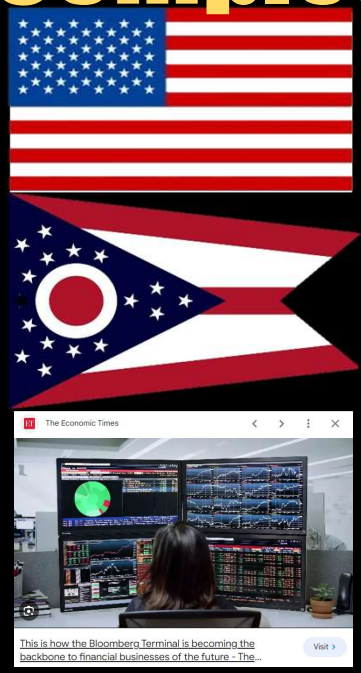
CINCINNATI, OH, Metro – 5 P18+ Profiles of CUMULUS RADIO Listeners!

Brand New Data as of JULY 31, 2025!

Complete Demographic & Media Use Profiles





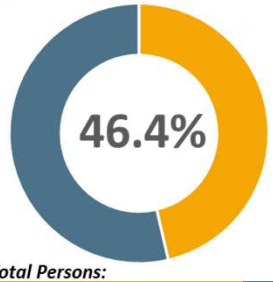
P18+

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

(Radio Stations: WFTK-FM OR Radio Stations: WGRR-FM OR Radio Stations: WNNF-FM OR Radio Stations: WOFX-FM OR Radio Stations: WRRM-FM) Radio Stations: WFTK-FM Radio Stations: WGRR-FM Radio Stations: WOFX-FM Radio Stations: WRRM-FM

46.4% or 817,394 of CINCINNATI Metro Adults 18 or older Listened to CUMULUS RADIO in the past 7 days. Typical Adults 18 or older who Listened to CUMULUS RADIO in the past 7 days are 50.5 years old (4.% older than average) and have a $106,633 (4.% higher than average) annual household income.

Percent of Market: Adults 18 or older



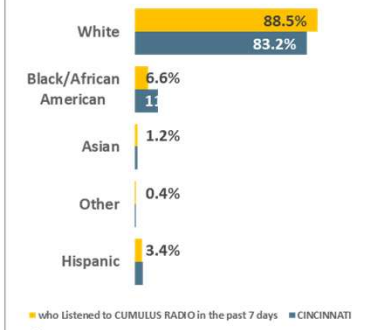
Total Persons:

817,394	945,319

Gender of Target vs. Market: Adults 18 or older

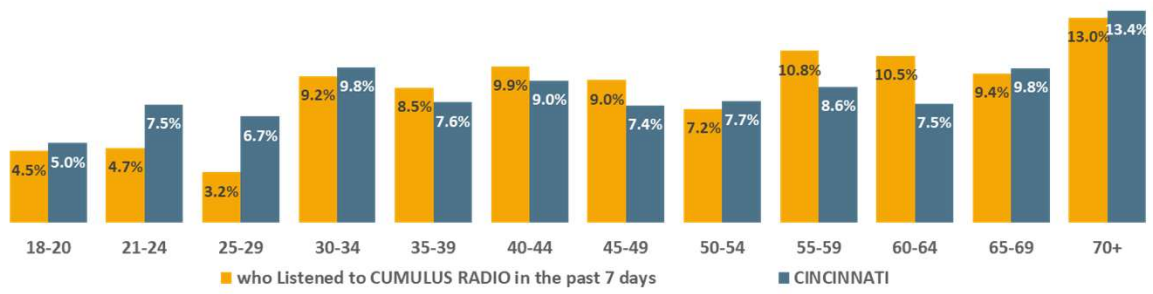
	Men	Men	Women	Women
%M vs. %F:	52.0%	49.2%	48.0%	50.8%
Average Age:	50.9	48.6	50.0	48.5
# Persons:	424,958	867,140	392,436	895,573

Ethnicity of Target vs. Market:

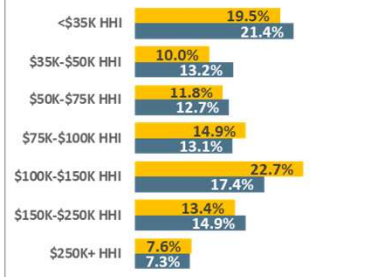


Age Cell Demographics of Target vs. Market:

Adults 18 or older	Average Age: 50.5	48.5



HHI of Target vs. Market:



Avg HHI:	$106,633	$102,552

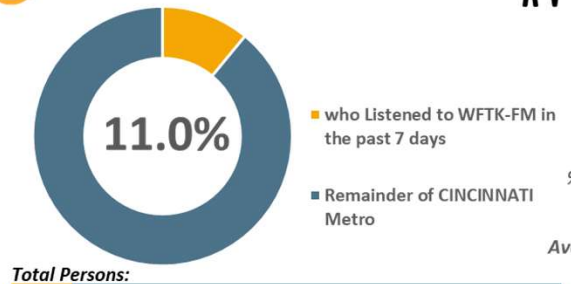
CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 875

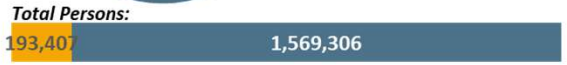
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(Radio Stations: WFTK-FM OR Radio Stations: WGRR-FM OR Radio Stations: WNNF-FM OR Radio Stations: WOFX-FM OR Radio Stations: WRRM-FM)

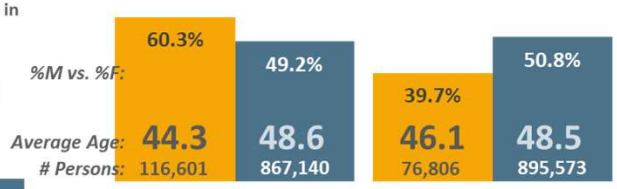
11.% or 193,407 of CINCINNATI Metro Adults 18 or older Listened to WFTK-FM in the past 7 days.
Typical Adults 18 or older who Listened to WFTK-FM in the past 7 days are 45. years old (7.2% younger than average) and have a $108,309 (5.6% higher than average) annual household income.

Percent of Market: Adults 18 or older

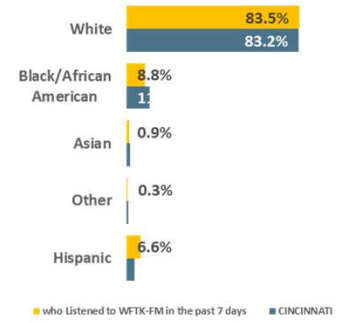




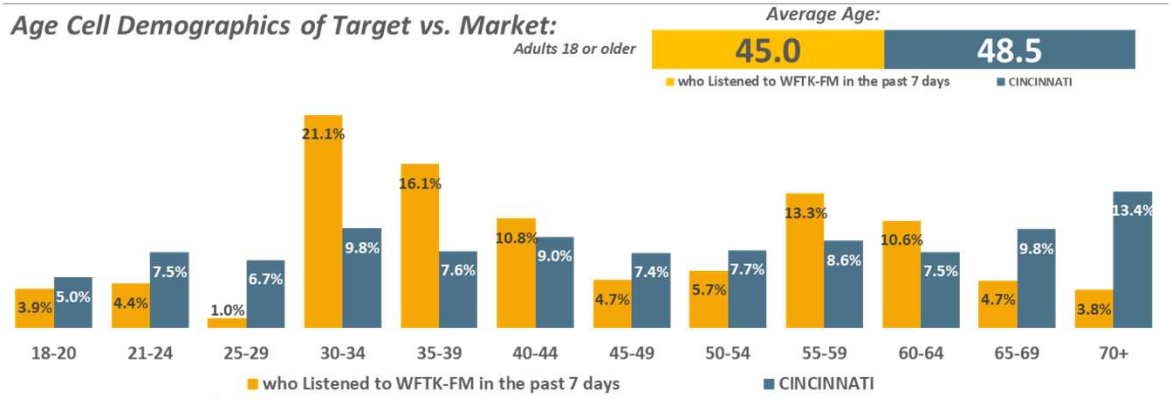
Gender of Target vs. Market: Adults 18 or older



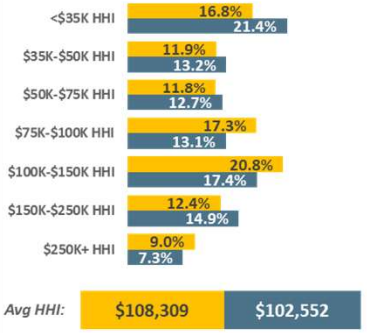
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:

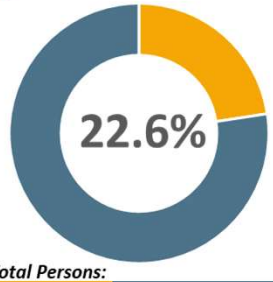


CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 179

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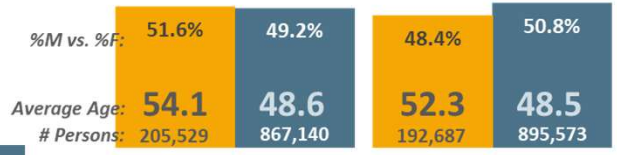
22.6% or 398,216 of CINCINNATI Metro Adults 18 or older Listened to WGRR-FM in the past 7 days.
Typical Adults 18 or older who Listened to WGRR-FM in the past 7 days are 53. years old (9.3% older than average) and have a $98,235 (4.2% lower than average) annual household income.

Percent of Market: Adults 18 or older

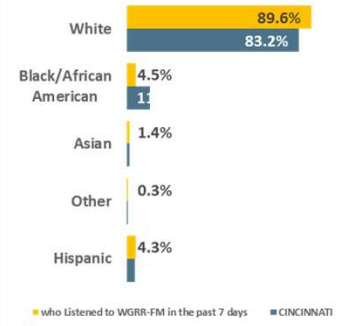


Total Persons:	who Listened to WGRR-FM in the past 7 days	Remainder of CINCINNATI Metro
	398,216	1,364,497

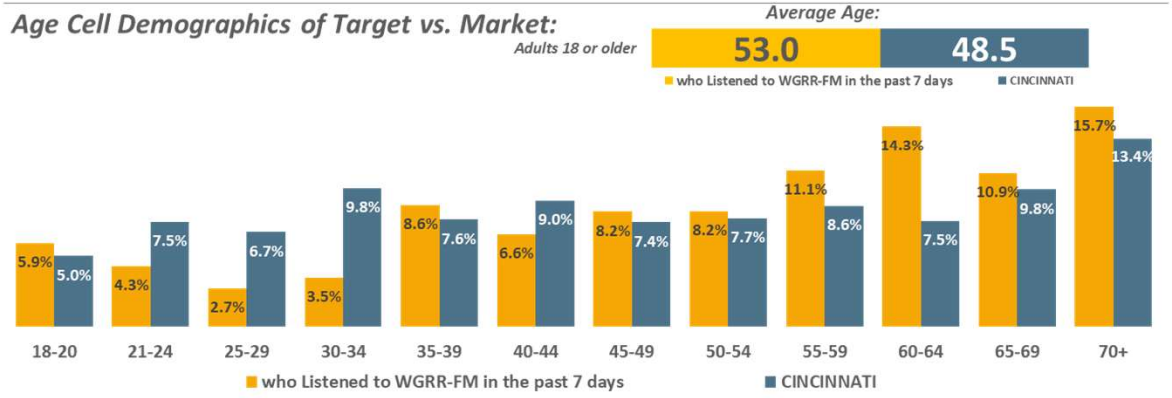
Gender of Target vs. Market: Adults 18 or older



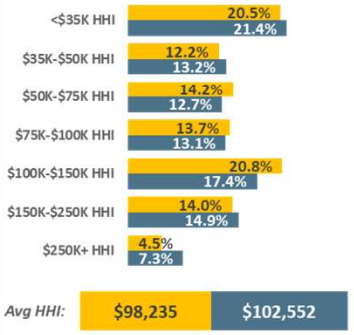
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI:	$98,235	$102,552

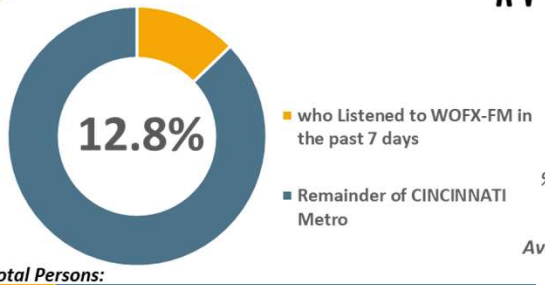
CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 464

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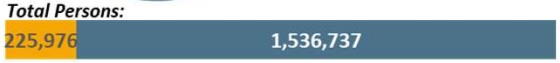
Radio Stations: WGRR-FM

12.8% or 225,976 of CINCINNATI Metro Adults 18 or older Listened to WOFX-FM in the past 7 days.
Typical Adults 18 or older who Listened to WOFX-FM in the past 7 days are 50.3 years old (3.6% older than average) and have a $112,378 (9.6% higher than average) annual household income.

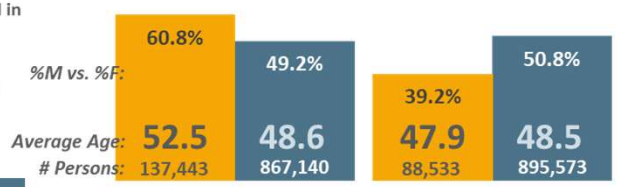
Percent of Market: Adults 18 or older



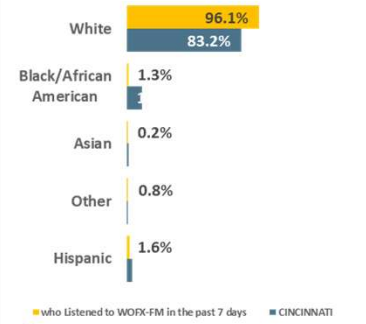
Total Persons:



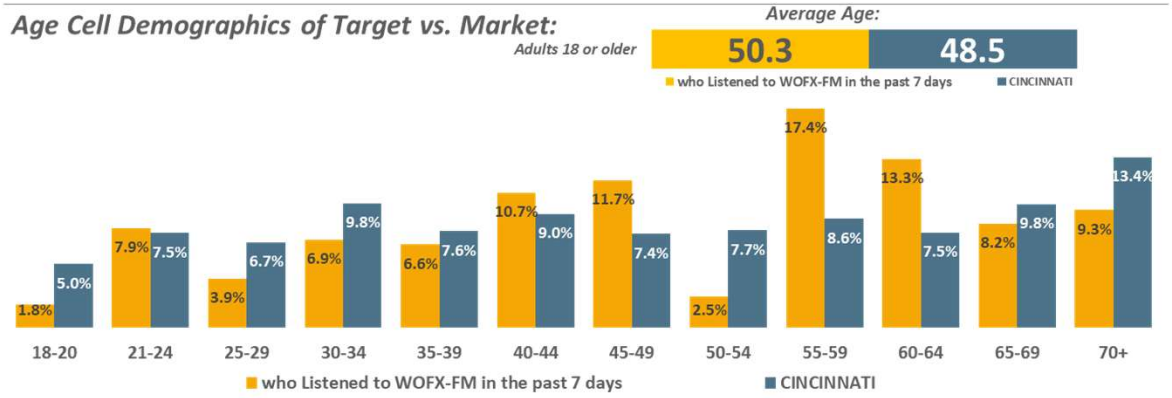
Gender of Target vs. Market: Adults 18 or older



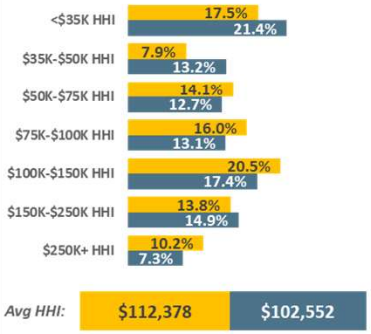
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: $112,378 | $102,552

CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 247

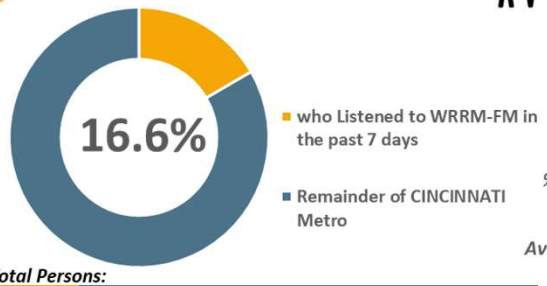
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Radio Stations: WOFX-FM

Warm98.5
80s. 90s. Now.

16.6% or 292,506 of CINCINNATI Metro Adults 18 or older Listened to WRRM-FM in the past 7 days.
Typical Adults 18 or older who Listened to WRRM-FM in the past 7 days are 49.3 years old (1.6% older than average) and have a $107,213 (4.5% higher than average) annual household income.

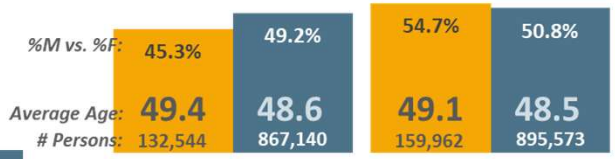
Percent of Market: Adults 18 or older



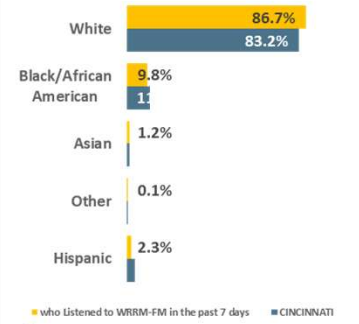
Total Persons:



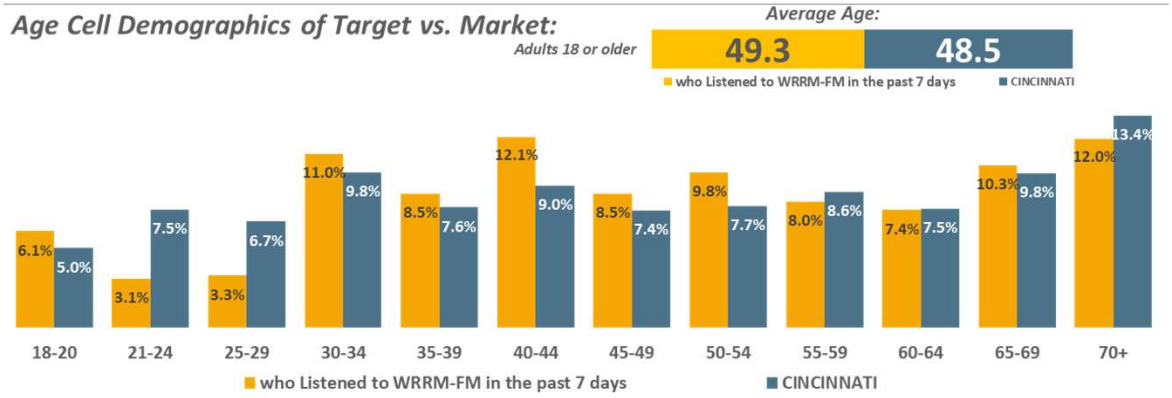
Gender of Target vs. Market: Adults 18 or older



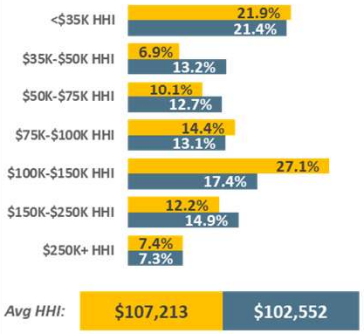
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:

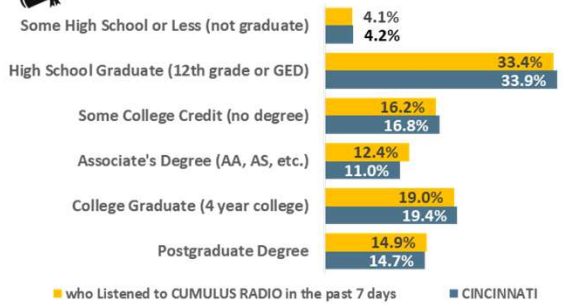


CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 306

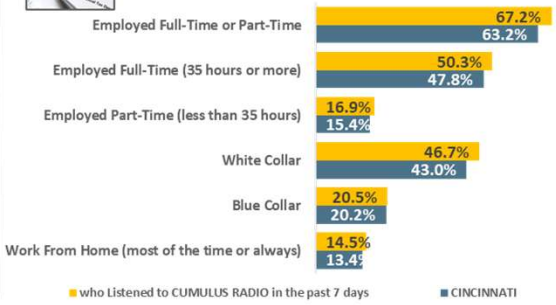
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46.4% or 817,394 of CINCINNATI Metro Adults 18 or older Listened to CUMULUS RADIO in the past 7 days. Adults 18 or older who Listened to CUMULUS RADIO in the past 7 days are .6% less likely to be a college graduate, 5.3% more likely to work full-time, 9.% more likely to be married, 4.1% less likely to be a parent of 1 or more children under 18.

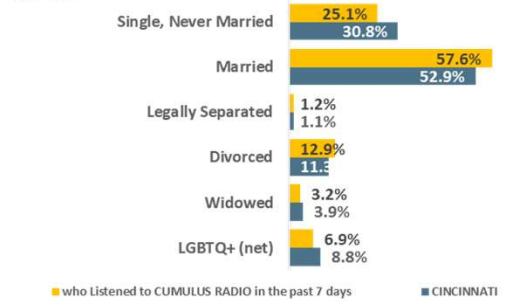
Education Levels: Adults 18 or older



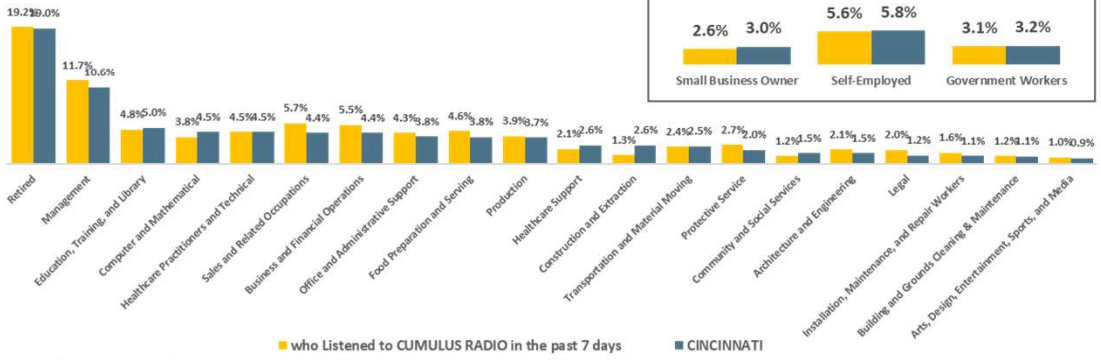
Employment: Adults 18 or older



Marital Status: Adults 18 or older

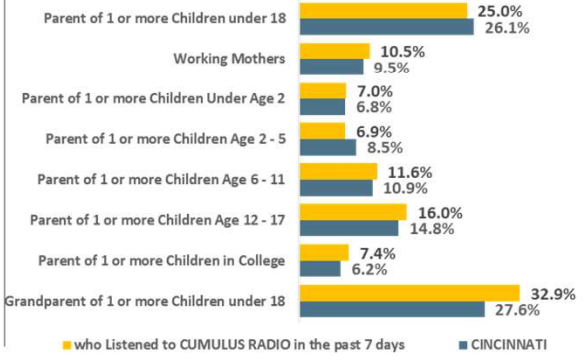


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older



CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 875

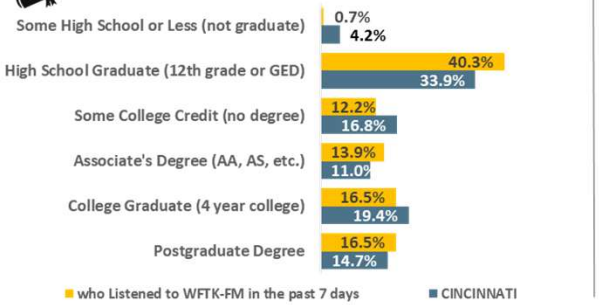
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(Radio Stations: WFTK-FM OR Radio Stations: WGRR-FM OR Radio Stations: WNNF-FM OR Radio Stations: WOFX-FM OR Radio Stations: WRRM-FM)

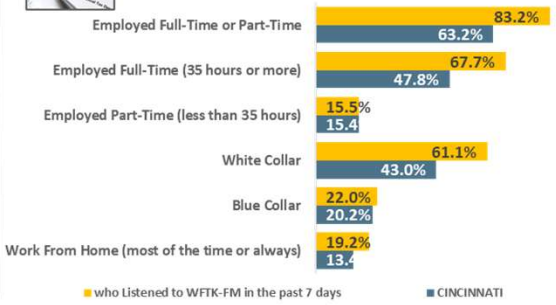
96ROCK
CINCINNATI'S PURE ROCK

11.% or 193,407 of CINCINNATI Metro Adults 18 or older Listened to WFTK-FM in the past 7 days.
Adults 18 or older who Listened to WFTK-FM in the past 7 days are 3.1% less likely to be a college graduate, 41.6% more likely to work full-time, 6.1% more likely to be married, 26.9% more likely to be a parent of 1 or more children under 18.

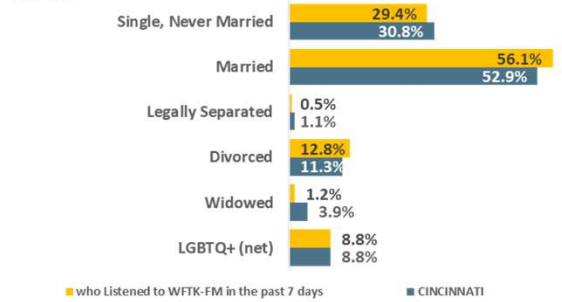
Education Levels: Adults 18 or older



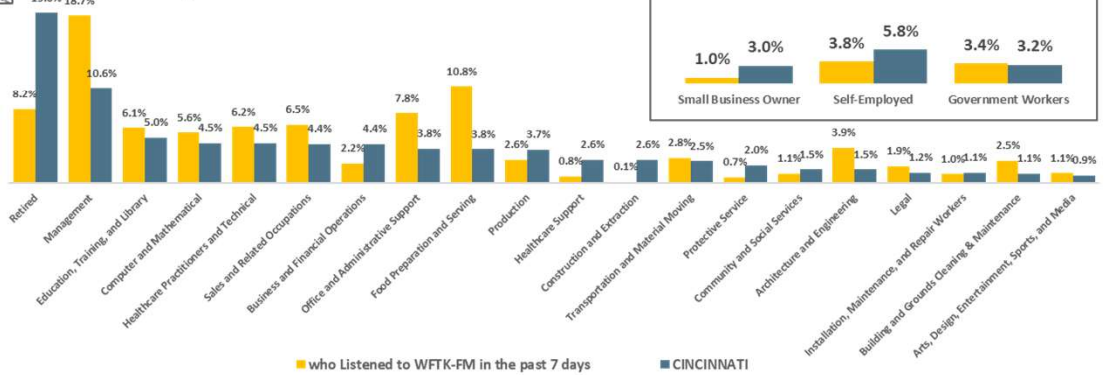
Employment: Adults 18 or older



Marital Status: Adults 18 or older

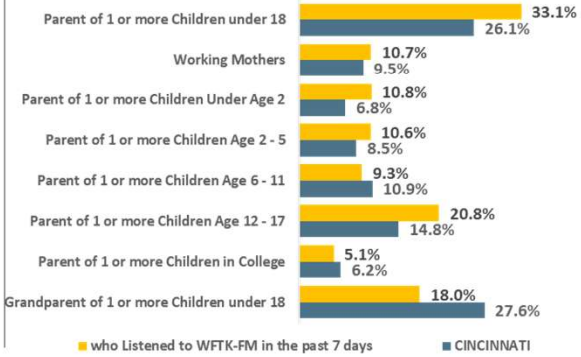


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older



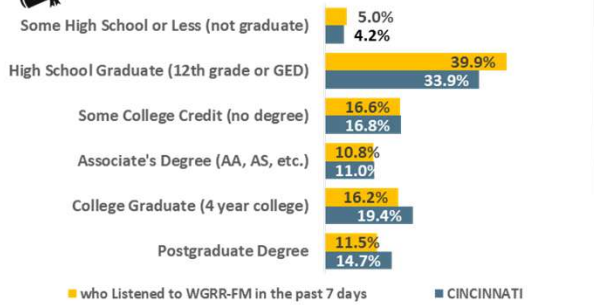
CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 179

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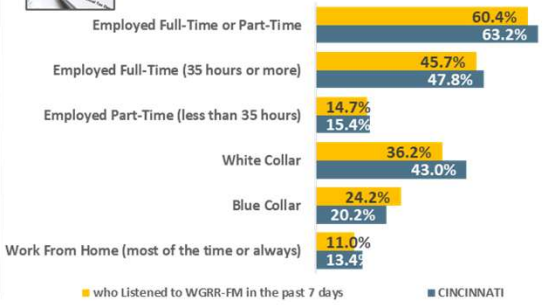
Radio Stations: WFTK-FM

22.6% or 398,216 of CINCINNATI Metro Adults 18 or older Listened to WGRR-FM in the past 7 days. Adults 18 or older who Listened to WGRR-FM in the past 7 days are 18.6% less likely to be a college graduate, 4.4% less likely to work full-time, 1.9% more likely to be married, 22.3% less likely to be a parent of 1 or more children under 18.

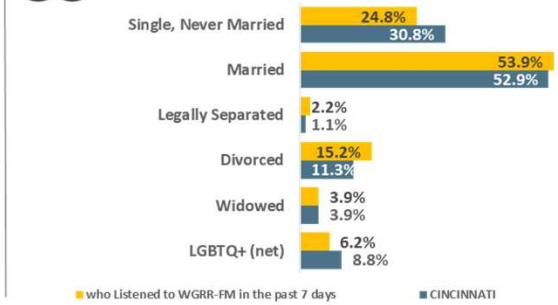
Education Levels: Adults 18 or older



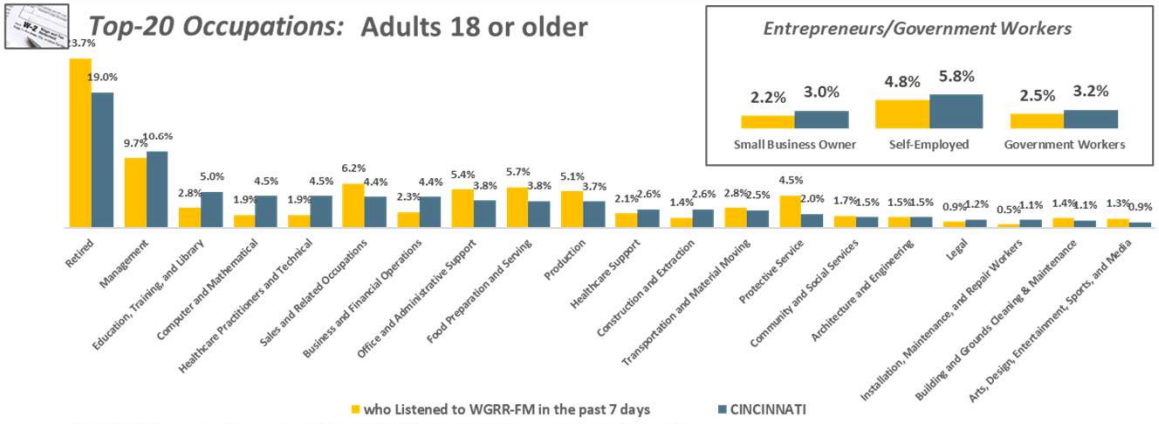
Employment: Adults 18 or older



Marital Status: Adults 18 or older

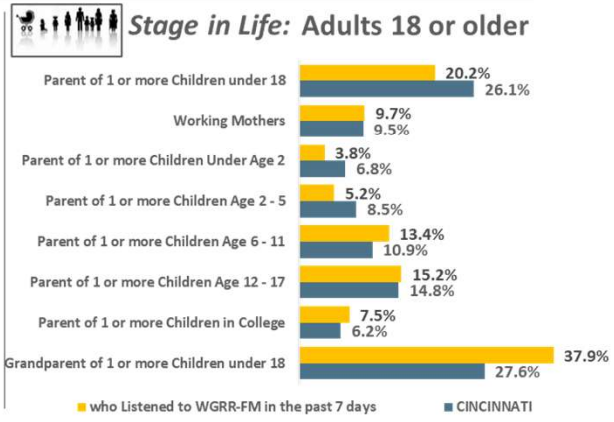


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older



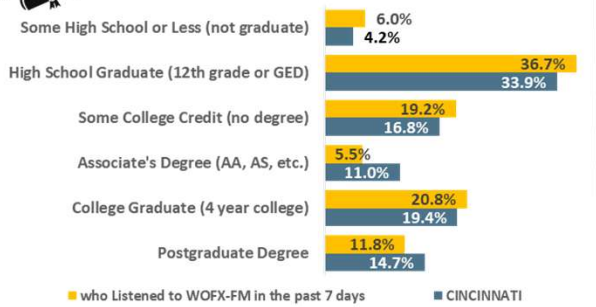
CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 464

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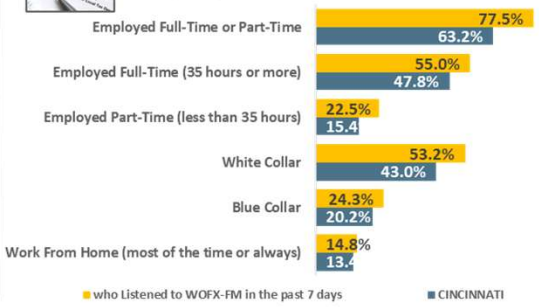
Radio Stations: WGRR-FM

12.8% or 225,976 of CINCINNATI Metro Adults 18 or older Listened to WOFX-FM in the past 7 days. Adults 18 or older who Listened to WOFX-FM in the past 7 days are 4.3% less likely to be a college graduate, 15.2% more likely to work full-time, 26.5% more likely to be married, 7.3% more likely to be a parent of 1 or more children under 18.

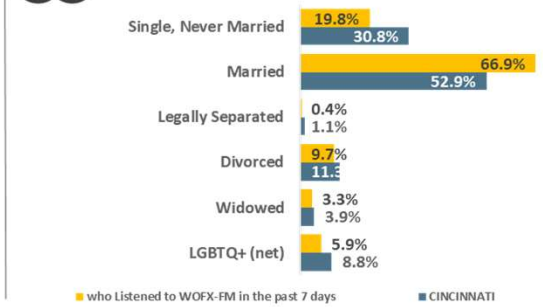
Education Levels: Adults 18 or older



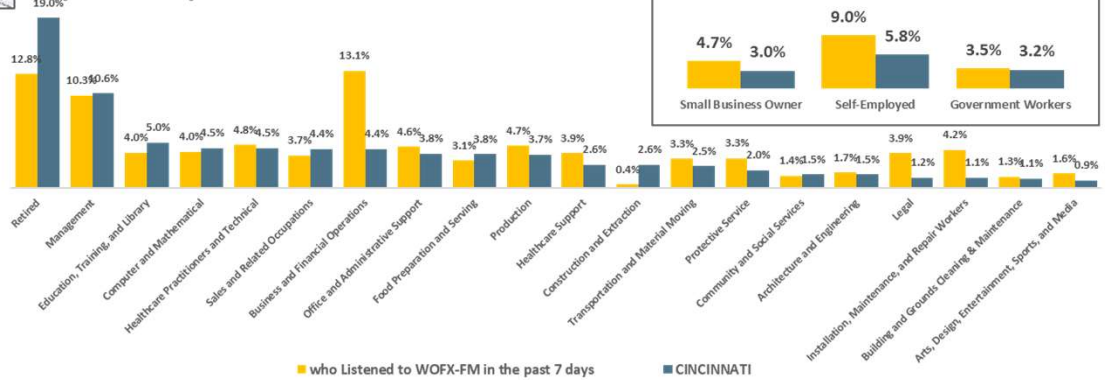
Employment: Adults 18 or older



Marital Status: Adults 18 or older

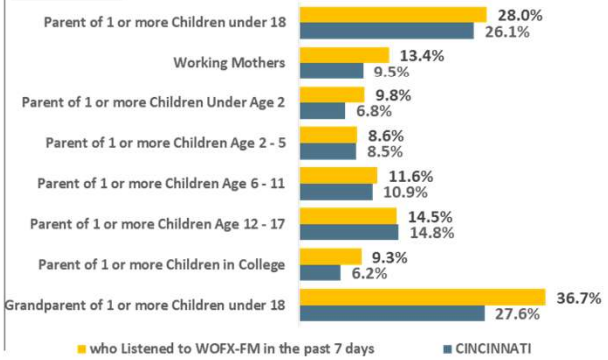


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older



CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 247

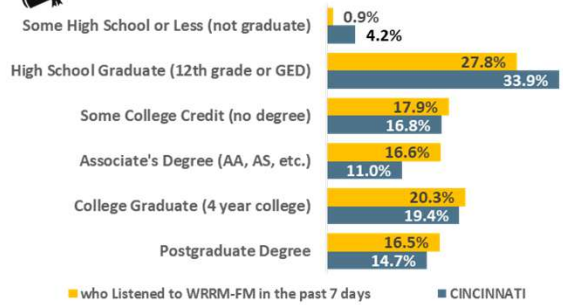
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Radio Stations: WOFX-FM

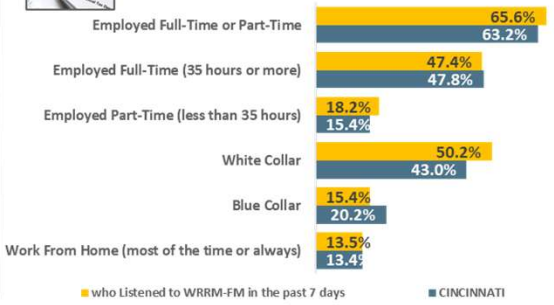
Warm98.5
80s. 90s. Now.

16.6% or 292,506 of CINCINNATI Metro Adults 18 or older Listened to WRRM-FM in the past 7 days. Adults 18 or older who Listened to WRRM-FM in the past 7 days are 8.1% more likely to be a college graduate, .8% less likely to work full-time, 2.2% more likely to be married, 1.1% more likely to be a parent of 1 or more children under 18.

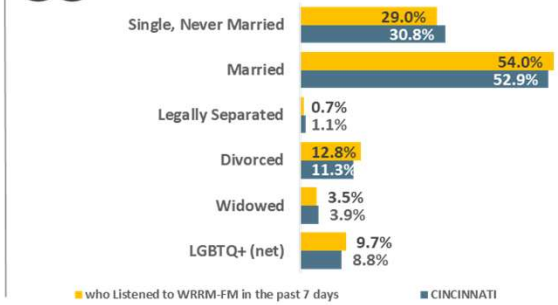
Education Levels: Adults 18 or older



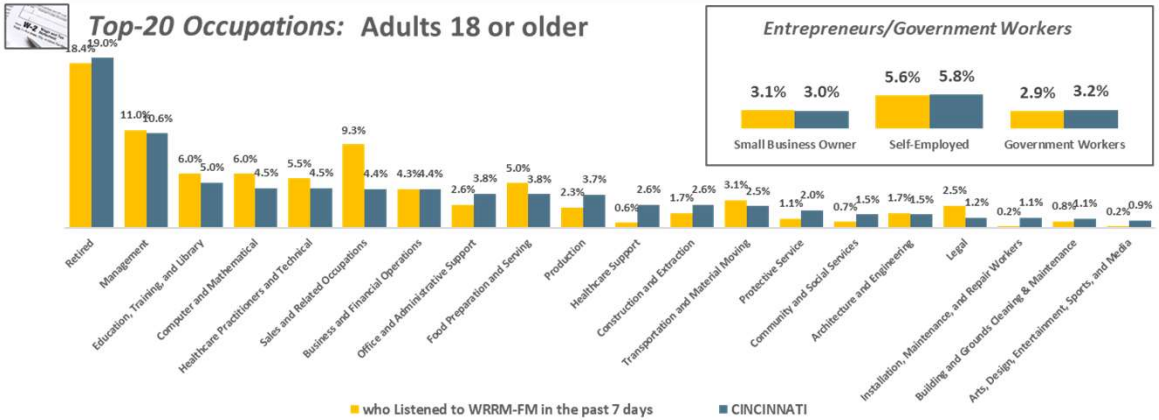
Employment: Adults 18 or older



Marital Status: Adults 18 or older

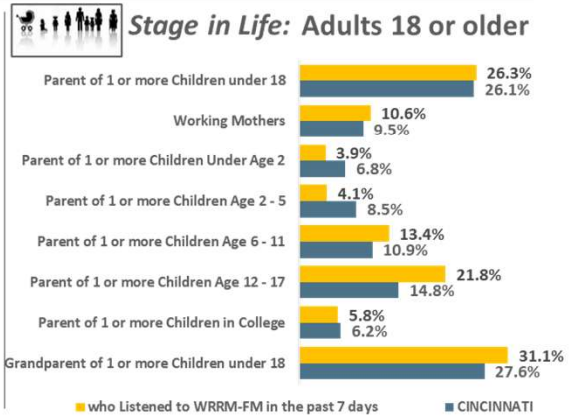


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older



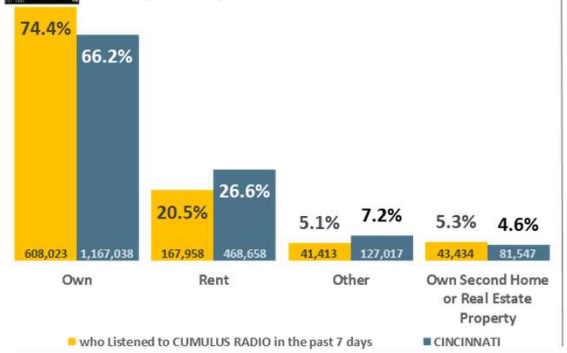
CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 306

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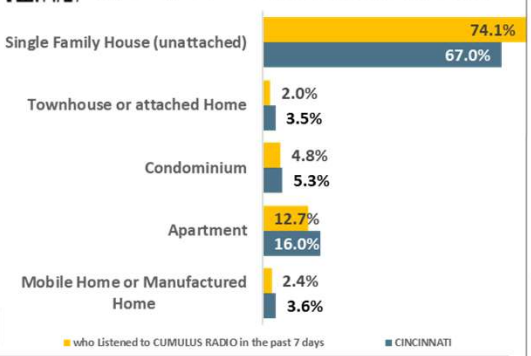
Radio Stations: WRRM-FM

46.4% or 817,394 of CINCINNATI Metro Adults 18 or older Listened to CUMULUS RADIO in the past 7 days. Adults 18 or older who Listened to CUMULUS RADIO in the past 7 days are 12.4% more likely to own their home, 2.9% more likely to own a lower valued home, 10.5% more likely to have a single-family home, 7.2% more likely to have a dog.

