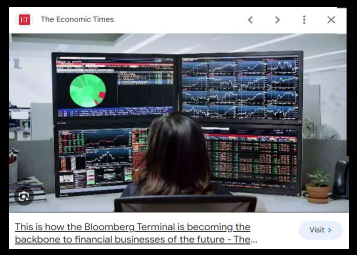
SEATTLE-TACOMA, WA, Metro – 5 P18+ Profiles of IHEART RADIO Listeners!

Brand New Data as of August 31, 2024!

Complete Demographic & Media Use Profiles















Metro #11

P18+

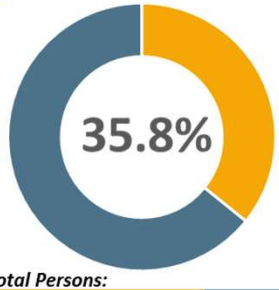
(Radio Stations: KBKS-FM OR Radio Stations: KJAQ-FM OR Radio Stations: KJEB-FM OR Radio Stations: KJR-AM OR Radio Stations: KJR-FM OR Radio Stations: KJR-FM HD2 OR Radio Stations: KZOK-FM)
Radio Stations: KBKS-FM
Radio Stations: KJEB-FM
Radio Stations: KJAQ-FM
Radio Stations: KZOK-FM

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

HUBBARD BROADCASTING INC. HB INC.

35.8% or 1,359,271 of SEATTLE-TACOMA Metro Adults 18 or older listened to IHEART RADIO in the past 7 days. Typical Adults 18 or older who listened to IHEART RADIO in the past 7 days are 48.4 years old (1.7% older than average) and have a $130,010 (.8% higher than average) annual household income.

Percent of Market: Adults 18 or older



- who listened to IHEART RADIO in the past 7 days
- Remainder of SEATTLE-TACOMA Metro

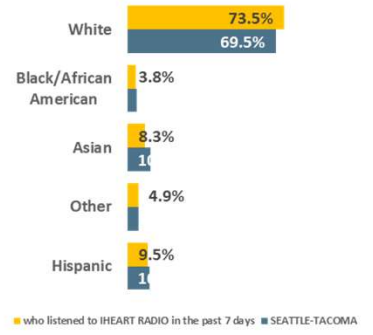
Total Persons:

1,359,271	2,435,908

Gender of Target vs. Market: Adults 18 or older

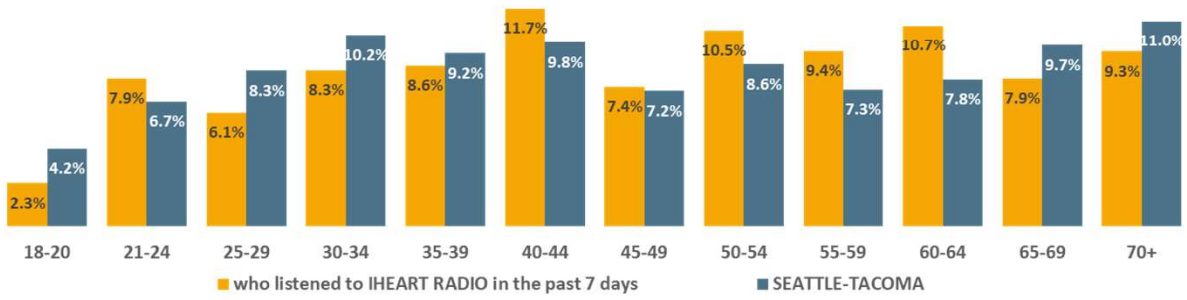
	Men	Men	Women	Women
%M vs. %F:	52.1%	49.6%	47.9%	50.4%
Average Age:	49.3	47.6	47.5	47.6
# Persons:	707,563	1,881,423	651,708	1,913,756

Ethnicity of Target vs. Market:

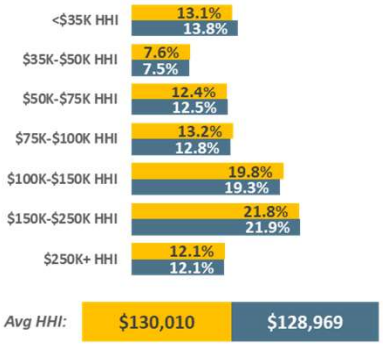


Age Cell Demographics of Target vs. Market:

Average Age:	who listened to IHEART RADIO in the past 7 days	SEATTLE-TACOMA
Adults 18 or older	48.4	47.6



HHI of Target vs. Market:



Avg HHI:	$130,010	$128,969

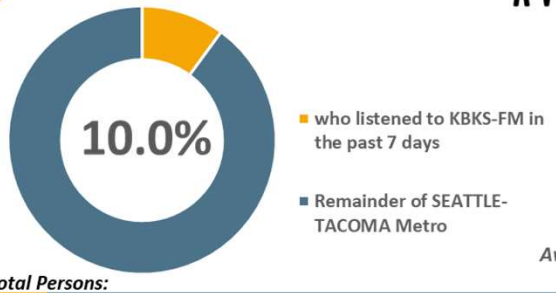
SEATTLE-TACOMA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,324

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(Radio Stations: KBKS-FM OR Radio Stations: KJAQ-FM OR Radio Stations: KJEB-FM OR Radio Stations: KJR-AM OR Radio Stations: KJR-FM OR Radio Stations: KJR-FM HD2 OR Radio Stations: KZOK-FM)

10.% or 381,324 of SEATTLE-TACOMA Metro Adults 18 or older listened to KBKS-FM in the past 7 days. Typical Adults 18 or older who listened to KBKS-FM in the past 7 days are 42.3 years old (11.2% younger than average) and have a $123,332 (4.4% lower than average) annual household income.

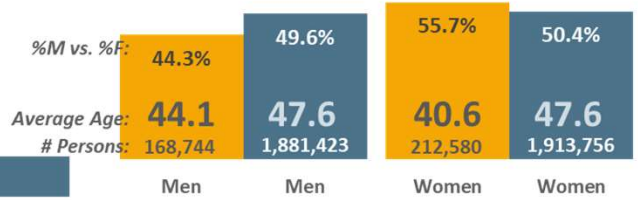
Percent of Market: Adults 18 or older



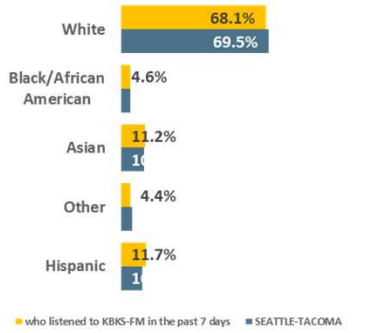
Total Persons:



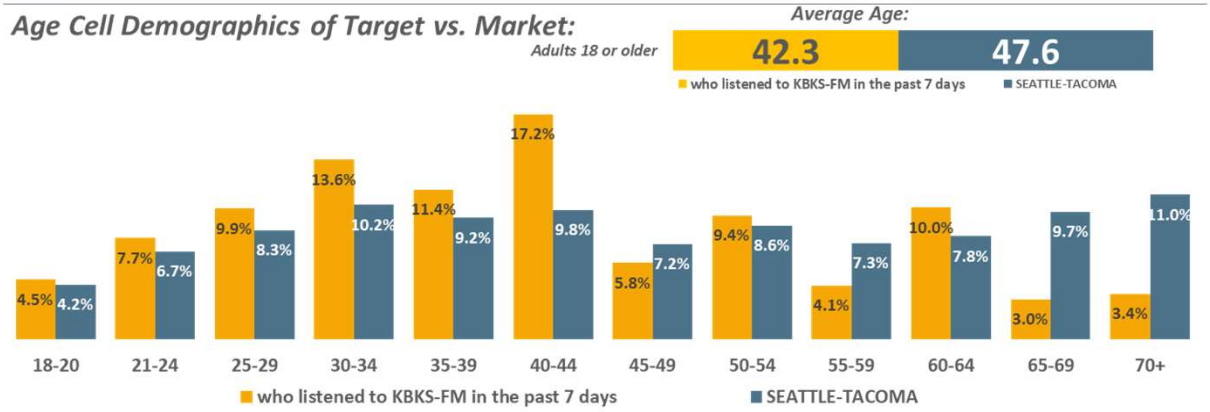
Gender of Target vs. Market: Adults 18 or older



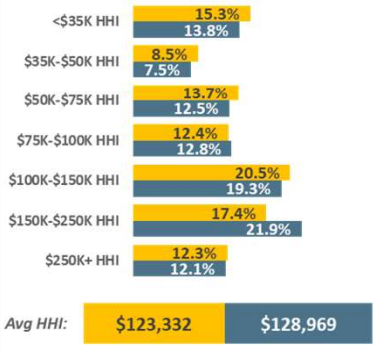
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



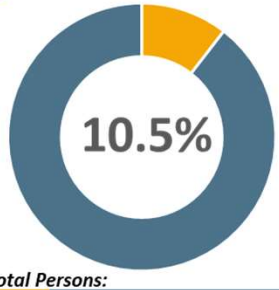
SEATTLE-TACOMA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 339

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Radio Stations: KBKS-FM

10.5% or 398,215 of SEATTLE-TACOMA Metro Adults 18 or older listened to KJAQ-FM in the past 7 days. Typical Adults 18 or older who listened to KJAQ-FM in the past 7 days are 47.8 years old (.5% older than average) and have a $136,336 (5.7% higher than average) annual household income.

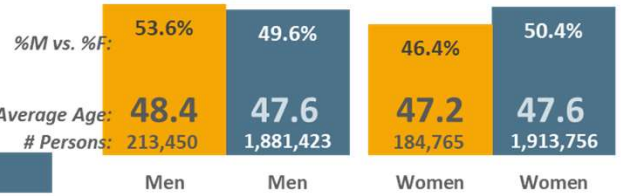
Percent of Market: Adults 18 or older



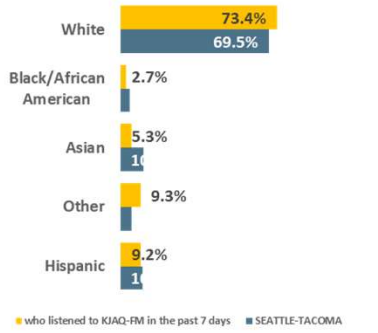
Total Persons:



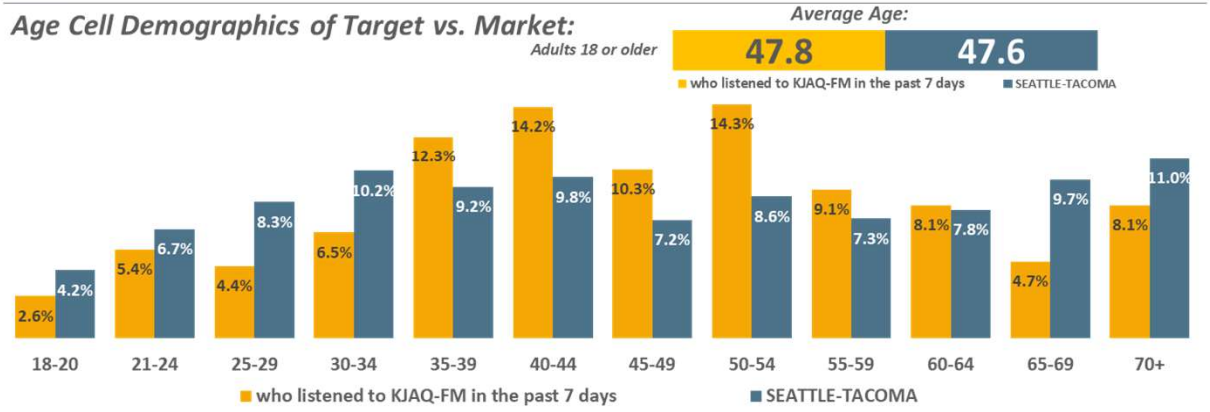
Gender of Target vs. Market: Adults 18 or older



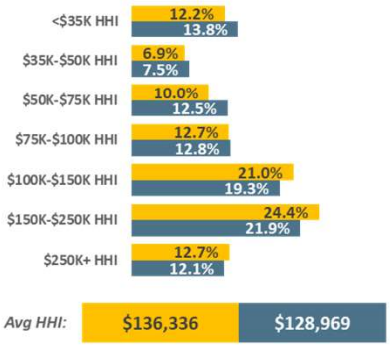
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



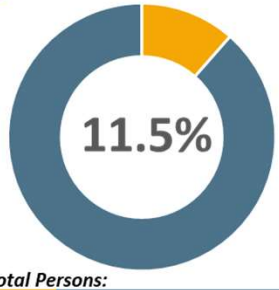
Avg HHI: $136,336 | $128,969

SEATTLE-TACOMA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 383

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11.5% or 435,293 of SEATTLE-TACOMA Metro Adults 18 or older listened to KJEB-FM in the past 7 days. Typical Adults 18 or older who listened to KJEB-FM in the past 7 days are 51.3 years old (7.8% older than average) and have a $134,594 (4.4% higher than average) annual household income.

Percent of Market: Adults 18 or older



- who listened to KJEB-FM in the past 7 days
- Remainder of SEATTLE-TACOMA Metro

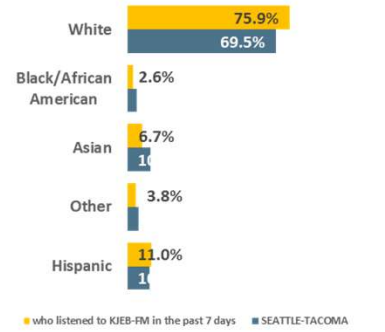
Total Persons:

435,293 | 3,359,886

Gender of Target vs. Market: Adults 18 or older

	Men	Men	Women	Women
%M vs. %F:	48.5%	49.6%	51.5%	50.4%
Average Age:	52.0	47.6	50.8	47.6
# Persons:	210,995	1,881,423	224,298	1,913,756

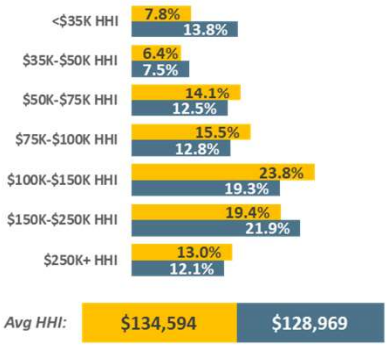
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:

Average Age:	Adults 18 or older	18-20	21-24	25-29	30-34	35-39	40-44	45-49	50-54	55-59	60-64	65-69	70+
who listened to KJEB-FM in the past 7 days	51.3	1.1%	8.5%	5.0%	5.2%	5.9%	11.3%	6.9%	10.7%	11.4%	8.7%	12.7%	12.3%
SEATTLE-TACOMA	47.6	4.2%	6.7%	8.3%	10.2%	9.2%	9.8%	7.2%	8.6%	7.3%	7.8%	9.7%	11.0%

HHI of Target vs. Market:



Avg HHI:	$134,594	$128,969

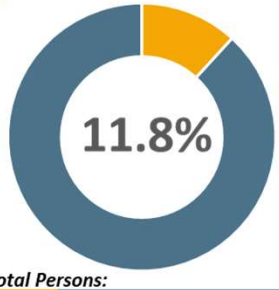
SEATTLE-TACOMA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 426

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Radio Stations: KJEB-FM

11.8% or 447,689 of SEATTLE-TACOMA Metro Adults 18 or older listened to KZOK-FM in the past 7 days. Typical Adults 18 or older who listened to KZOK-FM in the past 7 days are 51. years old (7.1% older than average) and have a $122,258 (5.2% lower than average) annual household income.

Percent of Market: Adults 18 or older

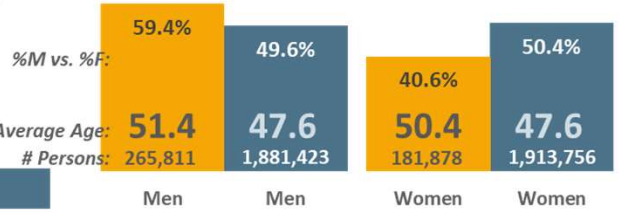


- who listened to KZOK-FM in the past 7 days
- Remainder of SEATTLE-TACOMA Metro

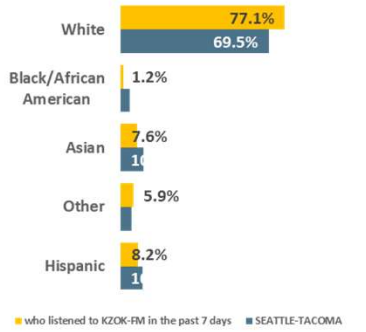
Total Persons:



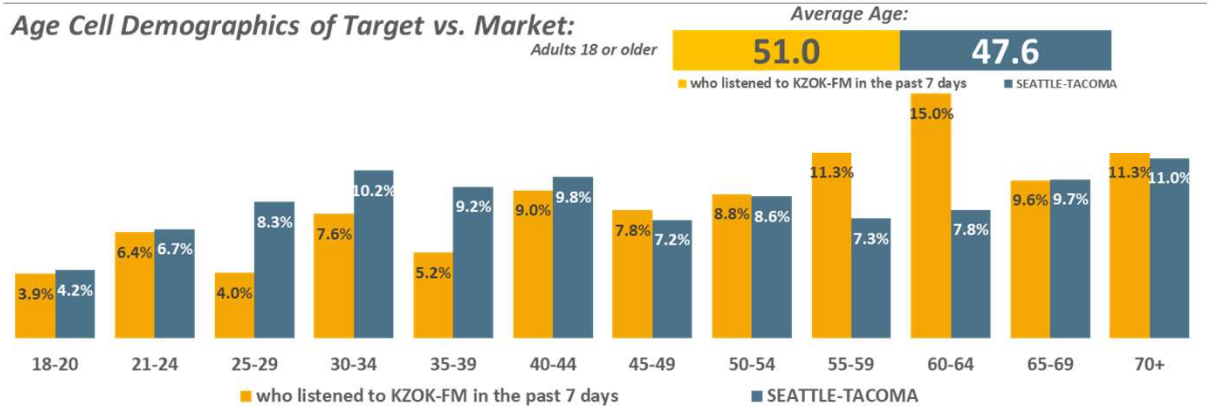
Gender of Target vs. Market: Adults 18 or older



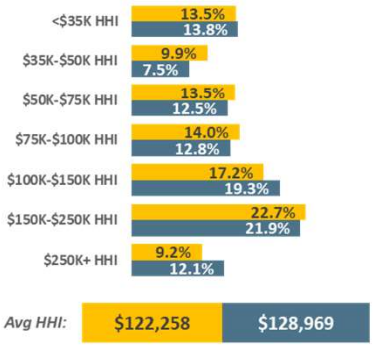
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:

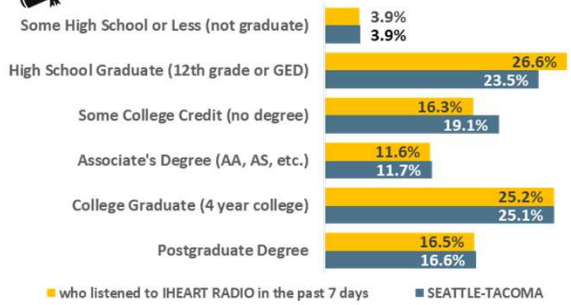


SEATTLE-TACOMA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 429

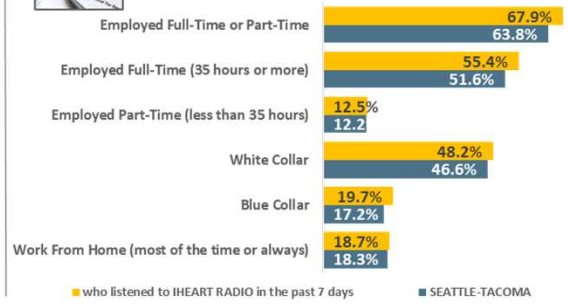
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35.8% or 1,359,271 of SEATTLE-TACOMA Metro Adults 18 or older listened to IHEART RADIO in the past 7 days. Adults 18 or older who listened to IHEART RADIO in the past 7 days are .3% less likely to be a college graduate, 7.3% more likely to work full-time, 9.3% more likely to be married, 10.% more likely to be a parent of 1 or more children under 18.

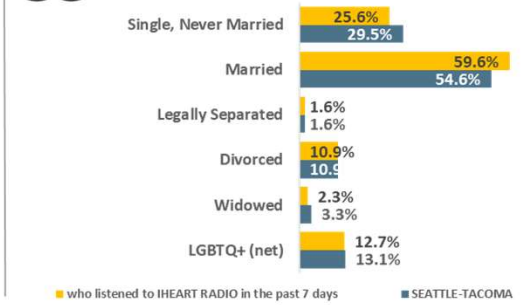
Education Levels: Adults 18 or older



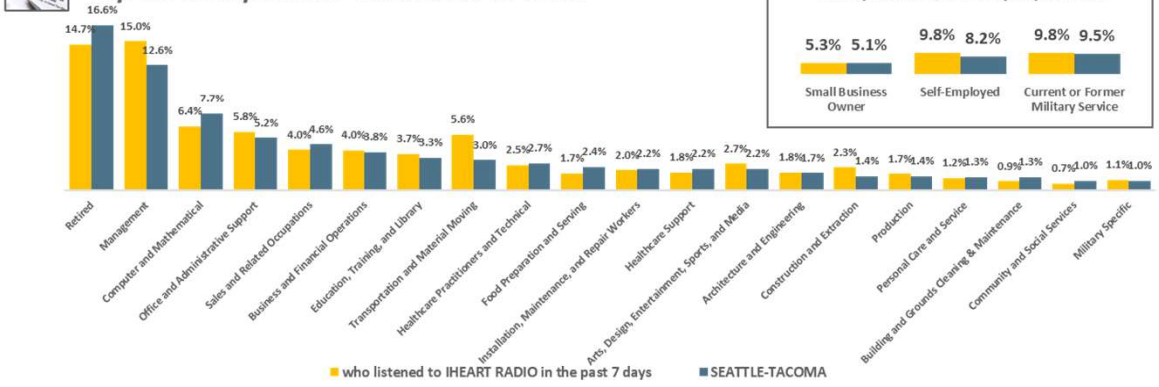
Employment: Adults 18 or older



Marital Status: Adults 18 or older

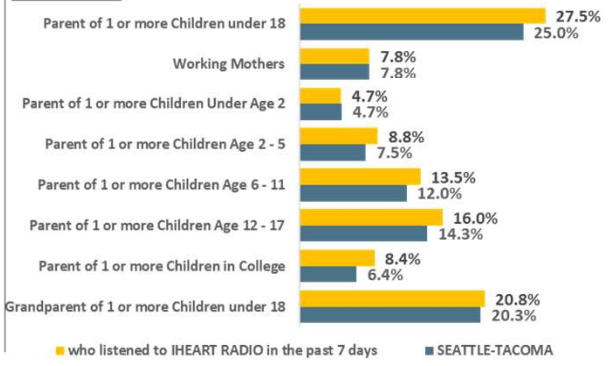


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



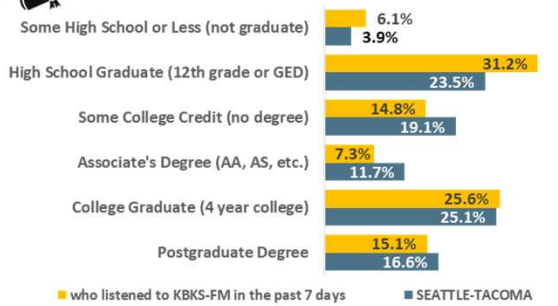
SEATTLE-TACOMA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,324

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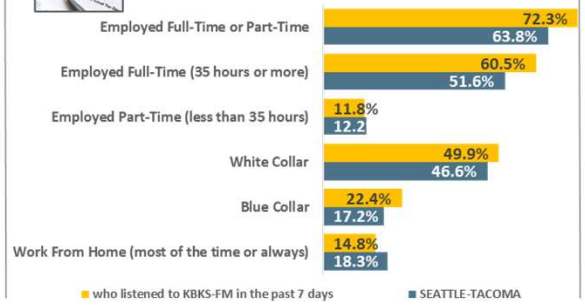
(Radio Stations: KBKS-FM OR Radio Stations: KJAQ-FM OR Radio Stations: KJEB-FM OR Radio Stations: KJR-AM OR Radio Stations: KJR-FM OR Radio Stations: KJR-FM HD2 OR Radio Stations: KZOK-FM)

10.% or 381,324 of SEATTLE-TACOMA Metro Adults 18 or older listened to KBKS-FM in the past 7 days. Adults 18 or older who listened to KBKS-FM in the past 7 days are 2.6% less likely to be a college graduate, 17.3% more likely to work full-time, 5.1% more likely to be married, 37.1% more likely to be a parent of 1 or more children under 18.

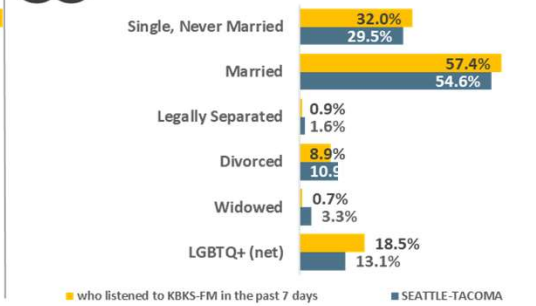
Education Levels: Adults 18 or older



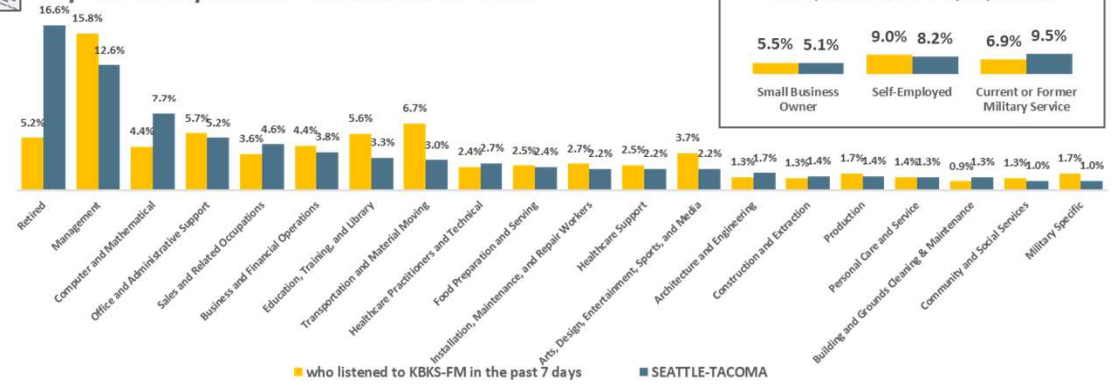
Employment: Adults 18 or older



Marital Status: Adults 18 or older

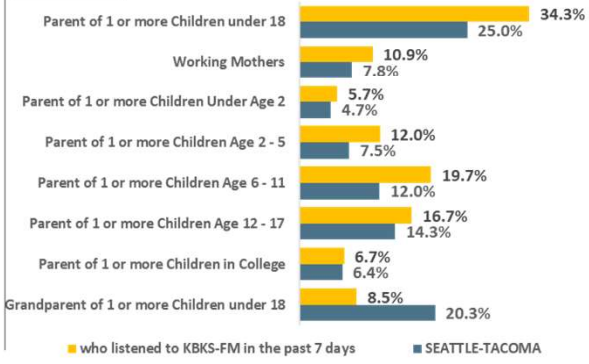


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



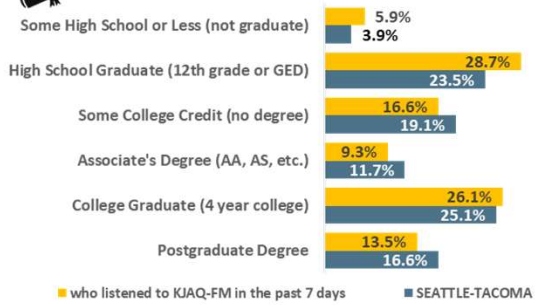
SEATTLE-TACOMA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 339

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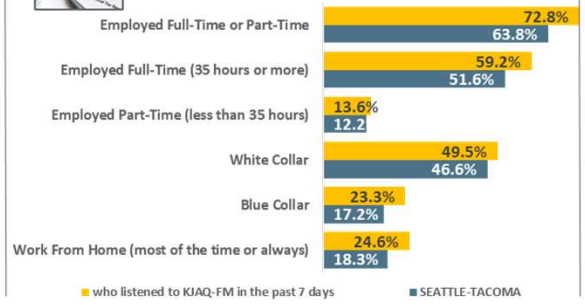
Radio Stations: KBKS-FM

10.5% or 398,215 of SEATTLE-TACOMA Metro Adults 18 or older listened to KJAQ-FM in the past 7 days. Adults 18 or older who listened to KJAQ-FM in the past 7 days are 5.2% less likely to be a college graduate, 14.6% more likely to work full-time, 16.3% more likely to be married, 24.3% more likely to be a parent of 1 or more children under 18.

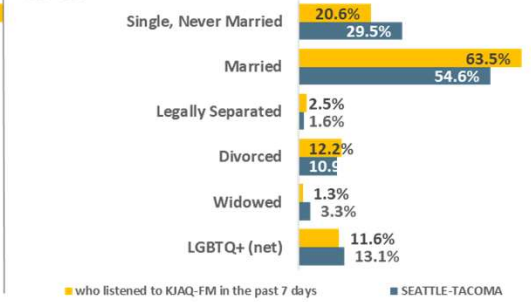
Education Levels: Adults 18 or older



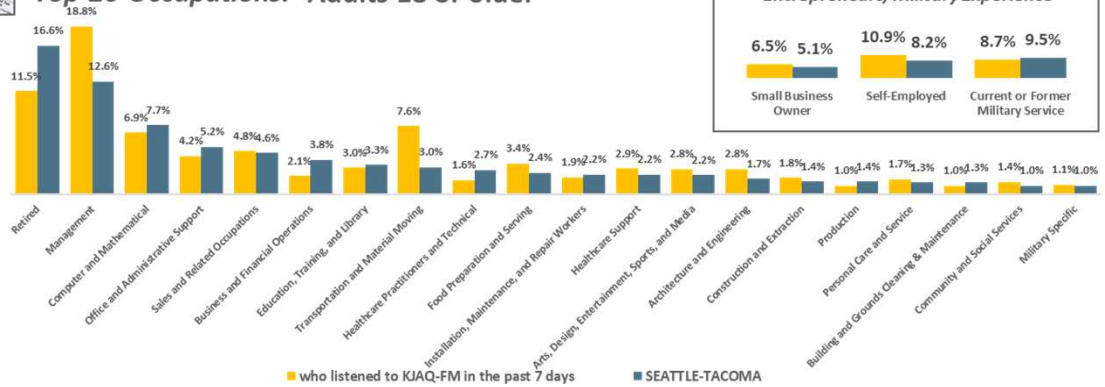
Employment: Adults 18 or older



Marital Status: Adults 18 or older

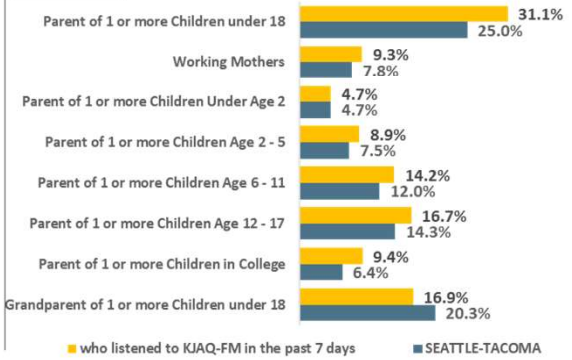


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



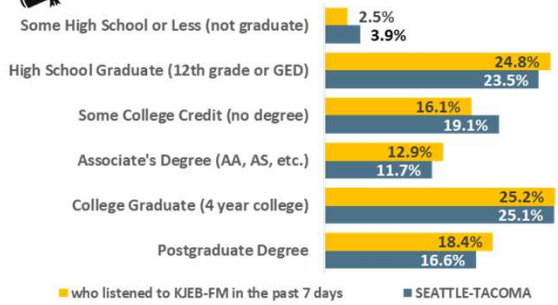
SEATTLE-TACOMA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 383

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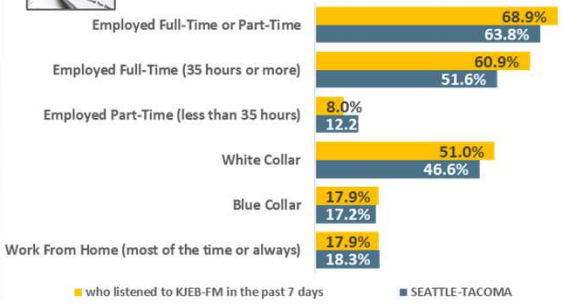
Radio Stations: KJAQ-FM

11.5% or 435,293 of SEATTLE-TACOMA Metro Adults 18 or older listened to KJEB-FM in the past 7 days. Adults 18 or older who listened to KJEB-FM in the past 7 days are 4.7% more likely to be a college graduate, 18.% more likely to work full-time, 21.4% more likely to be married, 14.5% less likely to be a parent of 1 or more children under 18.

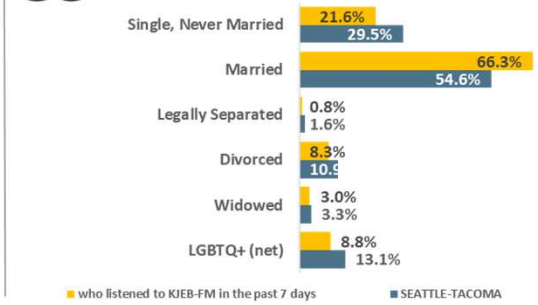
Education Levels: Adults 18 or older



Employment: Adults 18 or older



Marital Status: Adults 18 or older

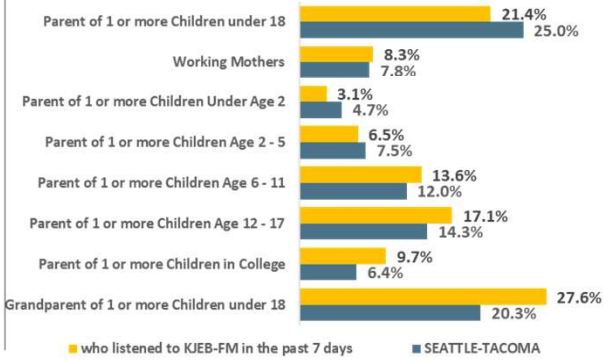


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



SEATTLE-TACOMA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 426

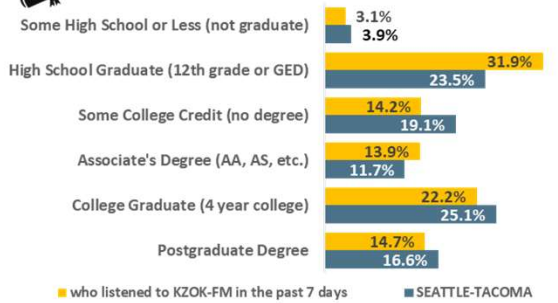
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Radio Stations: KJEB-FM

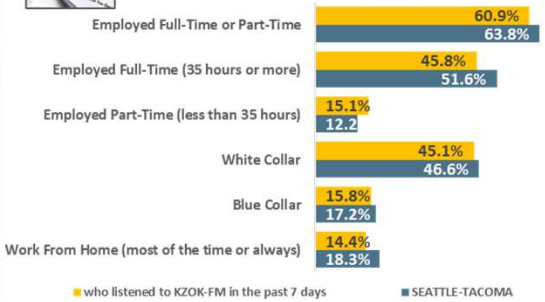
KZOK 102.5 FM

11.8% or 447,689 of SEATTLE-TACOMA Metro Adults 18 or older listened to KZOK-FM in the past 7 days. Adults 18 or older who listened to KZOK-FM in the past 7 days are 11.6% less likely to be a college graduate, 11.2% less likely to work full-time, 6.9% more likely to be married, 6.5% less likely to be a parent of 1 or more children under 18.

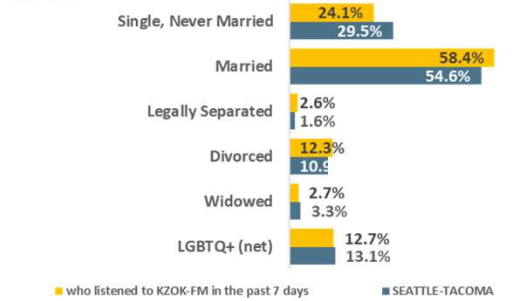
Education Levels: Adults 18 or older



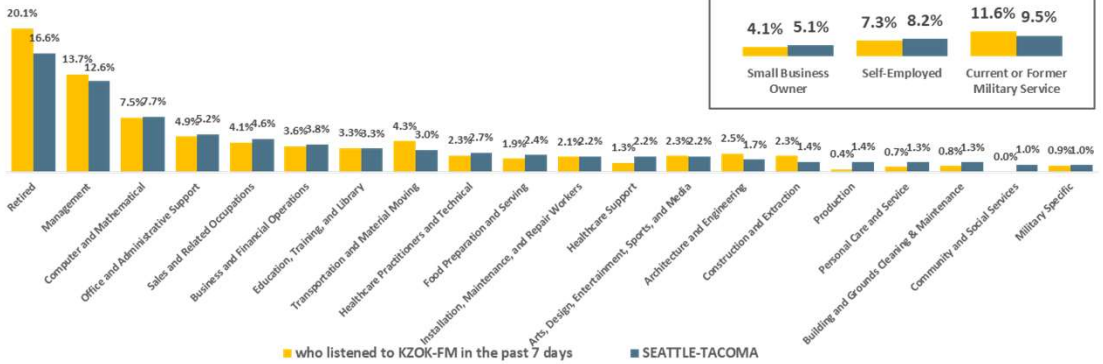
Employment: Adults 18 or older



Marital Status: Adults 18 or older

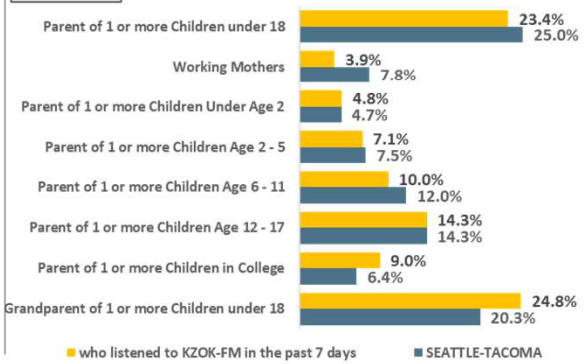


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



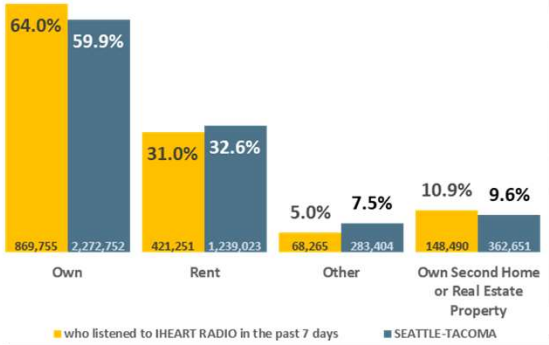
SEATTLE-TACOMA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 429

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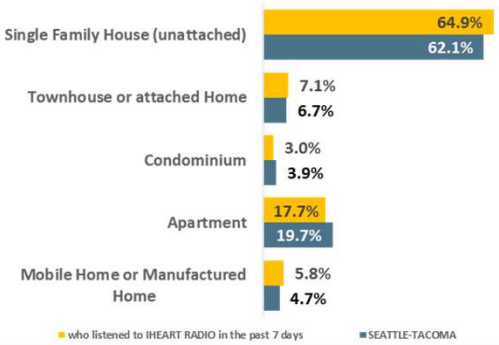
Radio Stations: KZOK-FM

35.8% or 1,359,271 of SEATTLE-TACOMA Metro Adults 18 or older listened to IHEART RADIO in the past 7 days. Adults 18 or older who listened to IHEART RADIO in the past 7 days are 6.8% more likely to own their home, .1% more likely to own a lower valued home, 4.4% more likely to have a single-family home, 4.9% more likely to have a dog.

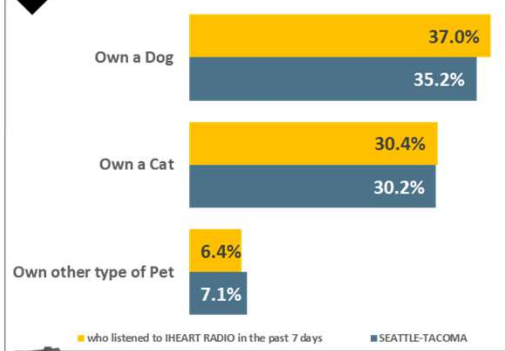
Own/Rent/Other: Adults 18 or older



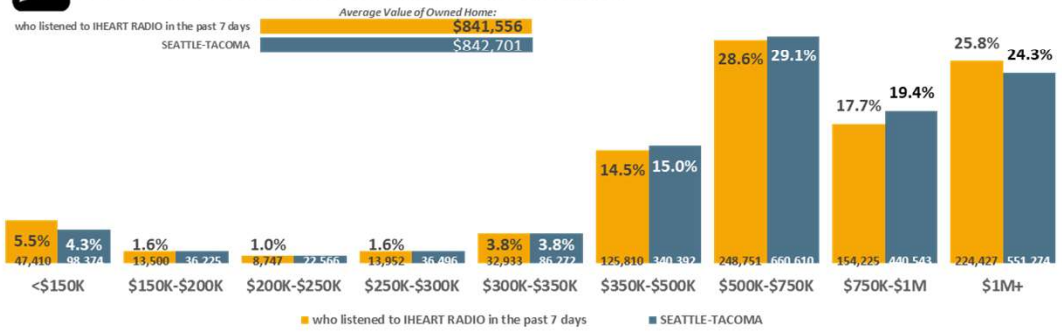
Type of Home: Adults 18 or older



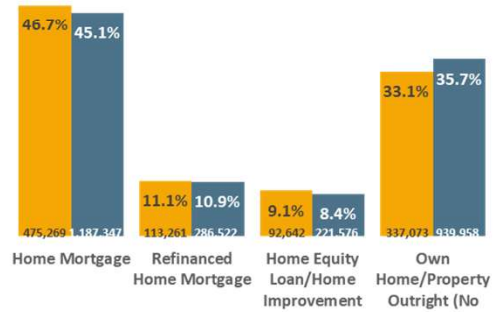
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



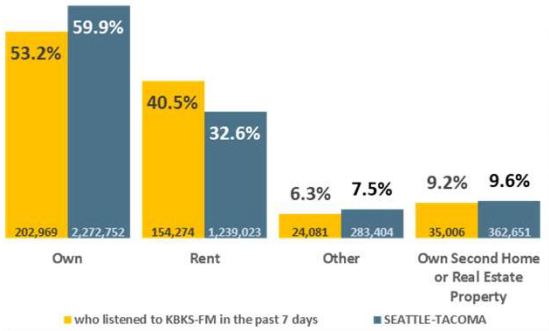
SEATTLE-TACOMA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,324

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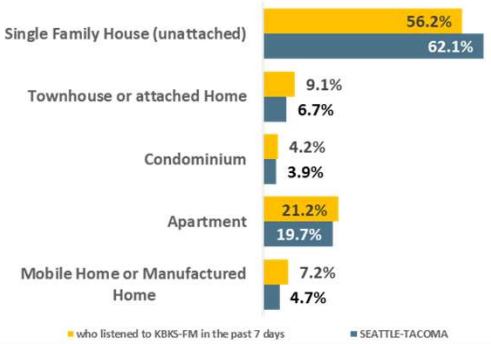
(Radio Stations: KBKS-FM OR Radio Stations: KJAQ-FM OR Radio Stations: KJEB-FM OR Radio Stations: KJR-AM OR Radio Stations: KJR-FM OR Radio Stations: KJR-FM HD2 OR Radio Stations: KZOK-FM)

10.% or 381,324 of SEATTLE-TACOMA Metro Adults 18 or older listened to KBKS-FM in the past 7 days. Adults 18 or older who listened to KBKS-FM in the past 7 days are 11.1% less likely to own their home, 2.8% more likely to own a lower valued home, 9.6% less likely to have a single-family home, 4.8% more likely to have a dog.

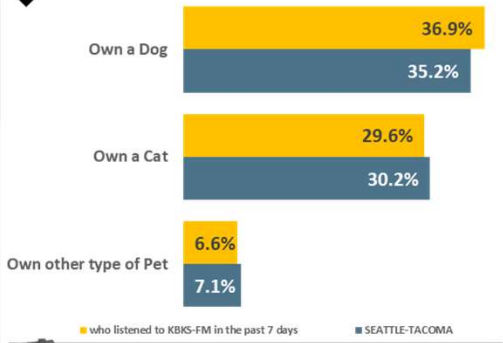
Own/Rent/Other: Adults 18 or older



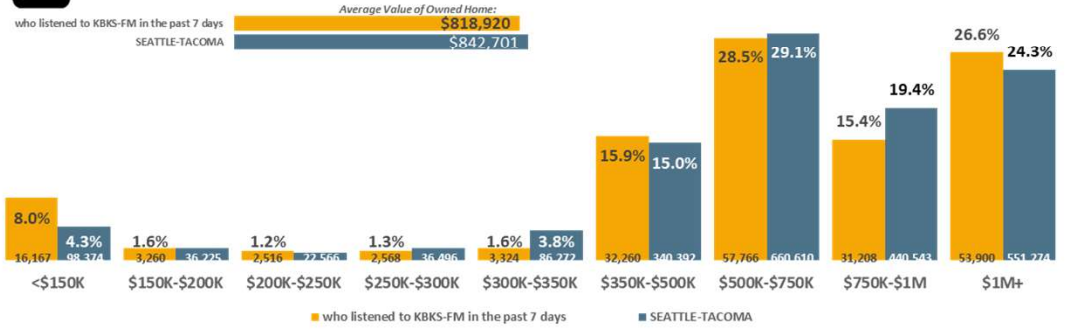
Type of Home: Adults 18 or older



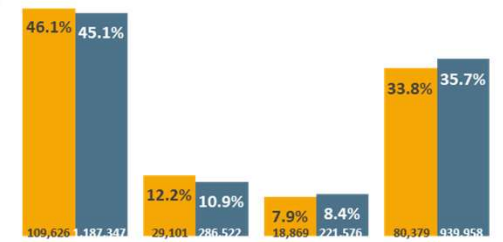
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



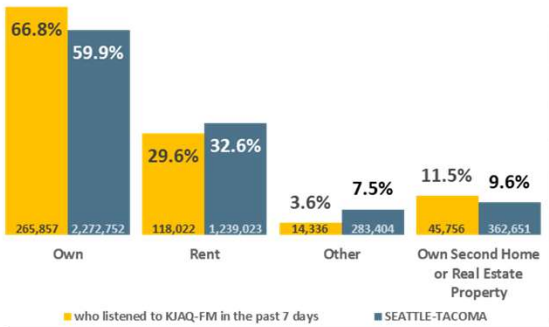
SEATTLE-TACOMA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 339

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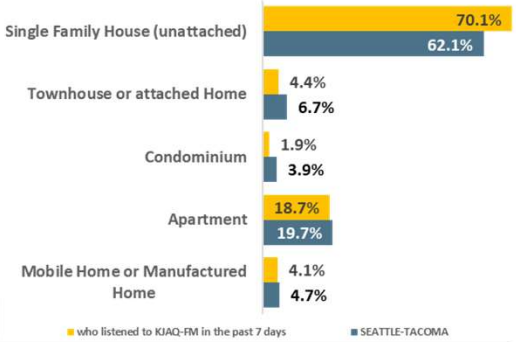
Radio Stations: KBKS-FM

10.5% or 398,215 of SEATTLE-TACOMA Metro Adults 18 or older listened to KJAQ-FM in the past 7 days. Adults 18 or older who listened to KJAQ-FM in the past 7 days are 11.5% more likely to own their home, 4.4% more likely to own a higher valued home, 12.8% more likely to have a single-family home, 5.1% more likely to have a dog.

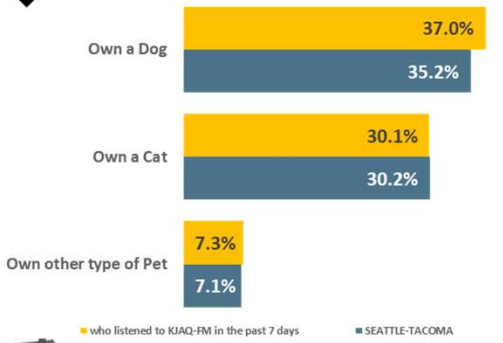
Own/Rent/Other: Adults 18 or older



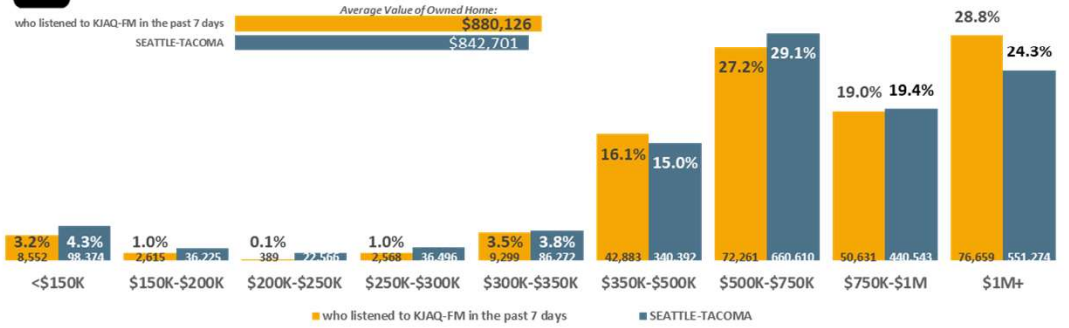
Type of Home: Adults 18 or older



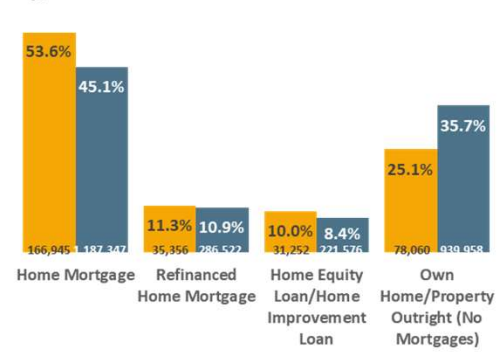
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



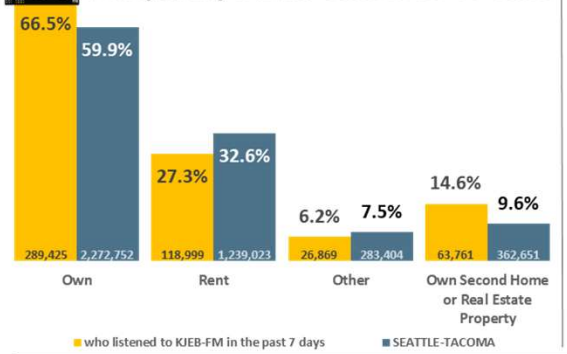
SEATTLE-TACOMA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 383

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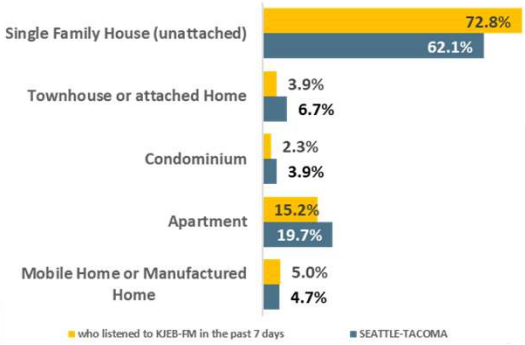
Radio Stations: KJAQ-FM

11.5% or 435,293 of SEATTLE-TACOMA Metro Adults 18 or older listened to KJEB-FM in the past 7 days. Adults 18 or older who listened to KJEB-FM in the past 7 days are 11.% more likely to own their home, 1.6% more likely to own a higher valued home, 17.2% more likely to have a single-family home, 2.1% more likely to have a dog.

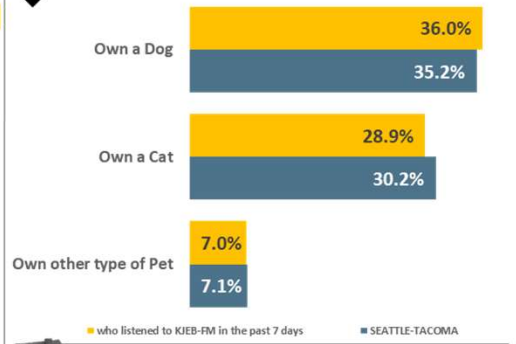
Own/Rent/Other: Adults 18 or older



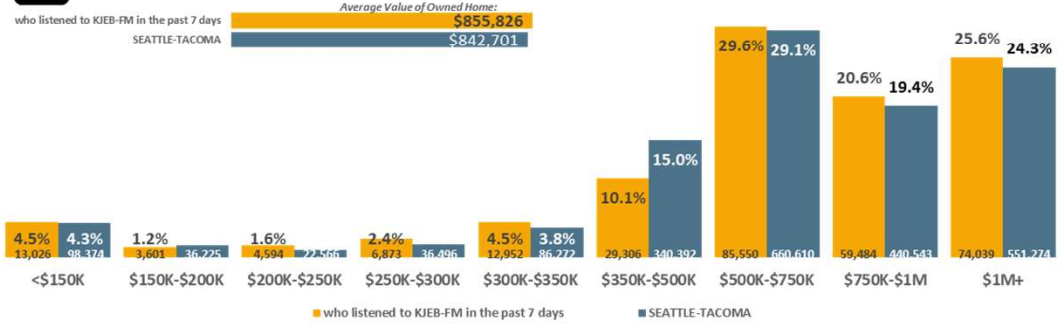
Type of Home: Adults 18 or older



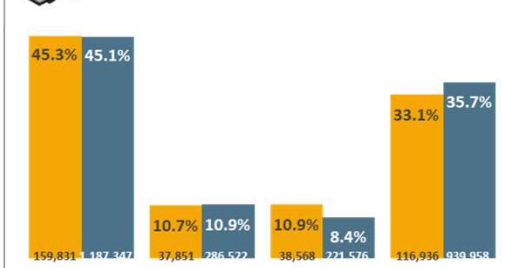
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



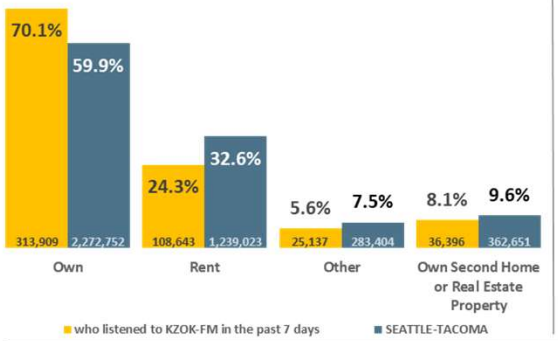
SEATTLE-TACOMA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 426

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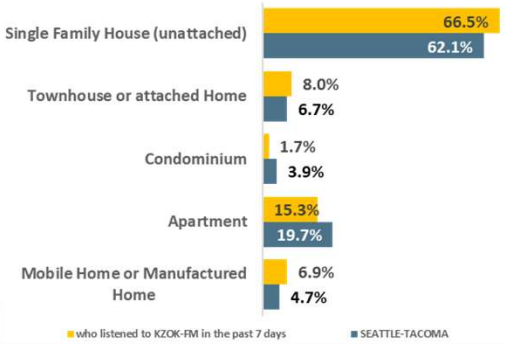
Radio Stations: KJEB-FM

11.8% or 447,689 of SEATTLE-TACOMA Metro Adults 18 or older listened to KZOK-FM in the past 7 days. Adults 18 or older who listened to KZOK-FM in the past 7 days are 17.1% more likely to own their home, 6.% more likely to own a lower valued home, 7.% more likely to have a single-family home, 6.7% more likely to have a dog.

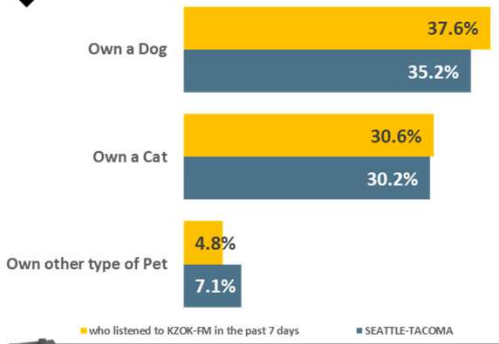
Own/Rent/Other: Adults 18 or older



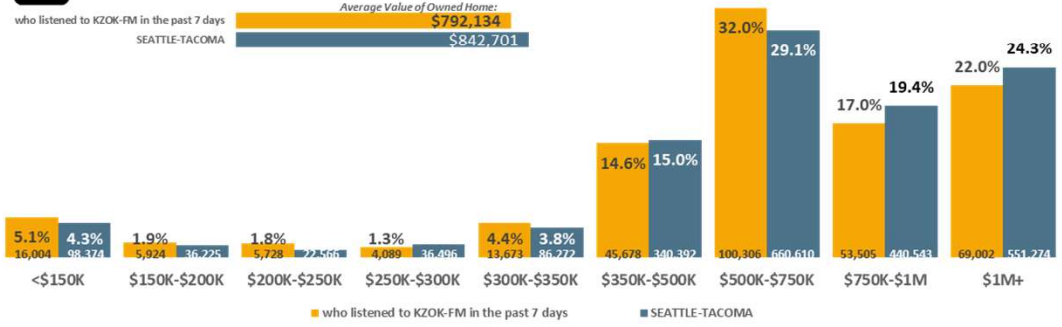
Type of Home: Adults 18 or older



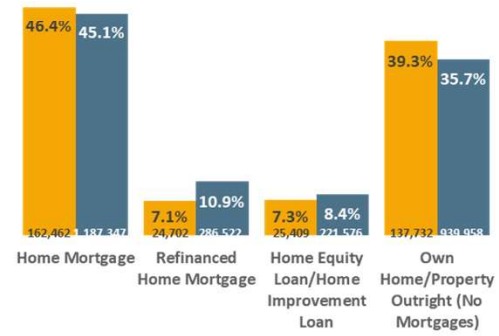
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



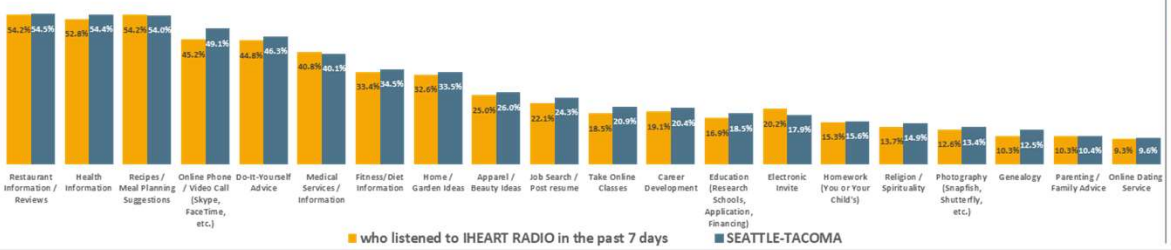
SEATTLE-TACOMA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 429

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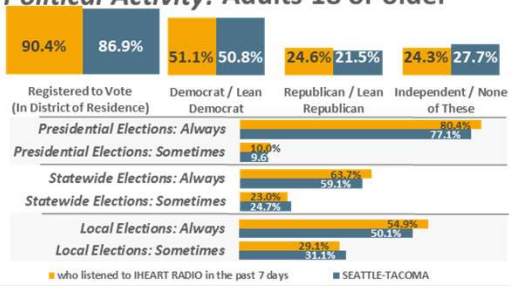
Radio Stations: KZOK-FM

35.8% or 1,359,271 of SEATTLE-TACOMA Metro Adults 18 or older listened to IHEART RADIO in the past 7 days. Adults 18 or older who listened to IHEART RADIO in the past 7 days are 3.2% less likely to look up D-I-Y advice online, 9.4% more likely to always vote in local elections, 2.5% less likely to belong to a gym, 7.5% more likely to fly domestic past yr.

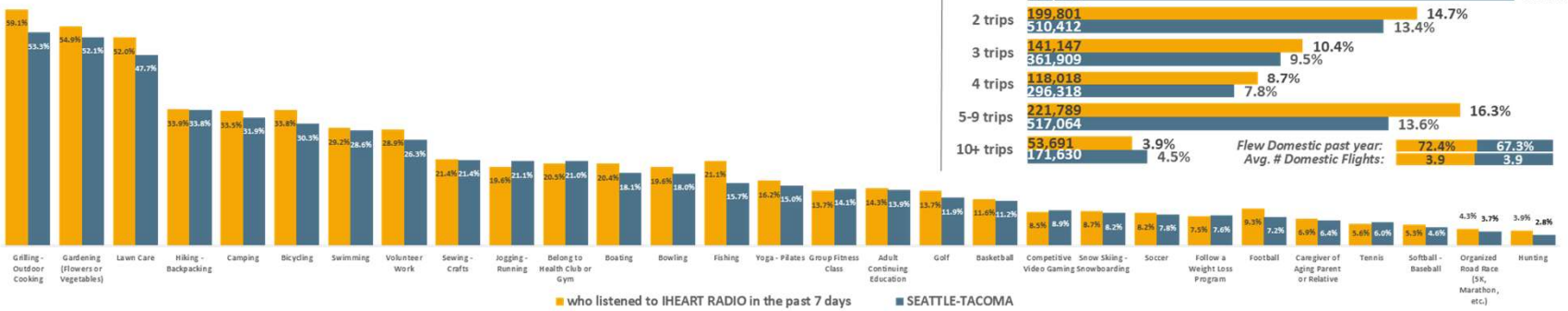
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



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

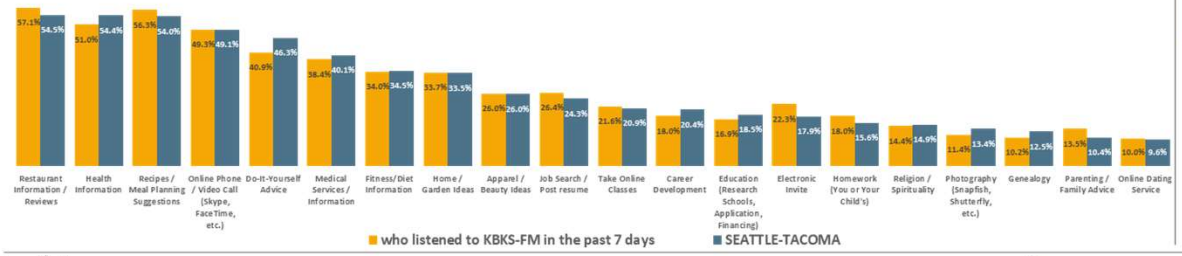
SEATTLE-TACOMA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,324

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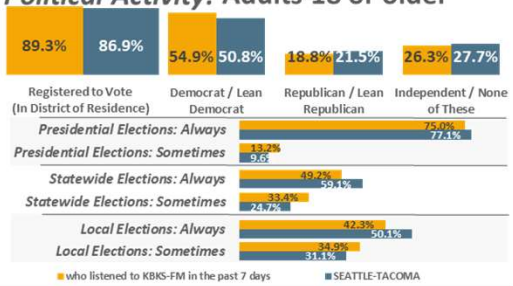
(Radio Stations: KBKS-FM OR Radio Stations: KJAQ-FM OR Radio Stations: KJEB-FM OR Radio Stations: KJR-AM OR Radio Stations: KJR-FM OR Radio Stations: KJR-FM HD2 OR Radio Stations: KZOK-FM)

10.% or 381,324 of SEATTLE-TACOMA Metro Adults 18 or older listened to KBKS-FM in the past 7 days. Adults 18 or older who listened to KBKS-FM in the past 7 days are 11.7% less likely to look up D-I-Y advice online, 15.7% less likely to always vote in local elections, 10.1% less likely to belong to a gym, 1.8% more likely to fly domestic past yr.

