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

Brand New Data as of July 31, 2026!

Complete Demographic & Media Use Profiles











Hubbard media that connects

OLDIES 92.7 1440 AM KAZG

93.3 ALT AZ ARIZONA'S ALTERNATIVE

100.7 FM KSLX CLASSIC ROCK

98KUPD ARIZONA'S REAL ROCK

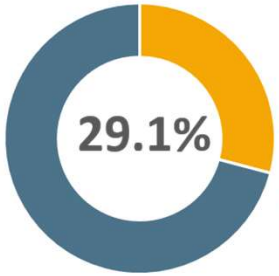
Hubbard media that connects

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

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

29.1% or 1,086,242 of PHOENIX Metro Adults 18 or older Listened to HUBBARD RADIO in the past 7 days. Typical Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days are 48.1 years old (.1% older than average) and have a $124,042 (6.9% higher than average) annual household income.

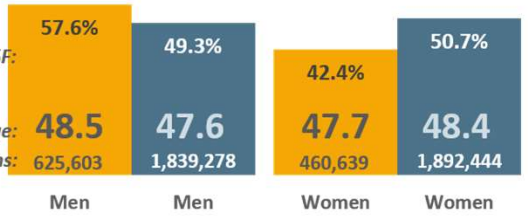
Percent of Market: Adults 18 or older



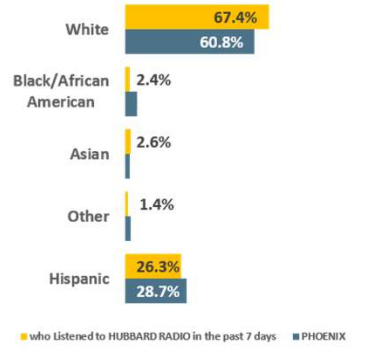
Total Persons:

1,086,242	2,645,480

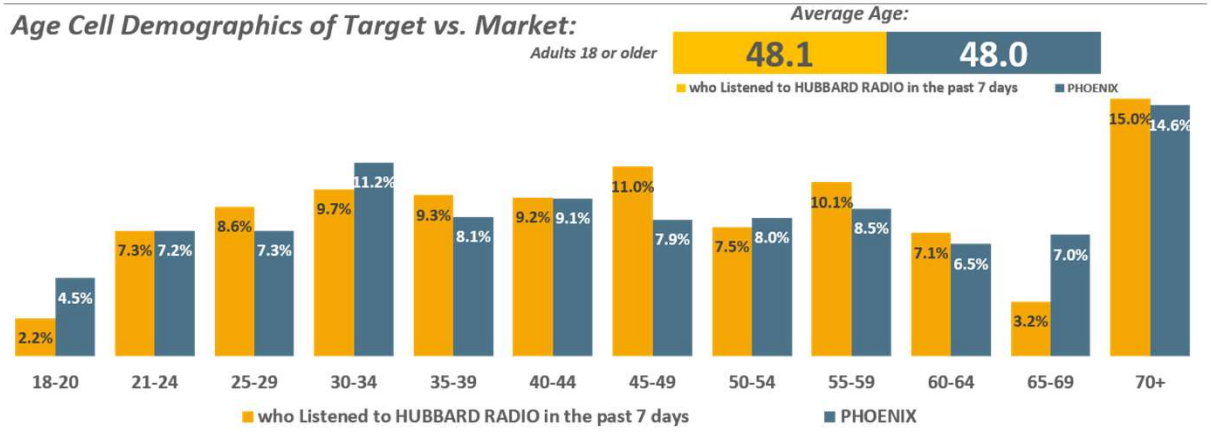
Gender of Target vs. Market: Adults 18 or older



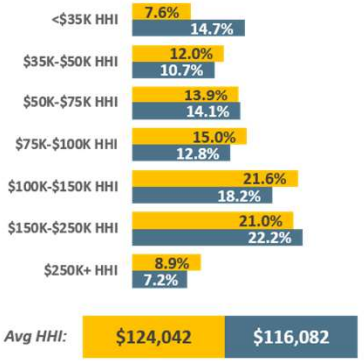
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI:	$124,042	$116,082

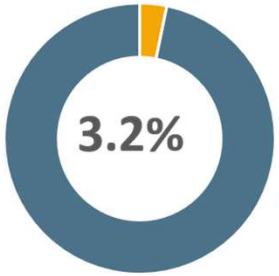
PHOENIX Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 536

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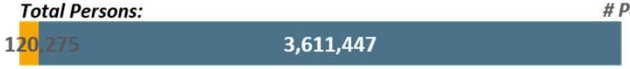
(Radio Stations: KAZG-AM OR Radio Stations: KDKB-FM OR Radio Stations: KSLX-FM OR Radio Stations: KUPD-FM)

3.2% or 120,275 of PHOENIX Metro Adults 18 or older Listened to KAZG-AM in the past 7 days.
Typical Adults 18 or older who Listened to KAZG-AM in the past 7 days are 61.9 years old (28.9% older than average) and have a $142,175 (22.5% higher than average) annual household income.

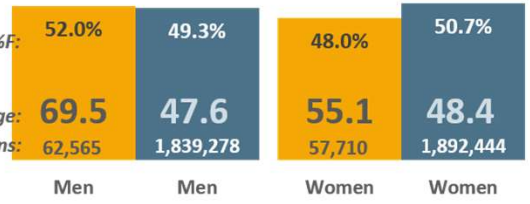
Percent of Market: Adults 18 or older



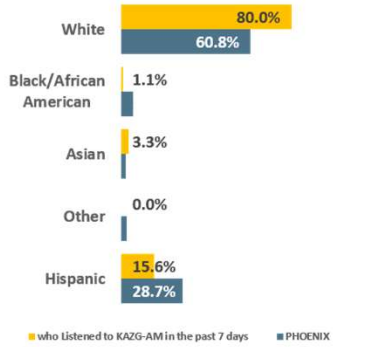
Total Persons:



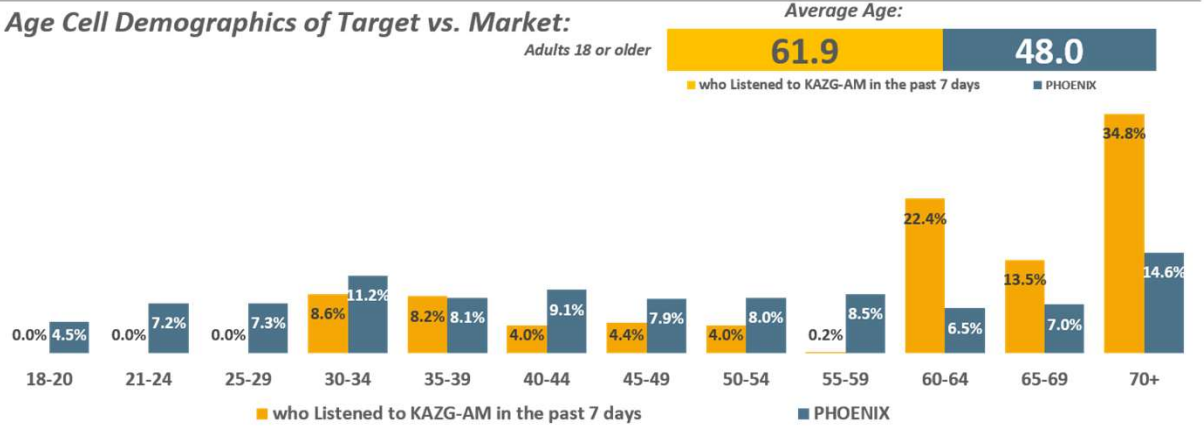
Gender of Target vs. Market: Adults 18 or older



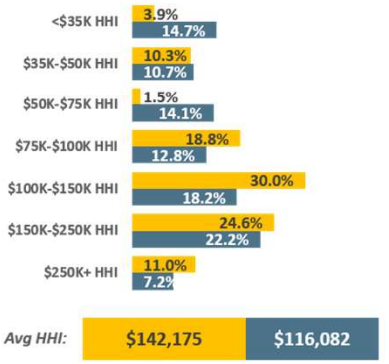
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: $142,175 | $116,082

PHOENIX Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 63

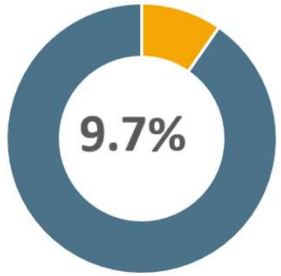
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(Radio Stations: KAZG-AM)

93.3 ALT ★ AZ ARIZONA'S ALTERNATIVE

9.7% or 360,639 of PHOENIX Metro Adults 18 or older Listened to KDKB-FM in the past 7 days.
Typical Adults 18 or older who Listened to KDKB-FM in the past 7 days are 40.7 years old (15.3% younger than average) and have a $133,956 (15.4% higher than average) annual household income.

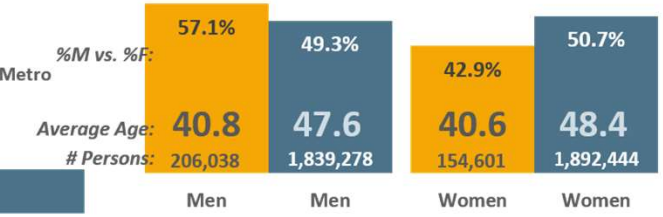
Percent of Market: Adults 18 or older



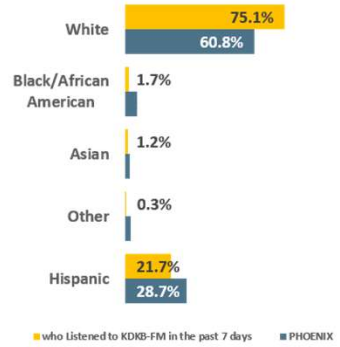
Total Persons:



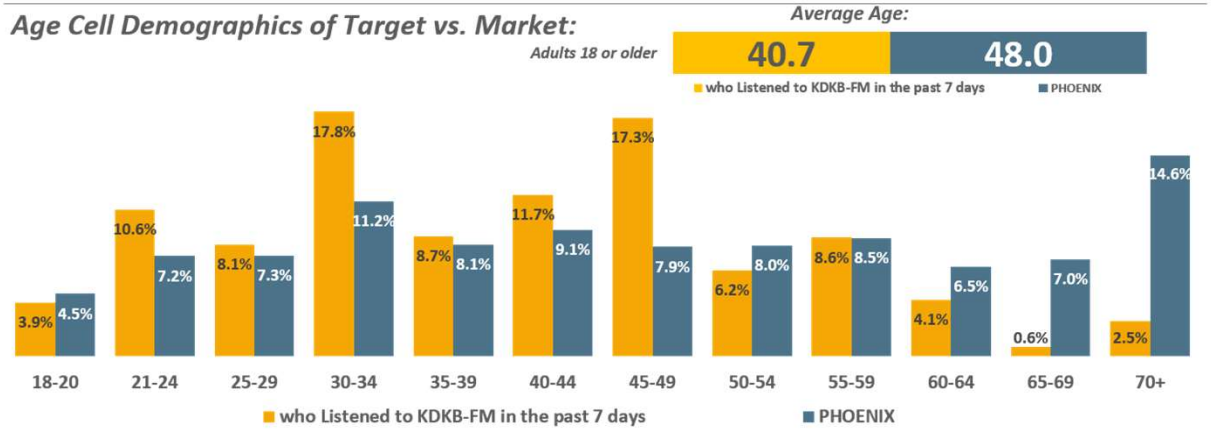
Gender of Target vs. Market: Adults 18 or older



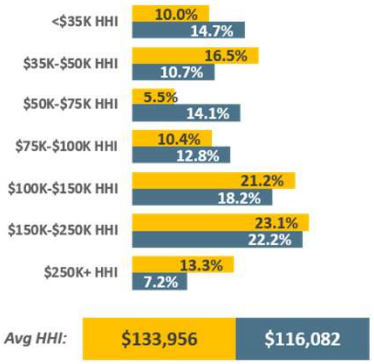
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: $133,956 $116,082

PHOENIX Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 171

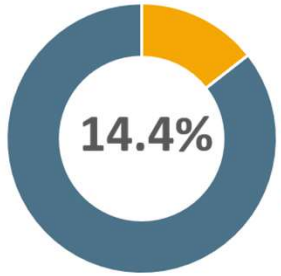
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(Radio Stations: KDKB-FM)

100.7 FM KSLX CLASSIC ROCK

14.4% or 538,216 of PHOENIX Metro Adults 18 or older Listened to KSLX-FM in the past 7 days.
Typical Adults 18 or older who Listened to KSLX-FM in the past 7 days are 50.1 years old (4.4% older than average) and have a $118,766 (2.3% higher than average) annual household income.

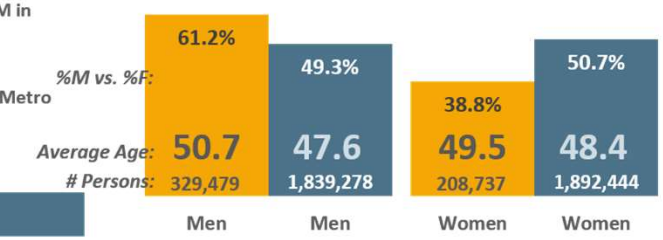
Percent of Market: Adults 18 or older



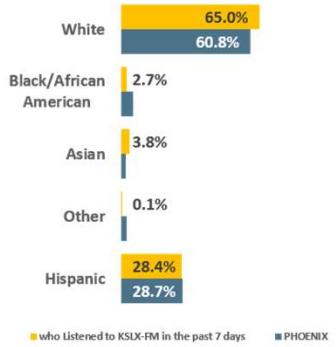
Total Persons:



Gender of Target vs. Market: Adults 18 or older

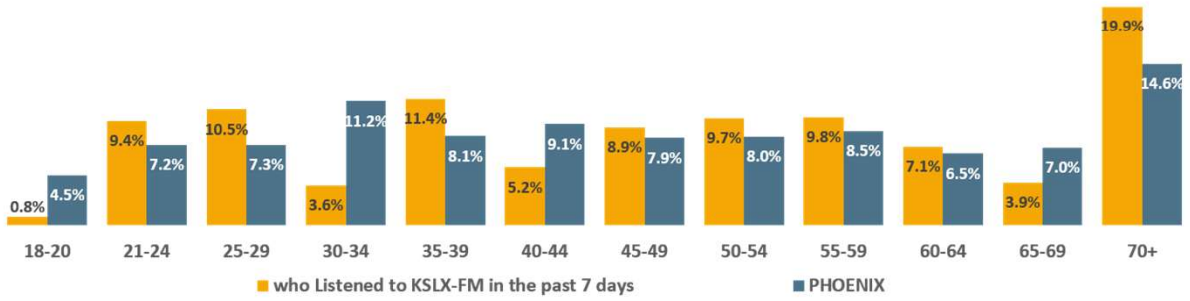


Ethnicity of Target vs. Market:

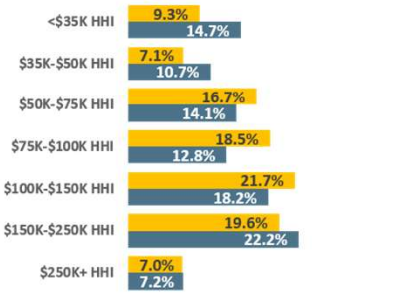


Age Cell Demographics of Target vs. Market:





HHI of Target vs. Market:



Avg HHI: $118,766 | $116,082

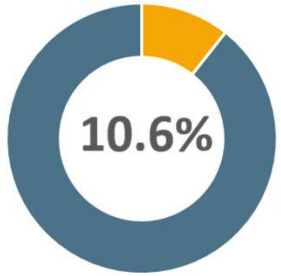
PHOENIX Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 267

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(Radio Stations: KSLX-FM)

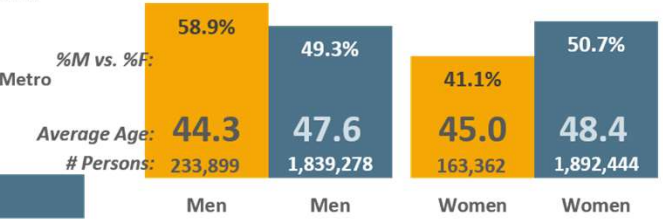
10.6% or 397,261 of PHOENIX Metro Adults 18 or older Listened to KUPD-FM in the past 7 days.
Typical Adults 18 or older who Listened to KUPD-FM in the past 7 days are 44.7 years old (7.% younger than average) and have a $132,720 (14.3% higher than average) annual household income.

Percent of Market: Adults 18 or older

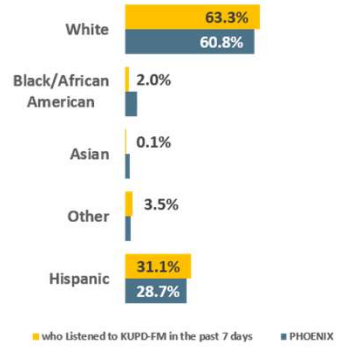


Total Persons:
397,261 | 3,334,461

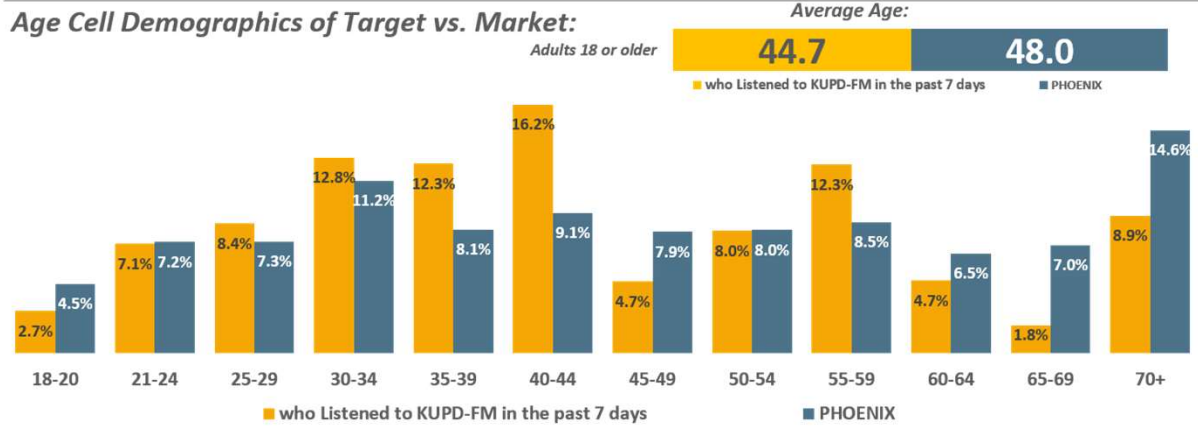
Gender of Target vs. Market: Adults 18 or older



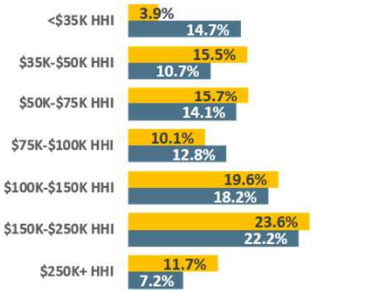
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: $132,720 | $116,082

PHOENIX Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 195

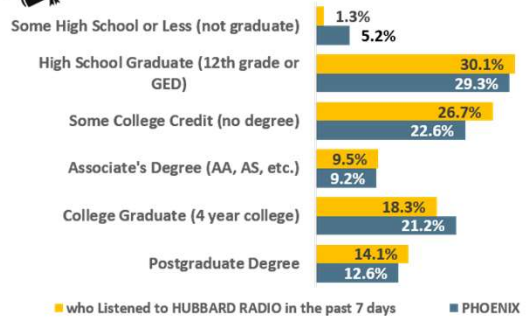
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(Radio Stations: KUPD-FM)

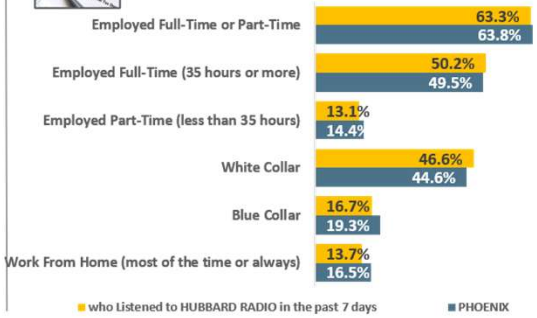
Hubbard media that connects

29.1% or 1,086,242 of PHOENIX Metro Adults 18 or older Listened to HUBBARD RADIO in the past 7 days. Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days are 4.% less likely to be a college graduate, 1.4% more likely to work full-time, 2.1% more likely to be married, .8% less likely to be a parent of 1 or more children under 18.

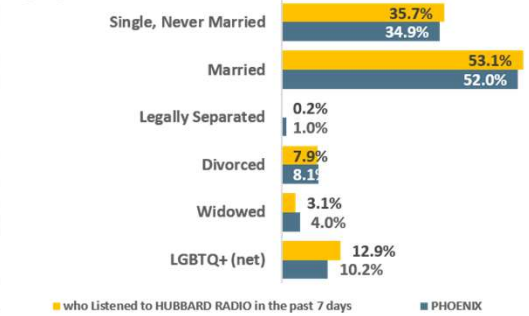
Education Levels: Adults 18 or older



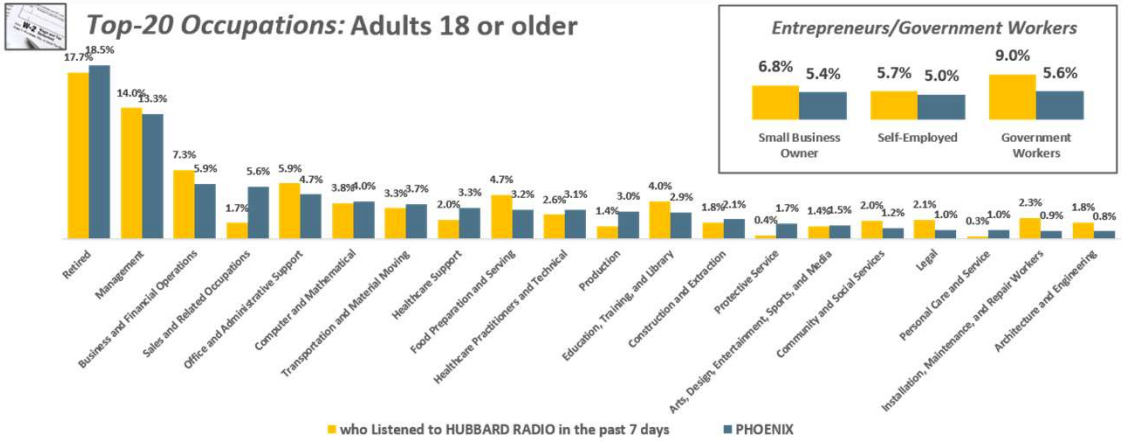
Employment: Adults 18 or older



Marital Status: Adults 18 or older

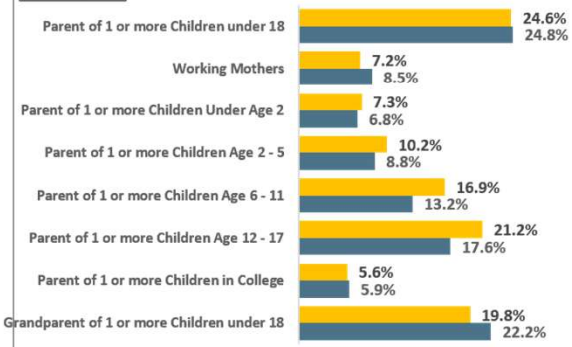


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older



PHOENIX Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 536

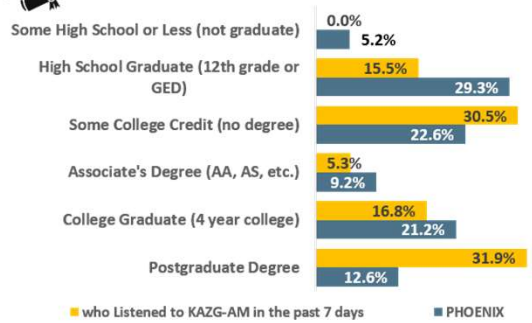
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(Radio Stations: KAZG-AM OR Radio Stations: KDKB-FM OR Radio Stations: KSLX-FM OR Radio Stations: KUPD-FM)

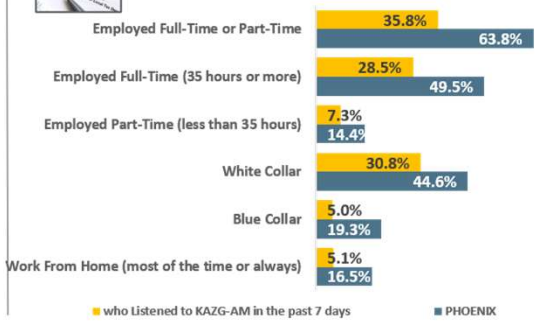
OLDIES 92.7 1440 AM KAZG

3.2% or 120,275 of PHOENIX Metro Adults 18 or older Listened to KAZG-AM in the past 7 days. Adults 18 or older who Listened to KAZG-AM in the past 7 days are 44.1% more likely to be a college graduate, 42.4% less likely to work full-time, 47.8% more likely to be married, 8.6% less likely to be a parent of 1 or more children under 18.

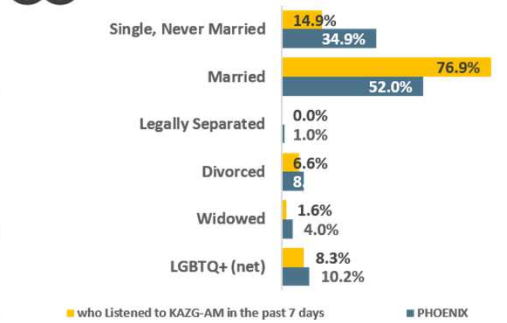
Education Levels: Adults 18 or older



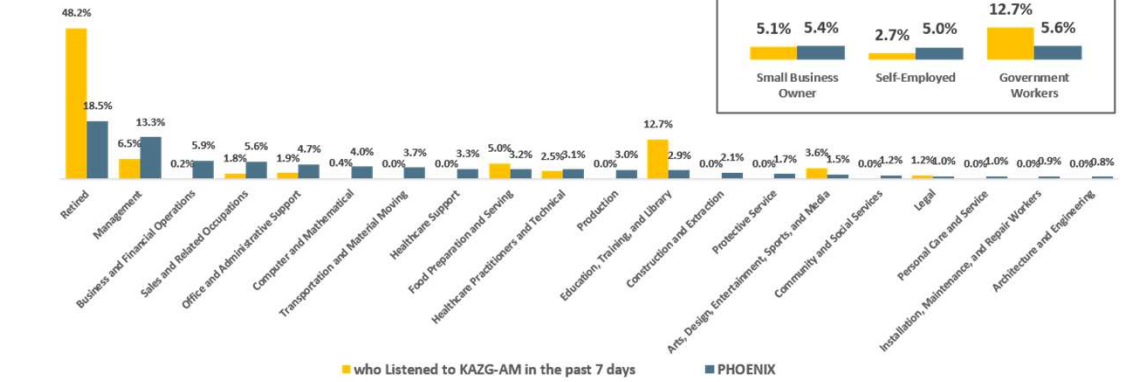
Employment: Adults 18 or older



Marital Status: Adults 18 or older

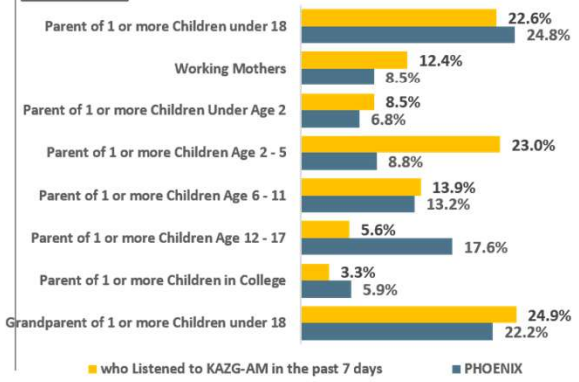


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older



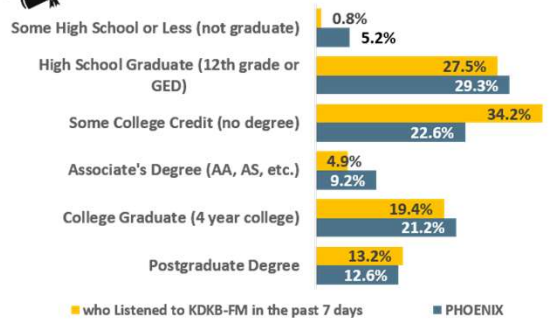
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(Radio Stations: KAZG-AM)

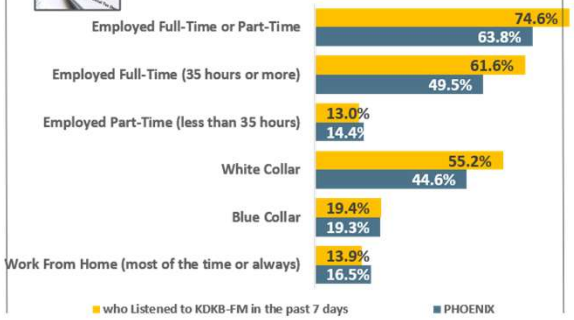
93·3 ALT★AZ ARIZONA'S ALTERNATIVE

9.7% or 360,639 of PHOENIX Metro Adults 18 or older Listened to KDKB-FM in the past 7 days. Adults 18 or older who Listened to KDKB-FM in the past 7 days are 3.5% less likely to be a college graduate, 24.6% more likely to work full-time, 1.2% more likely to be married, 43.2% more likely to be a parent of 1 or more children under 18.

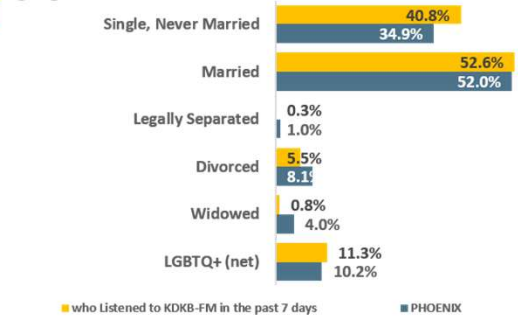
Education Levels: Adults 18 or older



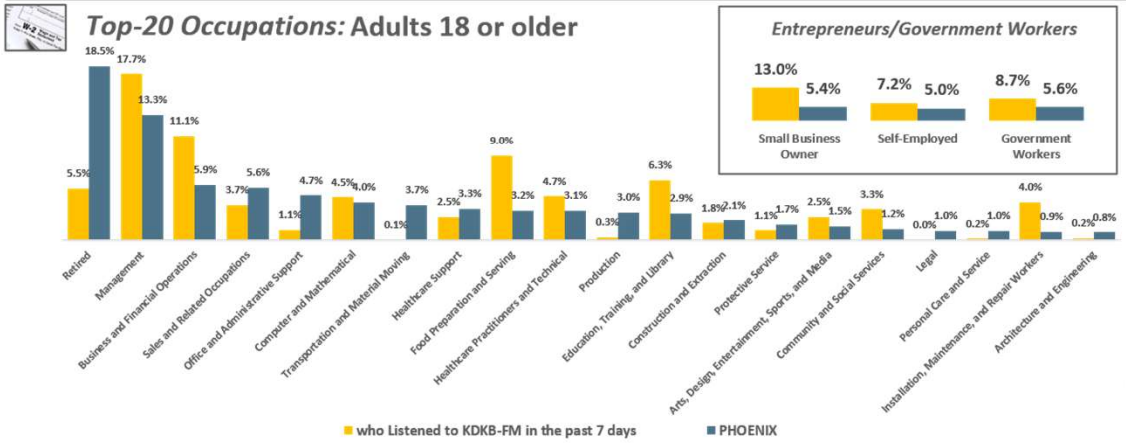
Employment: Adults 18 or older



Marital Status: Adults 18 or older

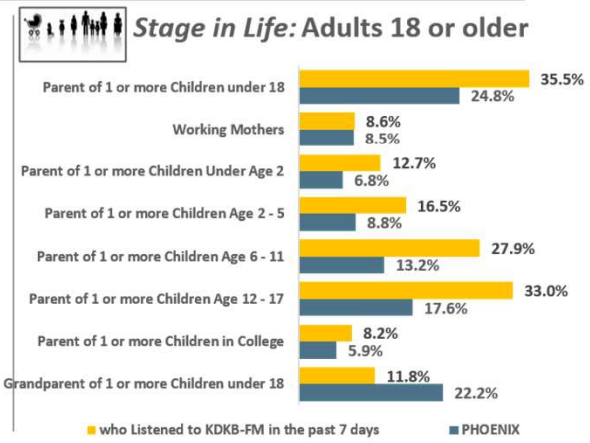


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older



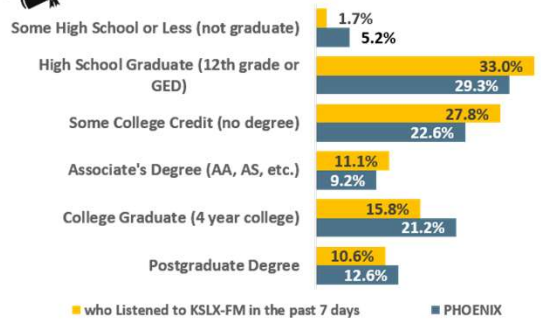
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(Radio Stations: KDKB-FM)

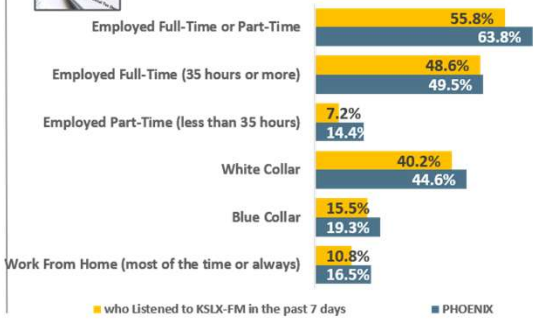
100.7 FM KSLX CLASSIC ROCK

14.4% or 538,216 of PHOENIX Metro Adults 18 or older Listened to KSLX-FM in the past 7 days. Adults 18 or older who Listened to KSLX-FM in the past 7 days are 21.8% less likely to be a college graduate, 1.8% less likely to work full-time, 1.6% less likely to be married, 22.3% less likely to be a parent of 1 or more children under 18.

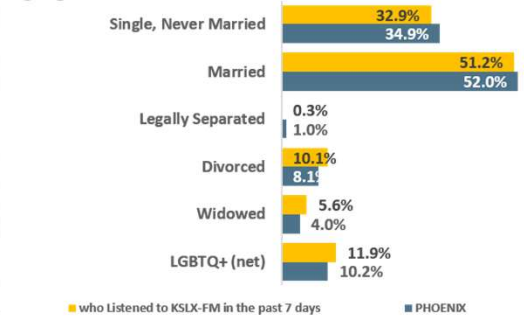
Education Levels: Adults 18 or older



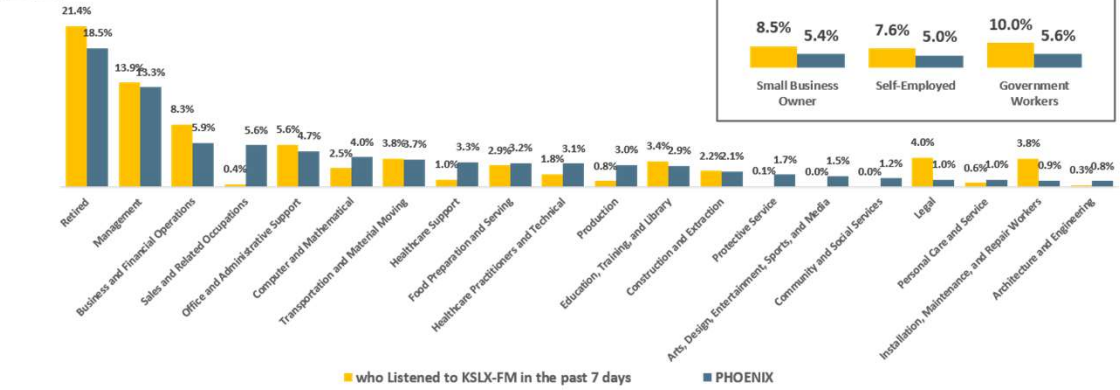
Employment: Adults 18 or older



Marital Status: Adults 18 or older

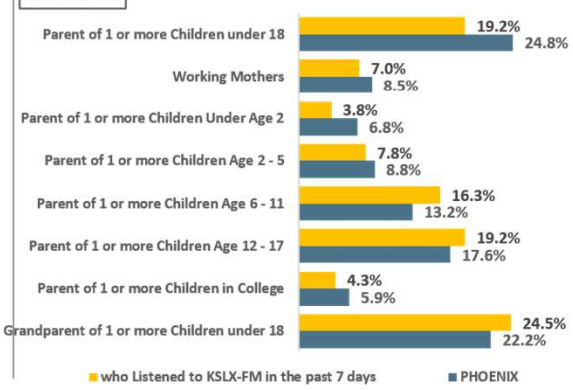


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older

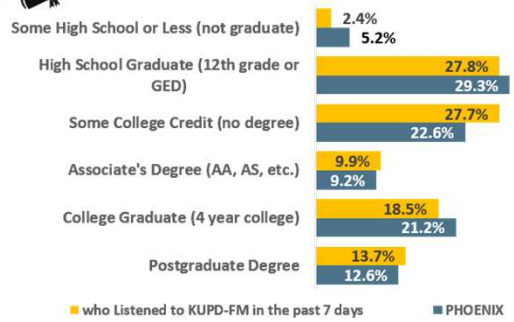


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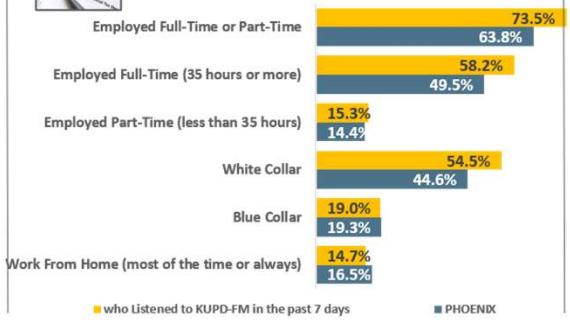
(Radio Stations: KSLX-FM)

10.6% or 397,261 of PHOENIX Metro Adults 18 or older Listened to KUPD-FM in the past 7 days. Adults 18 or older who Listened to KUPD-FM in the past 7 days are 4.7% less likely to be a college graduate, 17.6% more likely to work full-time, .5% more likely to be married, 25.8% more likely to be a parent of 1 or more children under 18.

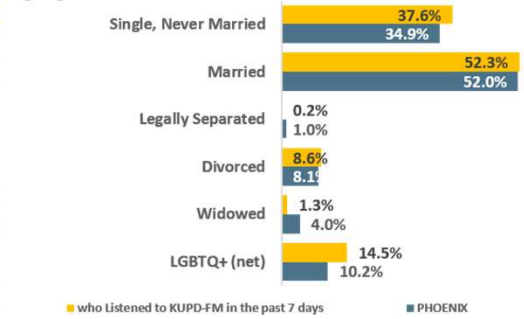
Education Levels: Adults 18 or older



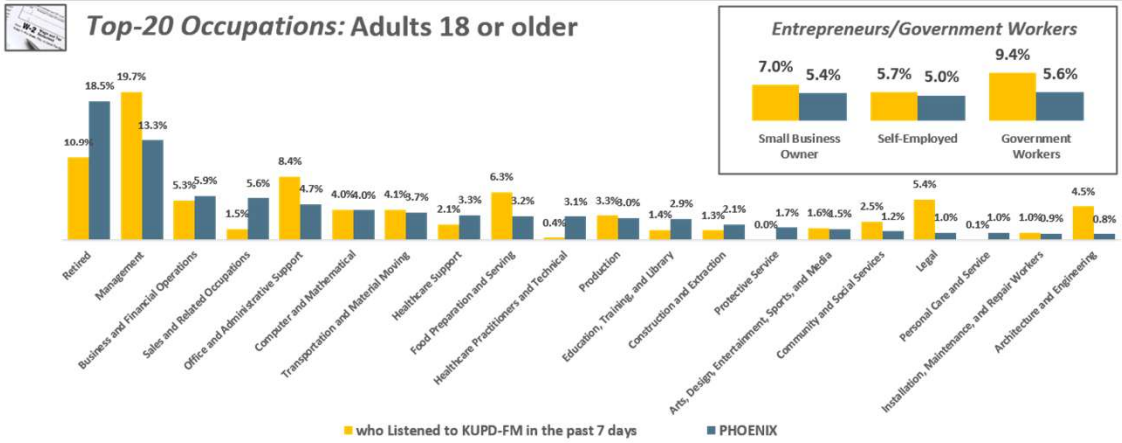
Employment: Adults 18 or older



Marital Status: Adults 18 or older

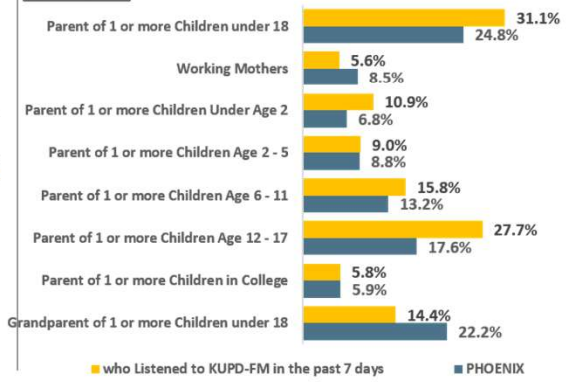


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older



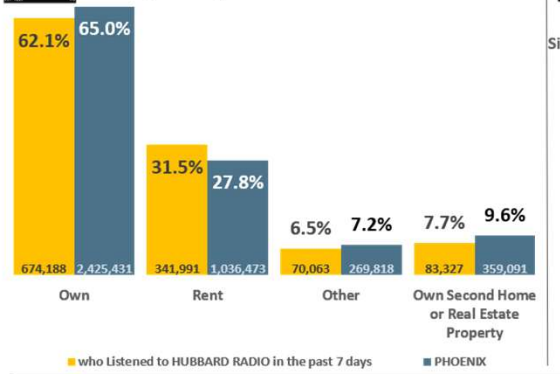
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(Radio Stations: KUPD-FM)

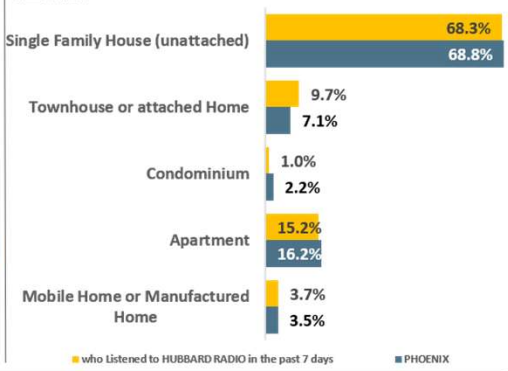
Hubbard media that connects

29.1% or 1,086,242 of PHOENIX Metro Adults 18 or older Listened to HUBBARD RADIO in the past 7 days. Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days are 4.5% less likely to own their home, 6.% more likely to own a lower valued home, .8% less likely to have a single-family home, 4.% more likely to have a dog.

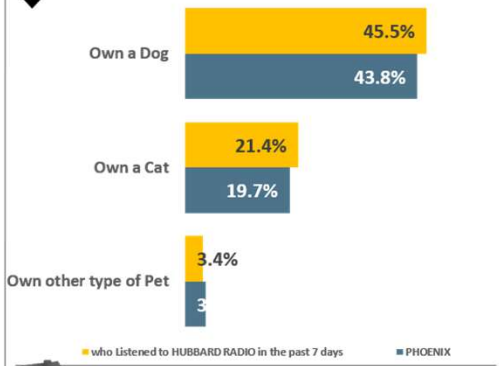
Own/Rent/Other: Adults 18 or older



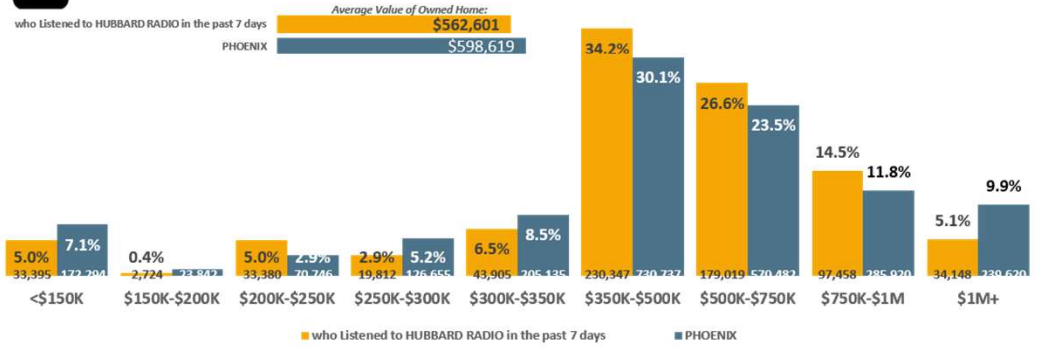
Type of Home: Adults 18 or older



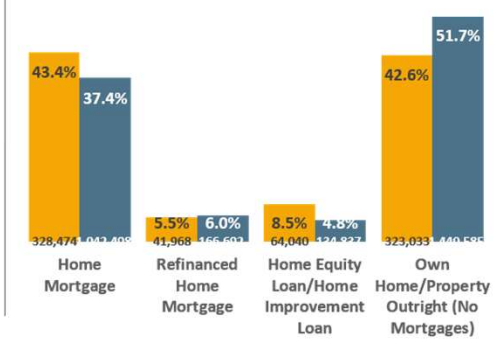
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



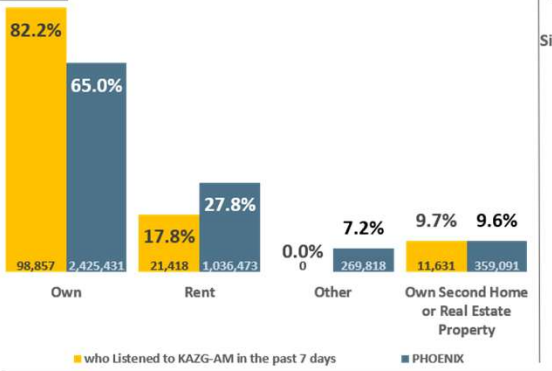
PHOENIX Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 536

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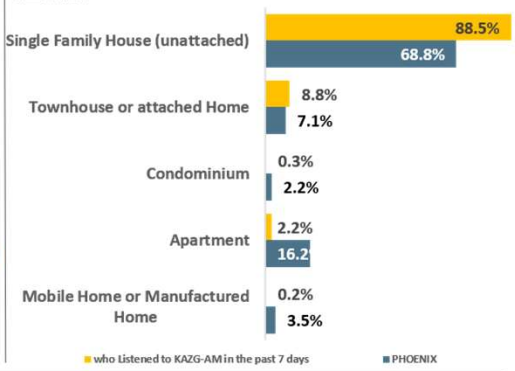
(Radio Stations: KAZG-AM OR Radio Stations: KDKB-FM OR Radio Stations: KSLX-FM OR Radio Stations: KUPD-FM)

3.2% or 120,275 of PHOENIX Metro Adults 18 or older Listened to KAZG-AM in the past 7 days.
Adults 18 or older who Listened to KAZG-AM in the past 7 days are 26.5% more likely to own their home, 9.7% more likely to own a lower valued home, 28.6% more likely to have a single-family home, 21.% more likely to have a dog.

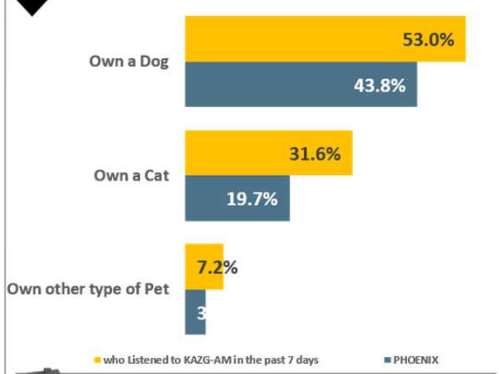
Own/Rent/Other: Adults 18 or older



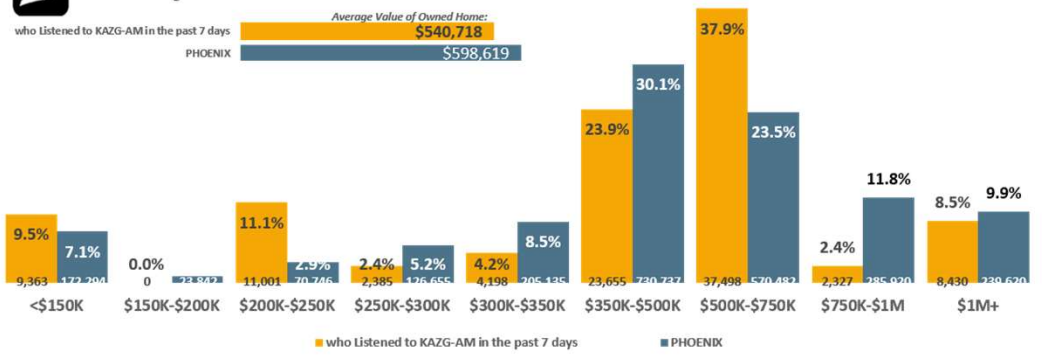
Type of Home: Adults 18 or older



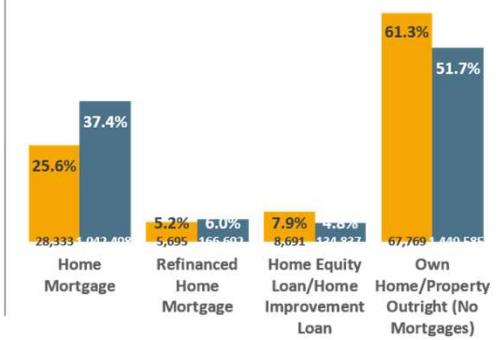
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



PHOENIX Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 63

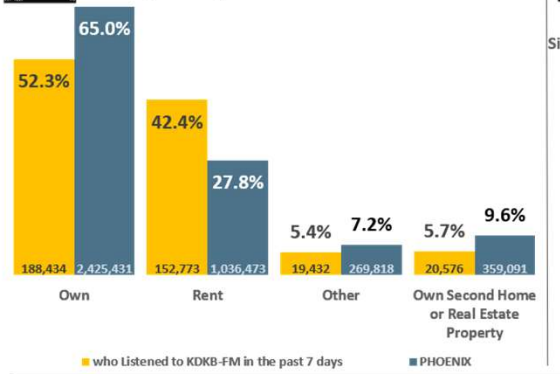
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(Radio Stations: KAZG-AM)

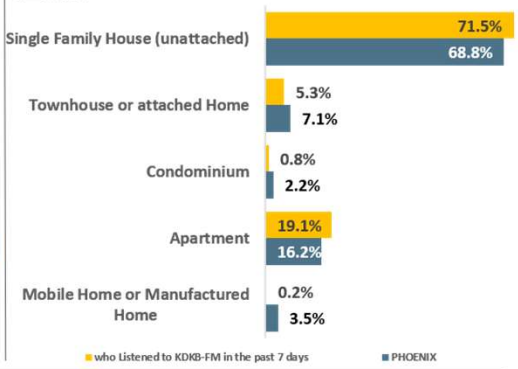
93-3 ALT ★ AZ ARIZONA'S ALTERNATIVE

9.7% or 360,639 of PHOENIX Metro Adults 18 or older Listened to KDKB-FM in the past 7 days. Adults 18 or older who Listened to KDKB-FM in the past 7 days are 19.6% less likely to own their home, 2.6% more likely to own a higher valued home, 3.9% more likely to have a single-family home, 10.7% more likely to have a dog.

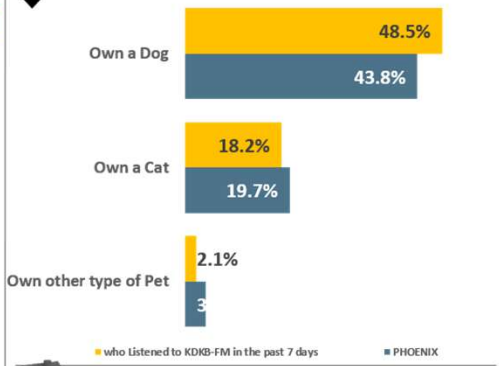
Own/Rent/Other: Adults 18 or older



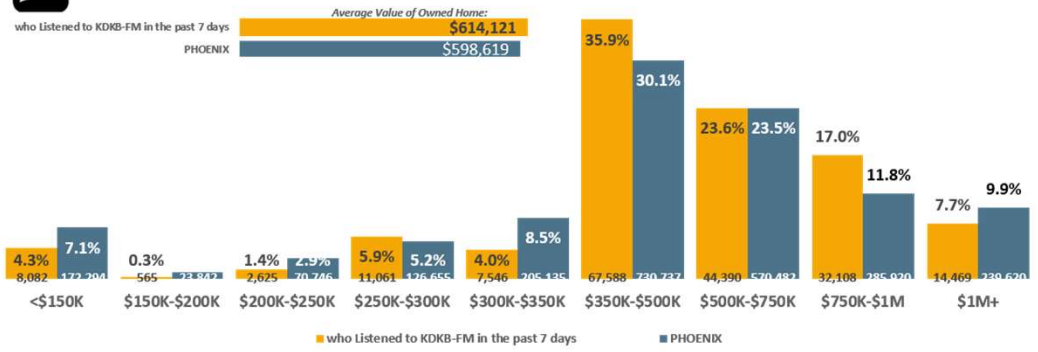
Type of Home: Adults 18 or older



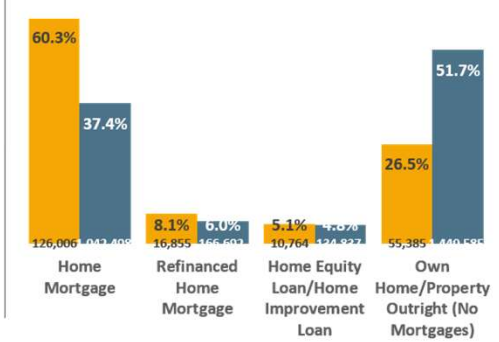
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



PHOENIX Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 171

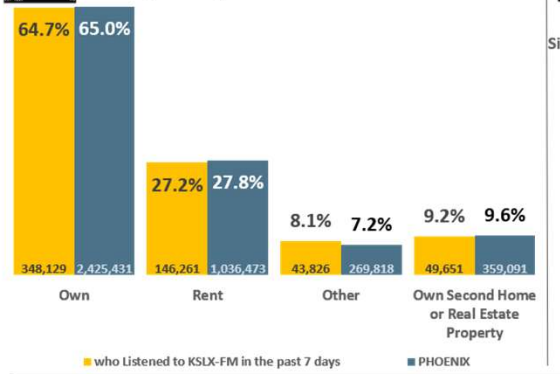
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(Radio Stations: KDKB-FM)

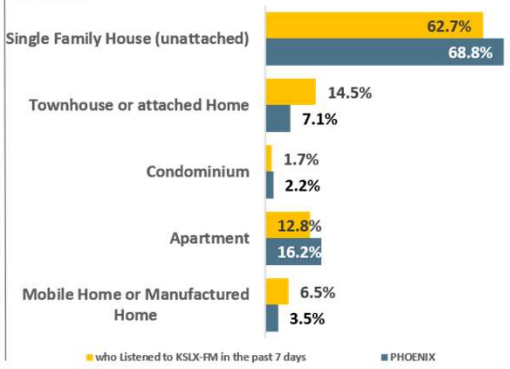
100.7 FM KSLX CLASSIC ROCK

14.4% or 538,216 of PHOENIX Metro Adults 18 or older Listened to KSLX-FM in the past 7 days. Adults 18 or older who Listened to KSLX-FM in the past 7 days are .5% less likely to own their home, 6.7% more likely to own a lower valued home, 8.9% less likely to have a single-family home, 2.% less likely to have a dog.

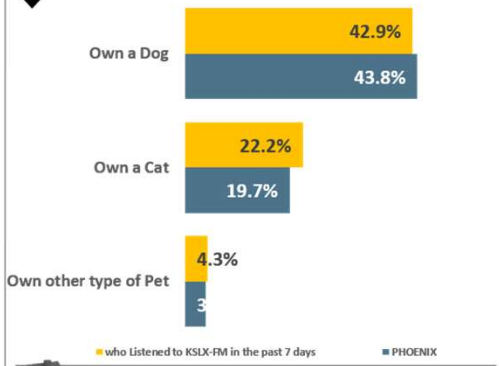
Own/Rent/Other: Adults 18 or older



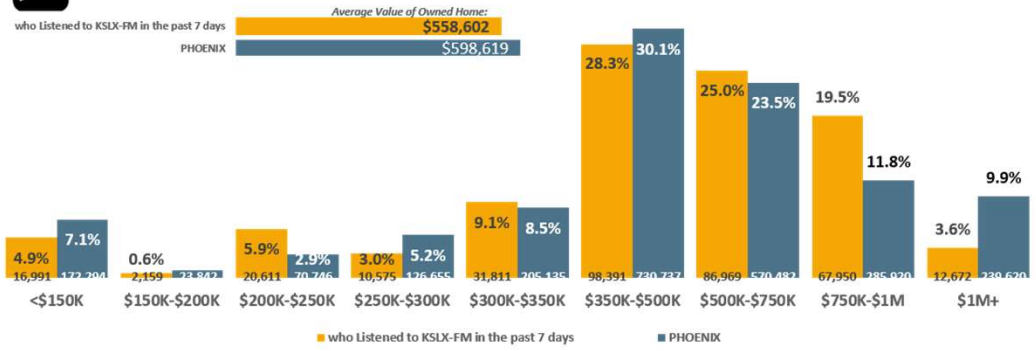
Type of Home: Adults 18 or older



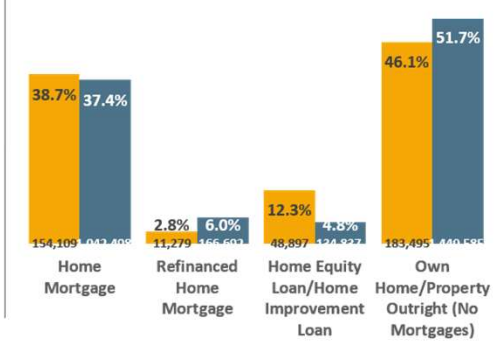
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



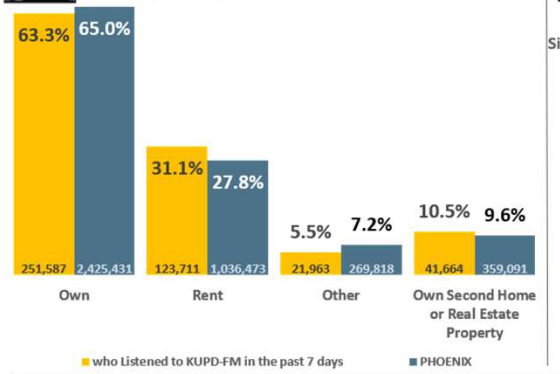
PHOENIX Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 267

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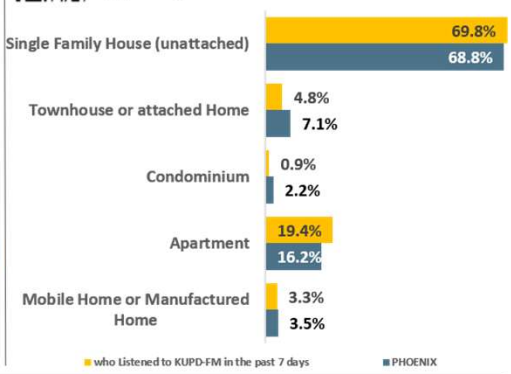
(Radio Stations: KSLX-FM)

10.6% or 397,261 of PHOENIX Metro Adults 18 or older Listened to KUPD-FM in the past 7 days. Adults 18 or older who Listened to KUPD-FM in the past 7 days are 2.6% less likely to own their home, 9.2% more likely to own a lower valued home, 1.4% more likely to have a single-family home, 11.4% more likely to have a dog.

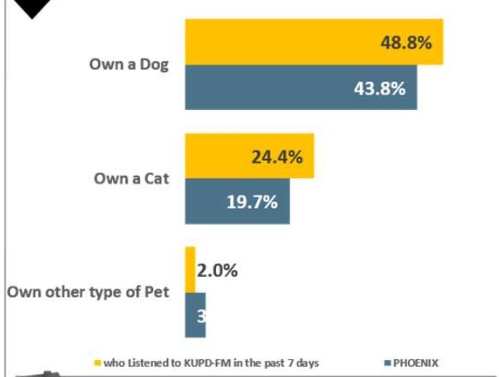
Own/Rent/Other: Adults 18 or older



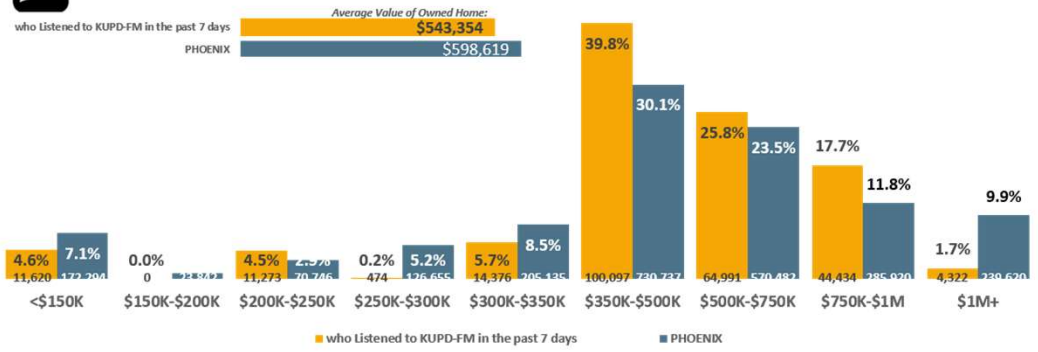
Type of Home: Adults 18 or older



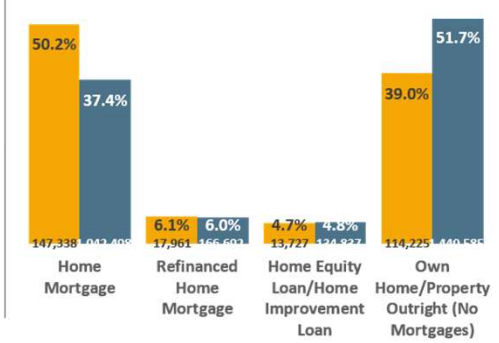
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



PHOENIX Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 195

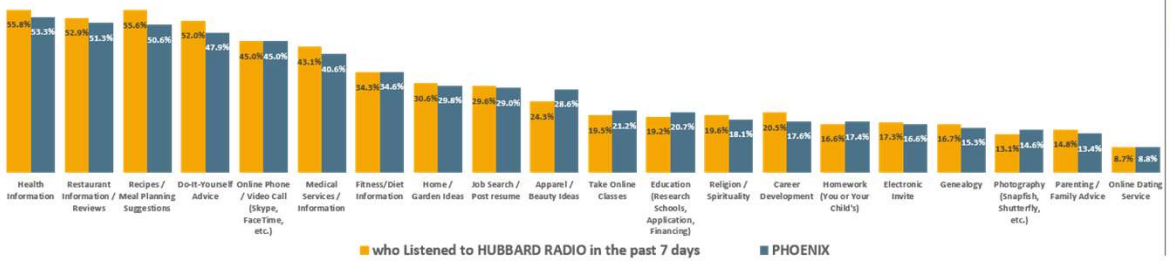
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(Radio Stations: KUPD-FM)

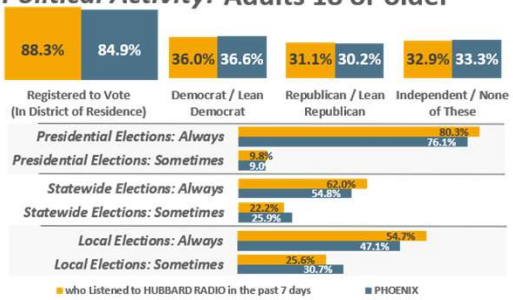
Hubbard
media that connects

29.1% or 1,086,242 of PHOENIX Metro Adults 18 or older Listened to HUBBARD RADIO in the past 7 days. Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days are 8.5% more likely to look up D-I-Y advice online, 16.% more likely to always vote in local elections, 3.1% more likely to belong to a gym, 3.6% more likely to fly domestic past yr.

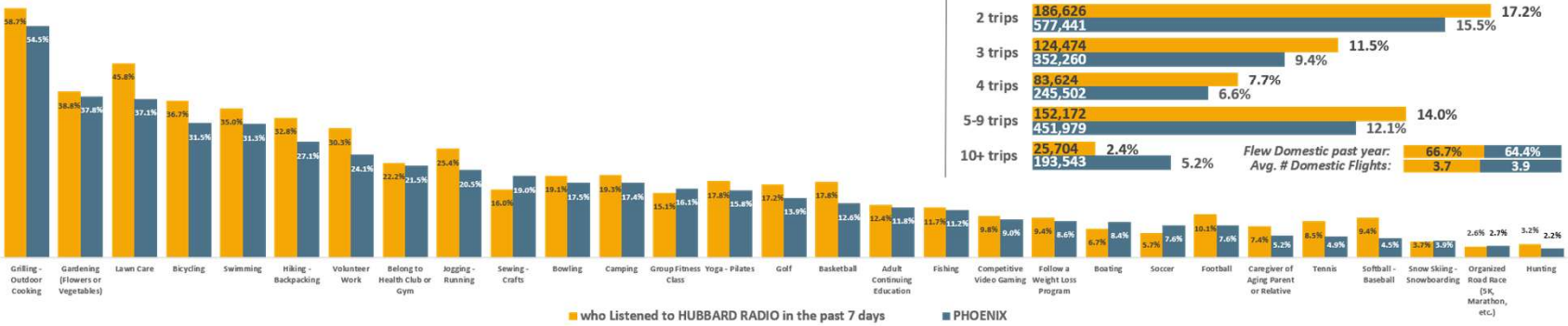
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

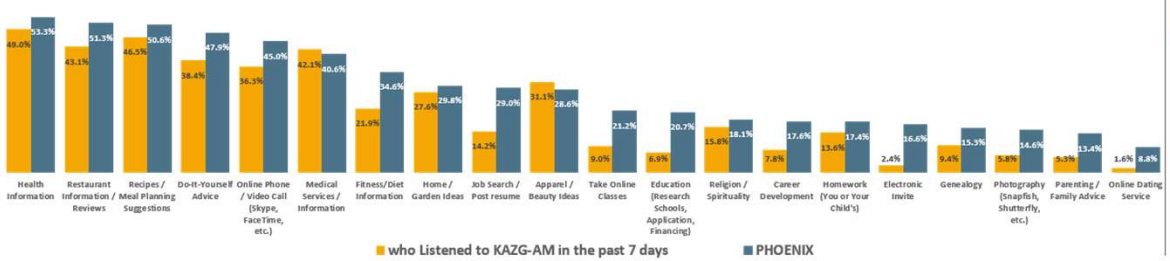
PHOENIX Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 536

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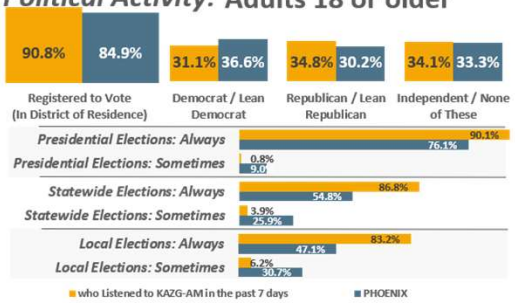
(Radio Stations: KAZG-AM OR Radio Stations: KDKB-FM OR Radio Stations: KSLX-FM OR Radio Stations: KUPD-FM)

3.2% or 120,275 of PHOENIX Metro Adults 18 or older Listened to KAZG-AM in the past 7 days.
Adults 18 or older who Listened to KAZG-AM in the past 7 days are 19.9% less likely to look up D-I-Y advice online, 76.5% more likely to always vote in local elections, 26.5% less likely to belong to a gym, 6.5% more likely to fly domestic past yr.

