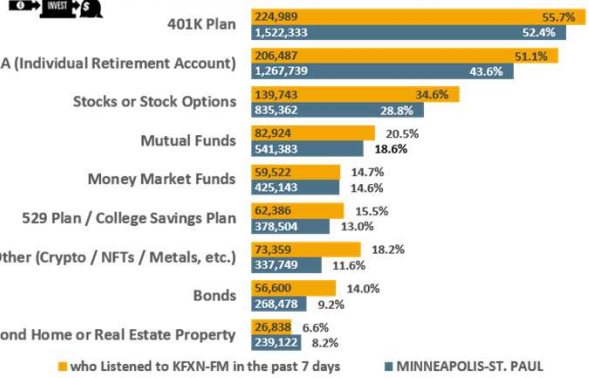
Past 3-Months Payment Methods Used: Adults 18 or older



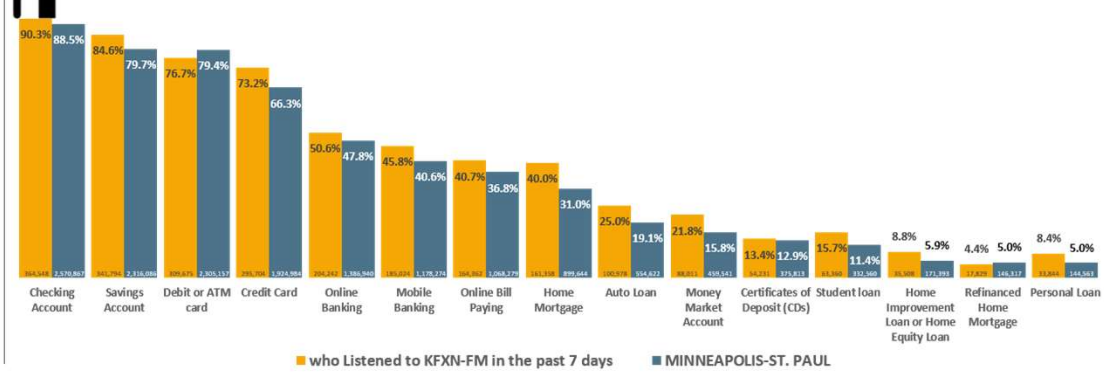
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13.9% or 403,790 of MINNEAPOLIS-ST. PAUL Metro Adults 18 or older Listened to KFXN-FM in the past 7 days. Adults 18 or older who Listened to KFXN-FM in the past 7 days are 6.3% more likely to have a 401K, 31.% more likely to have an Auto Loan, 4.3% more likely to Invest/Trade Stocks Online, 15.9% more likely to pay with their Debit Card.

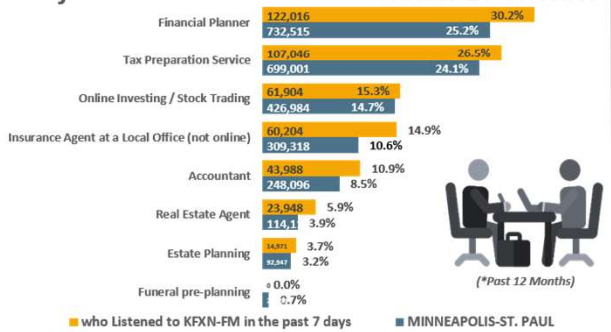
Investments Owned: Adults 18 or older



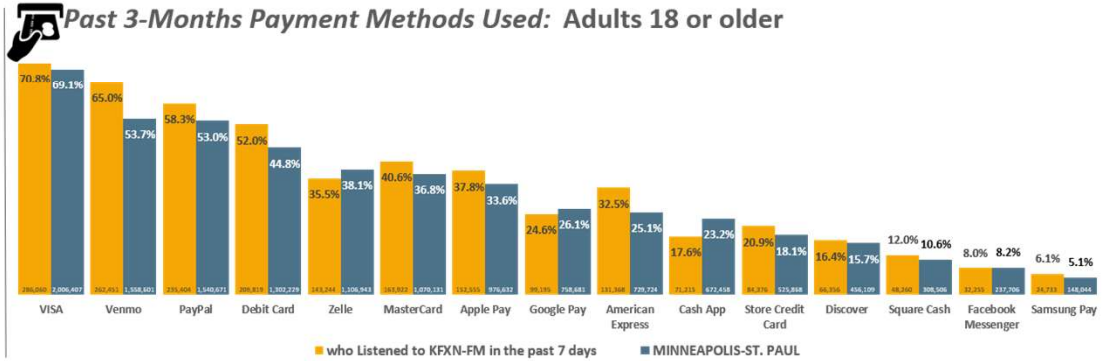
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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

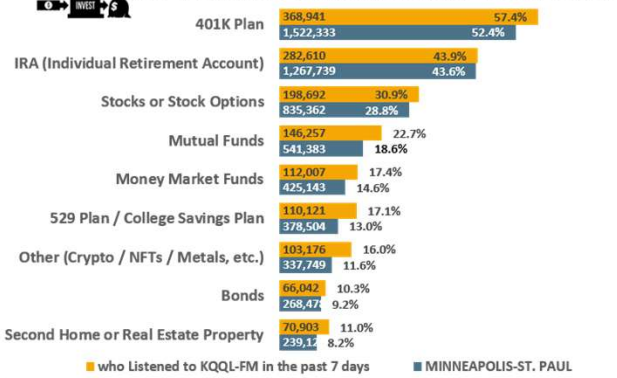


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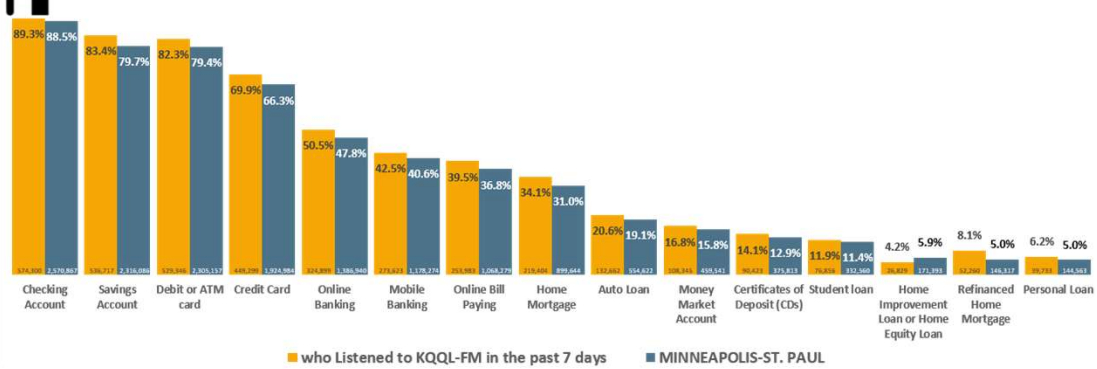
Radio Stations: KFXN-FM

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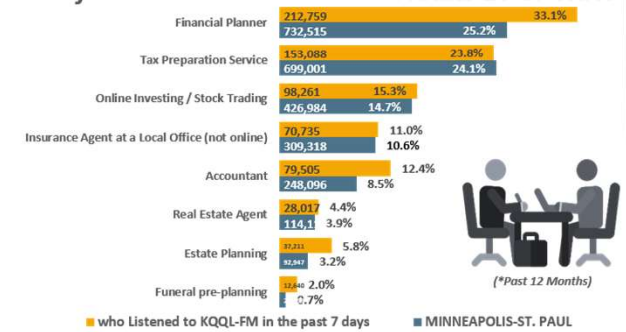
Investments Owned: Adults 18 or older



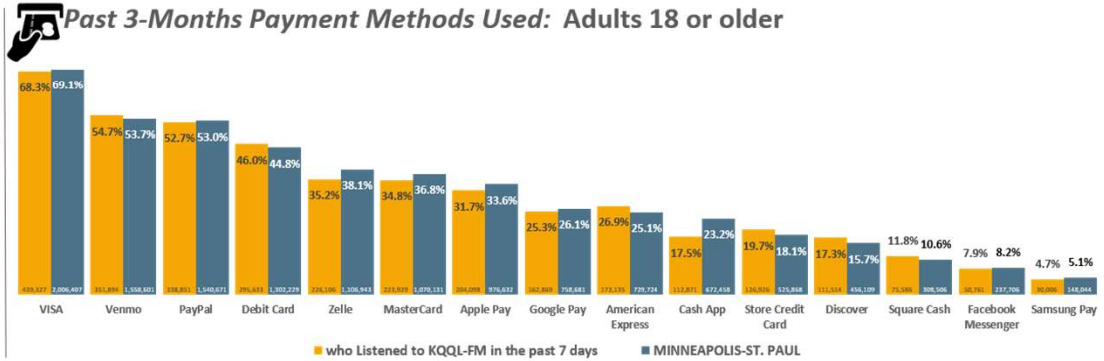
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older

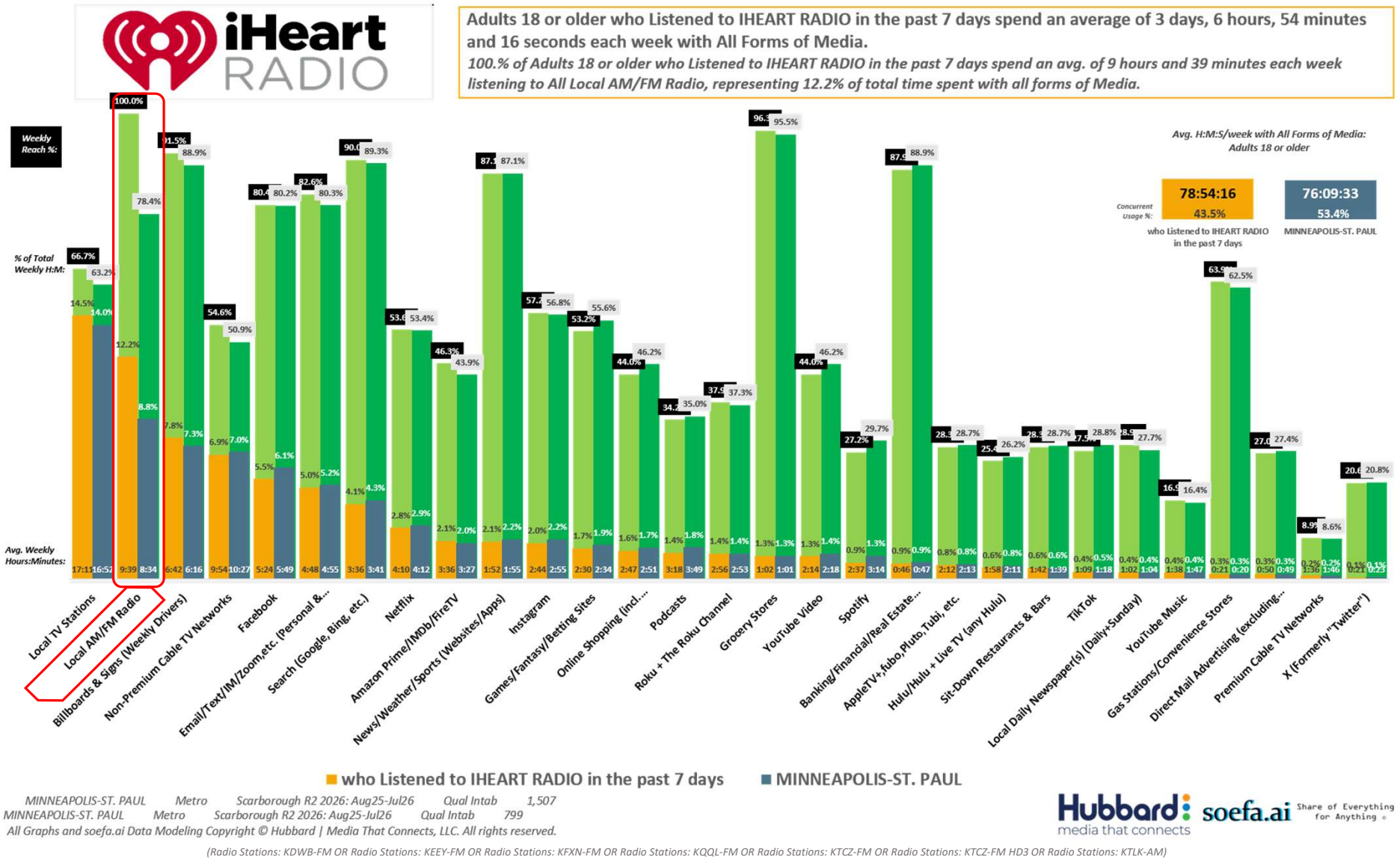


Past 3-Months Payment Methods Used: Adults 18 or older



MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 360

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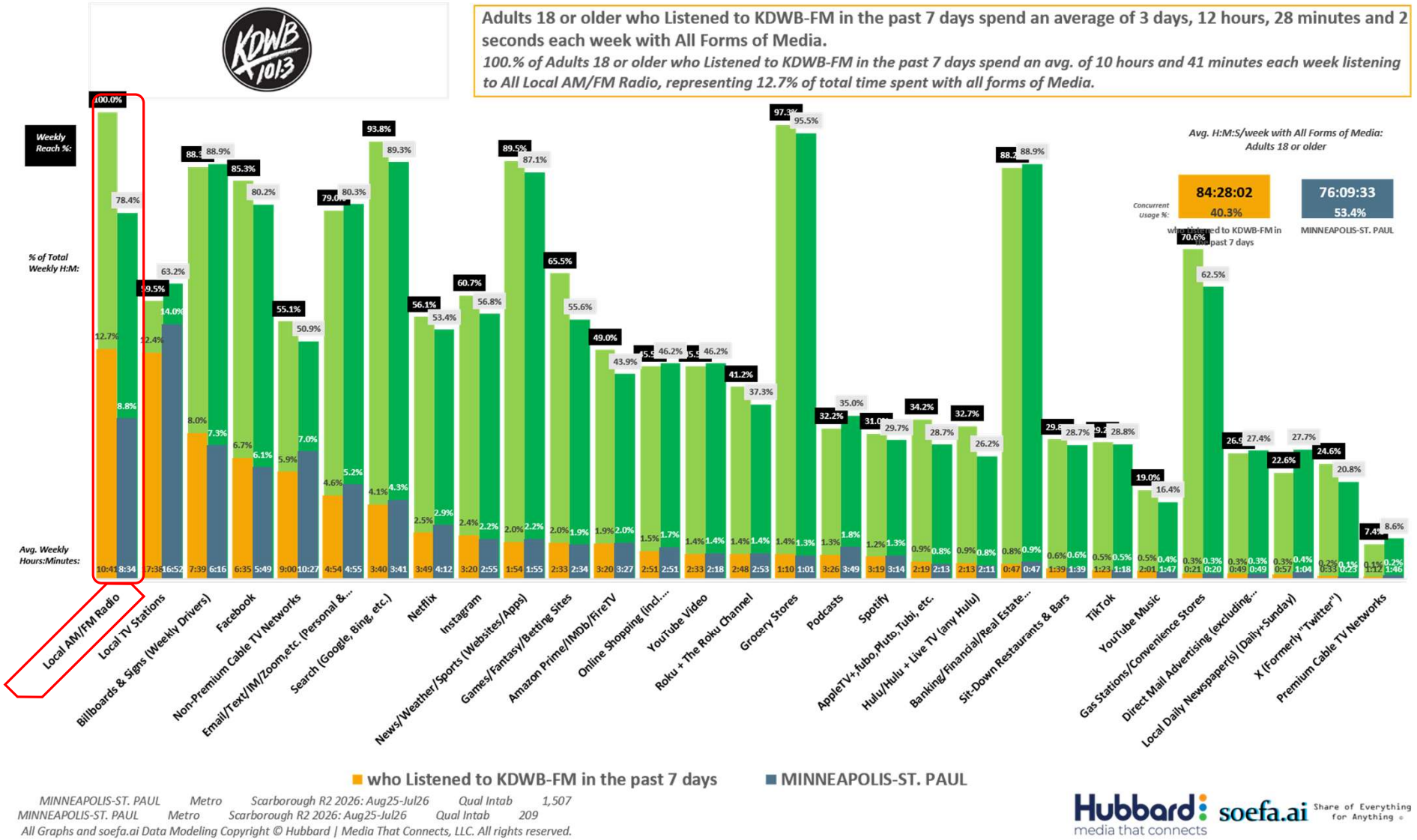


MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 1,507
MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 799

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(Radio Stations: KDWB-FM OR Radio Stations: KEEY-FM OR Radio Stations: KFXN-FM OR Radio Stations: KQQL-FM OR Radio Stations: KTCZ-FM OR Radio Stations: KTCZ-FM HD3 OR Radio Stations: KTLK-AM)

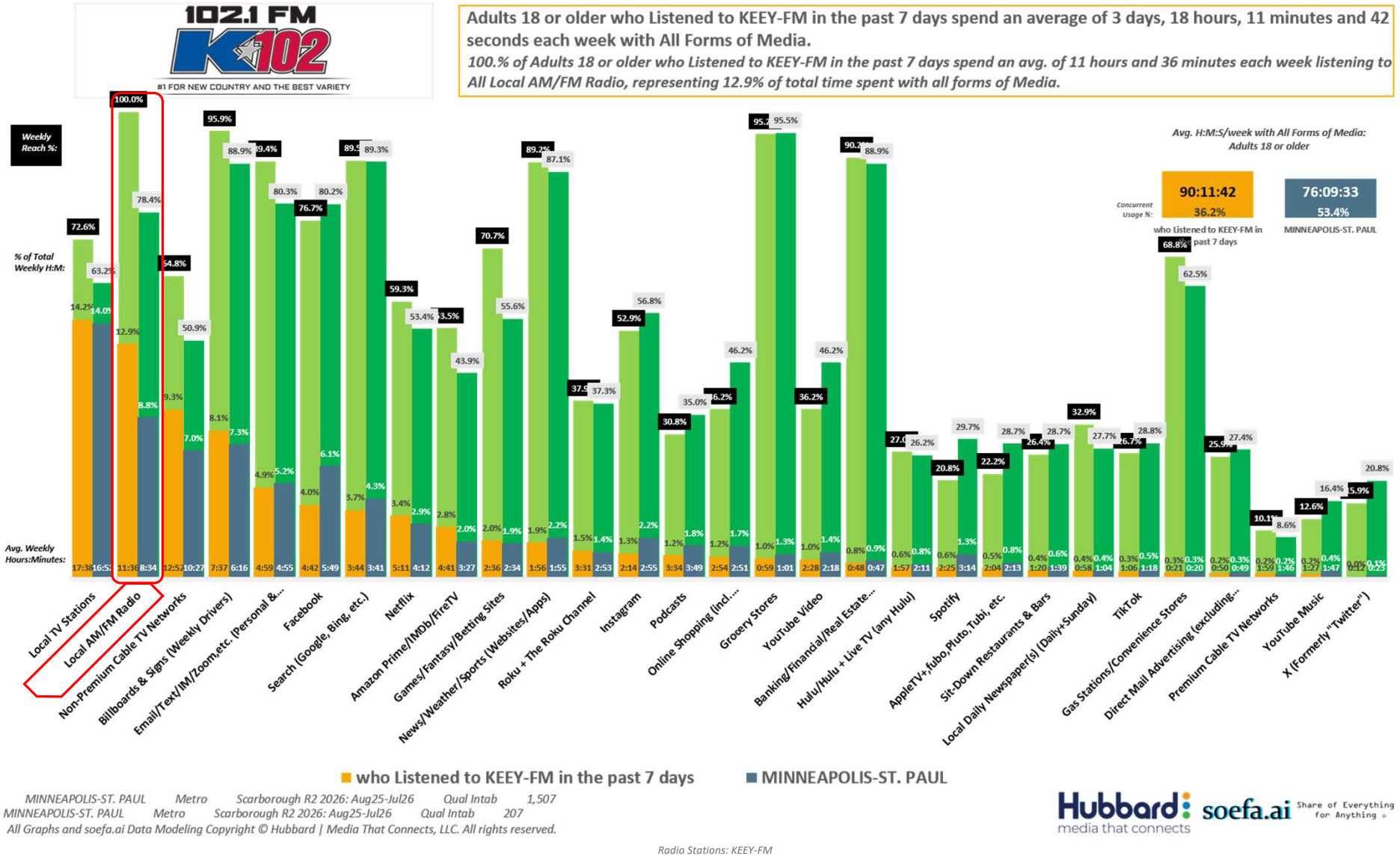


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Radio Stations: KDWB-FM

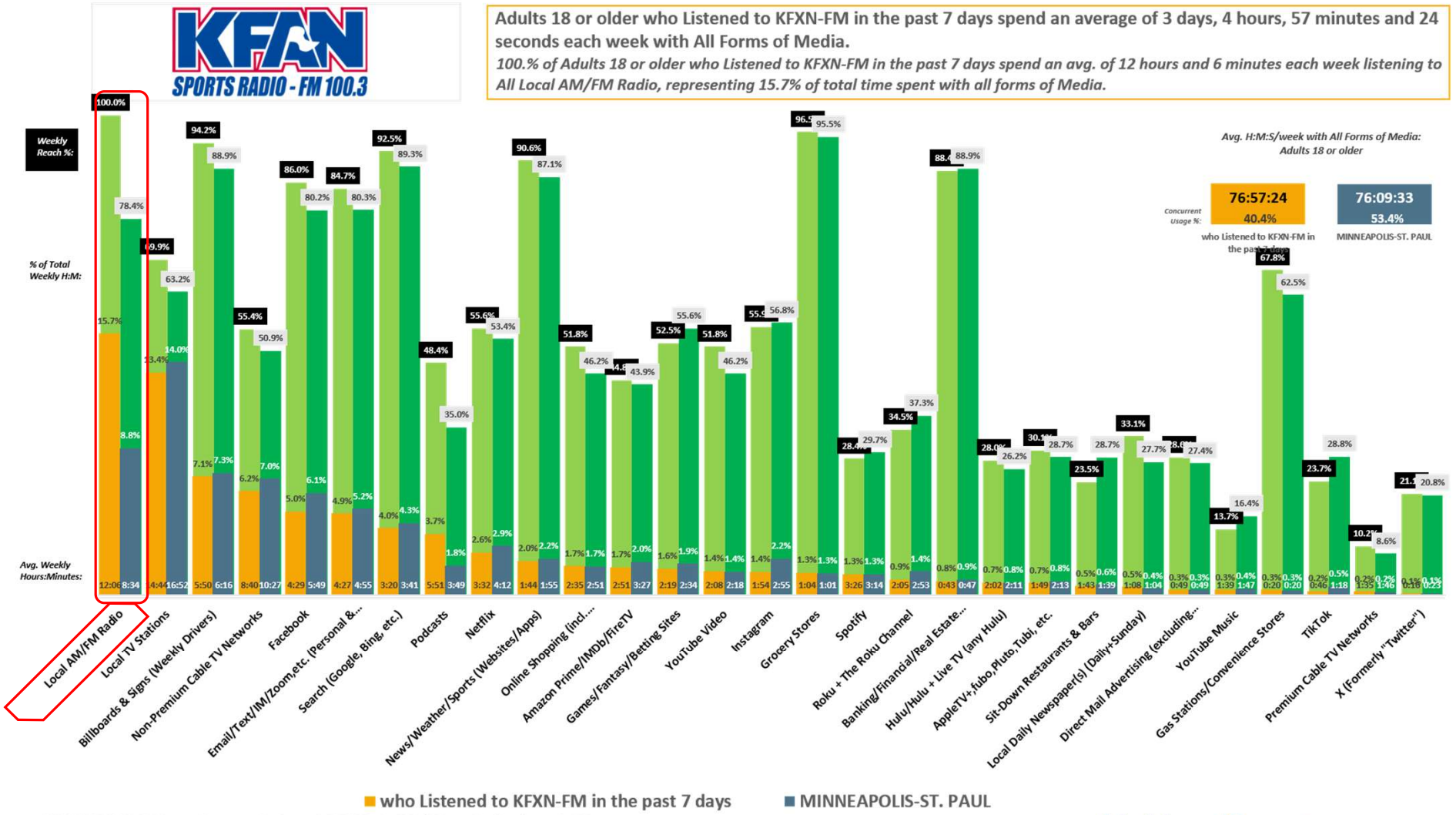


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Radio Stations: KEEY-FM

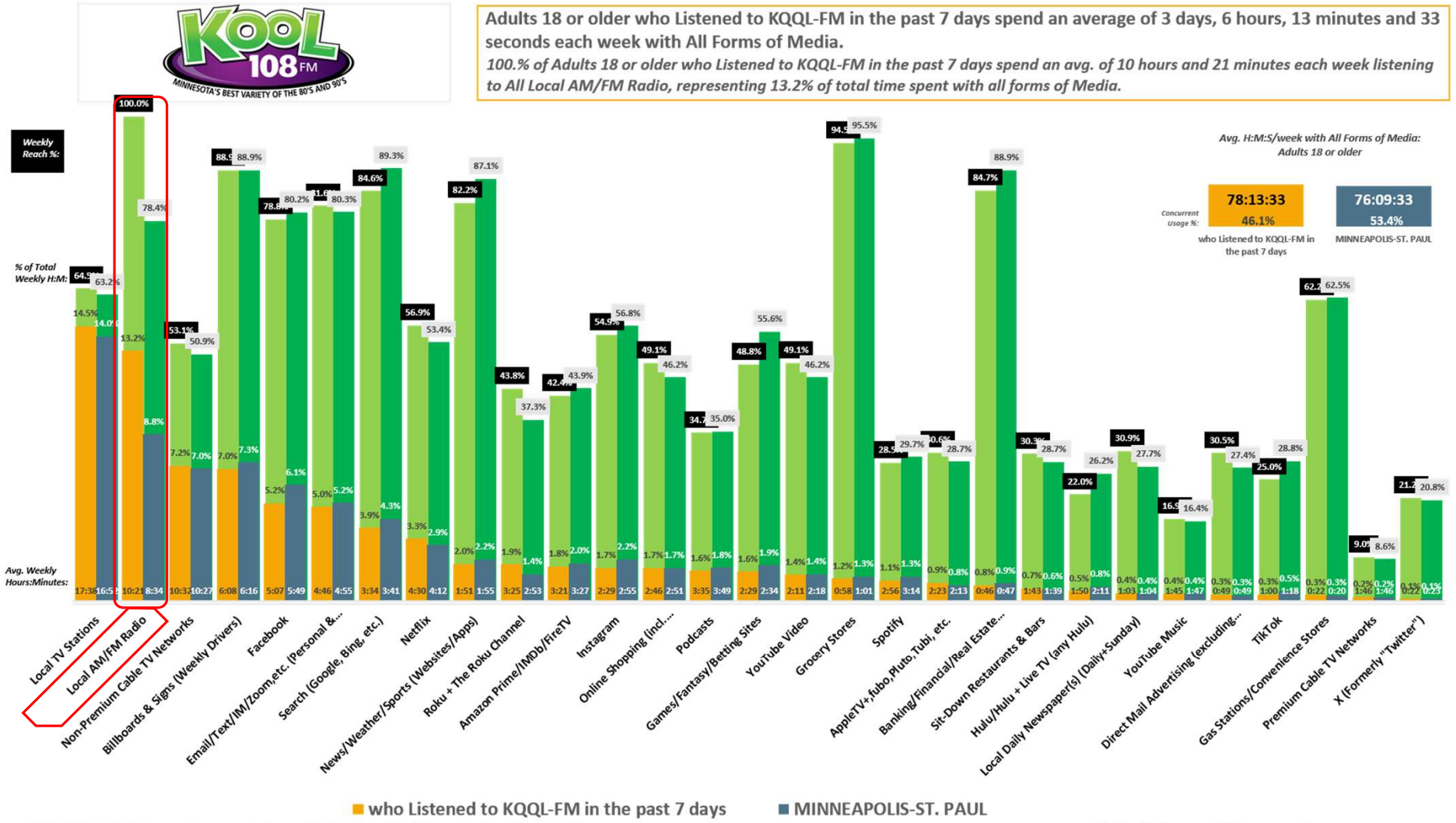


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Radio Stations: KFXN-FM

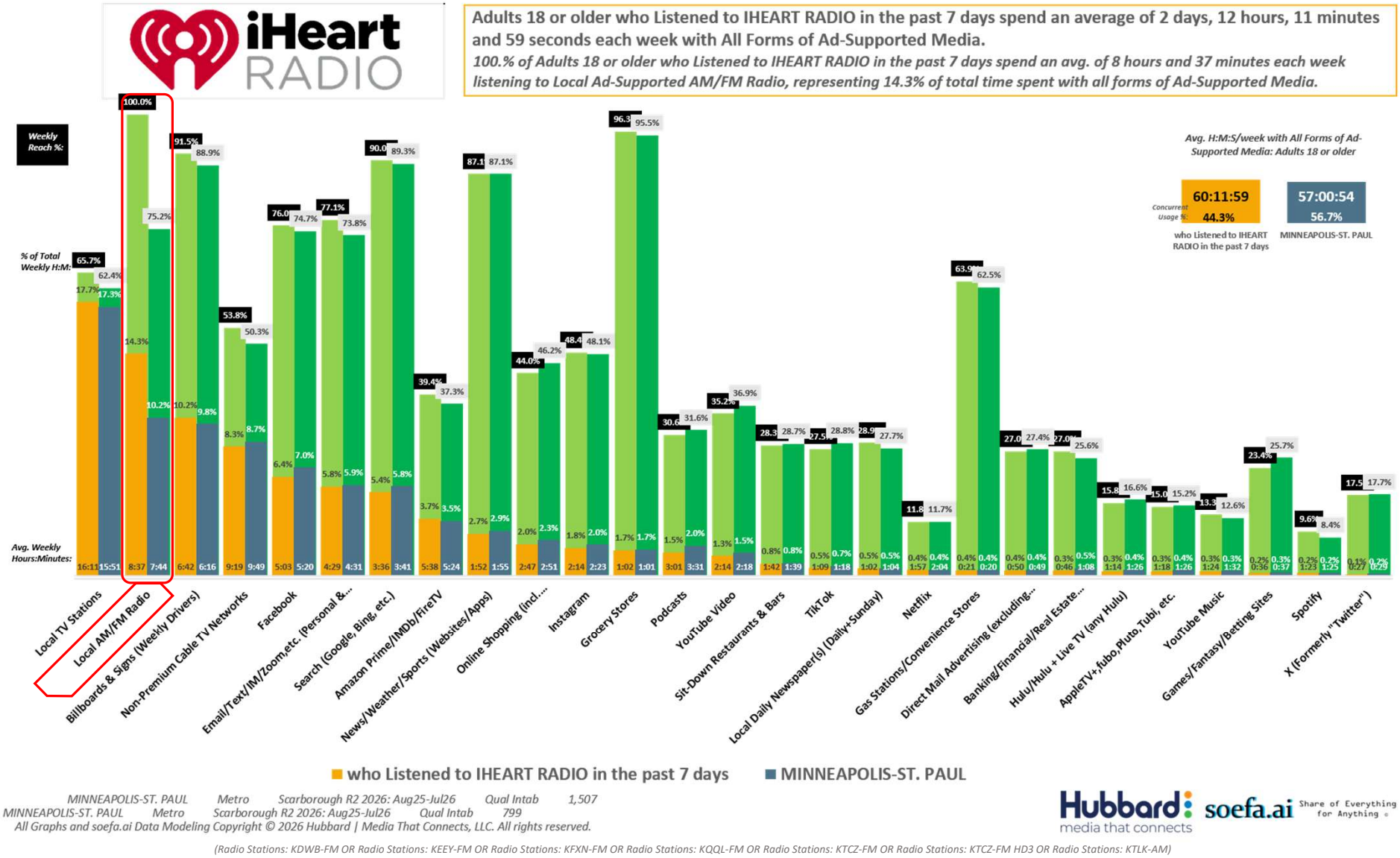


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MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 360

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Radio Stations: KQQL-FM



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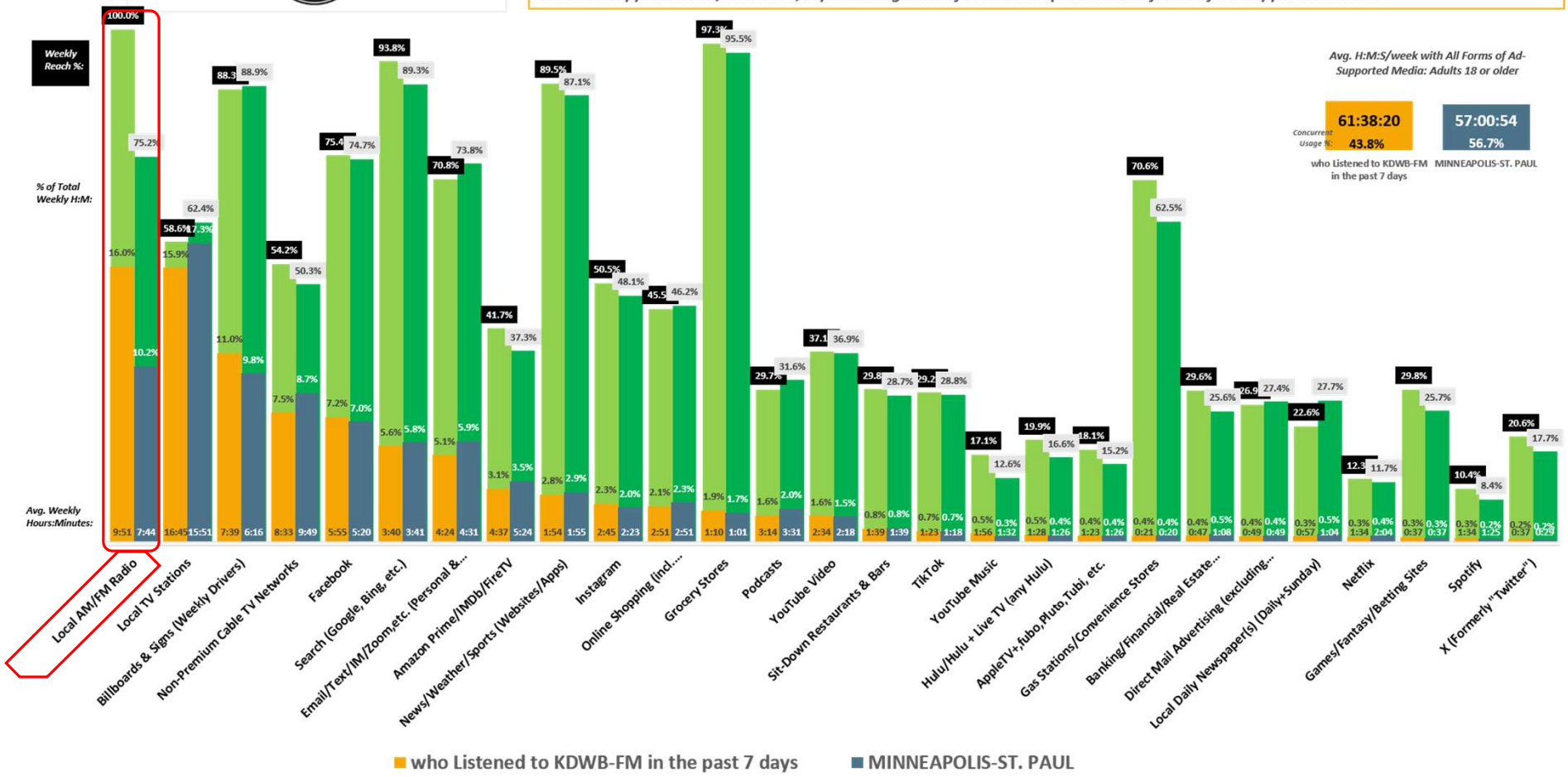
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Adults 18 or older who Listened to KDWB-FM in the past 7 days spend an average of 2 days, 13 hours, 38 minutes and 20 seconds each week with All Forms of Ad-Supported Media.

100.% of Adults 18 or older who Listened to KDWB-FM in the past 7 days spend an avg. of 9 hours and 51 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 16.% of total time spent with all forms of Ad-Supported Media.

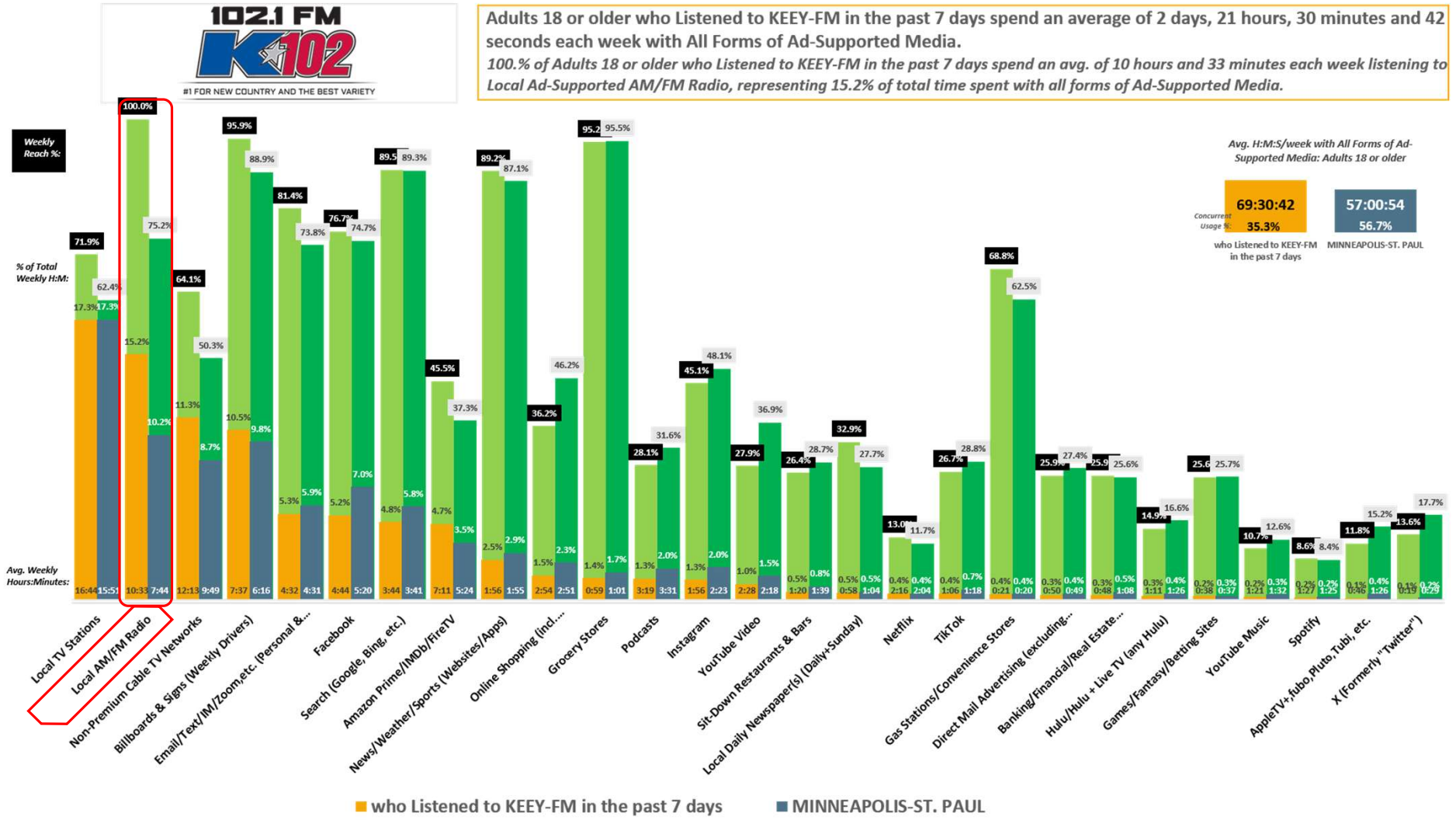


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Radio Stations: KDWB-FM

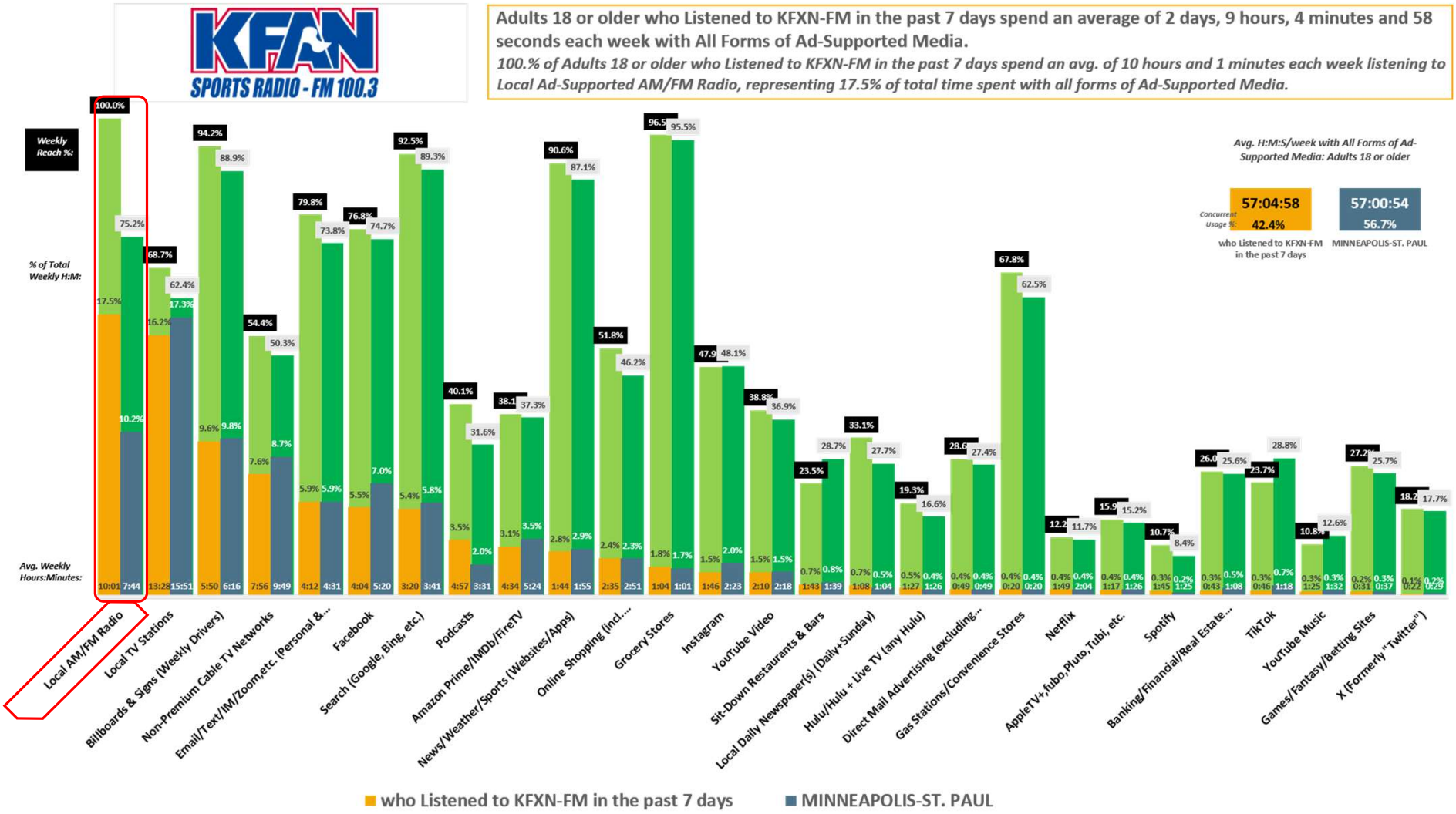


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Radio Stations: KEEY-FM



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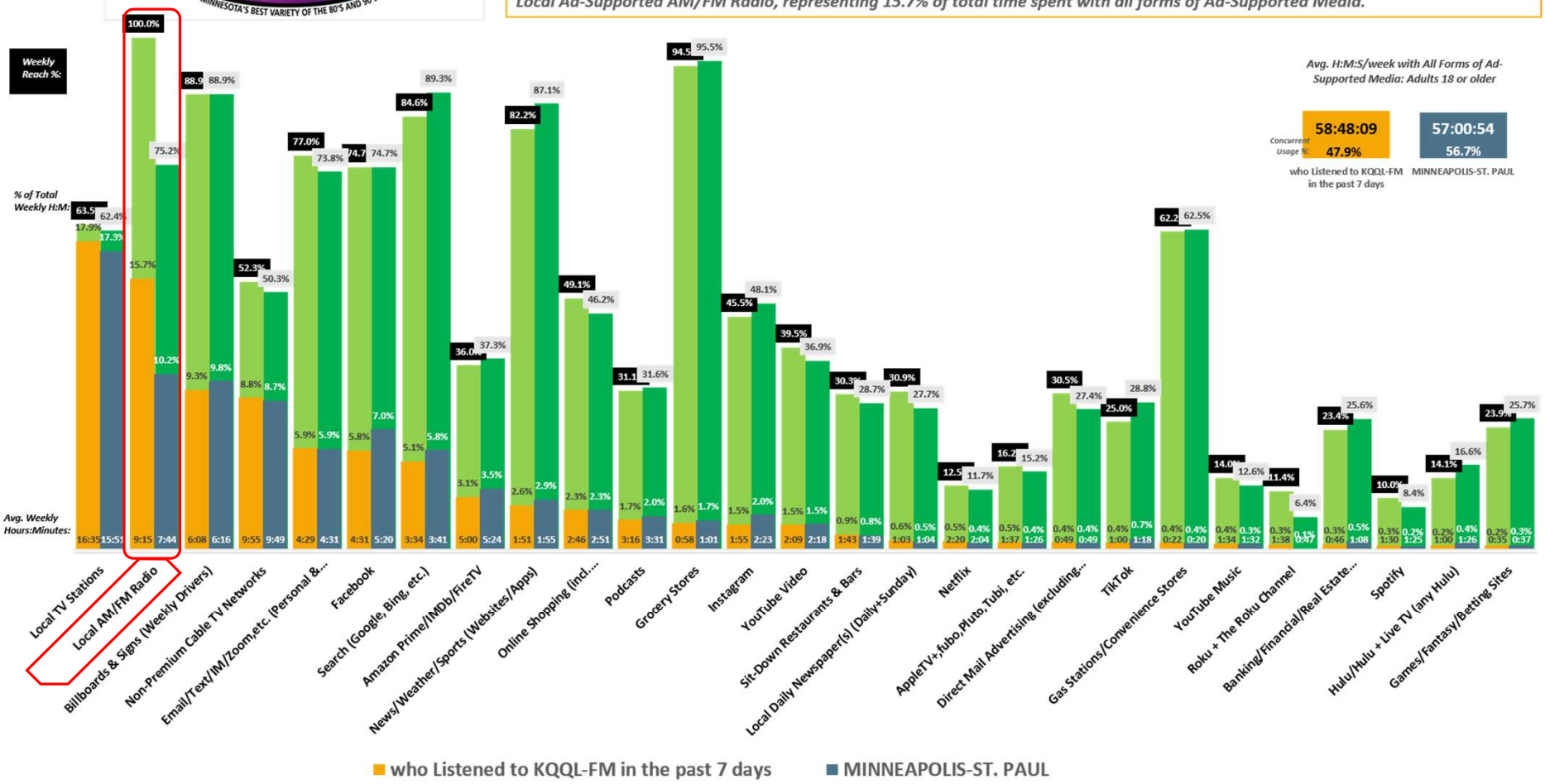
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Radio Stations: KFXN-FM

Adults 18 or older who Listened to KQQL-FM in the past 7 days spend an average of 2 days, 10 hours, 48 minutes and 9 seconds each week with All Forms of Ad-Supported Media.

100.% of Adults 18 or older who Listened to KQQL-FM in the past 7 days spend an avg. of 9 hours and 15 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 15.7% of total time spent with all forms of Ad-Supported Media.