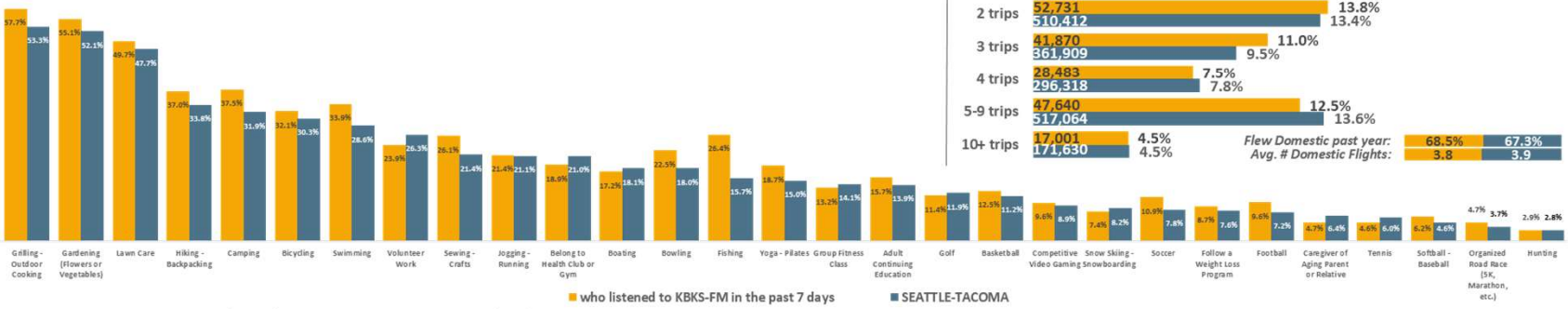
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



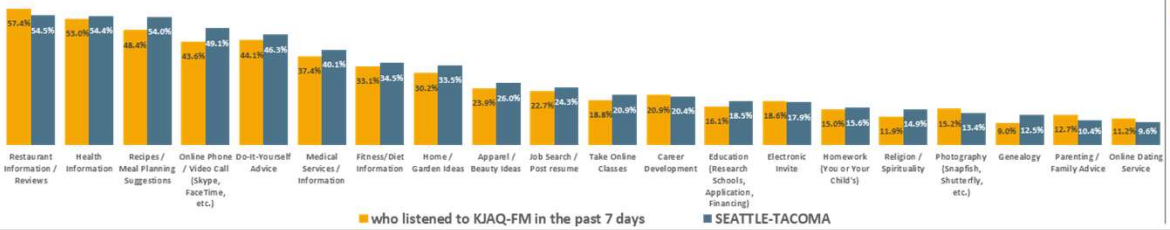
Past 12-months Domestic Airline Trips: Adults 18 or older

SEATTLE-TACOMA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 339

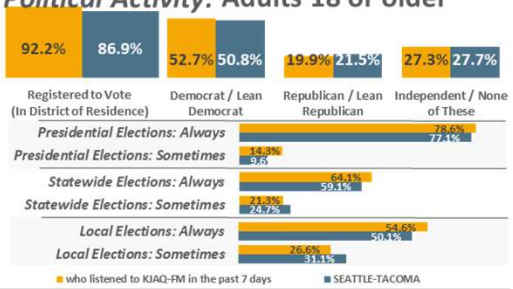
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10.5% or 398,215 of SEATTLE-TACOMA Metro Adults 18 or older listened to KJAQ-FM in the past 7 days. Adults 18 or older who listened to KJAQ-FM in the past 7 days are 4.8% less likely to look up D-I-Y advice online, 8.8% more likely to always vote in local elections, 8.% more likely to belong to a gym, 13.4% more likely to fly domestic past yr.

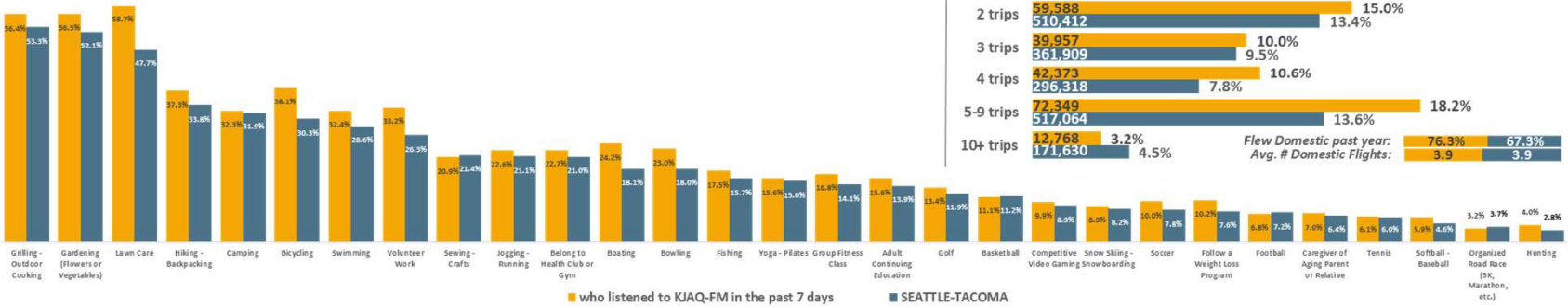
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



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

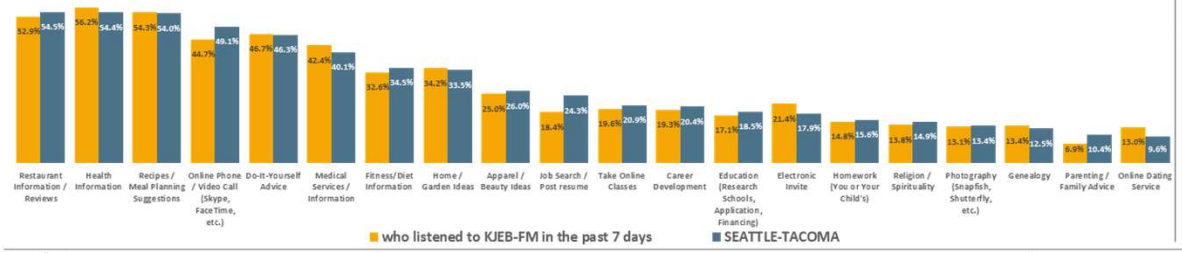
SEATTLE-TACOMA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 383

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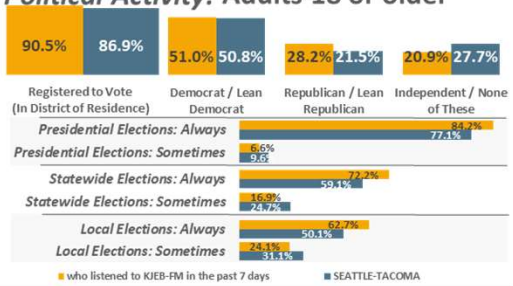
Radio Stations: KJAQ-FM

11.5% or 435,293 of SEATTLE-TACOMA Metro Adults 18 or older listened to KJEB-FM in the past 7 days. Adults 18 or older who listened to KJEB-FM in the past 7 days are .8% more likely to look up D-I-Y advice online, 25.5% more likely to always vote in local elections, 6.% more likely to belong to a gym, 15.7% more likely to fly domestic past yr.

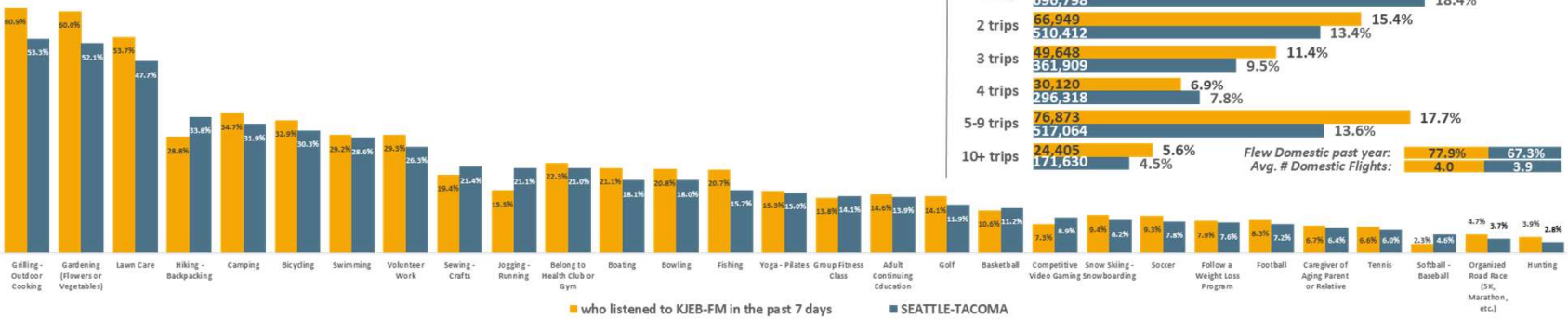
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



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

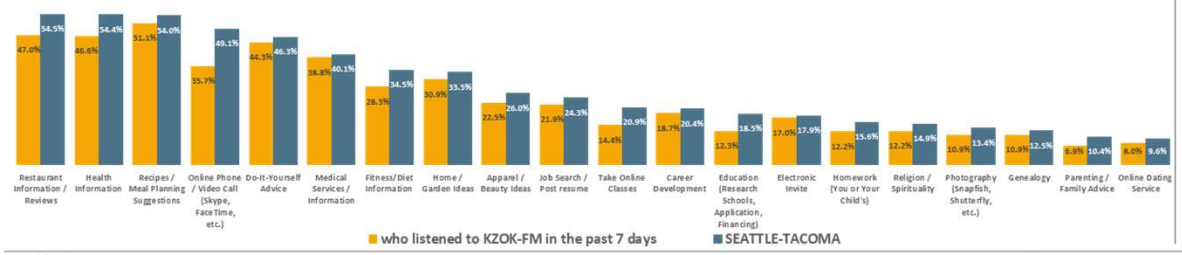
SEATTLE-TACOMA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 426

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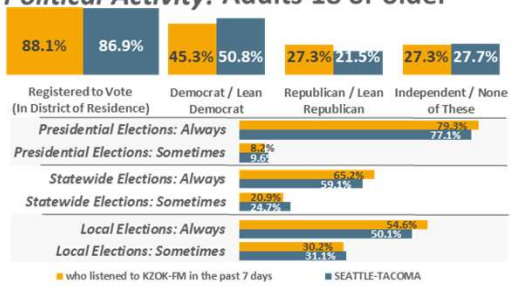
Radio Stations: KJEB-FM

11.8% or 447,689 of SEATTLE-TACOMA Metro Adults 18 or older listened to KZOK-FM in the past 7 days. Adults 18 or older who listened to KZOK-FM in the past 7 days are 4.4% less likely to look up D-I-Y advice online, 8.9% more likely to always vote in local elections, 20.5% less likely to belong to a gym, 1.% more likely to fly domestic past yr.

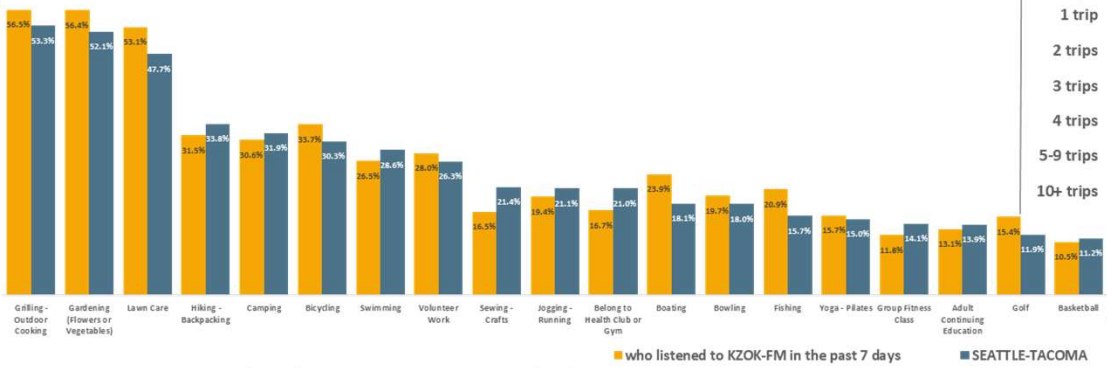
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



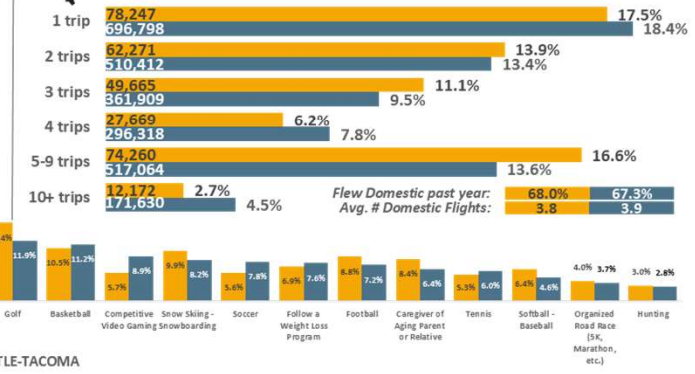
Political Activity: Adults 18 or older



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



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



SEATTLE-TACOMA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 429

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35.8% or 1,359,271 of SEATTLE-TACOMA Metro Adults 18 or older listened to IHEART RADIO in the past 7 days. Adults 18 or older who listened to IHEART RADIO in the past 7 days are 3.3% more likely to use QSRs past mo., 5.3% more likely to use Sit-Down Restaurants past mo., 13.3% more likely to use Casinos past yr., 4.9% less 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)



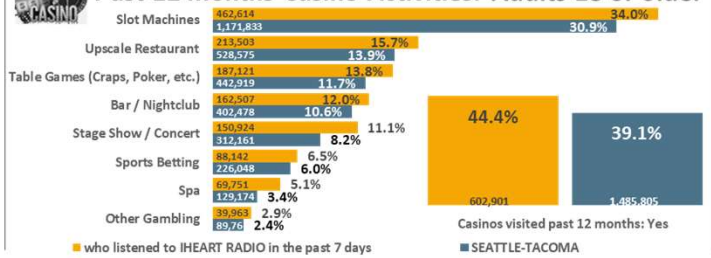
Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)

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



SEATTLE-TACOMA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,324

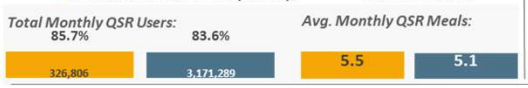
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(Radio Stations: KBKS-FM OR Radio Stations: KJAQ-FM OR Radio Stations: KJEB-FM OR Radio Stations: KJR-AM OR Radio Stations: KJR-FM OR Radio Stations: KJR-FM HD2 OR Radio Stations: KZOK-FM)

10.% or 381,324 of SEATTLE-TACOMA Metro Adults 18 or older listened to KBKS-FM in the past 7 days. Adults 18 or older who listened to KBKS-FM in the past 7 days are 2.6% more likely to use QSRs past mo., 3.8% more likely to use Sit-Down Restaurants past mo., 8.4% more likely to use Casinos past yr., 6.3% more likely to smoke cigarettes.

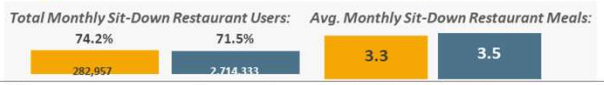
Past 30-days QSR Users: Adults 18 or older





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





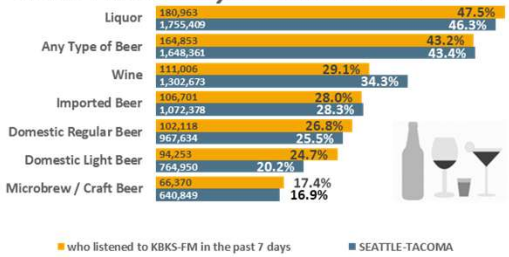
Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



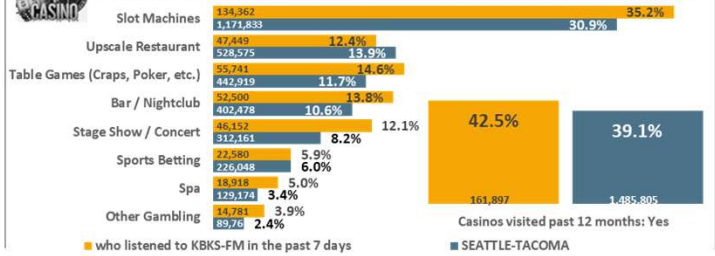


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



SEATTLE-TACOMA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 339

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Radio Stations: KBKS-FM

10.5% or 398,215 of SEATTLE-TACOMA Metro Adults 18 or older listened to KJAQ-FM in the past 7 days. Adults 18 or older who listened to KJAQ-FM in the past 7 days are 2.7% more likely to use QSRs past mo., 9.3% more likely to use Sit-Down Restaurants past mo., 22.1% more likely to use Casinos past yr., 27.6% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older





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





Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



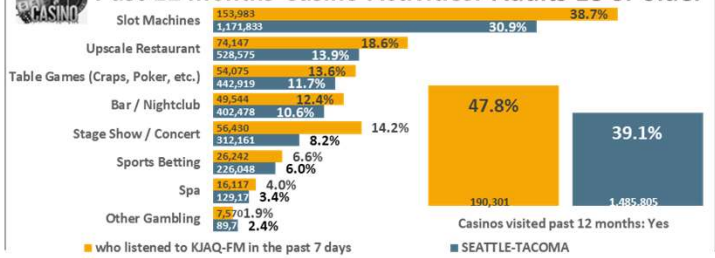


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



SEATTLE-TACOMA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 383

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Radio Stations: KJAQ-FM

11.5% or 435,293 of SEATTLE-TACOMA Metro Adults 18 or older listened to KJEB-FM in the past 7 days. Adults 18 or older who listened to KJEB-FM in the past 7 days are 3.4% more likely to use QSRs past mo., 11.8% more likely to use Sit-Down Restaurants past mo., 15.1% more likely to use Casinos past yr., 40.7% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



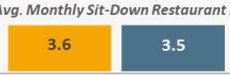
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



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.)

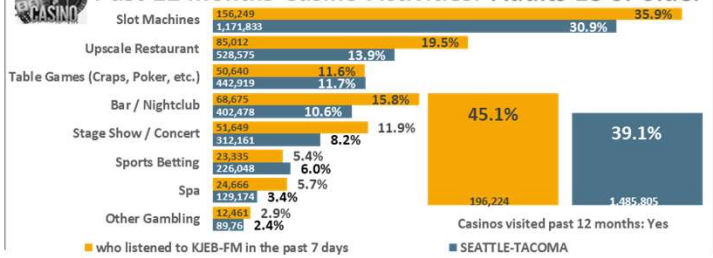


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



SEATTLE-TACOMA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 426

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Radio Stations: KJEB-FM

11.8% or 447,689 of SEATTLE-TACOMA Metro Adults 18 or older listened to KZOK-FM in the past 7 days. Adults 18 or older who listened to KZOK-FM in the past 7 days are 4.7% more likely to use QSRs past mo., 2.5% less likely to use Sit-Down Restaurants past mo., 4.5% more likely to use Casinos past yr., 11.7% 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.)

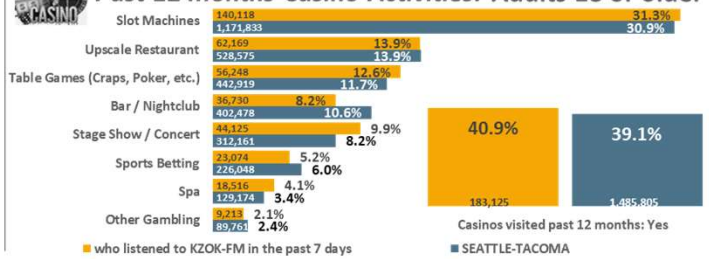


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



SEATTLE-TACOMA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 429

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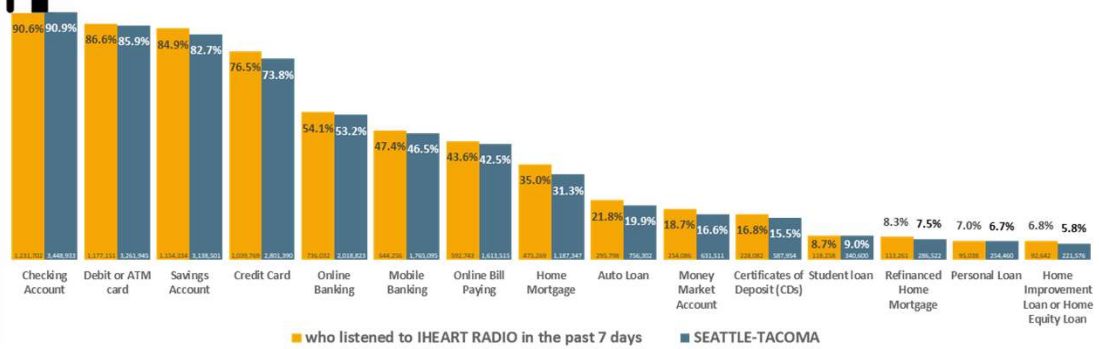
Radio Stations: KZOK-FM

35.8% or 1,359,271 of SEATTLE-TACOMA Metro Adults 18 or older listened to IHEART RADIO in the past 7 days. Adults 18 or older who listened to IHEART RADIO in the past 7 days are 1.7% more likely to have a 401K, 9.2% more likely to have an Auto Loan, 5.7% less likely to Invest/Trade Stocks Online, 6.2% more likely to pay with their Debit Card.

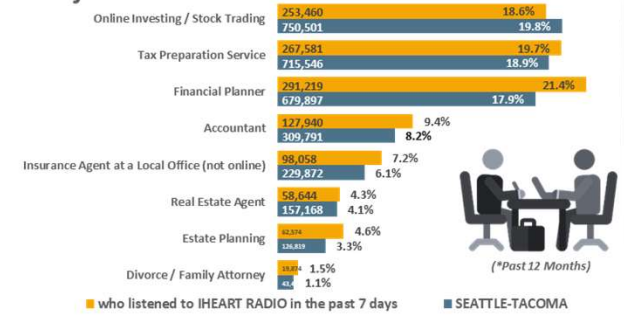
Investments Owned: Adults 18 or older



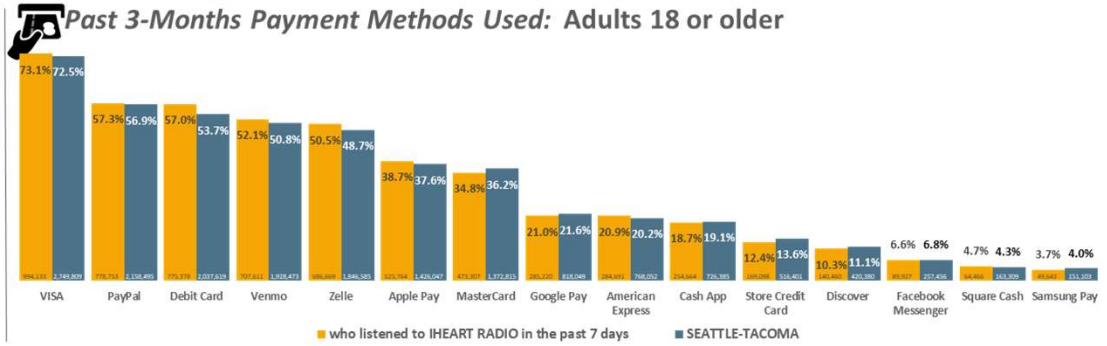
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



SEATTLE-TACOMA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,324

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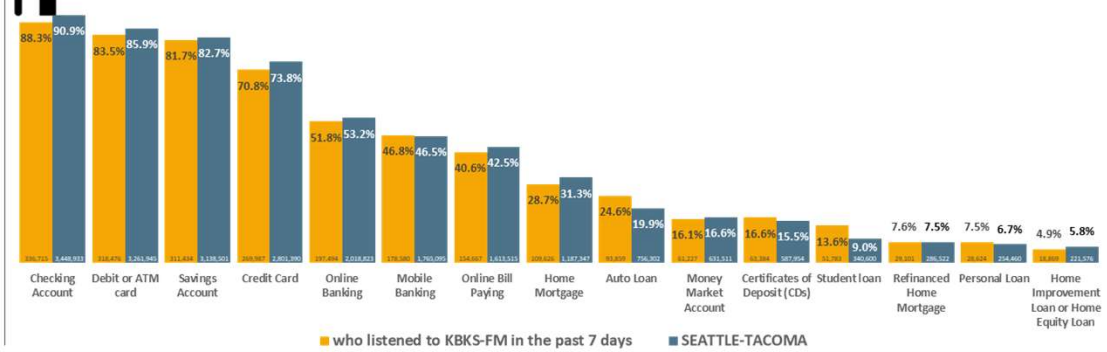
(Radio Stations: KBKS-FM OR Radio Stations: KJAQ-FM OR Radio Stations: KJEB-FM OR Radio Stations: KJR-AM OR Radio Stations: KJR-FM OR Radio Stations: KJR-FM HD2 OR Radio Stations: KZOK-FM)

10.% or 381,324 of SEATTLE-TACOMA Metro Adults 18 or older listened to KBKS-FM in the past 7 days. Adults 18 or older who listened to KBKS-FM in the past 7 days are 4.% less likely to have a 401K, 23.5% more likely to have an Auto Loan, 1.6% more likely to Invest/Trade Stocks Online, 9.5% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



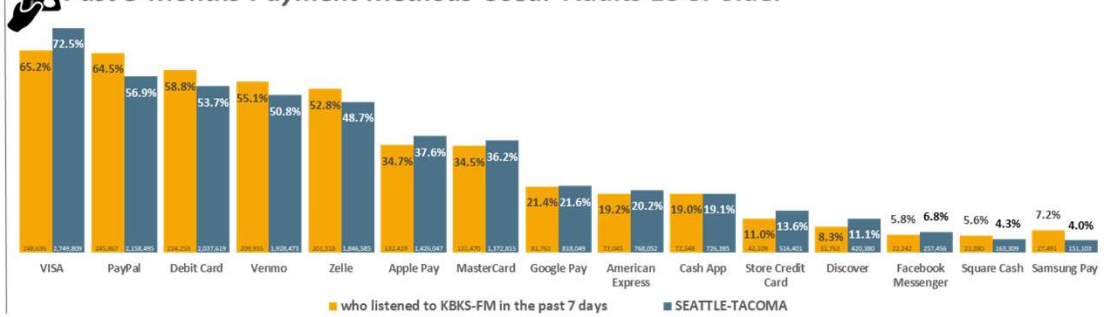
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



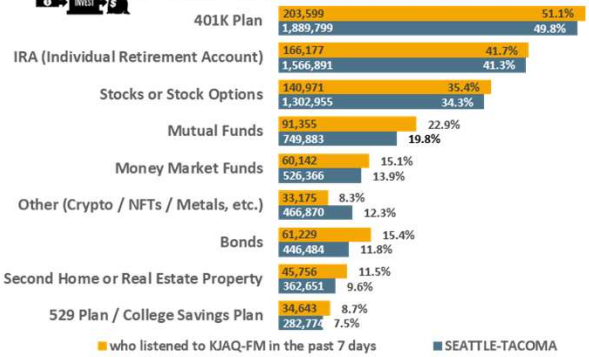
Past 3-Months Payment Methods Used: Adults 18 or older



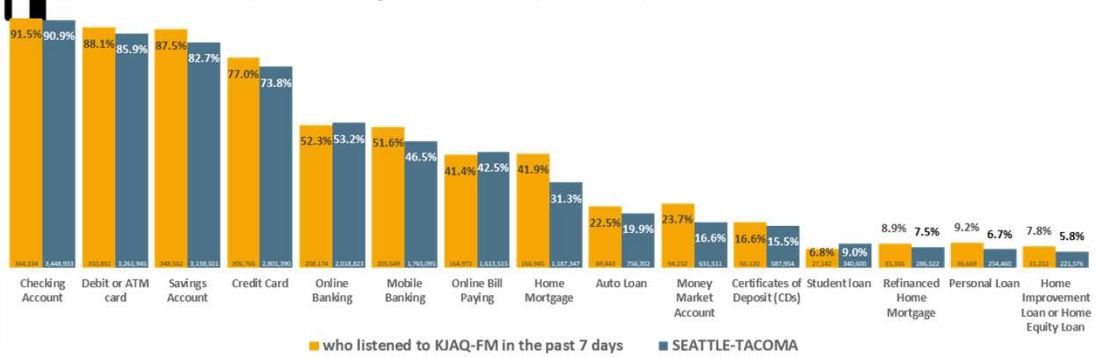
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10.5% or 398,215 of SEATTLE-TACOMA Metro Adults 18 or older listened to KJAQ-FM in the past 7 days. Adults 18 or older who listened to KJAQ-FM in the past 7 days are 2.7% more likely to have a 401K, 12.7% more likely to have an Auto Loan, 2.8% less likely to Invest/Trade Stocks Online, 6.2% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



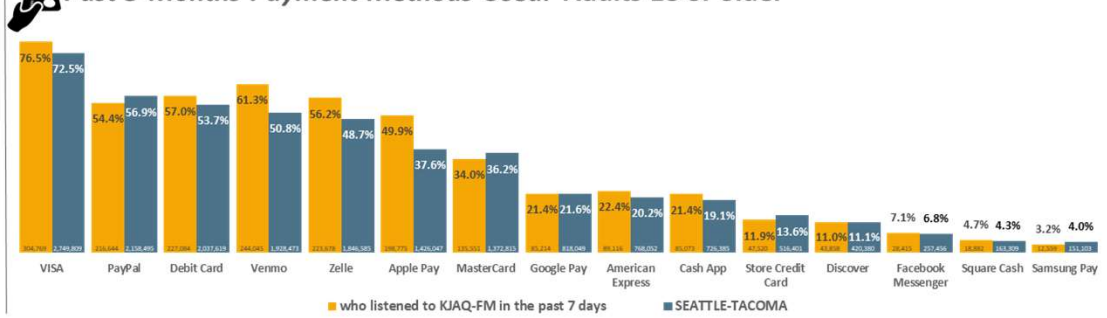
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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

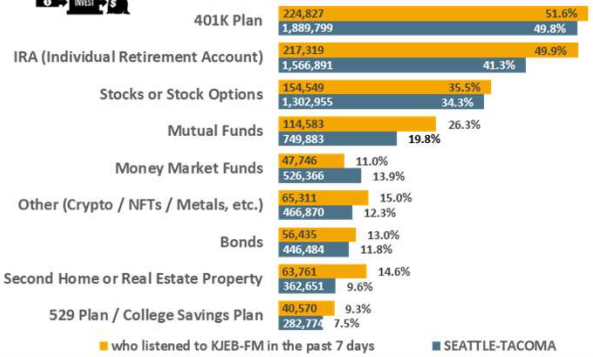


SEATTLE-TACOMA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 383

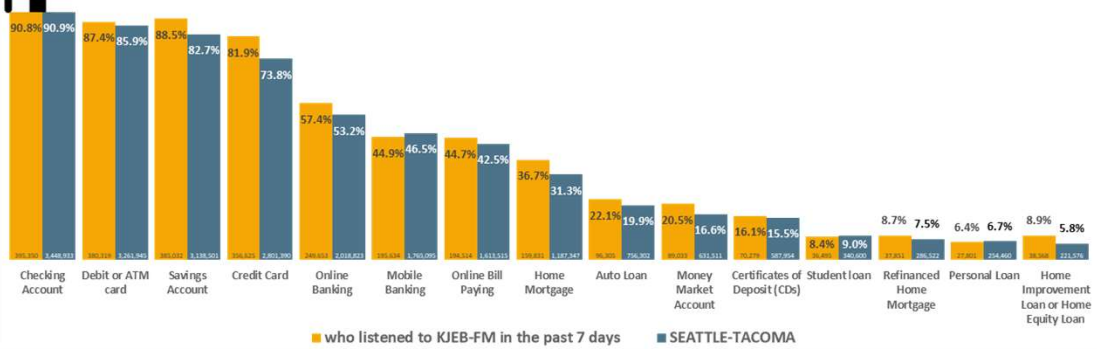
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11.5% or 435,293 of SEATTLE-TACOMA Metro Adults 18 or older listened to KJEB-FM in the past 7 days. Adults 18 or older who listened to KJEB-FM in the past 7 days are 3.7% more likely to have a 401K, 11.% more likely to have an Auto Loan, 10.1% less likely to Invest/Trade Stocks Online, 8.8% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



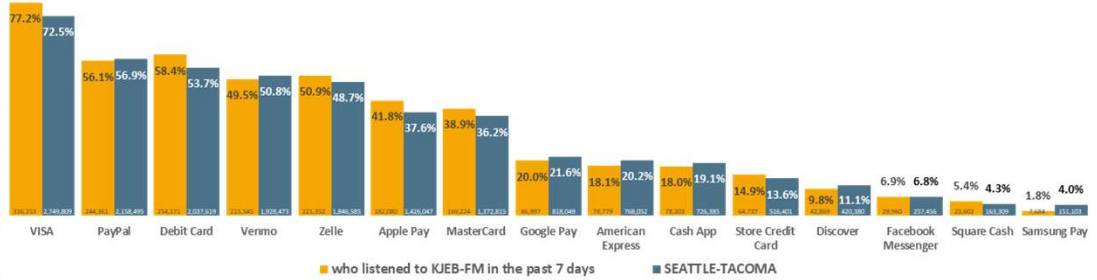
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



SEATTLE-TACOMA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 426

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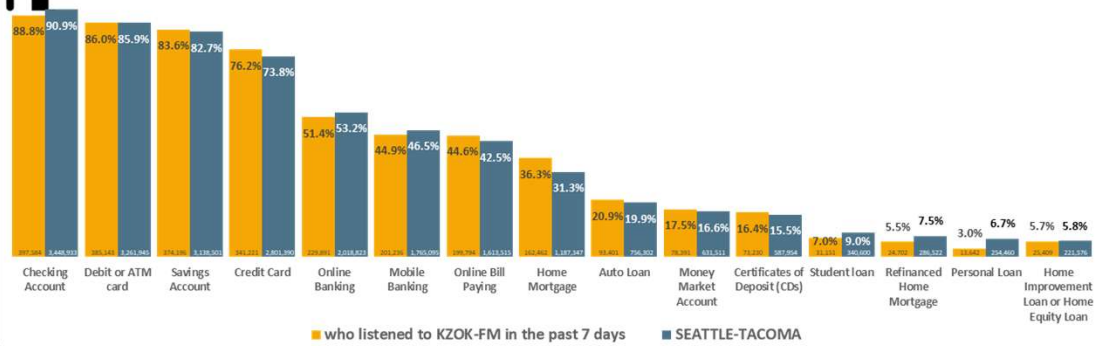
Radio Stations: KJEB-FM

11.8% or 447,689 of SEATTLE-TACOMA Metro Adults 18 or older listened to KZOK-FM in the past 7 days. Adults 18 or older who listened to KZOK-FM in the past 7 days are 5.5% less likely to have a 401K, 4.7% more likely to have an Auto Loan, 22.8% less likely to Invest/Trade Stocks Online, 1.9% less likely to pay with their Debit Card.

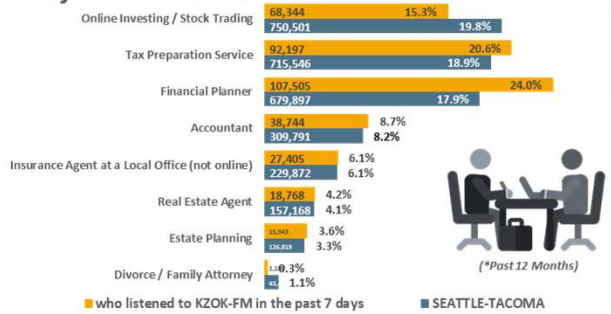
Investments Owned: Adults 18 or older



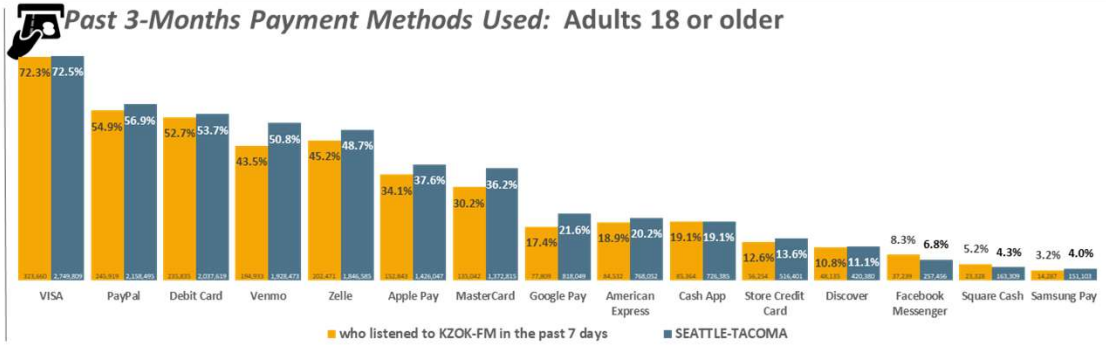
Financial Services Has and/or Uses: Adults 18 or older



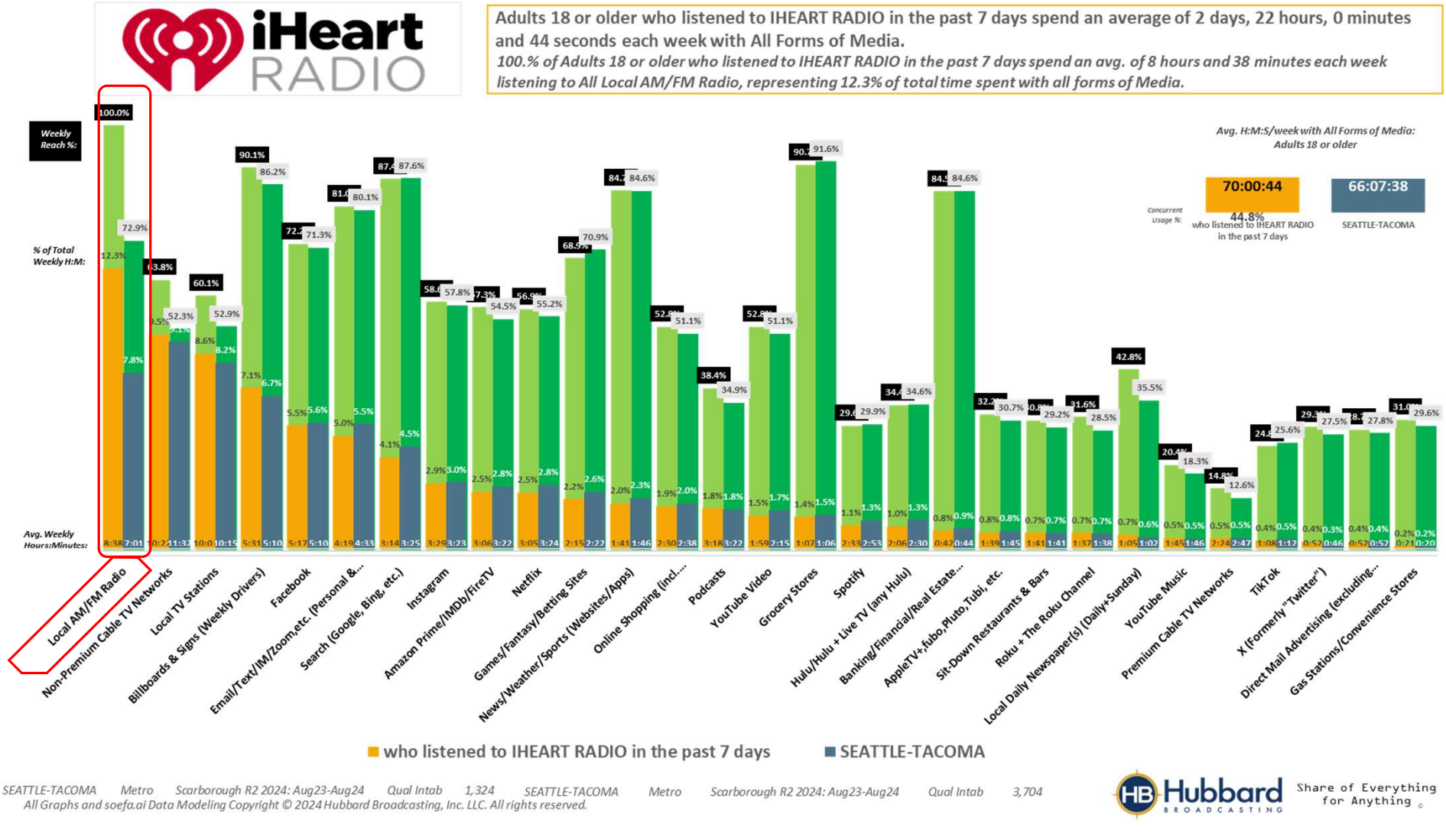
Professional Services Used:* Adults 18 or older



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



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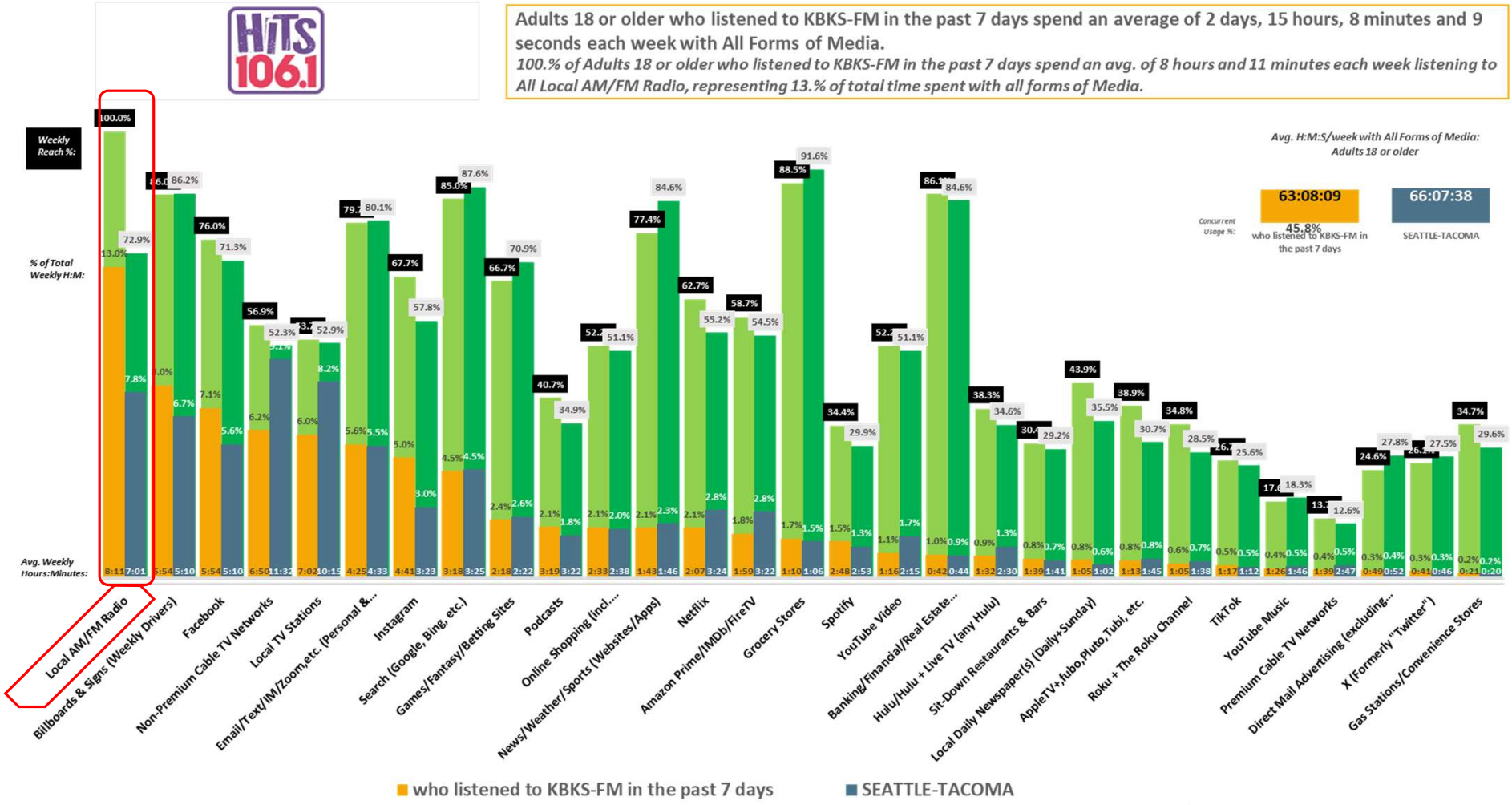


SEATTLE-TACOMA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,324 SEATTLE-TACOMA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 3,704

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(Radio Stations: KBKS-FM OR Radio Stations: KJAQ-FM OR Radio Stations: KJEB-FM OR Radio Stations: KJR-AM OR Radio Stations: KJR-FM OR Radio Stations: KJR-FM HD2 OR Radio Stations: KZOK-FM)

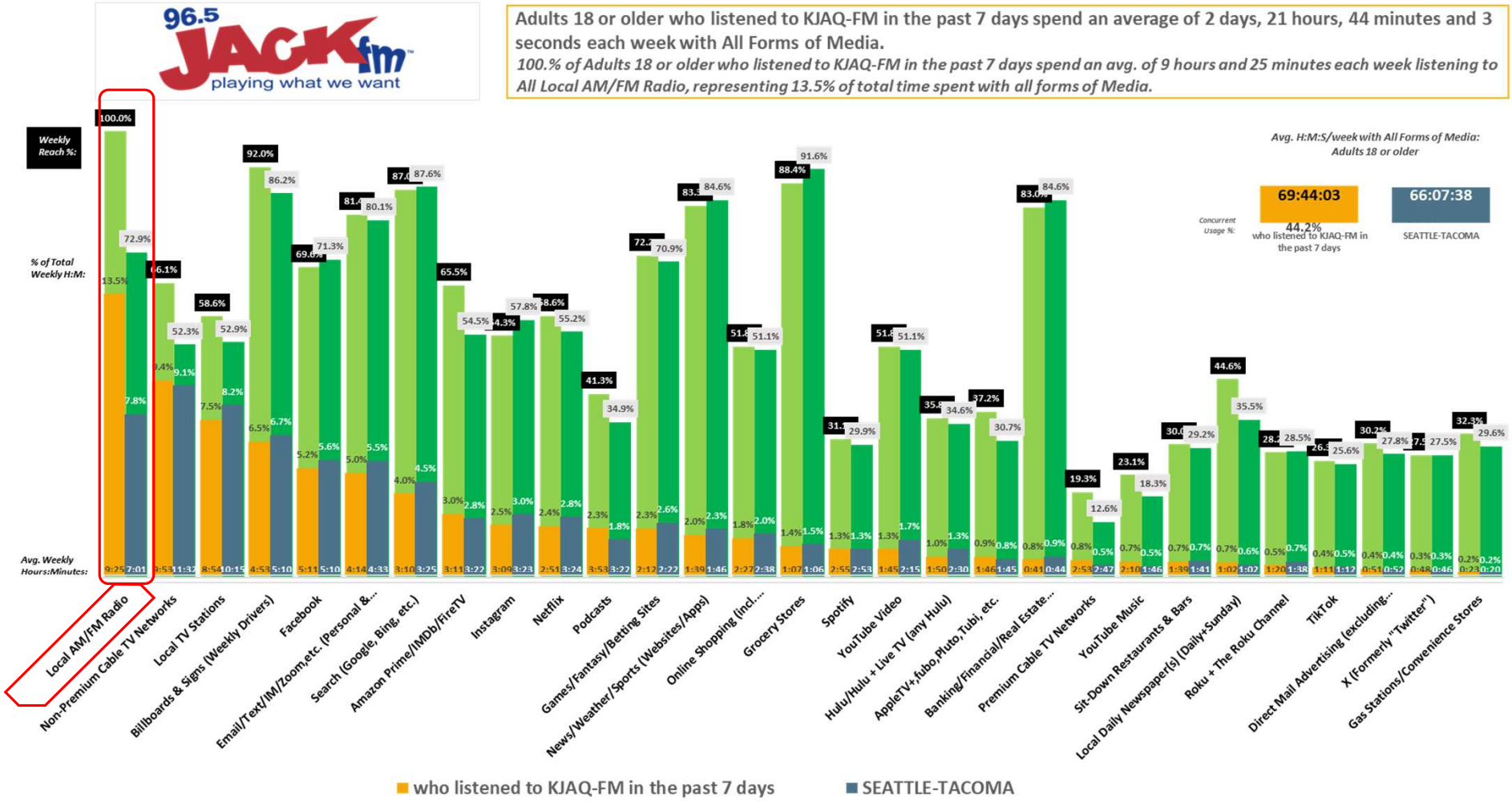


SEATTLE-TACOMA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 339 SEATTLE-TACOMA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 3,704

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Radio Stations: KBKS-FM

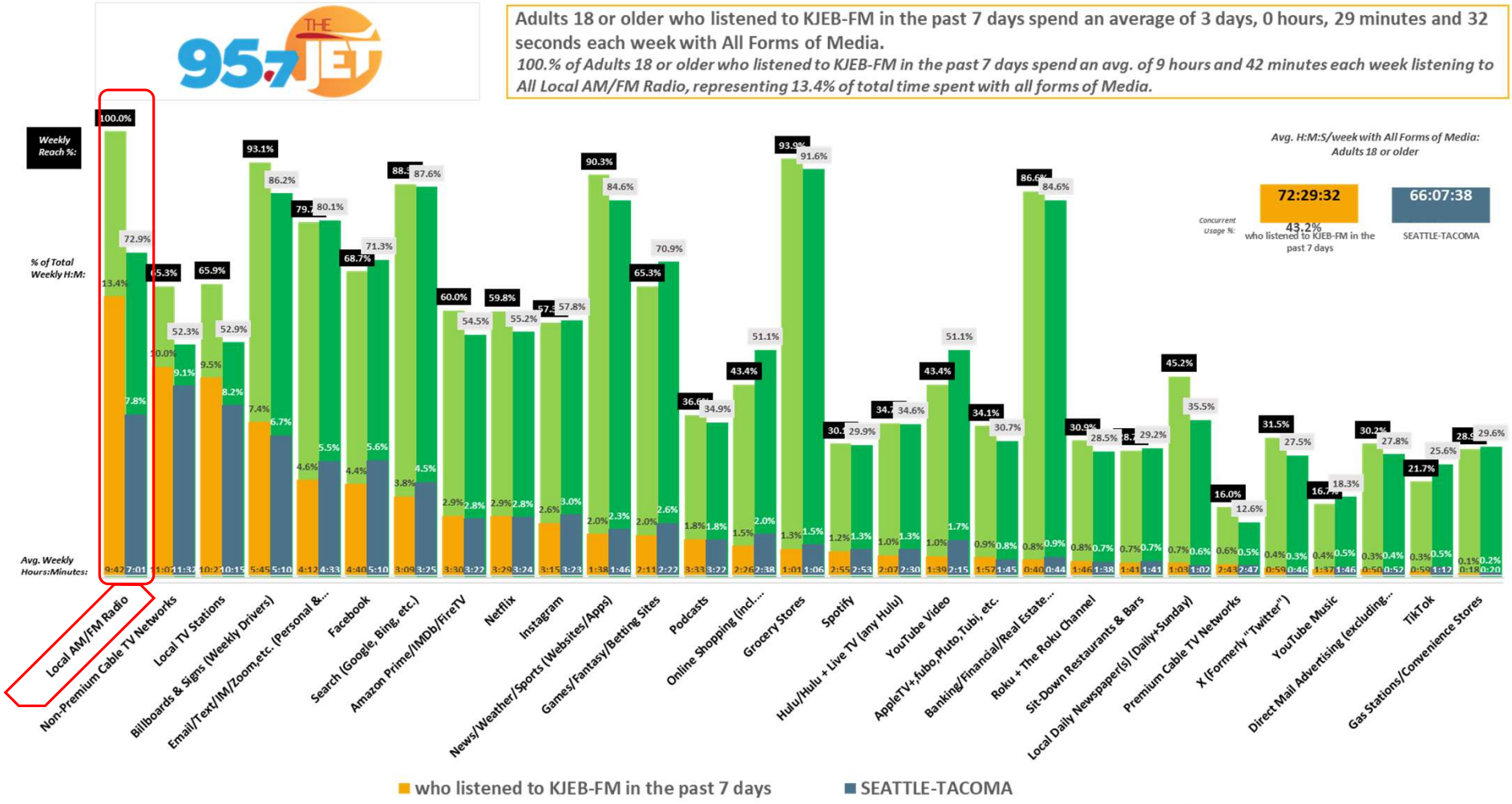


SEATTLE-TACOMA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 383 SEATTLE-TACOMA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 3,704

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Radio Stations: KJAQ-FM

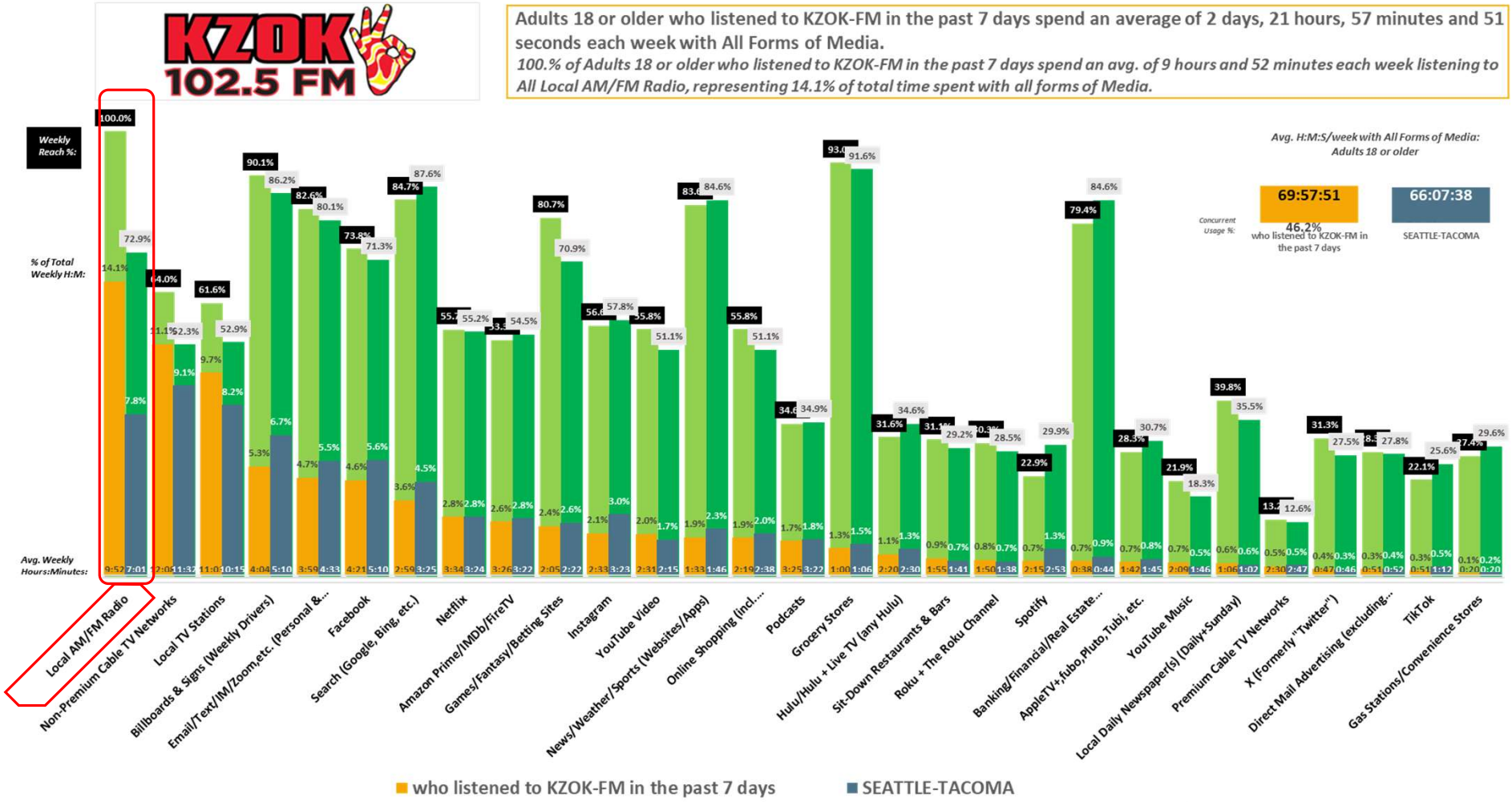


SEATTLE-TACOMA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 426 SEATTLE-TACOMA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 3,704

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Radio Stations: KJEB-FM



SEATTLE-TACOMA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 429 SEATTLE-TACOMA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 3,704

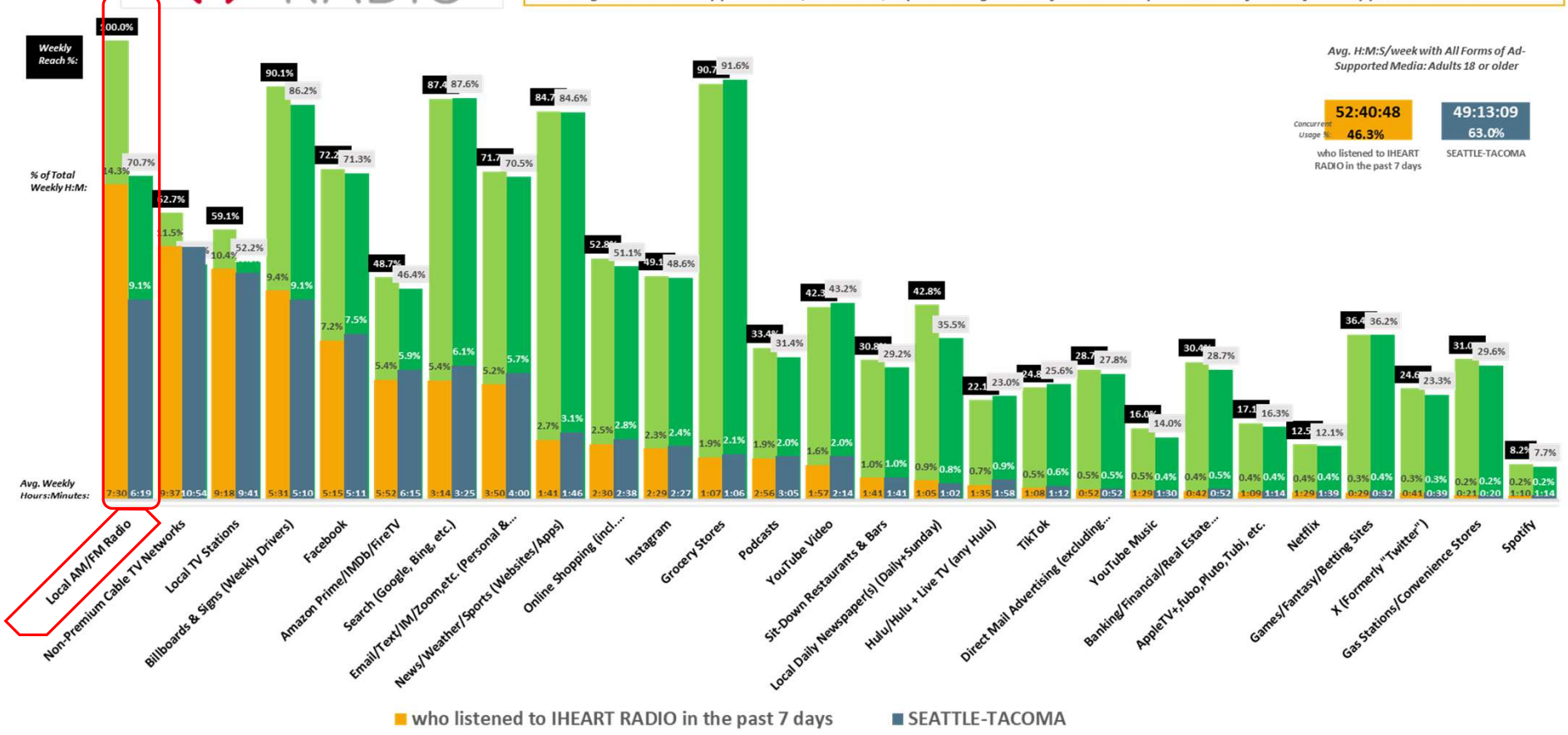
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Radio Stations: KZOK-FM

Adults 18 or older who listened to IHEART RADIO in the past 7 days spend an average of 2 days, 4 hours, 40 minutes and 48 seconds each week with All Forms of Ad-Supported Media.

100.% of Adults 18 or older who listened to IHEART RADIO in the past 7 days spend an avg. of 7 hours and 30 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 14.3% of total time spent with all forms of Ad-Supported Media.

