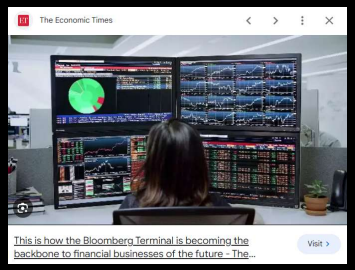
PHOENIX, AZ Metro – 5 P18+ Profiles of HUBBARD RADIO Listeners!

Brand New Data as of August 31, 2024!

Complete Demographic & Media Use Profiles













P18+ **Complete Demographic, Psychographic, and Total Media Usage Profiles of P18+ Hubbard Radio, KAZG-AM, KDKB-FM, KSLX-FM, and KUPD-FM past 7 days listeners who live in the PHOENIX, AZ, Metro Area as of AUGUST 2024!**

(Radio Stations: KAZG-AM OR Radio Stations: KDKB-FM OR Radio Stations: KSLX-FM OR Radio Stations: KUPD-FM)
(Radio Stations: KAZG-AM)
(Radio Stations: KDKB-FM)
(Radio Stations: KSLX-FM)
(Radio Stations: KUPD-FM)

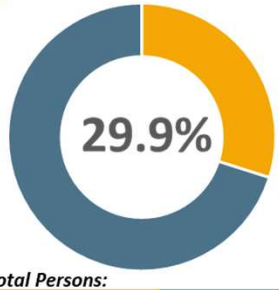
And, Yes! You ARE Smart Enough to Read a Bloomberg Terminal. So get ready to Learn!

HUBBARD BROADCASTING INC. HB

HUBBARD RADIO

29.9% or 1,077,987 of PHOENIX Metro Adults 18 or older listened to HUBBARD RADIO in the past 7 days. Typical Adults 18 or older who listened to HUBBARD RADIO in the past 7 days are 46.8 years old (2.1% younger than average) and have a $109,085 (4.7% higher than average) annual household income.

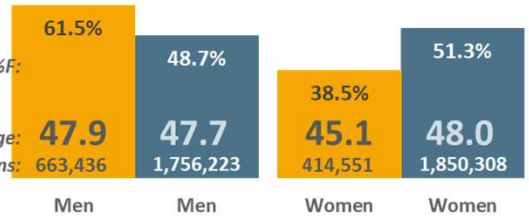
Percent of Market: Adults 18 or older



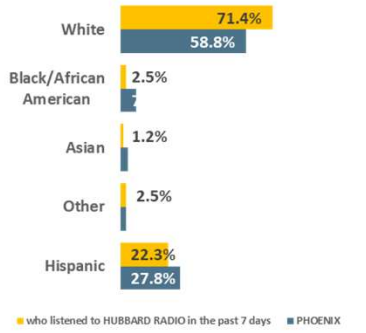
Total Persons:

1,077,987	2,528,544

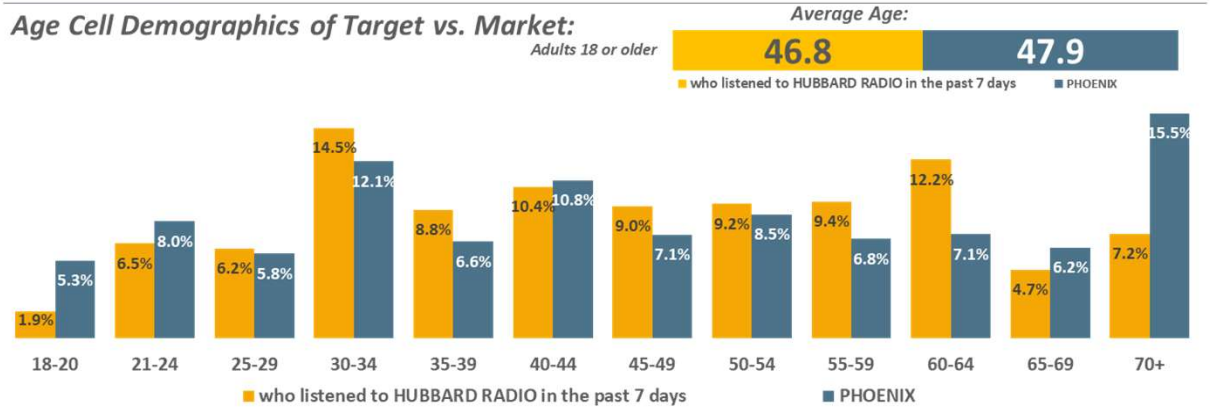
Gender of Target vs. Market: Adults 18 or older



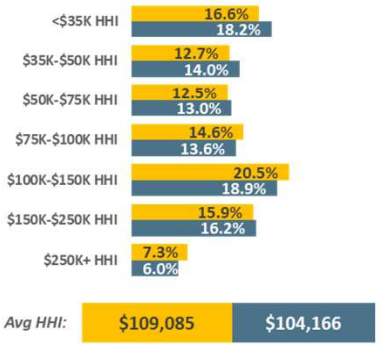
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI:	$109,085	$104,166

PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 507

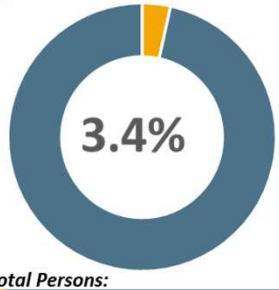
All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

(Radio Stations: KAZG-AM OR Radio Stations: KDKB-FM OR Radio Stations: KSLX-FM OR Radio Stations: KUPD-FM)

OLDIES 92.7 1440 AM KAZG

3.4% or 123,367 of PHOENIX Metro Adults 18 or older listened to KAZG-AM in the past 7 days.
Typical Adults 18 or older who listened to KAZG-AM in the past 7 days are 61.9 years old (29.4% older than average) and have a $96,779 (7.1% lower than average) annual household income.

Percent of Market: Adults 18 or older

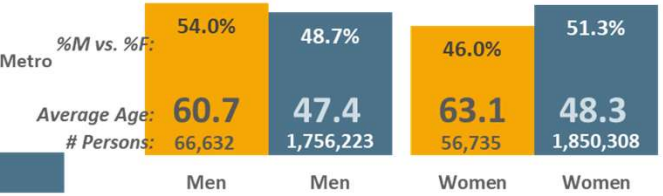


- who listened to KAZG-AM in the past 7 days
- Remainder of PHOENIX Metro

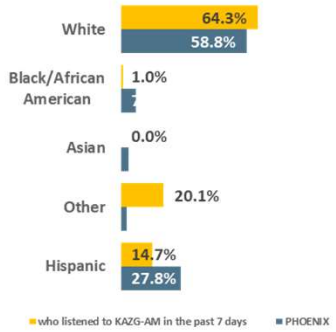
Total Persons:

123,367 | 3,483,164

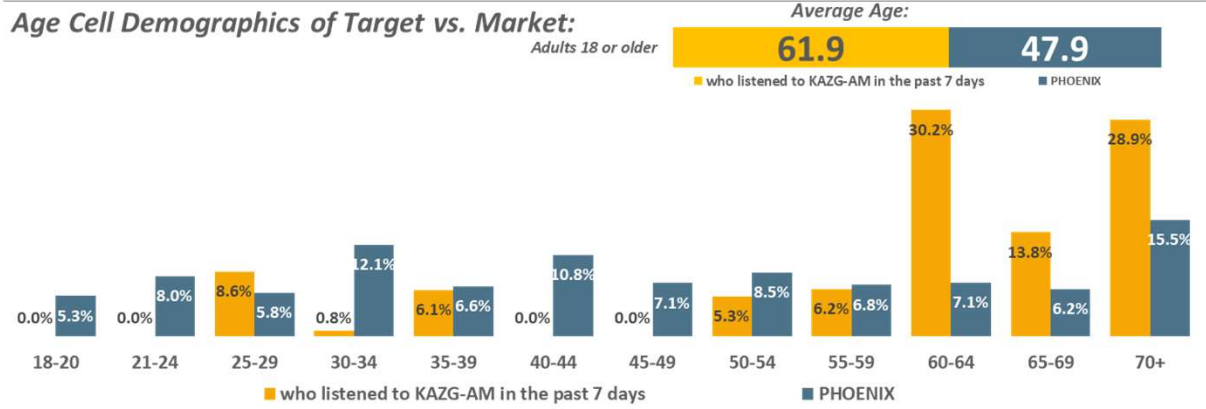
Gender of Target vs. Market: Adults 18 or older



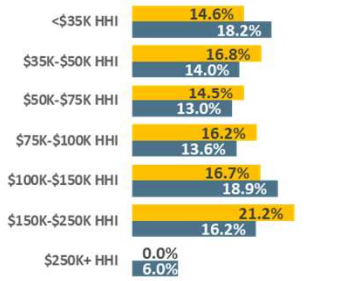
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: $96,779 | $104,166

PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 93

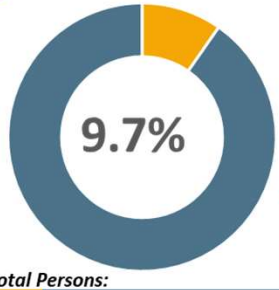
All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

(Radio Stations: KAZG-AM)

93.3 ALT ★ AZ ARIZONA'S ALTERNATIVE

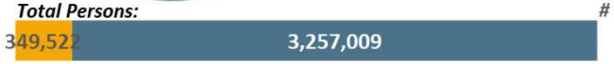
9.7% or 349,522 of PHOENIX Metro Adults 18 or older listened to KDKB-FM in the past 7 days.
Typical Adults 18 or older who listened to KDKB-FM in the past 7 days are 41. years old (14.3% younger than average) and have a $110,973 (6.5% higher than average) annual household income.

Percent of Market: Adults 18 or older

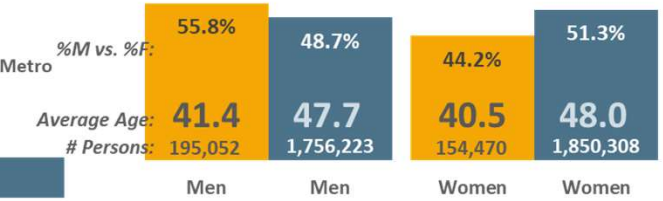


- who listened to KDKB-FM in the past 7 days
- Remainder of PHOENIX Metro

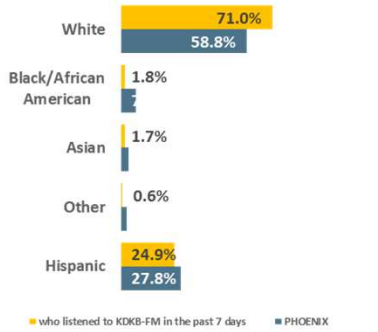
Total Persons:



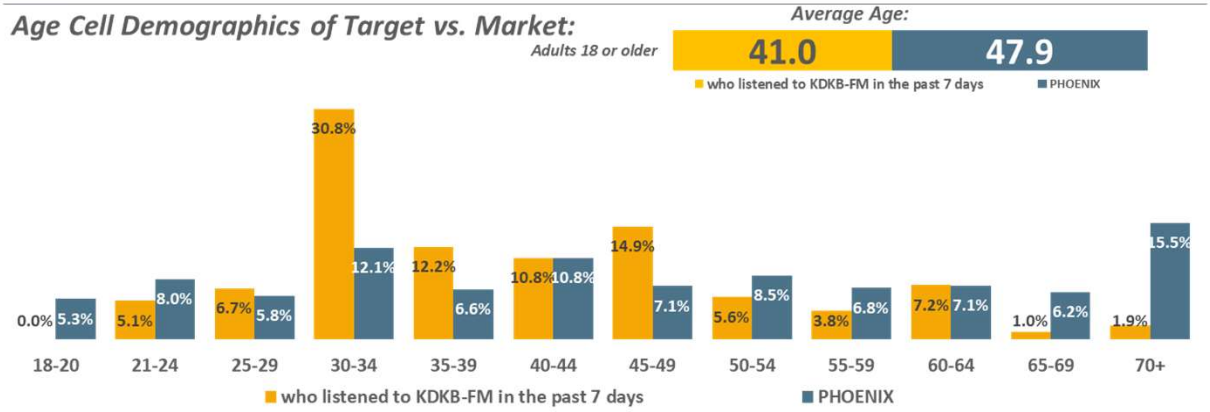
Gender of Target vs. Market: Adults 18 or older



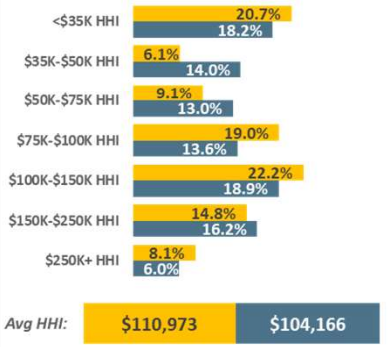
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 130

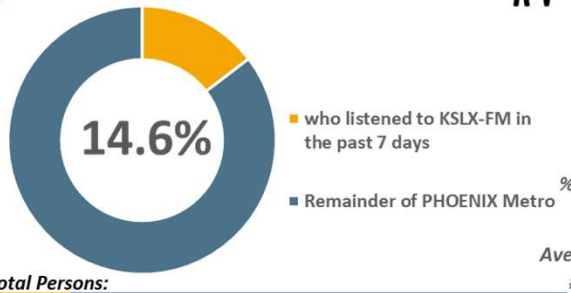
All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

(Radio Stations: KDKB-FM)

100.7 FM KSLX CLASSIC ROCK

14.6% or 527,586 of PHOENIX Metro Adults 18 or older listened to KSLX-FM in the past 7 days.
Typical Adults 18 or older who listened to KSLX-FM in the past 7 days are 52.2 years old (9.% older than average) and have a $124,448 (19.5% higher than average) annual household income.

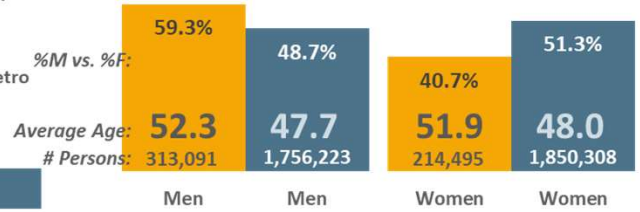
Percent of Market: Adults 18 or older



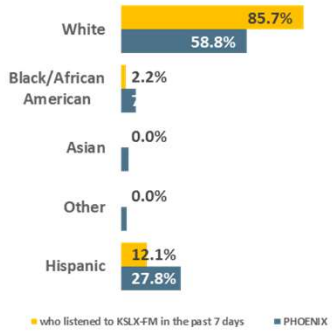
Total Persons:

527,586	3,078,945

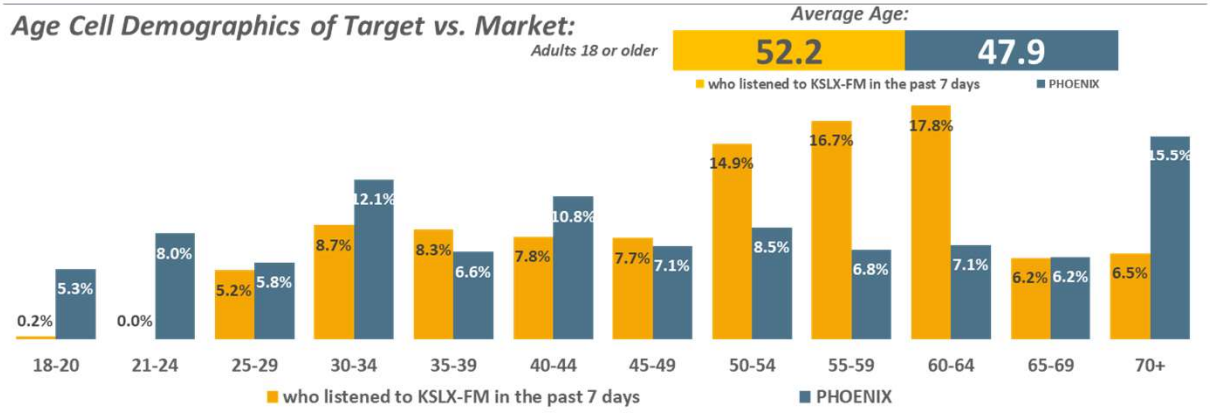
Gender of Target vs. Market: Adults 18 or older



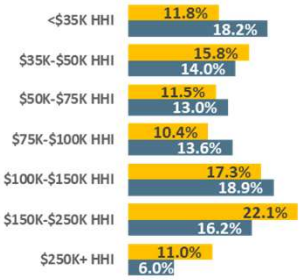
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI:	$124,448	$104,166

PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 302

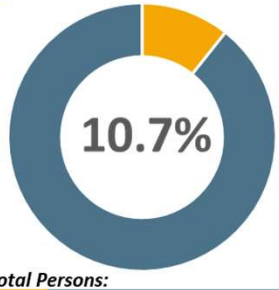
All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

(Radio Stations: KSLX-FM)

98KUPD ARIZONA'S REAL ROCK

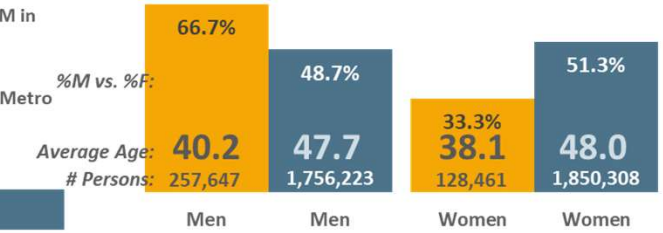
10.7% or 386,108 of PHOENIX Metro Adults 18 or older listened to KUPD-FM in the past 7 days.
Typical Adults 18 or older who listened to KUPD-FM in the past 7 days are 39.6 years old (17.4% younger than average) and have a $101,661 (2.4% lower than average) annual household income.

Percent of Market: Adults 18 or older

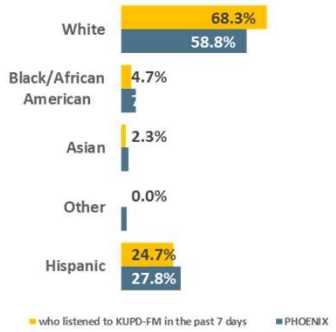


Total Persons: 386,108 | 3,220,423

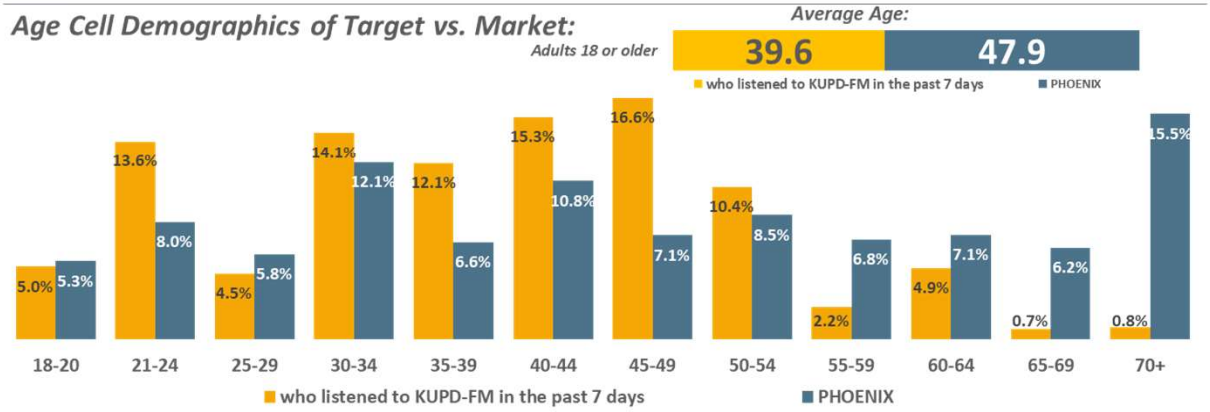
Gender of Target vs. Market: Adults 18 or older



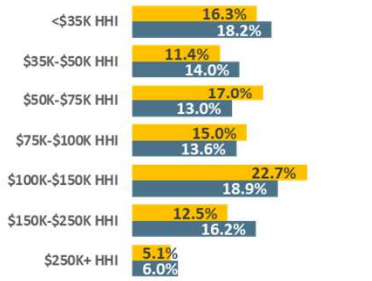
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: $101,661 | $104,166

PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 126

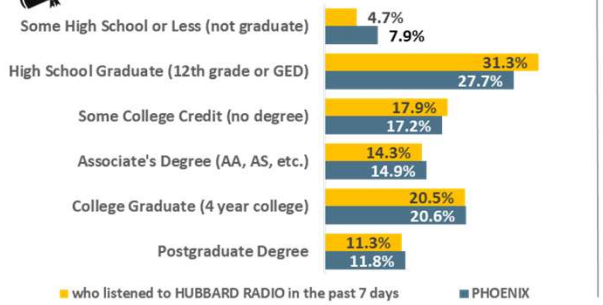
All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

(Radio Stations: KUPD-FM)

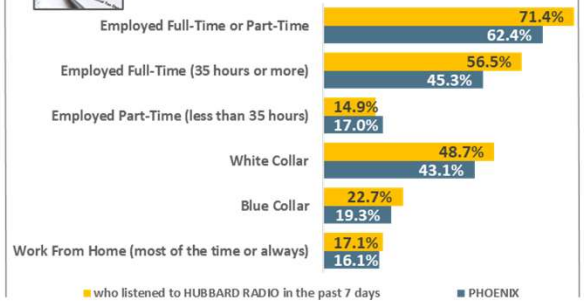
HUBBARD RADIO

29.9% or 1,077,987 of PHOENIX Metro Adults 18 or older listened to HUBBARD RADIO in the past 7 days. Adults 18 or older who listened to HUBBARD RADIO in the past 7 days are 2.% less likely to be a college graduate, 24.6% more likely to work full-time, 3.1% more likely to be married, 22.2% more likely to be a parent of 1 or more children under 18.

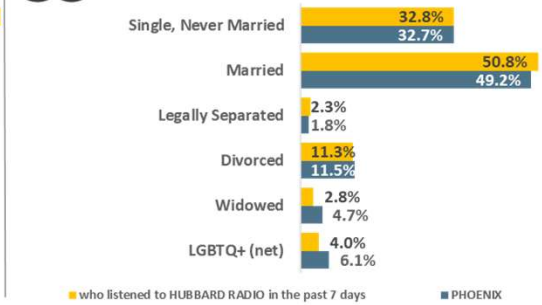
Education Levels: Adults 18 or older



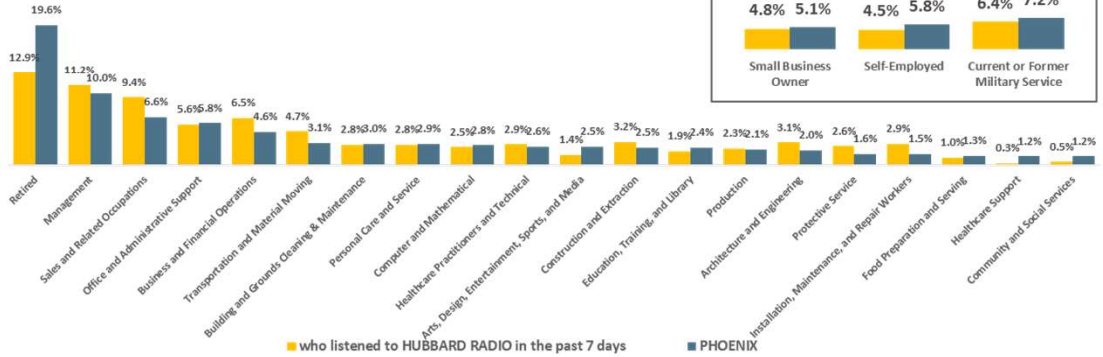
Employment: Adults 18 or older



Marital Status: Adults 18 or older

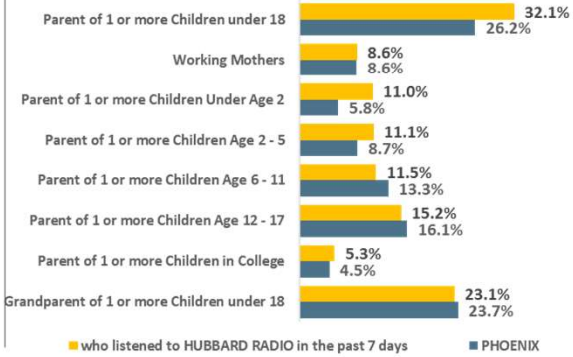


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



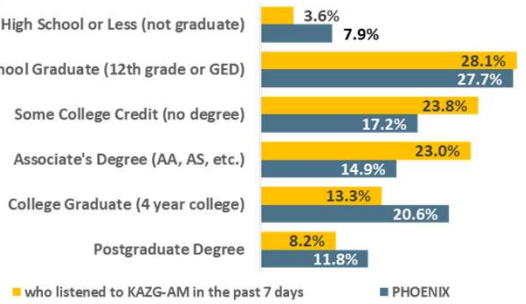
PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 507

All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

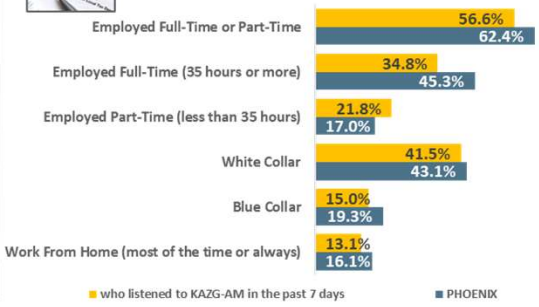
(Radio Stations: KAZG-AM OR Radio Stations: KDKB-FM OR Radio Stations: KSLX-FM OR Radio Stations: KUPD-FM)

3.4% or 123,367 of PHOENIX Metro Adults 18 or older listened to KAZG-AM in the past 7 days.
Adults 18 or older who listened to KAZG-AM in the past 7 days are 33.8% less likely to be a college graduate, 23.3% less likely to work full-time, 4.4% more likely to be married, 65.3% less likely to be a parent of 1 or more children under 18.

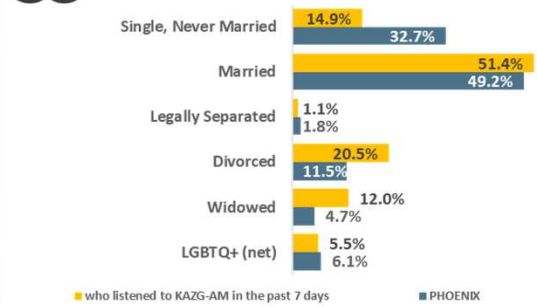
Education Levels: Adults 18 or older



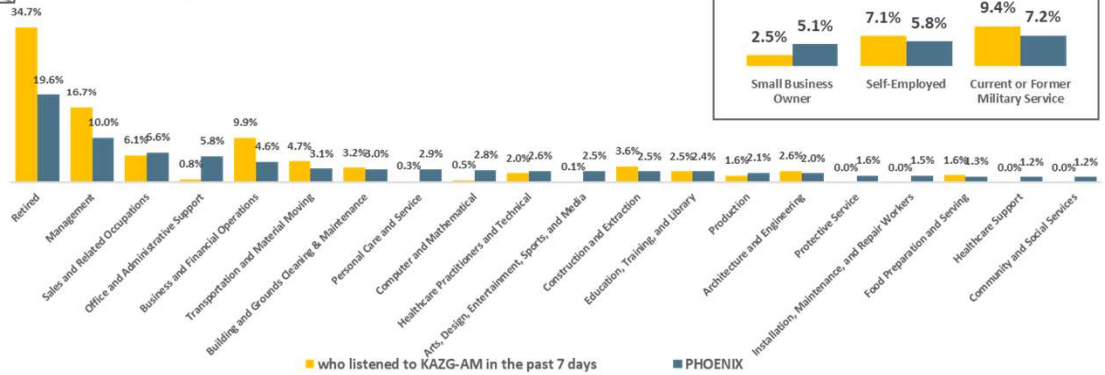
Employment: Adults 18 or older



Marital Status: Adults 18 or older

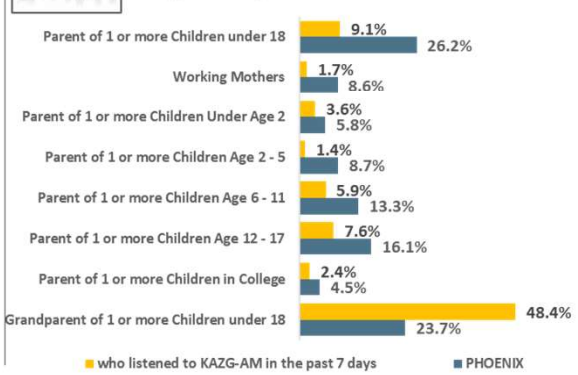


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 93

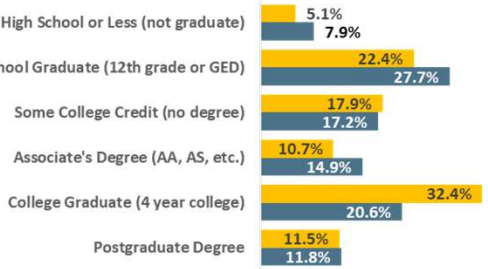
All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

(Radio Stations: KAZG-AM)

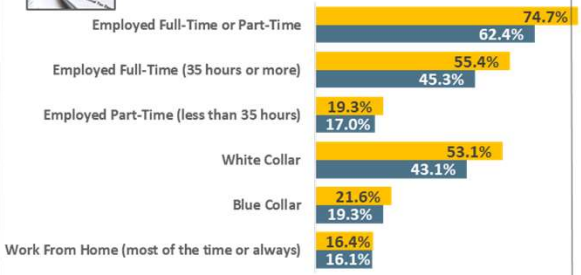
93·3 ALT★AZ ARIZONA'S ALTERNATIVE

9.7% or 349,522 of PHOENIX Metro Adults 18 or older listened to KDKB-FM in the past 7 days. Adults 18 or older who listened to KDKB-FM in the past 7 days are 35.3% more likely to be a college graduate, 22.1% more likely to work full-time, .2% less likely to be married, 62.7% more likely to be a parent of 1 or more children under 18.

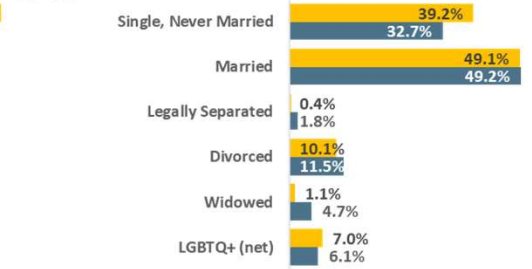
Education Levels: Adults 18 or older



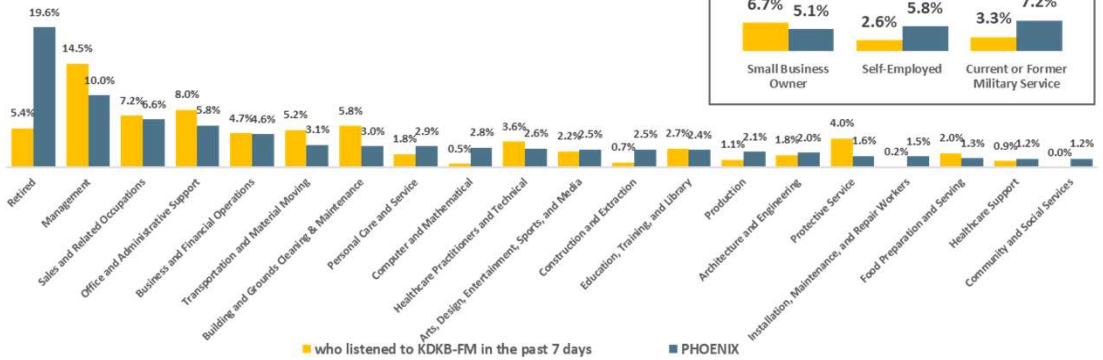
Employment: Adults 18 or older



Marital Status: Adults 18 or older

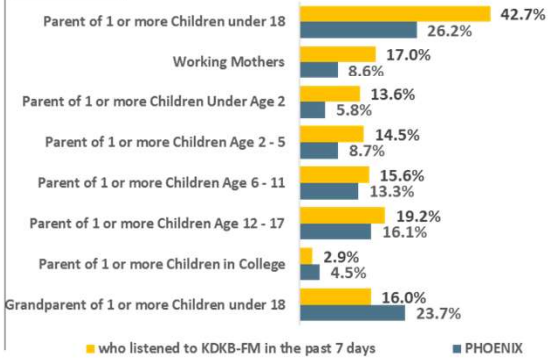


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 130

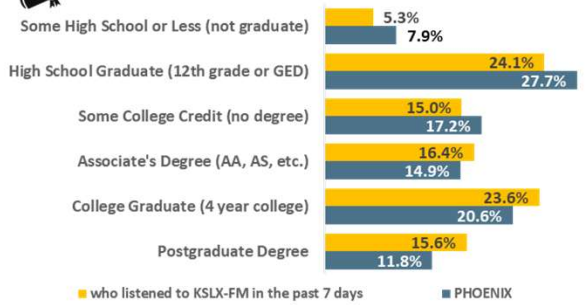
All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

(Radio Stations: KDKB-FM)

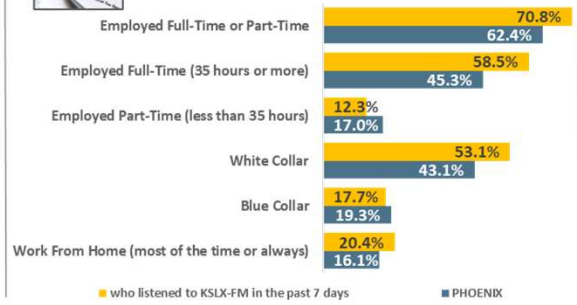
100.7 FM KSLX CLASSIC ROCK

14.6% or 527,586 of PHOENIX Metro Adults 18 or older listened to KSLX-FM in the past 7 days. Adults 18 or older who listened to KSLX-FM in the past 7 days are 20.7% more likely to be a college graduate, 29.1% more likely to work full-time, 25.1% more likely to be married, 3.2% more likely to be a parent of 1 or more children under 18.

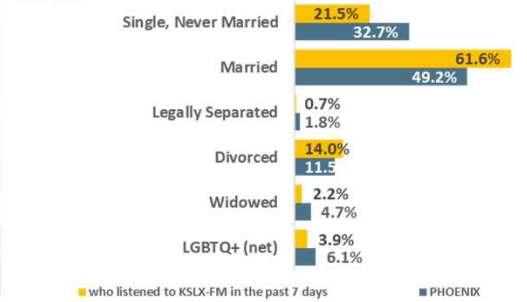
Education Levels: Adults 18 or older



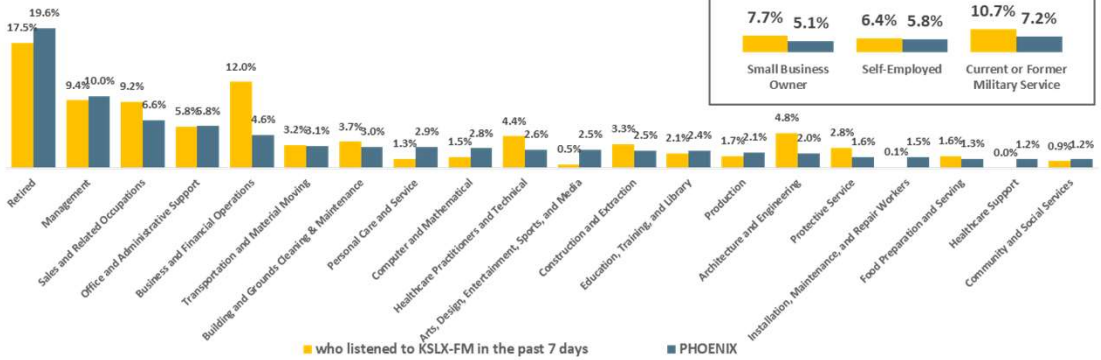
Employment: Adults 18 or older



Marital Status: Adults 18 or older

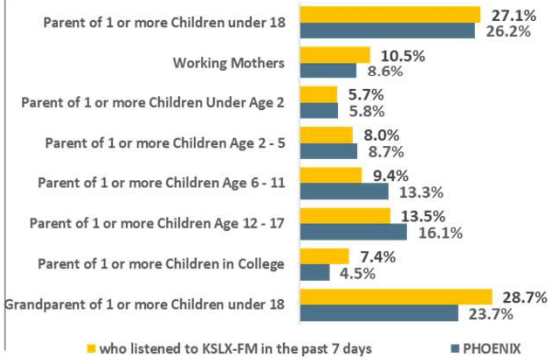


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



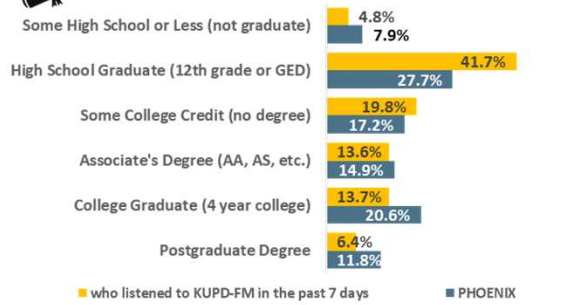
PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 302

All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

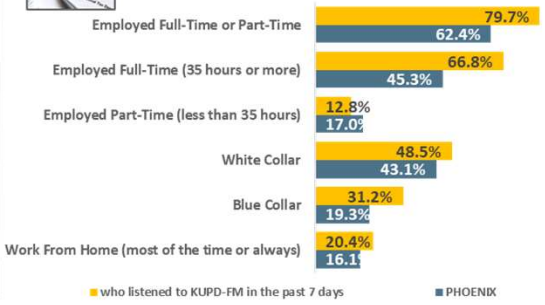
(Radio Stations: KSLX-FM)

10.7% or 386,108 of PHOENIX Metro Adults 18 or older listened to KUPD-FM in the past 7 days.
Adults 18 or older who listened to KUPD-FM in the past 7 days are 38.1% less likely to be a college graduate, 47.4% more likely to work full-time, 18.9% less likely to be married, 53.7% more likely to be a parent of 1 or more children under 18.

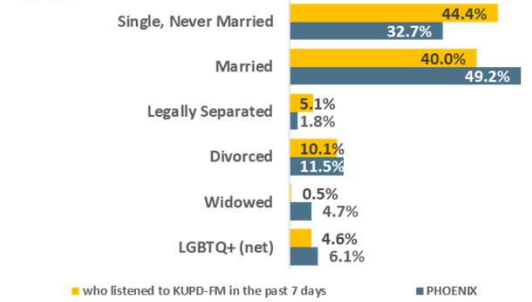
Education Levels: Adults 18 or older



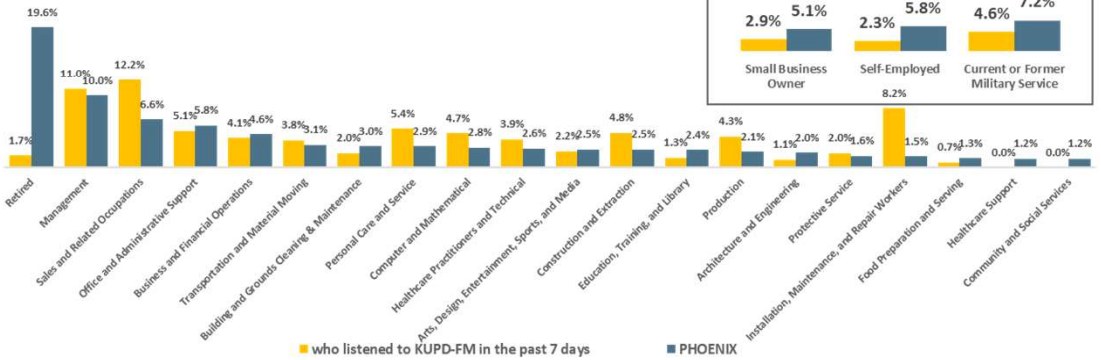
Employment: Adults 18 or older



Marital Status: Adults 18 or older

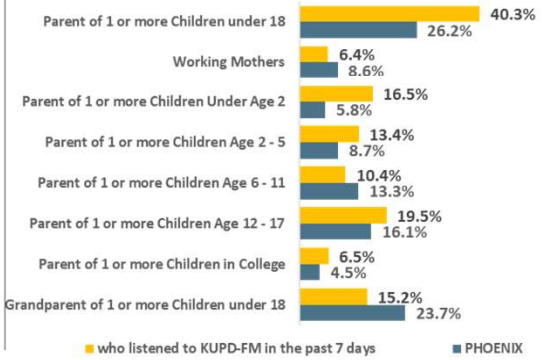


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 126

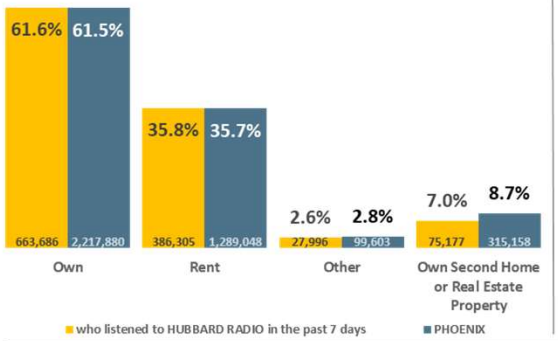
All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

(Radio Stations: KUPD-FM)

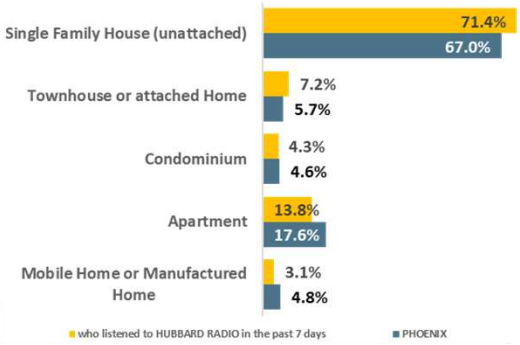
HUBBARD RADIO

29.9% or 1,077,987 of PHOENIX Metro Adults 18 or older listened to HUBBARD RADIO in the past 7 days. Adults 18 or older who listened to HUBBARD RADIO in the past 7 days are .1% more likely to own their home, .9% more likely to own a lower valued home, 6.6% more likely to have a single-family home, 28.3% more likely to have a dog.

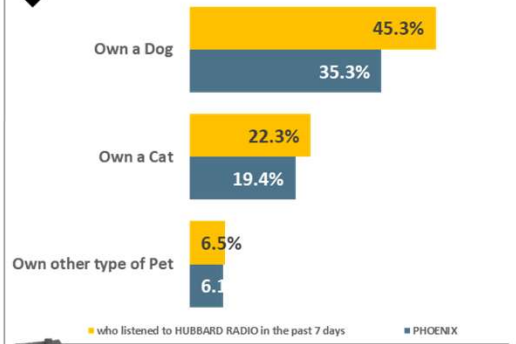
Own/Rent/Other: Adults 18 or older



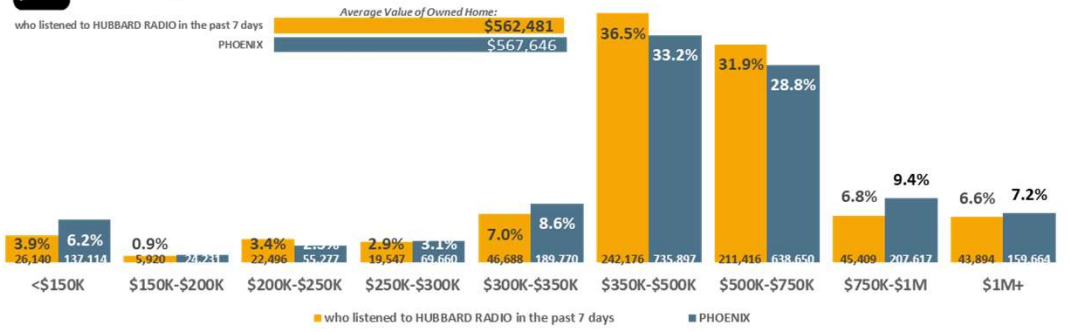
Type of Home: Adults 18 or older



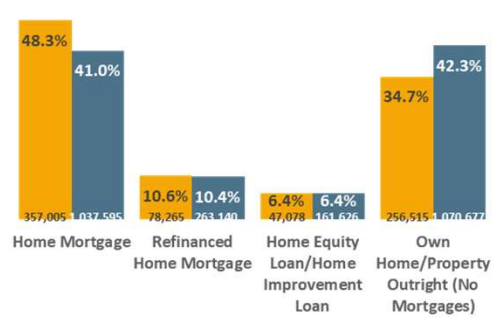
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



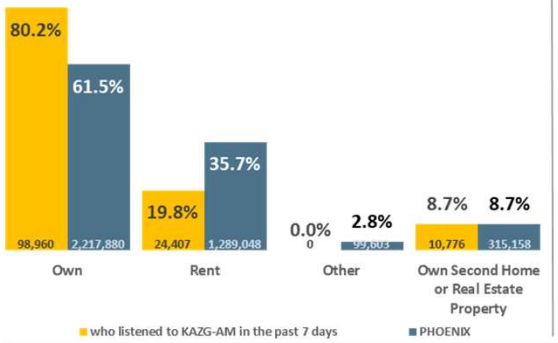
PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 507

All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

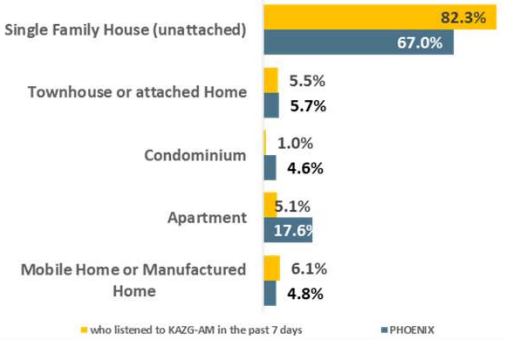
(Radio Stations: KAZG-AM OR Radio Stations: KDKB-FM OR Radio Stations: KSLX-FM OR Radio Stations: KUPD-FM)

3.4% or 123,367 of PHOENIX Metro Adults 18 or older listened to KAZG-AM in the past 7 days.
Adults 18 or older who listened to KAZG-AM in the past 7 days are 30.4% more likely to own their home, 14.7% more likely to own a lower valued home, 22.9% more likely to have a single-family home, 8.4% less likely to have a dog.

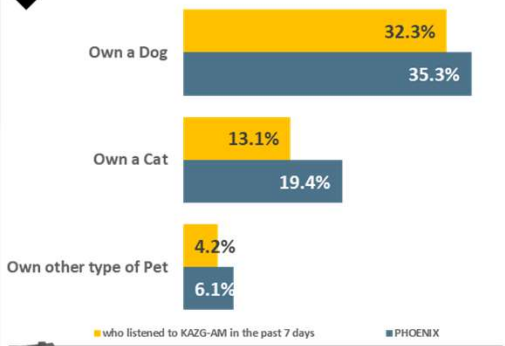
Own/Rent/Other: Adults 18 or older



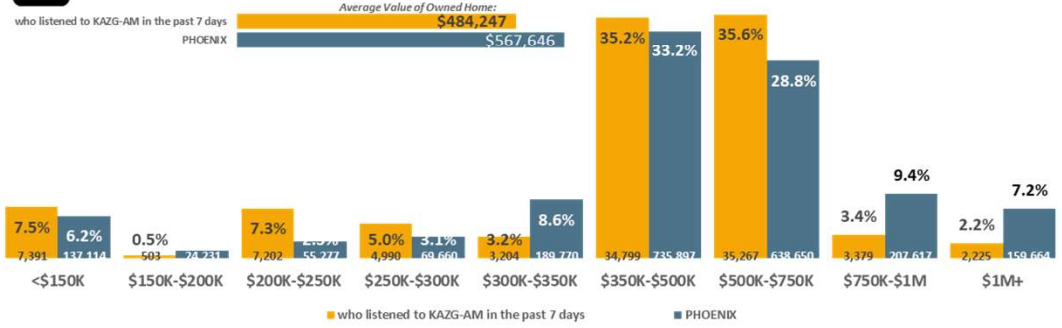
Type of Home: Adults 18 or older



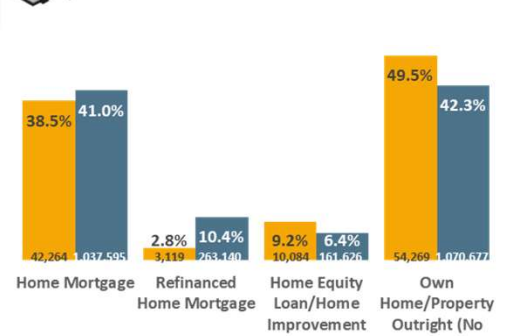
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 93

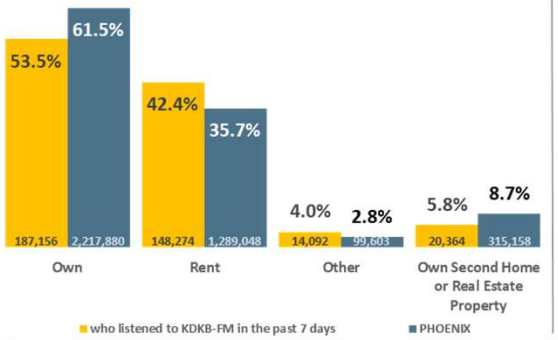
All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

(Radio Stations: KAZG-AM)

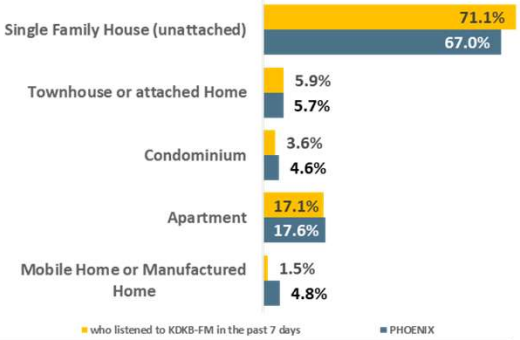
93.3 ALT★AZ ARIZONA'S ALTERNATIVE

9.7% or 349,522 of PHOENIX Metro Adults 18 or older listened to KDKB-FM in the past 7 days.
Adults 18 or older who listened to KDKB-FM in the past 7 days are 12.9% less likely to own their home, 1.8% more likely to own a higher valued home, 6.1% more likely to have a single-family home, 48.8% more likely to have a dog.

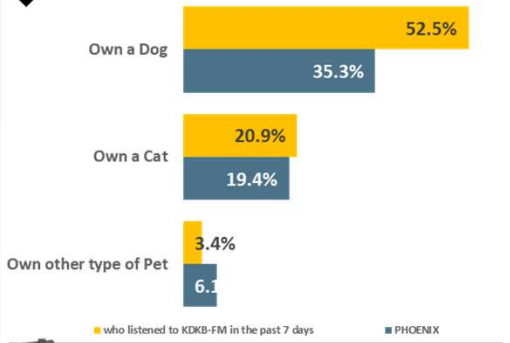
Own/Rent/Other: Adults 18 or older



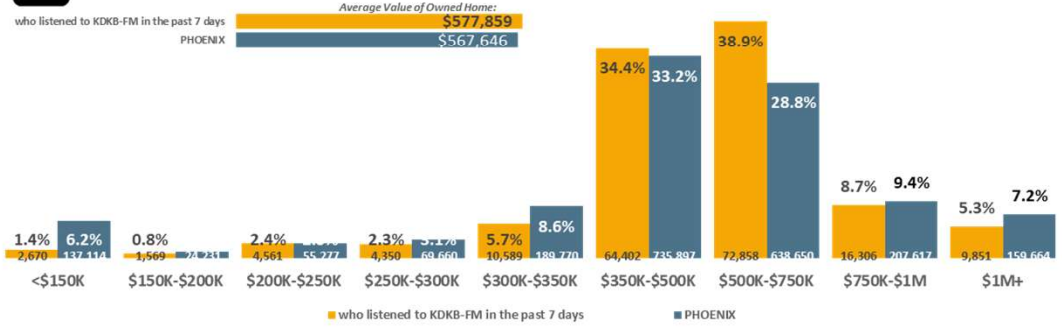
Type of Home: Adults 18 or older



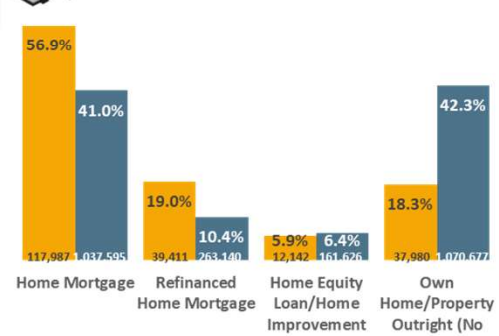
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 130

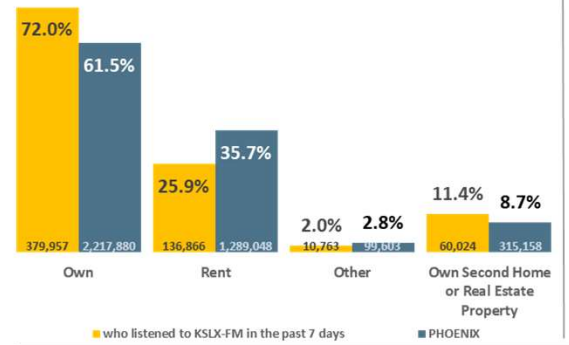
All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

(Radio Stations: KDKB-FM)

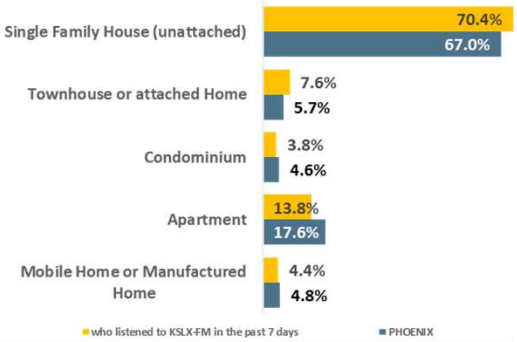
100.7 FM KSLX CLASSIC ROCK

14.6% or 527,586 of PHOENIX Metro Adults 18 or older listened to KSLX-FM in the past 7 days.
Adults 18 or older who listened to KSLX-FM in the past 7 days are 17.1% more likely to own their home, 3.3% more likely to own a higher valued home, 5.1% more likely to have a single-family home, 22.9% more likely to have a dog.

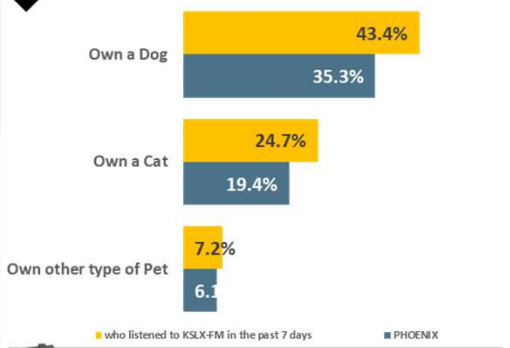
Own/Rent/Other: Adults 18 or older



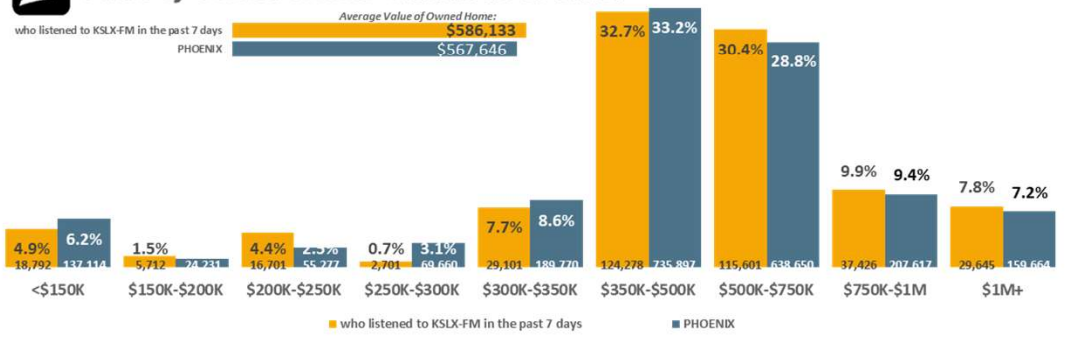
Type of Home: Adults 18 or older



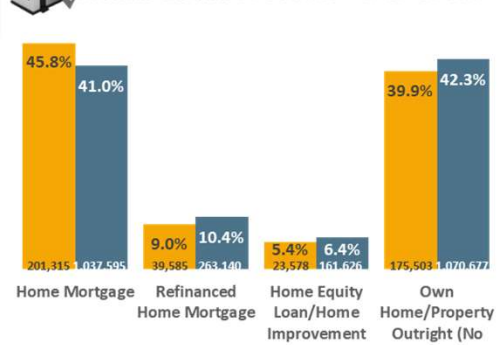
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



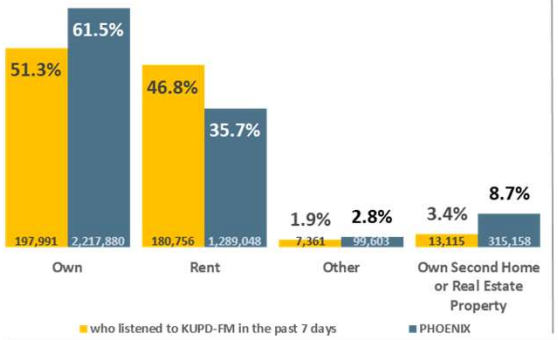
PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 302

All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

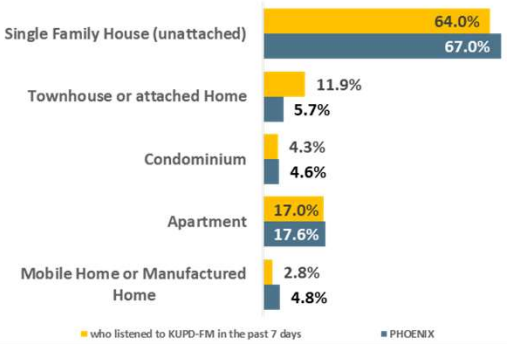
(Radio Stations: KSLX-FM)

10.7% or 386,108 of PHOENIX Metro Adults 18 or older listened to KUPD-FM in the past 7 days.
Adults 18 or older who listened to KUPD-FM in the past 7 days are 16.6% less likely to own their home, 3.% more likely to own a lower valued home, 4.6% less likely to have a single-family home, 27.% more likely to have a dog.

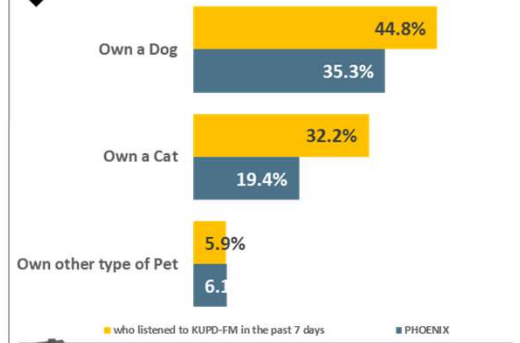
Own/Rent/Other: Adults 18 or older



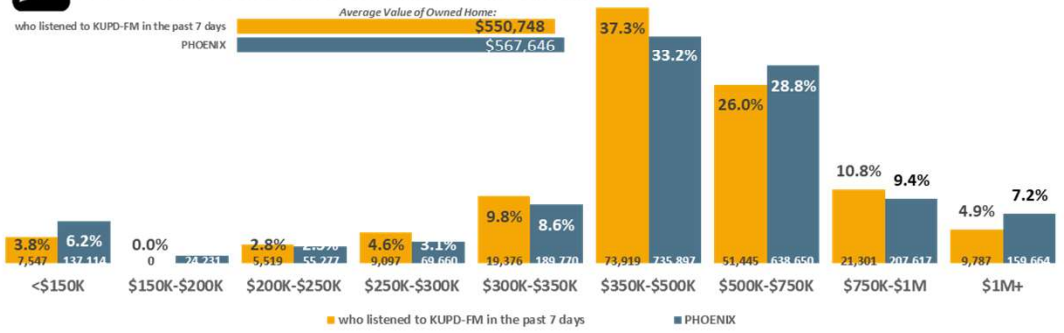
Type of Home: Adults 18 or older



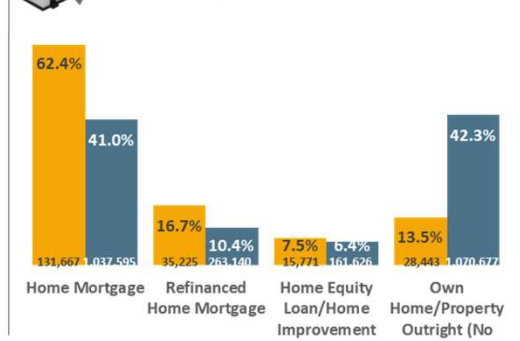
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 126

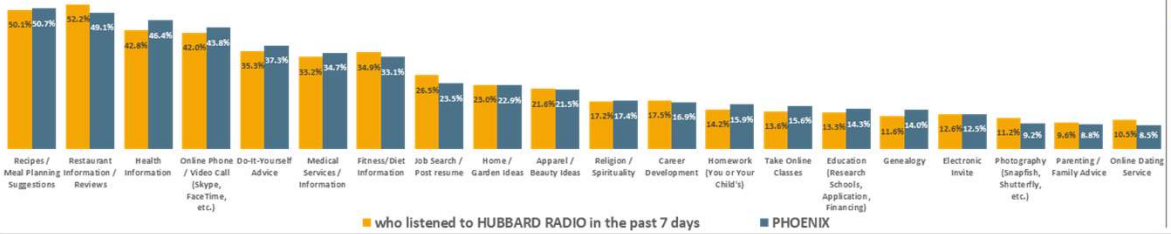
All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

(Radio Stations: KUPD-FM)

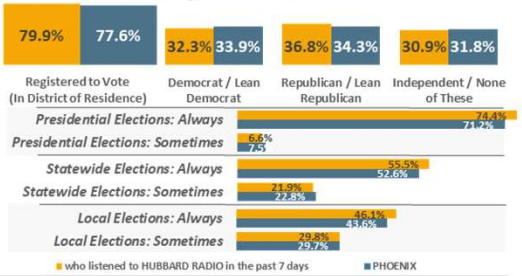
HUBBARD RADIO

29.9% or 1,077,987 of PHOENIX Metro Adults 18 or older listened to HUBBARD RADIO in the past 7 days. Adults 18 or older who listened to HUBBARD RADIO in the past 7 days are 5.4% less likely to look up D-I-Y advice online, 5.7% more likely to always vote in local elections, 9.2% more likely to belong to a gym, .7% less likely to fly domestic past yr.

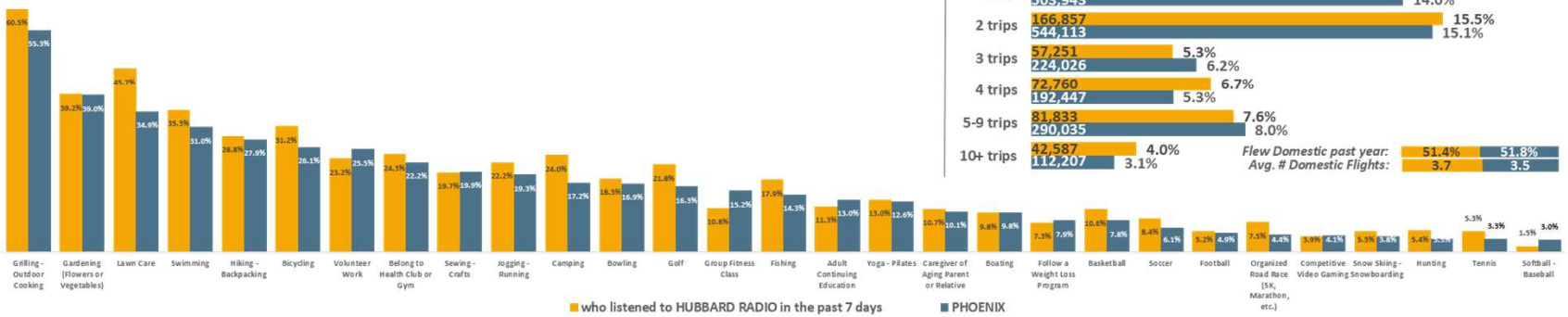
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



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

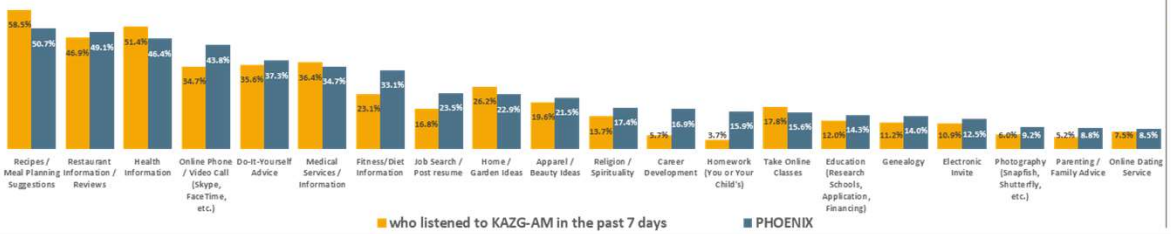
PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 507

All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

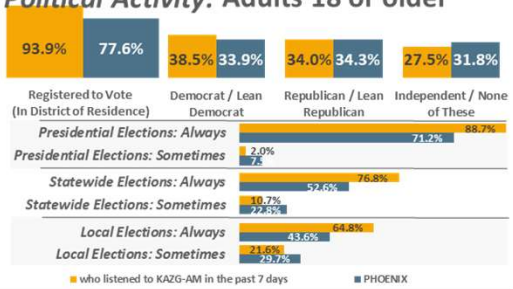
(Radio Stations: KAZG-AM OR Radio Stations: KDKB-FM OR Radio Stations: KSLX-FM OR Radio Stations: KUPD-FM)

3.4% or 123,367 of PHOENIX Metro Adults 18 or older listened to KAZG-AM in the past 7 days.
Adults 18 or older who listened to KAZG-AM in the past 7 days are 4.5% less likely to look up D-I-Y advice online, 48.6% more likely to always vote in local elections, 4.9% less likely to belong to a gym, 7.6% more likely to fly domestic past yr.

