



AVERAGE LISTENER DATA

Q2 | 4/1/2022 - 6/30/2022



46,813

Total streaming sessions started

*Source: Wide Orbit



15,436+

Facebook post engagements

*Source: Facebook

AUDIENCE LOCATIONS

#1 South Haven: 472

#2 St. Joseph: 88

#3 Coloma: 86

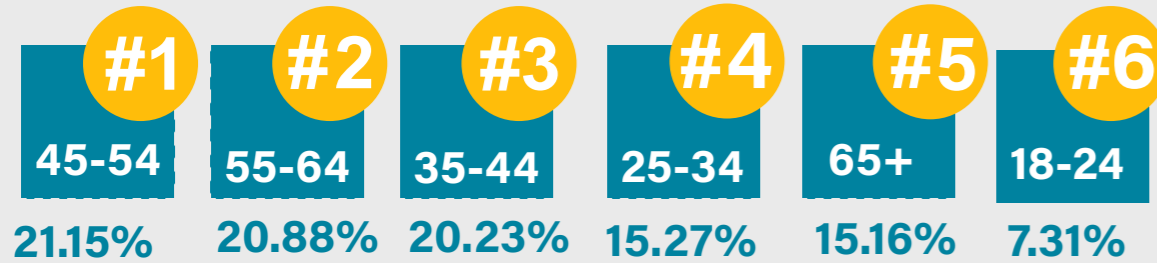
*Source: Facebook



36,967

Hours
Listened on average

*Source: Wide Orbit



*Source: Google Analytics

55.2%

of avg. listeners are women



44.8%

of avg. listeners are men

*Source: Google Analytics

TOP 5 POTENTIAL TO BUY INTERESTS

Autos & Vehicles/Auto Repair & Maintenance

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

Real Estate/Residential Properties/Residential Properties (For Sale)/Houses (For Sale)/Pre-owned Houses (For Sale)

Autos & Vehicles/Auto Repair & Maintenance/Oil Changes

Home & Garden/Home Decor

TOP 5 AFFINITY CATEGORIES

Food & Dining/Cooking Enthusiasts/30 Minute Chefs

Lifestyles & Hobbies/Pet Lovers

Media & Entertainment/TV Lovers

News & Politics/Avid News Readers

Shoppers/Value Shoppers

SOCIAL MEDIA AUDIENCE

*Source: Facebook

2,672

Email subscribers reached every month



*Source: Drip



2,038
PAGE LIKES

5,608

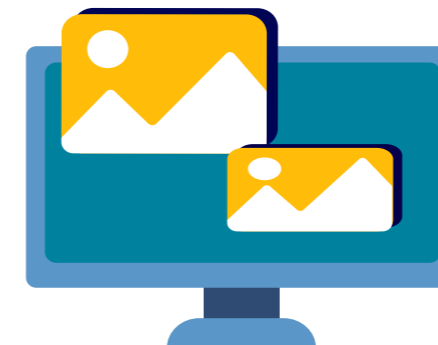
Total podcasts played and downloaded

*Source: Blubrry



64,382

Webpage Views



*Source: Google Analytics