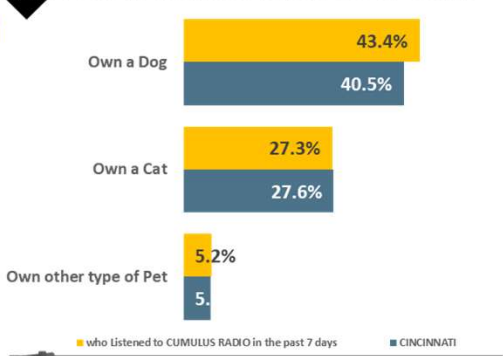
Own/Rent/Other: Adults 18 or older



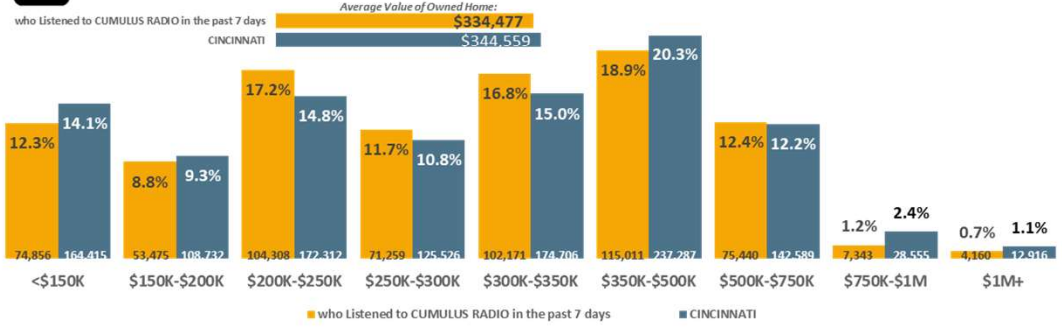
Type of Home: Adults 18 or older



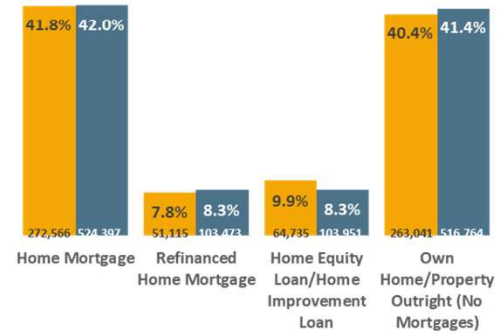
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



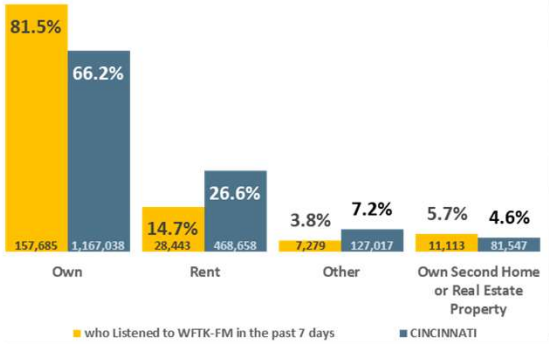
CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 875

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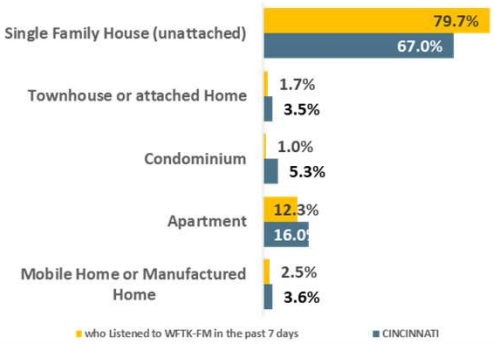
(Radio Stations: WFTK-FM OR Radio Stations: WGRR-FM OR Radio Stations: WNNF-FM OR Radio Stations: WOFX-FM OR Radio Stations: WRRM-FM)

11.% or 193,407 of CINCINNATI Metro Adults 18 or older Listened to WFTK-FM in the past 7 days. Adults 18 or older who Listened to WFTK-FM in the past 7 days are 23.1% more likely to own their home, 7.3% more likely to own a lower valued home, 19.% more likely to have a single-family home, 21.3% more likely to have a dog.

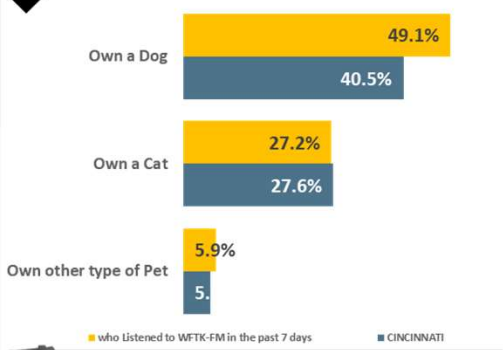
Own/Rent/Other: Adults 18 or older



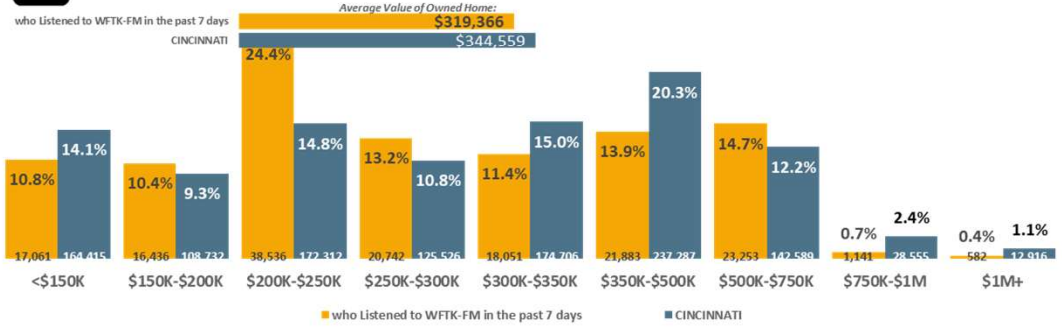
Type of Home: Adults 18 or older



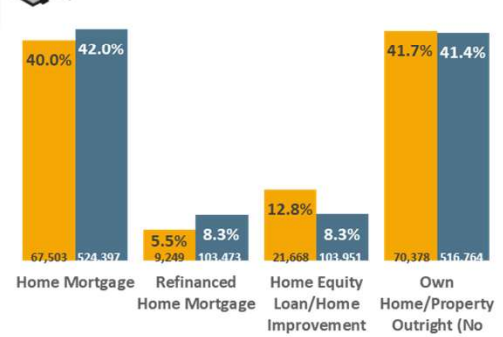
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



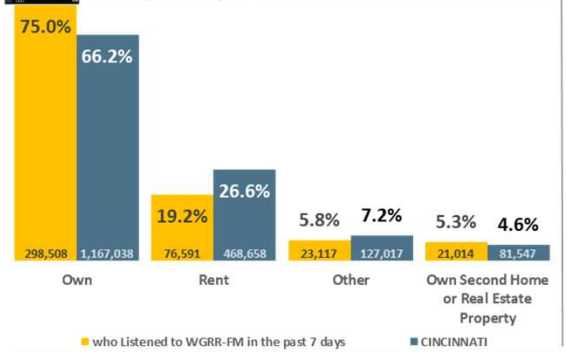
CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 179

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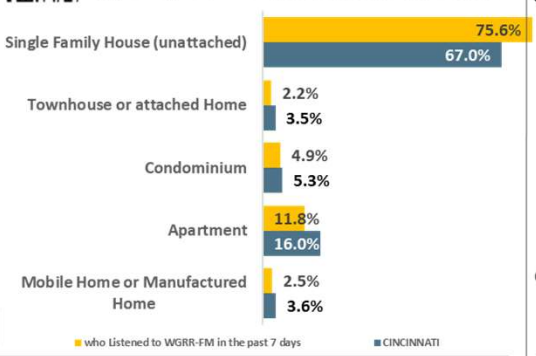
Radio Stations: WFTK-FM

22.6% or 398,216 of CINCINNATI Metro Adults 18 or older Listened to WGRR-FM in the past 7 days. Adults 18 or older who Listened to WGRR-FM in the past 7 days are 13.2% more likely to own their home, 6.6% more likely to own a lower valued home, 12.9% more likely to have a single-family home, 4.% more likely to have a dog.

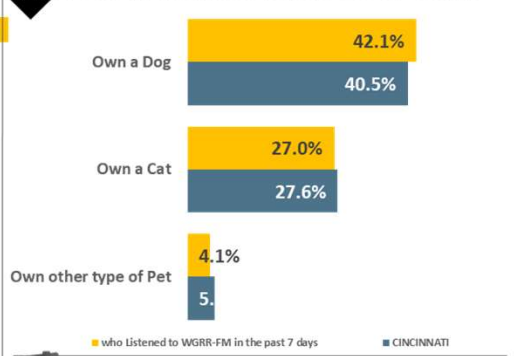
Own/Rent/Other: Adults 18 or older



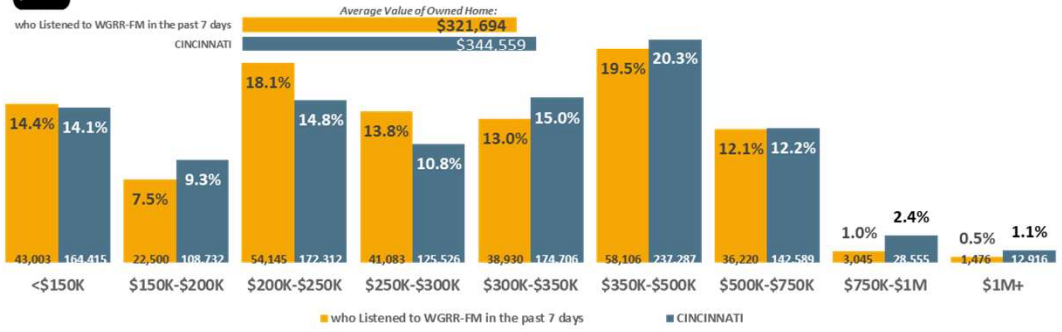
Type of Home: Adults 18 or older



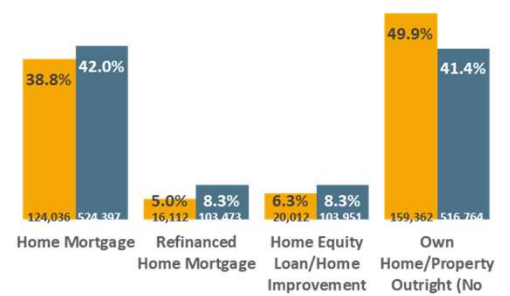
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



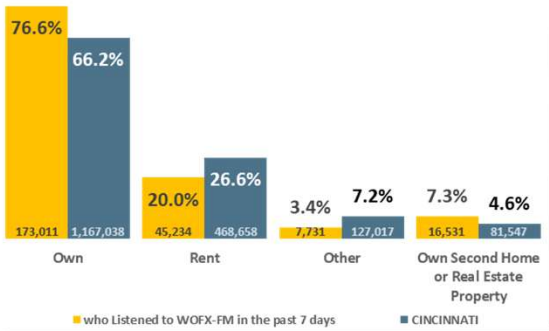
CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 464

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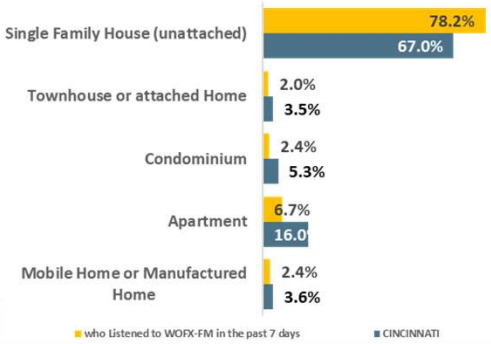
Radio Stations: WGRR-FM

12.8% or 225,976 of CINCINNATI Metro Adults 18 or older Listened to WOFX-FM in the past 7 days. Adults 18 or older who Listened to WOFX-FM in the past 7 days are 15.6% more likely to own their home, 5.1% more likely to own a lower valued home, 16.7% more likely to have a single-family home, 6.2% more likely to have a dog.

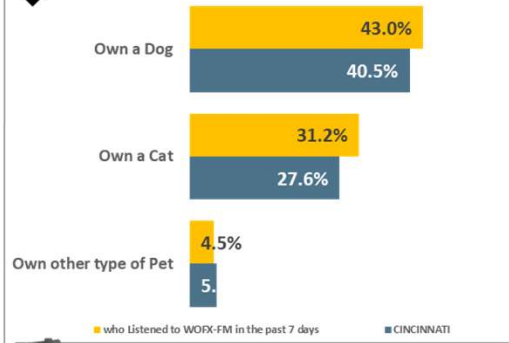
Own/Rent/Other: Adults 18 or older



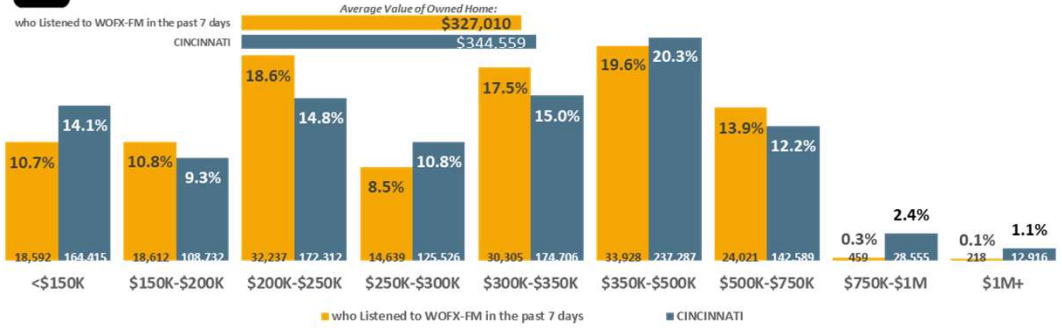
Type of Home: Adults 18 or older



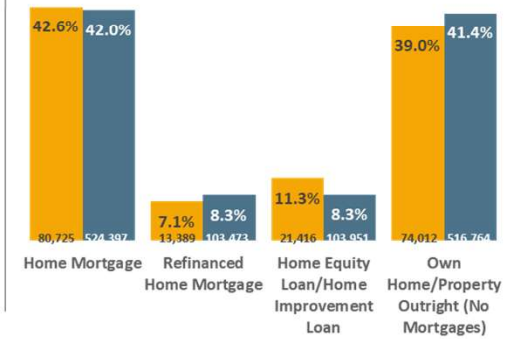
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 247

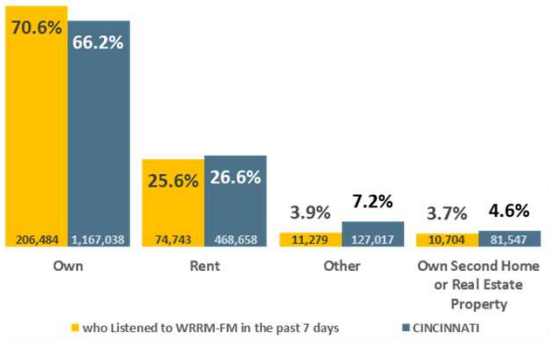
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Radio Stations: WOFX-FM

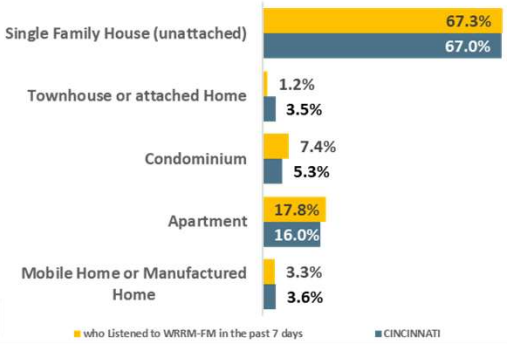
Warm98.5
80s. 90s. Now.

16.6% or 292,506 of CINCINNATI Metro Adults 18 or older Listened to WRRM-FM in the past 7 days. Adults 18 or older who Listened to WRRM-FM in the past 7 days are 6.6% more likely to own their home, 6.3% more likely to own a lower valued home, .5% more likely to have a single-family home, 8.8% more likely to have a dog.

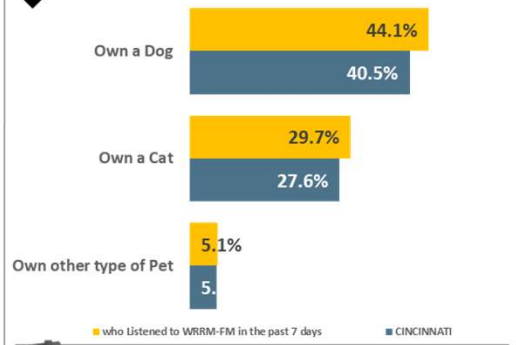
Own/Rent/Other: Adults 18 or older



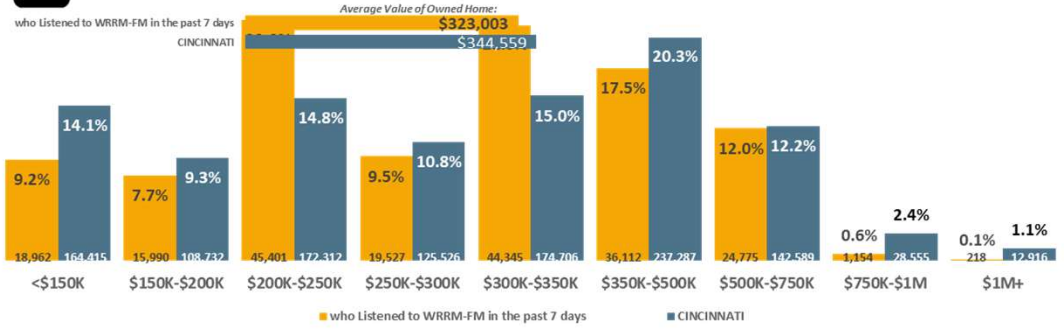
Type of Home: Adults 18 or older



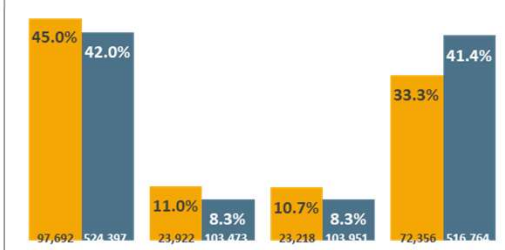
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



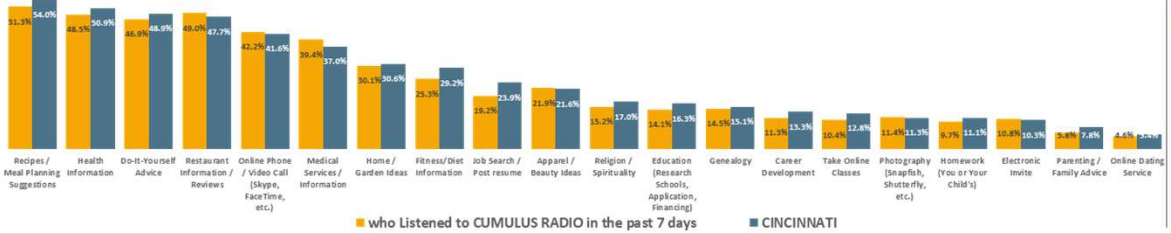
CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 306

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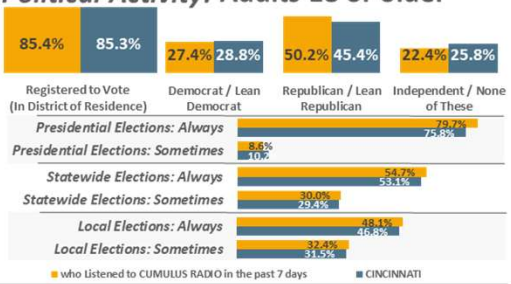
Radio Stations: WRRM-FM

46.4% or 817,394 of CINCINNATI Metro Adults 18 or older Listened to CUMULUS RADIO in the past 7 days. Adults 18 or older who Listened to CUMULUS RADIO in the past 7 days are 4.1% less likely to look up D-I-Y advice online, 2.8% more likely to always vote in local elections, 6.9% more likely to belong to a gym, 4.% more likely to fly domestic past yr.

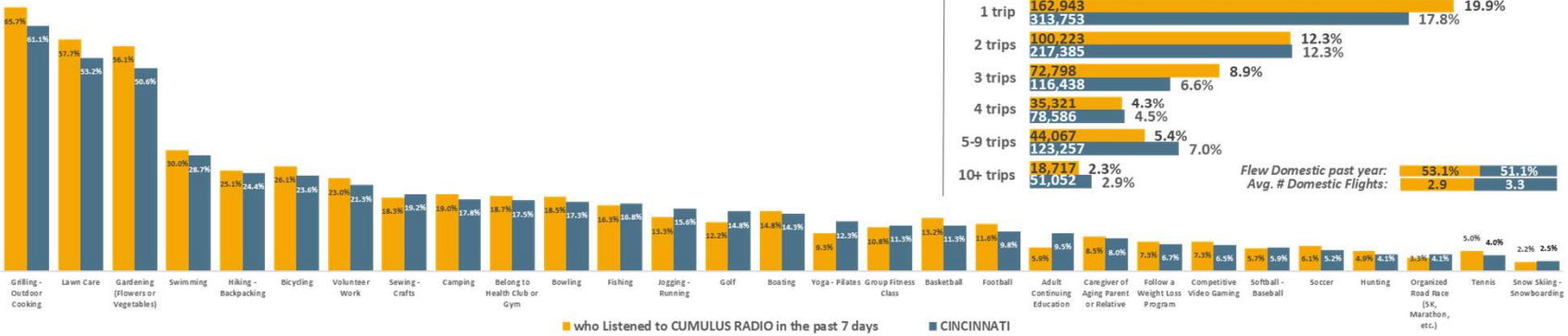
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



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

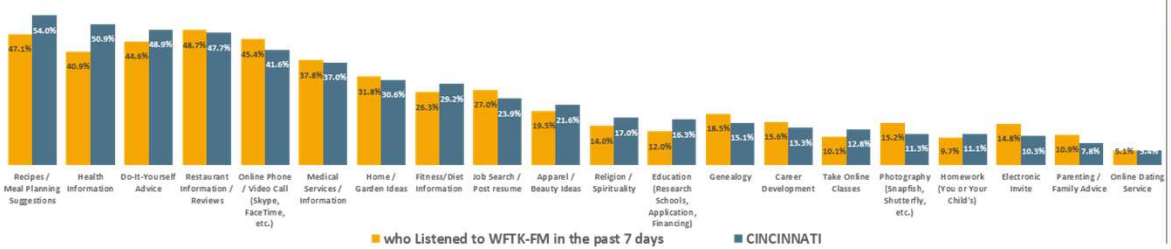
CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 875

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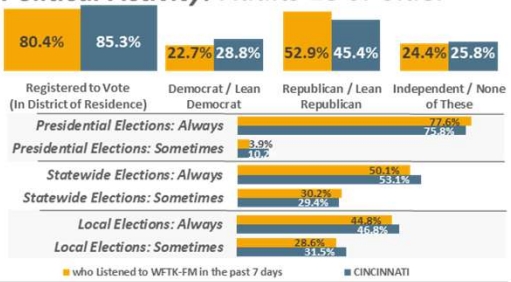
(Radio Stations: WFTK-FM OR Radio Stations: WGRR-FM OR Radio Stations: WNNF-FM OR Radio Stations: WOFX-FM OR Radio Stations: WRRM-FM)

11.% or 193,407 of CINCINNATI Metro Adults 18 or older Listened to WFTK-FM in the past 7 days.
Adults 18 or older who Listened to WFTK-FM in the past 7 days are 8.7% less likely to look up D-I-Y advice online, 4.3% less likely to always vote in local elections, 36.5% less likely to belong to a gym, 3.5% more likely to fly domestic past yr.

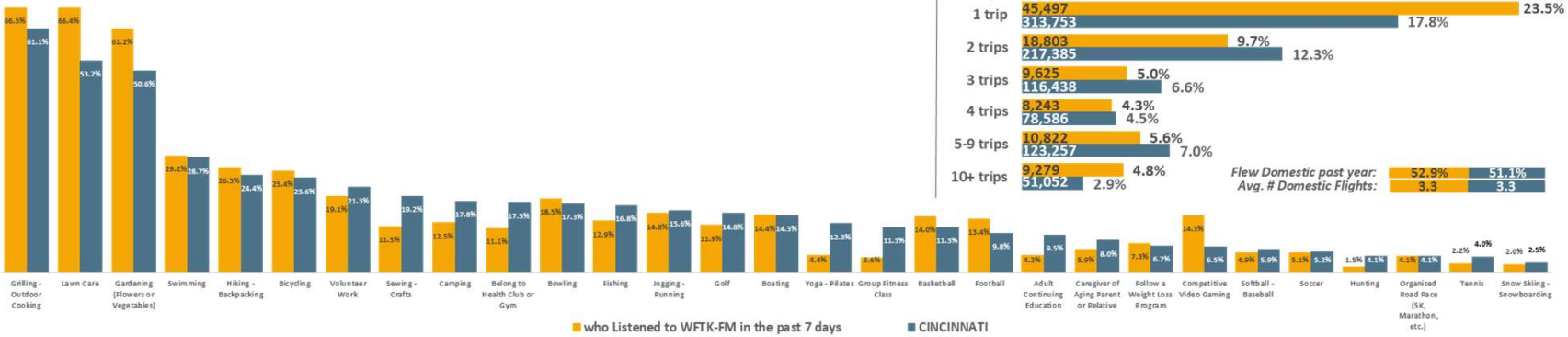
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



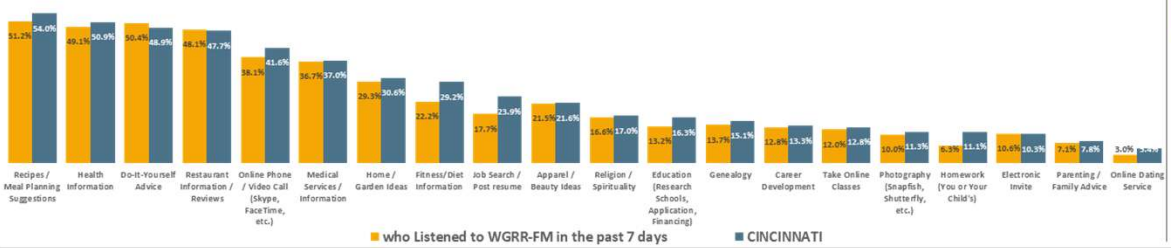
Past 12-months Domestic Airline Trips: Adults 18 or older

CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 179

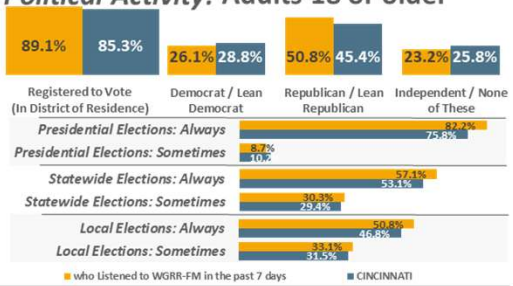
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22.6% or 398,216 of CINCINNATI Metro Adults 18 or older Listened to WGRR-FM in the past 7 days. Adults 18 or older who Listened to WGRR-FM in the past 7 days are 3.2% more likely to look up D-I-Y advice online, 8.4% more likely to always vote in local elections, 6.2% more likely to belong to a gym, 4.4% less likely to fly domestic past yr.

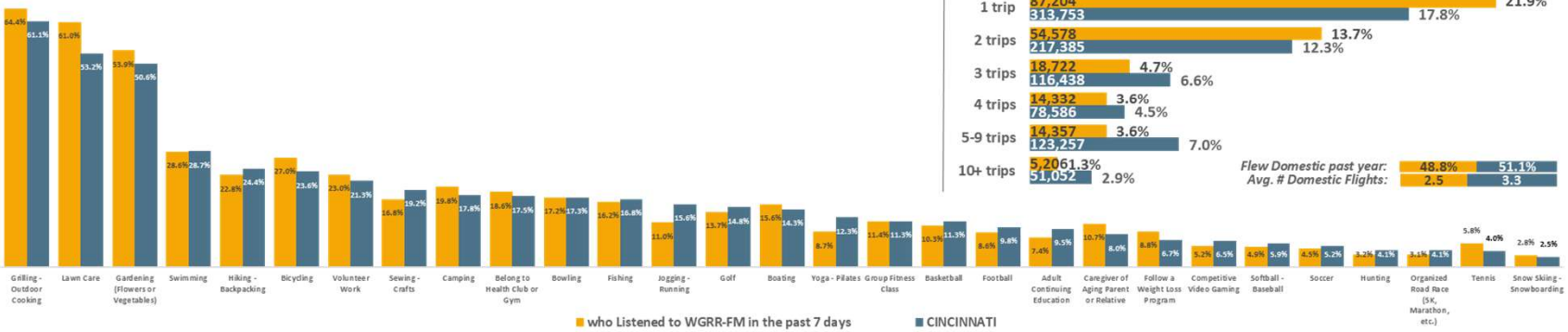
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



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

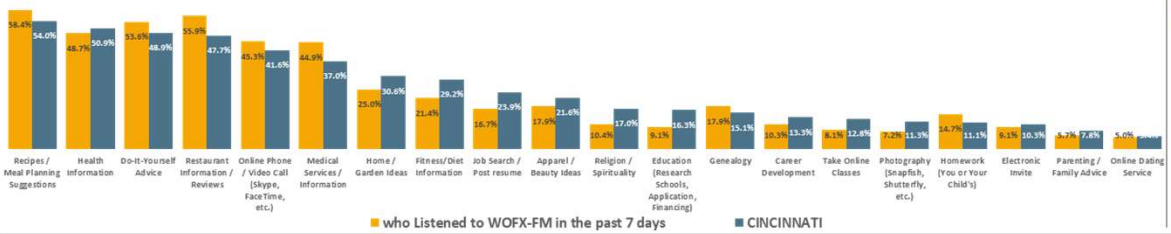
CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 464

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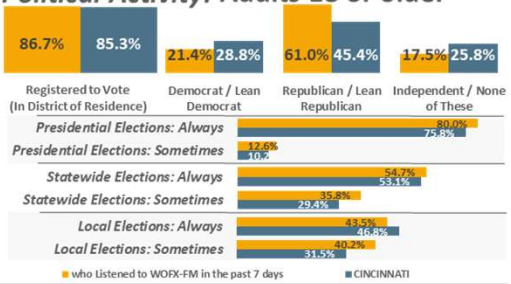
Radio Stations: WGRR-FM

12.8% or 225,976 of CINCINNATI Metro Adults 18 or older Listened to WOFX-FM in the past 7 days. Adults 18 or older who Listened to WOFX-FM in the past 7 days are 9.6% more likely to look up D-I-Y advice online, 7.2% less likely to always vote in local elections, 5.4% more likely to belong to a gym, 13.% more likely to fly domestic past yr.

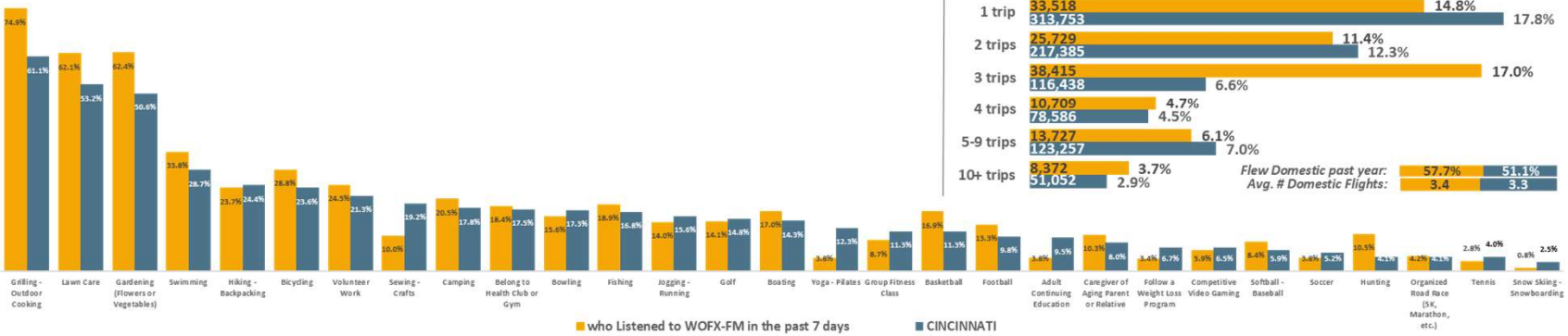
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



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

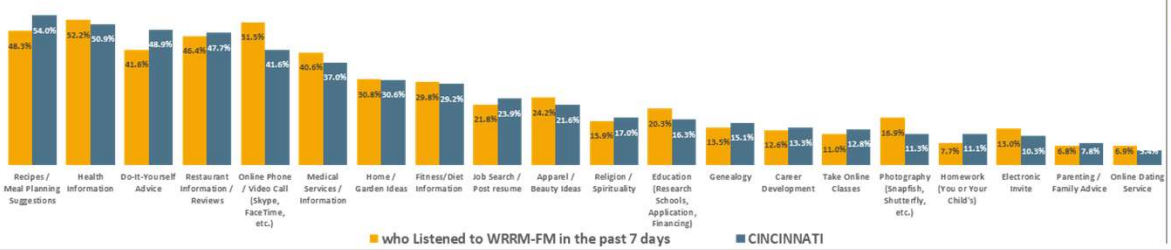
CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 247

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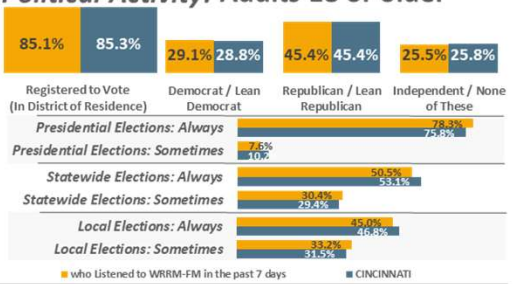
Radio Stations: WOFX-FM

16.6% or 292,506 of CINCINNATI Metro Adults 18 or older Listened to WRRM-FM in the past 7 days. Adults 18 or older who Listened to WRRM-FM in the past 7 days are 14.9% less likely to look up D-I-Y advice online, 3.8% less likely to always vote in local elections, 21.3% more likely to belong to a gym, 11.4% more likely to fly domestic past yr.

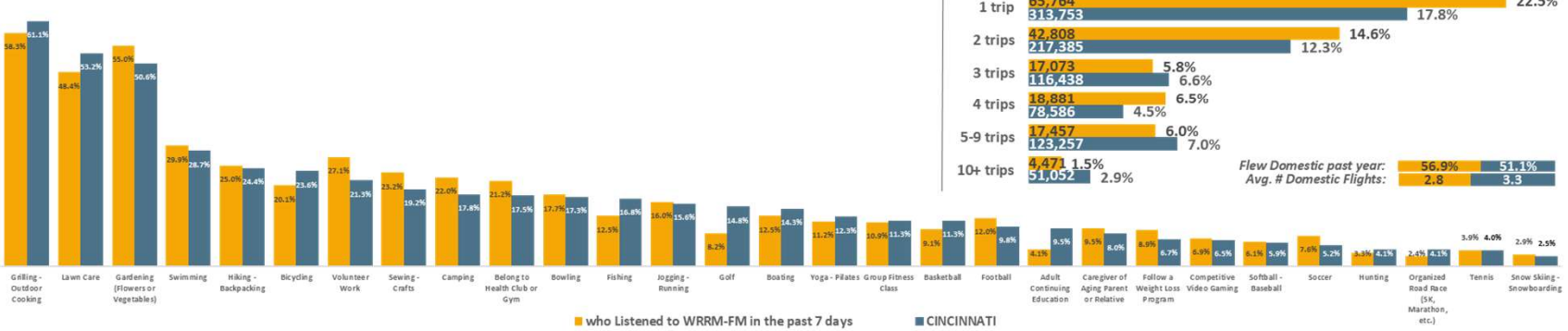
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



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 2025: Sep24-Jul25 Qual Intab 306

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Radio Stations: WRRM-FM

46.4% or 817,394 of CINCINNATI Metro Adults 18 or older Listened to CUMULUS RADIO in the past 7 days. Adults 18 or older who Listened to CUMULUS RADIO in the past 7 days are 1.% more likely to use QSRs past mo., 3.6% more likely to use Sit-Down Restaurants past mo., 4.3% less likely to use Casinos past yr., 9.3% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



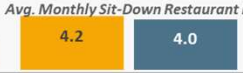
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 18 or older

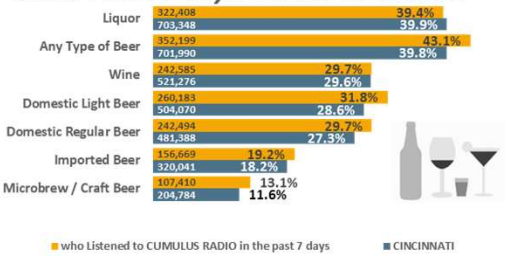
(Sit-Down Restaurants Used Past 30-days)



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

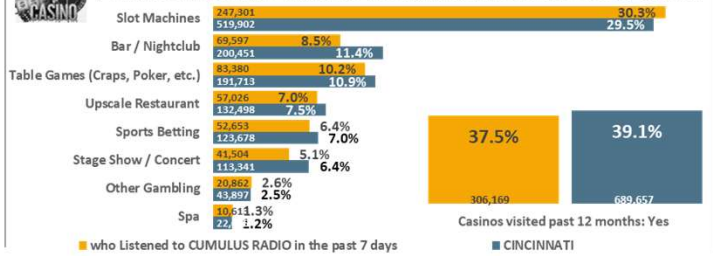


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 875

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(Radio Stations: WFTK-FM OR Radio Stations: WGRR-FM OR Radio Stations: WNNF-FM OR Radio Stations: WOFX-FM OR Radio Stations: WRRM-FM)

11.% or 193,407 of CINCINNATI Metro Adults 18 or older Listened to WFTK-FM in the past 7 days.
Adults 18 or older who Listened to WFTK-FM in the past 7 days are 2.4% more likely to use QSRs past mo., 3.1% more likely to use Sit-Down Restaurants past mo., 9.4% more likely to use Casinos past yr., 20.7% 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

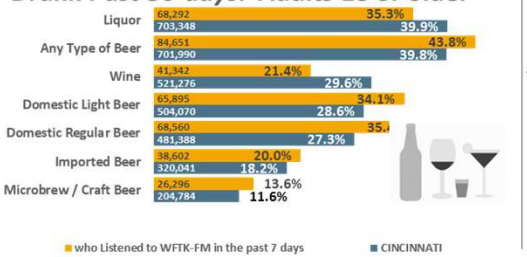
(Sit-Down Restaurants Used Past 30-days)



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

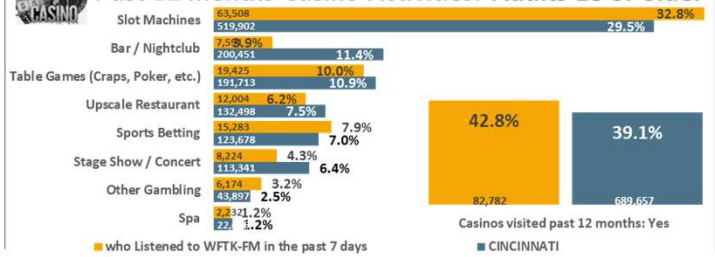


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



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Radio Stations: WFTK-FM

22.6% or 398,216 of CINCINNATI Metro Adults 18 or older Listened to WGRR-FM in the past 7 days. Adults 18 or older who Listened to WGRR-FM in the past 7 days are .2% less likely to use QSRs past mo., 6.3% more likely to use Sit-Down Restaurants past mo., 5.1% more likely to use Casinos past yr., 3.8% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



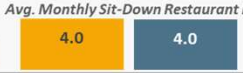
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



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.)

