



# AVERAGE LISTENER DATA

## Q1 | 1/1/2022 - 3/31/2022



**20,587**  
Total sessions started

\*SOURCE: WIDE ORBIT



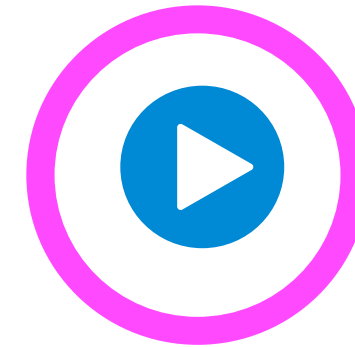
**41,200+**  
Facebook post engagements

\*SOURCE: FACEBOOK

### AUDIENCE LOCATIONS

- #1 St. Joseph: 974
- #2 Coloma: 593
- #3 Stevensville: 586

\*SOURCE: FACEBOOK



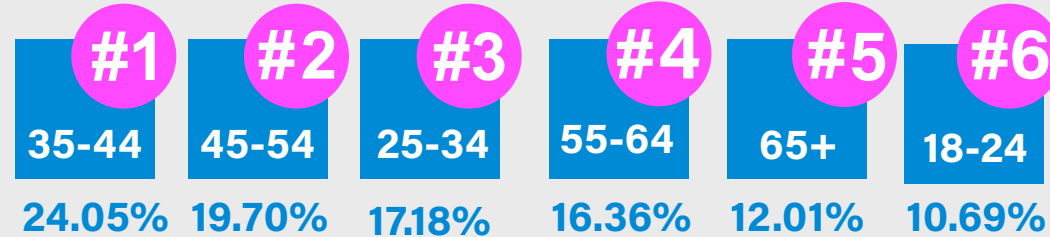
**16,993**  
Hours  
Listened on average

\*SOURCE: WIDE ORBIT

### TOP 5 POTENTIAL TO BUY INTERESTS

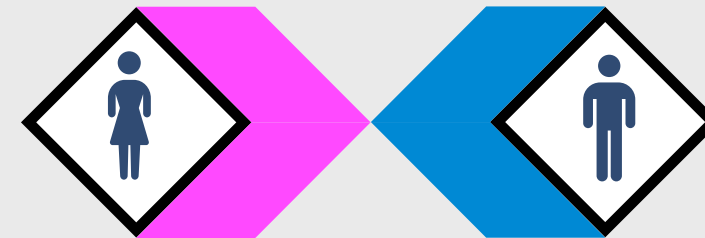
- Home & Garden/Home Decor
- Employment
- Employment/Career Consulting Services
- Apparel & Accessories/Women's Apparel
- Home & Garden/Home and Garden Services

### AGES REACHED



\*SOURCE: GOOGLE ANALYTICS

**59.1%**  
of avg. listeners are women



\*SOURCE: GOOGLE ANALYTICS

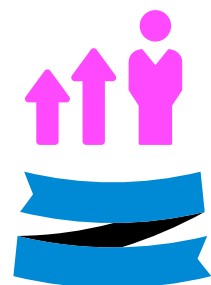
**40.9%**  
of avg. listeners are men

### TOP 5 AFFINITY CATEGORIES

- Food & Dining/Cooking Enthusiasts/30 Minute Chefs
- Lifestyles & Hobbies/Pet Lovers
- Shoppers/Value Shoppers
- Media & Entertainment/TV Lovers
- News & Politics/Avid News Readers

**4,090**

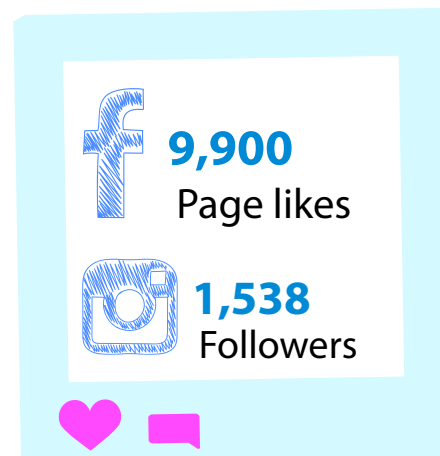
Email subscribers reached every month



\*SOURCE: DRIP

### SOCIAL MEDIA AUDIENCE

\*SOURCES: FACEBOOK, INSTAGRAM



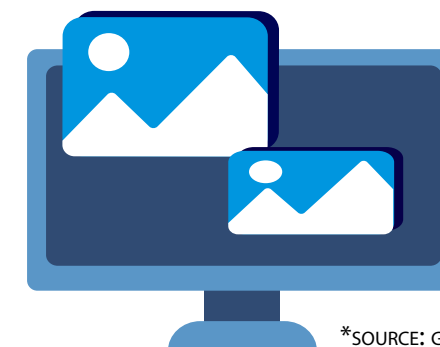
**11,128**

Podcasts played and downloaded



\*SOURCE: BLUBRRY

**97,032**  
Webpage Views



\*SOURCE: GOOGLE ANALYTICS