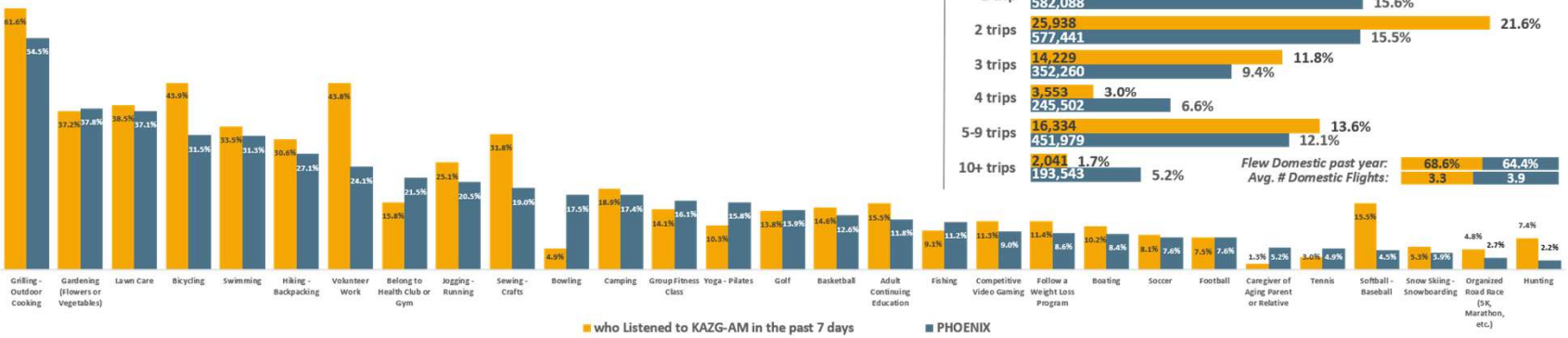
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



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

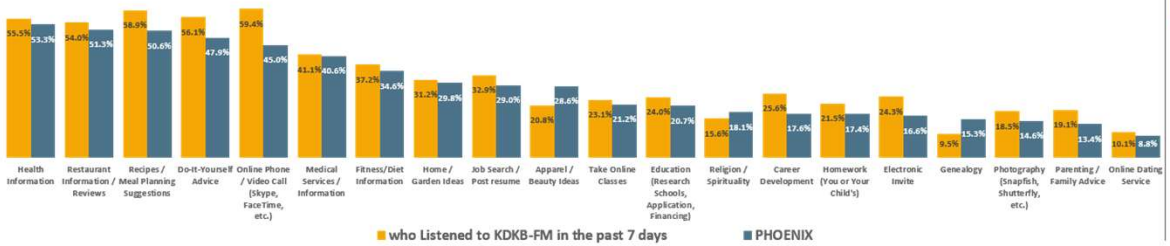
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(Radio Stations: KAZG-AM)

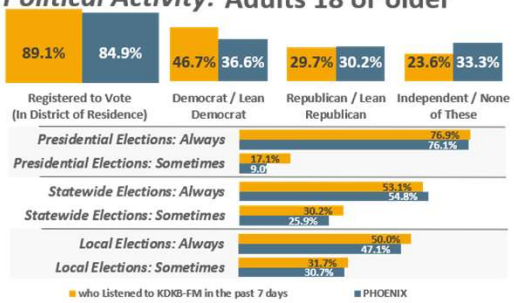
93·3 ALT★AZ ARIZONA'S ALTERNATIVE

9.7% or 360,639 of PHOENIX Metro Adults 18 or older Listened to KDKB-FM in the past 7 days.
Adults 18 or older who Listened to KDKB-FM in the past 7 days are 17.1% more likely to look up D-I-Y advice online, 6.2% more likely to always vote in local elections, 7.4% more likely to belong to a gym, .2% more likely to fly domestic past yr.

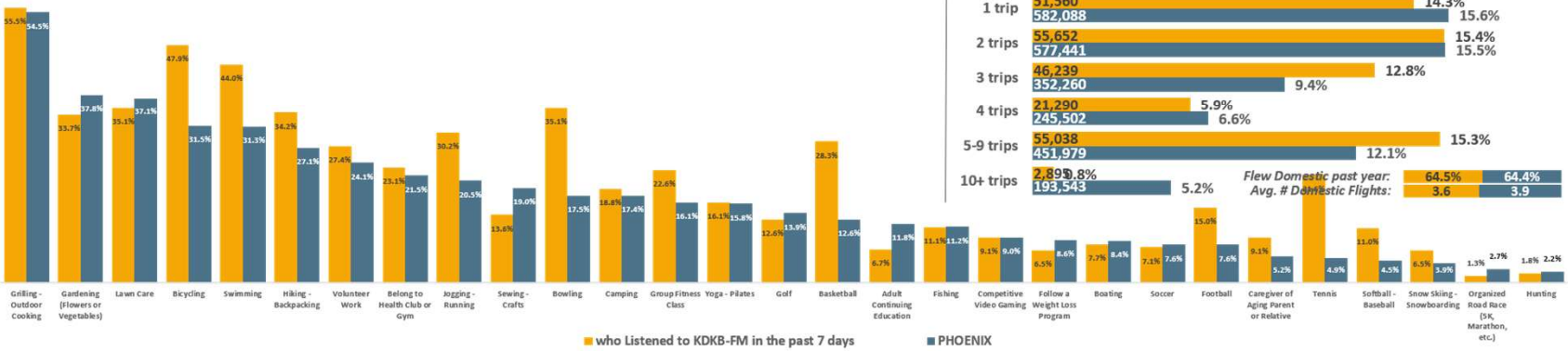
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

PHOENIX Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 171

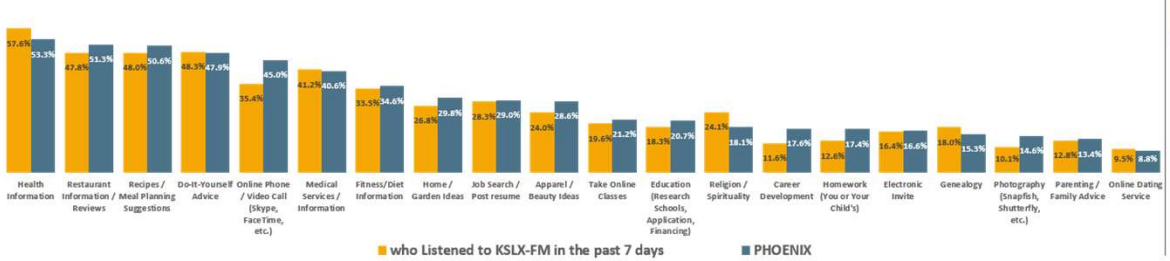
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(Radio Stations: KDKB-FM)

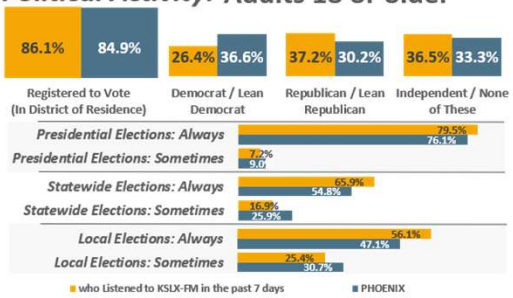
100.7 FM KSLX CLASSIC ROCK

14.4% or 538,216 of PHOENIX Metro Adults 18 or older Listened to KSLX-FM in the past 7 days.
Adults 18 or older who Listened to KSLX-FM in the past 7 days are .8% more likely to look up D-I-Y advice online, 19.1% more likely to always vote in local elections, 25.7% more likely to belong to a gym, 9.7% more likely to fly domestic past yr.

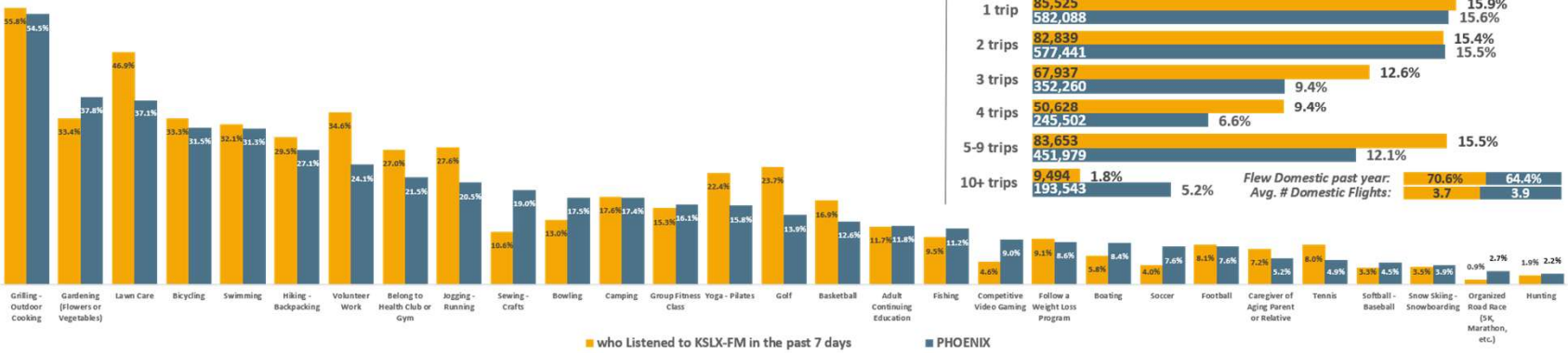
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

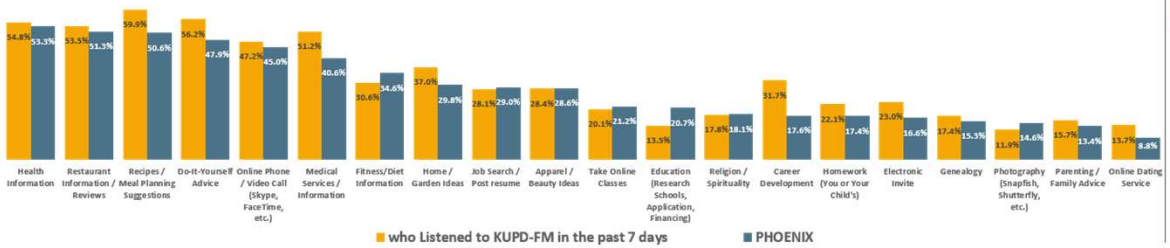
PHOENIX Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 267

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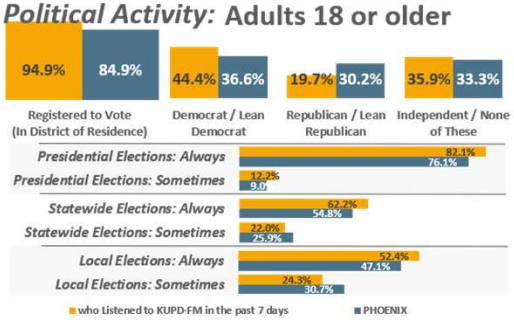
(Radio Stations: KSLX-FM)

10.6% or 397,261 of PHOENIX Metro Adults 18 or older Listened to KUPD-FM in the past 7 days. Adults 18 or older who Listened to KUPD-FM in the past 7 days are 17.3% more likely to look up D-I-Y advice online, 11.3% more likely to always vote in local elections, 5.% more likely to belong to a gym, 6.6% more likely to fly domestic past yr.

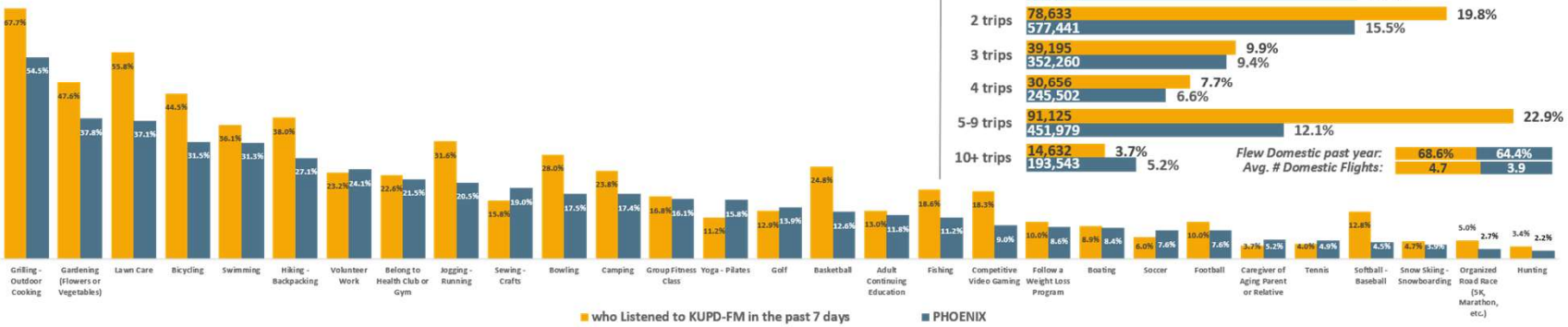
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

PHOENIX Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 195

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(Radio Stations: KUPD-FM)

Hubbard
media that connects

29.1% or 1,086,242 of PHOENIX Metro Adults 18 or older Listened to HUBBARD RADIO in the past 7 days. Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days are .7% less likely to use QSRs past mo., 7.2% more likely to use Sit-Down Restaurants past mo., 7.% more likely to use Casinos past yr., 44.% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



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



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 18 or older

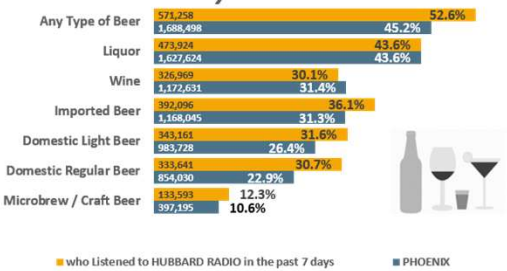
(Sit-Down Restaurants Used Past 30-days)



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

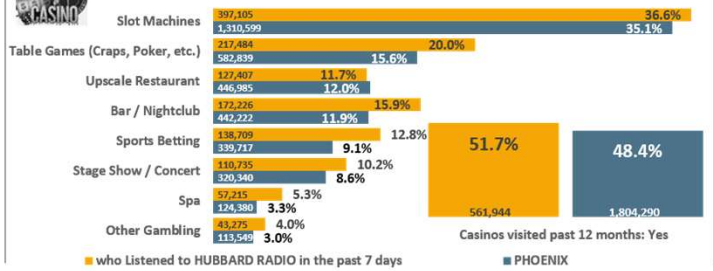


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



PHOENIX Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 536

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

OLDIES 92.7 1440 AM KAZG

3.2% or 120,275 of PHOENIX Metro Adults 18 or older Listened to KAZG-AM in the past 7 days.
Adults 18 or older who Listened to KAZG-AM in the past 7 days are 1.3% more likely to use QSRs past mo., 15.1% more likely to use Sit-Down Restaurants past mo., 17.5% less likely to use Casinos past yr., 84.4% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:
88.2% 87.0%
106,030 3,247,762

Avg. Monthly QSR Meals:
5.4 6.3

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



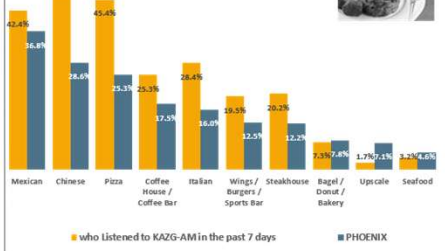
Total Monthly Sit-Down Restaurant Users:
85.2% 74.0%
102,515 2,763,340

Avg. Monthly Sit-Down Restaurant Meals:
4.6 3.8

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 KAZG-AM in the past 7 days 15,482 12.9%
PHOENIX 742,938 19.9%

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: KAZG-AM)

93-3 ALT ★ AZ ARIZONA'S ALTERNATIVE

9.7% or 360,639 of PHOENIX Metro Adults 18 or older Listened to KDKB-FM in the past 7 days.
Adults 18 or older who Listened to KDKB-FM in the past 7 days are 2.1% more likely to use QSRs past mo., 3.3% more likely to use Sit-Down Restaurants past mo., 10.3% more likely to use Casinos past yr., 10.9% 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

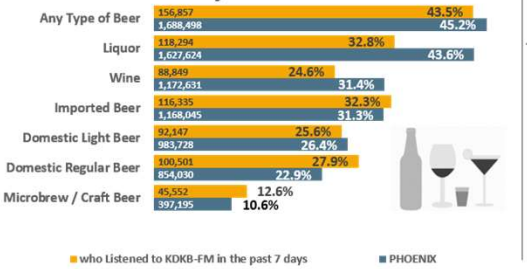
(Sit-Down Restaurants Used Past 30-days)



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

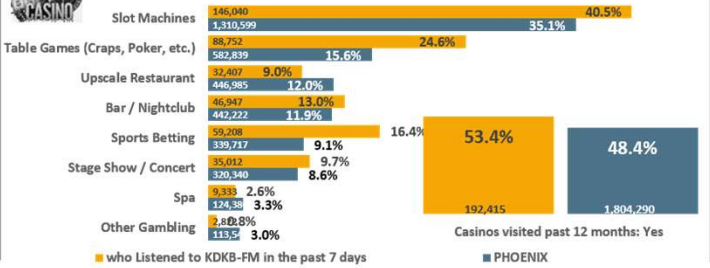


Drank Past 30-days: Adults 18 or older



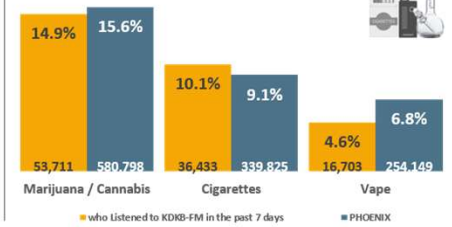
Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older





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(Radio Stations: KDKB-FM)

100.7 FM KSLX CLASSIC ROCK

14.4% or 538,216 of PHOENIX Metro Adults 18 or older Listened to KSLX-FM in the past 7 days.
Adults 18 or older who Listened to KSLX-FM in the past 7 days are 1.4% less likely to use QSRs past mo., 11.3% more likely to use Sit-Down Restaurants past mo., 23.8% more likely to use Casinos past yr., 57.7% 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

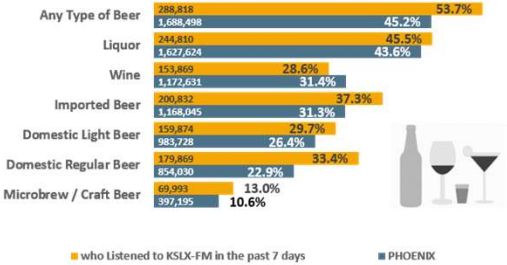
(Sit-Down Restaurants Used Past 30-days)



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

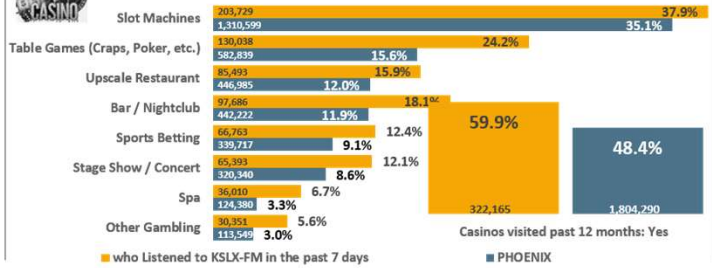


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



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(Radio Stations: KSLX-FM)

10.6% or 397,261 of PHOENIX Metro Adults 18 or older Listened to KUPD-FM in the past 7 days.
Adults 18 or older who Listened to KUPD-FM in the past 7 days are 1.4% less likely to use QSRs past mo., 7.6% more likely to use Sit-Down Restaurants past mo., 21.7% more likely to use Casinos past yr., 79.3% 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

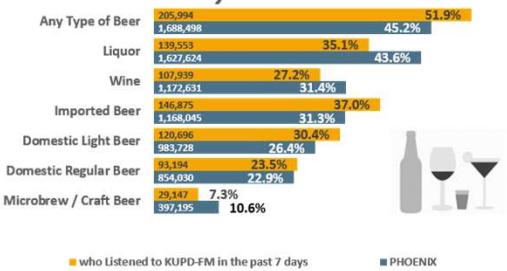
(Sit-Down Restaurants Used Past 30-days)



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

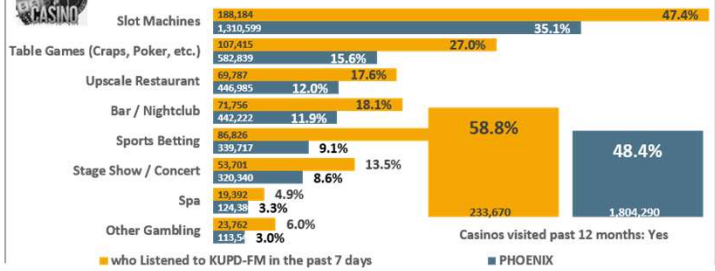


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



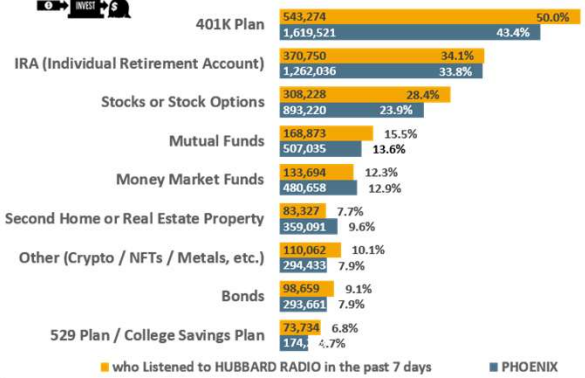
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(Radio Stations: KUPD-FM)

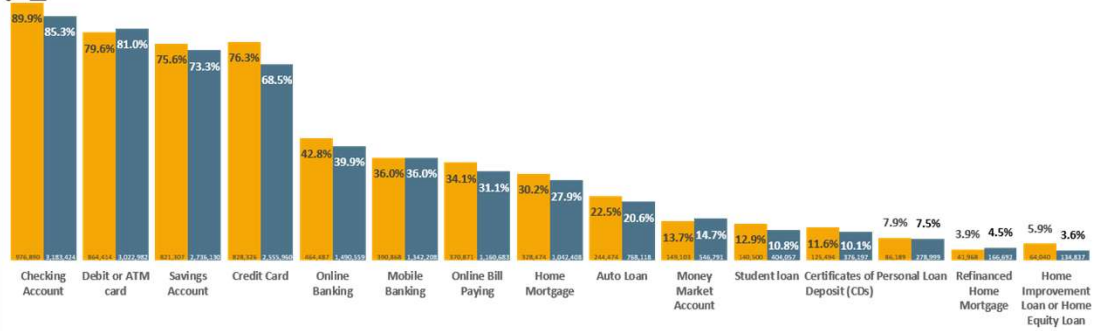
Hubbard media that connects

29.1% or 1,086,242 of PHOENIX Metro Adults 18 or older Listened to HUBBARD RADIO in the past 7 days. Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days are 15.2% more likely to have a 401K, 9.3% more likely to have an Auto Loan, 2.1% less likely to Invest/Trade Stocks Online, 1.2% less likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



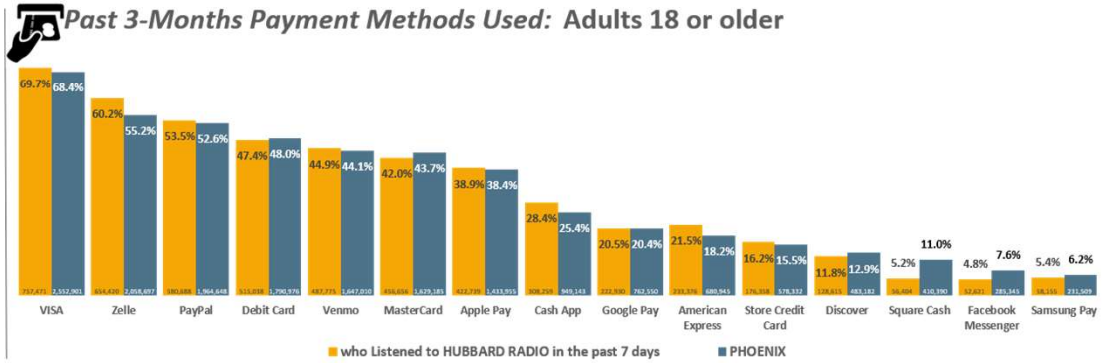
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



PHOENIX Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 536

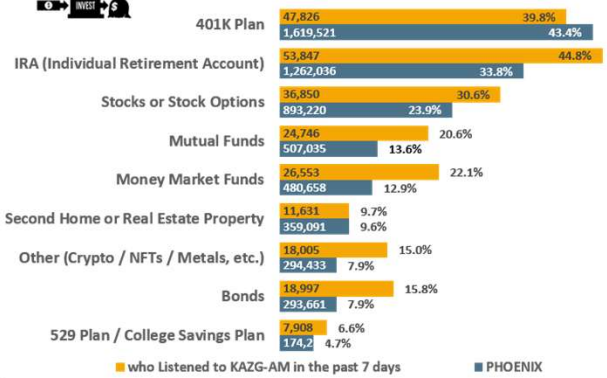
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(Radio Stations: KAZG-AM OR Radio Stations: KDKB-FM OR Radio Stations: KSLX-FM OR Radio Stations: KUPD-FM)

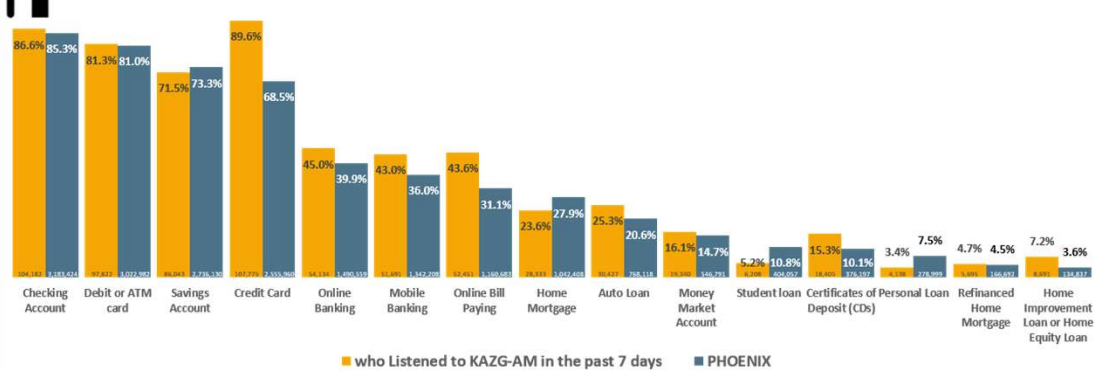
OLDIES 92.7 1440 AM | KAZG

3.2% or 120,275 of PHOENIX Metro Adults 18 or older Listened to KAZG-AM in the past 7 days.
Adults 18 or older who Listened to KAZG-AM in the past 7 days are 8.4% less likely to have a 401K, 22.9% more likely to have an Auto Loan, 42.3% less likely to Invest/Trade Stocks Online, 3.2% less likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



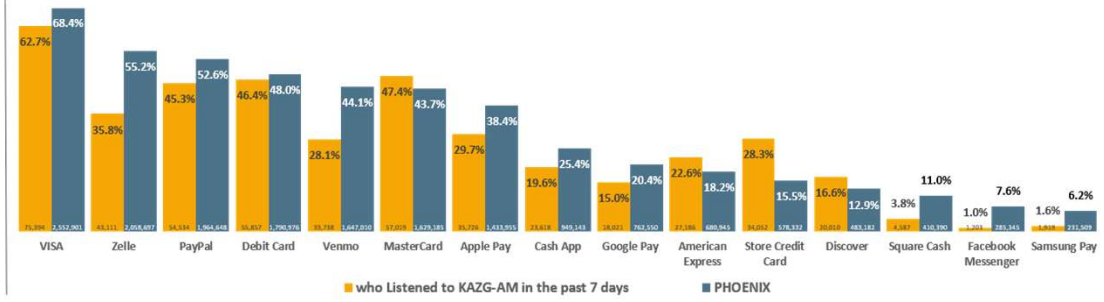
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



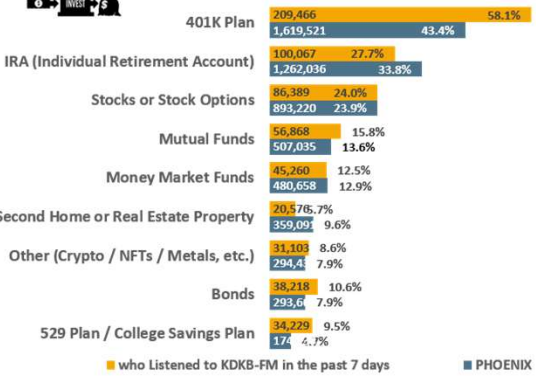
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(Radio Stations: KAZG-AM)

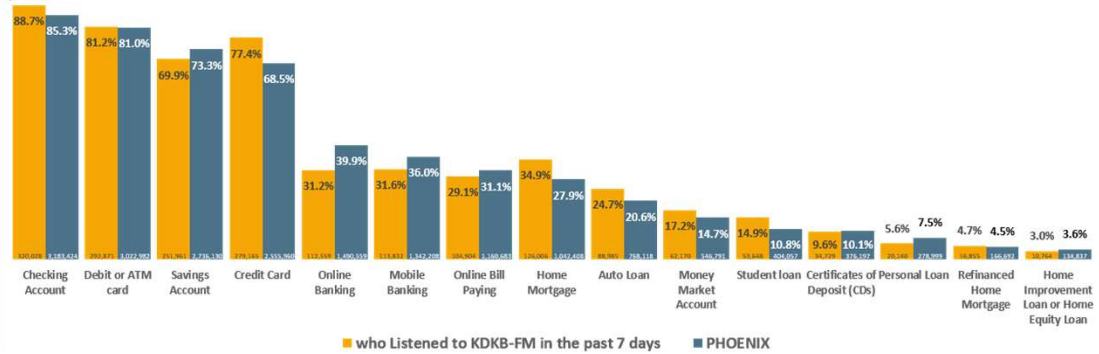
93-3 ALT★AZ ARIZONA'S ALTERNATIVE

9.7% or 360,639 of PHOENIX Metro Adults 18 or older Listened to KDKB-FM in the past 7 days.
Adults 18 or older who Listened to KDKB-FM in the past 7 days are 33.8% more likely to have a 401K, 19.9% more likely to have an Auto Loan, 38.5% less likely to Invest/Trade Stocks Online, 5.3% less likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



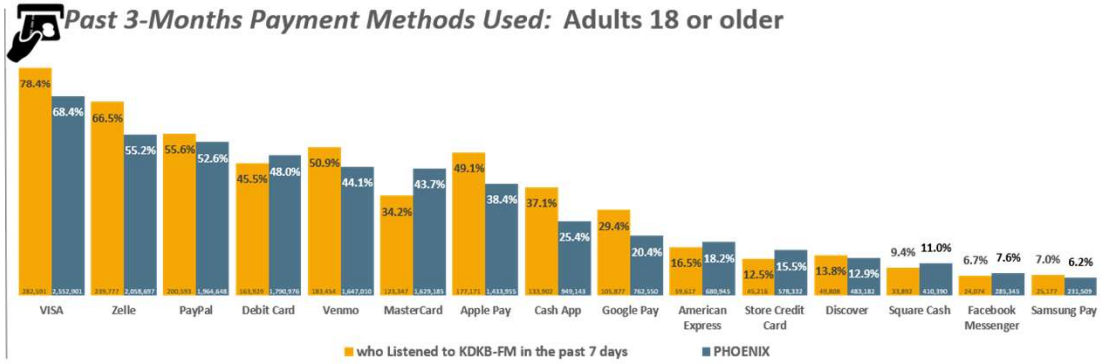
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



PHOENIX Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 171

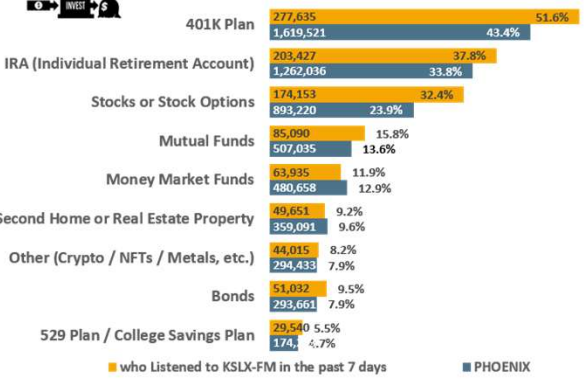
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(Radio Stations: KDKB-FM)

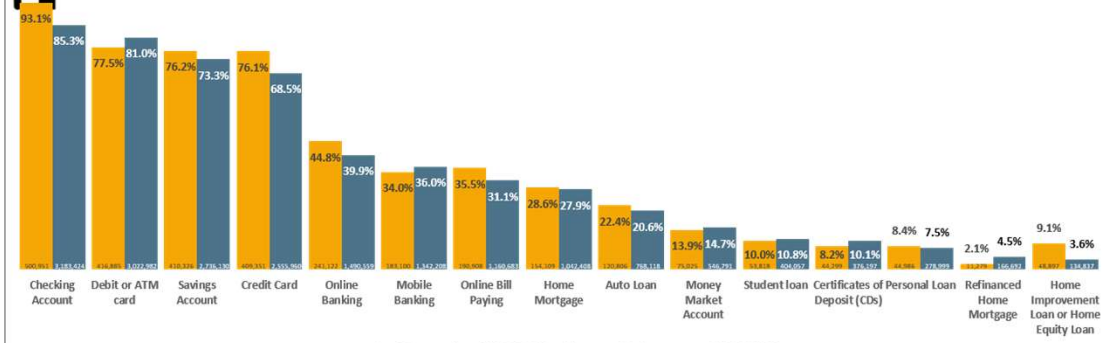
100.7 FM KSLX CLASSIC ROCK

14.4% or 538,216 of PHOENIX Metro Adults 18 or older Listened to KSLX-FM in the past 7 days.
Adults 18 or older who Listened to KSLX-FM in the past 7 days are 18.9% more likely to have a 401K, 9.% more likely to have an Auto Loan, 39.5% more likely to Invest/Trade Stocks Online, 1.% more likely to pay with their Debit Card.

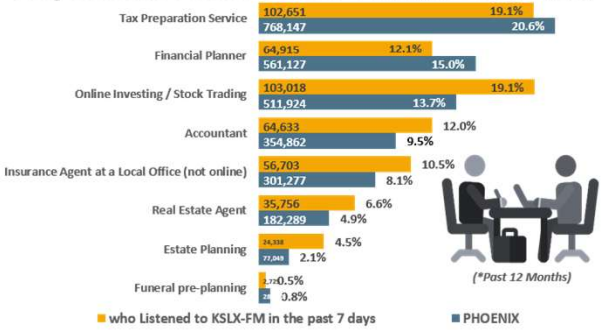
Investments Owned: Adults 18 or older



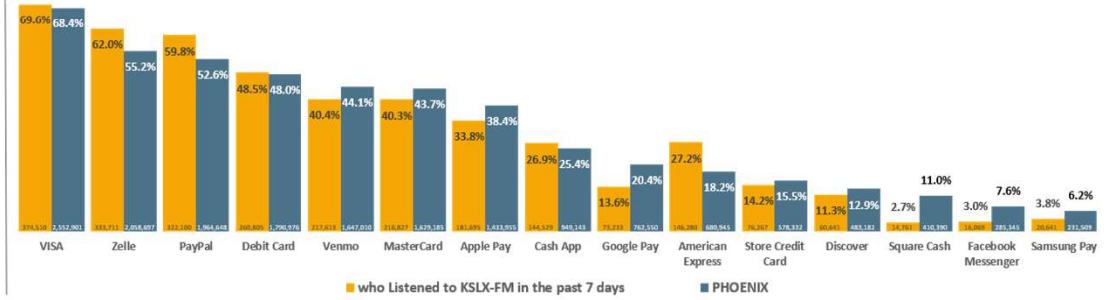
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



PHOENIX Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 267

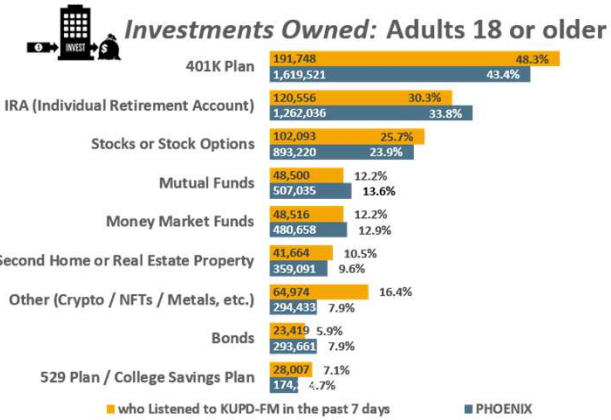
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(Radio Stations: KSLX-FM)

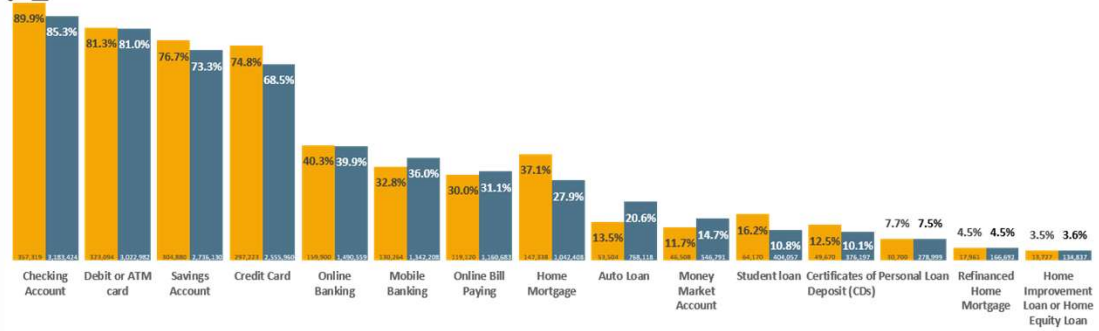
98KUPD ARIZONA'S REAL ROCK

10.6% or 397,261 of PHOENIX Metro Adults 18 or older Listened to KUPD-FM in the past 7 days.
Adults 18 or older who Listened to KUPD-FM in the past 7 days are 11.2% more likely to have a 401K, 34.6% less likely to have an Auto Loan, 5.5% more likely to Invest/Trade Stocks Online, 3.4% less likely to pay with their Debit Card.

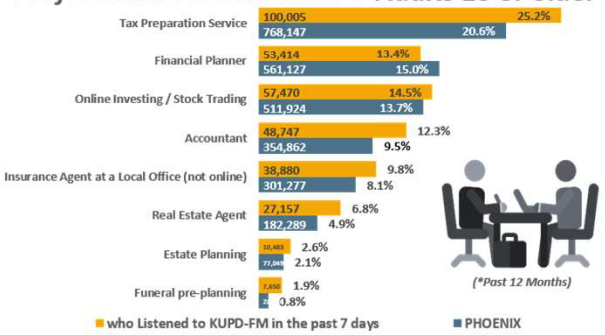
Investments Owned: Adults 18 or older



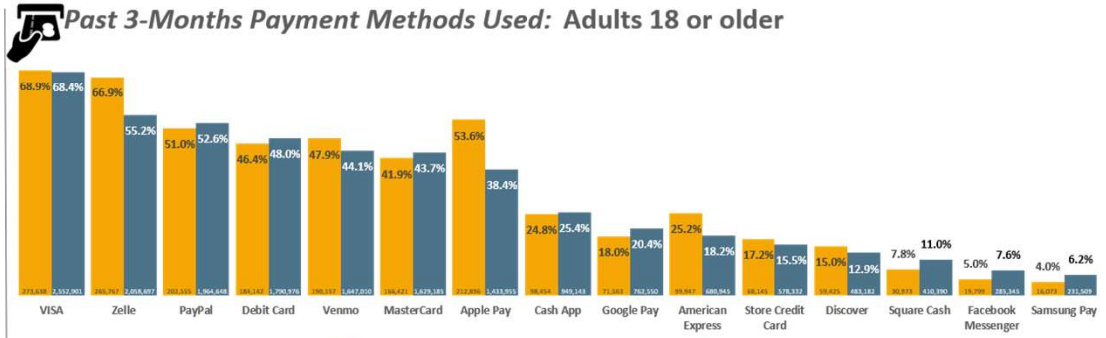
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



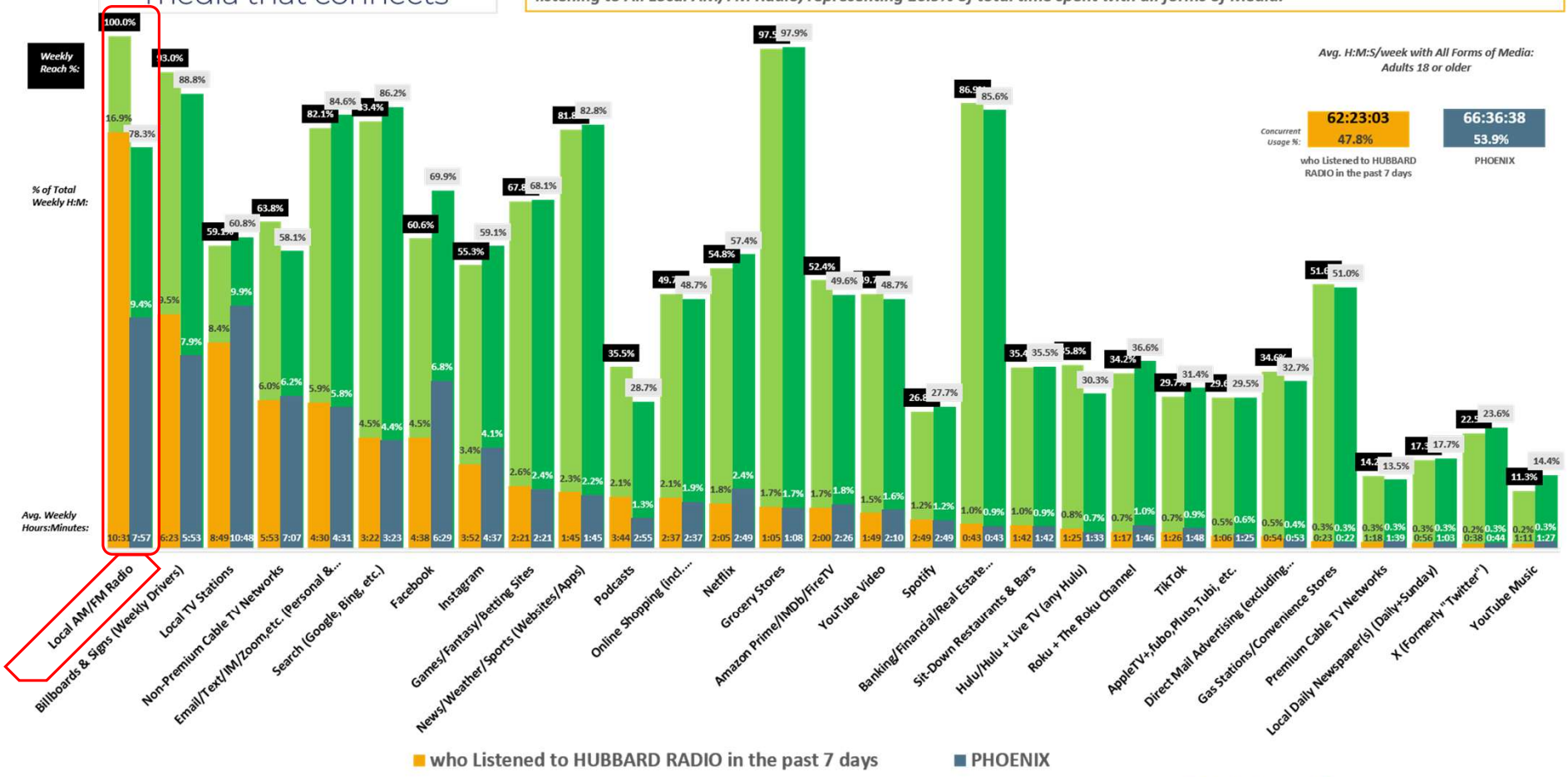
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(Radio Stations: KUPD-FM)

Hubbard media that connects

Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days spend an average of 2 days, 14 hours, 23 minutes and 3 seconds each week with All Forms of Media.

100.% of Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days spend an avg. of 10 hours and 31 minutes each week listening to All Local AM/FM Radio, representing 16.9% of total time spent with all forms of Media.

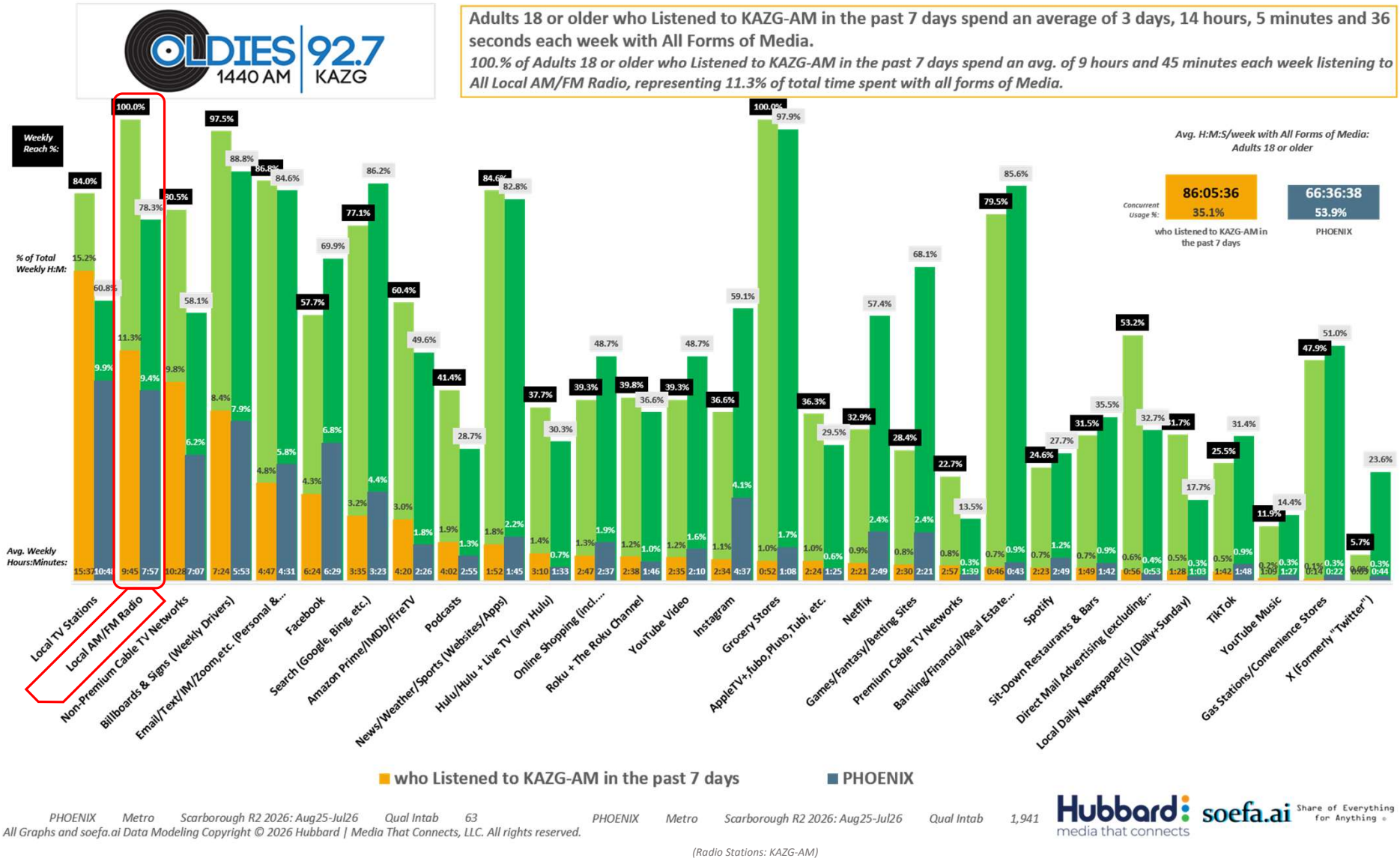


PHOENIX Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 536 PHOENIX Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 1,941

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Hubbard media that connects soefa.ai Share of Everything for Anything

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



PHOENIX Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 63 PHOENIX Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 1,941

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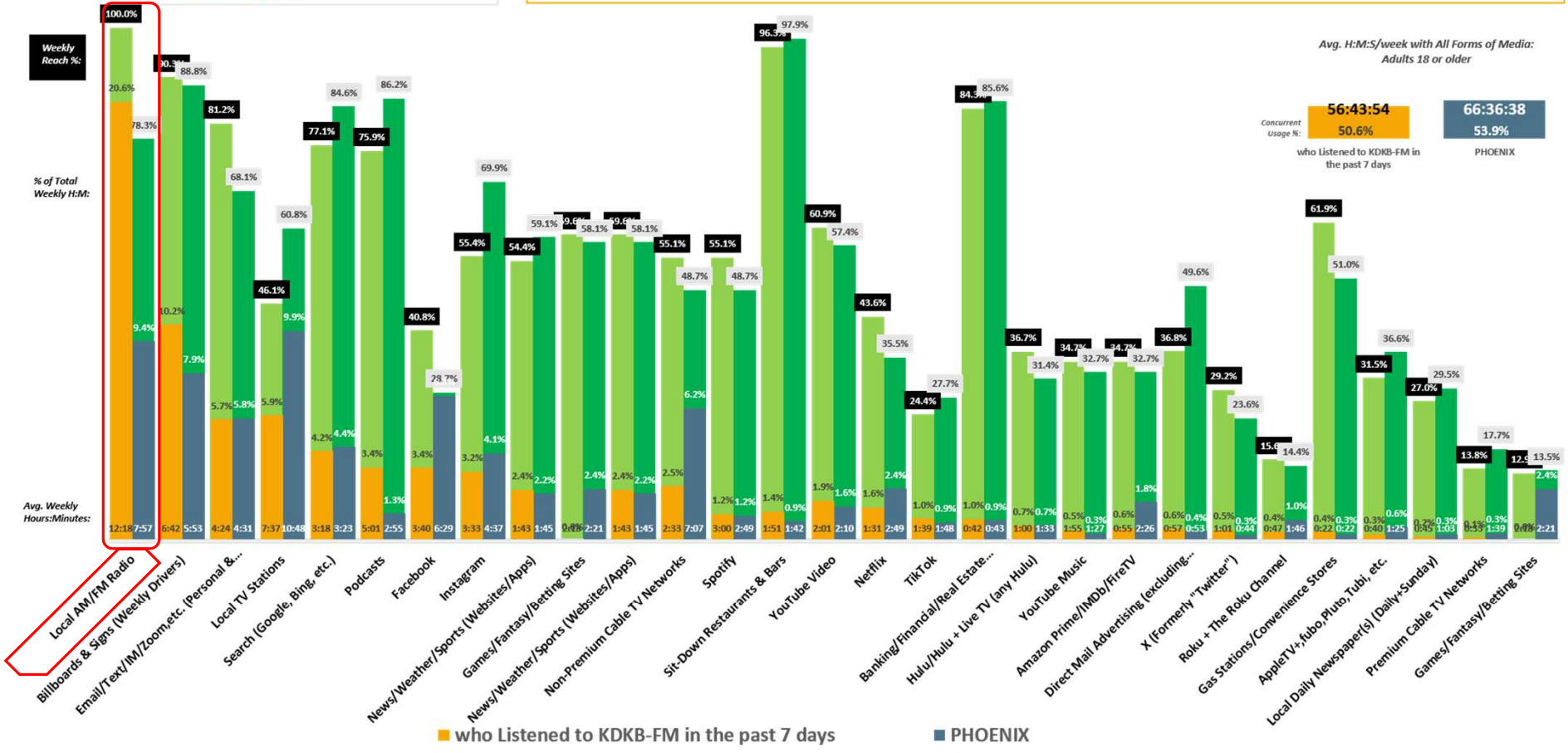
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(Radio Stations: KAZG-AM)

93·3 ALT★AZ ARIZONA'S ALTERNATIVE

Adults 18 or older who Listened to KDKB-FM in the past 7 days spend an average of 2 days, 9 hours, 31 minutes and 51 seconds each week with All Forms of Media.

100.% of Adults 18 or older who Listened to KDKB-FM in the past 7 days spend an avg. of 12 hours and 18 minutes each week listening to All Local AM/FM Radio, representing 20.6% of total time spent with all forms of Media.



PHOENIX Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 171 PHOENIX Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 1,941

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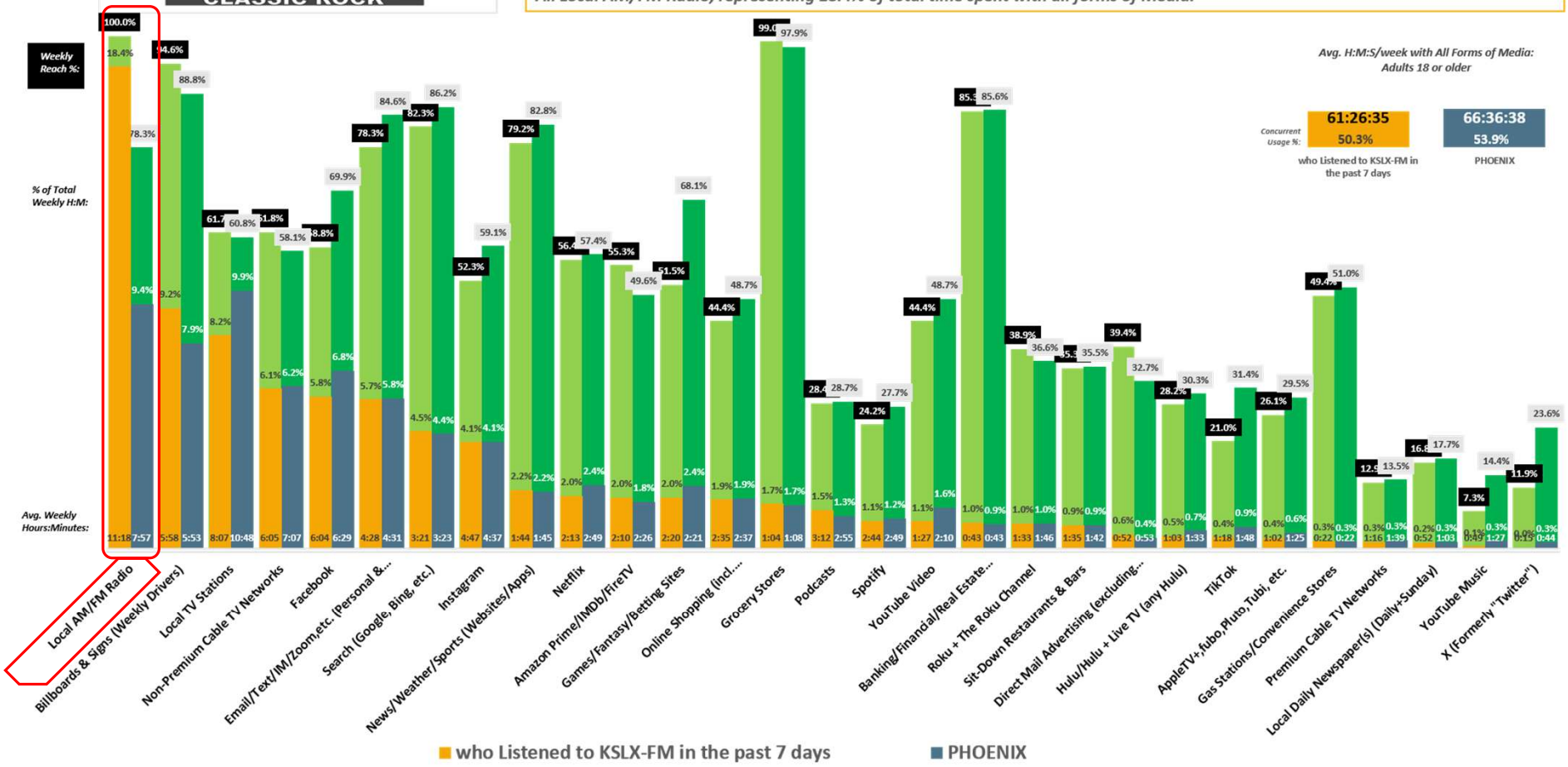
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(Radio Stations: KDKB-FM)

100.7 FM KSLX CLASSIC ROCK

Adults 18 or older who Listened to KSLX-FM in the past 7 days spend an average of 2 days, 13 hours, 26 minutes and 35 seconds each week with All Forms of Media.

100.% of Adults 18 or older who Listened to KSLX-FM in the past 7 days spend an avg. of 11 hours and 18 minutes each week listening to All Local AM/FM Radio, representing 18.4% of total time spent with all forms of Media.

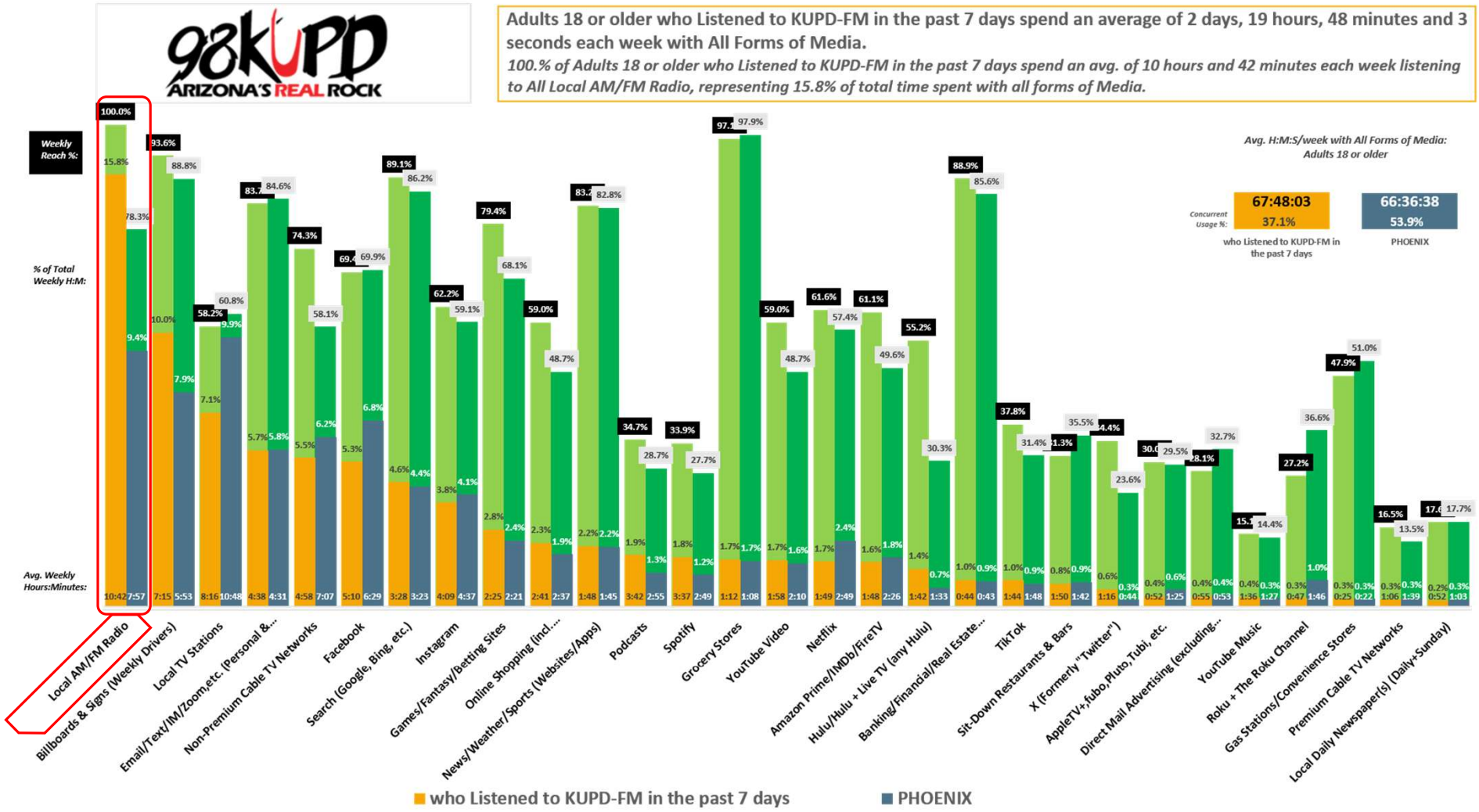


PHOENIX Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 267 PHOENIX Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 1,941

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(Radio Stations: KSLX-FM)



PHOENIX Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 195 PHOENIX Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 1,941

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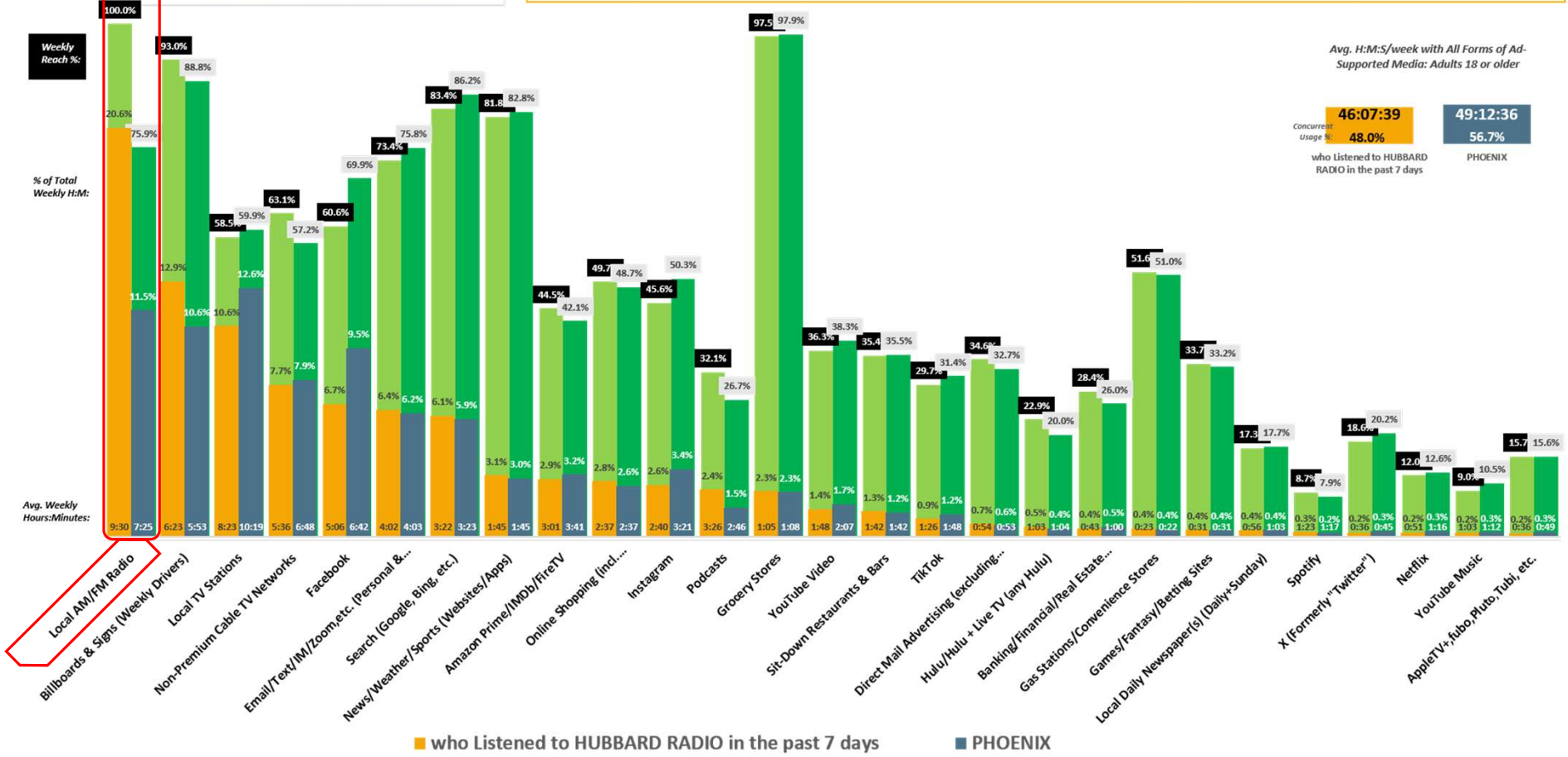
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(Radio Stations: KUPD-FM)

Hubbard media that connects

Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days spend an average of 1 days, 22 hours, 7 minutes and 39 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 30 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 20.6% of total time spent with all forms of Ad-Supported Media.

