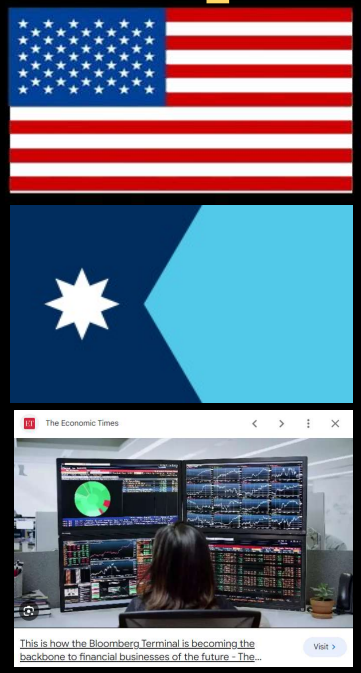
Minneapolis-St. Paul, MN Metro – 5 P18+ Profiles of HUBBARD RADIO Listeners!

Brand New Data as of JULY 31, 2025!

Complete Demographic & Media Use Profiles





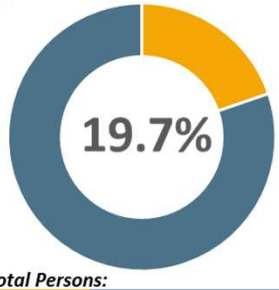
And, Yes! You ARE Smart Enough to Read a Bloomberg Terminal. So get ready to Learn!

Radio Stations: KSTP-FM OR Radio Stations: KTMY-FM Radio Stations: KSTP-FM Radio Stations: KTMY-FM [(Radio format profiles (M-S 6am-Mid cume): All Sports AND (Radio Stations: KTLK-AM OR Radio Stations: WCCO-AM OR Radio Stations: WDGY-AM))] Watched, listened, or downloaded podcast past 30 days: Yes

HUBBARD RADIO

19.7% or 564,706 of MINNEAPOLIS 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 47.8 years old (1.% younger than average) and have a $117,120 (.3% higher than average) annual household income.

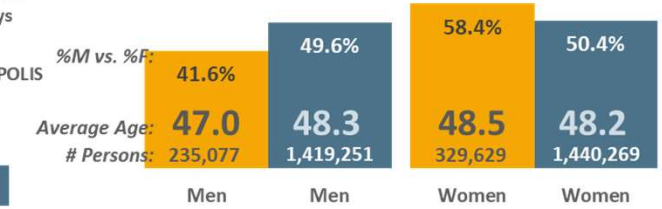
Percent of Market: Adults 18 or older



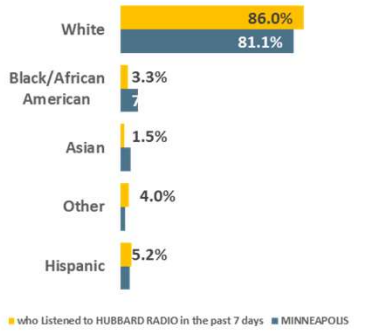
Total Persons:

564,706	2,294,814

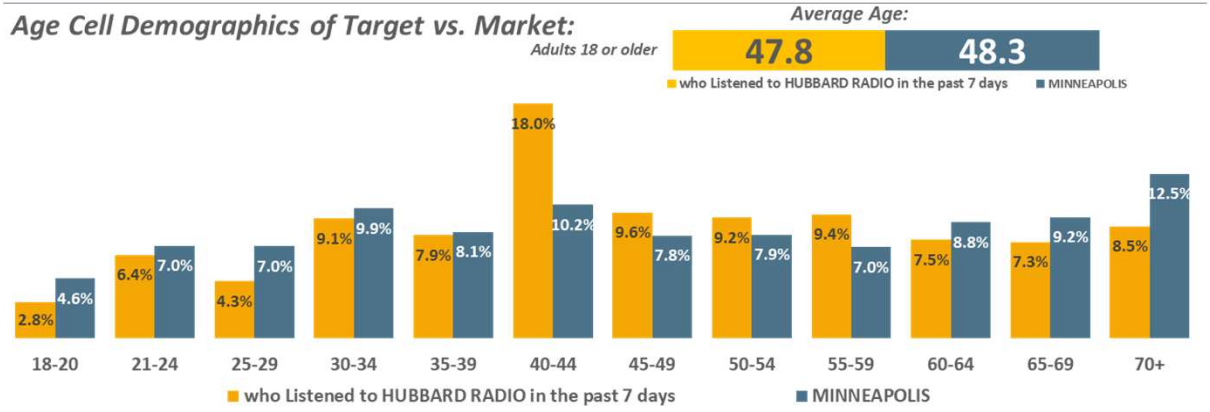
Gender of Target vs. Market: Adults 18 or older



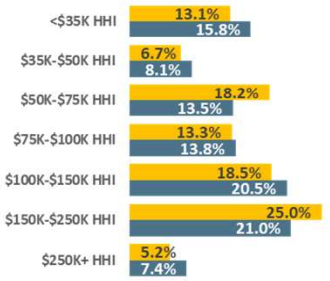
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI:	$117,120	$116,797

MINNEAPOLIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 319

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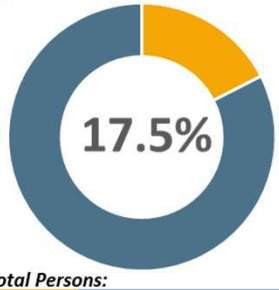
Radio Stations: KSTP-FM OR Radio Stations: KTMY-FM

17.5% or 499,915 of MINNEAPOLIS Metro Adults 18 or older Listened to KSTP-FM in the past 7 days. Typical Adults 18 or older who Listened to KSTP-FM in the past 7 days are 46.2 years old (4.3% younger than average) and have a $120,495 (3.2% higher than average) annual household income.

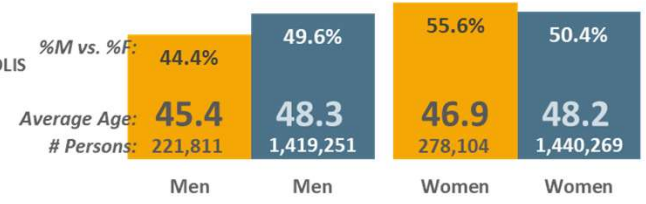
Percent of Market: Adults 18 or older



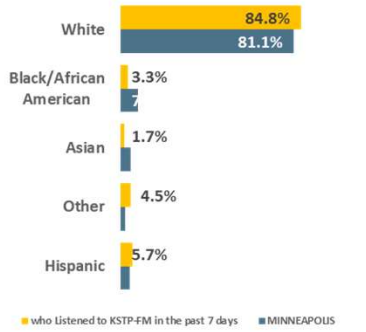
Total Persons:

499,915	2,359,605

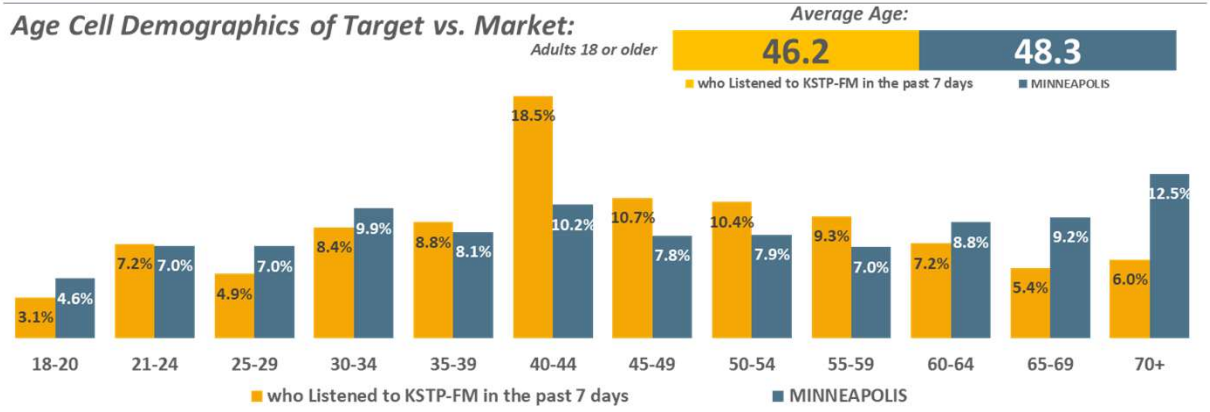
Gender of Target vs. Market: Adults 18 or older



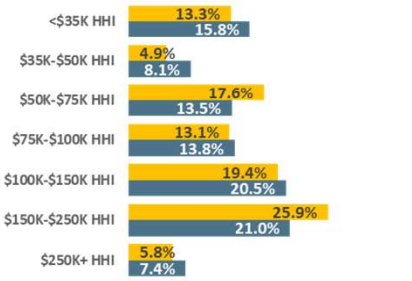
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI:	$120,495	$116,797

MINNEAPOLIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 273

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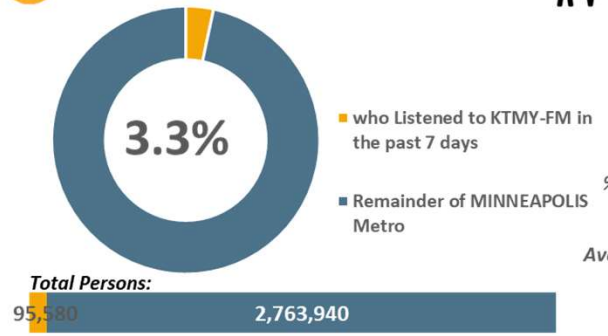
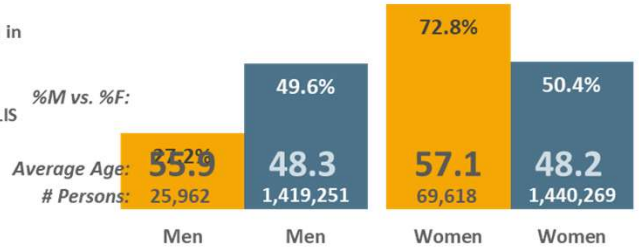
Radio Stations: KSTP-FM

3.3% or 95,580 of MINNEAPOLIS Metro Adults 18 or older Listened to KTMY-FM in the past 7 days. Typical Adults 18 or older who Listened to KTMY-FM in the past 7 days are 56.5 years old (17.1% older than average) and have a $95,290 (18.4% lower than average) annual household income.

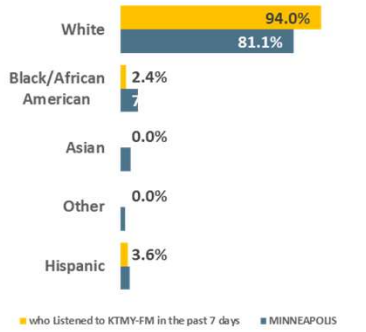
Percent of Market: Adults 18 or older



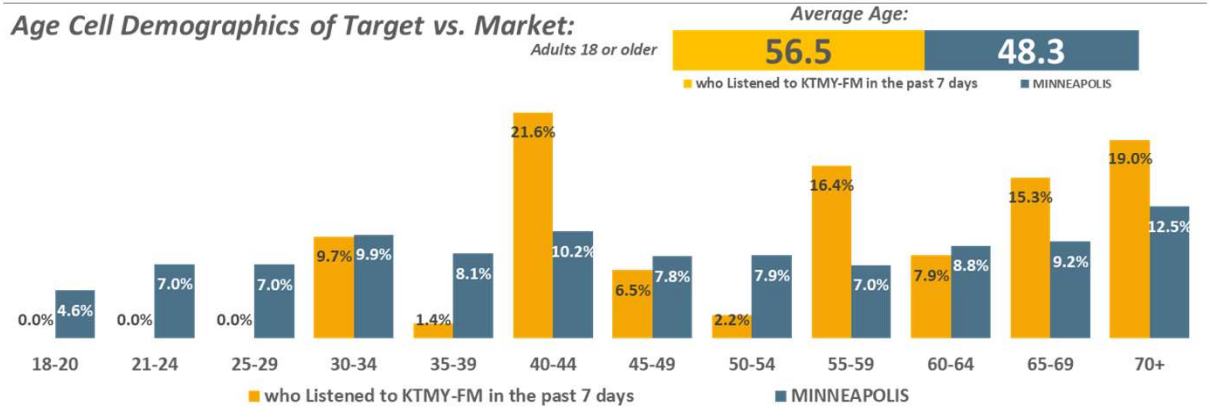
Gender of Target vs. Market: Adults 18 or older



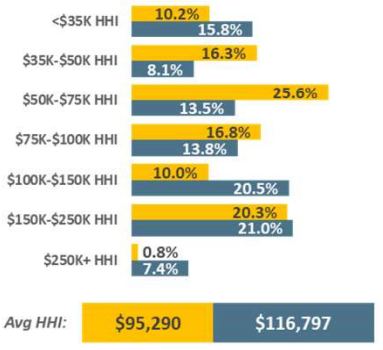
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



MINNEAPOLIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 64

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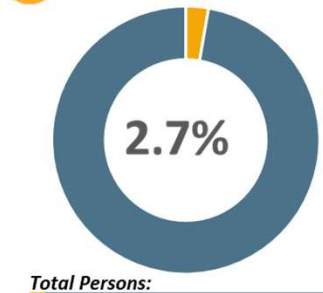
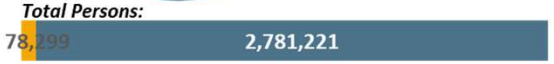
Radio Stations: KTMY-FM

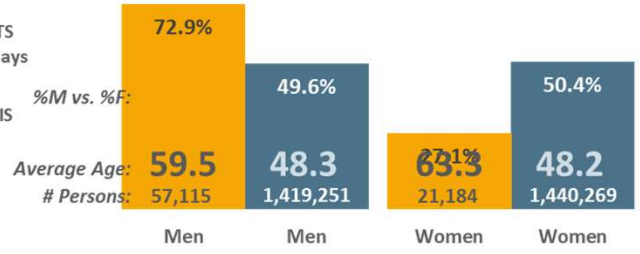
2.7% or 78,299 of MINNEAPOLIS Metro Adults 18 or older Listened to AM SPORTS TALK RADIO in the past 7 days. Typical Adults 18 or older who Listened to AM SPORTS TALK RADIO in the past 7 days are 61.4 years old (27.2% older than average) and have a $128,953 (10.4% higher than average) annual household income.

Percent of Market: Adults 18 or older

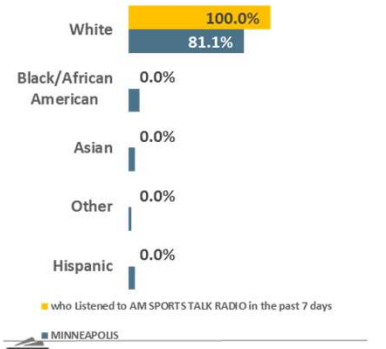




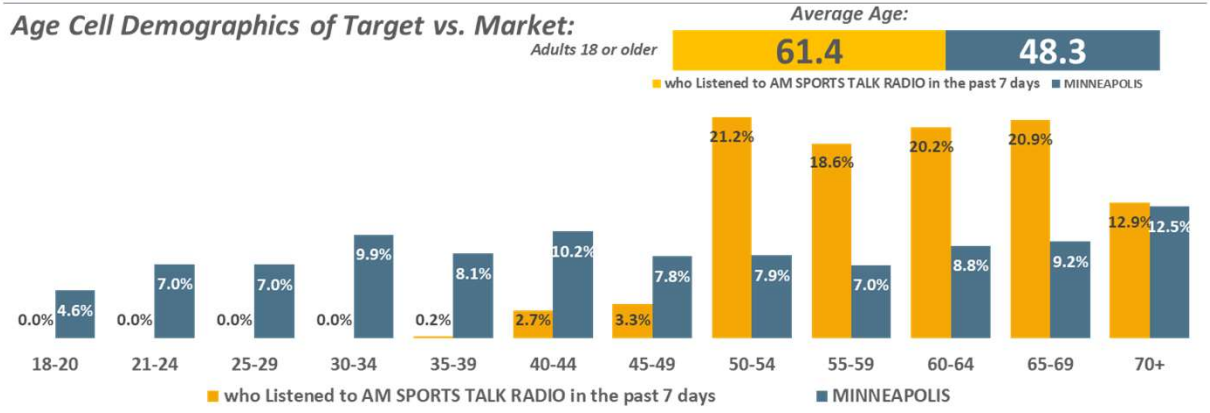
Gender of Target vs. Market: Adults 18 or older



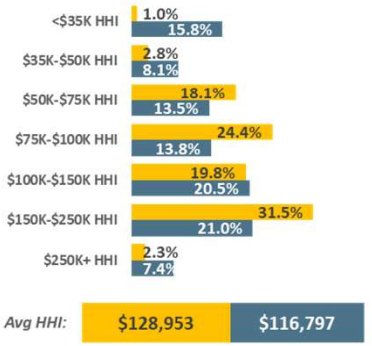
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



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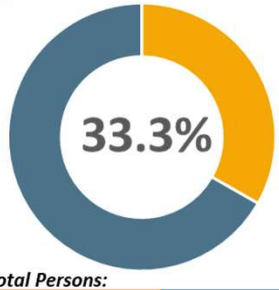
[(Radio format profiles (M-S 6am-Mid cume): All Sports AND (Radio Stations: KTLK-AM OR Radio Stations: WCCO-AM OR Radio Stations: WDGY-AM))]

gamut PODCAST NETWORK

33.3% or 950,868 of MINNEAPOLIS Metro Adults 18 or older Listened to PODCASTS in the past 30 days. Typical Adults 18 or older who Listened to PODCASTS in the past 30 days are 43.3 years old (10.3% younger than average) and have a $128,511 (10.% higher than average) annual household income.

Percent of Market: Adults 18 or older



- who Listened to PODCASTS in the past 30 days
- Remainder of MINNEAPOLIS Metro

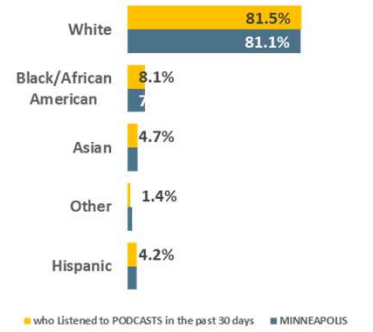
Total Persons:

who Listened to PODCASTS in the past 30 days	Remainder of MINNEAPOLIS Metro
950,868	1,908,652

Gender of Target vs. Market: Adults 18 or older

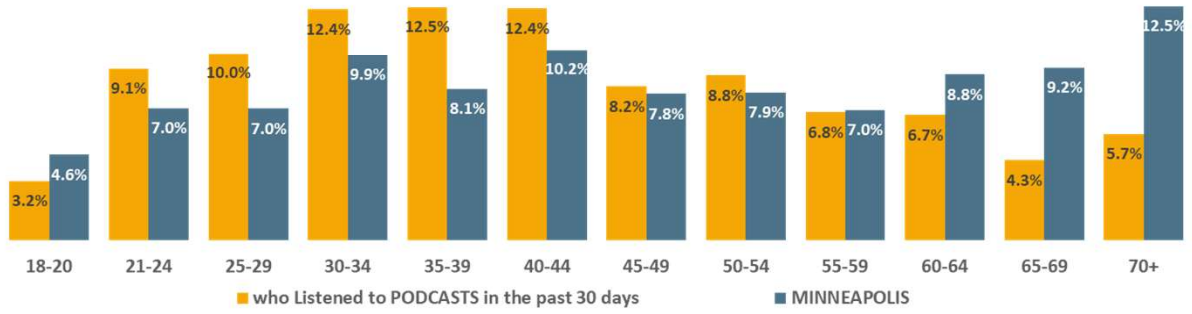
	Men	Men	Women	Women
%M vs. %F:	51.6%	49.6%	48.4%	50.4%
Average Age:	41.4	48.3	45.2	48.2
# Persons:	490,991	1,419,251	459,877	1,440,269

Ethnicity of Target vs. Market:

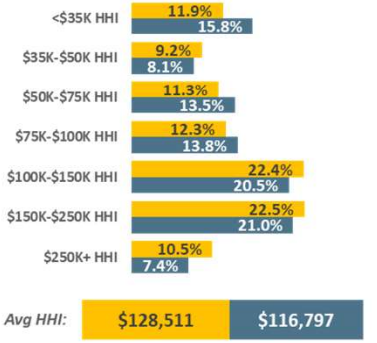


Age Cell Demographics of Target vs. Market:

Average Age:	who Listened to PODCASTS in the past 30 days	MINNEAPOLIS
Adults 18 or older	43.3	48.3



HHI of Target vs. Market:



Avg HHI:	$128,511	$116,797

MINNEAPOLIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 469

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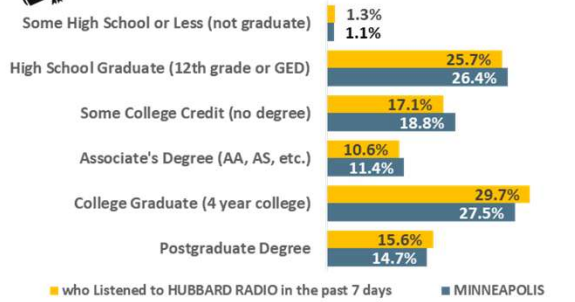
Watched, listened, or downloaded podcast past 30 days: Yes

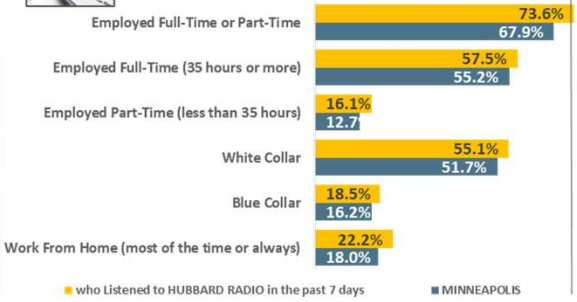
HUBBARD RADIO

19.7% or 564,706 of MINNEAPOLIS Metro Adults 18 or older Listened to HUBBARD RADIO in the past 7 days. Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days are 7.4% more likely to be a college graduate, 4.2% more likely to work full-time, 10.8% more likely to be married, 27.1% more likely to be a parent of 1 or more children under 18.

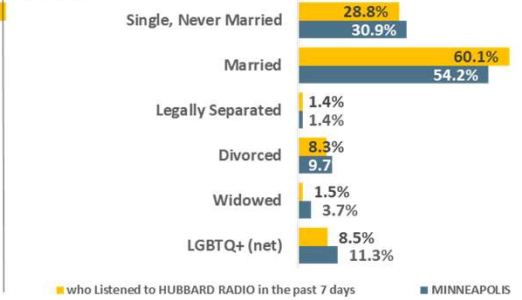
Education Levels: Adults 18 or older



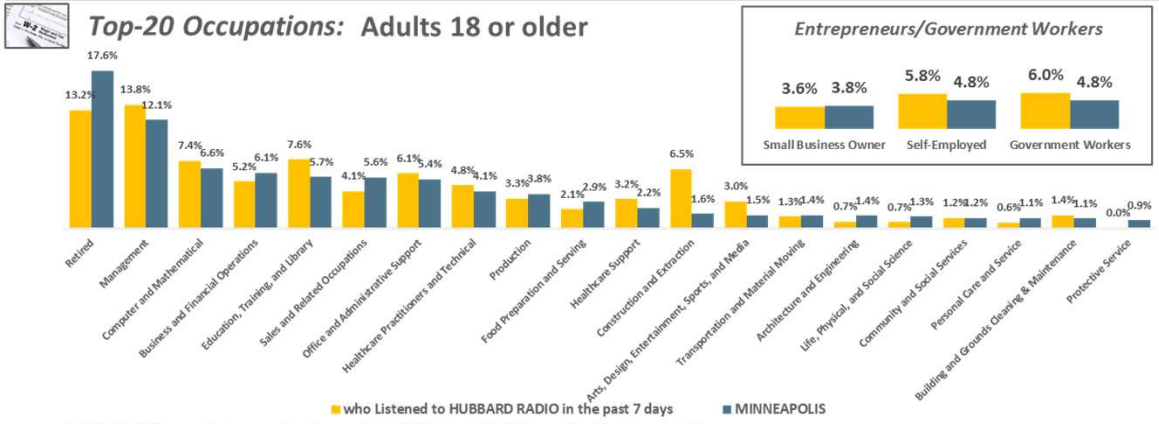
Employment: Adults 18 or older



Marital Status: Adults 18 or older

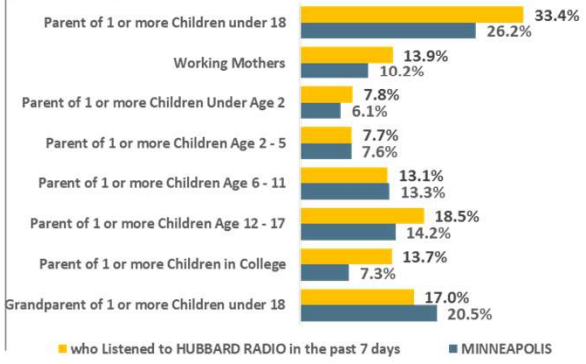


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older



MINNEAPOLIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 319

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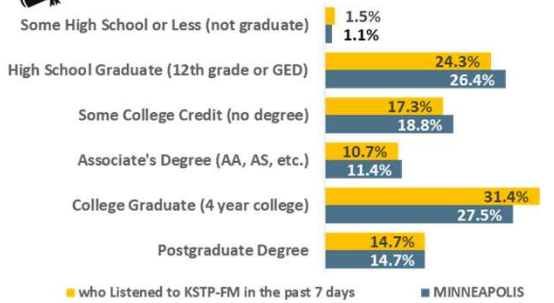
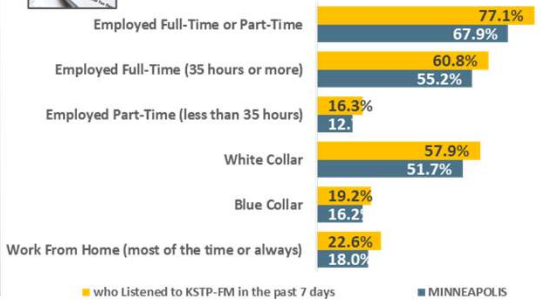
Radio Stations: KSTP-FM OR Radio Stations: KTMY-FM

17.5% or 499,915 of MINNEAPOLIS Metro Adults 18 or older Listened to KSTP-FM in the past 7 days. Adults 18 or older who Listened to KSTP-FM in the past 7 days are 9.4% more likely to be a college graduate, 10.3% more likely to work full-time, 10.3% more likely to be married, 30.% more likely to be a parent of 1 or more children under 18.

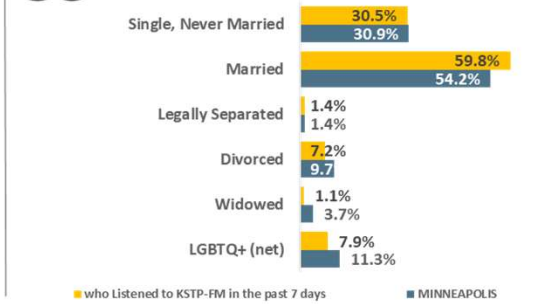
Education Levels: Adults 18 or older



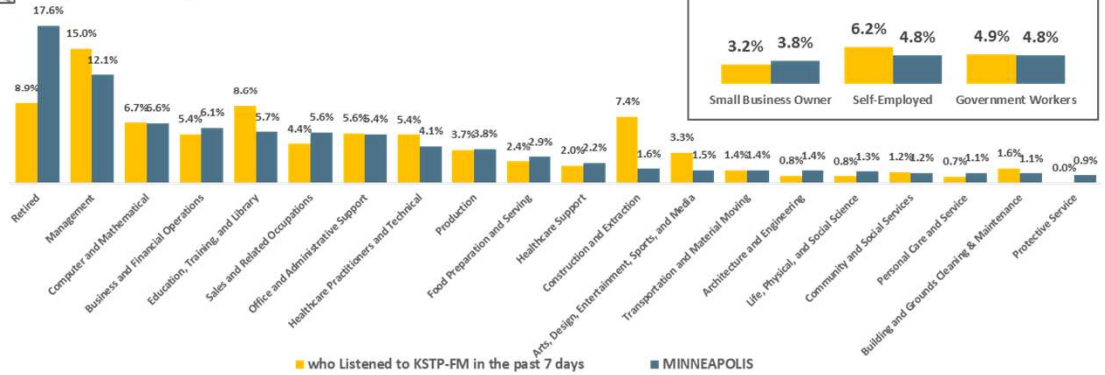
Employment: Adults 18 or older



Marital Status: Adults 18 or older

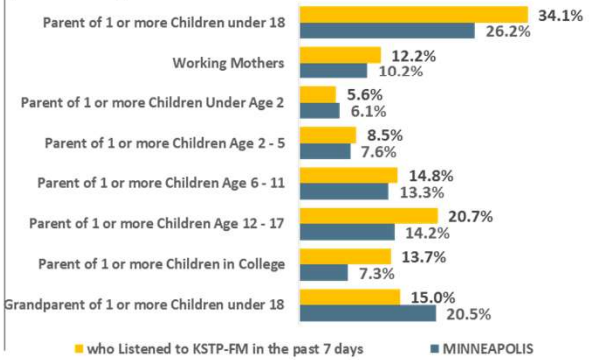


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older



MINNEAPOLIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 273

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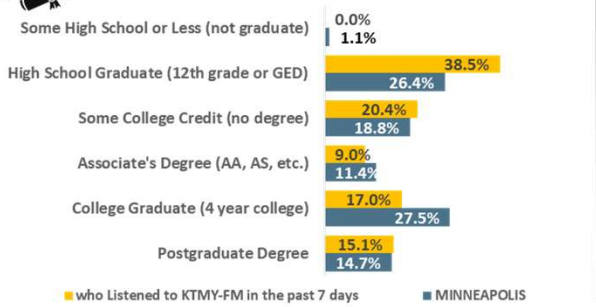
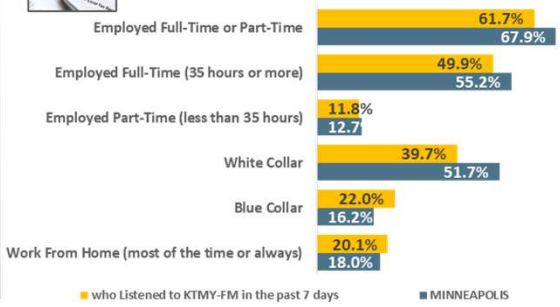
Radio Stations: KSTP-FM

3.3% or 95,580 of MINNEAPOLIS Metro Adults 18 or older Listened to KTMY-FM in the past 7 days. Adults 18 or older who Listened to KTMY-FM in the past 7 days are 23.9% less likely to be a college graduate, 9.5% less likely to work full-time, 5.3% more likely to be married, 16.5% more likely to be a parent of 1 or more children under 18.

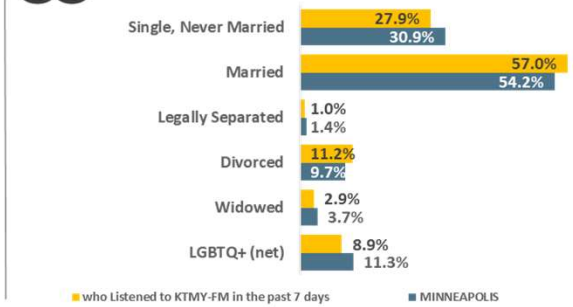
Education Levels: Adults 18 or older



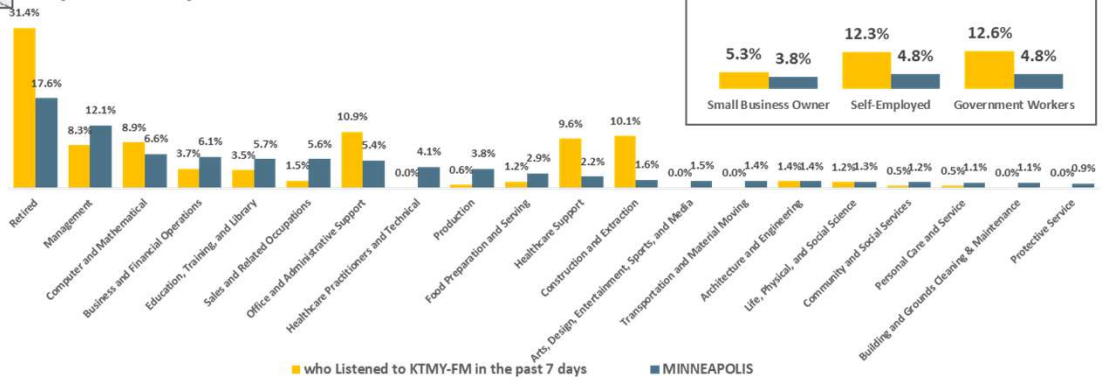
Employment: Adults 18 or older



Marital Status: Adults 18 or older

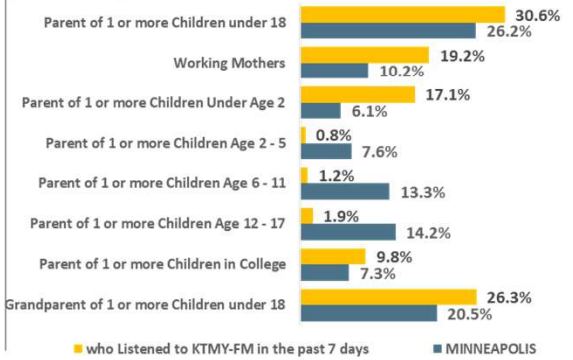


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older



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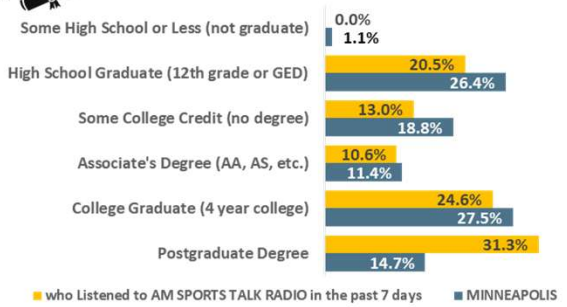
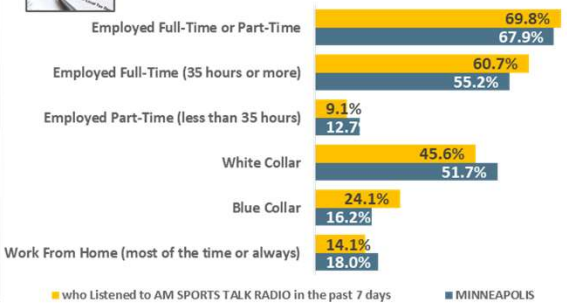
Radio Stations: KTMY-FM

2.7% or 78,299 of MINNEAPOLIS Metro Adults 18 or older Listened to AM SPORTS TALK RADIO in the past 7 days. Adults 18 or older who Listened to AM SPORTS TALK RADIO in the past 7 days are 32.5% more likely to be a college graduate, 10.1% more likely to work full-time, 58.6% more likely to be married, 74.9% less likely to be a parent of 1 or more children under 1

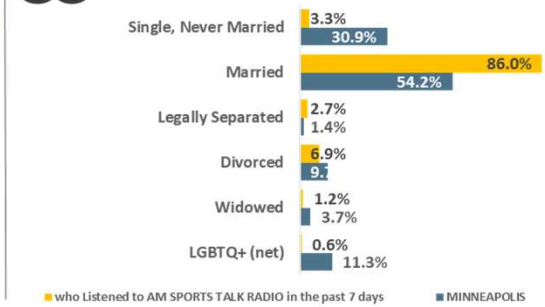
Education Levels: Adults 18 or older



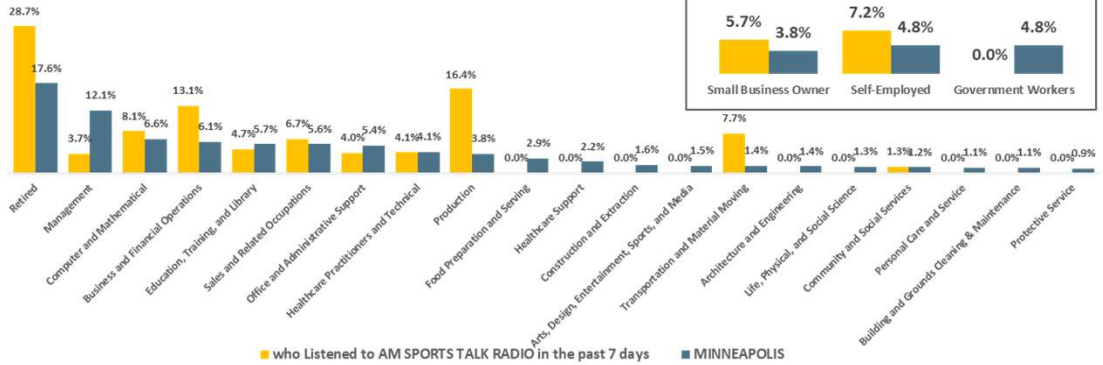
Employment: Adults 18 or older



Marital Status: Adults 18 or older

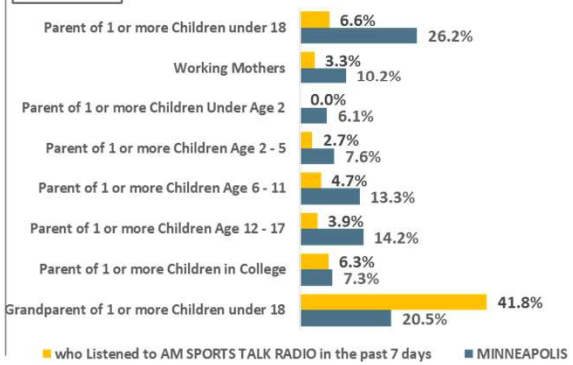


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older



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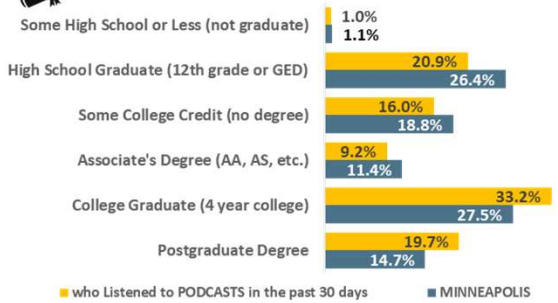
[(Radio format profiles (M-S 6am-Mid cume): All Sports AND (Radio Stations: KTLK-AM OR Radio Stations: WCCO-AM OR Radio Stations: WDGY-AM))]

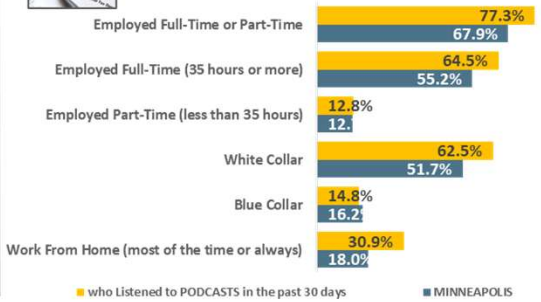
gamut PODCAST NETWORK

33.3% or 950,868 of MINNEAPOLIS Metro Adults 18 or older Listened to PODCASTS in the past 30 days. Adults 18 or older who Listened to PODCASTS in the past 30 days are 25.3% more likely to be a college graduate, 16.9% more likely to work full-time, 4.2% less likely to be married, 27.% more likely to be a parent of 1 or more children under 18.

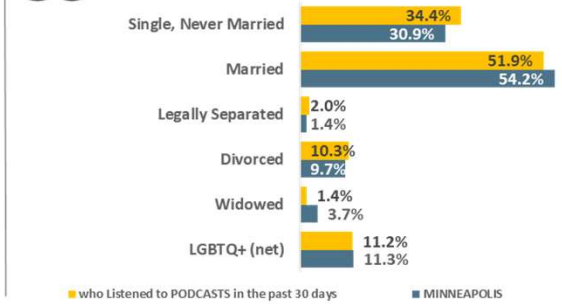
Education Levels: Adults 18 or older



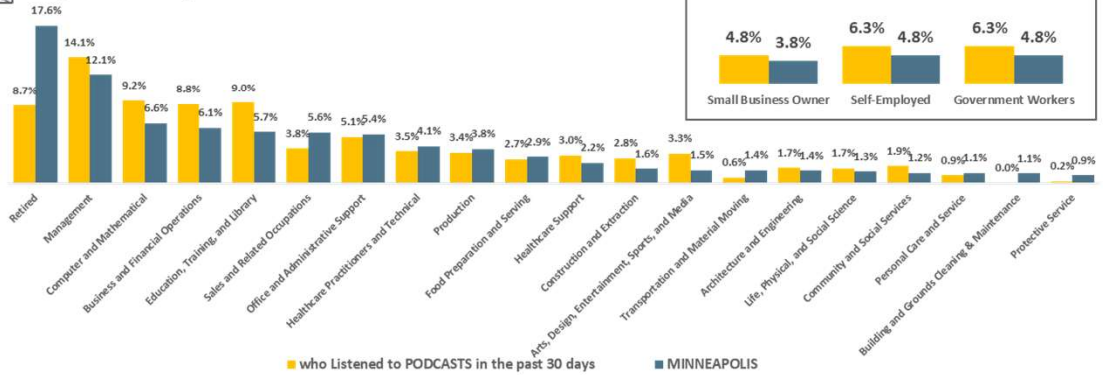
Employment: Adults 18 or older



Marital Status: Adults 18 or older

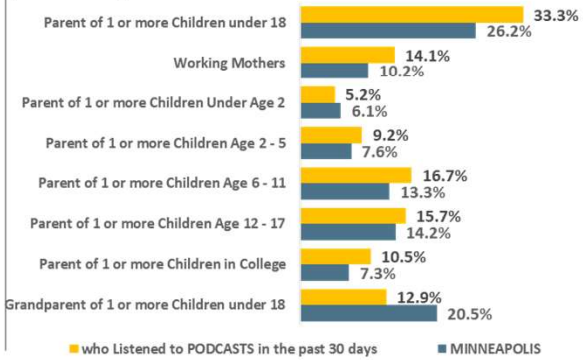


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older



MINNEAPOLIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 469

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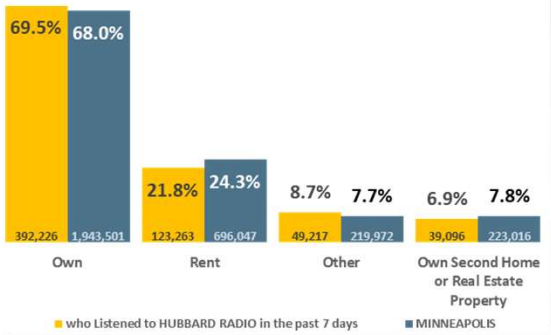
Watched, listened, or downloaded podcast past 30 days: Yes

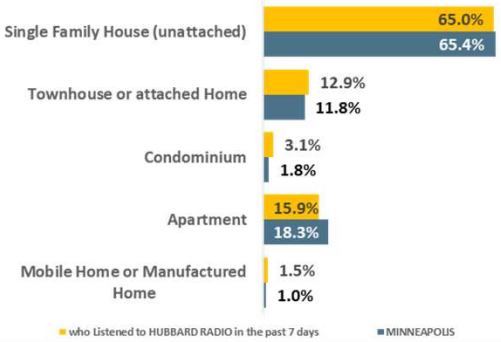
HUBBARD RADIO

19.7% or 564,706 of MINNEAPOLIS 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 2.2% more likely to own their home, 3.5% more likely to own a lower valued home, .6% less likely to have a single-family home, 4.2% less likely to have a dog.

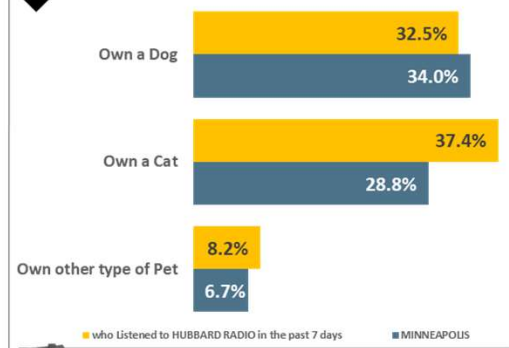
Own/Rent/Other: Adults 18 or older



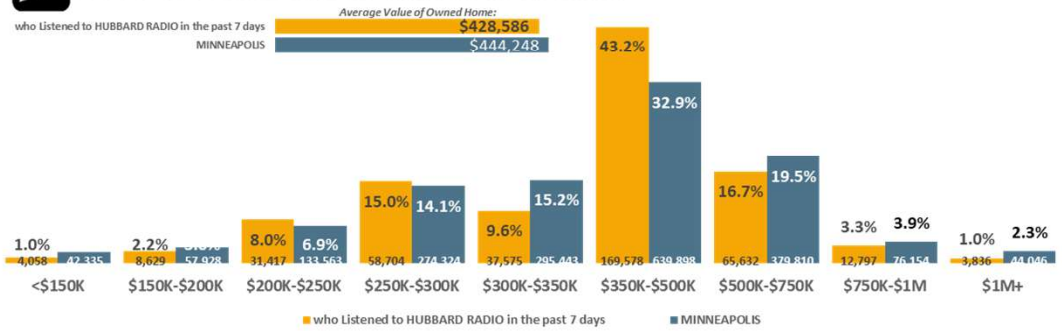
Type of Home: Adults 18 or older



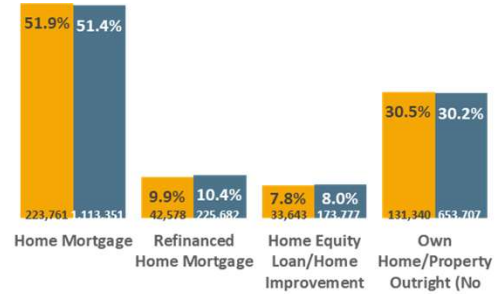
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



MINNEAPOLIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 319

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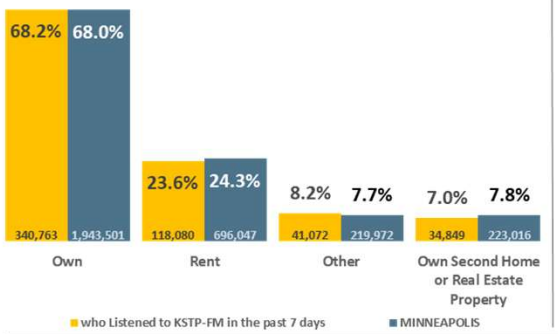
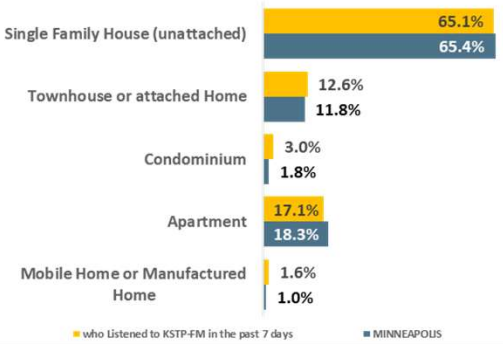
Radio Stations: KSTP-FM OR Radio Stations: KTMY-FM

17.5% or 499,915 of MINNEAPOLIS Metro Adults 18 or older Listened to KSTP-FM in the past 7 days. Adults 18 or older who Listened to KSTP-FM in the past 7 days are .3% more likely to own their home, 2.8% more likely to own a lower valued home, .6% less likely to have a single-family home, 2.% more likely to have a dog.

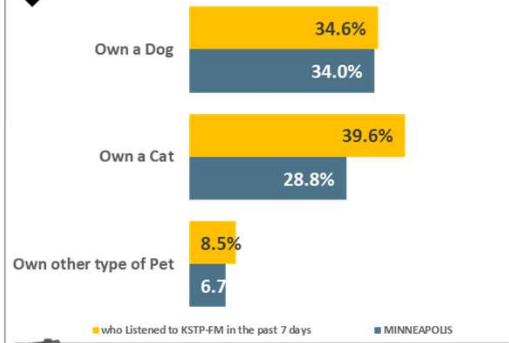
Own/Rent/Other: Adults 18 or older



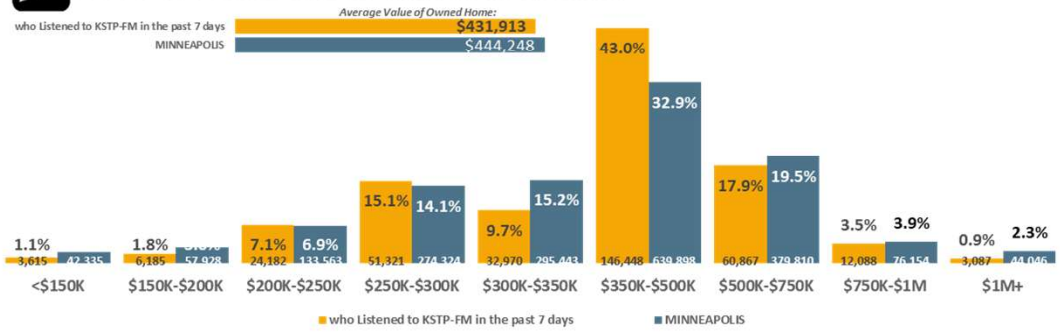
Type of Home: Adults 18 or older



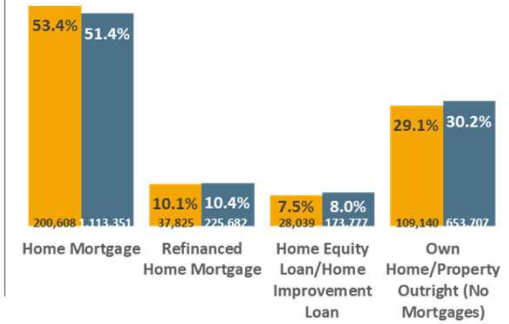
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



MINNEAPOLIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 273

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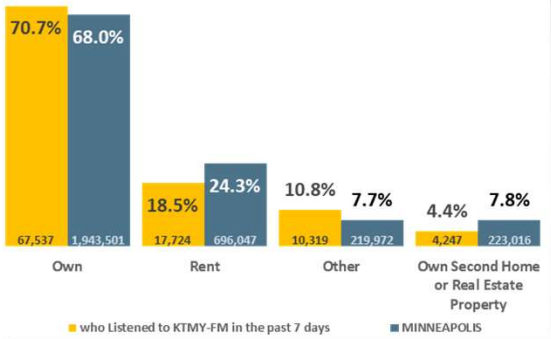
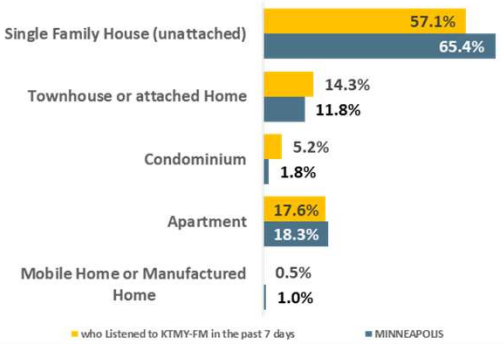
Radio Stations: KSTP-FM

3.3% or 95,580 of MINNEAPOLIS Metro Adults 18 or older Listened to KTMY-FM in the past 7 days. Adults 18 or older who Listened to KTMY-FM in the past 7 days are 4.% more likely to own their home, 9.2% more likely to own a lower valued home, 12.7% less likely to have a single-family home, 35.9% less likely to have a dog.

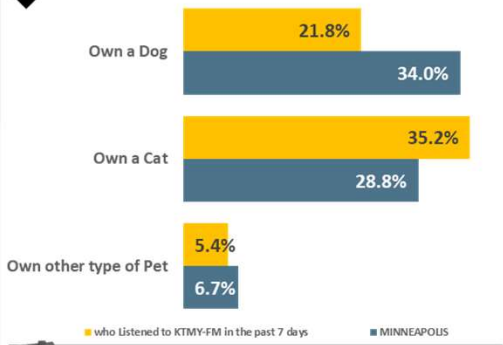
Own/Rent/Other: Adults 18 or older



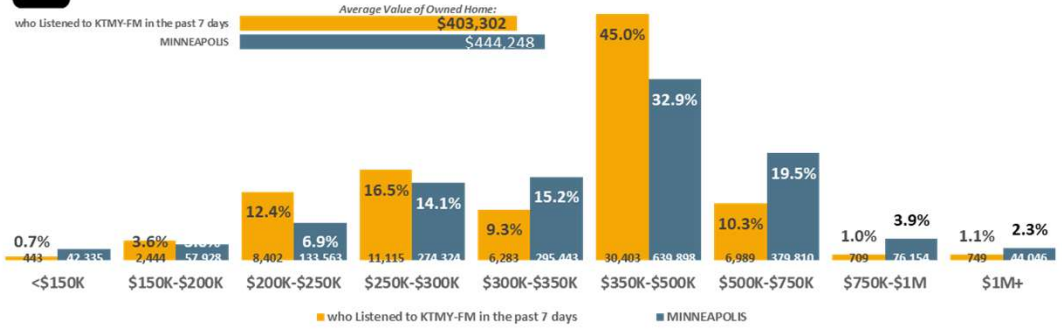
Type of Home: Adults 18 or older



Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



MINNEAPOLIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 64

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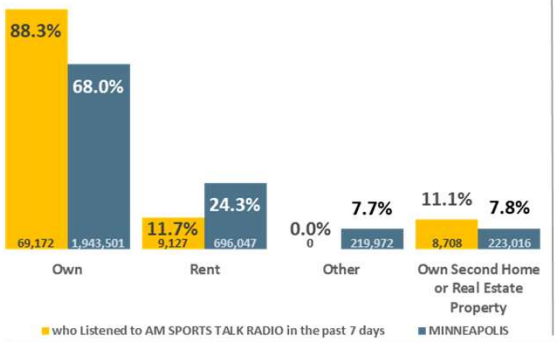
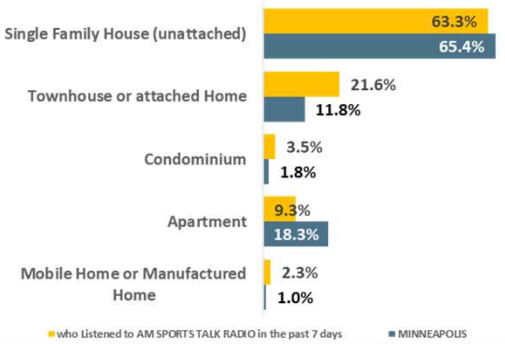
Radio Stations: KTMY-FM

2.7% or 78,299 of MINNEAPOLIS Metro Adults 18 or older Listened to AM SPORTS TALK RADIO in the past 7 days. Adults 18 or older who Listened to AM SPORTS TALK RADIO in the past 7 days are 30.% more likely to own their home, 7.7% more likely to own a lower valued home, 3.3% less likely to have a single-family home, 24.1% more likely to have a dog.

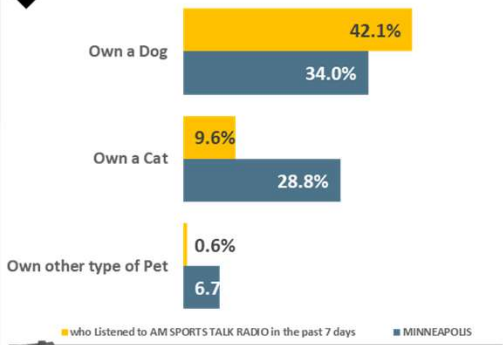
Own/Rent/Other: Adults 18 or older



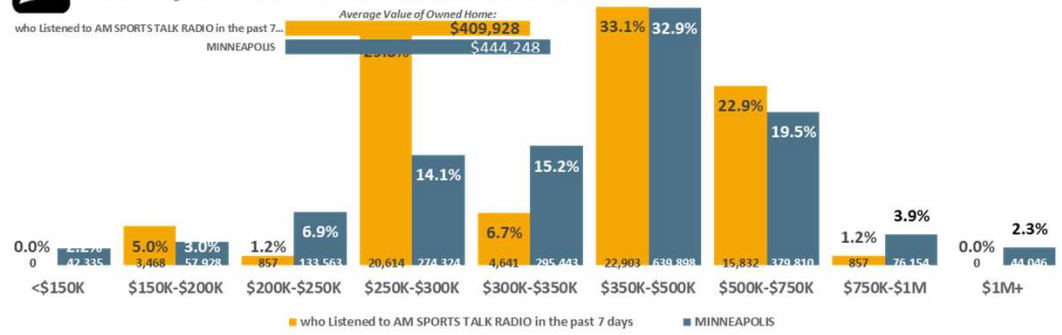
Type of Home: Adults 18 or older



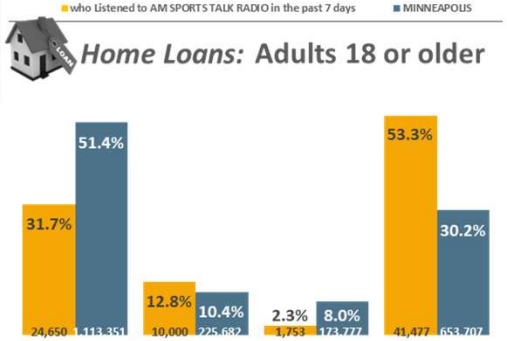
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



MINNEAPOLIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 49

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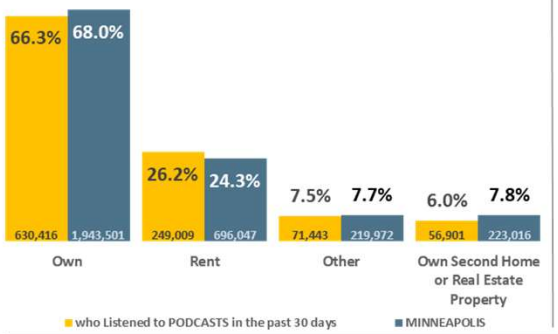
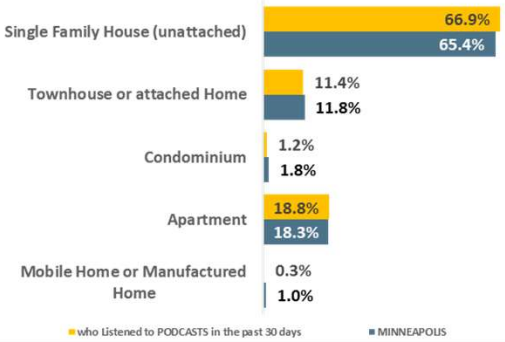
[(Radio format profiles (M-S 6am-Mid cume): All Sports AND (Radio Stations: KTLK-AM OR Radio Stations: WCCO-AM OR Radio Stations: WDGY-AM))]

33.3% or 950,868 of MINNEAPOLIS Metro Adults 18 or older Listened to PODCASTS in the past 30 days. Adults 18 or older who Listened to PODCASTS in the past 30 days are 2.5% less likely to own their home, 2.4% more likely to own a higher valued home, 2.2% more likely to have a single-family home, 13.5% more likely to have a dog.

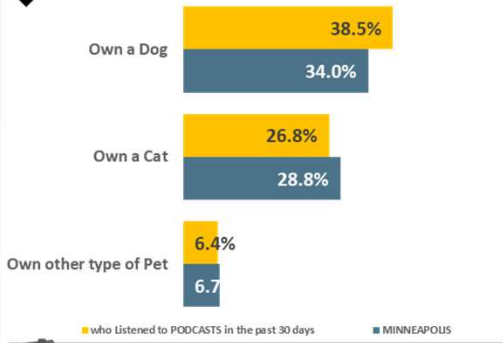
Own/Rent/Other: Adults 18 or older



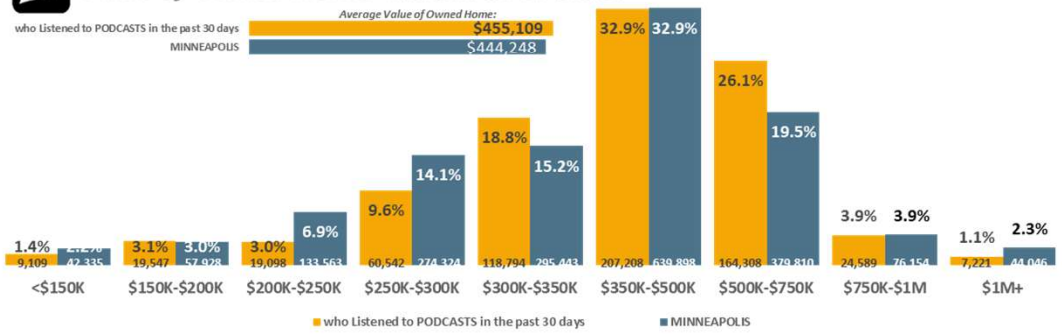
Type of Home: Adults 18 or older



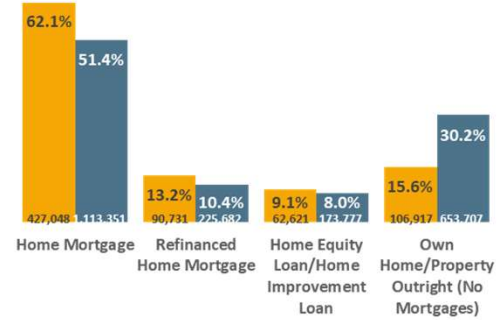
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



MINNEAPOLIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 469

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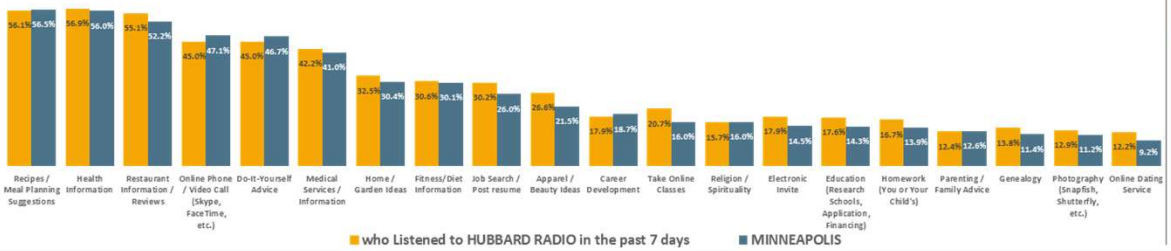
Watched, listened, or downloaded podcast past 30 days: Yes

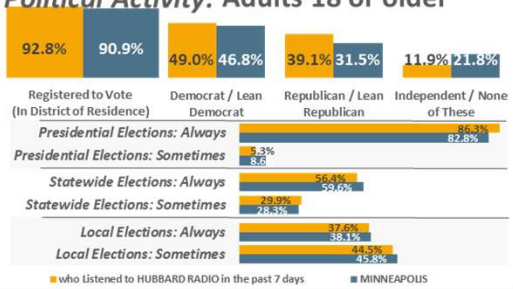
HUBBARD RADIO

19.7% or 564,706 of MINNEAPOLIS Metro Adults 18 or older Listened to HUBBARD RADIO in the past 7 days. Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days are 3.7% less likely to look up D-I-Y advice online, 1.4% less likely to always vote in local elections, 31.% more likely to belong to a gym, 6.5% more likely to fly domestic past yr.

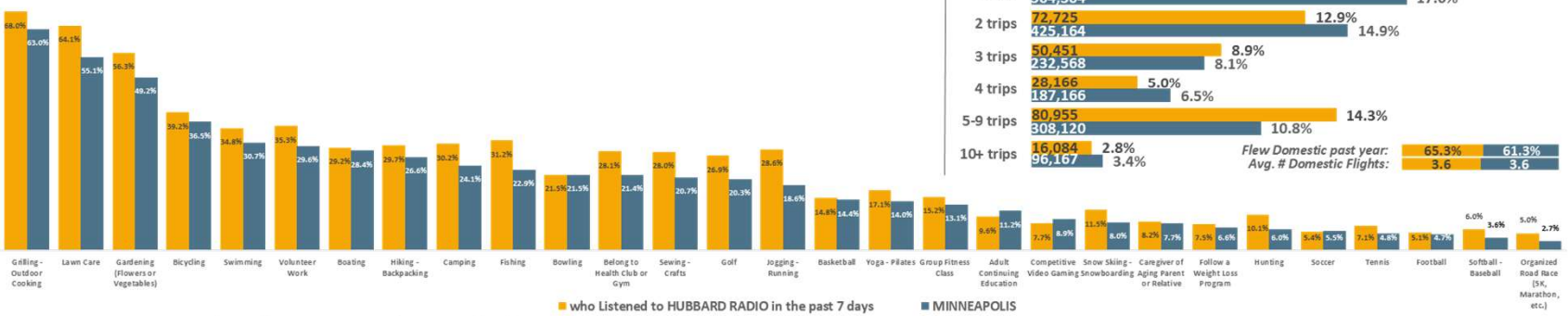
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

MINNEAPOLIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 319

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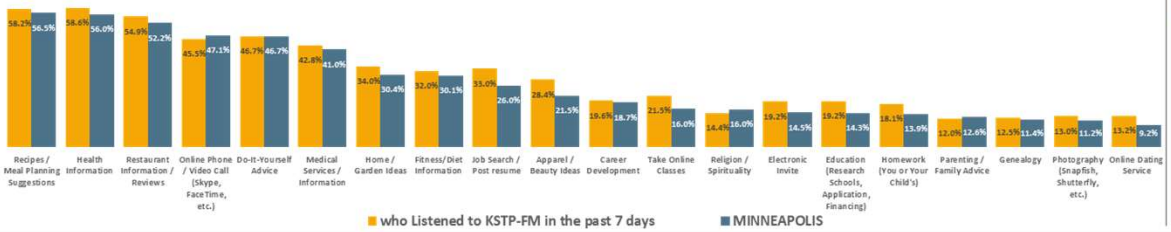
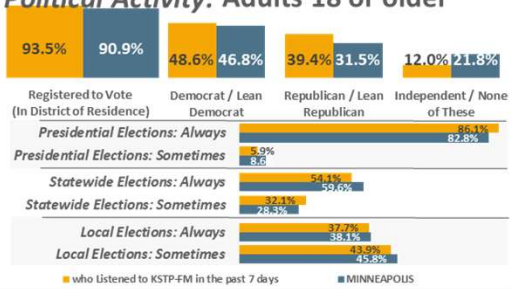
Radio Stations: KSTP-FM OR Radio Stations: KTMY-FM

17.5% or 499,915 of MINNEAPOLIS Metro Adults 18 or older Listened to KSTP-FM in the past 7 days. Adults 18 or older who Listened to KSTP-FM in the past 7 days are .% less likely to look up D-I-Y advice online, 1.1% less likely to always vote in local elections, 33.2% more likely to belong to a gym, 7.% more likely to fly domestic past yr.