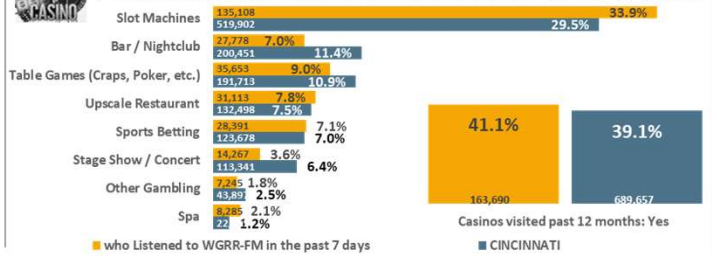


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 464

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Radio Stations: WGRR-FM

12.8% or 225,976 of CINCINNATI Metro Adults 18 or older Listened to WOFX-FM in the past 7 days. Adults 18 or older who Listened to WOFX-FM in the past 7 days are 5.8% more likely to use QSRs past mo., .9% more likely to use Sit-Down Restaurants past mo., 9.9% less likely to use Casinos past yr., 44.5% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



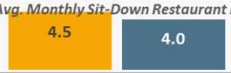
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



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.)

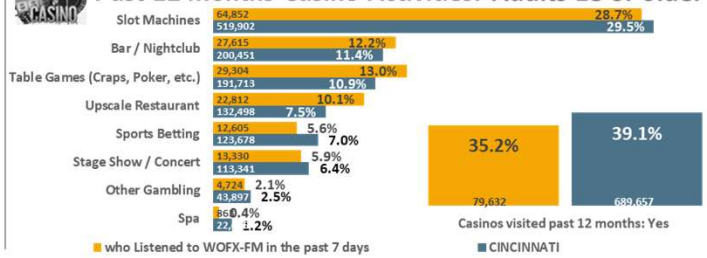
who Listened to WOFX-FM in the past 7 days	51,516	22.8%
CINCINNATI	353,071	20.0%

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 2025: Sep24-Jul25 Qual Intab 247

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Radio Stations: WOFX-FM

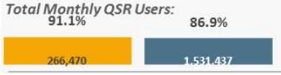
Warm98.5
80s. 90s. Now.

16.6% or 292,506 of CINCINNATI Metro Adults 18 or older Listened to WRRM-FM in the past 7 days. Adults 18 or older who Listened to WRRM-FM in the past 7 days are 4.9% more likely to use QSRs past mo., 5.3% more likely to use Sit-Down Restaurants past mo., 1.3% more likely to use Casinos past yr., 4.6% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



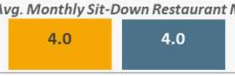
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:

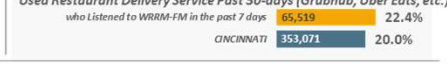


Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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

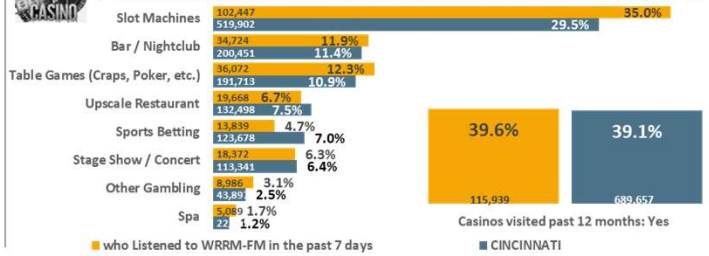


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Casinos visited past 12 months: Yes

Used Past 30-days: Adults 18 or older



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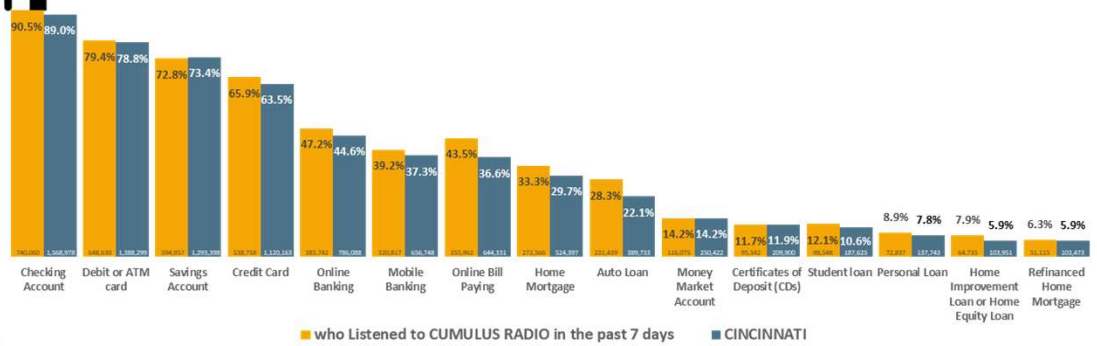
Radio Stations: WRRM-FM

46.4% or 817,394 of CINCINNATI Metro Adults 18 or older Listened to CUMULUS RADIO in the past 7 days. Adults 18 or older who Listened to CUMULUS RADIO in the past 7 days are 12.8% more likely to have a 401K, 28.1% more likely to have an Auto Loan, 15.2% more likely to Invest/Trade Stocks Online, 3.6% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



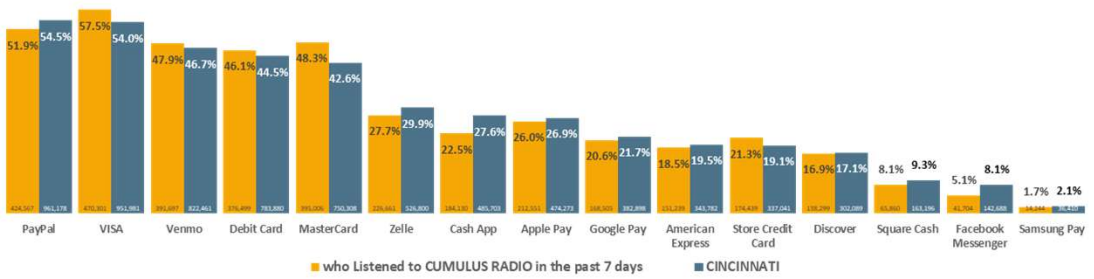
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



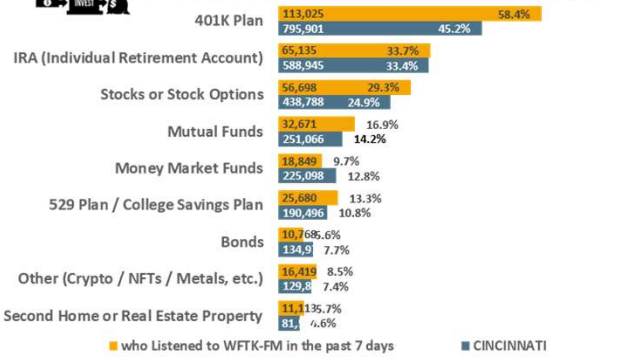
CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 875

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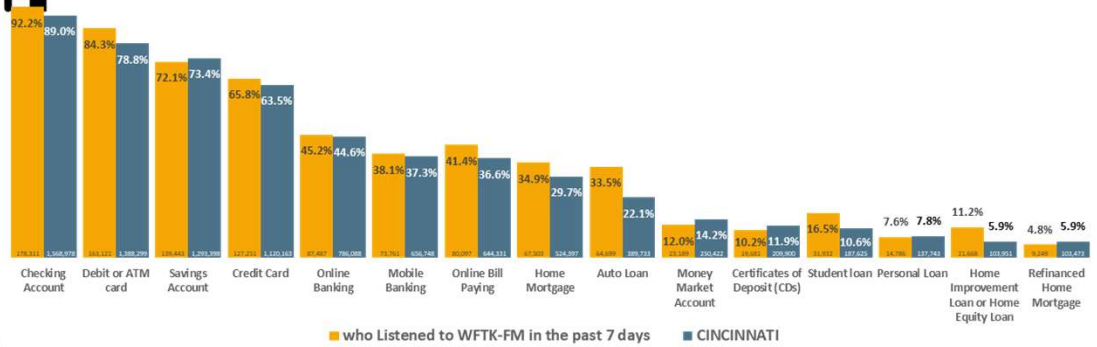
(Radio Stations: WFTK-FM OR Radio Stations: WGRR-FM OR Radio Stations: WNNF-FM OR Radio Stations: WOFX-FM OR Radio Stations: WRRM-FM)

11.% or 193,407 of CINCINNATI Metro Adults 18 or older Listened to WFTK-FM in the past 7 days.
Adults 18 or older who Listened to WFTK-FM in the past 7 days are 29.4% more likely to have a 401K, 51.3% more likely to have an Auto Loan, 30.1% more likely to Invest/Trade Stocks Online, 1.% less likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



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

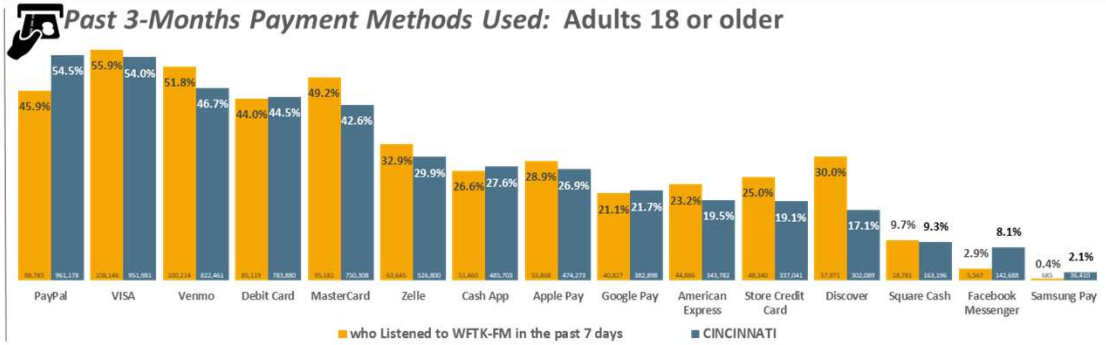


Professional Services Used:* Adults 18 or older



*(*Past 12 Months)*

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

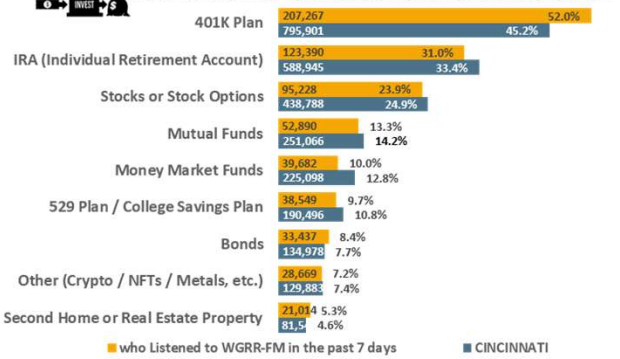


CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 179

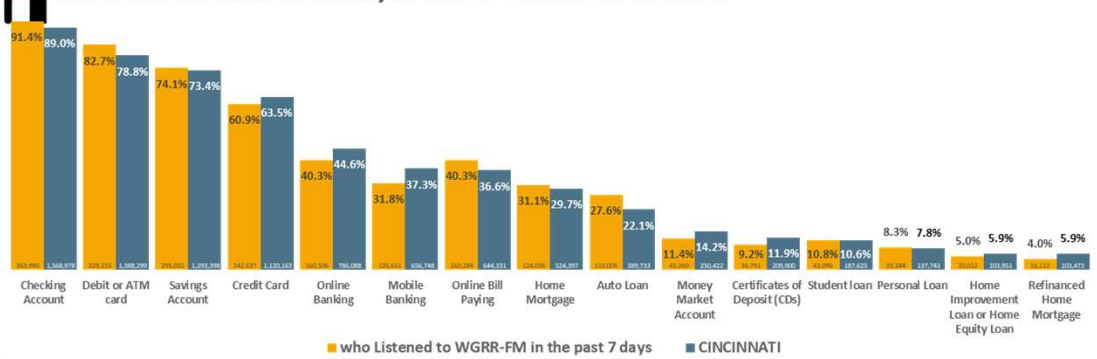
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22.6% or 398,216 of CINCINNATI Metro Adults 18 or older Listened to WGRR-FM in the past 7 days. Adults 18 or older who Listened to WGRR-FM in the past 7 days are 15.3% more likely to have a 401K, 24.9% more likely to have an Auto Loan, 38.3% less likely to Invest/Trade Stocks Online, 14.7% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



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

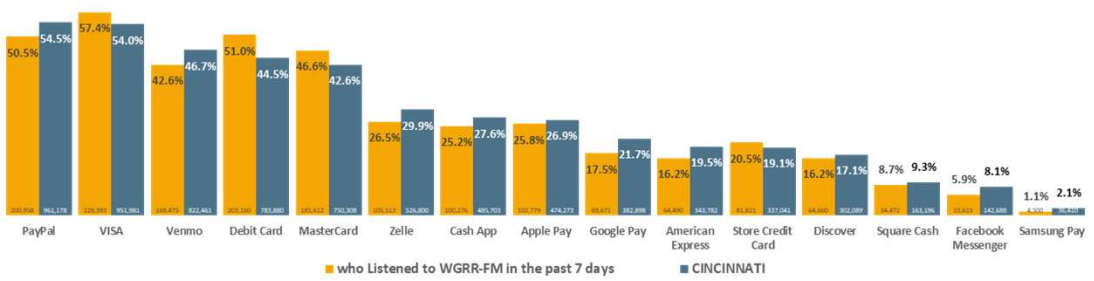


Professional Services Used:* Adults 18 or older



*(*Past 12 Months)*

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



CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 464

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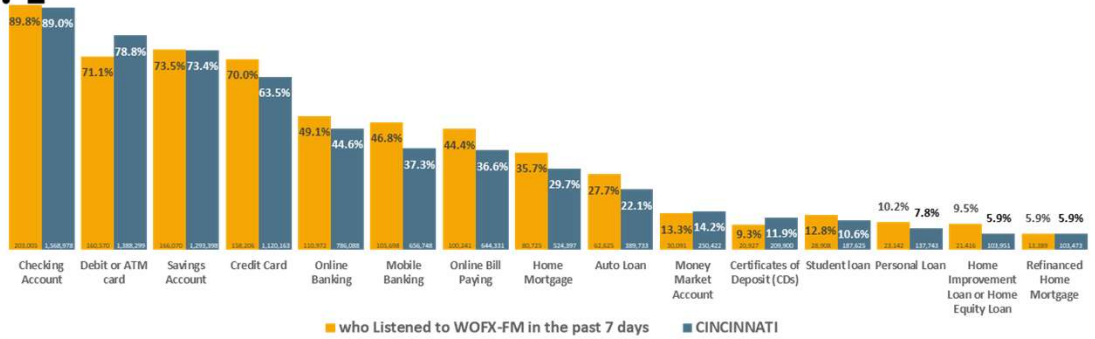
Radio Stations: WGRR-FM

12.8% or 225,976 of CINCINNATI Metro Adults 18 or older Listened to WOFX-FM in the past 7 days. Adults 18 or older who Listened to WOFX-FM in the past 7 days are 21.% more likely to have a 401K, 25.3% more likely to have an Auto Loan, 41.9% more likely to Invest/Trade Stocks Online, 9.2% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



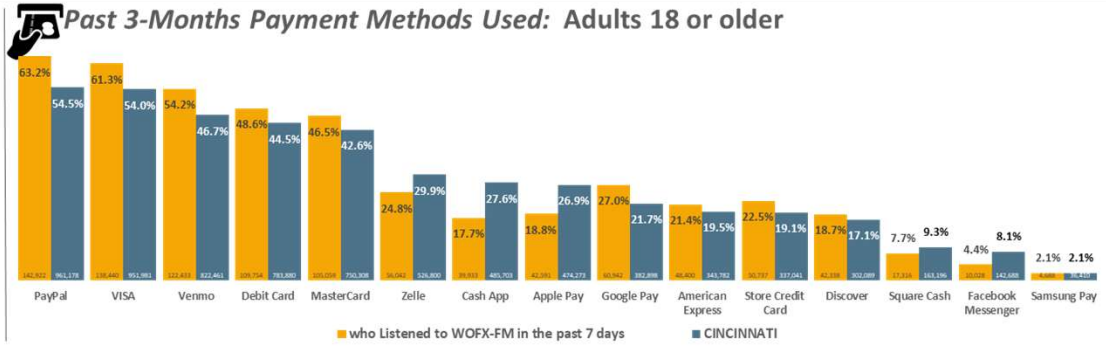
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 247

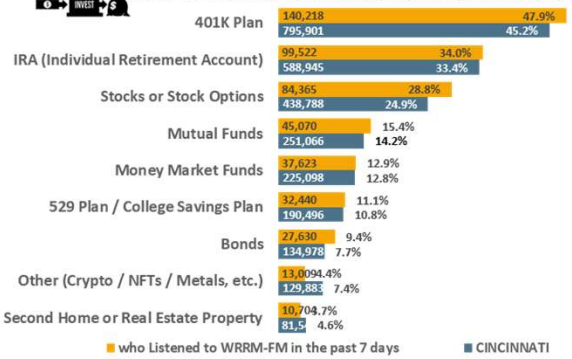
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Radio Stations: WOFX-FM

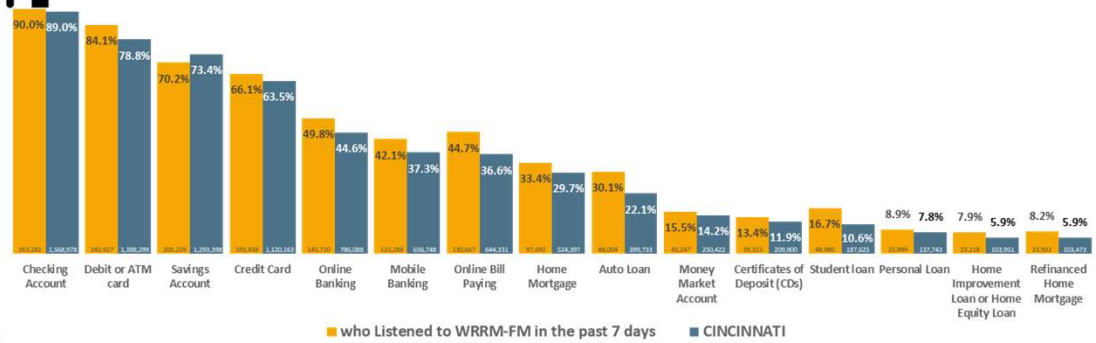
Warm98.5
80s. 90s. Now.

16.6% or 292,506 of CINCINNATI Metro Adults 18 or older Listened to WRRM-FM in the past 7 days. Adults 18 or older who Listened to WRRM-FM in the past 7 days are 6.2% more likely to have a 401K, 36.1% more likely to have an Auto Loan, 29.2% more likely to Invest/Trade Stocks Online, 4.6% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



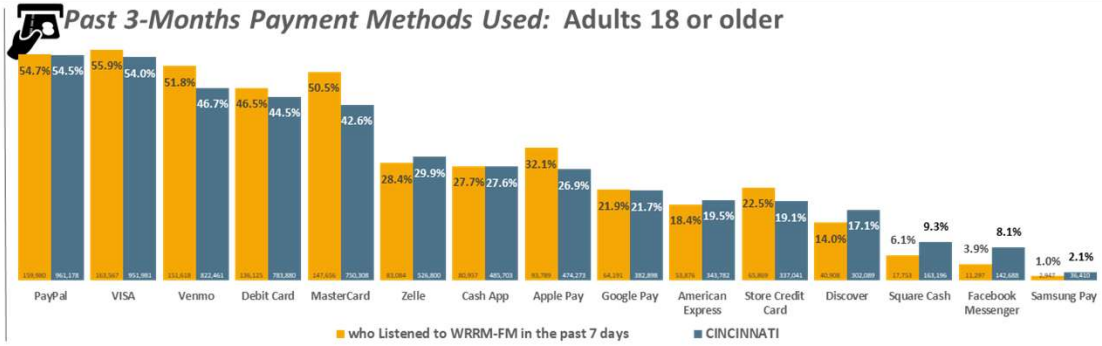
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



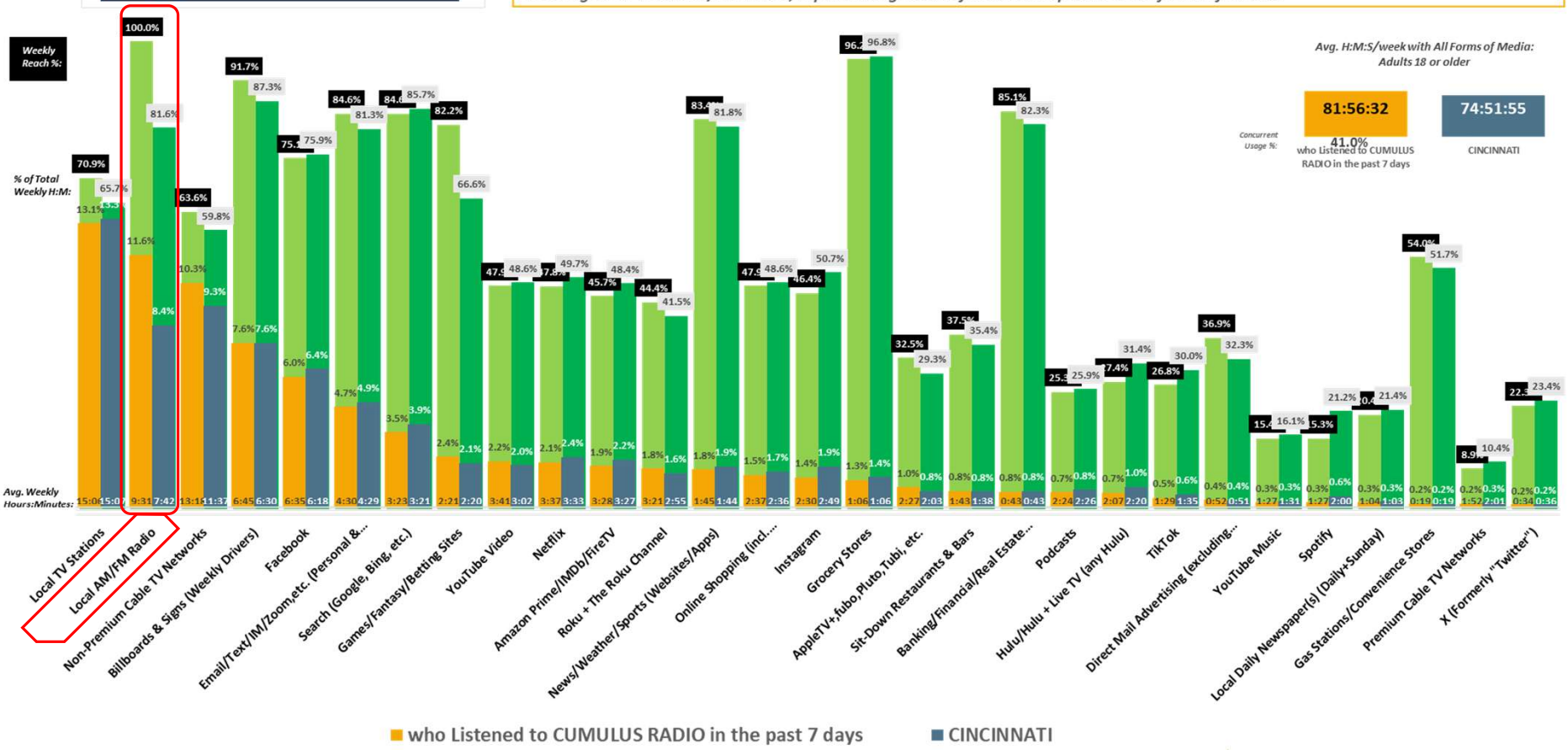
CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 306

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Radio Stations: WRRM-FM

Adults 18 or older who Listened to CUMULUS RADIO in the past 7 days spend an average of 3 days, 9 hours, 56 minutes and 32 seconds each week with All Forms of Media.

100.% of Adults 18 or older who Listened to CUMULUS RADIO in the past 7 days spend an avg. of 9 hours and 31 minutes each week listening to All Local AM/FM Radio, representing 11.6% of total time spent with all forms of Media.

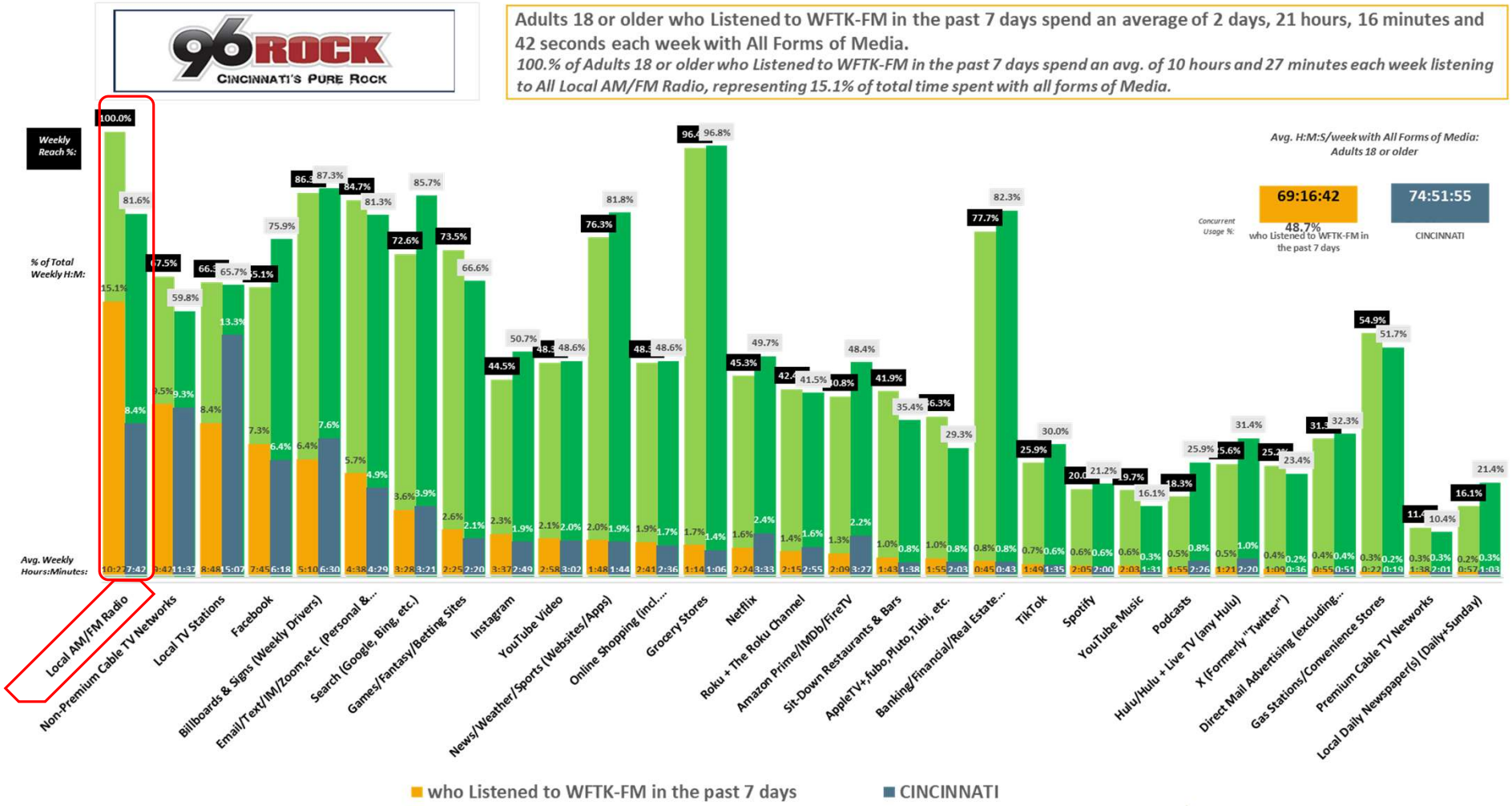


CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 875 CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 1,839

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(Radio Stations: WFTK-FM OR Radio Stations: WGRR-FM OR Radio Stations: WNNF-FM OR Radio Stations: WOFX-FM OR Radio Stations: WRRM-FM)

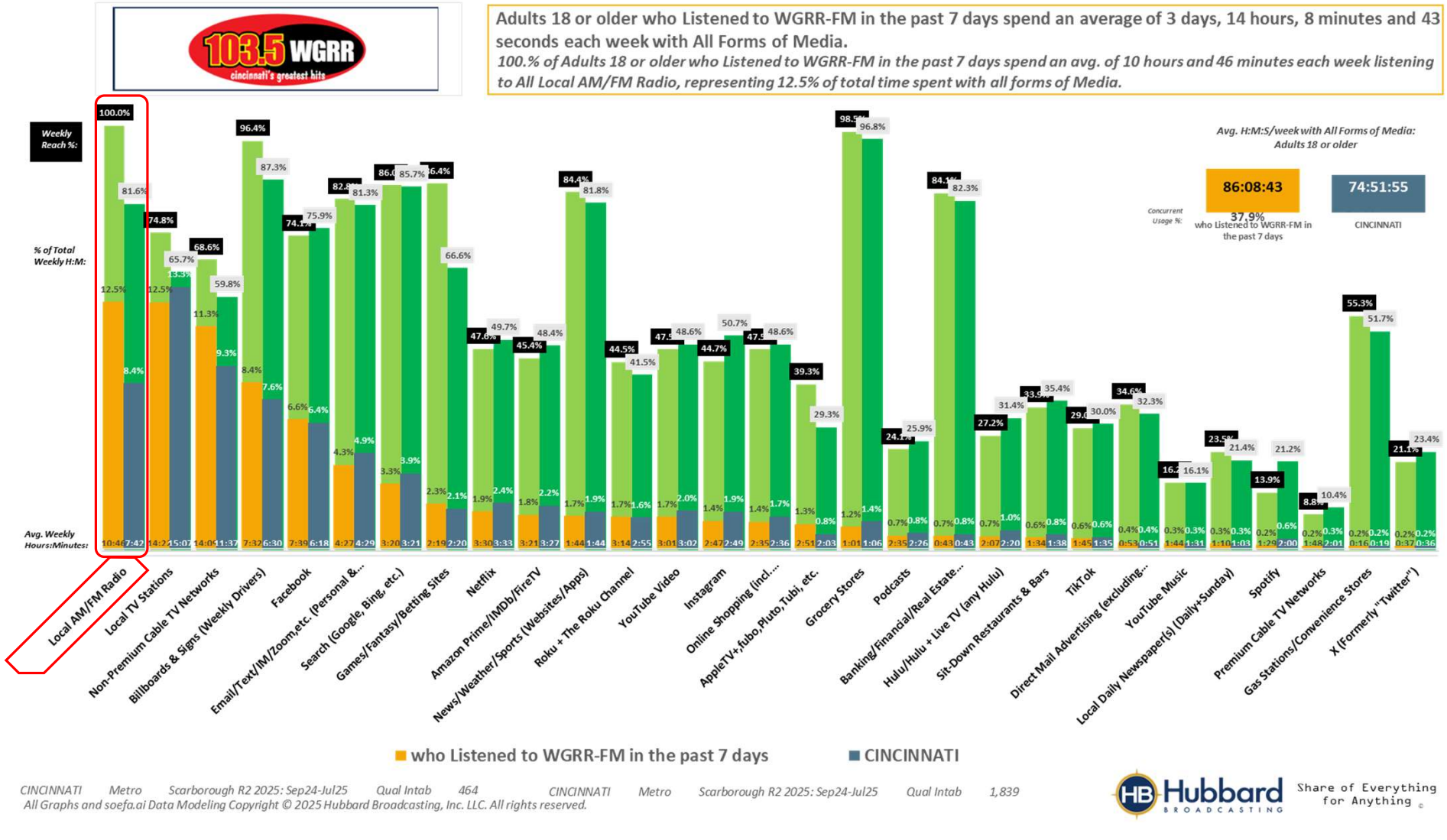


CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 179 CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 1,839

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Radio Stations: WFTK-FM

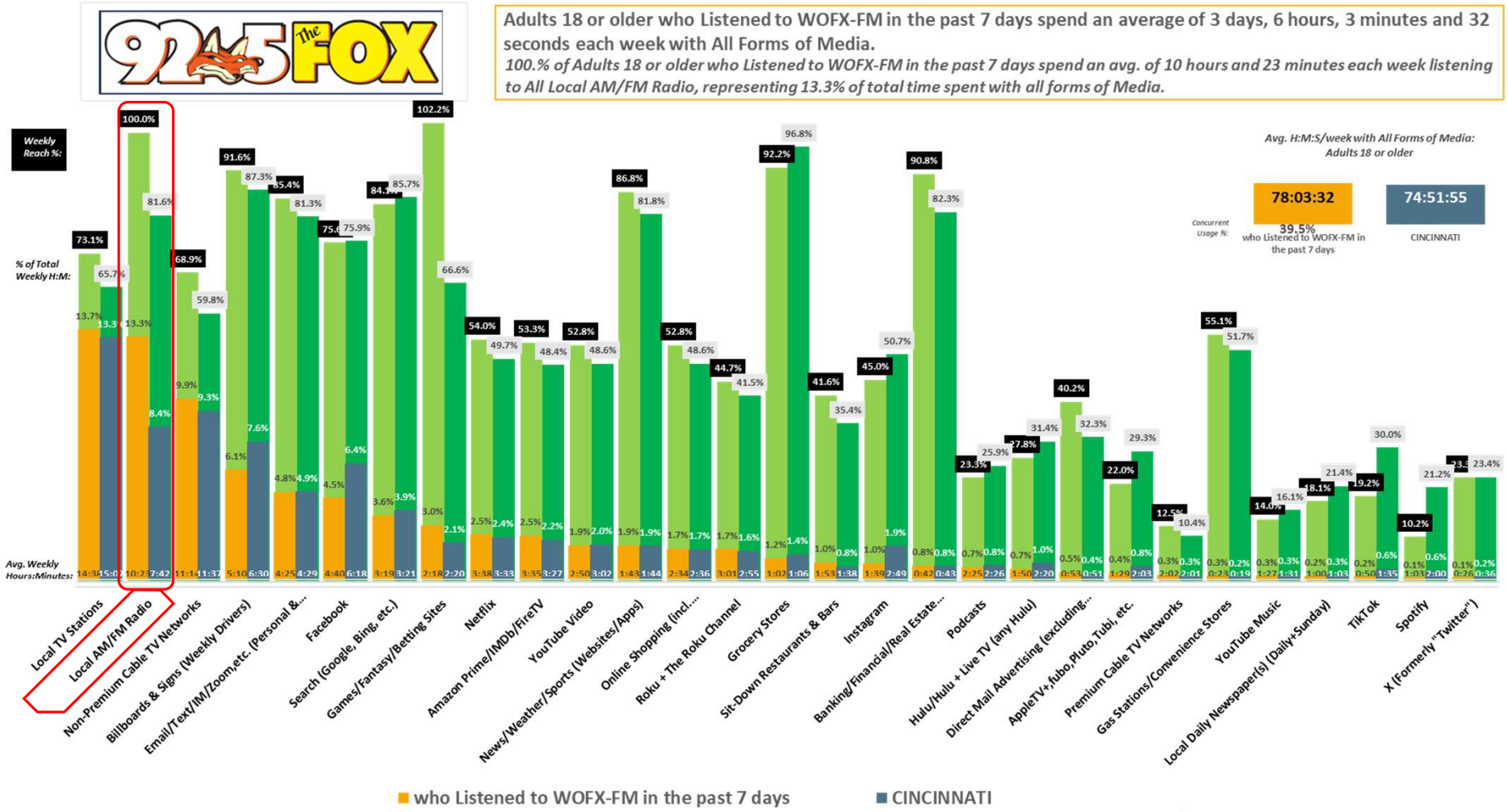


CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 464 CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 1,839

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Radio Stations: WGRR-FM



CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 247 CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 1,839

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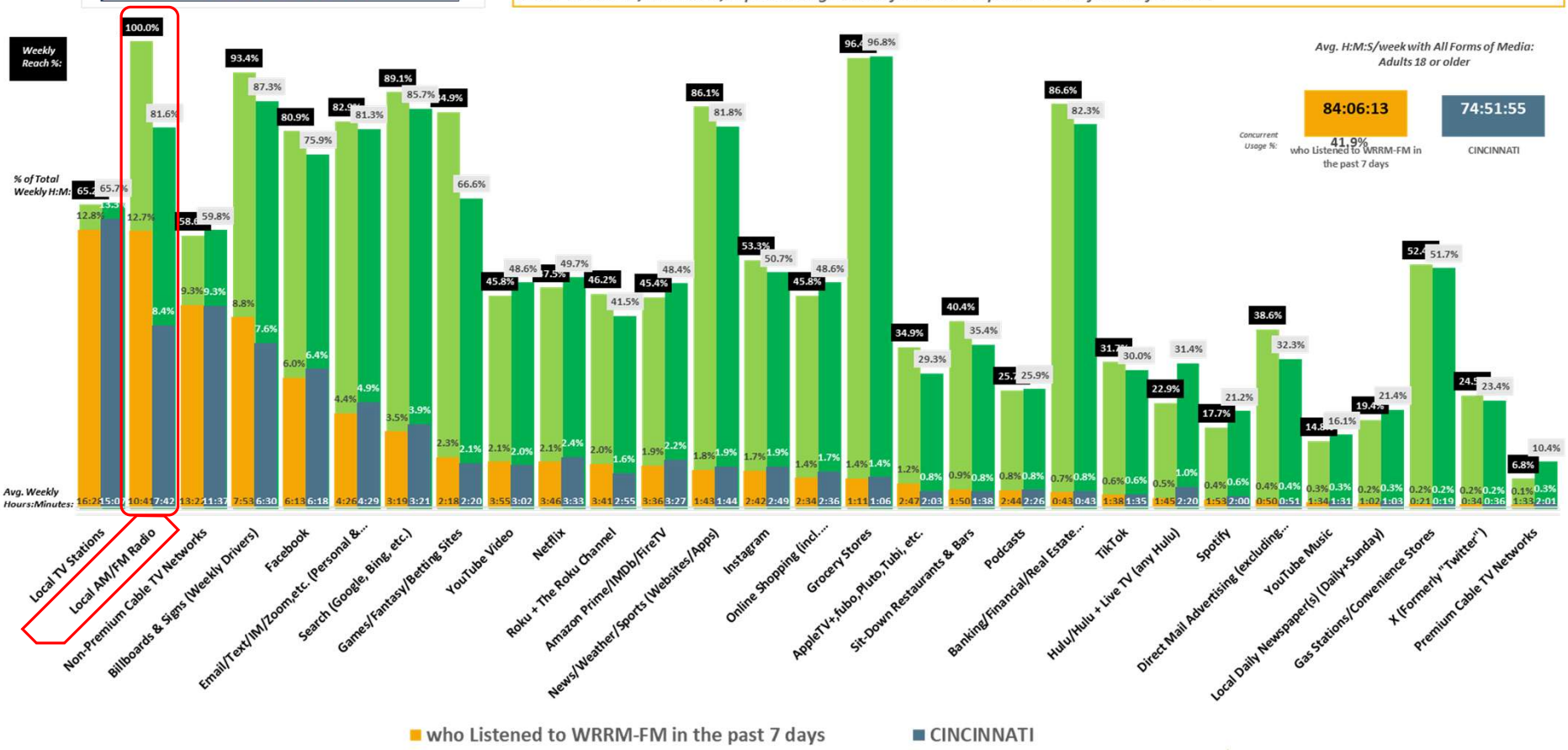
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Radio Stations: WOFX-FM

Warm98.5
80s. 90s. Now.

Adults 18 or older who Listened to WRRM-FM in the past 7 days spend an average of 3 days, 12 hours, 6 minutes and 13 seconds each week with All Forms of Media.

100.% of Adults 18 or older who Listened to WRRM-FM in the past 7 days spend an avg. of 10 hours and 41 minutes each week listening to All Local AM/FM Radio, representing 12.7% of total time spent with all forms of Media.