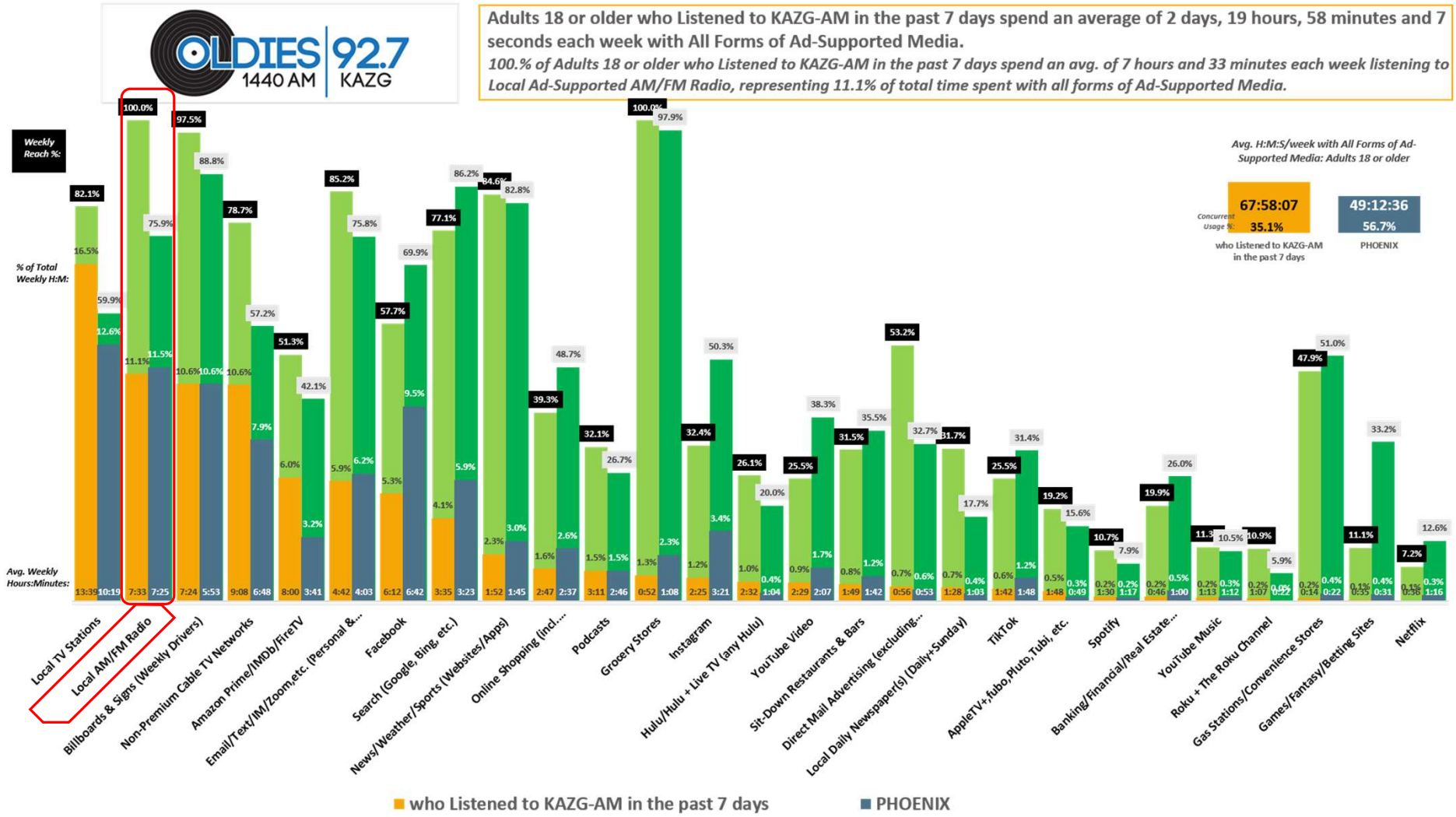


PHOENIX Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 536 PHOENIX Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 1,941

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Hubbard media that connects soefa.ai Share of Everything for Anything

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



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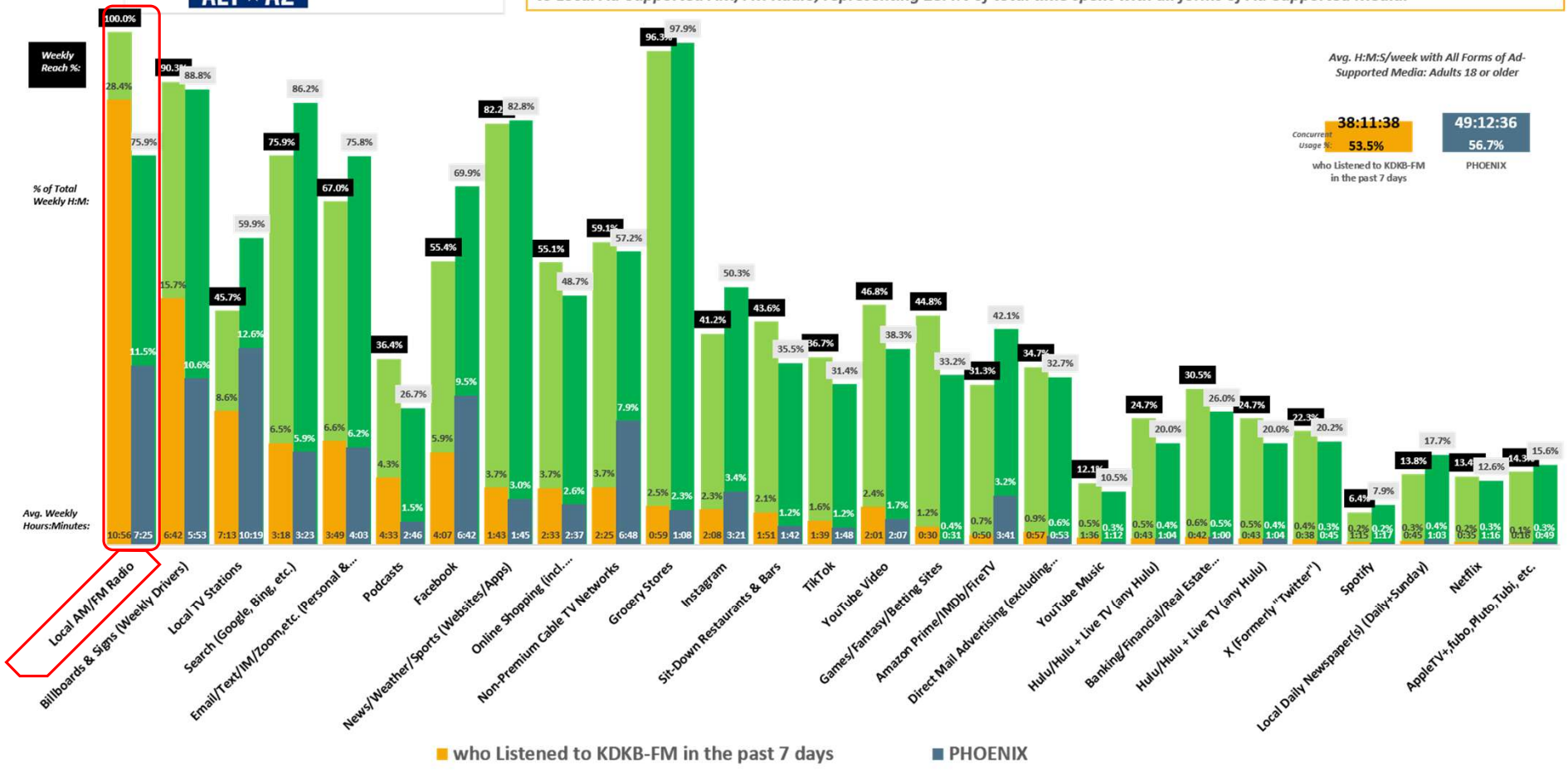
Hubbard media that connects soefa.ai Share of Everything for Anything

(Radio Stations: KAZG-AM)

93·3 ALT★AZ ARIZONA'S ALTERNATIVE

Adults 18 or older who Listened to KDKB-FM in the past 7 days spend an average of 1 days, 14 hours, 25 minutes and 22 seconds each week with All Forms of Ad-Supported Media.

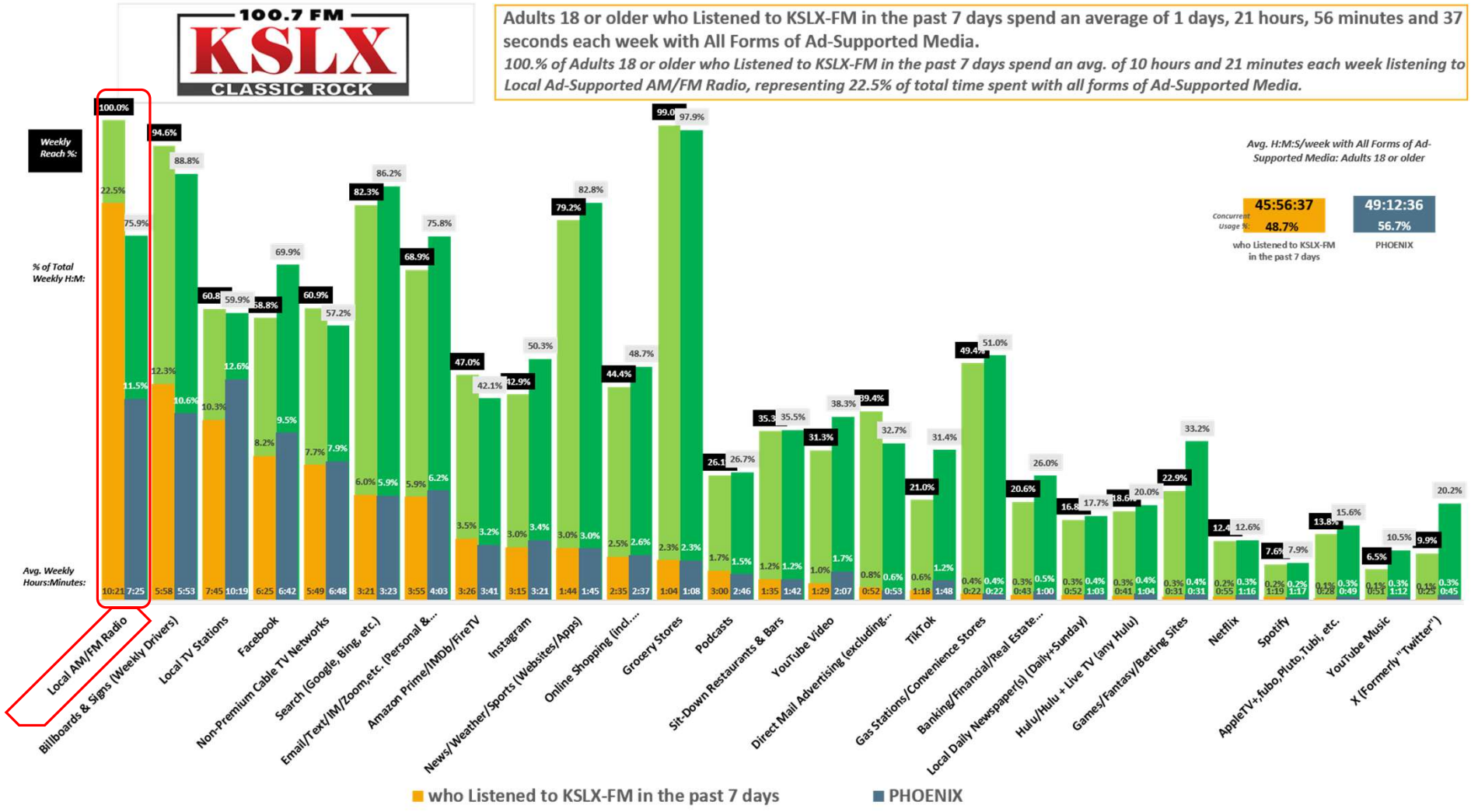
100.% of Adults 18 or older who Listened to KDKB-FM in the past 7 days spend an avg. of 10 hours and 56 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 28.4% of total time spent with all forms of Ad-Supported Media.



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(Radio Stations: KDKB-FM)

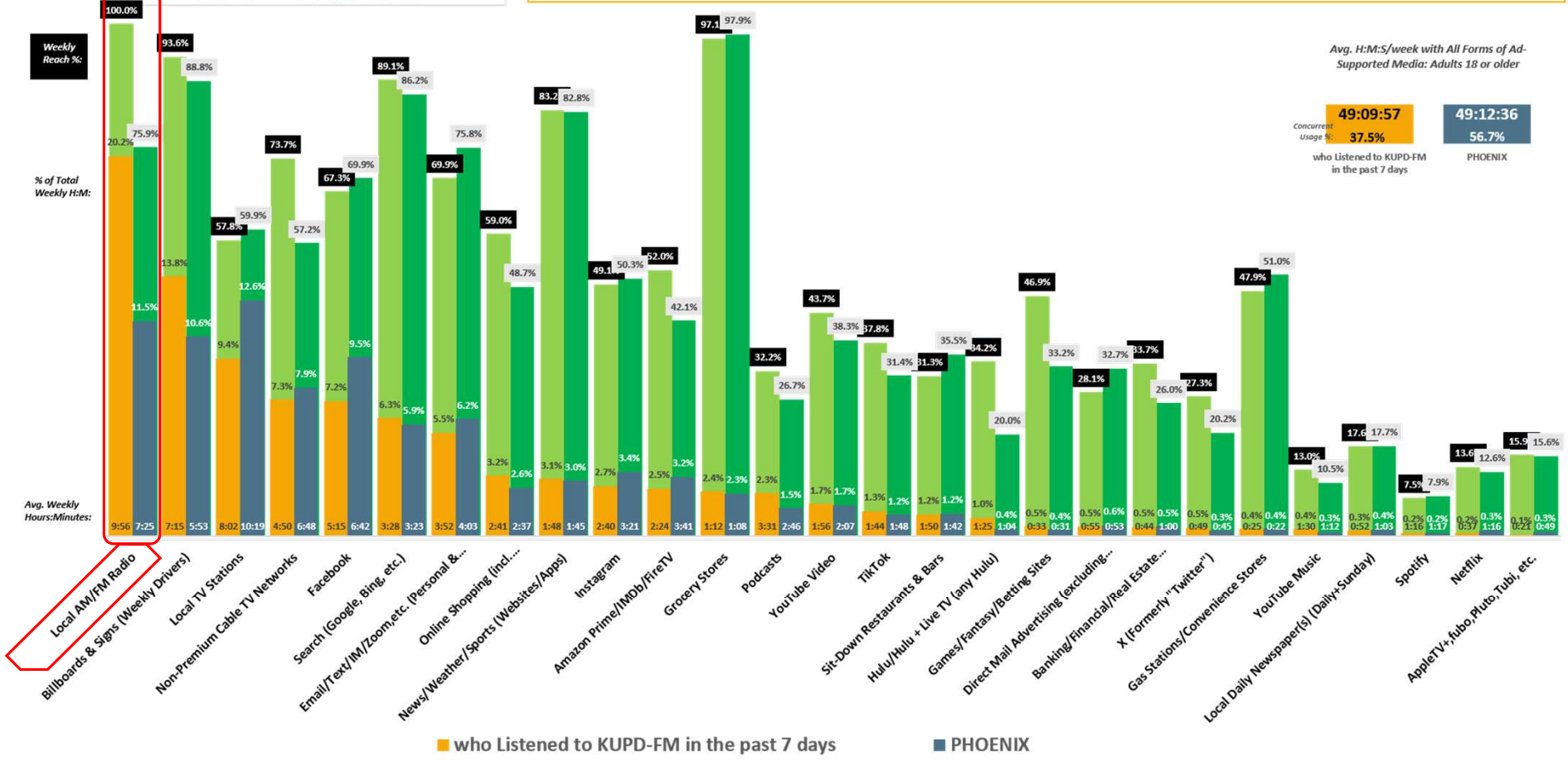


PHOENIX Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 267 PHOENIX Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 1,941
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(Radio Stations: KSLX-FM)

Adults 18 or older who Listened to KUPD-FM in the past 7 days spend an average of 2 days, 1 hours, 9 minutes and 57 seconds each week with All Forms of Ad-Supported Media.

100.% of Adults 18 or older who Listened to KUPD-FM in the past 7 days spend an avg. of 9 hours and 56 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 20.2% of total time spent with all forms of Ad-Supported Media.



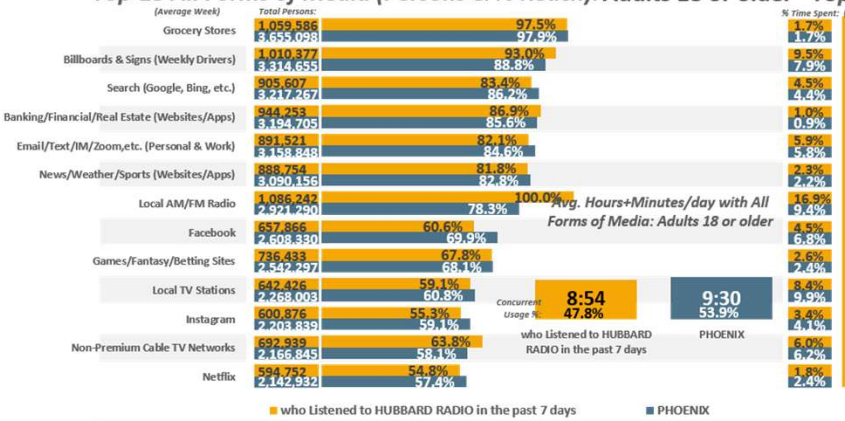
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(Radio Stations: KUPD-FM)

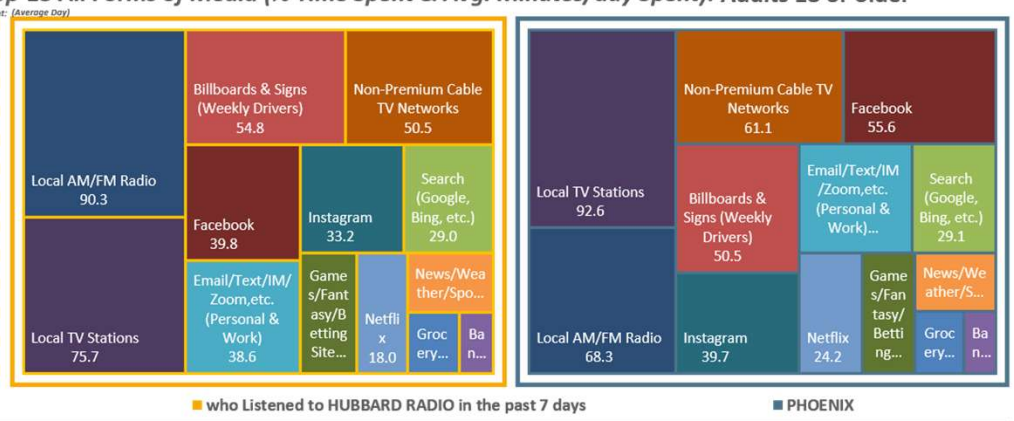
Hubbard media that connects

Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days spend an average of 6 hours and 35 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 81.5 minutes/day. *(Local Radio delivers 20.6% of Time with Ad-Supported Media.)*

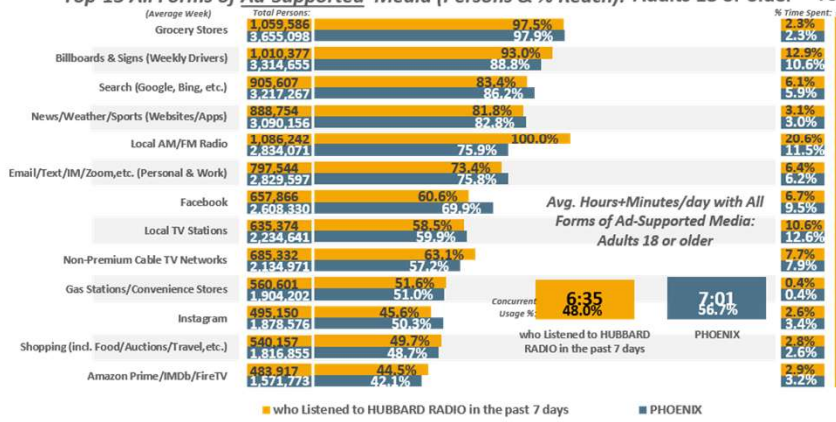
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



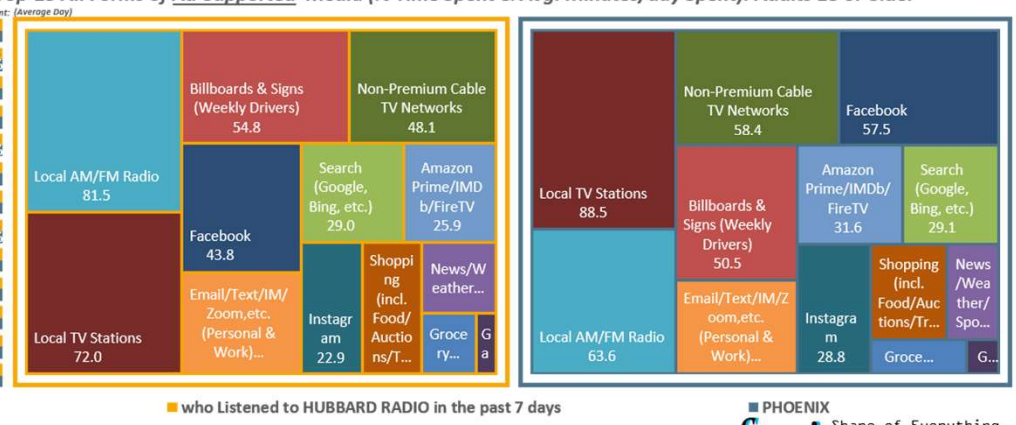
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHOENIX Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 536

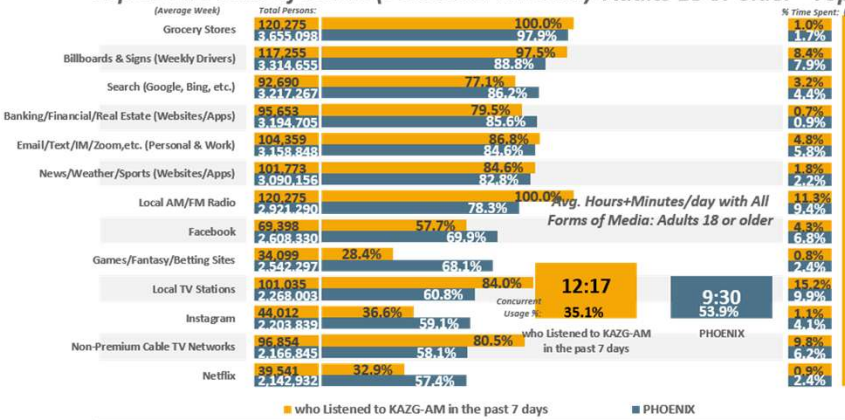
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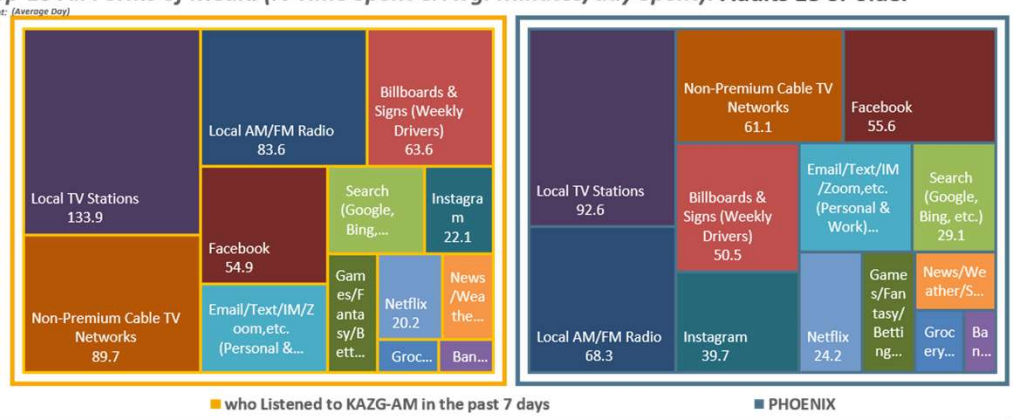
(Radio Stations: KAZG-AM OR Radio Stations: KDKB-FM OR Radio Stations: KSLX-FM OR Radio Stations: KUPD-FM)

Adults 18 or older who Listened to KAZG-AM in the past 7 days spend an average of 9 hours and 42 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 64.8 minutes/day. *(Local Radio delivers 11.1% of Time with Ad-Supported Media.)*

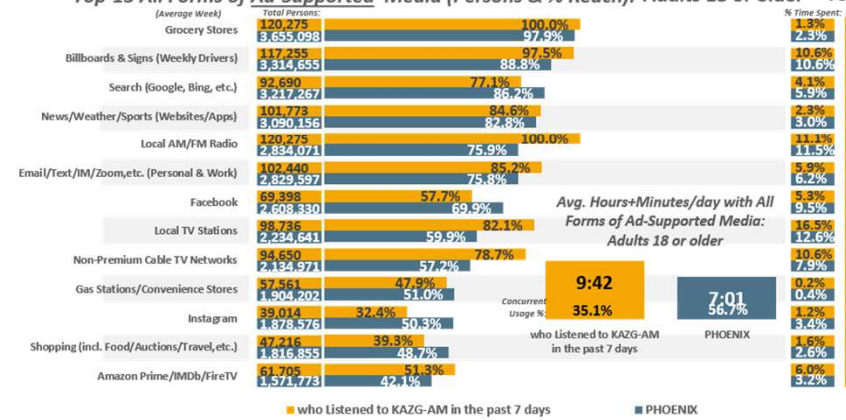
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



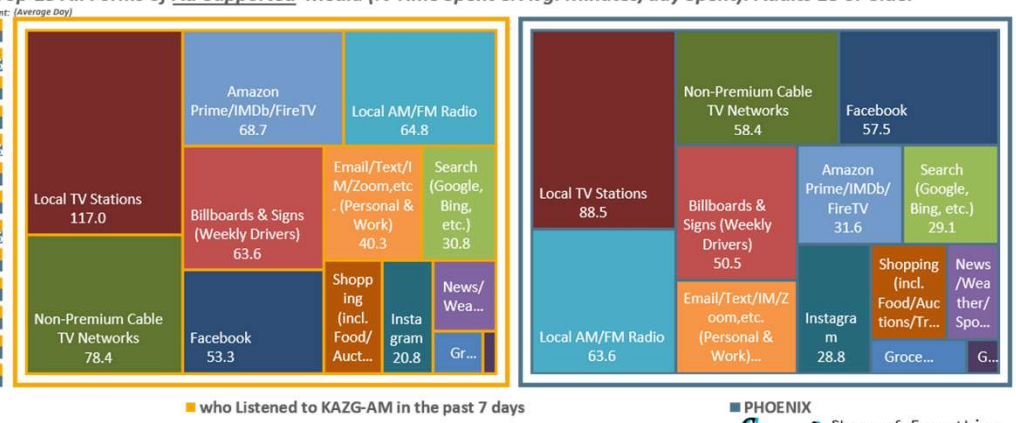
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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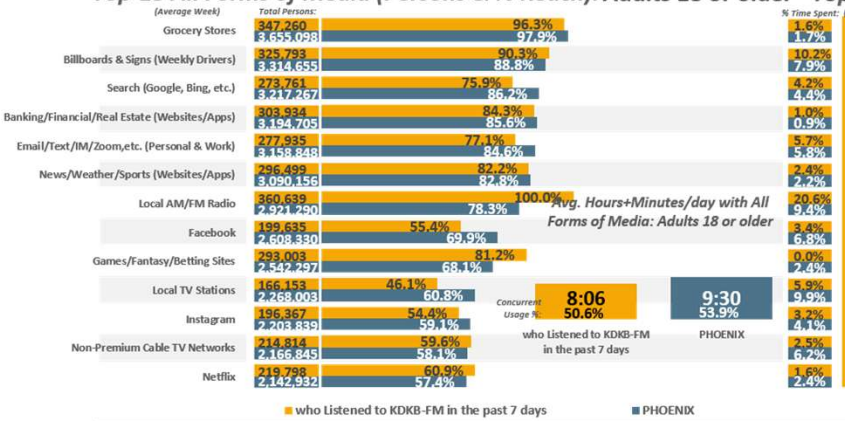
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(Radio Stations: KAZG-AM)

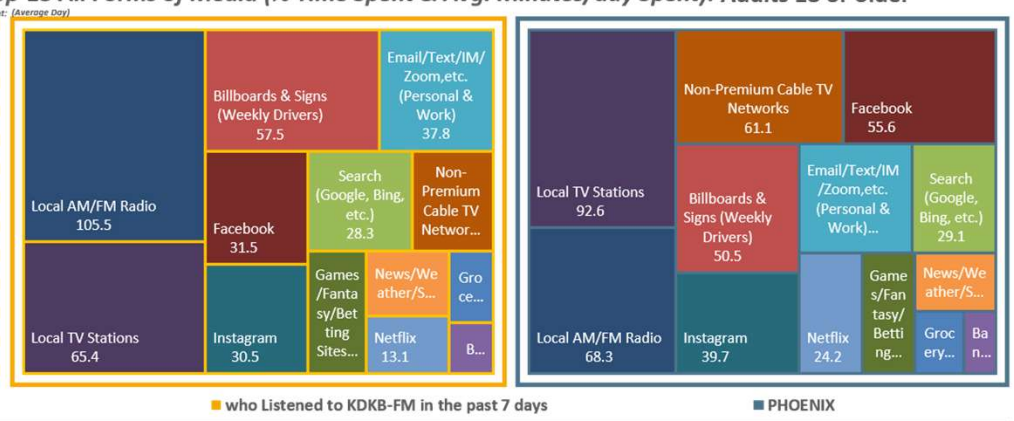
93-3 ALT ★ AZ ARIZONA'S ALTERNATIVE

Adults 18 or older who Listened to KDKB-FM in the past 7 days spend an average of 5 hours and 30 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 93.7 minutes/day. *(Local Radio delivers 28.4% of Time with Ad-Supported Media.)*

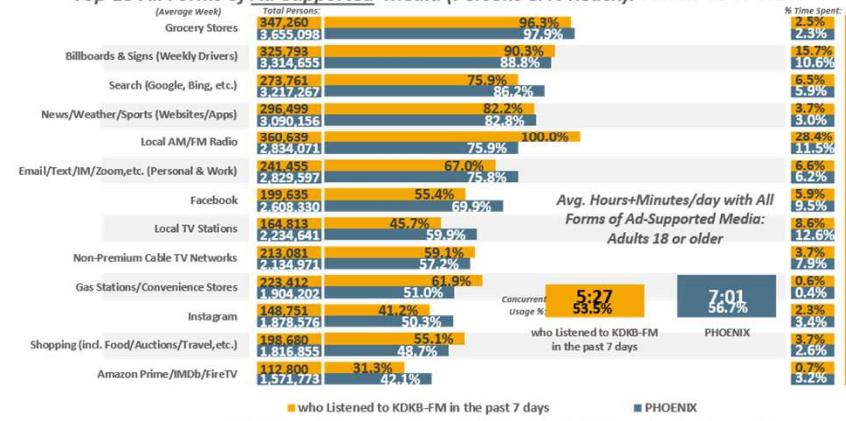
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



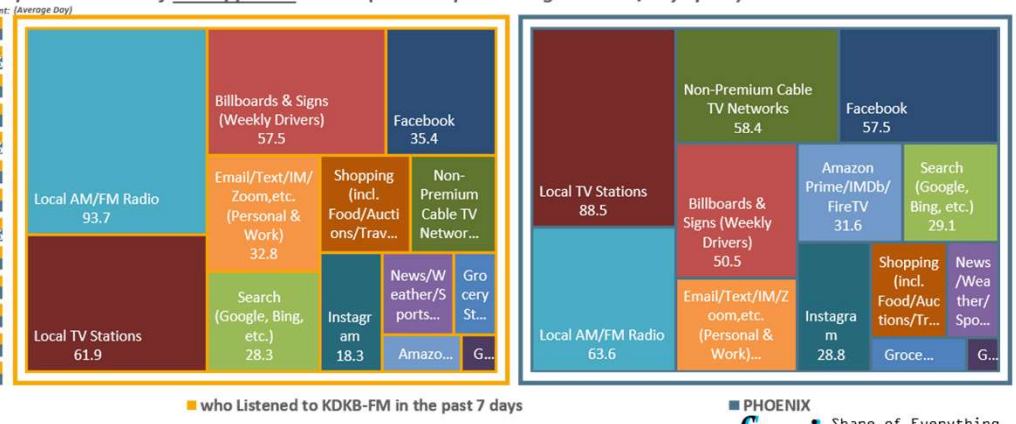
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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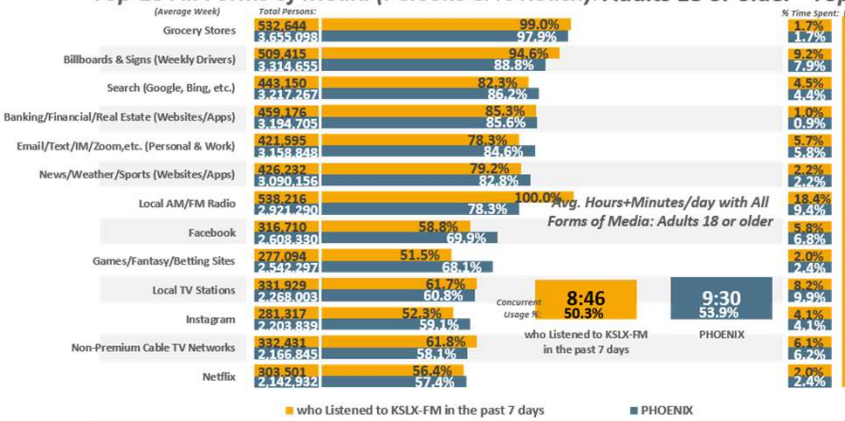
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(Radio Stations: KDKB-FM)

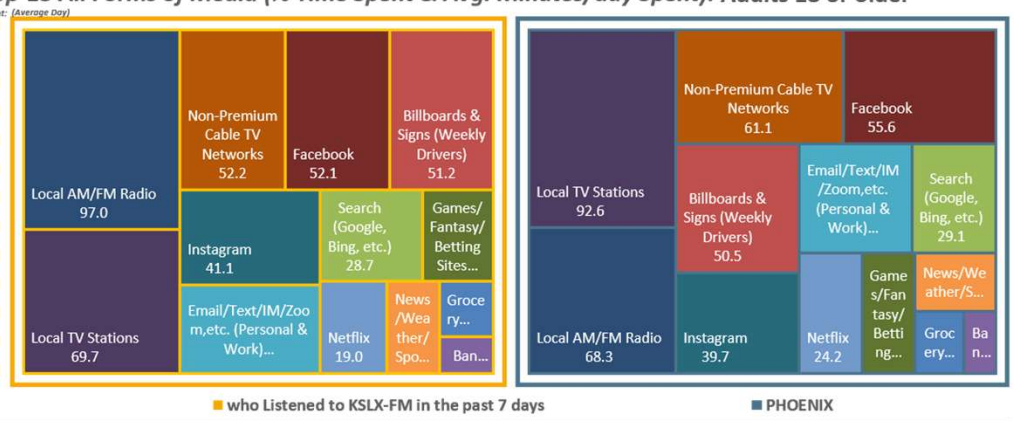
100.7 FM KSLX CLASSIC ROCK

Adults 18 or older who Listened to KSLX-FM in the past 7 days spend an average of 6 hours and 33 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 88.7 minutes/day. *(Local Radio delivers 22.5% of Time with Ad-Supported Media.)*

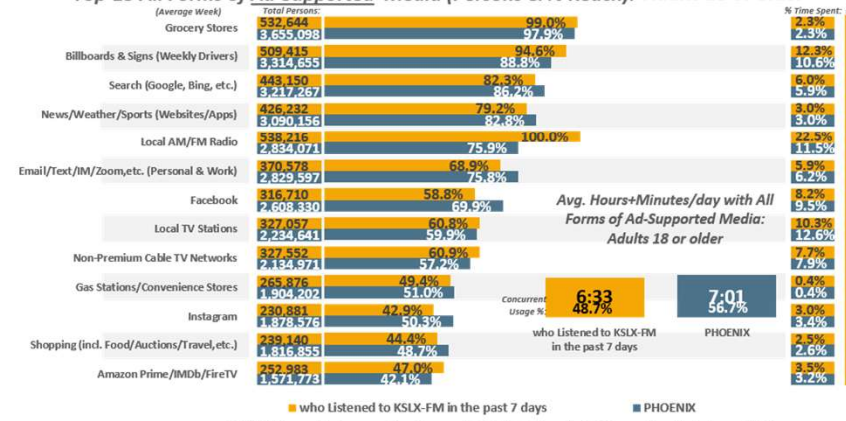
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



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



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



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



PHOENIX Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 267

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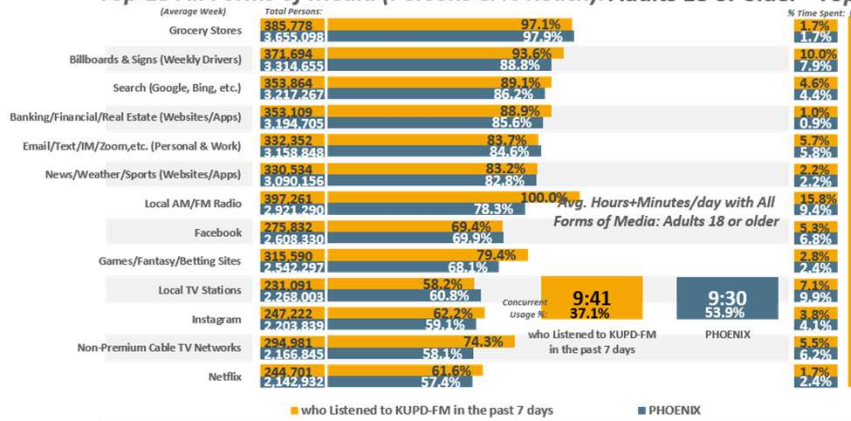
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(Radio Stations: KSLX-FM)

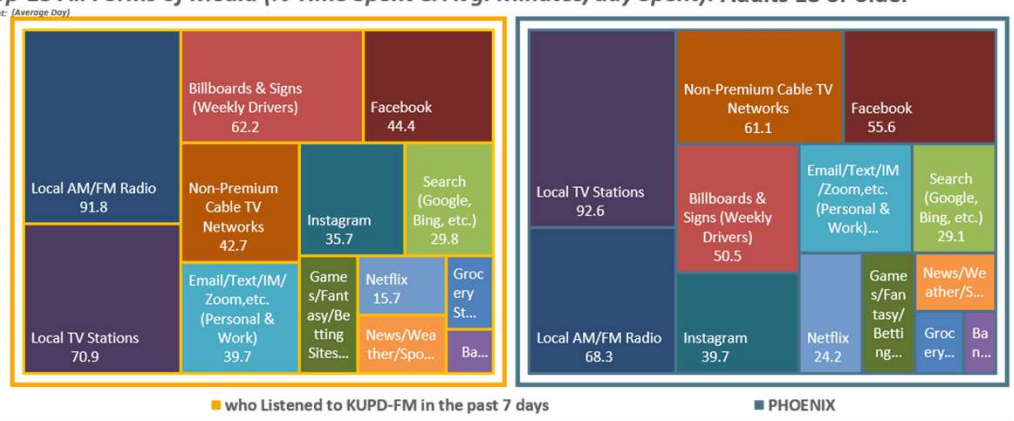
98KUPD
ARIZONA'S REAL ROCK

Adults 18 or older who Listened to KUPD-FM in the past 7 days spend an average of 7 hours and 1 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 85.2 minutes/day. *(Local Radio delivers 20.2% of Time with Ad-Supported Media.)*

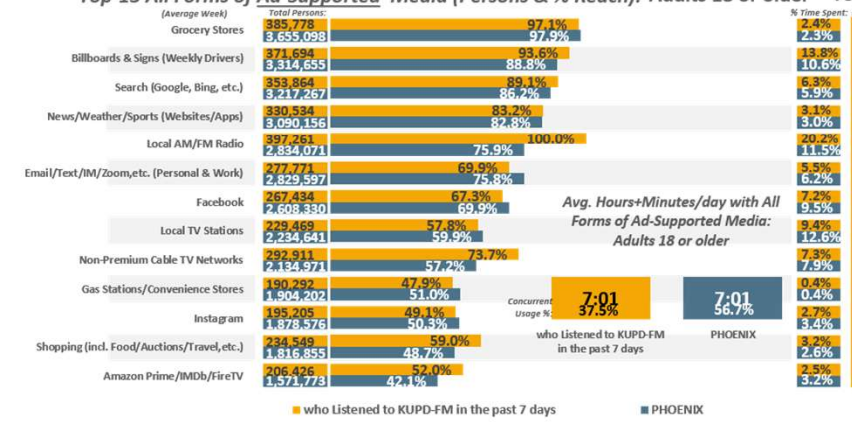
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



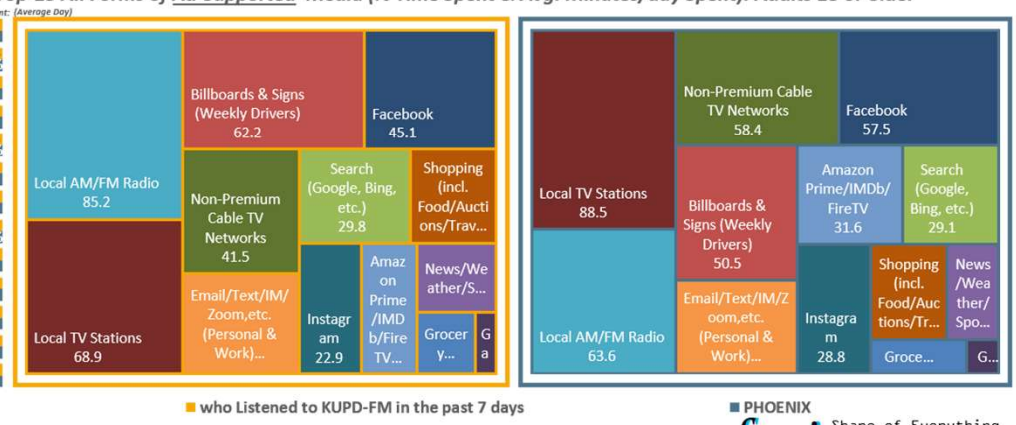
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHOENIX Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 195

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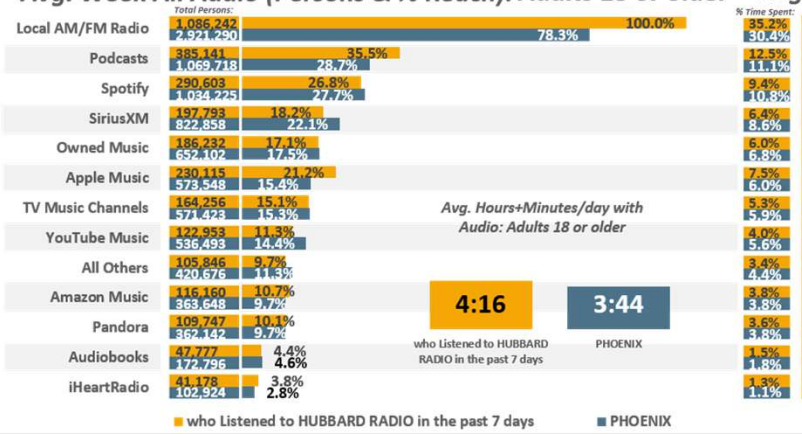
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(Radio Stations: KUPD-FM)

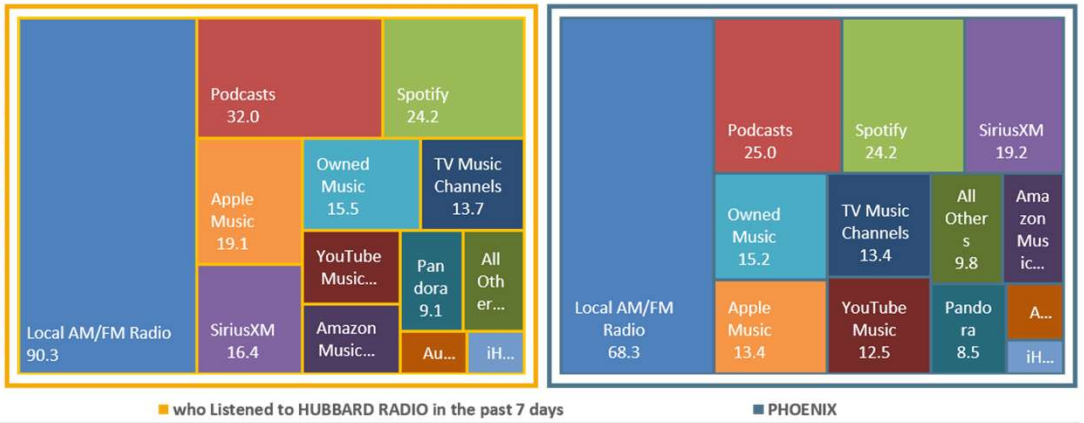
Hubbard
media that connects

1,086,242 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 81.5 minutes every day representing 47.% of all time spent daily with Ad-Supported Audio.

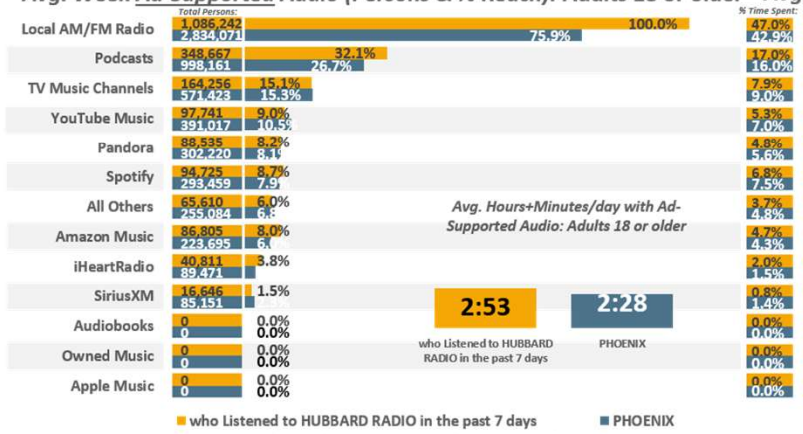
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



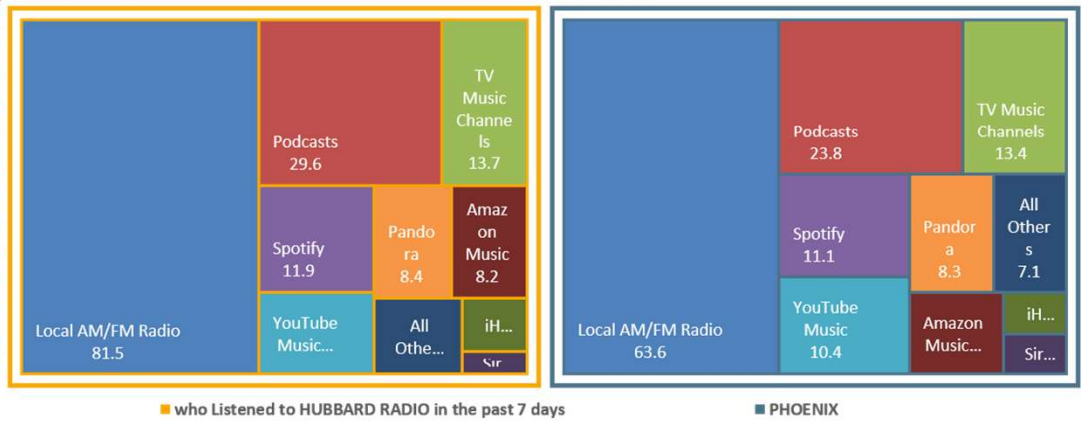
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHOENIX Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 536

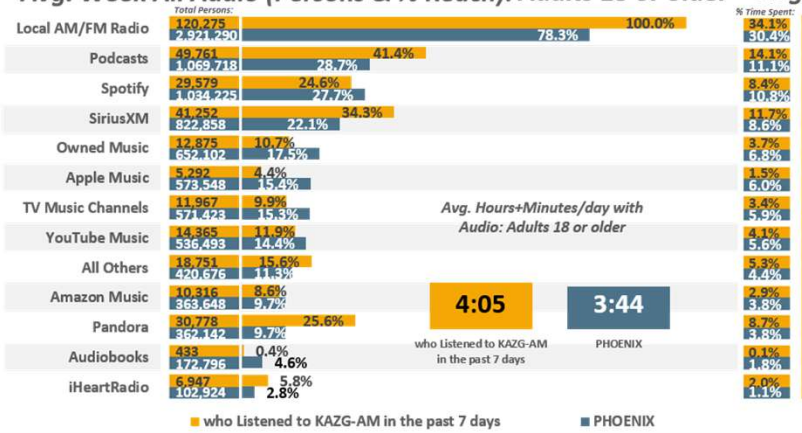
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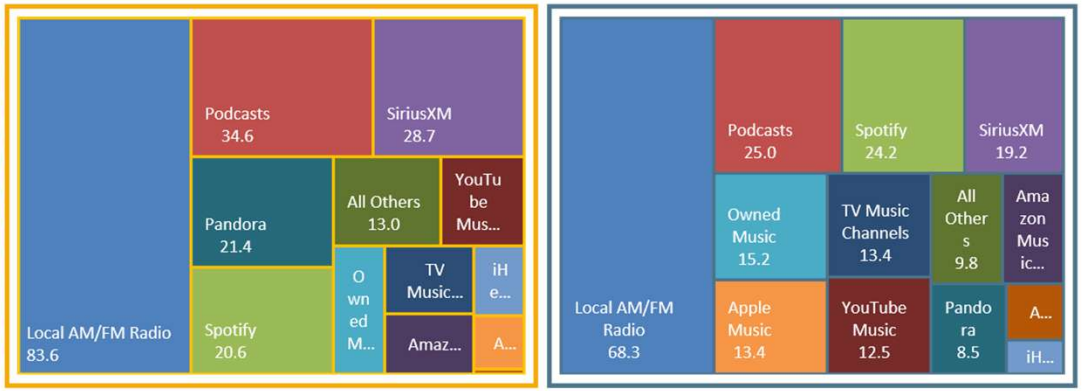
(Radio Stations: KAZG-AM OR Radio Stations: KDKB-FM OR Radio Stations: KSLX-FM OR Radio Stations: KUPD-FM)

120,275 or 100.% of Adults 18 or older who Listened to KAZG-AM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 64.8 minutes every day representing 38.9% of all time spent daily with Ad-Supported Audio.

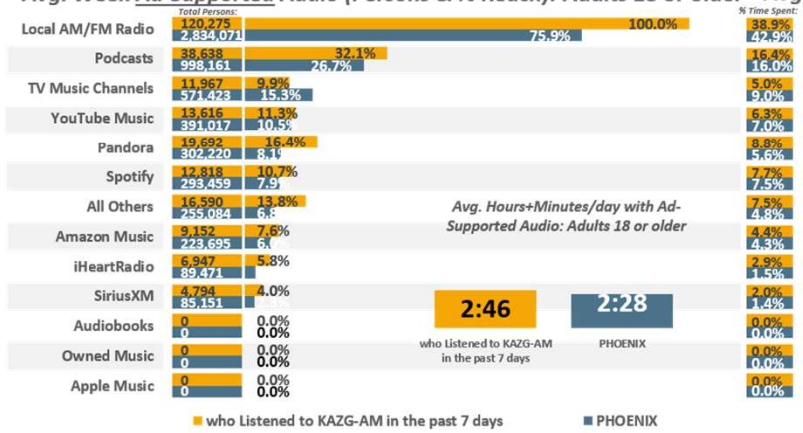
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



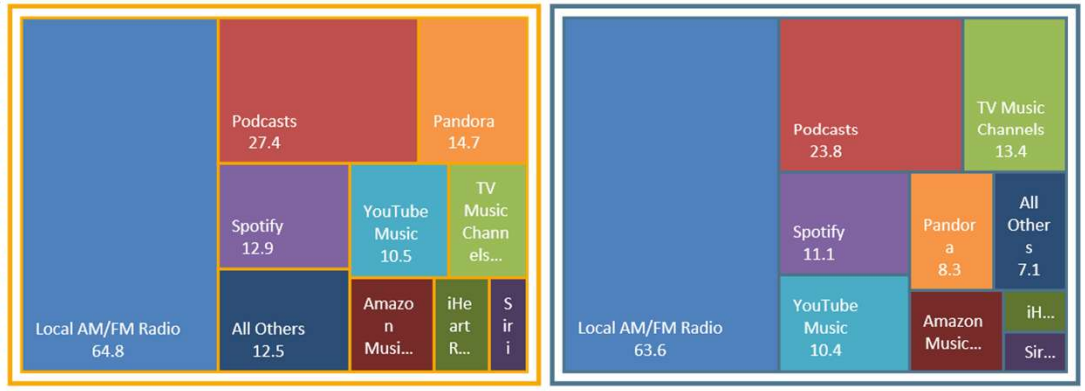
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



PHOENIX Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 63

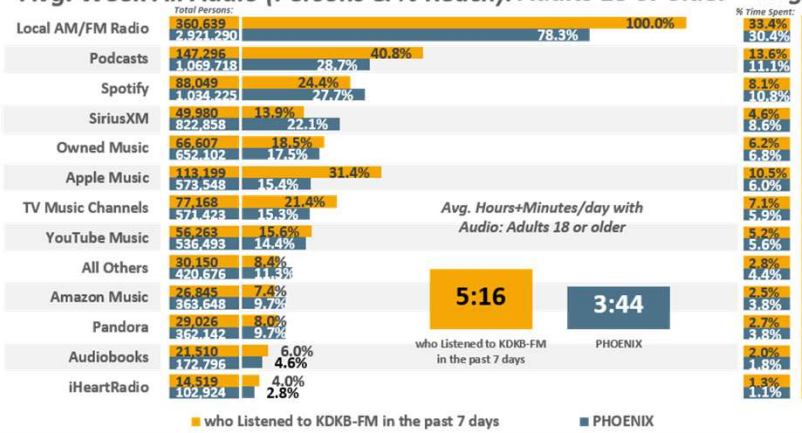
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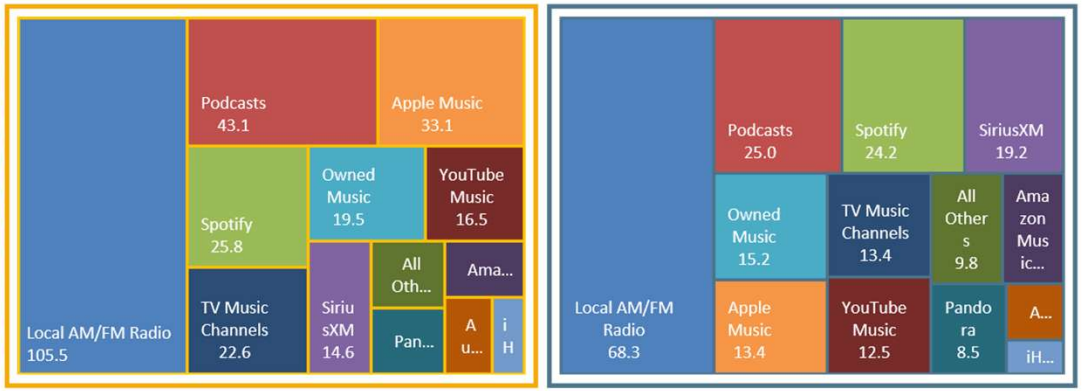
(Radio Stations: KAZG-AM)

360,639 or 100.% of Adults 18 or older who Listened to KDKB-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 93.7 minutes every day representing 45.6% of all time spent daily with Ad-Supported Audio.

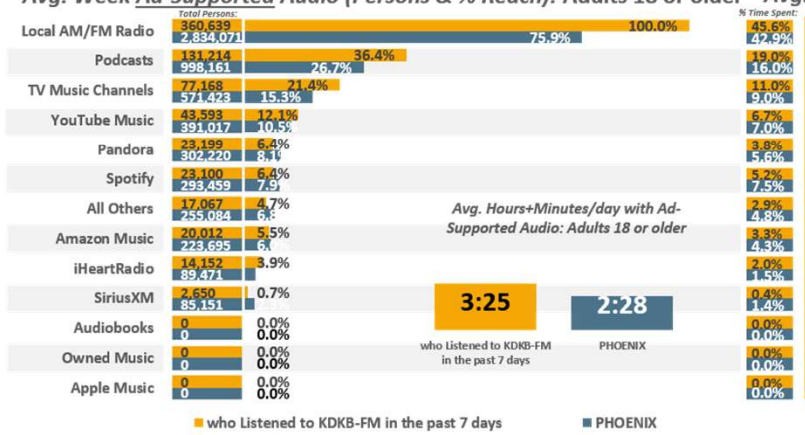
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



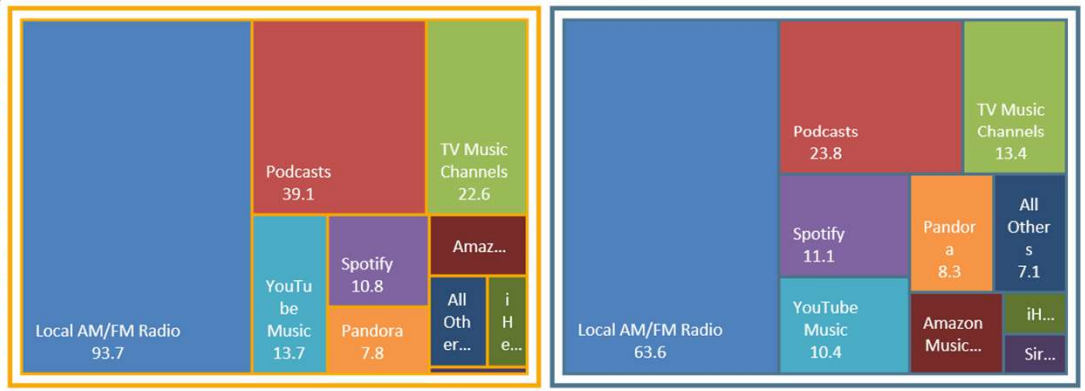
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHOENIX Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 171

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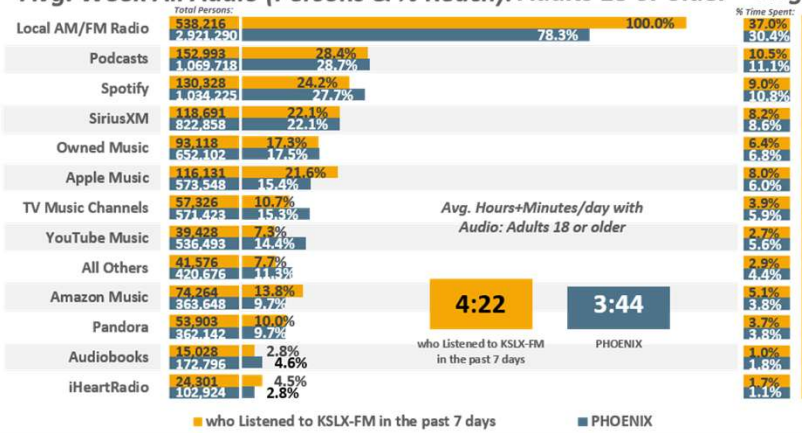
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(Radio Stations: KDKB-FM)

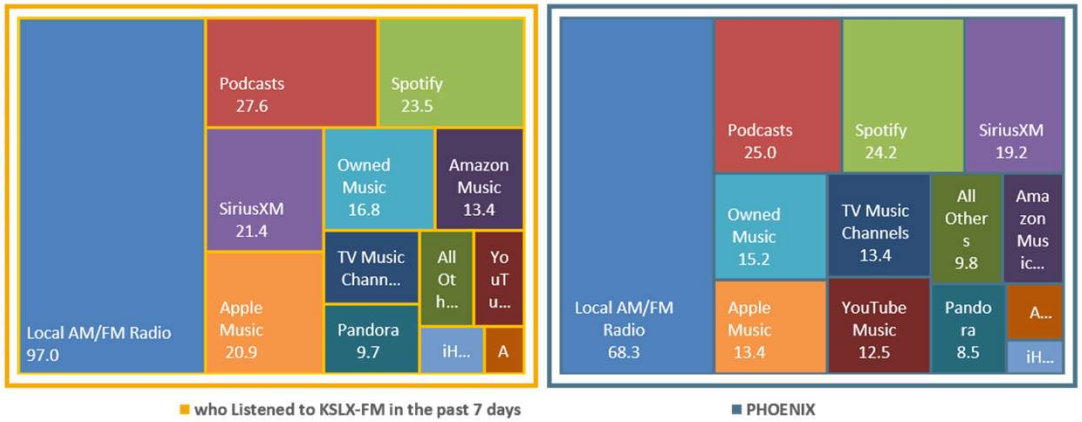
100.7 FM KSLX CLASSIC ROCK

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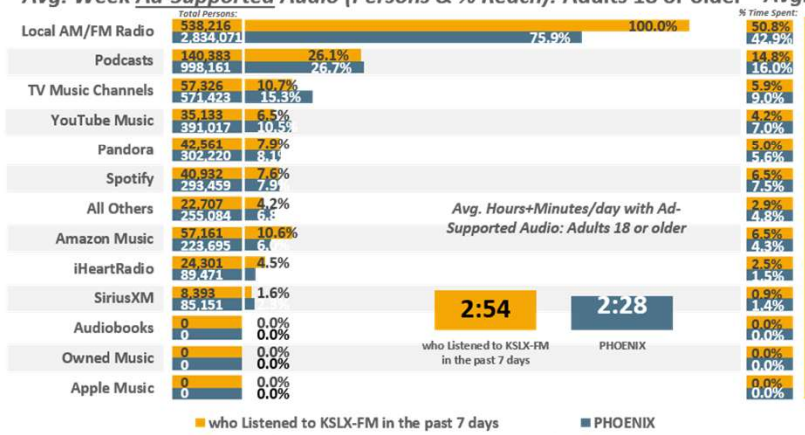
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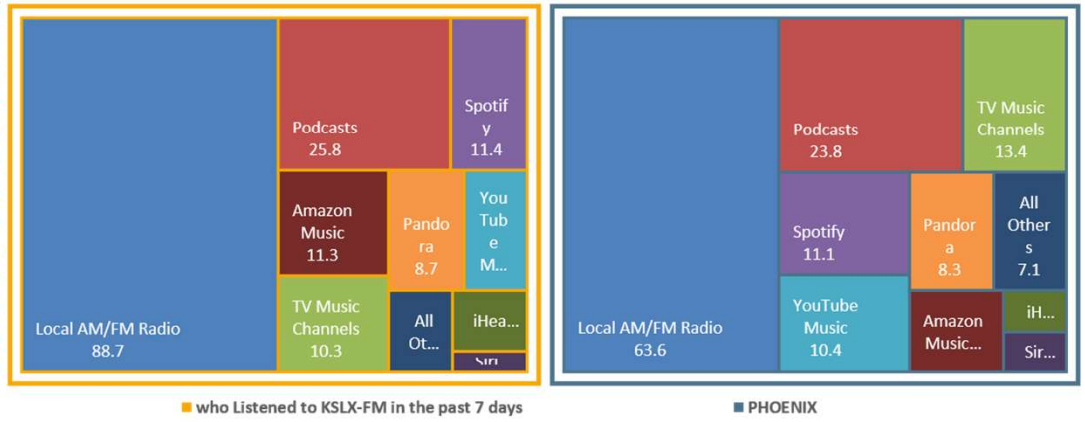
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHOENIX Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 267

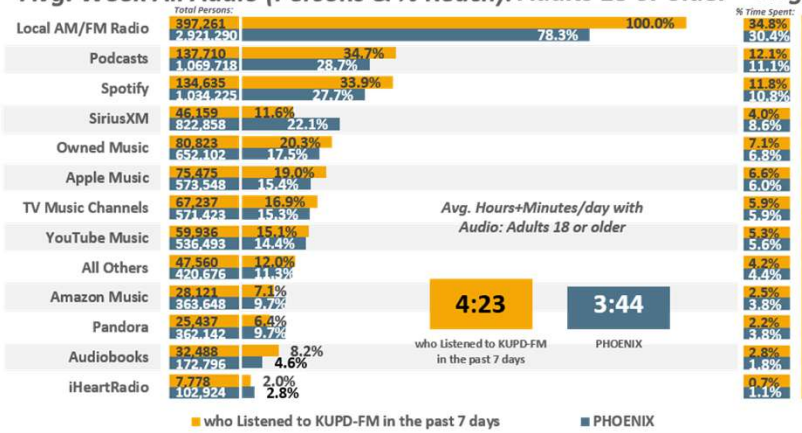
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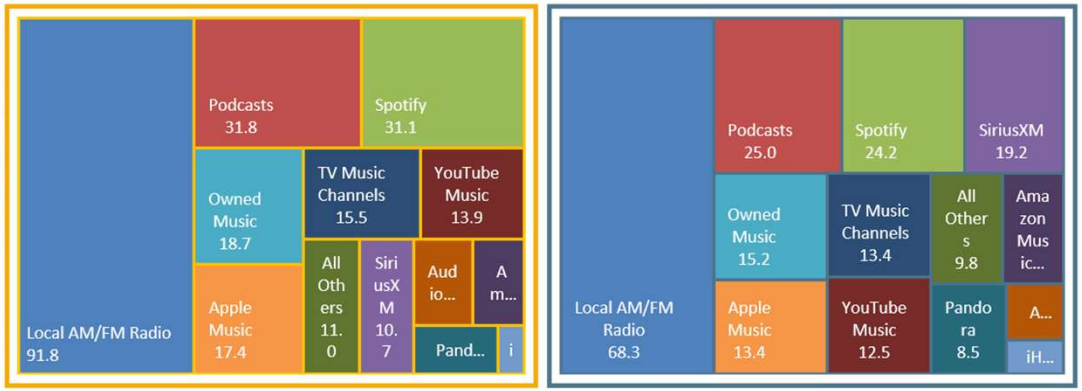
(Radio Stations: KSLX-FM)

397,261 or 100.% of Adults 18 or older who Listened to KUPD-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 85.2 minutes every day representing 48.1% of all time spent daily with Ad-Supported Audio.

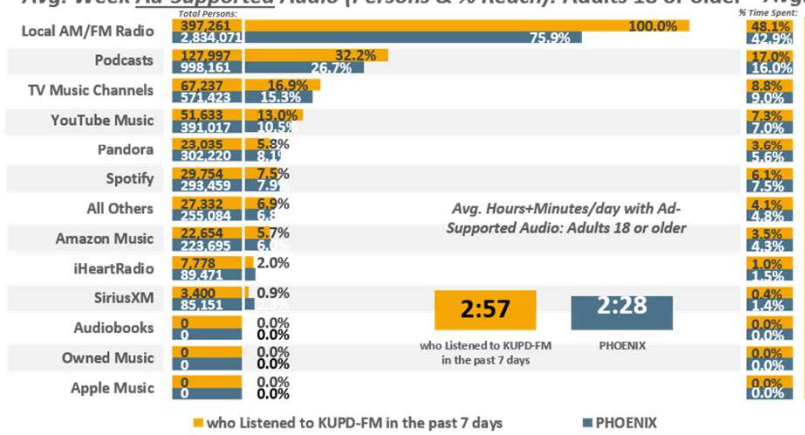
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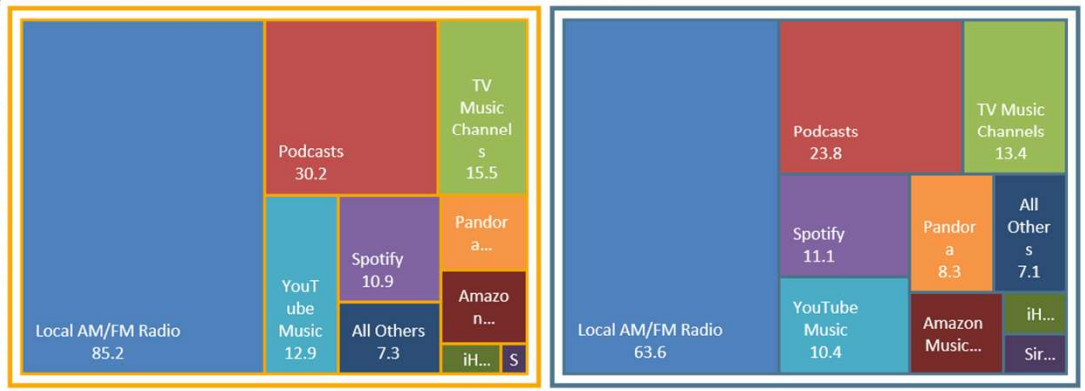
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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PHOENIX Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 195

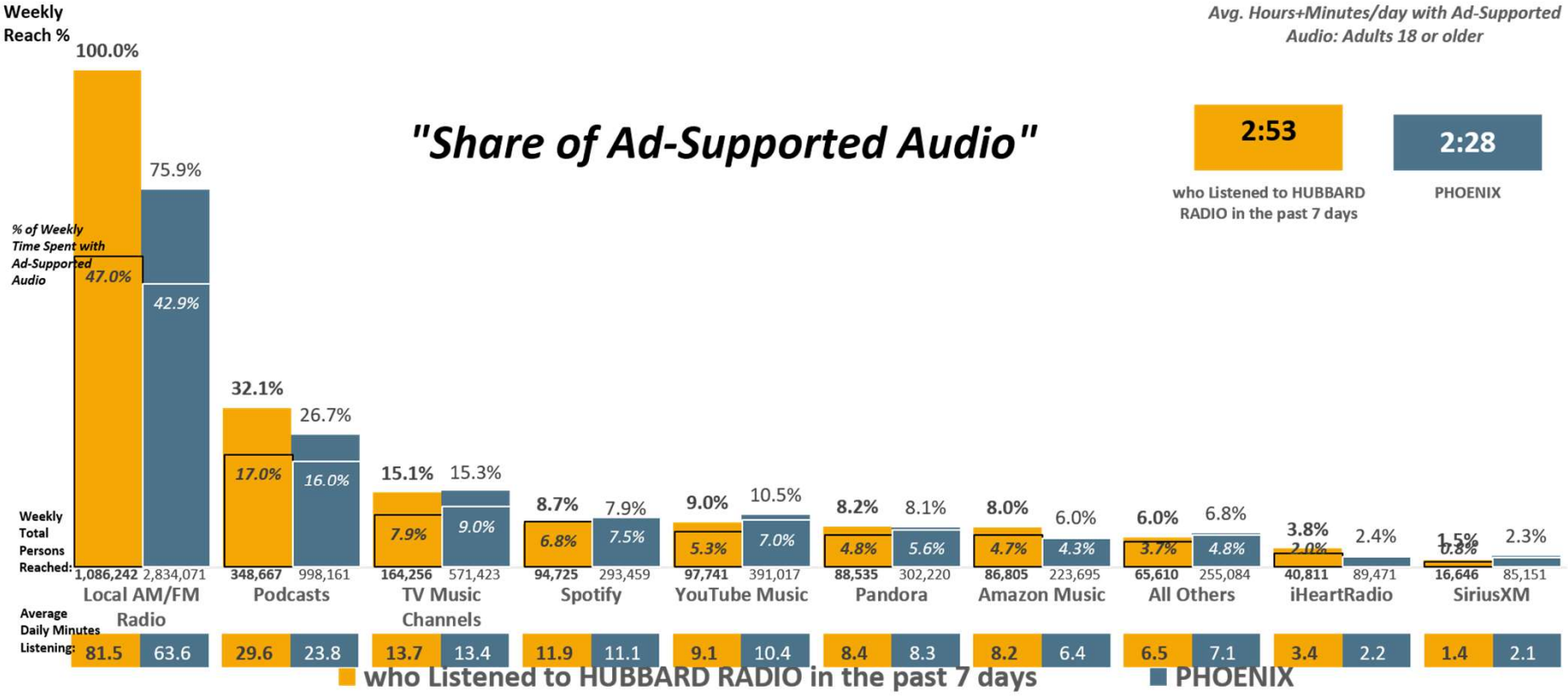
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(Radio Stations: KUPD-FM)

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1,086,242 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 81.5 minutes every day representing 47.% of all time spent daily with Ad-Supported Audio.