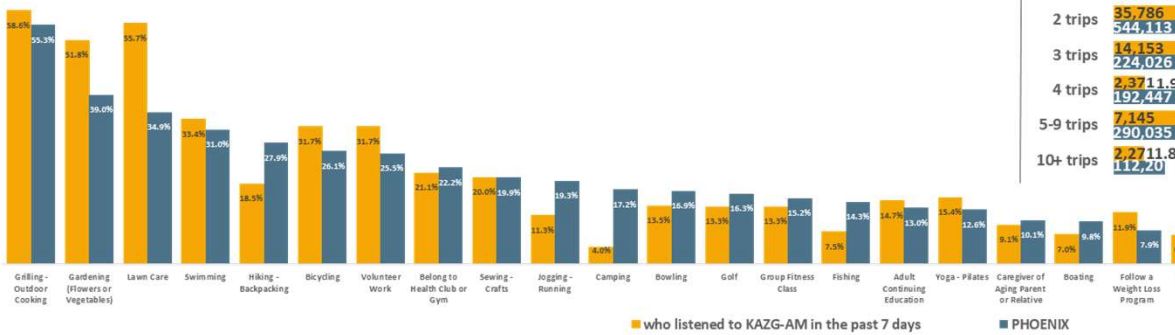
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



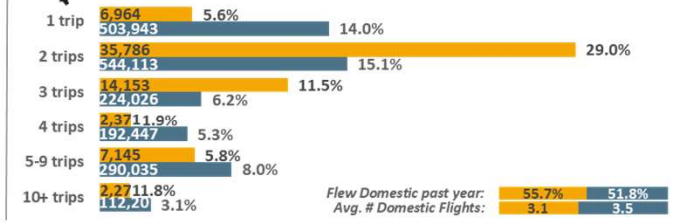
Political Activity: Adults 18 or older



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



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



PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 93

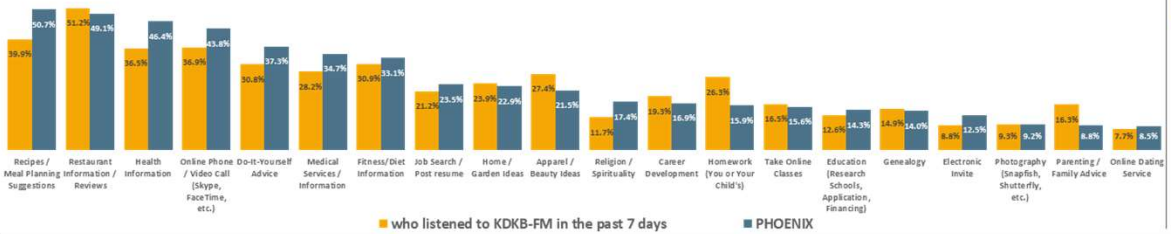
All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

(Radio Stations: KAZG-AM)

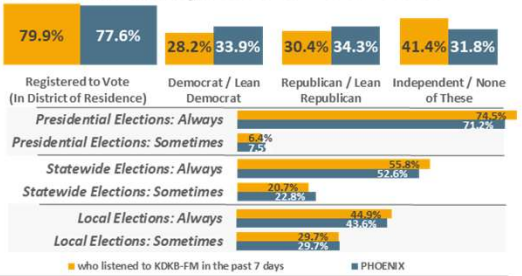
93·3 ALT★AZ ARIZONA'S ALTERNATIVE

9.7% or 349,522 of PHOENIX Metro Adults 18 or older listened to KDKB-FM in the past 7 days.
Adults 18 or older who listened to KDKB-FM in the past 7 days are 17.3% less likely to look up D-I-Y advice online, 3.% more likely to always vote in local elections, 12.6% more likely to belong to a gym, 1.1% more likely to fly domestic past yr.

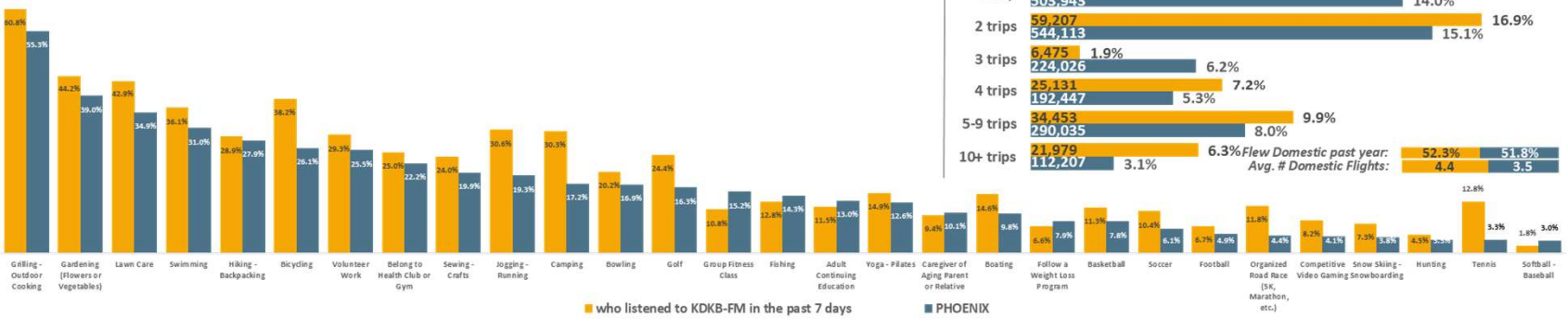
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 130

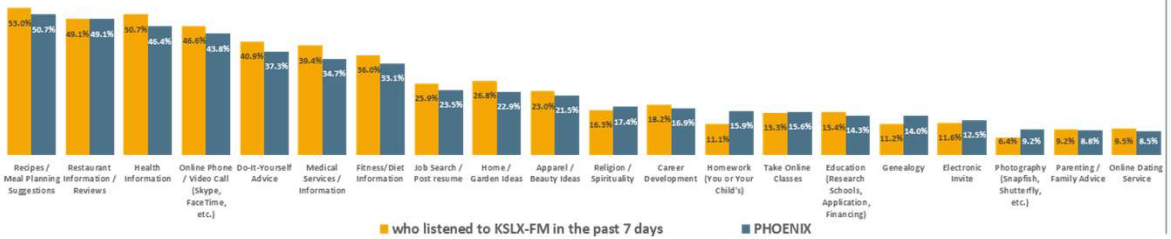
All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

(Radio Stations: KDKB-FM)

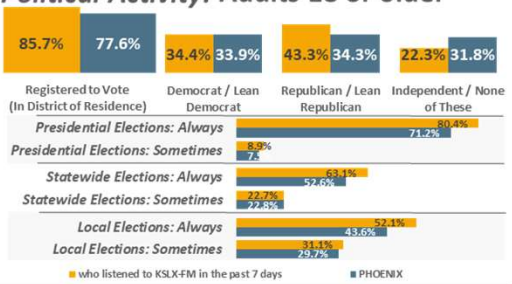
100.7 FM KSLX CLASSIC ROCK

14.6% or 527,586 of PHOENIX Metro Adults 18 or older listened to KSLX-FM in the past 7 days.
Adults 18 or older who listened to KSLX-FM in the past 7 days are 9.7% more likely to look up D-I-Y advice online, 19.4% more likely to always vote in local elections, 24.1% more likely to belong to a gym, 11.7% more likely to fly domestic past yr.

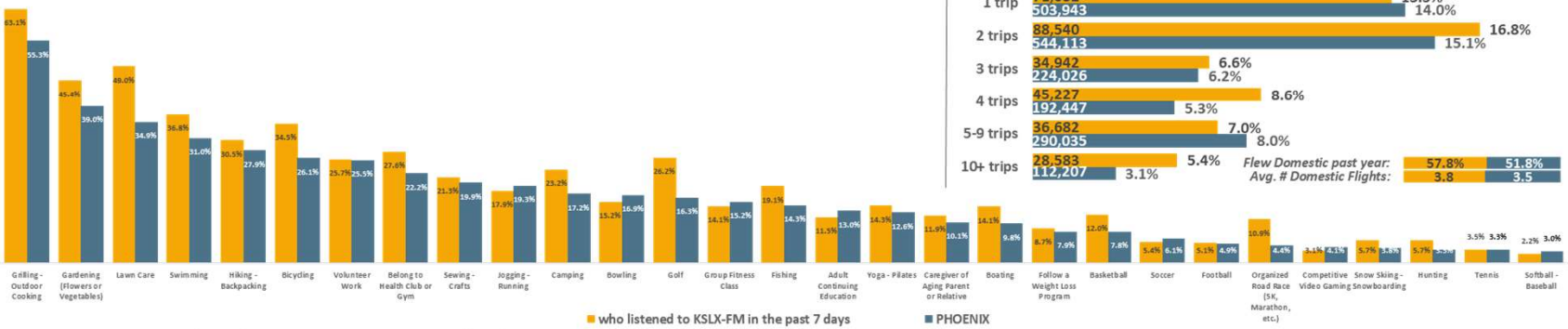
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



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

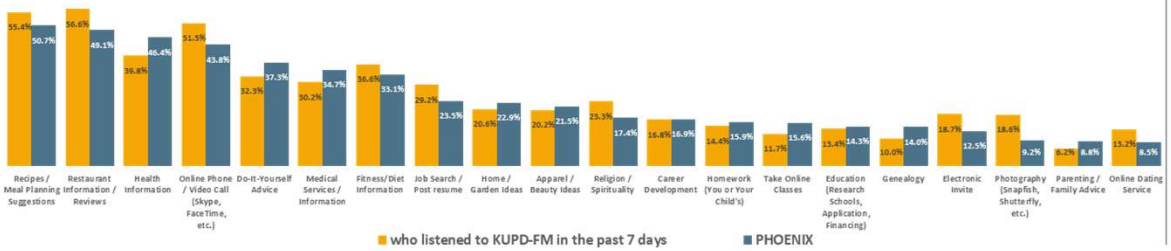
PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 302

All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

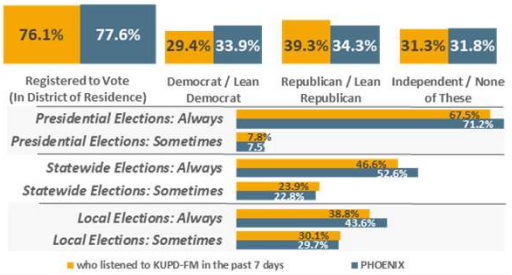
(Radio Stations: KSLX-FM)

10.7% or 386,108 of PHOENIX Metro Adults 18 or older listened to KUPD-FM in the past 7 days.
Adults 18 or older who listened to KUPD-FM in the past 7 days are 13.3% less likely to look up D-I-Y advice online, 11.1% less likely to always vote in local elections, 13.1% less likely to belong to a gym, 27.6% less likely to fly domestic past yr.

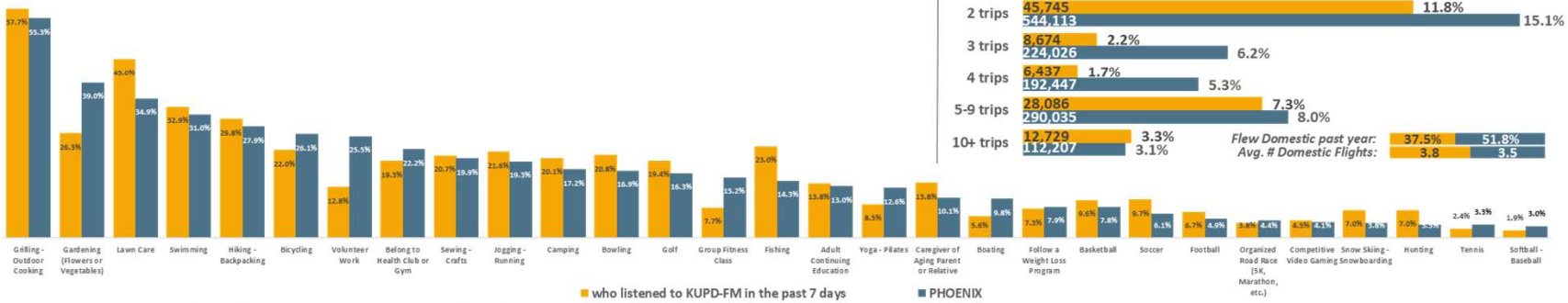
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



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

PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 126

All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

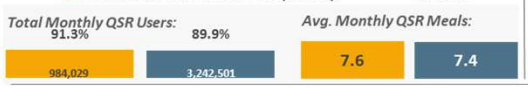
(Radio Stations: KUPD-FM)

HUBBARD RADIO

29.9% or 1,077,987 of PHOENIX Metro Adults 18 or older listened to HUBBARD RADIO in the past 7 days. Adults 18 or older who listened to HUBBARD RADIO in the past 7 days are 1.5% more likely to use QSRs past mo., .% less likely to use Sit-Down Restaurants past mo., 13.2% more likely to use Casinos past yr., 42.8% more likely to smoke cigarettes.

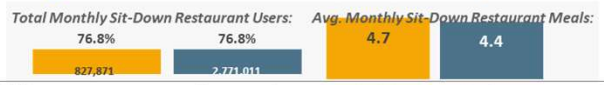
Past 30-days QSR Users: Adults 18 or older





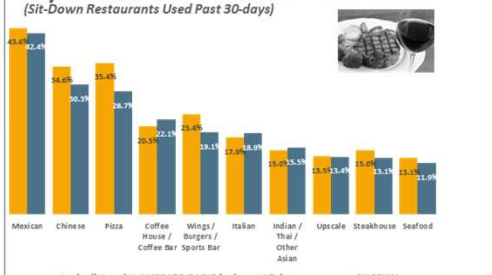
Past 30-days Sit-Down Restaurant Users: Adults 18 or older





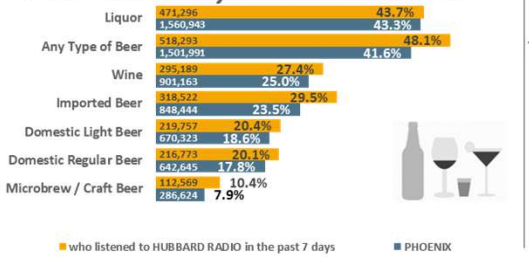
Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



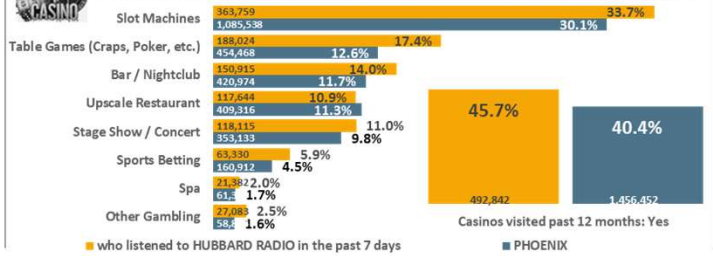


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 507

All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

(Radio Stations: KAZG-AM OR Radio Stations: KDKB-FM OR Radio Stations: KSLX-FM OR Radio Stations: KUPD-FM)

3.4% or 123,367 of PHOENIX Metro Adults 18 or older listened to KAZG-AM in the past 7 days.
Adults 18 or older who listened to KAZG-AM in the past 7 days are 1.2% less likely to use QSRs past mo., 7.% more likely to use Sit-Down Restaurants past mo., .8% less likely to use Casinos past yr., 54.7% 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.)

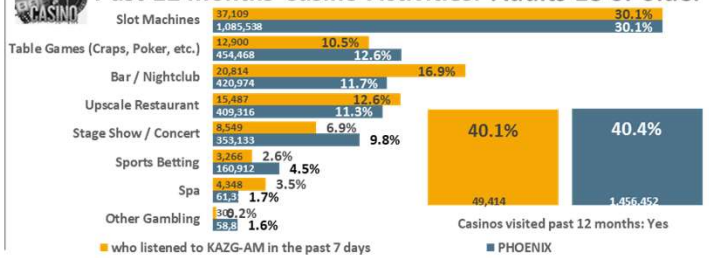


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

(Radio Stations: KAZG-AM)

93-3 ALT ★ AZ ARIZONA'S ALTERNATIVE

9.7% or 349,522 of PHOENIX Metro Adults 18 or older listened to KDKB-FM in the past 7 days.
Adults 18 or older who listened to KDKB-FM in the past 7 days are 2.8% more likely to use QSRs past mo., .1% less likely to use Sit-Down Restaurants past mo., 34.8% more likely to use Casinos past yr., 19.6% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



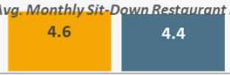
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



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.)

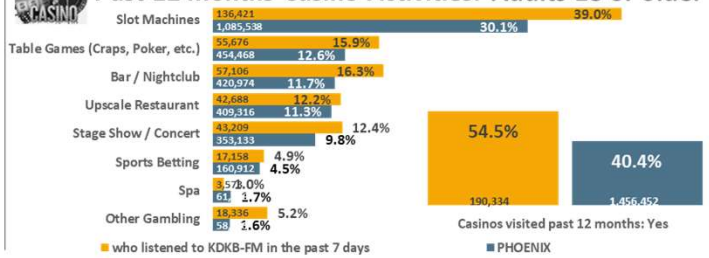


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 130

All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

(Radio Stations: KDKB-FM)

100.7 FM KSLX CLASSIC ROCK

14.6% or 527,586 of PHOENIX Metro Adults 18 or older listened to KSLX-FM in the past 7 days.
Adults 18 or older who listened to KSLX-FM in the past 7 days are 1.1% more likely to use QSRs past mo., 1.7% more likely to use Sit-Down Restaurants past mo., 11.9% more likely to use Casinos past yr., 13.5% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:
90.9% 89.9%
479,339 3,242,501

Avg. Monthly QSR Meals:
6.6 7.4

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



Total Monthly Sit-Down Restaurant Users:
78.1% 76.8%
412,303 2,771,011

Avg. Monthly Sit-Down Restaurant Meals:
4.7 4.4

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.)

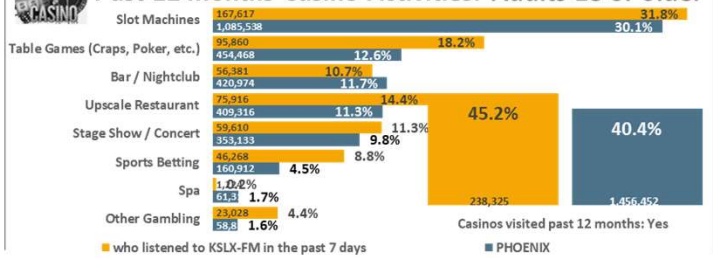
who listened to KSLX-FM in the past 7 days	99,198	18.8%
PHOENIX	673,421	18.7%

Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 302

All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

(Radio Stations: KSLX-FM)

10.7% or 386,108 of PHOENIX Metro Adults 18 or older listened to KUPD-FM in the past 7 days.
Adults 18 or older who listened to KUPD-FM in the past 7 days are 4.5% more likely to use QSRs past mo., 3.6% less likely to use Sit-Down Restaurants past mo., 18.% more likely to use Casinos past yr., 98.5% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 93.9% 362,745 | 89.9% 3,242,501

Avg. Monthly QSR Meals: 8.5 | 7.4

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



Total Monthly Sit-Down Restaurant Users: 74.1% 286,069 | 76.8% 2,771,011

Avg. Monthly Sit-Down Restaurant Meals: 5.5 | 4.4

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 KUPD-FM in the past 7 days 69,744 18.1%

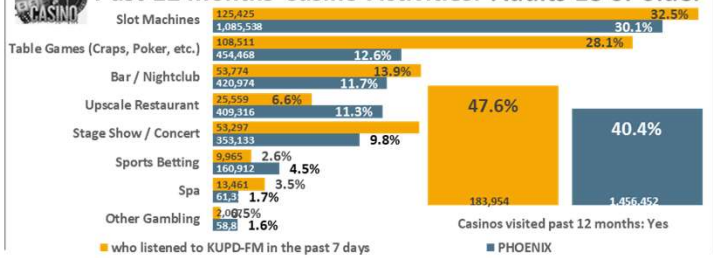
PHOENIX 673,421 18.7%

Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 126

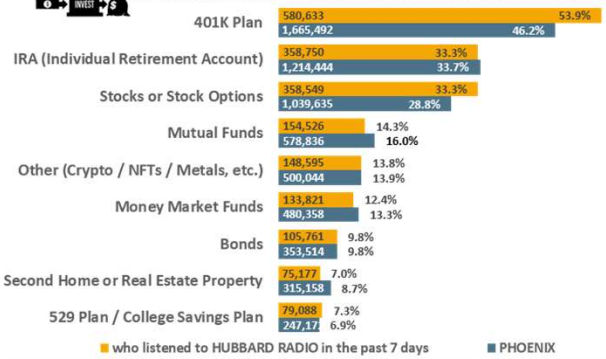
All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

(Radio Stations: KUPD-FM)

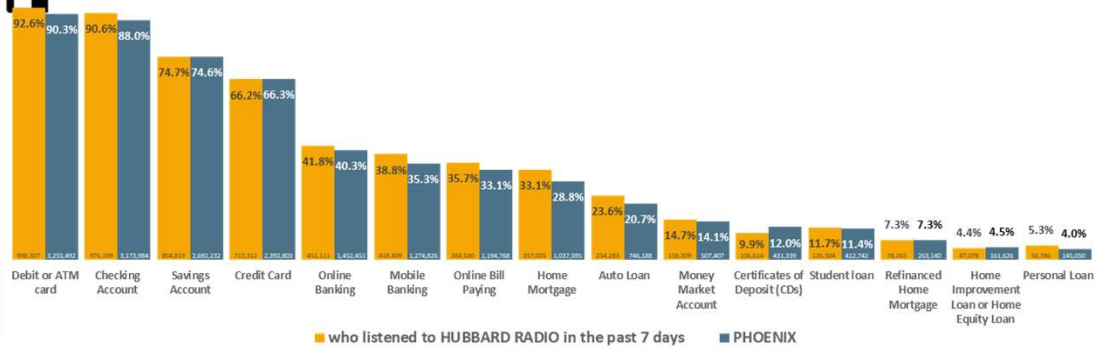
HUBBARD RADIO

29.9% or 1,077,987 of PHOENIX Metro Adults 18 or older listened to HUBBARD RADIO in the past 7 days. Adults 18 or older who listened to HUBBARD RADIO in the past 7 days are 16.6% more likely to have a 401K, 14.% more likely to have an Auto Loan, 9.9% less likely to Invest/Trade Stocks Online, 5.6% more likely to pay with their Debit Card.

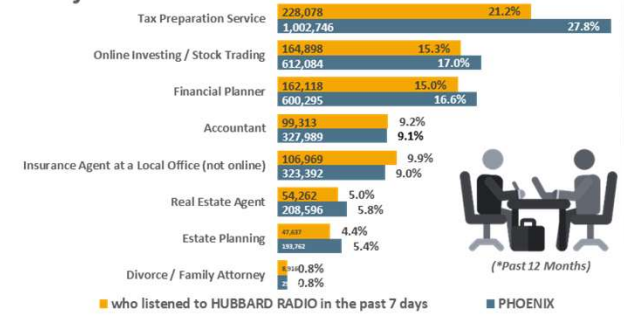
Investments Owned: Adults 18 or older



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

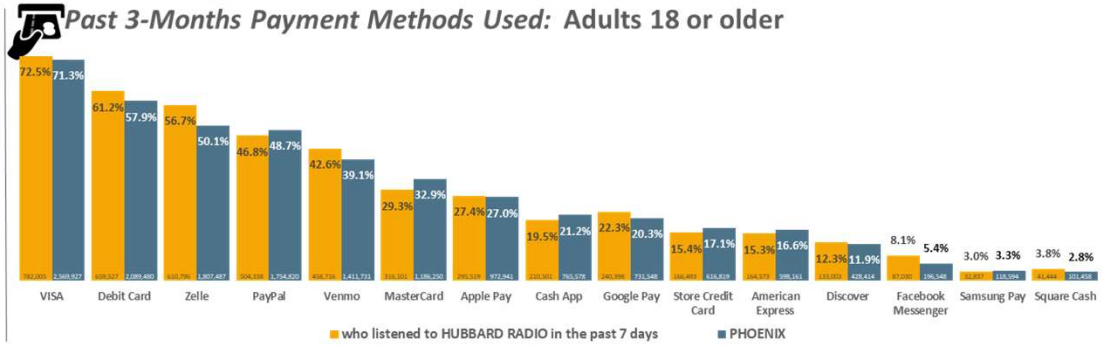


Professional Services Used:* Adults 18 or older



*(*Past 12 Months)*

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



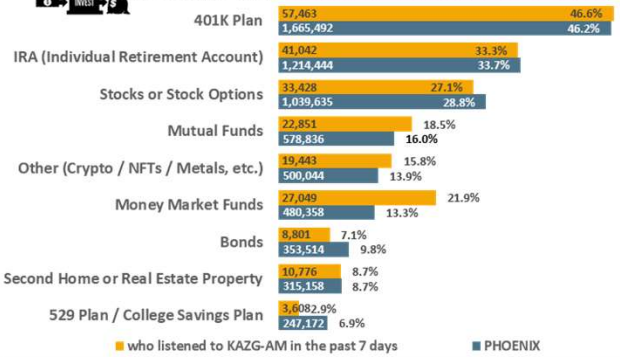
PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 507

All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

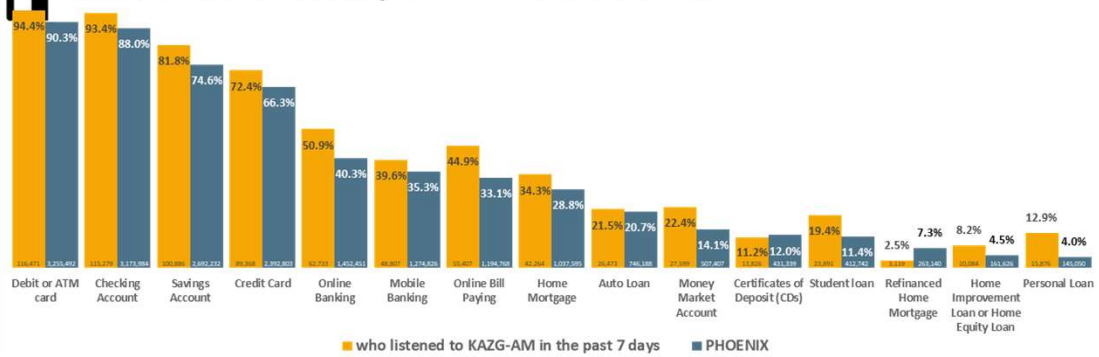
(Radio Stations: KAZG-AM OR Radio Stations: KDKB-FM OR Radio Stations: KSLX-FM OR Radio Stations: KUPD-FM)

3.4% or 123,367 of PHOENIX Metro Adults 18 or older listened to KAZG-AM in the past 7 days.
Adults 18 or older who listened to KAZG-AM in the past 7 days are .9% more likely to have a 401K, 3.7% more likely to have an Auto Loan, 55.4% less likely to Invest/Trade Stocks Online, 24.8% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



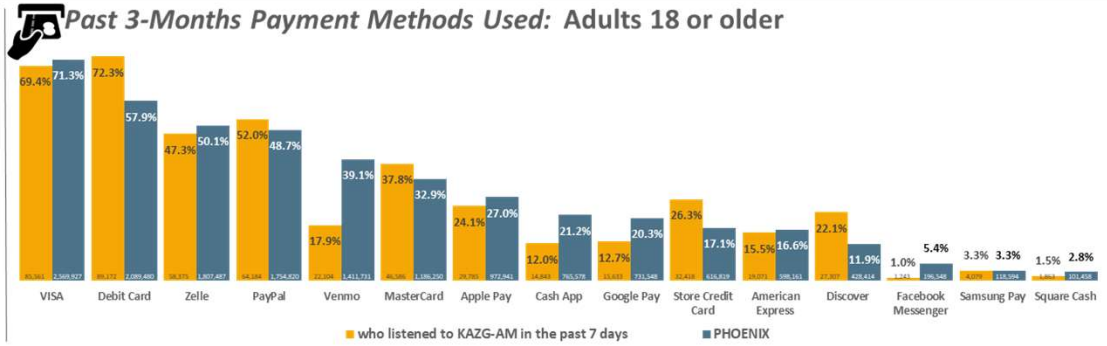
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

(Radio Stations: KAZG-AM)

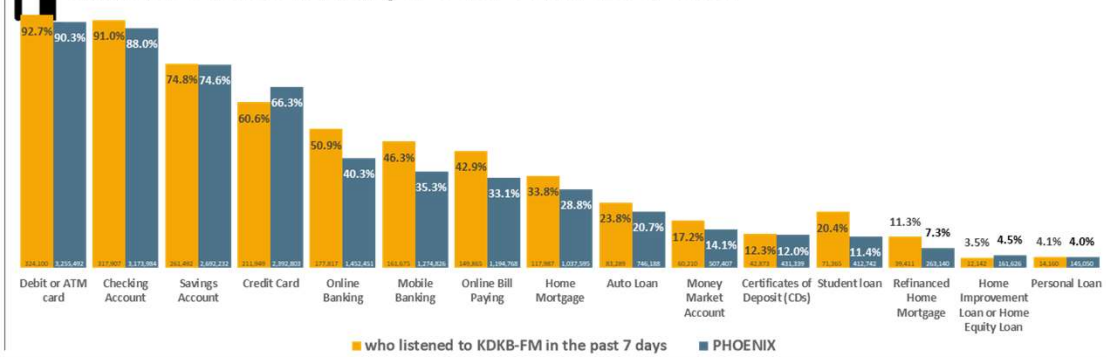
93·3 ALT★AZ ARIZONA'S ALTERNATIVE

9.7% or 349,522 of PHOENIX Metro Adults 18 or older listened to KDKB-FM in the past 7 days.
Adults 18 or older who listened to KDKB-FM in the past 7 days are 23.3% more likely to have a 401K, 15.2% more likely to have an Auto Loan, 18.9% more likely to Invest/Trade Stocks Online, .4% less likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



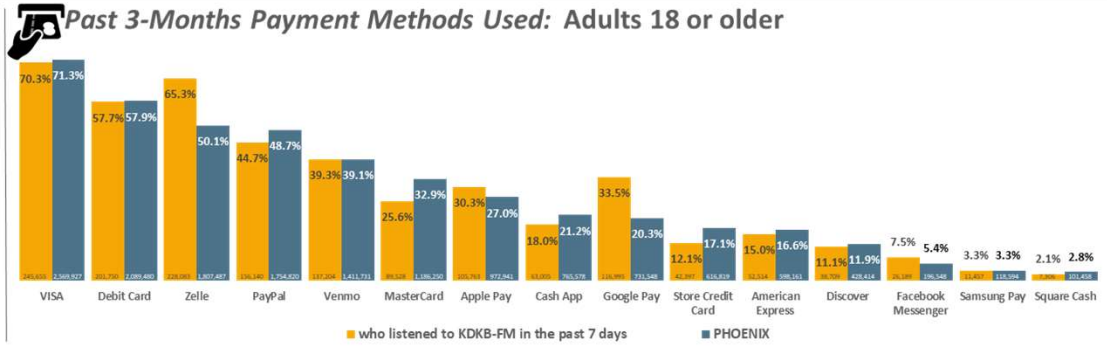
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 130

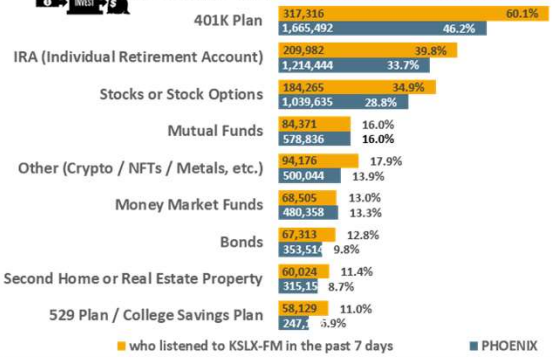
All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

(Radio Stations: KDKB-FM)

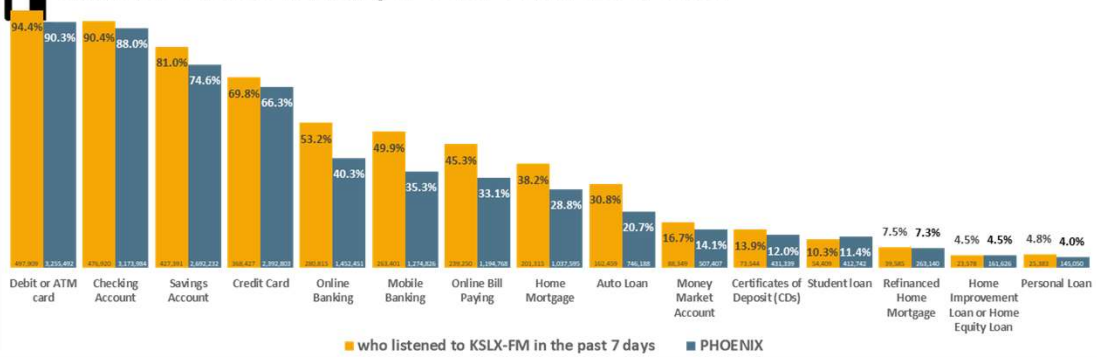
100.7 FM KSLX CLASSIC ROCK

14.6% or 527,586 of PHOENIX Metro Adults 18 or older listened to KSLX-FM in the past 7 days.
Adults 18 or older who listened to KSLX-FM in the past 7 days are 30.2% more likely to have a 401K, 48.8% more likely to have an Auto Loan, 3.6% less likely to Invest/Trade Stocks Online, 7.9% more likely to pay with their Debit Card.

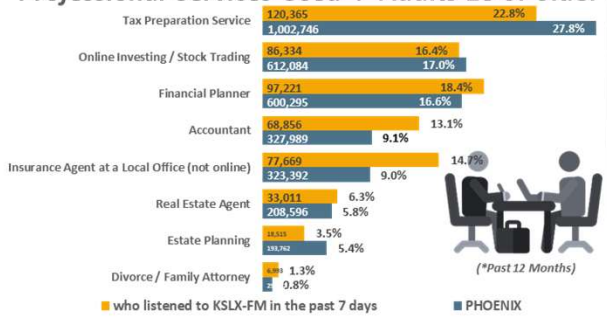
Investments Owned: Adults 18 or older



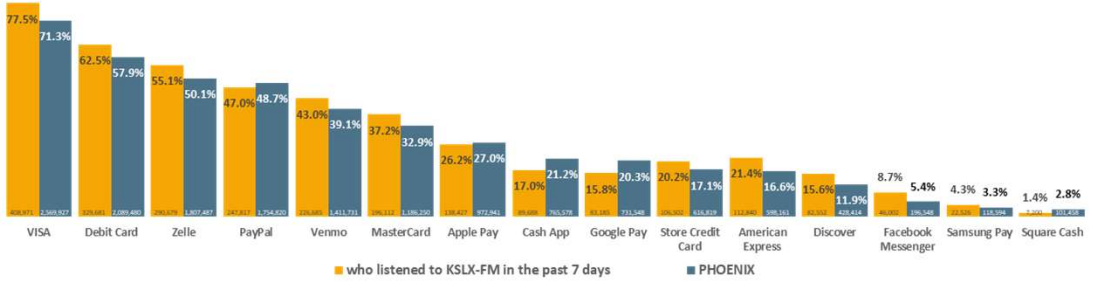
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 302

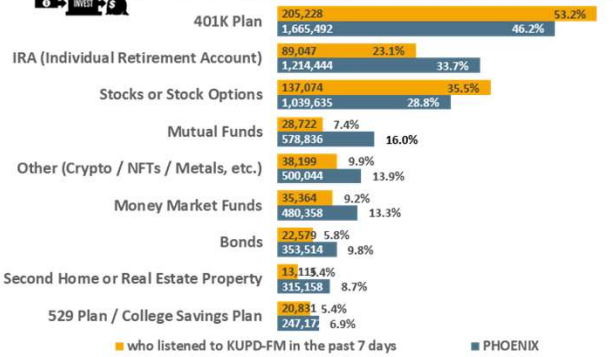
All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

(Radio Stations: KSLX-FM)

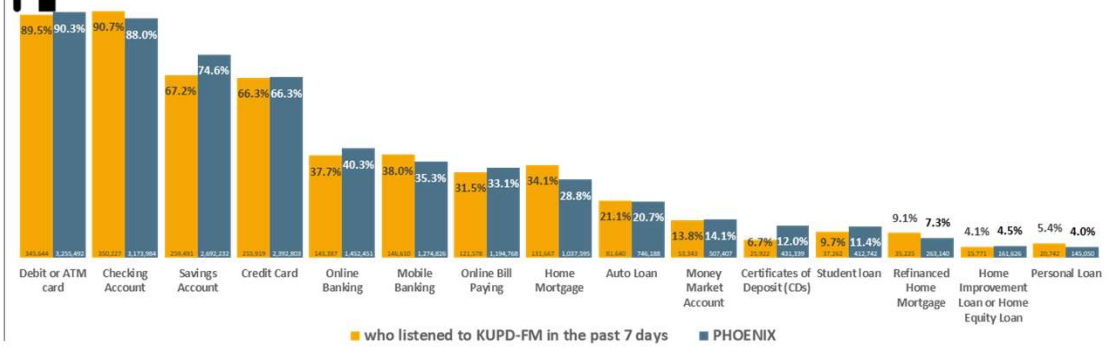
98KUPD
ARIZONA'S REAL ROCK

10.7% or 386,108 of PHOENIX Metro Adults 18 or older listened to KUPD-FM in the past 7 days.
Adults 18 or older who listened to KUPD-FM in the past 7 days are 15.1% more likely to have a 401K, 2.2% more likely to have an Auto Loan, 18.1% more likely to Invest/Trade Stocks Online, 4.3% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



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

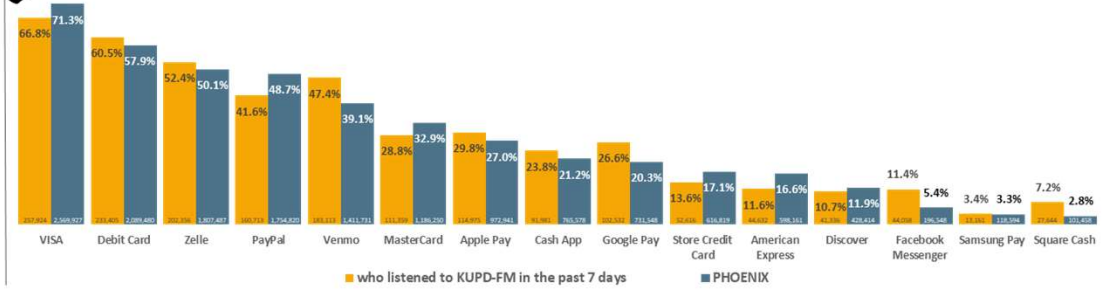


Professional Services Used:* Adults 18 or older



*(*Past 12 Months)*

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



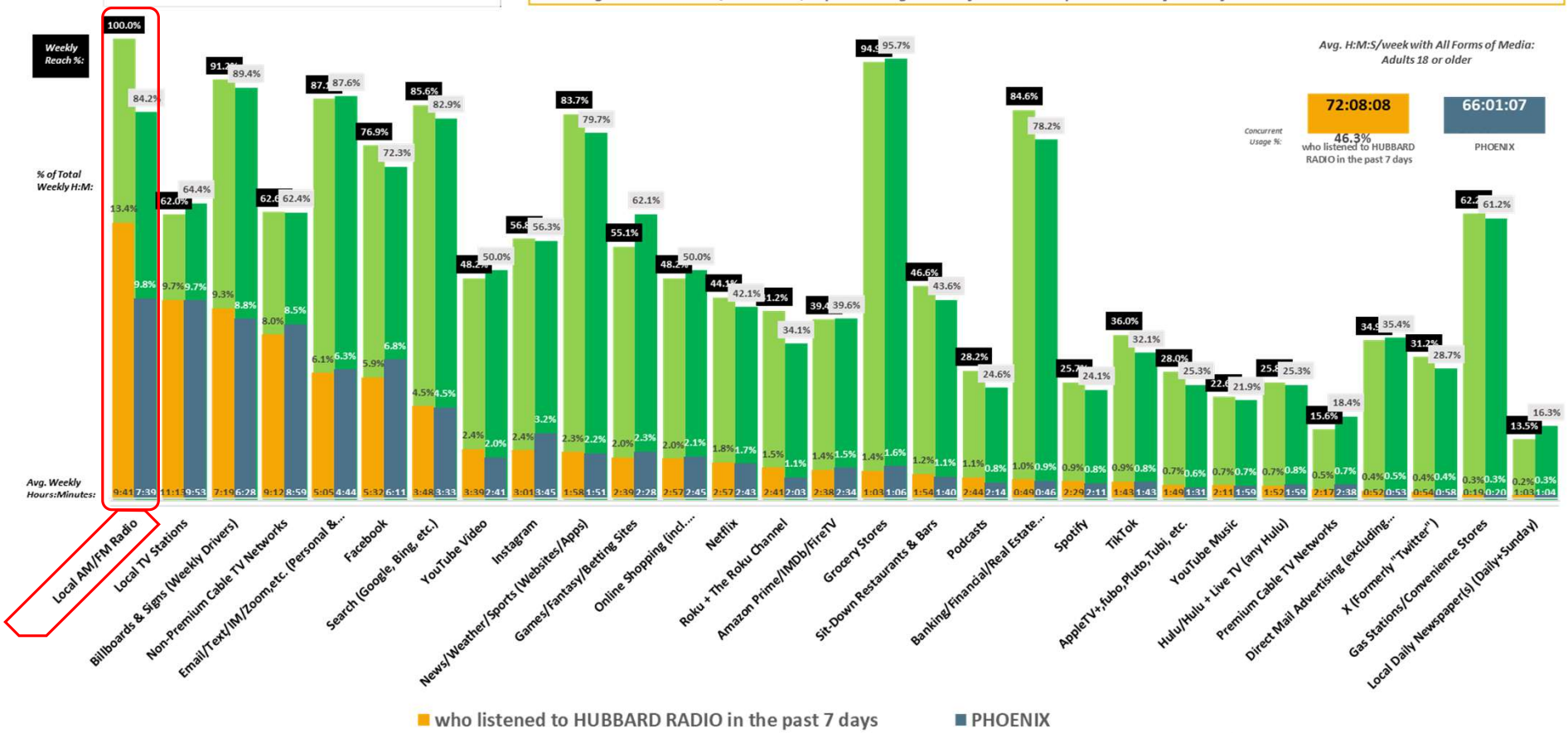
All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

(Radio Stations: KUPD-FM)

HUBBARD RADIO

Adults 18 or older who listened to HUBBARD RADIO in the past 7 days spend an average of 3 days, 0 hours, 8 minutes and 8 seconds each week with All Forms of Media.

100.% of Adults 18 or older who listened to HUBBARD RADIO in the past 7 days spend an avg. of 9 hours and 41 minutes each week listening to All Local AM/FM Radio, representing 13.4% of total time spent with all forms of Media.

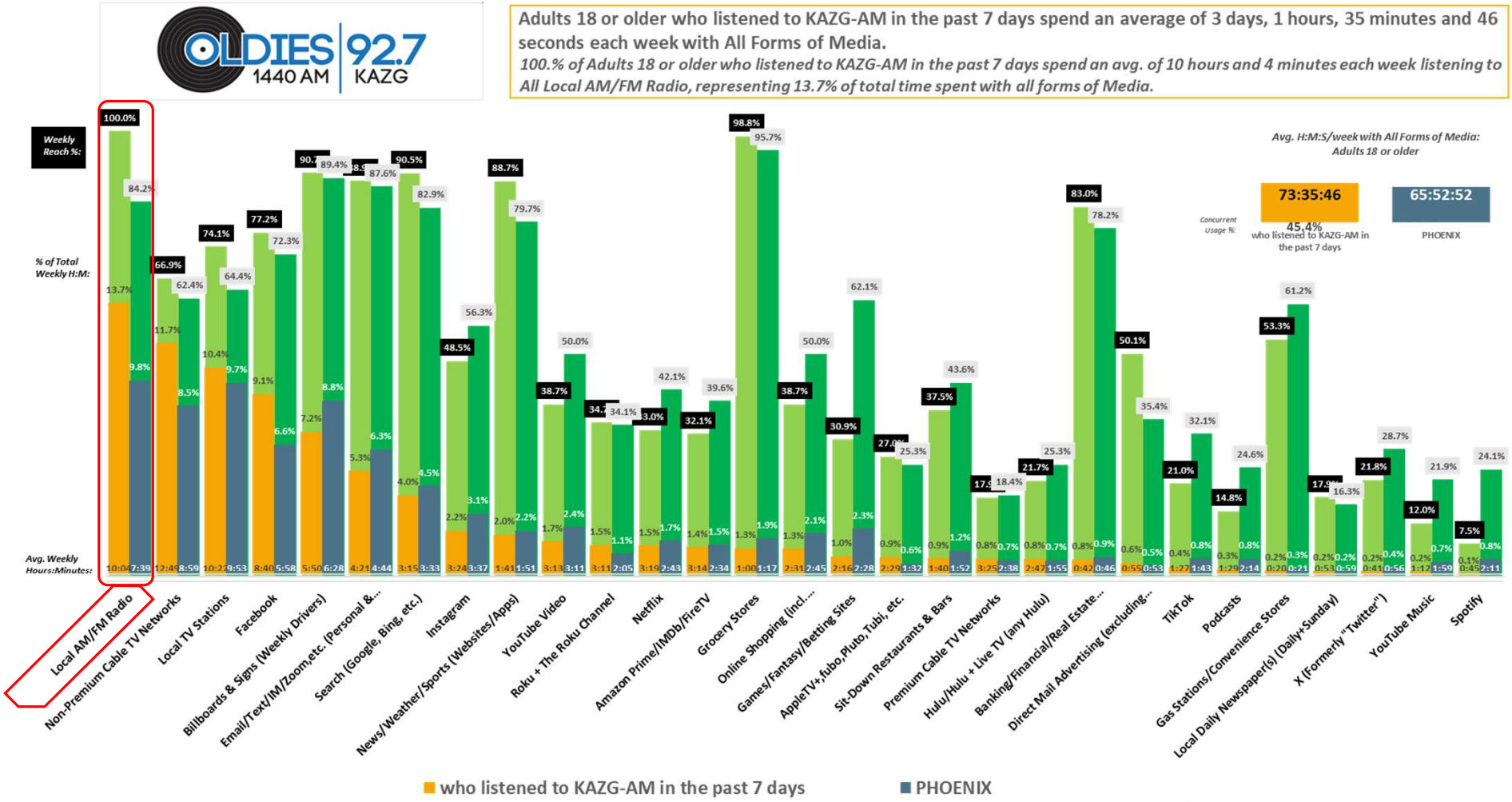


PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 507 PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,891

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

HB Hubbard BROADCASTING Share of Everything for Anything ©

(Radio Stations: KAZG-AM OR Radio Stations: KDKB-FM OR Radio Stations: KSLX-FM OR Radio Stations: KUPD-FM)



PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 93 PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,891

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

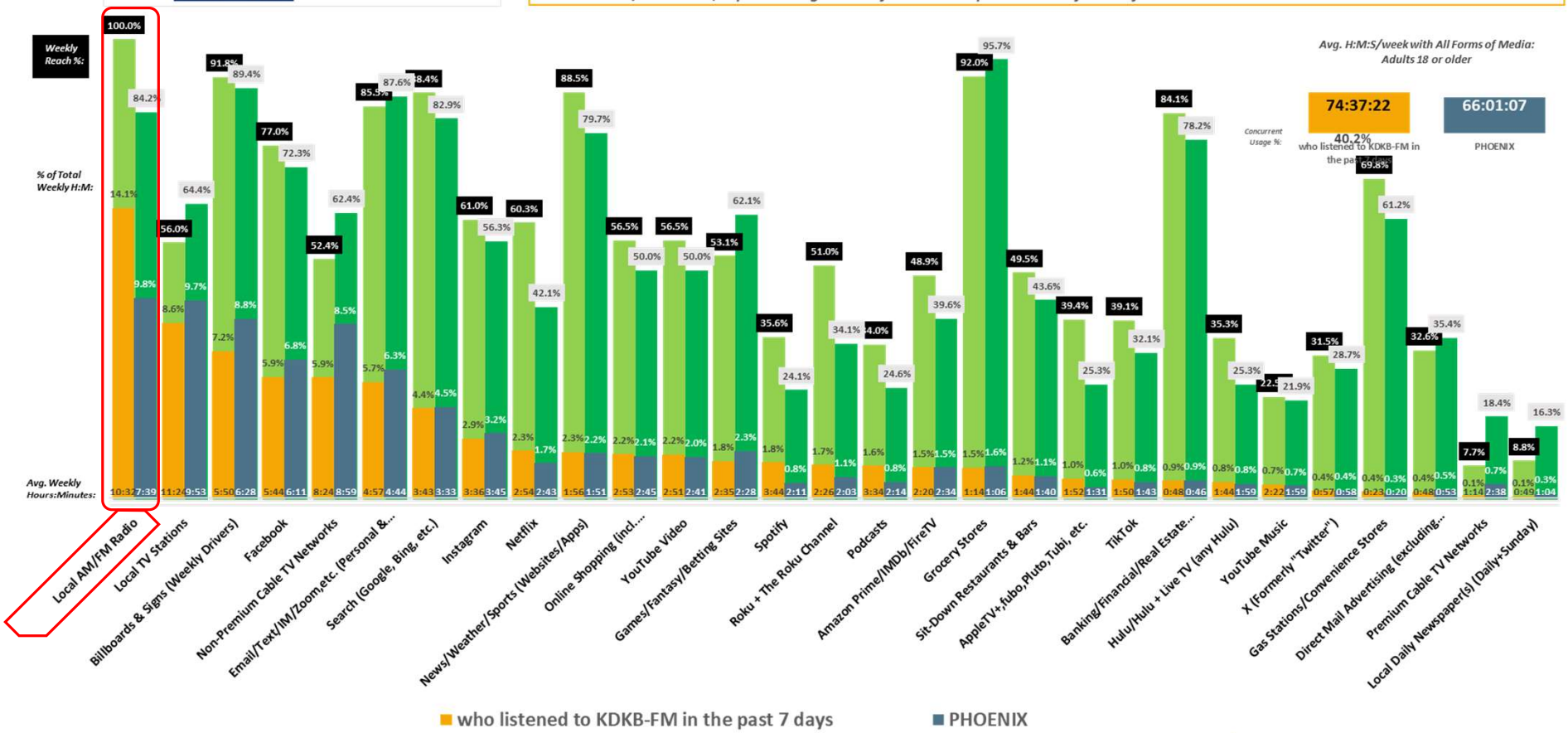
Hubbard BROADCASTING Share of Everything for Anything ©

(Radio Stations: KAZG-AM)

93·3 ALT★AZ ARIZONA'S ALTERNATIVE

Adults 18 or older who listened to KDKB-FM in the past 7 days spend an average of 3 days, 2 hours, 37 minutes and 22 seconds each week with All Forms of Media.

100.% of Adults 18 or older who listened to KDKB-FM in the past 7 days spend an avg. of 10 hours and 32 minutes each week listening to All Local AM/FM Radio, representing 14.1% of total time spent with all forms of Media.

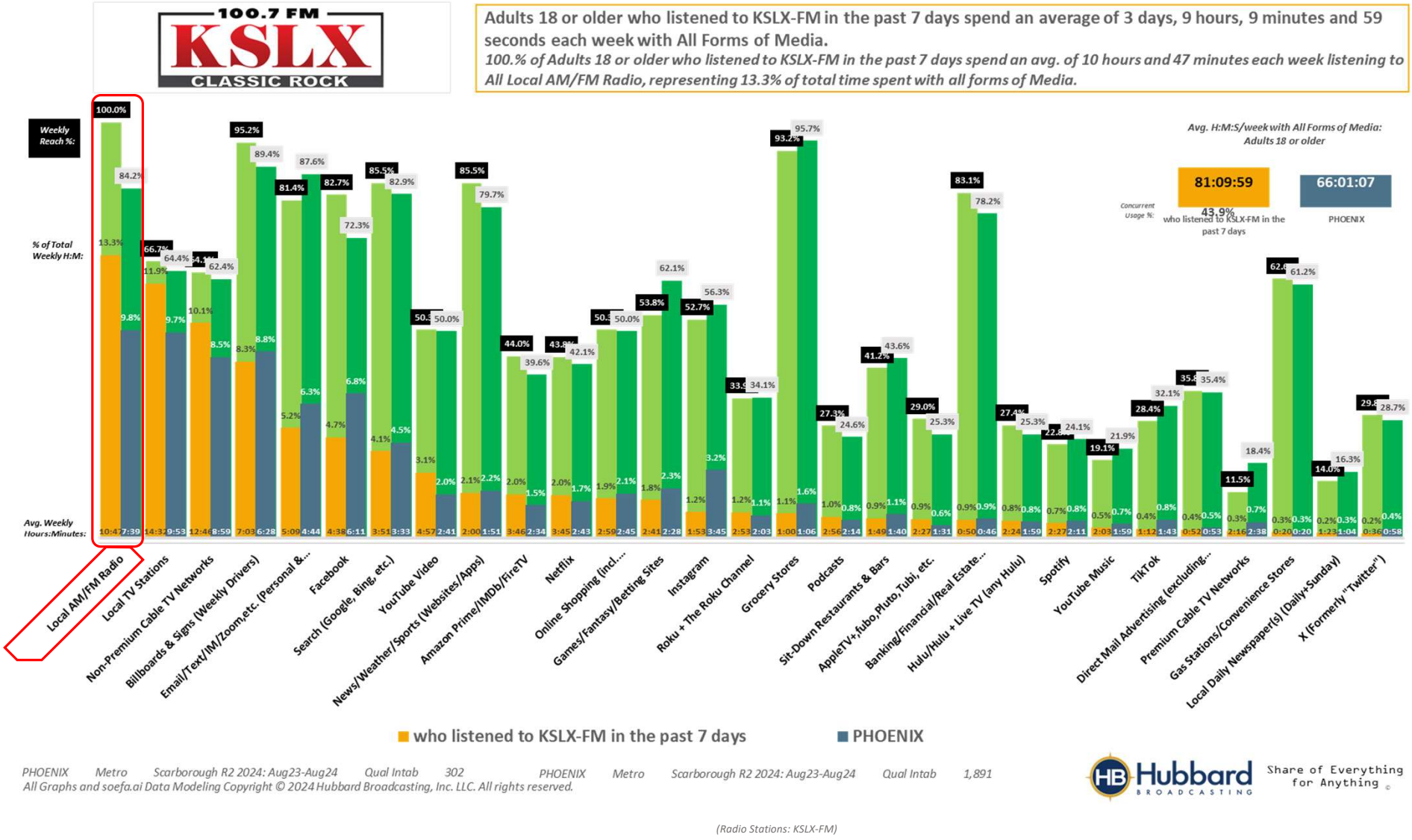


PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 130 PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,891

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Hubbard BROADCASTING Share of Everything for Anything ©

(Radio Stations: KDKB-FM)



PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 302 PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,891

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

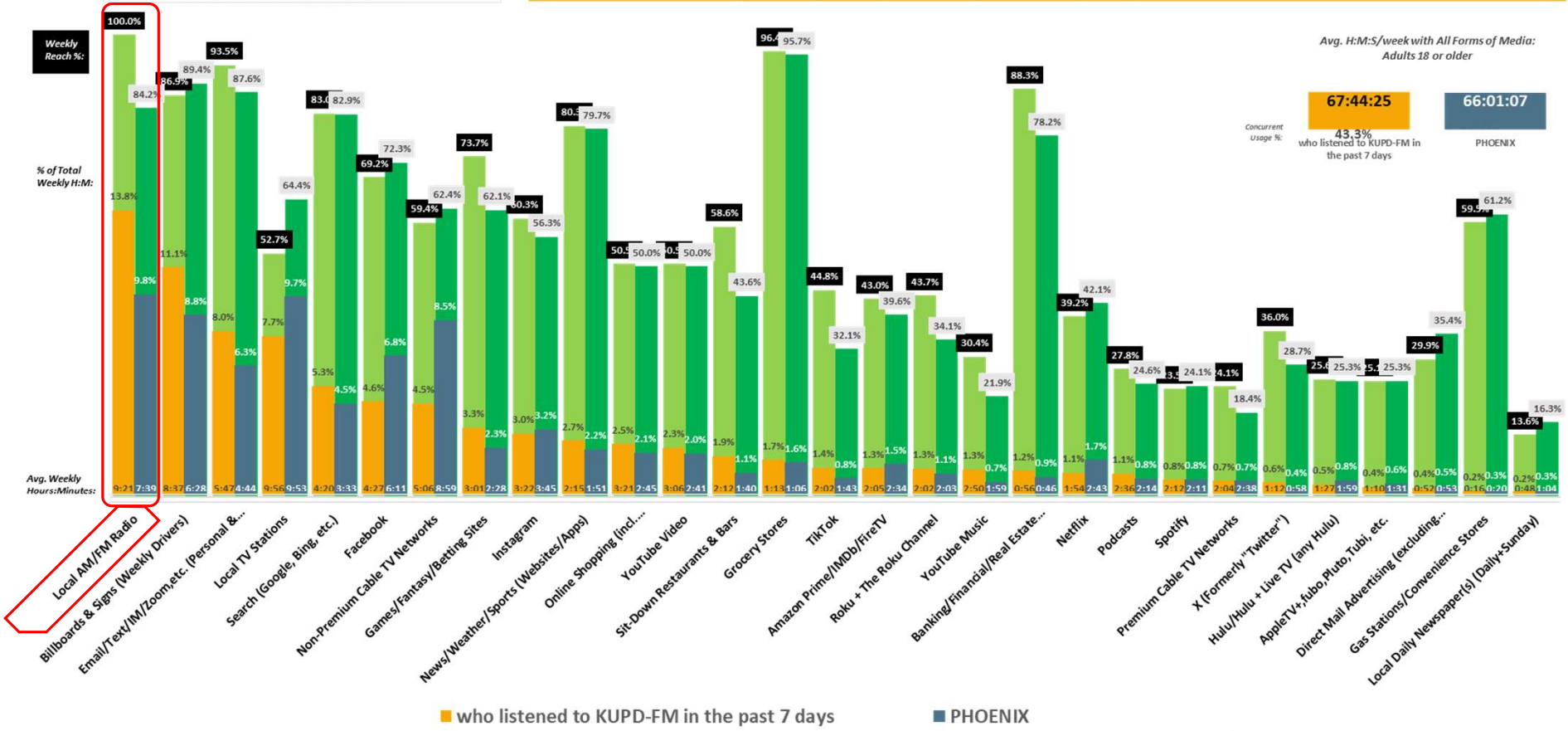
Hubbard BROADCASTING Share of Everything for Anything ©

(Radio Stations: KSLX-FM)

98KUPD ARIZONA'S REAL ROCK

Adults 18 or older who listened to KUPD-FM in the past 7 days spend an average of 2 days, 19 hours, 44 minutes and 25 seconds each week with All Forms of Media.

100.% of Adults 18 or older who listened to KUPD-FM in the past 7 days spend an avg. of 9 hours and 21 minutes each week listening to All Local AM/FM Radio, representing 13.8% of total time spent with all forms of Media.



PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 126 PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,891

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

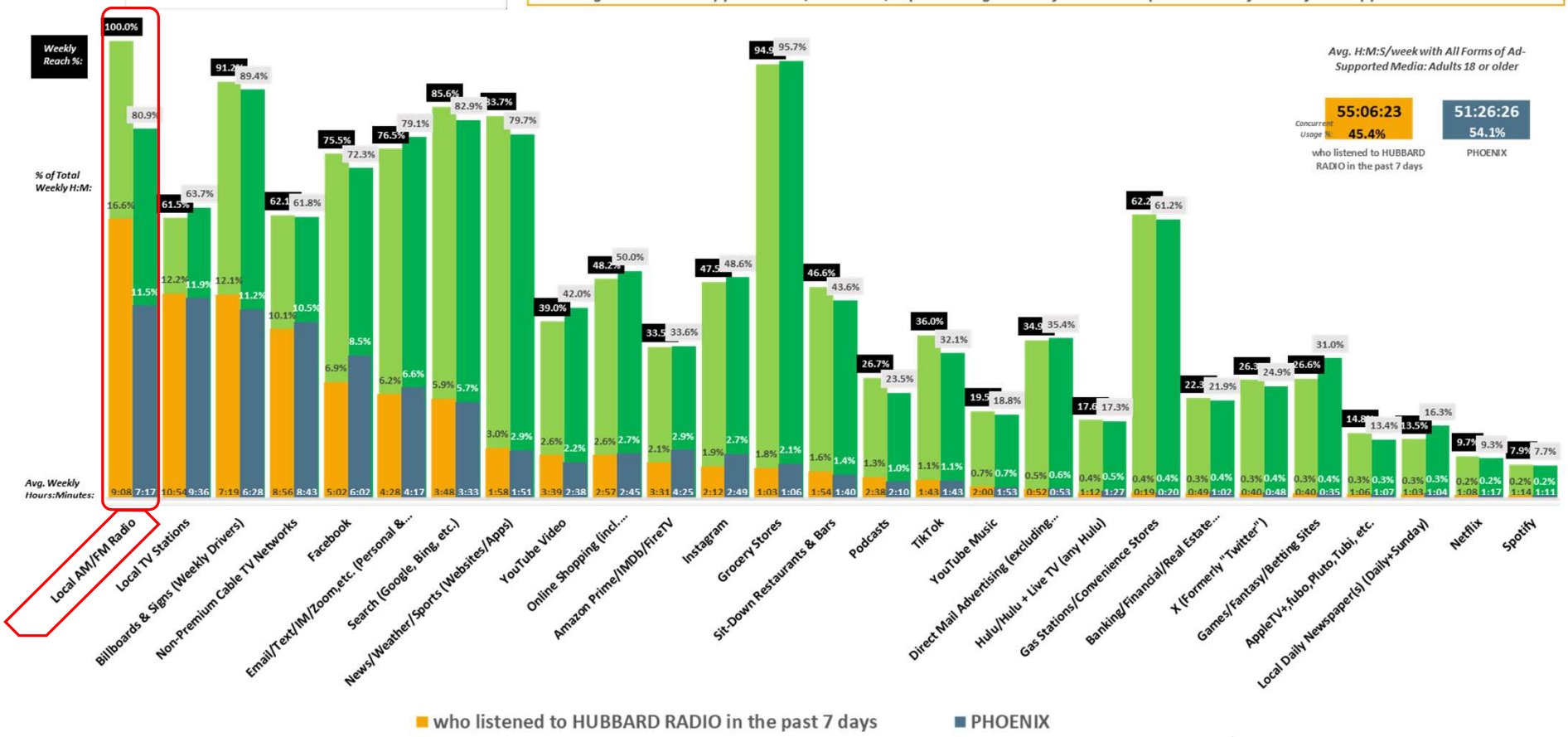
Hubbard BROADCASTING Share of Everything for Anything ©

(Radio Stations: KUPD-FM)

HUBBARD RADIO

Adults 18 or older who listened to HUBBARD RADIO in the past 7 days spend an average of 2 days, 7 hours, 6 minutes and 23 seconds each week with All Forms of Ad-Supported Media.