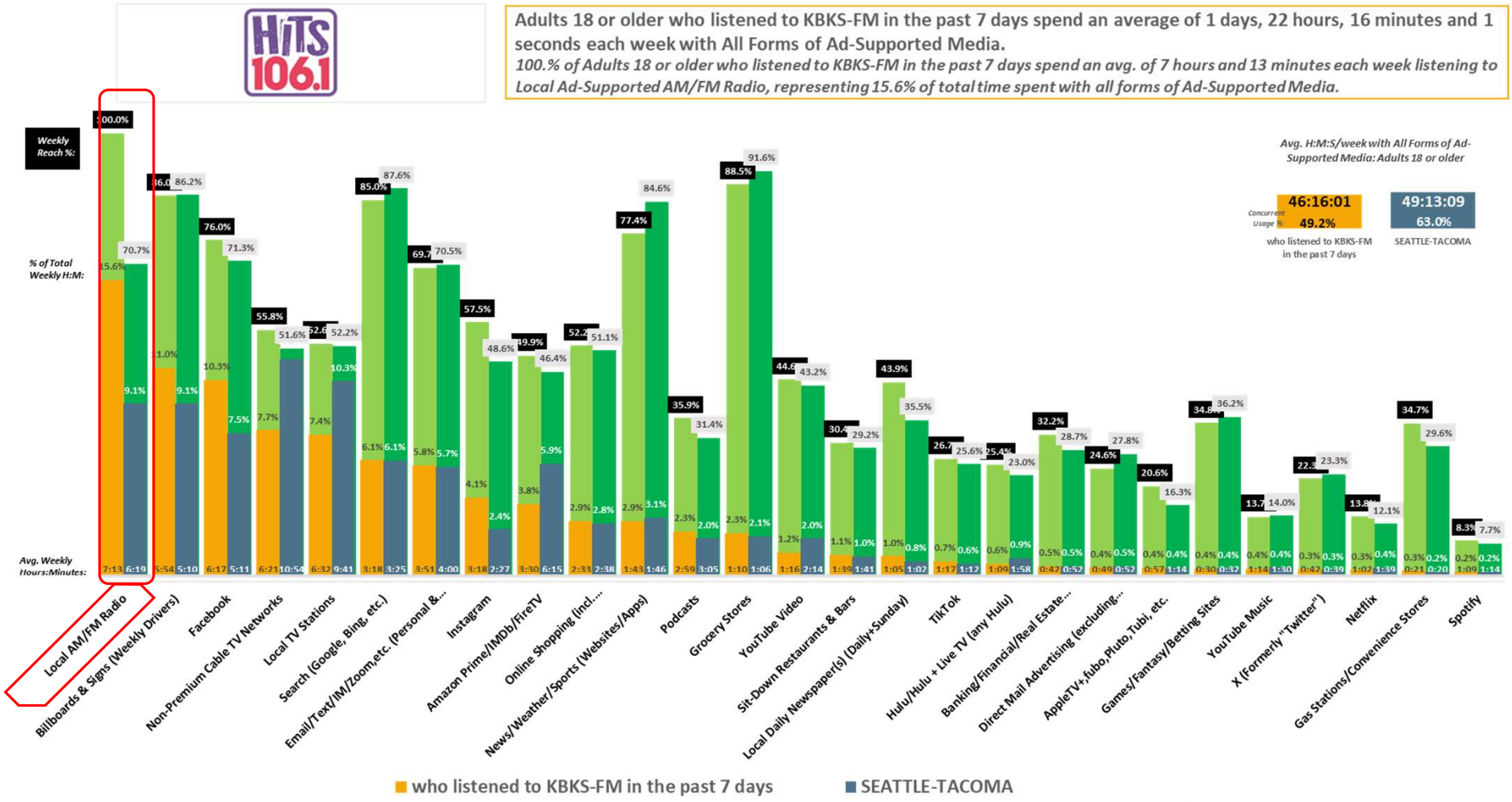


SEATTLE-TACOMA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,324 SEATTLE-TACOMA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 3,704

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(Radio Stations: KBKS-FM OR Radio Stations: KJAQ-FM OR Radio Stations: KJEB-FM OR Radio Stations: KJR-AM OR Radio Stations: KJR-FM OR Radio Stations: KJR-FM HD2 OR Radio Stations: KZOK-FM)

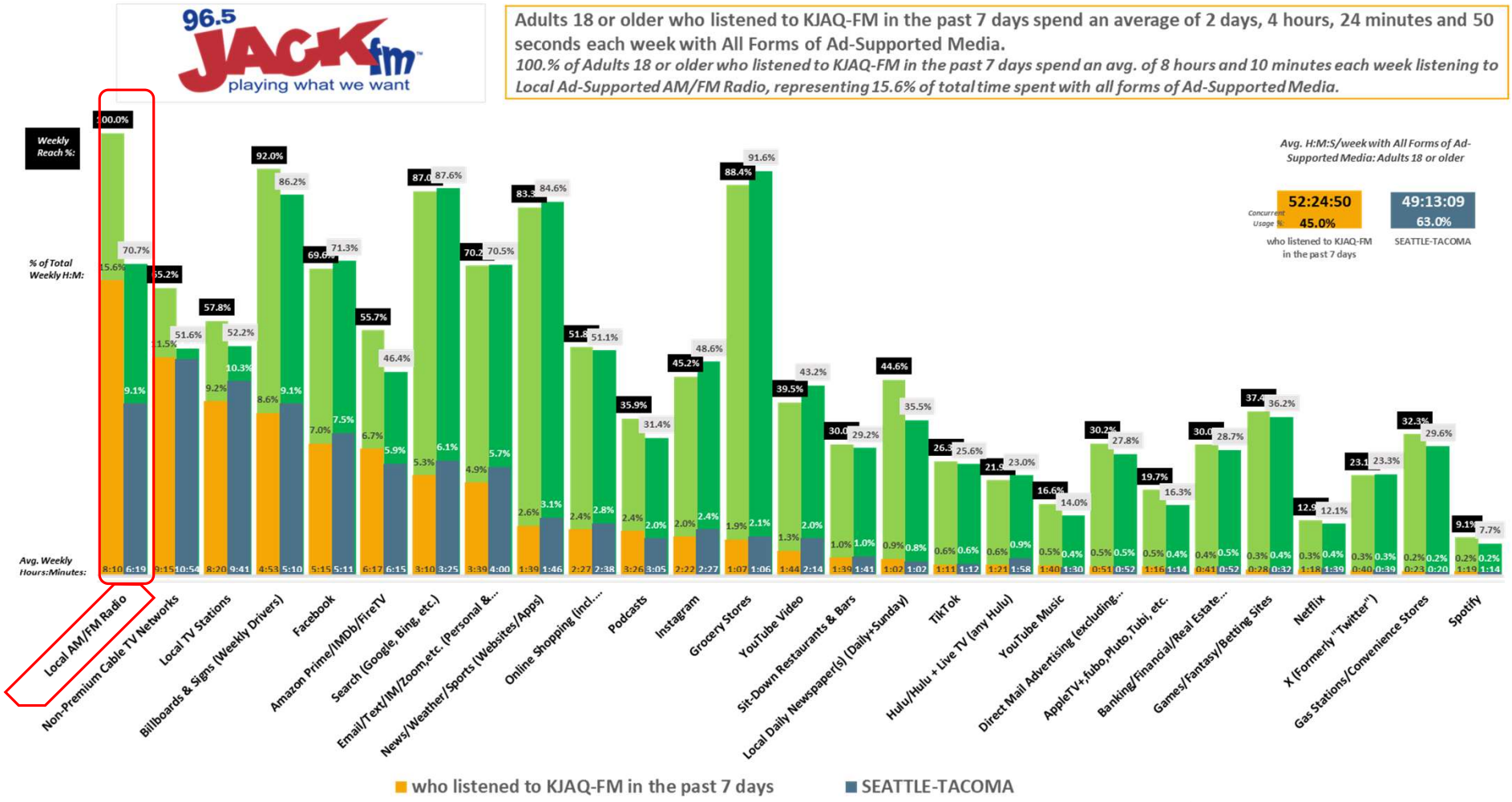


SEATTLE-TACOMA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 339 SEATTLE-TACOMA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 3,704

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Radio Stations: KBKS-FM

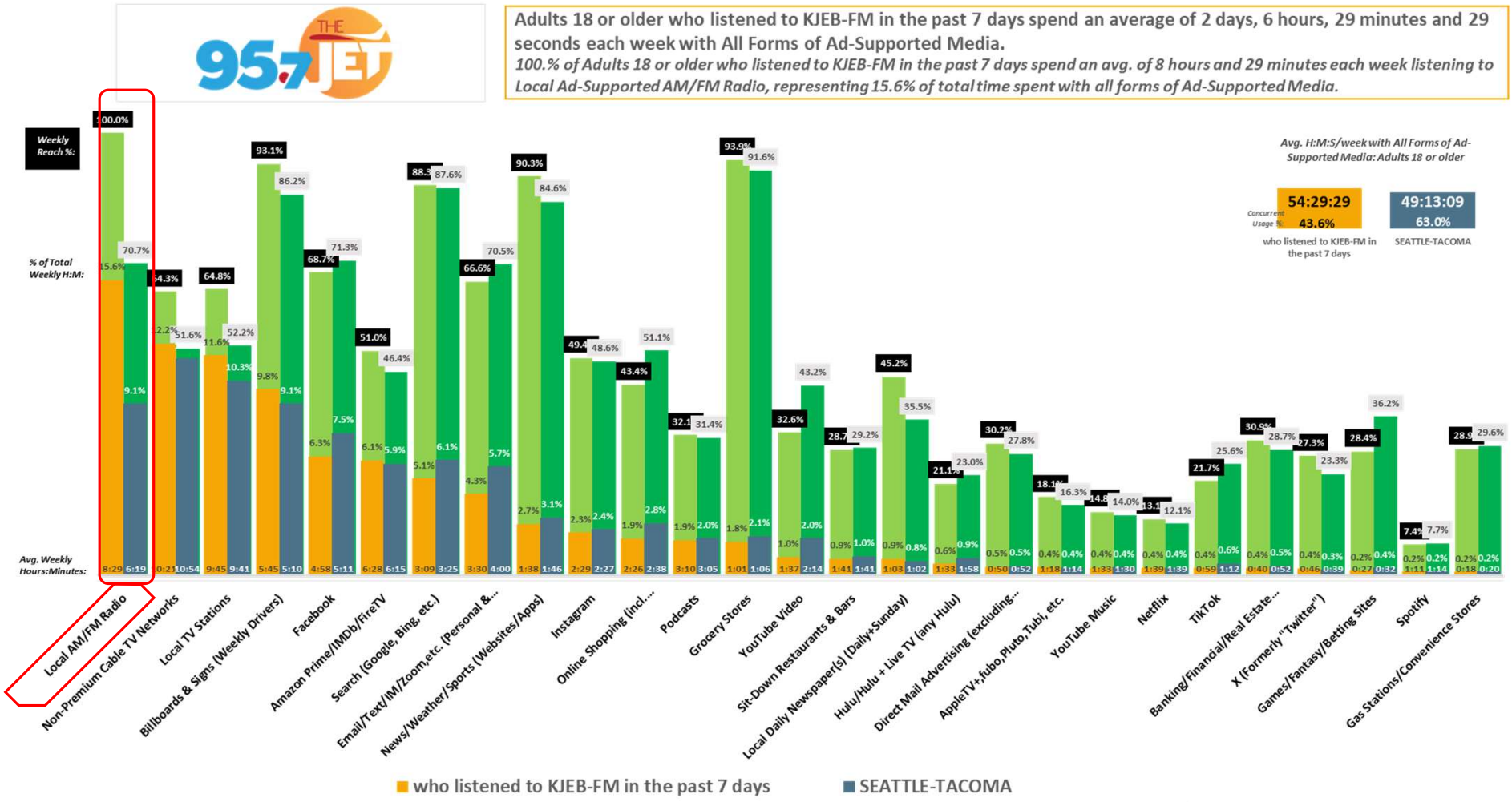


SEATTLE-TACOMA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 383 SEATTLE-TACOMA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 3,704

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Radio Stations: KJAQ-FM

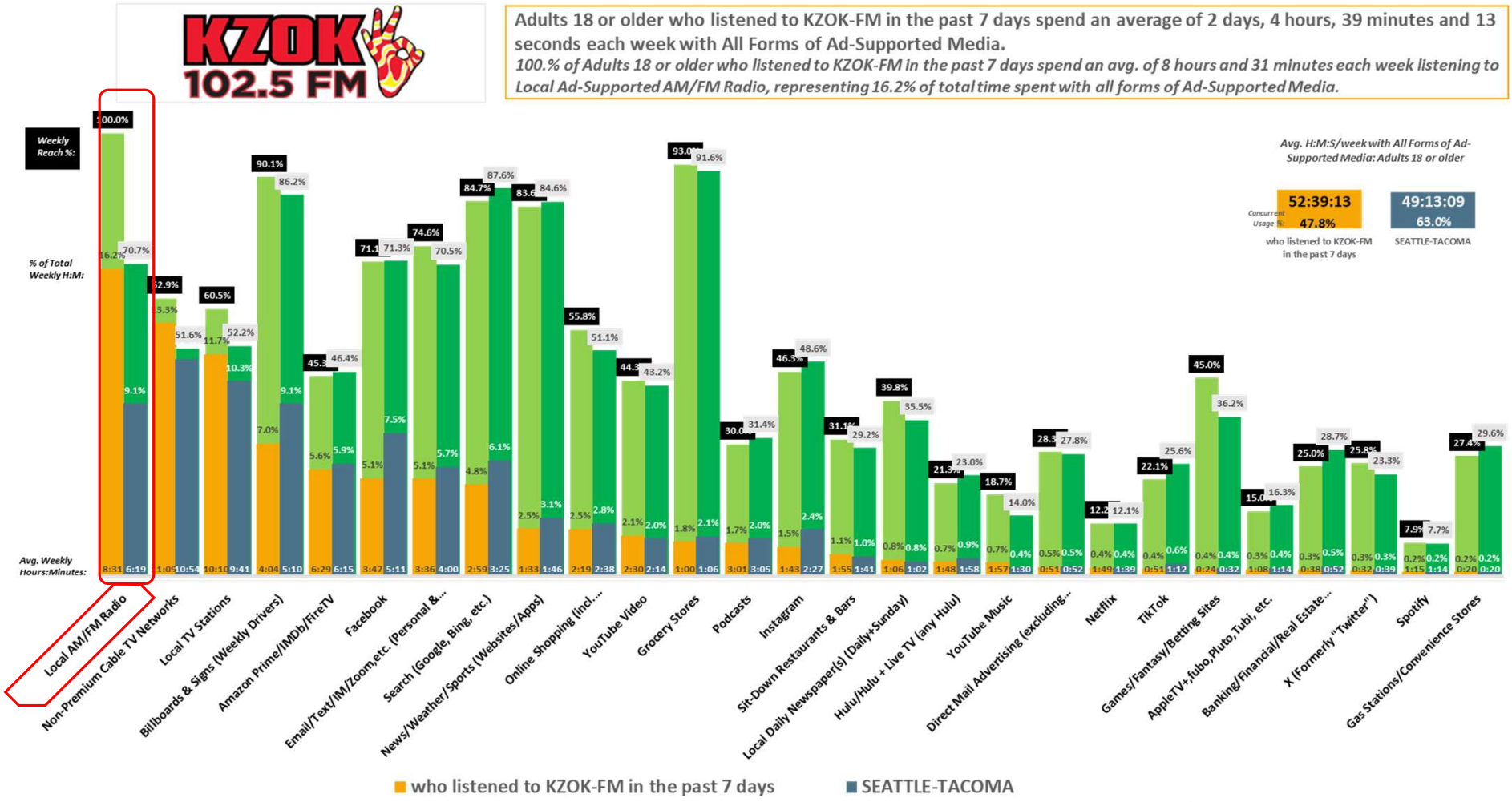


SEATTLE-TACOMA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 426 SEATTLE-TACOMA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 3,704

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Radio Stations: KJEB-FM



SEATTLE-TACOMA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 429 SEATTLE-TACOMA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 3,704

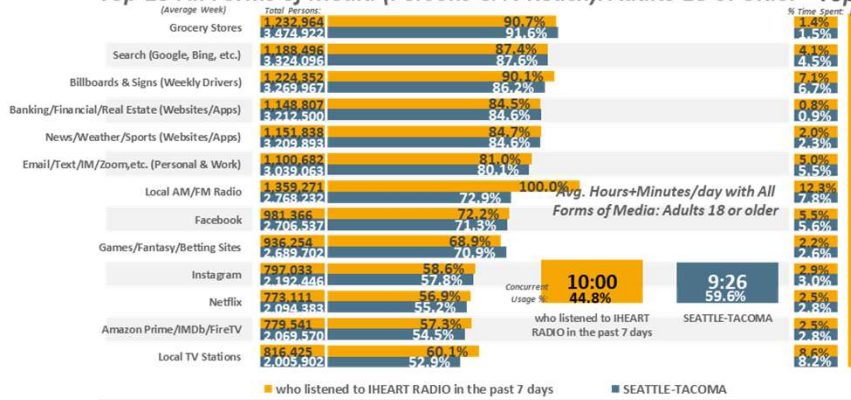
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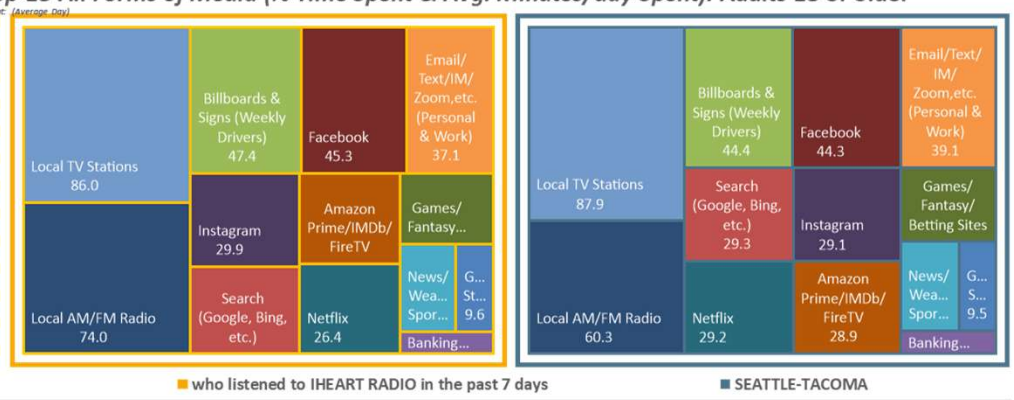
Radio Stations: KZOK-FM

Adults 18 or older who listened to IHEART RADIO in the past 7 days spend an average of 7 hours and 31 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 64.4 minutes/day. *(Local Radio delivers 14.3% of Time with Ad-Supported Media.)*

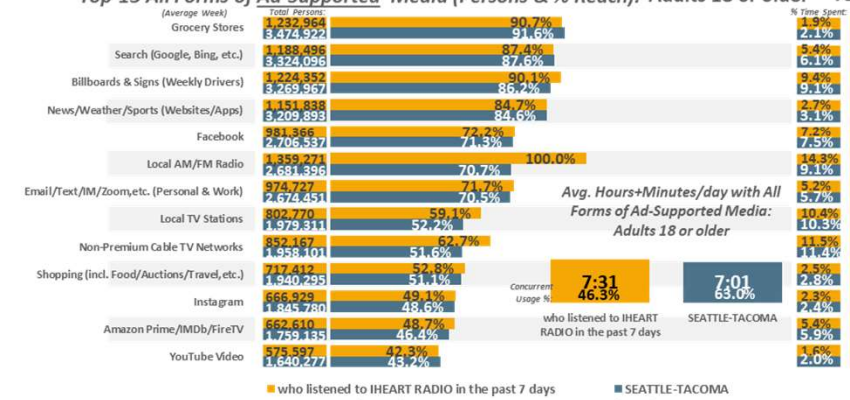
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



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



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



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



SEATTLE-TACOMA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,324

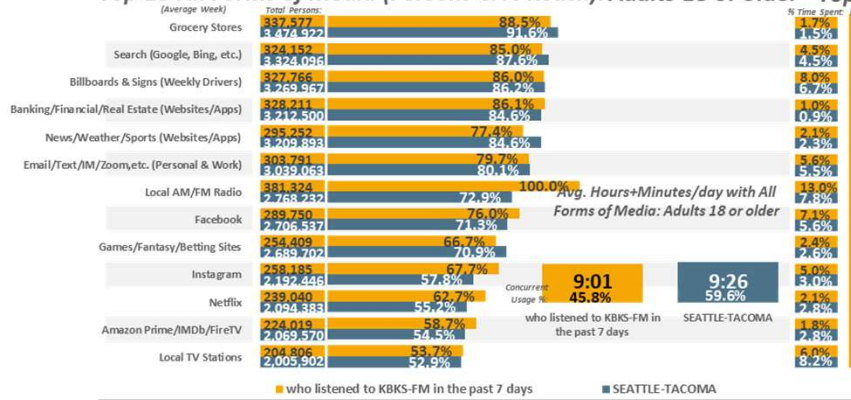
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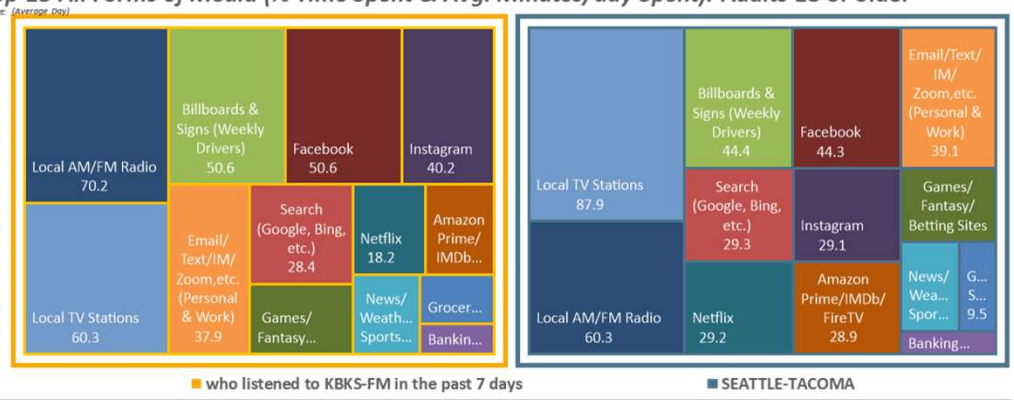
(Radio Stations: KBKS-FM OR Radio Stations: KJAQ-FM OR Radio Stations: KJEB-FM OR Radio Stations: KJR-AM OR Radio Stations: KJR-FM OR Radio Stations: KJR-FM HD2 OR Radio Stations: KZOK-FM)

Adults 18 or older who listened to KBKS-FM in the past 7 days spend an average of 6 hours and 36 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 61.9 minutes/day. *(Local Radio delivers 15.6% of Time with Ad-Supported Media.)*

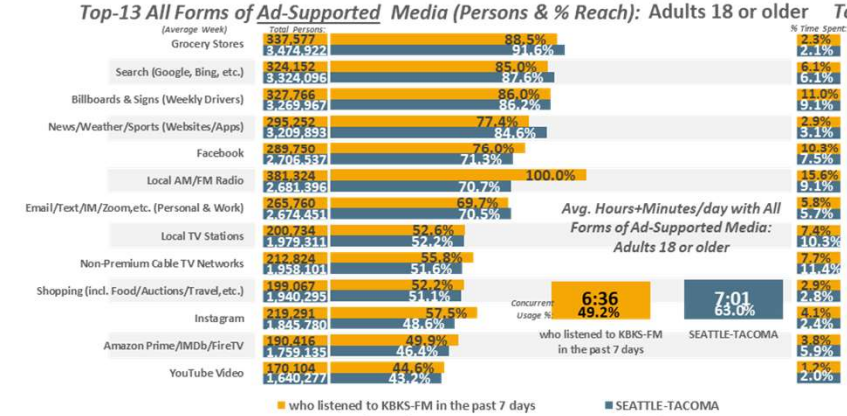
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



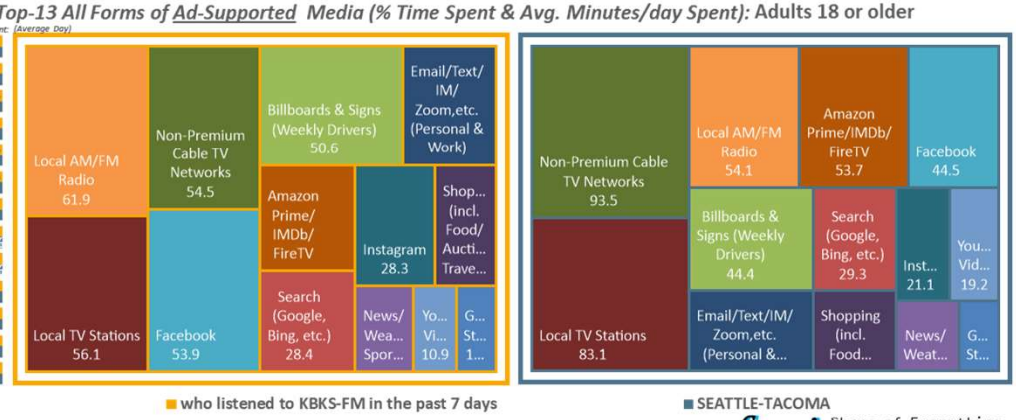
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



SEATTLE-TACOMA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 339

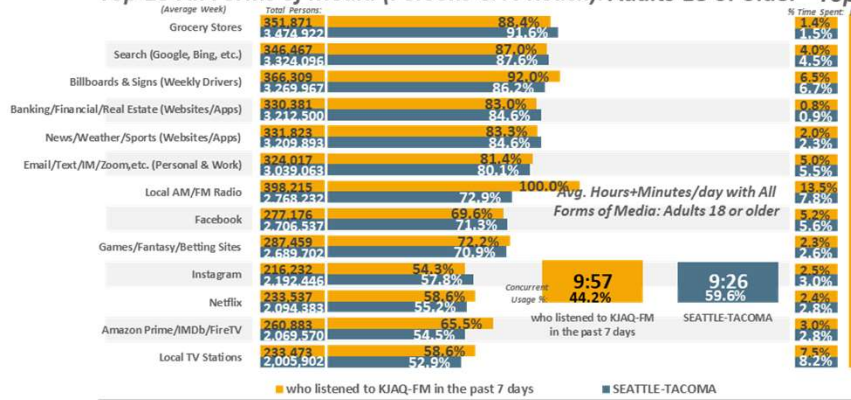
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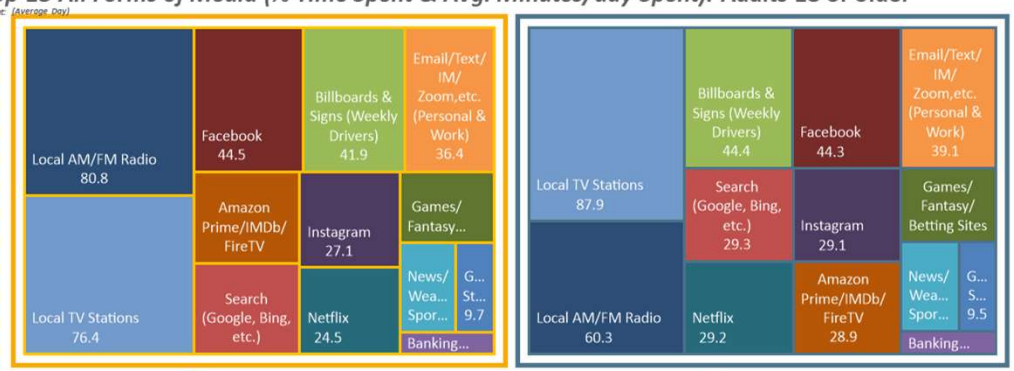
Radio Stations: KBKS-FM

Adults 18 or older who listened to KJAQ-FM in the past 7 days spend an average of 7 hours and 29 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 70. minutes/day. *(Local Radio delivers 15.6% of Time with Ad-Supported Media.)*

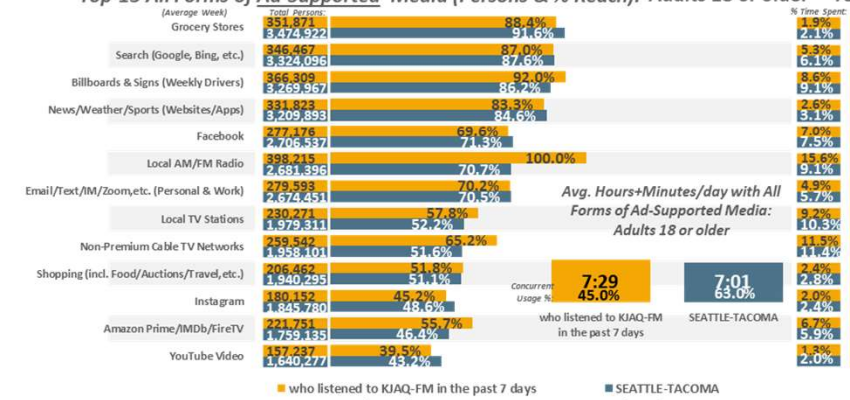
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



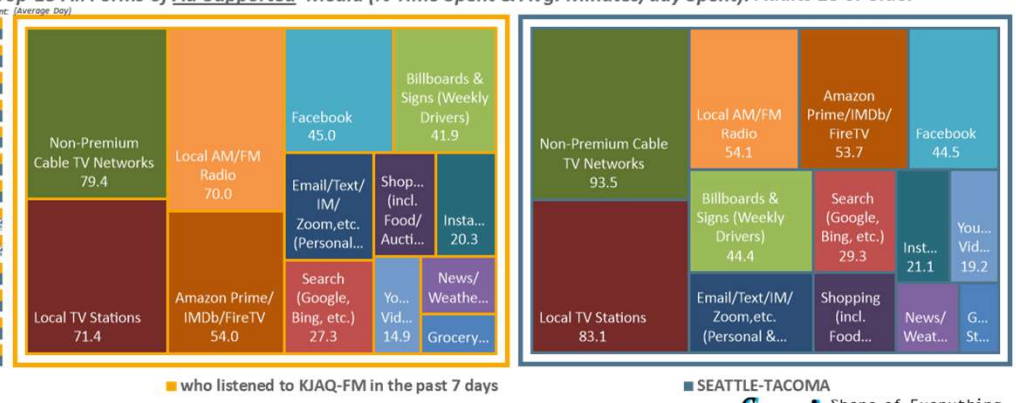
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



SEATTLE-TACOMA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 383

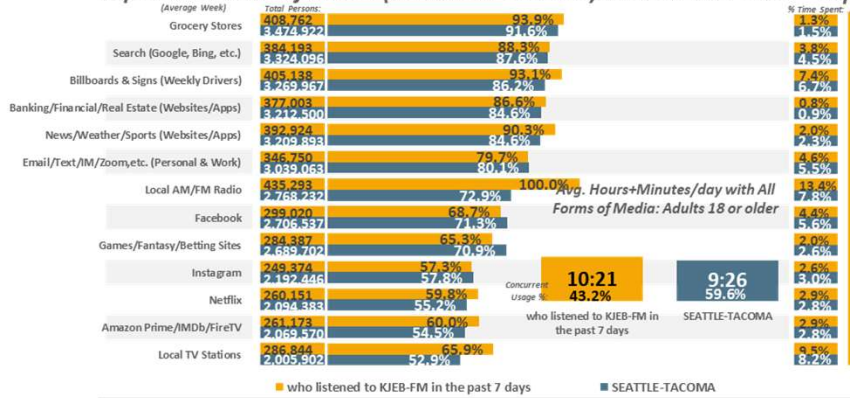
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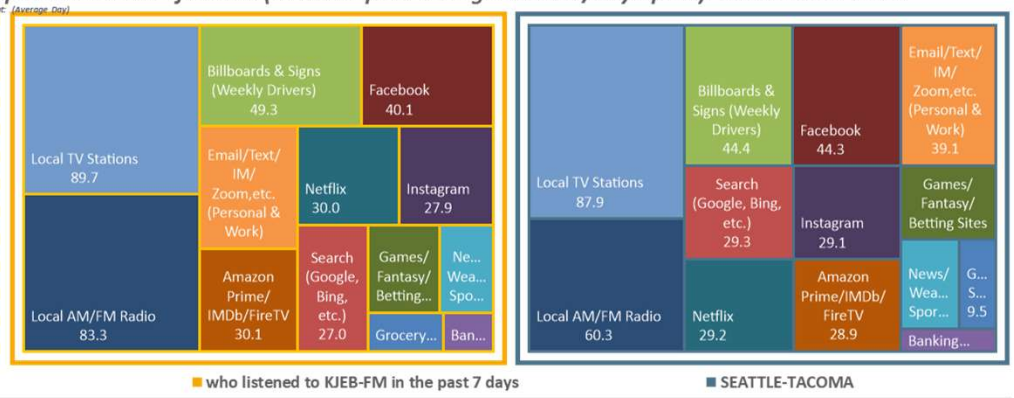
Radio Stations: KJAQ-FM

Adults 18 or older who listened to KJEB-FM in the past 7 days spend an average of 7 hours and 47 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 72.8 minutes/day. *(Local Radio delivers 15.6% of Time with Ad-Supported Media.)*

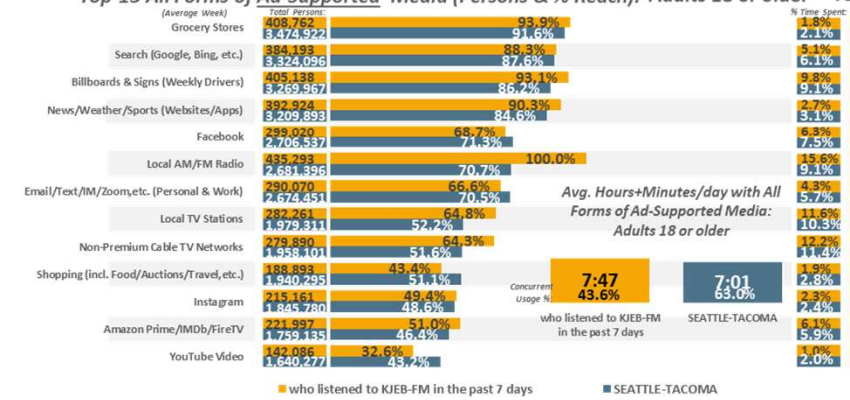
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



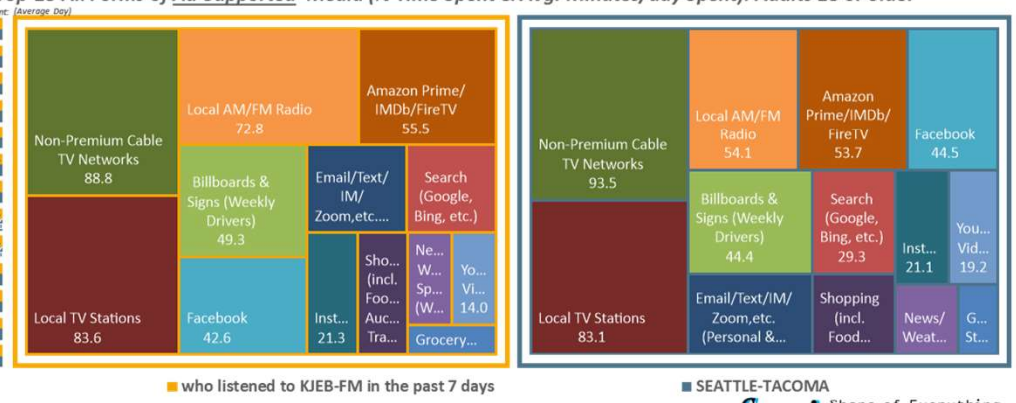
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



SEATTLE-TACOMA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 426

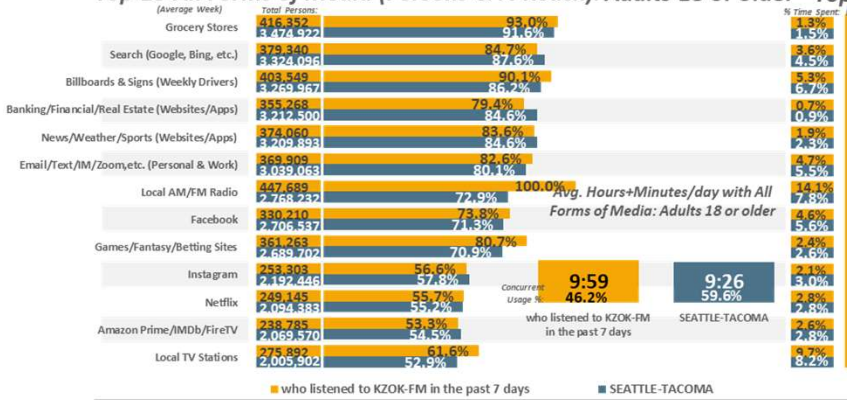
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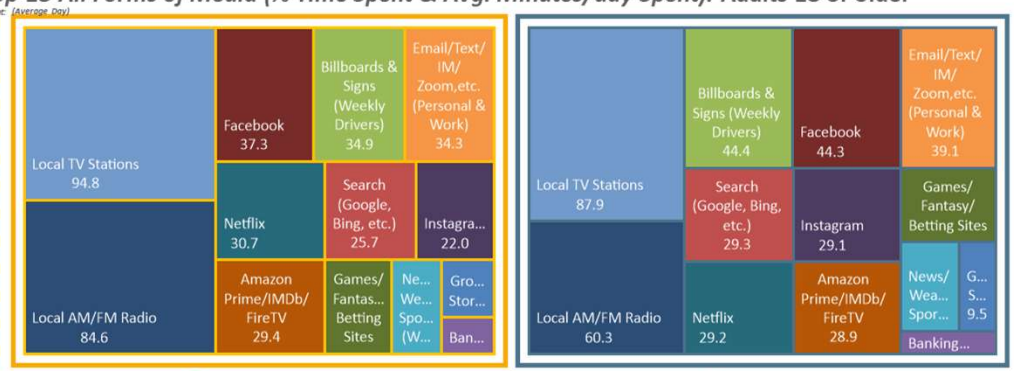
Radio Stations: KJEB-FM

Adults 18 or older who listened to KZOK-FM in the past 7 days spend an average of 7 hours and 31 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 73.1 minutes/day. *(Local Radio delivers 16.2% of Time with Ad-Supported Media.)*

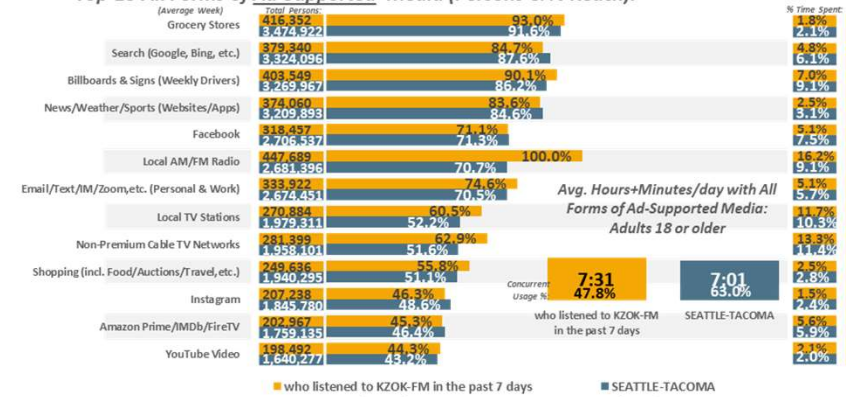
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



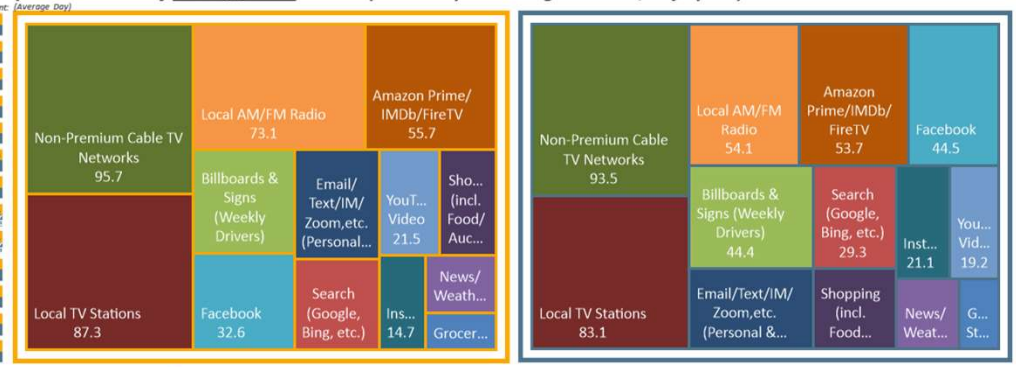
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



SEATTLE-TACOMA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 429

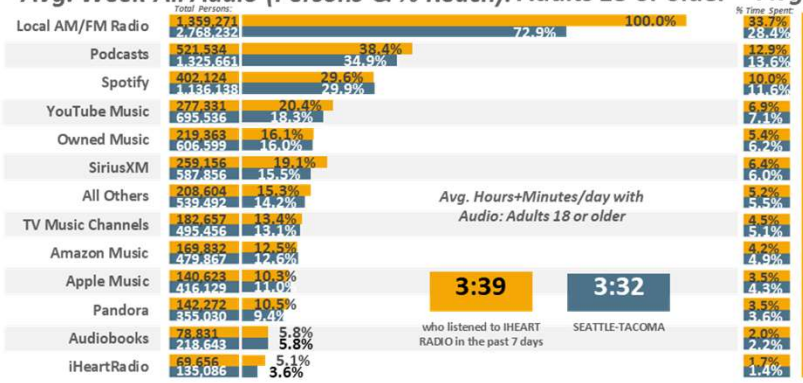
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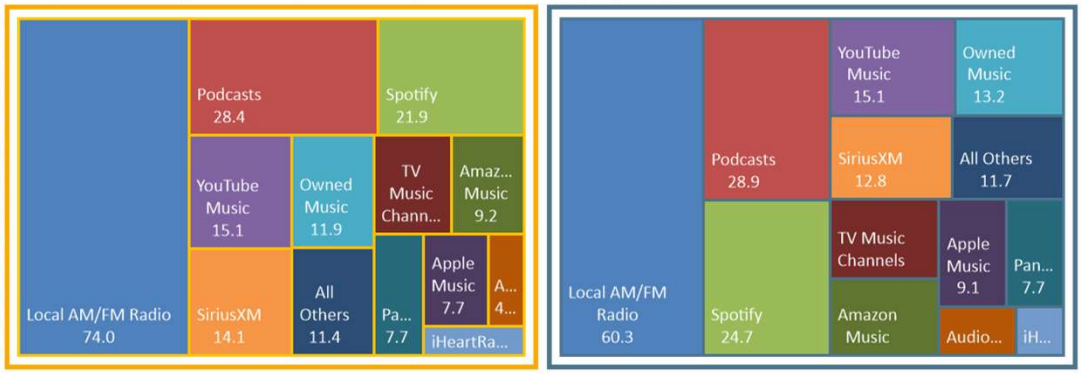
Radio Stations: KZOK-FM

1,359,271 or 100.% of Adults 18 or older who listened to IHEART RADIO in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 64.4 minutes every day representing 43.1% of all time spent daily with Ad-Supported Audio.

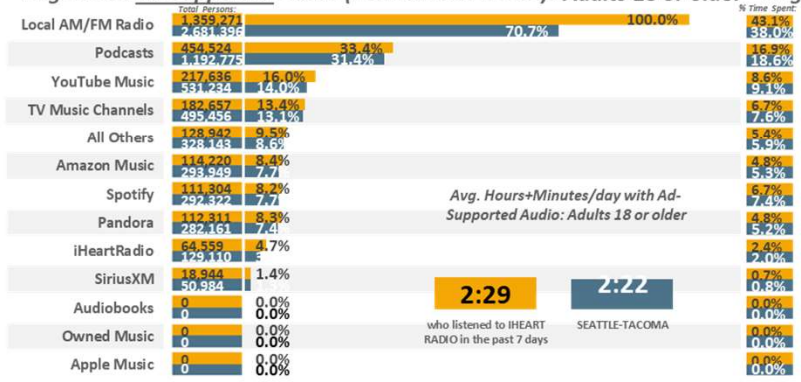
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



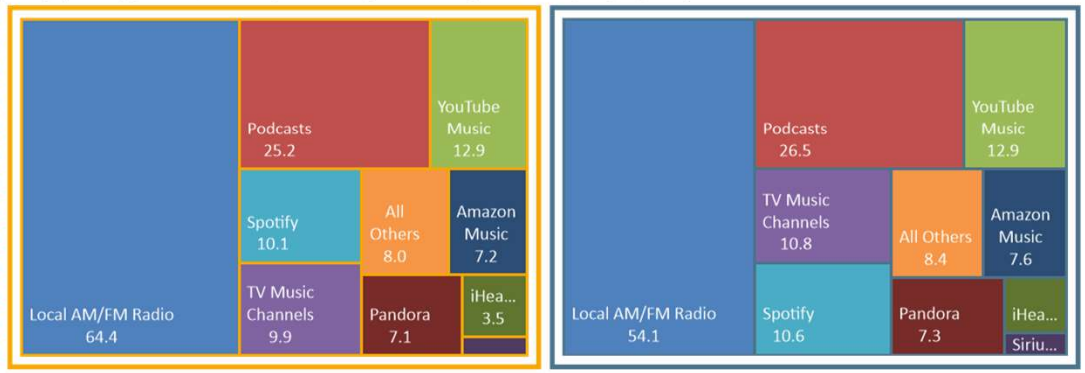
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEATTLE-TACOMA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,324

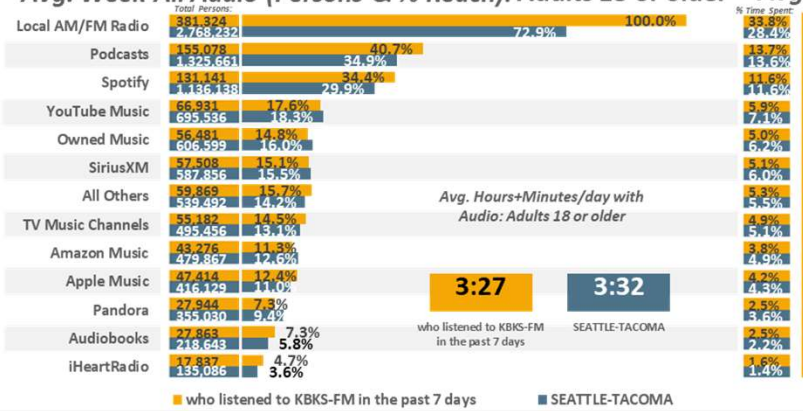
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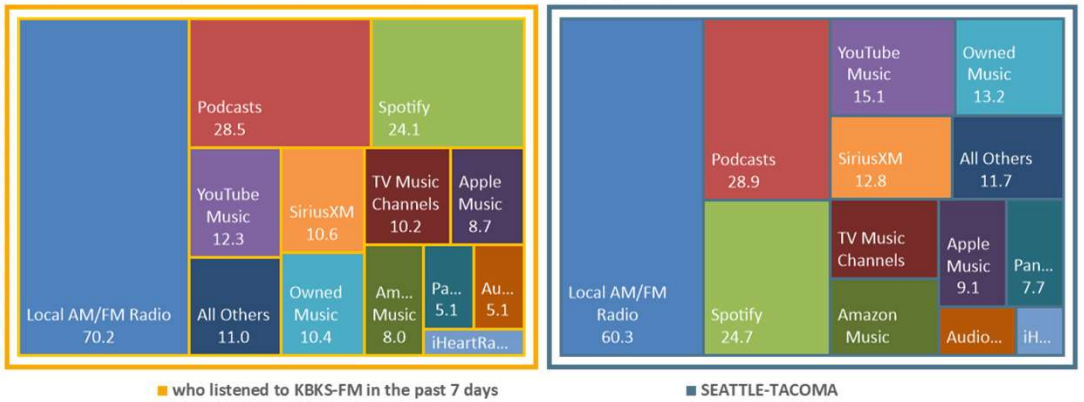
(Radio Stations: KBKS-FM OR Radio Stations: KJAQ-FM OR Radio Stations: KJEB-FM OR Radio Stations: KJR-AM OR Radio Stations: KJR-FM OR Radio Stations: KJR-FM HD2 OR Radio Stations: KZOK-FM)

381,324 or 100.% of Adults 18 or older who listened to KBKS-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 61.9 minutes every day representing 43.9% of all time spent daily with Ad-Supported Audio.

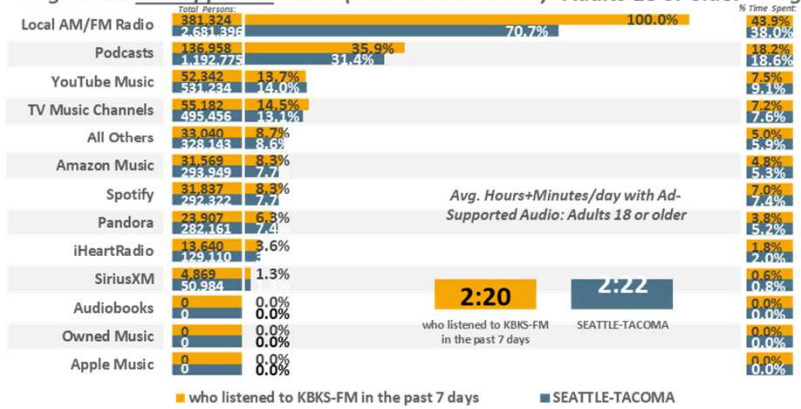
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



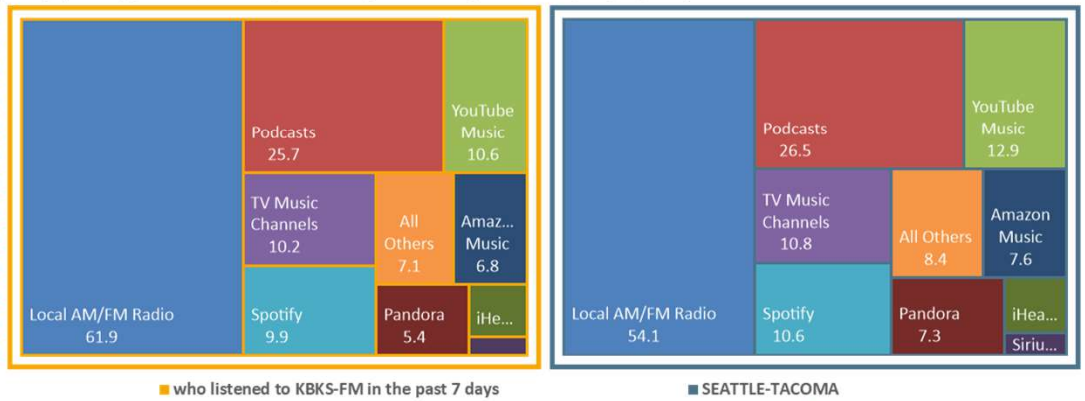
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



SEATTLE-TACOMA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 339

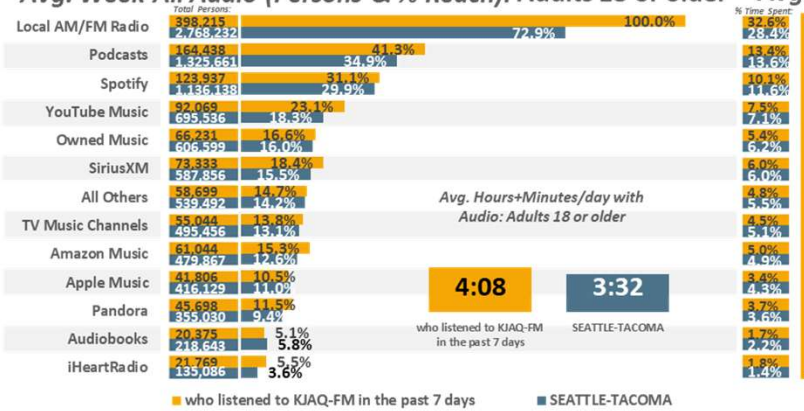
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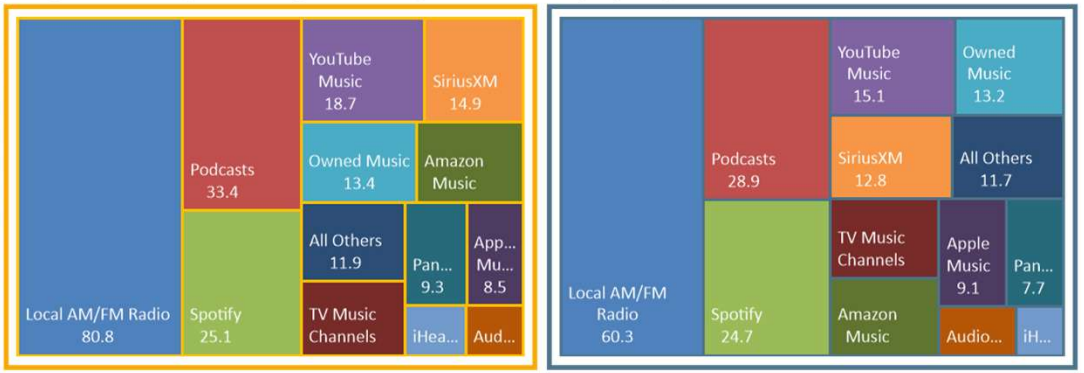
Radio Stations: KBKS-FM

398,215 or 100.% of Adults 18 or older who listened to KJAQ-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 70. minutes every day representing 41.9% of all time spent daily with Ad-Supported Audio.

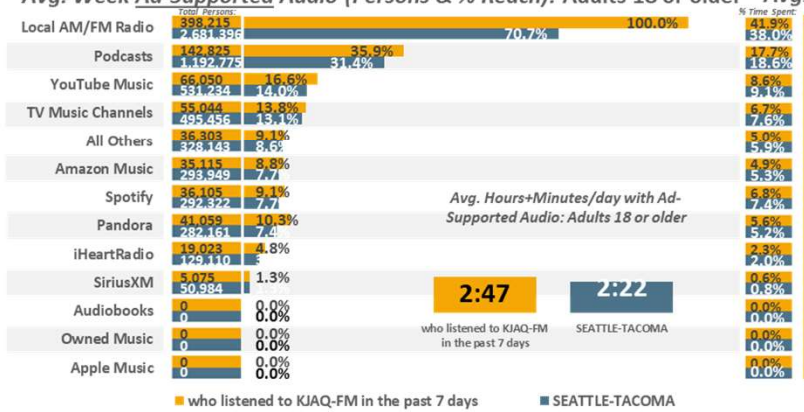
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



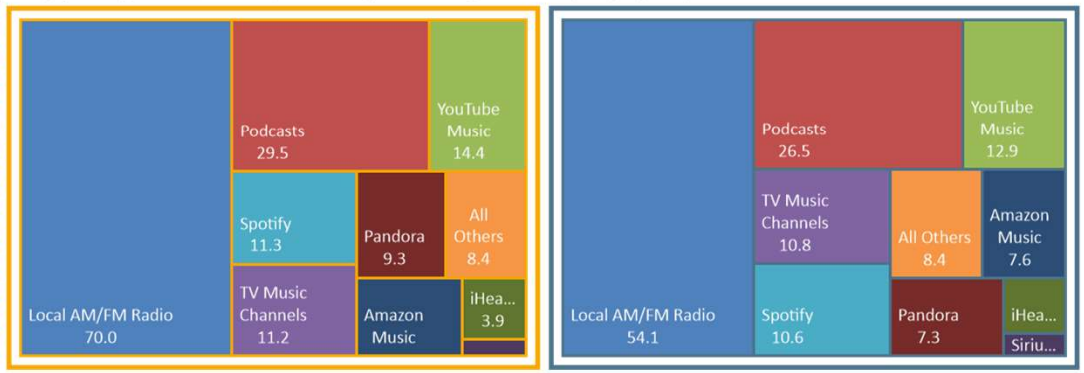
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



SEATTLE-TACOMA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 383

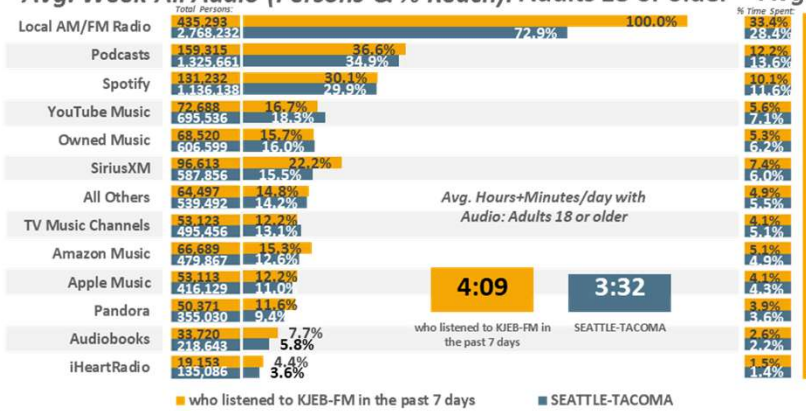
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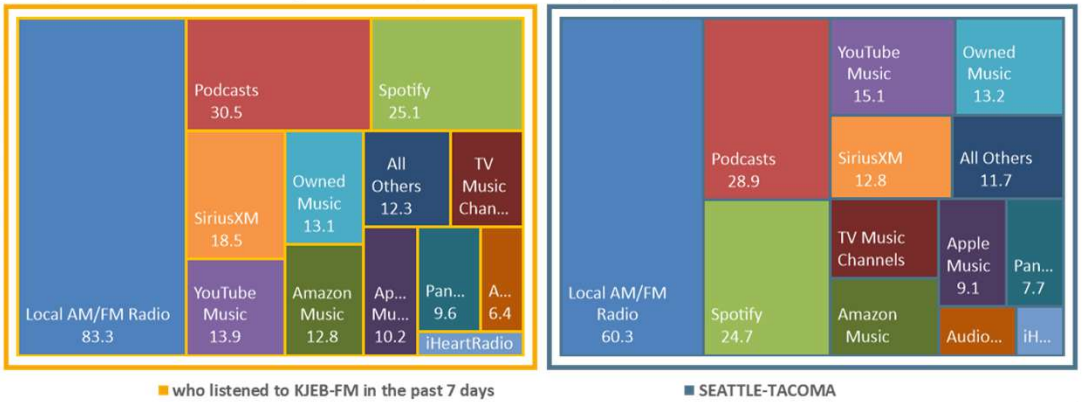
Radio Stations: KJAQ-FM

435,293 or 100.% of Adults 18 or older who listened to KJEB-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 72.8 minutes every day representing 44.% of all time spent daily with Ad-Supported Audio.

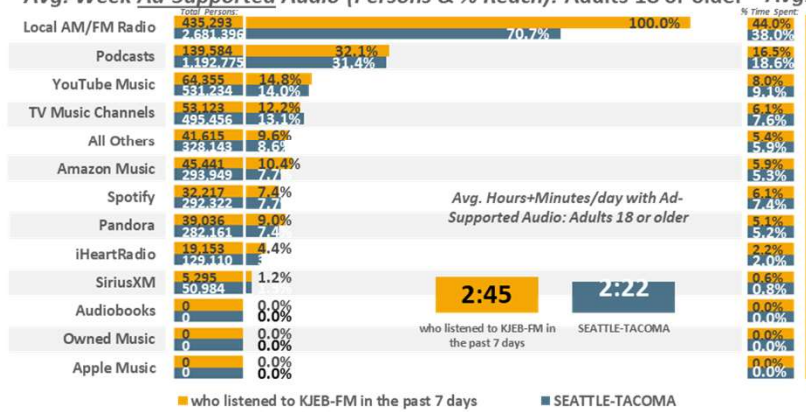
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



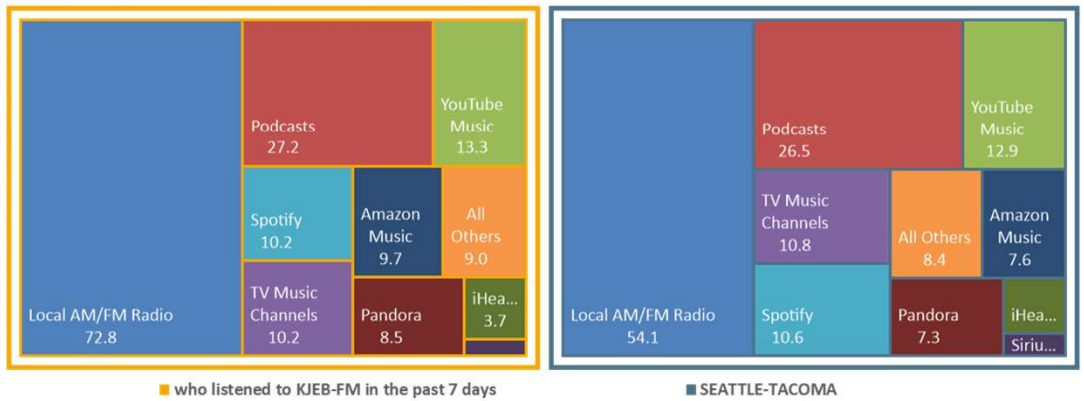
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



SEATTLE-TACOMA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 426

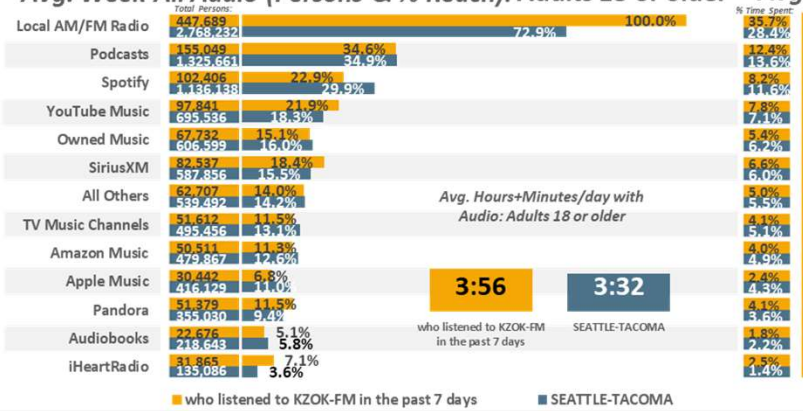
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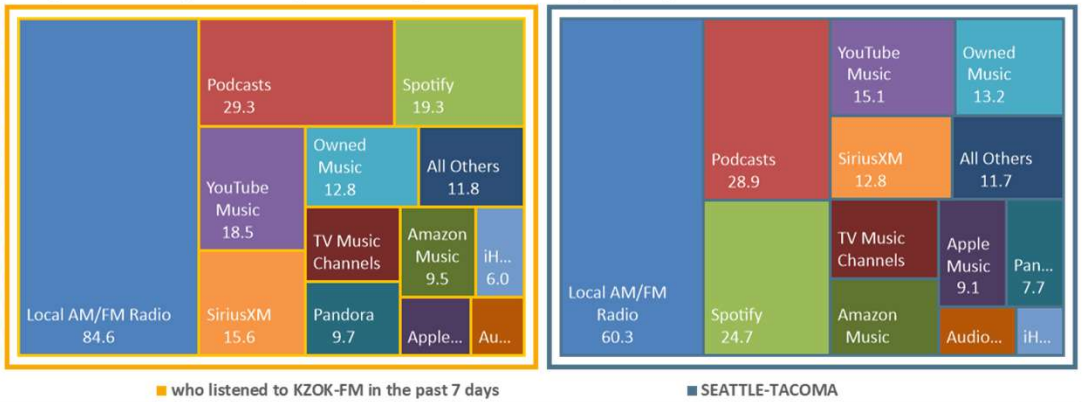
Radio Stations: KJEB-FM

447,689 or 100.% of Adults 18 or older who listened to KZOK-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 73.1 minutes every day representing 43.9% of all time spent daily with Ad-Supported Audio.

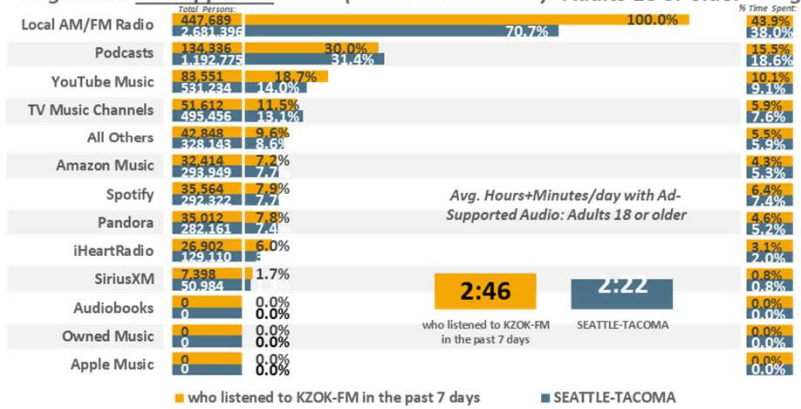
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



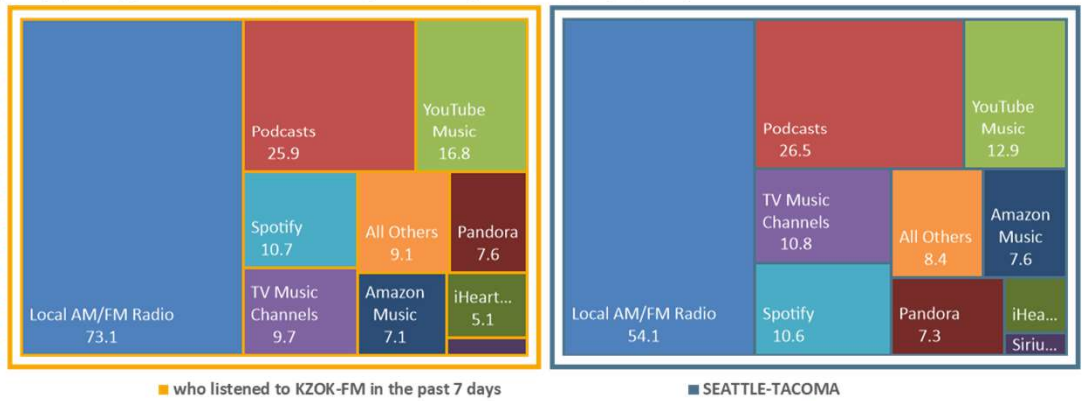
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



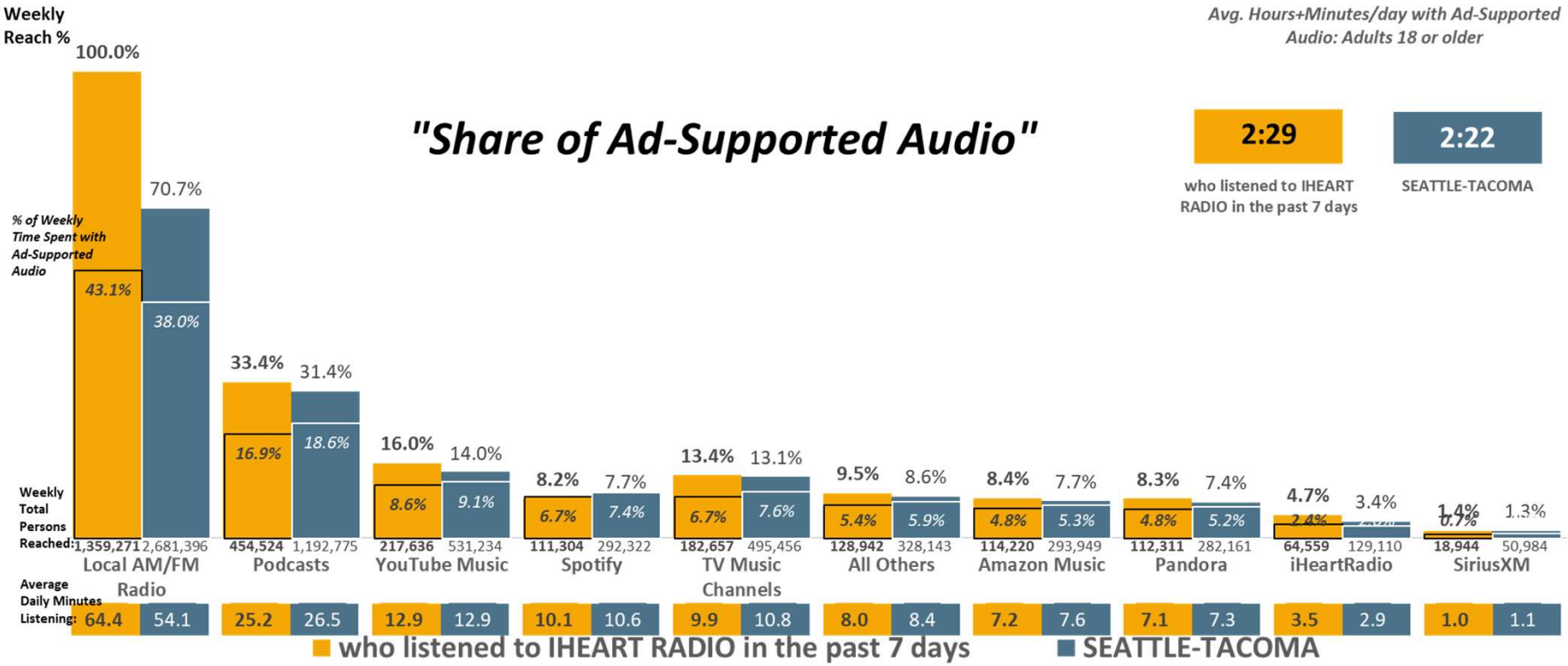
SEATTLE-TACOMA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 429

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Radio Stations: KZOK-FM

1,359,271 or 100.% of Adults 18 or older who listened to IHEART RADIO in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 64.4 minutes every day representing 43.1% of all time spent daily with Ad-Supported Audio.



