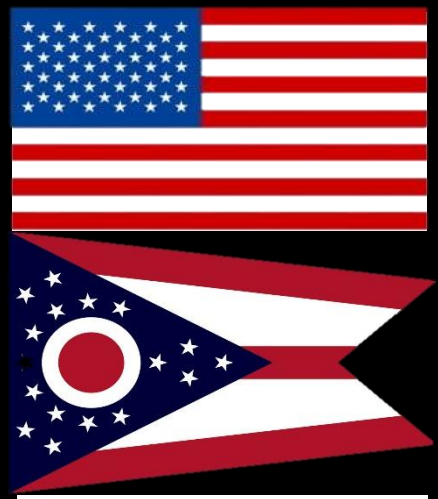
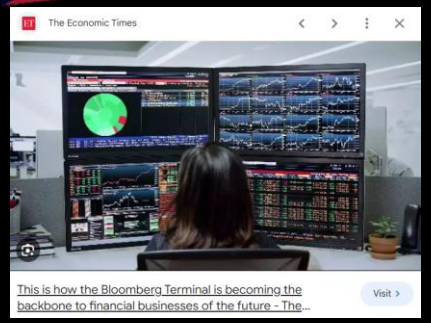
CINCINNATI, OH, Metro – 4 P18+ Profiles of HUBBARD RADIO Listeners!

Brand New Data as of August 31, 2024!

Complete Demographic & Media Use Profiles











Metro

P18+

(Radio Stations: WKRQ-FM OR Radio Stations: WREW-FM OR Radio Stations: WUBE-FM OR Radio Stations: WYGY-FM)
Radio Stations: WKRQ-FM
Radio Stations: WREW-FM
(Radio Stations: WUBE-FM OR Radio Stations: WYGY-FM)

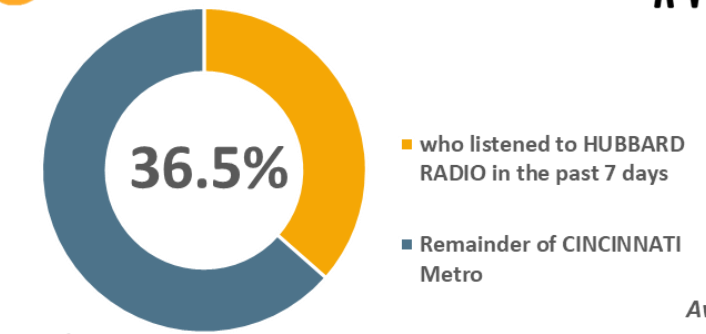
#33

And, Yes! You ARE Smart Enough to Read a Bloomberg Terminal. So get ready to Learn!

HUBBARD BROADCASTING INC. HB INC.

36.5% or 635,725 of CINCINNATI Metro Adults 18 or older listened to HUBBARD RADIO in the past 7 days. Typical Adults 18 or older who listened to HUBBARD RADIO in the past 7 days are 47.7 years old (1.8% younger than average) and have a $98,919 (1.5% higher than average) annual household income.

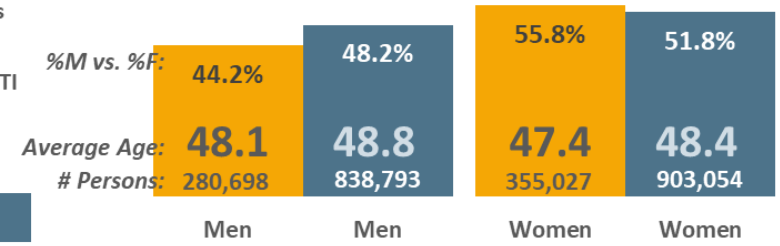
Percent of Market: Adults 18 or older



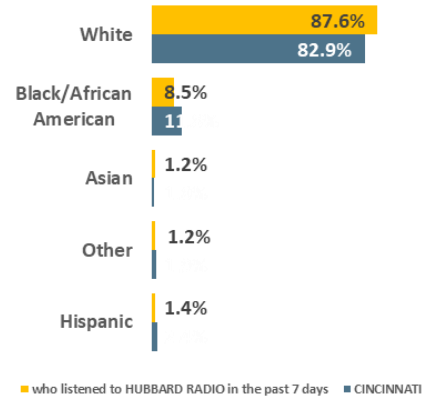
Total Persons:

635,725	1,106,122

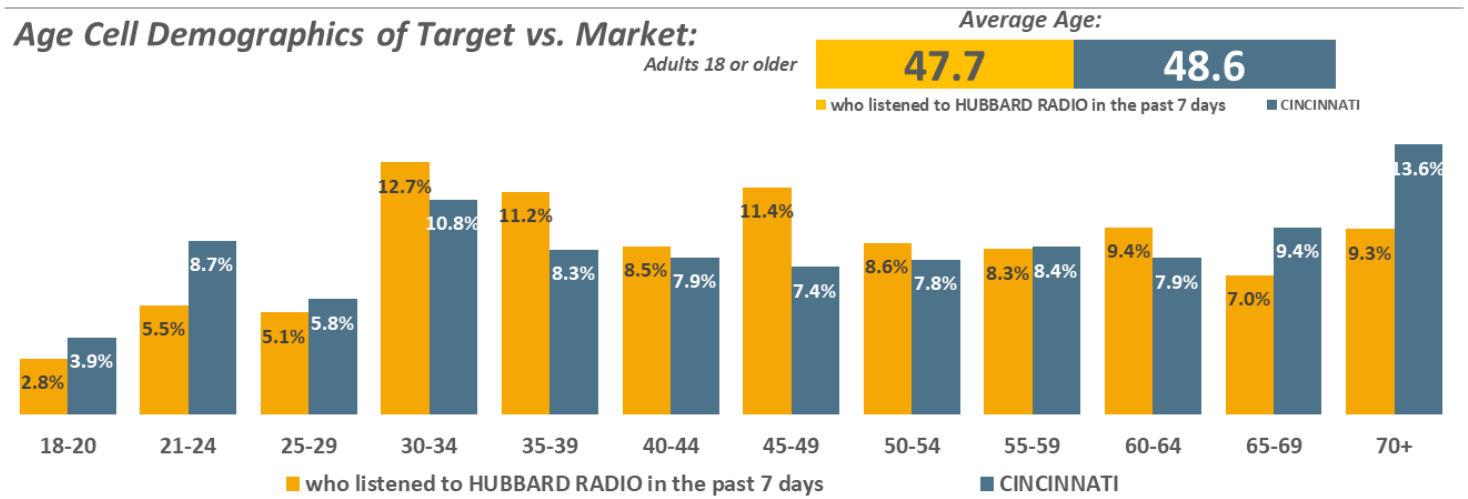
Gender of Target vs. Market: Adults 18 or older



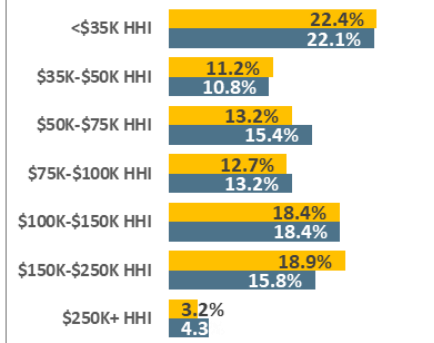
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI:

$98,919	$97,412

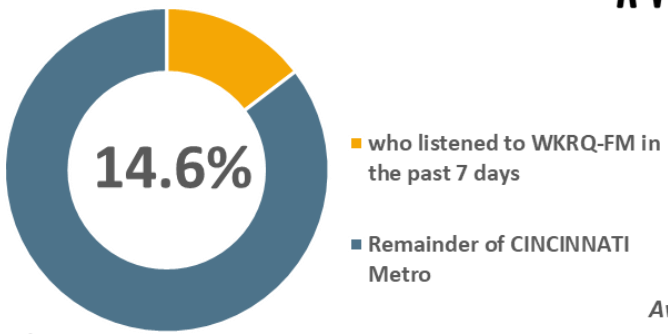
CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 644

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(Radio Stations: WKRQ-FM OR Radio Stations: WREW-FM OR Radio Stations: WUBE-FM OR Radio Stations: WYGY-FM)

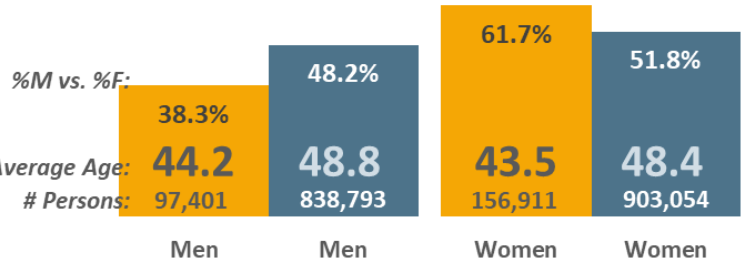
14.6% or 254,312 of CINCINNATI Metro Adults 18 or older listened to WKRQ-FM in the past 7 days. Typical Adults 18 or older who listened to WKRQ-FM in the past 7 days are 43.7 years old (10.% younger than average) and have a $98,576 (1.2% higher than average) annual household income.

Percent of Market: Adults 18 or older

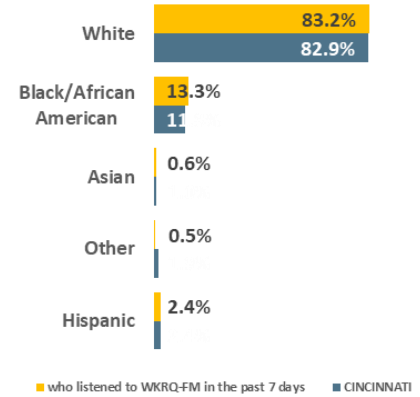


Total Persons:	who listened to WKRQ-FM in the past 7 days	Remainder of CINCINNATI Metro
	254,312	1,487,535

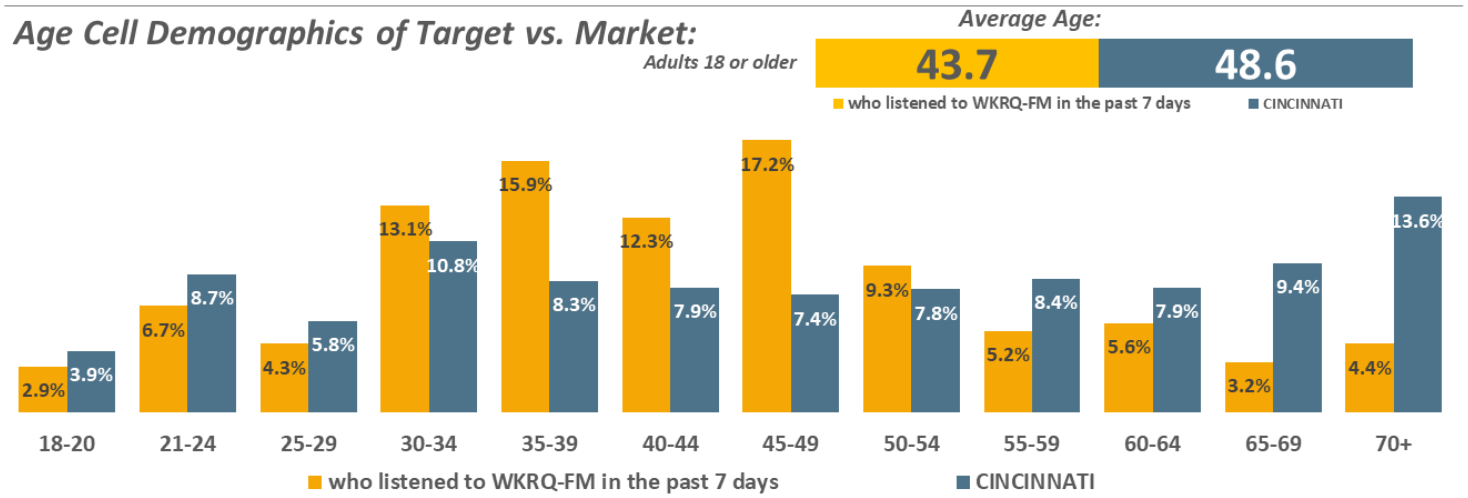
Gender of Target vs. Market: Adults 18 or older



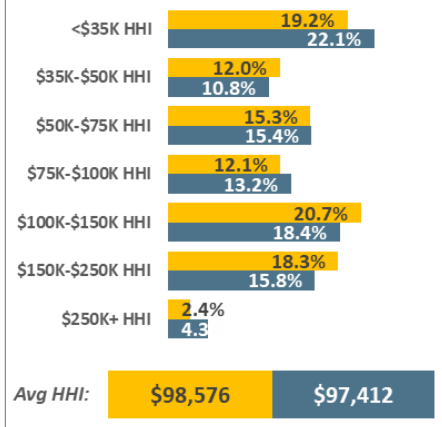
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



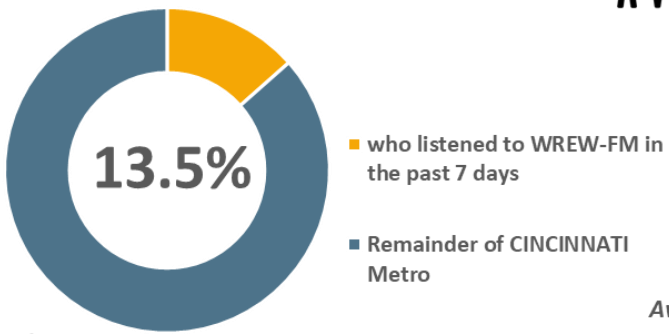
Avg HHI:	$98,576	$97,412

CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 276

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13.5% or 234,740 of CINCINNATI Metro Adults 18 or older listened to WREW-FM in the past 7 days. Typical Adults 18 or older who listened to WREW-FM in the past 7 days are 47.6 years old (2.1% younger than average) and have a $99,626 (2.3% higher than average) annual household income.

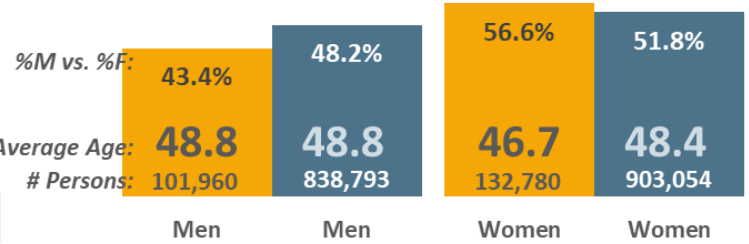
Percent of Market: Adults 18 or older



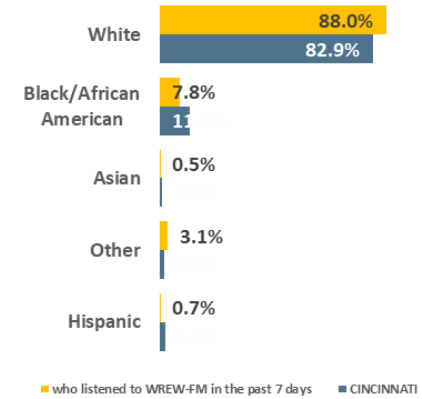
Total Persons:



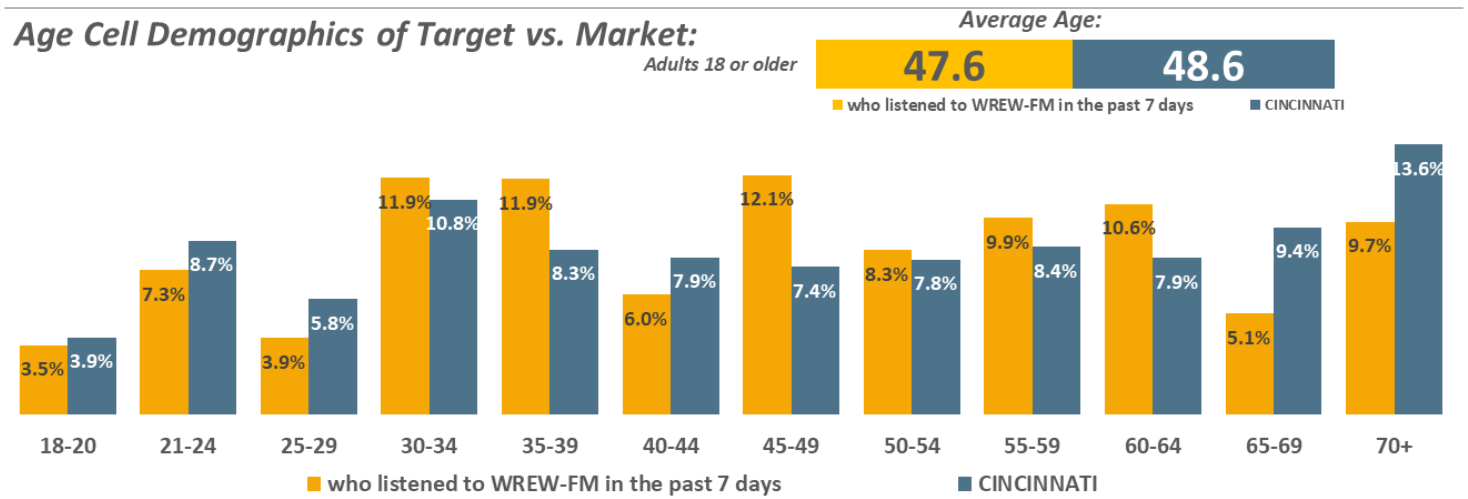
Gender of Target vs. Market: Adults 18 or older



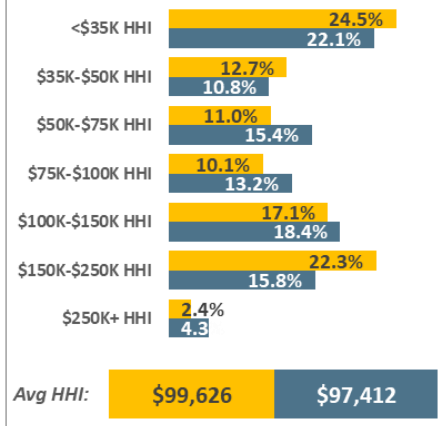
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



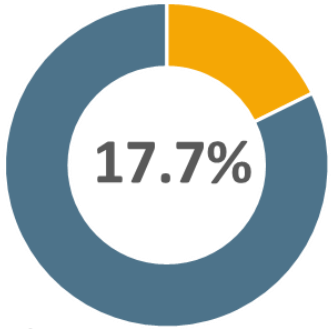
Avg HHI: $99,626 | $97,412

CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 229

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17.7% or 308,573 of CINCINNATI Metro Adults 18 or older listened to WUBE-FM/WYGY-FM in the past 7 days. Typical Adults 18 or older who listened to WUBE-FM/WYGY-FM in the past 7 days are 49.8 years old (2.4% older than average) and have a $94,821 (2.7% lower than average) annual household income.

Percent of Market: Adults 18 or older



- who listened to WUBE-FM/WYGY-FM in the past 7 days
- Remainder of CINCINNATI Metro

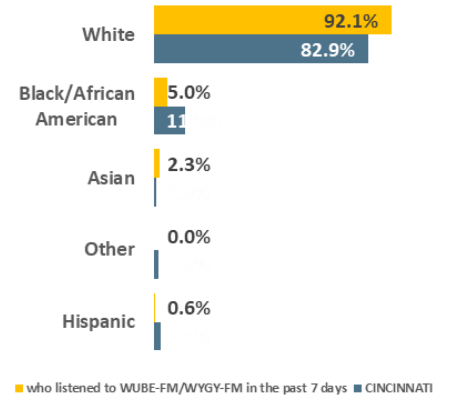
Total Persons:

308,573	1,433,274

Gender of Target vs. Market: Adults 18 or older

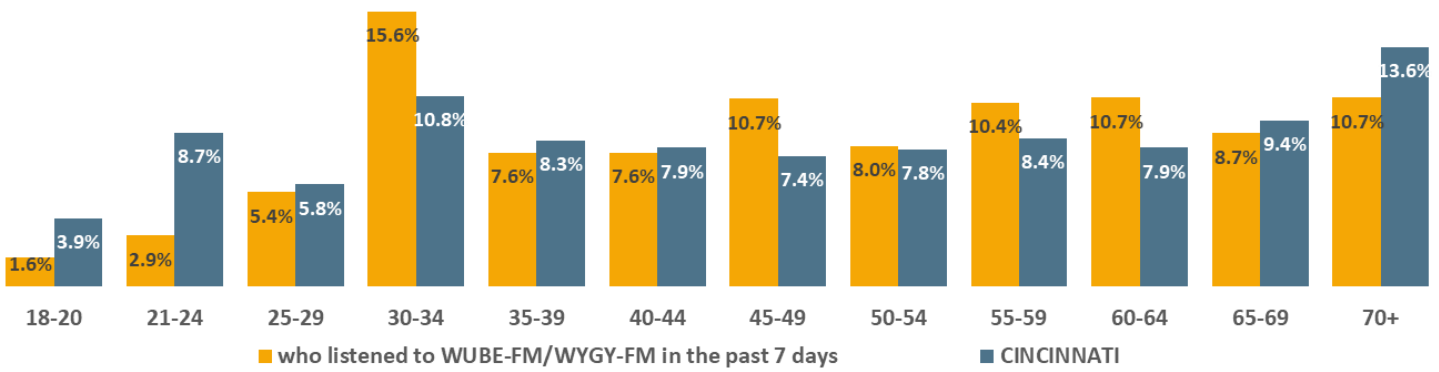
	Men	Men	Women	Women
%M vs. %F:	44.4%	48.2%	55.6%	51.8%
Average Age:	48.8	48.8	50.4	48.4
# Persons:	136,956	838,793	171,617	903,054

Ethnicity of Target vs. Market:

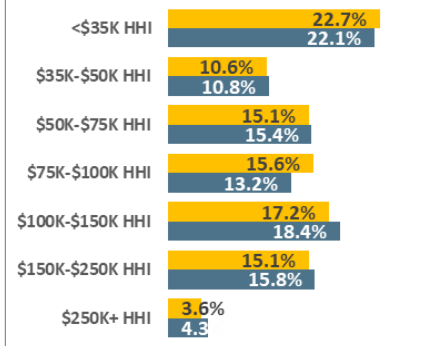


Age Cell Demographics of Target vs. Market:

Average Age:	Adults 18 or older
who listened to WUBE-FM/WYGY-FM in the past 7 days	49.8
CINCINNATI	48.6



HHI of Target vs. Market:



Avg HHI:	$94,821	$97,412

CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 322

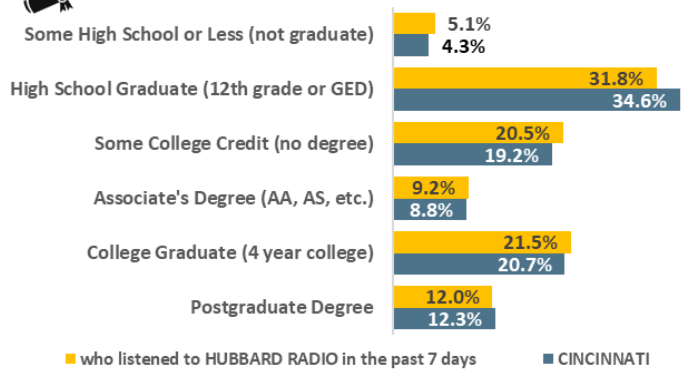
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(Radio Stations: WUBE-FM OR Radio Stations: WYGY-FM)

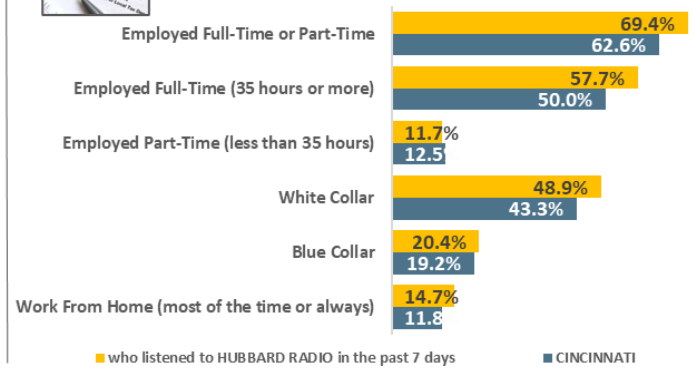
HUBBARD RADIO

36.5% or 635,725 of CINCINNATI Metro Adults 18 or older listened to HUBBARD RADIO in the past 7 days. Adults 18 or older who listened to HUBBARD RADIO in the past 7 days are 1.2% more likely to be a college graduate, 15.3% more likely to work full-time, 3.2% more likely to be married, 15.8% more likely to be a parent of 1 or more children under 18.

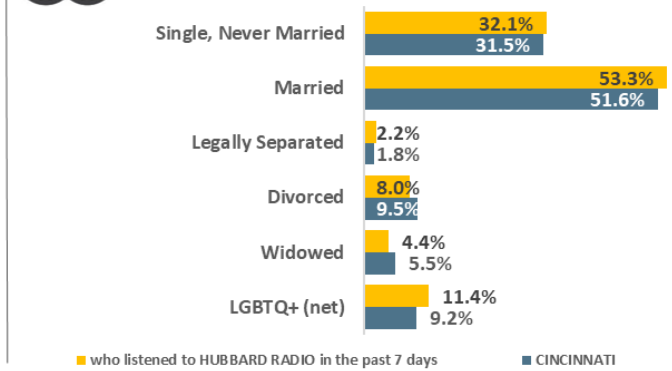
Education Levels: Adults 18 or older



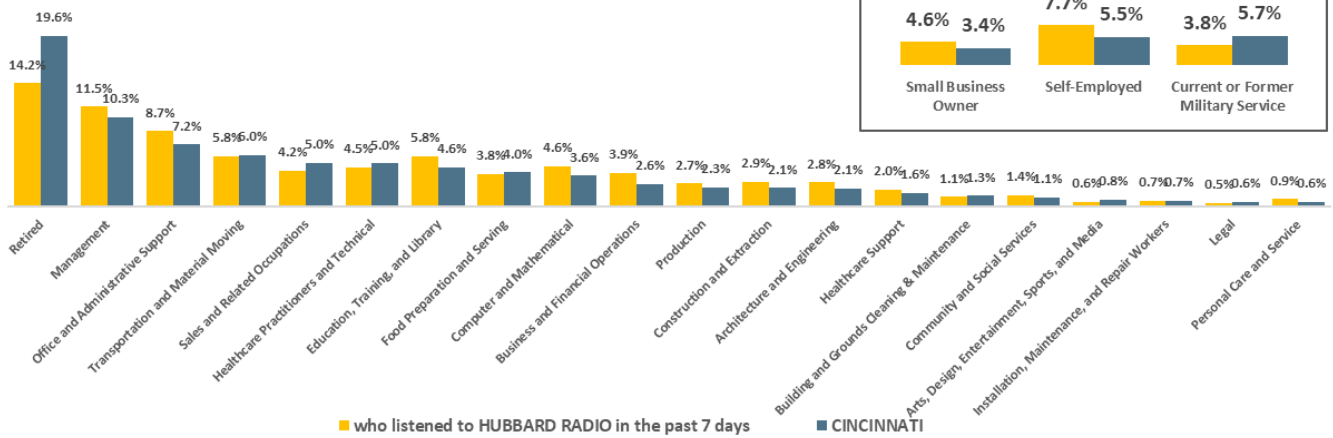
Employment: Adults 18 or older



Marital Status: Adults 18 or older

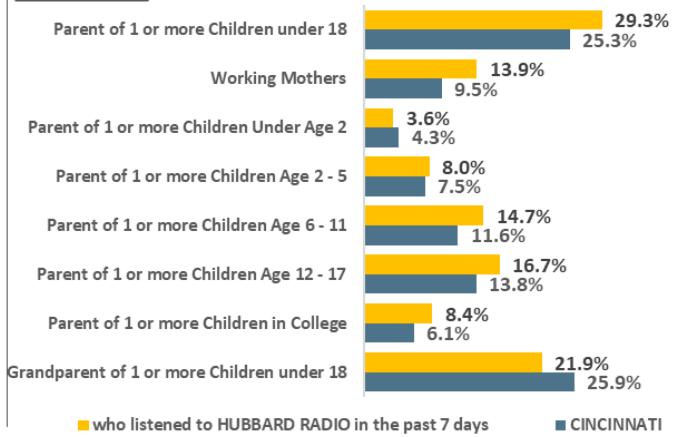


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



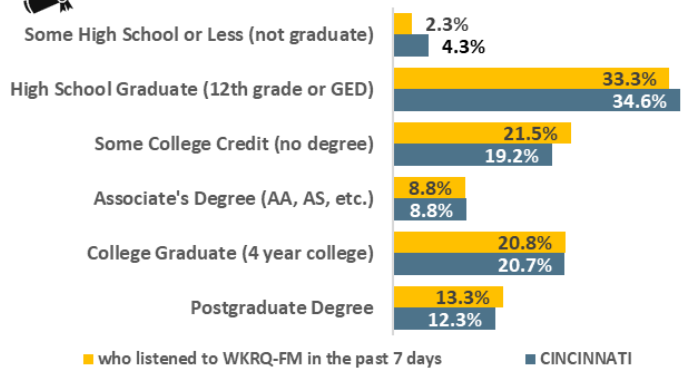
CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 644

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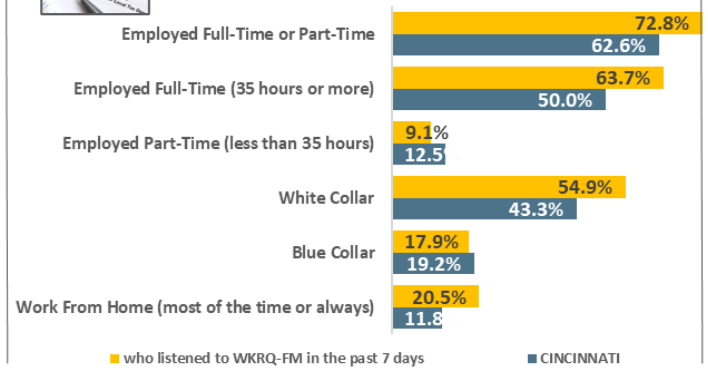
(Radio Stations: WKRQ-FM OR Radio Stations: WREW-FM OR Radio Stations: WUBE-FM OR Radio Stations: WYGY-FM)

14.6% or 254,312 of CINCINNATI Metro Adults 18 or older listened to WKRQ-FM in the past 7 days. Adults 18 or older who listened to WKRQ-FM in the past 7 days are 3.1% more likely to be a college graduate, 27.2% more likely to work full-time, 10.6% more likely to be married, 50.4% more likely to be a parent of 1 or more children under 18.

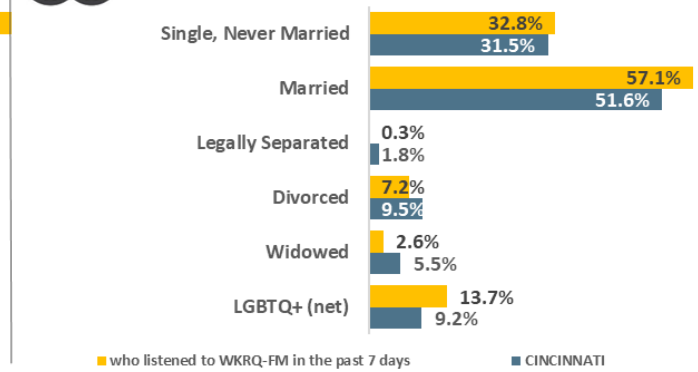
Education Levels: Adults 18 or older



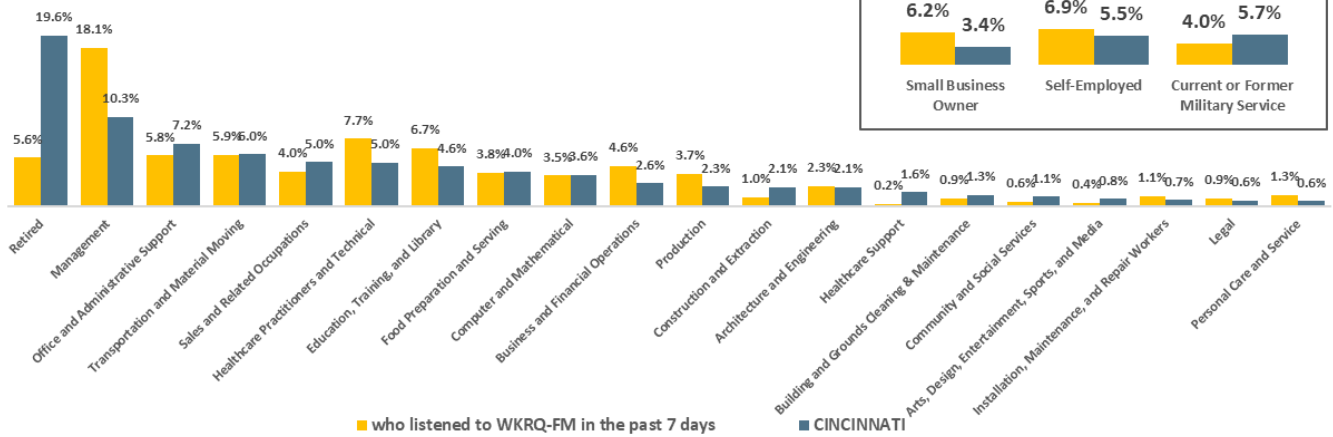
Employment: Adults 18 or older



Marital Status: Adults 18 or older

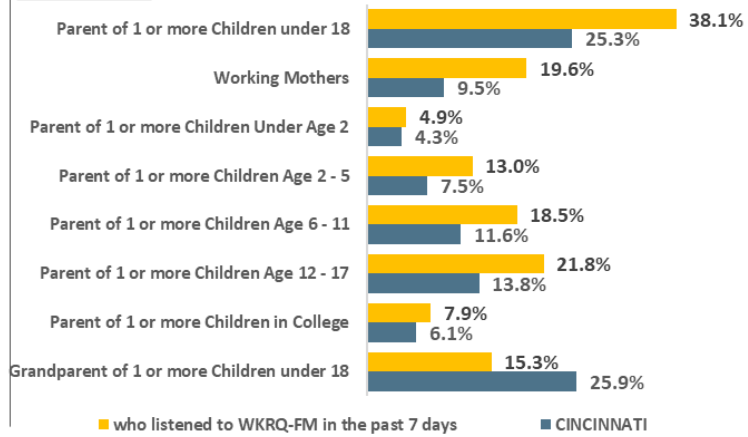


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older

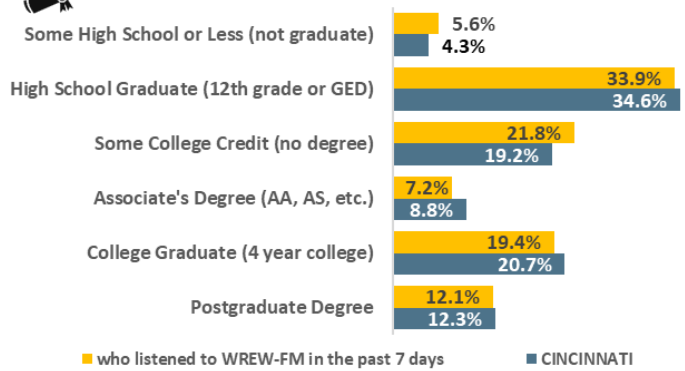


CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 276

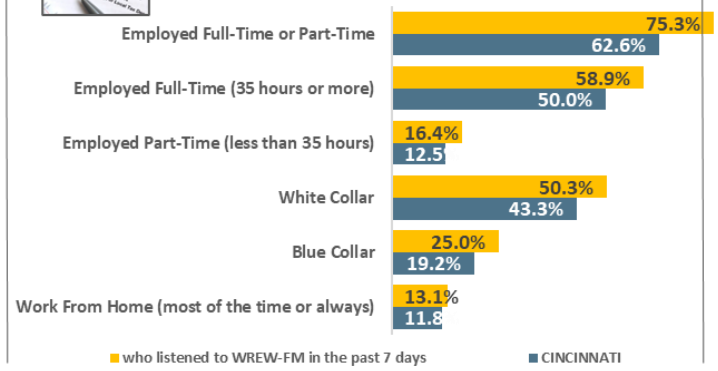
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13.5% or 234,740 of CINCINNATI Metro Adults 18 or older listened to WREW-FM in the past 7 days. Adults 18 or older who listened to WREW-FM in the past 7 days are 4.9% less likely to be a college graduate, 17.7% more likely to work full-time, 1.2% less likely to be married, 15.8% more likely to be a parent of 1 or more children under 18.

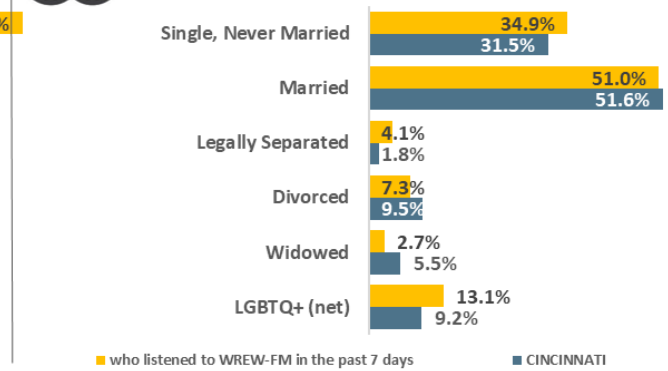
Education Levels: Adults 18 or older



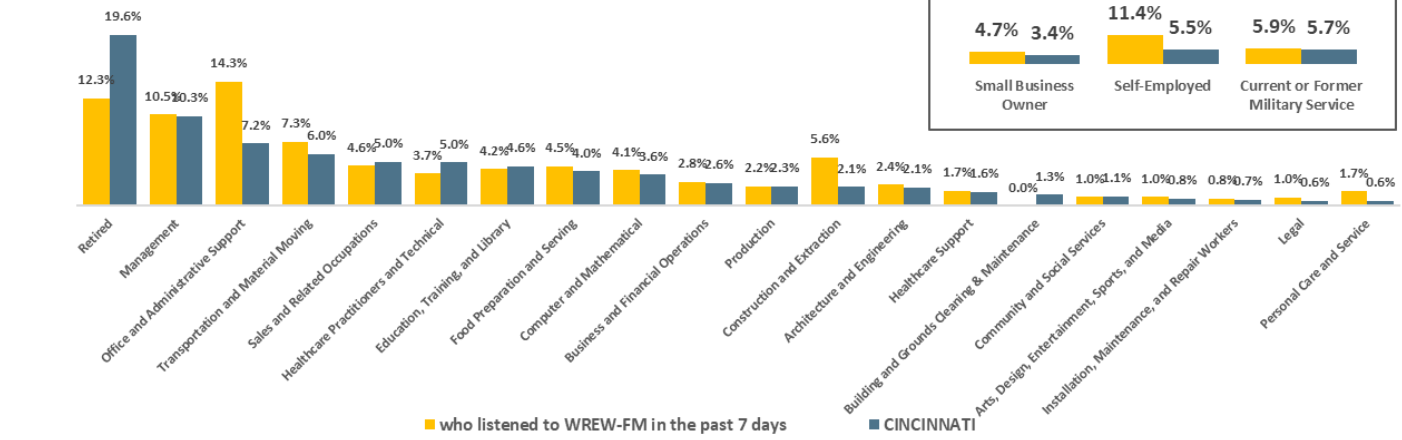
Employment: Adults 18 or older



Marital Status: Adults 18 or older

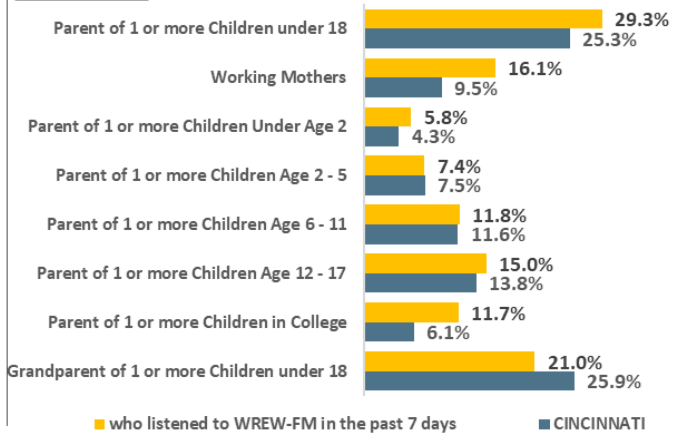


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older

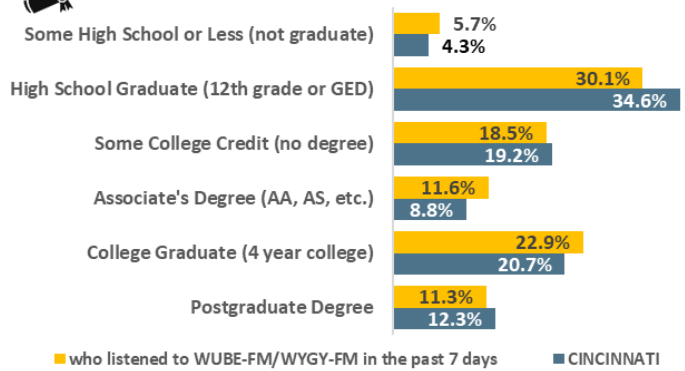


CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 229

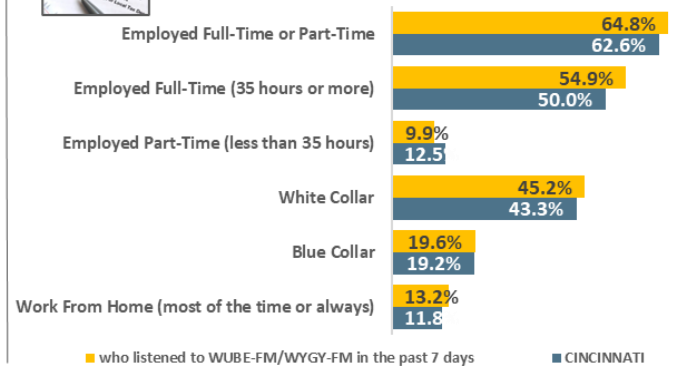
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17.7% or 308,573 of CINCINNATI Metro Adults 18 or older listened to WUBE-FM/WYGY-FM in the past 7 days. Adults 18 or older who listened to WUBE-FM/WYGY-FM in the past 7 days are 3.3% more likely to be a college graduate, 9.6% more likely to work full-time, 2.% less likely to be married, 4.3% more likely to be a parent of 1 or more children under 18.

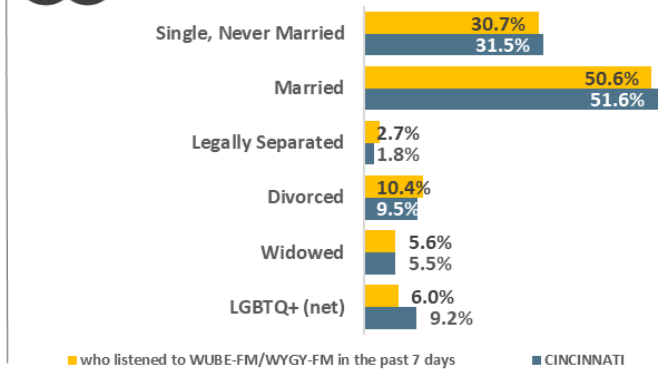
Education Levels: Adults 18 or older



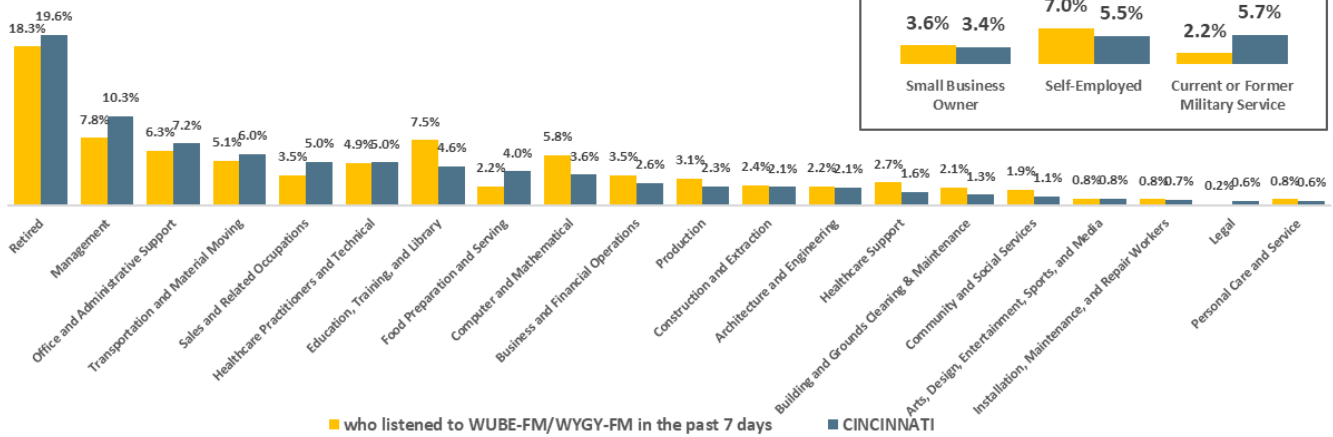
Employment: Adults 18 or older



Marital Status: Adults 18 or older

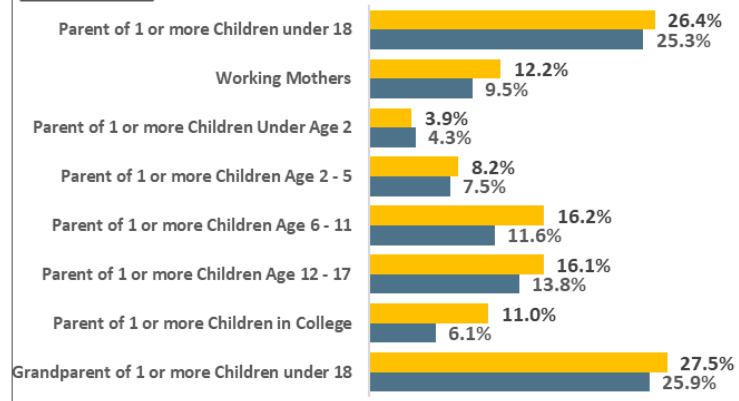


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



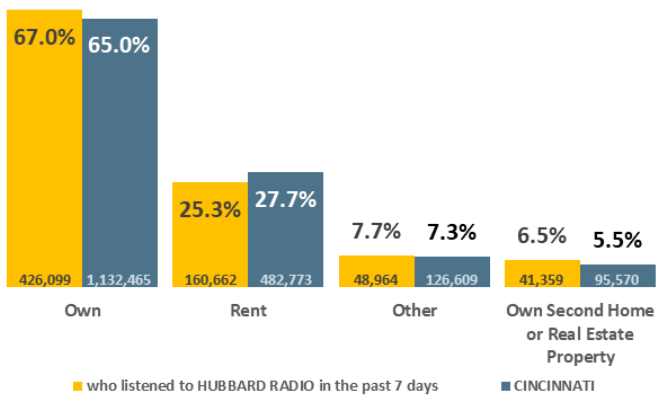
CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 322

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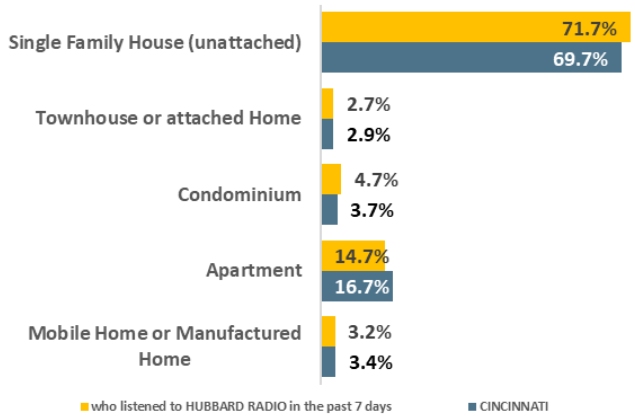
(Radio Stations: WUBE-FM OR Radio Stations: WYGY-FM)

36.5% or 635,725 of CINCINNATI Metro Adults 18 or older listened to HUBBARD RADIO in the past 7 days. Adults 18 or older who listened to HUBBARD RADIO in the past 7 days are 3.1% more likely to own their home, 6.3% more likely to own a lower valued home, 2.9% more likely to have a single-family home, 5.8% more likely to have a dog.

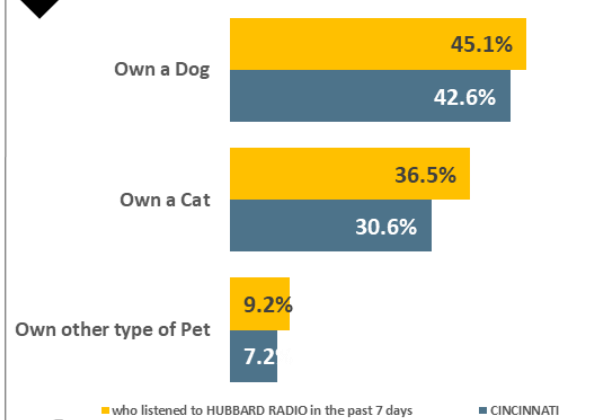
Own/Rent/Other: Adults 18 or older



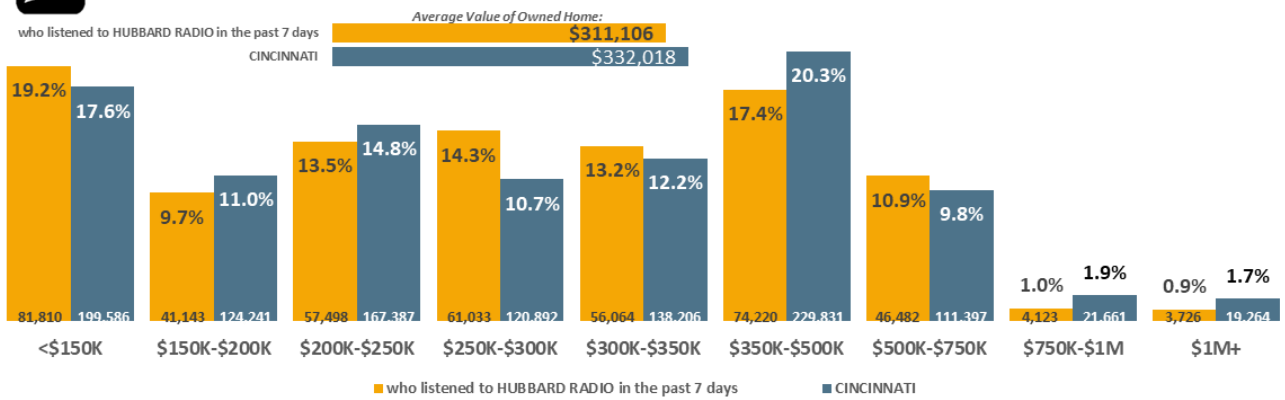
Type of Home: Adults 18 or older



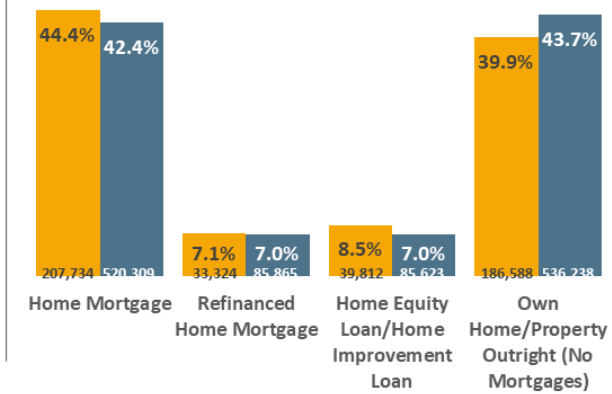
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



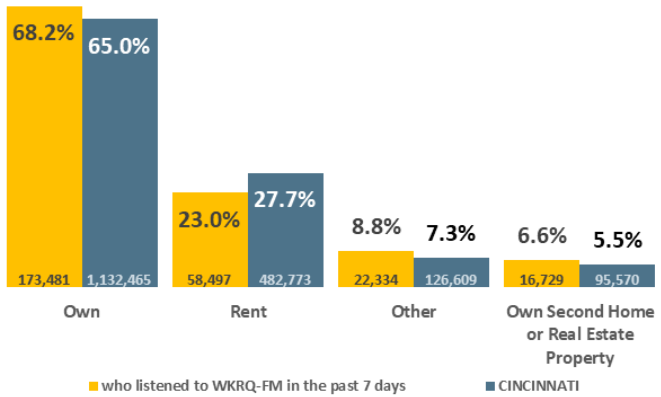
CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 644

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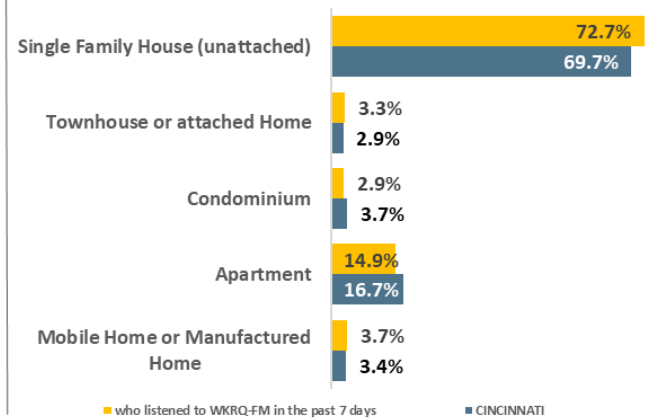
(Radio Stations: WKRQ-FM OR Radio Stations: WREW-FM OR Radio Stations: WUBE-FM OR Radio Stations: WYGY-FM)

14.6% or 254,312 of CINCINNATI Metro Adults 18 or older listened to WKRQ-FM in the past 7 days.
Adults 18 or older who listened to WKRQ-FM in the past 7 days are 4.9% more likely to own their home, 8.8% more likely to own a lower valued home, 4.3% more likely to have a single-family home, 16.7% more likely to have a dog.

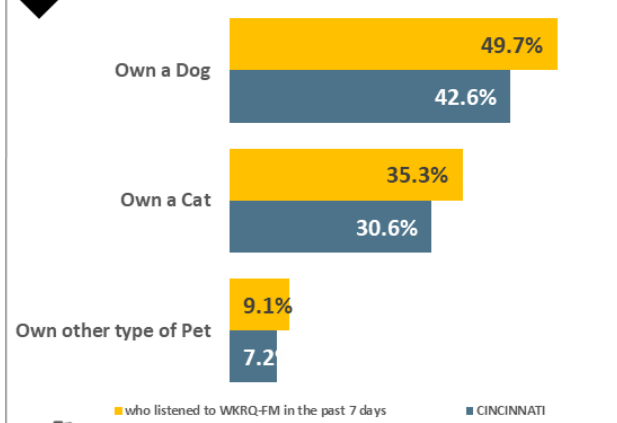
Own/Rent/Other: Adults 18 or older



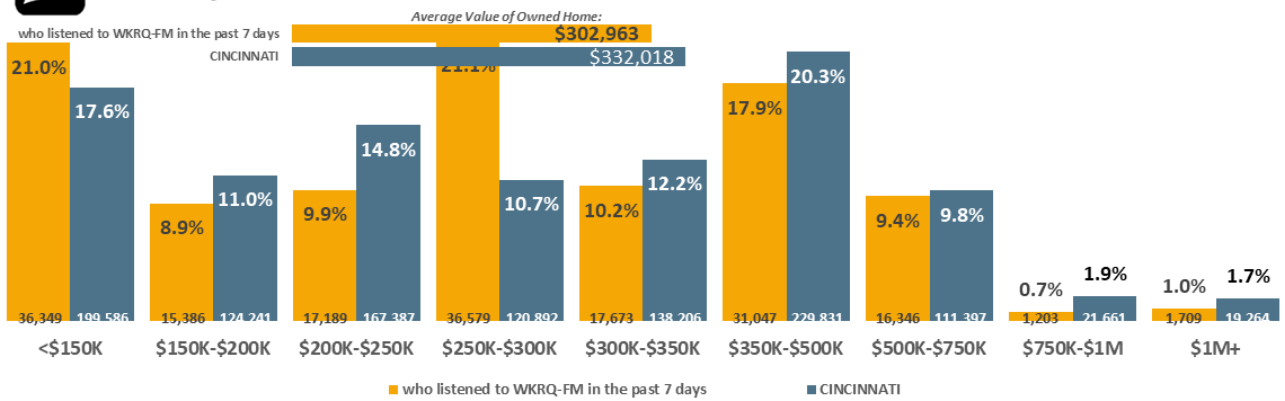
Type of Home: Adults 18 or older



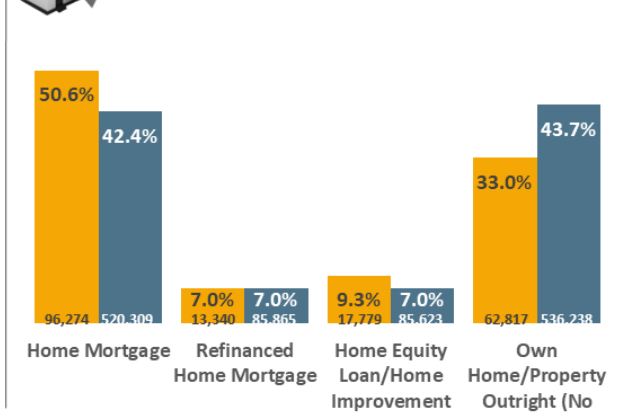
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older

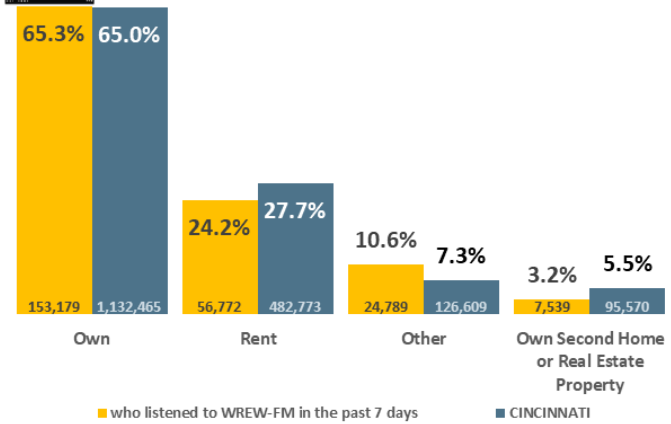


CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 276

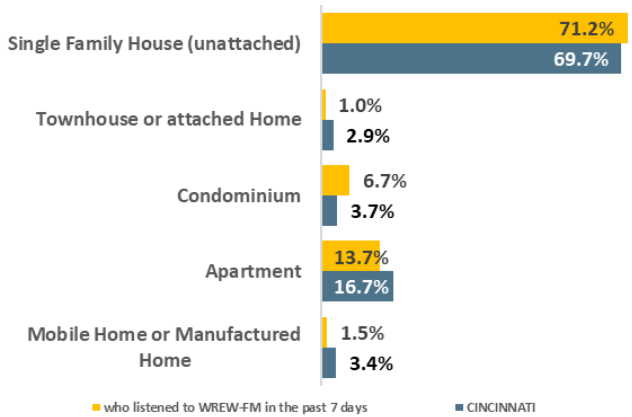
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13.5% or 234,740 of CINCINNATI Metro Adults 18 or older listened to WREW-FM in the past 7 days. Adults 18 or older who listened to WREW-FM in the past 7 days are .4% more likely to own their home, 5.5% more likely to own a lower valued home, 2.2% more likely to have a single-family home, 10.7% more likely to have a dog.

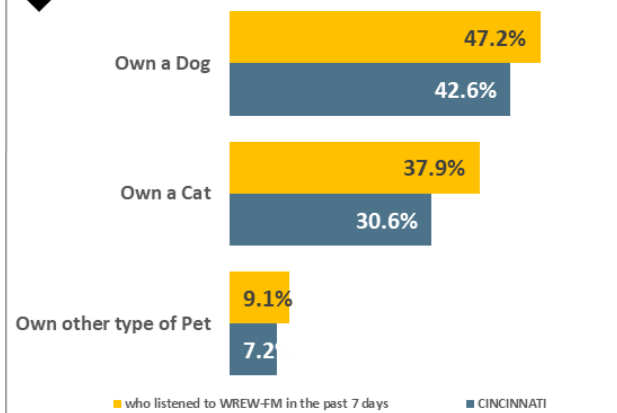
Own/Rent/Other: Adults 18 or older



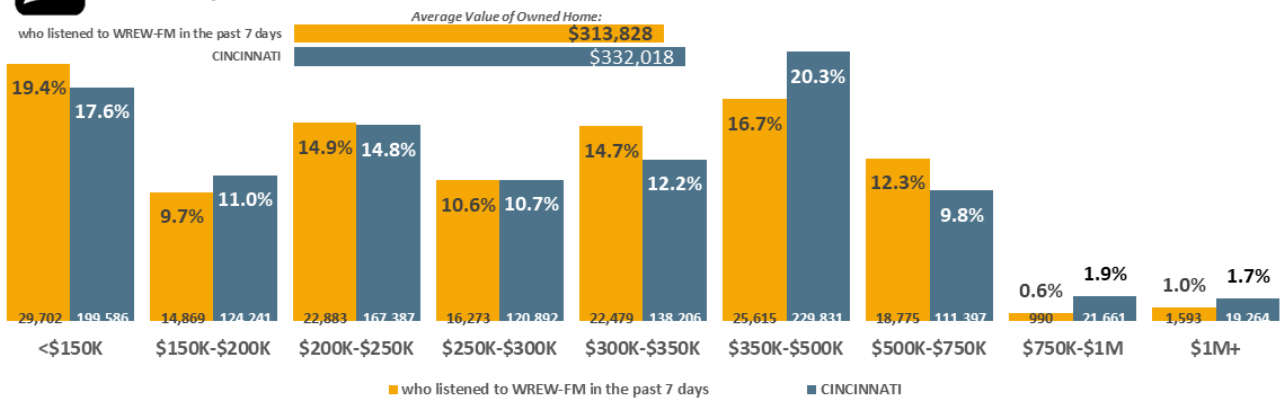
Type of Home: Adults 18 or older



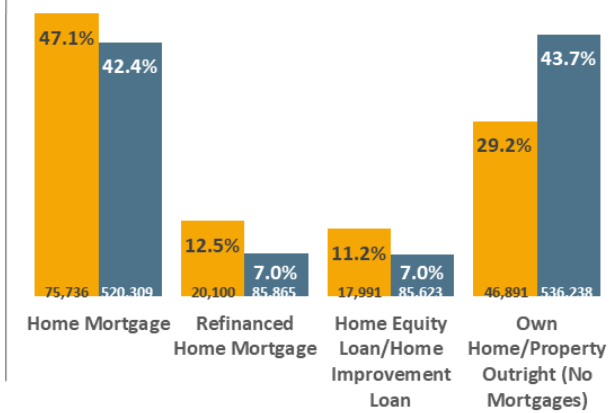
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



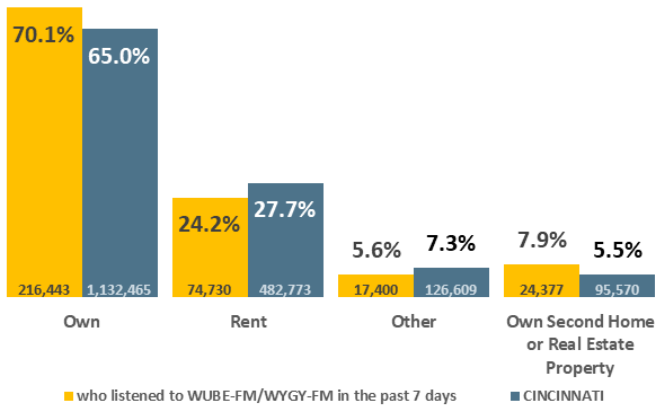
CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 229

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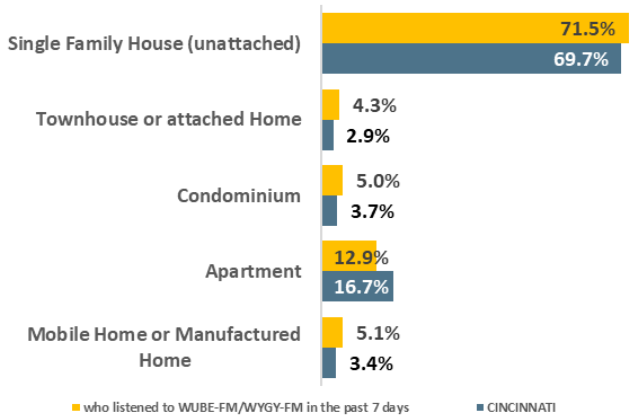
Radio Stations: WREW-FM

17.7% or 308,573 of CINCINNATI Metro Adults 18 or older listened to WUBE-FM/WYGY-FM in the past 7 days. Adults 18 or older who listened to WUBE-FM/WYGY-FM in the past 7 days are 7.9% more likely to own their home, 9.8% more likely to own a lower valued home, 2.6% more likely to have a single-family home, 1.2% less likely to have a dog.