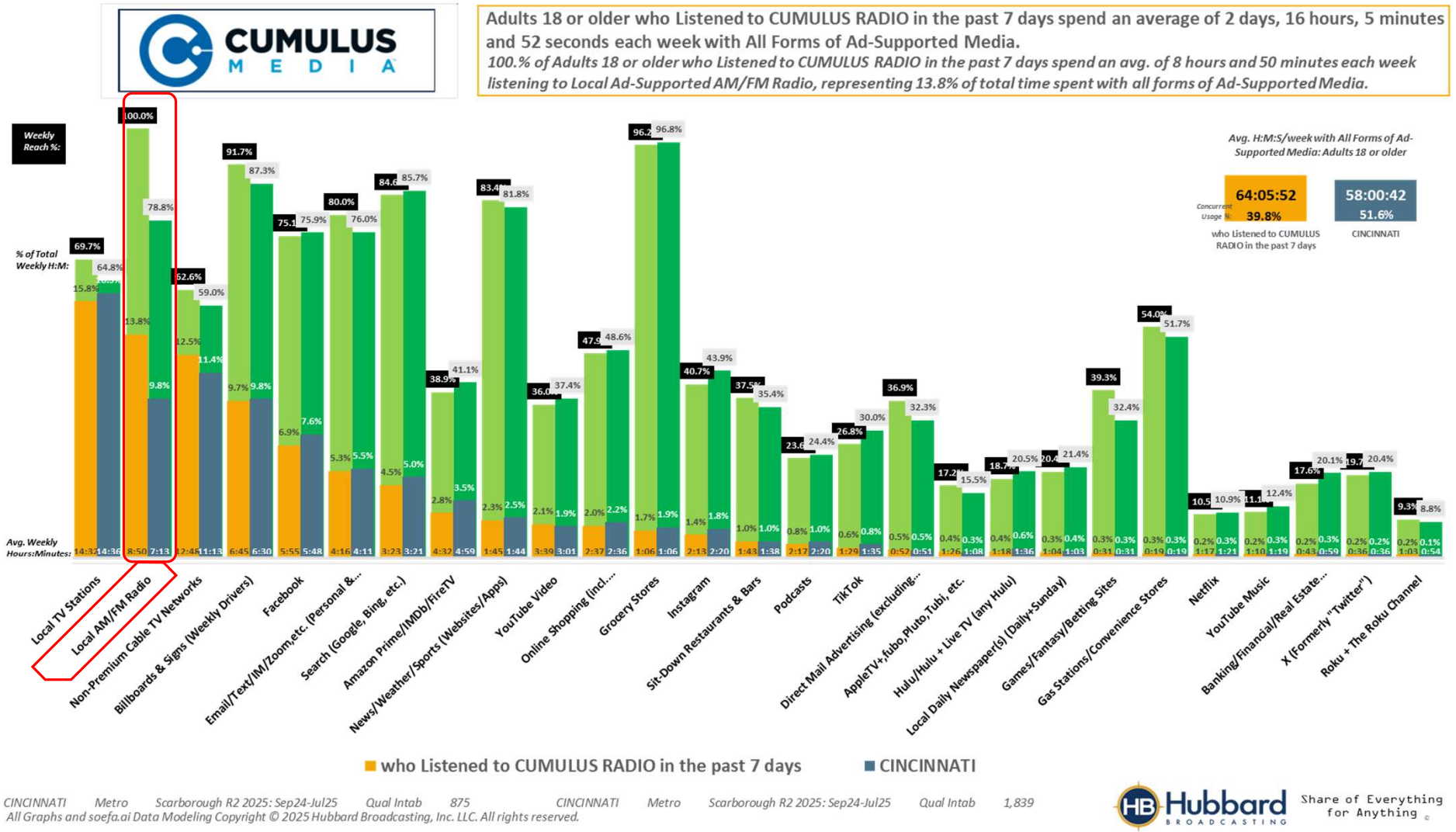


CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 306 CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 1,839

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Radio Stations: WRRM-FM

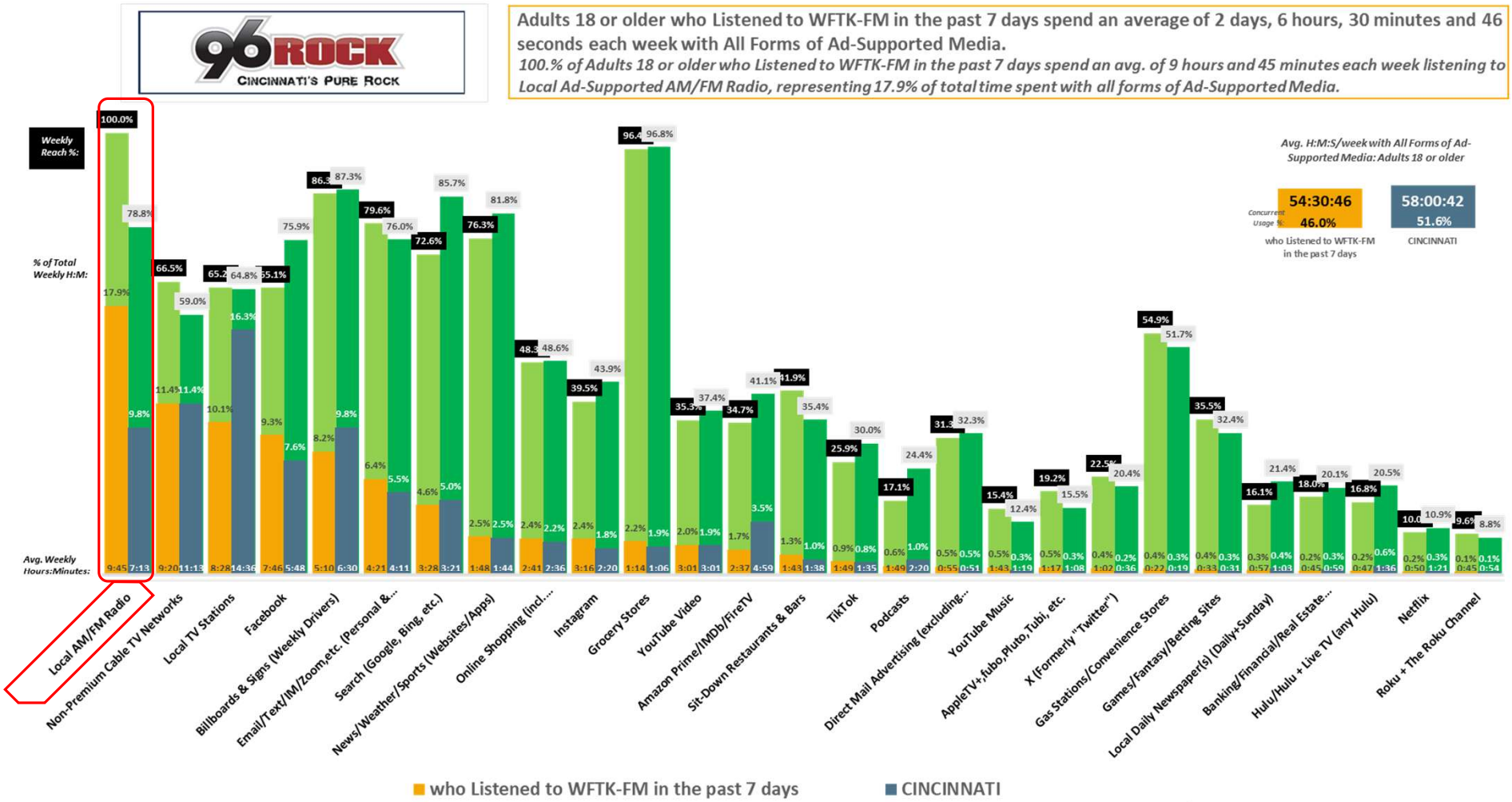


CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 875 CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 1,839

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(Radio Stations: WFTK-FM OR Radio Stations: WGRR-FM OR Radio Stations: WNNF-FM OR Radio Stations: WOFX-FM OR Radio Stations: WRRM-FM)

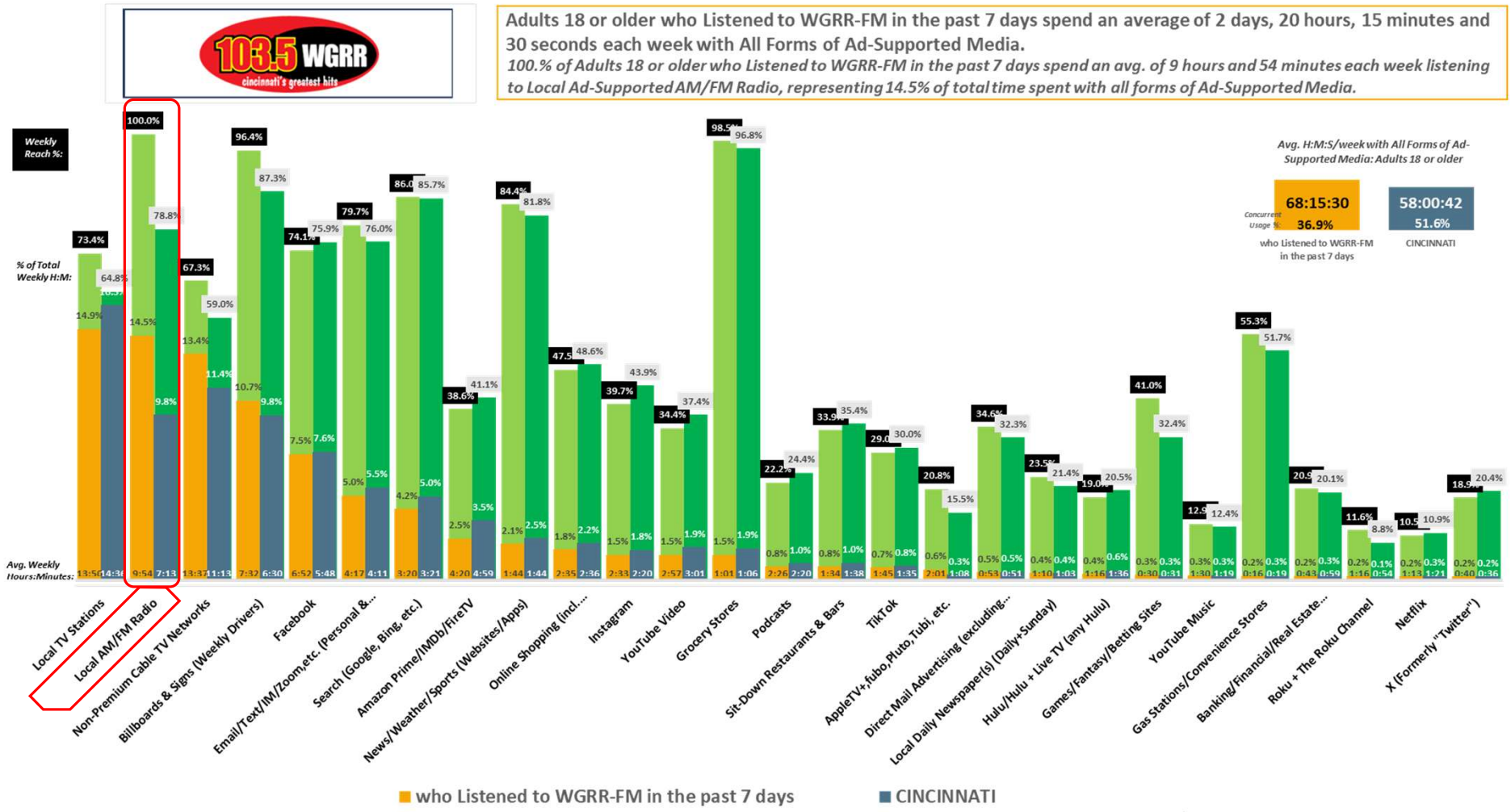


CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 179 CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 1,839

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Radio Stations: WFTK-FM

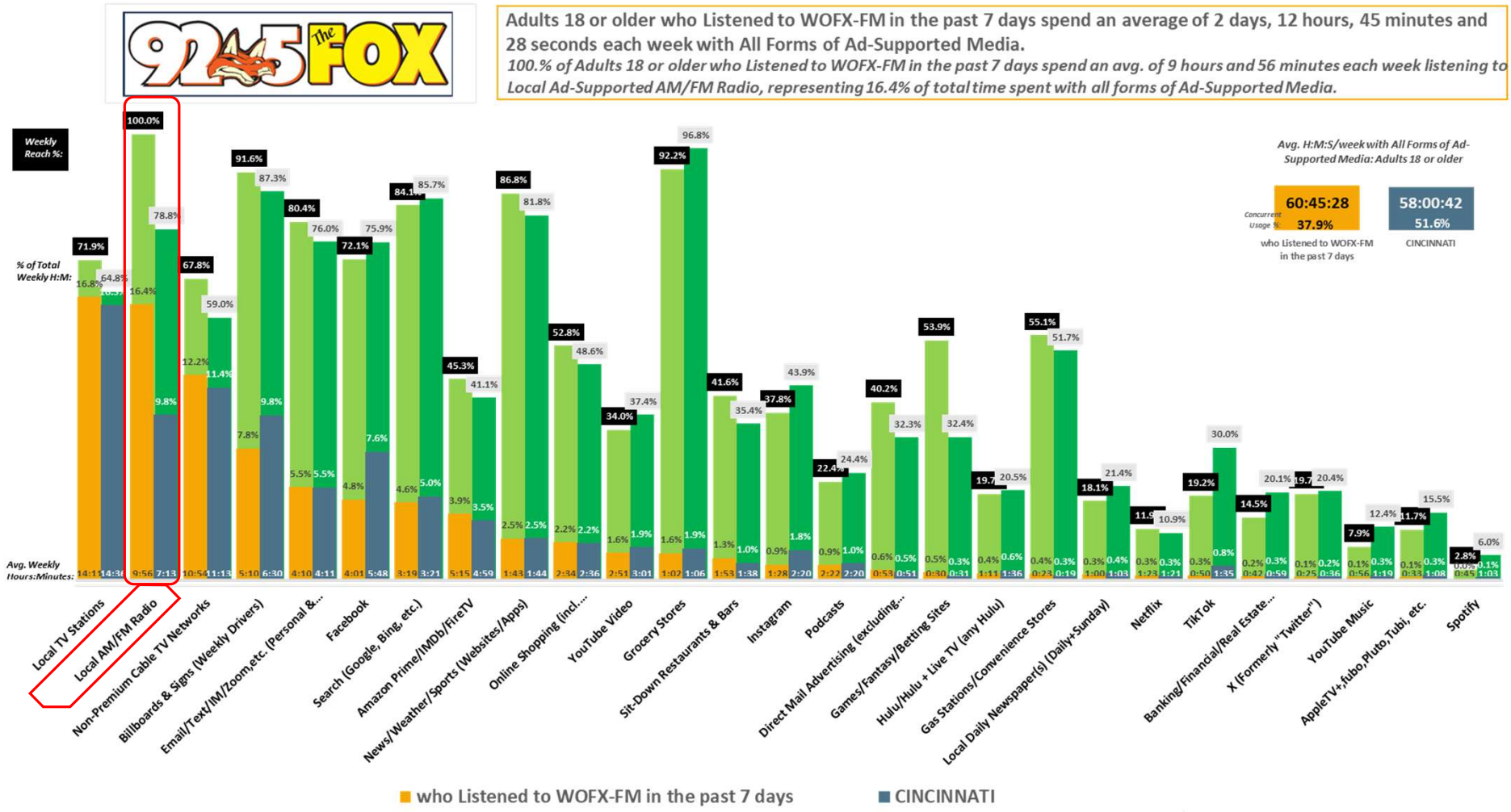


CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 464 CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 1,839

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Radio Stations: WGRR-FM



CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 247 CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 1,839

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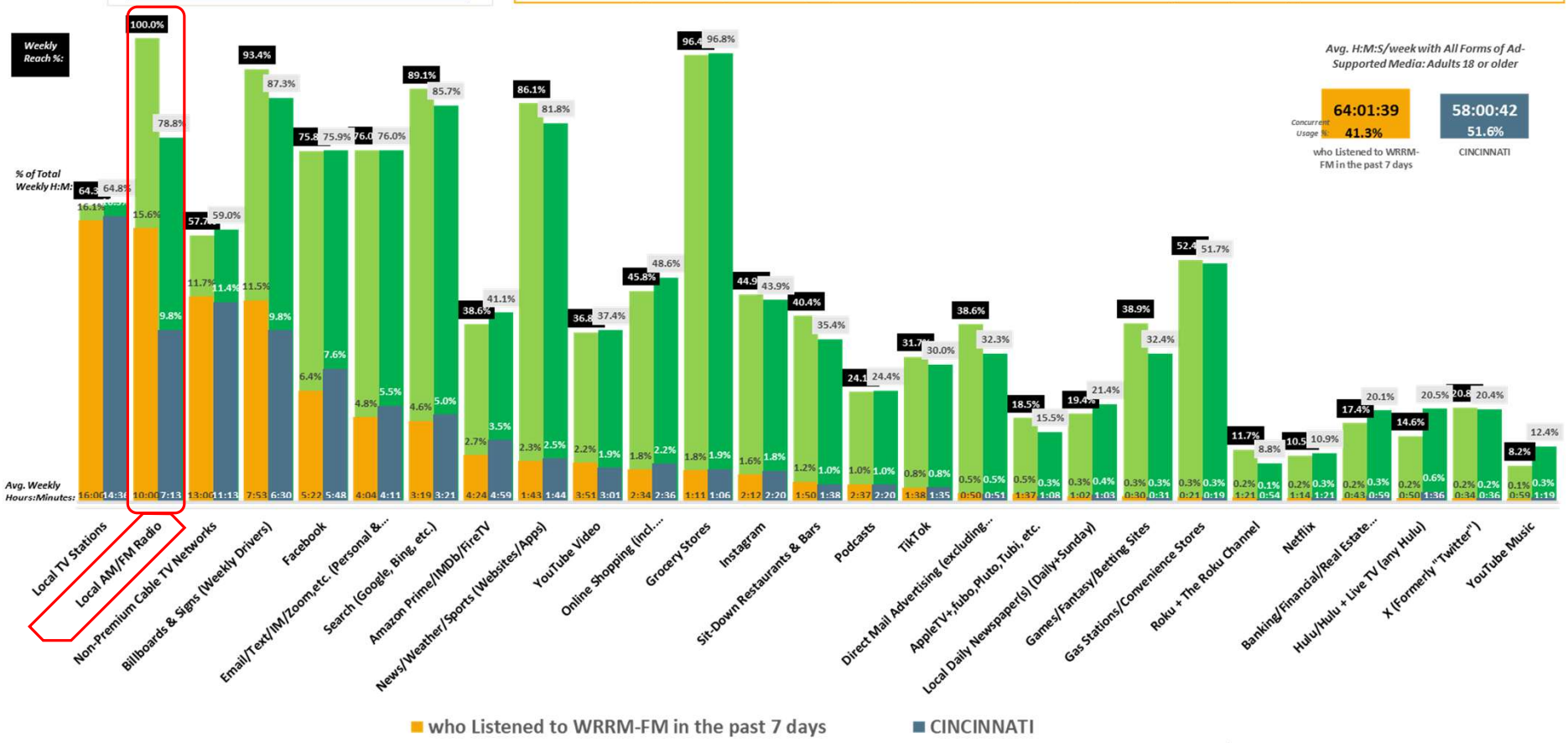
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Radio Stations: WOFX-FM

Warm98.5
80s. 90s. Now.

Adults 18 or older who Listened to WRRM-FM in the past 7 days spend an average of 2 days, 16 hours, 1 minutes and 39 seconds each week with All Forms of Ad-Supported Media.

100.% of Adults 18 or older who Listened to WRRM-FM in the past 7 days spend an avg. of 10 hours and 0 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 15.6% of total time spent with all forms of Ad-Supported Media.



CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 306 CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 1,839

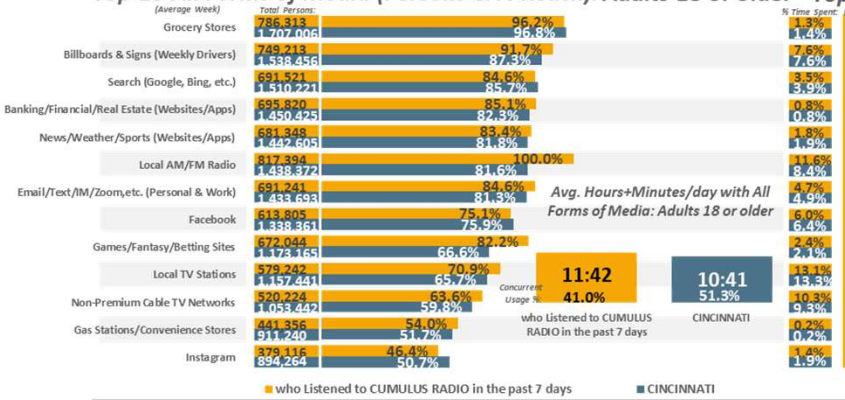
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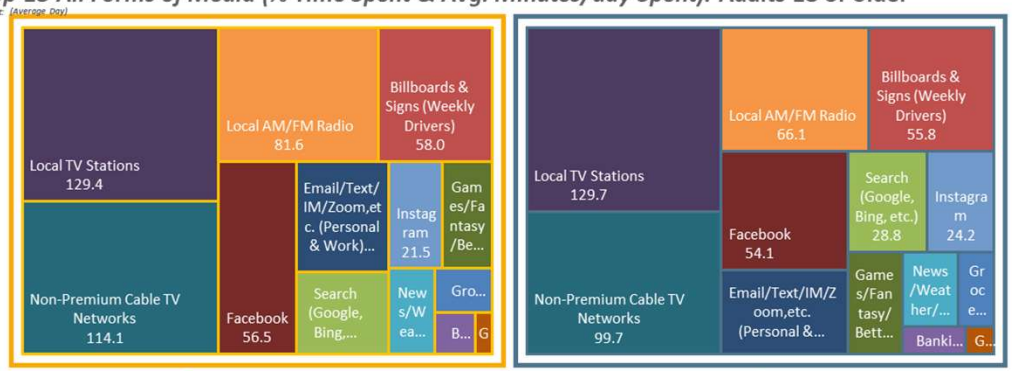
Radio Stations: WRRM-FM

Adults 18 or older who Listened to CUMULUS RADIO in the past 7 days spend an average of 9 hours and 9 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 75.7 minutes/day. *(Local Radio delivers 13.8% of Time with Ad-Supported Media.)*

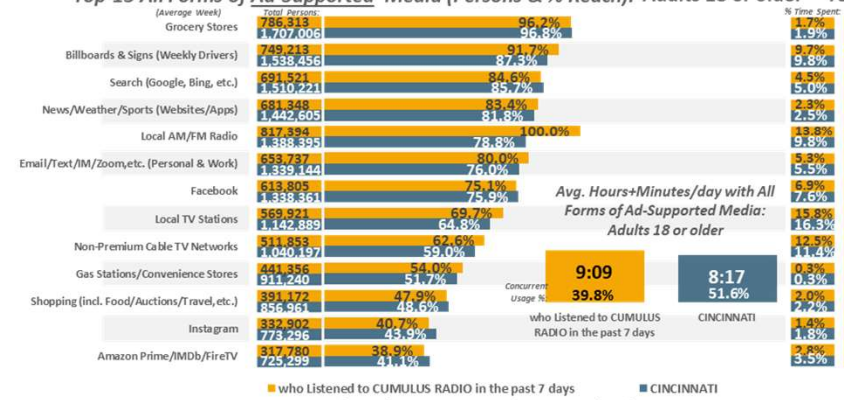
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



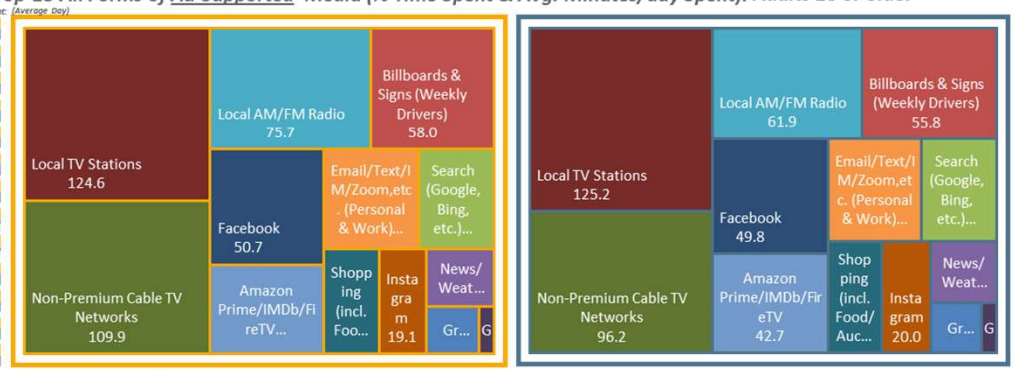
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 2025: Sep24-Jul25 Qual Intab 875

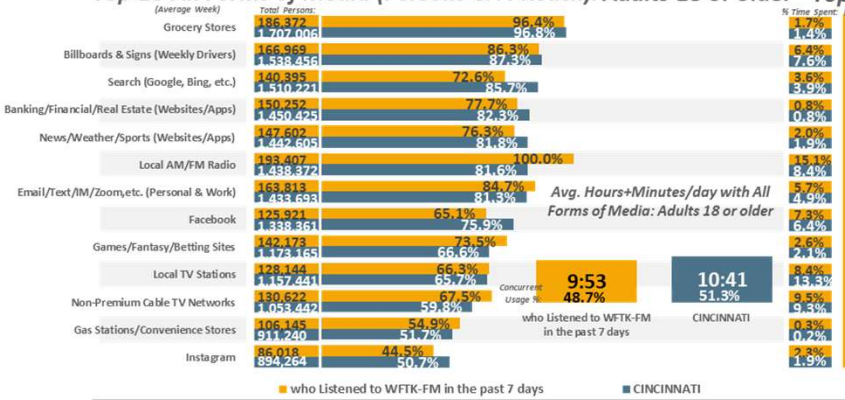
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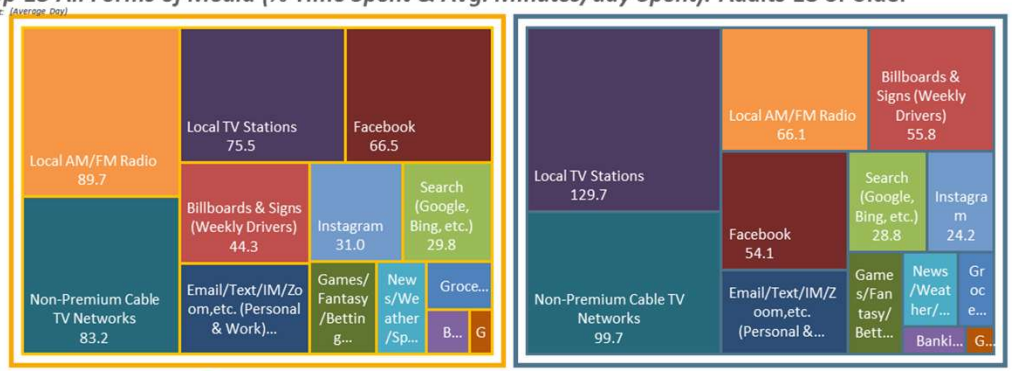
(Radio Stations: WFTK-FM OR Radio Stations: WGRR-FM OR Radio Stations: WNNF-FM OR Radio Stations: WOFX-FM OR Radio Stations: WRRM-FM)

Adults 18 or older who Listened to WFTK-FM in the past 7 days spend an average of 7 hours and 47 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 83.7 minutes/day. *(Local Radio delivers 17.9% of Time with Ad-Supported Media.)*

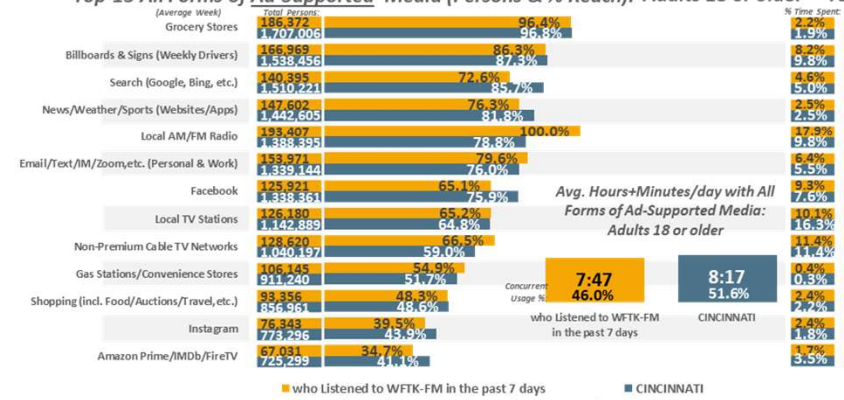
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



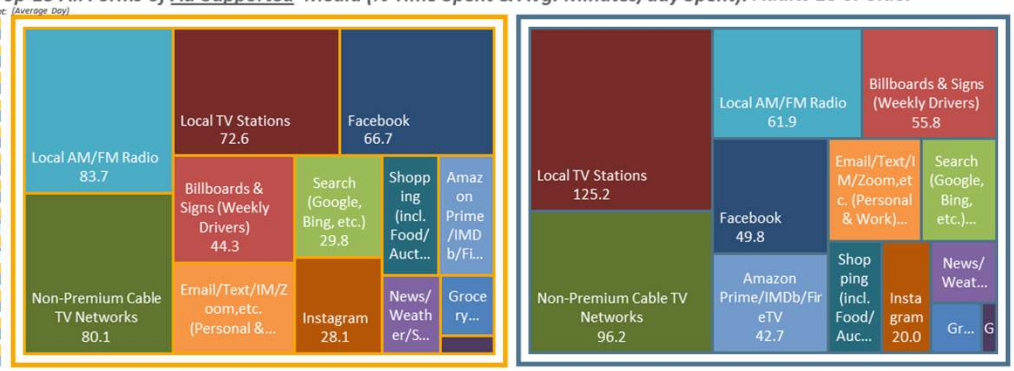
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 2025: Sep24-Jul25 Qual Intab 179

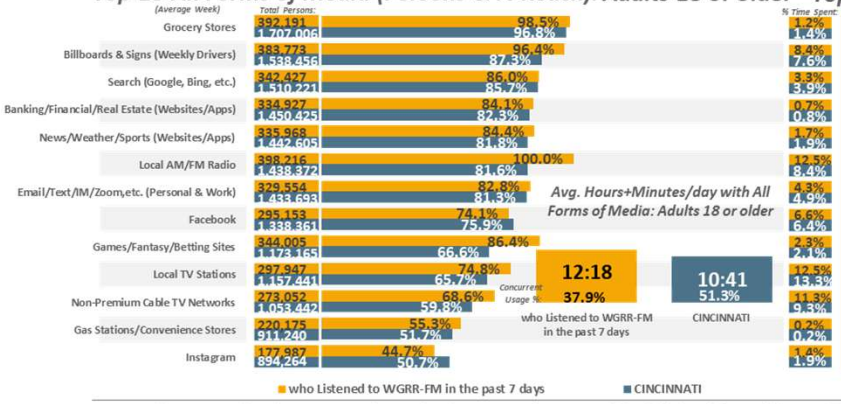
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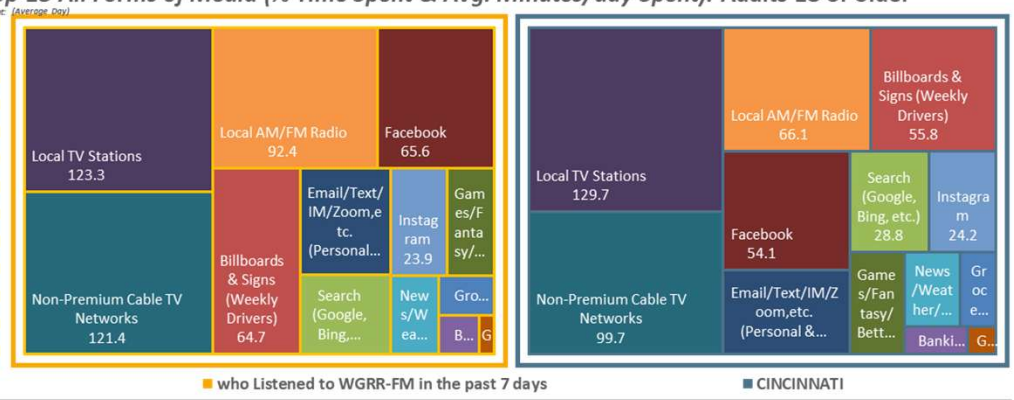
Radio Stations: WFTK-FM

Adults 18 or older who Listened to WGRR-FM in the past 7 days spend an average of 9 hours and 45 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 84.9 minutes/day. *(Local Radio delivers 14.5% of Time with Ad-Supported Media.)*

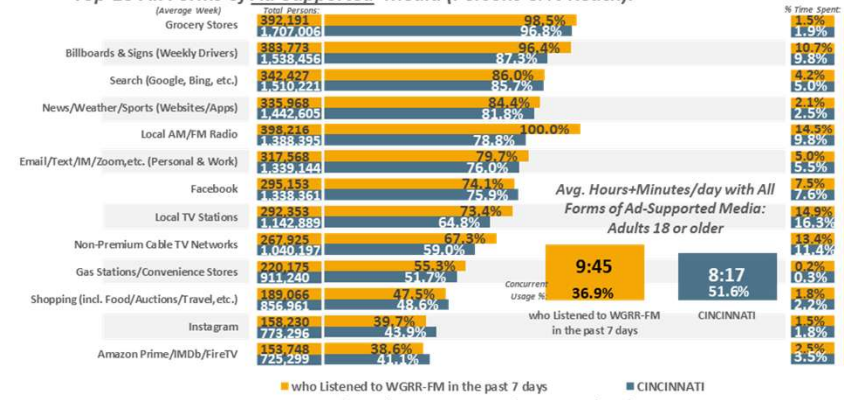
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



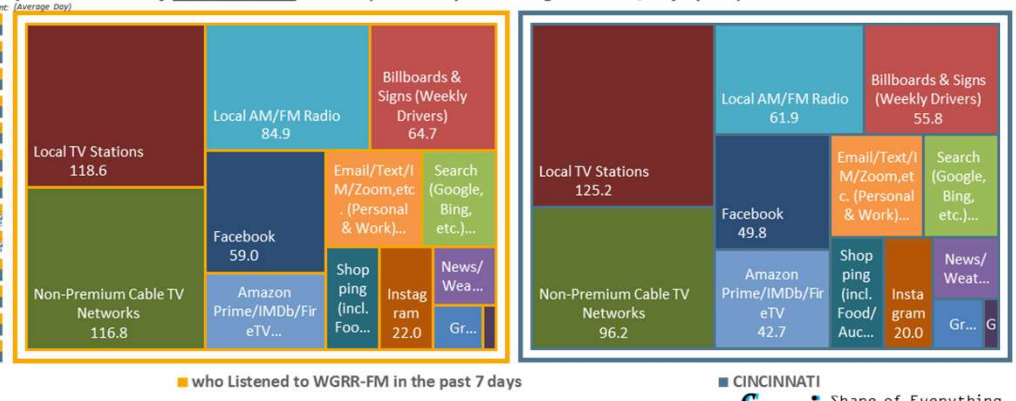
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 2025: Sep24-Jul25 Qual Intab 464

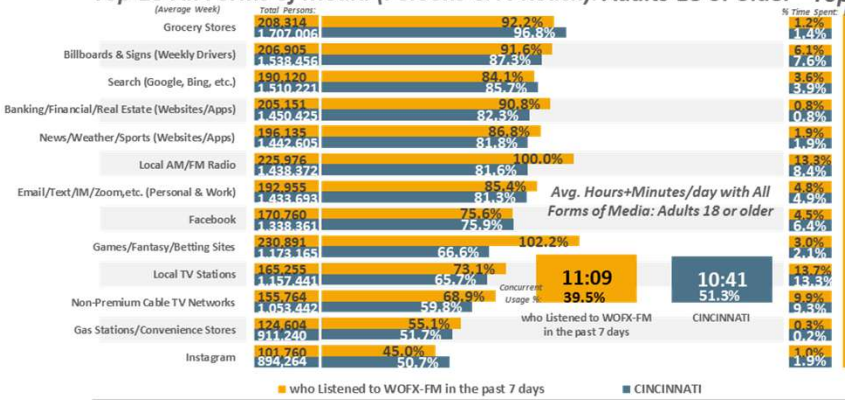
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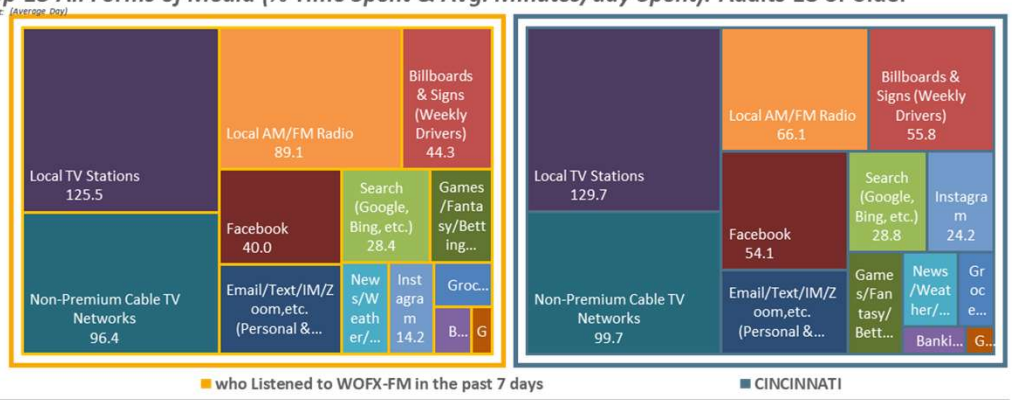
Radio Stations: WGRR-FM

Adults 18 or older who Listened to WOFX-FM in the past 7 days spend an average of 8 hours and 40 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 85.3 minutes/day. *(Local Radio delivers 16.4% of Time with Ad-Supported Media.)*

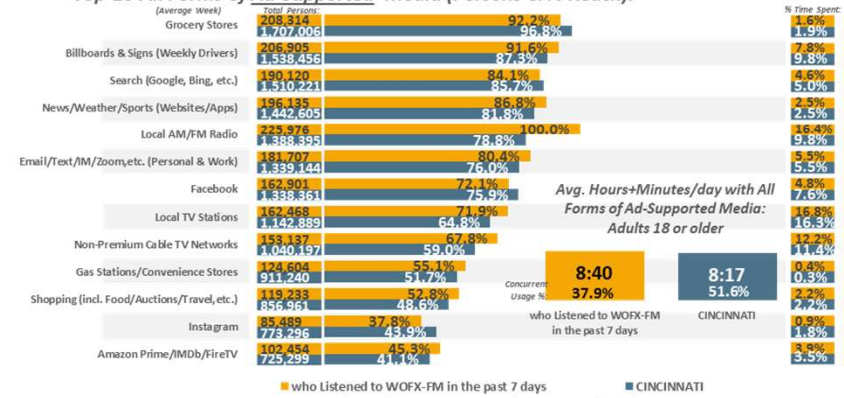
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



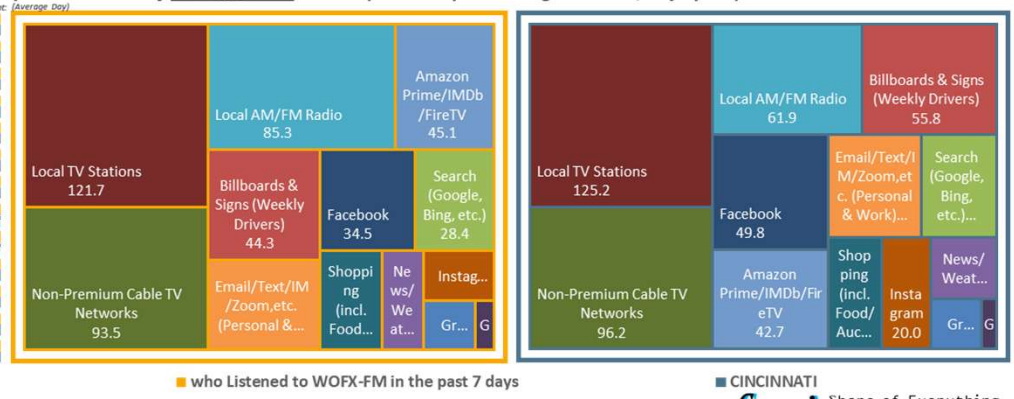
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 2025: Sep24-Jul25 Qual Intab 247

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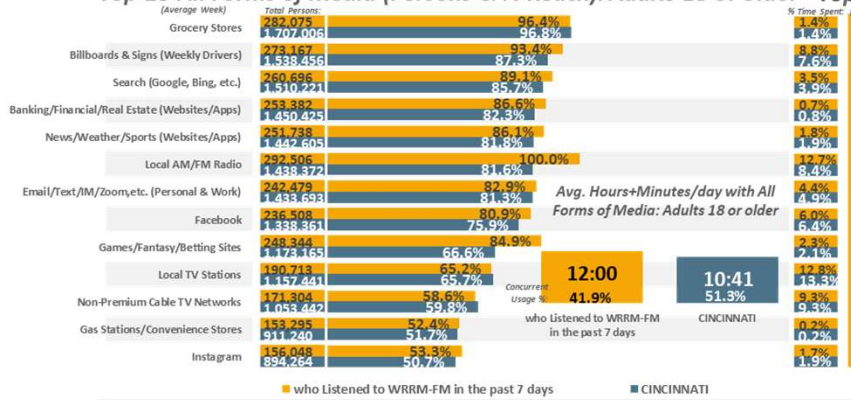
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Radio Stations: WOFX-FM

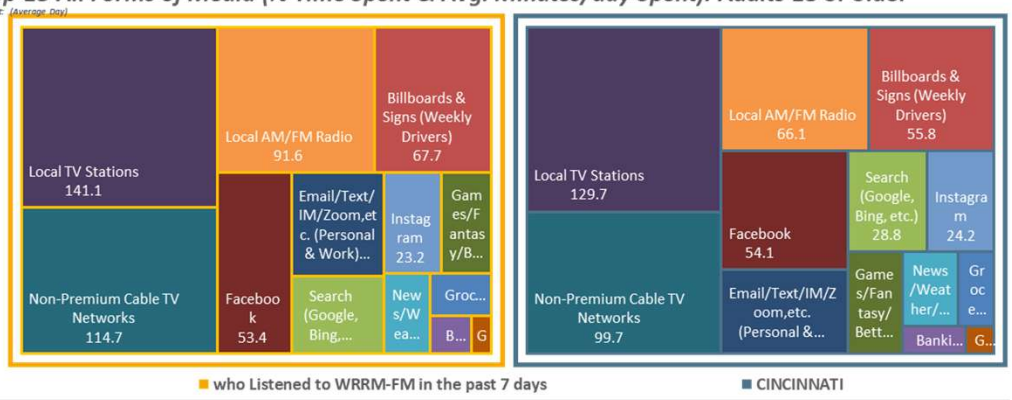
Warm98.5
80s. 90s. Now.