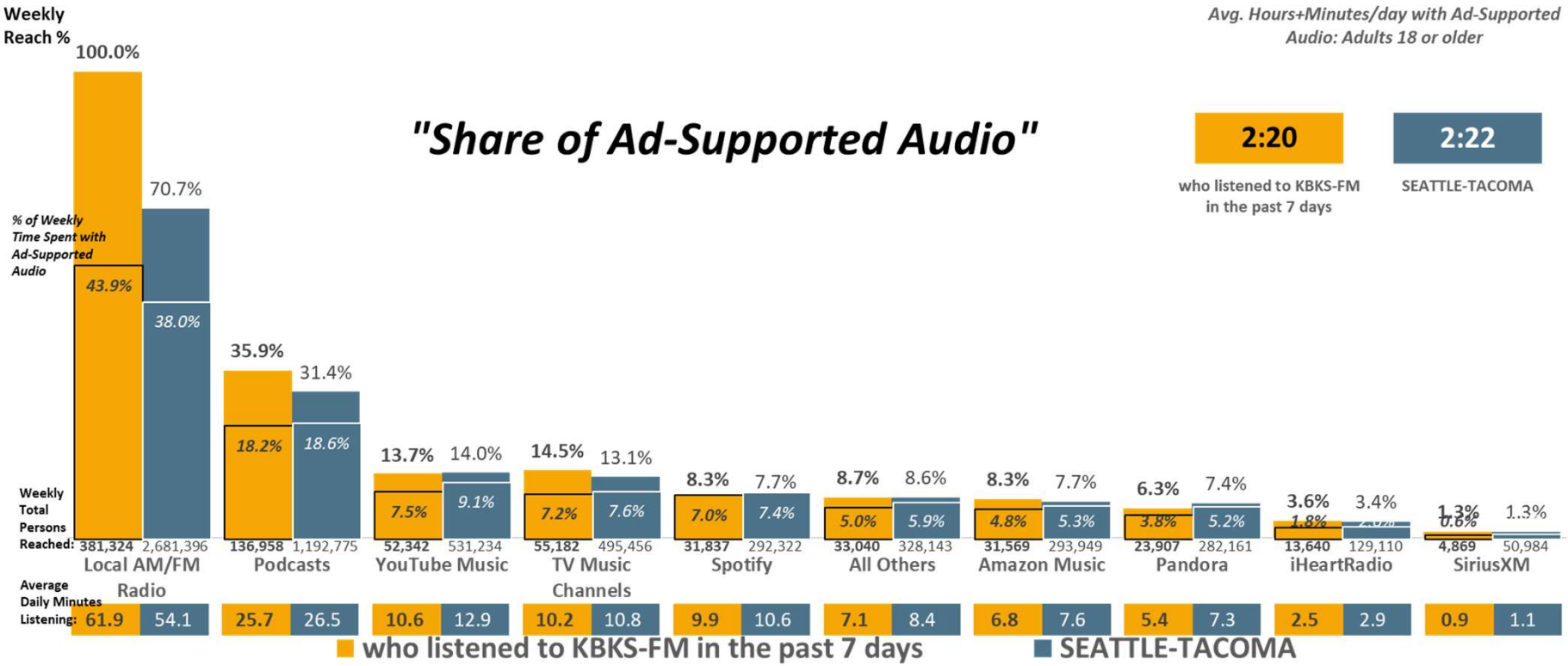
SEATTLE-TACOMA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,324 SEATTLE-TACOMA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 3,704

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(Radio Stations: KBKS-FM OR Radio Stations: KJAQ-FM OR Radio Stations: KJEB-FM OR Radio Stations: KJR-AM OR Radio Stations: KJR-FM OR Radio Stations: KJR-FM HD2 OR Radio Stations: KZOK-FM)

381,324 or 100.% of Adults 18 or older who listened to KBKS-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 61.9 minutes every day representing 43.9% of all time spent daily with Ad-Supported Audio.



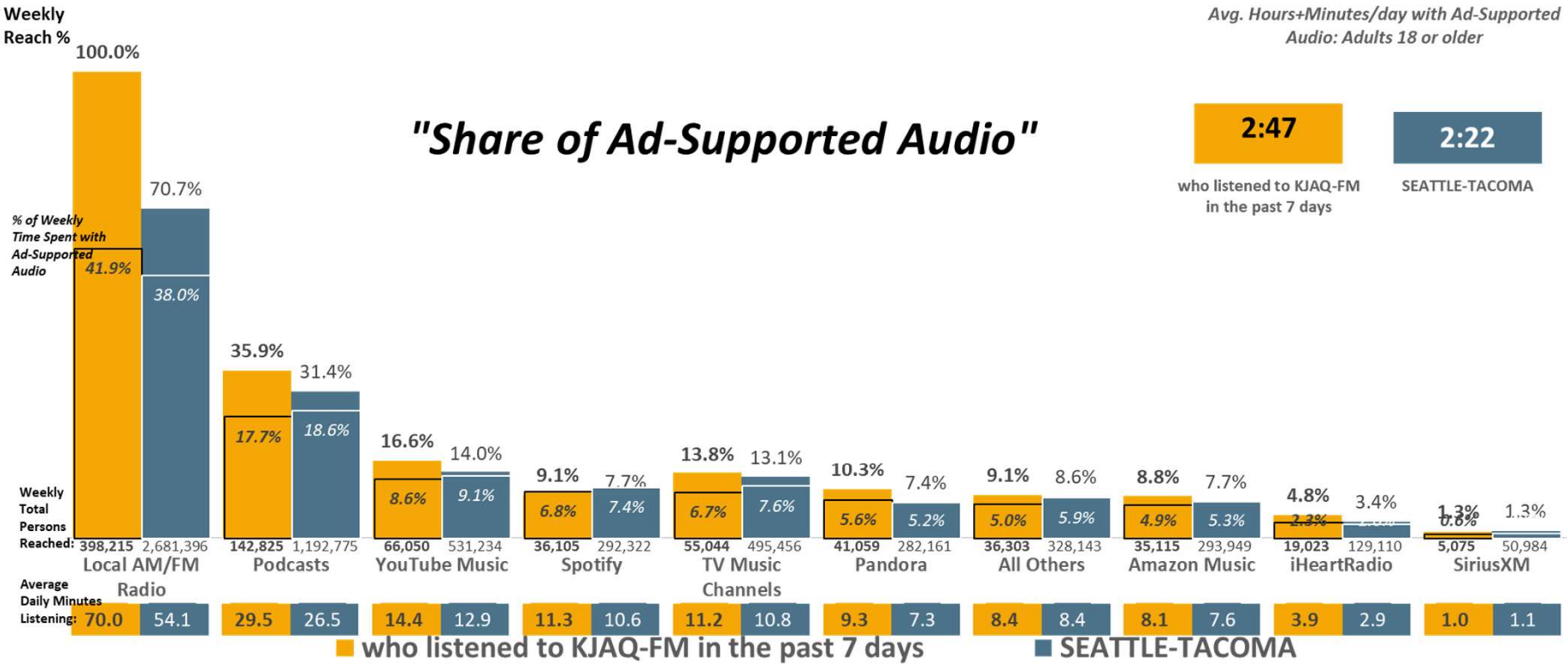
SEATTLE-TACOMA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 339 SEATTLE-TACOMA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 3,704

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Radio Stations: KBKS-FM

398,215 or 100.% of Adults 18 or older who listened to KJAQ-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 70. minutes every day representing 41.9% of all time spent daily with Ad-Supported Audio.



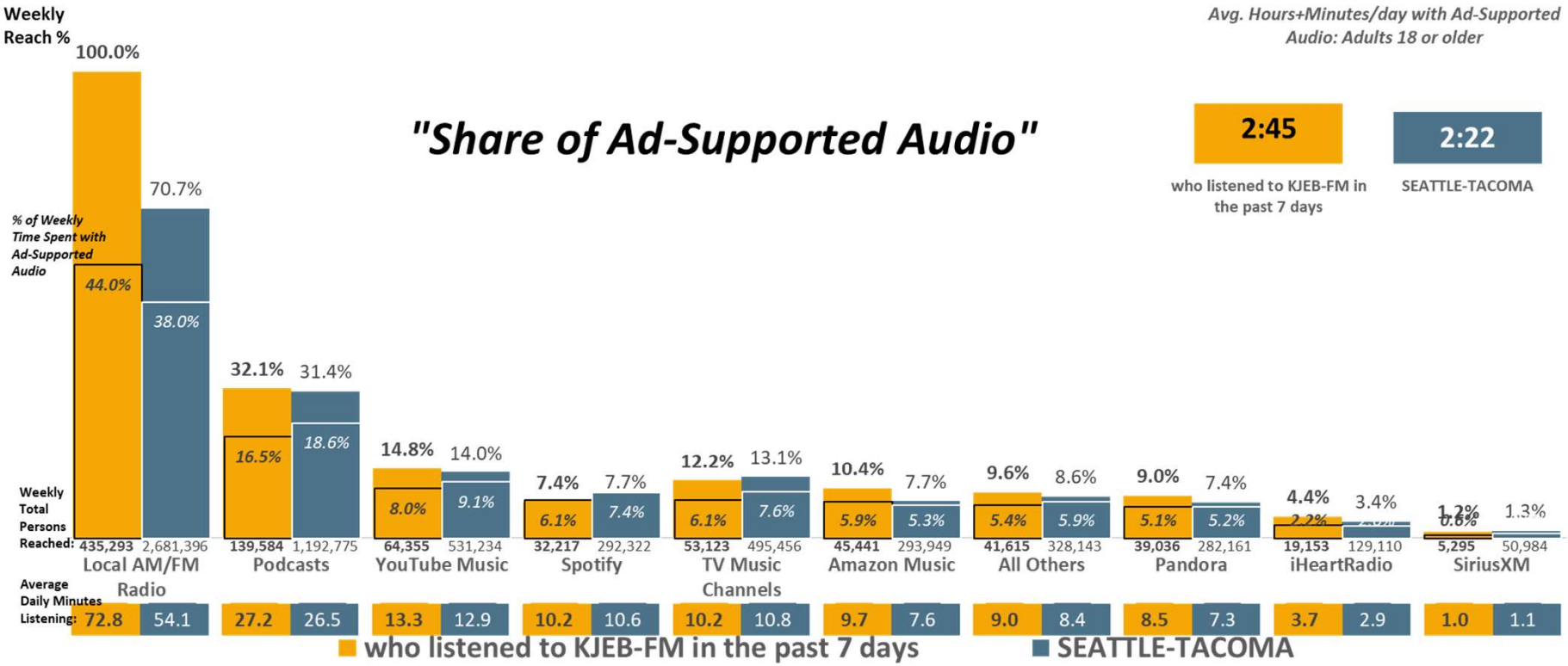
SEATTLE-TACOMA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 383 SEATTLE-TACOMA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 3,704

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Radio Stations: KJAQ-FM

435,293 or 100.% of Adults 18 or older who listened to KJEB-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 72.8 minutes every day representing 44.% of all time spent daily with Ad-Supported Audio.



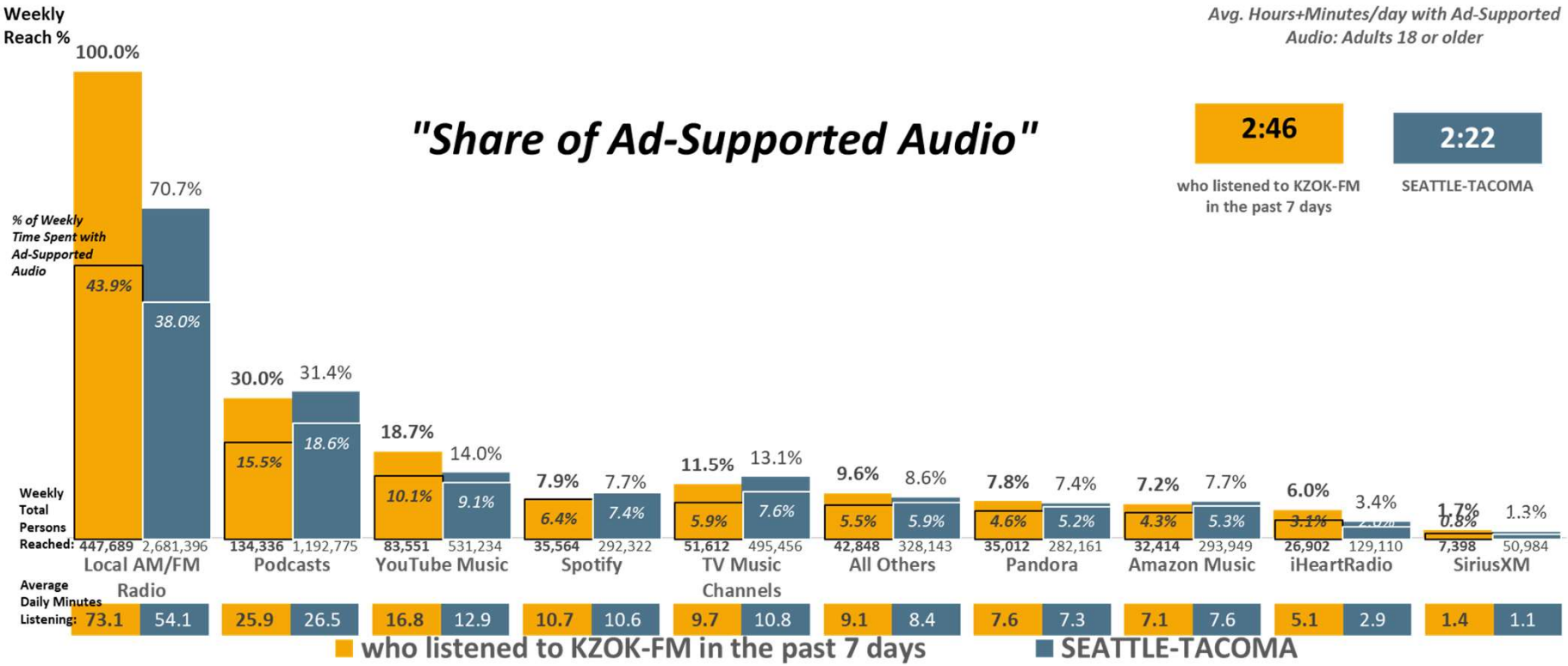
SEATTLE-TACOMA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 426 SEATTLE-TACOMA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 3,704

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Radio Stations: KJEB-FM

447,689 or 100.% of Adults 18 or older who listened to KZOK-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 73.1 minutes every day representing 43.9% of all time spent daily with Ad-Supported Audio.



SEATTLE-TACOMA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 429 SEATTLE-TACOMA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 3,704

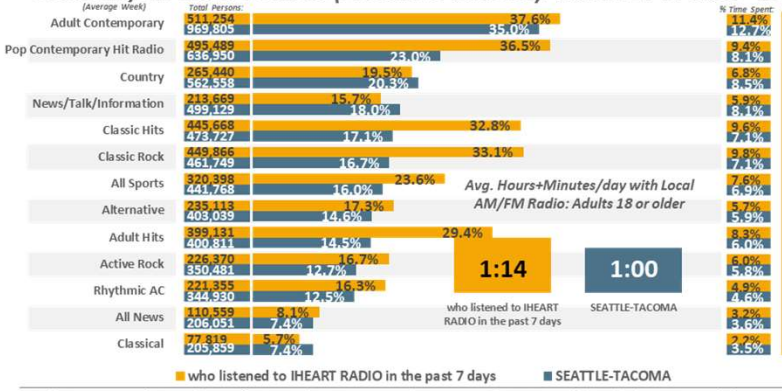
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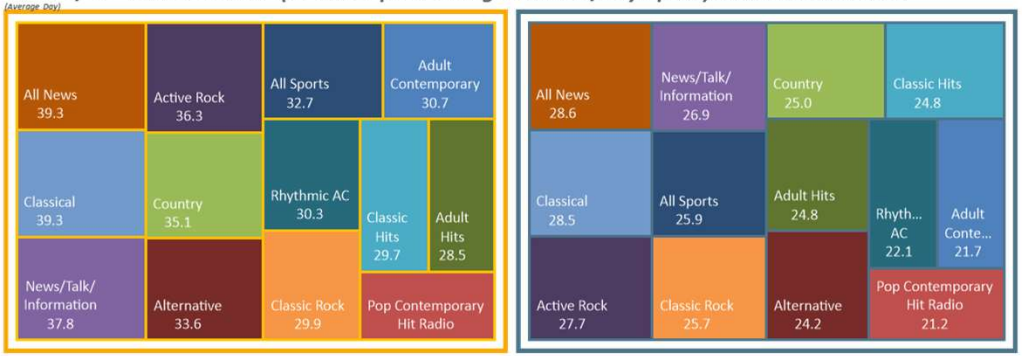
Radio Stations: KZOK-FM

1,359,271 or 100.% of Adults 18 or older who listened to IHEART RADIO in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Classic Rock, Classic Hits, and Adult Hits.

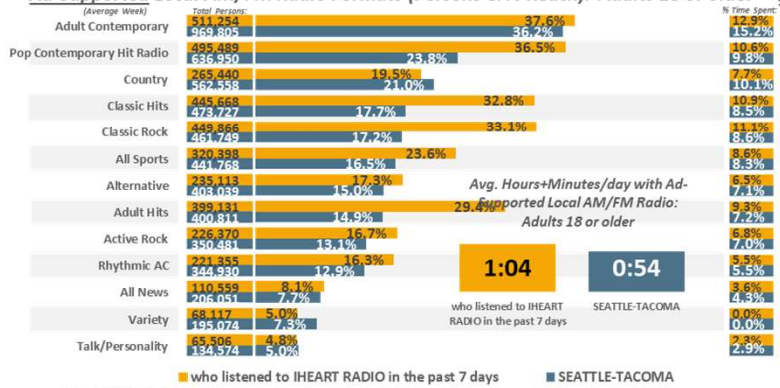
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



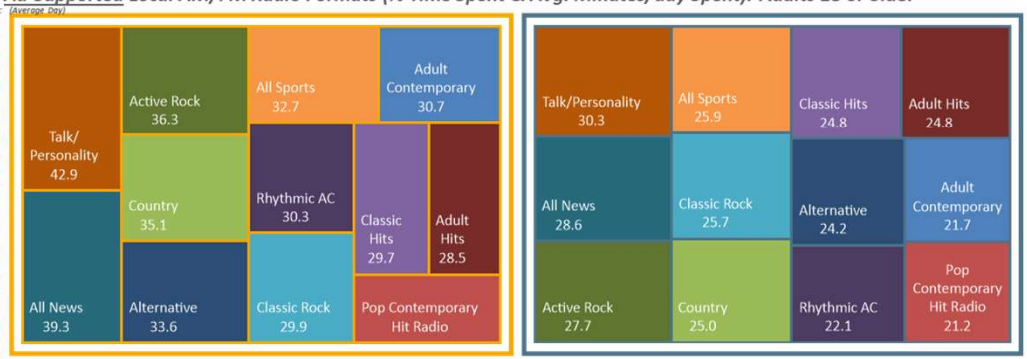
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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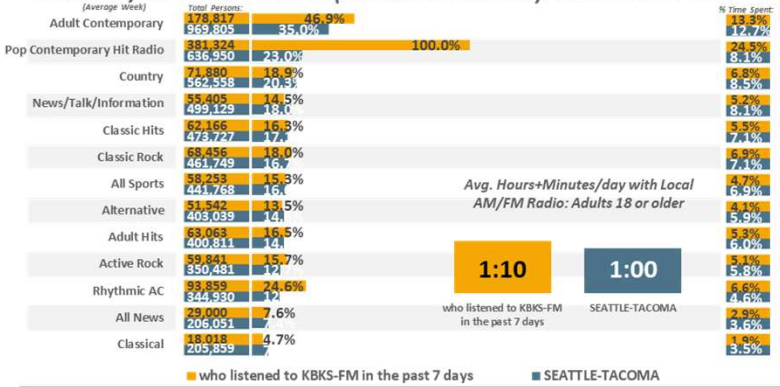
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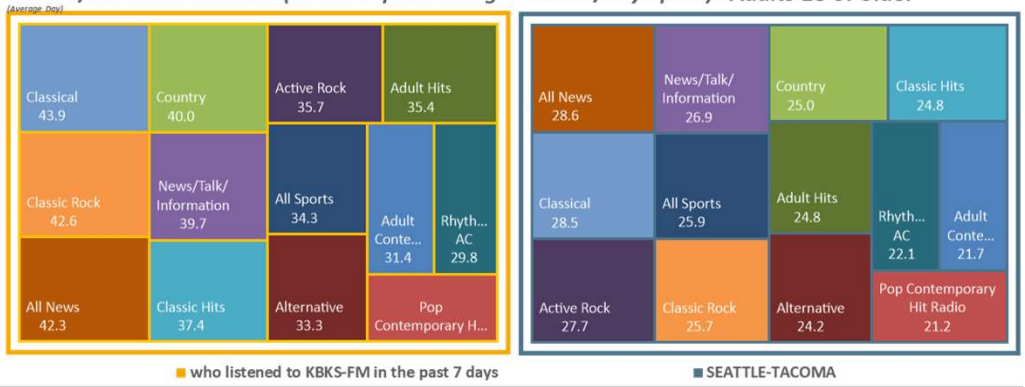
(Radio Stations: KBKS-FM OR Radio Stations: KJAQ-FM OR Radio Stations: KJEB-FM OR Radio Stations: KJR-AM OR Radio Stations: KJR-FM OR Radio Stations: KJR-FM HD2 OR Radio Stations: KZOK-FM)

381,324 or 100.% of Adults 18 or older who listened to KBKS-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Pop Contemporary Hit Radio, Adult Contemporary, Rhythmic AC, Country, and Classic Rock.

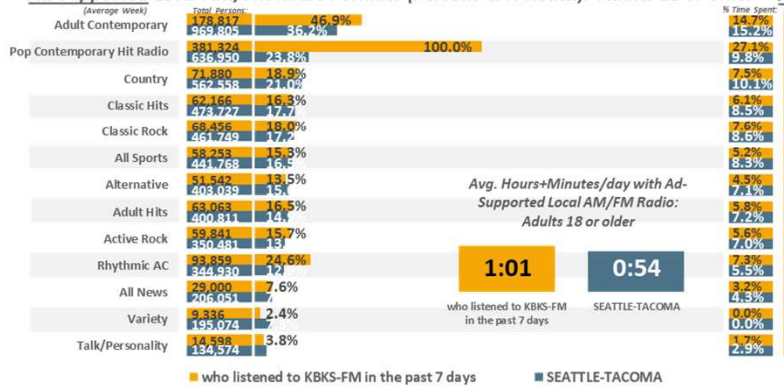
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



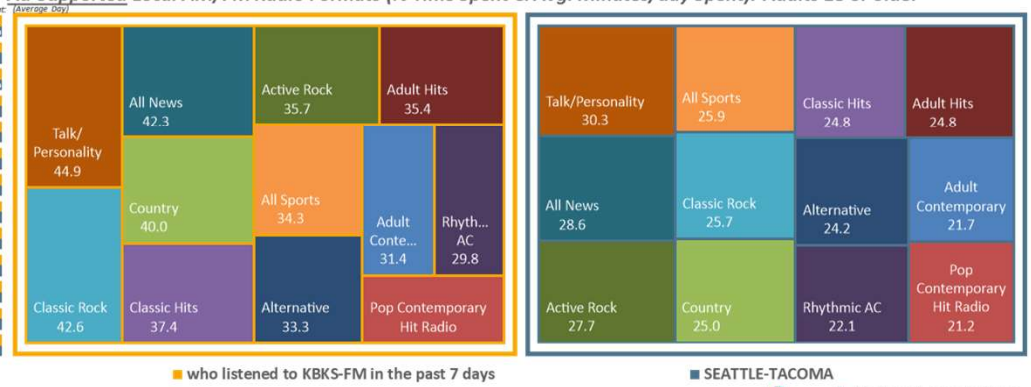
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEATTLE-TACOMA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 339

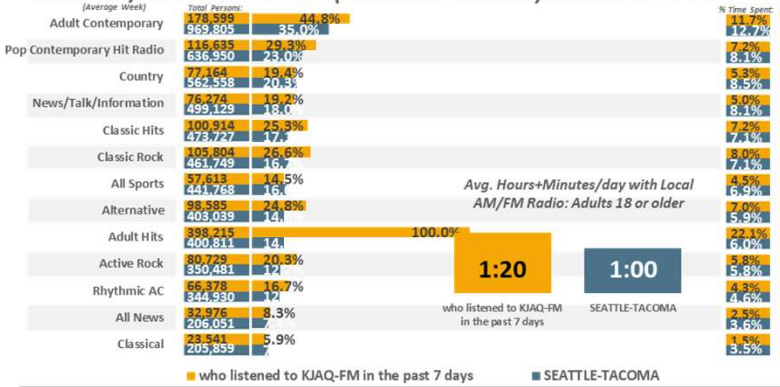
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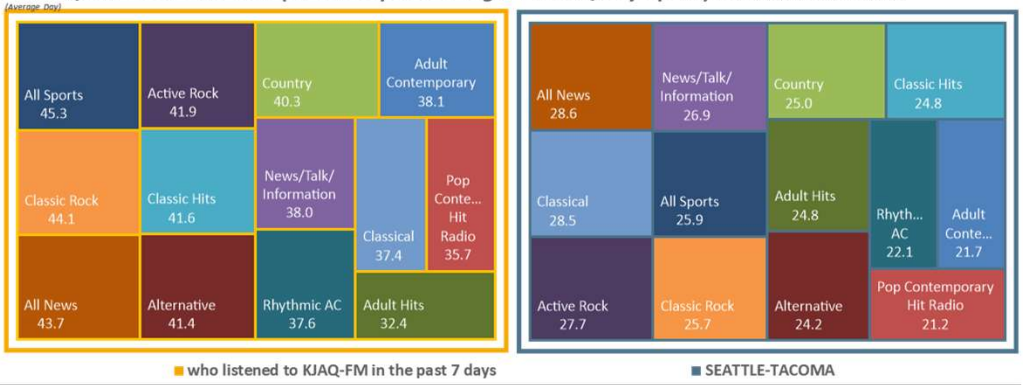
Radio Stations: KBKS-FM

398,215 or 100.% of Adults 18 or older who listened to KJAQ-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Hits, Adult Contemporary, Pop Contemporary Hit Radio, Classic Rock, and Classic Hits.

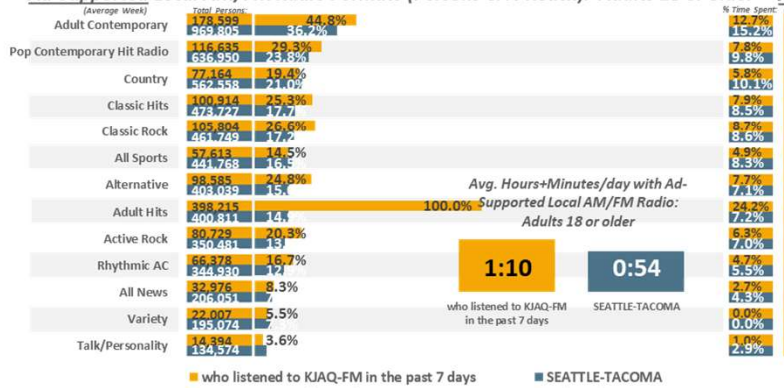
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



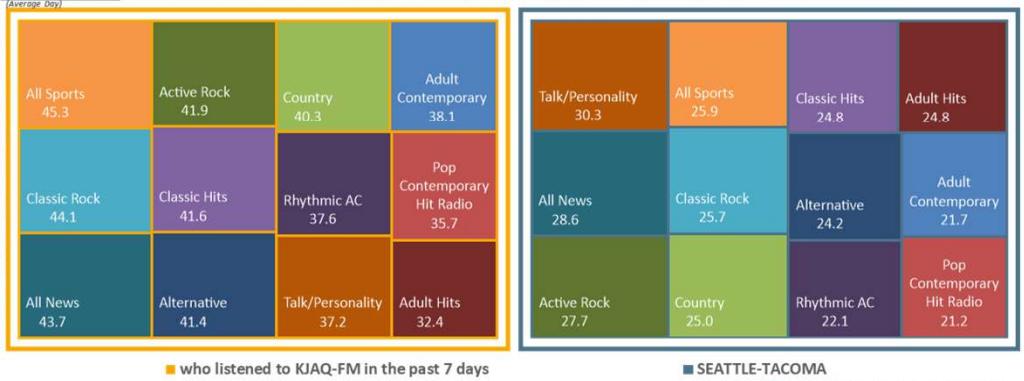
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEATTLE-TACOMA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 383

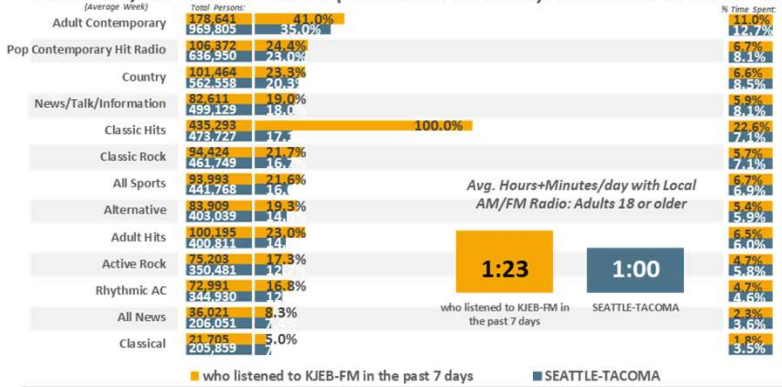
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Radio Stations: KJAQ-FM

435,293 or 100.% of Adults 18 or older who listened to KJEB-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Hits, Adult Contemporary, Pop Contemporary Hit Radio, Country, and Adult Hits.

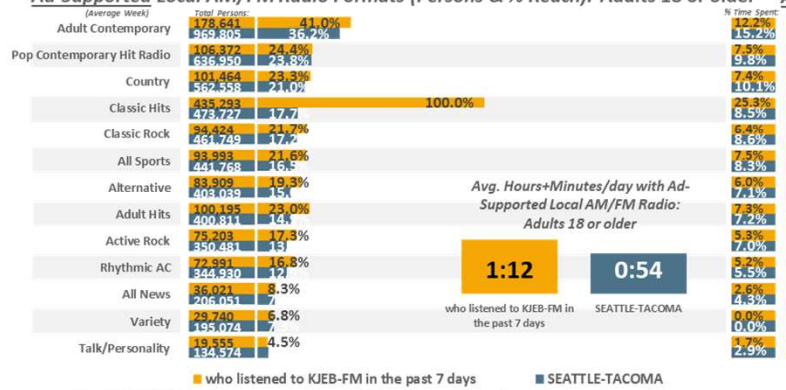
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



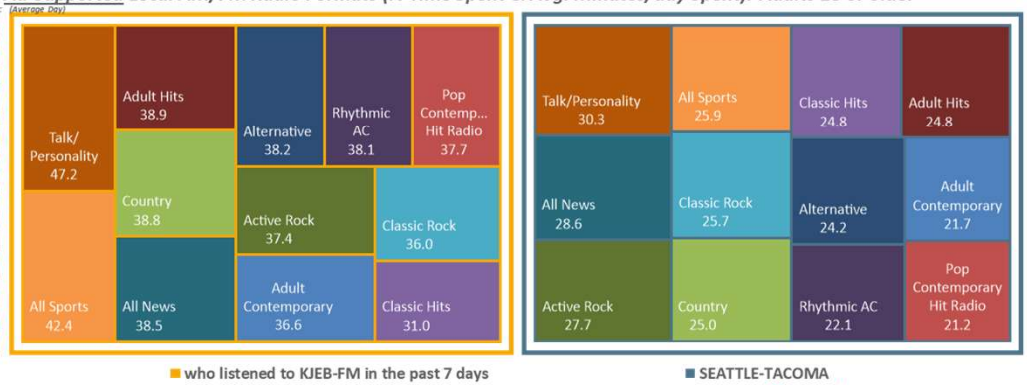
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEATTLE-TACOMA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 426

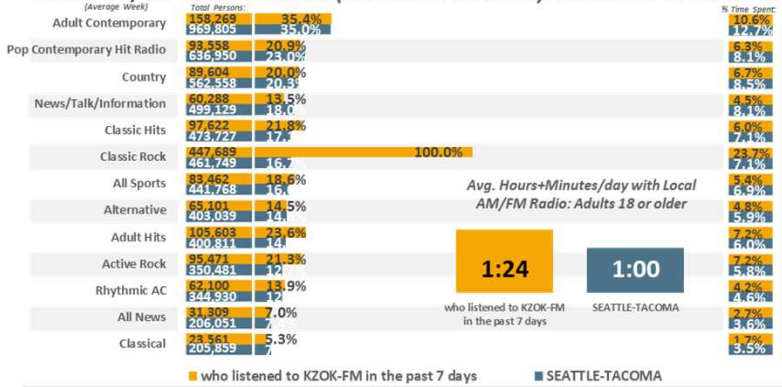
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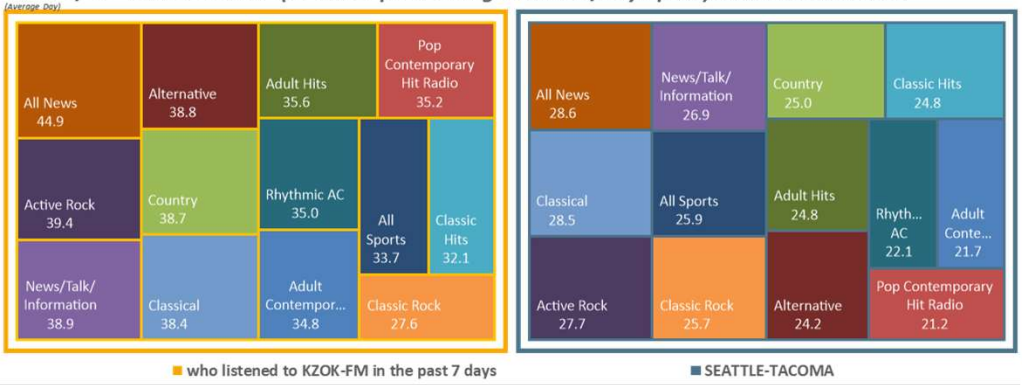
Radio Stations: KJEB-FM

447,689 or 100.% of Adults 18 or older who listened to KZOK-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Rock, Adult Contemporary, Adult Hits, Classic Hits, and Active Rock.

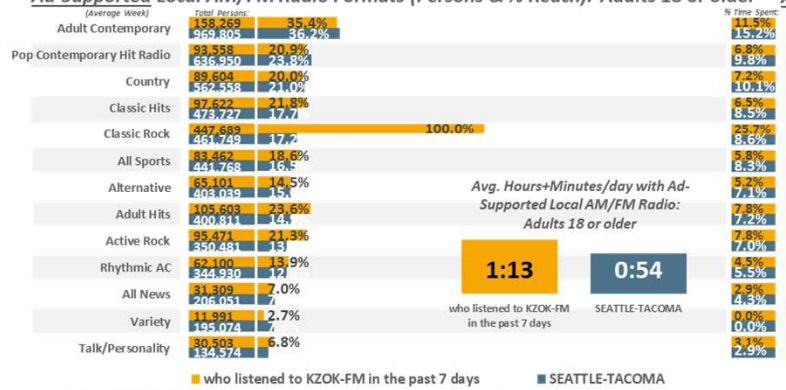
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



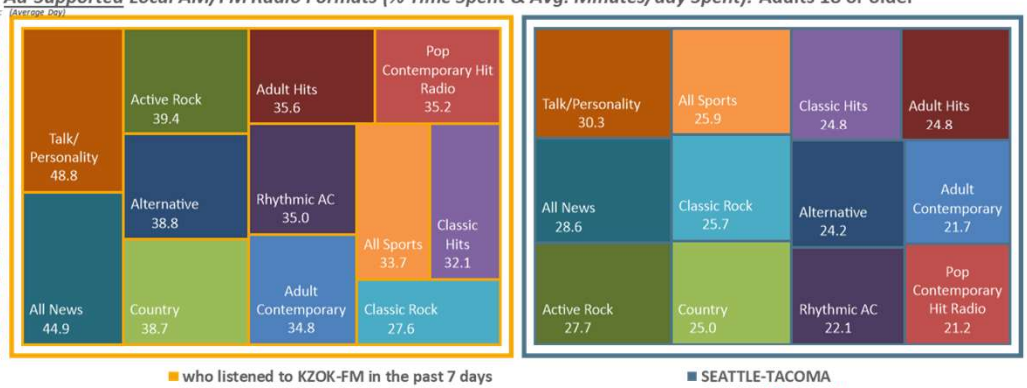
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEATTLE-TACOMA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 429

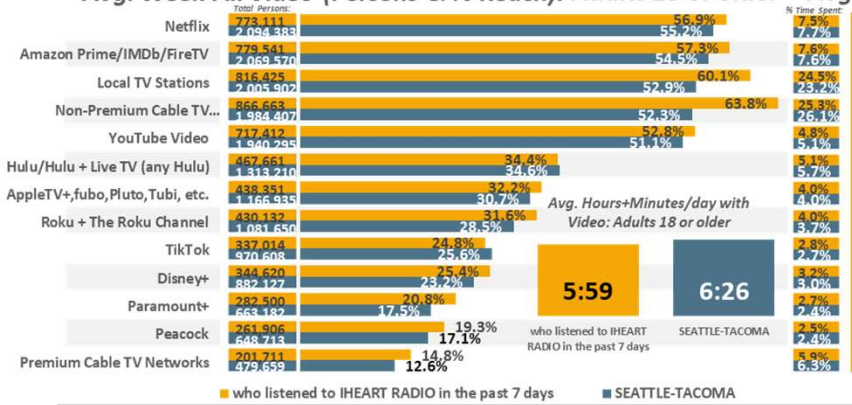
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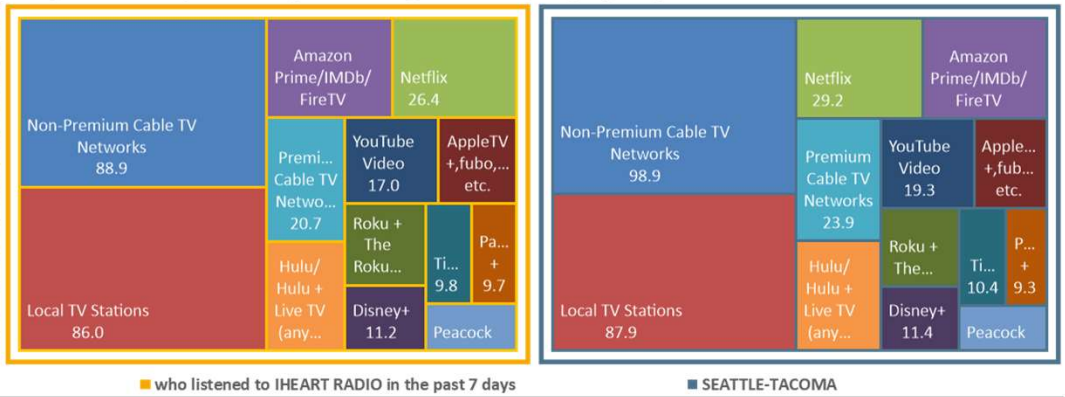
Radio Stations: KZOK-FM

802,770 or 59.1% of Adults 18 or older who listened to IHEART RADIO in the past 7 days watch Ad-Supported Local TV Stations for an average of 79.8 minutes every day representing 27.1% of all time spent daily with Ad-Supported Video.

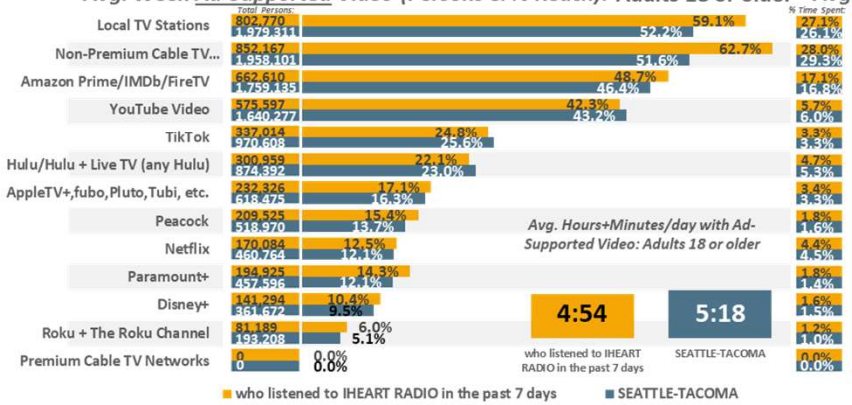
Avg. Week All Video (Persons & % Reach): Adults 18 or older



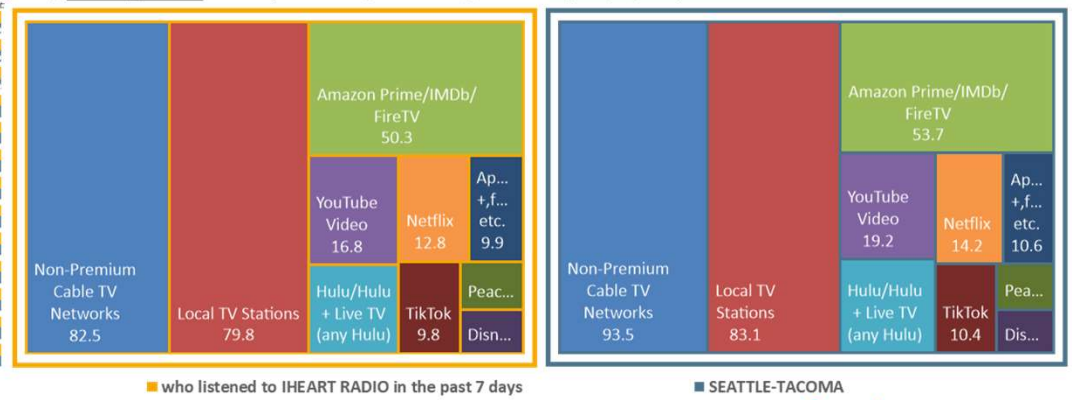
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEATTLE-TACOMA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,324

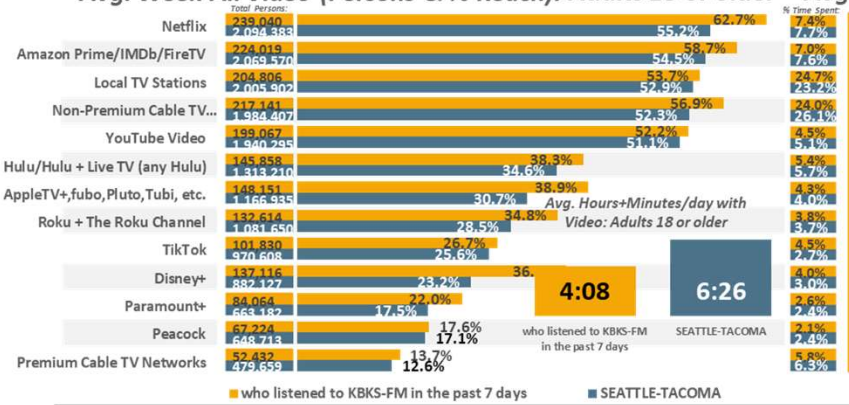
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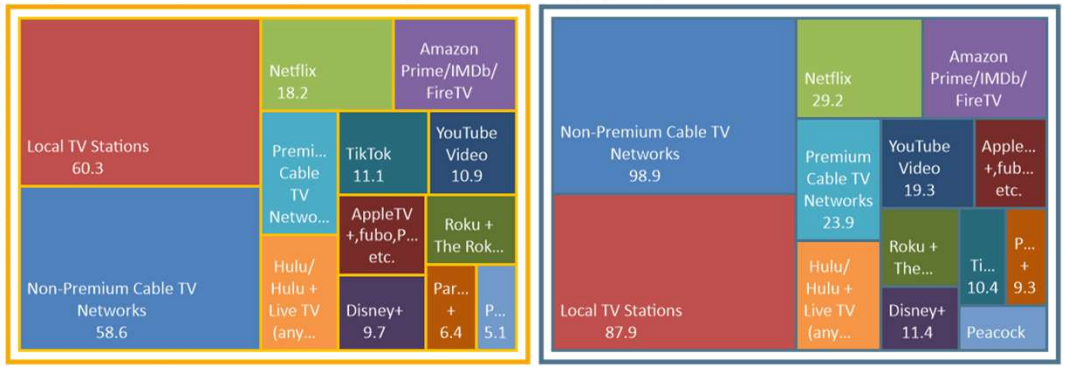
(Radio Stations: KBKS-FM OR Radio Stations: KJAQ-FM OR Radio Stations: KJEB-FM OR Radio Stations: KJR-AM OR Radio Stations: KJR-FM OR Radio Stations: KJR-FM HD2 OR Radio Stations: KZOK-FM)

200,734 or 52.6% of Adults 18 or older who listened to KBKS-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 56.1 minutes every day representing 27.6% of all time spent daily with Ad-Supported Video.

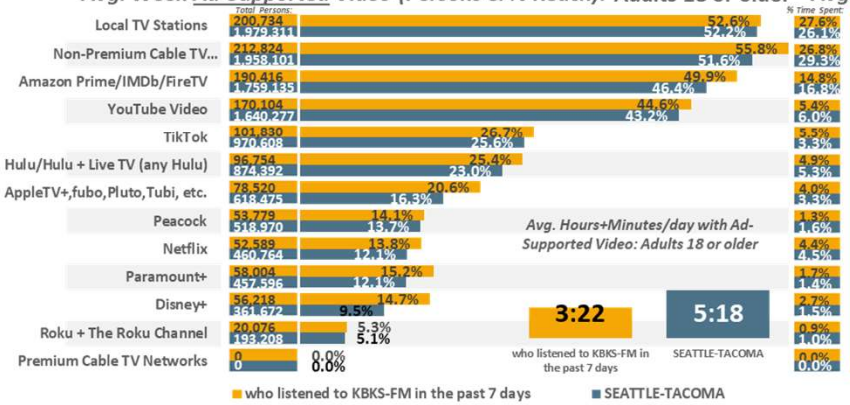
Avg. Week All Video (Persons & % Reach): Adults 18 or older



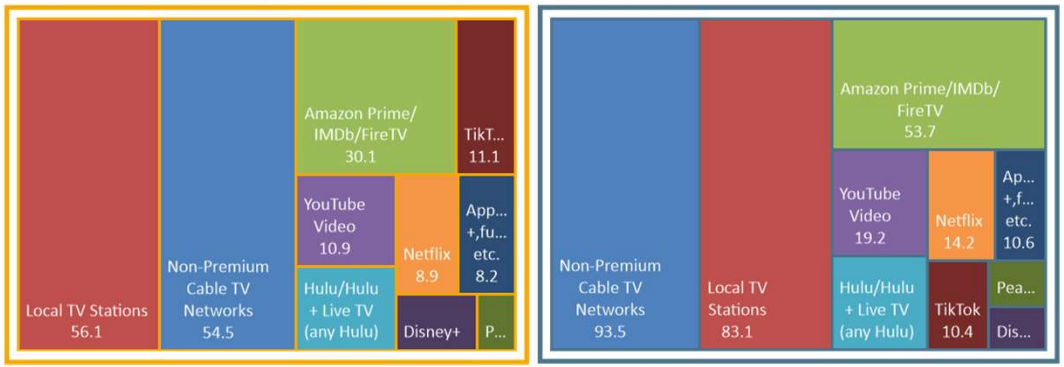
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



SEATTLE-TACOMA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 339

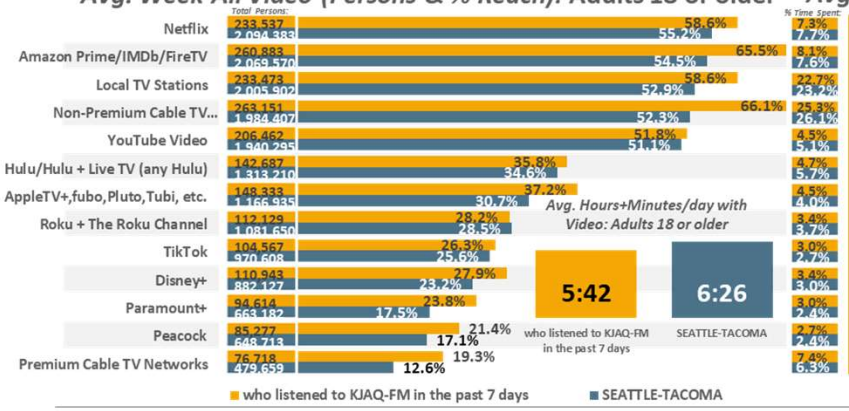
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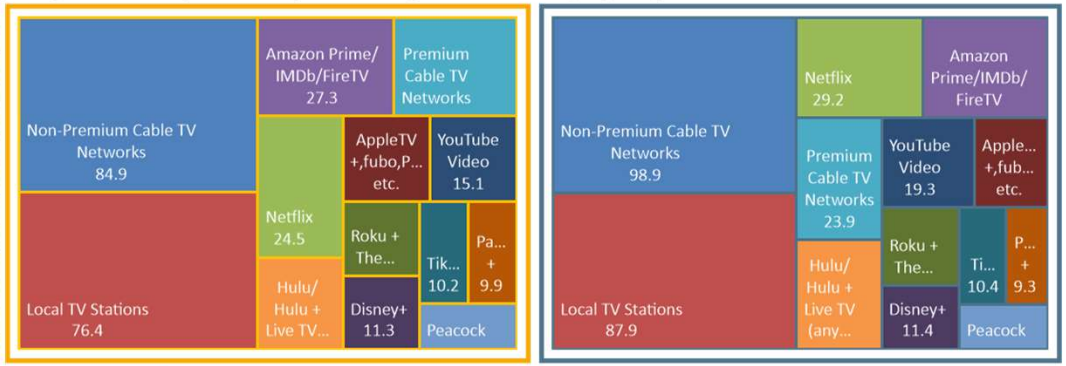
Radio Stations: KBKS-FM

230,271 or 57.8% of Adults 18 or older who listened to KJAQ-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 71.4 minutes every day representing 25.3% of all time spent daily with Ad-Supported Video.

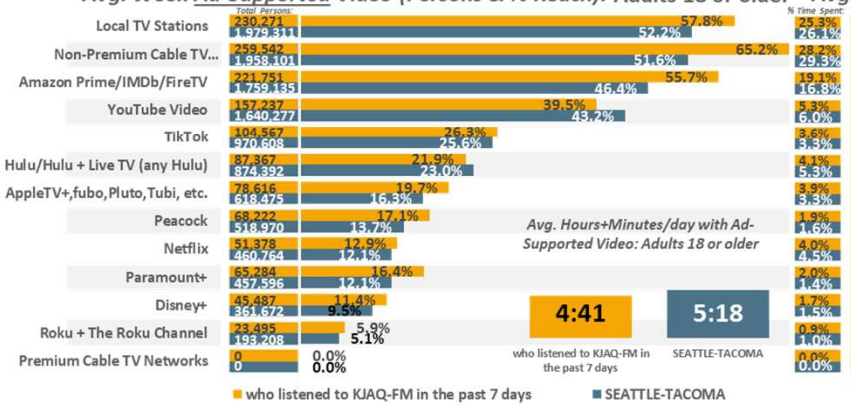
Avg. Week All Video (Persons & % Reach): Adults 18 or older



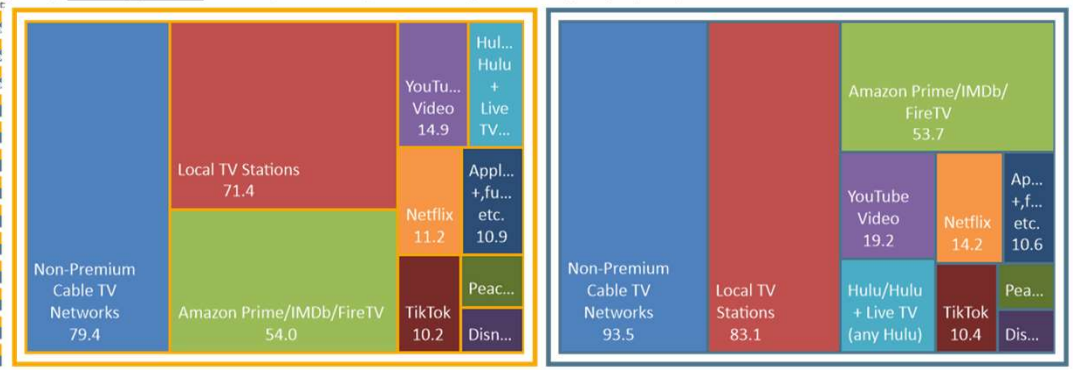
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



SEATTLE-TACOMA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 383

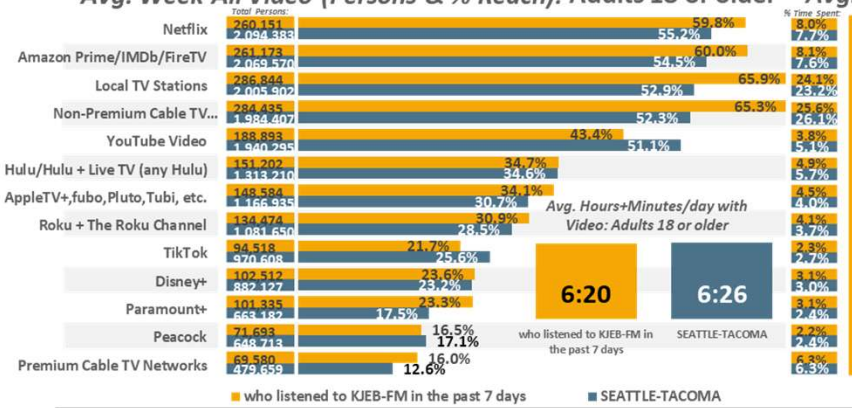
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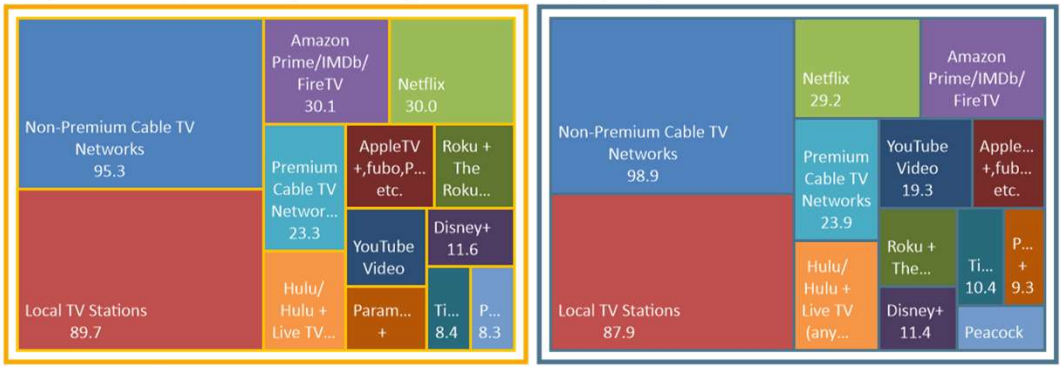
Radio Stations: KJAQ-FM

282,261 or 64.8% of Adults 18 or older who listened to KJEB-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 83.6 minutes every day representing 27.2% of all time spent daily with Ad-Supported Video.

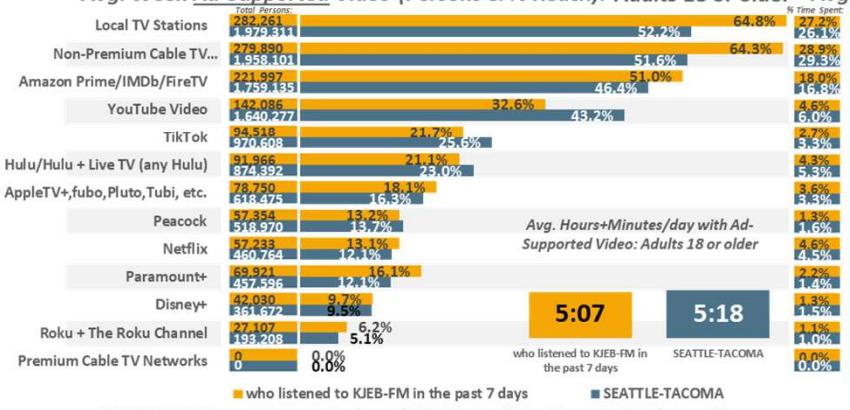
Avg. Week All Video (Persons & % Reach): Adults 18 or older



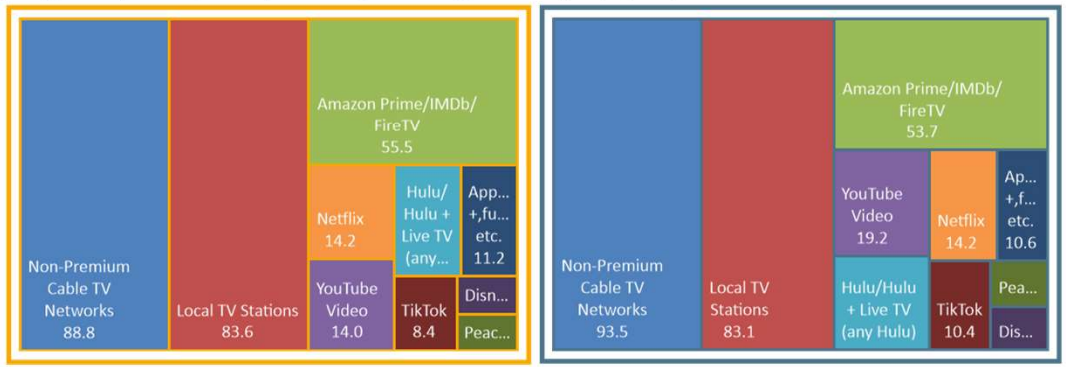
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEATTLE-TACOMA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 426

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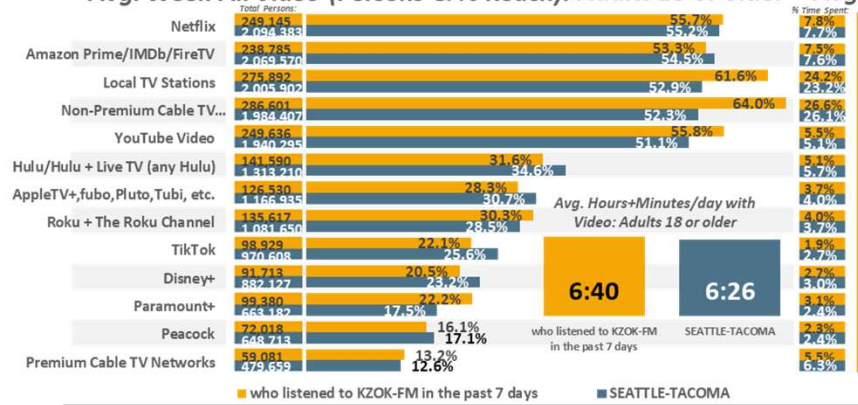
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Radio Stations: KJEB-FM

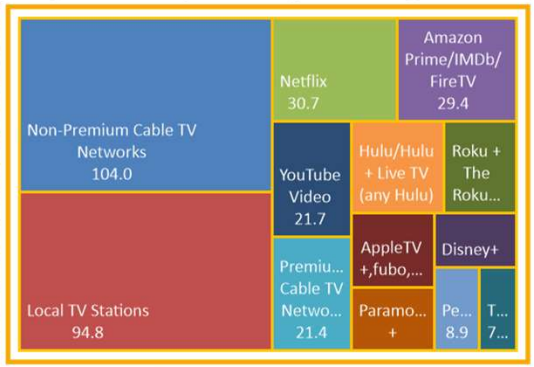
KZOK 102.5 FM

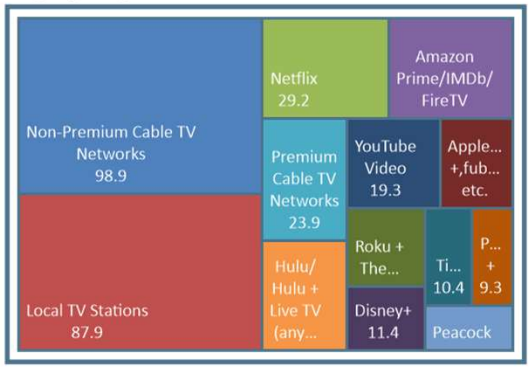
270,884 or 60.5% of Adults 18 or older who listened to KZOK-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 87.3 minutes every day representing 26.6% of all time spent daily with Ad-Supported Video.