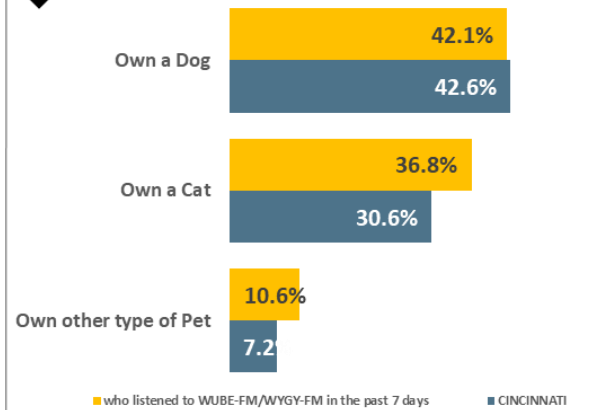
Own/Rent/Other: Adults 18 or older



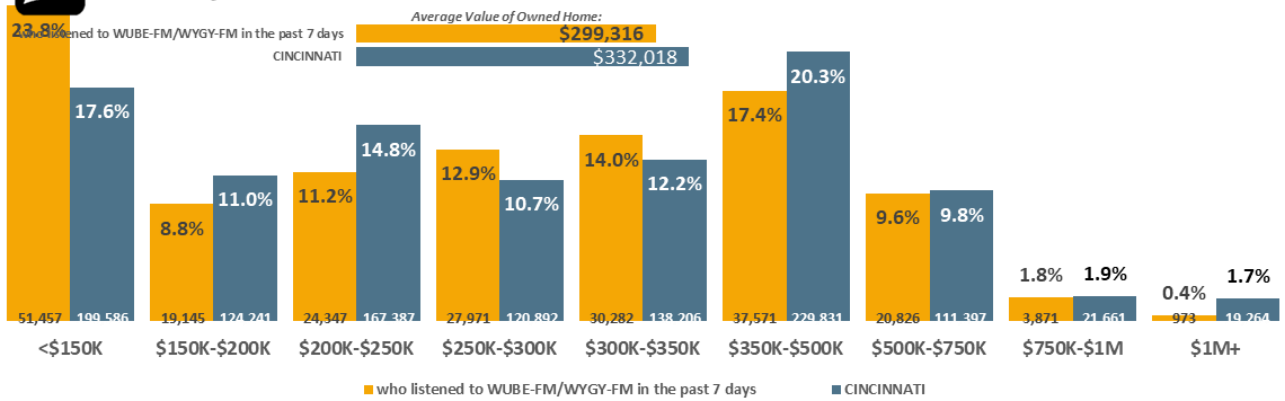
Type of Home: Adults 18 or older



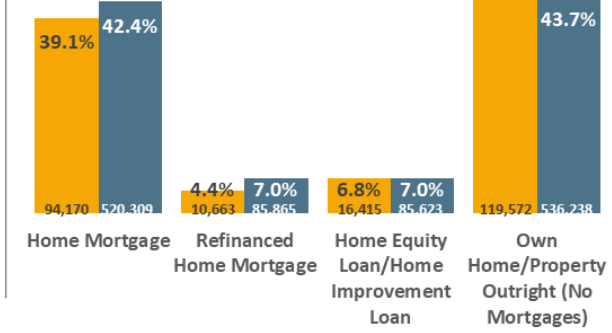
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



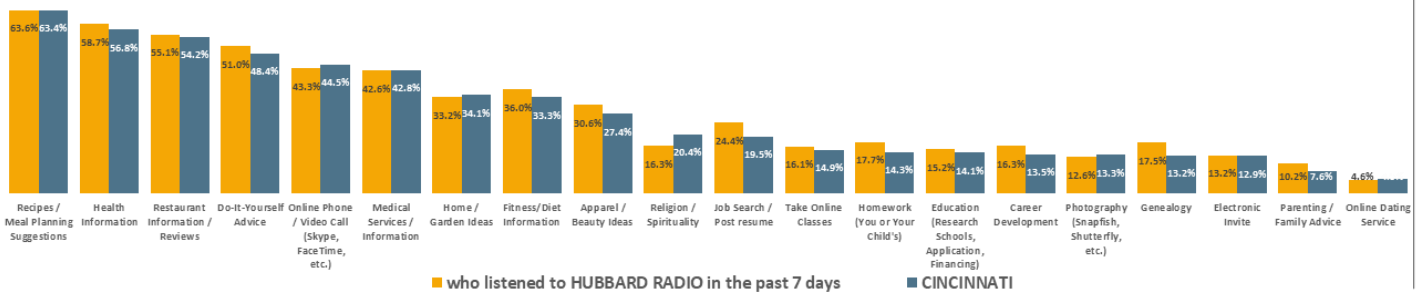
CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 322

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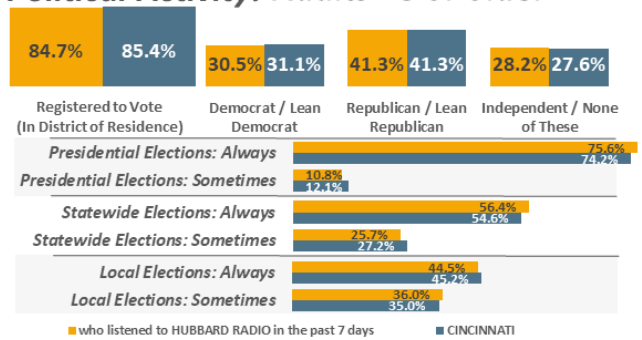
(Radio Stations: WUBE-FM OR Radio Stations: WYGY-FM)

36.5% or 635,725 of CINCINNATI Metro Adults 18 or older listened to HUBBARD RADIO in the past 7 days. Adults 18 or older who listened to HUBBARD RADIO in the past 7 days are 5.3% more likely to look up D-I-Y advice online, 1.6% less likely to always vote in local elections, 1.4% less likely to belong to a gym, 6.6% more likely to fly domestic past yr.

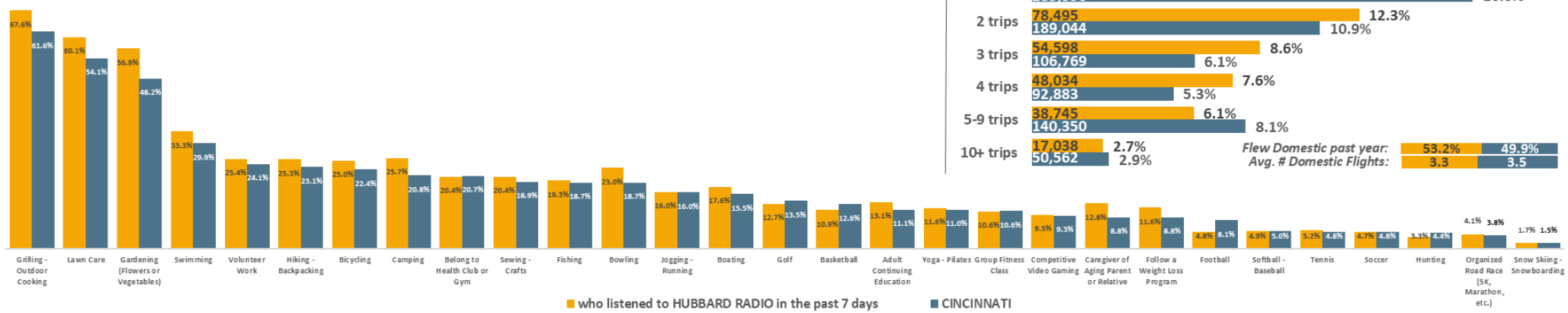
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



Top-30 past 12-months Active Lifestyle Activites: Adults 18 or older



Past 12-months Domestic Airline Trips: Adults 18 or older

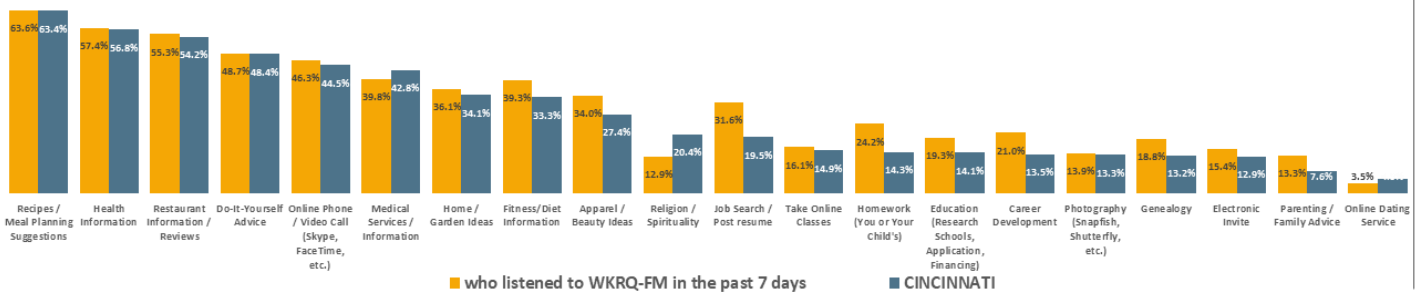
CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 644

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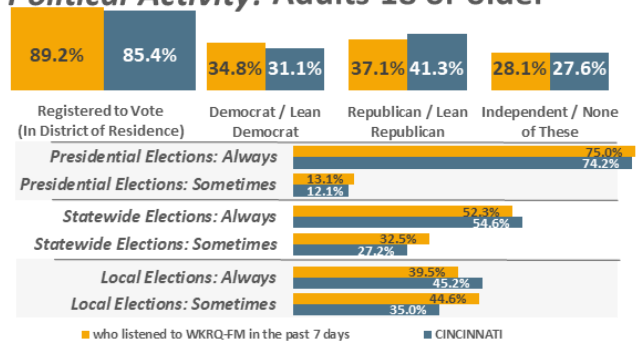
(Radio Stations: WKRQ-FM OR Radio Stations: WREW-FM OR Radio Stations: WUBE-FM OR Radio Stations: WYGY-FM)

14.6% or 254,312 of CINCINNATI Metro Adults 18 or older listened to WKRQ-FM in the past 7 days. Adults 18 or older who listened to WKRQ-FM in the past 7 days are .5% more likely to look up D-I-Y advice online, 12.6% less likely to always vote in local elections, 6.7% less likely to belong to a gym, 19.1% more likely to fly domestic past yr.

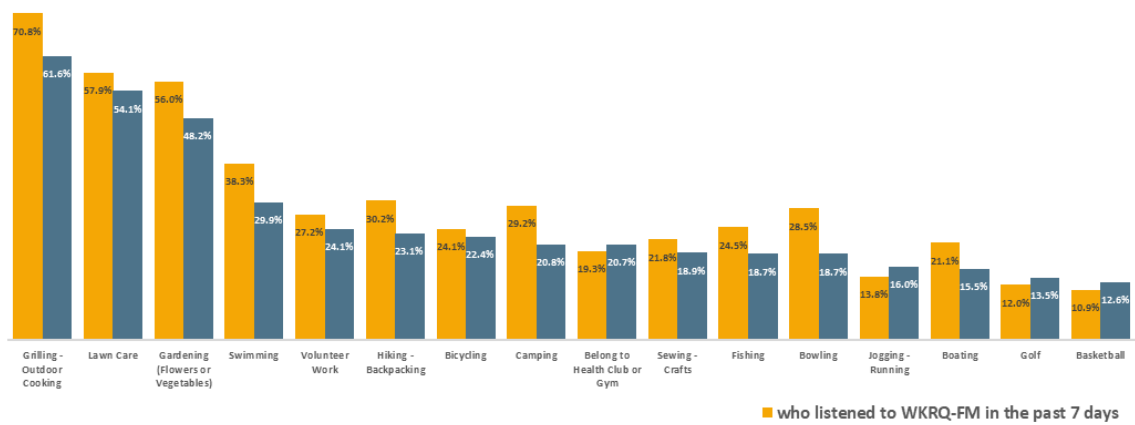
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



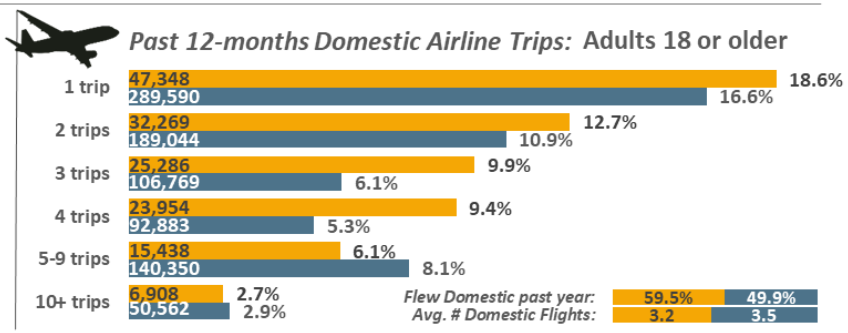
Political Activity: Adults 18 or older



Top-30 past 12-months Active Lifestyle Activites: Adults 18 or older



Past 12-months Domestic Airline Trips: Adults 18 or older

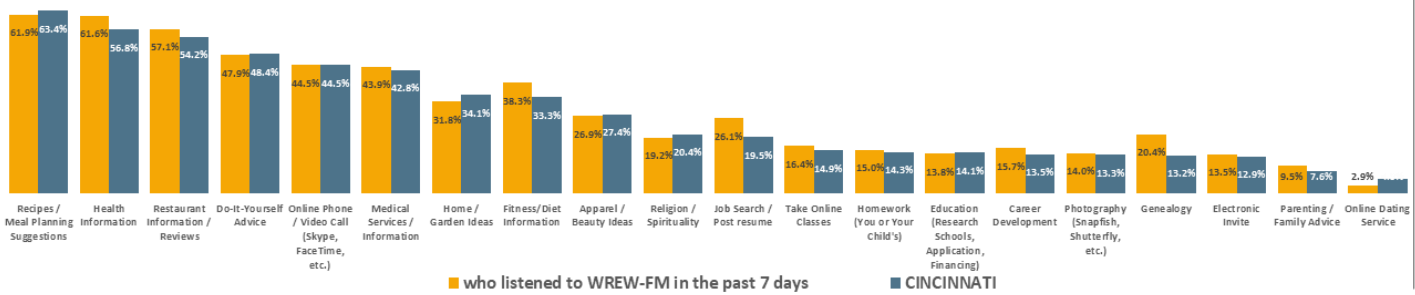


CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 276

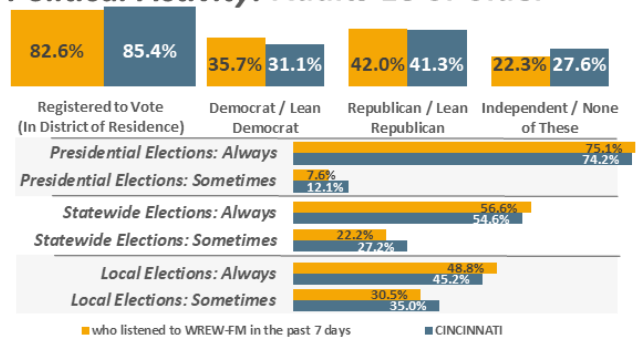
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13.5% or 234,740 of CINCINNATI Metro Adults 18 or older listened to WREW-FM in the past 7 days. Adults 18 or older who listened to WREW-FM in the past 7 days are 1.% less likely to look up D-I-Y advice online, 7.9% more likely to always vote in local elections, 19.8% more likely to belong to a gym, 11.8% more likely to fly domestic past yr.

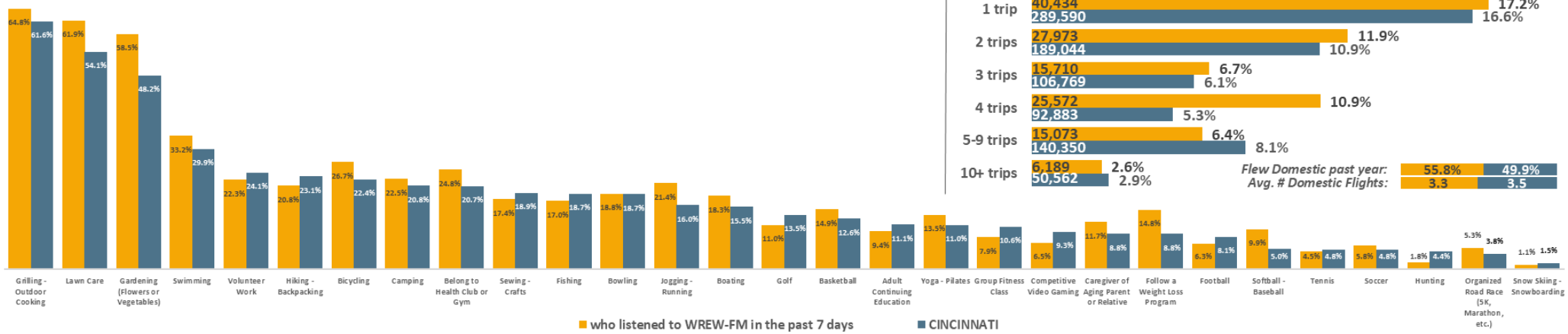
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



Top-30 past 12-months Active Lifestyle Activites: Adults 18 or older



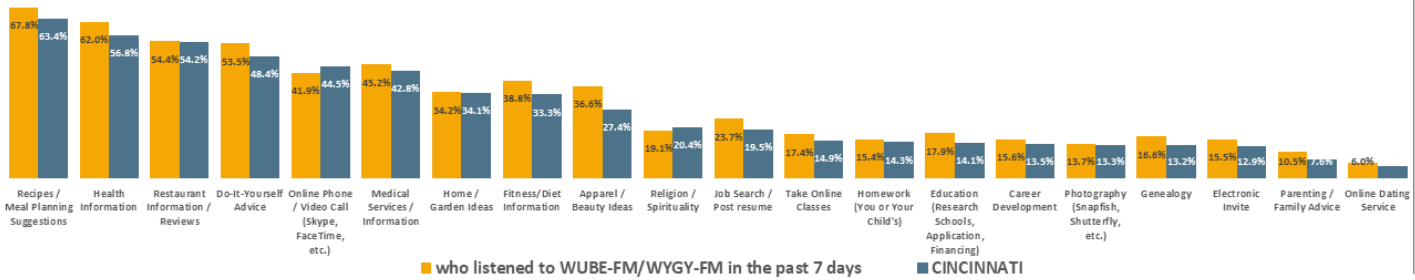
Past 12-months Domestic Airline Trips: Adults 18 or older

CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 229

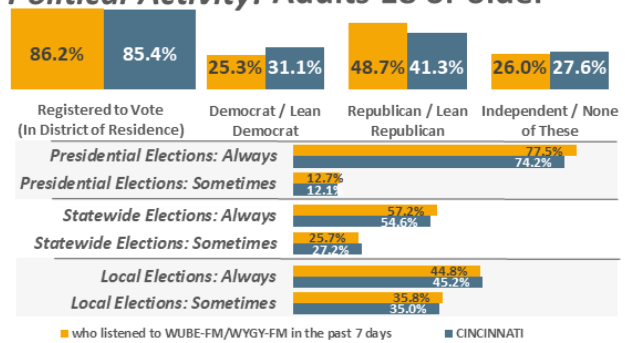
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17.7% or 308,573 of CINCINNATI Metro Adults 18 or older listened to WUBE-FM/WYGY-FM in the past 7 days. Adults 18 or older who listened to WUBE-FM/WYGY-FM in the past 7 days are 10.4% more likely to look up D-I-Y advice online, 1.% less likely to always vote in local elections, 10.2% less likely to belong to a gym, 8.9% less likely to fly domestic past yr.

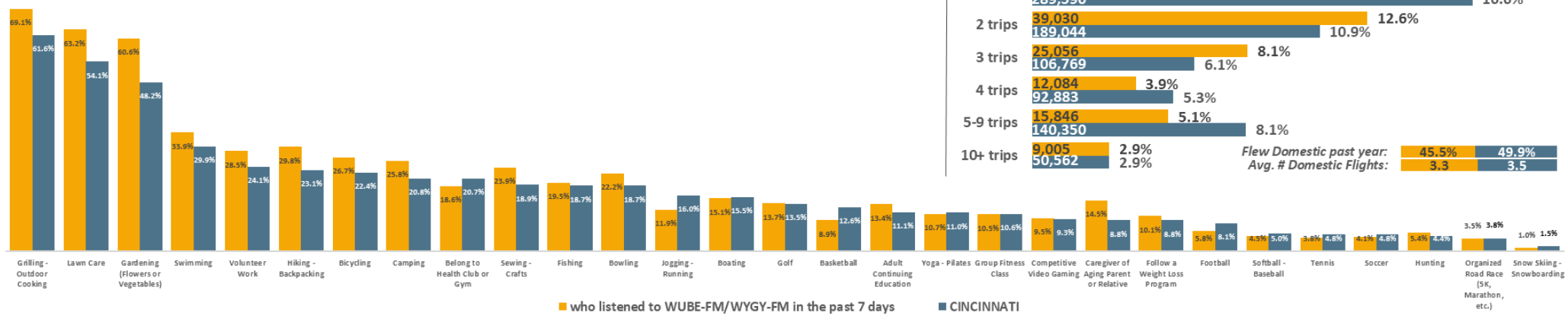
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



Top-30 past 12-months Active Lifestyle Activites: Adults 18 or older



Past 12-months Domestic Airline Trips: Adults 18 or older

CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 322

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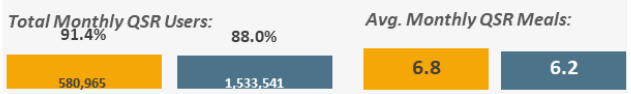
(Radio Stations: WUBE-FM OR Radio Stations: WYGY-FM)

HUBBARD RADIO

36.5% or 635,725 of CINCINNATI Metro Adults 18 or older listened to HUBBARD RADIO in the past 7 days. Adults 18 or older who listened to HUBBARD RADIO in the past 7 days are 3.8% more likely to use QSRs past mo., 2.2% more likely to use Sit-Down Restaurants past mo., 20.8% more likely to use Casinos past yr., .6% more likely to smoke cigarettes.

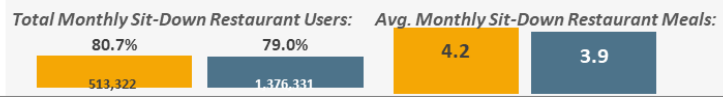
Past 30-days QSR Users: Adults 18 or older





Past 30-days Sit-Down Restaurant Users: Adults 18 or older





Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)

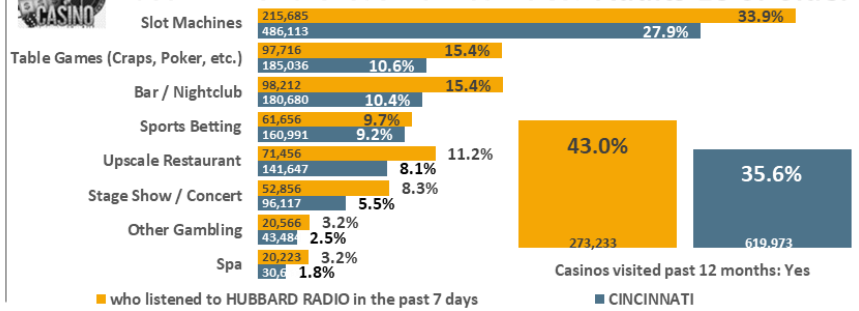
who listened to HUBBARD RADIO in the past 7 days	129,076	20.3%
CINCINNATI	332,723	19.1%

Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 644

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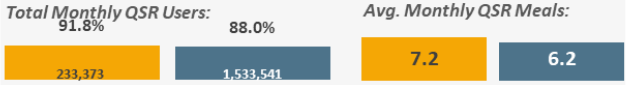
(Radio Stations: WKRQ-FM OR Radio Stations: WREW-FM OR Radio Stations: WUBE-FM OR Radio Stations: WYGY-FM)

14.6% or 254,312 of CINCINNATI Metro Adults 18 or older listened to WKRQ-FM in the past 7 days.
Adults 18 or older who listened to WKRQ-FM in the past 7 days are 4.2% more likely to use QSRs past mo., 2.7% more likely to use Sit-Down Restaurants past mo., 32.1% more likely to use Casinos past yr., 7.7% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:

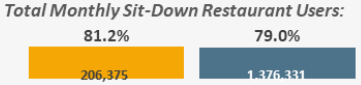


Avg. Monthly QSR Meals:

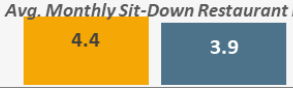
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:

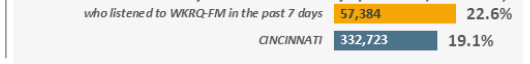


Top-10 Cuisines: Adults 18 or older

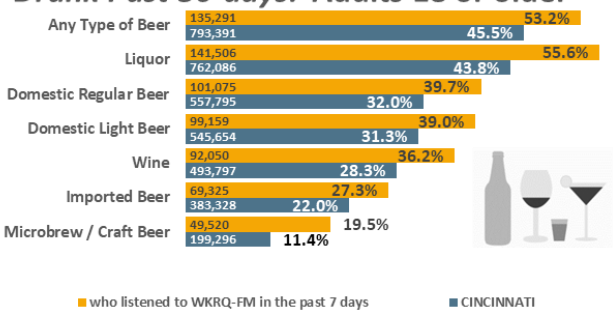
(Sit-Down Restaurants Used Past 30-days)



Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)

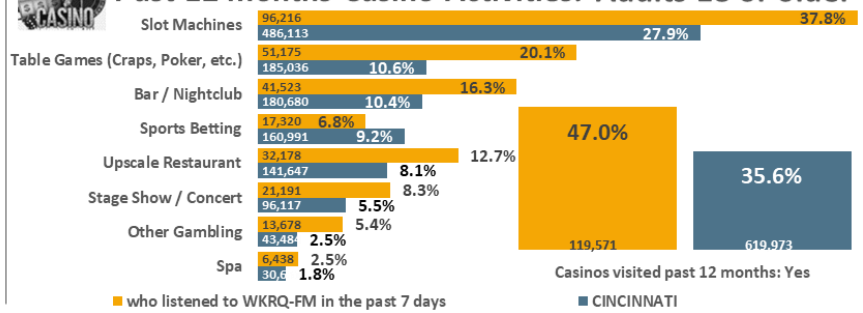


Drank Past 30-days: Adults 18 or older



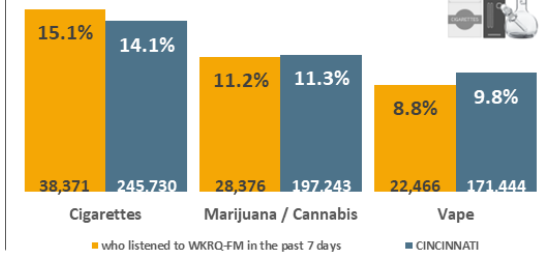
Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older





CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 276

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13.5% or 234,740 of CINCINNATI Metro Adults 18 or older listened to WREW-FM in the past 7 days. Adults 18 or older who listened to WREW-FM in the past 7 days are .8% more likely to use QSRs past mo., 2.9% more likely to use Sit-Down Restaurants past mo., 27.9% more likely to use Casinos past yr., 1.3% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



Past 30-days Sit-Down Restaurant Users: Adults 18 or older



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:

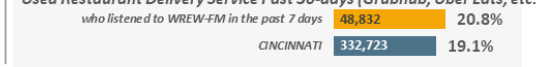


Top-10 Cuisines: Adults 18 or older

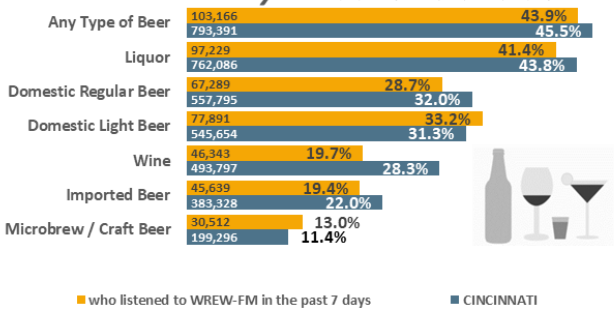
(Sit-Down Restaurants Used Past 30-days)



Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)

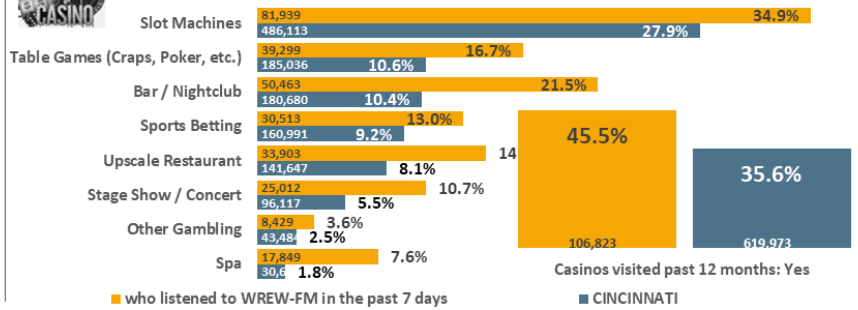


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 229

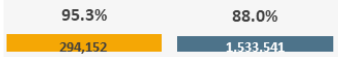
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17.7% or 308,573 of CINCINNATI Metro Adults 18 or older listened to WUBE-FM/WYGY-FM in the past 7 days. Adults 18 or older who listened to WUBE-FM/WYGY-FM in the past 7 days are 8.3% more likely to use QSRs past mo., 6.4% more likely to use Sit-Down Restaurants past mo., 18.1% more likely to use Casinos past yr., 18.2% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:

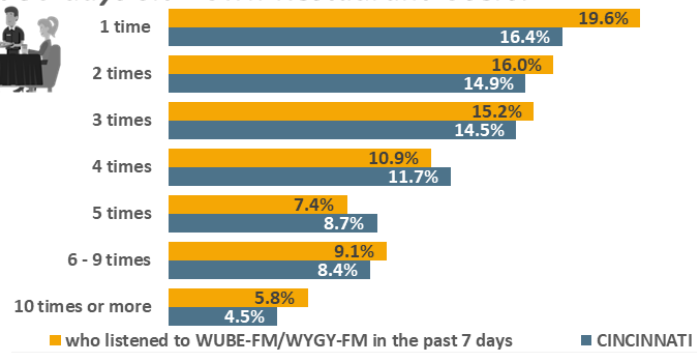


Avg. Monthly QSR Meals:



Past 30-days Sit-Down Restaurant Users: Adults 18 or older





Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:

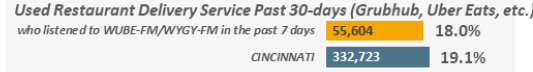


Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)

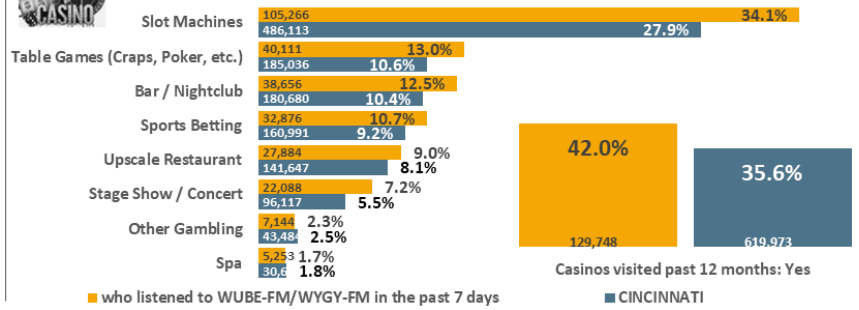


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 322

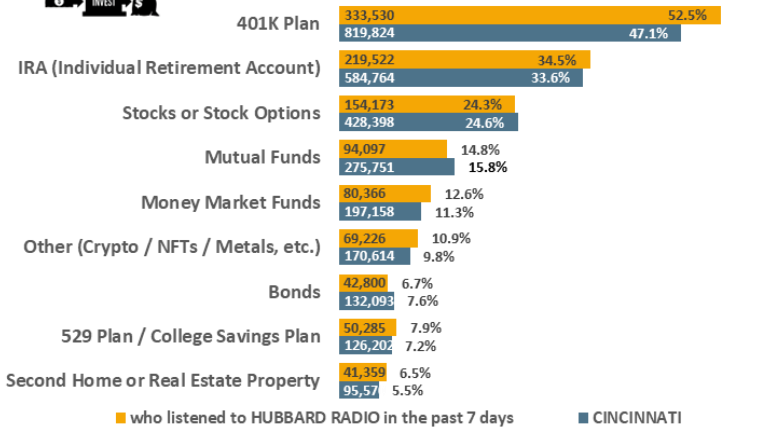
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(Radio Stations: WUBE-FM OR Radio Stations: WYGY-FM)

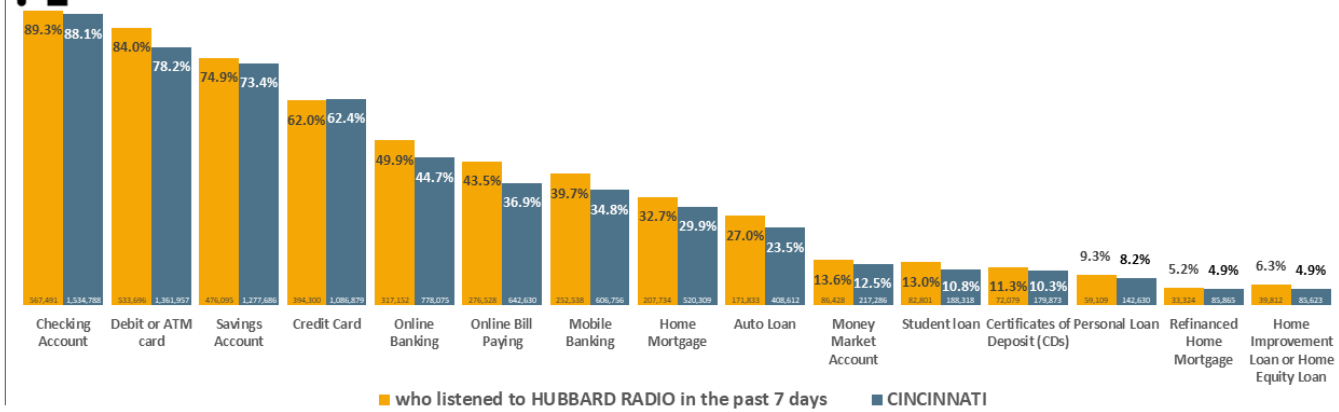
HUBBARD RADIO

36.5% or 635,725 of CINCINNATI Metro Adults 18 or older listened to HUBBARD RADIO in the past 7 days. Adults 18 or older who listened to HUBBARD RADIO in the past 7 days are 11.5% more likely to have a 401K, 15.2% more likely to have an Auto Loan, 15.1% more likely to Invest/Trade Stocks Online, 11.9% more likely to pay with their Debit Card.

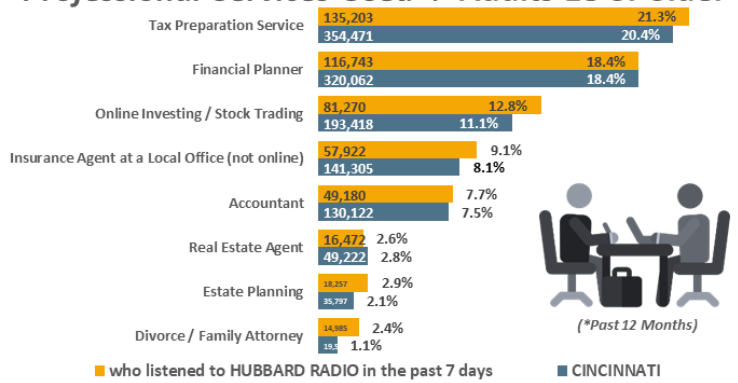
Investments Owned: Adults 18 or older



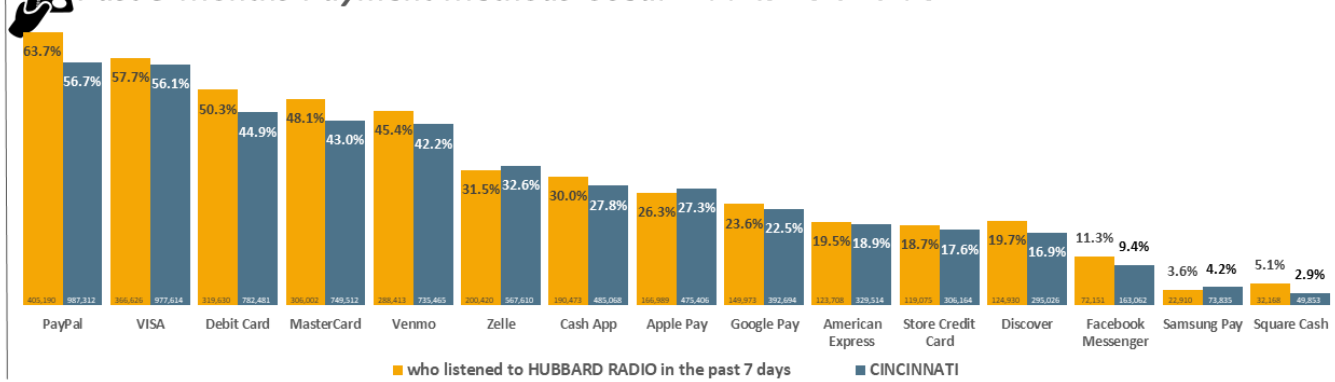
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



Past 3-Months Payment Methods Used: Adults 18 or older



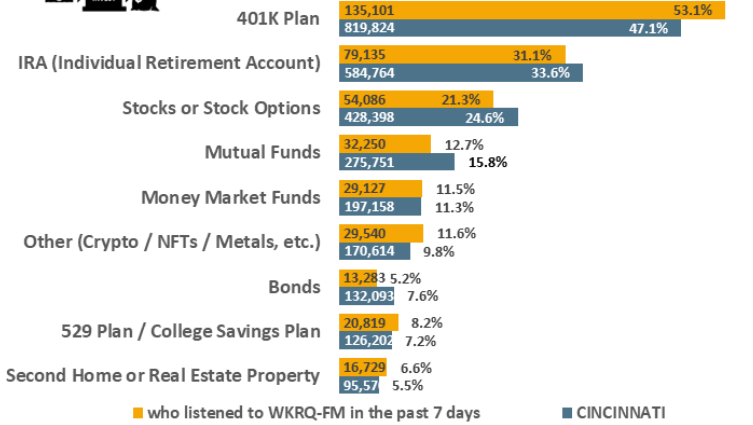
CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 644

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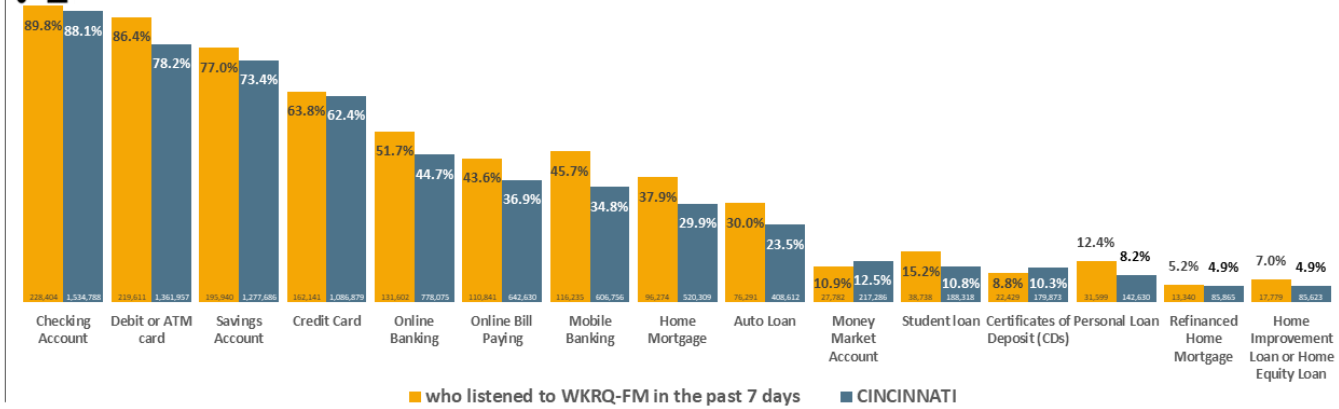
(Radio Stations: WKRQ-FM OR Radio Stations: WREW-FM OR Radio Stations: WUBE-FM OR Radio Stations: WYGY-FM)

14.6% or 254,312 of CINCINNATI Metro Adults 18 or older listened to WKRQ-FM in the past 7 days.
Adults 18 or older who listened to WKRQ-FM in the past 7 days are 12.9% more likely to have a 401K, 27.9% more likely to have an Auto Loan, 8.4% more likely to Invest/Trade Stocks Online, 14.8% more likely to pay with their Debit Card.

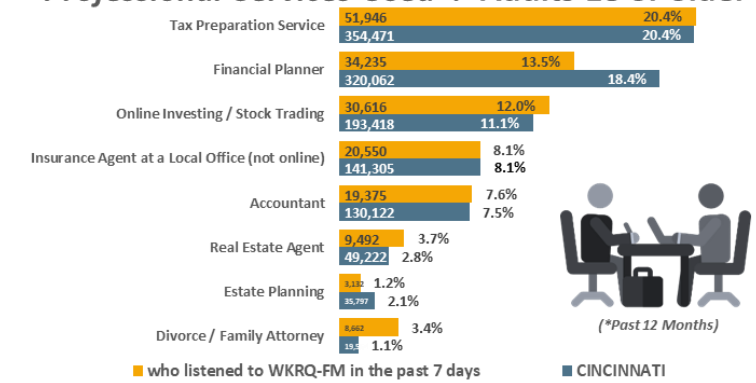
Investments Owned: Adults 18 or older



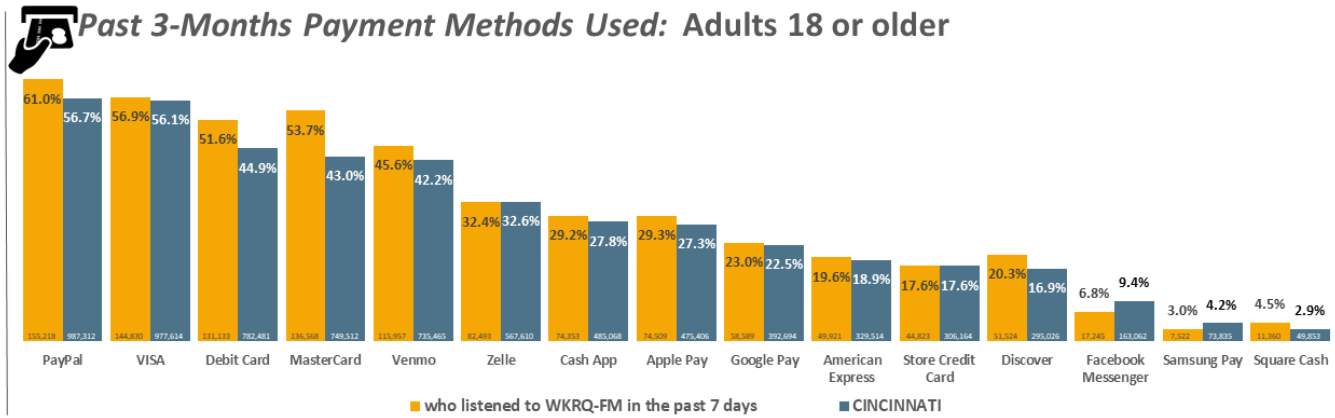
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



Past 3-Months Payment Methods Used: Adults 18 or older

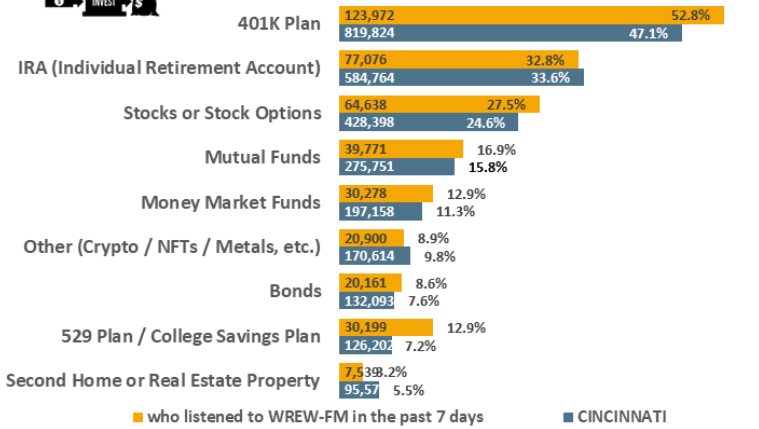


CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 276

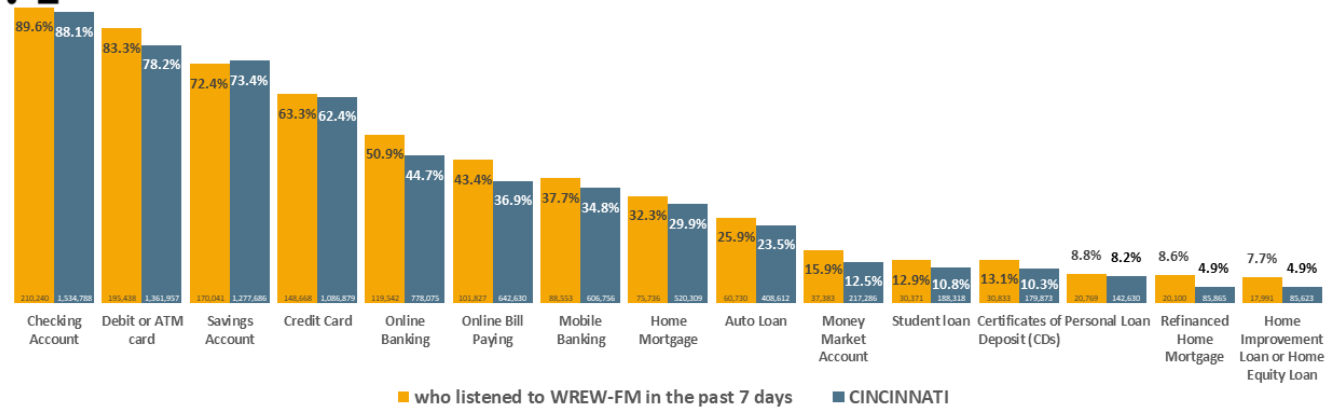
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13.5% or 234,740 of CINCINNATI Metro Adults 18 or older listened to WREW-FM in the past 7 days. Adults 18 or older who listened to WREW-FM in the past 7 days are 12.2% more likely to have a 401K, 10.3% more likely to have an Auto Loan, 53.7% more likely to Invest/Trade Stocks Online, 7.4% more likely to pay with their Debit Card.

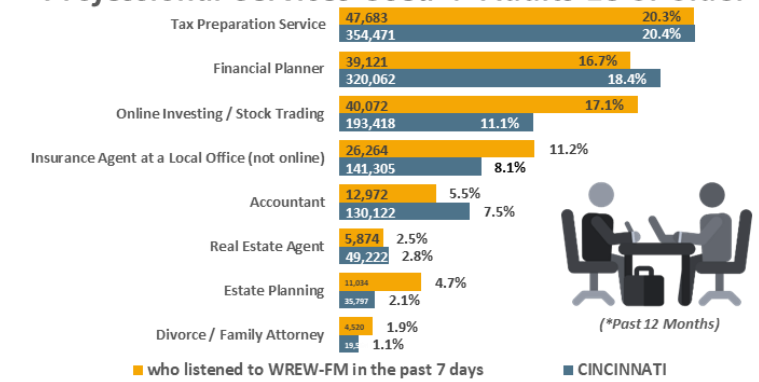
Investments Owned: Adults 18 or older



Financial Services Has and/or Uses: Adults 18 or older

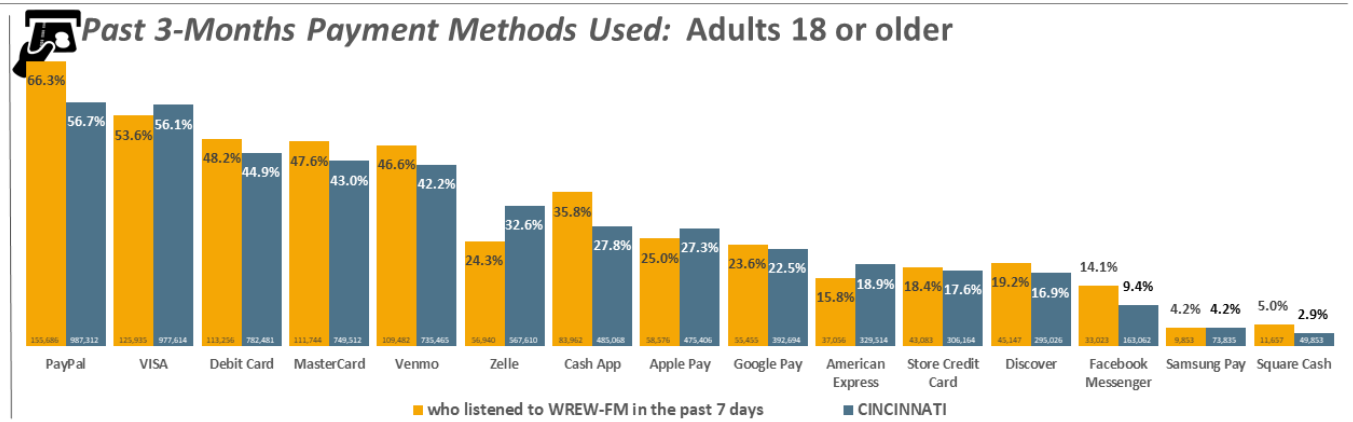


Professional Services Used:* Adults 18 or older



*(*Past 12 Months)*

Past 3-Months Payment Methods Used: Adults 18 or older



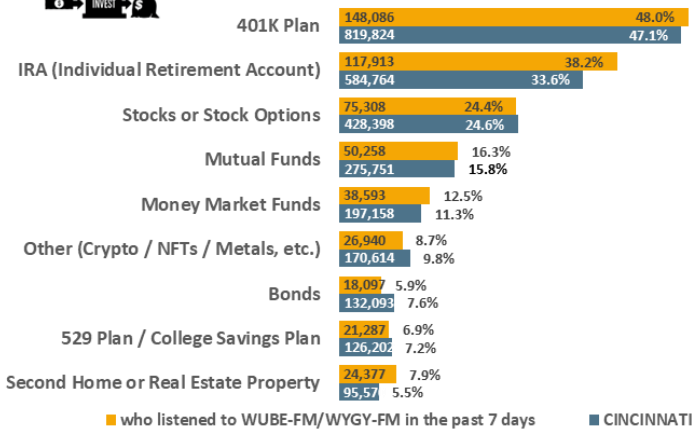
CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 229

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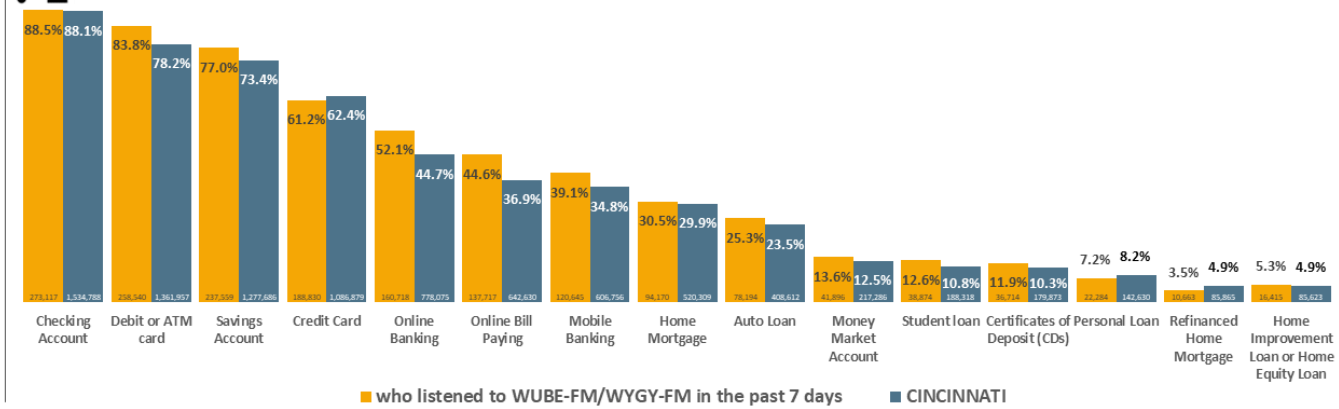
B-105.1 CINCINNATI'S NEW COUNTRY! | 97.3 THE WOLF

17.7% or 308,573 of CINCINNATI Metro Adults 18 or older listened to WUBE-FM/WYGY-FM in the past 7 days. Adults 18 or older who listened to WUBE-FM/WYGY-FM in the past 7 days are 2.% more likely to have a 401K, 8.% more likely to have an Auto Loan, 16.3% more likely to Invest/Trade Stocks Online, 13.5% more likely to pay with their Debit Card.

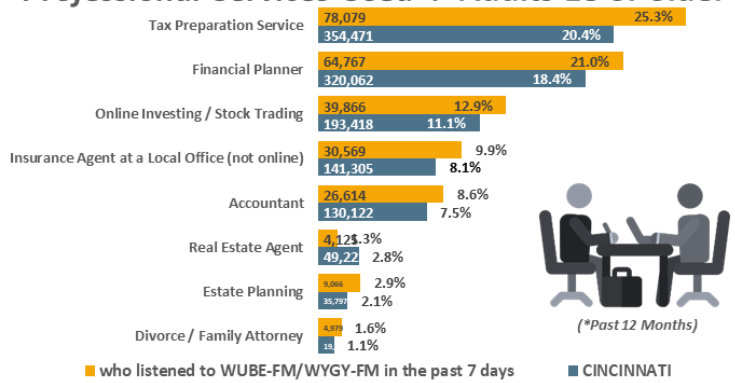
Investments Owned: Adults 18 or older



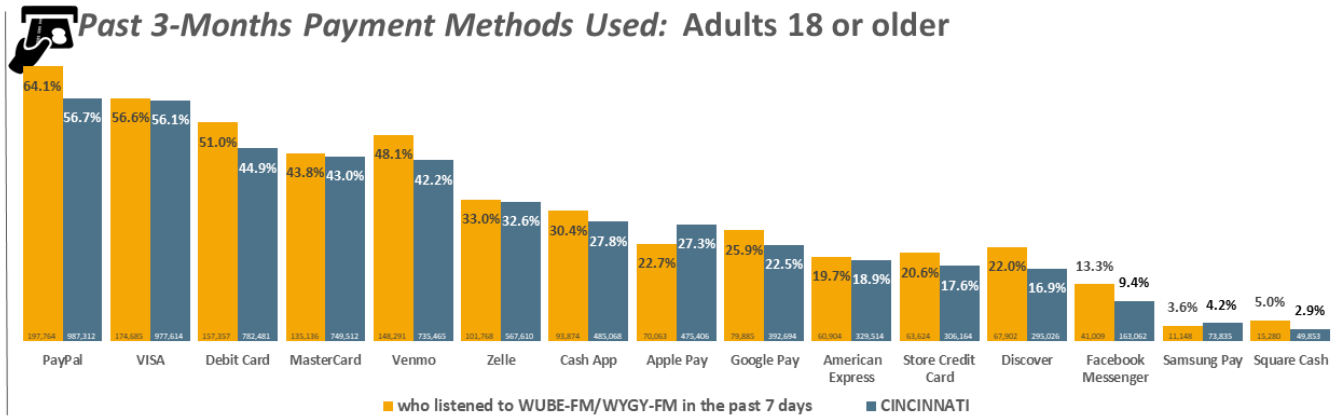
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



Past 3-Months Payment Methods Used: Adults 18 or older



CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 322

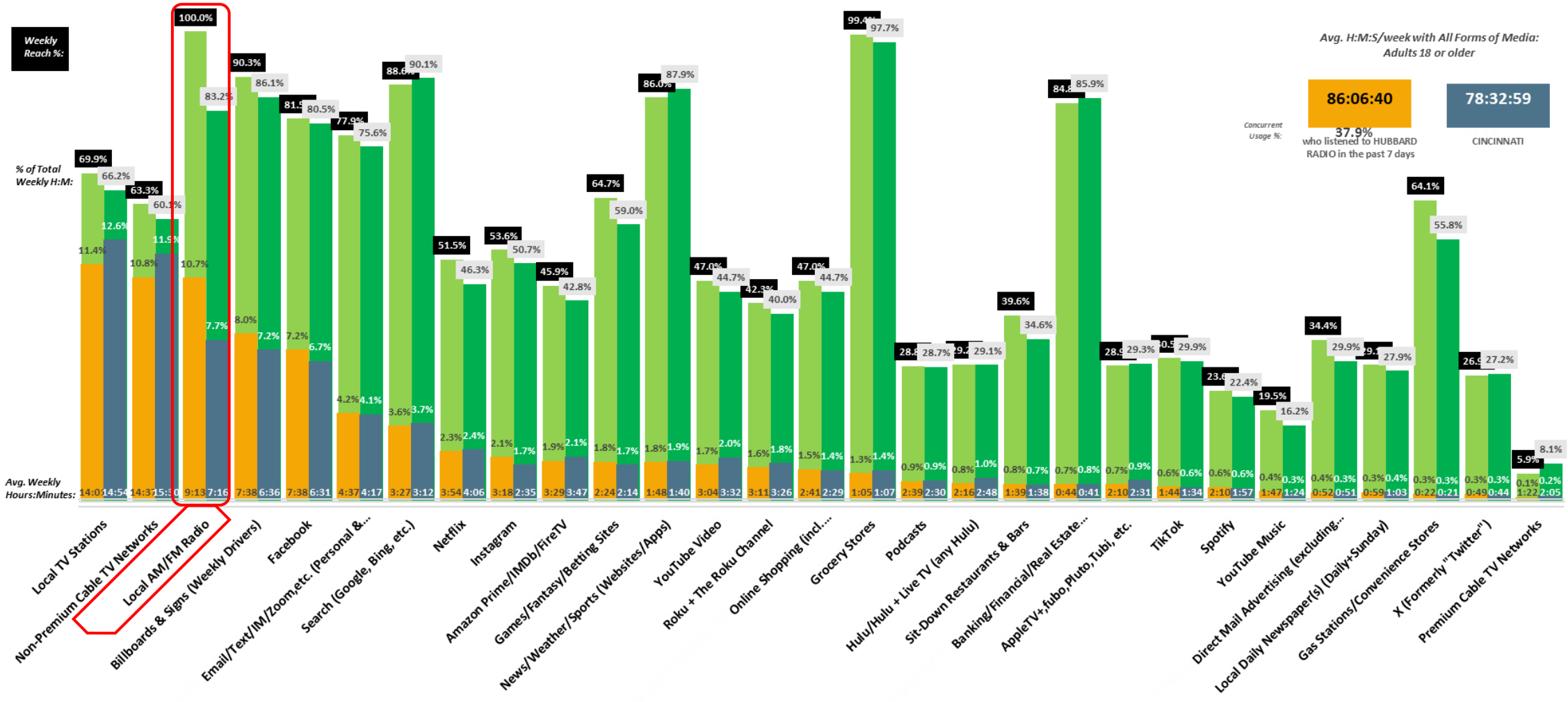
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(Radio Stations: WUBE-FM OR Radio Stations: WYGY-FM)

HUBBARD RADIO

Adults 18 or older who listened to HUBBARD RADIO in the past 7 days spend an average of 3 days, 14 hours, 6 minutes and 40 seconds each week with All Forms of Media.

100.% of Adults 18 or older who listened to HUBBARD RADIO in the past 7 days spend an avg. of 9 hours and 13 minutes each week listening to All Local AM/FM Radio, representing 10.7% of total time spent with all forms of Media.



CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 644 CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,716

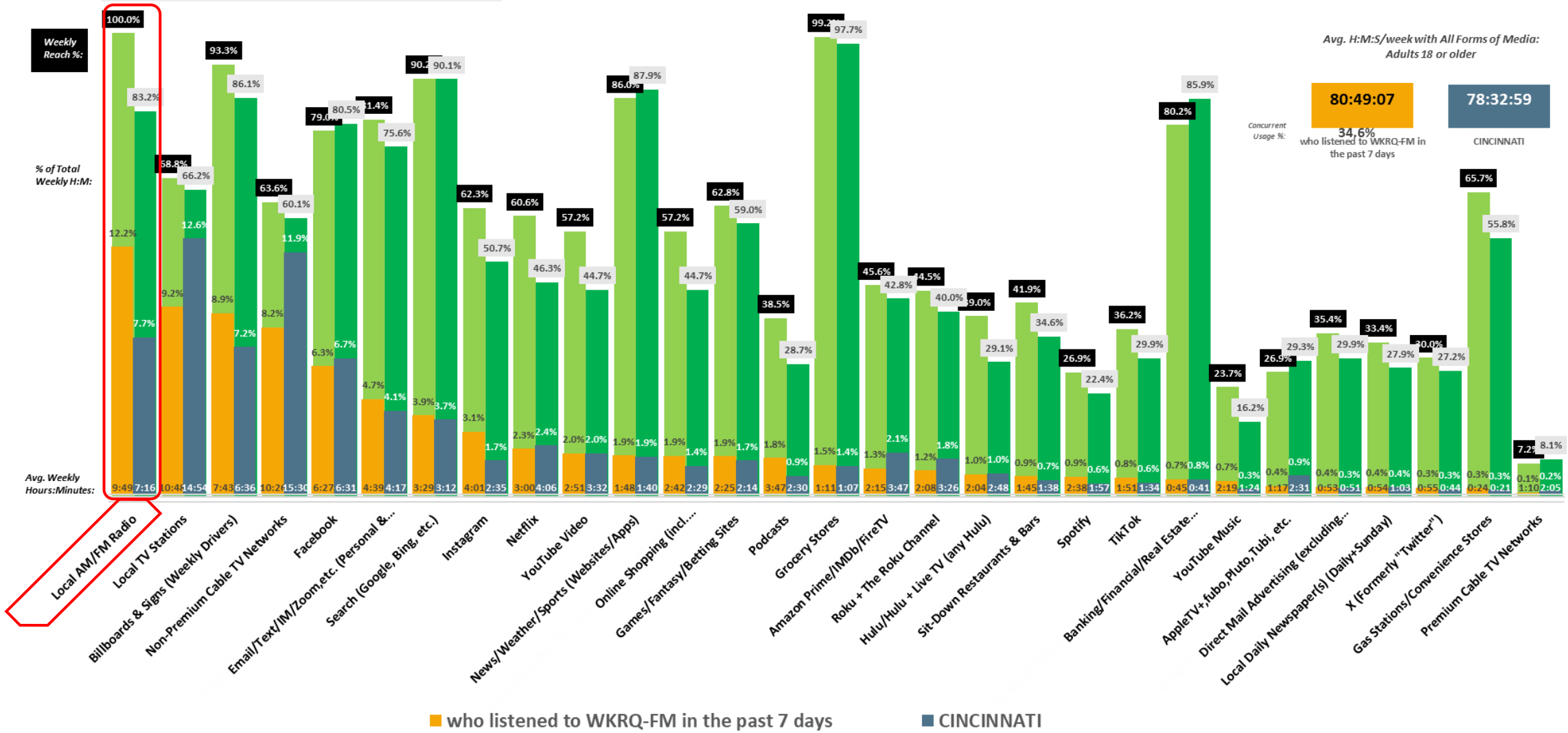
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(Radio Stations: WKRQ-FM OR Radio Stations: WREW-FM OR Radio Stations: WUBE-FM OR Radio Stations: WYGY-FM)

Adults 18 or older who listened to WKRQ-FM in the past 7 days spend an average of 3 days, 8 hours, 49 minutes and 7 seconds each week with All Forms of Media.

100.% of Adults 18 or older who listened to WKRQ-FM in the past 7 days spend an avg. of 9 hours and 49 minutes each week listening to All Local AM/FM Radio, representing 12.2% of total time spent with all forms of Media.



CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 276 CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,716

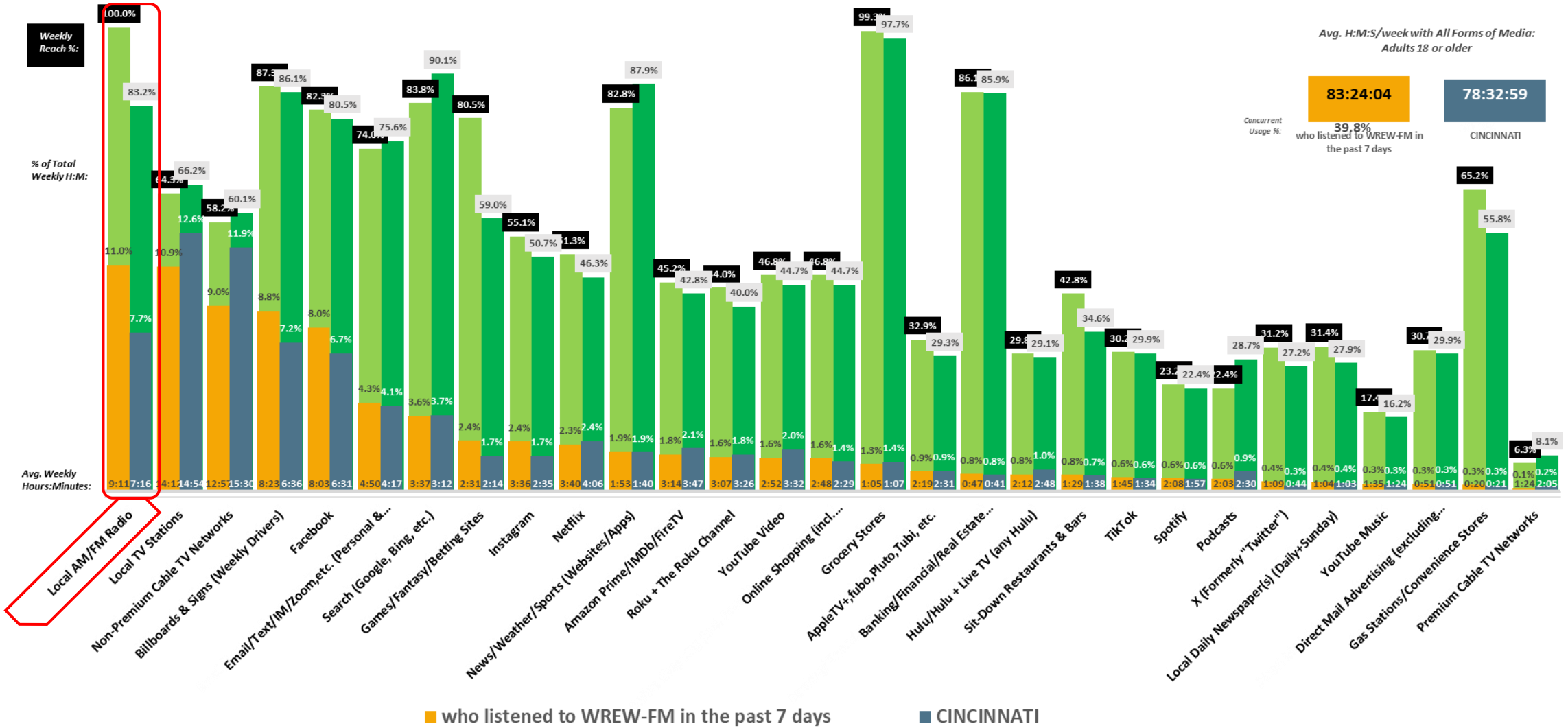
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Radio Stations: WKRQ-FM

Adults 18 or older who listened to WREW-FM in the past 7 days spend an average of 3 days, 11 hours, 24 minutes and 4 seconds each week with All Forms of Media.