Adults 18 or older who Listened to WRRM-FM in the past 7 days spend an average of 9 hours and 8 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 85.8 minutes/day. *(Local Radio delivers 15.6% of Time with Ad-Supported Media.)*

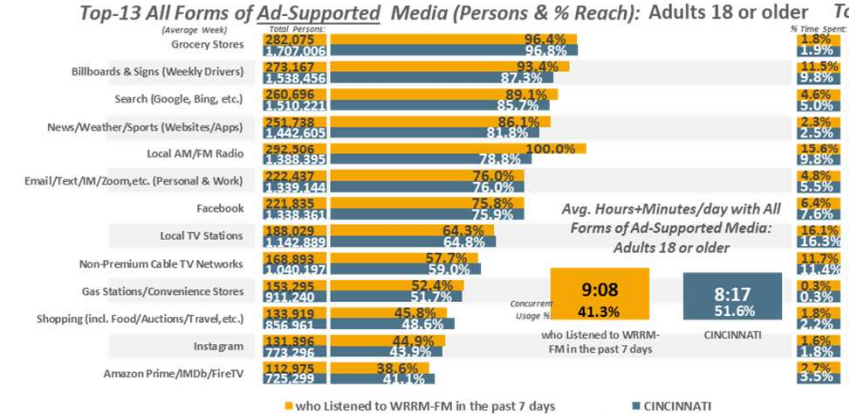
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



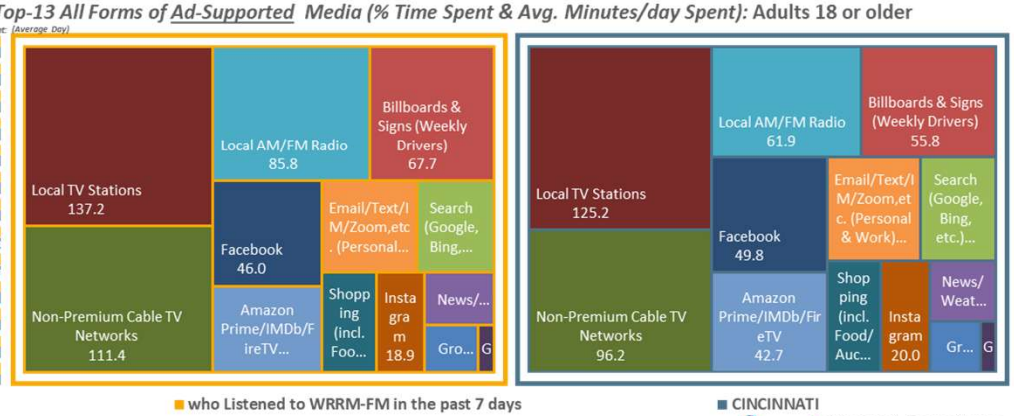
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 2025: Sep24-Jul25 Qual Intab 306

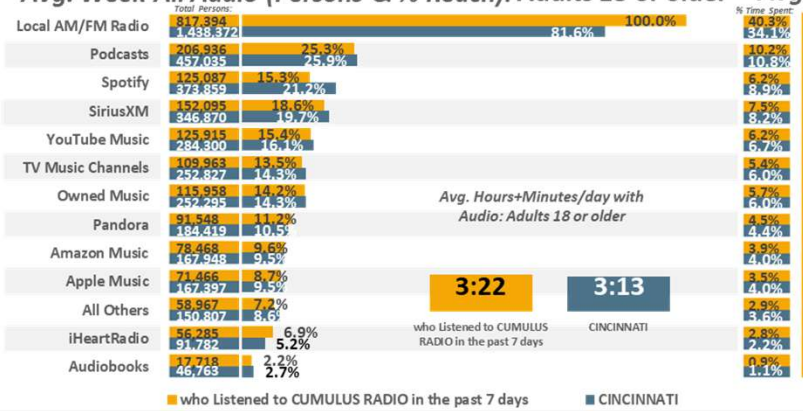
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Radio Stations: WRRM-FM

817,394 or 100.% of Adults 18 or older who Listened to CUMULUS RADIO in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 75.7 minutes every day representing 50.3% of all time spent daily with Ad-Supported Audio.

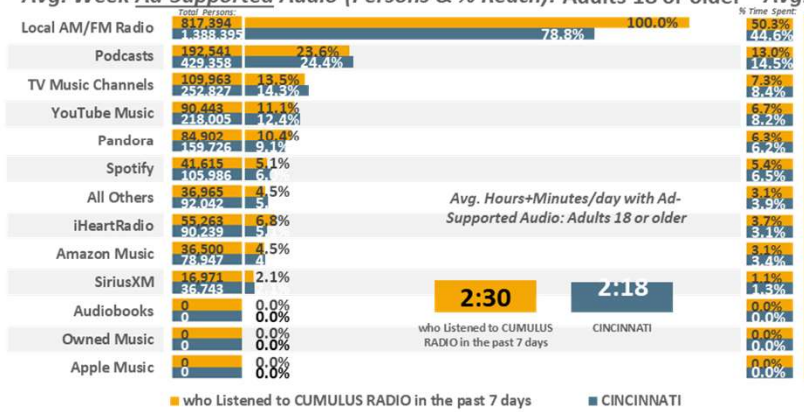
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



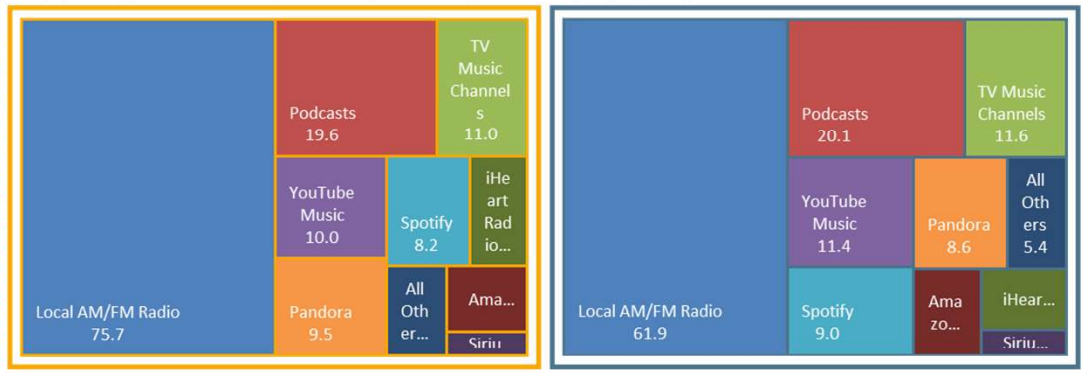
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 2025: Sep24-Jul25 Qual Intab 875

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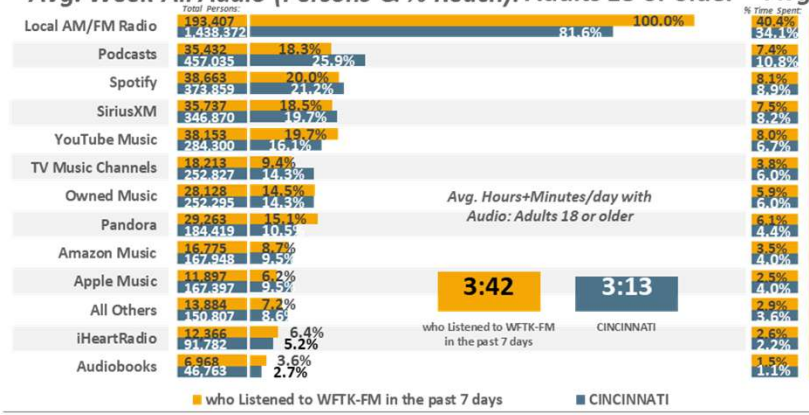
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(Radio Stations: WFTK-FM OR Radio Stations: WGRR-FM OR Radio Stations: WNNF-FM OR Radio Stations: WOFX-FM OR Radio Stations: WRRM-FM)

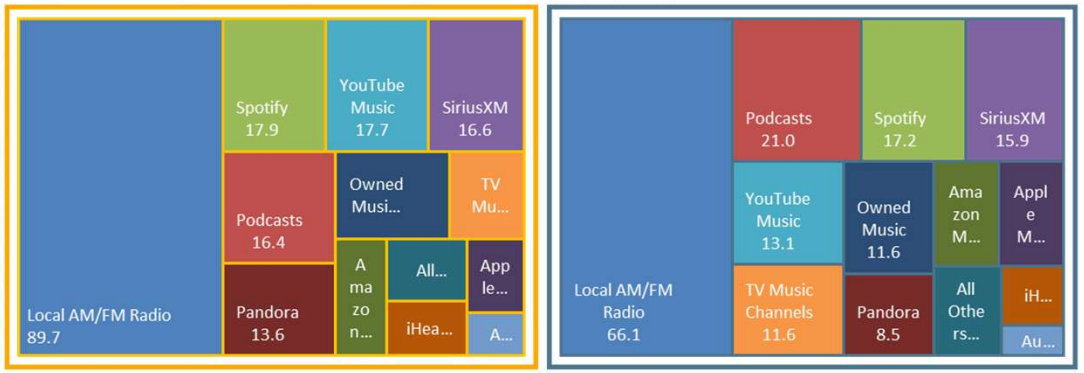
96ROCK
CINCINNATI'S PURE ROCK

193,407 or 100.% of Adults 18 or older who Listened to WFTK-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 83.7 minutes every day representing 51.4% of all time spent daily with Ad-Supported Audio.

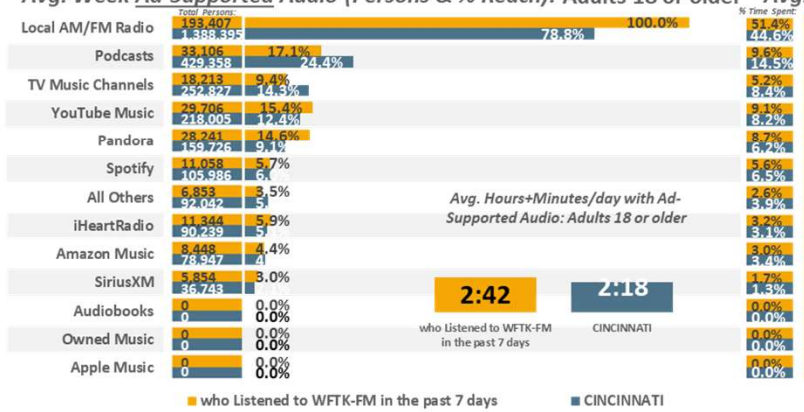
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



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 2025: Sep24-Jul25 Qual Intab 179

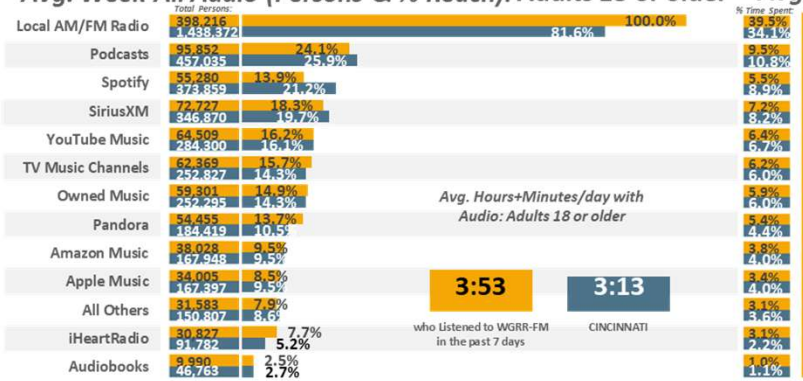
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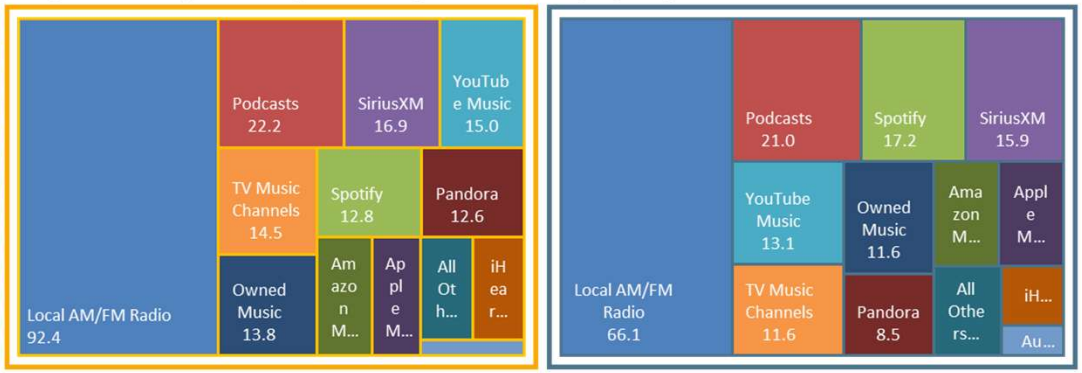
Radio Stations: WFTK-FM

398,216 or 100.% of Adults 18 or older who Listened to WGRR-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 84.9 minutes every day representing 48.% of all time spent daily with Ad-Supported Audio.

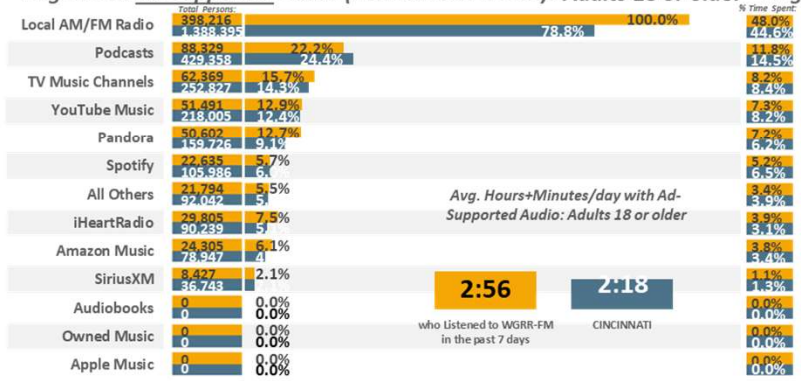
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



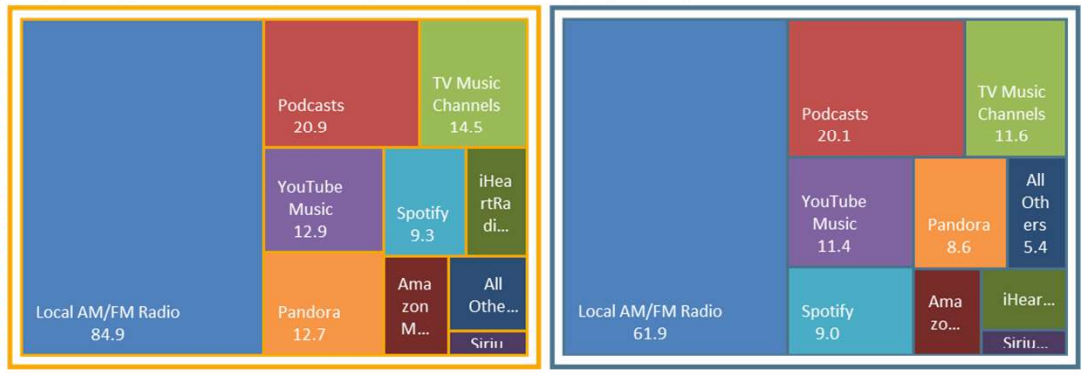
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 2025: Sep24-Jul25 Qual Intab 464

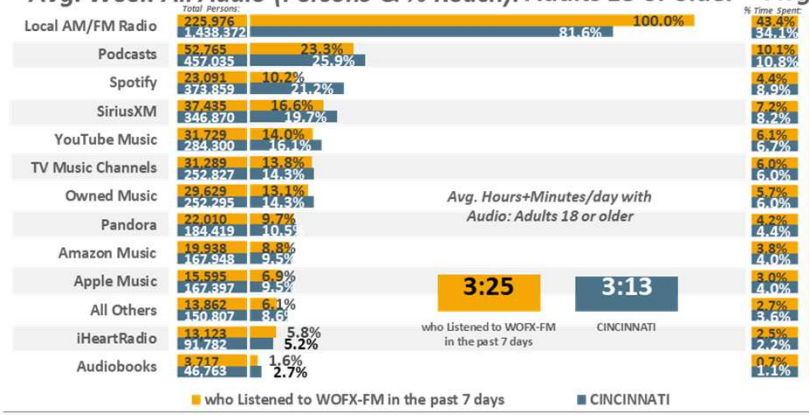
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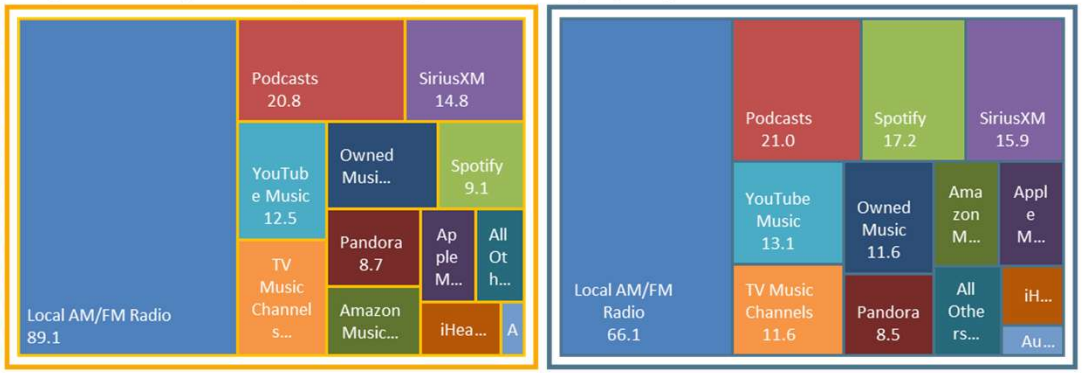
Radio Stations: WGRR-FM

225,976 or 100.% of Adults 18 or older who Listened to WOFX-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 85.3 minutes every day representing 54.5% of all time spent daily with Ad-Supported Audio.

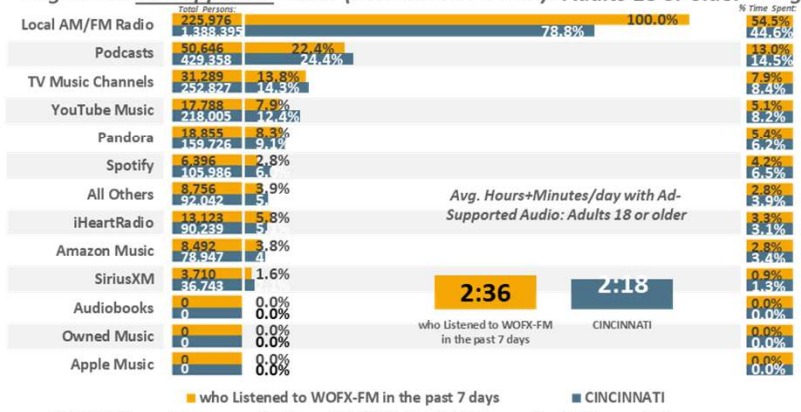
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



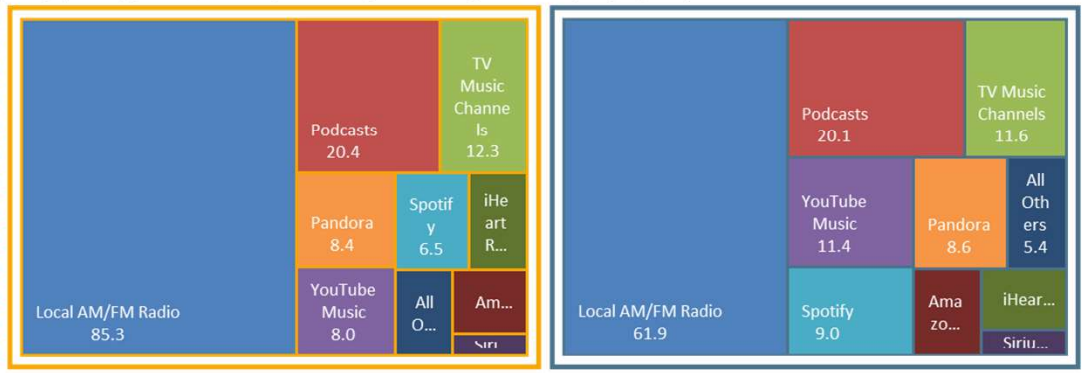
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 2025: Sep24-Jul25 Qual Intab 247

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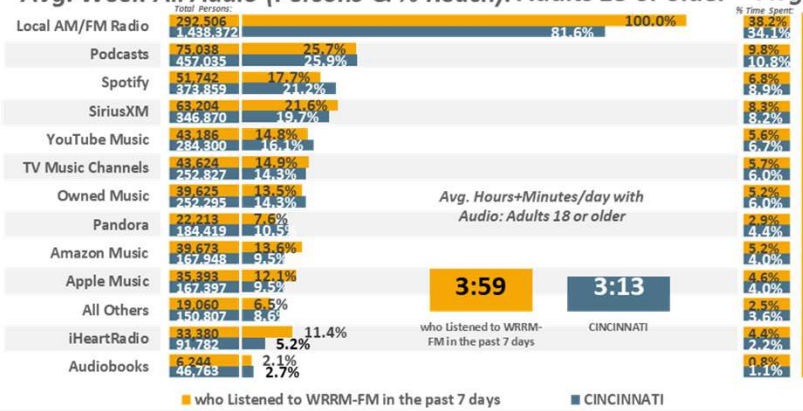
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Radio Stations: WOFX-FM

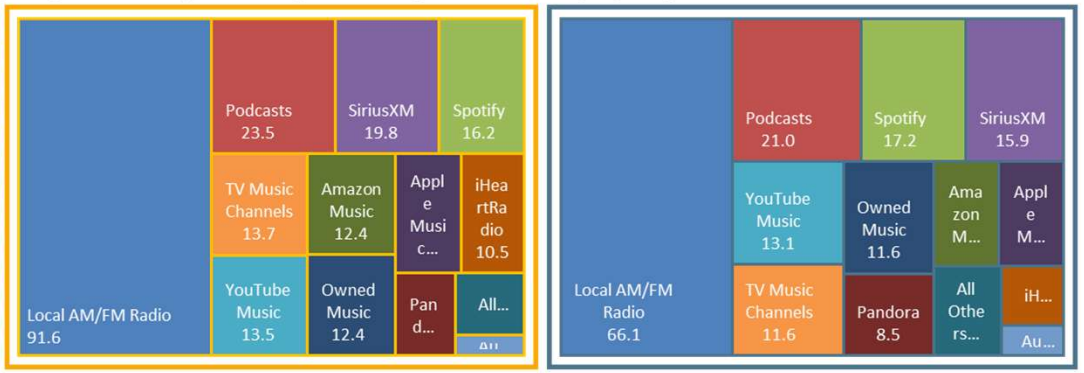
Warm98.5
80s. 90s. Now.

292,506 or 100.% of Adults 18 or older who Listened to WRRM-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 85.8 minutes every day representing 50.% of all time spent daily with Ad-Supported Audio.

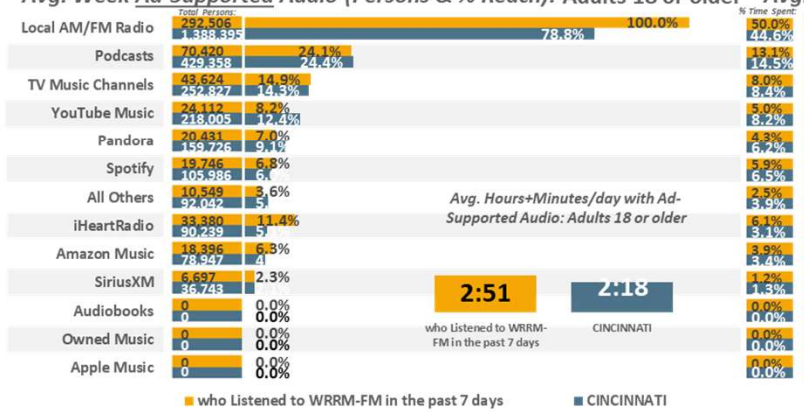
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



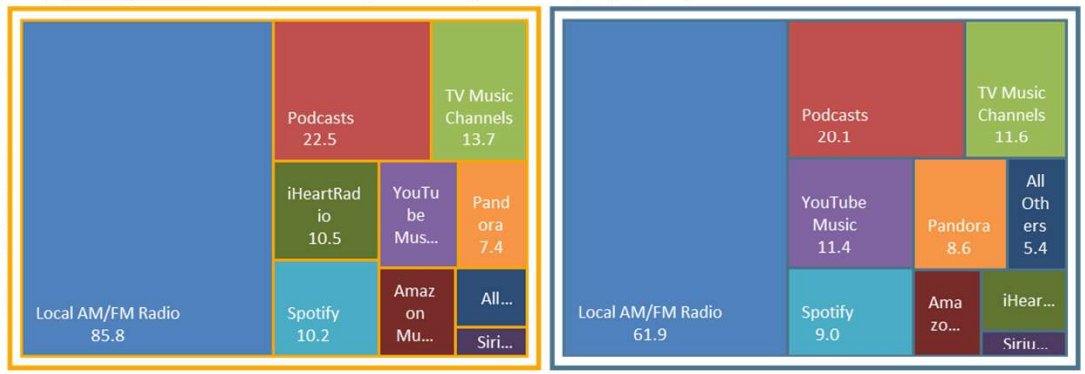
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



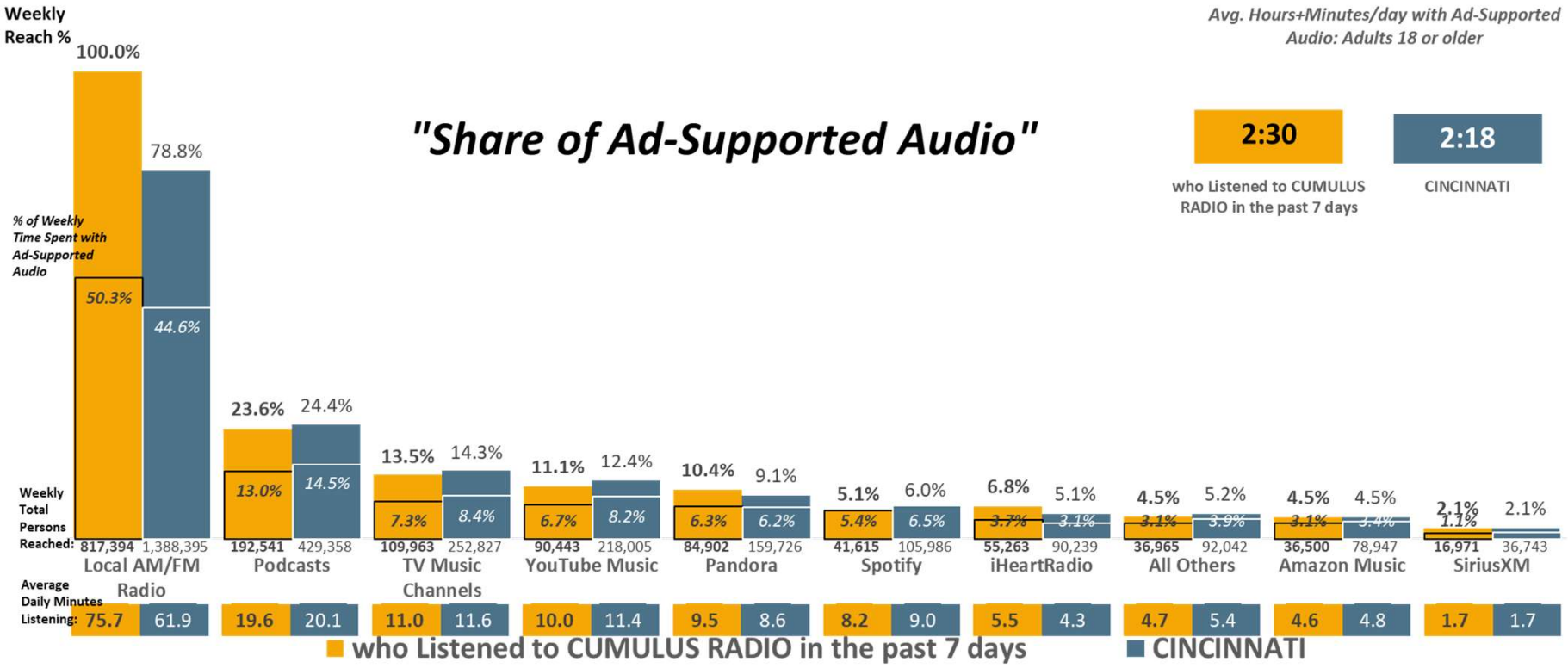
CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 306

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Radio Stations: WRRM-FM

817,394 or 100.% of Adults 18 or older who Listened to CUMULUS RADIO in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 75.7 minutes every day representing 50.3% of all time spent daily with Ad-Supported Audio.



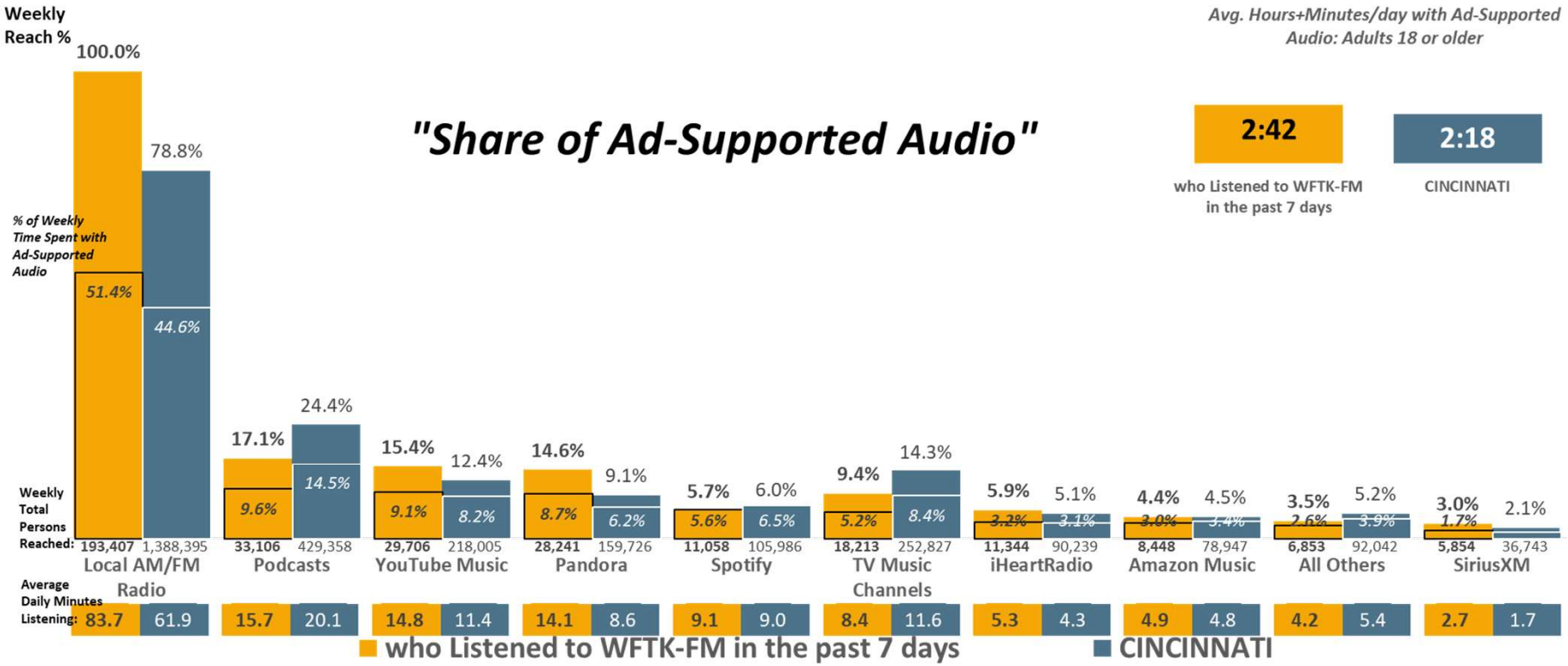
CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 875 CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 1,839

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(Radio Stations: WFTK-FM OR Radio Stations: WGRR-FM OR Radio Stations: WNNF-FM OR Radio Stations: WOFX-FM OR Radio Stations: WRRM-FM)

193,407 or 100.% of Adults 18 or older who Listened to WFTK-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 83.7 minutes every day representing 51.4% of all time spent daily with Ad-Supported Audio.



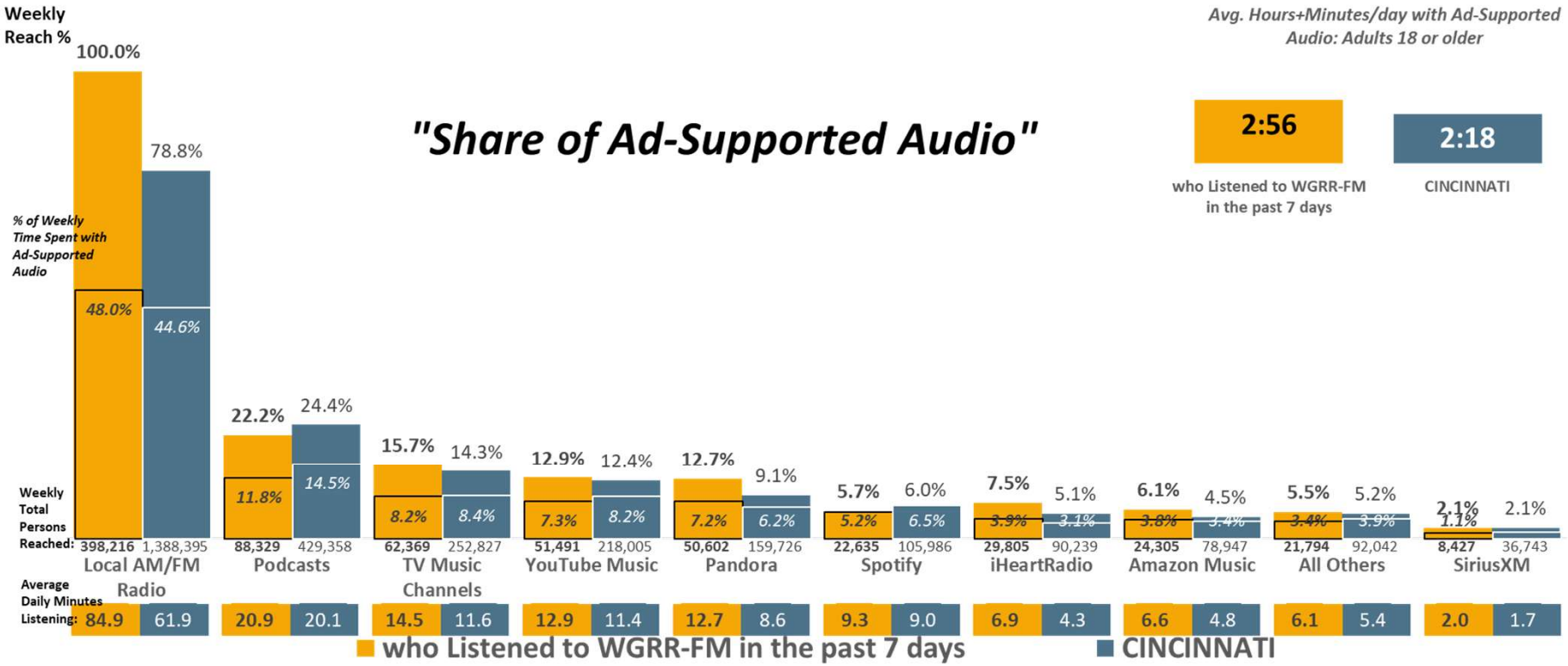
CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 179 CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 1,839

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Radio Stations: WFTK-FM

398,216 or 100.% of Adults 18 or older who Listened to WGRR-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 84.9 minutes every day representing 48.% of all time spent daily with Ad-Supported Audio.



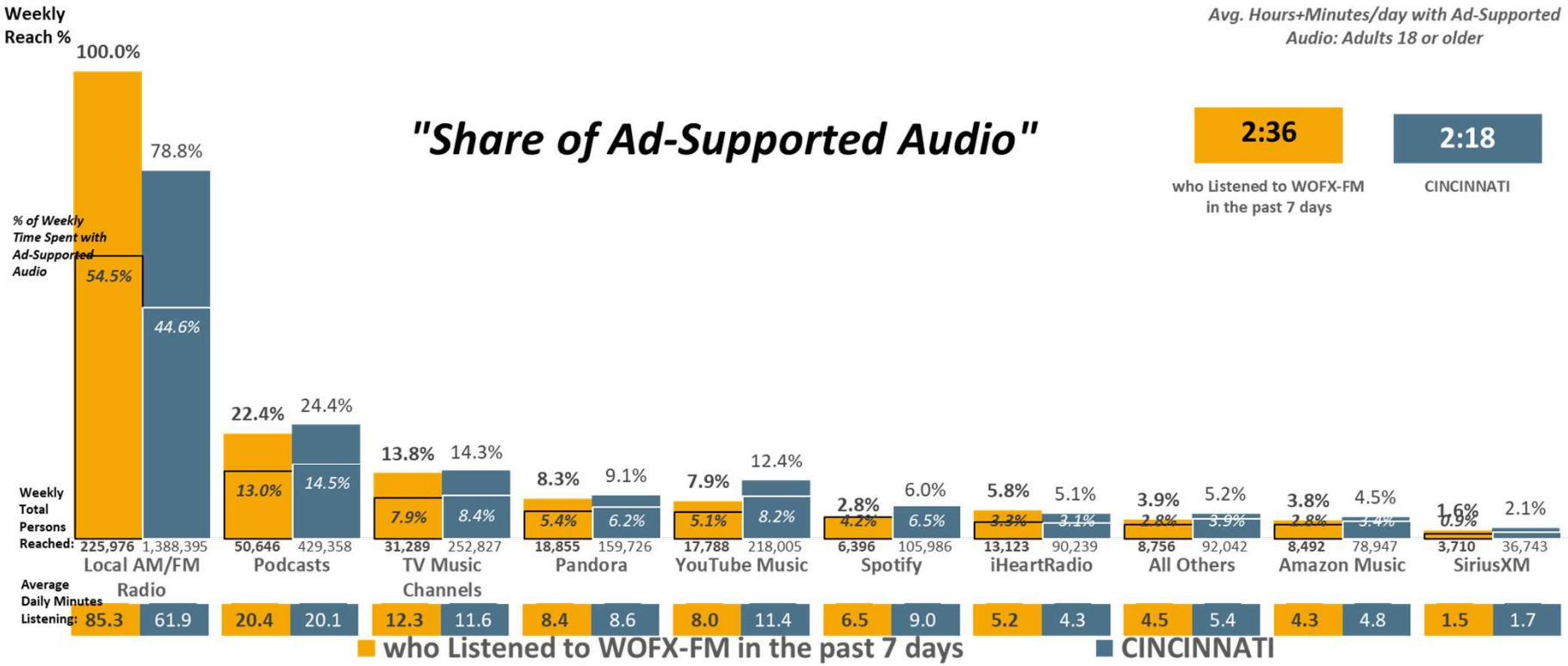
CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 464 CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 1,839

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Radio Stations: WGRR-FM

225,976 or 100.% of Adults 18 or older who Listened to WOFX-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 85.3 minutes every day representing 54.5% of all time spent daily with Ad-Supported Audio.



CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 247 CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 1,839

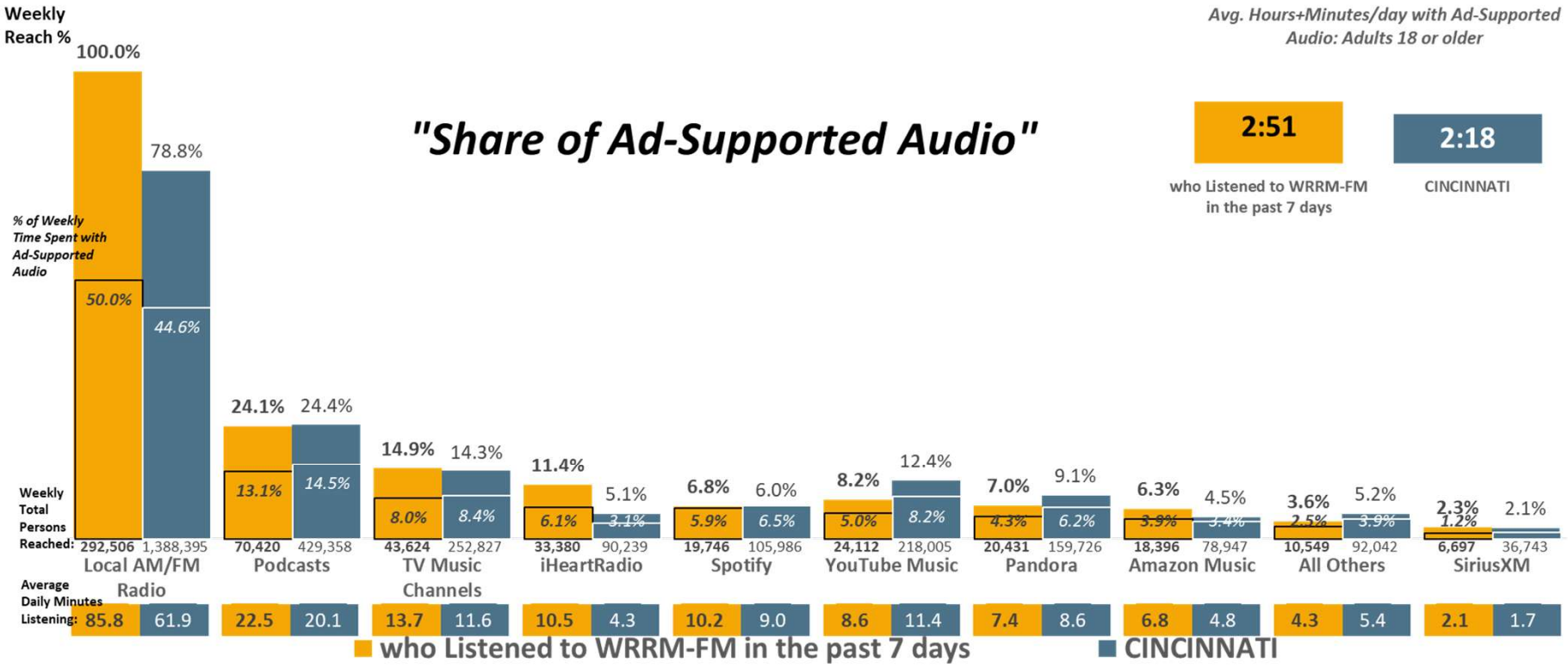
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Radio Stations: WOFX-FM

Warm98.5
80s. 90s. Now.

