

AVERAGE LISTENER DATA

Q3 | 7/1/2021 - 9/30/2021



33,696
Total sessions started

*Source: Wide Orbit



8,700+
Facebook post engagements

*Source: Facebook

AUDIENCE LOCATIONS

- #1 South Haven: 520
- #2 St. Joseph: 91
- #3 coloma: 91

*Source: Facebook



30,079
Hours
Listened on average

*Source: Wide Orbit

TOP 5 POTENTIAL TO BUY INTERESTS

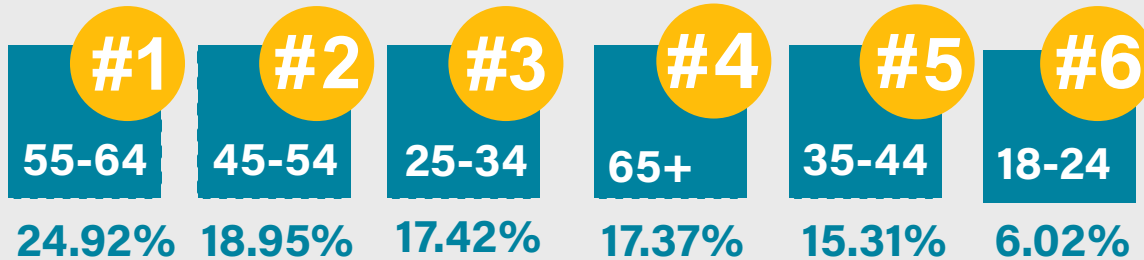
Real Estate/Residential Properties/Residential Properties (For Sale)

Real Estate/Residential Properties (For Sale)/-Houses (For Sale)/Preowned Houses (For Sale)

Home & Garden/Home Decor

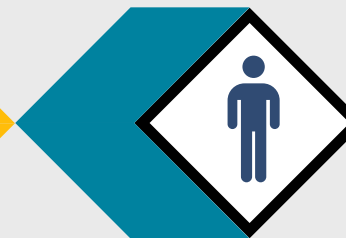
Autos & Vehicles/Motor Vehicles/Motor Vehicles (Used)

Autos & Vehicles/Auto Repair & Maintenance



*Source: Google Analytics

55.4%
of avg. listeners are women



44.6%
of avg. listeners are men

*Source: Google Analytics

SOCIAL MEDIA AUDIENCE

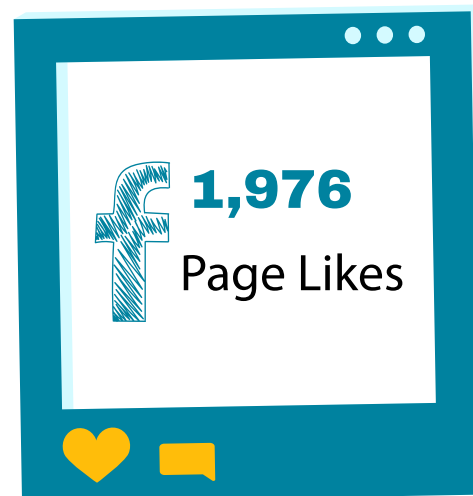
*Source: Facebook

2,481

Email subscribers reached every month



*Source: Drip



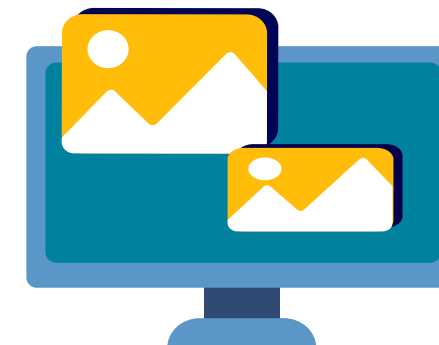
8,253

Total podcasts played and downloaded

*Source: Blubrry



48,293
Webpage Views



*Source: Google Analytics

TOP 5 AFFINITY CATEGORIES

Food & Dining/Cooking Enthusiasts/30 Minute Chefs

Lifestyles & Hobbies/Pet Lovers

Media & Entertainment/TV Lovers

Shoppers/Bargain Hunters

Food & Dining/Fast Food Cravers