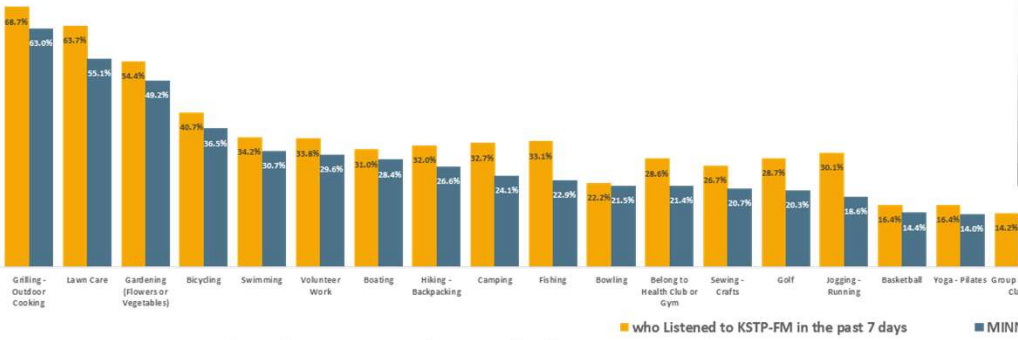
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



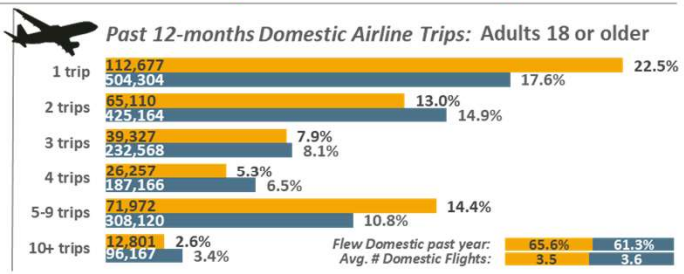
Political Activity: Adults 18 or older



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



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



MINNEAPOLIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 273

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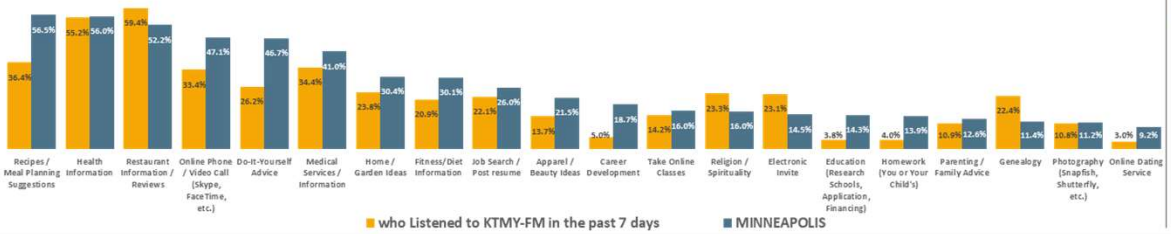
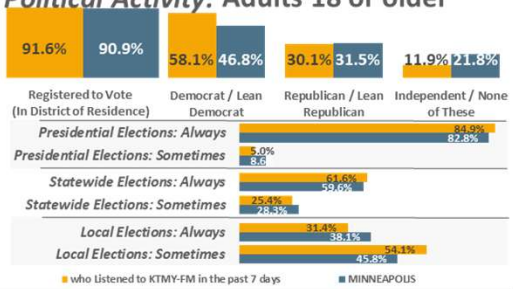
Radio Stations: KSTP-FM

3.3% or 95,580 of MINNEAPOLIS Metro Adults 18 or older Listened to KTMY-FM in the past 7 days.
Adults 18 or older who Listened to KTMY-FM in the past 7 days are 43.9% less likely to look up D-I-Y advice online, 17.7% less likely to always vote in local elections, 1.6% more likely to belong to a gym, 12.1% more likely to fly domestic past yr.

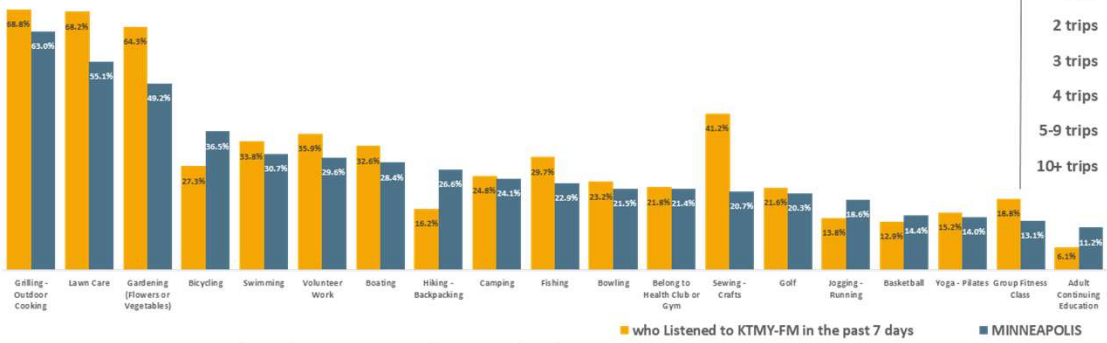
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



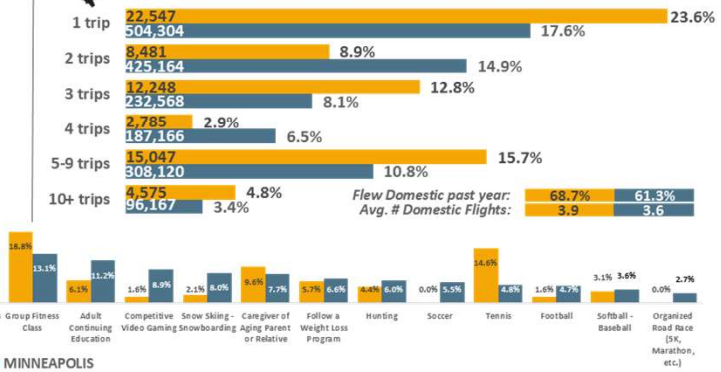
Political Activity: Adults 18 or older



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



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



MINNEAPOLIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 64

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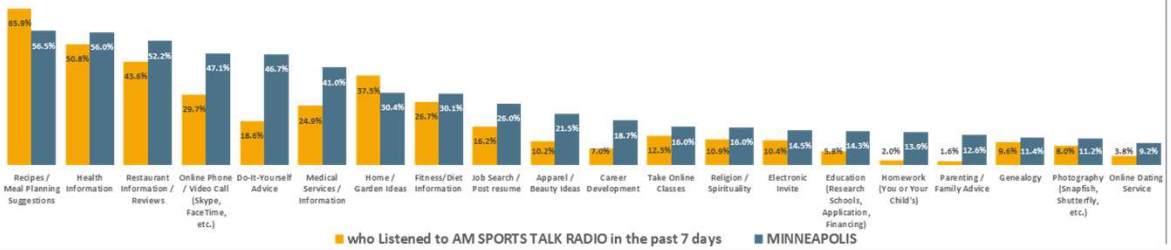
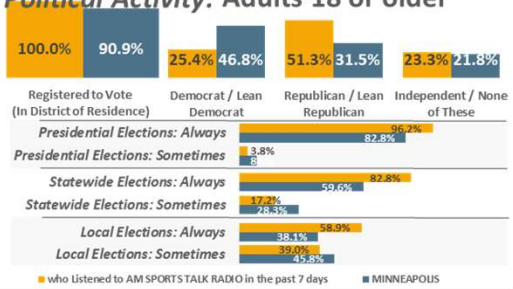
Radio Stations: KTMY-FM

2.7% or 78,299 of MINNEAPOLIS Metro Adults 18 or older Listened to AM SPORTS TALK RADIO in the past 7… Adults 18 or older who Listened to AM SPORTS TALK RADIO in the past 7 days are 60.2% less likely to look up D-I-Y advice online, 54.5% more likely to always vote in local elections, 1.2% less likely to belong to a gym, 6.7% less likely to fly domestic past

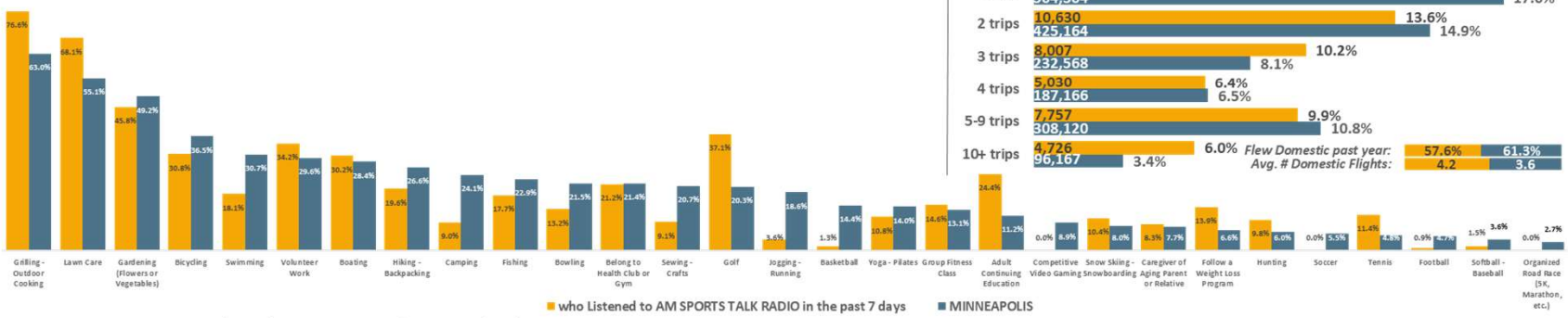
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

MINNEAPOLIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 49

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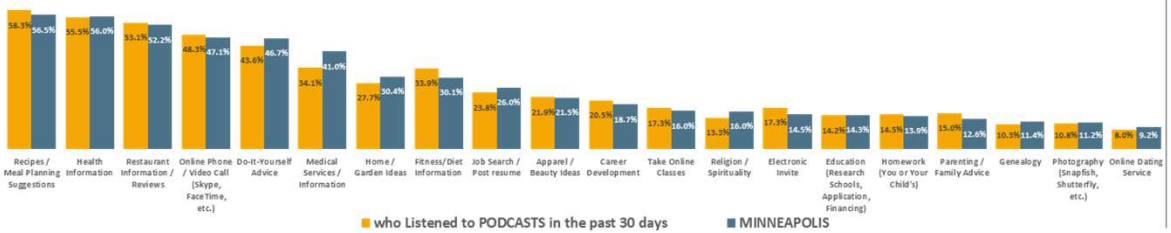
[(Radio format profiles (M-S 6am-Mid cume): All Sports AND (Radio Stations: KTLK-AM OR Radio Stations: WCCO-AM OR Radio Stations: WDGY-AM))]

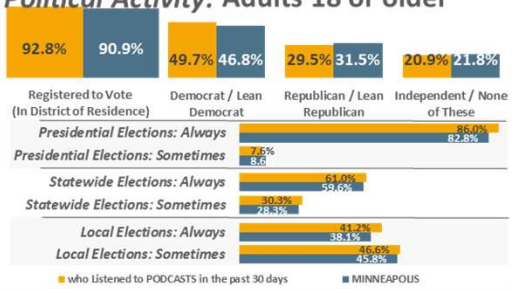
gamut PODCAST NETWORK

33.3% or 950,868 of MINNEAPOLIS Metro Adults 18 or older Listened to PODCASTS in the past 30 days. Adults 18 or older who Listened to PODCASTS in the past 30 days are 6.6% less likely to look up D-I-Y advice online, 8.1% more likely to always vote in local elections, 24.5% more likely to belong to a gym, 11.6% more likely to fly domestic past yr.

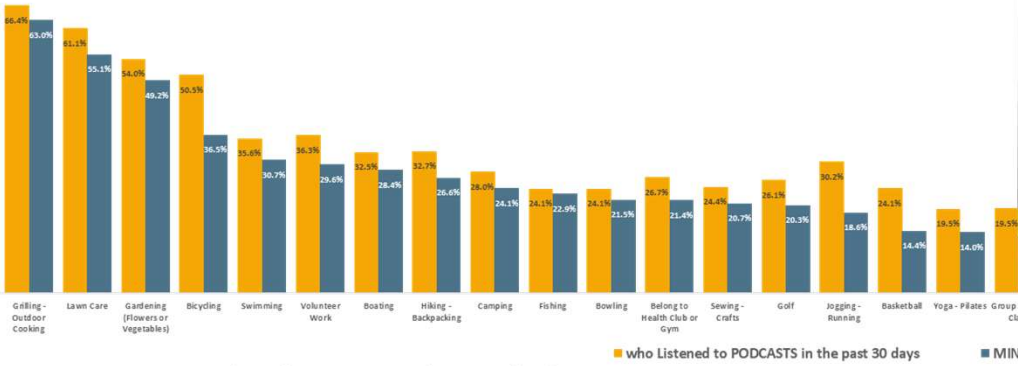
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



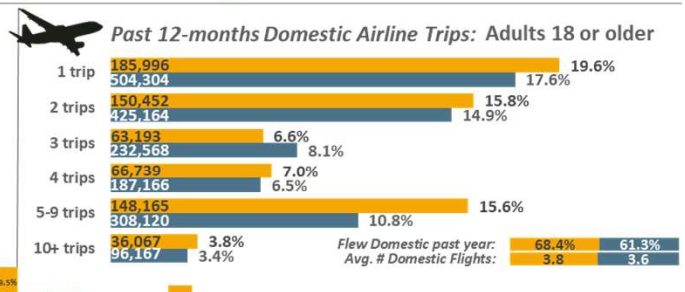
Political Activity: Adults 18 or older



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



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



MINNEAPOLIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 469

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

HUBBARD RADIO

19.7% or 564,706 of MINNEAPOLIS 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 1.8% more likely to use QSRs past mo., 4.3% less likely to use Sit-Down Restaurants past mo., 21.5% more likely to use Casinos past yr., 51.7% 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.)

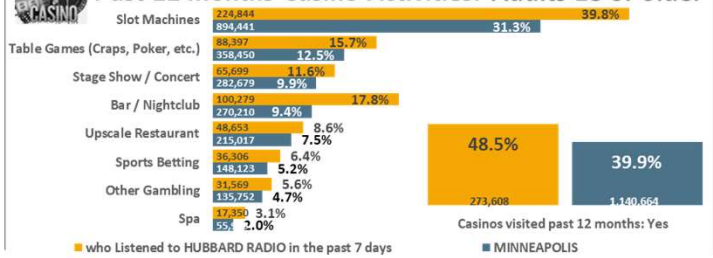


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



MINNEAPOLIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 319

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Radio Stations: KSTP-FM OR Radio Stations: KTMY-FM

17.5% or 499,915 of MINNEAPOLIS Metro Adults 18 or older Listened to KSTP-FM in the past 7 days. Adults 18 or older who Listened to KSTP-FM in the past 7 days are .9% more likely to use QSRs past mo., 3.3% less likely to use Sit-Down Restaurants past mo., 22.3% more likely to use Casinos past yr., 60.9% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 88.1% / 87.3% — 440,465 / 2,496,500

Avg. Monthly QSR Meals: 5.9 / 5.8

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



Total Monthly Sit-Down Restaurant Users: 74.5% / 77.0% — 372,321 / 2,202,888

Avg. Monthly Sit-Down Restaurant Meals: 3.2 / 3.3

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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

who Listened to KSTP-FM in the past 7 days: 105,440 — 21.1%

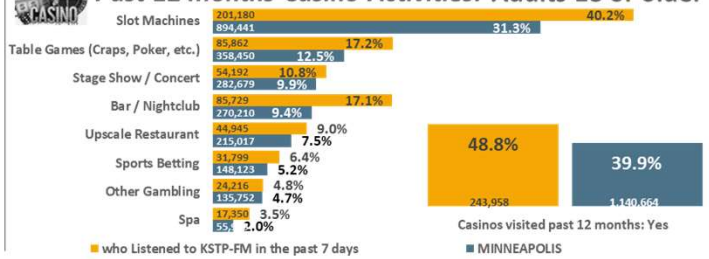
MINNEAPOLIS: 417,628 — 14.6%

Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



MINNEAPOLIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 273

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Radio Stations: KSTP-FM

3.3% or 95,580 of MINNEAPOLIS Metro Adults 18 or older Listened to KTMY-FM in the past 7 days.
Adults 18 or older who Listened to KTMY-FM in the past 7 days are 10.7% more likely to use QSRs past mo., 1.3% less likely to use Sit-Down Restaurants past mo., 32.% more likely to use Casinos past yr., 112.% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 96.6% 92,377 | 87.3% 2,496,500

Avg. Monthly QSR Meals: 5.5 | 5.8

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



Total Monthly Sit-Down Restaurant Users: 76.0% 72,661 | 77.0% 2,202,888

Avg. Monthly Sit-Down Restaurant Meals: 2.8 | 3.3

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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

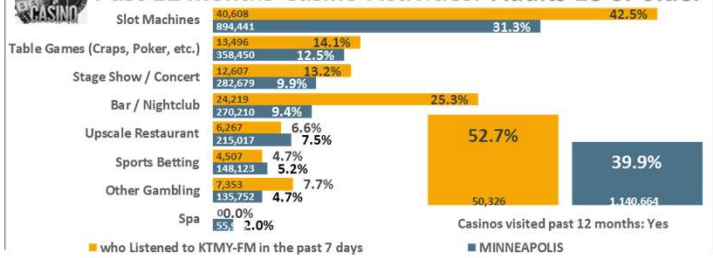
who Listened to KTMY-FM in the past 7 days	15,695	16.4%
MINNEAPOLIS	417,628	14.6%

Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



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Radio Stations: KTMY-FM

2.7% or 78,299 of MINNEAPOLIS Metro Adults 18 or older Listened to AM SPORTS TALK RADIO in the past 7 days. Adults 18 or older who Listened to AM SPORTS TALK RADIO in the past 7 days are 6.4% more likely to use QSRs past mo., 11.% more likely to use Sit-Down Restaurants past mo., 15.9% less likely to use Casinos past yr., 56.1% 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.)

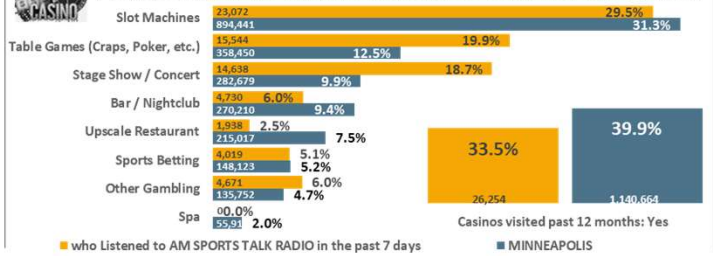


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



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

gamut PODCAST NETWORK

33.3% or 950,868 of MINNEAPOLIS Metro Adults 18 or older Listened to PODCASTS in the past 30 days. Adults 18 or older who Listened to PODCASTS in the past 30 days are 3.8% more likely to use QSRs past mo., 6.4% more likely to use Sit-Down Restaurants past mo., 6.6% less likely to use Casinos past yr., 16.8% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:

Avg. Monthly QSR Meals:

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



Total Monthly Sit-Down Restaurant Users:

Avg. Monthly Sit-Down Restaurant Meals:

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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

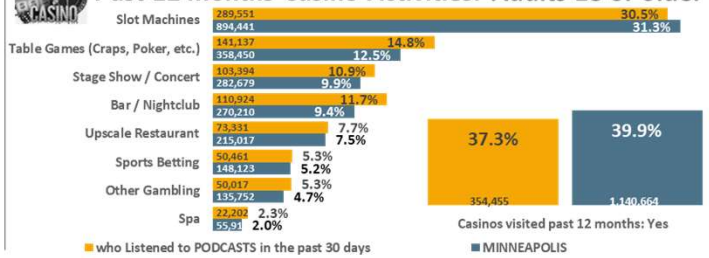


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



MINNEAPOLIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 469

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

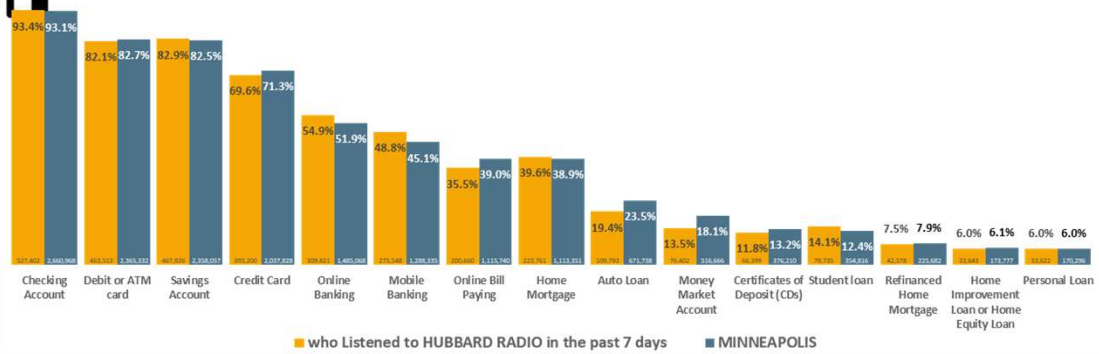
HUBBARD RADIO

19.7% or 564,706 of MINNEAPOLIS Metro Adults 18 or older Listened to HUBBARD RADIO in the past 7 days. Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days are 8.4% less likely to have a 401K, 17.2% less likely to have an Auto Loan, 6.5% less likely to Invest/Trade Stocks Online, 8.7% less likely to pay with their Debit Card.

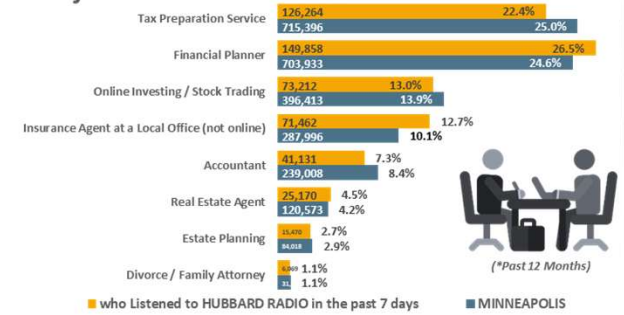
Investments Owned: Adults 18 or older



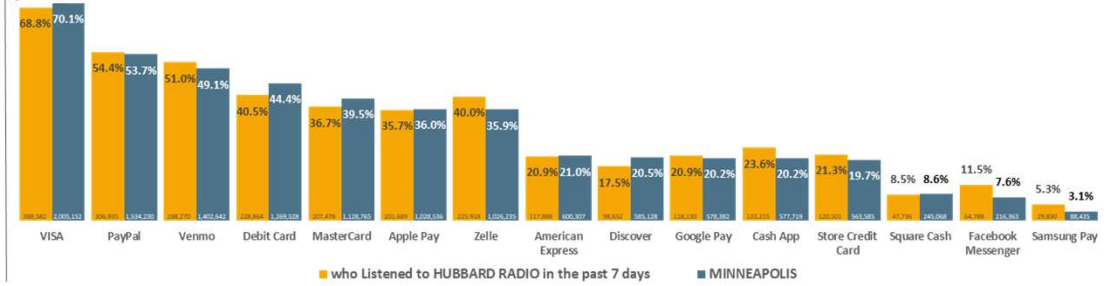
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



MINNEAPOLIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 319

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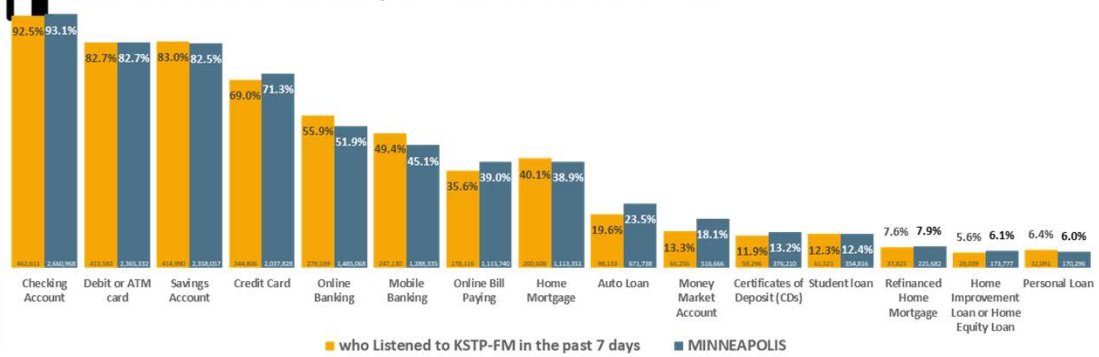
Radio Stations: KSTP-FM OR Radio Stations: KTMY-FM

17.5% or 499,915 of MINNEAPOLIS Metro Adults 18 or older Listened to KSTP-FM in the past 7 days. Adults 18 or older who Listened to KSTP-FM in the past 7 days are 4.4% less likely to have a 401K, 16.4% less likely to have an Auto Loan, 9.6% less likely to Invest/Trade Stocks Online, 7.6% less likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



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

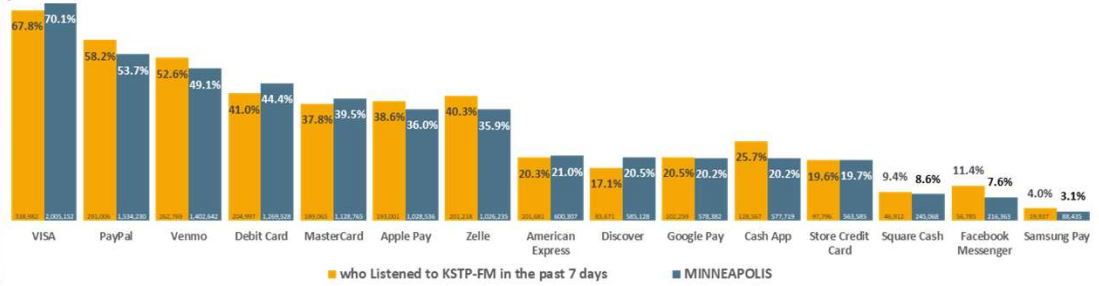


Professional Services Used:* Adults 18 or older



*(*Past 12 Months)*

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



MINNEAPOLIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 273

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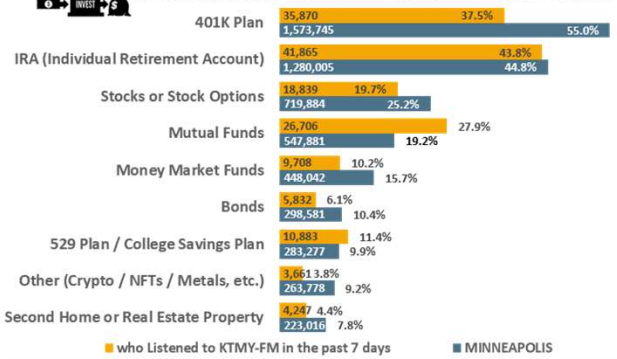
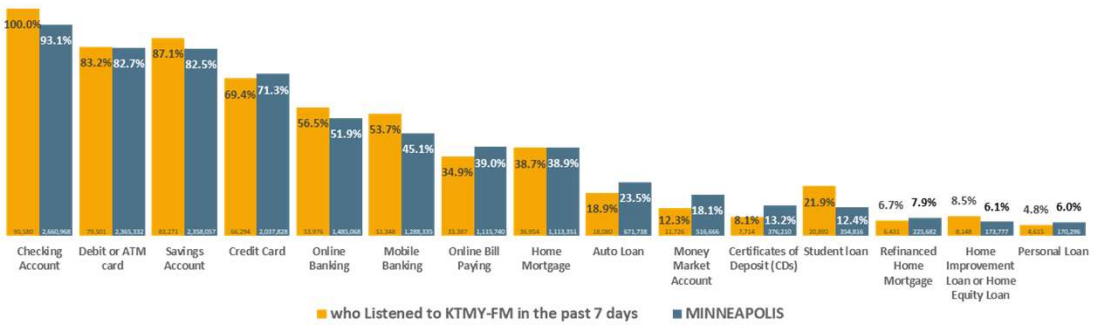
Radio Stations: KSTP-FM

3.3% or 95,580 of MINNEAPOLIS Metro Adults 18 or older Listened to KTMY-FM in the past 7 days. Adults 18 or older who Listened to KTMY-FM in the past 7 days are 31.8% less likely to have a 401K, 19.5% less likely to have an Auto Loan, 20.5% less likely to Invest/Trade Stocks Online, 21.4% less likely to pay with their Debit Card.

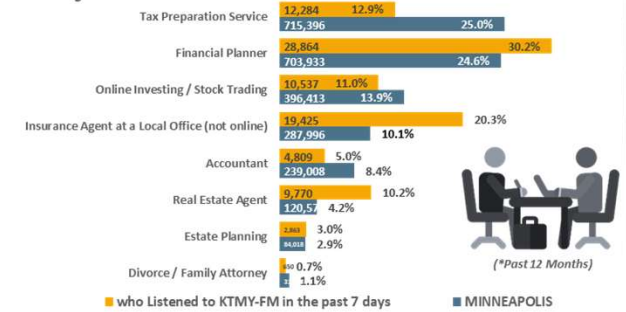
Investments Owned: Adults 18 or older



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

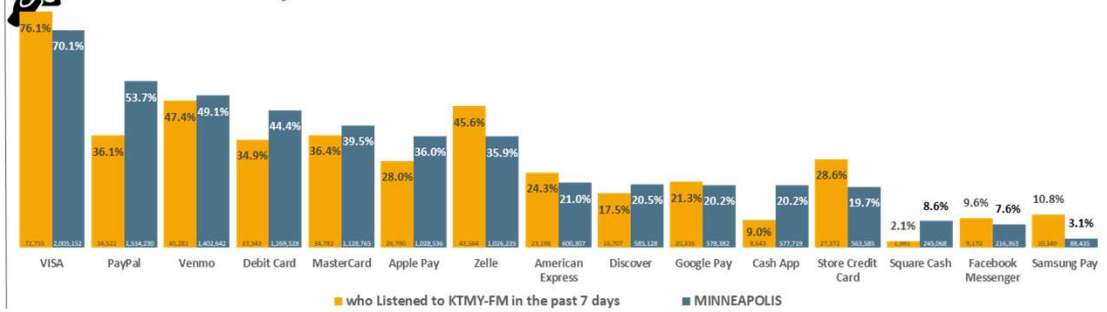


Professional Services Used:* Adults 18 or older



*(*Past 12 Months)*

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



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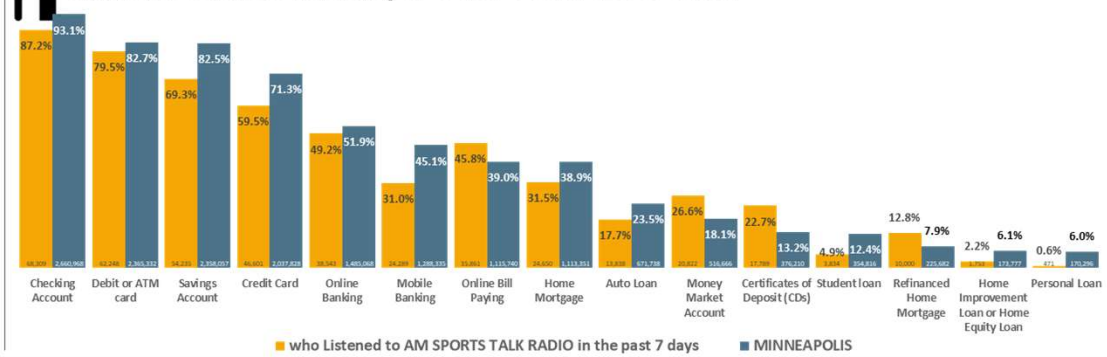
Radio Stations: KTMY-FM

2.7% or 78,299 of MINNEAPOLIS Metro Adults 18 or older Listened to AM SPORTS TALK RADIO in the past 7… Adults 18 or older who Listened to AM SPORTS TALK RADIO in the past 7 days are 23.7% more likely to have a 401K, 24.8% less likely to have an Auto Loan, 47.% more likely to Invest/Trade Stocks Online, 43.% less likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



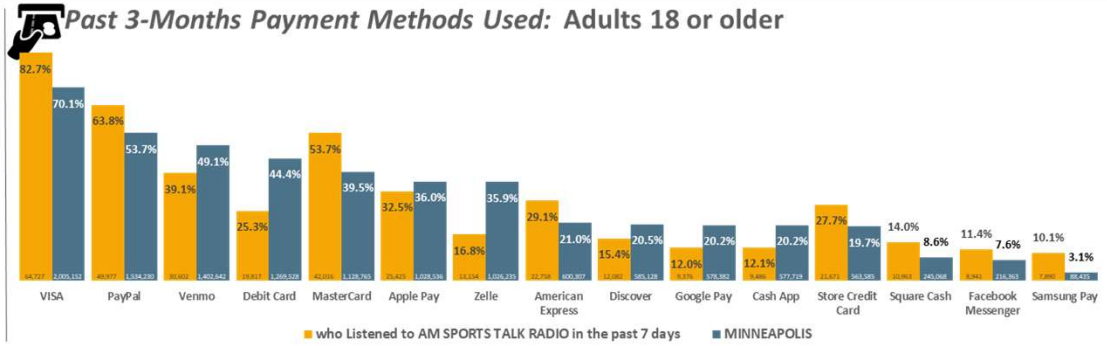
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



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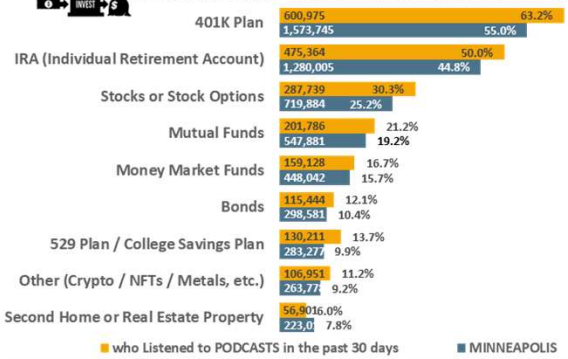
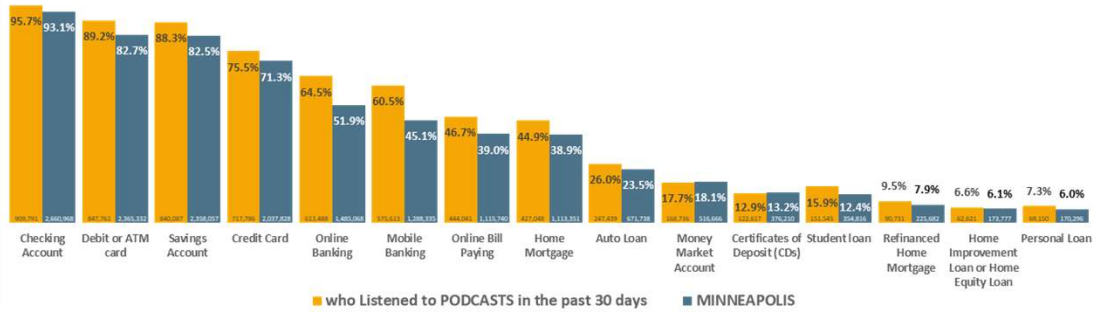
[(Radio format profiles (M-S 6am-Mid cume): All Sports AND (Radio Stations: KTLK-AM OR Radio Stations: WCCO-AM OR Radio Stations: WDGY-AM))]

33.3% or 950,868 of MINNEAPOLIS Metro Adults 18 or older Listened to PODCASTS in the past 30 days. Adults 18 or older who Listened to PODCASTS in the past 30 days are 14.8% more likely to have a 401K, 10.8% more likely to have an Auto Loan, 51.4% more likely to Invest/Trade Stocks Online, 3.2% less likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



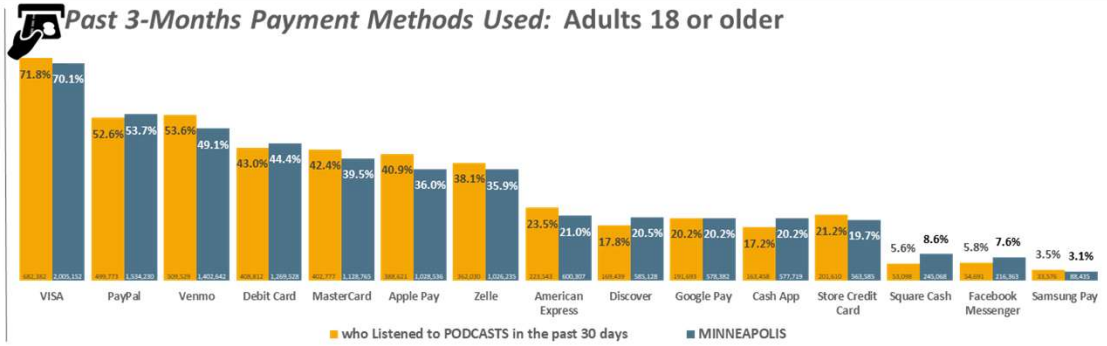
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



MINNEAPOLIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 469

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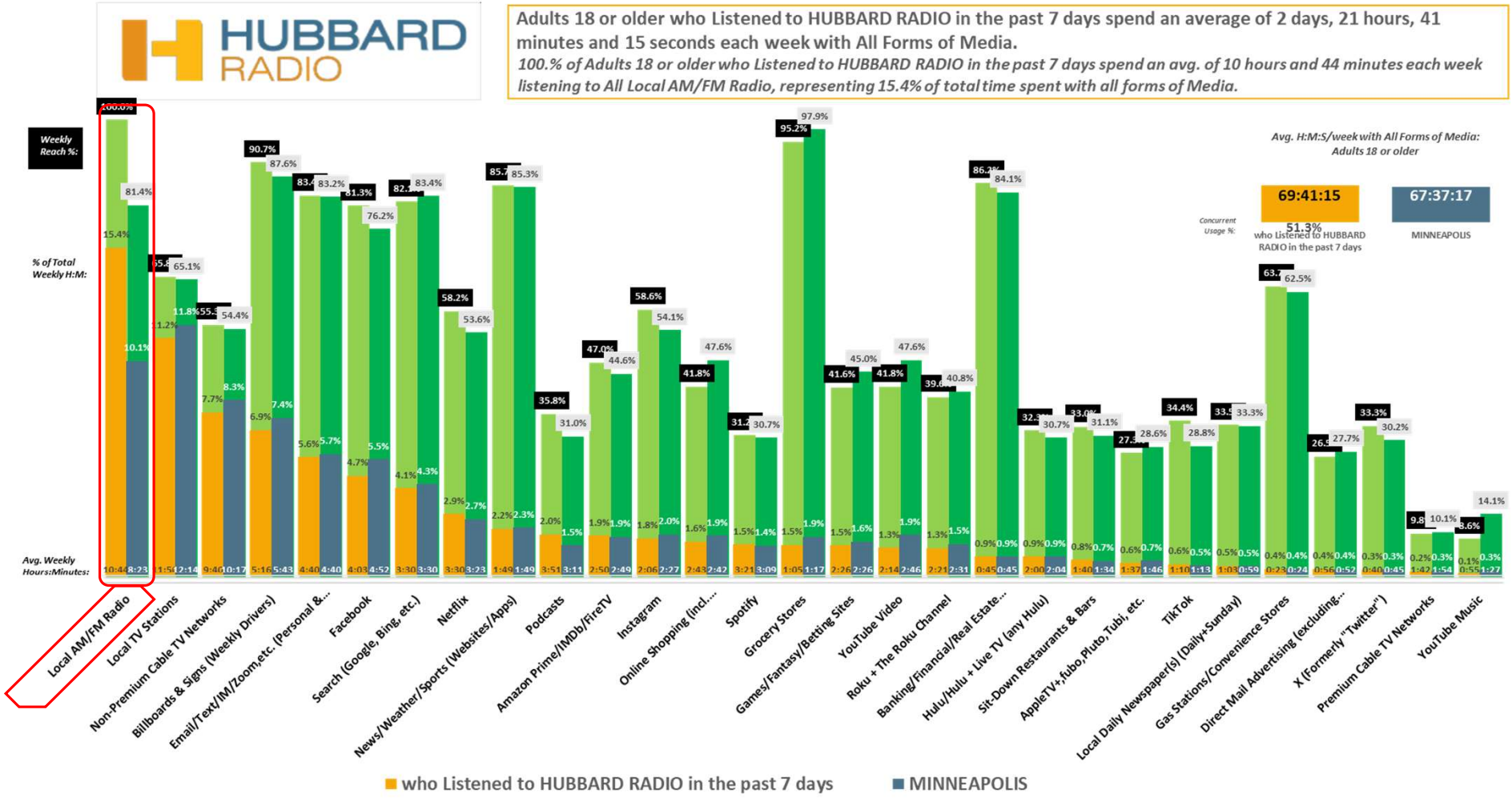
Watched, listened, or downloaded podcast past 30 days: Yes



MINNEAPOLIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 319 MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 1,493

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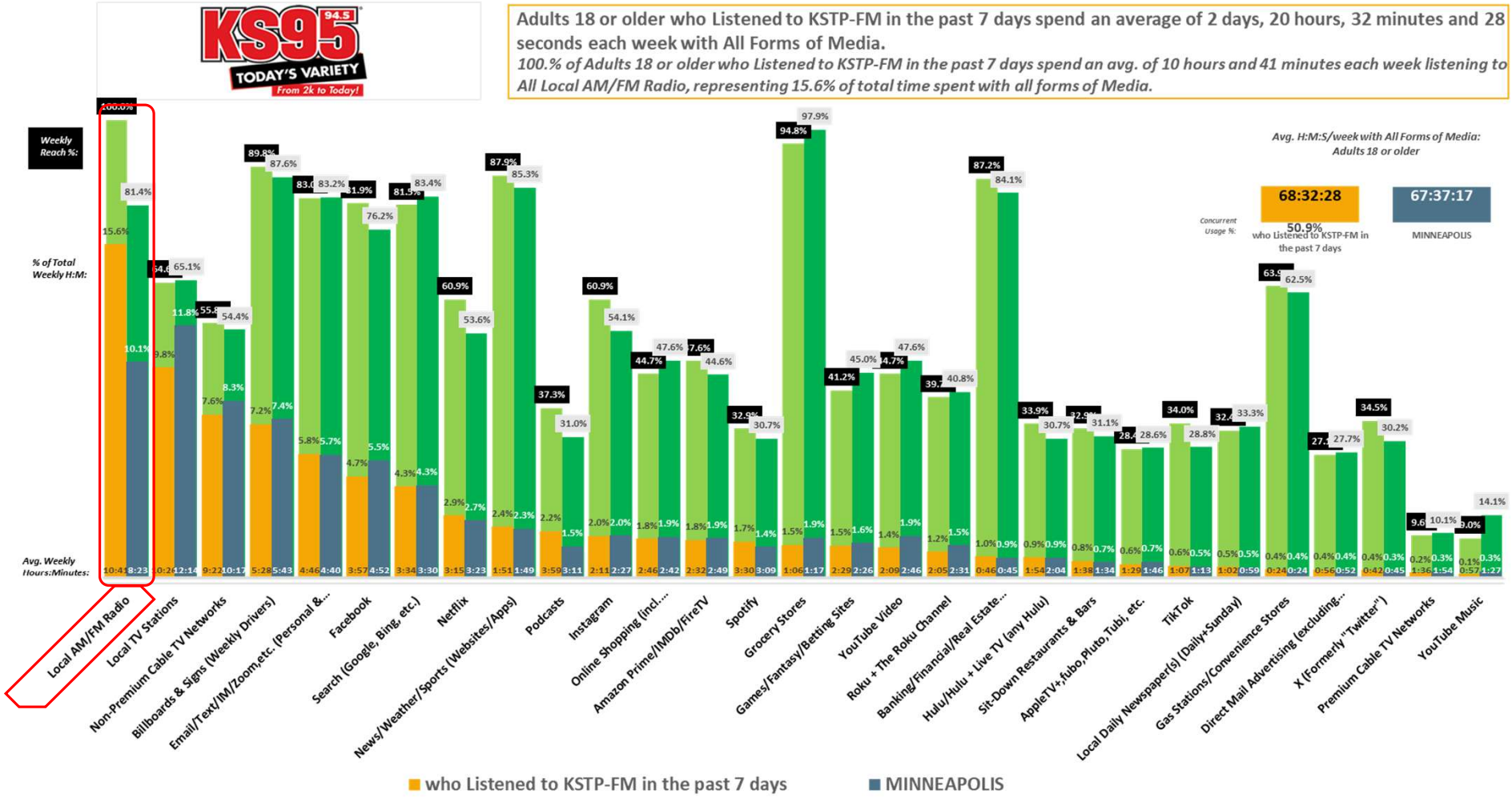
Radio Stations: KSTP-FM OR Radio Stations: KTMY-FM



MINNEAPOLIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 273 MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 1,493

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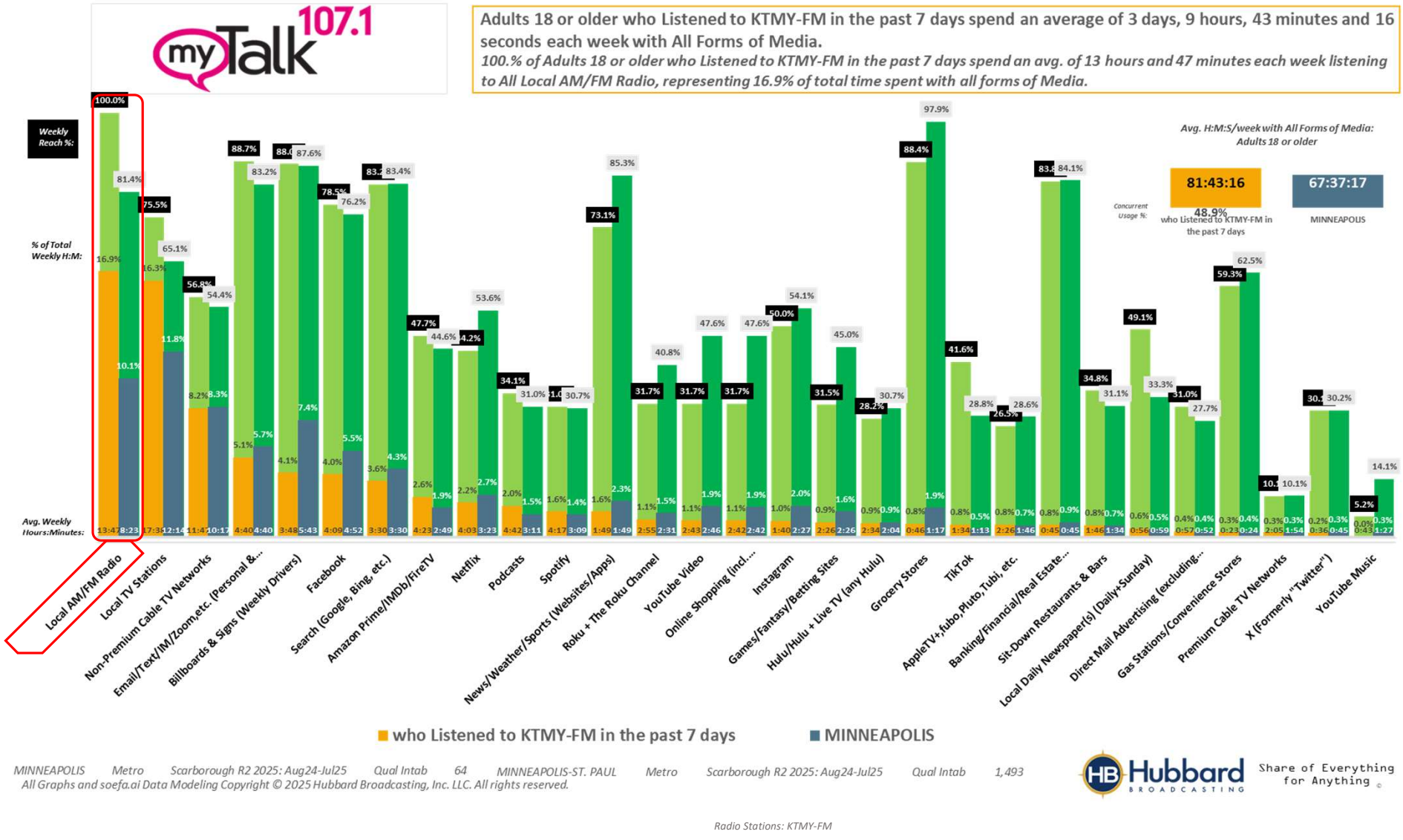
Radio Stations: KSTP-FM



MINNEAPOLIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 64 MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 1,493

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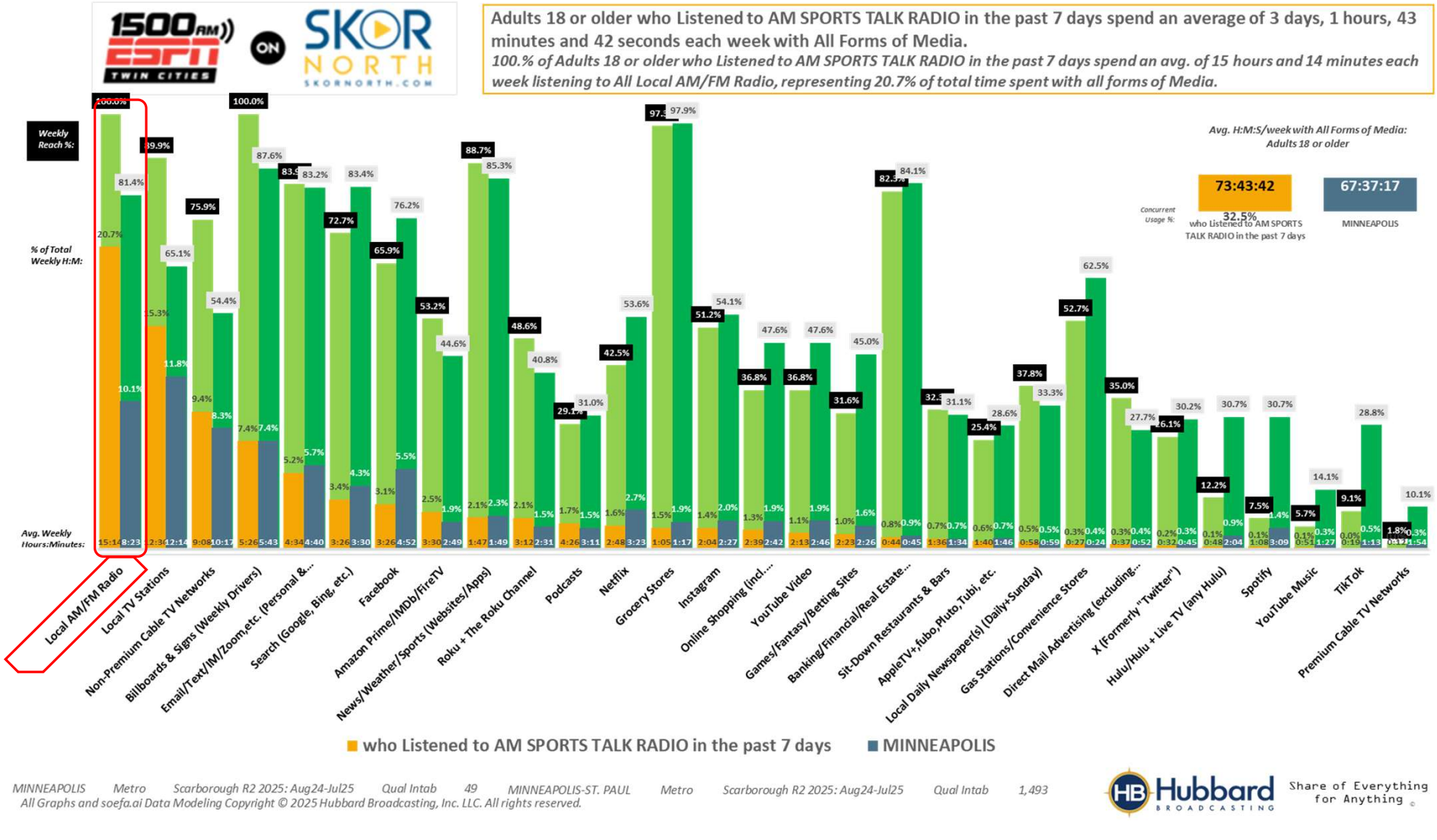
Radio Stations: KTMY-FM



MINNEAPOLIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 49 MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 1,493

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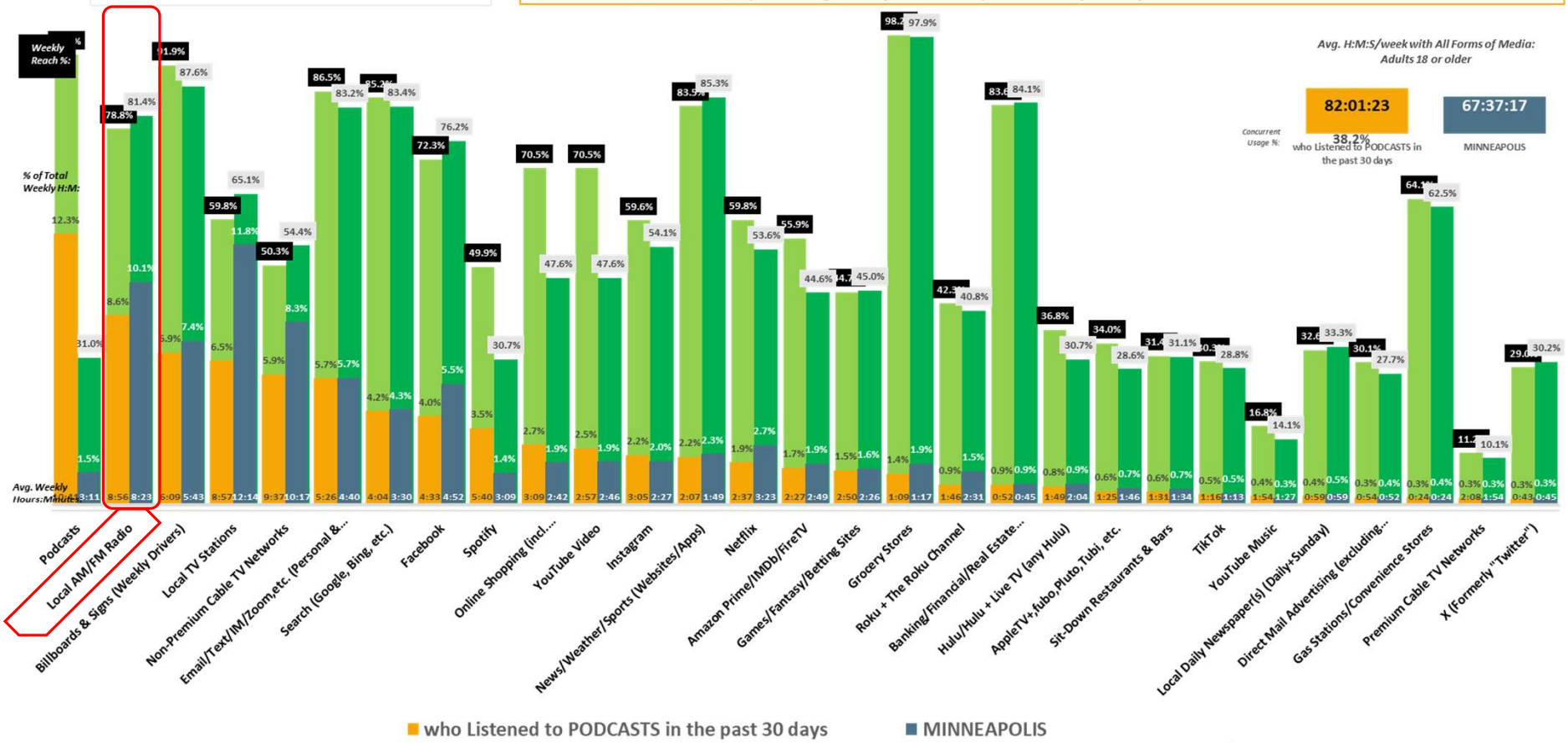
[(Radio format profiles (M-S 6am-Mid cume): All Sports AND (Radio Stations: KTLK-AM OR Radio Stations: WCCO-AM OR Radio Stations: WDGY-AM))]

gamut PODCAST NETWORK

Adults 18 or older who Listened to PODCASTS in the past 30 days spend an average of 3 days, 10 hours, 1 minutes and 23 seconds each week with All Forms of Media.

78.8% of Adults 18 or older who Listened to PODCASTS in the past 30 days spend an avg. of 8 hours and 56 minutes each week listening to All Local AM/FM Radio, representing 8.6% of total time spent with all forms of Media.



MINNEAPOLIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 469 MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 1,493

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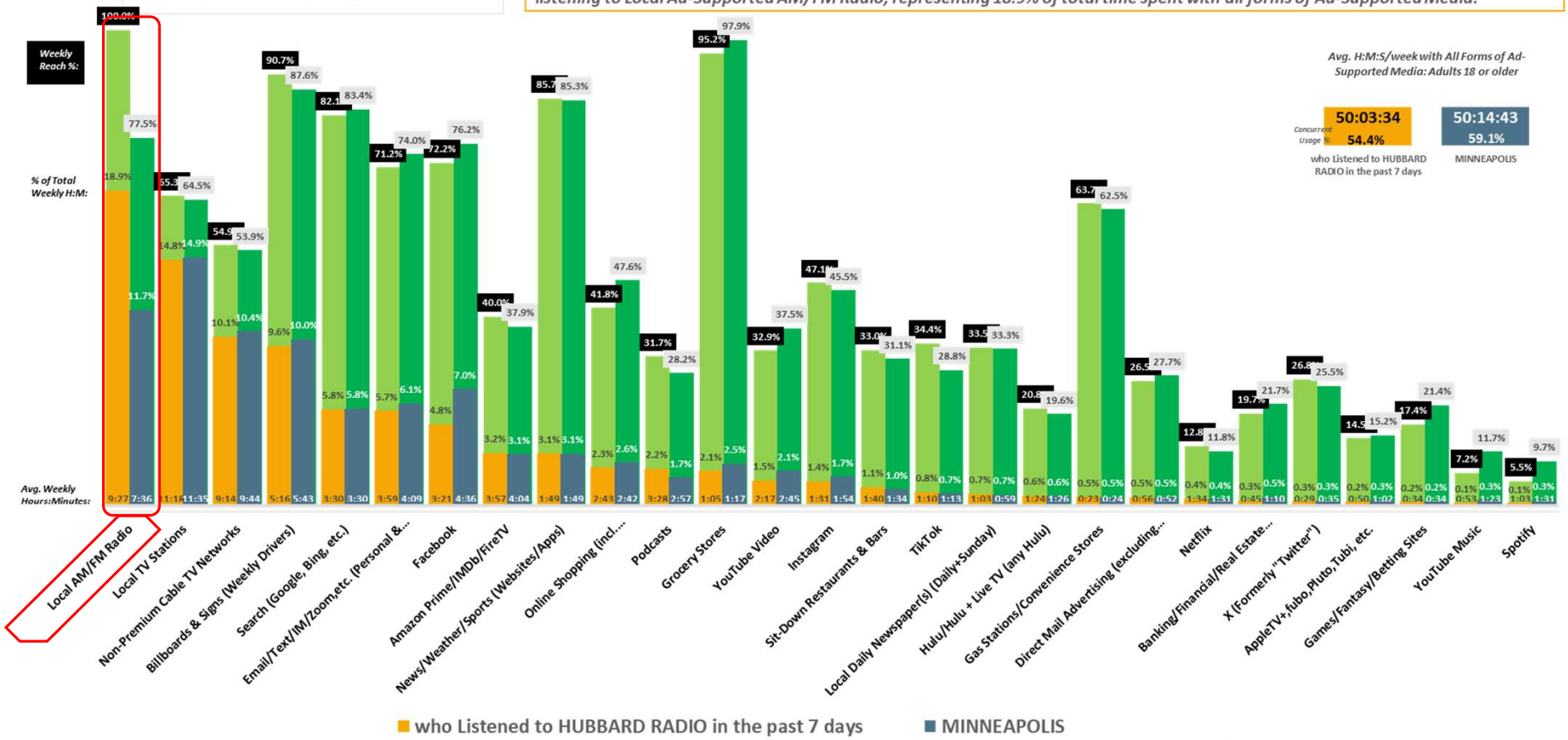
Watched, listened, or downloaded podcast past 30 days: Yes

HUBBARD RADIO

Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days spend an average of 2 days, 2 hours, 3 minutes and 34 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 27 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 18.9% of total time spent with all forms of Ad-Supported Media.



MINNEAPOLIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 319 MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 1,493

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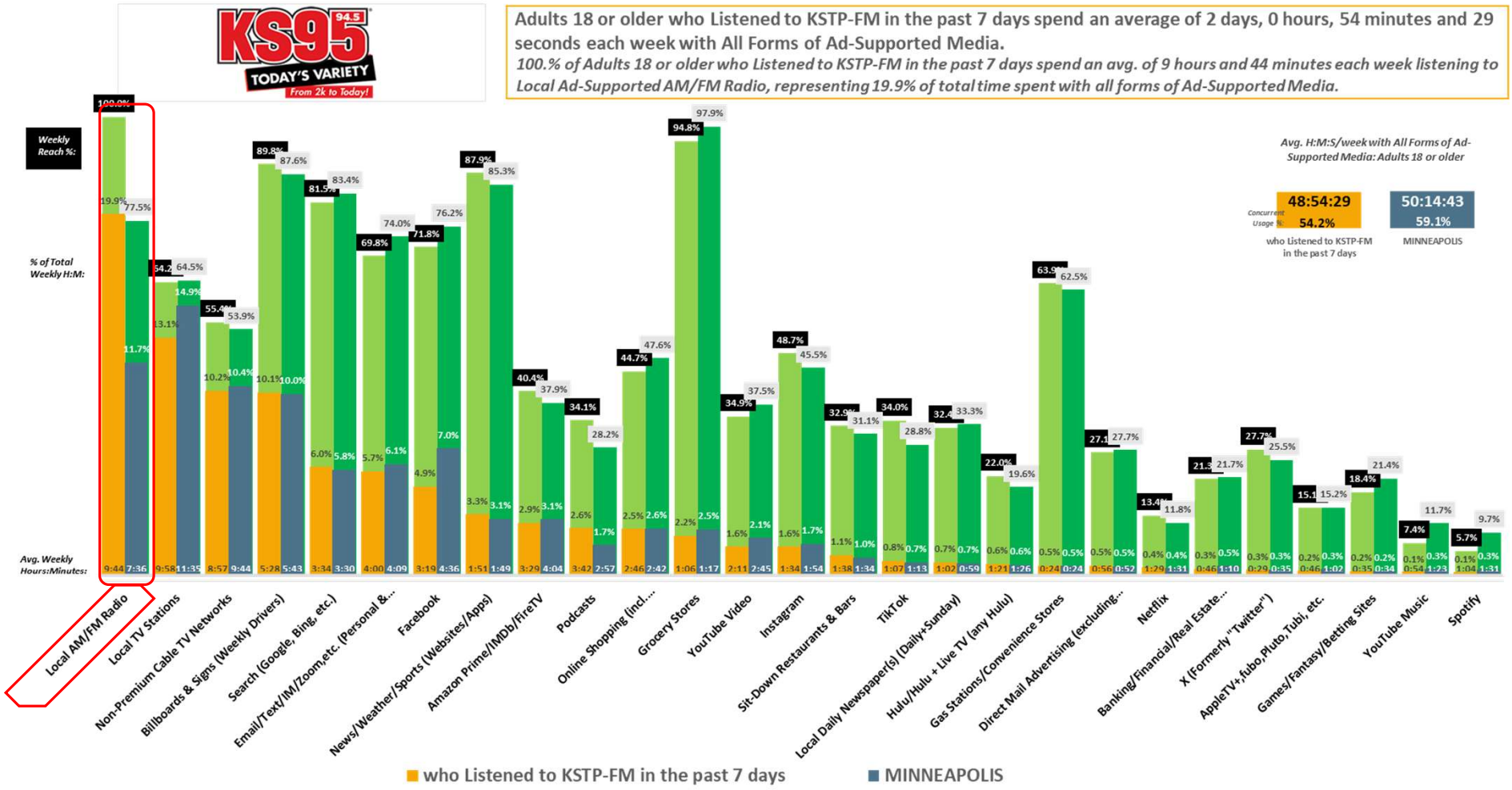
Radio Stations: KSTP-FM OR Radio Stations: KTMY-FM



MINNEAPOLIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 273 MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 1,493

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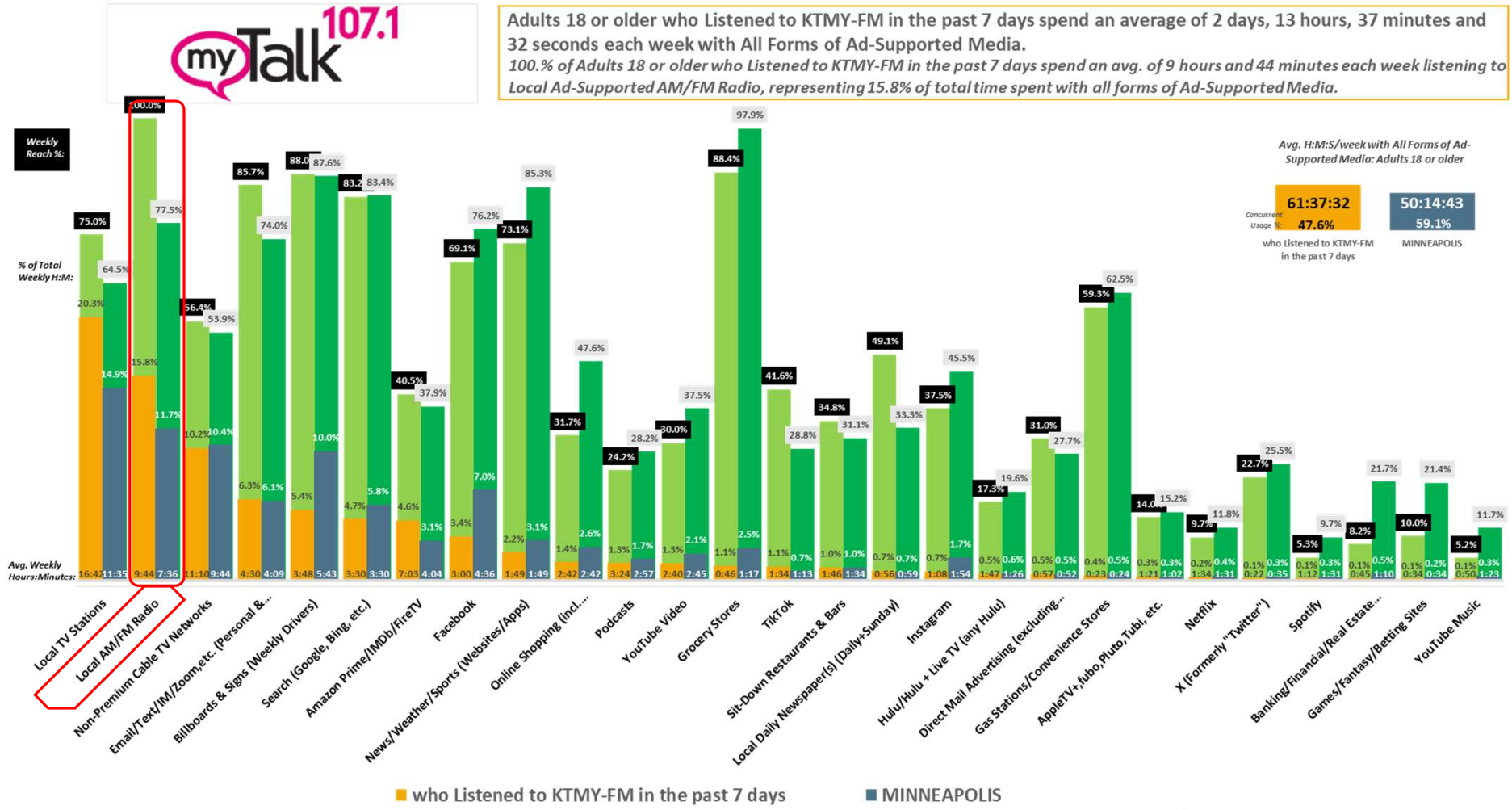
Radio Stations: KSTP-FM



MINNEAPOLIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 64 MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 1,493

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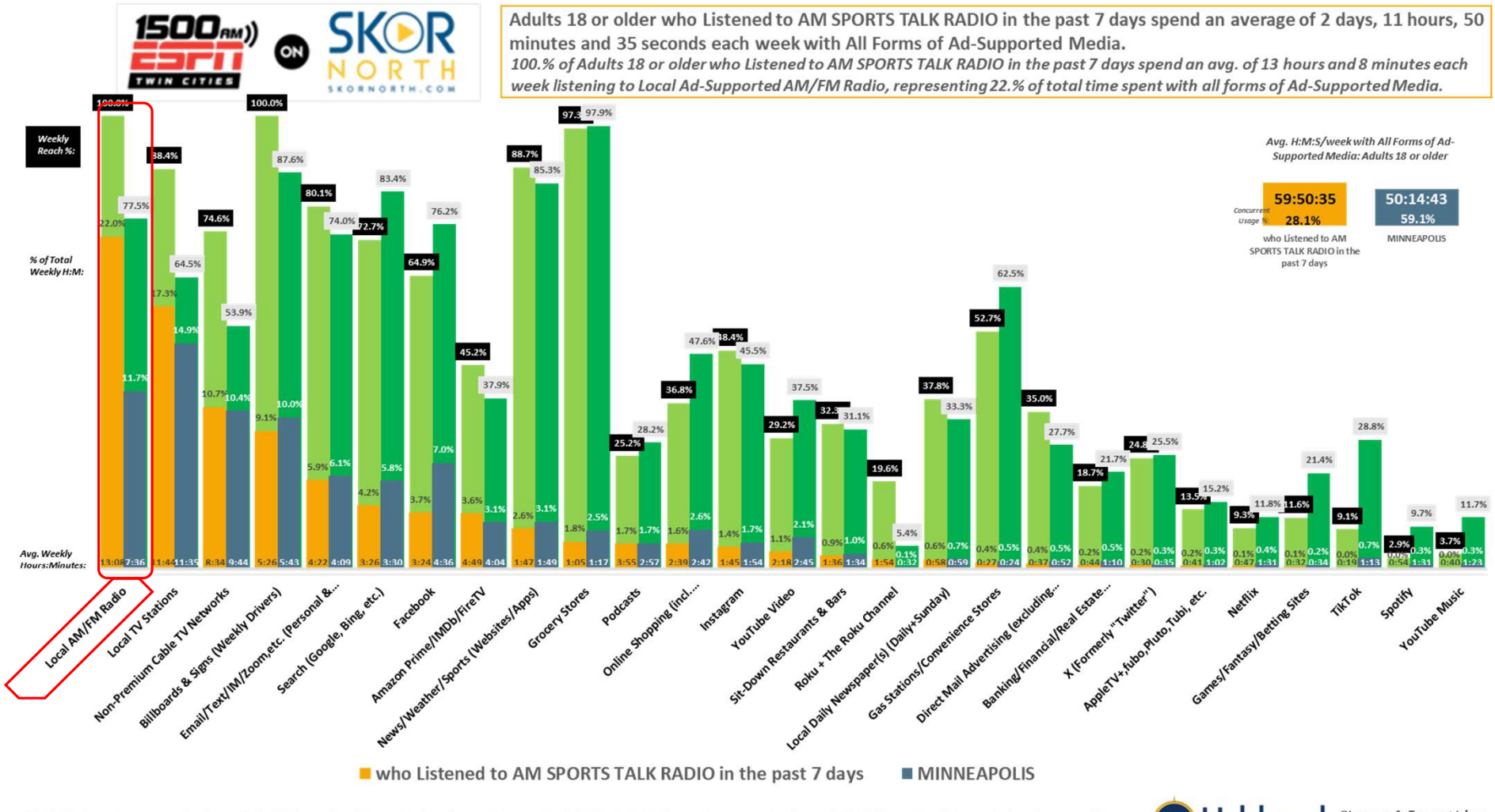
Radio Stations: KTMY-FM



MINNEAPOLIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 49 MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 1,493

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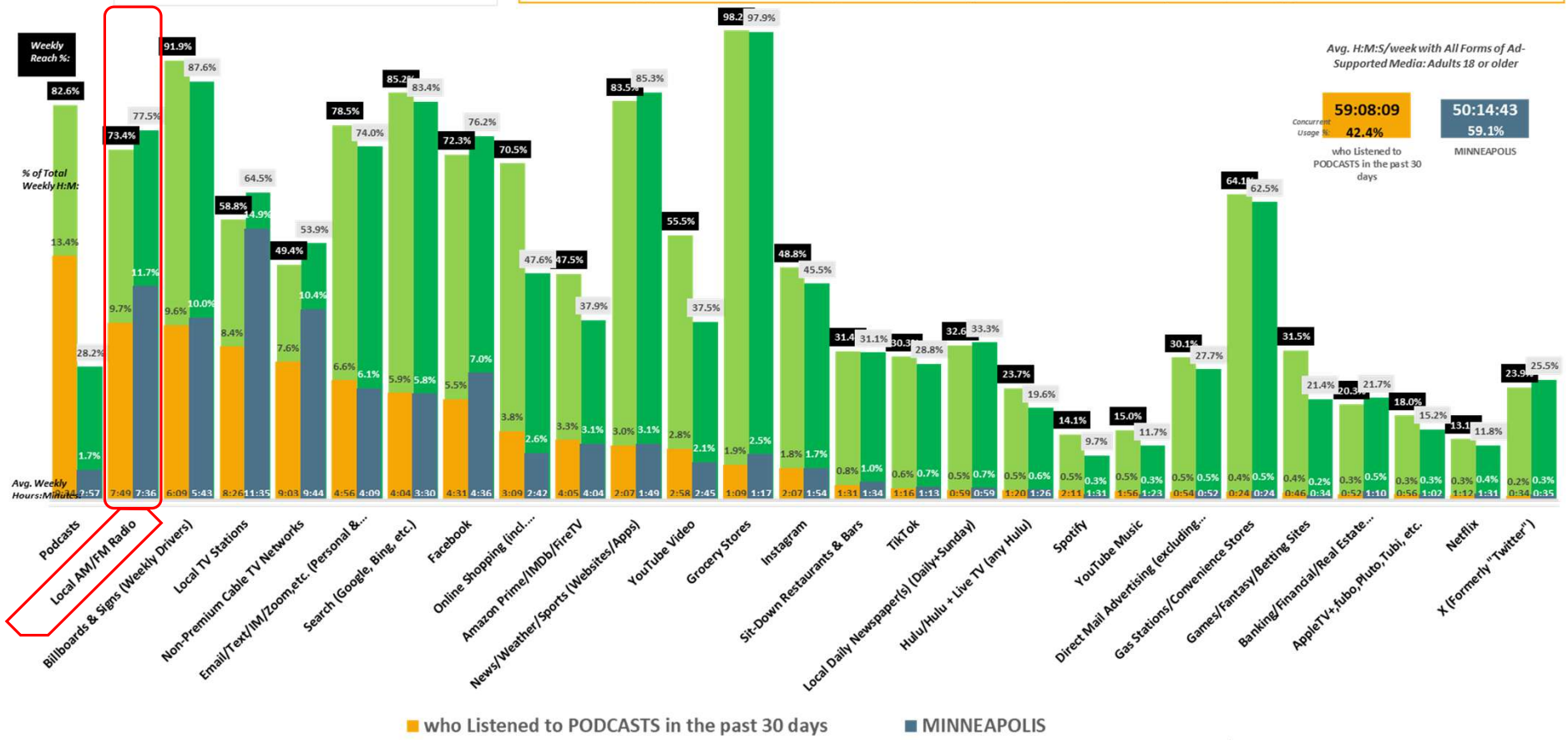
[(Radio format profiles (M-S 6am-Mid cume): All Sports AND (Radio Stations: KTLK-AM OR Radio Stations: WCCO-AM OR Radio Stations: WDGY-AM))]

gamut PODCAST NETWORK

Adults 18 or older who Listened to PODCASTS in the past 30 days spend an average of 2 days, 11 hours, 8 minutes and 9 seconds each week with All Forms of Ad-Supported Media.

73.4% of Adults 18 or older who Listened to PODCASTS in the past 30 days spend an avg. of 7 hours and 49 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.7% of total time spent with all forms of Ad-Supported Media.



MINNEAPOLIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 469 MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 1,493

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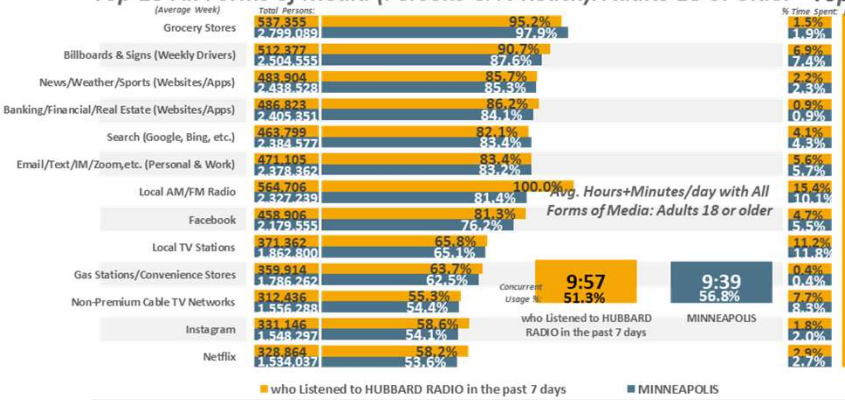
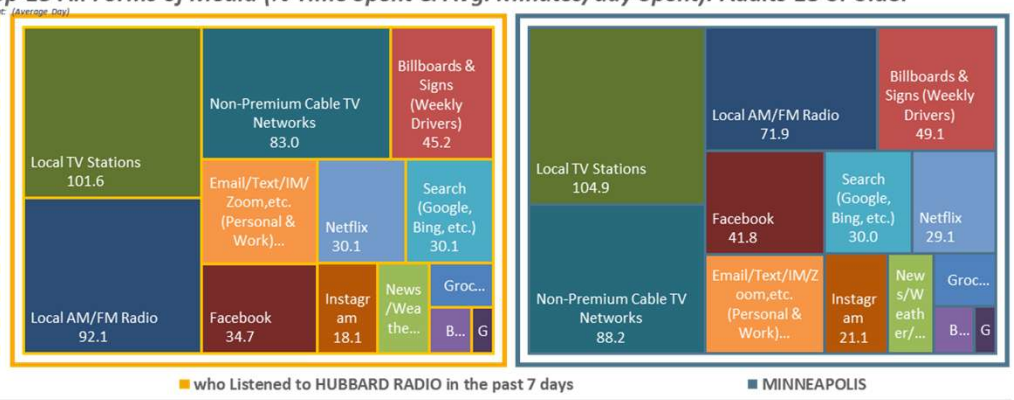
Watched, listened, or downloaded podcast past 30 days: Yes

Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days spend an average of 7 hours and 9 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 81.1 minutes/day. *(Local Radio delivers 18.9% of Time with Ad-Supported Media.)*

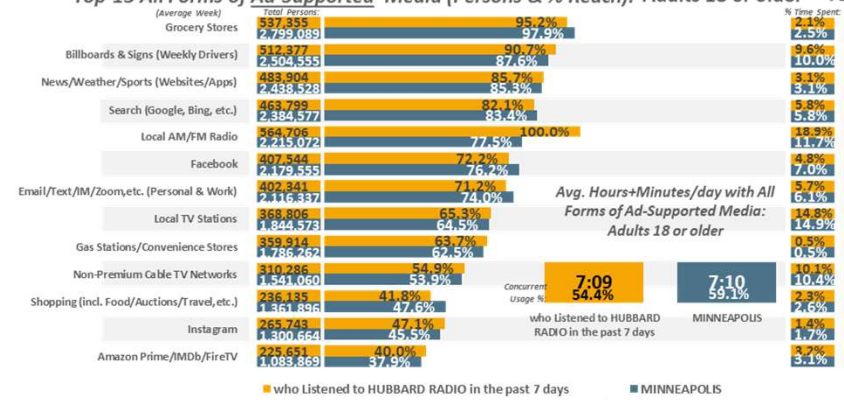
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



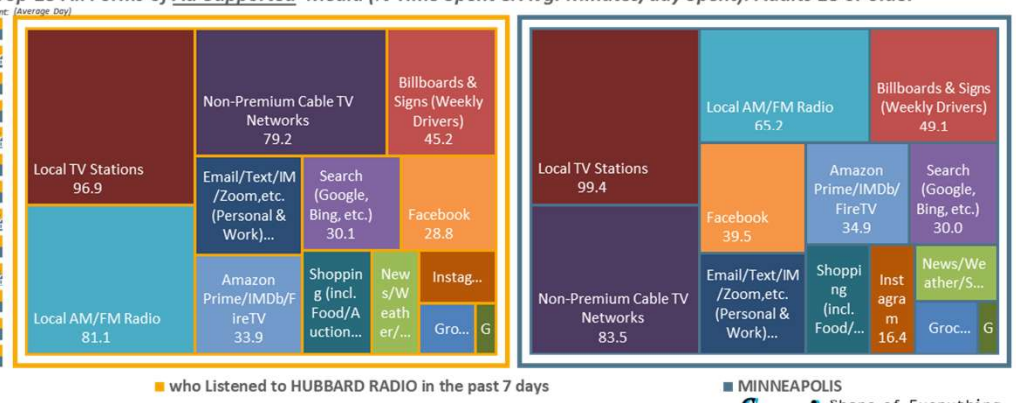
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



MINNEAPOLIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 319

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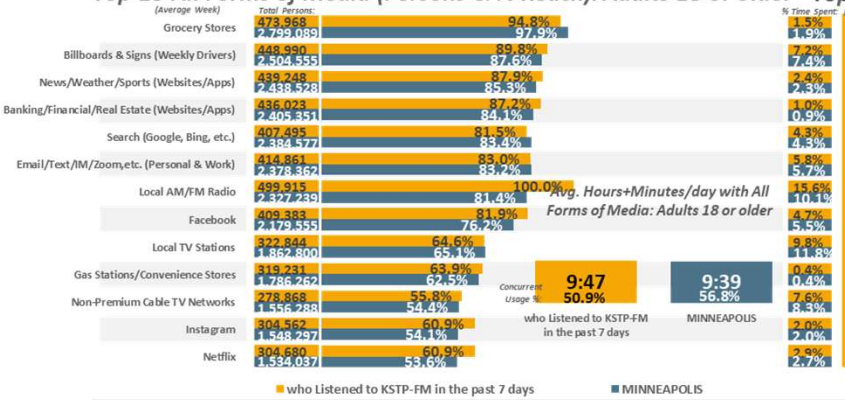
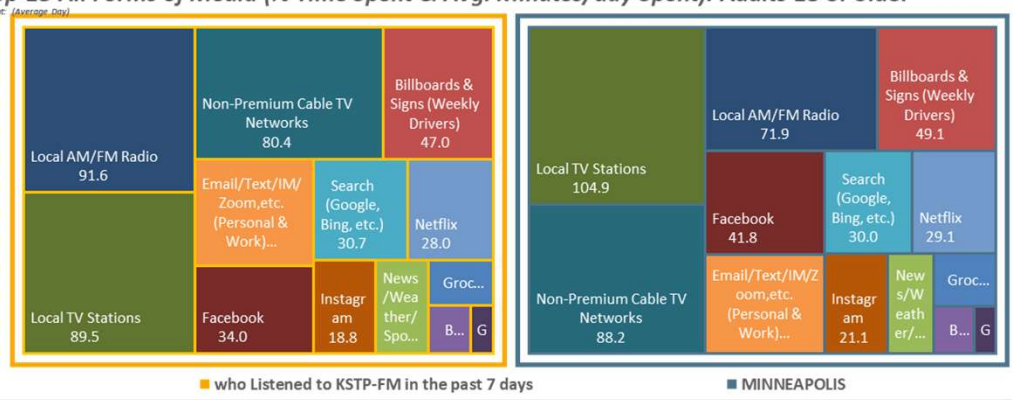
Radio Stations: KSTP-FM OR Radio Stations: KTMY-FM

Adults 18 or older who Listened to KSTP-FM in the past 7 days spend an average of 6 hours and 59 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 83.5 minutes/day. *(Local Radio delivers 19.9% of Time with Ad-Supported Media.)*

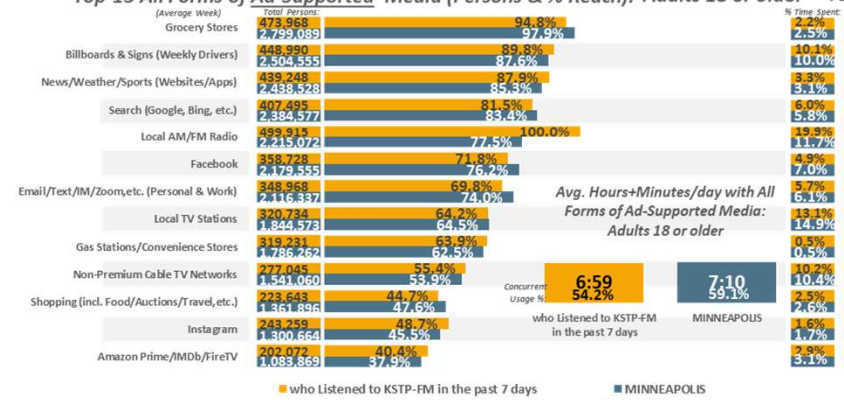
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



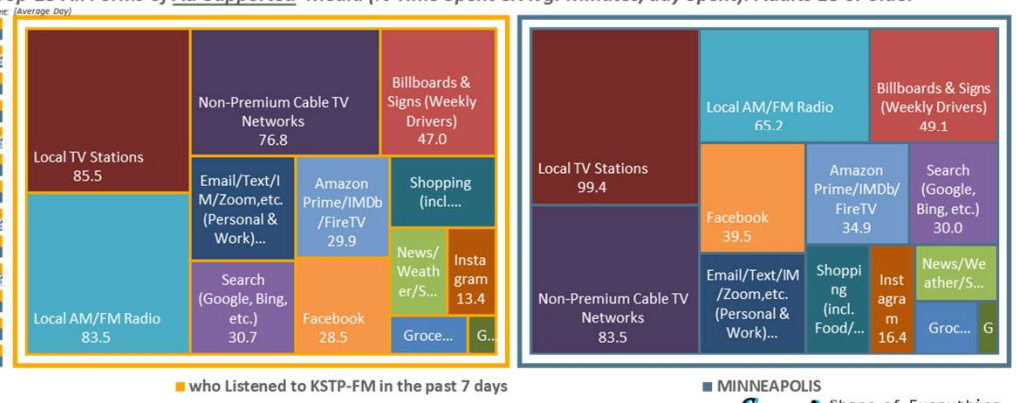
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MINNEAPOLIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 273

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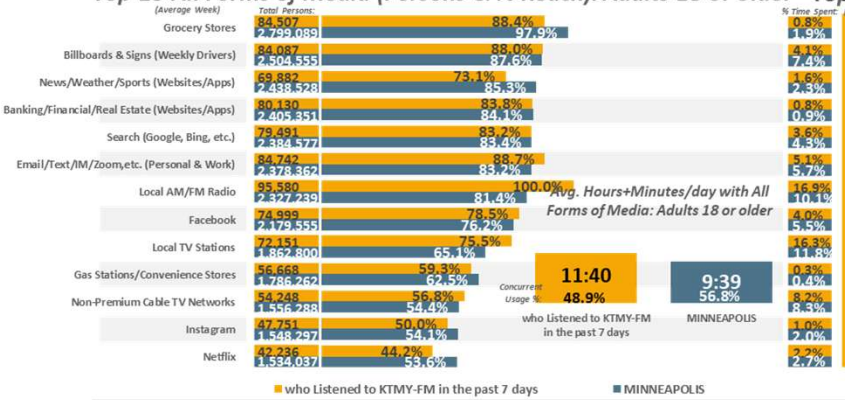
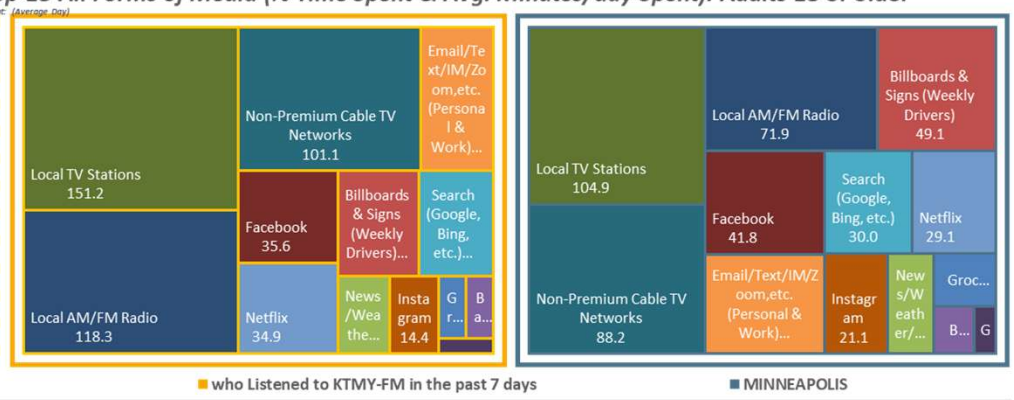
Radio Stations: KSTP-FM

Adults 18 or older who Listened to KTMY-FM in the past 7 days spend an average of 8 hours and 48 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 83.5 minutes/day. *(Local Radio delivers 15.8% of Time with Ad-Supported Media.)*

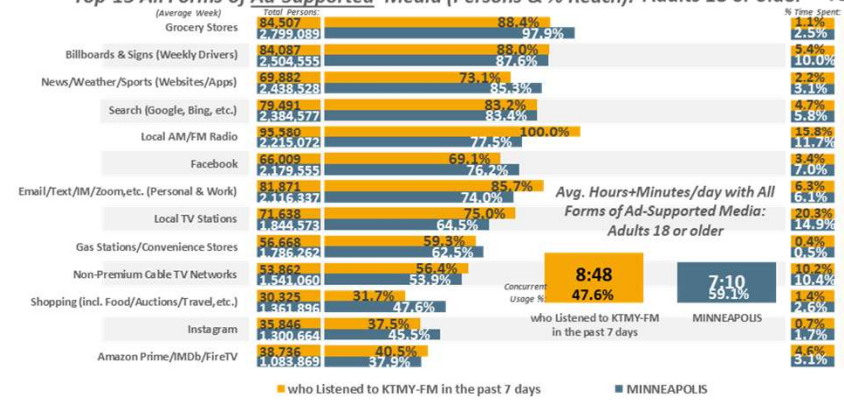
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



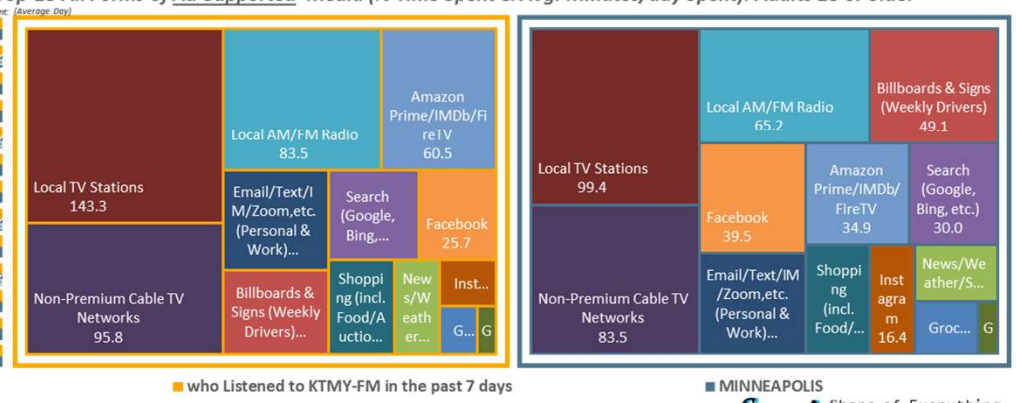
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MINNEAPOLIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 64

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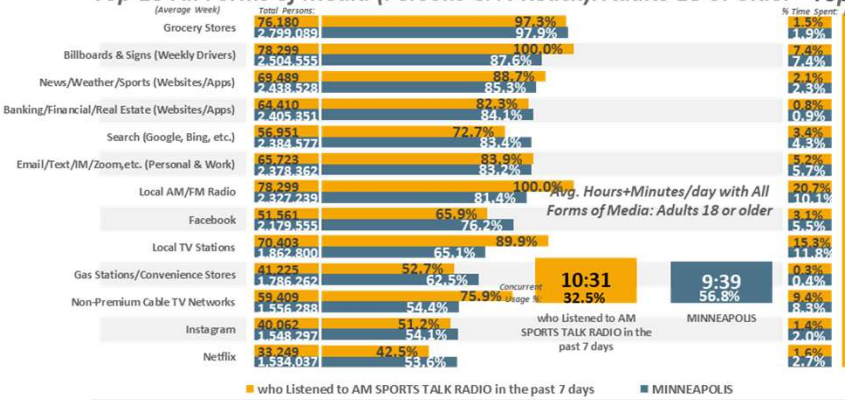
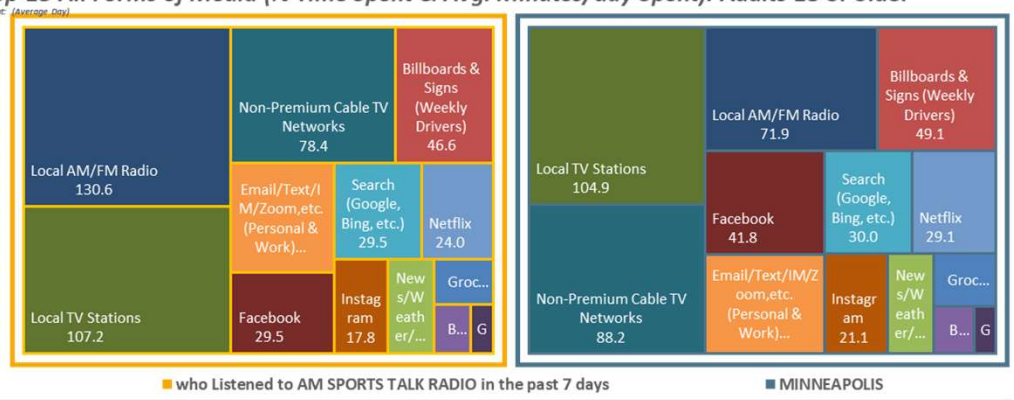
Radio Stations: KTMY-FM

Adults 18 or older who Listened to AM SPORTS TALK RADIO in the past 7 days spend an average of 8 hours and 32 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 112.7 minutes/day. *(Local Radio delivers 22.% of Time with Ad-Supported Media.)*

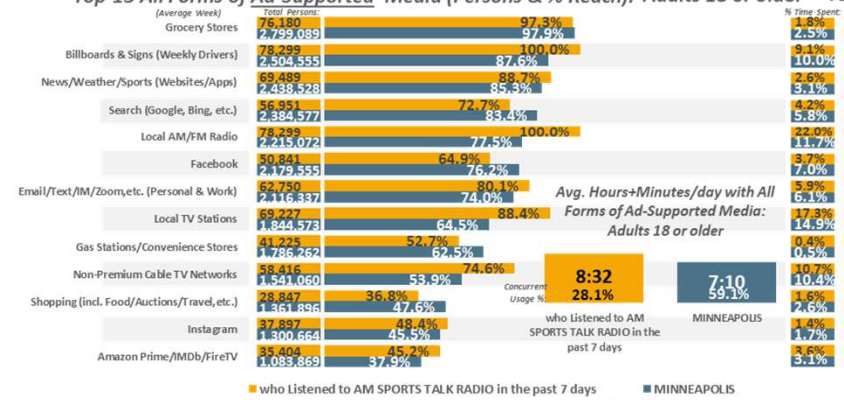
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



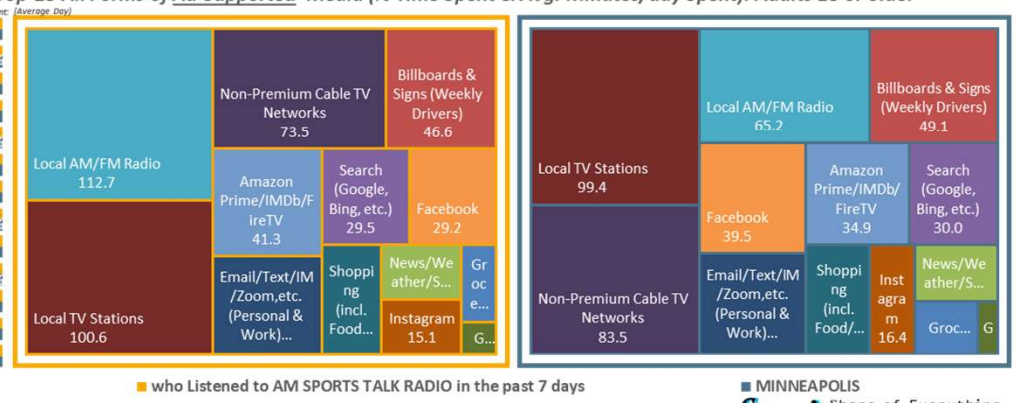
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MINNEAPOLIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 49

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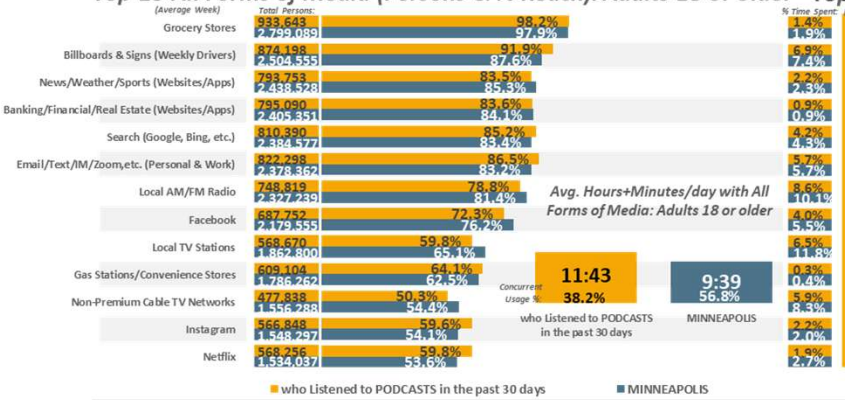
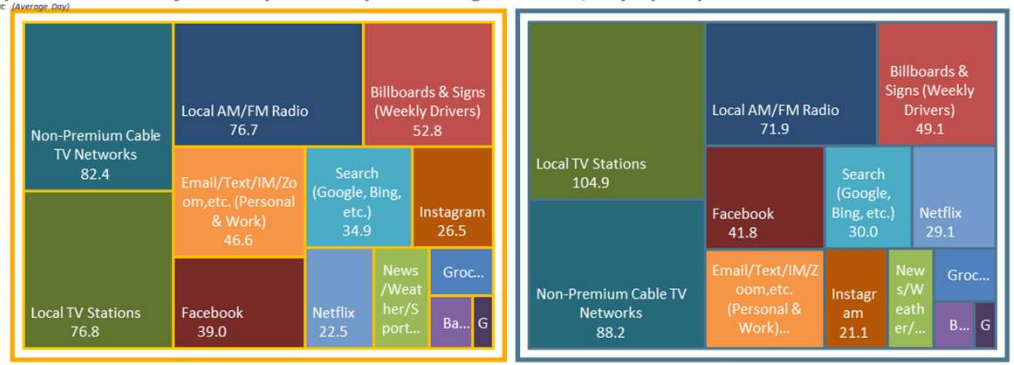
[(Radio format profiles (M-S 6am-Mid cume): All Sports AND (Radio Stations: KTLK-AM OR Radio Stations: WCCO-AM OR Radio Stations: WDGY-AM))]

Adults 18 or older who Listened to PODCASTS in the past 30 days spend an average of 8 hours and 26 minutes each day with All Forms of Ad-Supported Media. 73.4% listen to Local AM/FM Radio for an avg. of 67.1 minutes/day. *(Local Radio delivers 9.7% of Time with Ad-Supported Media.)*

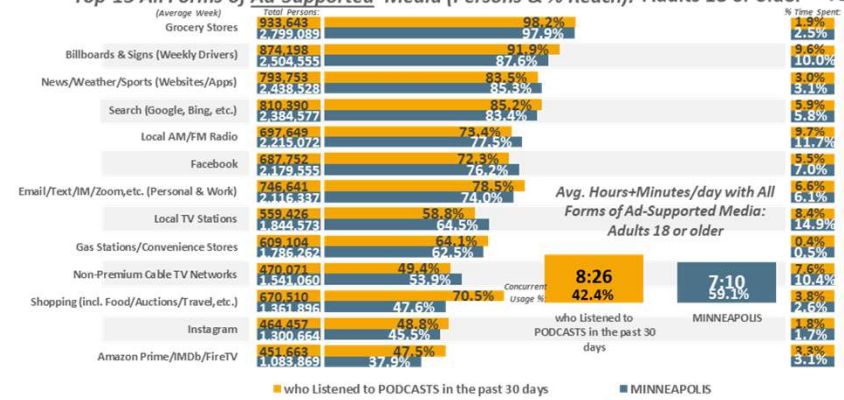
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



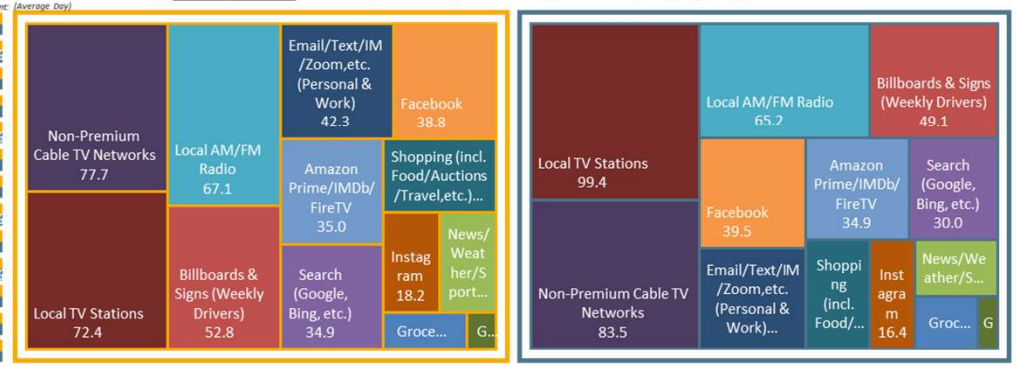
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MINNEAPOLIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 469

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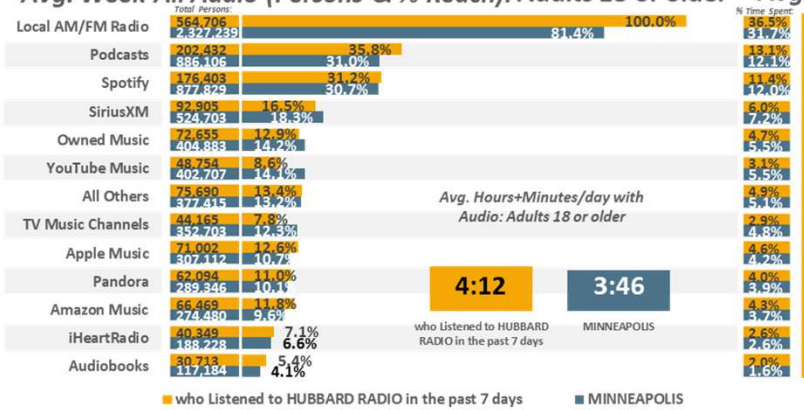
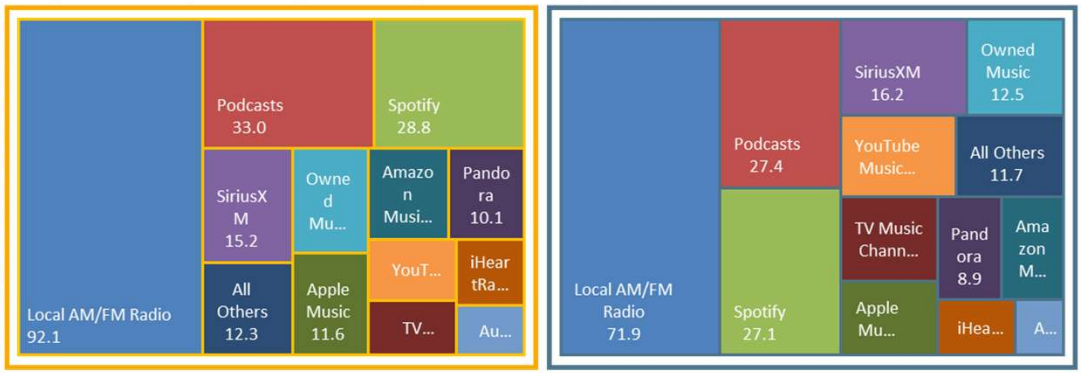
Watched, listened, or downloaded podcast past 30 days: Yes

564,706 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 81.1 minutes every day representing 48.6% of all time spent daily with Ad-Supported Audio.

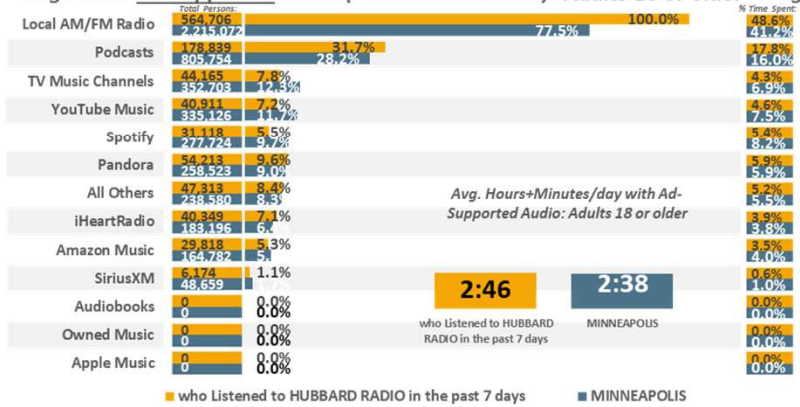
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



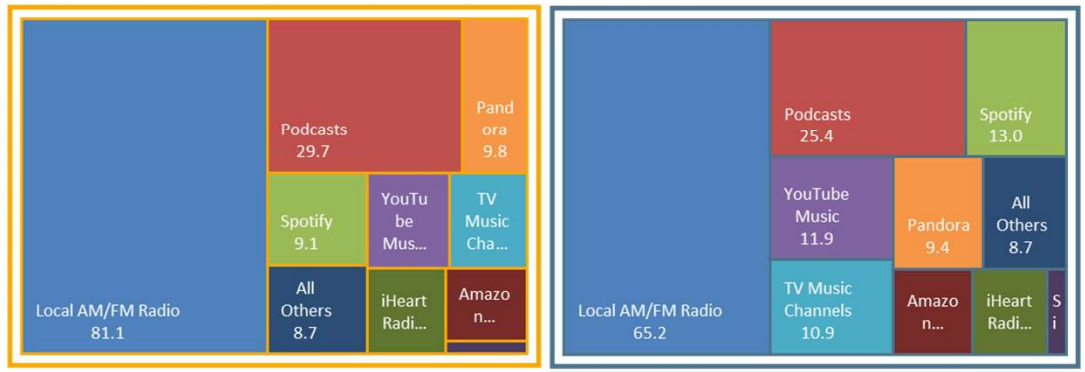
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



MINNEAPOLIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 319

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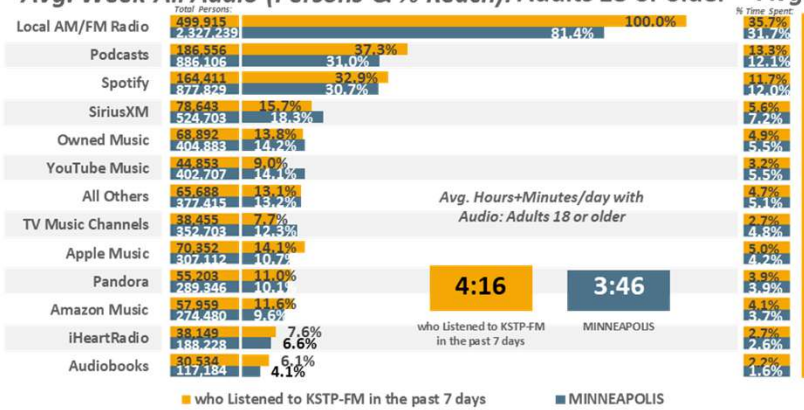
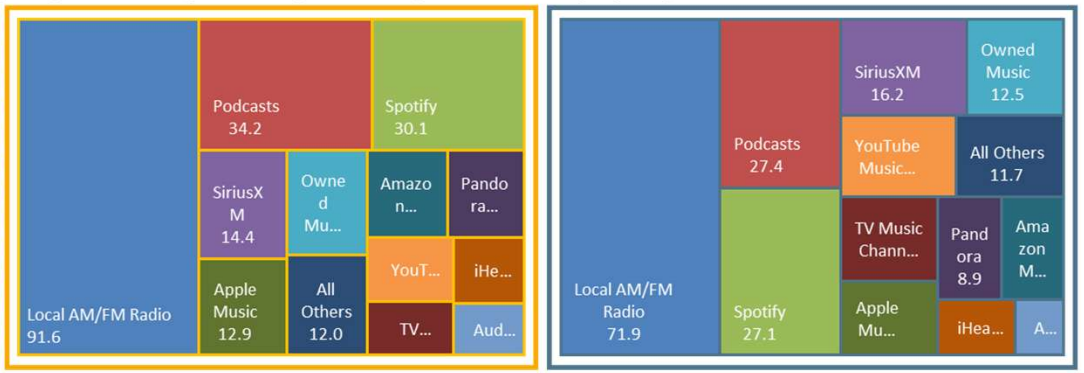
Radio Stations: KSTP-FM OR Radio Stations: KTMY-FM

499,915 or 100.% of Adults 18 or older who Listened to KSTP-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 83.5 minutes every day representing 48.7% of all time spent daily with Ad-Supported Audio.

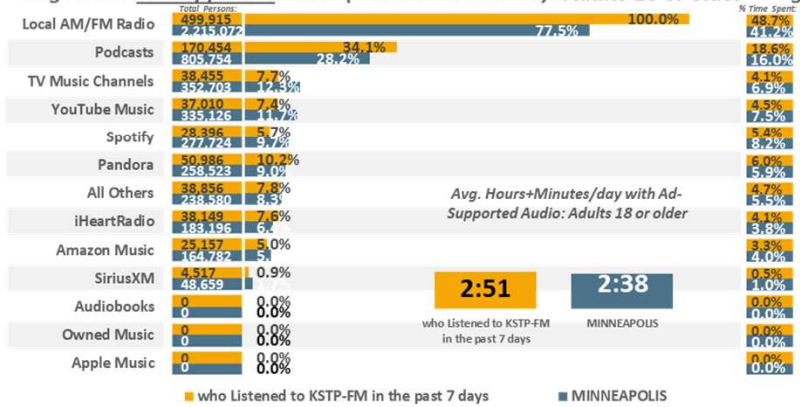
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



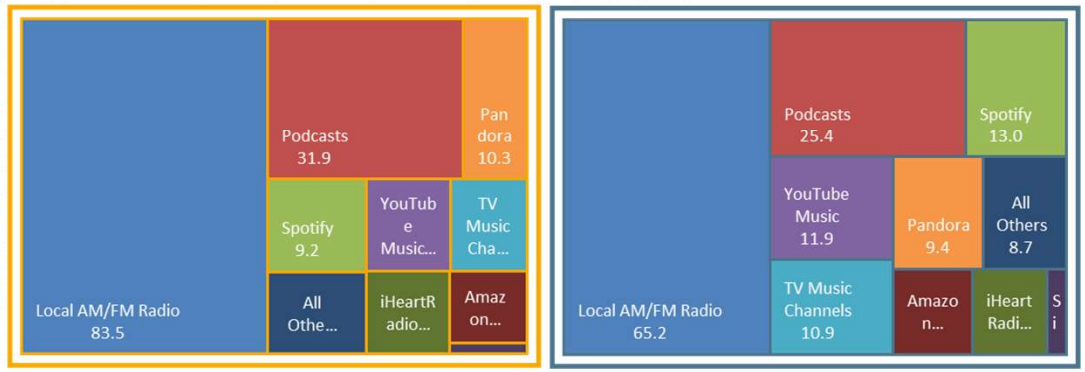
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MINNEAPOLIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 273

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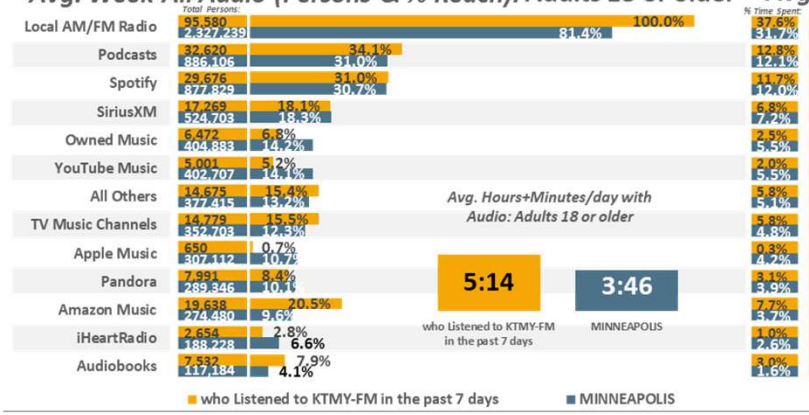
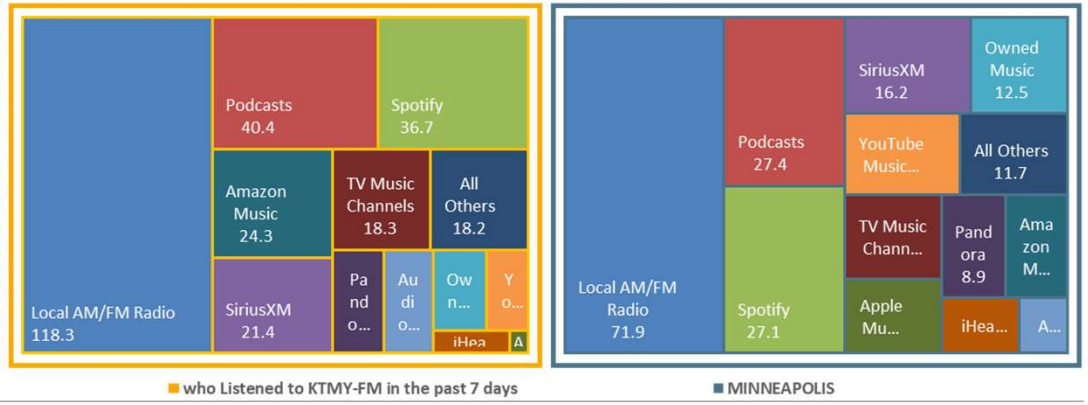
Radio Stations: KSTP-FM

95,580 or 100.% of Adults 18 or older who Listened to KTMY-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 83.5 minutes every day representing 46.1% of all time spent daily with Ad-Supported Audio.

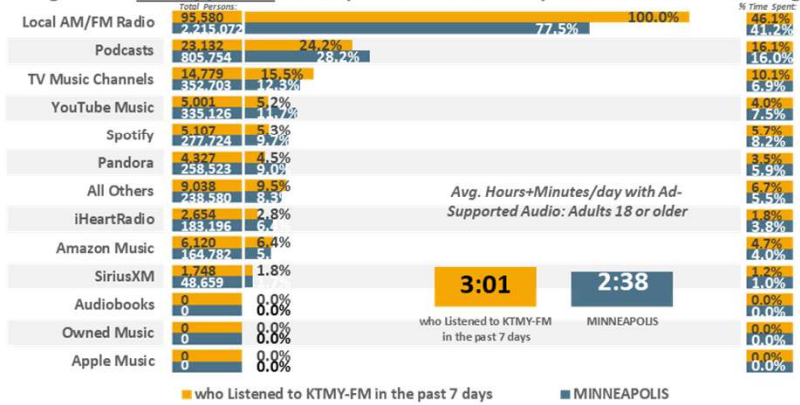
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



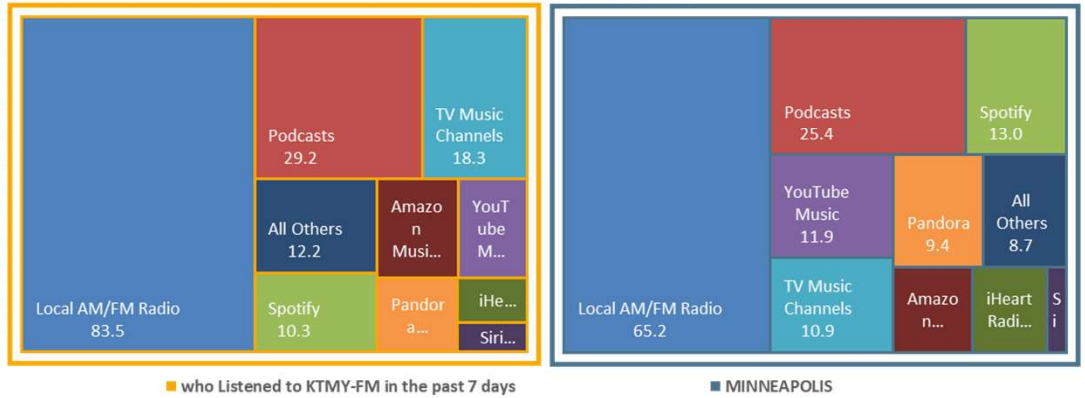
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MINNEAPOLIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 64

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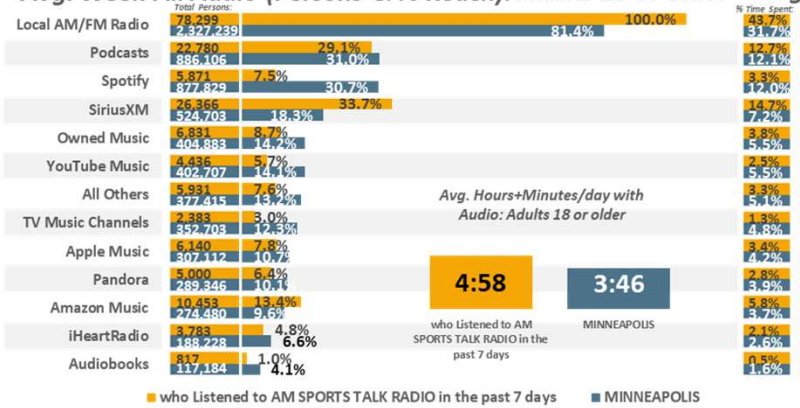
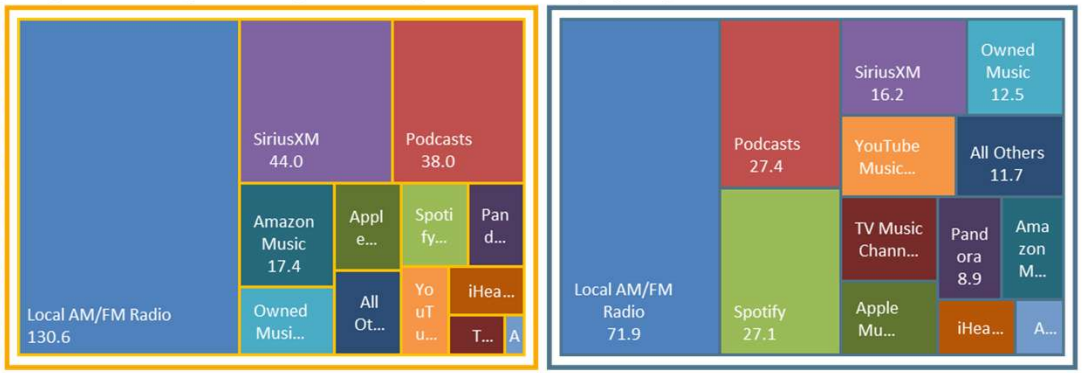
Radio Stations: KTMY-FM

78,299 or 100.% of Adults 18 or older who Listened to AM SPORTS TALK RADIO in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 112.7 minutes every day representing 54.9% of all time spent daily with Ad-Supported Audio.

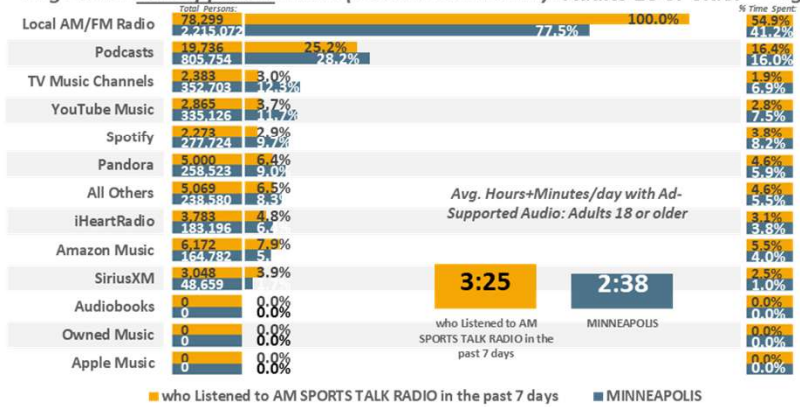
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



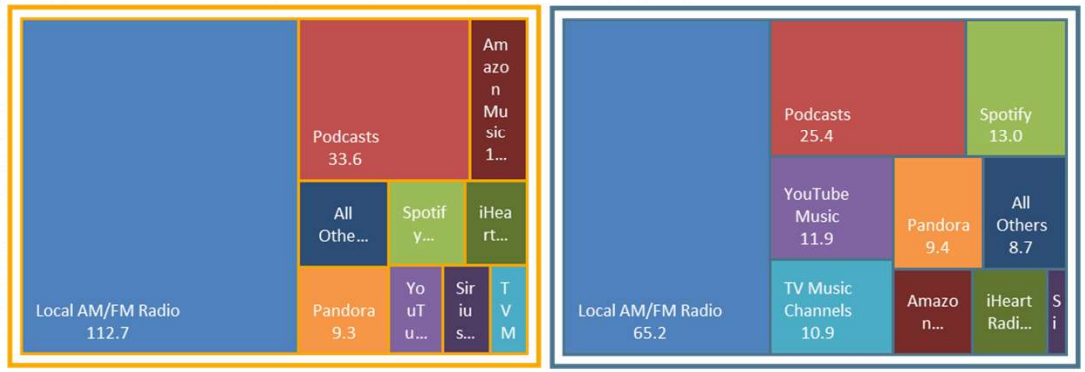
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MINNEAPOLIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 49

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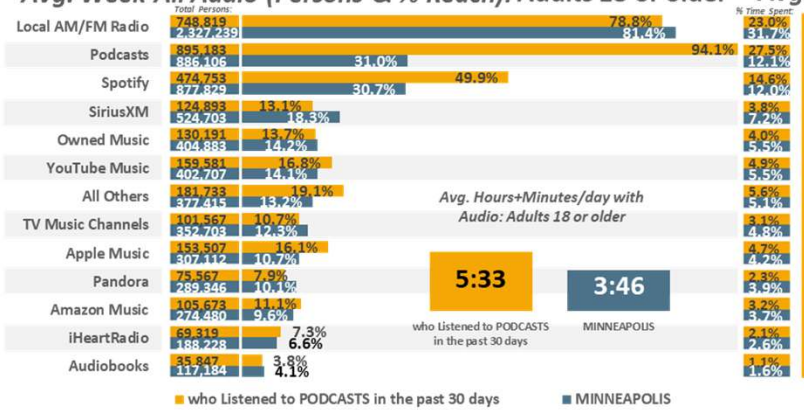
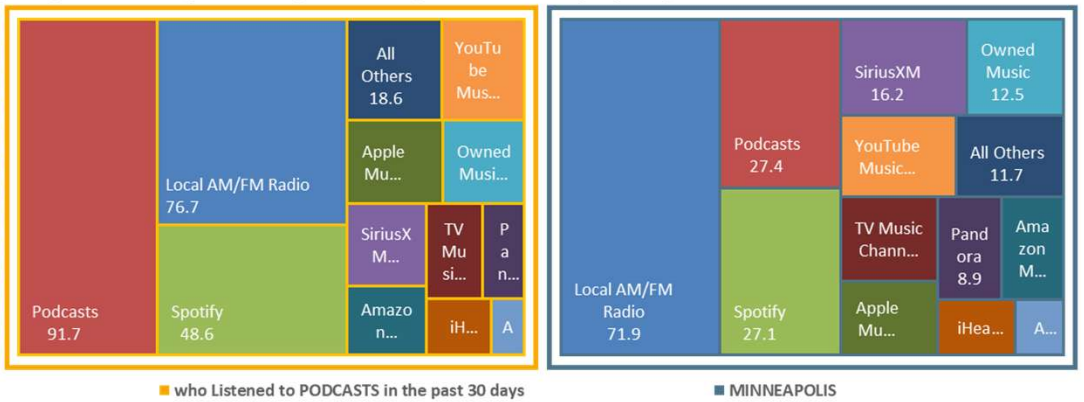
[(Radio format profiles (M-S 6am-Mid cume): All Sports AND (Radio Stations: KTLK-AM OR Radio Stations: WCCO-AM OR Radio Stations: WDGY-AM))]

697,649 or 73.4% of Adults 18 or older who Listened to PODCASTS in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 67.1 minutes every day representing 29.% of all time spent daily with Ad-Supported Audio.

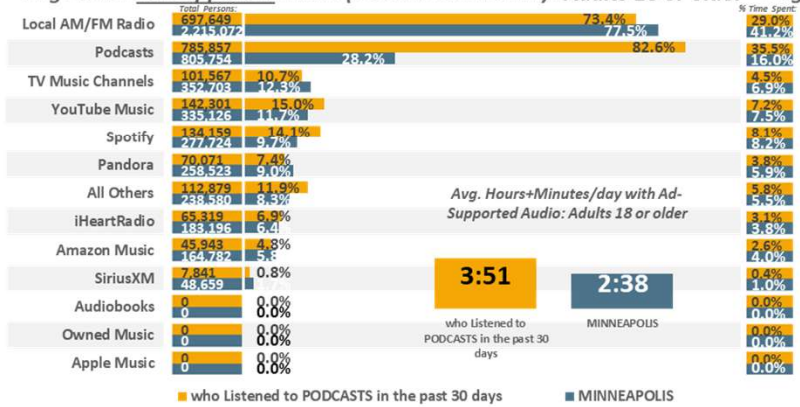
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



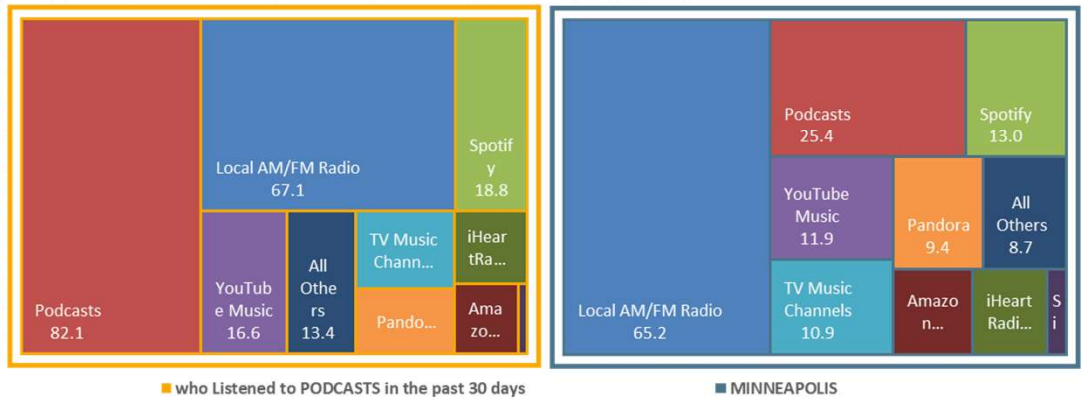
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MINNEAPOLIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 469

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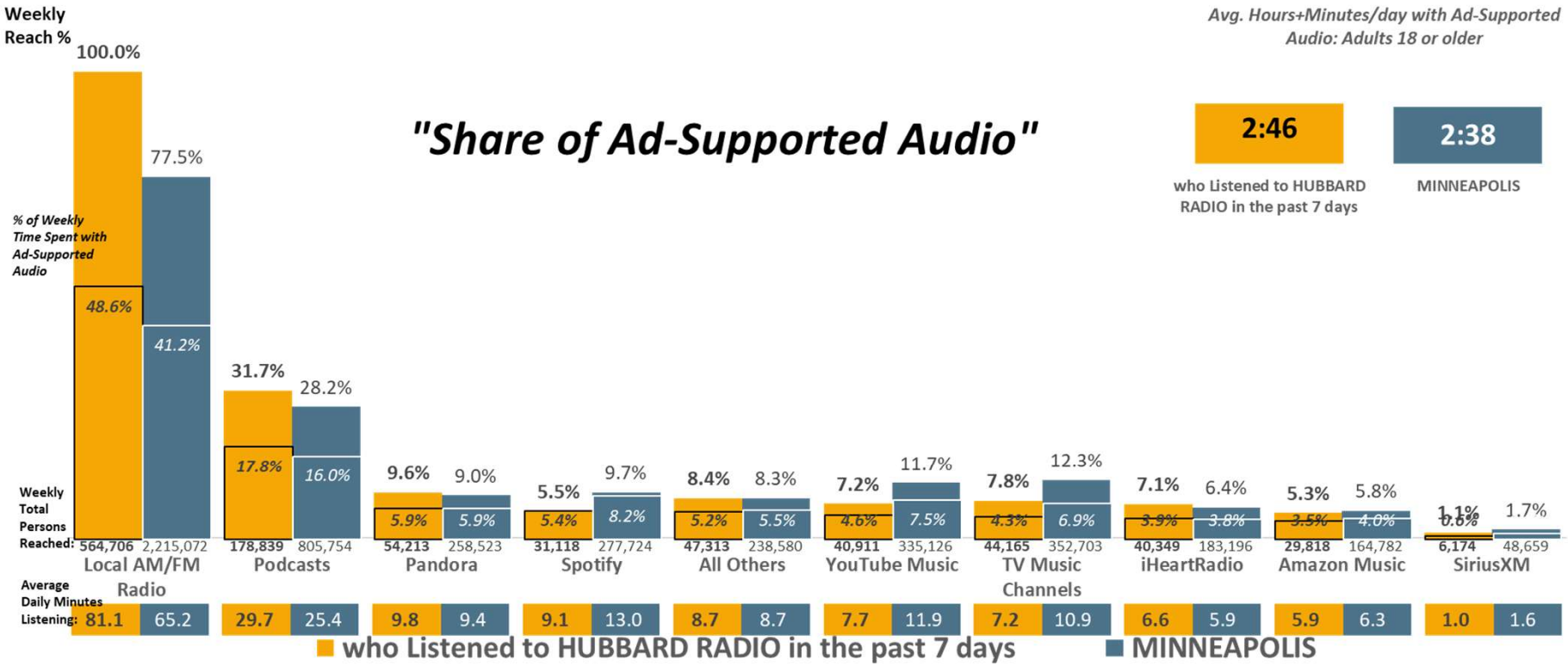
Watched, listened, or downloaded podcast past 30 days: Yes

564,706 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 81.1 minutes every day representing 48.6% of all time spent daily with Ad-Supported Audio.



MINNEAPOLIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 319 MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 1,493

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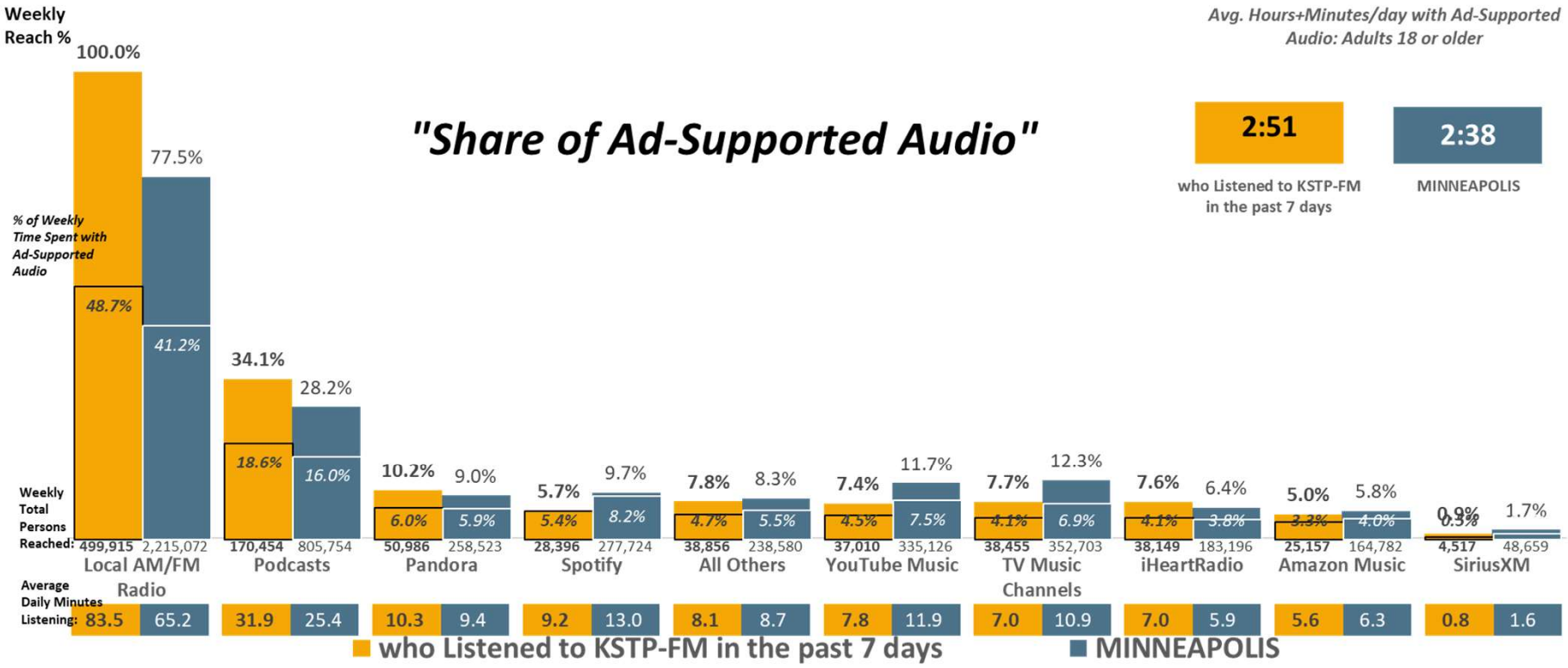
Radio Stations: KSTP-FM OR Radio Stations: KTMY-FM

499,915 or 100.% of Adults 18 or older who Listened to KSTP-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 83.5 minutes every day representing 48.7% of all time spent daily with Ad-Supported Audio.



MINNEAPOLIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 273 MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 1,493

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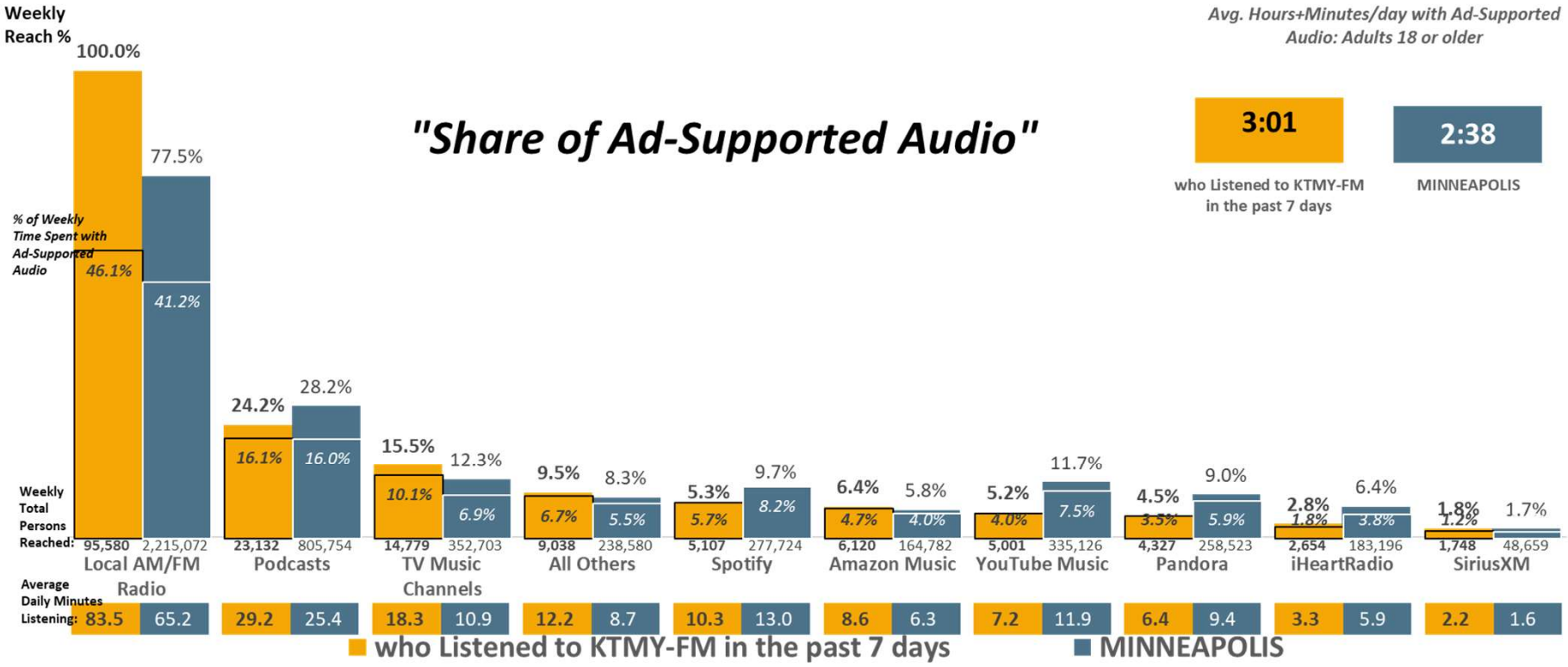
Radio Stations: KSTP-FM

95,580 or 100.% of Adults 18 or older who Listened to KTMY-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 83.5 minutes every day representing 46.1% of all time spent daily with Ad-Supported Audio.



MINNEAPOLIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 64 MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 1,493

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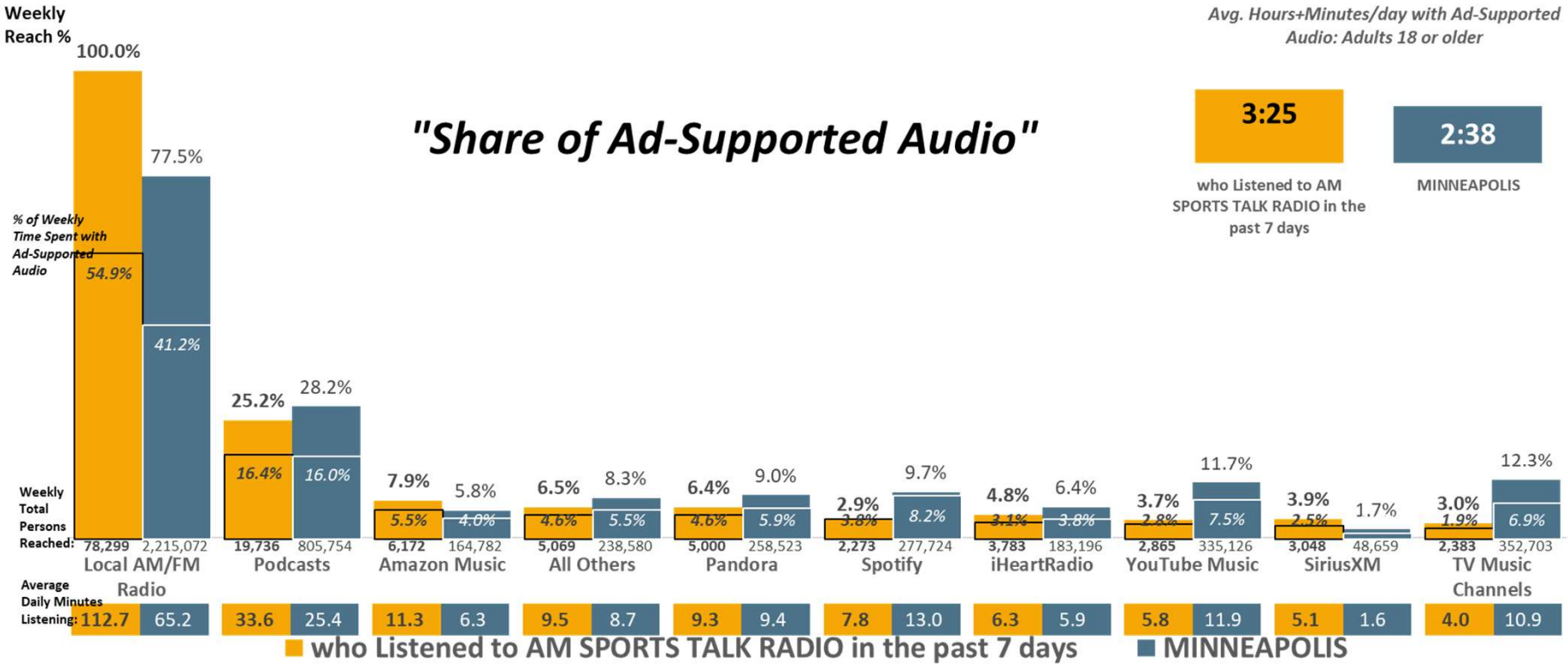
Radio Stations: KTMY-FM

78,299 or 100.% of Adults 18 or older who Listened to AM SPORTS TALK RADIO in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 112.7 minutes every day representing 54.9% of all time spent daily with Ad-Supported Audio.



MINNEAPOLIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 49 MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 1,493

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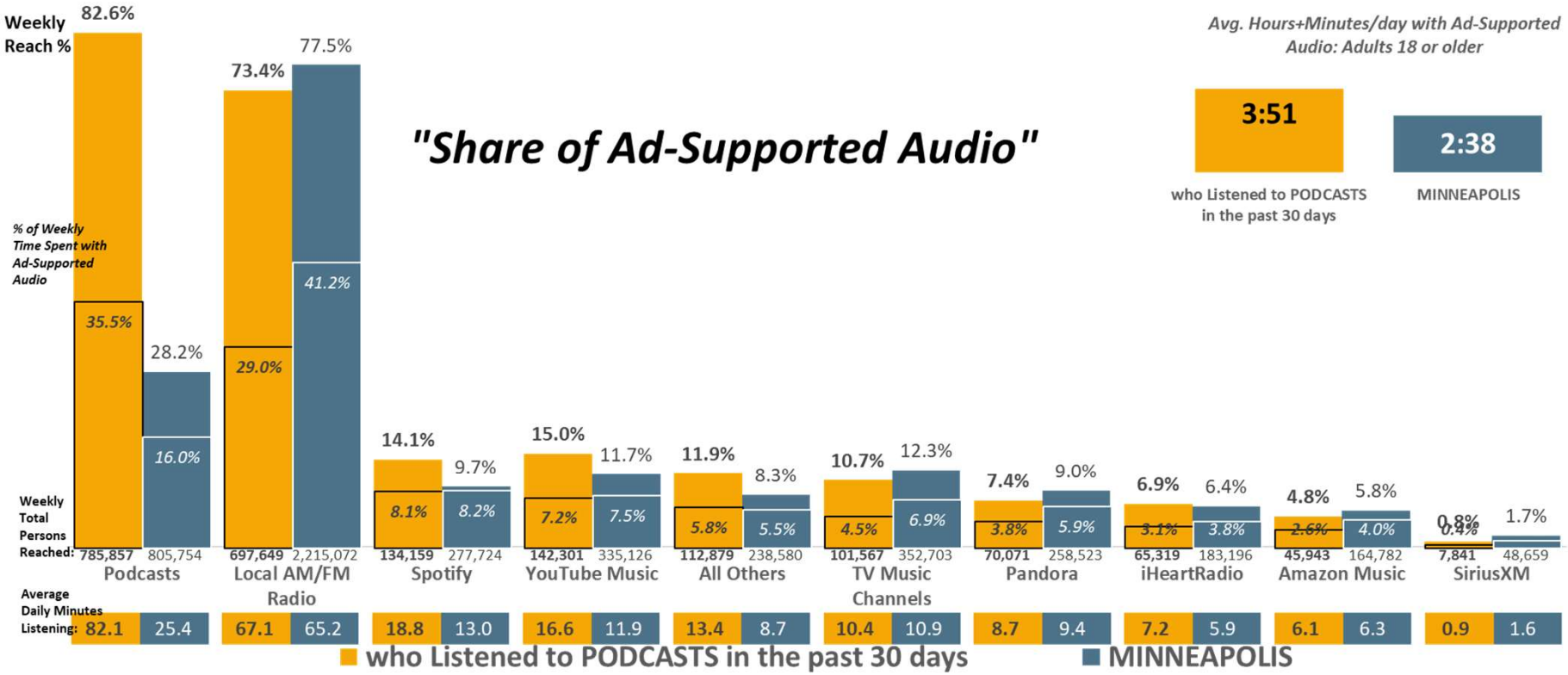
[(Radio format profiles (M-S 6am-Mid cume): All Sports AND (Radio Stations: KTLK-AM OR Radio Stations: WCCO-AM OR Radio Stations: WDGY-AM))]

697,649 or 73.4% of Adults 18 or older who Listened to PODCASTS in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 67.1 minutes every day representing 29.% of all time spent daily with Ad-Supported Audio.



MINNEAPOLIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 469 MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 1,493

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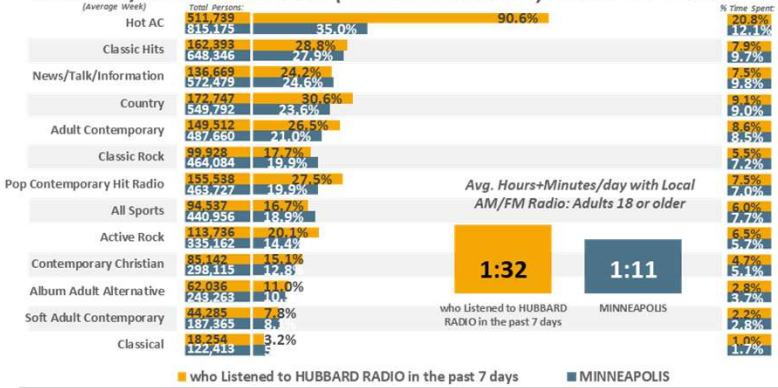
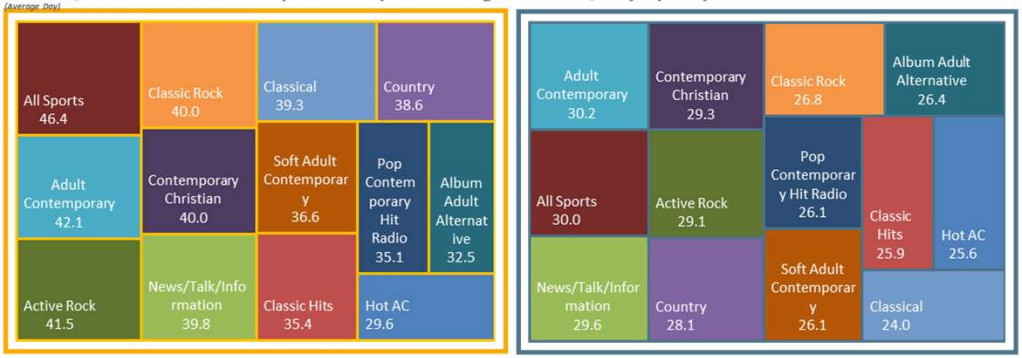
Watched, listened, or downloaded podcast past 30 days: Yes

564,706 or 100.% of Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Hot AC, Country, Classic Hits, Pop Contemporary Hit Radio, and Adult Contemporary.

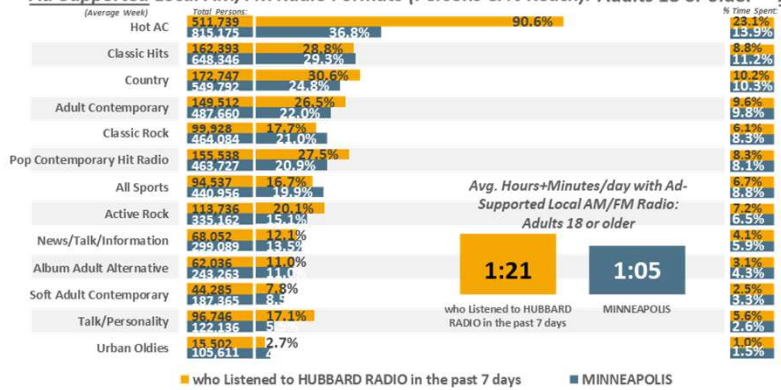
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



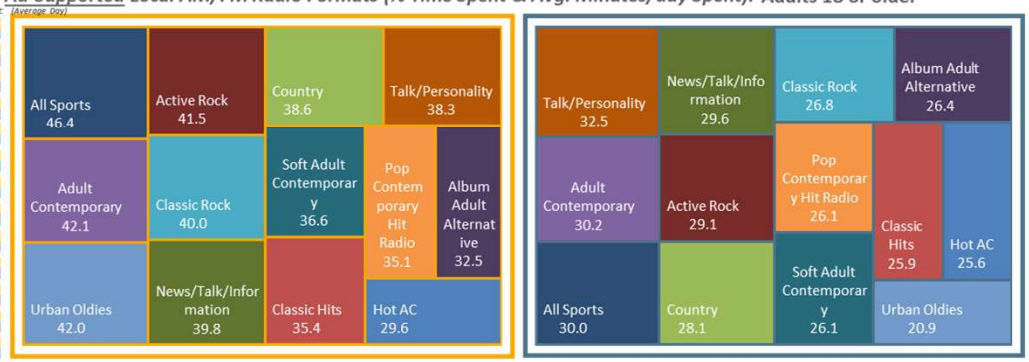
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



MINNEAPOLIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 319

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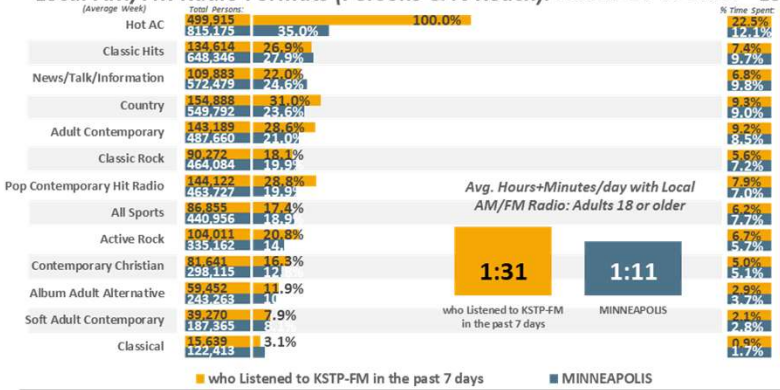
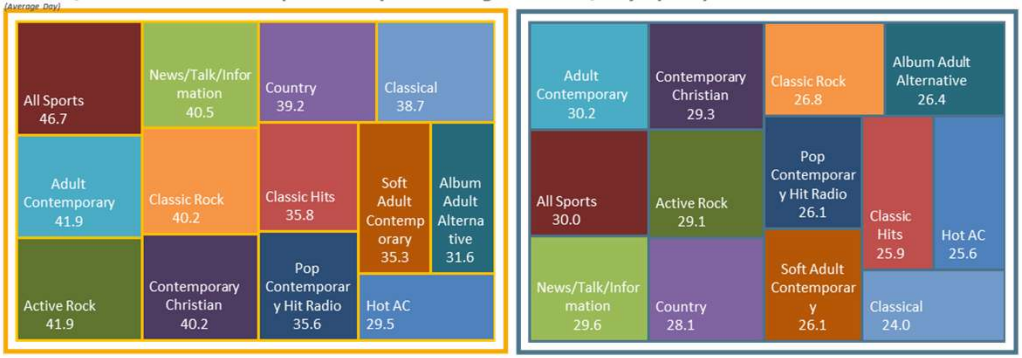
Radio Stations: KSTP-FM OR Radio Stations: KTMY-FM

499,915 or 100.% of Adults 18 or older who Listened to KSTP-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Hot AC, Country, Pop Contemporary Hit Radio, Adult Contemporary, and Classic Hits.

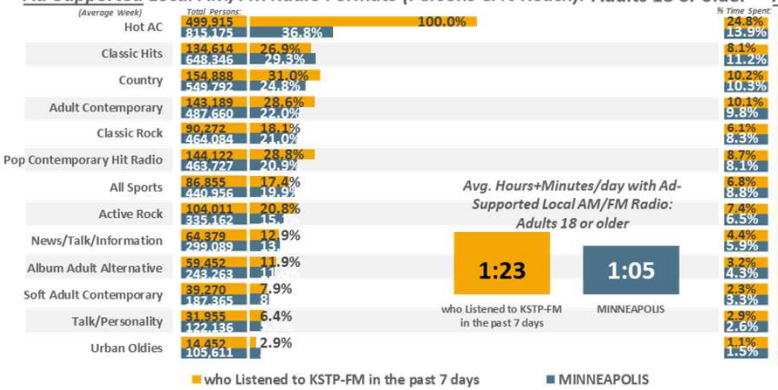
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



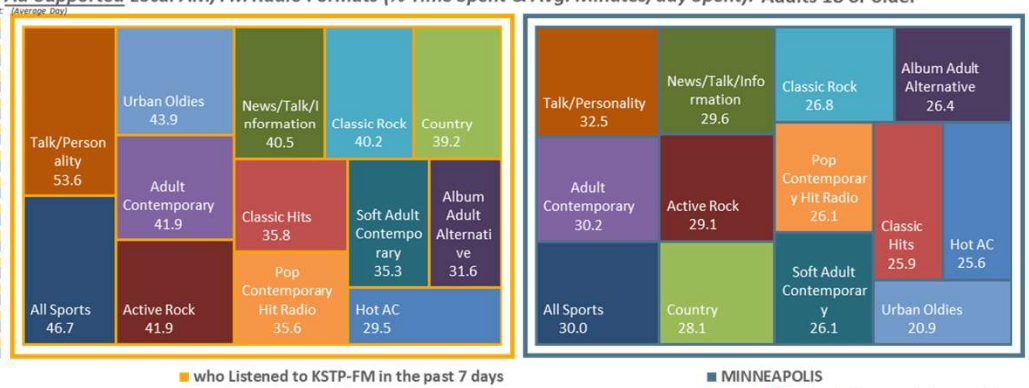
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MINNEAPOLIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 273

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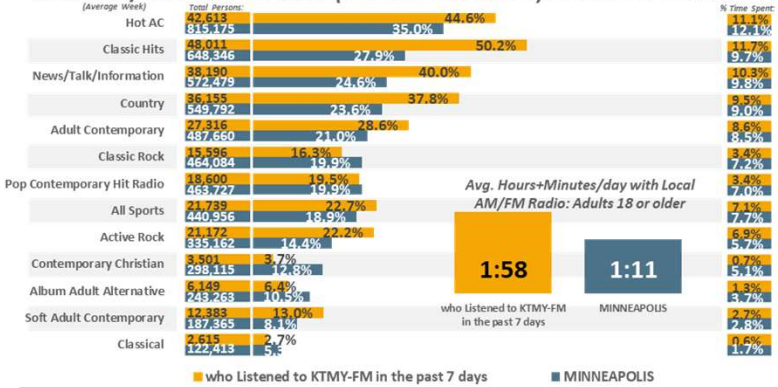
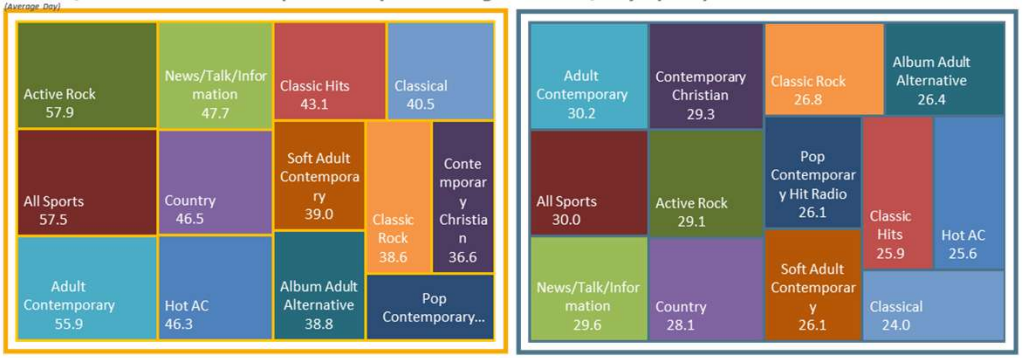
Radio Stations: KSTP-FM

95,580 or 100.% of Adults 18 or older who Listened to KTMY-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Talk/Personality, Classic Hits, Hot AC, Country, and Adult Contemporary.

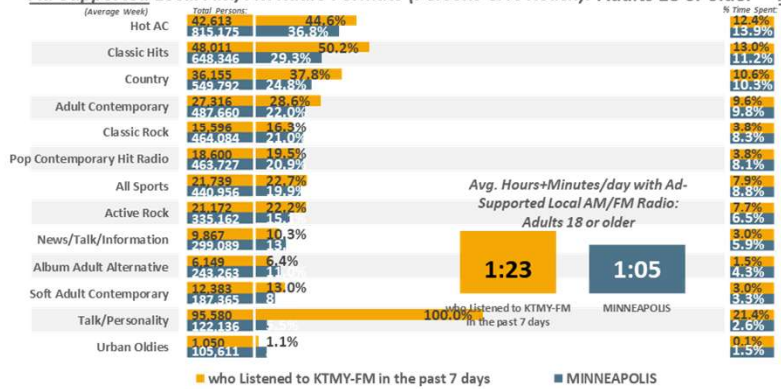
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



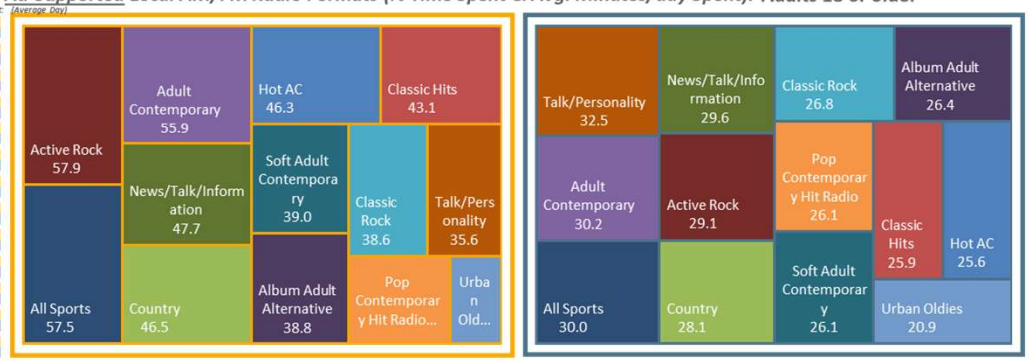
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MINNEAPOLIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 64

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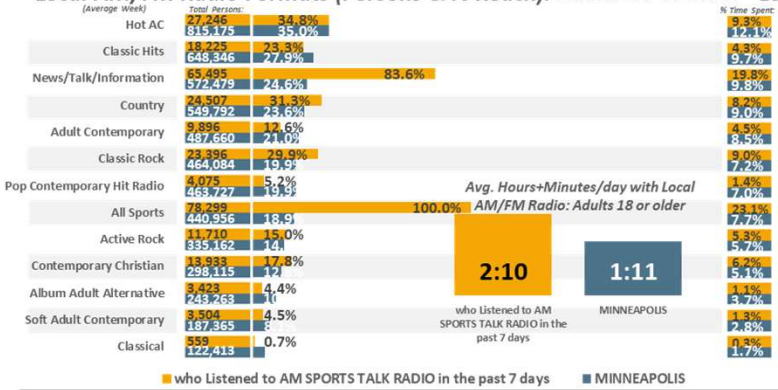
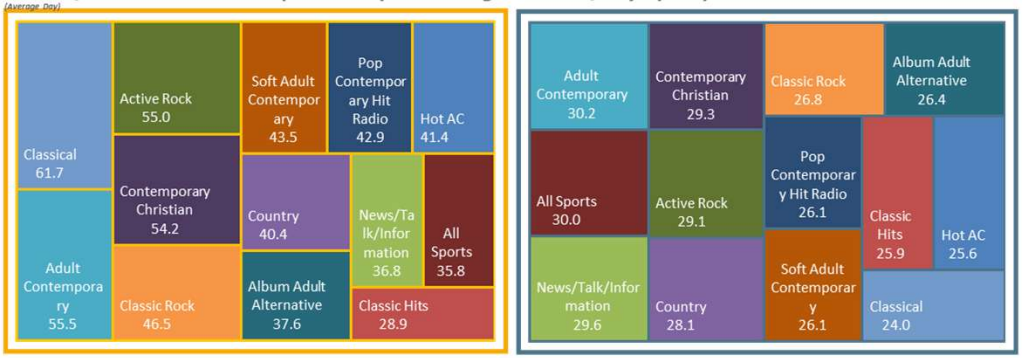
Radio Stations: KTMY-FM

78,299 or 100.% of Adults 18 or older who Listened to AM SPORTS TALK RADIO in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are All Sports, News/Talk/Information, Hot AC, Country, and Classic Rock.

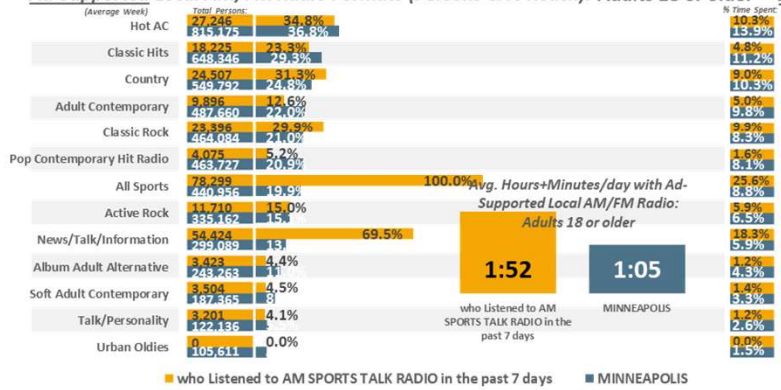
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



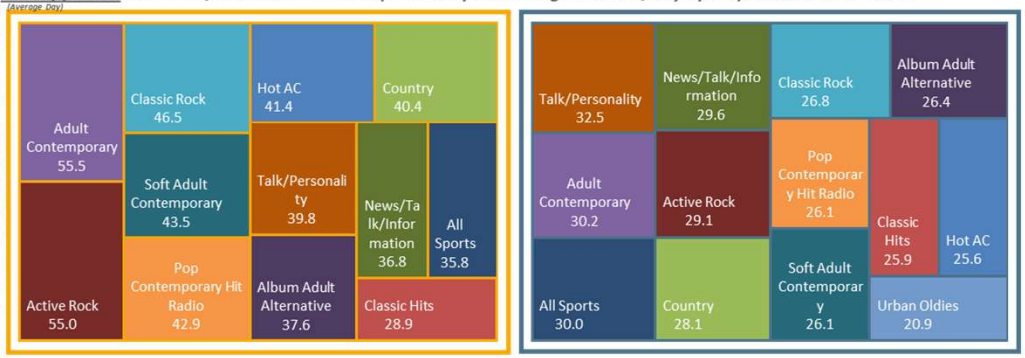
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MINNEAPOLIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 49

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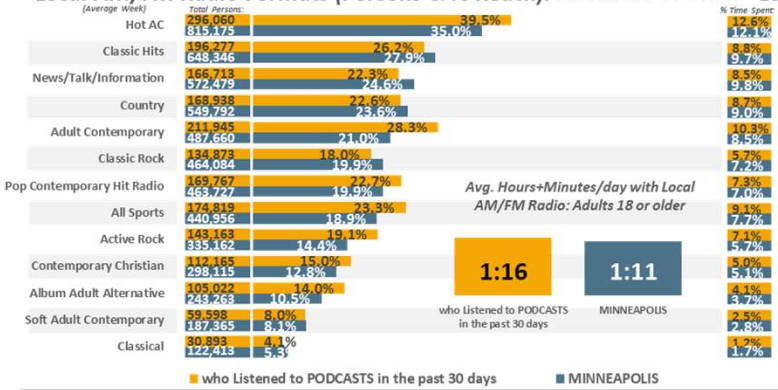
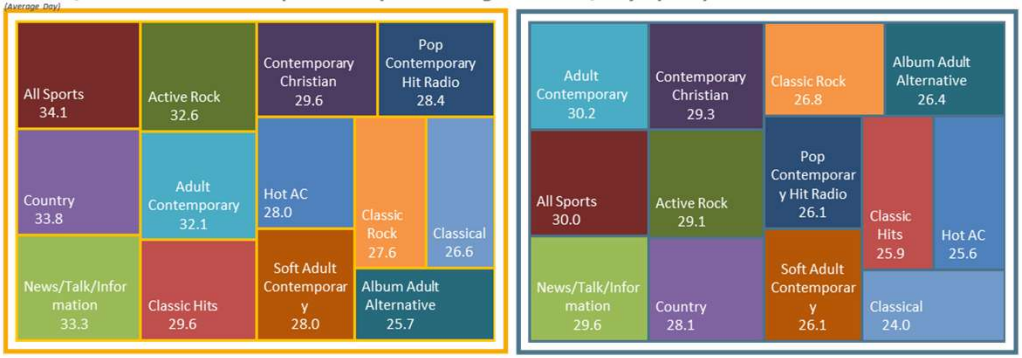
[(Radio format profiles (M-S 6am-Mid cume): All Sports AND (Radio Stations: KTLK-AM OR Radio Stations: WCCO-AM OR Radio Stations: WDGY-AM))]

697,649 or 73.4% of Adults 18 or older who Listened to PODCASTS in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Hot AC, Adult Contemporary, Classic Hits, All Sports, and Pop Contemporary Hit Radio.

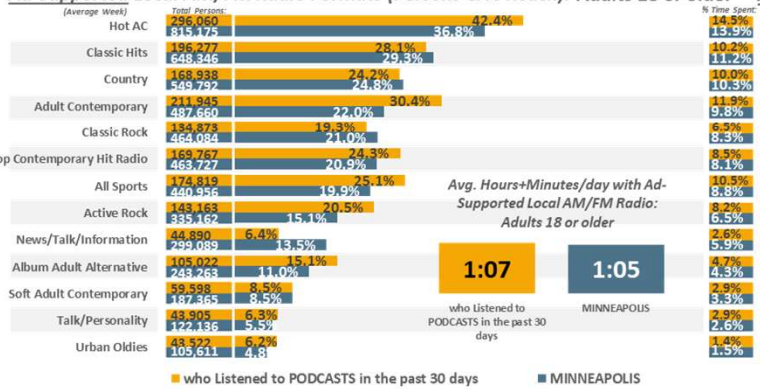
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



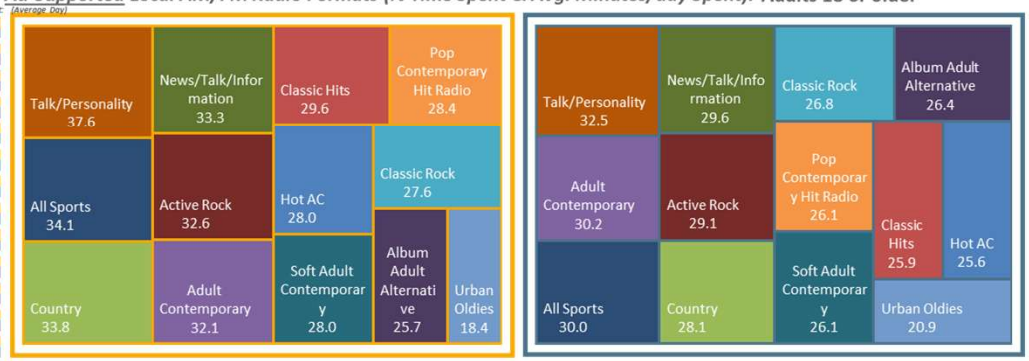
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MINNEAPOLIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 469

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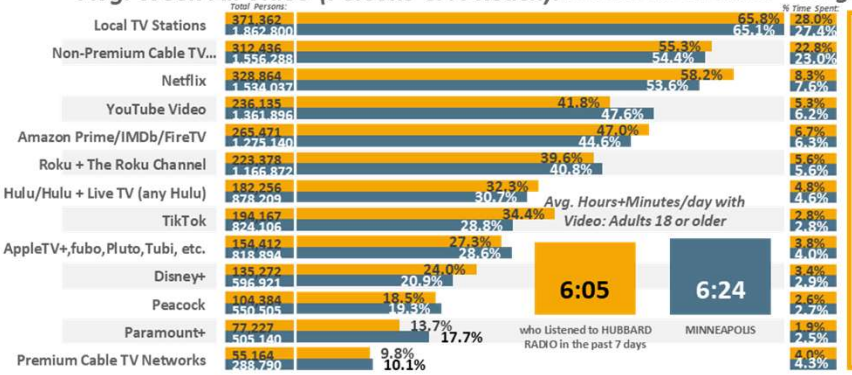
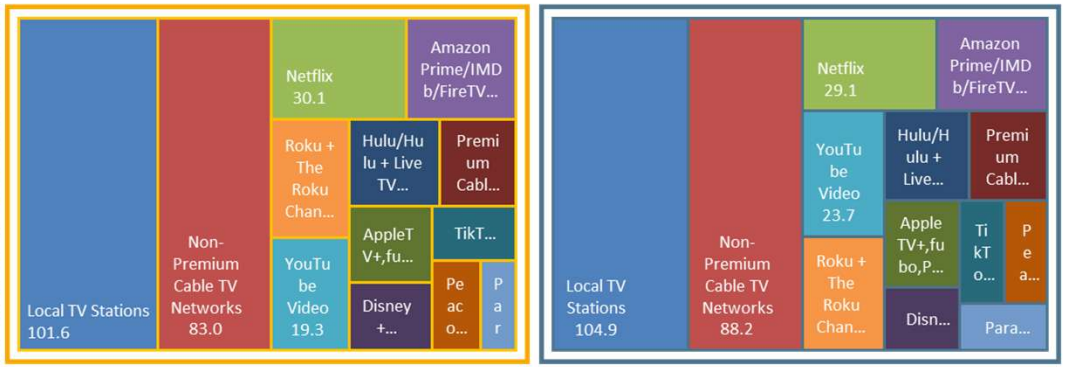
Watched, listened, or downloaded podcast past 30 days: Yes

368,806 or 65.3% 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 96.9 minutes every day representing 33.8% of all time spent daily with Ad-Supported Video.

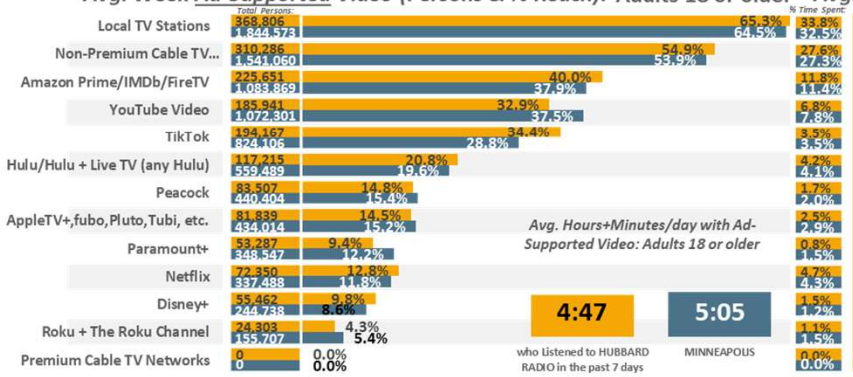
Avg. Week All Video (Persons & % Reach): Adults 18 or older



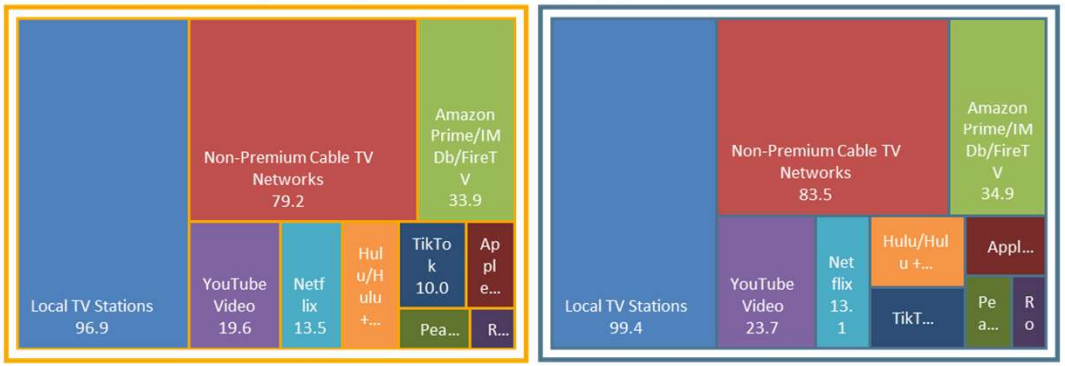
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



MINNEAPOLIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 319

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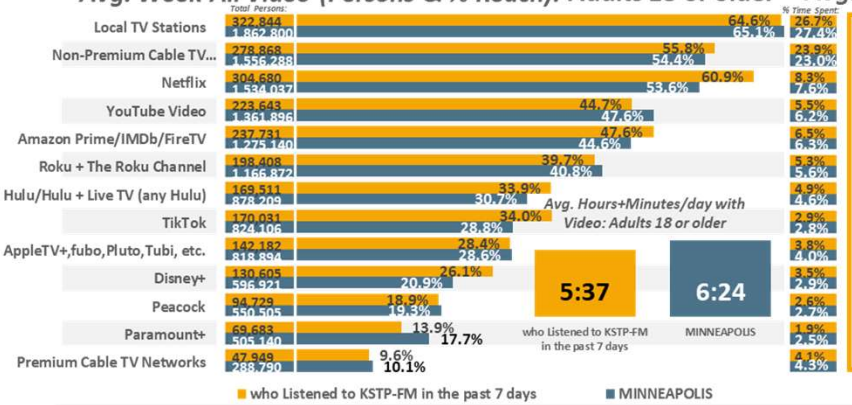
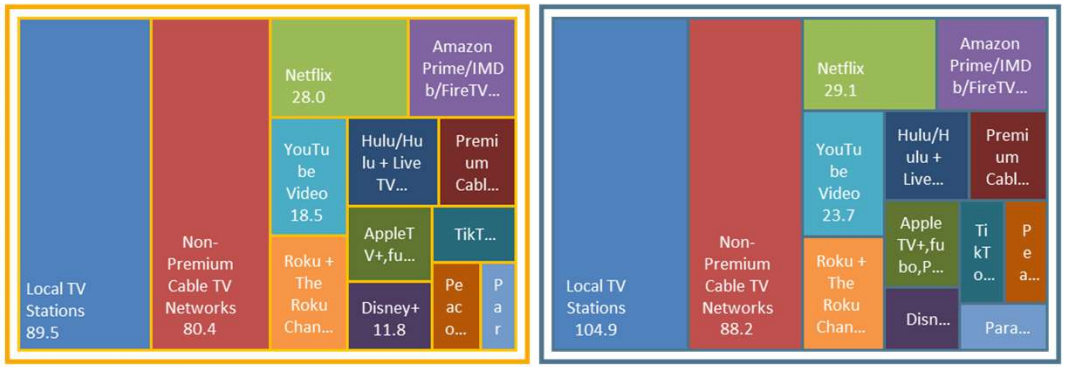
Radio Stations: KSTP-FM OR Radio Stations: KTMY-FM

320,734 or 64.2% of Adults 18 or older who Listened to KSTP-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 85.5 minutes every day representing 32.3% of all time spent daily with Ad-Supported Video.

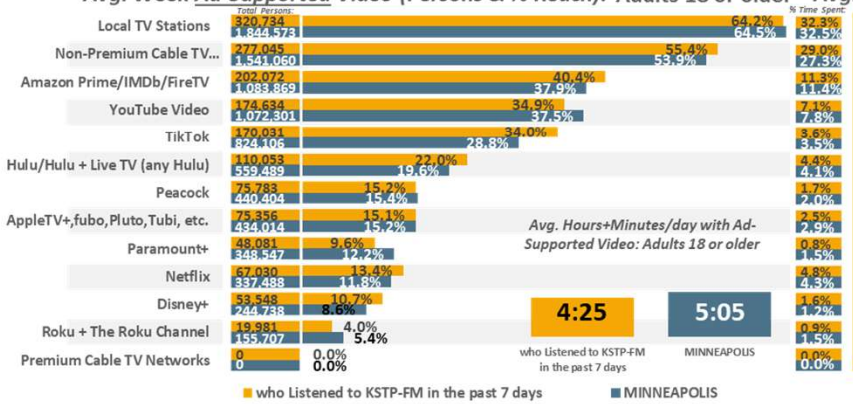
Avg. Week All Video (Persons & % Reach): Adults 18 or older



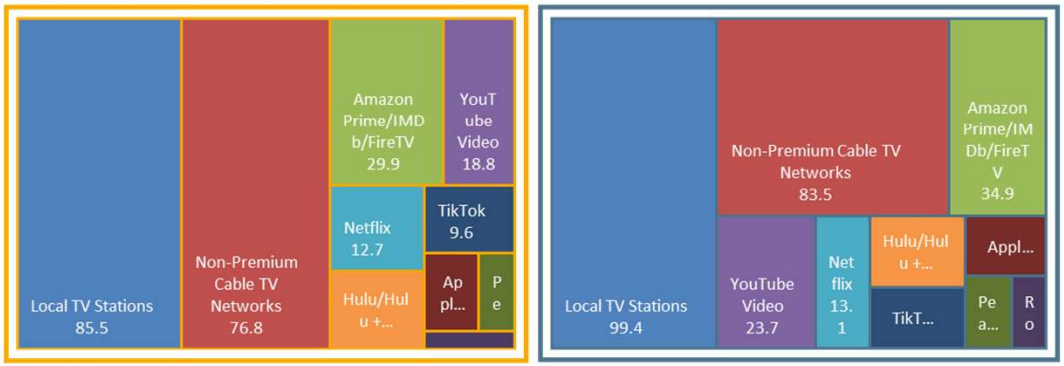
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



MINNEAPOLIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 273

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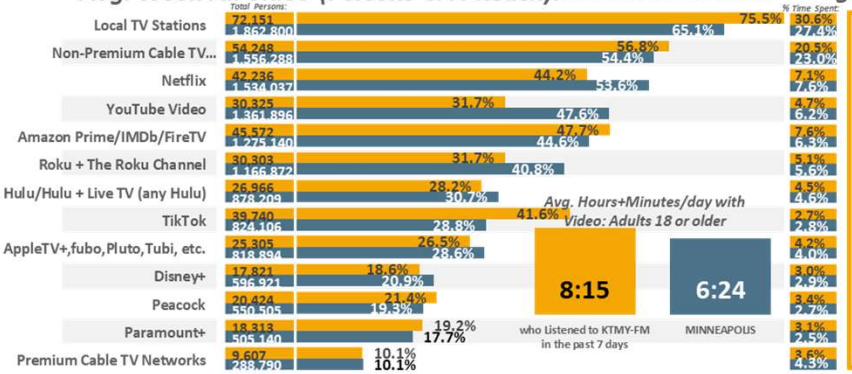
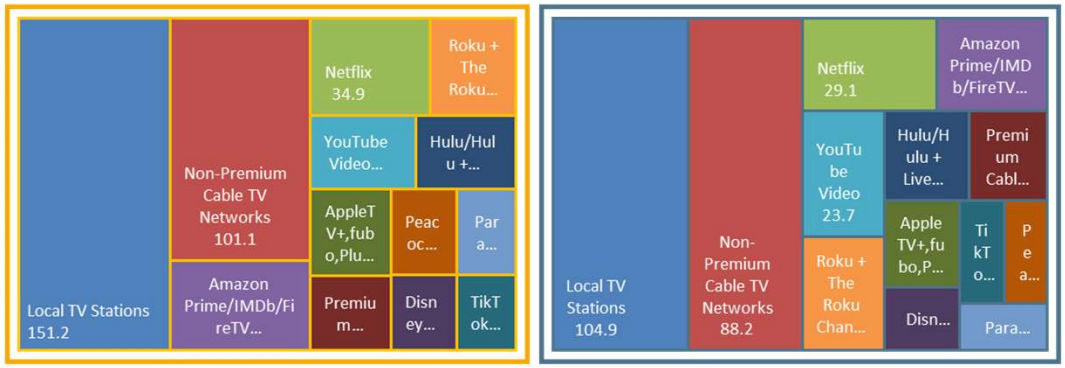
Radio Stations: KSTP-FM

71,638 or 75.% of Adults 18 or older who Listened to KTMY-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 143.3 minutes every day representing 35.4% of all time spent daily with Ad-Supported Video.

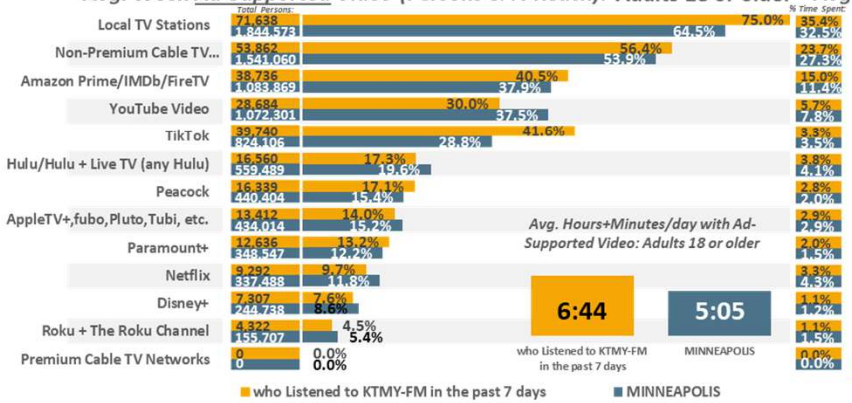
Avg. Week All Video (Persons & % Reach): Adults 18 or older



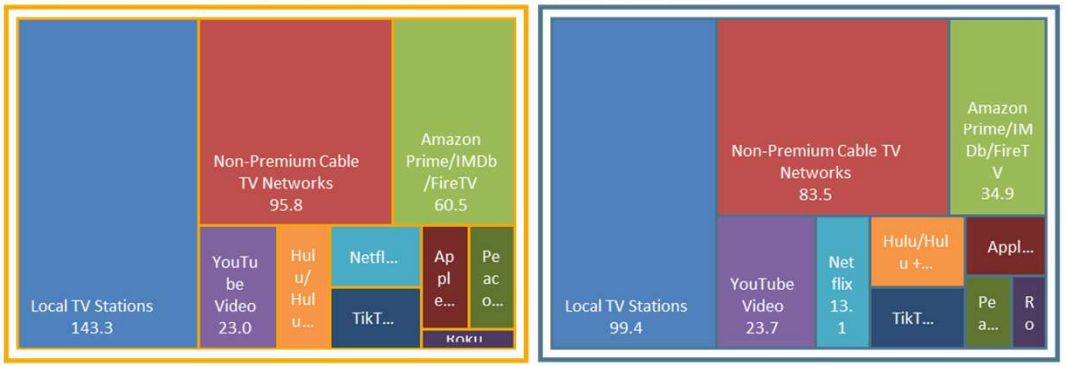
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MINNEAPOLIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 64

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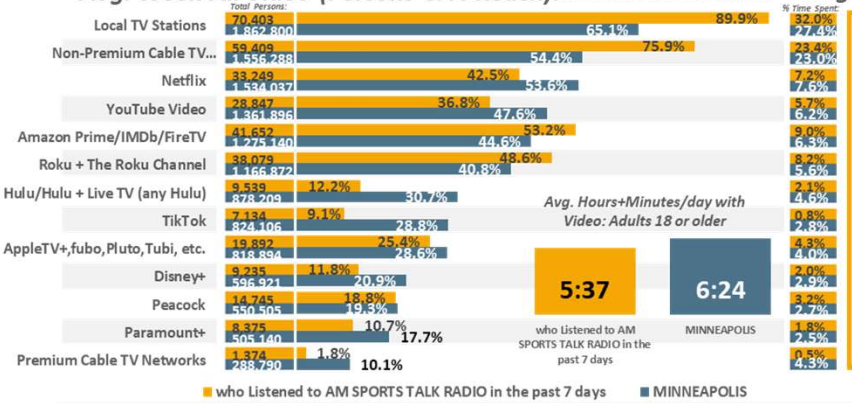
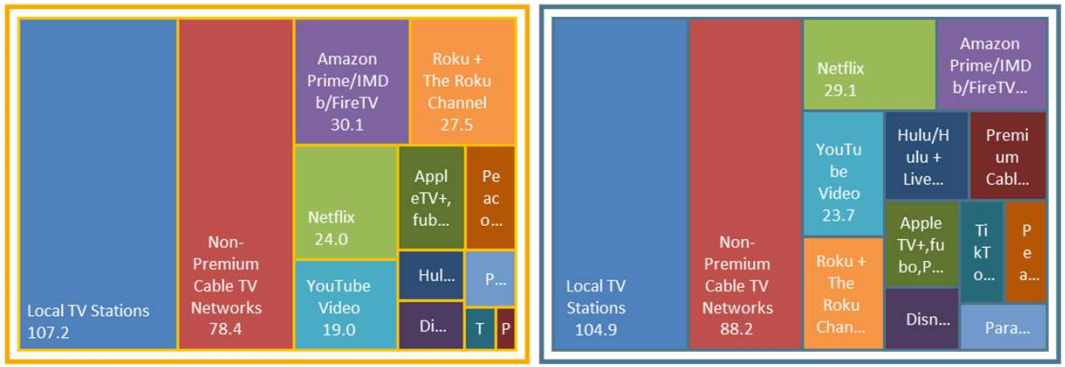
Radio Stations: KTMY-FM

69,227 or 88.4% of Adults 18 or older who Listened to AM SPORTS TALK RADIO in the past 7 days watch Ad-Supported Local TV Stations for an average of 100.6 minutes every day representing 36.5% of all time spent daily with Ad-Supported Video.

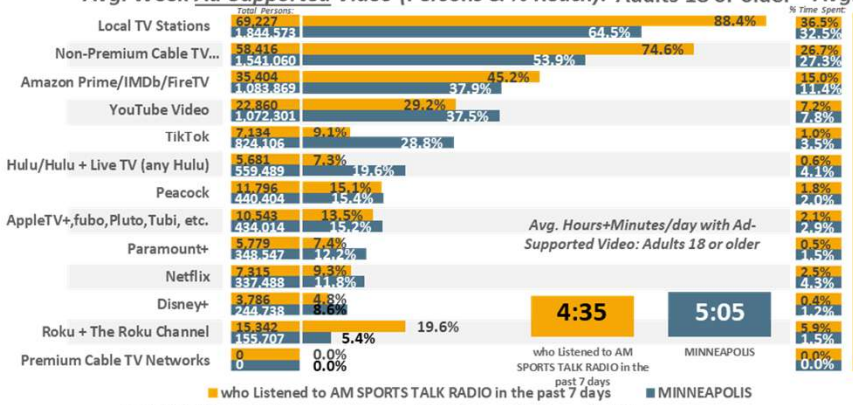
Avg. Week All Video (Persons & % Reach): Adults 18 or older



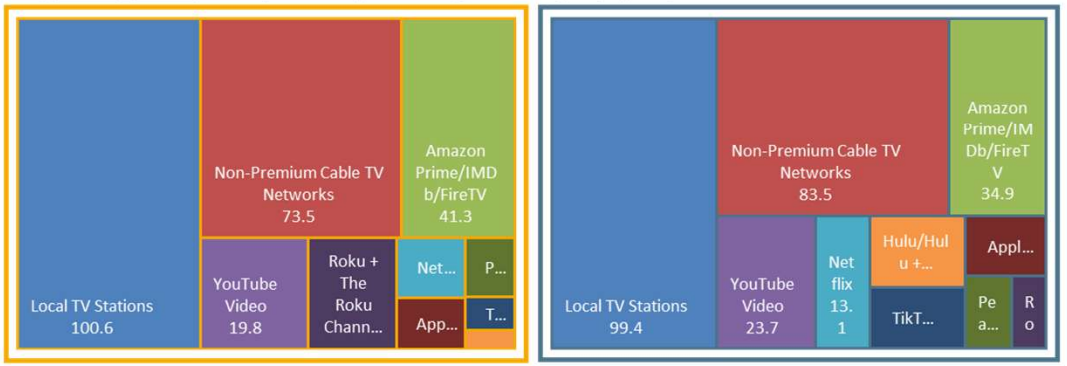
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MINNEAPOLIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 49

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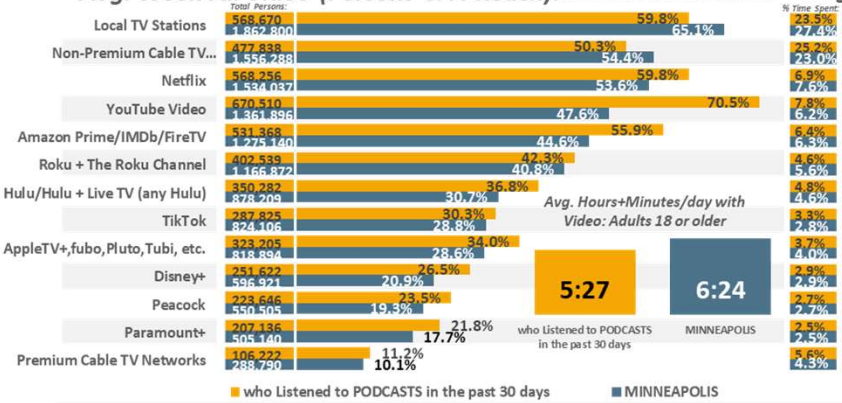
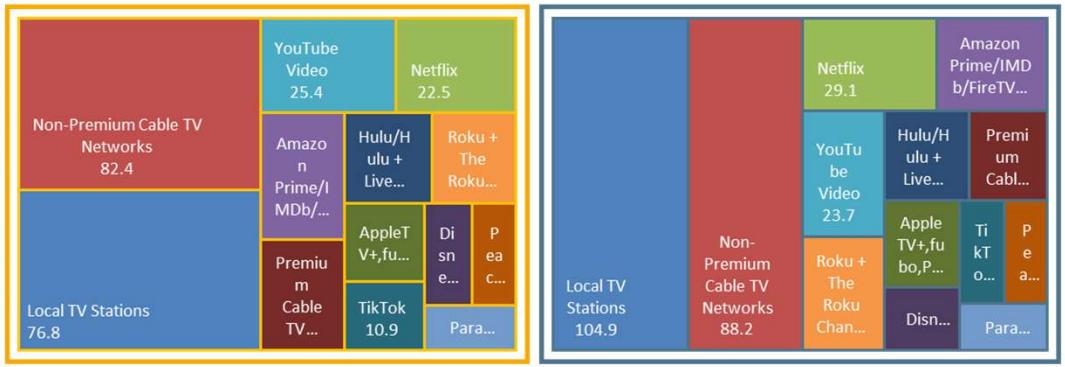
[(Radio format profiles (M-S 6am-Mid cume): All Sports AND (Radio Stations: KTLK-AM OR Radio Stations: WCCO-AM OR Radio Stations: WDGY-AM))]

559,426 or 58.8% of Adults 18 or older who Listened to PODCASTS in the past 30 days watch Ad-Supported Local TV Stations for an average of 72.4 minutes every day representing 27.% of all time spent daily with Ad-Supported Video.