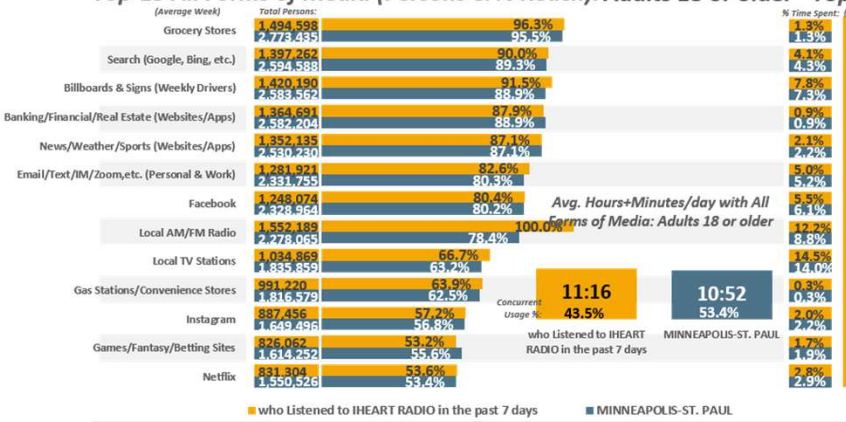
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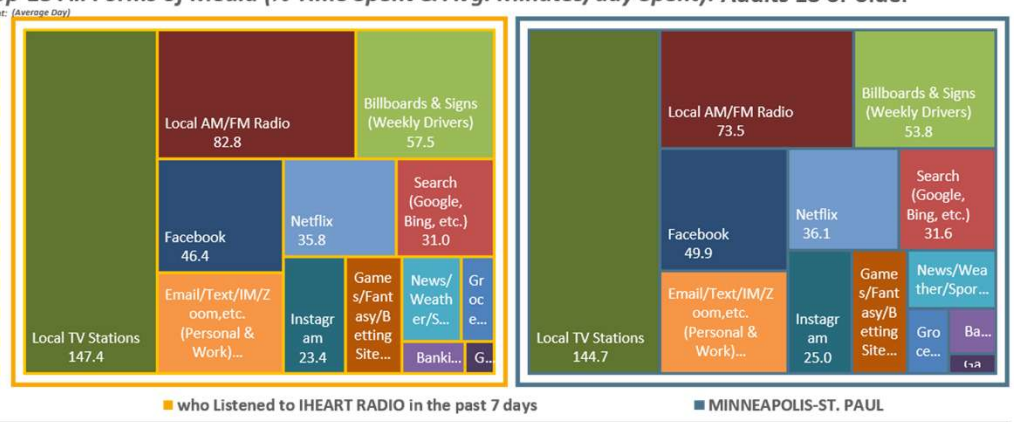
Radio Stations: KQQL-FM

Adults 18 or older who Listened to IHEART RADIO in the past 7 days spend an average of 8 hours and 36 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 73.9 minutes/day. *(Local Radio delivers 14.3% of Time with Ad-Supported Media.)*

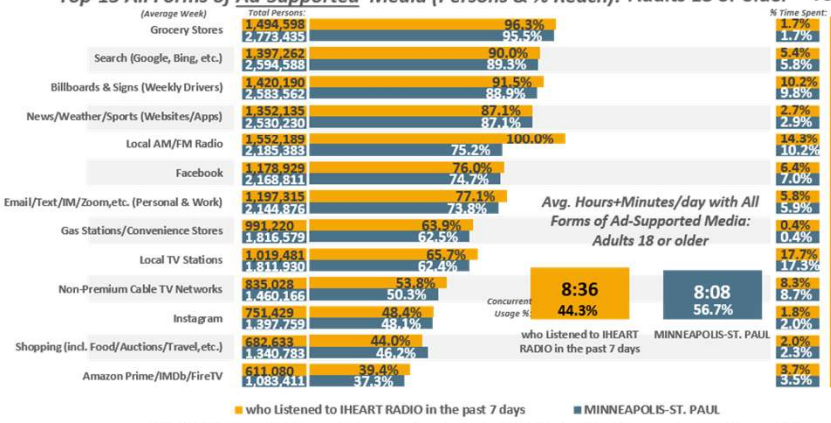
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



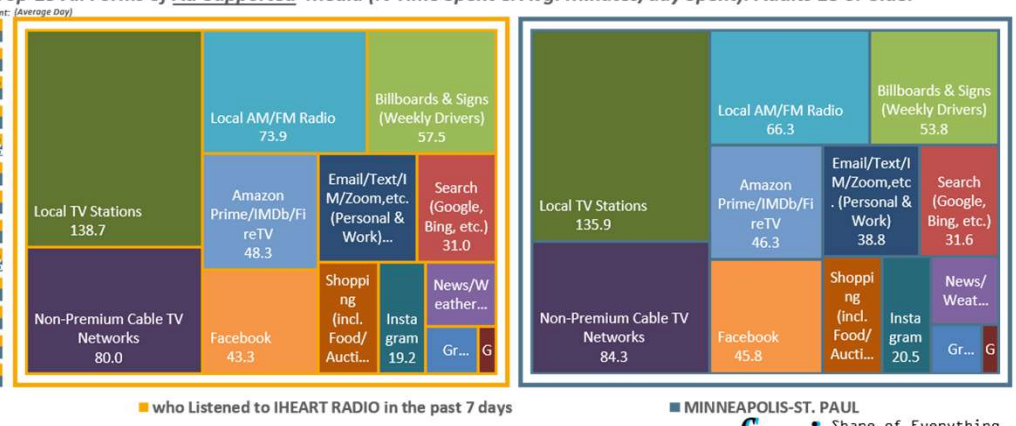
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 799

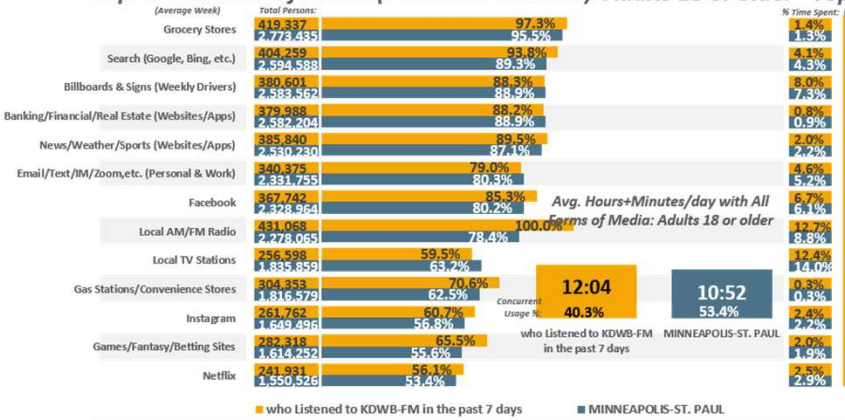
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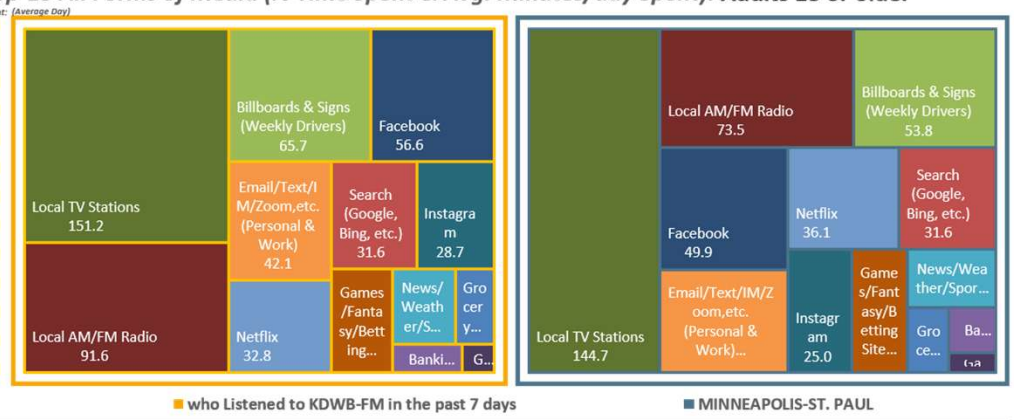
(Radio Stations: KDWB-FM OR Radio Stations: KEEY-FM OR Radio Stations: KFXN-FM OR Radio Stations: KQQL-FM OR Radio Stations: KTCZ-FM OR Radio Stations: KTCZ-FM HD3 OR Radio Stations: KTLK-AM)

Adults 18 or older who Listened to KDWB-FM in the past 7 days spend an average of 8 hours and 48 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 84.5 minutes/day. *(Local Radio delivers 16.% of Time with Ad-Supported Media.)*

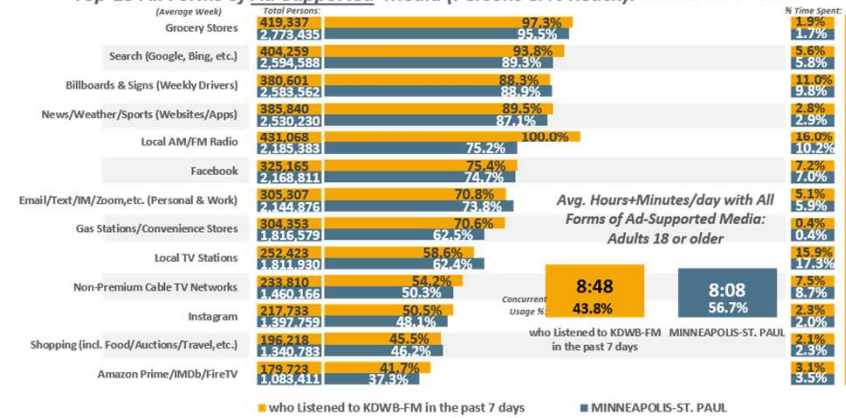
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



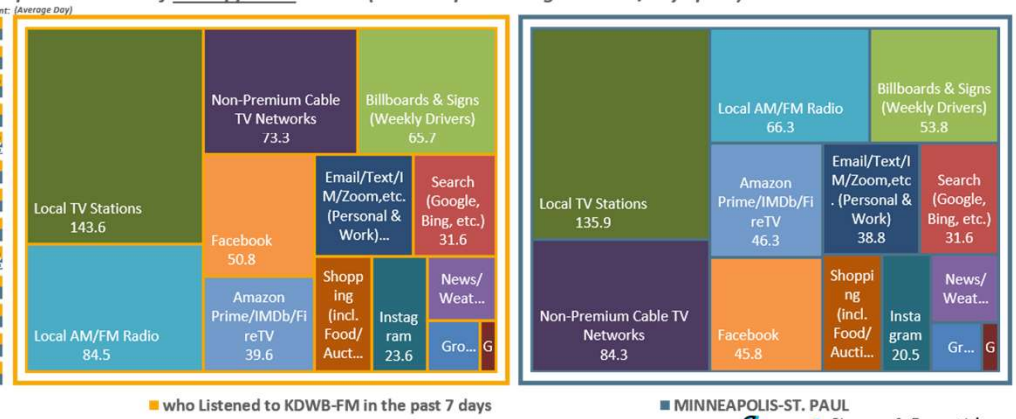
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



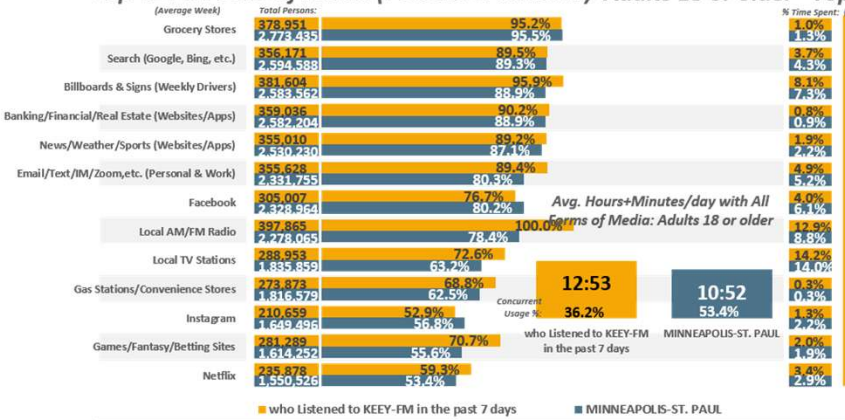
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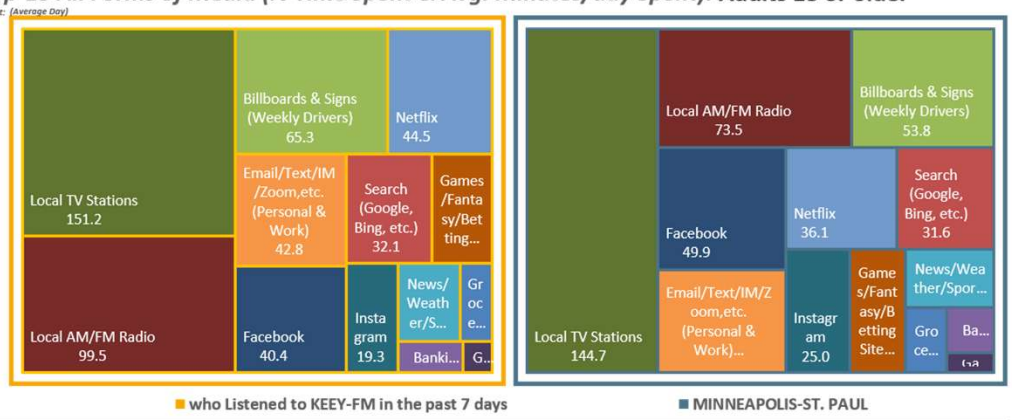
Radio Stations: KDWB-FM

Adults 18 or older who Listened to KEEY-FM in the past 7 days spend an average of 9 hours and 55 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 90.5 minutes/day. *(Local Radio delivers 15.2% of Time with Ad-Supported Media.)*

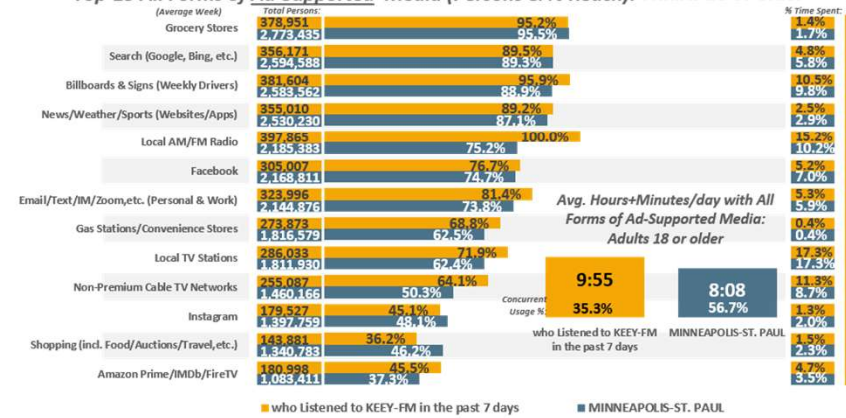
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



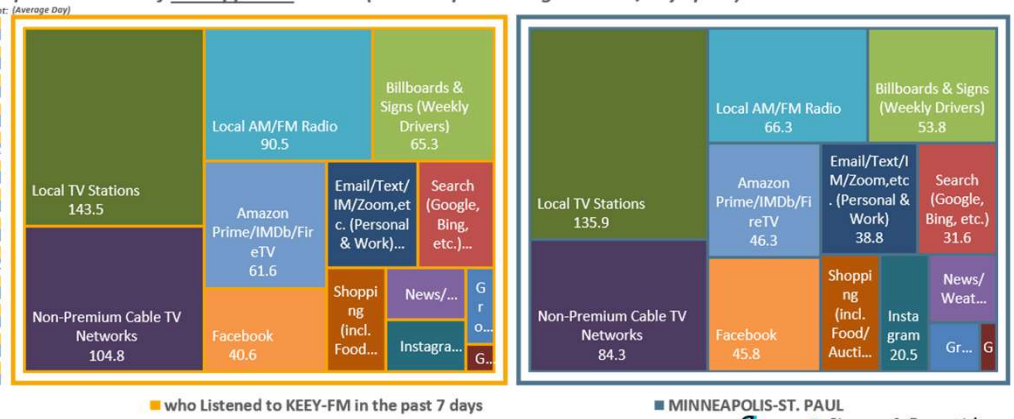
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 207

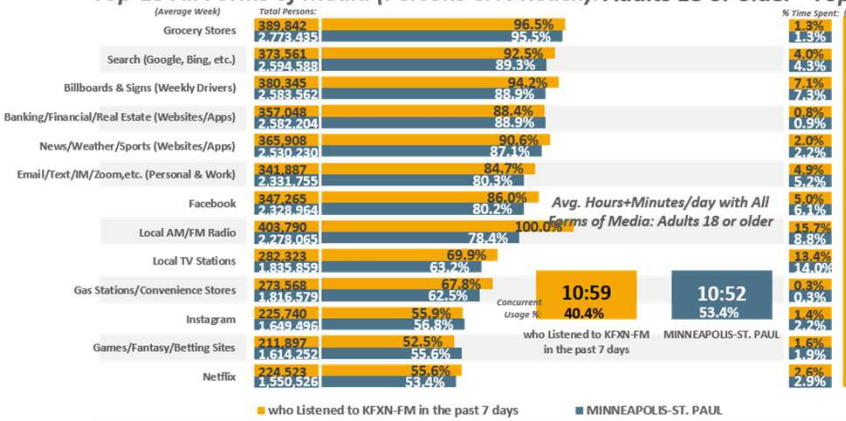
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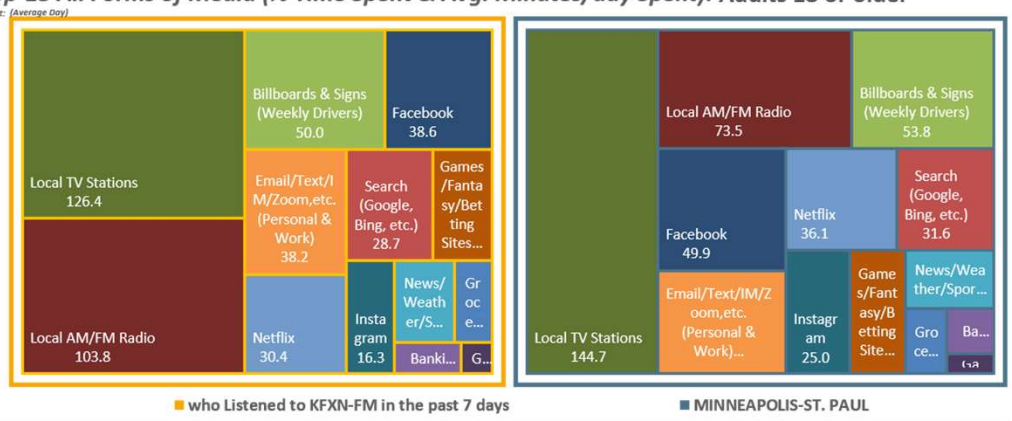
Radio Stations: KEEY-FM

Adults 18 or older who Listened to KFXN-FM in the past 7 days spend an average of 8 hours and 9 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 85.9 minutes/day. *(Local Radio delivers 17.5% of Time with Ad-Supported Media.)*

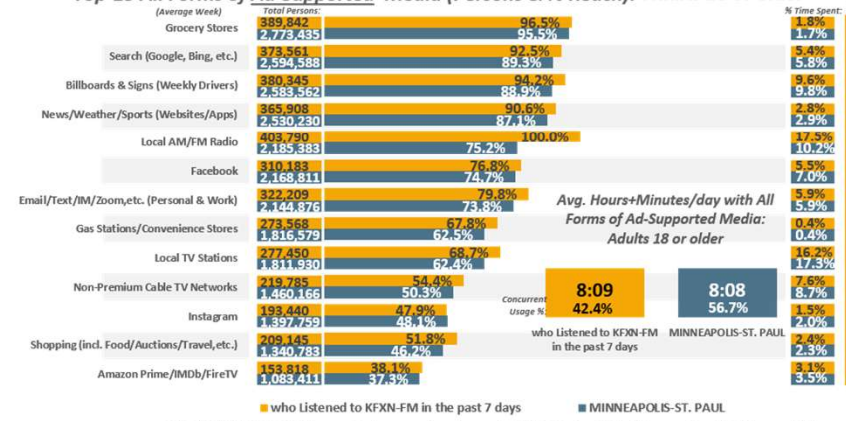
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



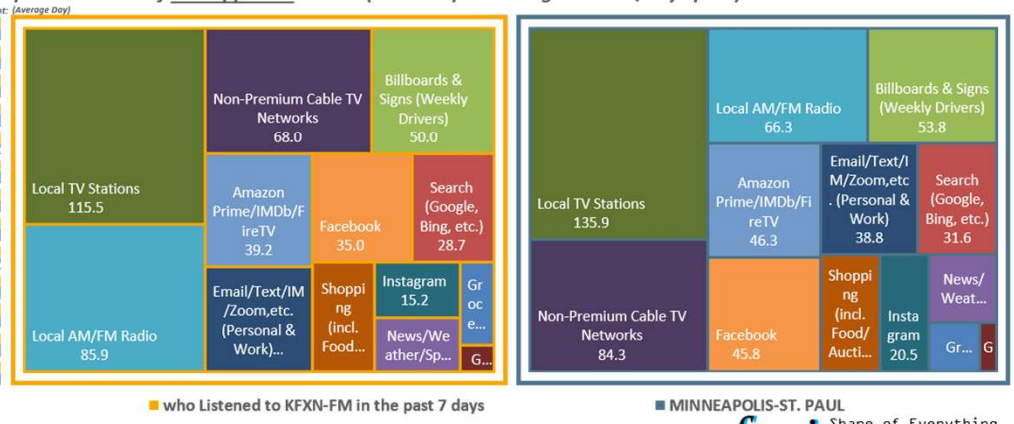
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



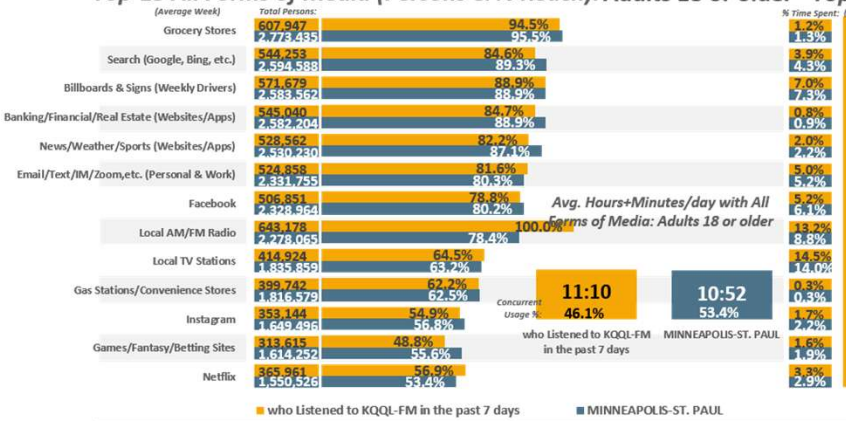
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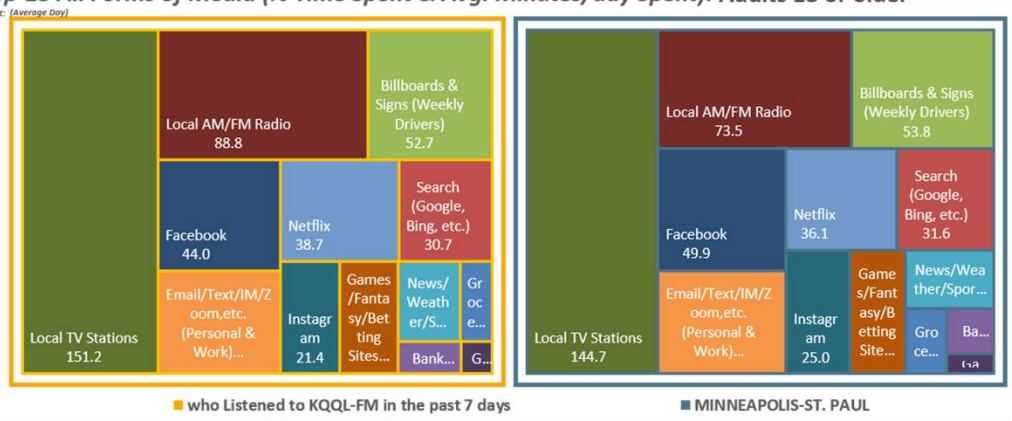
Radio Stations: KFXN-FM

Adults 18 or older who Listened to KQQL-FM in the past 7 days spend an average of 8 hours and 24 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 79.4 minutes/day. *(Local Radio delivers 15.7% of Time with Ad-Supported Media.)*

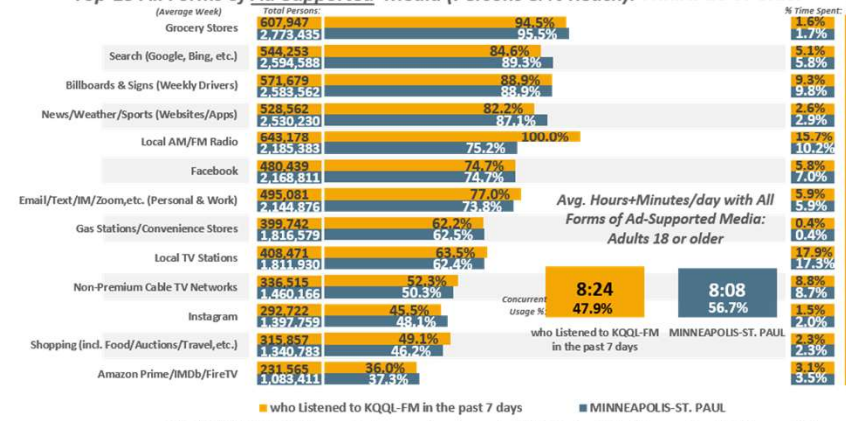
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



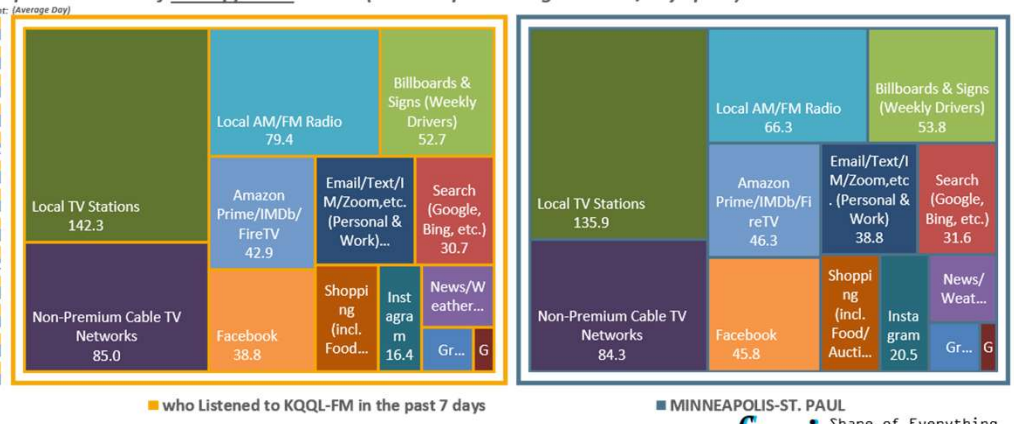
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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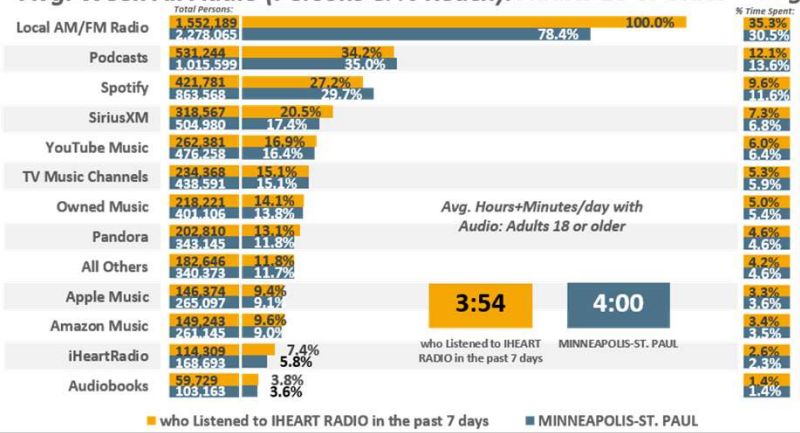
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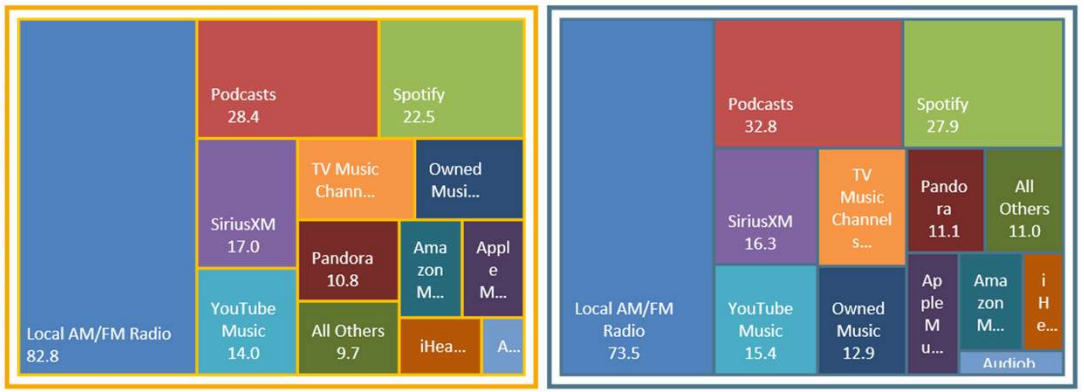
Radio Stations: KQQL-FM

1,552,189 or 100.% of Adults 18 or older who Listened to IHEART RADIO in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 73.9 minutes every day representing 44.2% of all time spent daily with Ad-Supported Audio.

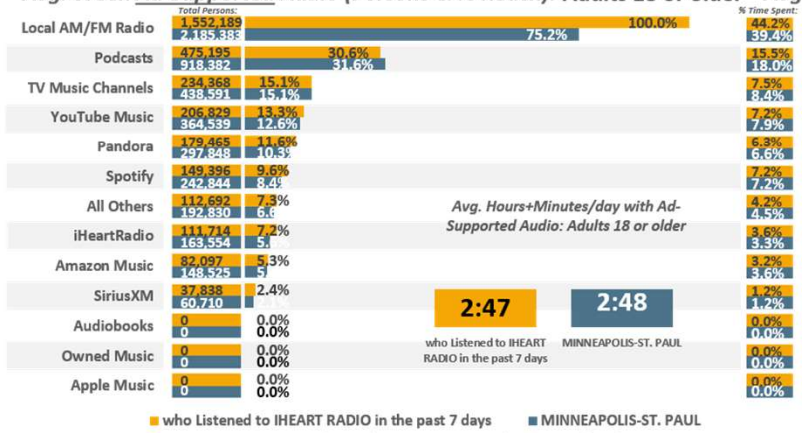
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



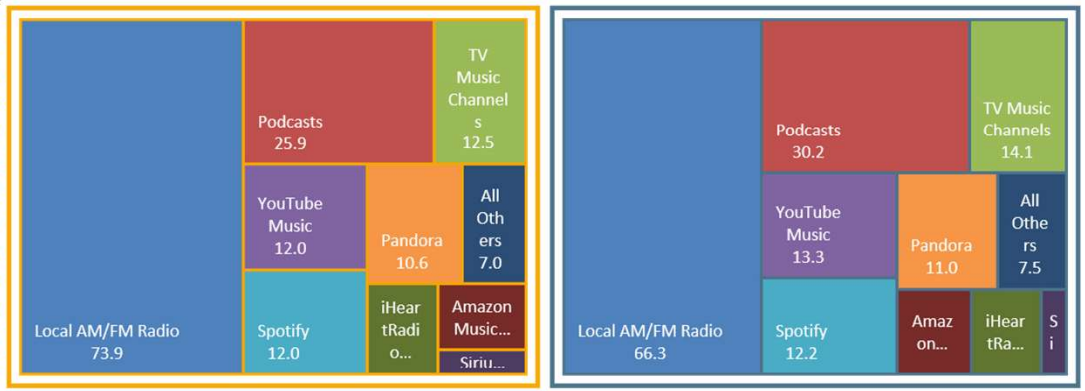
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 799

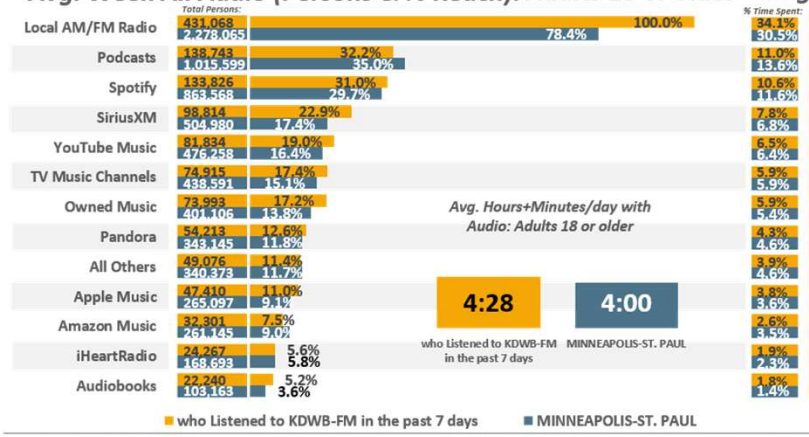
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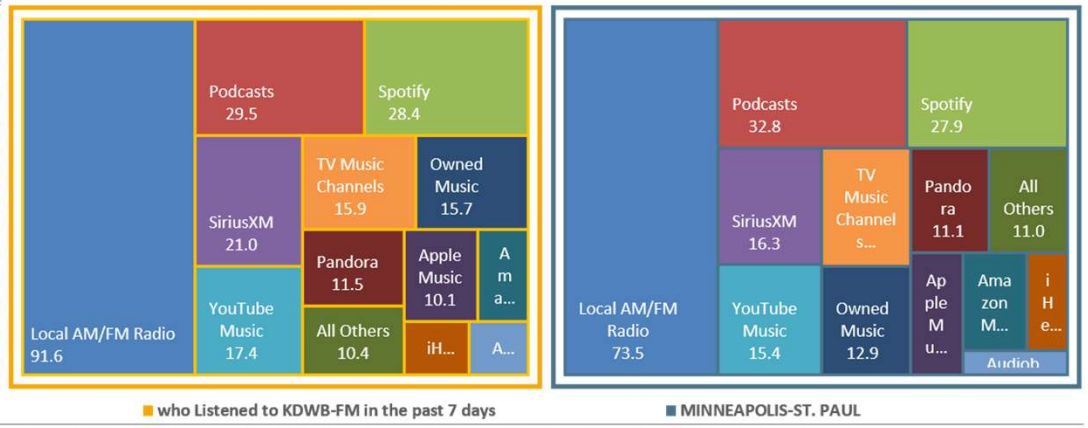
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431,068 or 100.% of Adults 18 or older who Listened to KDWB-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 84.5 minutes every day representing 45.% of all time spent daily with Ad-Supported Audio.

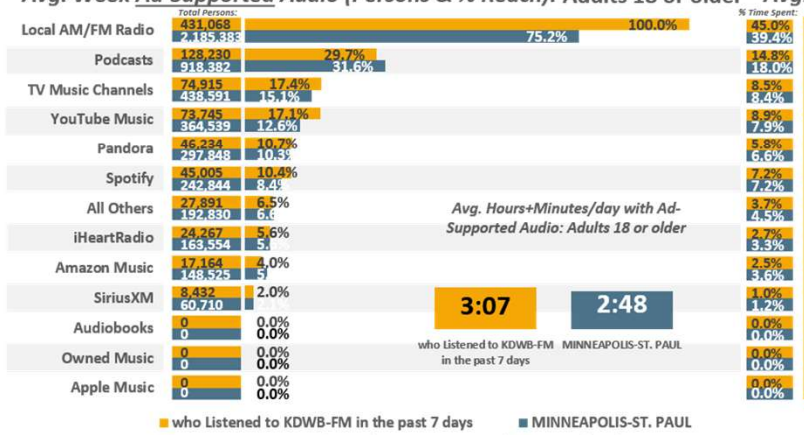
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



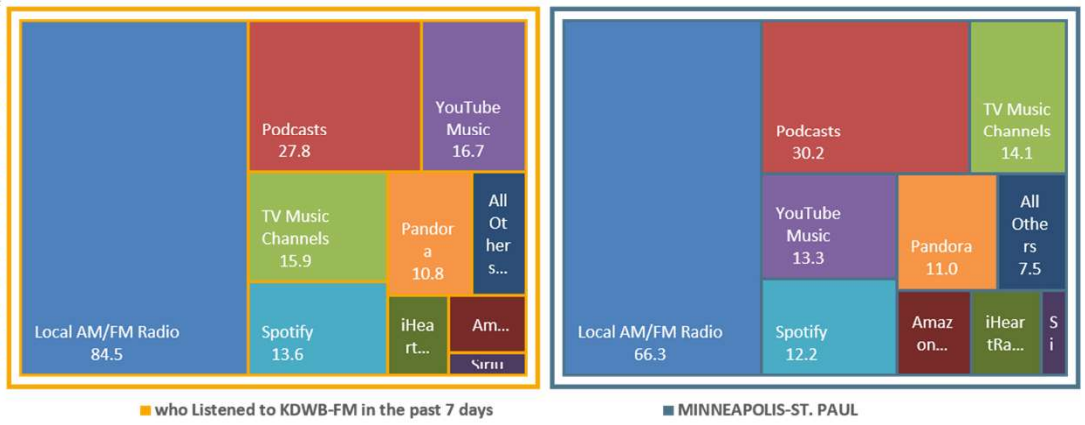
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 209

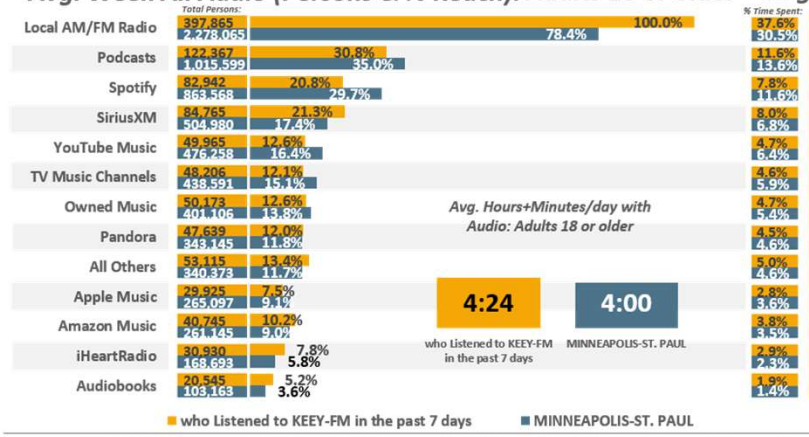
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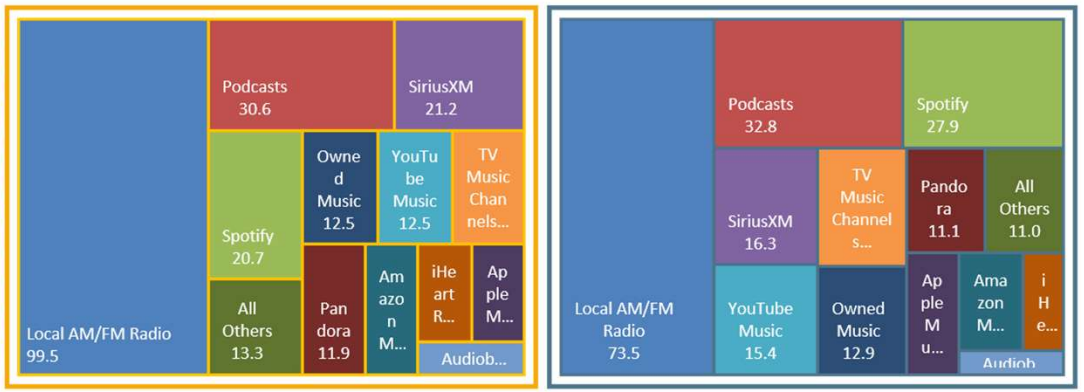
Radio Stations: KDWB-FM

397,865 or 100.% of Adults 18 or older who Listened to KEEY-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 90.5 minutes every day representing 46.7% of all time spent daily with Ad-Supported Audio.

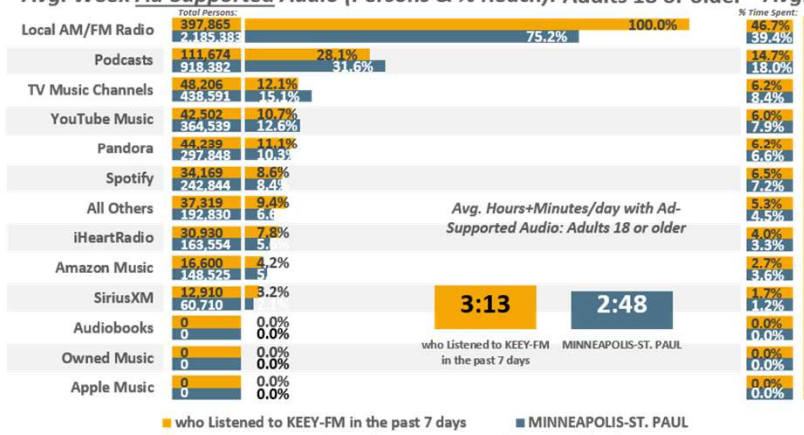
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



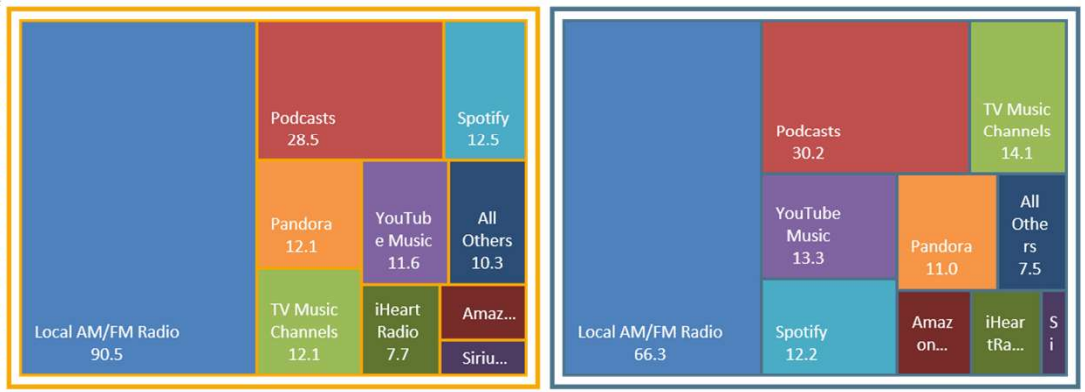
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 207

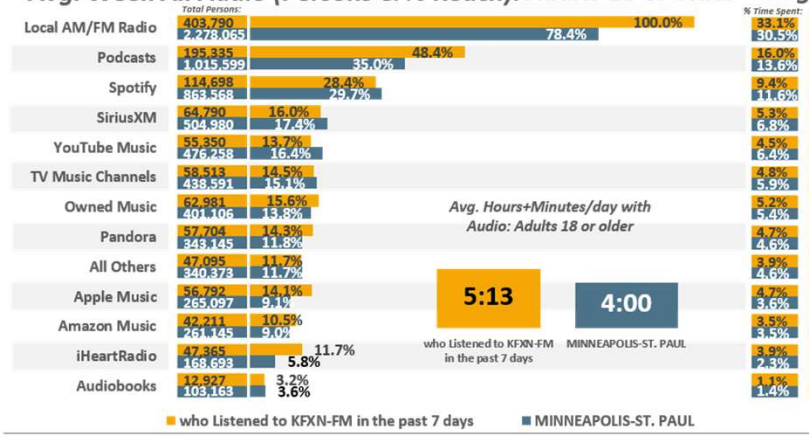
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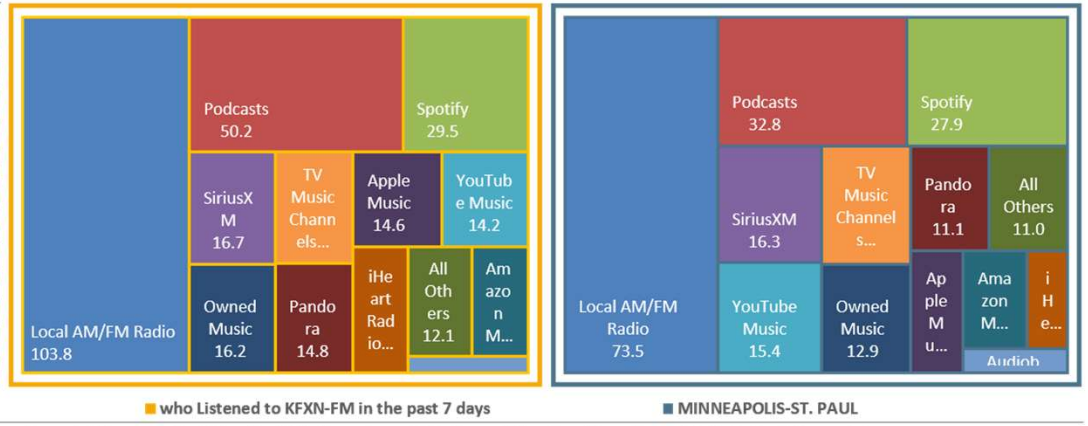
Radio Stations: KEEY-FM

403,790 or 100.% of Adults 18 or older who Listened to KFXN-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 85.9 minutes every day representing 40.% of all time spent daily with Ad-Supported Audio.

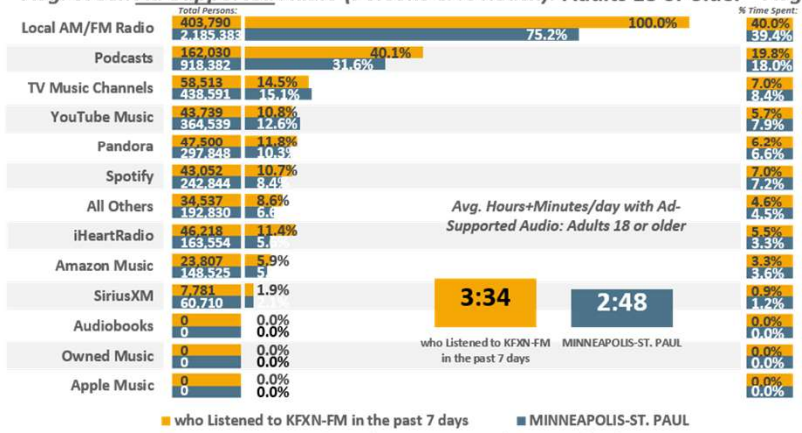
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



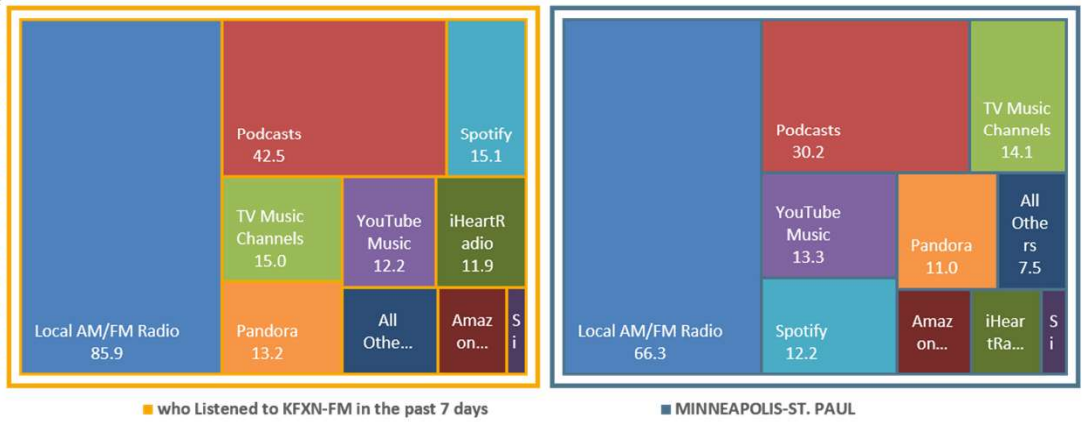
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 219

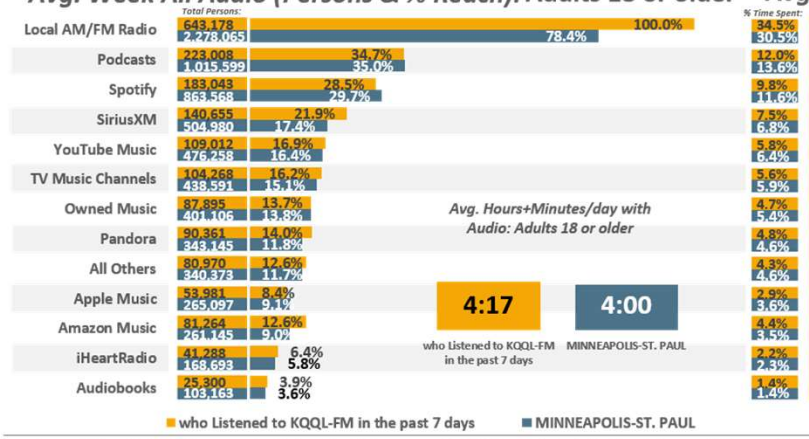
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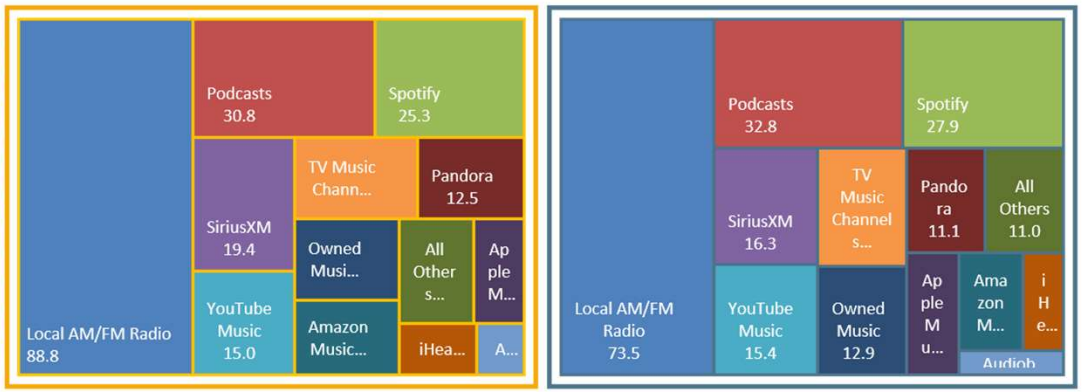
Radio Stations: KFXN-FM

643,178 or 100.% of Adults 18 or older who Listened to KQQL-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 79.4 minutes every day representing 43.7% of all time spent daily with Ad-Supported Audio.

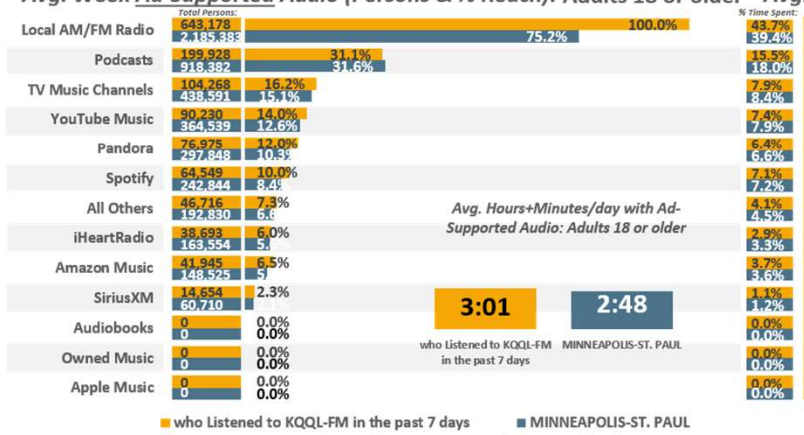
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



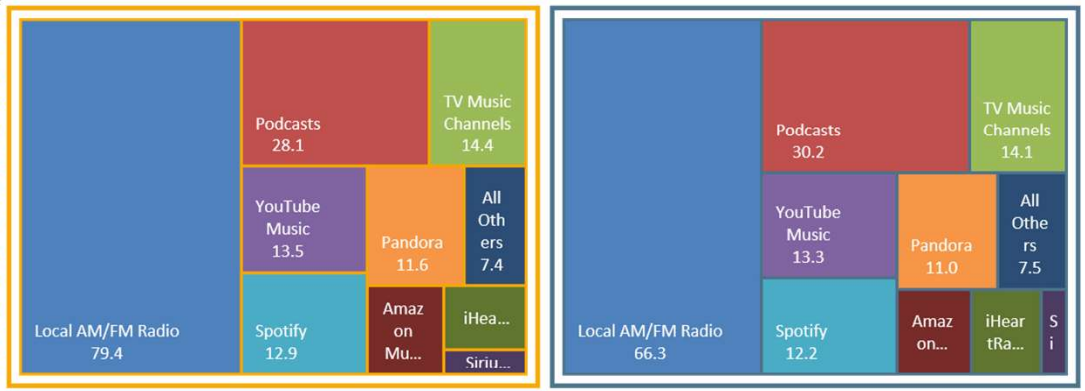
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



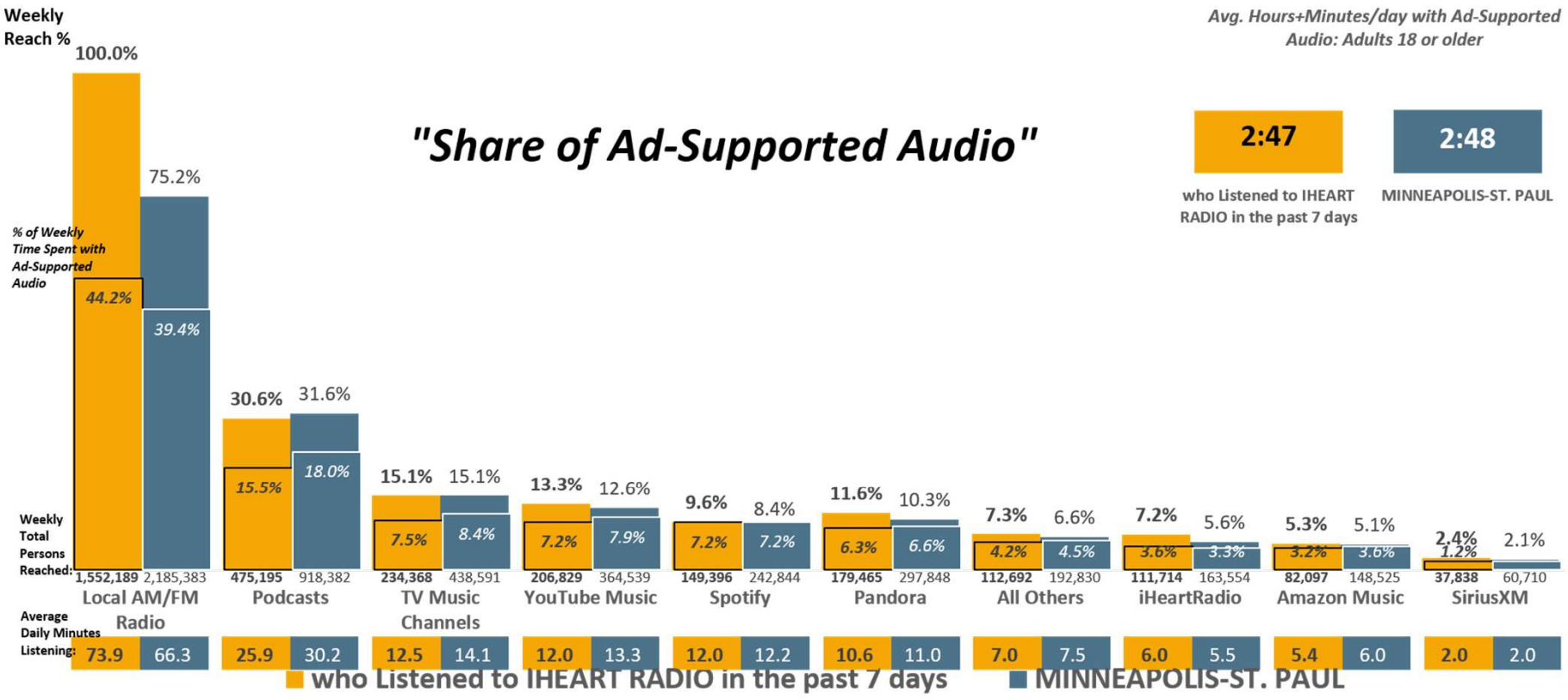
MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 360

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Radio Stations: KQQL-FM

1,552,189 or 100.% of Adults 18 or older who Listened to IHEART RADIO in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 73.9 minutes every day representing 44.2% of all time spent daily with Ad-Supported Audio.



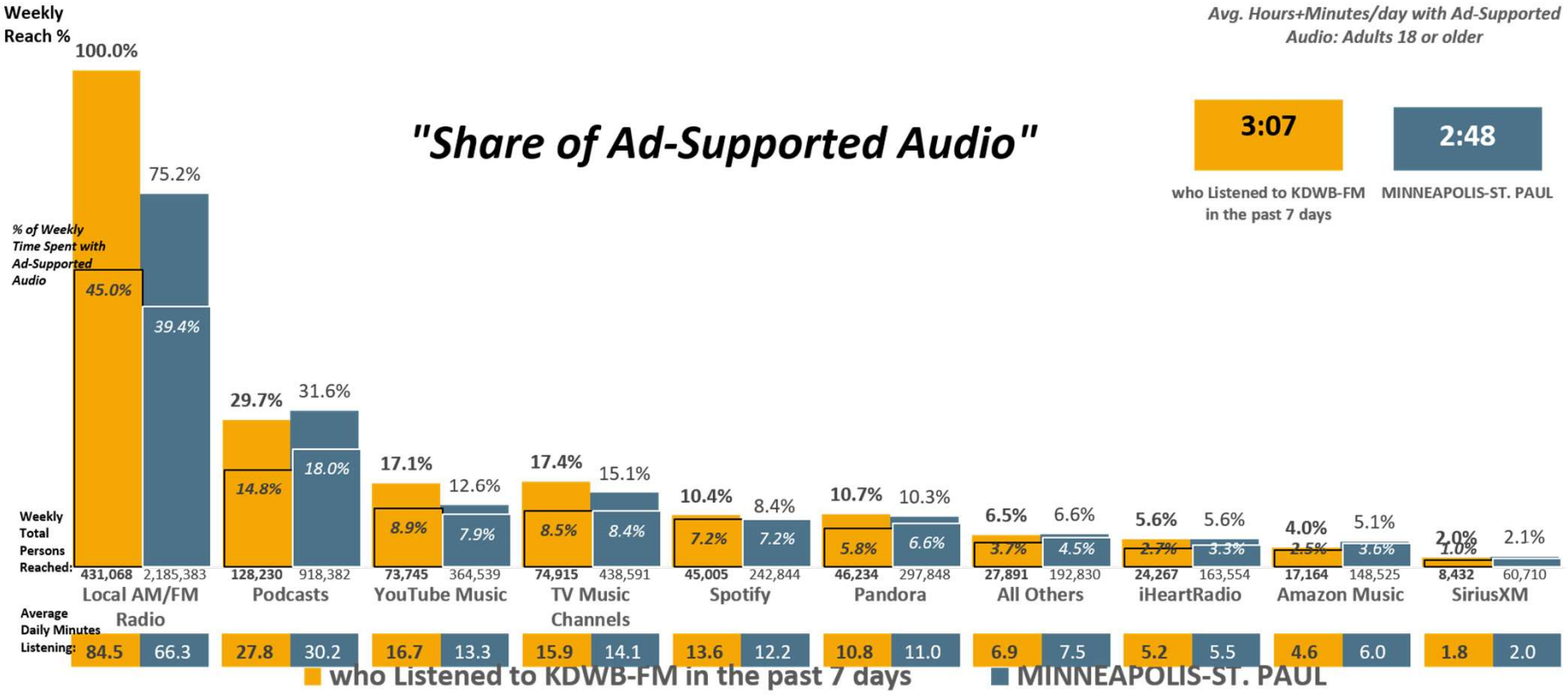
MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 799 MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 1,507

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(Radio Stations: KDWB-FM OR Radio Stations: KEEY-FM OR Radio Stations: KFXN-FM OR Radio Stations: KQQL-FM OR Radio Stations: KTCZ-FM OR Radio Stations: KTCZ-FM HD3 OR Radio Stations: KTLK-AM)

431,068 or 100.% of Adults 18 or older who Listened to KDWB-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 84.5 minutes every day representing 45.% of all time spent daily with Ad-Supported Audio.