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

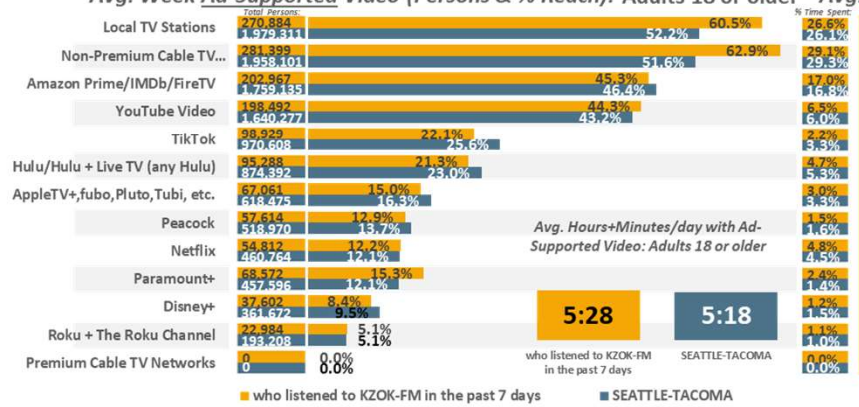


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

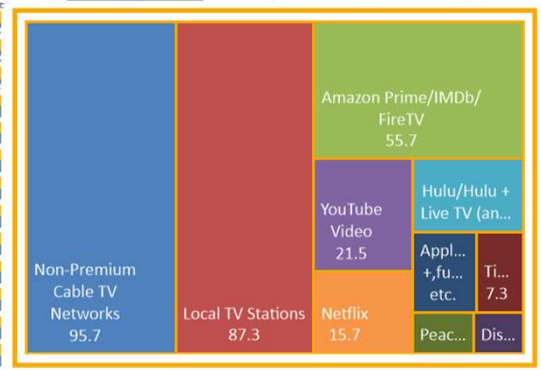


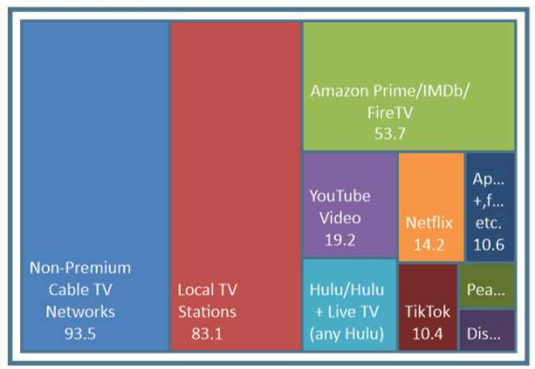


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



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





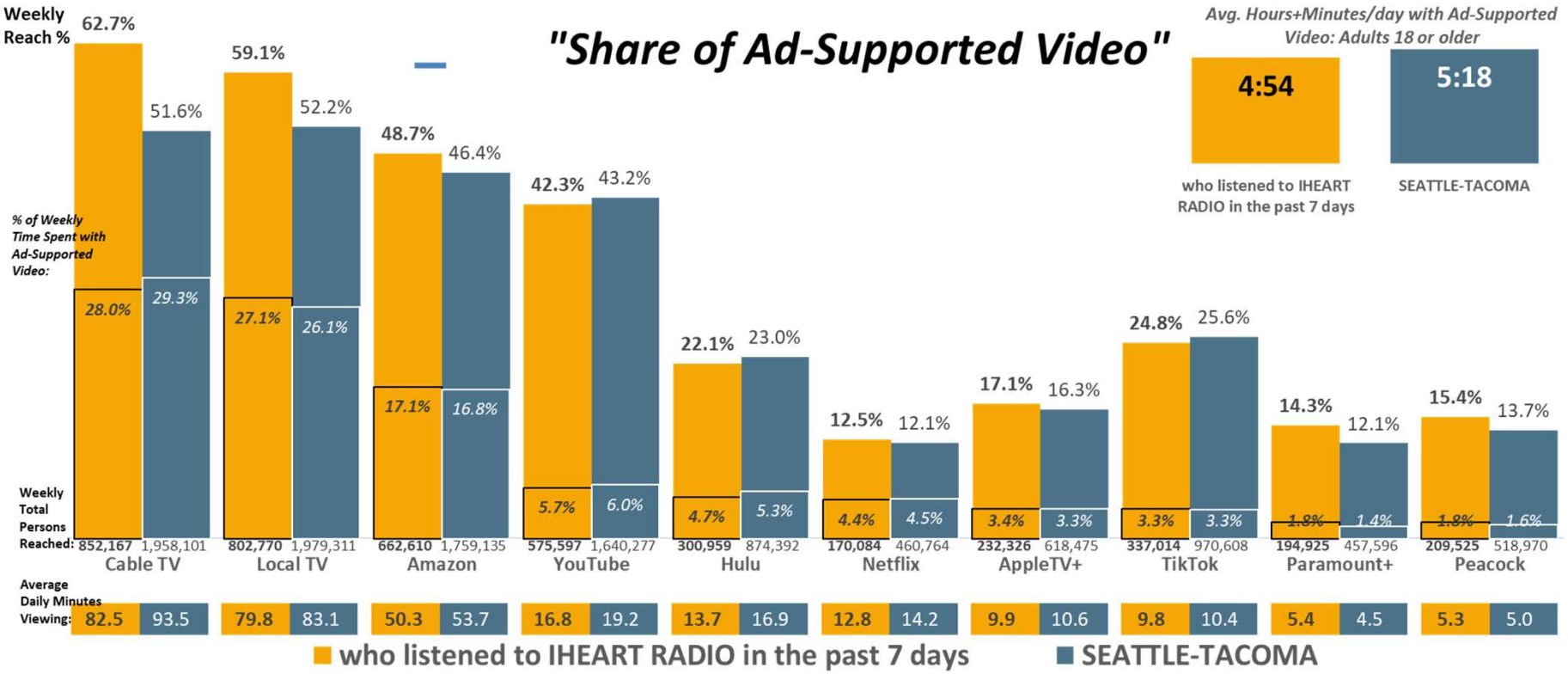
SEATTLE-TACOMA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 429

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Radio Stations: KZOK-FM

802,770 or 59.1% of Adults 18 or older who listened to IHEART RADIO in the past 7 days watch Ad-Supported Local TV Stations for an average of 79.8 minutes every day representing 27.1% of all time spent daily with Ad-Supported Video.



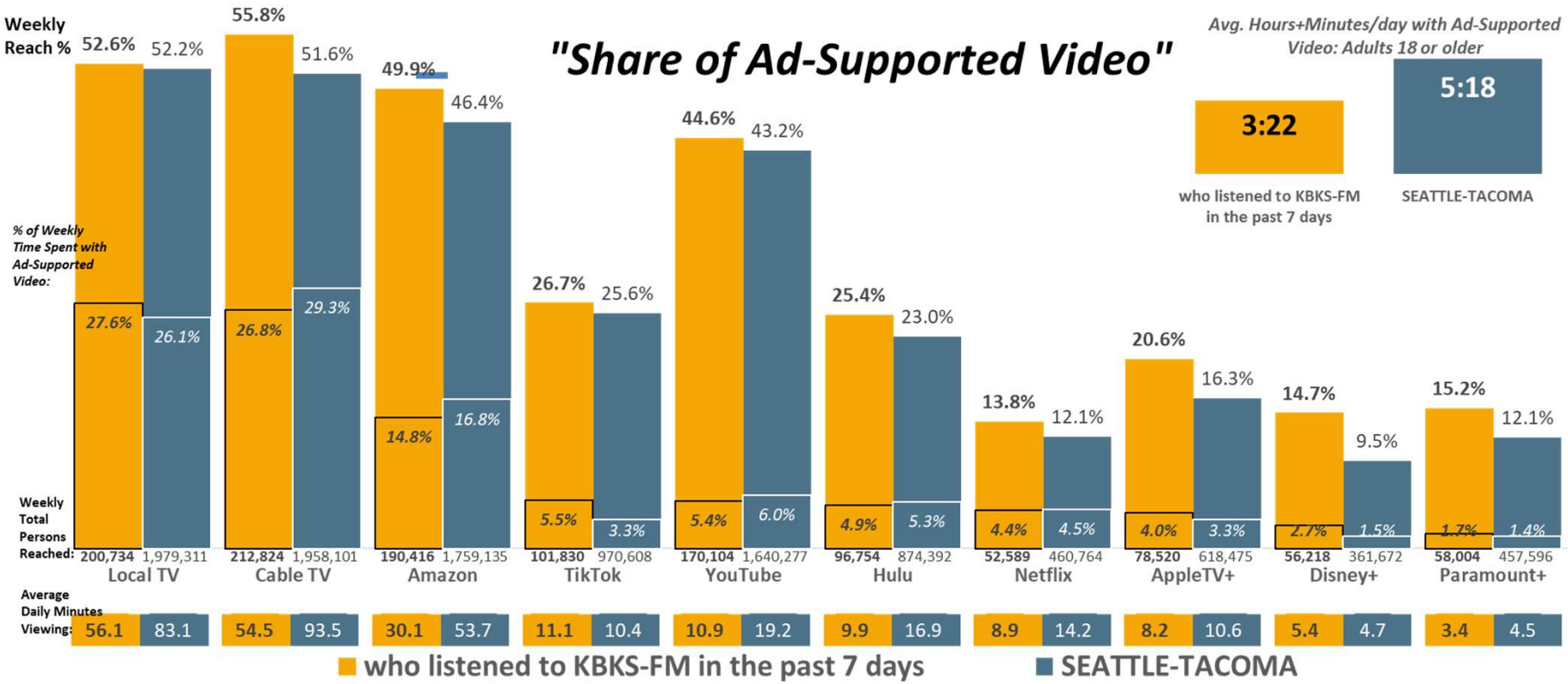
SEATTLE-TACOMA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,324 SEATTLE-TACOMA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 3,704

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(Radio Stations: KBKS-FM OR Radio Stations: KJAQ-FM OR Radio Stations: KJEB-FM OR Radio Stations: KJR-AM OR Radio Stations: KJR-FM OR Radio Stations: KJR-FM HD2 OR Radio Stations: KZOK-FM)

200,734 or 52.6% of Adults 18 or older who listened to KBKS-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 56.1 minutes every day representing 27.6% of all time spent daily with Ad-Supported Video.



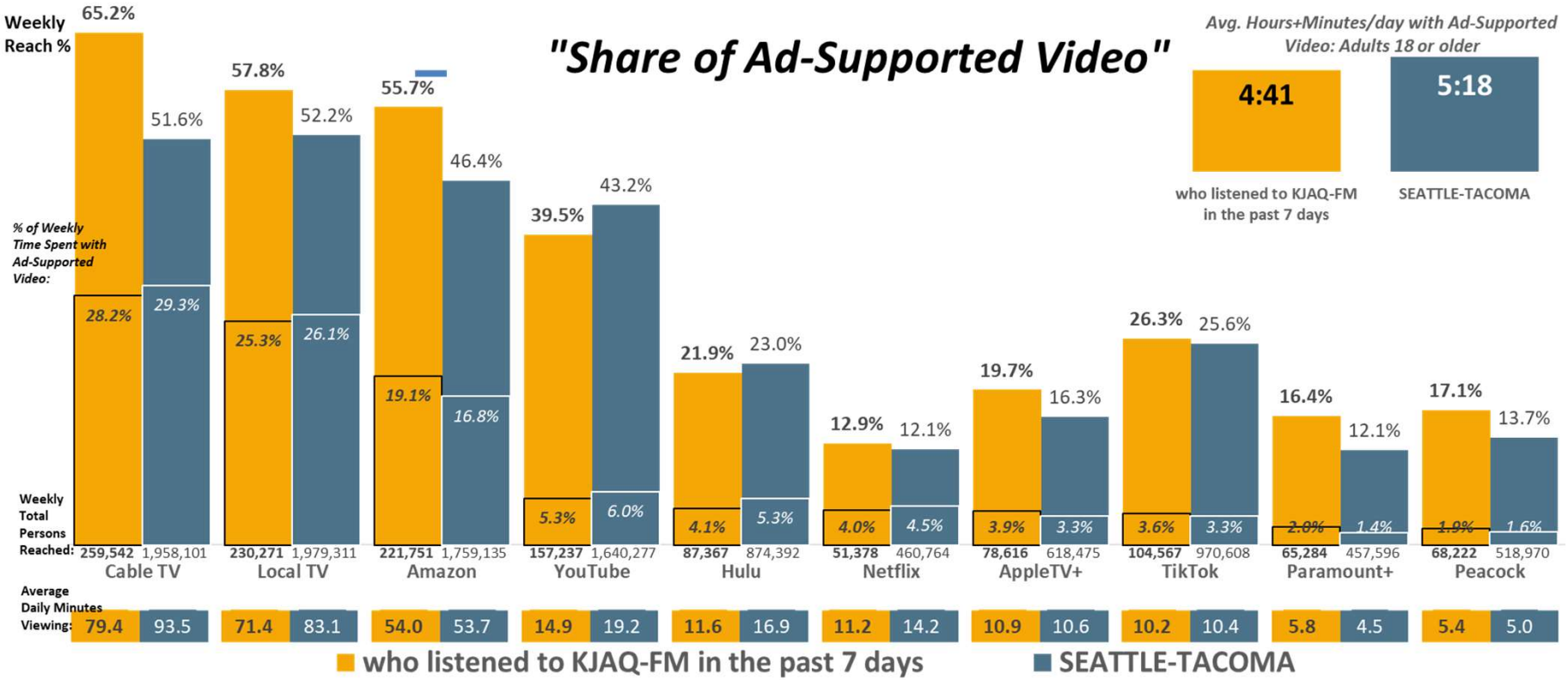
SEATTLE-TACOMA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 339 SEATTLE-TACOMA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 3,704

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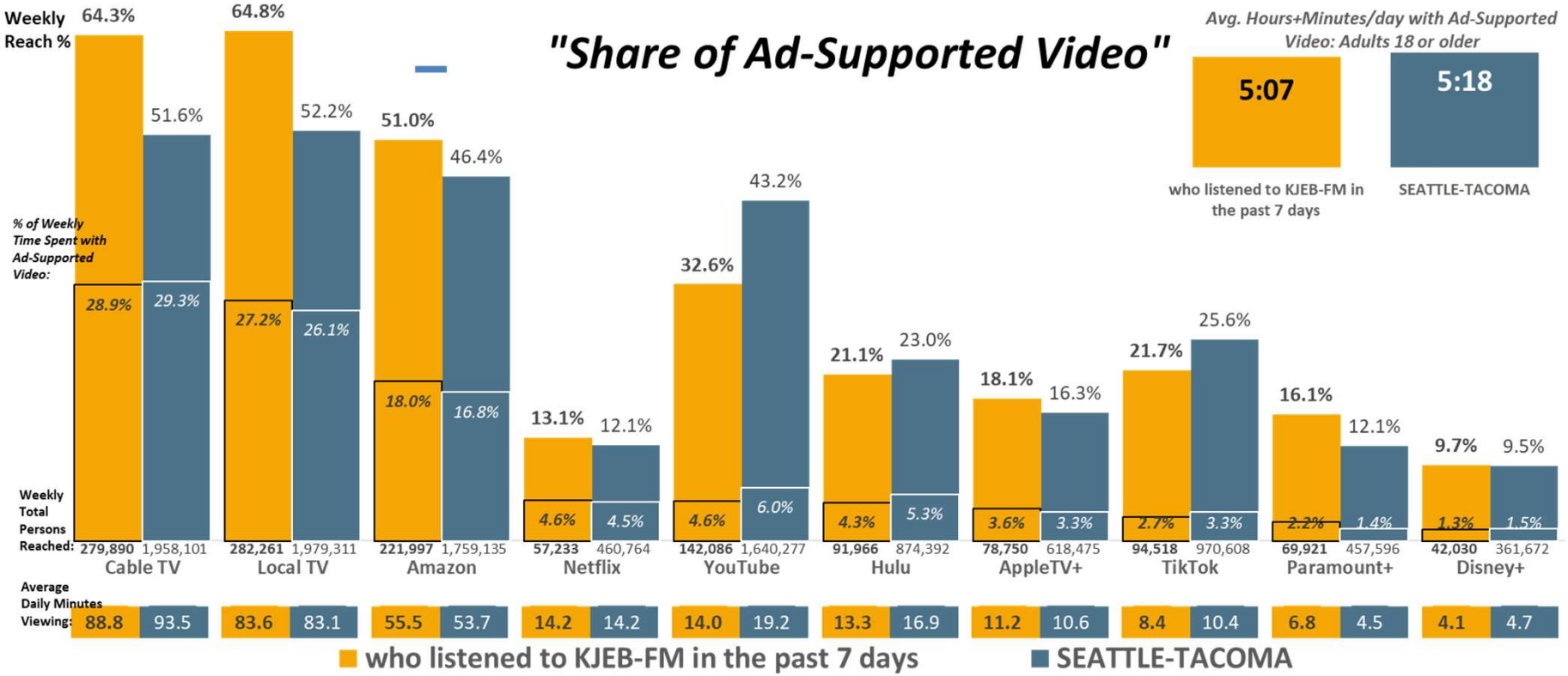
SEATTLE-TACOMA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 383 SEATTLE-TACOMA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 3,704

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Radio Stations: KJAQ-FM

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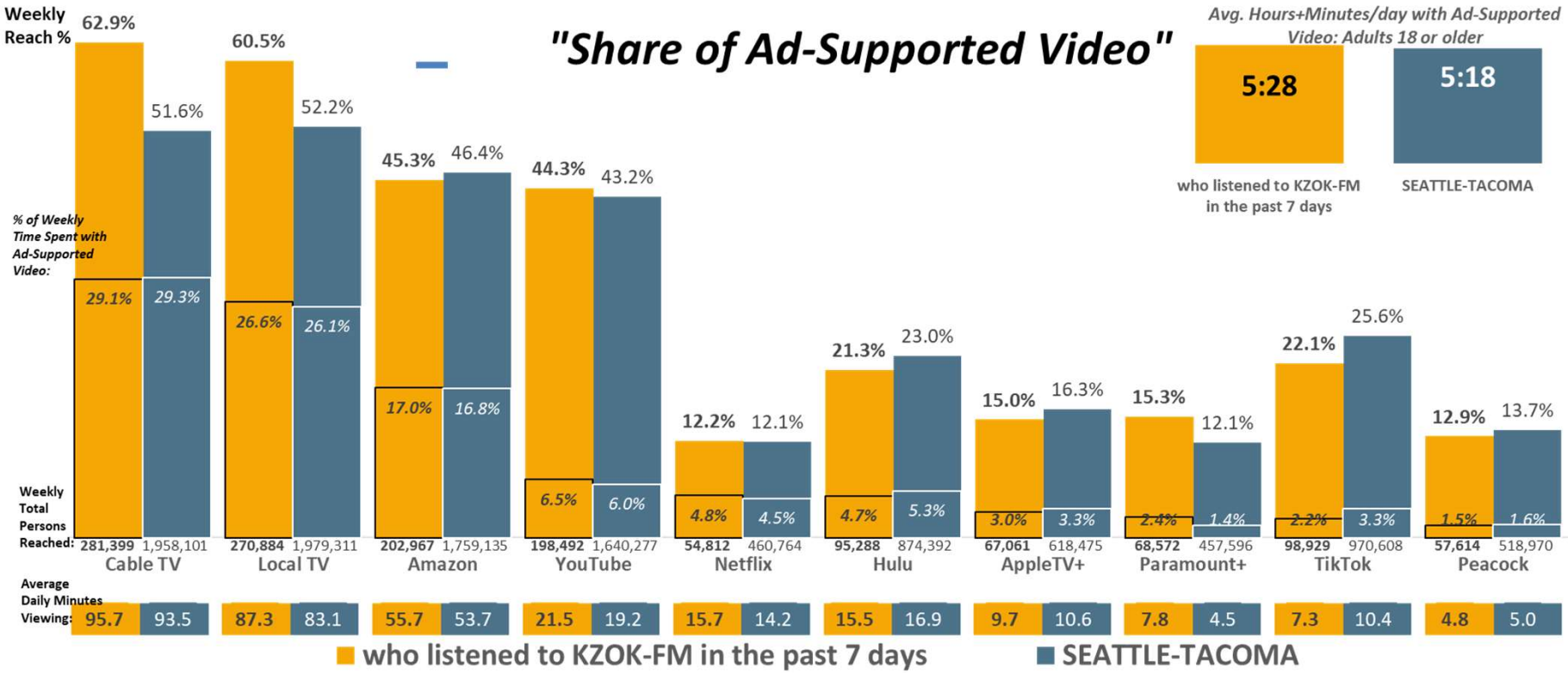
SEATTLE-TACOMA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 426 SEATTLE-TACOMA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 3,704

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Radio Stations: KJEB-FM

270,884 or 60.5% of Adults 18 or older who listened to KZOK-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 87.3 minutes every day representing 26.6% of all time spent daily with Ad-Supported Video.



SEATTLE-TACOMA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 429 SEATTLE-TACOMA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 3,704

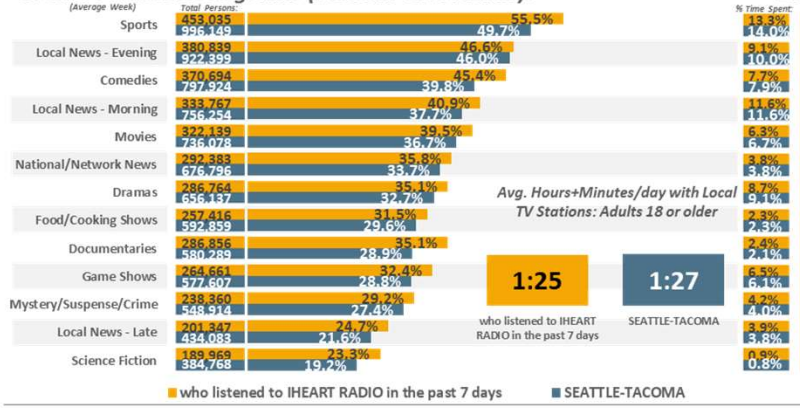
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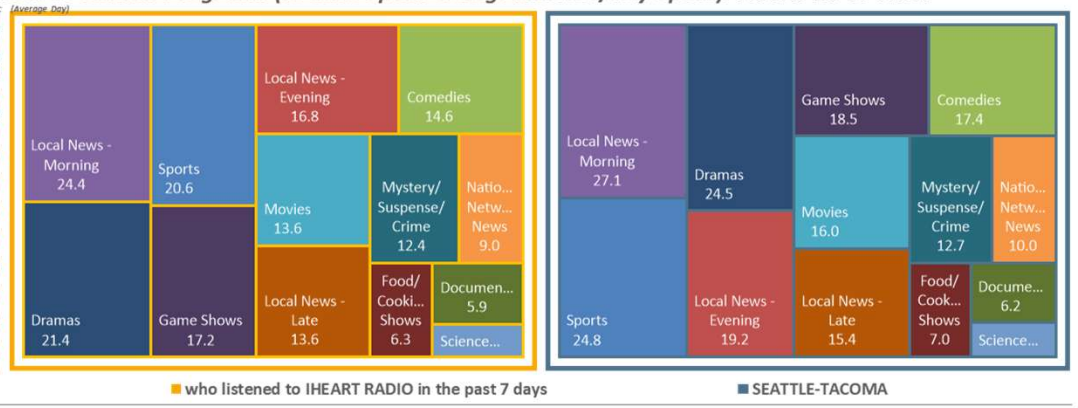
Radio Stations: KZOK-FM

802,770 or 59.1% of Adults 18 or older who listened to IHEART RADIO in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Comedies, Local News - Morning, Movies, and Dramas.

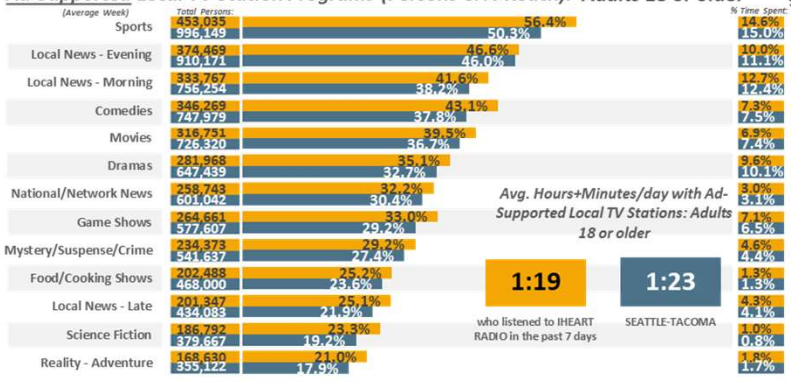
Local TV Station Programs (Persons & % Reach): Adults 18 or older



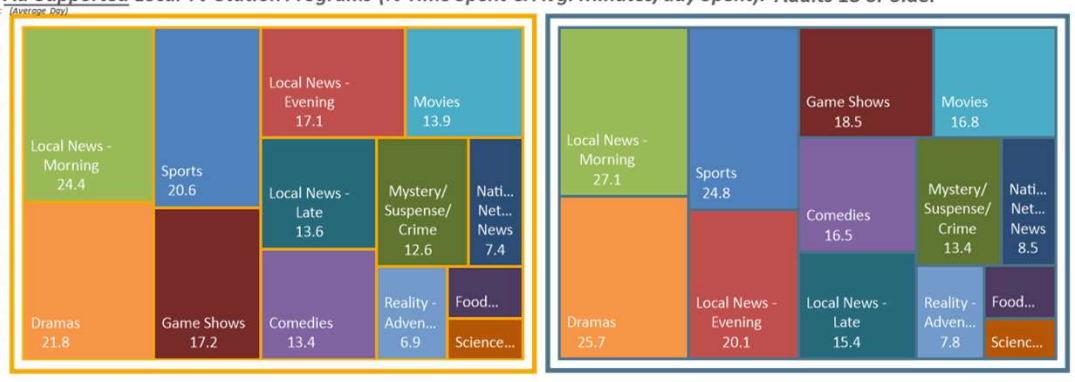
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEATTLE-TACOMA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,324

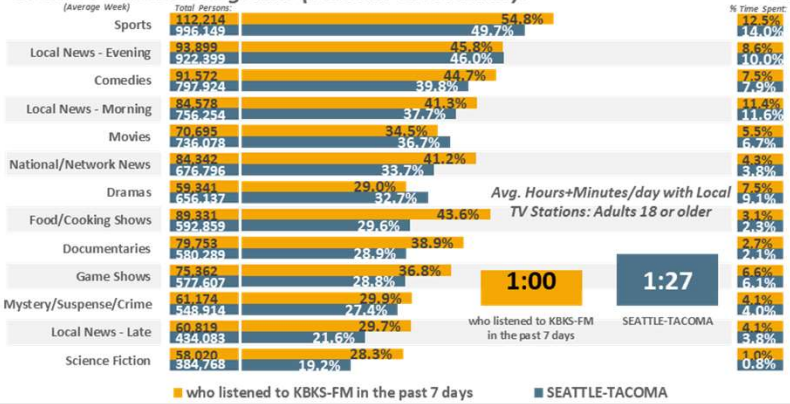
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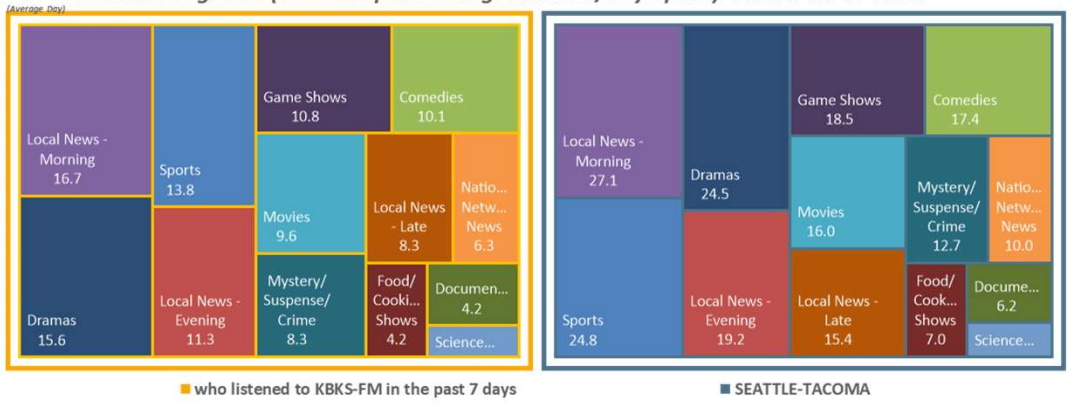
(Radio Stations: KBKS-FM OR Radio Stations: KJAQ-FM OR Radio Stations: KJEB-FM OR Radio Stations: KJR-AM OR Radio Stations: KJR-FM OR Radio Stations: KJR-FM HD2 OR Radio Stations: KZOK-FM)

200,734 or 52.6% of Adults 18 or older who listened to KBKS-FM in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Comedies, Local News - Morning, Game Shows, and National/Network News.

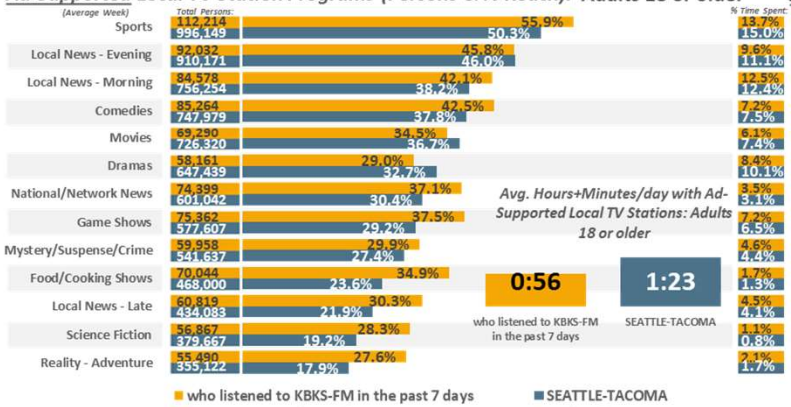
Local TV Station Programs (Persons & % Reach): Adults 18 or older



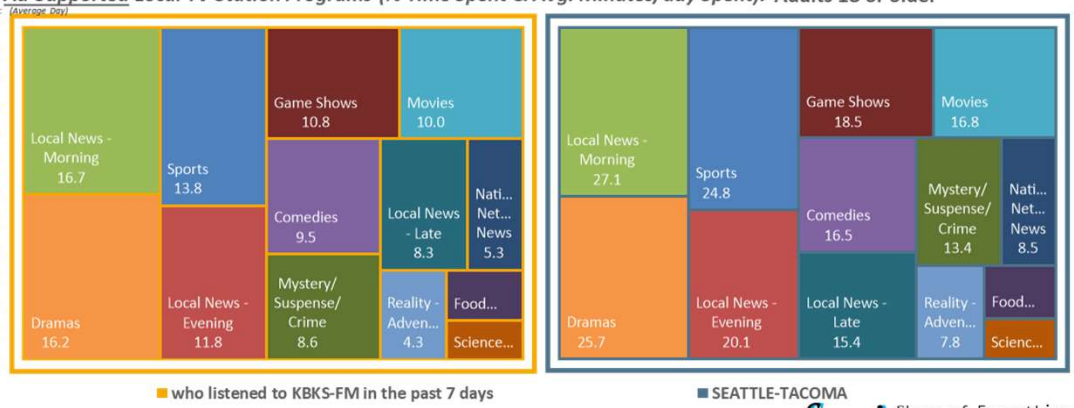
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



SEATTLE-TACOMA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 339

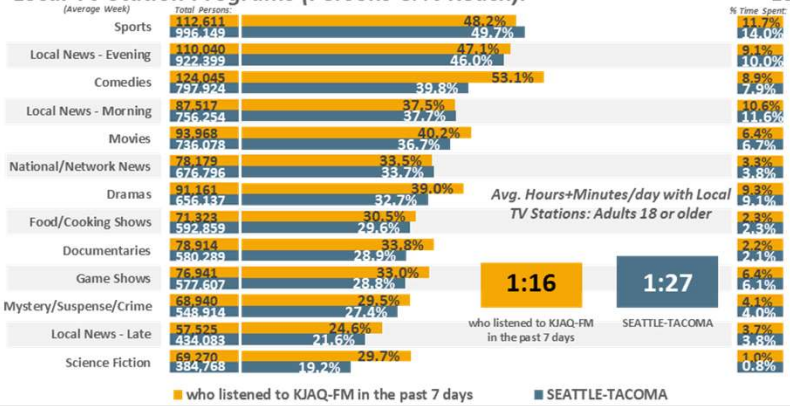
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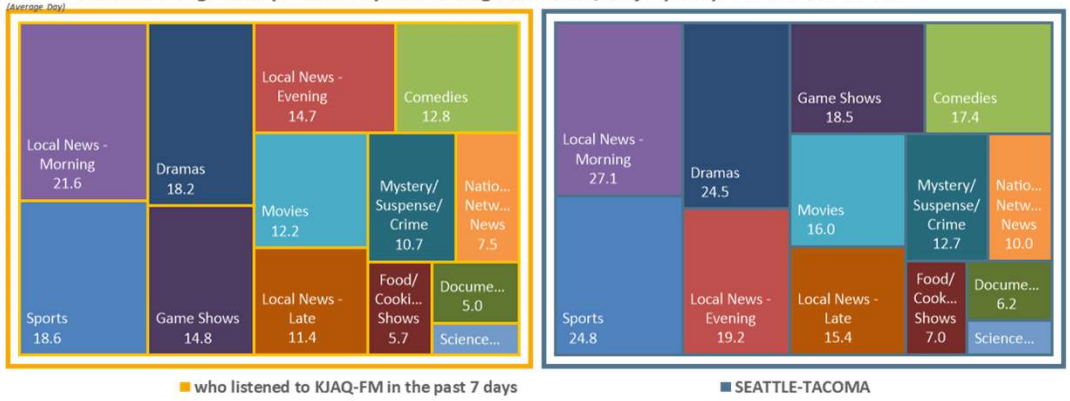
Radio Stations: KBKS-FM

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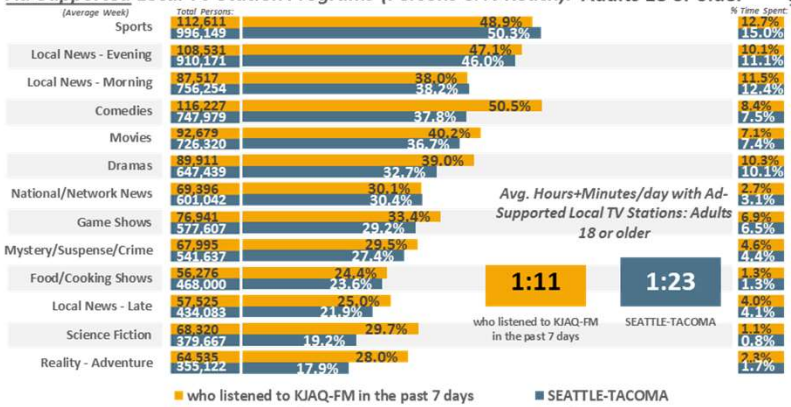
Local TV Station Programs (Persons & % Reach): Adults 18 or older



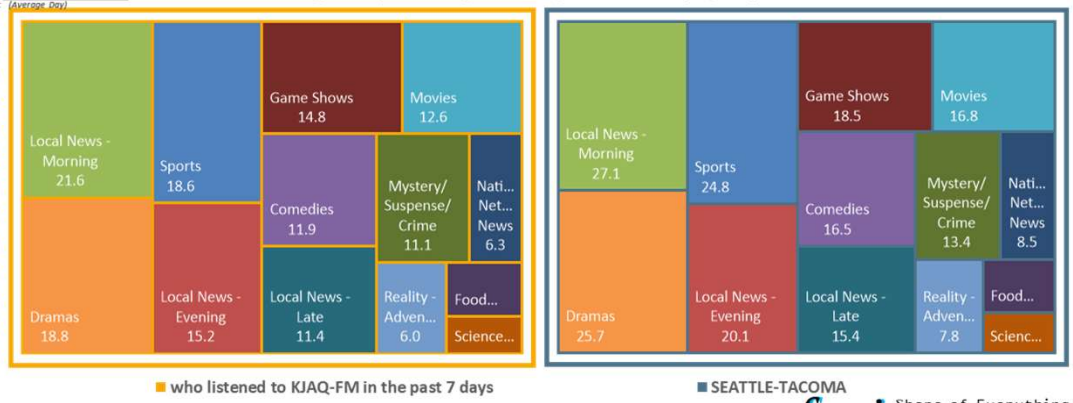
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



SEATTLE-TACOMA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 383

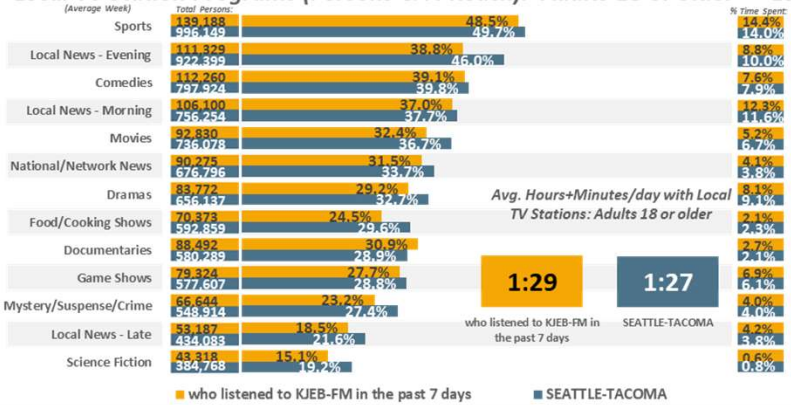
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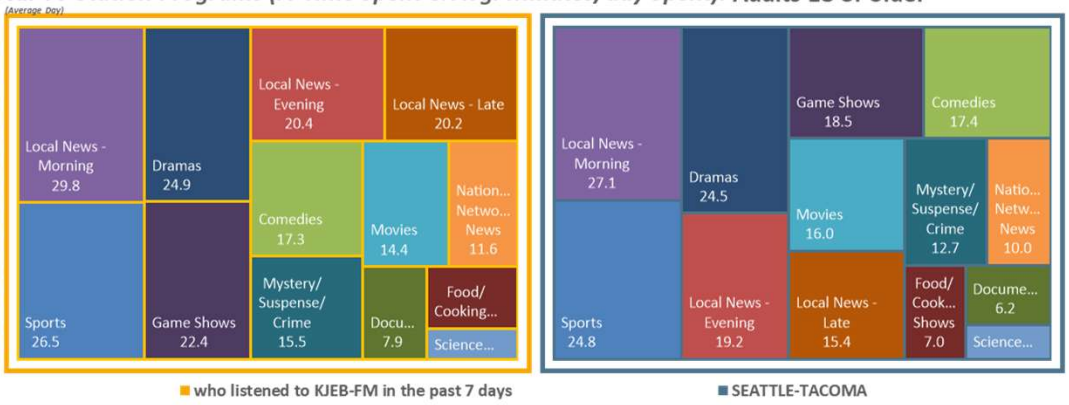
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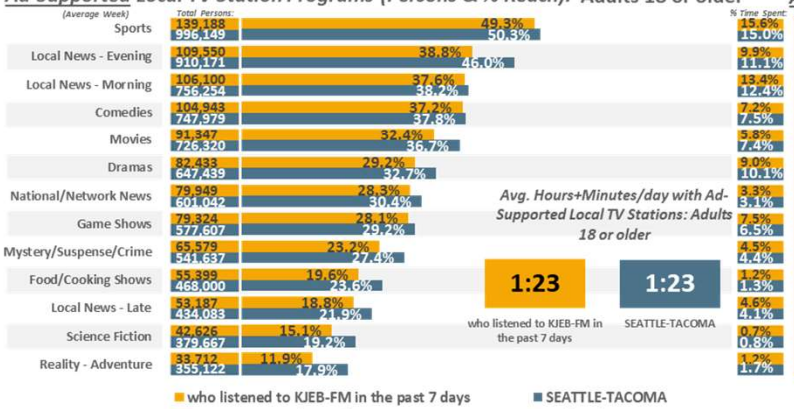
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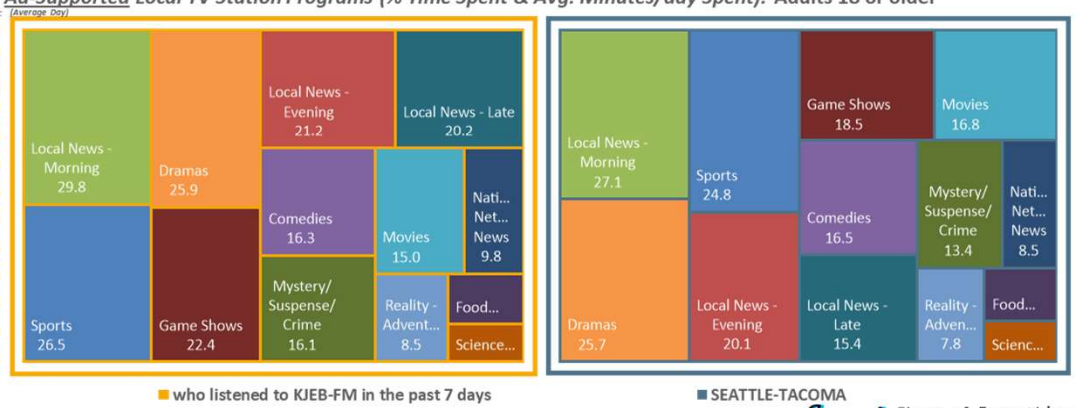
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



SEATTLE-TACOMA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 426

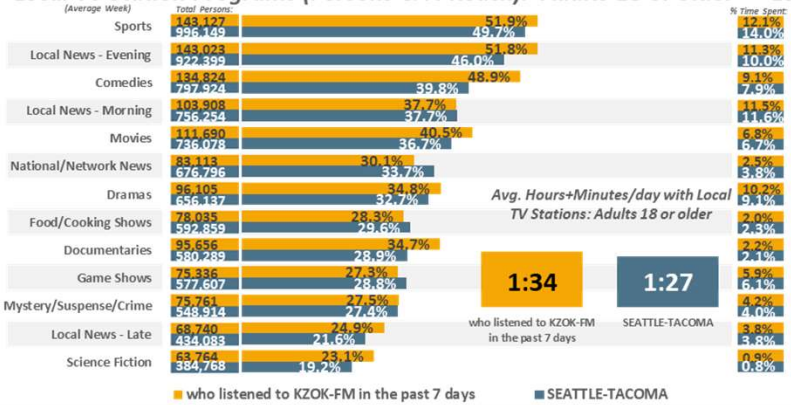
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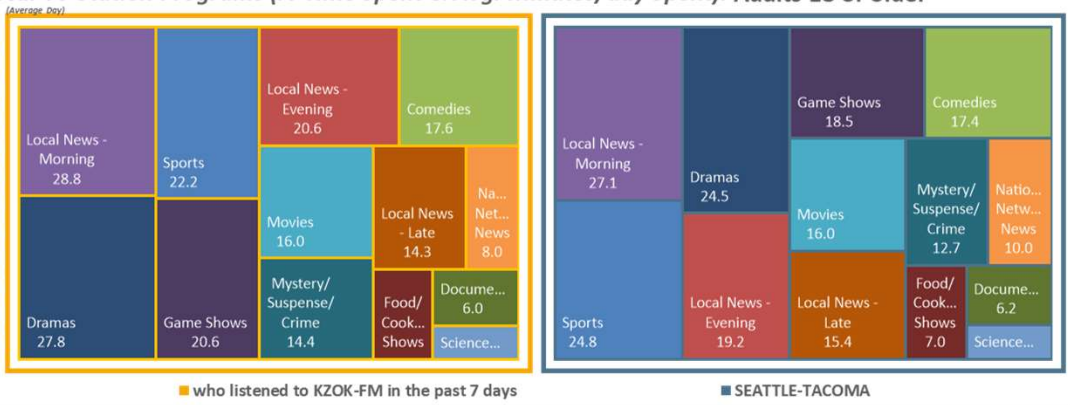
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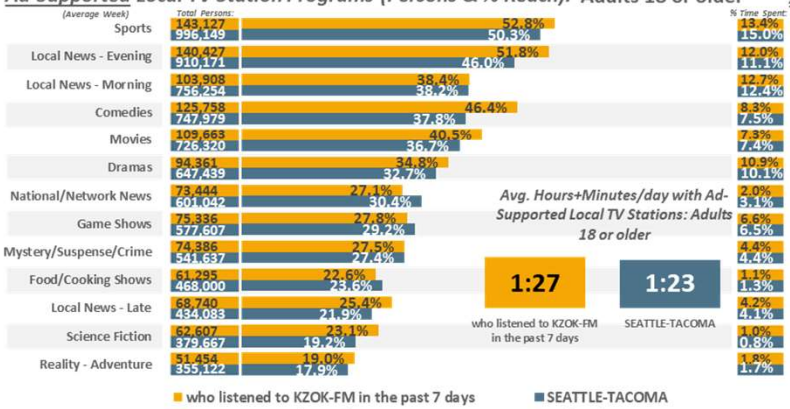
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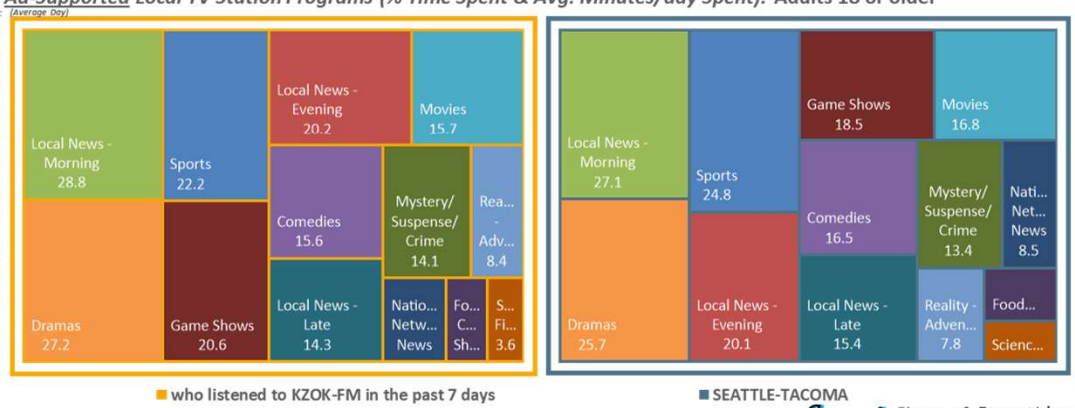
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Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 18 or older



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



SEATTLE-TACOMA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 429

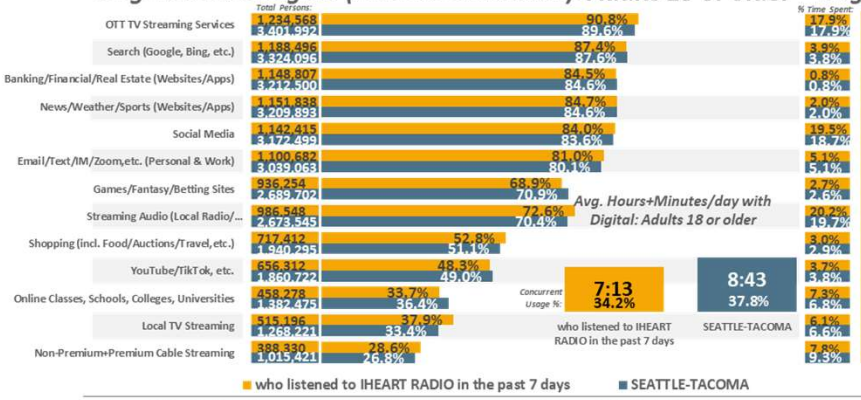
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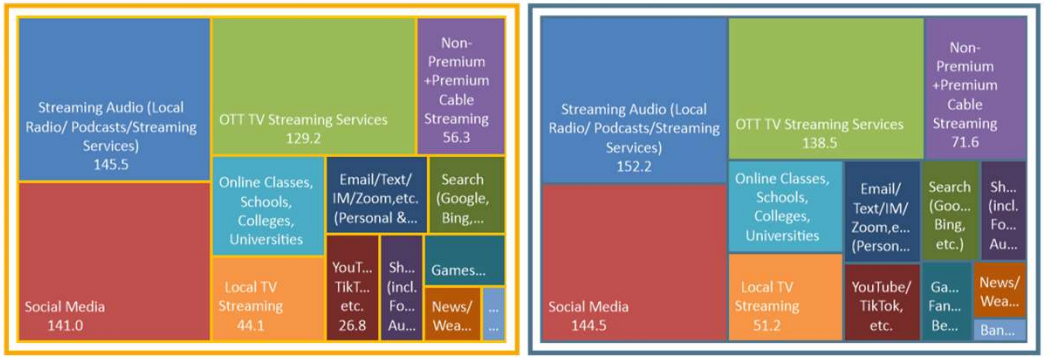
Radio Stations: KZOK-FM

996,428 or 73.3% of Adults 18 or older who listened to IHEART RADIO in the past 7 days use Ad-Supported Social Media for an average of 123. minutes every day representing 23.1% of all time spent daily with Ad-Supported Digital Media.

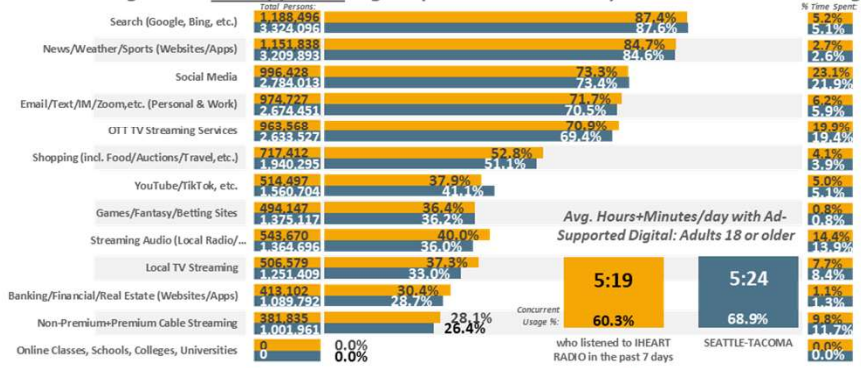
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



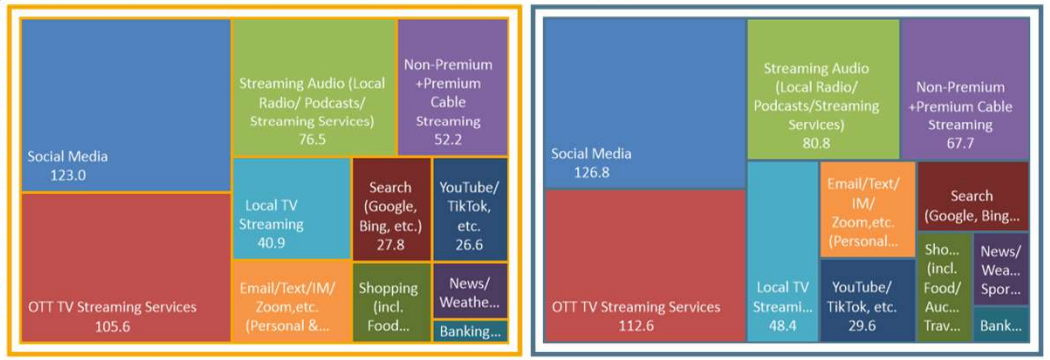
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEATTLE-TACOMA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,324

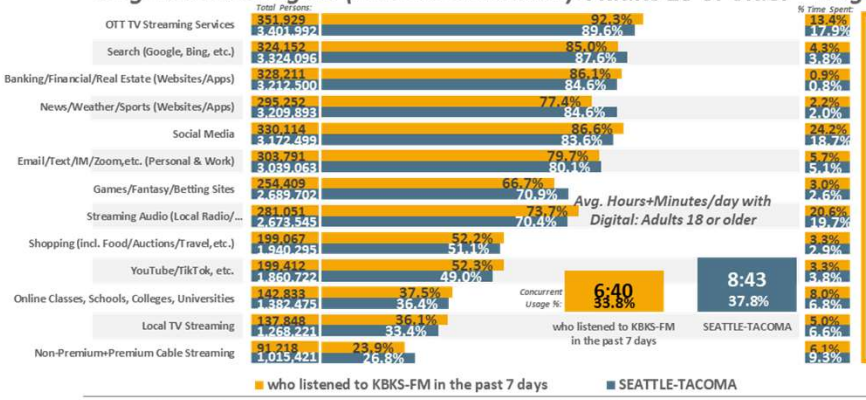
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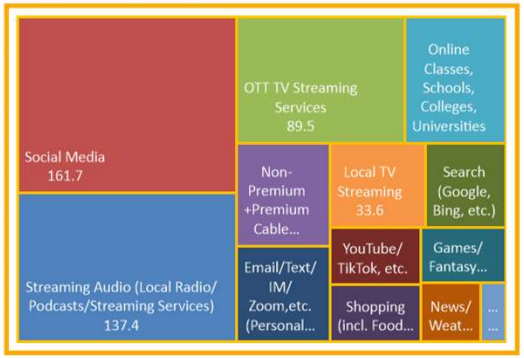
(Radio Stations: KBKS-FM OR Radio Stations: KJAQ-FM OR Radio Stations: KJEB-FM OR Radio Stations: KJR-AM OR Radio Stations: KJR-FM OR Radio Stations: KJR-FM HD2 OR Radio Stations: KZOK-FM)

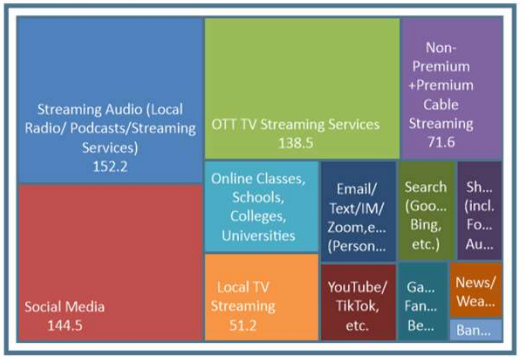
292,262 or 76.6% of Adults 18 or older who listened to KBKS-FM in the past 7 days use Ad-Supported Social Media for an average of 143.1 minutes every day representing 29.6% of all time spent daily with Ad-Supported Digital Media.

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

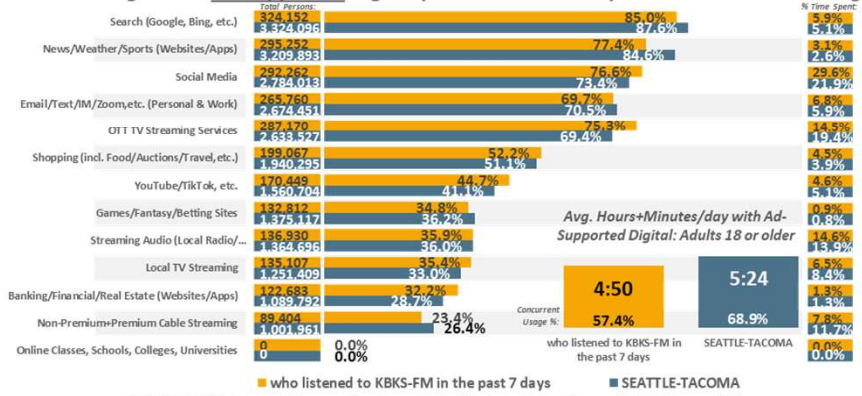


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

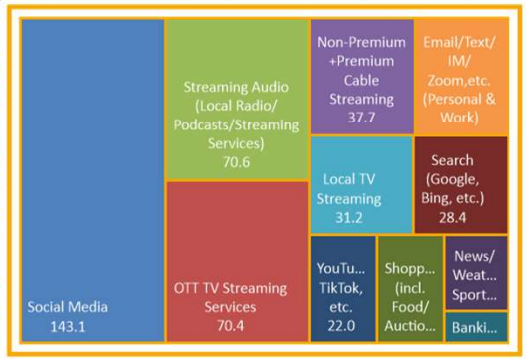


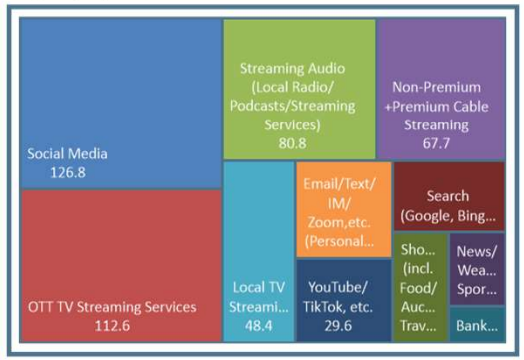


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





SEATTLE-TACOMA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 339

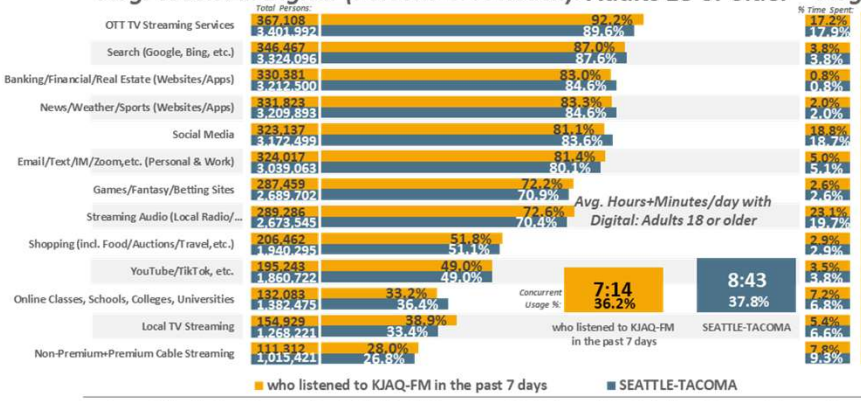
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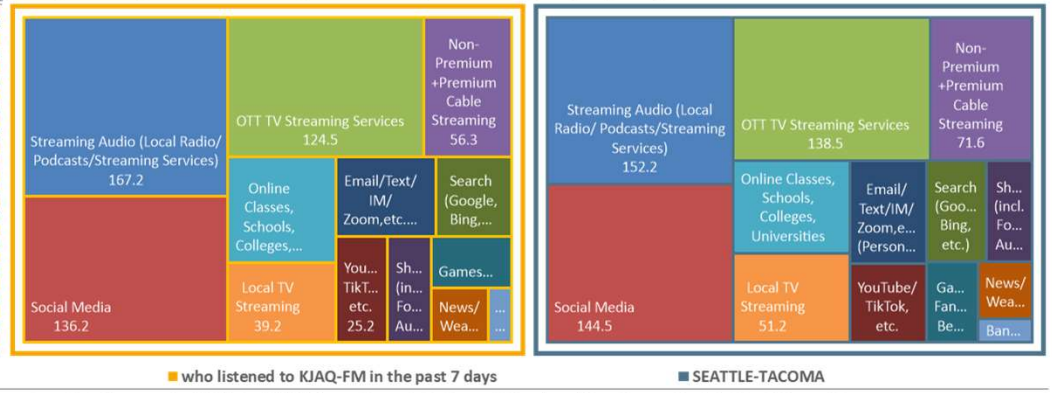
Radio Stations: KBKS-FM

280,624 or 70.5% of Adults 18 or older who listened to KJAQ-FM in the past 7 days use Ad-Supported Social Media for an average of 118.3 minutes every day representing 22.3% of all time spent daily with Ad-Supported Digital Media.

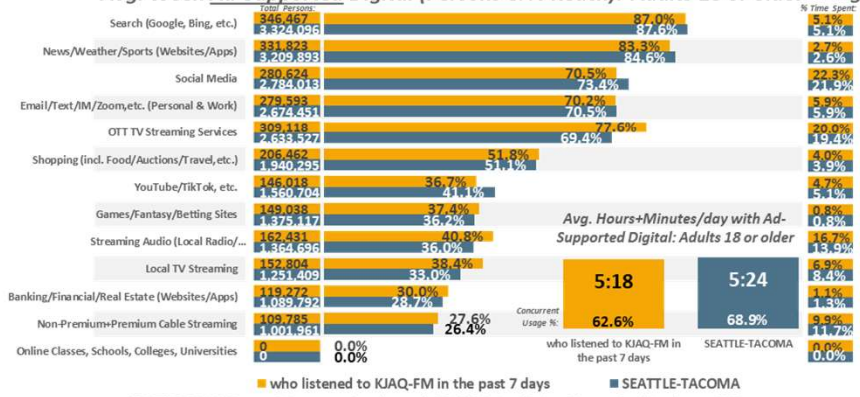
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



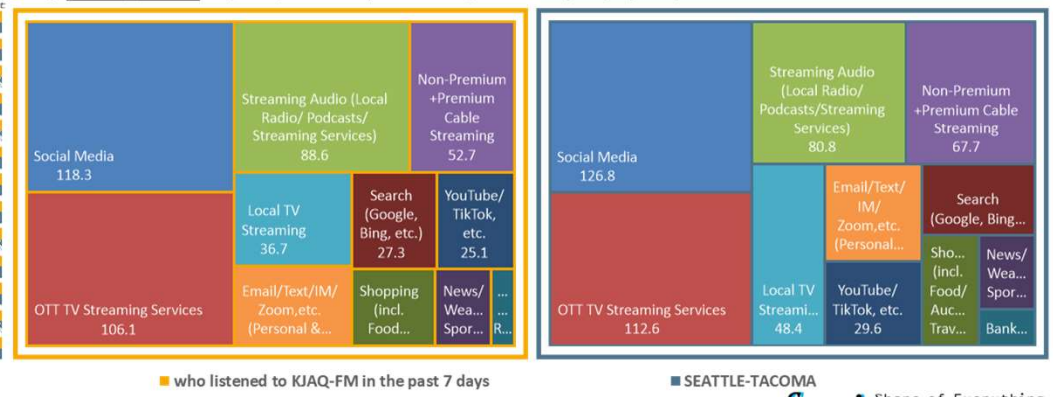
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEATTLE-TACOMA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 383

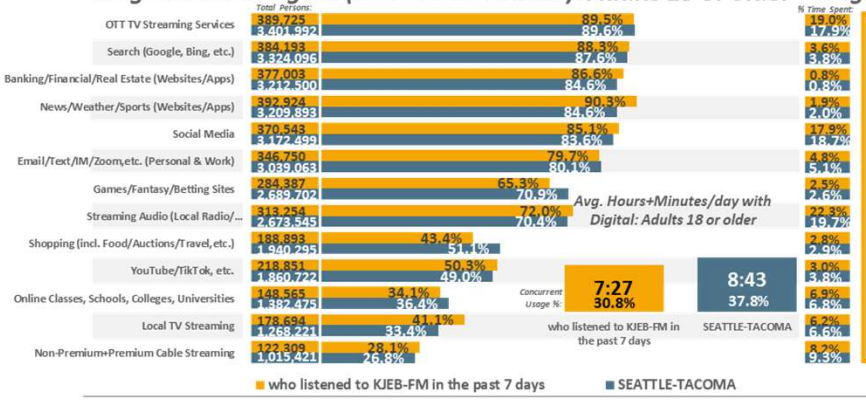
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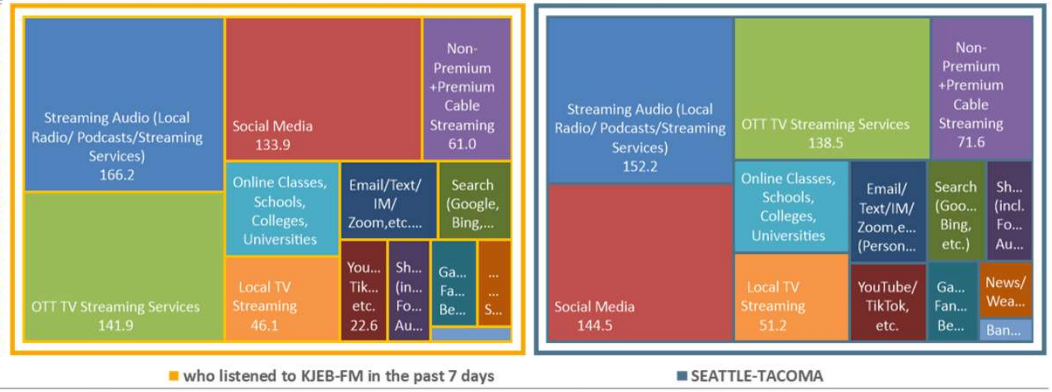
Radio Stations: KJAQ-FM

333,250 or 76.6% of Adults 18 or older who listened to KJEB-FM in the past 7 days use Ad-Supported Social Media for an average of 120.4 minutes every day representing 22.2% of all time spent daily with Ad-Supported Digital Media.