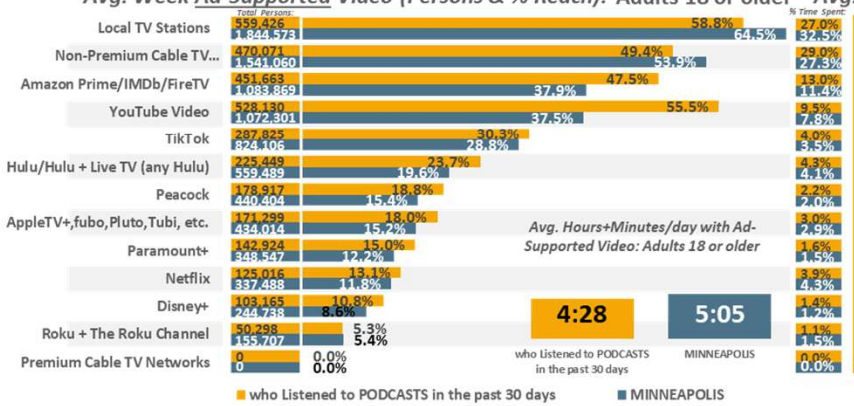
Avg. Week All Video (Persons & % Reach): Adults 18 or older



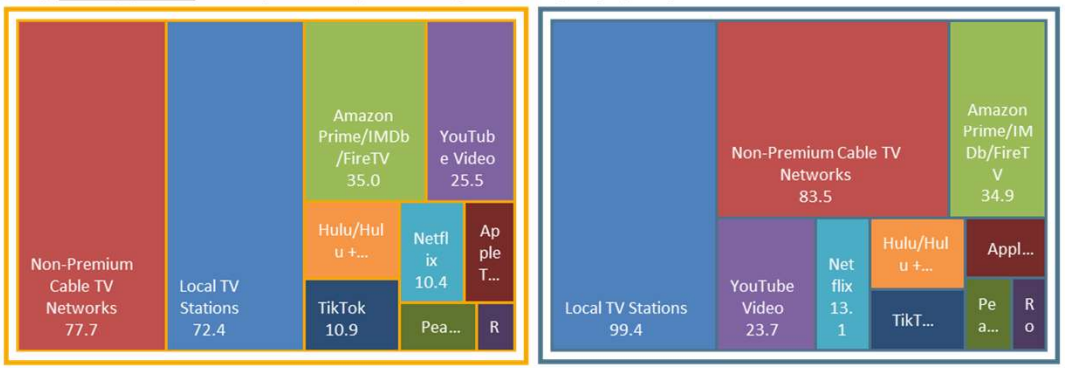
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MINNEAPOLIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 469

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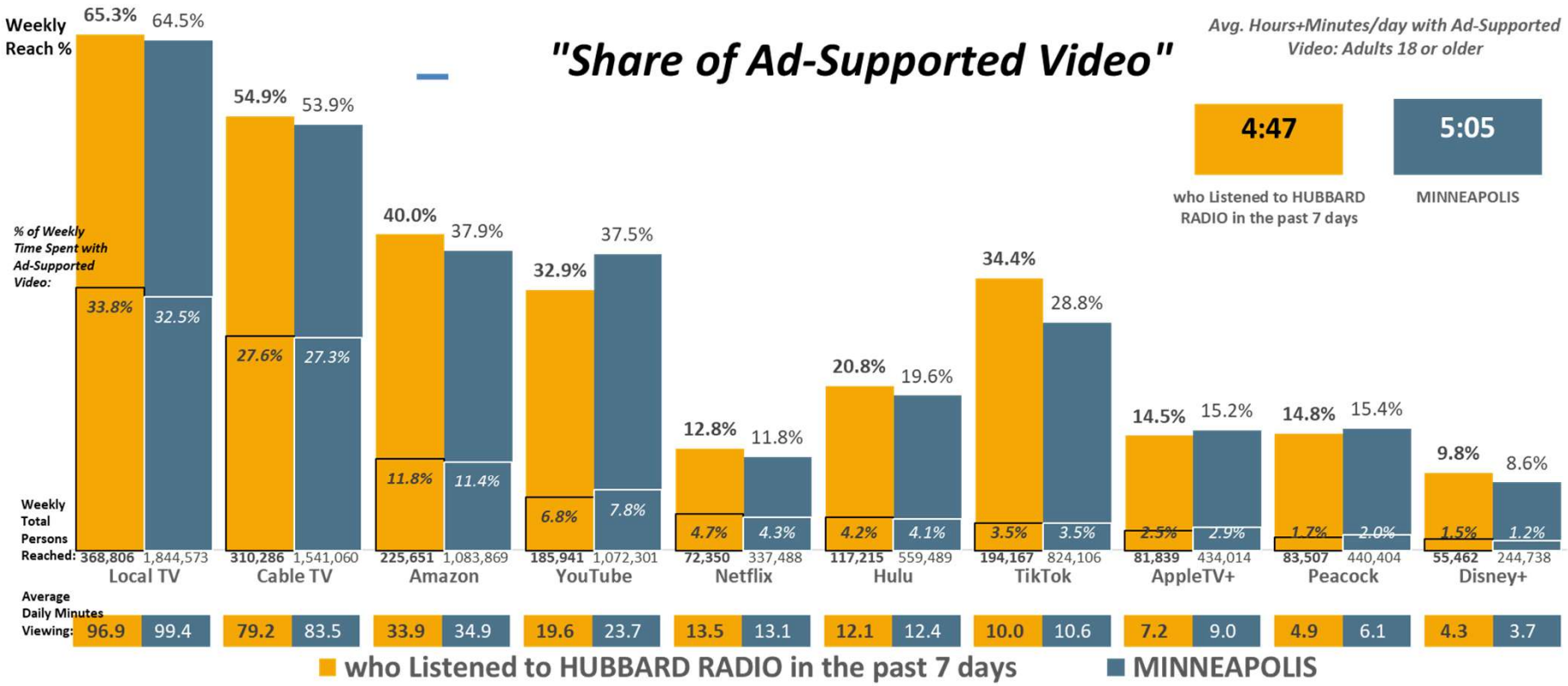
Watched, listened, or downloaded podcast past 30 days: Yes

368,806 or 65.3% 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 96.9 minutes every day representing 33.8% of all time spent daily with Ad-Supported Video.



MINNEAPOLIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 319 MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 1,493

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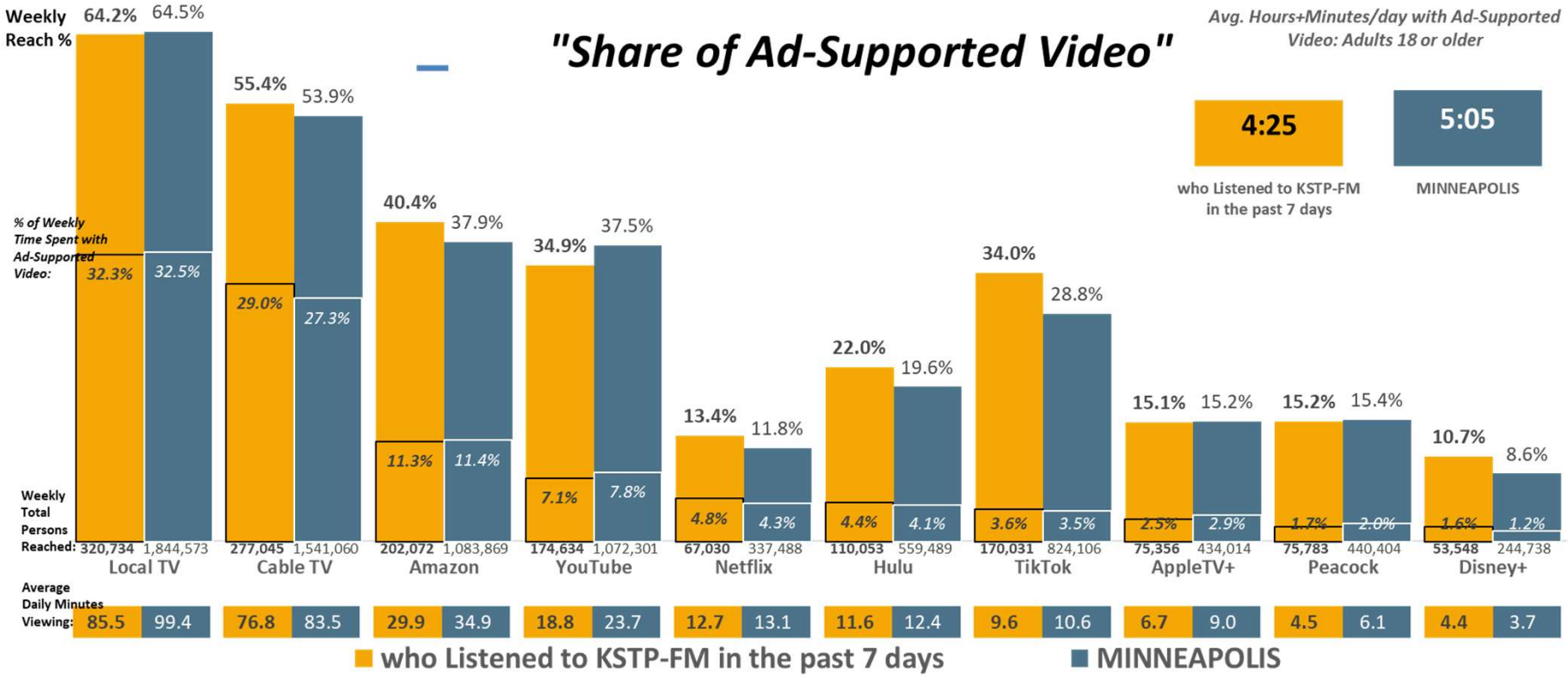
Radio Stations: KSTP-FM OR Radio Stations: KTMY-FM

320,734 or 64.2% of Adults 18 or older who Listened to KSTP-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 85.5 minutes every day representing 32.3% of all time spent daily with Ad-Supported Video.



MINNEAPOLIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 273 MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 1,493

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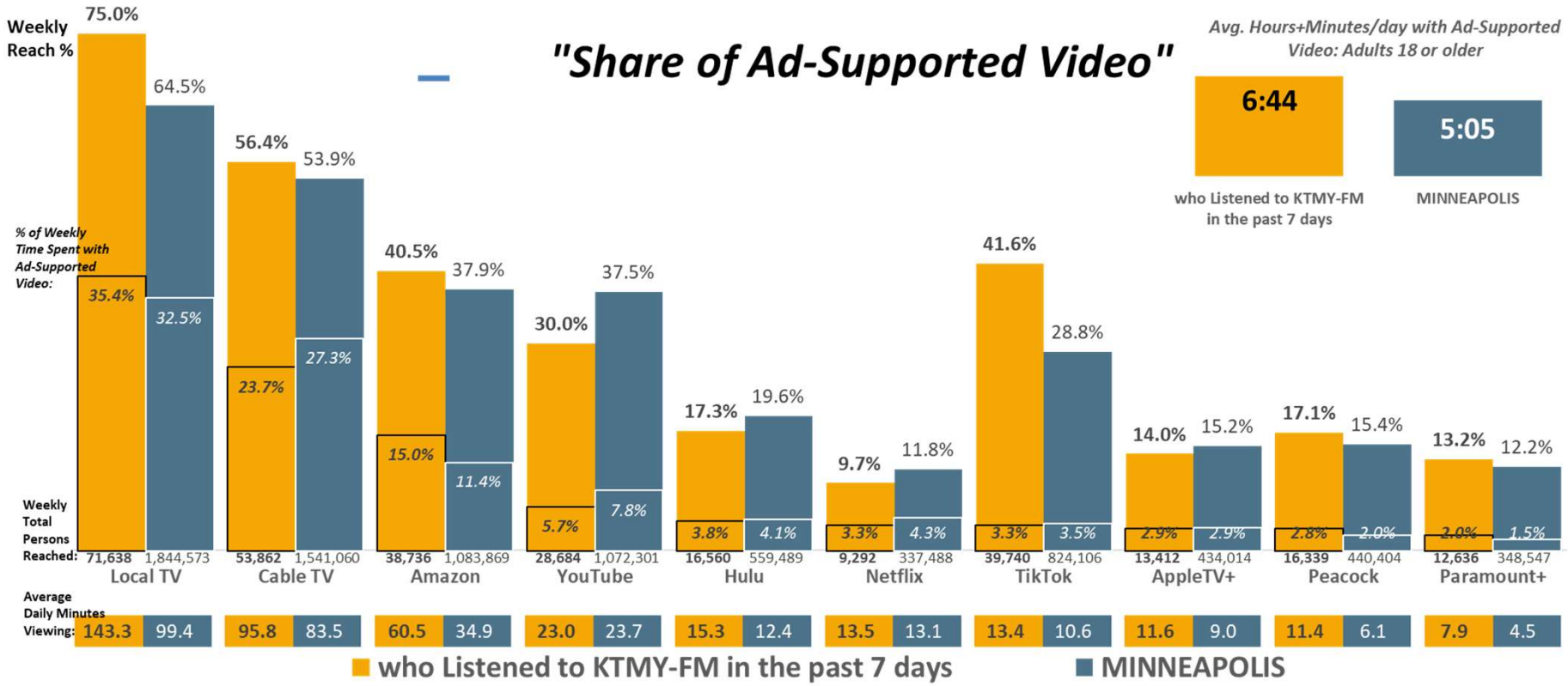
Radio Stations: KSTP-FM

71,638 or 75.% of Adults 18 or older who Listened to KTMY-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 143.3 minutes every day representing 35.4% of all time spent daily with Ad-Supported Video.



MINNEAPOLIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 64 MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 1,493

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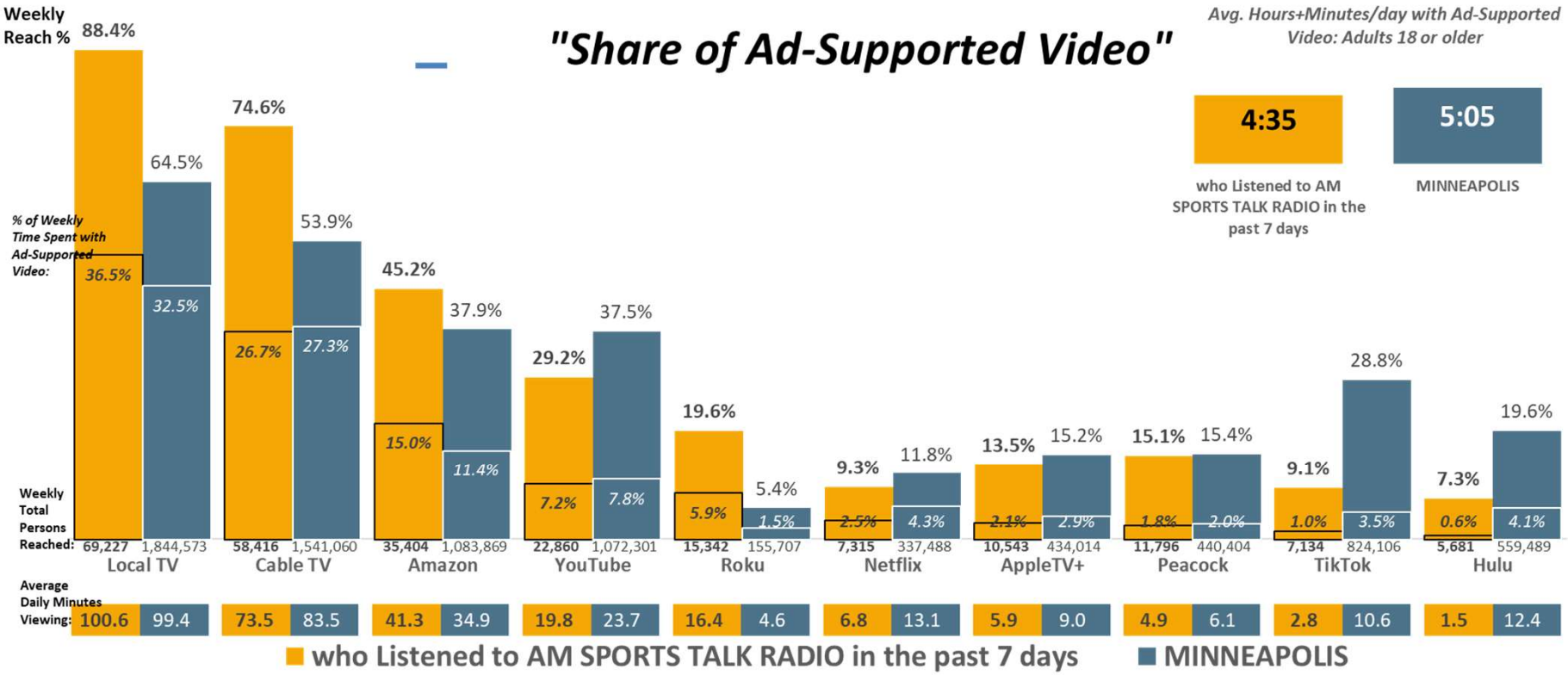
Radio Stations: KTMY-FM

69,227 or 88.4% of Adults 18 or older who Listened to AM SPORTS TALK RADIO in the past 7 days watch Ad-Supported Local TV Stations for an average of 100.6 minutes every day representing 36.5% of all time spent daily with Ad-Supported Video.



MINNEAPOLIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 49 MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 1,493

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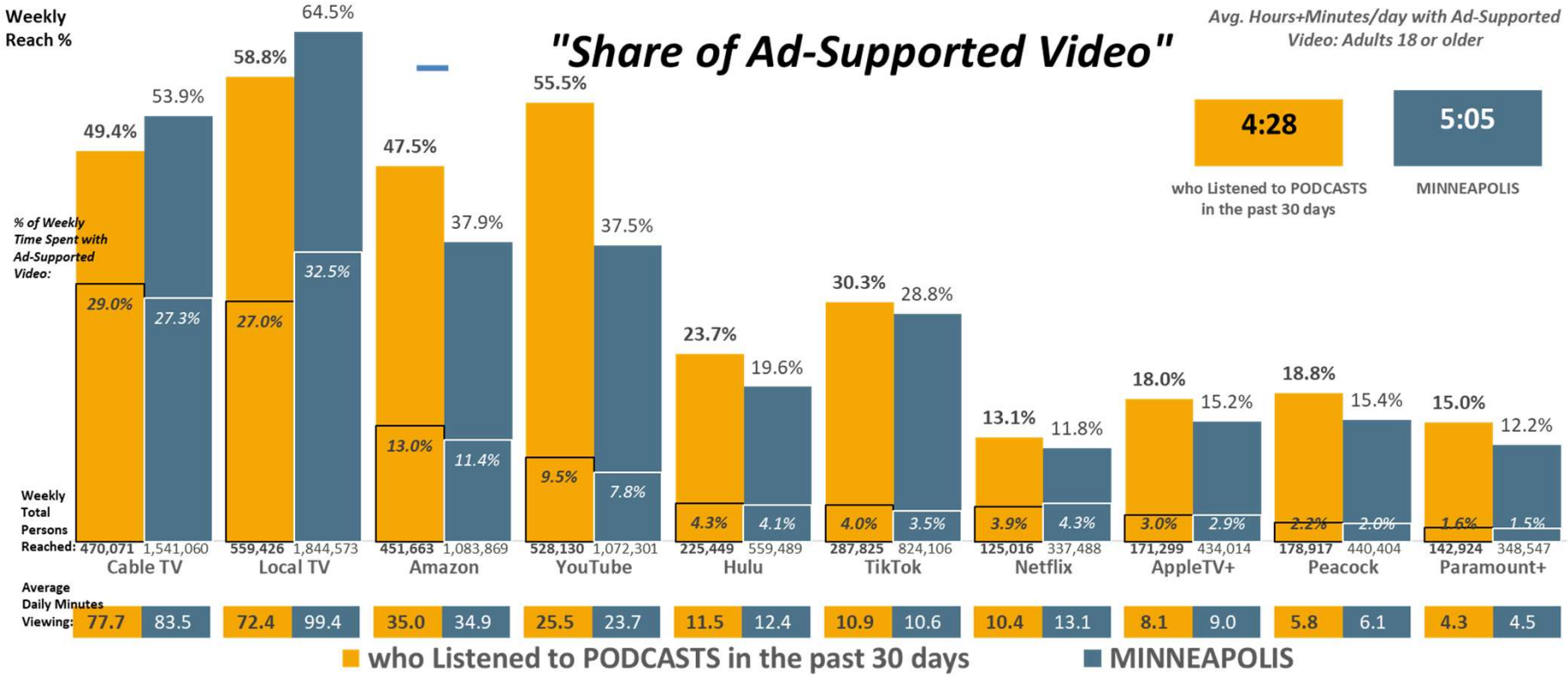
[(Radio format profiles (M-S 6am-Mid cume): All Sports AND (Radio Stations: KTLK-AM OR Radio Stations: WCCO-AM OR Radio Stations: WDGY-AM))]

559,426 or 58.8% of Adults 18 or older who Listened to PODCASTS in the past 30 days watch Ad-Supported Local TV Stations for an average of 72.4 minutes every day representing 27.% of all time spent daily with Ad-Supported Video.



MINNEAPOLIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 469 MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 1,493

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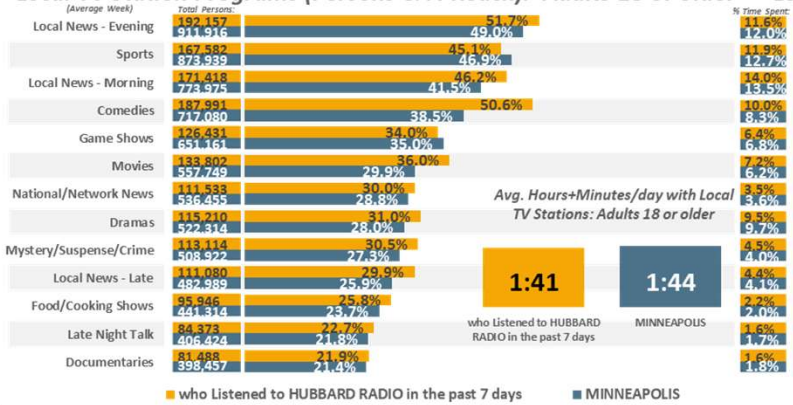
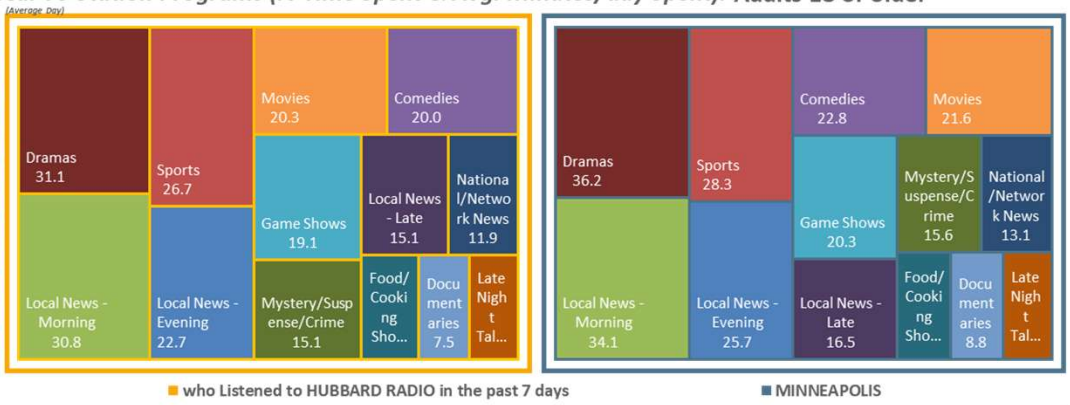
Watched, listened, or downloaded podcast past 30 days: Yes

368,806 or 65.3% of Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Comedies, Local News - Morning, Sports, Movies, and Game Shows.

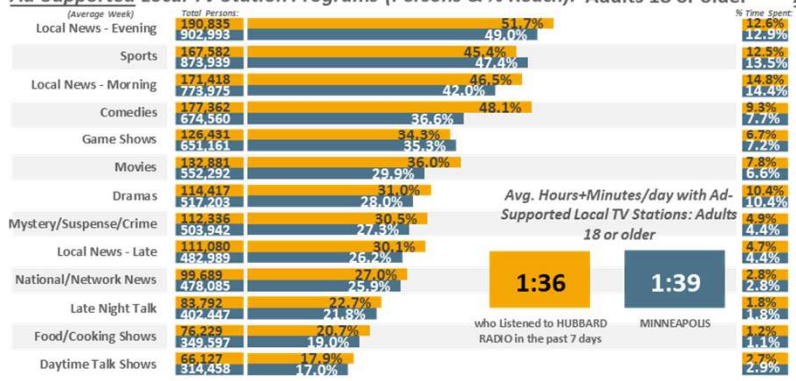
Local TV Station Programs (Persons & % Reach): Adults 18 or older



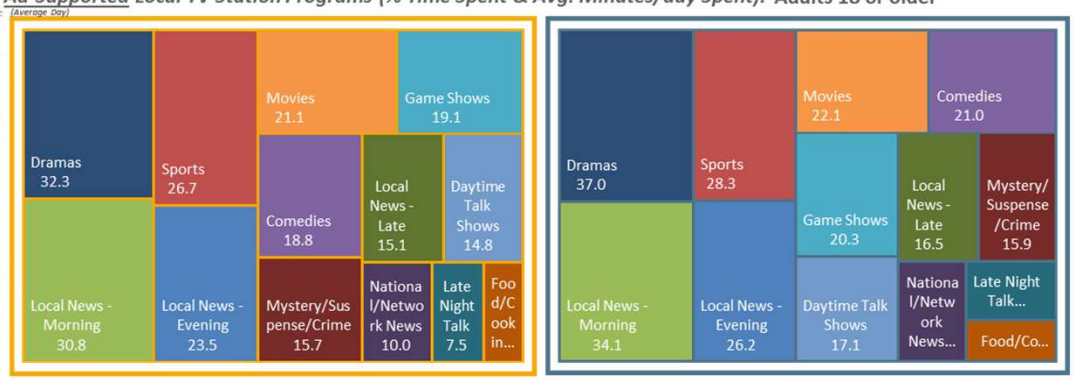
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



MINNEAPOLIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 319

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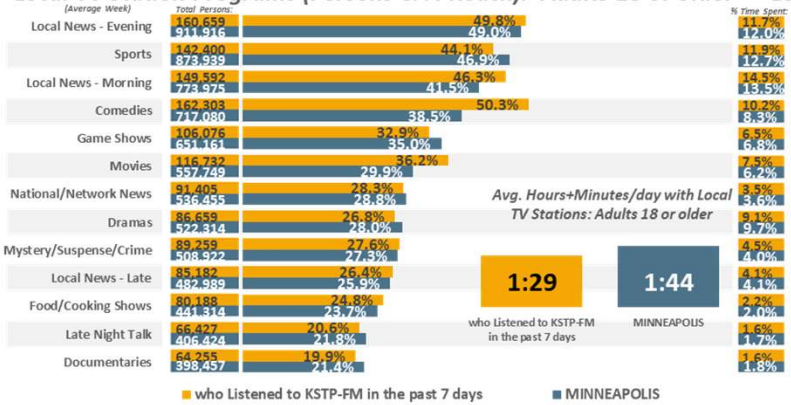
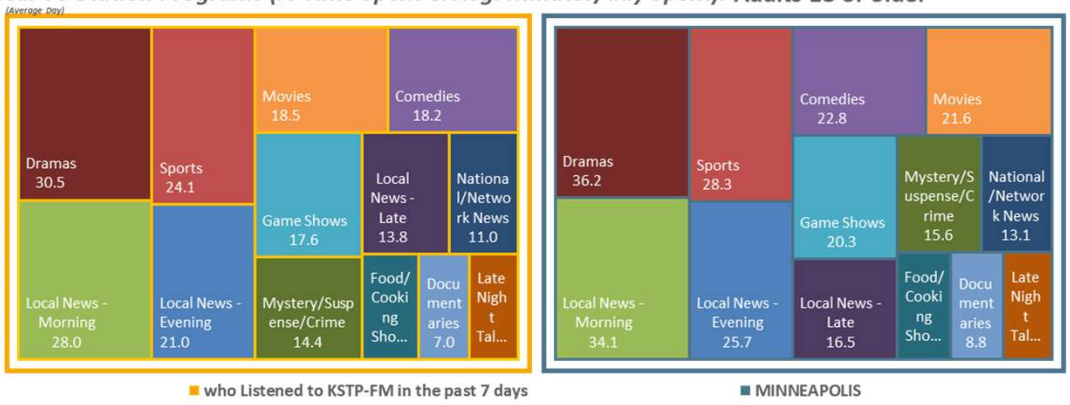
Radio Stations: KSTP-FM OR Radio Stations: KTMY-FM

320,734 or 64.2% of Adults 18 or older who Listened to KSTP-FM in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Comedies, Local News - Morning, Sports, Movies, and Game Shows.

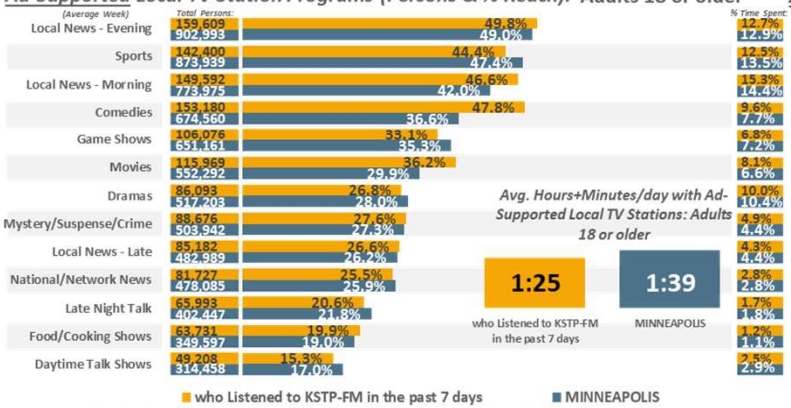
Local TV Station Programs (Persons & % Reach): Adults 18 or older



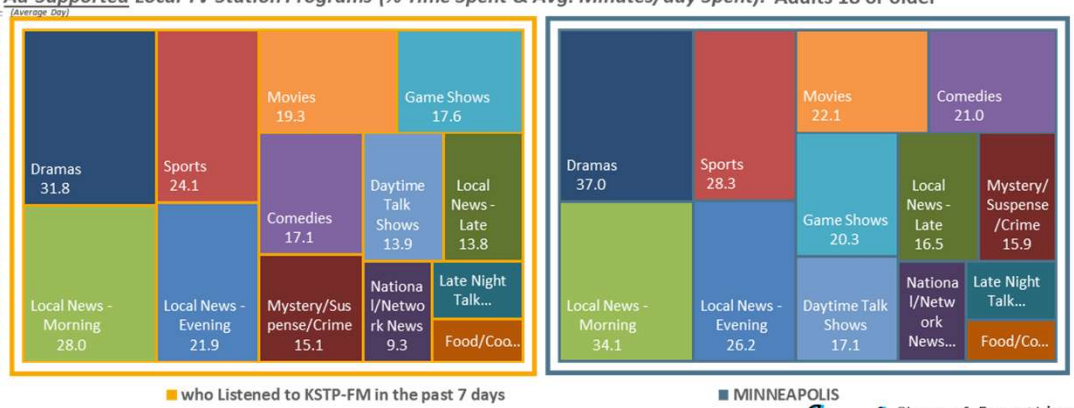
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



MINNEAPOLIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 273

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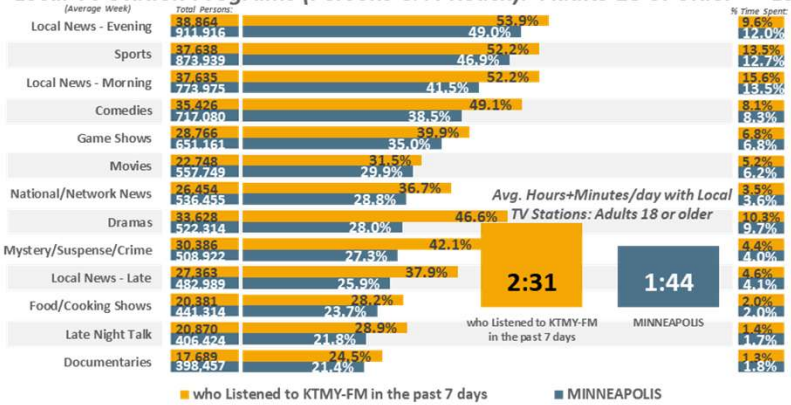
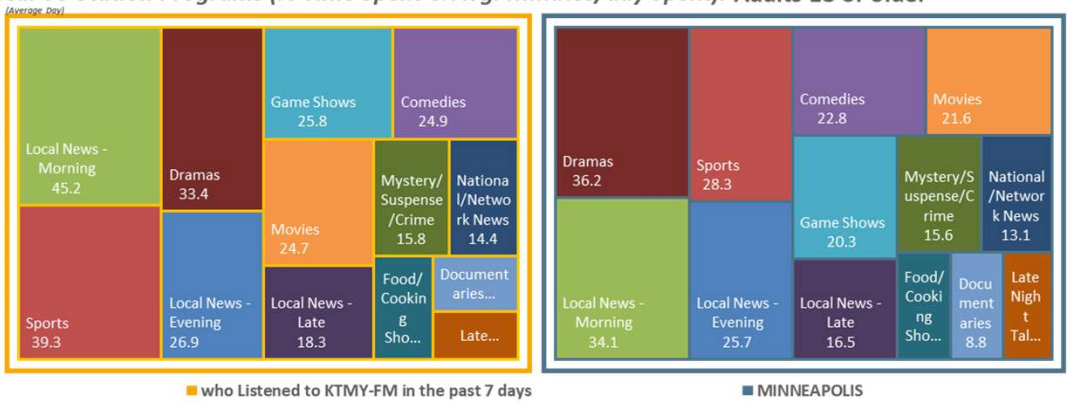
Radio Stations: KSTP-FM

71,638 or 75.% of Adults 18 or older who Listened to KTMY-FM in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Local News - Morning, Comedies, Dramas, and Mystery/Suspense/Crime.

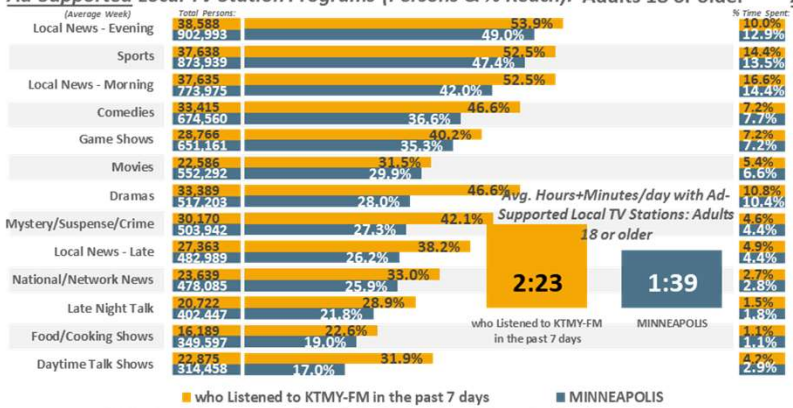
Local TV Station Programs (Persons & % Reach): Adults 18 or older



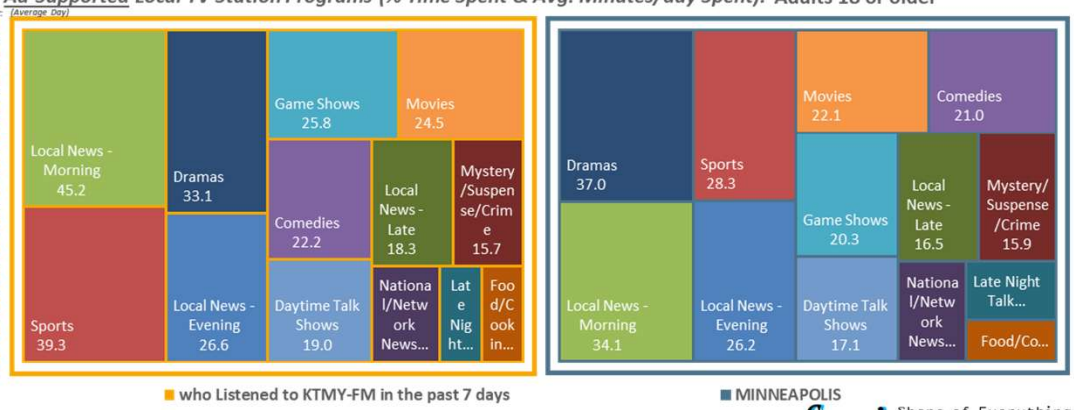
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MINNEAPOLIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 64

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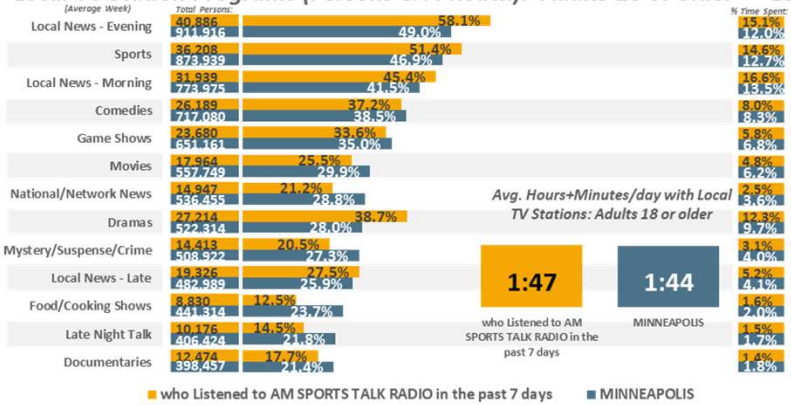
Radio Stations: KTMY-FM

69,227 or 88.4% of Adults 18 or older who Listened to AM SPORTS TALK RADIO in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Local News - Morning, Dramas, Comedies, and Game Shows.

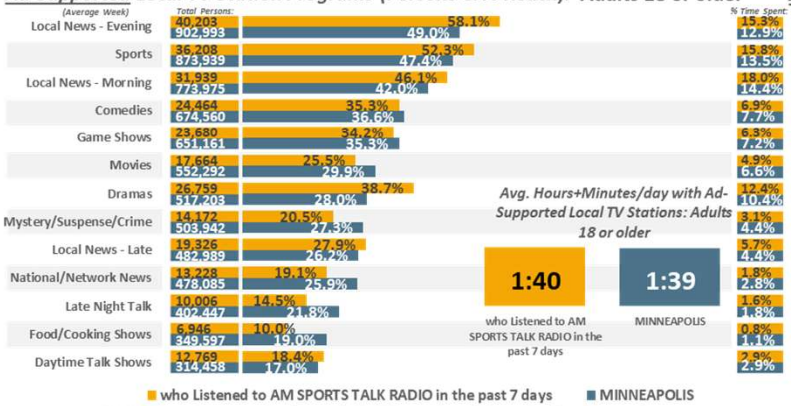
Local TV Station Programs (Persons & % Reach): Adults 18 or older



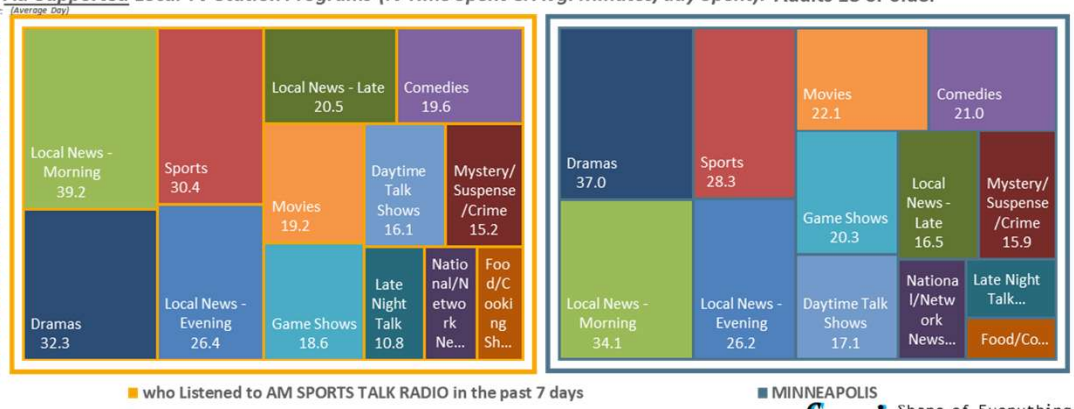
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MINNEAPOLIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 49

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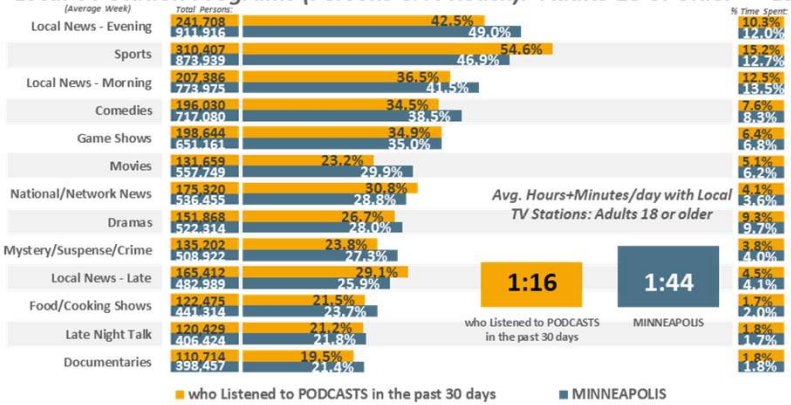
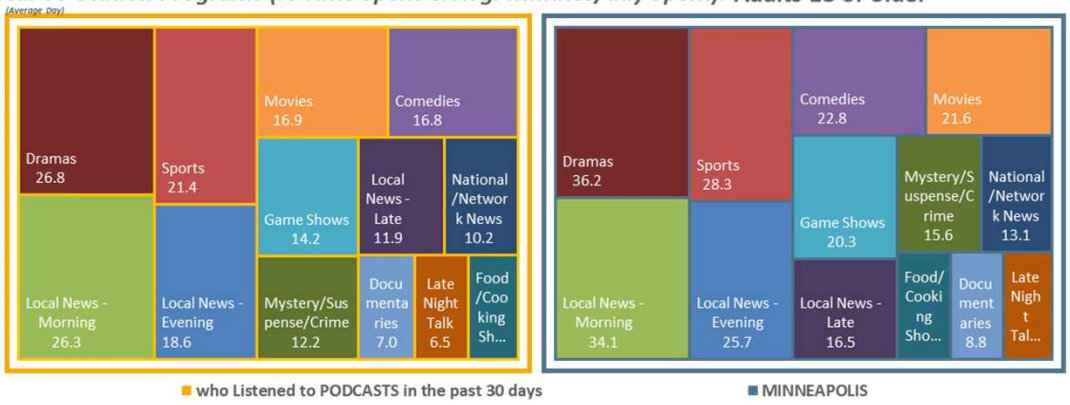
[(Radio format profiles (M-S 6am-Mid cume): All Sports AND (Radio Stations: KTLK-AM OR Radio Stations: WCCO-AM OR Radio Stations: WDGY-AM))]

559,426 or 58.8% of Adults 18 or older who Listened to PODCASTS in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Game Shows, Comedies, and Local News - Late.

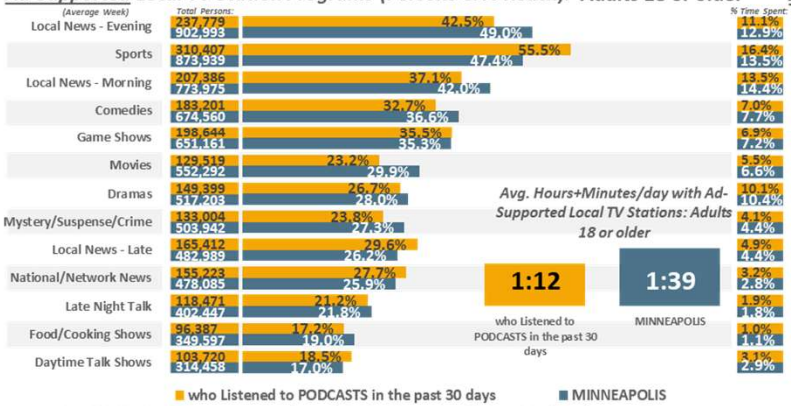
Local TV Station Programs (Persons & % Reach): Adults 18 or older



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



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



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



MINNEAPOLIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 469

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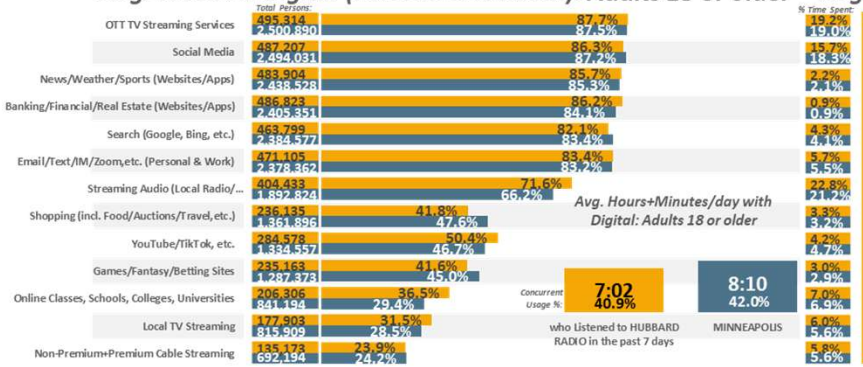
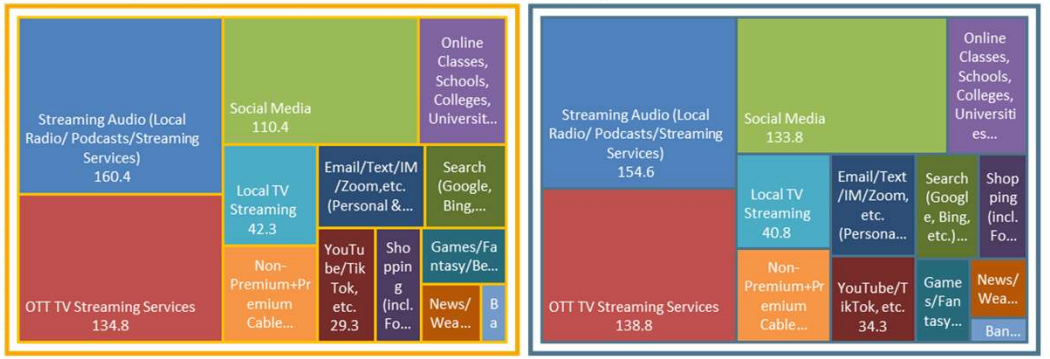
Watched, listened, or downloaded podcast past 30 days: Yes

407,544 or 72.2% of Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days use Ad-Supported Social Media for an average of 92.3 minutes every day representing 19.5% of all time spent daily with Ad-Supported Digital Media.

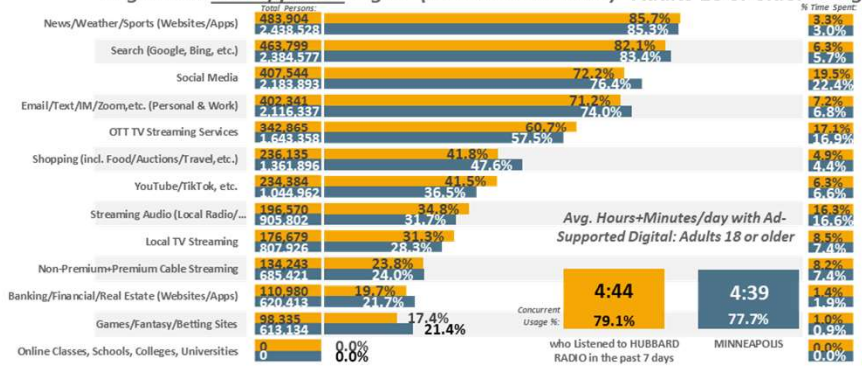
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



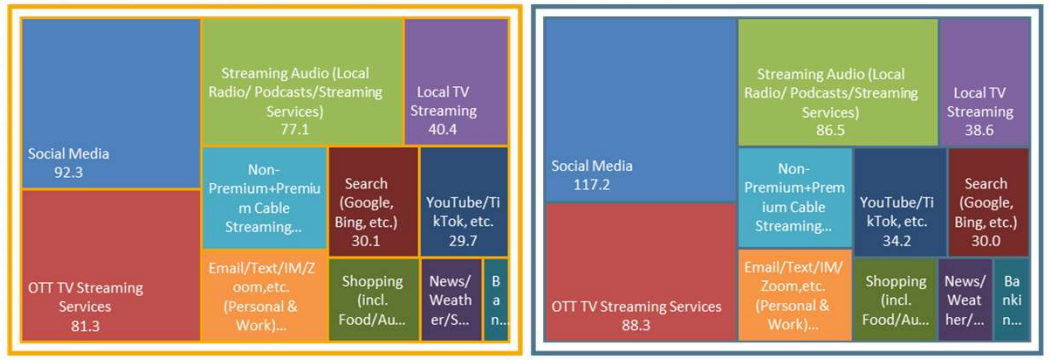
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MINNEAPOLIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 319

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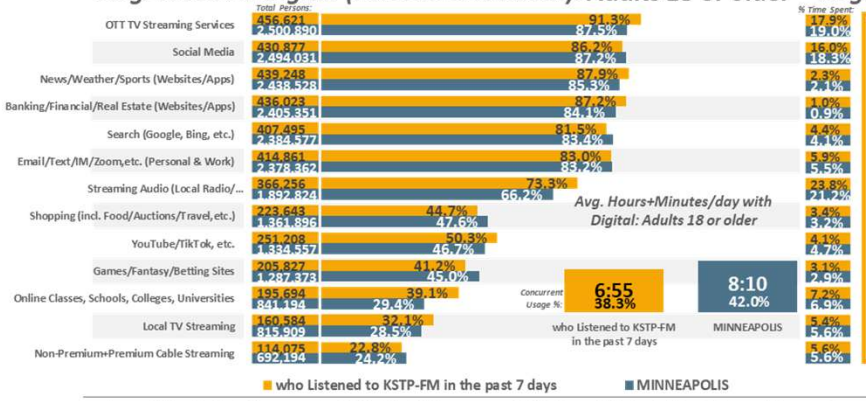
Radio Stations: KSTP-FM OR Radio Stations: KTMY-FM

358,728 or 71.8% of Adults 18 or older who Listened to KSTP-FM in the past 7 days use Ad-Supported Social Media for an average of 92.1 minutes every day representing 19.9% of all time spent daily with Ad-Supported Digital Media.

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



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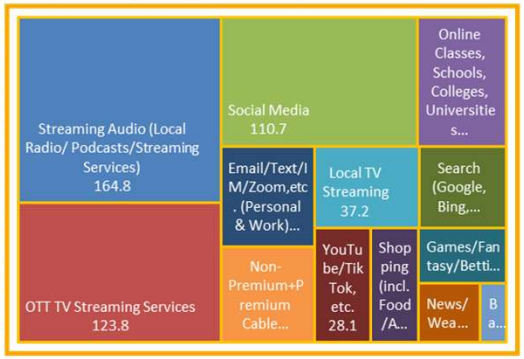
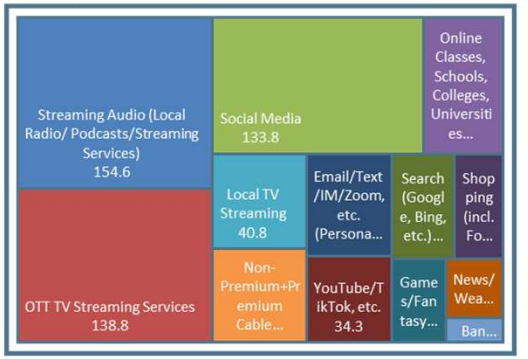
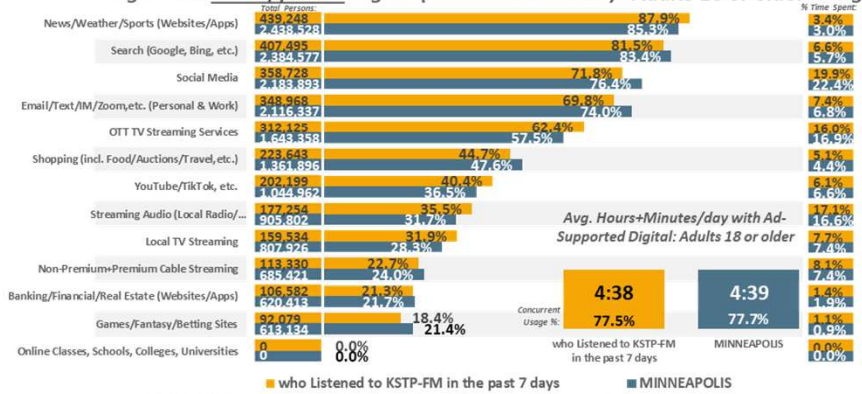
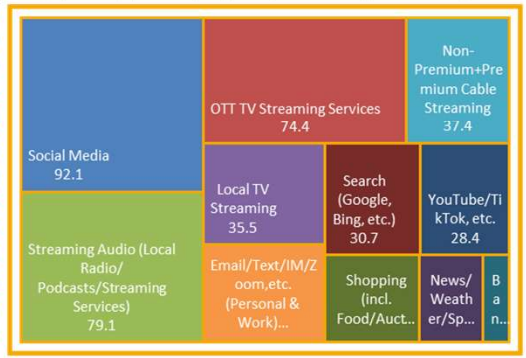


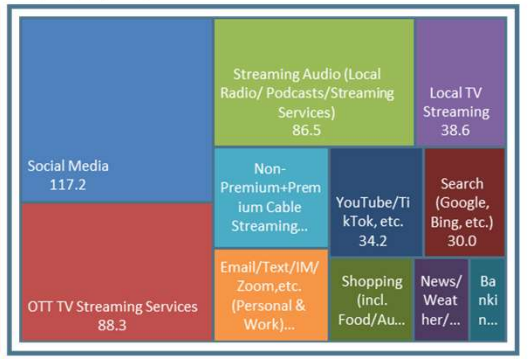


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





MINNEAPOLIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 273

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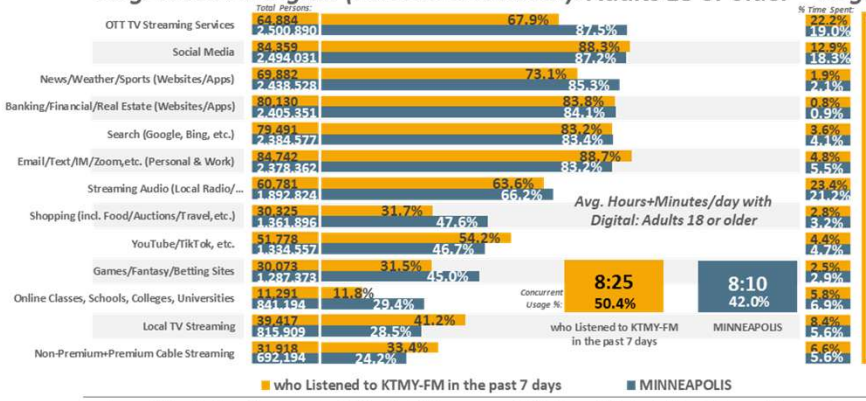
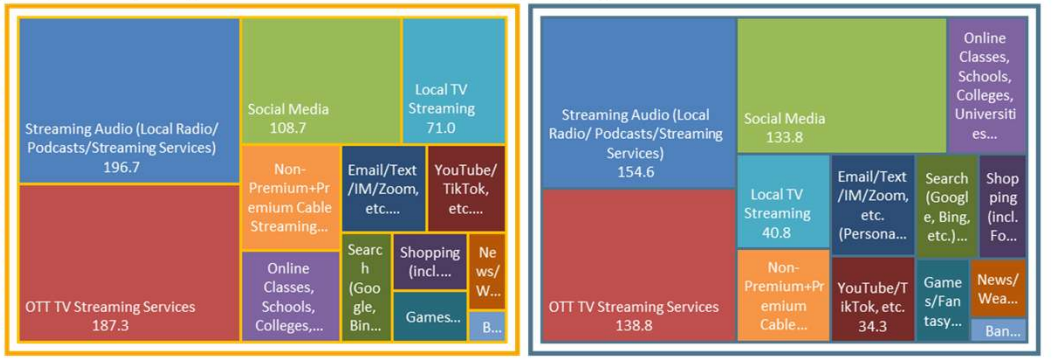
Radio Stations: KSTP-FM

66,009 or 69.1% of Adults 18 or older who Listened to KTMY-FM in the past 7 days use Ad-Supported Social Media for an average of 85.1 minutes every day representing 14.7% of all time spent daily with Ad-Supported Digital Media.

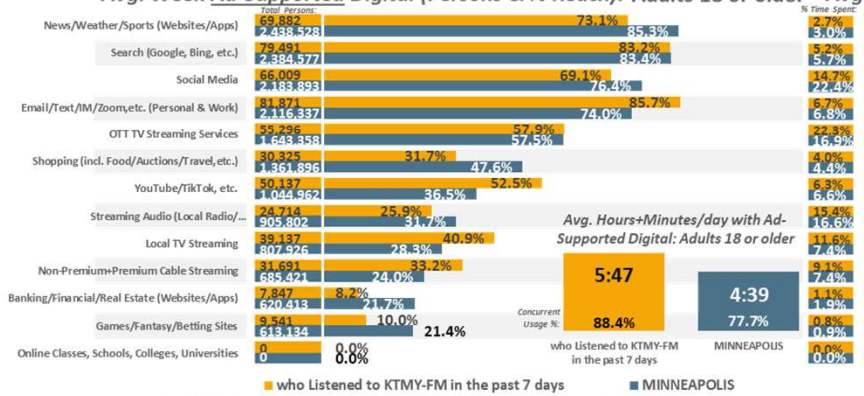
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



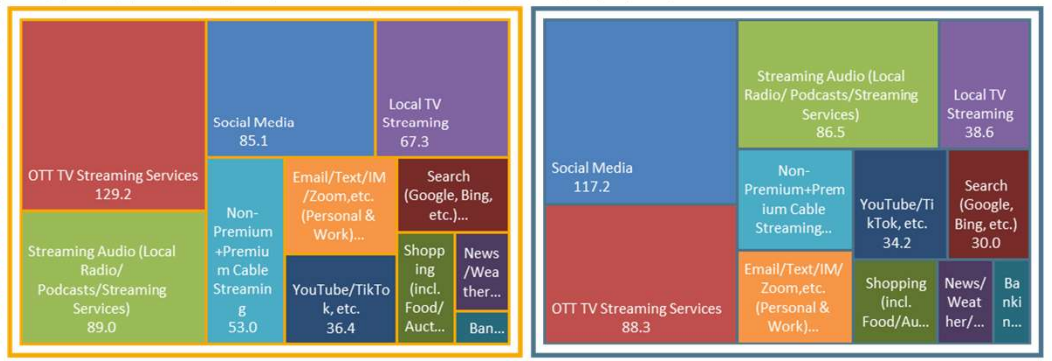
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



MINNEAPOLIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 64

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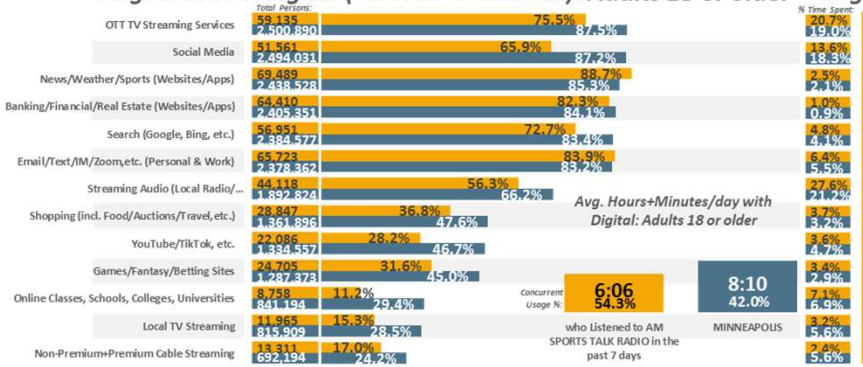
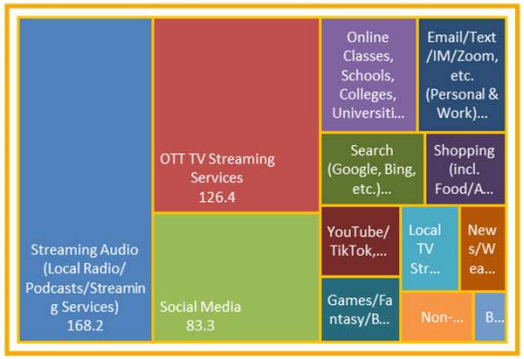
Radio Stations: KTMY-FM

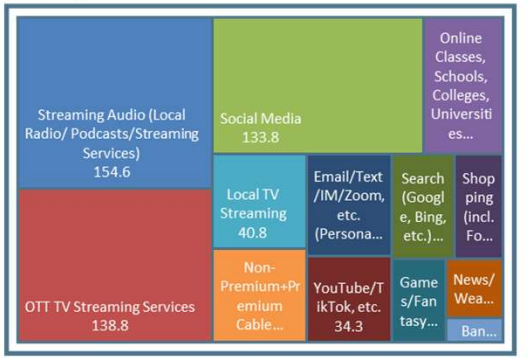
50,841 or 64.9% of Adults 18 or older who Listened to AM SPORTS TALK RADIO in the past 7 days use Ad-Supported Social Media for an average of 82.1 minutes every day representing 19.8% of all time spent daily with Ad-Supported Digital Media.

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

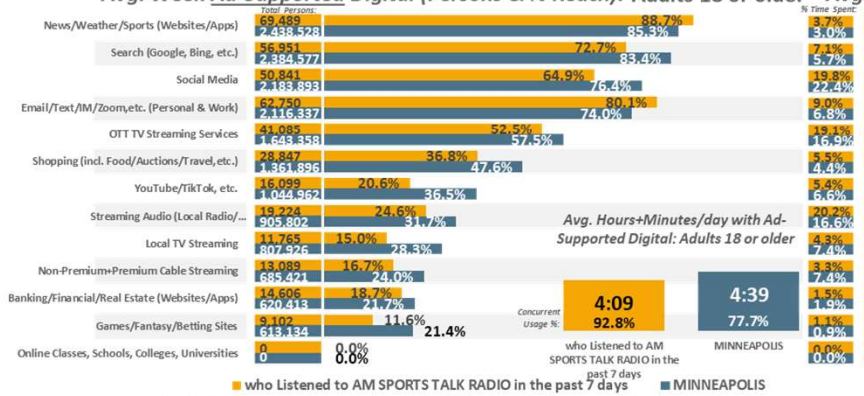


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

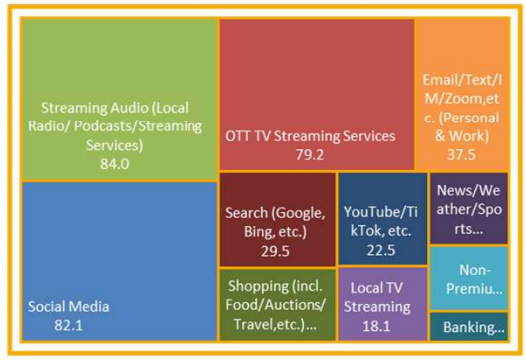


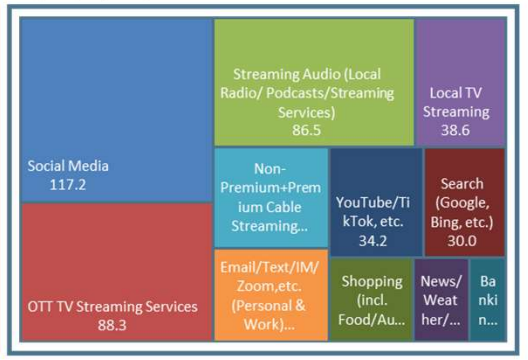


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





MINNEAPOLIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 49

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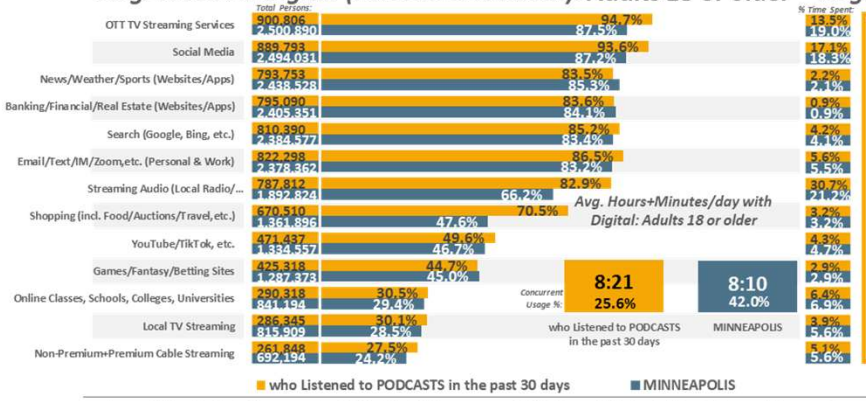
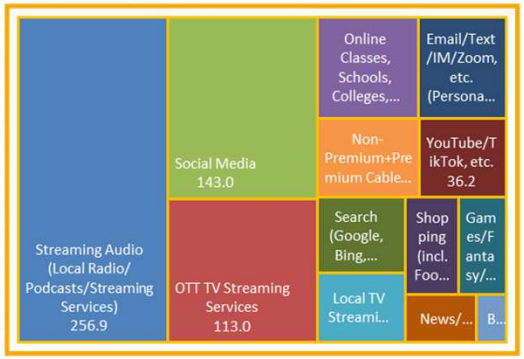
[(Radio format profiles (M-S 6am-Mid cume): All Sports AND (Radio Stations: KTLK-AM OR Radio Stations: WCCO-AM OR Radio Stations: WDGY-AM))]

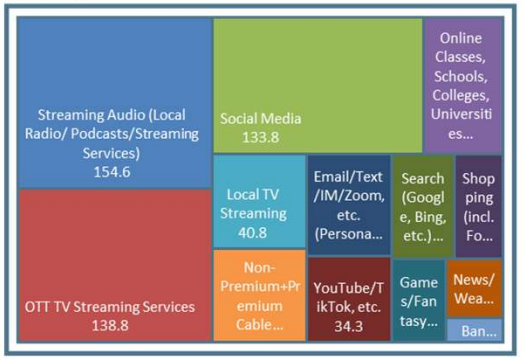
759,952 or 79.9% of Adults 18 or older who Listened to PODCASTS in the past 30 days use Ad-Supported Social Media for an average of 122.1 minutes every day representing 20.1% of all time spent daily with Ad-Supported Digital Media.