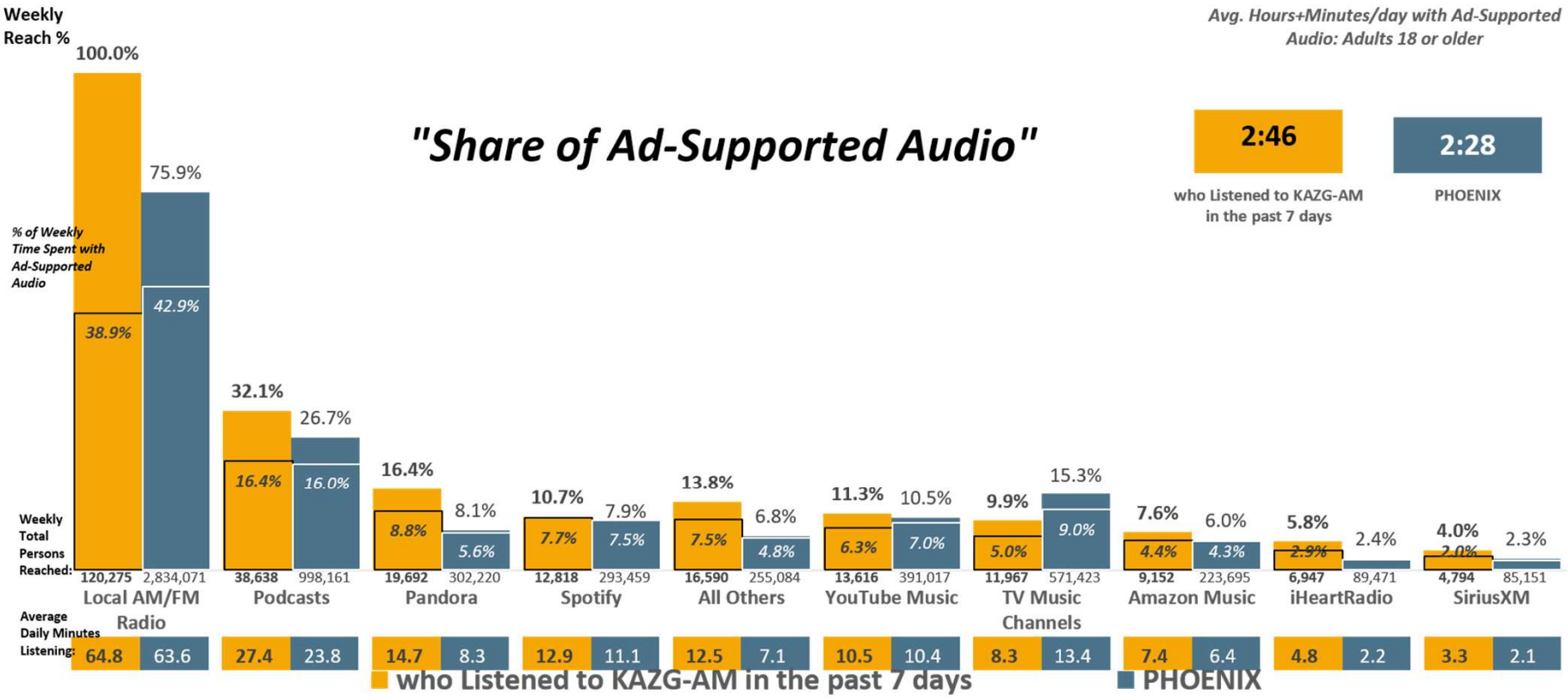
PHOENIX Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 536 PHOENIX Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 1,941

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

120,275 or 100.% of Adults 18 or older who Listened to KAZG-AM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 64.8 minutes every day representing 38.9% of all time spent daily with Ad-Supported Audio.



	Local AM/FM Radio	Podcasts	Pandora	Spotify	All Others	YouTube Music	TV Music Channels	Amazon Music	iHeartRadio	SiriusXM
Weekly Reach % (who Listened to KAZG-AM)	100.0%	32.1%	16.4%	10.7%	13.8%	11.3%	9.9%	7.6%	5.8%	4.0%
Weekly Reach % (PHOENIX)	75.9%	26.7%	8.1%	7.9%	6.8%	10.5%	15.3%	6.0%	2.4%	2.3%
% of Weekly Time Spent with Ad-Supported Audio (who Listened to KAZG-AM)	38.9%	16.4%	8.8%	7.7%	7.5%	6.3%	5.0%	4.4%	2.9%	2.0%
% of Weekly Time Spent with Ad-Supported Audio (PHOENIX)	42.9%	16.0%	5.6%	7.5%	4.8%	7.0%	9.0%	4.3%		
Weekly Total Persons Reached: (who Listened to KAZG-AM)	120,275	38,638	19,692	12,818	16,590	13,616	11,967	9,152	6,947	4,794
Weekly Total Persons Reached: (PHOENIX)	2,834,071	998,161	302,220	293,459	255,084	391,017	571,423	223,695	89,471	85,151
Average Daily Minutes Listening: (who Listened to KAZG-AM)	64.8	27.4	14.7	12.9	12.5	10.5	8.3	7.4	4.8	3.3
Average Daily Minutes Listening: (PHOENIX)	63.6	23.8	8.3	11.1	7.1	10.4	13.4	6.4	2.2	2.1

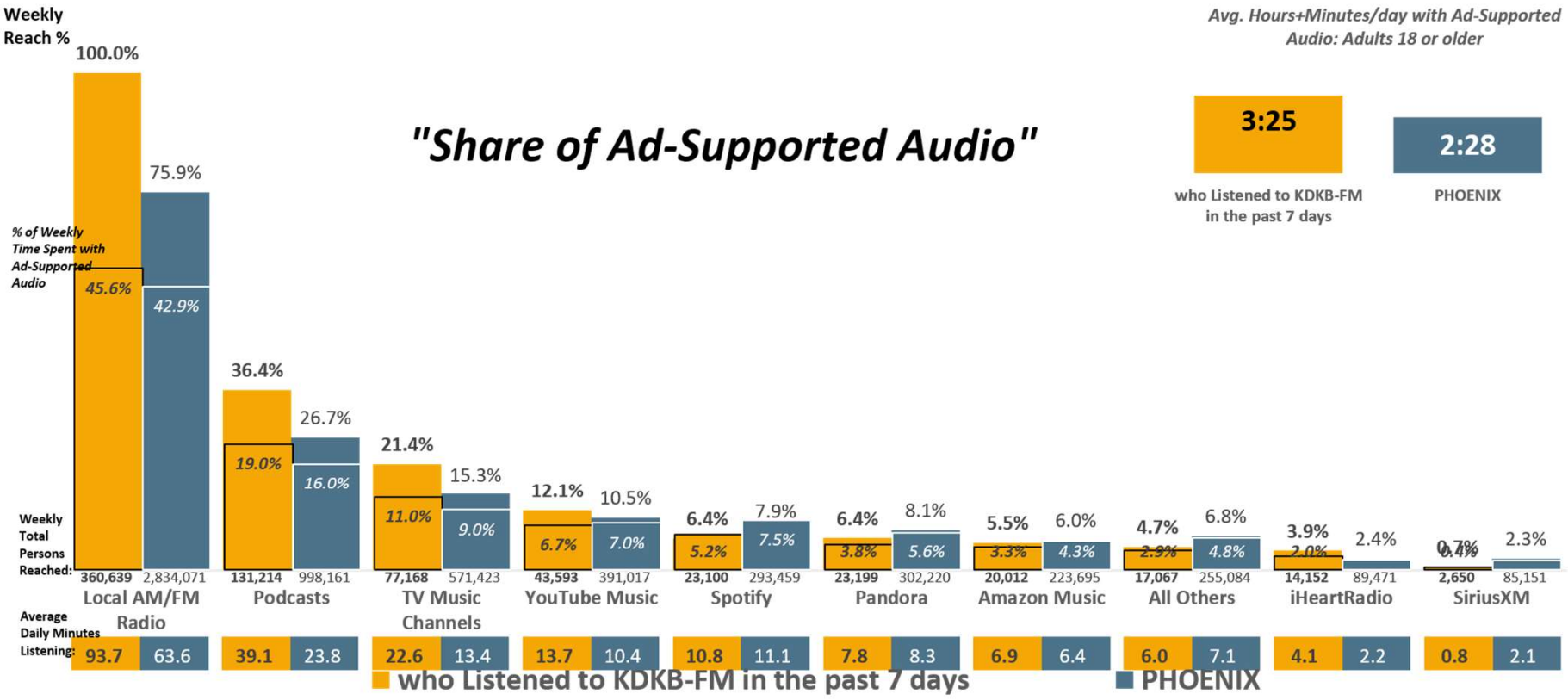
PHOENIX Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 63 PHOENIX Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 1,941

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PHOENIX Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 171 PHOENIX Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 1,941

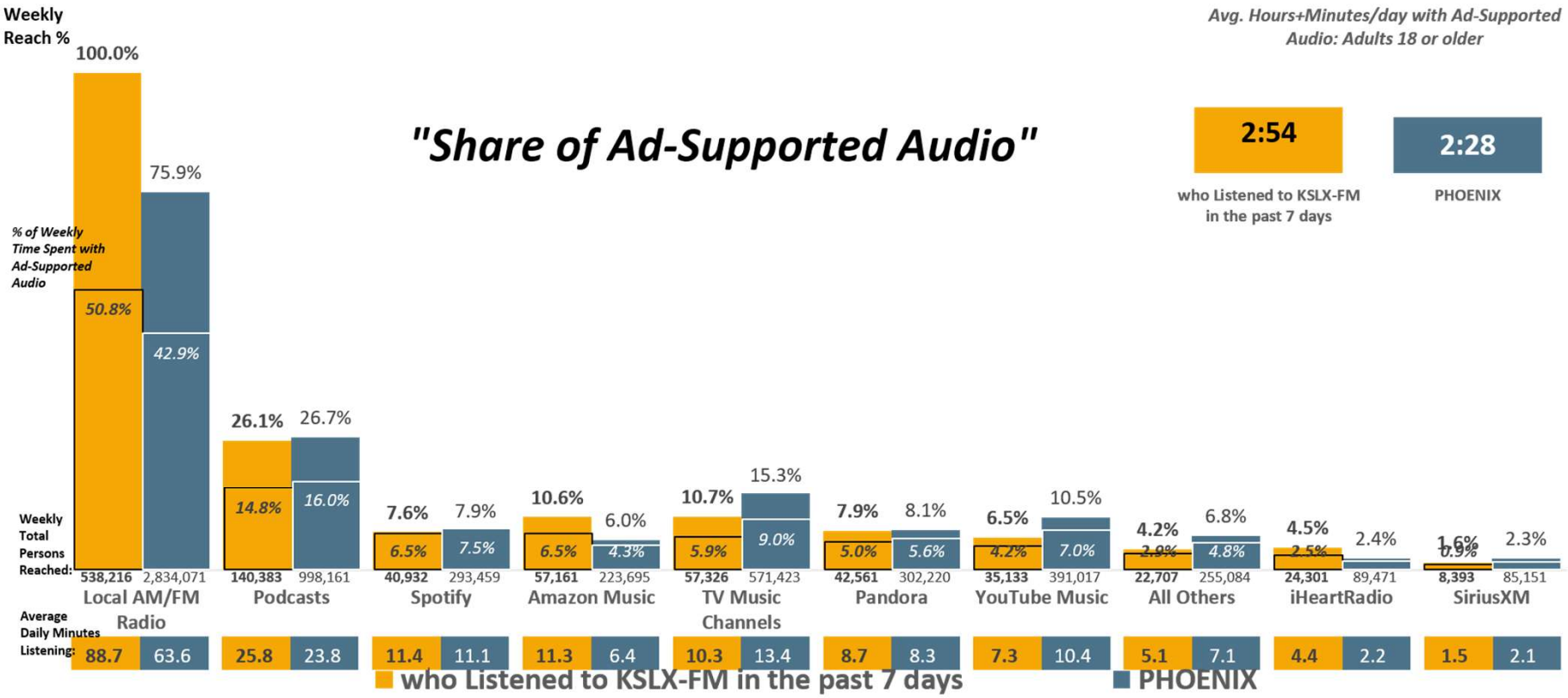
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(Radio Stations: KDKB-FM)

100.7 FM KSLX CLASSIC ROCK

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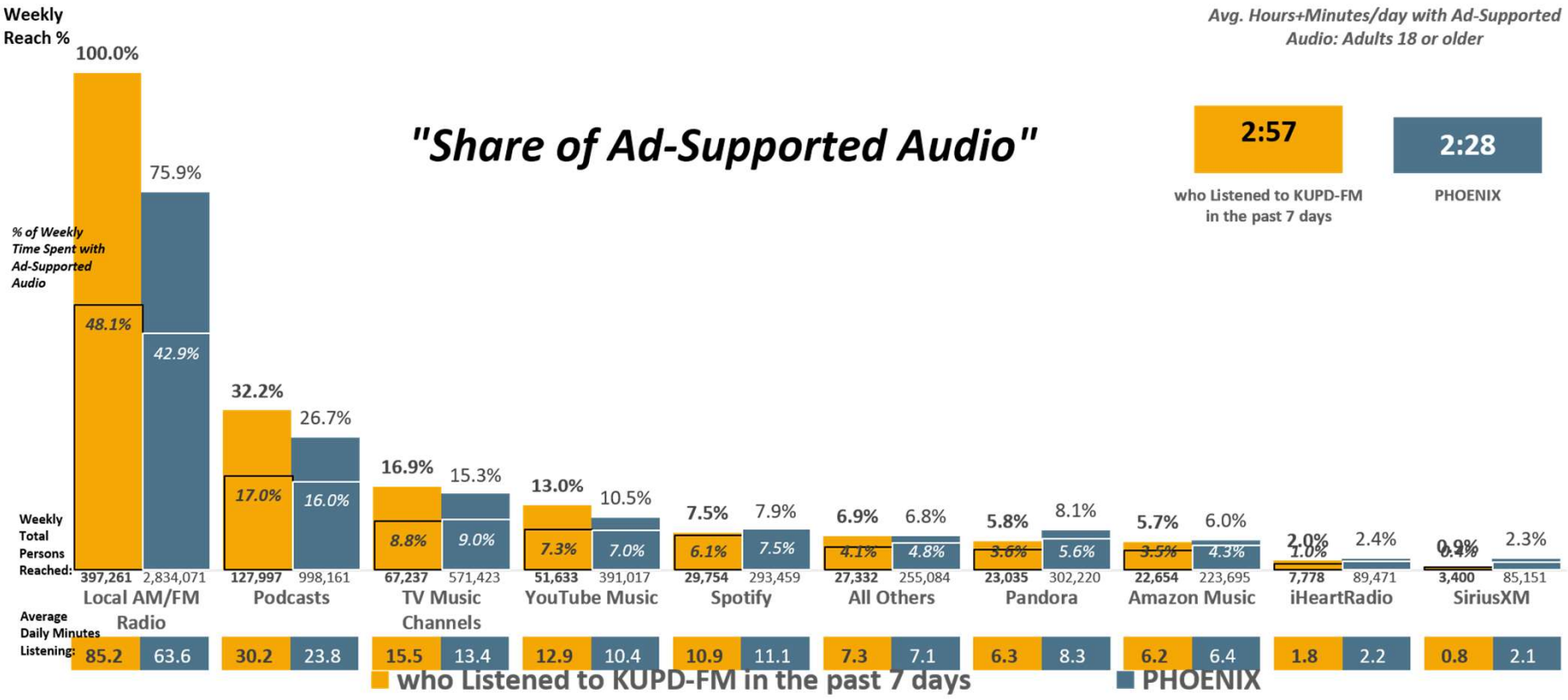
PHOENIX Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 267 PHOENIX Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 1,941

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PHOENIX Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 195 PHOENIX Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 1,941

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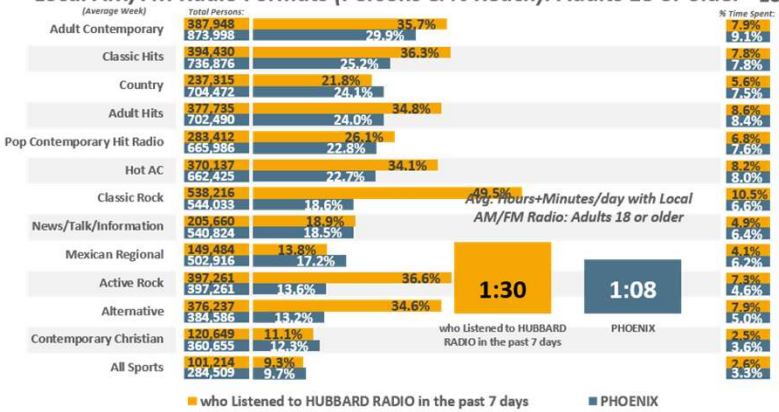
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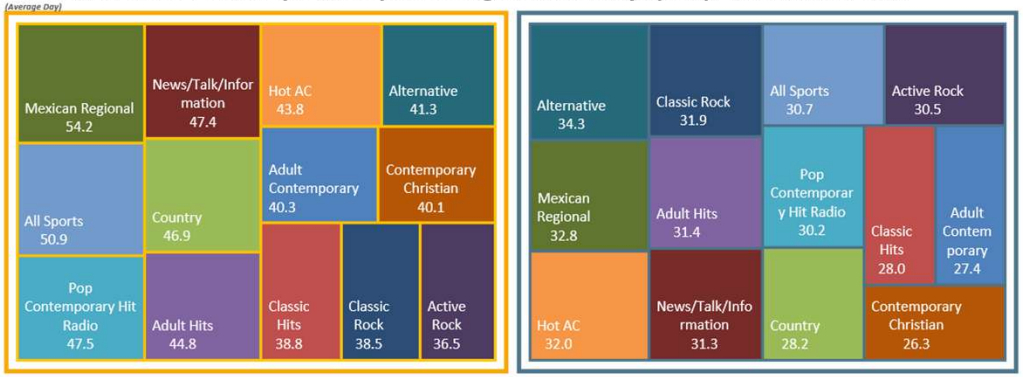
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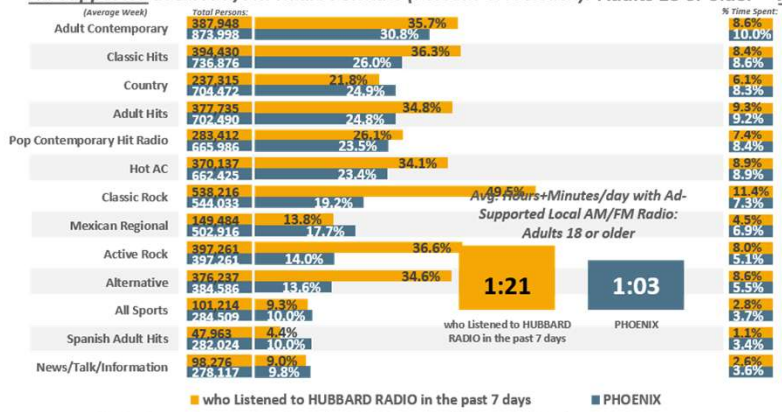
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



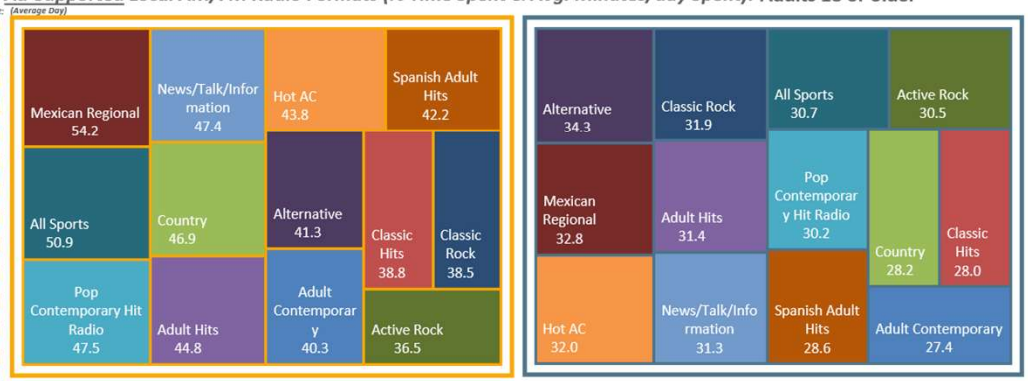
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHOENIX Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 536

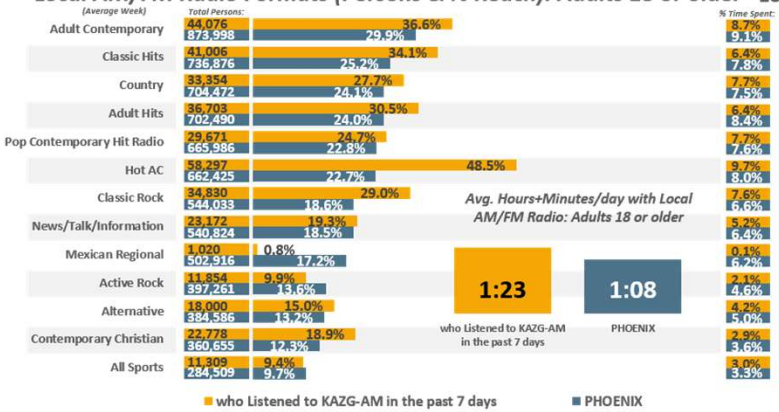
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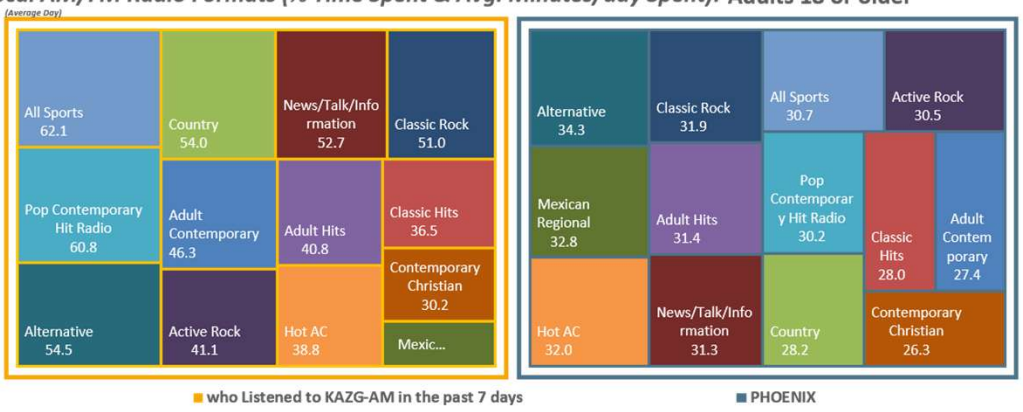
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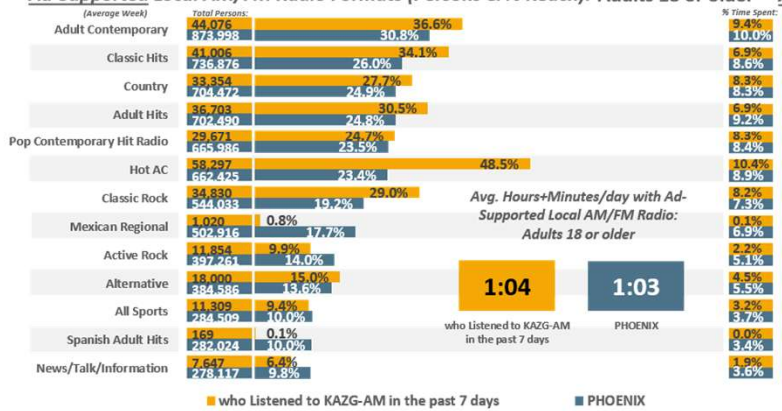
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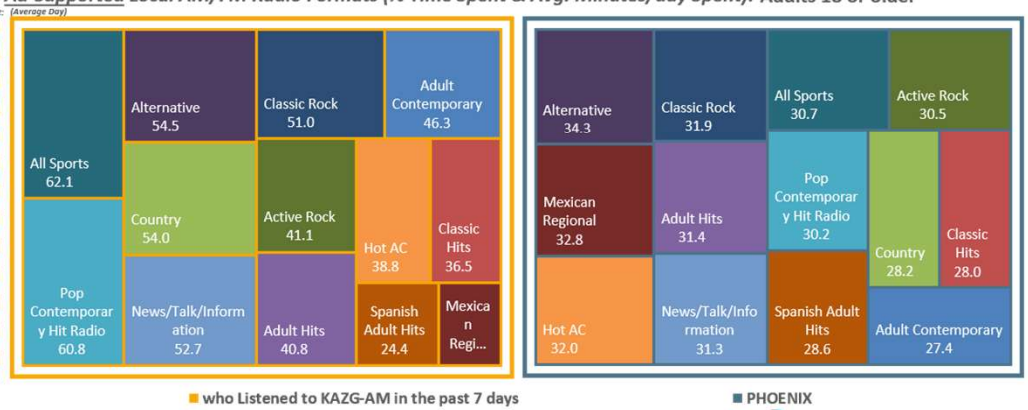
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



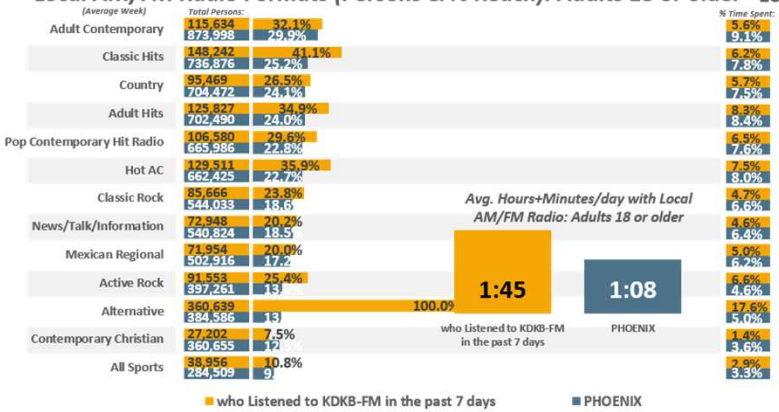
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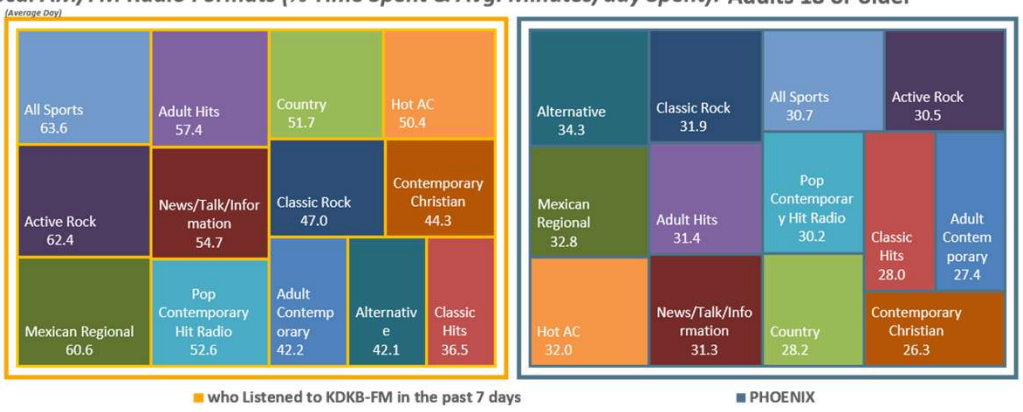
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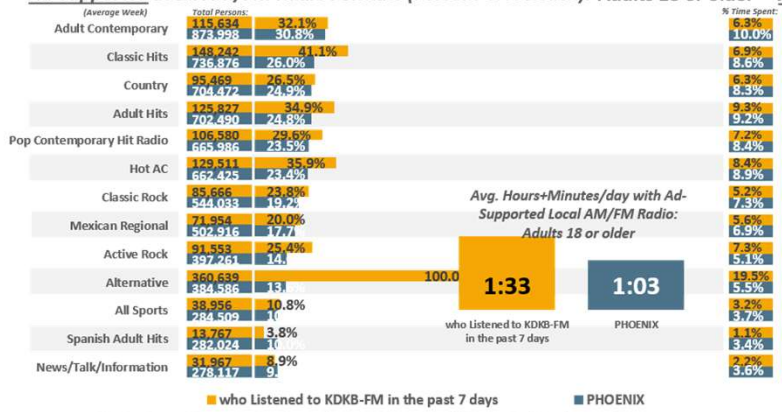
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



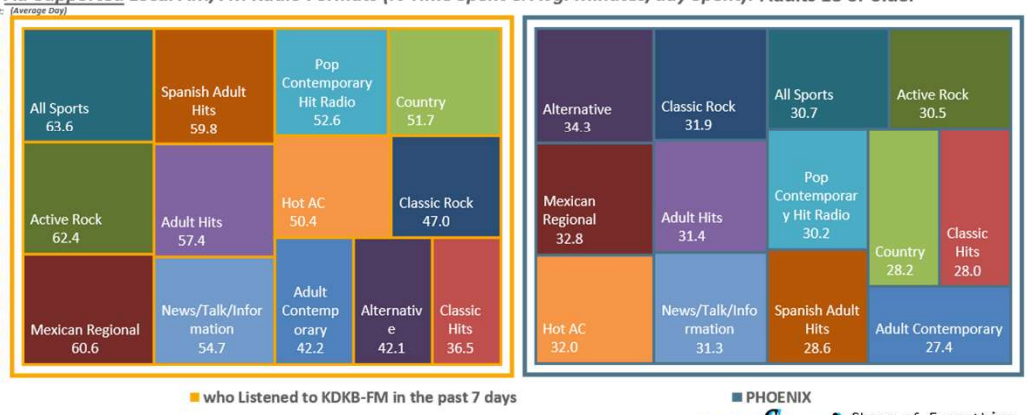
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



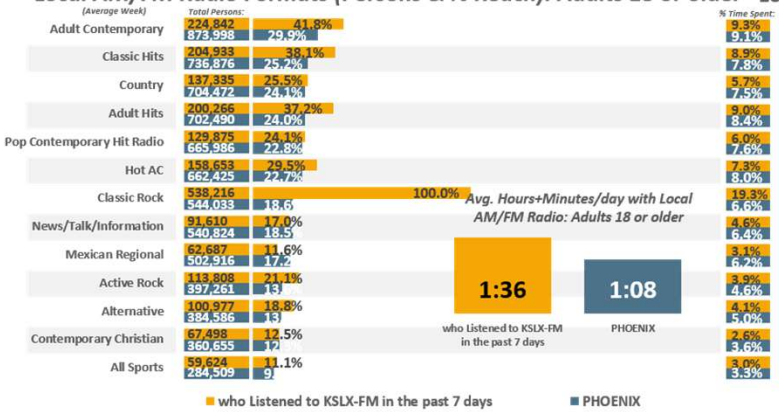
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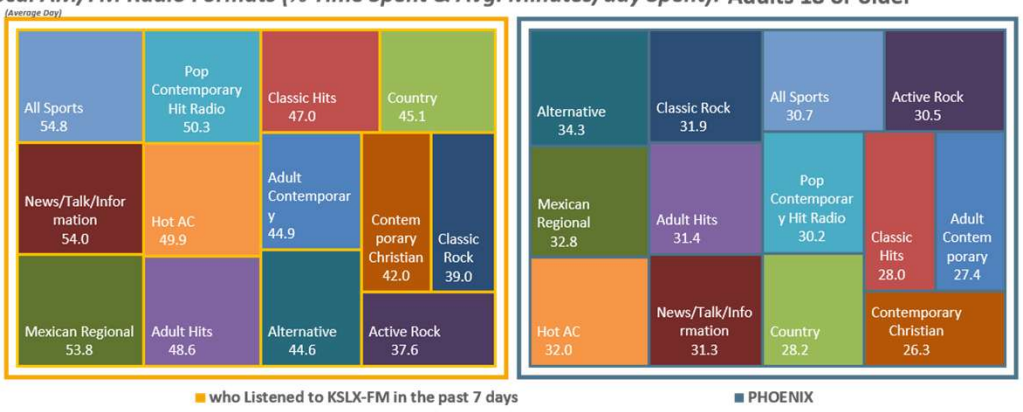
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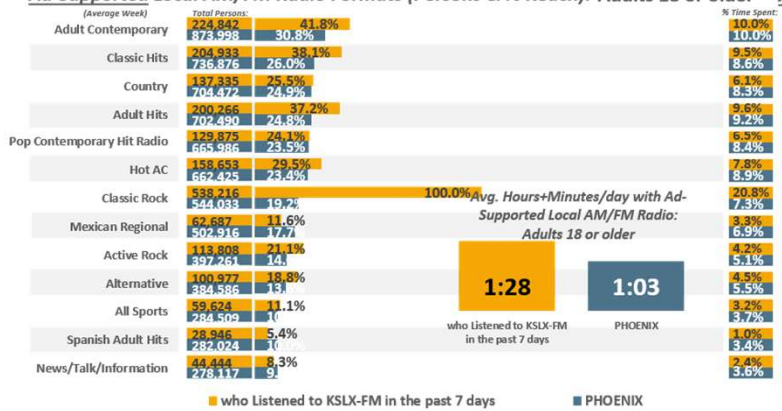
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



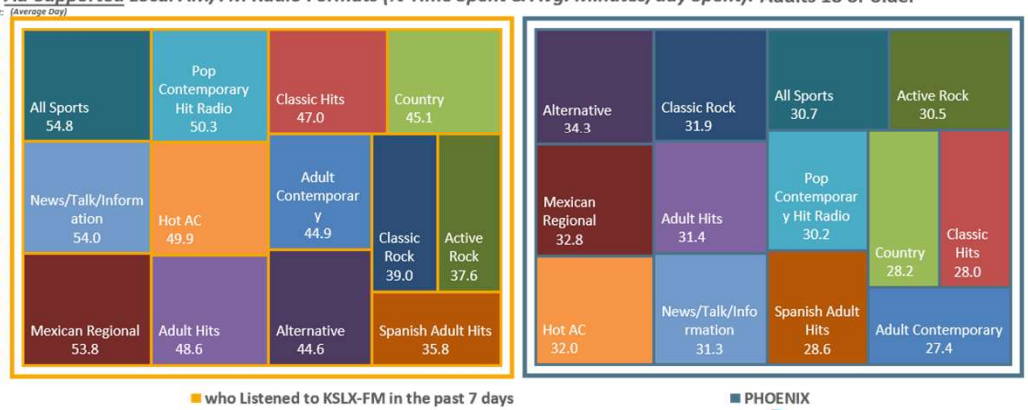
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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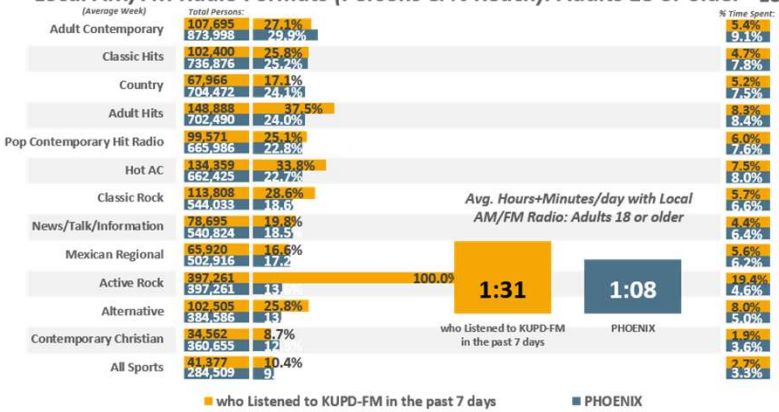
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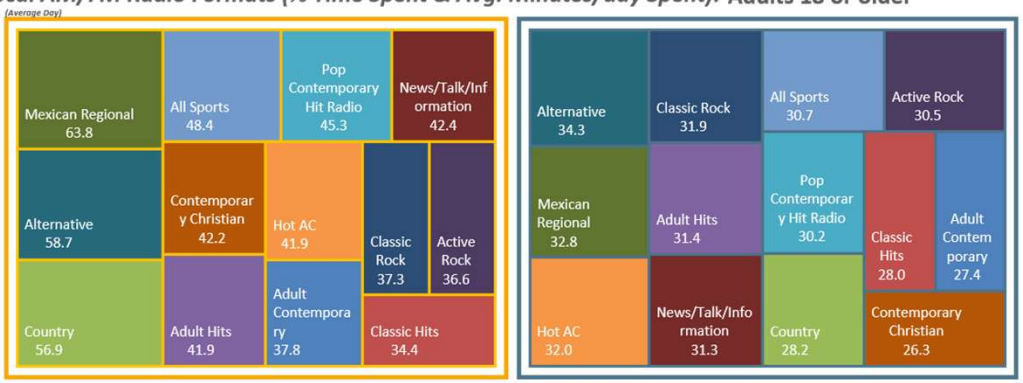
98KUPD ARIZONA'S REAL ROCK

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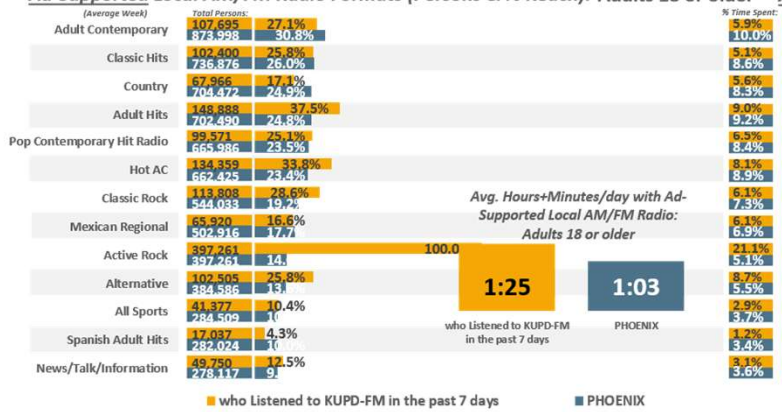
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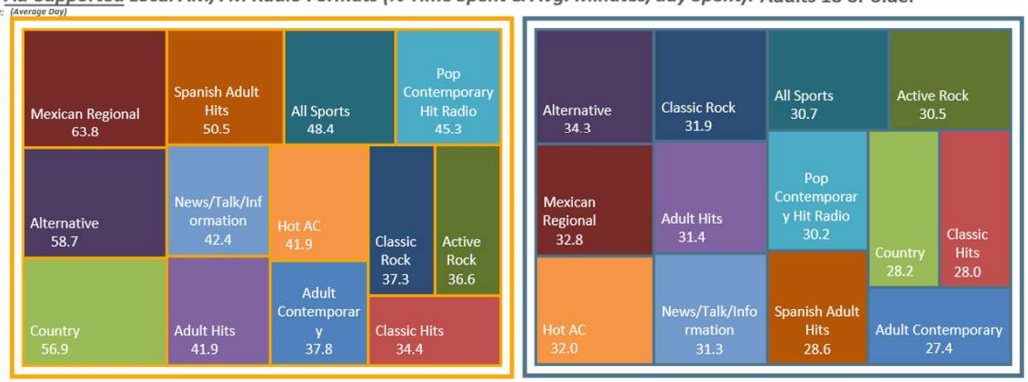
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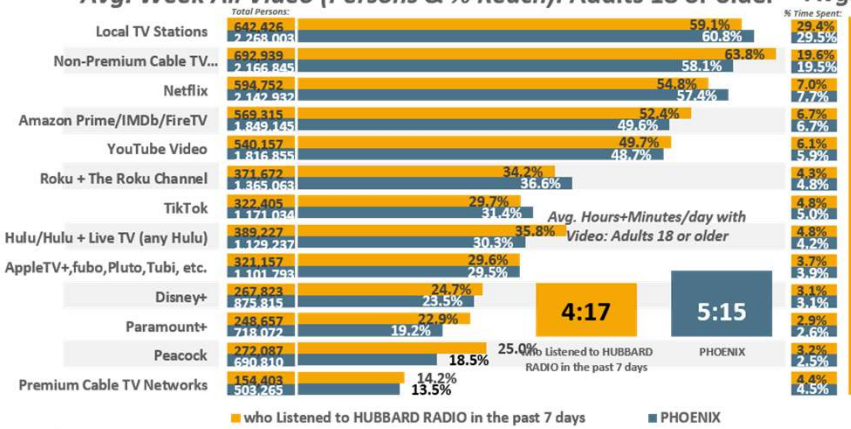
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(Radio Stations: KUPD-FM)

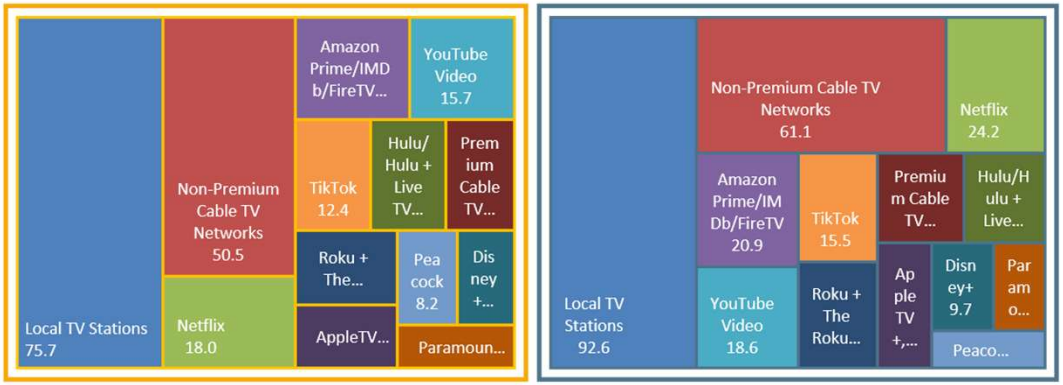
Hubbard media that connects

635,374 or 58.5% of Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days watch Ad-Supported Local TV Stations for an average of 72. minutes every day representing 34.3% of all time spent daily with Ad-Supported Video.

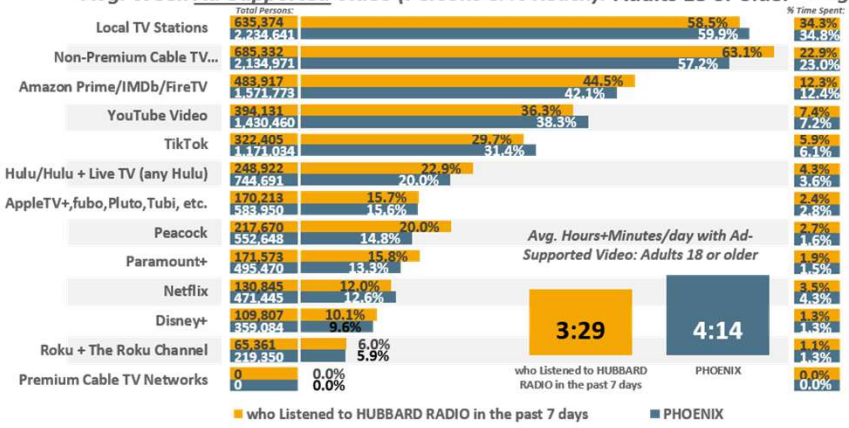
Avg. Week All Video (Persons & % Reach): Adults 18 or older



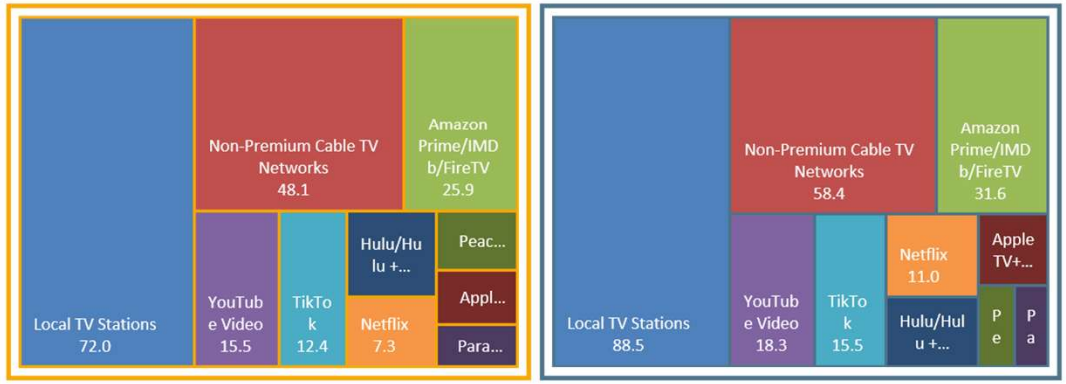
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHOENIX Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 536

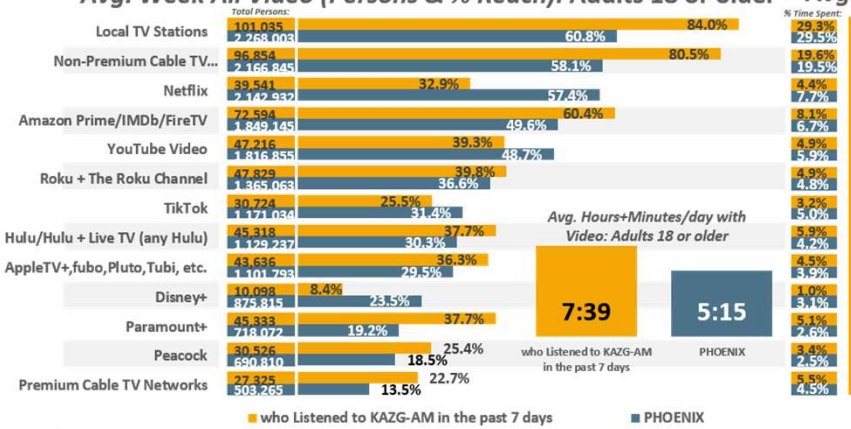
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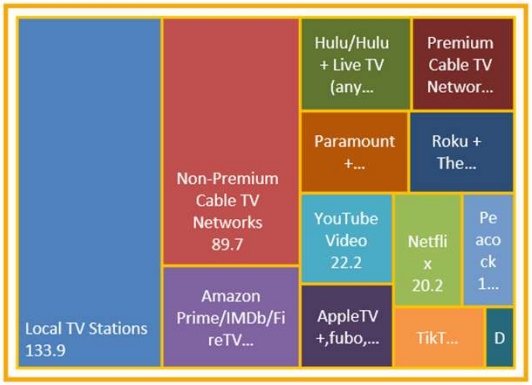
(Radio Stations: KAZG-AM OR Radio Stations: KDKB-FM OR Radio Stations: KSLX-FM OR Radio Stations: KUPD-FM)

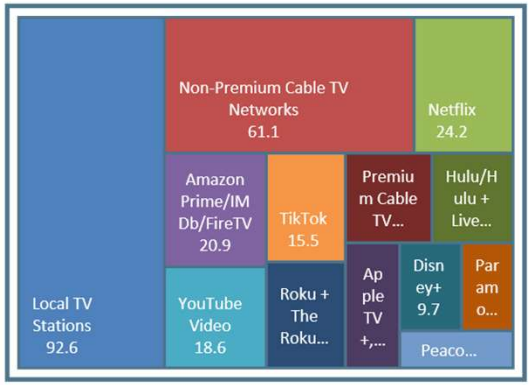
98,736 or 82.1% of Adults 18 or older who Listened to KAZG-AM in the past 7 days watch Ad-Supported Local TV Stations for an average of 117. minutes every day representing 30.3% of all time spent daily with Ad-Supported Video.

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

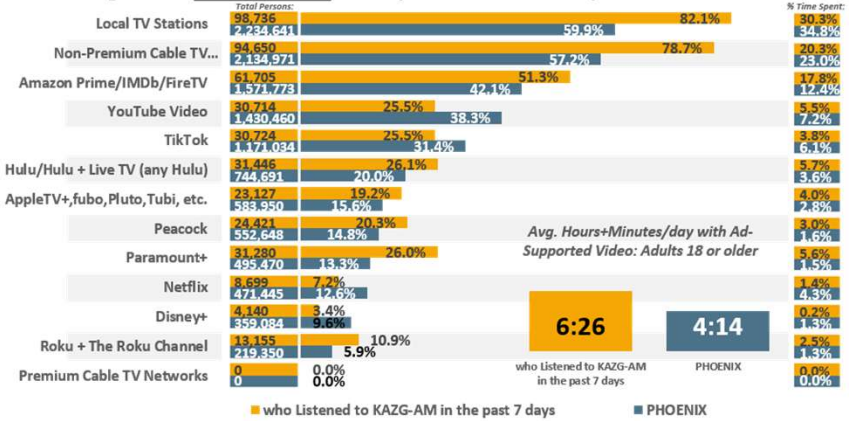


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

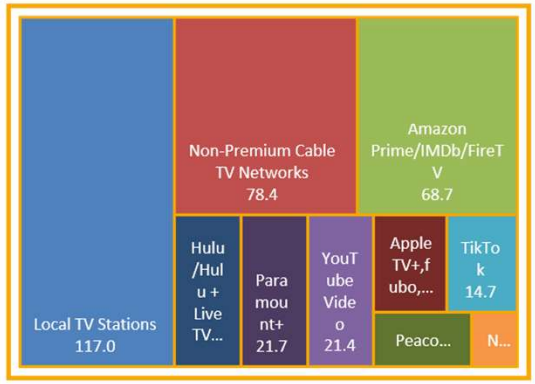


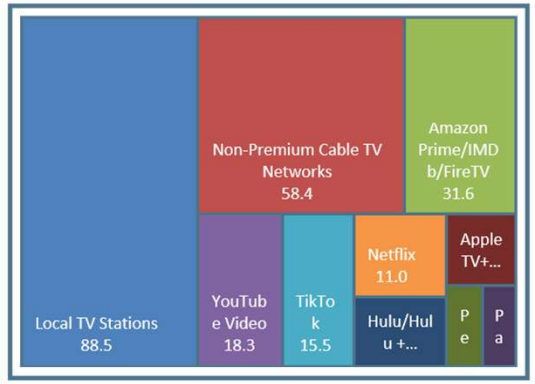


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



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





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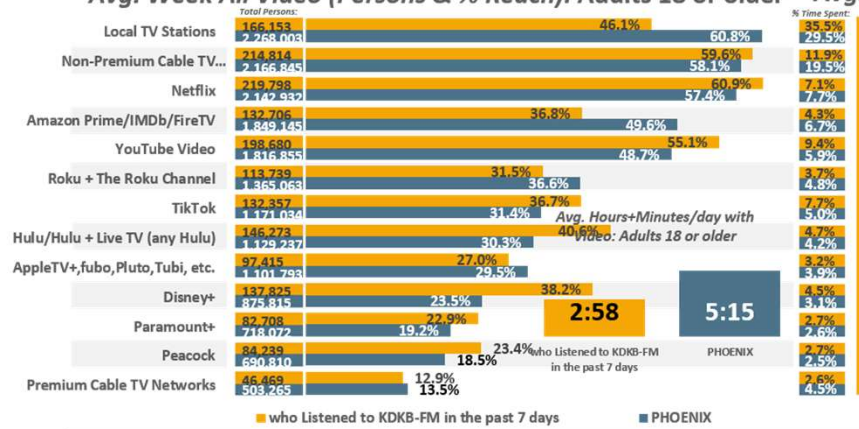
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(Radio Stations: KAZG-AM)

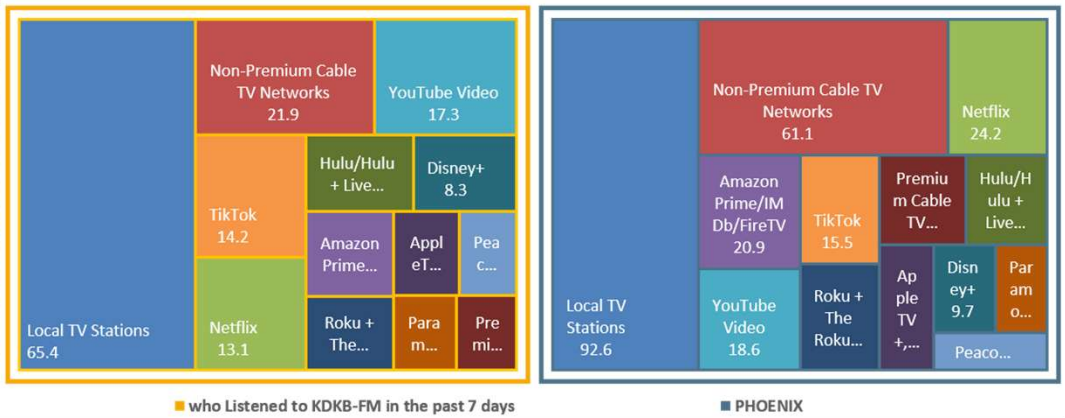
93.3 ALT★AZ ARIZONA'S ALTERNATIVE

164,813 or 45.7% of Adults 18 or older who Listened to KDKB-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 61.9 minutes every day representing 42.8% of all time spent daily with Ad-Supported Video.

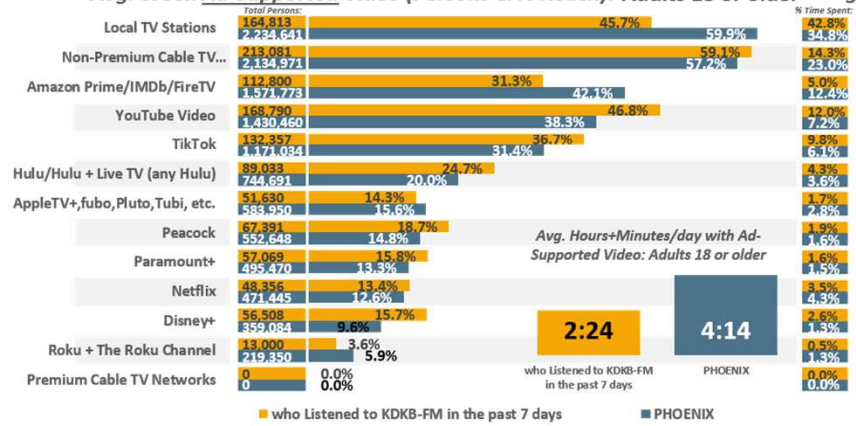
Avg. Week All Video (Persons & % Reach): Adults 18 or older



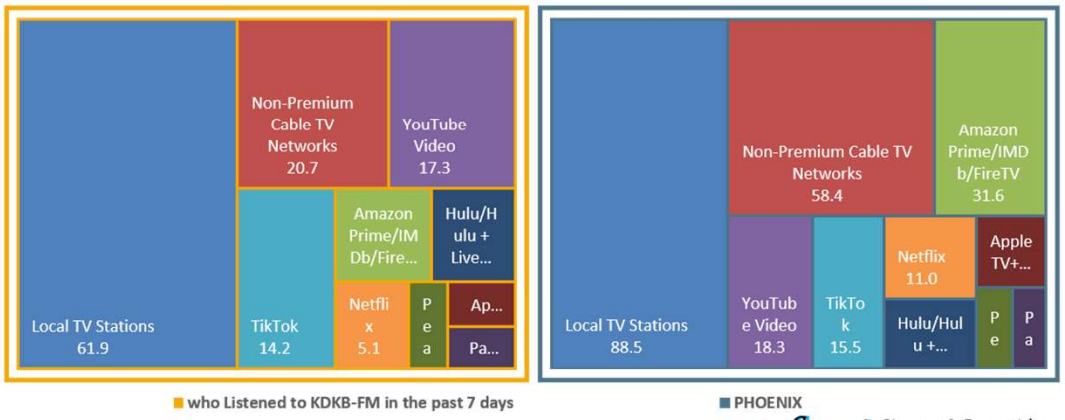
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHOENIX Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 171

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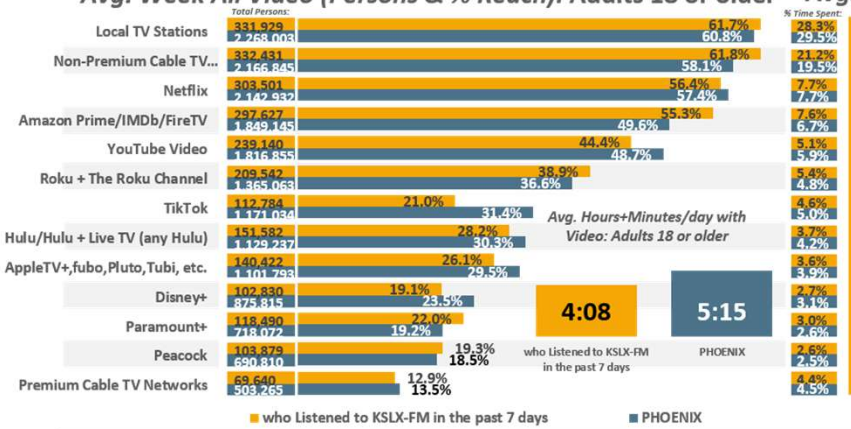
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(Radio Stations: KDKB-FM)

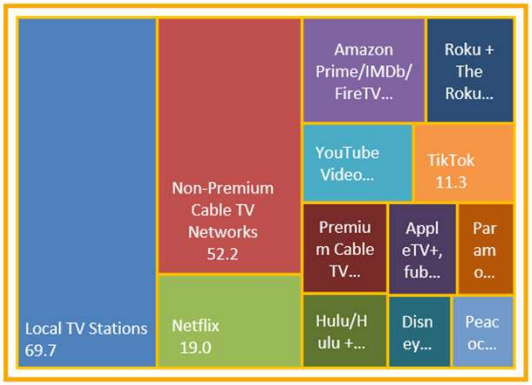
100.7 FM KSLX CLASSIC ROCK

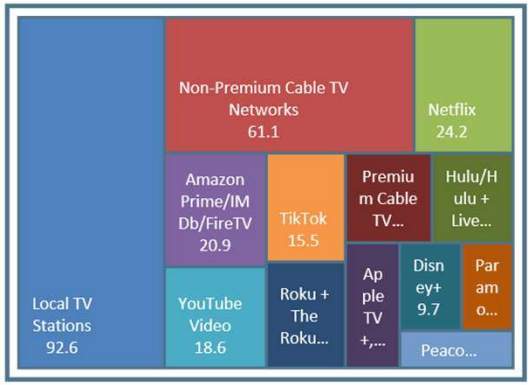
327,057 or 60.8% of Adults 18 or older who Listened to KSLX-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 66.5 minutes every day representing 33.3% of all time spent daily with Ad-Supported Video.

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

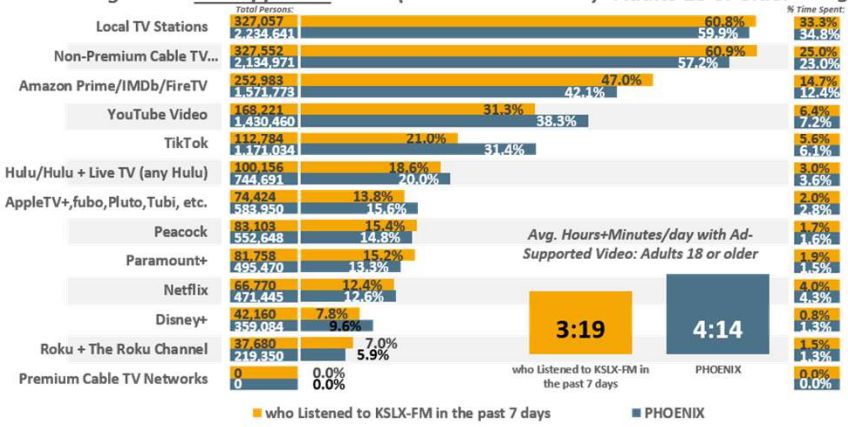


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

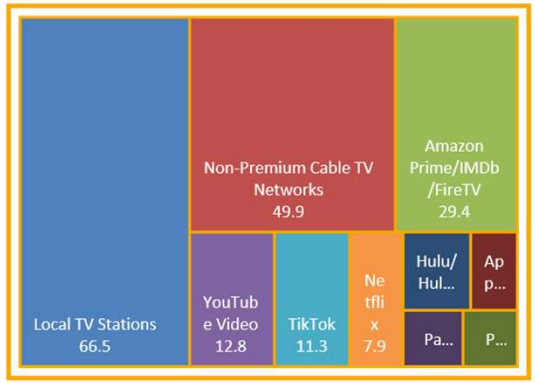


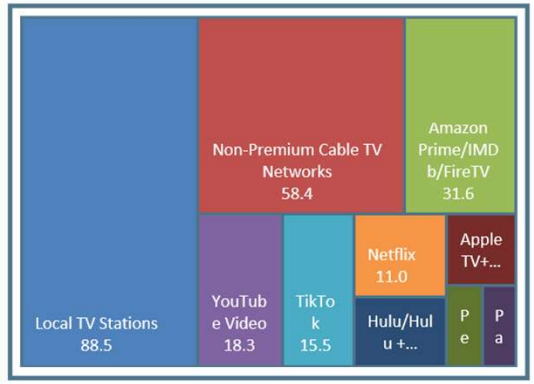


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



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





PHOENIX Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 267

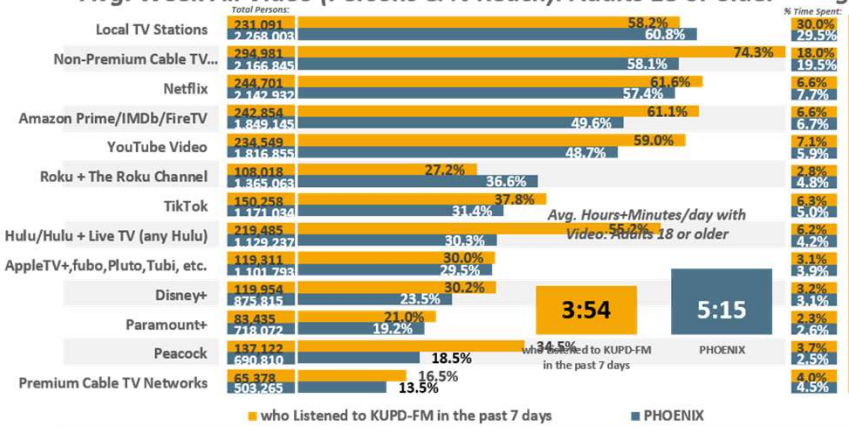
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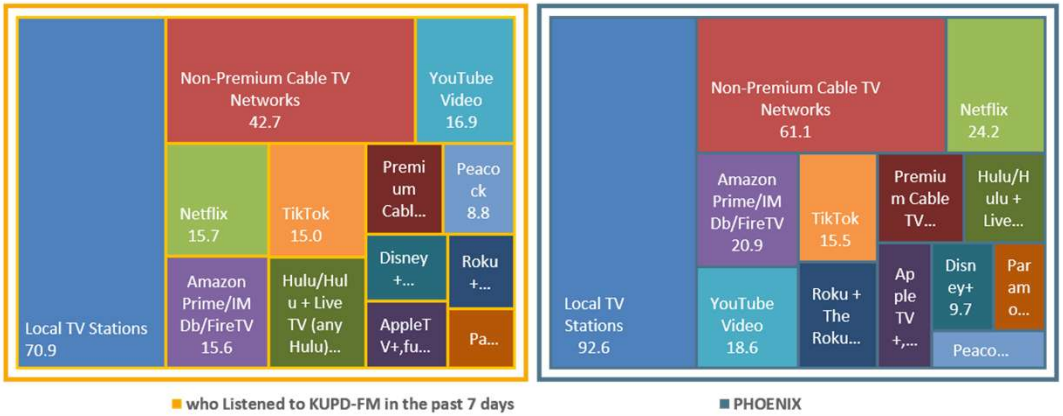
(Radio Stations: KSLX-FM)

229,469 or 57.8% of Adults 18 or older who Listened to KUPD-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 68.9 minutes every day representing 35.4% of all time spent daily with Ad-Supported Video.