	Local AM/FM Radio	Podcasts	YouTube Music	TV Music Channels	Spotify	Pandora	All Others	iHeartRadio	Amazon Music	SiriusXM
Weekly Reach % (who Listened to KDWB-FM in the past 7 days)	100.0%	29.7%	17.1%	17.4%	10.4%	10.7%	6.5%	5.6%	4.0%	2.0%
% of Weekly Time Spent with Ad-Supported Audio	45.0%	14.8%	8.9%	8.5%	7.2%	5.8%	3.7%	2.7%	2.5%	1.0%
Weekly Total Persons Reached:	431,068	128,230	73,745	74,915	45,005	46,234	27,891	24,267	17,164	8,432
Average Daily Minutes Listening:	84.5	27.8	16.7	15.9	13.6	10.8	6.9	5.2	4.6	1.8
Weekly Reach % (MINNEAPOLIS-ST. PAUL)	75.2%	31.6%	12.6%	15.1%	8.4%	10.3%	6.6%	5.6%	5.1%	2.1%
% of Weekly Time Spent with Ad-Supported Audio	39.4%	18.0%	7.9%	8.4%	7.2%	6.6%	4.5%	3.3%	3.6%	1.4%
Weekly Total Persons Reached:	2,185,383	918,382	364,539	438,591	242,844	297,848	192,830	163,554	148,525	60,710
Average Daily Minutes Listening:	66.3	30.2	13.3	14.1	12.2	11.0	7.5	5.5	6.0	2.0

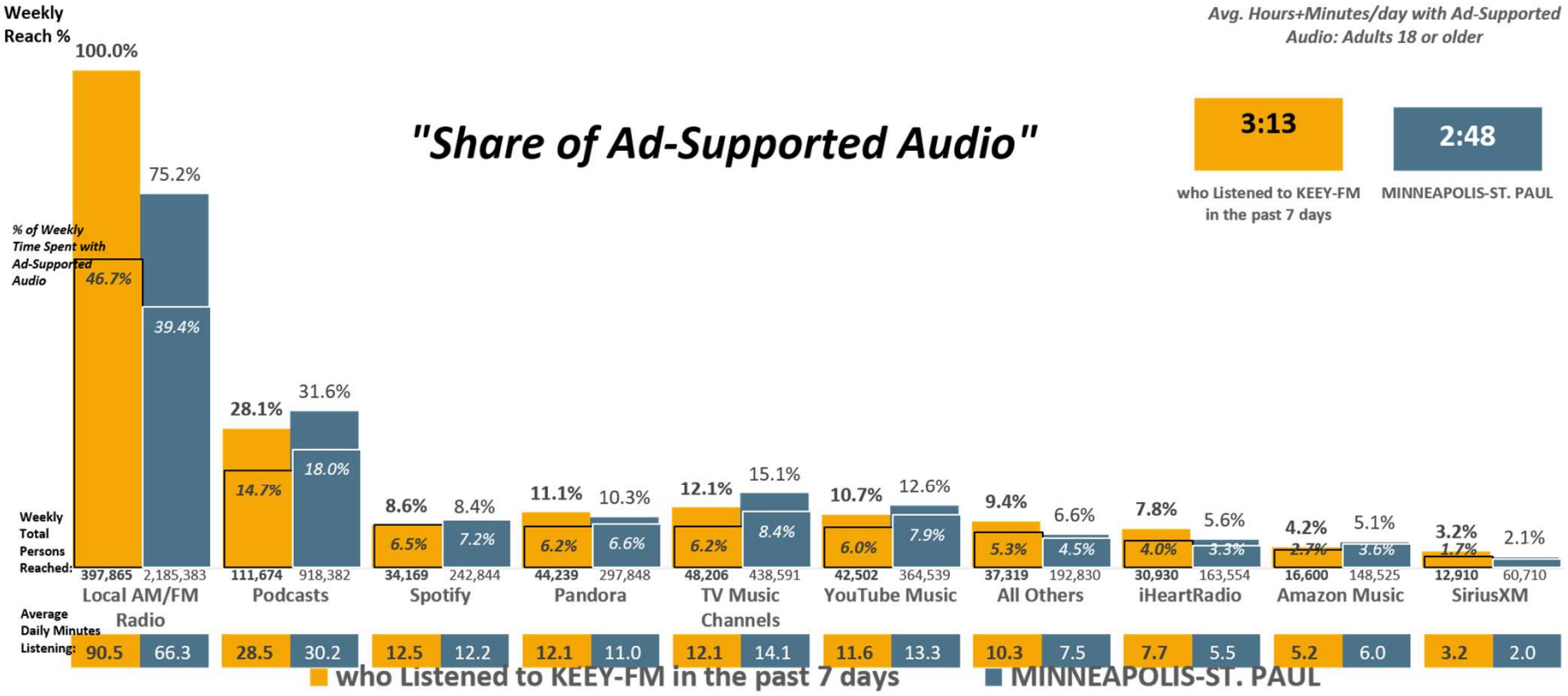
MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 209 MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 1,507

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Radio Stations: KDWB-FM

397,865 or 100.% of Adults 18 or older who Listened to KEEY-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 90.5 minutes every day representing 46.7% of all time spent daily with Ad-Supported Audio.



	Local AM/FM Radio	Podcasts	Spotify	Pandora	TV Music Channels	YouTube Music	All Others	iHeartRadio	Amazon Music	SiriusXM
Weekly Reach %	100.0%	28.1%	8.6%	11.1%	12.1%	10.7%	9.4%	7.8%	4.2%	3.2%
	75.2%	31.6%	8.4%	10.3%	15.1%	12.6%	6.6%	5.6%	5.1%	2.1%
% of Weekly Time Spent with Ad-Supported Audio	46.7%	14.7%	6.5%	6.2%	6.2%	6.0%	5.3%	4.0%	2.7%	1.7%
	39.4%	18.0%	7.2%	6.6%	8.4%	7.9%	4.5%	3.3%	3.6%	
Weekly Total Persons Reached:	397,865	111,674	34,169	44,239	48,206	42,502	37,319	30,930	16,600	12,910
	2,185,383	918,382	242,844	297,848	438,591	364,539	192,830	163,554	148,525	60,710
Average Daily Minutes Listening:	90.5	28.5	12.5	12.1	12.1	11.6	10.3	7.7	5.2	3.2
	66.3	30.2	12.2	11.0	14.1	13.3	7.5	5.5	6.0	2.0

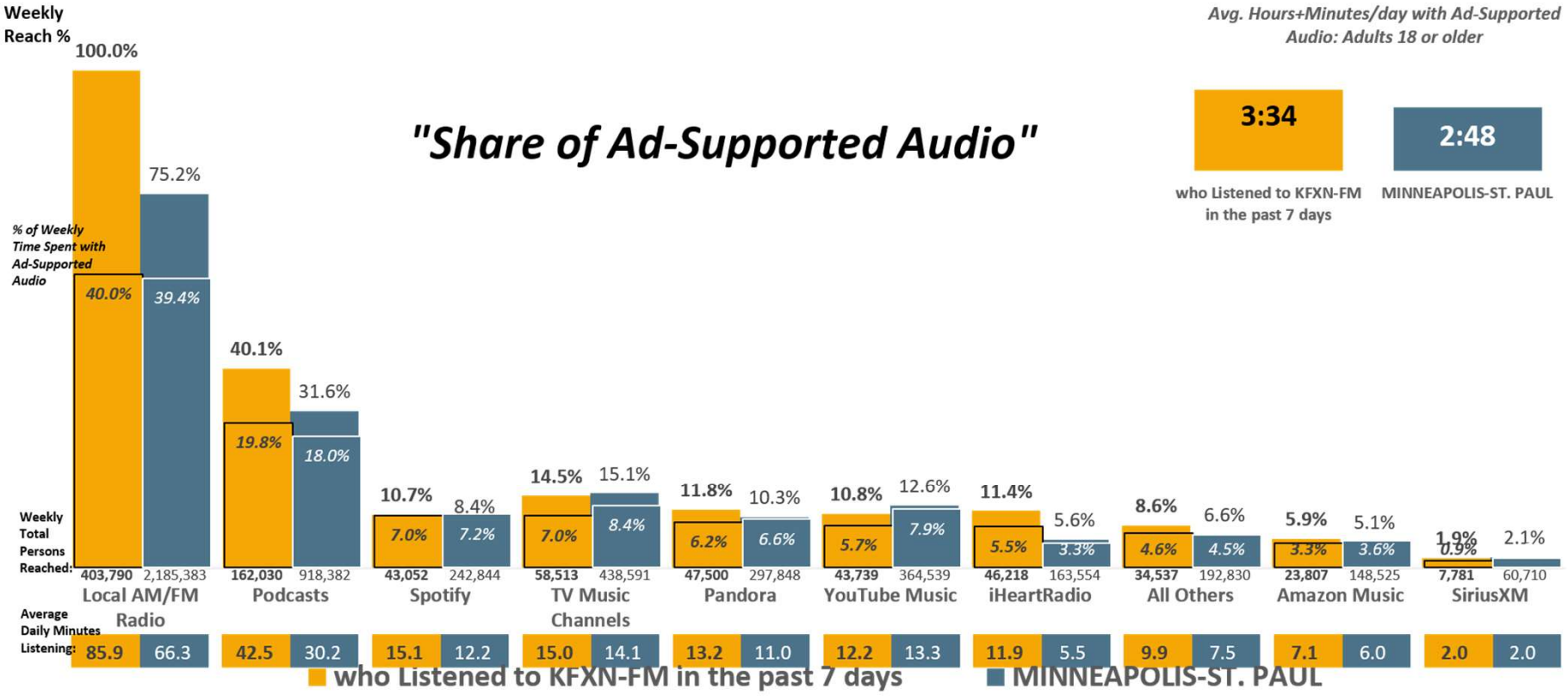
MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 207 MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 1,507

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Radio Stations: KEEY-FM

403,790 or 100.% of Adults 18 or older who Listened to KFXN-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 85.9 minutes every day representing 40.% of all time spent daily with Ad-Supported Audio.



	Local AM/FM Radio	Podcasts	Spotify	TV Music Channels	Pandora	YouTube Music	iHeartRadio	All Others	Amazon Music	SiriusXM
Weekly Reach %	100.0% / 75.2%	40.1% / 31.6%	10.7% / 8.4%	14.5% / 15.1%	11.8% / 10.3%	10.8% / 12.6%	11.4% / 5.6%	8.6% / 6.6%	5.9% / 5.1%	1.9% / 2.1%
% of Weekly Time Spent with Ad-Supported Audio	40.0% / 39.4%	19.8% / 18.0%	7.0% / 7.2%	7.0% / 8.4%	6.2% / 6.6%	5.7% / 7.9%	5.5% / 3.3%	4.6% / 4.5%	3.3% / 3.6%	0.9% /
Weekly Total Persons Reached:	403,790 / 2,185,383	162,030 / 918,382	43,052 / 242,844	58,513 / 438,591	47,500 / 297,848	43,739 / 364,539	46,218 / 163,554	34,537 / 192,830	23,807 / 148,525	7,781 / 60,710
Average Daily Minutes Listening:	85.9 / 66.3	42.5 / 30.2	15.1 / 12.2	15.0 / 14.1	13.2 / 11.0	12.2 / 13.3	11.9 / 5.5	9.9 / 7.5	7.1 / 6.0	2.0 / 2.0

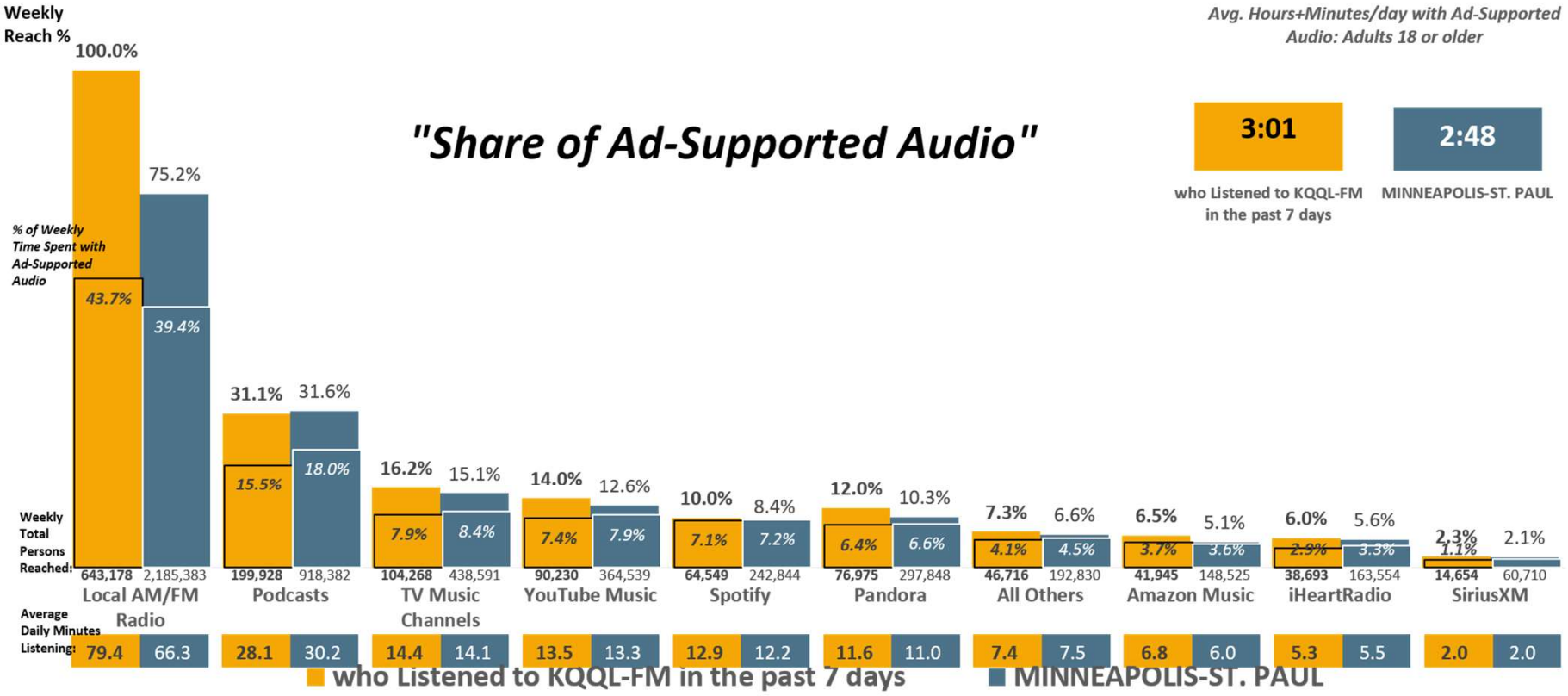
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Radio Stations: KFXN-FM

643,178 or 100.% of Adults 18 or older who Listened to KQQL-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 79.4 minutes every day representing 43.7% of all time spent daily with Ad-Supported Audio.



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Weekly Reach %	100.0% / 75.2%	31.1% / 31.6%	16.2% / 15.1%	14.0% / 12.6%	10.0% / 8.4%	12.0% / 10.3%	7.3% / 6.6%	6.5% / 5.1%	6.0% / 5.6%	2.3% / 2.1%
% of Weekly Time Spent with Ad-Supported Audio	43.7% / 39.4%	15.5% / 18.0%	7.9% / 8.4%	7.4% / 7.9%	7.1% / 7.2%	6.4% / 6.6%	4.1% / 4.5%	3.7% / 3.6%	2.9% / 3.3%	1.1% /
Weekly Total Persons Reached:	643,178 / 2,185,383	199,928 / 918,382	104,268 / 438,591	90,230 / 364,539	64,549 / 242,844	76,975 / 297,848	46,716 / 192,830	41,945 / 148,525	38,693 / 163,554	14,654 / 60,710
Average Daily Minutes Listening:	79.4 / 66.3	28.1 / 30.2	14.4 / 14.1	13.5 / 13.3	12.9 / 12.2	11.6 / 11.0	7.4 / 7.5	6.8 / 6.0	5.3 / 5.5	2.0 / 2.0

MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 360 MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 1,507

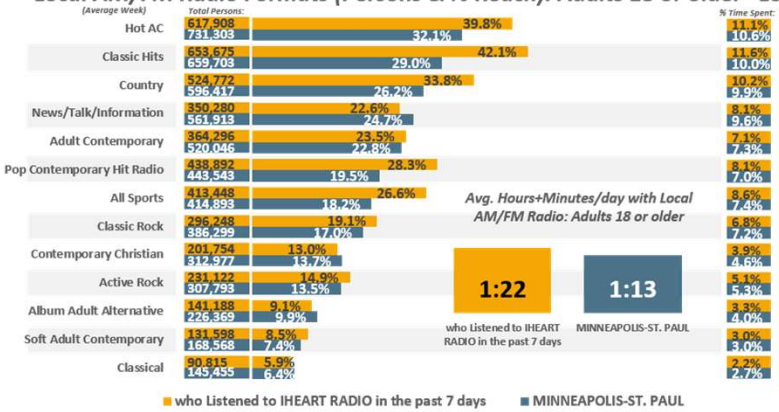
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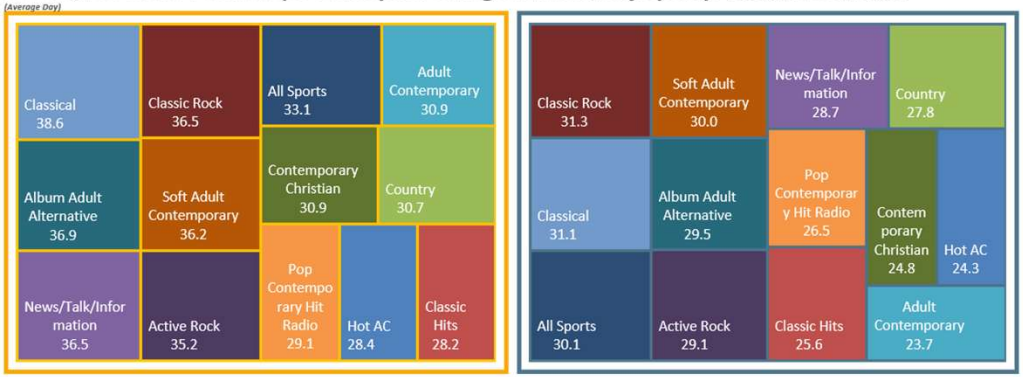
Radio Stations: KQQL-FM

1,552,189 or 100.% of Adults 18 or older who Listened to IHEART RADIO in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Hits, Hot AC, Country, Pop Contemporary Hit Radio, and All Sports.

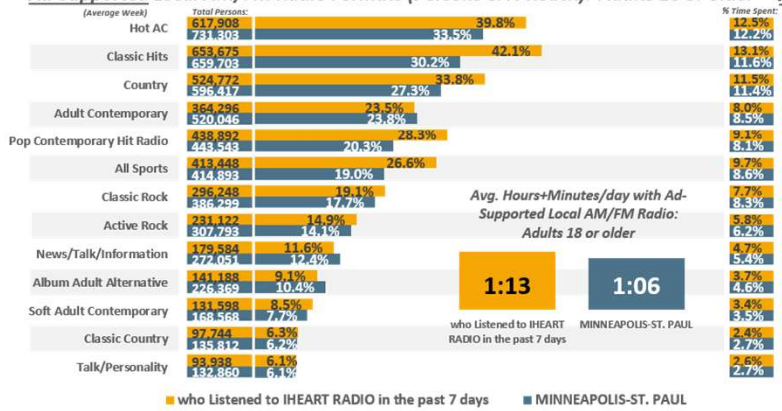
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



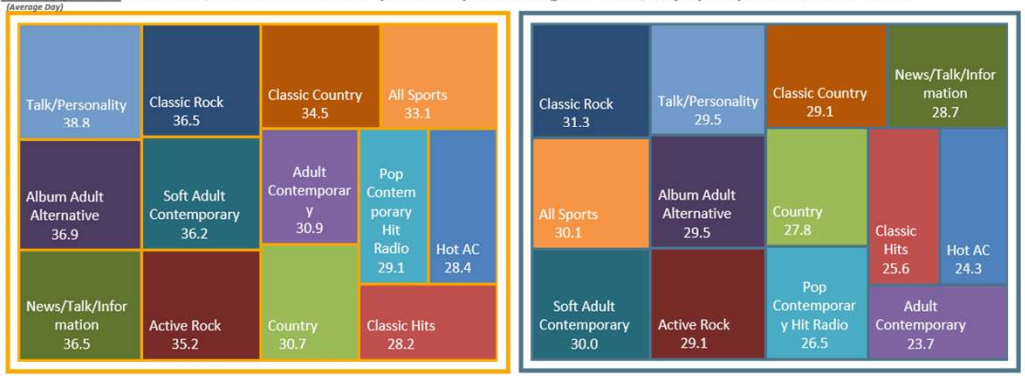
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 799

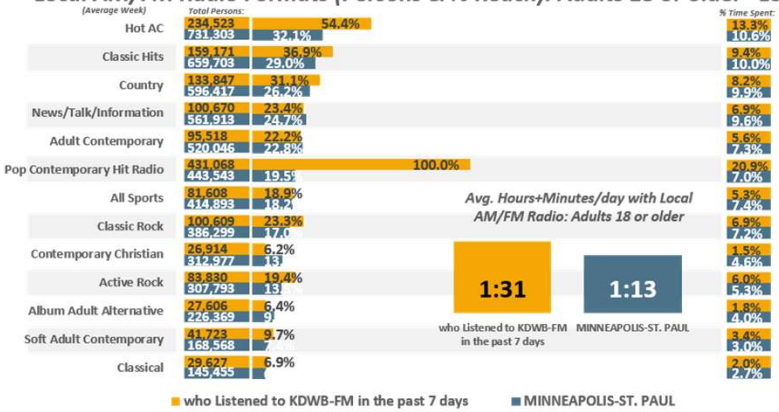
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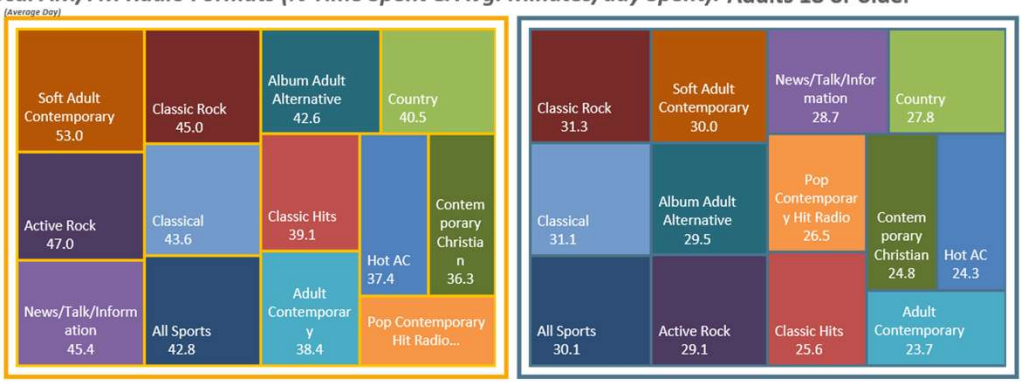
(Radio Stations: KDWB-FM OR Radio Stations: KEEY-FM OR Radio Stations: KFXN-FM OR Radio Stations: KQQL-FM OR Radio Stations: KTCZ-FM OR Radio Stations: KTCZ-FM HD3 OR Radio Stations: KTLK-AM)

431,068 or 100.% of Adults 18 or older who Listened to KDWB-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Pop Contemporary Hit Radio, Hot AC, Classic Hits, Country, and Classic Rock.

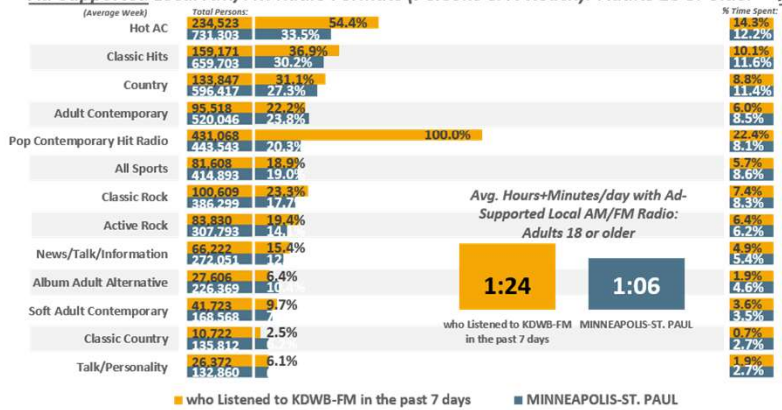
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



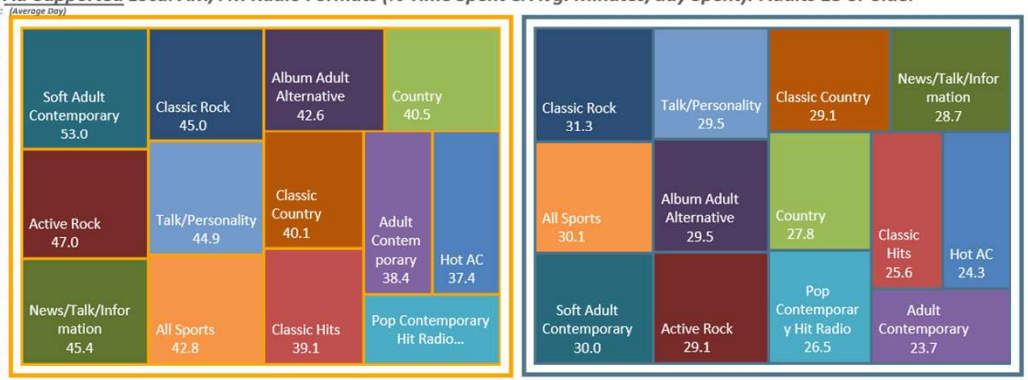
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 209

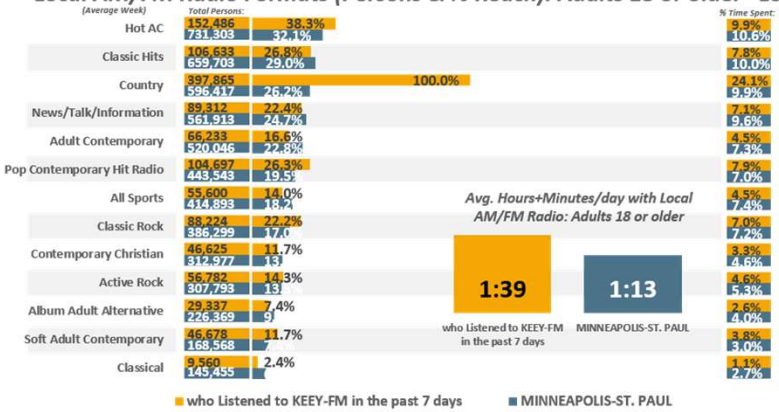
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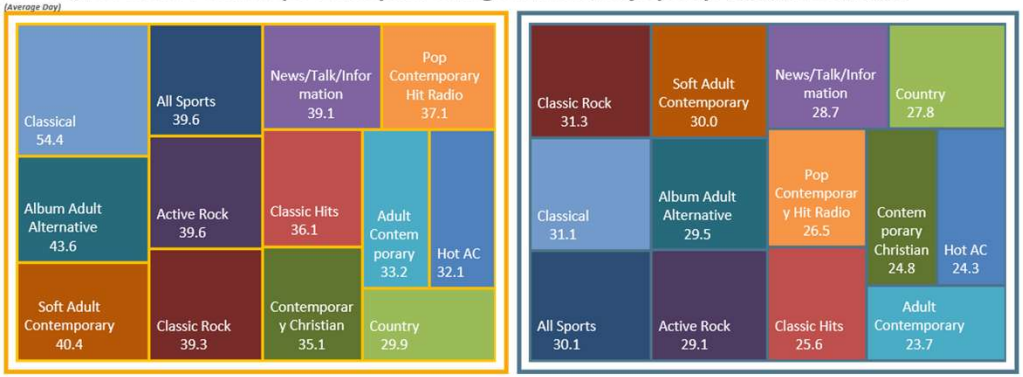
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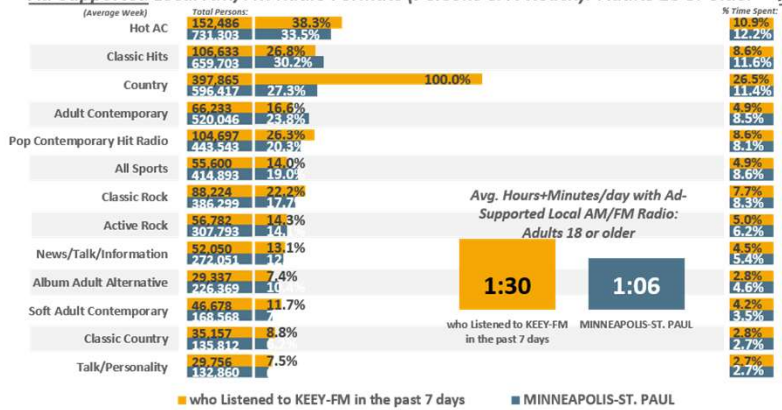
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



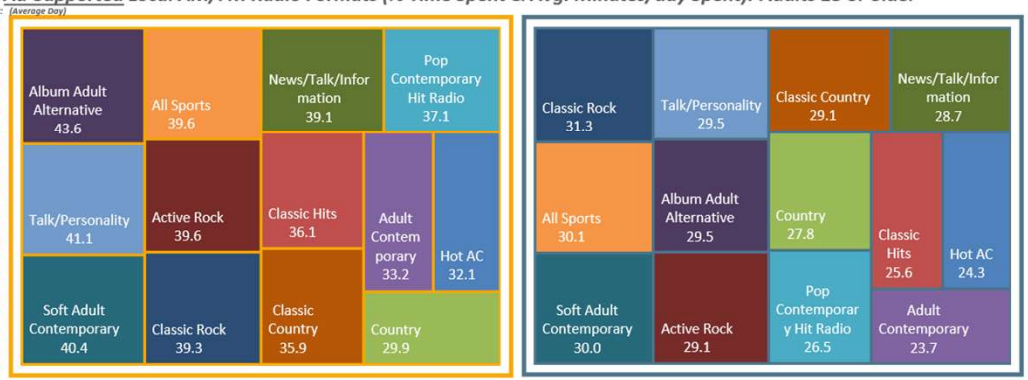
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



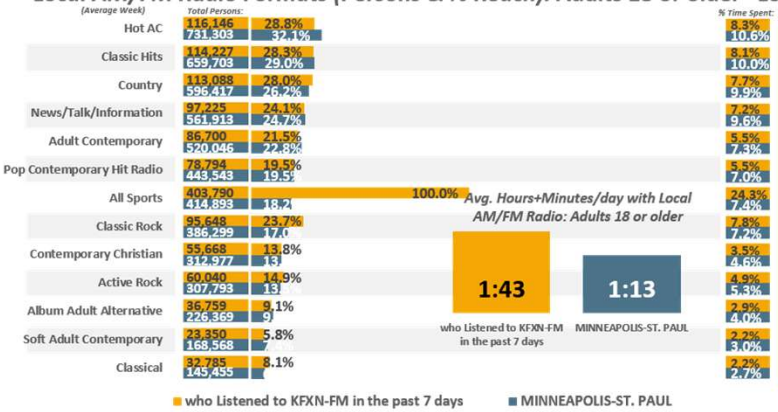
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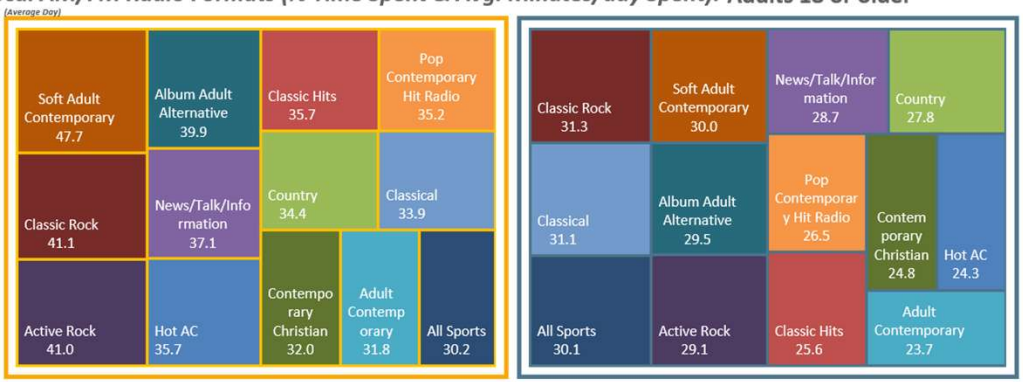
Radio Stations: KEEY-FM

403,790 or 100.% of Adults 18 or older who Listened to KFXN-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are All Sports, Hot AC, Classic Hits, Country, and Classic Rock.

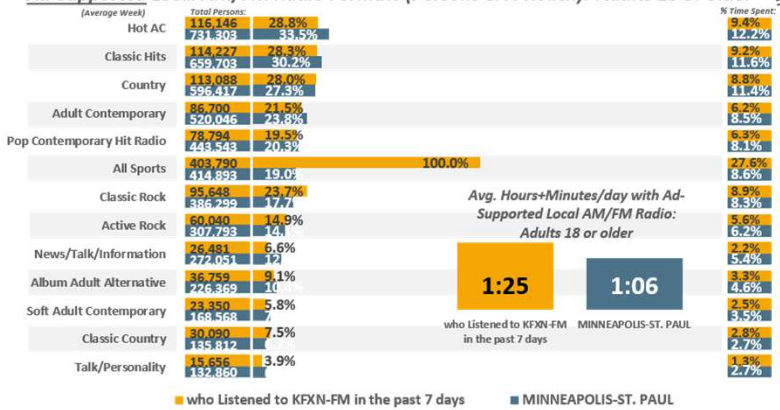
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



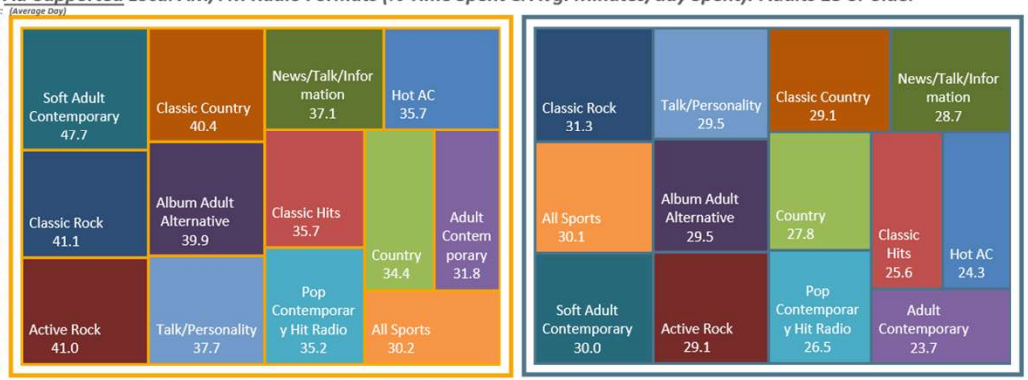
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 219

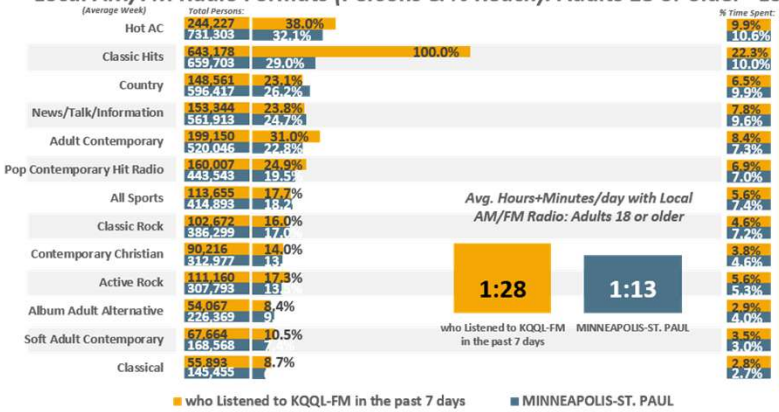
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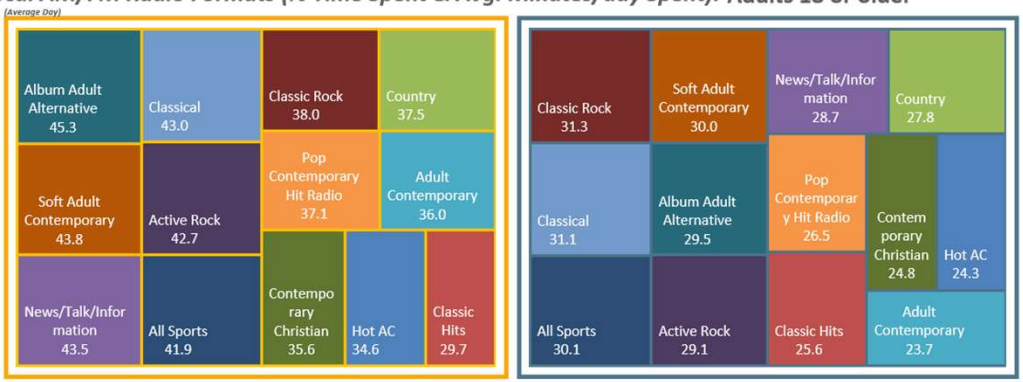
Radio Stations: KFXN-FM

643,178 or 100.% of Adults 18 or older who Listened to KQQL-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Hits, Hot AC, Adult Contemporary, Pop Contemporary Hit Radio, and Country.

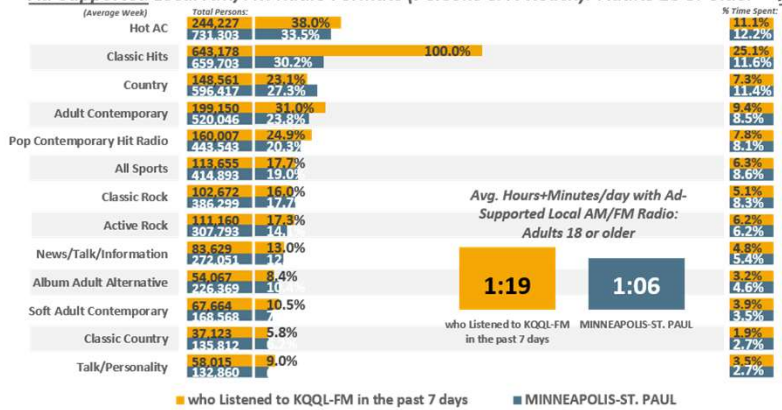
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



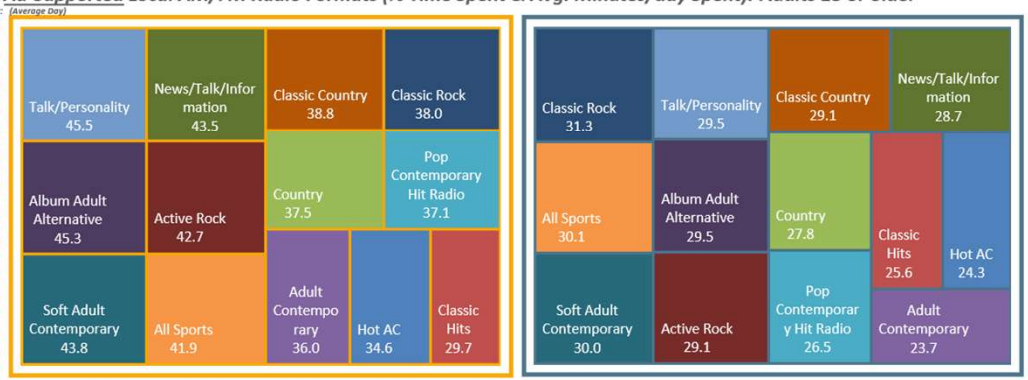
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 360

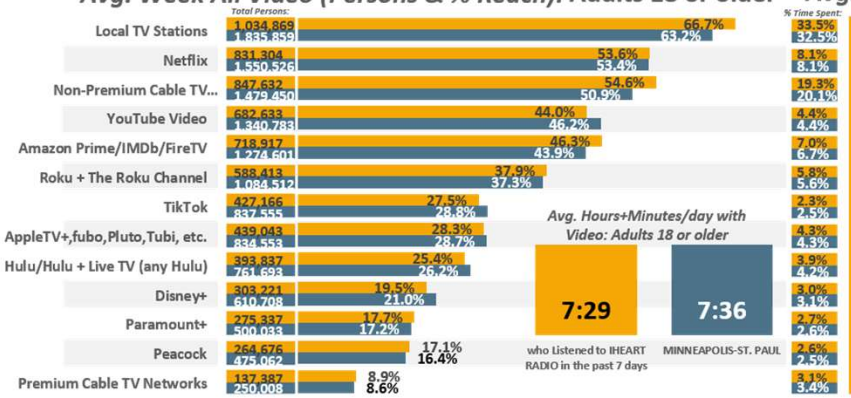
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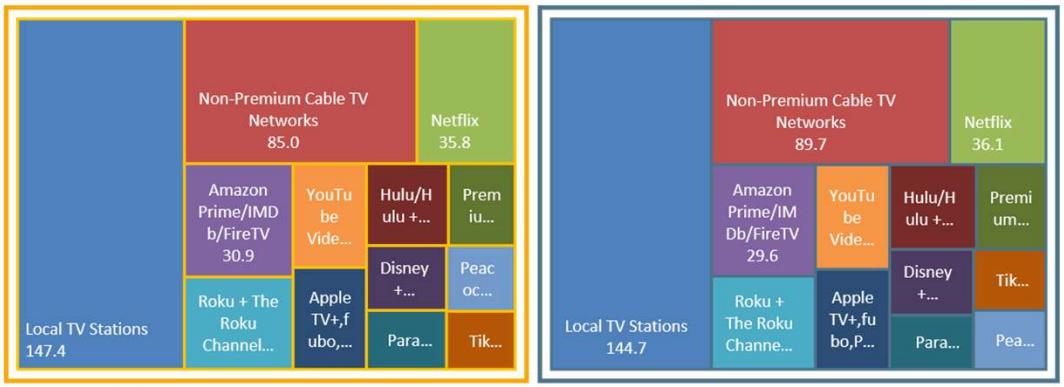
Radio Stations: KQQL-FM

1,019,481 or 65.7% of Adults 18 or older who Listened to IHEART RADIO in the past 7 days watch Ad-Supported Local TV Stations for an average of 138.7 minutes every day representing 38.7% of all time spent daily with Ad-Supported Video.

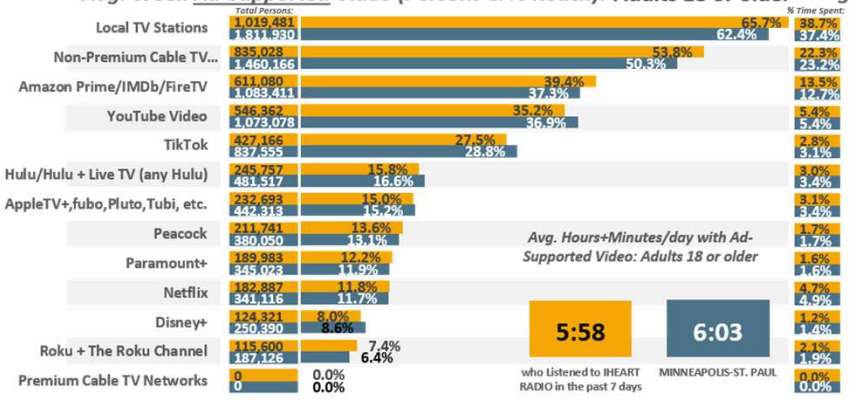
Avg. Week All Video (Persons & % Reach): Adults 18 or older



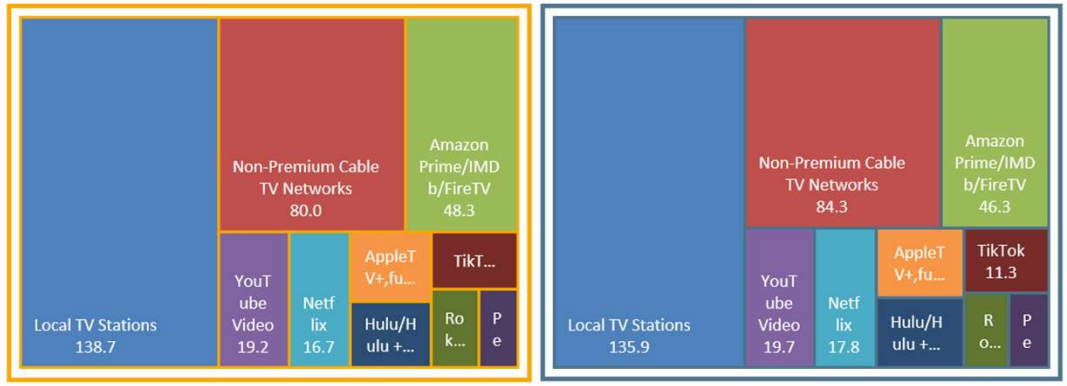
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 799

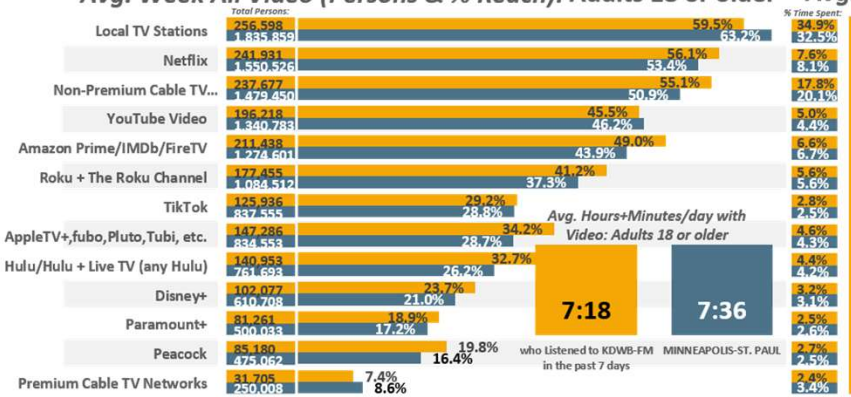
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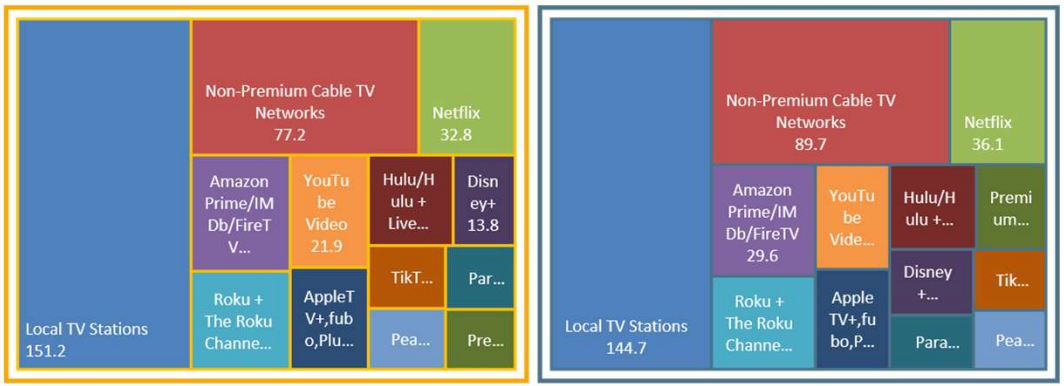
(Radio Stations: KDWB-FM OR Radio Stations: KEEY-FM OR Radio Stations: KFXN-FM OR Radio Stations: KQQL-FM OR Radio Stations: KTCZ-FM OR Radio Stations: KTCZ-FM HD3 OR Radio Stations: KTLK-AM)

252,423 or 58.6% of Adults 18 or older who Listened to KDWB-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 143.6 minutes every day representing 41.1% of all time spent daily with Ad-Supported Video.

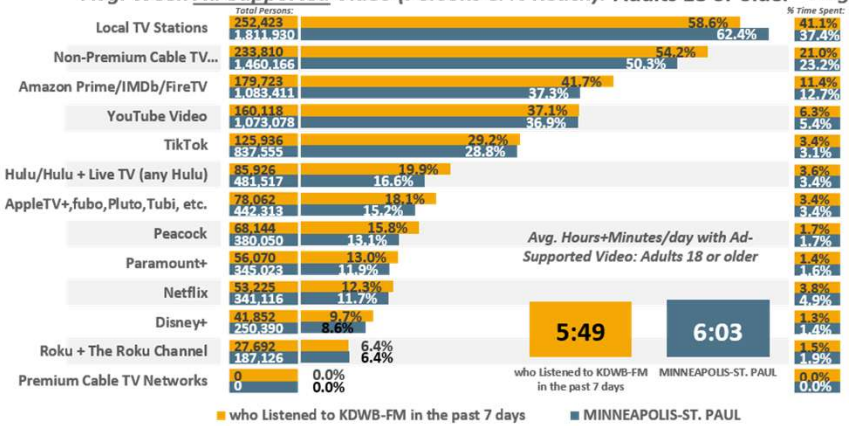
Avg. Week All Video (Persons & % Reach): Adults 18 or older



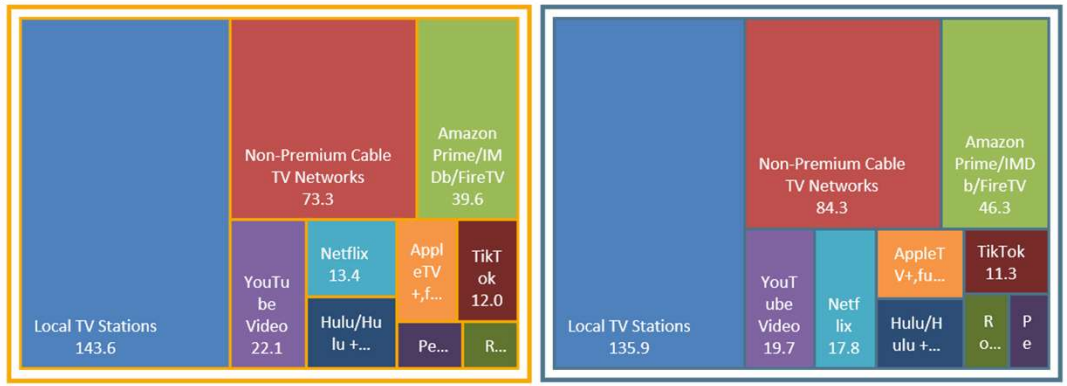
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 209

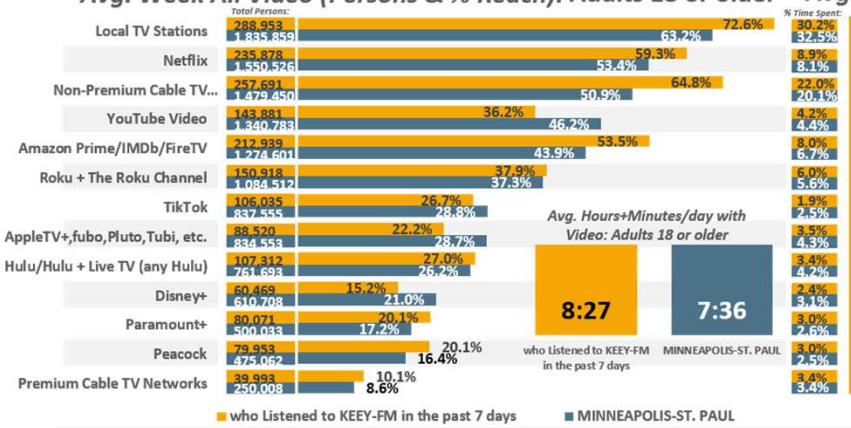
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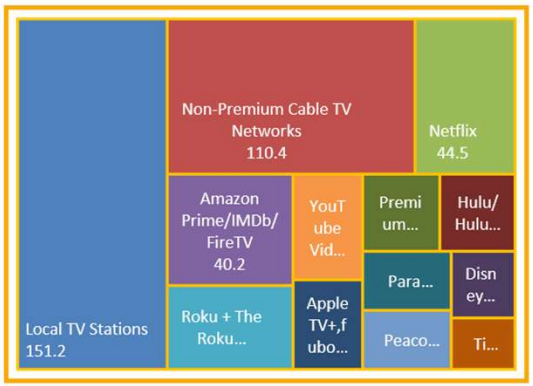
Radio Stations: KDWB-FM

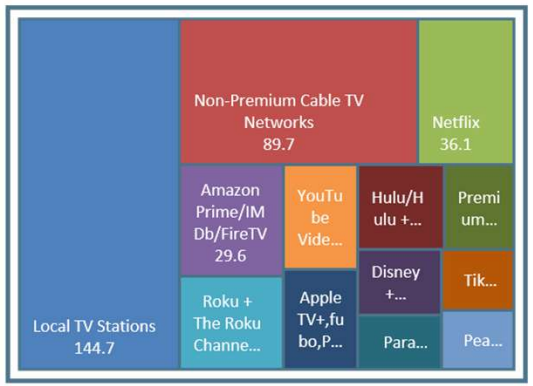
286,033 or 71.9% of Adults 18 or older who Listened to KEEY-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 143.5 minutes every day representing 36.1% of all time spent daily with Ad-Supported Video.

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

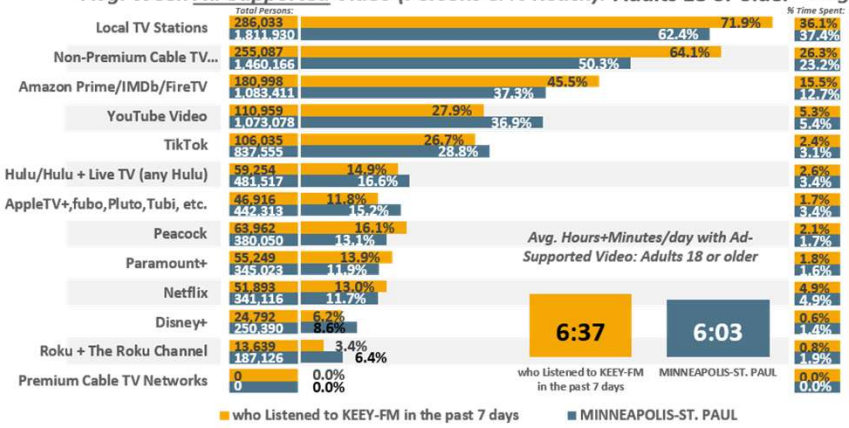


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

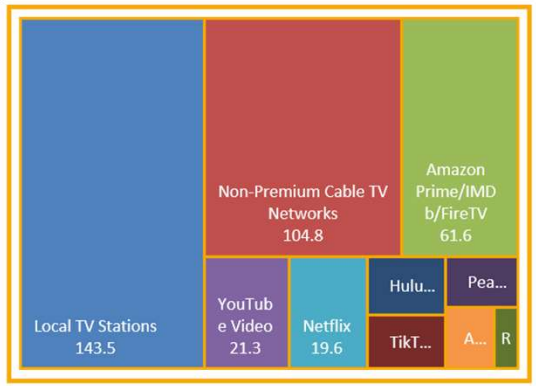


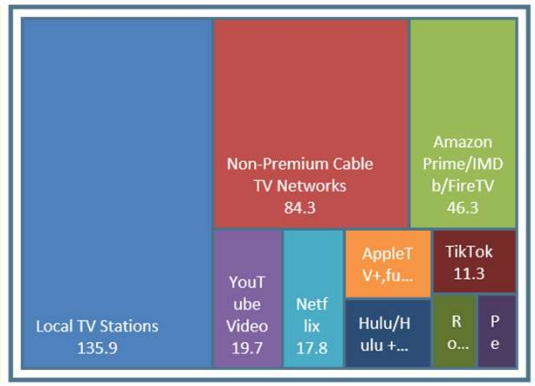


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



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





MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 207

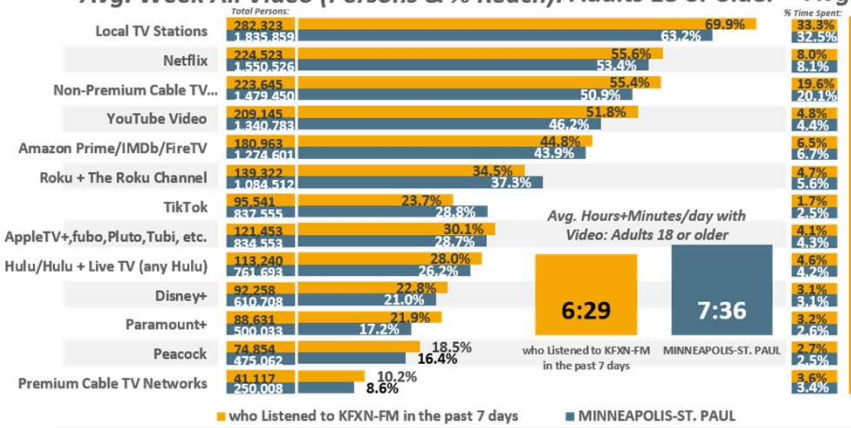
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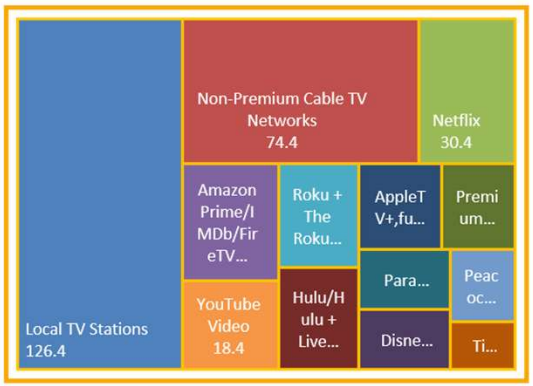
Radio Stations: KEEY-FM

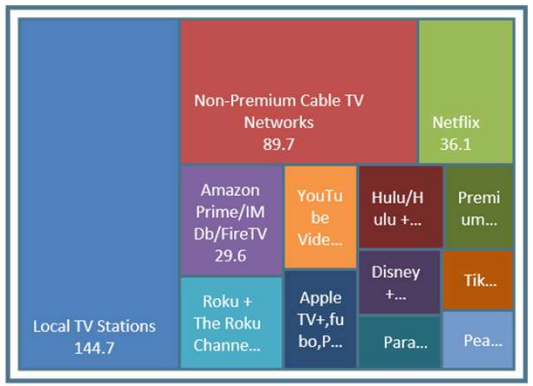
277,450 or 68.7% of Adults 18 or older who Listened to KFXN-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 115.5 minutes every day representing 37.% of all time spent daily with Ad-Supported Video.