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

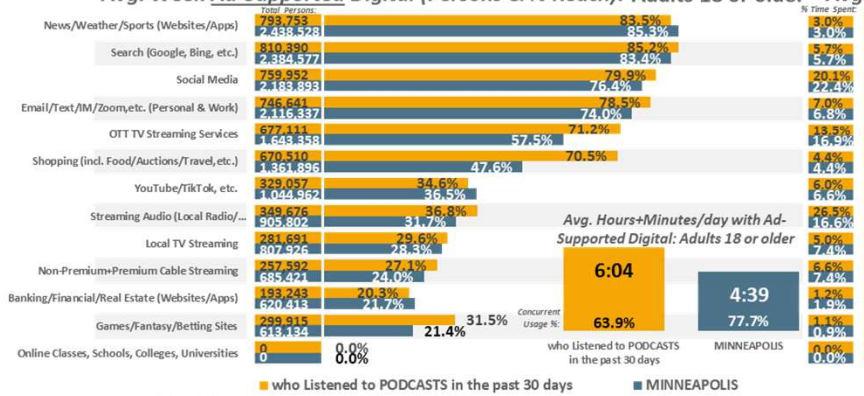


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

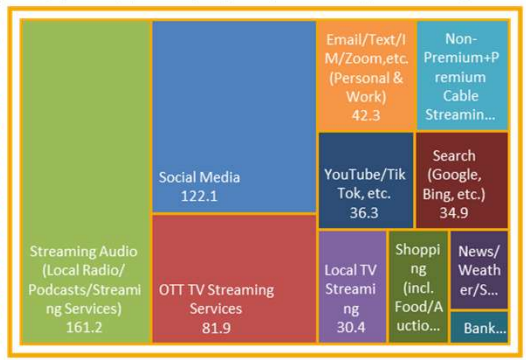


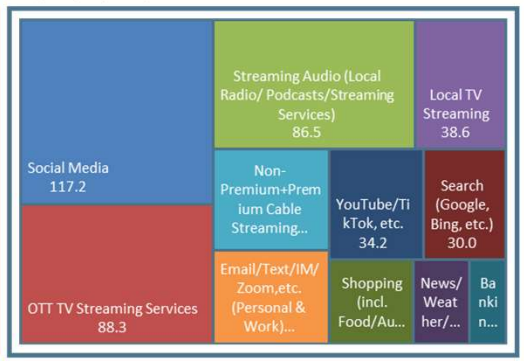


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





MINNEAPOLIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 469

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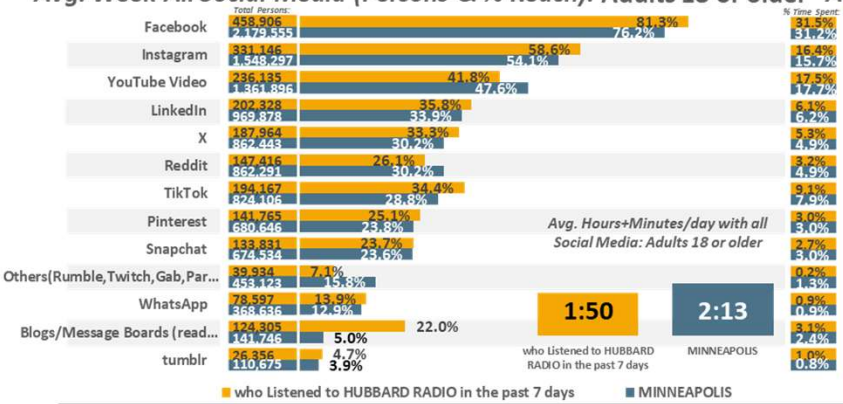
Watched, listened, or downloaded podcast past 30 days: Yes

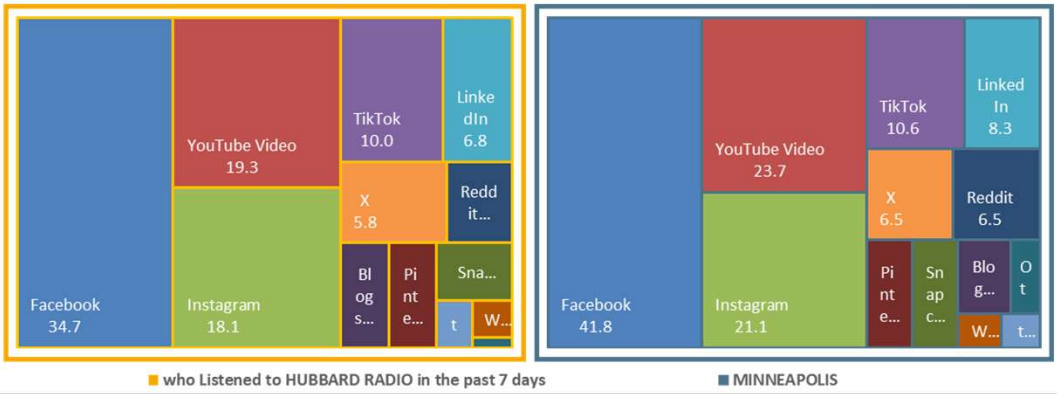
HUBBARD RADIO

407,544 or 72.2% of Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days use Ad-Supported Facebook for an average of 28.8 minutes every day representing 31.2% of all time spent daily with Ad-Supported Social Media.

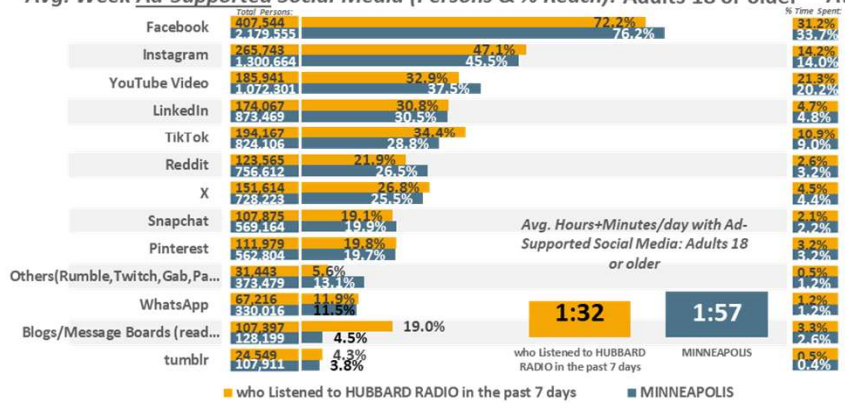
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



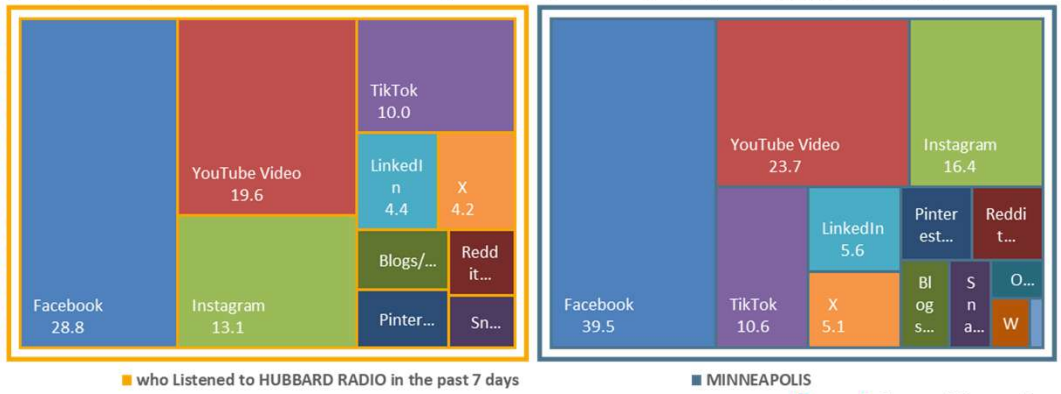
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



MINNEAPOLIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 319

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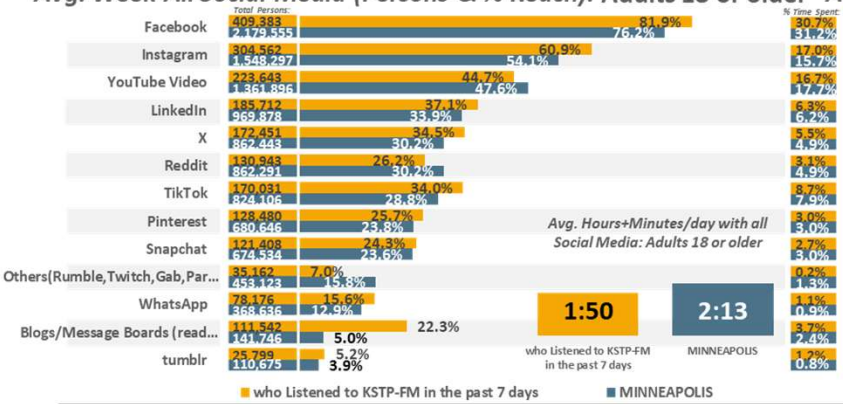
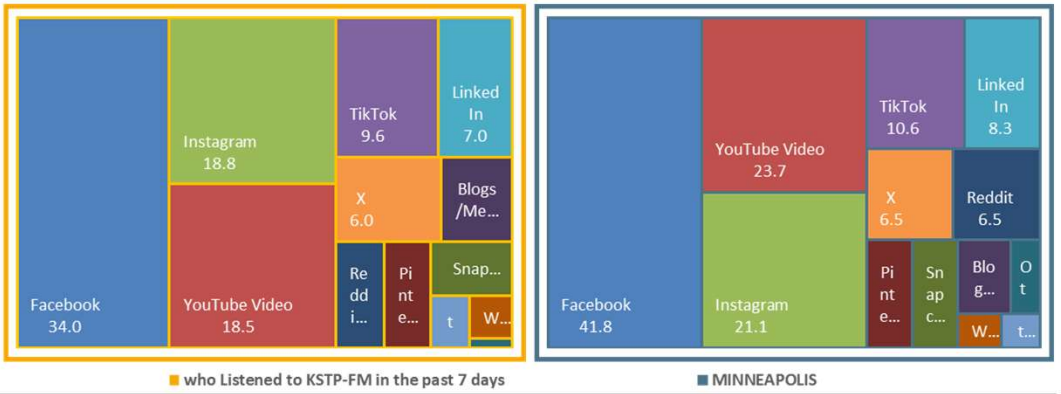
Radio Stations: KSTP-FM OR Radio Stations: KTMY-FM

358,728 or 71.8% of Adults 18 or older who Listened to KSTP-FM in the past 7 days use Ad-Supported Facebook for an average of 28.5 minutes every day representing 30.9% of all time spent daily with Ad-Supported Social Media.

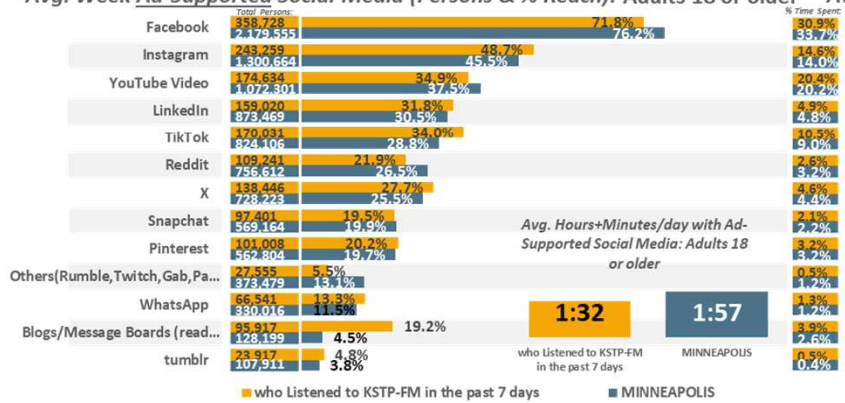
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



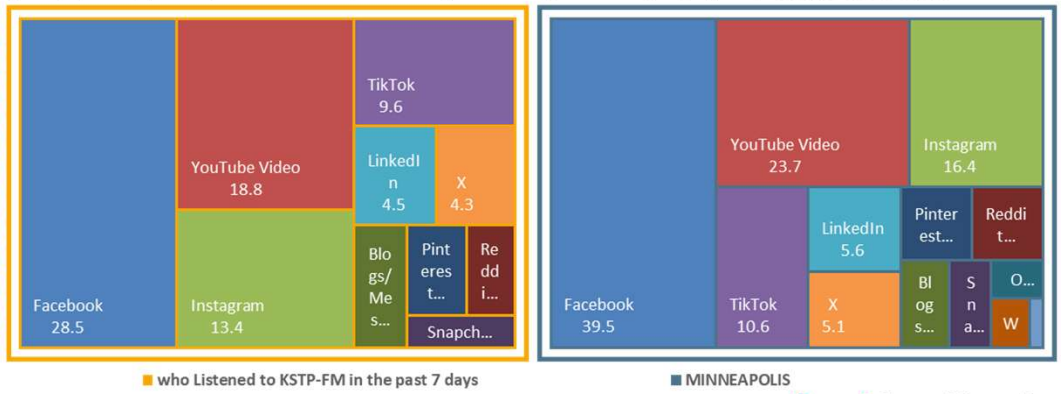
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MINNEAPOLIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 273

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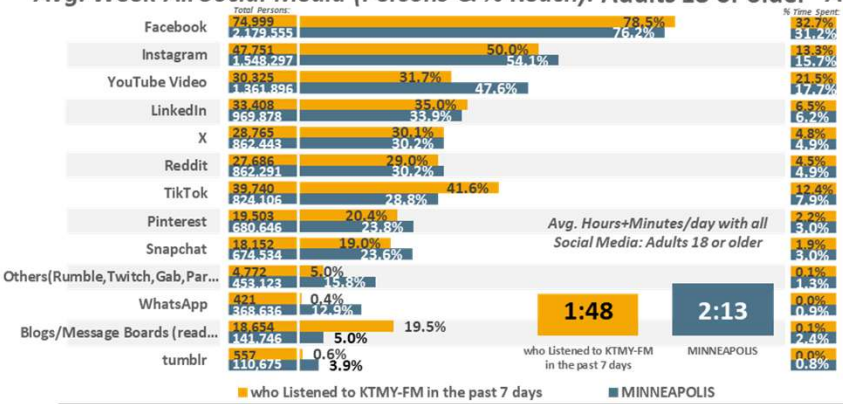
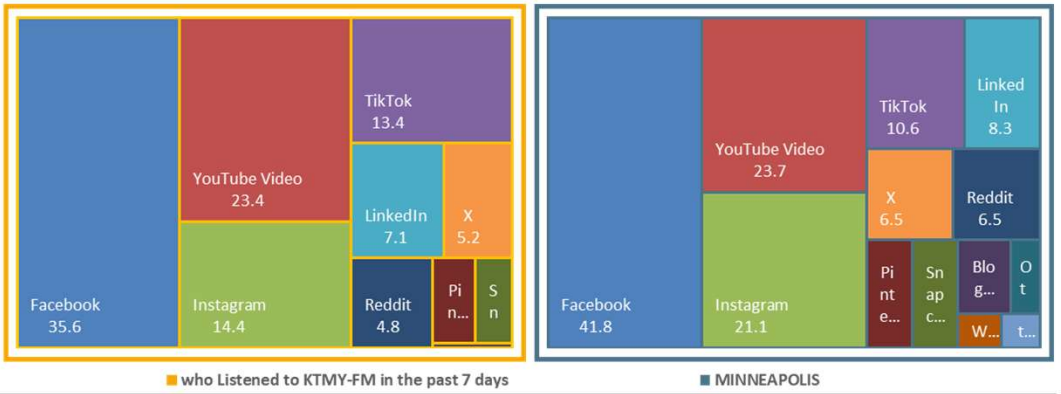
Radio Stations: KSTP-FM

66,009 or 69.1% of Adults 18 or older who Listened to KTMY-FM in the past 7 days use Ad-Supported Facebook for an average of 25.7 minutes every day representing 30.3% of all time spent daily with Ad-Supported Social Media.

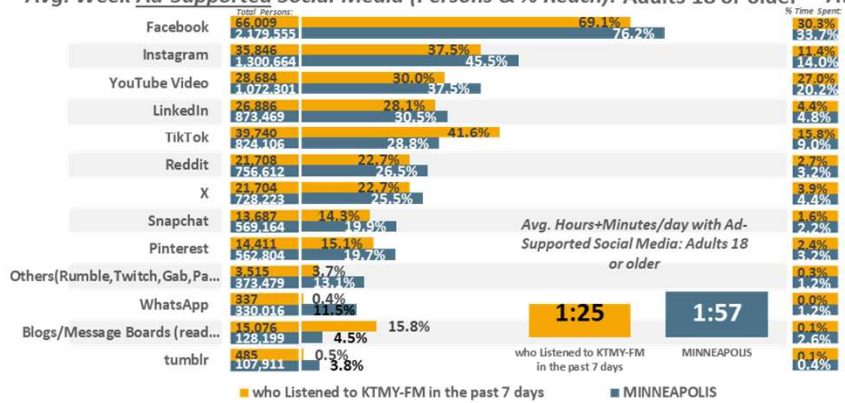
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



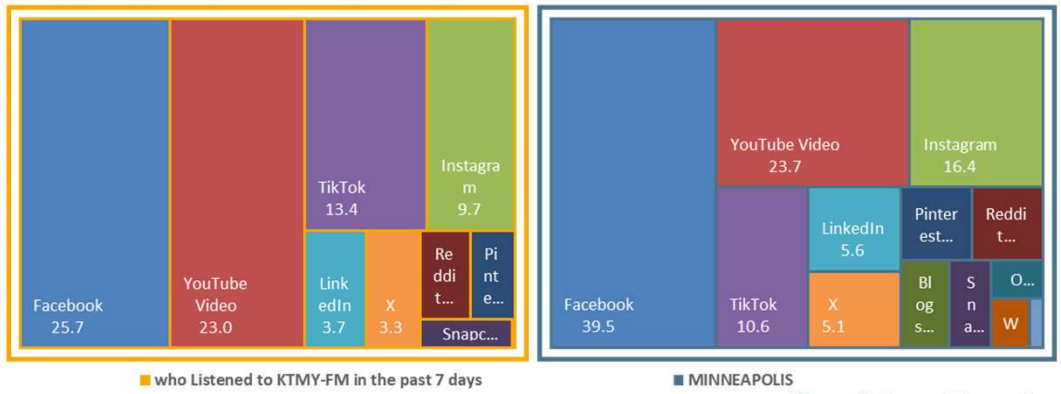
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



MINNEAPOLIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 64

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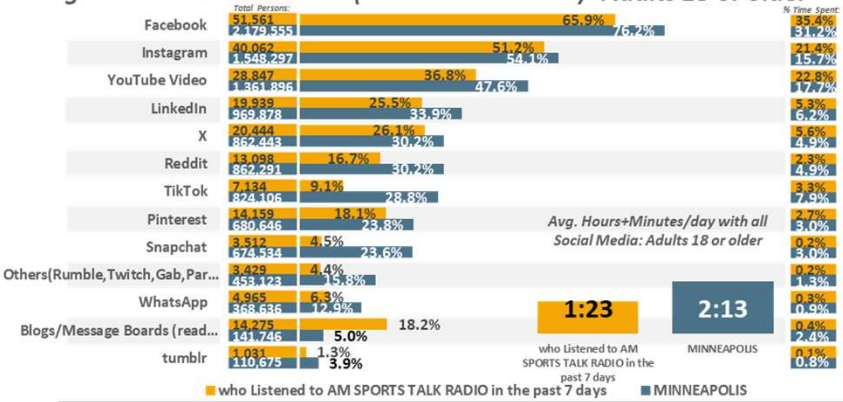
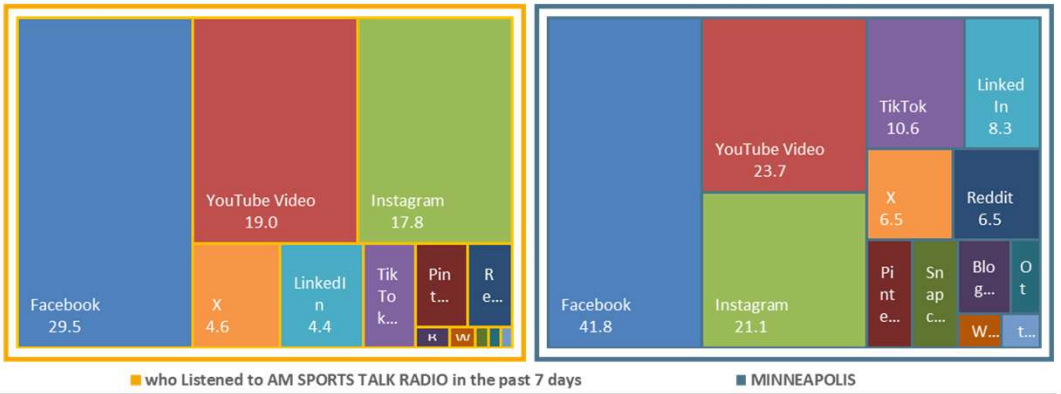
Radio Stations: KTMY-FM

50,841 or 64.9% of Adults 18 or older who Listened to AM SPORTS TALK RADIO in the past 7 days use Ad-Supported Facebook for an average of 29.2 minutes every day representing 35.6% of all time spent daily with Ad-Supported Social Media.

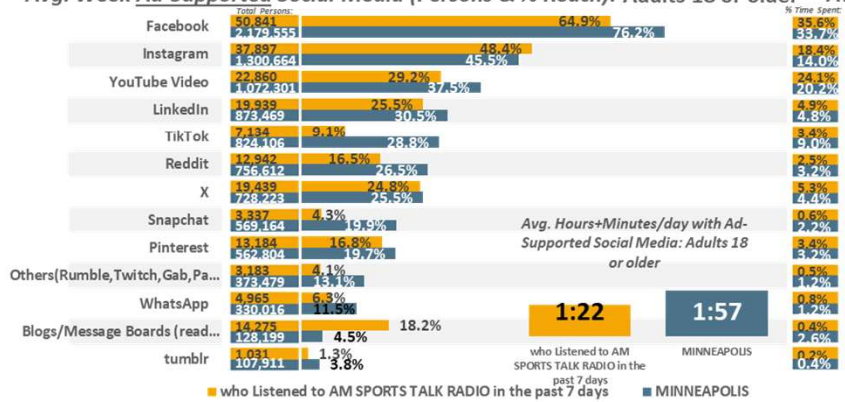
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



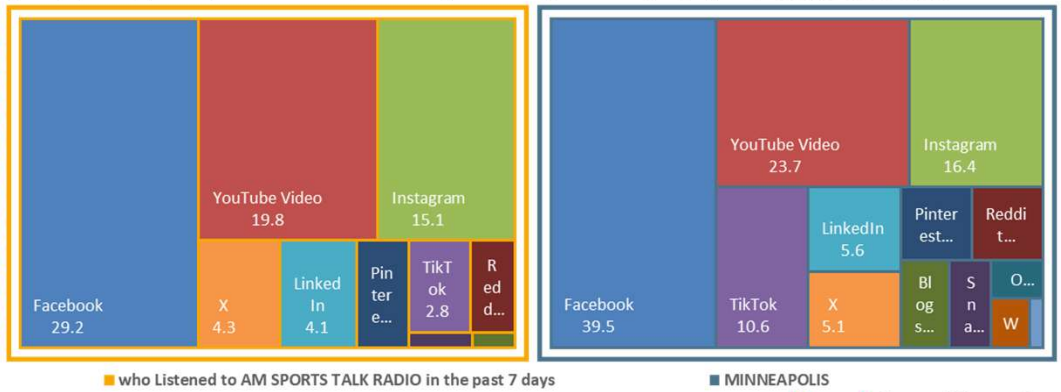
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MINNEAPOLIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 49

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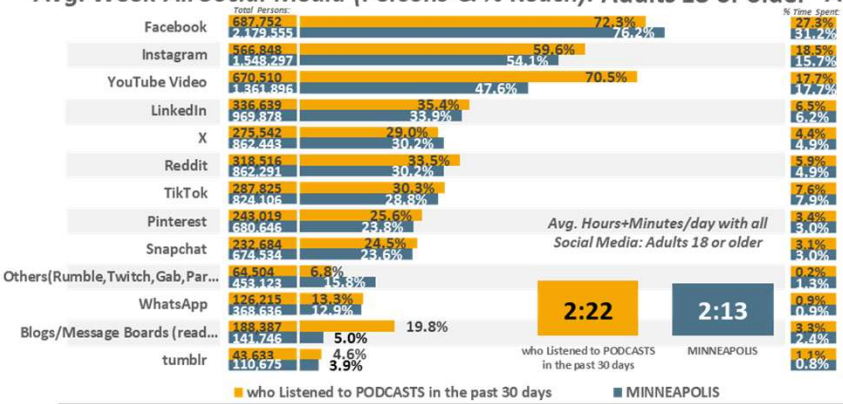
[(Radio format profiles (M-S 6am-Mid cume): All Sports AND (Radio Stations: KTLK-AM OR Radio Stations: WCCO-AM OR Radio Stations: WDGY-AM))]

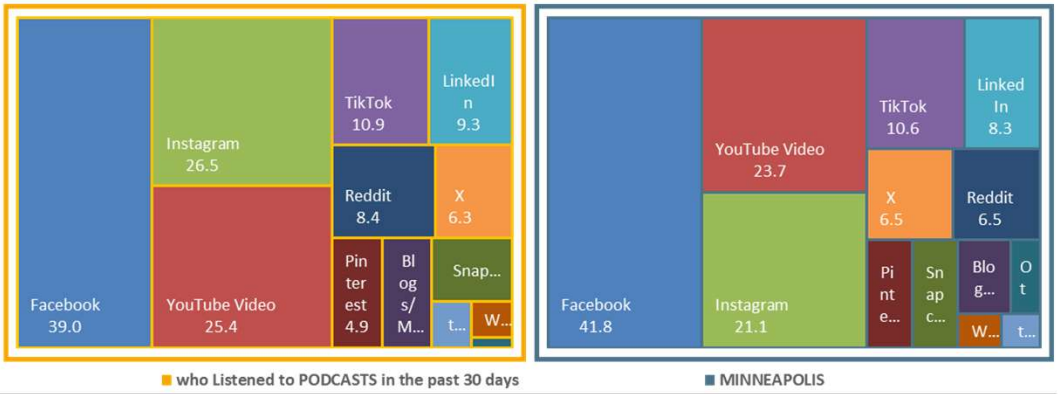
gamut PODCAST NETWORK

687,752 or 72.3% of Adults 18 or older who Listened to PODCASTS in the past 30 days use Ad-Supported Facebook for an average of 38.8 minutes every day representing 31.8% of all time spent daily with Ad-Supported Social Media.

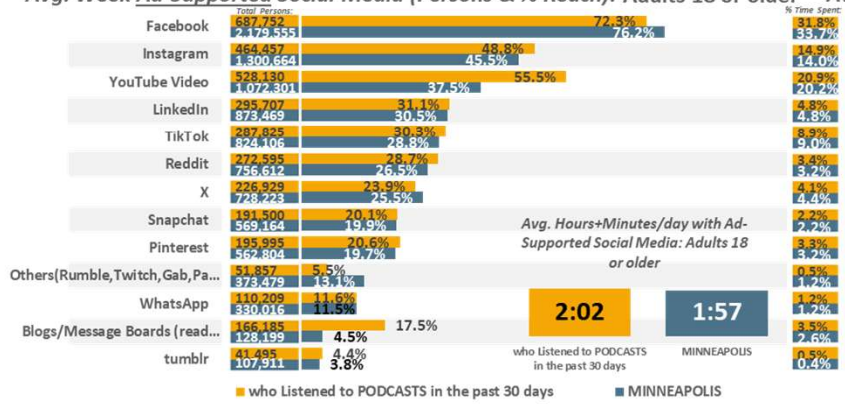
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



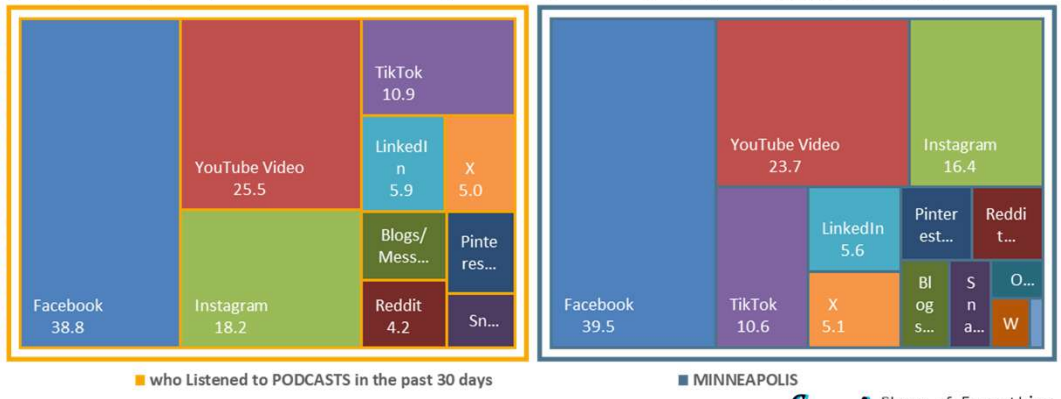
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MINNEAPOLIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 469

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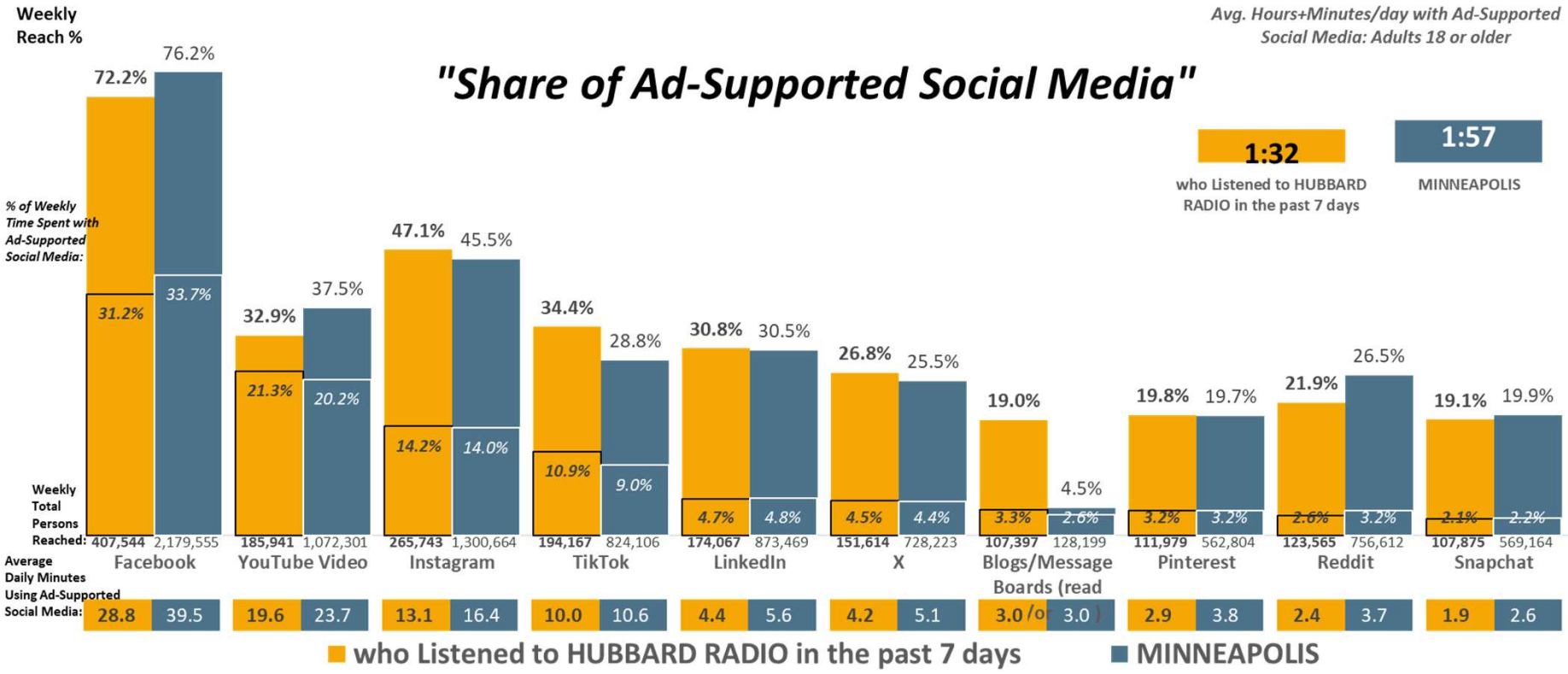
Watched, listened, or downloaded podcast past 30 days: Yes

HUBBARD RADIO

407,544 or 72.2% of Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days use Ad-Supported Facebook for an average of 28.8 minutes every day representing 31.2% of all time spent daily with Ad-Supported Social Media.



MINNEAPOLIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 319 MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 1,493

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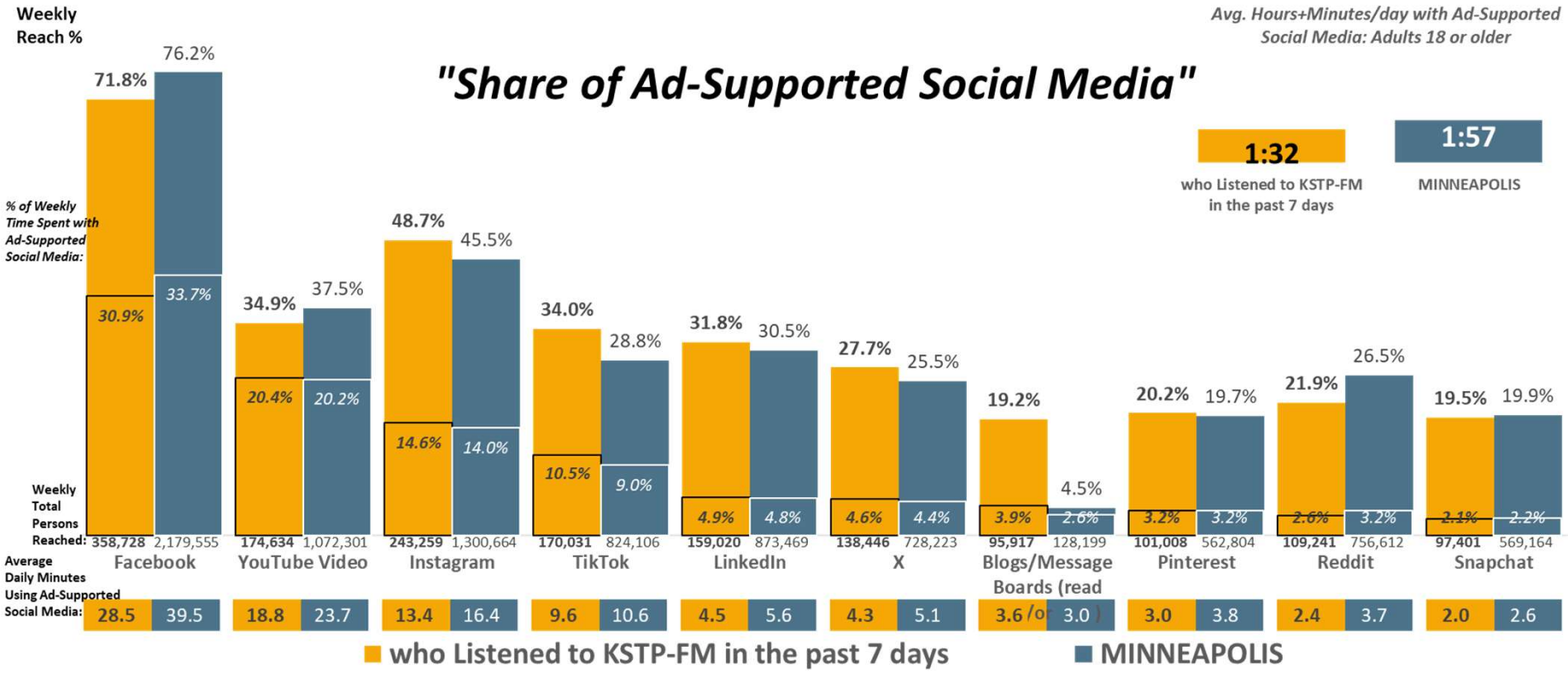
Radio Stations: KSTP-FM OR Radio Stations: KTMY-FM

358,728 or 71.8% of Adults 18 or older who Listened to KSTP-FM in the past 7 days use Ad-Supported Facebook for an average of 28.5 minutes every day representing 30.9% of all time spent daily with Ad-Supported Social Media.



MINNEAPOLIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 273 MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 1,493

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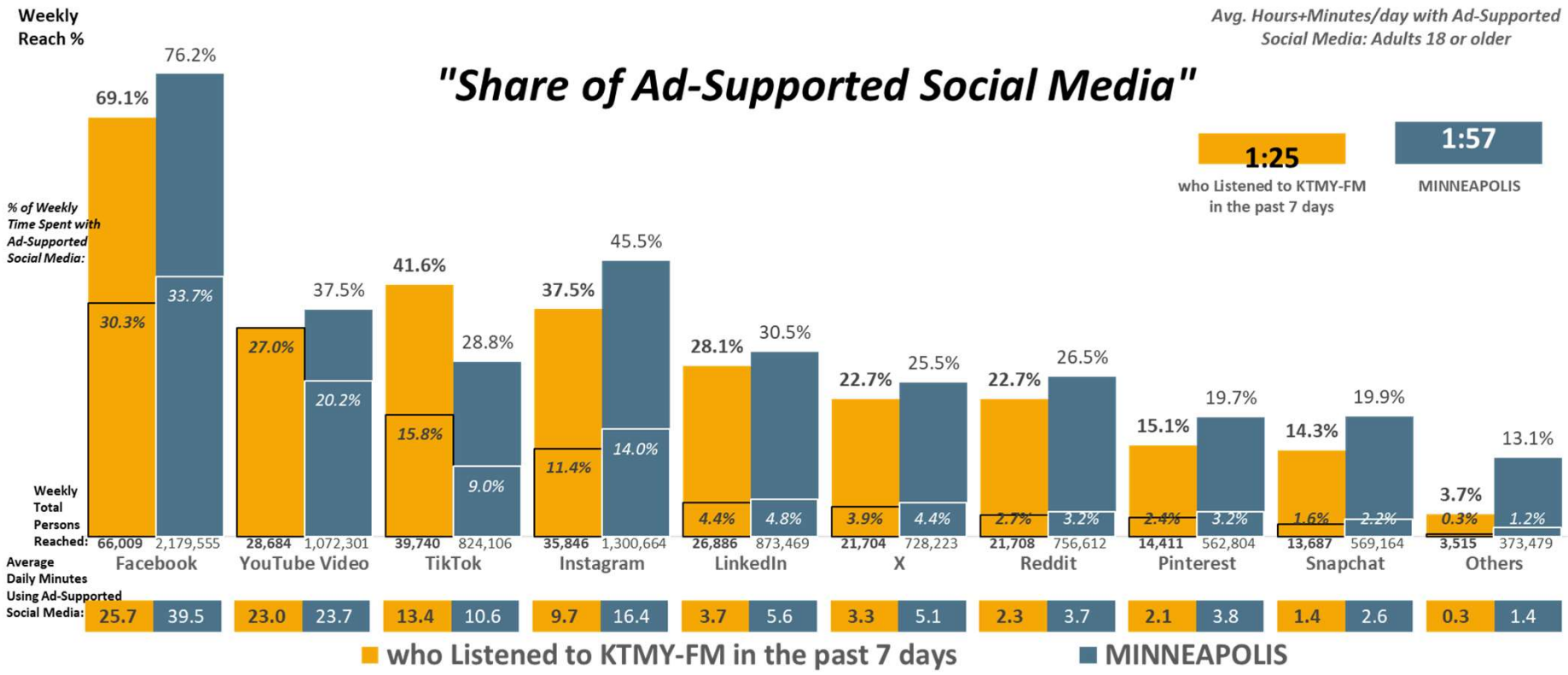
Radio Stations: KSTP-FM

66,009 or 69.1% of Adults 18 or older who Listened to KTMY-FM in the past 7 days use Ad-Supported Facebook for an average of 25.7 minutes every day representing 30.3% of all time spent daily with Ad-Supported Social Media.



MINNEAPOLIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 64 MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 1,493

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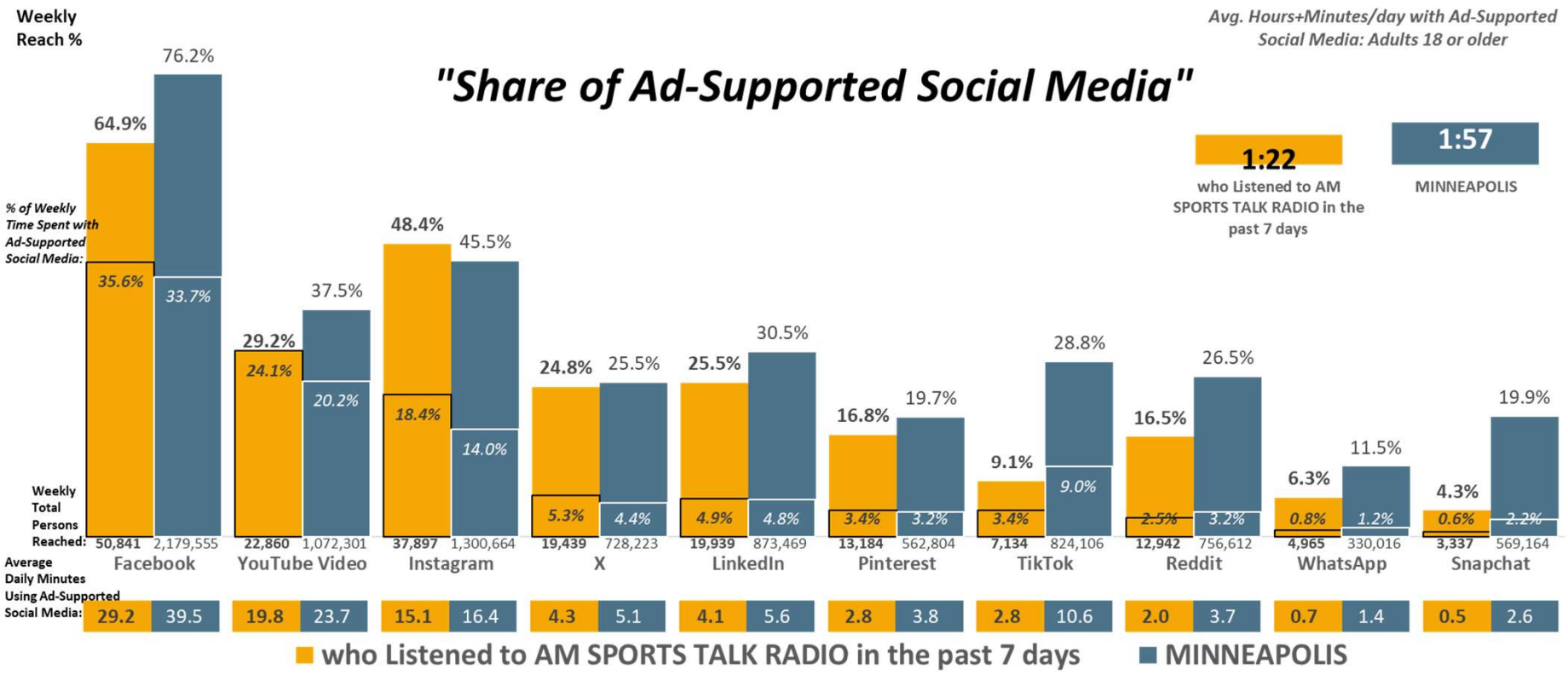
Radio Stations: KTMY-FM

50,841 or 64.9% of Adults 18 or older who Listened to AM SPORTS TALK RADIO in the past 7 days use Ad-Supported Facebook for an average of 29.2 minutes every day representing 35.6% of all time spent daily with Ad-Supported Social Media.



MINNEAPOLIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 49 MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 1,493

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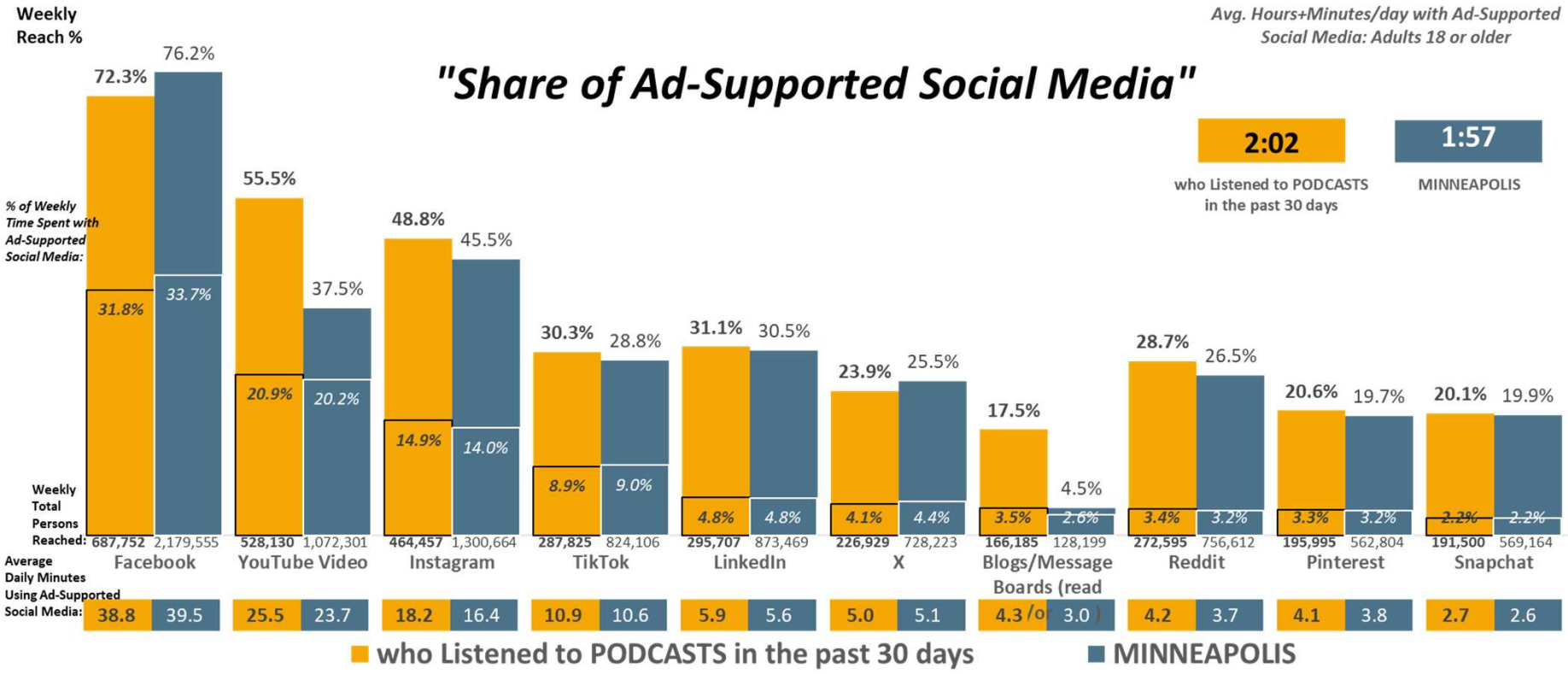
[(Radio format profiles (M-S 6am-Mid cume): All Sports AND (Radio Stations: KTLK-AM OR Radio Stations: WCCO-AM OR Radio Stations: WDGY-AM))]

687,752 or 72.3% of Adults 18 or older who Listened to PODCASTS in the past 30 days use Ad-Supported Facebook for an average of 38.8 minutes every day representing 31.8% of all time spent daily with Ad-Supported Social Media.



MINNEAPOLIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 469 MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 1,493

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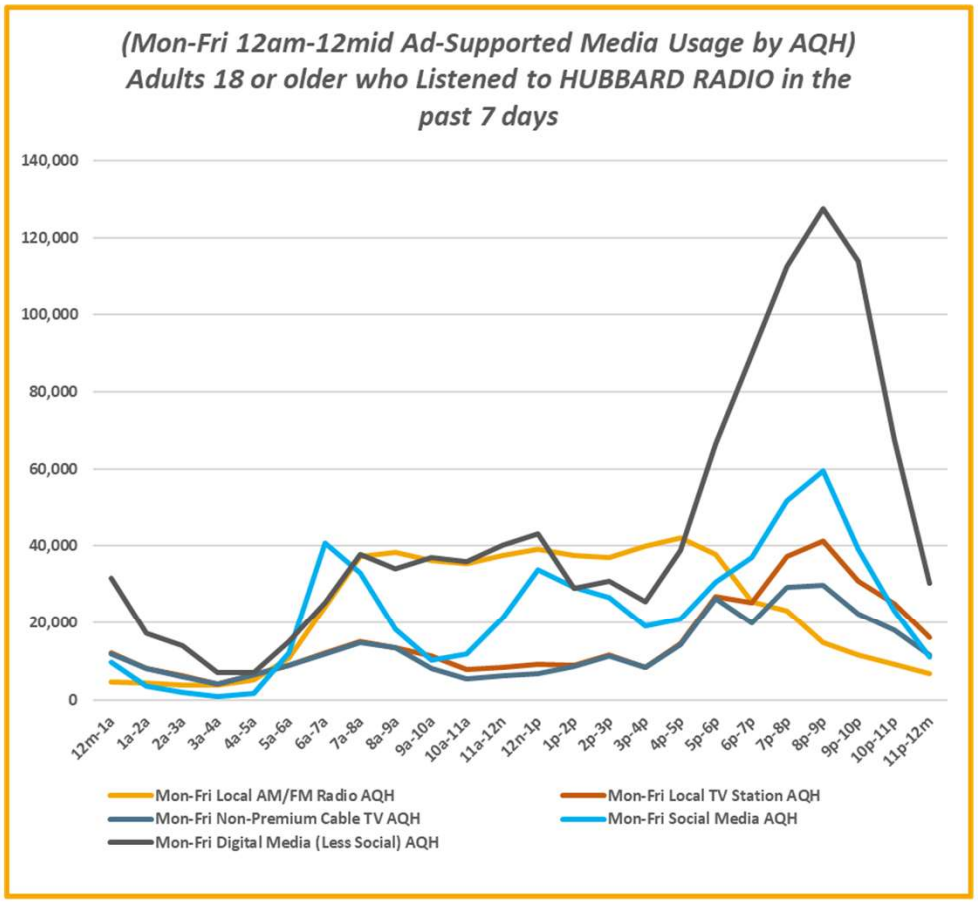
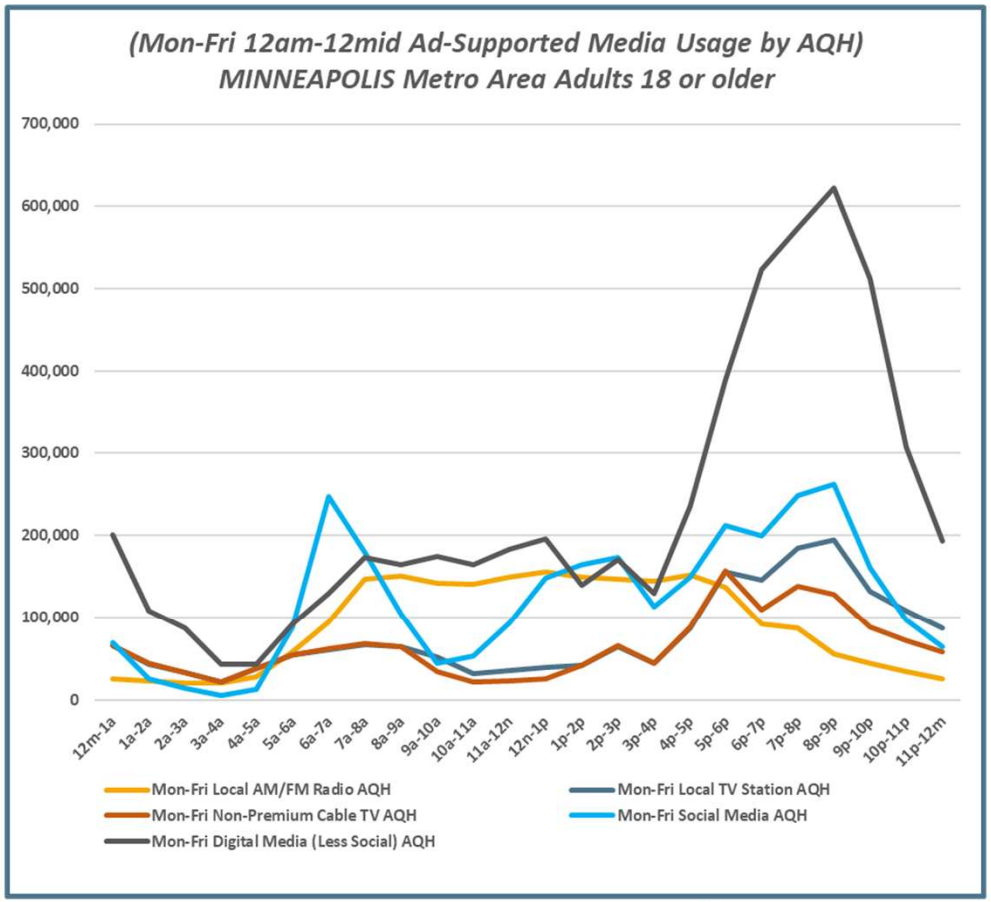
Watched, listened, or downloaded podcast past 30 days: Yes

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 41,083; Local Radio: 35,937; Social Media: 25,552; Local TV: 13,257; Non-Prem. Cable: 11,890 reaching Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days.





MINNEAPOLIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 319

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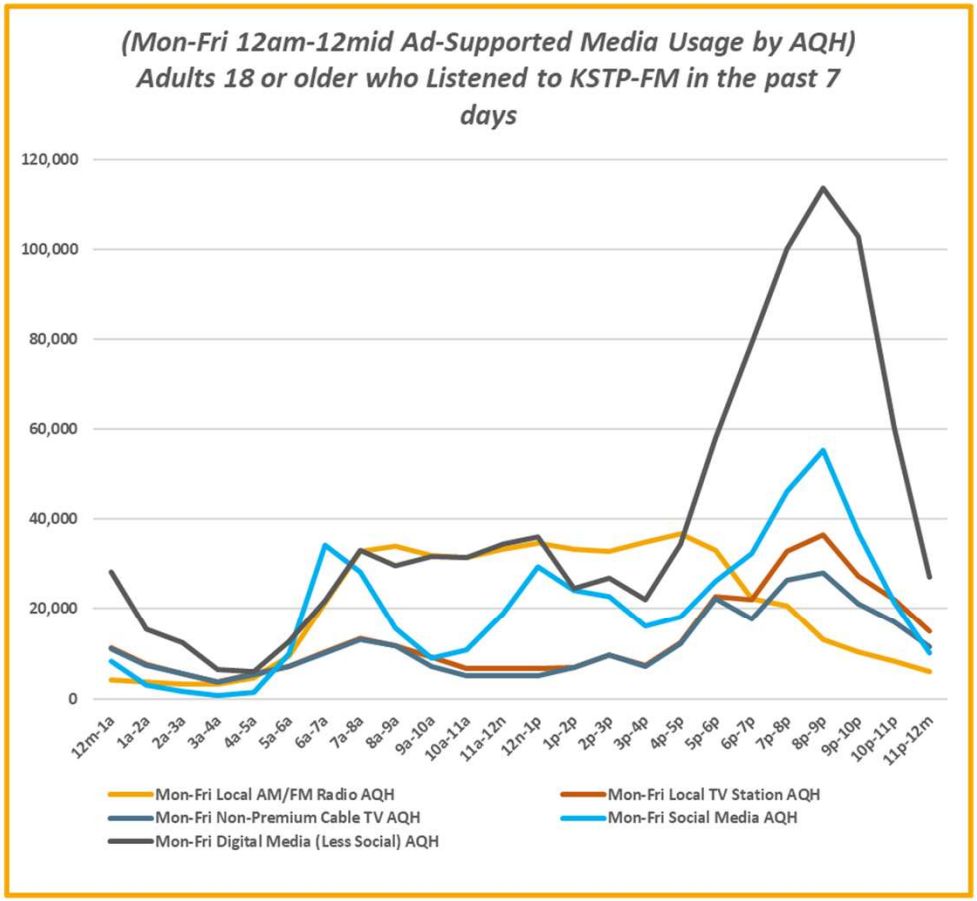
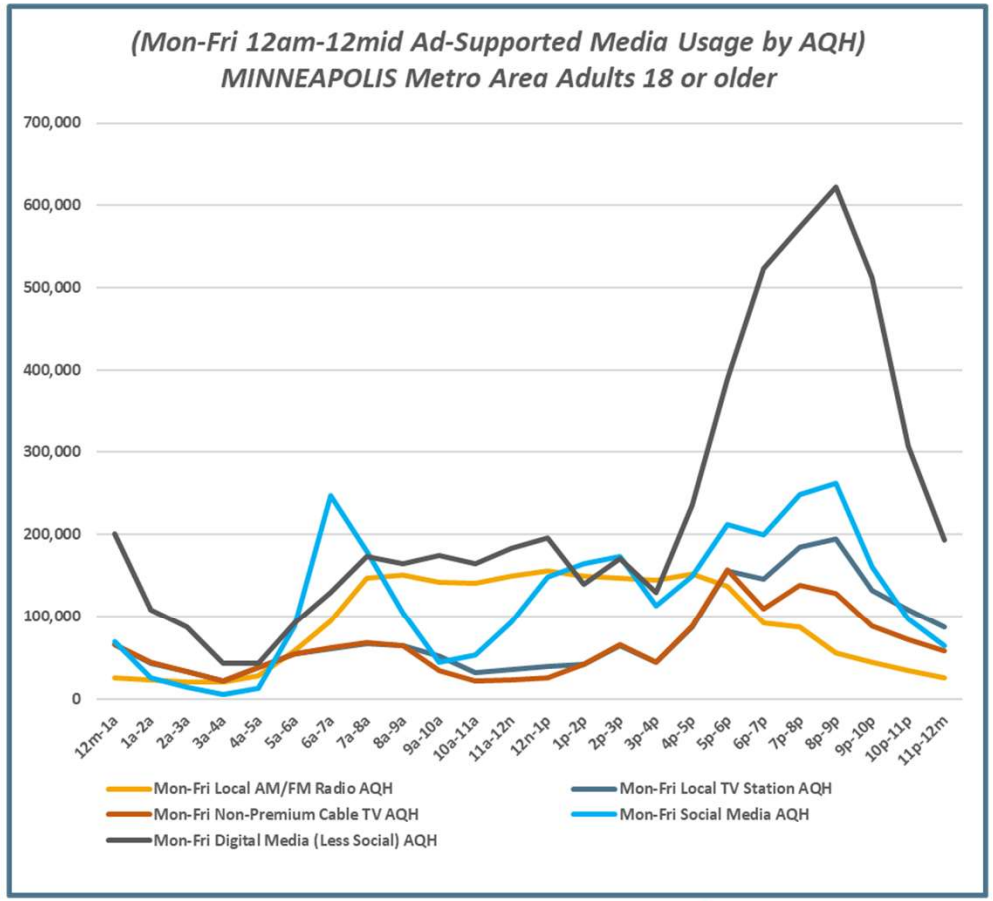
Radio Stations: KSTP-FM OR Radio Stations: KTMY-FM

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 35,657; Local Radio: 31,755; Social Media: 21,983; Local TV: 11,222; Non-Prem. Cable: 10,229 reaching Adults 18 or older who Listened to KSTP-FM in the past 7 days.





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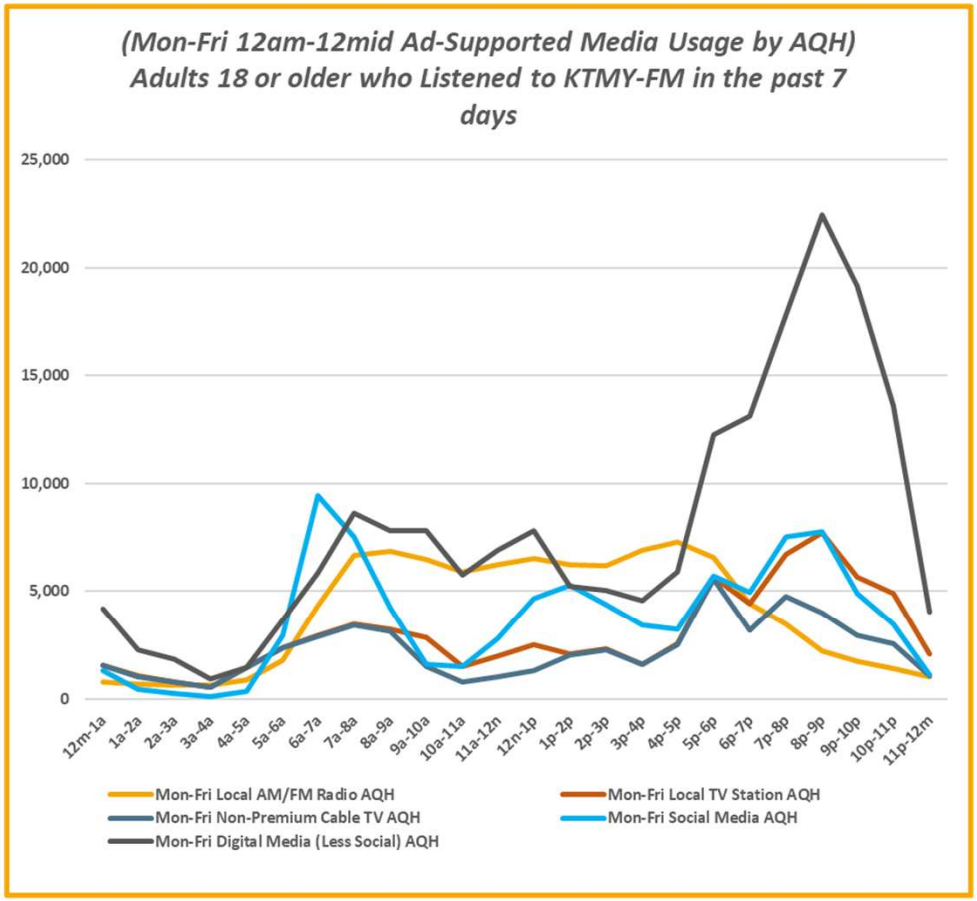
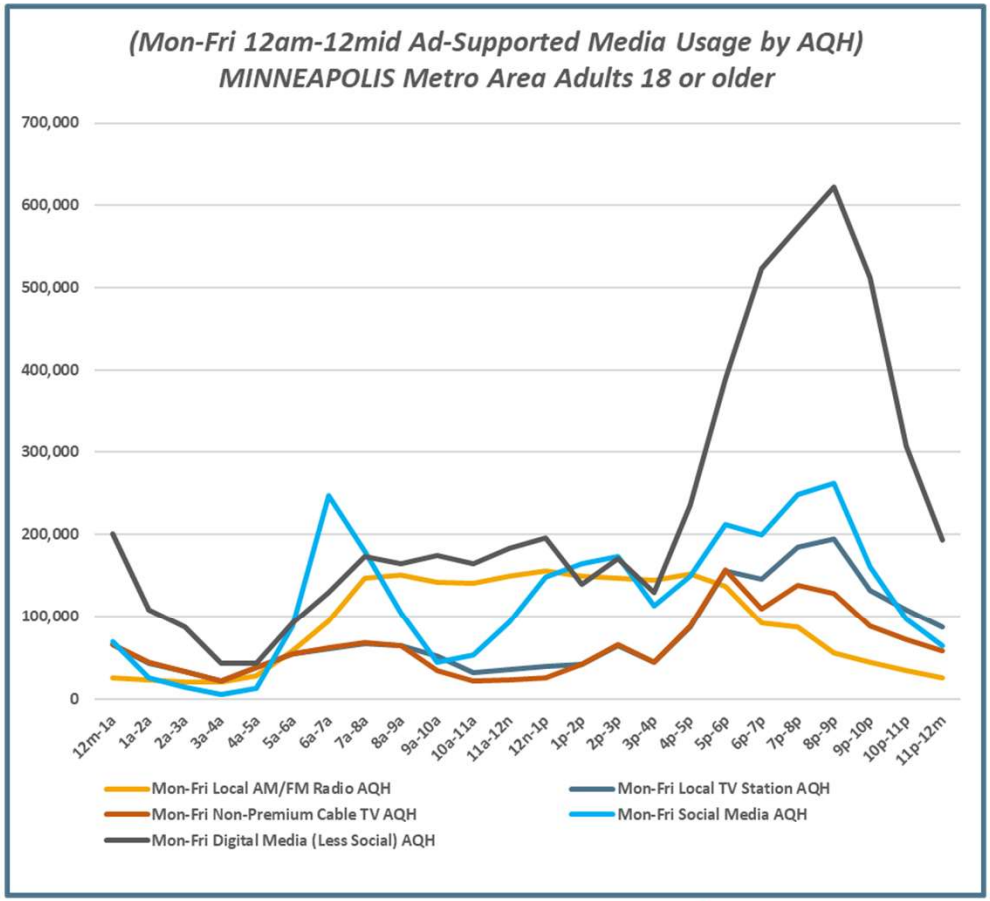
Radio Stations: KSTP-FM

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 7,427; Local Radio: 6,189; Social Media: 4,491; Local TV: 2,842; Non-Prem. Cable: 2,386 reaching Adults 18 or older who Listened to KTMY-FM in the past 7 days.