100.% of Adults 18 or older who listened to HUBBARD RADIO in the past 7 days spend an avg. of 9 hours and 8 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 16.6% of total time spent with all forms of Ad-Supported Media.

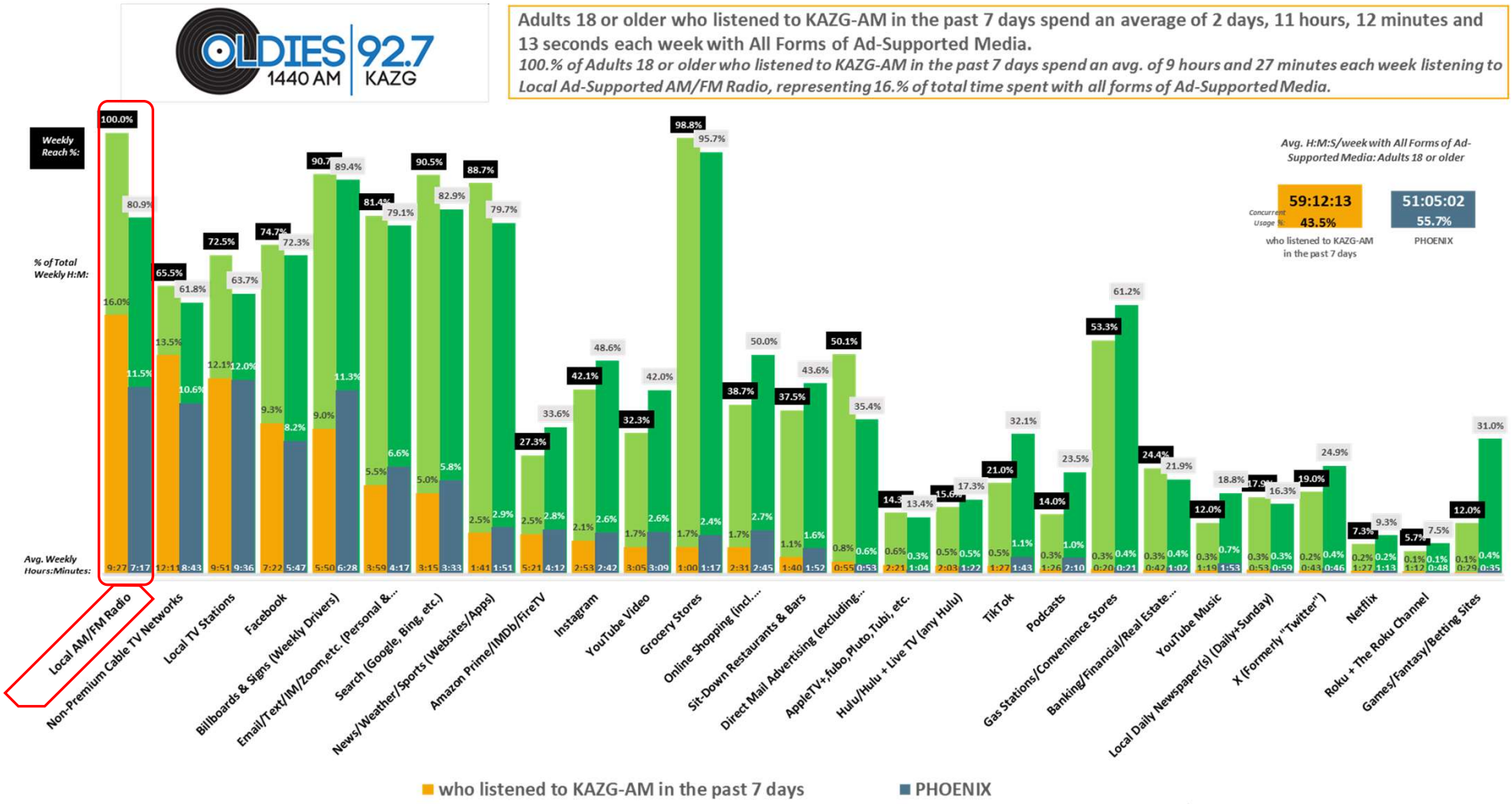


PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 507 PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,891

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Hubbard BROADCASTING Share of Everything for Anything ©

(Radio Stations: KAZG-AM OR Radio Stations: KDKB-FM OR Radio Stations: KSLX-FM OR Radio Stations: KUPD-FM)



PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 93 PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,891

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

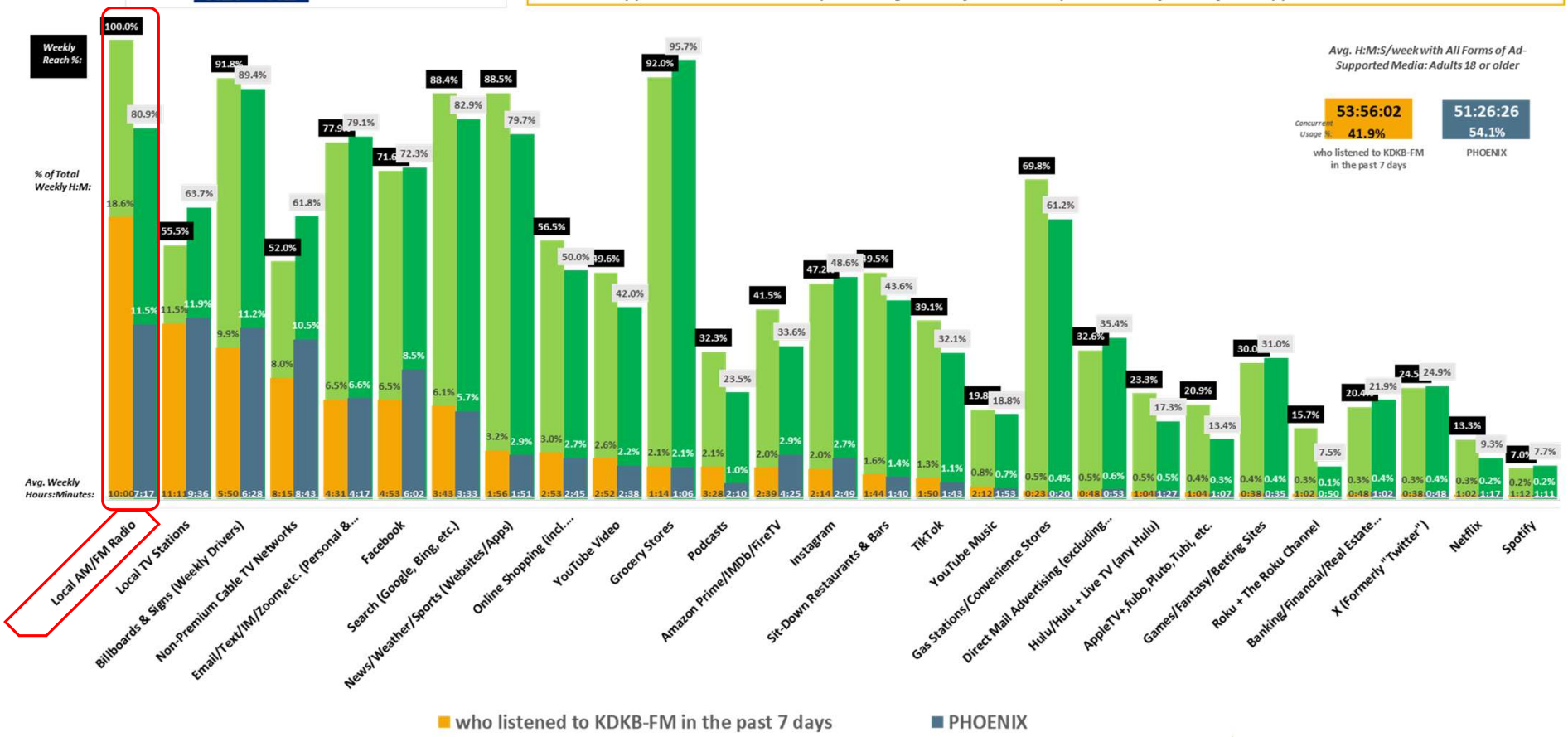
Hubbard BROADCASTING Share of Everything for Anything ©

(Radio Stations: KAZG-AM)

93·3 ALT★AZ ARIZONA'S ALTERNATIVE

Adults 18 or older who listened to KDKB-FM in the past 7 days spend an average of 2 days, 5 hours, 56 minutes and 2 seconds each week with All Forms of Ad-Supported Media.

100.% of Adults 18 or older who listened to KDKB-FM in the past 7 days spend an avg. of 10 hours and 0 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 18.6% of total time spent with all forms of Ad-Supported Media.



PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 130 PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,891

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

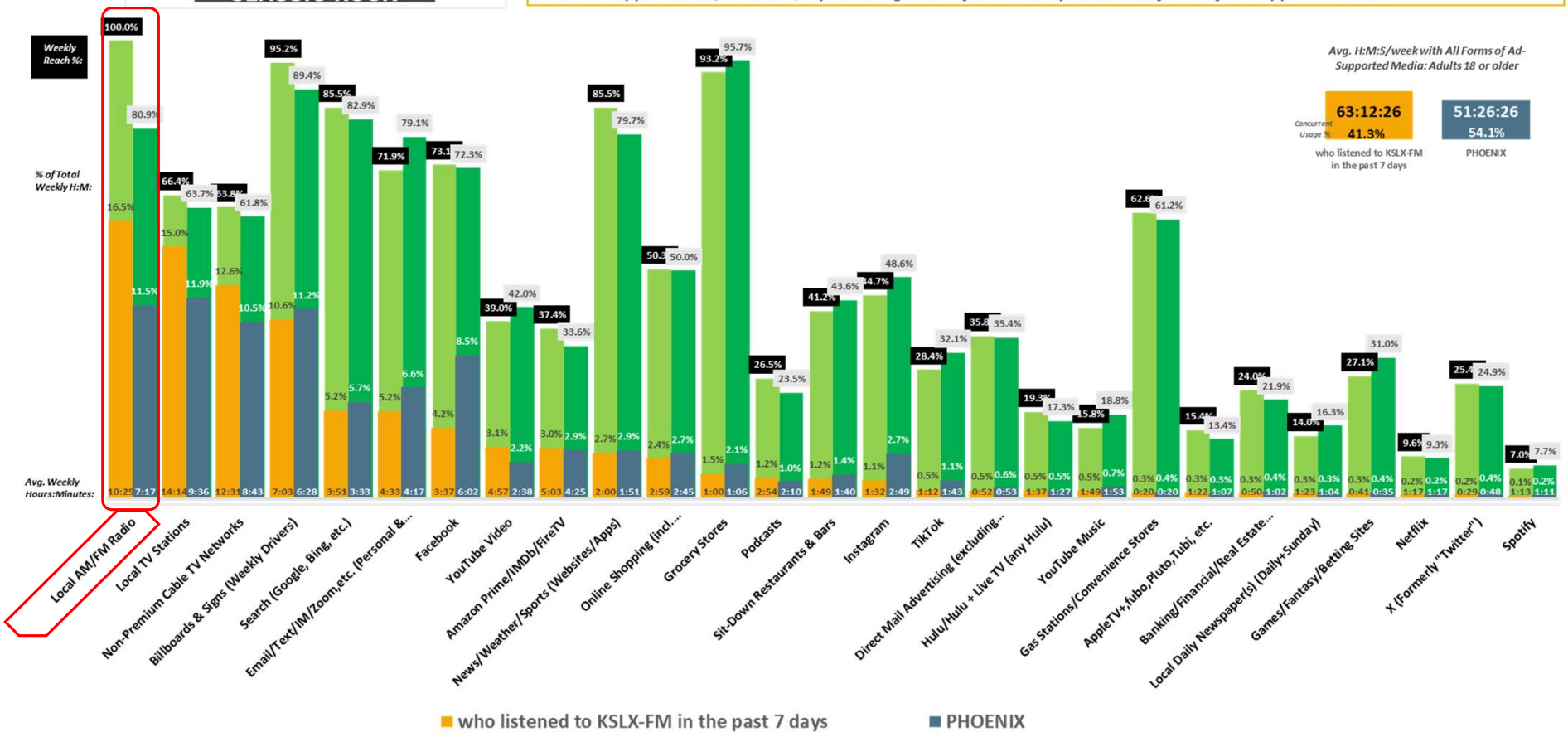
Hubbard BROADCASTING Share of Everything for Anything ©

(Radio Stations: KDKB-FM)

100.7 FM KSLX CLASSIC ROCK

Adults 18 or older who listened to KSLX-FM in the past 7 days spend an average of 2 days, 15 hours, 12 minutes and 26 seconds each week with All Forms of Ad-Supported Media.

100.% of Adults 18 or older who listened to KSLX-FM in the past 7 days spend an avg. of 10 hours and 25 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 16.5% of total time spent with all forms of Ad-Supported Media.



PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 302 PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,891

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

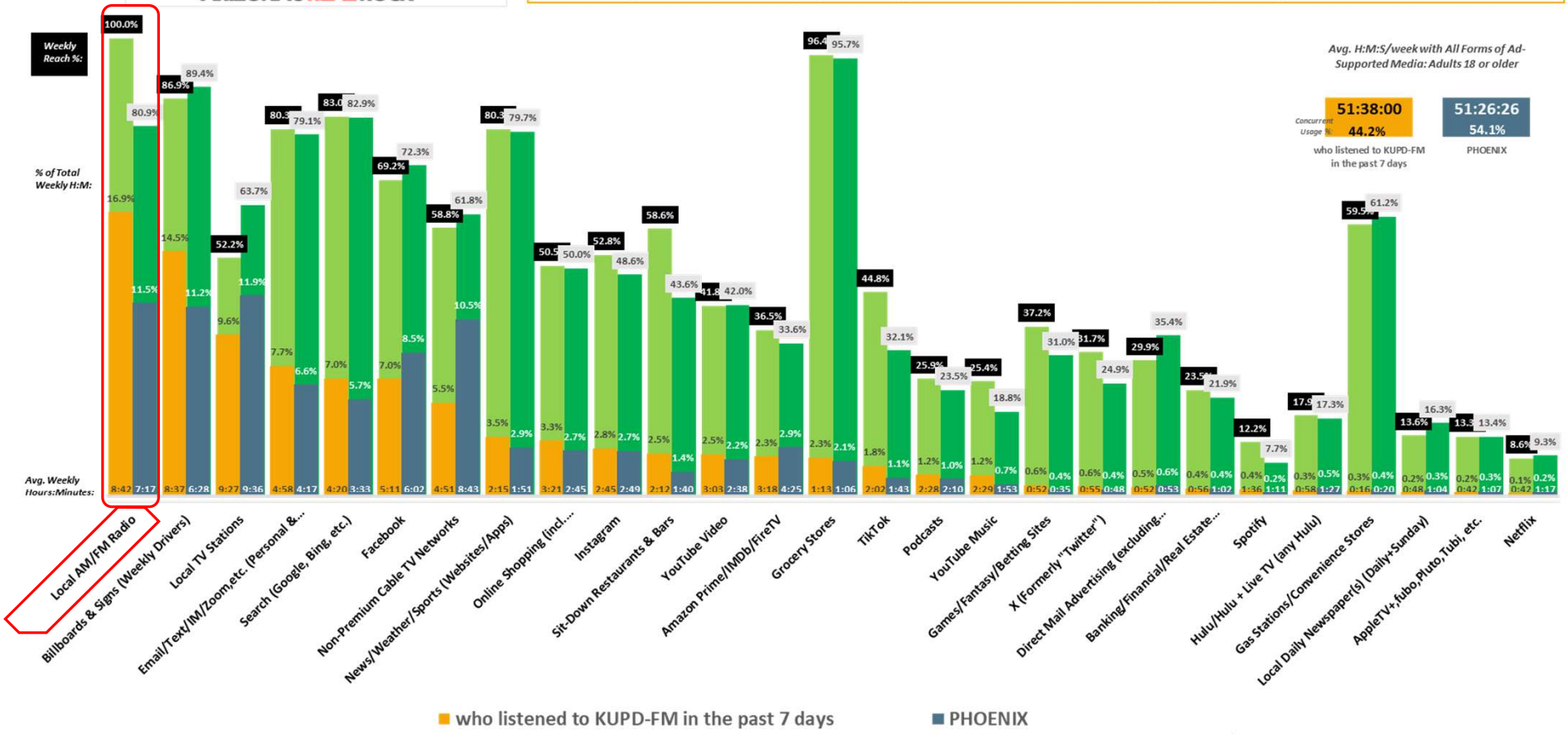
Hubbard BROADCASTING Share of Everything for Anything ©

(Radio Stations: KSLX-FM)

98KUPD
ARIZONA'S REAL ROCK

Adults 18 or older who listened to KUPD-FM in the past 7 days spend an average of 2 days, 3 hours, 38 minutes and 0 seconds each week with All Forms of Ad-Supported Media.

100.% of Adults 18 or older who listened to KUPD-FM in the past 7 days spend an avg. of 8 hours and 42 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 16.9% of total time spent with all forms of Ad-Supported Media.



PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 126 PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,891

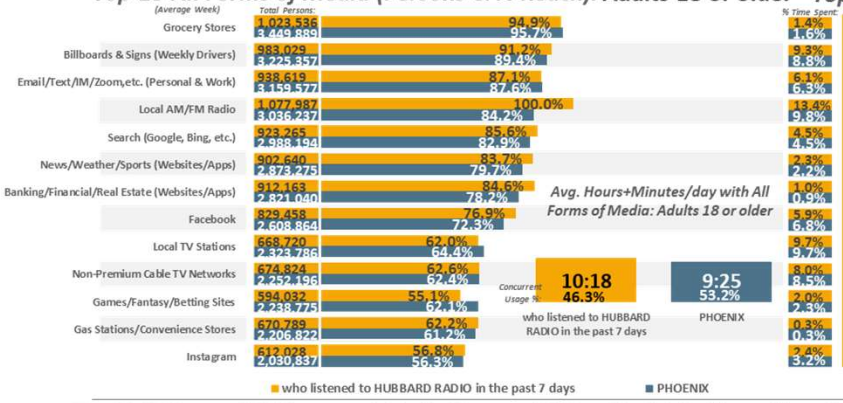
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Hubbard BROADCASTING Share of Everything for Anything ©

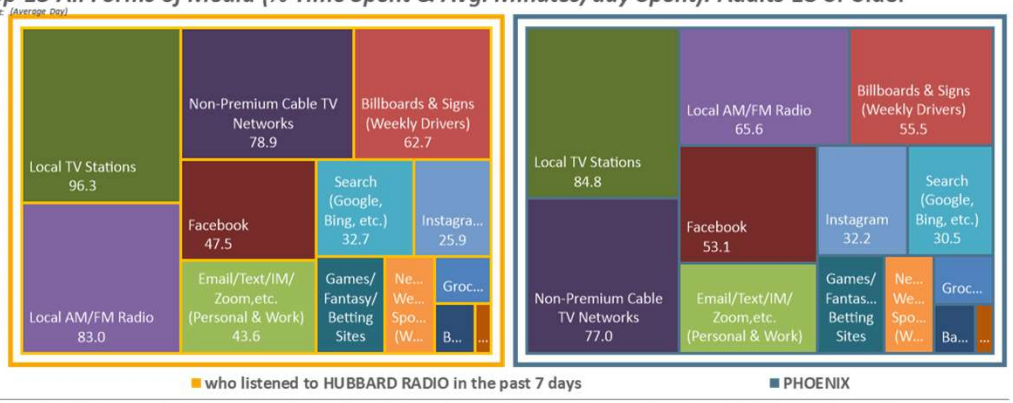
(Radio Stations: KUPD-FM)

Adults 18 or older who listened to HUBBARD RADIO in the past 7 days spend an average of 7 hours and 52 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 78.4 minutes/day. *(Local Radio delivers 16.6% of Time with Ad-Supported Media.)*

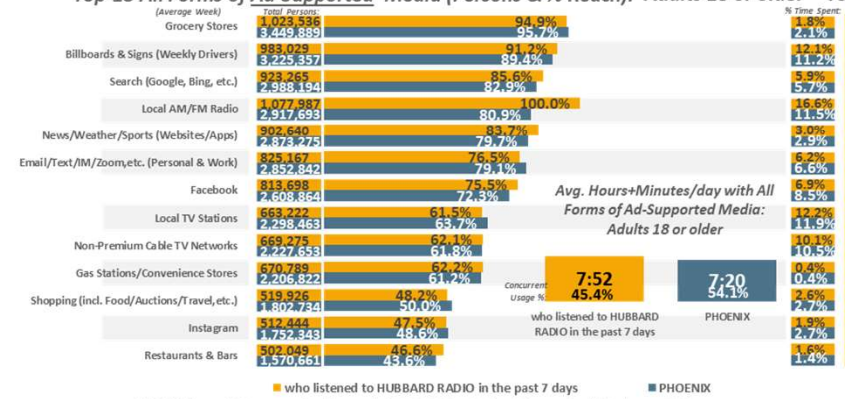
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



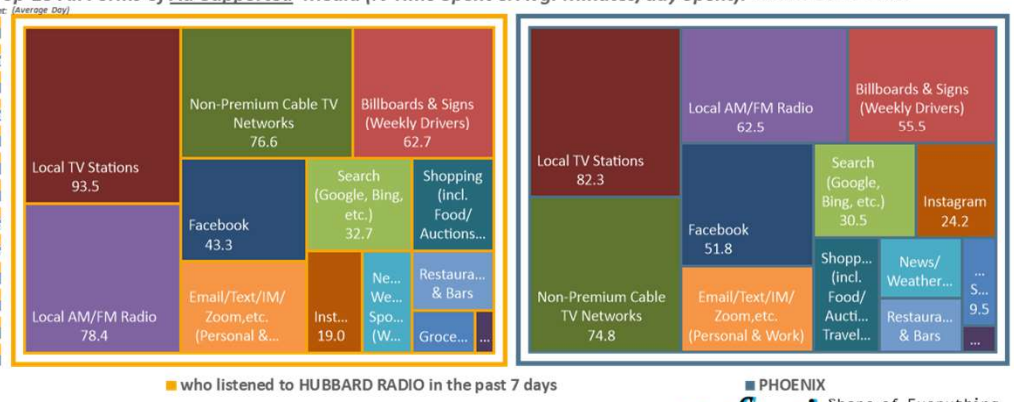
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 507

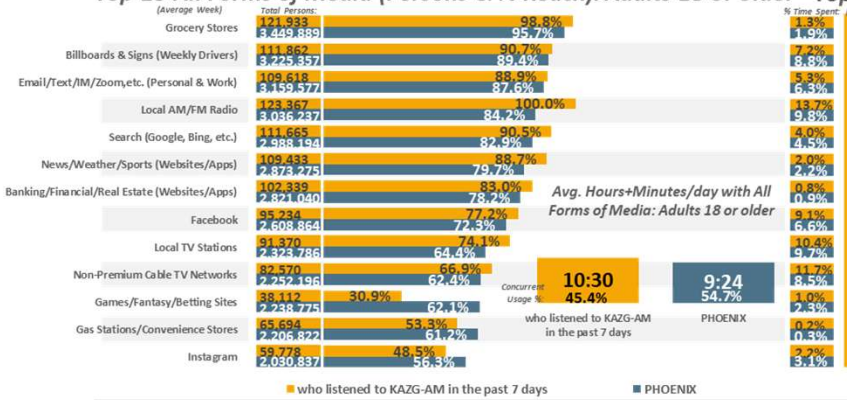
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

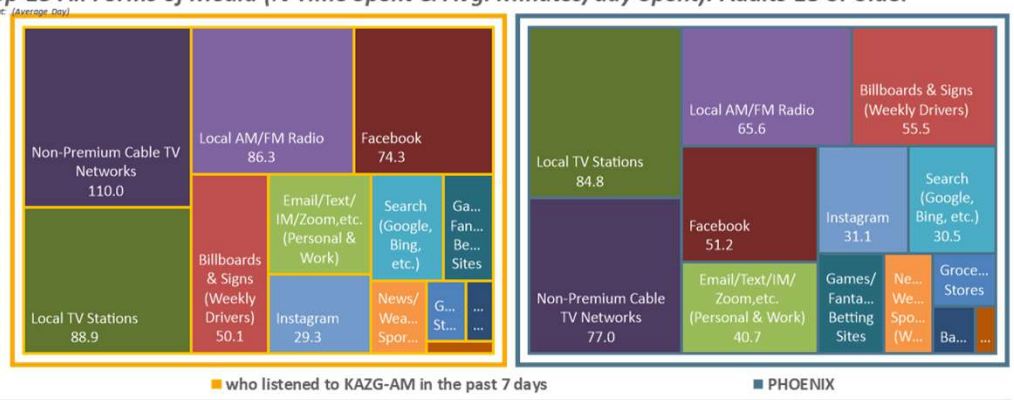
(Radio Stations: KAZG-AM OR Radio Stations: KDKB-FM OR Radio Stations: KSLX-FM OR Radio Stations: KUPD-FM)

Adults 18 or older who listened to KAZG-AM in the past 7 days spend an average of 8 hours and 27 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 81. minutes/day. *(Local Radio delivers 16.% of Time with Ad-Supported Media.)*

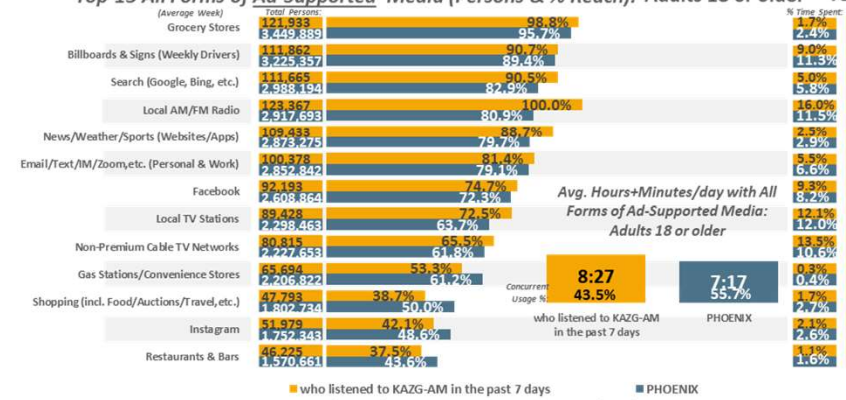
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



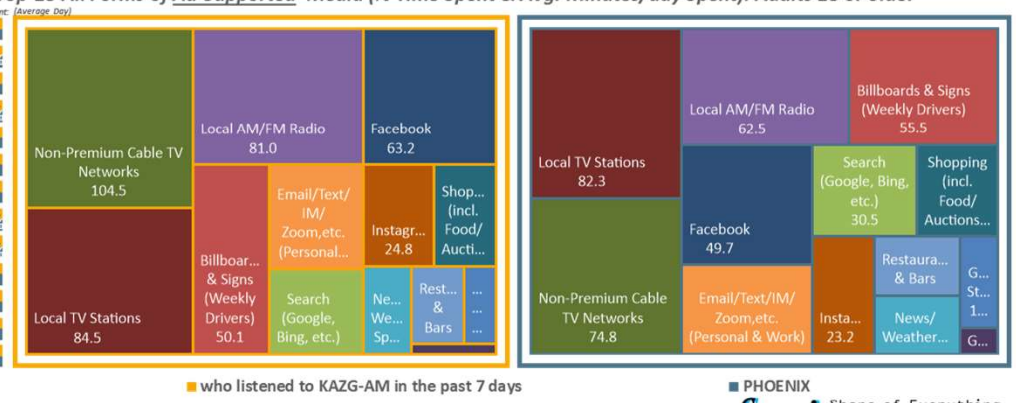
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 93

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

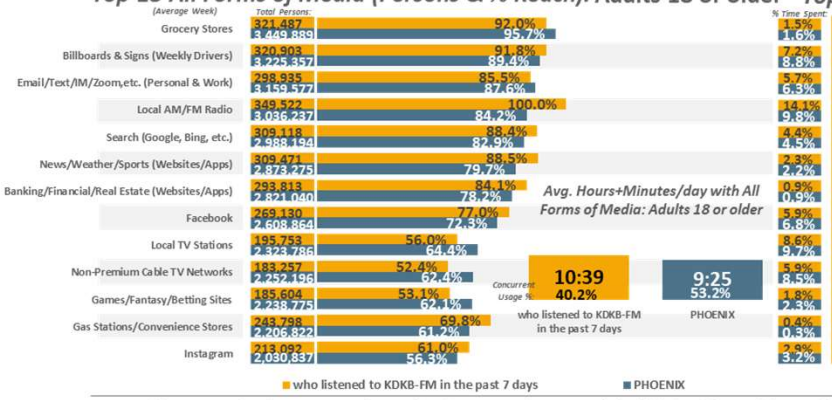
soefa.ai Share of Everything for Anything

(Radio Stations: KAZG-AM)

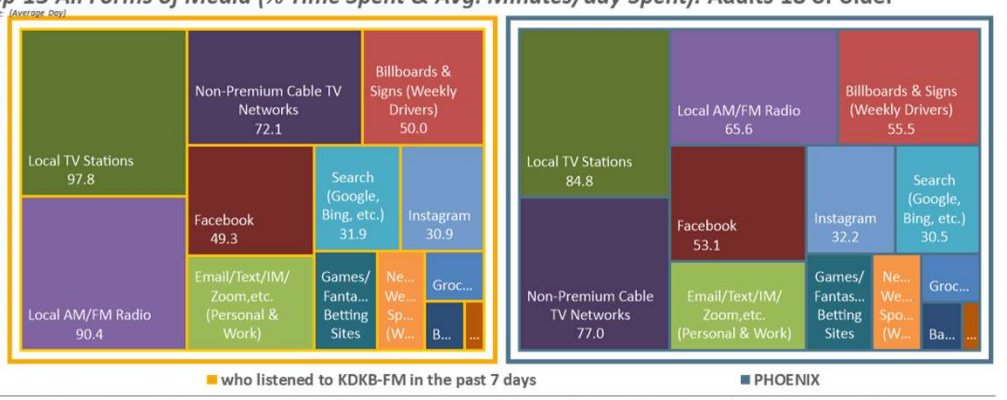
93·3 ALT ★ AZ ARIZONA'S ALTERNATIVE

Adults 18 or older who listened to KDKB-FM in the past 7 days spend an average of 7 hours and 42 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 85.8 minutes/day. *(Local Radio delivers 18.6% of Time with Ad-Supported Media.)*

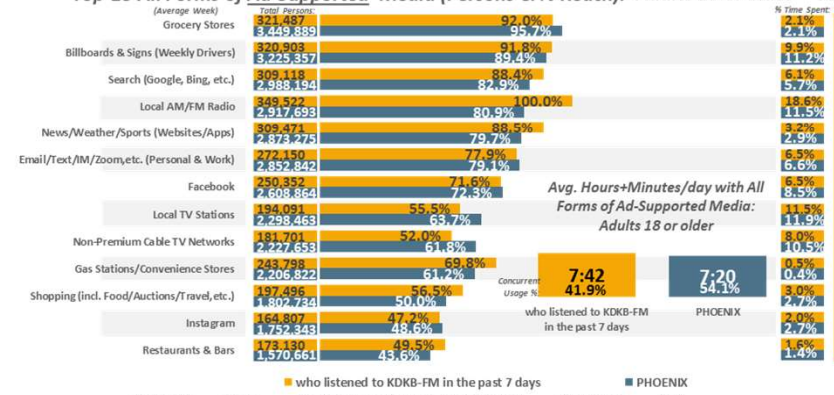
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



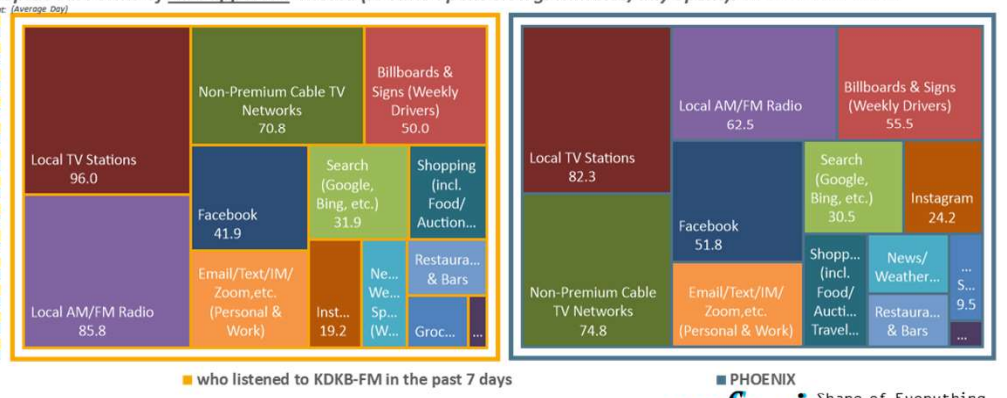
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 130

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

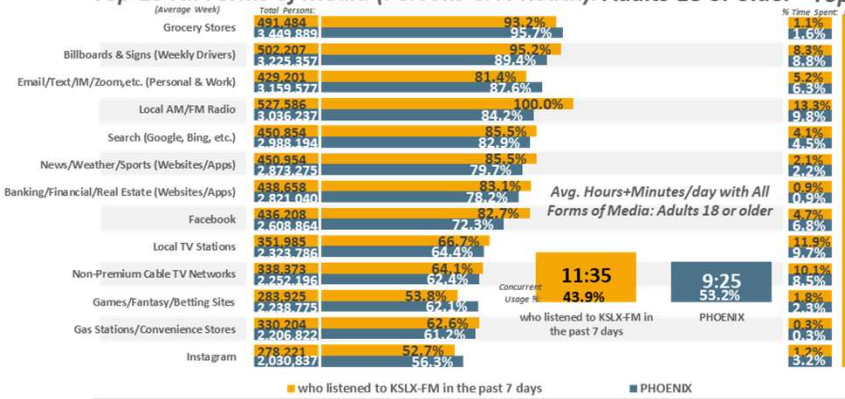
soefa.ai Share of Everything for Anything ©

(Radio Stations: KDKB-FM)

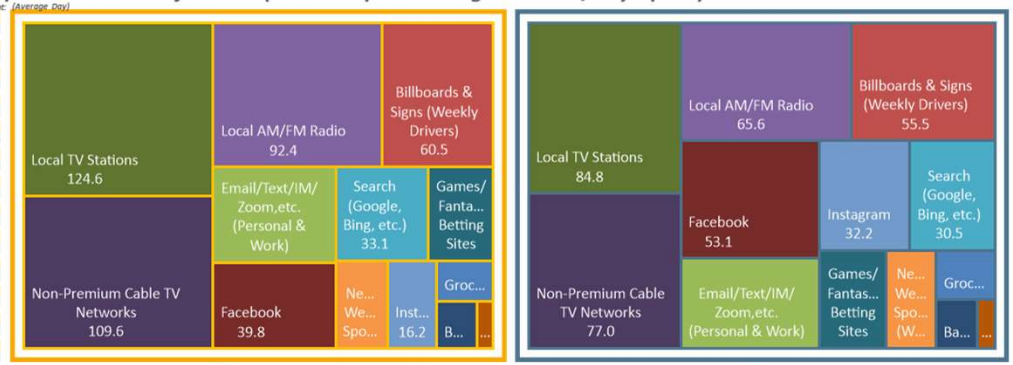
100.7 FM KSLX CLASSIC ROCK

Adults 18 or older who listened to KSLX-FM in the past 7 days spend an average of 9 hours and 1 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 89.4 minutes/day. *(Local Radio delivers 16.5% of Time with Ad-Supported Media.)*

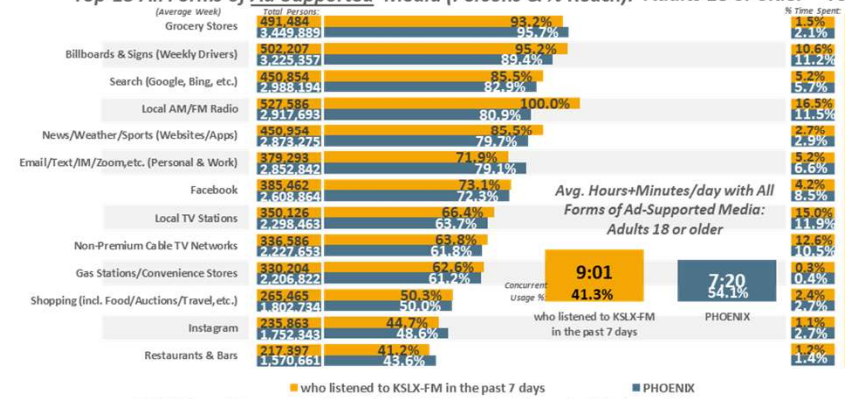
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



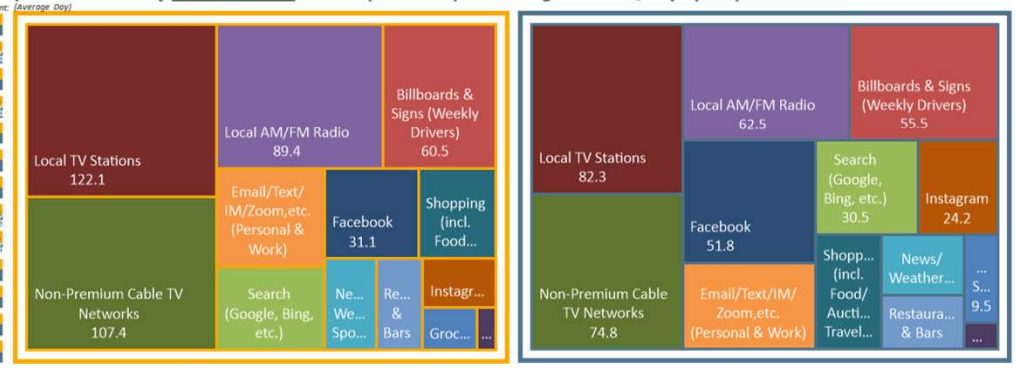
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 302

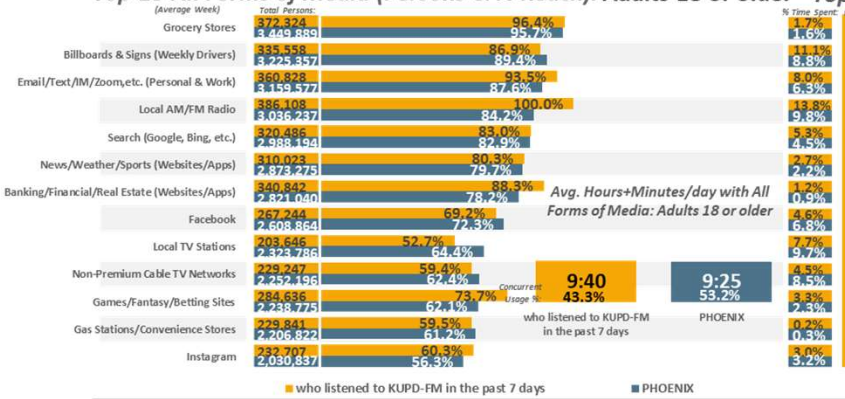
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

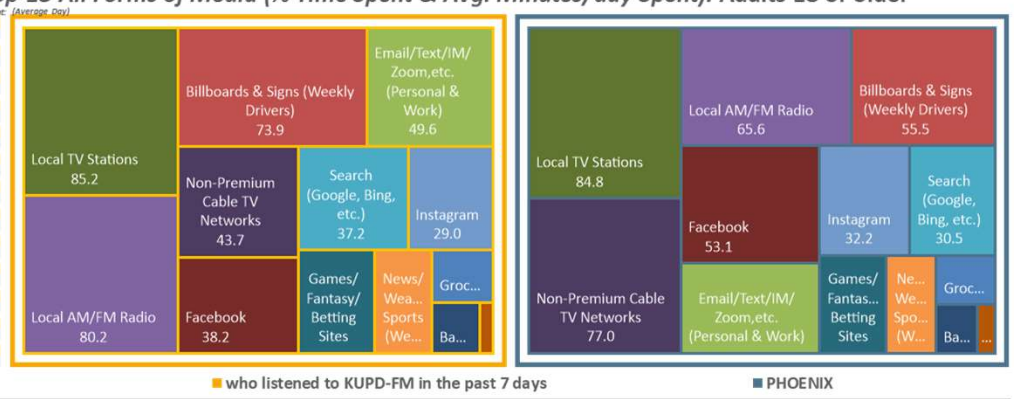
(Radio Stations: KSLX-FM)

Adults 18 or older who listened to KUPD-FM in the past 7 days spend an average of 7 hours and 22 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 74.6 minutes/day. *(Local Radio delivers 16.9% of Time with Ad-Supported Media.)*

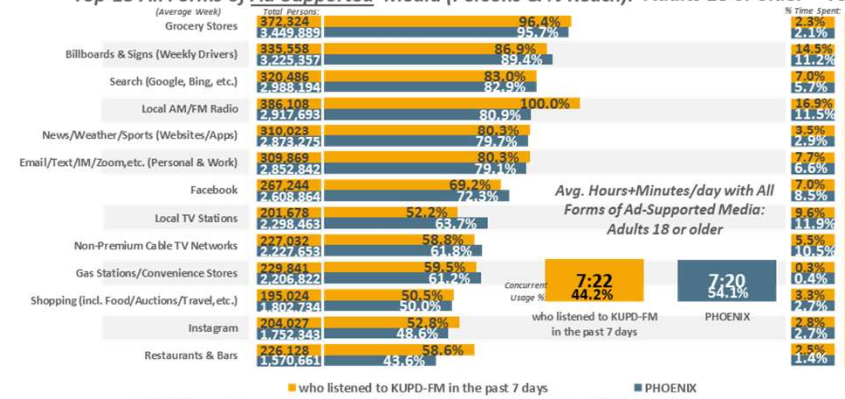
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



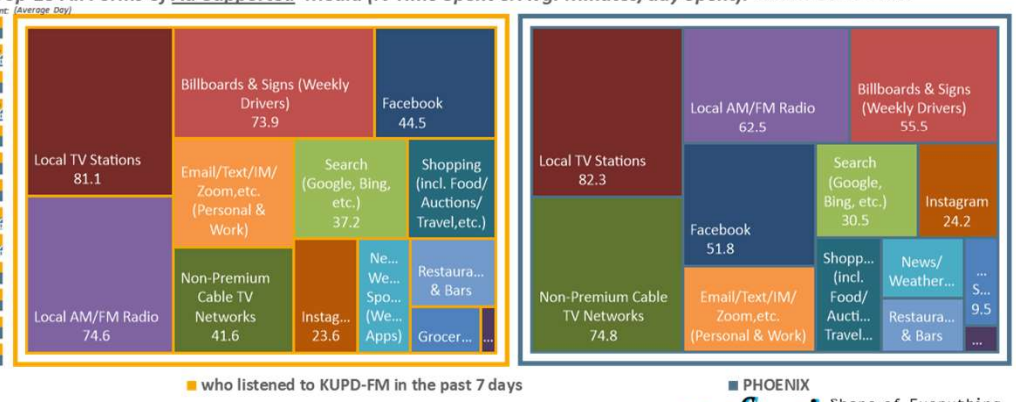
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 126

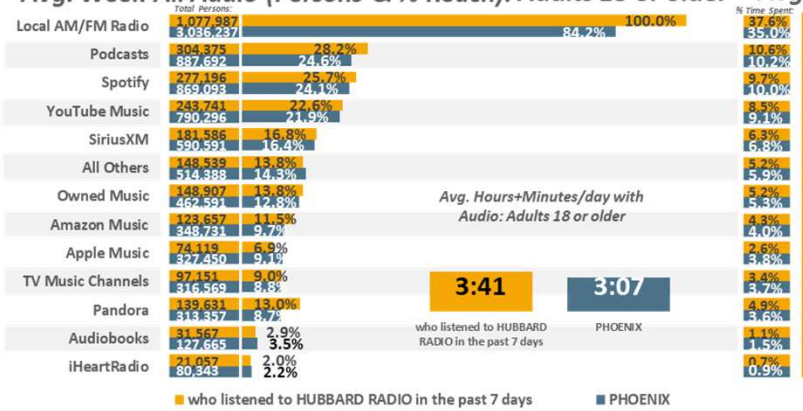
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

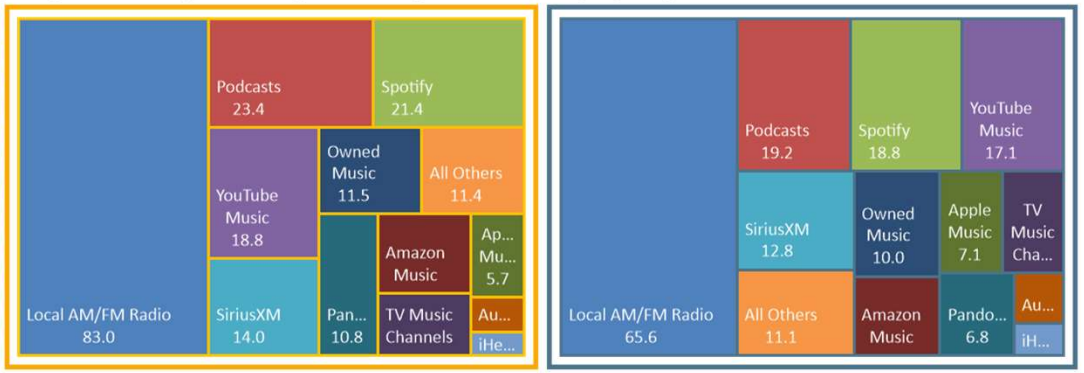
(Radio Stations: KUPD-FM)

1,077,987 or 100.% of Adults 18 or older who listened to HUBBARD RADIO in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 78.4 minutes every day representing 47.5% of all time spent daily with Ad-Supported Audio.

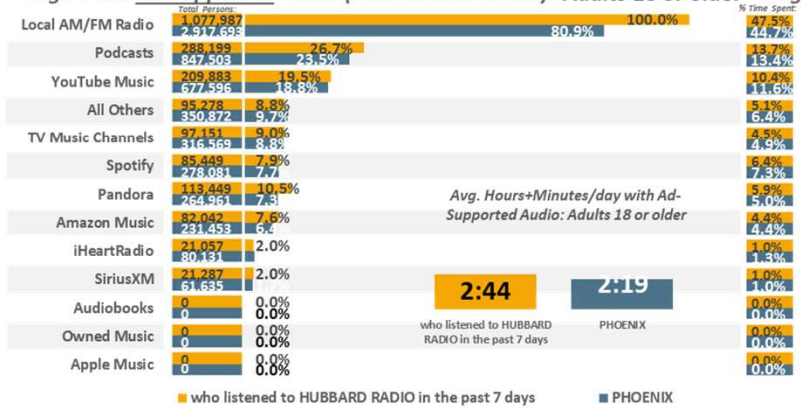
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



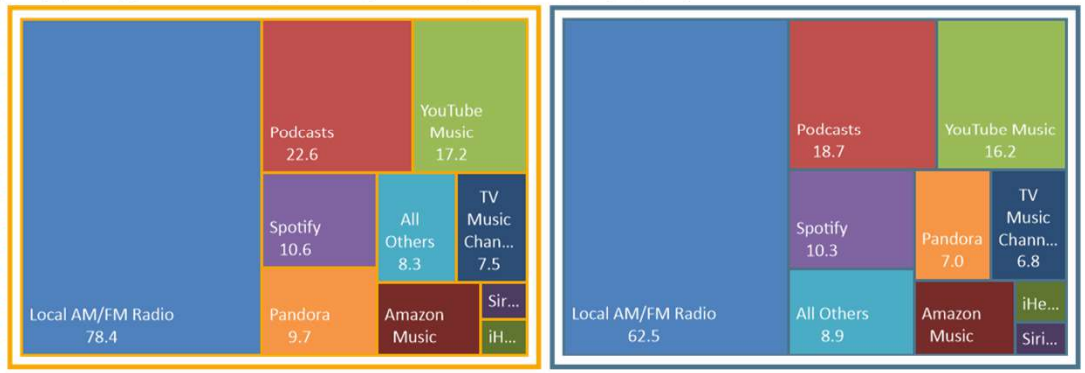
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 507

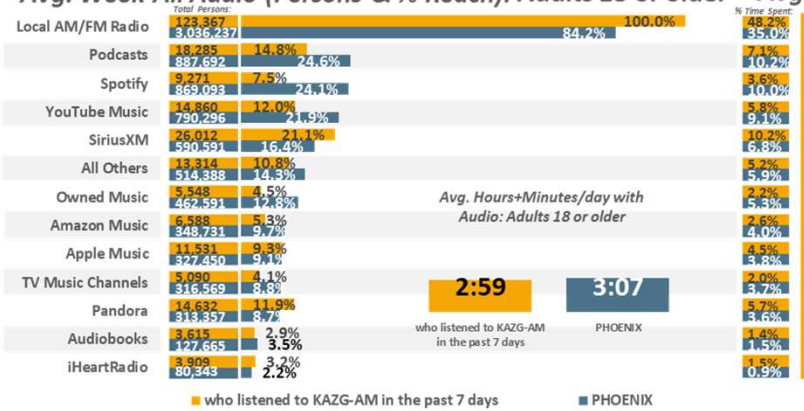
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

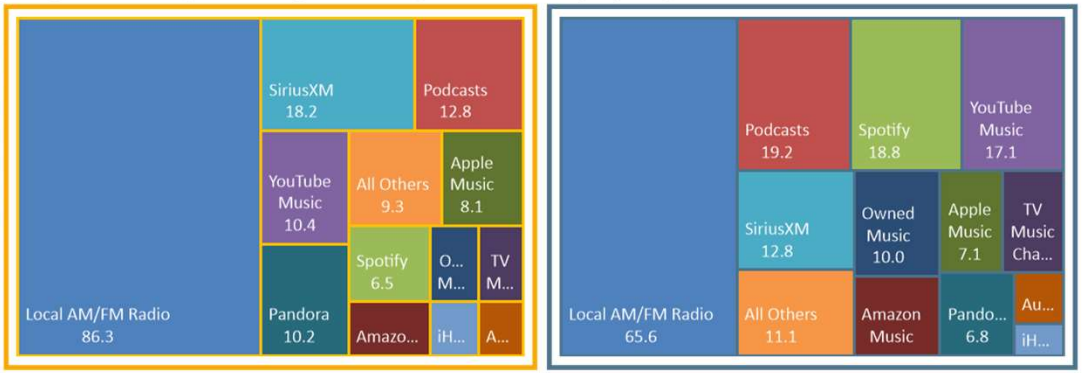
(Radio Stations: KAZG-AM OR Radio Stations: KDKB-FM OR Radio Stations: KSLX-FM OR Radio Stations: KUPD-FM)

123,367 or 100.% of Adults 18 or older who listened to KAZG-AM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 81. minutes every day representing 55.6% of all time spent daily with Ad-Supported Audio.

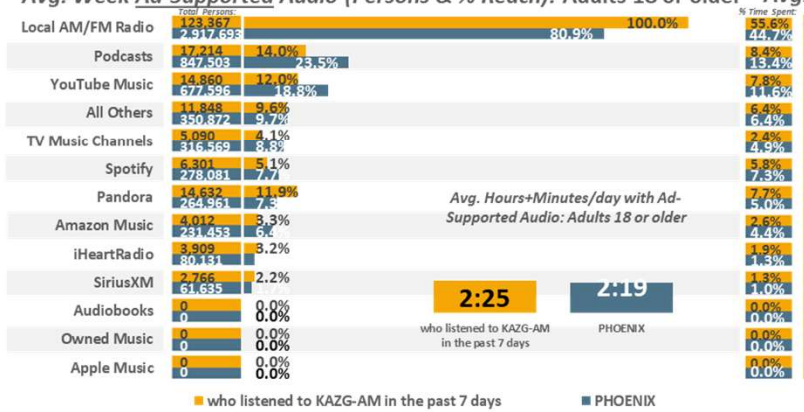
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



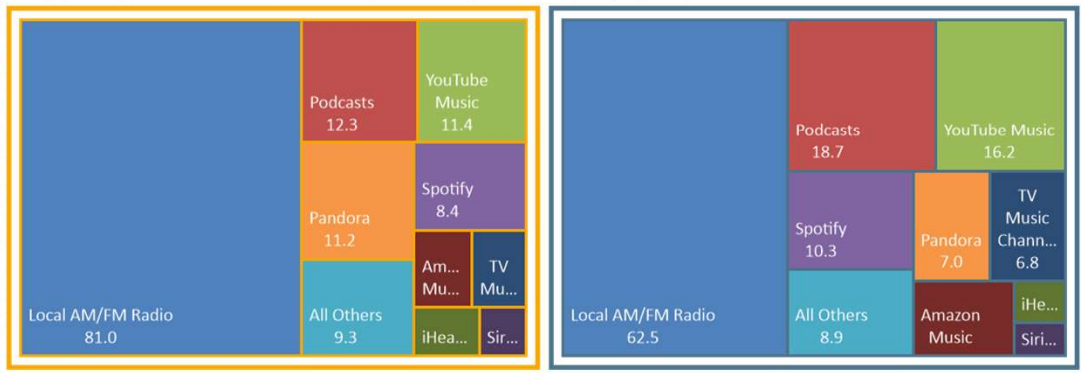
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 93

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

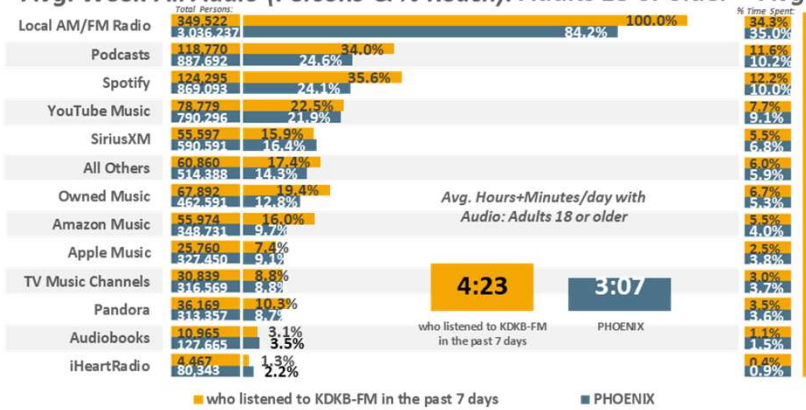
soefa.ai Share of Everything for Anything ©

(Radio Stations: KAZG-AM)

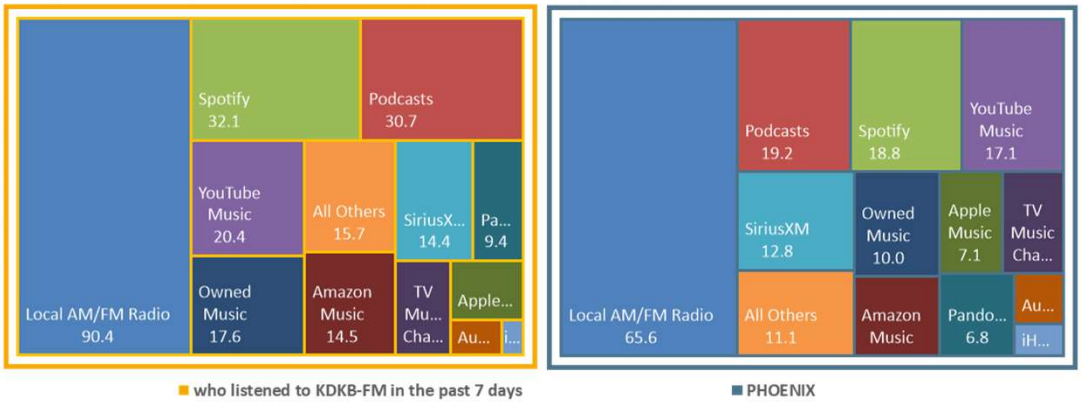
93·3 ALT★AZ ARIZONA'S ALTERNATIVE

349,522 or 100.% of Adults 18 or older who listened to KDKB-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 85.8 minutes every day representing 46.8% of all time spent daily with Ad-Supported Audio.

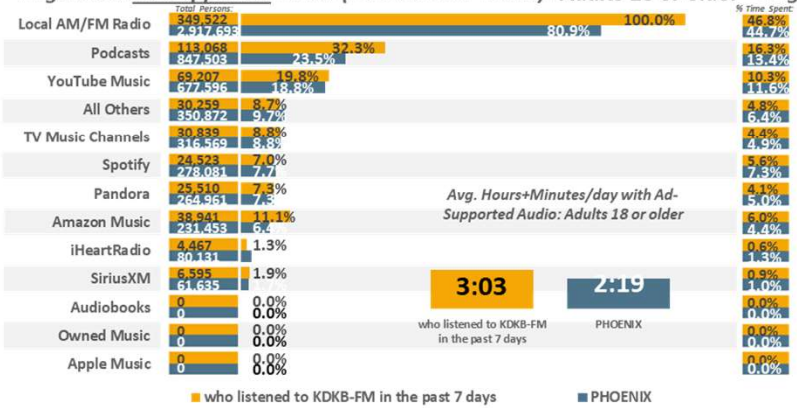
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



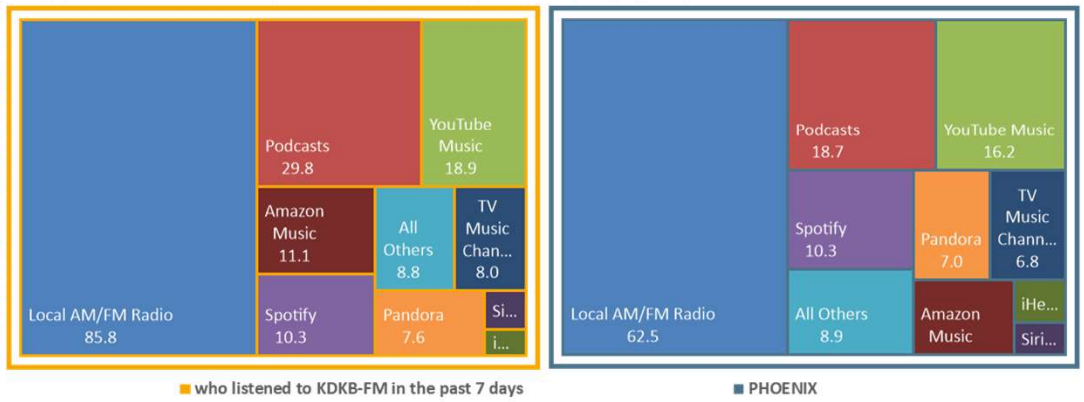
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 130

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

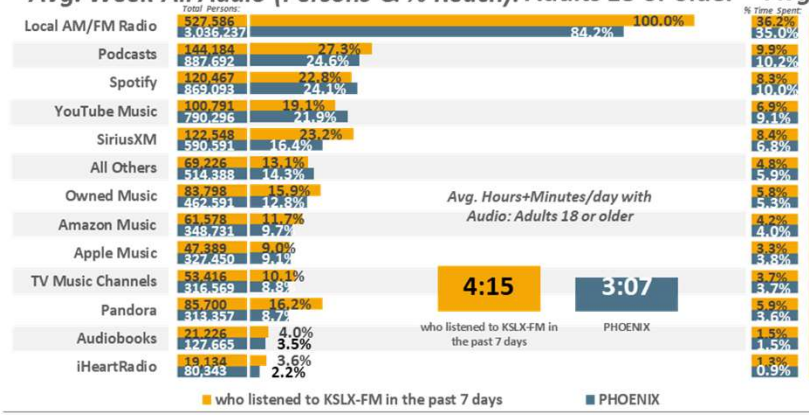
soefa.ai Share of Everything for Anything ©

(Radio Stations: KDKB-FM)

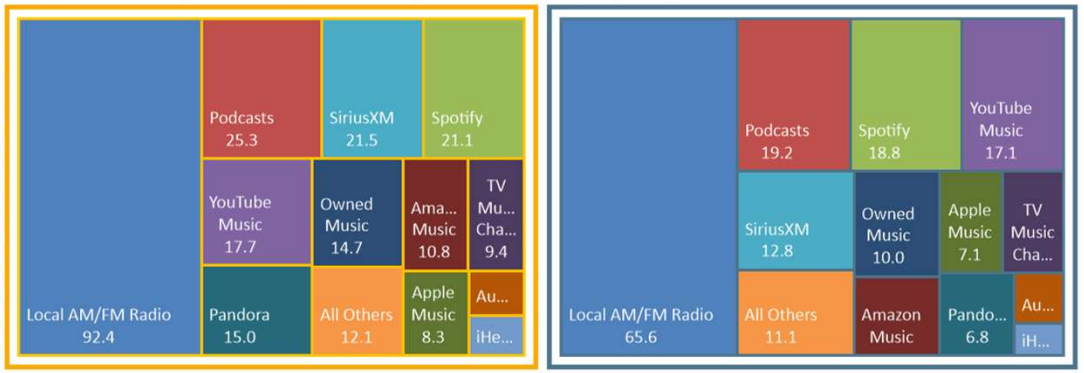
100.7 FM KSLX CLASSIC ROCK

527,586 or 100.% of Adults 18 or older who listened to KSLX-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 89.4 minutes every day representing 48.5% of all time spent daily with Ad-Supported Audio.

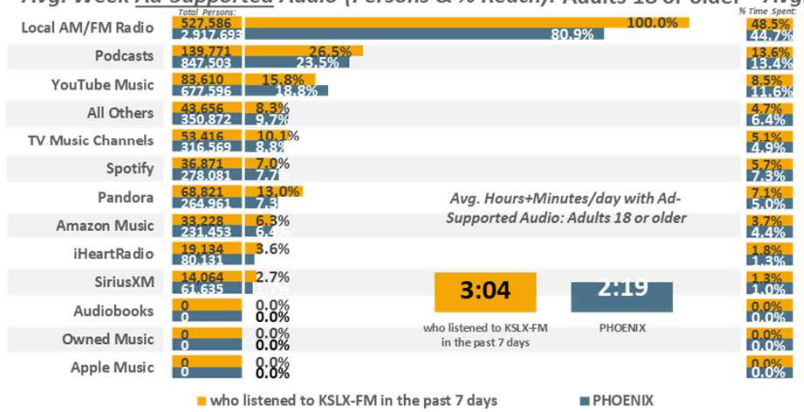
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



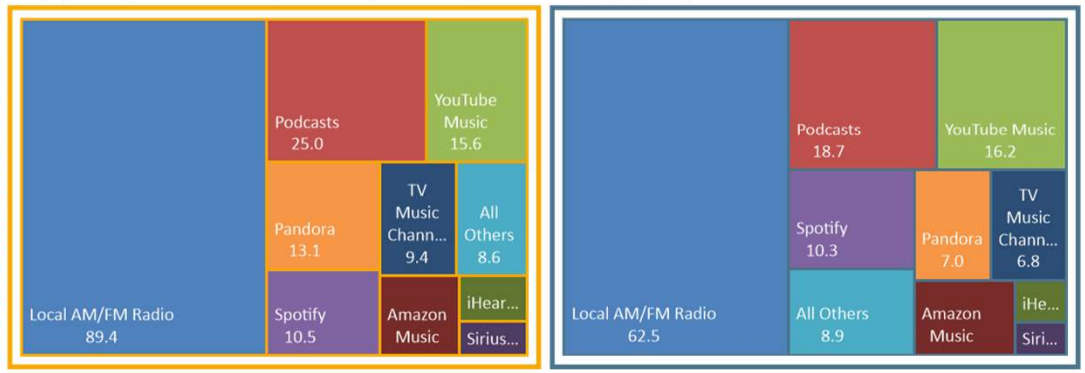
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 302

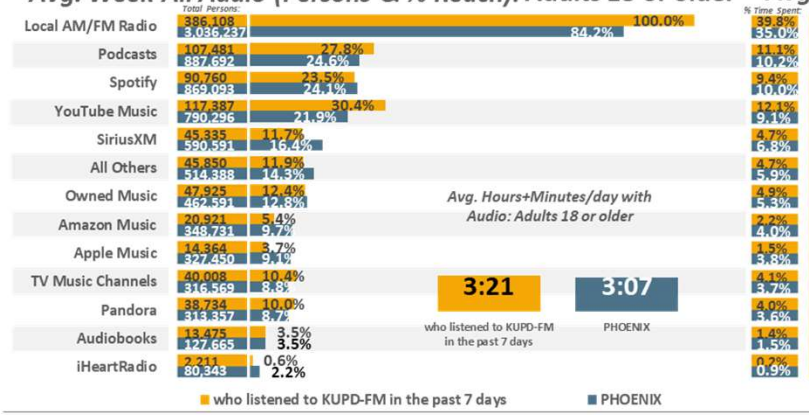
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

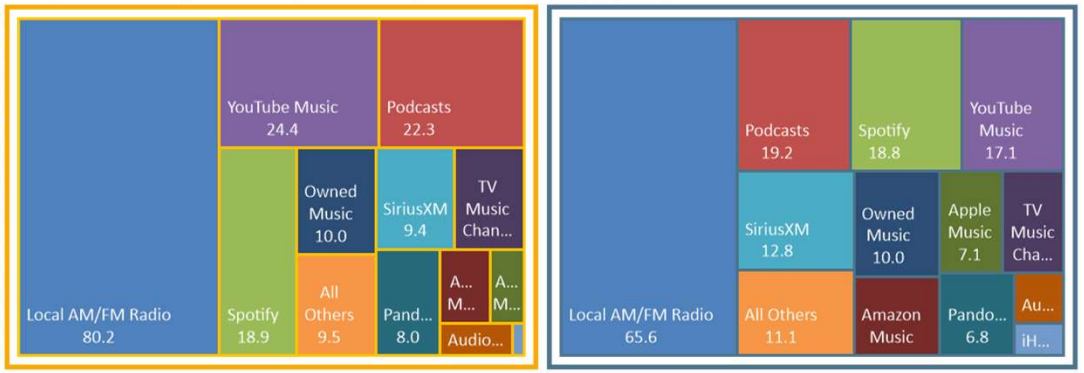
(Radio Stations: KSLX-FM)

386,108 or 100.% of Adults 18 or older who listened to KUPD-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 74.6 minutes every day representing 46.6% of all time spent daily with Ad-Supported Audio.