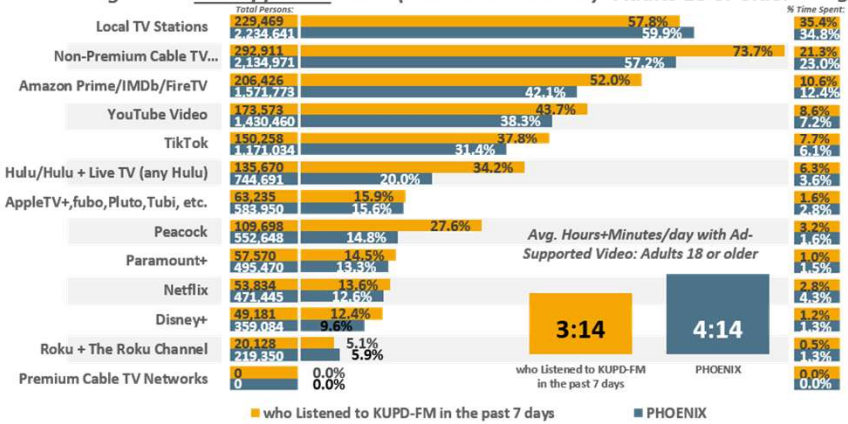
Avg. Week All Video (Persons & % Reach): Adults 18 or older



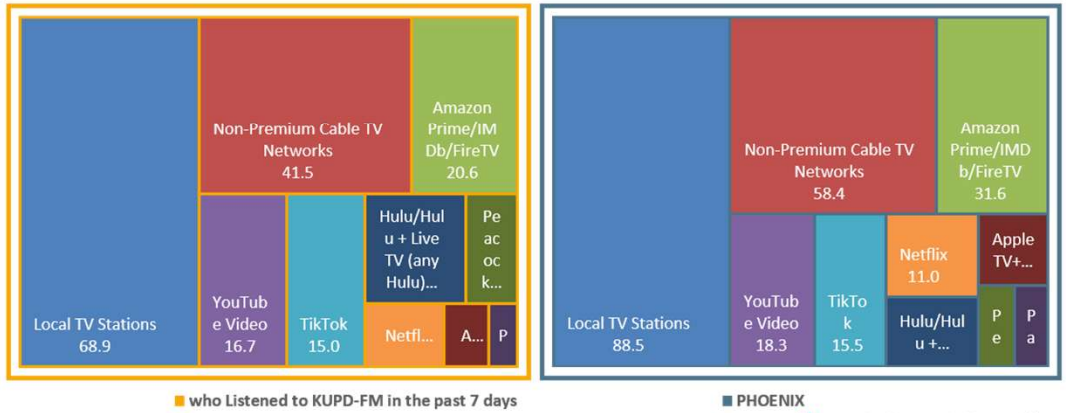
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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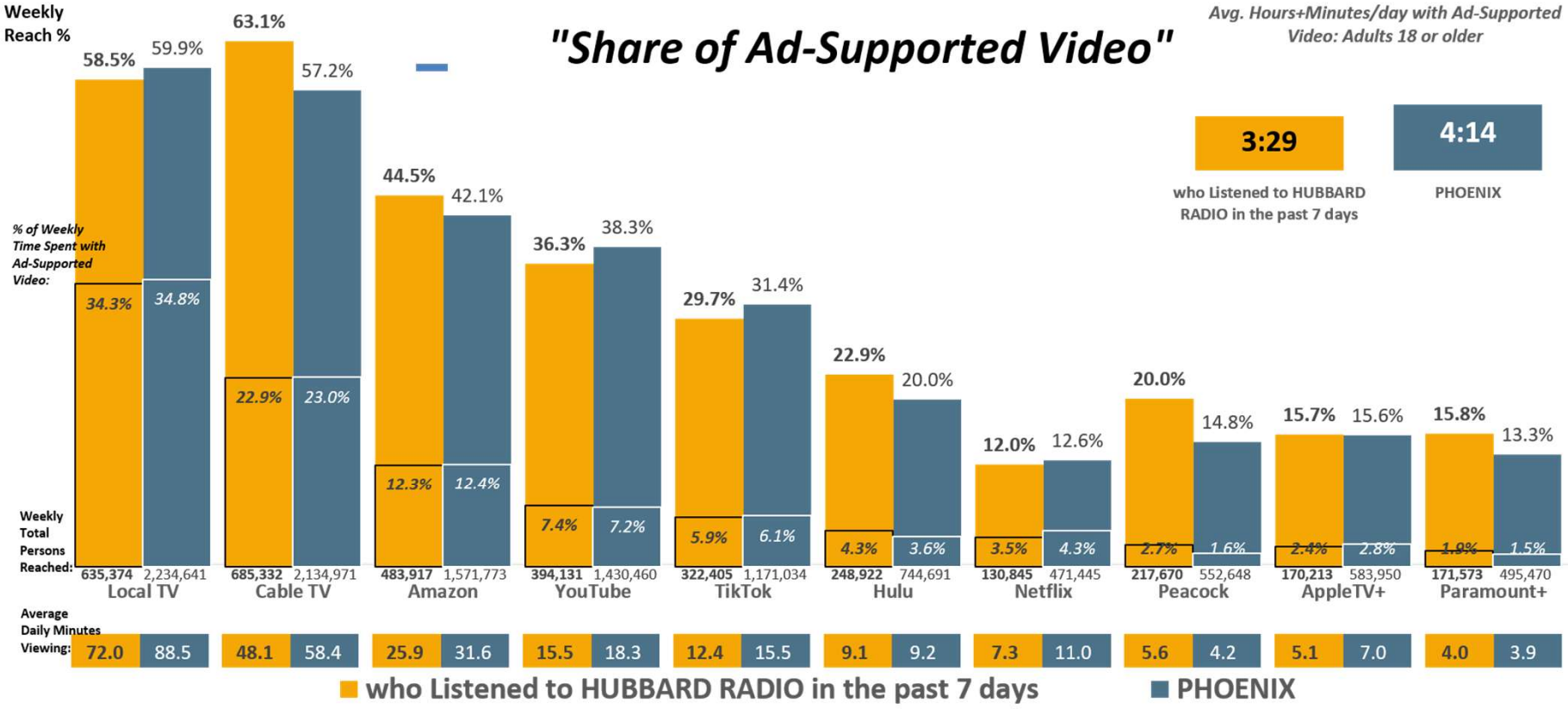
PHOENIX Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 195
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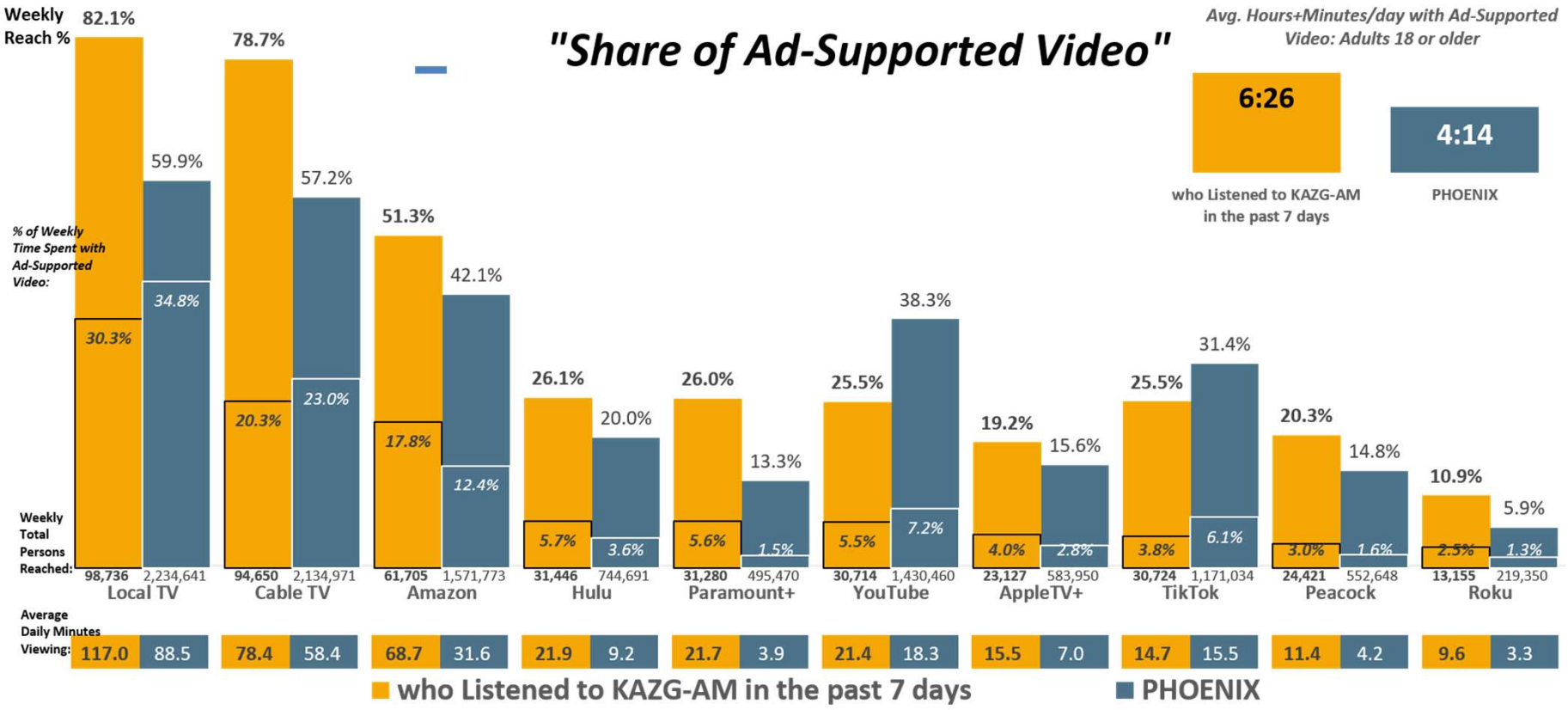
PHOENIX Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 536 PHOENIX Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 1,941

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

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PHOENIX Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 63 PHOENIX Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 1,941

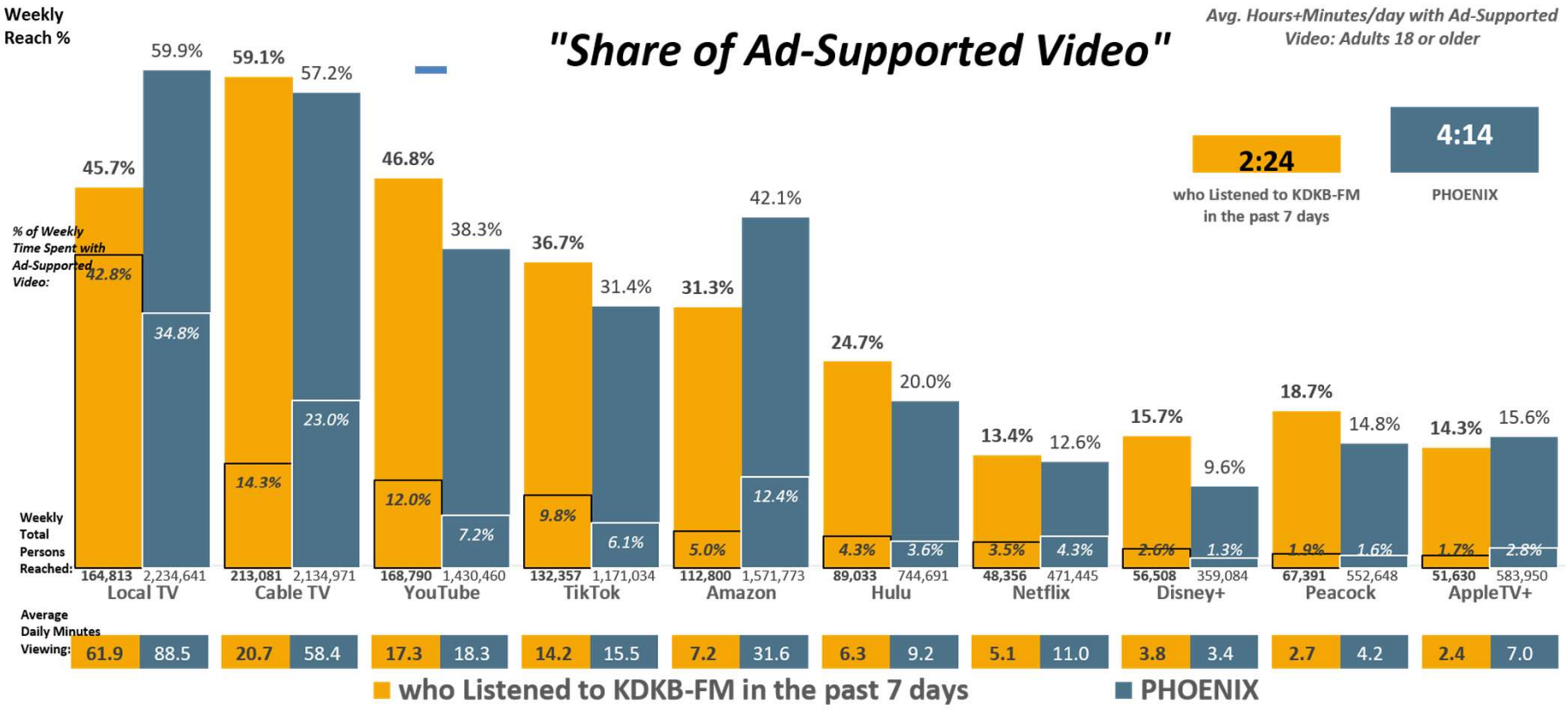
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(Radio Stations: KAZG-AM)

93·3 ALT★AZ ARIZONA'S ALTERNATIVE

164,813 or 45.7% of Adults 18 or older who Listened to KDKB-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 61.9 minutes every day representing 42.8% of all time spent daily with Ad-Supported Video.



PHOENIX Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 171 PHOENIX Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 1,941

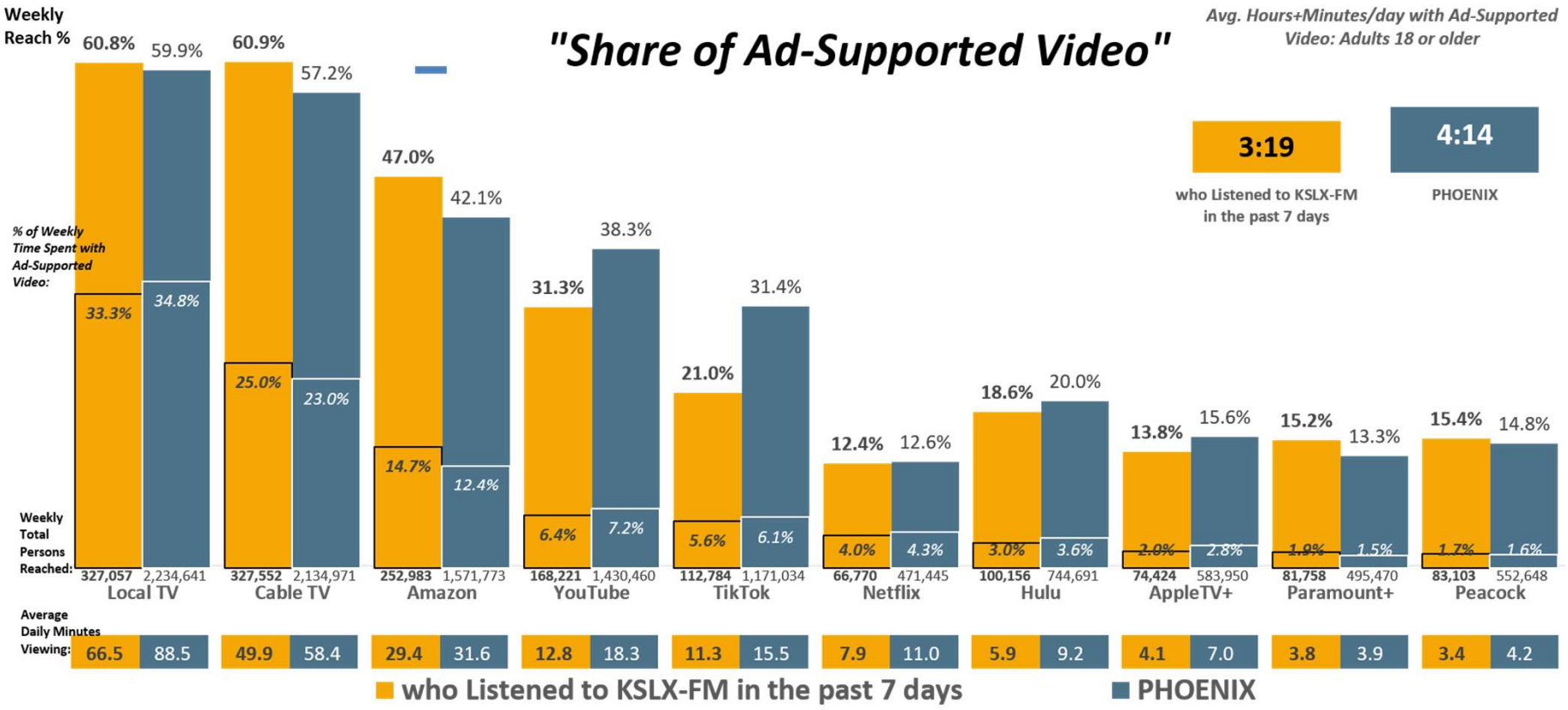
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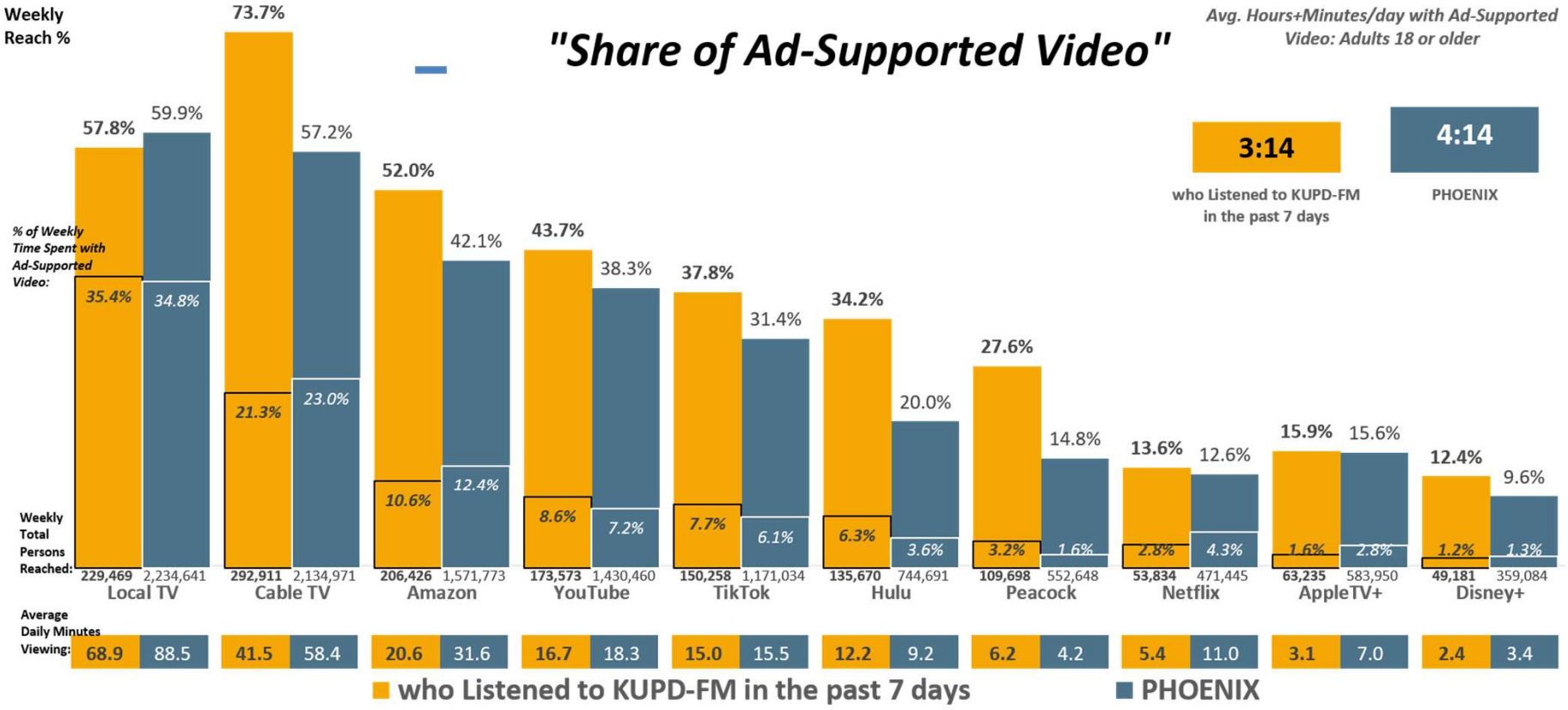
PHOENIX Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 267 PHOENIX Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 1,941

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PHOENIX Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 195 PHOENIX Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 1,941

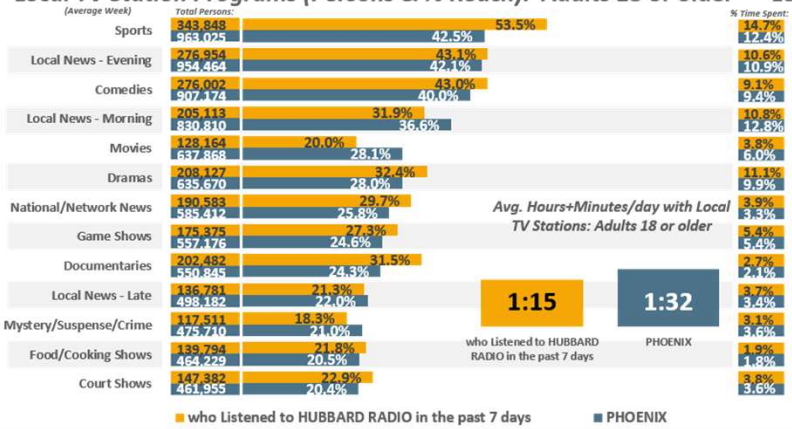
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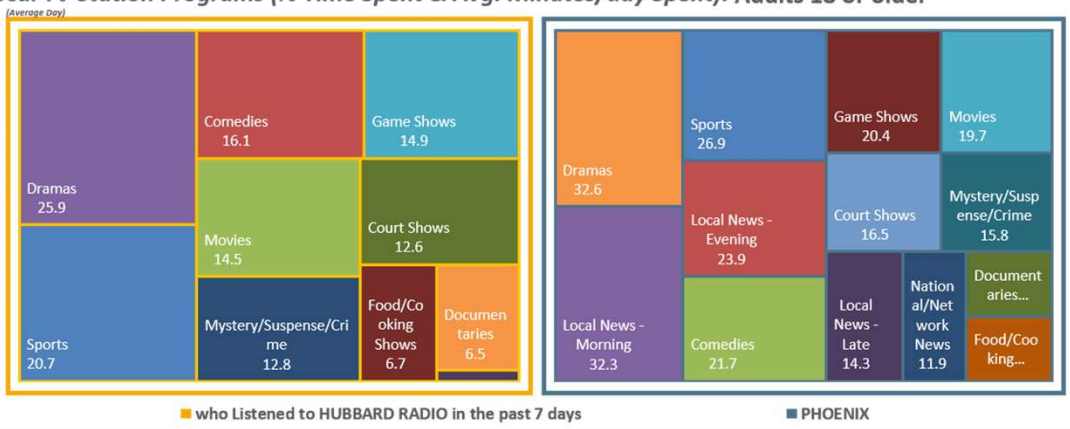
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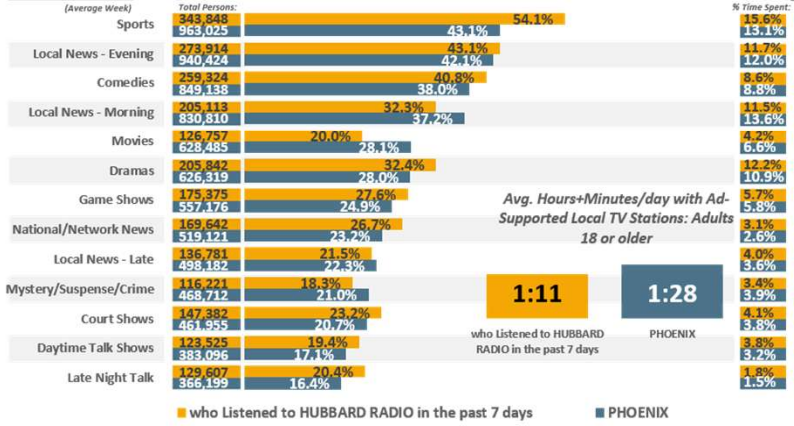
Local TV Station Programs (Persons & % Reach): Adults 18 or older



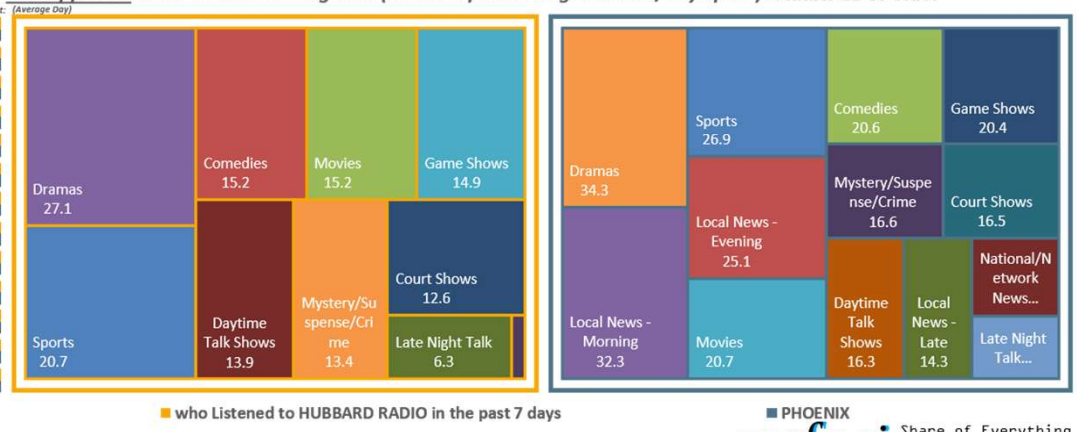
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHOENIX Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 536

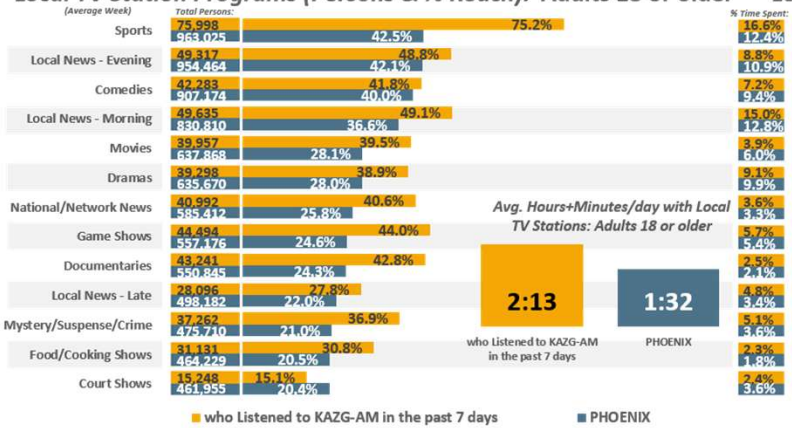
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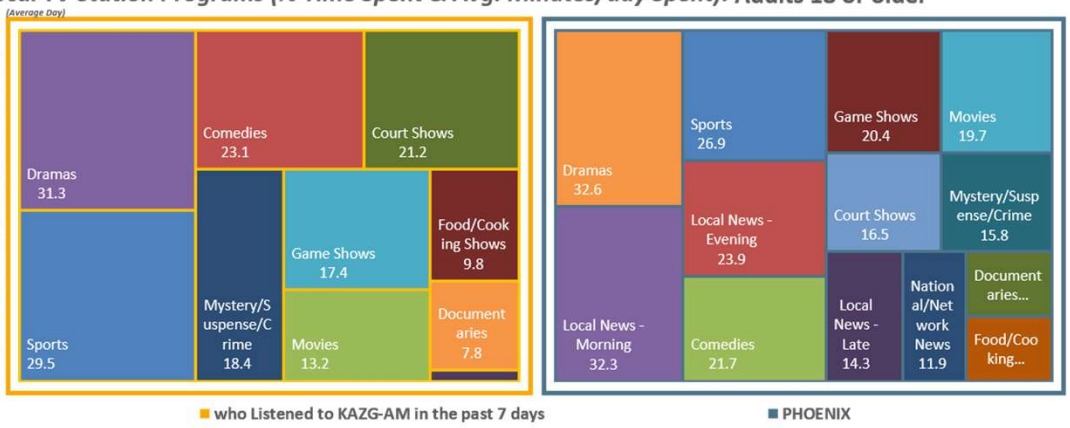
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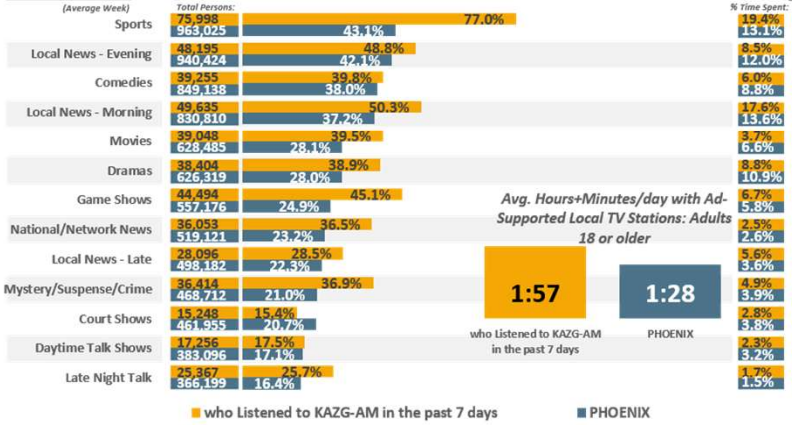
Local TV Station Programs (Persons & % Reach): Adults 18 or older



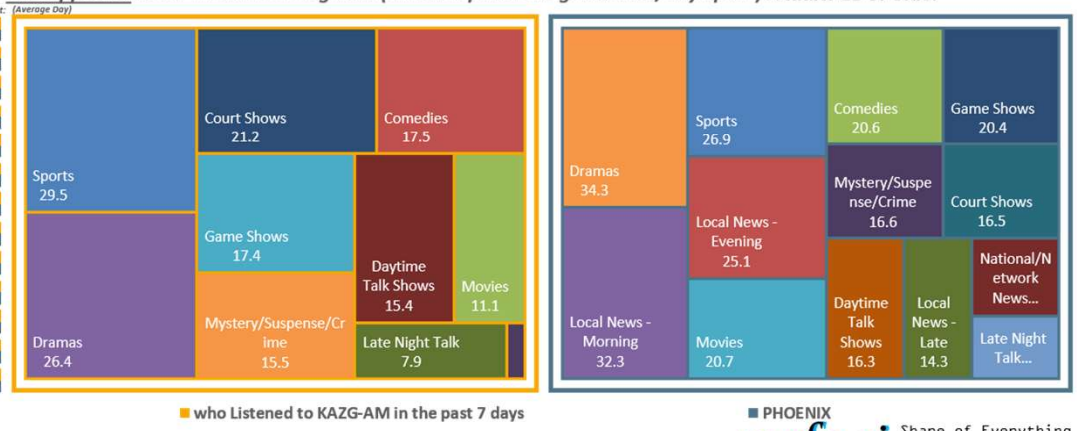
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



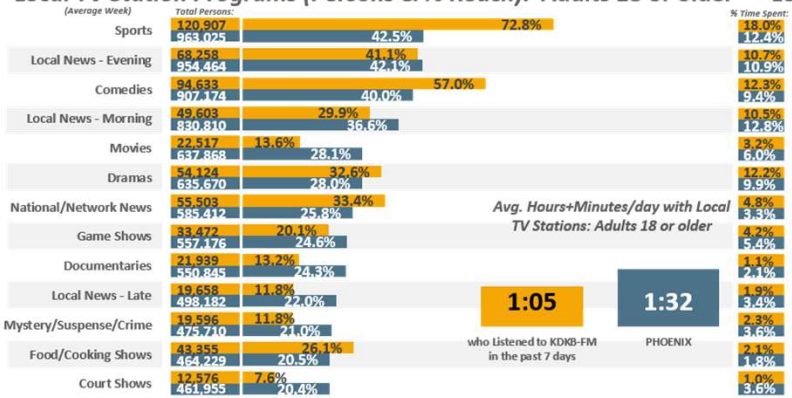
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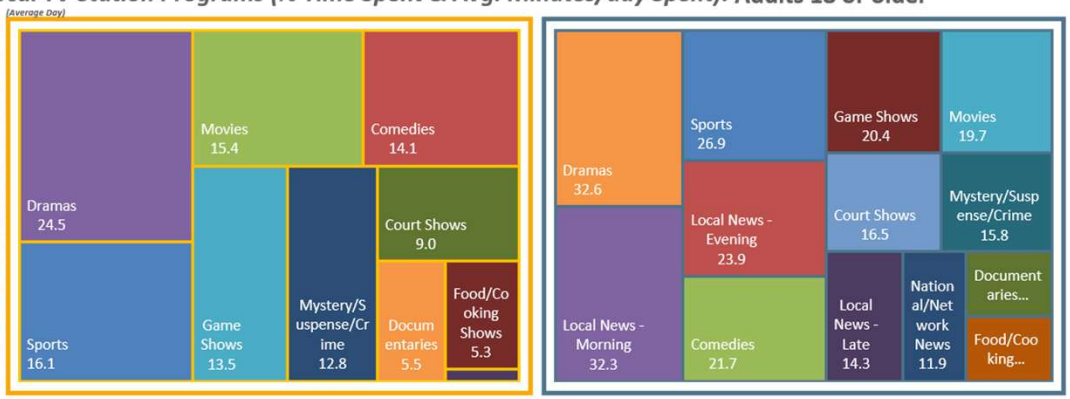
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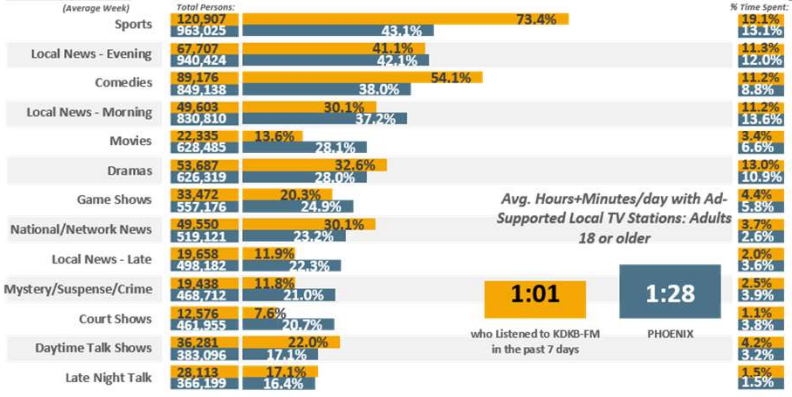
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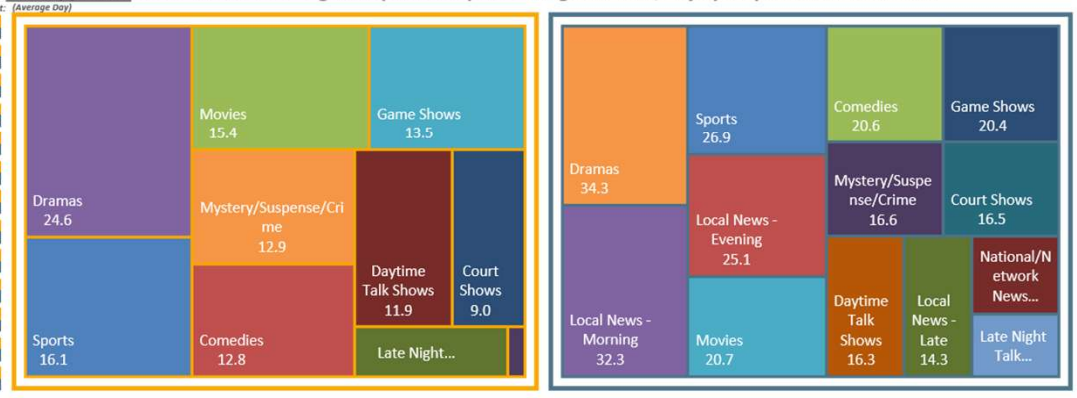
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



PHOENIX Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 171

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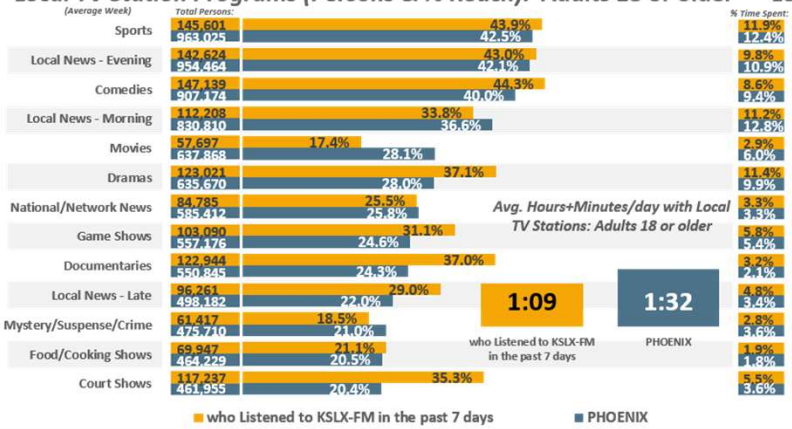
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(Radio Stations: KDKB-FM)

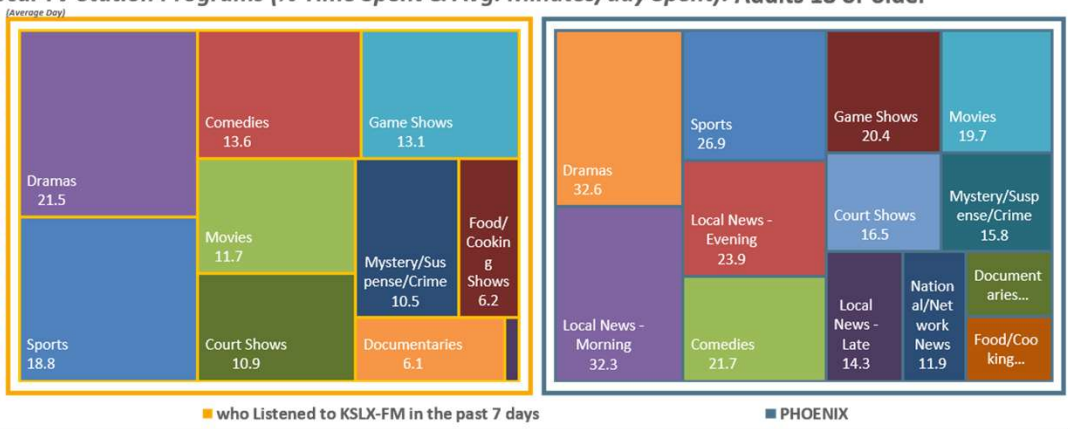
100.7 FM KSLX CLASSIC ROCK

327,057 or 60.8% of Adults 18 or older who Listened to KSLX-FM in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Comedies, Dramas, Court Shows, and Local News - Morning.

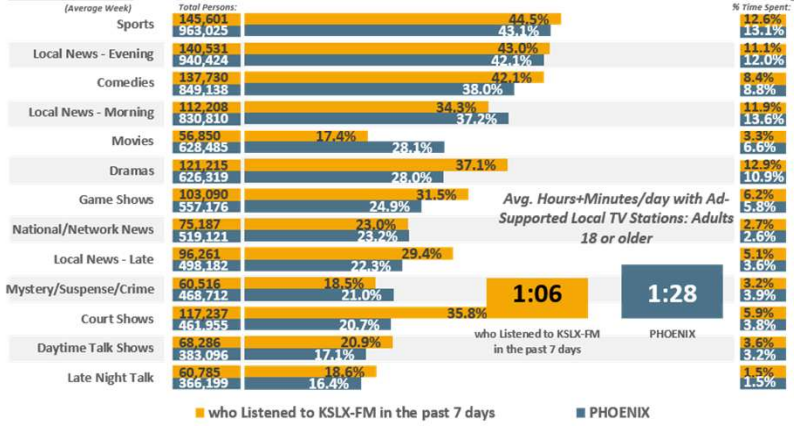
Local TV Station Programs (Persons & % Reach): Adults 18 or older



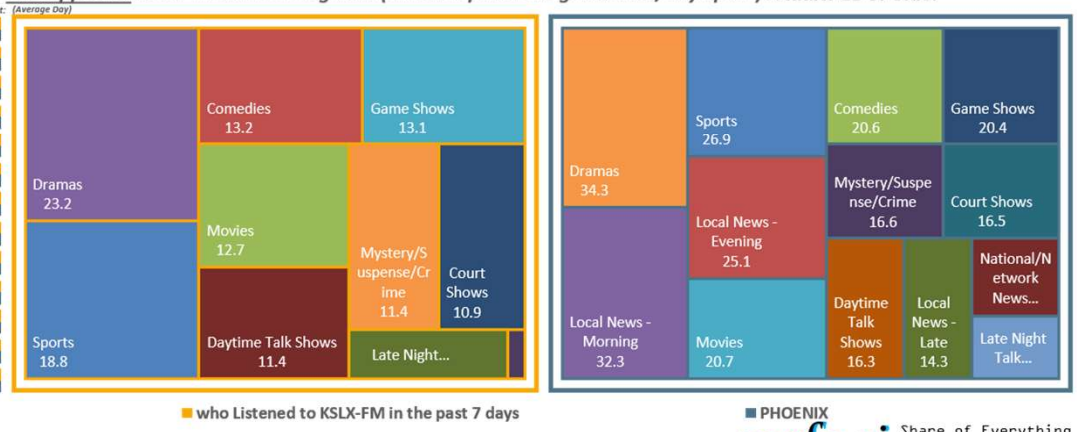
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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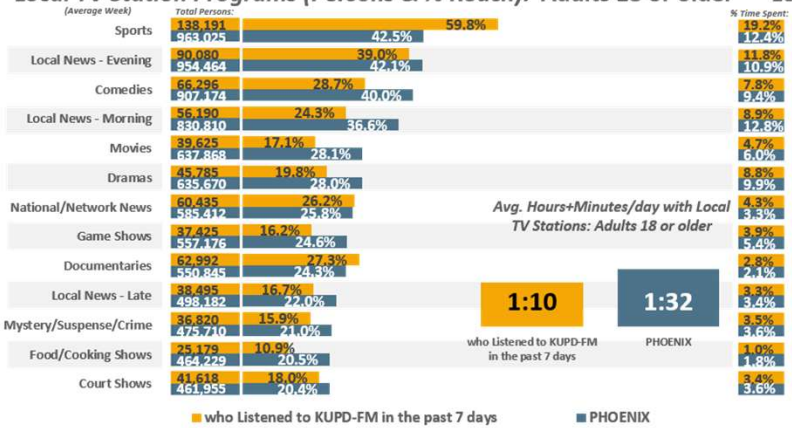
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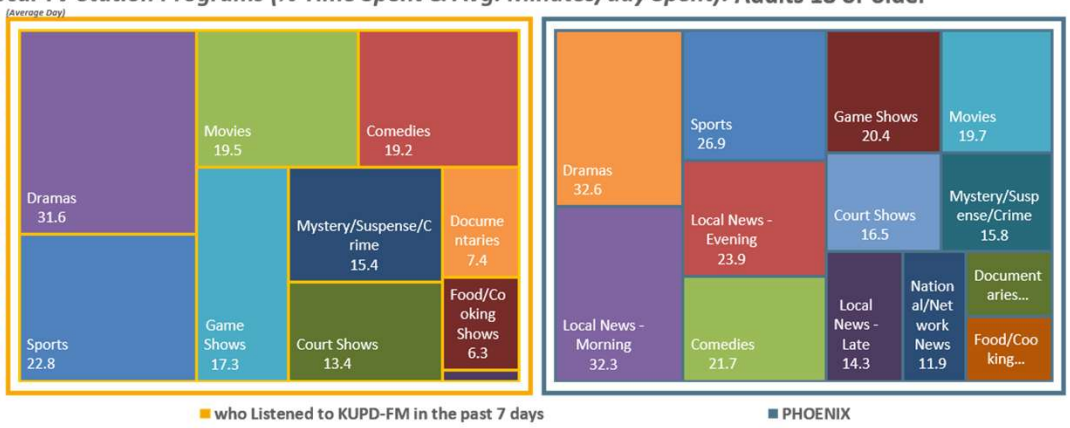
(Radio Stations: KSLX-FM)

229,469 or 57.8% of Adults 18 or older who Listened to KUPD-FM in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Comedies, Local News - Morning, National/Network News, and Late Night Talk.

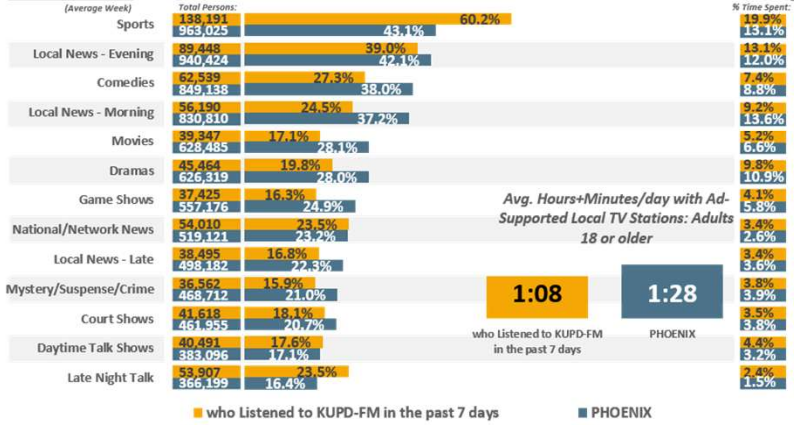
Local TV Station Programs (Persons & % Reach): Adults 18 or older



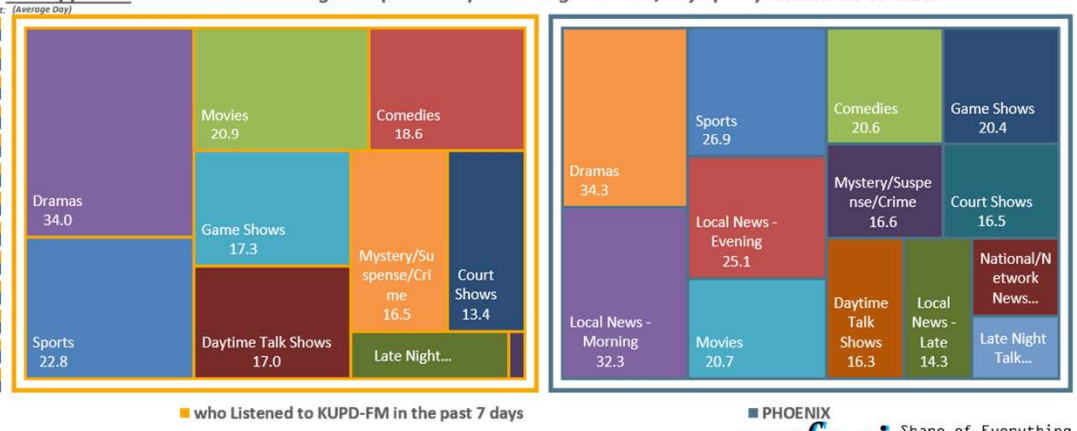
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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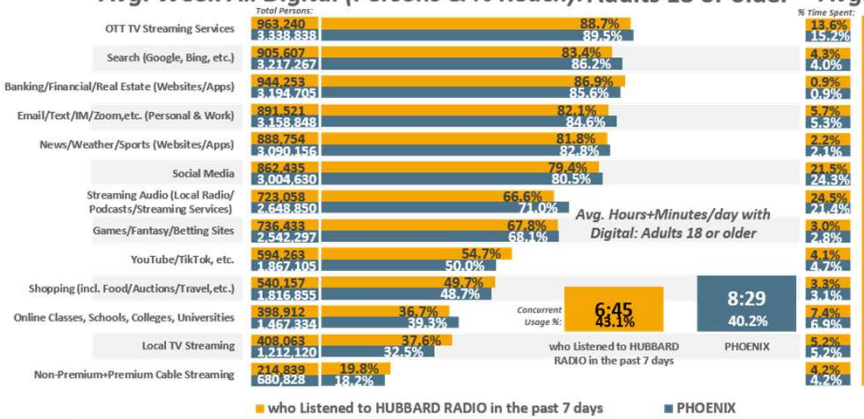
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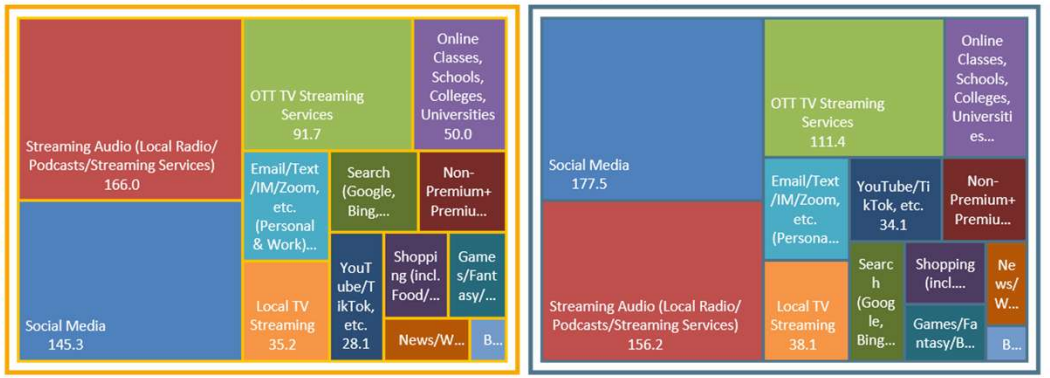
(Radio Stations: KUPD-FM)

740,793 or 68.2% of Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days use Ad-Supported Social Media for an average of 124.8 minutes every day representing 26.5% of all time spent daily with Ad-Supported Digital Media.

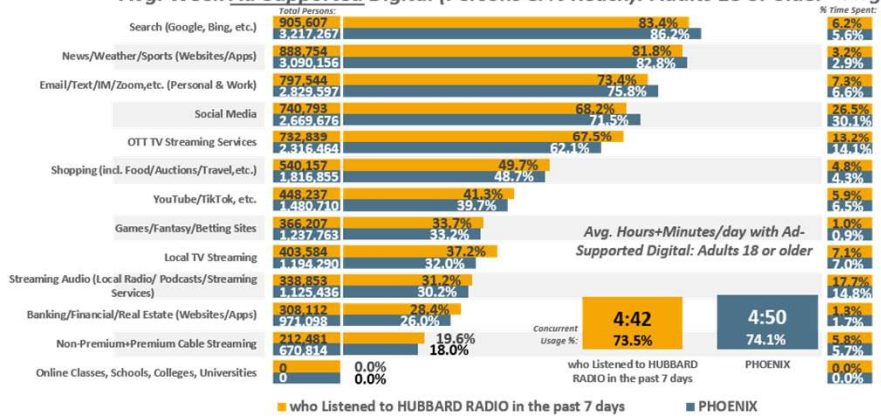
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



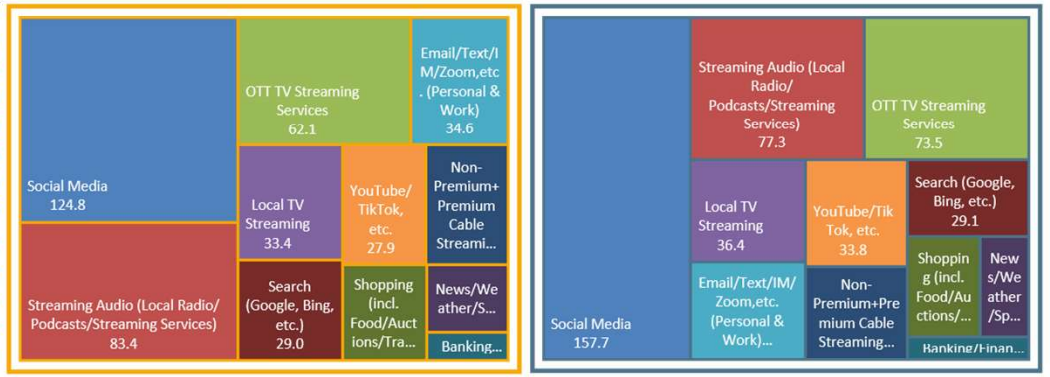
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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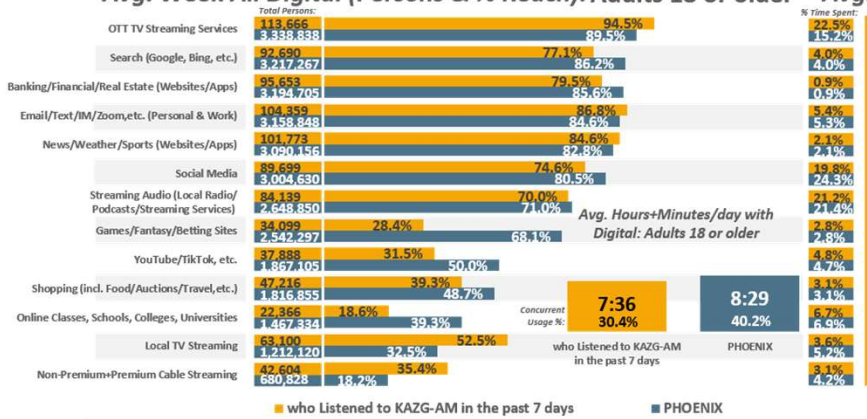
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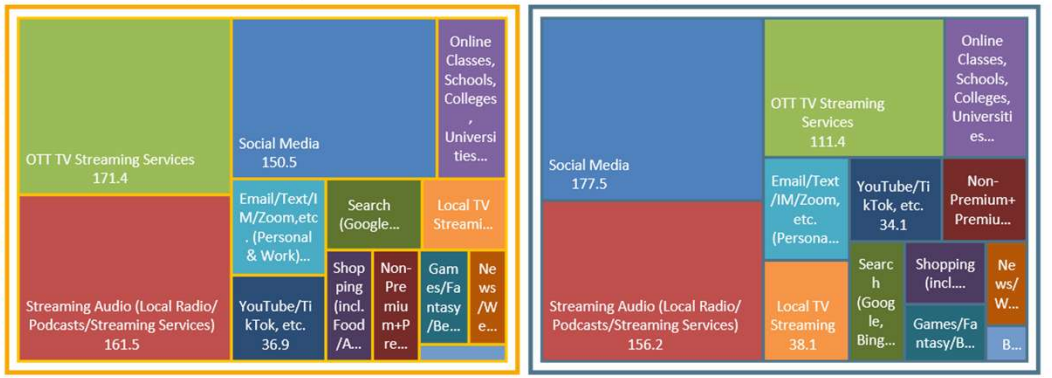
(Radio Stations: KAZG-AM OR Radio Stations: KDKB-FM OR Radio Stations: KSLX-FM OR Radio Stations: KUPD-FM)

82,882 or 68.9% of Adults 18 or older who Listened to KAZG-AM in the past 7 days use Ad-Supported Social Media for an average of 139.1 minutes every day representing 23.6% of all time spent daily with Ad-Supported Digital Media.

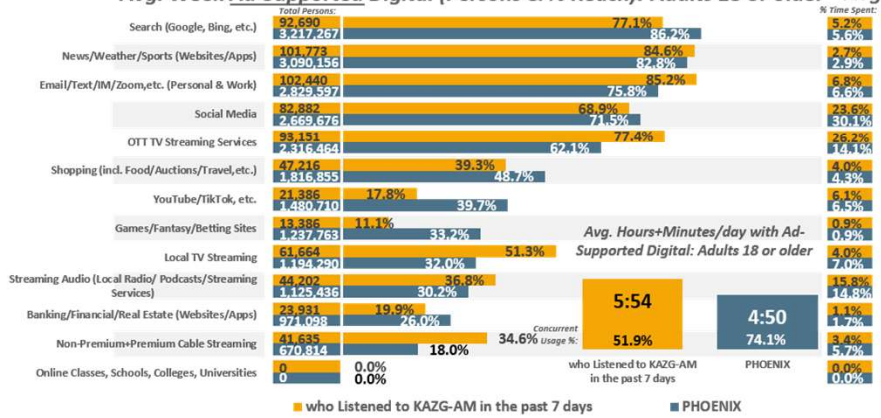
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



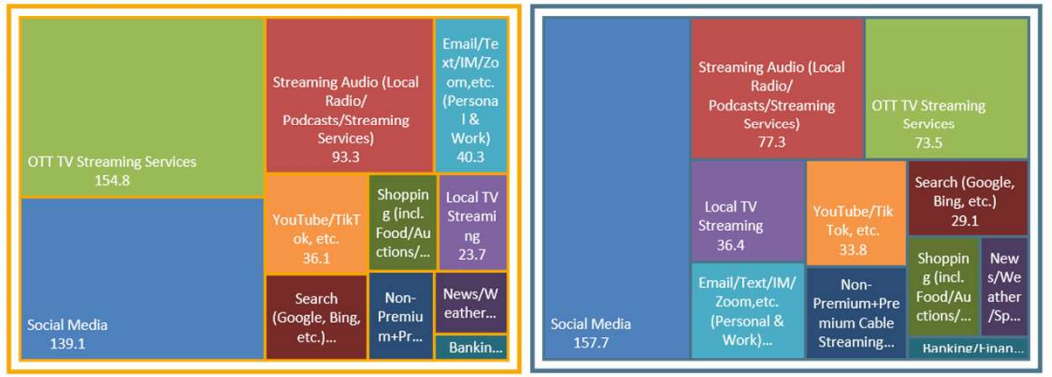
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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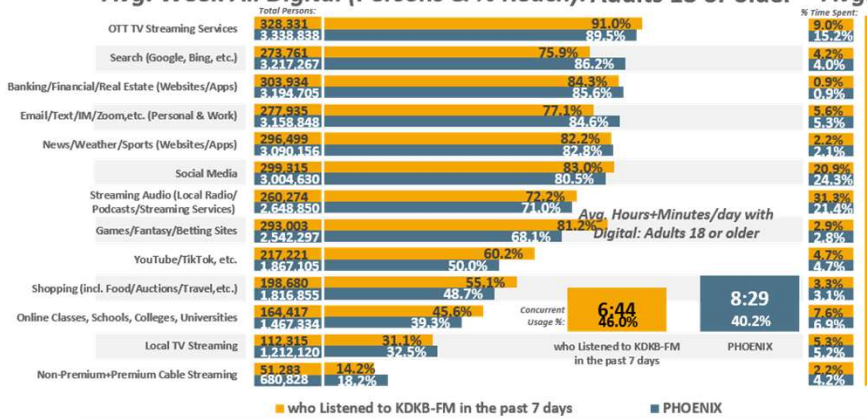
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(Radio Stations: KAZG-AM)

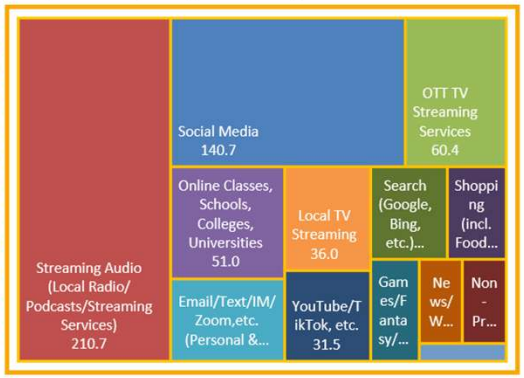
93-3 ALT ★ AZ ARIZONA'S ALTERNATIVE

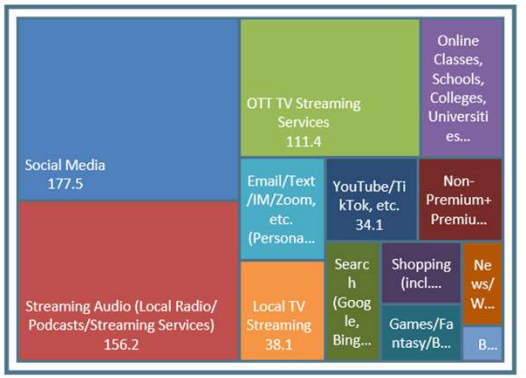
236,341 or 65.5% of Adults 18 or older who Listened to KDKB-FM in the past 7 days use Ad-Supported Social Media for an average of 111.1 minutes every day representing 25.7% of all time spent daily with Ad-Supported Digital Media.

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

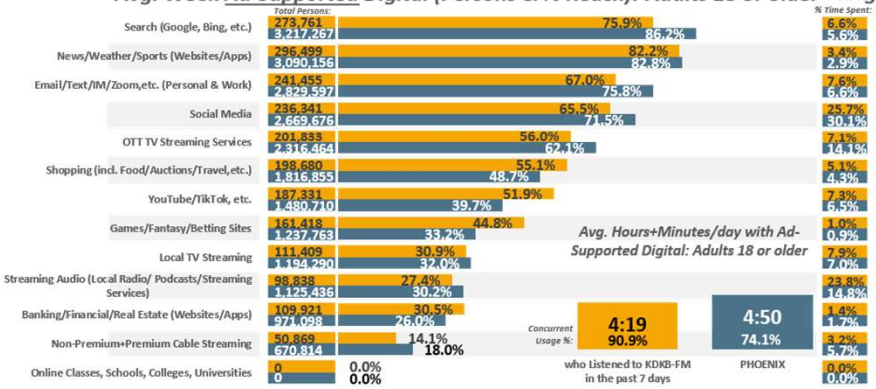


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

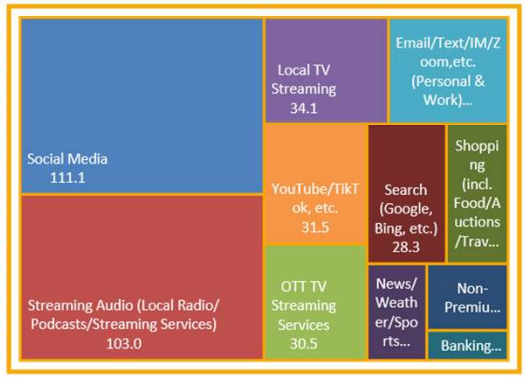


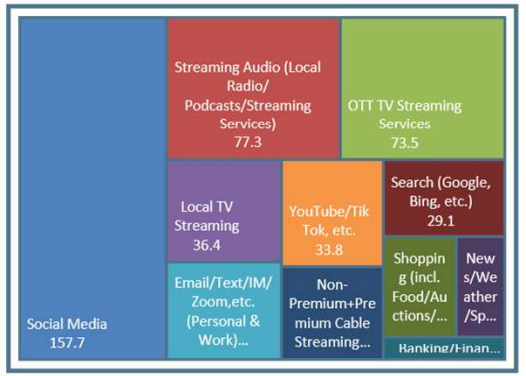


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





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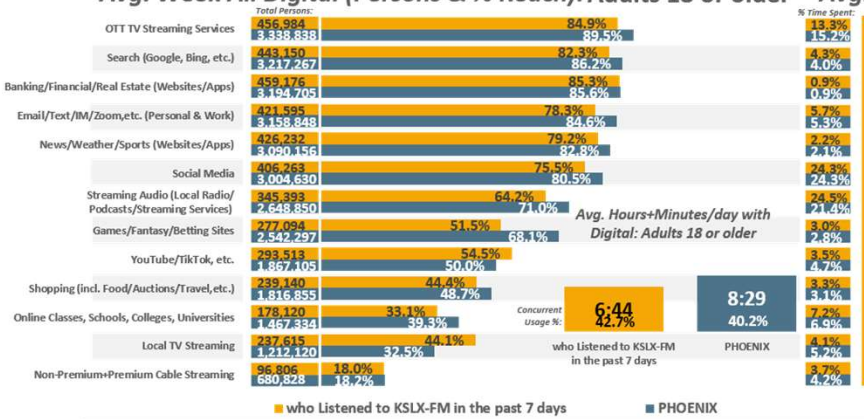
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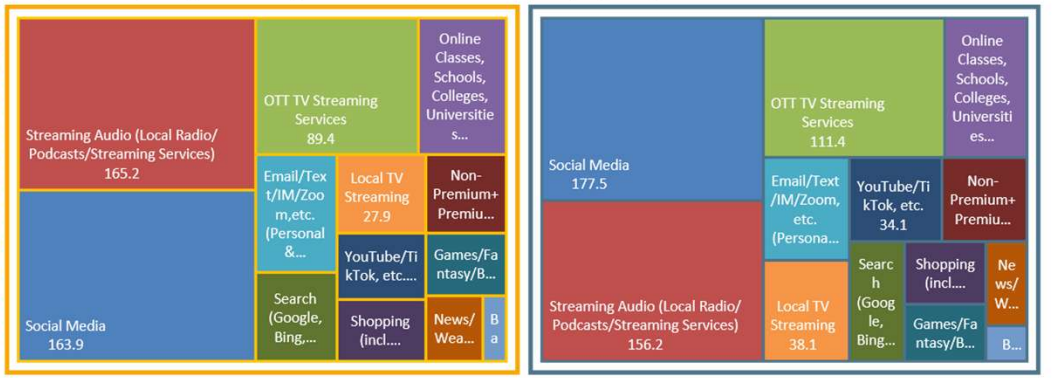
(Radio Stations: KDKB-FM)

347,550 or 64.6% of Adults 18 or older who Listened to KSLX-FM in the past 7 days use Ad-Supported Social Media for an average of 140.2 minutes every day representing 30.4% of all time spent daily with Ad-Supported Digital Media.

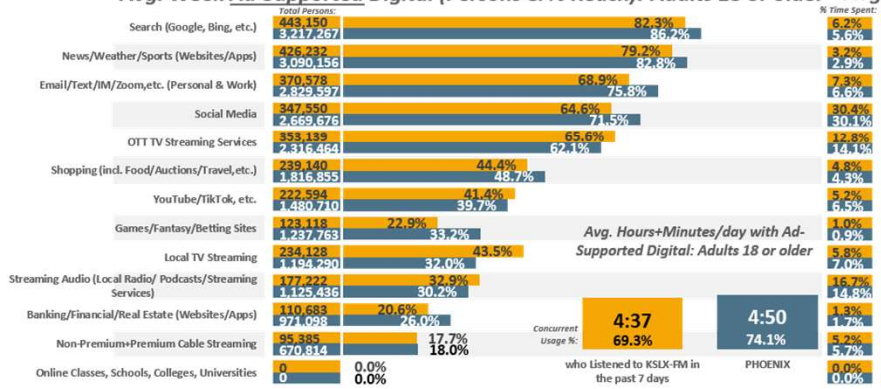
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



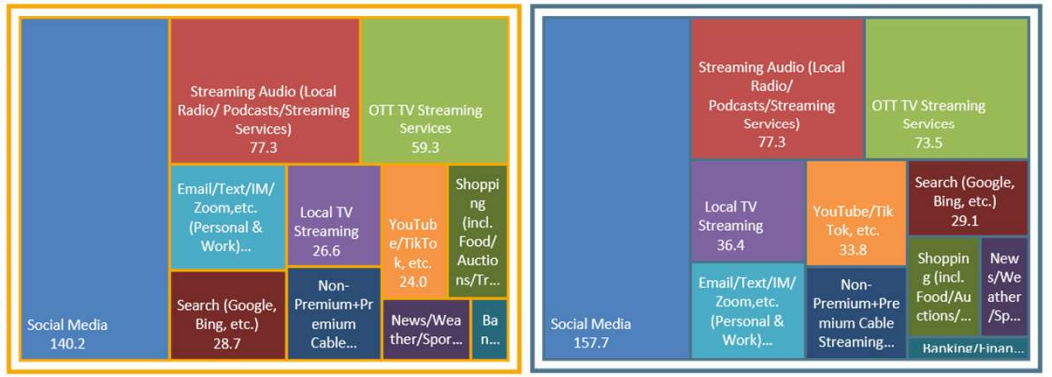
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHOENIX Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 267

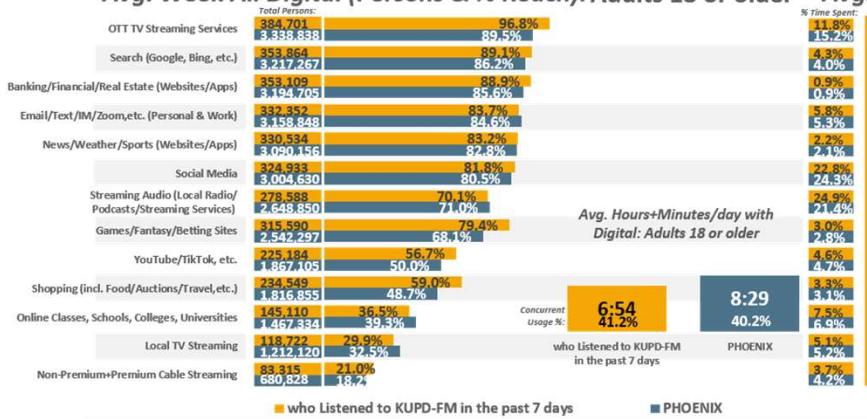
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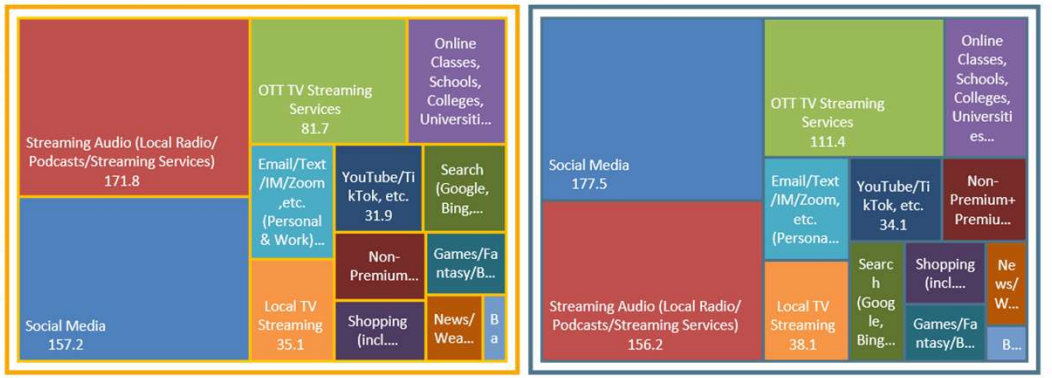
(Radio Stations: KSLX-FM)

267,434 or 67.3% of Adults 18 or older who Listened to KUPD-FM in the past 7 days use Ad-Supported Social Media for an average of 129.4 minutes every day representing 27.6% of all time spent daily with Ad-Supported Digital Media.