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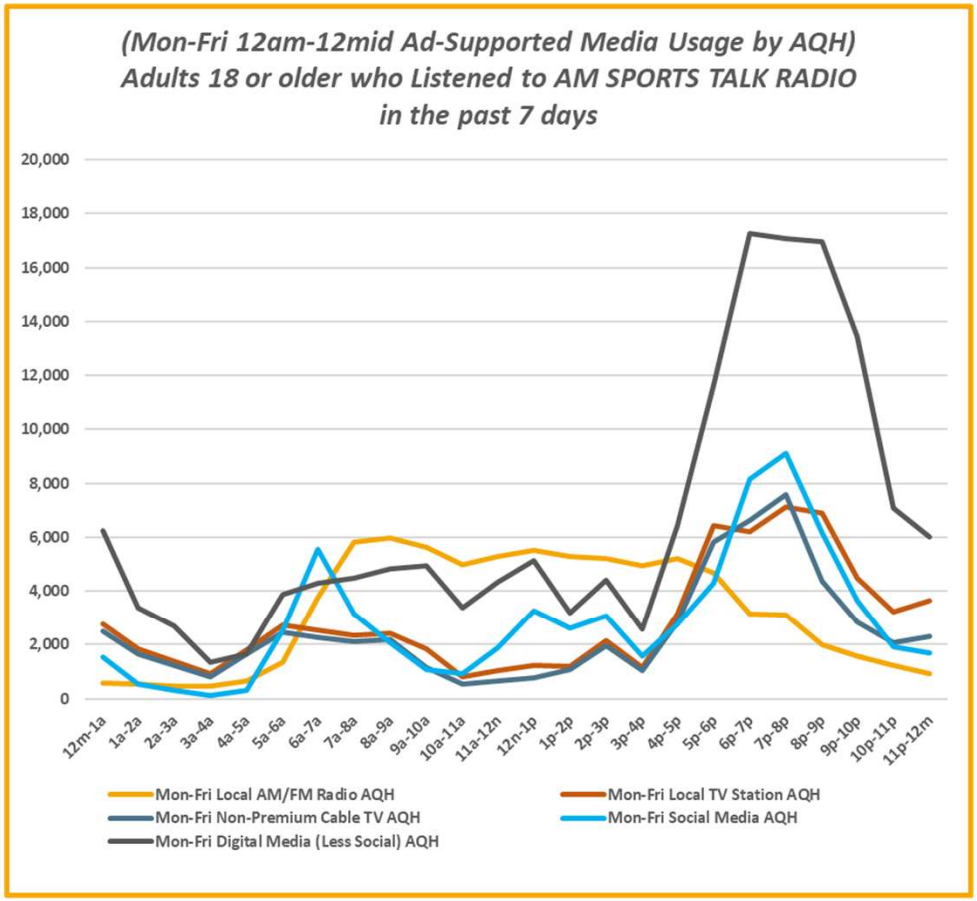
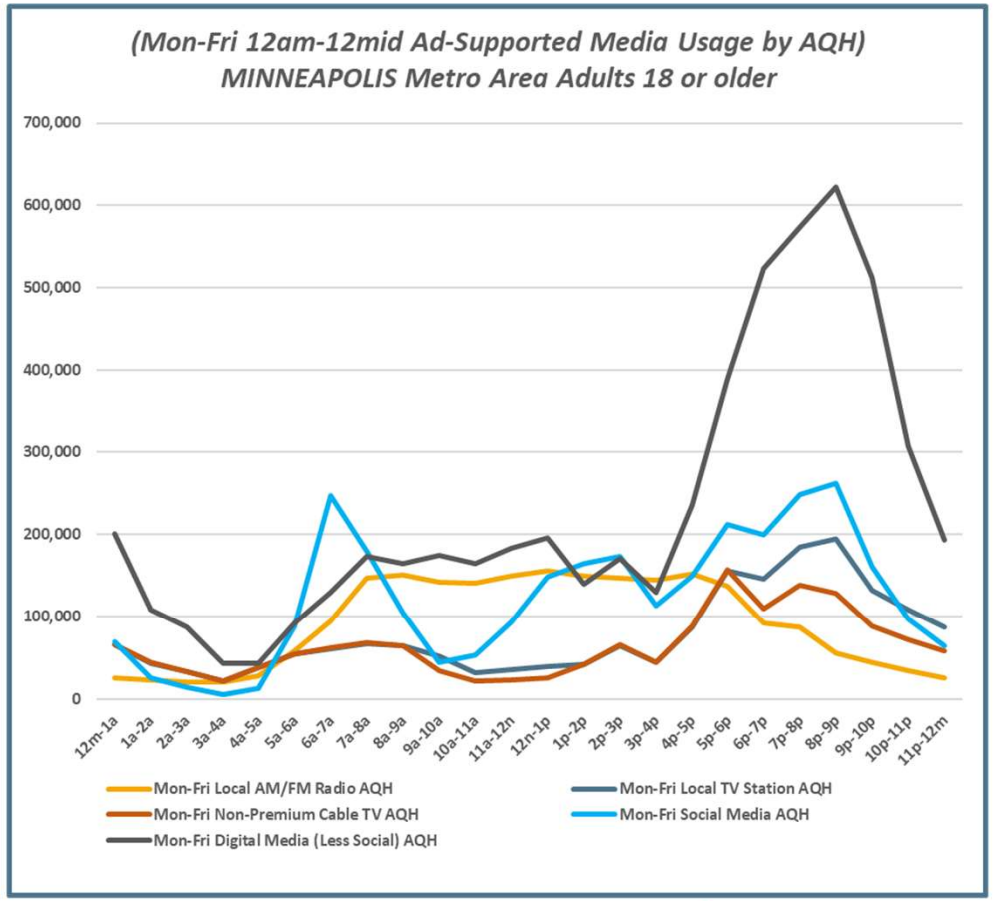
Radio Stations: KTMY-FM

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 5,911; Local Radio: 5,036; Social Media: 3,102; Local TV: 2,498; Non-Prem. Cable: 2,230 reaching Adults 18 or older who Listened to AM SPORTS TALK RADIO in the past 7 day





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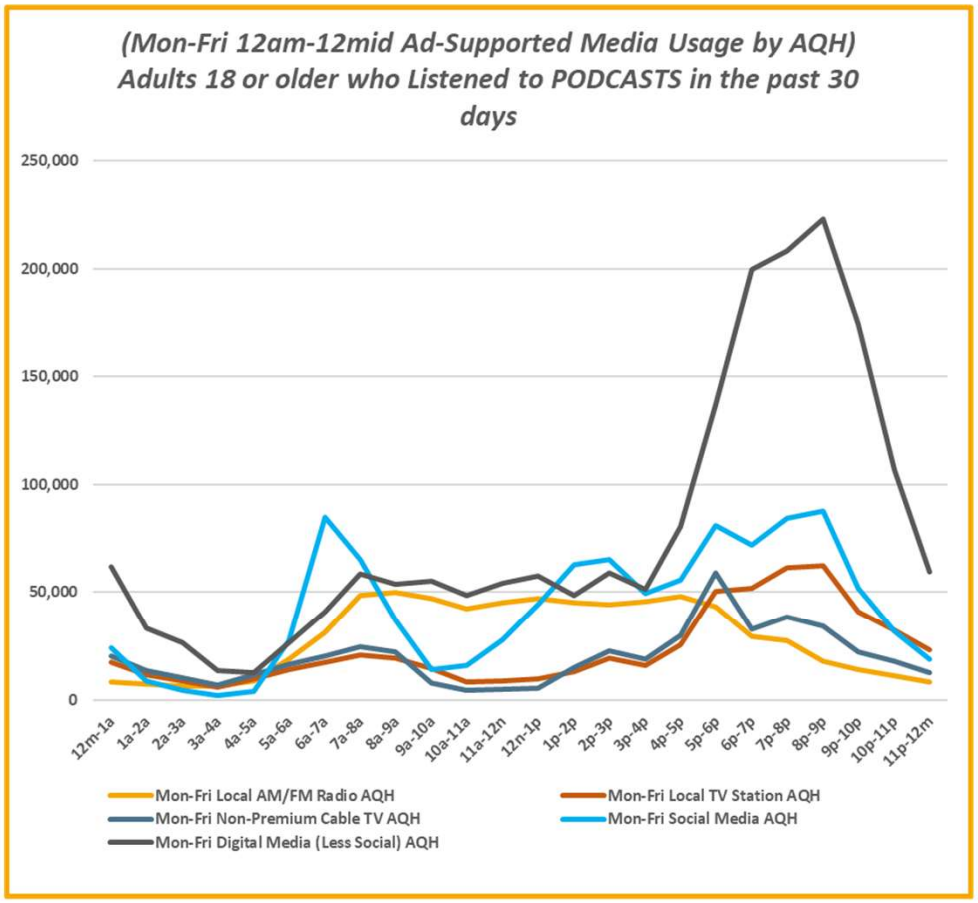
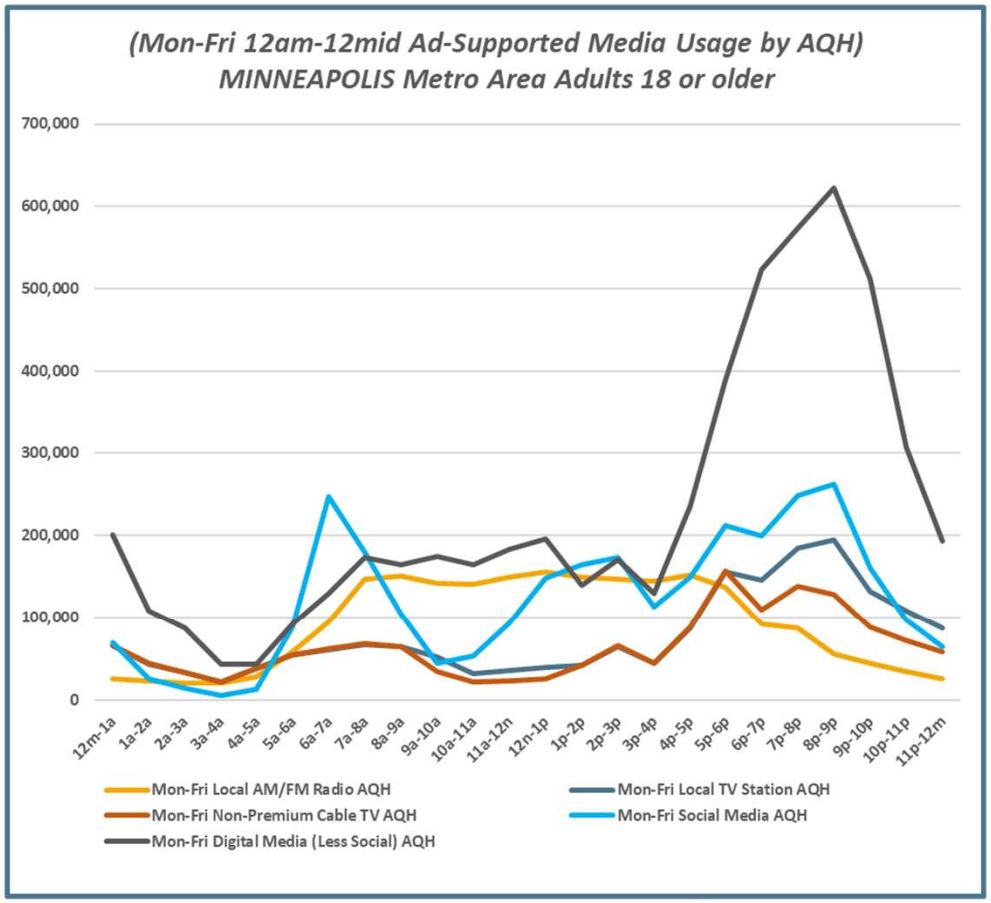
[(Radio format profiles (M-S 6am-Mid cume): All Sports AND (Radio Stations: KTLK-AM OR Radio Stations: WCCO-AM OR Radio Stations: WDGY-AM))]

gamut PODCAST NETWORK

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 72,595; Social Media: 51,843; Local Radio: 43,403; Local TV: 20,981; Non-Prem. Cable: 20,492 reaching Adults 18 or older who Listened to PODCASTS in the past 30 days.





MINNEAPOLIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 469

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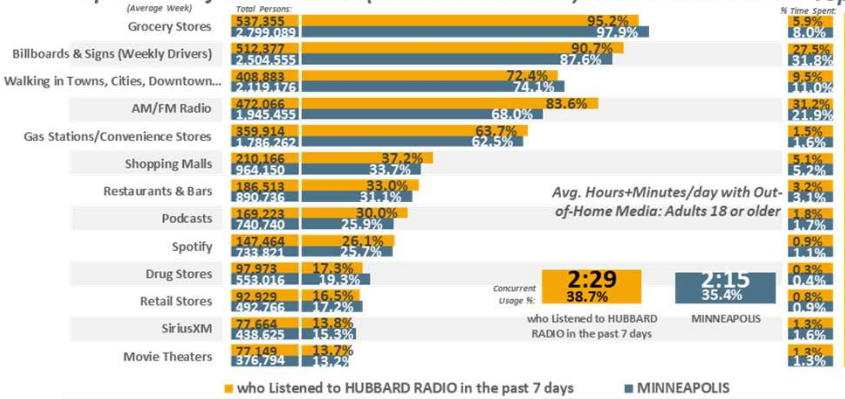
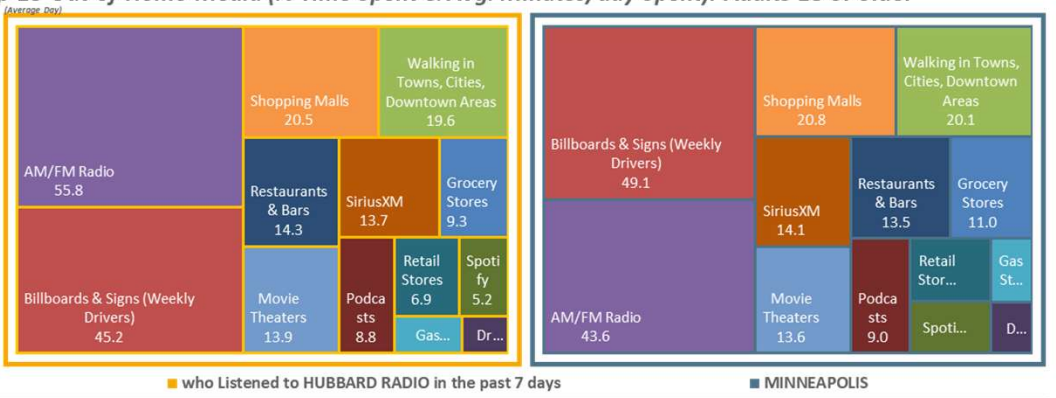
Watched, listened, or downloaded podcast past 30 days: Yes

512,377 or 90.7% of Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days spend an average of 45.2 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 49.2 minutes/day.

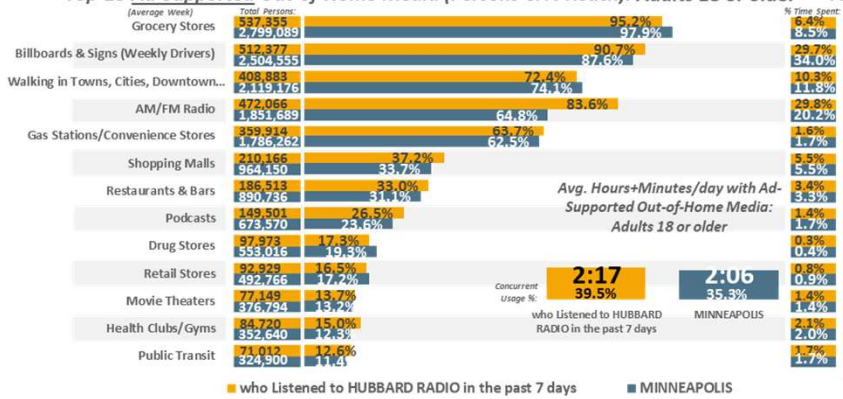
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



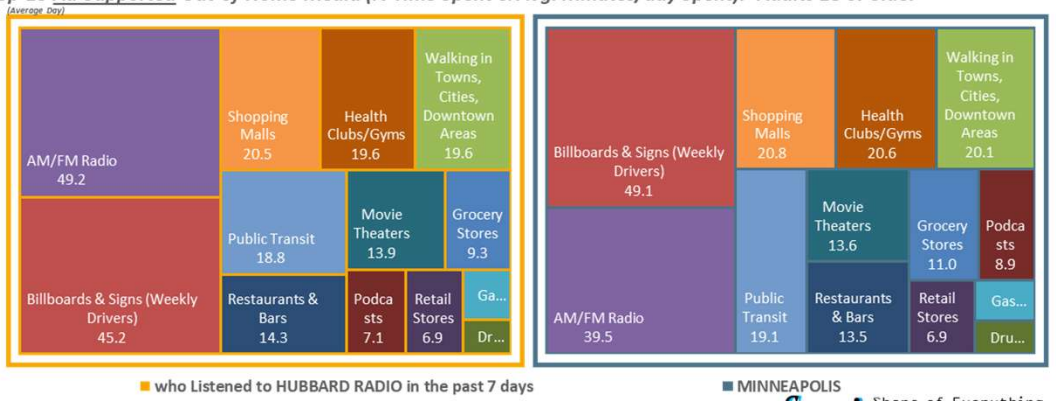
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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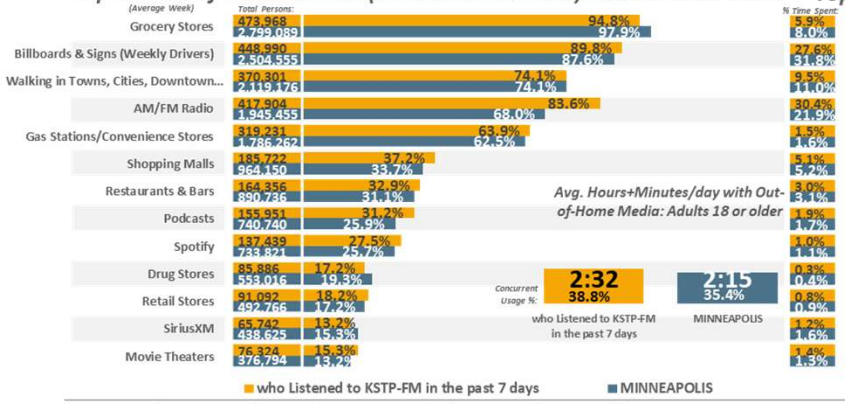
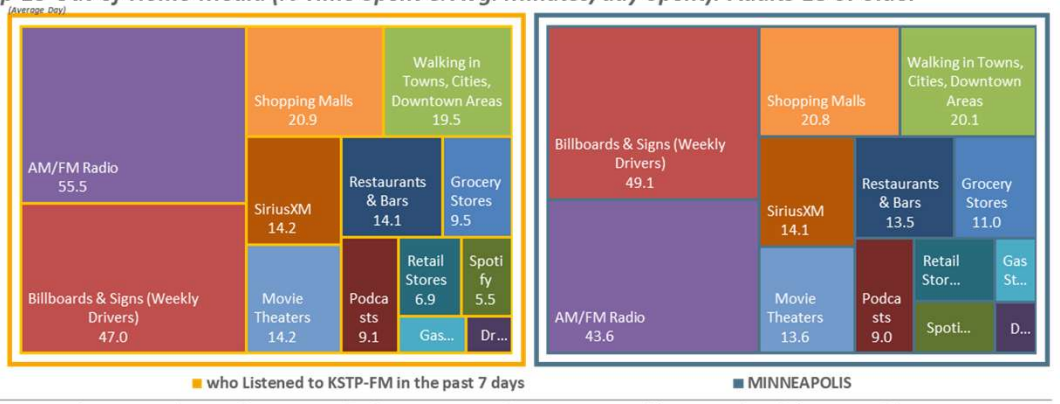
Radio Stations: KSTP-FM OR Radio Stations: KTMY-FM

448,990 or 89.8% of Adults 18 or older who Listened to KSTP-FM in the past 7 days spend an average of 47. minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 50.6 minutes/day.

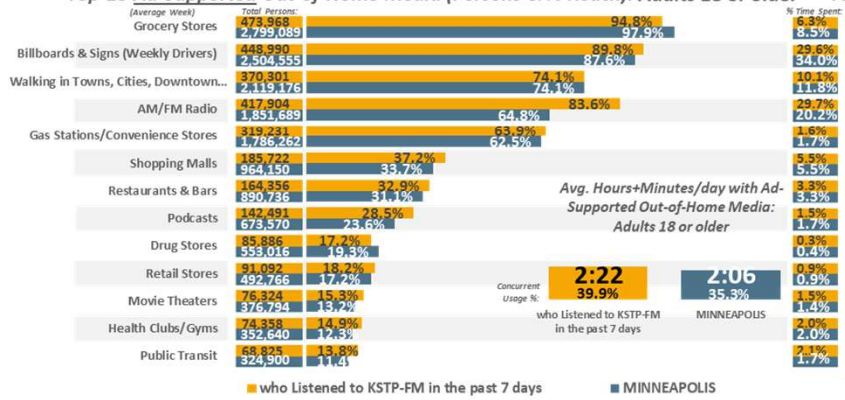
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



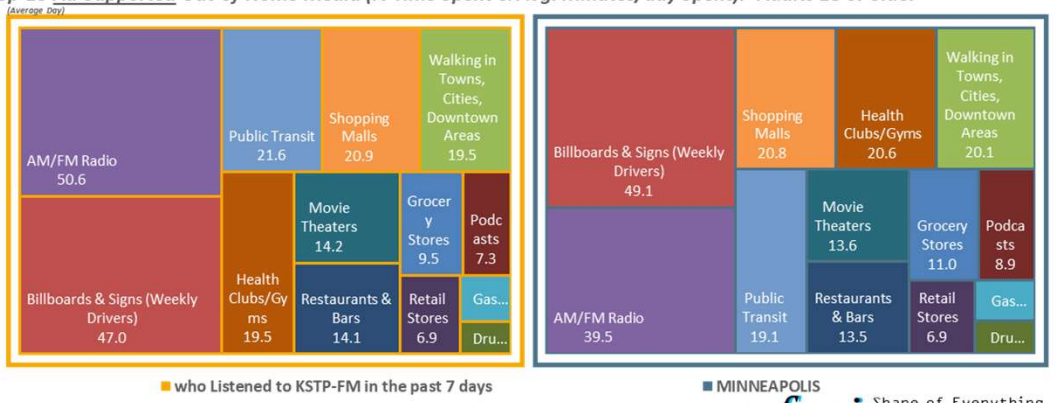
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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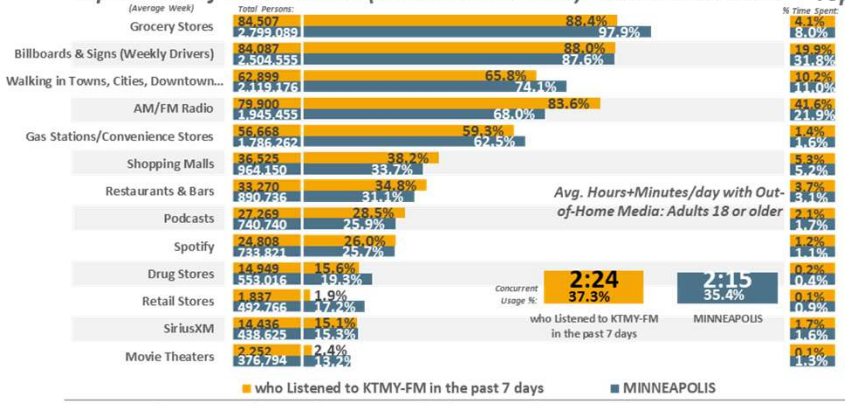
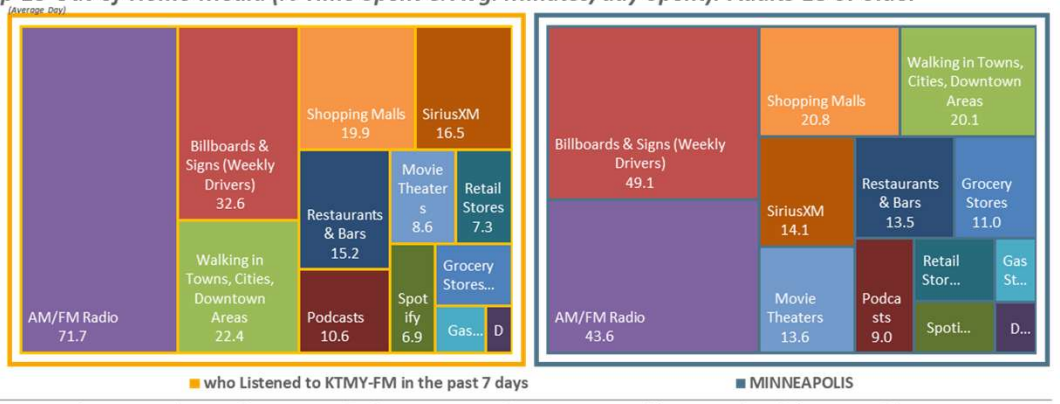
Radio Stations: KSTP-FM

84,087 or 88.% of Adults 18 or older who Listened to KTMY-FM in the past 7 days spend an average of 32.6 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 50.6 minutes/day.

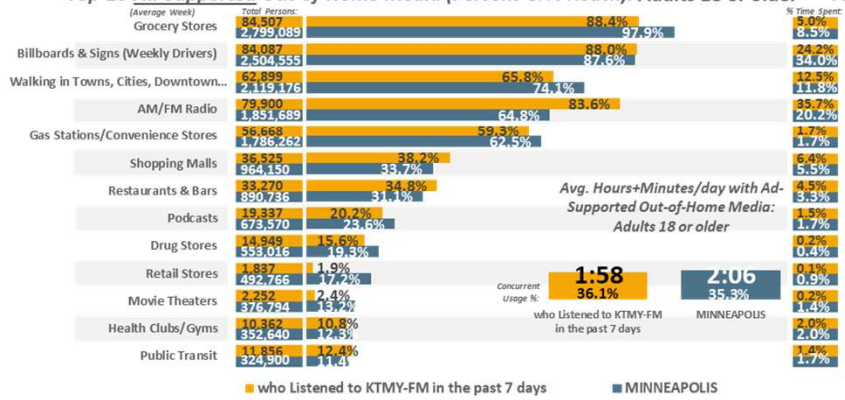
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



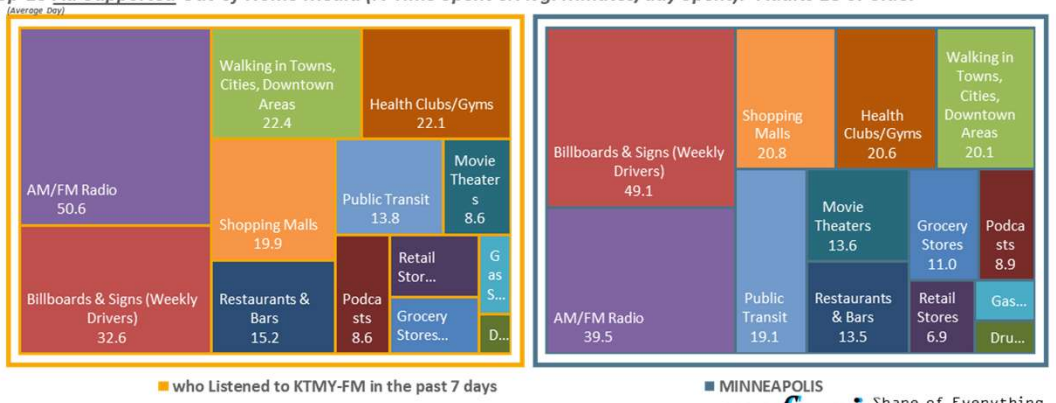
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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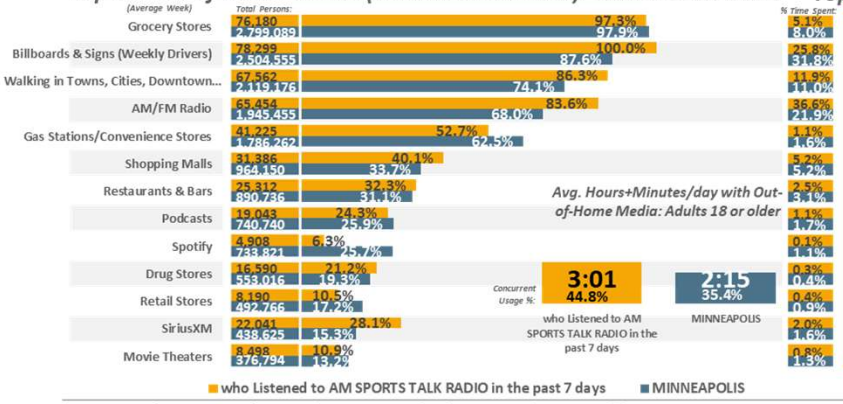
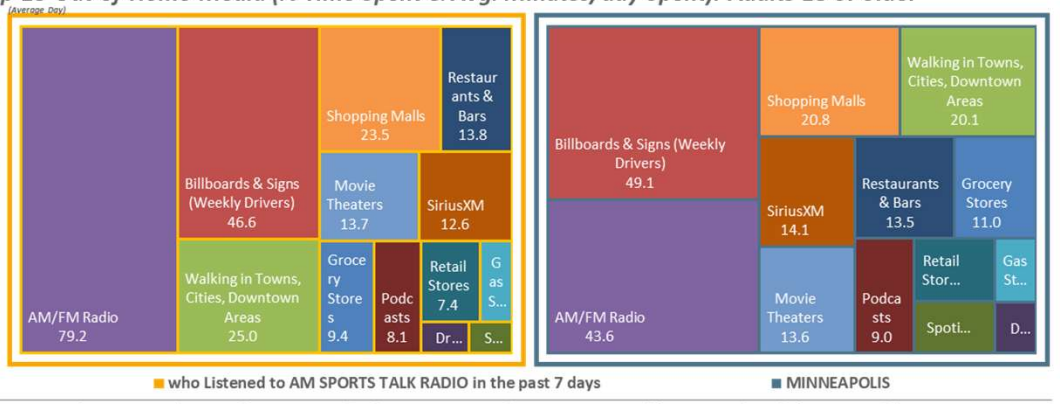
Radio Stations: KTMY-FM

78,299 or 100.% of Adults 18 or older who Listened to AM SPORTS TALK RADIO in the past 7 days spend an average of 46.6 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 68.3 minutes/da

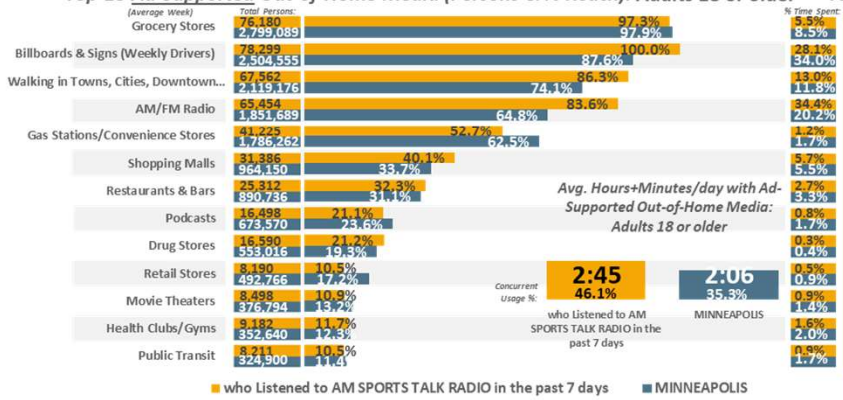
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



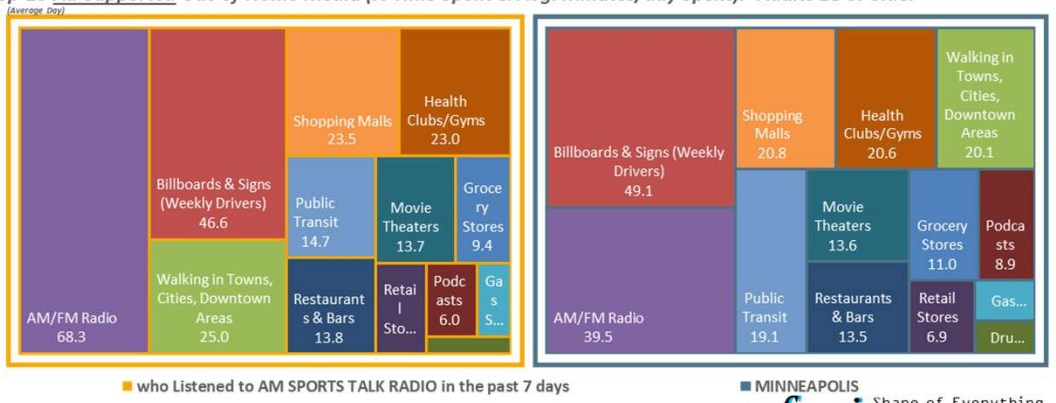
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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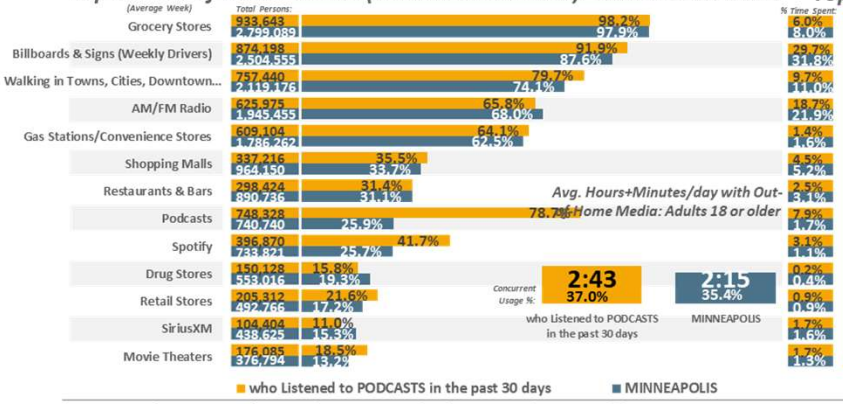
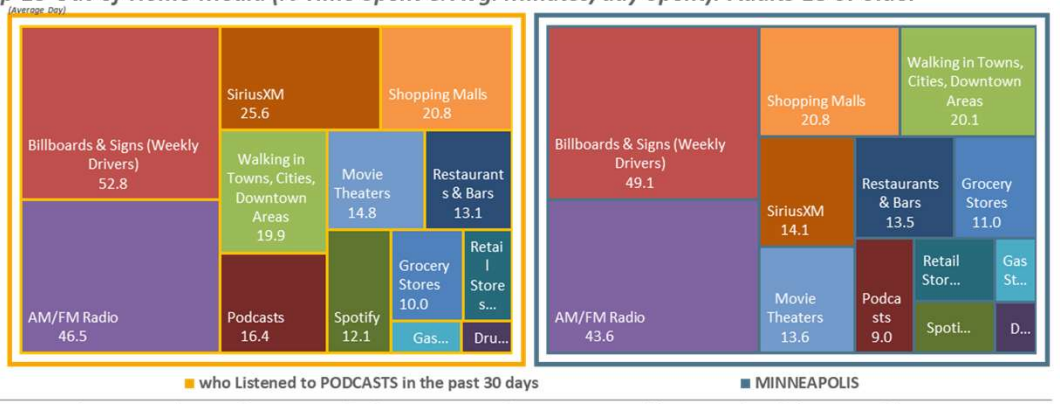
[(Radio format profiles (M-S 6am-Mid cume): All Sports AND (Radio Stations: KTLK-AM OR Radio Stations: WCCO-AM OR Radio Stations: WDGY-AM))]

874,198 or 91.9% of Adults 18 or older who Listened to PODCASTS in the past 30 days spend an average of 52.8 minutes per day driving, seeing Billboards and Signs. 61.3% Listen to Local Radio Stations Out-of-Home for an average of 40.7 minutes/day.

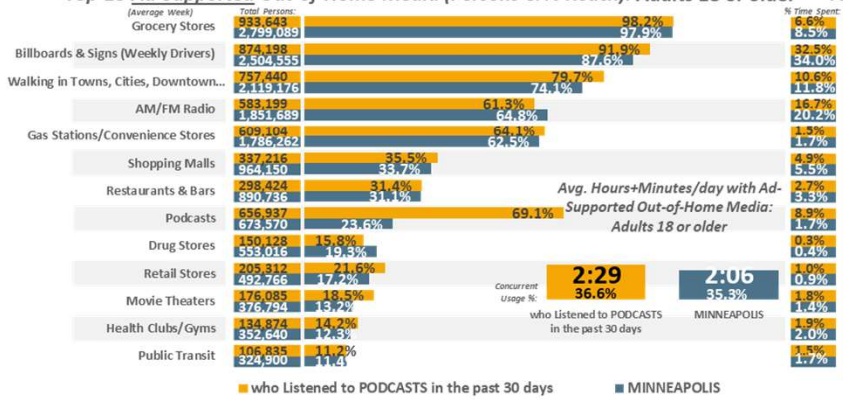
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



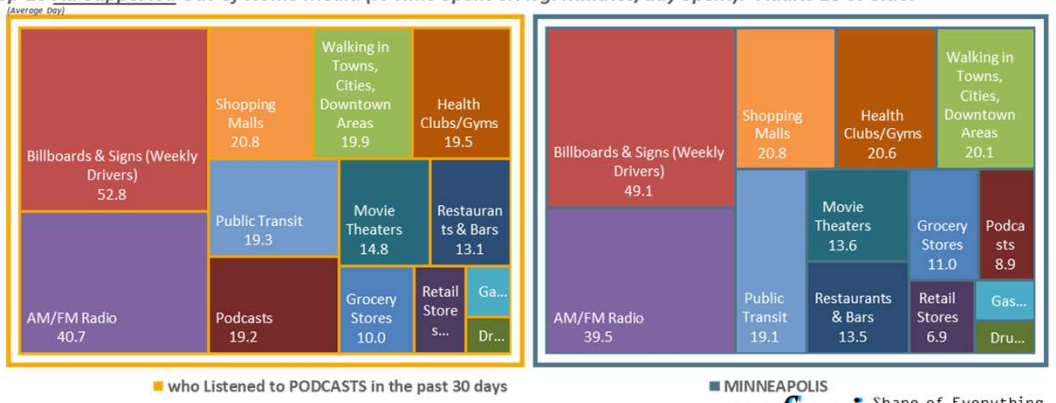
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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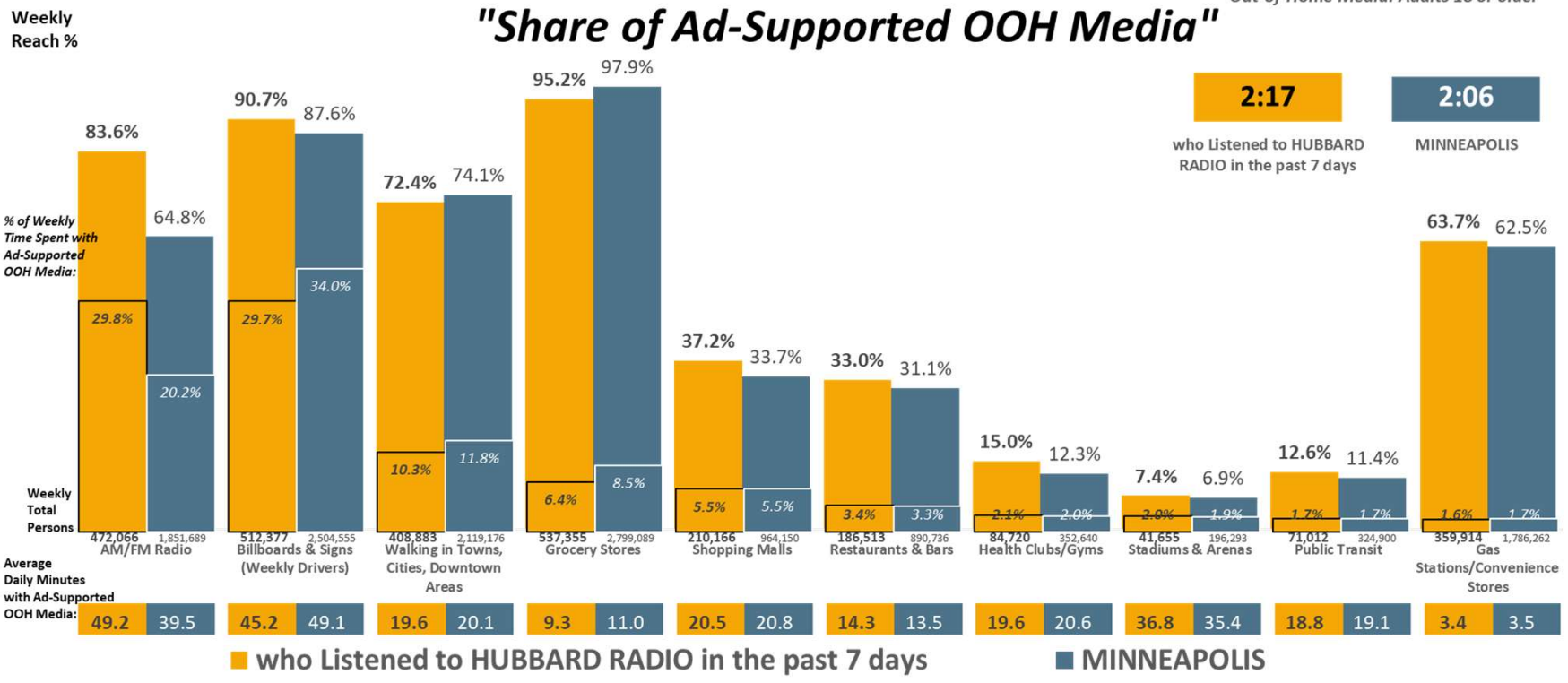
Watched, listened, or downloaded podcast past 30 days: Yes

512,377 or 90.7% of Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days spend an average of 45.2 minutes per day driving, seeing Billboards and Signs representing 29.7% 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



MINNEAPOLIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 319 MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 1,493

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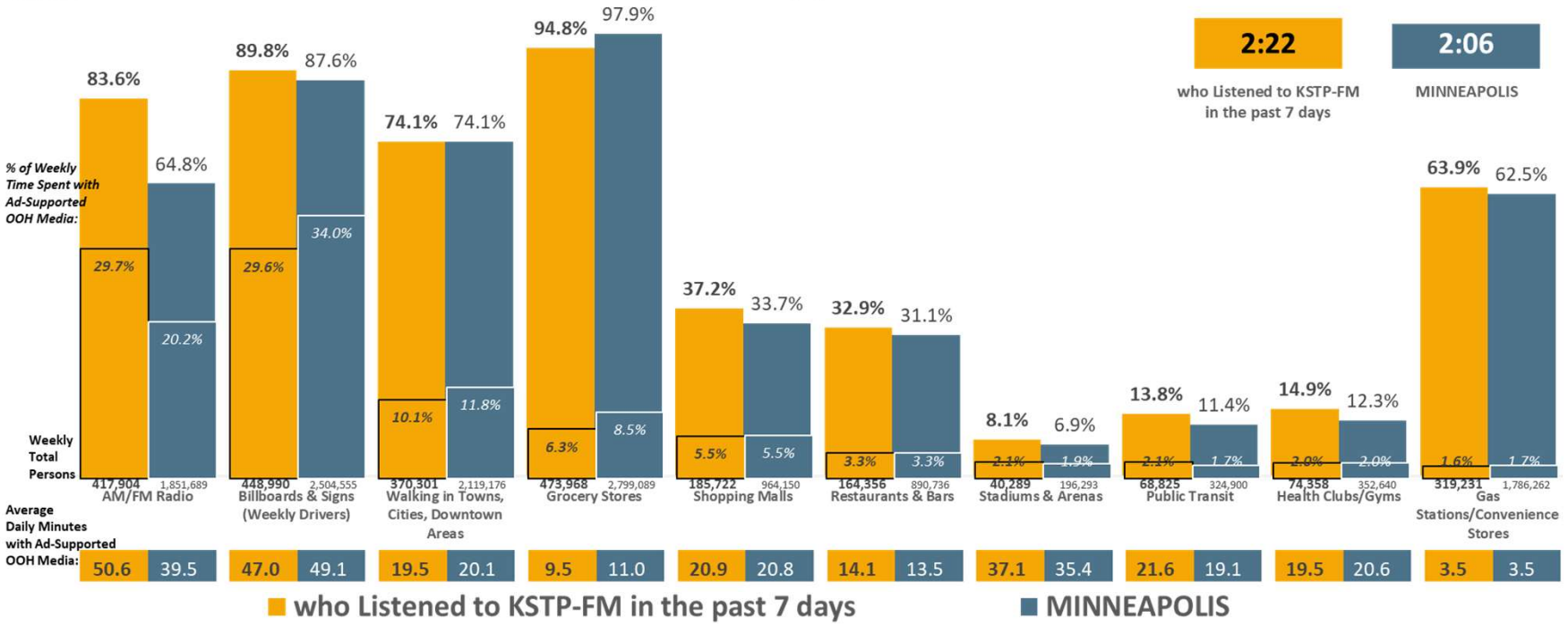
Radio Stations: KSTP-FM OR Radio Stations: KTMY-FM

448,990 or 89.8% of Adults 18 or older who Listened to KSTP-FM in the past 7 days spend an average of 47. minutes per day driving, seeing Billboards and Signs representing 29.6% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



MINNEAPOLIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 273 MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 1,493

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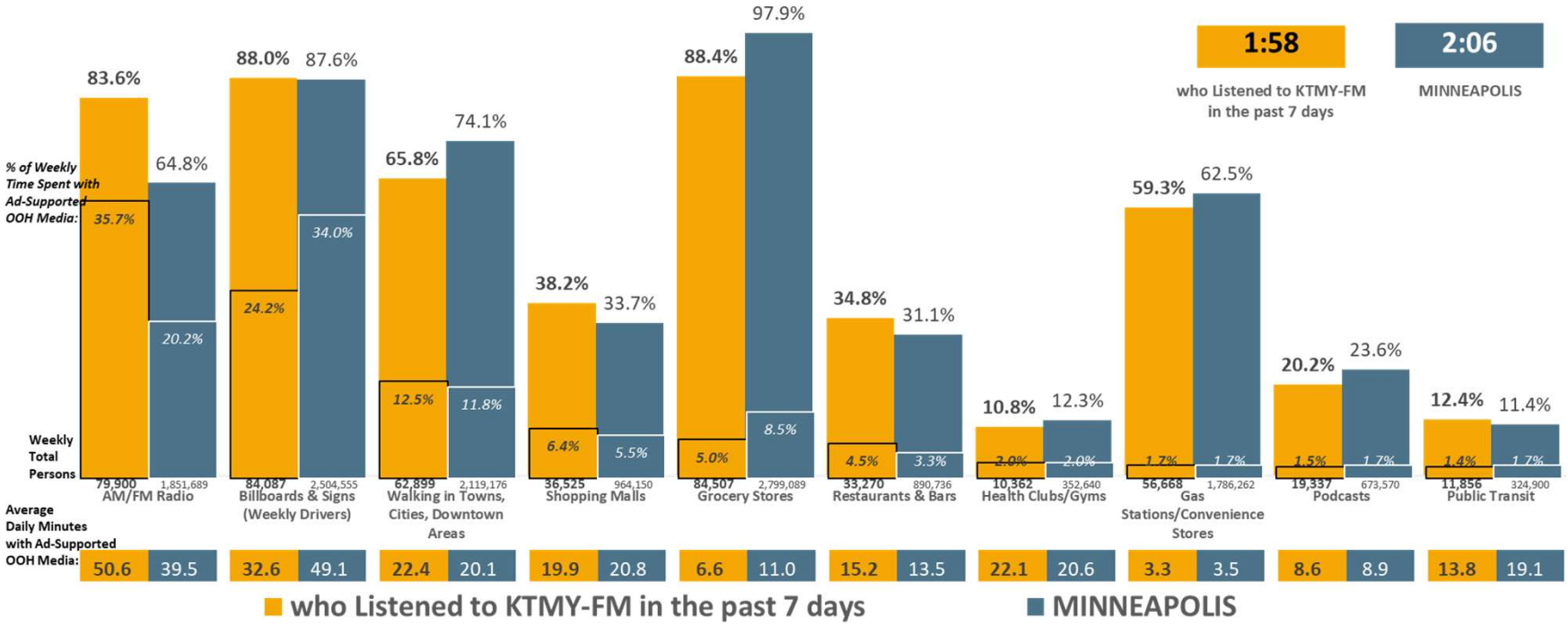
Radio Stations: KSTP-FM

84,087 or 88.% of Adults 18 or older who Listened to KTMY-FM in the past 7 days spend an average of 32.6 minutes per day driving, seeing Billboards and Signs representing 24.2% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



MINNEAPOLIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 64 MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 1,493

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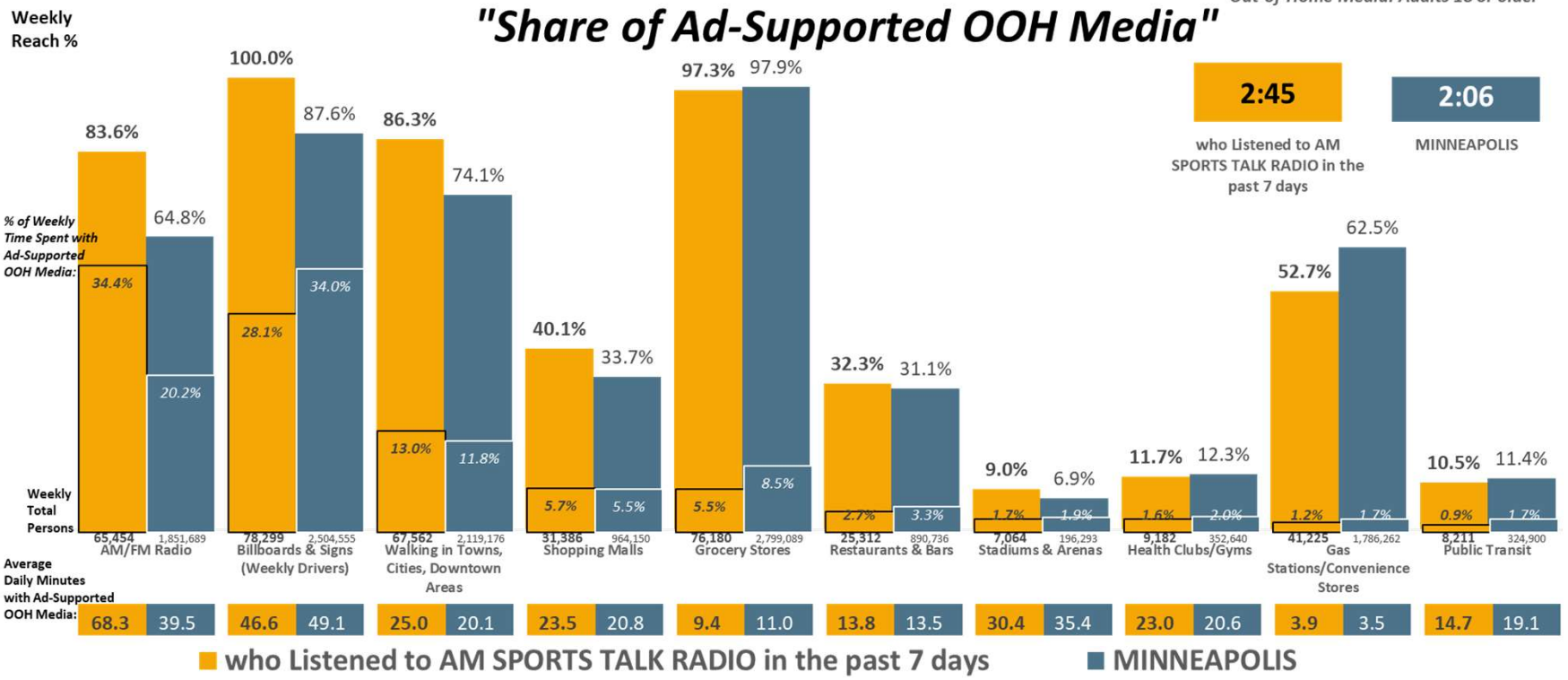
Radio Stations: KTMY-FM

78,299 or 100.% of Adults 18 or older who Listened to AM SPORTS TALK RADIO in the past 7 days spend an average of 46.6 minutes per day driving, seeing Billboards and Signs representing 28.1% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



MINNEAPOLIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 49 MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 1,493

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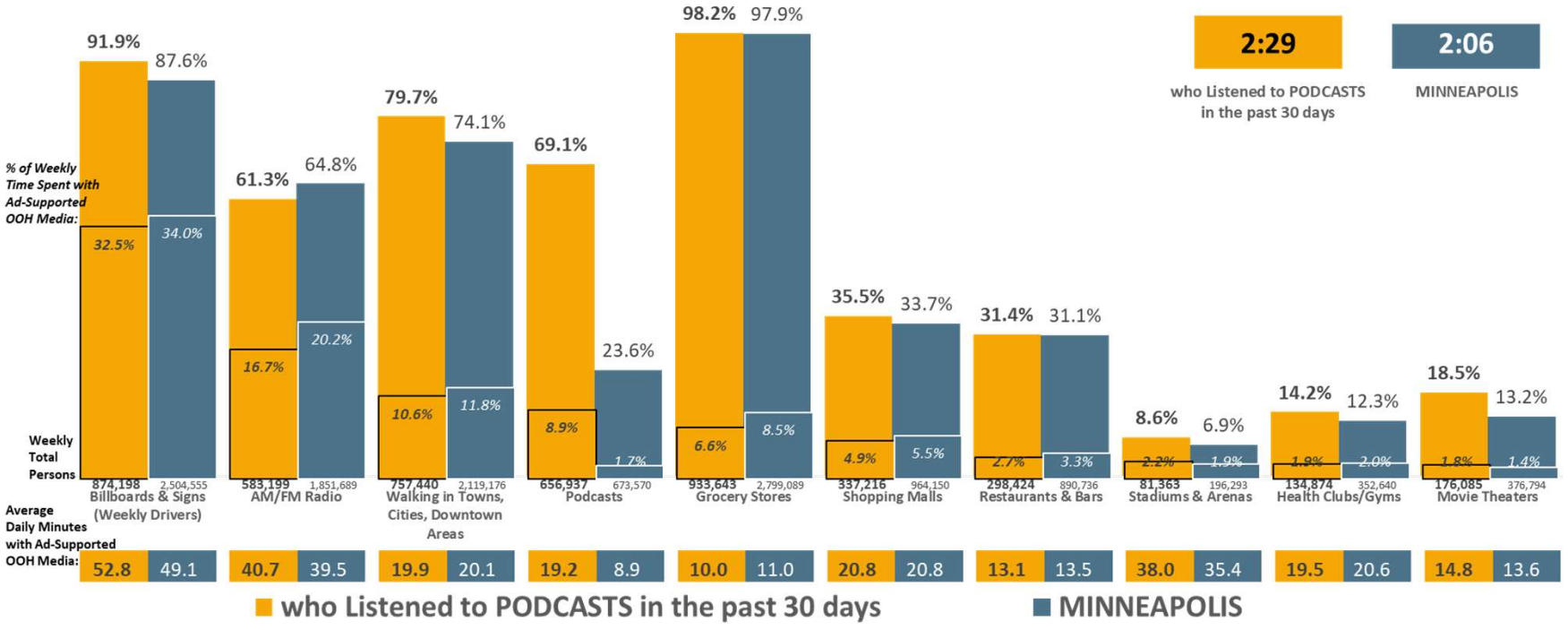
[(Radio format profiles (M-S 6am-Mid cume): All Sports AND (Radio Stations: KTLK-AM OR Radio Stations: WCCO-AM OR Radio Stations: WDGY-AM))]

874,198 or 91.9% of Adults 18 or older who Listened to PODCASTS in the past 30 days spend an average of 52.8 minutes per day driving, seeing Billboards and Signs representing 32.5% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



MINNEAPOLIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 469 MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 1,493

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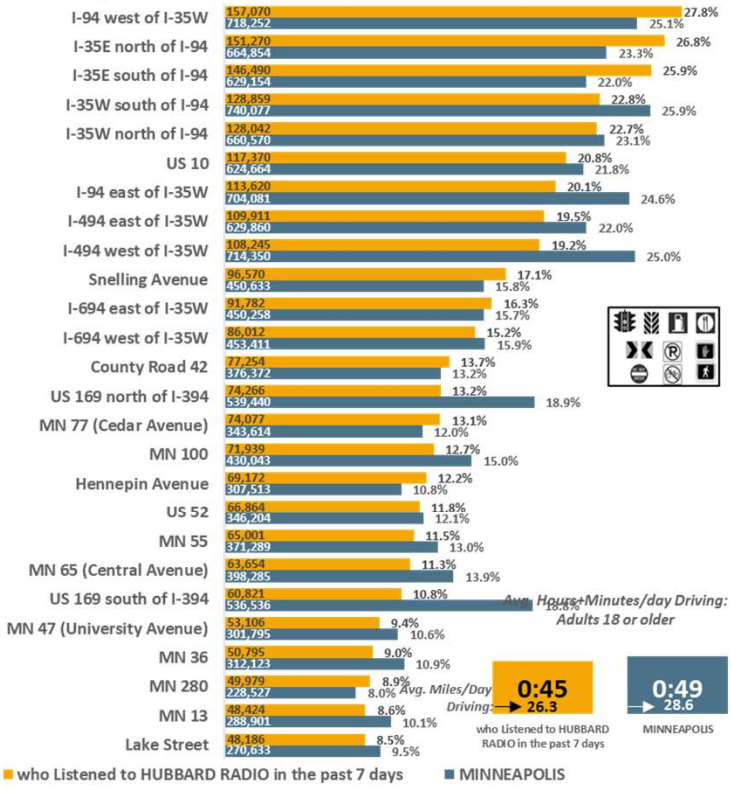
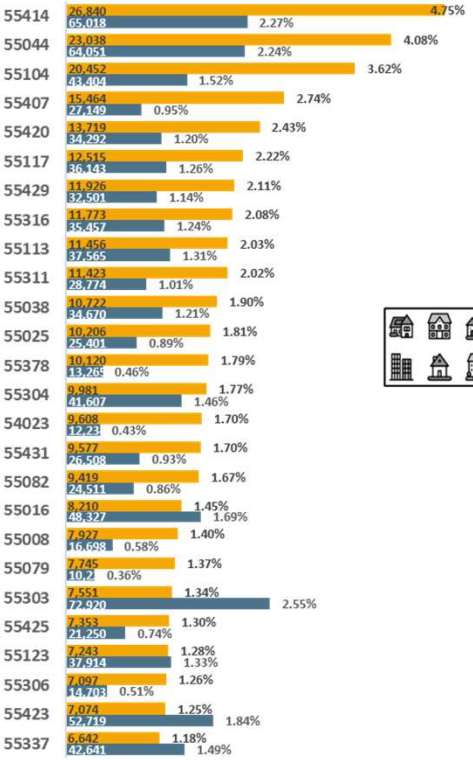
Watched, listened, or downloaded podcast past 30 days: Yes

512,377 or 90.7% of Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days spend an average of 45.2 minutes per day driving an average of 26.3 miles each day and are 17.9% more likely to use I-35E south of I-94 than the Metro average.

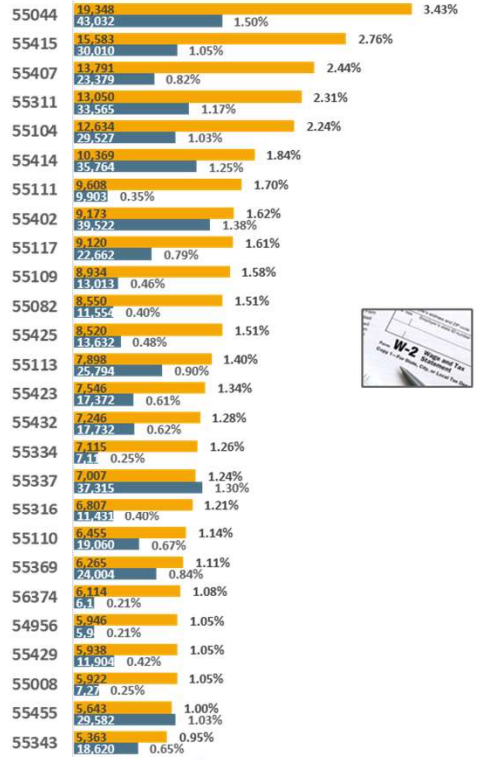
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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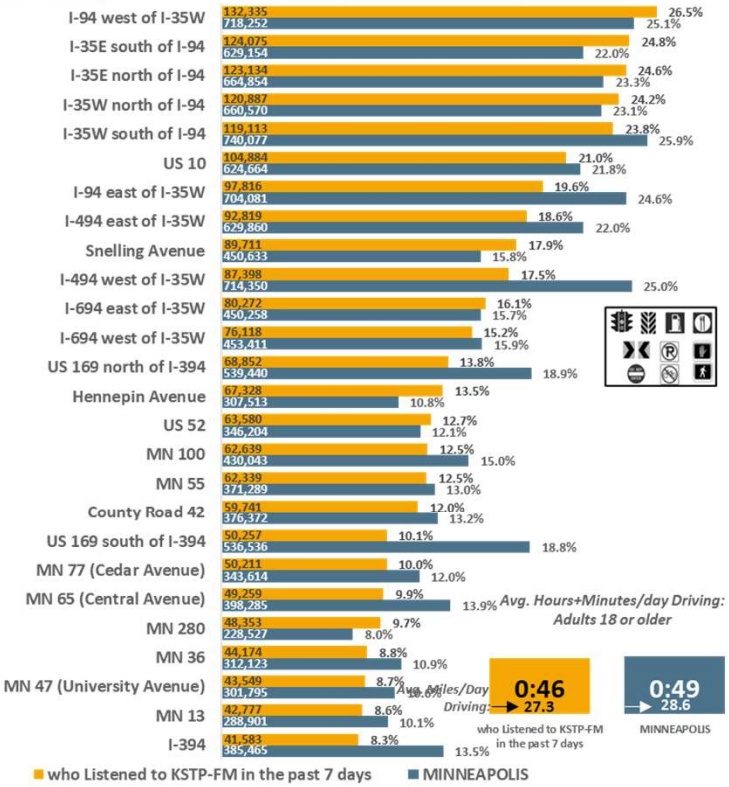
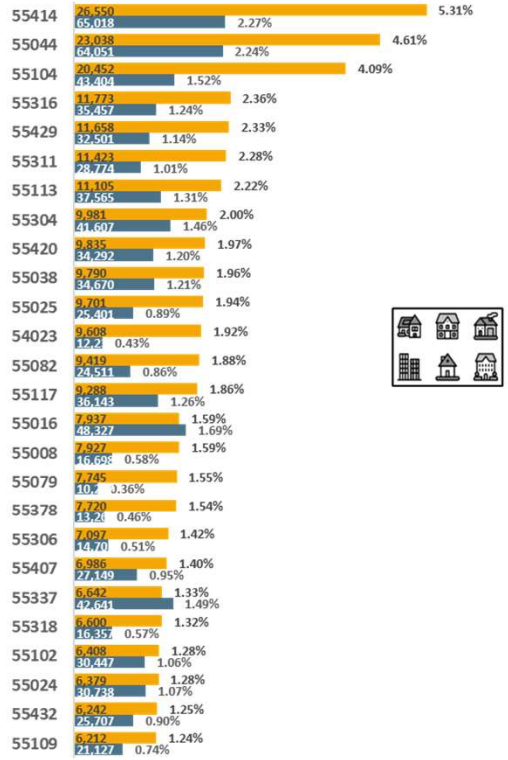
Radio Stations: KSTP-FM OR Radio Stations: KTMY-FM

448,990 or 89.8% of Adults 18 or older who Listened to KSTP-FM in the past 7 days spend an average of 47. minutes per day driving an average of 27.3 miles each day and are 25.2% more likely to use Hennepin Avenue than the Metro average.

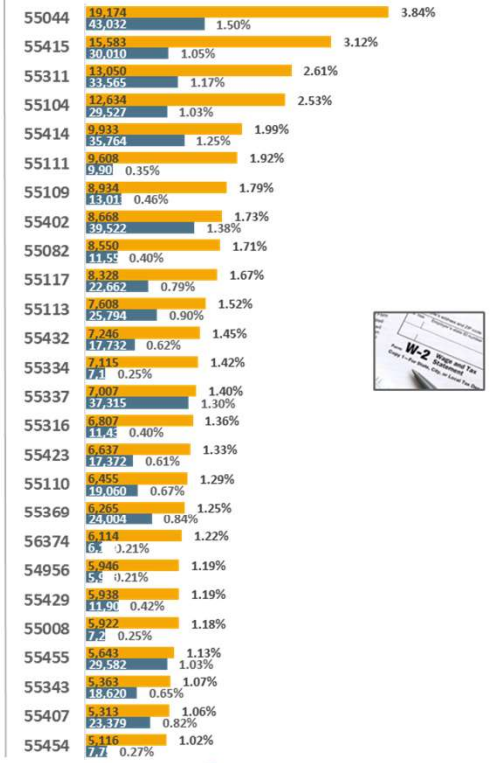
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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MINNEAPOLIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 273

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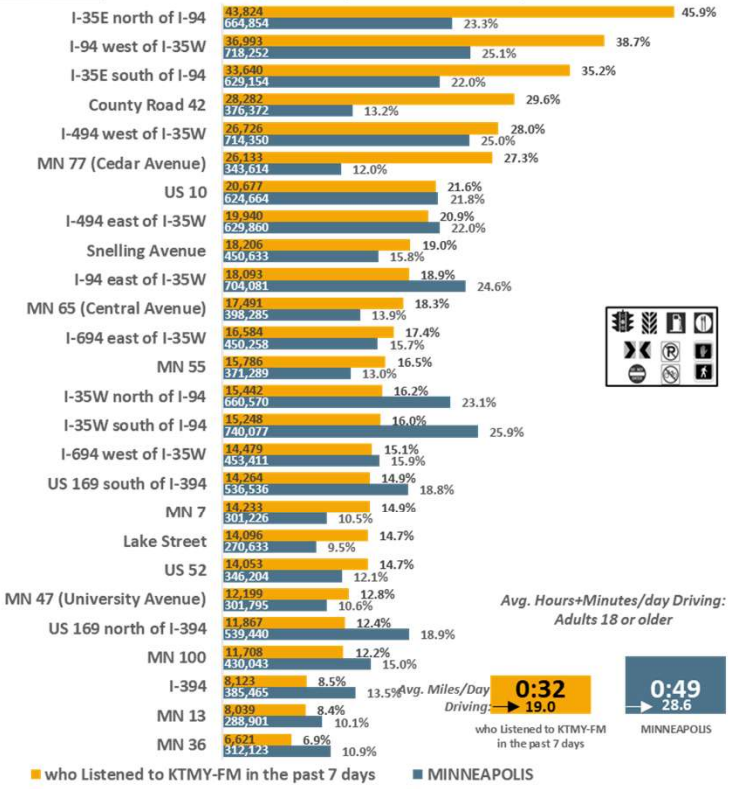
Radio Stations: KSTP-FM

84,087 or 88.% of Adults 18 or older who Listened to KTMY-FM in the past 7 days spend an average of 32.6 minutes per day driving an average of 19. miles each day and are 127.5% more likely to use MN 77 (Cedar Avenue) than the Metro average.