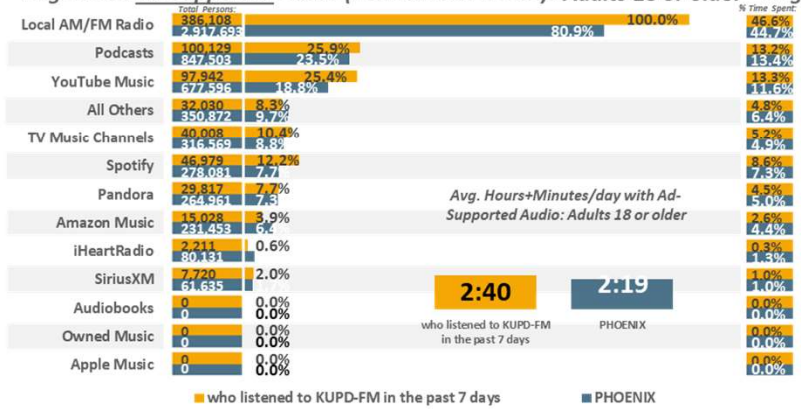
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



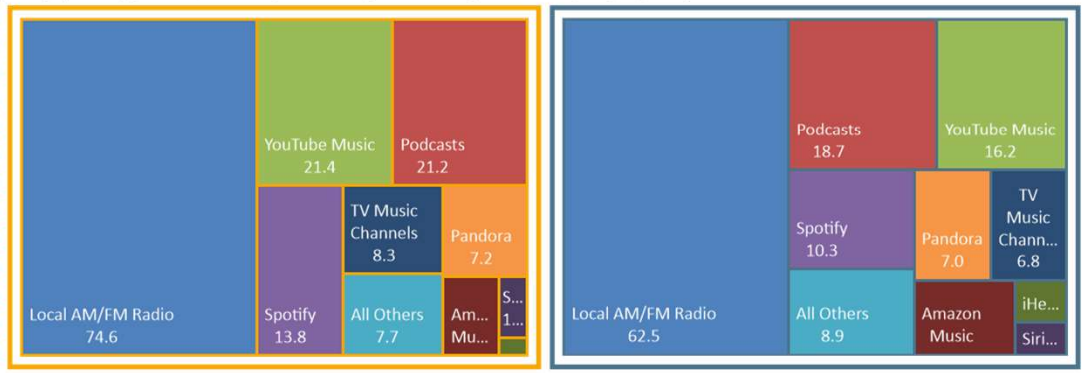
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



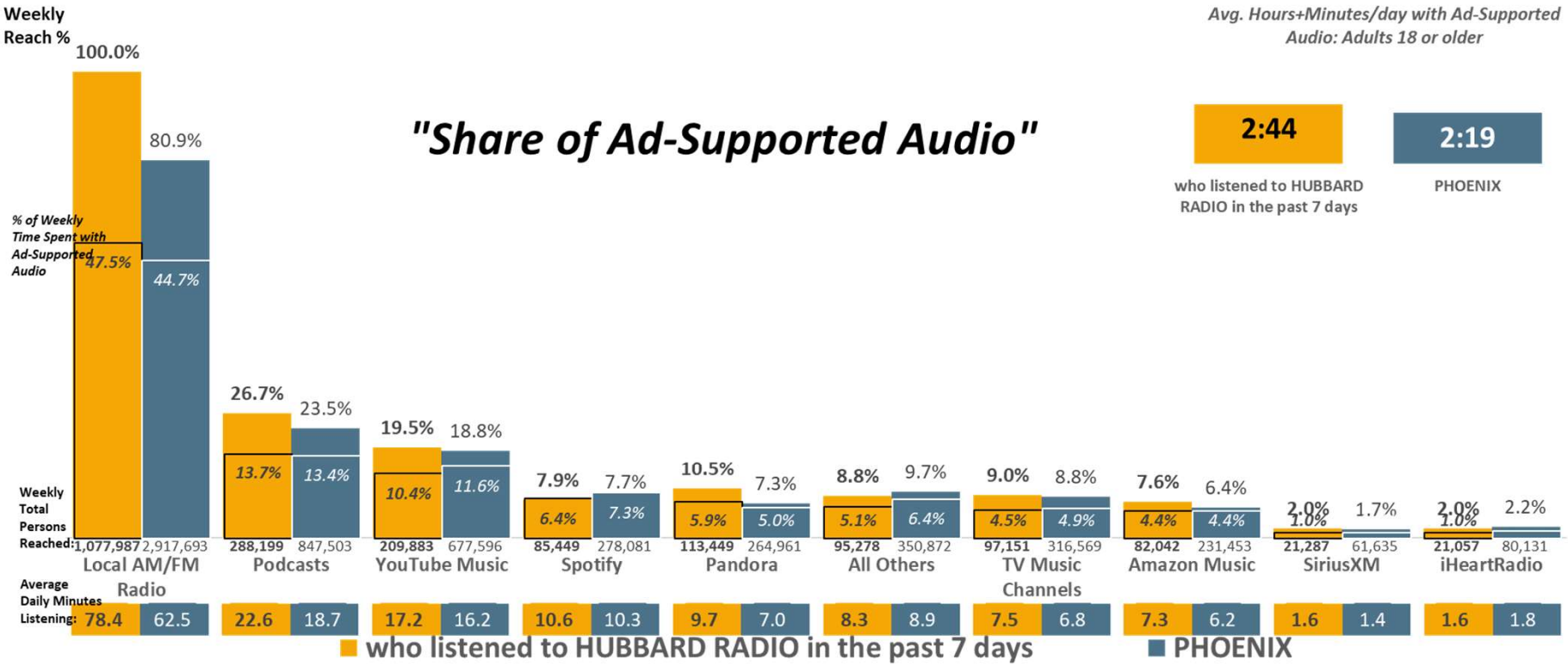
PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 126

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

(Radio Stations: KUPD-FM)

1,077,987 or 100.% of Adults 18 or older who listened to HUBBARD RADIO in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 78.4 minutes every day representing 47.5% of all time spent daily with Ad-Supported Audio.



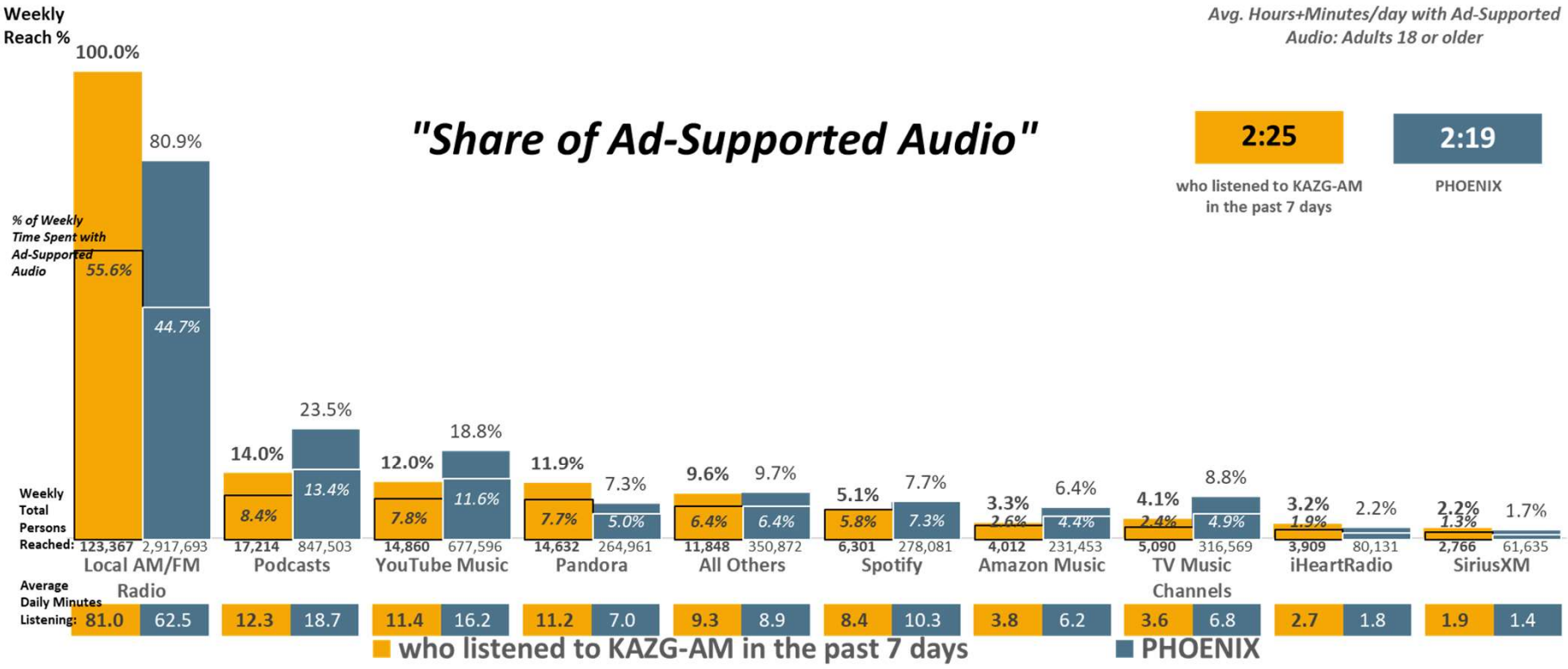
PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 507 PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,891

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

(Radio Stations: KAZG-AM OR Radio Stations: KDKB-FM OR Radio Stations: KSLX-FM OR Radio Stations: KUPD-FM)

123,367 or 100.% of Adults 18 or older who listened to KAZG-AM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 81. minutes every day representing 55.6% of all time spent daily with Ad-Supported Audio.



PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 93 PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,891

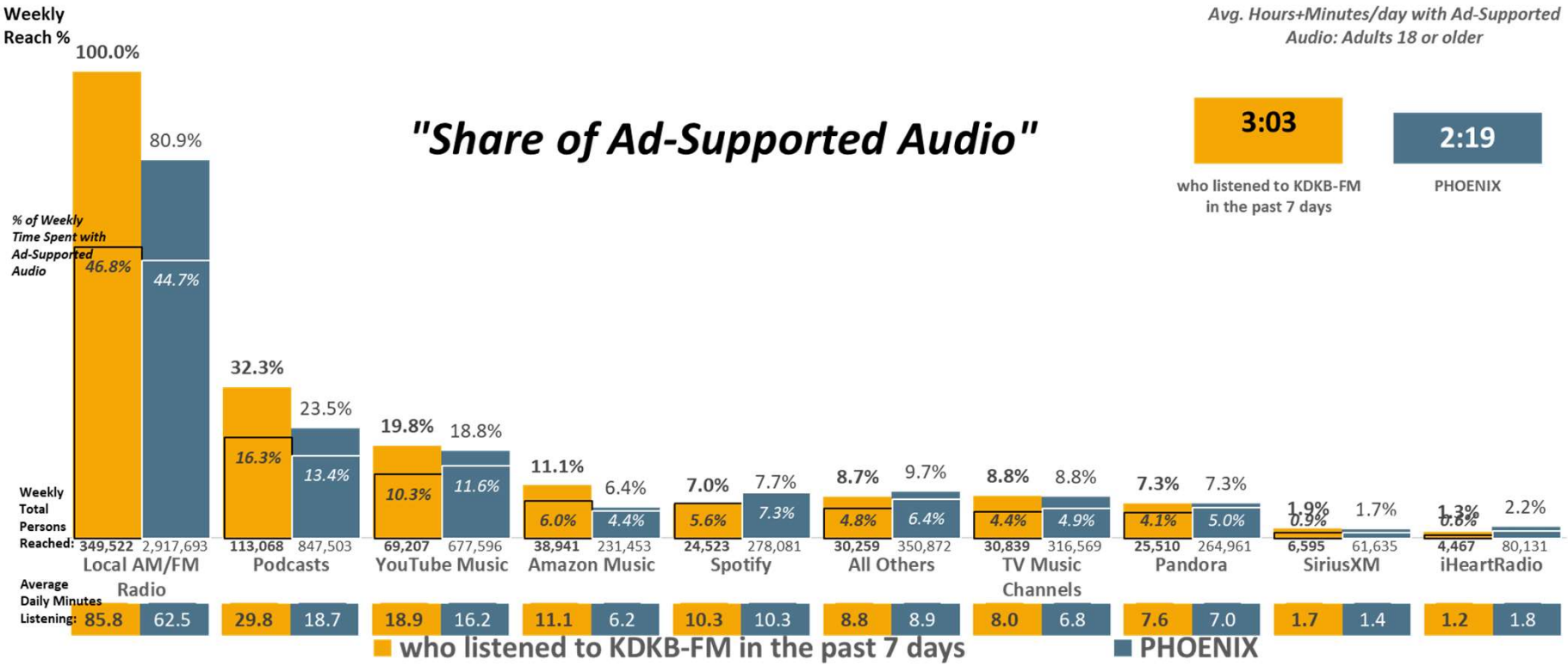
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

(Radio Stations: KAZG-AM)

93.3 ALT★AZ ARIZONA'S ALTERNATIVE

349,522 or 100.% of Adults 18 or older who listened to KDKB-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 85.8 minutes every day representing 46.8% of all time spent daily with Ad-Supported Audio.



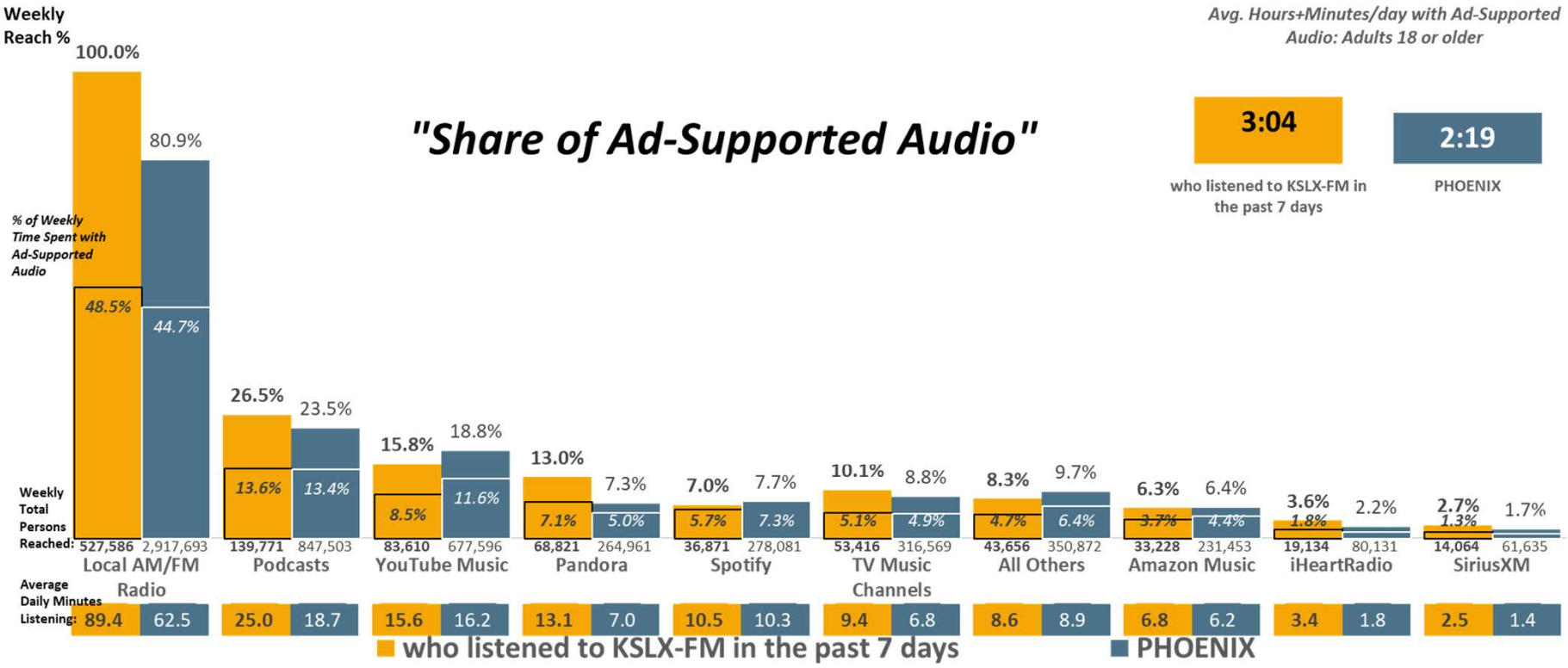
PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 130 PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,891

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

(Radio Stations: KDKB-FM)

527,586 or 100.% of Adults 18 or older who listened to KSLX-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 89.4 minutes every day representing 48.5% of all time spent daily with Ad-Supported Audio.



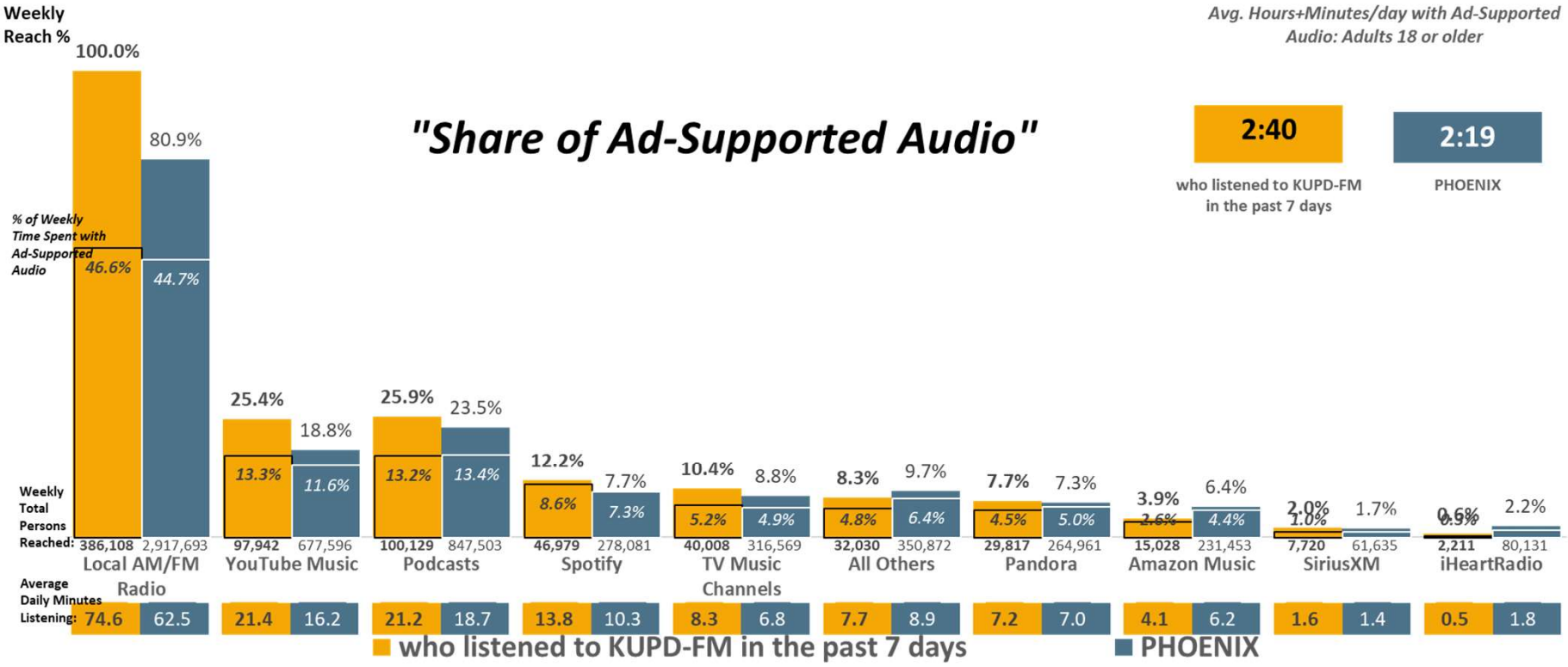
PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 302 PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,891

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

(Radio Stations: KSLX-FM)

386,108 or 100.% of Adults 18 or older who listened to KUPD-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 74.6 minutes every day representing 46.6% of all time spent daily with Ad-Supported Audio.



PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 126 PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,891

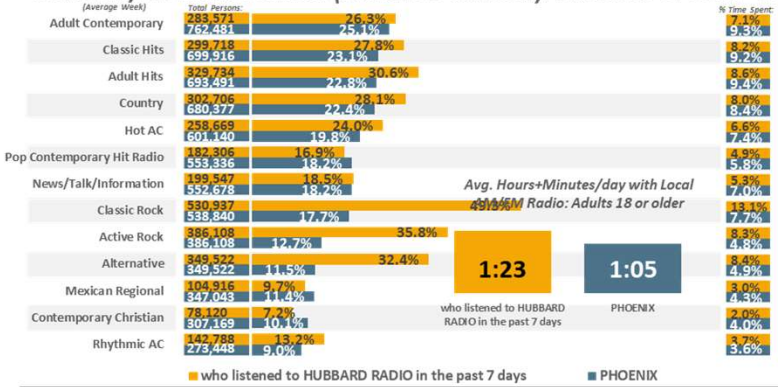
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

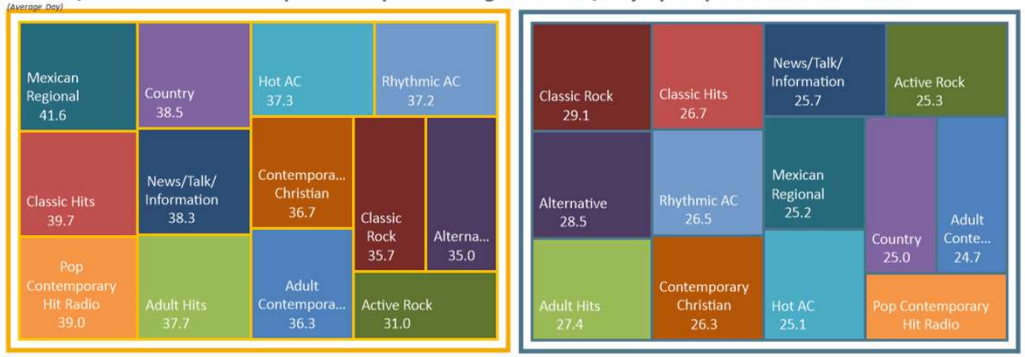
(Radio Stations: KUPD-FM)

1,077,987 or 100.% of Adults 18 or older who listened to HUBBARD RADIO in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Rock, Active Rock, Alternative, Adult Hits, and Country.

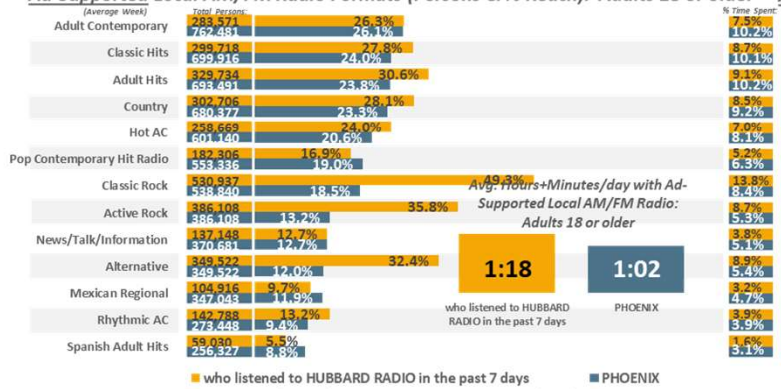
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



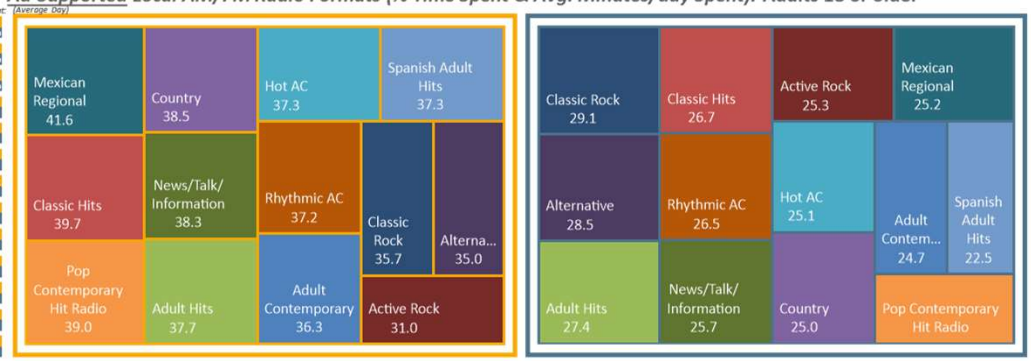
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 507

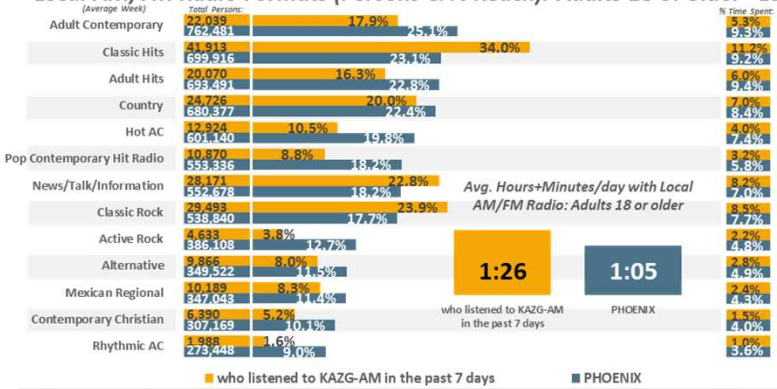
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

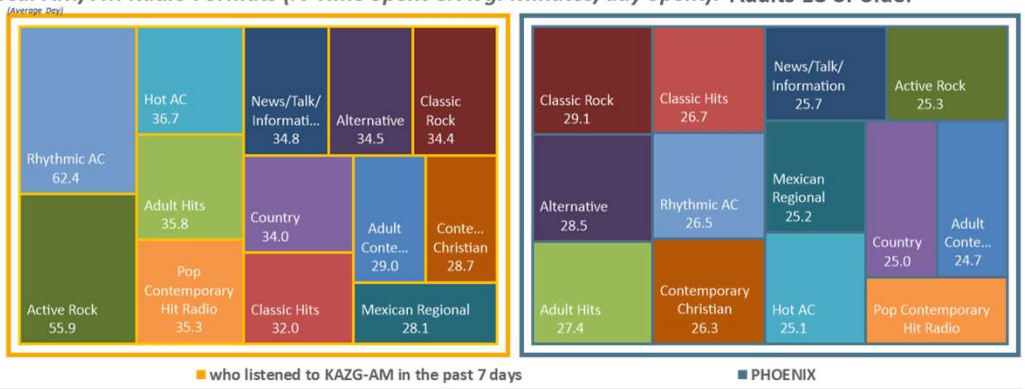
(Radio Stations: KAZG-AM OR Radio Stations: KDKB-FM OR Radio Stations: KSLX-FM OR Radio Stations: KUPD-FM)

123,367 or 100.% of Adults 18 or older who listened to KAZG-AM in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Oldies, Classic Hits, Classic Rock, Country, and Adult Contemporary.

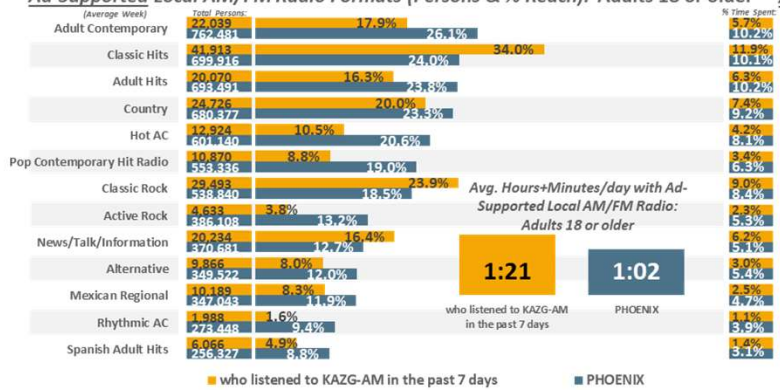
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



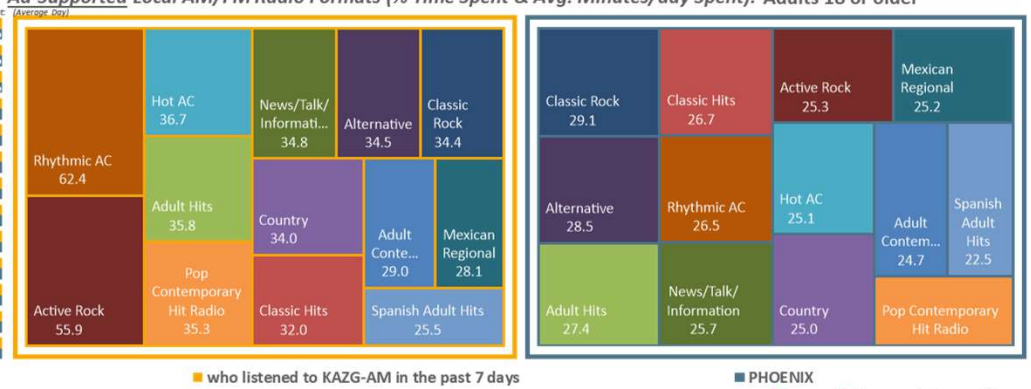
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 93

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

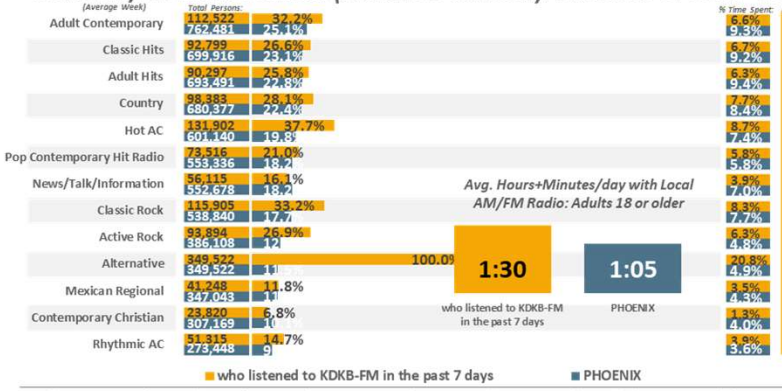
soefa.ai Share of Everything for Anything

(Radio Stations: KAZG-AM)

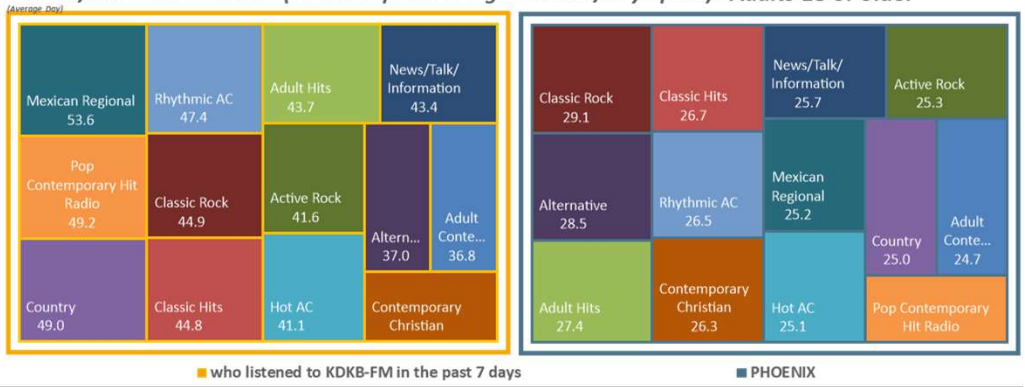
93·3 ALT ★ AZ ARIZONA'S ALTERNATIVE

349,522 or 100.% of Adults 18 or older who listened to KDKB-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Alternative, Hot AC, Classic Rock, Adult Contemporary, and Country.

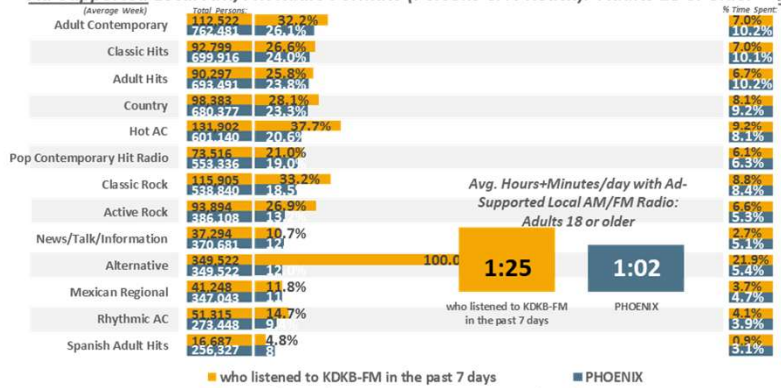
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



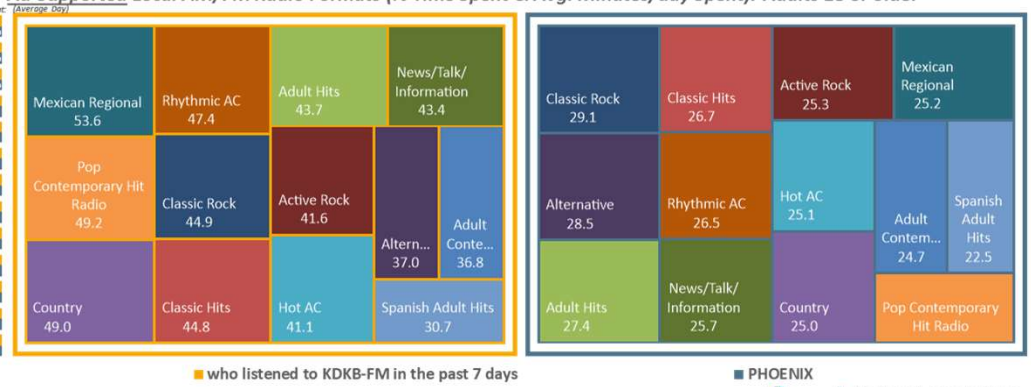
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 130

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

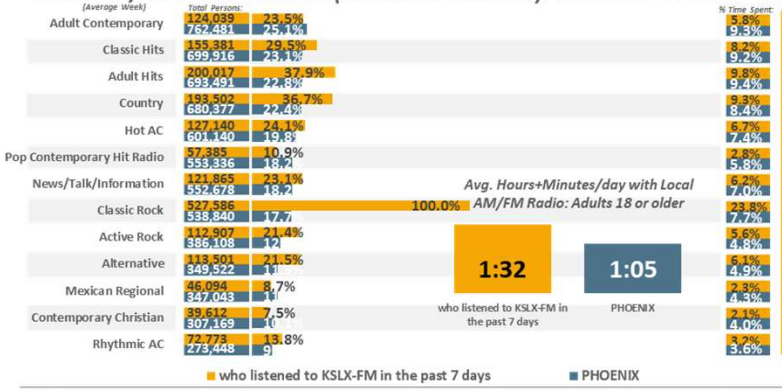
soefa.ai Share of Everything for Anything

(Radio Stations: KDKB-FM)

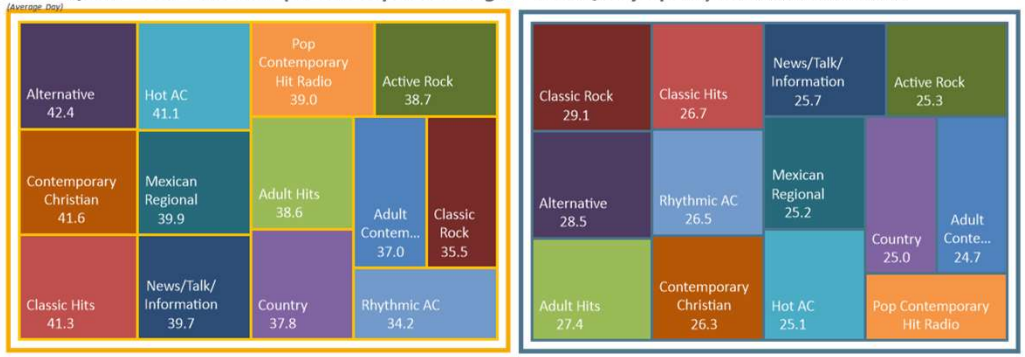
100.7 FM KSLX CLASSIC ROCK

527,586 or 100.% of Adults 18 or older who listened to KSLX-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Rock, Adult Hits, Country, Classic Hits, and Hot AC.

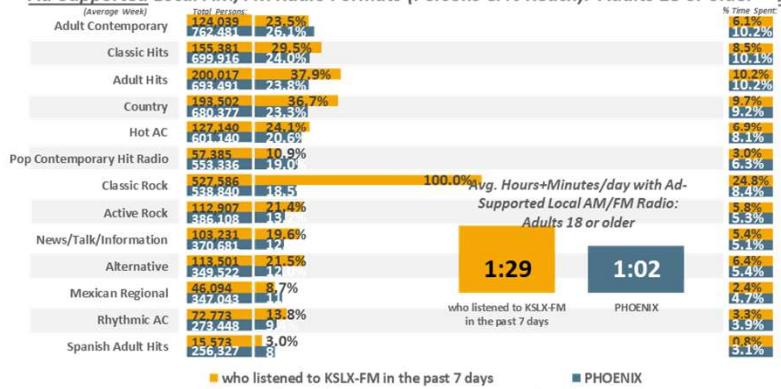
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



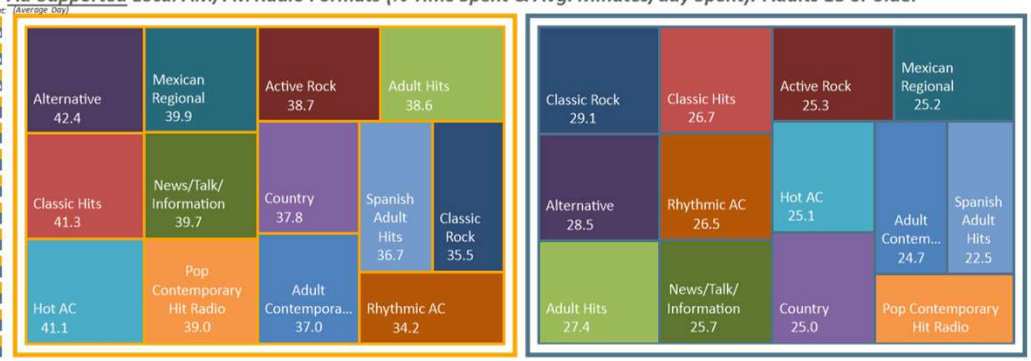
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 302

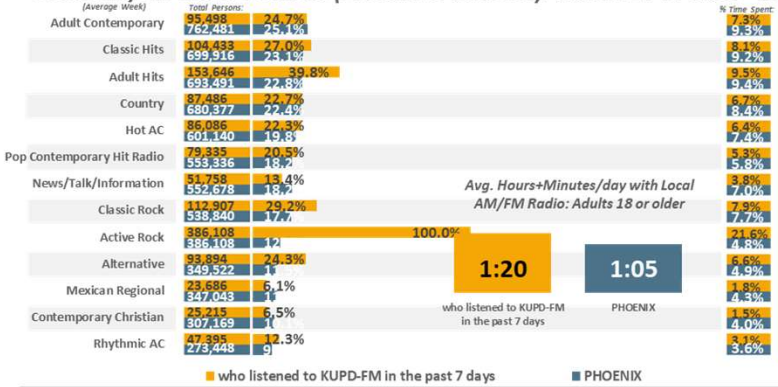
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

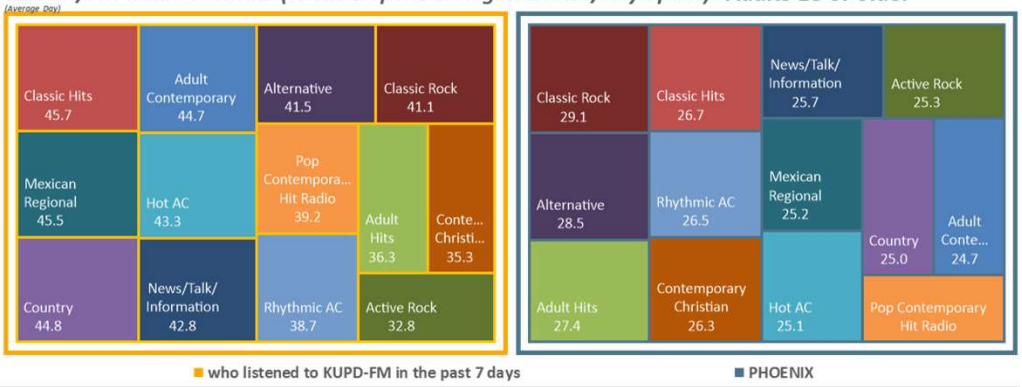
(Radio Stations: KSLX-FM)

386,108 or 100.% of Adults 18 or older who listened to KUPD-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Active Rock, Adult Hits, Classic Rock, Classic Hits, and Adult Contemporary.

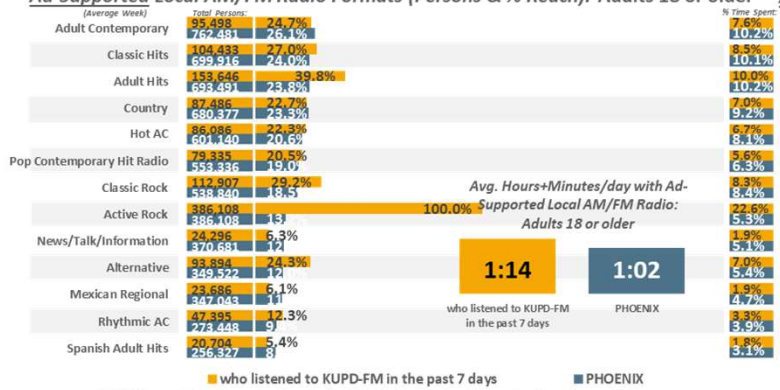
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



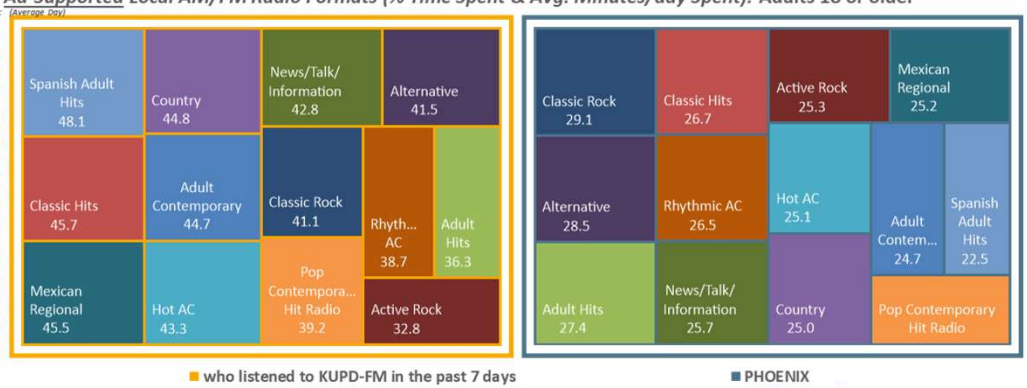
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 126

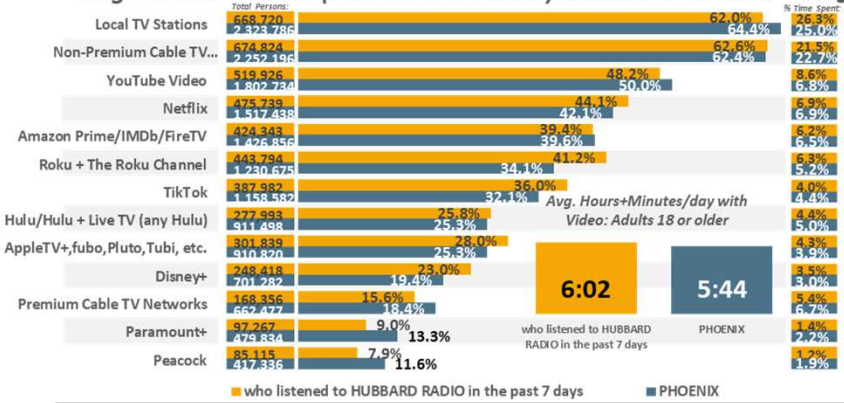
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

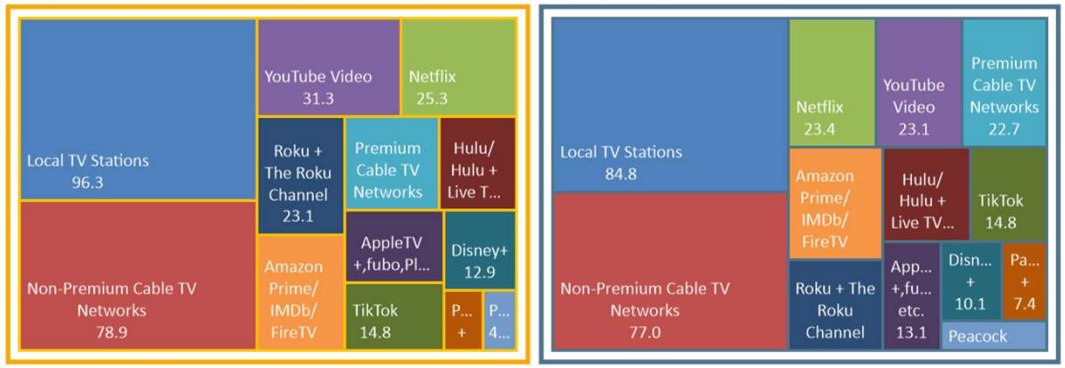
(Radio Stations: KUPD-FM)

663,222 or 61.5% of Adults 18 or older who listened to HUBBARD RADIO in the past 7 days watch Ad-Supported Local TV Stations for an average of 93.5 minutes every day representing 32.% of all time spent daily with Ad-Supported Video.

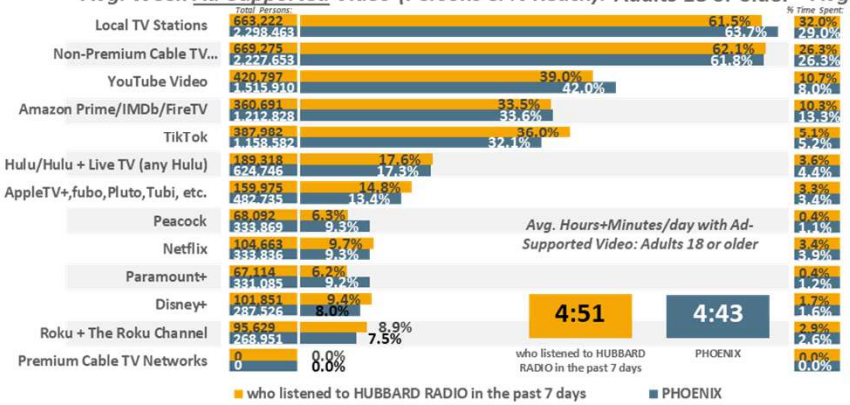
Avg. Week All Video (Persons & % Reach): Adults 18 or older



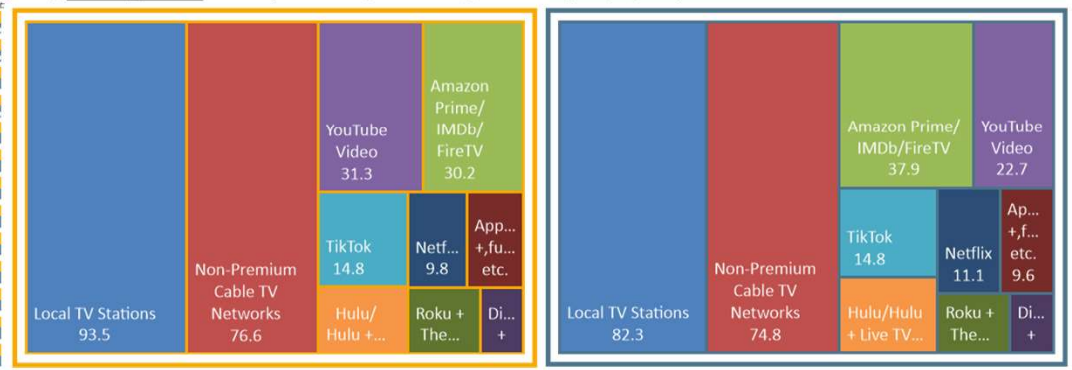
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 507

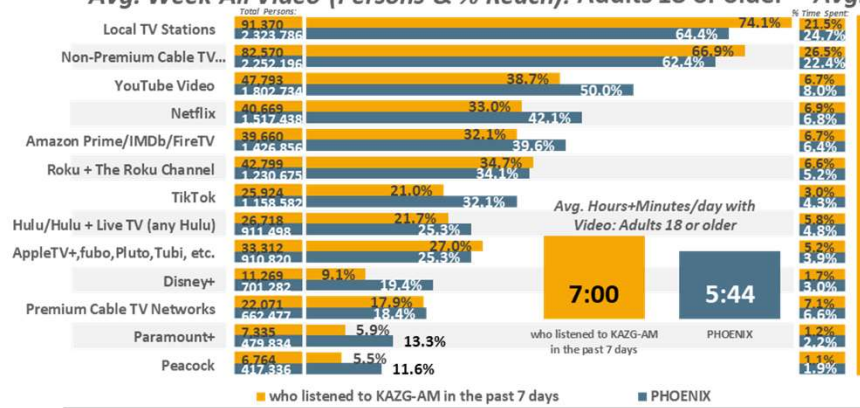
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

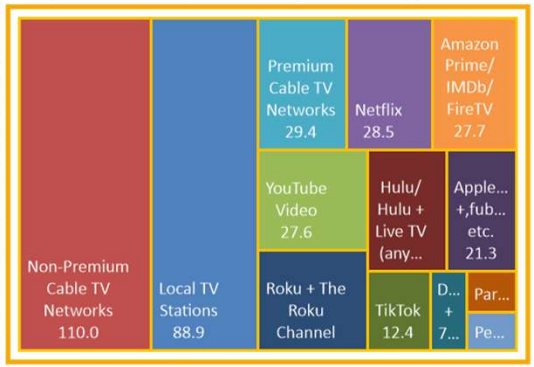
(Radio Stations: KAZG-AM OR Radio Stations: KDKB-FM OR Radio Stations: KSLX-FM OR Radio Stations: KUPD-FM)

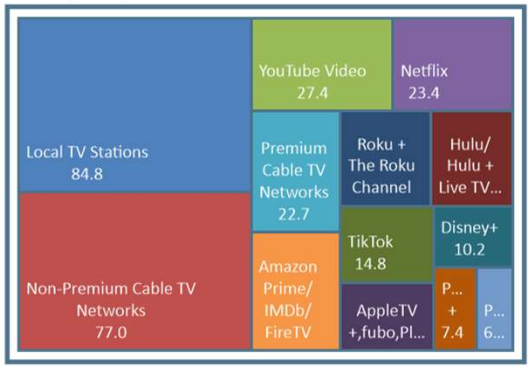
89,428 or 72.5% of Adults 18 or older who listened to KAZG-AM in the past 7 days watch Ad-Supported Local TV Stations for an average of 84.5 minutes every day representing 24.9% of all time spent daily with Ad-Supported Video.

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

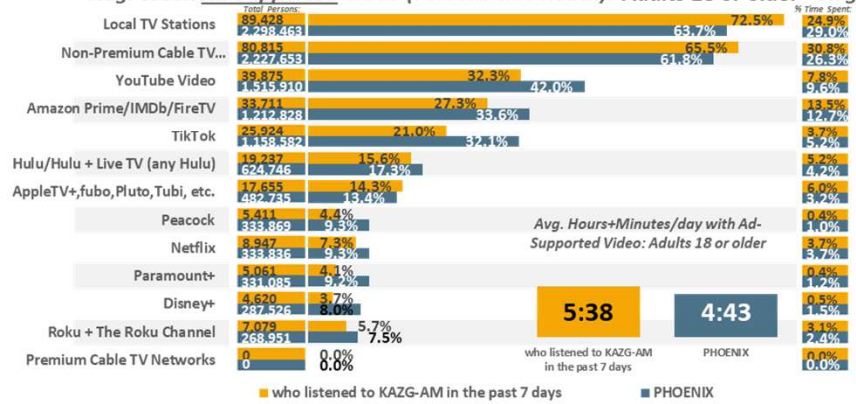


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

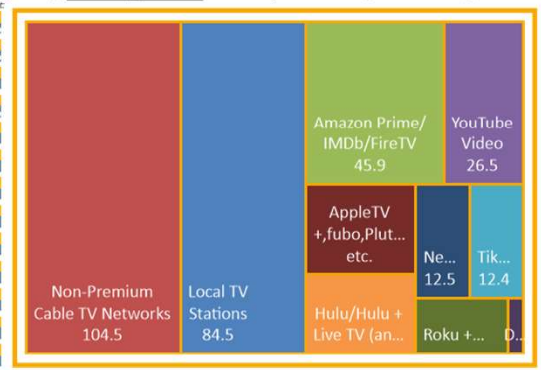


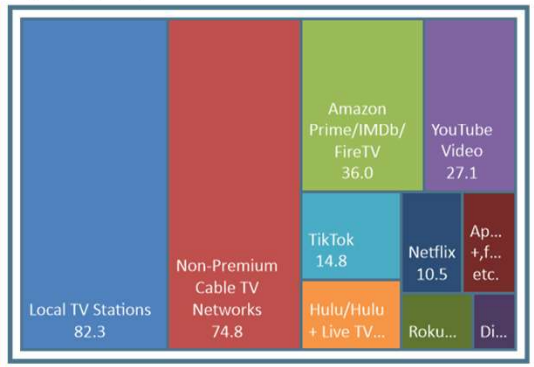


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



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





PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 93

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

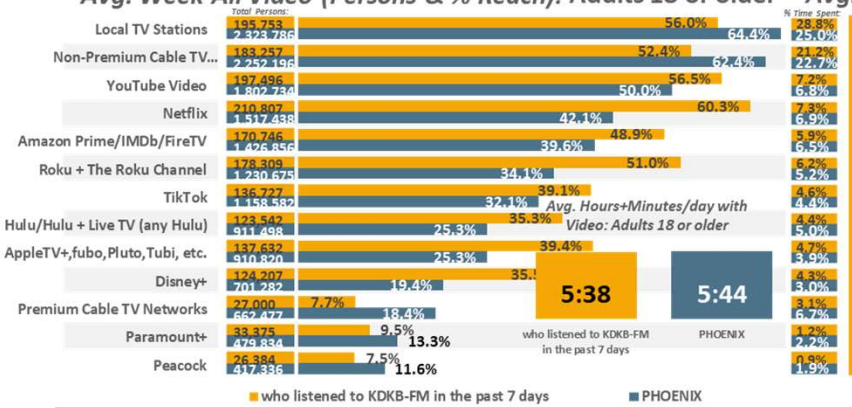
soefa.ai Share of Everything for Anything ©

(Radio Stations: KAZG-AM)

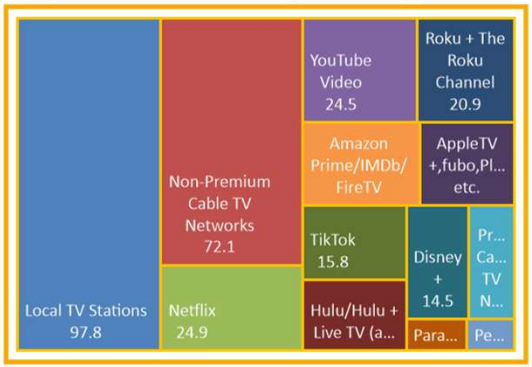
93.3 ALT ★ AZ ARIZONA'S ALTERNATIVE

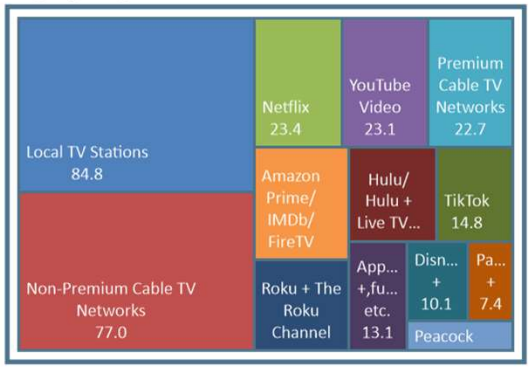
194,091 or 55.5% of Adults 18 or older who listened to KDKB-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 96. minutes every day representing 35.1% of all time spent daily with Ad-Supported Video.

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

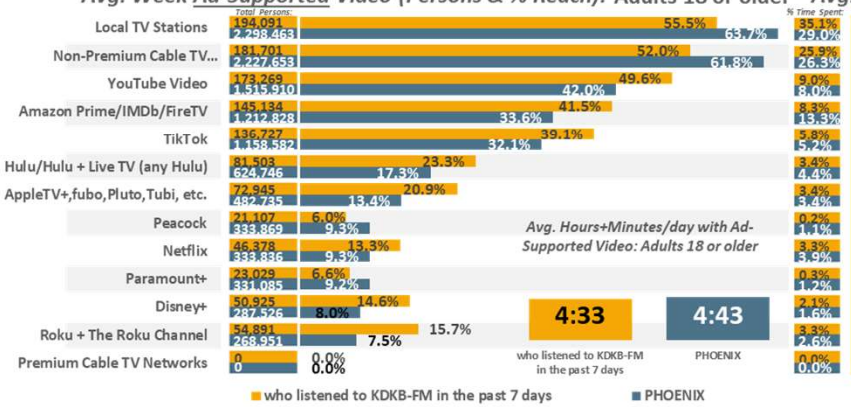


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

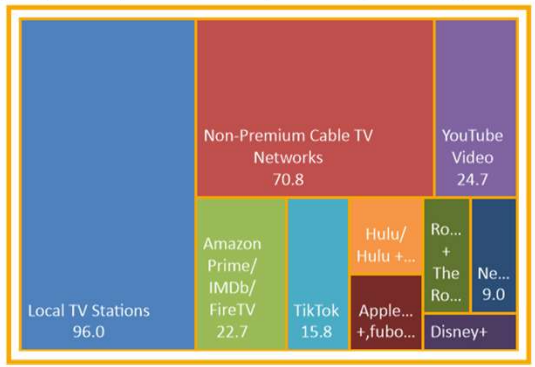


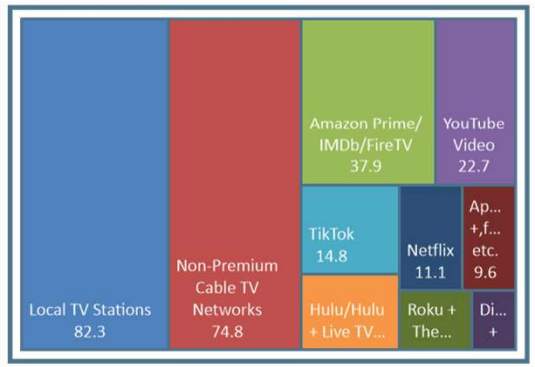


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



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





PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 130

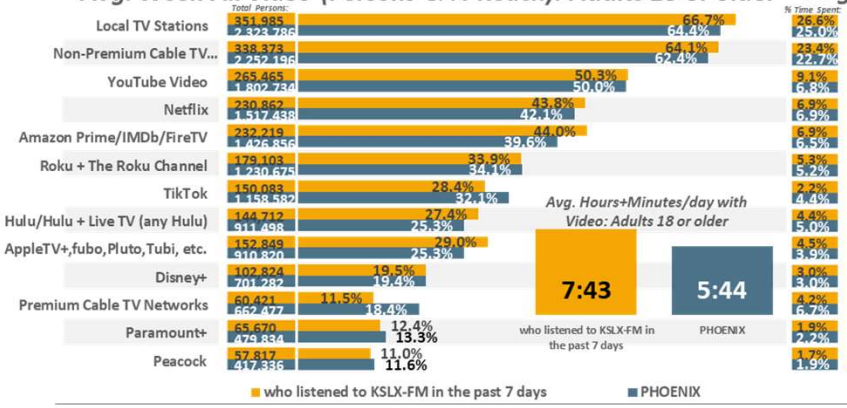
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

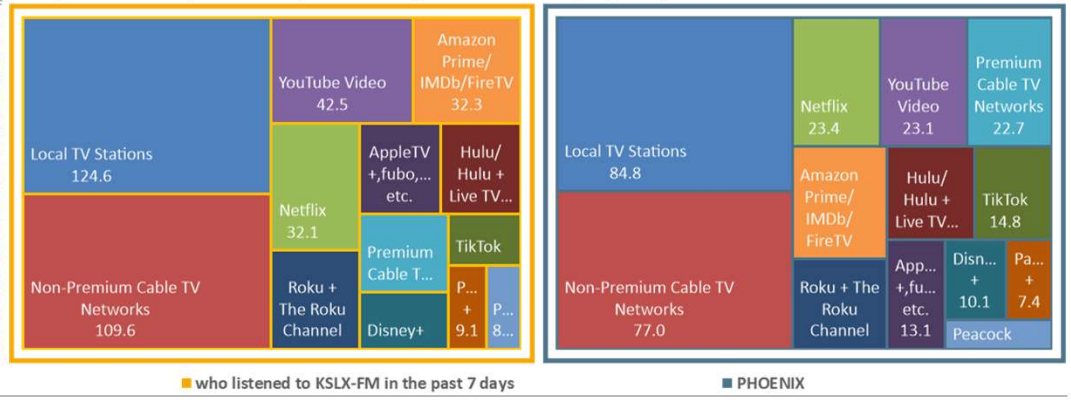
(Radio Stations: KDKB-FM)

350,126 or 66.4% of Adults 18 or older who listened to KSLX-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 122.1 minutes every day representing 32.3% of all time spent daily with Ad-Supported Video.

