



# AVERAGE LISTENER DATA

## Q2 - 2021



### 6,300+

SESSIONS  
STARTED  
EACH MONTH

\*SOURCE: WIDE ORBIT

### AUDIENCE LOCATIONS

- #1 St. Joseph: 91
- #2 Coloma: 37
- #3 Benton Harbor: 35

\*SOURCE: FACEBOOK

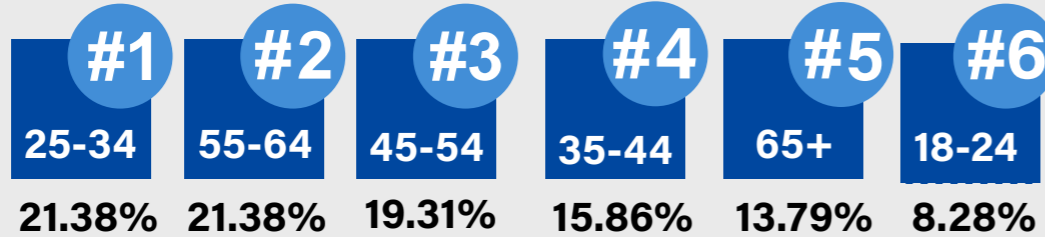


### 19,000+

FACEBOOK  
IMPRESSIONS  
EACH MONTH

\*SOURCE: FACEBOOK

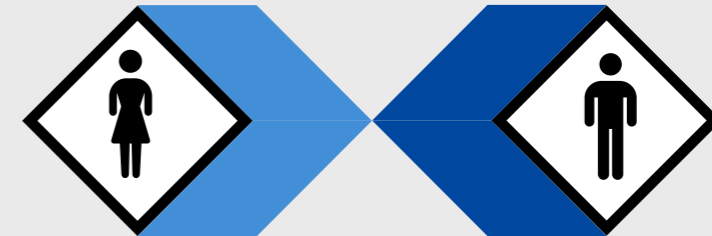
### AGES REACHED



\*SOURCE: GOOGLE ANALYTICS

### 35.4%

OF MONTHLY  
AVG. LISTENERS  
ARE WOMEN



\*SOURCE: GOOGLE ANALYTICS

### 64.6%

OF MONTHLY  
AVG. LISTENERS  
ARE MEN

### 400

EMAIL SUBSCRIBERS  
REACHED EVERY MONTH



\*SOURCE: DRIP

### SOCIAL MEDIA AUDIENCE

\*SOURCE: FACEBOOK



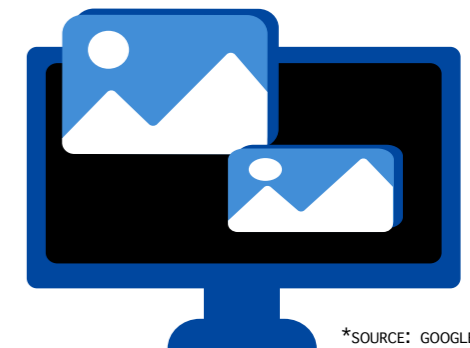
### 162,968 Hours

LISTENED ON  
AVERAGE EACH  
MONTH

\*SOURCE: WIDE ORBIT

### 3,009

WEBPAGE VIEWS /  
BANNER AD IMPRESSIONS



\*SOURCE: GOOGLE ANALYTICS