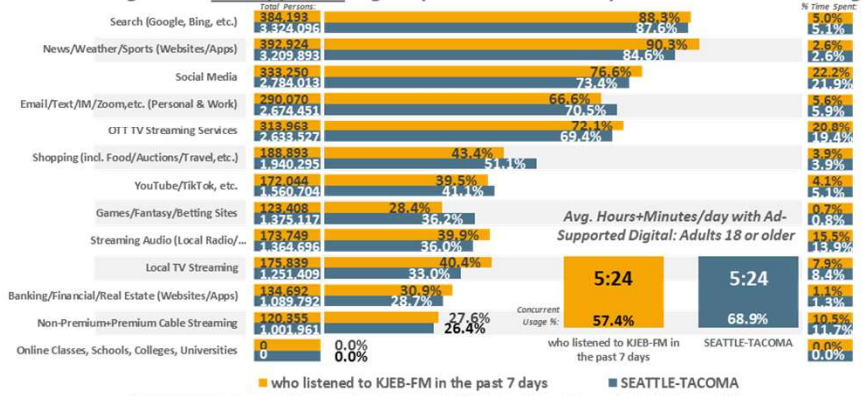
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



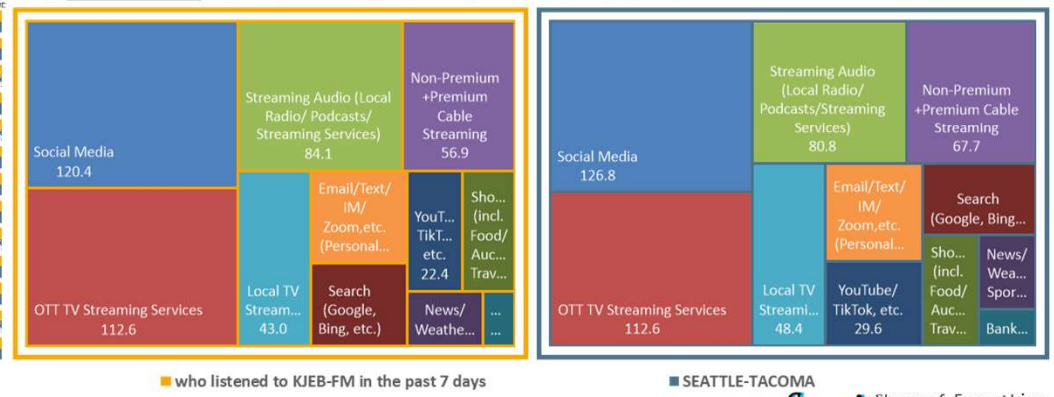
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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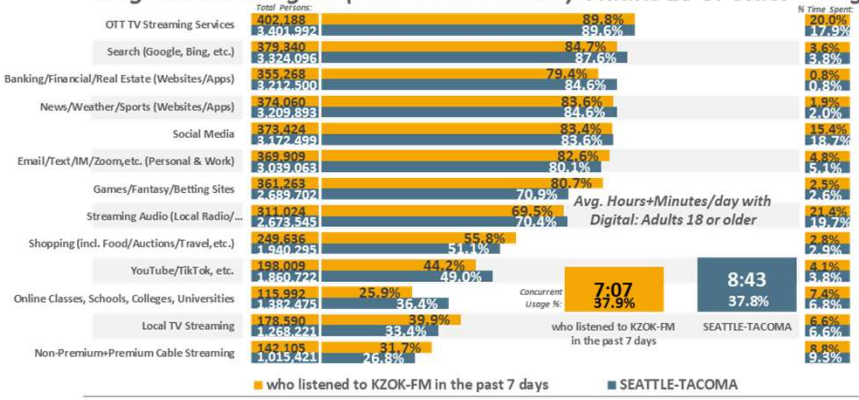
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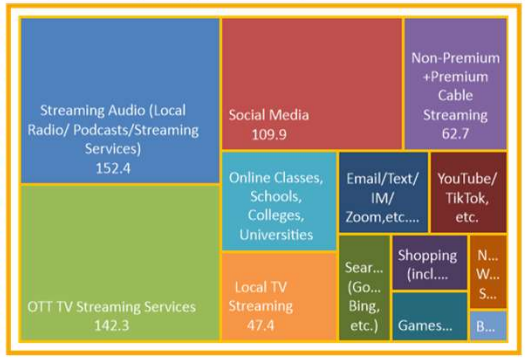
Radio Stations: KJEB-FM

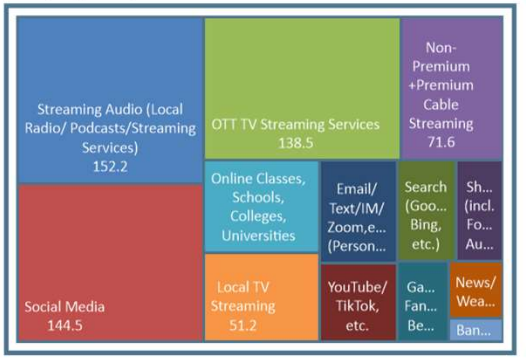
318,457 or 71.1% of Adults 18 or older who listened to KZOK-FM in the past 7 days use Ad-Supported Social Media for an average of 93.7 minutes every day representing 17.9% of all time spent daily with Ad-Supported Digital Media.

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

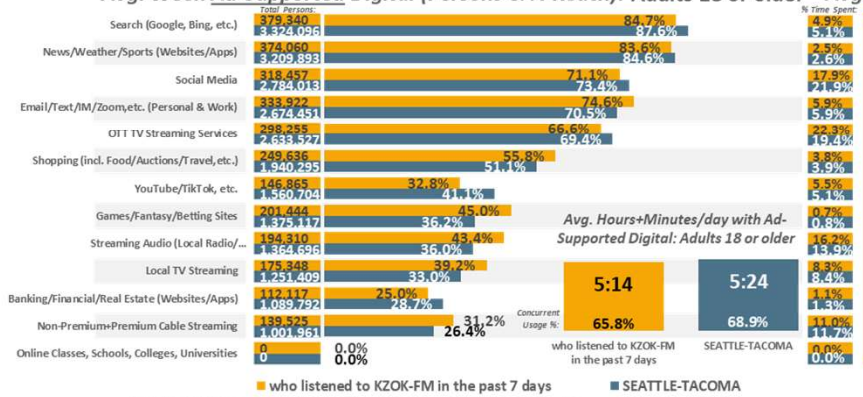


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

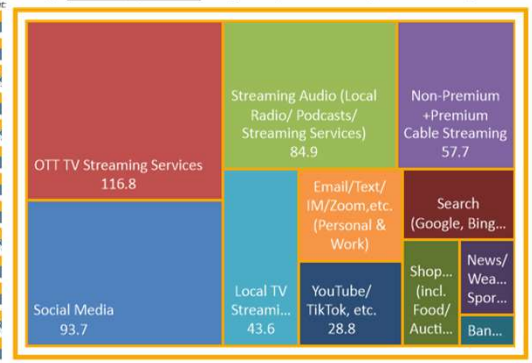


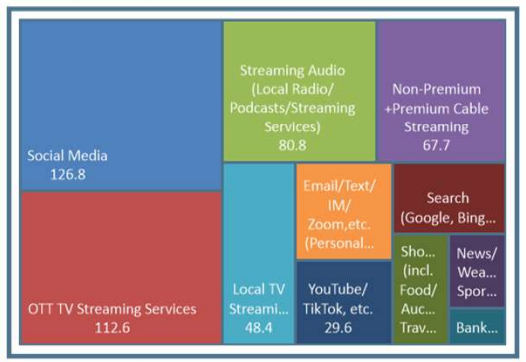


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





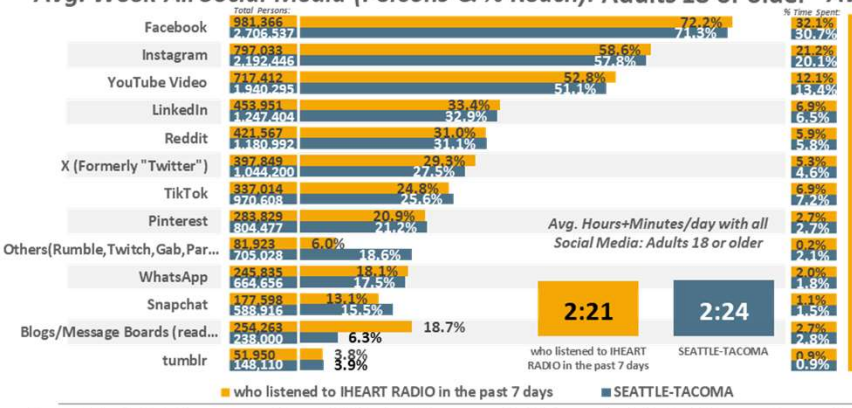
SEATTLE-TACOMA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 429

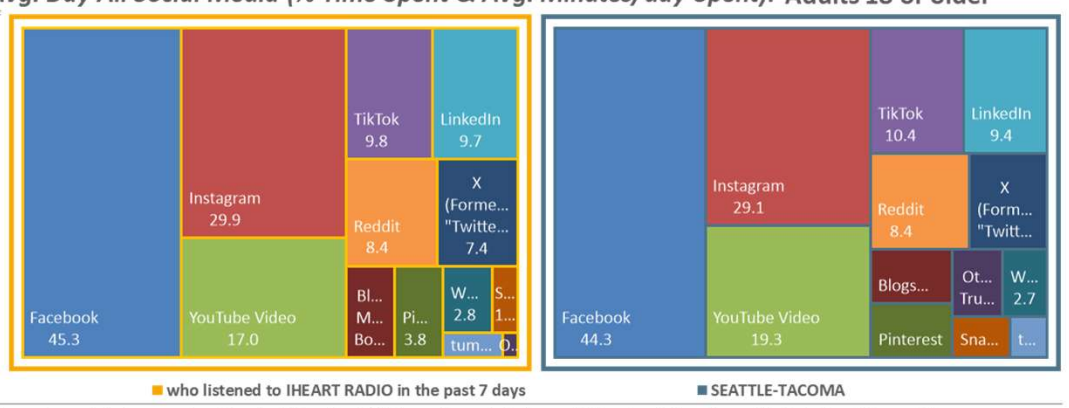
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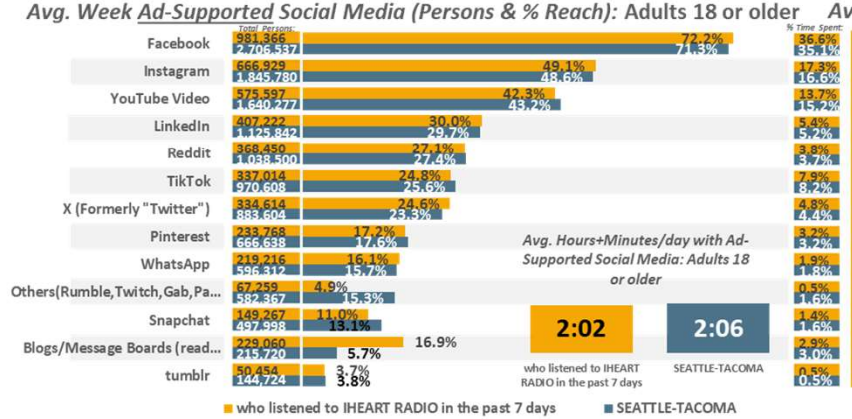
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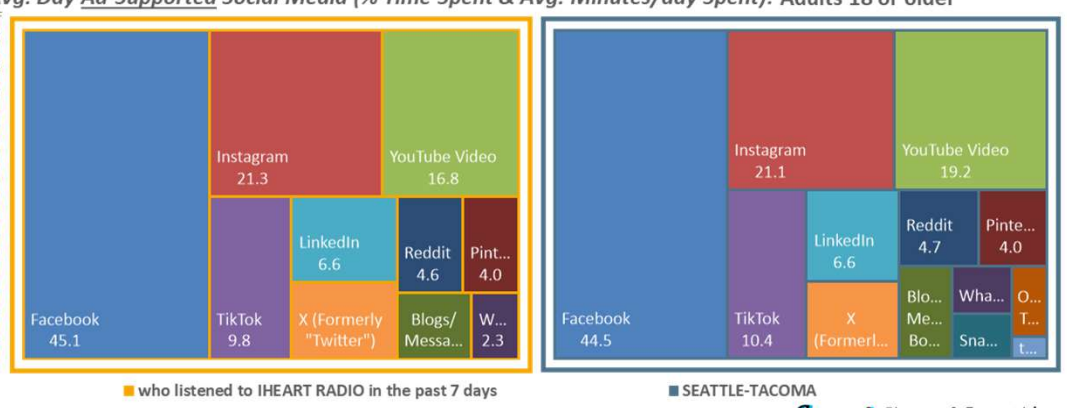
Radio Stations: KZOK-FM

981,366 or 72.2% of Adults 18 or older who listened to IHEART RADIO in the past 7 days use Ad-Supported Facebook for an average of 45.1 minutes every day representing 36.6% of all time spent daily with Ad-Supported Social Media.









SEATTLE-TACOMA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,324

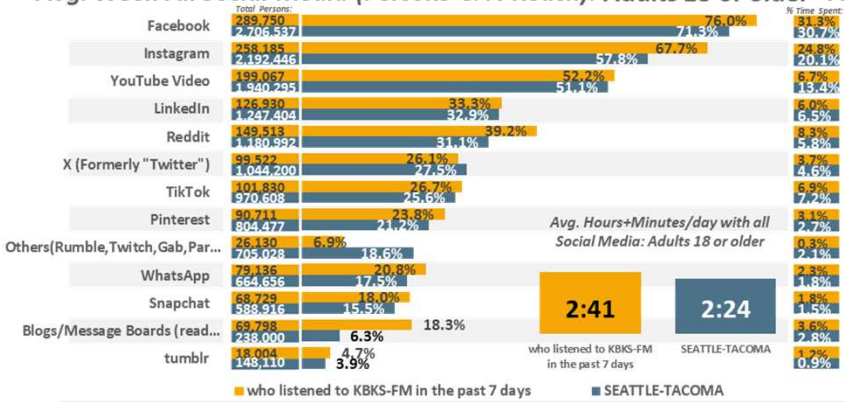
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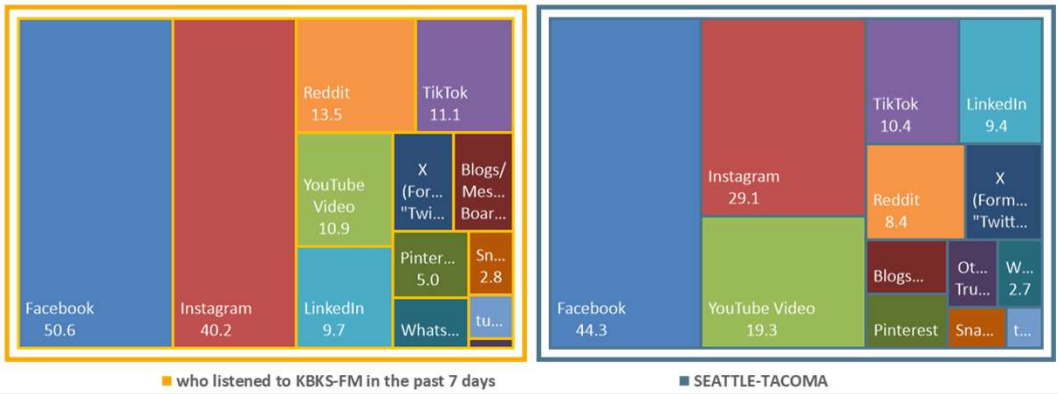
(Radio Stations: KBKS-FM OR Radio Stations: KJAQ-FM OR Radio Stations: KJEB-FM OR Radio Stations: KJR-AM OR Radio Stations: KJR-FM OR Radio Stations: KJR-FM HD2 OR Radio Stations: KZOK-FM)

289,750 or 76.% of Adults 18 or older who listened to KBKS-FM in the past 7 days use Ad-Supported Facebook for an average of 53.9 minutes every day representing 37.6% of all time spent daily with Ad-Supported Social Media.

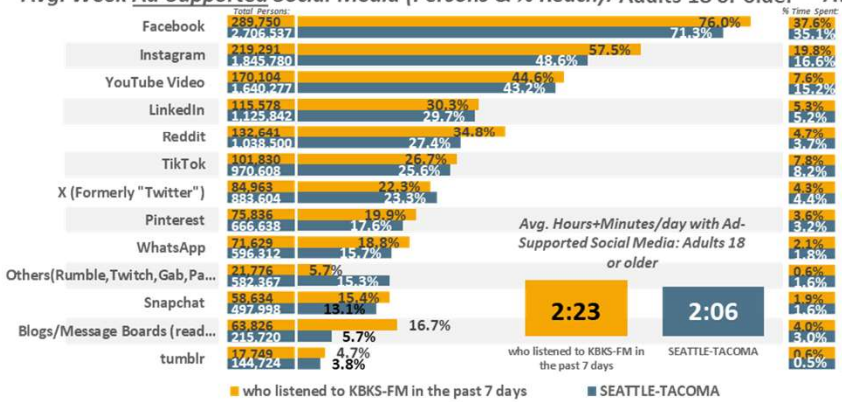
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



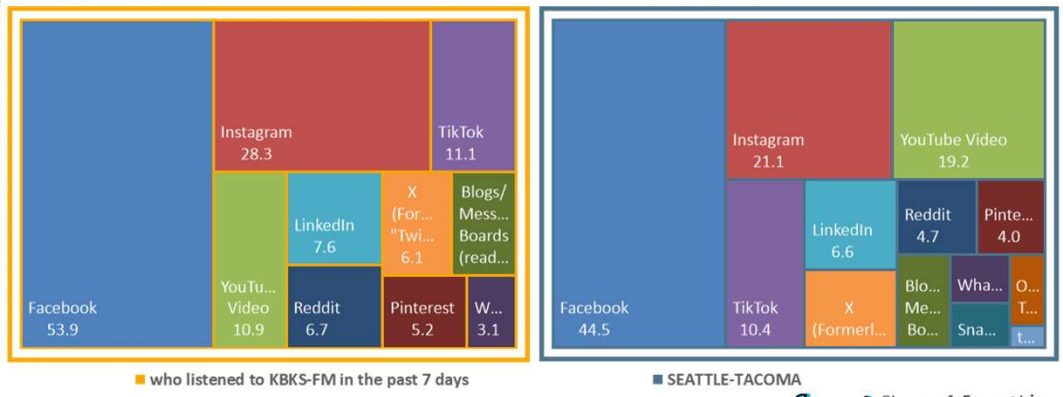
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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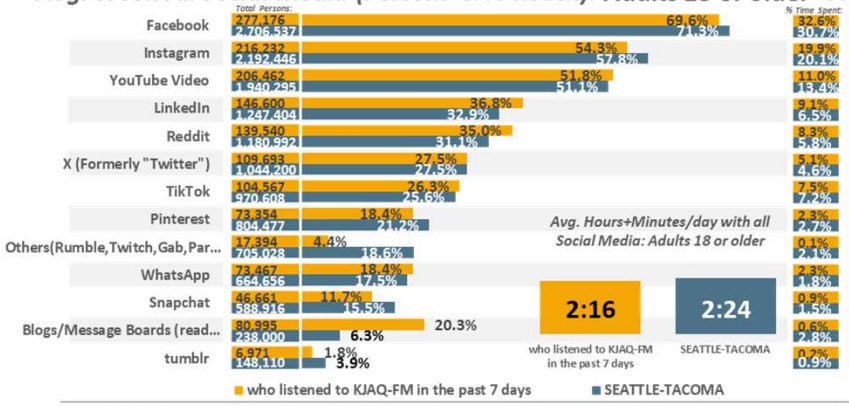
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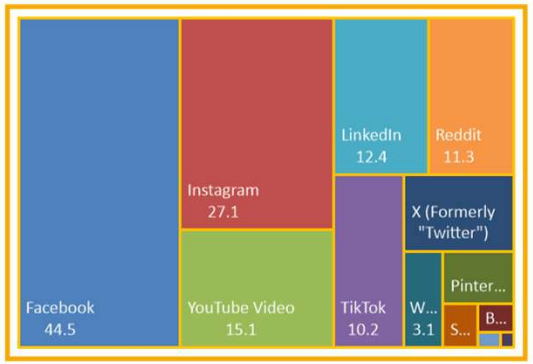
Radio Stations: KBKS-FM

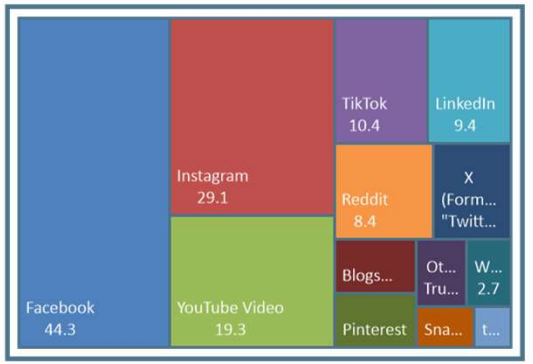
277,176 or 69.6% of Adults 18 or older who listened to KJAQ-FM in the past 7 days use Ad-Supported Facebook for an average of 45. minutes every day representing 38.% of all time spent daily with Ad-Supported Social Media.

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

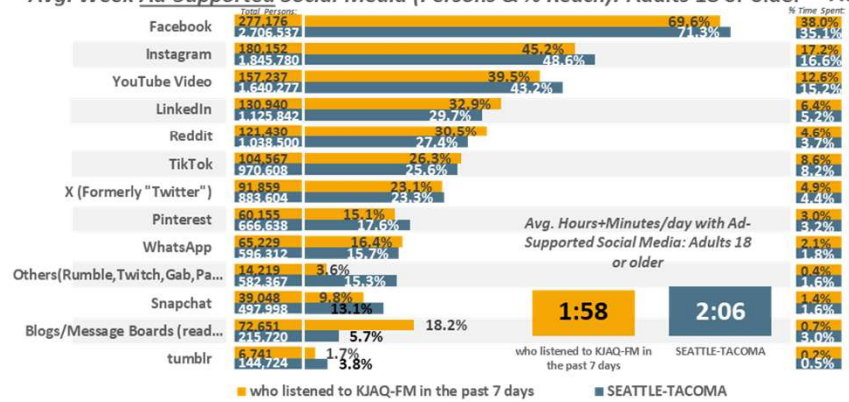


Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

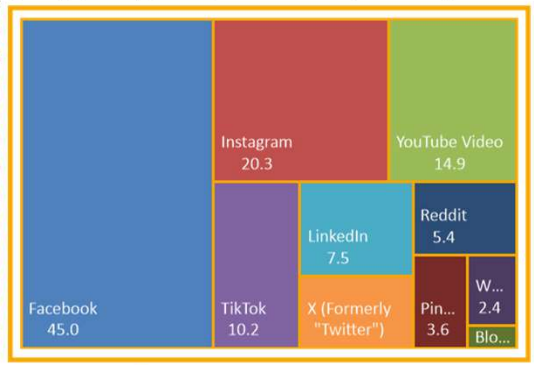


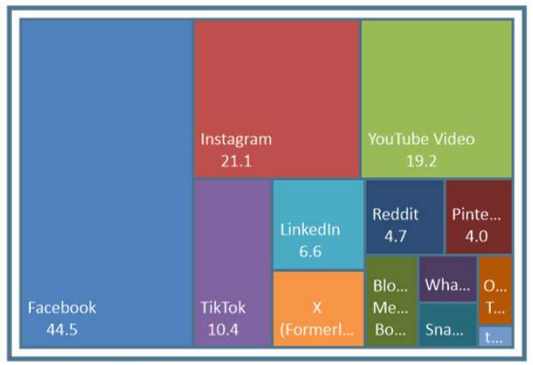


Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older



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





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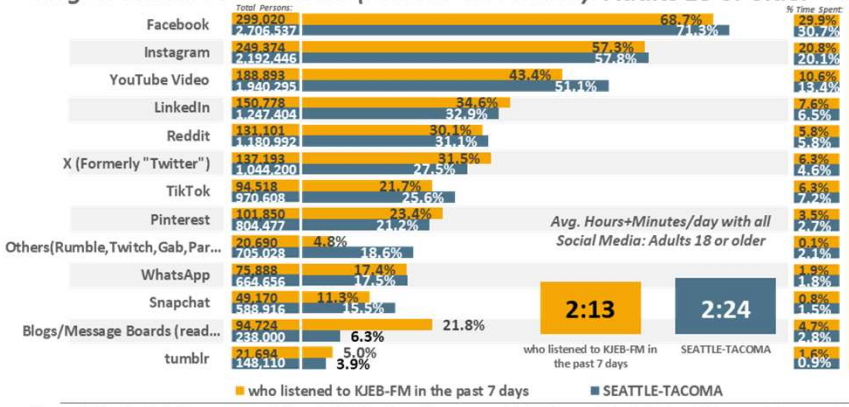
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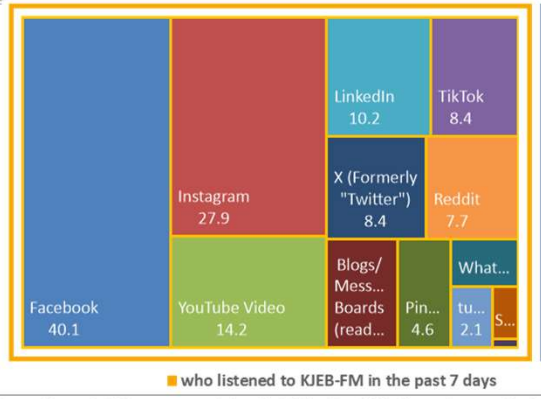
Radio Stations: KJAQ-FM

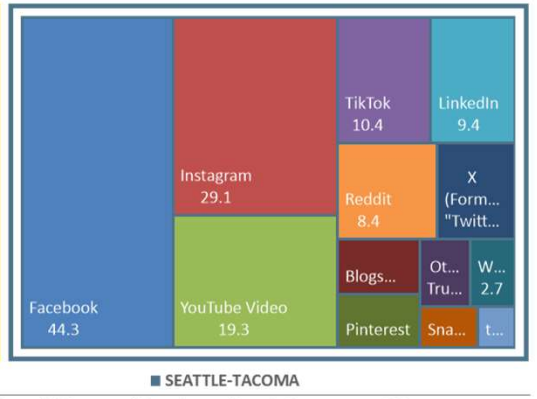
299,020 or 68.7% of Adults 18 or older who listened to KJEB-FM in the past 7 days use Ad-Supported Facebook for an average of 42.6 minutes every day representing 35.4% of all time spent daily with Ad-Supported Social Media.

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

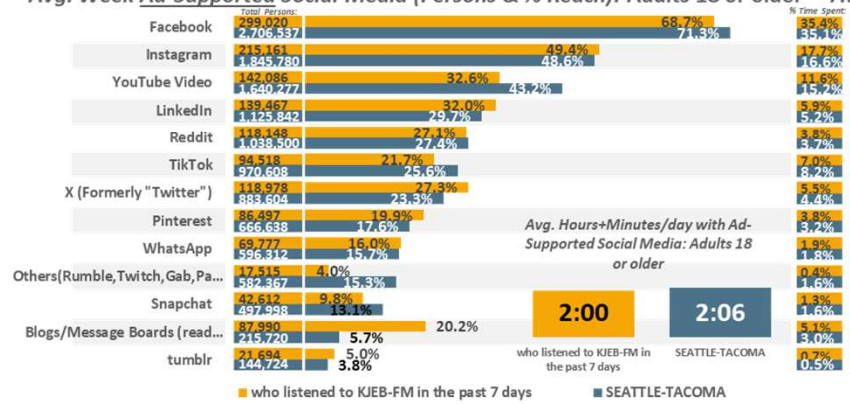


Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

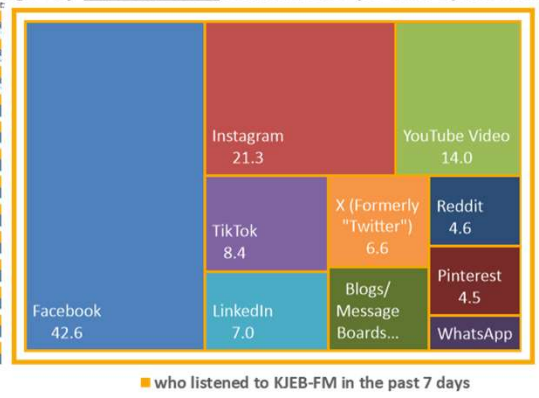


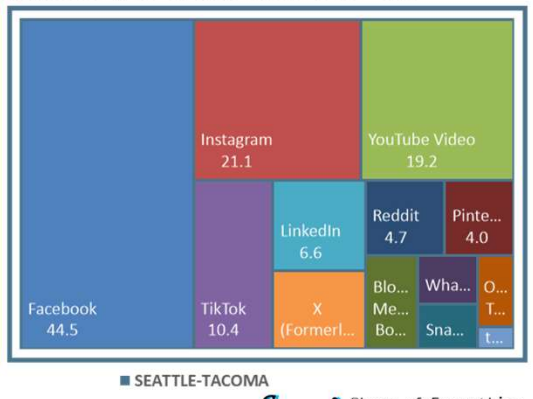


Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older



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





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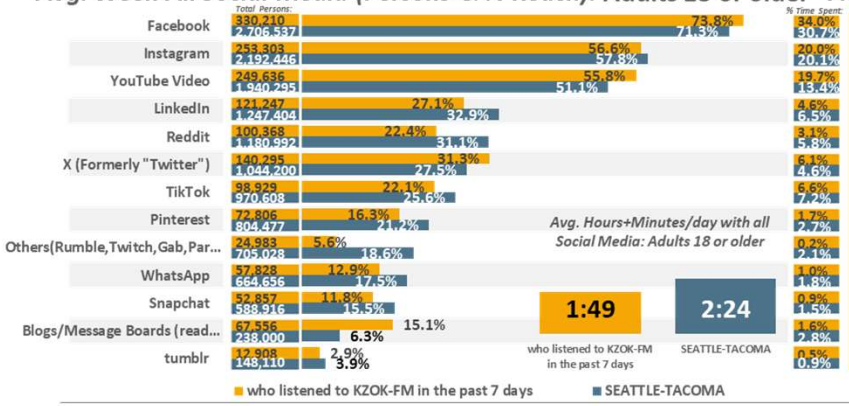
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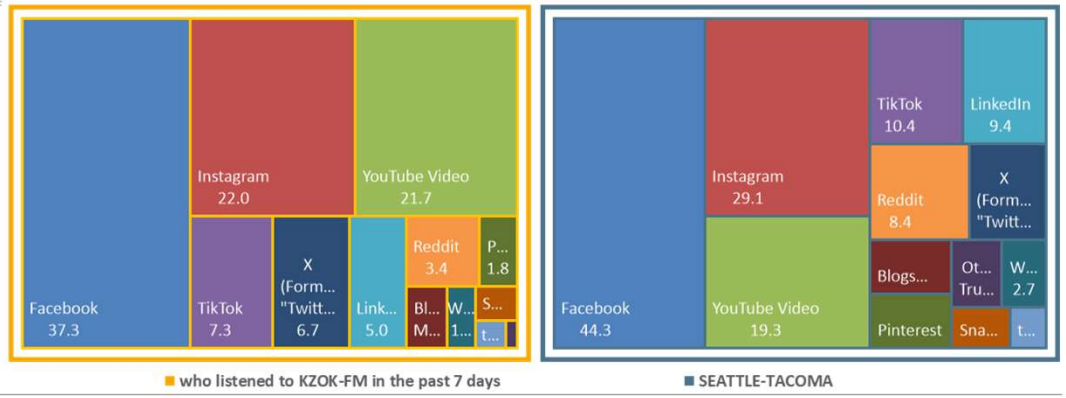
Radio Stations: KJEB-FM

318,457 or 71.1% of Adults 18 or older who listened to KZOK-FM in the past 7 days use Ad-Supported Facebook for an average of 32.6 minutes every day representing 34.8% of all time spent daily with Ad-Supported Social Media.

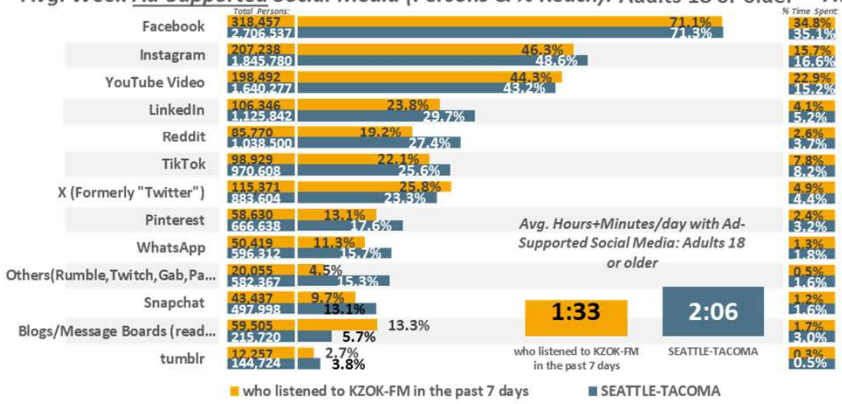
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



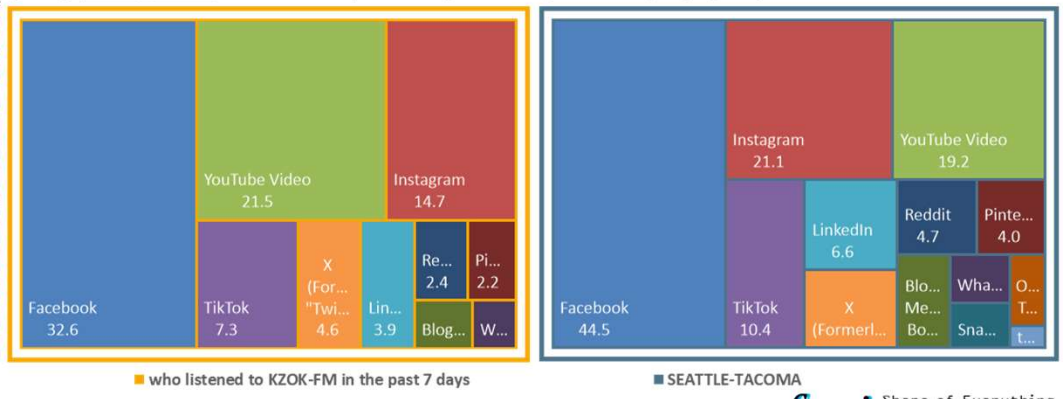
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



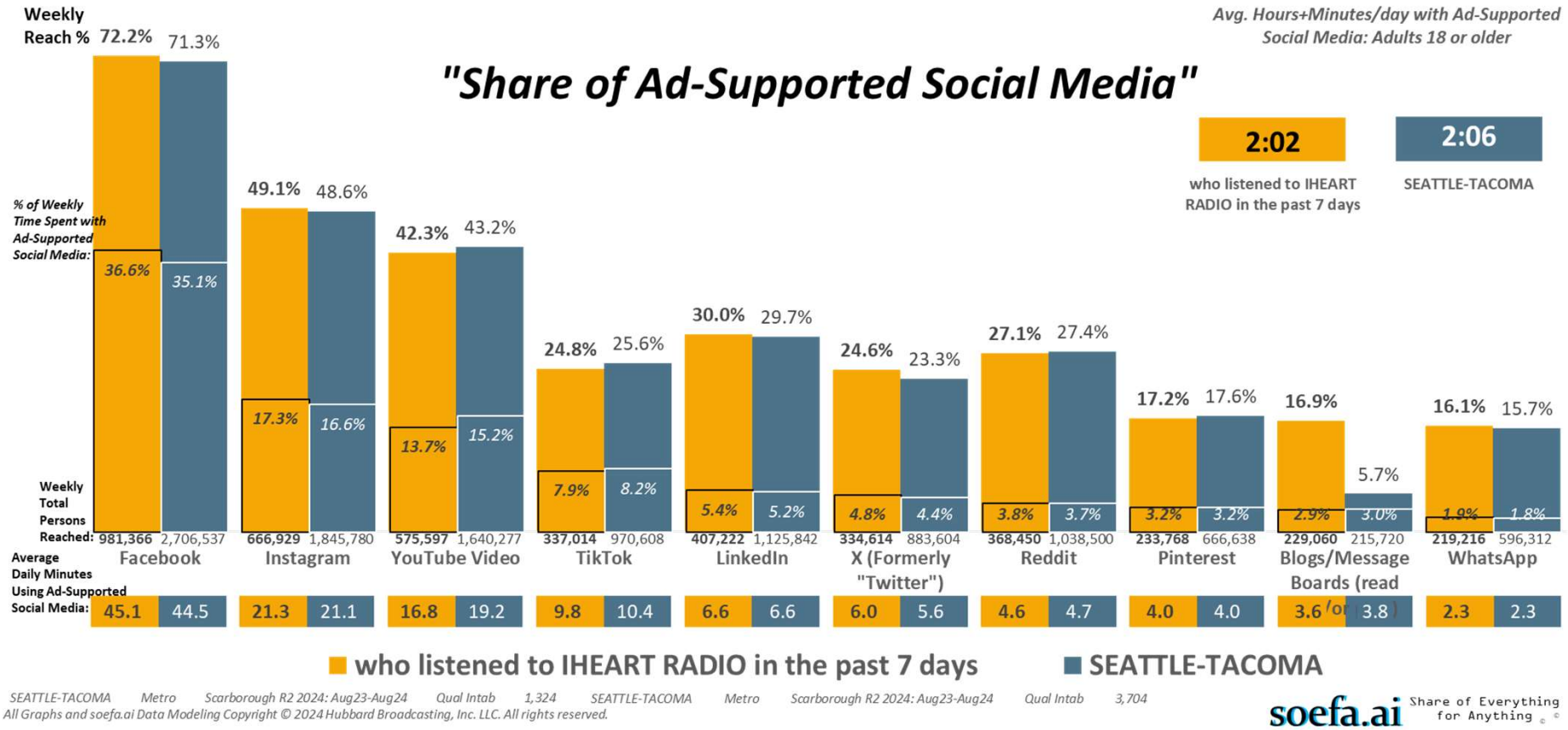
SEATTLE-TACOMA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 429

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Radio Stations: KZOK-FM

981,366 or 72.2% of Adults 18 or older who listened to IHEART RADIO in the past 7 days use Ad-Supported Facebook for an average of 45.1 minutes every day representing 36.6% of all time spent daily with Ad-Supported Social Media.



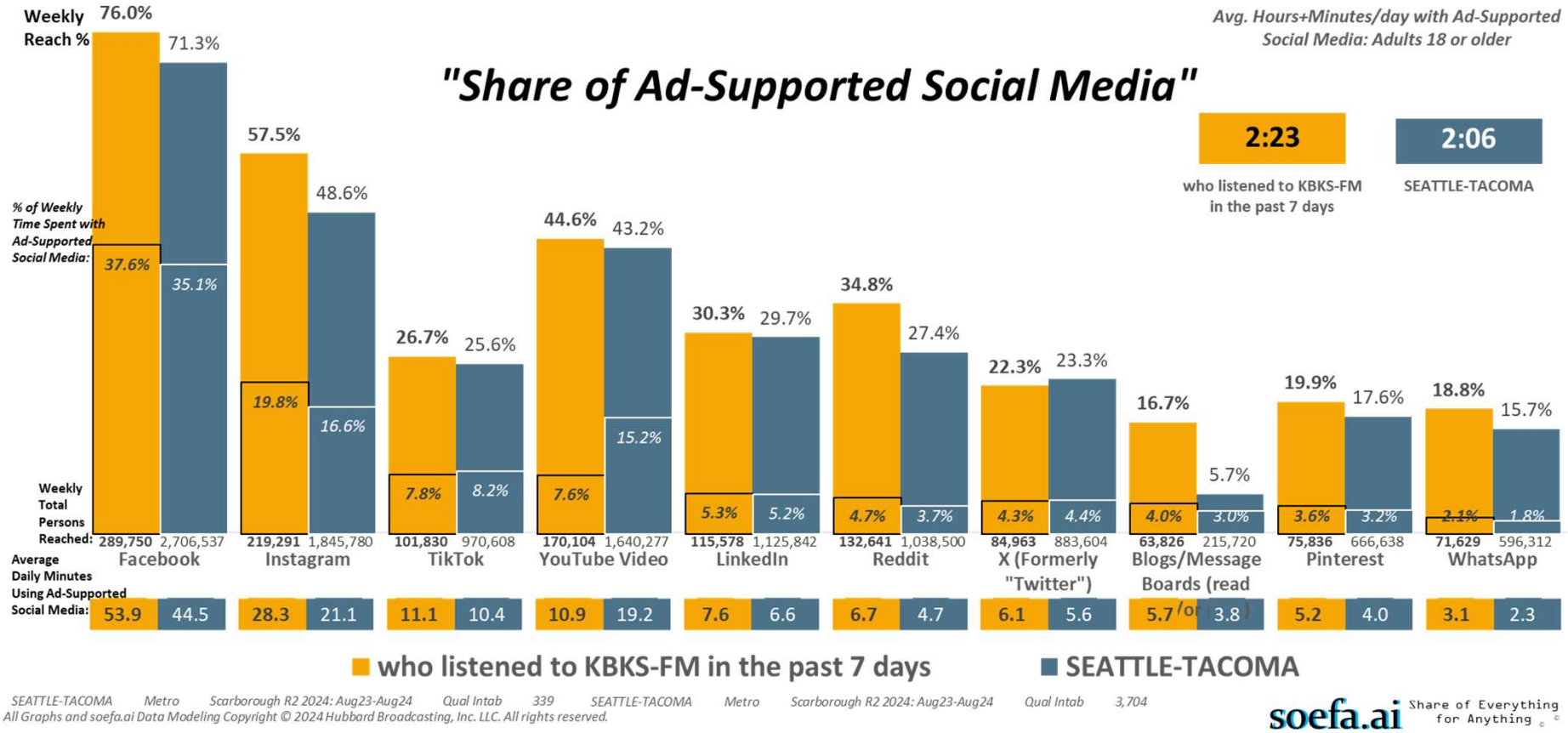
SEATTLE-TACOMA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,324 SEATTLE-TACOMA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 3,704

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289,750 or 76.% of Adults 18 or older who listened to KBKS-FM in the past 7 days use Ad-Supported Facebook for an average of 53.9 minutes every day representing 37.6% of all time spent daily with Ad-Supported Social Media.



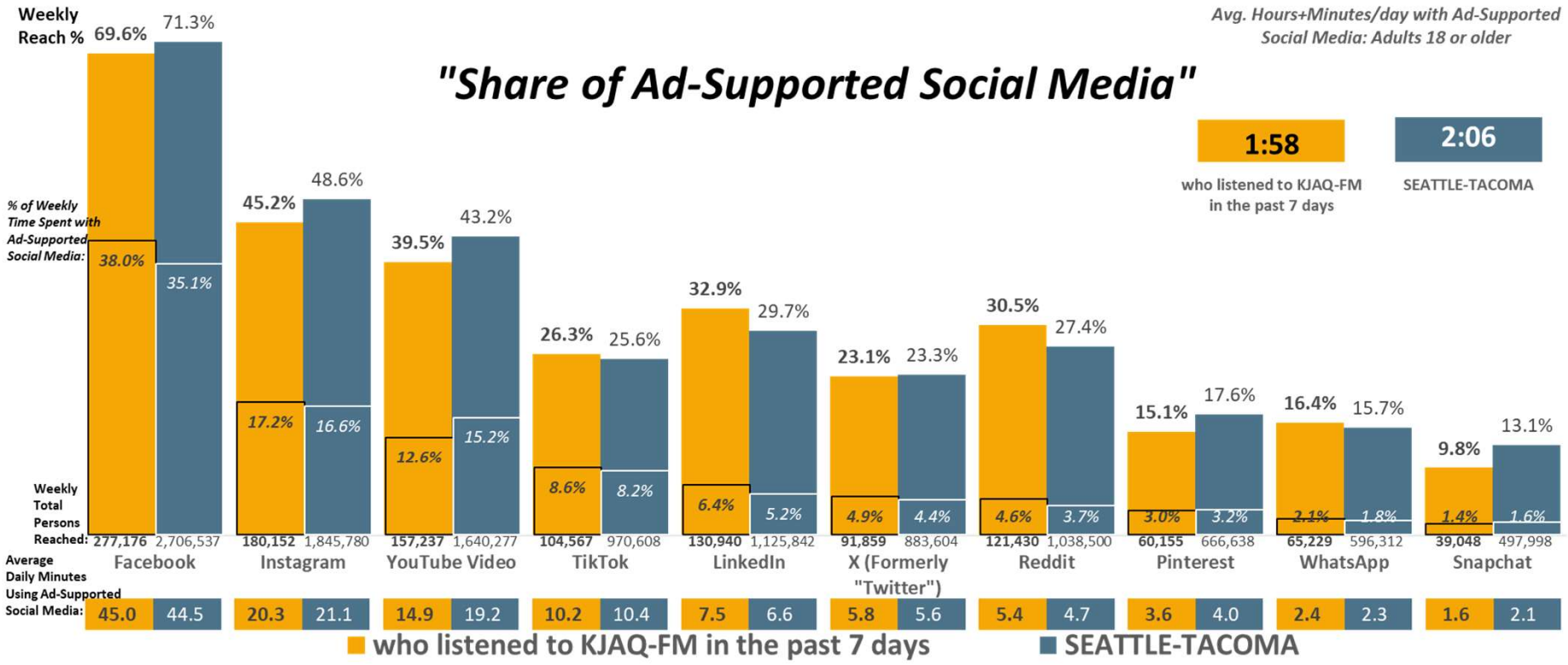
SEATTLE-TACOMA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 339 SEATTLE-TACOMA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 3,704

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Radio Stations: KBKS-FM

277,176 or 69.6% of Adults 18 or older who listened to KJAQ-FM in the past 7 days use Ad-Supported Facebook for an average of 45. minutes every day representing 38.% of all time spent daily with Ad-Supported Social Media.



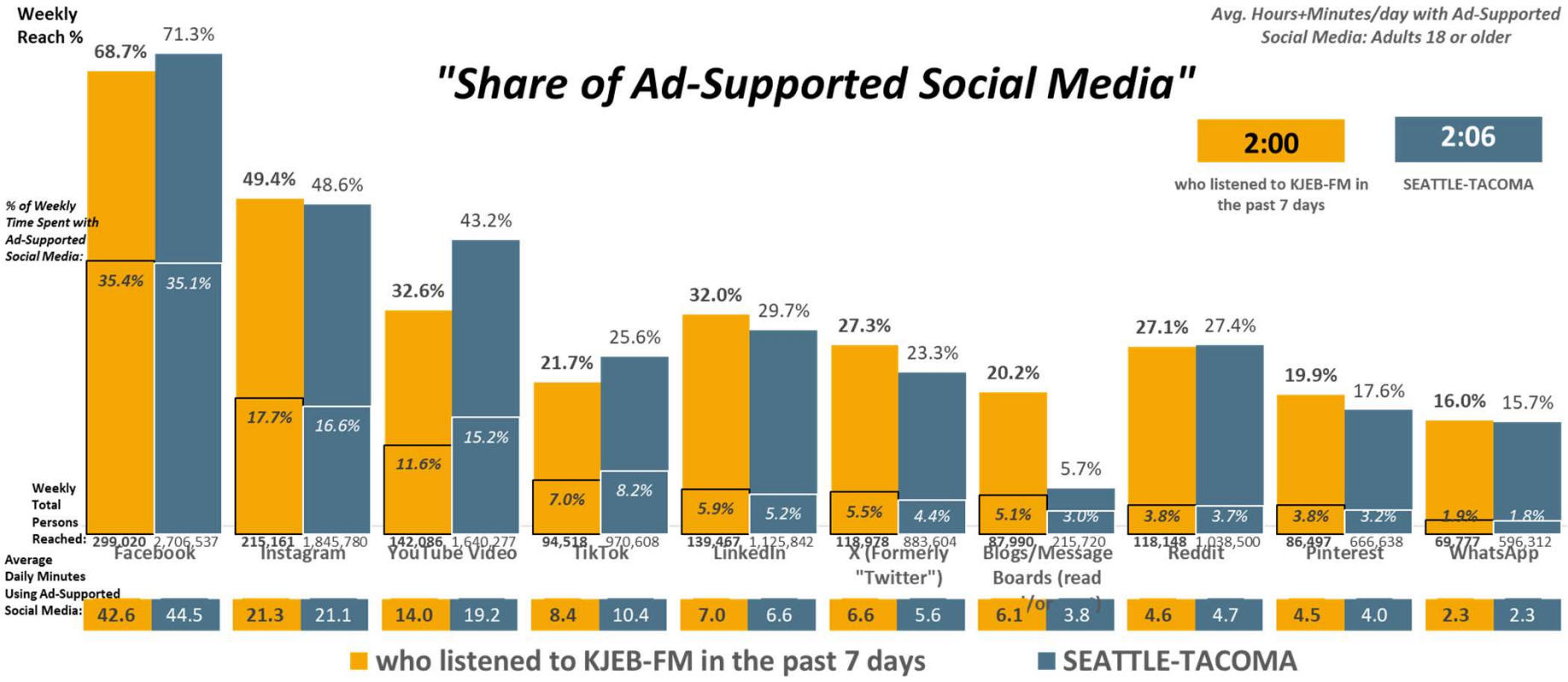
SEATTLE-TACOMA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 383 SEATTLE-TACOMA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 3,704

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Radio Stations: KJAQ-FM

299,020 or 68.7% of Adults 18 or older who listened to KJEB-FM in the past 7 days use Ad-Supported Facebook for an average of 42.6 minutes every day representing 35.4% of all time spent daily with Ad-Supported Social Media.



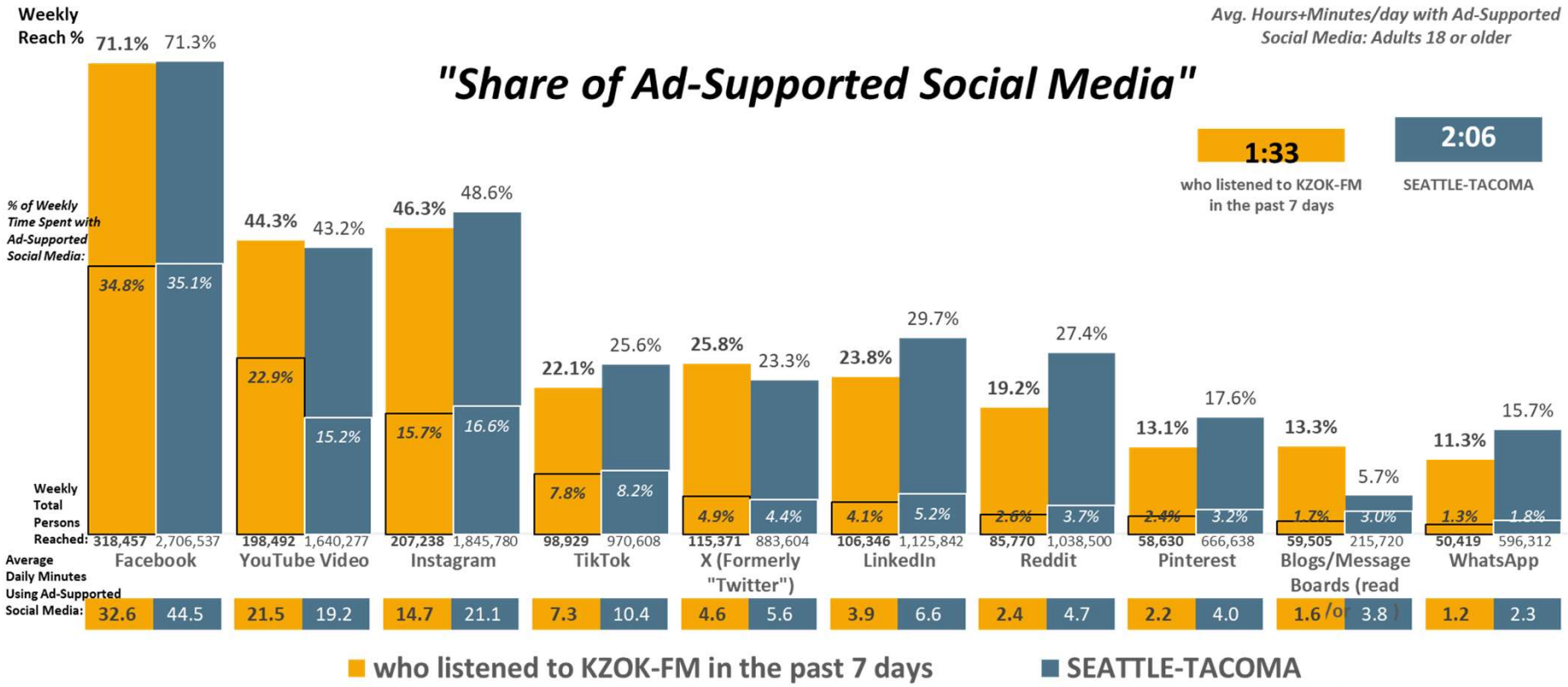
SEATTLE-TACOMA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 426 SEATTLE-TACOMA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 3,704

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Radio Stations: KJEB-FM

318,457 or 71.1% of Adults 18 or older who listened to KZOK-FM in the past 7 days use Ad-Supported Facebook for an average of 32.6 minutes every day representing 34.8% of all time spent daily with Ad-Supported Social Media.



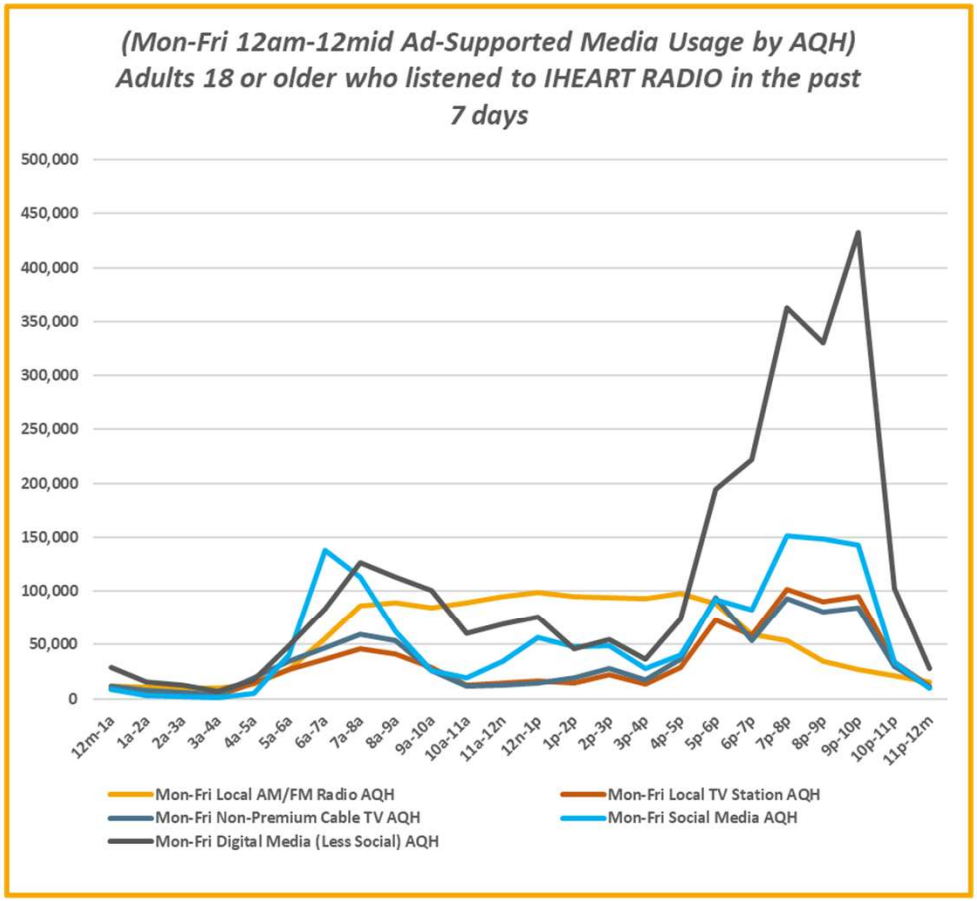
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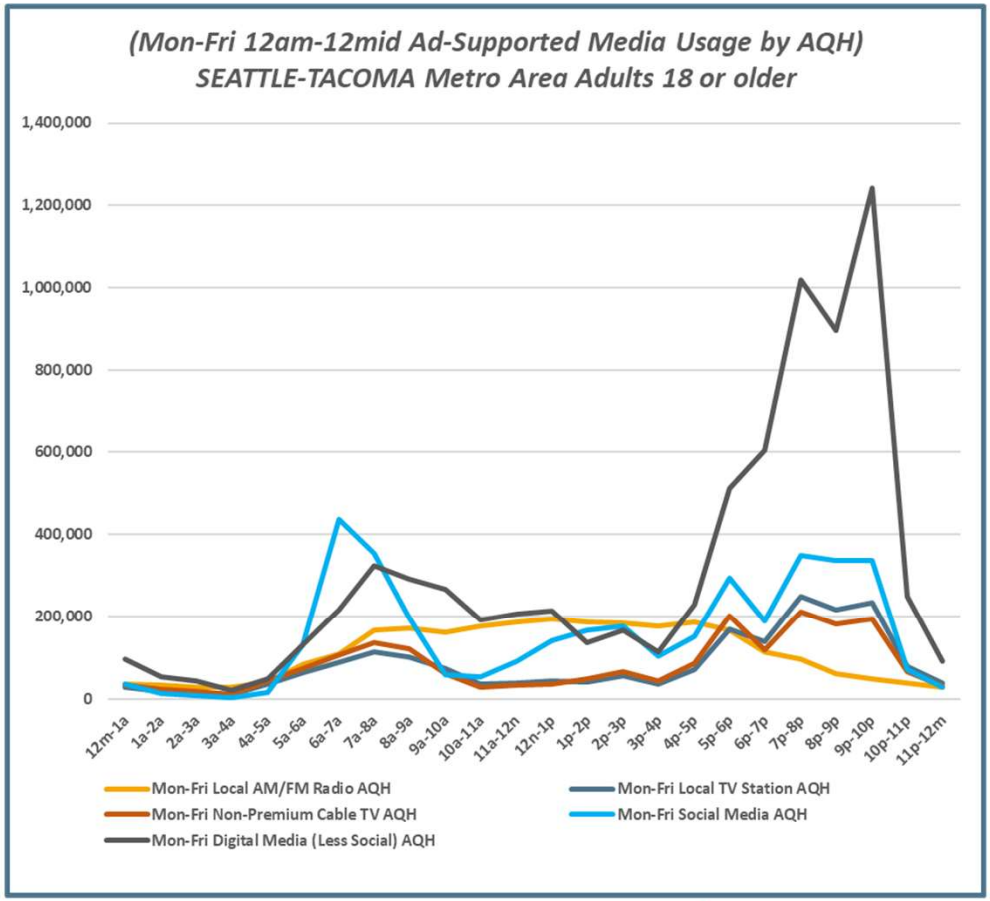
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Radio Stations: KZOK-FM

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 96,620; Local Radio: 86,533; Social Media: 60,705; Non-Prem. Cable: 36,364; Local TV: 31,301 reaching Adults 18 or older who listened to IHEART RADIO in the past 7 days.





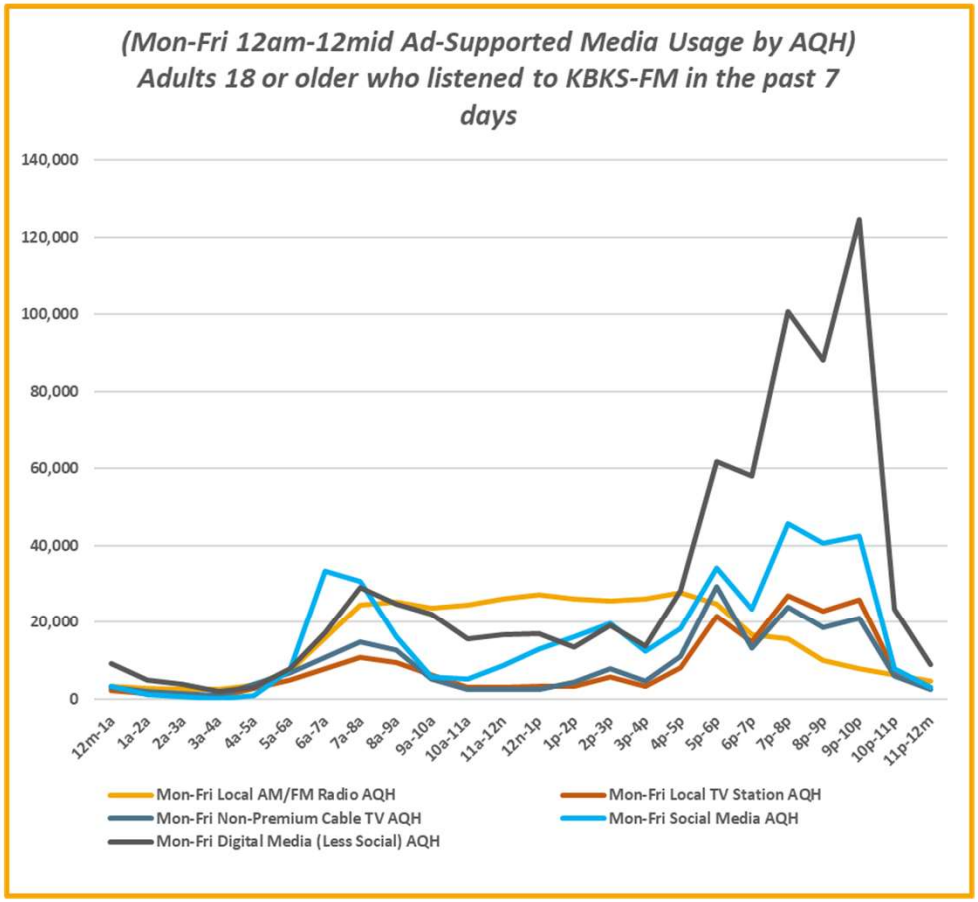
SEATTLE-TACOMA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,324

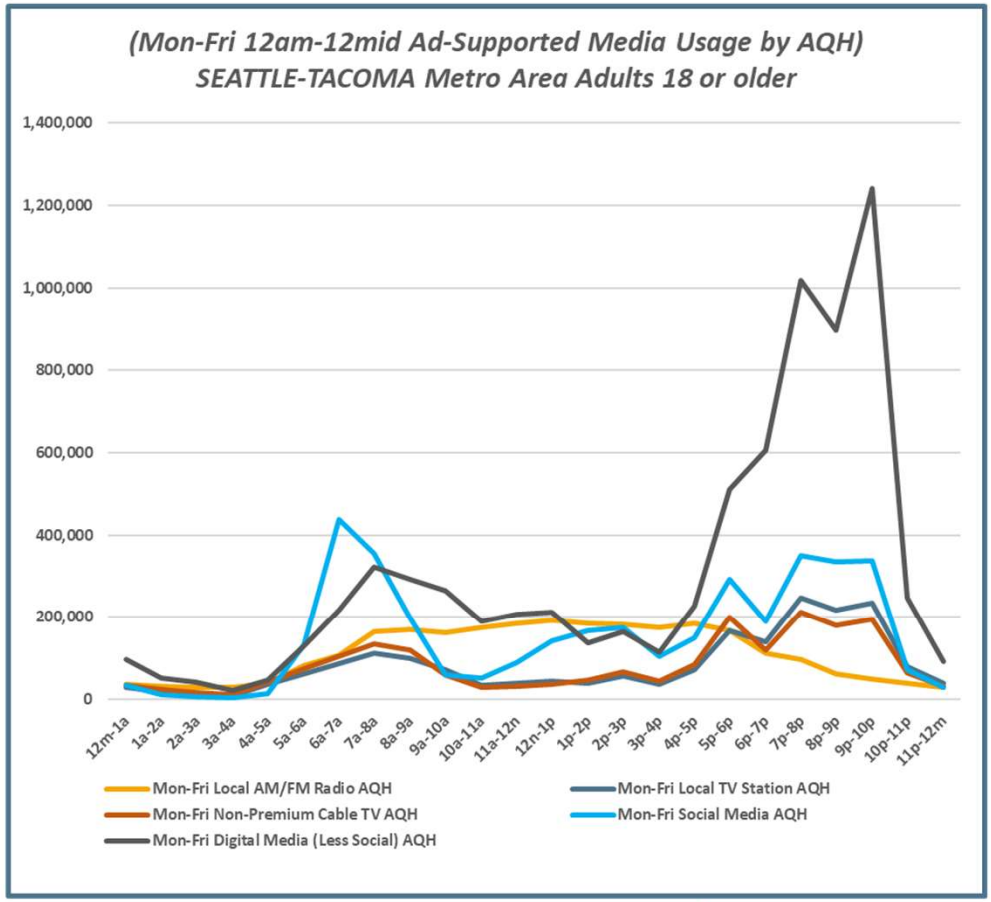
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M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 26,006; Local Radio: 24,197; Social Media: 18,257; Non-Prem. Cable: 9,400; Local TV: 7,784 reaching Adults 18 or older who listened to KBKS-FM in the past 7 days.