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

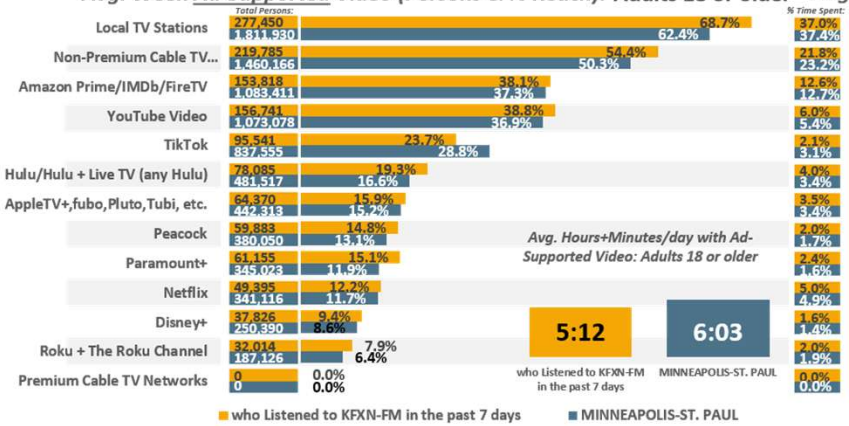


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

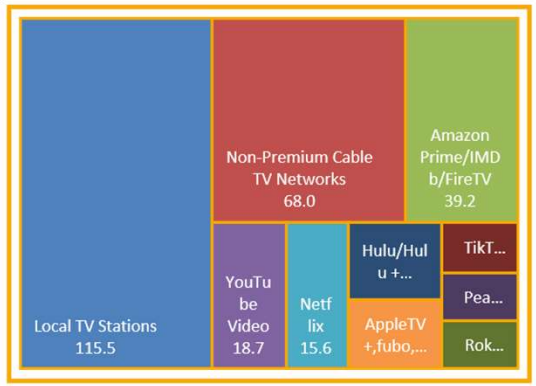


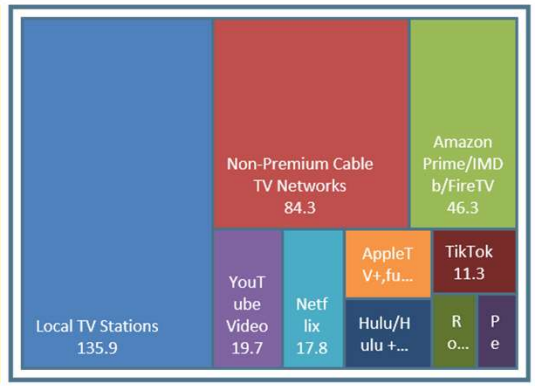


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



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





MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 219

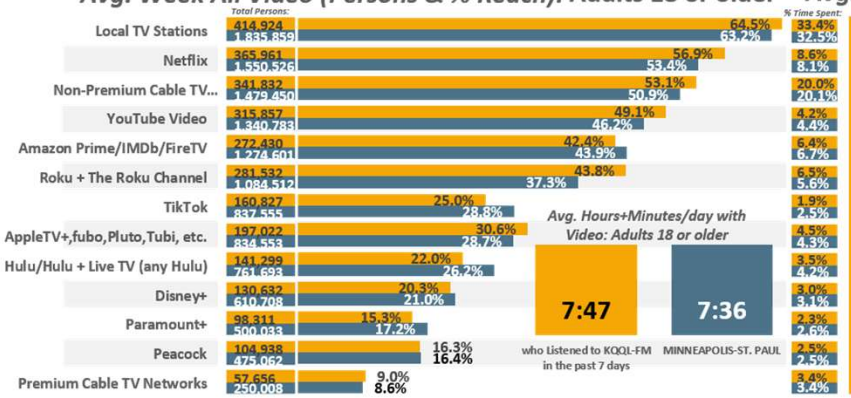
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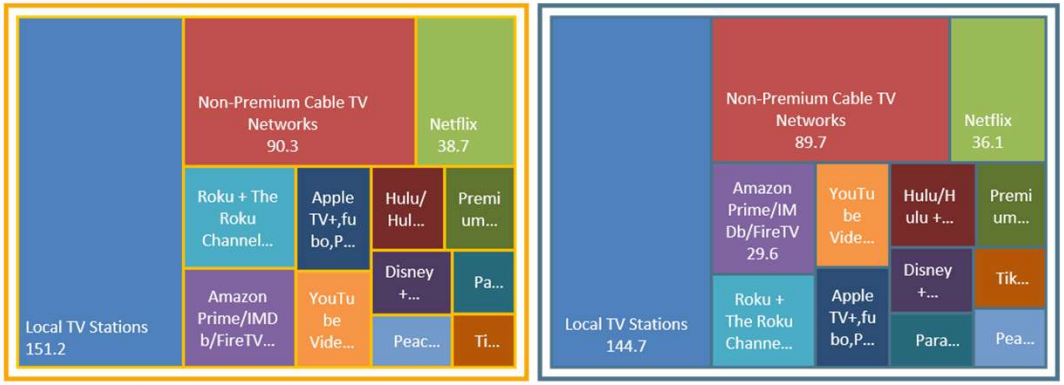
Radio Stations: KFXN-FM

408,471 or 63.5% of Adults 18 or older who Listened to KQQL-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 142.3 minutes every day representing 38.5% of all time spent daily with Ad-Supported Video.

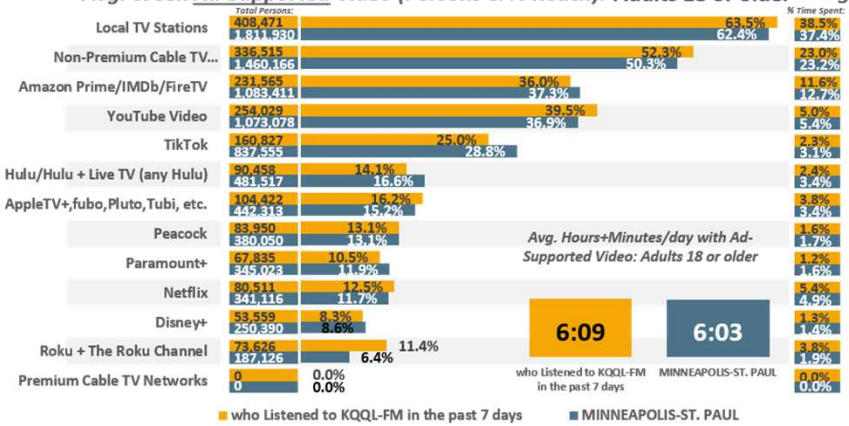
Avg. Week All Video (Persons & % Reach): Adults 18 or older



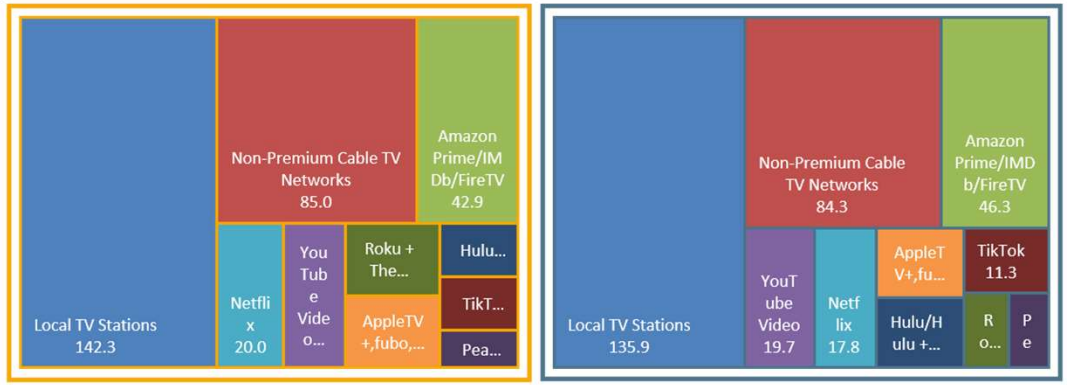
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



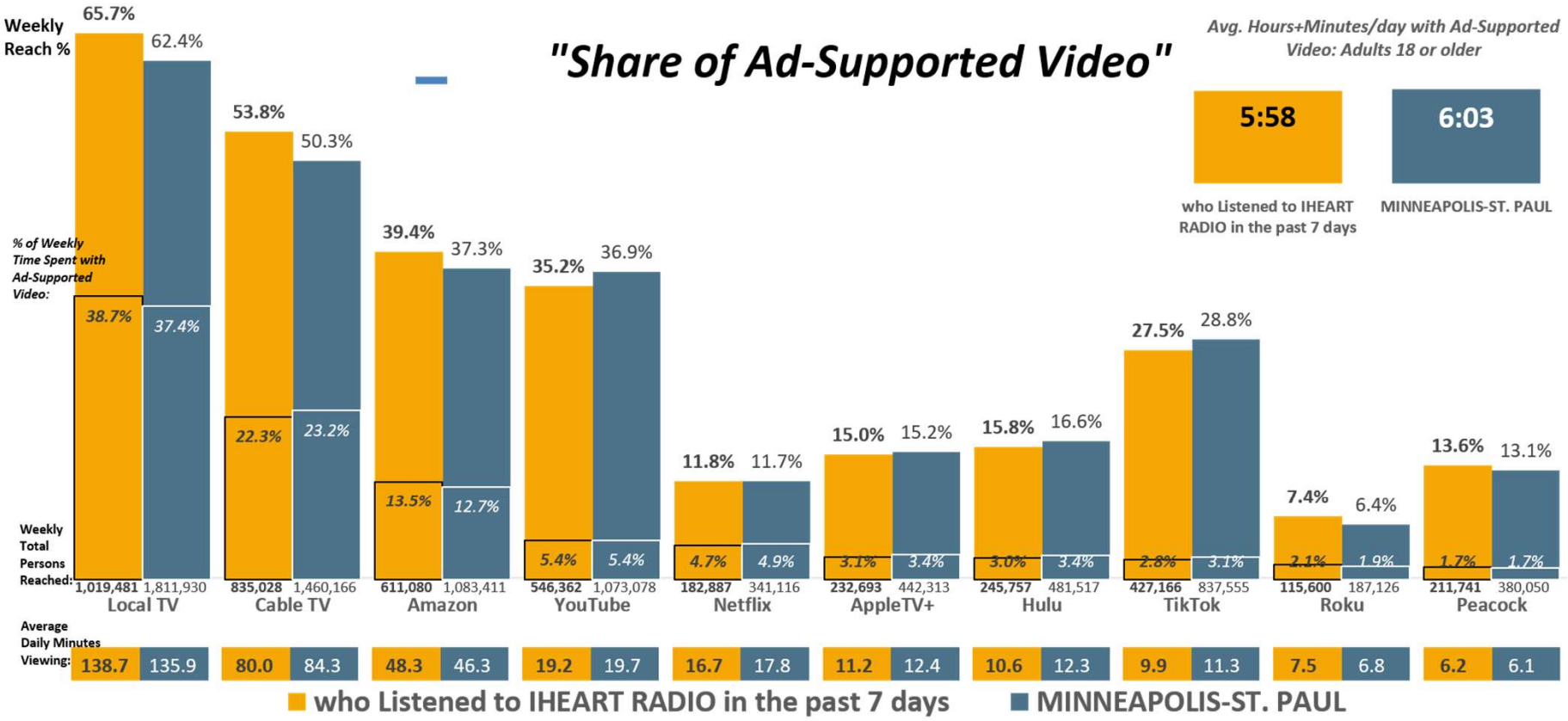
MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 360

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Radio Stations: KQQL-FM

1,019,481 or 65.7% of Adults 18 or older who Listened to IHEART RADIO in the past 7 days watch Ad-Supported Local TV Stations for an average of 138.7 minutes every day representing 38.7% of all time spent daily with Ad-Supported Video.



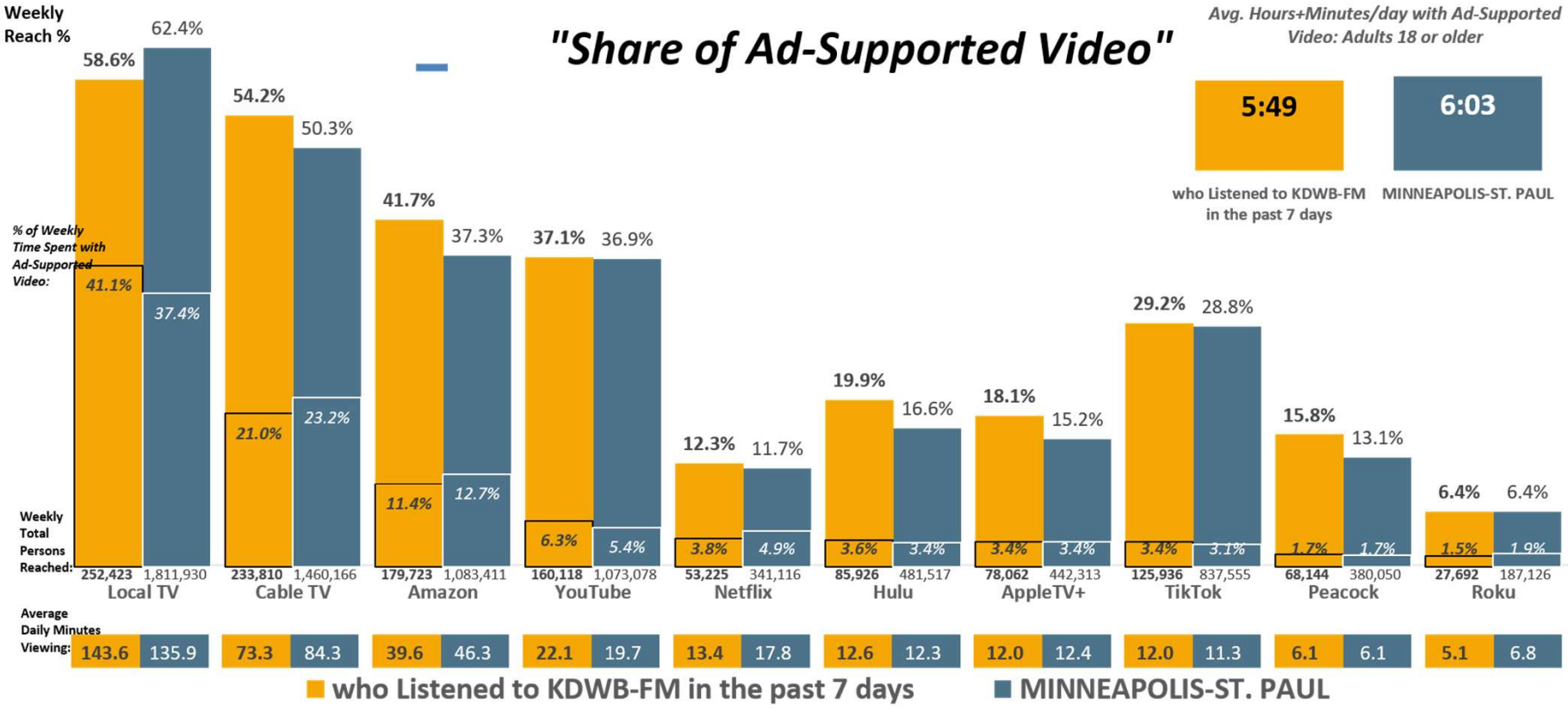
MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 799 MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 1,507

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(Radio Stations: KDWB-FM OR Radio Stations: KEEY-FM OR Radio Stations: KFXN-FM OR Radio Stations: KQQL-FM OR Radio Stations: KTCZ-FM OR Radio Stations: KTCZ-FM HD3 OR Radio Stations: KTLK-AM)

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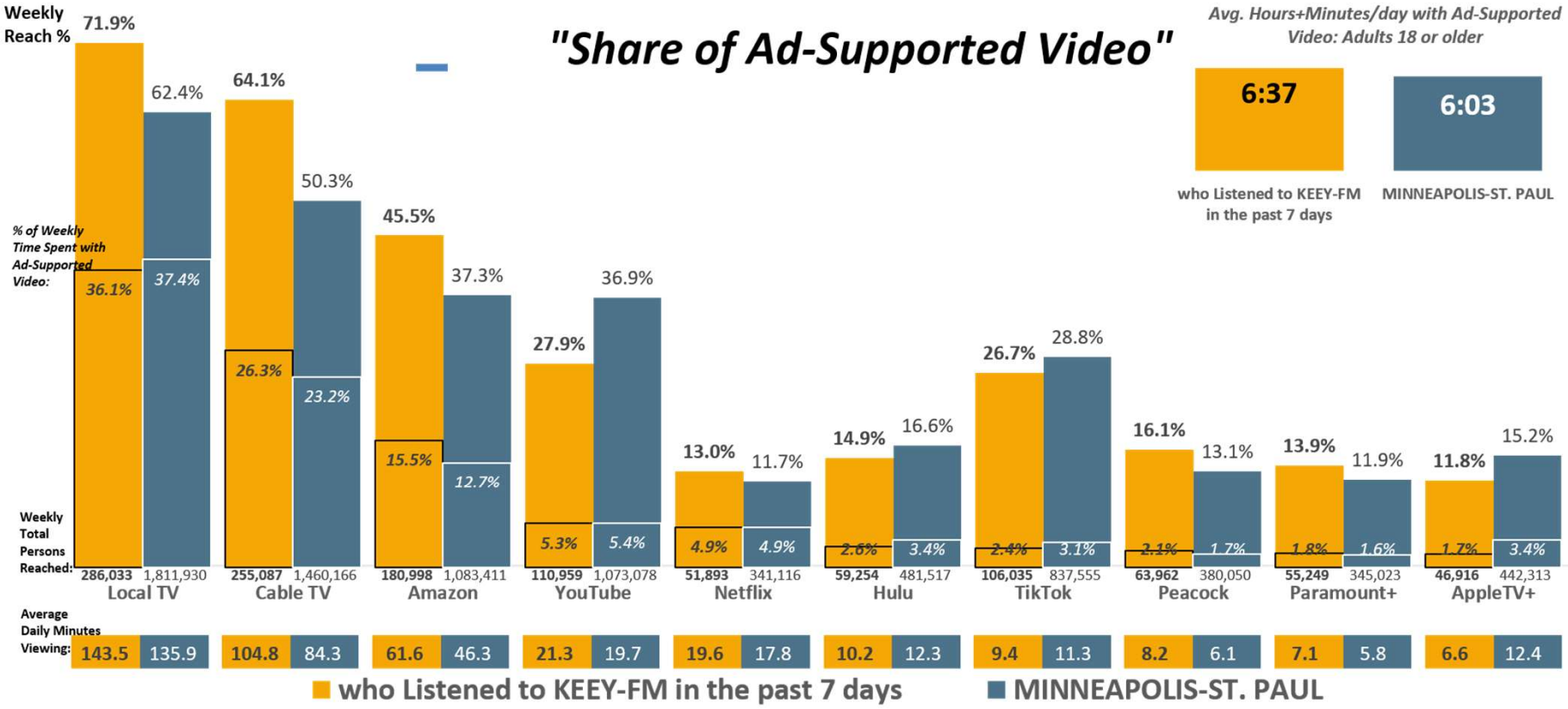
MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 209 MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 1,507

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Radio Stations: KDWB-FM

286,033 or 71.9% of Adults 18 or older who Listened to KEEY-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 143.5 minutes every day representing 36.1% of all time spent daily with Ad-Supported Video.



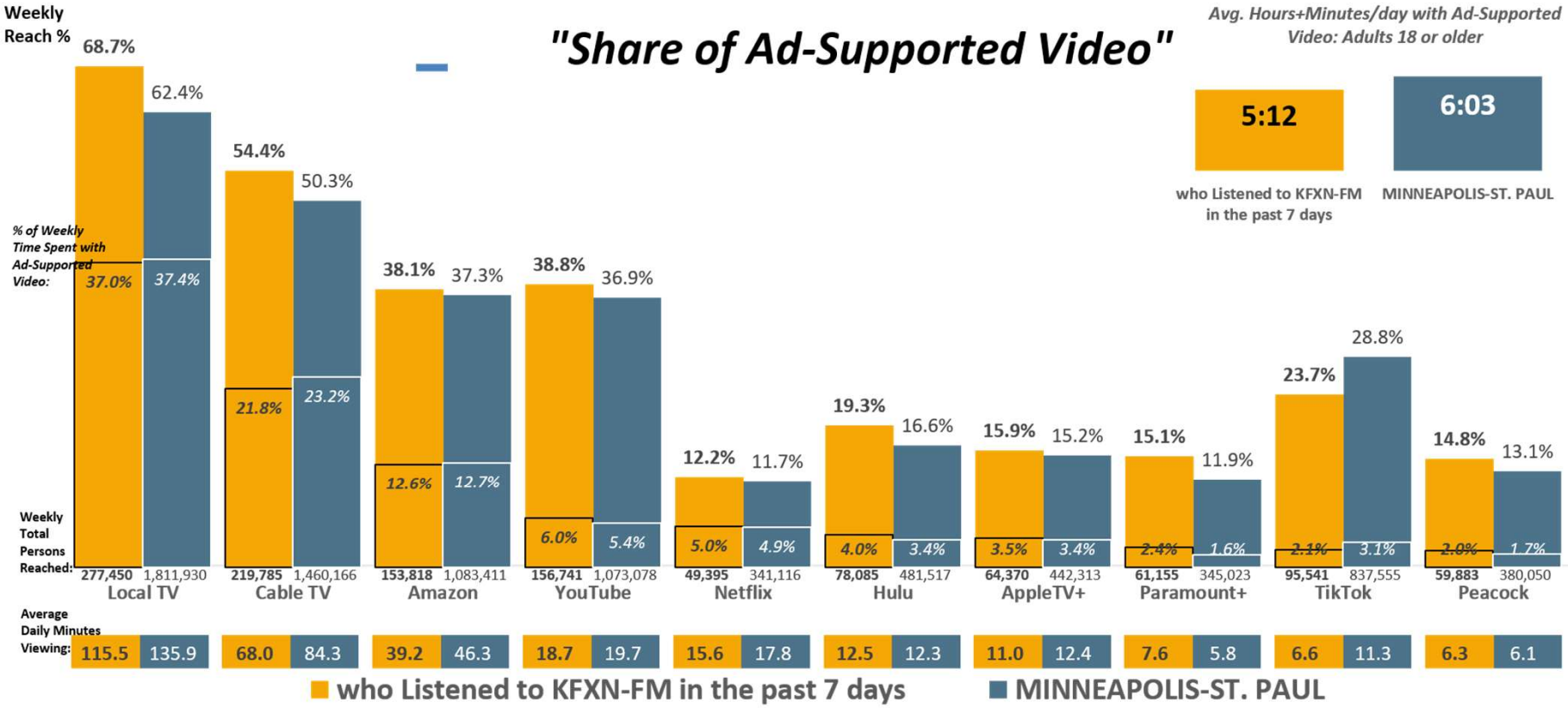
MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 207 MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 1,507

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Radio Stations: KEEY-FM

277,450 or 68.7% of Adults 18 or older who Listened to KFXN-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 115.5 minutes every day representing 37.% of all time spent daily with Ad-Supported Video.



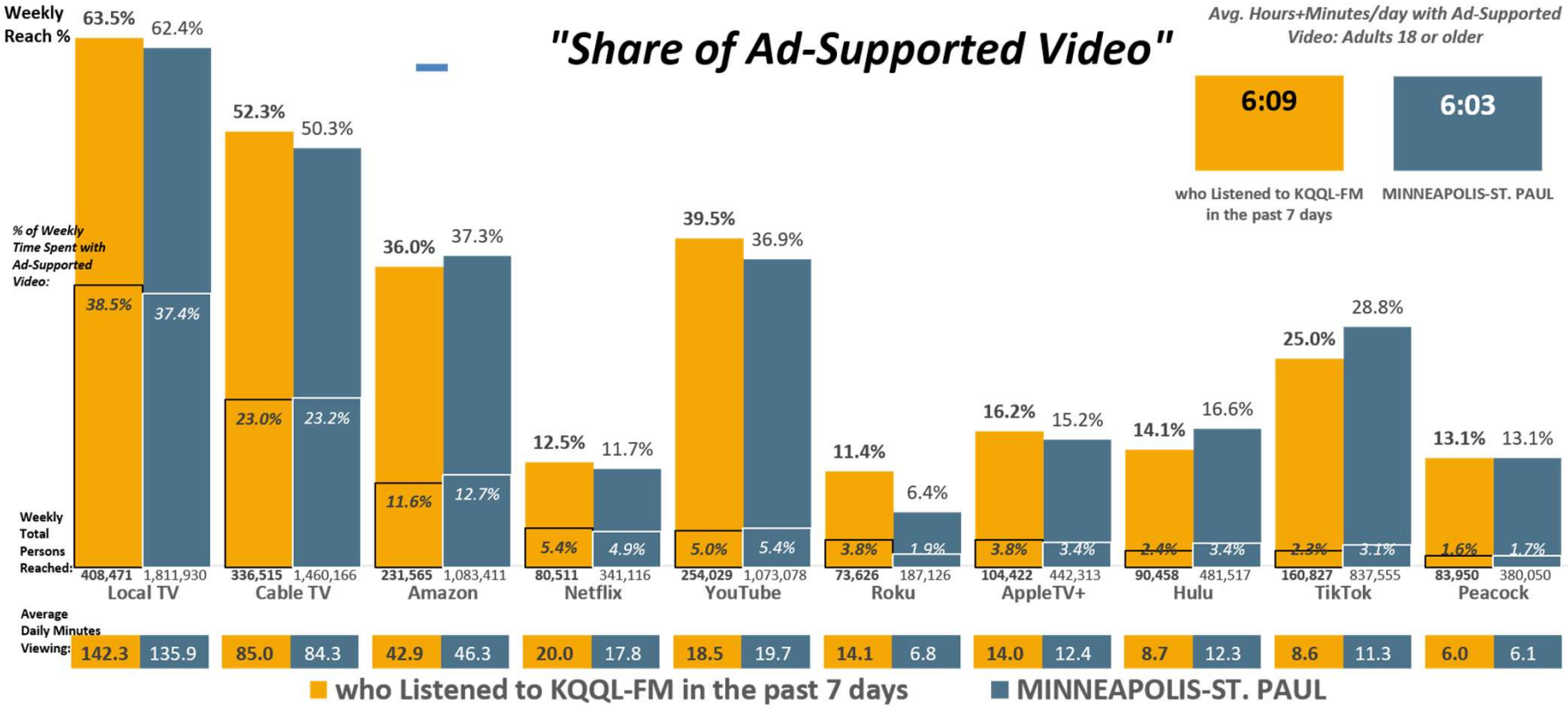
MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 219 MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 1,507

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Radio Stations: KFXN-FM

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MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 360 MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 1,507

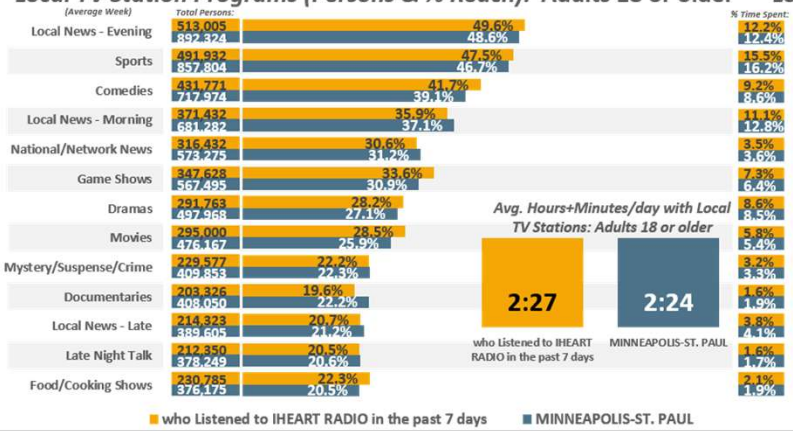
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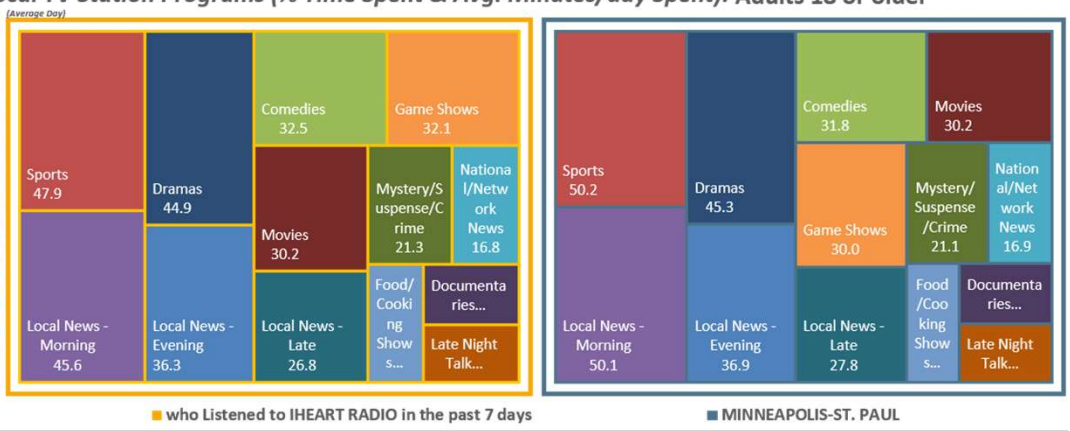
Radio Stations: KQQL-FM

1,019,481 or 65.7% of Adults 18 or older who Listened to IHEART RADIO in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Comedies, Local News - Morning, Game Shows, and Movies.

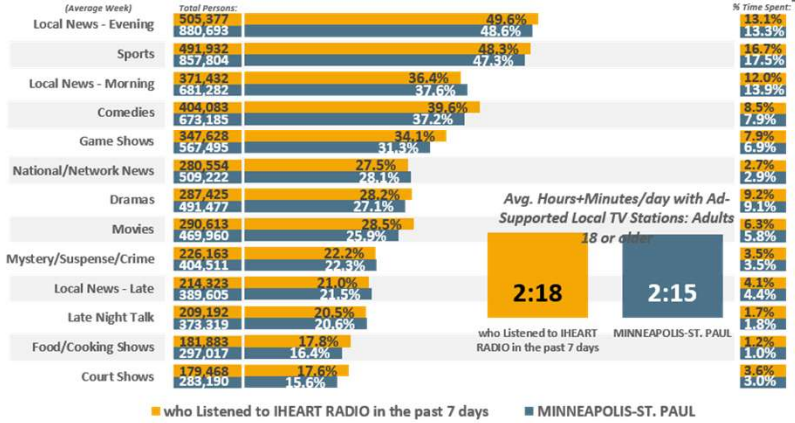
Local TV Station Programs (Persons & % Reach): Adults 18 or older



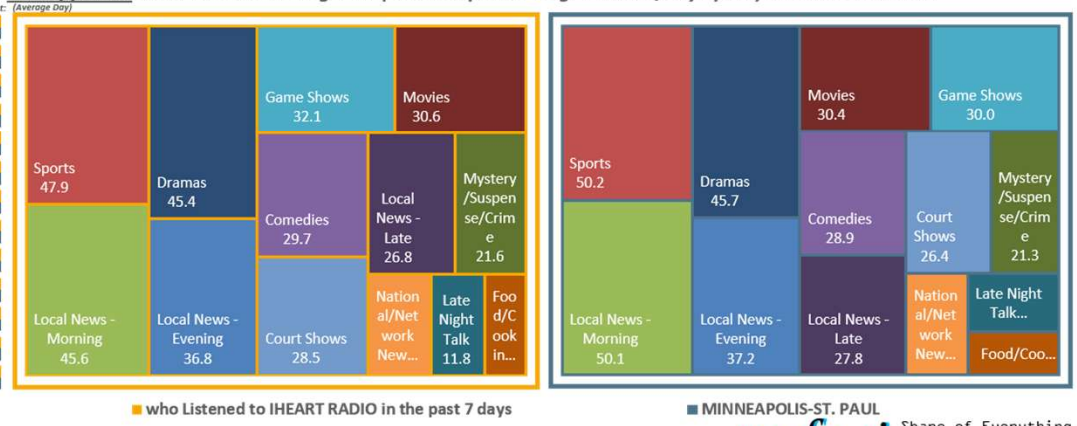
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 799

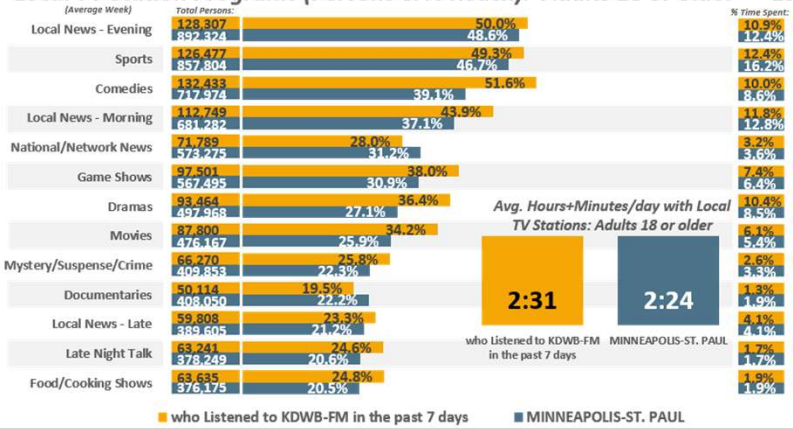
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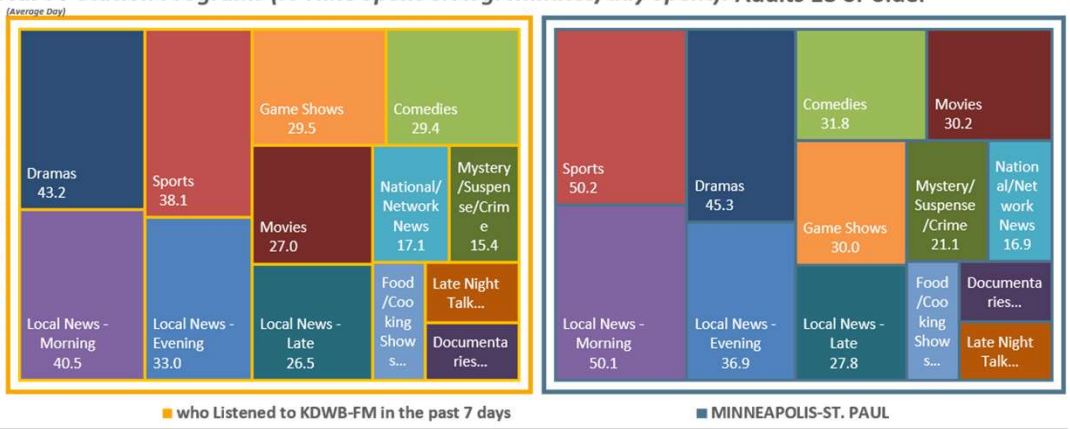
(Radio Stations: KDWB-FM OR Radio Stations: KEEY-FM OR Radio Stations: KFXN-FM OR Radio Stations: KQQL-FM OR Radio Stations: KTCZ-FM OR Radio Stations: KTCZ-FM HD3 OR Radio Stations: KTLK-AM)

252,423 or 58.6% of Adults 18 or older who Listened to KDWB-FM in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Comedies, Local News - Morning, Game Shows, and Dramas.

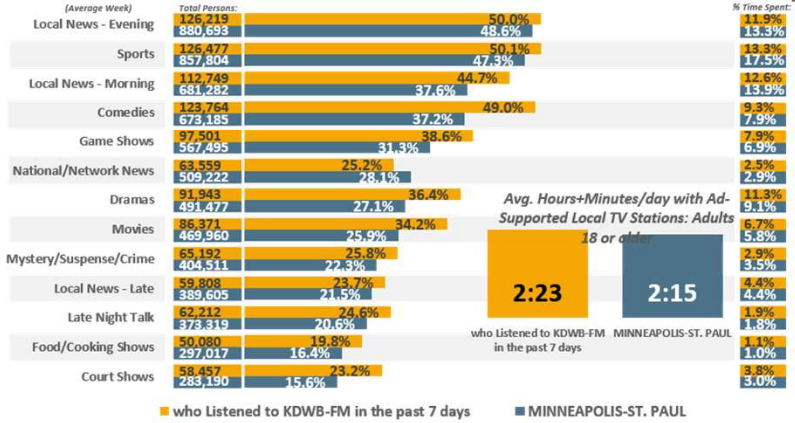
Local TV Station Programs (Persons & % Reach): Adults 18 or older



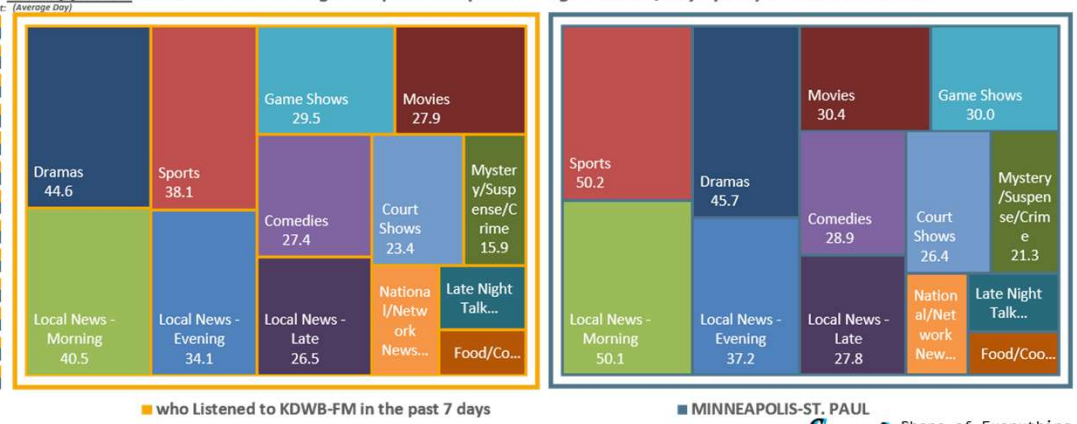
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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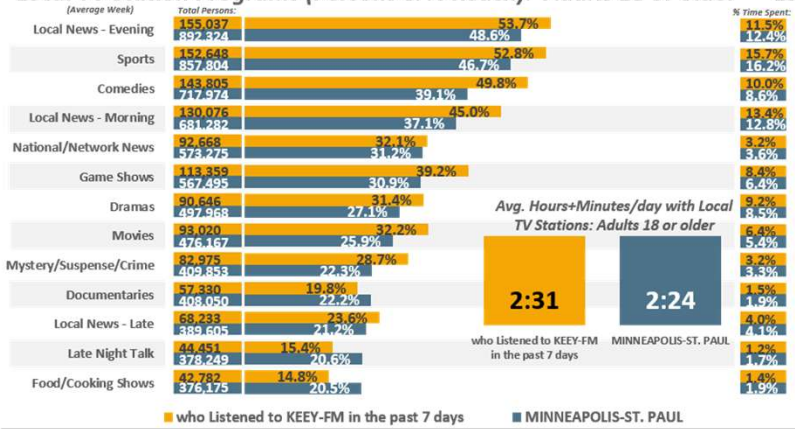
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Radio Stations: KDWB-FM

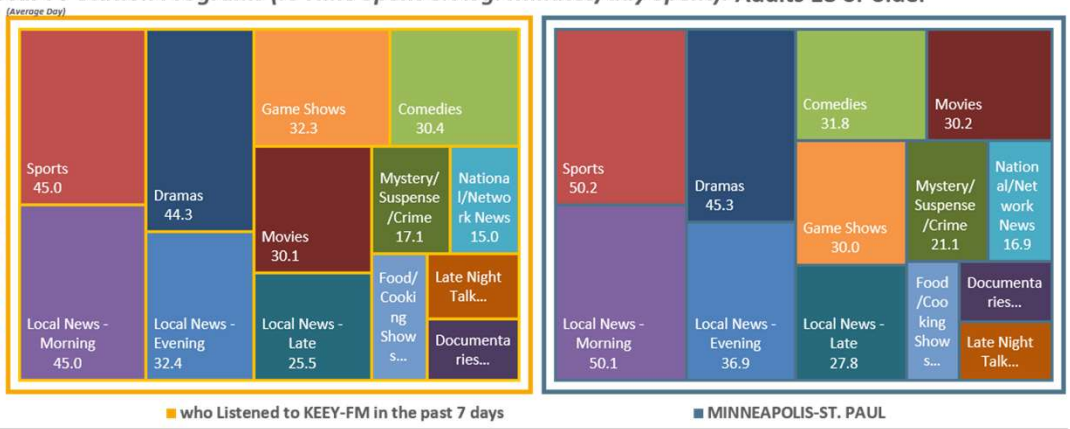
102.1 FM K102
#1 FOR NEW COUNTRY AND THE BEST VARIETY

286,033 or 71.9% of Adults 18 or older who Listened to KEEY-FM in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Comedies, Local News - Morning, Game Shows, and Movies.

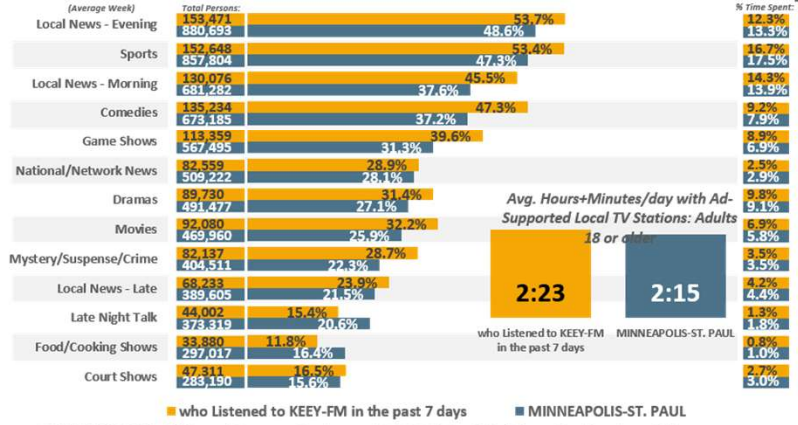
Local TV Station Programs (Persons & % Reach): Adults 18 or older



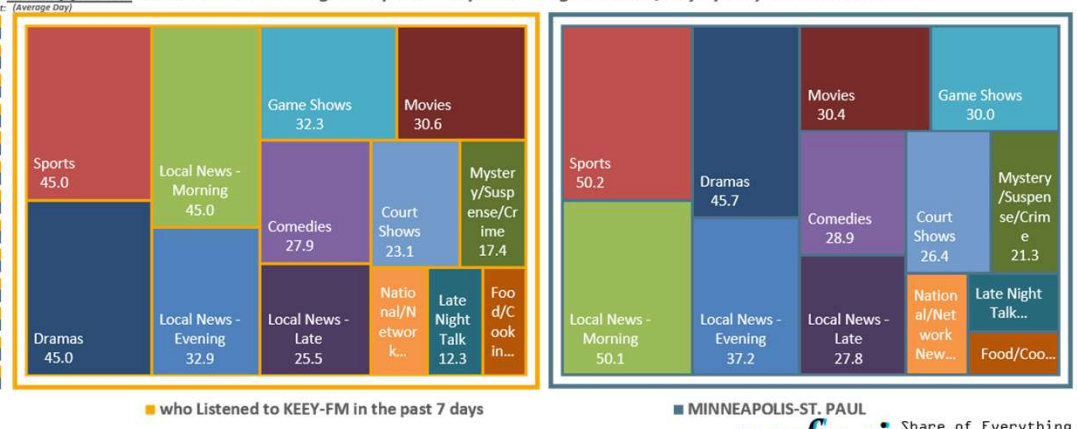
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 207

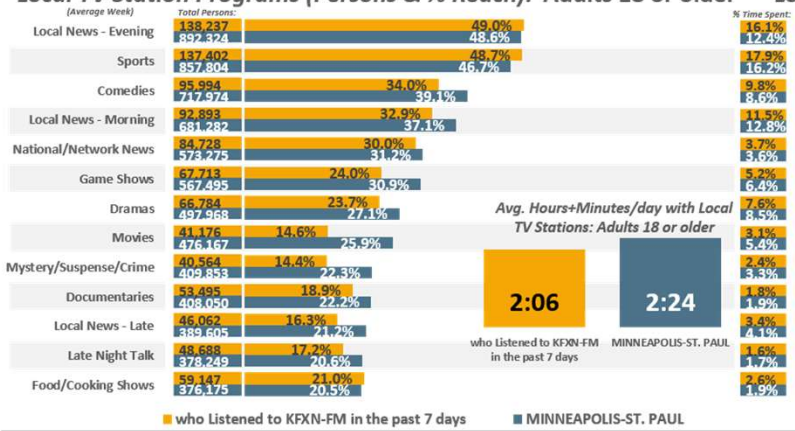
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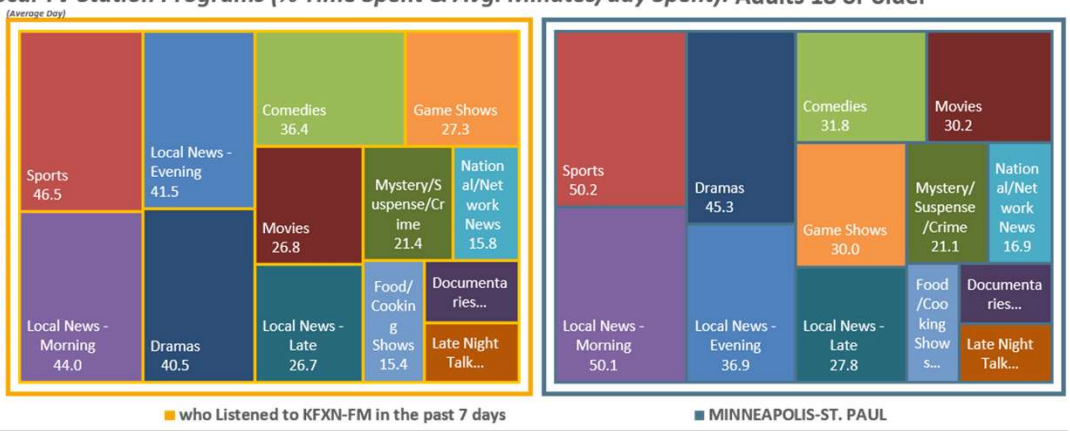
Radio Stations: KEEY-FM

277,450 or 68.7% of Adults 18 or older who Listened to KFXN-FM in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Comedies, National/Network News, and Game Shows.

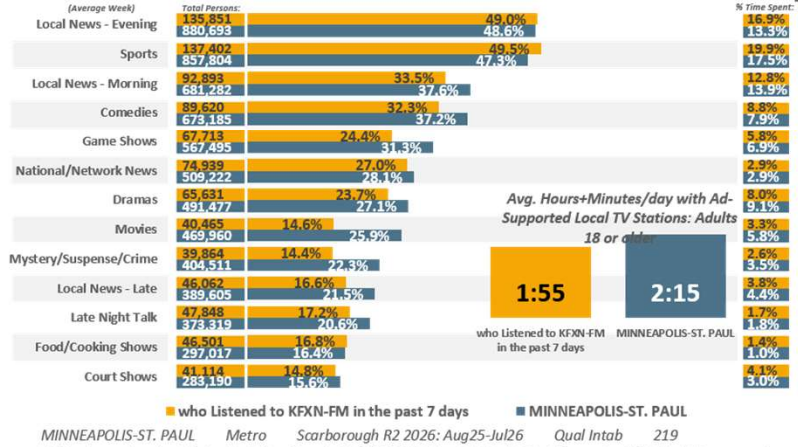
Local TV Station Programs (Persons & % Reach): Adults 18 or older



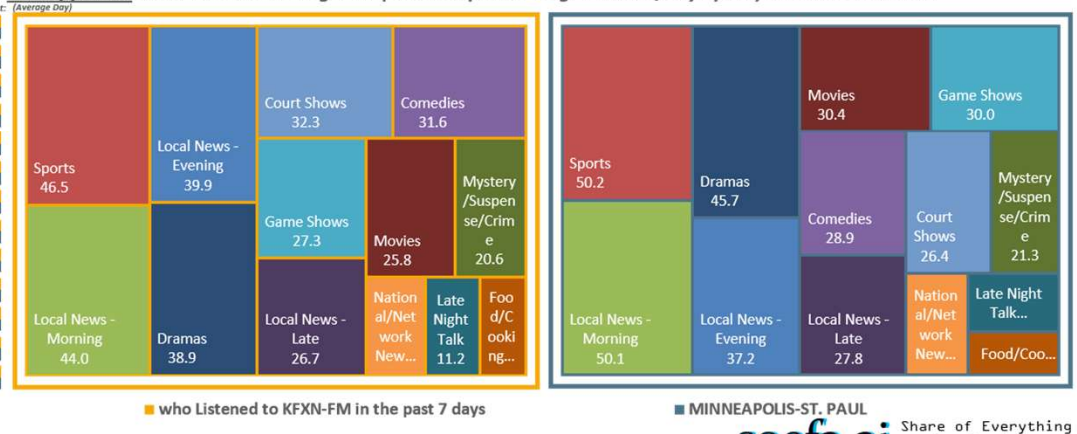
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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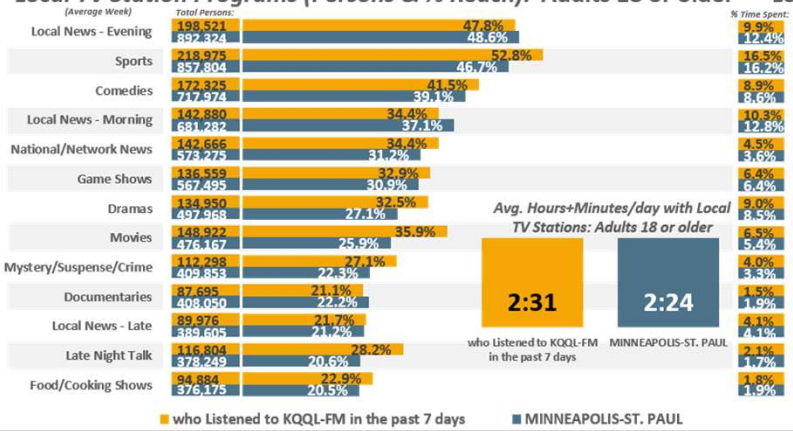
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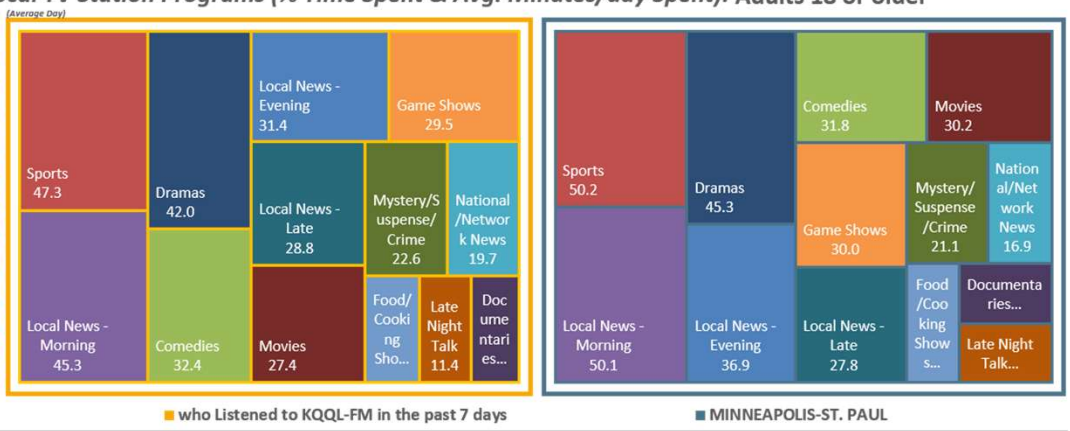
Radio Stations: KFXN-FM

408,471 or 63.5% of Adults 18 or older who Listened to KQQL-FM in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Comedies, Movies, Local News - Morning, and Game Shows.

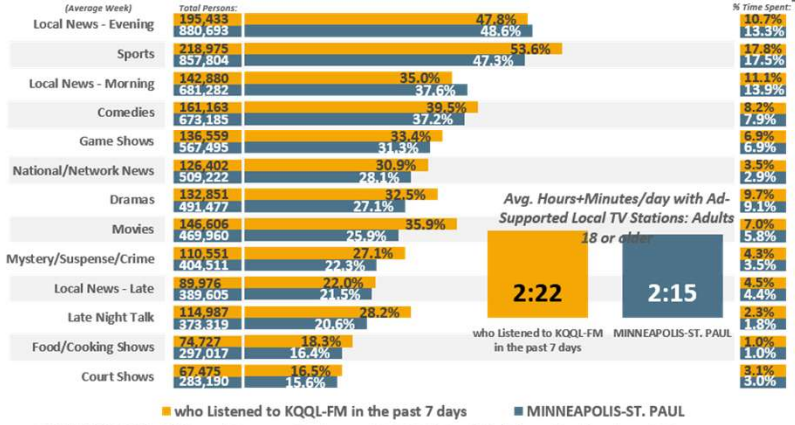
Local TV Station Programs (Persons & % Reach): Adults 18 or older



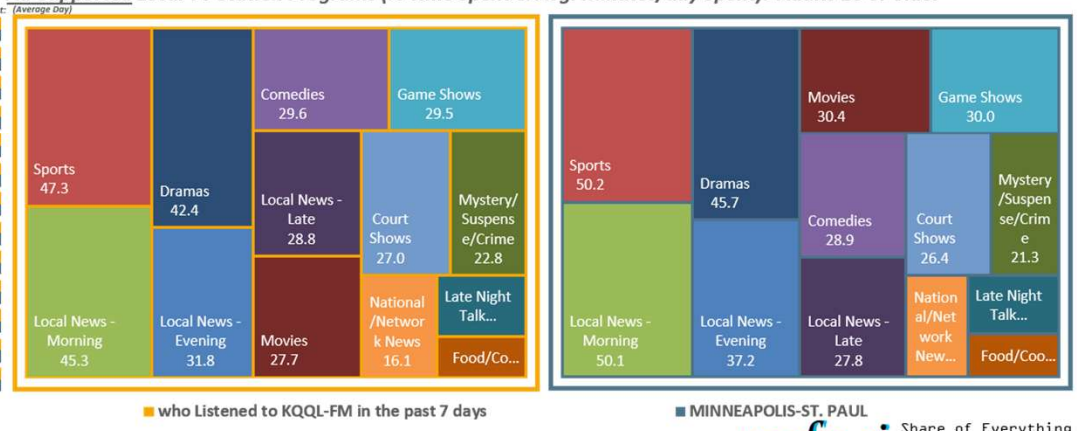
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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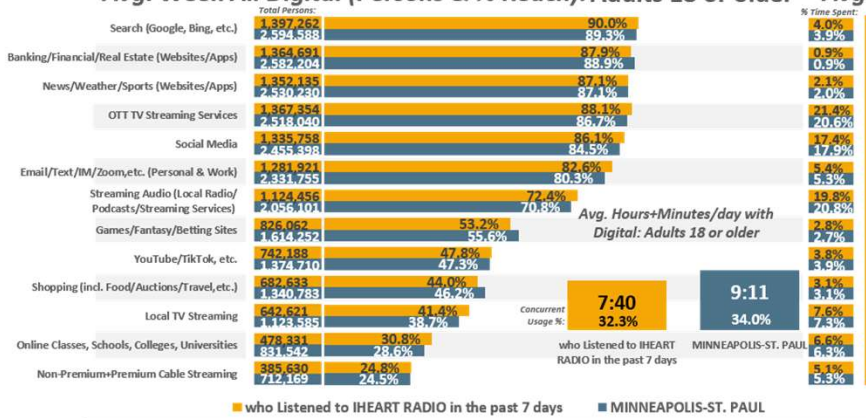
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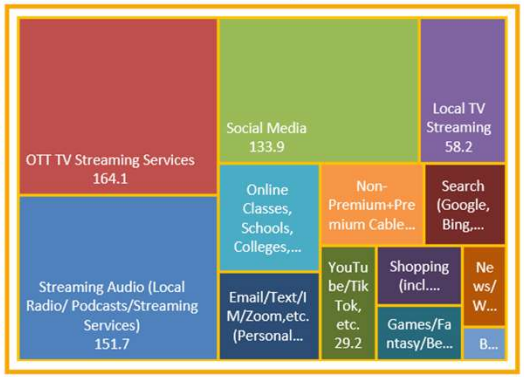
Radio Stations: KQQL-FM

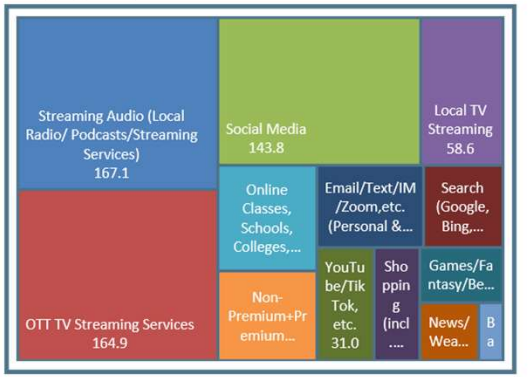
1,178,929 or 76.% of Adults 18 or older who Listened to IHEART RADIO in the past 7 days use Ad-Supported Social Media for an average of 118.1 minutes every day representing 21.3% of all time spent daily with Ad-Supported Digital Media.