100.% of Adults 18 or older who listened to WREW-FM in the past 7 days spend an avg. of 9 hours and 11 minutes each week listening to All Local AM/FM Radio, representing 11.% of total time spent with all forms of Media.



CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 229 CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,716

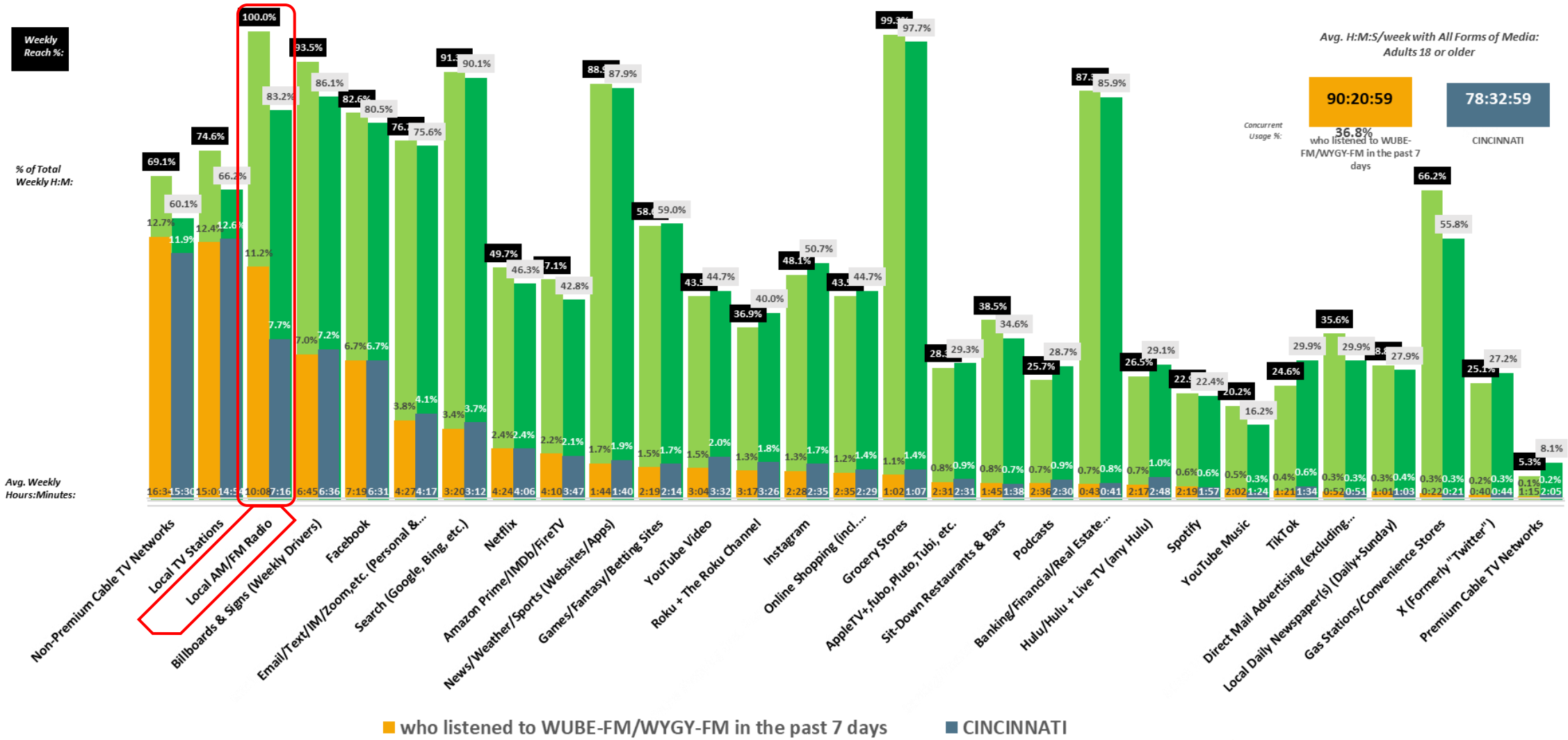
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Radio Stations: WREW-FM

Adults 18 or older who listened to WUBE-FM/WYGY-FM in the past 7 days spend an average of 3 days, 18 hours, 20 minutes and 59 seconds each week with All Forms of Media.

100.% of Adults 18 or older who listened to WUBE-FM/WYGY-FM in the past 7 days spend an avg. of 10 hours and 8 minutes each week listening to All Local AM/FM Radio, representing 11.2% of total time spent with all forms of Media.



CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 322 CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,716

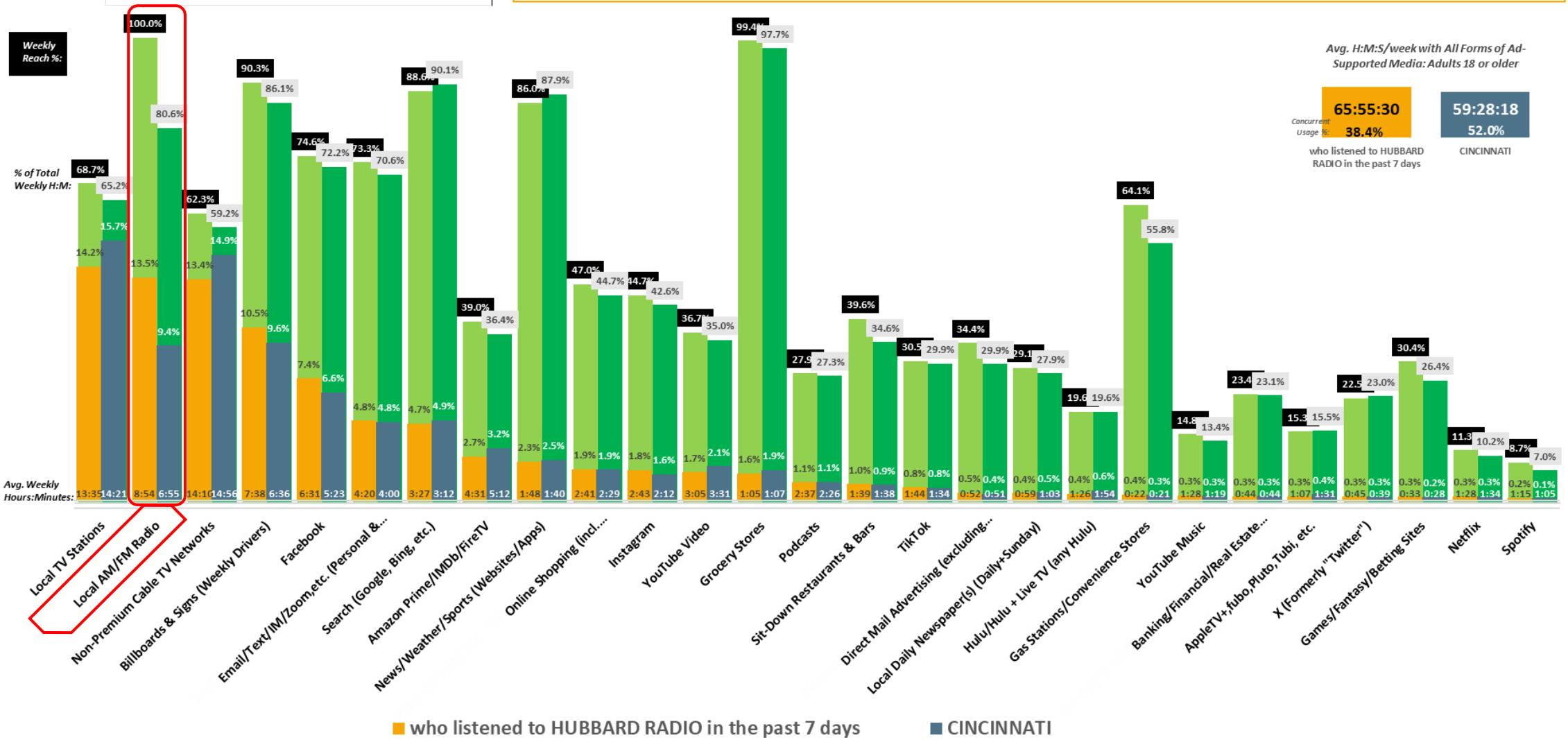
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(Radio Stations: WUBE-FM OR Radio Stations: WYGY-FM)

Adults 18 or older who listened to HUBBARD RADIO in the past 7 days spend an average of 2 days, 17 hours, 55 minutes and 30 seconds each week with All Forms of Ad-Supported Media.

100.% of Adults 18 or older who listened to HUBBARD RADIO in the past 7 days spend an avg. of 8 hours and 54 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 13.5% of total time spent with all forms of Ad-Supported Media.



CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 644 CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,716

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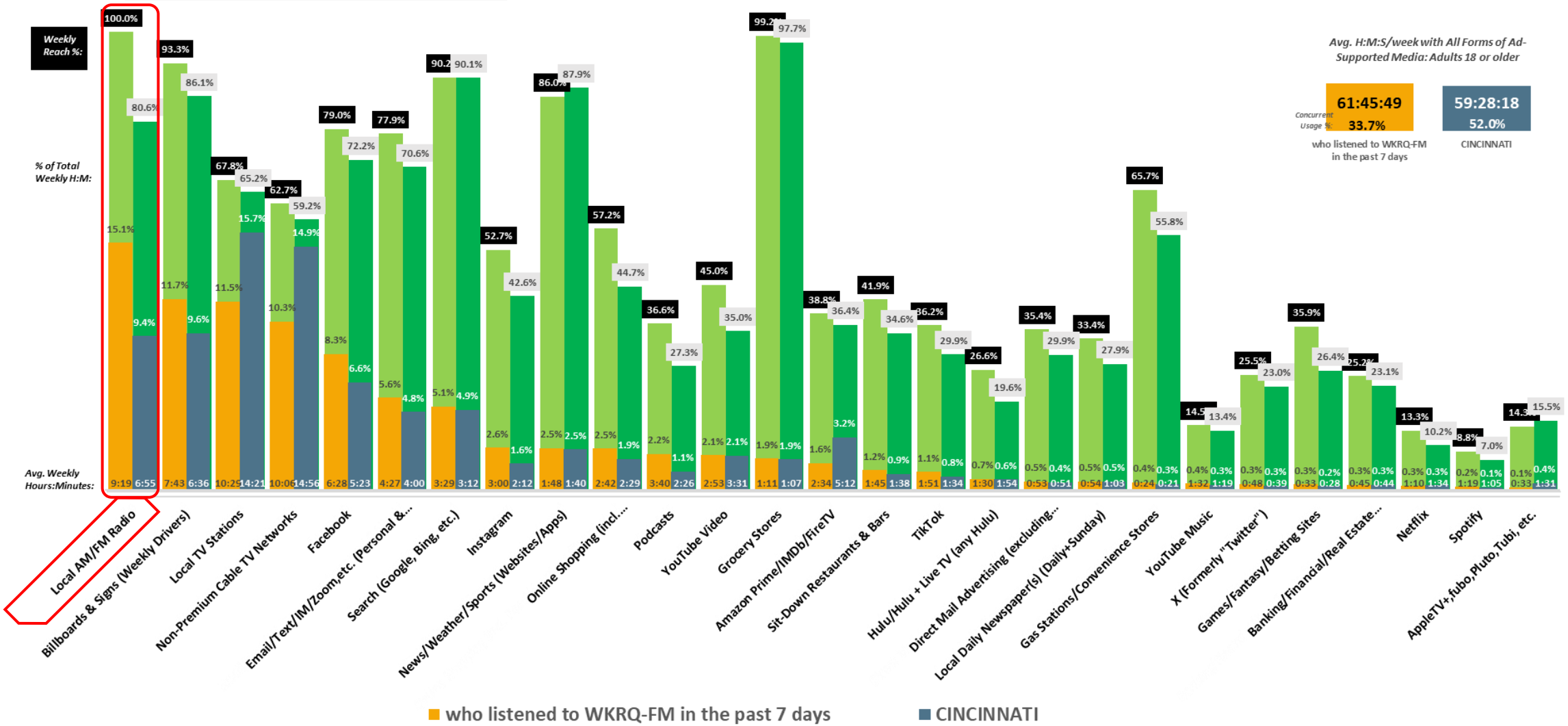
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(Radio Stations: WKRQ-FM OR Radio Stations: WREW-FM OR Radio Stations: WUBE-FM OR Radio Stations: WYGY-FM)

Q102 CINCINNATI'S HIT MUSIC

Adults 18 or older who listened to WKRQ-FM in the past 7 days spend an average of 2 days, 13 hours, 45 minutes and 49 seconds each week with All Forms of Ad-Supported Media.

100.% of Adults 18 or older who listened to WKRQ-FM in the past 7 days spend an avg. of 9 hours and 19 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 15.1% of total time spent with all forms of Ad-Supported Media.

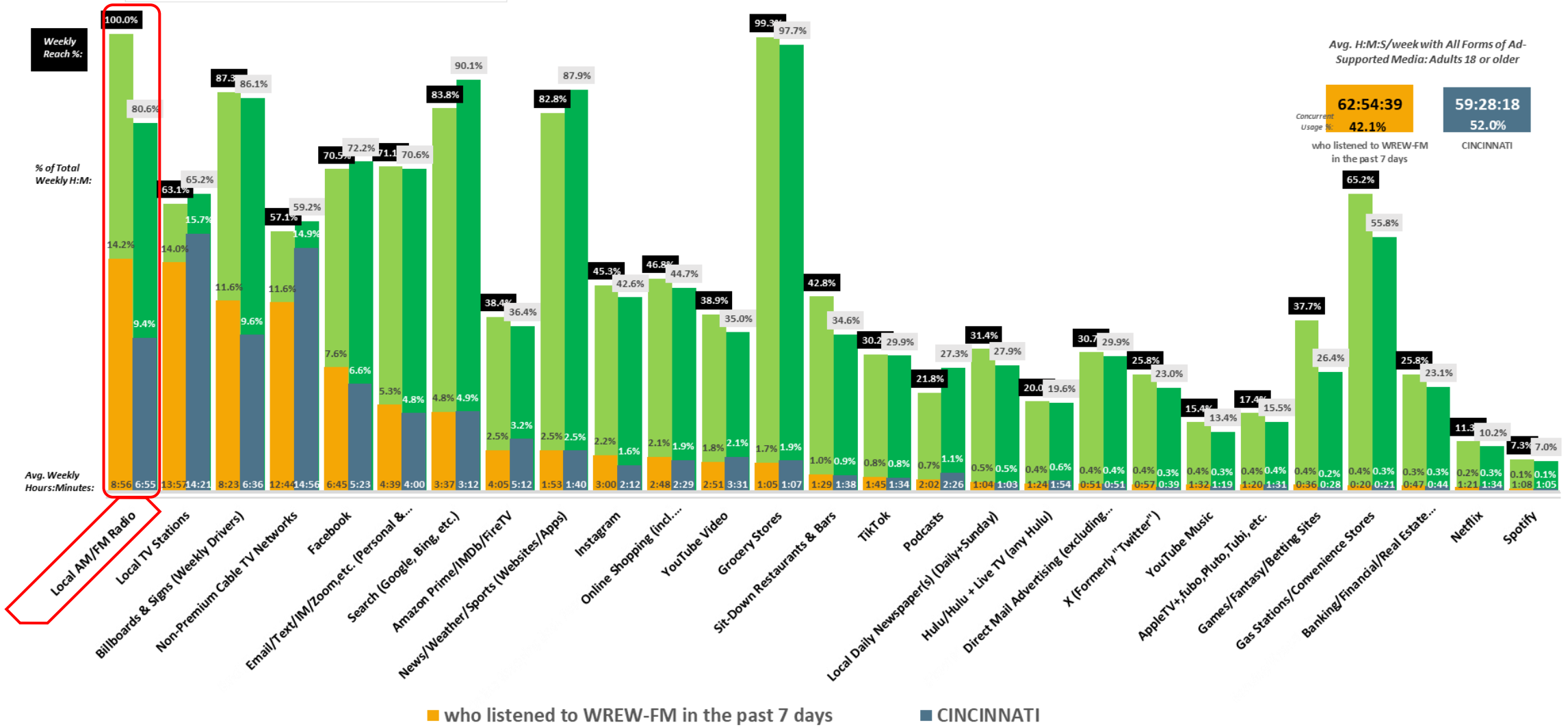


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Adults 18 or older who listened to WREW-FM in the past 7 days spend an average of 2 days, 14 hours, 54 minutes and 39 seconds each week with All Forms of Ad-Supported Media.

100.% of Adults 18 or older who listened to WREW-FM in the past 7 days spend an avg. of 8 hours and 56 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 14.2% of total time spent with all forms of Ad-Supported Media.

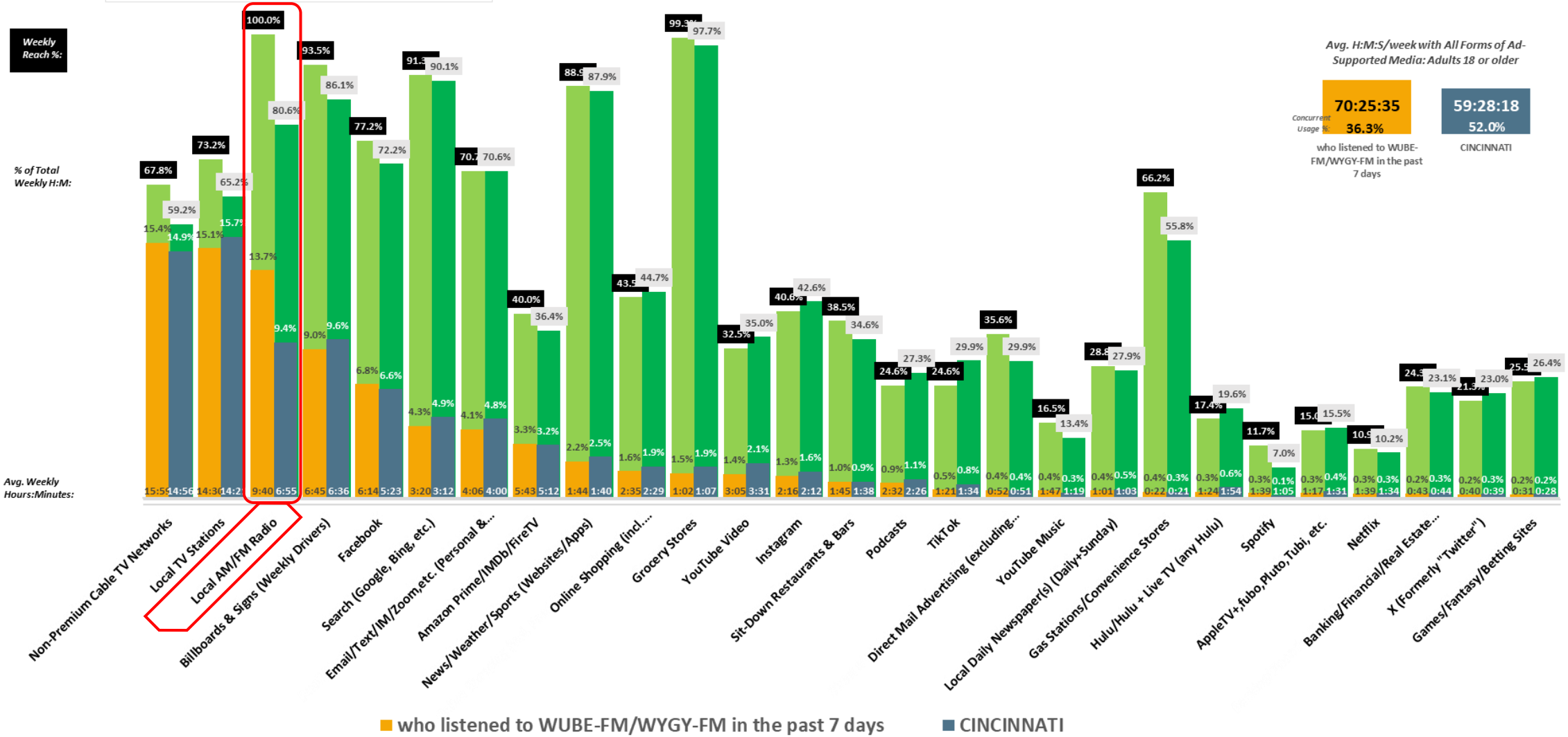


CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 229 CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,716

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Radio Stations: WREW-FM



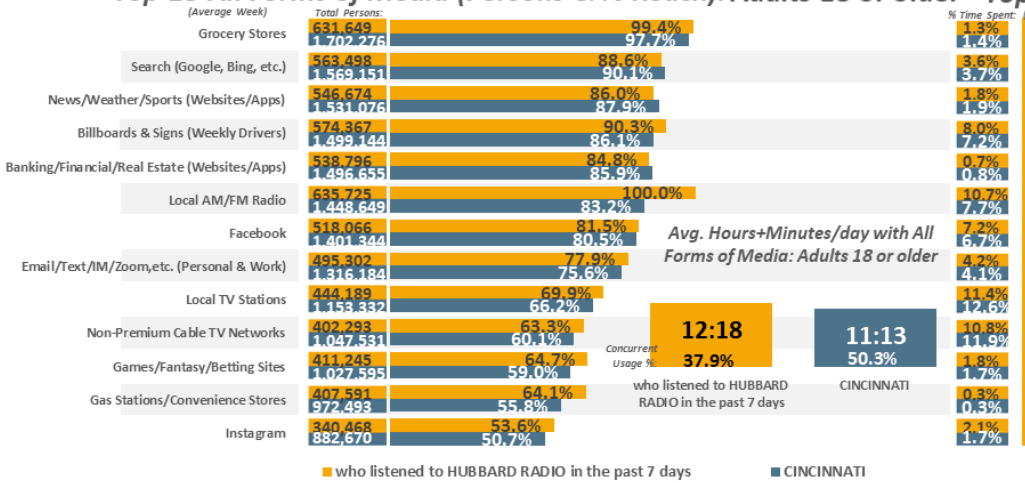
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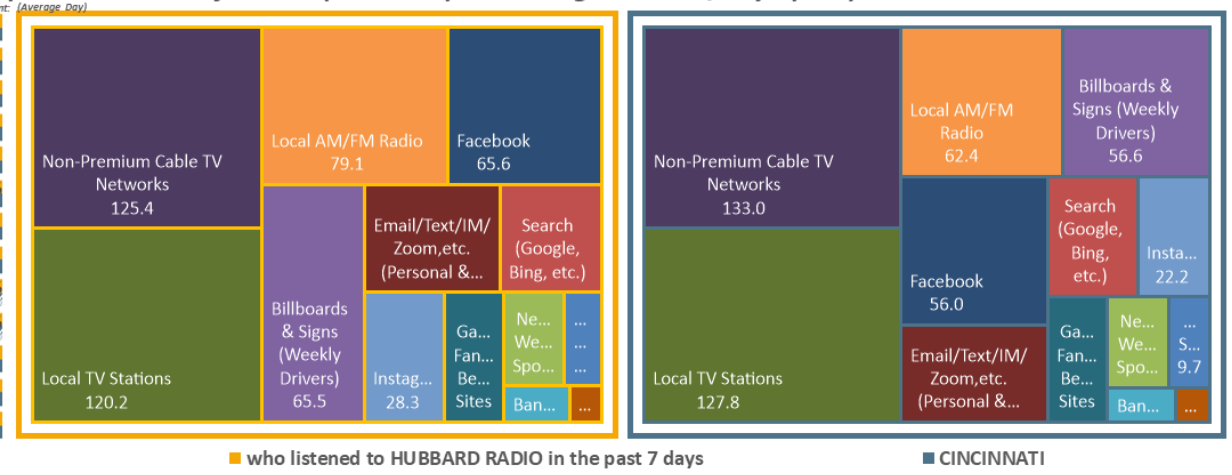
(Radio Stations: WUBE-FM OR Radio Stations: WYGY-FM)

Adults 18 or older who listened to HUBBARD RADIO in the past 7 days spend an average of 9 hours and 25 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 76.3 minutes/day. *(Local Radio delivers 13.5% of Time with Ad-Supported Media.)*

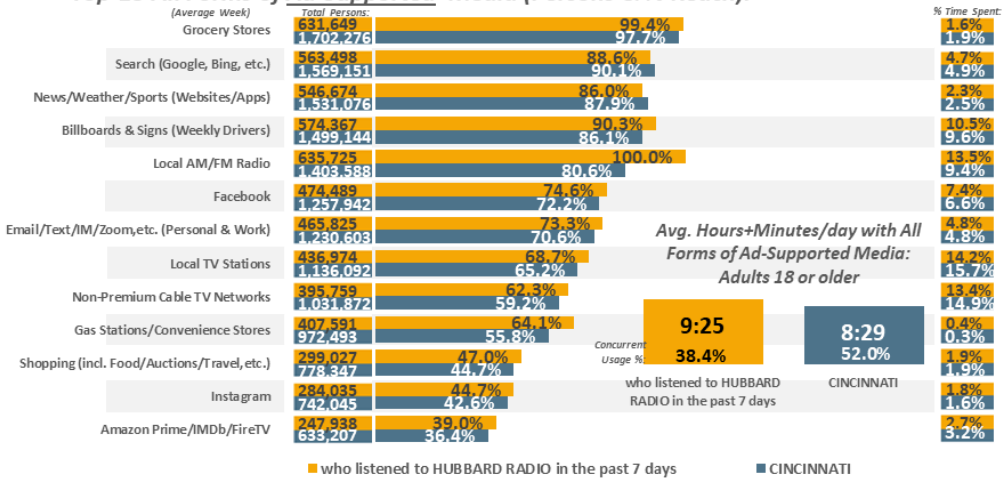
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



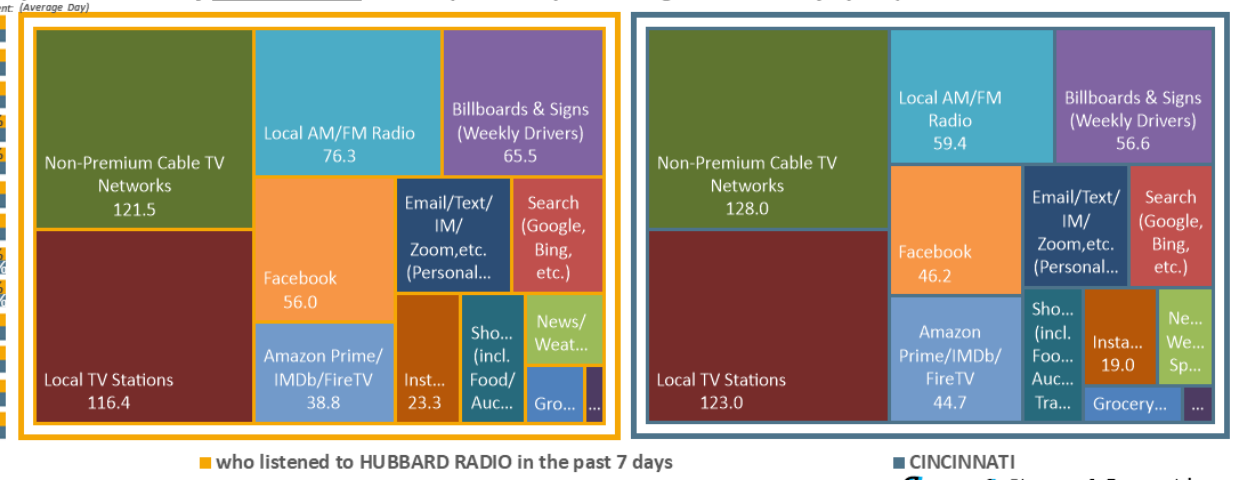
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 18 or older



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 644

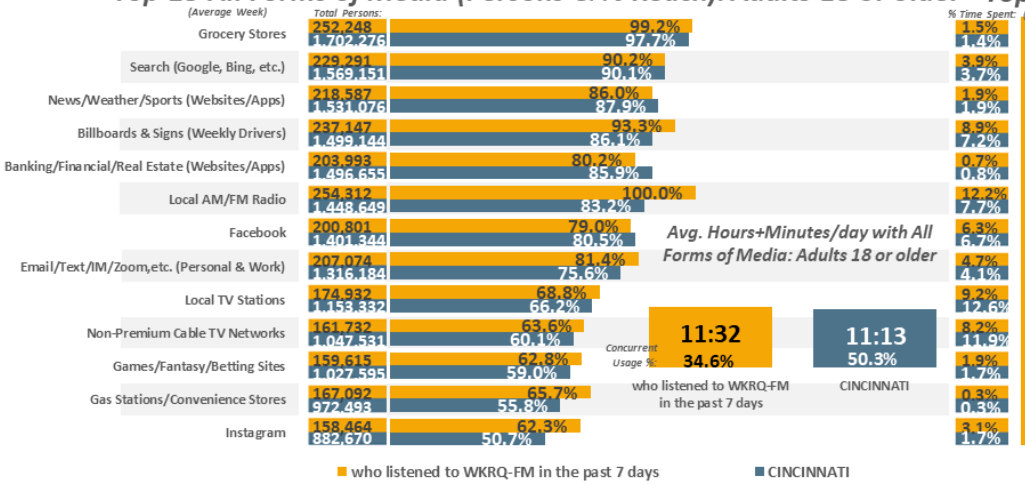
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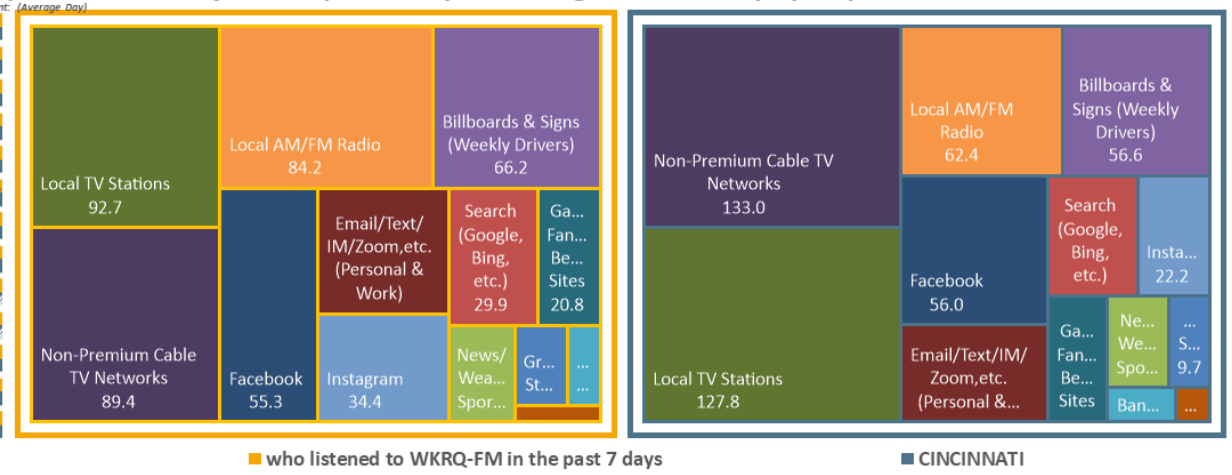
(Radio Stations: WKRQ-FM OR Radio Stations: WREW-FM OR Radio Stations: WUBE-FM OR Radio Stations: WYGY-FM)

Adults 18 or older who listened to WKRQ-FM in the past 7 days spend an average of 8 hours and 49 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 79.9 minutes/day. *(Local Radio delivers 15.1% of Time with Ad-Supported Media.)*

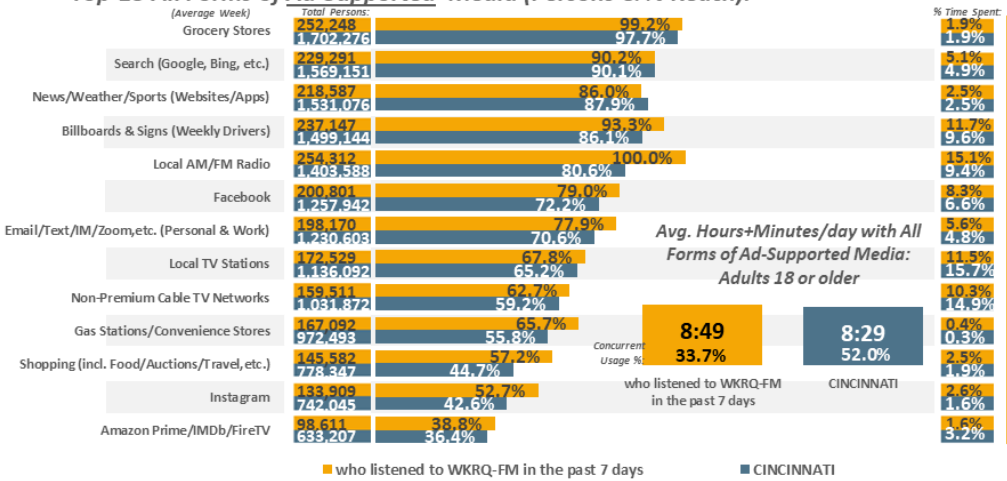
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



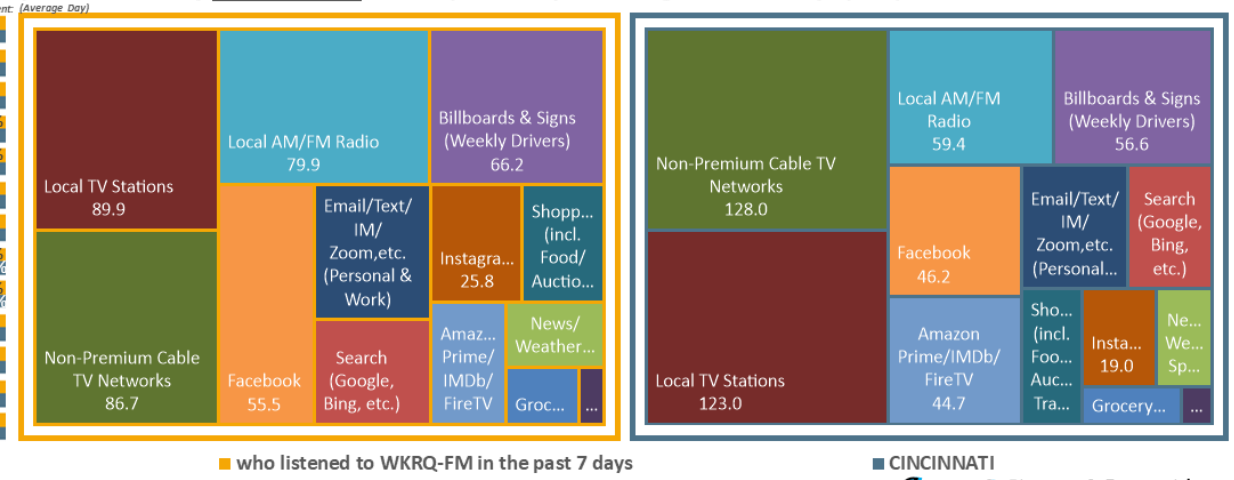
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 18 or older



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



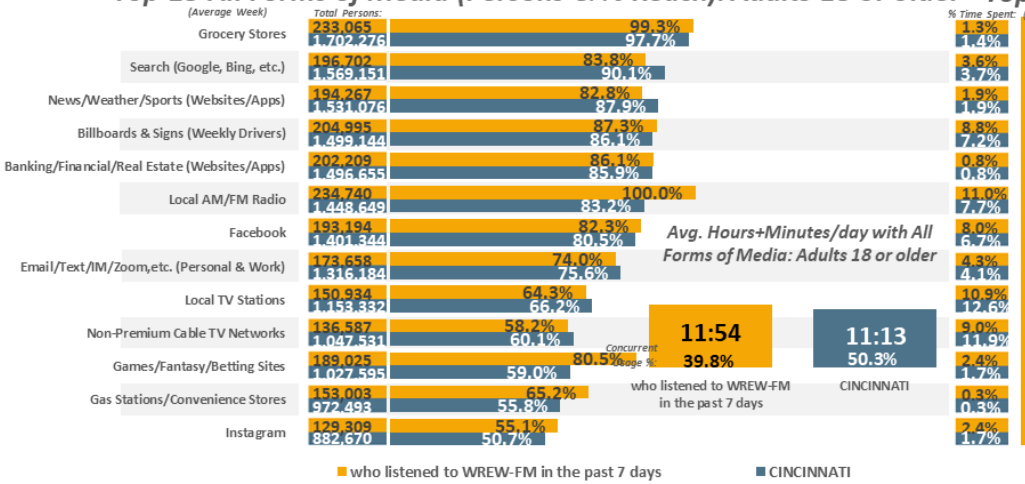
CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 276

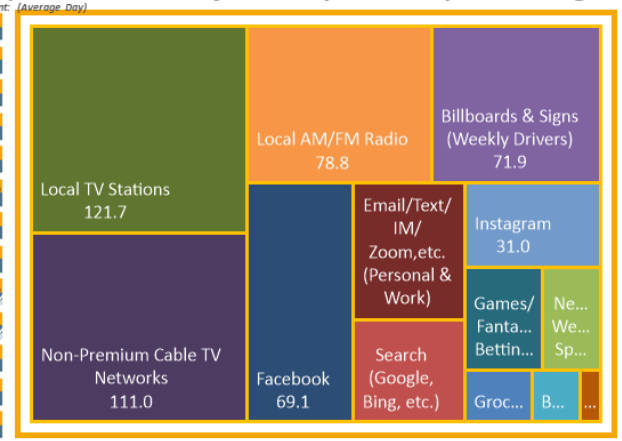
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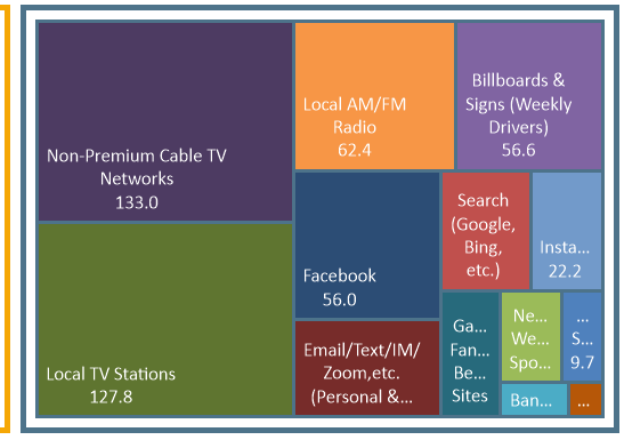
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Adults 18 or older who listened to WREW-FM in the past 7 days spend an average of 8 hours and 59 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 76.7 minutes/day. *(Local Radio delivers 14.2% of Time with Ad-Supported Media.)*

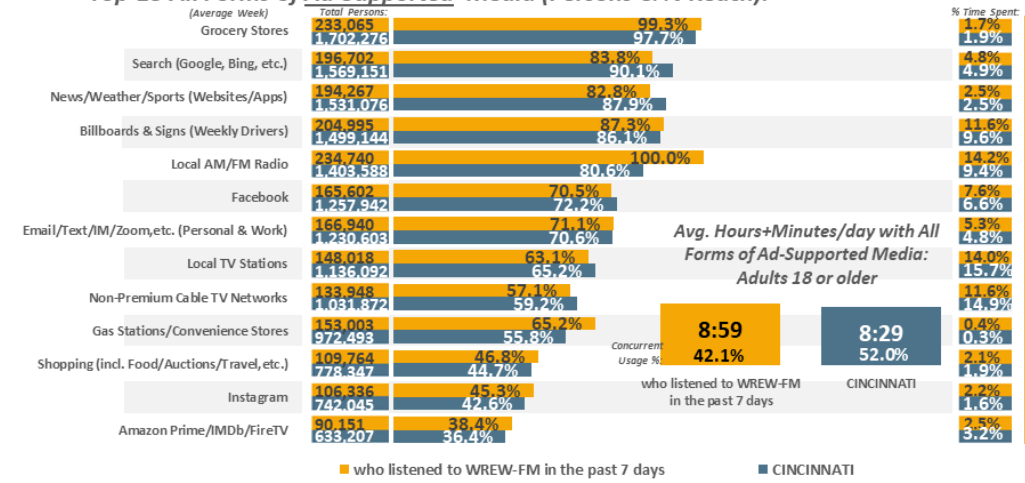
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older

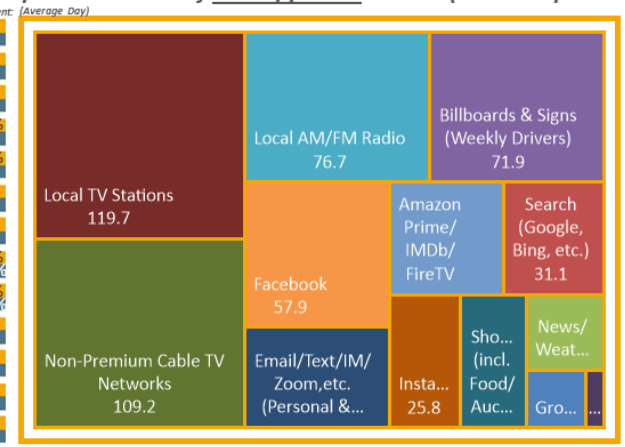


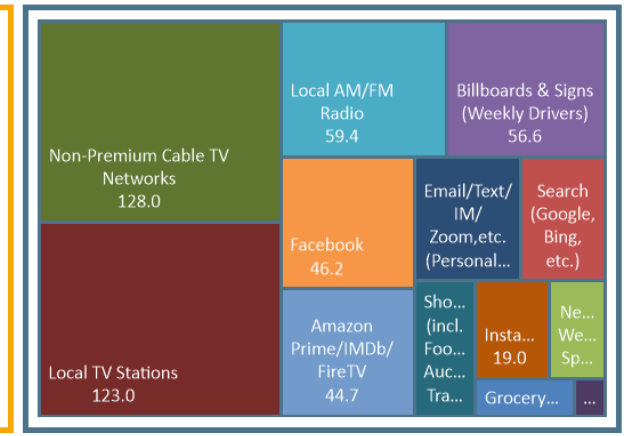




Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 18 or older







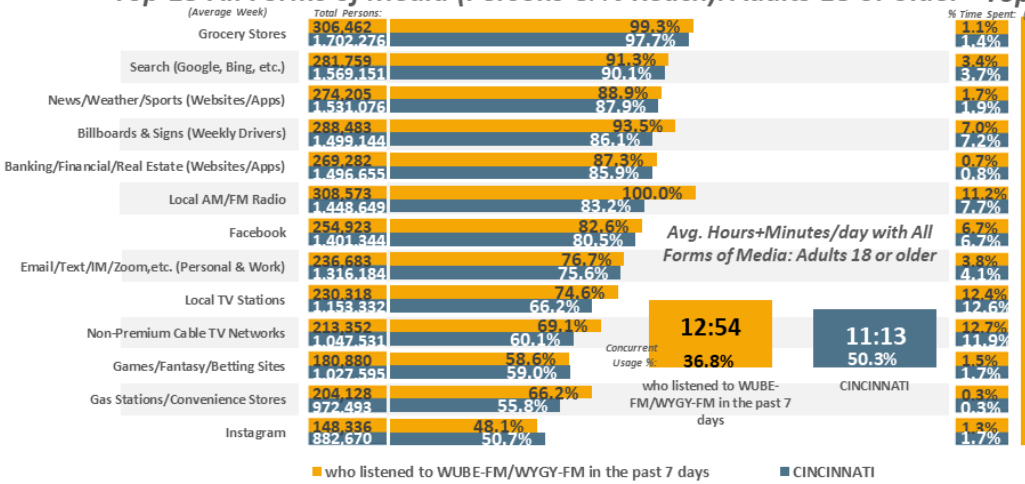
CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 229

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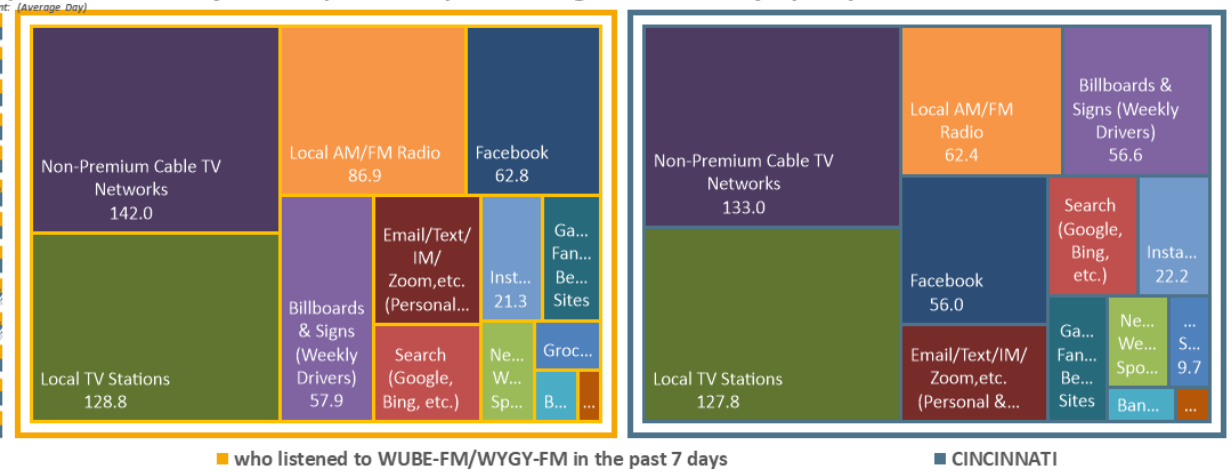
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Adults 18 or older who listened to WUBE-FM/WYGY-FM in the past 7 days spend an average of 10 hours and 3 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 82.9 minutes/day. *(Local Radio delivers 13.7% of Time with Ad-Supported Media.)*

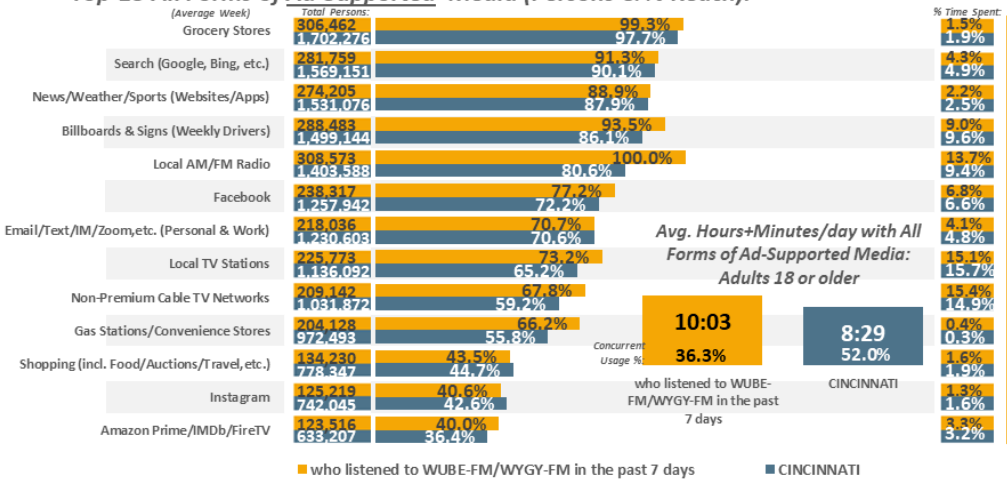
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



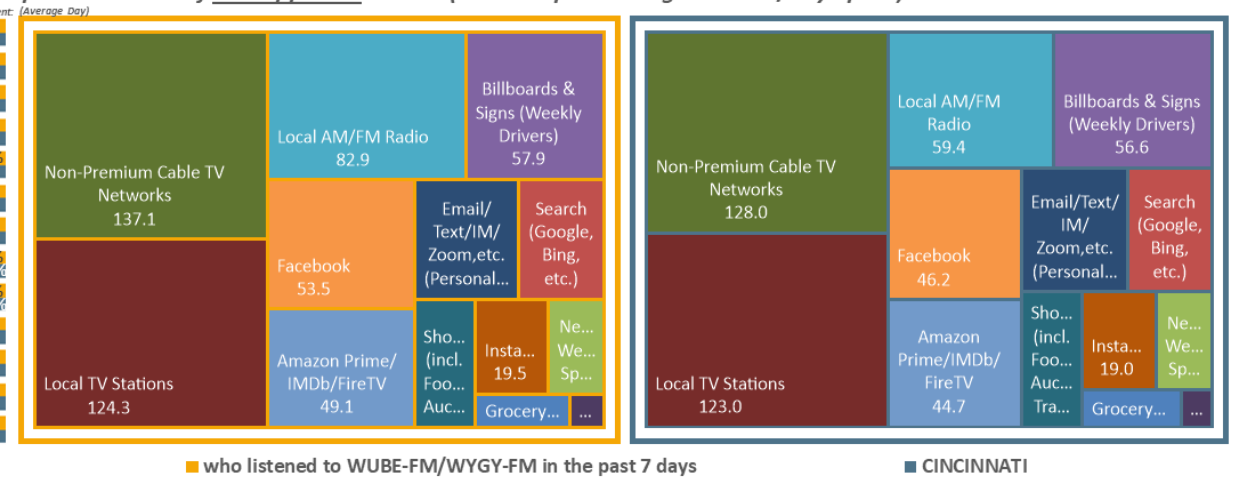
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 18 or older



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 322

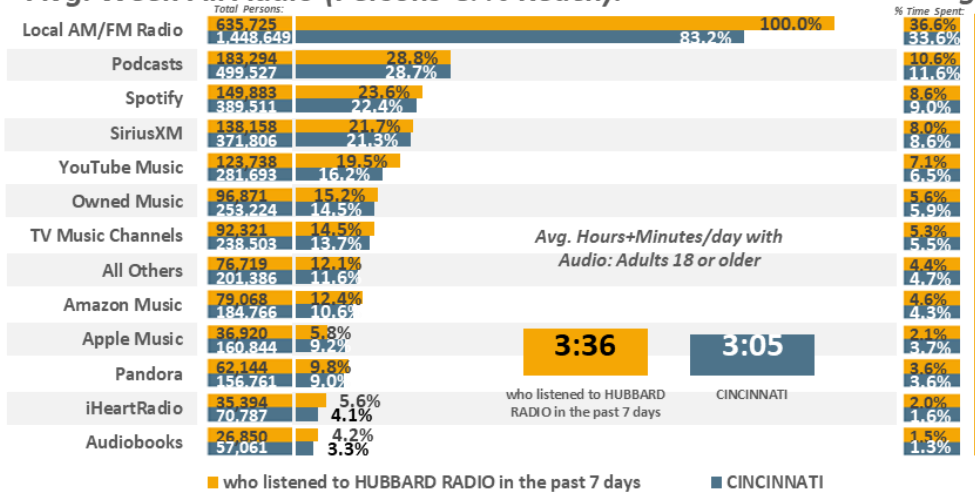
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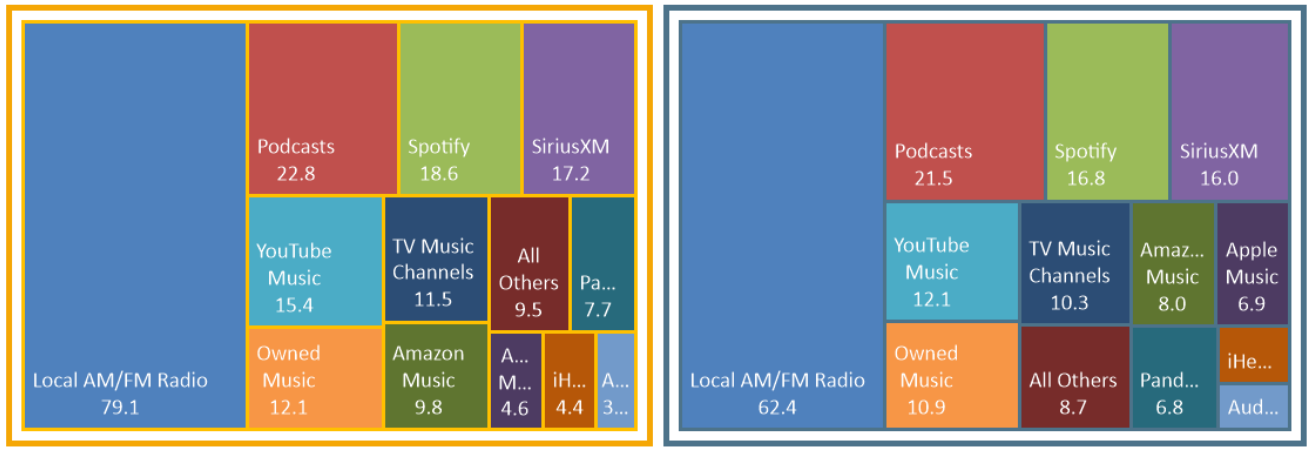
(Radio Stations: WUBE-FM OR Radio Stations: WYGY-FM)

635,725 or 100.% of Adults 18 or older who listened to HUBBARD RADIO in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 76.3 minutes every day representing 46.9% of all time spent daily with Ad-Supported Audio.

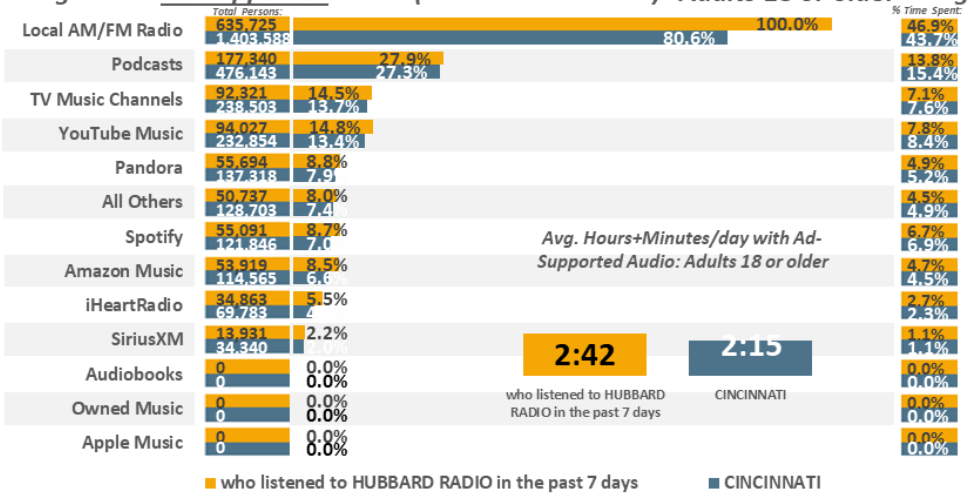
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



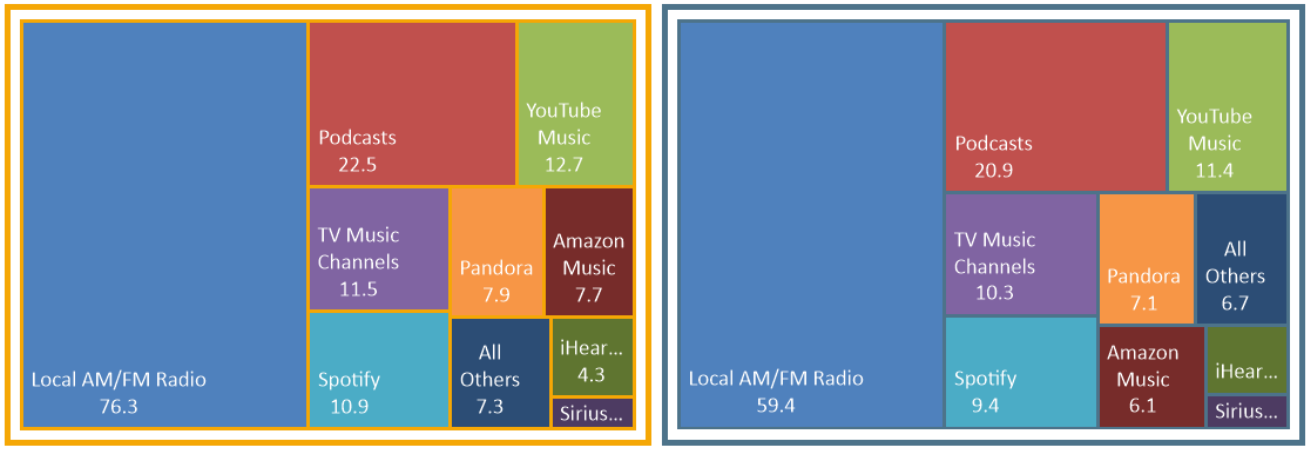
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 644

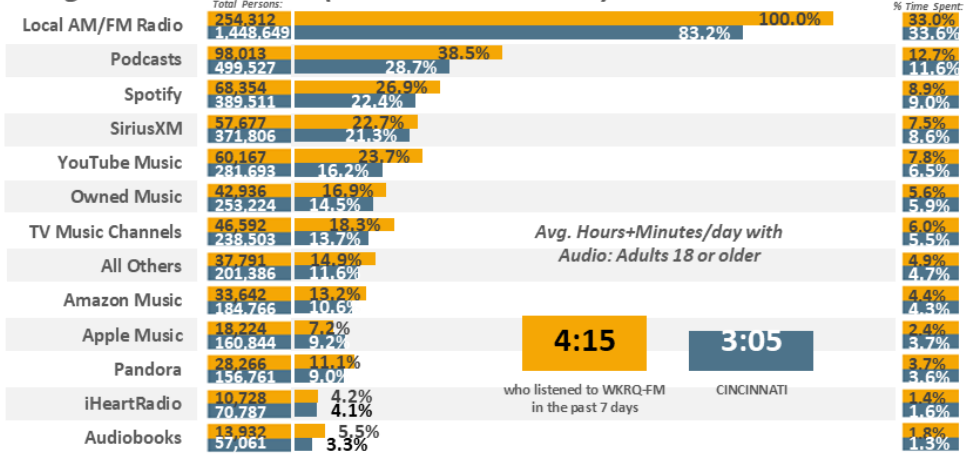
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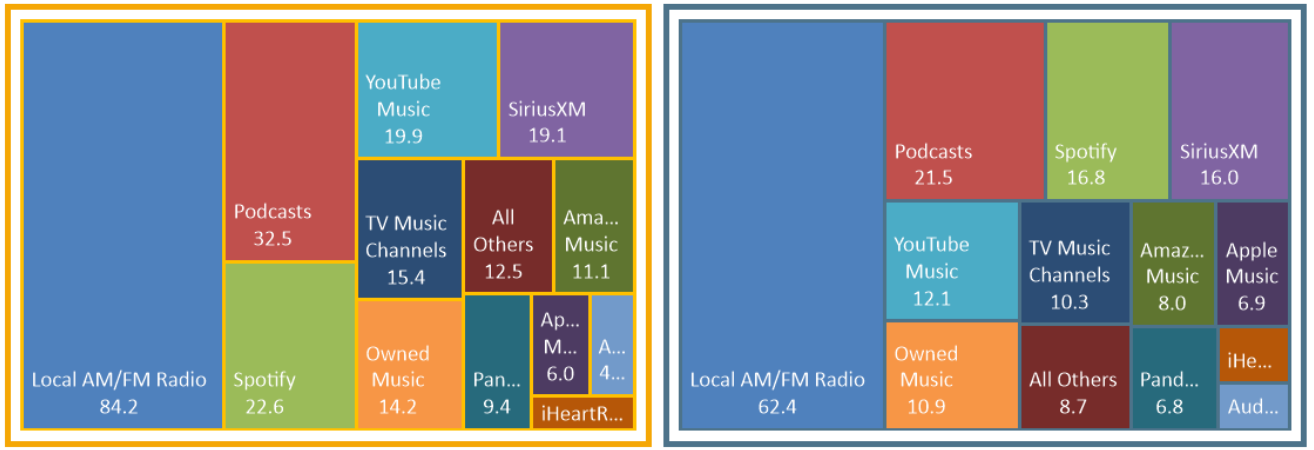
(Radio Stations: WKRQ-FM OR Radio Stations: WREW-FM OR Radio Stations: WUBE-FM OR Radio Stations: WYGY-FM)

254,312 or 100.% of Adults 18 or older who listened to WKRQ-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 79.9 minutes every day representing 44.% of all time spent daily with Ad-Supported Audio.

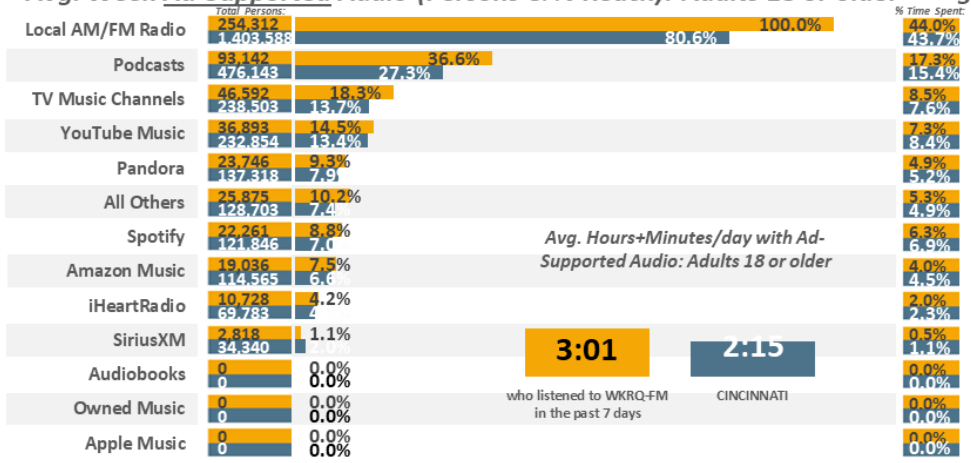
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



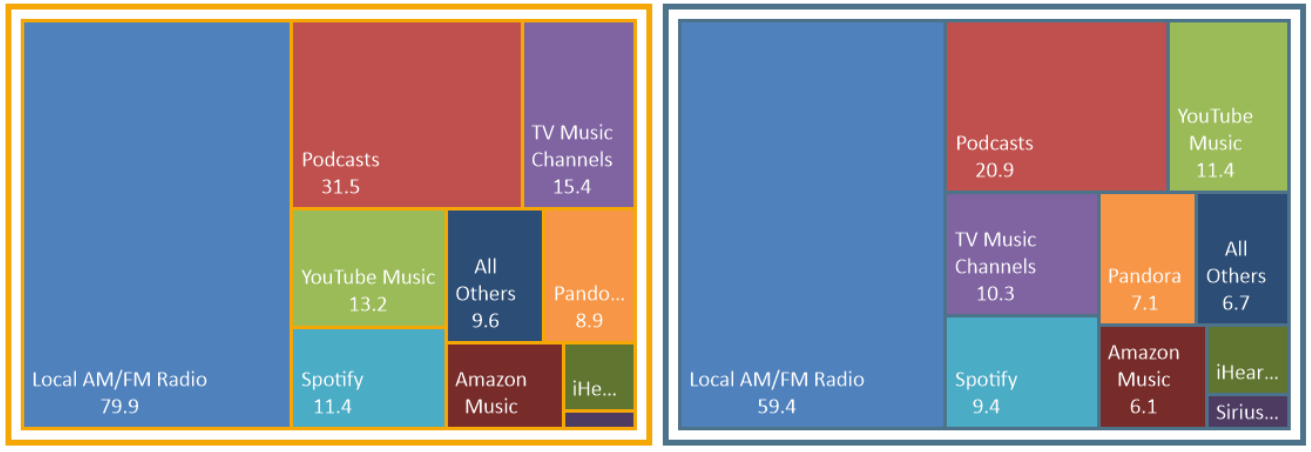
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



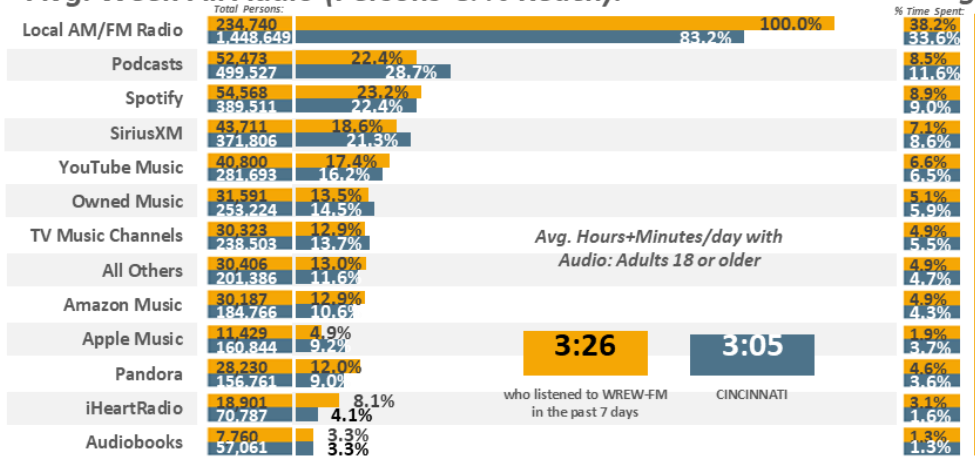
CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 276

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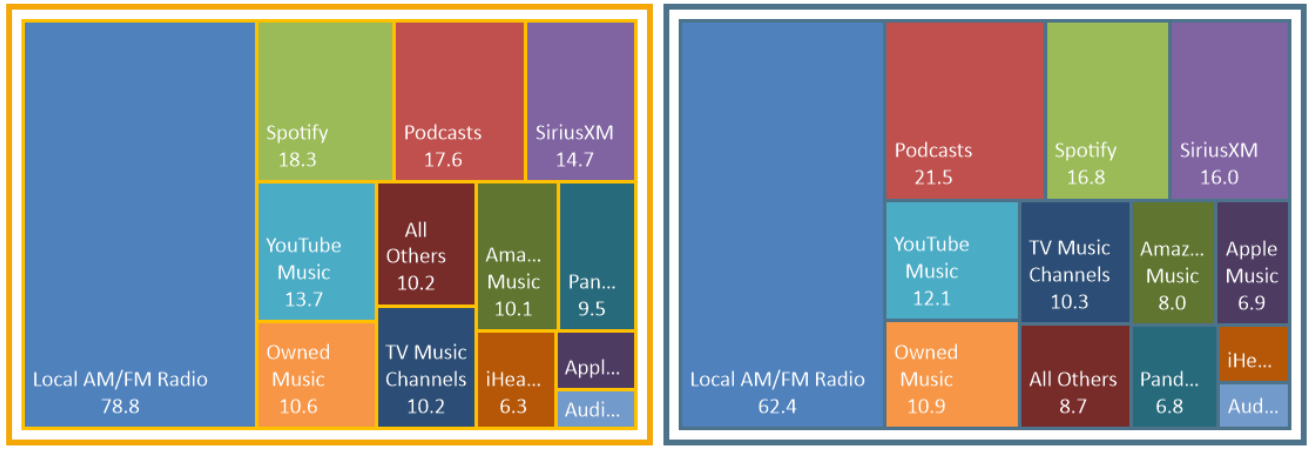
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234,740 or 100.% of Adults 18 or older who listened to WREW-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 76.7 minutes every day representing 47.2% of all time spent daily with Ad-Supported Audio.