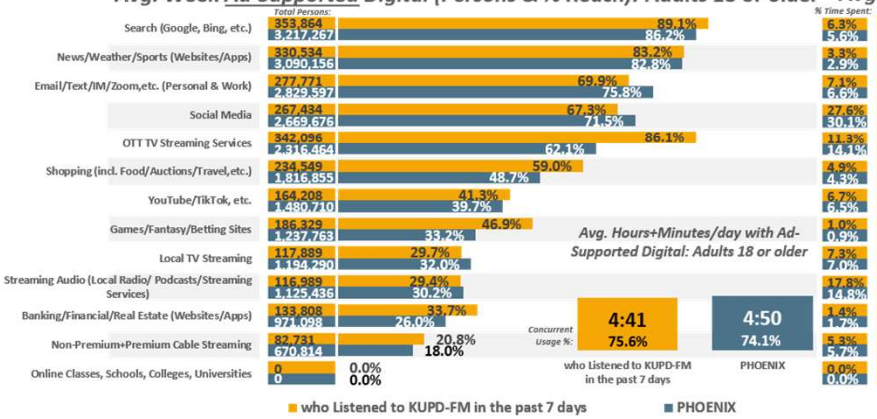
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



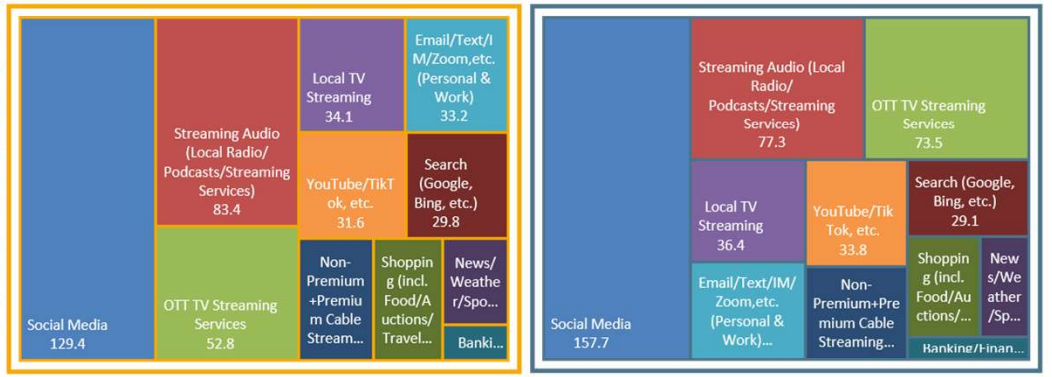
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHOENIX Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 195

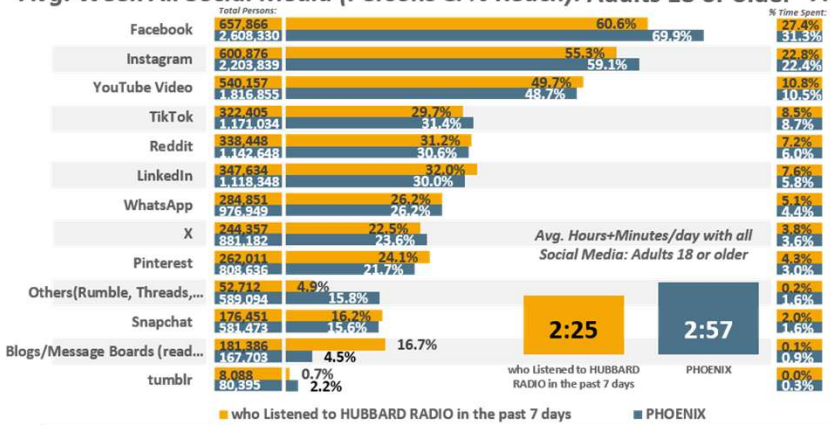
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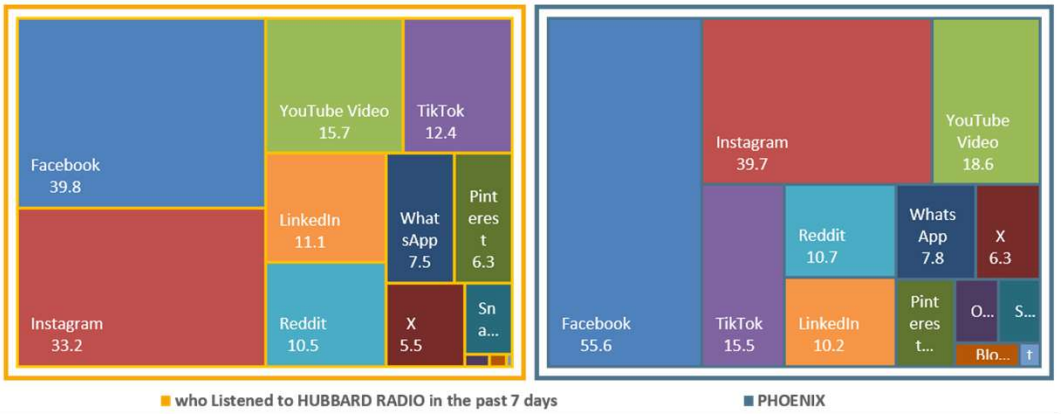
(Radio Stations: KUPD-FM)

657,866 or 60.6% of Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days use Ad-Supported Facebook for an average of 43.8 minutes every day representing 35.1% of all time spent daily with Ad-Supported Social Media.

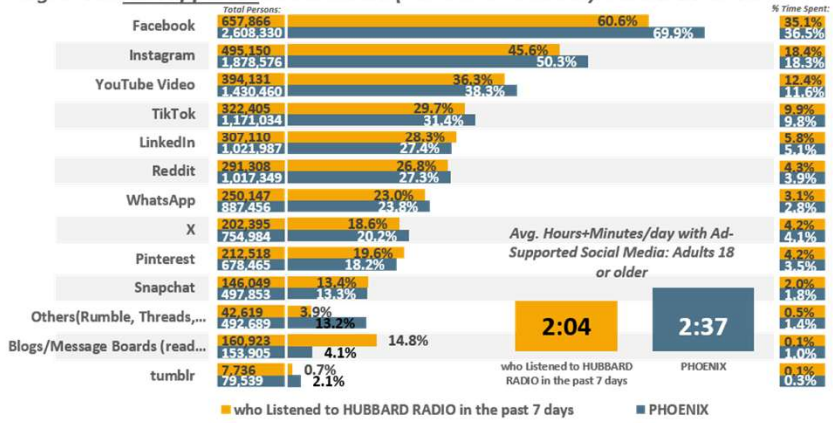
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



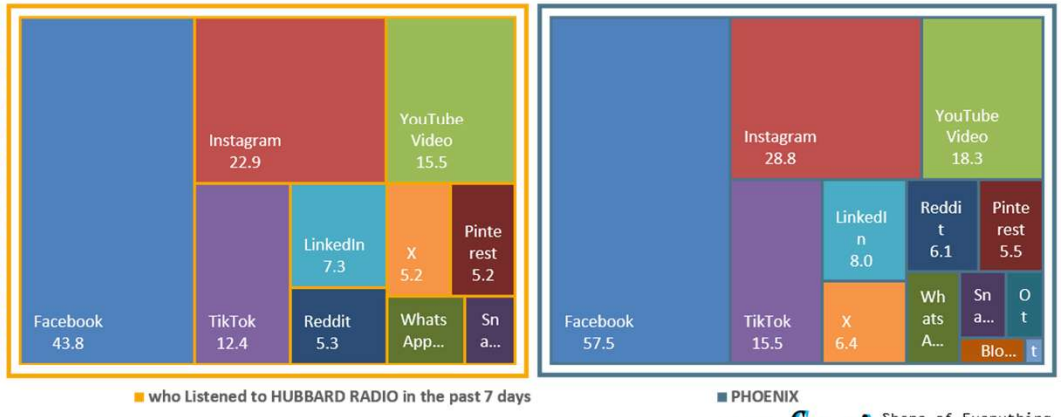
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHOENIX Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 536

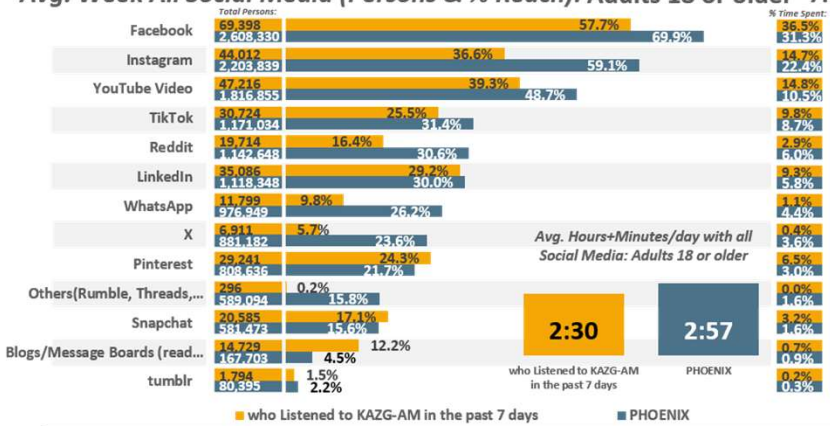
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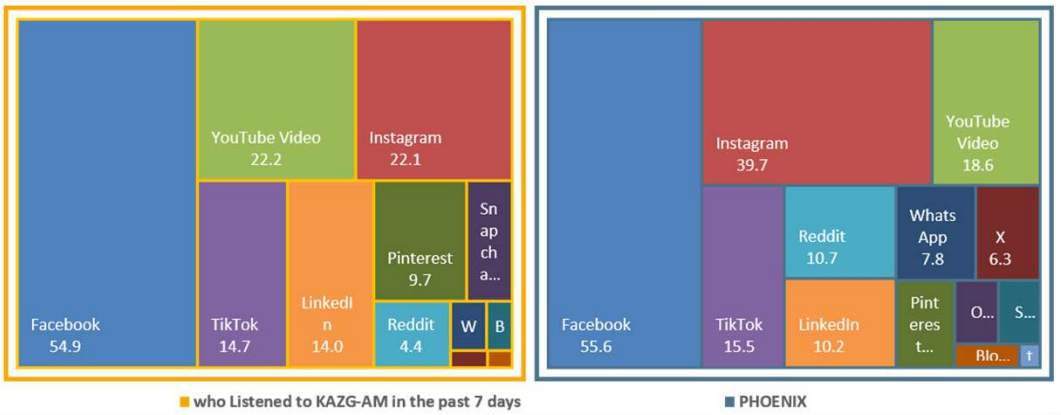
(Radio Stations: KAZG-AM OR Radio Stations: KDKB-FM OR Radio Stations: KSLX-FM OR Radio Stations: KUPD-FM)

69,398 or 57.7% of Adults 18 or older who Listened to KAZG-AM in the past 7 days use Ad-Supported Facebook for an average of 53.3 minutes every day representing 38.3% of all time spent daily with Ad-Supported Social Media.

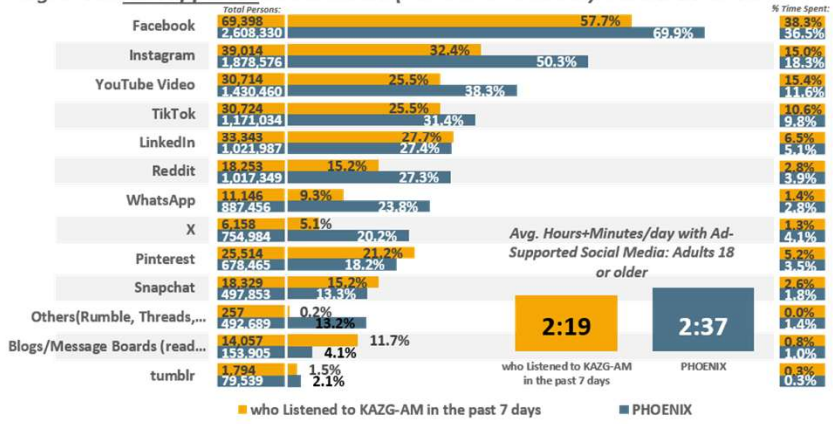
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



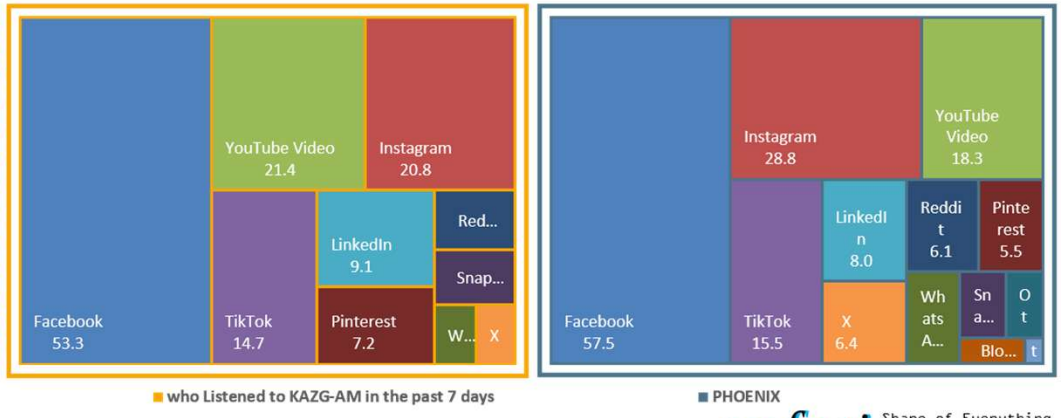
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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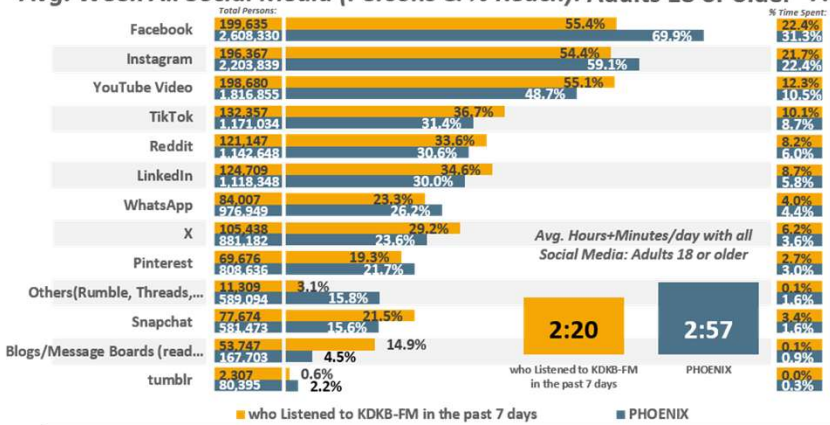
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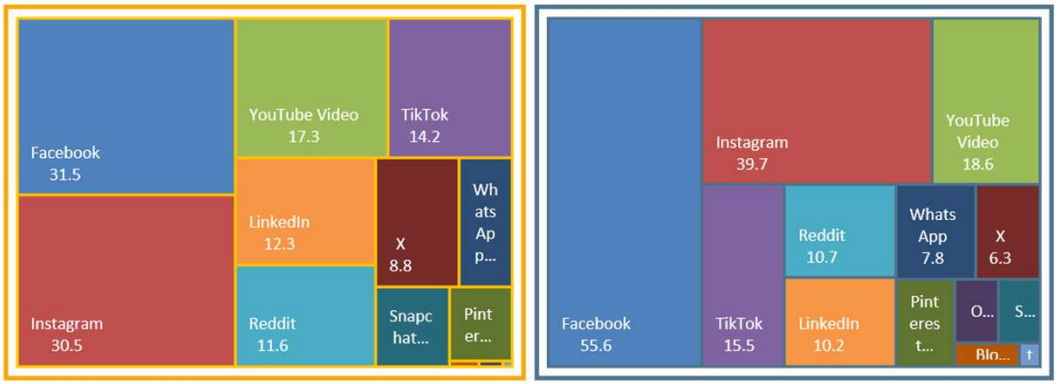
(Radio Stations: KAZG-AM)

199,635 or 55.4% of Adults 18 or older who Listened to KDKB-FM in the past 7 days use Ad-Supported Facebook for an average of 35.4 minutes every day representing 31.9% of all time spent daily with Ad-Supported Social Media.

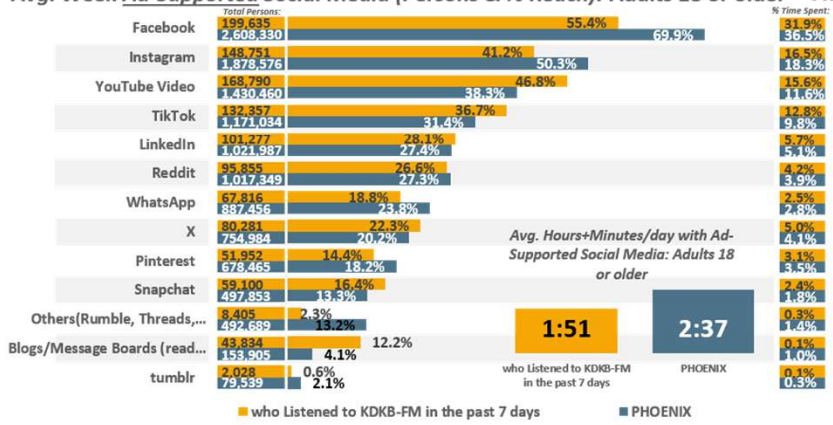
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



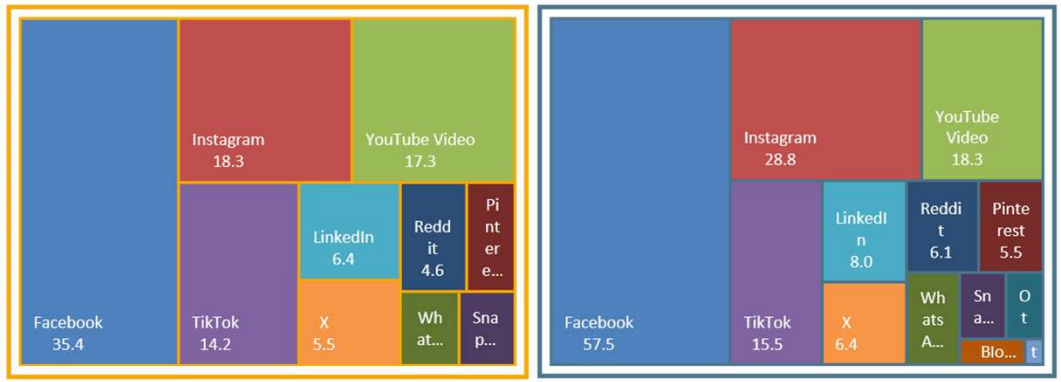
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



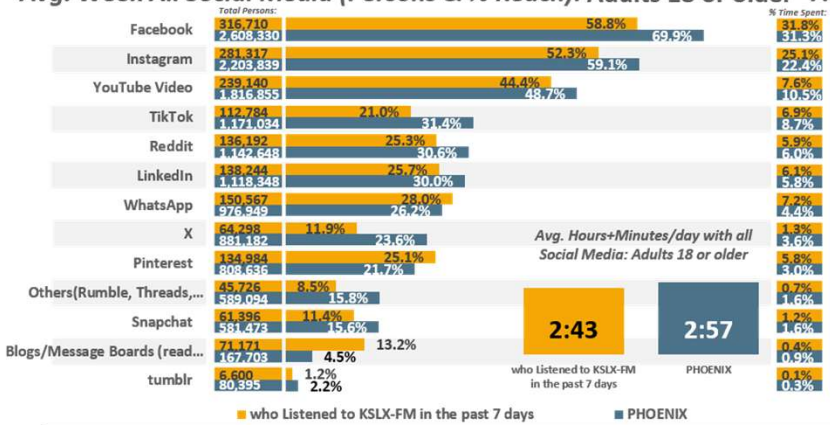
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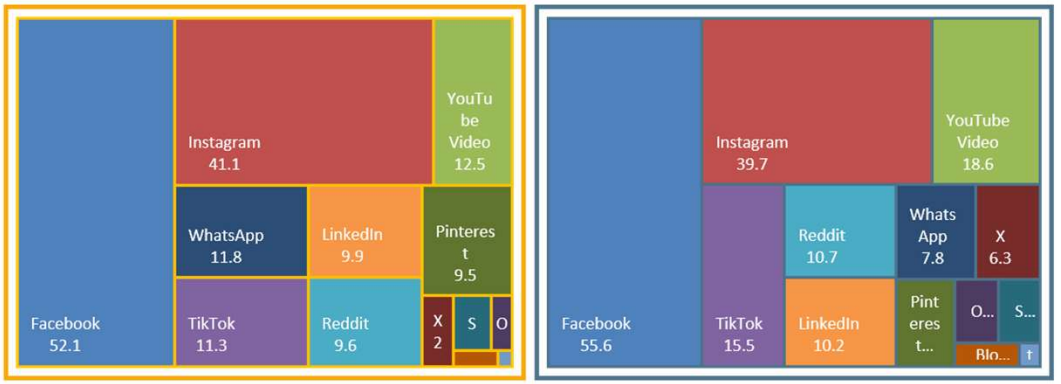
(Radio Stations: KDKB-FM)

316,710 or 58.8% of Adults 18 or older who Listened to KSLX-FM in the past 7 days use Ad-Supported Facebook for an average of 55. minutes every day representing 39.2% of all time spent daily with Ad-Supported Social Media.

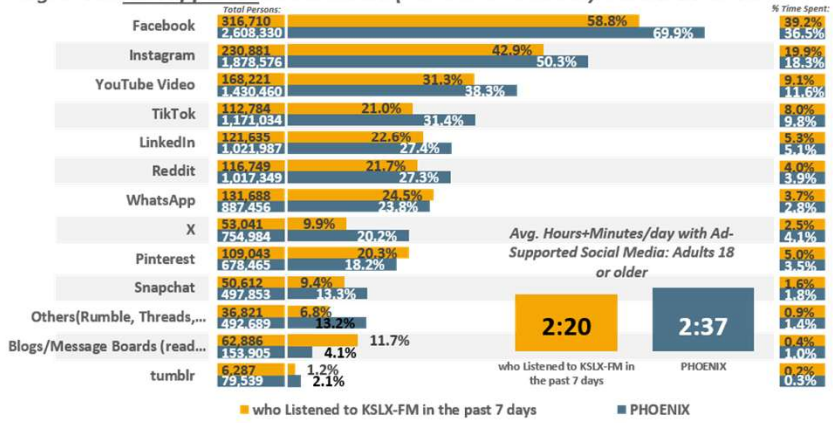
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



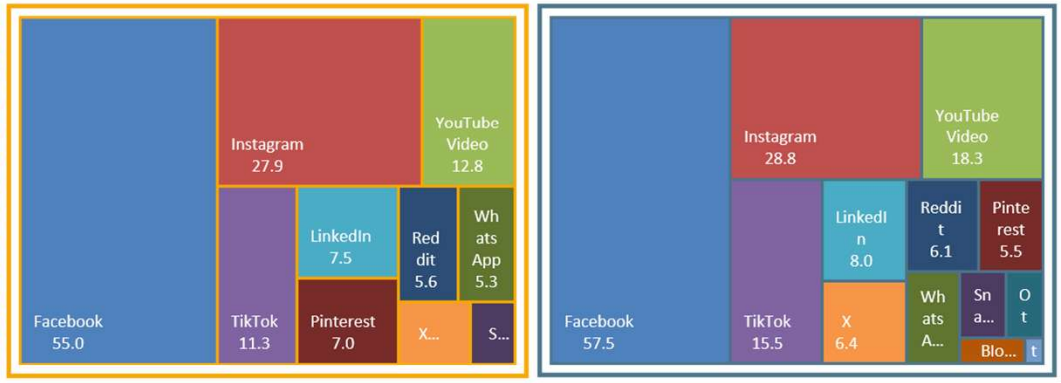
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHOENIX Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 267

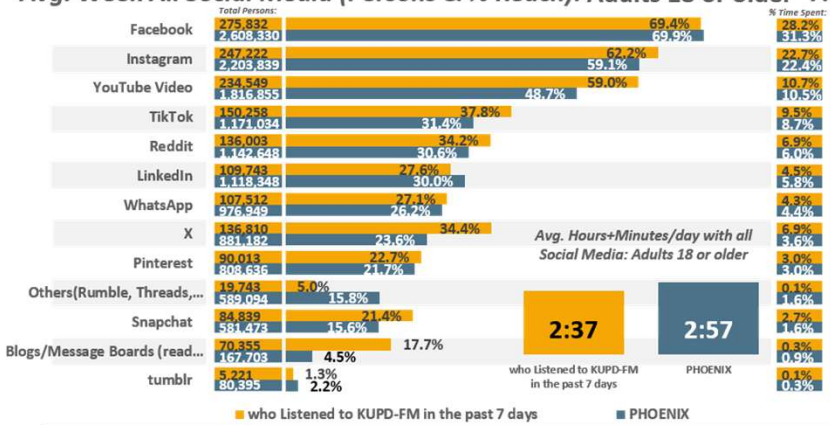
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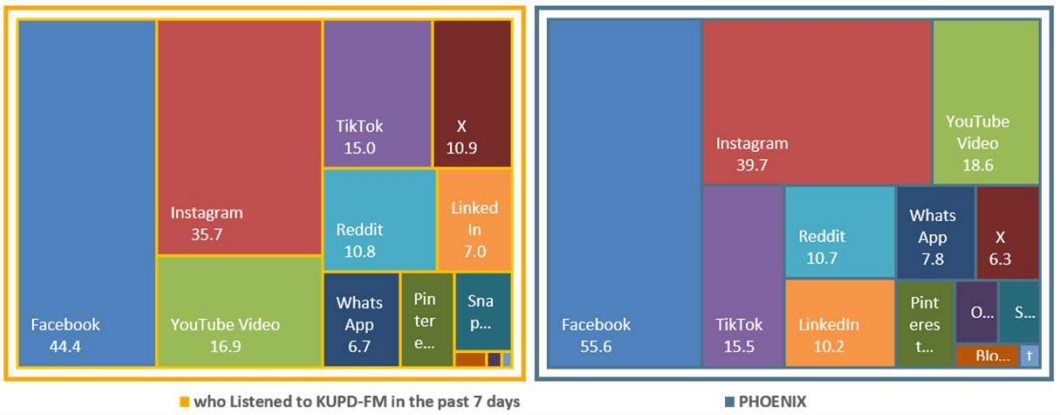
(Radio Stations: KSLX-FM)

267,434 or 67.3% of Adults 18 or older who Listened to KUPD-FM in the past 7 days use Ad-Supported Facebook for an average of 45.1 minutes every day representing 34.9% of all time spent daily with Ad-Supported Social Media.

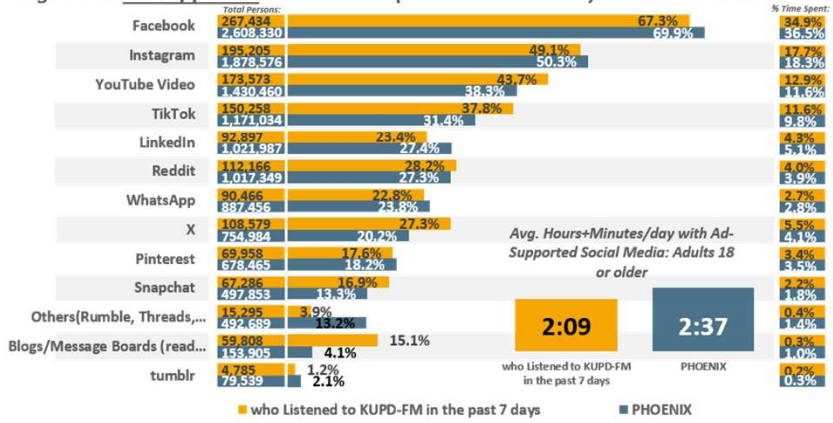
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



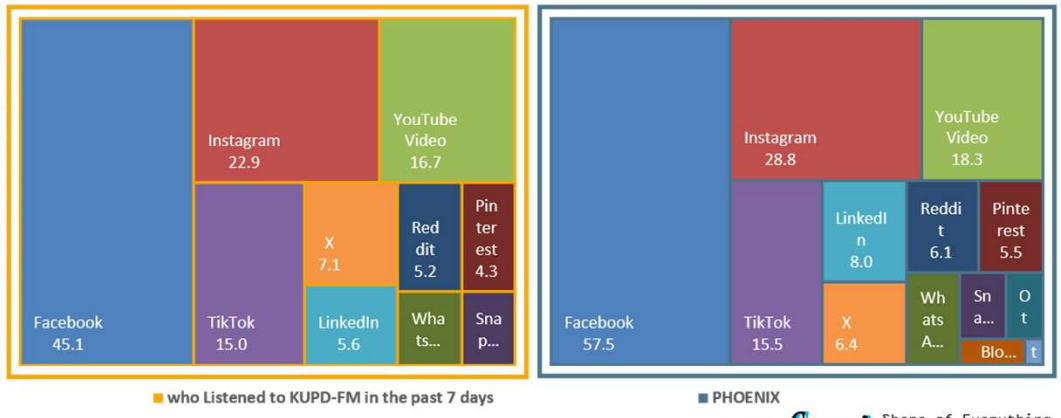
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



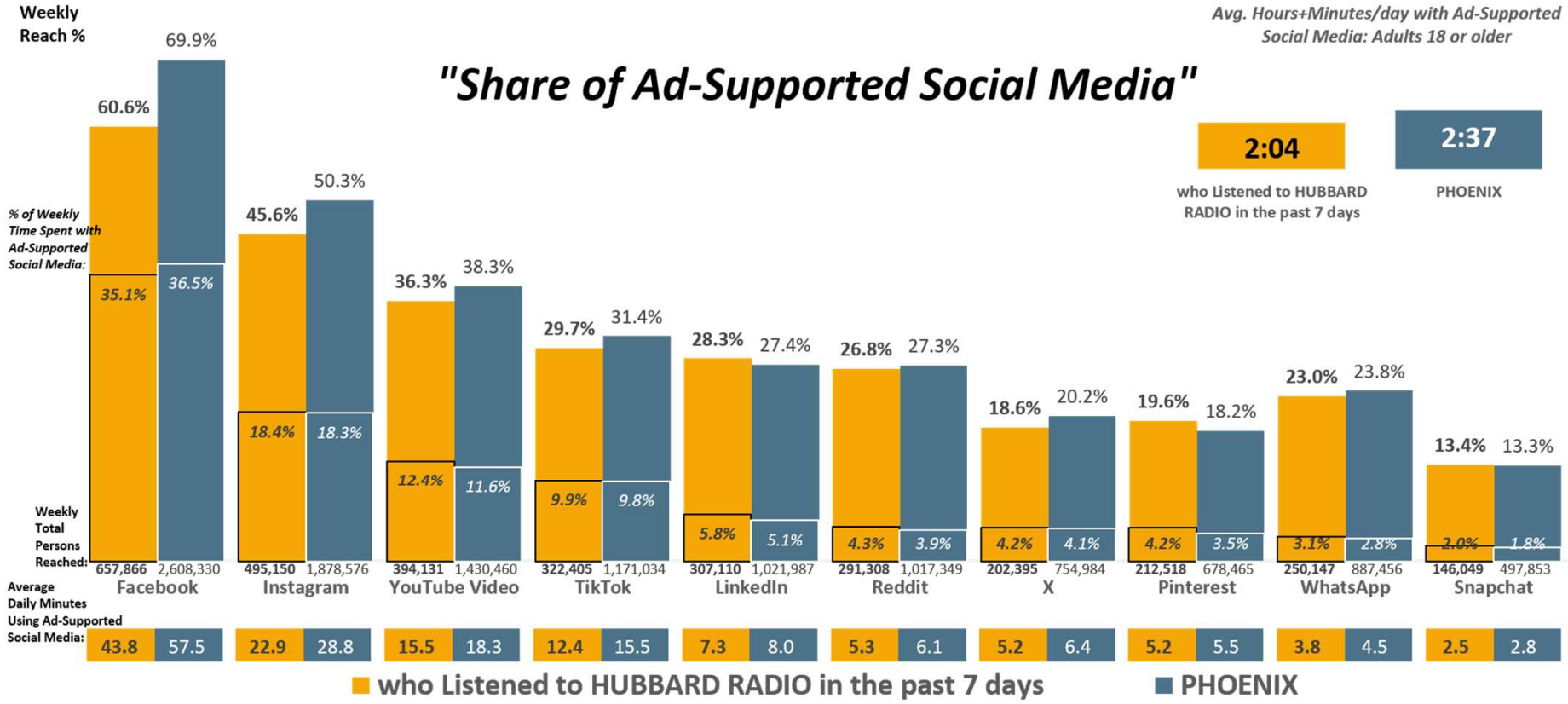
PHOENIX Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 195

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(Radio Stations: KUPD-FM)

657,866 or 60.6% of Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days use Ad-Supported Facebook for an average of 43.8 minutes every day representing 35.1% of all time spent daily with Ad-Supported Social Media.



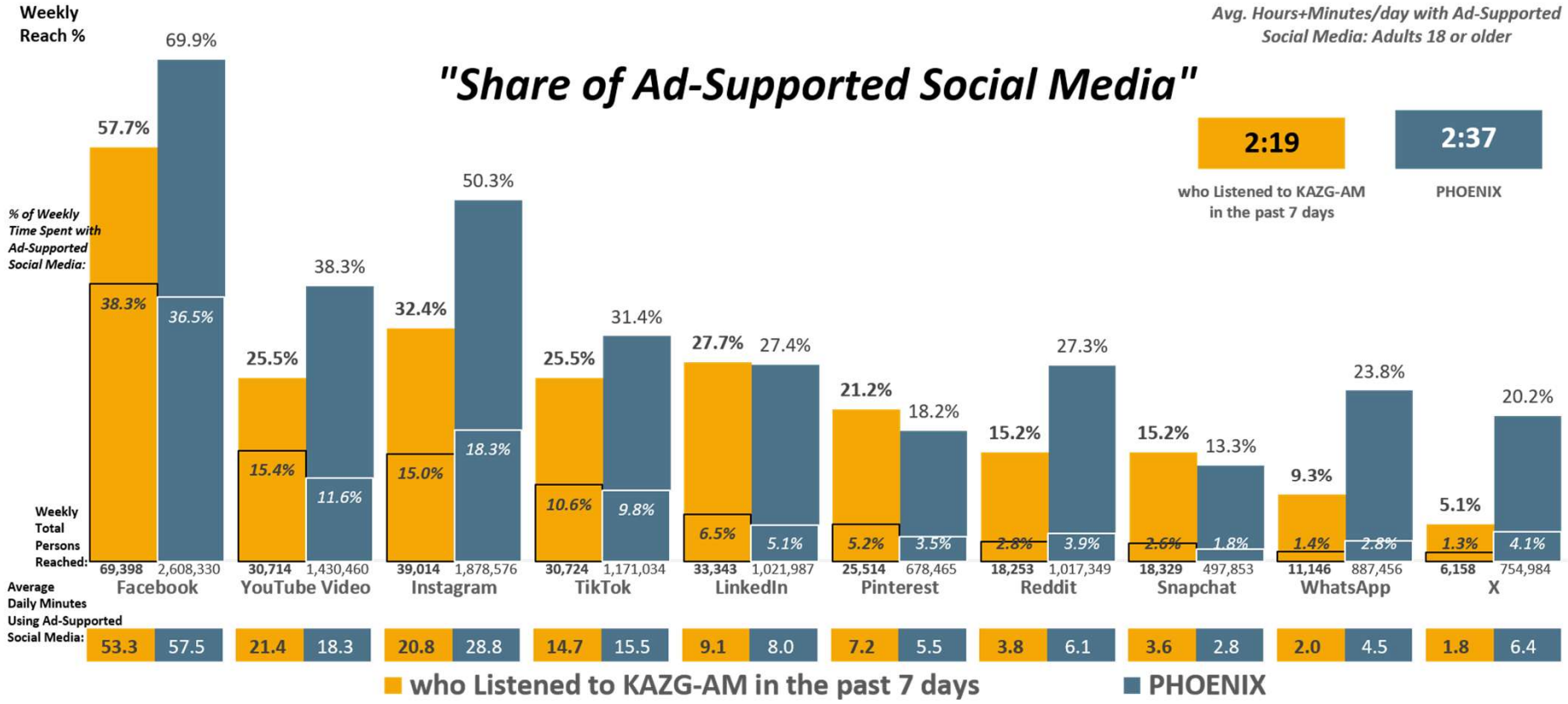
PHOENIX Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 536 PHOENIX Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 1,941

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

69,398 or 57.7% of Adults 18 or older who Listened to KAZG-AM in the past 7 days use Ad-Supported Facebook for an average of 53.3 minutes every day representing 38.3% of all time spent daily with Ad-Supported Social Media.



PHOENIX Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 63 PHOENIX Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 1,941

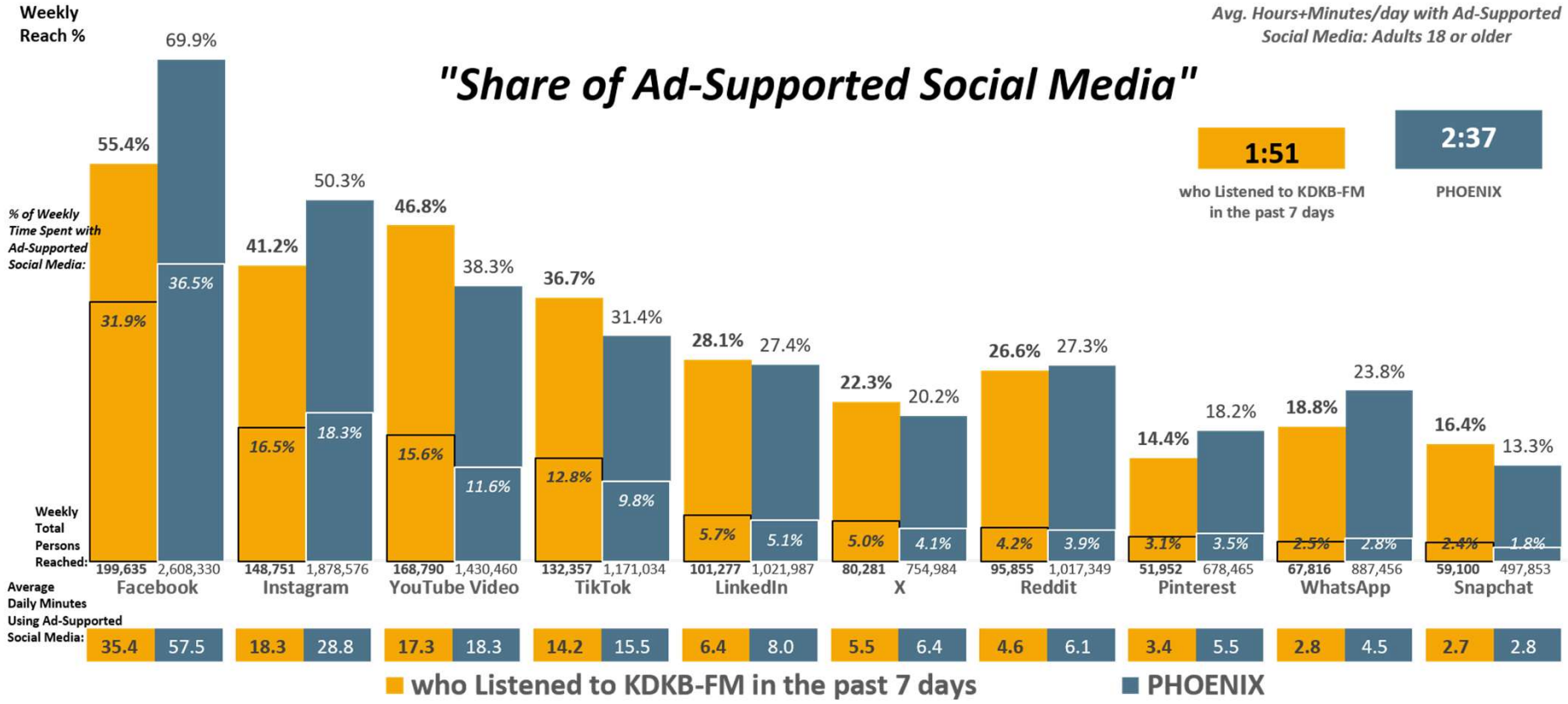
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(Radio Stations: KAZG-AM)

93·3 ALT★AZ ARIZONA'S ALTERNATIVE

199,635 or 55.4% of Adults 18 or older who Listened to KDKB-FM in the past 7 days use Ad-Supported Facebook for an average of 35.4 minutes every day representing 31.9% of all time spent daily with Ad-Supported Social Media.



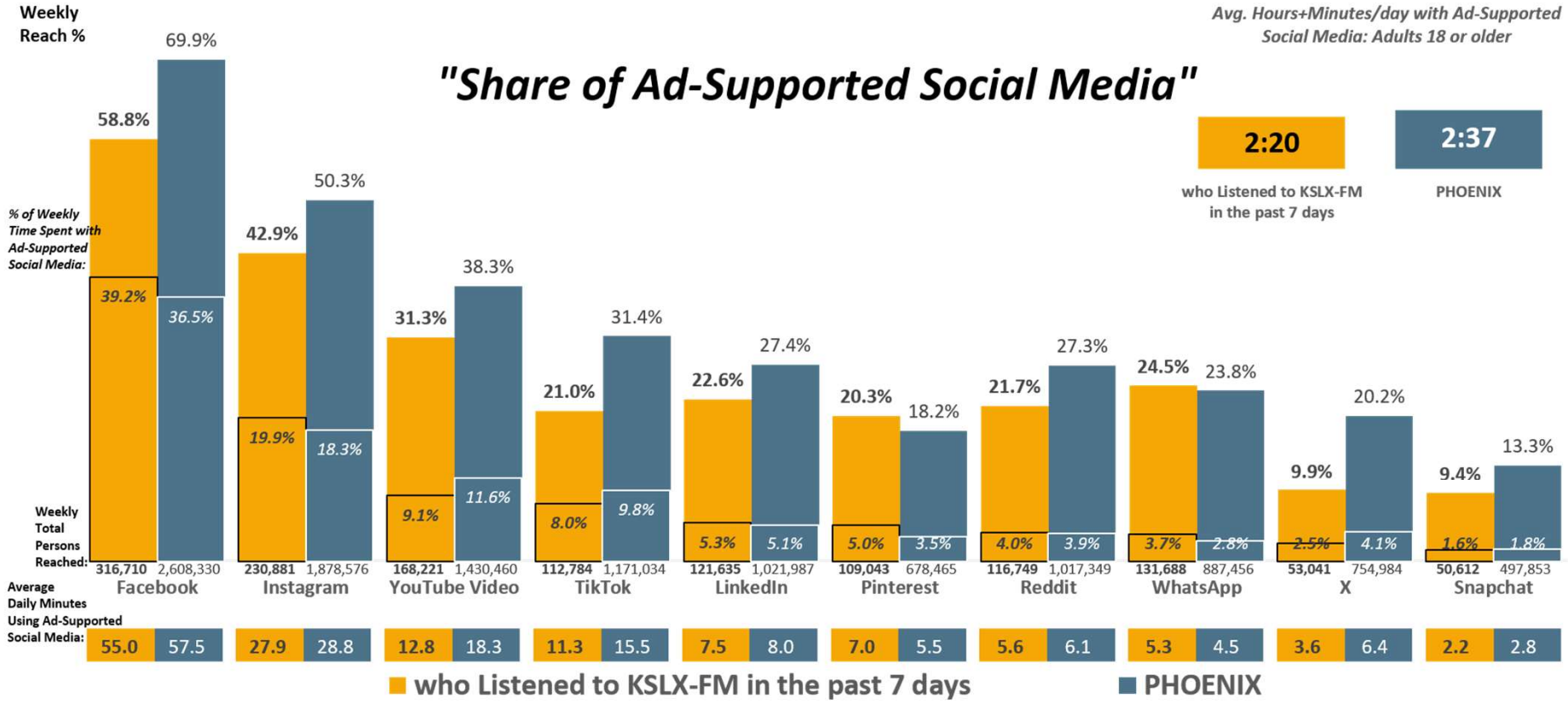
PHOENIX Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 171 PHOENIX Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 1,941

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(Radio Stations: KDKB-FM)

316,710 or 58.8% of Adults 18 or older who Listened to KSLX-FM in the past 7 days use Ad-Supported Facebook for an average of 55. minutes every day representing 39.2% of all time spent daily with Ad-Supported Social Media.



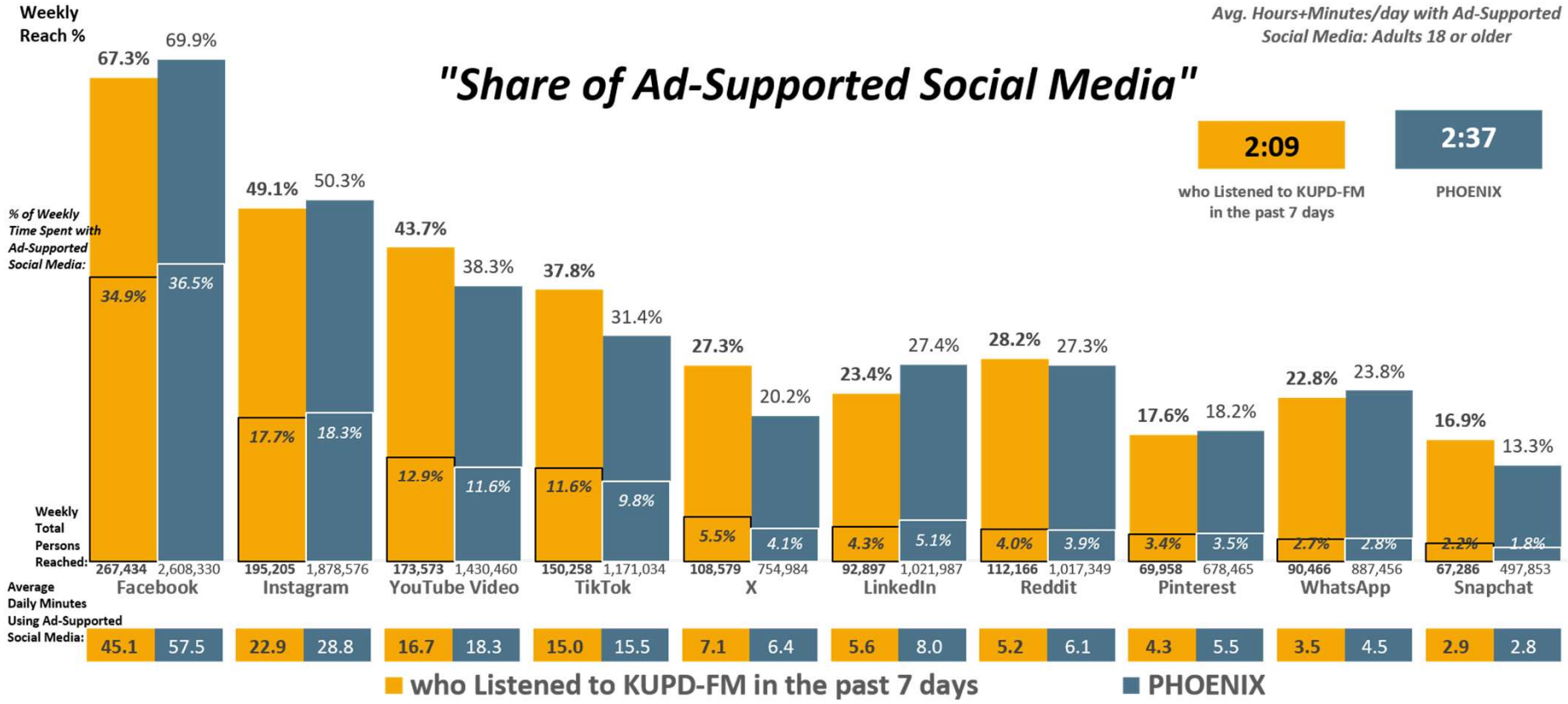
PHOENIX Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 267 PHOENIX Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 1,941

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(Radio Stations: KSLX-FM)

267,434 or 67.3% of Adults 18 or older who Listened to KUPD-FM in the past 7 days use Ad-Supported Facebook for an average of 45.1 minutes every day representing 34.9% of all time spent daily with Ad-Supported Social Media.



PHOENIX Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 195 PHOENIX Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 1,941

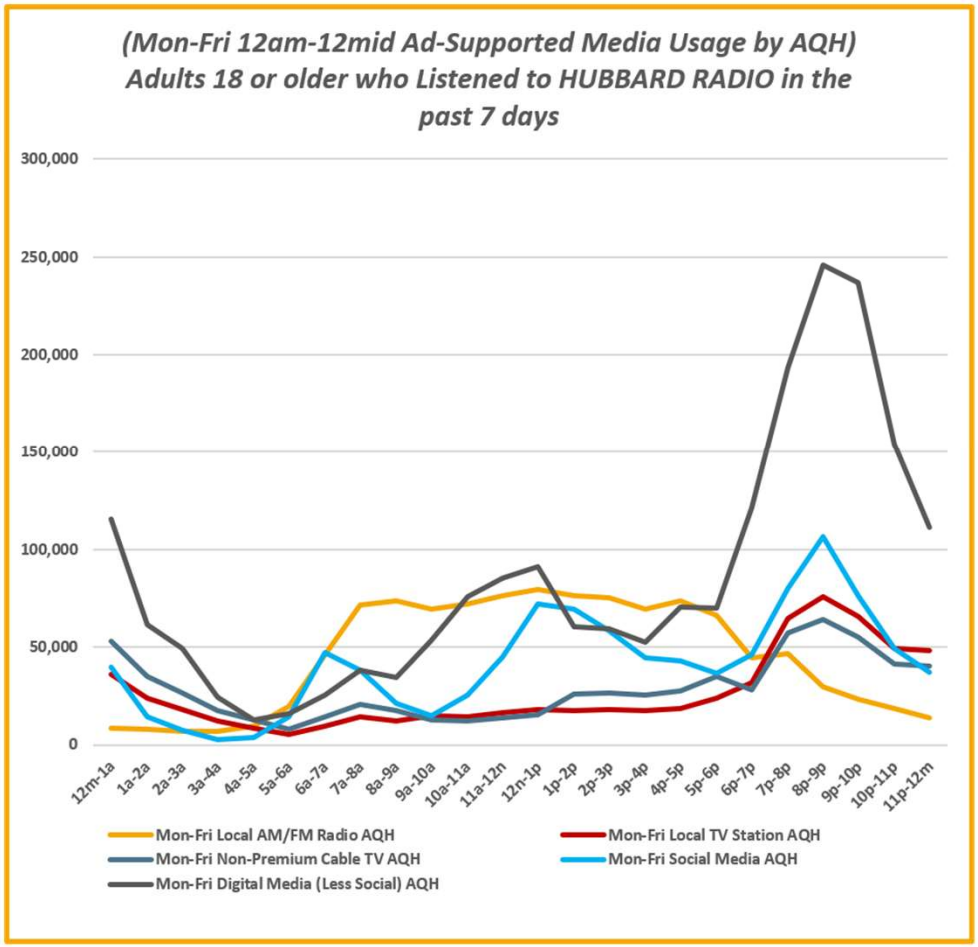
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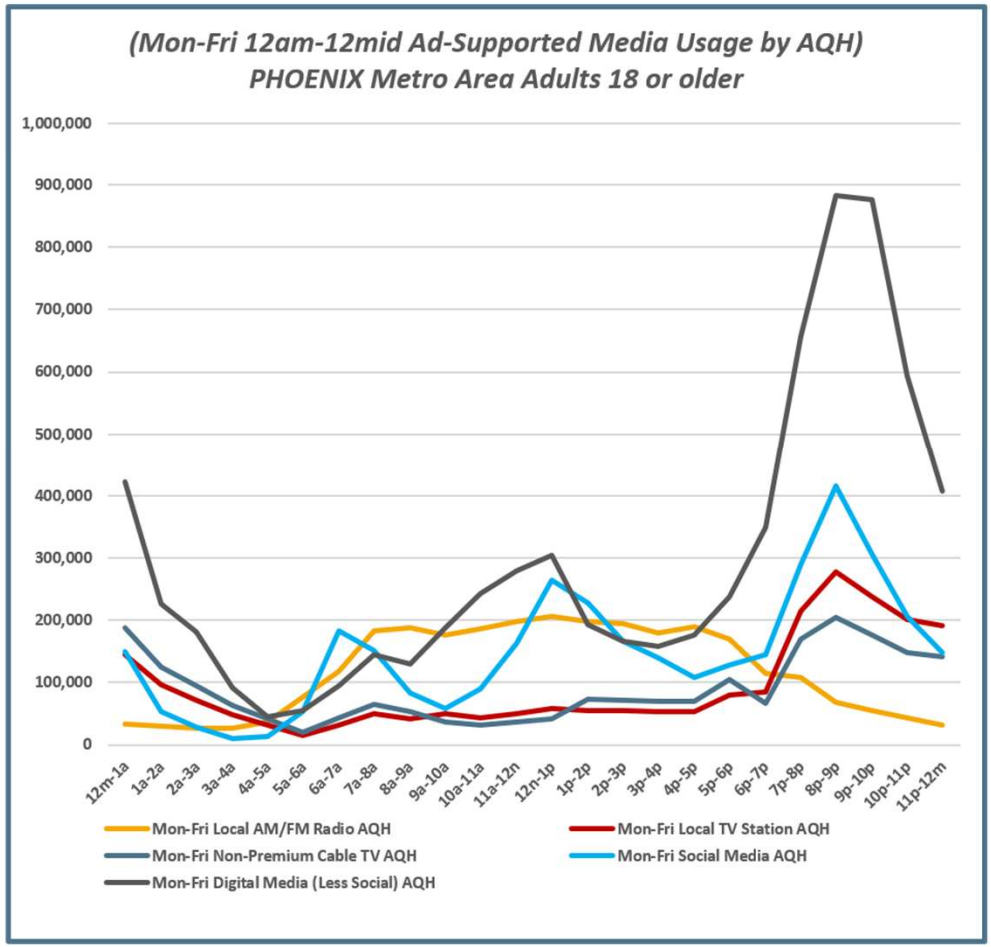
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(Radio Stations: KUPD-FM)

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M-F 6a-7p Avg. Available Impressions per 15-min. are... Local Radio: 68,800; All Other Digital Media: 64,454; Social Media: 43,229; Non-Prem. Cable: 21,139; Local TV: 17,511 reaching Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days.





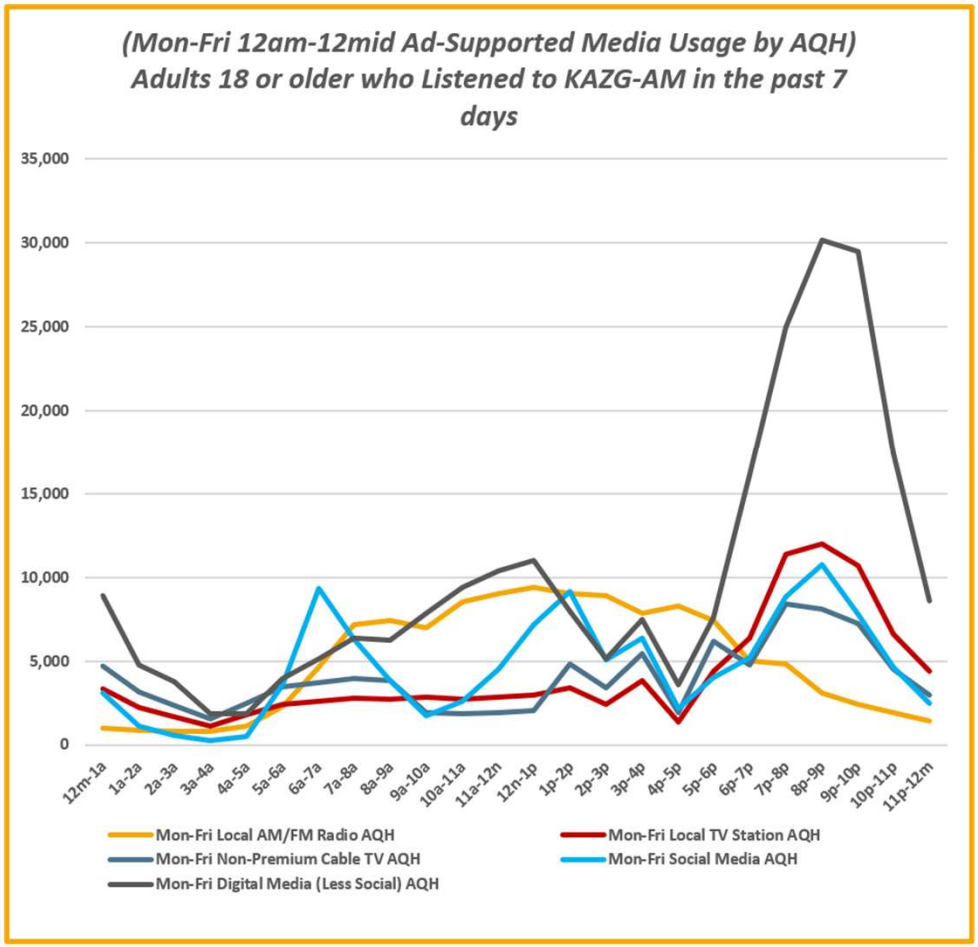
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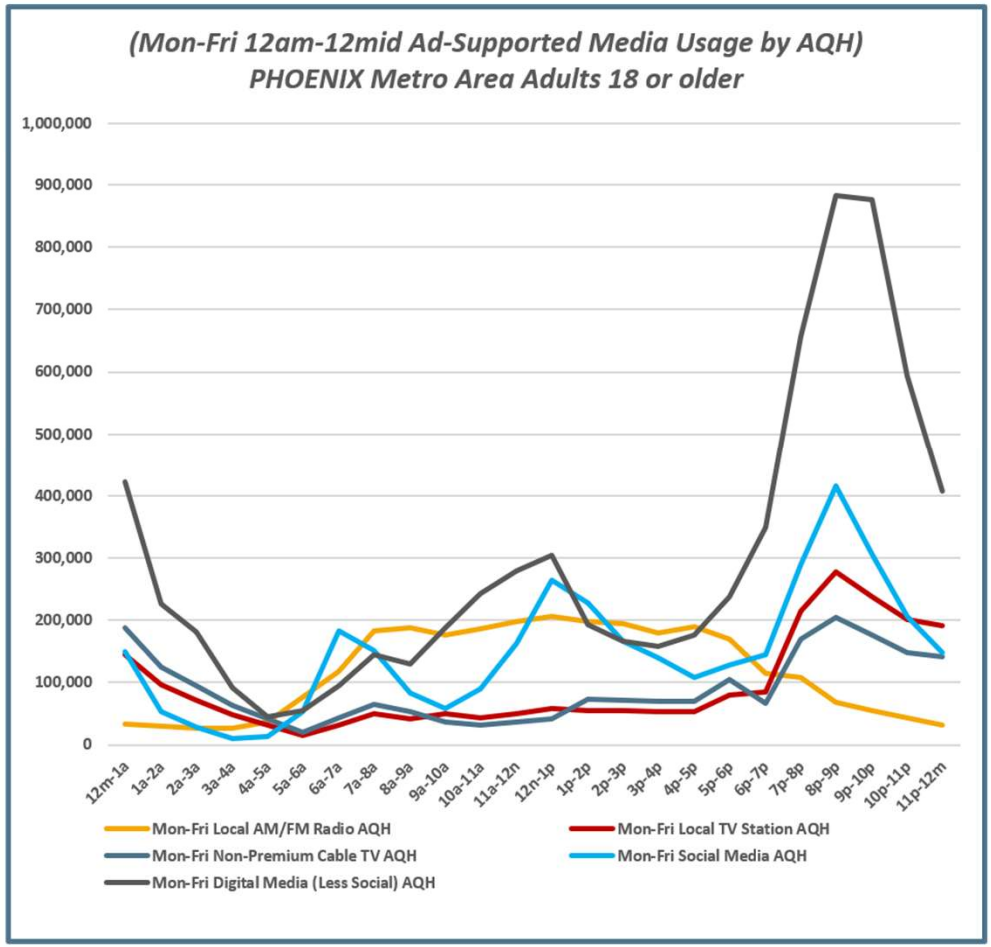
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(Radio Stations: KAZG-AM OR Radio Stations: KDKB-FM OR Radio Stations: KSLX-FM OR Radio Stations: KUPD-FM)

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 8,030; Local Radio: 7,676; Social Media: 5,191; Non-Prem. Cable: 3,516; Local TV: 3,171 reaching Adults 18 or older who Listened to KAZG-AM in the past 7 days.





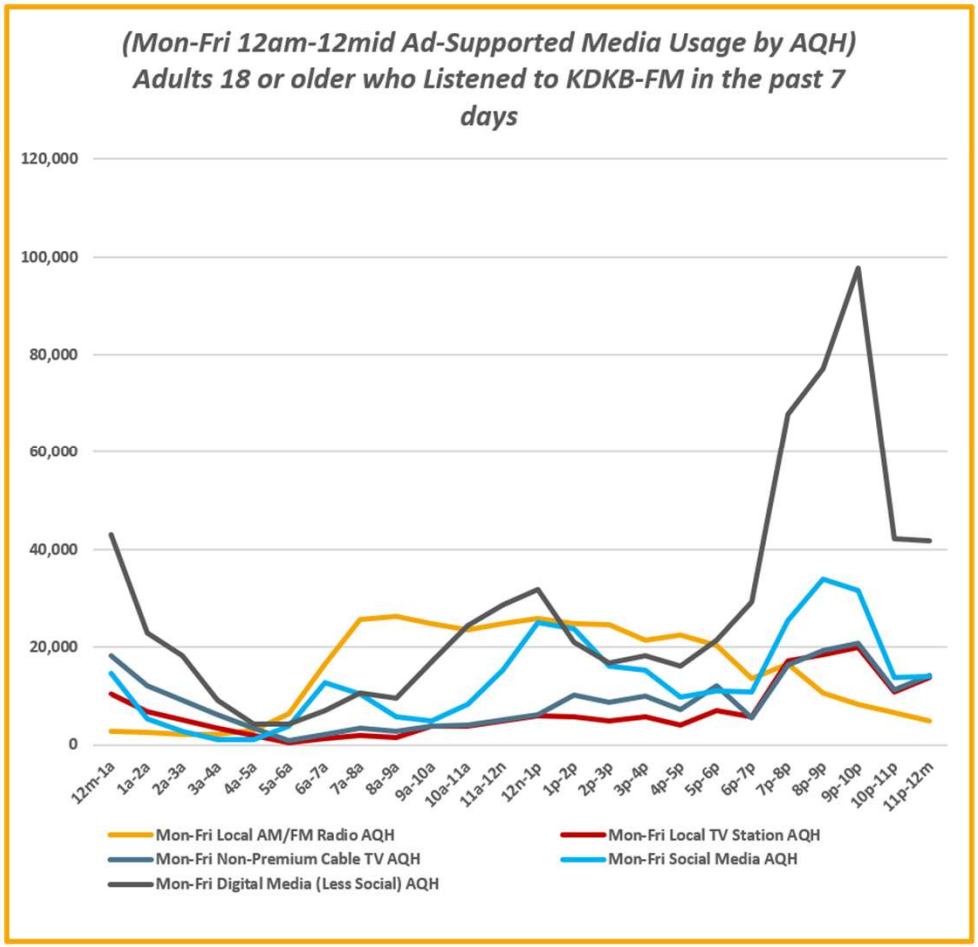
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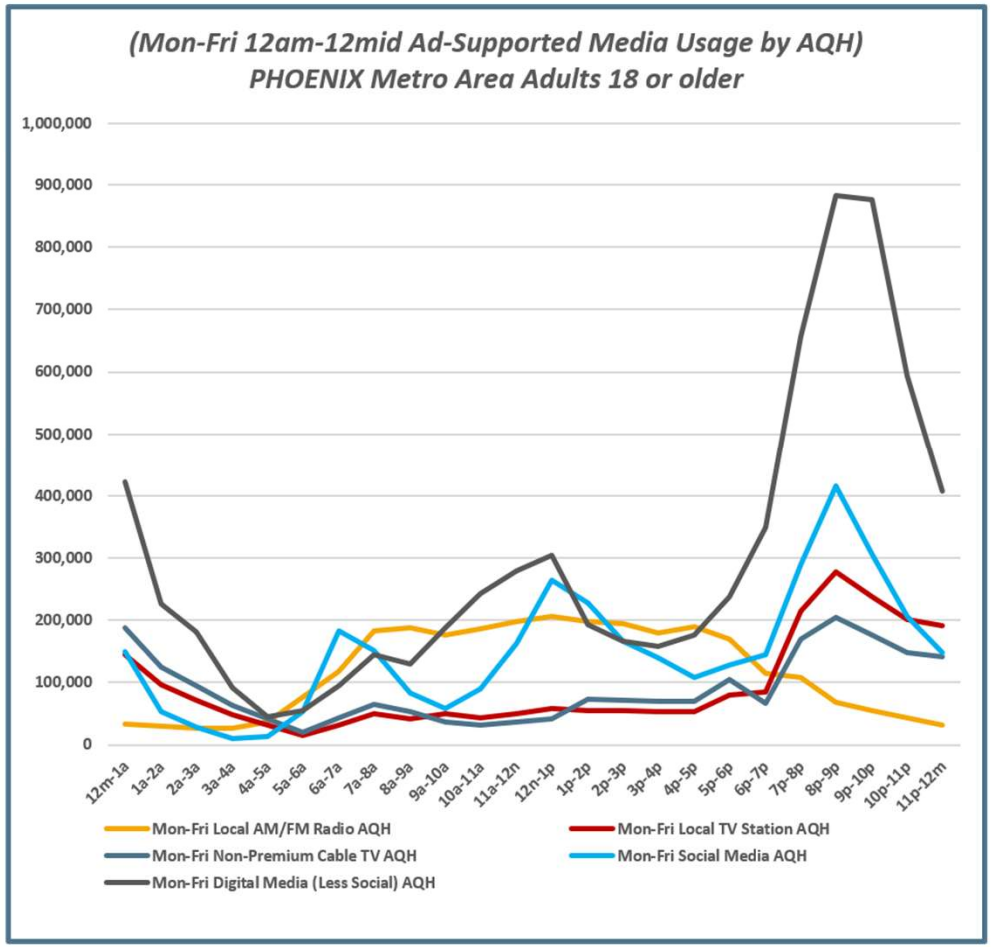
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(Radio Stations: KAZG-AM)

93·3 ALT★AZ ARIZONA'S ALTERNATIVE

M-F 6a-7p Avg. Available Impressions per 15-min. are... Local Radio: 22,686; All Other Digital Media: 19,335; Social Media: 13,019; Non-Prem. Cable: 6,263; Local TV: 4,345 reaching Adults 18 or older who Listened to KDKB-FM in the past 7 days.