292,506 or 100.% of Adults 18 or older who Listened to WRRM-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 85.8 minutes every day representing 50.% of all time spent daily with Ad-Supported Audio.



	Local AM/FM Radio	Podcasts	TV Music Channels	iHeartRadio	Spotify	YouTube Music	Pandora	Amazon Music	All Others	SiriusXM
Weekly Reach %	100.0% / 78.8%	24.1% / 24.4%	14.9% / 14.3%	11.4% / 5.1%	6.8% / 6.0%	8.2% / 12.4%	7.0% / 9.1%	6.3% / 4.5%	3.6% / 5.2%	2.3% / 2.1%
% of Weekly Time Spent with Ad-Supported Audio	50.0% / 44.6%	13.1% / 14.5%	8.0% / 8.4%	6.1% / 3.1%	5.9% / 6.5%	5.0% / 8.2%	4.3% / 6.2%	3.8% / 3.4%	2.5% / 3.9%	1.2% /
Weekly Total Persons Reached:	292,506 / 1,388,395	70,420 / 429,358	43,624 / 252,827	33,380 / 90,239	19,746 / 105,986	24,112 / 218,005	20,431 / 159,726	18,396 / 78,947	10,549 / 92,042	6,697 / 36,743
Average Daily Minutes Listening:	85.8 / 61.9	22.5 / 20.1	13.7 / 11.6	10.5 / 4.3	10.2 / 9.0	8.6 / 11.4	7.4 / 8.6	6.8 / 4.8	4.3 / 5.4	2.1 / 1.7

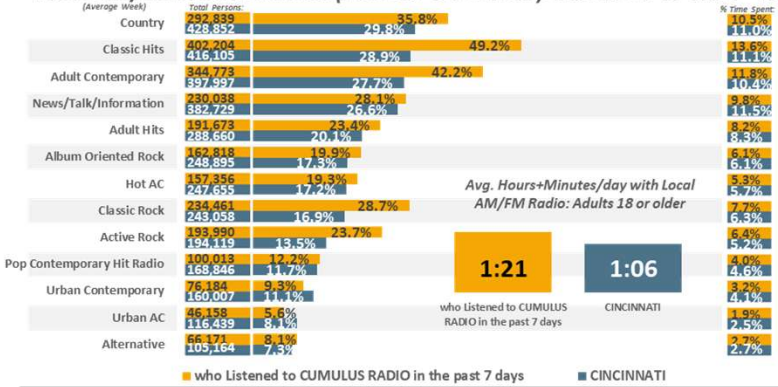
CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 306 CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 1,839
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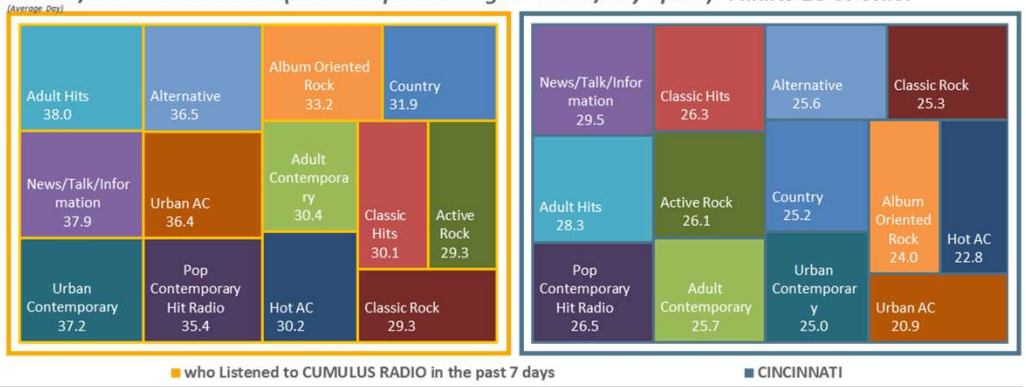
Radio Stations: WRRM-FM

817,394 or 100.% of Adults 18 or older who Listened to CUMULUS RADIO in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Hits, Adult Contemporary, Country, Classic Rock, and Active Rock.

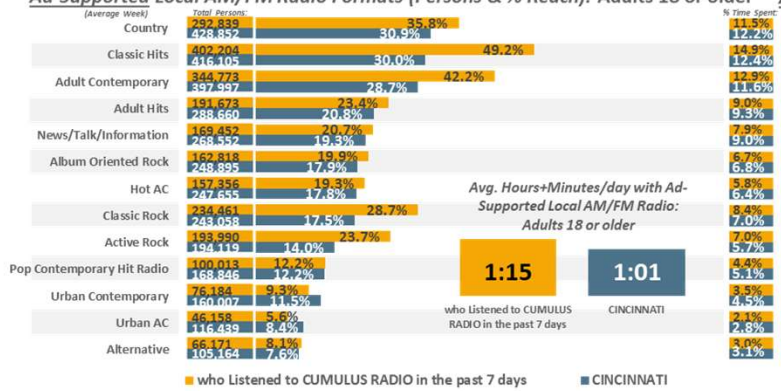
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



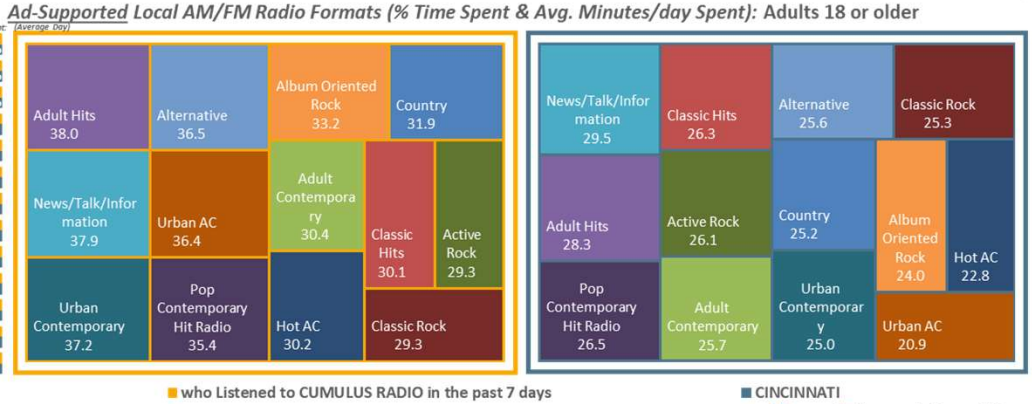
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 2025: Sep24-Jul25 Qual Intab 875

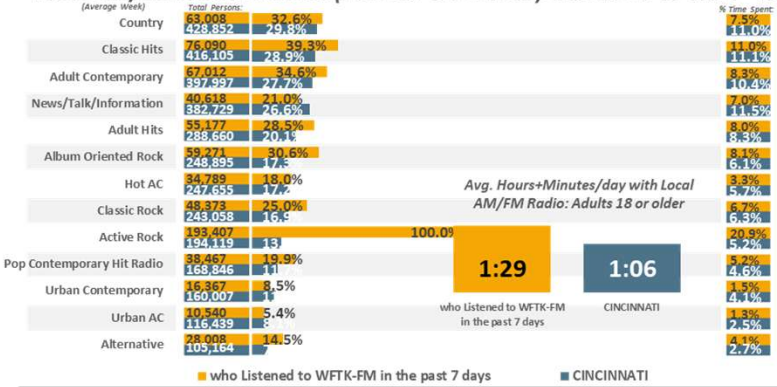
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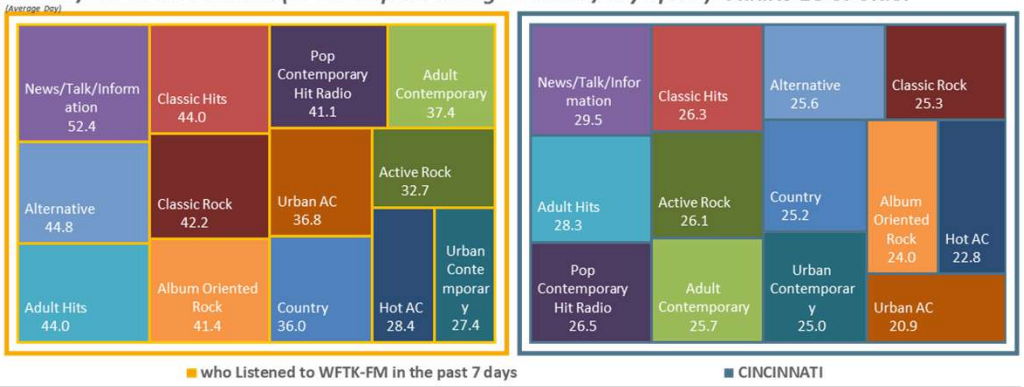
(Radio Stations: WFTK-FM OR Radio Stations: WGRR-FM OR Radio Stations: WNNF-FM OR Radio Stations: WOFX-FM OR Radio Stations: WRRM-FM)

193,407 or 100.% of Adults 18 or older who Listened to WFTK-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Active Rock, Classic Hits, Adult Contemporary, Country, and Album Oriented Rock.

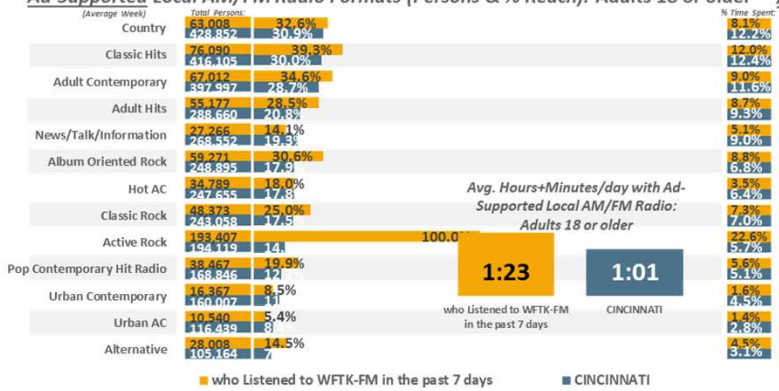
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



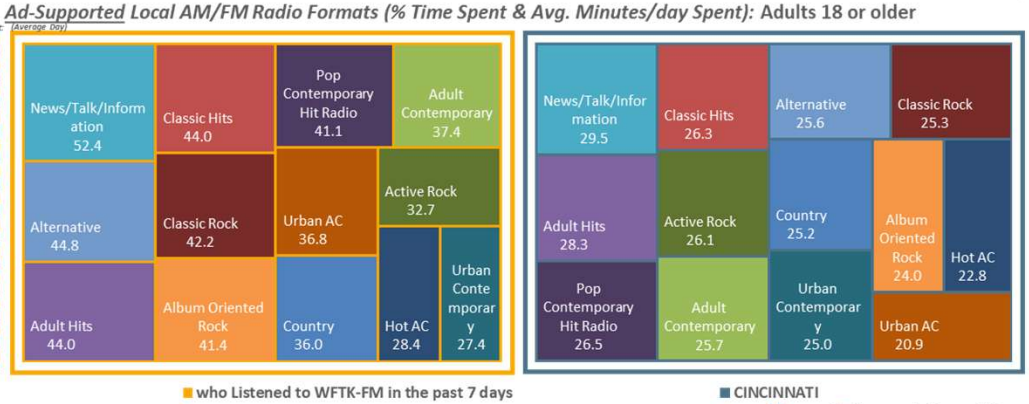
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 2025: Sep24-Jul25 Qual Intab 179

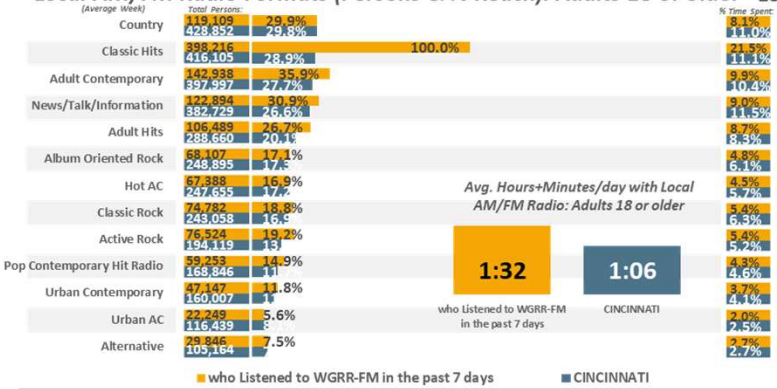
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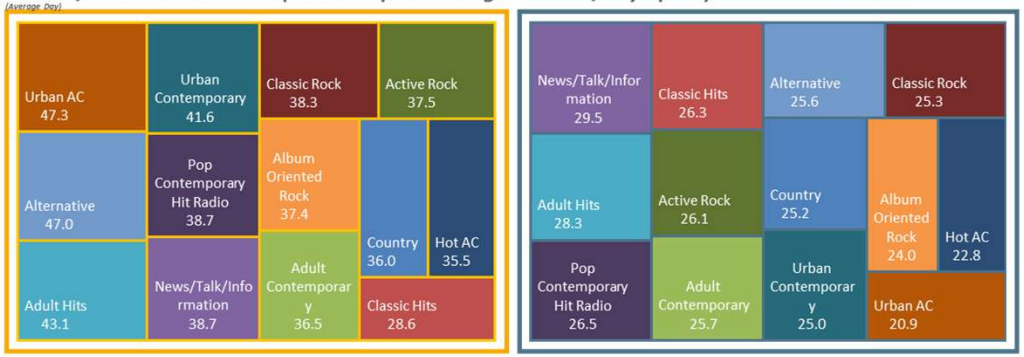
Radio Stations: WFTK-FM

398,216 or 100.% of Adults 18 or older who Listened to WGRR-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Hits, Adult Contemporary, Country, Adult Hits, and News/Talk/Information.

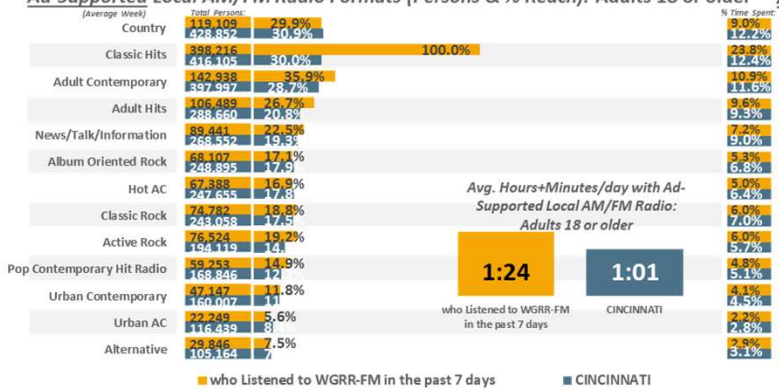
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



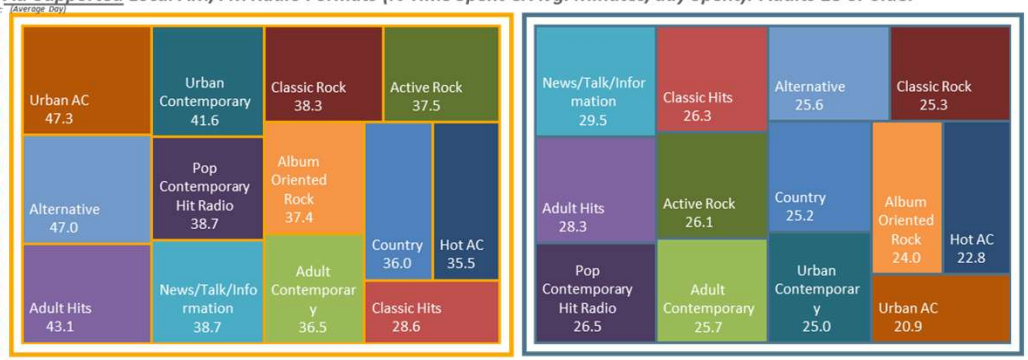
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 2025: Sep24-Jul25 Qual Intab 464

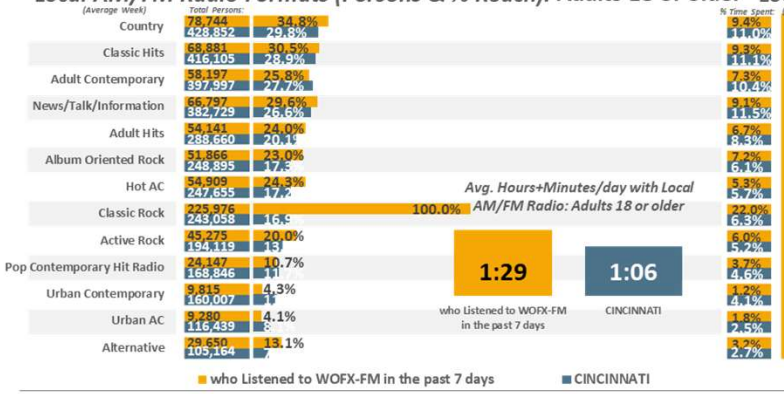
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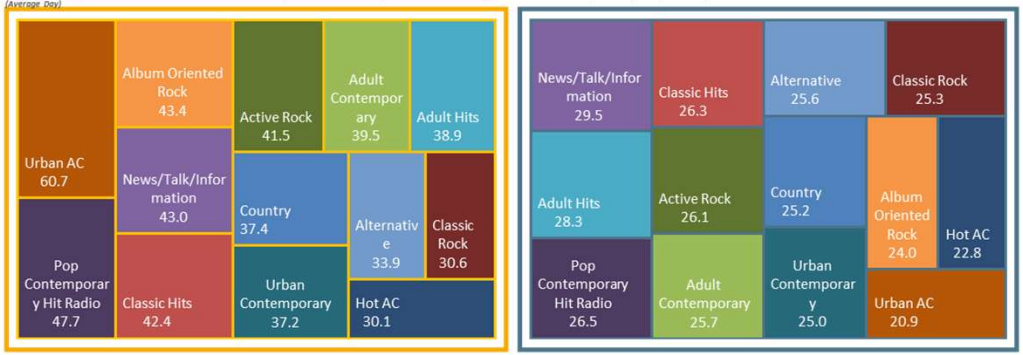
Radio Stations: WGRR-FM

225,976 or 100.% of Adults 18 or older who Listened to WOFX-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Rock, Country, Classic Hits, Adult Contemporary, and News/Talk/Information.

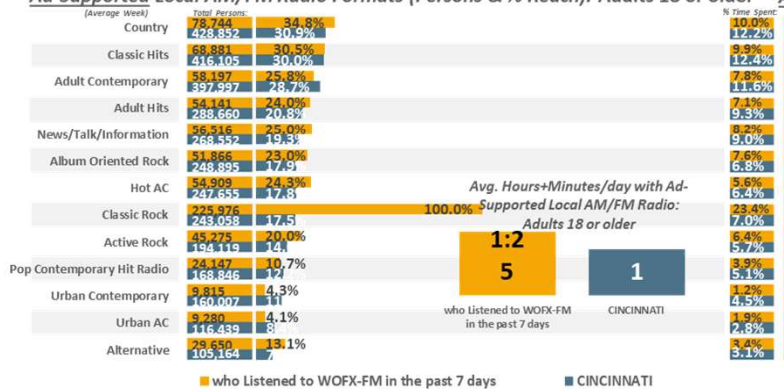
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



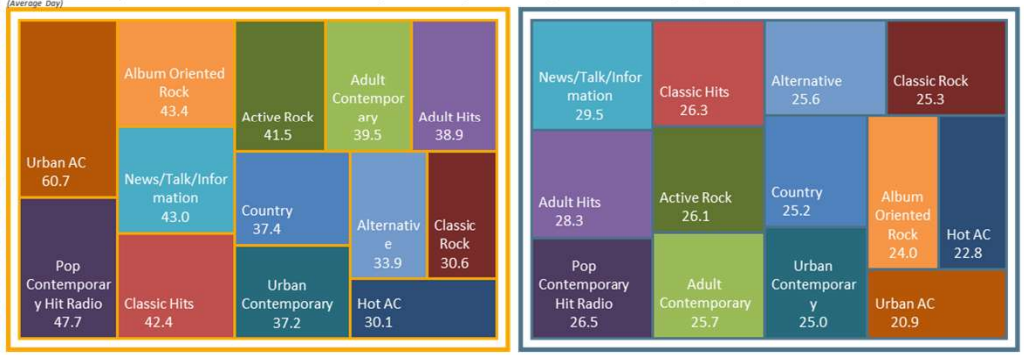
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 2025: Sep24-Jul25 Qual Intab 247

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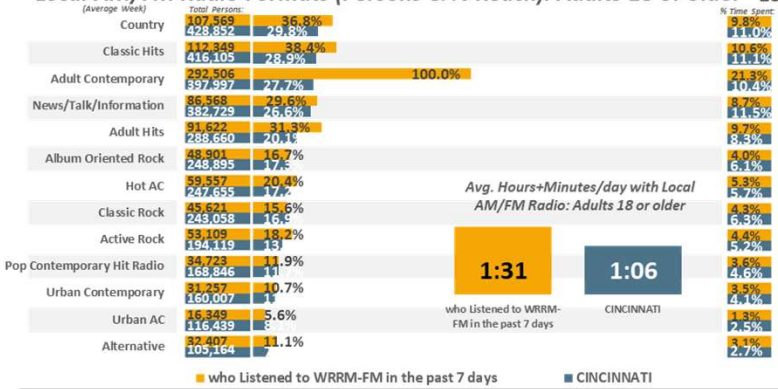
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Radio Stations: WOFX-FM

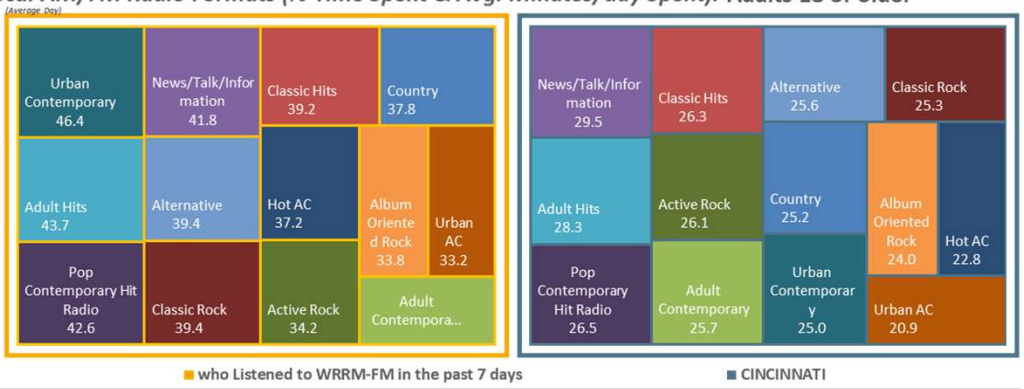
Warm98.5
80s. 90s. Now.

292,506 or 100.% of Adults 18 or older who Listened to WRRM-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Country, Adult Hits, and News/Talk/Information.

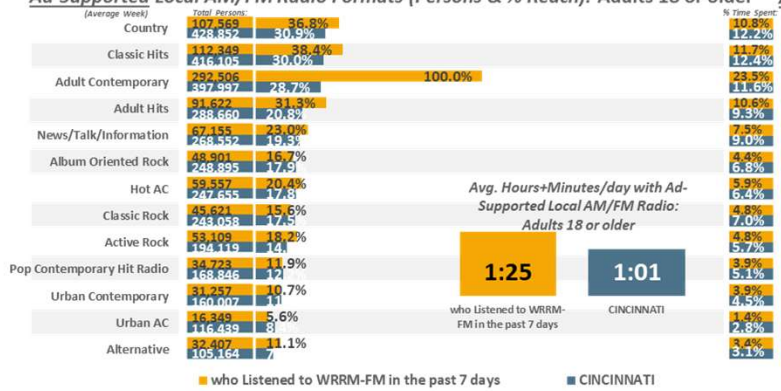
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



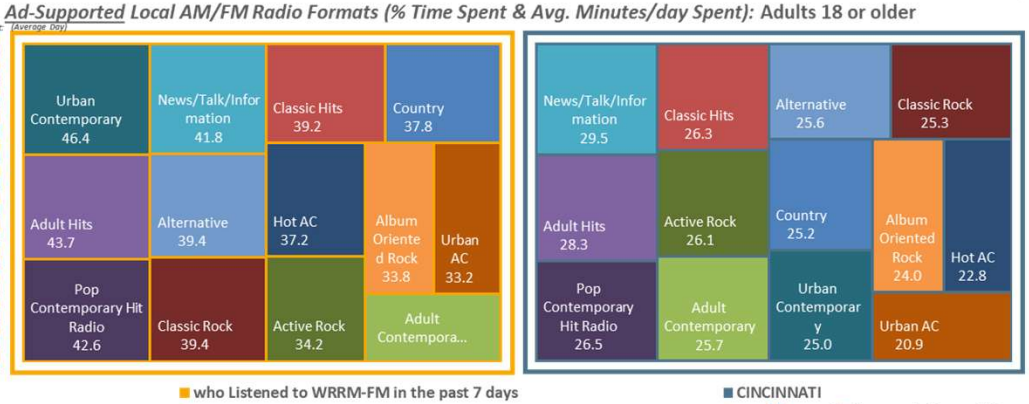
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 2025: Sep24-Jul25 Qual Intab 306

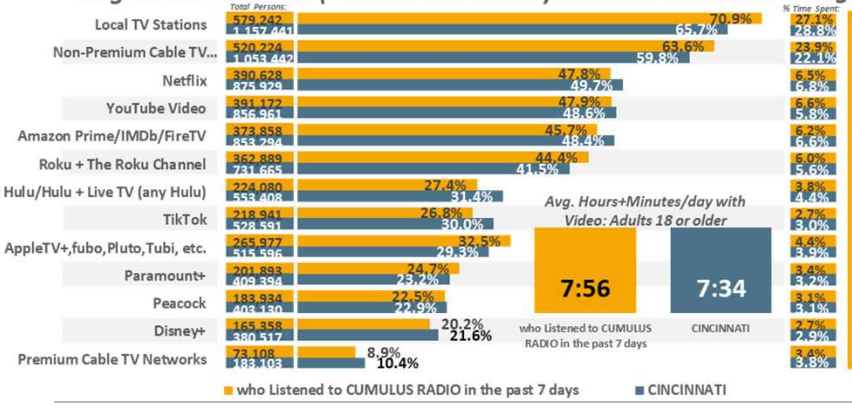
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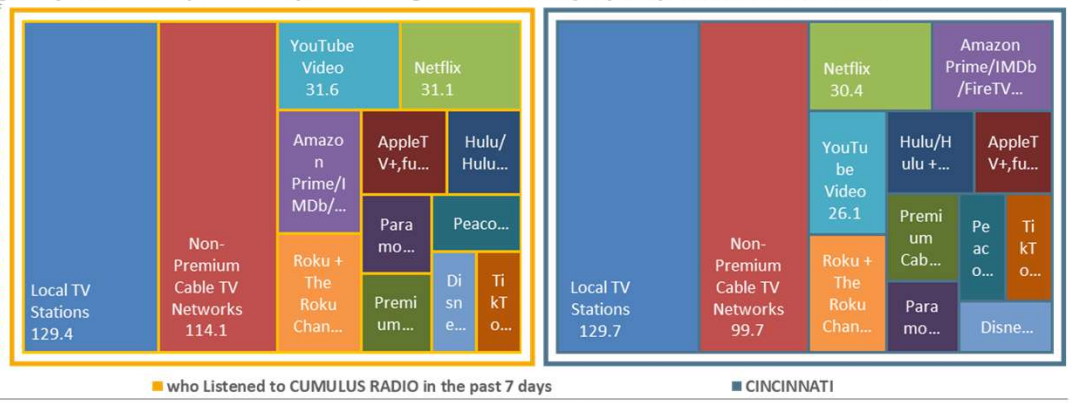
Radio Stations: WRRM-FM

569,921 or 69.7% of Adults 18 or older who Listened to CUMULUS RADIO in the past 7 days watch Ad-Supported Local TV Stations for an average of 124.6 minutes every day representing 32.5% of all time spent daily with Ad-Supported Video.

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

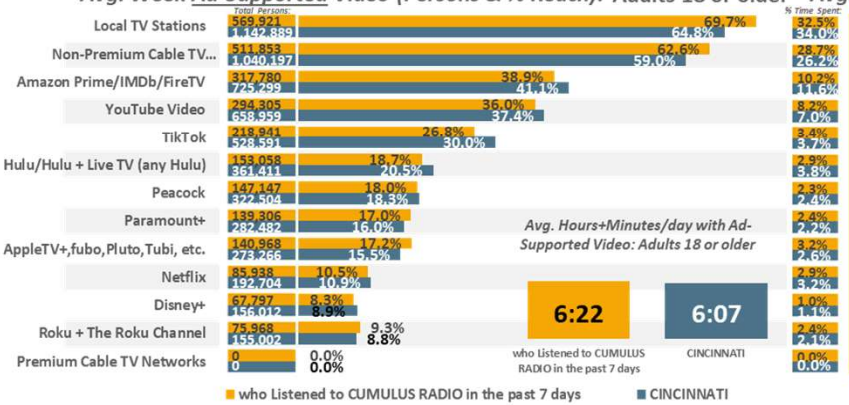


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

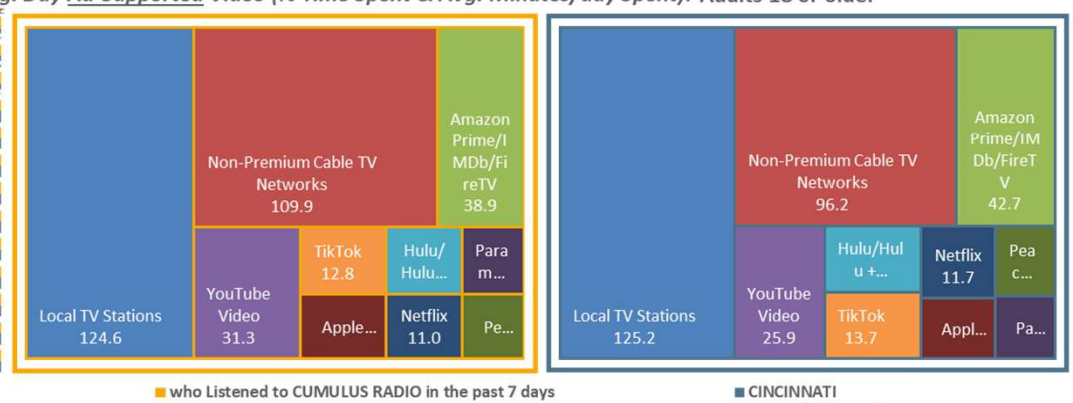


who Listened to CUMULUS RADIO in the past 7 days ■ CINCINNATI

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



who Listened to CUMULUS RADIO in the past 7 days ■ CINCINNATI

CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 875

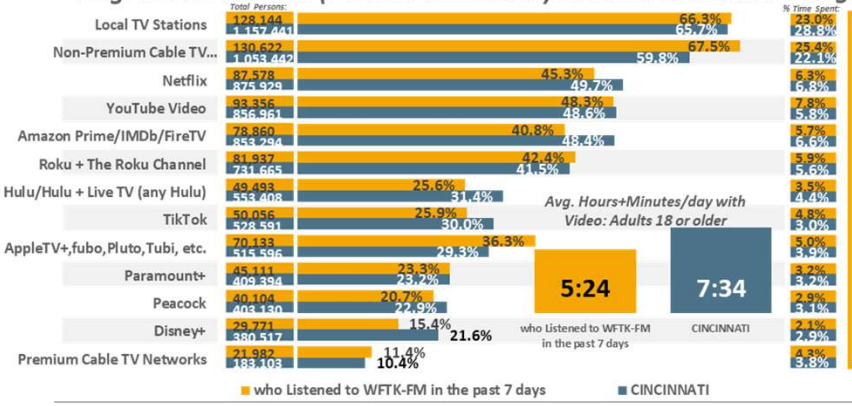
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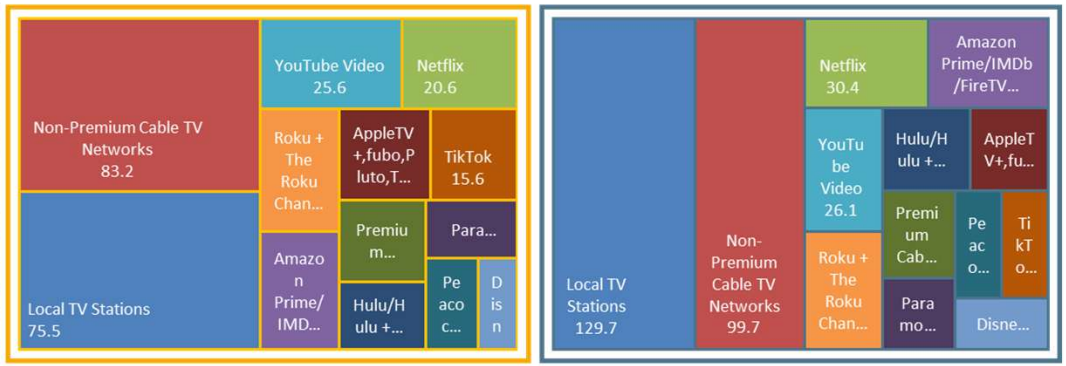
(Radio Stations: WFTK-FM OR Radio Stations: WGRR-FM OR Radio Stations: WNNF-FM OR Radio Stations: WOFX-FM OR Radio Stations: WRRM-FM)

126,180 or 65.2% of Adults 18 or older who Listened to WFTK-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 72.6 minutes every day representing 27.8% of all time spent daily with Ad-Supported Video.

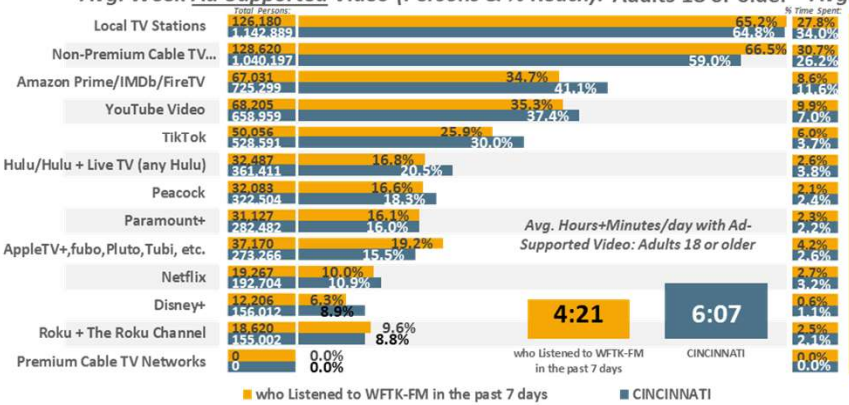
Avg. Week All Video (Persons & % Reach): Adults 18 or older



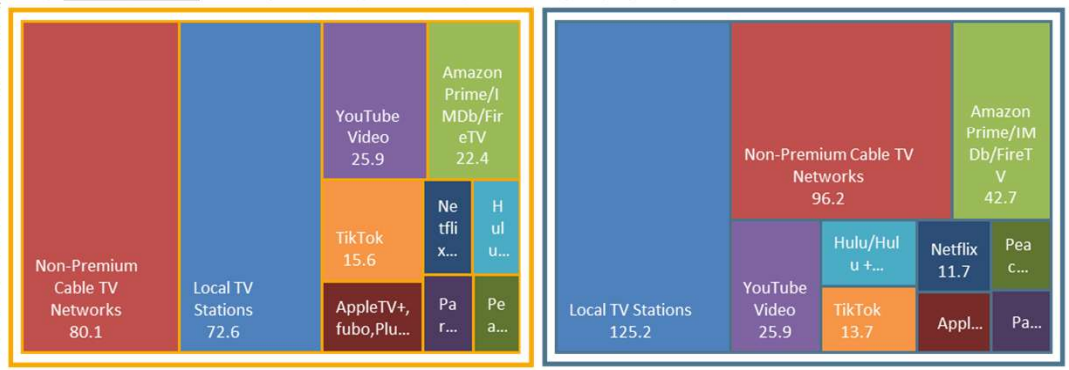
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 2025: Sep24-Jul25 Qual Intab 179

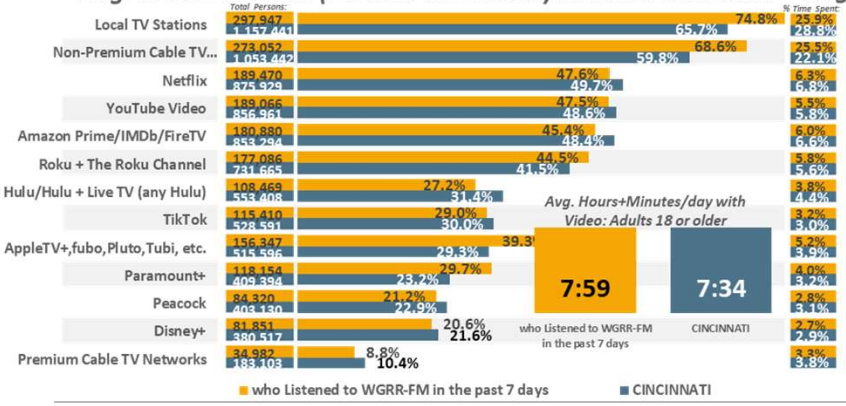
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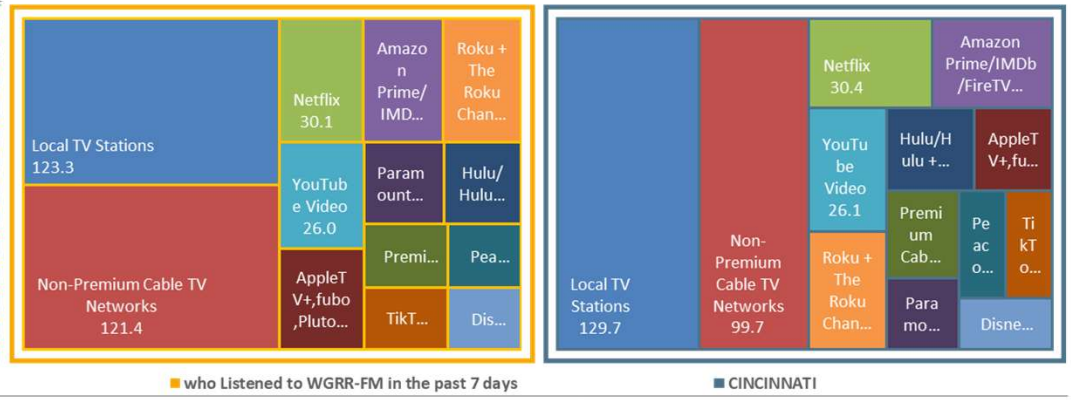
Radio Stations: WFTK-FM

292,353 or 73.4% of Adults 18 or older who Listened to WGRR-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 118.6 minutes every day representing 30.7% of all time spent daily with Ad-Supported Video.

