



# AVERAGE LISTENER DATA

## Q2 | 4/1/2023 - 6/30/2023



**33,211**

Total sessions started

\*Source: Triton



**34,785**

Total Hours Streamed

\*Source: Triton



**7,416**

Unique devices streamed

\*Source: Triton

**20,325**

Total podcasts played and downloaded

\*Source: Blubrry



**4,105**

Email subscribers reached every month



\*Source: Drip

### TOP 5 POTENTIAL TO BUY INTERESTS

Gifts & Occasions/Gift Baskets

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

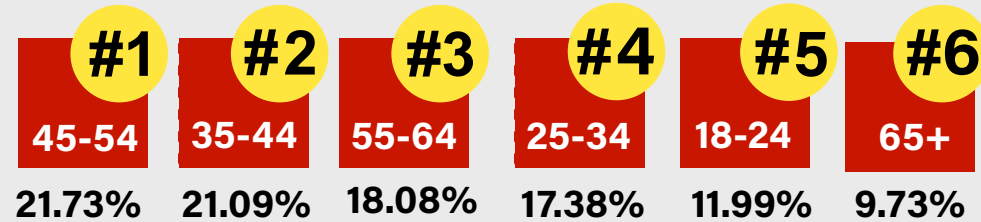
Home & Garden/Home Decor

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

Autos & Vehicles/Motor Vehicles

### AGES REACHED

\*Source: Google Analytics



**42.7%**

of avg. listeners are women

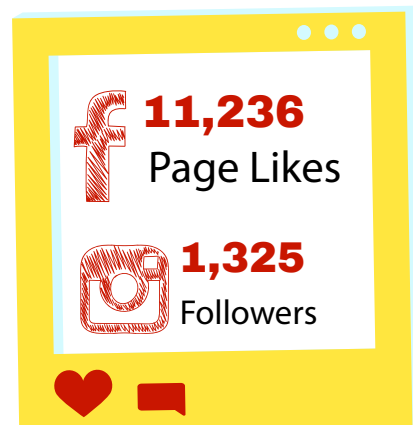


**57.3%**

of avg. listeners are men

\*Source: Google Analytics

### SOCIAL MEDIA AUDIENCE



\*Source: Facebook, Instagram

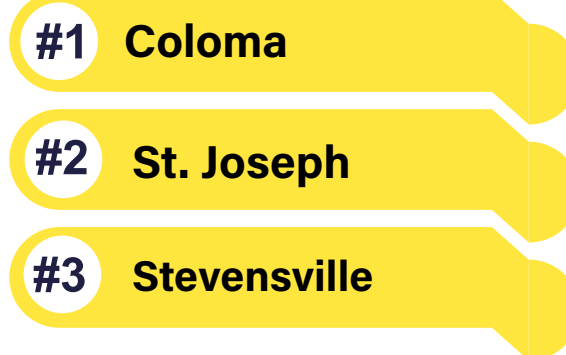


**64,141**

Facebook page reach

\*Source: Facebook

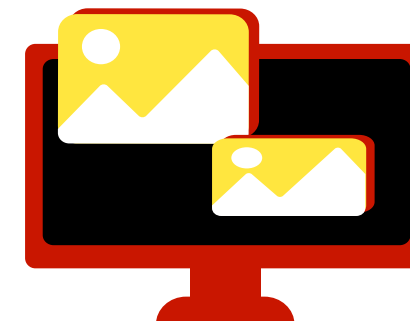
### AUDIENCE LOCATIONS



\*Source: Facebook

**39,186**

Webpage views



\*Source: Google Analytics

### TOP 5 AFFINITY CATEGORIES

News & Politics/Avid News Readers/Entertainment News Enthusiasts

Media & Entertainment/Movie Lovers

Media & Entertainment/Light TV Viewers

Media & Entertainment/TV Lovers

Home & Garden/Home Decor Enthusiasts