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



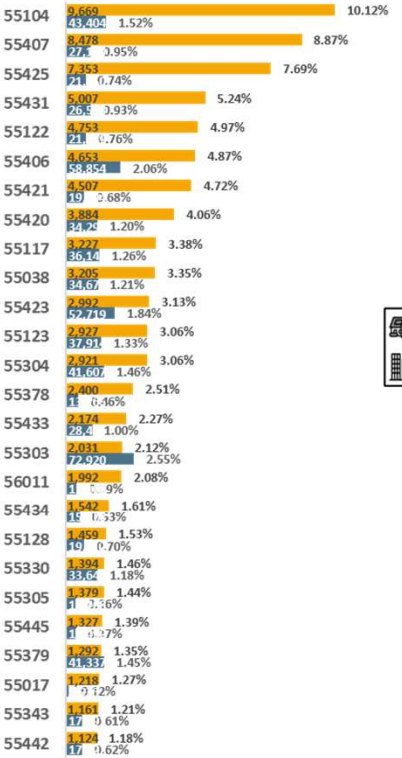
Avg. Hours+Minutes/day Driving: Adults 18 or older

Avg. Miles/Day Driving: → 19.0

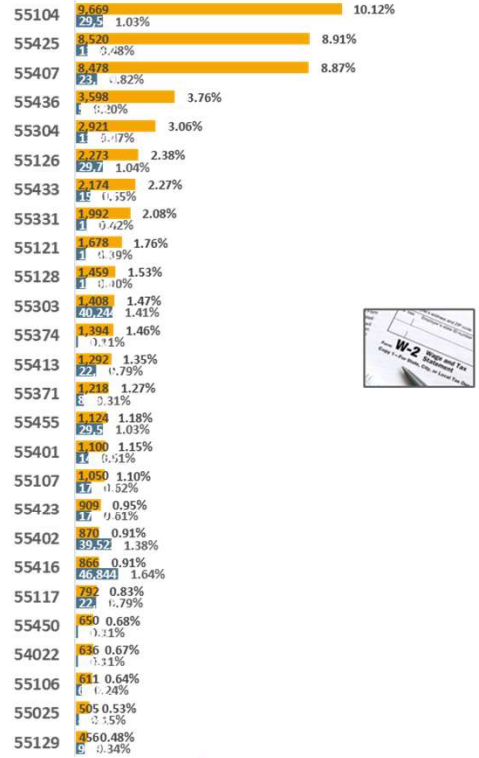
0:32 who Listened to KTMY-FM in the past 7 days

0:49 → 28.6 MINNEAPOLIS

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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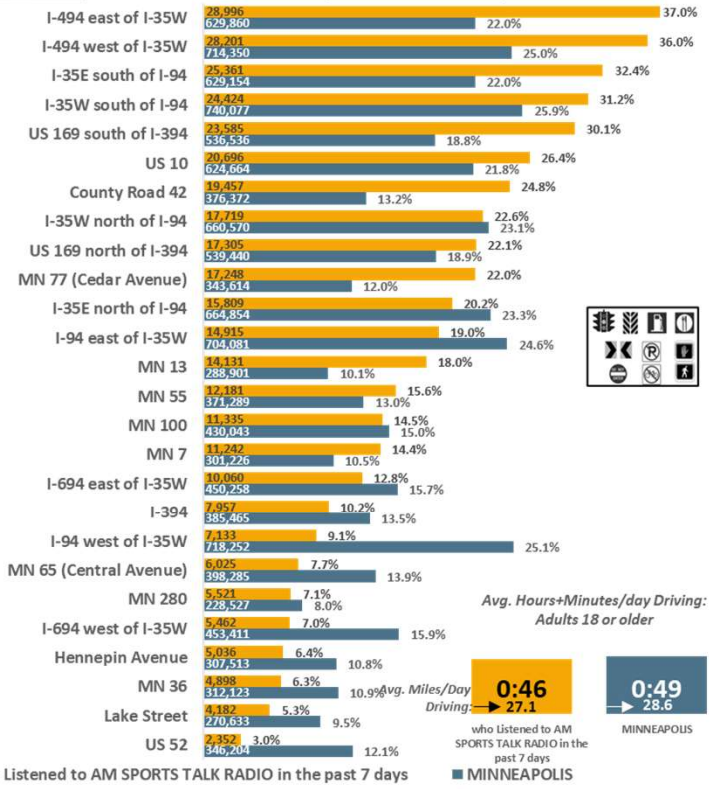
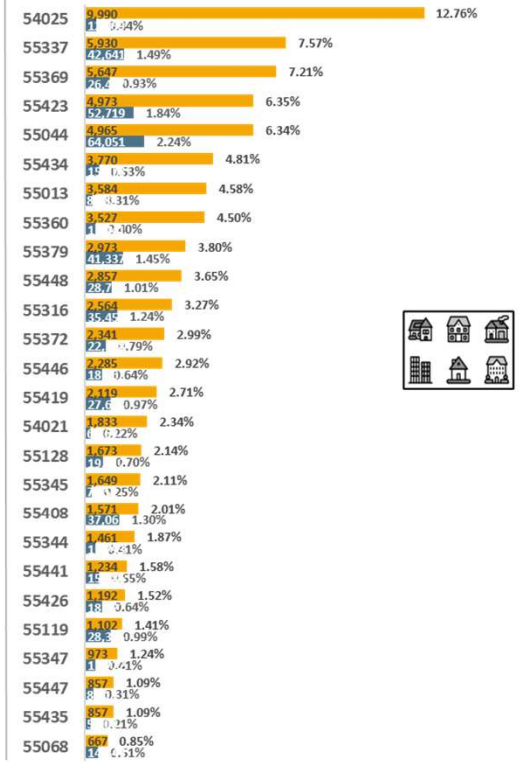
78,299 or 100.% of Adults 18 or older who Listened to AM SPORTS TALK RADIO in the past 7 days spend an average of 46.6 minutes per day driving an average of 27.1 miles each day and are 88.8% more likely to use County Road 42 than the Metro average.

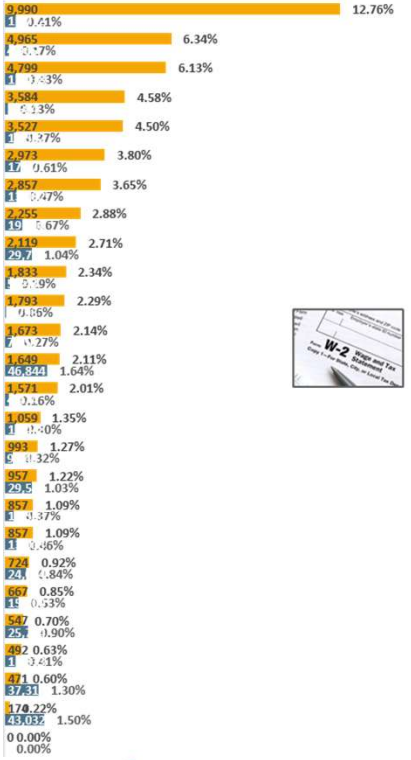
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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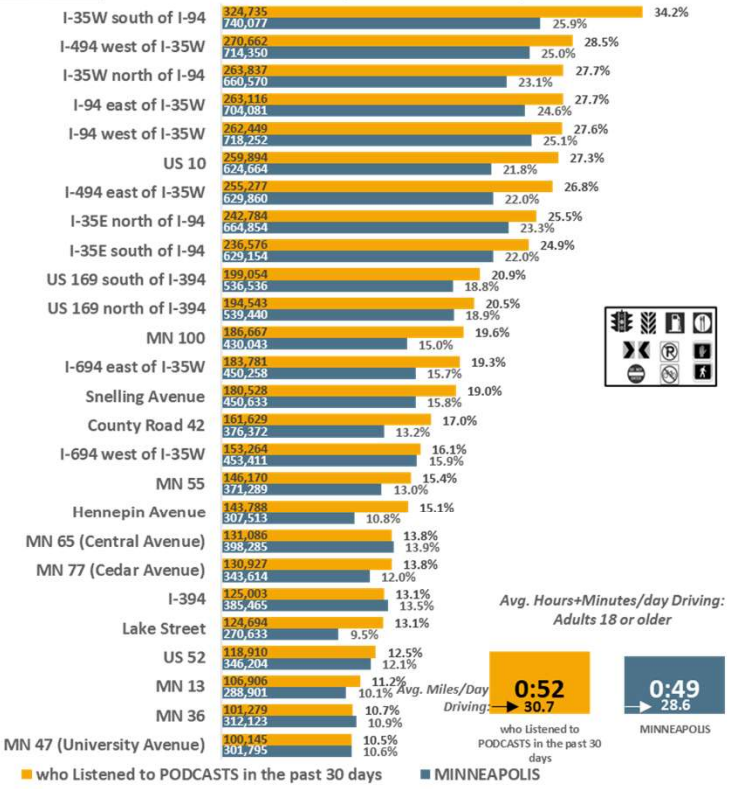
[(Radio format profiles (M-S 6am-Mid cume): All Sports AND (Radio Stations: KTLK-AM OR Radio Stations: WCCO-AM OR Radio Stations: WDGY-AM))]

874,198 or 91.9% of Adults 18 or older who Listened to PODCASTS in the past 30 days spend an average of 52.8 minutes per day driving an average of 30.7 miles each day and are 40.6% more likely to use Hennepin Avenue than the Metro average.

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



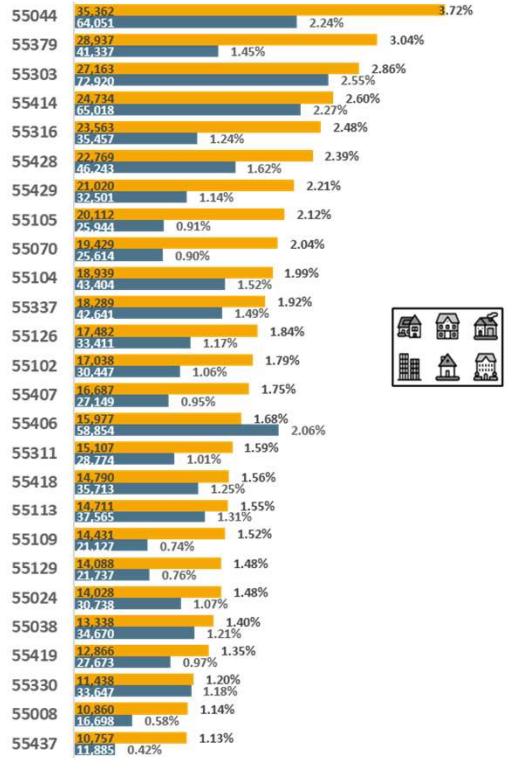
Avg. Hours+Minutes/day Driving: Adults 18 or older

Avg. Miles/Day Driving: 30.7

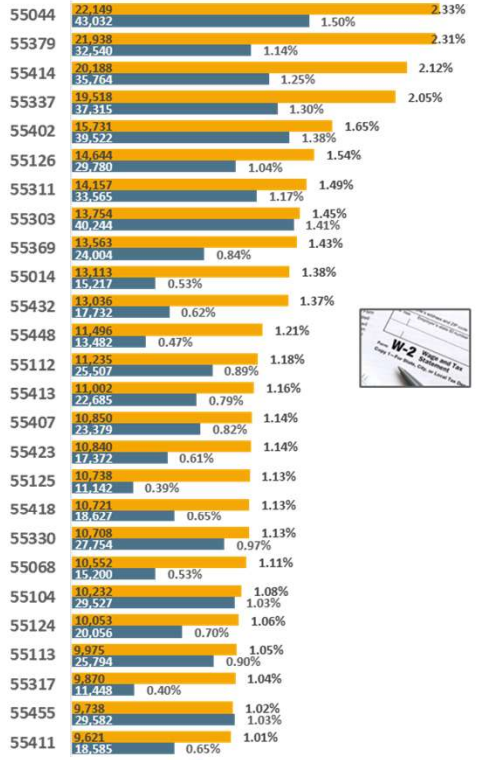
0:52 who Listened to PODCASTS in the past 30 days

0:49 28.6 MINNEAPOLIS

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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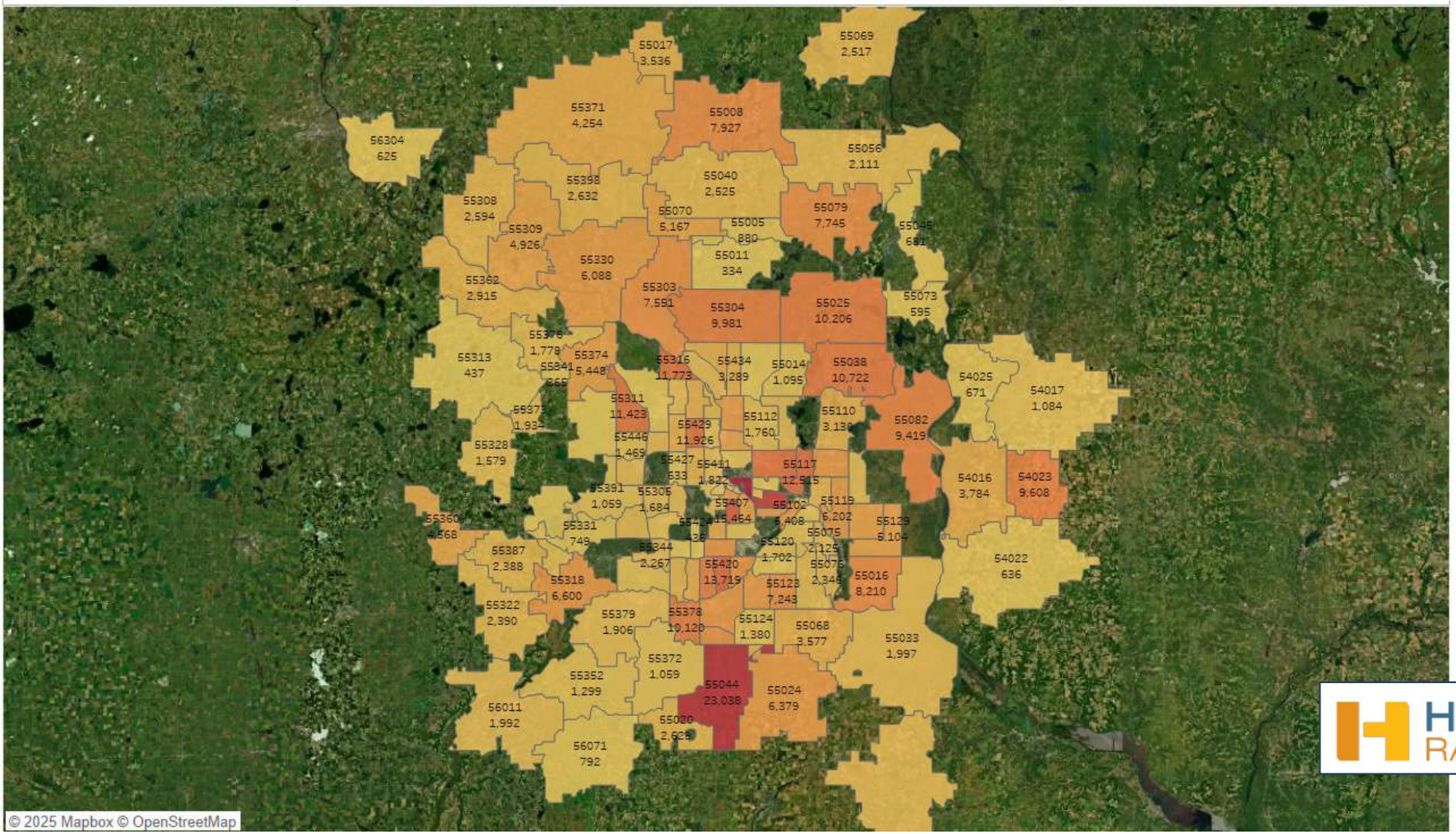
Watched, listened, or downloaded podcast past 30 days: Yes

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



HUBBARD RADIO

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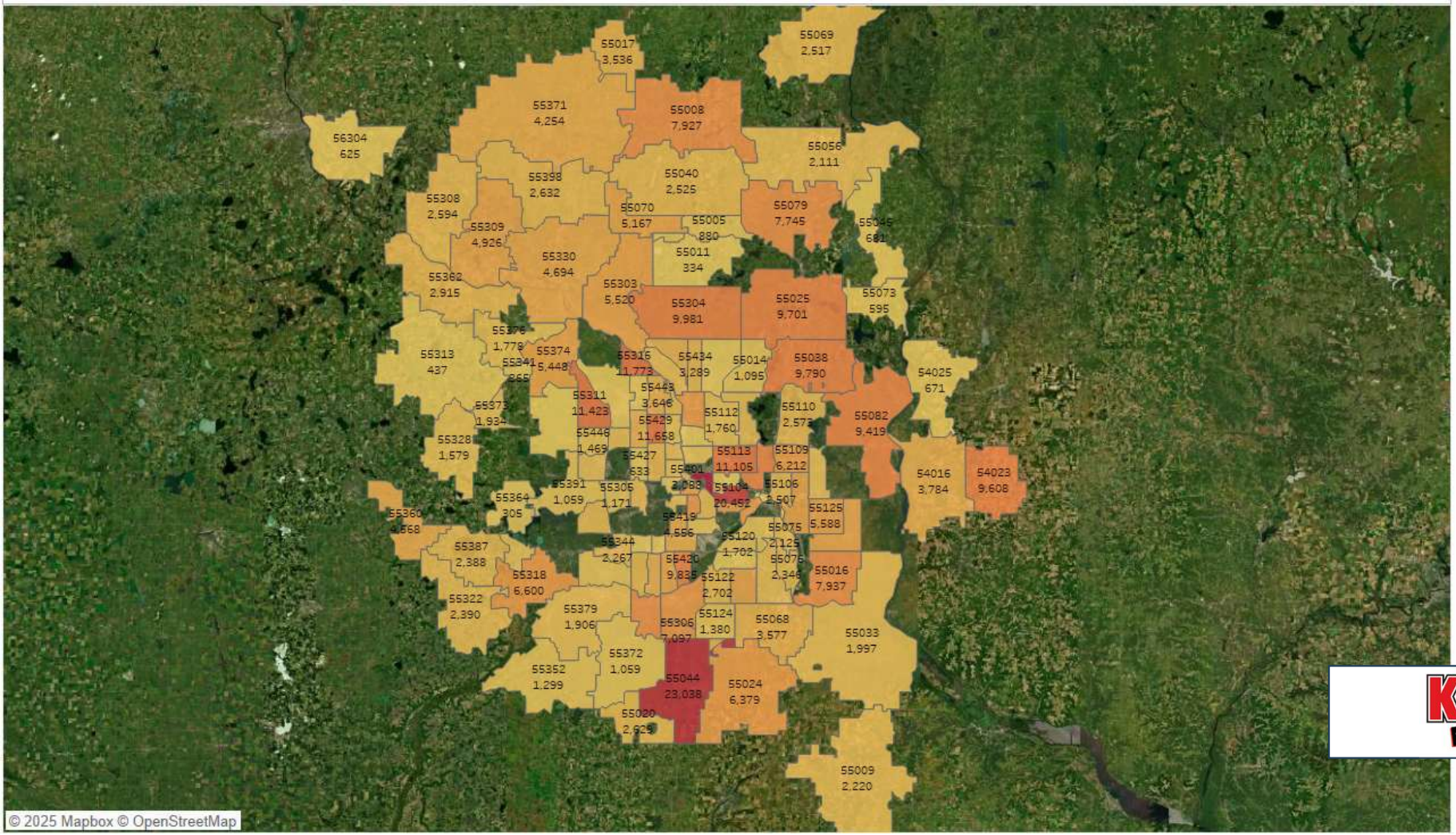
Radio Stations: KSTP-FM OR Radio Stations: KTMY-FM

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



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Radio Stations: KSTP-FM

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



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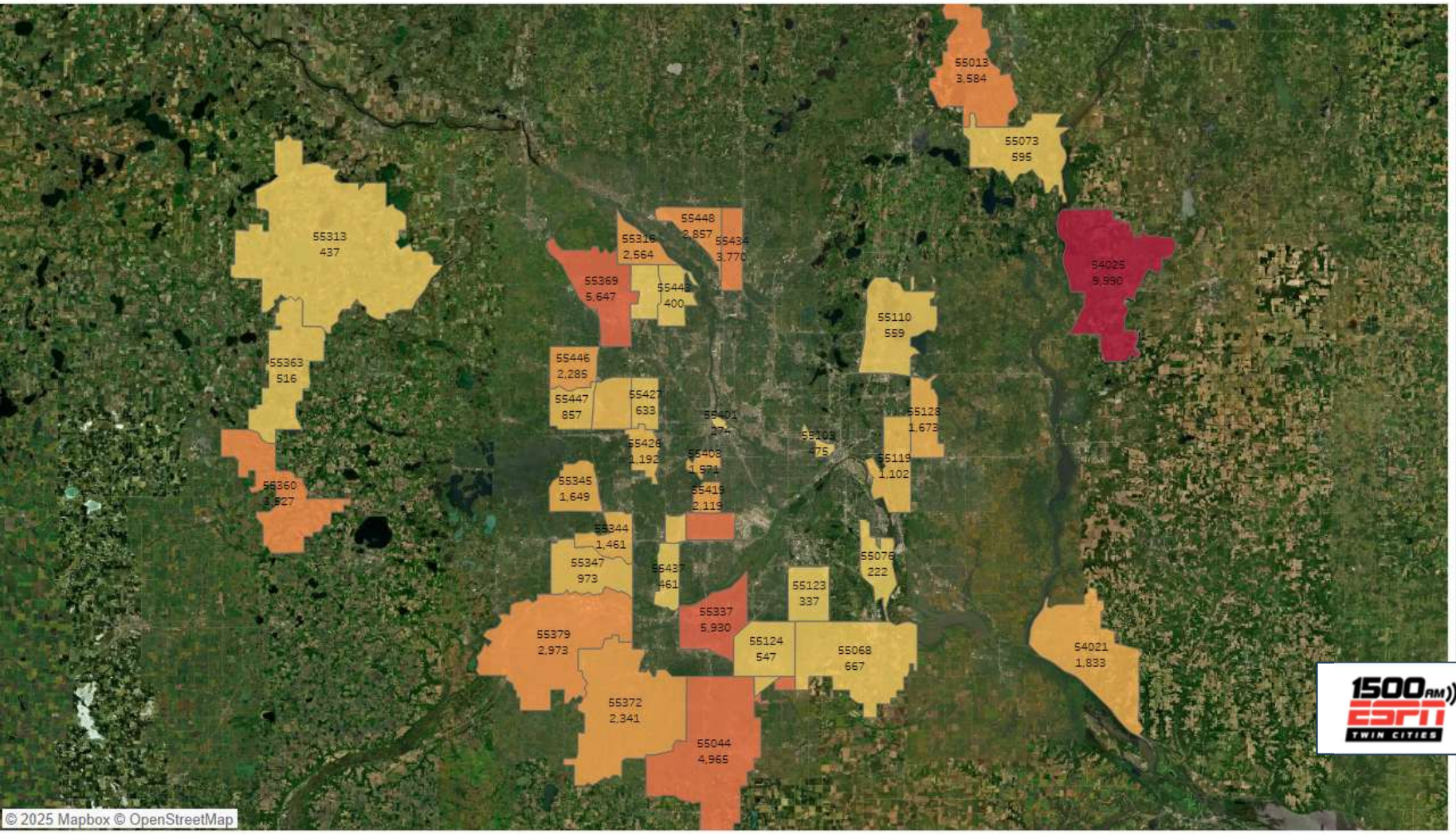
Radio Stations: KTMY-FM

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



SUM(Adults 18 or older ...

222 9,990

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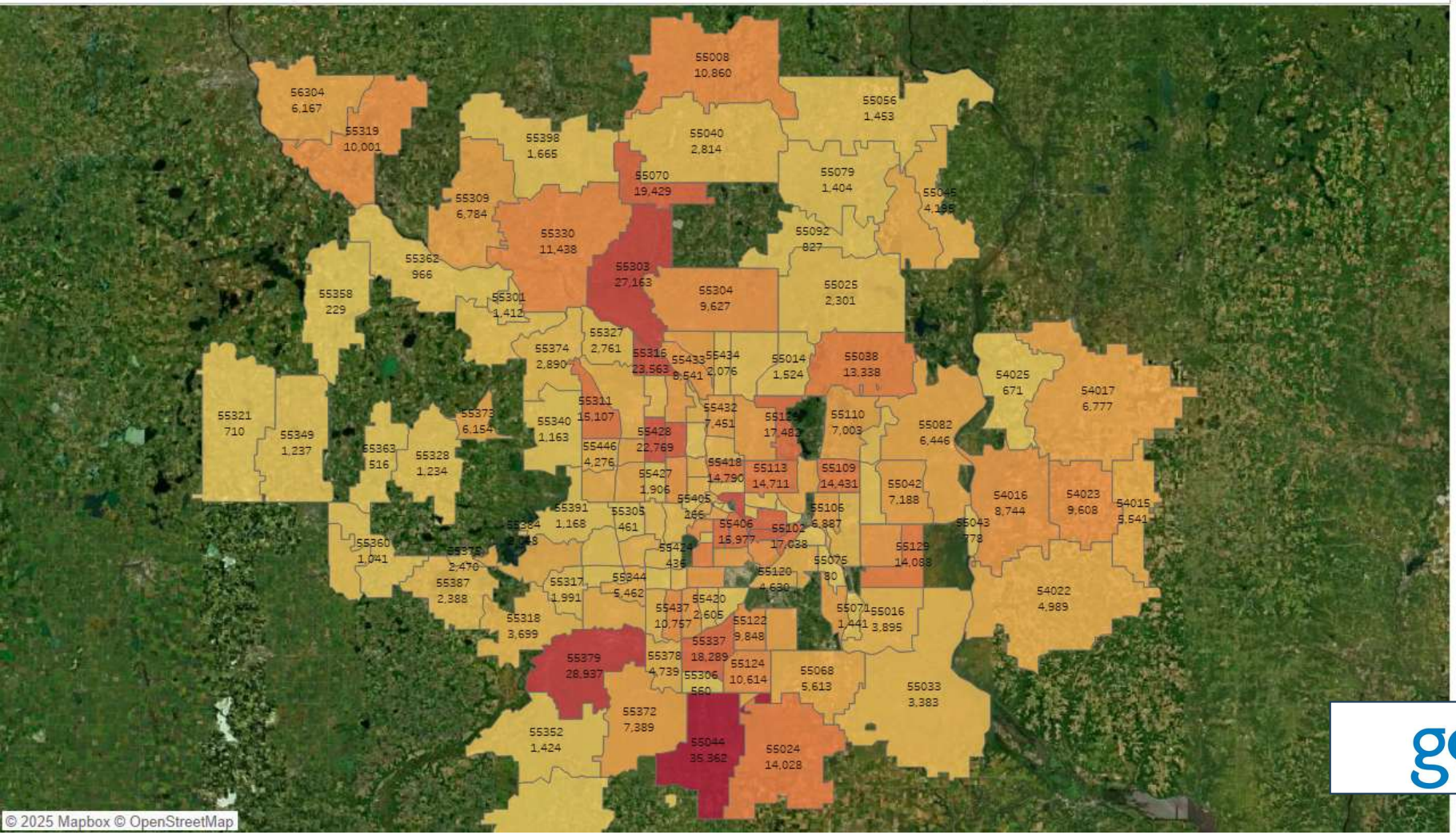
[(Radio format profiles (M-S 6am-Mid cume): All Sports AND (Radio Stations: KTLK-AM OR Radio Stations: WCCO-AM OR Radio Stations: WDGY-AM))]

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



gamut PODCAST NETWORK

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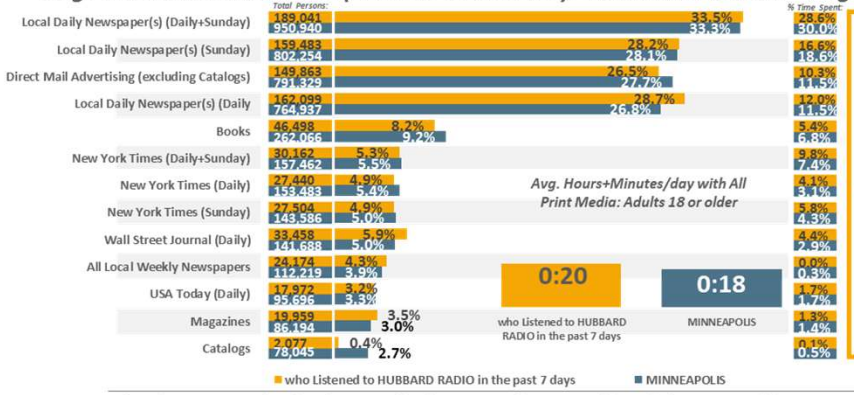
Watched, listened, or downloaded podcast past 30 days: Yes

189,041 or 33.5% of Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9. minutes every day representing 30.2% of all time spent daily with All forms of Print Media.

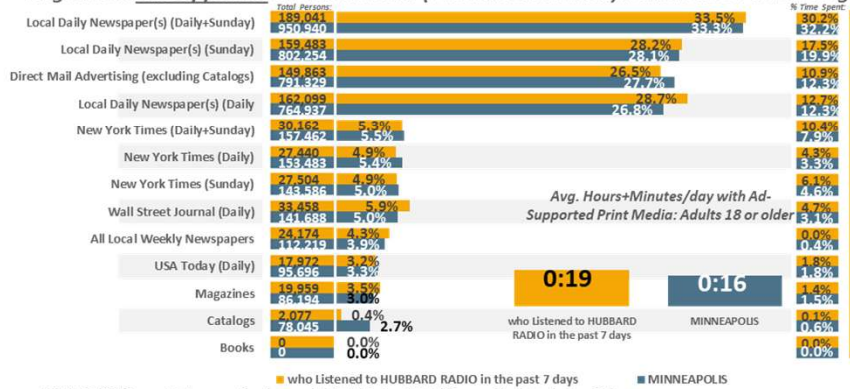
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



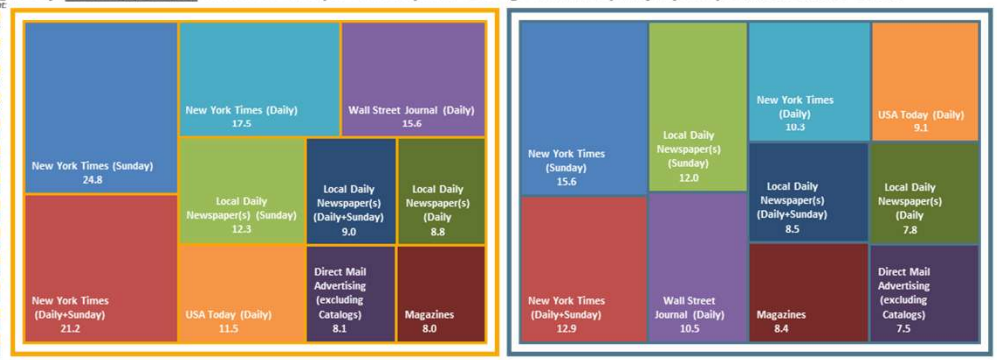
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



MINNEAPOLIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 319

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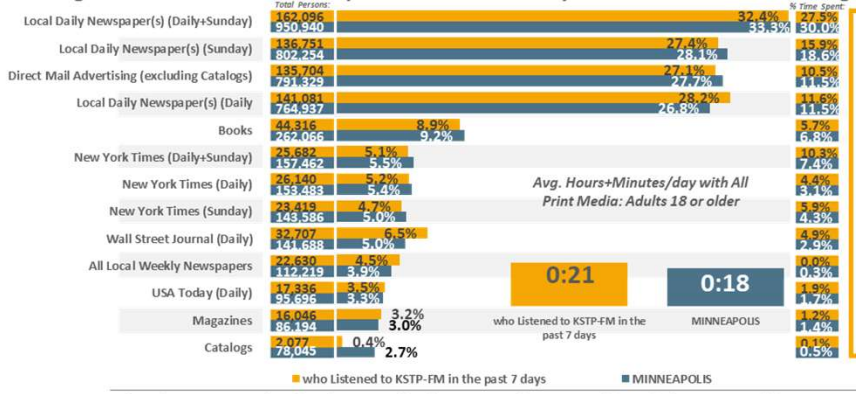
Radio Stations: KSTP-FM OR Radio Stations: KTMY-FM

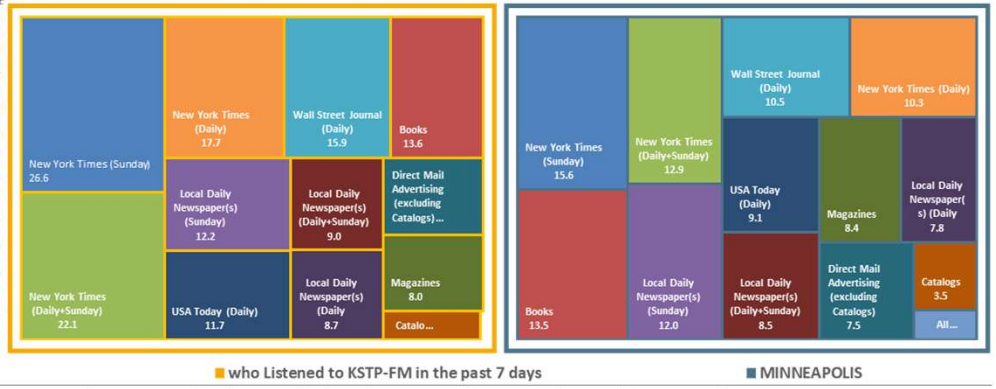


162,096 or 32.4% of Adults 18 or older who Listened to KSTP-FM in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9. minutes every day representing 29.2% of all time spent daily with All forms of Print Media.

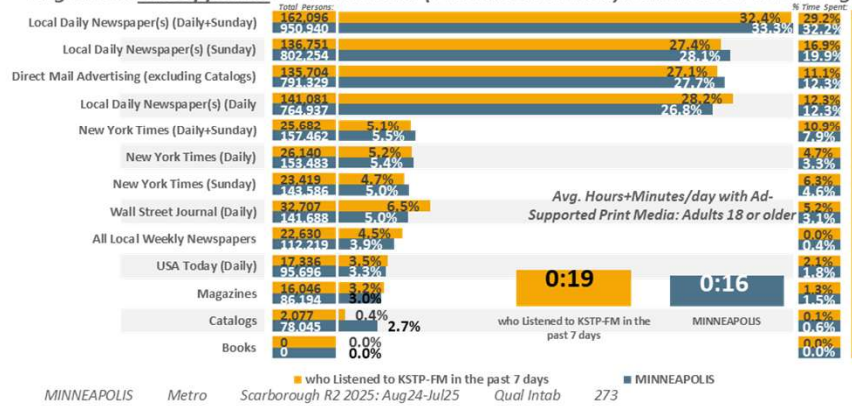
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



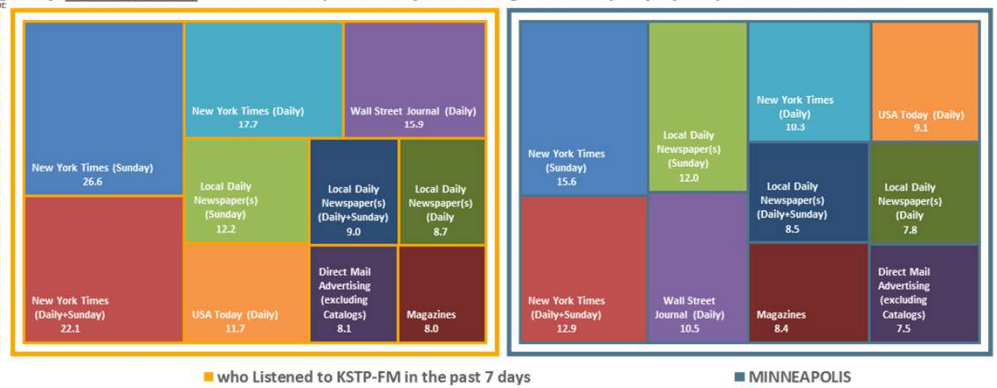
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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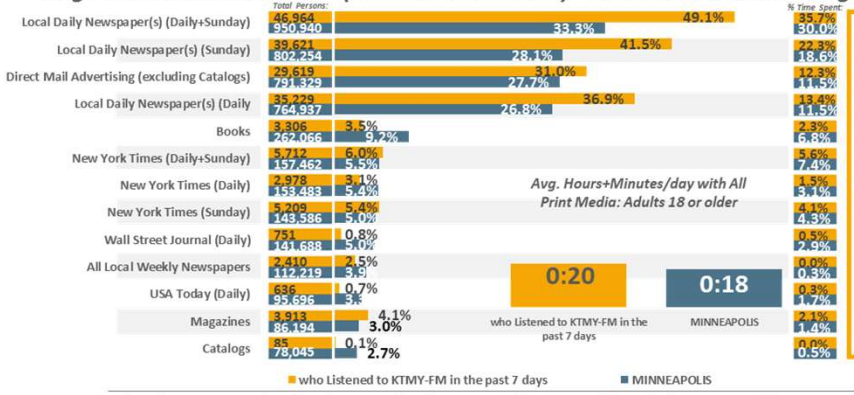
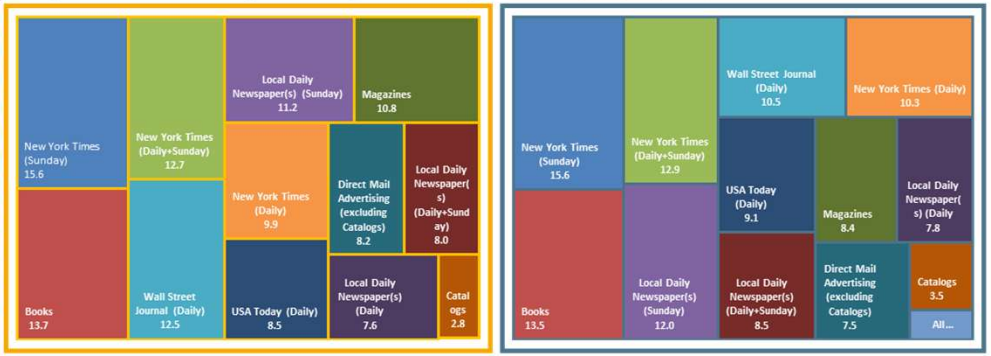
Radio Stations: KSTP-FM

46,964 or 49.1% of Adults 18 or older who Listened to KTMY-FM in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8. minutes every day representing 36.5% of all time spent daily with All forms of Print Media.

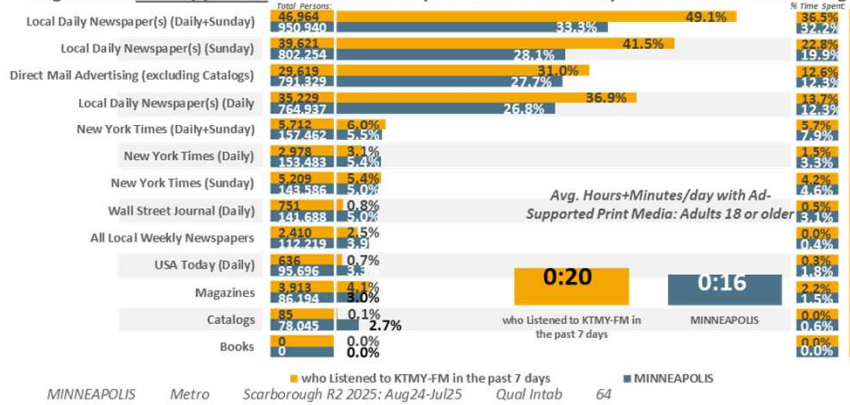
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



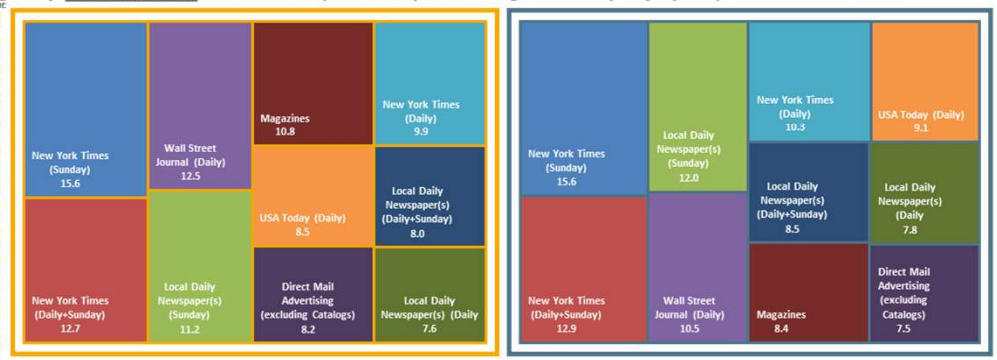
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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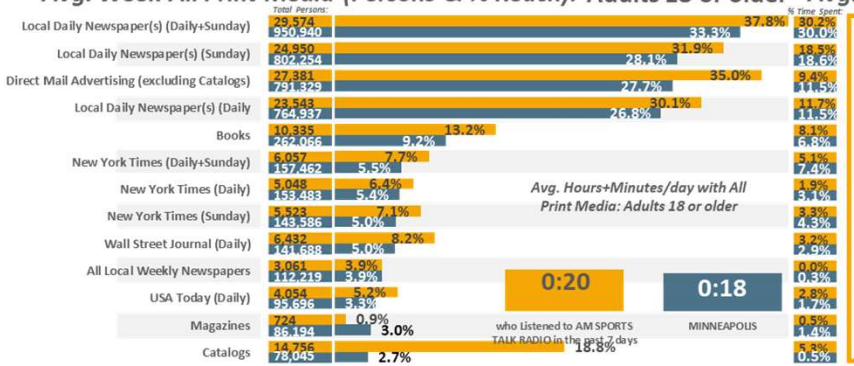
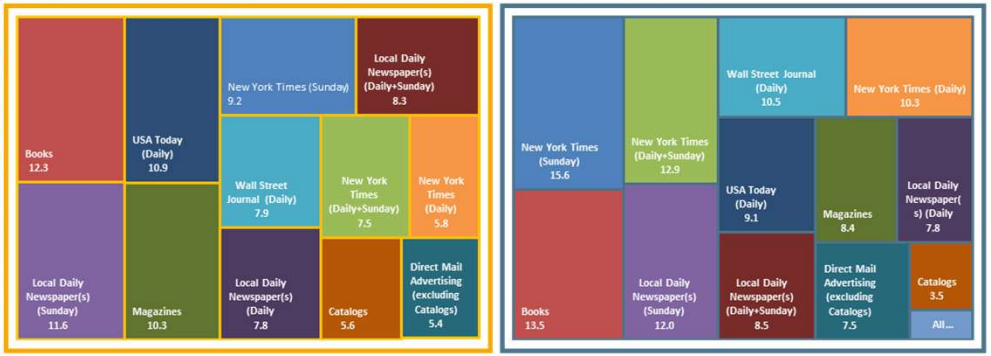
Radio Stations: KTMY-FM

29,574 or 37.8% of Adults 18 or older who Listened to AM SPORTS TALK RADIO in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.3 minutes every day representing 32.9% of all time spent daily with All forms of Print Media.

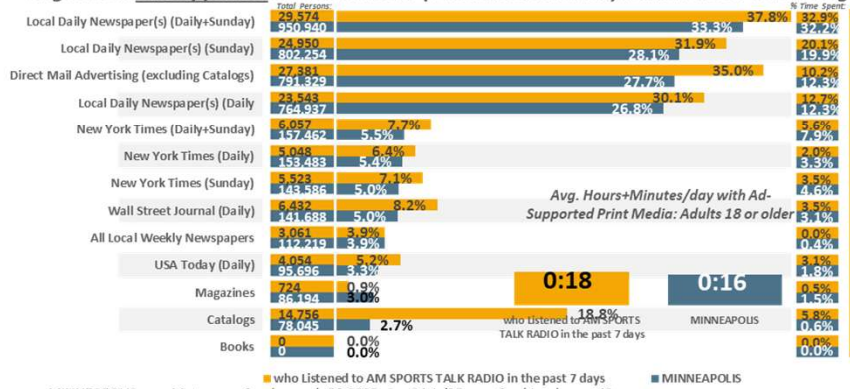
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



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



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



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



MINNEAPOLIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 49

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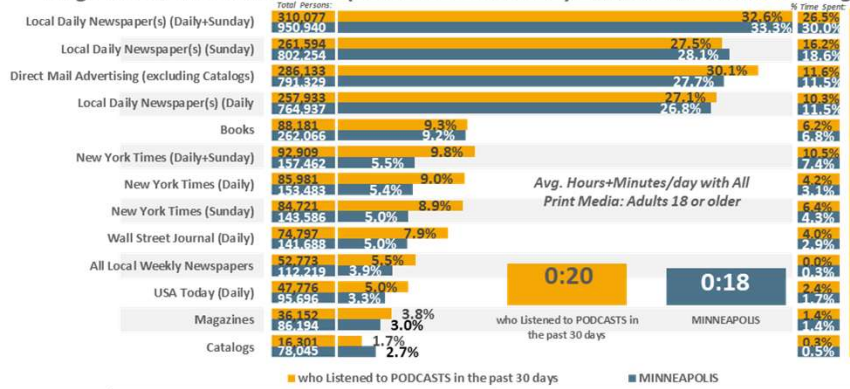
[(Radio format profiles (M-S 6am-Mid cume): All Sports AND (Radio Stations: KTLK-AM OR Radio Stations: WCCO-AM OR Radio Stations: WDGY-AM))]

310,077 or 32.6% of Adults 18 or older who Listened to PODCASTS in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.4 minutes every day representing 28.3% of all time spent daily with All forms of Print Media.

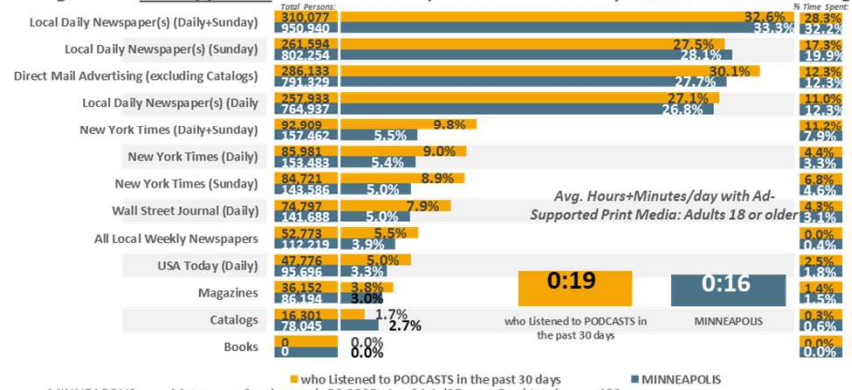
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



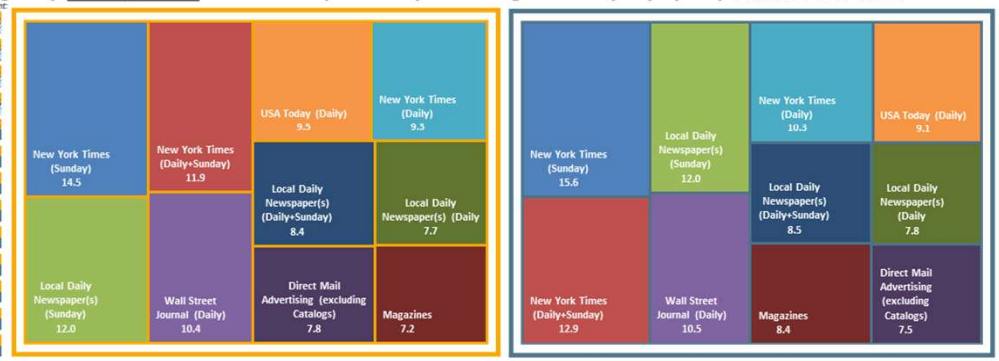
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MINNEAPOLIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 469

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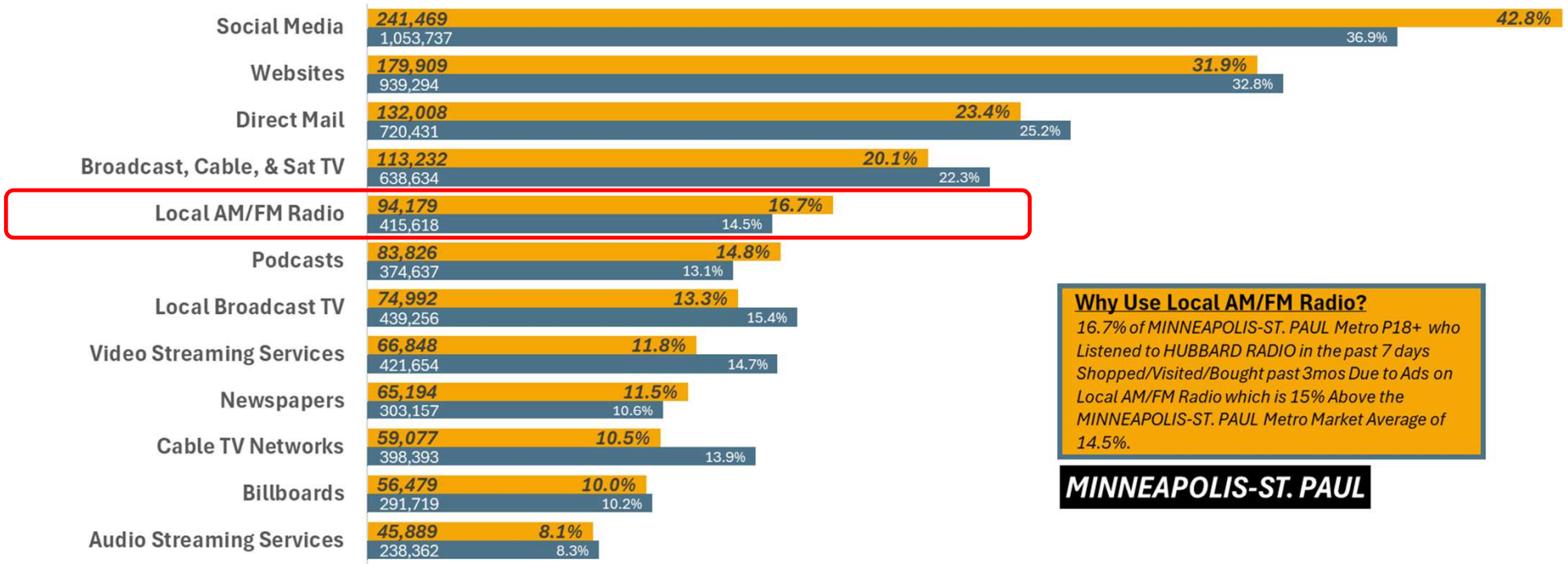
Watched, listened, or downloaded podcast past 30 days: Yes

HUBBARD RADIO

"Advertising Actions"

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



Why Use Local AM/FM Radio?

16.7% of MINNEAPOLIS-ST. PAUL Metro P18+ who Listened to HUBBARD RADIO in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 15% Above the MINNEAPOLIS-ST. PAUL Metro Market Average of 14.5%.

MINNEAPOLIS-ST. PAUL

MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab: 319

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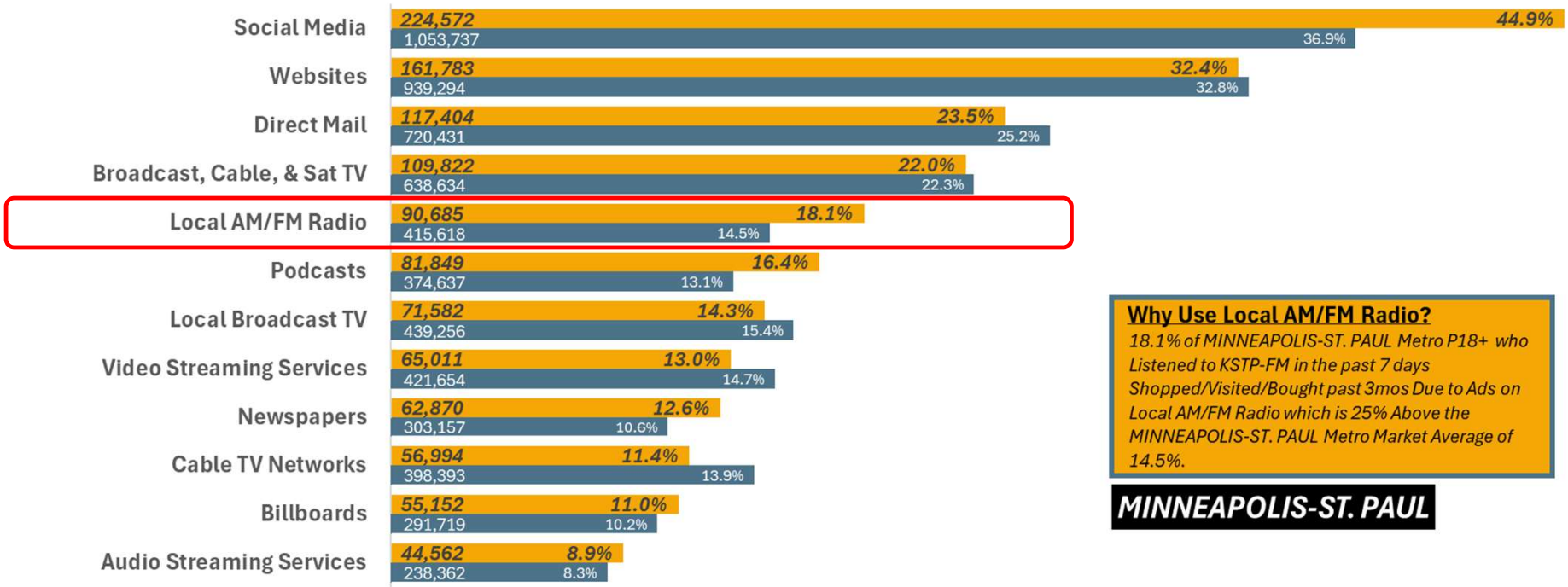
Radio Stations: KSTP-FM OR Radio Stations: KTMY-FM

"Advertising Actions"

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



Why Use Local AM/FM Radio?

18.1% of MINNEAPOLIS-ST. PAUL Metro P18+ who Listened to KSTP-FM in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 25% Above the MINNEAPOLIS-ST. PAUL Metro Market Average of 14.5%.

MINNEAPOLIS-ST. PAUL

MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2025:Aug24-Jul25 Qual Intab: 273

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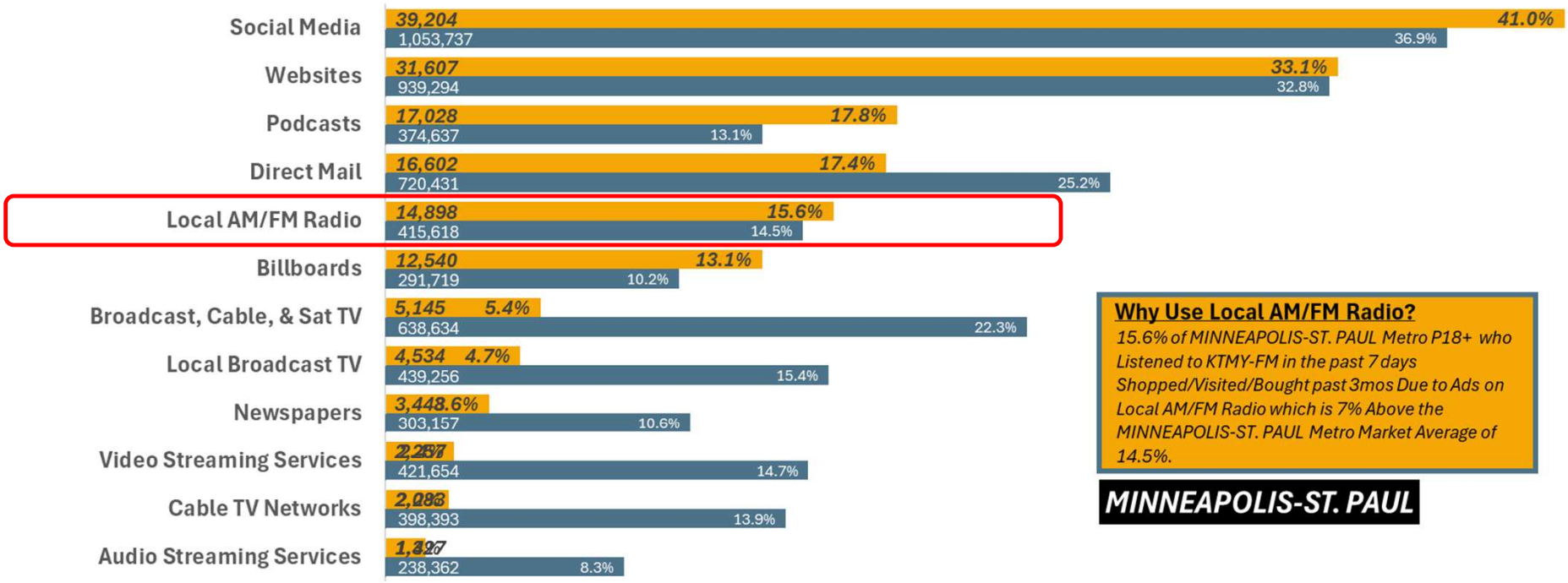
Radio Stations: KSTP-FM

myTalk 107.1

"Advertising Actions"

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



Why Use Local AM/FM Radio?

15.6% of MINNEAPOLIS-ST. PAUL Metro P18+ who Listened to KTMY-FM in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 7% Above the MINNEAPOLIS-ST. PAUL Metro Market Average of 14.5%.

MINNEAPOLIS-ST. PAUL

MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab: 64

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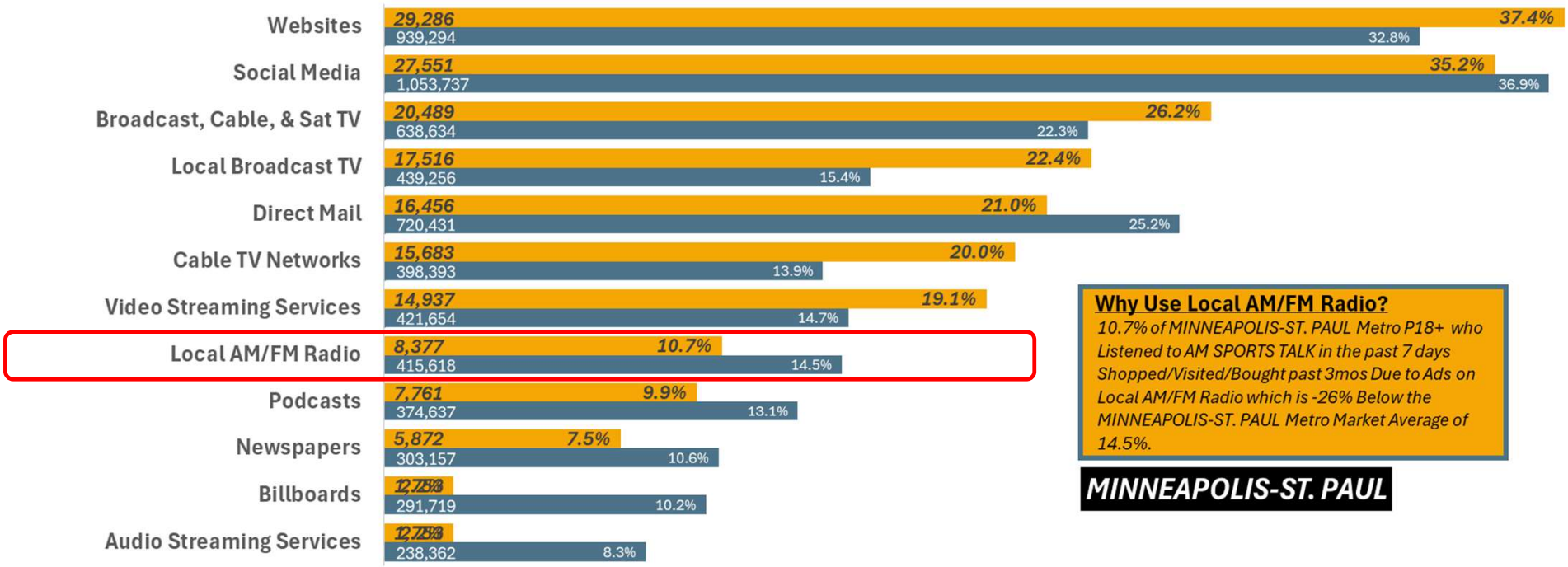
Radio Stations: KTMY-FM

"Advertising Actions"

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



Why Use Local AM/FM Radio?

10.7% of MINNEAPOLIS-ST. PAUL Metro P18+ who Listened to AM SPORTS TALK in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -26% Below the MINNEAPOLIS-ST. PAUL Metro Market Average of 14.5%.

MINNEAPOLIS-ST. PAUL

MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab: 49

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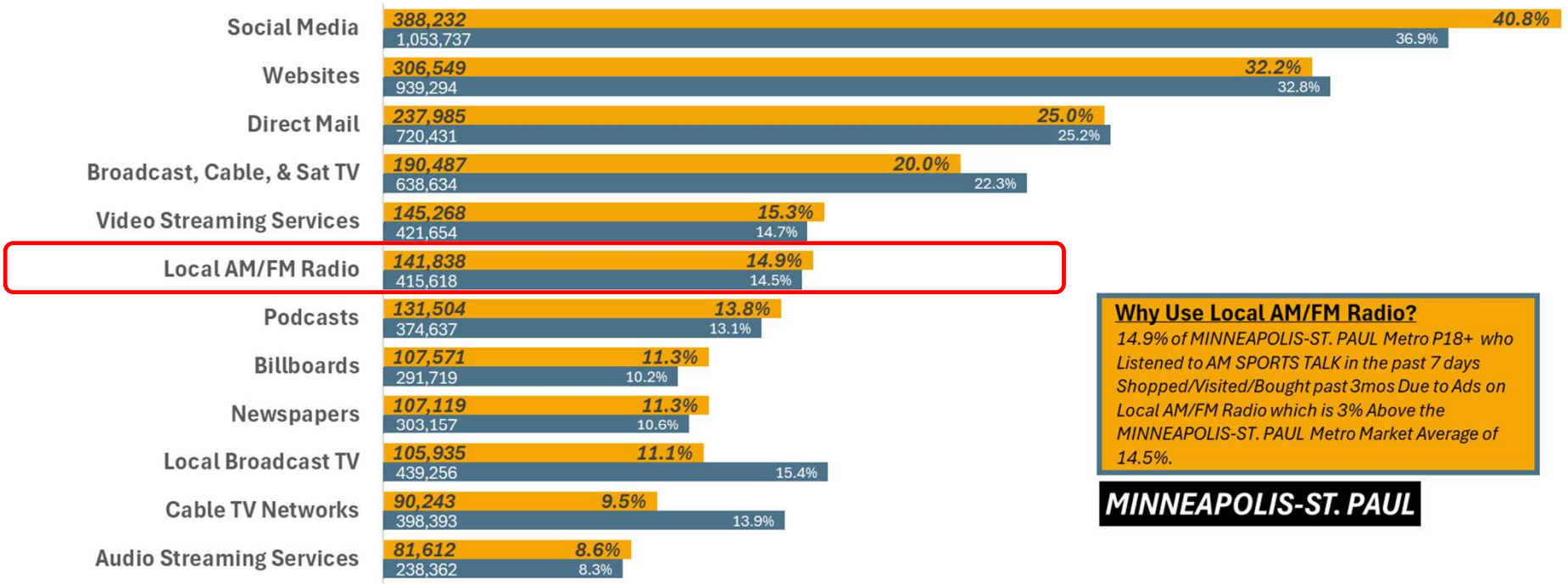
[(Radio format profiles (M-S 6am-Mid cume): All Sports AND (Radio Stations: KTLK-AM OR Radio Stations: WCCO-AM OR Radio Stations: WDGY-AM))]

gamut PODCAST NETWORK

"Advertising Actions"

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



Why Use Local AM/FM Radio?

14.9% of MINNEAPOLIS-ST. PAUL Metro P18+ who Listened to AM SPORTS TALK in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 3% Above the MINNEAPOLIS-ST. PAUL Metro Market Average of 14.5%.

MINNEAPOLIS-ST. PAUL

MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab: 469

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

iHeart RADIO

HUBBARD RADIO

KDWB 101.3

1500 AM ESPN TWIN CITIES ON SKOR NORTH SKORNORTH.COM

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

KS95 94.5 TODAY'S VARIETY From 2k to Today!

KFAN SPORTS RADIO - FM 100.3

myTalk 107.1

KOOL 108 FM MINNESOTA'S BEST VARIETY OF THE 80'S AND 90'S

gamut PODCAST NETWORK



P18+



P25-54



W25-54



M25-54



P35-64

iHeart RADIO

KDWB 101.3

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

KFAN SPORTS RADIO - FM 100.3

KOOL 108 FM MINNESOTA'S BEST VARIETY OF THE 80'S AND 90'S