



# AVERAGE LISTENER DATA

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



**43,701**

Total streaming sessions started

\*Source: Wide Orbit



**7,200+**

Facebook post engagements

\*Source: Facebook

### AUDIENCE LOCATIONS

#1 South Haven: 502

#2 St. Joseph: 87

#3 Coloma: 87

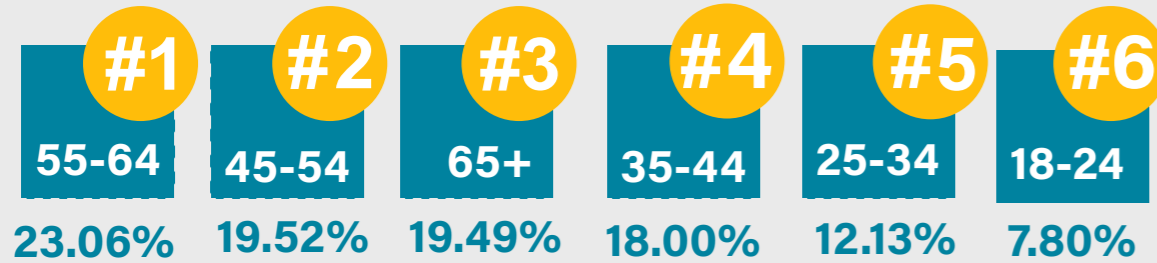
\*Source: Facebook



**35,792**

Hours  
Listened on average

\*Source: Wide Orbit



\*Source: Google Analytics

**47.2%**

of avg. listeners are women



**52.8%**

of avg. listeners are men

\*Source: Google Analytics

### TOP 5 POTENTIAL TO BUY INTERESTS

Home & Garden/Home Decor

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

Gifts & Occasions/Gift Baskets

Apparel & Accessories/Women's Apparel

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

### TOP 5 AFFINITY CATEGORIES

Food & Dining/Cooking Enthusiasts/30 Minute Chefs

News & Politics/Avid News Readers

Media & Entertainment/TV Lovers

Lifestyles & Hobbies/Pet Lovers

Sports & Fitness/Sports Fans

### SOCIAL MEDIA AUDIENCE

\*Source: Facebook

**2,399**

Email subscribers reacted every month



\*Source: Drip



**1,990**  
PAGE LIKES

**9,576**

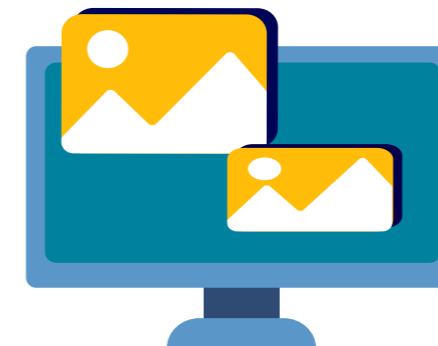
Total podcasts played and downloaded

\*Source: Blubrry



**51,836**

Webpage Views



\*Source: Google Analytics