PHOENIX Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 171

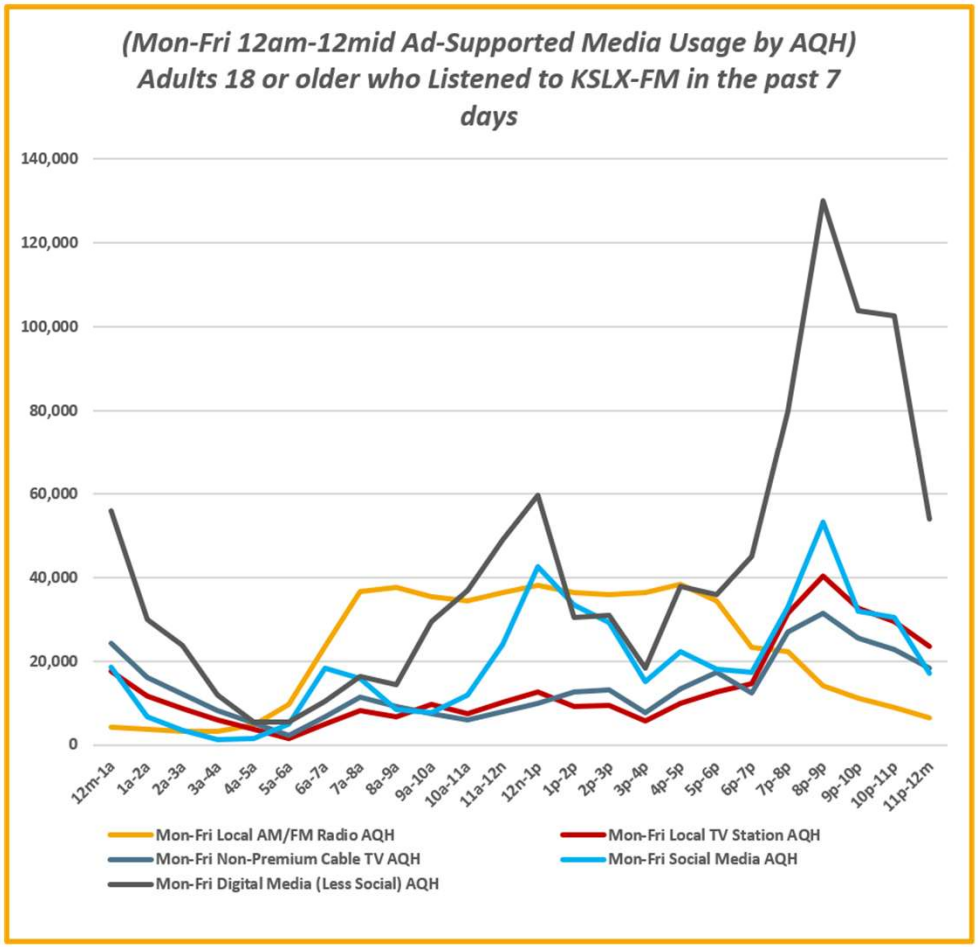
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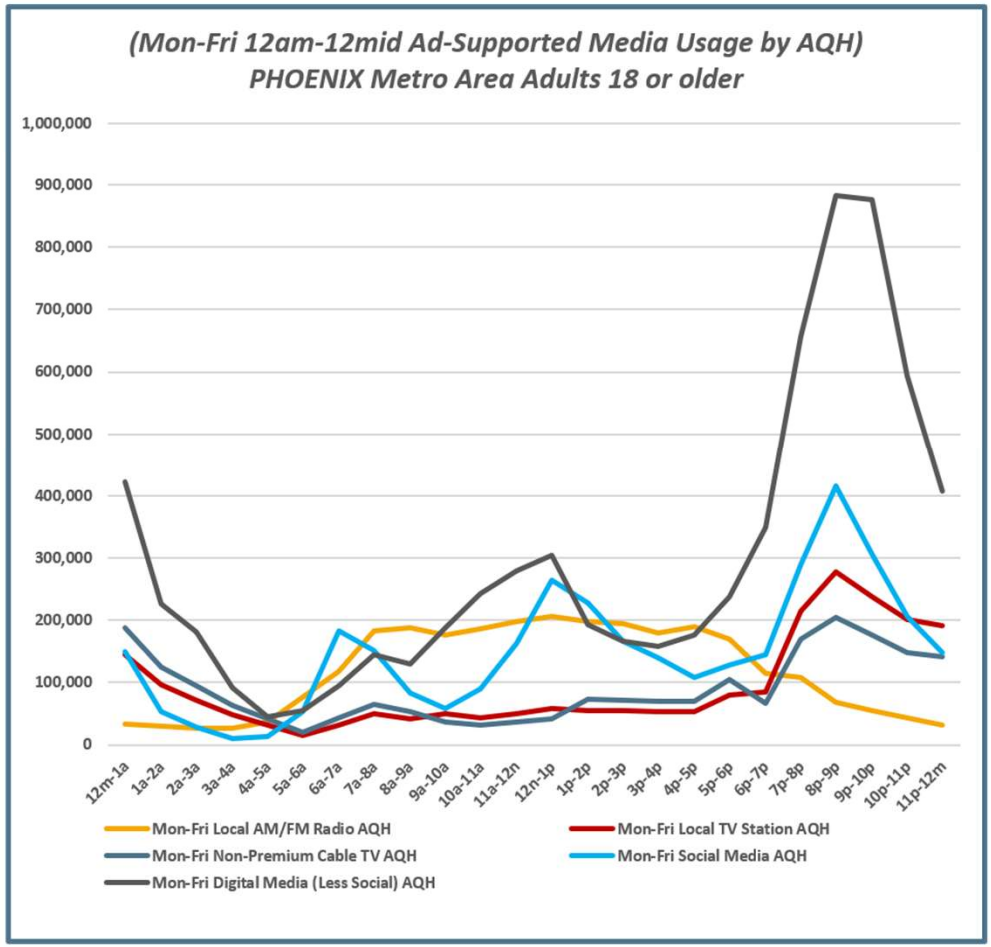
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(Radio Stations: KDKB-FM)

100.7 FM KSLX CLASSIC ROCK

M-F 6a-7p Avg. Available Impressions per 15-min. are... Local Radio: 34,369; All Other Digital Media: 31,859; Social Media: 20,311; Non-Prem. Cable: 10,379; Local TV: 9,294 reaching Adults 18 or older who Listened to KSLX-FM in the past 7 days.





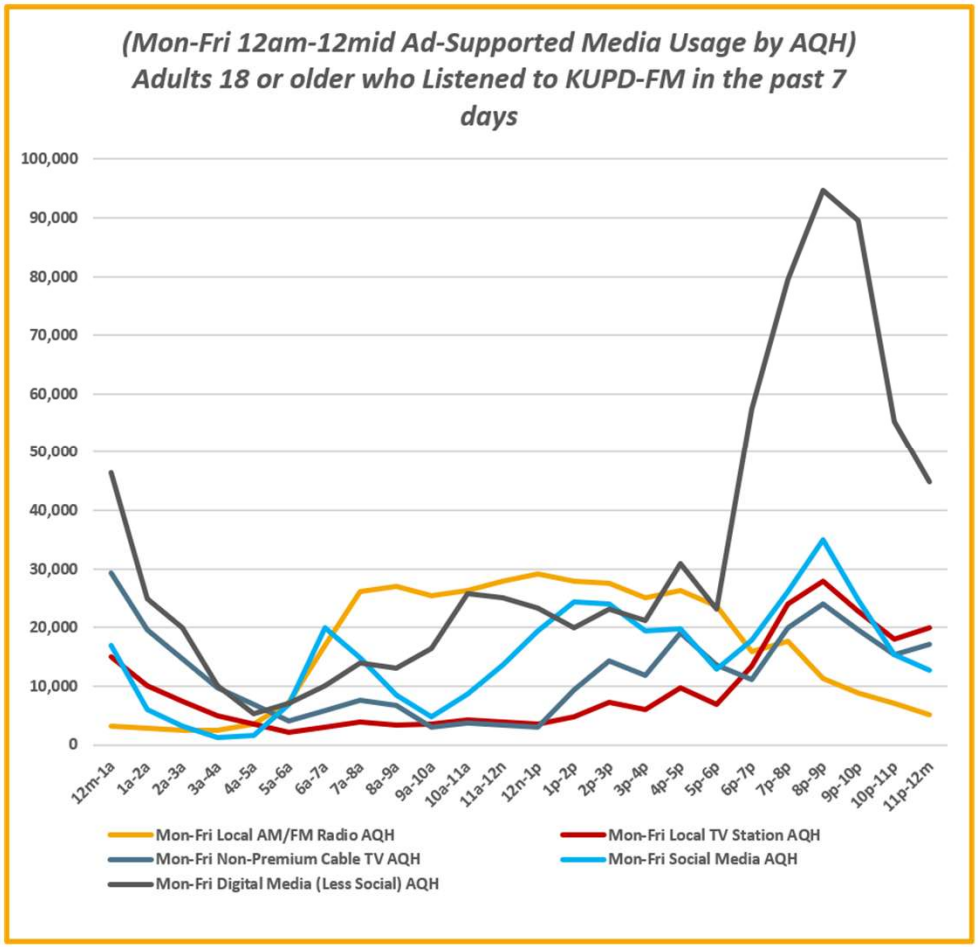
PHOENIX Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 267

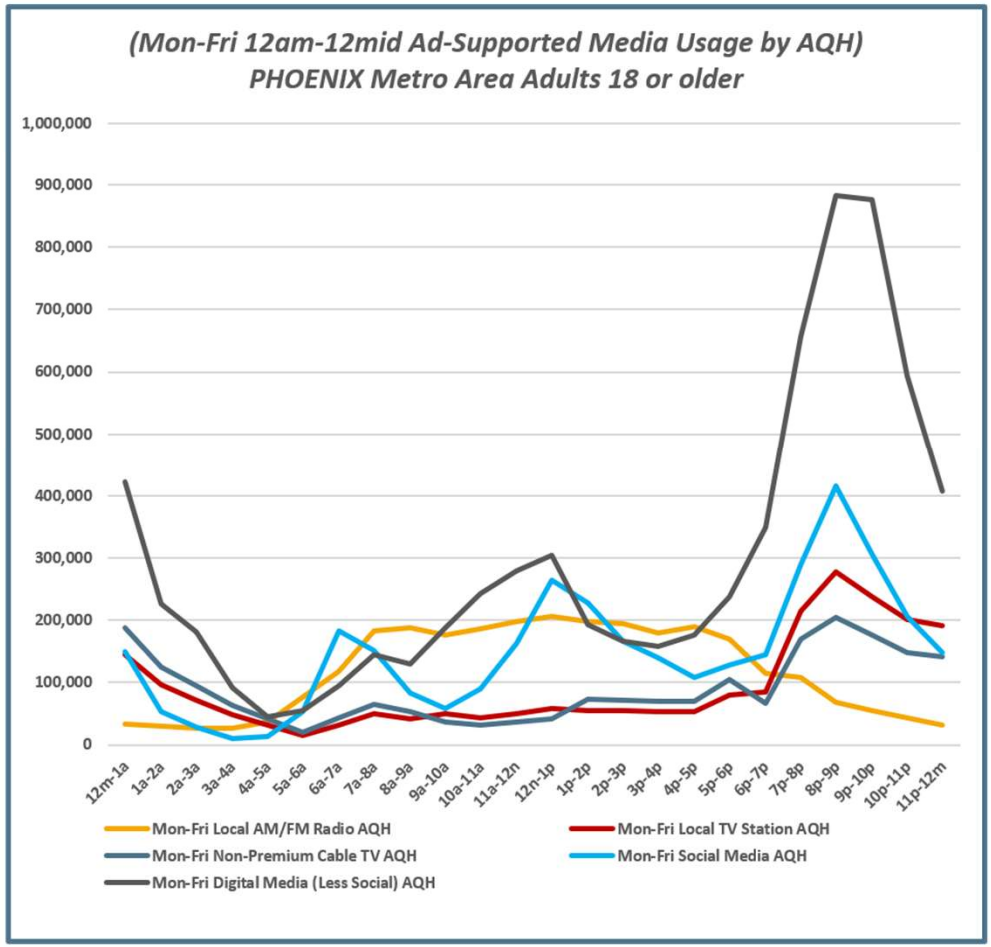
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(Radio Stations: KSLX-FM)

M-F 6a-7p Avg. Available Impressions per 15-min. are... Local Radio: 25,023; All Other Digital Media: 23,353; Social Media: 16,024; Non-Prem. Cable: 8,647; Local TV: 5,666 reaching Adults 18 or older who Listened to KUPD-FM in the past 7 days.





PHOENIX Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 195

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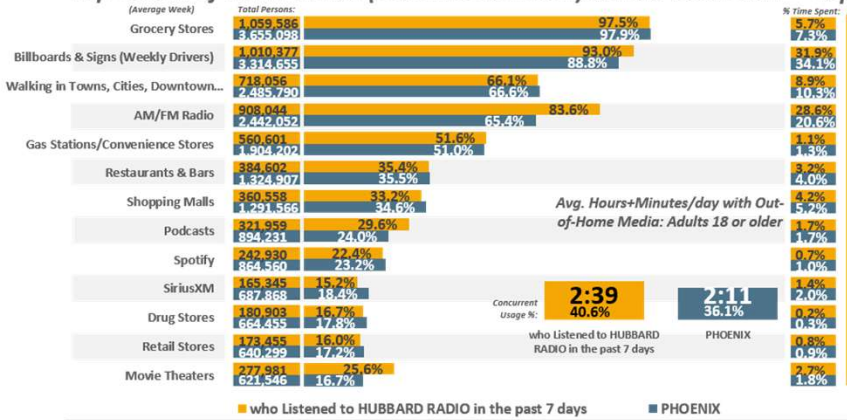
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(Radio Stations: KUPD-FM)

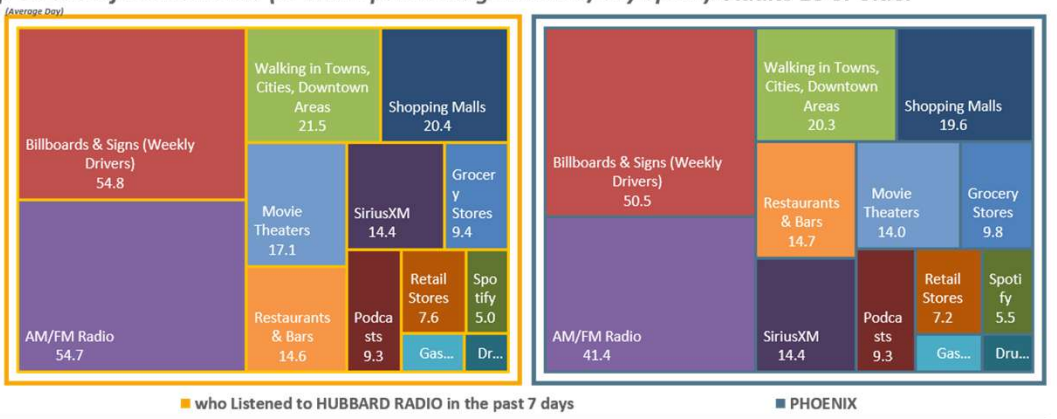
Hubbard media that connects

1,010,377 or 93.% of Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days spend an average of 54.8 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 49.4 minutes/day.

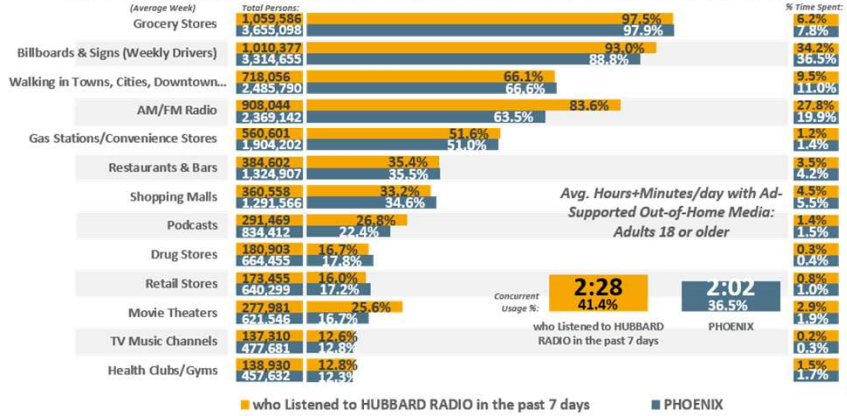
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



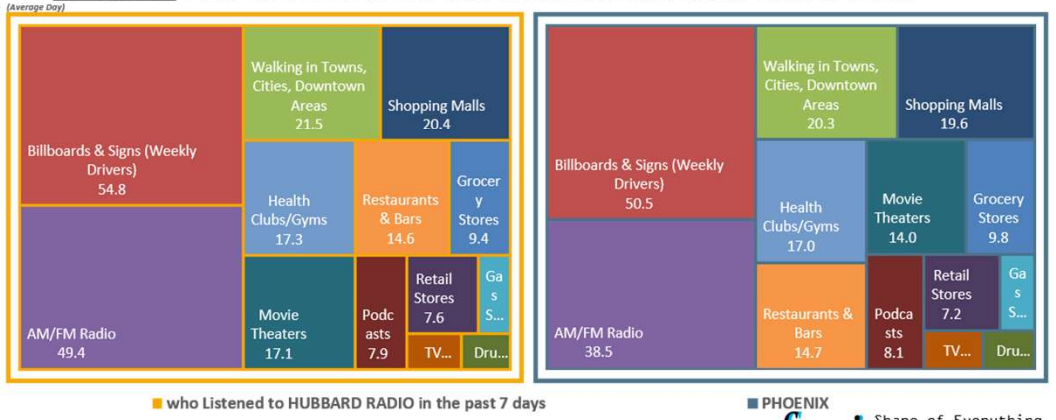
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHOENIX Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 536

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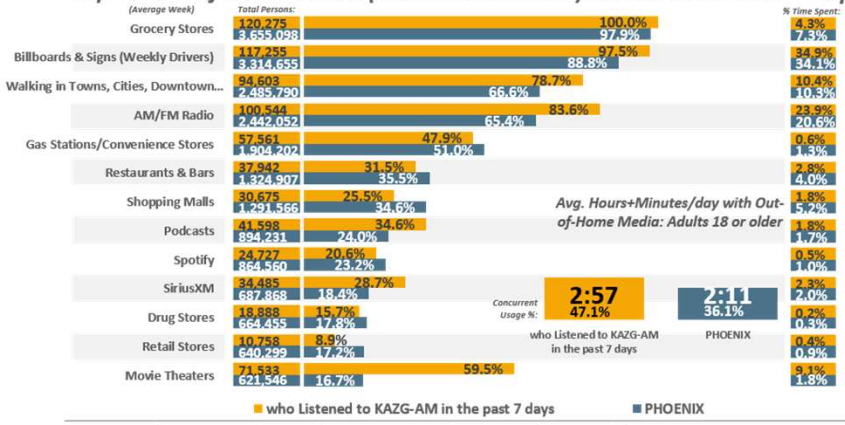
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(Radio Stations: KAZG-AM OR Radio Stations: KDKB-FM OR Radio Stations: KSLX-FM OR Radio Stations: KUPD-FM)

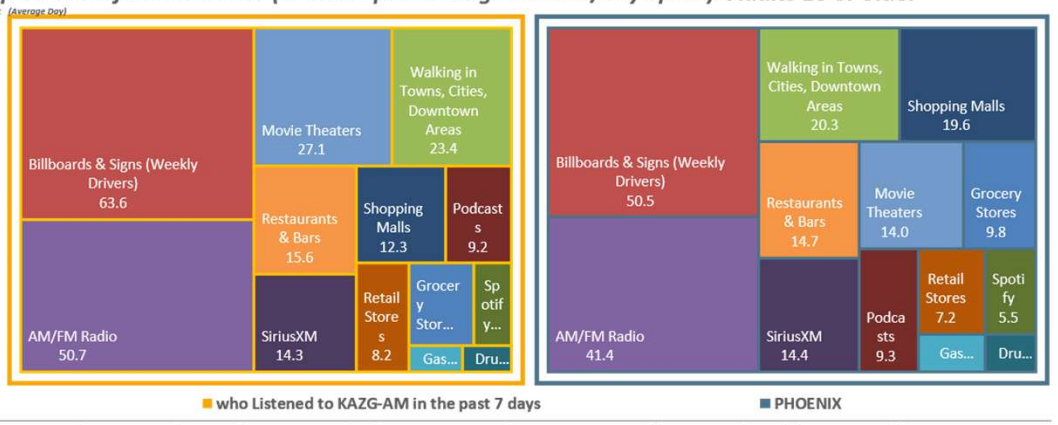
OLDIES 92.7 1440 AM KAZG

117,255 or 97.5% of Adults 18 or older who Listened to KAZG-AM in the past 7 days spend an average of 63.6 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 39.2 minutes/day.

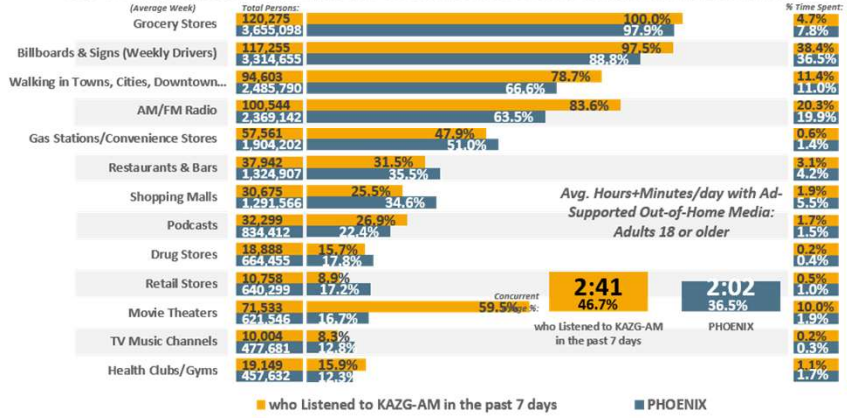
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



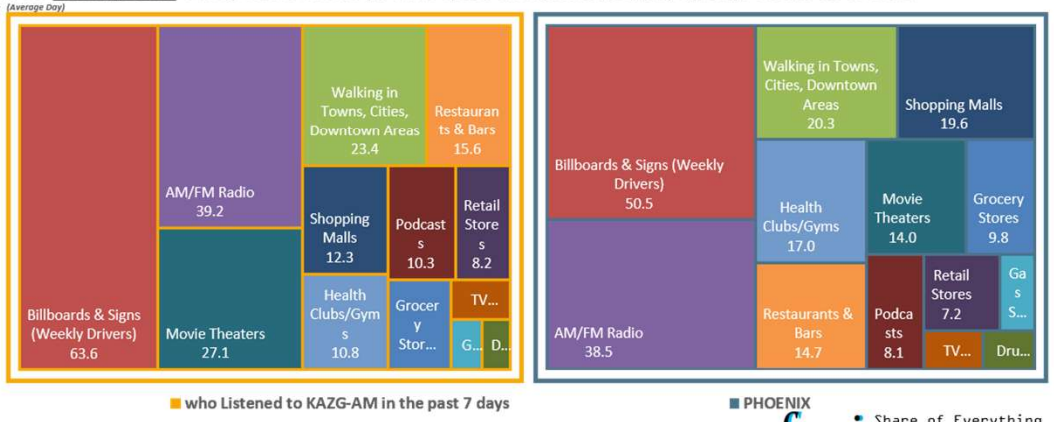
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHOENIX Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 63

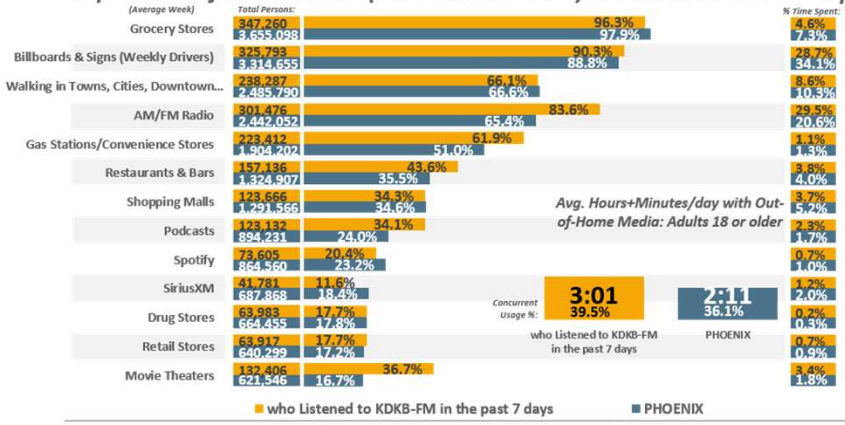
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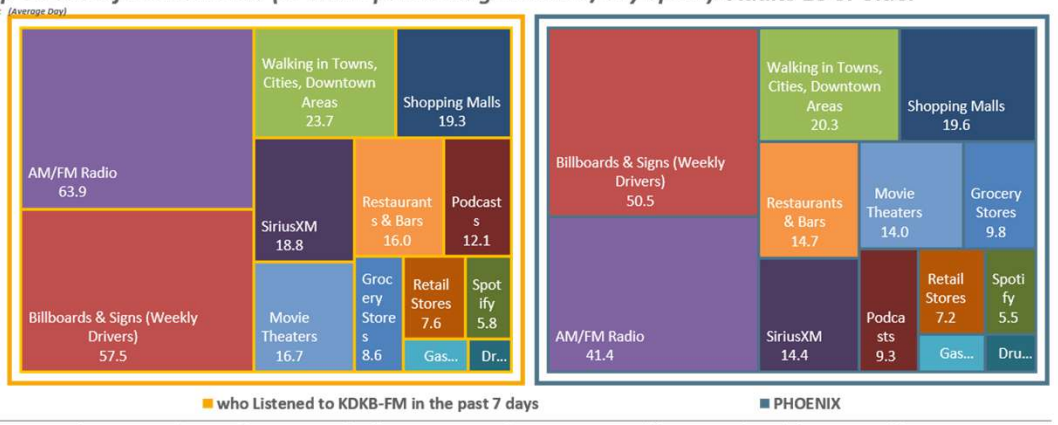
(Radio Stations: KAZG-AM)

325,793 or 90.3% of Adults 18 or older who Listened to KDKB-FM in the past 7 days spend an average of 57.5 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 56.8 minutes/day.

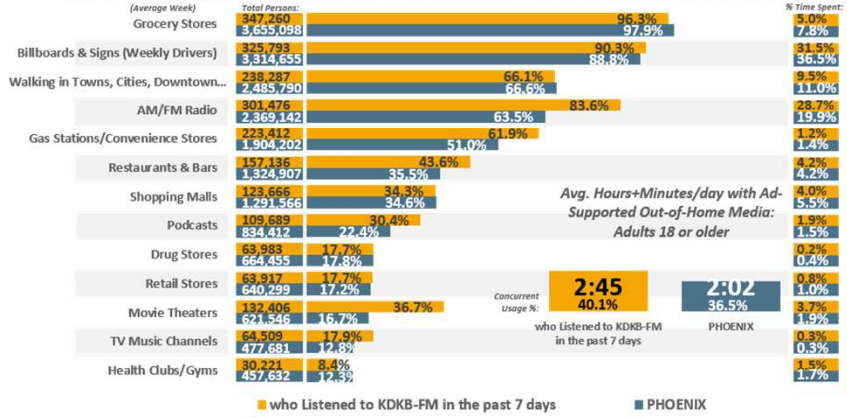
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



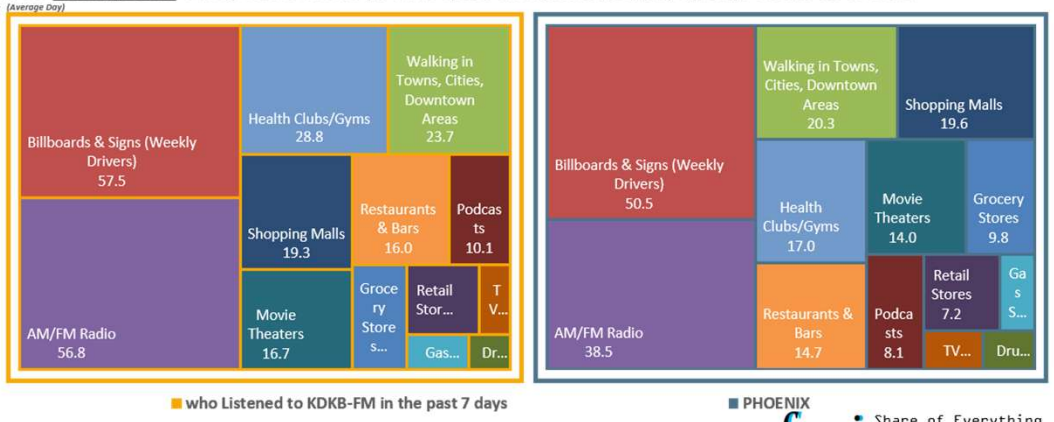
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHOENIX Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 171

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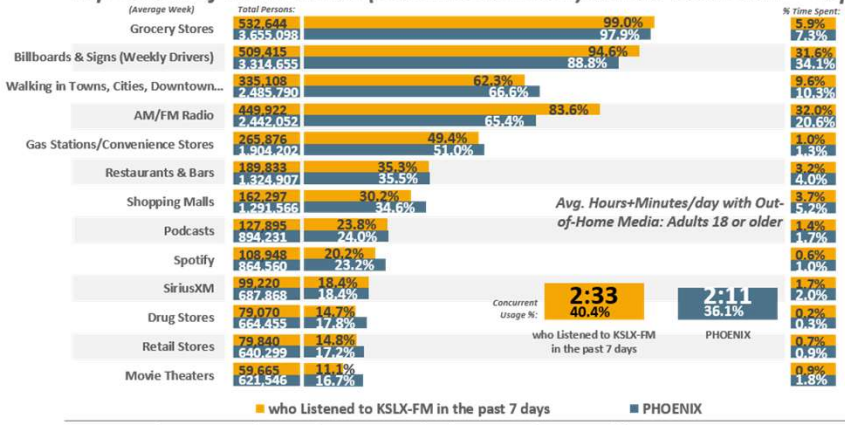
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(Radio Stations: KDKB-FM)

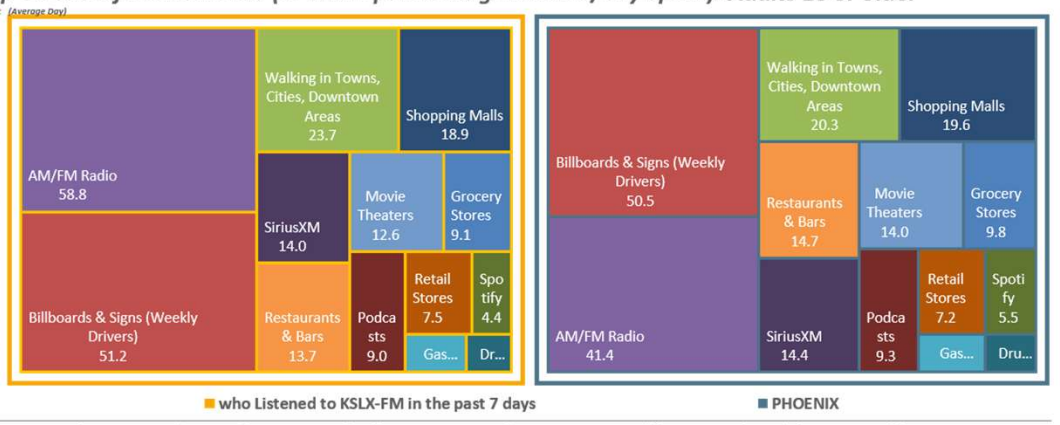
100.7 FM KSLX CLASSIC ROCK

509,415 or 94.6% of Adults 18 or older who Listened to KSLX-FM in the past 7 days spend an average of 51.2 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 53.8 minutes/day.

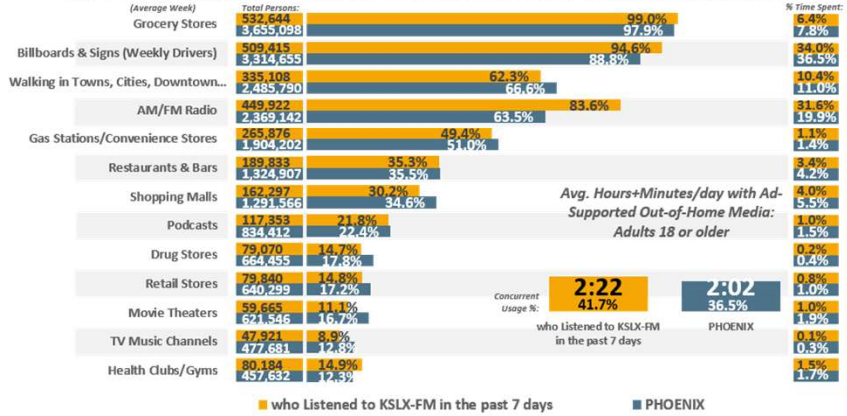
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



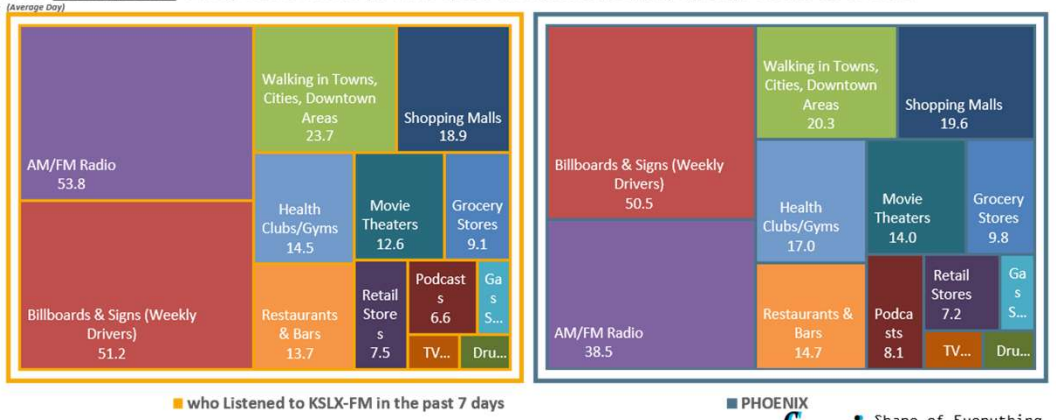
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHOENIX Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 267

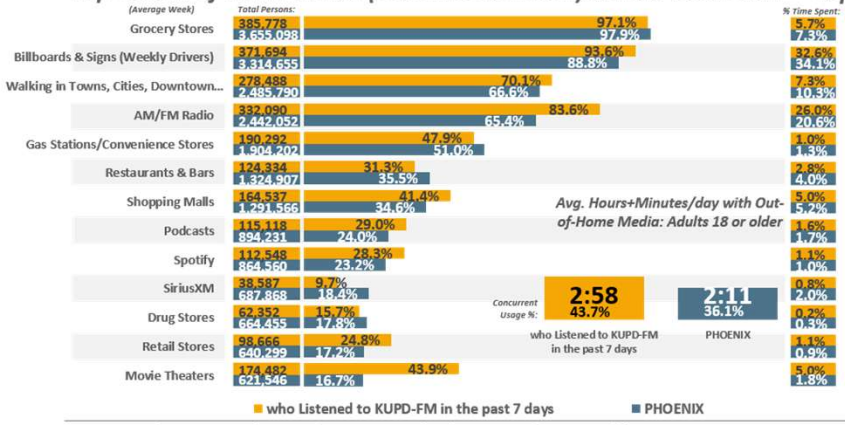
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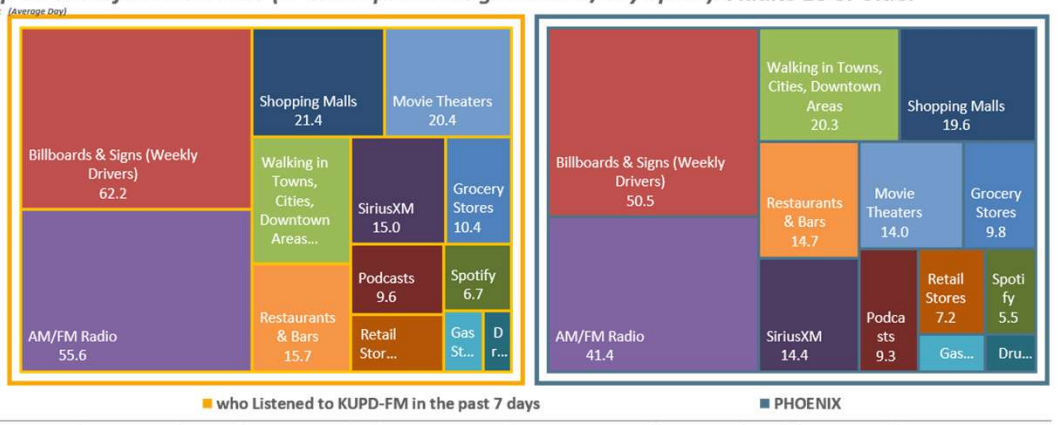
(Radio Stations: KSLX-FM)

371,694 or 93.6% of Adults 18 or older who Listened to KUPD-FM in the past 7 days spend an average of 62.2 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 51.6 minutes/day.

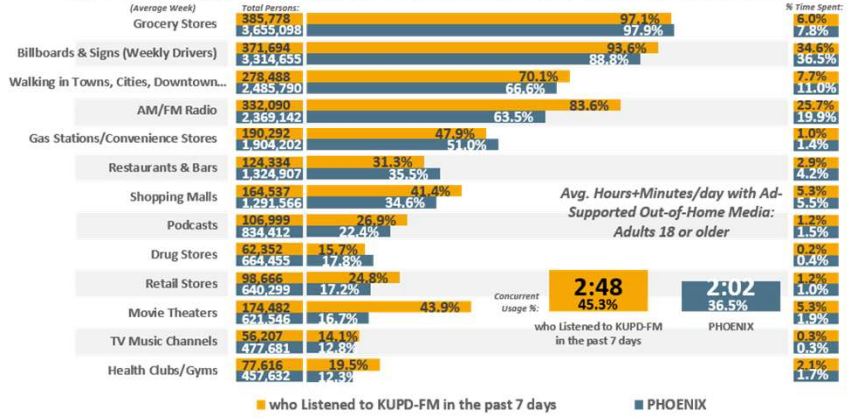
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



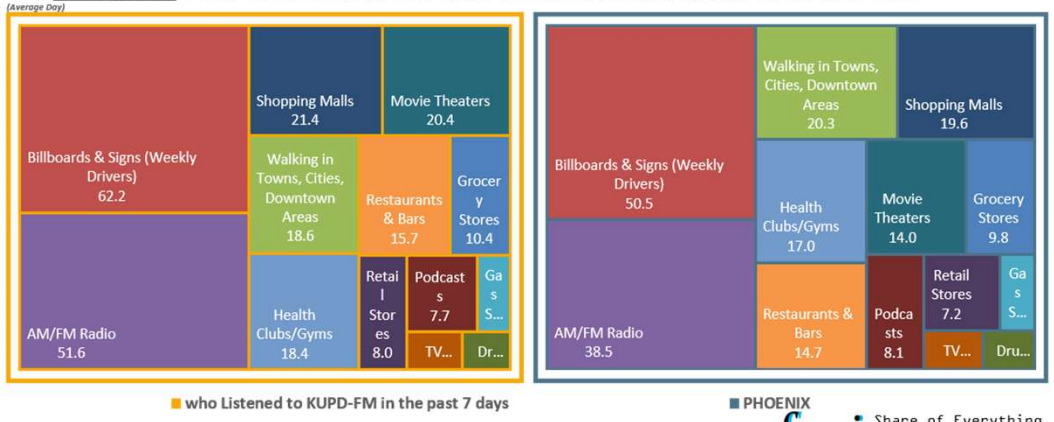
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



PHOENIX Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 195

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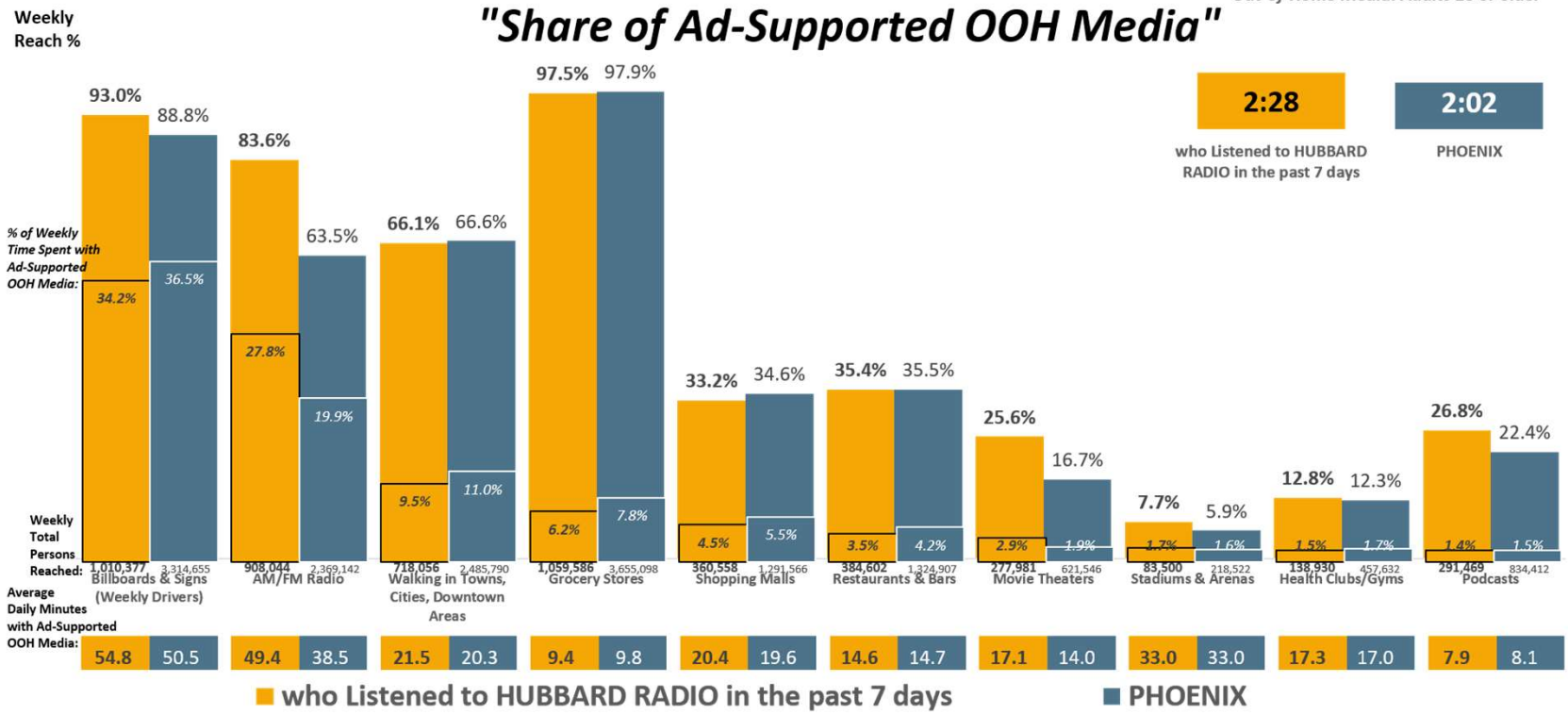
(Radio Stations: KUPD-FM)

Hubbard
media that connects

1,010,377 or 93.% of Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days spend an average of 54.8 minutes per day driving, seeing Billboards and Signs representing 34.2% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



PHOENIX Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 536 PHOENIX Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 1,941

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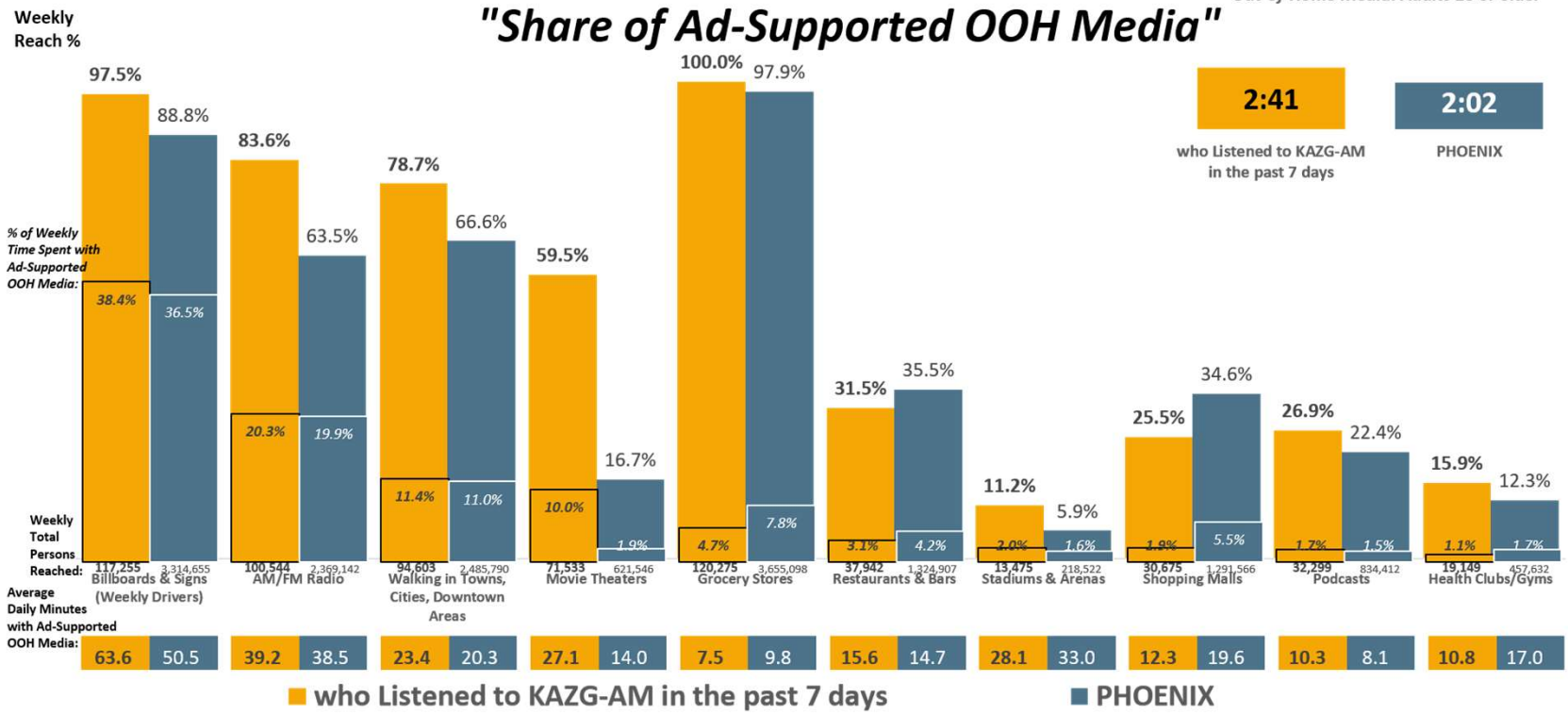
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(Radio Stations: KAZG-AM OR Radio Stations: KDKB-FM OR Radio Stations: KSLX-FM OR Radio Stations: KUPD-FM)

117,255 or 97.5% of Adults 18 or older who Listened to KAZG-AM in the past 7 days spend an average of 63.6 minutes per day driving, seeing Billboards and Signs representing 38.4% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



PHOENIX Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 63 PHOENIX Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 1,941

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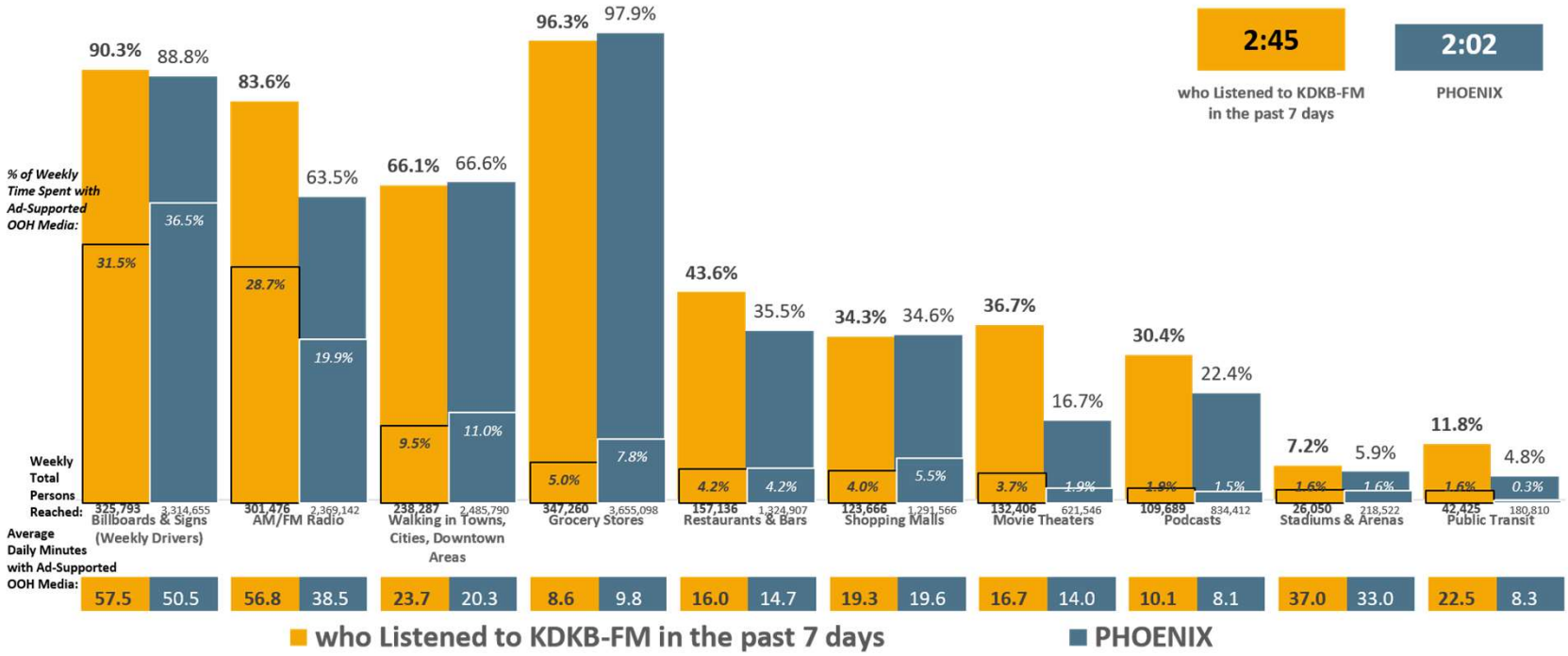
(Radio Stations: KAZG-AM)

93·3 ALT ★ AZ ARIZONA'S ALTERNATIVE

325,793 or 90.3% of Adults 18 or older who Listened to KDKB-FM in the past 7 days spend an average of 57.5 minutes per day driving, seeing Billboards and Signs representing 31.5% 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"



PHOENIX Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 171 PHOENIX Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 1,941

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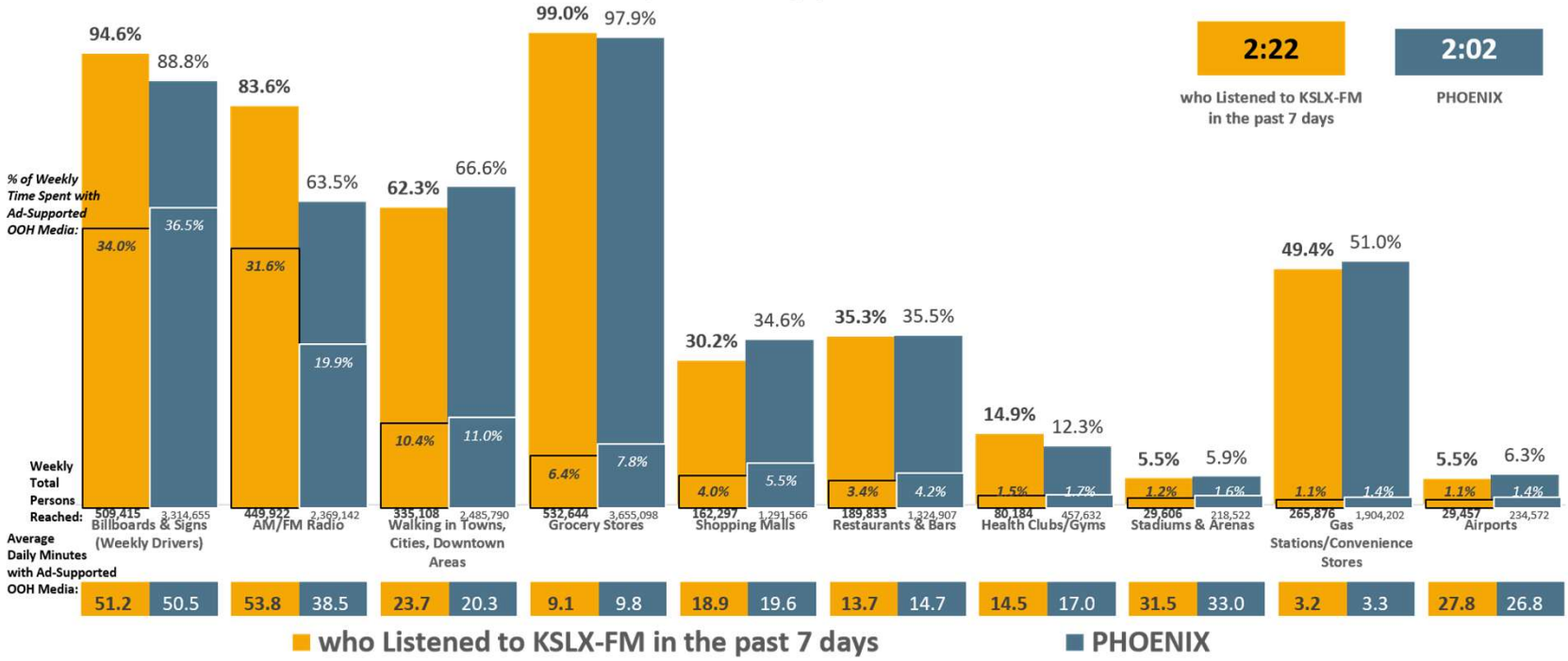
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(Radio Stations: KDKB-FM)

509,415 or 94.6% of Adults 18 or older who Listened to KSLX-FM in the past 7 days spend an average of 51.2 minutes per day driving, seeing Billboards and Signs representing 34.% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



PHOENIX Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 267 PHOENIX Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 1,941

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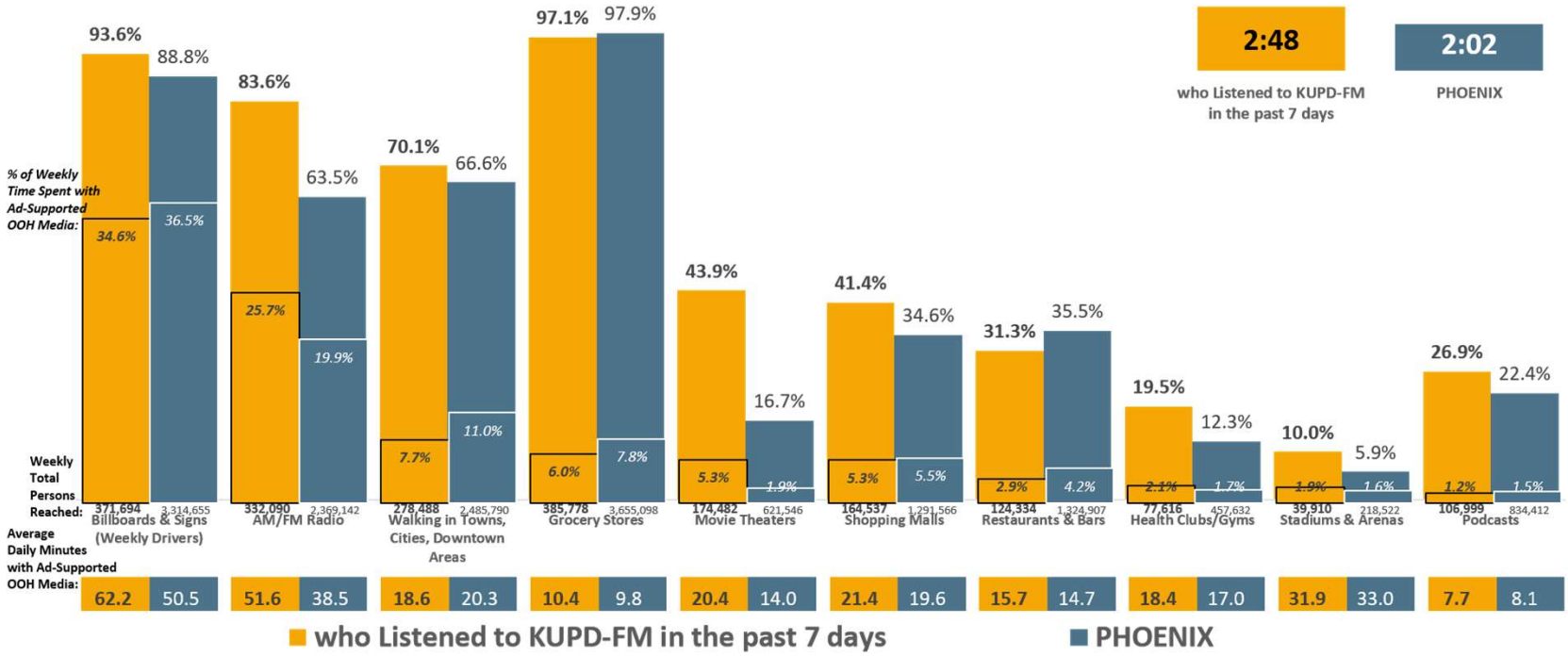
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(Radio Stations: KSLX-FM)

371,694 or 93.6% of Adults 18 or older who Listened to KUPD-FM in the past 7 days spend an average of 62.2 minutes per day driving, seeing Billboards and Signs representing 34.6% 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"



PHOENIX Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 195 PHOENIX Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 1,941

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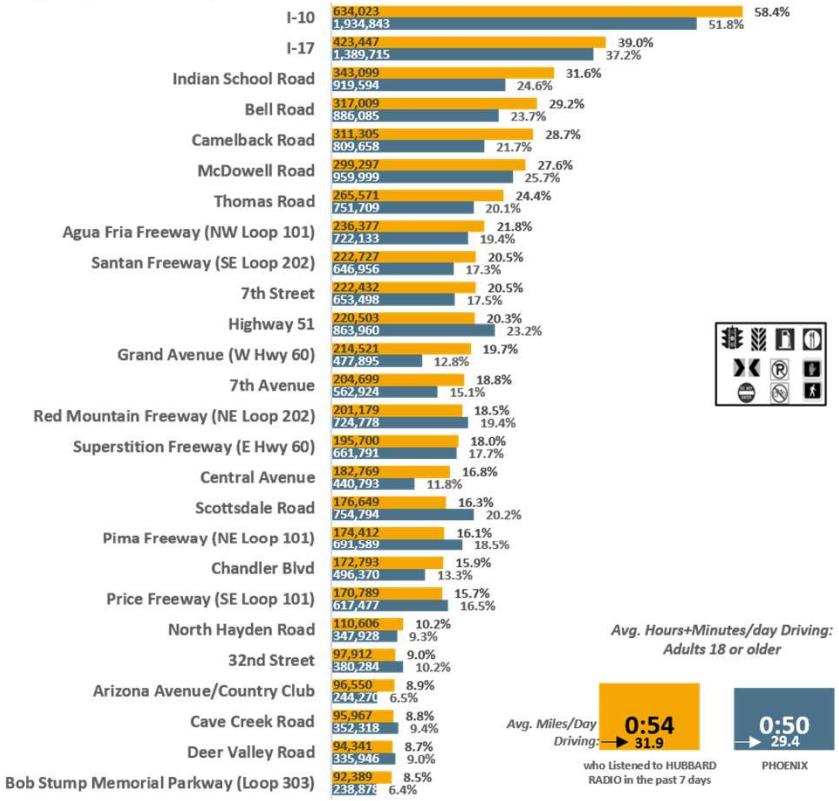
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(Radio Stations: KUPD-FM)

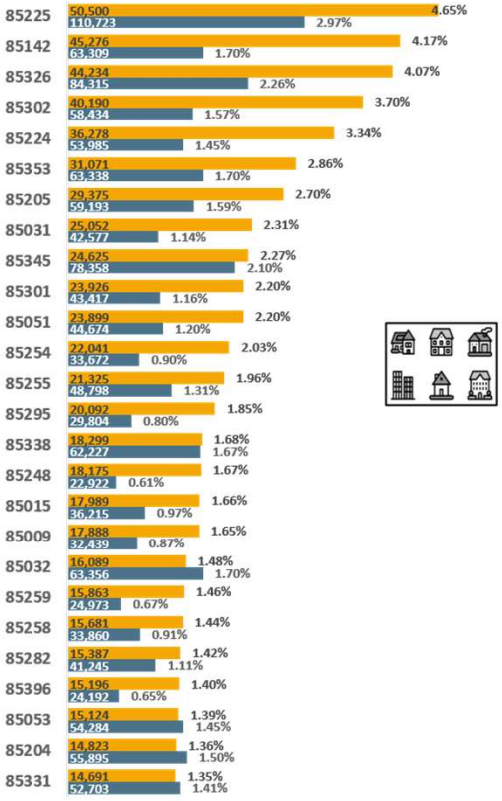
Hubbard media that connects

1,010,377 or 93.% of Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days spend an average of 54.8 minutes per day driving an average of 31.9 miles each day and are 54.2% more likely to use Grand Avenue (W Hwy 60) than the Metro average.

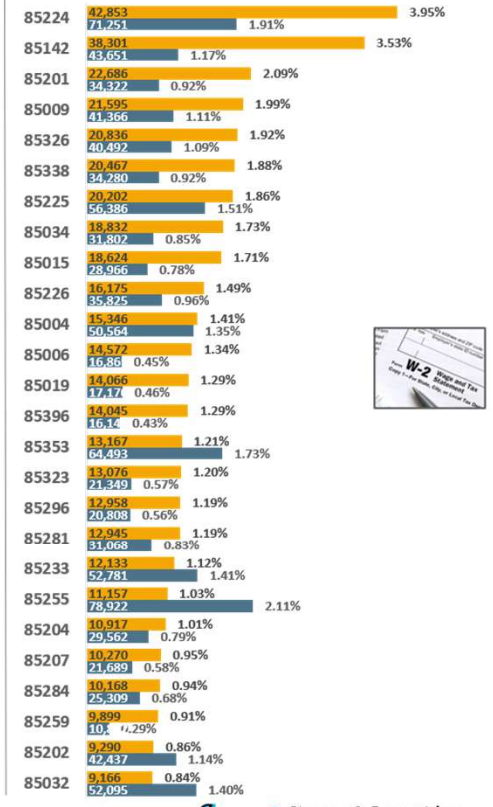
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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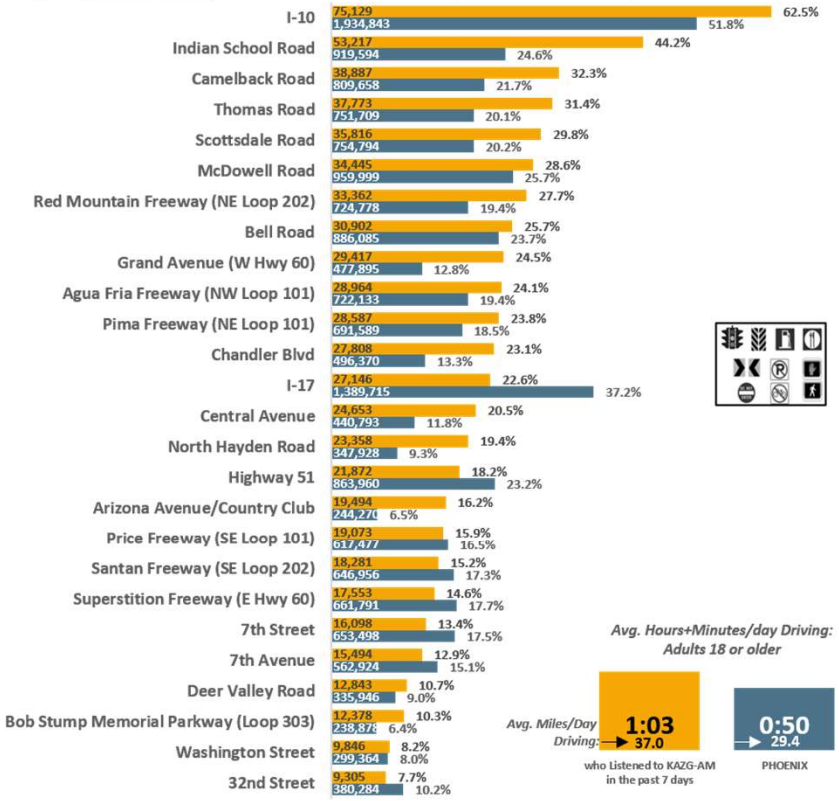
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(Radio Stations: KAZG-AM OR Radio Stations: KDKB-FM OR Radio Stations: KSLX-FM OR Radio Stations: KUPD-FM)

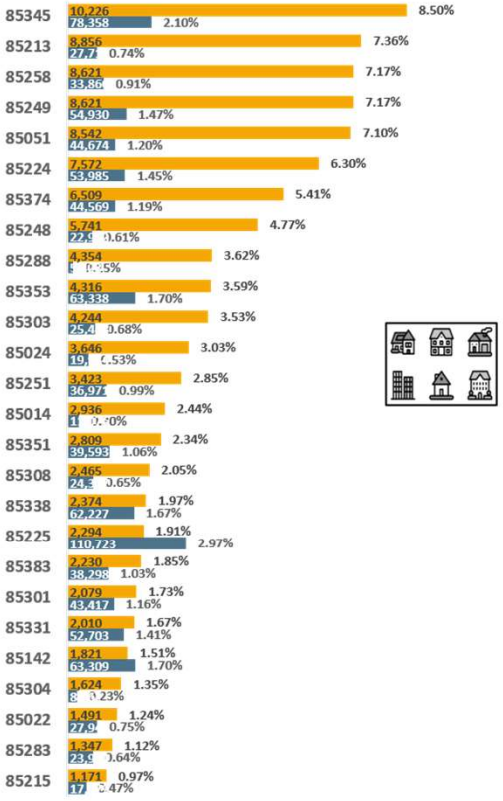
OLDIES 92.7 1440 AM KAZG

117,255 or 97.5% of Adults 18 or older who Listened to KAZG-AM in the past 7 days spend an average of 63.6 minutes per day driving an average of 37. miles each day and are 147.6% more likely to use Arizona Avenue/Country Club than the Metro average.

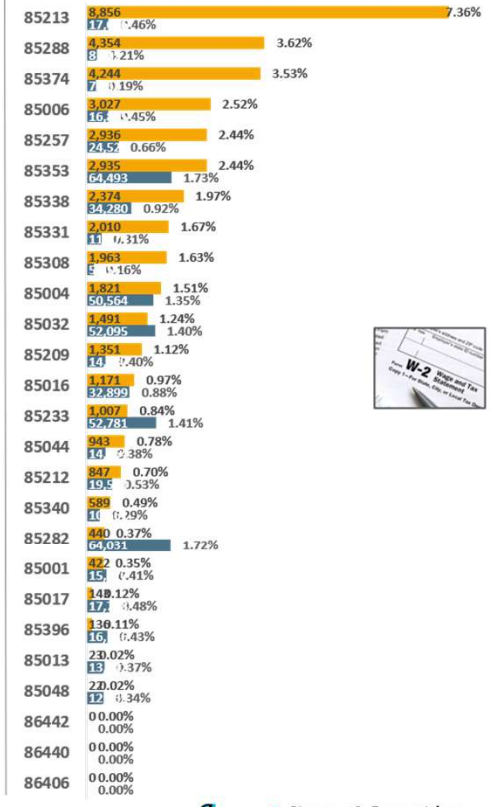
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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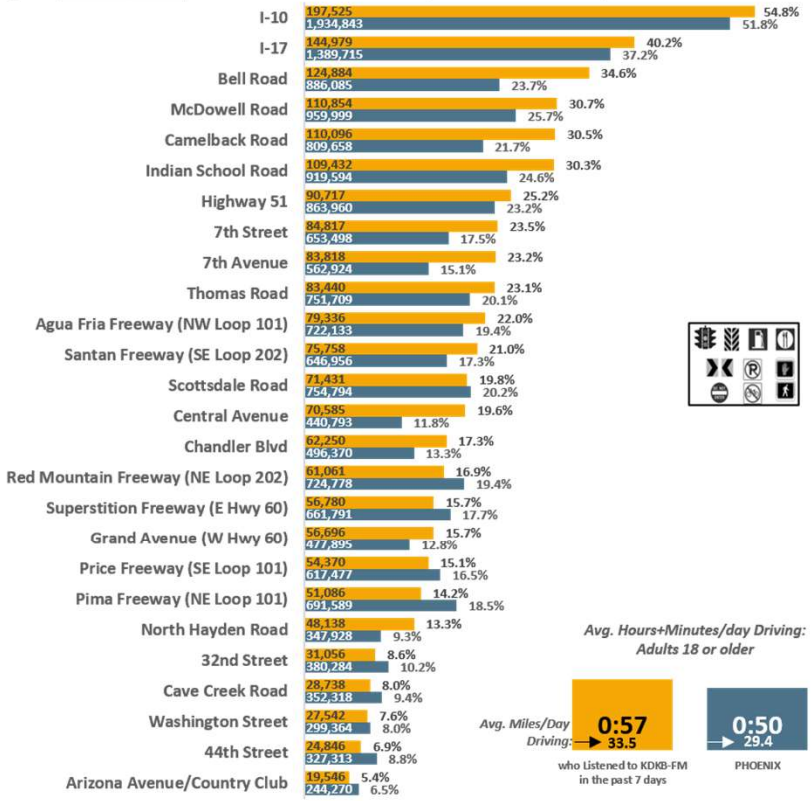
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(Radio Stations: KAZG-AM)

93·3 ALT★AZ ARIZONA'S ALTERNATIVE

325,793 or 90.3% of Adults 18 or older who Listened to KDKB-FM in the past 7 days spend an average of 57.5 minutes per day driving an average of 33.5 miles each day and are 65.7% more likely to use Central Avenue than the Metro average.