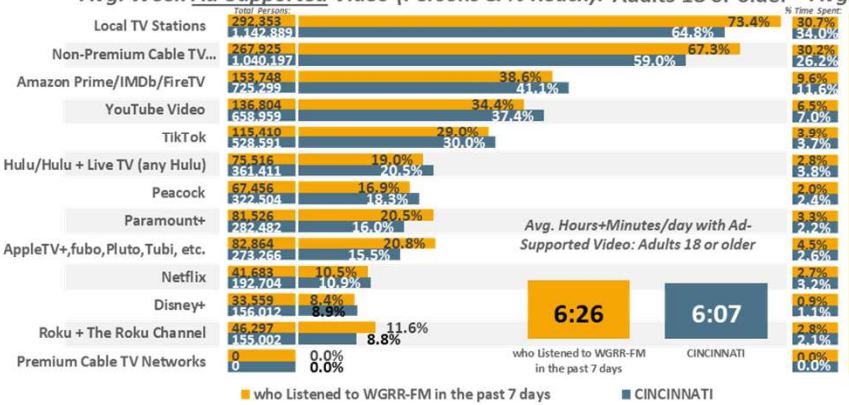
Avg. Week All Video (Persons & % Reach): Adults 18 or older



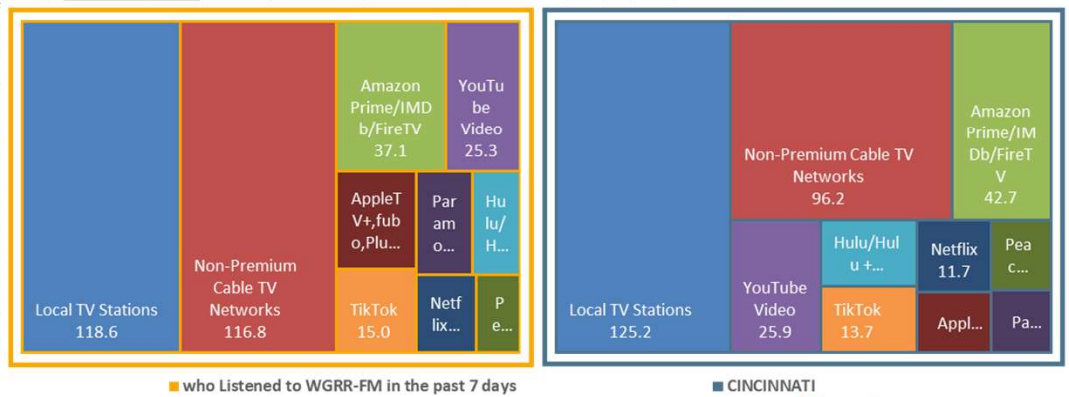
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 2025: Sep24-Jul25 Qual Intab 464

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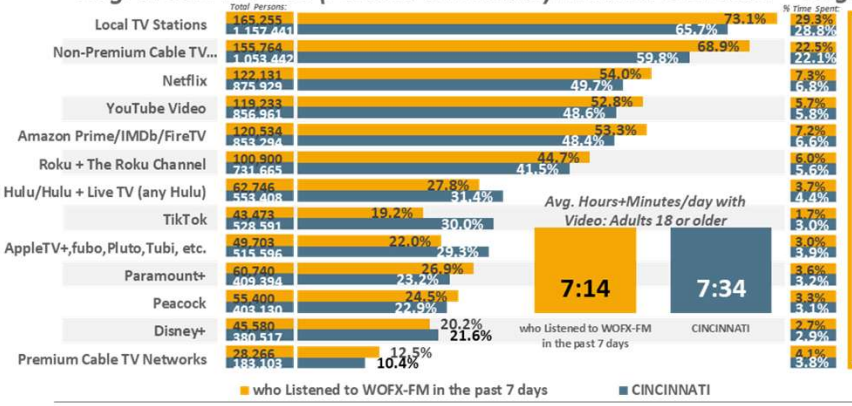
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Radio Stations: WGRR-FM

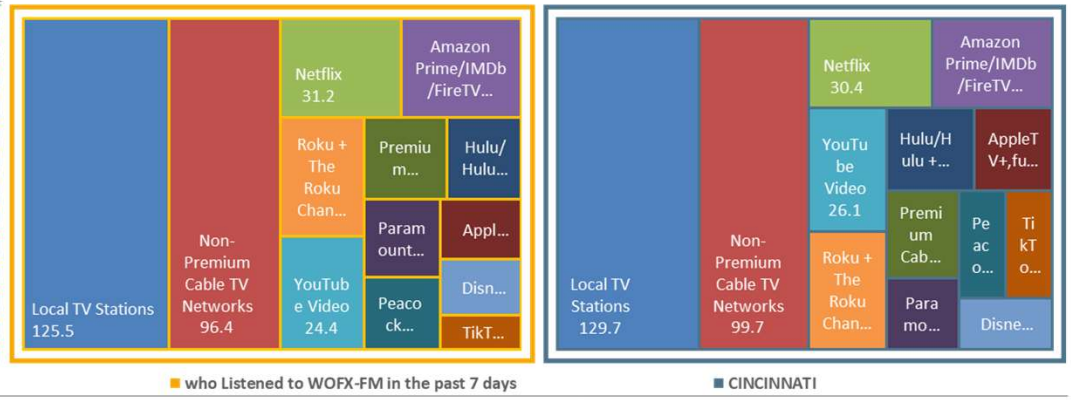


162,468 or 71.9% of Adults 18 or older who Listened to WOFX-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 121.7 minutes every day representing 35.4% of all time spent daily with Ad-Supported Video.

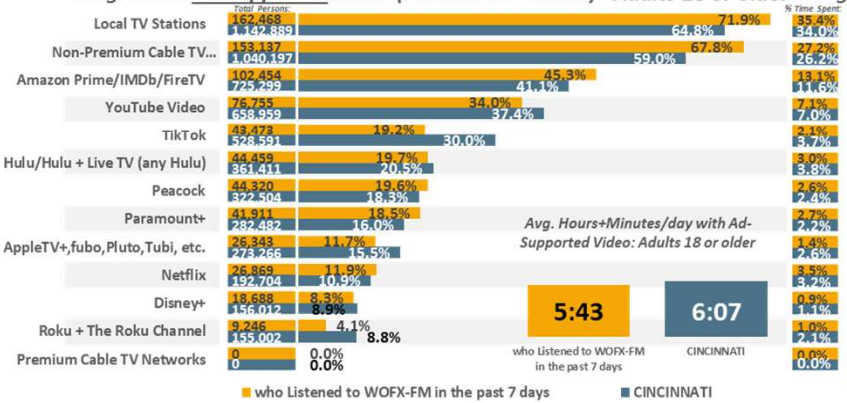
Avg. Week All Video (Persons & % Reach): Adults 18 or older



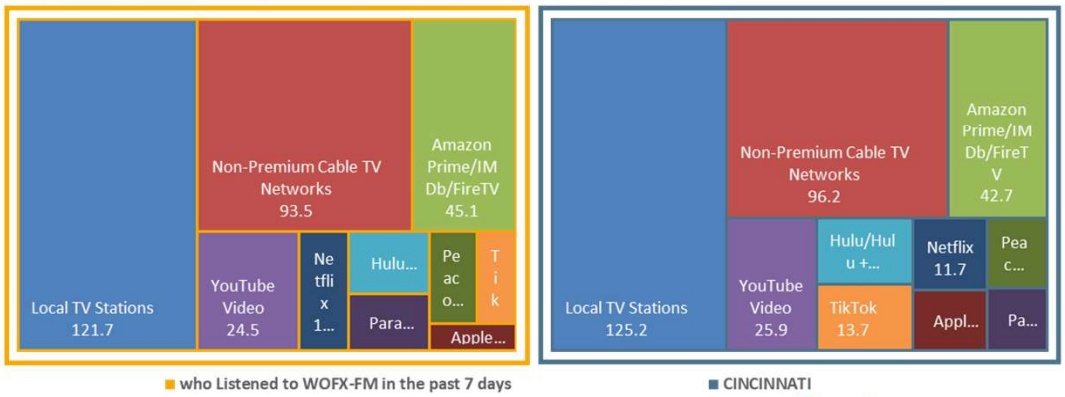
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 2025: Sep24-Jul25 Qual Intab 247

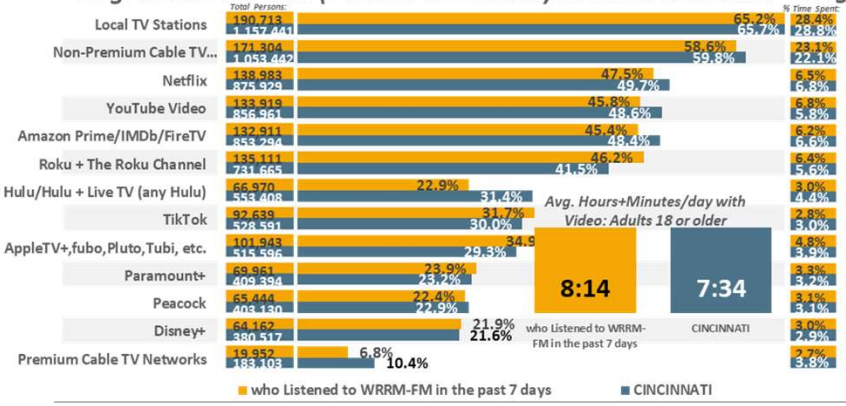
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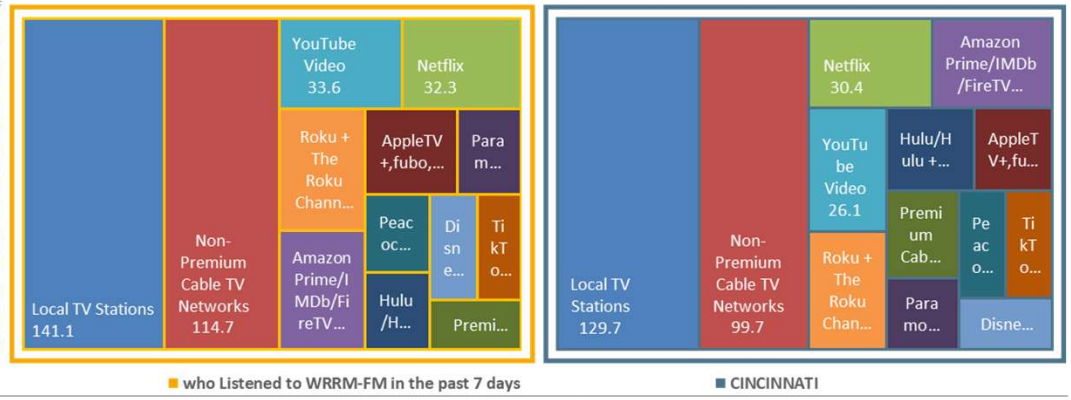
Radio Stations: WOFX-FM

188,029 or 64.3% of Adults 18 or older who Listened to WRRM-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 137.2 minutes every day representing 34.4% of all time spent daily with Ad-Supported Video.

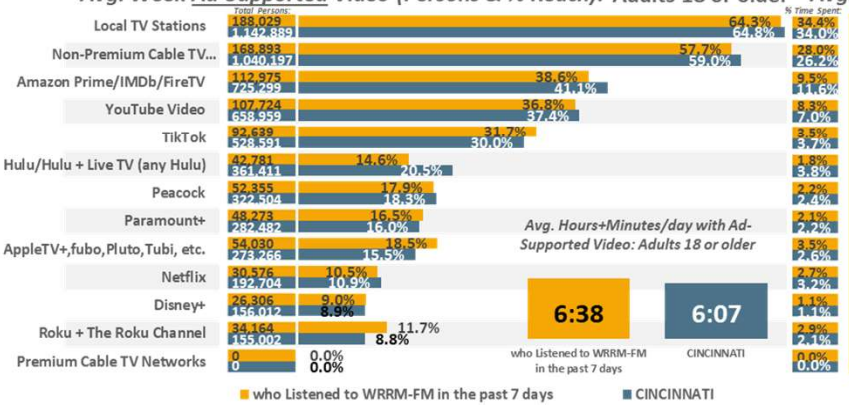
Avg. Week All Video (Persons & % Reach): Adults 18 or older



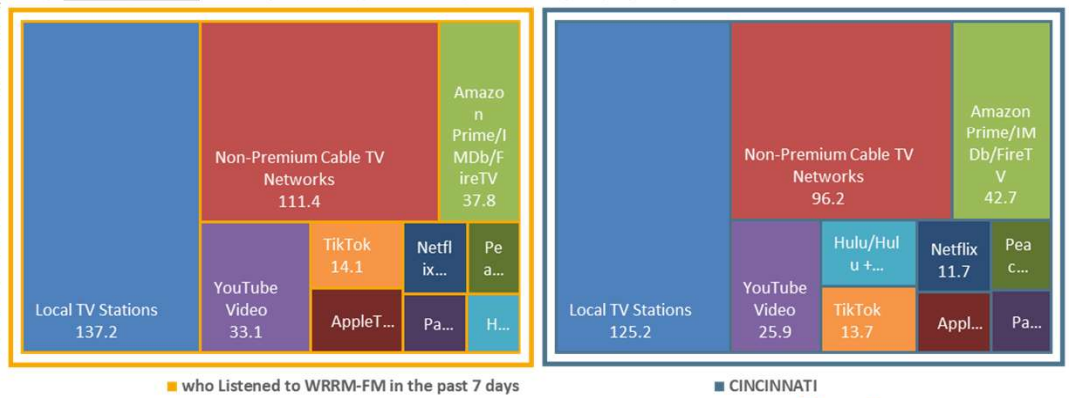
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



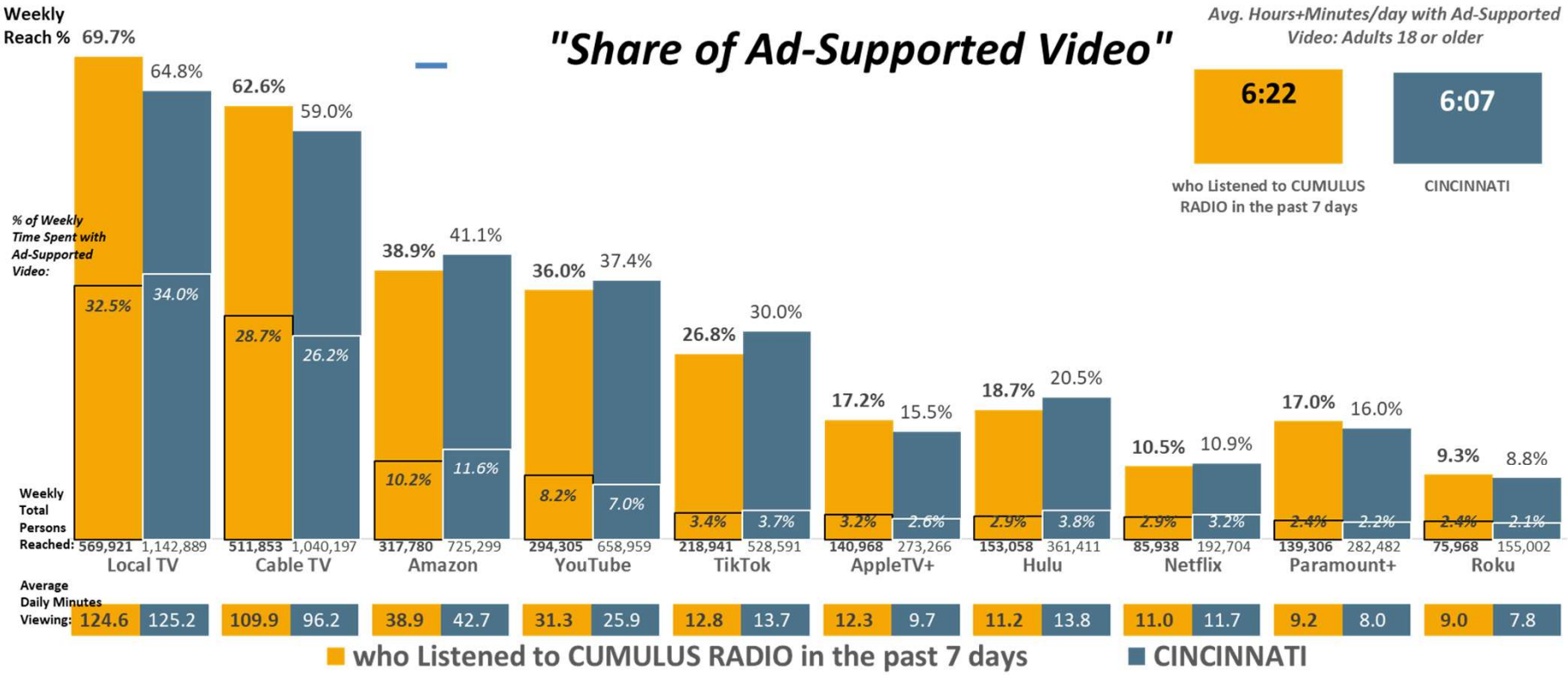
CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 306

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Radio Stations: WRRM-FM

569,921 or 69.7% of Adults 18 or older who Listened to CUMULUS RADIO in the past 7 days watch Ad-Supported Local TV Stations for an average of 124.6 minutes every day representing 32.5% of all time spent daily with Ad-Supported Video.



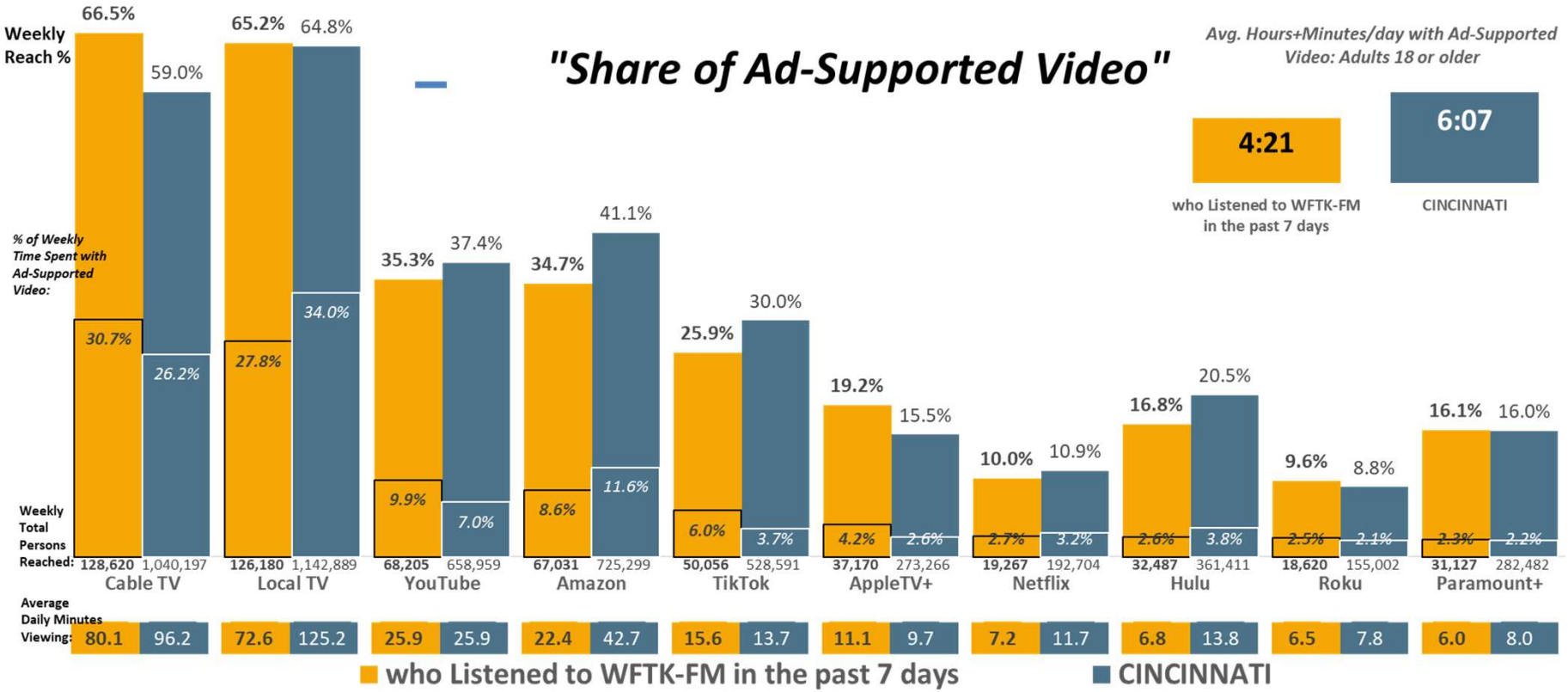
CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 875 CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 1,839

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(Radio Stations: WFTK-FM OR Radio Stations: WGRR-FM OR Radio Stations: WNNF-FM OR Radio Stations: WOFX-FM OR Radio Stations: WRRM-FM)

126,180 or 65.2% of Adults 18 or older who Listened to WFTK-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 72.6 minutes every day representing 27.8% of all time spent daily with Ad-Supported Video.



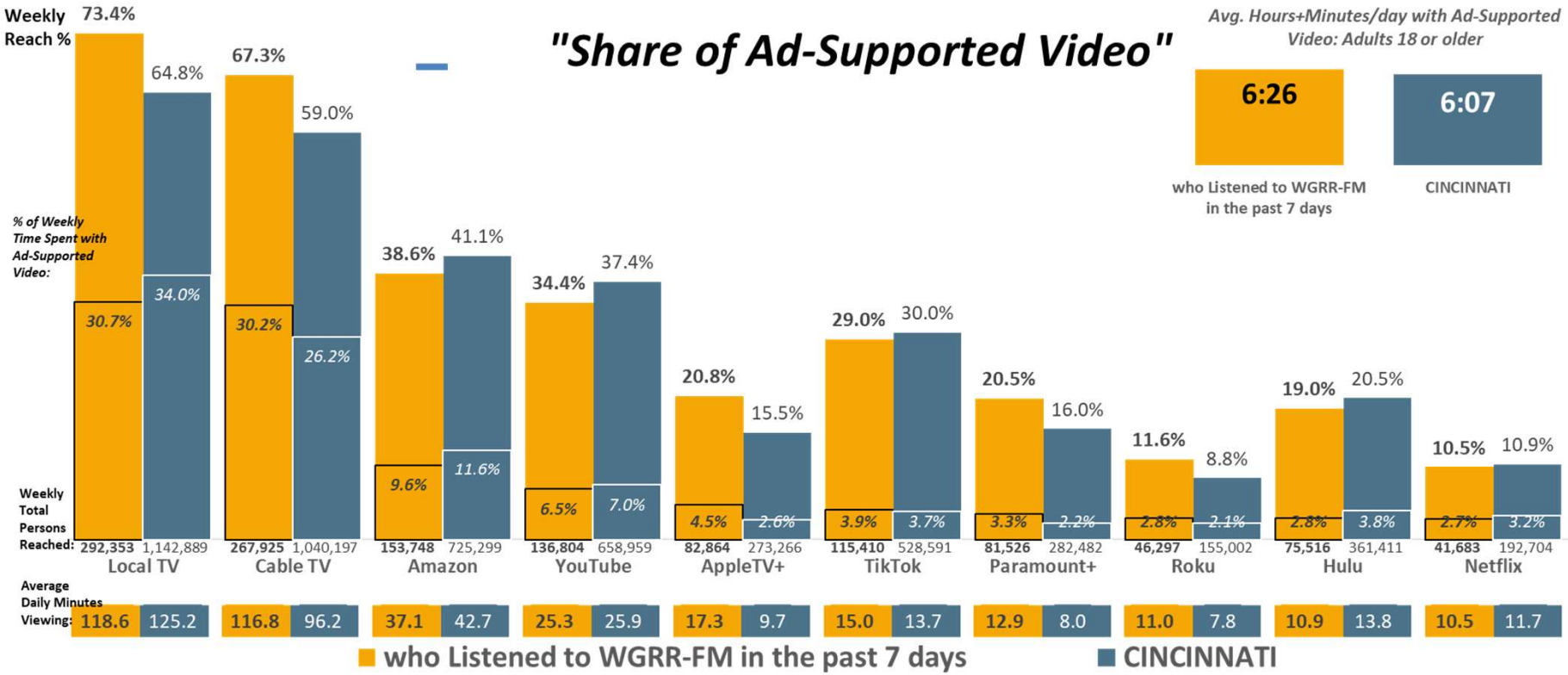
CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 179 CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 1,839

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Radio Stations: WFTK-FM

292,353 or 73.4% of Adults 18 or older who Listened to WGRR-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 118.6 minutes every day representing 30.7% of all time spent daily with Ad-Supported Video.



CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 464 CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 1,839

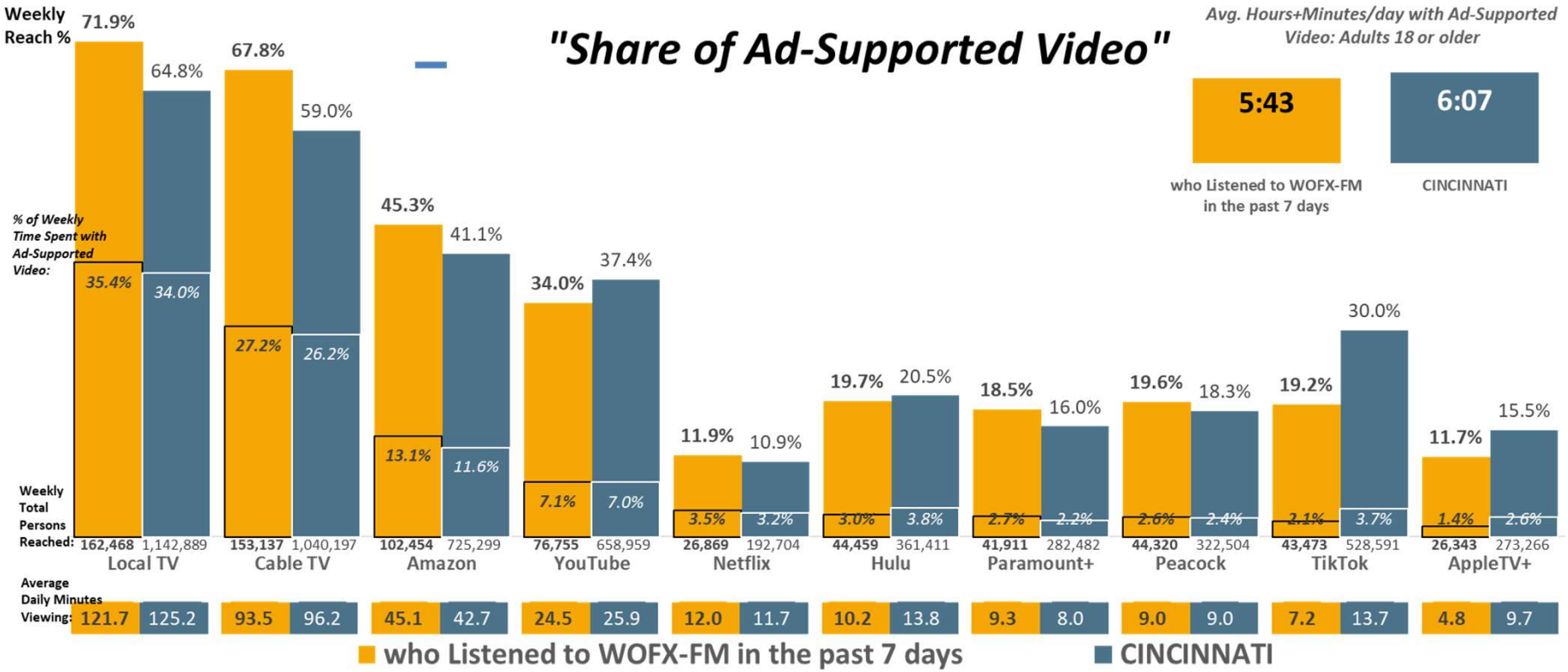
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Radio Stations: WGRR-FM



162,468 or 71.9% of Adults 18 or older who Listened to WOFX-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 121.7 minutes every day representing 35.4% of all time spent daily with Ad-Supported Video.



CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 247 CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 1,839

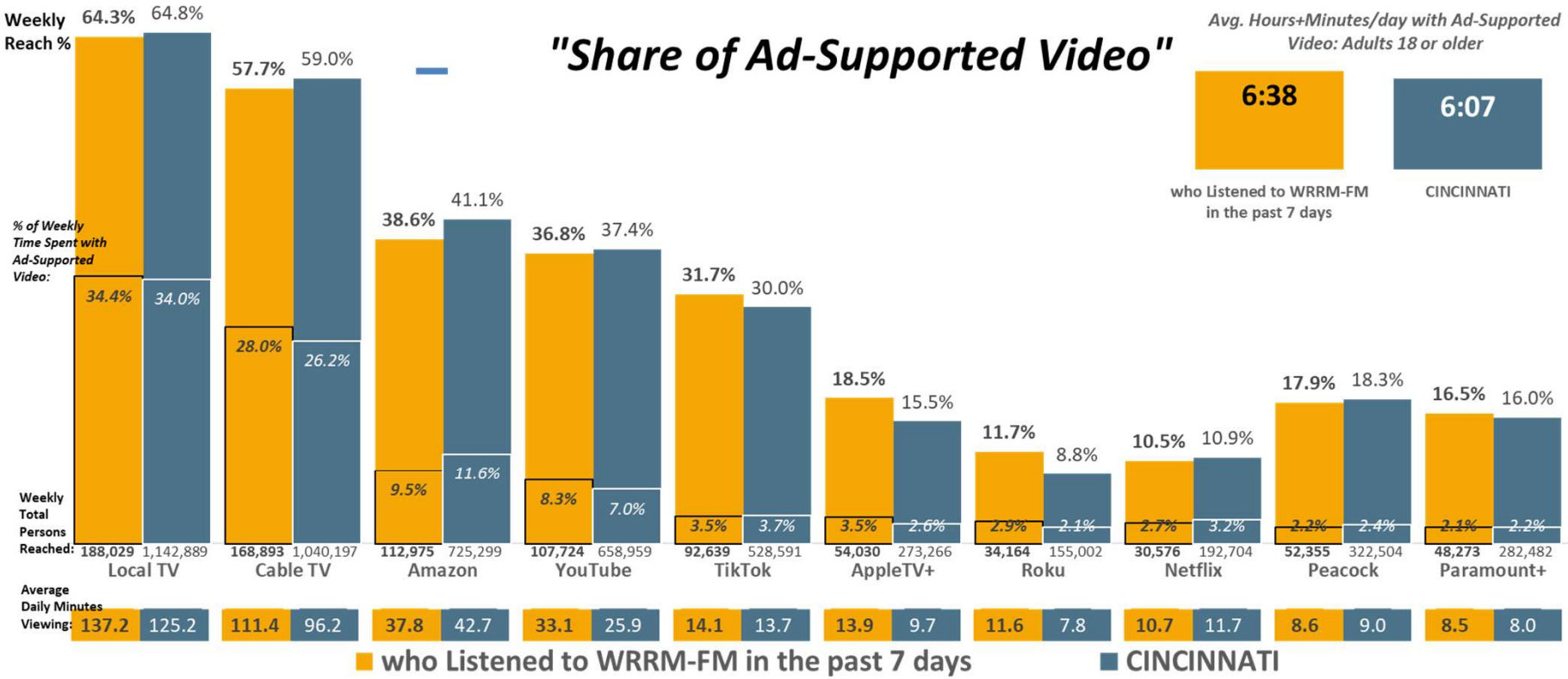
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Radio Stations: WOFX-FM

Warm98.5
80s. 90s. Now.

188,029 or 64.3% of Adults 18 or older who Listened to WRRM-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 137.2 minutes every day representing 34.4% of all time spent daily with Ad-Supported Video.



CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 306 CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 1,839

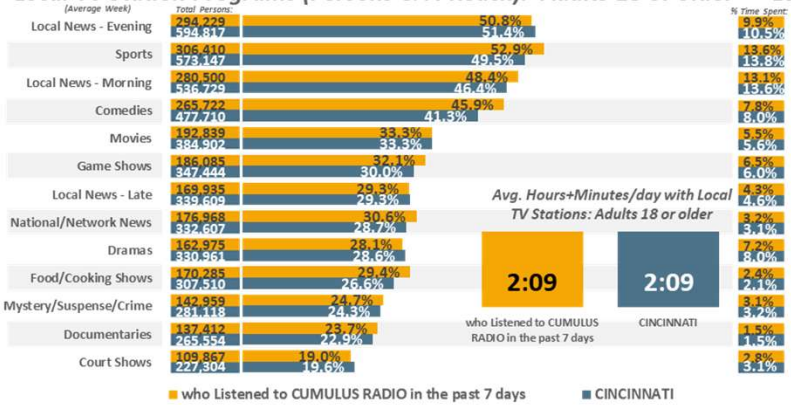
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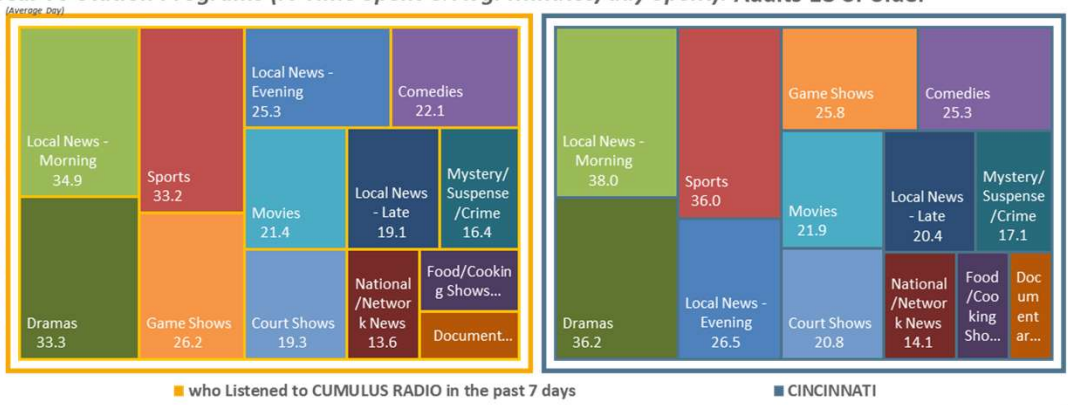
Radio Stations: WRRM-FM

569,921 or 69.7% of Adults 18 or older who Listened to CUMULUS 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 Game Shows.

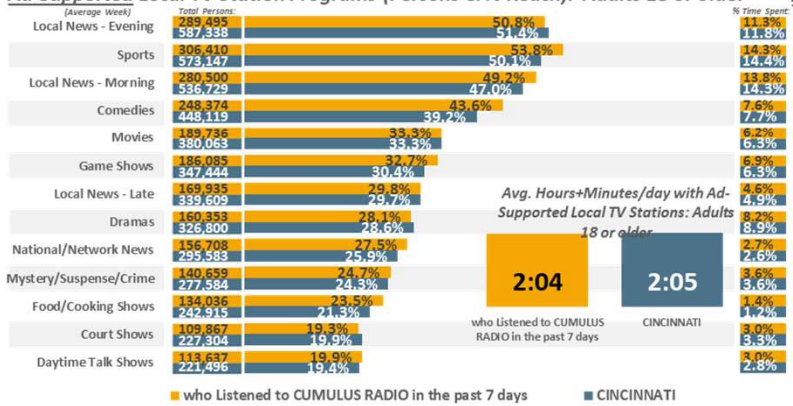
Local TV Station Programs (Persons & % Reach): Adults 18 or older



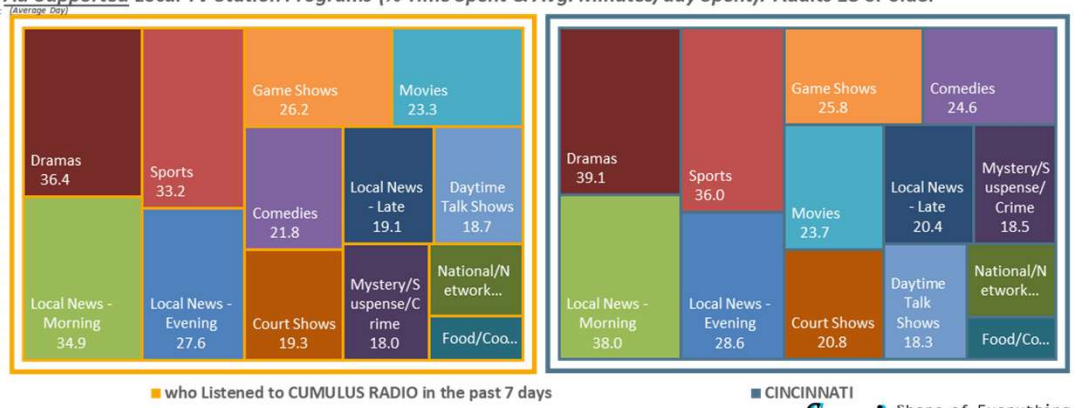
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 2025: Sep24-Jul25 Qual Intab 875

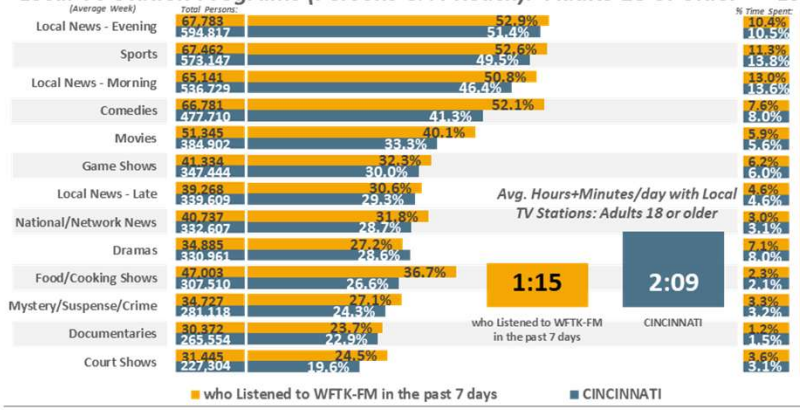
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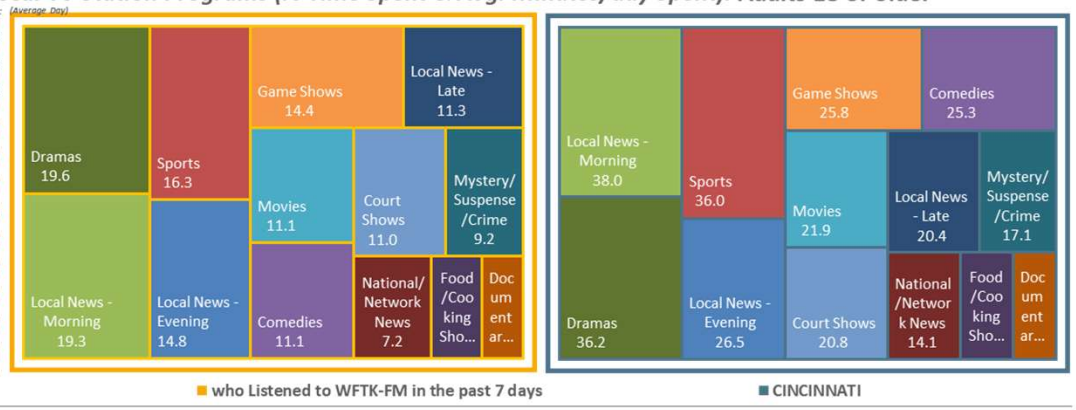
(Radio Stations: WFTK-FM OR Radio Stations: WGRR-FM OR Radio Stations: WNNF-FM OR Radio Stations: WOFX-FM OR Radio Stations: WRRM-FM)

126,180 or 65.2% of Adults 18 or older who Listened to WFTK-FM 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 Game Shows.

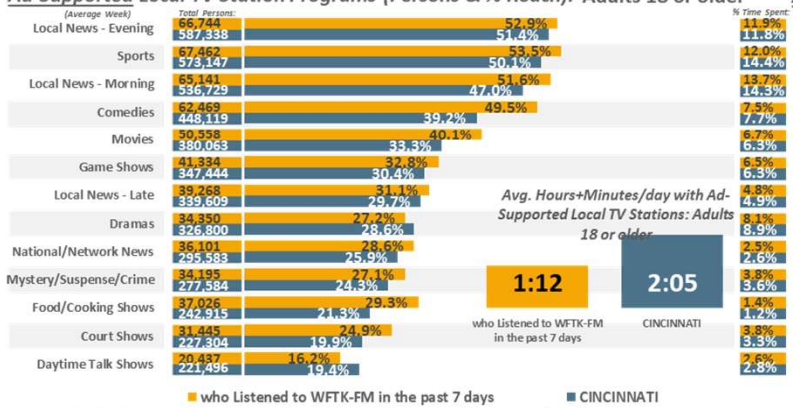
Local TV Station Programs (Persons & % Reach): Adults 18 or older



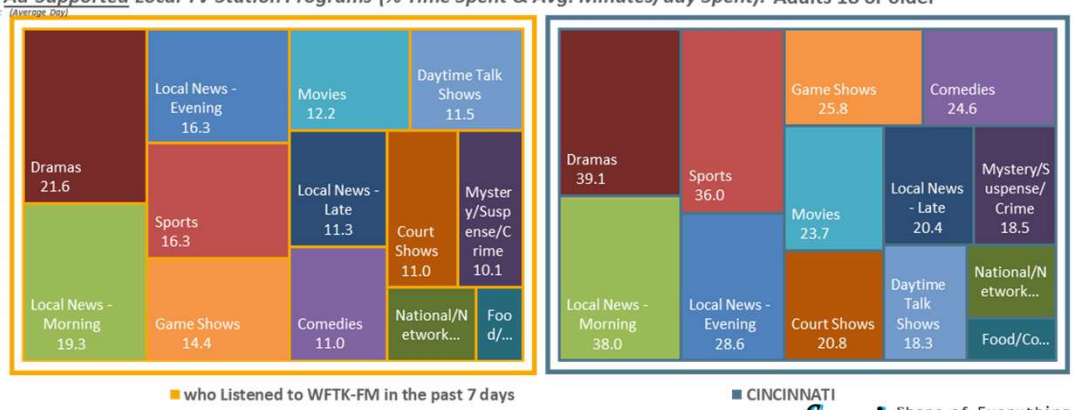
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 2025: Sep24-Jul25 Qual Intab 179

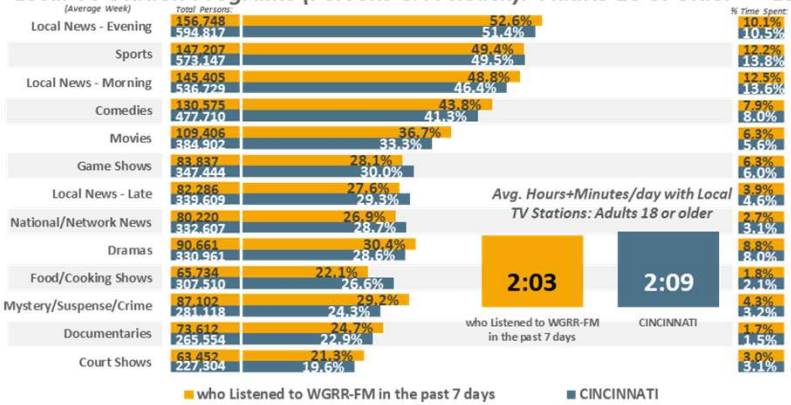
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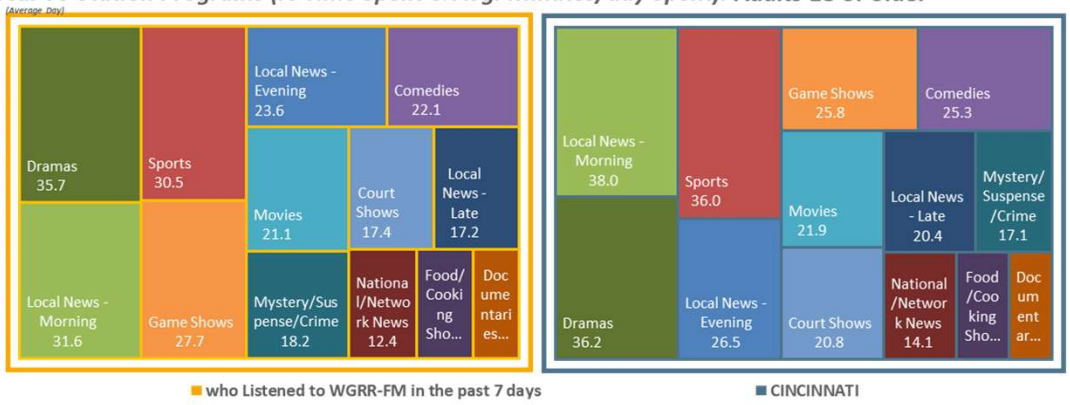
Radio Stations: WFTK-FM

292,353 or 73.4% of Adults 18 or older who Listened to WGRR-FM in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Local News - Morning, Comedies, Movies, and Dramas.

