



# AVERAGE LISTENER DATA

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

**60,206**  
Total streaming sessions started  
\*Source: Wide Orbit

**30,596 Hours**  
Streamed this month  
\*Source: Wide Orbit

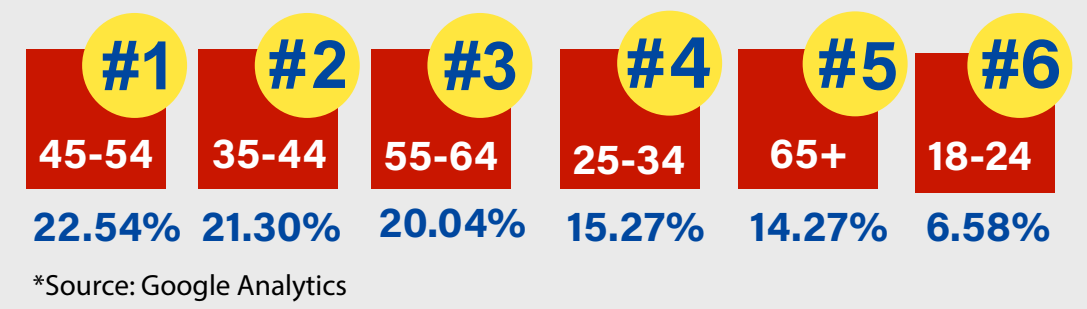
**11,171**  
Total podcasts played and downloaded  
\*Source: Blubrry

**5,210**  
Email subscribers reached every month  
\*Source: Drip

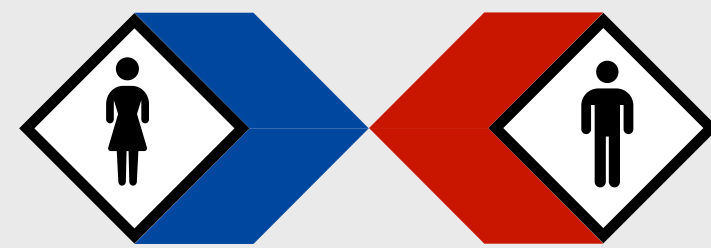
### TOP 5 POTENTIAL TO BUY INTERESTS

- Autos & Vehicles/Auto Repair & Maintenance
- Home & Garden/Home Decor
- 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

### AGES REACHED



**60.9%**  
of avg. listeners are women



**39.1%**  
of avg. listeners are men

\*SOURCE: GOOGLE ANALYTICS

### SOCIAL MEDIA AUDIENCE

\*Source: Facebook

**7,621**  
PAGE LIKES

**1,694**  
FOLLOWERS

**48,122+**  
Facebook post engagements  
\*Source: Facebook

### AUDIENCE LOCATIONS

- #1 St. Joseph
  - #2 Coloma
  - #3 Stevensville
- \*Source: Facebook

**87,164**  
Webpage Views



\*Source: Google Analytics

### TOP 5 AFFINITY CATEGORIES

- Food & Dining/Cooking Enthusiasts/30 Minute Chefs
- Lifestyles & Hobbies/Pet Lovers
- Media & Entertainment/TV Lovers
- Shoppers/Bargain Hunters
- Food & Dining/Fast Food Cravers
- Shoppers/Value Shoppers