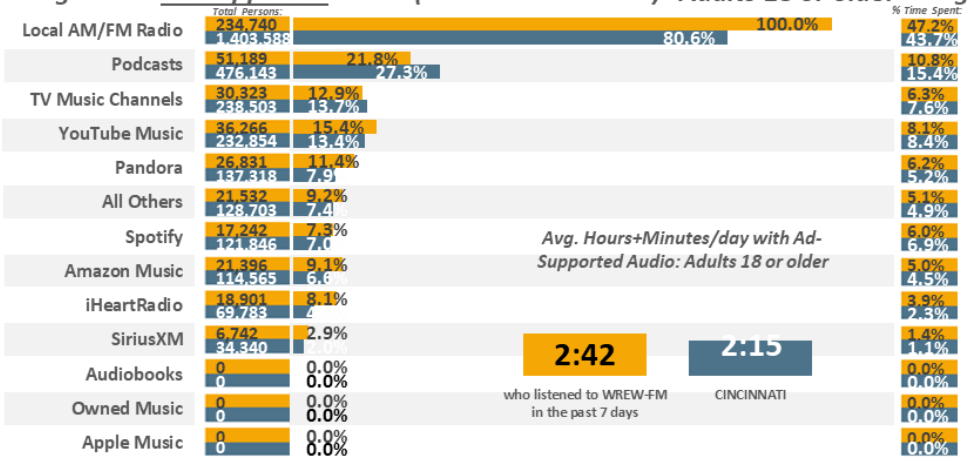
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



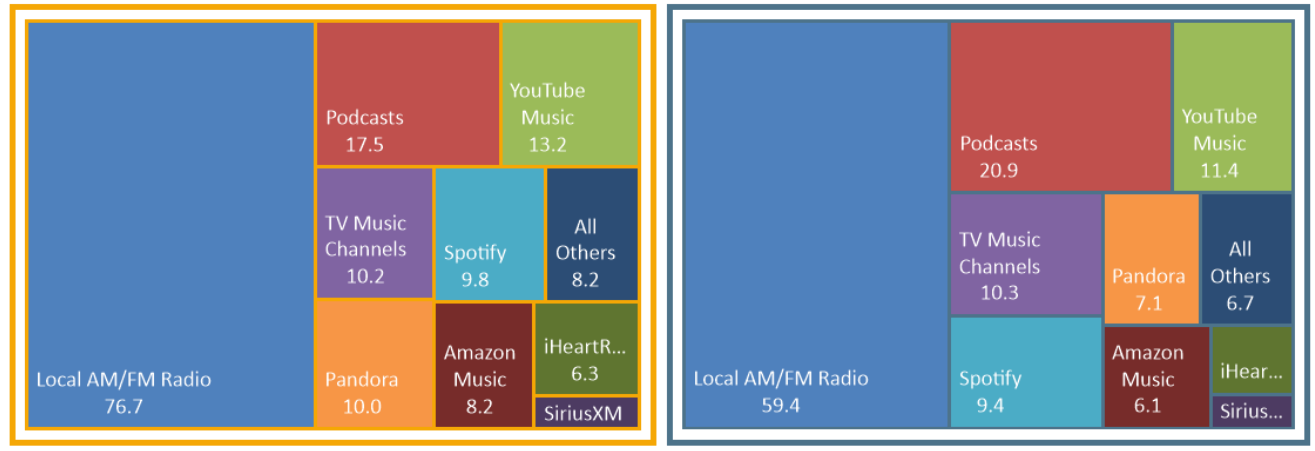
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 229

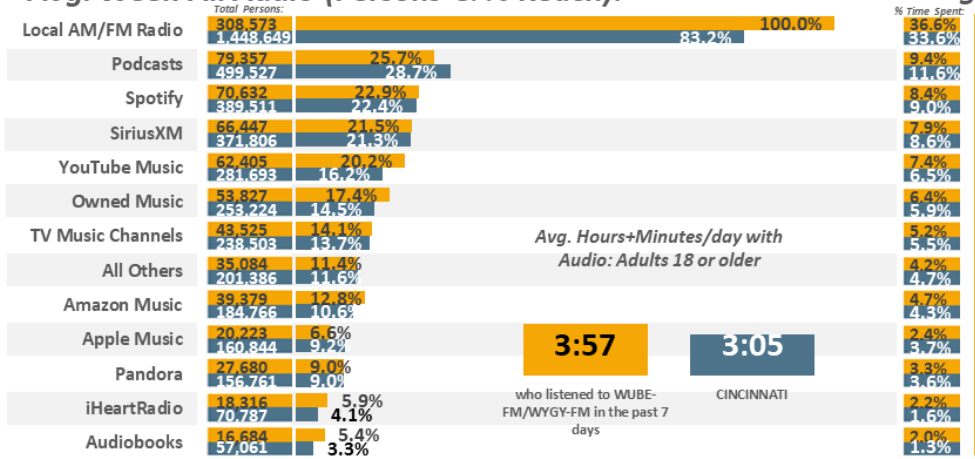
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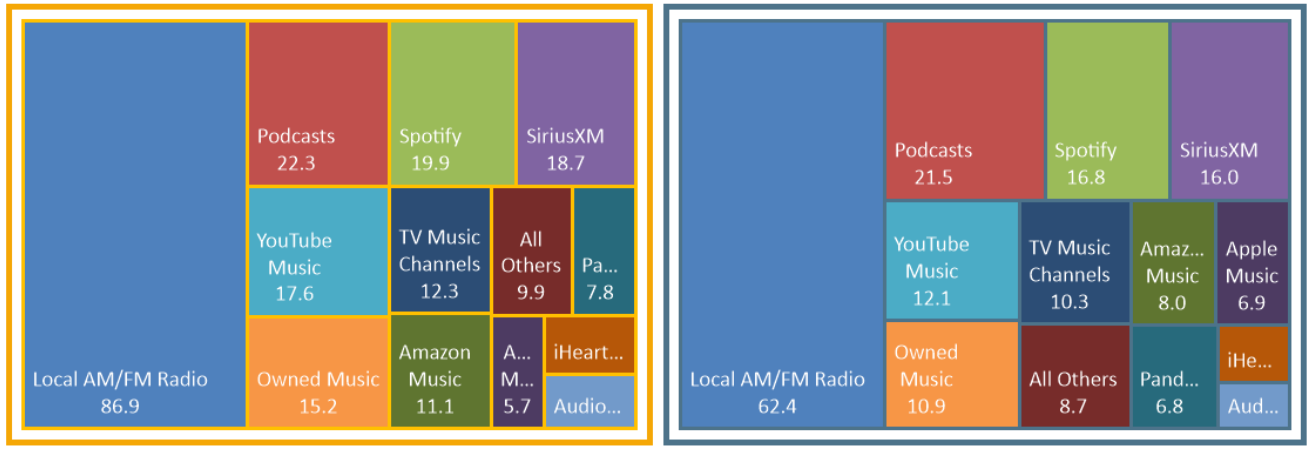
Radio Stations: WREW-FM

308,573 or 100.% of Adults 18 or older who listened to WUBE-FM/WYGY-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 82.9 minutes every day representing 46.6% of all time spent daily with Ad-Supported Audio.

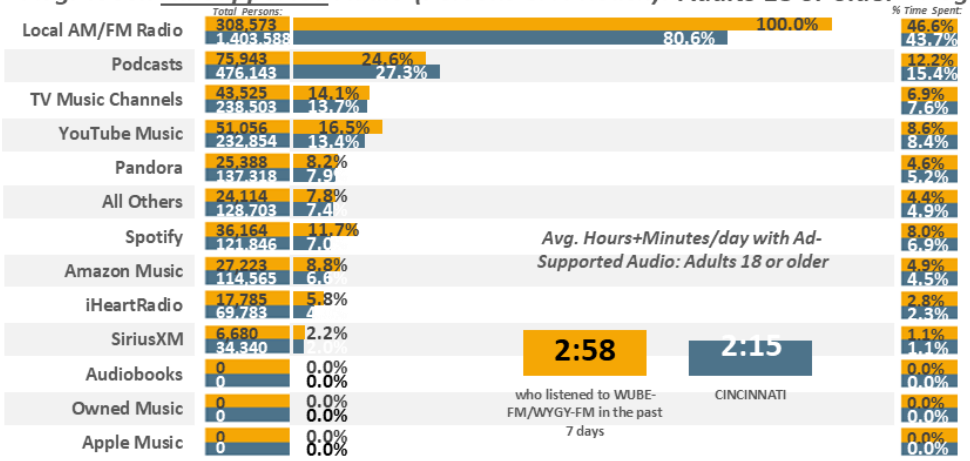
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



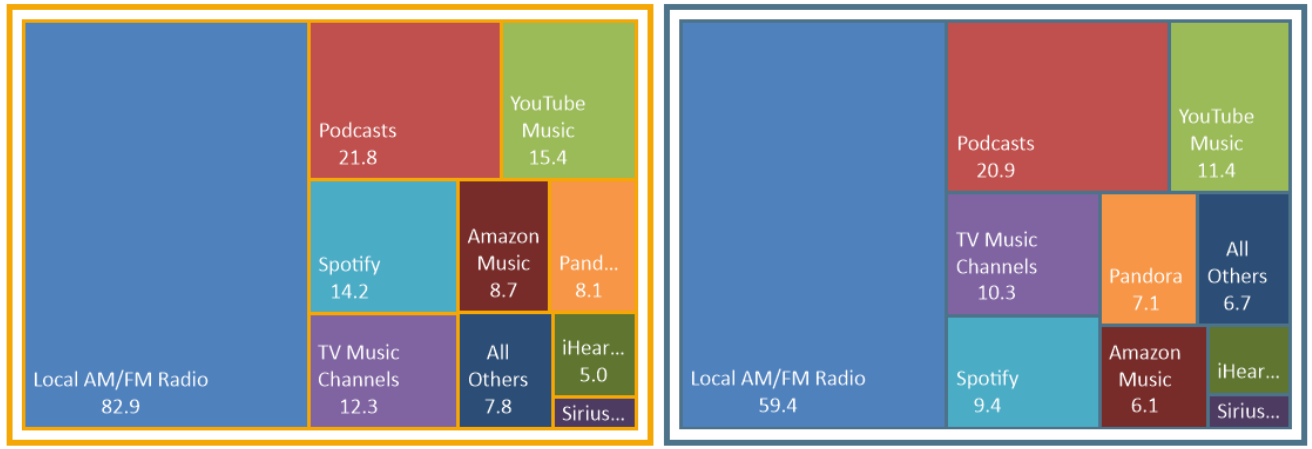
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



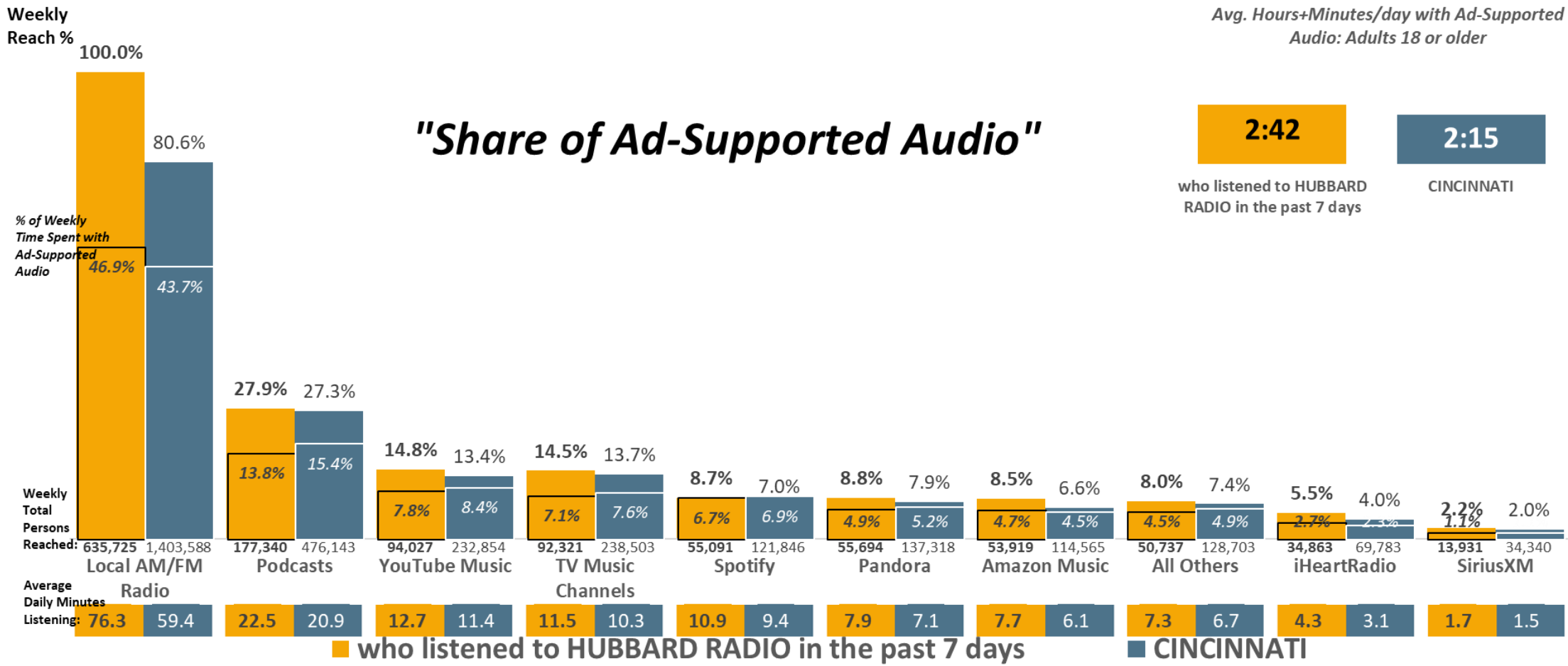
CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 322

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(Radio Stations: WUBE-FM OR Radio Stations: WYGY-FM)

635,725 or 100.% of Adults 18 or older who listened to HUBBARD RADIO in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 76.3 minutes every day representing 46.9% of all time spent daily with Ad-Supported Audio.



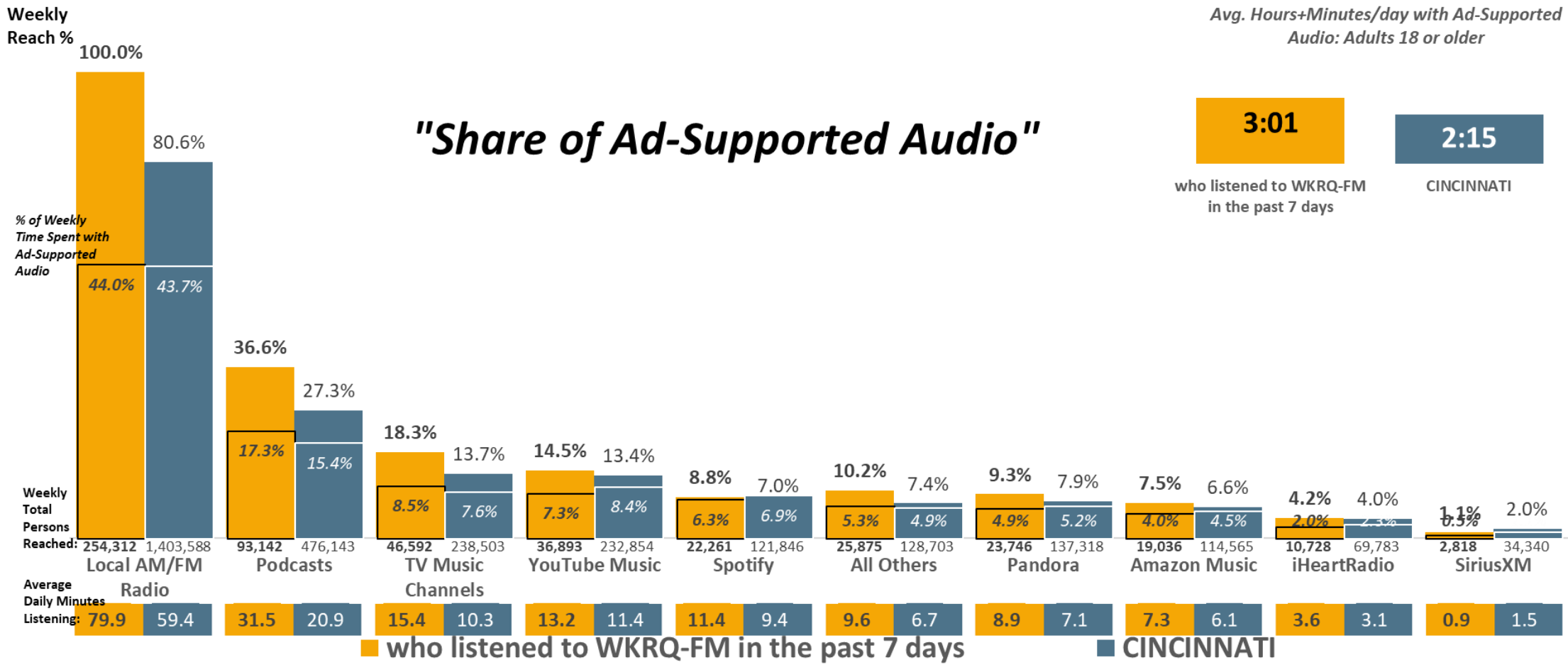
CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 644 CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,716

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(Radio Stations: WKRQ-FM OR Radio Stations: WREW-FM OR Radio Stations: WUBE-FM OR Radio Stations: WYGY-FM)

254,312 or 100.% of Adults 18 or older who listened to WKRQ-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 79.9 minutes every day representing 44.% of all time spent daily with Ad-Supported Audio.



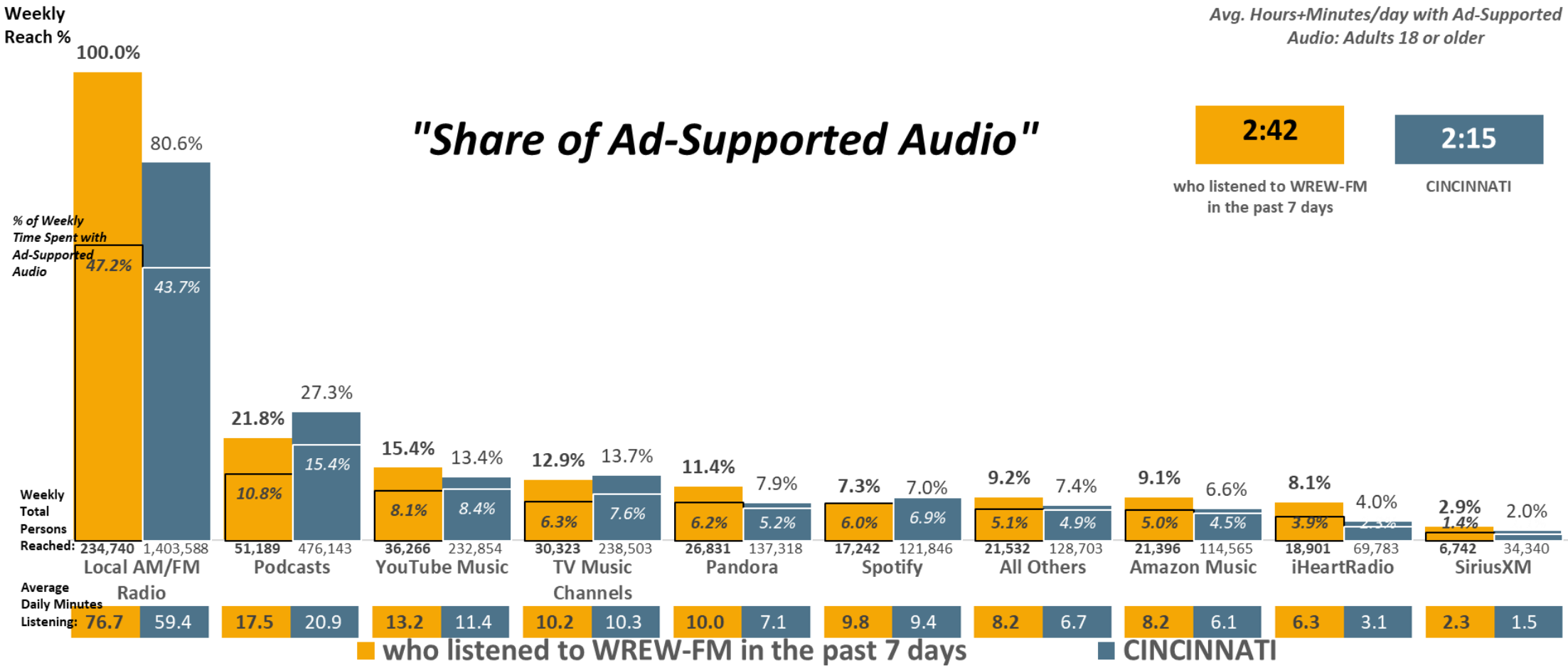
CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 276 CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,716

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Radio Stations: WKRQ-FM

234,740 or 100.% of Adults 18 or older who listened to WREW-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 76.7 minutes every day representing 47.2% of all time spent daily with Ad-Supported Audio.



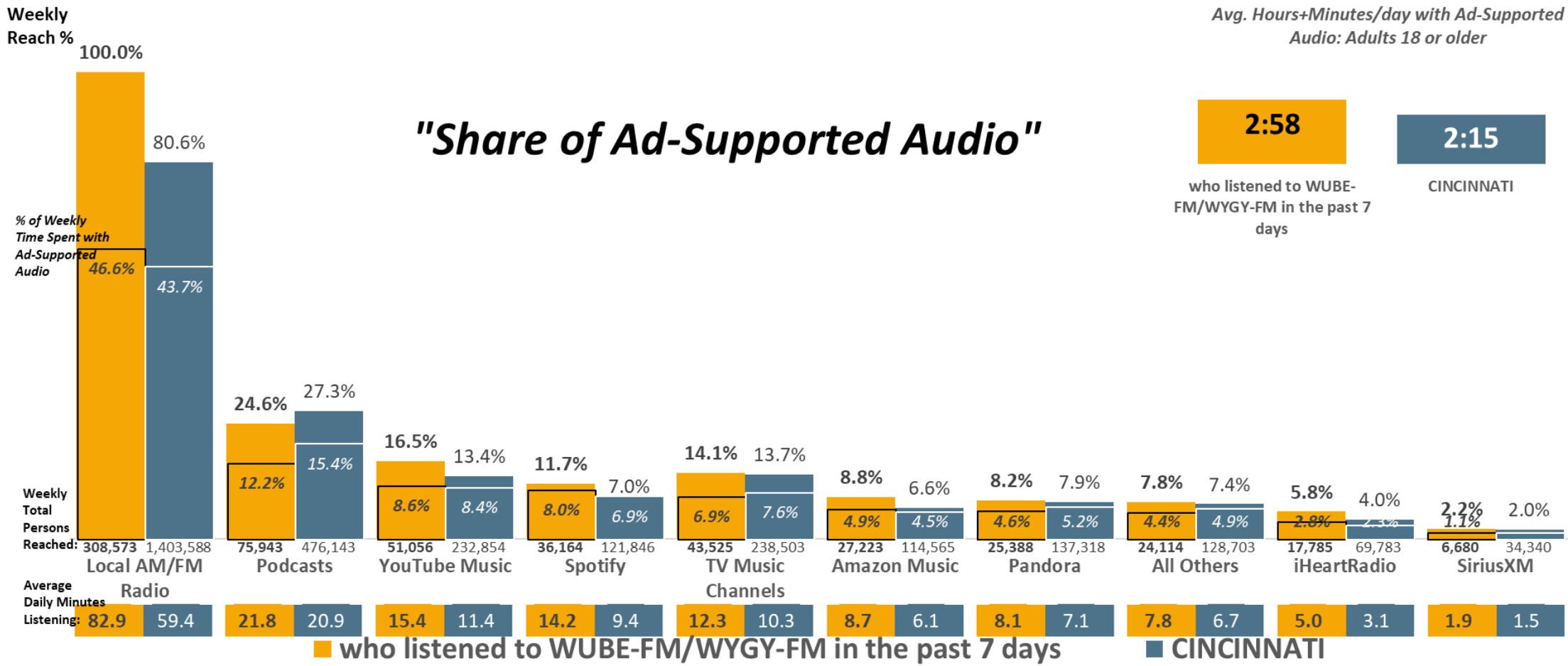
CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 229 CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,716

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Radio Stations: WREW-FM

308,573 or 100.% of Adults 18 or older who listened to WUBE-FM/WYGY-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 82.9 minutes every day representing 46.6% of all time spent daily with Ad-Supported Audio.



CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 322 CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,716

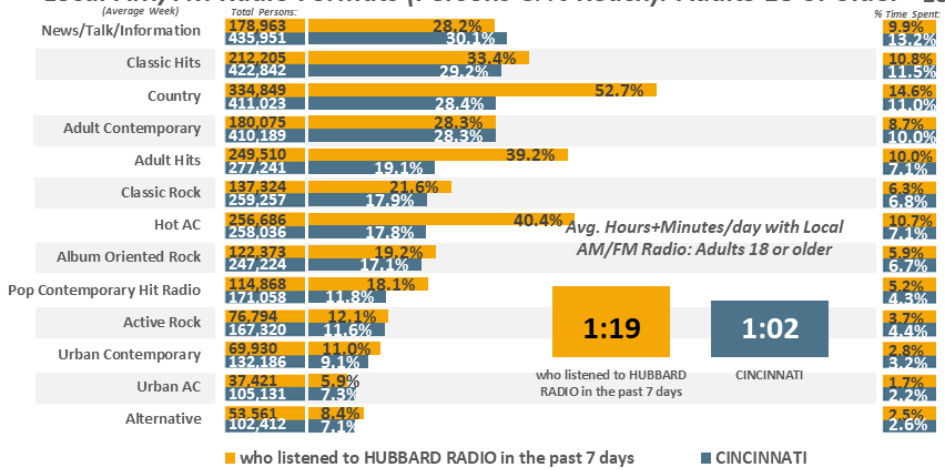
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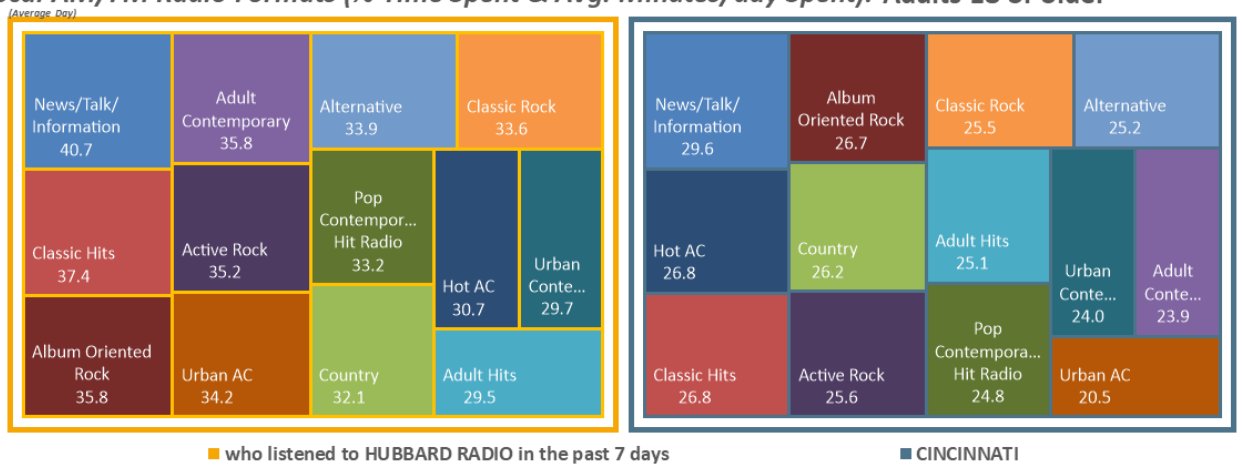
(Radio Stations: WUBE-FM OR Radio Stations: WYGY-FM)

635,725 or 100.% of Adults 18 or older who listened to HUBBARD RADIO in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, Hot AC, Adult Hits, Classic Hits, and Adult Contemporary.

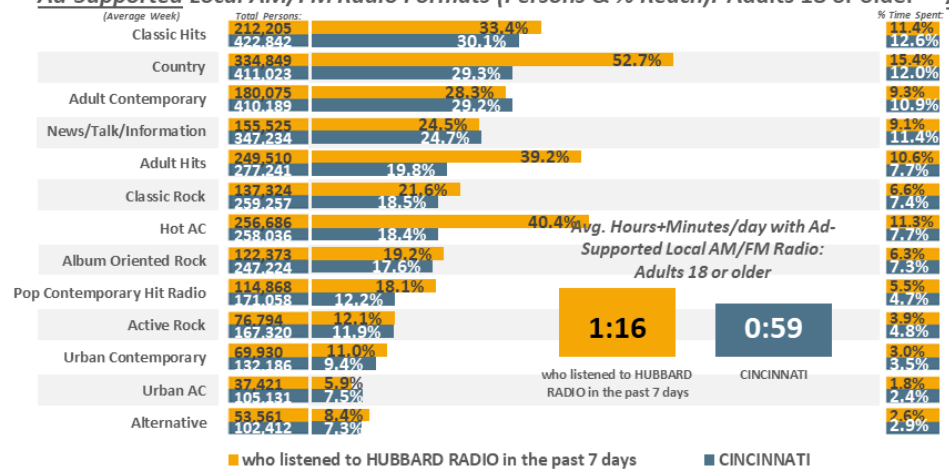
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



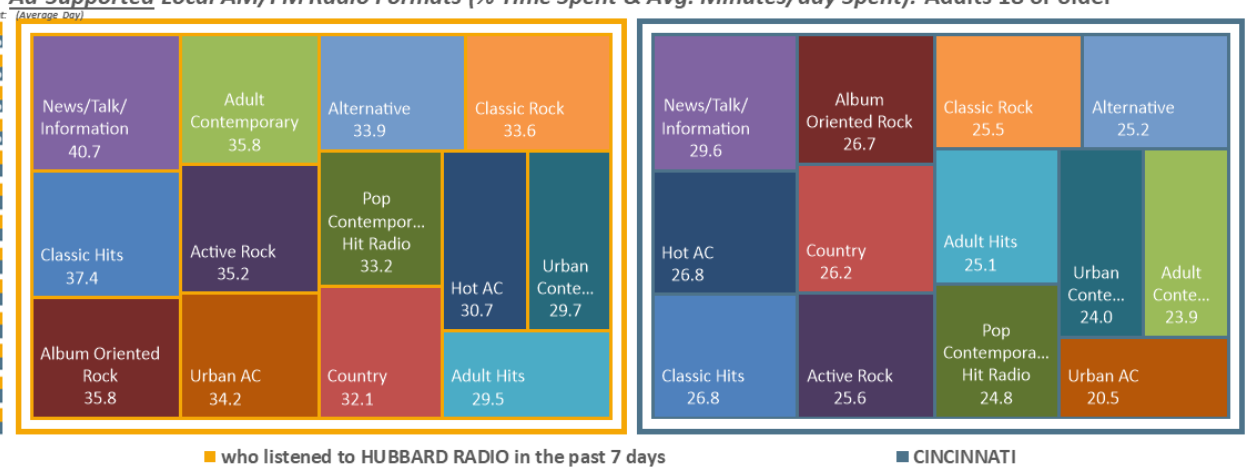
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 644

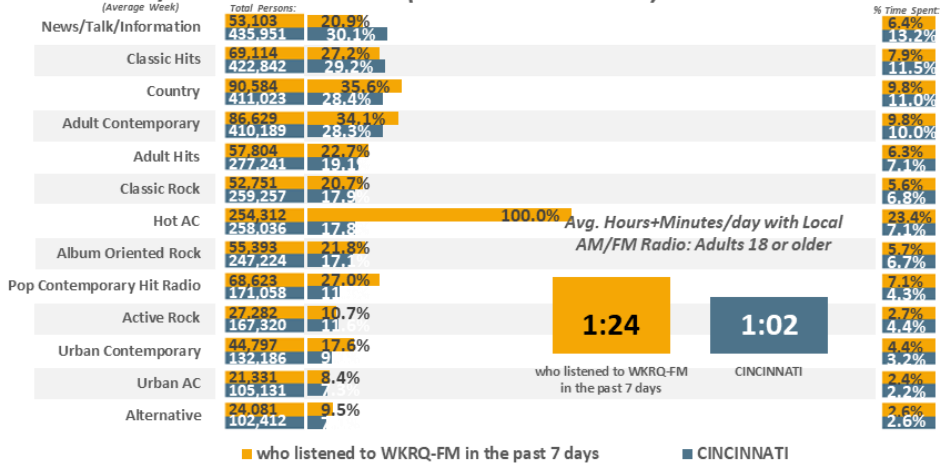
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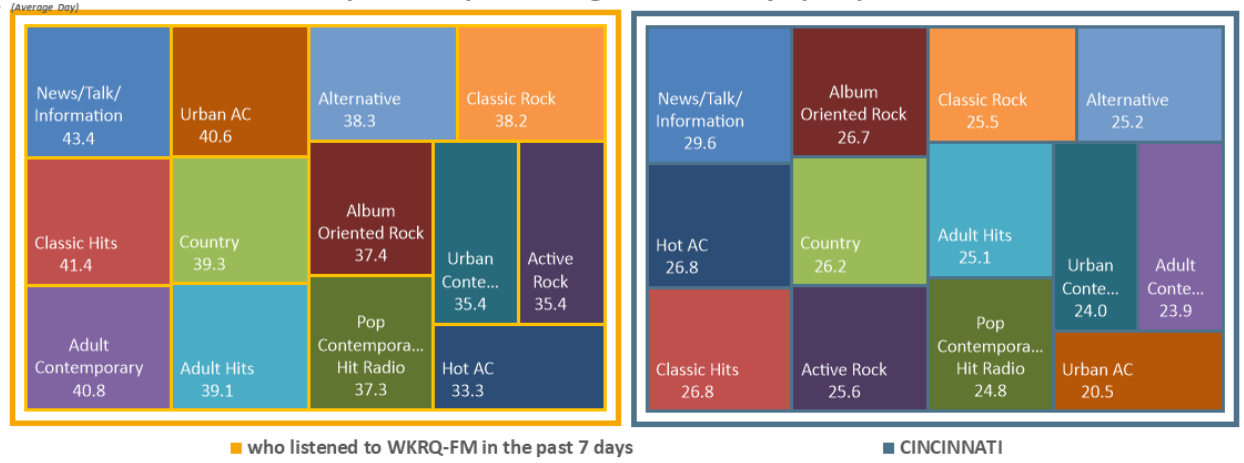
(Radio Stations: WKRQ-FM OR Radio Stations: WREW-FM OR Radio Stations: WUBE-FM OR Radio Stations: WYGY-FM)

254,312 or 100.% of Adults 18 or older who listened to WKRQ-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Hot AC, Country, Adult Contemporary, Classic Hits, and Pop Contemporary Hit Radio.

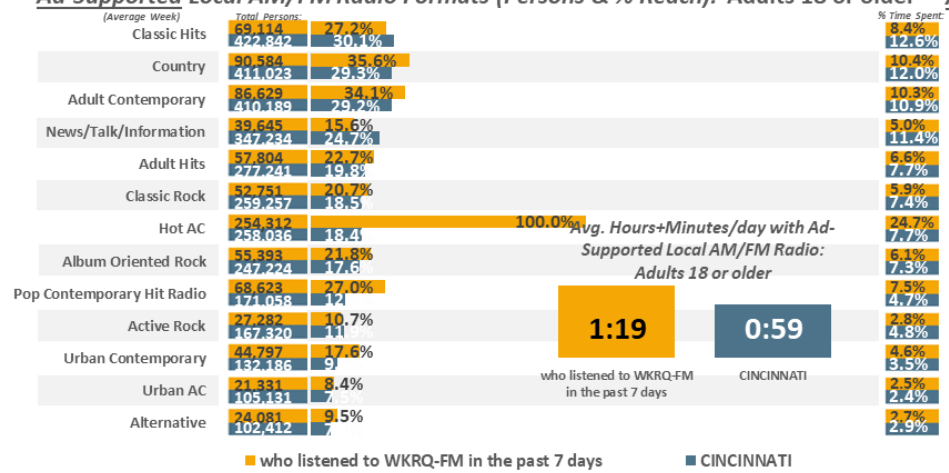
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



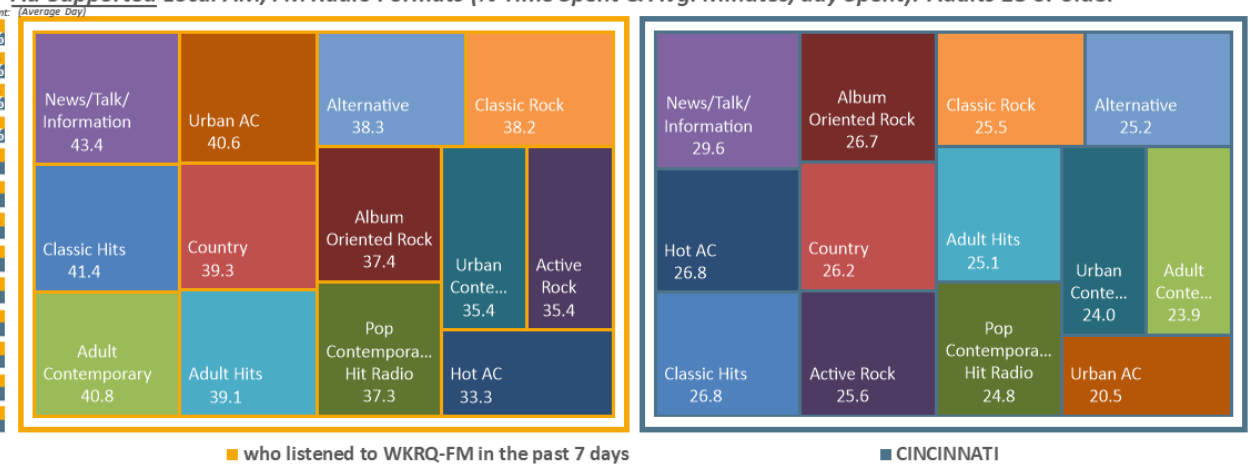
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



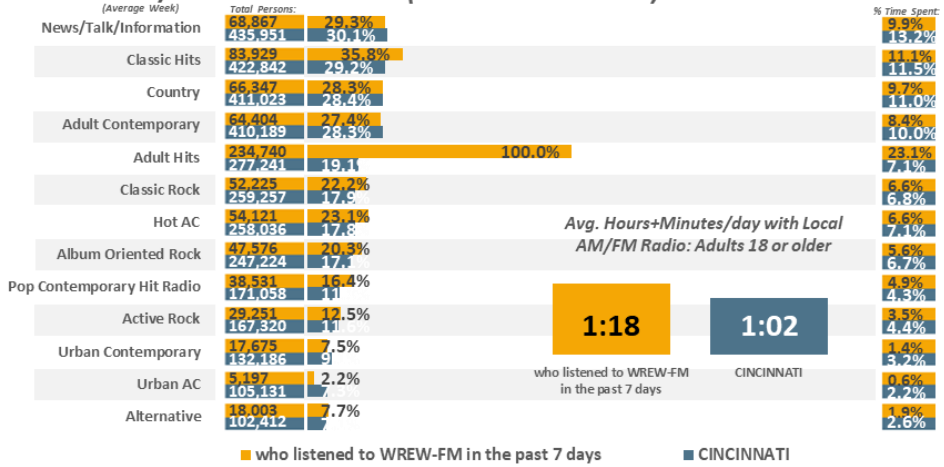
CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 276

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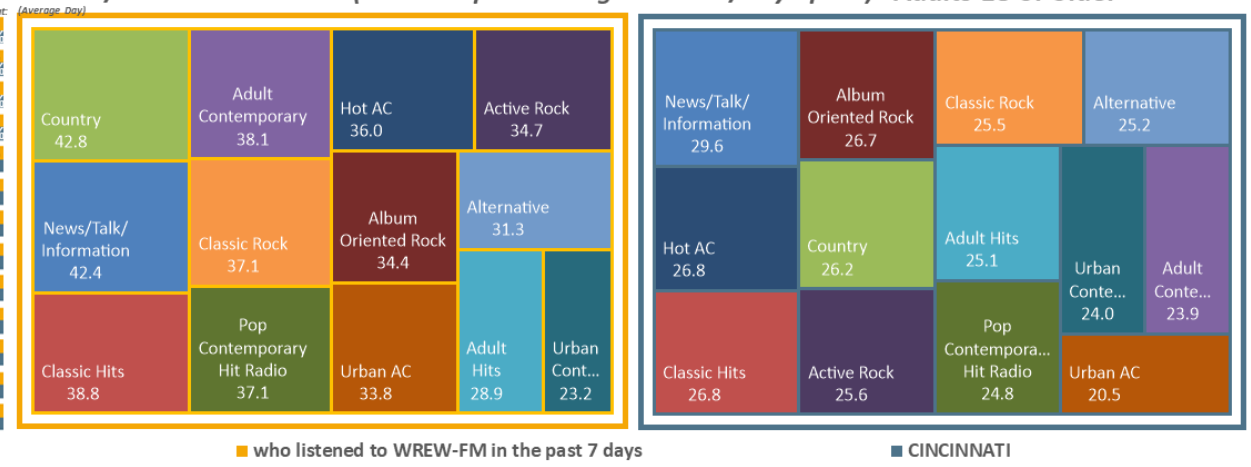
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234,740 or 100.% of Adults 18 or older who listened to WREW-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Hits, Classic Hits, Country, Adult Contemporary, and News/Talk/Information.

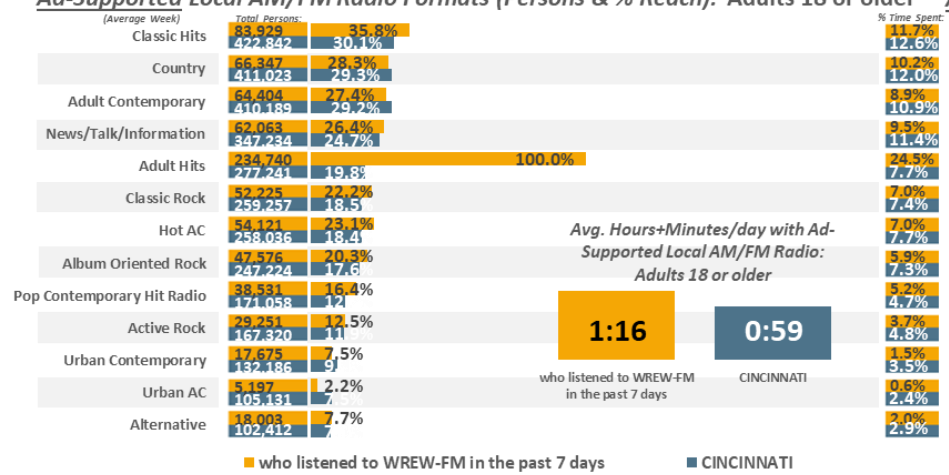
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



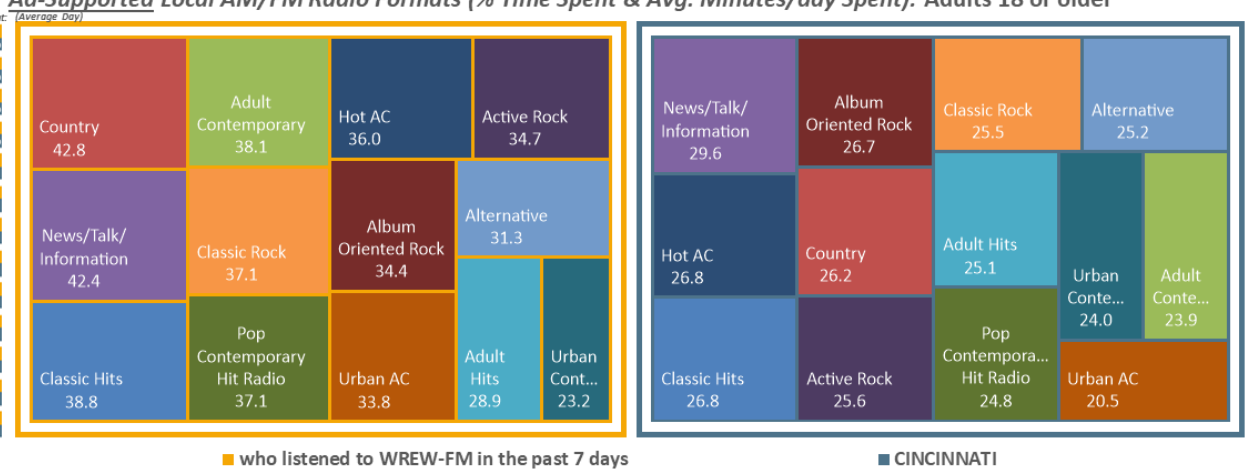
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



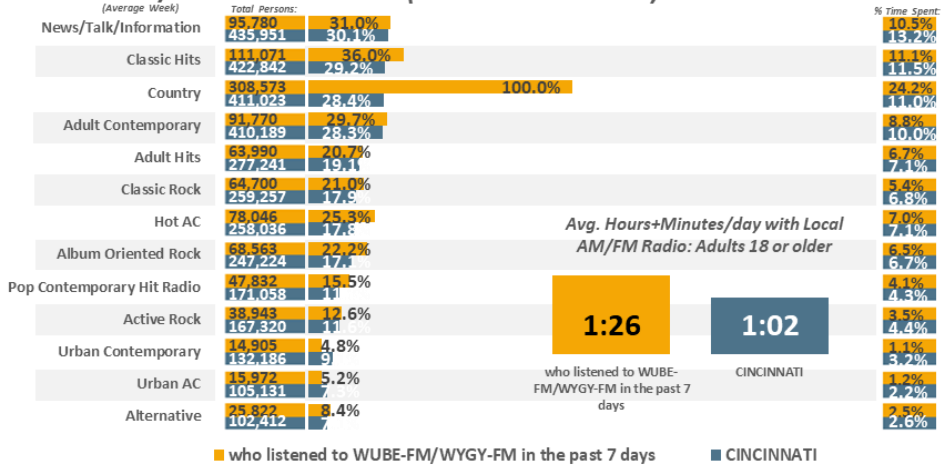
CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 229

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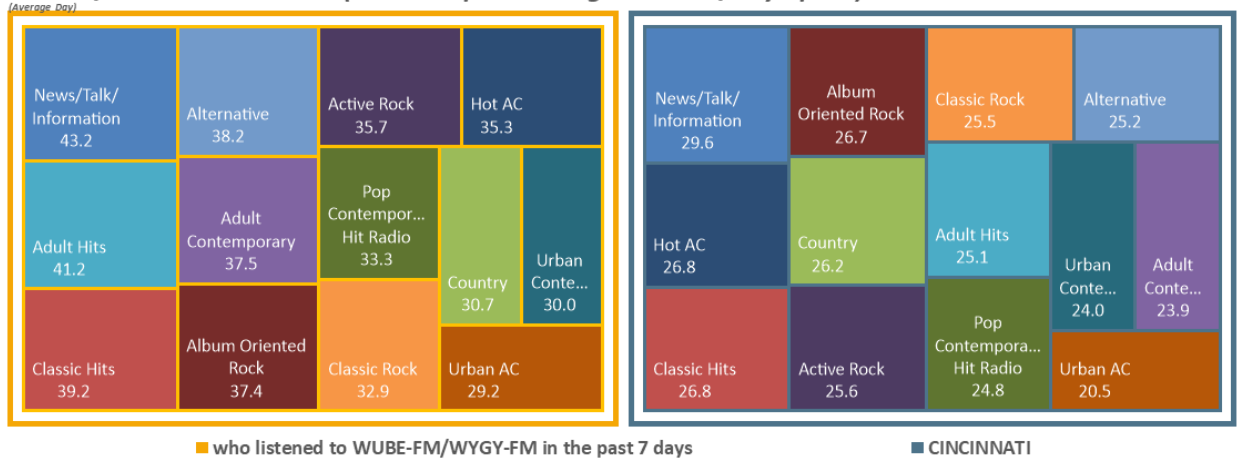
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308,573 or 100.% of Adults 18 or older who listened to WUBE-FM/WYGY-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, Classic Hits, Adult Contemporary, News/Talk/Information, and Hot AC.

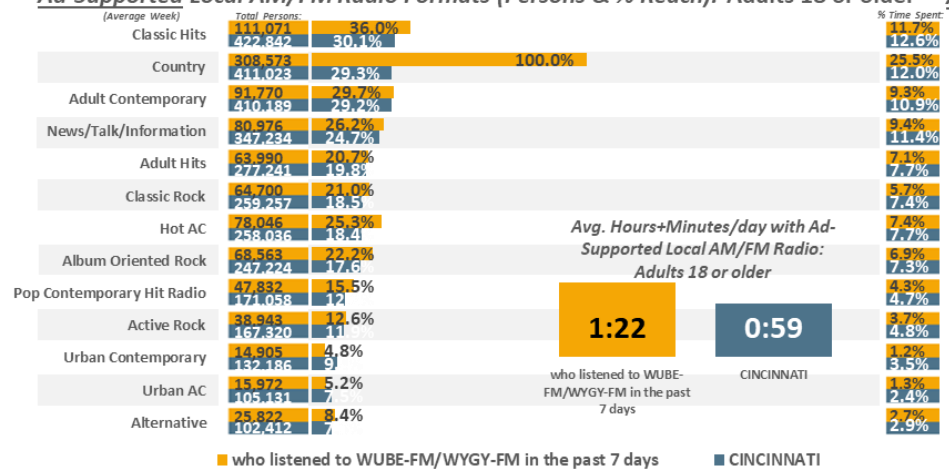
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



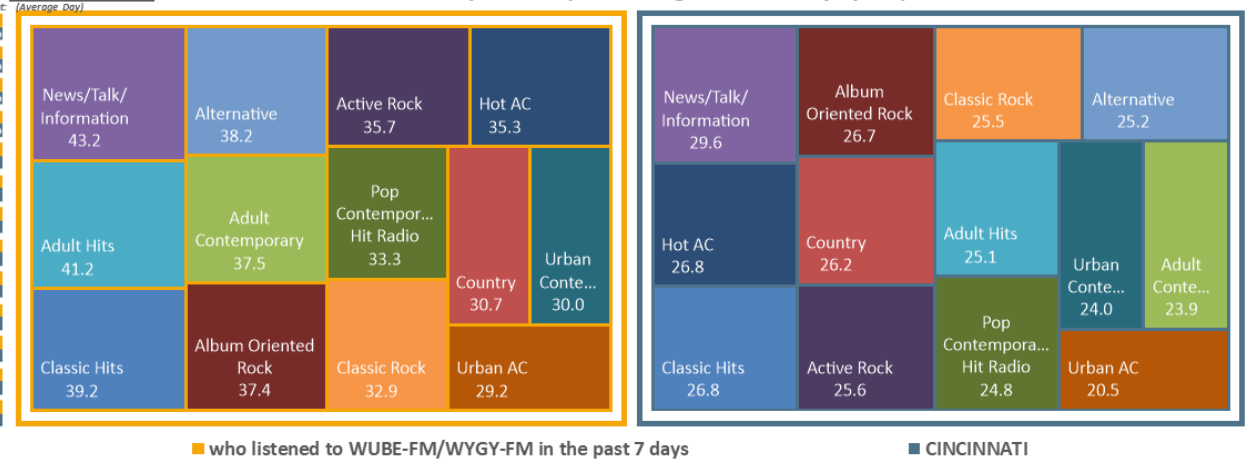
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 322

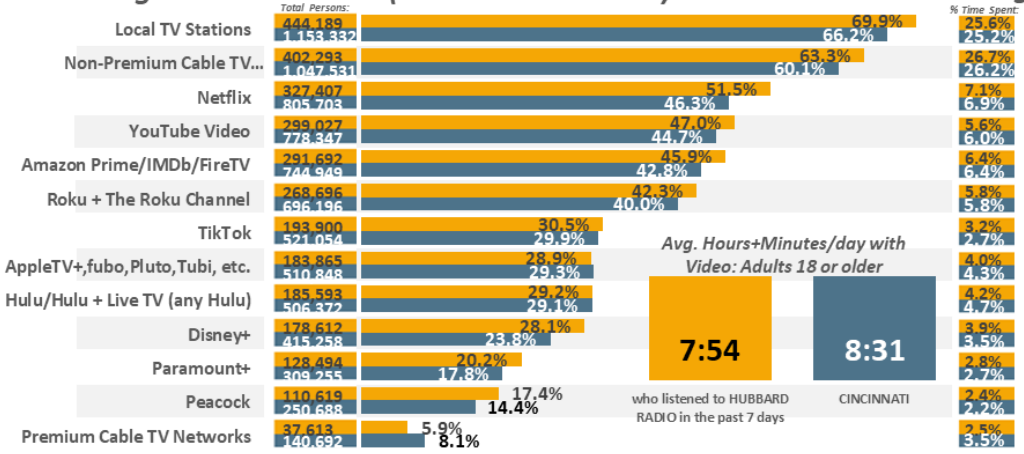
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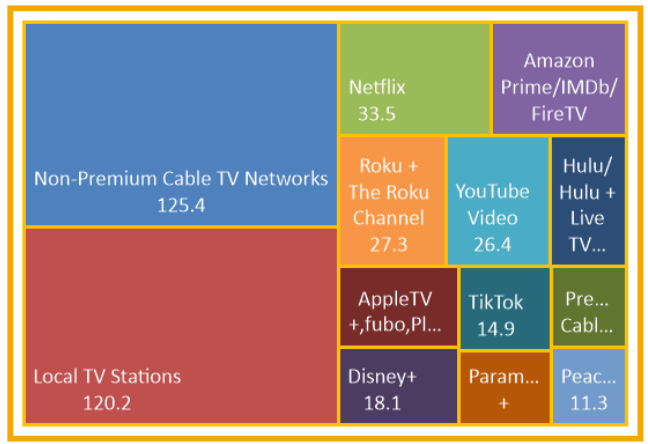
(Radio Stations: WUBE-FM OR Radio Stations: WYGY-FM)

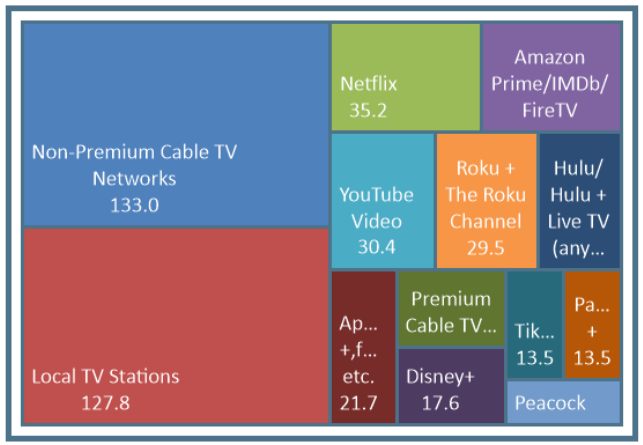
436,974 or 68.7% of Adults 18 or older who listened to HUBBARD RADIO in the past 7 days watch Ad-Supported Local TV Stations for an average of 116.4 minutes every day representing 30.6% of all time spent daily with Ad-Supported Video.

Avg. Week All Video (Persons & % Reach): Adults 18 or older

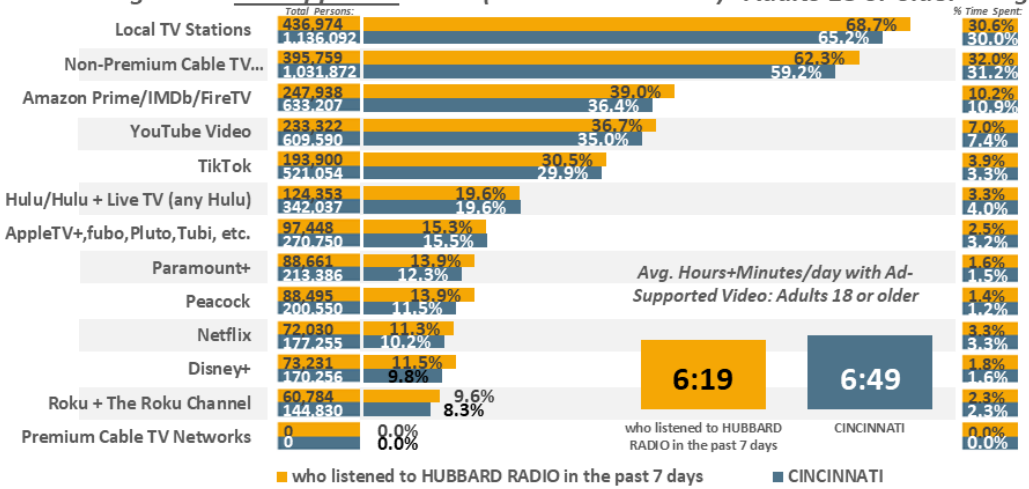


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

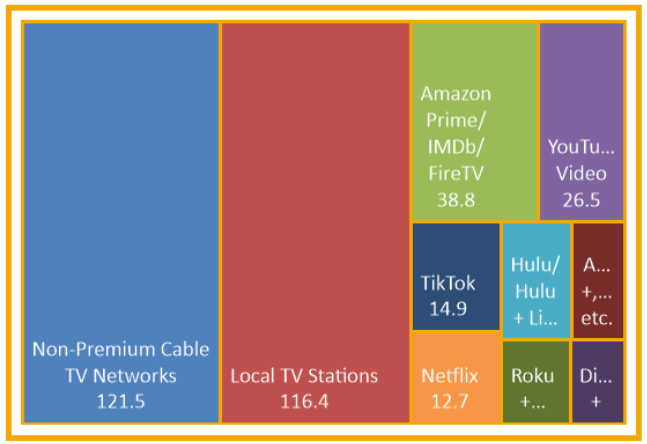


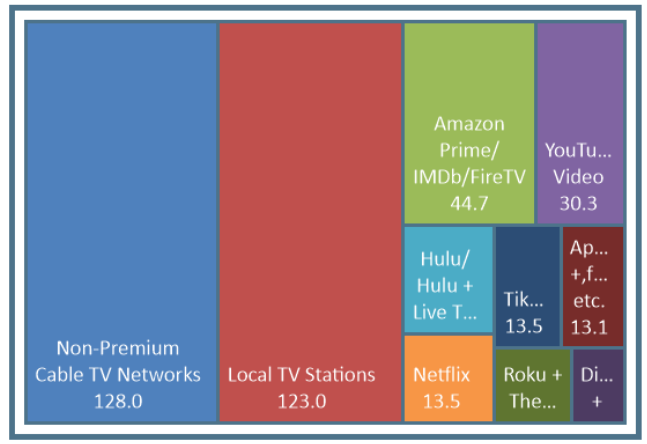


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older





CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 644

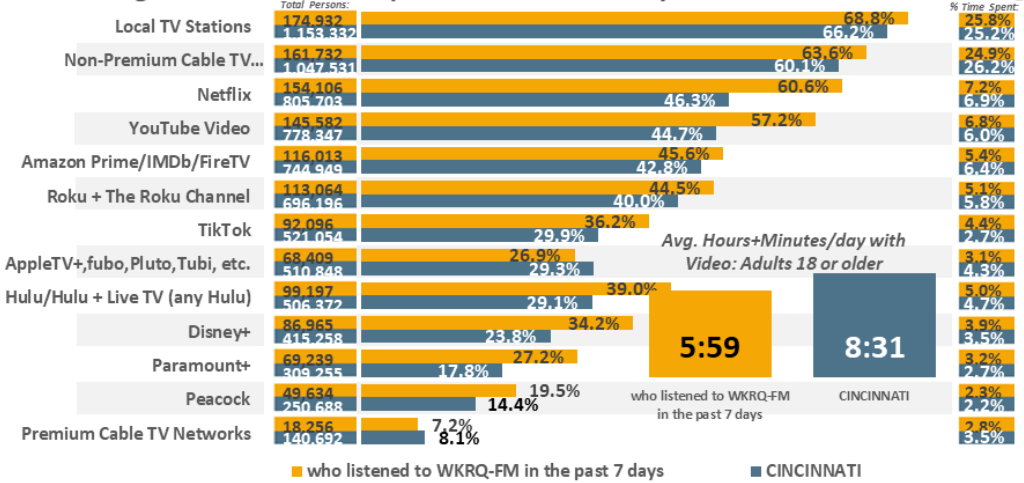
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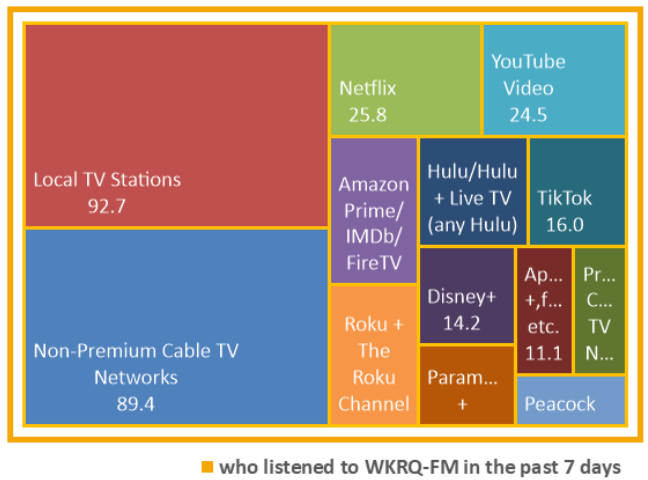
(Radio Stations: WKRQ-FM OR Radio Stations: WREW-FM OR Radio Stations: WUBE-FM OR Radio Stations: WYGY-FM)

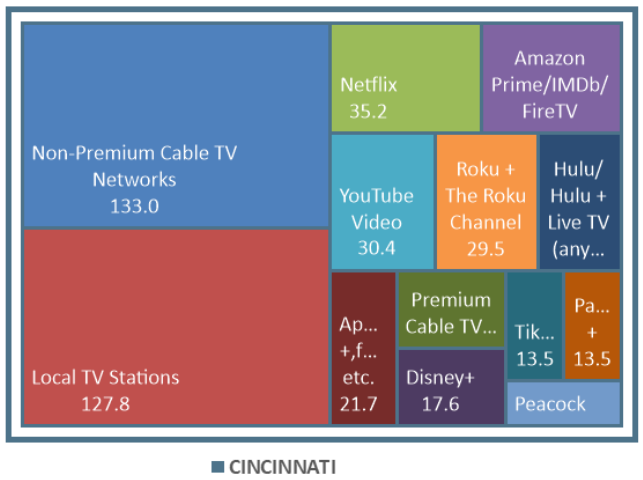
172,529 or 67.8% of Adults 18 or older who listened to WKRQ-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 89.9 minutes every day representing 31.1% of all time spent daily with Ad-Supported Video.