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

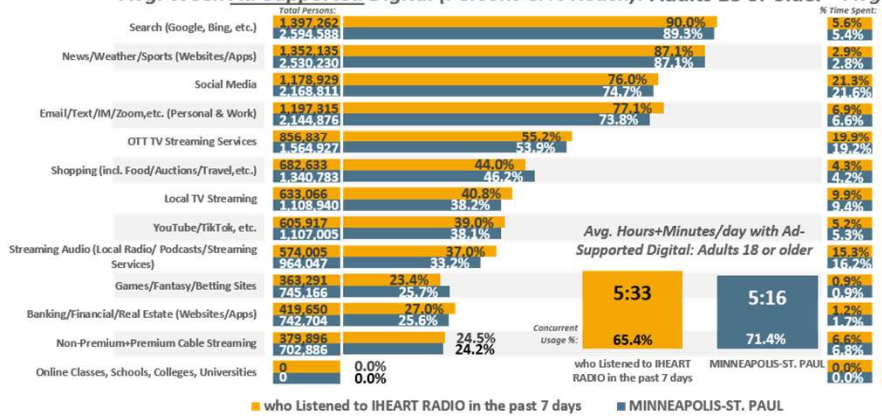


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older





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



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





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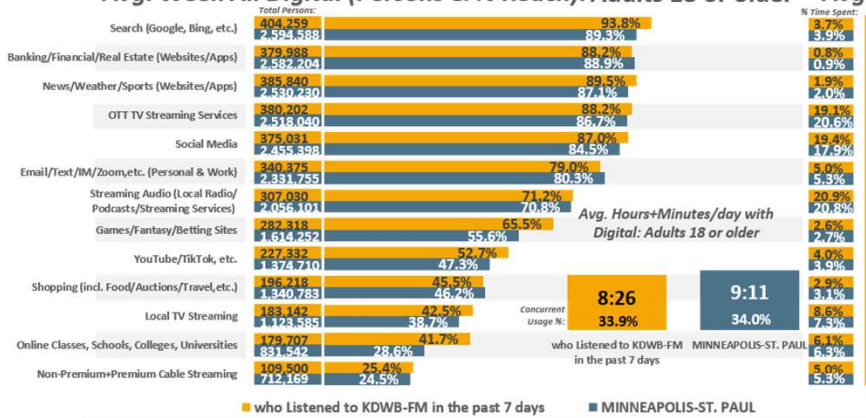
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(Radio Stations: KDWB-FM OR Radio Stations: KEEY-FM OR Radio Stations: KFXN-FM OR Radio Stations: KQQL-FM OR Radio Stations: KTCZ-FM OR Radio Stations: KTCZ-FM HD3 OR Radio Stations: KTLK-AM)

325,165 or 75.4% of Adults 18 or older who Listened to KDWB-FM in the past 7 days use Ad-Supported Social Media for an average of 142.2 minutes every day representing 23.7% of all time spent daily with Ad-Supported Digital Media.

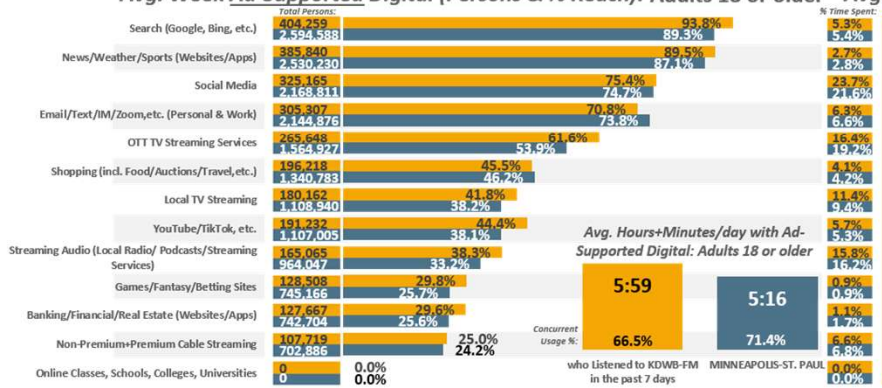
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



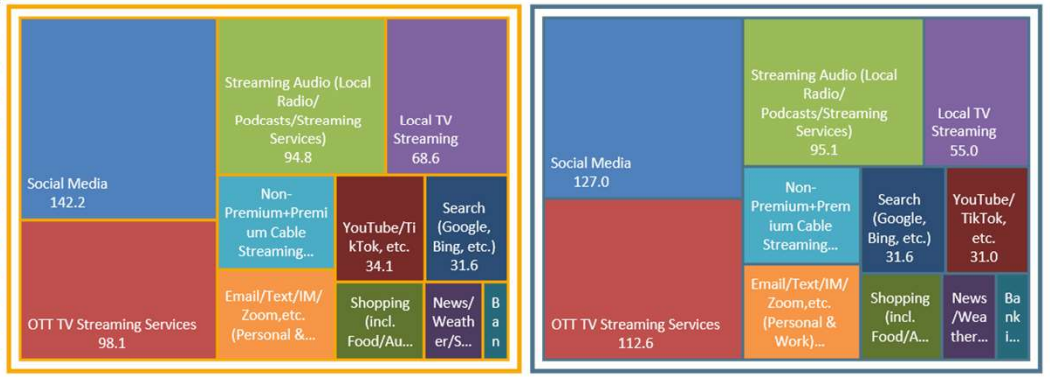
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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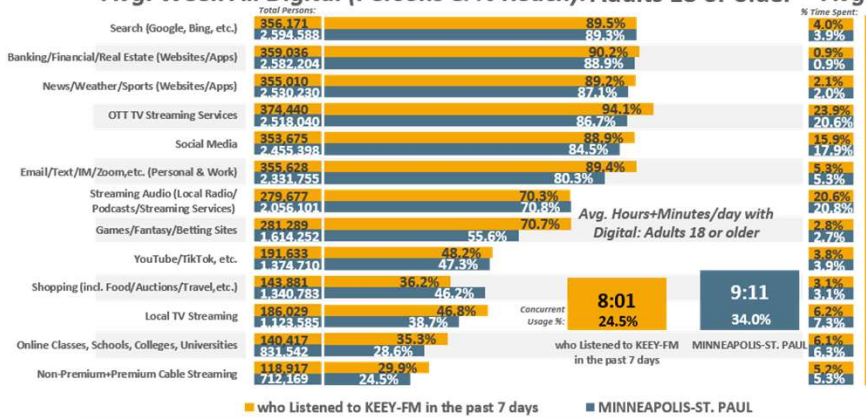
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Radio Stations: KDWB-FM

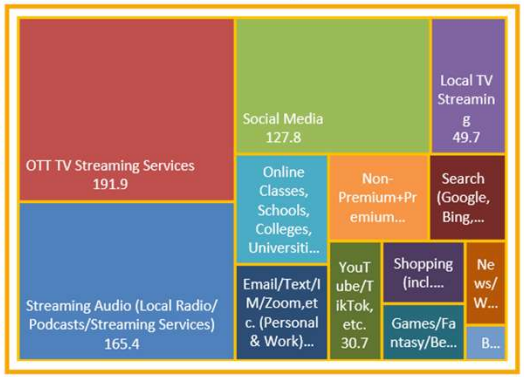
102.1 FM K-102
#1 FOR NEW COUNTRY AND THE BEST VARIETY

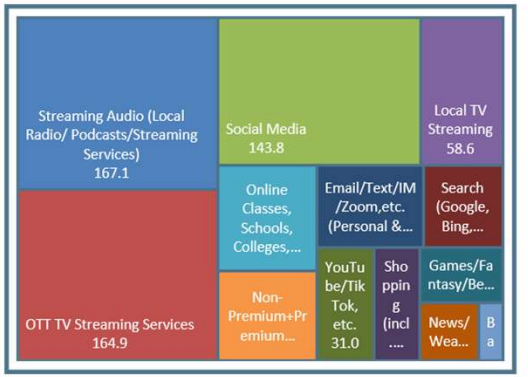
314,176 or 79.% of Adults 18 or older who Listened to KEEY-FM in the past 7 days use Ad-Supported Social Media for an average of 113.5 minutes every day representing 19.9% of all time spent daily with Ad-Supported Digital Media.

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

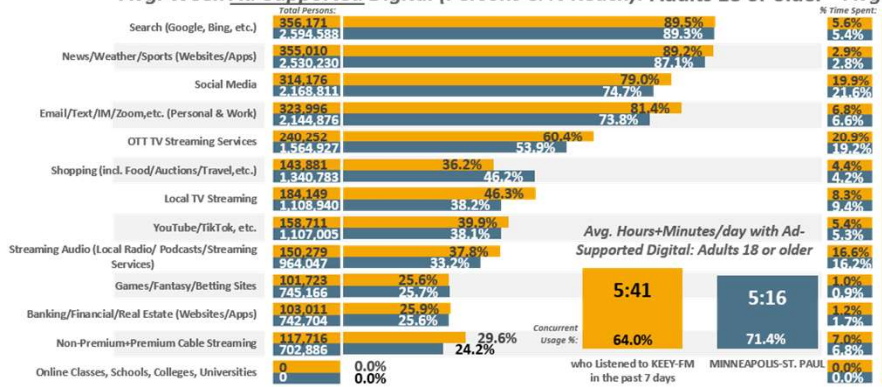


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

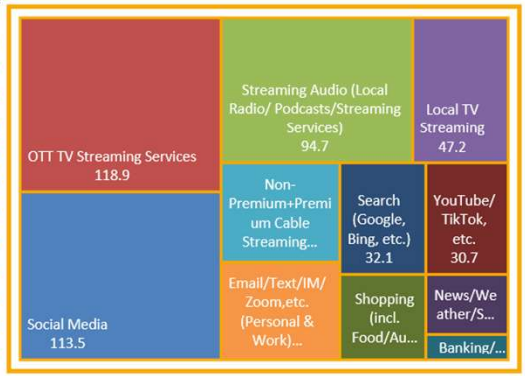




Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





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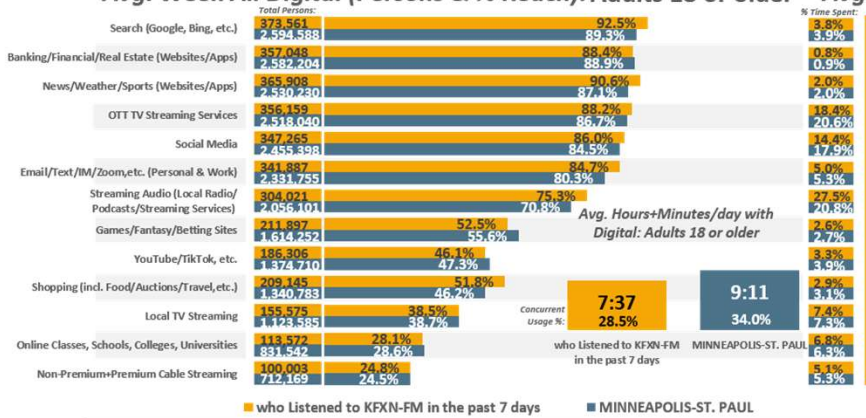
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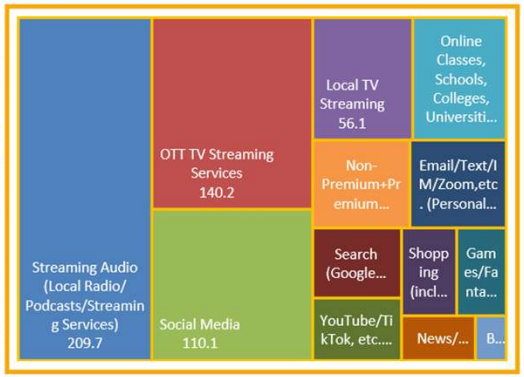
Radio Stations: KEEY-FM

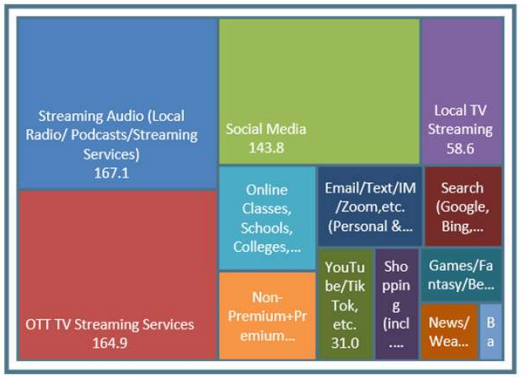
310,183 or 76.8% of Adults 18 or older who Listened to KFXN-FM in the past 7 days use Ad-Supported Social Media for an average of 98.4 minutes every day representing 18.% of all time spent daily with Ad-Supported Digital Media.

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

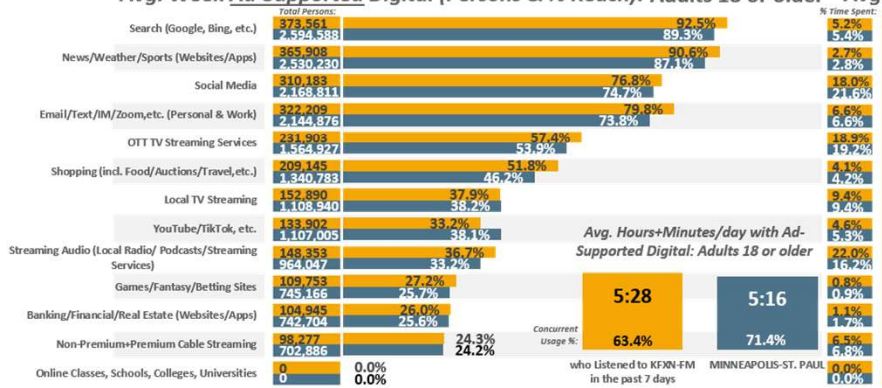


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

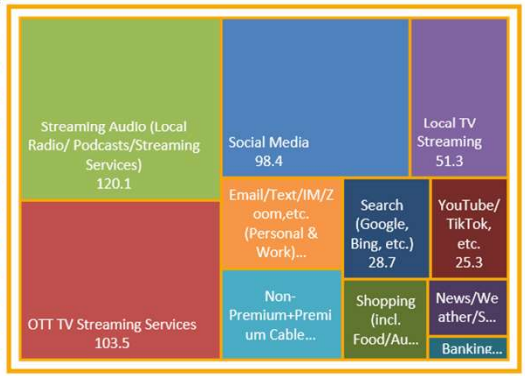




Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





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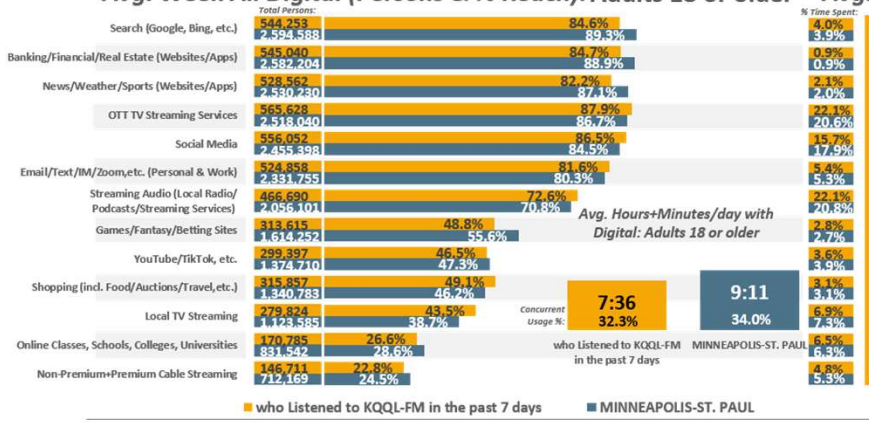
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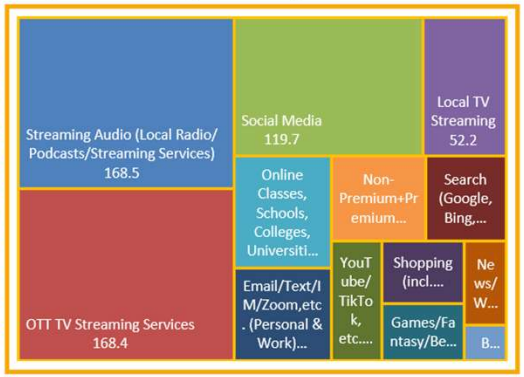
Radio Stations: KFXN-FM

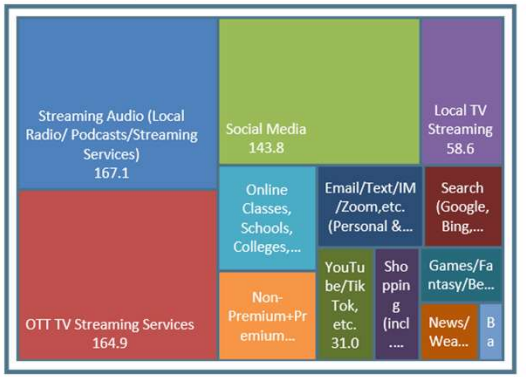
480,439 or 74.7% of Adults 18 or older who Listened to KQQL-FM in the past 7 days use Ad-Supported Social Media for an average of 103.4 minutes every day representing 19.% of all time spent daily with Ad-Supported Digital Media.

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



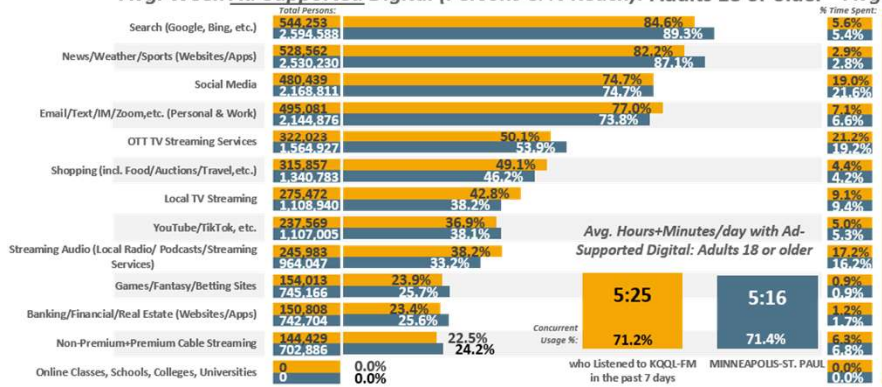
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



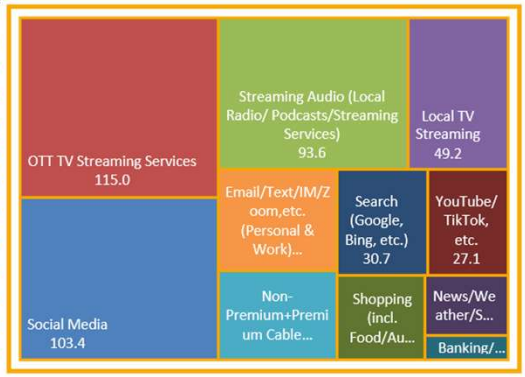


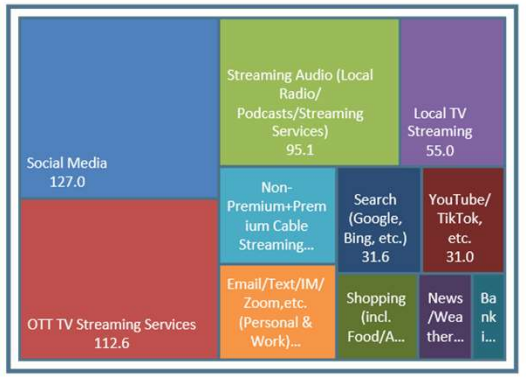
who Listened to KQQL-FM in the past 7 days ■ MINNEAPOLIS-ST. PAUL

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



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





who Listened to KQQL-FM in the past 7 days ■ MINNEAPOLIS-ST. PAUL

MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 360

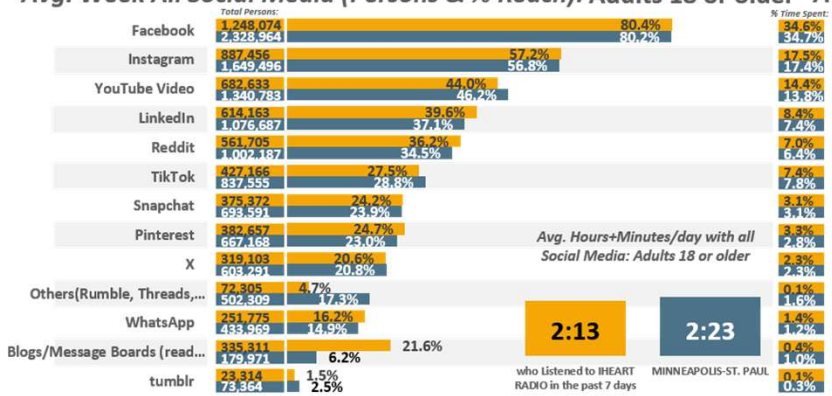
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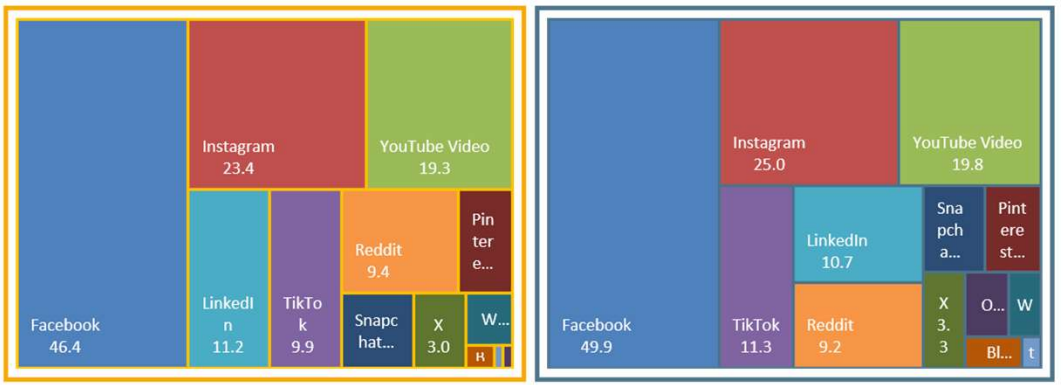
Radio Stations: KQQL-FM

1,178,929 or 76.% of Adults 18 or older who Listened to IHEART RADIO in the past 7 days use Ad-Supported Facebook for an average of 43.3 minutes every day representing 36.7% of all time spent daily with Ad-Supported Social Media.

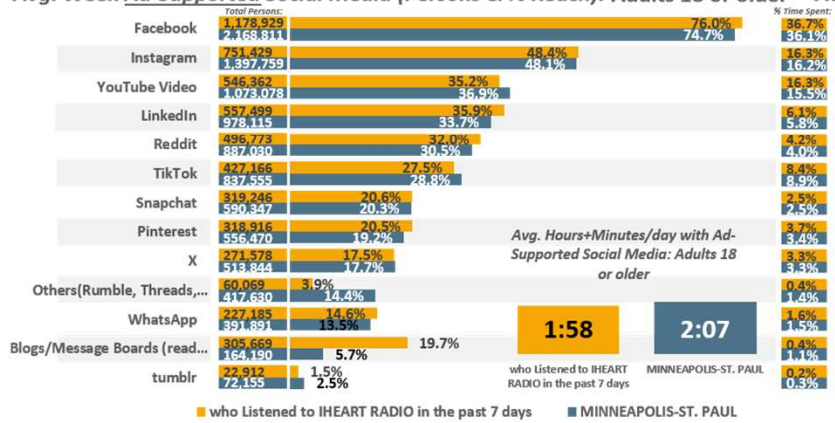
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



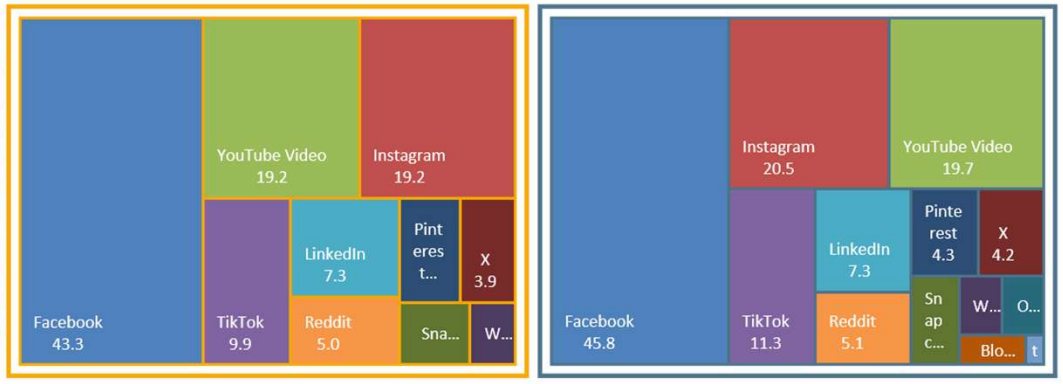
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 799

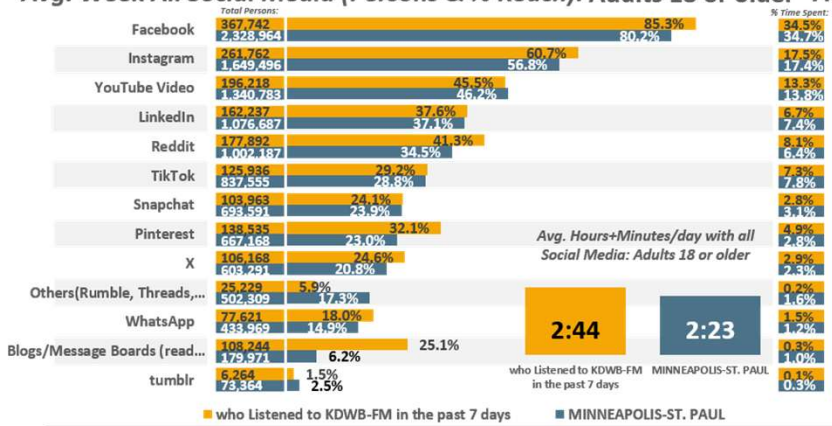
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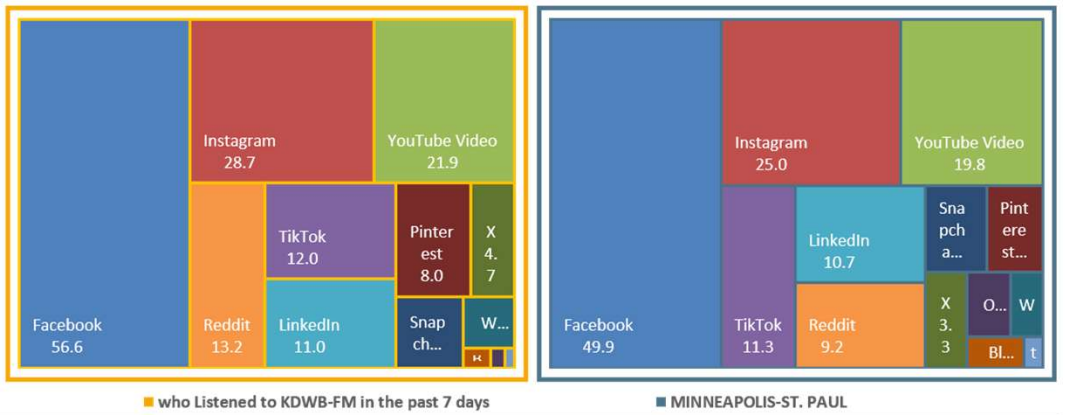
(Radio Stations: KDWB-FM OR Radio Stations: KEEY-FM OR Radio Stations: KFXN-FM OR Radio Stations: KQQL-FM OR Radio Stations: KTCZ-FM OR Radio Stations: KTCZ-FM HD3 OR Radio Stations: KTLK-AM)

325,165 or 75.4% of Adults 18 or older who Listened to KDWB-FM in the past 7 days use Ad-Supported Facebook for an average of 50.8 minutes every day representing 35.7% of all time spent daily with Ad-Supported Social Media.

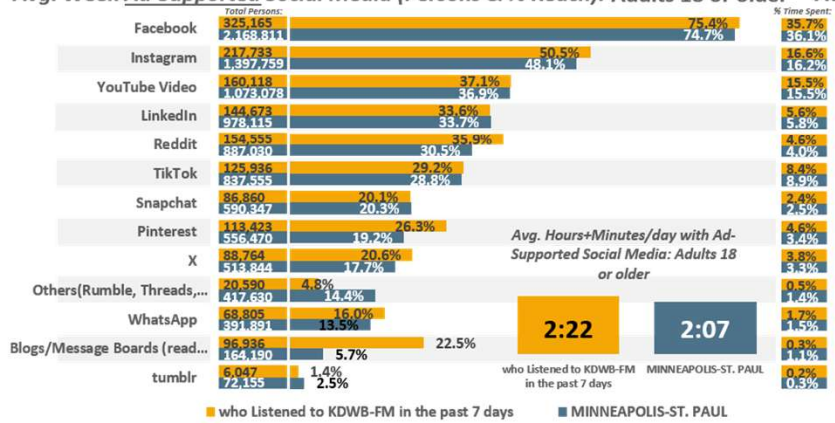
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



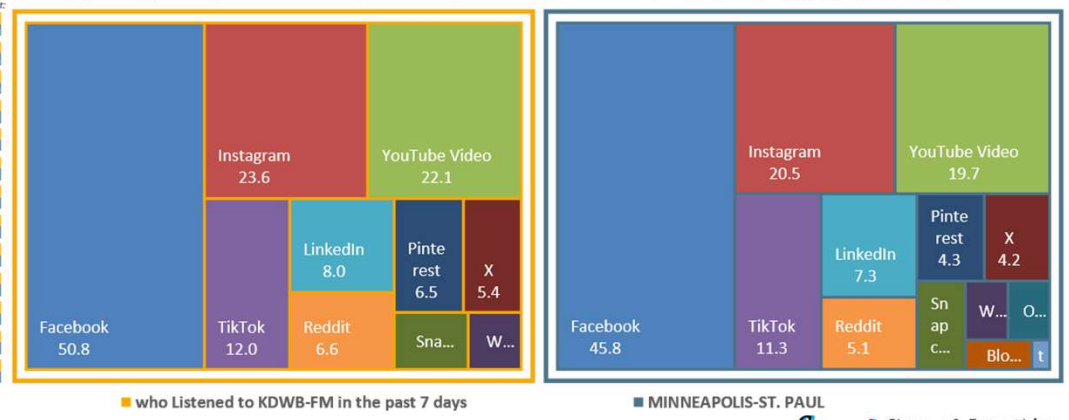
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 209

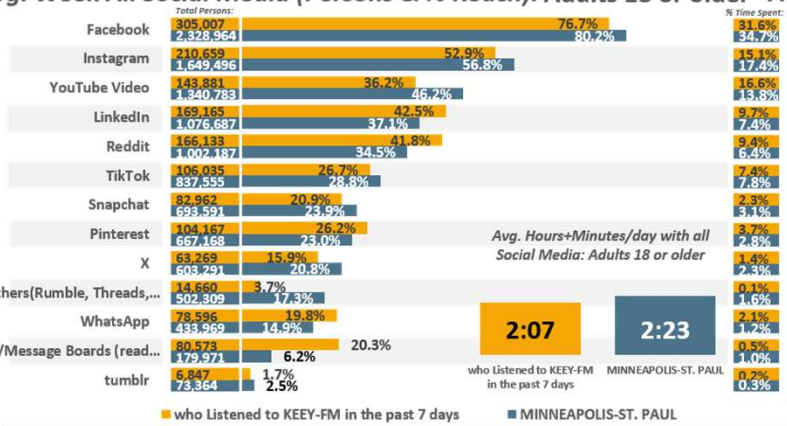
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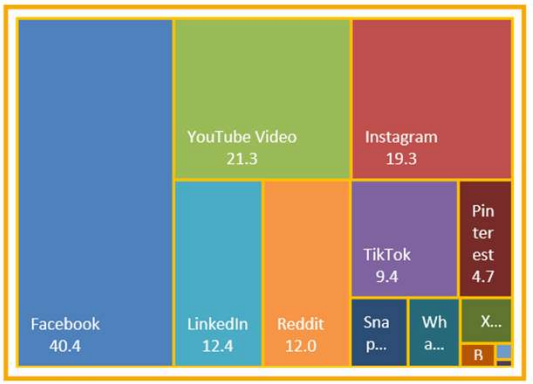
Radio Stations: KDWB-FM

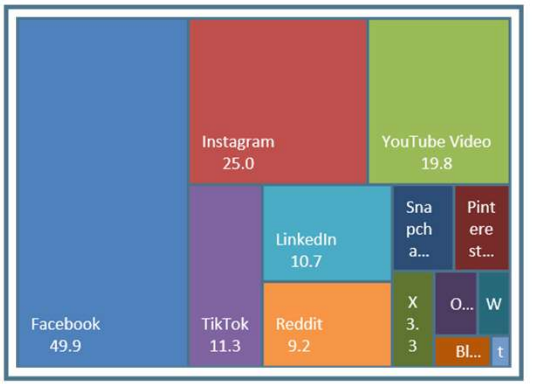
305,007 or 76.7% of Adults 18 or older who Listened to KEEY-FM in the past 7 days use Ad-Supported Facebook for an average of 40.6 minutes every day representing 35.8% of all time spent daily with Ad-Supported Social Media.

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

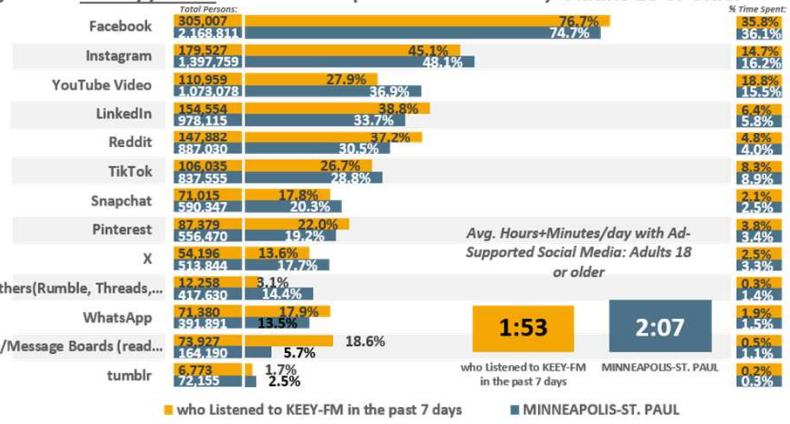


Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

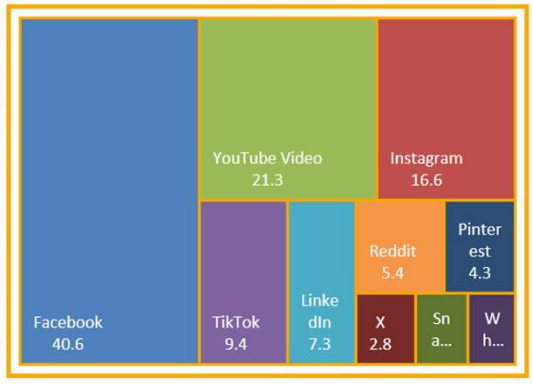


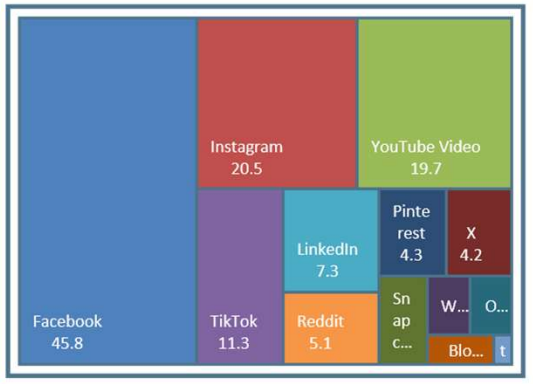


Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older



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





MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 207

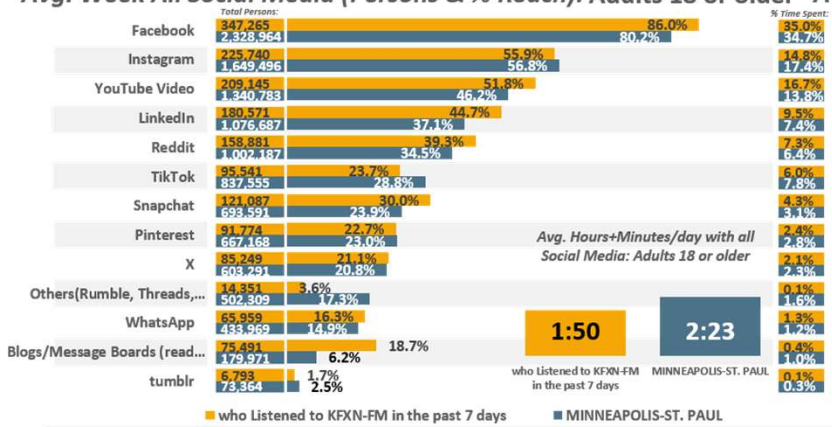
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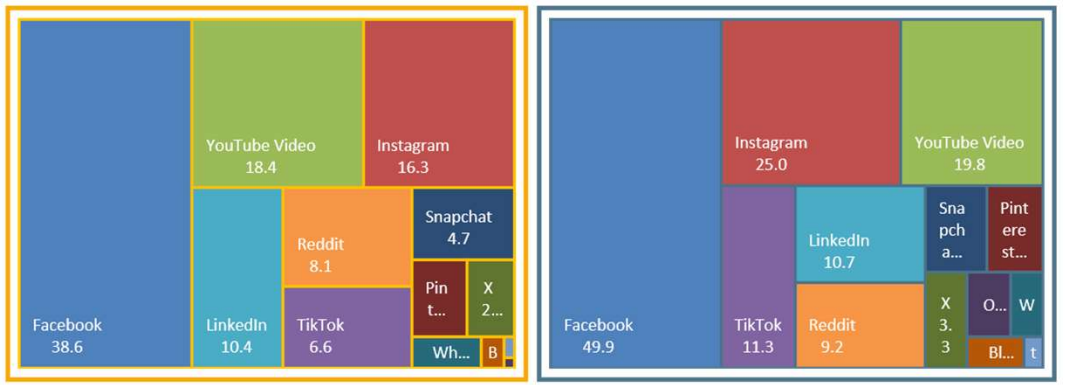
Radio Stations: KEEY-FM

310,183 or 76.8% of Adults 18 or older who Listened to KFXN-FM in the past 7 days use Ad-Supported Facebook for an average of 35. minutes every day representing 35.6% of all time spent daily with Ad-Supported Social Media.

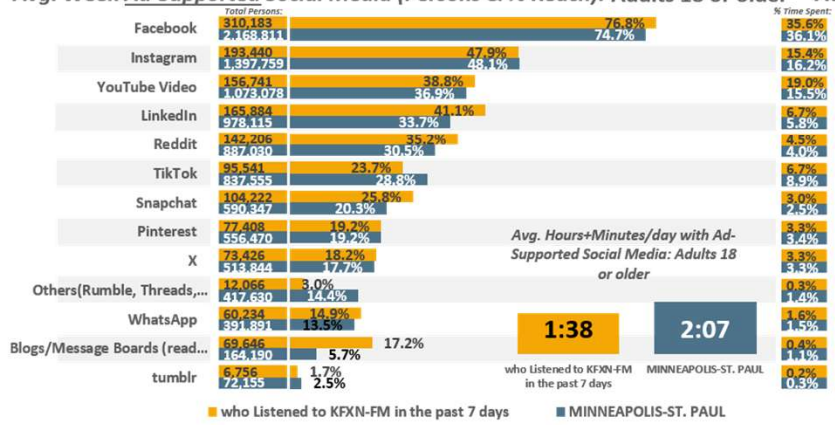
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



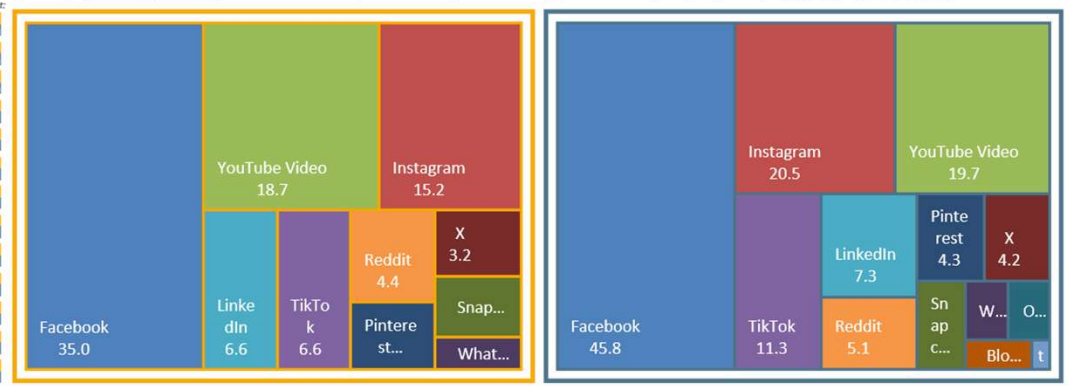
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 219

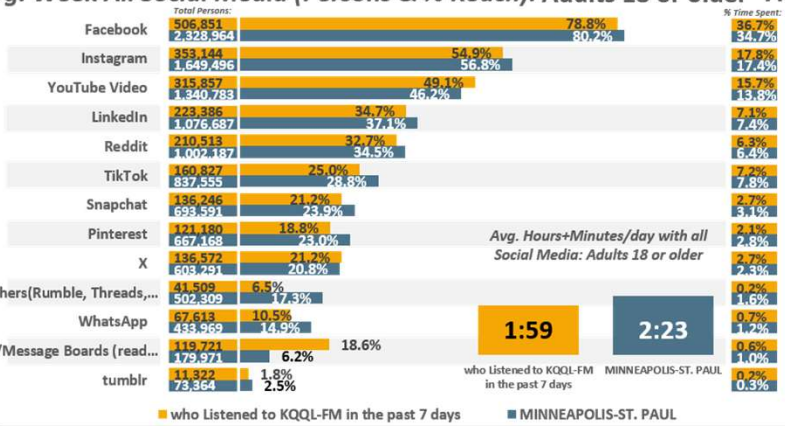
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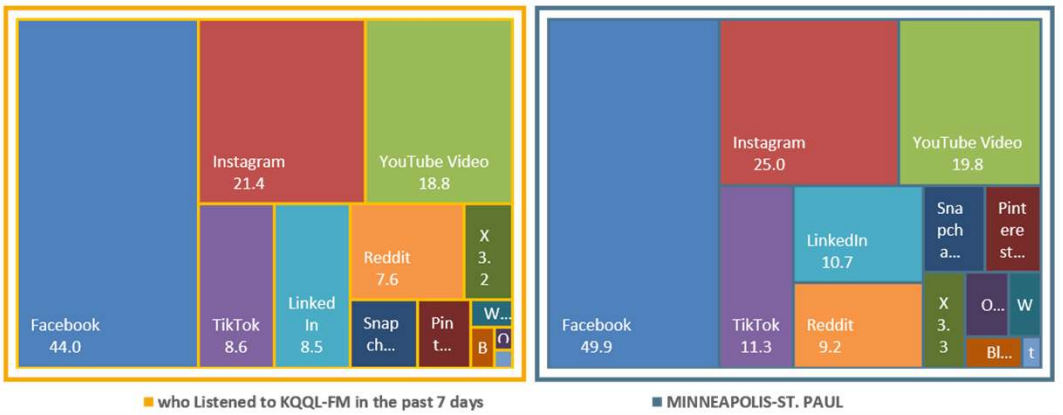
Radio Stations: KFXN-FM

480,439 or 74.7% of Adults 18 or older who Listened to KQQL-FM in the past 7 days use Ad-Supported Facebook for an average of 38.8 minutes every day representing 37.5% of all time spent daily with Ad-Supported Social Media.

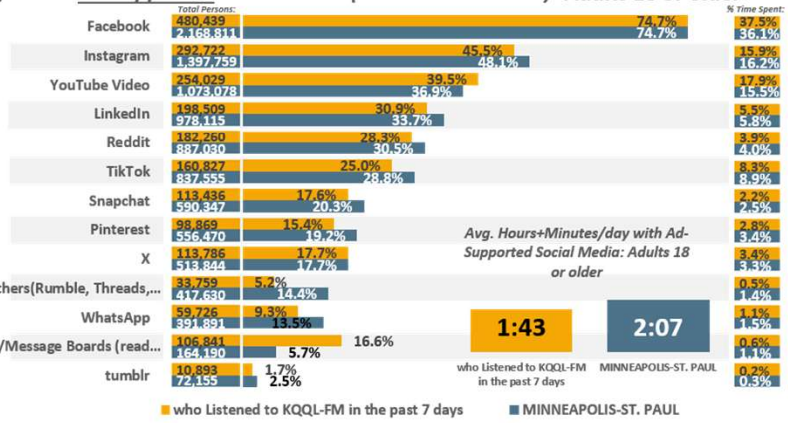
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



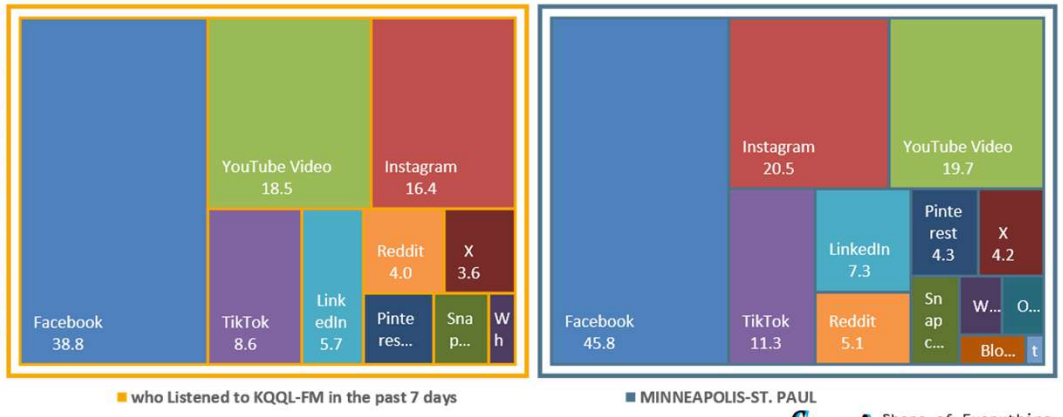
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



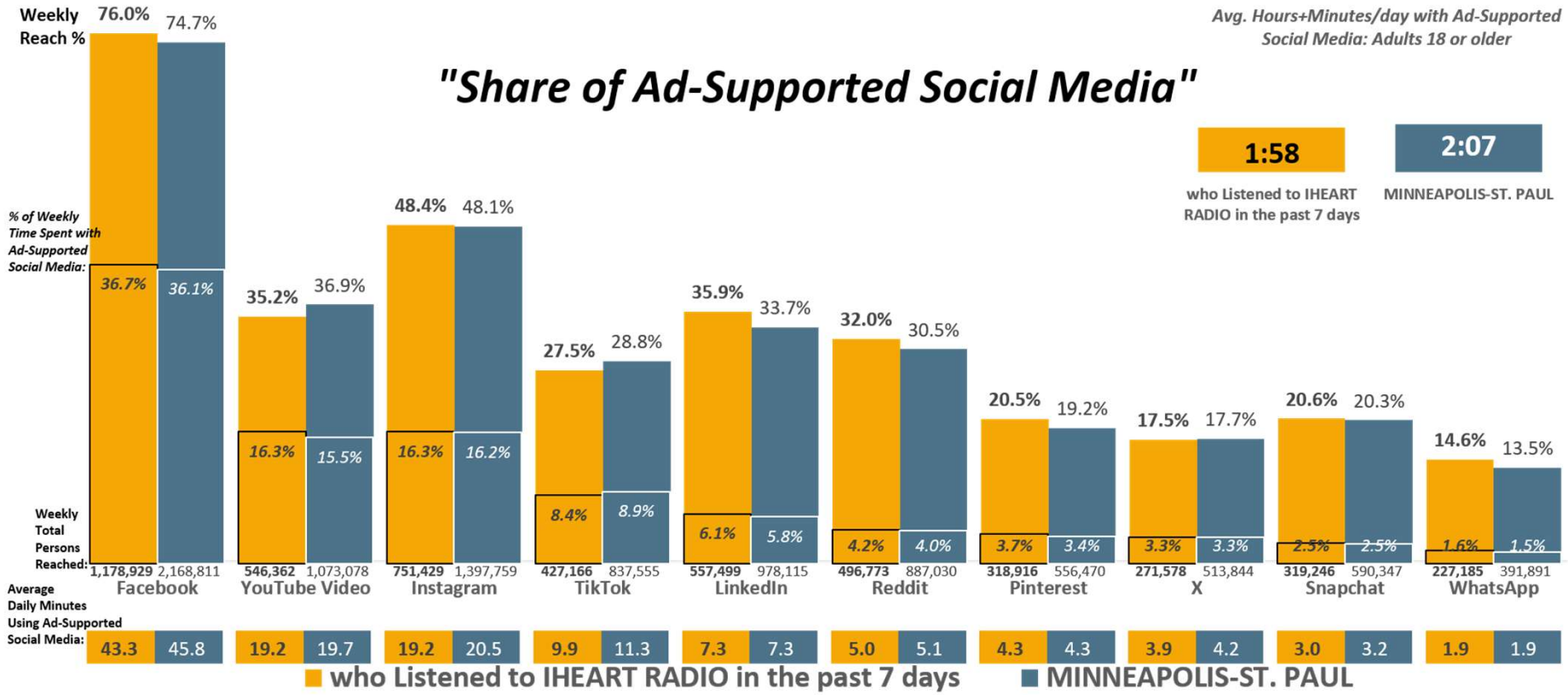
MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 360

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Radio Stations: KQQL-FM

1,178,929 or 76.% of Adults 18 or older who Listened to IHEART RADIO in the past 7 days use Ad-Supported Facebook for an average of 43.3 minutes every day representing 36.7% of all time spent daily with Ad-Supported Social Media.



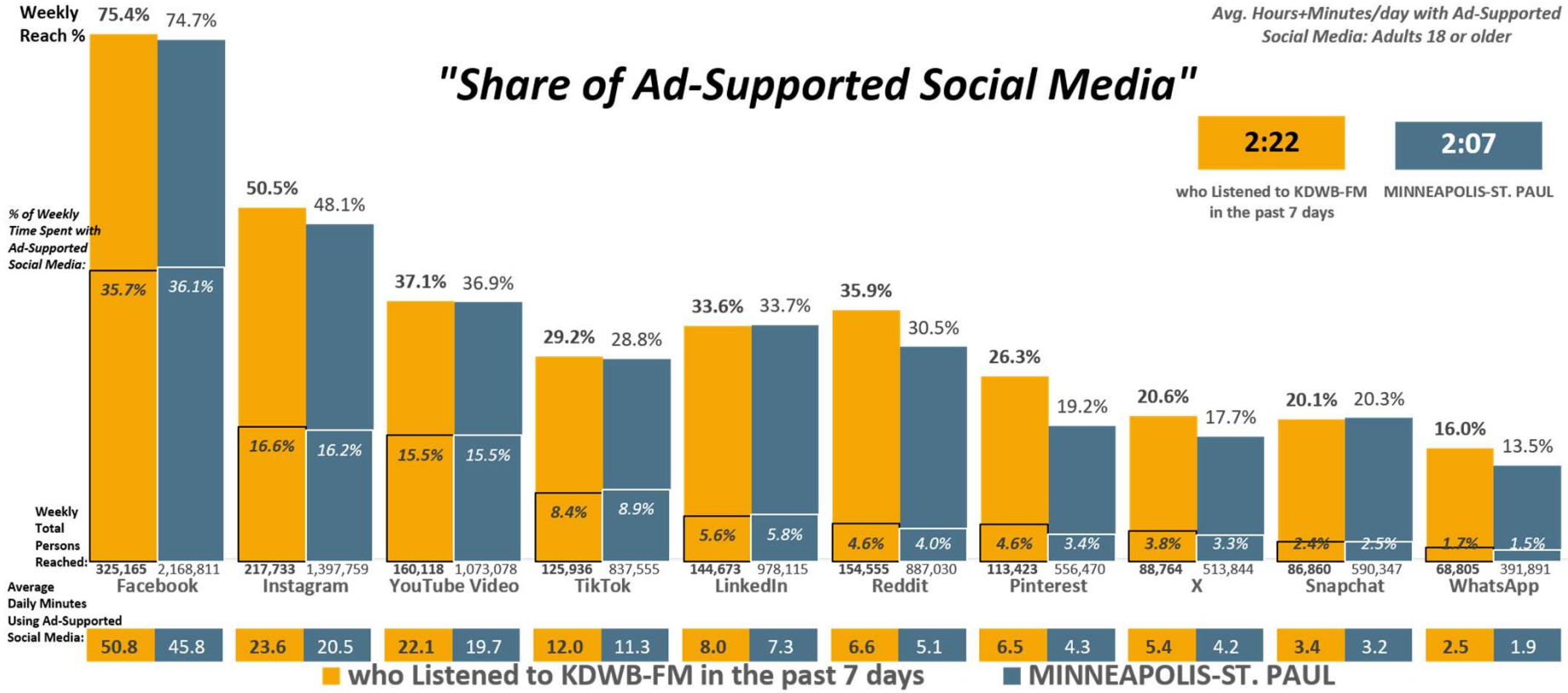
MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 799 MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 1,507

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(Radio Stations: KDWB-FM OR Radio Stations: KEEY-FM OR Radio Stations: KFXN-FM OR Radio Stations: KQQL-FM OR Radio Stations: KTCZ-FM OR Radio Stations: KTCZ-FM HD3 OR Radio Stations: KTLK-AM)

325,165 or 75.4% of Adults 18 or older who Listened to KDWB-FM in the past 7 days use Ad-Supported Facebook for an average of 50.8 minutes every day representing 35.7% of all time spent daily with Ad-Supported Social Media.