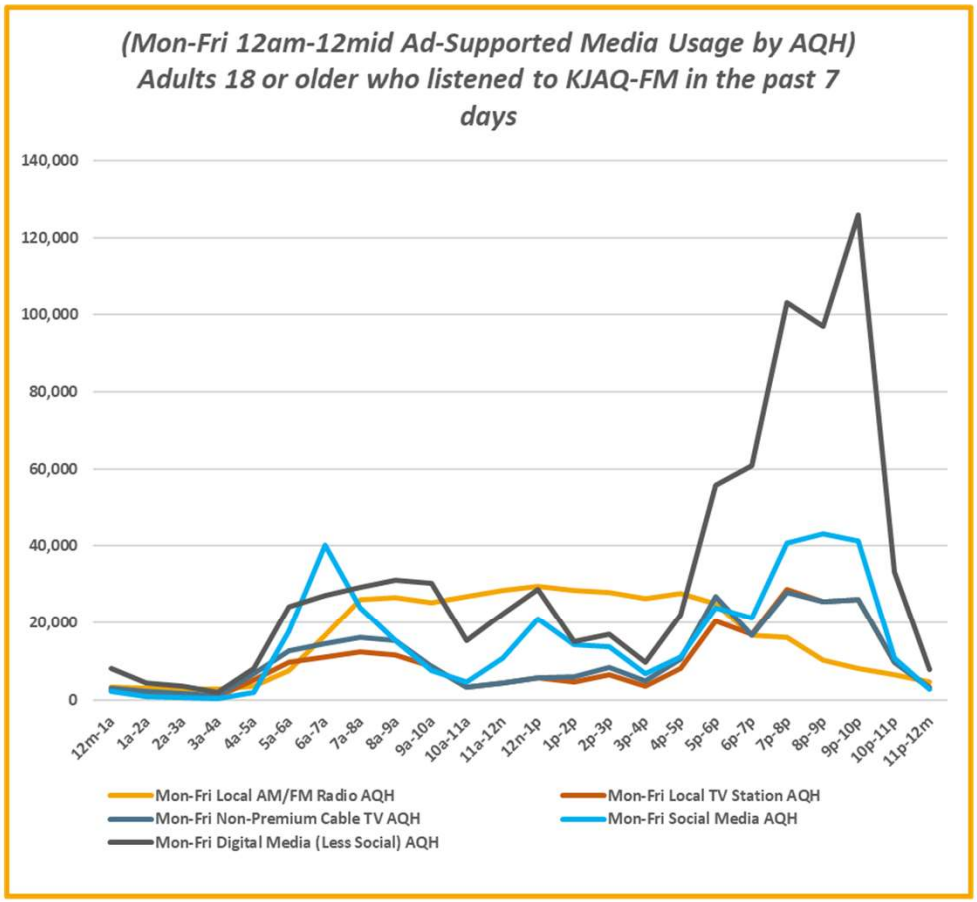
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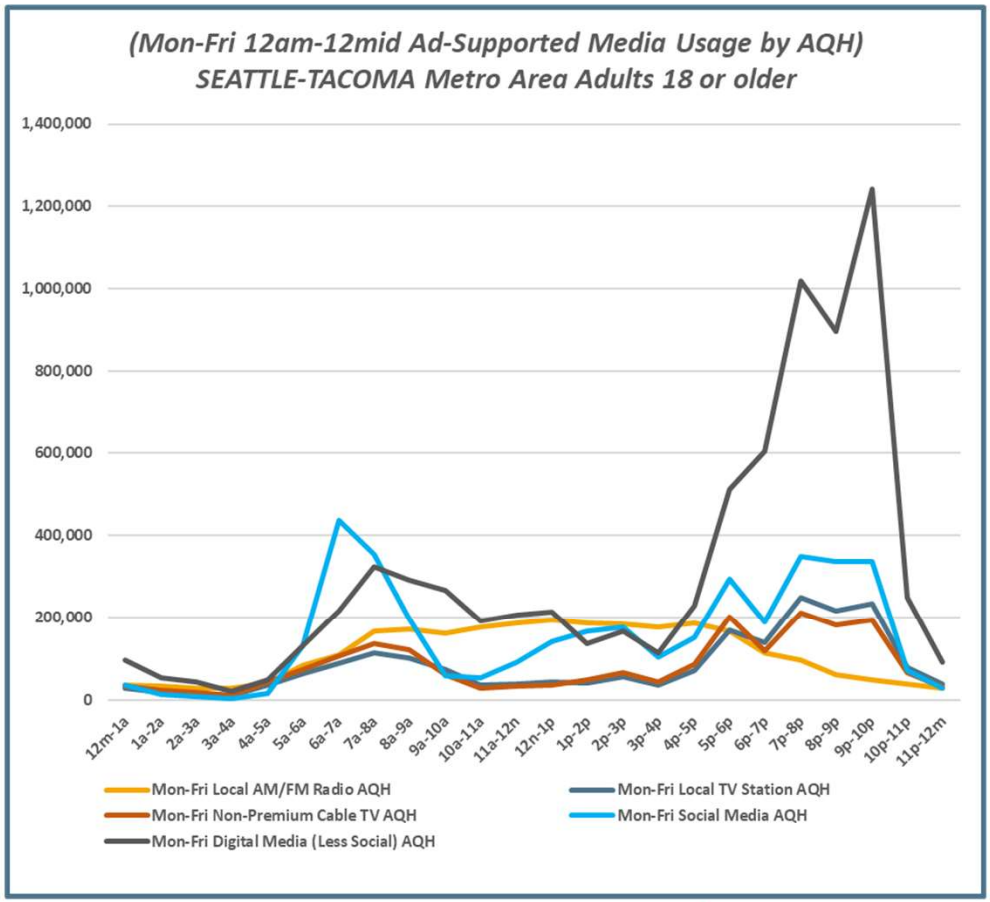
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Radio Stations: KBKS-FM

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 28,018; Local Radio: 25,424; Social Media: 16,468; Non-Prem. Cable: 10,801; Local TV: 8,976 reaching Adults 18 or older who listened to KJAQ-FM in the past 7 days.





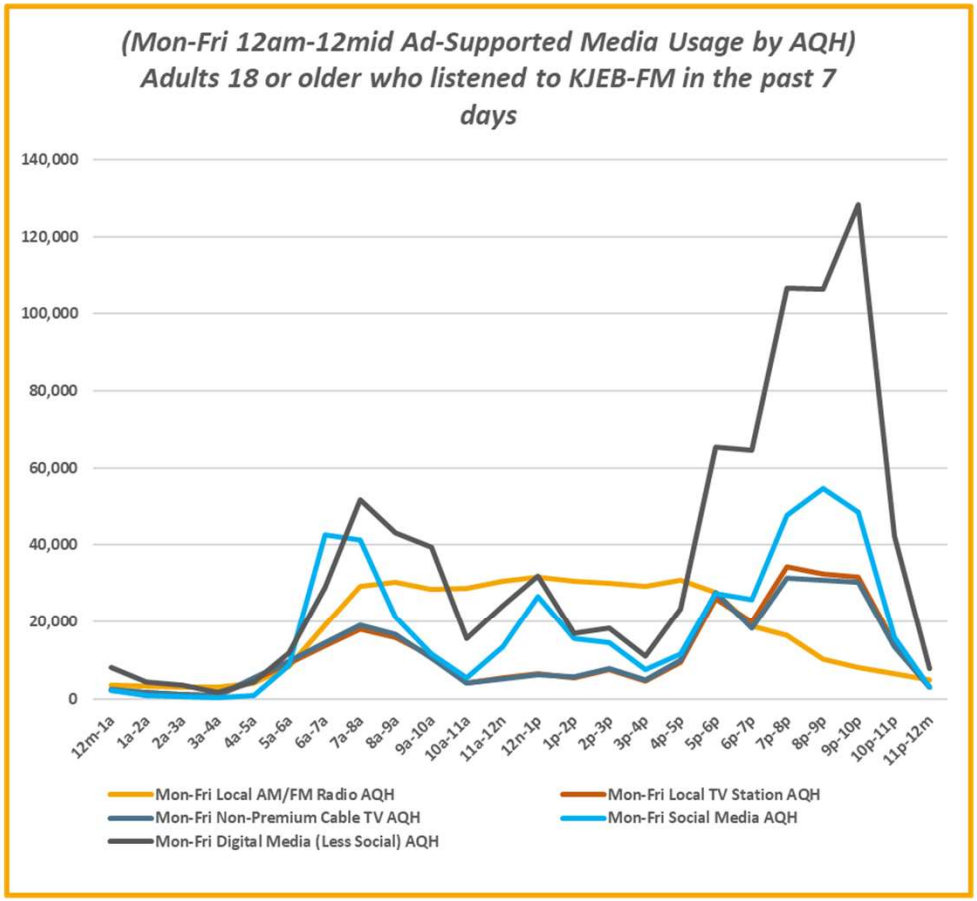
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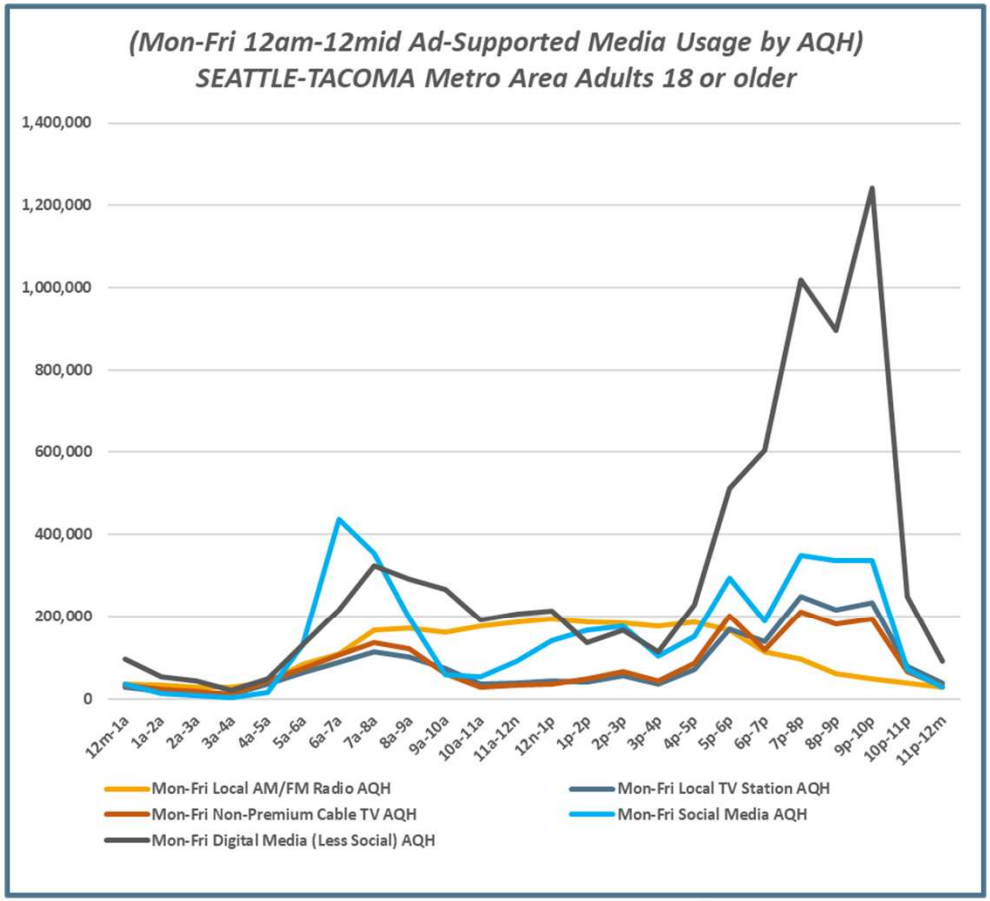
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Radio Stations: KJAQ-FM

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 33,433; Local Radio: 28,057; Social Media: 20,282; Non-Prem. Cable: 11,536; Local TV: 11,289 reaching Adults 18 or older who listened to KJEB-FM in the past 7 days.





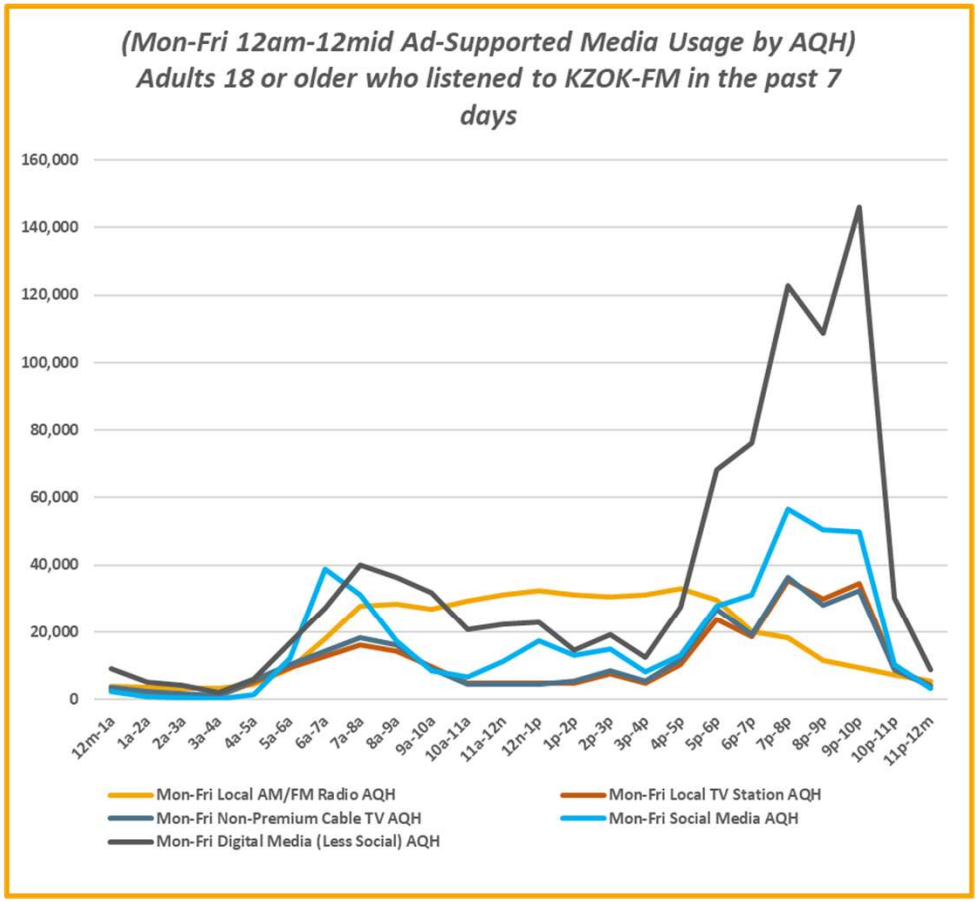
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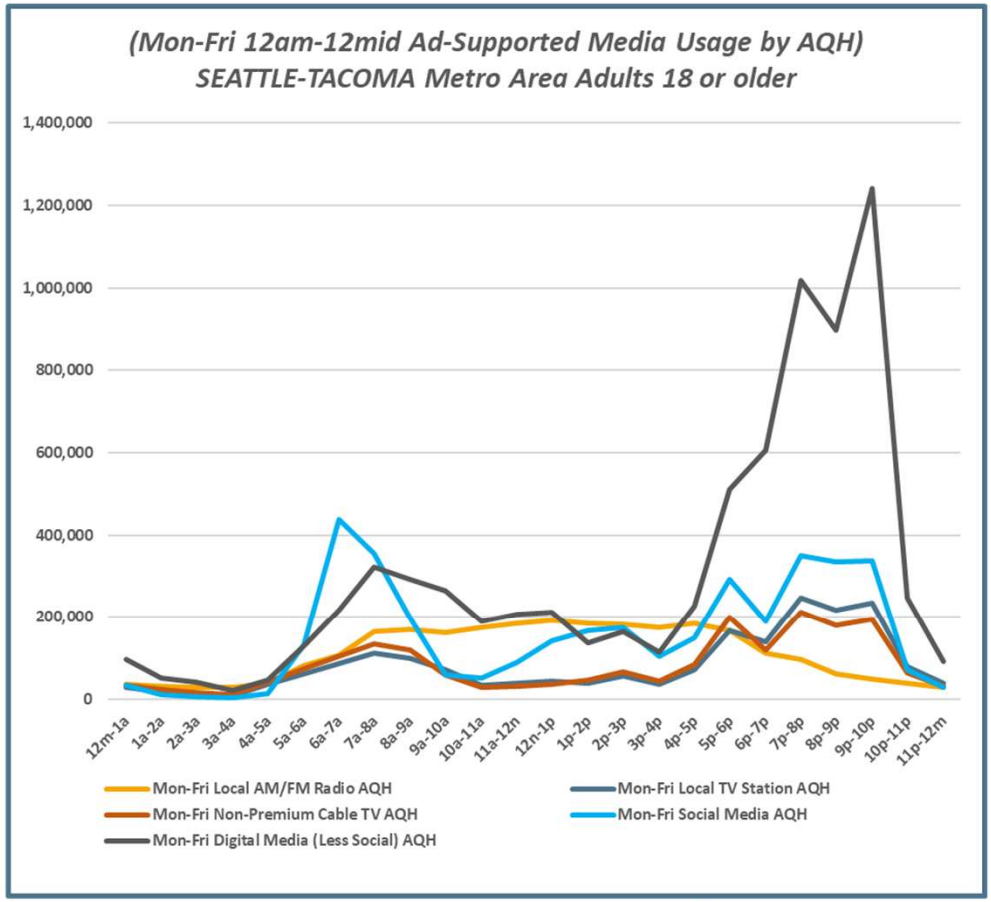
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Radio Stations: KJEB-FM

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 32,255; Local Radio: 28,381; Social Media: 18,402; Non-Prem. Cable: 11,331; Local TV: 10,458 reaching Adults 18 or older who listened to KZOK-FM in the past 7 days.





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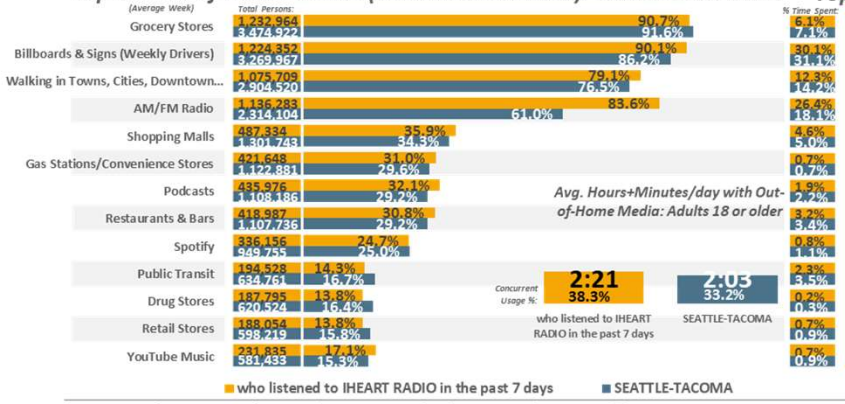
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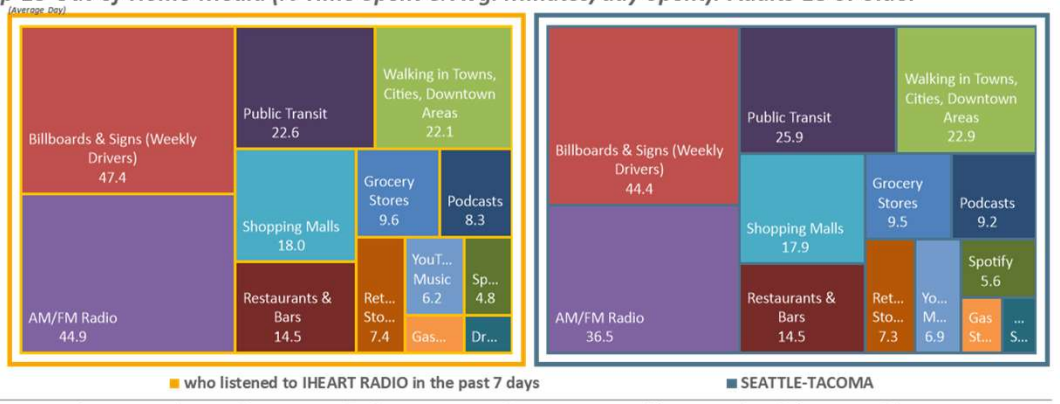
Radio Stations: KZOK-FM

1,224,352 or 90.1% of Adults 18 or older who listened to IHEART RADIO in the past 7 days spend an average of 47.4 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 39. minutes/day.

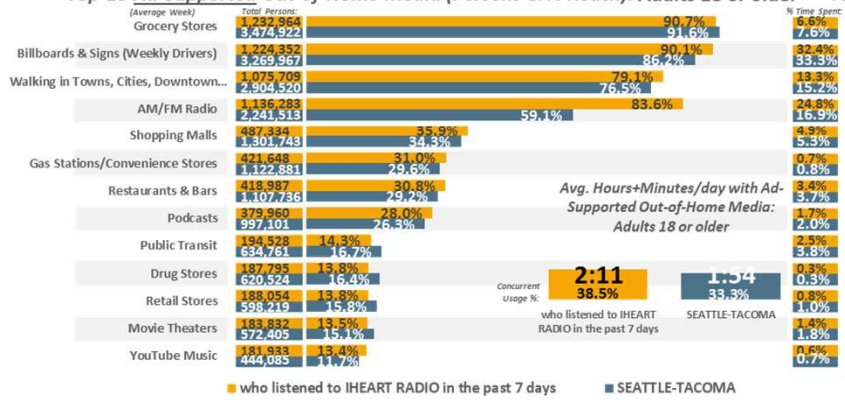
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



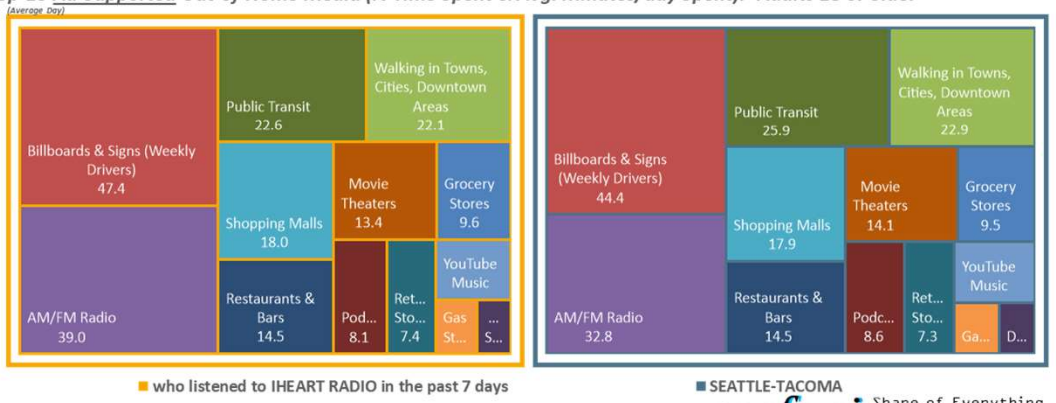
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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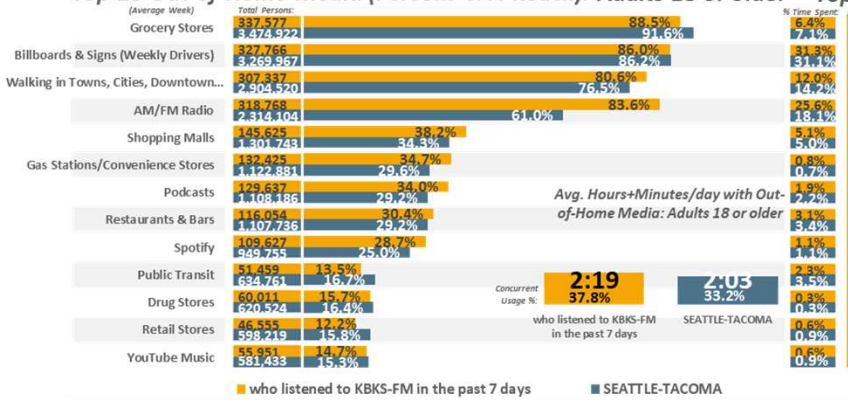
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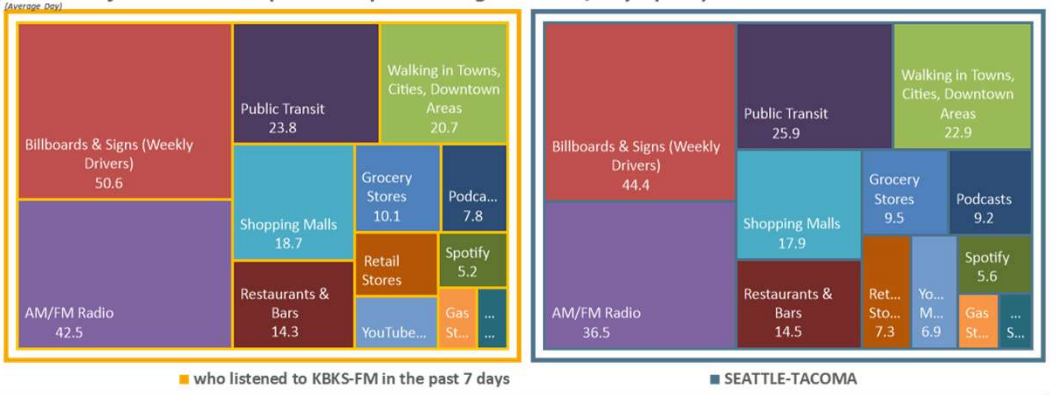
HITS 106.1

327,766 or 86.% of Adults 18 or older who listened to KBKS-FM in the past 7 days spend an average of 50.6 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 37.5 minutes/day.

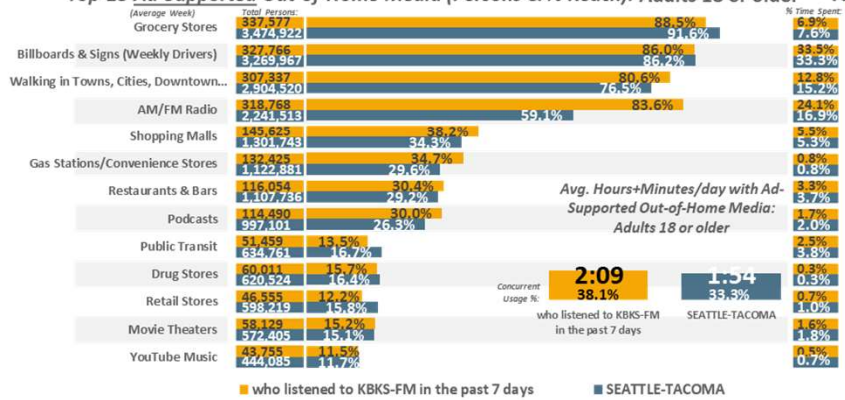
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



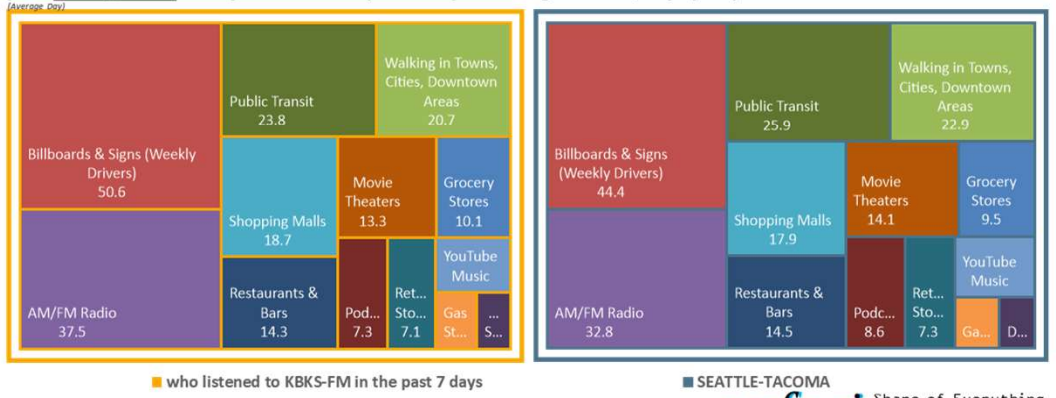
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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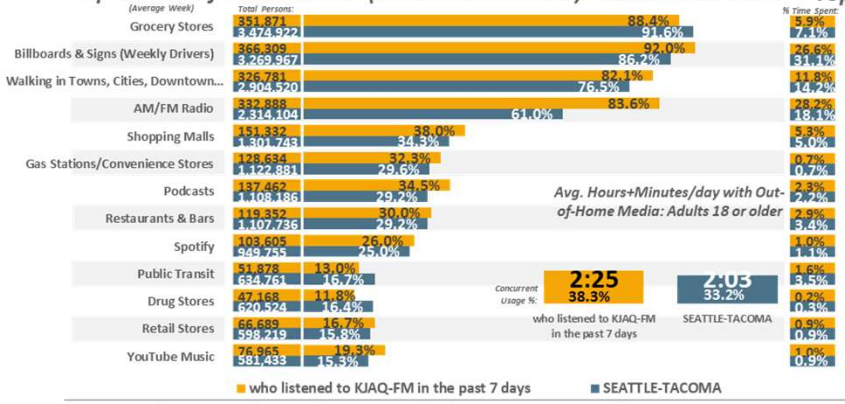
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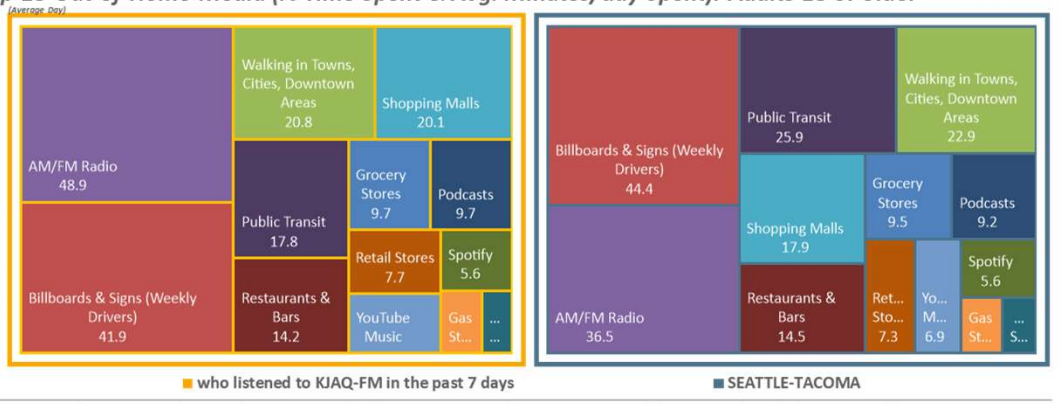
Radio Stations: KBKS-FM

366,309 or 92.% of Adults 18 or older who listened to KJAQ-FM in the past 7 days spend an average of 41.9 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 42.4 minutes/day.

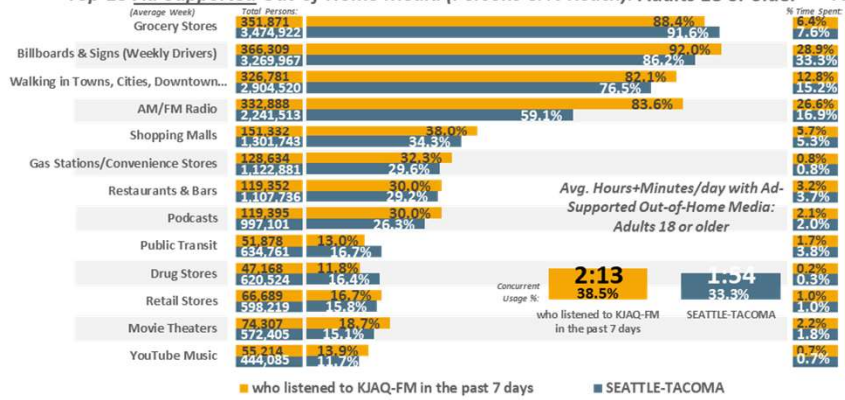
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



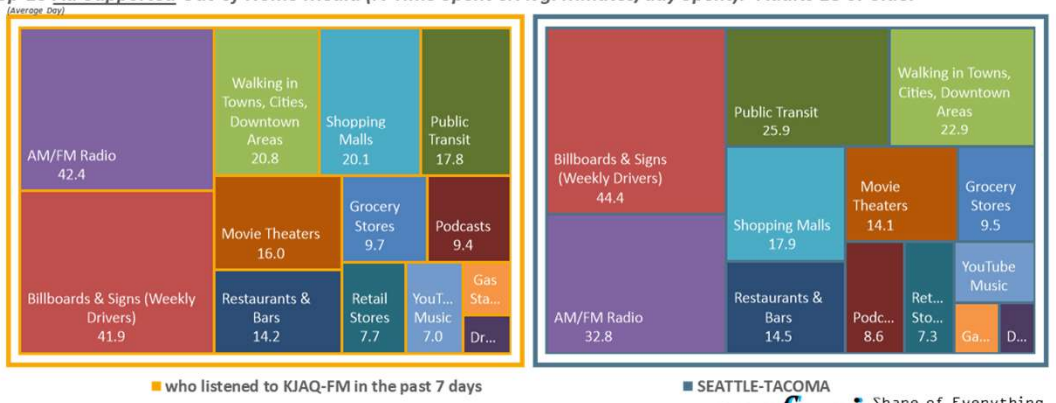
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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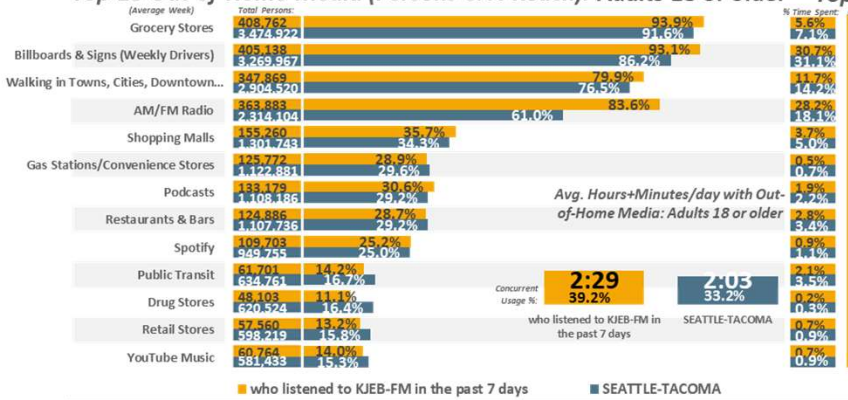
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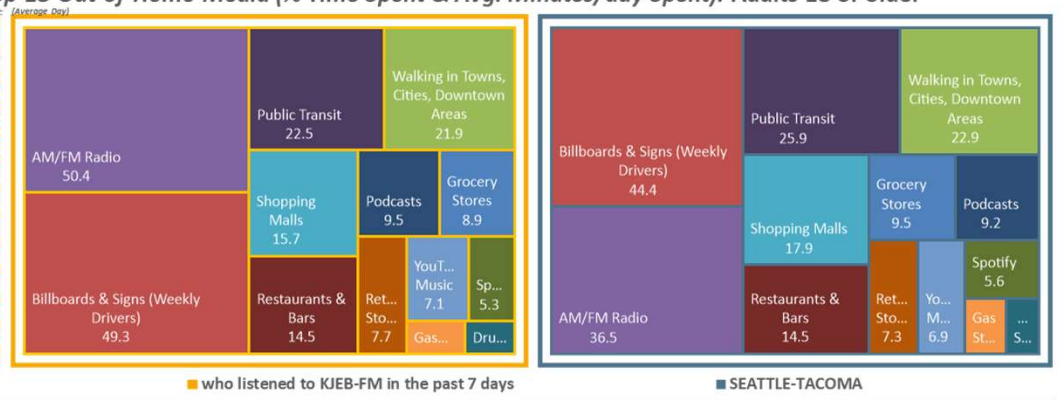
Radio Stations: KJAQ-FM

405,138 or 93.1% of Adults 18 or older who listened to KJEB-FM in the past 7 days spend an average of 49.3 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 44.1 minutes/day.

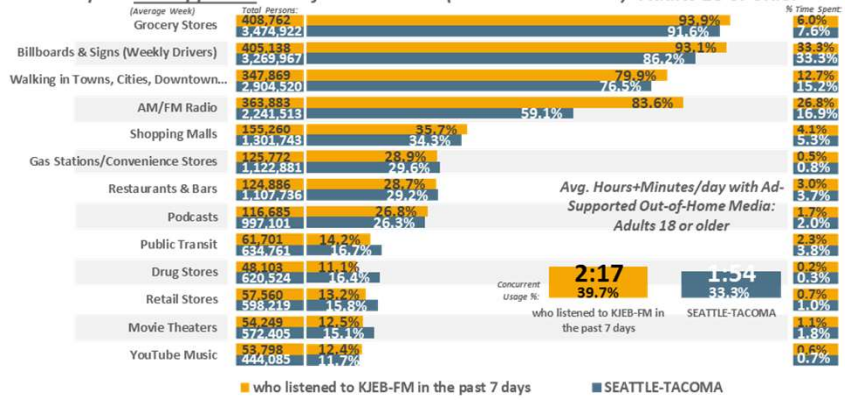
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



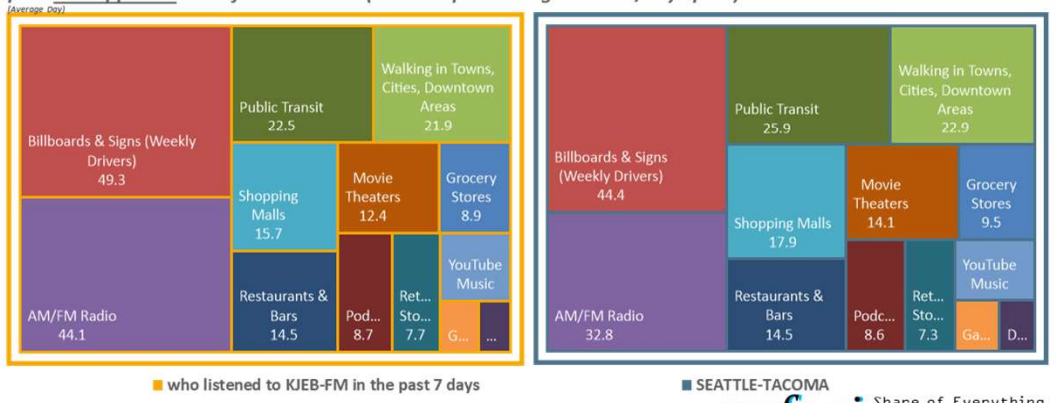
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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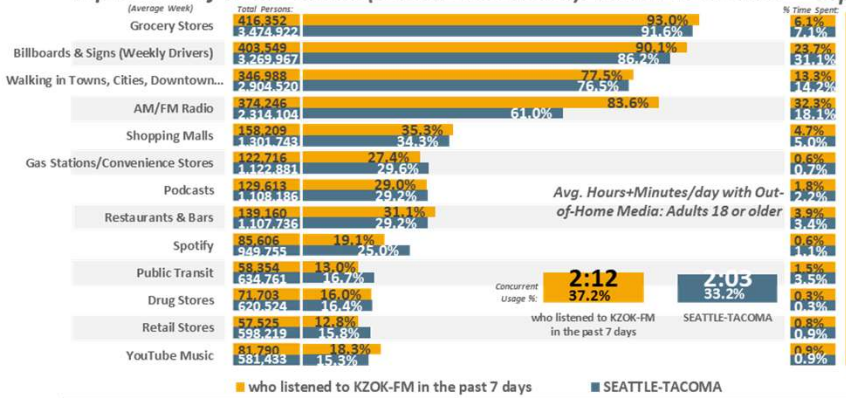
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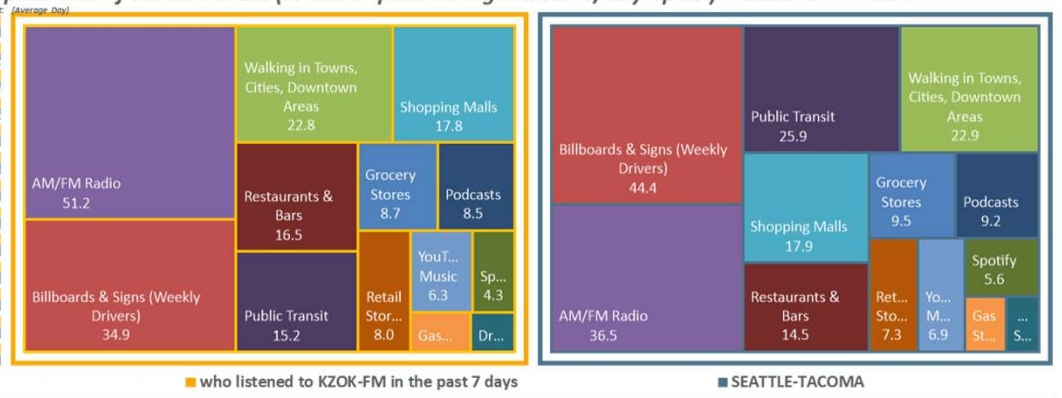
Radio Stations: KJEB-FM

403,549 or 90.1% of Adults 18 or older who listened to KZOK-FM in the past 7 days spend an average of 34.9 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 44.3 minutes/day.

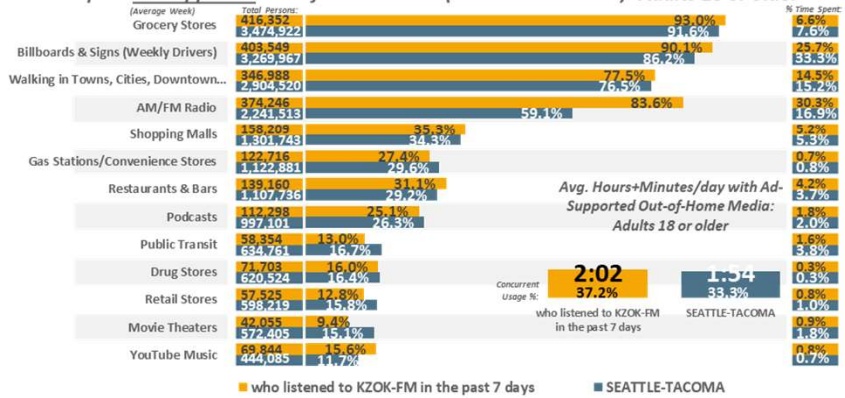
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



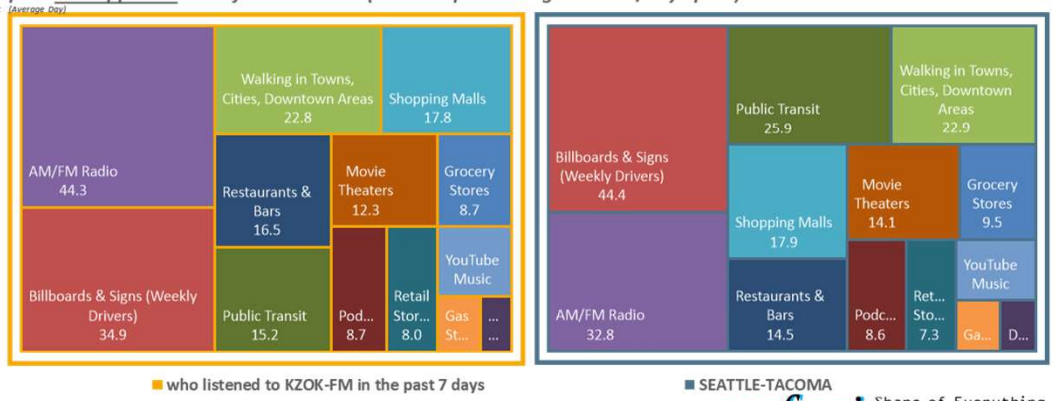
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEATTLE-TACOMA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 429

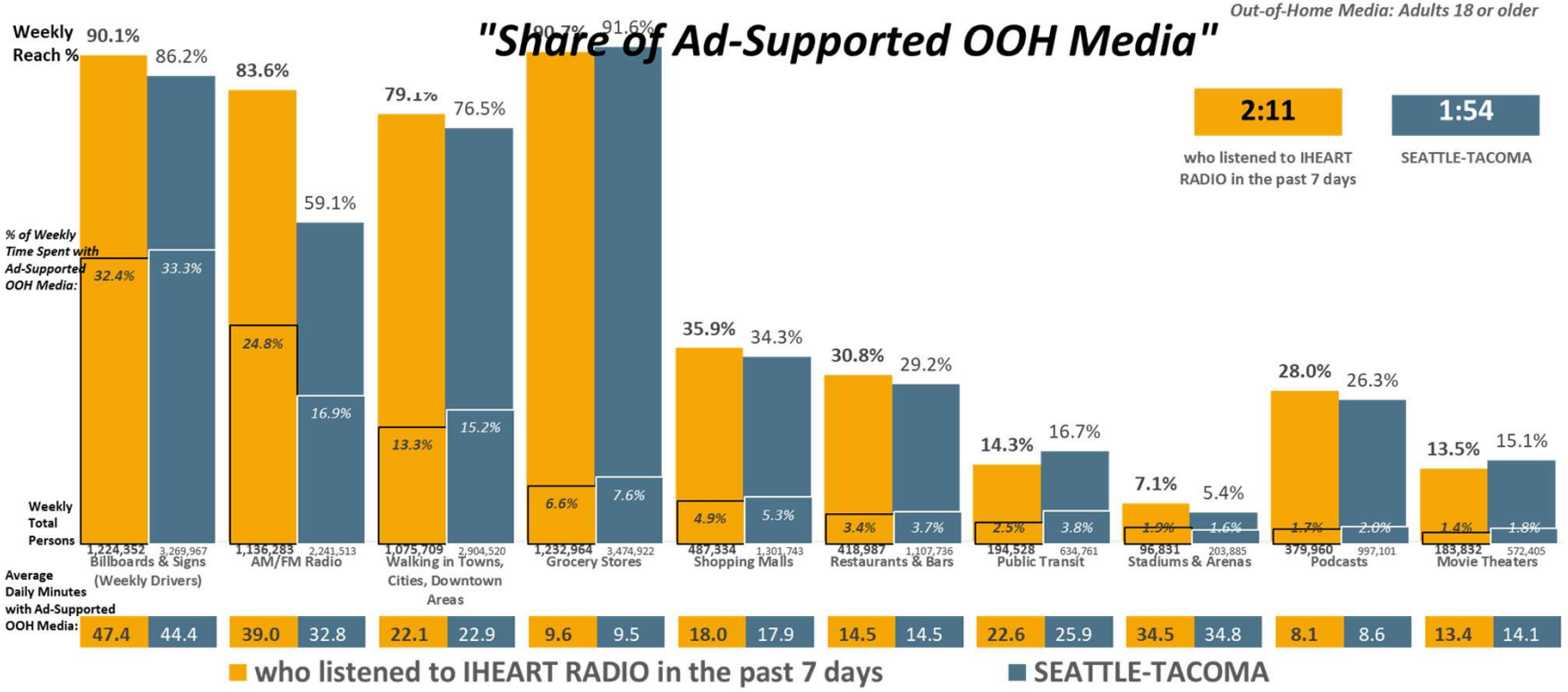
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Radio Stations: KZOK-FM

1,224,352 or 90.1% of Adults 18 or older who listened to IHEART RADIO in the past 7 days spend an average of 47.4 minutes per day driving, seeing Billboards and Signs representing 32.4% 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



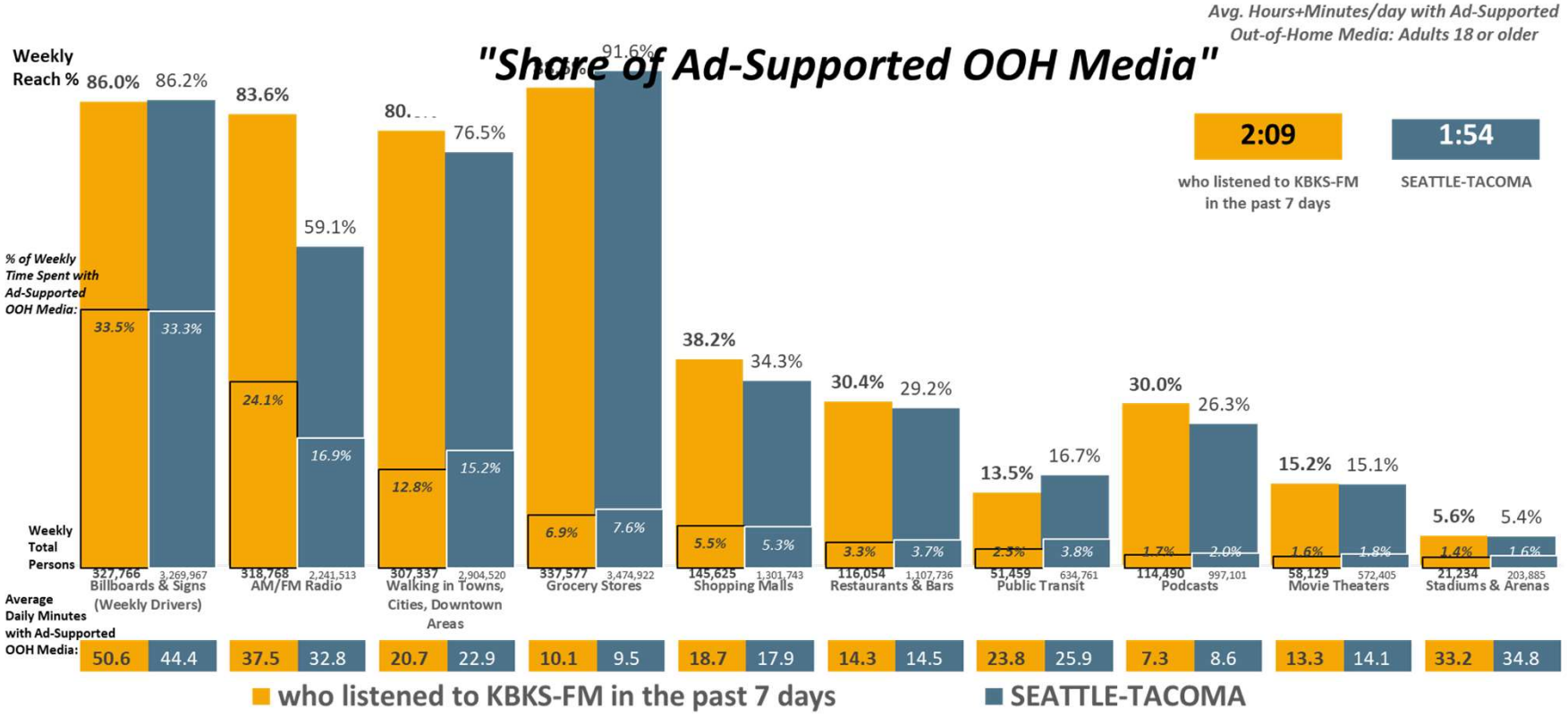
SEATTLE-TACOMA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,324 SEATTLE-TACOMA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 3,704

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(Radio Stations: KBKS-FM OR Radio Stations: KJAQ-FM OR Radio Stations: KJEB-FM OR Radio Stations: KJR-AM OR Radio Stations: KJR-FM OR Radio Stations: KJR-FM HD2 OR Radio Stations: KZOK-FM)

327,766 or 86.% of Adults 18 or older who listened to KBKS-FM in the past 7 days spend an average of 50.6 minutes per day driving, seeing Billboards and Signs representing 33.5% of all Time Spent with Ad-Supported Out-of-Home Media.



SEATTLE-TACOMA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 339 SEATTLE-TACOMA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 3,704

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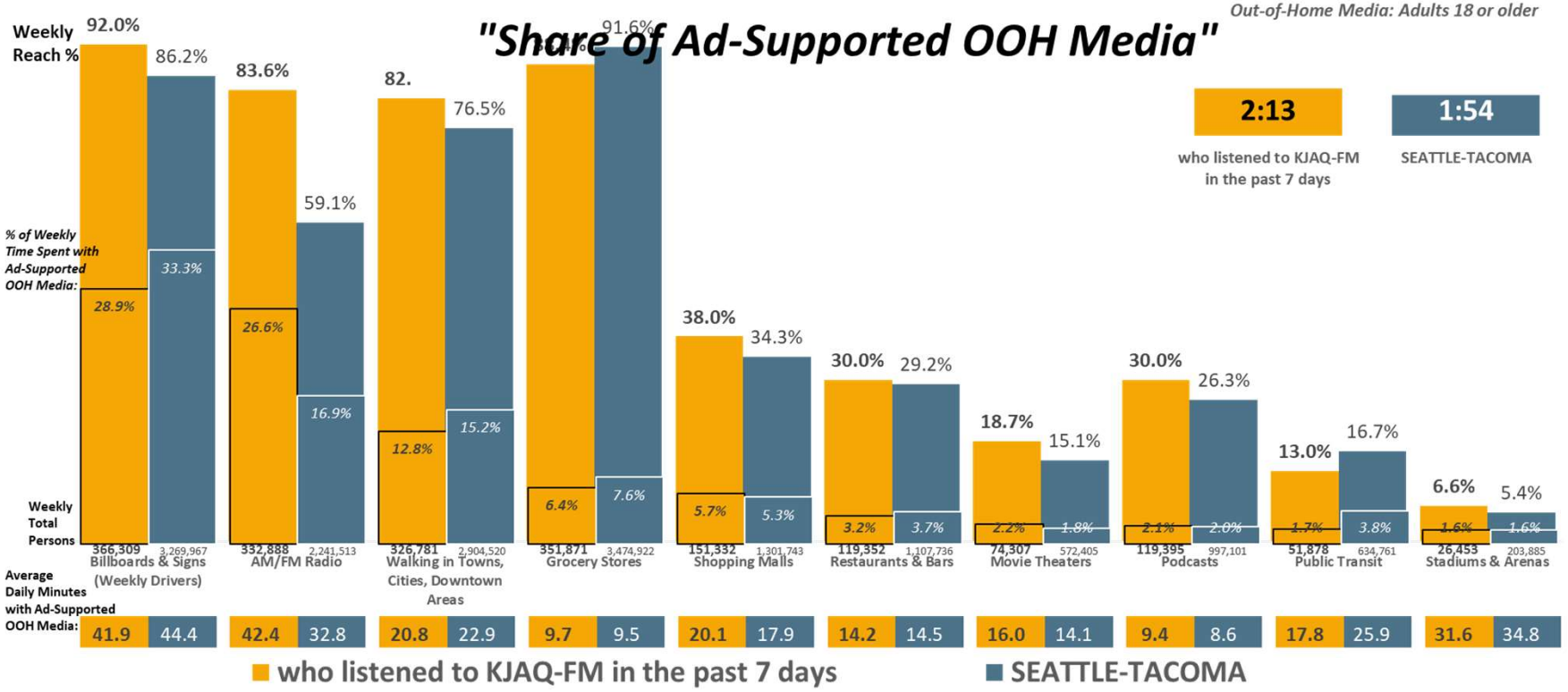
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Radio Stations: KBKS-FM

366,309 or 92.% of Adults 18 or older who listened to KJAQ-FM in the past 7 days spend an average of 41.9 minutes per day driving, seeing Billboards and Signs representing 28.9% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



SEATTLE-TACOMA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 383 SEATTLE-TACOMA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 3,704

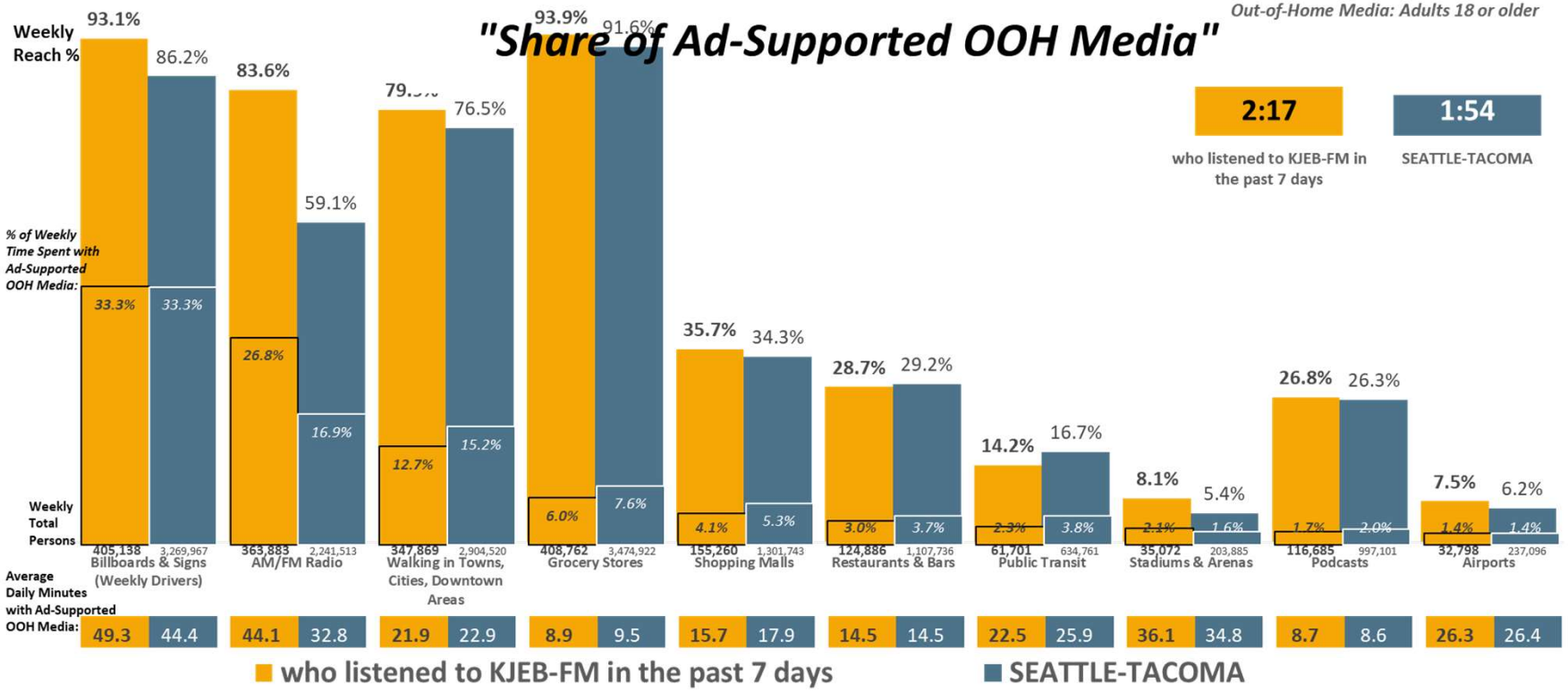
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Radio Stations: KJAQ-FM

405,138 or 93.1% of Adults 18 or older who listened to KJEB-FM in the past 7 days spend an average of 49.3 minutes per day driving, seeing Billboards and Signs representing 33.3% 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



SEATTLE-TACOMA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 426 SEATTLE-TACOMA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 3,704

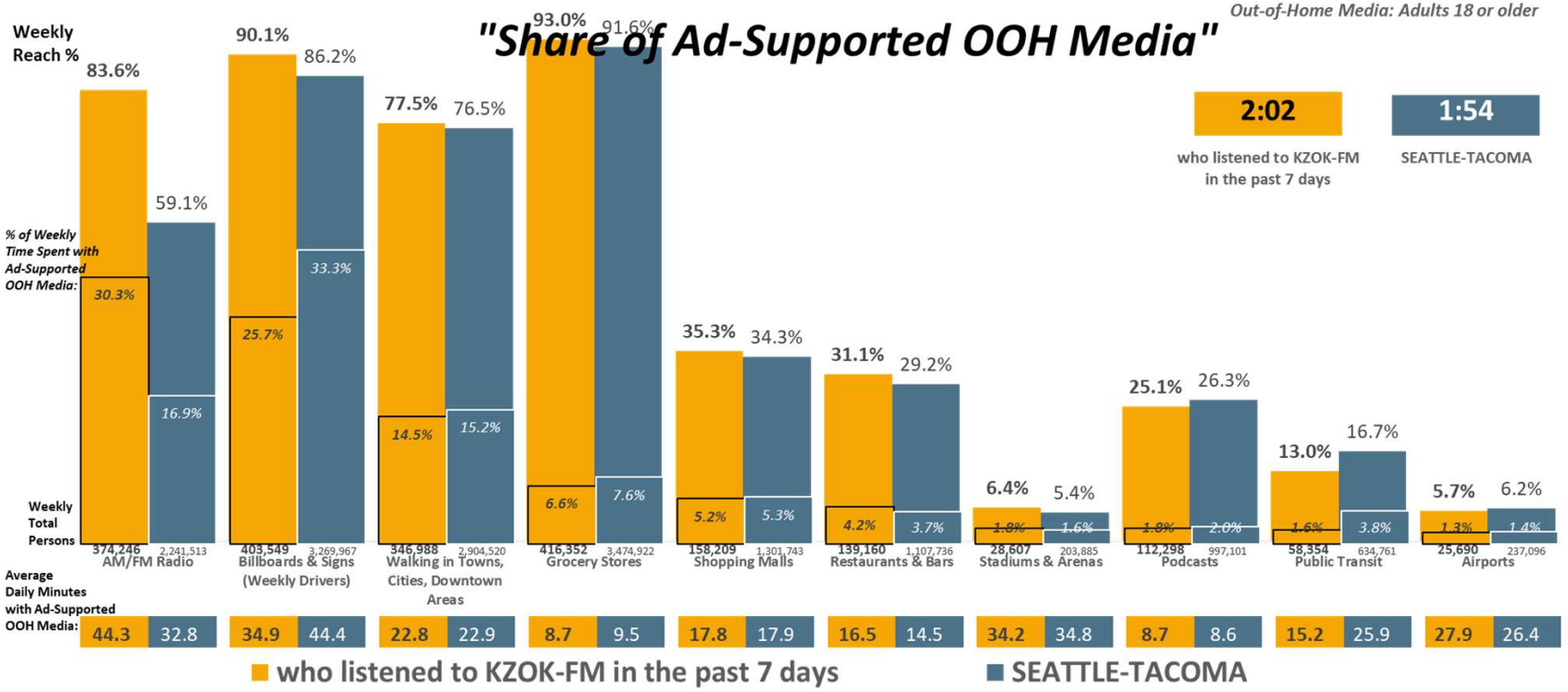
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Radio Stations: KJEB-FM

403,549 or 90.1% of Adults 18 or older who listened to KZOK-FM in the past 7 days spend an average of 34.9 minutes per day driving, seeing Billboards and Signs representing 25.7% of all Time Spent with Ad-Supported Out-of-Home Media.

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



SEATTLE-TACOMA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 429 SEATTLE-TACOMA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 3,704

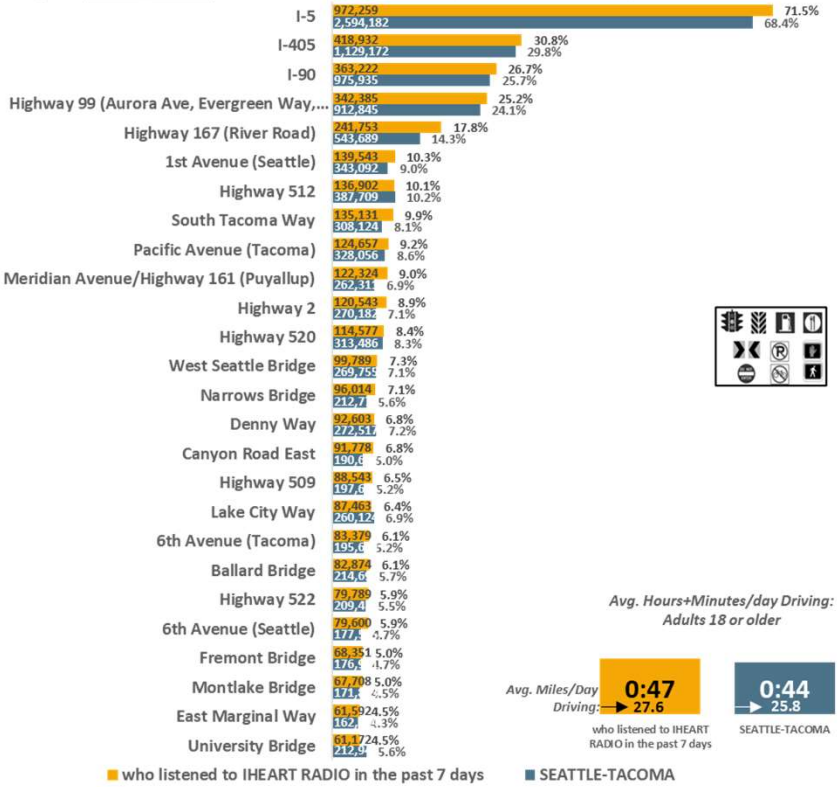
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Radio Stations: KZOK-FM

1,224,352 or 90.1% of Adults 18 or older who listened to IHEART RADIO in the past 7 days spend an average of 47.4 minutes per day driving an average of 27.6 miles each day and are 34.4% more likely to use Canyon Road East than the Metro average.