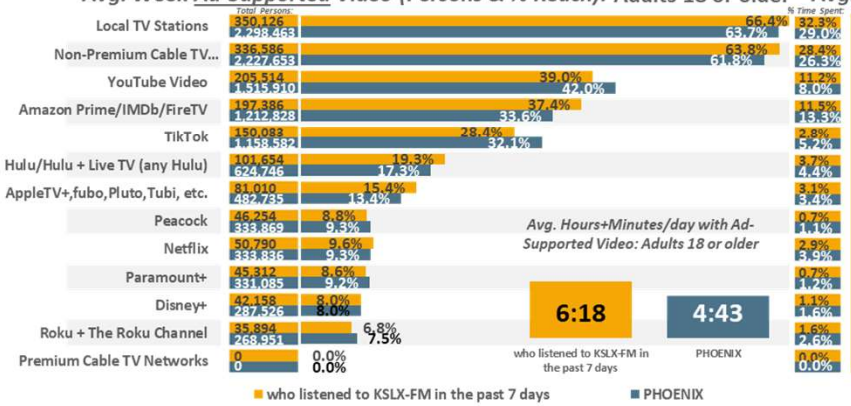
Avg. Week All Video (Persons & % Reach): Adults 18 or older



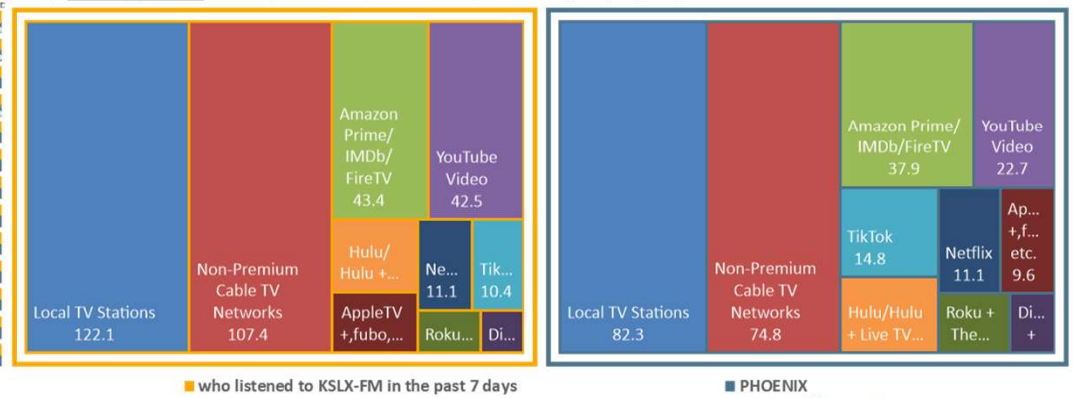
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 302

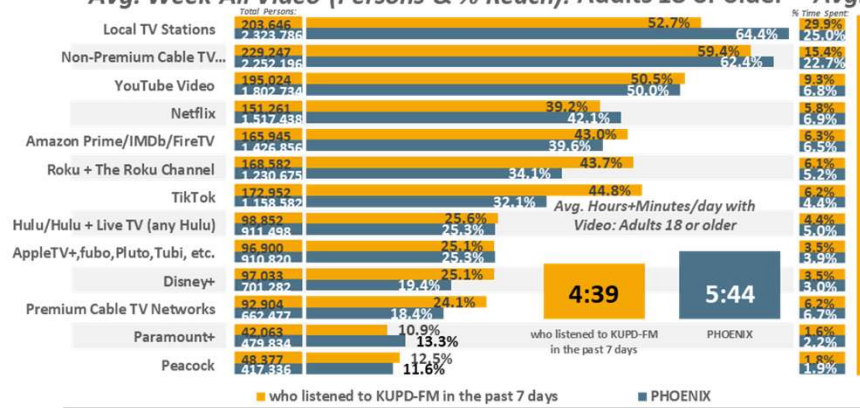
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

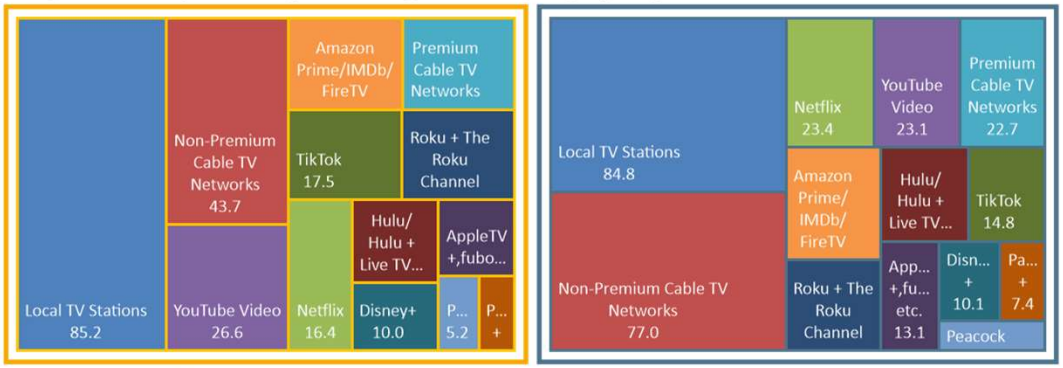
(Radio Stations: KSLX-FM)

201,678 or 52.2% of Adults 18 or older who listened to KUPD-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 81.1 minutes every day representing 35.8% of all time spent daily with Ad-Supported Video.

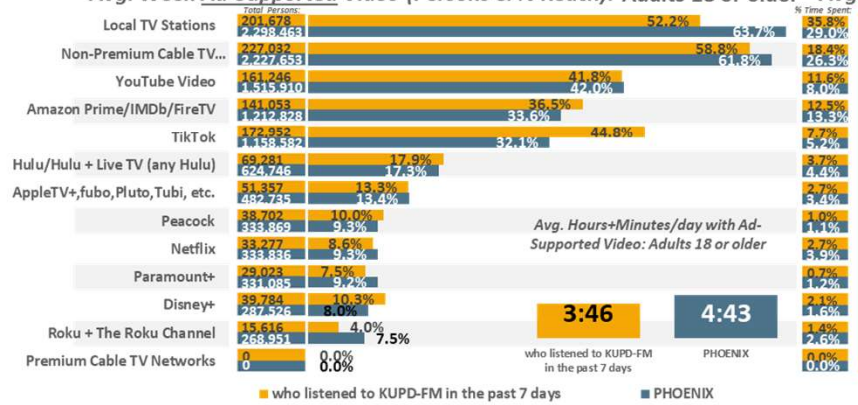
Avg. Week All Video (Persons & % Reach): Adults 18 or older



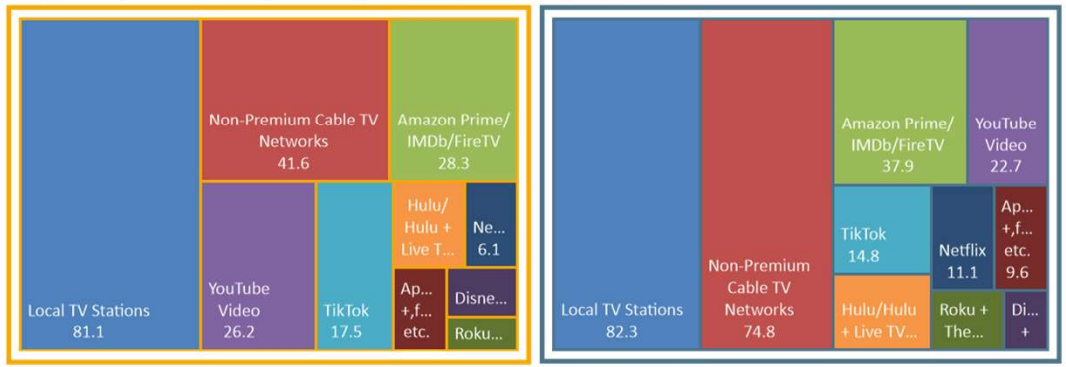
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



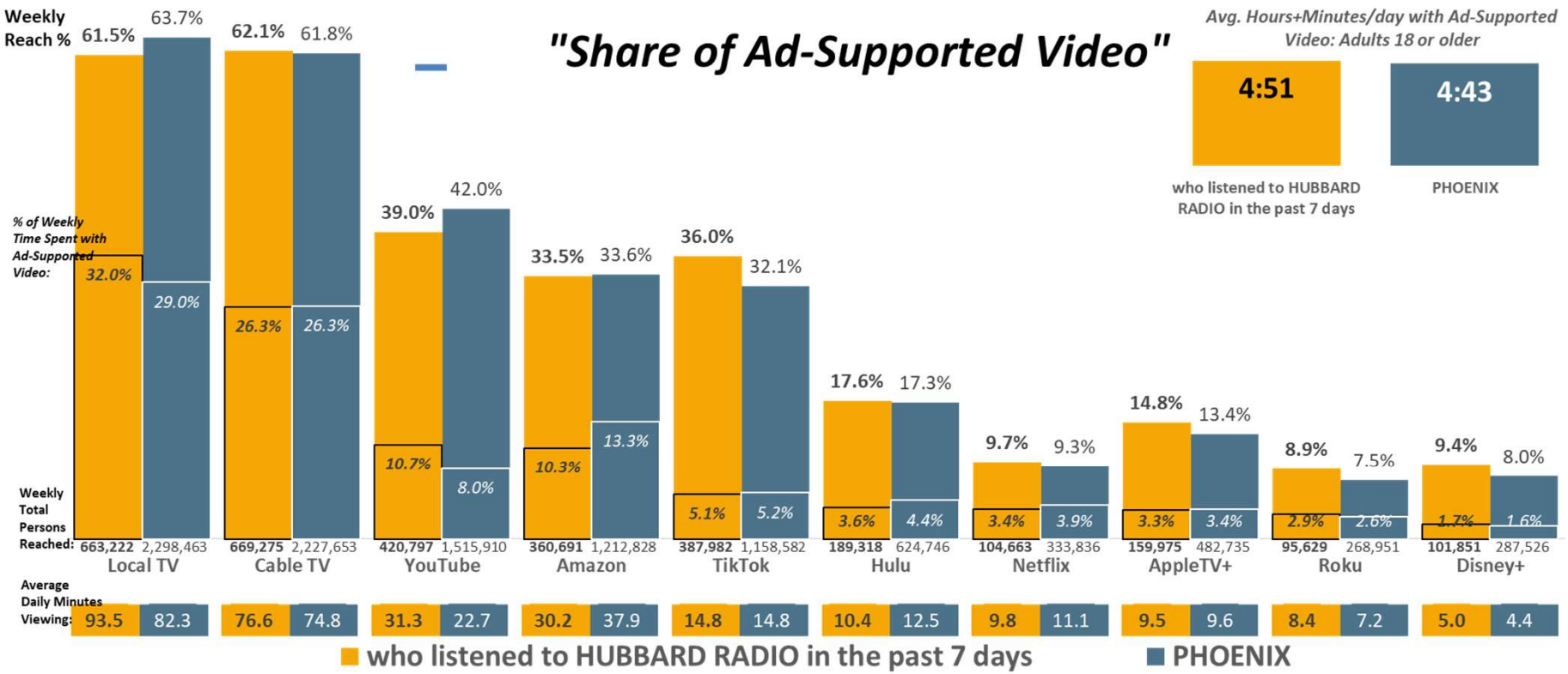
PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 126

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

(Radio Stations: KUPD-FM)

663,222 or 61.5% of Adults 18 or older who listened to HUBBARD RADIO in the past 7 days watch Ad-Supported Local TV Stations for an average of 93.5 minutes every day representing 32.% of all time spent daily with Ad-Supported Video.



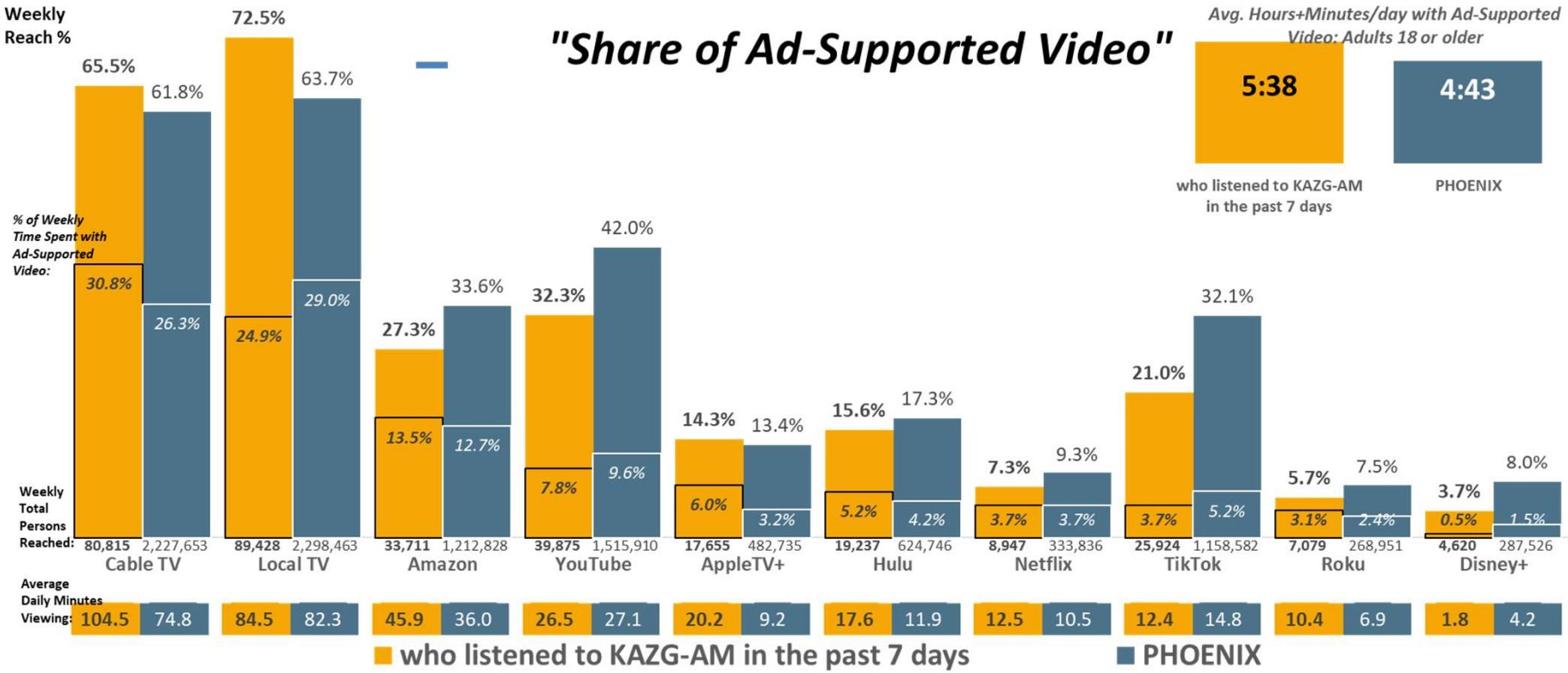
PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 507 PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,891

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

(Radio Stations: KAZG-AM OR Radio Stations: KDKB-FM OR Radio Stations: KSLX-FM OR Radio Stations: KUPD-FM)

89,428 or 72.5% of Adults 18 or older who listened to KAZG-AM in the past 7 days watch Ad-Supported Local TV Stations for an average of 84.5 minutes every day representing 24.9% of all time spent daily with Ad-Supported Video.



PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 93 PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,891

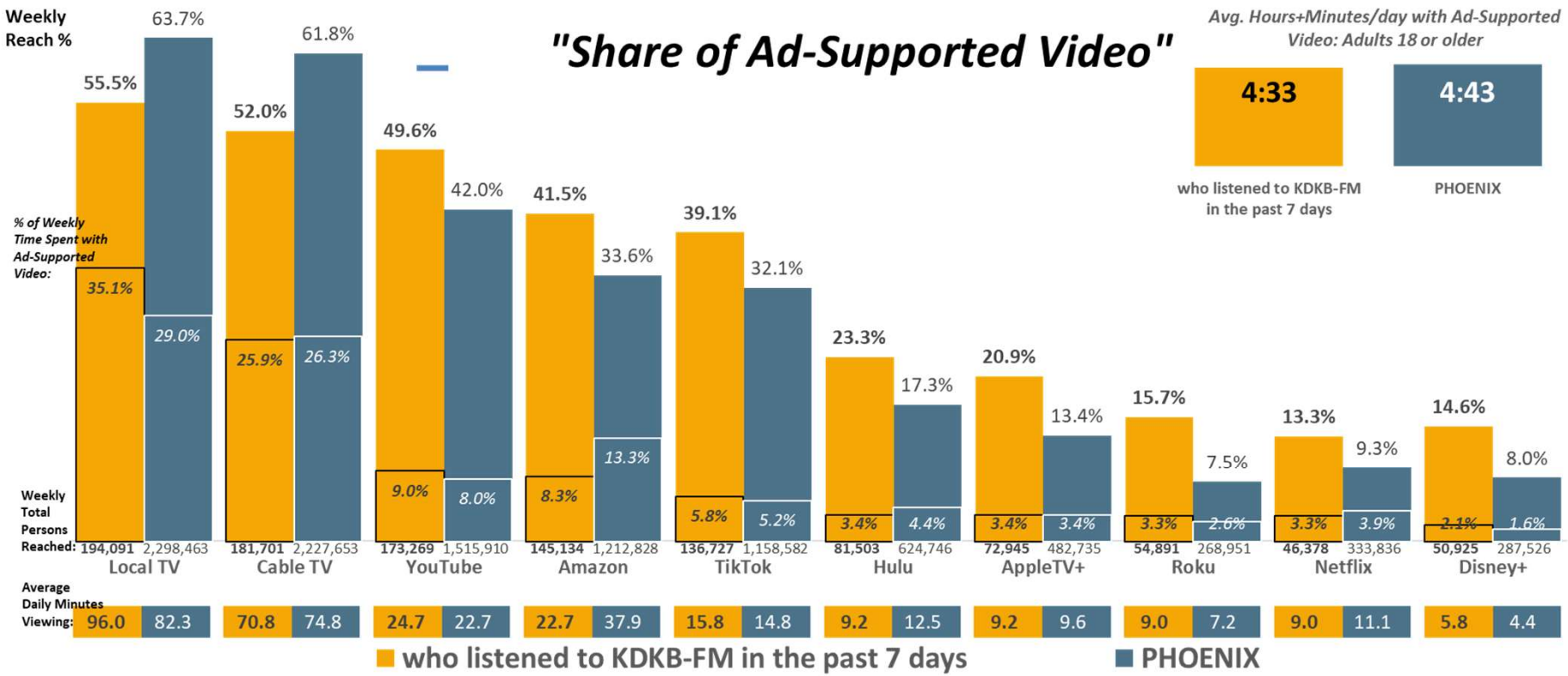
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

(Radio Stations: KAZG-AM)

93·3 ALT★AZ ARIZONA'S ALTERNATIVE

194,091 or 55.5% of Adults 18 or older who listened to KDKB-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 96. minutes every day representing 35.1% of all time spent daily with Ad-Supported Video.



PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 130 PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,891

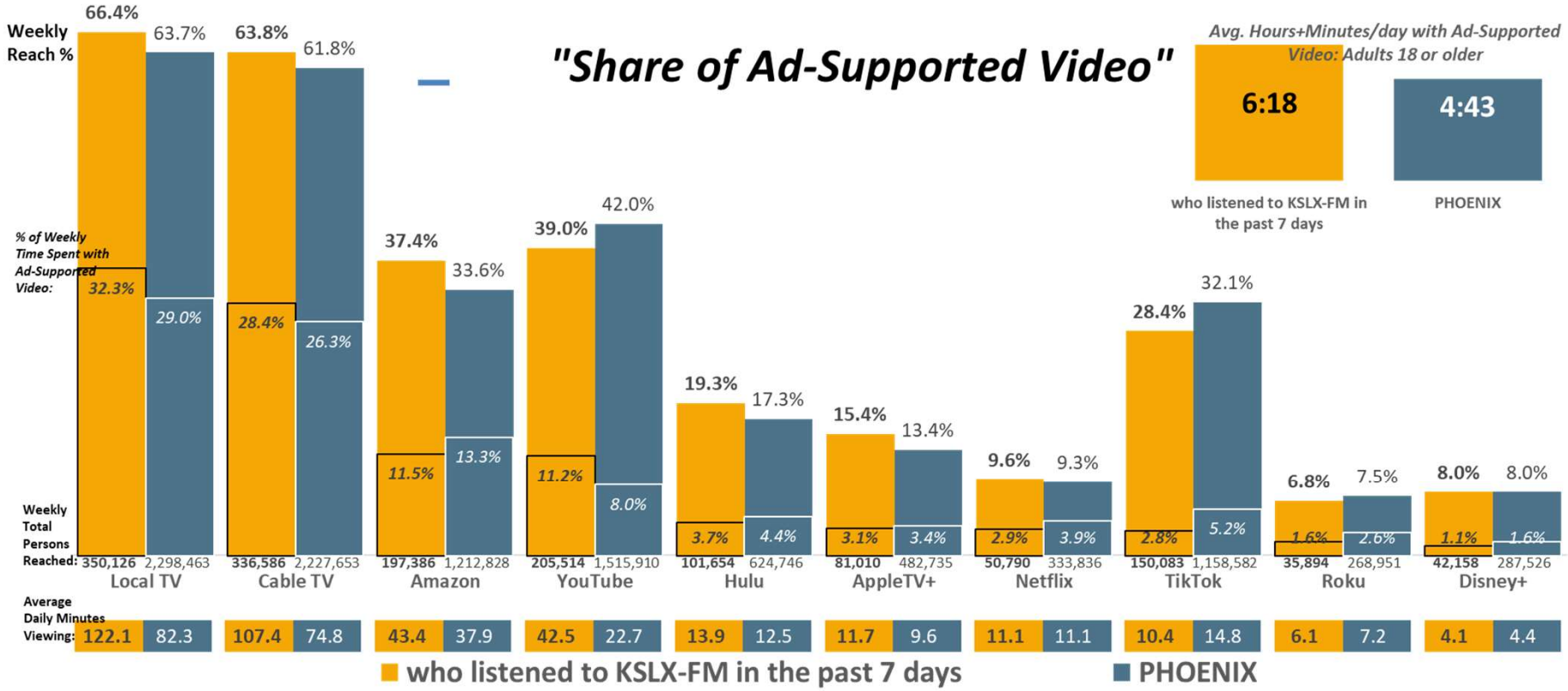
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

(Radio Stations: KDKB-FM)

100.7 FM KSLX CLASSIC ROCK

350,126 or 66.4% of Adults 18 or older who listened to KSLX-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 122.1 minutes every day representing 32.3% of all time spent daily with Ad-Supported Video.



PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 302 PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,891

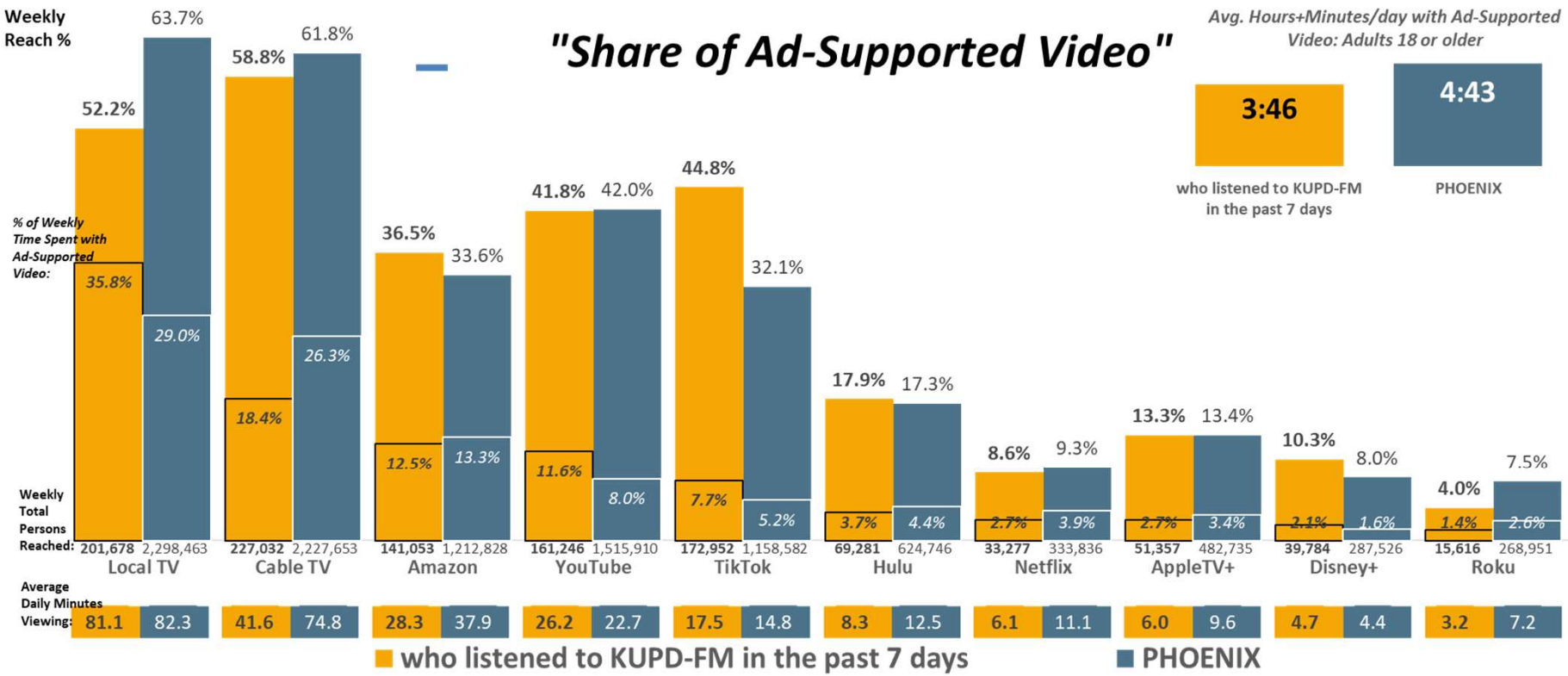
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

(Radio Stations: KSLX-FM)

98KUPD ARIZONA'S REAL ROCK

201,678 or 52.2% of Adults 18 or older who listened to KUPD-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 81.1 minutes every day representing 35.8% of all time spent daily with Ad-Supported Video.



PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 126 PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,891

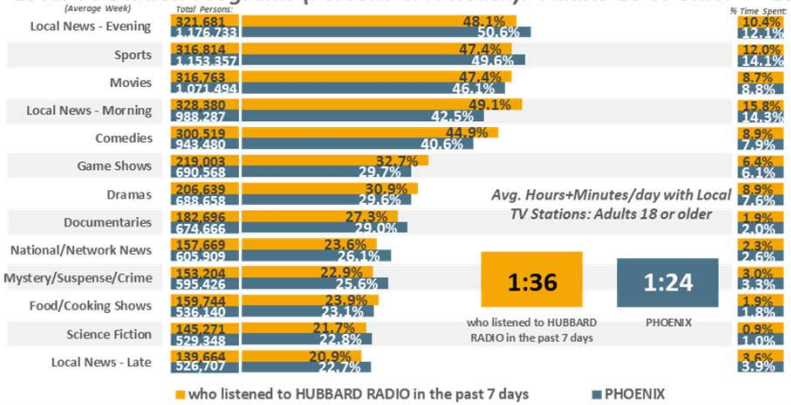
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

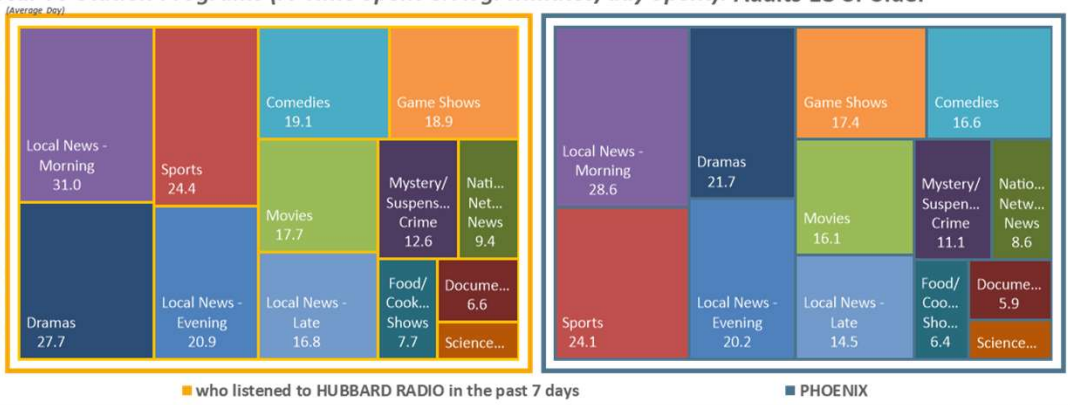
(Radio Stations: KUPD-FM)

663,222 or 61.5% of Adults 18 or older who listened to HUBBARD RADIO in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Morning, Local News - Evening, Sports, Movies, Comedies, and Game Shows.

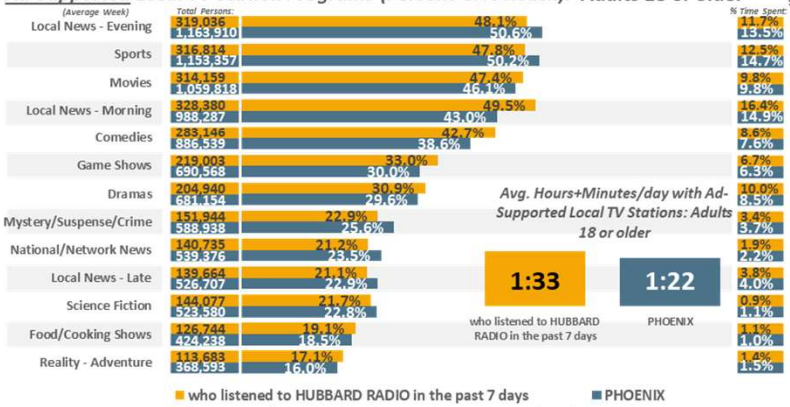
Local TV Station Programs (Persons & % Reach): Adults 18 or older



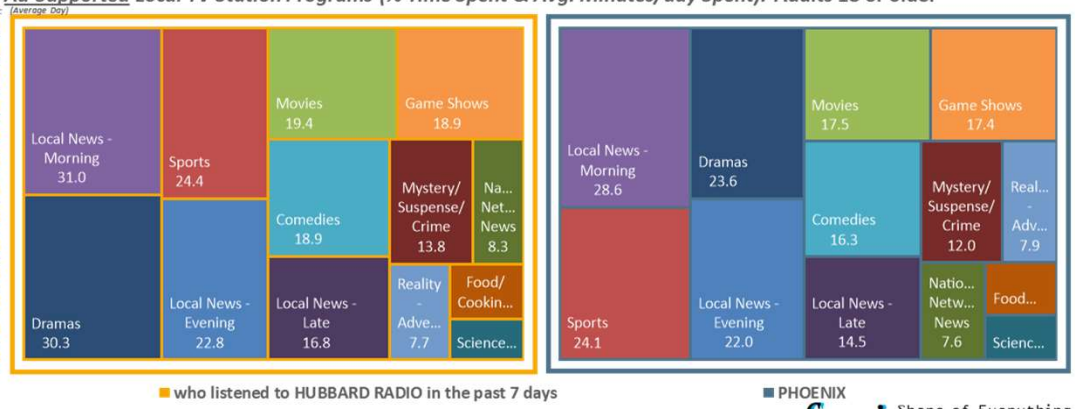
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 507

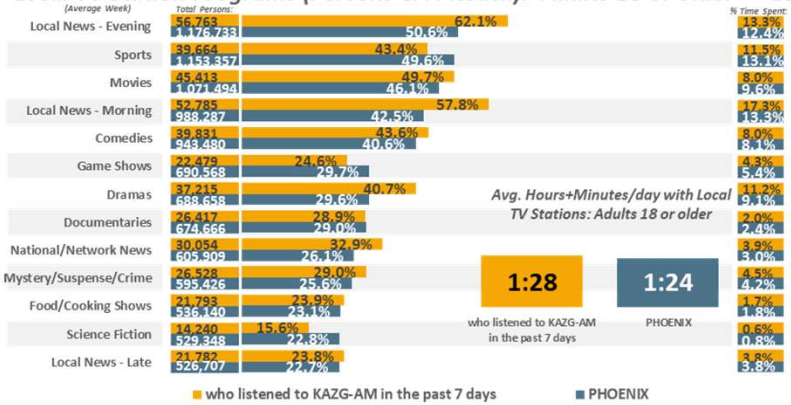
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

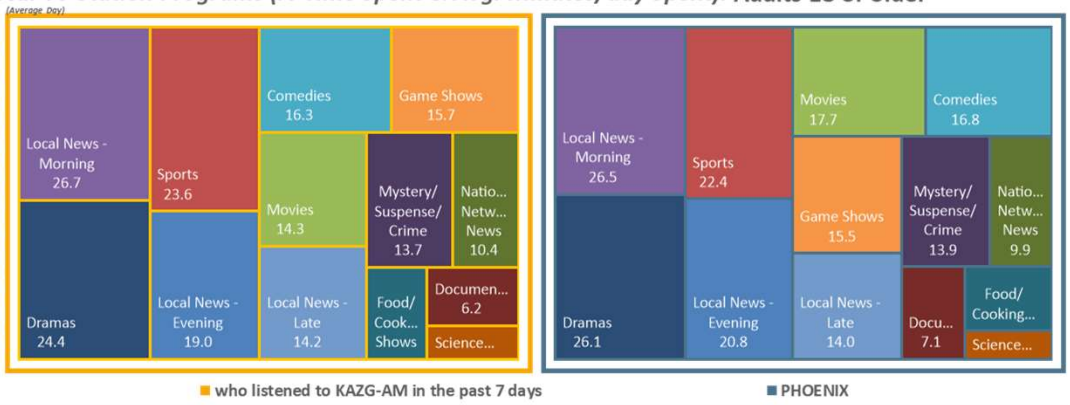
(Radio Stations: KAZG-AM OR Radio Stations: KDKB-FM OR Radio Stations: KSLX-FM OR Radio Stations: KUPD-FM)

89,428 or 72.5% of Adults 18 or older who listened to KAZG-AM in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Local News - Morning, Movies, Sports, Comedies, and Dramas.

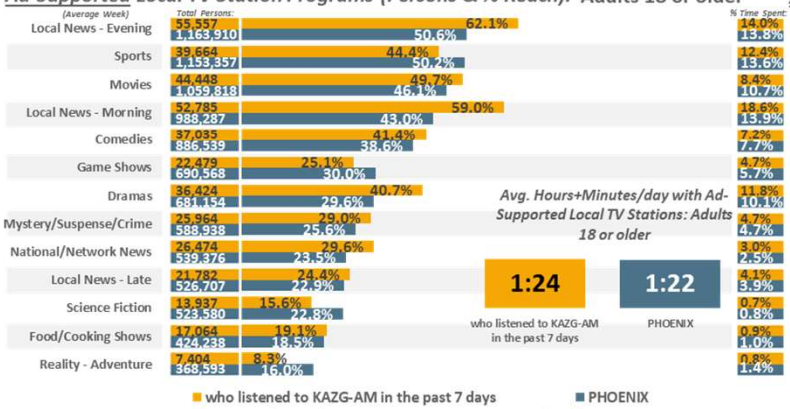
Local TV Station Programs (Persons & % Reach): Adults 18 or older



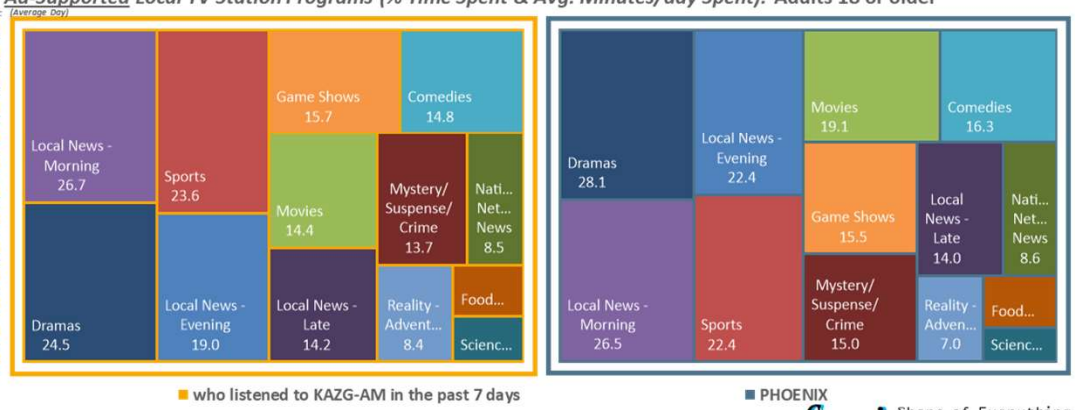
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 93

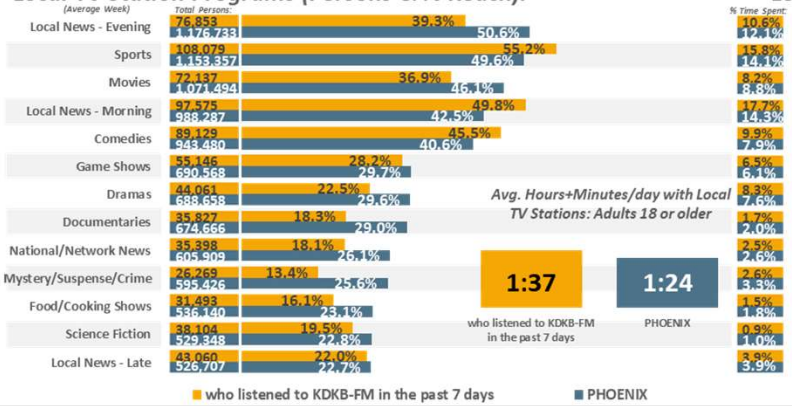
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

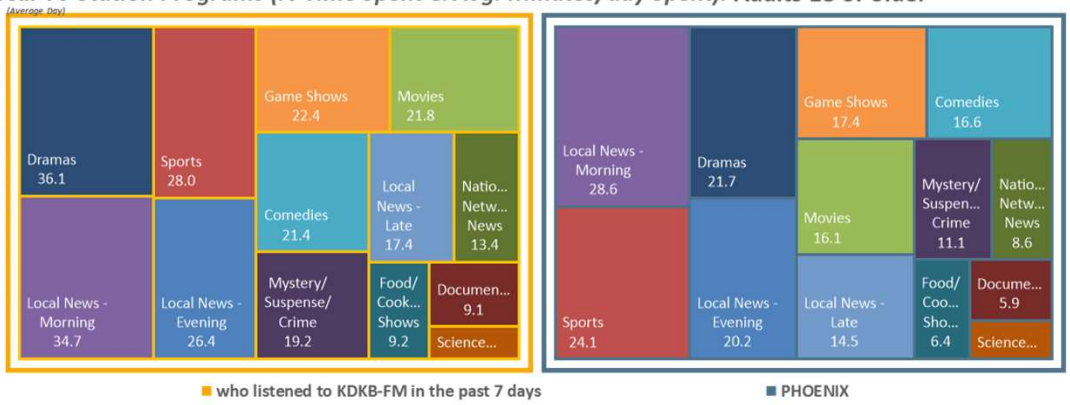
(Radio Stations: KAZG-AM)

194,091 or 55.5% of Adults 18 or older who listened to KDKB-FM in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Morning, Comedies, Local News - Evening, Movies, and Game Shows.

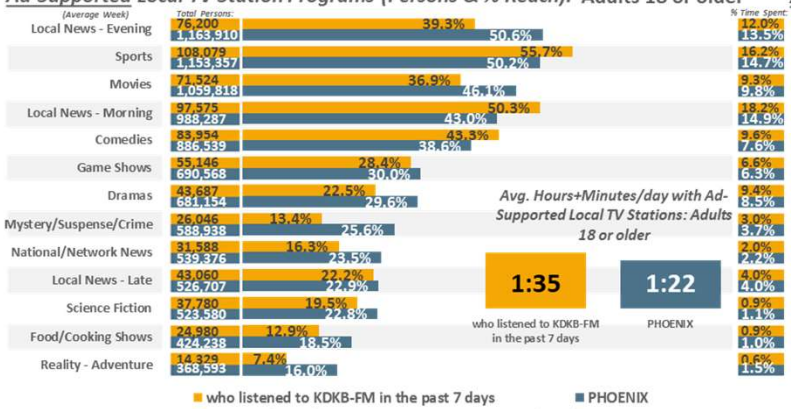
Local TV Station Programs (Persons & % Reach): Adults 18 or older



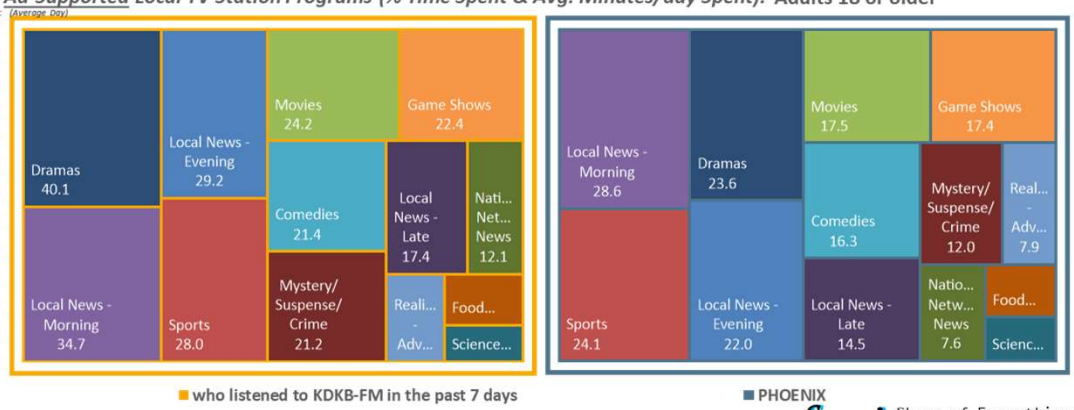
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 130

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

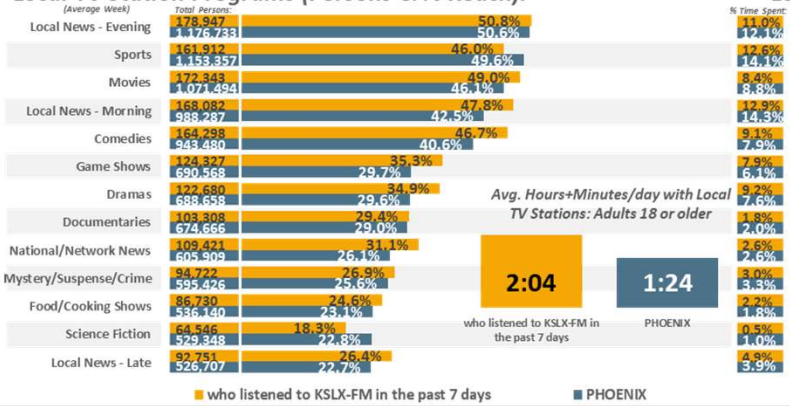
soefa.ai Share of Everything for Anything ©

(Radio Stations: KDKB-FM)

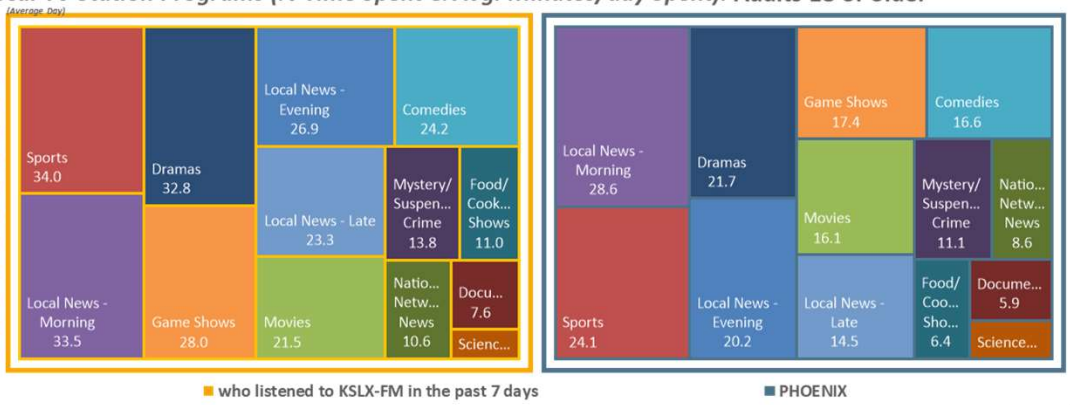
100.7 FM KSLX CLASSIC ROCK

350,126 or 66.4% of Adults 18 or older who listened to KSLX-FM in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Movies, Local News - Morning, Sports, Comedies, and Game Shows.

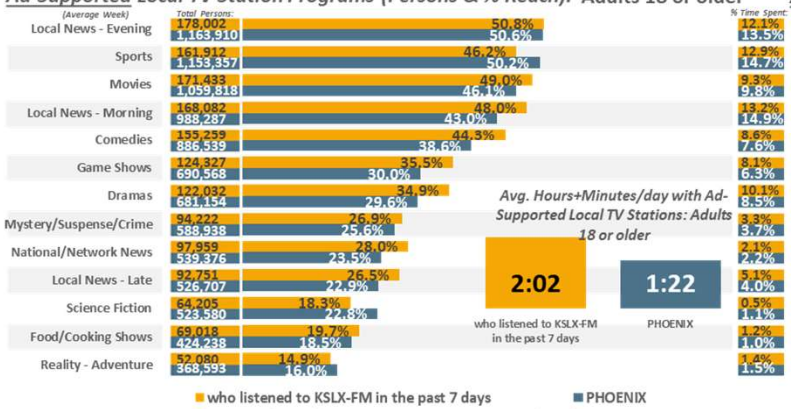
Local TV Station Programs (Persons & % Reach): Adults 18 or older



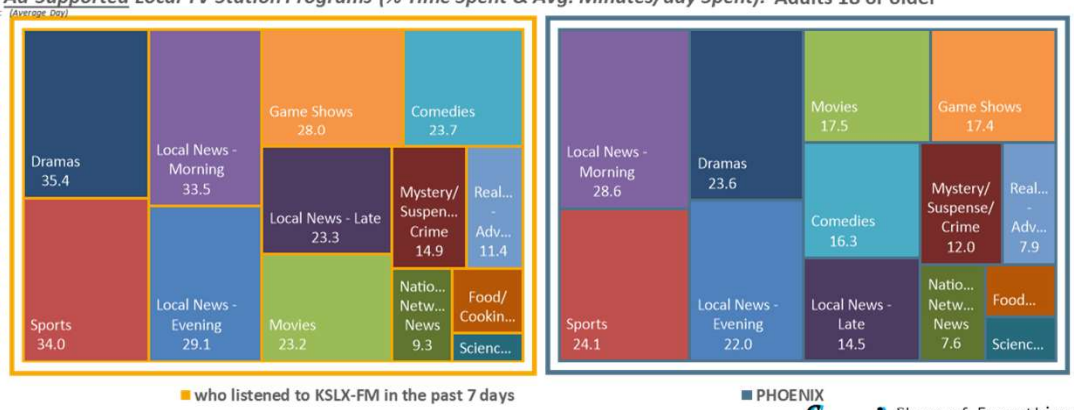
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 302

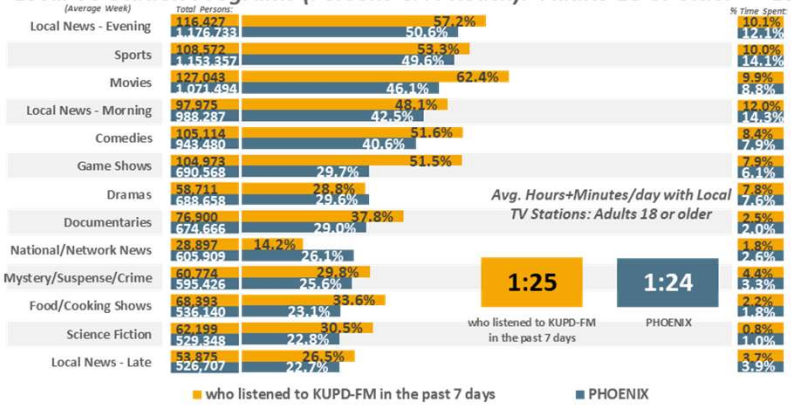
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

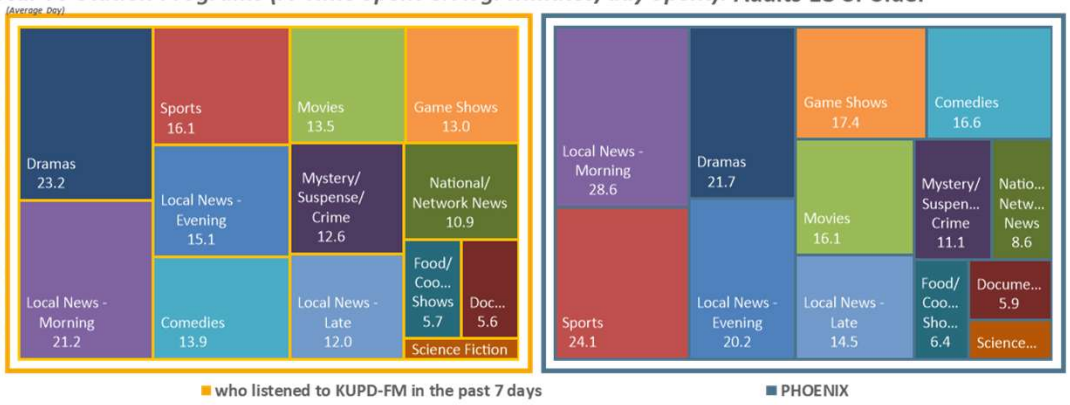
(Radio Stations: KSLX-FM)

201,678 or 52.2% of Adults 18 or older who listened to KUPD-FM in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Movies, Local News - Evening, Sports, Game Shows, Comedies, and Local News - Morning.

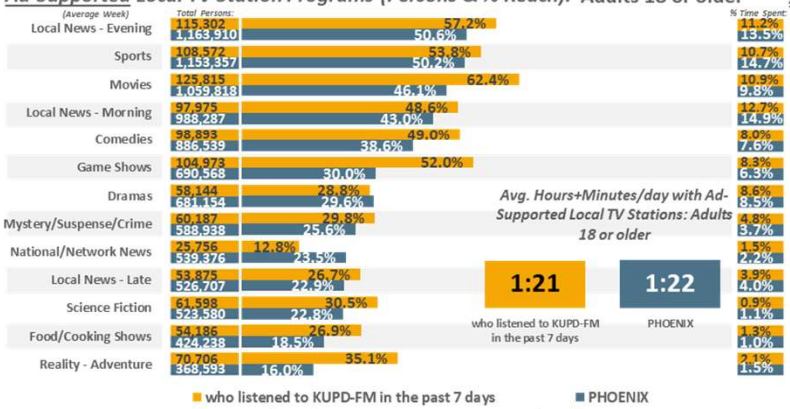
Local TV Station Programs (Persons & % Reach): Adults 18 or older



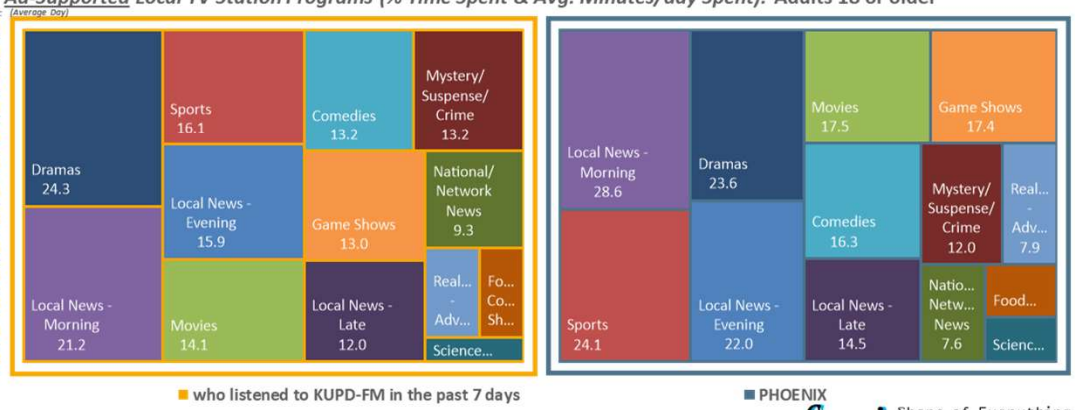
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 126

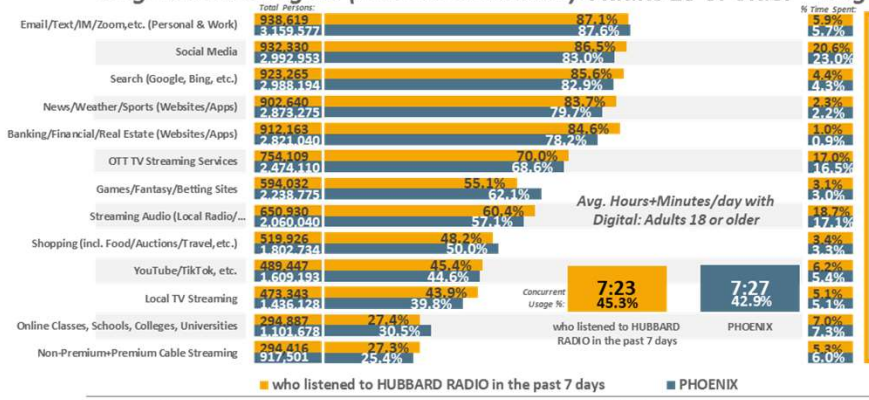
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

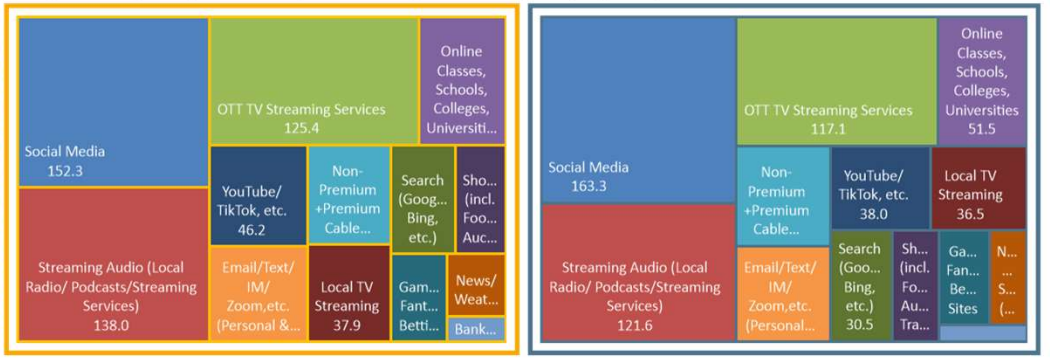
(Radio Stations: KUPD-FM)

813,698 or 75.5% of Adults 18 or older who listened to HUBBARD RADIO in the past 7 days use Ad-Supported Social Media for an average of 132.9 minutes every day representing 24.9% of all time spent daily with Ad-Supported Digital Media.

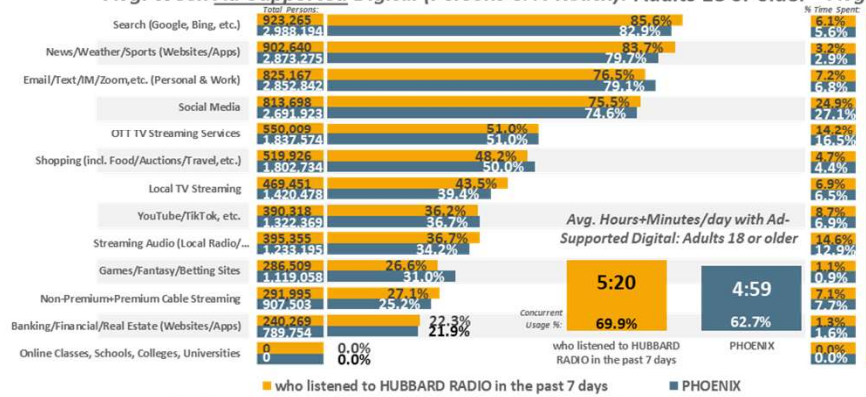
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



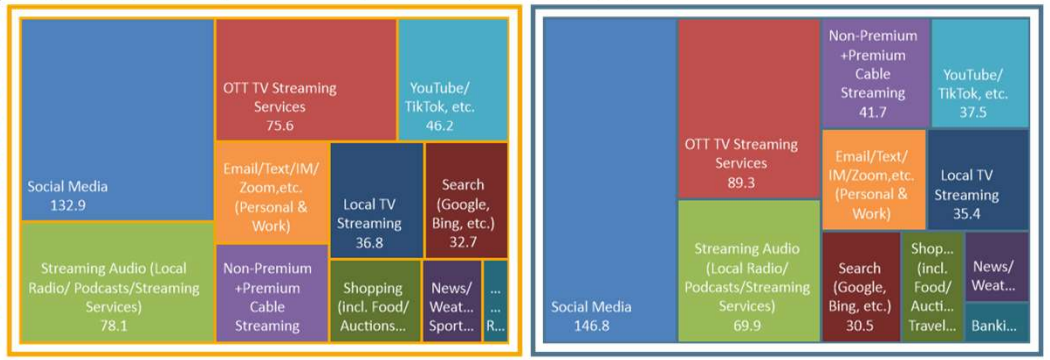
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 507

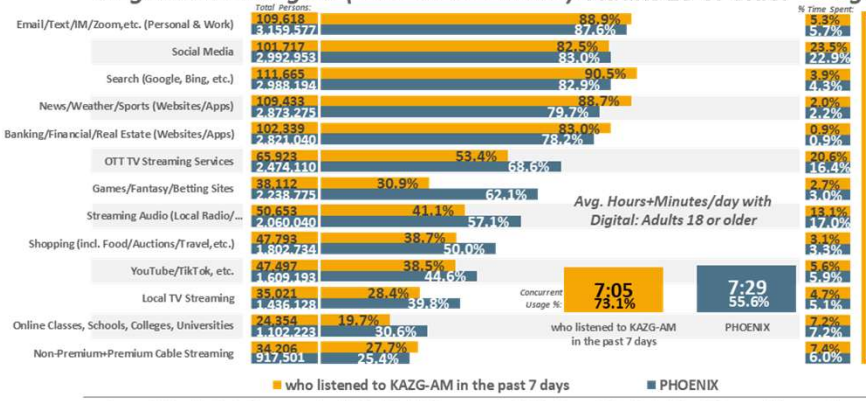
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

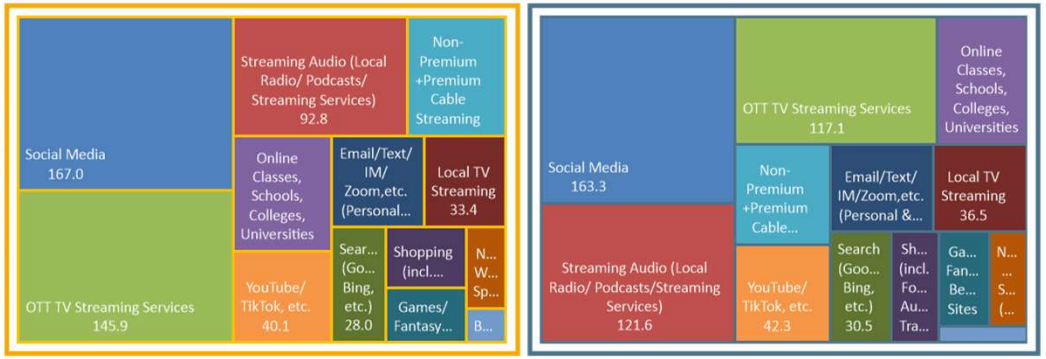
(Radio Stations: KAZG-AM OR Radio Stations: KDKB-FM OR Radio Stations: KSLX-FM OR Radio Stations: KUPD-FM)

92,193 or 74.7% of Adults 18 or older who listened to KAZG-AM in the past 7 days use Ad-Supported Social Media for an average of 151.4 minutes every day representing 27.6% of all time spent daily with Ad-Supported Digital Media.

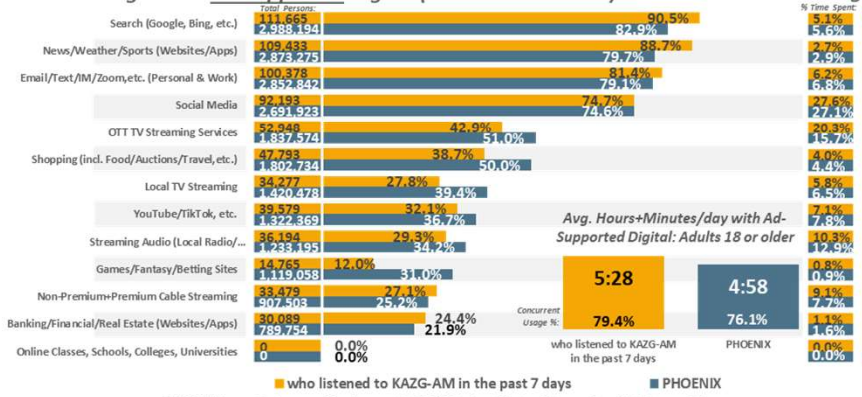
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



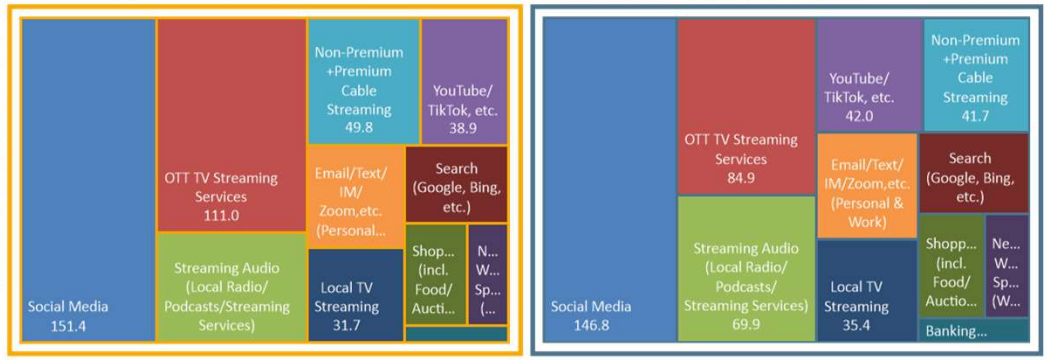
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 93

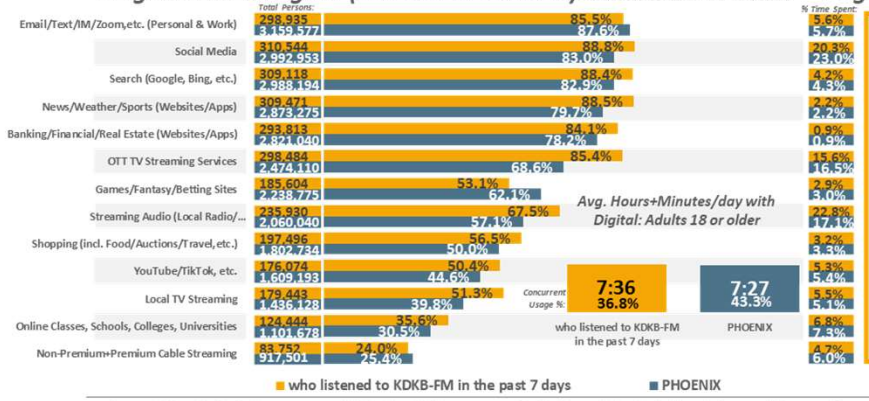
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

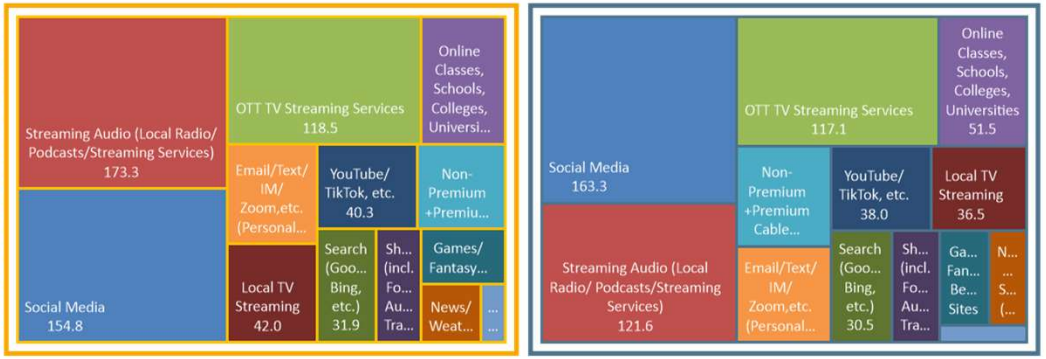
(Radio Stations: KAZG-AM)

250,352 or 71.6% of Adults 18 or older who listened to KDKB-FM in the past 7 days use Ad-Supported Social Media for an average of 124.8 minutes every day representing 24.% of all time spent daily with Ad-Supported Digital Media.