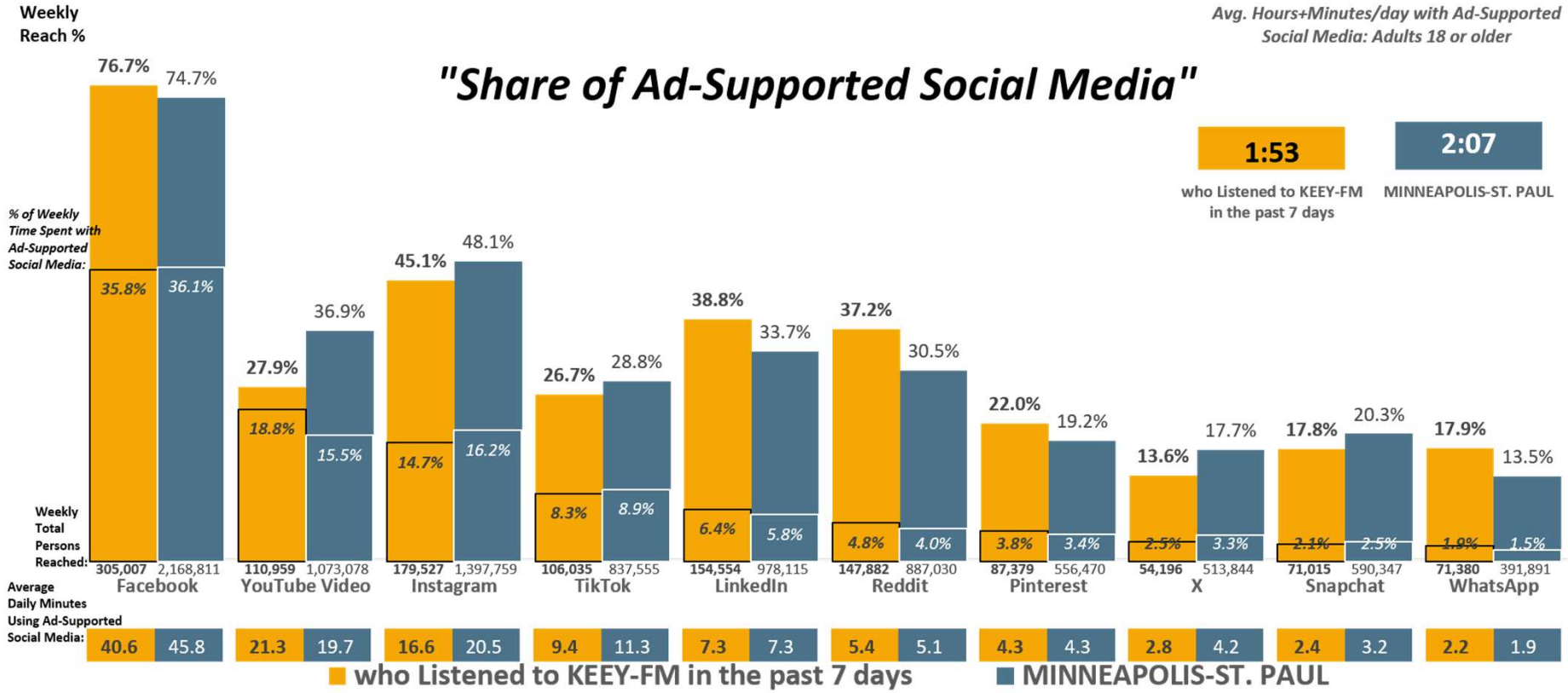
MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 209 MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 1,507

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Radio Stations: KDWB-FM

305,007 or 76.7% of Adults 18 or older who Listened to KEEY-FM in the past 7 days use Ad-Supported Facebook for an average of 40.6 minutes every day representing 35.8% of all time spent daily with Ad-Supported Social Media.



MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 207 MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 1,507

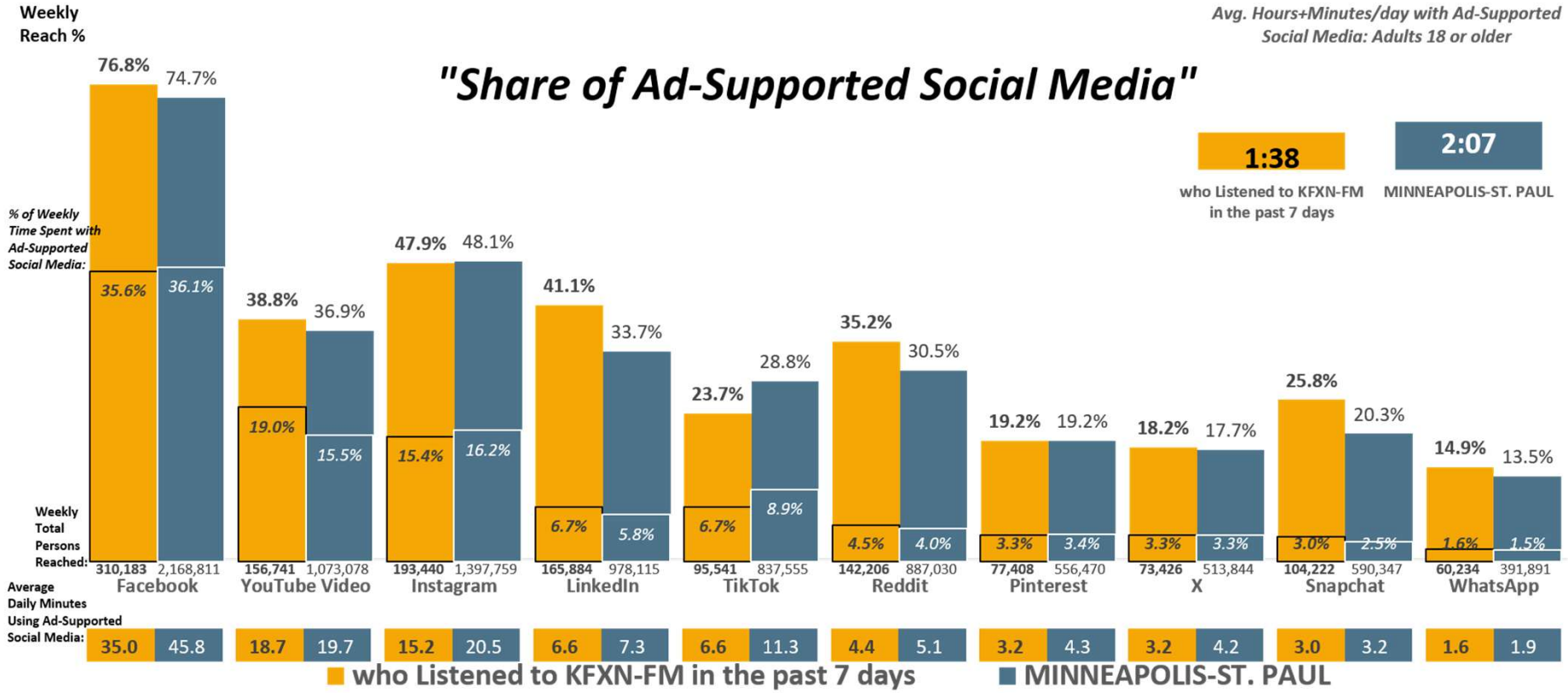
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Radio Stations: KEEY-FM

KFAN SPORTS RADIO - FM 100.3

310,183 or 76.8% of Adults 18 or older who Listened to KFXN-FM in the past 7 days use Ad-Supported Facebook for an average of 35. minutes every day representing 35.6% of all time spent daily with Ad-Supported Social Media.



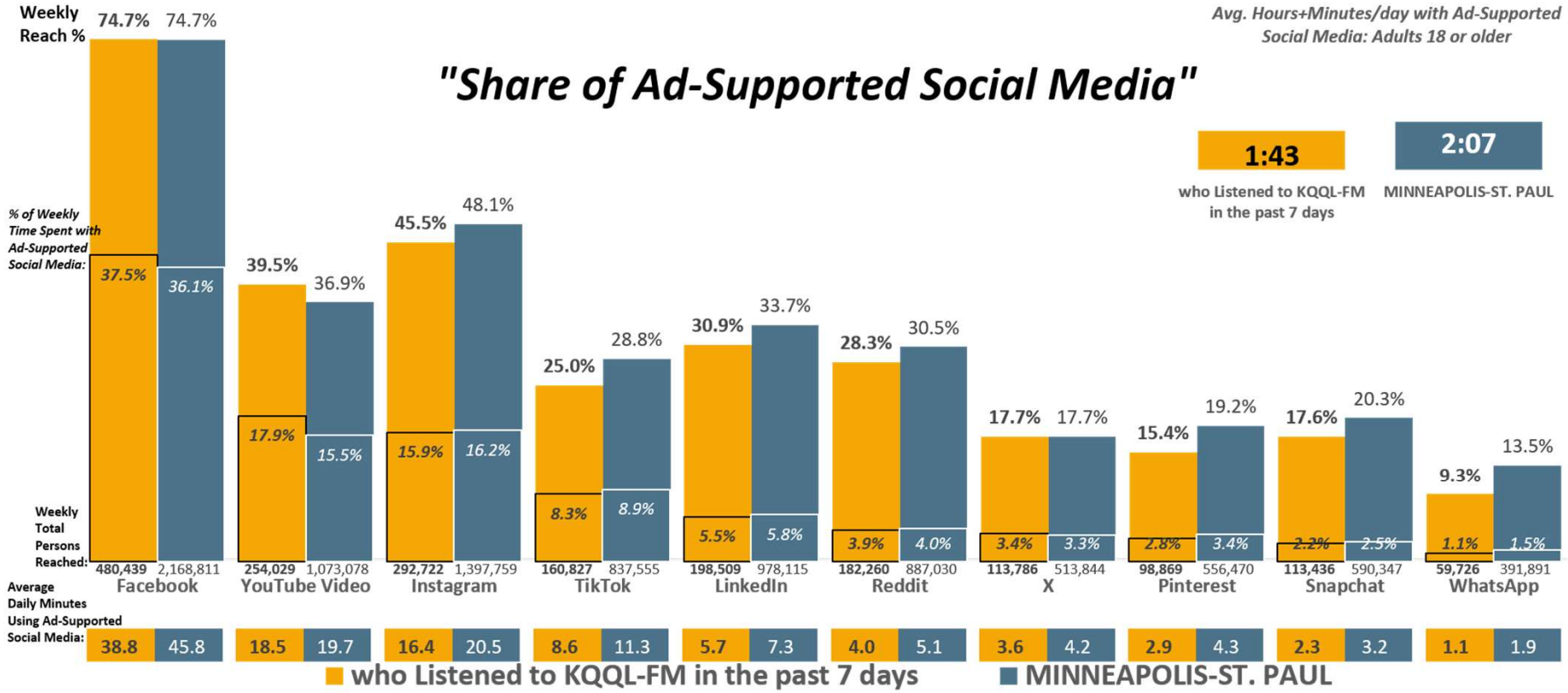
MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 219 MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 1,507

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Radio Stations: KFXN-FM

480,439 or 74.7% of Adults 18 or older who Listened to KQQL-FM in the past 7 days use Ad-Supported Facebook for an average of 38.8 minutes every day representing 37.5% of all time spent daily with Ad-Supported Social Media.



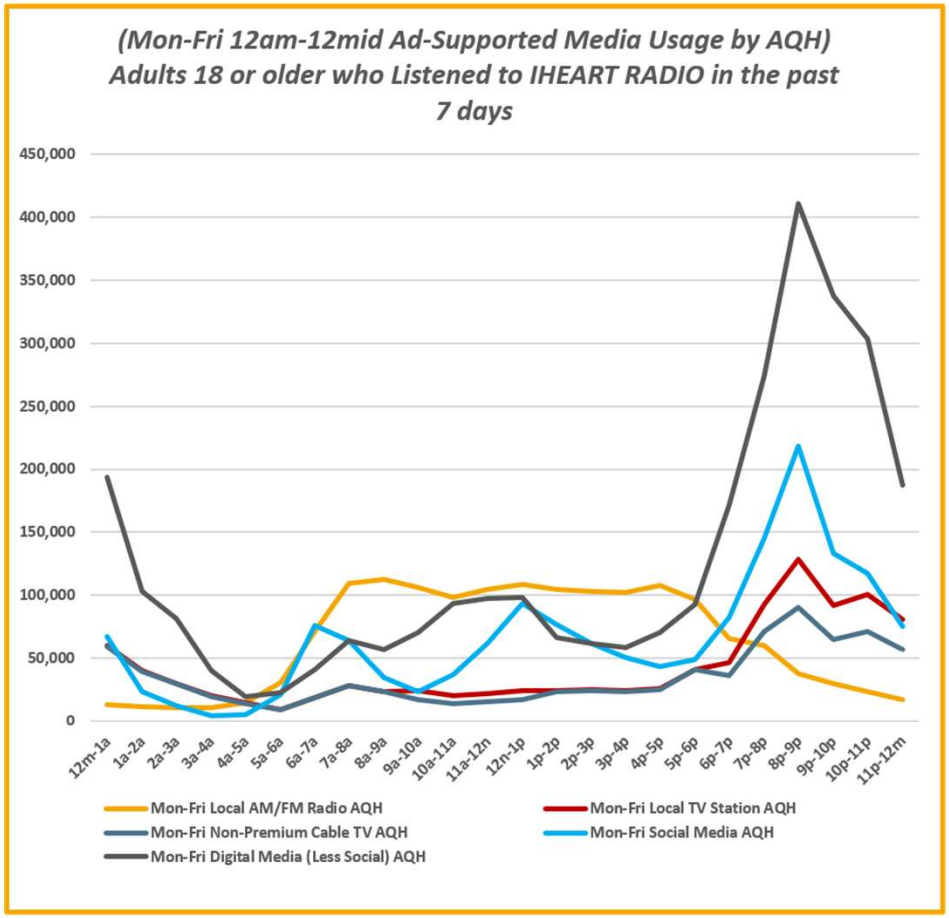
MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 360 MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 1,507

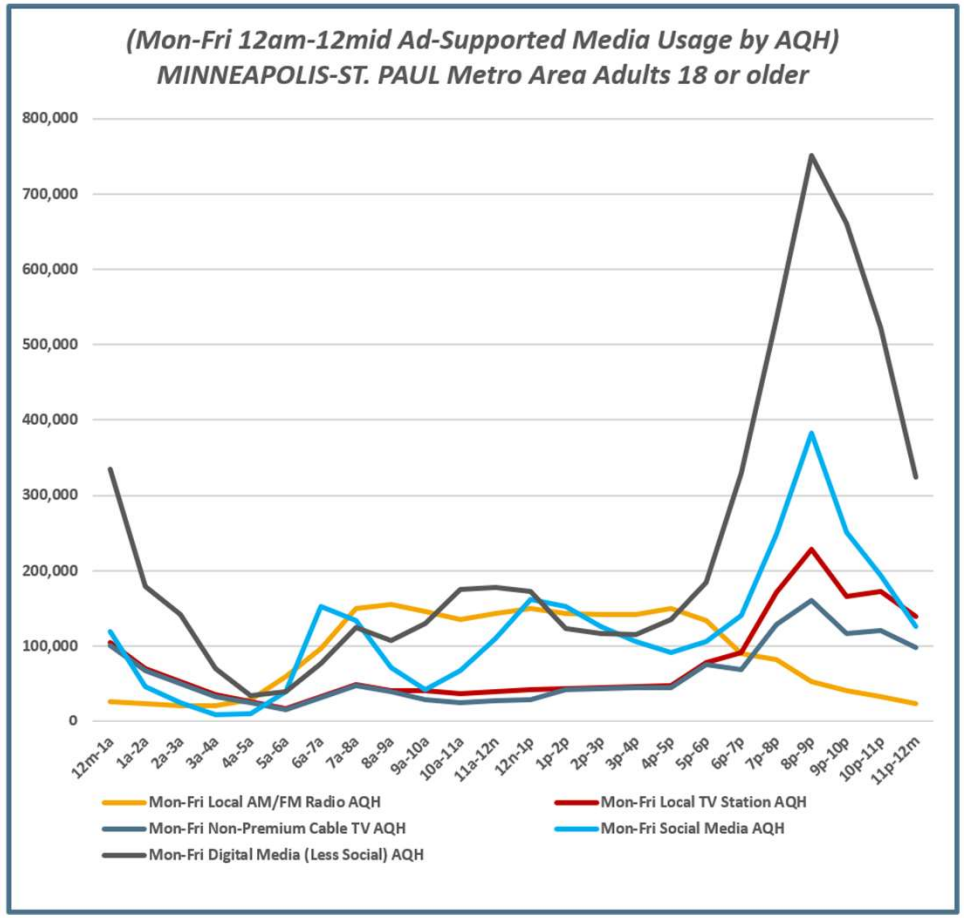
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Radio Stations: KQQL-FM

M-F 6a-7p Avg. Available Impressions per 15-min. are... Local Radio: 99,341; All Other Digital Media: 80,175; Social Media: 58,061; Local TV: 26,909; Non-Prem. Cable: 23,747 reaching Adults 18 or older who Listened to IHEART RADIO in the past 7 days.





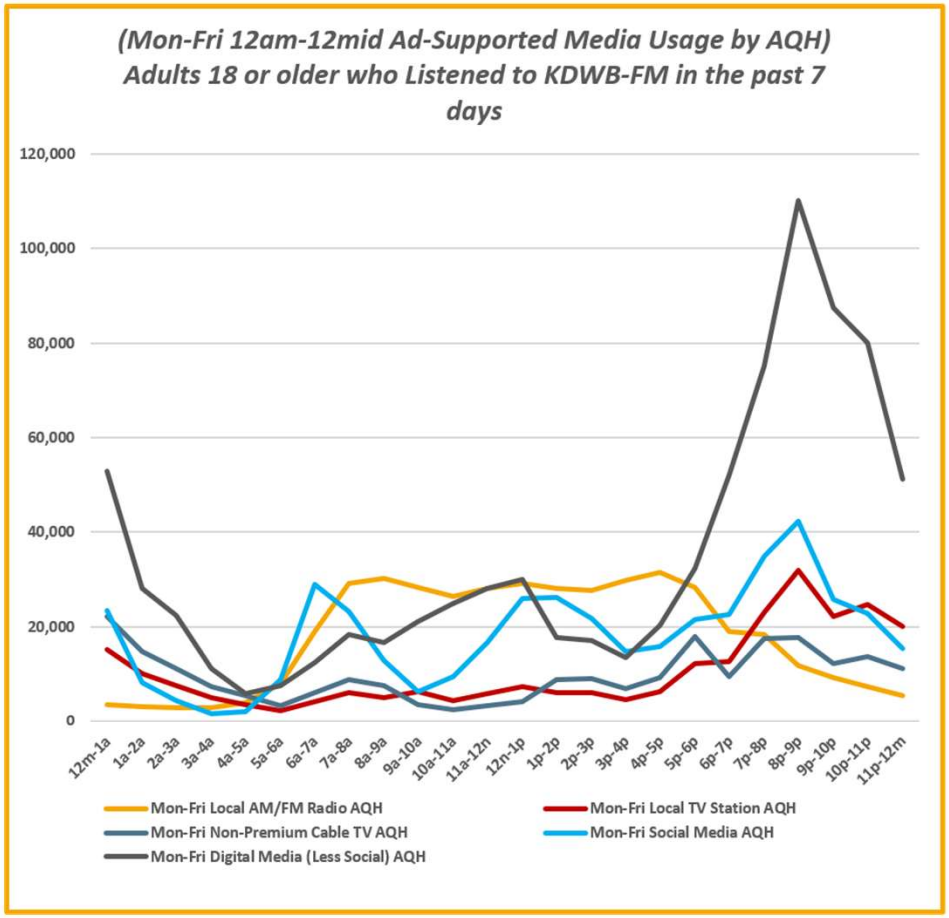
MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 799

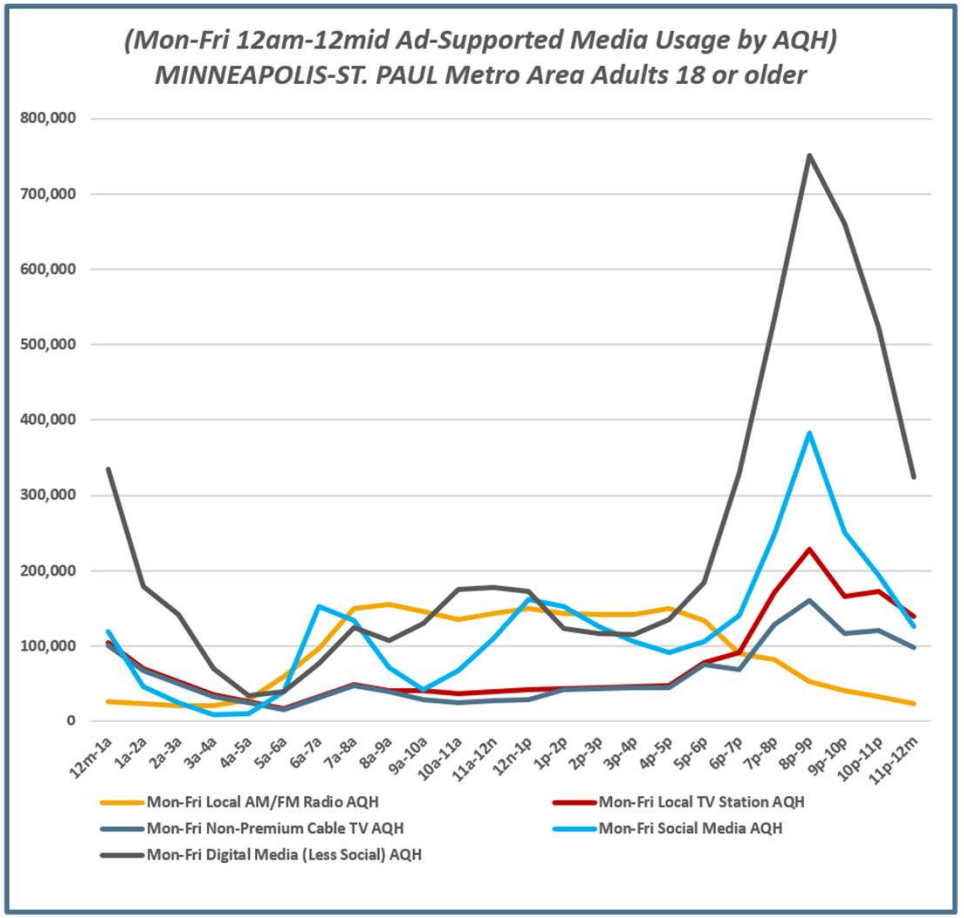
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(Radio Stations: KDWB-FM OR Radio Stations: KEEY-FM OR Radio Stations: KFXN-FM OR Radio Stations: KQQL-FM OR Radio Stations: KTCZ-FM OR Radio Stations: KTCZ-FM HD3 OR Radio Stations: KTLK-AM)

M-F 6a-7p Avg. Available Impressions per 15-min. are... Local Radio: 27,291; All Other Digital Media: 23,431; Social Media: 18,928; Non-Prem. Cable: 7,463; Local TV: 6,666 reaching Adults 18 or older who Listened to KDWB-FM in the past 7 days.





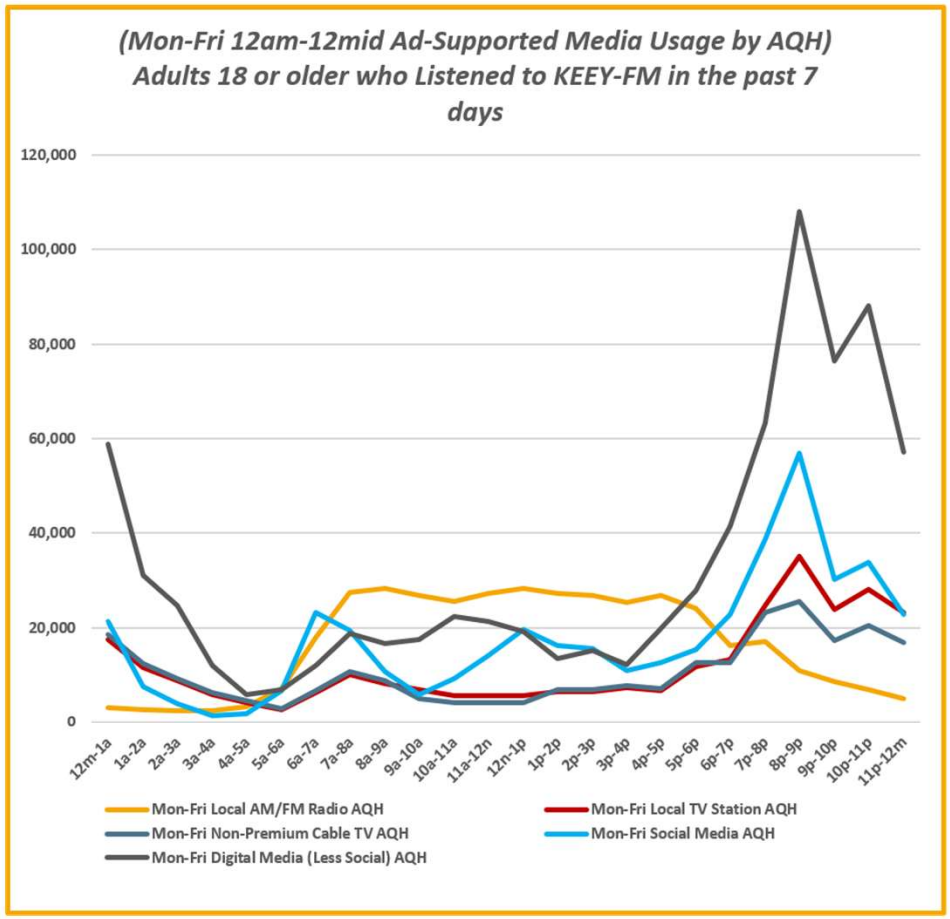
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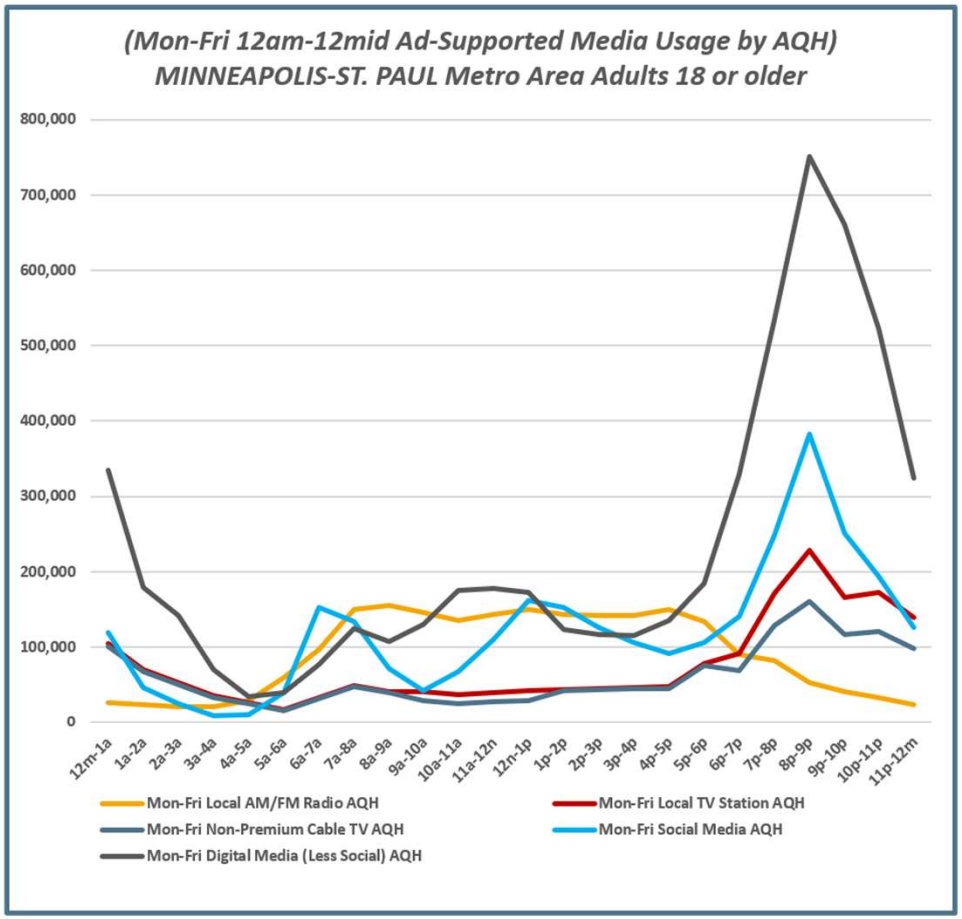
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Radio Stations: KDWB-FM

M-F 6a-7p Avg. Available Impressions per 15-min. are... Local Radio: 25,242; All Other Digital Media: 19,839; Social Media: 15,062; Local TV: 7,736; Non-Prem. Cable: 7,512 reaching Adults 18 or older who Listened to KEEY-FM in the past 7 days.





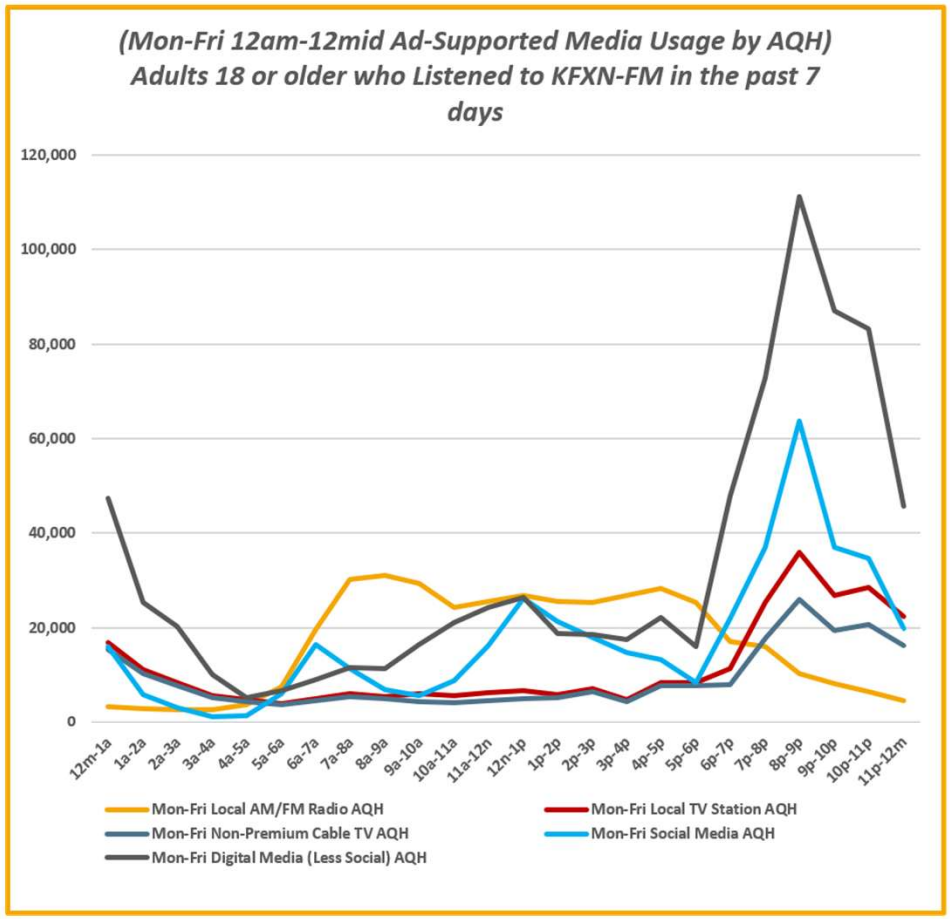
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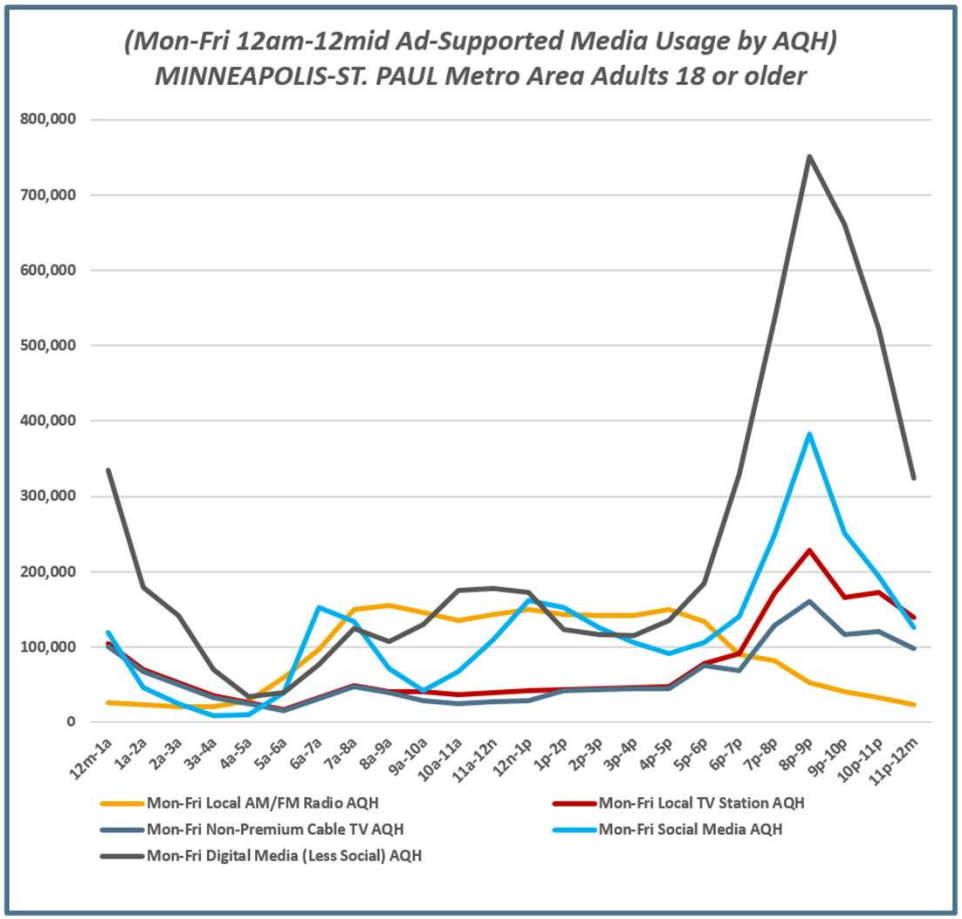
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Radio Stations: KEEY-FM

M-F 6a-7p Avg. Available Impressions per 15-min. are... Local Radio: 25,800; All Other Digital Media: 20,094; Social Media: 14,578; Local TV: 6,724; Non-Prem. Cable: 5,598 reaching Adults 18 or older who Listened to KFXN-FM in the past 7 days.





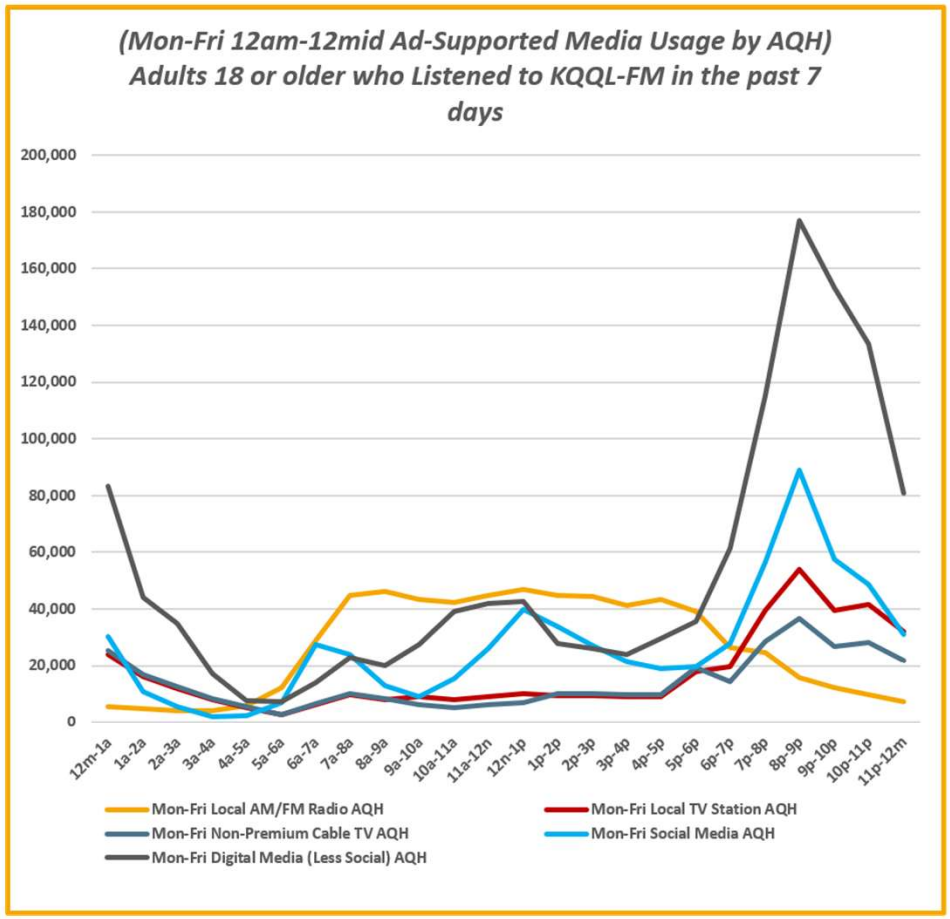
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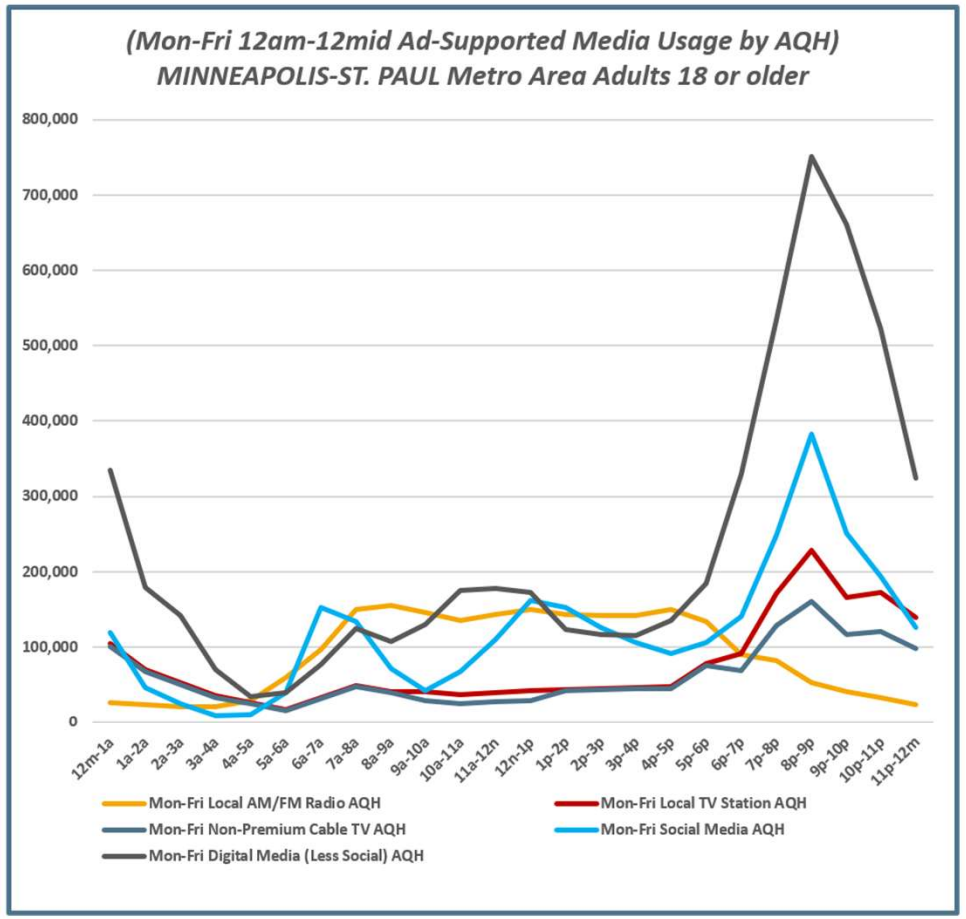
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Radio Stations: KFXN-FM

M-F 6a-7p Avg. Available Impressions per 15-min. are... Local Radio: 41,272; All Other Digital Media: 31,722; Social Media: 23,333; Local TV: 10,351; Non-Prem. Cable: 9,428 reaching Adults 18 or older who Listened to KQQL-FM in the past 7 days.





MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 360

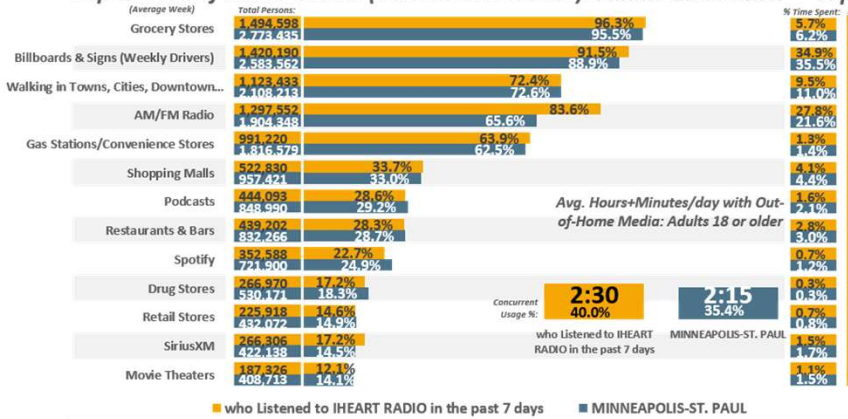
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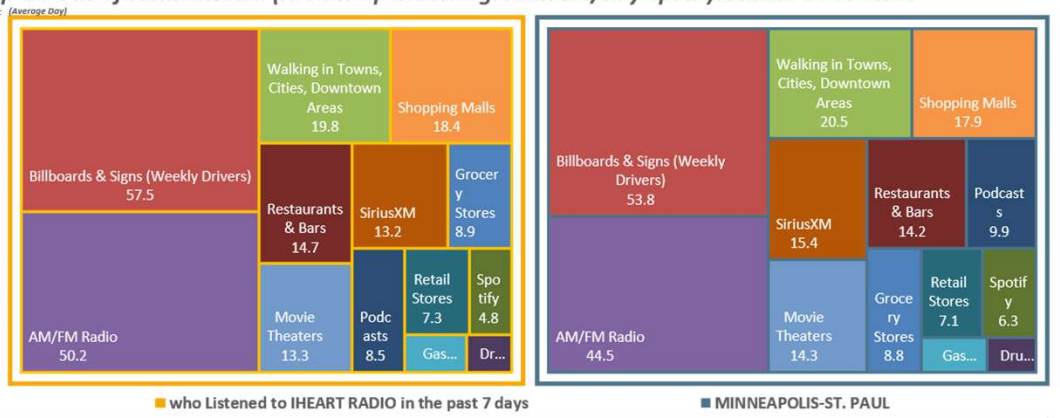
Radio Stations: KQQL-FM

1,420,190 or 91.5% of Adults 18 or older who Listened to IHEART RADIO in the past 7 days spend an average of 57.5 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 44.8 minutes/day.

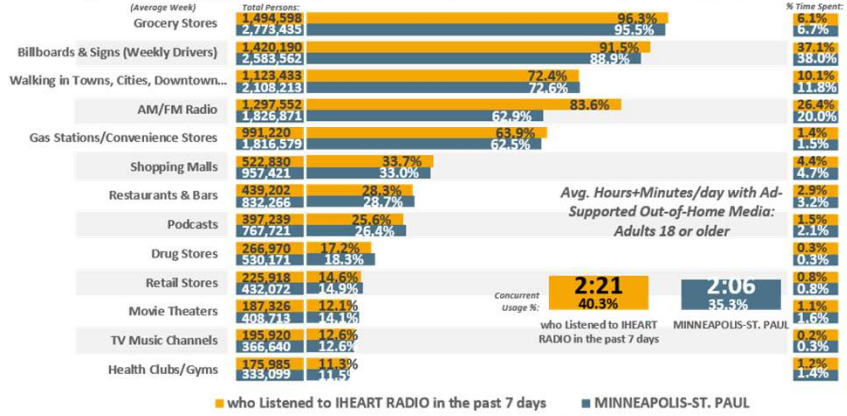
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



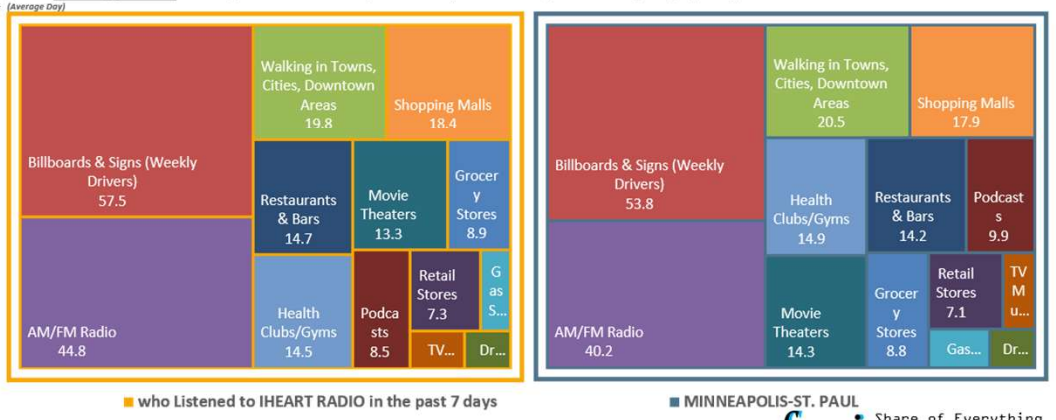
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 799

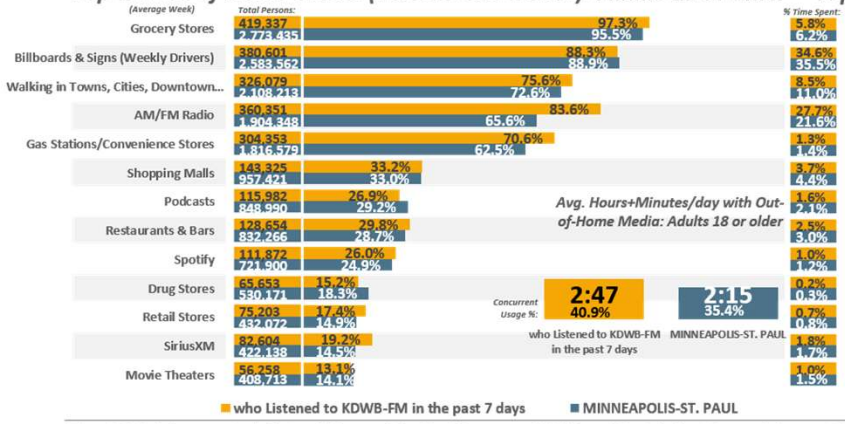
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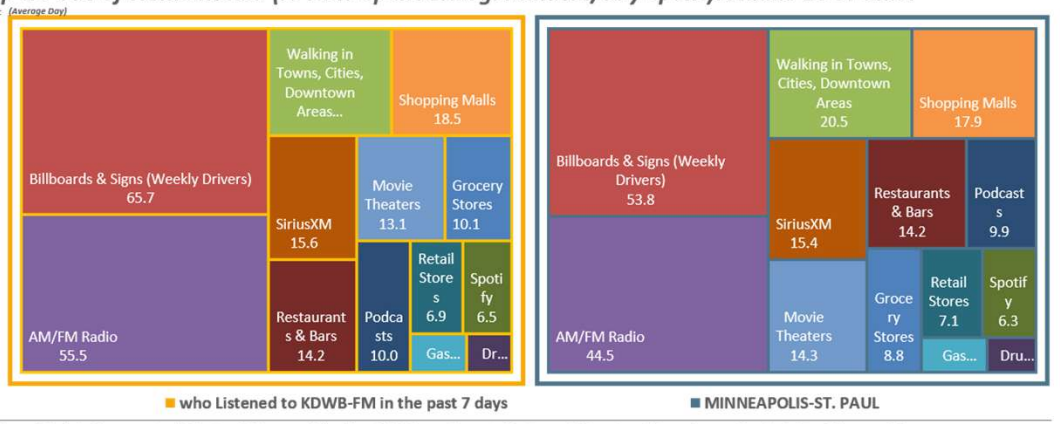
(Radio Stations: KDWB-FM OR Radio Stations: KEEY-FM OR Radio Stations: KFXN-FM OR Radio Stations: KQQL-FM OR Radio Stations: KTCZ-FM OR Radio Stations: KTCZ-FM HD3 OR Radio Stations: KTLK-AM)

380,601 or 88.3% of Adults 18 or older who Listened to KDWB-FM in the past 7 days spend an average of 65.7 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 51.2 minutes/day.

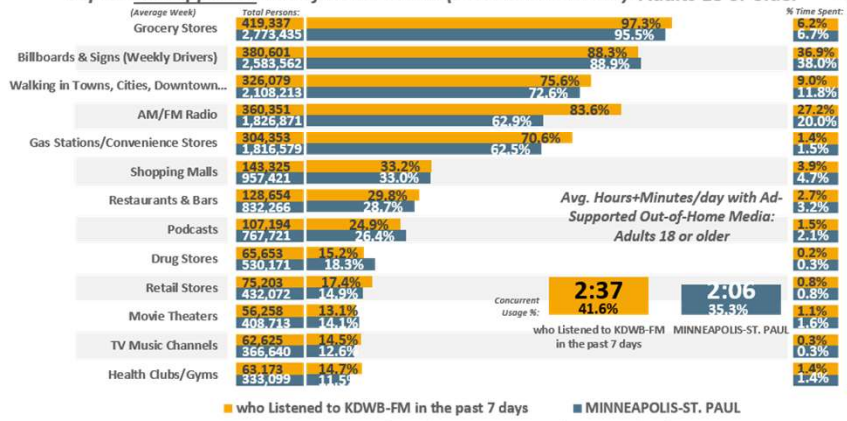
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



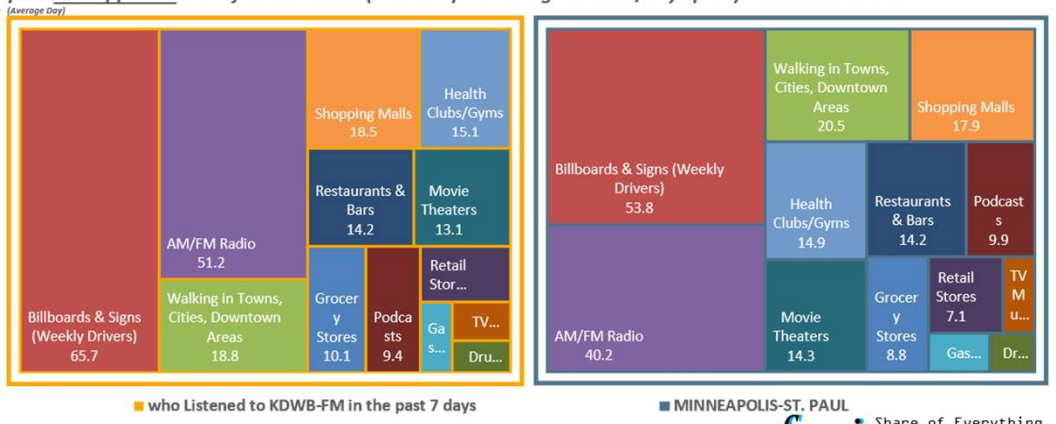
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 209

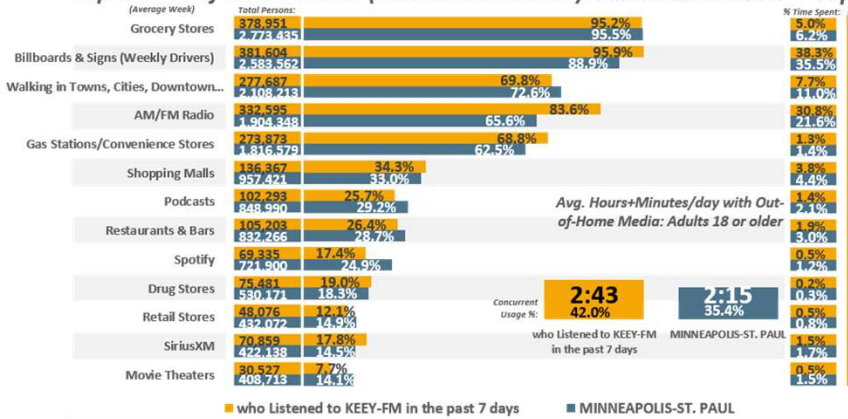
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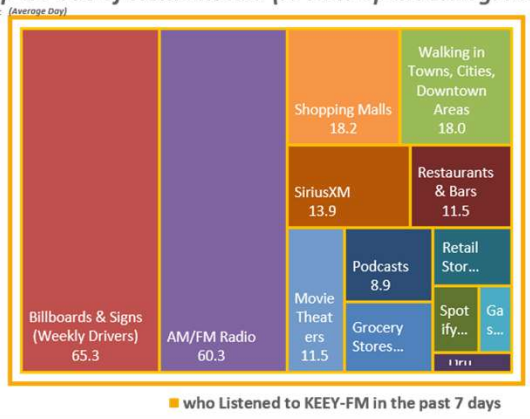
Radio Stations: KDWB-FM

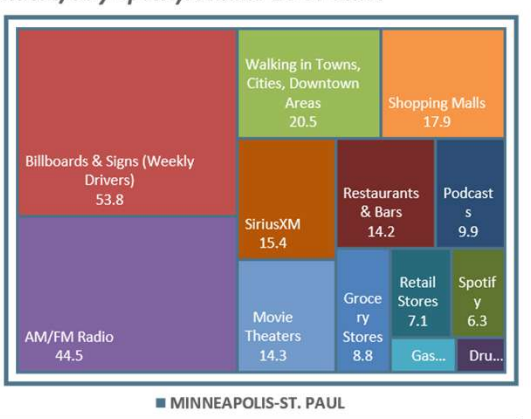
381,604 or 95.9% of Adults 18 or older who Listened to KEEY-FM in the past 7 days spend an average of 65.3 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 54.8 minutes/day.

