



# AVERAGE LISTENER DATA

## Q4 | 10/1/2022 - 12/31/2022



### 9,906

Total sessions started

\*Source: Triton



### 15,058

Total hours streamed

\*Source: Triton



### 2,437

Unique devices streamed

\*Source: Triton

### 5,612

Podcasts played and downloaded

\*Source: Blubrry



### TOP 5 POTENTIAL TO BUY INTERESTS

Gifts & Occasions/Holiday Items & Decorations

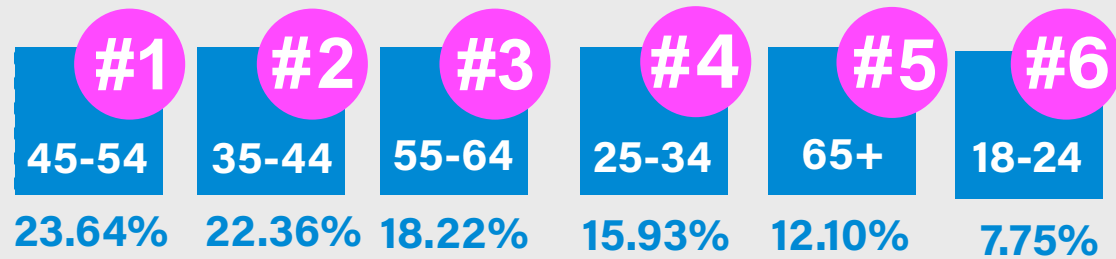
Home & Garden/Home Decor

Apparel & Accessories/Women's Apparel

Apparel & Accessories

Gifts & Occasions/Party Supplies & Planning/Party Supplies

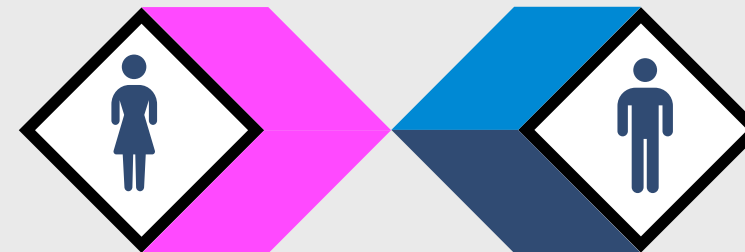
### AGES REACHED



\*Source: Google Analytics

### 61.6%

of avg. listeners are women



\*Source: Google Analytics

### 38.4%

of avg. listeners are men

### TOP 5 AFFINITY CATEGORIES

Food & Dining/Cooking Enthusiasts/30 Minute Chefs

Lifestyles & Hobbies/Pet Lovers

Media & Entertainment/TV Lovers

Shoppers/Value Shoppers

Food & Dining/Fast Food Cravers

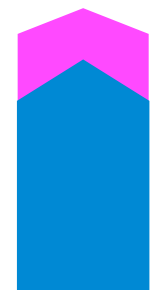
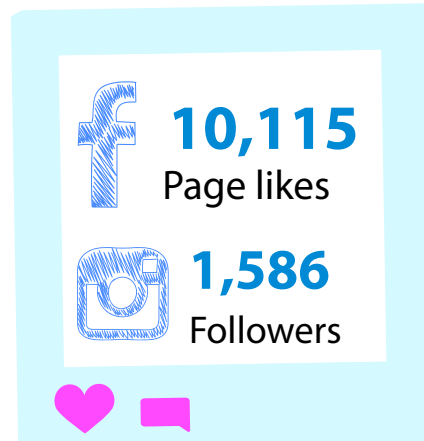
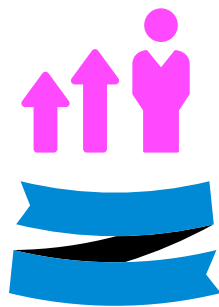
### SOCIAL MEDIA AUDIENCE

\*Sources: Facebook, Instagram

### 4,461

Email subscribers reached every month

\*Source: Drip



### 36,600+

Facebook post engagements

\*Source: Facebook

### AUDIENCE LOCATIONS

#1 St. Joseph

#2 Stevensville

#3 Coloma

\*Source: Facebook

### 51,347

Webpage Views



\*Source: Google Analytics