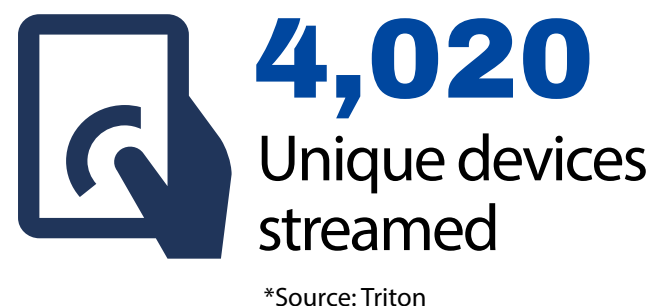
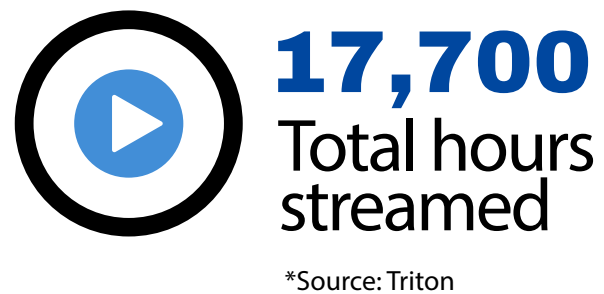
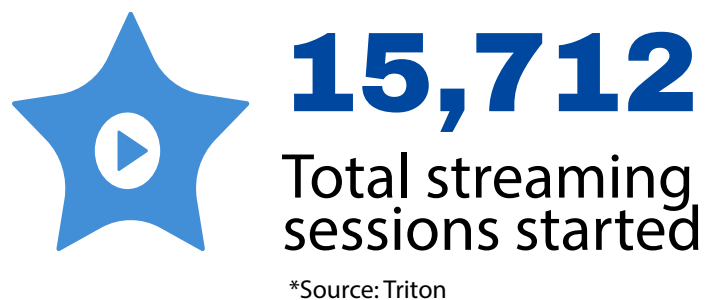




# AVERAGE LISTENER DATA

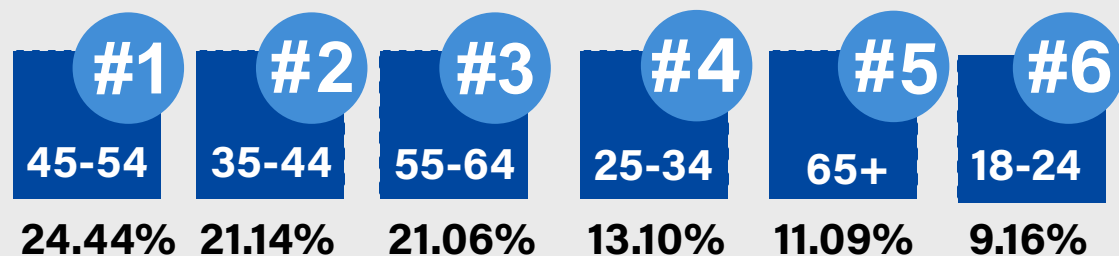
## Q1 | 1/31/2023 - 3/31/2023



### TOP 5 POTENTIAL TO BUY INTERESTS

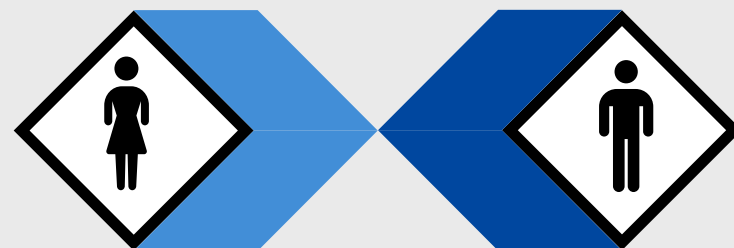
- Gifts & Occasions/Gift Baskets
- Gifts & Occasions/Holiday Items & Decorations
- Apparel & Accessories/Women's Apparel
- Home & Garden/Home Decor
- Autos & Vehicles/Motor Vehicles/Motor Vehicles (Used)

### AGES REACHED



\*Source: Google Analytics

**29.9%**  
of avg. listeners are women



**70.1%**  
of avg. listeners are men

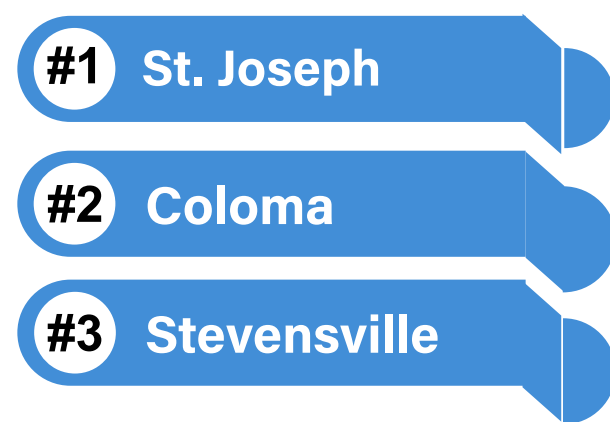
\*Source: Google Analytics

### SOCIAL MEDIA AUDIENCE

\*Source: Facebook

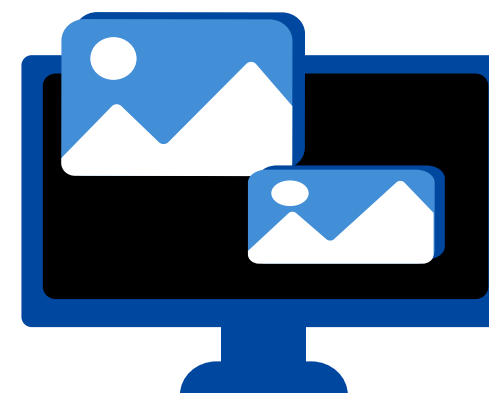


### AUDIENCE LOCATIONS



\*Source: Facebook

**13,191**  
Webpage Views



\*Source: Google Analytics

### TOP 5 AFFINITY CATEGORIES

- News & Politics/Avid News Readers
- Media & Entertainment/Music Lovers
- Media & Entertainment/Movie Lovers
- Lifestyles & Hobbies/Green Living Enthusiasts
- Media & Entertainment/TV Lovers