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

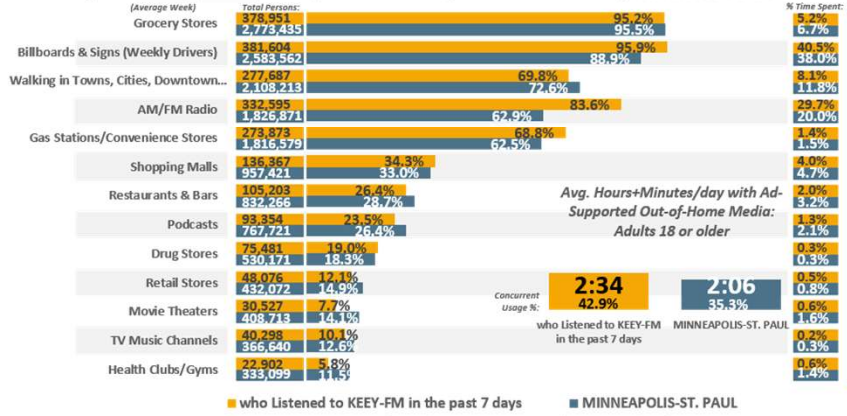


Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

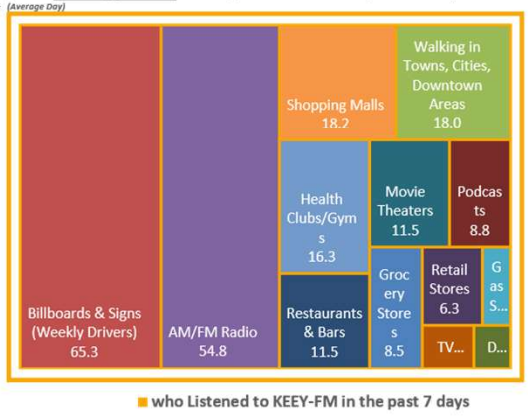


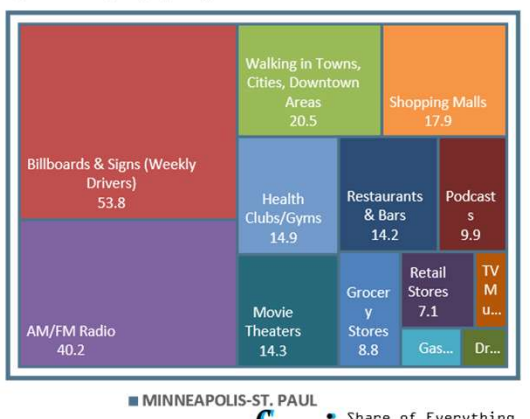


Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 18 or older



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





MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 207

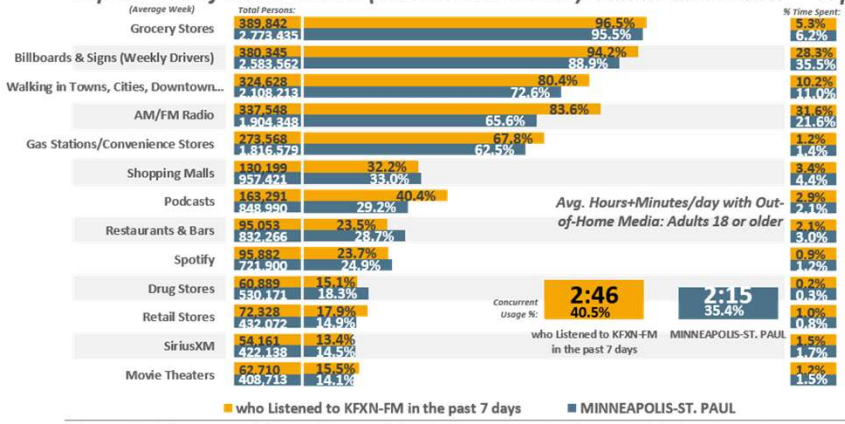
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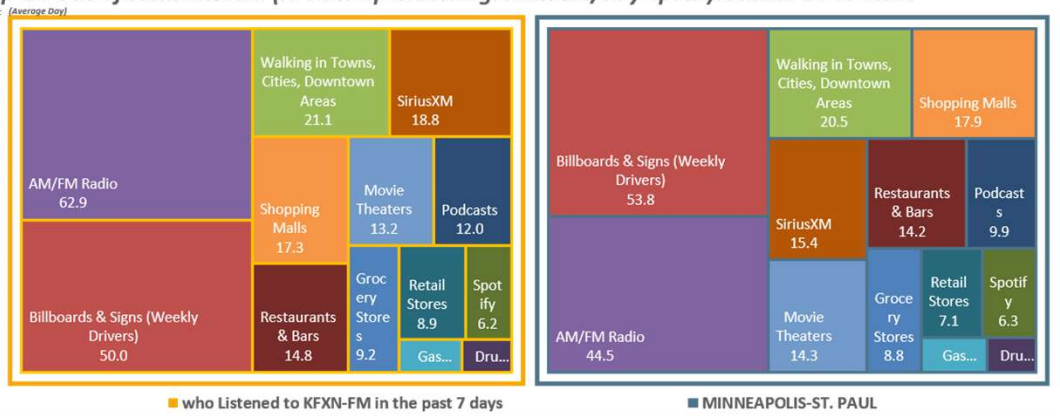
Radio Stations: KEEY-FM

380,345 or 94.2% of Adults 18 or older who Listened to KFXN-FM in the past 7 days spend an average of 50. minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 52. minutes/day.

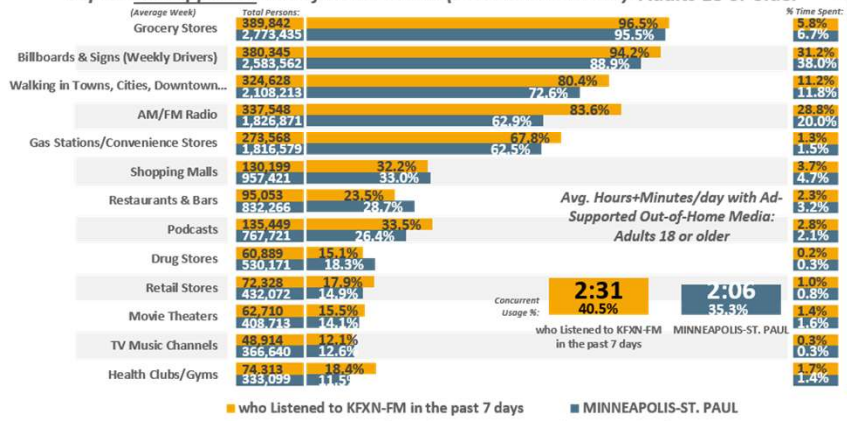
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



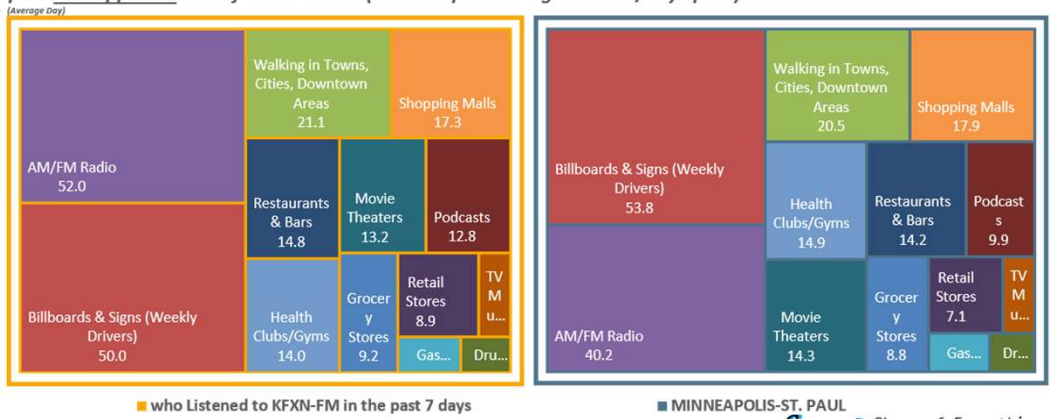
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 219

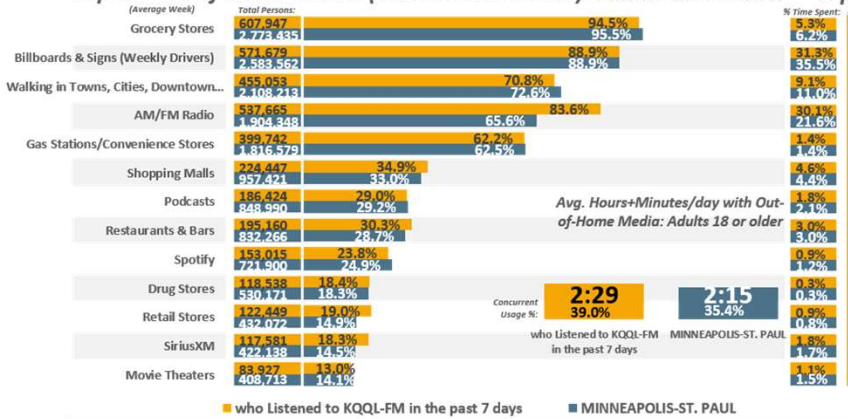
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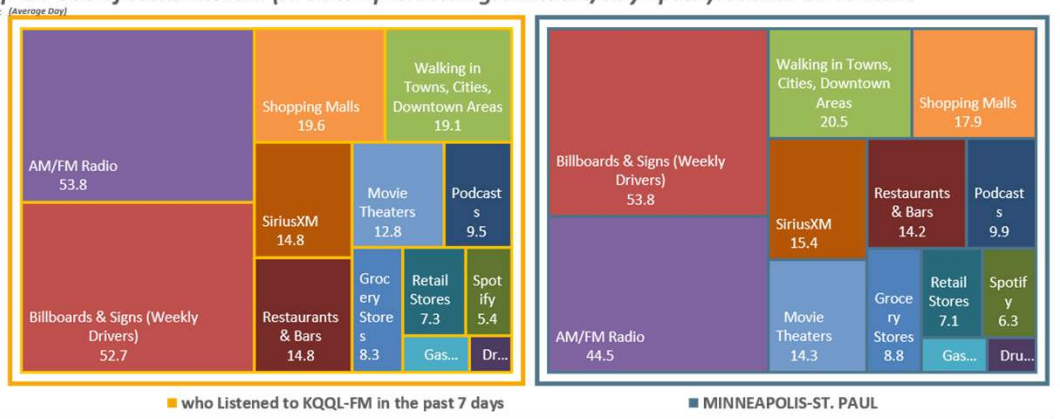
Radio Stations: KFXN-FM

571,679 or 88.9% of Adults 18 or older who Listened to KQQL-FM in the past 7 days spend an average of 52.7 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 48.1 minutes/day.

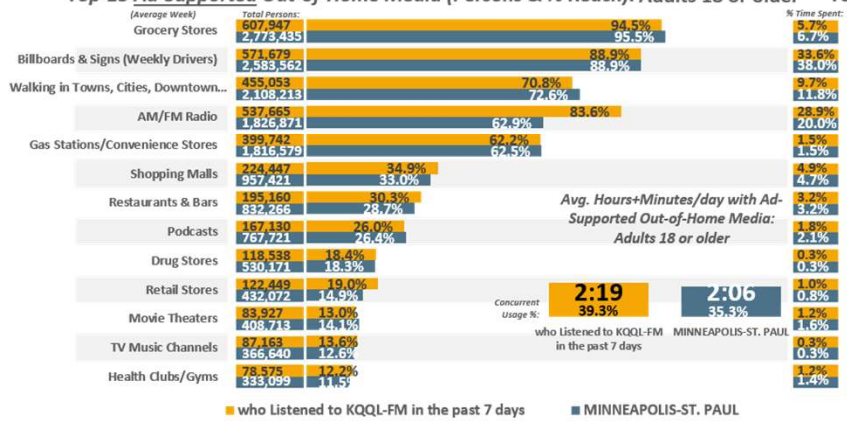
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



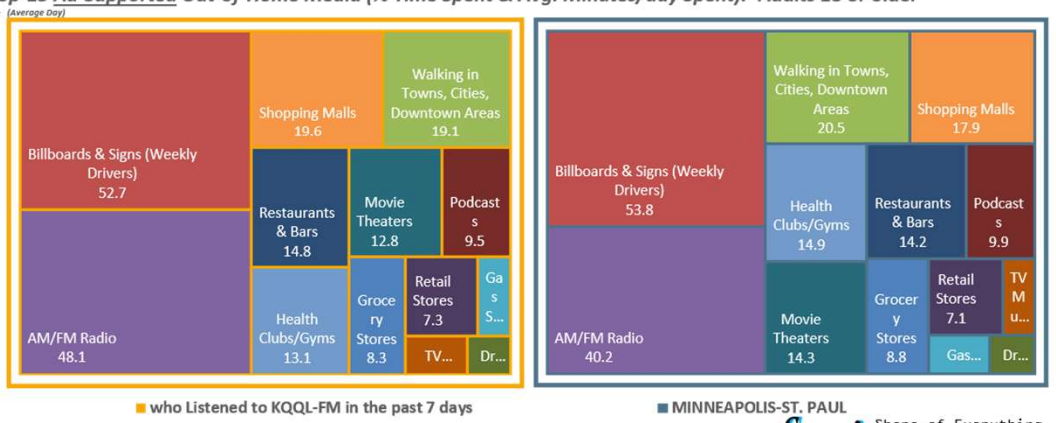
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 360

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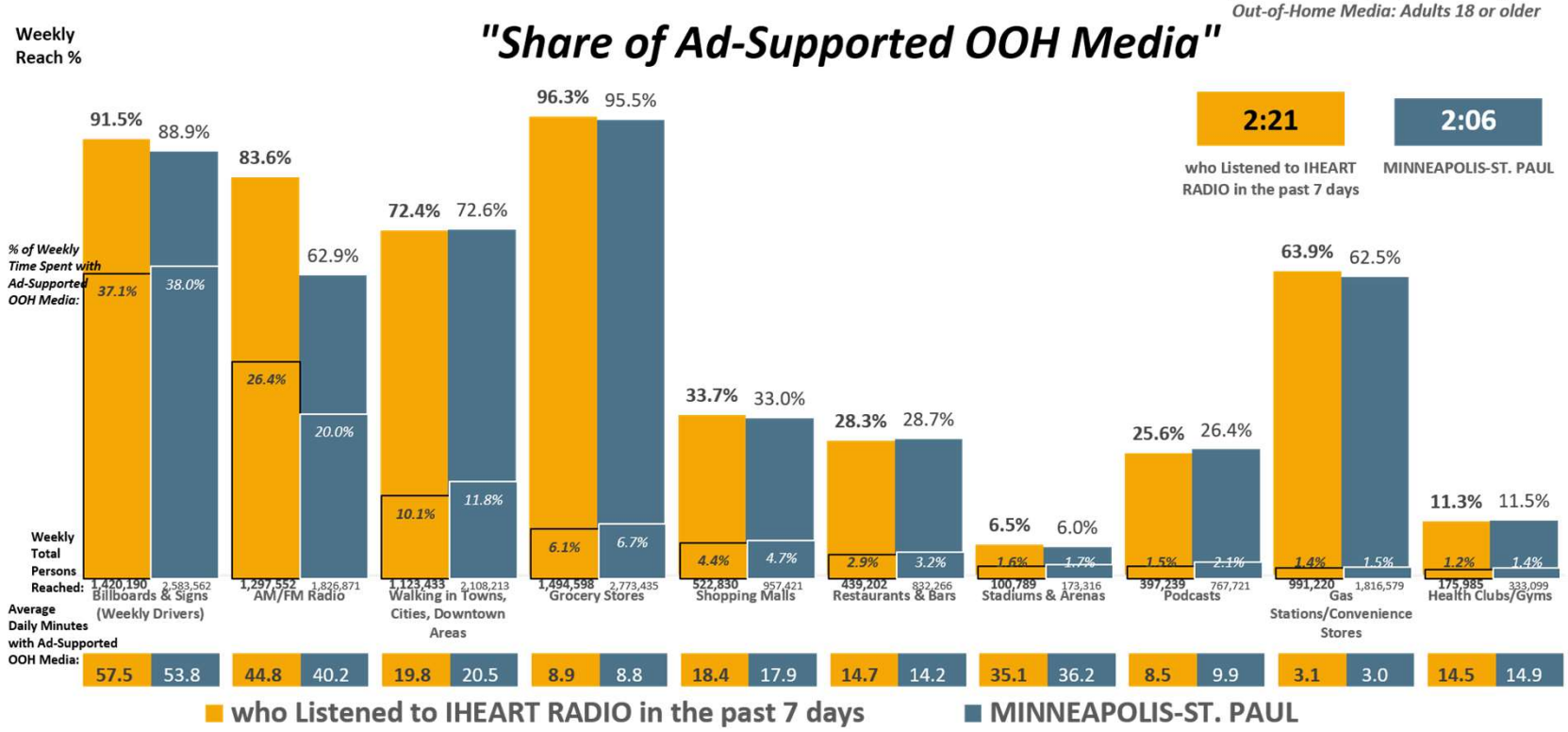
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Radio Stations: KQQL-FM

1,420,190 or 91.5% of Adults 18 or older who Listened to IHEART RADIO in the past 7 days spend an average of 57.5 minutes per day driving, seeing Billboards and Signs representing 37.1% 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

"Share of Ad-Supported OOH Media"



MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 799 MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 1,507

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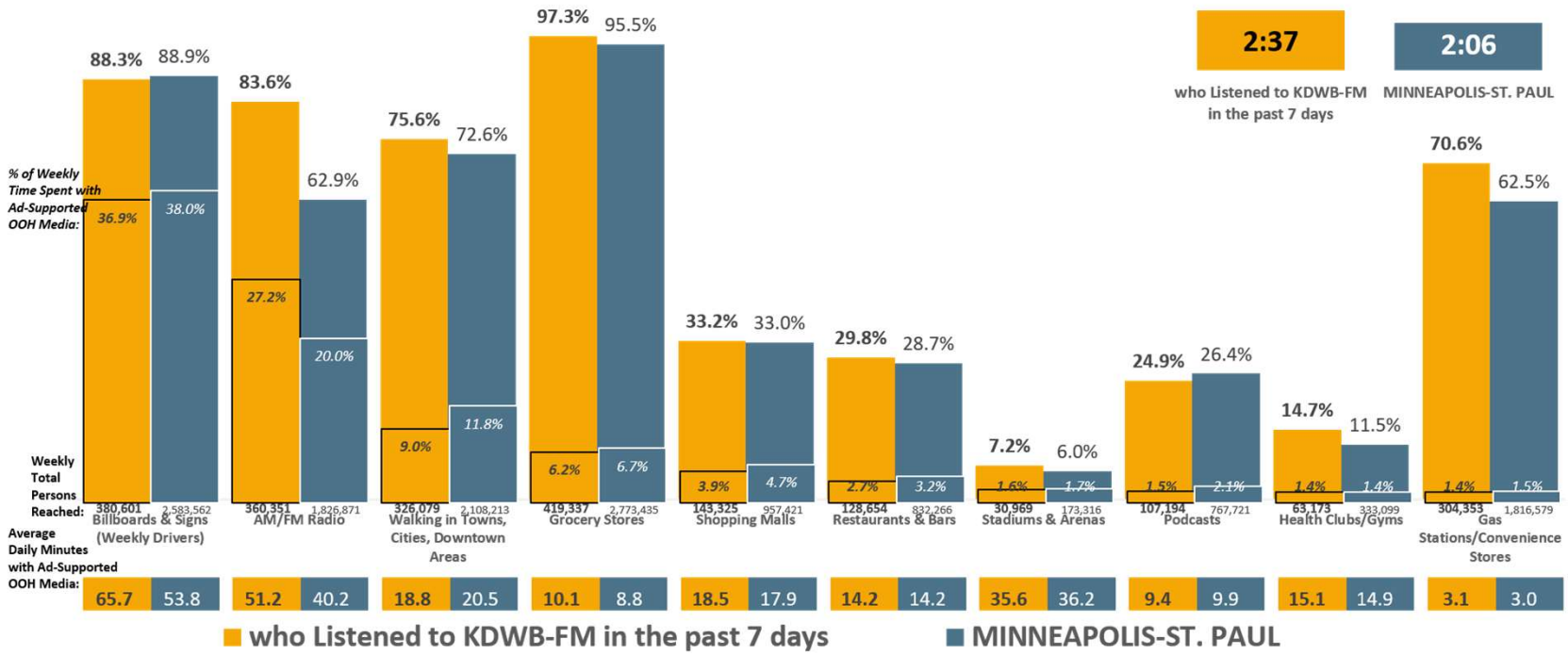
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(Radio Stations: KDWB-FM OR Radio Stations: KEEY-FM OR Radio Stations: KFXN-FM OR Radio Stations: KQQL-FM OR Radio Stations: KTCZ-FM OR Radio Stations: KTCZ-FM HD3 OR Radio Stations: KTLK-AM)

380,601 or 88.3% of Adults 18 or older who Listened to KDWB-FM in the past 7 days spend an average of 65.7 minutes per day driving, seeing Billboards and Signs representing 36.9% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 209 MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 1,507

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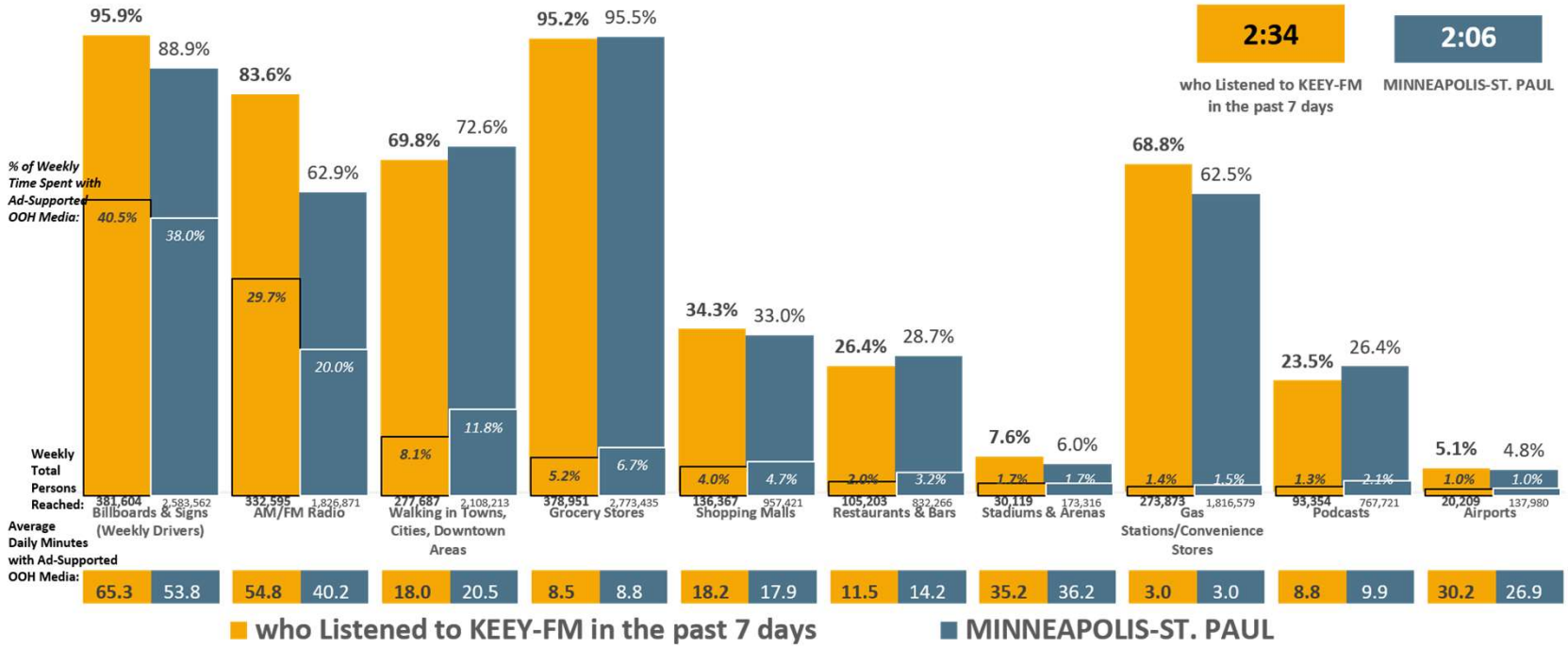
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Radio Stations: KDWB-FM

381,604 or 95.9% of Adults 18 or older who Listened to KEEY-FM in the past 7 days spend an average of 65.3 minutes per day driving, seeing Billboards and Signs representing 40.5% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 207 MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 1,507

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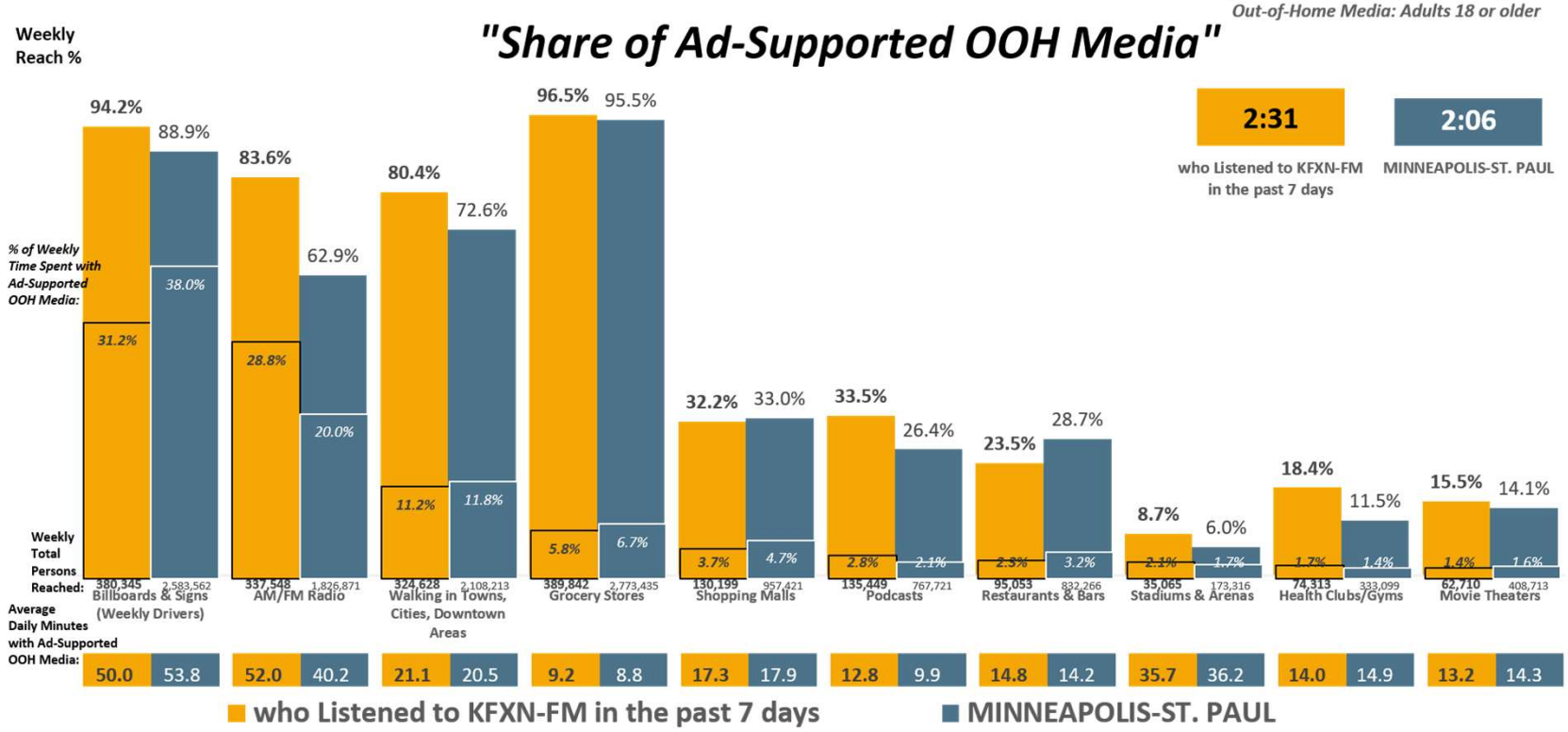
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Radio Stations: KEEY-FM

380,345 or 94.2% of Adults 18 or older who Listened to KFXN-FM in the past 7 days spend an average of 50. 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

"Share of Ad-Supported OOH Media"



MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 219 MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 1,507

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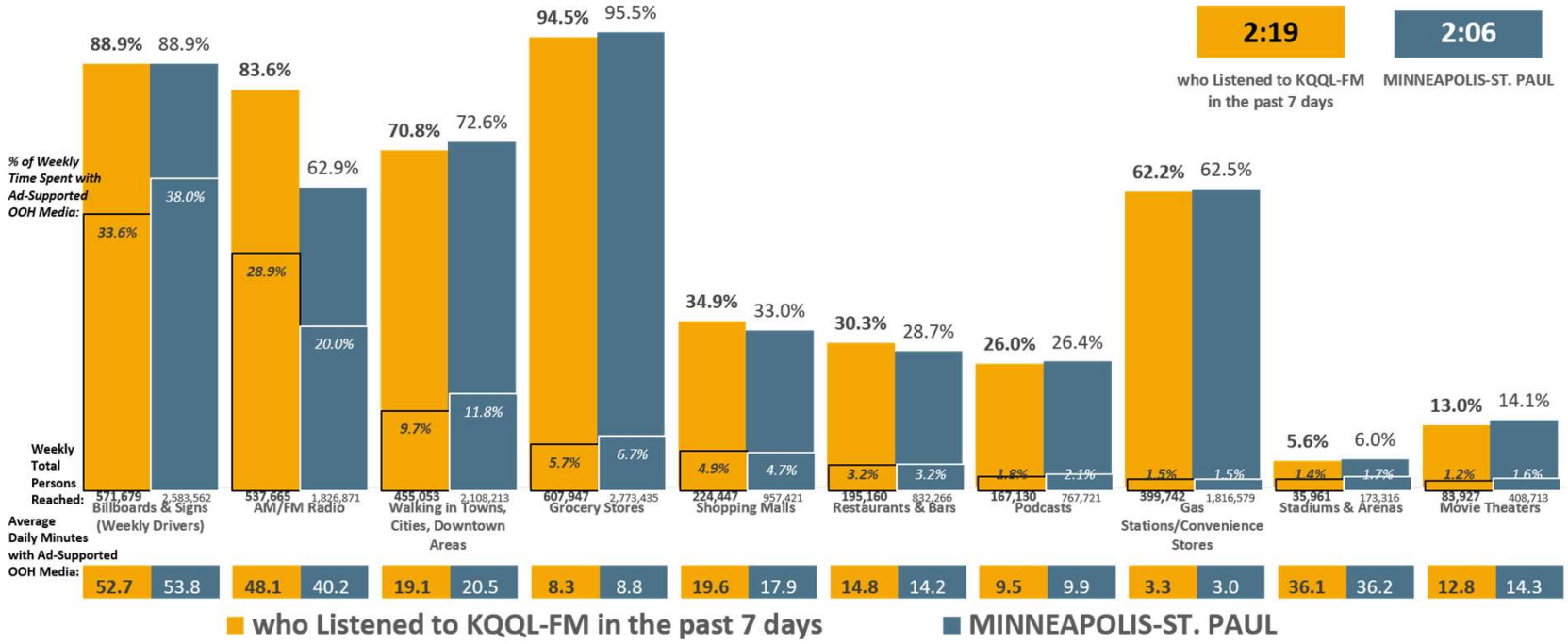
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Radio Stations: KFXN-FM

571,679 or 88.9% of Adults 18 or older who Listened to KQQL-FM in the past 7 days spend an average of 52.7 minutes per day driving, seeing Billboards and Signs representing 33.6% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 360 MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 1,507

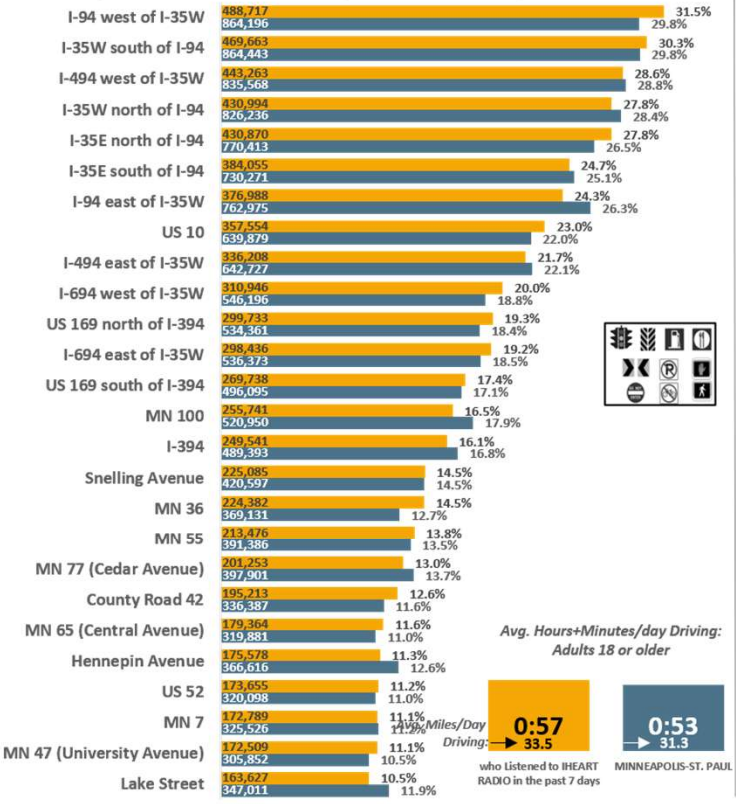
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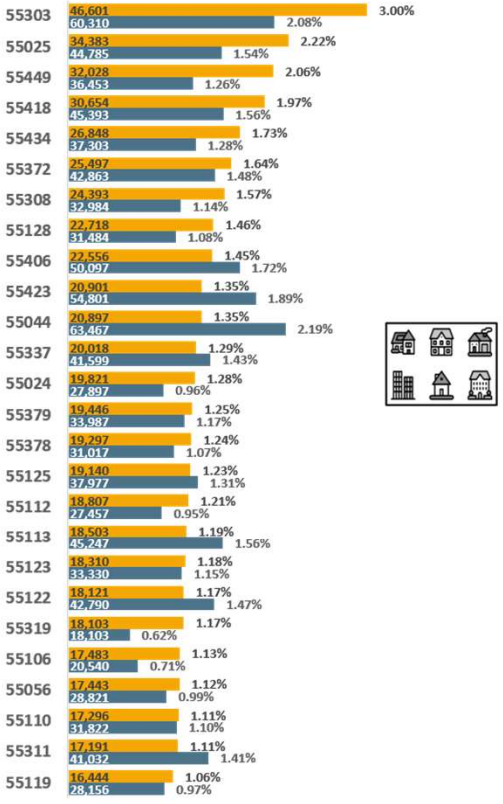
Radio Stations: KQQL-FM

1,420,190 or 91.5% of Adults 18 or older who Listened to IHEART RADIO in the past 7 days spend an average of 57.5 minutes per day driving an average of 33.5 miles each day and are 13.7% more likely to use MN 36 than the Metro average.

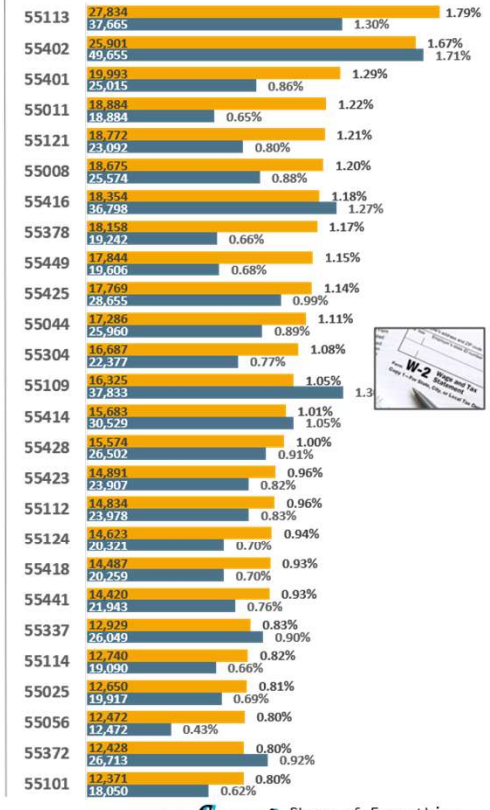
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 799

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380,601 or 88.3% of Adults 18 or older who Listened to KDWB-FM in the past 7 days spend an average of 65.7 minutes per day driving an average of 38.2 miles each day and are 60.1% 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

	who Listened to KDWB-FM in the past 7 days		MINNEAPOLIS-ST. PAUL	
I-35W south of I-94	134,821	31.3%	864,443	29.8%
I-494 west of I-35W	133,772	31.0%	835,568	28.8%
I-94 west of I-35W	132,301	30.7%	864,196	29.8%
I-94 east of I-35W	124,227	28.8%	762,975	26.3%
I-35W north of I-94	116,552	27.0%	826,236	28.4%
I-35E south of I-94	107,460	24.9%	730,271	25.1%
I-494 east of I-35W	96,195	22.3%	642,727	22.1%
I-35E north of I-94	89,409	20.7%	770,413	26.5%
US 169 north of I-394	89,346	20.7%	534,361	18.4%
I-694 west of I-35W	87,653	20.3%	546,196	18.8%
I-694 east of I-35W	85,251	19.8%	536,373	18.5%
US 169 south of I-394	85,088	19.7%	496,095	17.1%
County Road 42	79,941	18.5%	336,387	11.6%
I-394	78,894	18.3%	489,393	16.8%
US 10	78,824	18.3%	639,879	22.0%
MN 77 (Cedar Avenue)	74,982	17.4%	397,901	13.7%
MN 100	65,734	15.2%	520,950	17.9%
MN 55	63,033	14.6%	391,386	13.5%
MN 7	61,502	14.3%	325,526	11.2%
Hennepin Avenue	55,053	12.8%	366,616	12.6%
US 52	51,746	12.0%	320,098	11.0%
MN 13	50,333	11.7%	273,139	9.4%
Snelling Avenue	49,876	11.6%	420,597	14.5%
Lake Street	48,385	11.2%	347,011	11.9%
MN 65 (Central Avenue)	45,001	10.4%	319,881	11.0%
MN 47 (University Avenue)	42,946	10.0%	305,852	10.5%



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

Avg. Miles/Day Driving:



who Listened to KDWB-FM in the past 7 days



MINNEAPOLIS-ST. PAUL

Top-26 Residential Zip Codes: Adults 18 or older

	who Listened to KDWB-FM in the past 7 days		MINNEAPOLIS-ST. PAUL	
55303	22,372	5.19%	60,310	2.08%
55372	12,147	2.82%	42,863	1.48%
55106	11,828	2.74%	20,540	0.71%
55406	10,671	2.48%	50,097	1.72%
55434	10,477	2.43%	37,303	1.28%
55337	10,437	2.42%	41,599	1.43%
55044	9,408	2.18%	63,467	2.19%
55417	8,409	1.95%	25,951	0.89%
55112	7,528	1.75%	27,457	0.95%
55369	7,476	1.73%	23,990	0.83%
55378	7,343	1.70%	31,017	1.07%
55024	7,250	1.68%	27,897	0.96%
55122	7,230	1.68%	42,790	1.47%
55423	6,864	1.59%	54,801	1.89%
55444	6,853	1.59%	7,9	0.28%
55331	6,774	1.57%	14,71	0.51%
55422	6,631	1.54%	25,523	0.88%
55311	6,581	1.53%	41,032	1.41%
55430	6,415	1.49%	28,623	0.99%
55113	6,202	1.44%	45,247	1.56%
55308	6,113	1.42%	32,984	1.14%
55104	6,067	1.41%	35,793	1.23%
55403	6,030	1.40%	20,008	0.69%
55110	6,022	1.40%	31,822	1.10%
55077	6,022	1.40%	8,1	0.28%
55008	5,987	1.39%	14,86	0.51%



Top-26 Employment Zip Codes: Adults 18 or older

	who Listened to KDWB-FM in the past 7 days		MINNEAPOLIS-ST. PAUL	
55008	11,743	2.72%	25,574	0.88%
55437	10,530	2.44%	11,866	0.41%
55117	10,514	2.44%	22,048	0.76%
55416	10,381	2.41%	36,798	1.27%
55303	9,999	2.32%	20,336	0.70%
55044	9,408	2.18%	25,960	0.89%
55391	9,387	2.18%	20,640	0.71%
55112	8,671	2.01%	23,978	0.83%
55125	8,266	1.92%	20,671	0.71%
55403	7,978	1.85%	20,003	0.69%
55369	7,476	1.73%	28,078	0.97%
55401	7,322	1.70%	25,015	0.86%
55402	6,848	1.59%	49,655	1.71%
55068	6,482	1.50%	7,938	0.27%
55109	5,996	1.39%	37,833	1.30%
55124	5,879	1.36%	20,321	0.70%
55337	5,750	1.33%	26,049	0.90%
55121	5,727	1.33%	23,092	0.80%
55102	5,720	1.33%	23,435	0.81%
56011	5,698	1.32%	5,69	0.20%
55069	5,467	1.27%	6,74	0.23%
55372	5,313	1.23%	26,713	0.92%
55430	5,191	1.20%	19,464	0.67%
55441	4,984	1.16%	21,943	0.76%
55057	4,865	1.13%	10,559	0.36%
55104	4,833	1.12%	22,735	0.78%



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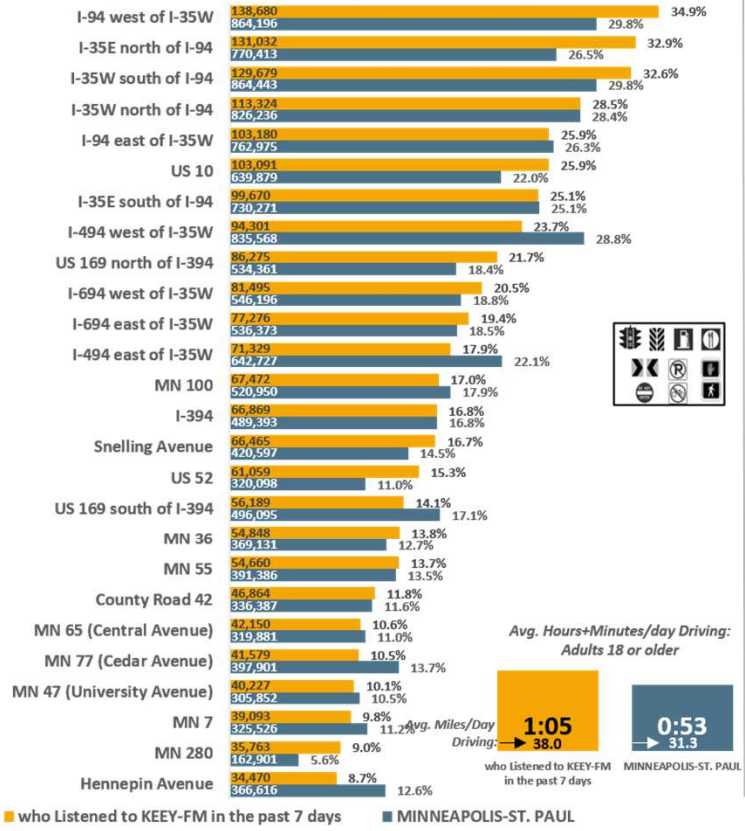
MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 209

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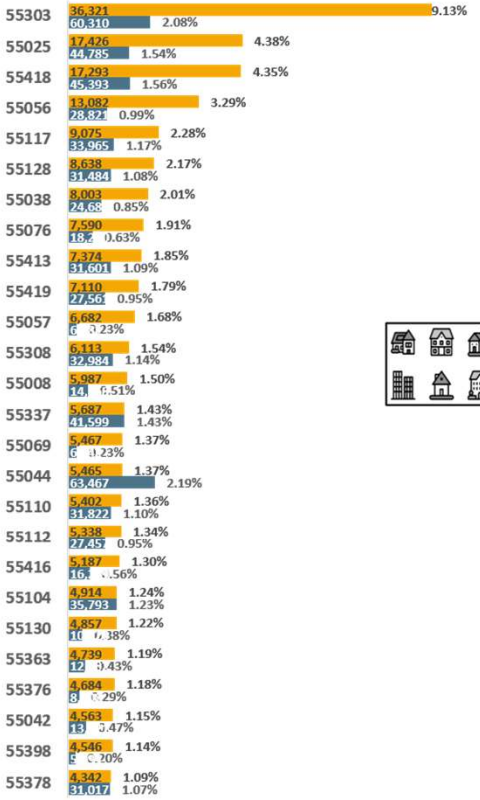
Radio Stations: KDWB-FM

381,604 or 95.9% of Adults 18 or older who Listened to KEEY-FM in the past 7 days spend an average of 65.3 minutes per day driving an average of 38. miles each day and are 39.3% more likely to use US 52 than the Metro average.

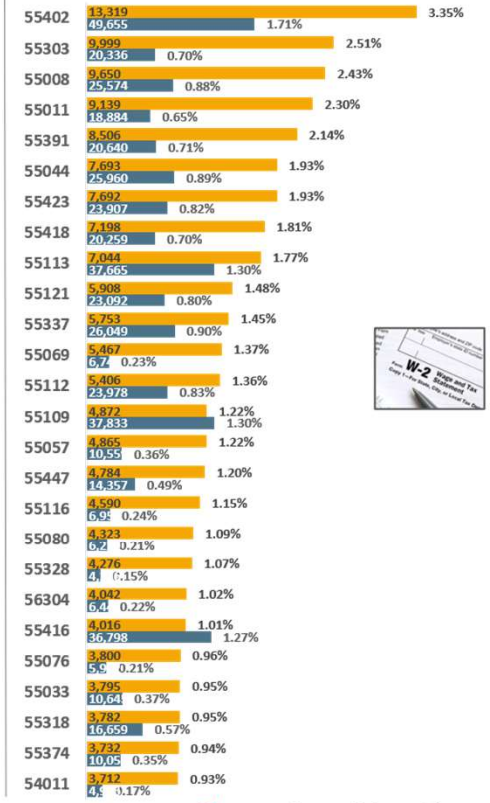
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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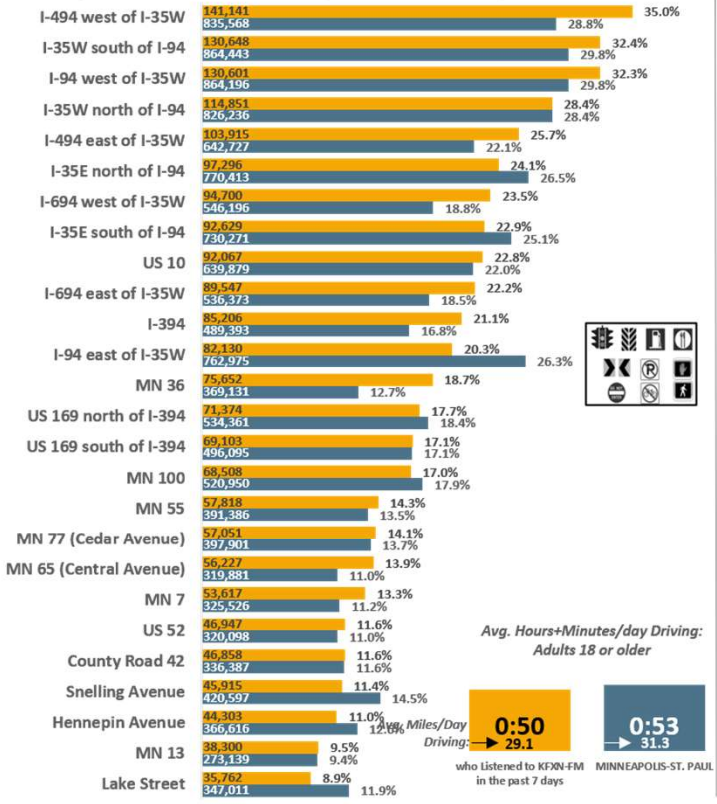
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Radio Stations: KEEY-FM

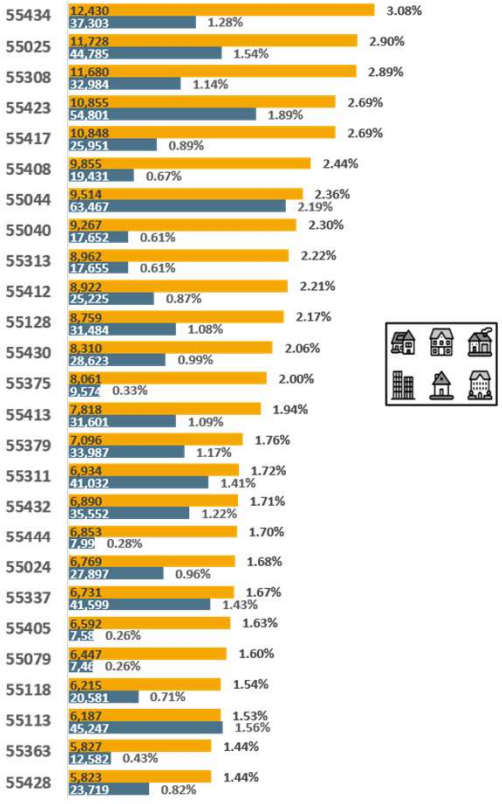
KFAN SPORTS RADIO - FM 100.3

380,345 or 94.2% of Adults 18 or older who Listened to KFXN-FM in the past 7 days spend an average of 50. minutes per day driving an average of 29.1 miles each day and are 47.4% more likely to use MN 36 than the Metro average.

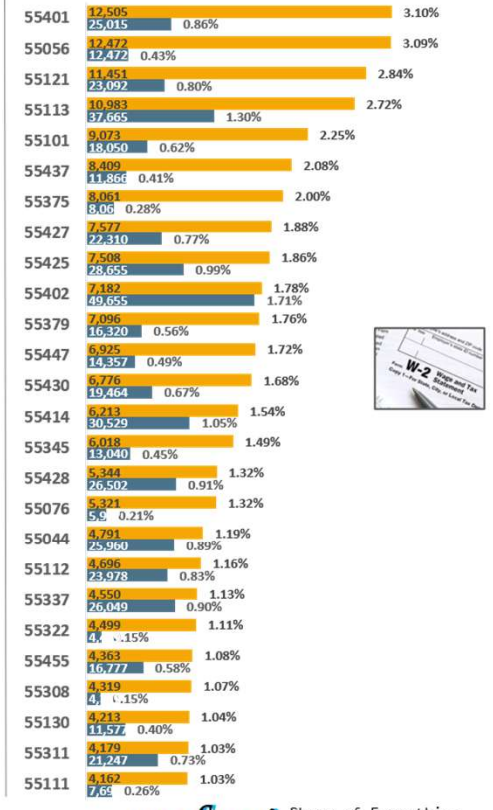
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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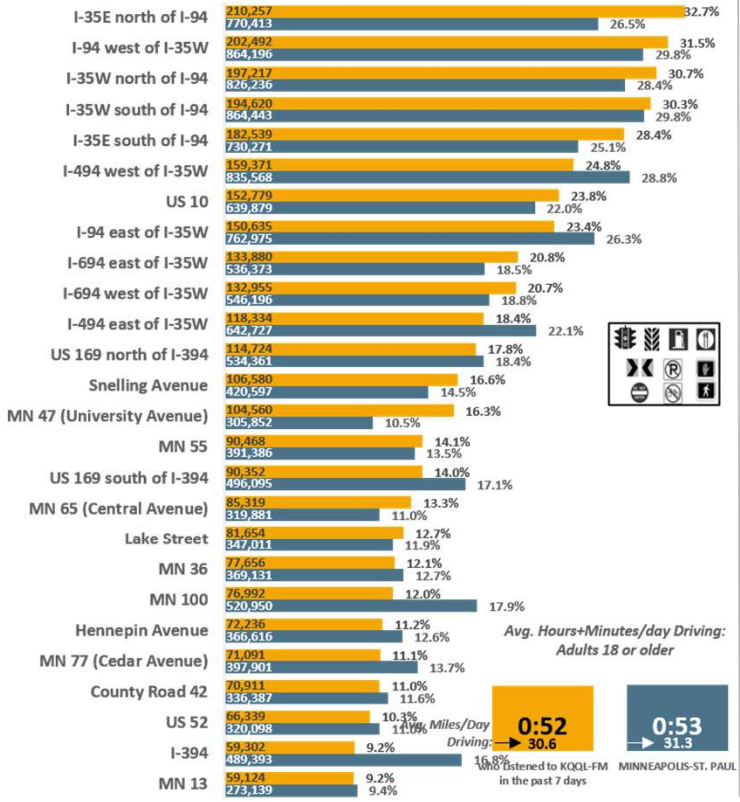
MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 219

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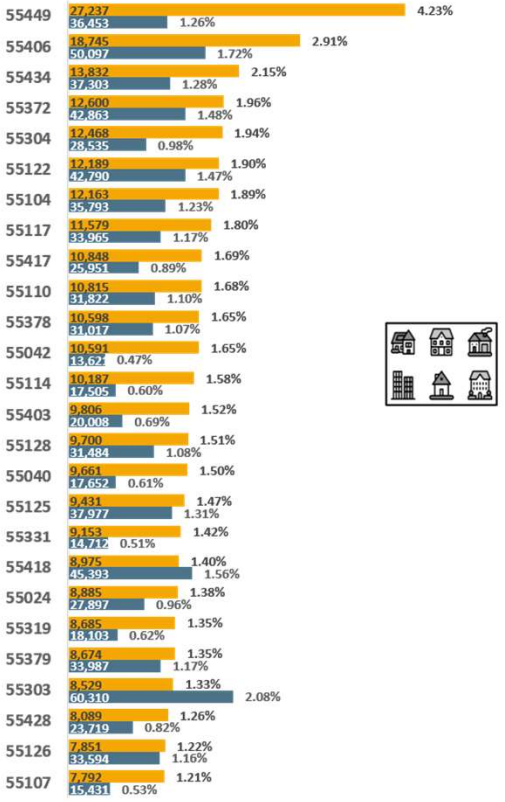
Radio Stations: KFXN-FM

571,679 or 88.9% of Adults 18 or older who Listened to KQQL-FM in the past 7 days spend an average of 52.7 minutes per day driving an average of 30.6 miles each day and are 54.4% more likely to use MN 47 (University Avenue) than the Metro average.

