



AVERAGE LISTENER DATA

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

TOP 5 POTENTIAL TO BUY INTERESTS

- Real Estate/Residential Properties/Residential Properties (For Sale)
- Home & Garden/Home Decor
- Real Estate/Residential Properties/Residential Properties (For Sale)
- Autos & Vehicles/Motor Vehicles/Motor Vehicles (Used)
- Apparel & Accessories/Women's Apparel



48,124

Total sessions started

*Source: Wide Orbit



46,800+

Facebook post engagements

*Source: Facebook

AUDIENCE LOCATIONS

- #1 St. Joseph: 476
- #2 Coloma: 452
- #3 Stevensville: 433

*Source: Facebook

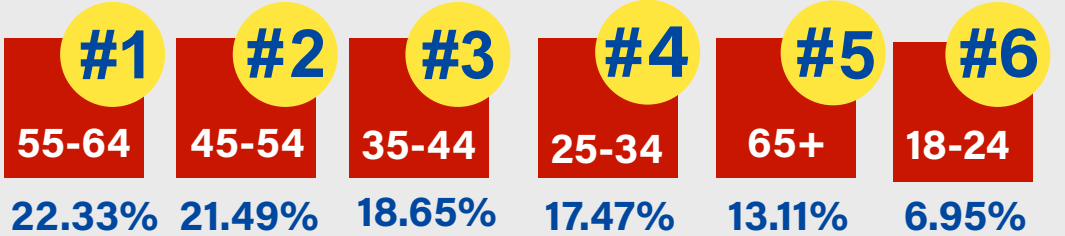


31,934 Hours

Listened on average

*Source: Wide Orbit

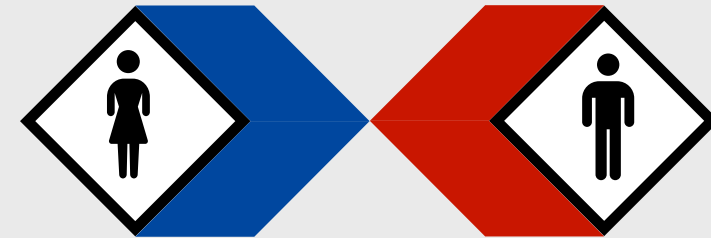
AGES REACHED



*Source: Google Analytics

61%

of avg. listeners are women



39%

of avg. listeners are men

*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

5,341

Email subscribers reached every month



*Source: Drip

SOCIAL MEDIA AUDIENCE

*Source: Facebook



10,709

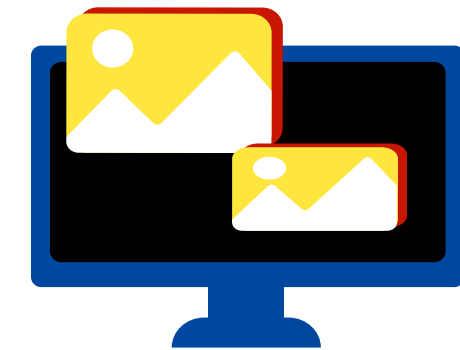
Total podcasts played and downloaded

*Source: Blubrry



84,461

Webpage Views



*Source: Google Analytics