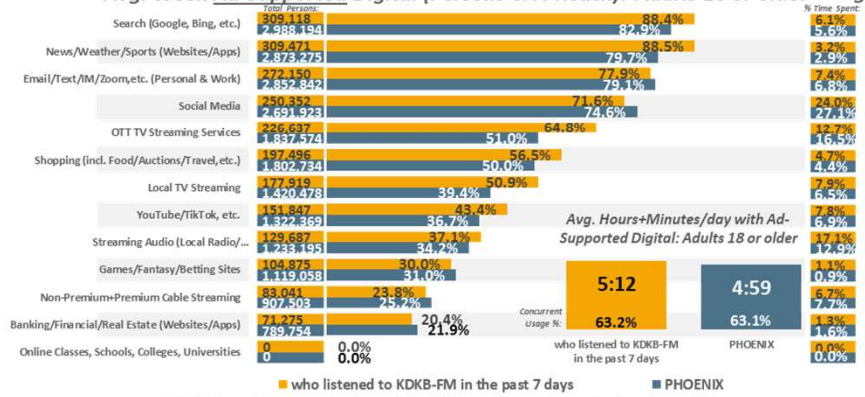
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



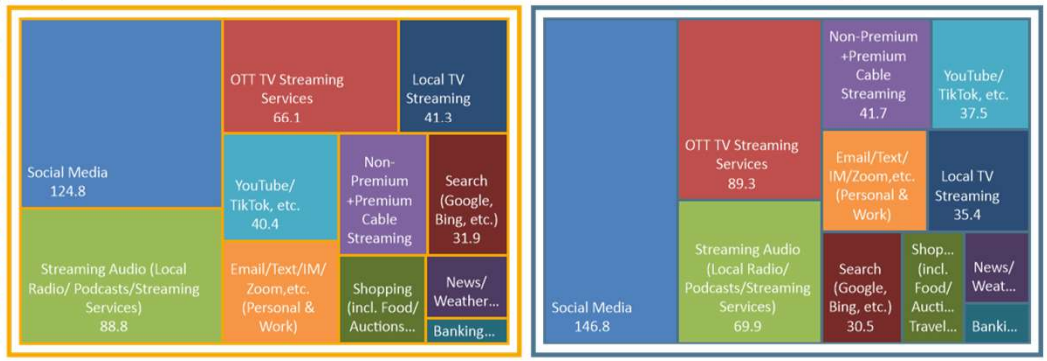
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 130

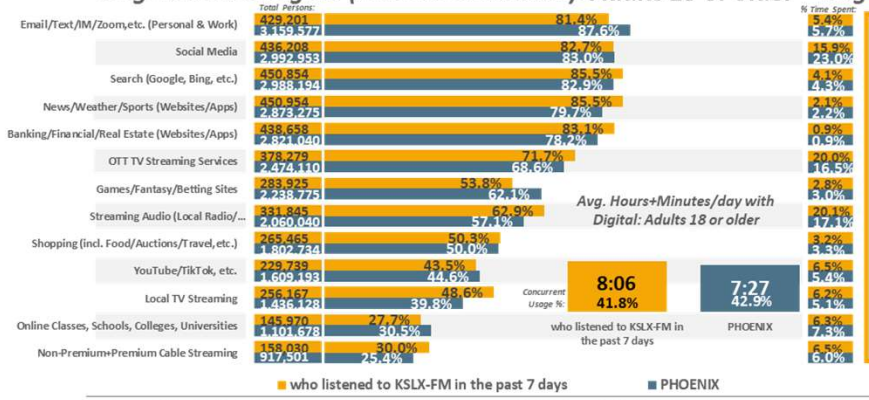
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

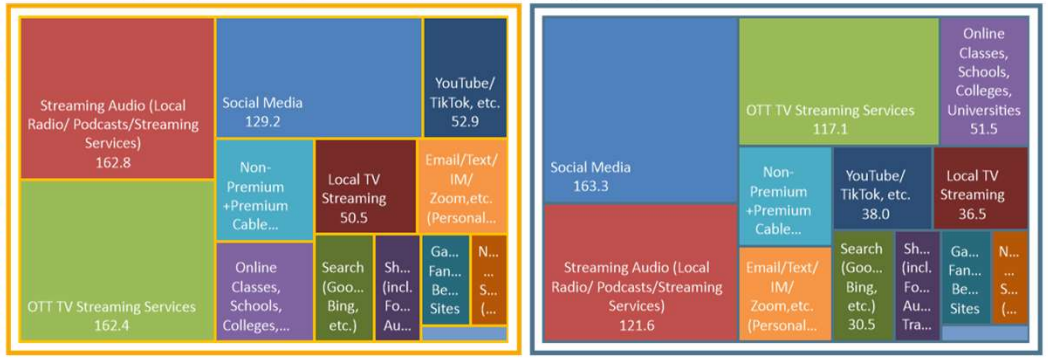
(Radio Stations: KDKB-FM)

385,462 or 73.1% of Adults 18 or older who listened to KSLX-FM in the past 7 days use Ad-Supported Social Media for an average of 114.1 minutes every day representing 19.7% of all time spent daily with Ad-Supported Digital Media.

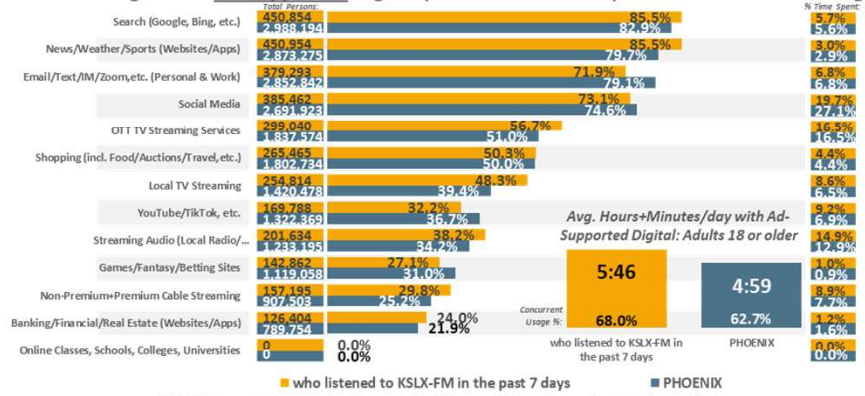
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



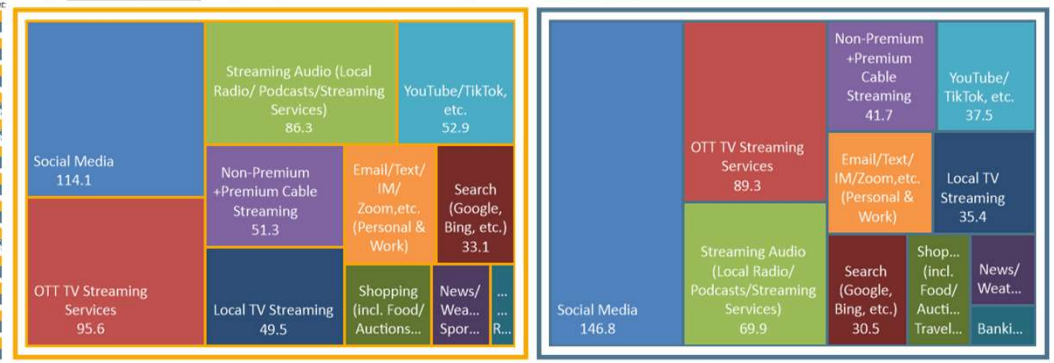
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 302

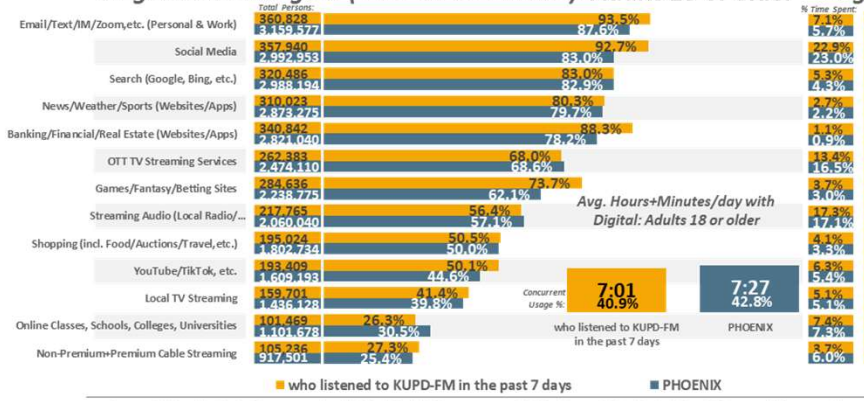
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

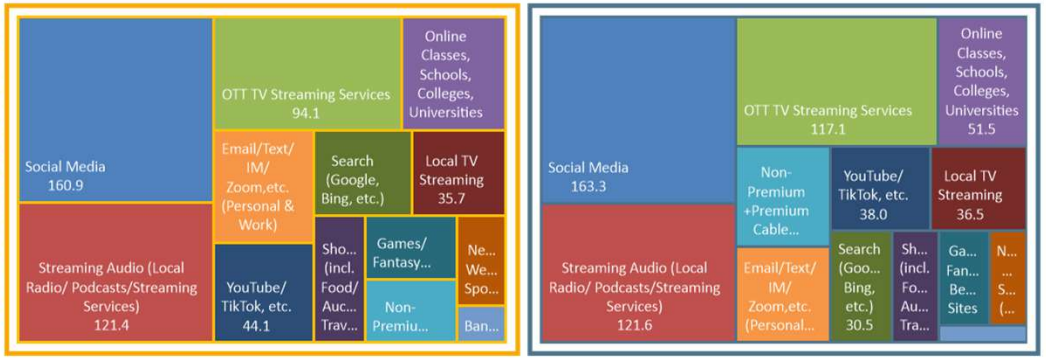
(Radio Stations: KSLX-FM)

327,120 or 84.7% of Adults 18 or older who listened to KUPD-FM in the past 7 days use Ad-Supported Social Media for an average of 147. minutes every day representing 27.7% of all time spent daily with Ad-Supported Digital Media.

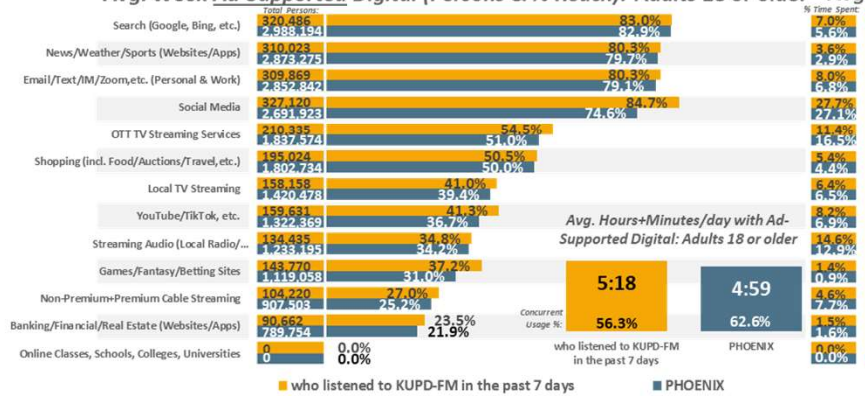
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



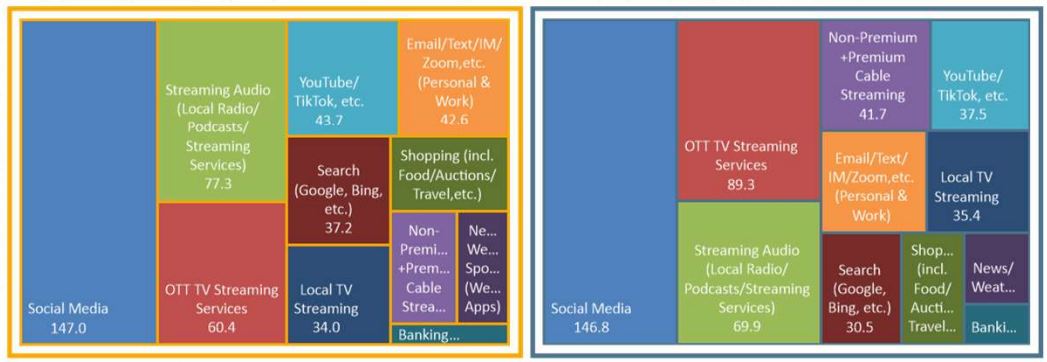
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 126

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

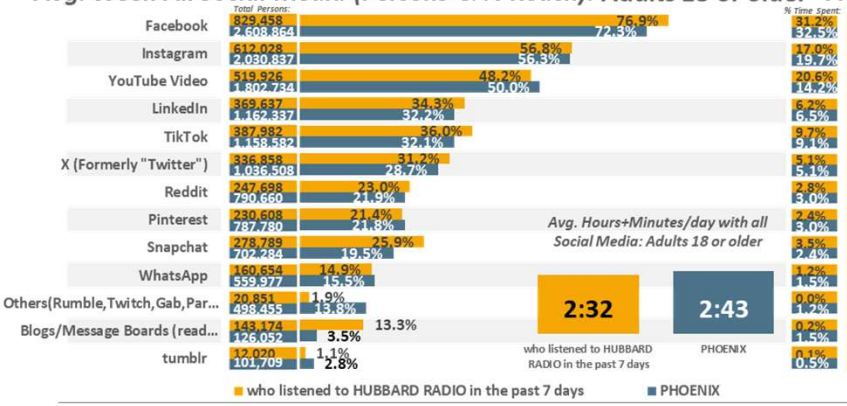
soefa.ai Share of Everything for Anything ©

(Radio Stations: KUPD-FM)

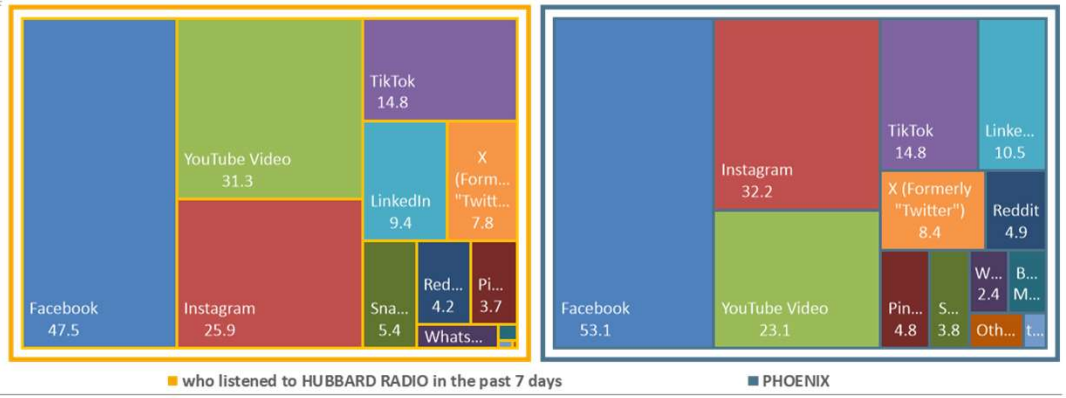
HUBBARD RADIO

813,698 or 75.5% of Adults 18 or older who listened to HUBBARD RADIO in the past 7 days use Ad-Supported Facebook for an average of 43.3 minutes every day representing 32.6% of all time spent daily with Ad-Supported Social Media.

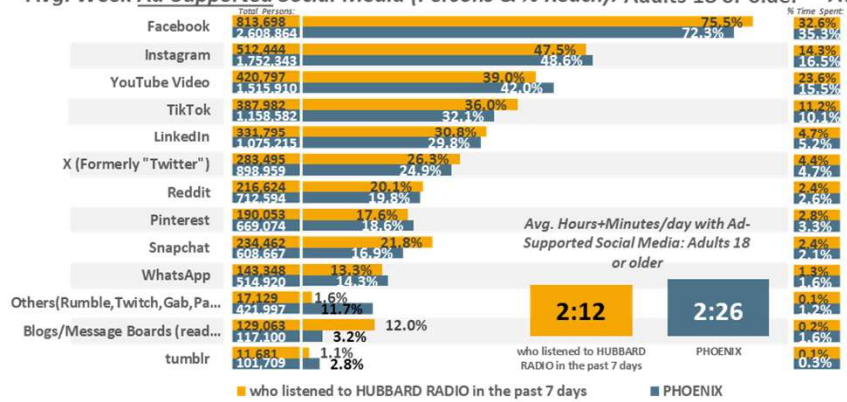
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



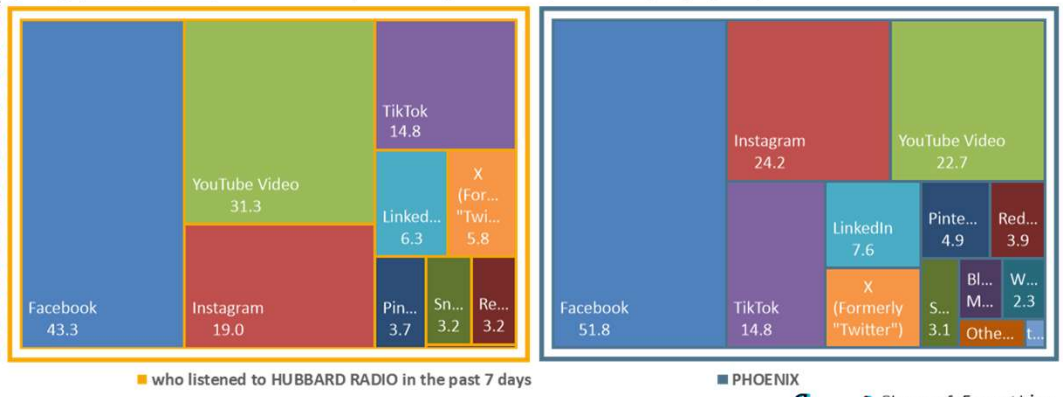
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 507

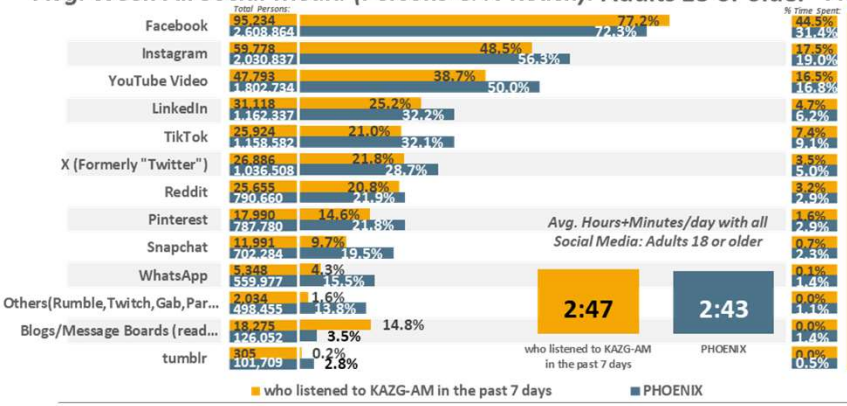
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

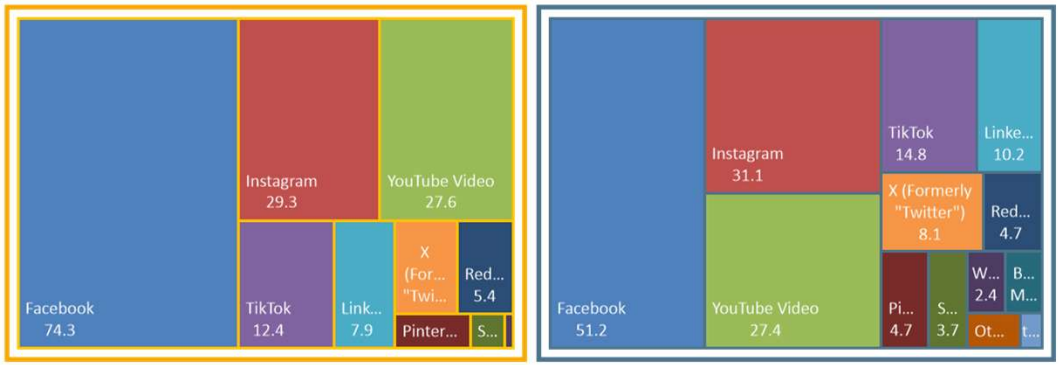
(Radio Stations: KAZG-AM OR Radio Stations: KDKB-FM OR Radio Stations: KSLX-FM OR Radio Stations: KUPD-FM)

92,193 or 74.7% of Adults 18 or older who listened to KAZG-AM in the past 7 days use Ad-Supported Facebook for an average of 63.2 minutes every day representing 41.8% of all time spent daily with Ad-Supported Social Media.

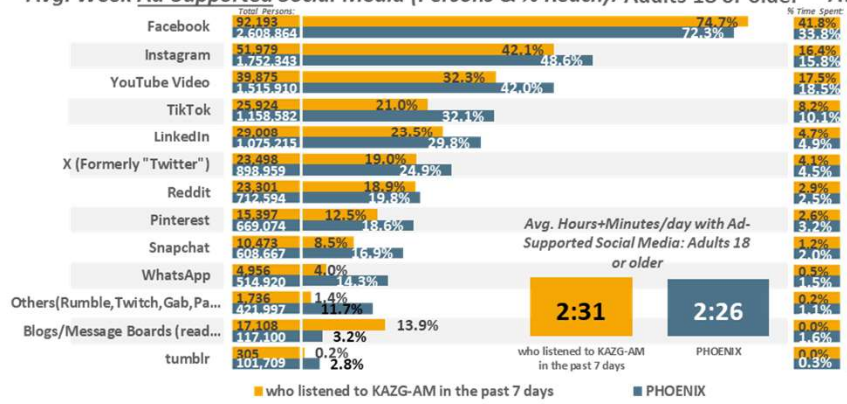
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



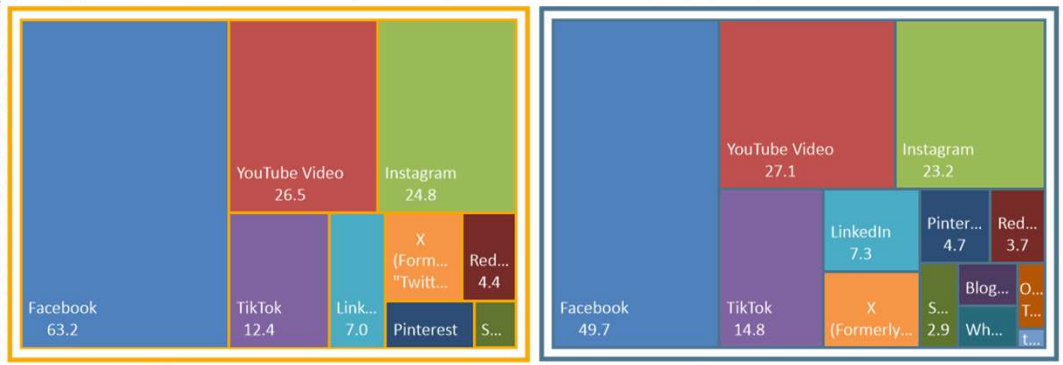
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 93

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

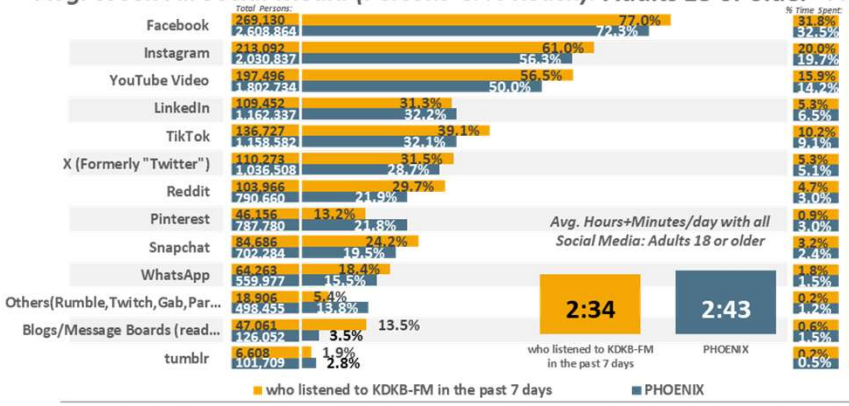
soefa.ai Share of Everything for Anything ©

(Radio Stations: KAZG-AM)

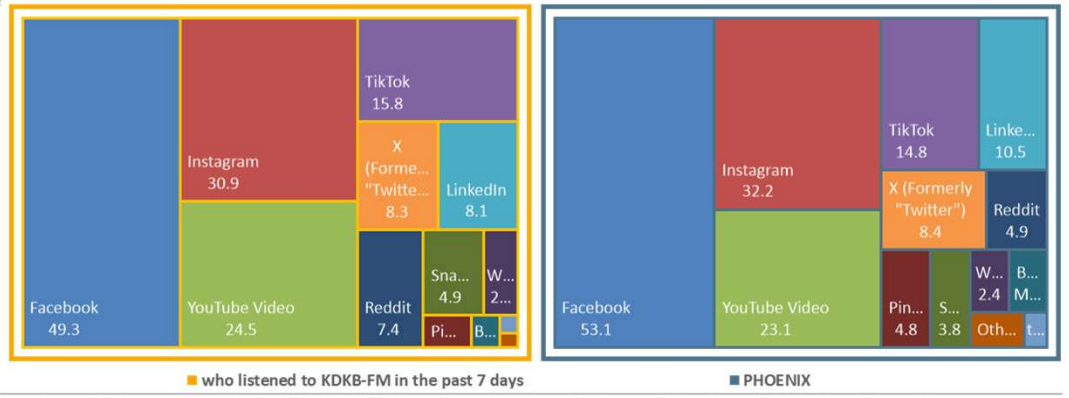
93·3 ALT★AZ ARIZONA'S ALTERNATIVE

250,352 or 71.6% of Adults 18 or older who listened to KDKB-FM in the past 7 days use Ad-Supported Facebook for an average of 41.9 minutes every day representing 33.6% of all time spent daily with Ad-Supported Social Media.

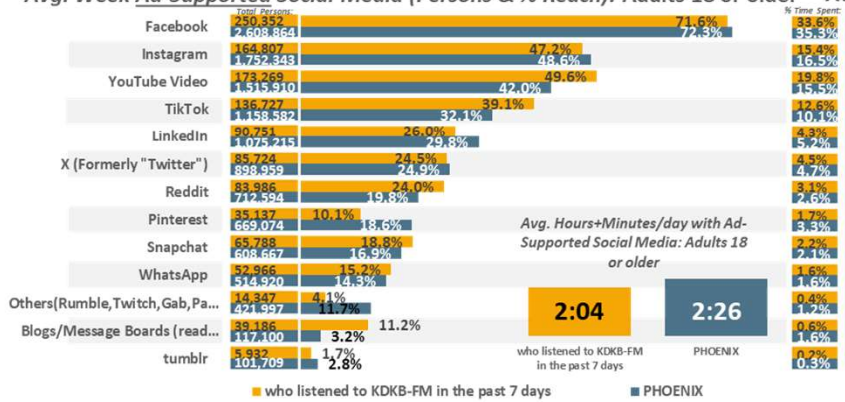
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



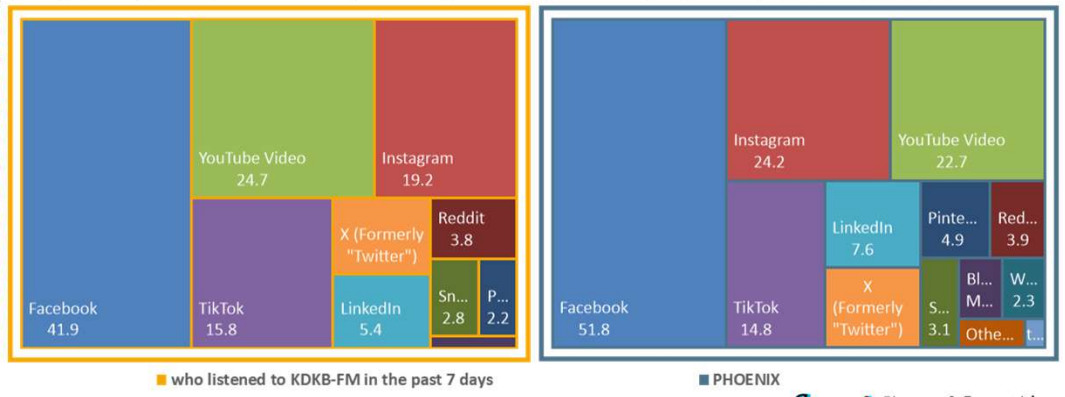
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 130

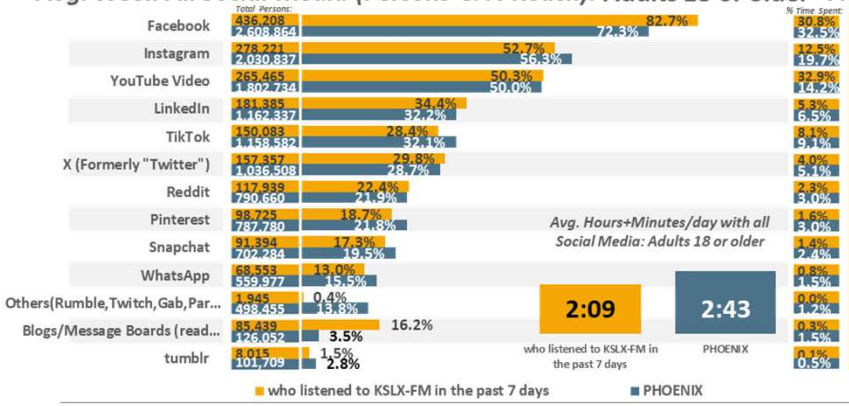
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

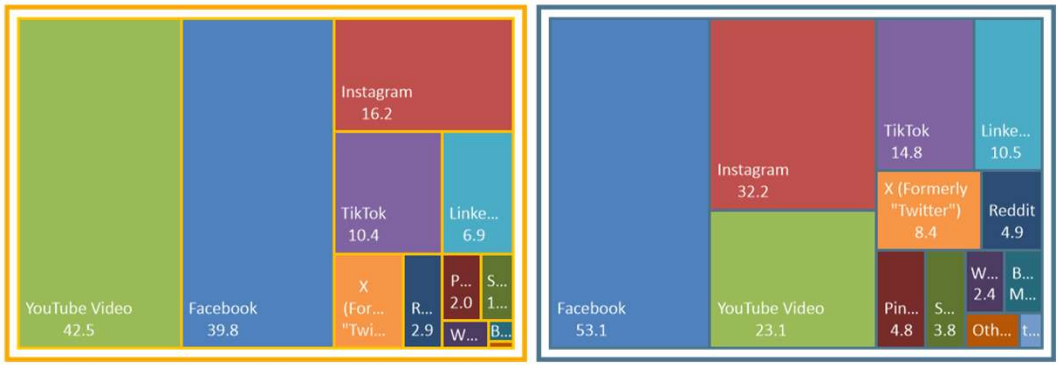
(Radio Stations: KDKB-FM)

205,514 or 39.% of Adults 18 or older who listened to KSLX-FM in the past 7 days use Ad-Supported YouTube Video for an average of 42.5 minutes every day representing 37.3% of all time spent daily with Ad-Supported Social Media.

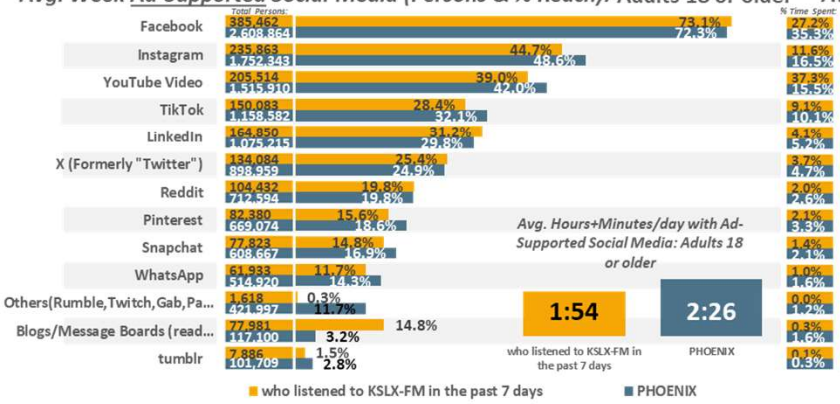
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



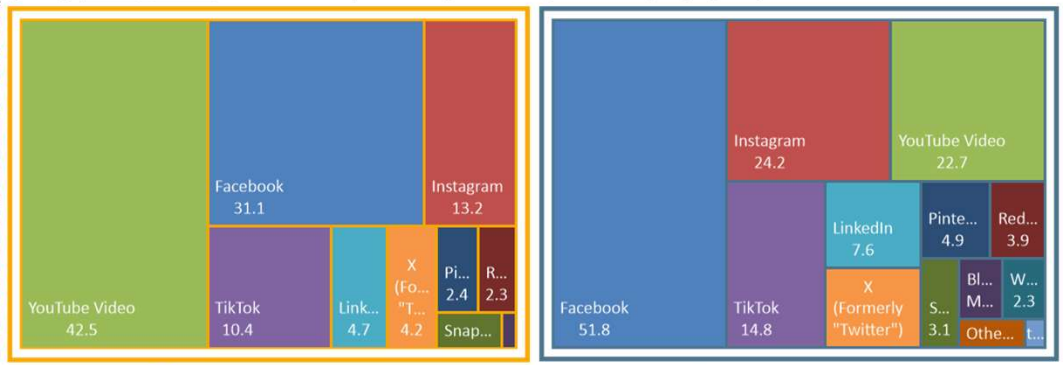
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 302

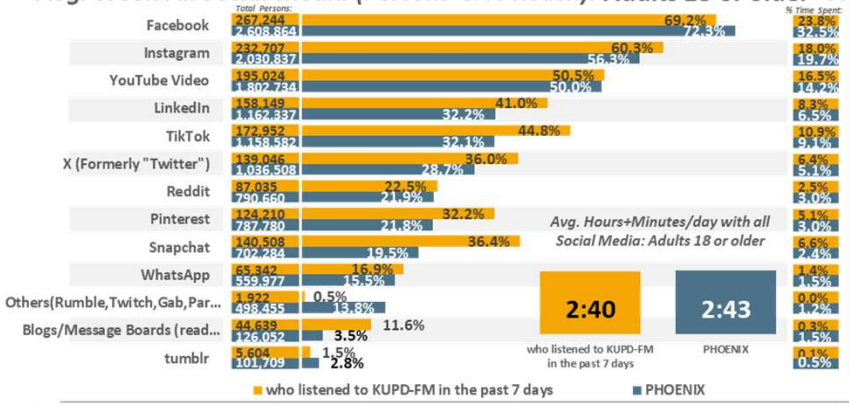
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

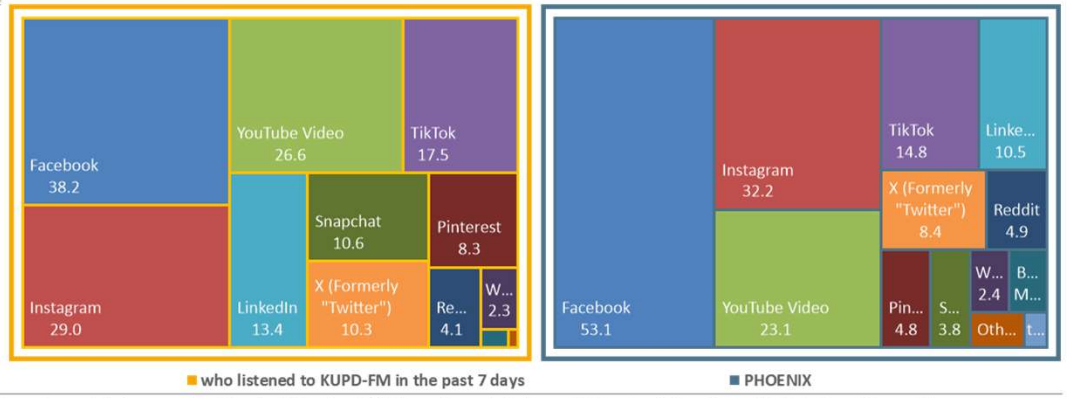
(Radio Stations: KSLX-FM)

267,244 or 69.2% of Adults 18 or older who listened to KUPD-FM in the past 7 days use Ad-Supported Facebook for an average of 44.5 minutes every day representing 30.2% of all time spent daily with Ad-Supported Social Media.

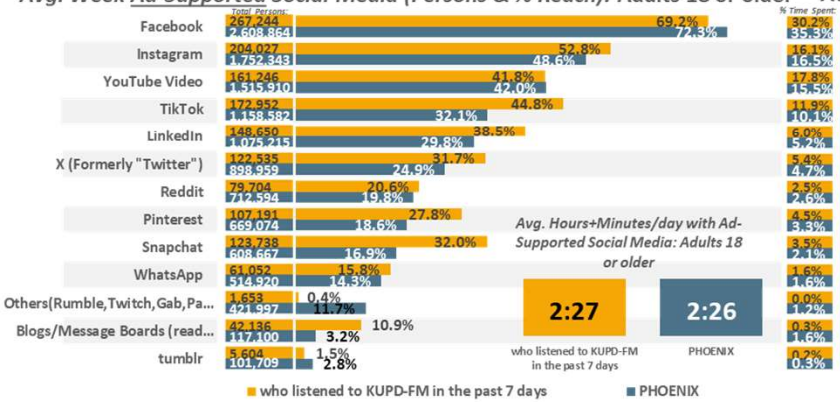
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



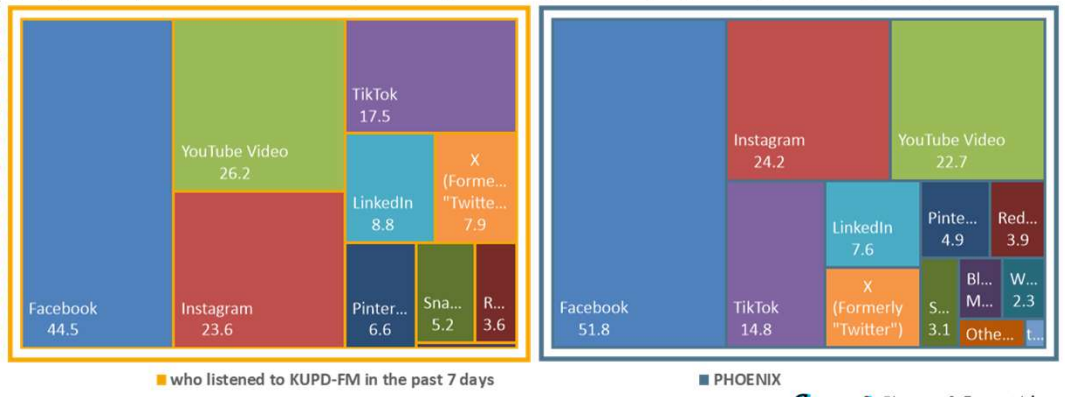
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 126

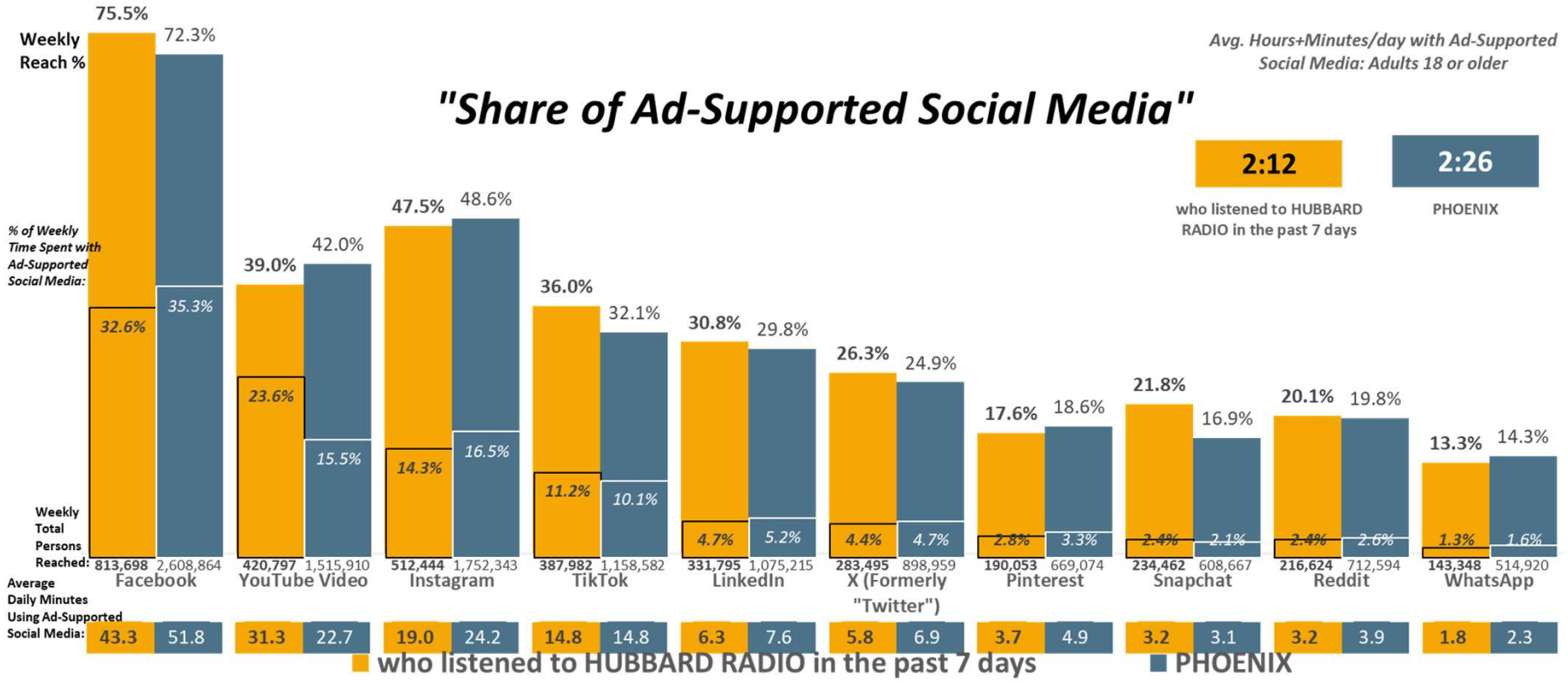
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

(Radio Stations: KUPD-FM)

HUBBARD RADIO

813,698 or 75.5% of Adults 18 or older who listened to HUBBARD RADIO in the past 7 days use Ad-Supported Facebook for an average of 43.3 minutes every day representing 32.6% of all time spent daily with Ad-Supported Social Media.



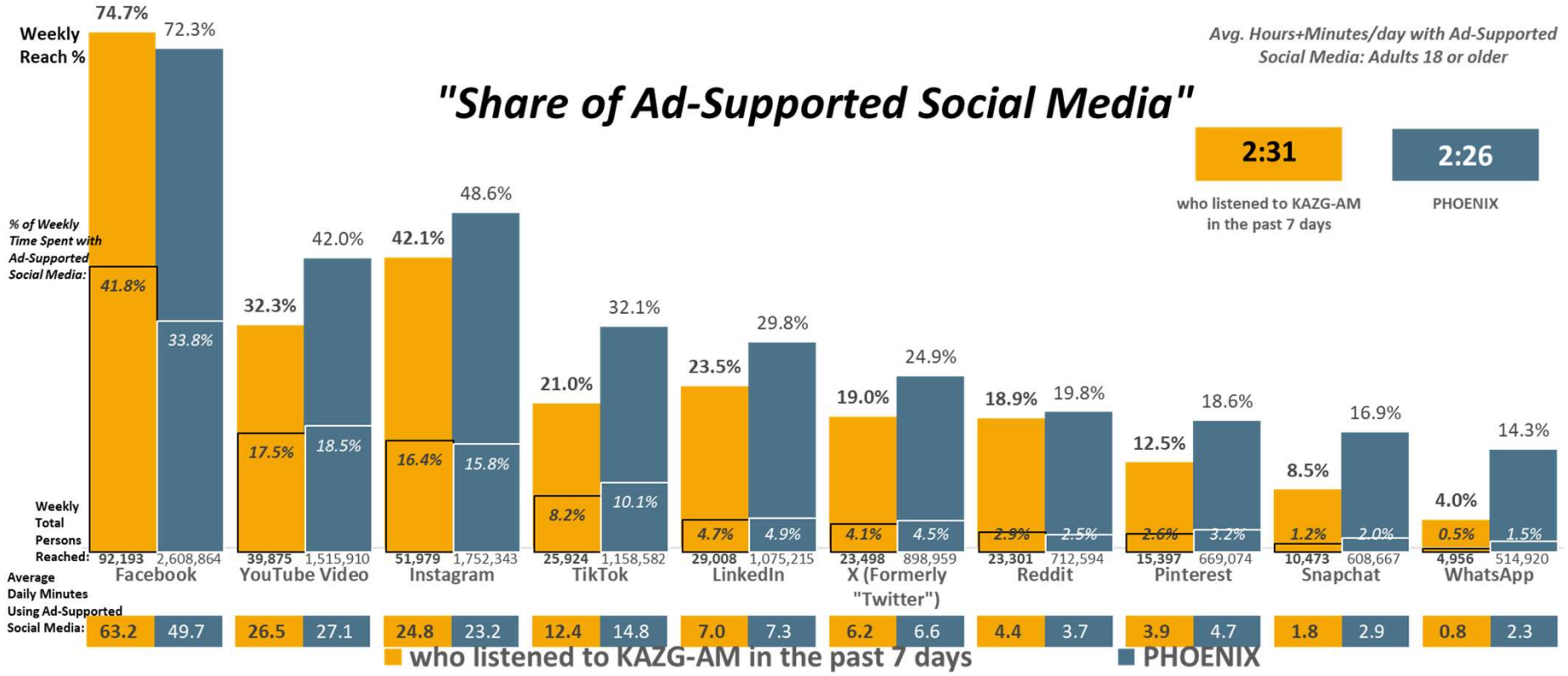
PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 507 PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,891

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

(Radio Stations: KAZG-AM OR Radio Stations: KDKB-FM OR Radio Stations: KSLX-FM OR Radio Stations: KUPD-FM)

92,193 or 74.7% of Adults 18 or older who listened to KAZG-AM in the past 7 days use Ad-Supported Facebook for an average of 63.2 minutes every day representing 41.8% of all time spent daily with Ad-Supported Social Media.



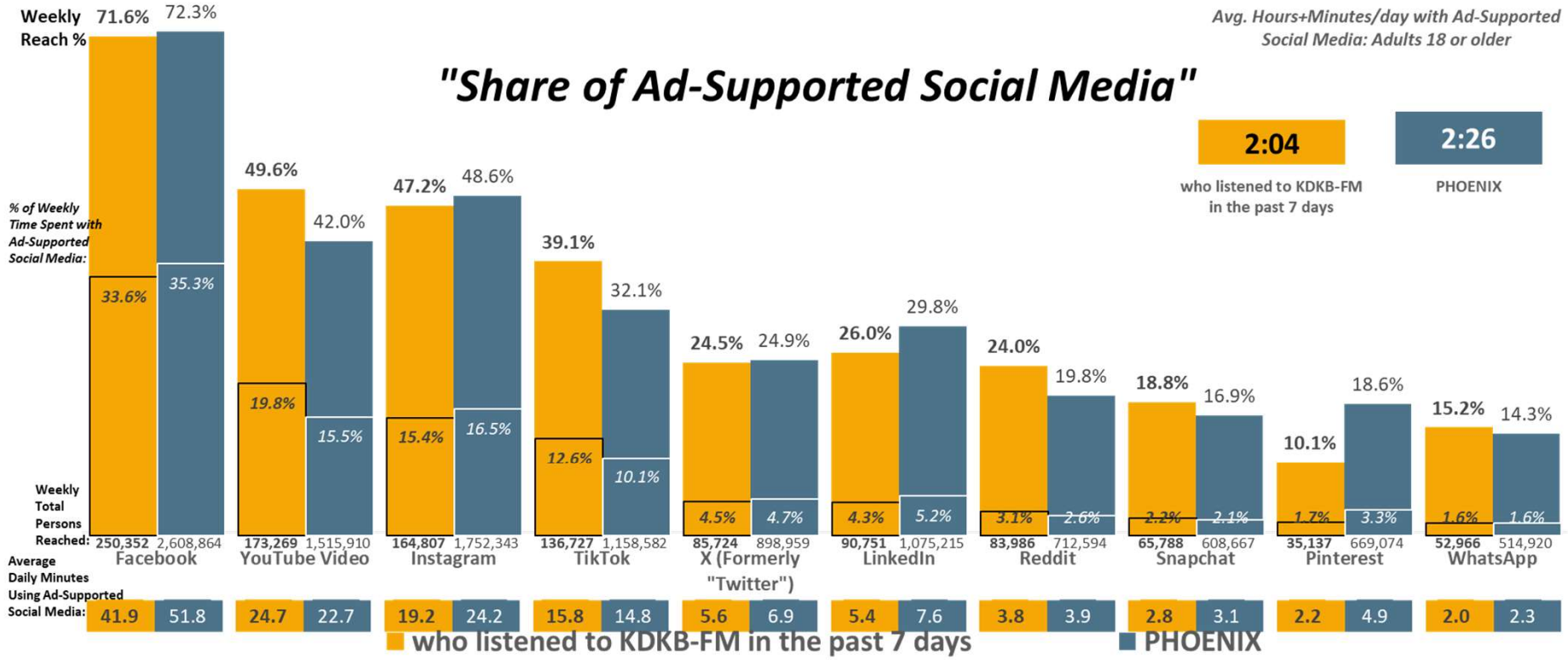
PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 93 PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,891

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

(Radio Stations: KAZG-AM)

250,352 or 71.6% of Adults 18 or older who listened to KDKB-FM in the past 7 days use Ad-Supported Facebook for an average of 41.9 minutes every day representing 33.6% of all time spent daily with Ad-Supported Social Media.



PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 130 PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,891

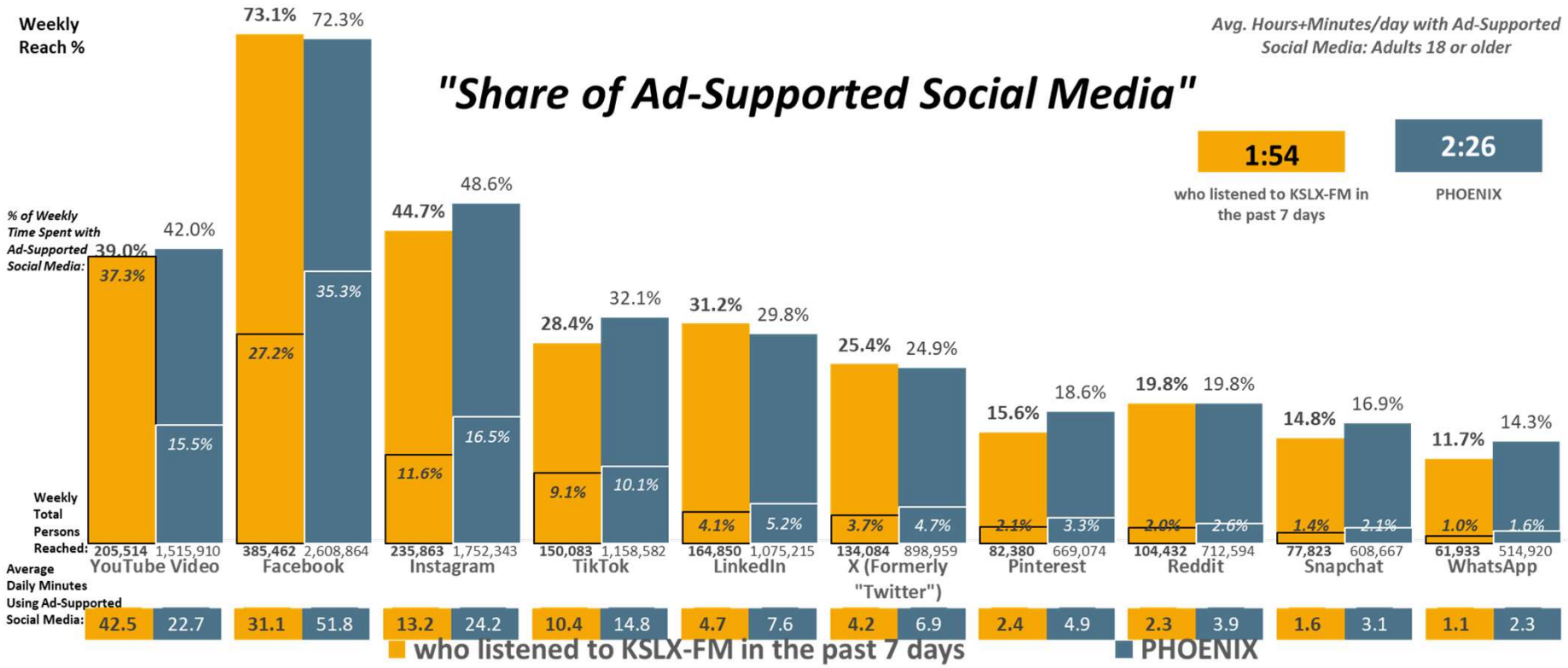
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

(Radio Stations: KDKB-FM)

100.7 FM KSLX CLASSIC ROCK

205,514 or 39.% of Adults 18 or older who listened to KSLX-FM in the past 7 days use Ad-Supported YouTube Video for an average of 42.5 minutes every day representing 37.3% of all time spent daily with Ad-Supported Social Media.



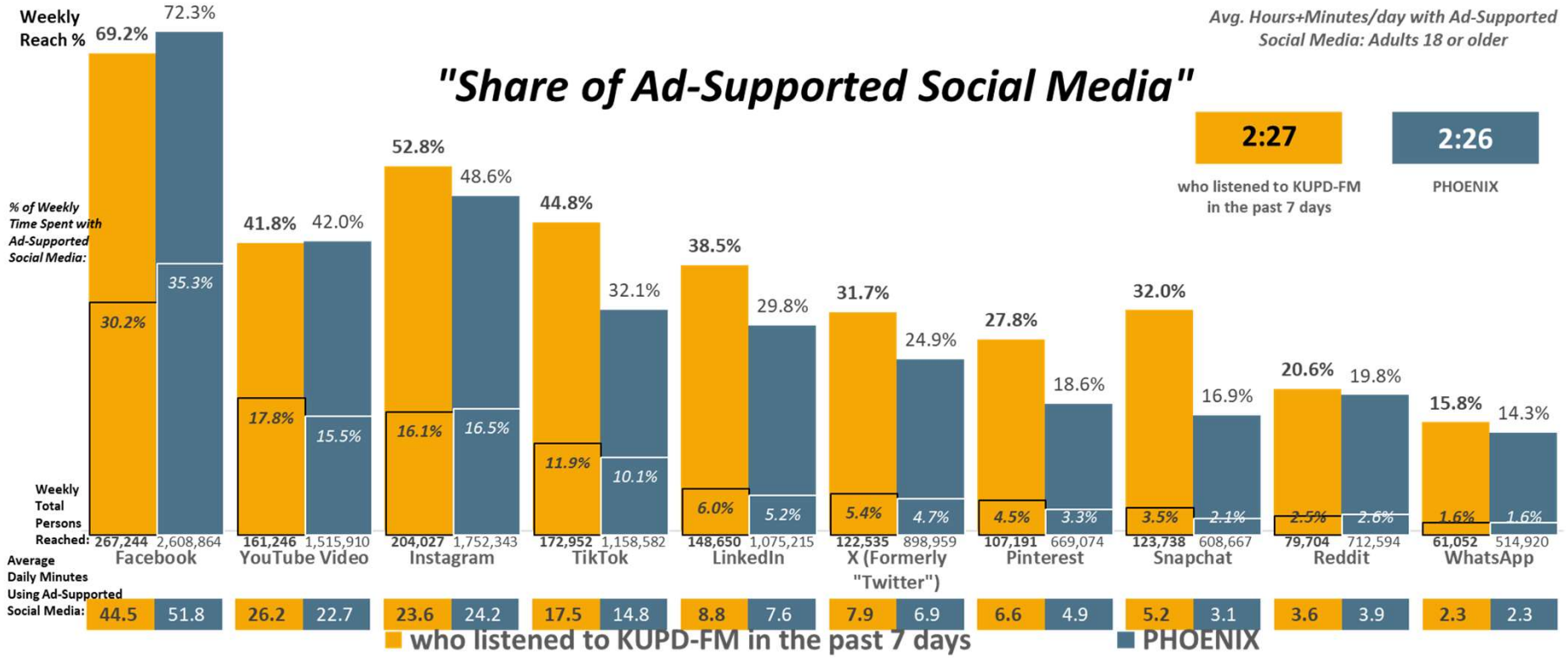
PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 302 PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,891

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

(Radio Stations: KSLX-FM)

267,244 or 69.2% of Adults 18 or older who listened to KUPD-FM in the past 7 days use Ad-Supported Facebook for an average of 44.5 minutes every day representing 30.2% of all time spent daily with Ad-Supported Social Media.



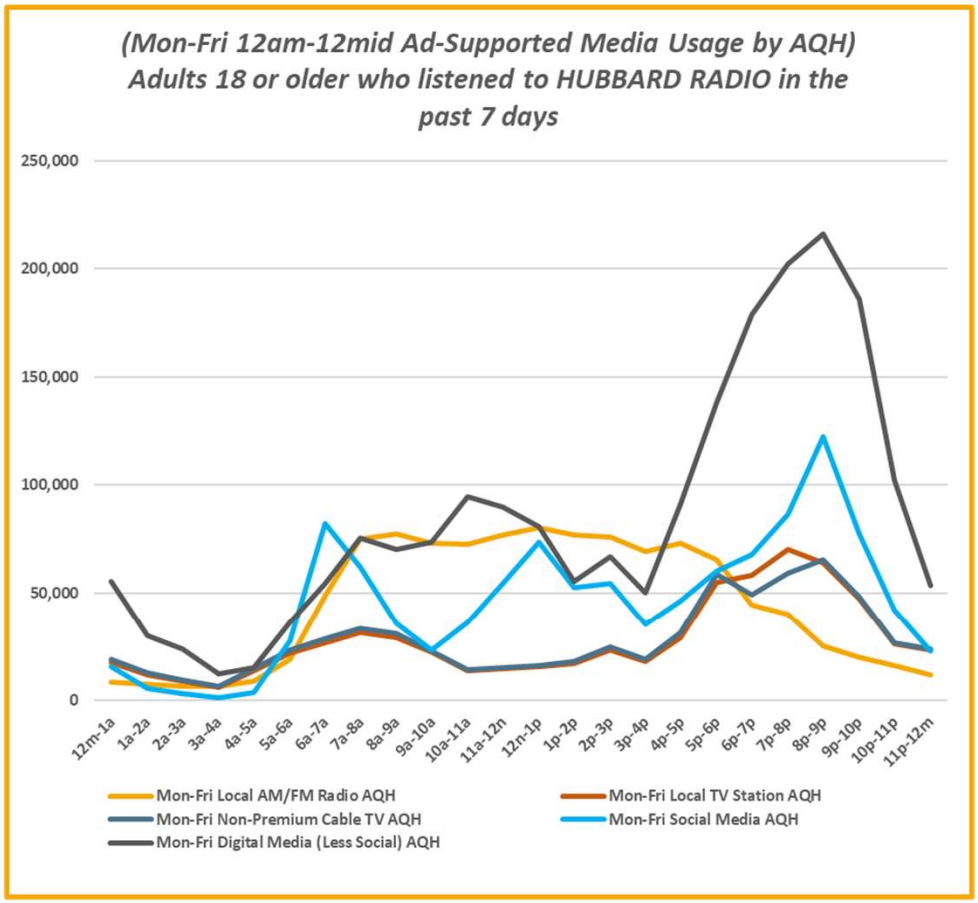
PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 126 PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,891

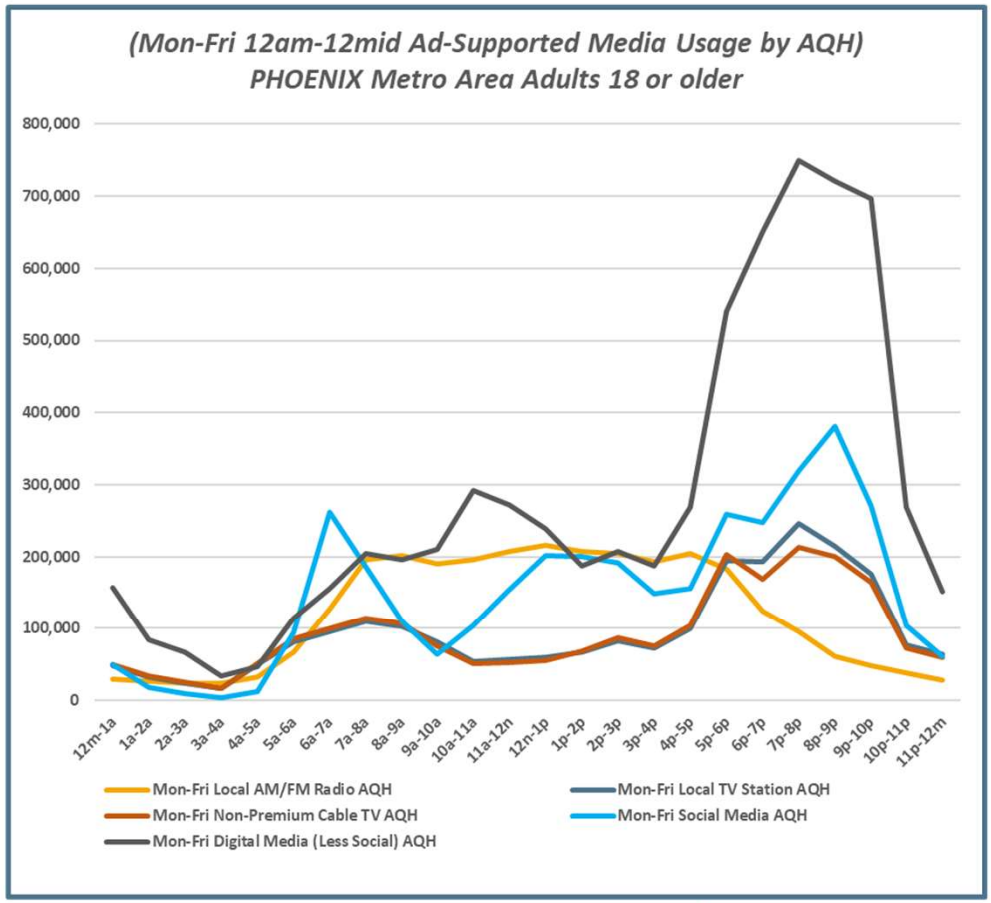
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

(Radio Stations: KUPD-FM)

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 86,059; Local Radio: 69,889; Social Media: 52,515; Non-Prem. Cable: 27,804; Local TV: 27,187 reaching Adults 18 or older who listened to HUBBARD RADIO in the past 7 days.