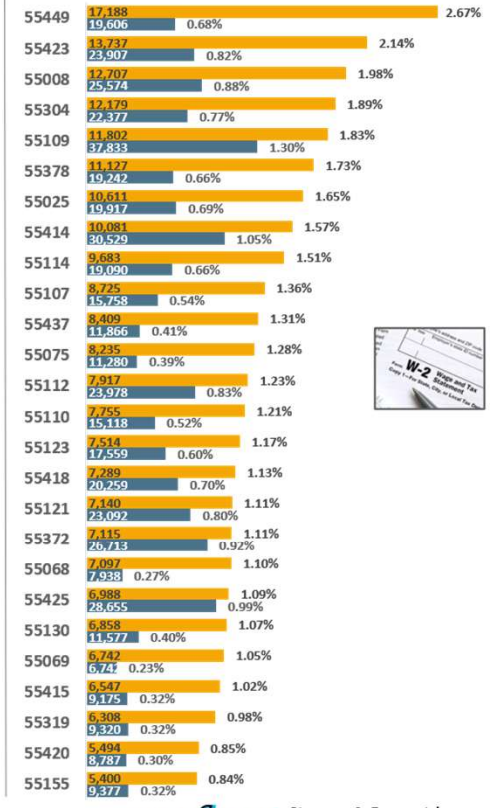
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



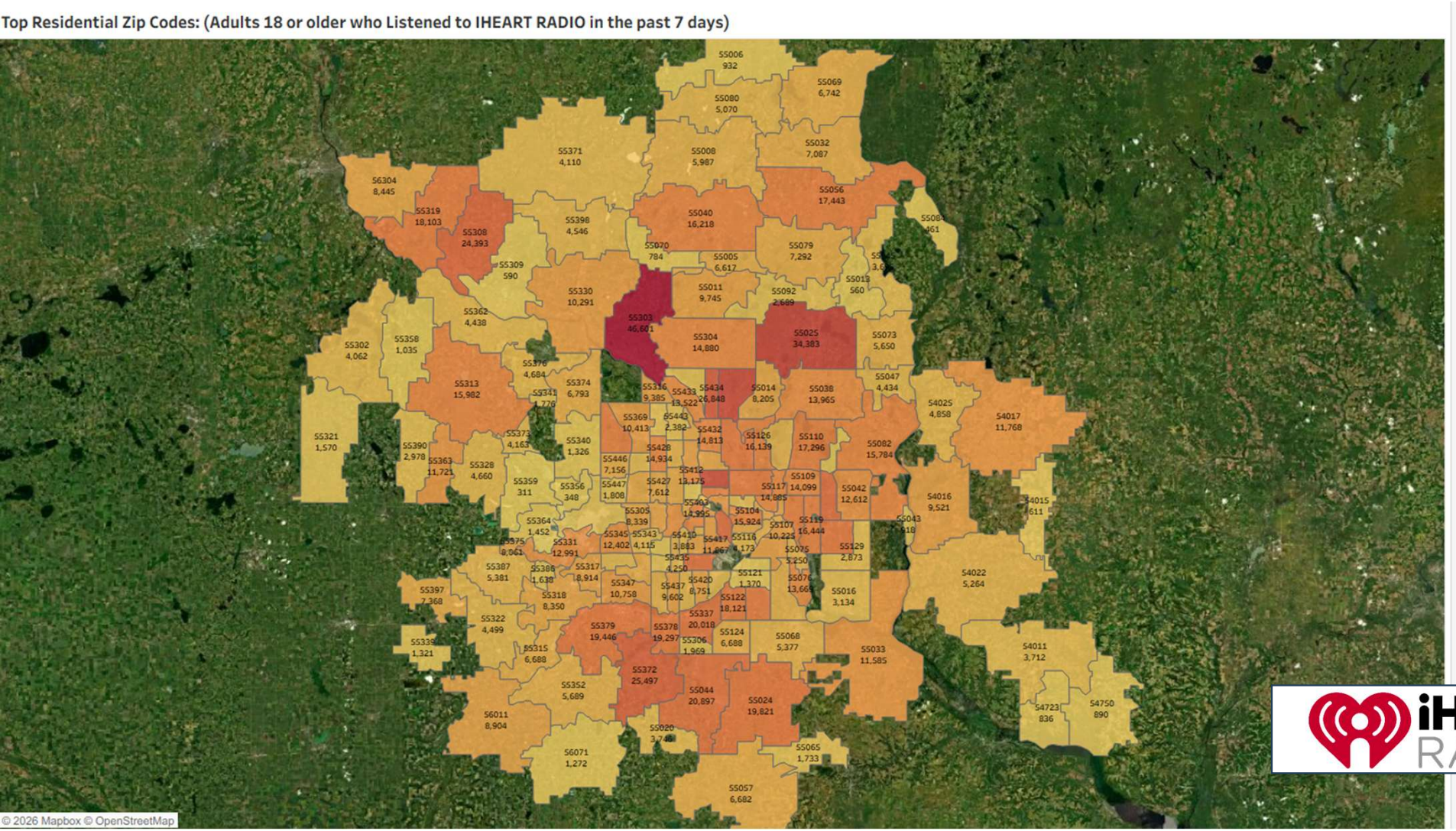
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Radio Stations: KQQL-FM

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

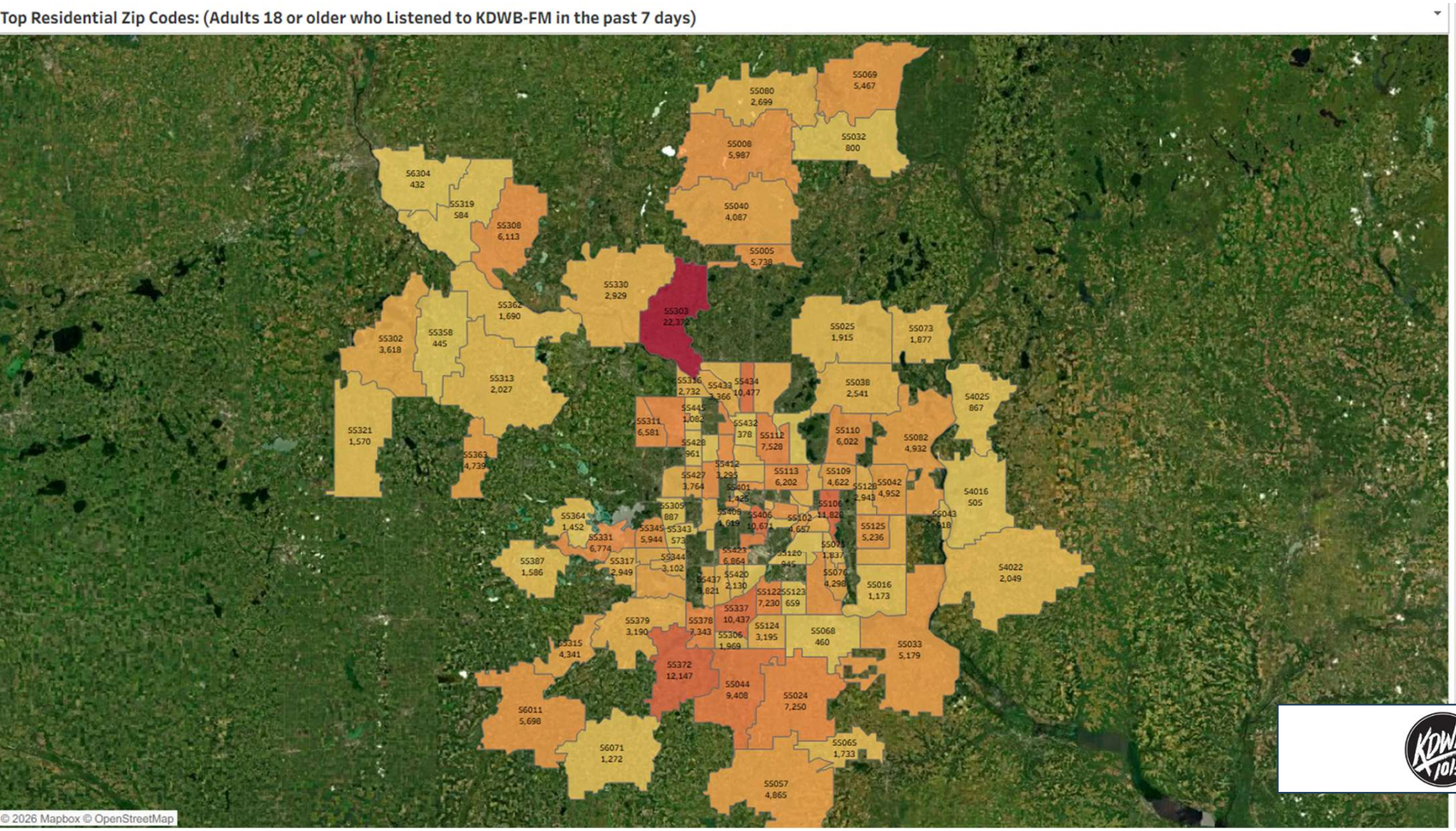


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(Radio Stations: KDWB-FM OR Radio Stations: KEEY-FM OR Radio Stations: KFXN-FM OR Radio Stations: KQQL-FM OR Radio Stations: KTCZ-FM OR Radio Stations: KTCZ-FM HD3 OR Radio Stations: KTLK-AM)

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

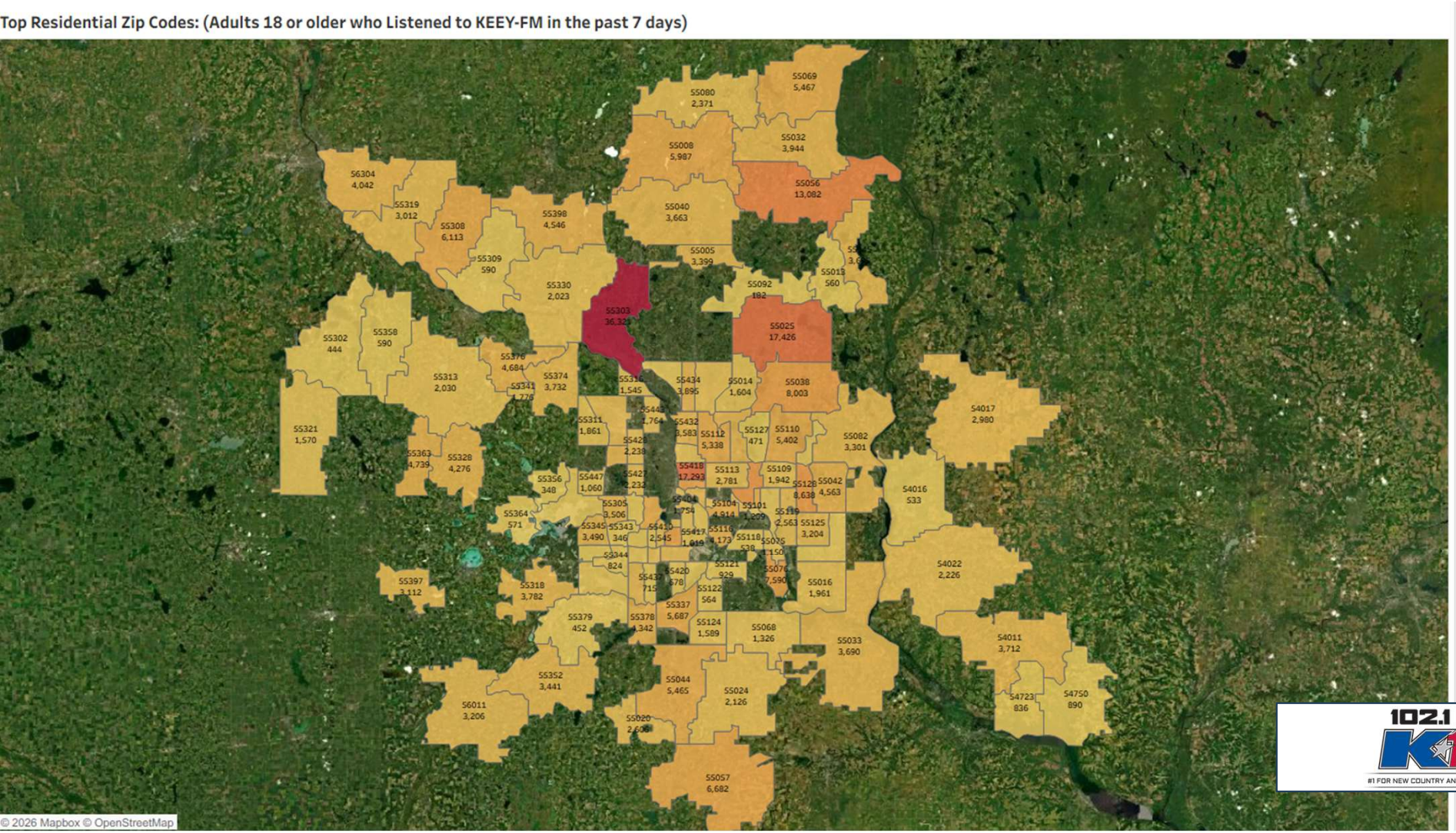


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Radio Stations: KDWB-FM

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

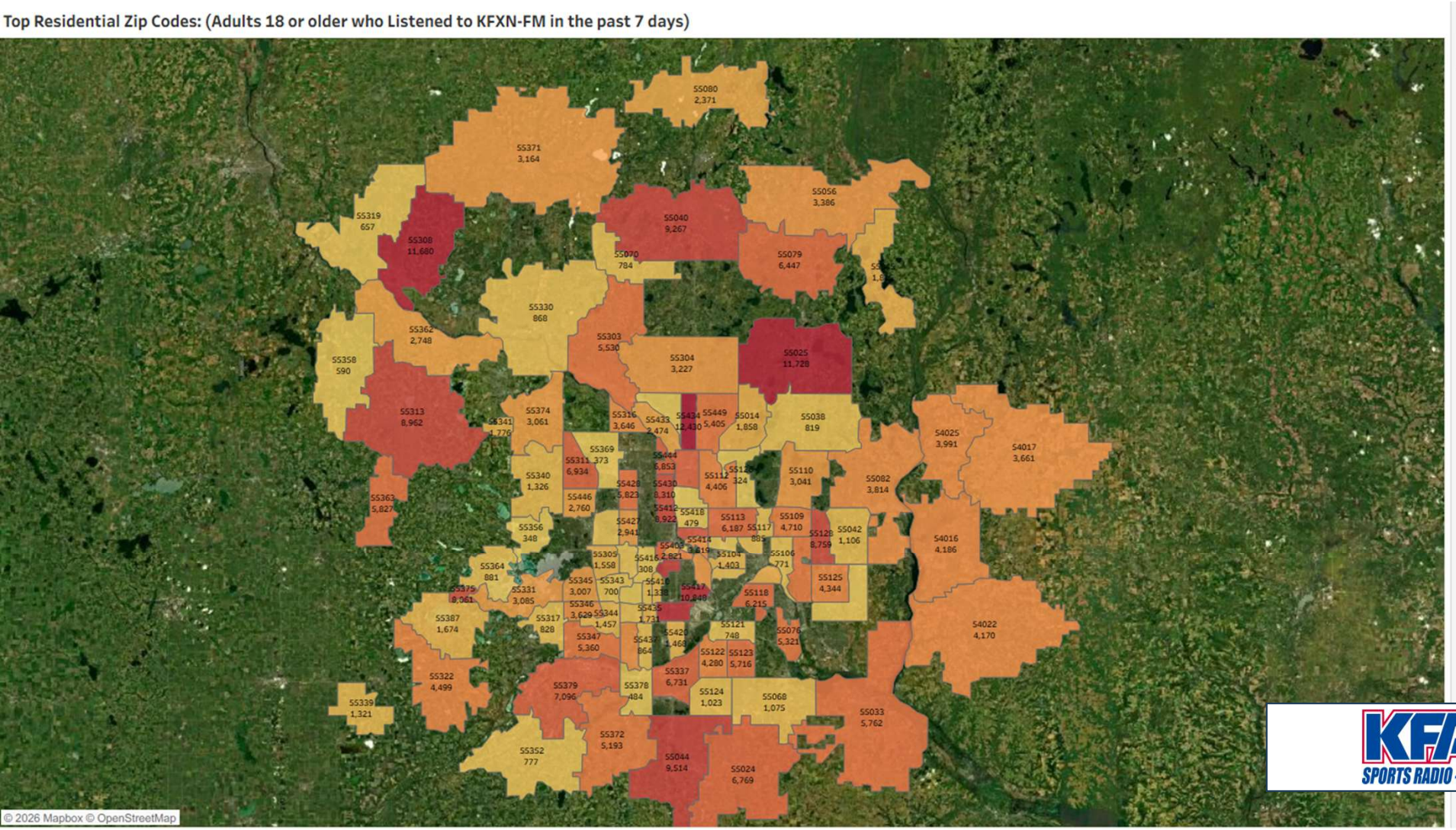


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Radio Stations: KEEY-FM

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

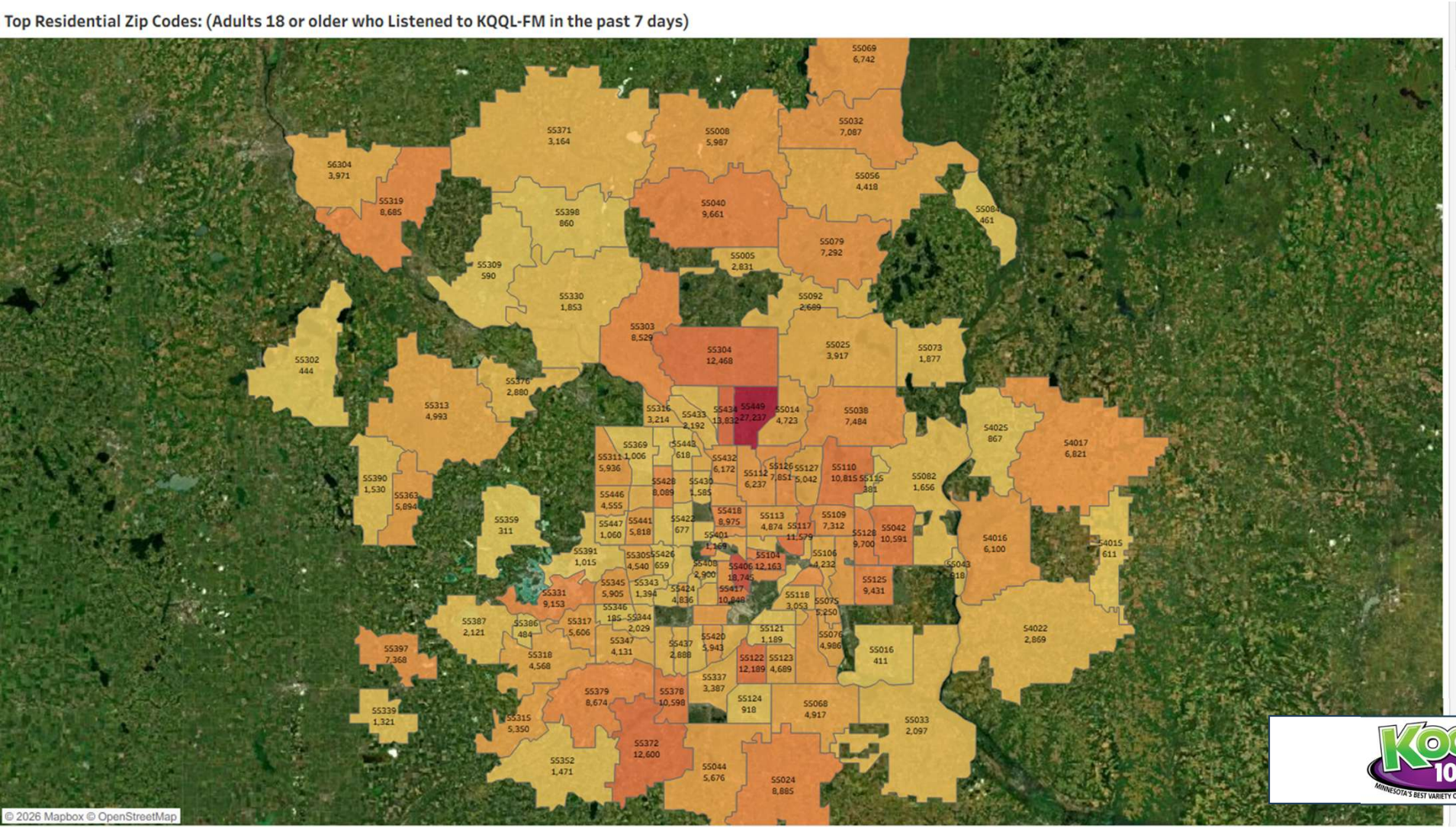


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Radio Stations: KFXN-FM

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



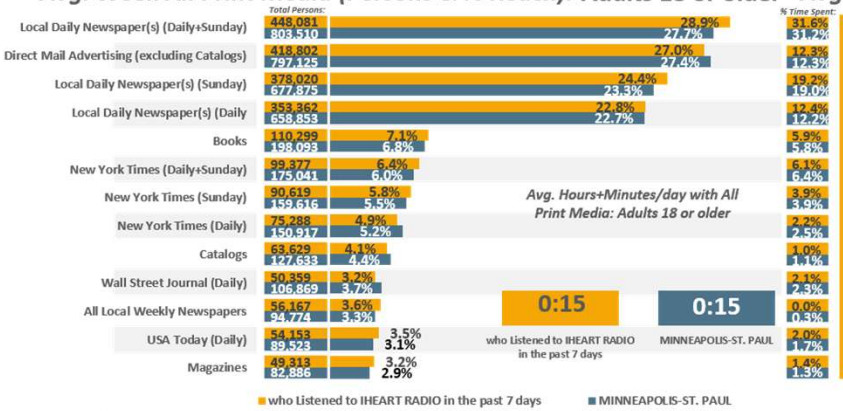
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Radio Stations: KQQL-FM

448,081 or 28.9% of Adults 18 or older who Listened to IHEART RADIO in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9. minutes every day representing 33.5% of all time spent daily with All forms of Print Media.

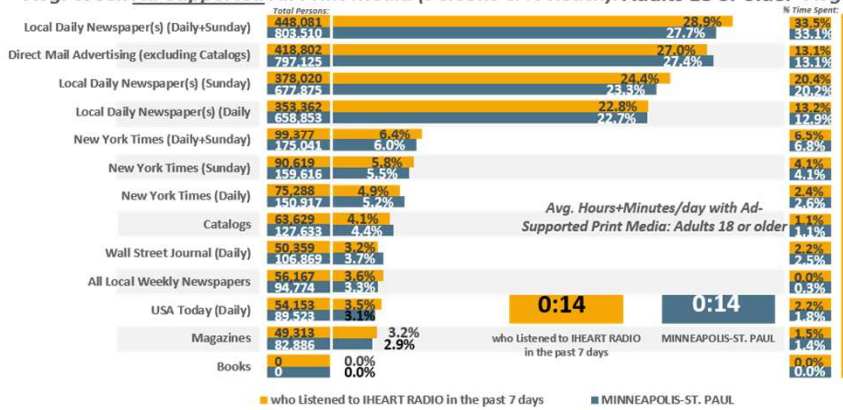
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



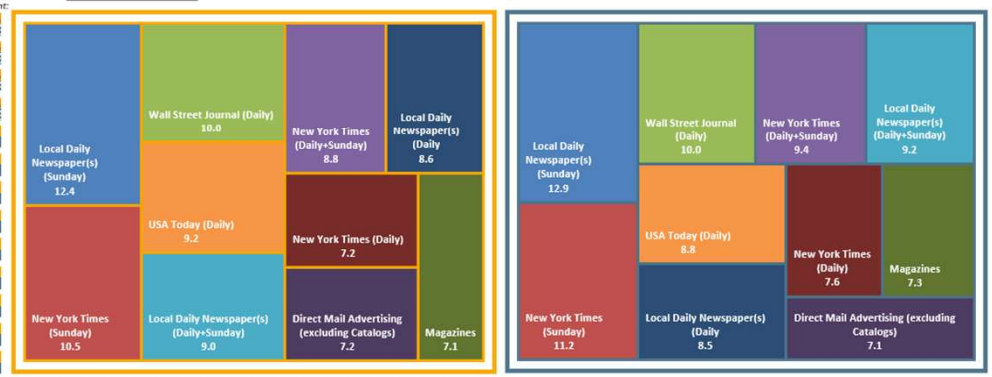
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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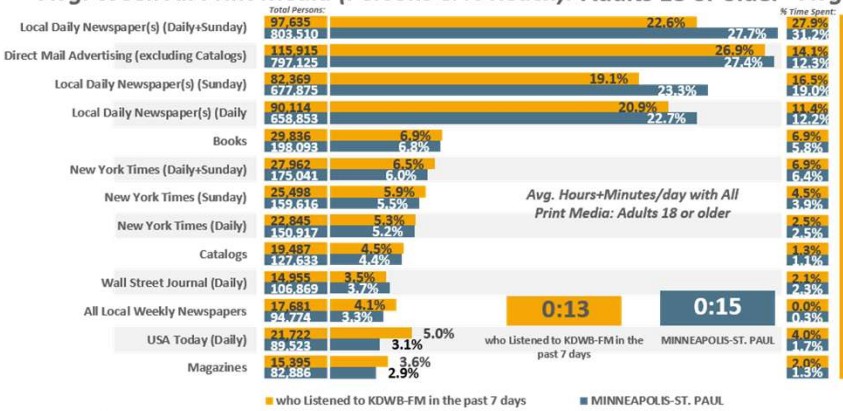
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(Radio Stations: KDWB-FM OR Radio Stations: KEEY-FM OR Radio Stations: KFXN-FM OR Radio Stations: KQQL-FM OR Radio Stations: KTCZ-FM OR Radio Stations: KTCZ-FM HD3 OR Radio Stations: KTLK-AM)

97,635 or 22.6% of Adults 18 or older who Listened to KDWB-FM in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.1 minutes every day representing 29.9% of all time spent daily with All forms of Print Media.

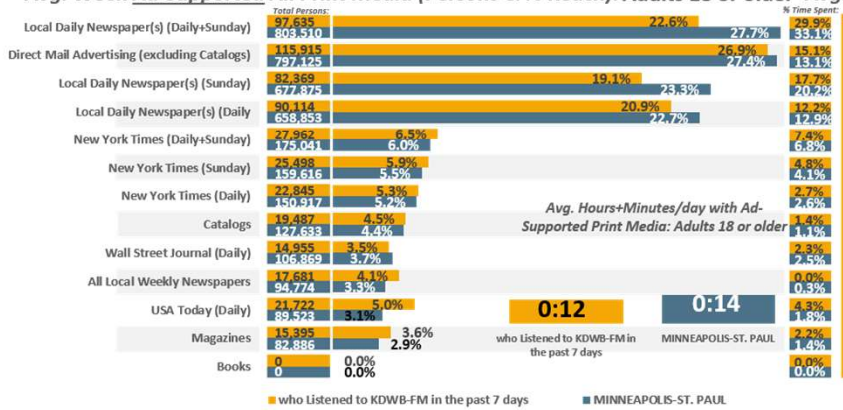
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



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



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



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



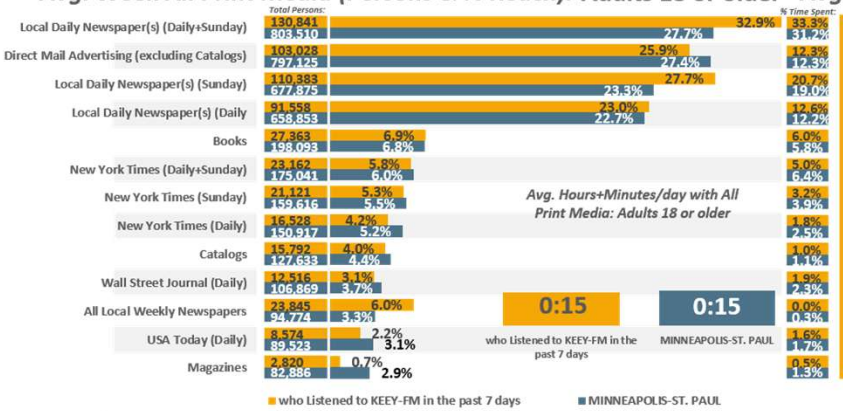
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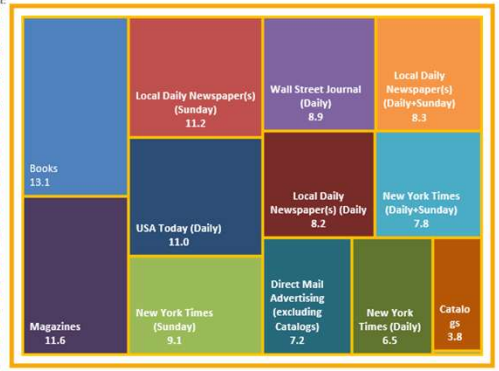
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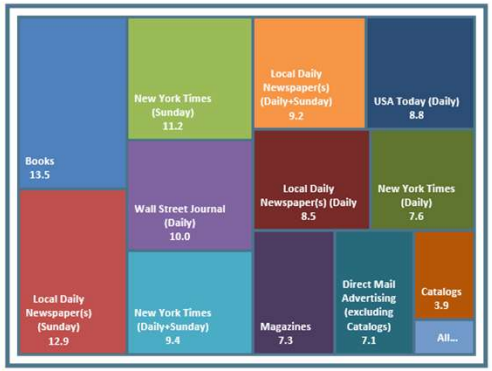
Radio Stations: KDWB-FM

130,841 or 32.9% of Adults 18 or older who Listened to KEEY-FM in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.3 minutes every day representing 35.4% of all time spent daily with All forms of Print Media.

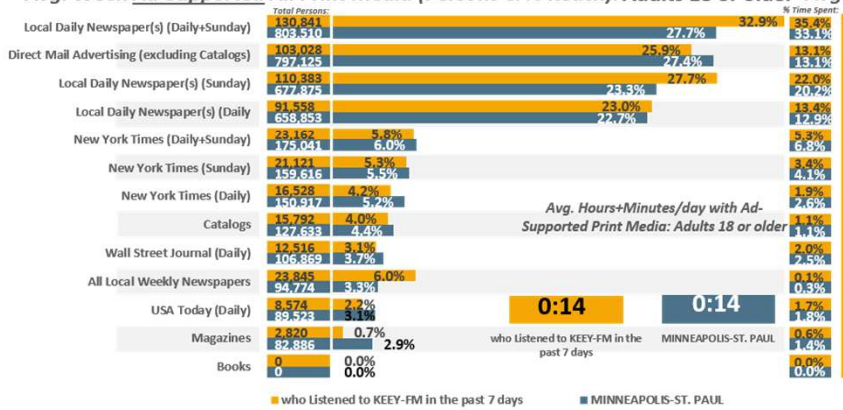
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older





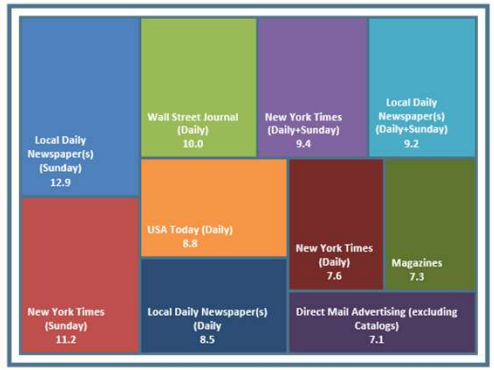


Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older



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



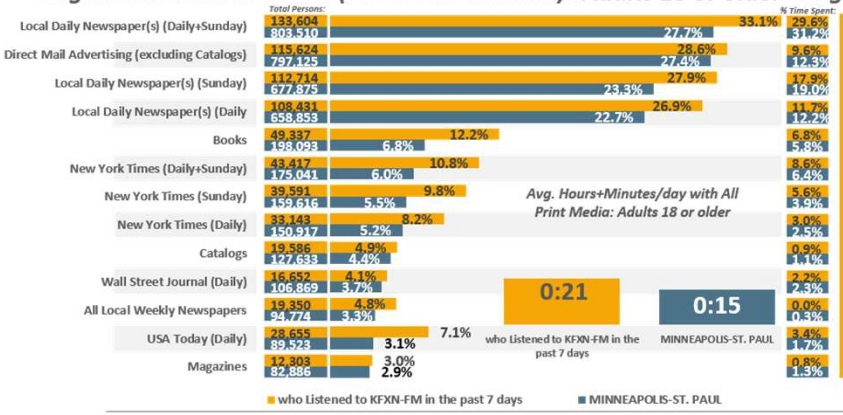


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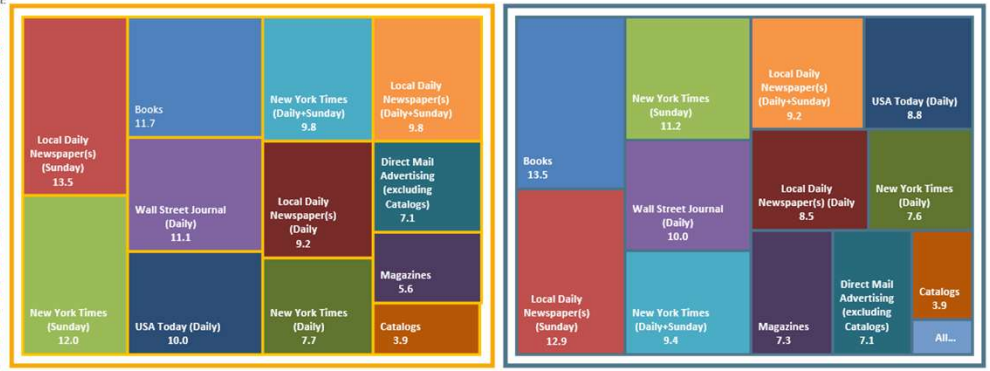
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133,604 or 33.1% of Adults 18 or older who Listened to KFXN-FM in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.8 minutes every day representing 31.8% of all time spent daily with All forms of Print Media.

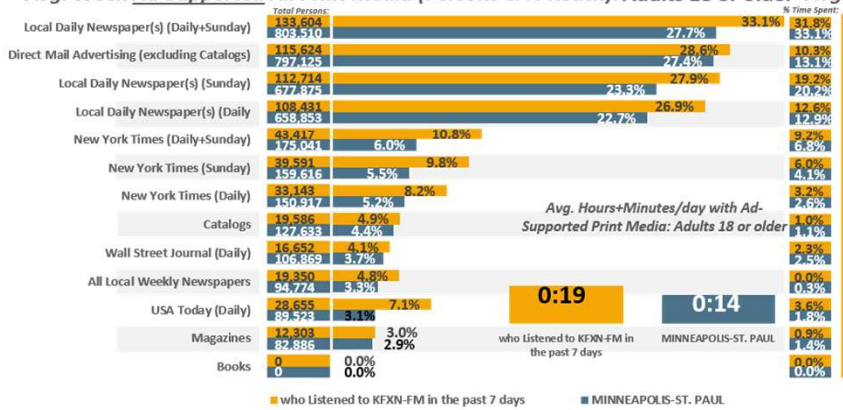
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



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



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



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

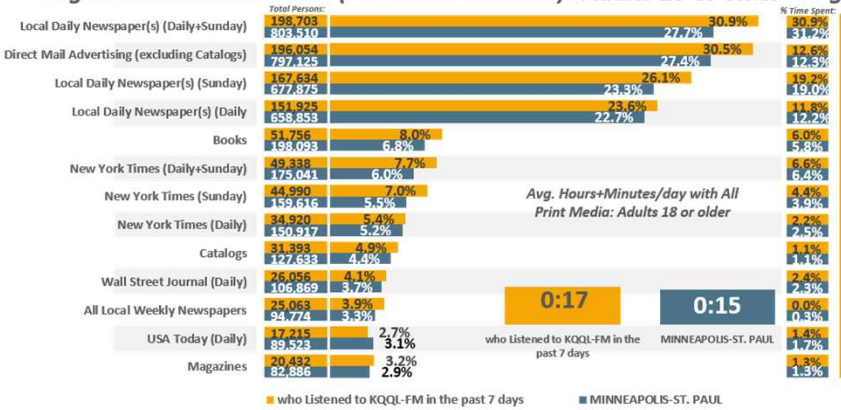


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198,703 or 30.9% of Adults 18 or older who Listened to KQQL-FM in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.1 minutes every day representing 32.9% of all time spent daily with All forms of Print Media.

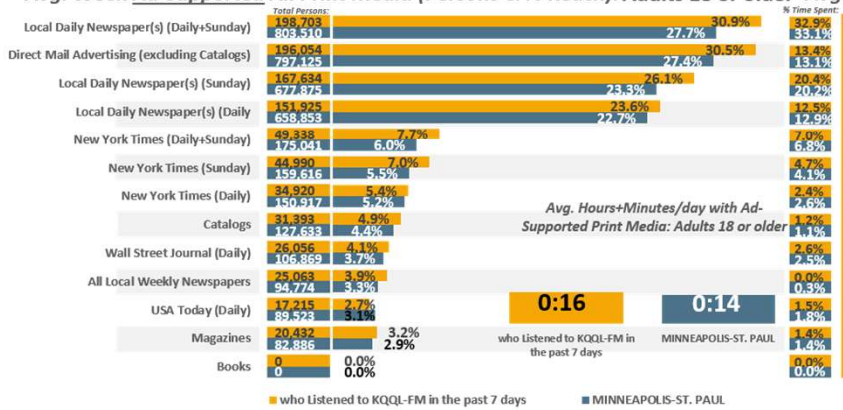
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



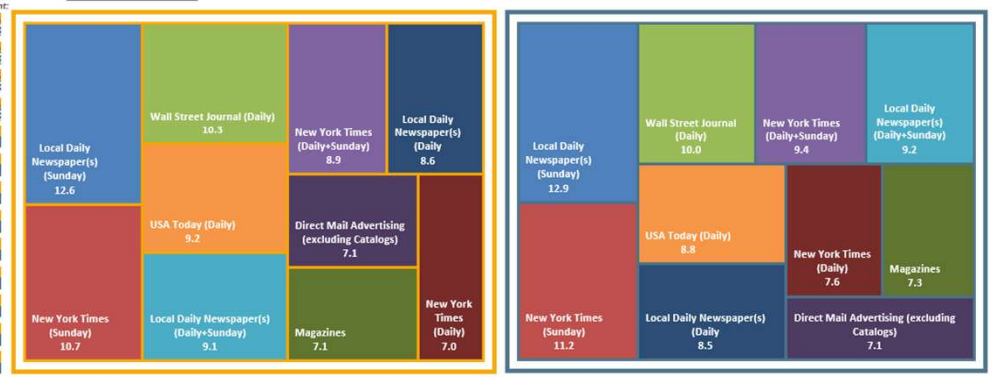
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



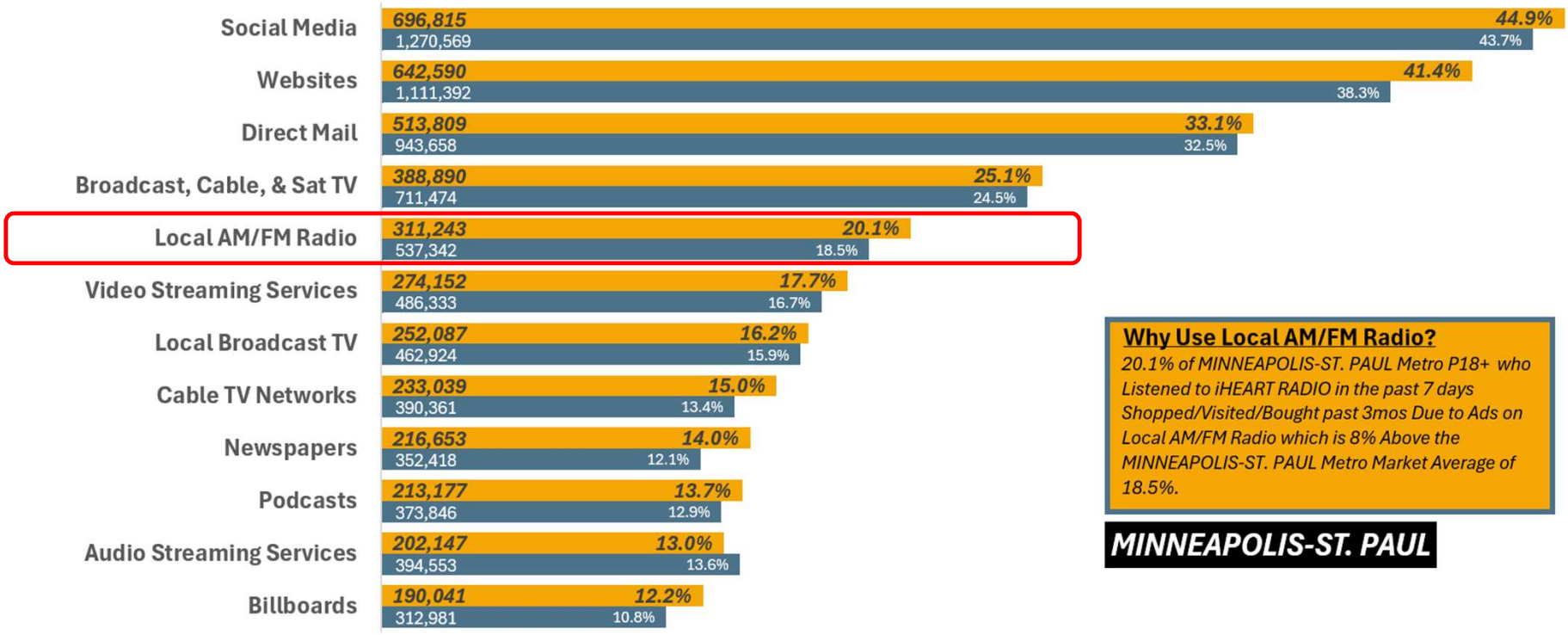
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Radio Stations: KQQL-FM

"Advertising Actions"

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



Why Use Local AM/FM Radio?

20.1% of MINNEAPOLIS-ST. PAUL Metro P18+ who Listened to iHEART RADIO in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 8% Above the MINNEAPOLIS-ST. PAUL Metro Market Average of 18.5%.

MINNEAPOLIS-ST. PAUL

MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab: 799

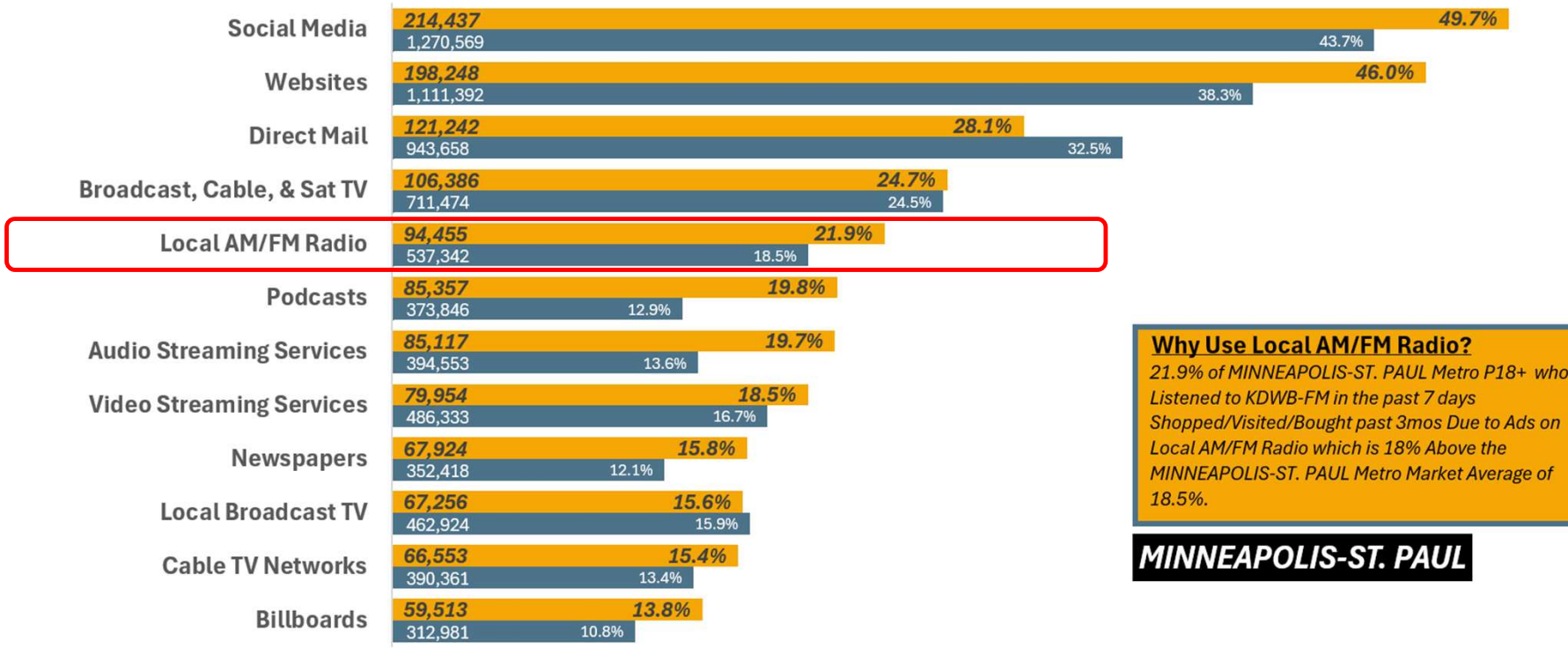
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(Radio Stations: KDWB-FM OR Radio Stations: KEEY-FM OR Radio Stations: KFXN-FM OR Radio Stations: KQQL-FM OR Radio Stations: KTCZ-FM OR Radio Stations: KTCZ-FM HD3 OR Radio Stations: KTLK-AM)

"Advertising Actions"

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



Why Use Local AM/FM Radio?

21.9% of MINNEAPOLIS-ST. PAUL Metro P18+ who Listened to KDWB-FM in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 18% Above the MINNEAPOLIS-ST. PAUL Metro Market Average of 18.5%.

MINNEAPOLIS-ST. PAUL

MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab: 209

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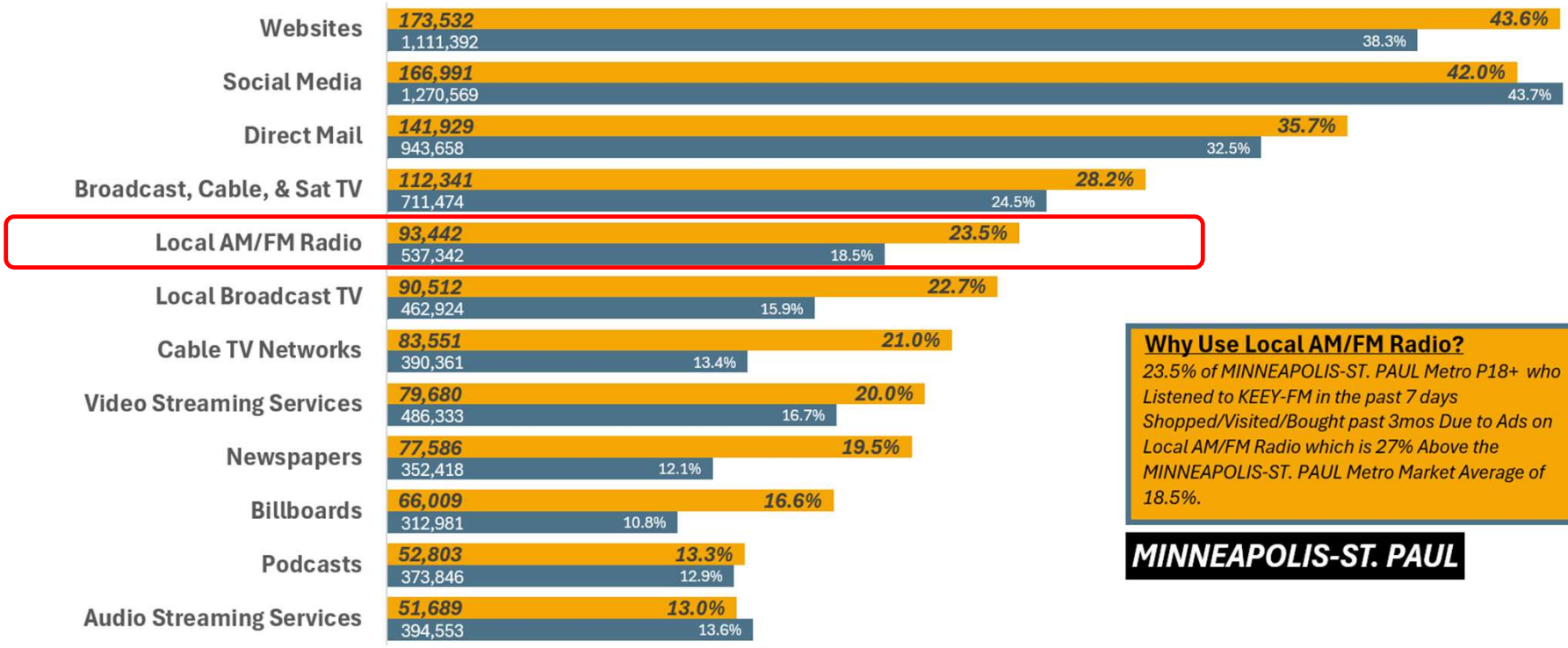
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Radio Stations: KDWB-FM

102.1 FM K102 — #1 FOR NEW COUNTRY AND THE BEST VARIETY

"Advertising Actions"

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



Why Use Local AM/FM Radio?

23.5% of MINNEAPOLIS-ST. PAUL Metro P18+ who Listened to KEEY-FM in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 27% Above the MINNEAPOLIS-ST. PAUL Metro Market Average of 18.5%.

MINNEAPOLIS-ST. PAUL

MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab: 207

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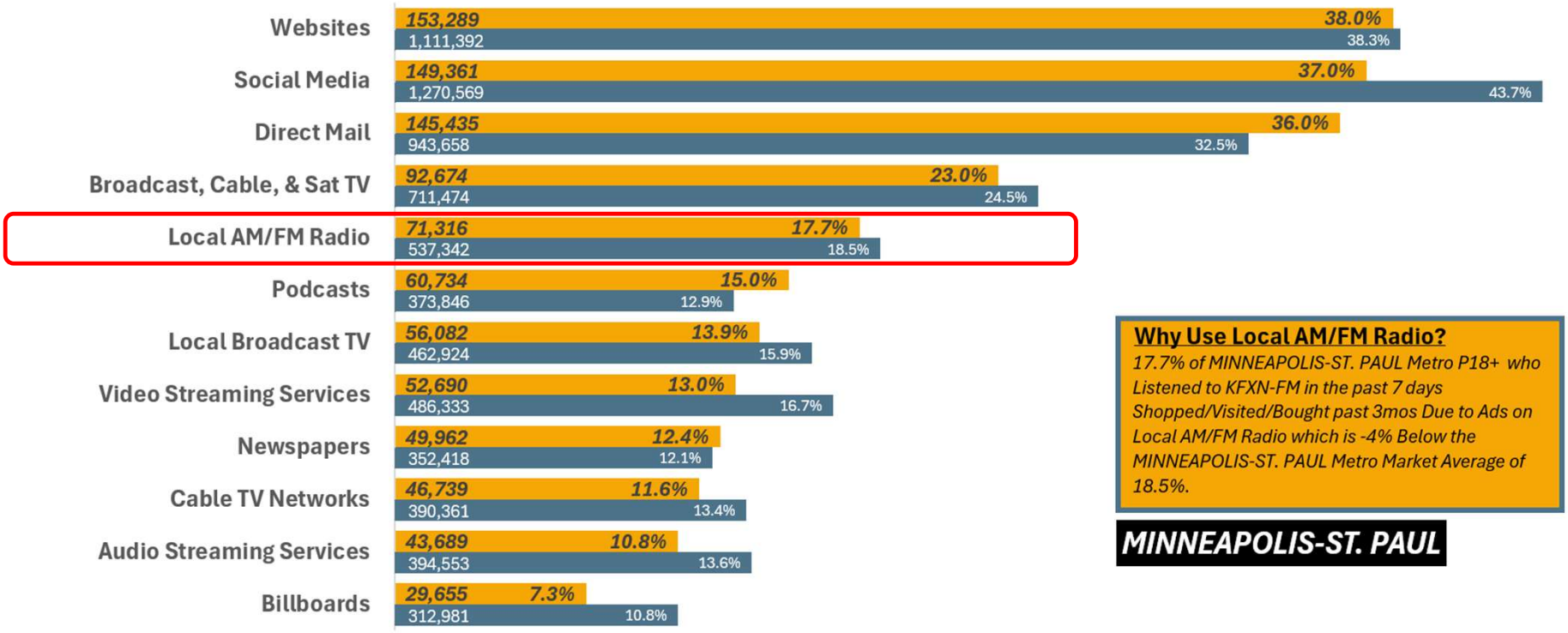
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Radio Stations: KEEY-FM

KFAN SPORTS RADIO - FM 100.3

"Advertising Actions"

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



Why Use Local AM/FM Radio?

17.7% of MINNEAPOLIS-ST. PAUL Metro P18+ who Listened to KFXN-FM in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -4% Below the MINNEAPOLIS-ST. PAUL Metro Market Average of 18.5%.

MINNEAPOLIS-ST. PAUL

MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab: 219

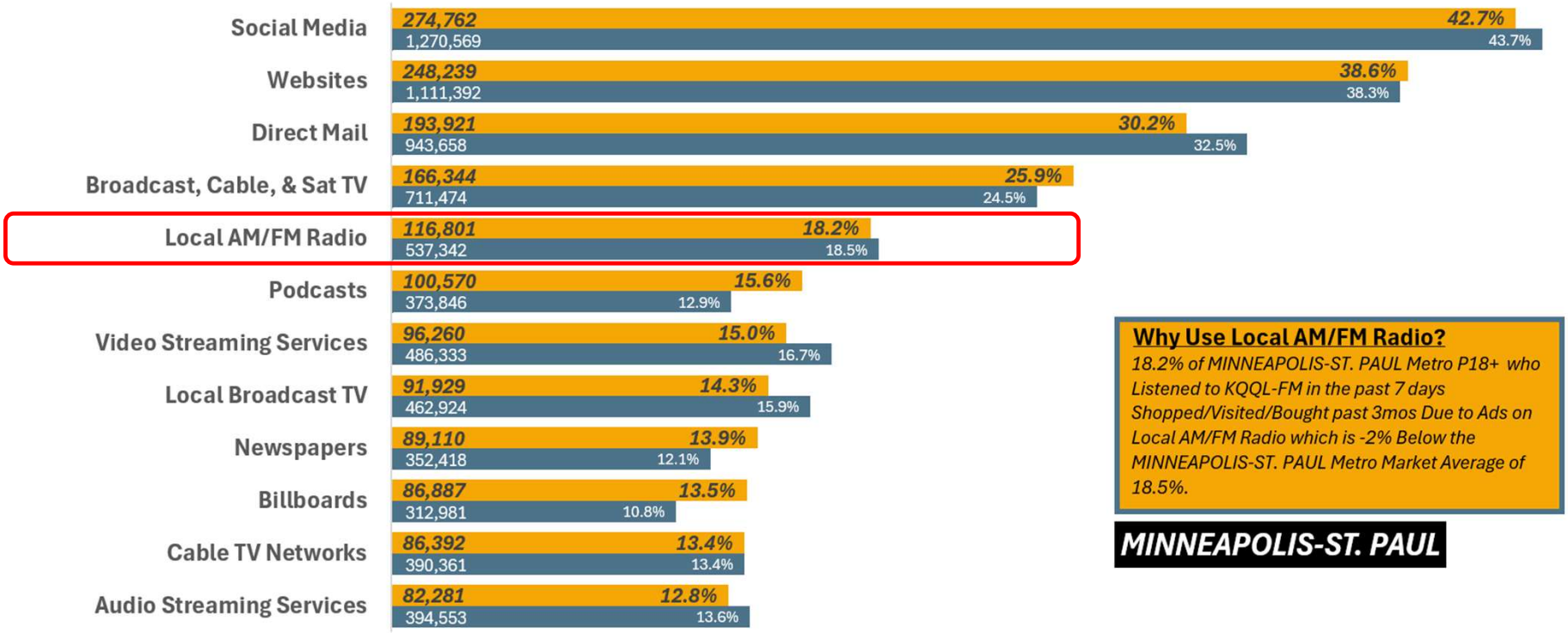
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Radio Stations: KFXN-FM

"Advertising Actions"

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



Why Use Local AM/FM Radio?

18.2% of MINNEAPOLIS-ST. PAUL Metro P18+ who Listened to KQQL-FM in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -2% Below the MINNEAPOLIS-ST. PAUL Metro Market Average of 18.5%.

MINNEAPOLIS-ST. PAUL

MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab: 360

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Radio Stations: KQQL-FM