



AVERAGE LISTENER DATA

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



66,229
Total sessions started

*Source: Wide Orbit



42,311
Hours
Listened on average

*Source: Wide Orbit

13,353

Total podcasts played and downloaded



*Source: Blubrry

4,288

Email subscribers reached every month



*Source: Drip

TOP 5 POTENTIAL TO BUY INTERESTS

Autos & Vehicles/Auto Repair & Maintenance

Autos & Vehicles/Auto Repair & Maintenance/Oil Changes

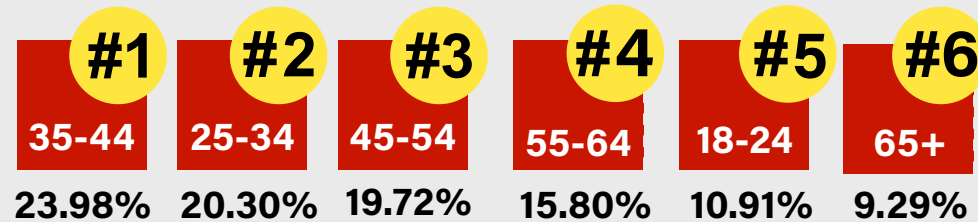
Autos & Vehicles/Motor Vehicles/Motor Vehicles (Used)

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

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

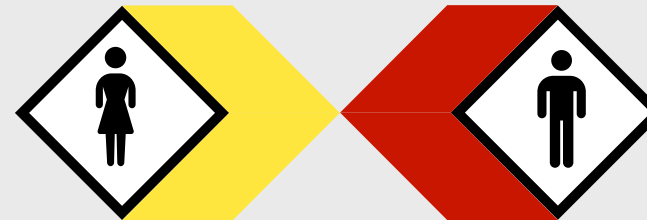
AGES REACHED

*Source: Google Analytics



41.2%

of avg. listeners are women

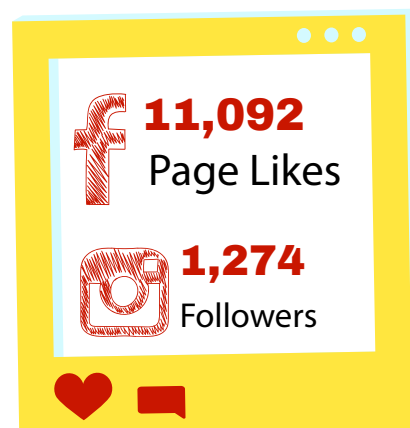


58.8%

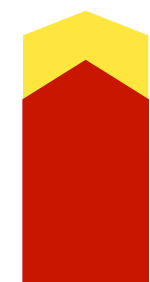
of avg. listeners are men

*Source: Google Analytics

SOCIAL MEDIA AUDIENCE



*Source: Facebook, Instagram

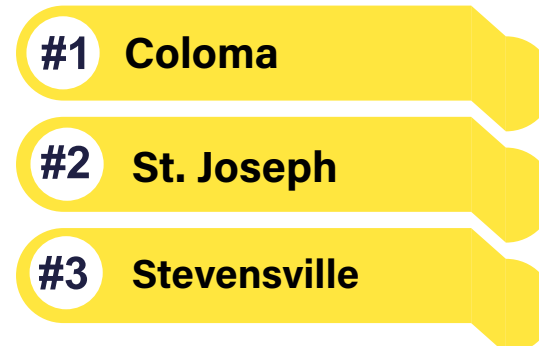


28,416+

Facebook post engagements

*Source: Facebook

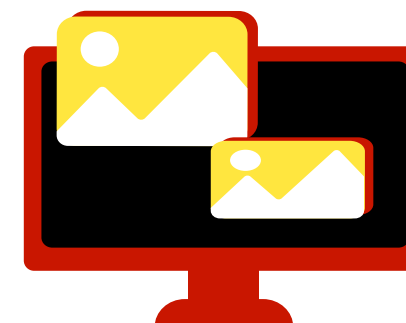
AUDIENCE LOCATIONS



*Source: Facebook

45,447

Webpage views



*Source: Google Analytics

TOP 5 AFFINITY CATEGORIES

Lifestyles & Hobbies/Pet Lovers

Food & Dining/Cooking Enthusiasts/30 Minute Chefs

Food & Dining/Fast Food Cravers

Media & Entertainment/TV Lovers

Home & Garden/Do-It-Yourselfers