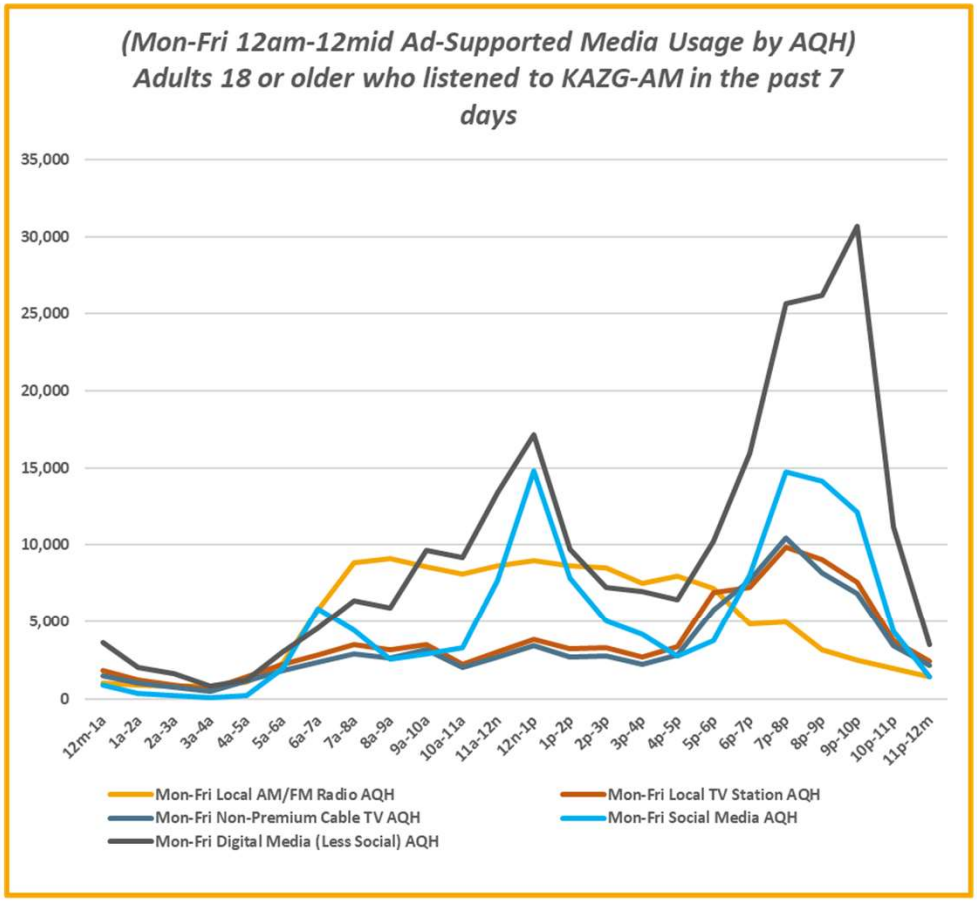
PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 507

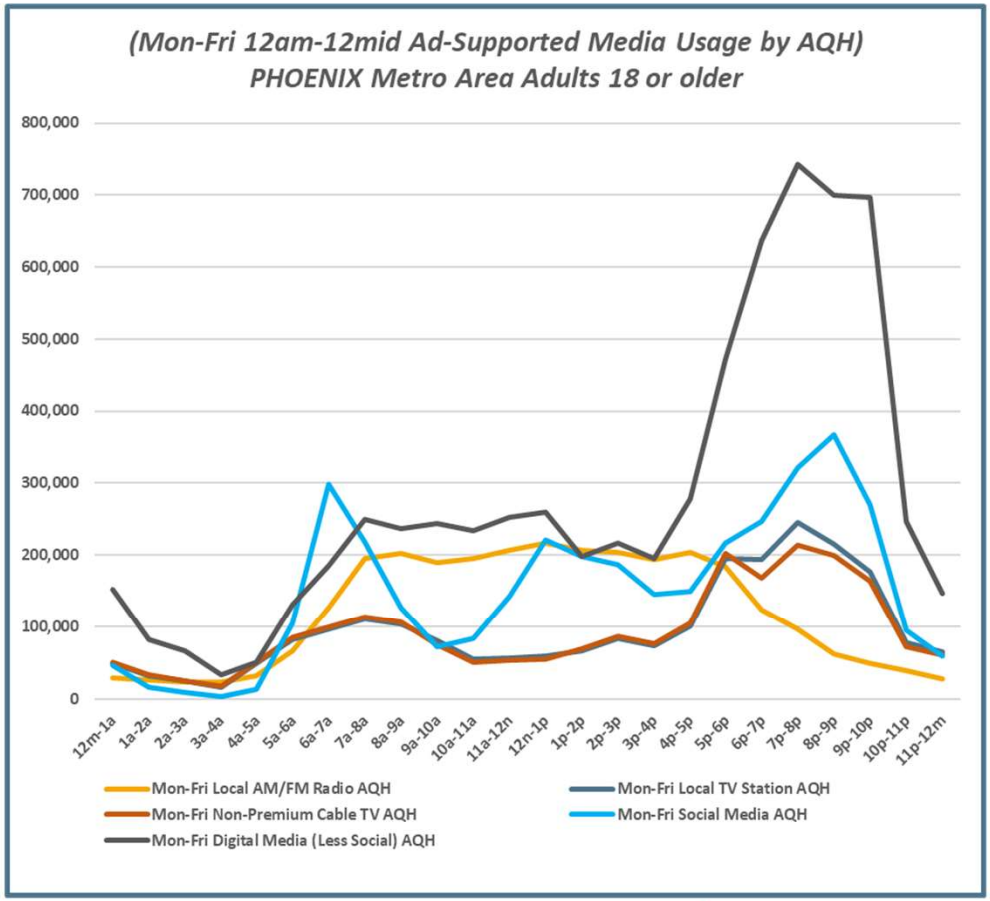
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

(Radio Stations: KAZG-AM OR Radio Stations: KDKB-FM OR Radio Stations: KSLX-FM OR Radio Stations: KUPD-FM)

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 9,441; Local Radio: 7,893; Social Media: 5,628; Local TV: 3,741; Non-Prem. Cable: 3,311 reaching Adults 18 or older who listened to KAZG-AM in the past 7 days.





PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 93

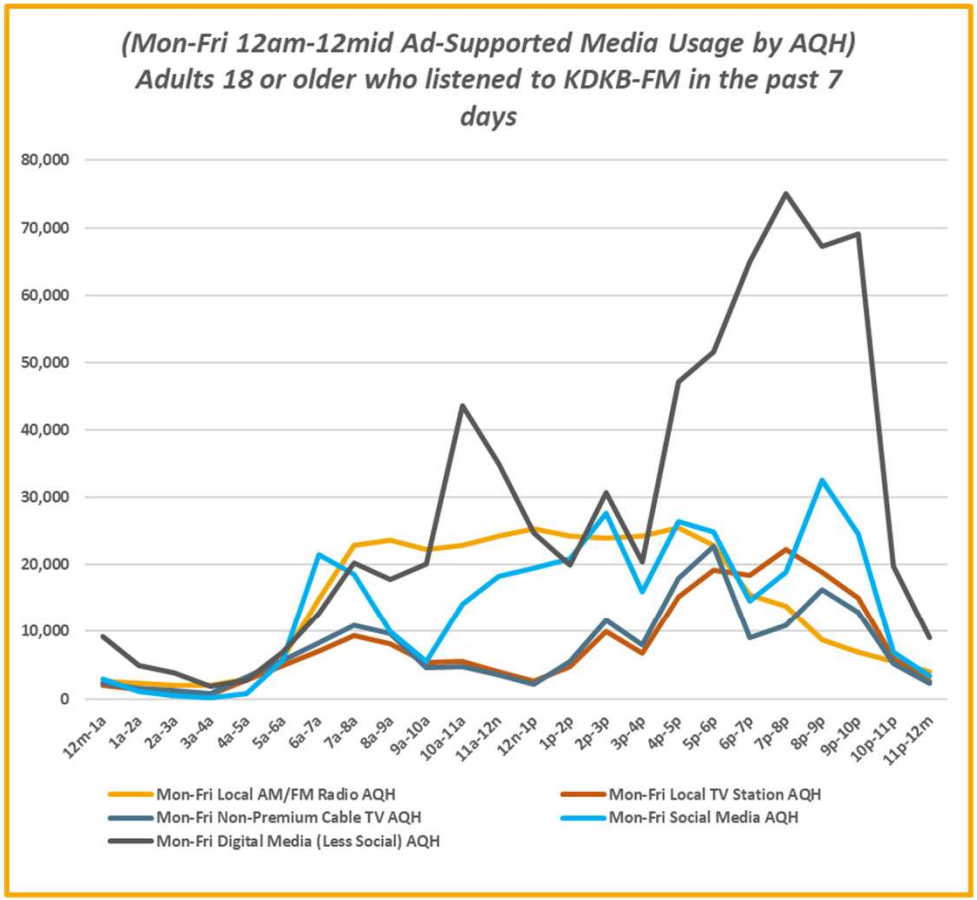
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

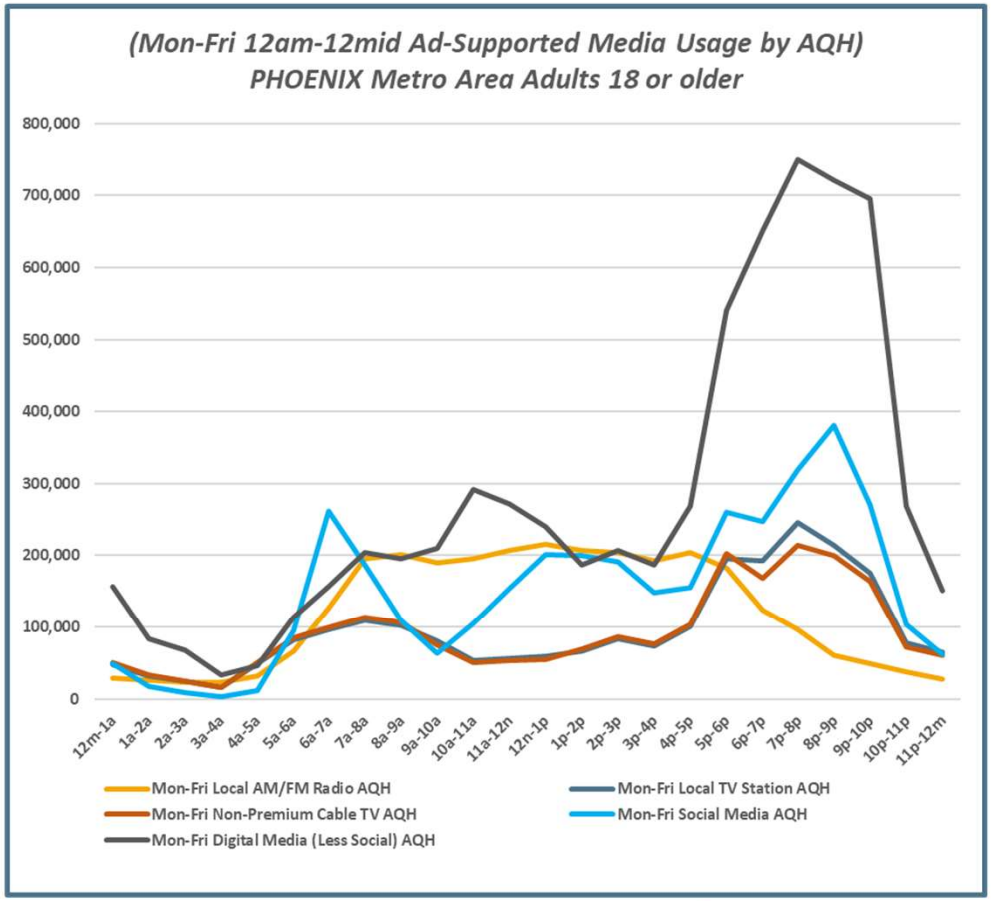
soefa.ai Share of Everything for Anything ©

(Radio Stations: KAZG-AM)

93·3 ALT★AZ ARIZONA'S ALTERNATIVE

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 31,484; Local Radio: 22,504; Social Media: 18,297; Non-Prem. Cable: 9,167; Local TV: 8,970 reaching Adults 18 or older who listened to KDKB-FM in the past 7 days.





PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 130

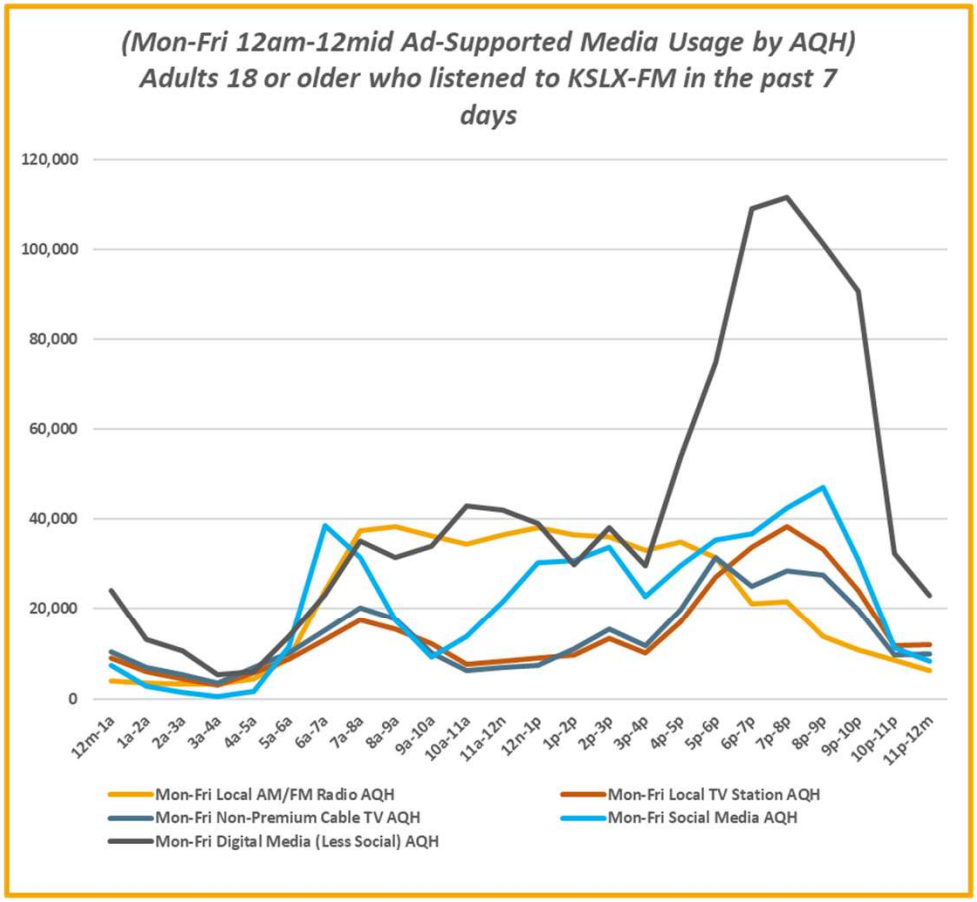
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

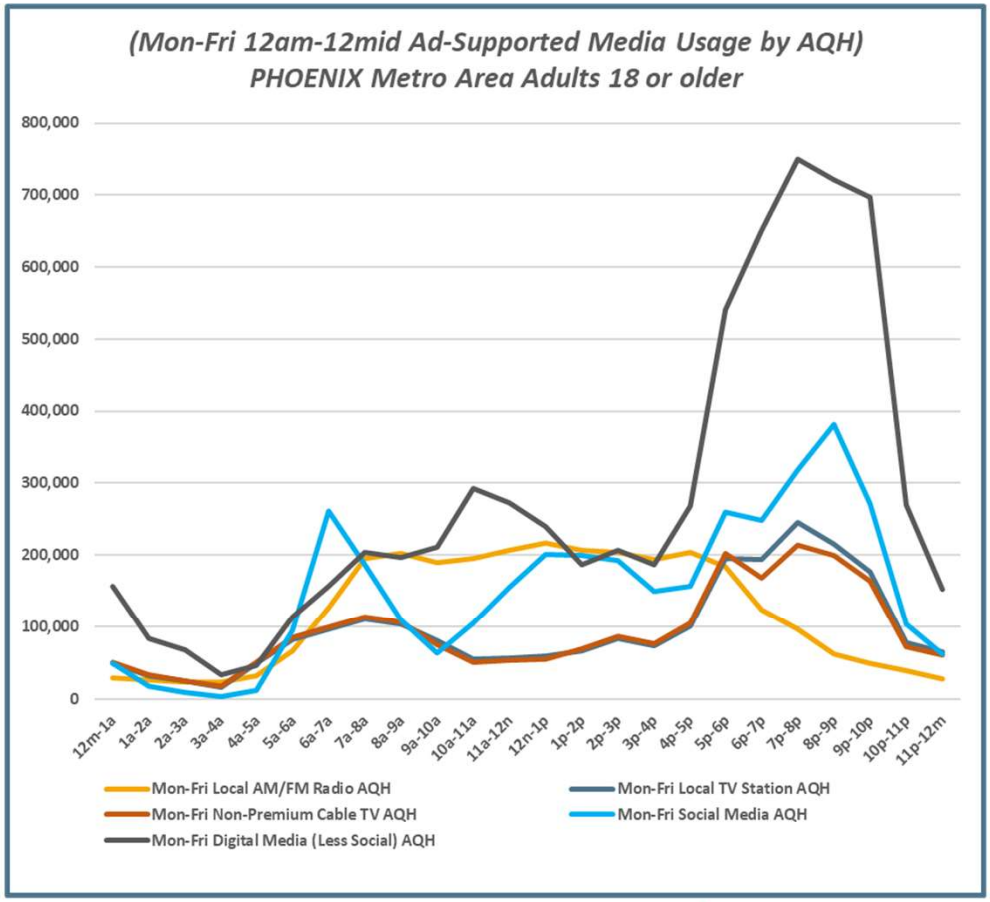
soefa.ai Share of Everything for Anything ©

(Radio Stations: KDKB-FM)

100.7 FM KSLX CLASSIC ROCK

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 44,903; Local Radio: 33,785; Social Media: 27,035; Non-Prem. Cable: 15,268; Local TV: 14,906 reaching Adults 18 or older who listened to KSLX-FM in the past 7 days.





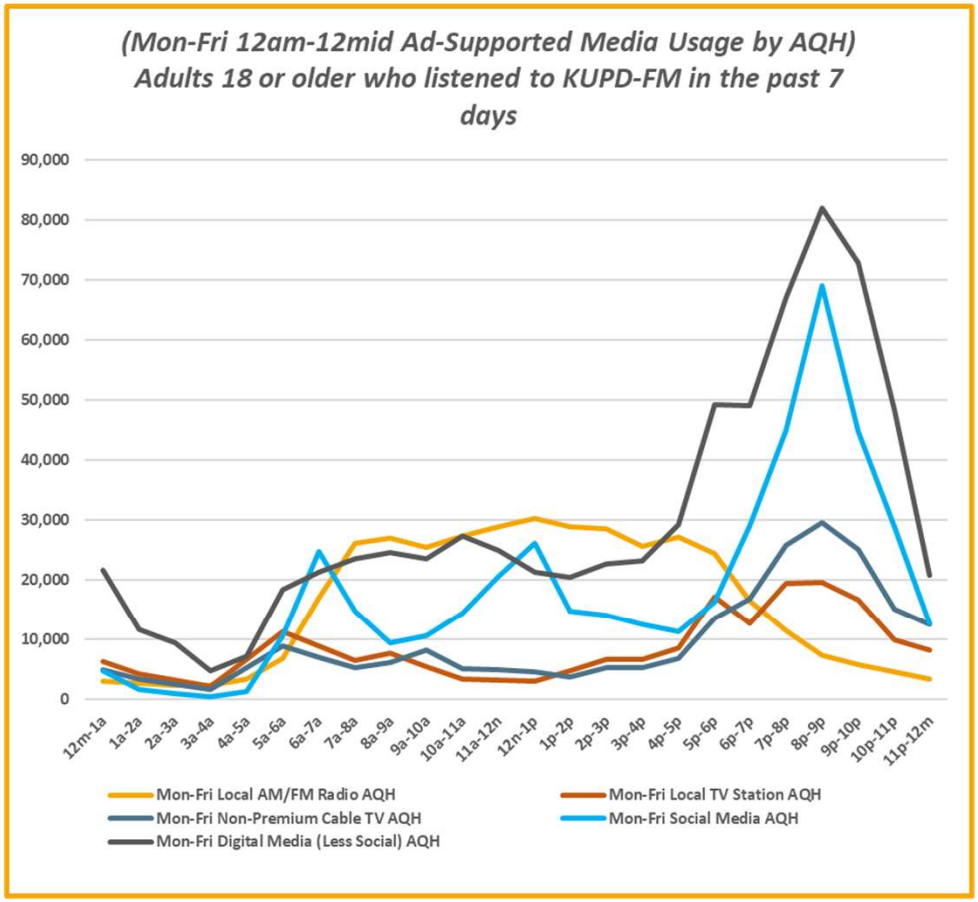
PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 302

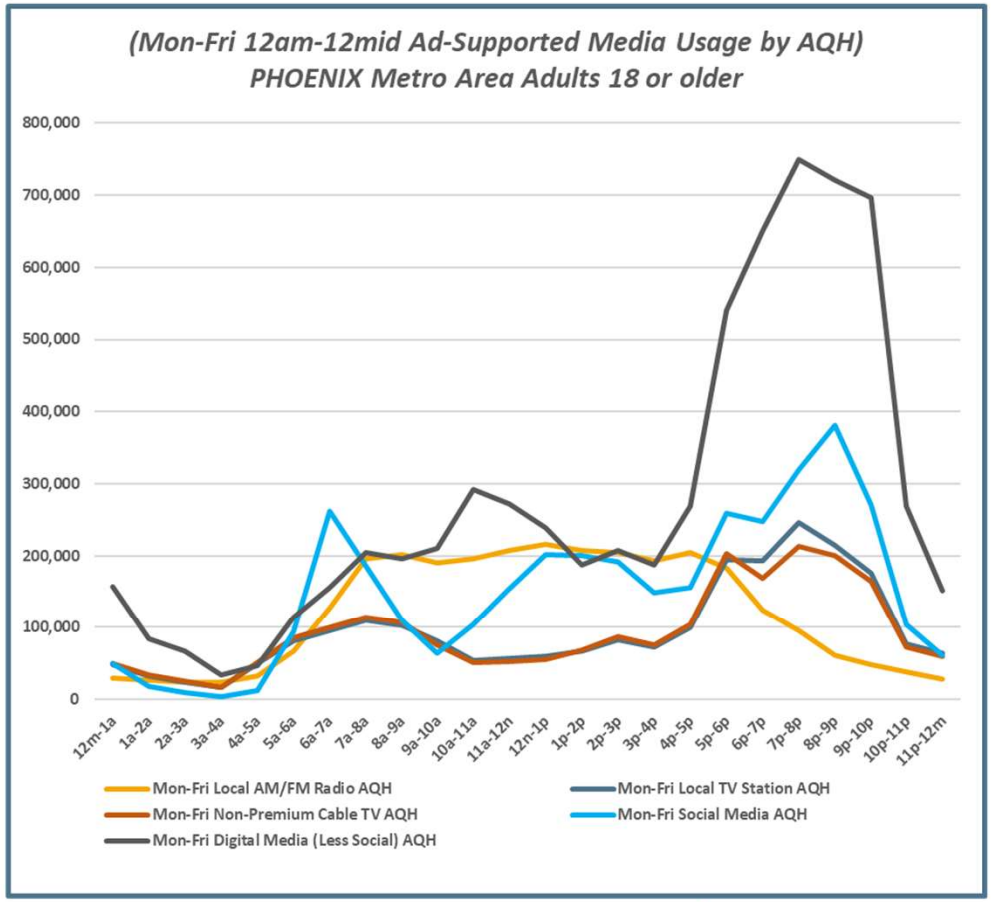
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

(Radio Stations: KSLX-FM)

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 27,726; Local Radio: 25,609; Social Media: 16,804; Local TV: 7,270; Non-Prem. Cable: 7,107 reaching Adults 18 or older who listened to KUPD-FM in the past 7 days.





PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 126

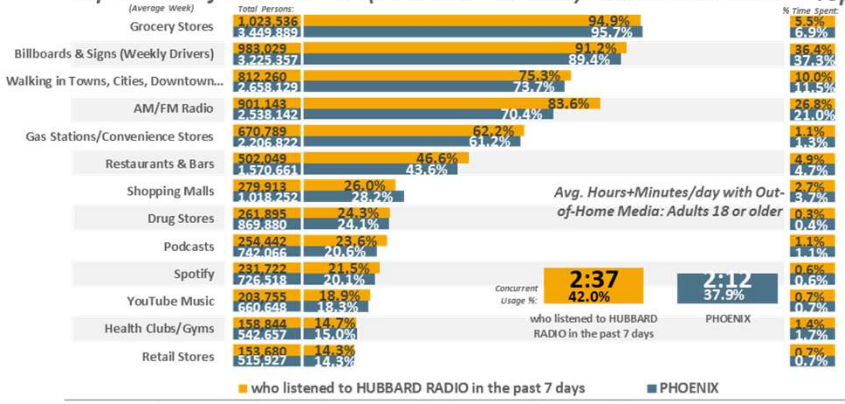
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

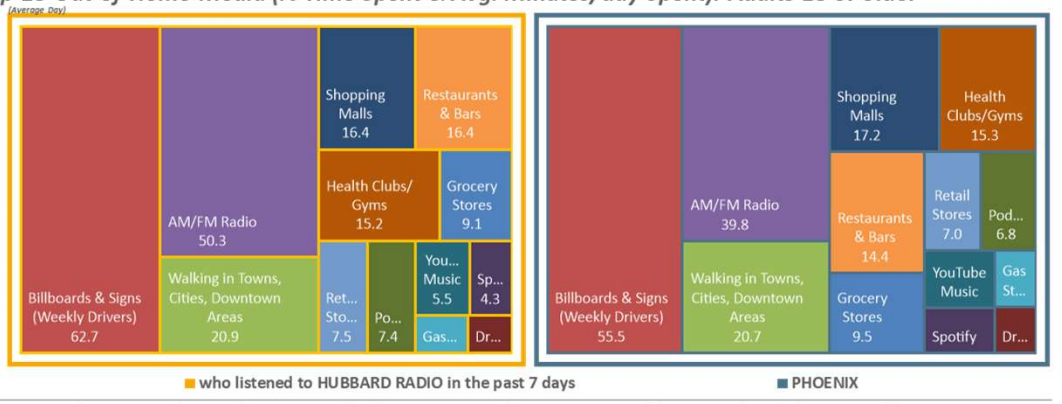
(Radio Stations: KUPD-FM)

983,029 or 91.2% of Adults 18 or older who listened to HUBBARD RADIO in the past 7 days spend an average of 62.7 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 47.5 minutes/day.

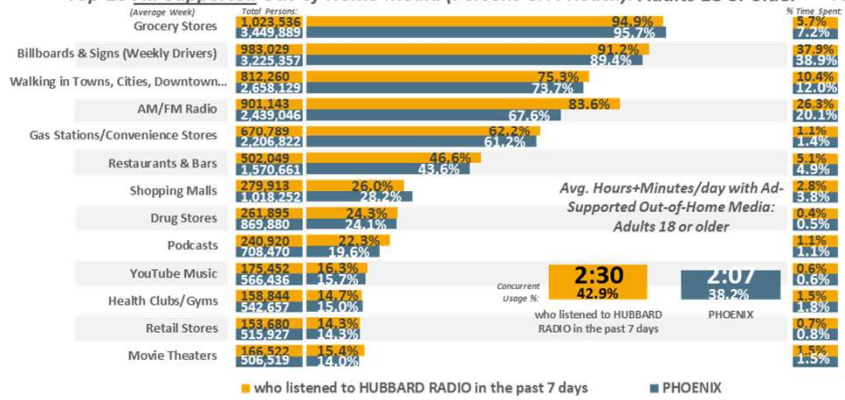
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



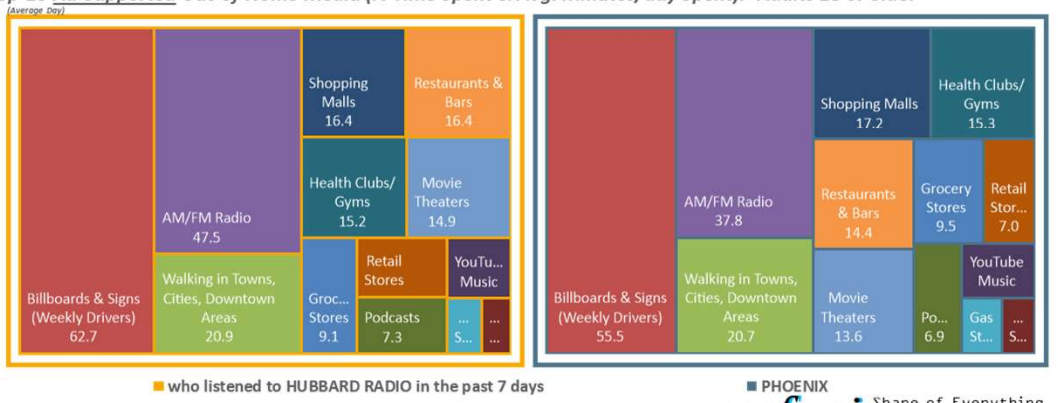
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 507

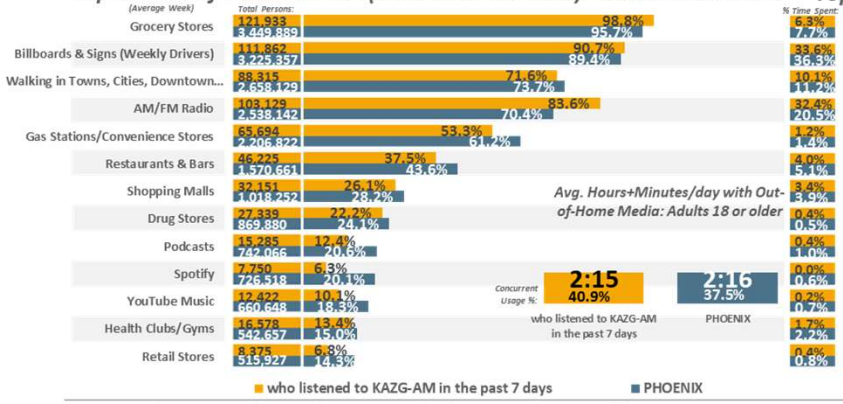
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

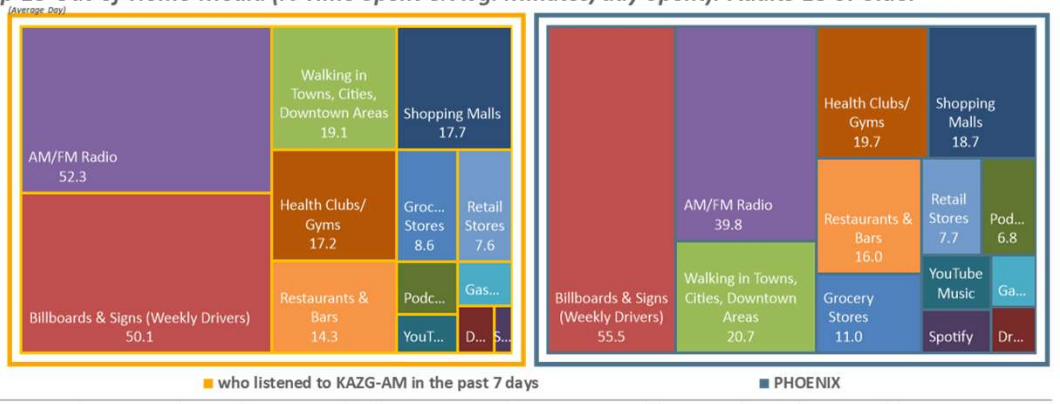
(Radio Stations: KAZG-AM OR Radio Stations: KDKB-FM OR Radio Stations: KSLX-FM OR Radio Stations: KUPD-FM)

111,862 or 90.7% of Adults 18 or older who listened to KAZG-AM in the past 7 days spend an average of 50.1 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 49.1 minutes/day.

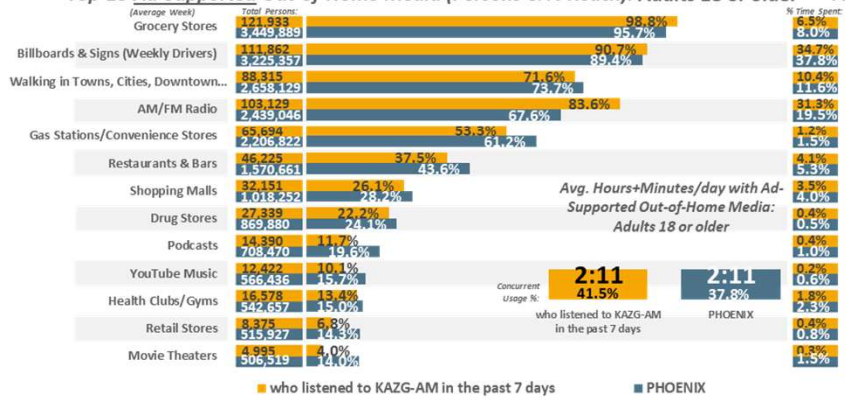
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



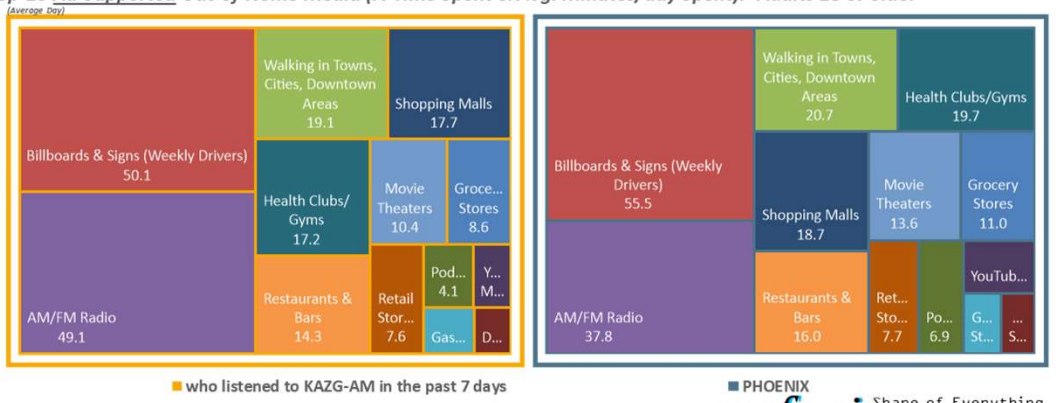
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 93

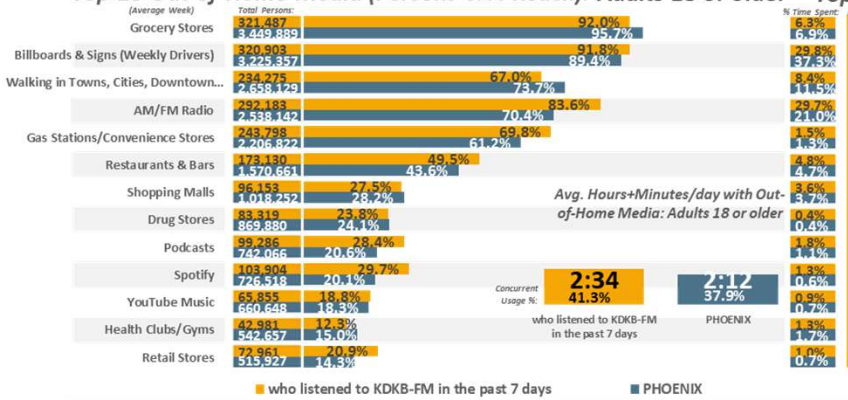
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

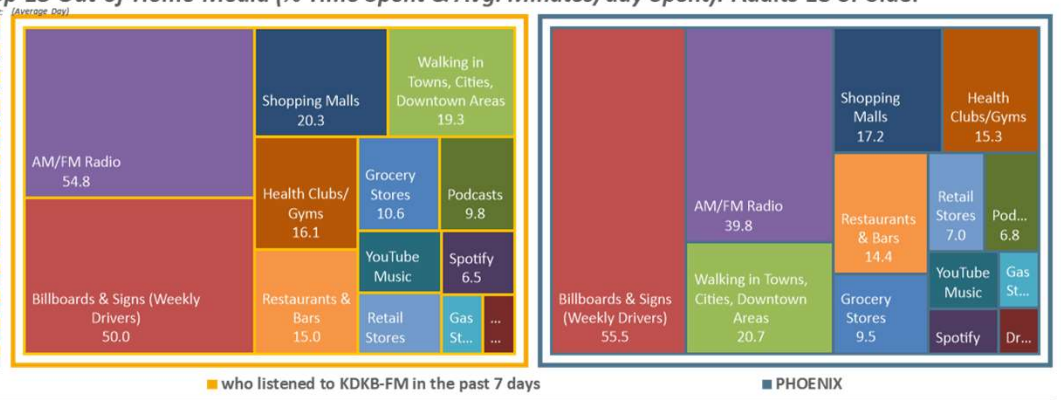
(Radio Stations: KAZG-AM)

320,903 or 91.8% of Adults 18 or older who listened to KDKB-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.

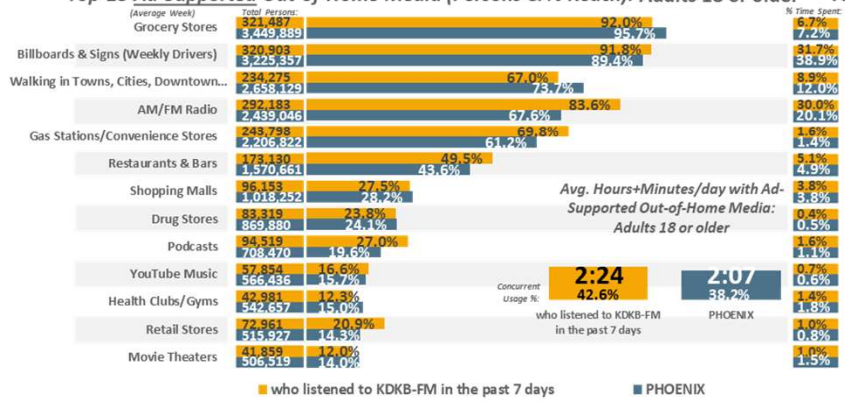
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



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



PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 130

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

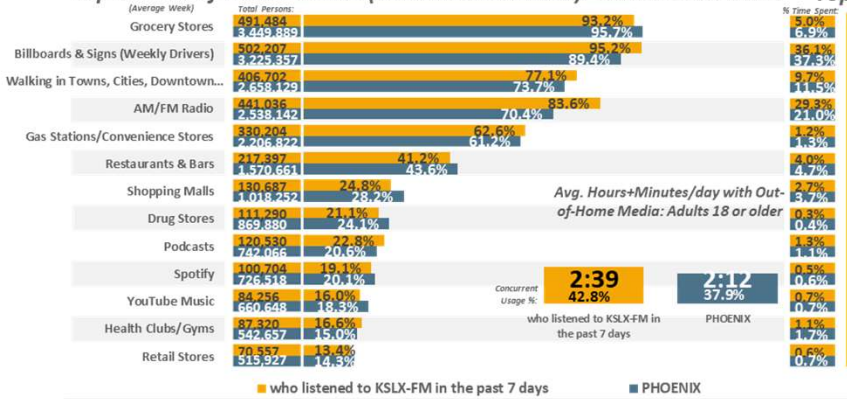
soefa.ai Share of Everything for Anything ©

(Radio Stations: KDKB-FM)

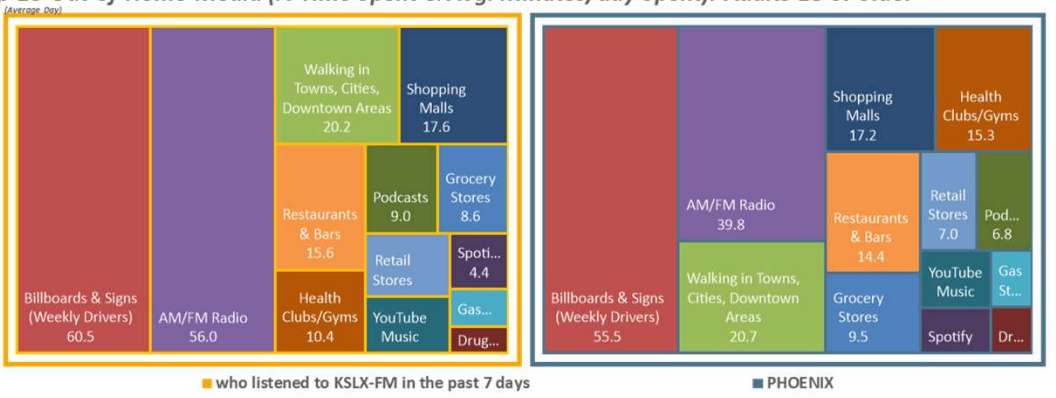
100.7 FM KSLX CLASSIC ROCK

502,207 or 95.2% of Adults 18 or older who listened to KSLX-FM in the past 7 days spend an average of 60.5 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 54.2 minutes/day.

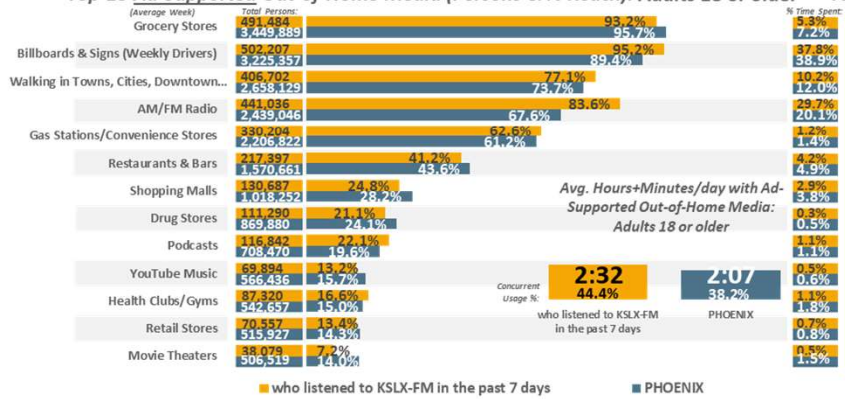
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



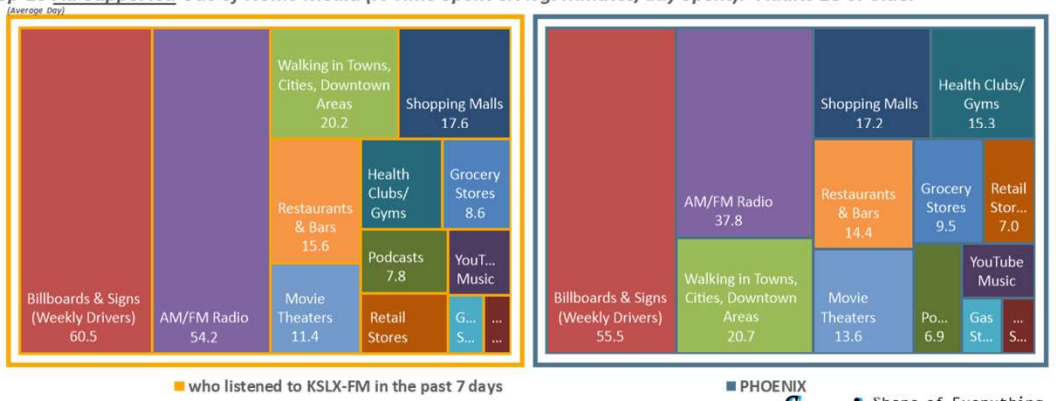
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 302

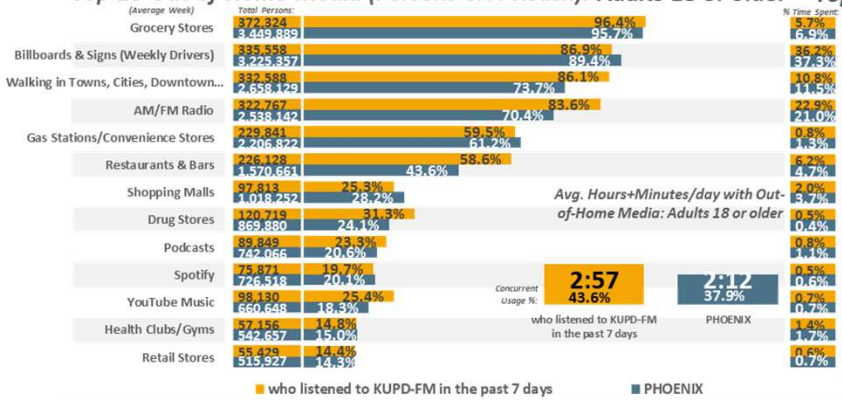
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

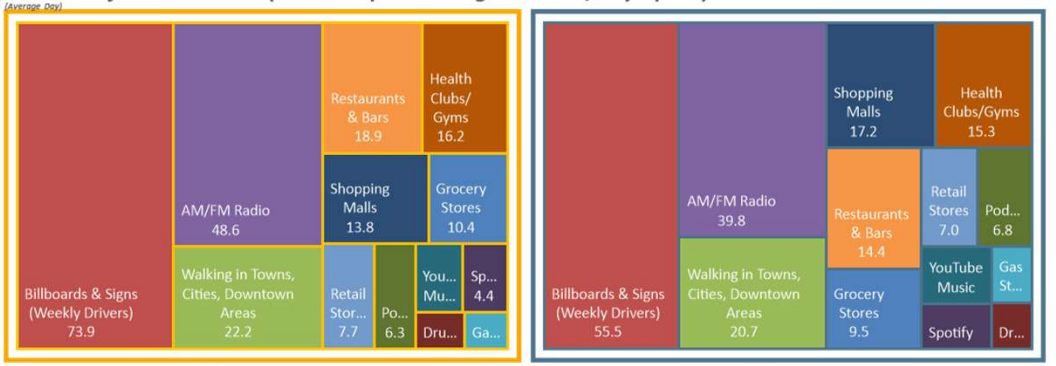
(Radio Stations: KSLX-FM)

335,558 or 86.9% of Adults 18 or older who listened to KUPD-FM in the past 7 days spend an average of 73.9 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 45.2 minutes/day.

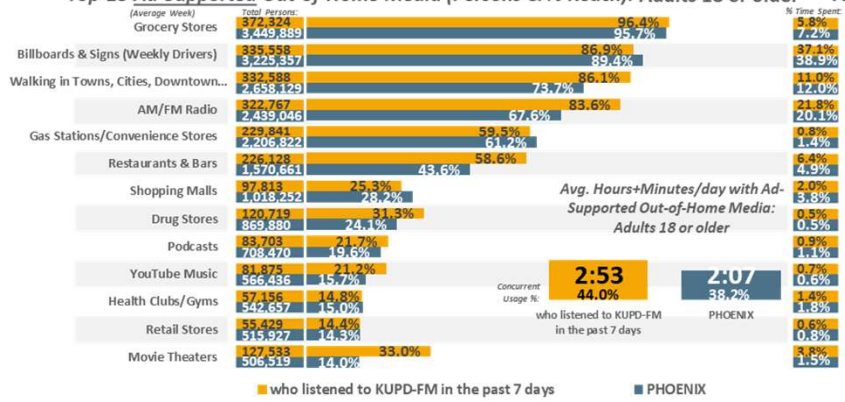
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



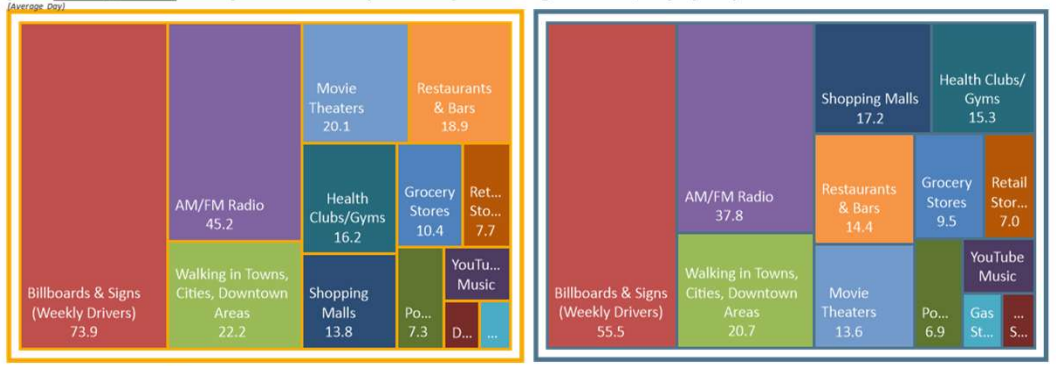
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 126

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

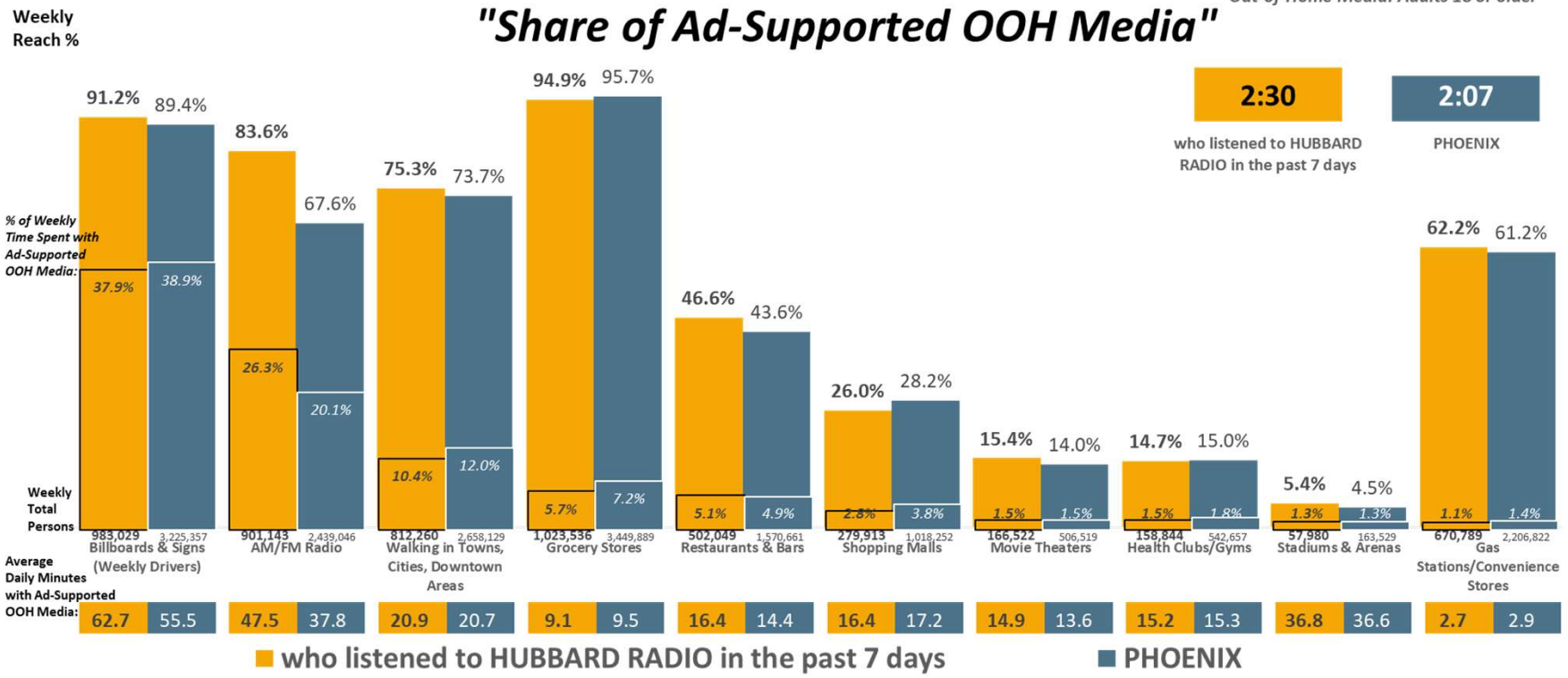
soefa.ai Share of Everything for Anything ©

(Radio Stations: KUPD-FM)

983,029 or 91.2% of Adults 18 or older who listened to HUBBARD RADIO in the past 7 days spend an average of 62.7 minutes per day driving, seeing Billboards and Signs representing 37.9% 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"



PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 507 PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,891

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

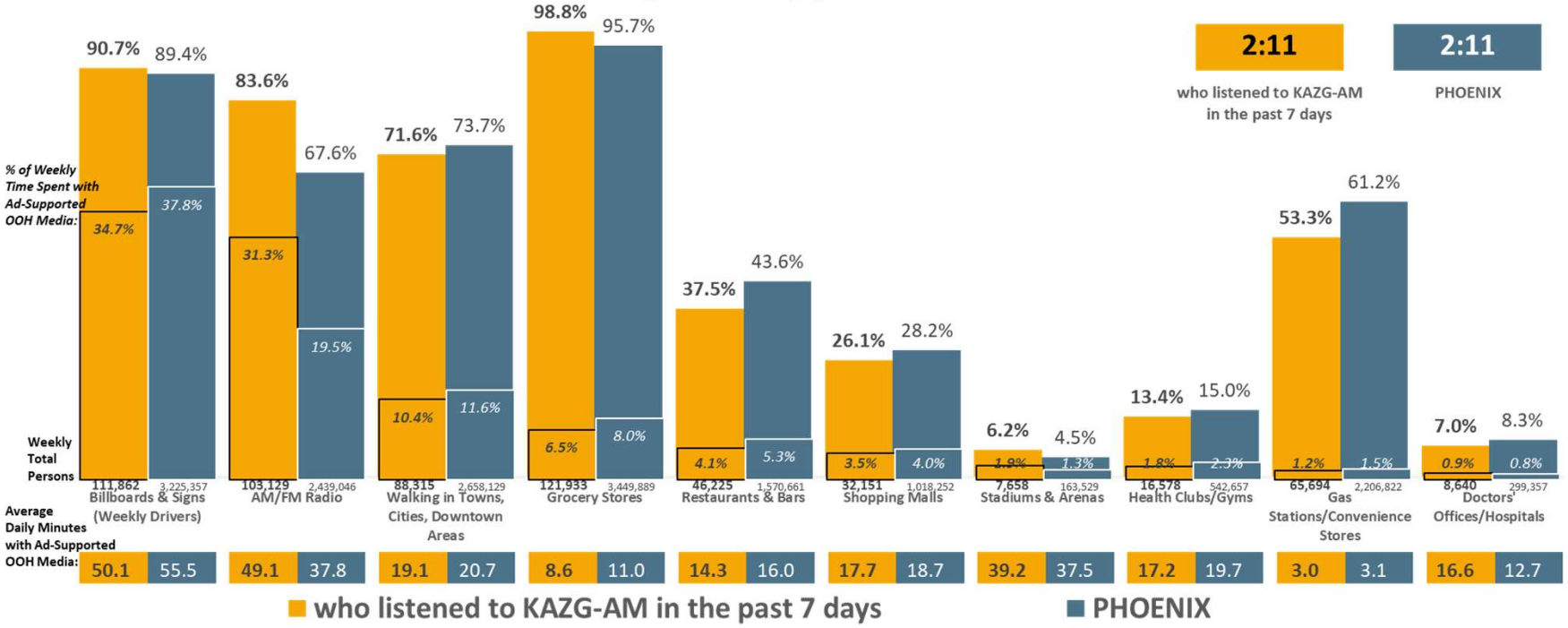
soefa.ai Share of Everything for Anything

(Radio Stations: KAZG-AM OR Radio Stations: KDKB-FM OR Radio Stations: KSLX-FM OR Radio Stations: KUPD-FM)

111,862 or 90.7% of Adults 18 or older who listened to KAZG-AM in the past 7 days spend an average of 50.1 minutes per day driving, seeing Billboards and Signs representing 34.7% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 93 PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,891

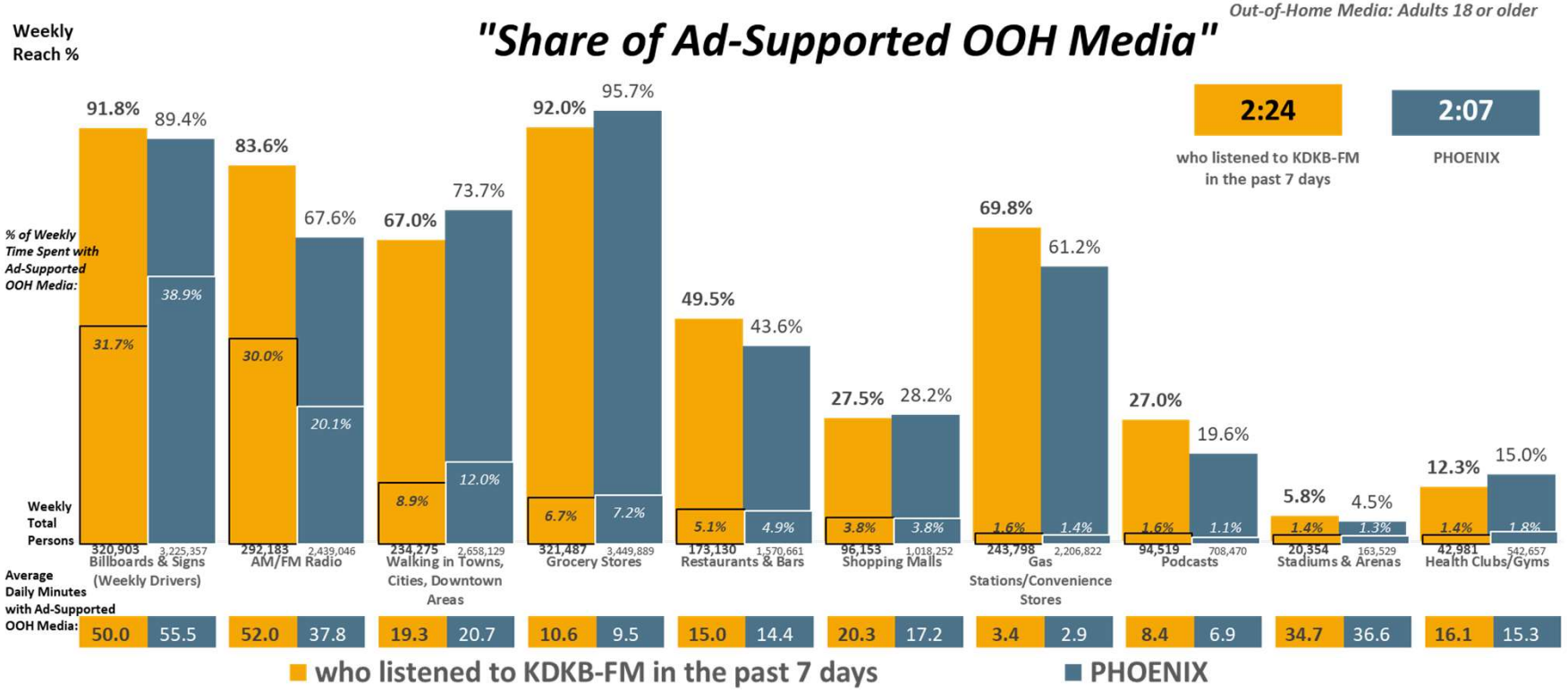
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

(Radio Stations: KAZG-AM)

320,903 or 91.8% of Adults 18 or older who listened to KDKB-FM in the past 7 days spend an average of 50. minutes per day driving, seeing Billboards and Signs representing 31.7% of all Time Spent with Ad-Supported Out-of-Home Media.

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



PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 130 PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,891

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

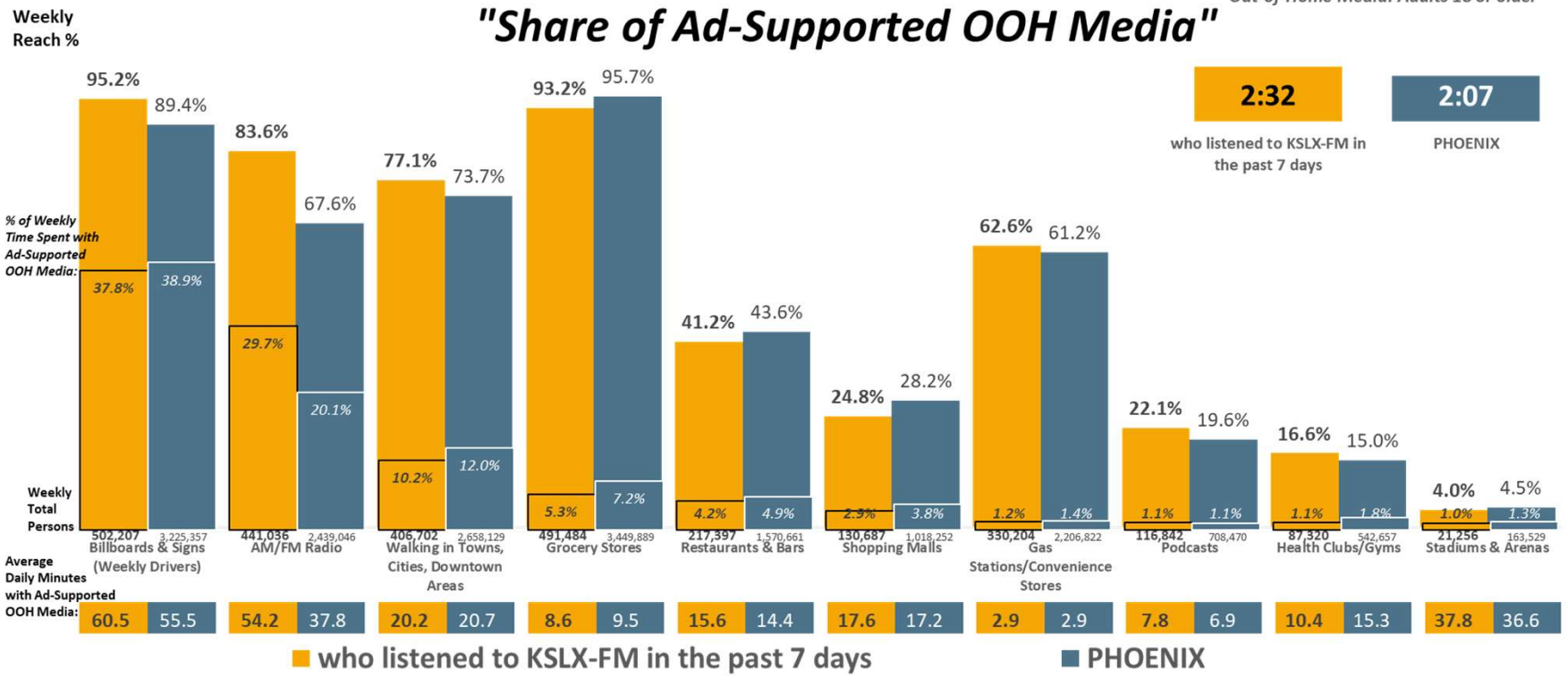
(Radio Stations: KDKB-FM)

100.7 FM KSLX CLASSIC ROCK

502,207 or 95.2% of Adults 18 or older who listened to KSLX-FM in the past 7 days spend an average of 60.5 minutes per day driving, seeing Billboards and Signs representing 37.8% 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"



PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 302 PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,891

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

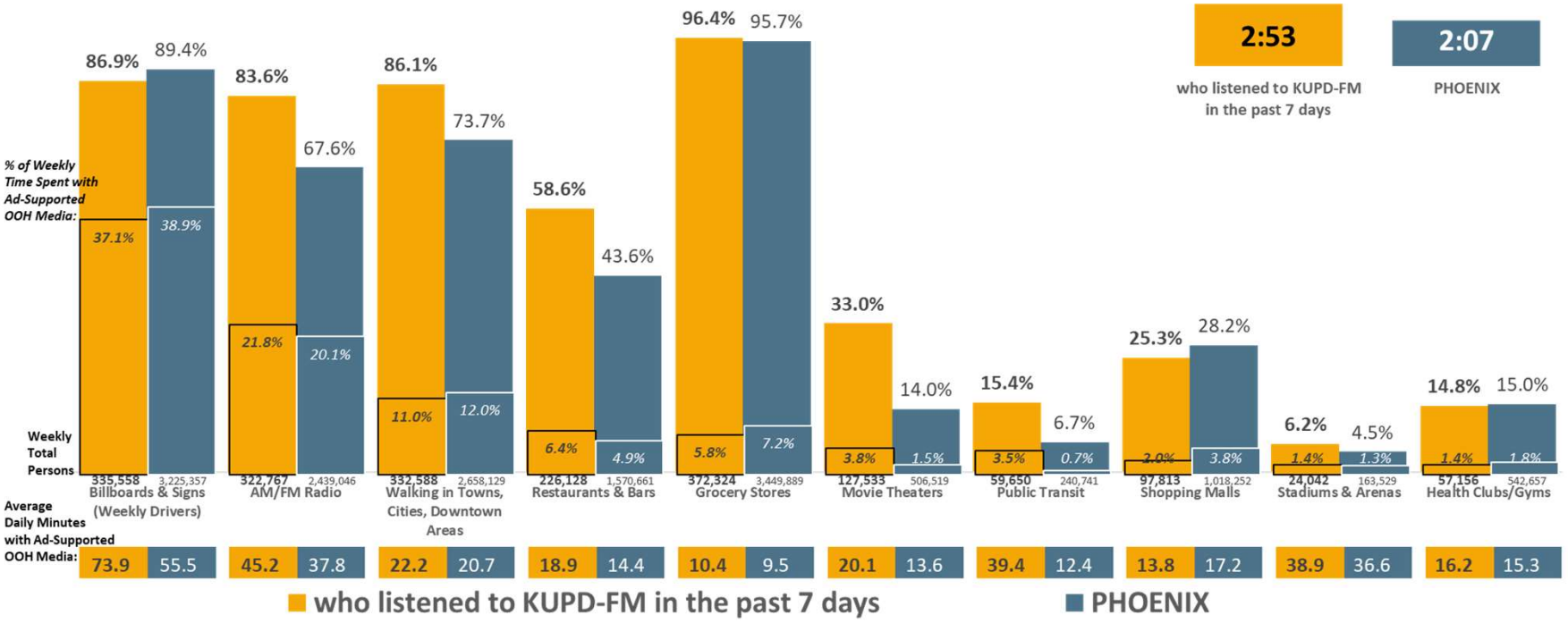
soefa.ai Share of Everything for Anything

(Radio Stations: KSLX-FM)

335,558 or 86.9% of Adults 18 or older who listened to KUPD-FM in the past 7 days spend an average of 73.9 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"



PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 126 PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,891

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

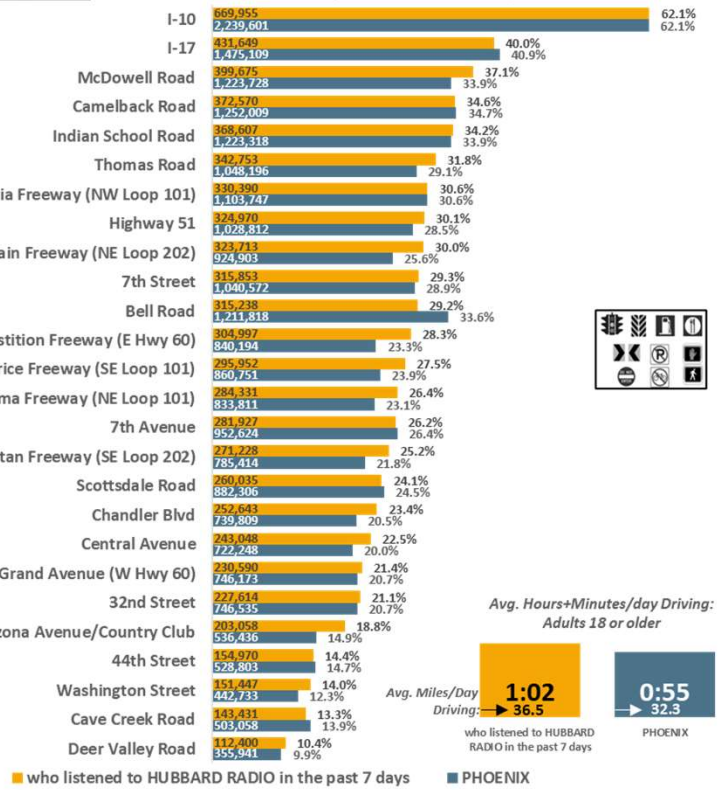
soefa.ai Share of Everything for Anything ©

(Radio Stations: KUPD-FM)

HUBBARD RADIO

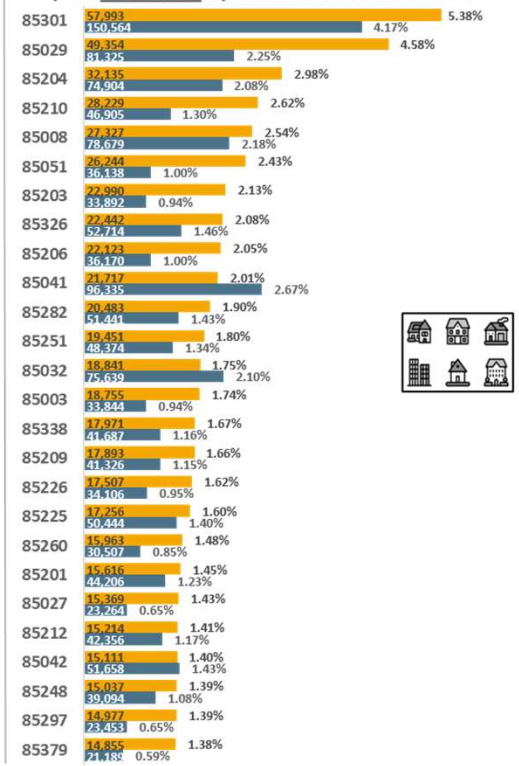
983,029 or 91.2% of Adults 18 or older who listened to HUBBARD RADIO in the past 7 days spend an average of 62.7 minutes per day driving an average of 36.5 miles each day and are 21.4% more likely to use Superstition Freeway (E Hwy 60) than the Metro aver

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

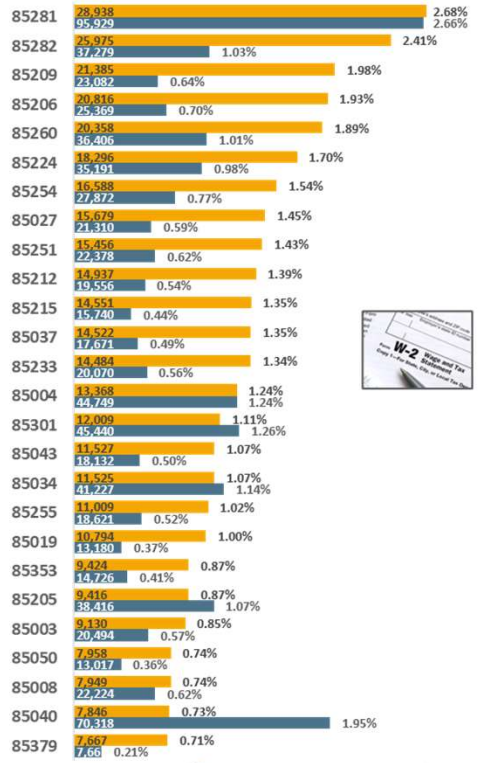


Avg. Hours+Minutes/day Driving: Adults 18 or older

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



soefa.ai Share of Everything for Anything ©

PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 507

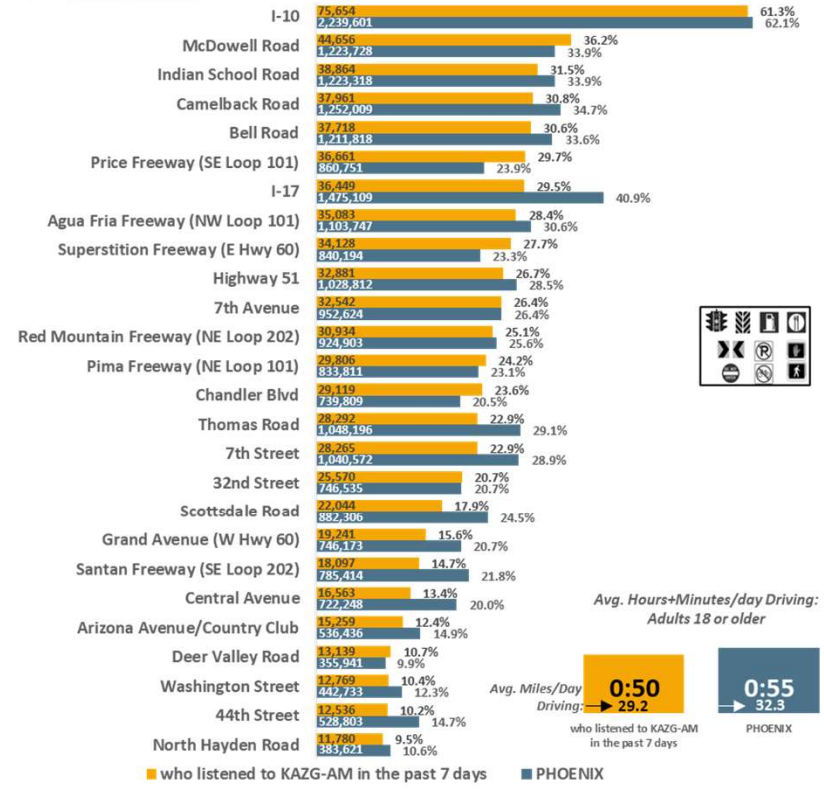
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

(Radio Stations: KAZG-AM OR Radio Stations: KDKB-FM OR Radio Stations: KSLX-FM OR Radio Stations: KUPD-FM)

OLDIES 92.7 1440 AM KAZG

111,862 or 90.7% of Adults 18 or older who listened to KAZG-AM in the past 7 days spend an average of 50.1 minutes per day driving an average of 29.2 miles each day and are 24.5% more likely to use Price Freeway (SE Loop 101) than the Metro average.