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



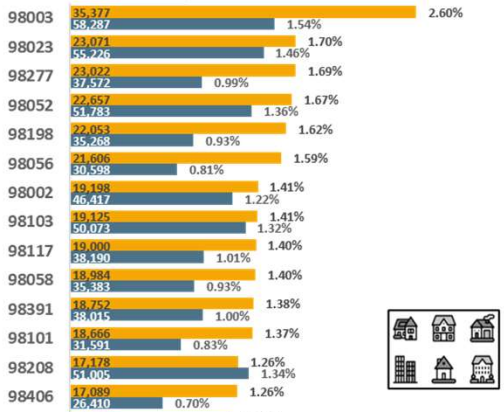
Avg. Hours+Minutes/day Driving: Adults 18 or older

Avg. Miles/Day Driving: 27.6

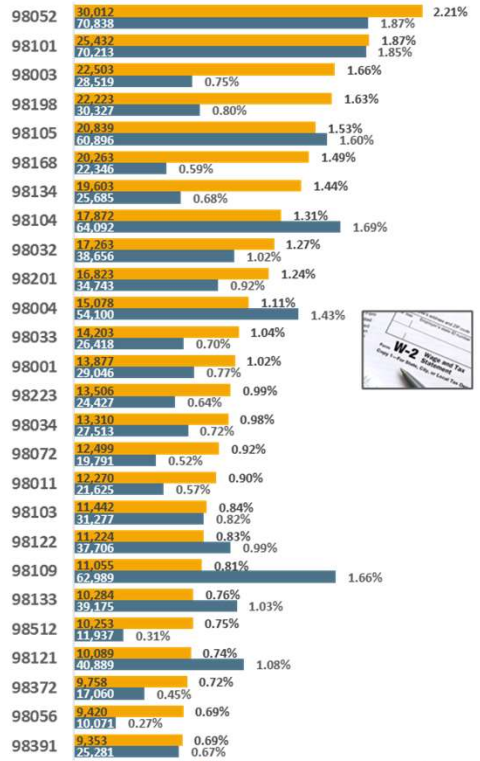
0:47 who listened to IHEART RADIO in the past 7 days

0:44 → 25.8 SEATTLE-TACOMA

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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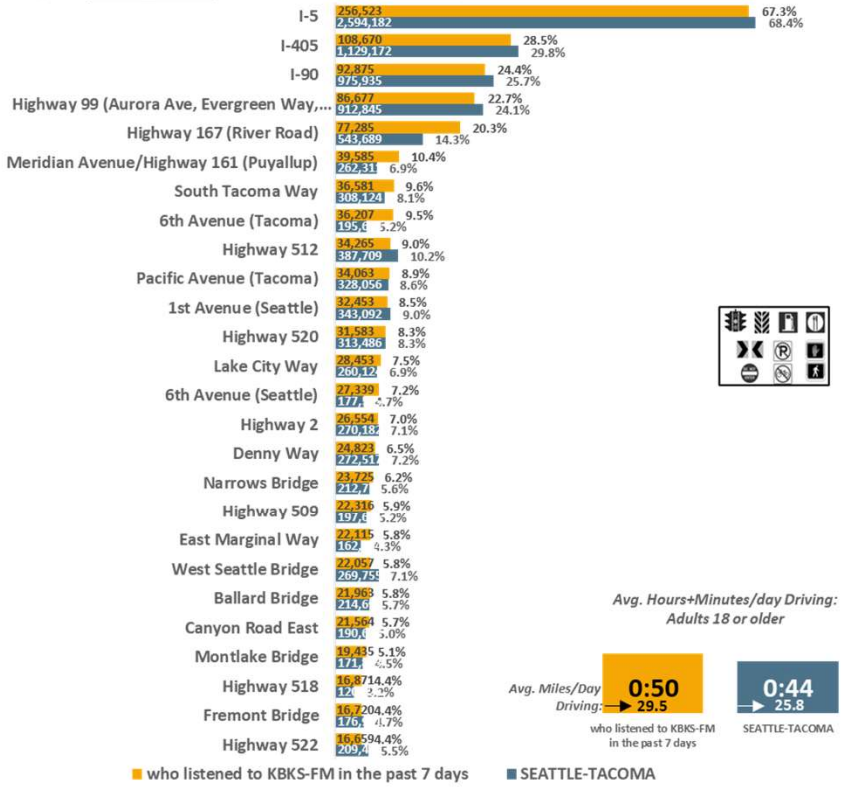
SEATTLE-TACOMA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,324

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(Radio Stations: KBKS-FM OR Radio Stations: KJAQ-FM OR Radio Stations: KJEB-FM OR Radio Stations: KJR-AM OR Radio Stations: KJR-FM OR Radio Stations: KJR-FM HD2 OR Radio Stations: KZOK-FM)

327,766 or 86.4% of Adults 18 or older who listened to KBKS-FM in the past 7 days spend an average of 50.6 minutes per day driving an average of 29.5 miles each day and are 84.2% more likely to use 6th Avenue (Tacoma) than the Metro average.

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



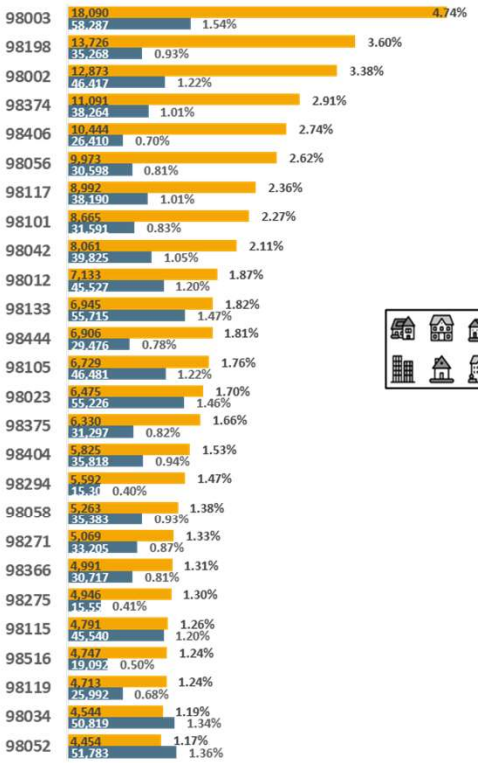
Avg. Hours+Minutes/day Driving: Adults 18 or older

Avg. Miles/Day Driving:

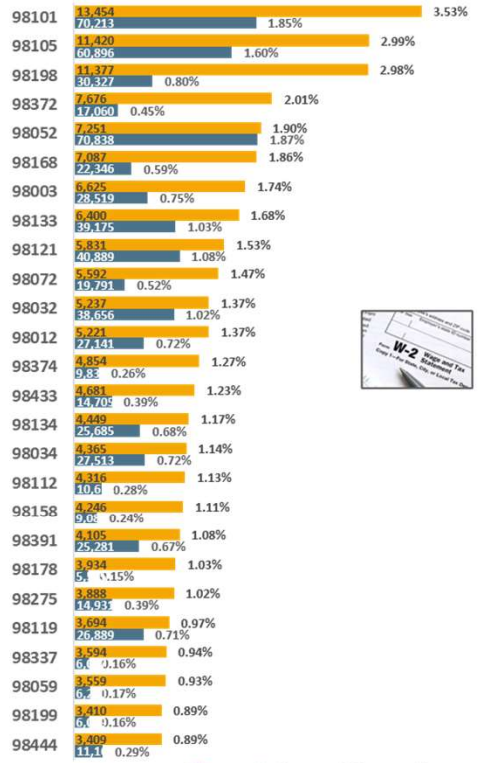
0:50 → 29.5 who listened to KBKS-FM in the past 7 days

0:44 → 25.8 SEATTLE-TACOMA

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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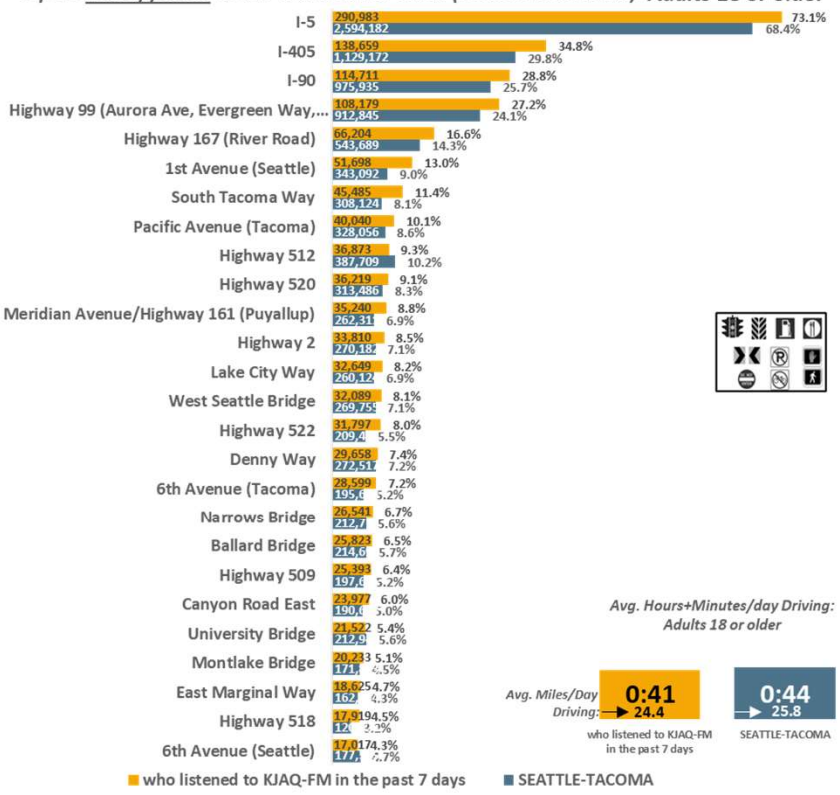
SEATTLE-TACOMA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 339

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Radio Stations: KBKS-FM

366,309 or 92.% of Adults 18 or older who listened to KJAQ-FM in the past 7 days spend an average of 41.9 minutes per day driving an average of 24.4 miles each day and are 44.7% more likely to use Highway 522 than the Metro average.

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

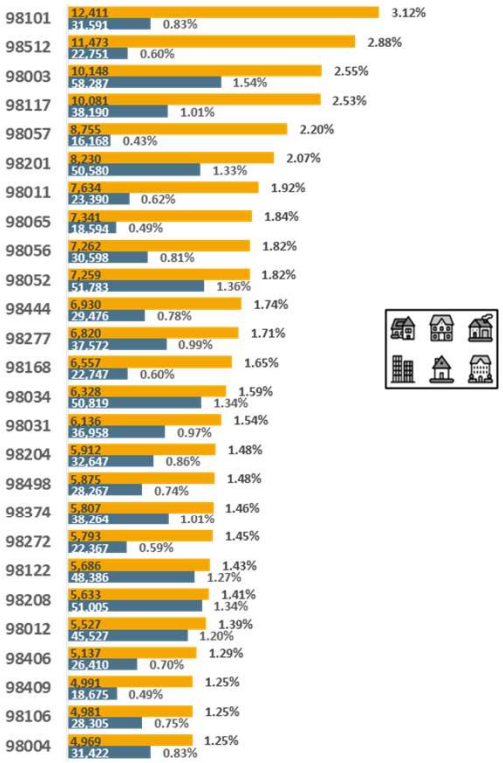


Avg. Hours+Minutes/day Driving: Adults 18 or older

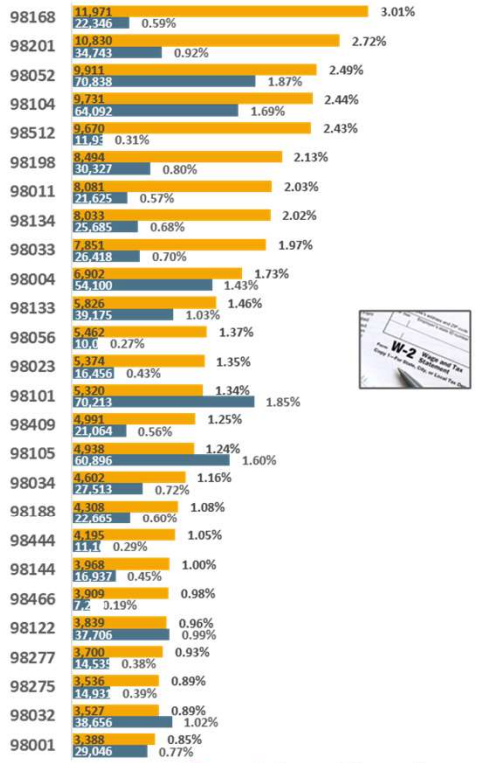
Avg. Miles/Day Driving: 0:41 → 24.4 (who listened to KJAQ-FM in the past 7 days)

0:44 → 25.8 (SEATTLE-TACOMA)

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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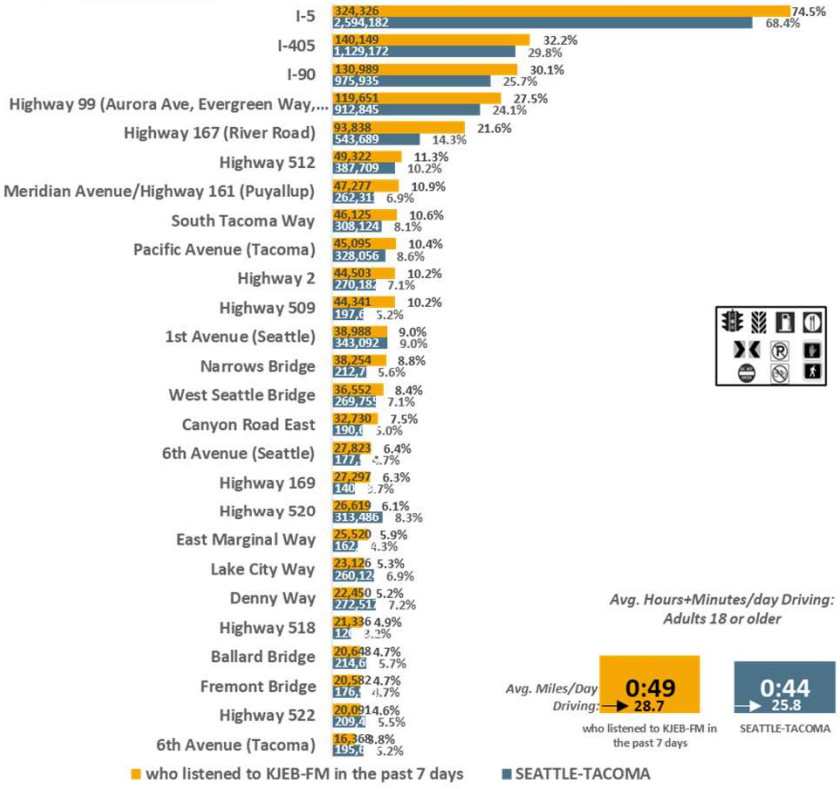
SEATTLE-TACOMA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 383

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Radio Stations: KJAQ-FM

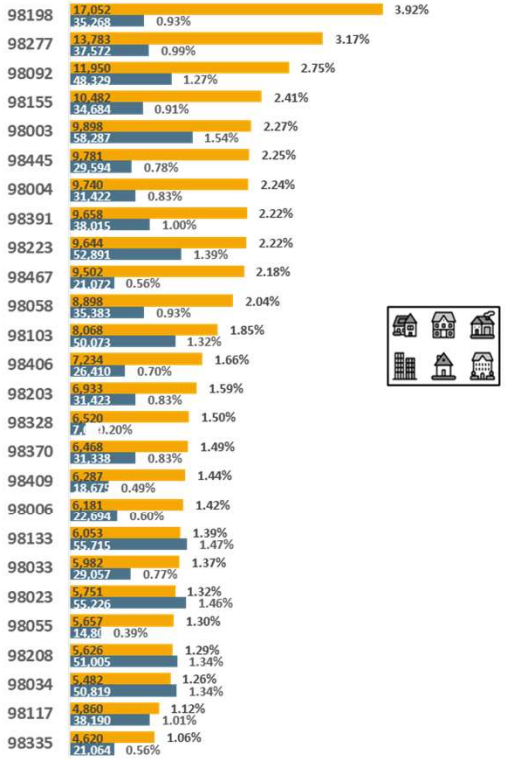
405,138 or 93.1% of Adults 18 or older who listened to KJEB-FM in the past 7 days spend an average of 49.3 minutes per day driving an average of 28.7 miles each day and are 95.6% more likely to use Highway 509 than the Metro average.

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

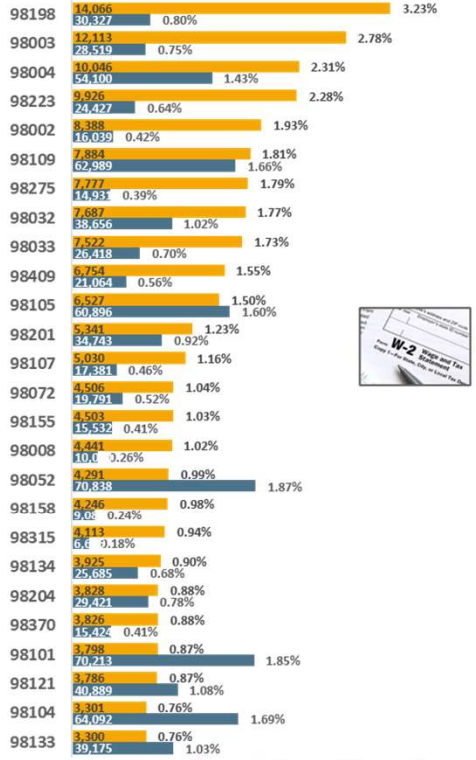


Avg. Hours+Minutes/day Driving: Adults 18 or older

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



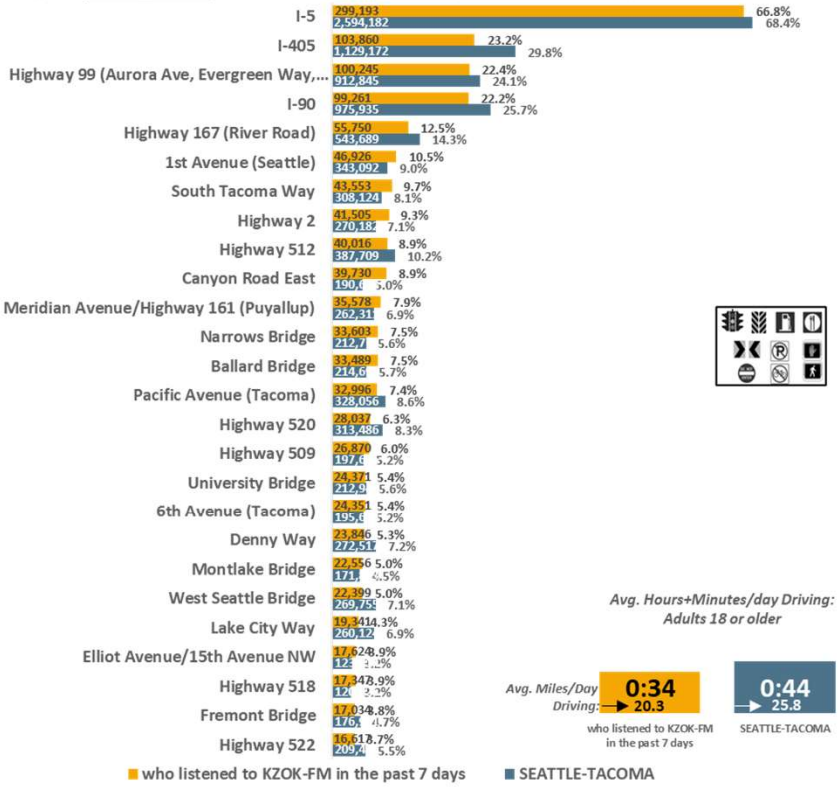
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SEATTLE-TACOMA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 426
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Radio Stations: KJEB-FM

403,549 or 90.1% of Adults 18 or older who listened to KZOK-FM in the past 7 days spend an average of 34.9 minutes per day driving an average of 20.3 miles each day and are 76.7% more likely to use Canyon Road East than the Metro average.

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

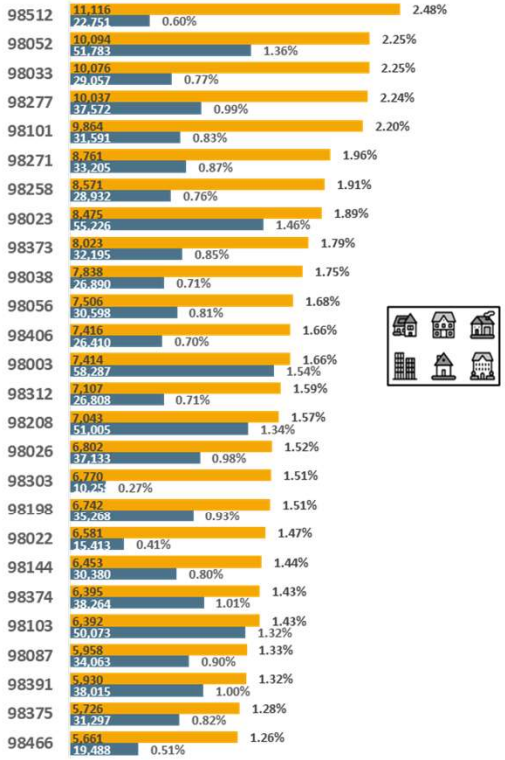


Avg. Hours+Minutes/day Driving: Adults 18 or older

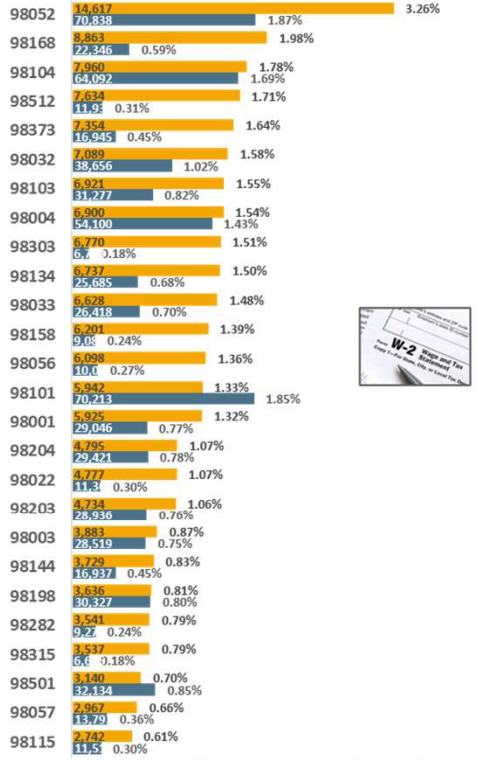
Avg. Miles/Day Driving: 0:34 → 20.3 who listened to KZOK-FM in the past 7 days

0:44 → 25.8 SEATTLE-TACOMA

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



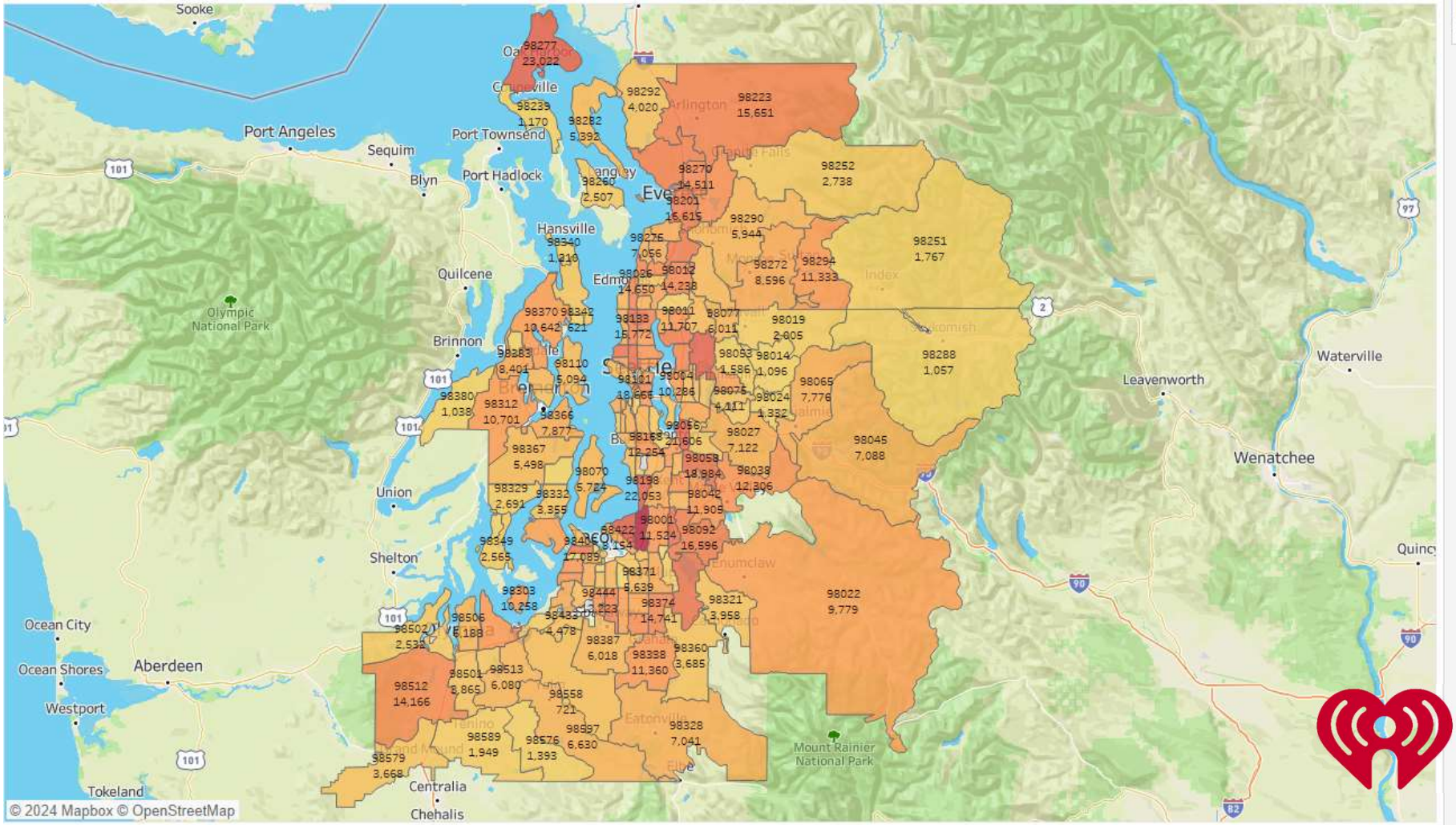
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Radio Stations: KZOK-FM

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

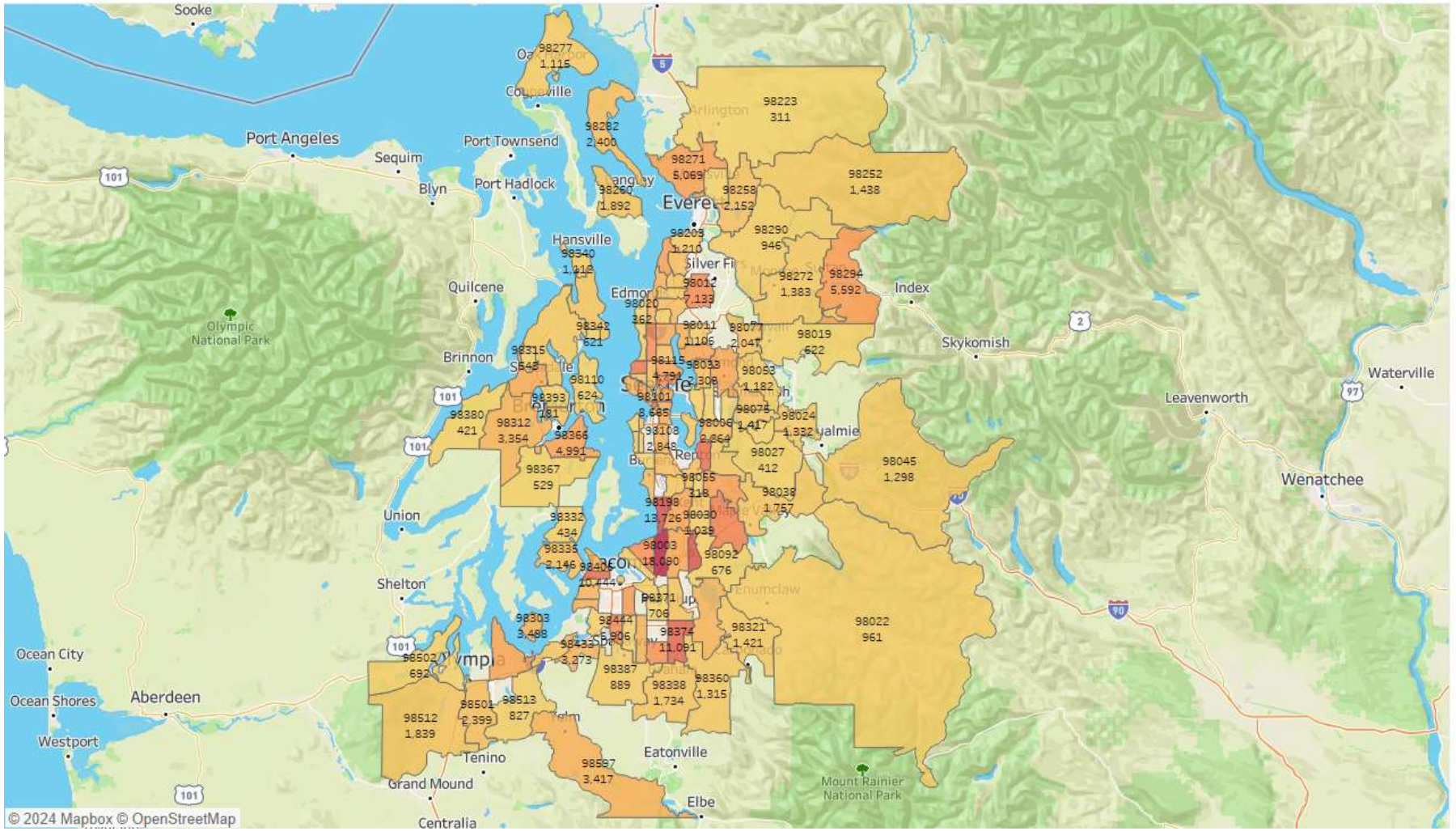


SEATTLE-TACOMA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,324
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Top Residential Zip Codes: (Adults 18 or older who listened to KBKS-FM in the past 7 days)

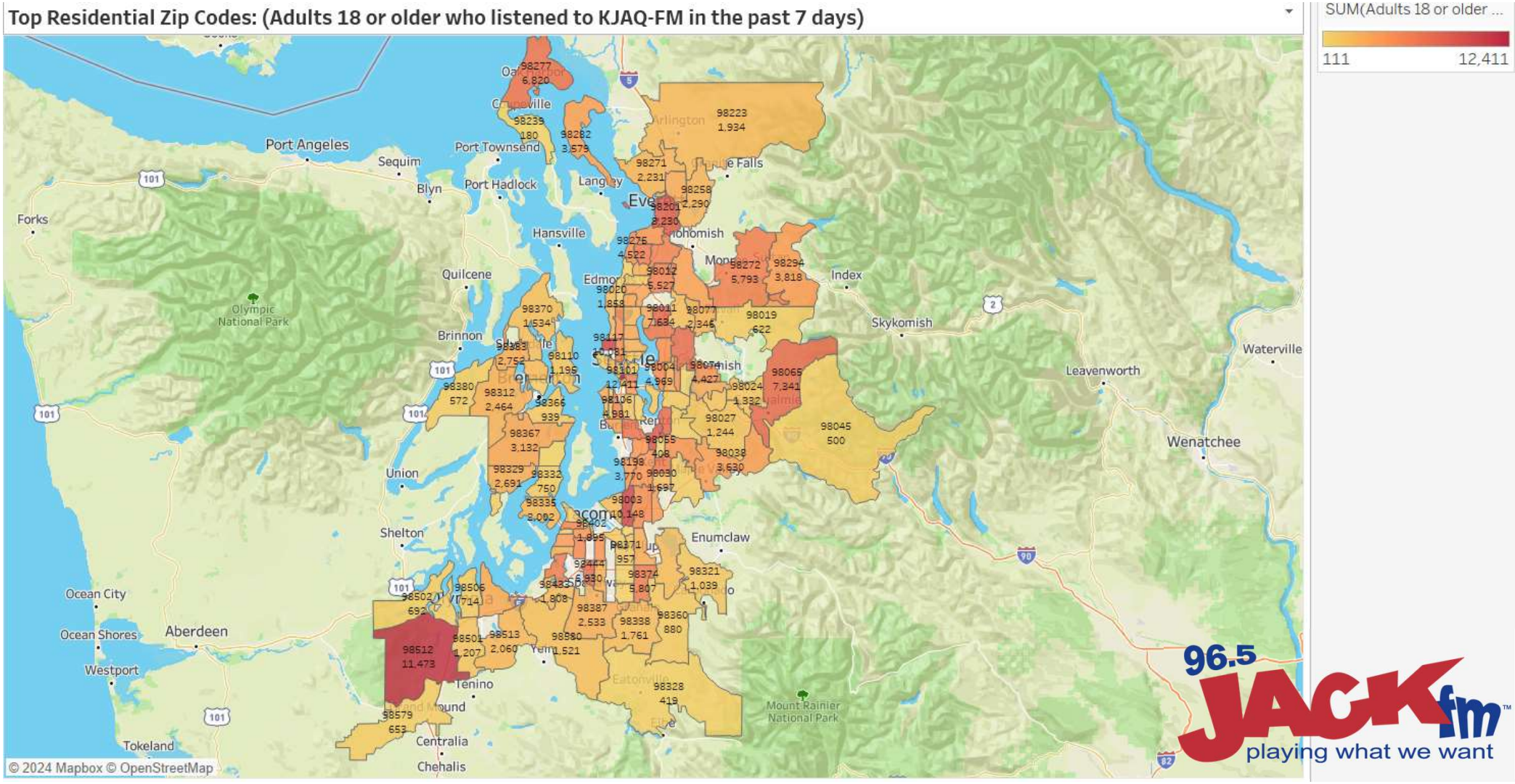


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Radio Stations: KBKS-FM

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



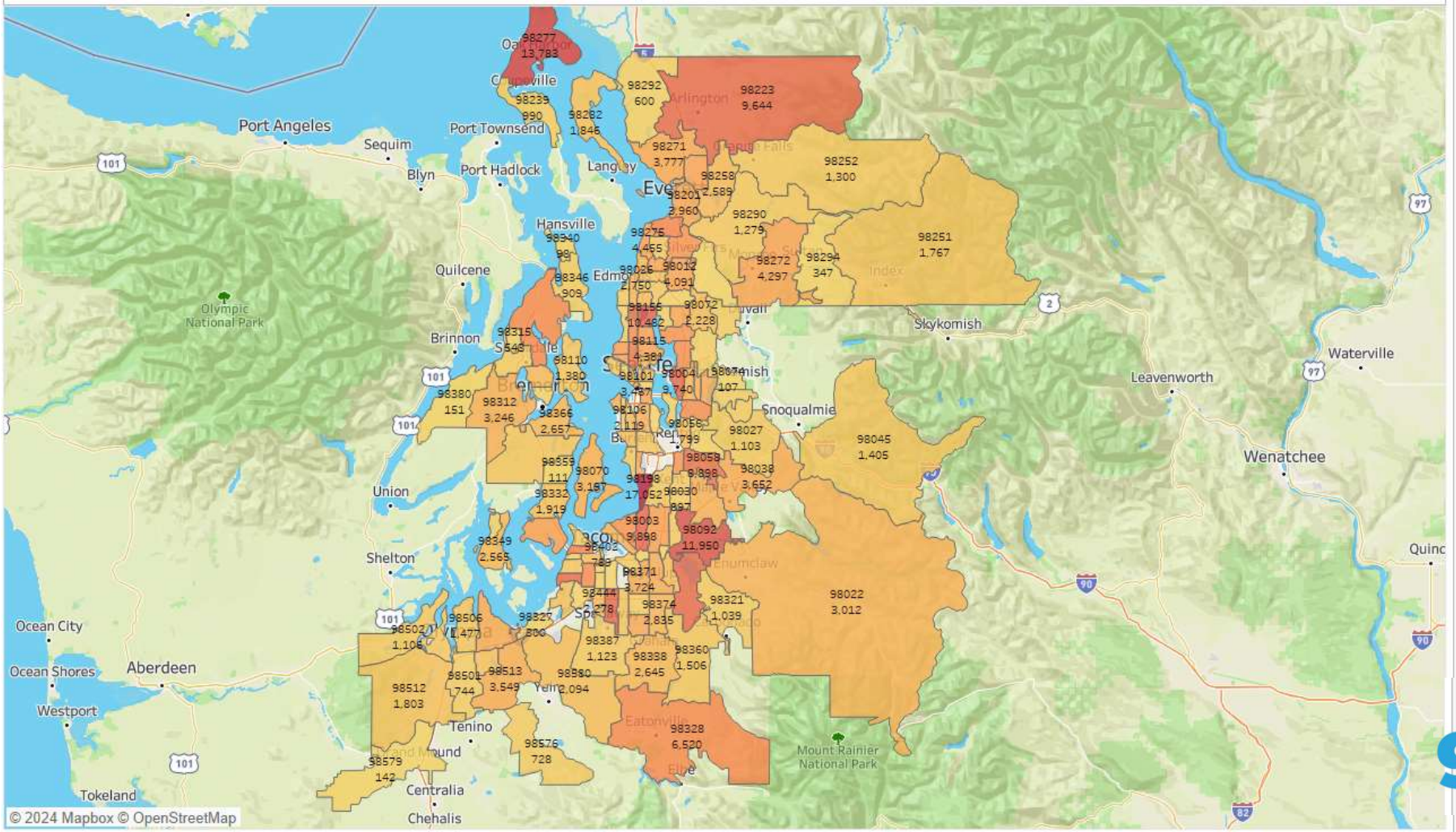
96.5 JACK fm playing what we want

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Radio Stations: KJAQ-FM

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



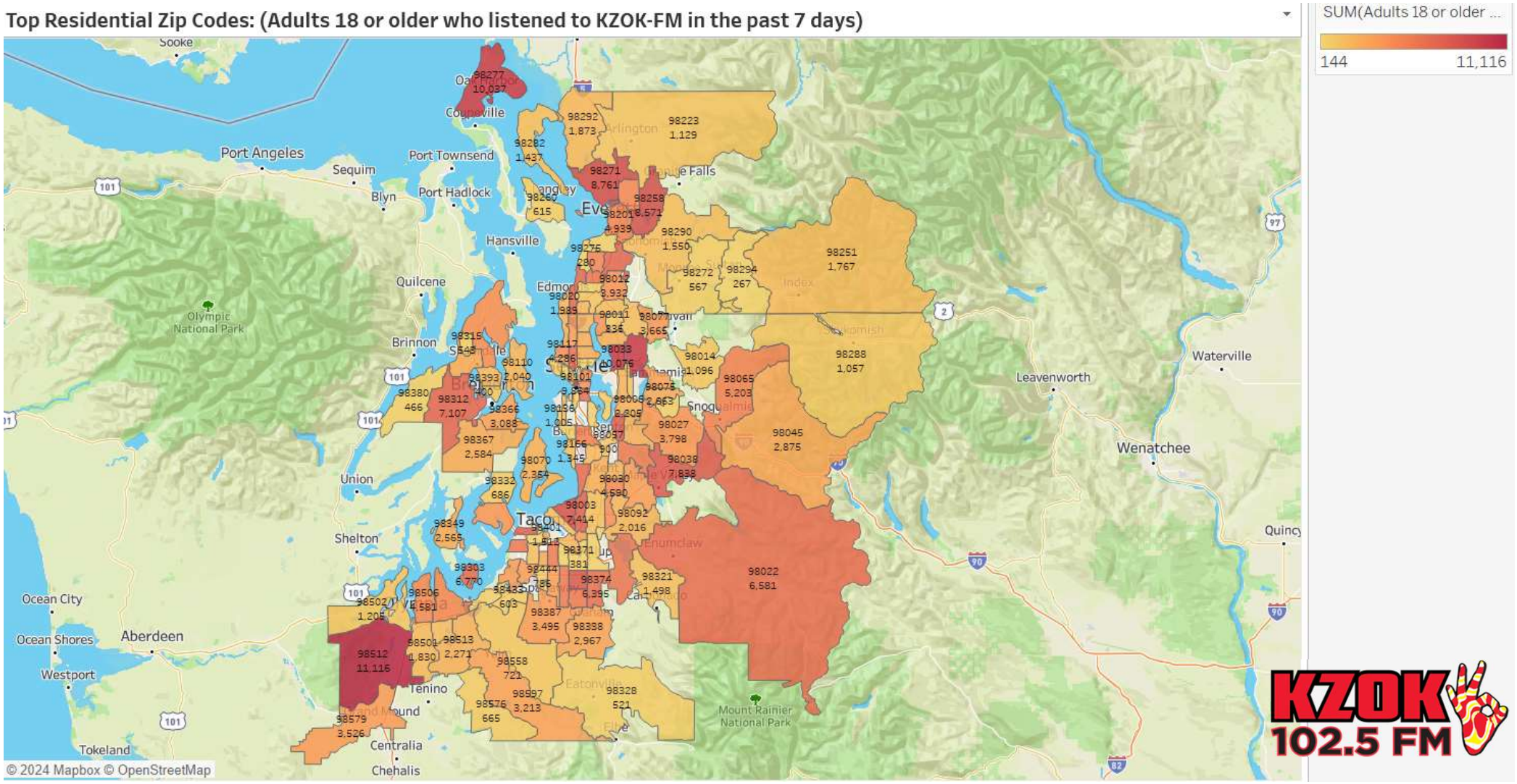
SEATTLE-TACOMA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 426

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Radio Stations: KJEB-FM

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



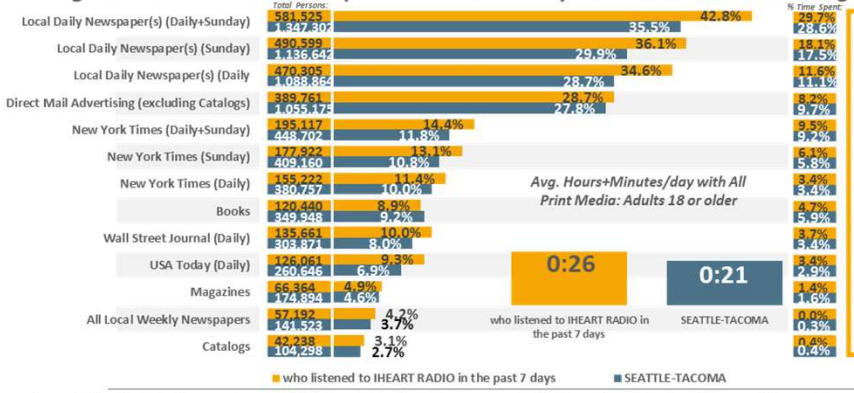
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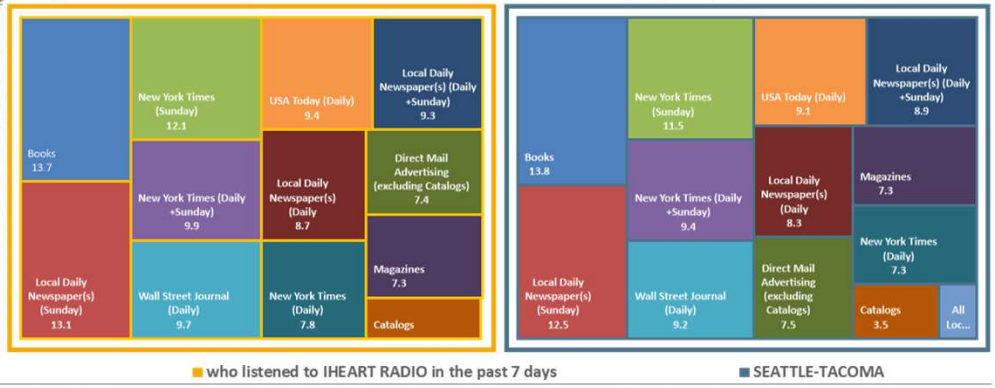
Radio Stations: KZOK-FM

581,525 or 42.8% of Adults 18 or older who listened to IHEART RADIO in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.3 minutes every day representing 31.1% of all time spent daily with All forms of Print Media.

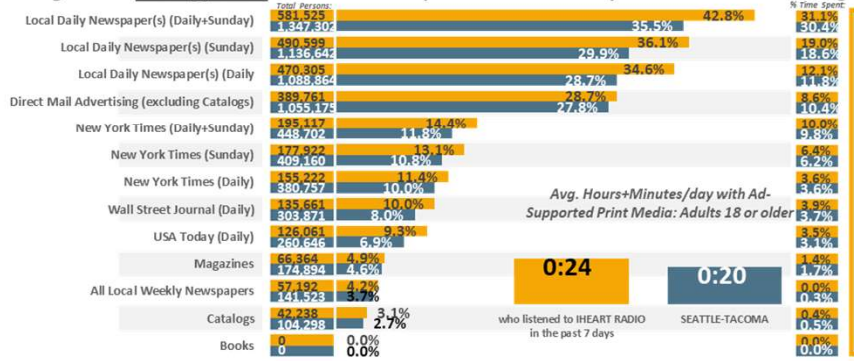
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



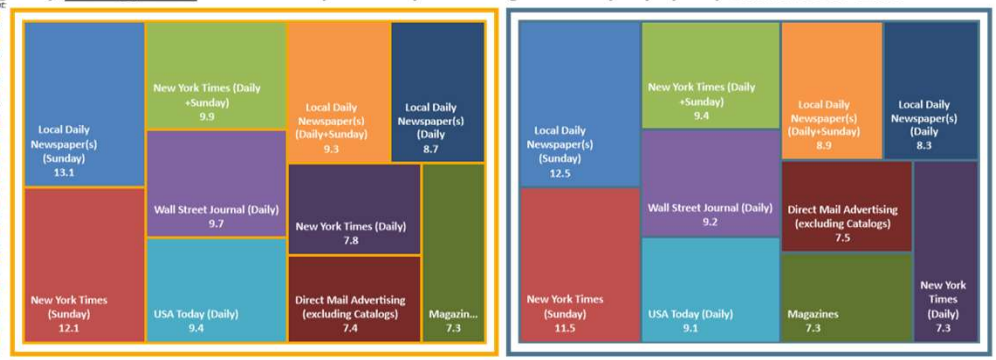
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEATTLE-TACOMA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,324

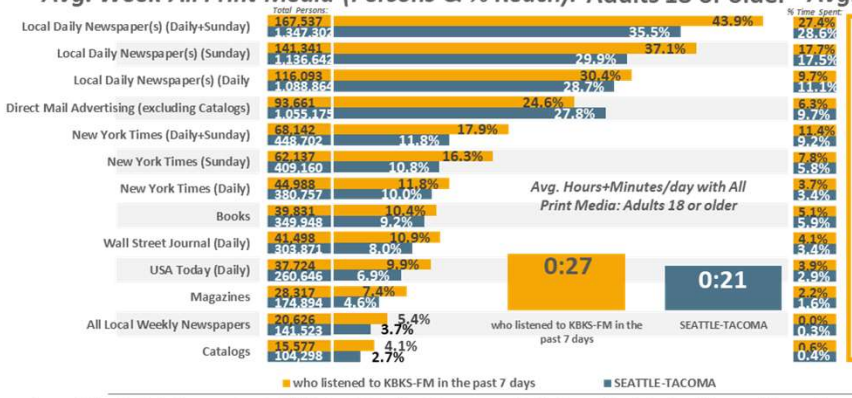
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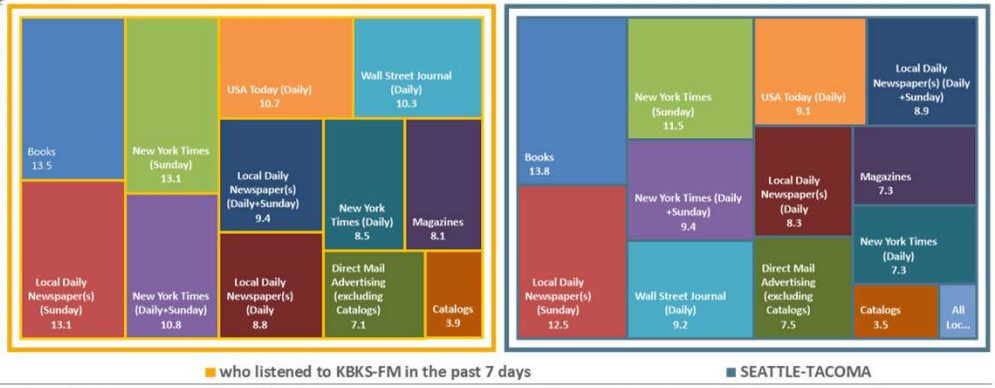
(Radio Stations: KBKS-FM OR Radio Stations: KJAQ-FM OR Radio Stations: KJEB-FM OR Radio Stations: KJR-AM OR Radio Stations: KJR-FM OR Radio Stations: KJR-FM HD2 OR Radio Stations: KZOK-FM)

167,537 or 43.9% of Adults 18 or older who listened to KBKS-FM in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.4 minutes every day representing 28.9% of all time spent daily with All forms of Print Media.

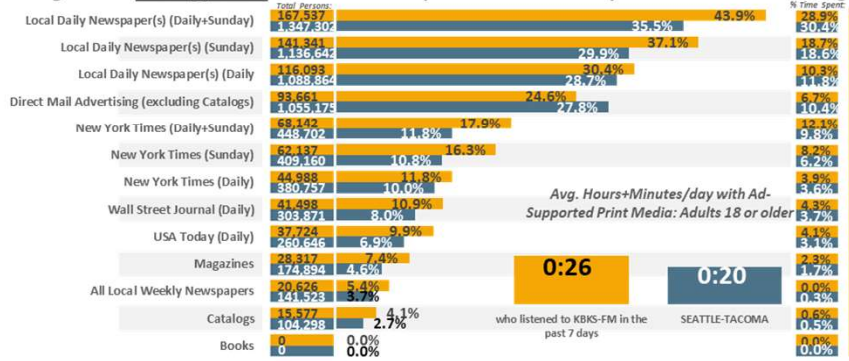
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



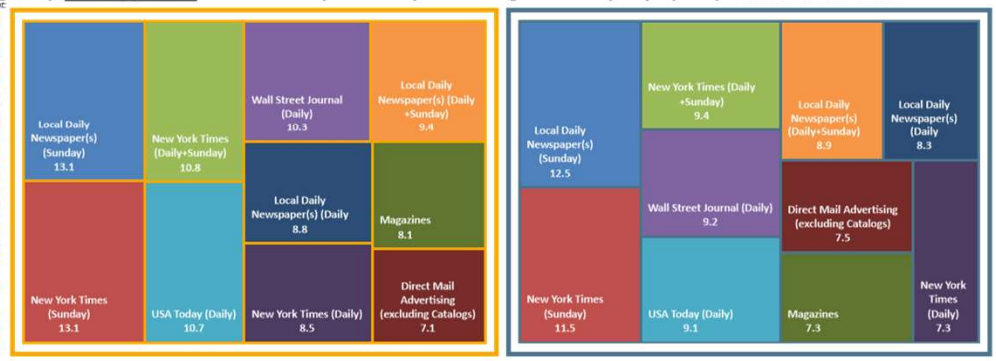
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



SEATTLE-TACOMA Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 339

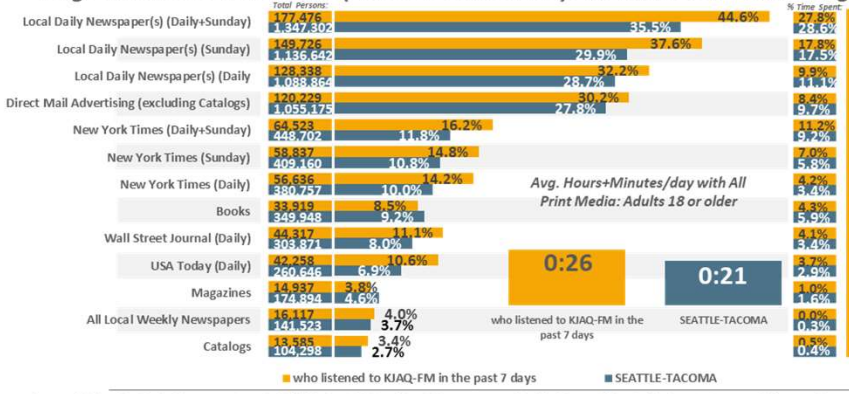
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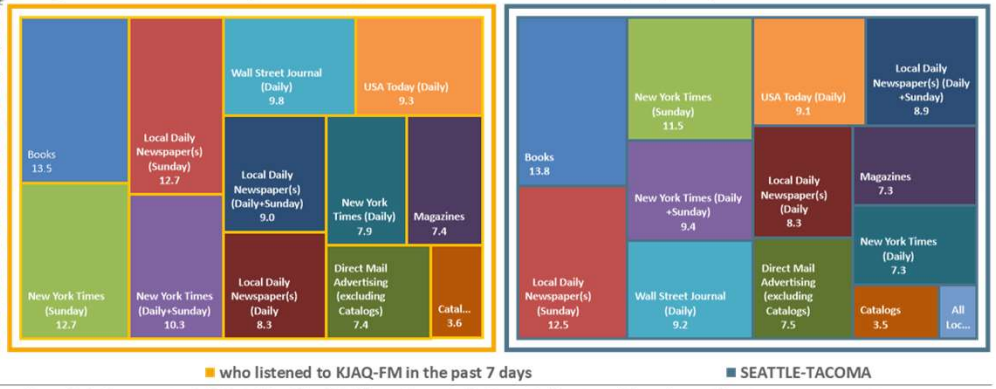
Radio Stations: KBKS-FM

177,476 or 44.6% of Adults 18 or older who listened to KJAQ-FM in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9. 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



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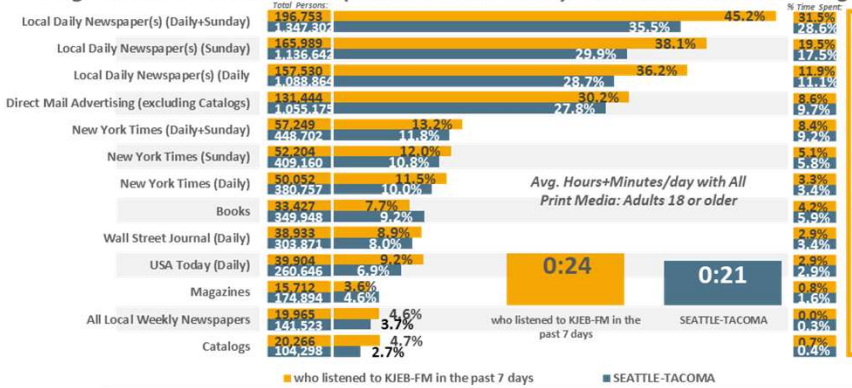
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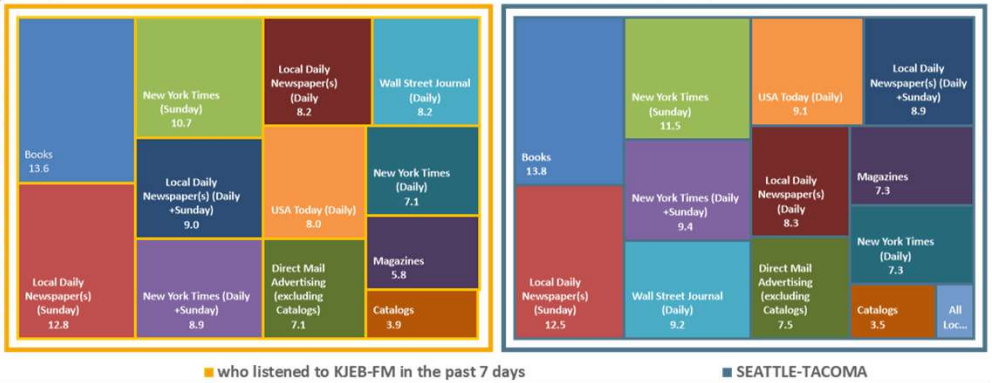
Radio Stations: KJAQ-FM

196,753 or 45.2% of Adults 18 or older who listened to KJEB-FM in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9. minutes every day representing 32.8% of all time spent daily with All forms of Print Media.

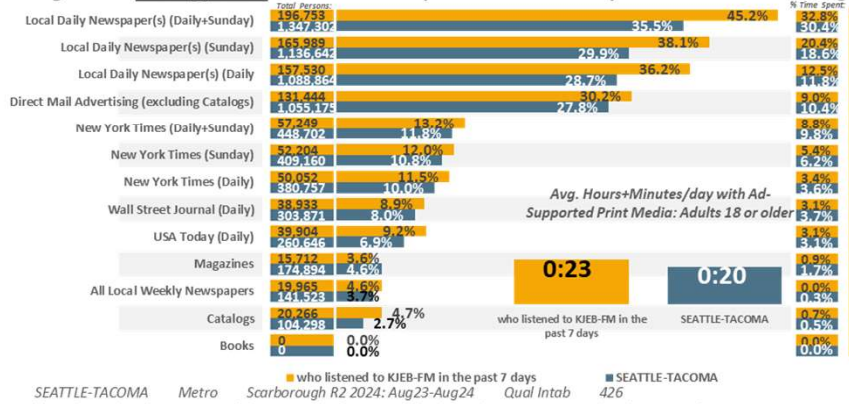
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



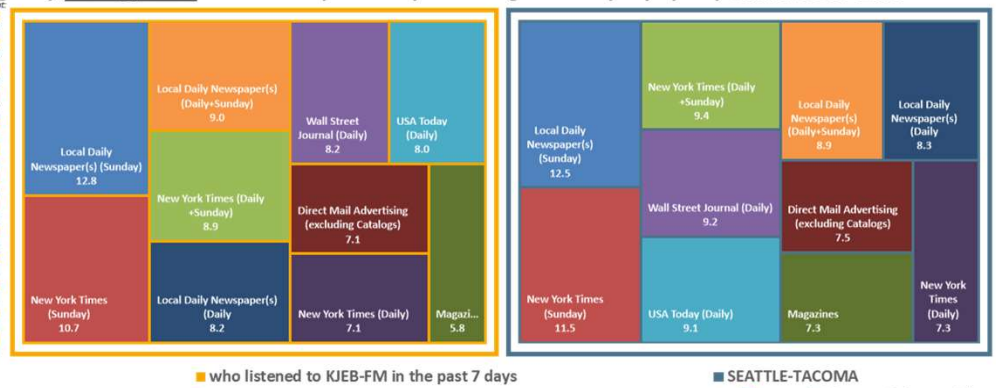
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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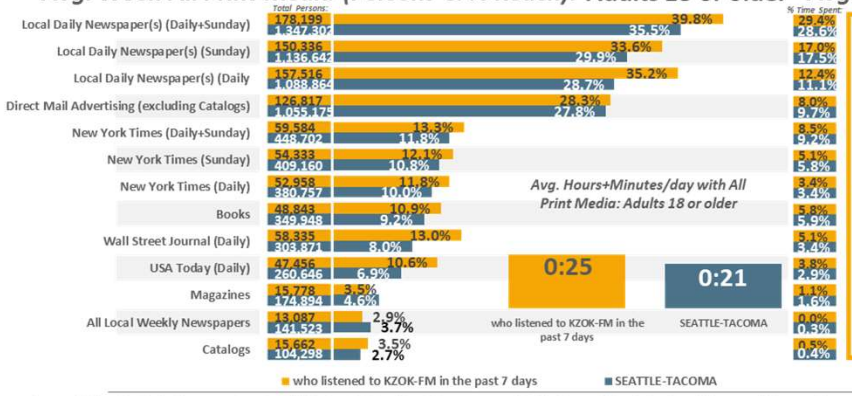
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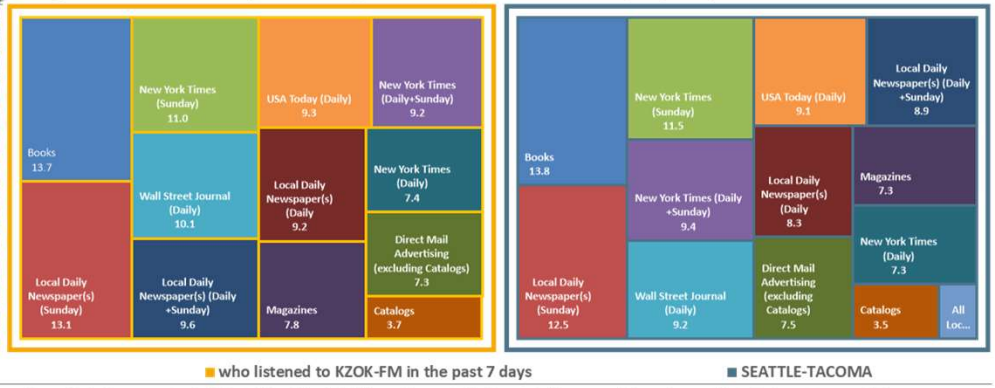
Radio Stations: KJEB-FM

178,199 or 39.8% of Adults 18 or older who listened to KZOK-FM in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.6 minutes every day representing 31.2% of all time spent daily with All forms of Print Media.

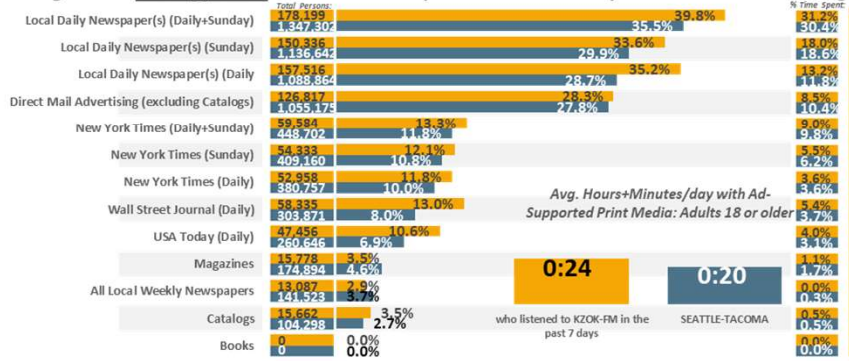
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



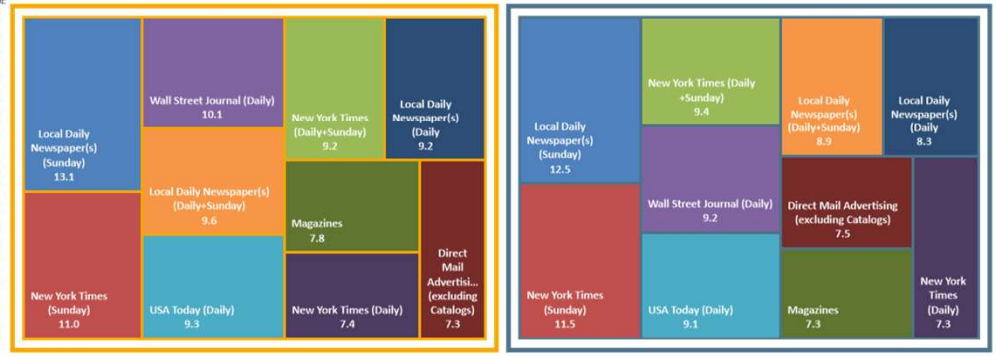
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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Radio Stations: KZOK-FM