Avg. Week All Video (Persons & % Reach): Adults 18 or older

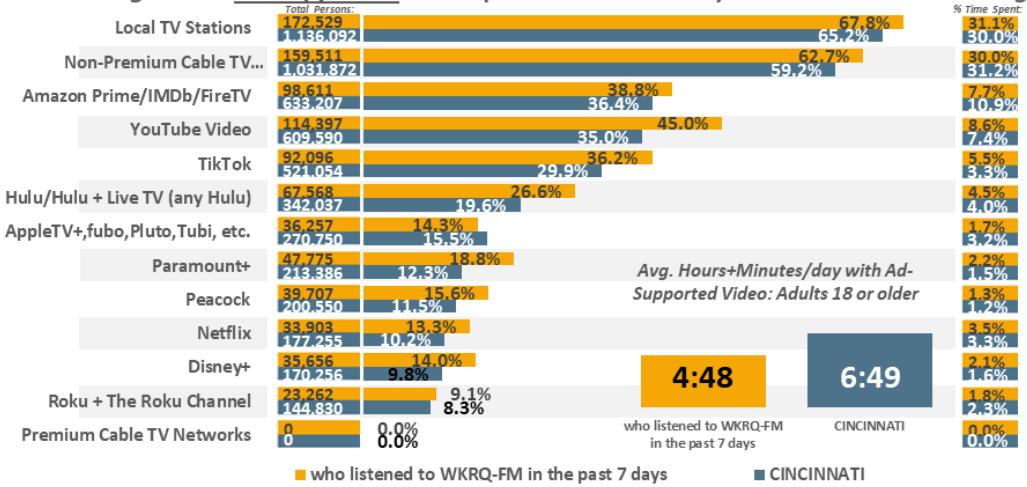


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

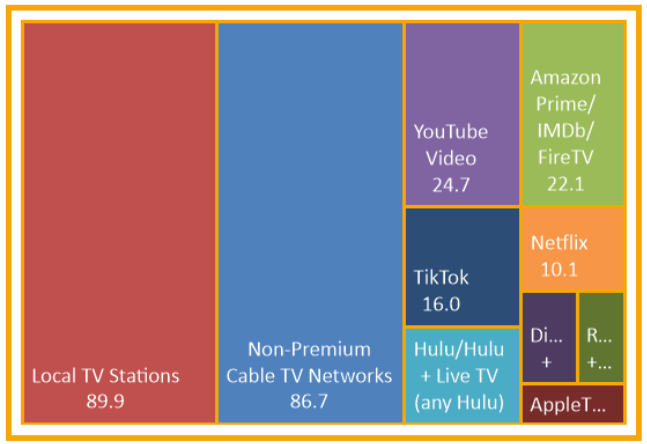


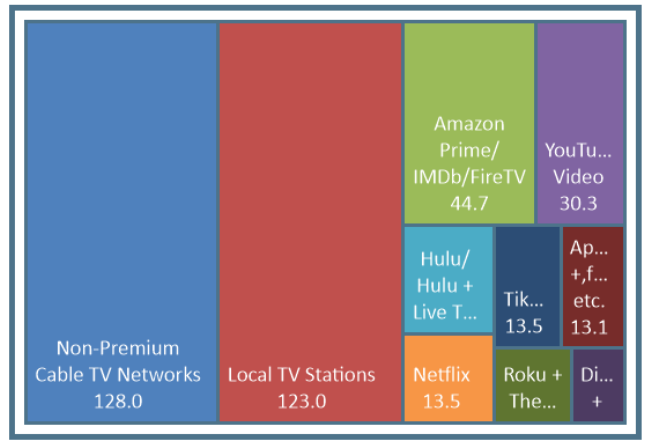


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older





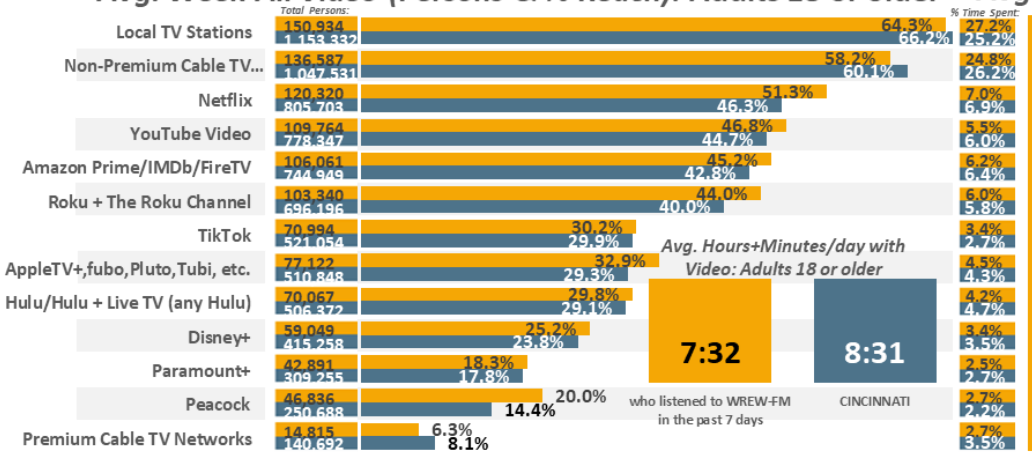
CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 276

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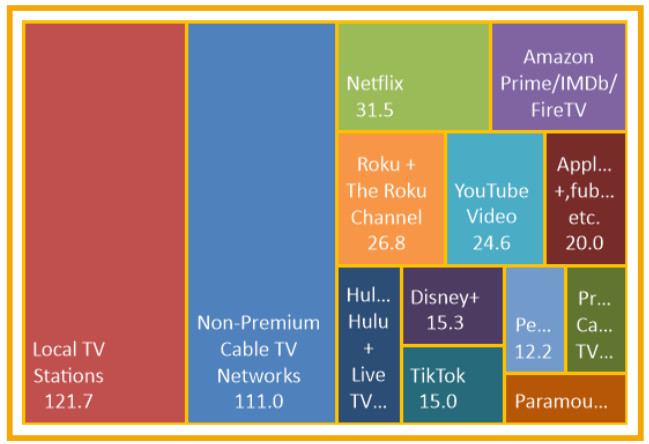
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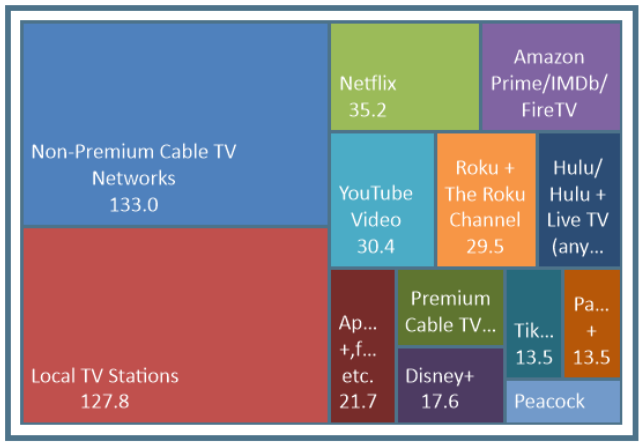
148,018 or 63.1% of Adults 18 or older who listened to WREW-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 119.7 minutes every day representing 33.% of all time spent daily with Ad-Supported Video.

Avg. Week All Video (Persons & % Reach): Adults 18 or older

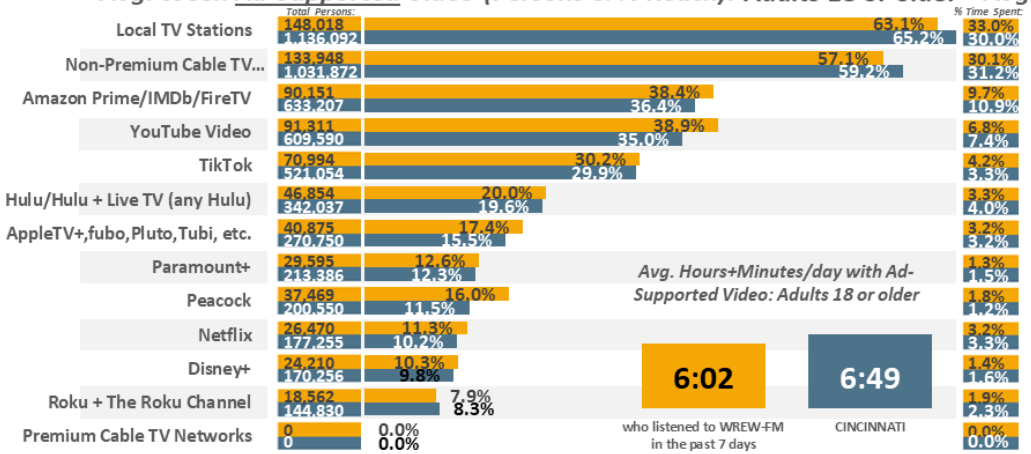


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

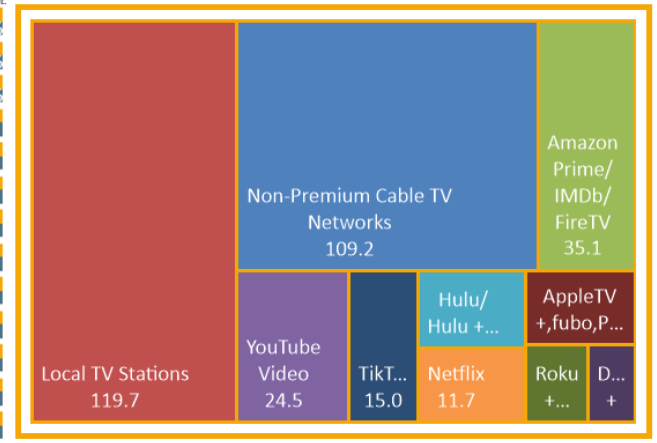


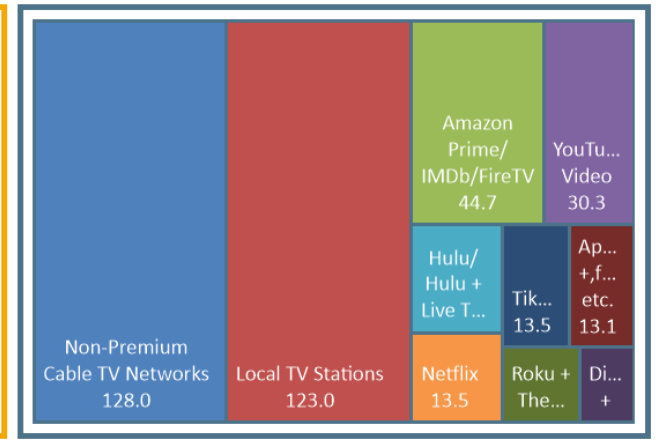


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older





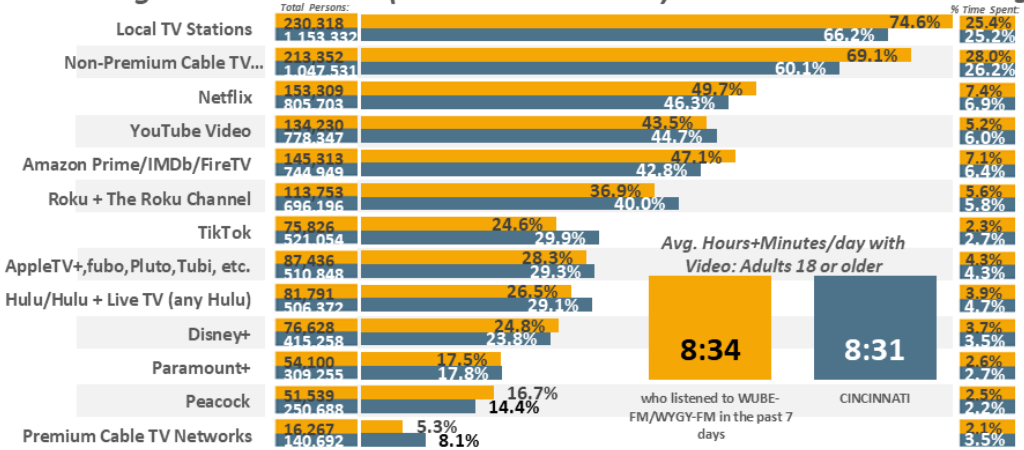
CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 229

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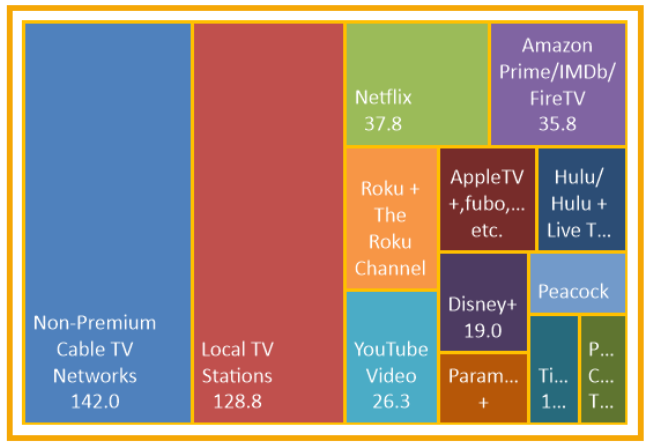
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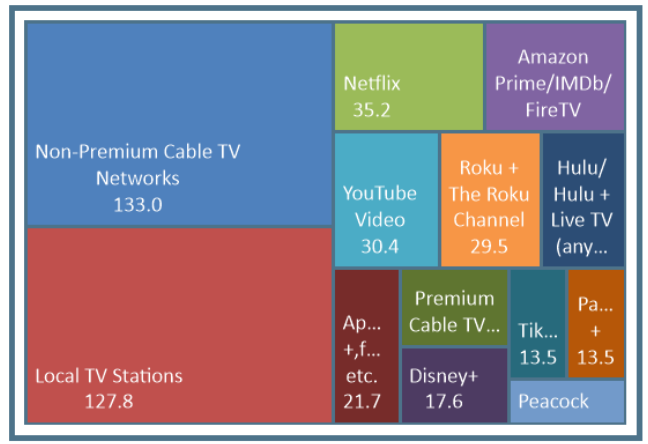
225,773 or 73.2% of Adults 18 or older who listened to WUBE-FM/WYGY-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 124.3 minutes every day representing 30.% of all time spent daily with Ad-Supported Video.

Avg. Week All Video (Persons & % Reach): Adults 18 or older

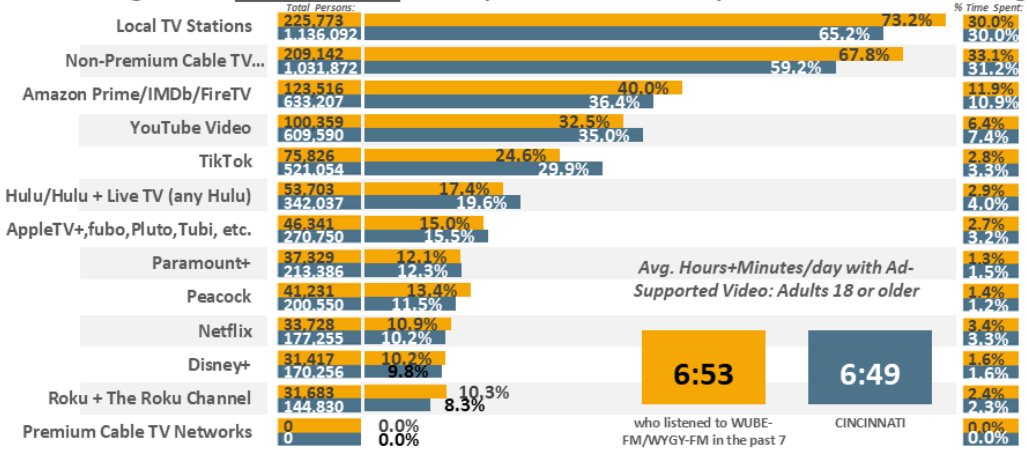


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

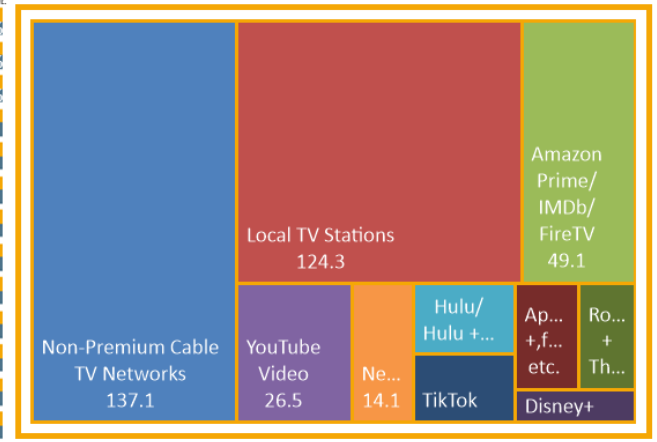


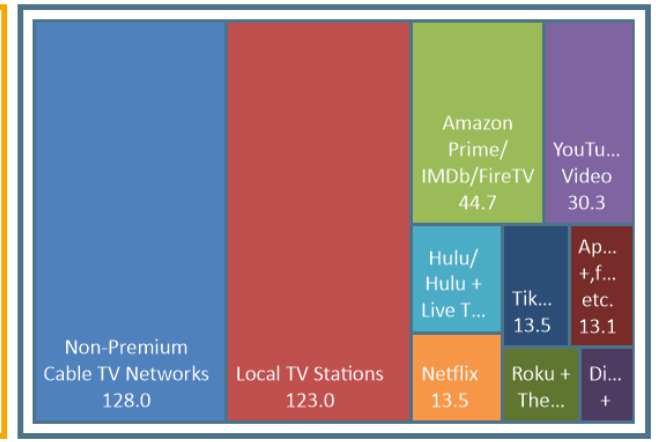


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older





CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 322

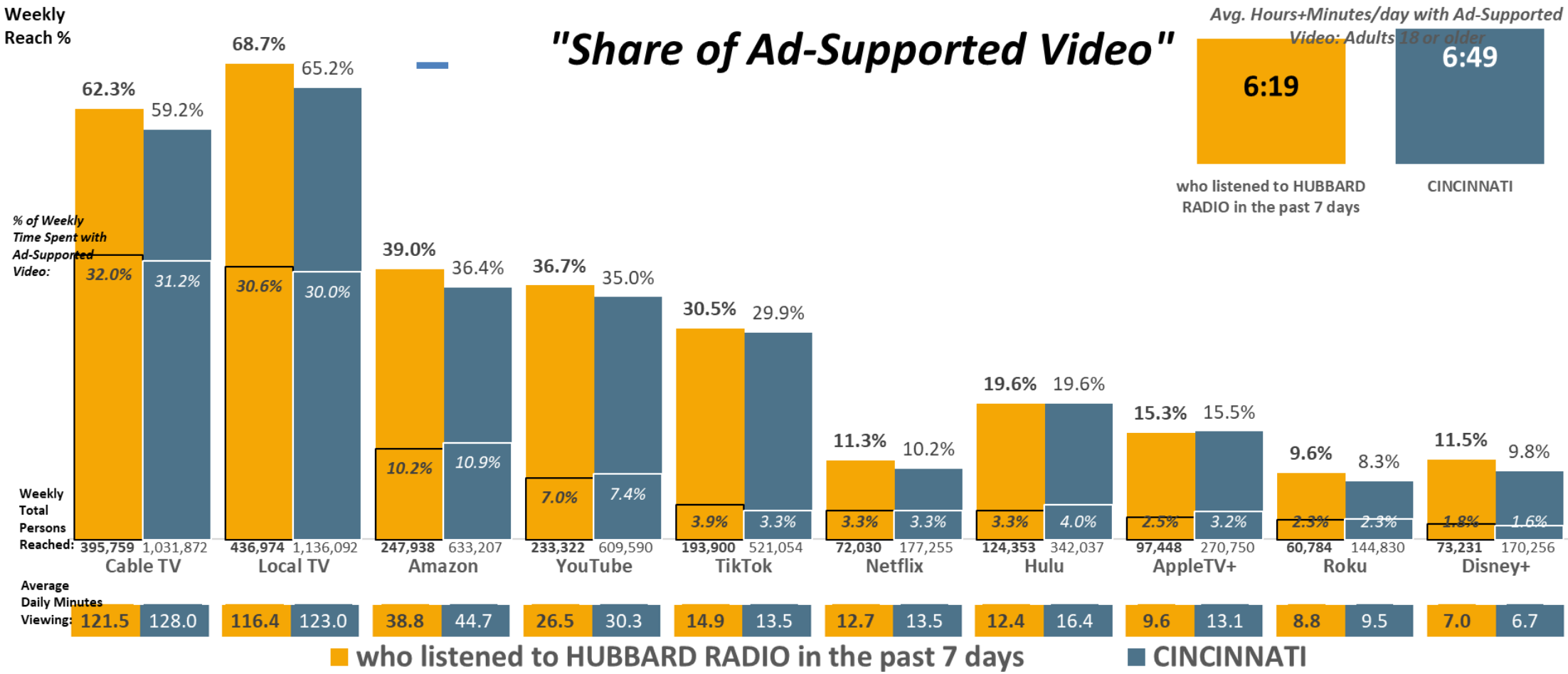
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(Radio Stations: WUBE-FM OR Radio Stations: WYGY-FM)

436,974 or 68.7% of Adults 18 or older who listened to HUBBARD RADIO in the past 7 days watch Ad-Supported Local TV Stations for an average of 116.4 minutes every day representing 30.6% of all time spent daily with Ad-Supported Video.

"Share of Ad-Supported Video"



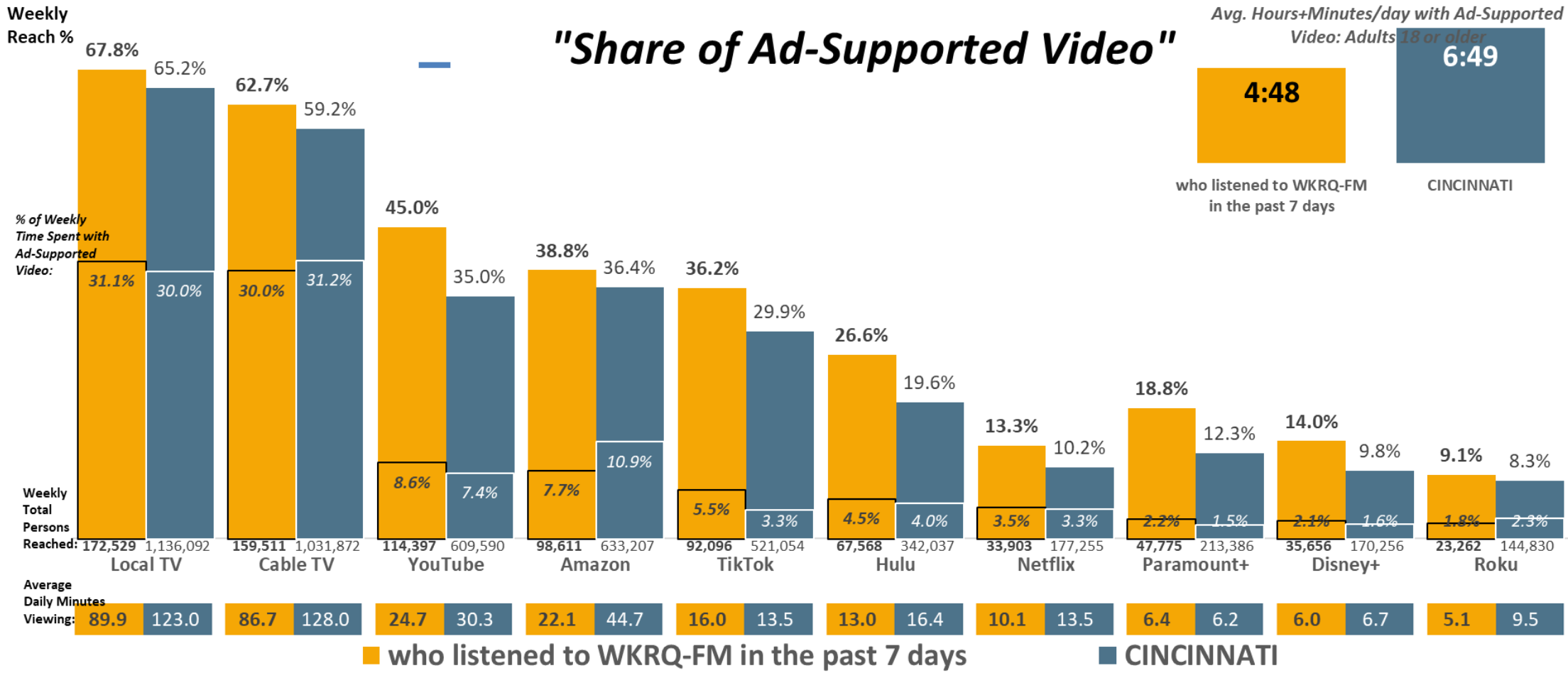
CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 644 CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,716

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(Radio Stations: WKRQ-FM OR Radio Stations: WREW-FM OR Radio Stations: WUBE-FM OR Radio Stations: WYGY-FM)

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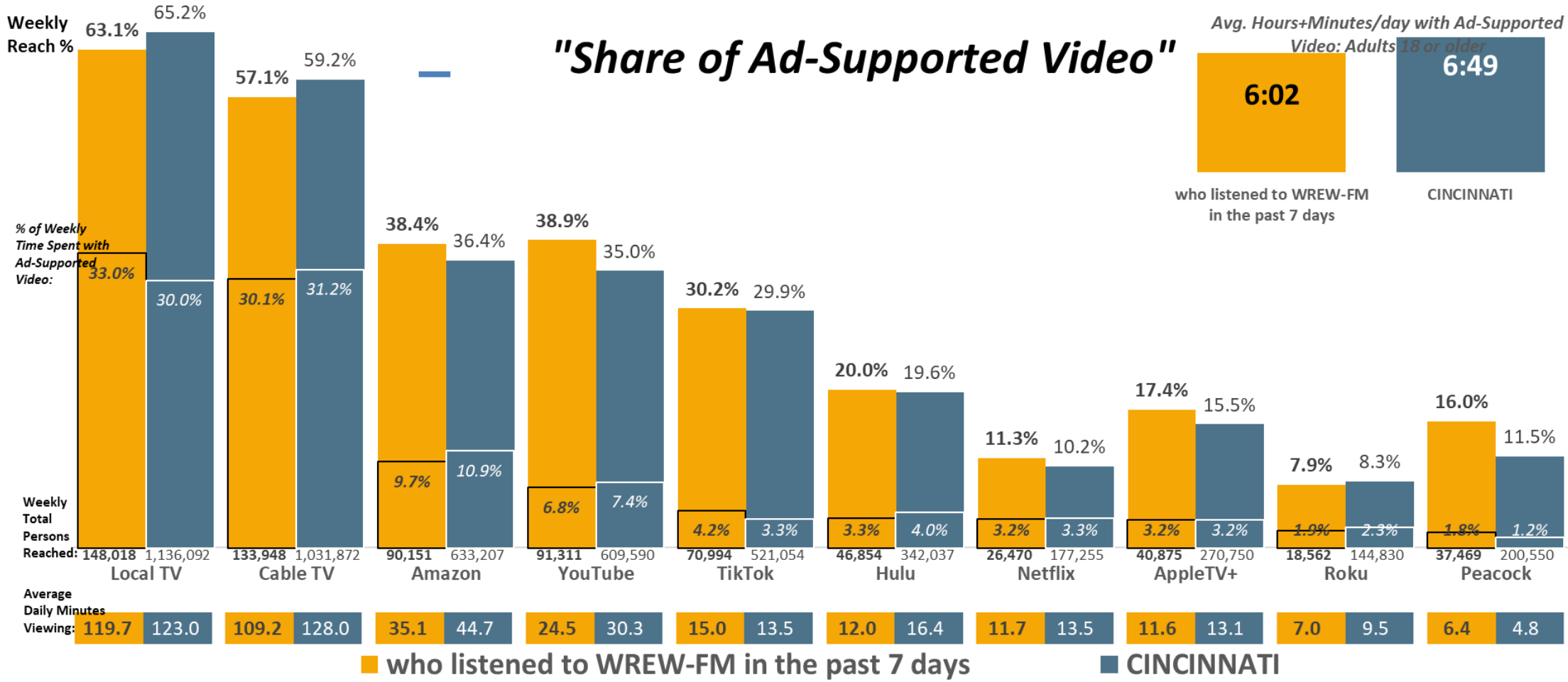
CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 276 CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,716

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Radio Stations: WKRQ-FM

148,018 or 63.1% of Adults 18 or older who listened to WREW-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 119.7 minutes every day representing 33.% of all time spent daily with Ad-Supported Video.



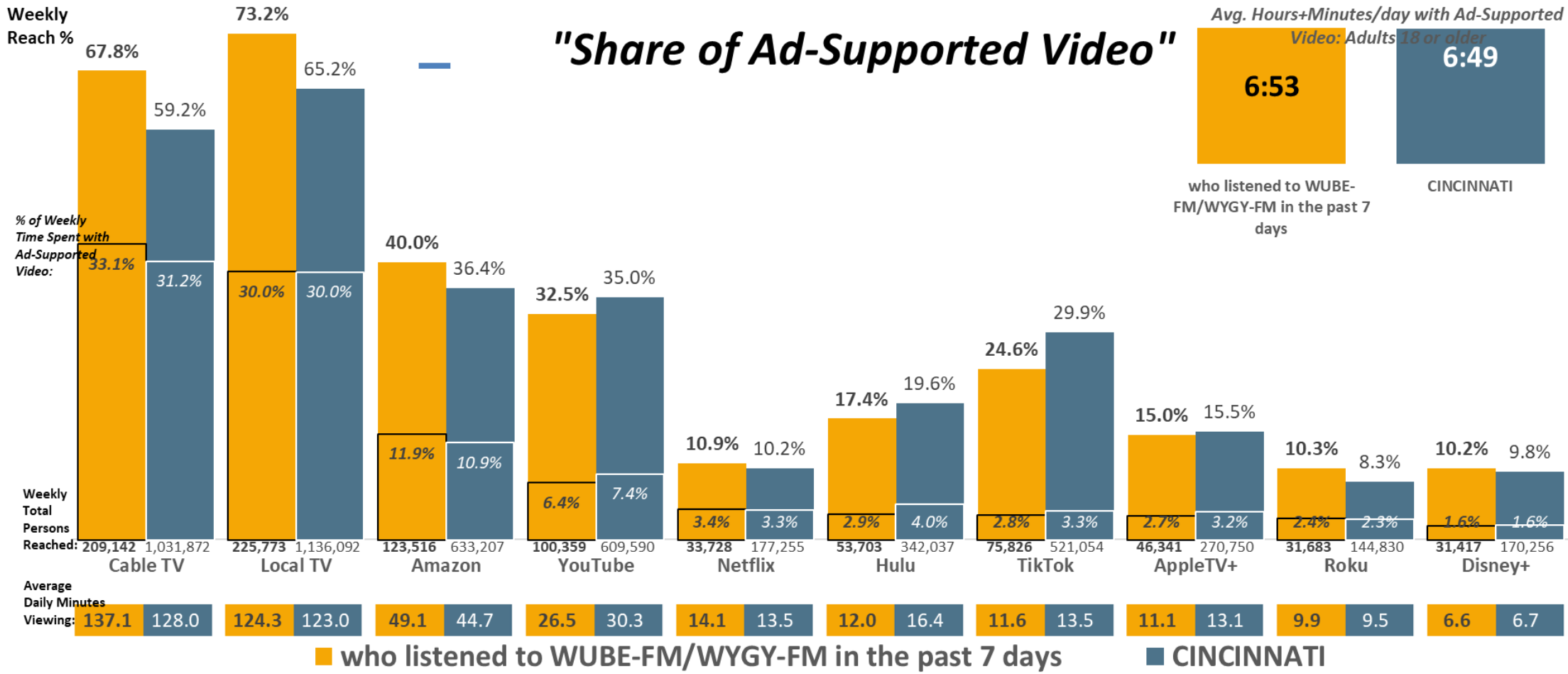
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225,773 or 73.2% of Adults 18 or older who listened to WUBE-FM/WYGY-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 124.3 minutes every day representing 30.% of all time spent daily with Ad-Supported Video.



CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 322 CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,716

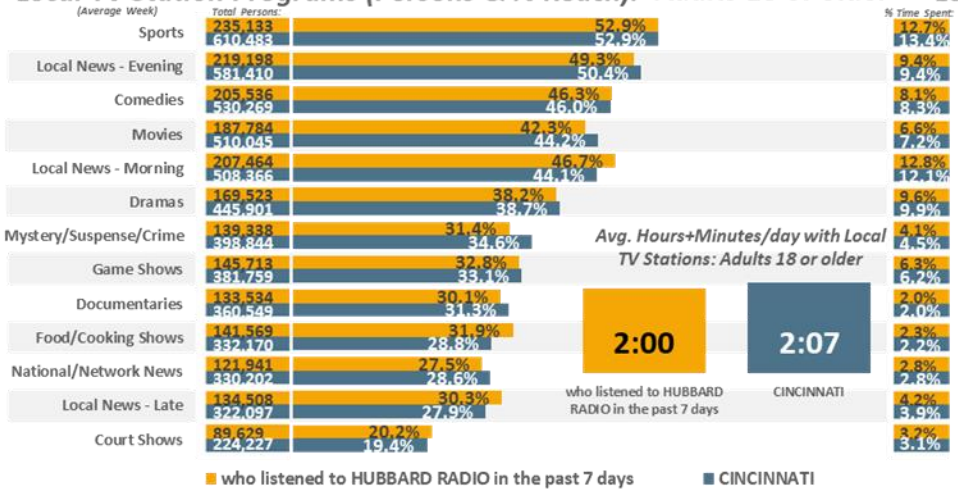
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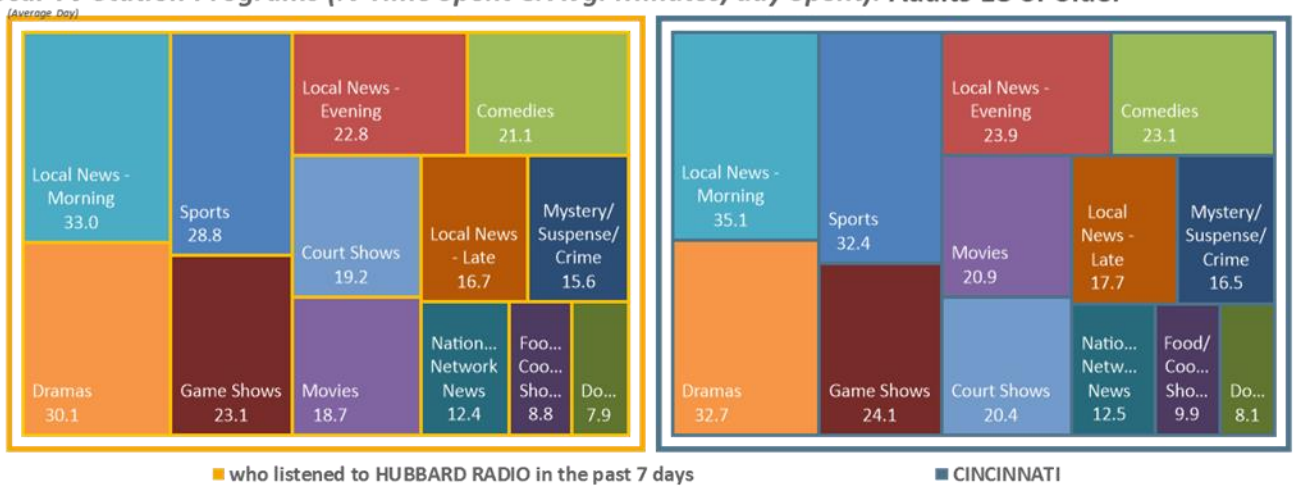
(Radio Stations: WUBE-FM OR Radio Stations: WYGY-FM)

436,974 or 68.7% of Adults 18 or older who listened to HUBBARD RADIO in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Comedies, Movies, and Dramas.

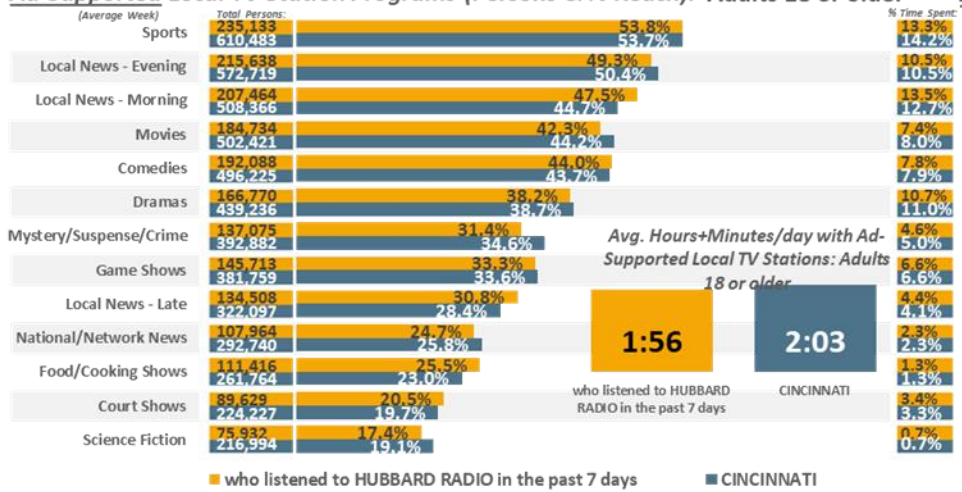
Local TV Station Programs (Persons & % Reach): Adults 18 or older



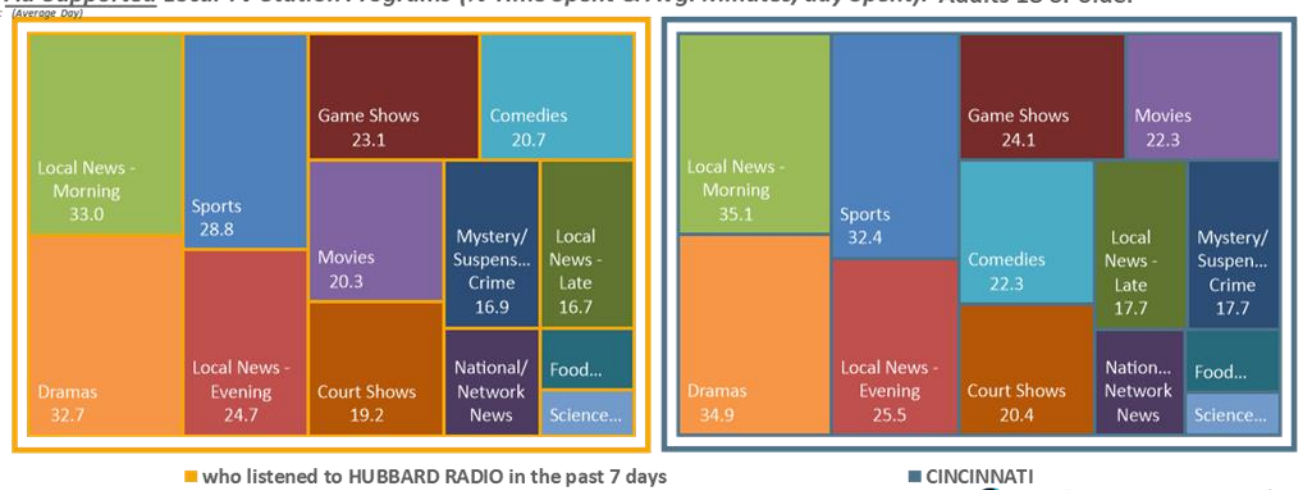
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 18 or older



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 644

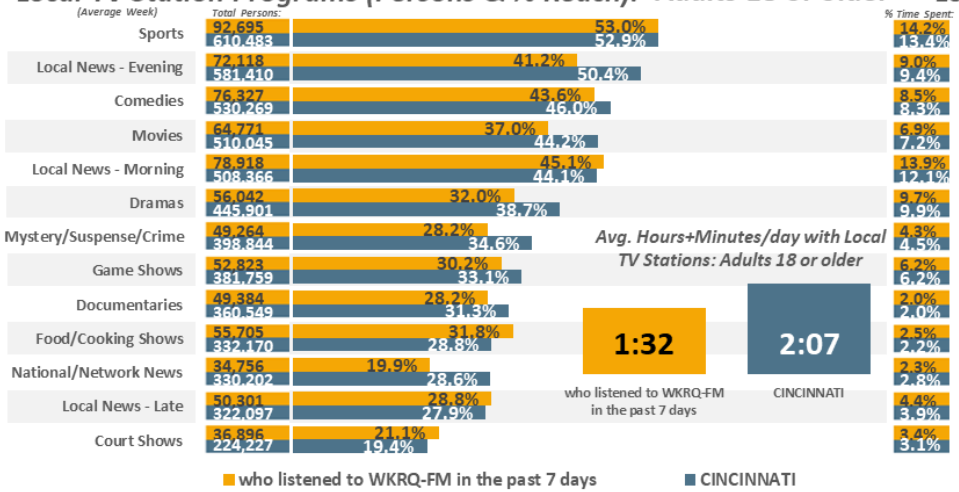
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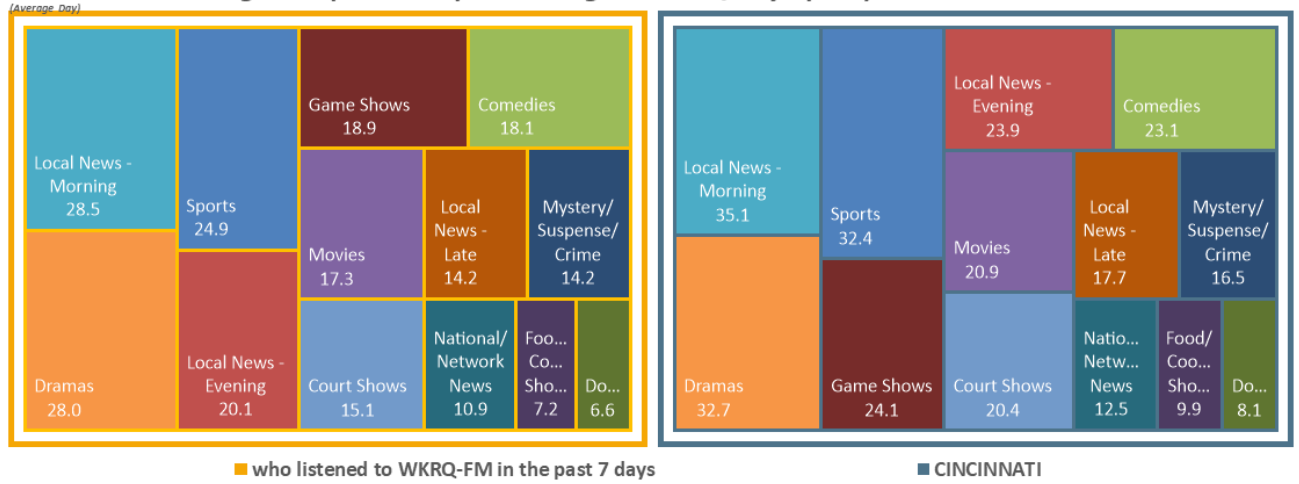
(Radio Stations: WKRQ-FM OR Radio Stations: WREW-FM OR Radio Stations: WUBE-FM OR Radio Stations: WYGY-FM)

172,529 or 67.8% of Adults 18 or older who listened to WKRQ-FM in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Morning, Comedies, Local News - Evening, Movies, and Dramas.

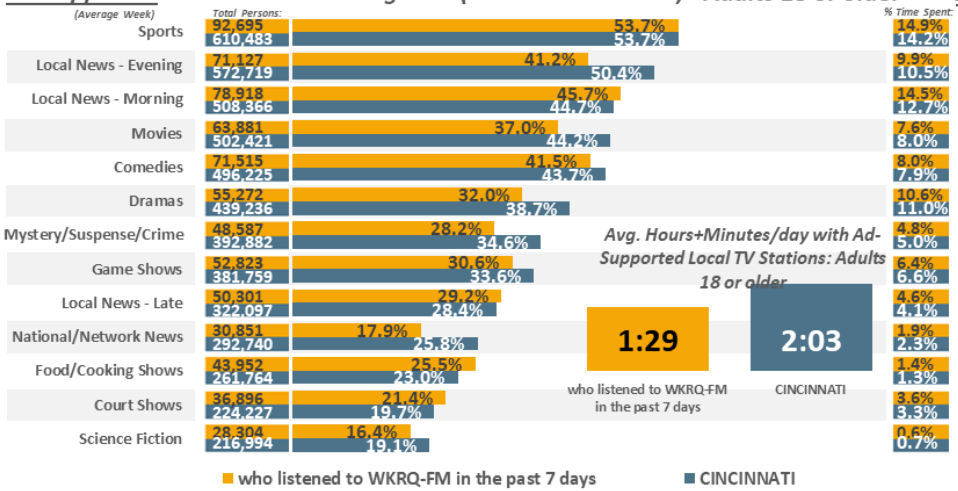
Local TV Station Programs (Persons & % Reach): Adults 18 or older



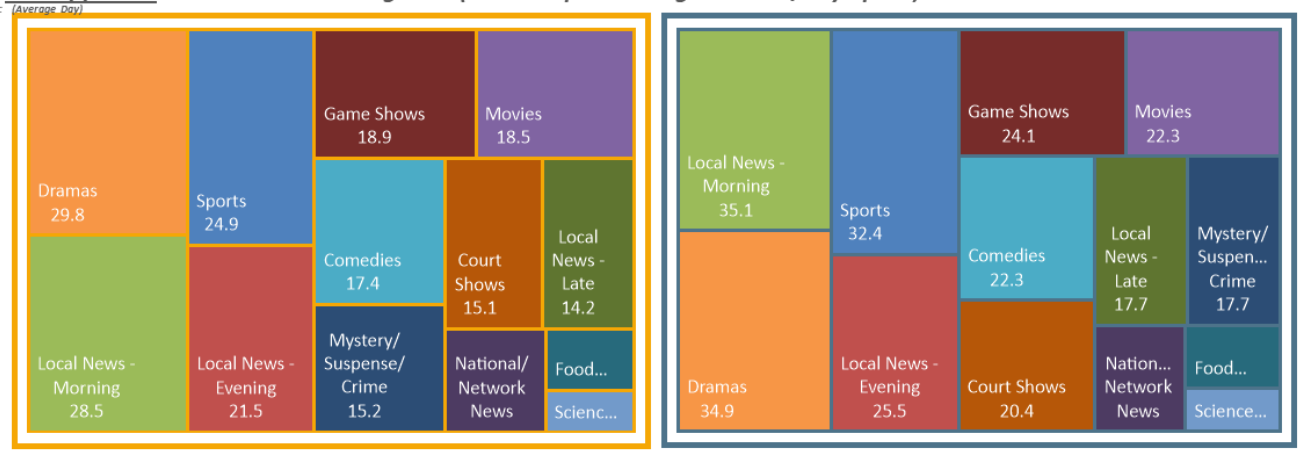
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 18 or older



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



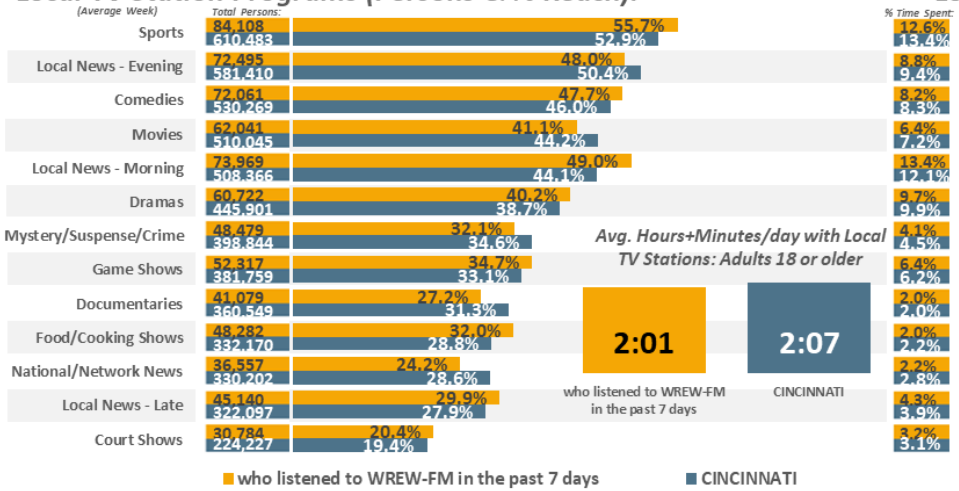
CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 276

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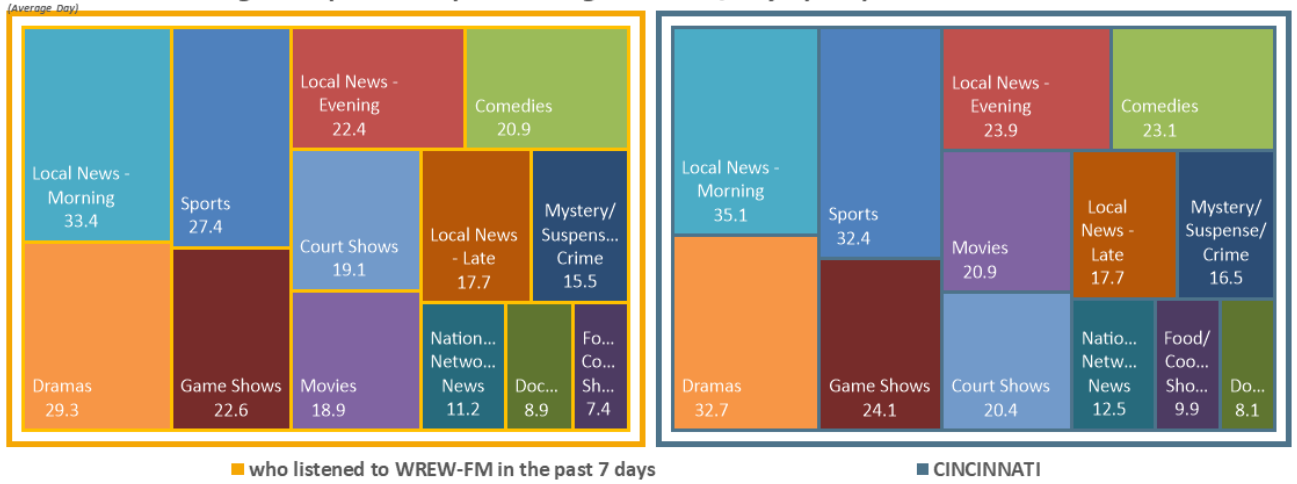
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148,018 or 63.1% of Adults 18 or older who listened to WREW-FM in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Morning, Local News - Evening, Comedies, Movies, and Dramas.

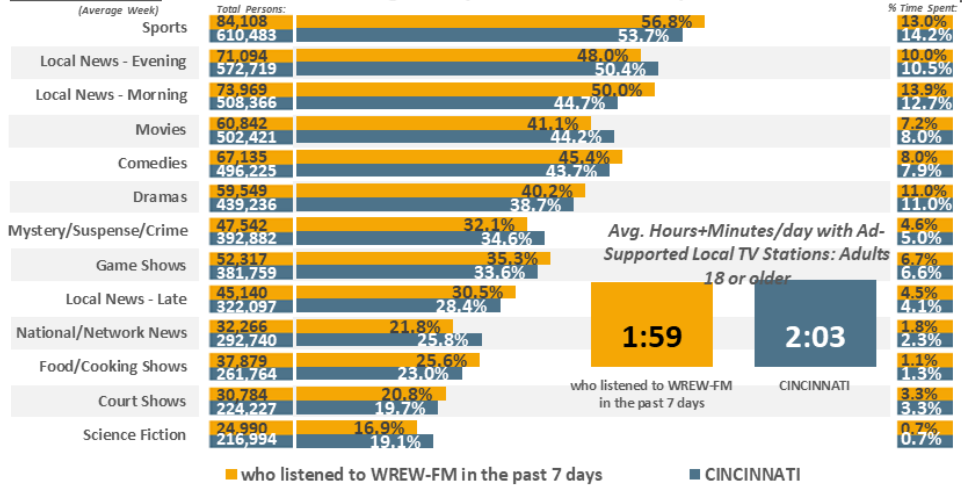
Local TV Station Programs (Persons & % Reach): Adults 18 or older



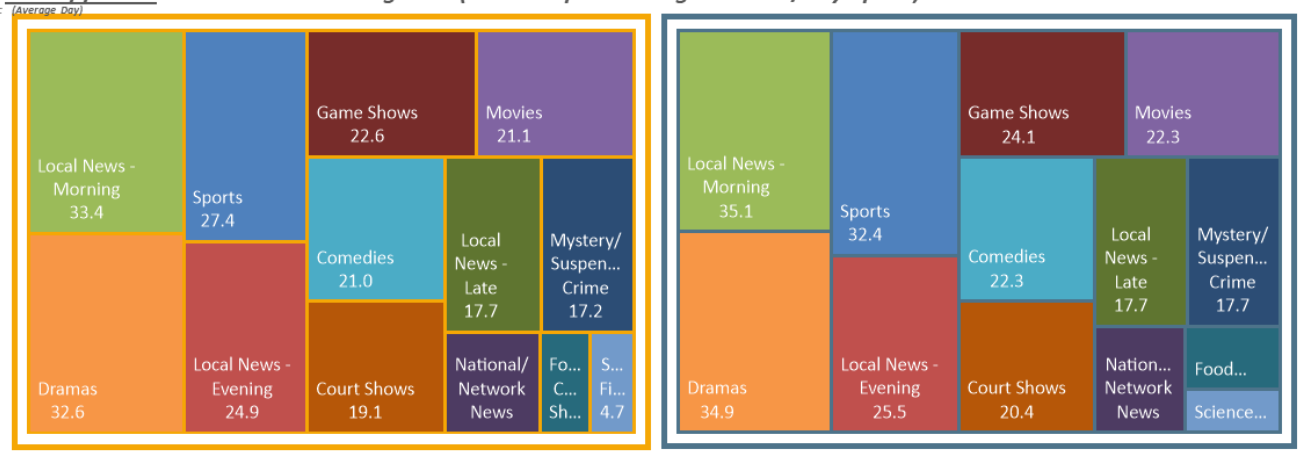
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 18 or older



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



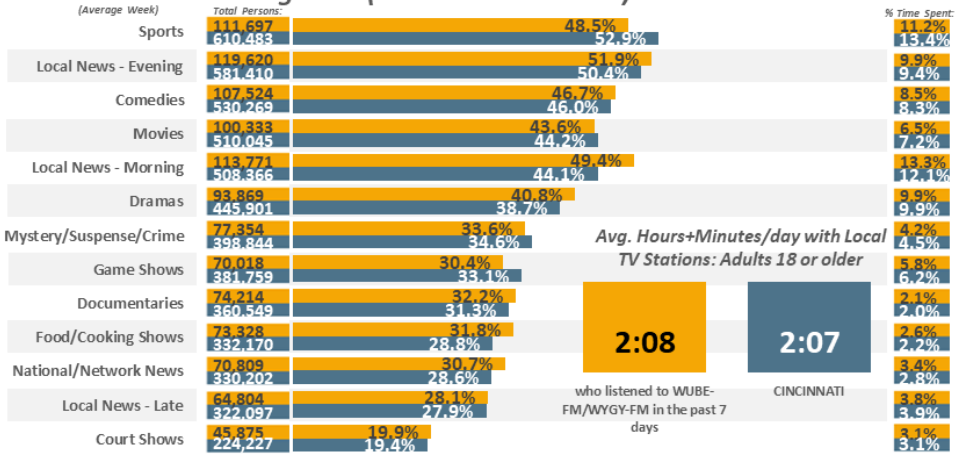
CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 229

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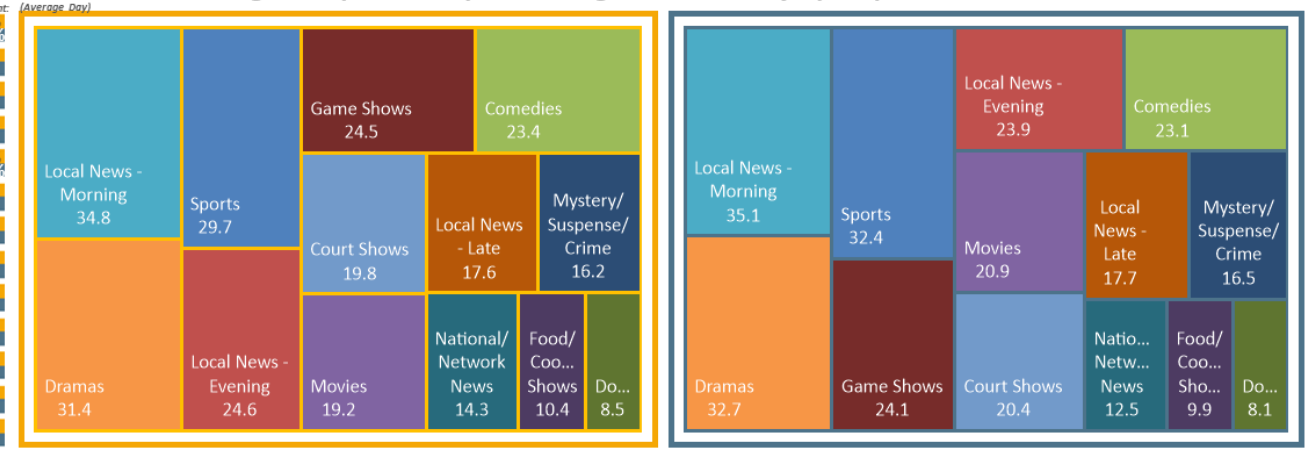
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225,773 or 73.2% of Adults 18 or older who listened to WUBE-FM/WYGY-FM in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Local News - Morning, Sports, Comedies, Movies, and Dramas.

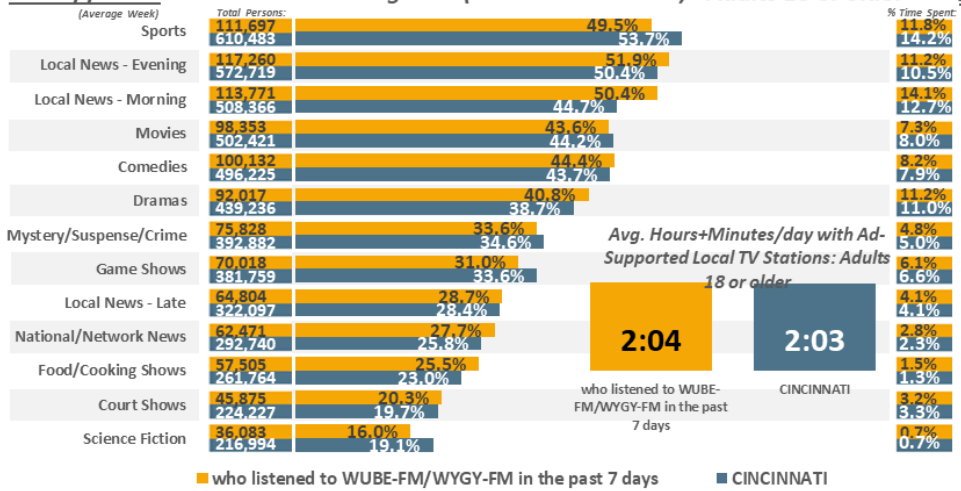
Local TV Station Programs (Persons & % Reach): Adults 18 or older



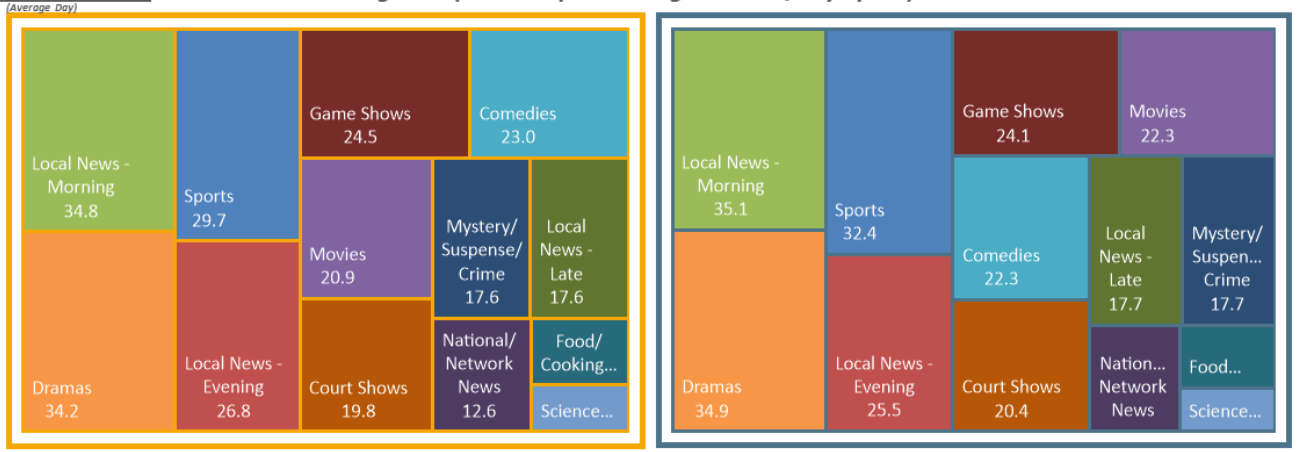
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 18 or older



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 322

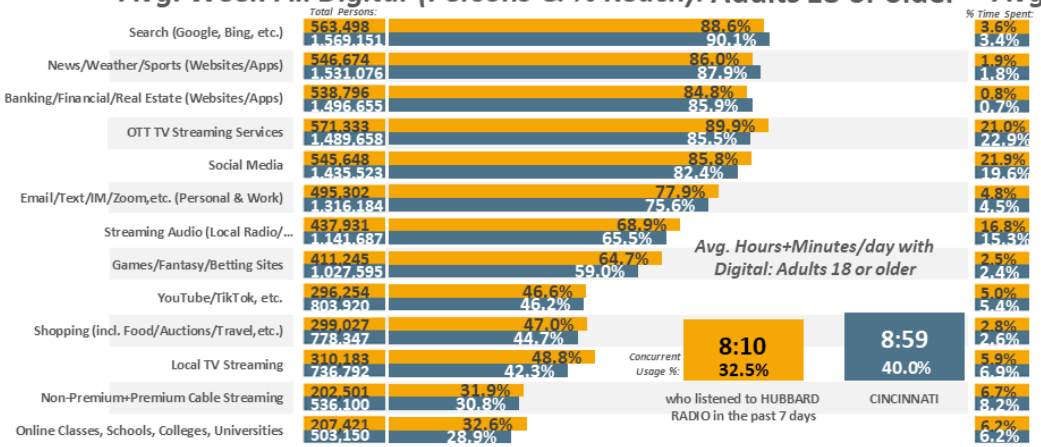
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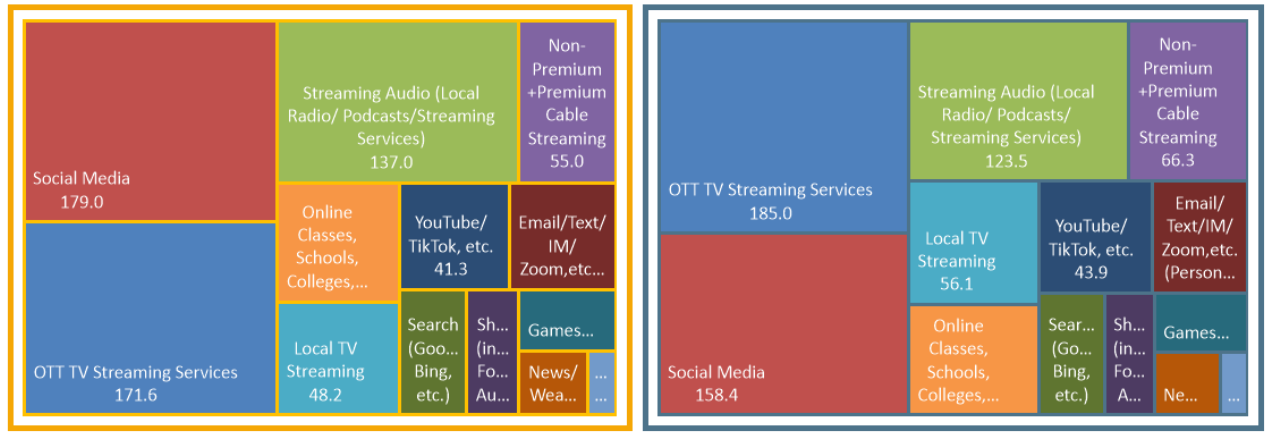
(Radio Stations: WUBE-FM OR Radio Stations: WYGY-FM)

474,489 or 74.6% of Adults 18 or older who listened to HUBBARD RADIO in the past 7 days use Ad-Supported Social Media for an average of 155.7 minutes every day representing 26.3% of all time spent daily with Ad-Supported Digital Media.

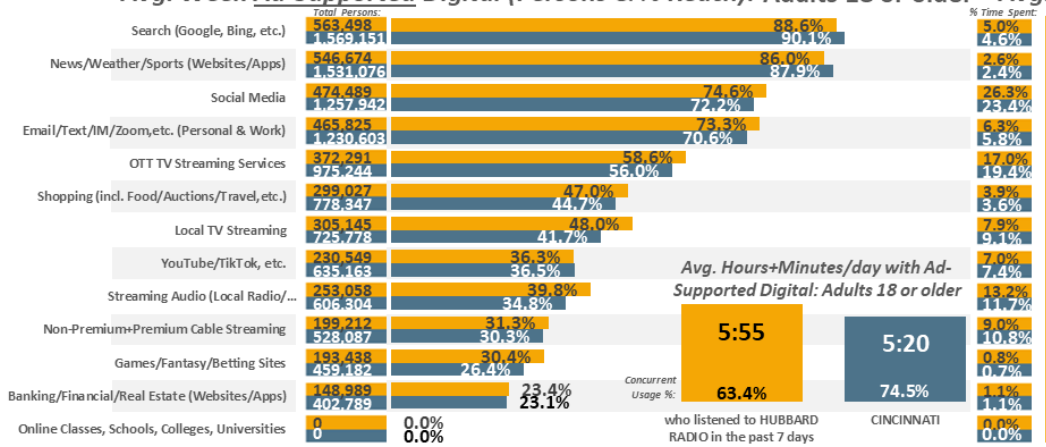
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



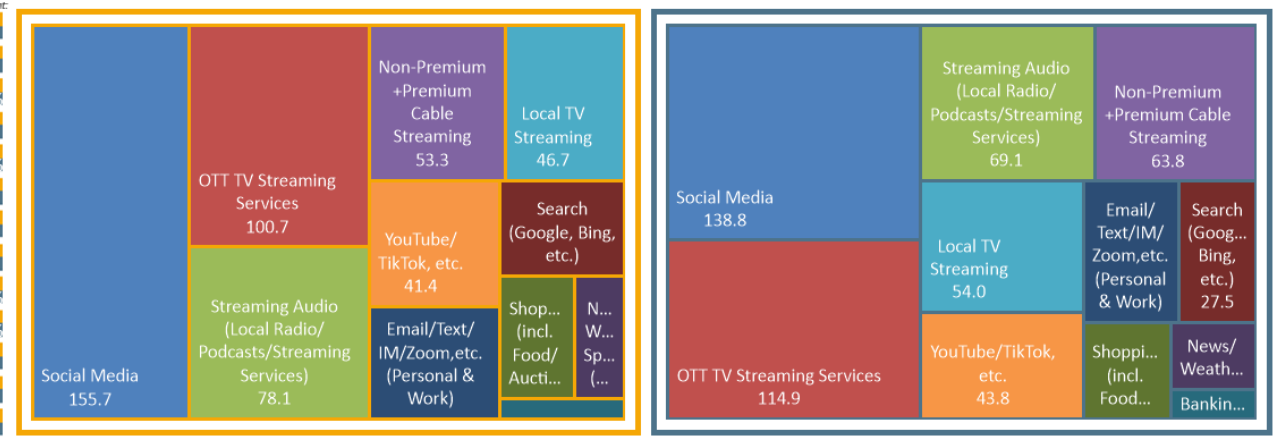
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 644

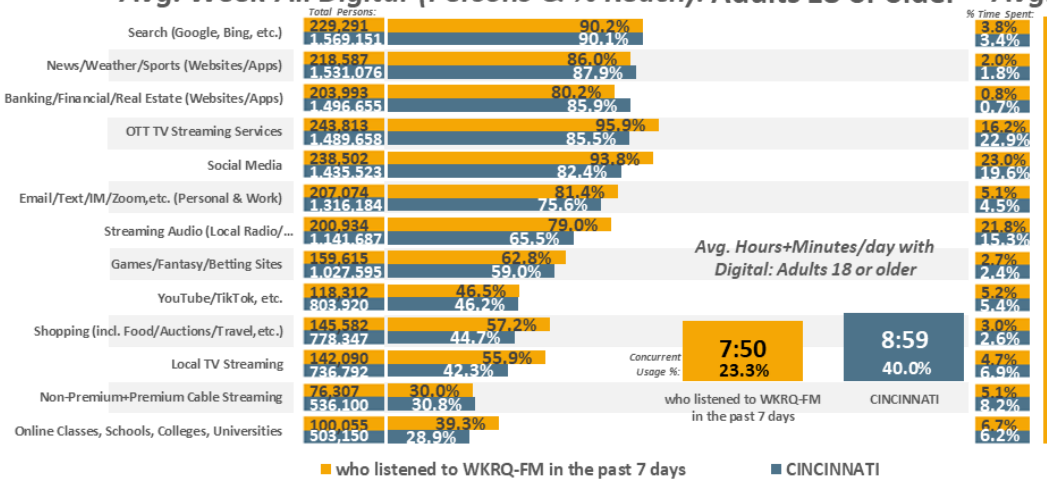
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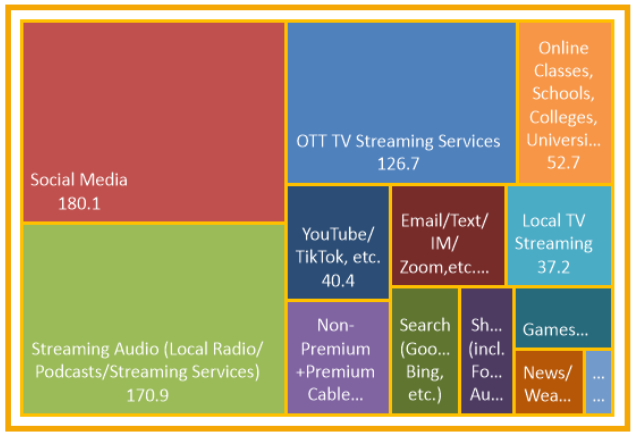
(Radio Stations: WKRQ-FM OR Radio Stations: WREW-FM OR Radio Stations: WUBE-FM OR Radio Stations: WYGY-FM)

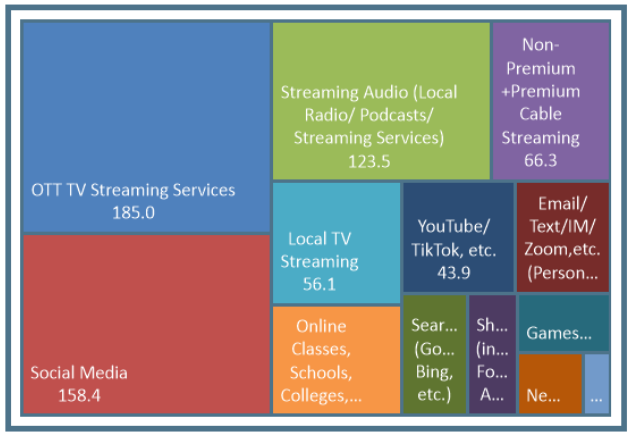
210,082 or 82.6% of Adults 18 or older who listened to WKRQ-FM in the past 7 days use Ad-Supported Social Media for an average of 158.7 minutes every day representing 28.5% of all time spent daily with Ad-Supported Digital Media.