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



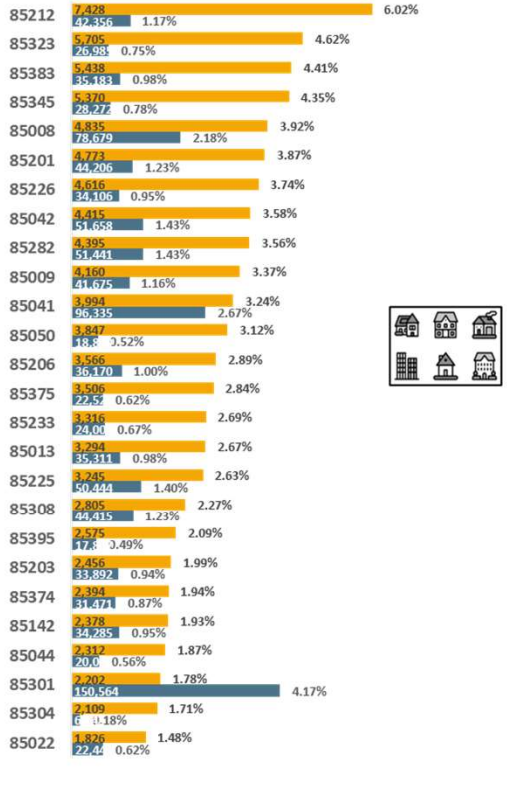
Avg. Hours+Minutes/day Driving: Adults 18 or older

Avg. Miles/Day Driving: 29.2

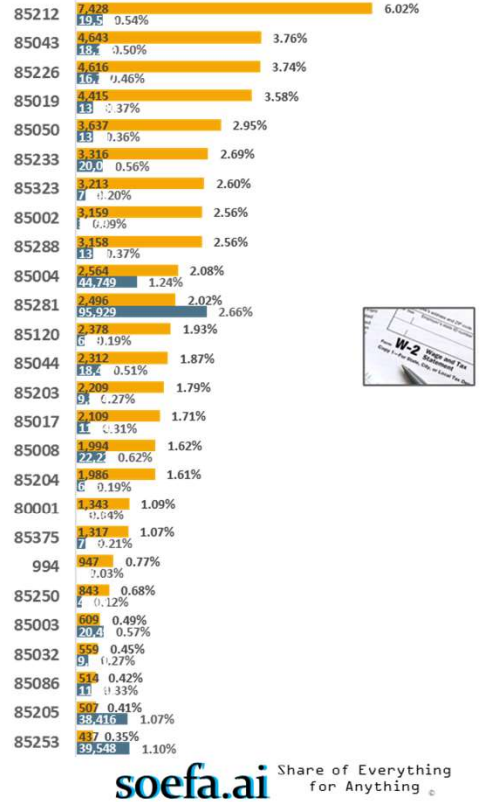
0:50 who listened to KAZG-AM in the past 7 days

0:55 → 32.3 PHOENIX

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



soefa.ai Share of Everything for Anything

PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 93

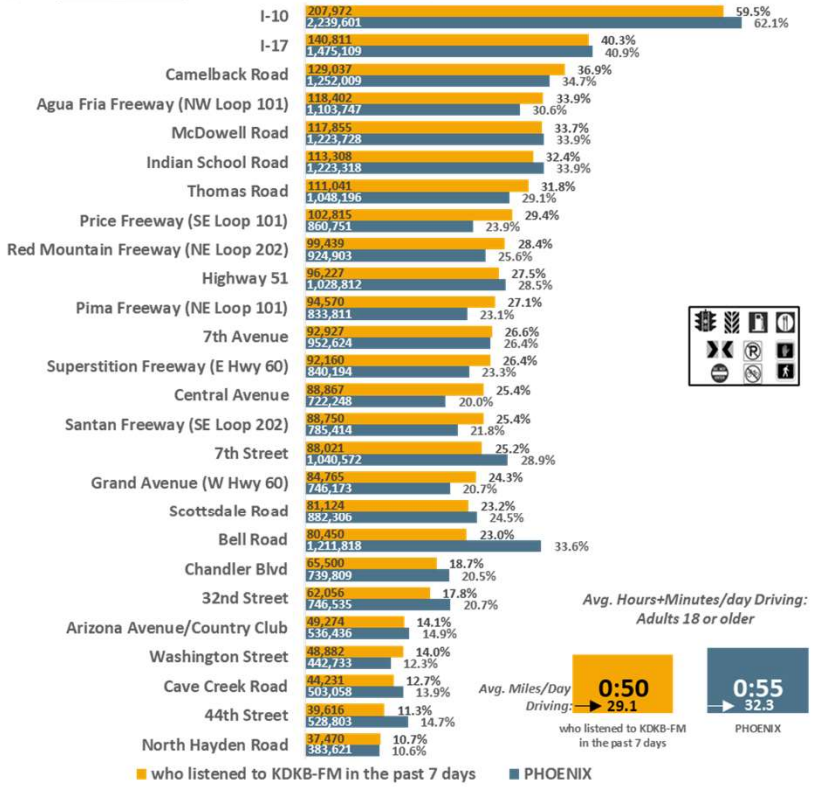
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

(Radio Stations: KAZG-AM)

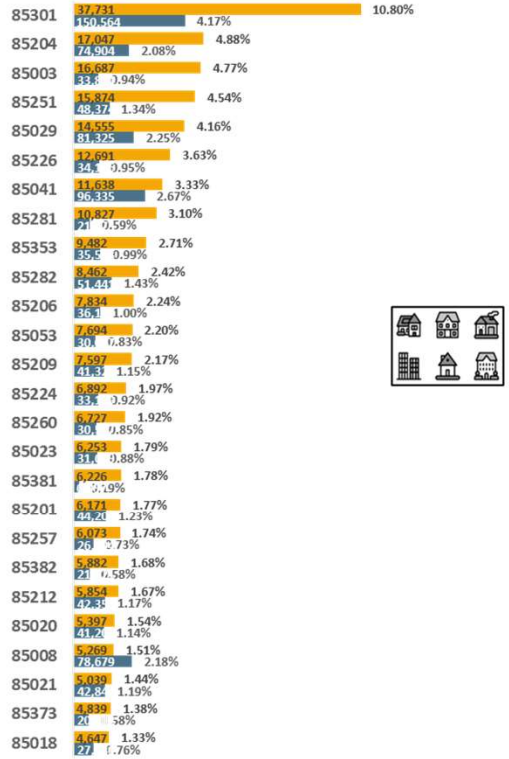
93·3 ALT★AZ ARIZONA'S ALTERNATIVE

320,903 or 91.8% of Adults 18 or older who listened to KDKB-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 27.% more likely to use Central Avenue than the Metro average.

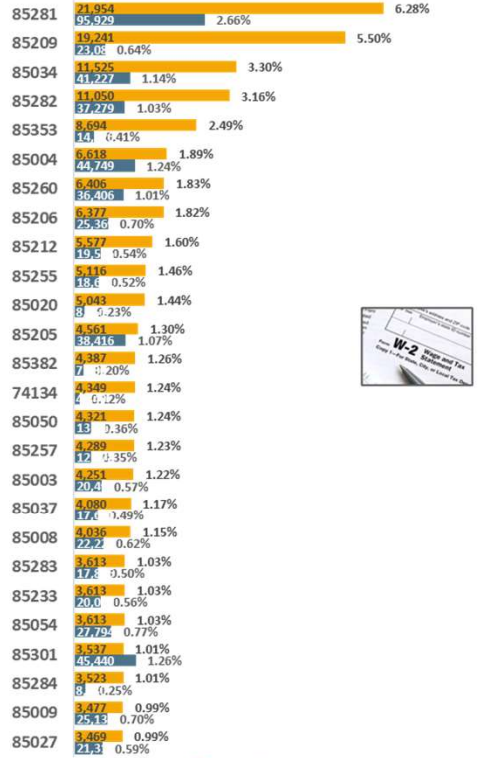
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



soefa.ai Share of Everything for Anything ©

PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 130

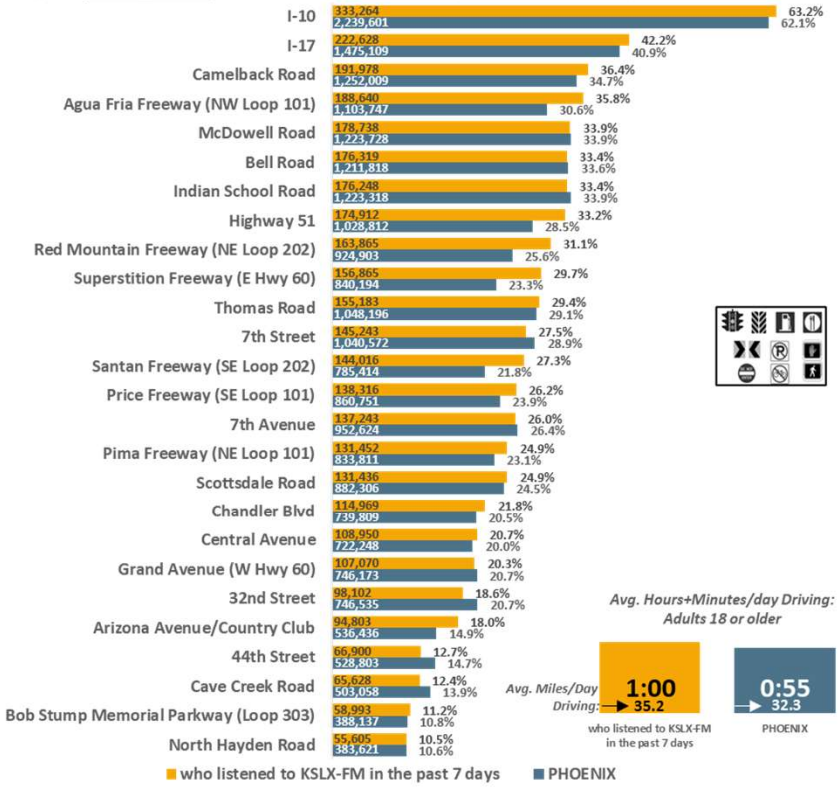
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

(Radio Stations: KDKB-FM)

100.7 FM KSLX CLASSIC ROCK

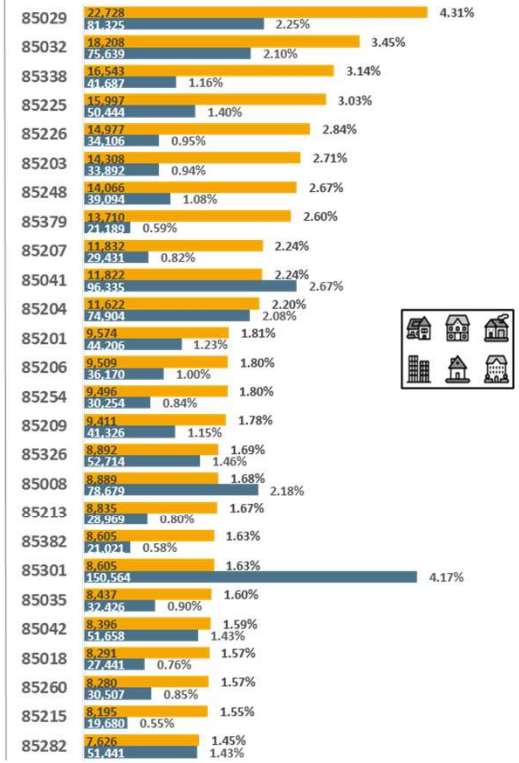
502,207 or 95.2% of Adults 18 or older who listened to KSLX-FM in the past 7 days spend an average of 60.5 minutes per day driving an average of 35.2 miles each day and are 27.6% more likely to use Superstition Freeway (E Hwy 60) than the Metro average.

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

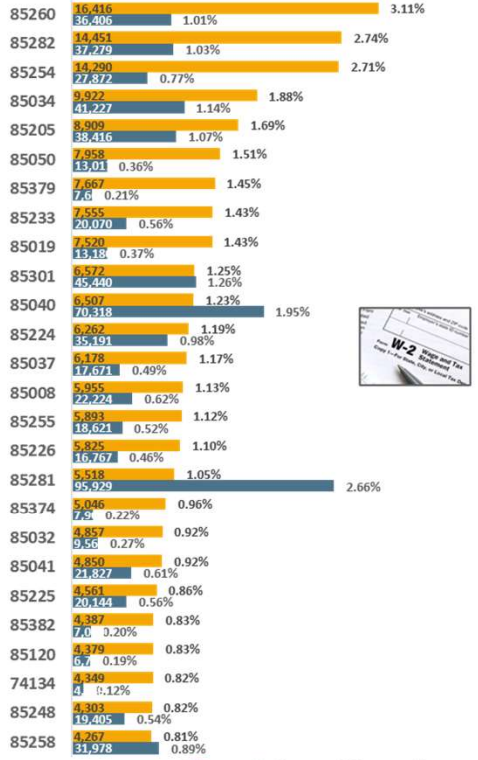


Avg. Hours+Minutes/day Driving: Adults 18 or older

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



soefa.ai Share of Everything for Anything ©

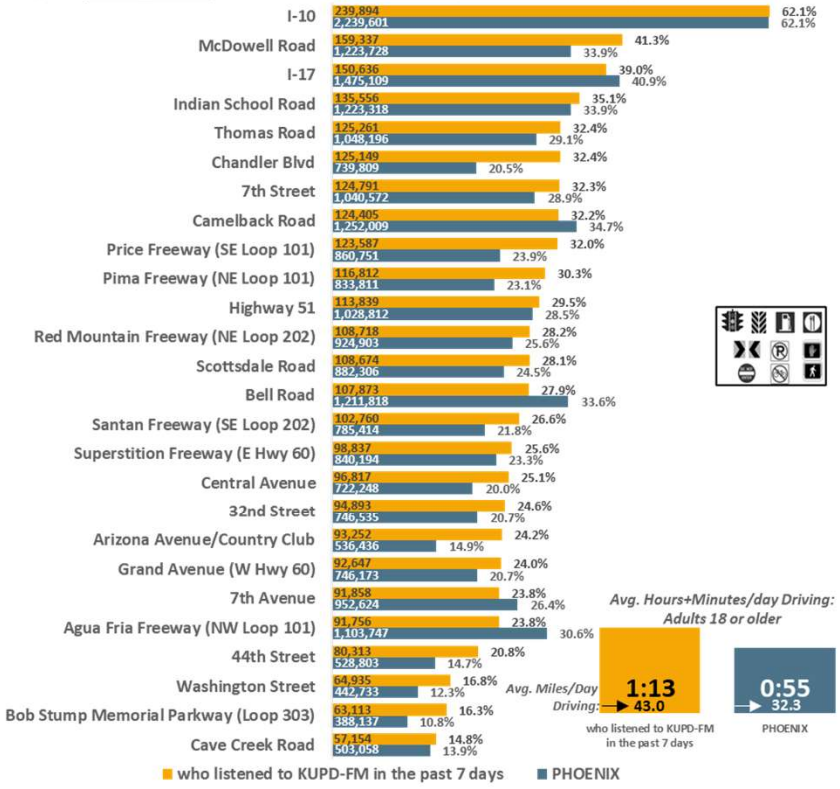
PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 302

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

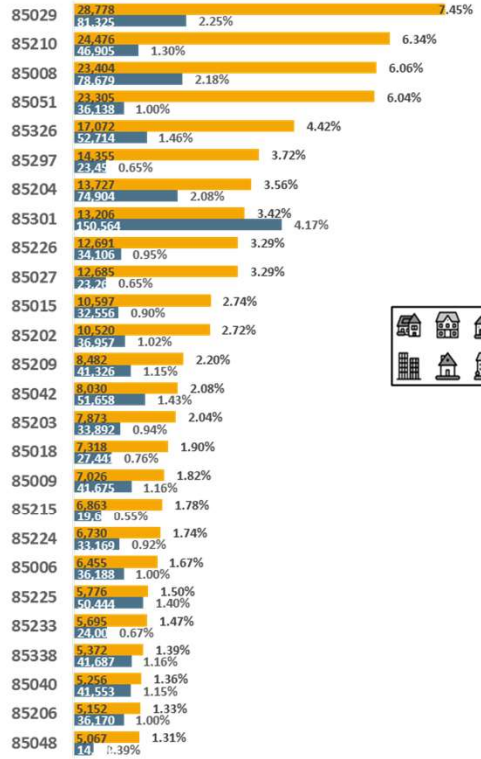
(Radio Stations: KSLX-FM)

335,558 or 86.9% of Adults 18 or older who listened to KUPD-FM in the past 7 days spend an average of 73.9 minutes per day driving an average of 43. miles each day and are 62.4% more likely to use Arizona Avenue/Country Club than the Metro average.

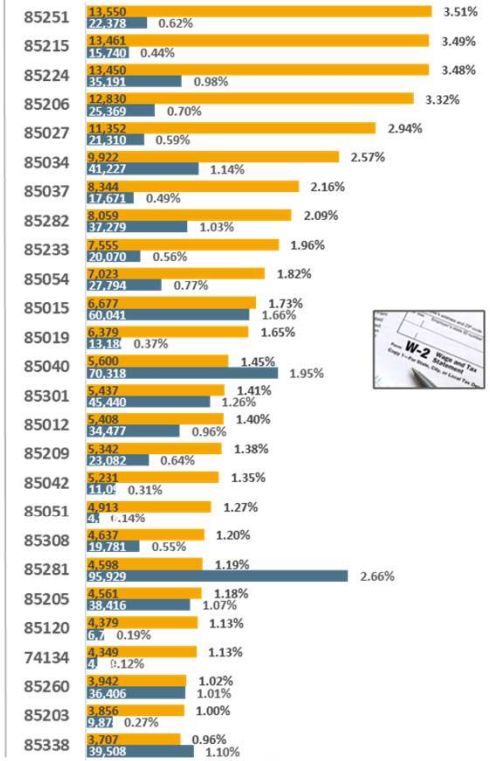
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



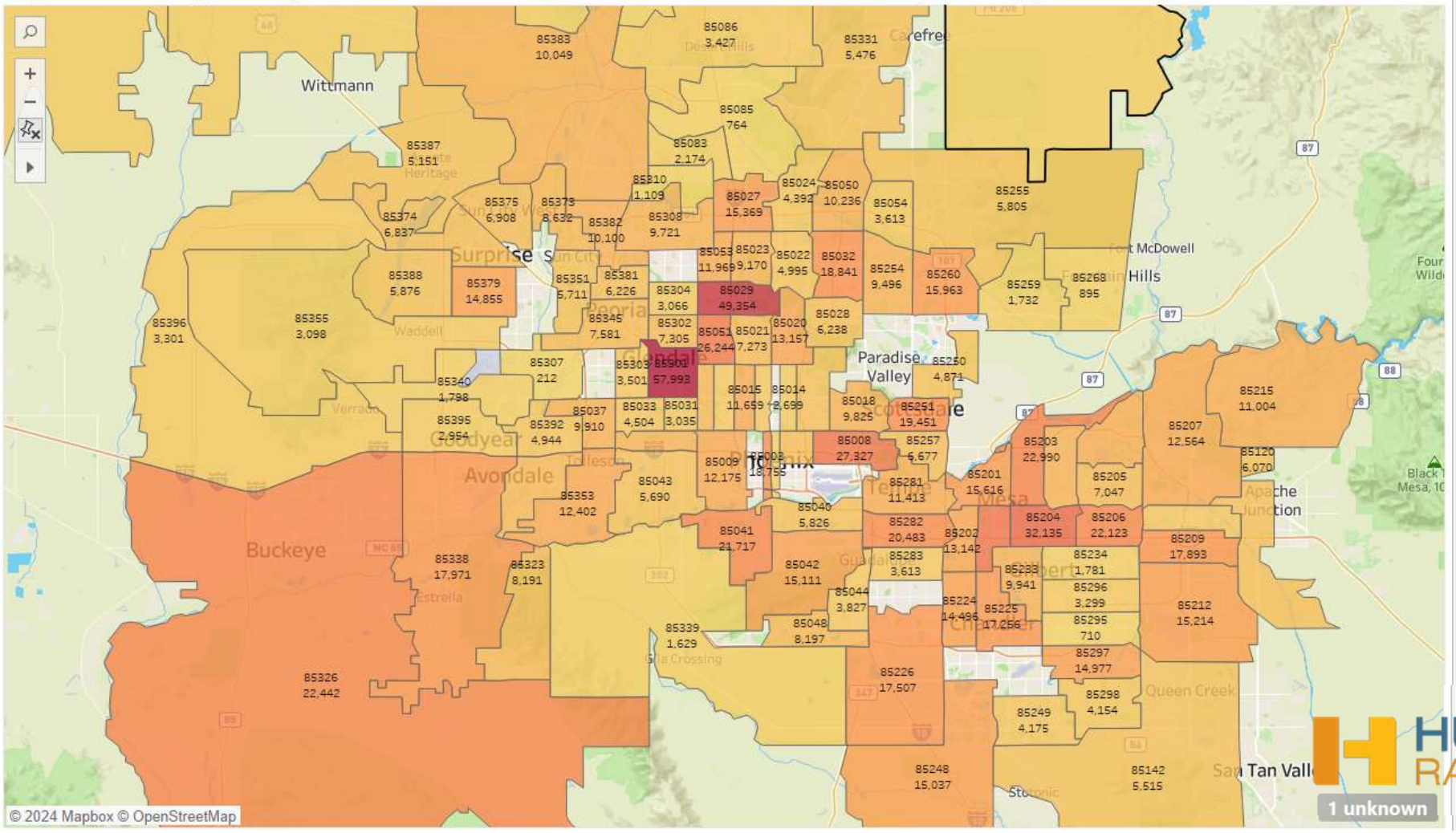
soefa.ai Share of Everything for Anything ©

PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 126

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

(Radio Stations: KUPD-FM)

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



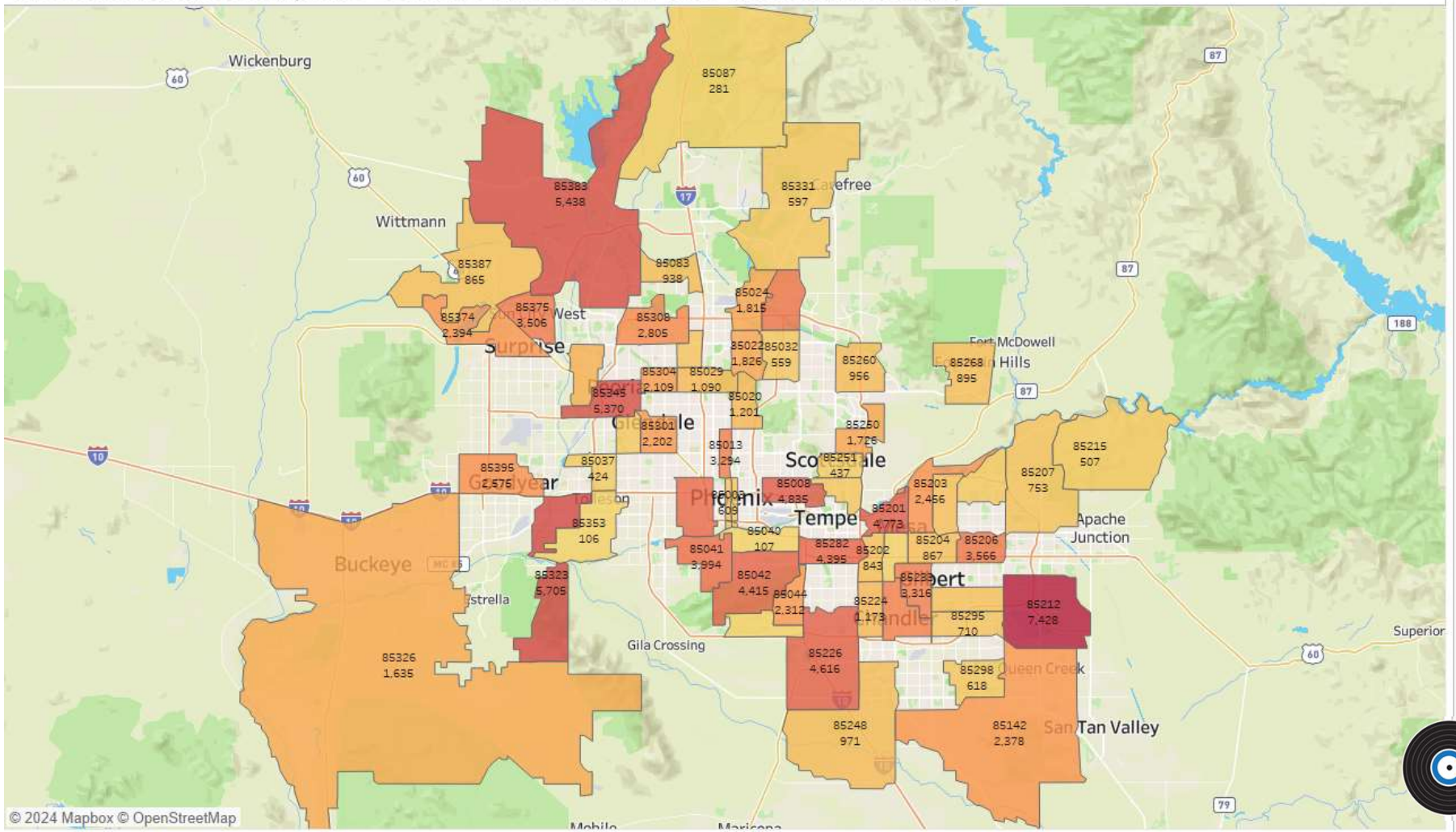
PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 507

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

(Radio Stations: KAZG-AM OR Radio Stations: KDKB-FM OR Radio Stations: KSLX-FM OR Radio Stations: KUPD-FM)

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

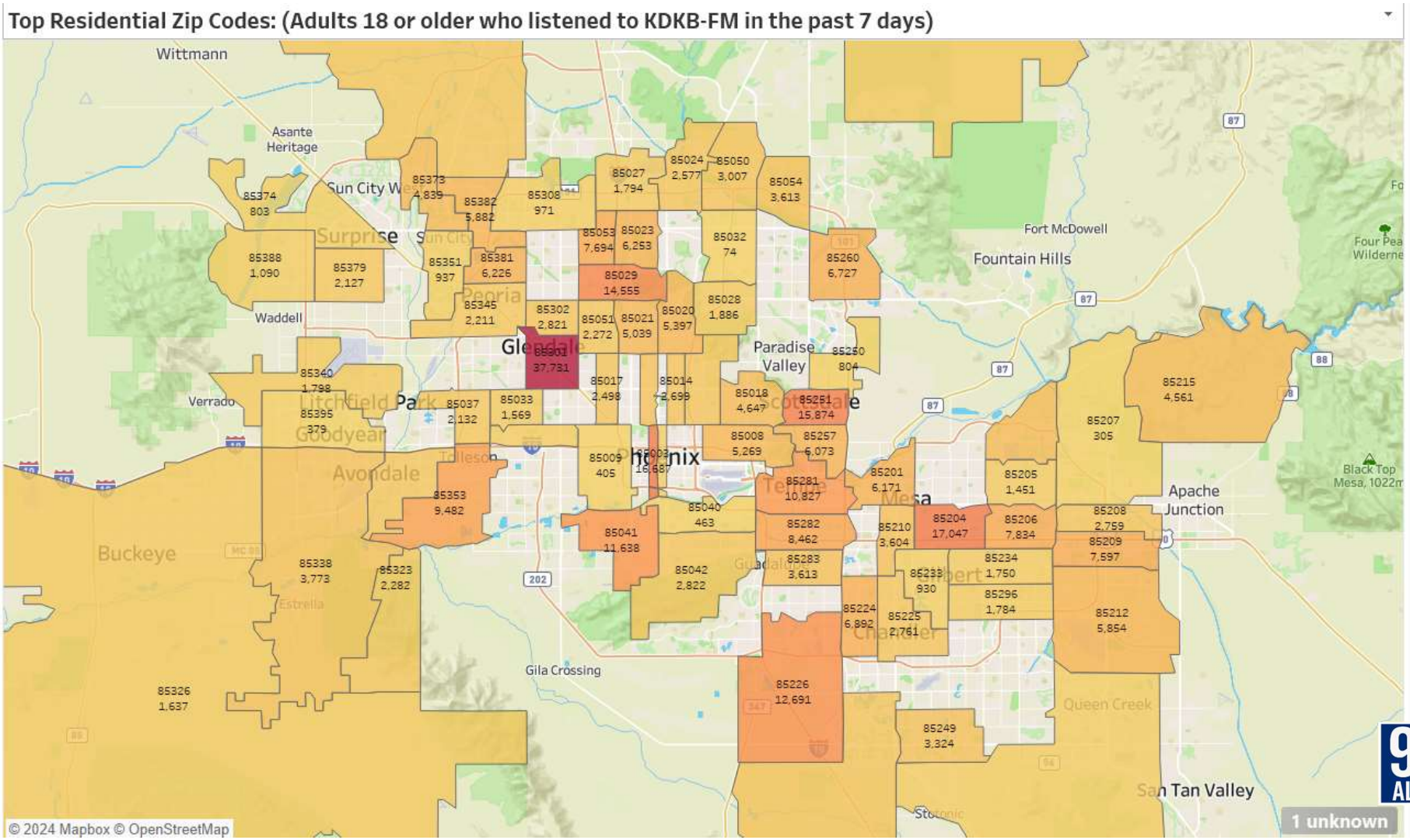


All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

(Radio Stations: KAZG-AM)

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

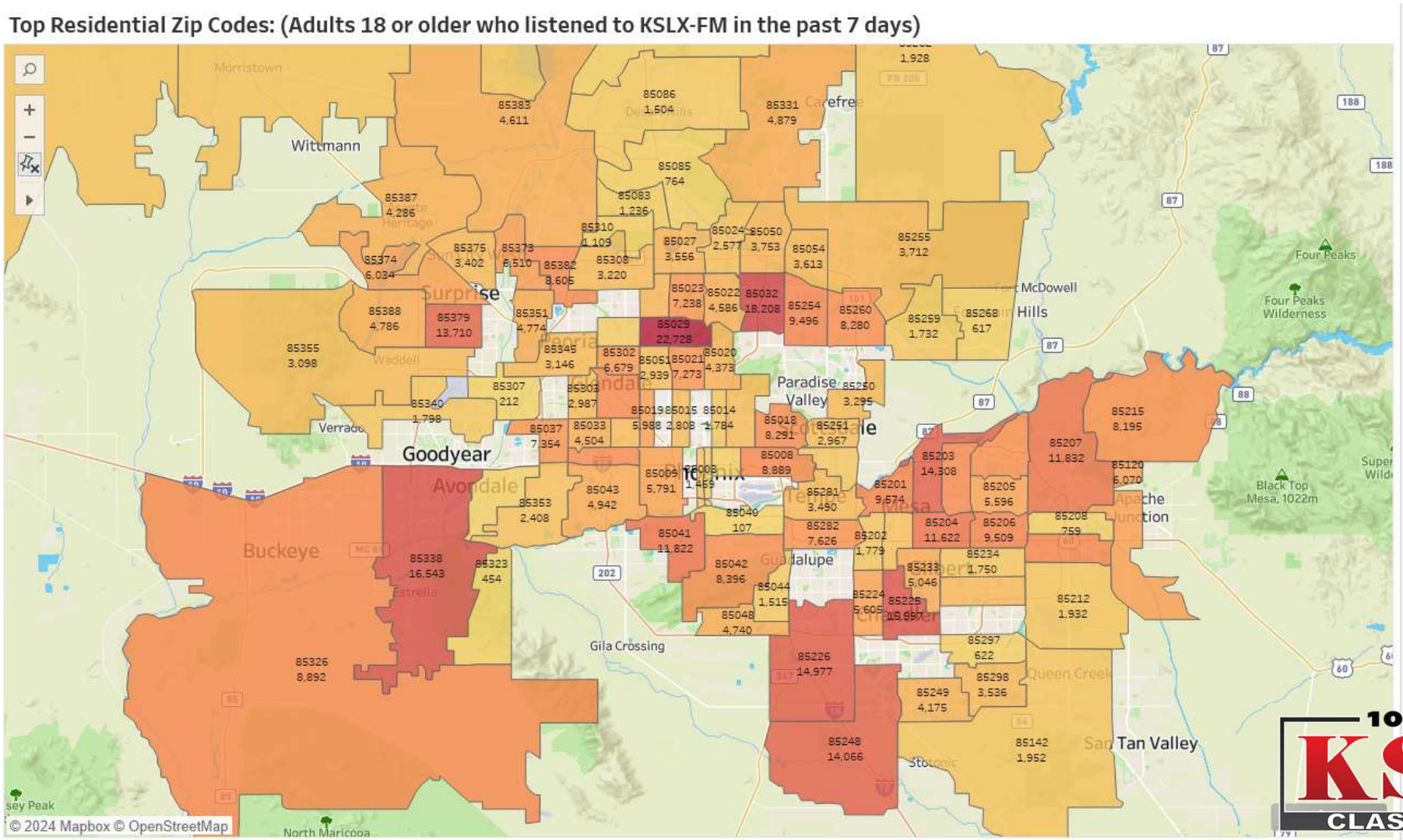


PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 130
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

(Radio Stations: KDKB-FM)

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



100.7 FM KSLX CLASSIC ROCK

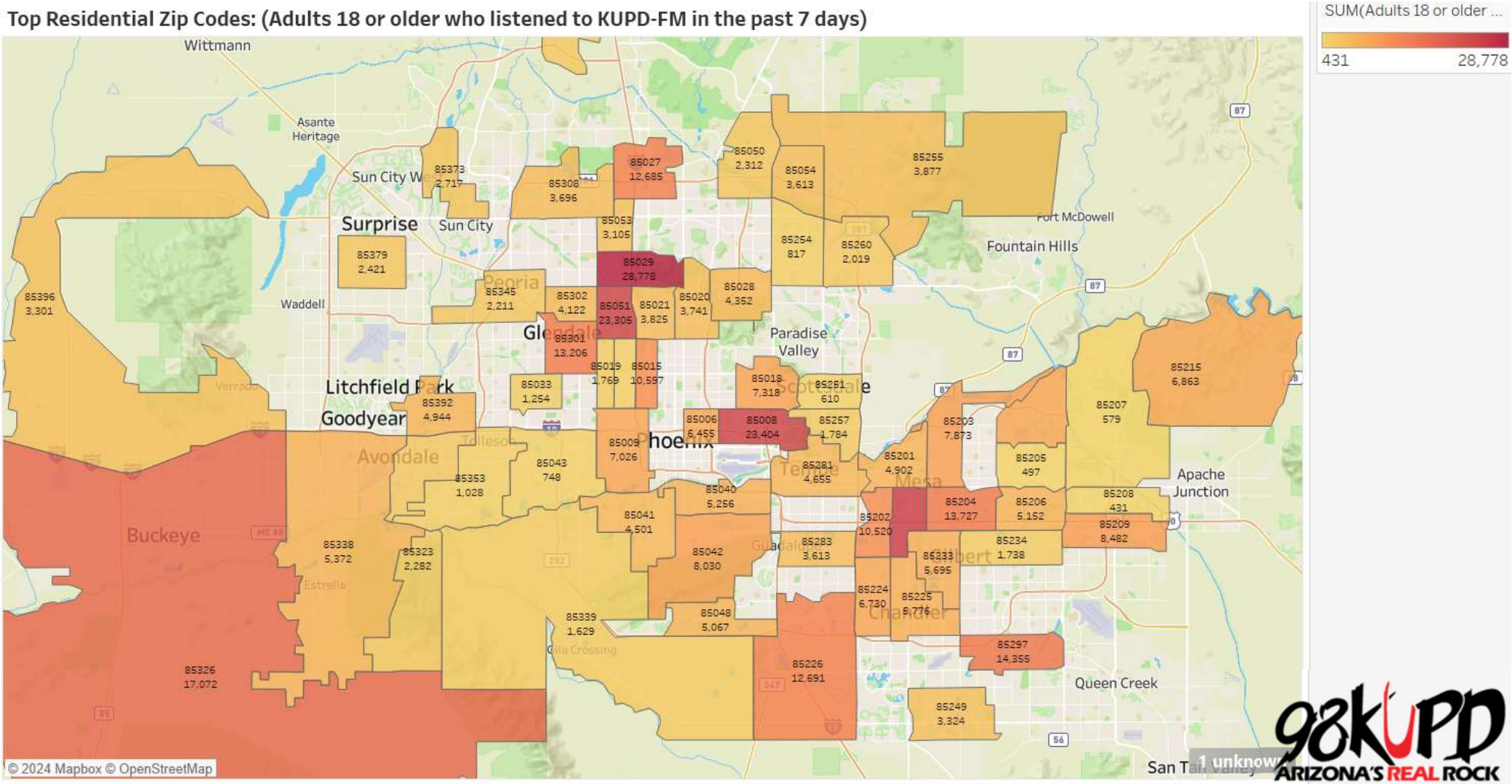
PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 302

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

(Radio Stations: KSLX-FM)

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



PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 126
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

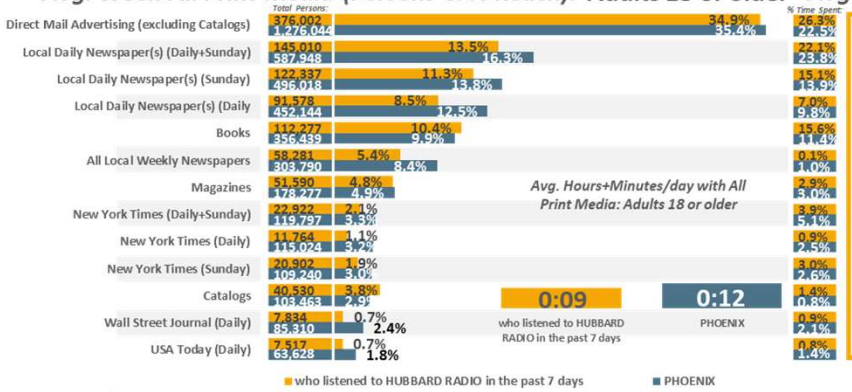
soefa.ai Share of Everything for Anything.

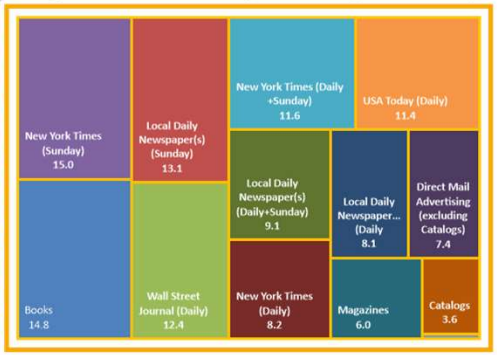
98KUPD ARIZONA'S REAL ROCK

(Radio Stations: KUPD-FM)

376,002 or 34.9% of Adults 18 or older who listened to HUBBARD RADIO in the past 7 days read Direct Mail Advertising (excluding Catalogs) for an average of 7.4 minutes every day representing 31.2% of all time spent daily with All forms of Print Media.

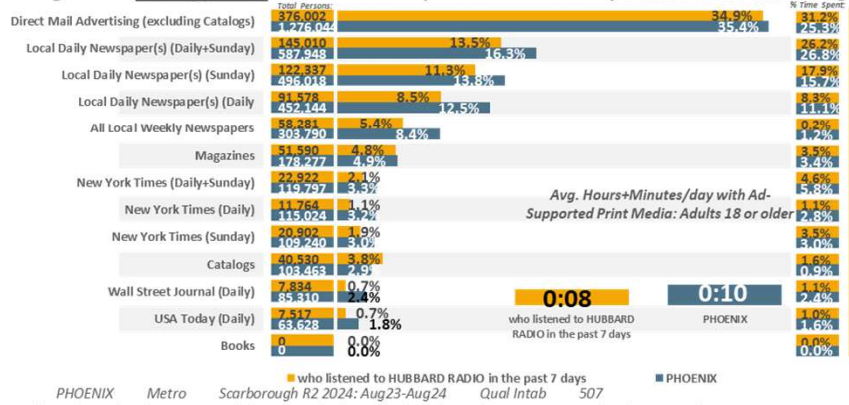
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older

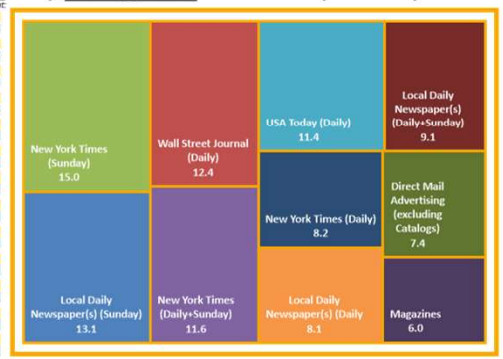


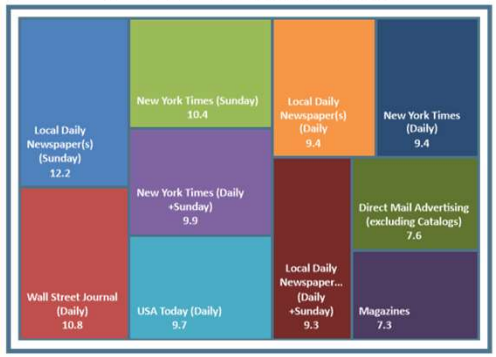




Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older







PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 507

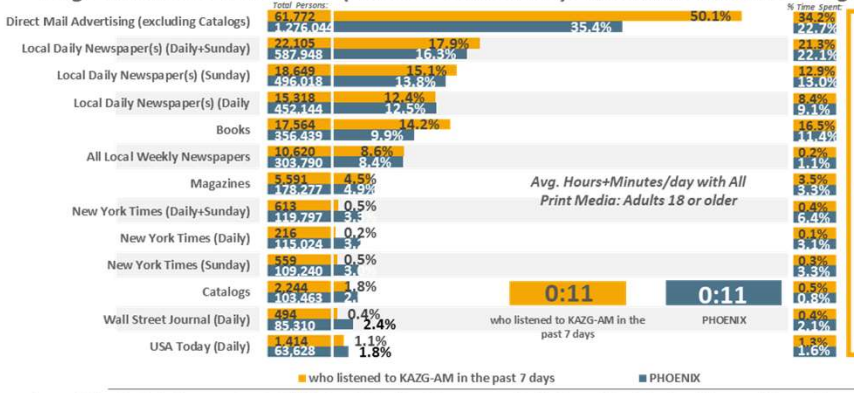
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

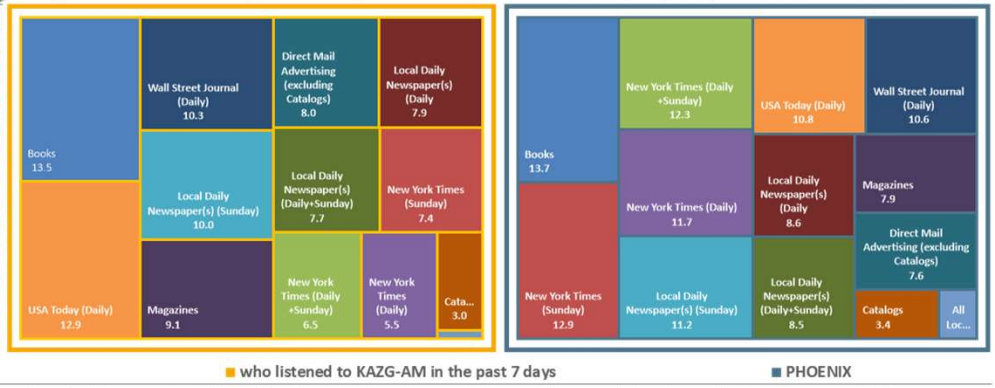
(Radio Stations: KAZG-AM OR Radio Stations: KDKB-FM OR Radio Stations: KSLX-FM OR Radio Stations: KUPD-FM)

61,772 or 50.1% of Adults 18 or older who listened to KAZG-AM in the past 7 days read Direct Mail Advertising (excluding Catalogs) for an average of 8. minutes every day representing 41.% of all time spent daily with All forms of Print Media.

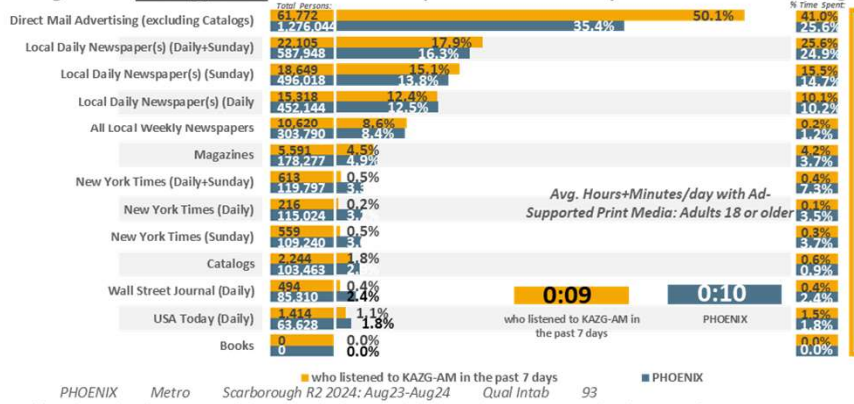
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



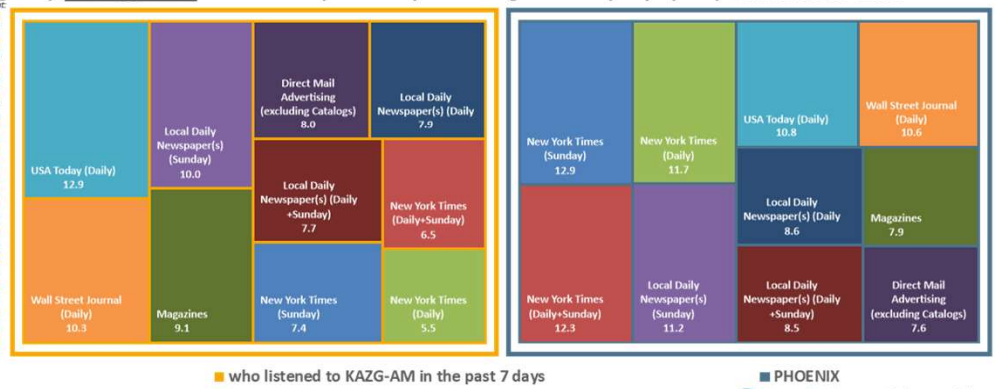
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 93

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

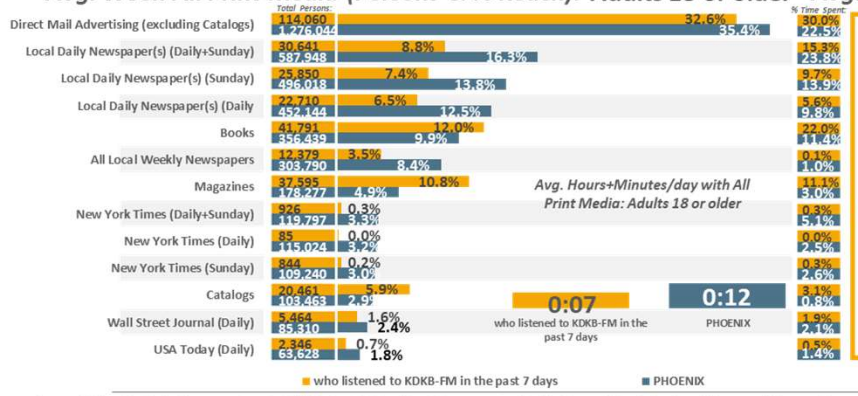
soefa.ai Share of Everything for Anything ©

(Radio Stations: KAZG-AM)

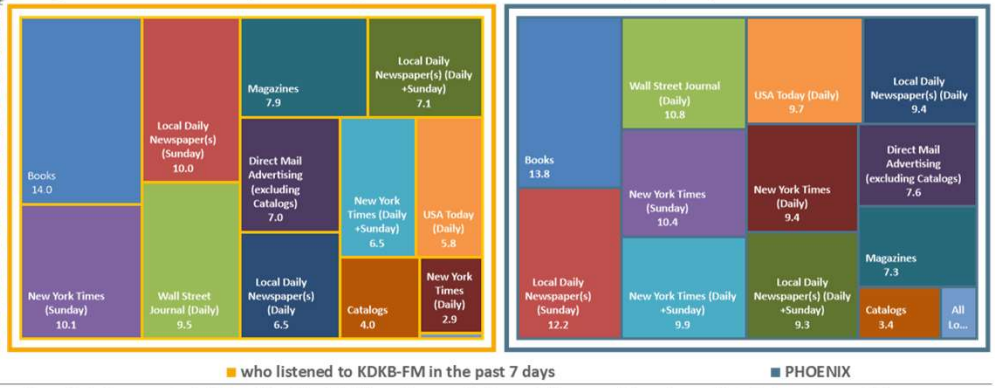
93-3 ALT ★ AZ ARIZONA'S ALTERNATIVE

114,060 or 32.6% of Adults 18 or older who listened to KDKB-FM in the past 7 days read Direct Mail Advertising (excluding Catalogs) for an average of 7. minutes every day representing 38.4% of all time spent daily with All forms of Print Media.

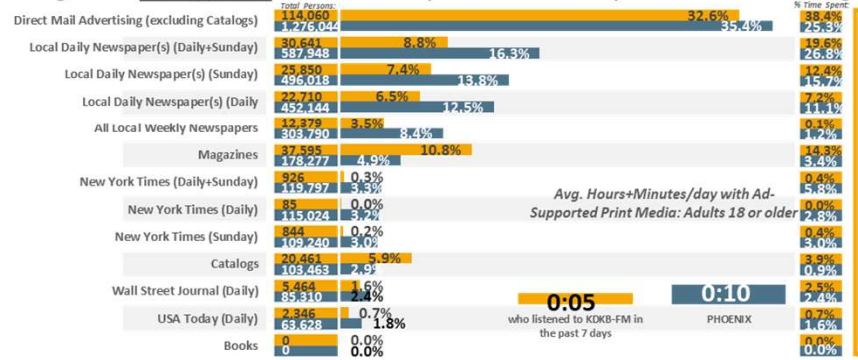
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



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



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



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



PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 130

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

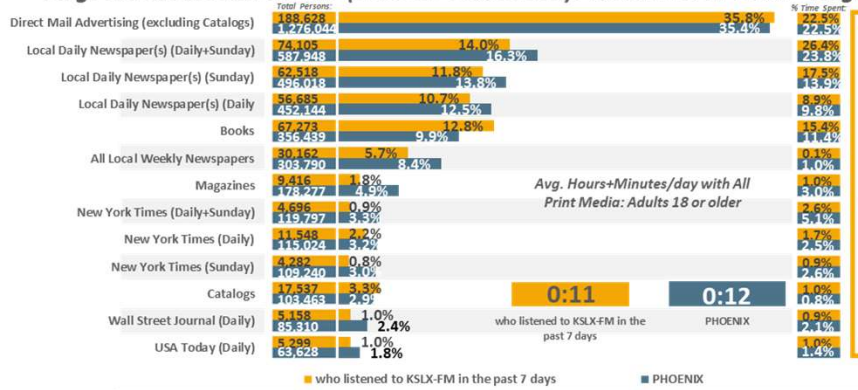
soefa.ai Share of Everything for Anything ©

(Radio Stations: KDKB-FM)

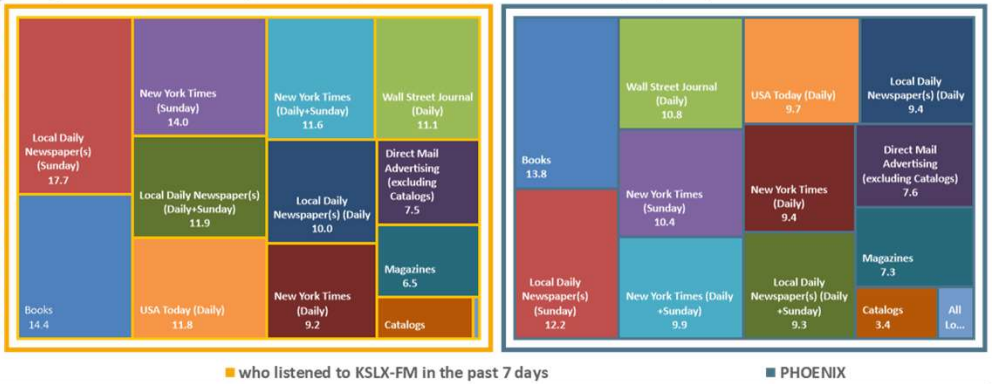
100.7 FM KSLX CLASSIC ROCK

74,105 or 14.% of Adults 18 or older who listened to KSLX-FM in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 11.9 minutes every day representing 31.2% of all time spent daily with All forms of Print Media.

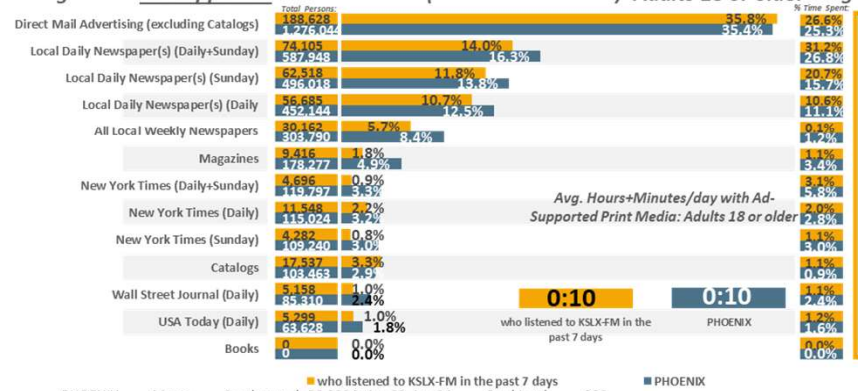
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



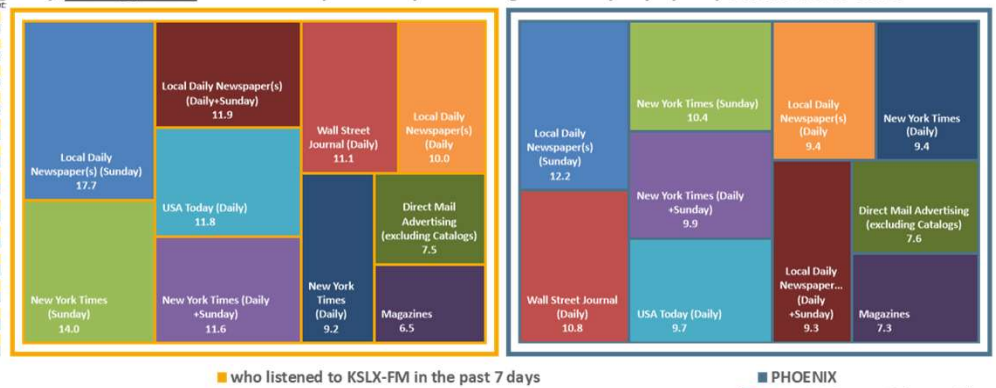
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 302

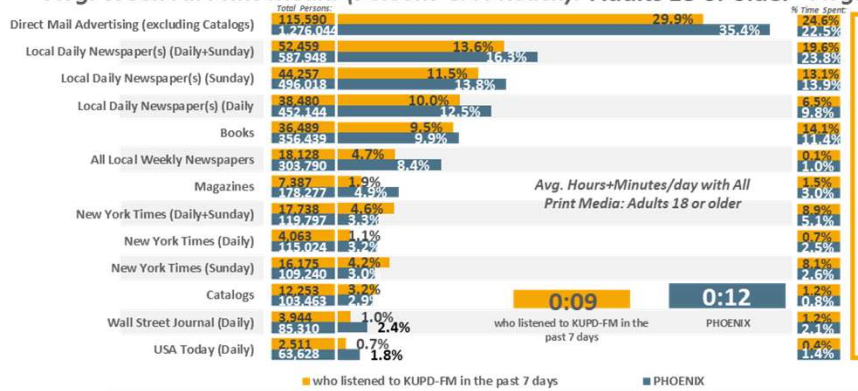
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

(Radio Stations: KSLX-FM)

115,590 or 29.9% of Adults 18 or older who listened to KUPD-FM in the past 7 days read Direct Mail Advertising (excluding Catalogs) for an average of 7.5 minutes every day representing 28.7% of all time spent daily with All forms of Print Media.

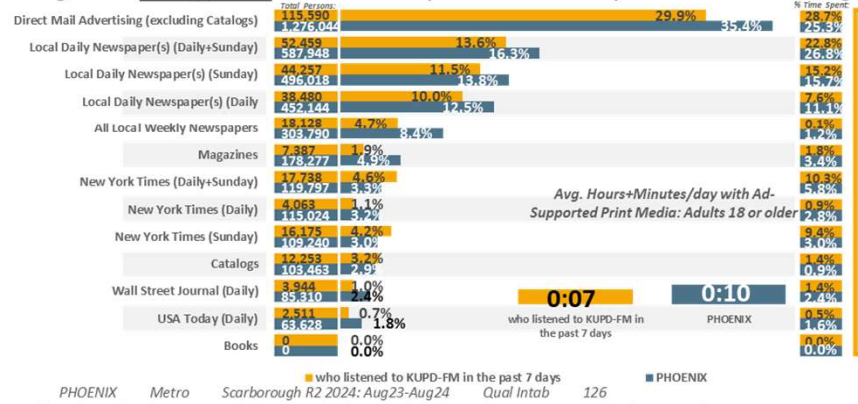
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



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



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



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



PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 126

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

(Radio Stations: KUPD-FM)