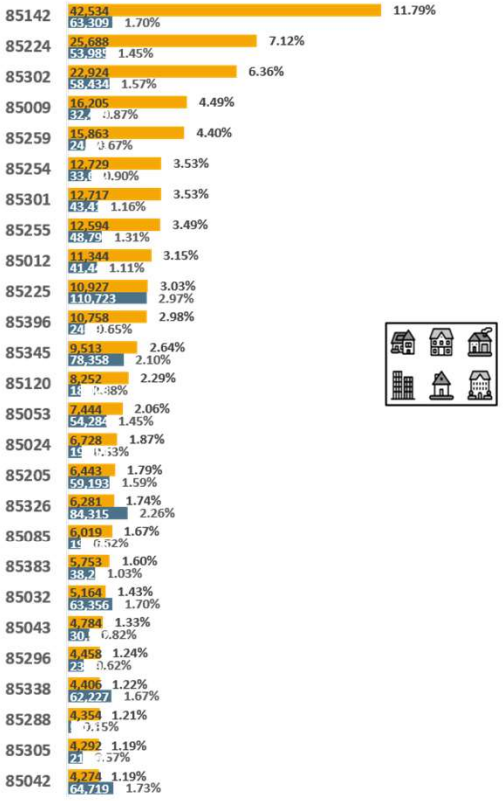
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



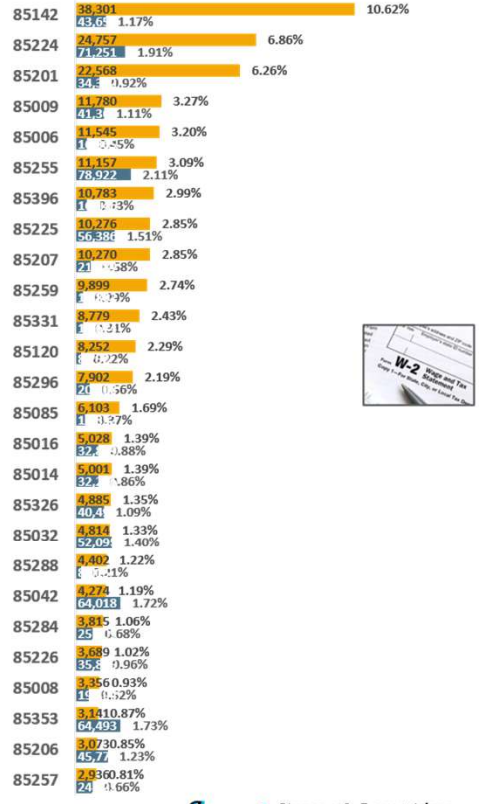
Avg. Hours+Minutes/day Driving: Adults 18 or older

Avg. Miles/Day Driving:

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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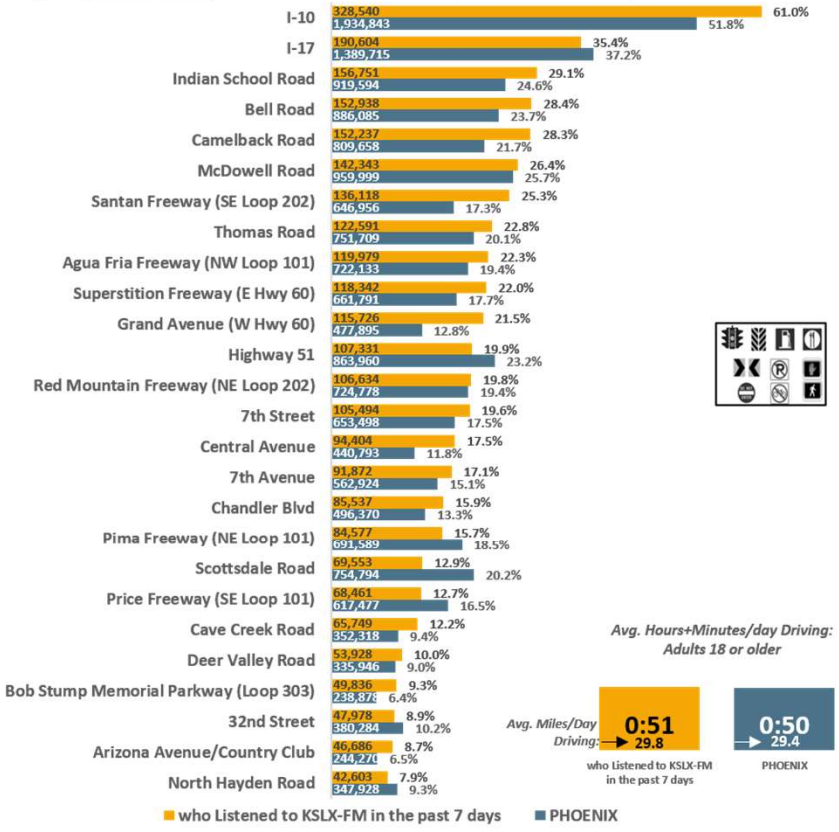
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(Radio Stations: KDKB-FM)

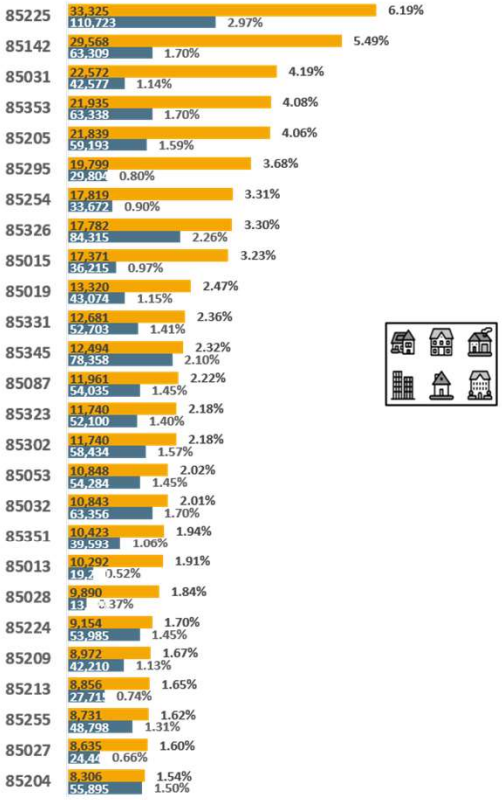
100.7 FM KSLX CLASSIC ROCK

509,415 or 94.6% of Adults 18 or older who Listened to KSLX-FM in the past 7 days spend an average of 51.2 minutes per day driving an average of 29.8 miles each day and are 67.9% more likely to use Grand Avenue (W Hwy 60) than the Metro average.

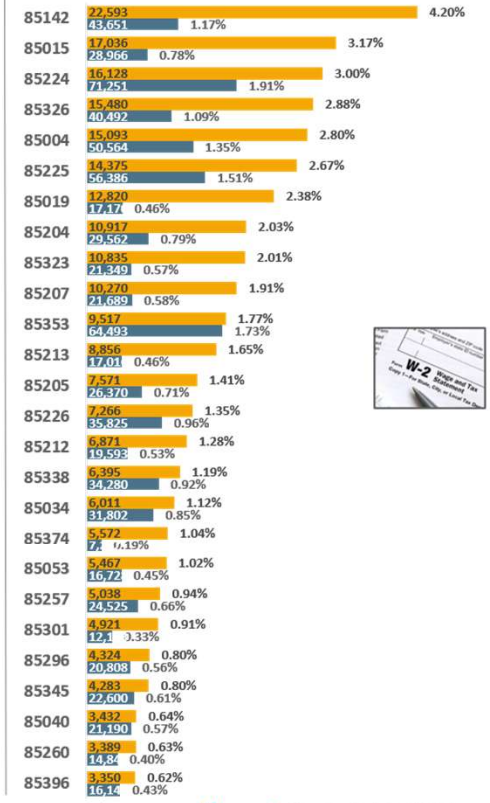
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



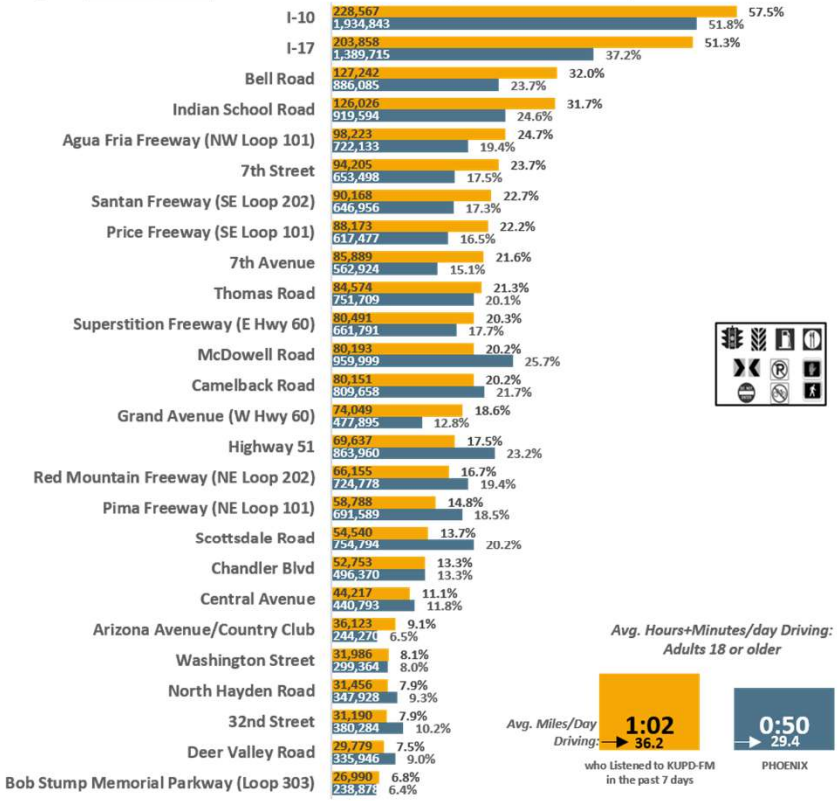
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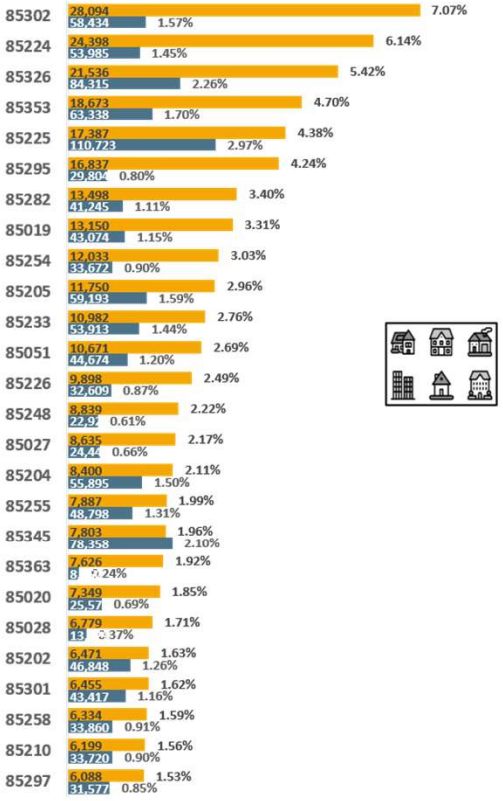
(Radio Stations: KSLX-FM)

371,694 or 93.6% of Adults 18 or older who Listened to KUPD-FM in the past 7 days spend an average of 62.2 minutes per day driving an average of 36.2 miles each day and are 45.6% more likely to use Grand Avenue (W Hwy 60) than the Metro average.

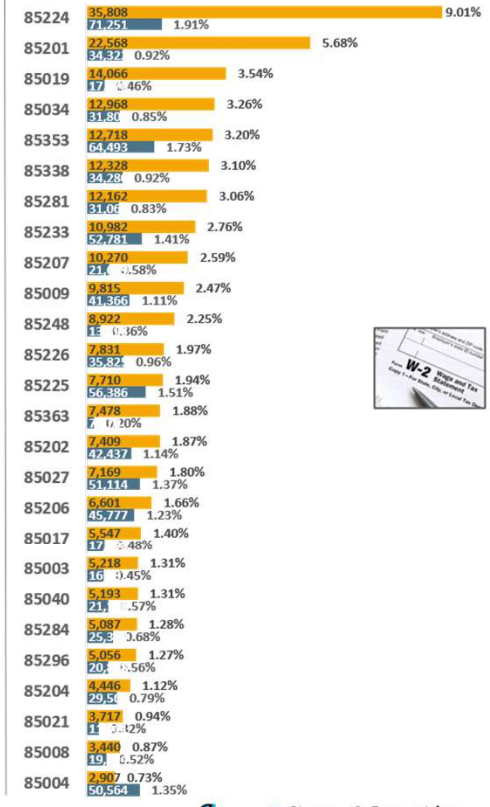
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older

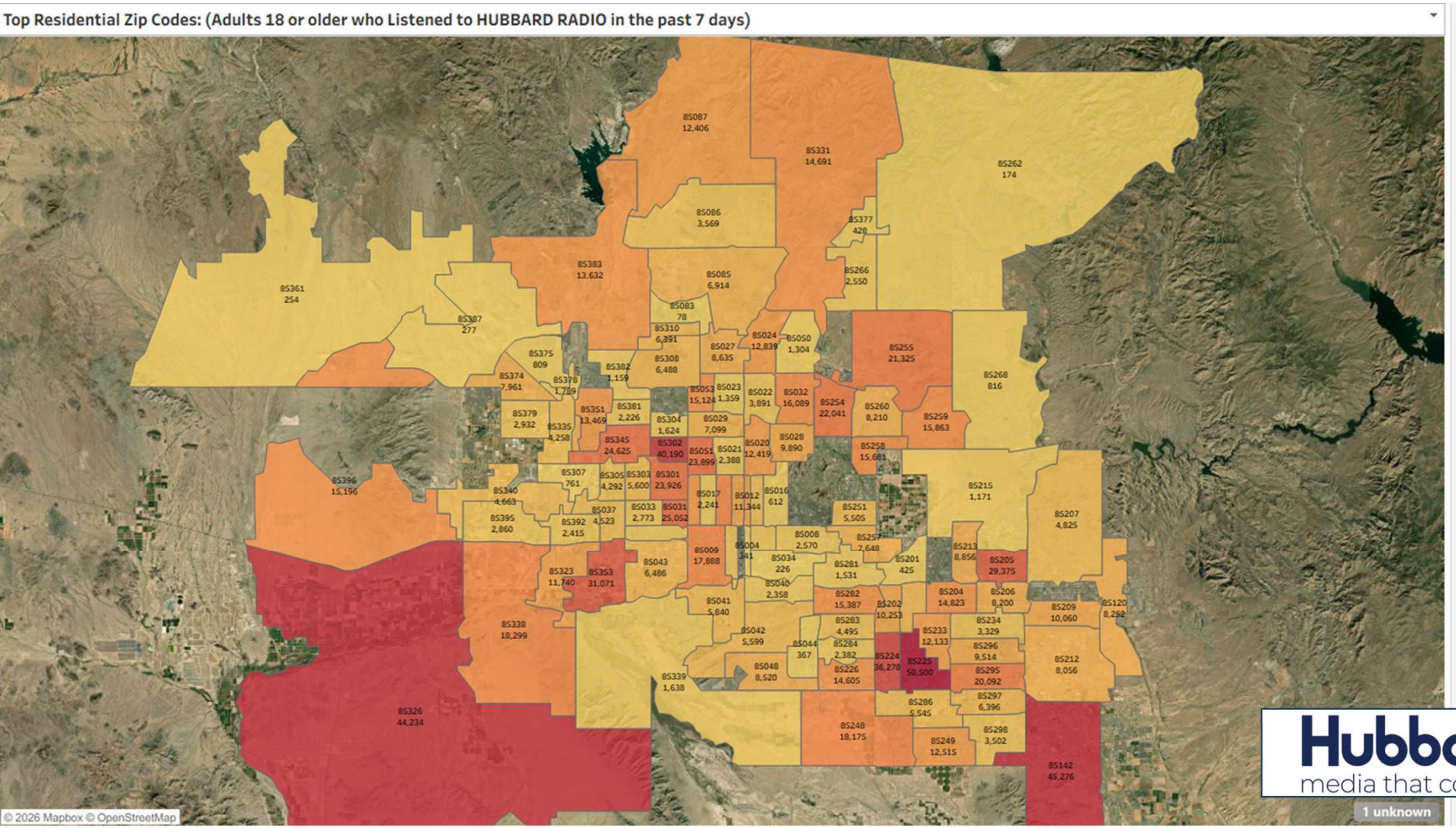


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(Radio Stations: KUPD-FM)



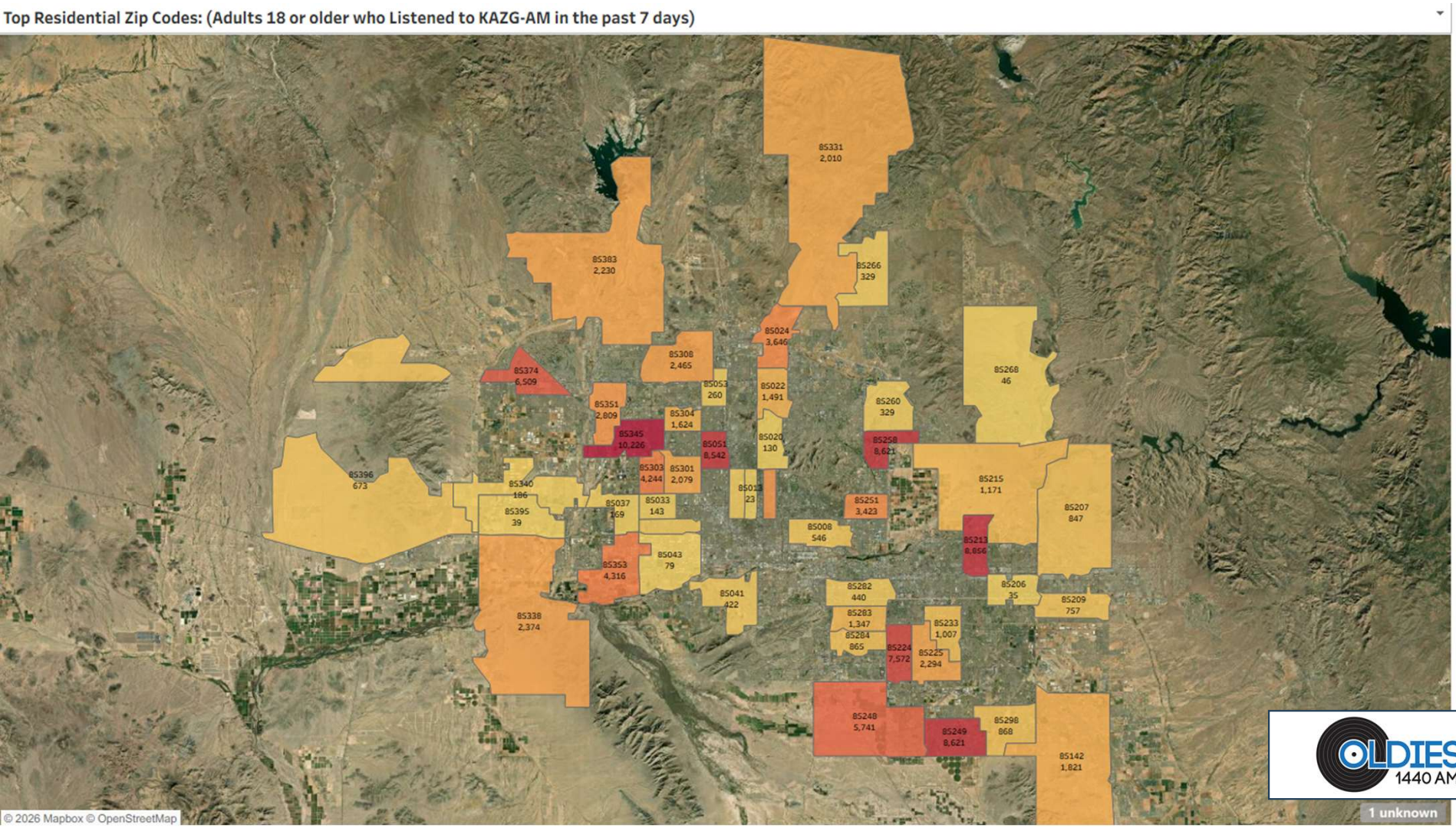
PHOENIX Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 536

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

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



OLDIES 92.7 1440 AM KAZG

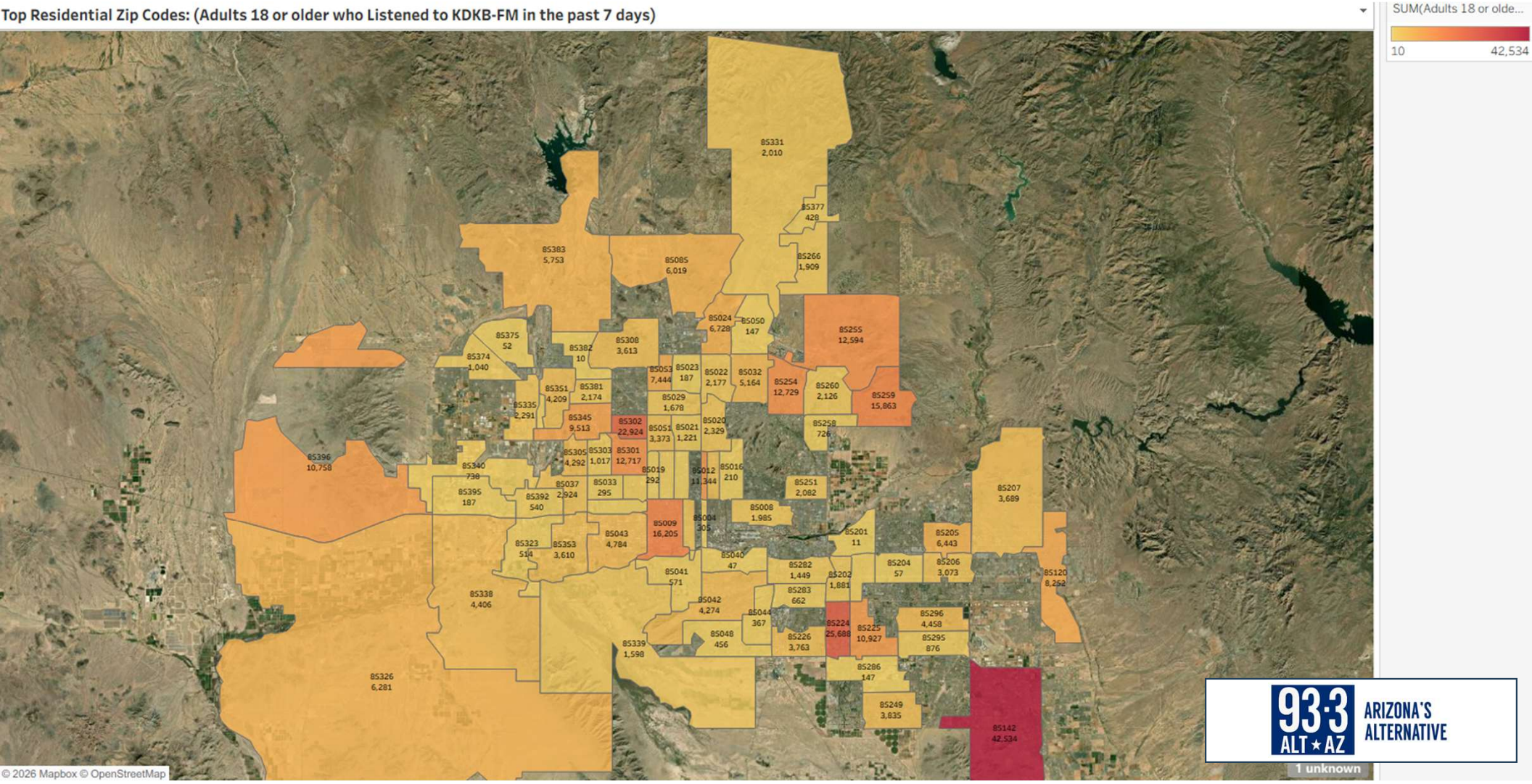
PHOENIX Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 63

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(Radio Stations: KAZG-AM)

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



93-3 ALT ★ AZ ARIZONA'S ALTERNATIVE

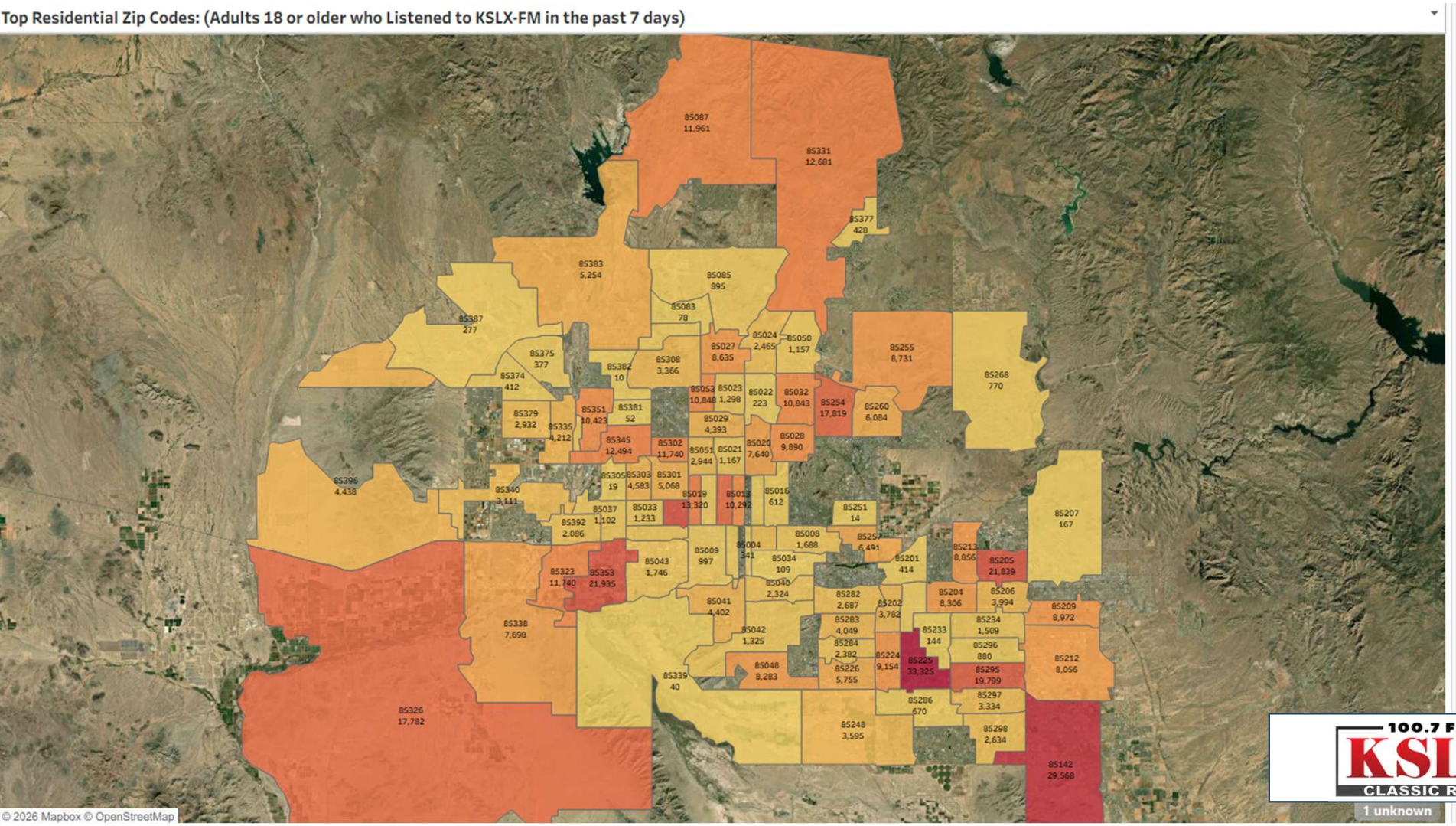
PHOENIX Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 171

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(Radio Stations: KDKB-FM)

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



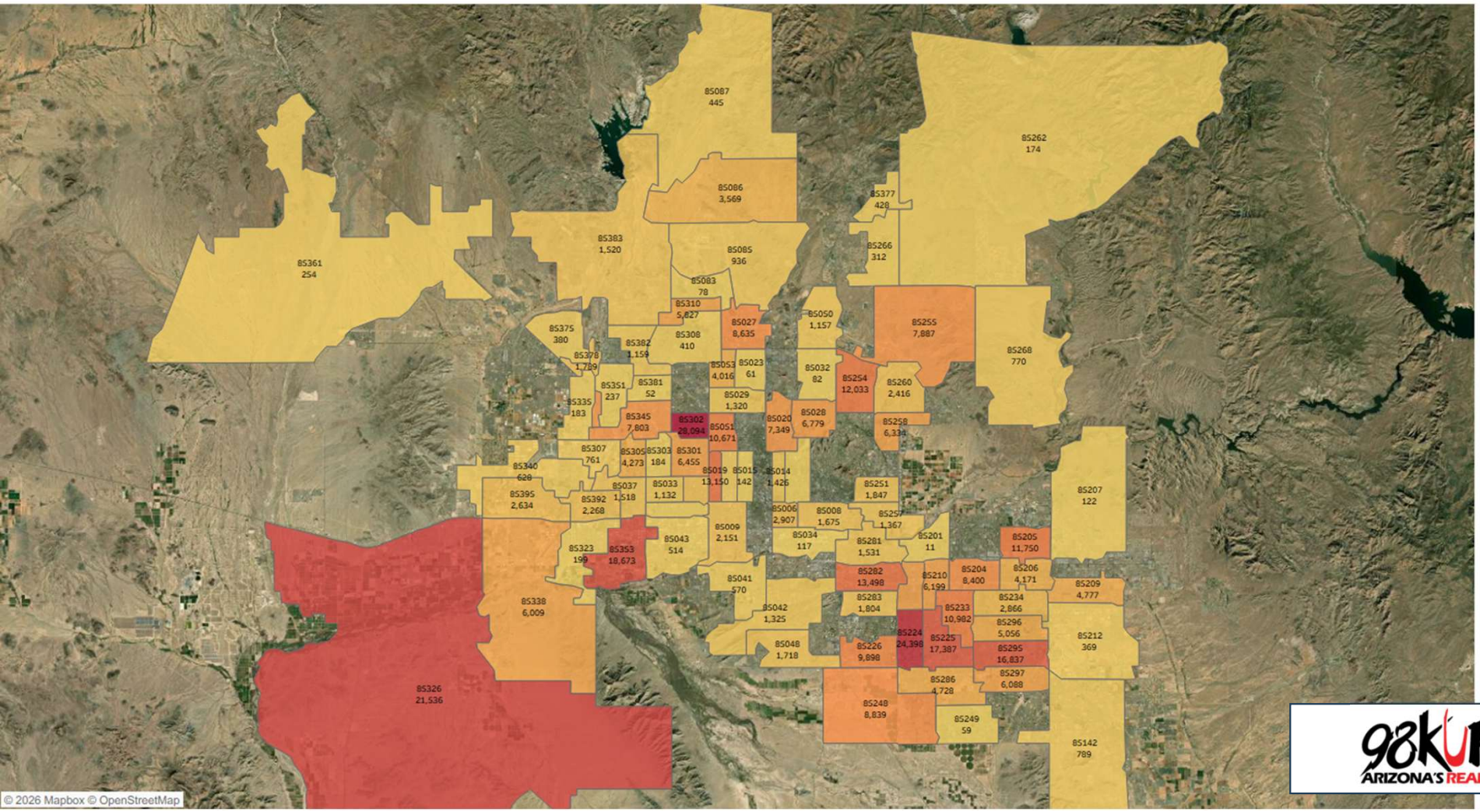
PHOENIX Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 267

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(Radio Stations: KSLX-FM)

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



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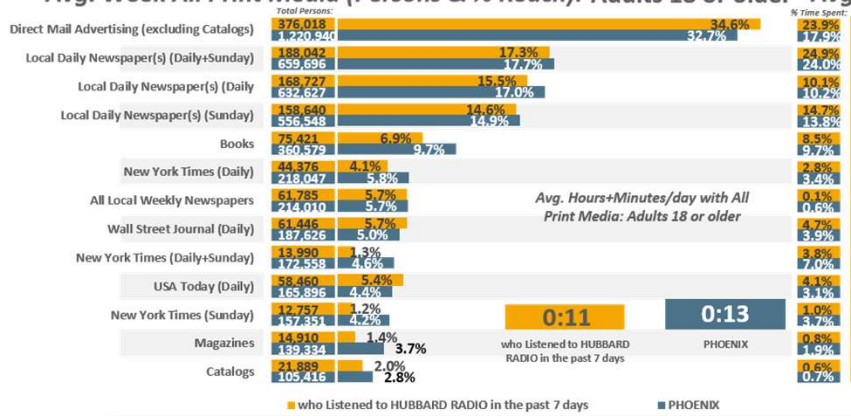
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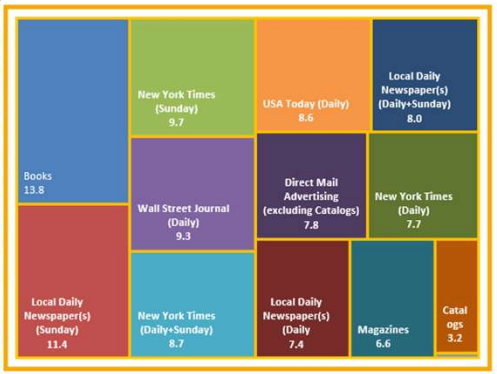
(Radio Stations: KUPD-FM)

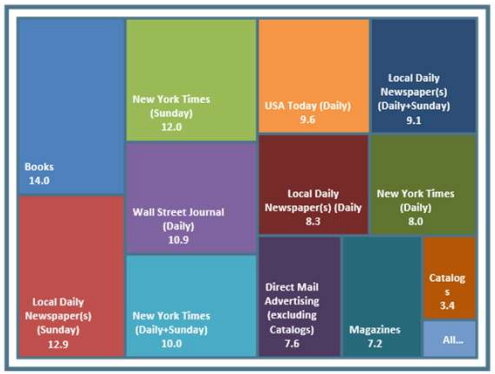
Hubbard media that connects

188,042 or 17.3% 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 8. minutes every day representing 27.2% of all time spent daily with All forms of Print Media.

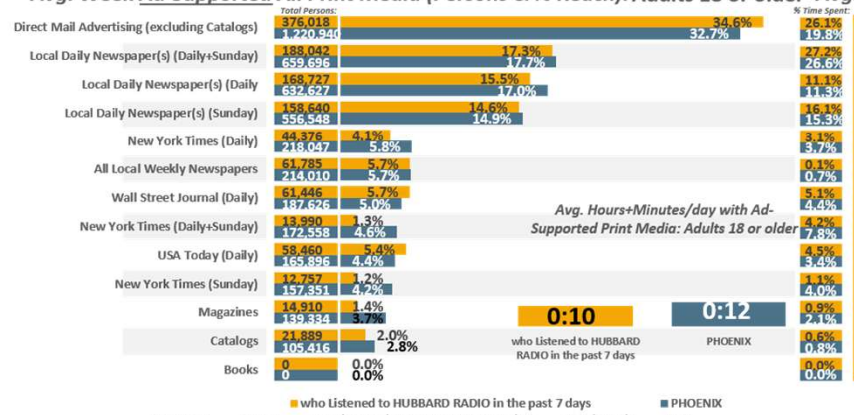
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older







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







PHOENIX Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 536

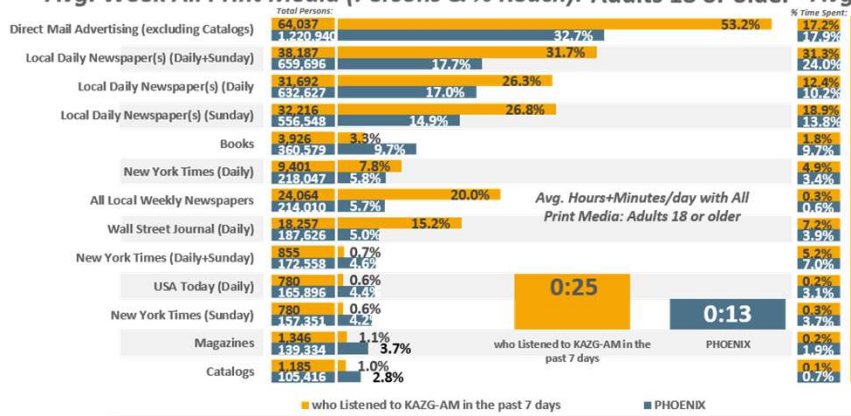
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(Radio Stations: KAZG-AM OR Radio Stations: KDKB-FM OR Radio Stations: KSLX-FM OR Radio Stations: KUPD-FM)

38,187 or 31.7% of Adults 18 or older who Listened to KAZG-AM in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 12.7 minutes every day representing 31.9% of all time spent daily with All forms of Print Media.

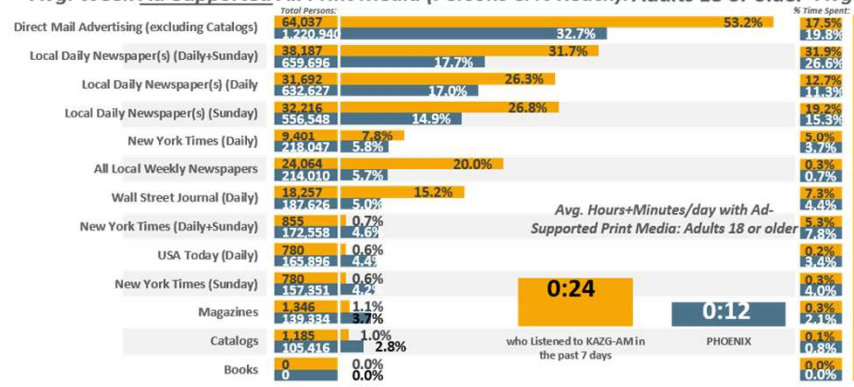
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



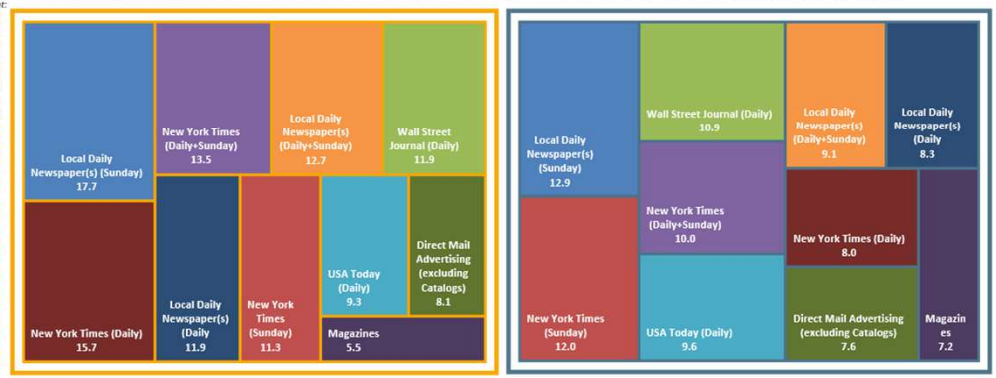
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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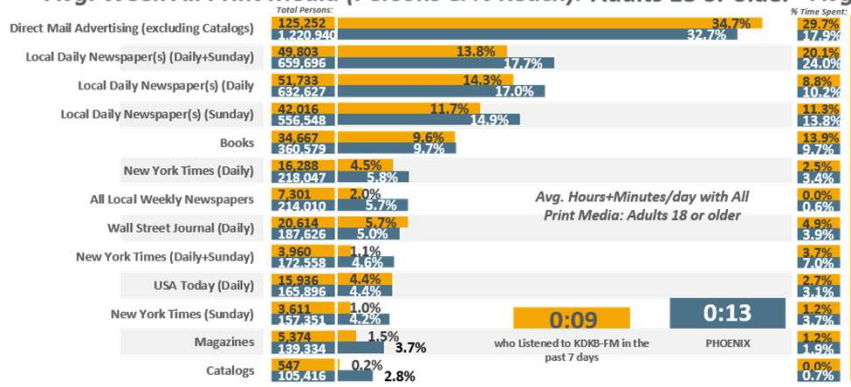
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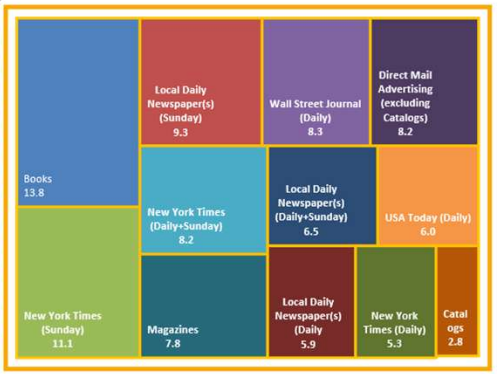
(Radio Stations: KAZG-AM)

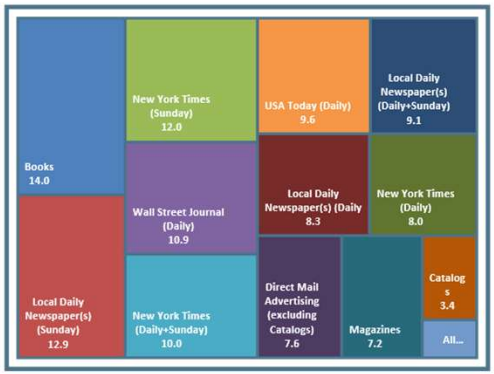
93.3 ALT★AZ ARIZONA'S ALTERNATIVE

125,252 or 34.7% of Adults 18 or older who Listened to KDKB-FM in the past 7 days read Direct Mail Advertising (excluding Catalogs) for an average of 8.2 minutes every day representing 34.5% of all time spent daily with All forms of Print Media.

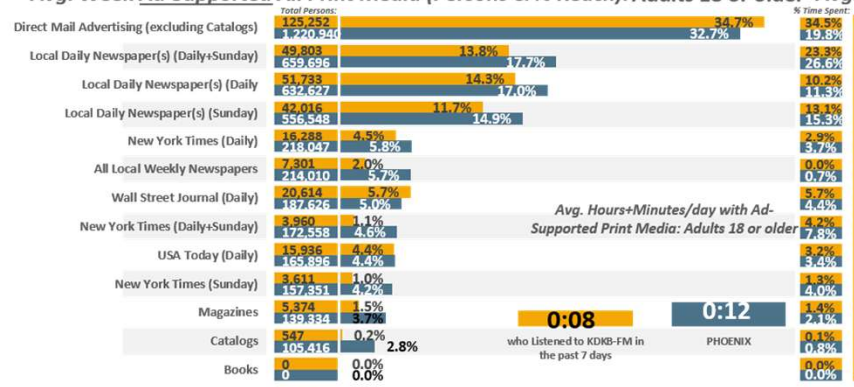
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older







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







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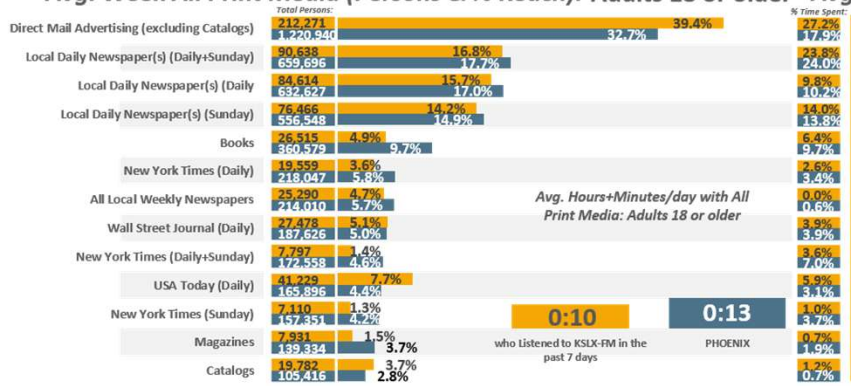
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(Radio Stations: KDKB-FM)

100.7 FM KSLX CLASSIC ROCK

212,271 or 39.4% of Adults 18 or older who Listened to KSLX-FM in the past 7 days read Direct Mail Advertising (excluding Catalogs) for an average of 7.5 minutes every day representing 29.% of all time spent daily with All forms of Print Media.

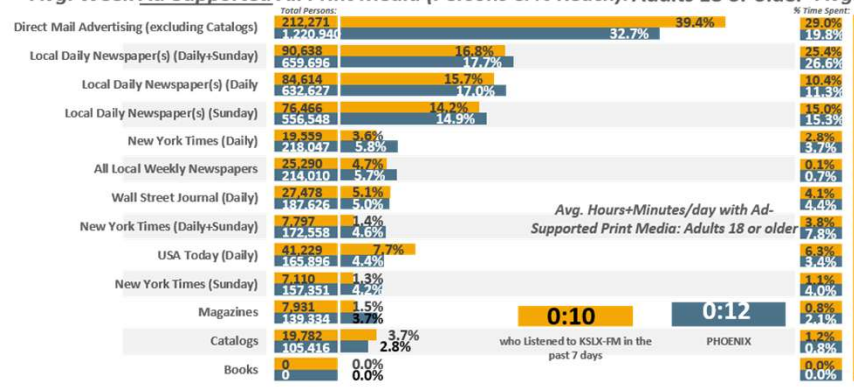
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



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



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



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



PHOENIX Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 267

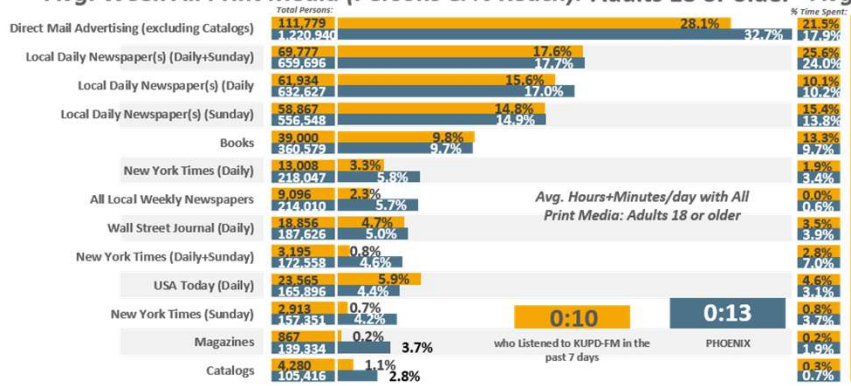
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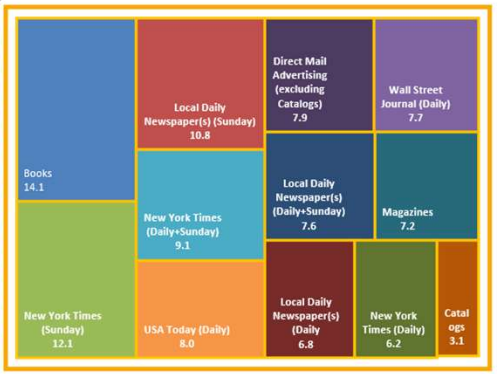
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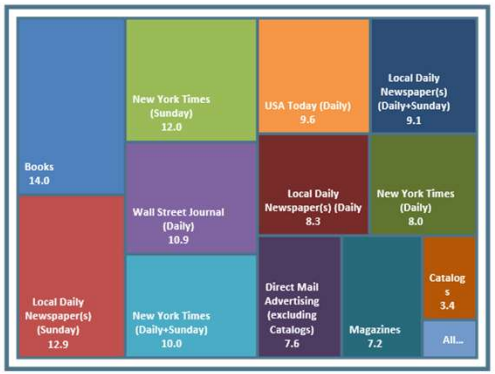
(Radio Stations: KSLX-FM)

69,777 or 17.6% of Adults 18 or older who Listened to KUPD-FM in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7.6 minutes every day representing 29.5% of all time spent daily with All forms of Print Media.

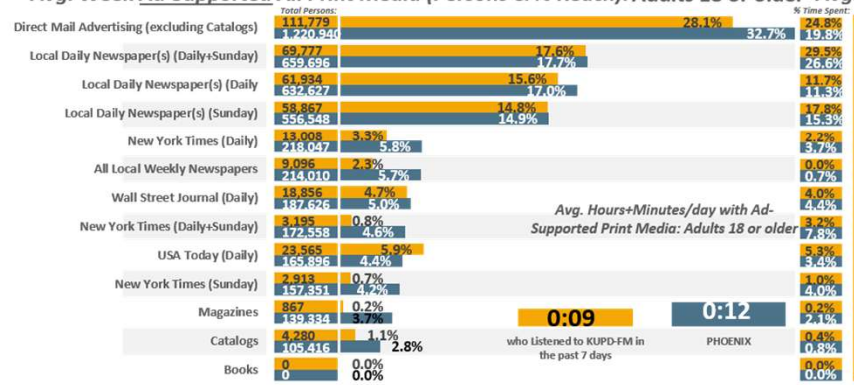
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older

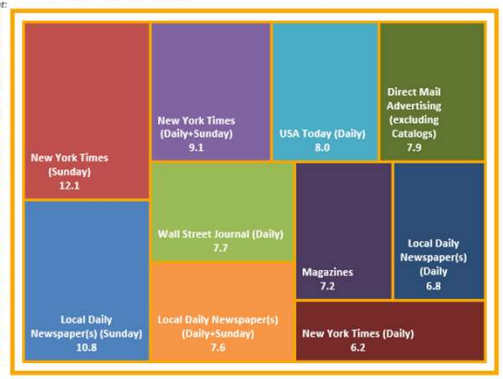


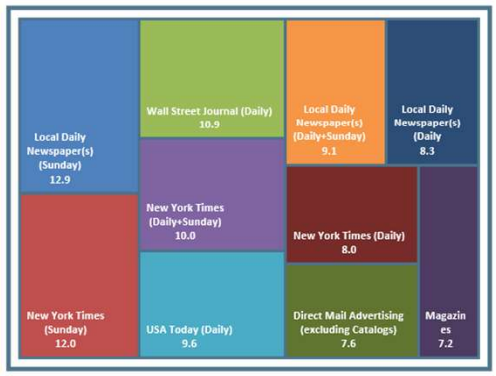




Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older







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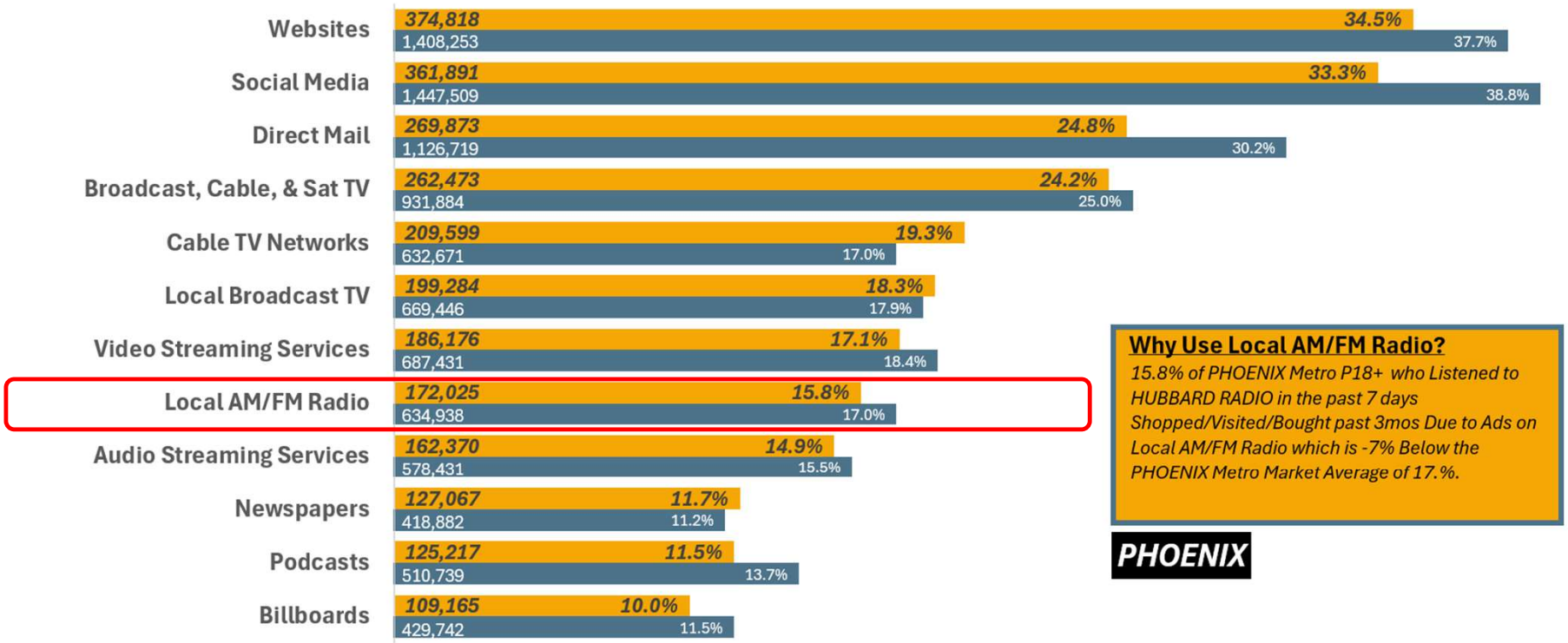
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(Radio Stations: KUPD-FM)

Hubbard media that connects

"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?

15.8% of PHOENIX 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 -7% Below the PHOENIX Metro Market Average of 17.%.

PHOENIX

PHOENIX Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab: 536

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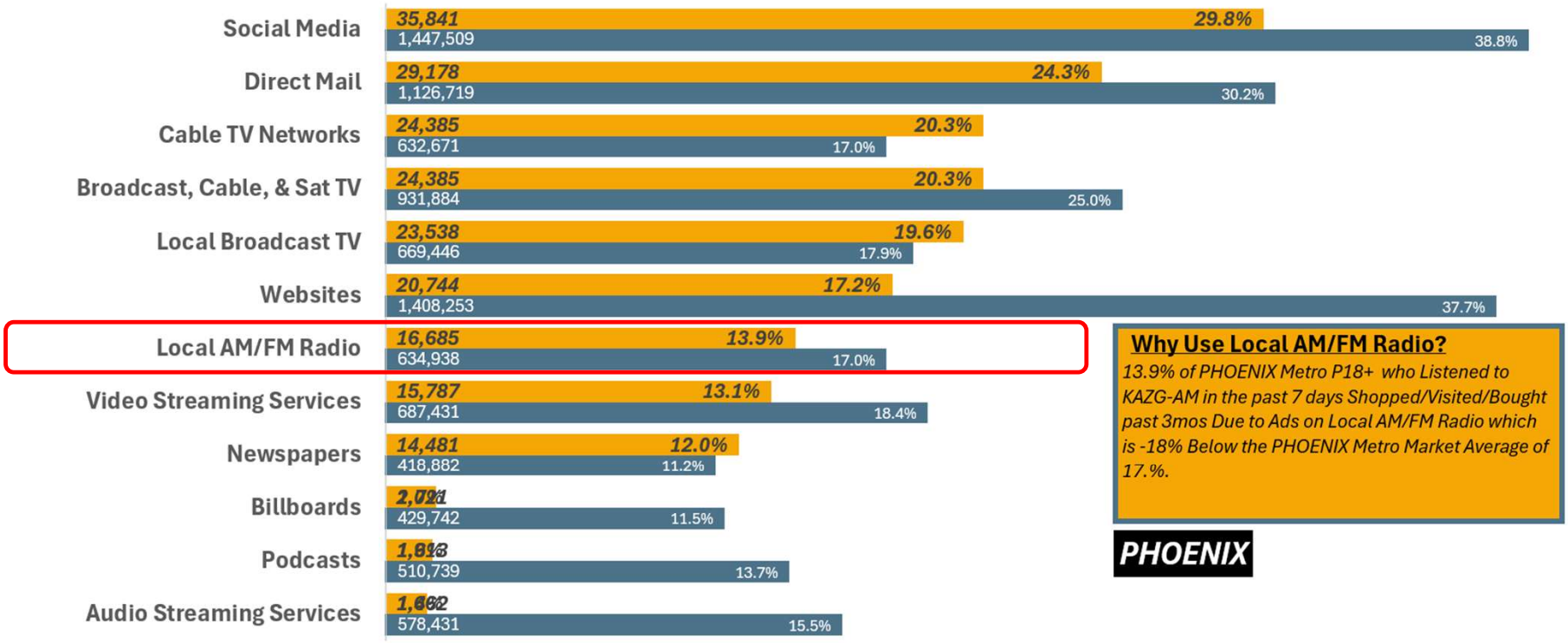
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(Radio Stations: KAZG-AM OR Radio Stations: KDKB-FM OR Radio Stations: KSLX-FM OR Radio Stations: KUPD-FM)

OLDIES 92.7 1440 AM KAZG

"Advertising Actions"

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



Why Use Local AM/FM Radio?

13.9% of PHOENIX Metro P18+ who Listened to KAZG-AM in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -18% Below the PHOENIX Metro Market Average of 17.%.

PHOENIX

PHOENIX Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab: 63

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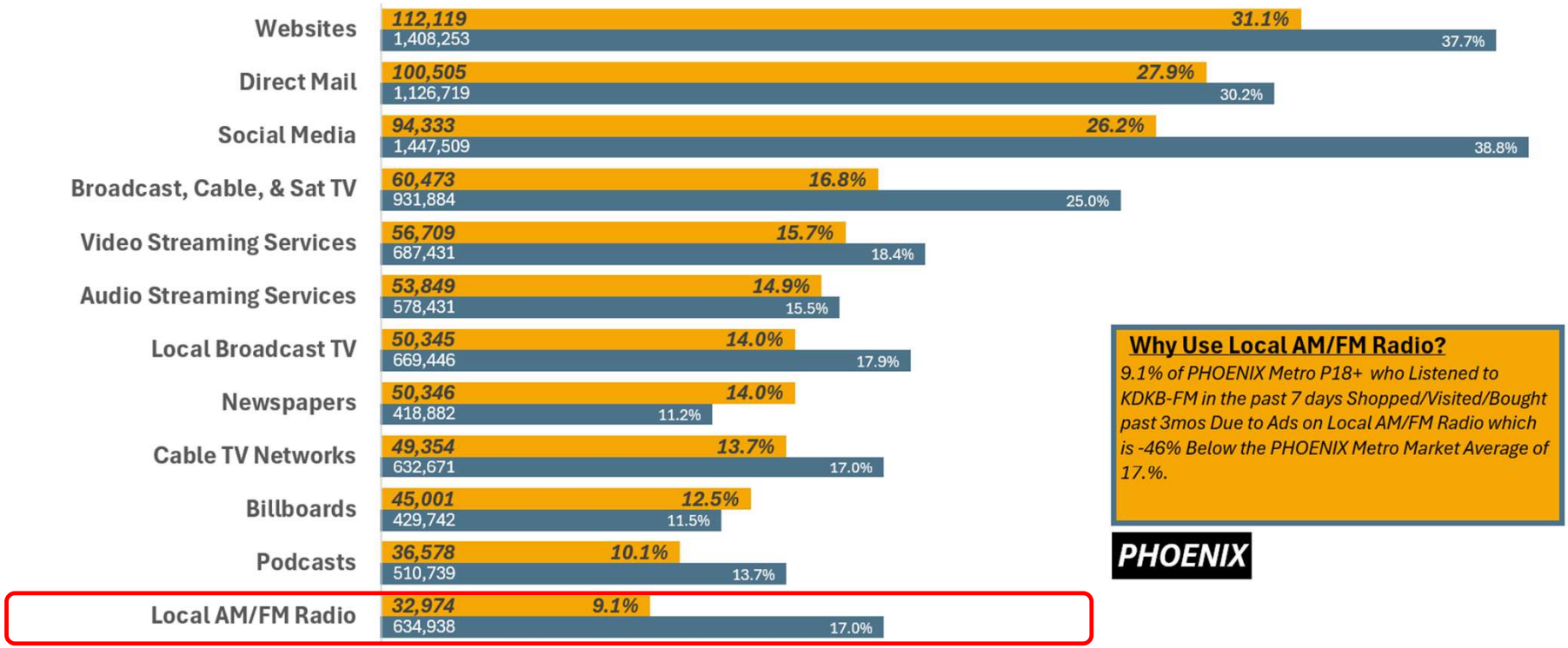
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(Radio Stations: KAZG-AM)

93·3 ALT ★ AZ ARIZONA'S ALTERNATIVE

"Advertising Actions"

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



Why Use Local AM/FM Radio?

9.1% of PHOENIX Metro P18+ who Listened to KDKB-FM in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -46% Below the PHOENIX Metro Market Average of 17.%.

PHOENIX

PHOENIX Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab: 171

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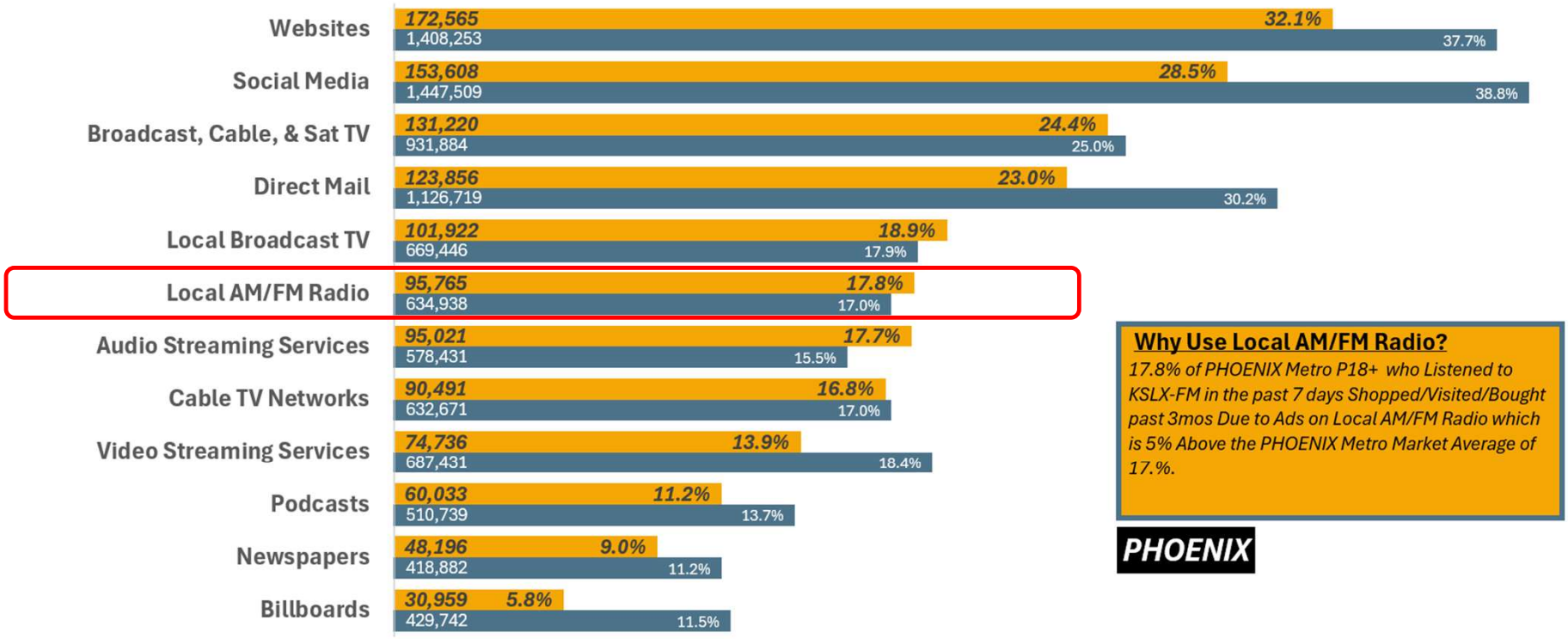
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(Radio Stations: KDKB-FM)

100.7 FM KSLX CLASSIC ROCK

"Advertising Actions"

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



Why Use Local AM/FM Radio?

17.8% of PHOENIX Metro P18+ who Listened to KSLX-FM in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 5% Above the PHOENIX Metro Market Average of 17.%.

PHOENIX

PHOENIX Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab: 267

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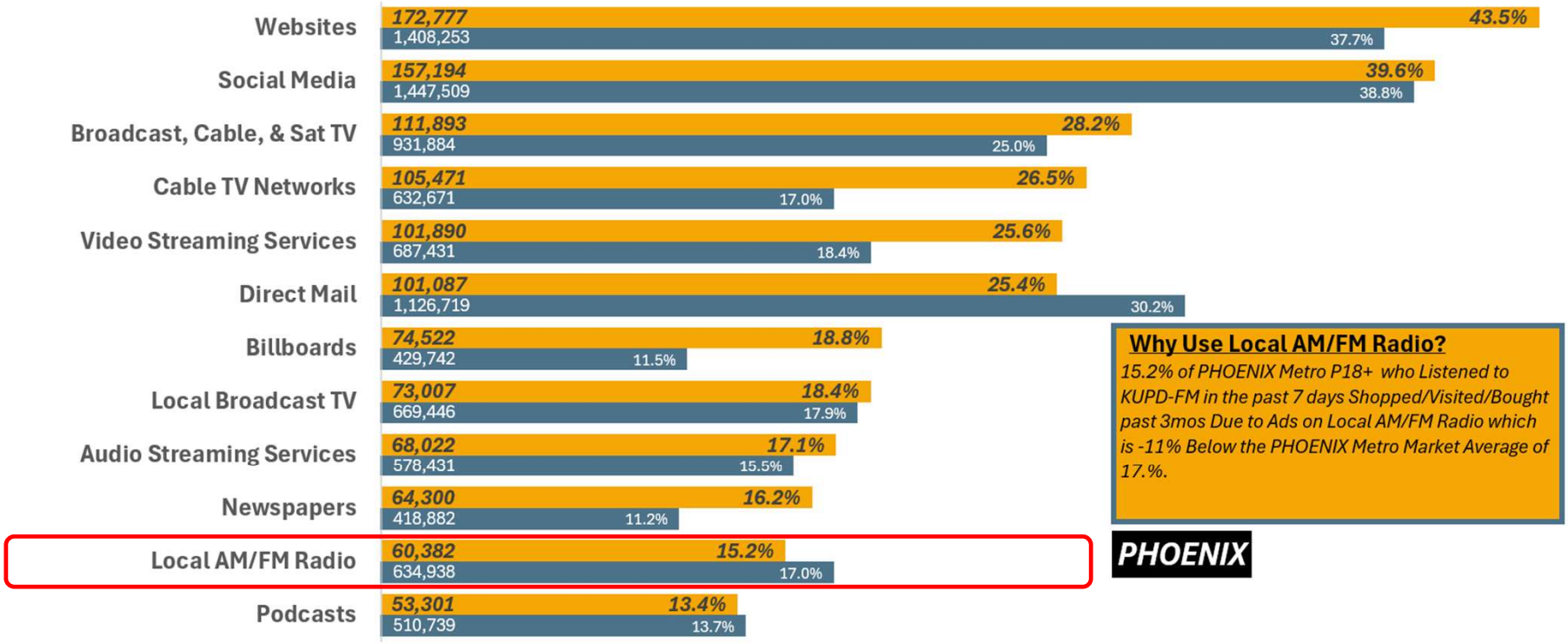
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(Radio Stations: KSLX-FM)

98KUPD ARIZONA'S REAL ROCK

"Advertising Actions"

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



Why Use Local AM/FM Radio?

15.2% of PHOENIX Metro P18+ who Listened to KUPD-FM in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -11% Below the PHOENIX Metro Market Average of 17.%.

PHOENIX

PHOENIX Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab: 195

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(Radio Stations: KUPD-FM)