Avg. Week All Digital (Persons & % Reach): Adults 18 or older

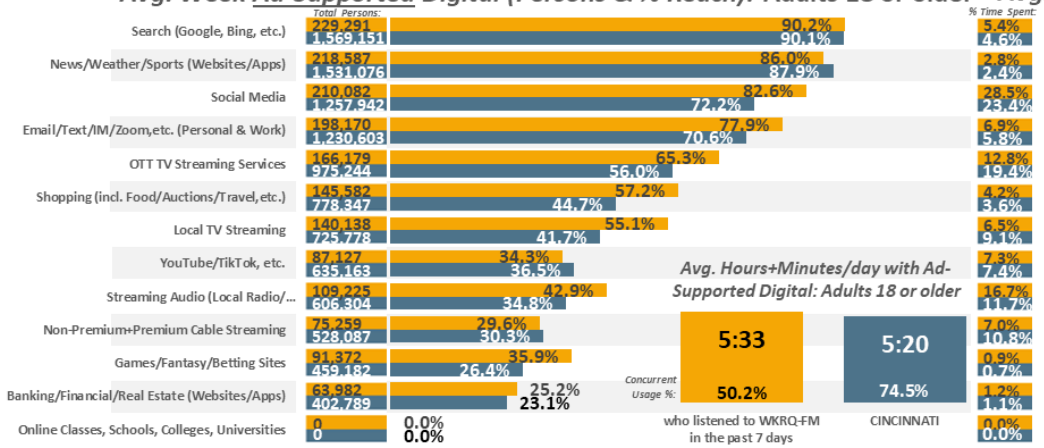


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

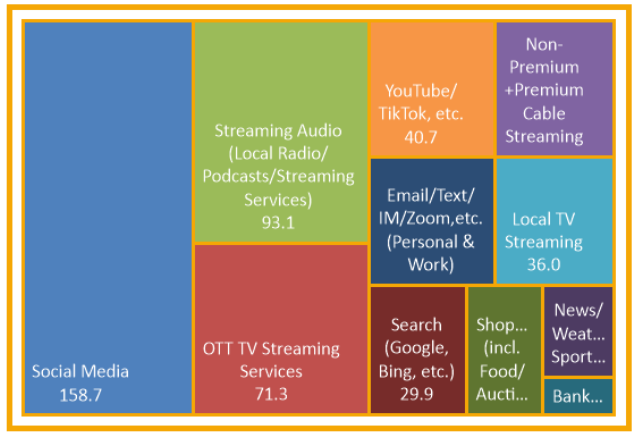


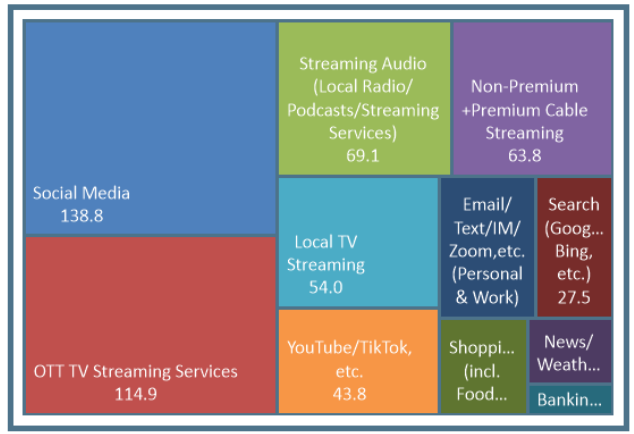


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older





CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 276

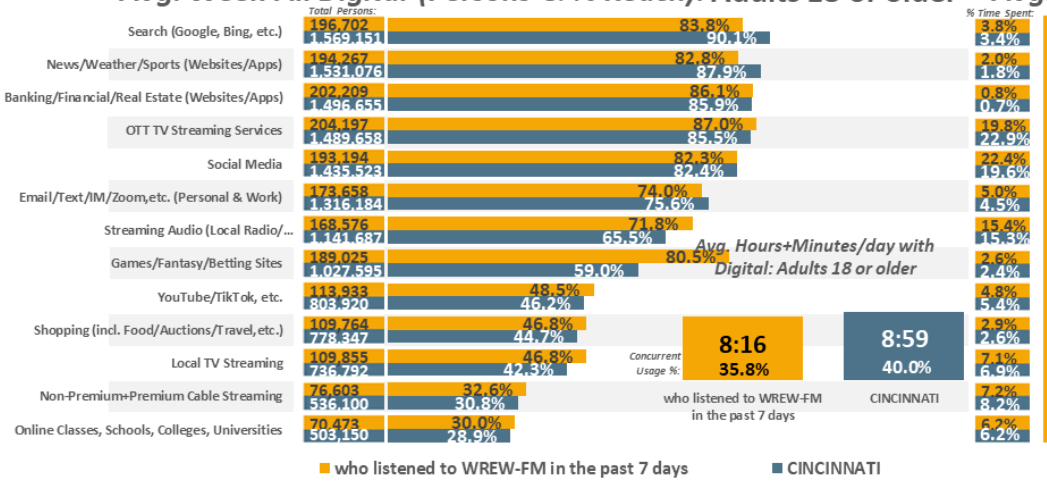
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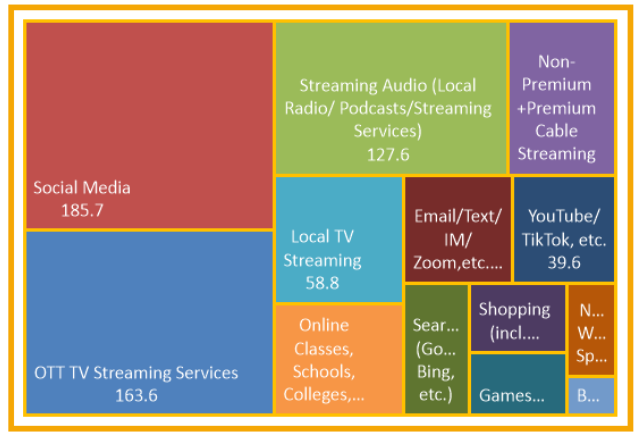
Radio Stations: WKRQ-FM

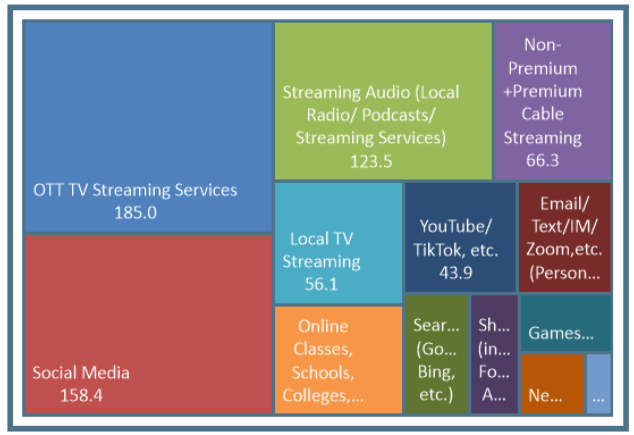
165,602 or 70.5% of Adults 18 or older who listened to WREW-FM in the past 7 days use Ad-Supported Social Media for an average of 159.2 minutes every day representing 26.1% of all time spent daily with Ad-Supported Digital Media.

Avg. Week All Digital (Persons & % Reach): Adults 18 or older

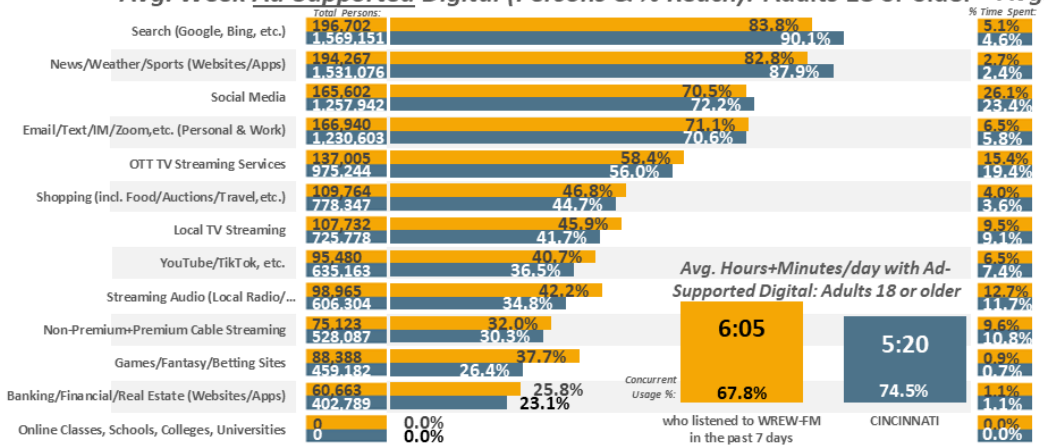


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

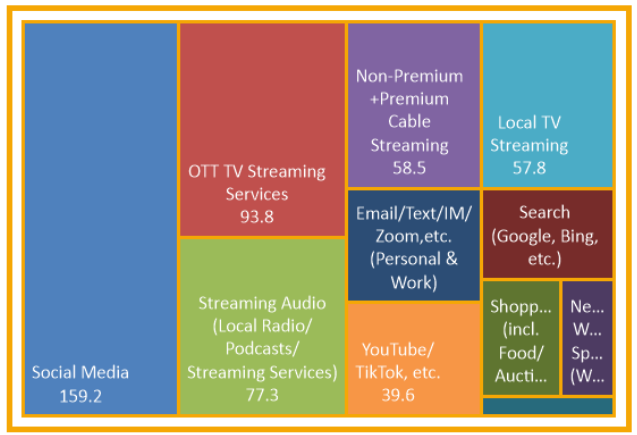


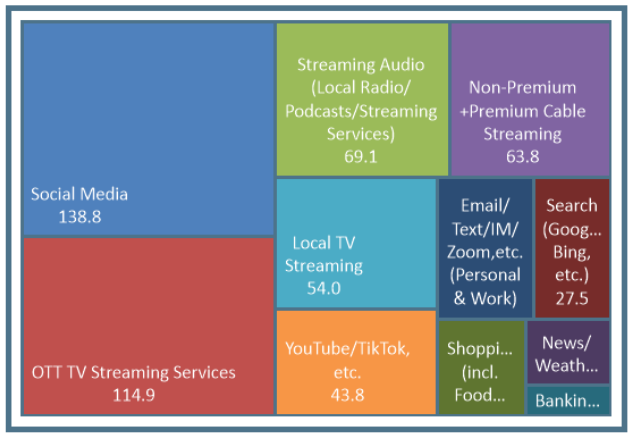


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older





CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 229

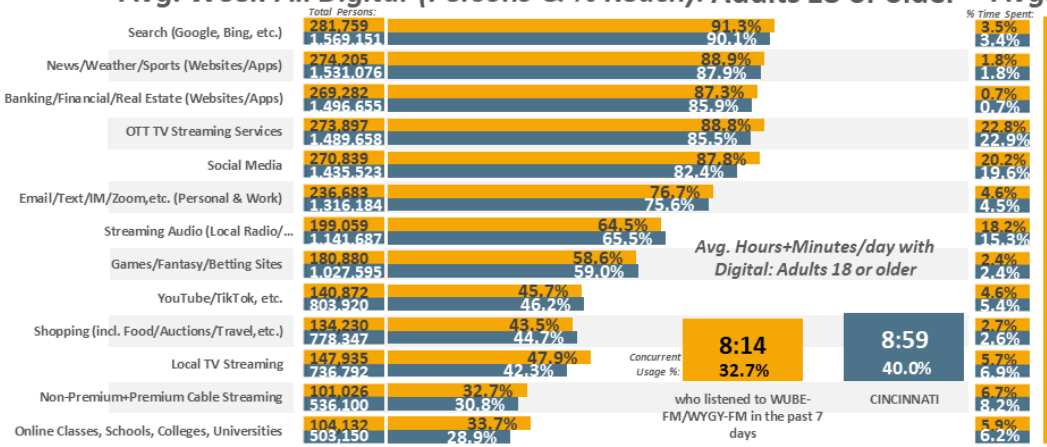
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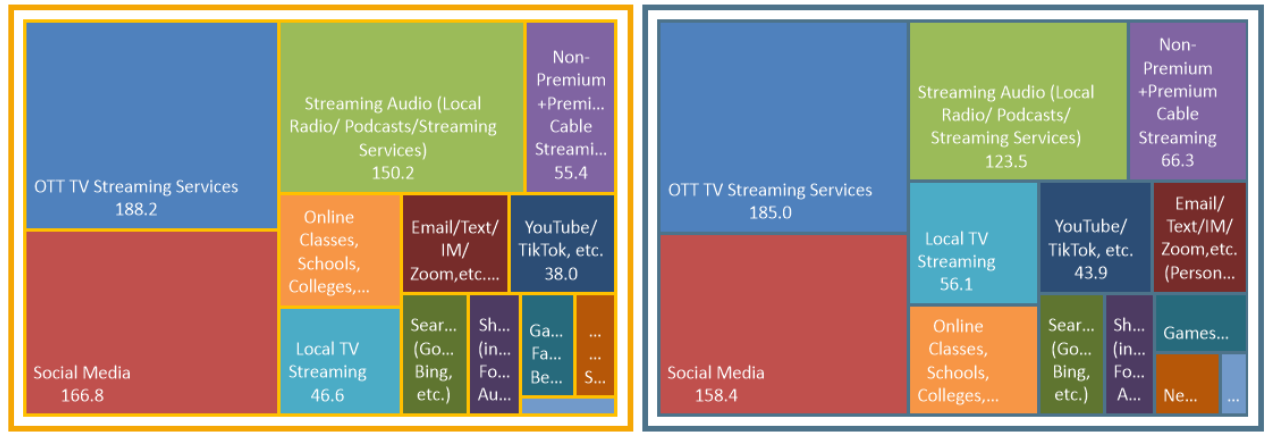
Radio Stations: WREW-FM

238,317 or 77.2% of Adults 18 or older who listened to WUBE-FM/WYGY-FM in the past 7 days use Ad-Supported Social Media for an average of 146.8 minutes every day representing 24.6% of all time spent daily with Ad-Supported Digital Media.

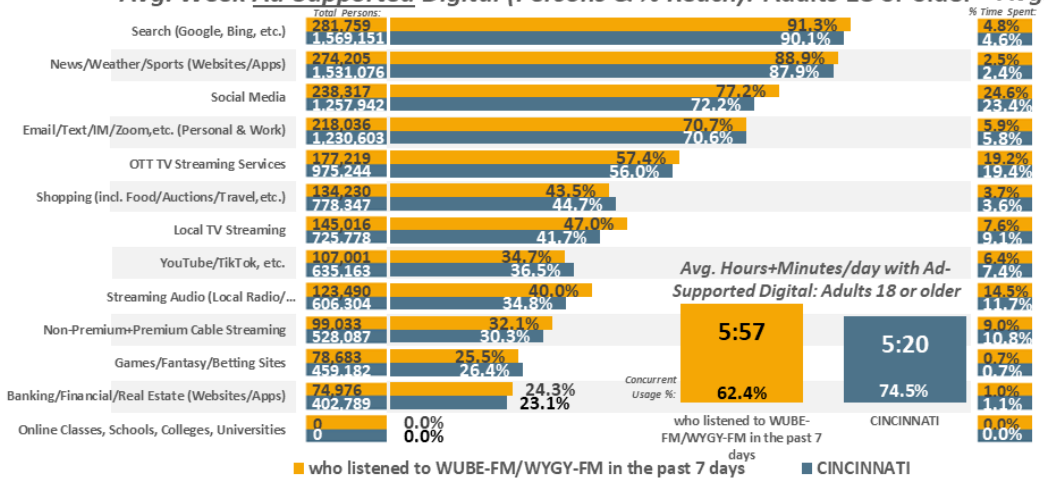
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



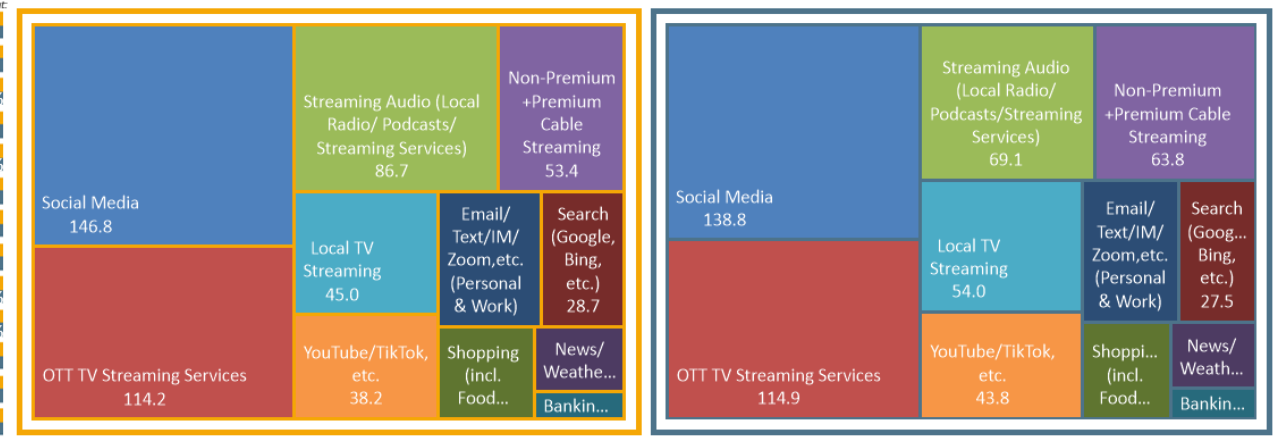
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 322

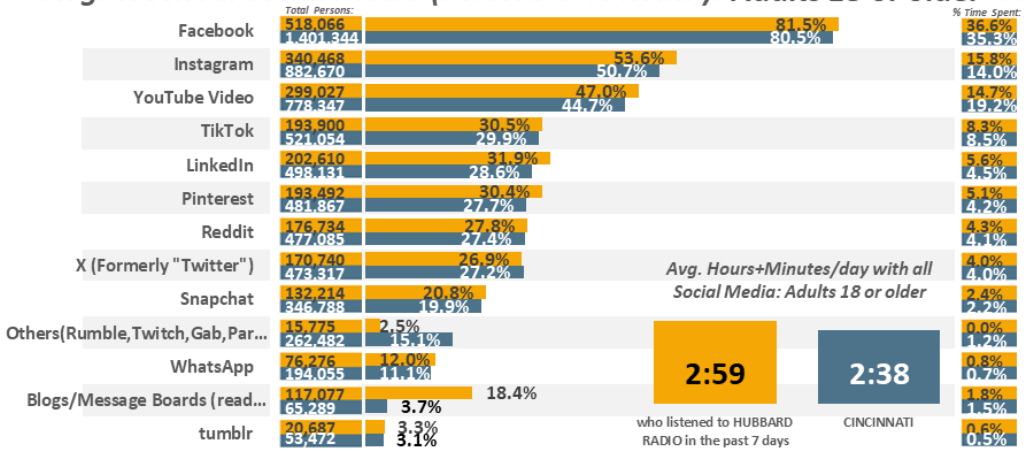
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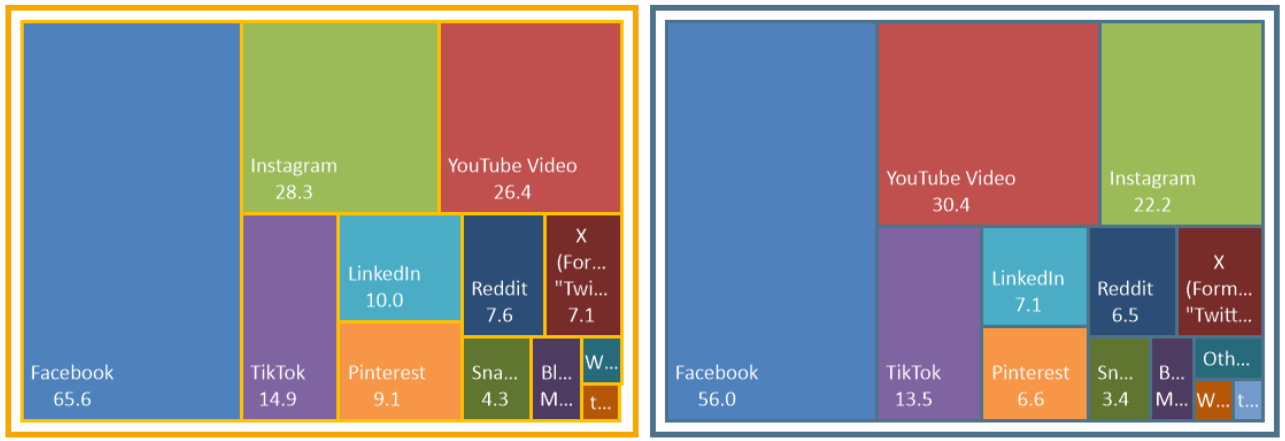
(Radio Stations: WUBE-FM OR Radio Stations: WYGY-FM)

474,489 or 74.6% of Adults 18 or older who listened to HUBBARD RADIO in the past 7 days use Ad-Supported Facebook for an average of 56. minutes every day representing 36.% of all time spent daily with Ad-Supported Social Media.

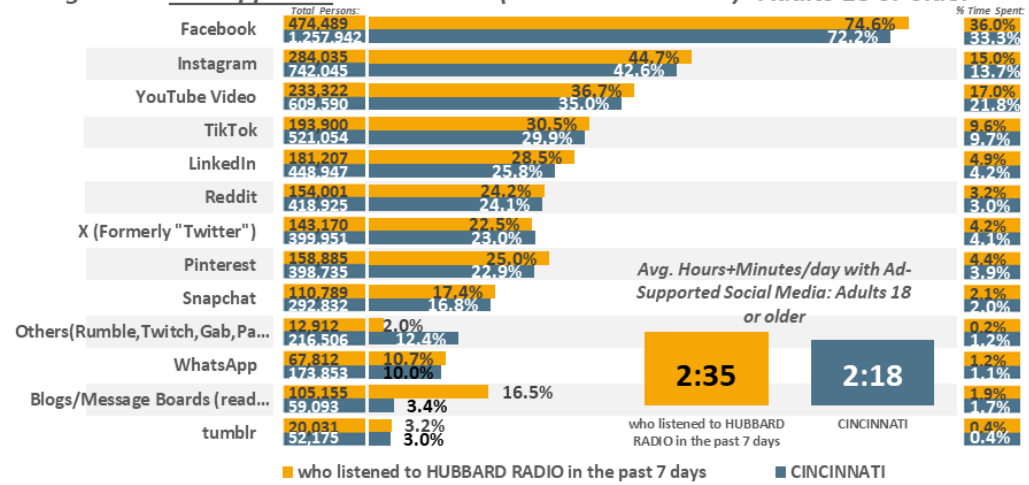
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



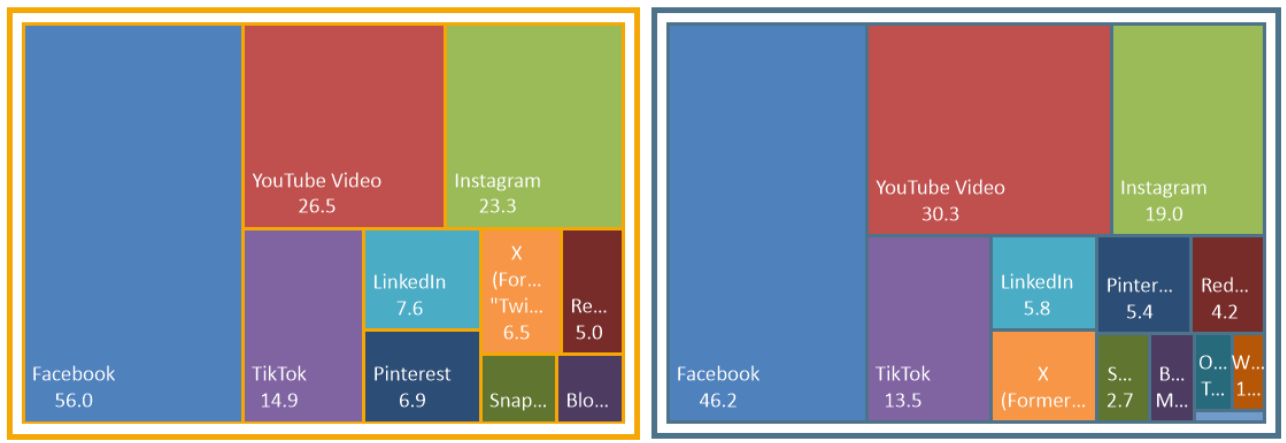
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 644

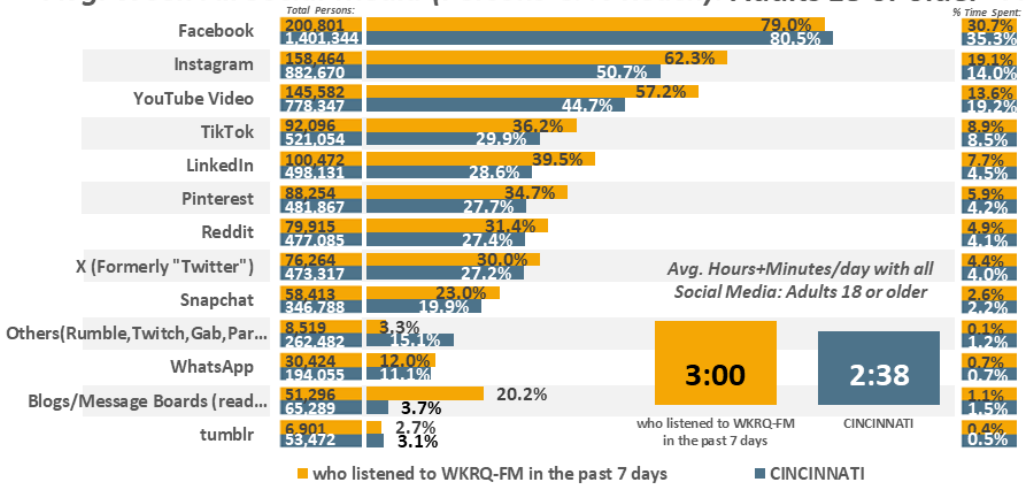
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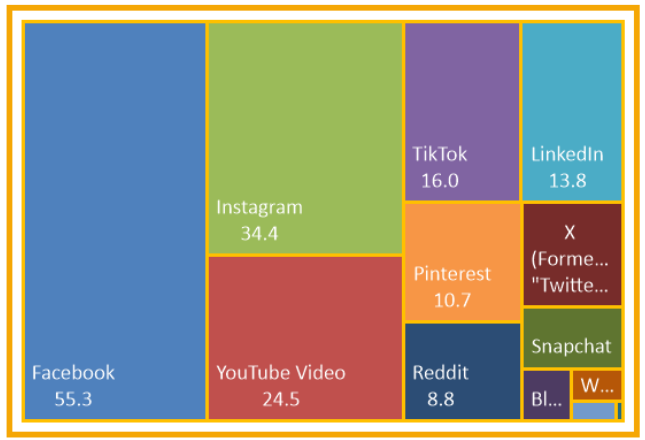
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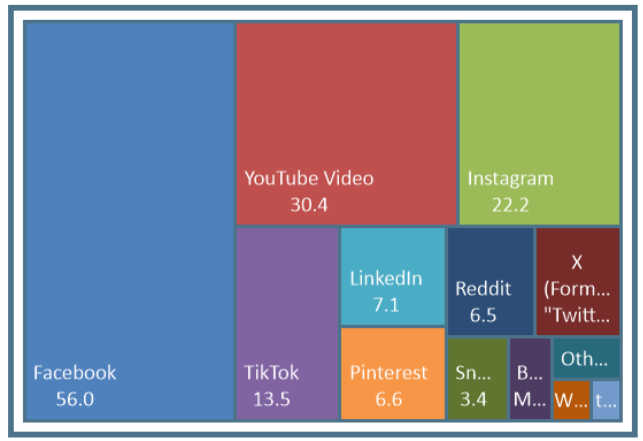
(Radio Stations: WKRQ-FM OR Radio Stations: WREW-FM OR Radio Stations: WUBE-FM OR Radio Stations: WYGY-FM)

200,801 or 79.% of Adults 18 or older who listened to WKRQ-FM in the past 7 days use Ad-Supported Facebook for an average of 55.5 minutes every day representing 35.% of all time spent daily with Ad-Supported Social Media.

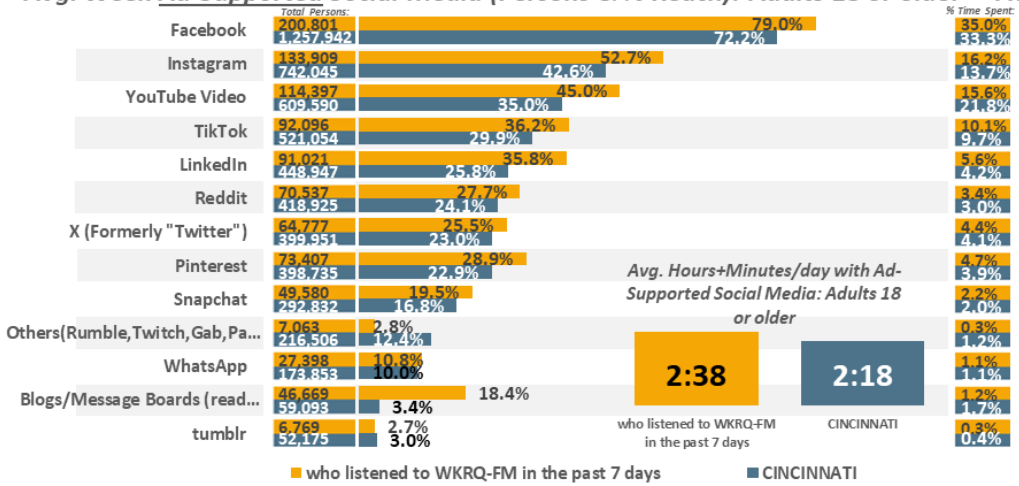
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older

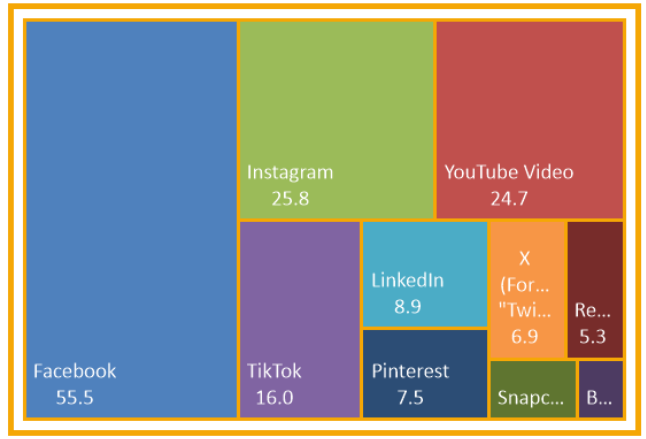


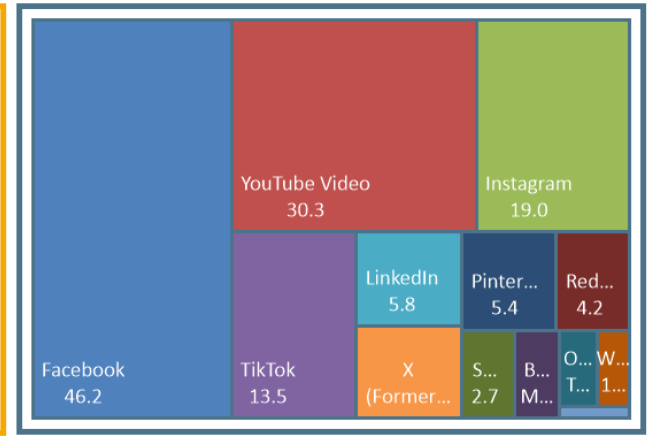




Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older







CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 276

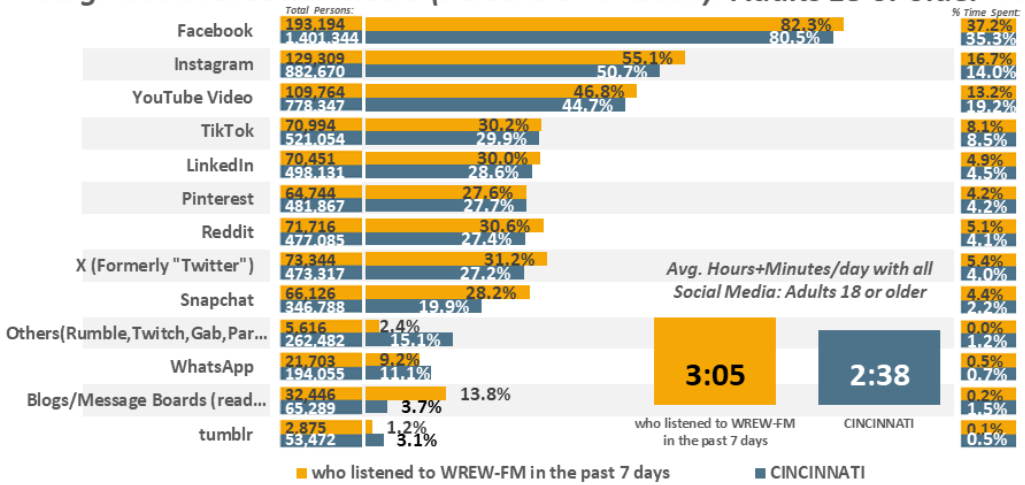
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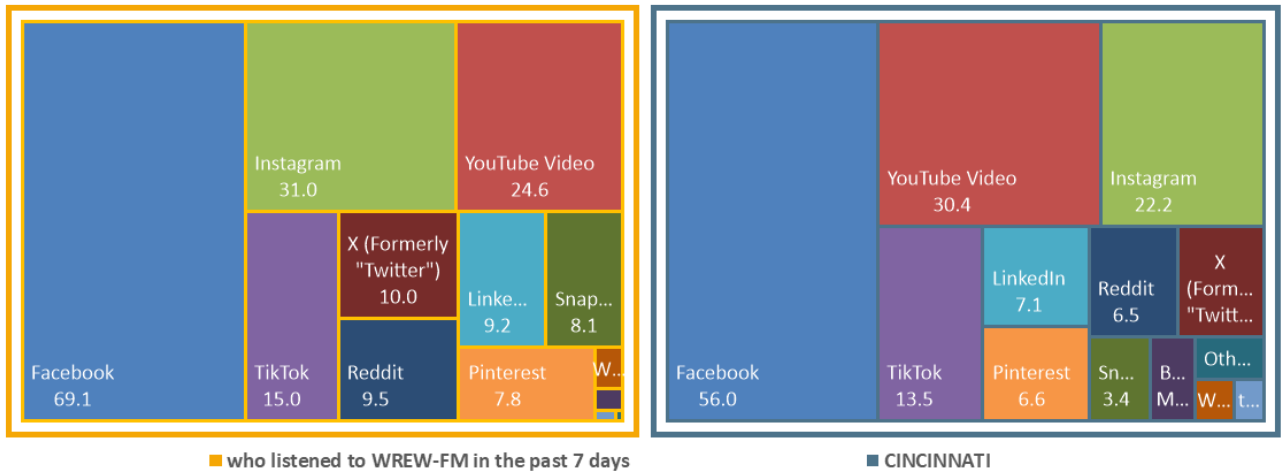
Radio Stations: WKRQ-FM

165,602 or 70.5% of Adults 18 or older who listened to WREW-FM in the past 7 days use Ad-Supported Facebook for an average of 57.9 minutes every day representing 36.4% of all time spent daily with Ad-Supported Social Media.

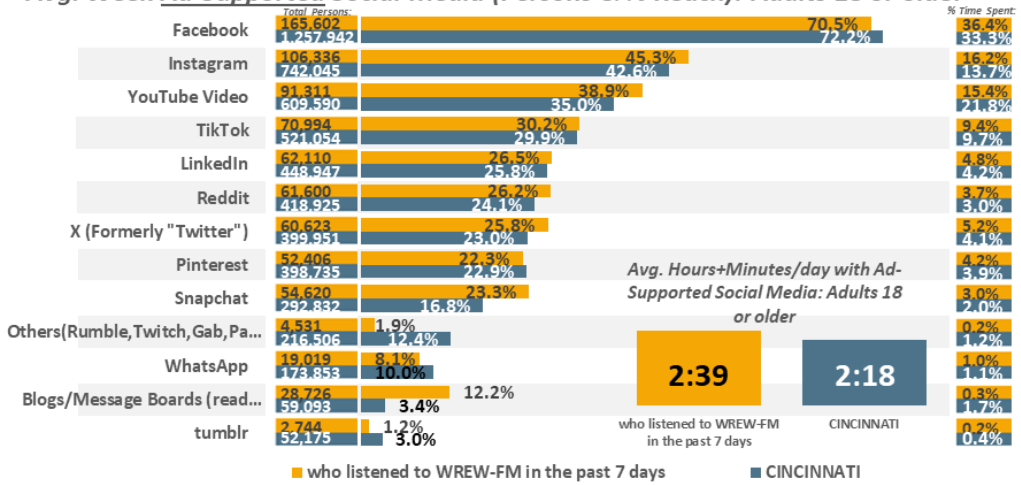
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



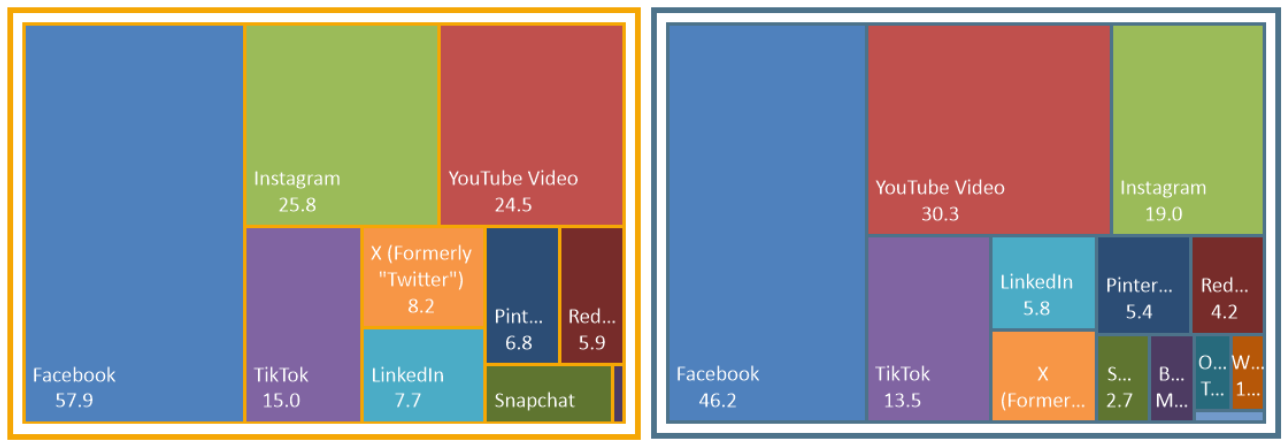
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



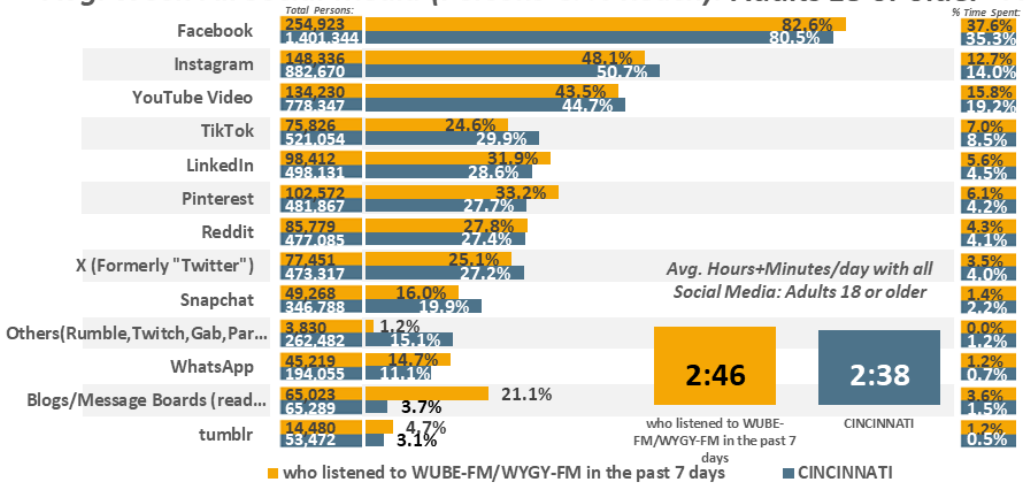
CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 229

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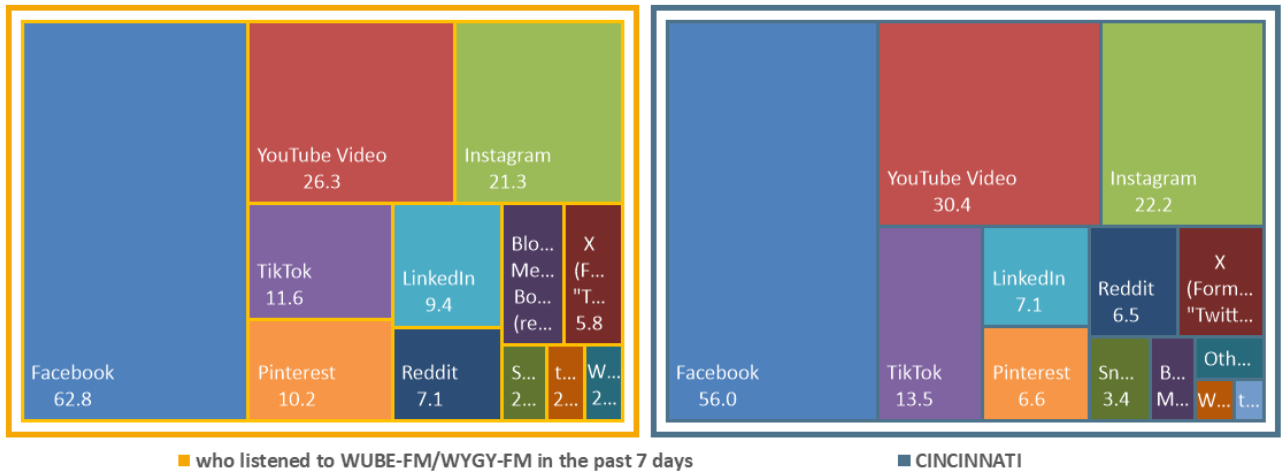
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238,317 or 77.2% of Adults 18 or older who listened to WUBE-FM/WYGY-FM in the past 7 days use Ad-Supported Facebook for an average of 53.5 minutes every day representing 36.4% of all time spent daily with Ad-Supported Social Media.

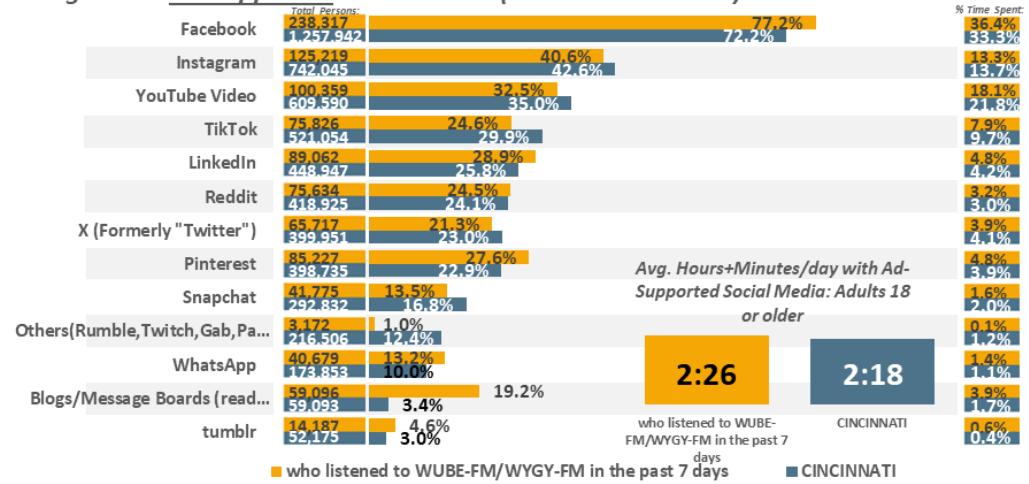
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



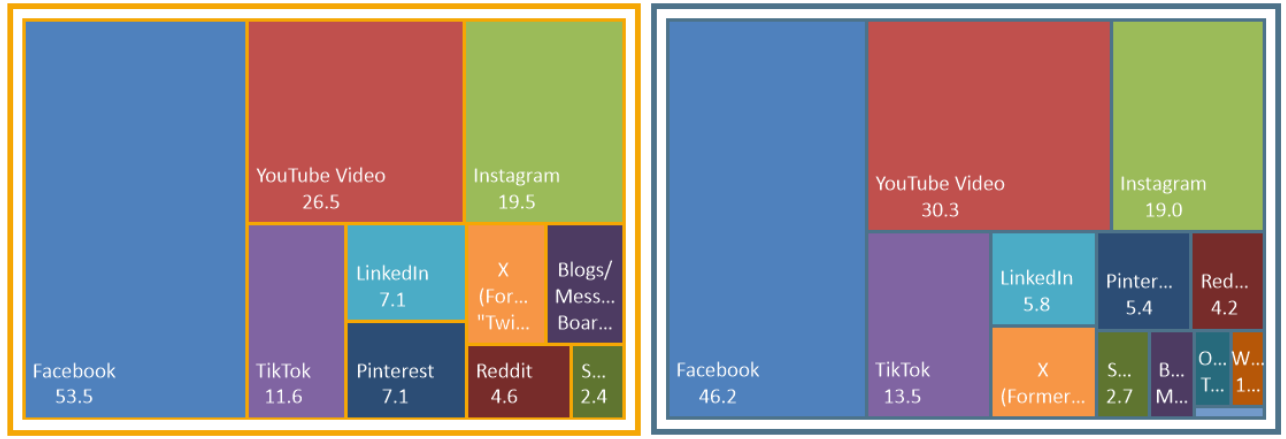
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



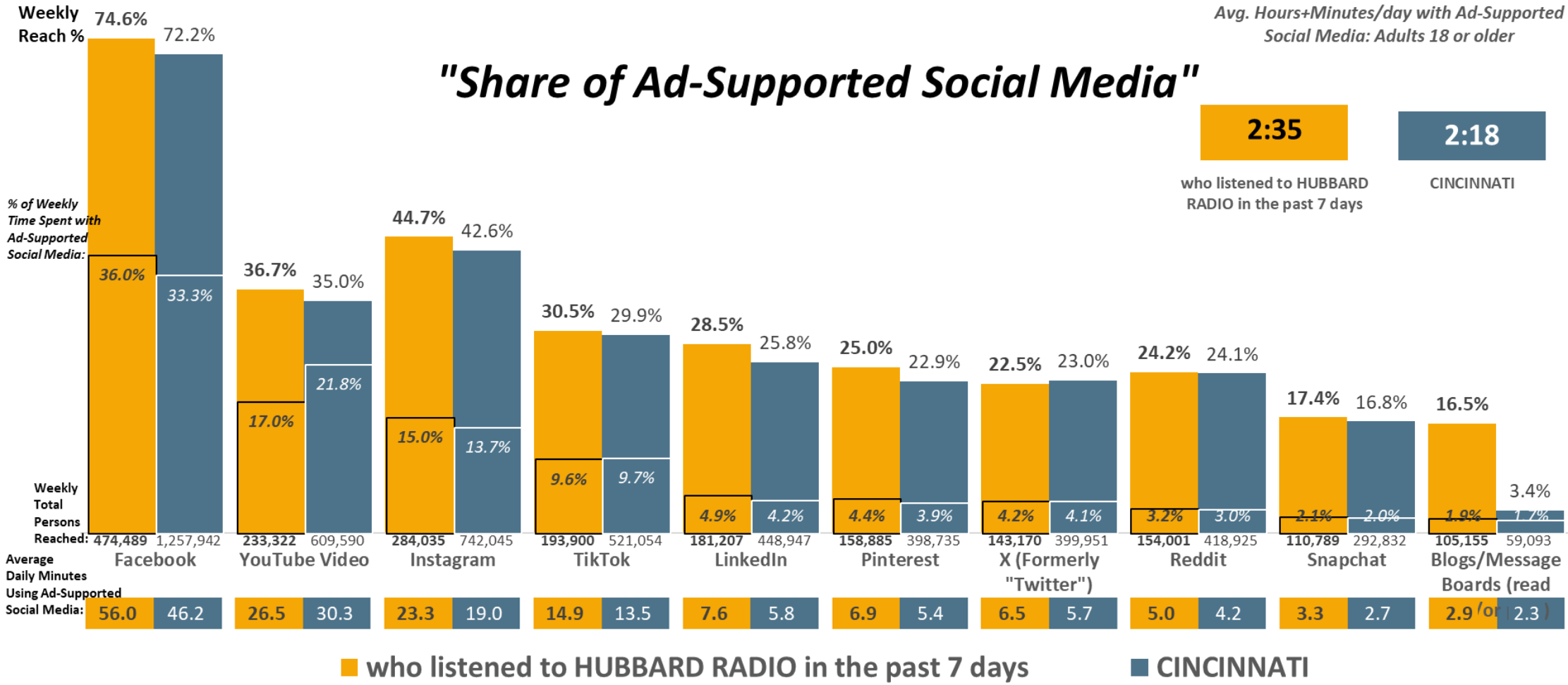
CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 322

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(Radio Stations: WUBE-FM OR Radio Stations: WYGY-FM)

474,489 or 74.6% of Adults 18 or older who listened to HUBBARD RADIO in the past 7 days use Ad-Supported Facebook for an average of 56. minutes every day representing 36.% of all time spent daily with Ad-Supported Social Media.



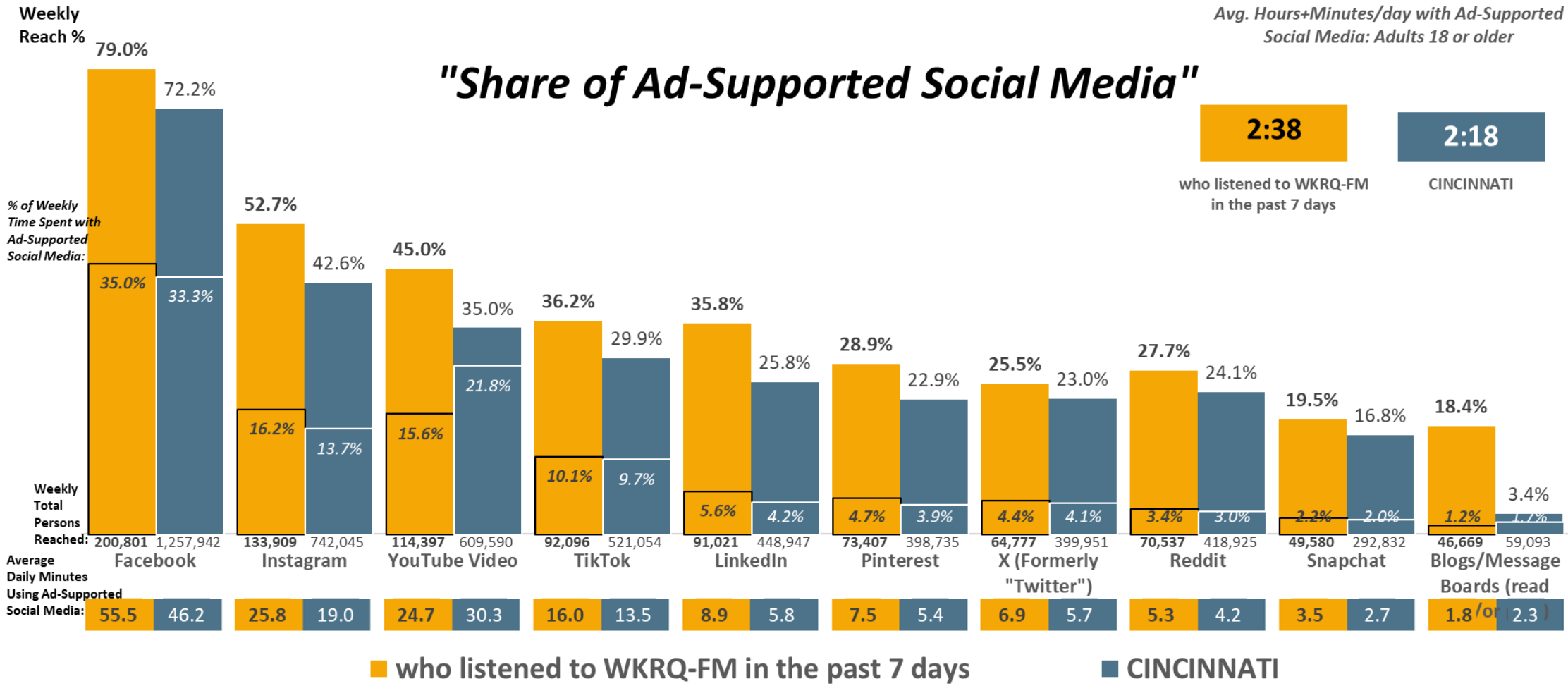
CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 644 CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,716

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(Radio Stations: WKRQ-FM OR Radio Stations: WREW-FM OR Radio Stations: WUBE-FM OR Radio Stations: WYGY-FM)

200,801 or 79.% of Adults 18 or older who listened to WKRQ-FM in the past 7 days use Ad-Supported Facebook for an average of 55.5 minutes every day representing 35.% of all time spent daily with Ad-Supported Social Media.



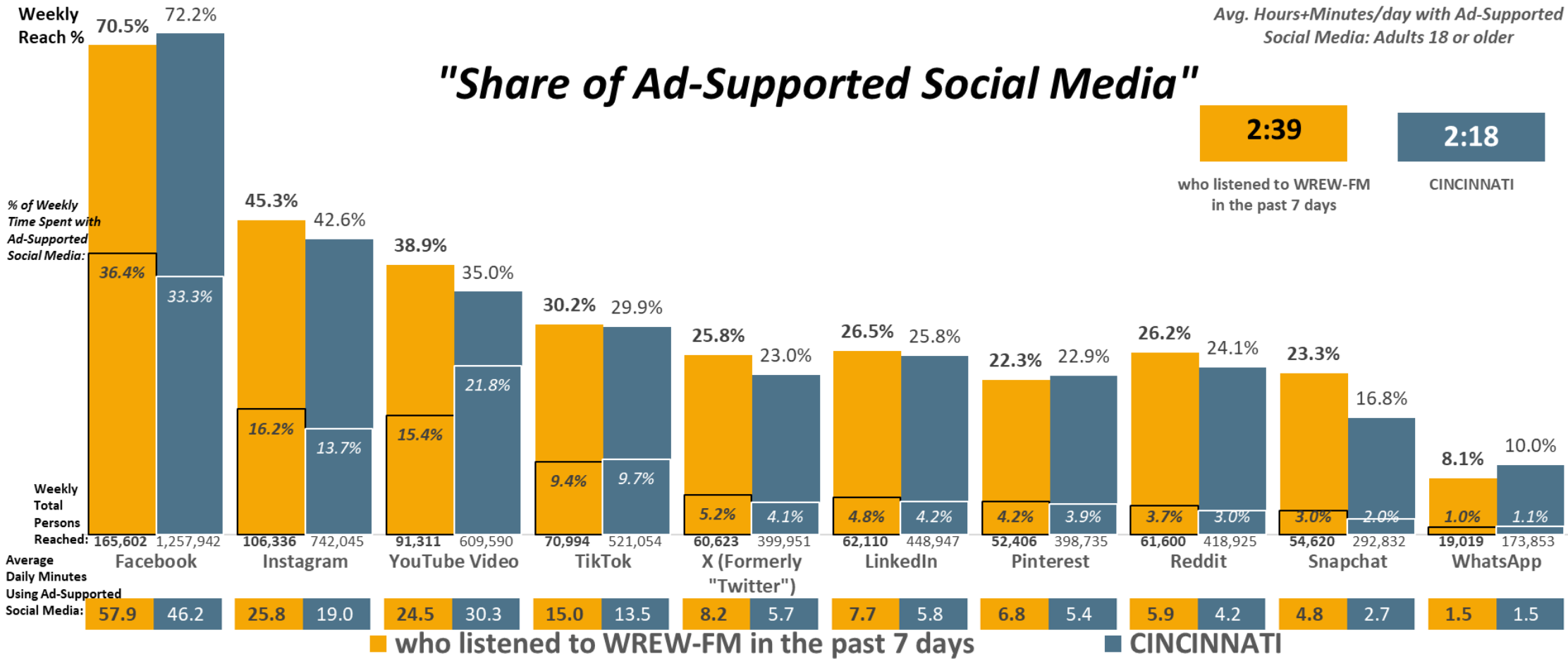
CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 276 CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,716

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Radio Stations: WKRQ-FM

165,602 or 70.5% of Adults 18 or older who listened to WREW-FM in the past 7 days use Ad-Supported Facebook for an average of 57.9 minutes every day representing 36.4% of all time spent daily with Ad-Supported Social Media.



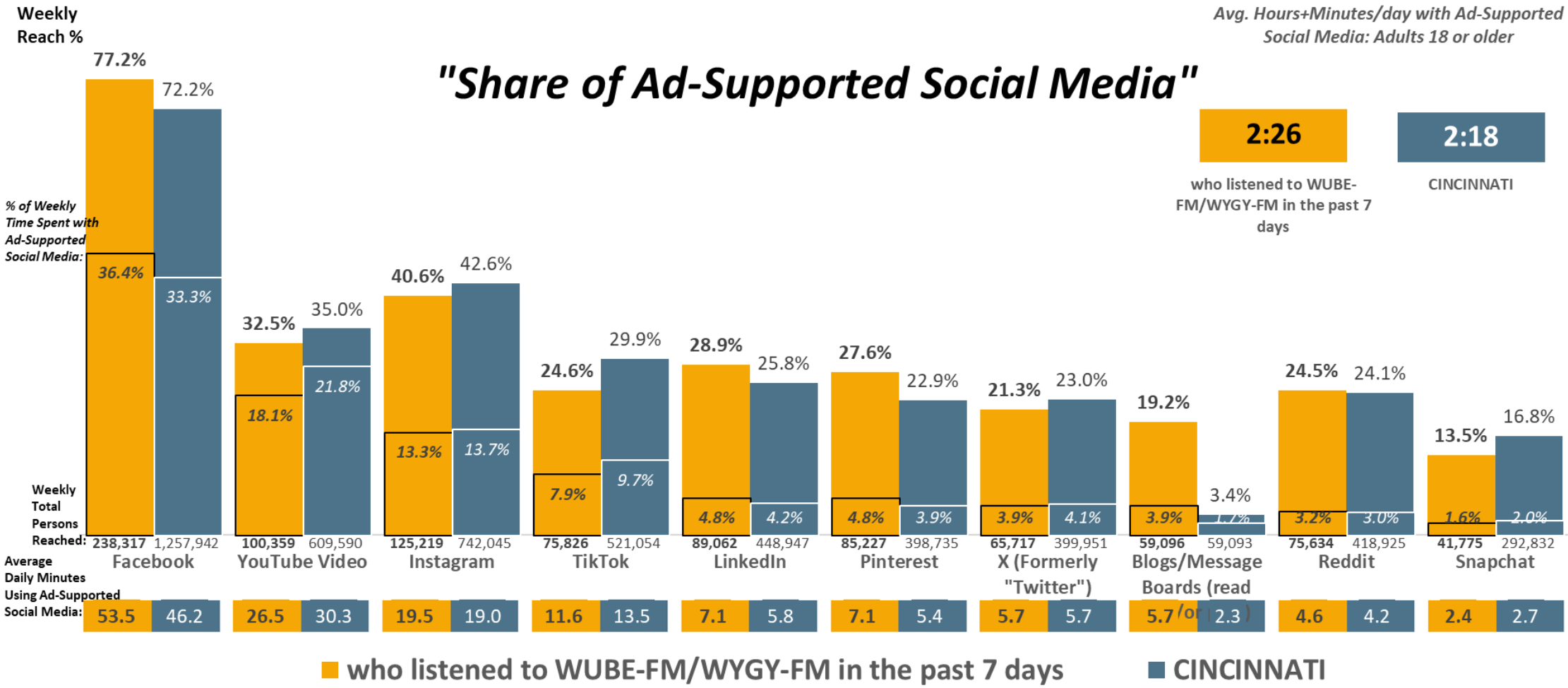
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Radio Stations: WREW-FM

238,317 or 77.2% of Adults 18 or older who listened to WUBE-FM/WYGY-FM in the past 7 days use Ad-Supported Facebook for an average of 53.5 minutes every day representing 36.4% of all time spent daily with Ad-Supported Social Media.



CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 322 CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,716

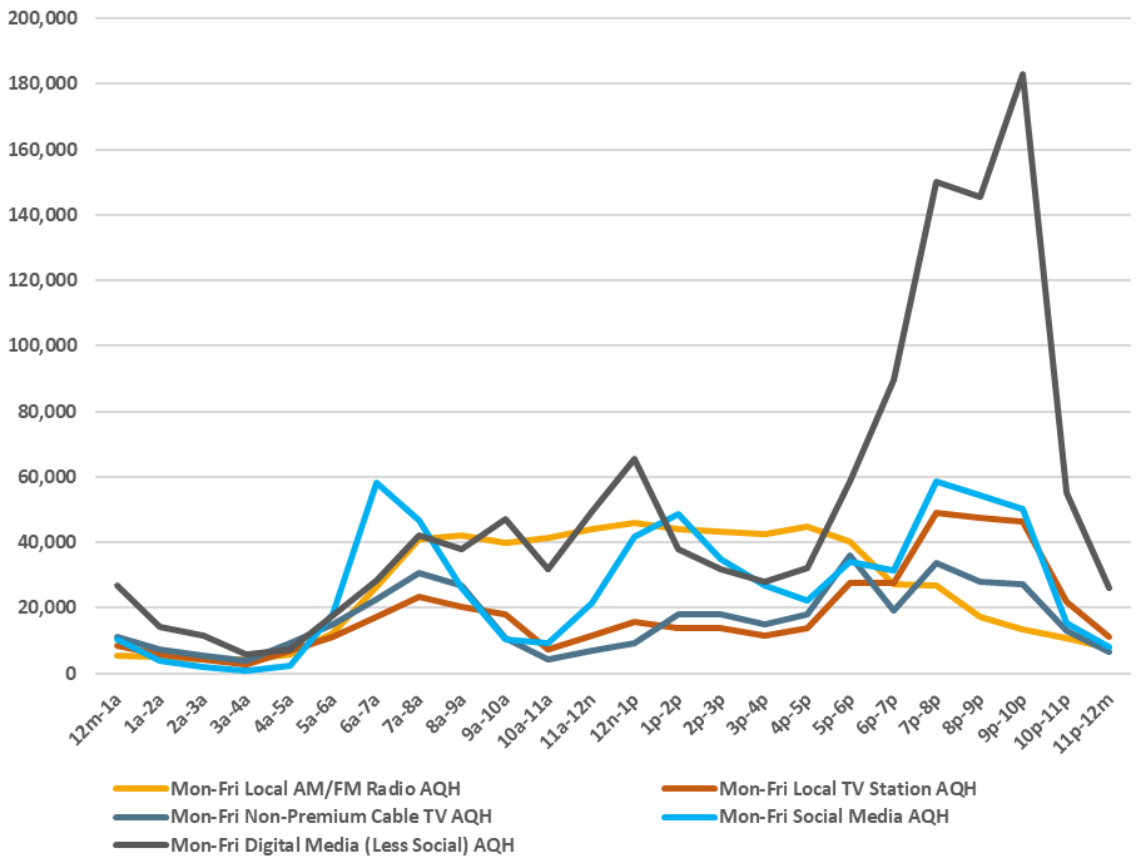
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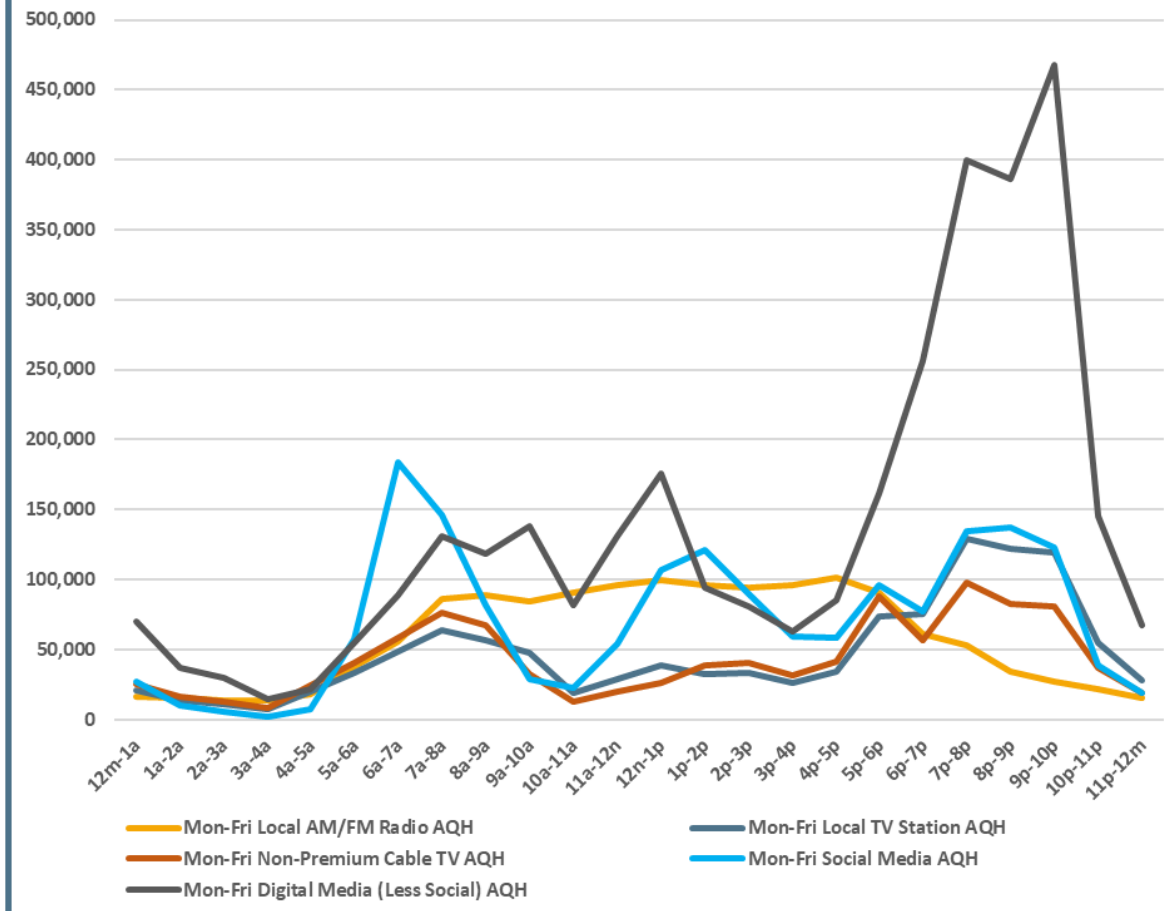
(Radio Stations: WUBE-FM OR Radio Stations: WYGY-FM)

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 44,702; Local Radio: 40,178; Social Media: 31,721; Non-Prem. Cable: 18,089; Local TV: 17,039 reaching Adults 18 or older who listened to HUBBARD RADIO in the past 7 days.

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH) Adults 18 or older who listened to HUBBARD RADIO in the past 7 days



(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH) CINCINNATI Metro Area Adults 18 or older



CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 644

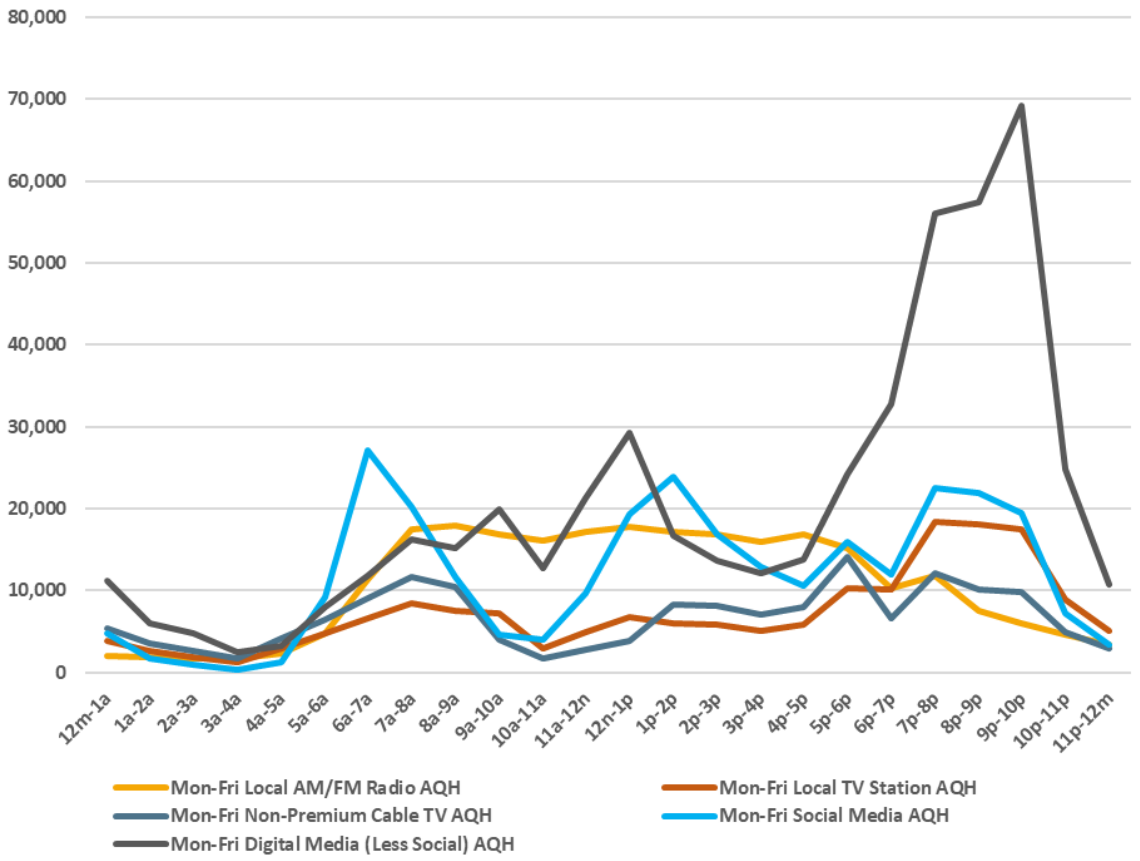
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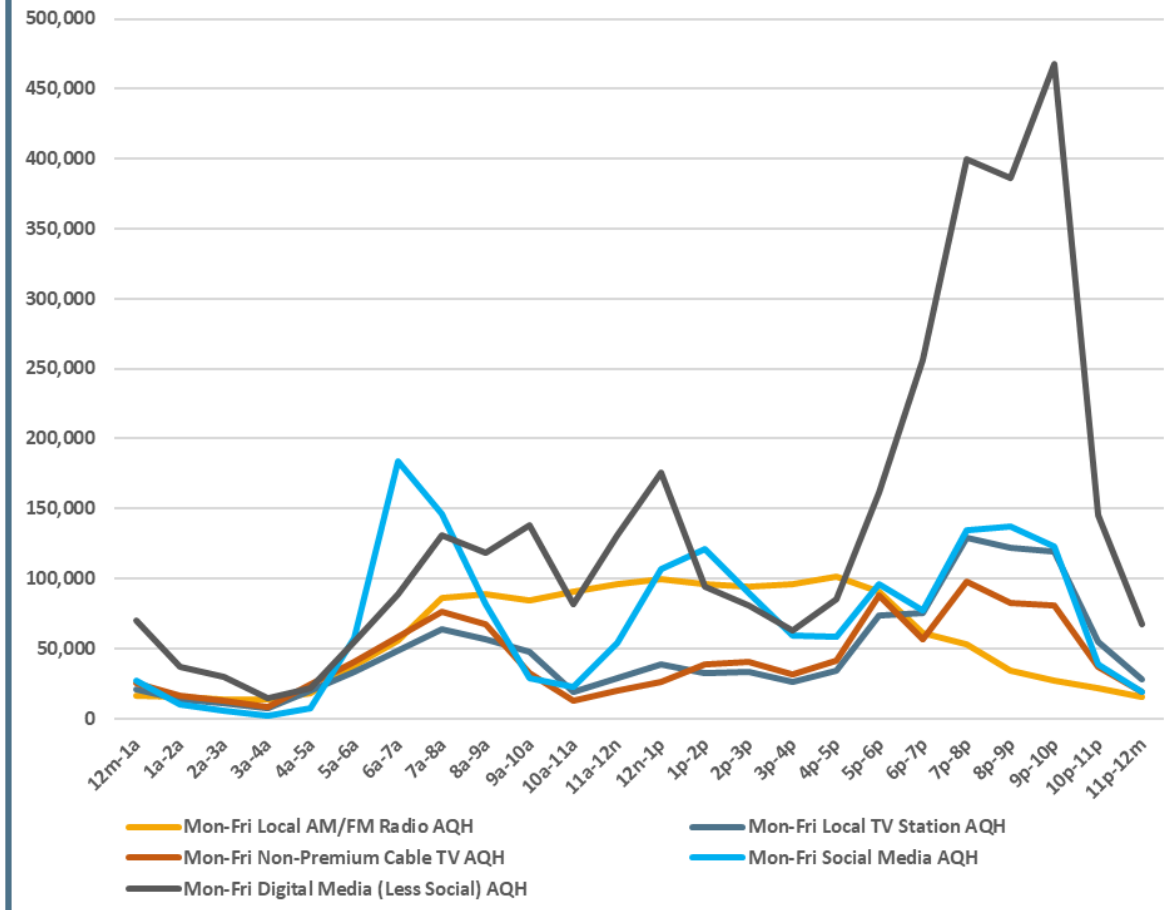
(Radio Stations: WKRQ-FM OR Radio Stations: WREW-FM OR Radio Stations: WUBE-FM OR Radio Stations: WYGY-FM)

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 18,425; Local Radio: 15,914; Social Media: 14,516; Non-Prem. Cable: 7,355; Local TV: 6,721 reaching Adults 18 or older who listened to WKRQ-FM in the past 7 days.

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH) Adults 18 or older who listened to WKRQ-FM in the past 7 days



(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH) CINCINNATI Metro Area Adults 18 or older



CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 276

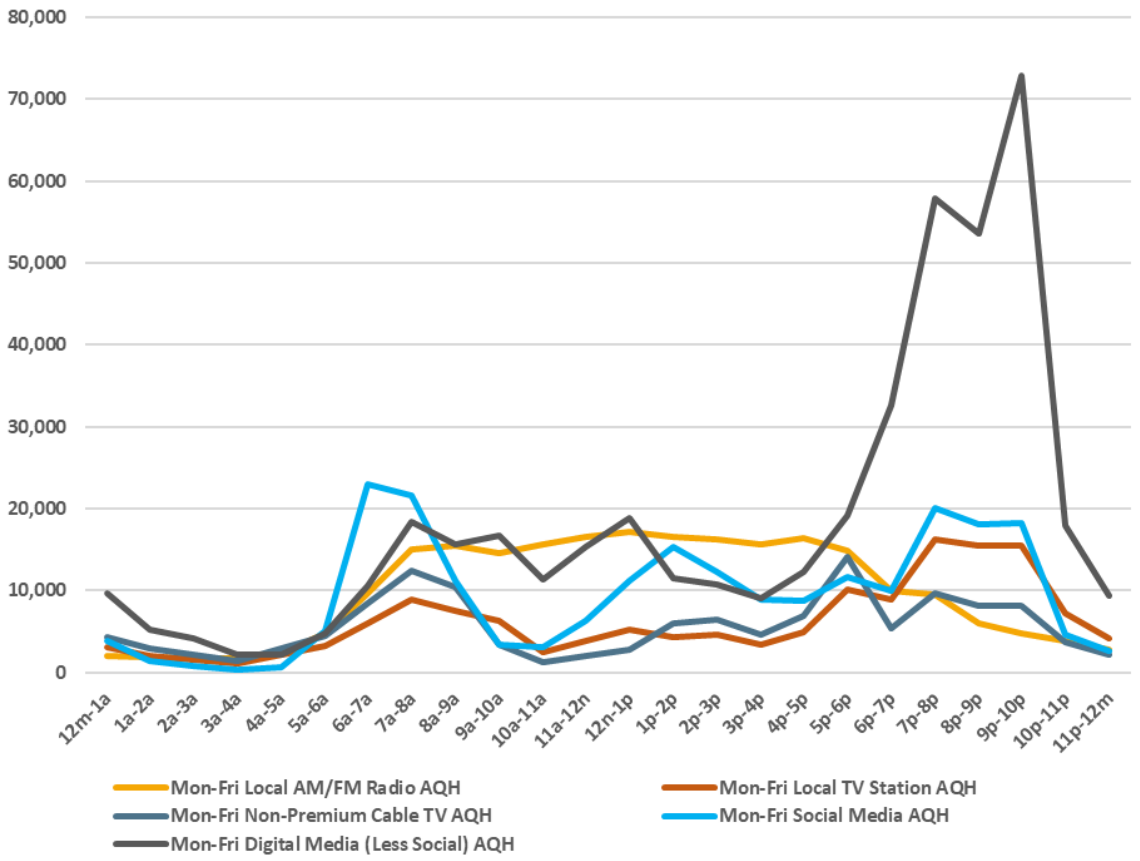
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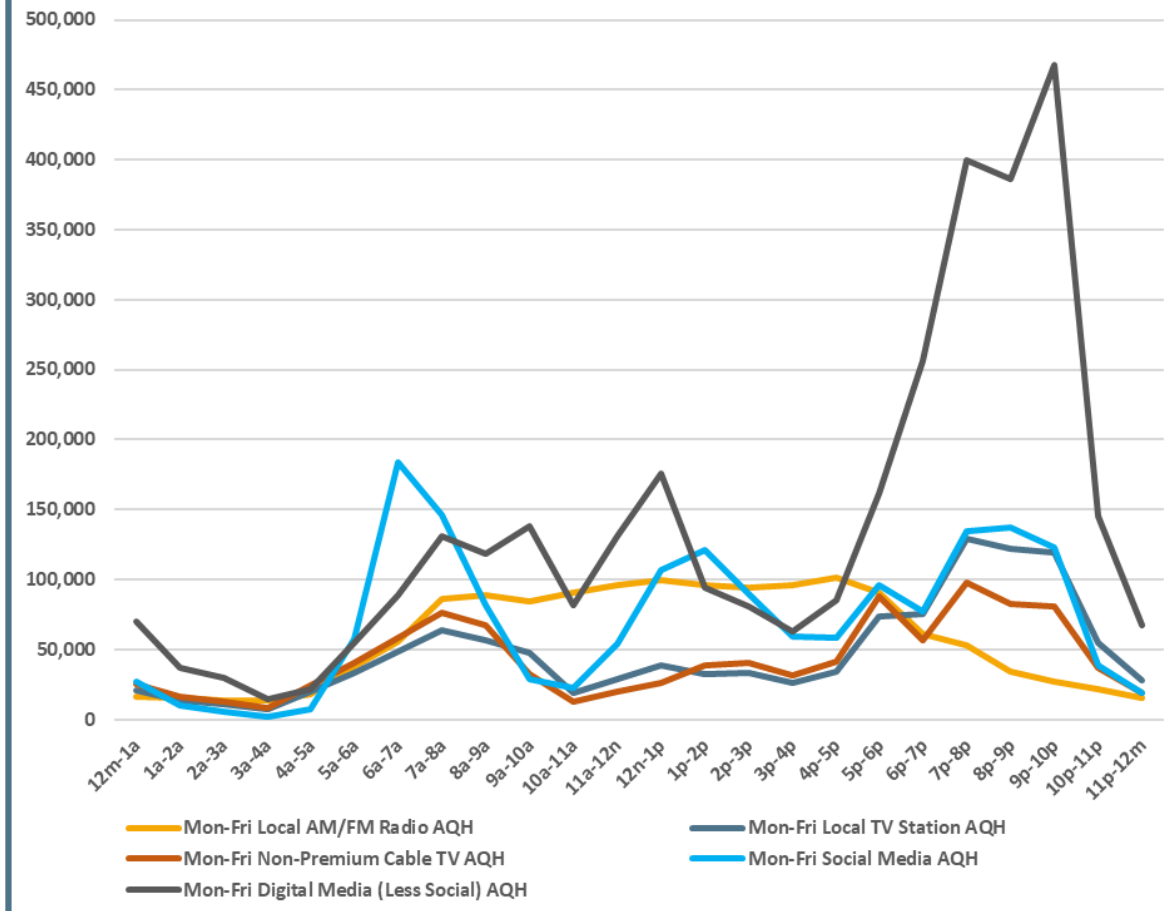
Radio Stations: WKRQ-FM

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 15,542; Local Radio: 14,898; Social Media: 11,271; Non-Prem. Cable: 6,460; Local TV: 5,883 reaching Adults 18 or older who listened to WREW-FM in the past 7 days.

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH) Adults 18 or older who listened to WREW-FM in the past 7 days



(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH) CINCINNATI Metro Area Adults 18 or older



CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 229

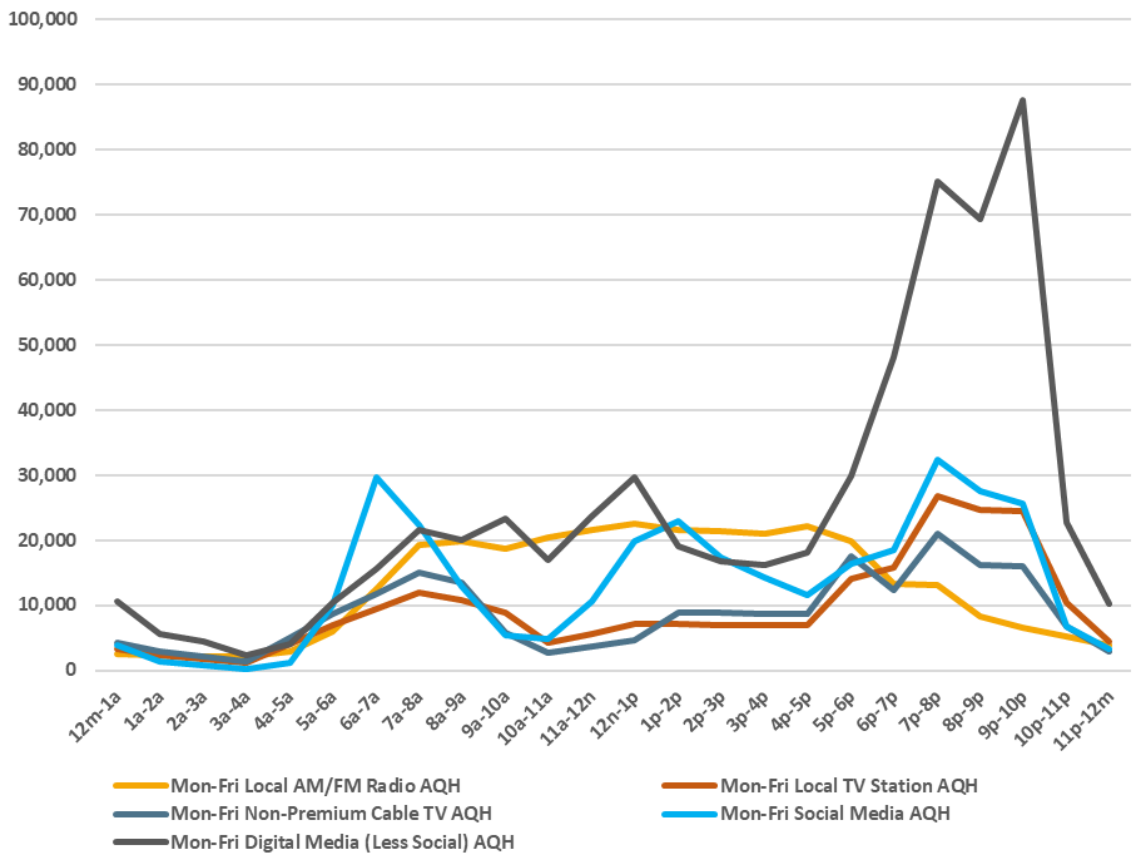
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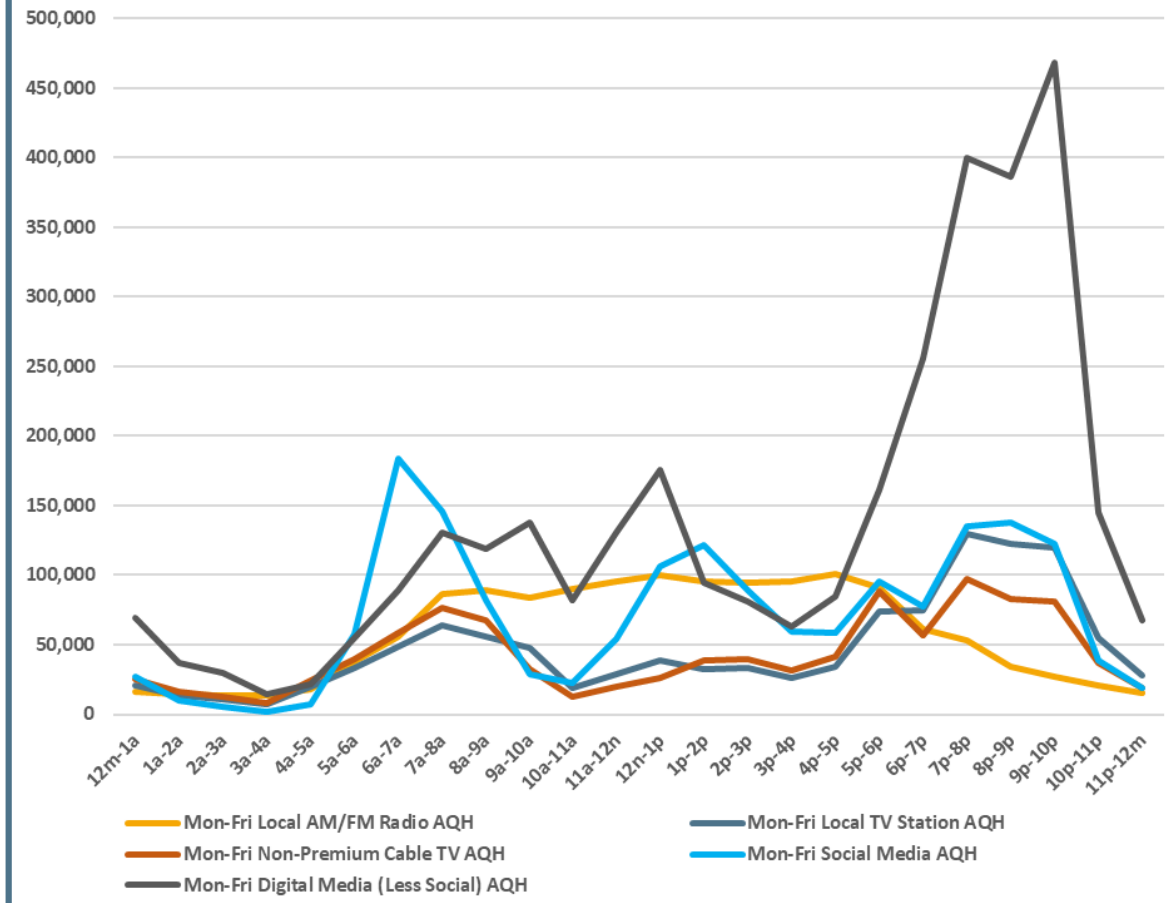
Radio Stations: WREW-FM

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 22,994; Local Radio: 19,529; Social Media: 15,880; Non-Prem. Cable: 9,404; Local TV: 8,912 reaching Adults 18 or older who listened to WUBE-FM/WYGY-FM in the past 7 days.

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH) Adults 18 or older who listened to WUBE-FM/WYGY-FM in the past 7 days



(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH) CINCINNATI Metro Area Adults 18 or older



CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 322

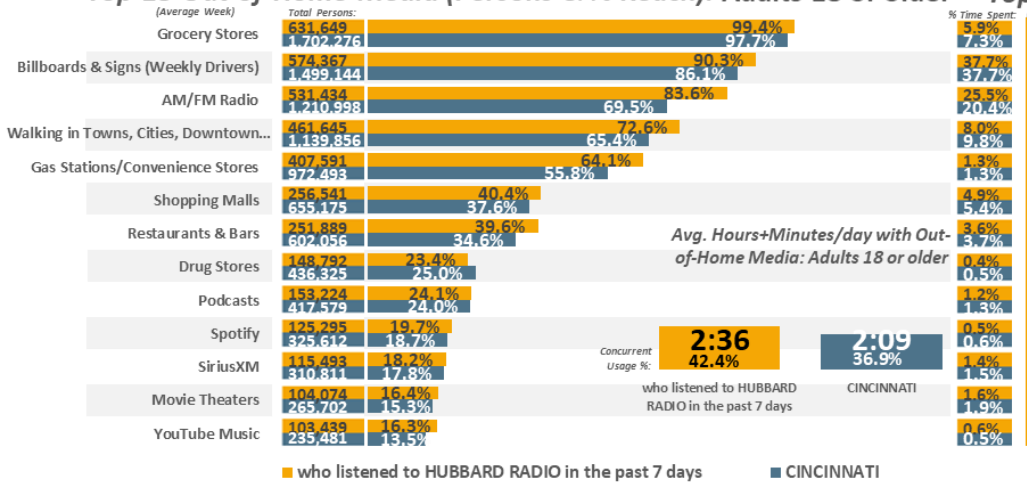
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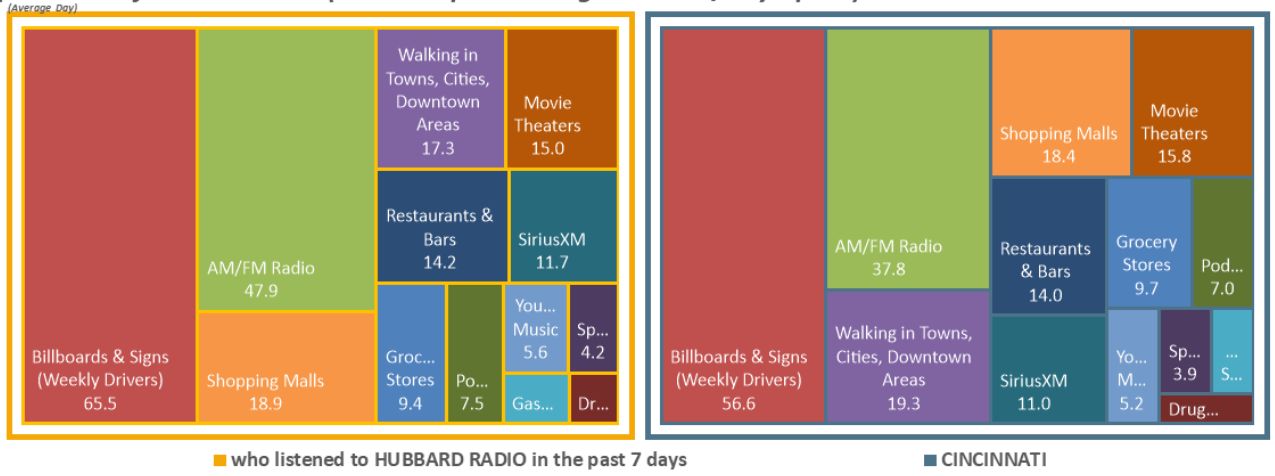
(Radio Stations: WUBE-FM OR Radio Stations: WYGY-FM)

574,367 or 90.3% of Adults 18 or older who listened to HUBBARD RADIO in the past 7 days spend an average of 65.5 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 46.3 minutes/day.

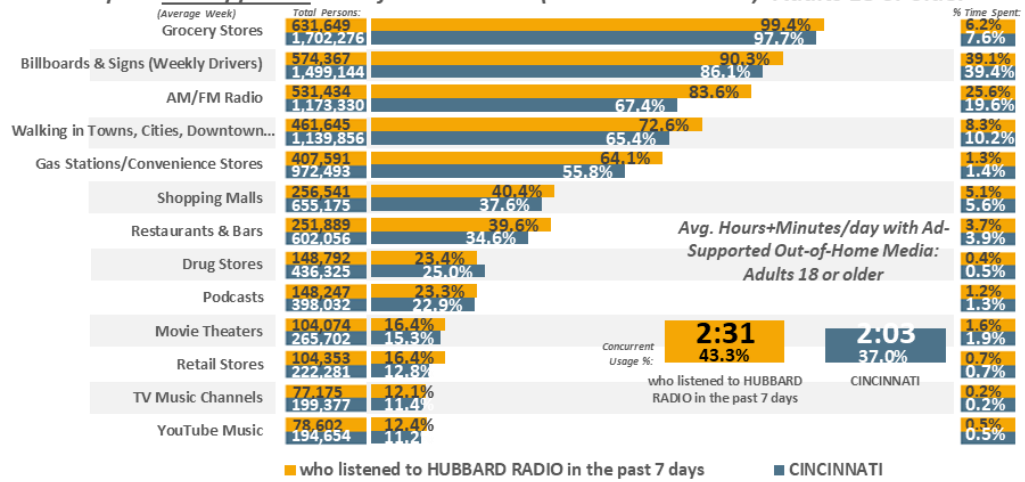
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



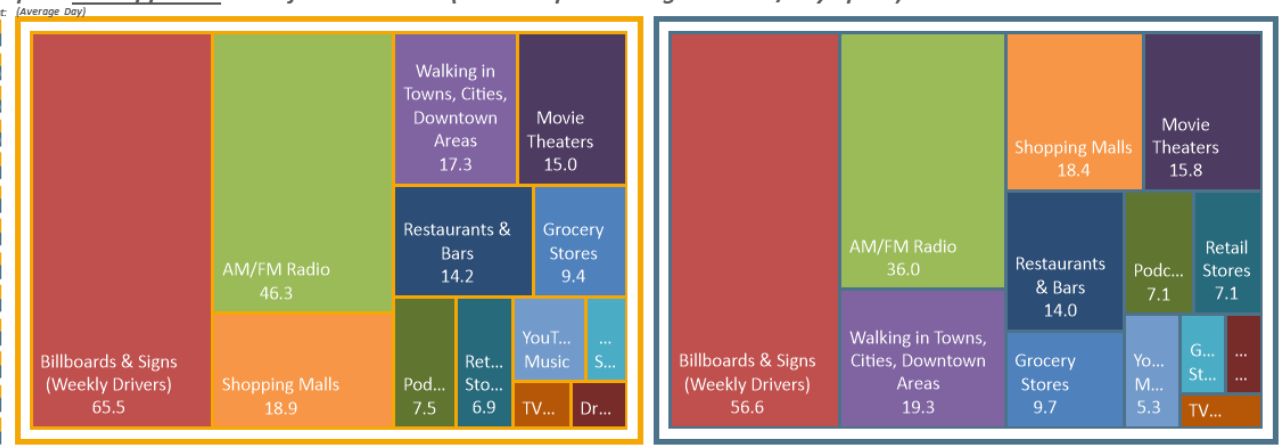
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 18 or older



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 644

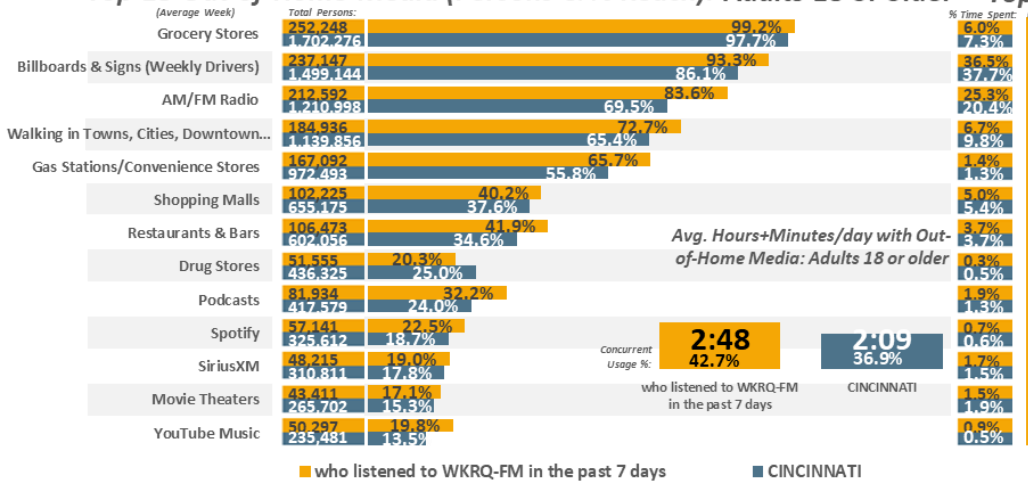
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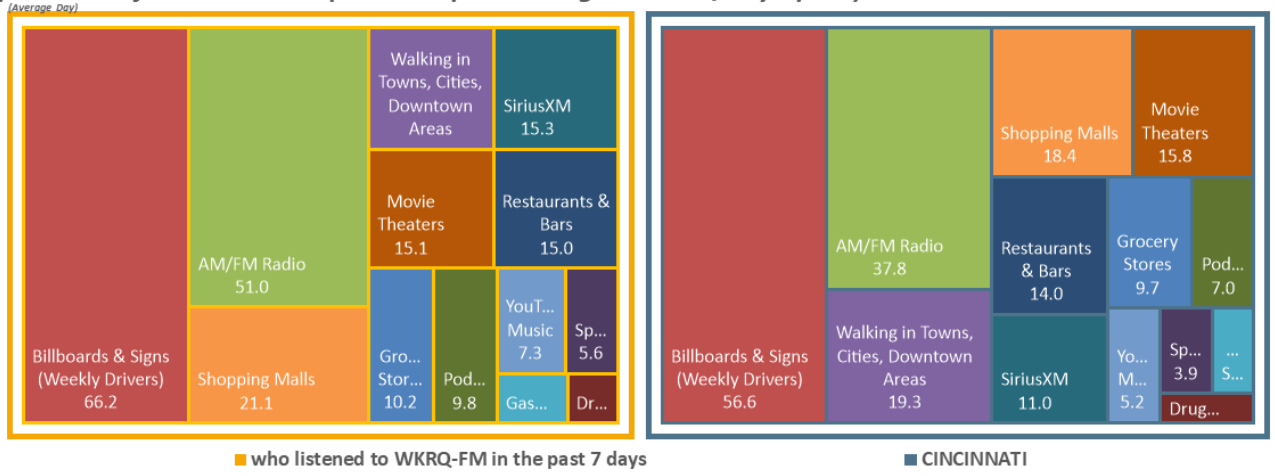
(Radio Stations: WKRQ-FM OR Radio Stations: WREW-FM OR Radio Stations: WUBE-FM OR Radio Stations: WYGY-FM)

237,147 or 93.3% of Adults 18 or older who listened to WKRQ-FM in the past 7 days spend an average of 66.2 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 48.4 minutes/day.

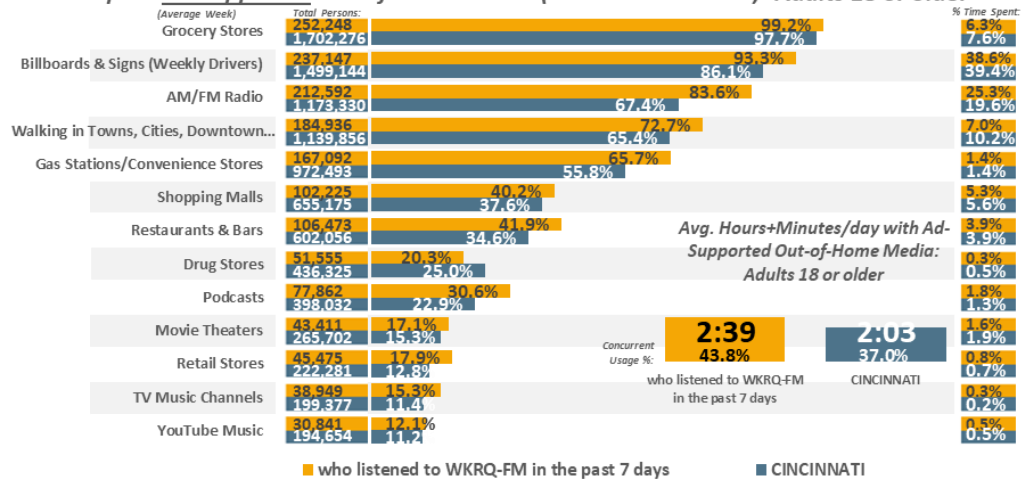
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



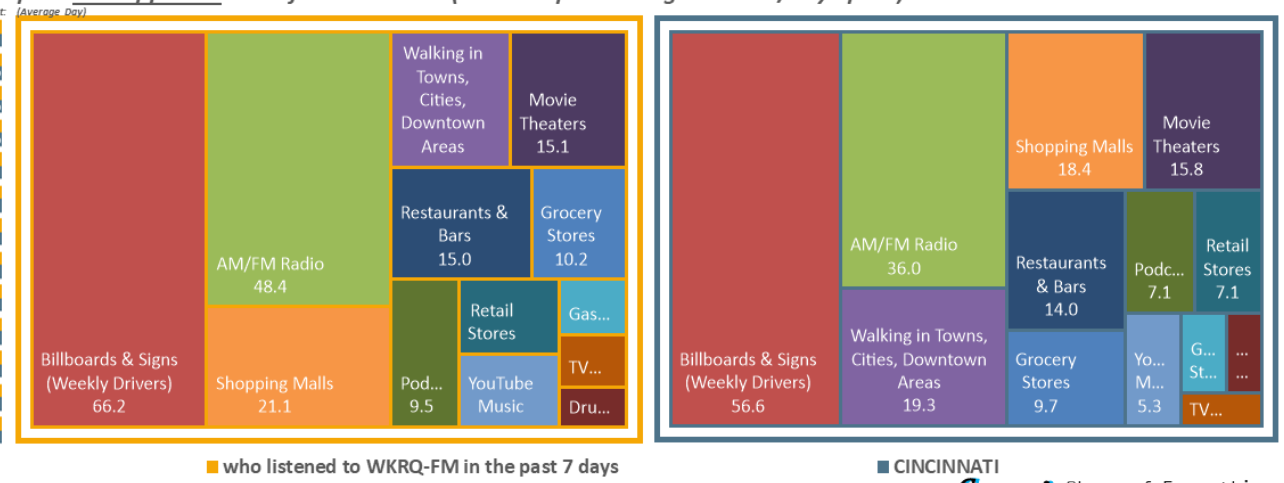
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 18 or older



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 276

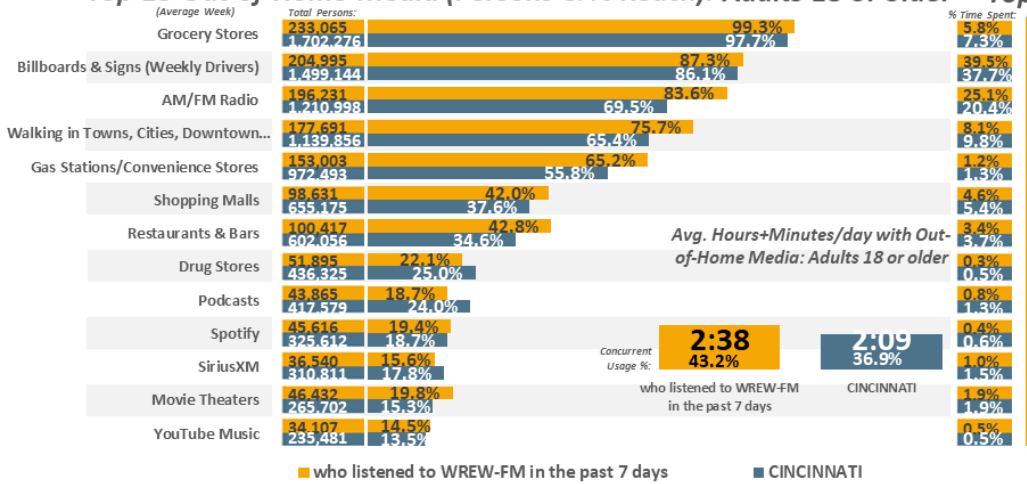
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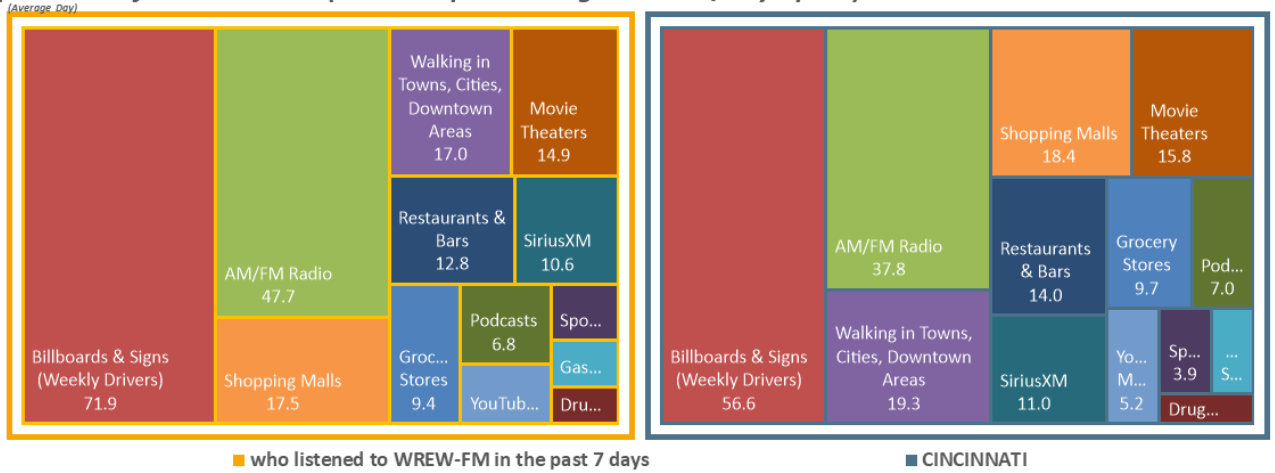
Radio Stations: WKRQ-FM

204,995 or 87.3% of Adults 18 or older who listened to WREW-FM in the past 7 days spend an average of 71.9 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 46.4 minutes/day.

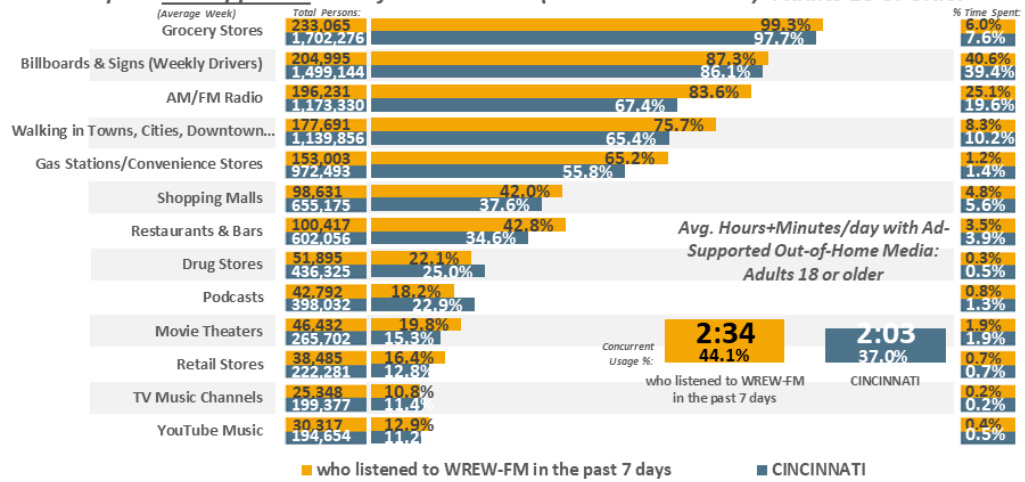
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



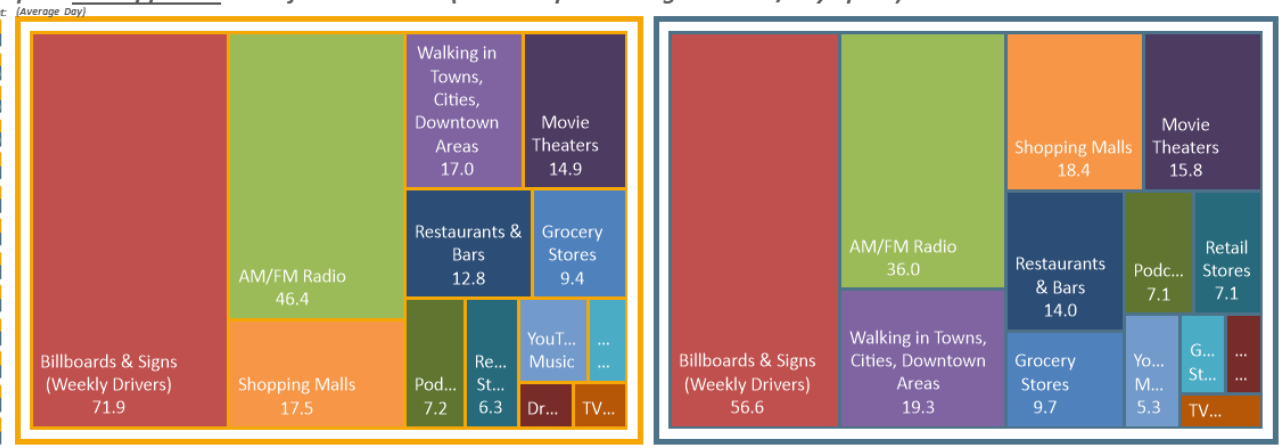
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 18 or older



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



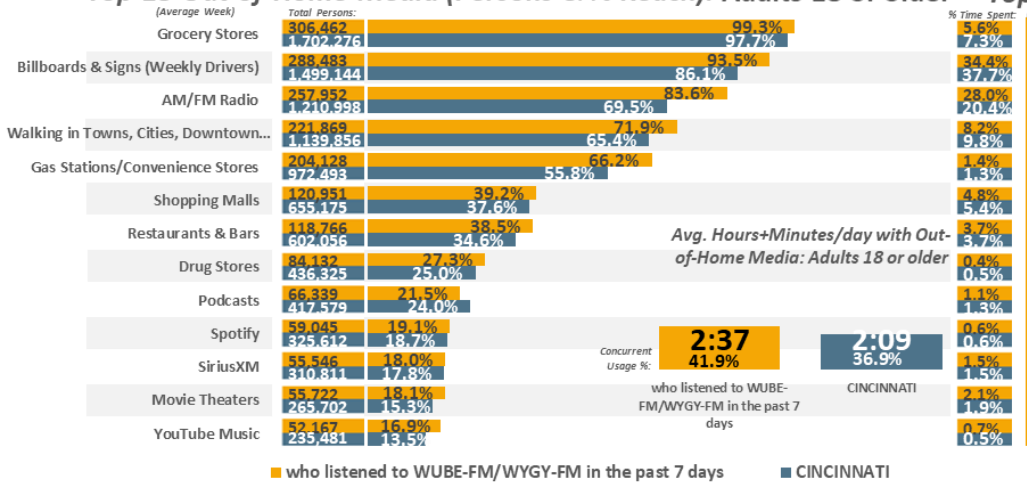
CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 229

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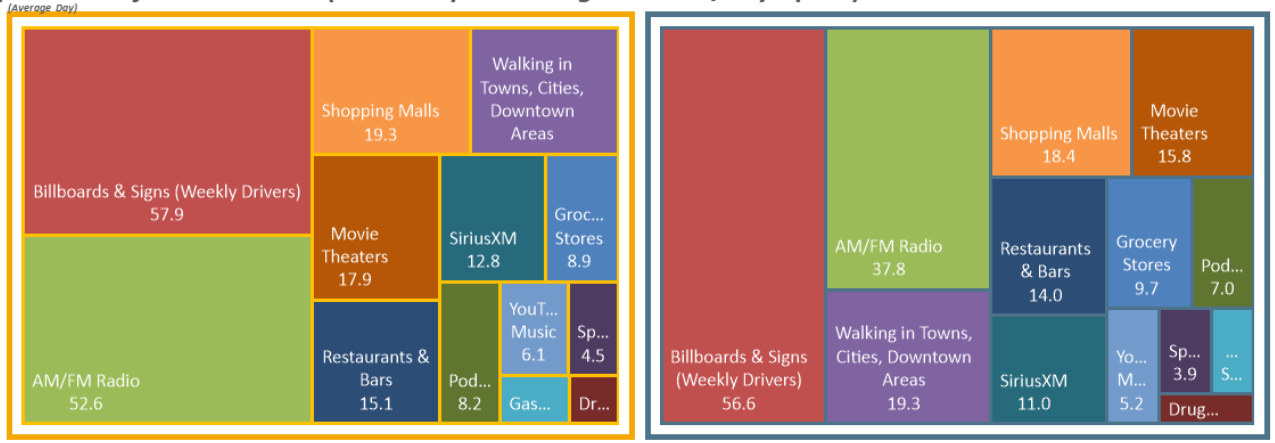
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288,483 or 93.5% of Adults 18 or older who listened to WUBE-FM/WYGY-FM in the past 7 days spend an average of 57.9 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 50.2 minutes/day.

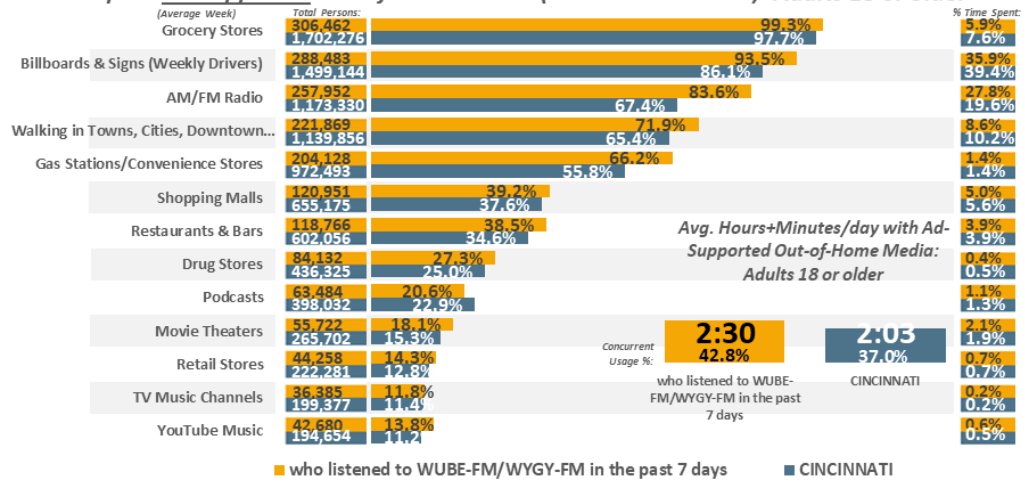
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



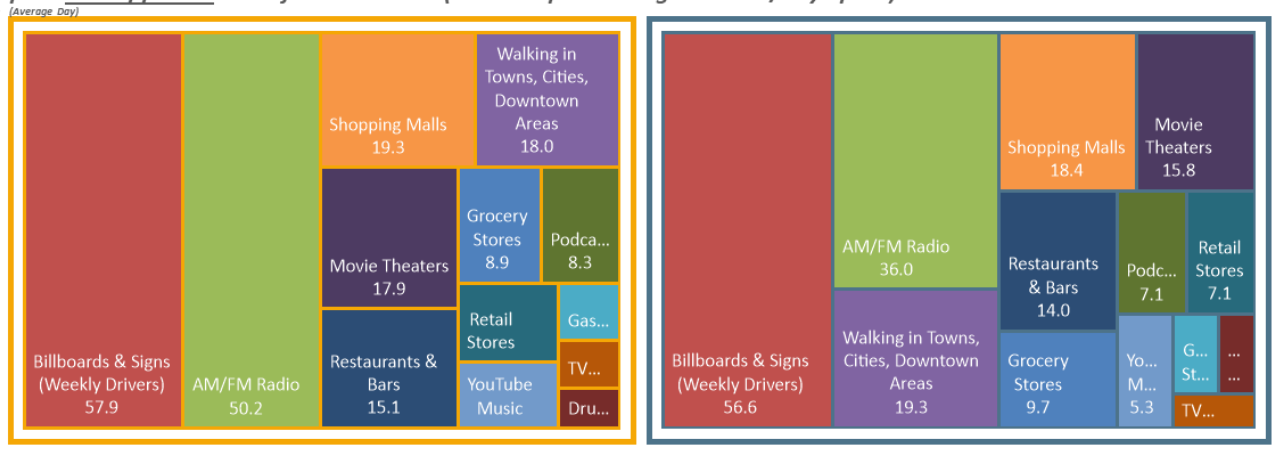
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 18 or older



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 322

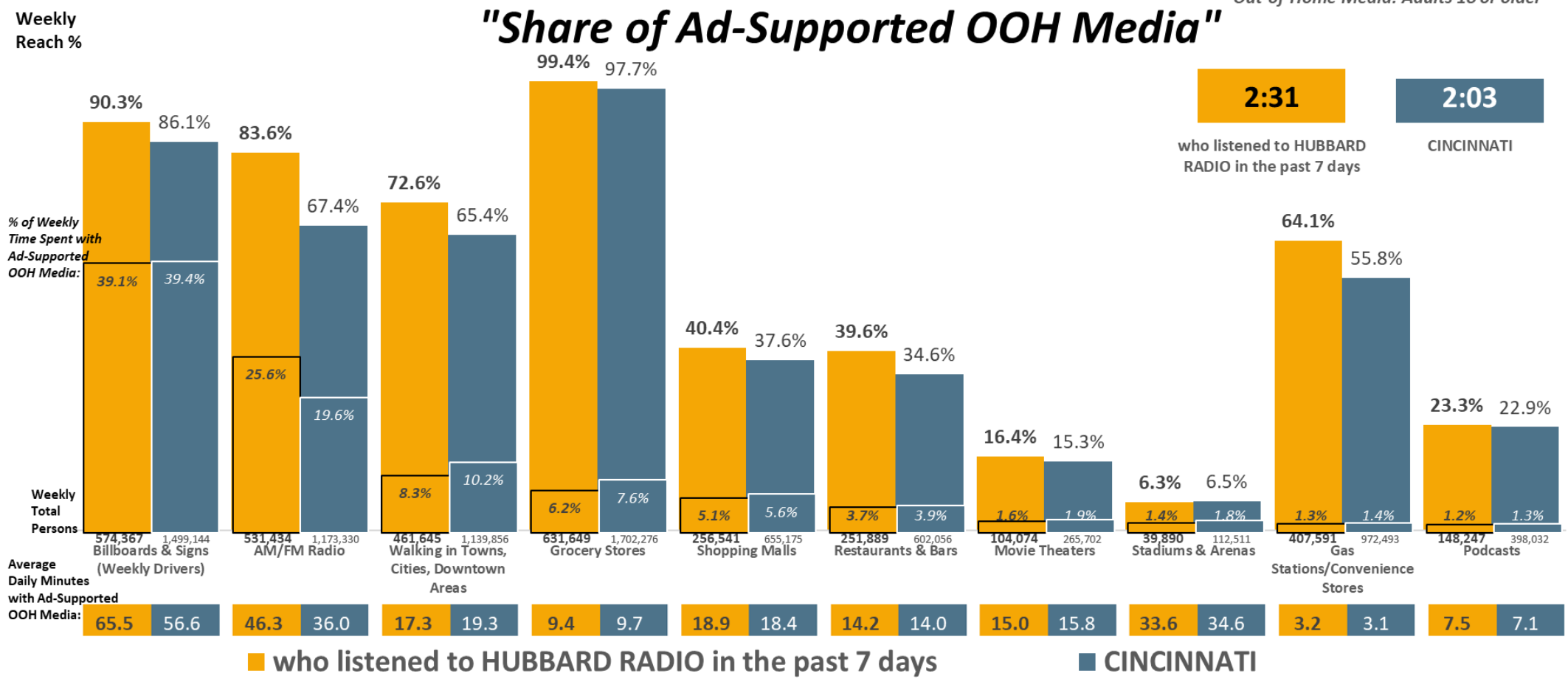
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(Radio Stations: WUBE-FM OR Radio Stations: WYGY-FM)

574,367 or 90.3% of Adults 18 or older who listened to HUBBARD RADIO in the past 7 days spend an average of 65.5 minutes per day driving, seeing Billboards and Signs representing 39.1% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 18 or older



CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 644 CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,716

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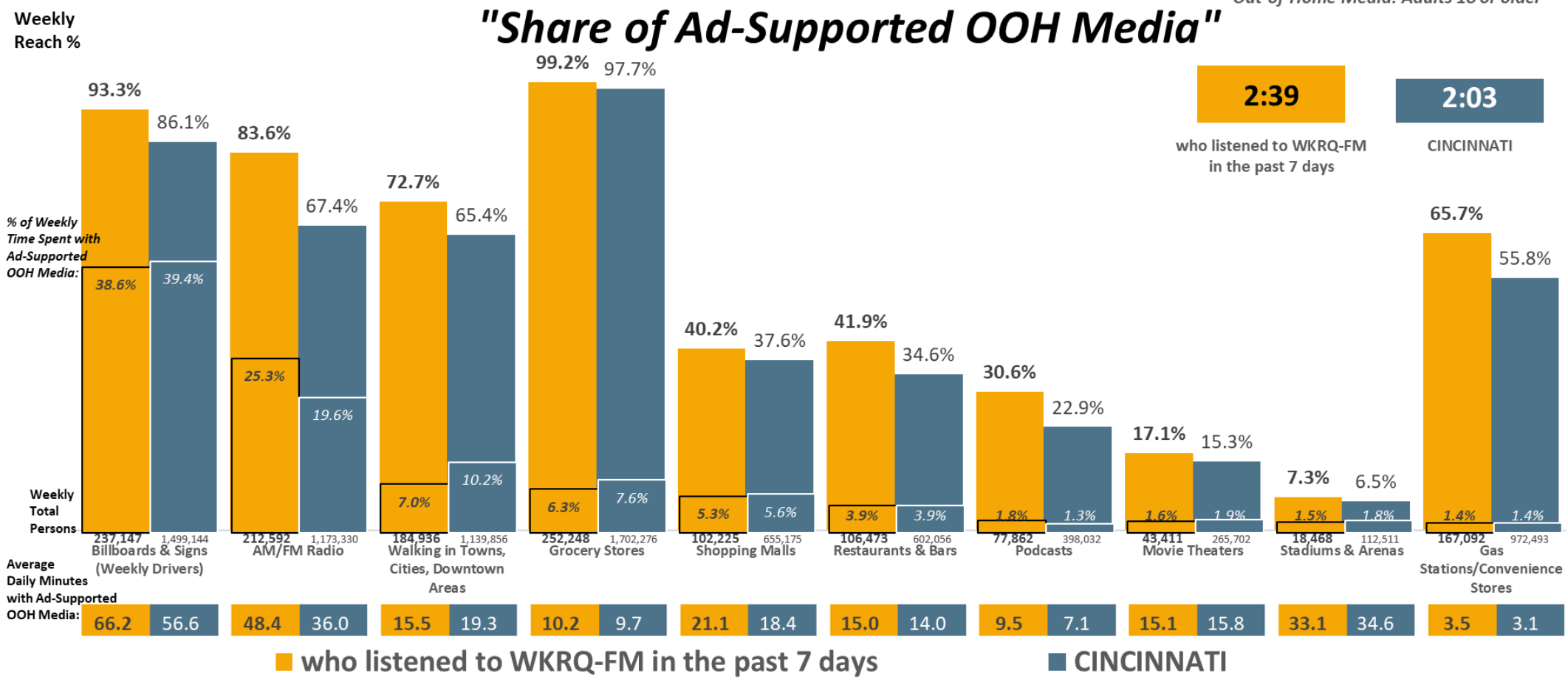
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(Radio Stations: WKRQ-FM OR Radio Stations: WREW-FM OR Radio Stations: WUBE-FM OR Radio Stations: WYGY-FM)

237,147 or 93.3% of Adults 18 or older who listened to WKRQ-FM in the past 7 days spend an average of 66.2 minutes per day driving, seeing Billboards and Signs representing 38.6% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 18 or older

"Share of Ad-Supported OOH Media"



CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 276 CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,716

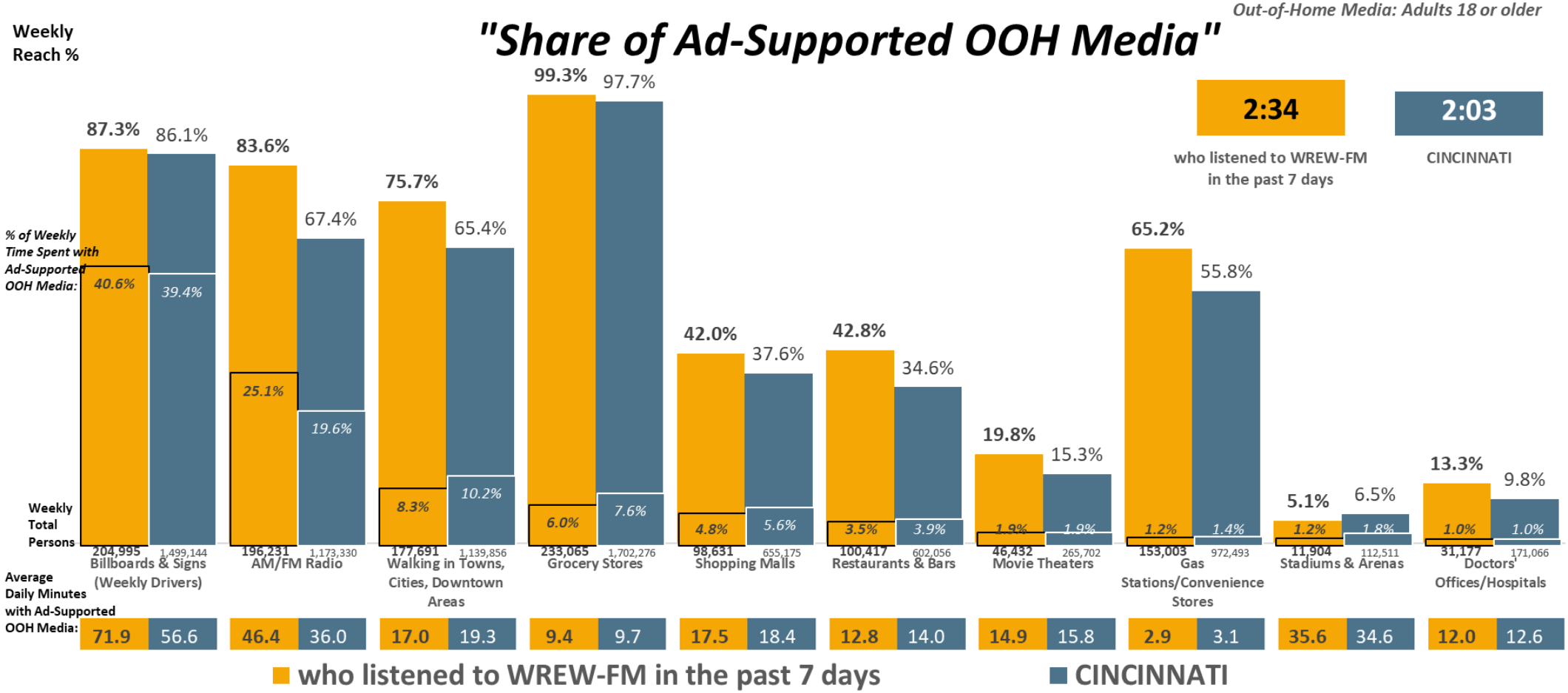
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Radio Stations: WKRQ-FM

204,995 or 87.3% of Adults 18 or older who listened to WREW-FM in the past 7 days spend an average of 71.9 minutes per day driving, seeing Billboards and Signs representing 40.6% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 18 or older



CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 229 CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,716

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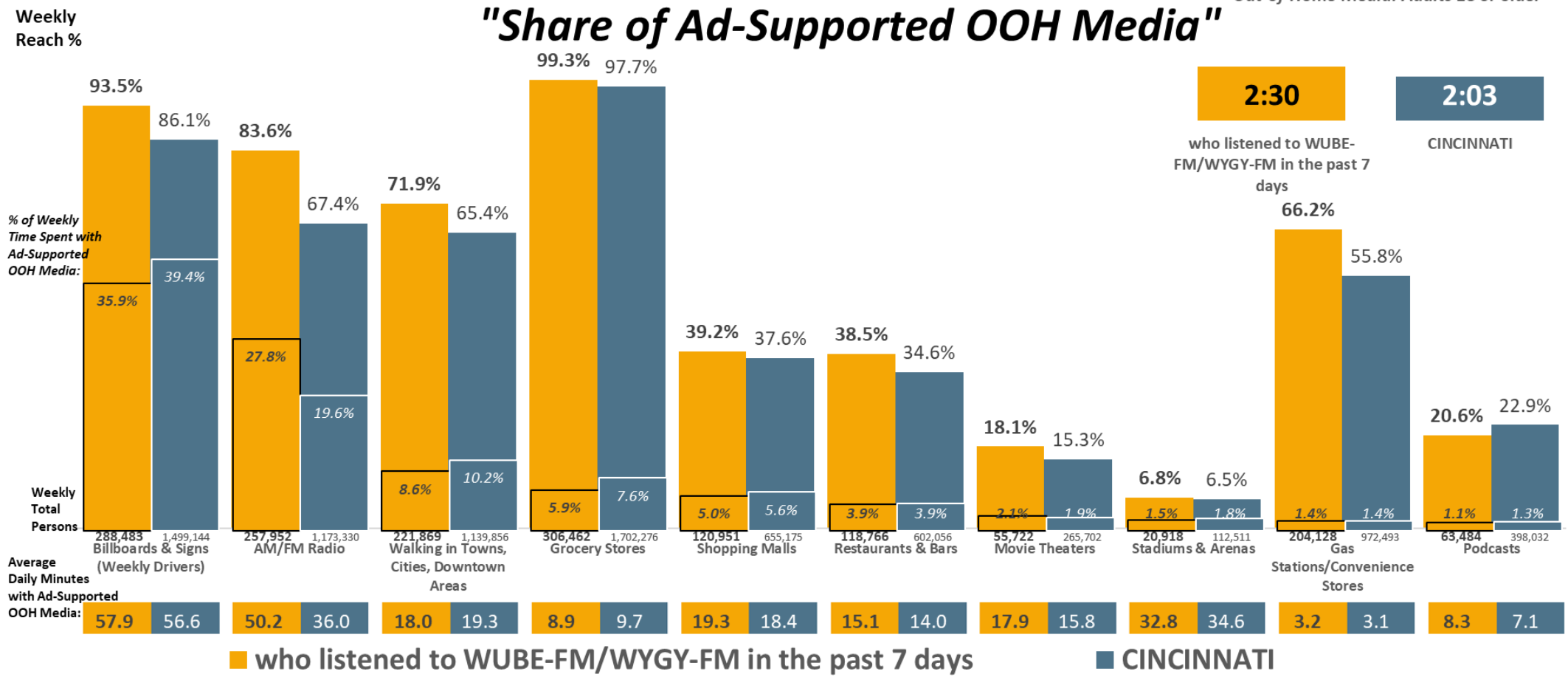
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Radio Stations: WREW-FM

288,483 or 93.5% of Adults 18 or older who listened to WUBE-FM/WYGY-FM in the past 7 days spend an average of 57.9 minutes per day driving, seeing Billboards and Signs representing 35.9% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 18 or older

"Share of Ad-Supported OOH Media"



CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 322 CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,716

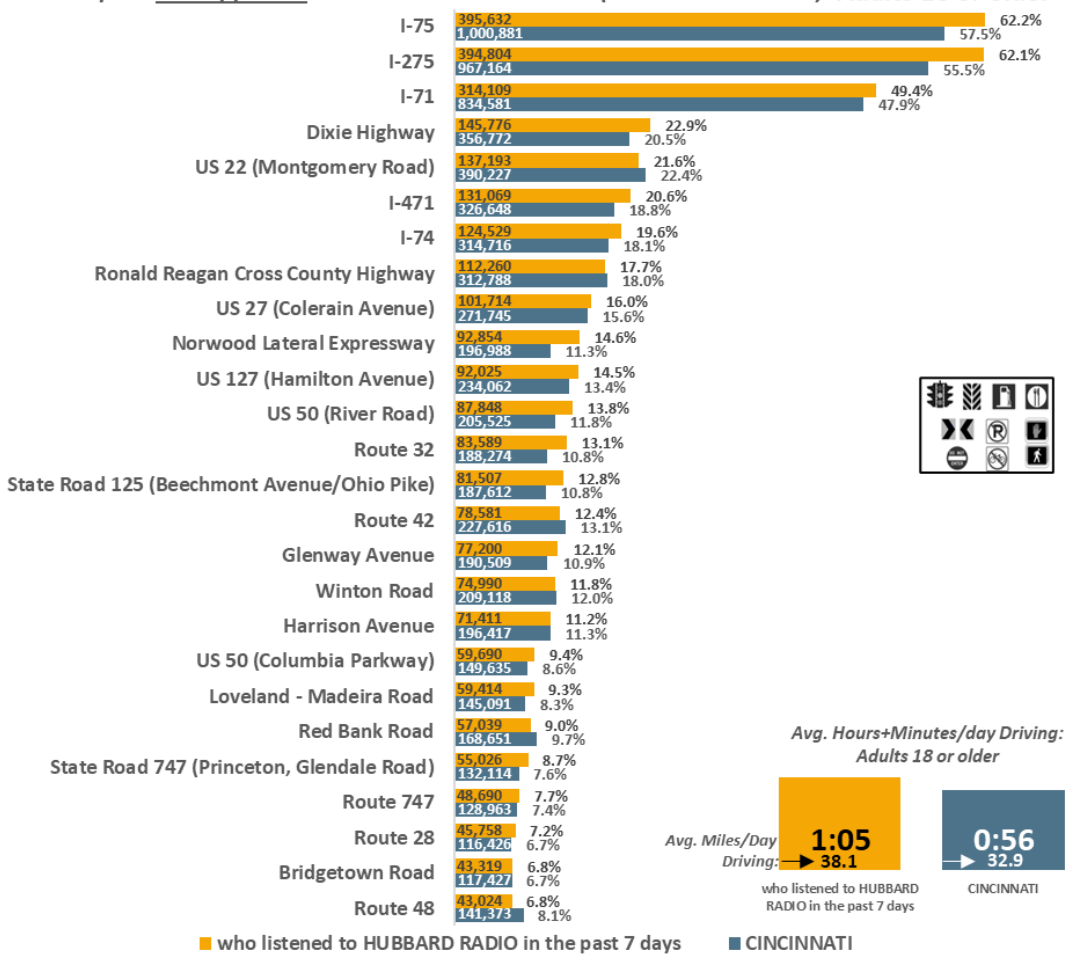
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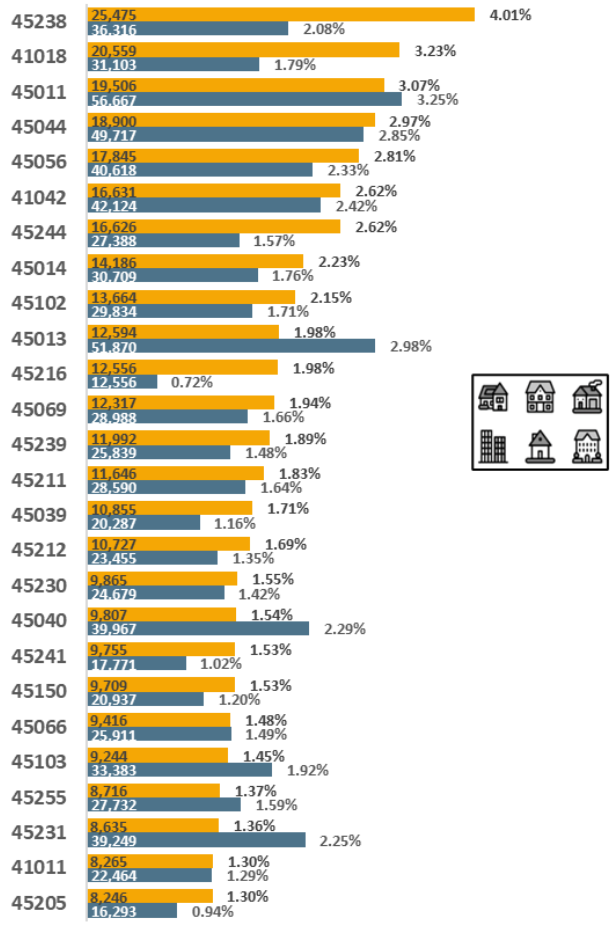
(Radio Stations: WUBE-FM OR Radio Stations: WYGY-FM)

574,367 or 90.3% of Adults 18 or older who listened to HUBBARD RADIO in the past 7 days spend an average of 65.5 minutes per day driving an average of 38.1 miles each day and are 29.2% more likely to use Norwood Lateral Expressway than the Metro average.

