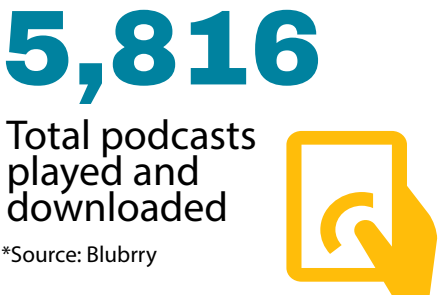
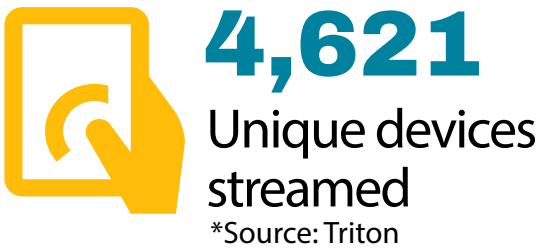
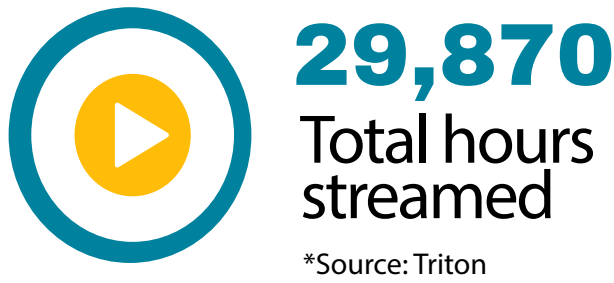




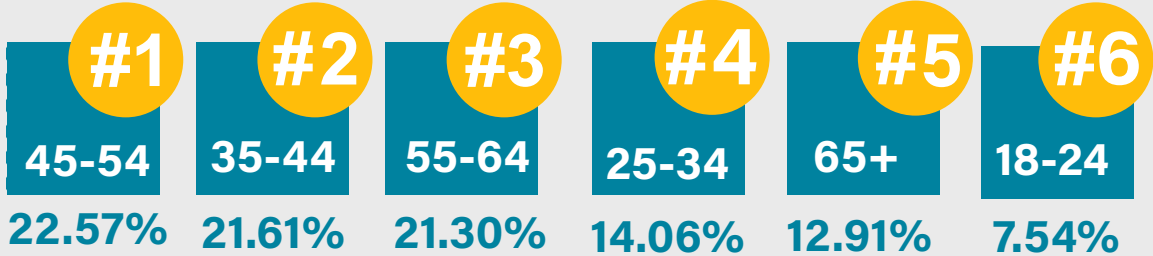
# AVERAGE LISTENER DATA

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



### TOP 5 POTENTIAL TO BUY INTERESTS

- Gifts & Occasions/Gift Baskets
- Home & Garden/Home Decor
- Real Estate/Residential Properties/Residential Properties (For Sale)
- Gifts & Occasions/Holiday Items & Decorations
- Real Estate/Residential Properties/Residential Properties (For Sale)/Houses (For Sale)/Pre-owned Houses (For Sale)



\*Source: Google Analytics



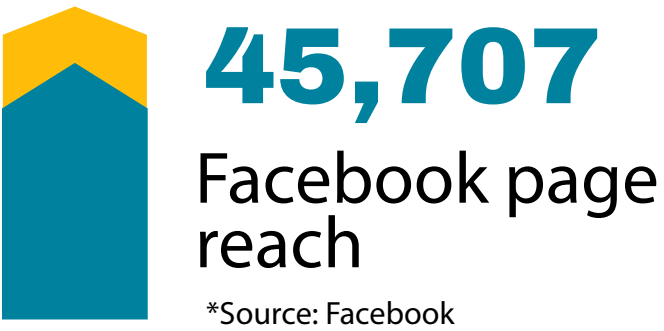
\*Source: Google Analytics

### TOP 5 AFFINITY CATEGORIES

- Food & Dining/Cooking Enthusiasts/30 Minute Chefs
- Lifestyles & Hobbies/Pet Lovers
- News & Politics/Avid News Readers
- Media & Entertainment/TV Lovers
- Shoppers/Bargain Hunters

### SOCIAL MEDIA AUDIENCE

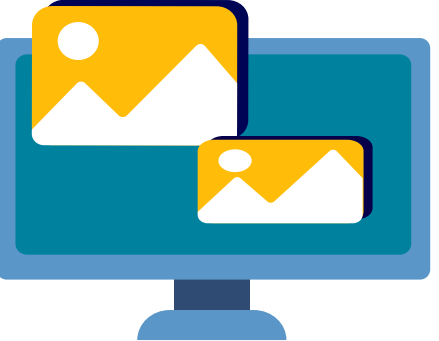
\*Source: Facebook



### AUDIENCE LOCATIONS

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

\*Source: Facebook



\*Source: Google Analytics