



AVERAGE LISTENER DATA

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



46,813
Total streaming sessions started

*Source: Wide Orbit



36,967
Hours
Listened on average

*Source: Wide Orbit

2,672

Email subscribers reacted every month



*Source: Drip

5,608

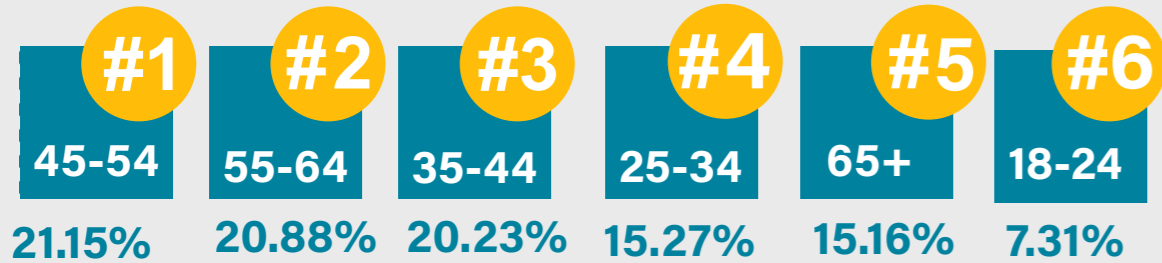
Total podcasts played and downloaded



*Source: Blubrry

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



*Source: Google Analytics

55.2%

of avg. listeners are women



44.8%

of avg. listeners are men

*Source: Google Analytics

SOCIAL MEDIA AUDIENCE

*Source: Facebook



15,436+
Facebook post engagements

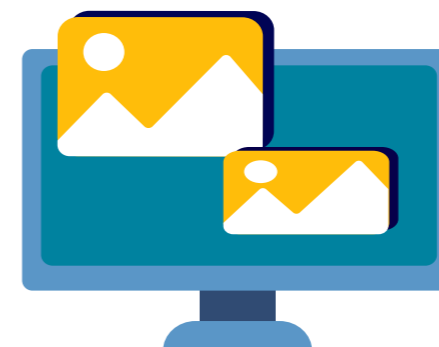
*Source: Facebook

AUDIENCE LOCATIONS

- #1 South Haven
- #2 St. Joseph
- #3 Coloma

*Source: Facebook

64,382
Webpage Views



*Source: Google Analytics

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