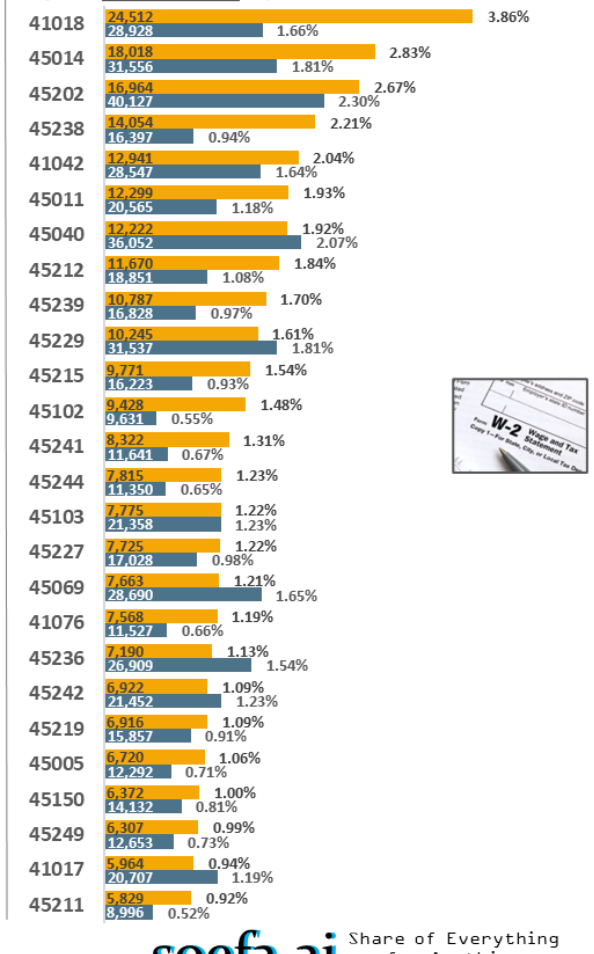
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 644

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(Radio Stations: WKRQ-FM OR Radio Stations: WREW-FM OR Radio Stations: WUBE-FM OR Radio Stations: WYGY-FM)

237,147 or 93.3% of Adults 18 or older who listened to WKRQ-FM in the past 7 days spend an average of 66.2 minutes per day driving an average of 38.5 miles each day and are 74.4% more likely to use Queen City Avenue than the Metro average.

Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older

	who listened to WKRQ-FM in the past 7 days		CINCINNATI	
I-75	172,411	67.8%	1,000,881	57.5%
I-275	169,400	66.6%	967,164	55.5%
I-71	140,605	55.3%	834,581	47.9%
I-471	62,067	24.4%	326,648	18.8%
US 22 (Montgomery Road)	54,784	21.5%	390,227	22.4%
I-74	49,445	19.4%	314,716	18.1%
Ronald Reagan Cross County Highway	49,338	19.4%	312,788	18.0%
Dixie Highway	45,391	17.8%	356,772	20.5%
US 27 (Colerain Avenue)	44,724	17.6%	271,745	15.6%
US 50 (River Road)	42,865	16.9%	205,525	11.8%
Route 32	40,169	15.8%	188,274	10.8%
Norwood Lateral Expressway	38,697	15.2%	196,988	11.3%
Glenway Avenue	37,008	14.6%	190,509	10.9%
US 127 (Hamilton Avenue)	35,920	14.1%	234,062	13.4%
Route 42	33,133	13.0%	227,616	13.1%
Harrison Avenue	32,862	12.9%	196,417	11.3%
Loveland - Madeira Road	31,968	12.6%	145,091	8.3%
State Road 125 (Beechmont Avenue/Ohio Pike)	28,229	11.1%	187,612	10.8%
Queen City Avenue	26,944	10.6%	105,83	6.1%
Winton Road	26,864	10.6%	209,118	12.0%
US 50 (Columbia Parkway)	25,987	10.2%	149,635	8.6%
Red Bank Road	23,783	9.4%	168,651	9.7%
Bridgetown Road	21,052	8.3%	117,42	6.7%
Route 48	17,645	6.9%	141,373	8.1%
Route 28	17,379	6.8%	116,42	6.7%
State Road 747 (Princeton, Glendale Road)	16,999	6.7%	132,114	7.6%

Avg. Hours+Minutes/day Driving: Adults 18 or older

Avg. Miles/Day Driving:

who listened to WKRQ-FM in the past 7 days	CINCINNATI
1:06	0:56
38.5	32.9

Top-26 Residential Zip Codes: Adults 18 or older

45238	14,891	5.86%	36,316	2.08%
45014	9,024	3.55%	30,709	1.76%
45244	8,718	3.43%	27,388	1.57%
45011	8,639	3.40%	56,667	3.25%
45044	7,169	2.82%	49,717	2.85%
45039	6,556	2.58%	20,287	1.16%
45239	6,486	2.55%	25,839	1.48%
45040	6,288	2.47%	39,967	2.29%
45230	5,908	2.32%	24,679	1.42%
41018	5,852	2.30%	31,103	1.79%
45176	5,736	2.26%	9,60	0.55%
45013	5,690	2.24%	51,870	2.98%
45056	5,335	2.10%	40,618	2.33%
45150	5,247	2.06%	20,937	1.20%
45050	5,100	2.01%	6,(	0.35%
45211	4,853	1.91%	28,590	1.64%
41073	4,328	1.70%	7,0	0.40%
45205	4,222	1.66%	16,293	0.94%
45247	4,169	1.64%	13,287	0.76%
41011	3,977	1.56%	22,464	1.29%
45242	3,947	1.55%	15,030	0.86%
45068	3,911	1.54%	10,19	0.59%
41048	3,911	1.54%	10,57	0.61%
45066	3,839	1.51%	25,911	1.49%
45154	3,822	1.50%	9,22	0.53%
41015	3,791	1.49%	28,133	1.62%

Top-26 Employment Zip Codes: Adults 18 or older

45238	11,287	4.44%	16,397	0.94%
45014	10,704	4.21%	31,556	1.81%
45202	10,430	4.10%	40,127	2.30%
45215	8,012	3.15%	16,223	0.93%
41018	6,975	2.74%	28,928	1.66%
45011	6,925	2.72%	20,565	1.18%
45239	6,486	2.55%	16,828	0.97%
45040	6,352	2.50%	36,052	2.07%
45242	6,070	2.39%	21,452	1.23%
41042	5,959	2.34%	28,547	1.64%
45229	5,830	2.29%	31,537	1.81%
45069	5,725	2.25%	28,690	1.65%
45219	4,687	1.84%	15,857	0.91%
45005	4,253	1.67%	12,292	0.71%
41017	3,726	1.47%	20,707	1.19%
45212	3,612	1.42%	18,851	1.08%
45044	3,290	1.29%	33,670	1.93%
45103	3,220	1.27%	21,358	1.23%
41015	3,088	1.21%	12,922	0.74%
41016	2,986	1.17%	3,(	0.20%
45150	2,680	1.05%	14,132	0.81%
45207	2,437	0.96%	6,65	0.38%
45042	2,436	0.96%	9,040	0.52%
45066	2,428	0.95%	8,289	0.48%
45223	2,324	0.91%	4,7	0.27%
45177	2,209	0.87%	2,(	0.13%

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CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 276

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Radio Stations: WKRQ-FM

204,995 or 87.3% of Adults 18 or older who listened to WREW-FM in the past 7 days spend an average of 71.9 minutes per day driving an average of 41.8 miles each day and are 61.7% more likely to use Norwood Lateral Expressway than the Metro average.

Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older

	who listened to WREW-FM in the past 7 days		CINCINNATI	
I-275	141,888	60.4%	967,164	55.5%
I-75	138,049	58.8%	1,000,881	57.5%
I-71	115,411	49.2%	834,581	47.9%
Dixie Highway	65,333	27.8%	356,772	20.5%
US 22 (Montgomery Road)	56,958	24.3%	390,227	22.4%
I-471	49,666	21.2%	326,648	18.8%
I-74	48,543	20.7%	314,716	18.1%
Ronald Reagan Cross County Highway	44,554	19.0%	312,788	18.0%
Norwood Lateral Expressway	42,925	18.3%	196,988	11.3%
US 27 (Colerain Avenue)	41,097	17.5%	271,745	15.6%
US 50 (River Road)	35,239	15.0%	205,525	11.8%
Route 42	32,292	13.8%	227,616	13.1%
Glenway Avenue	32,186	13.7%	190,509	10.9%
Winton Road	30,270	12.9%	209,118	12.0%
US 127 (Hamilton Avenue)	30,259	12.9%	234,062	13.4%
Route 32	28,920	12.3%	188,274	10.8%
Harrison Avenue	28,054	12.0%	196,417	11.3%
State Road 125 (Beechmont Avenue/Ohio Pike)	27,945	11.9%	187,612	10.8%
Loveland - Madeira Road	25,779	11.0%	145,091	8.3%
State Road 747 (Princeton, Glendale Road)	23,023	9.8%	132,114	7.6%
Route 747	22,411	9.5%	128,963	7.4%
US 50 (Columbia Parkway)	22,380	9.5%	149,635	8.6%
Red Bank Road	21,710	9.2%	168,651	9.7%
Route 28	19,480	8.3%	116,426	6.7%
Queen City Avenue	15,993	6.8%	105,83	6.1%
State Road 131 (Clermont County)	15,279	6.5%	68,1	3.9%

Avg. Hours+Minutes/day Driving: Adults 18 or older

Avg. Miles/Day Driving:

who listened to WREW-FM in the past 7 days	CINCINNATI
1:11	0:56
41.8	32.9

Top-26 Residential Zip Codes: Adults 18 or older

41018	11,151	4.75%	31,103	1.79%
45212	9,987	4.25%	23,455	1.35%
45011	9,858	4.20%	56,667	3.25%
45239	9,477	4.04%	25,839	1.48%
45238	8,535	3.64%	36,316	2.08%
45056	8,326	3.55%	40,618	2.33%
45244	7,556	3.22%	27,388	1.57%
45066	7,144	3.04%	25,911	1.49%
41040	7,066	3.01%	11,580	0.66%
45044	6,667	2.84%	49,717	2.85%
45040	5,242	2.23%	39,967	2.29%
45243	5,137	2.19%	12,067	0.69%
41015	4,939	2.10%	28,133	1.62%
45231	4,846	2.06%	39,249	2.25%
45103	4,815	2.05%	33,383	1.92%
45069	4,686	2.00%	28,988	1.66%
45241	4,677	1.99%	17,771	1.02%
45030	4,389	1.87%	13,060	0.75%
45150	4,207	1.79%	20,937	1.20%
41042	4,020	1.71%	42,124	2.42%
45102	3,961	1.69%	29,834	1.71%
41071	3,921	1.67%	15,276	0.88%
45205	3,740	1.59%	16,293	0.94%
45226	3,296	1.40%	5,0	0.29%
45248	3,272	1.39%	22,465	1.29%
45202	3,135	1.34%	16,286	0.93%

Top-26 Employment Zip Codes: Adults 18 or older

41018	16,236	6.92%	28,928	1.66%
45239	9,699	4.13%	16,828	0.97%
45212	7,148	3.05%	18,851	1.08%
41076	6,167	2.63%	11,52	0.66%
45244	5,588	2.38%	11,3	0.65%
45205	5,241	2.23%	9,36	0.54%
45229	4,972	2.12%	31,537	1.81%
45241	4,935	2.10%	11,6	0.67%
45040	4,533	1.93%	36,052	2.07%
45011	4,305	1.83%	20,565	1.18%
45342	4,279	1.82%	5,8	0.34%
45013	3,914	1.67%	21,970	1.26%
45227	3,781	1.61%	17,028	0.98%
45209	3,704	1.58%	10,9	0.63%
45030	3,700	1.58%	9,70	0.56%
45069	3,526	1.50%	28,690	1.65%
41015	3,493	1.49%	12,92	0.74%
45140	3,208	1.37%	9,01	0.52%
45242	3,164	1.35%	21,452	1.23%
45102	3,149	1.34%	9,63	0.55%
41042	3,014	1.28%	28,547	1.64%
45150	2,925	1.25%	14,132	0.81%
45202	2,721	1.16%	40,127	2.30%
45246	2,622	1.12%	8,6	0.50%
45014	2,427	1.03%	31,556	1.81%
45249	2,364	1.01%	12,65	0.73%

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CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 229

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Radio Stations: WREW-FM

288,483 or 93.5% of Adults 18 or older who listened to WUBE-FM/WYGY-FM in the past 7 days spend an average of 57.9 minutes per day driving an average of 33.7 miles each day and are 39.7% more likely to use State Road 125 (Beechmont Avenue/Ohio Pike) than

Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older

	who listened to WUBE-FM/WYGY-FM in the past 7 days		CINCINNATI	
I-275	192,305	62.3%	967,164	55.5%
I-75	188,361	61.0%	1,000,881	57.5%
I-71	144,407	46.8%	834,581	47.9%
US 22 (Montgomery Road)	68,567	22.2%	390,227	22.4%
Dixie Highway	67,398	21.8%	356,772	20.5%
Ronald Reagan Cross County Highway	57,544	18.6%	312,788	18.0%
I-471	54,443	17.6%	326,648	18.8%
I-74	53,978	17.5%	314,716	18.1%
US 27 (Colerain Avenue)	53,696	17.4%	271,745	15.6%
US 127 (Hamilton Avenue)	52,990	17.2%	234,062	13.4%
State Road 125 (Beechmont Avenue/Ohio Pike)	46,421	15.0%	187,612	10.8%
Winton Road	43,179	14.0%	209,118	12.0%
Harrison Avenue	36,468	11.8%	196,417	11.3%
Route 32	36,346	11.8%	188,274	10.8%
Norwood Lateral Expressway	33,582	10.9%	196,988	11.3%
Glenway Avenue	33,344	10.8%	190,509	10.9%
US 50 (River Road)	33,194	10.8%	205,525	11.8%
Route 42	32,103	10.4%	227,616	13.1%
US 50 (Columbia Parkway)	28,111	9.1%	149,635	8.6%
Route 747	28,006	9.1%	128,963	7.4%
Red Bank Road	27,774	9.0%	168,651	9.7%
Loveland - Madeira Road	27,501	8.9%	145,091	8.3%
State Road 747 (Princeton, Glendale Road)	24,762	8.0%	132,114	7.6%
Route 48	23,794	7.7%	141,373	8.1%
Route 28	22,974	7.4%	116,426	6.7%
US 50 (Wooster Pike)	15,711	5.1%	87,93	5.0%

Avg. Hours+Minutes/day Driving: Adults 18 or older

Avg. Miles/Day Driving:



who listened to WUBE-FM/WYGY-FM in the past 7 days

CINCINNATI

Top-26 Residential Zip Codes: Adults 18 or older

45056	12,084	3.92%	40,618	2.33%
41042	10,804	3.50%	42,124	2.42%
45216	10,731	3.48%	12,556	0.72%
45011	10,315	3.34%	56,667	3.25%
45238	9,832	3.19%	36,316	2.08%
45102	9,715	3.15%	29,834	1.71%
45013	9,354	3.03%	51,870	2.98%
45044	8,585	2.78%	49,717	2.85%
45255	8,419	2.73%	27,732	1.59%
45039	7,540	2.44%	20,287	1.16%
45069	7,373	2.39%	28,988	1.66%
45211	7,327	2.37%	28,590	1.64%
45225	6,960	2.26%	8,610	0.49%
45236	6,872	2.23%	25,232	1.45%
41011	6,481	2.10%	22,464	1.29%
45068	5,946	1.93%	10,192	0.59%
41018	5,861	1.90%	31,103	1.79%
45239	5,602	1.82%	25,839	1.48%
45014	5,409	1.75%	30,709	1.76%
41001	5,119	1.66%	17,714	1.02%
45241	5,061	1.64%	17,771	1.02%
45227	4,835	1.57%	12,308	0.71%
45171	4,270	1.38%	7,654	0.44%
45042	4,062	1.32%	14,120	0.81%
45252	3,929	1.27%	8,304	0.48%
41097	3,903	1.26%	4,9	0.28%

Top-26 Employment Zip Codes: Adults 18 or older

45011	9,167	2.97%	20,565	1.18%
45229	8,769	2.84%	31,537	1.81%
45014	6,777	2.20%	31,556	1.81%
41042	6,520	2.11%	28,547	1.64%
45102	6,279	2.03%	9,631	0.55%
45236	5,731	1.86%	26,909	1.54%
45040	5,396	1.75%	36,052	2.07%
45211	4,832	1.57%	8,996	0.52%
45219	4,654	1.51%	15,857	0.91%
45042	4,647	1.51%	9,040	0.52%
45103	4,555	1.48%	21,358	1.23%
45202	4,526	1.47%	40,127	2.30%
45249	4,493	1.46%	12,653	0.73%
45239	4,175	1.35%	16,828	0.97%
45036	4,014	1.30%	11,944	0.69%
41076	3,968	1.29%	11,527	0.66%
41018	3,924	1.27%	28,928	1.66%
45241	3,660	1.19%	11,641	0.67%
45152	3,543	1.15%	5,789	0.33%
45245	3,515	1.14%	6,332	0.36%
45227	3,390	1.10%	17,028	0.98%
41048	3,380	1.10%	12,927	0.74%
45215	3,271	1.06%	16,223	0.93%
41011	3,183	1.03%	11,629	0.67%
45056	3,086	1.00%	20,854	1.20%
45207	2,865	0.93%	6,655	0.38%

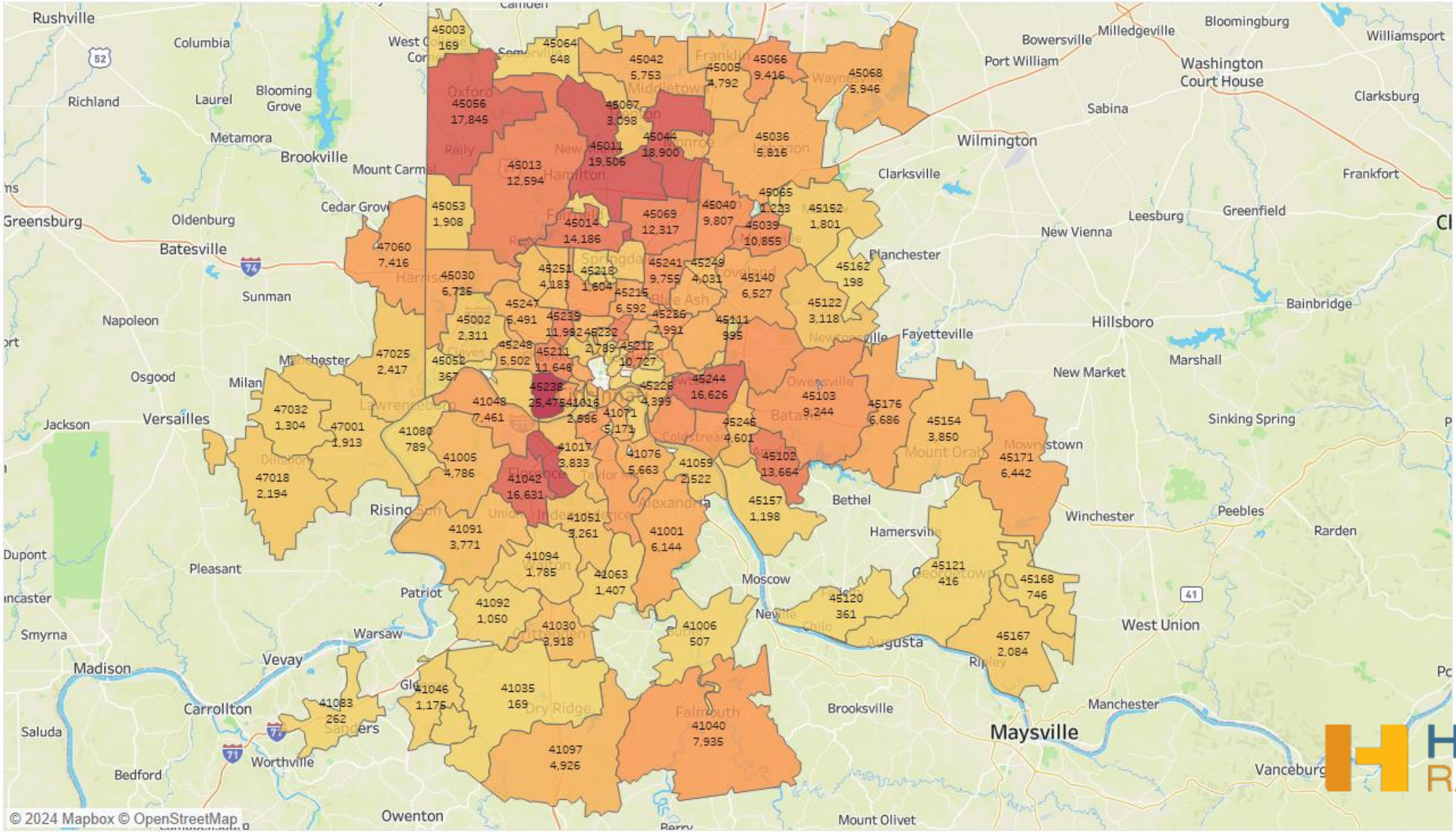
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CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 322

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(Radio Stations: WUBE-FM OR Radio Stations: WYGY-FM)

Top Residential Zip Codes: (Adults 18 or older who listened to HUBBARD RADIO in the past 7 days)



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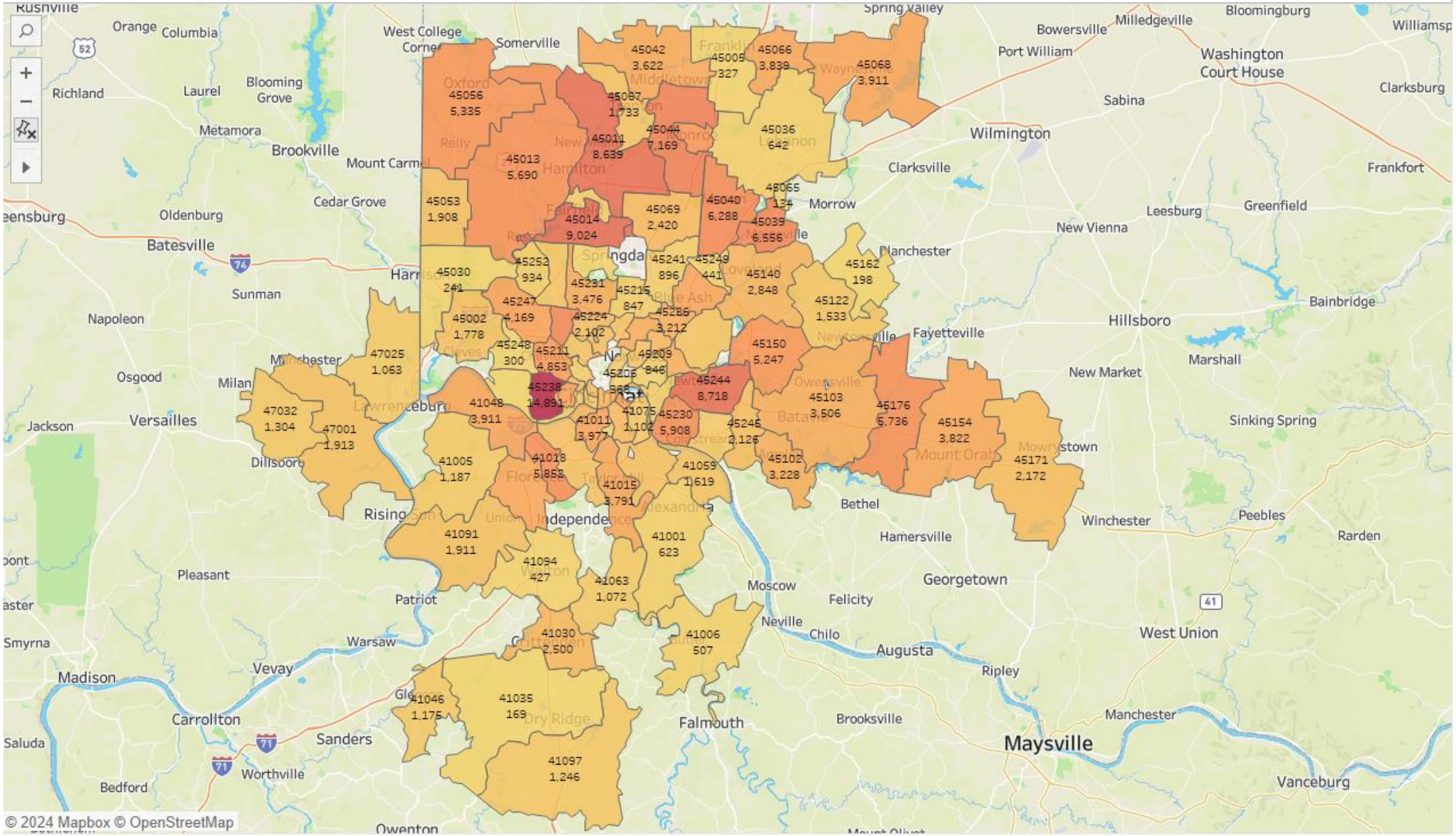
HUBBARD RADIO

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(Radio Stations: WKRQ-FM OR Radio Stations: WREW-FM OR Radio Stations: WUBE-FM OR Radio Stations: WYGY-FM)

Top Residential Zip Codes: (Adults 18 or older who listened to WKRQ-FM in the past 7 days)



SUM(Adults 18 or older ...

125 14,891

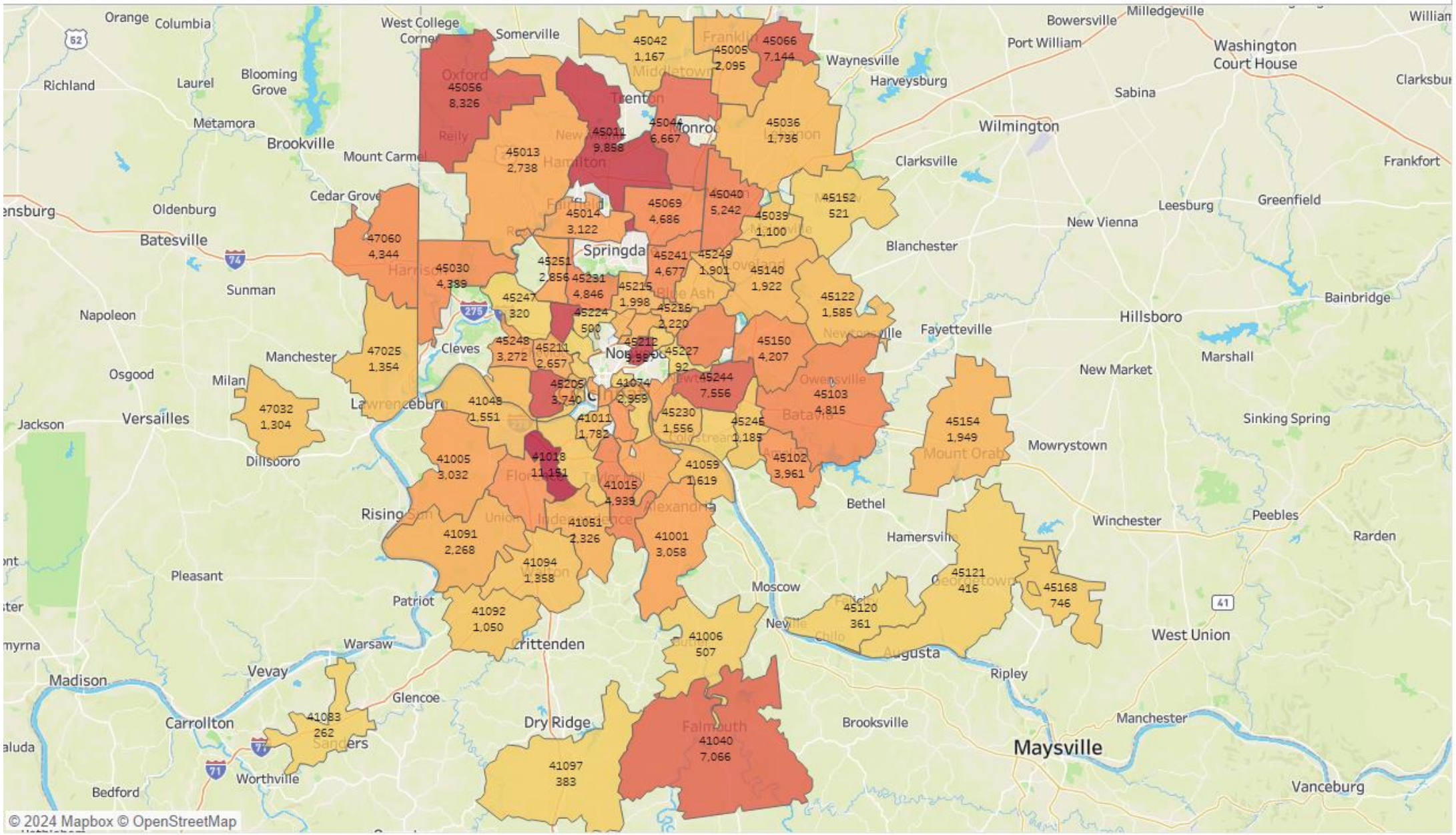
CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 276

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Radio Stations: WKRQ-FM

Top Residential Zip Codes: (Adults 18 or older who listened to WREW-FM in the past 7 days)

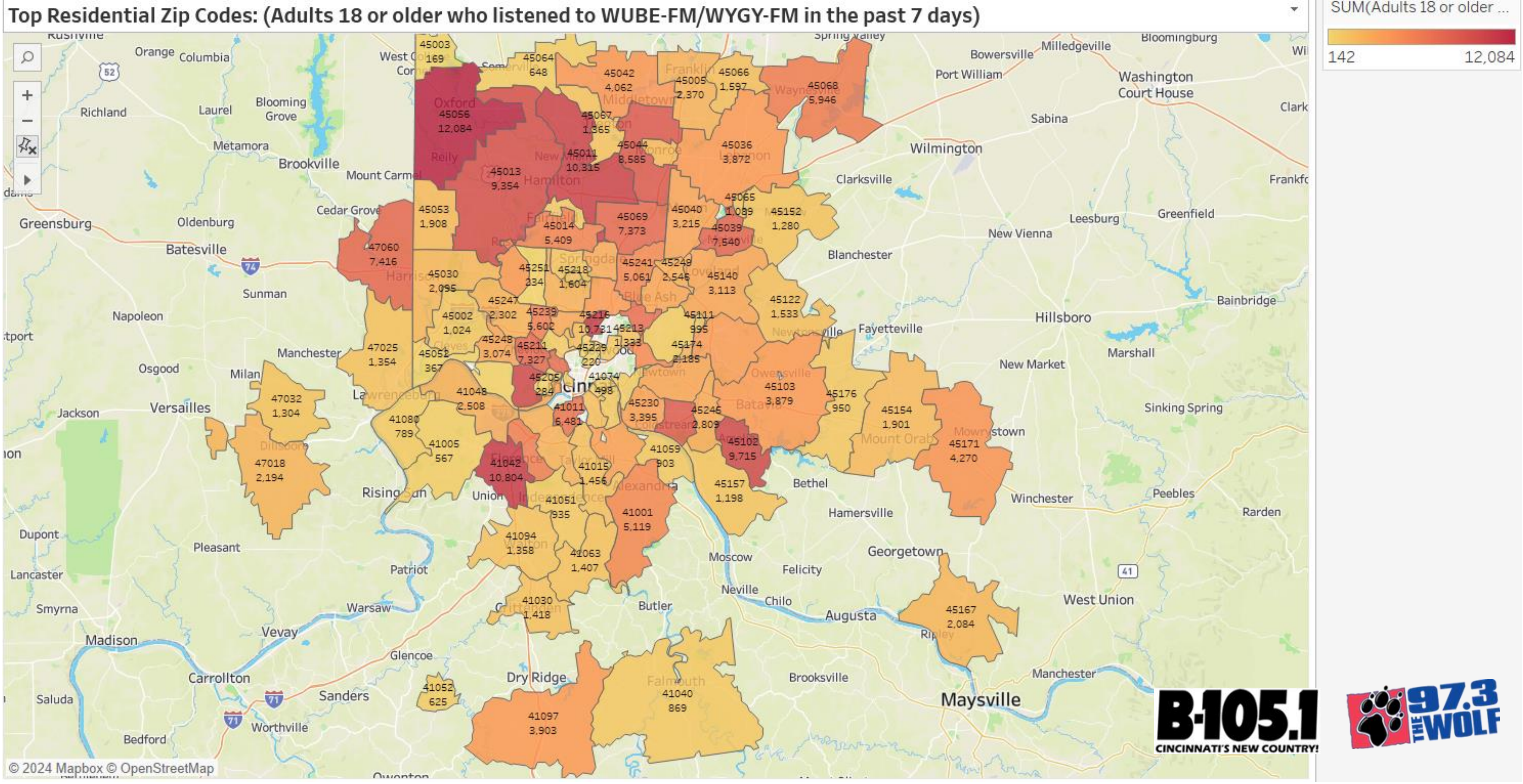


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Radio Stations: WREW-FM

Top Residential Zip Codes: (Adults 18 or older who listened to WUBE-FM/WYGY-FM in the past 7 days)

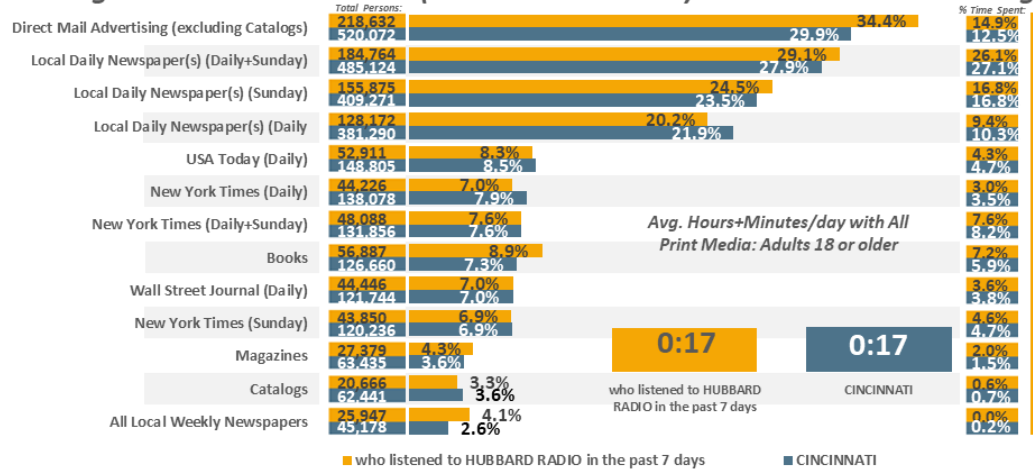


B105.1 CINCINNATI'S NEW COUNTRY! · 97.3 THE WOLF

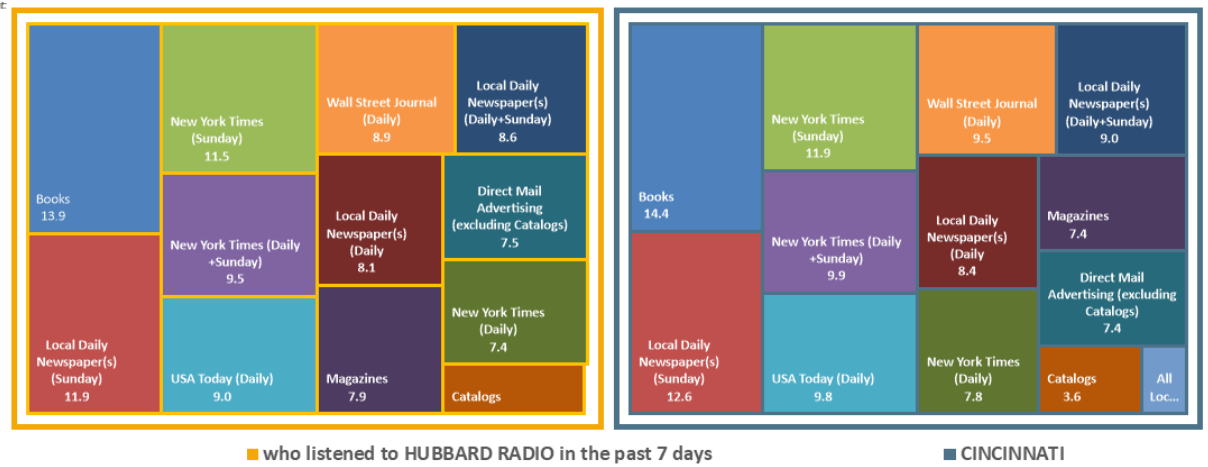
(Radio Stations: WUBE-FM OR Radio Stations: WYGY-FM)

184,764 or 29.1% of Adults 18 or older who listened to HUBBARD RADIO in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.6 minutes every day representing 28.2% of all time spent daily with All forms of Print Media.

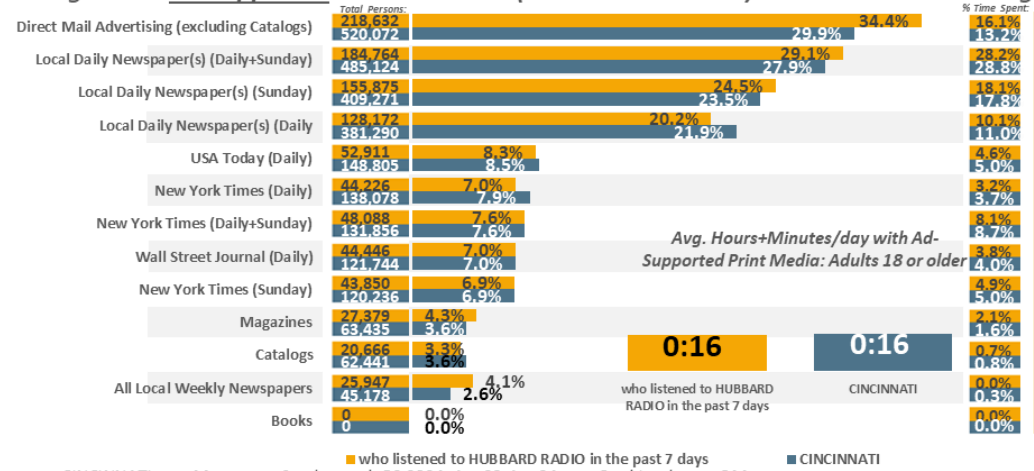
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



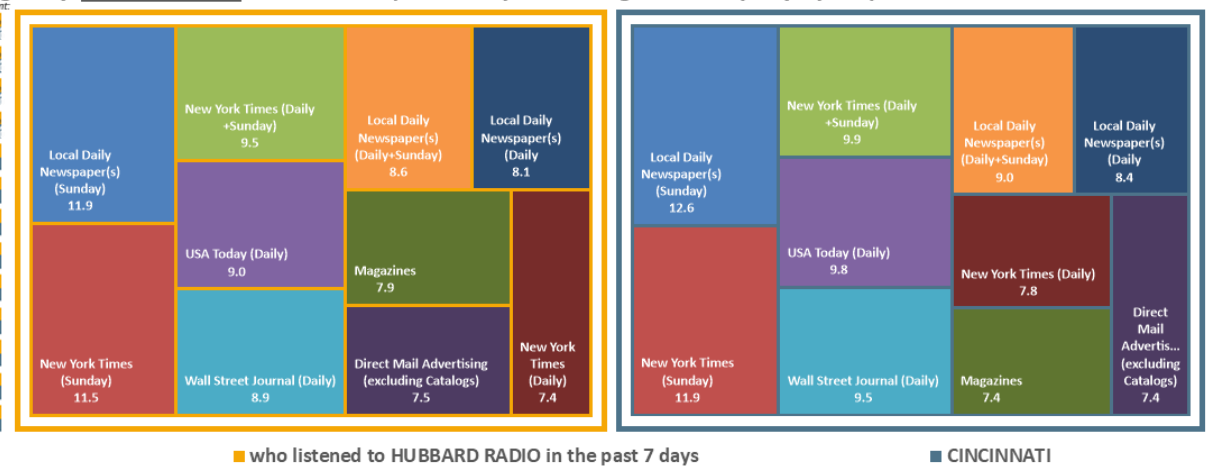
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 644

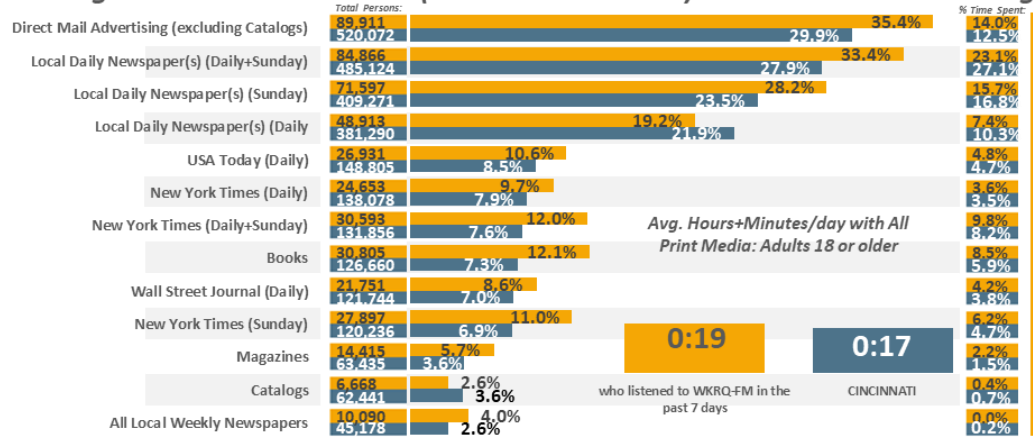
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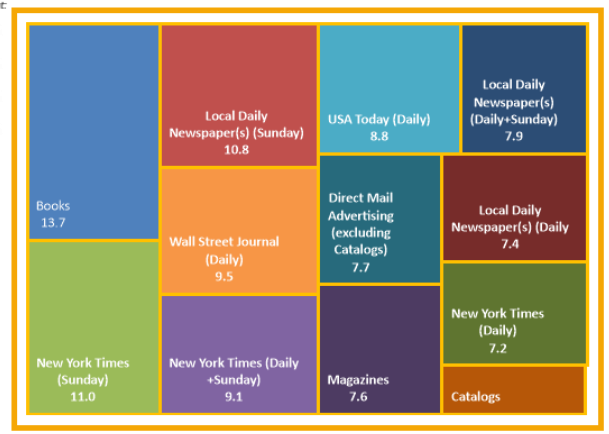
(Radio Stations: WKRQ-FM OR Radio Stations: WREW-FM OR Radio Stations: WUBE-FM OR Radio Stations: WYGY-FM)

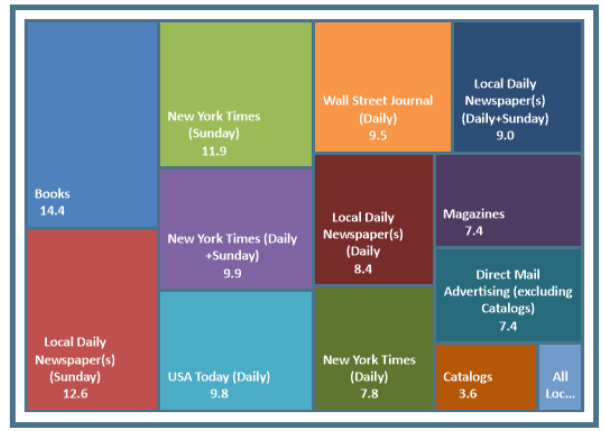
84,866 or 33.4% of Adults 18 or older who listened to WKRQ-FM in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7.9 minutes every day representing 25.3% of all time spent daily with All forms of Print Media.

Avg. Week All Print Media (Persons & % Reach): Adults 18 or older

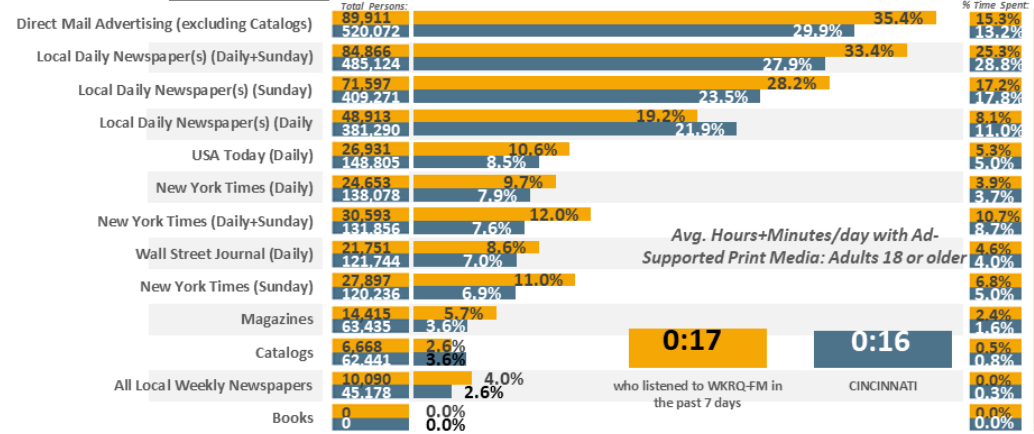


Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



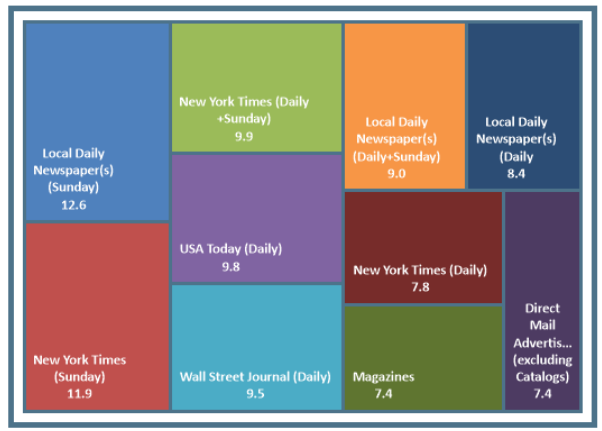


Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older





CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 276

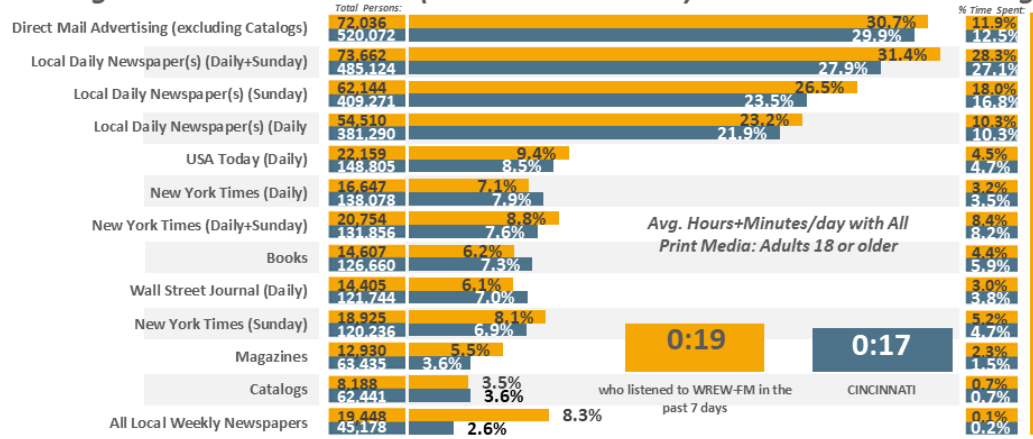
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Radio Stations: WKRQ-FM

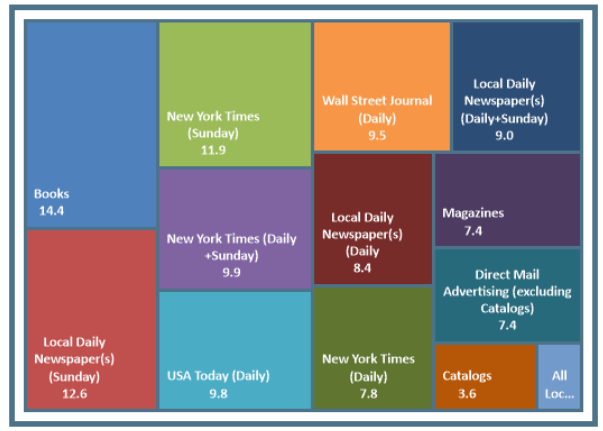
73,662 or 31.4% of Adults 18 or older who listened to WREW-FM in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.2 minutes every day representing 29.6% of all time spent daily with All forms of Print Media.

Avg. Week All Print Media (Persons & % Reach): Adults 18 or older

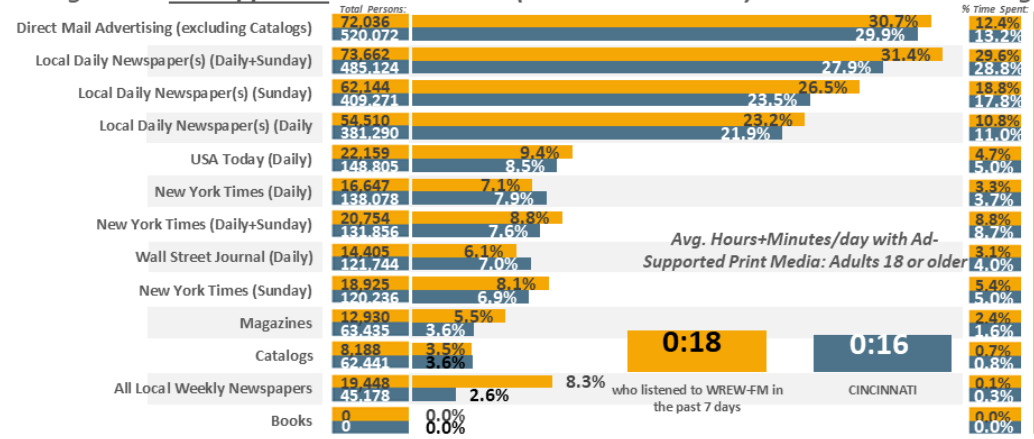


Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

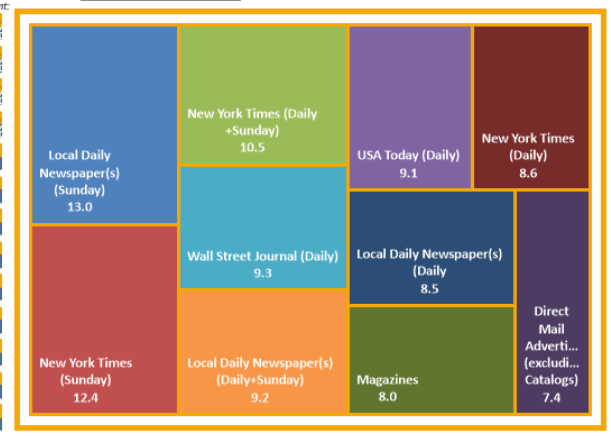


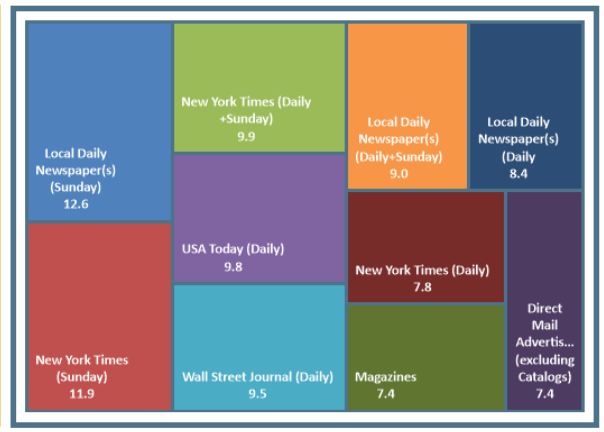


Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older





CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 229

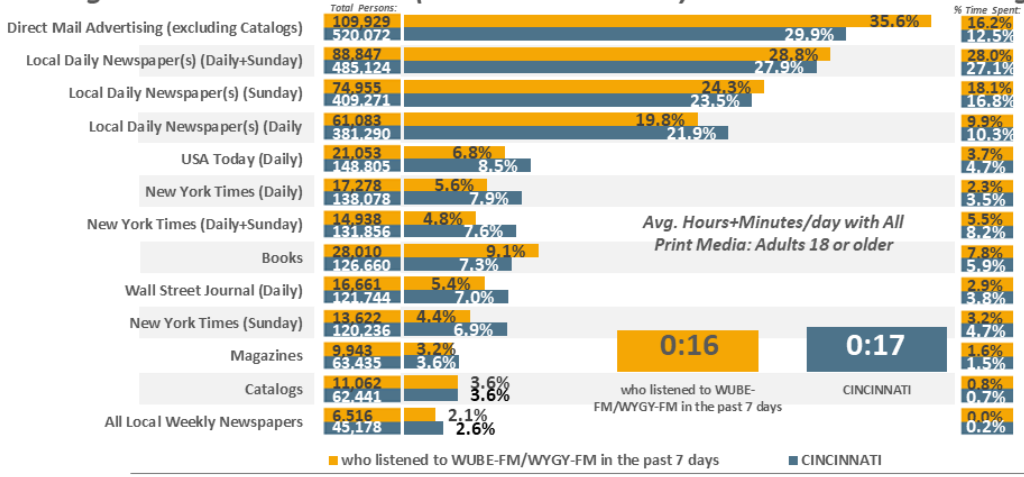
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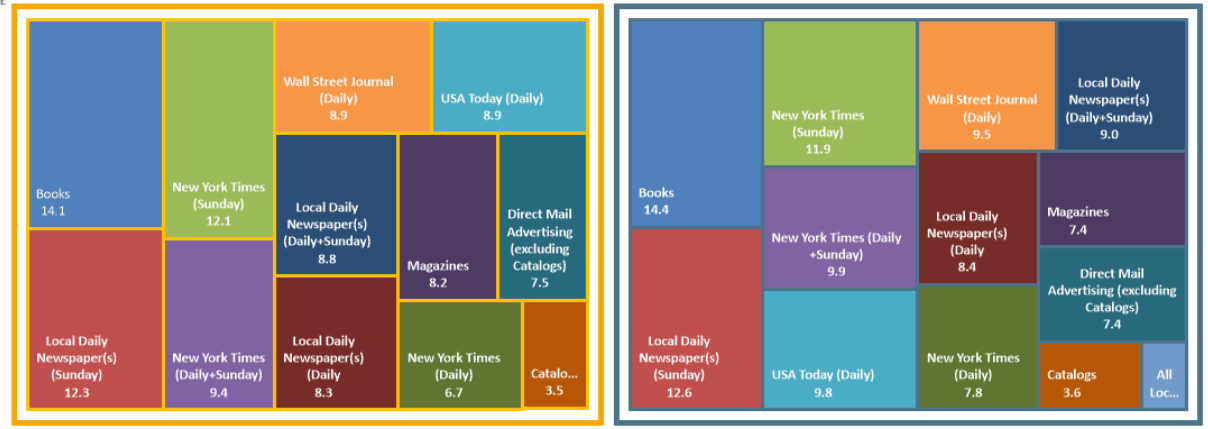
Radio Stations: WREW-FM

88,847 or 28.8% of Adults 18 or older who listened to WUBE-FM/WYGY-FM in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.8 minutes every day representing 30.3% of all time spent daily with All forms of Print Media.

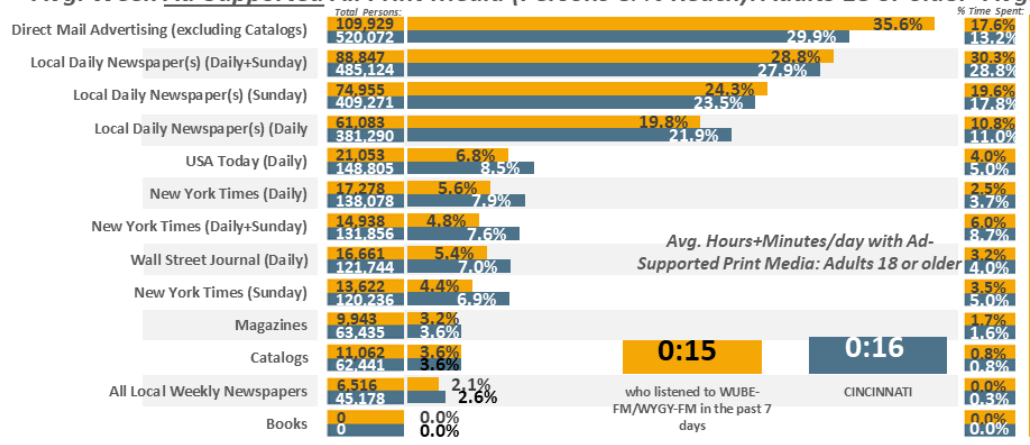
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



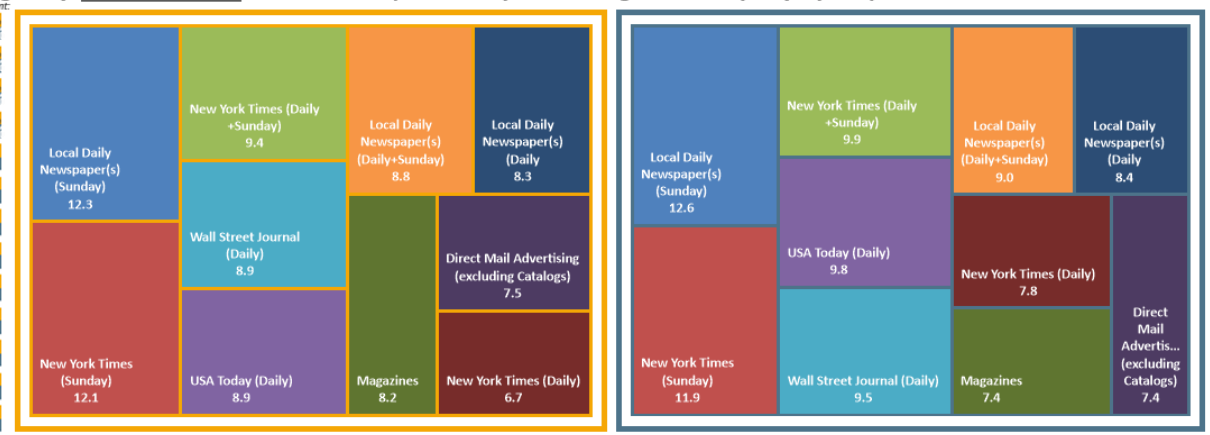
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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(Radio Stations: WUBE-FM OR Radio Stations: WYGY-FM)