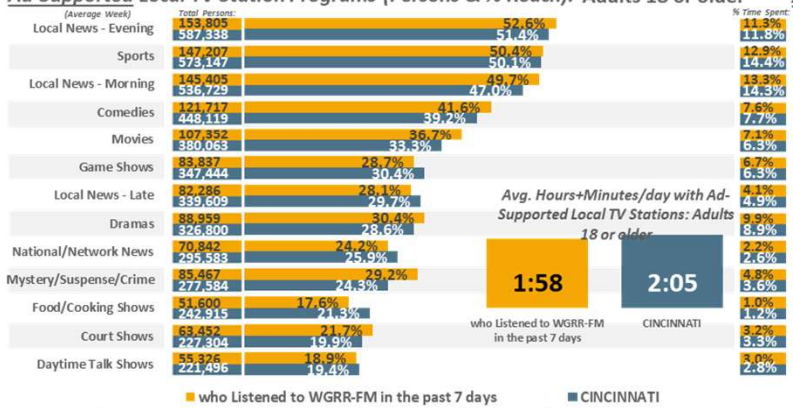
Local TV Station Programs (Persons & % Reach): Adults 18 or older



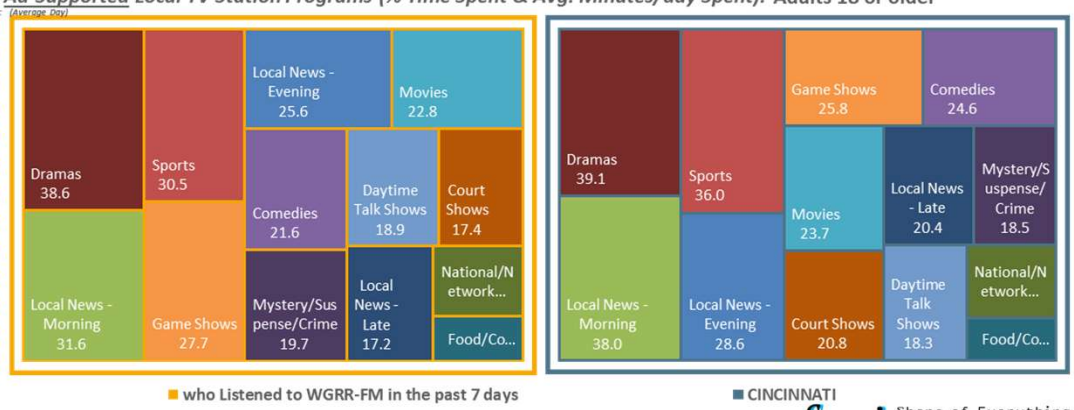
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 2025: Sep24-Jul25 Qual Intab 464

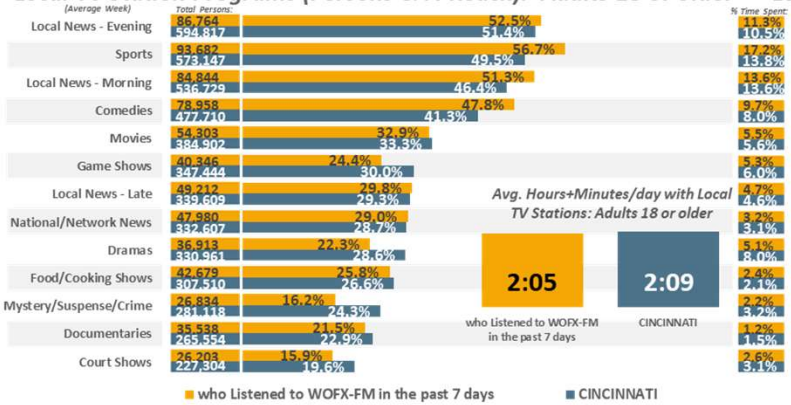
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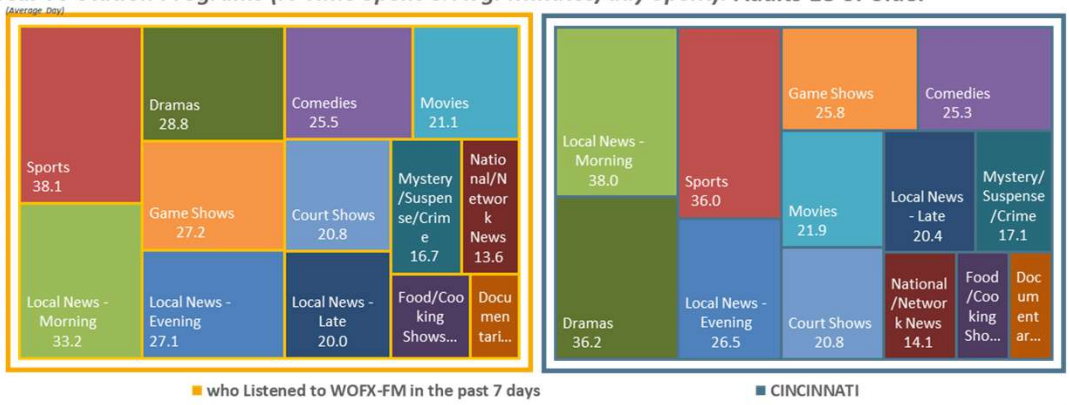
Radio Stations: WGRR-FM

162,468 or 71.9% of Adults 18 or older who Listened to WOFX-FM 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 Local News - Late.

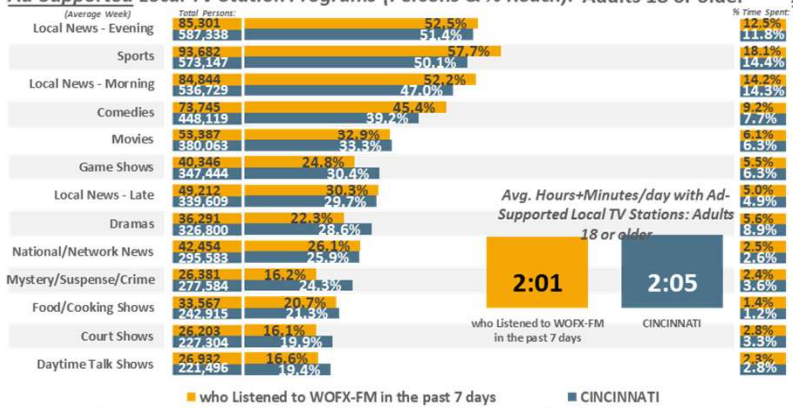
Local TV Station Programs (Persons & % Reach): Adults 18 or older



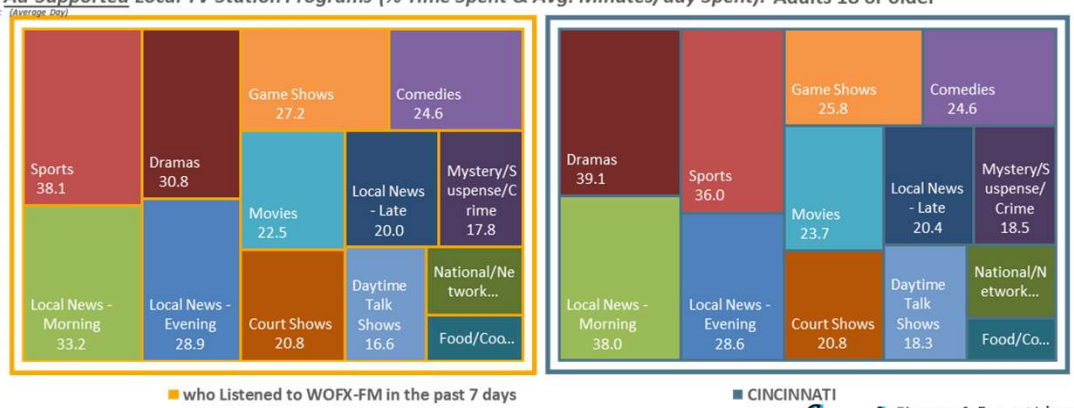
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 2025: Sep24-Jul25 Qual Intab 247

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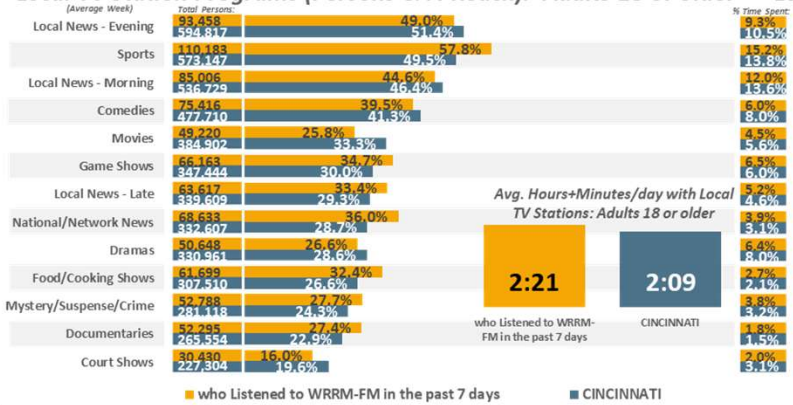
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Radio Stations: WOFX-FM

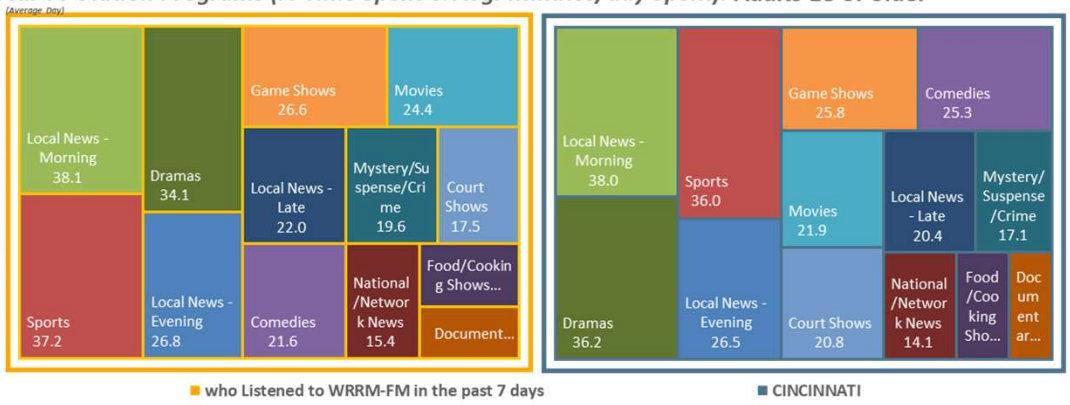
Warm98.5
80s. 90s. Now.

188,029 or 64.3% of Adults 18 or older who Listened to WRRM-FM in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Comedies, Game Shows, and Local News - Late.

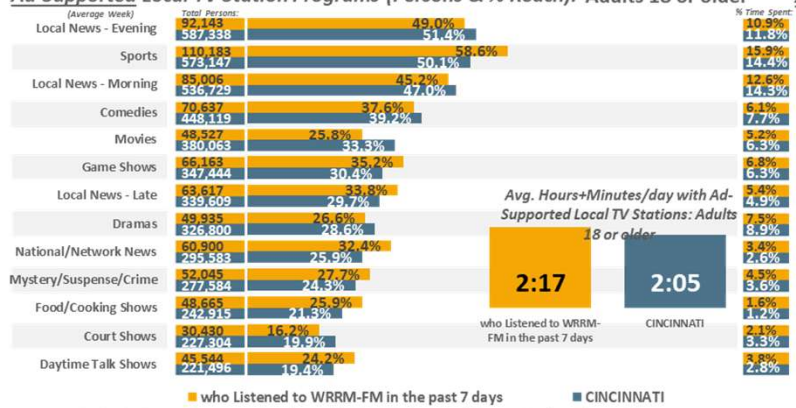
Local TV Station Programs (Persons & % Reach): Adults 18 or older



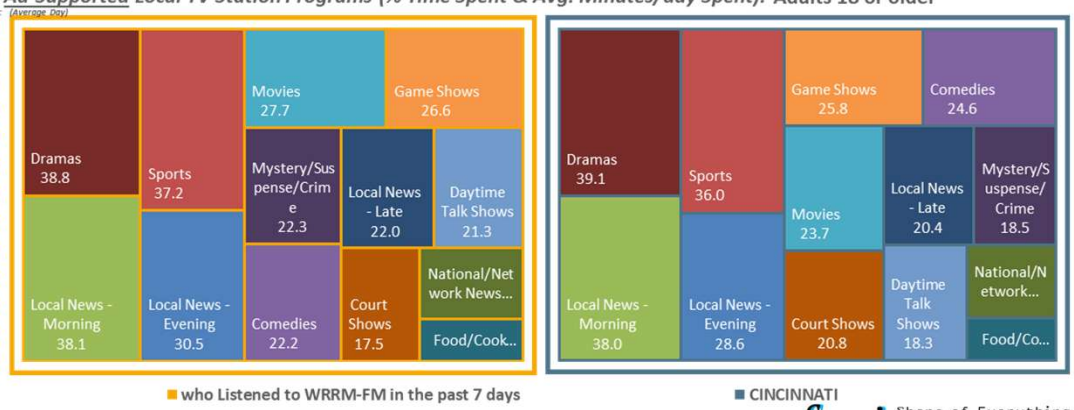
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



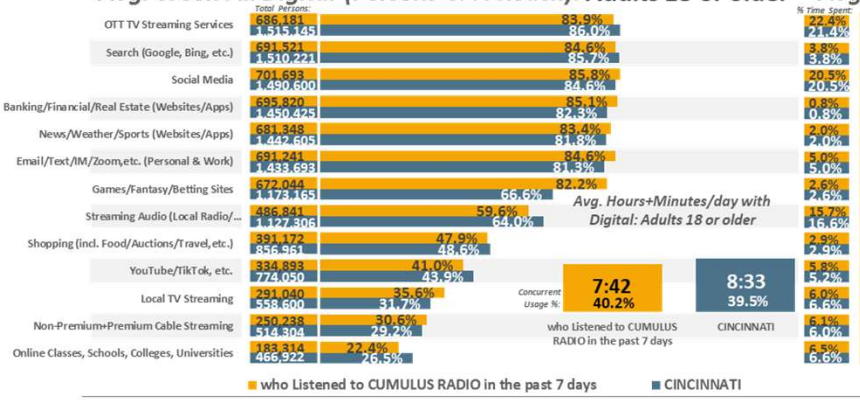
CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 306

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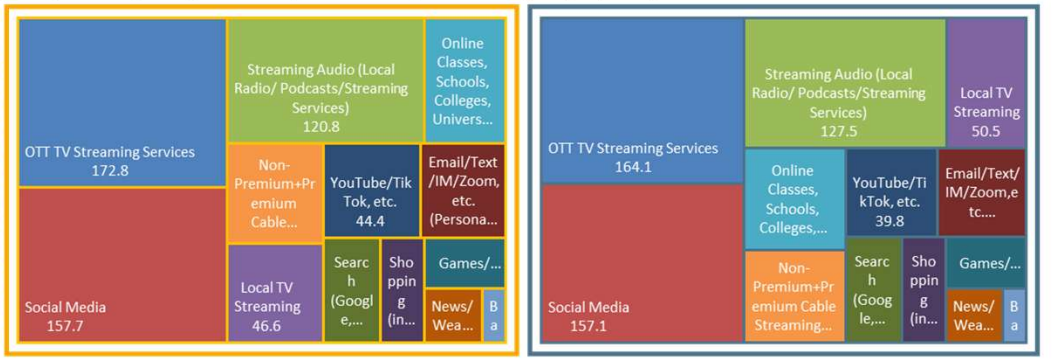
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642,258 or 78.6% of Adults 18 or older who Listened to CUMULUS RADIO in the past 7 days use Ad-Supported Social Media for an average of 144.4 minutes every day representing 25.6% of all time spent daily with Ad-Supported Digital Media.

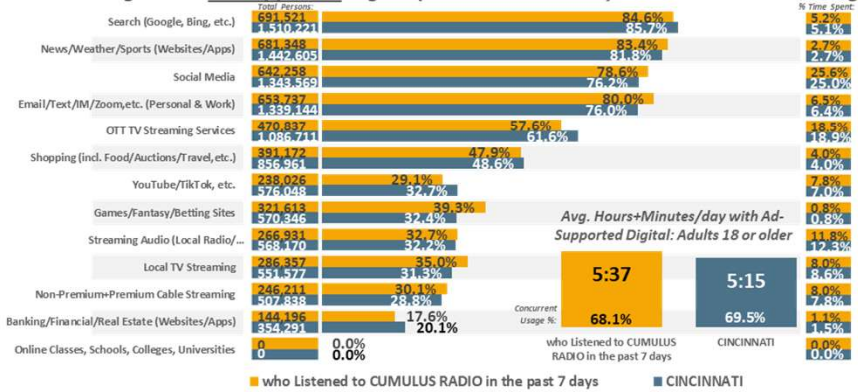
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



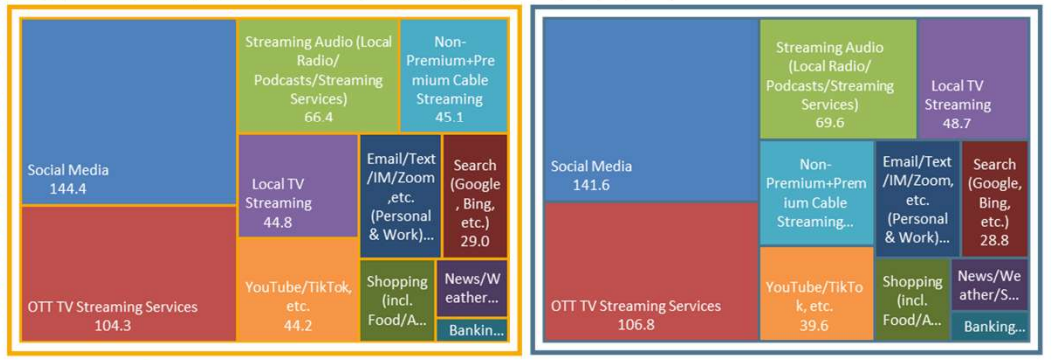
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 2025: Sep24-Jul25 Qual Intab 875

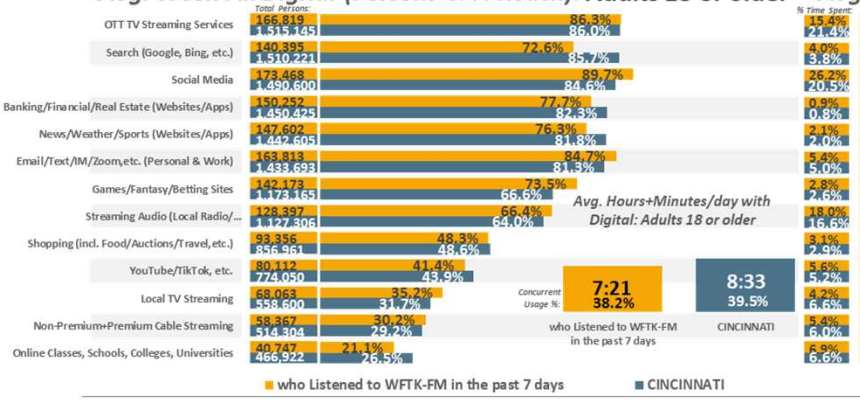
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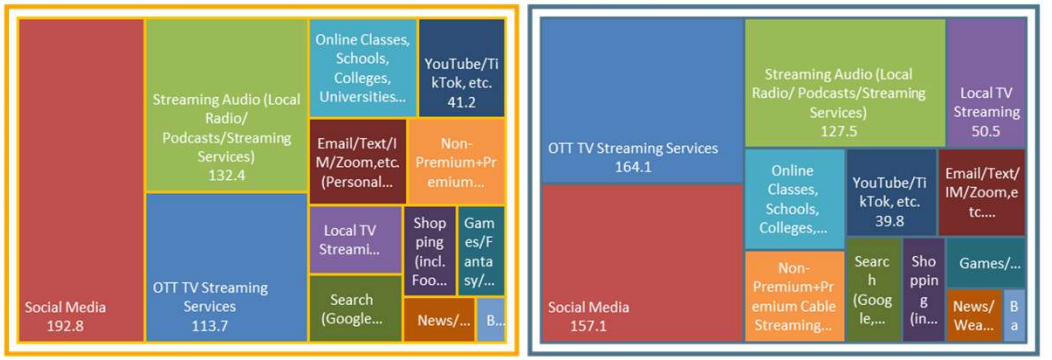
(Radio Stations: WFTK-FM OR Radio Stations: WGRR-FM OR Radio Stations: WNNF-FM OR Radio Stations: WOFX-FM OR Radio Stations: WRRM-FM)

160,479 or 83.% of Adults 18 or older who Listened to WFTK-FM in the past 7 days use Ad-Supported Social Media for an average of 178.3 minutes every day representing 32.9% of all time spent daily with Ad-Supported Digital Media.

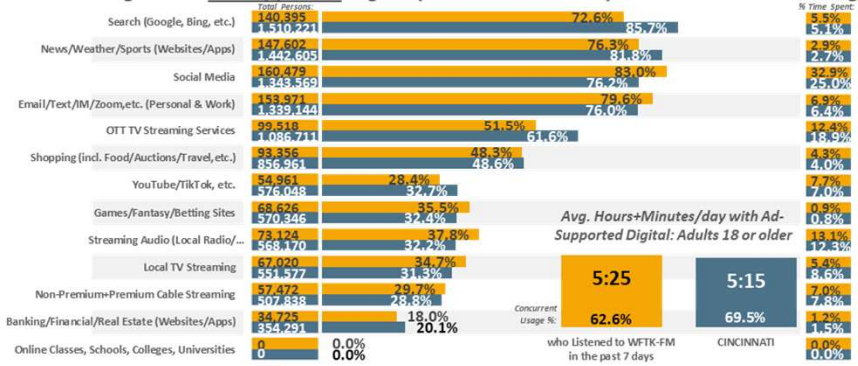
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



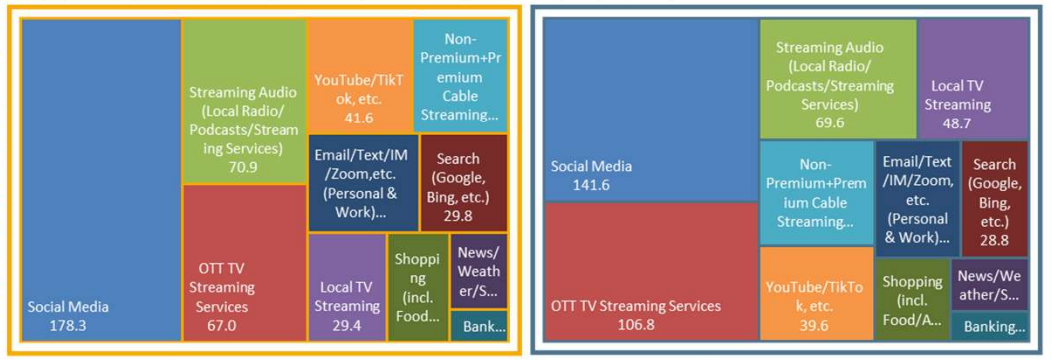
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 2025: Sep24-Jul25 Qual Intab 179

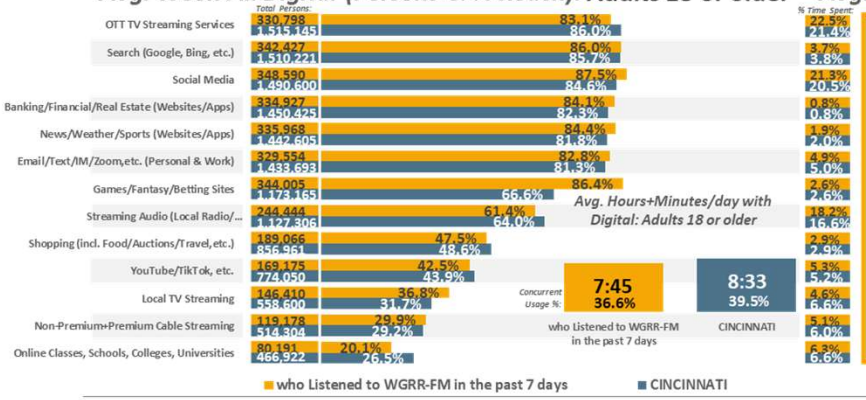
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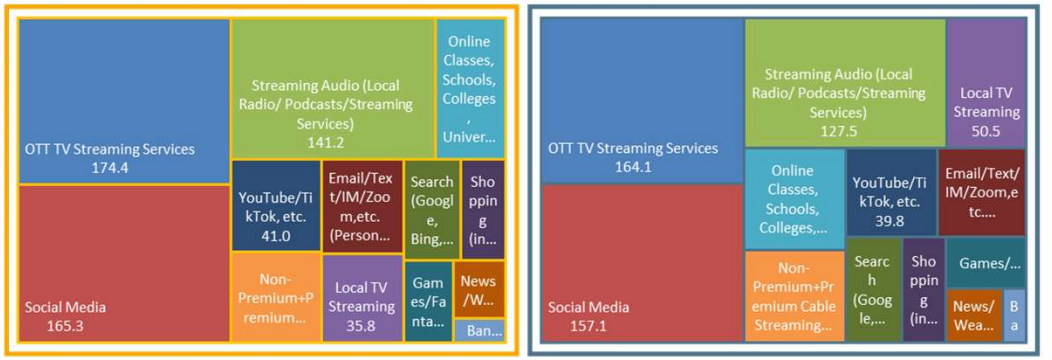
Radio Stations: WFTK-FM

323,024 or 81.1% of Adults 18 or older who Listened to WGRR-FM in the past 7 days use Ad-Supported Social Media for an average of 153.2 minutes every day representing 26.7% of all time spent daily with Ad-Supported Digital Media.

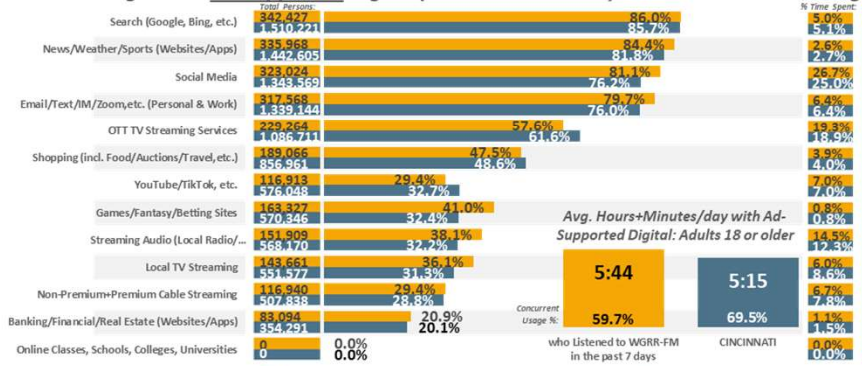
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



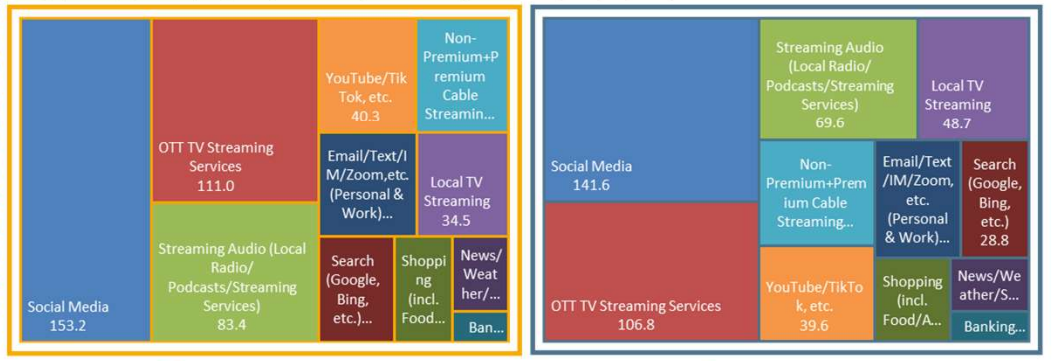
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 2025: Sep24-Jul25 Qual Intab 464

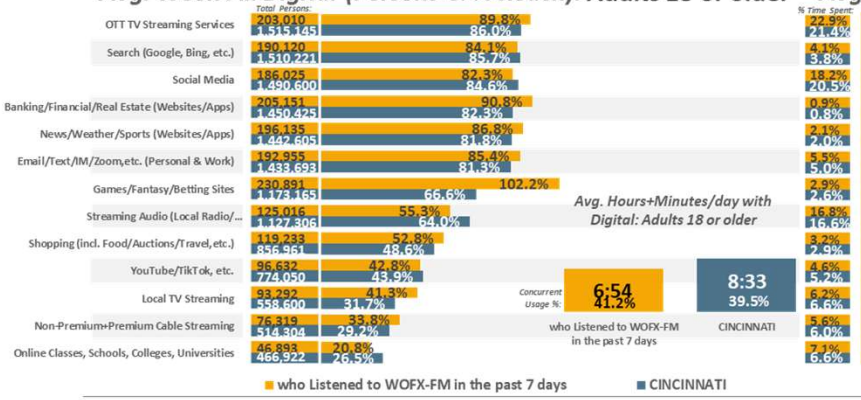
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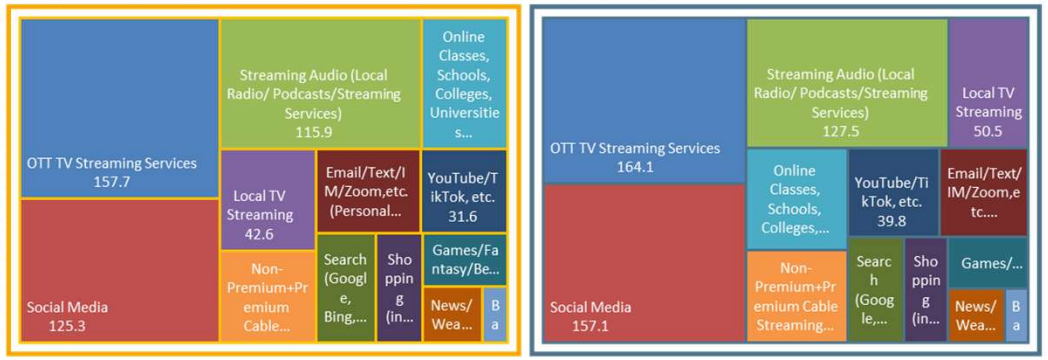
Radio Stations: WGRR-FM

162,901 or 72.1% of Adults 18 or older who Listened to WOFX-FM in the past 7 days use Ad-Supported Social Media for an average of 109.7 minutes every day representing 22.3% of all time spent daily with Ad-Supported Digital Media.

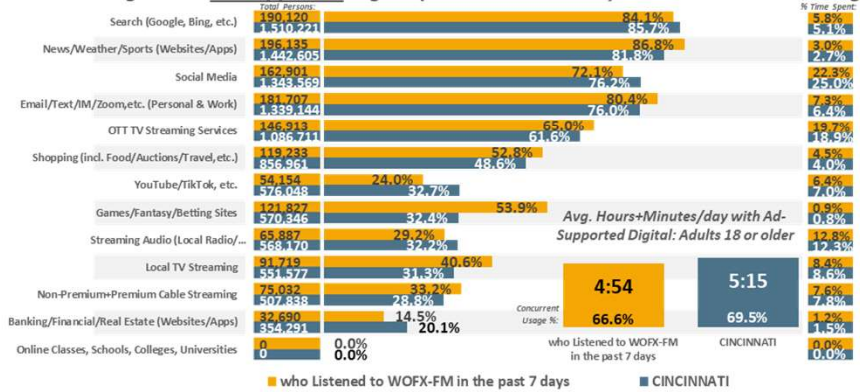
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



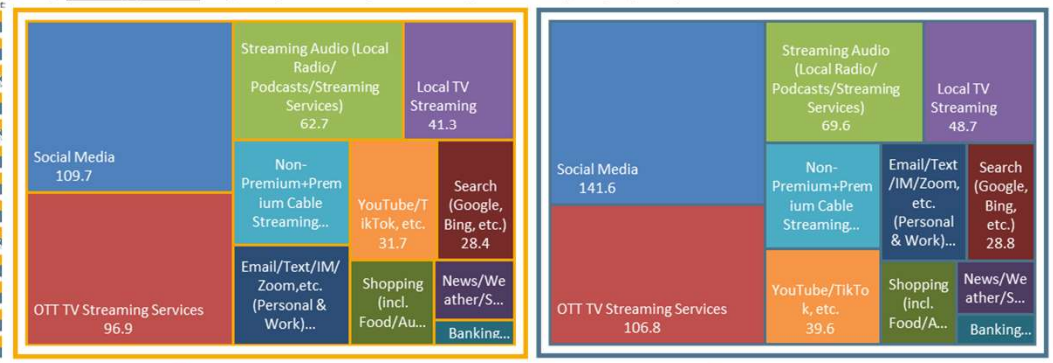
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 2025: Sep24-Jul25 Qual Intab 247

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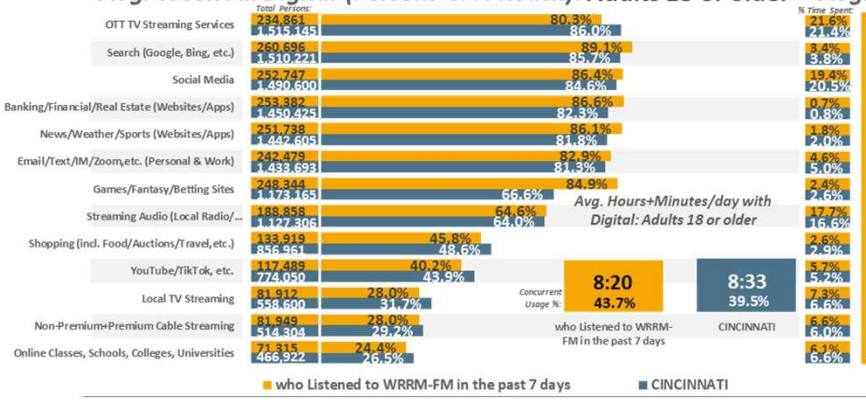
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Radio Stations: WOFX-FM

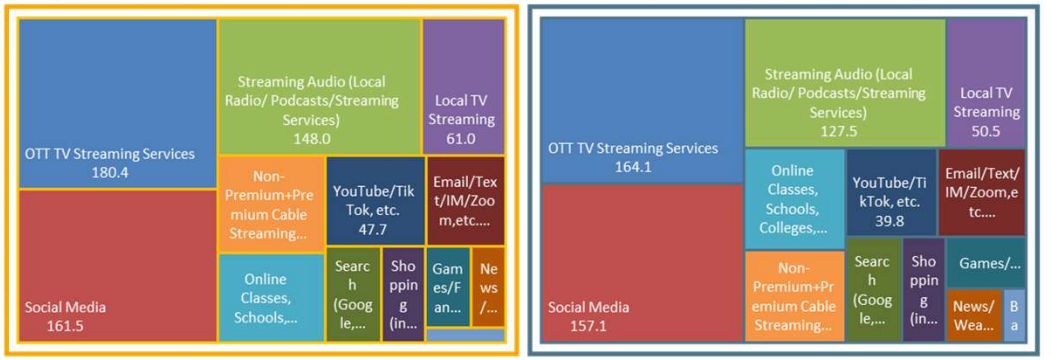
Warm98.5
80s. 90s. Now.

221,835 or 75.8% of Adults 18 or older who Listened to WRRM-FM in the past 7 days use Ad-Supported Social Media for an average of 141.8 minutes every day representing 23.9% of all time spent daily with Ad-Supported Digital Media.

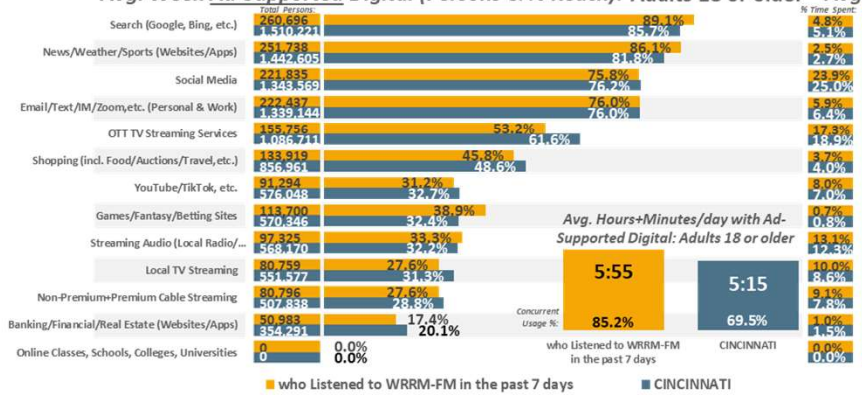
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



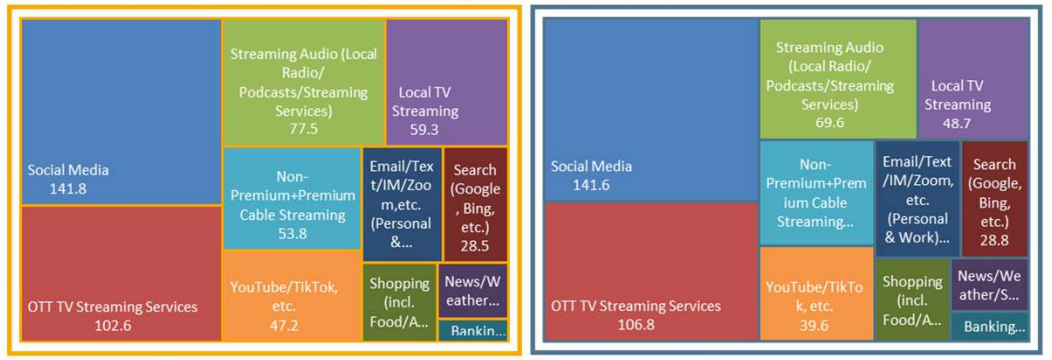
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 2025: Sep24-Jul25 Qual Intab 306

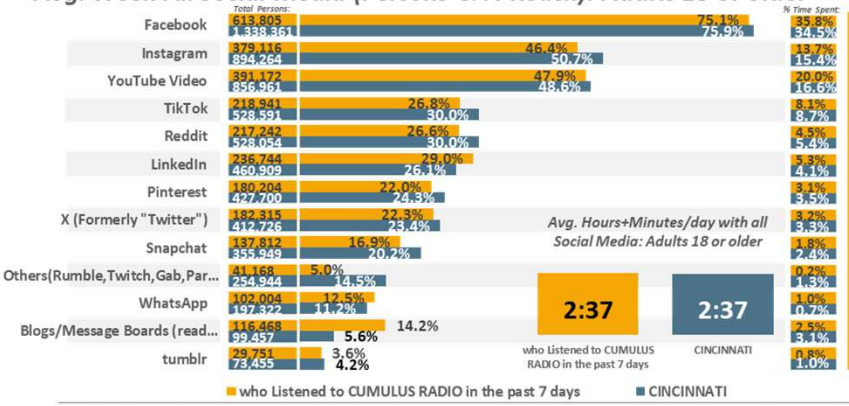
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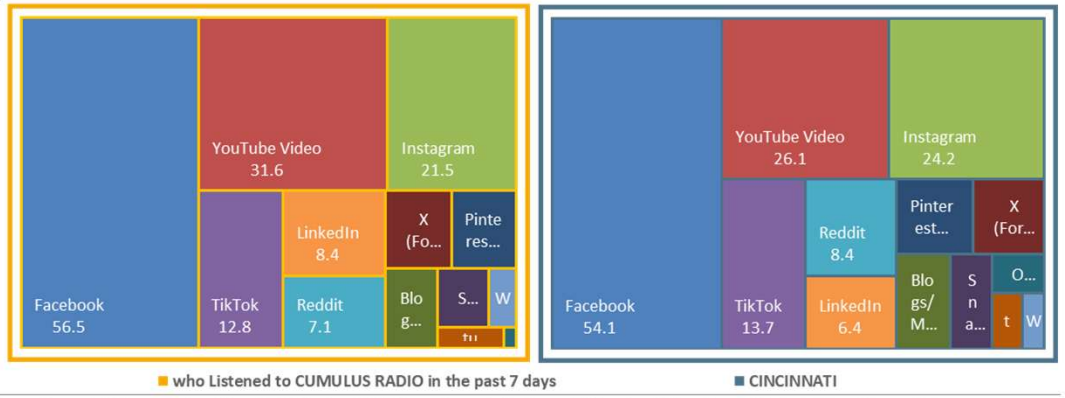
Radio Stations: WRRM-FM

613,805 or 75.1% of Adults 18 or older who Listened to CUMULUS RADIO in the past 7 days use Ad-Supported Facebook for an average of 50.7 minutes every day representing 35.1% of all time spent daily with Ad-Supported Social Media.

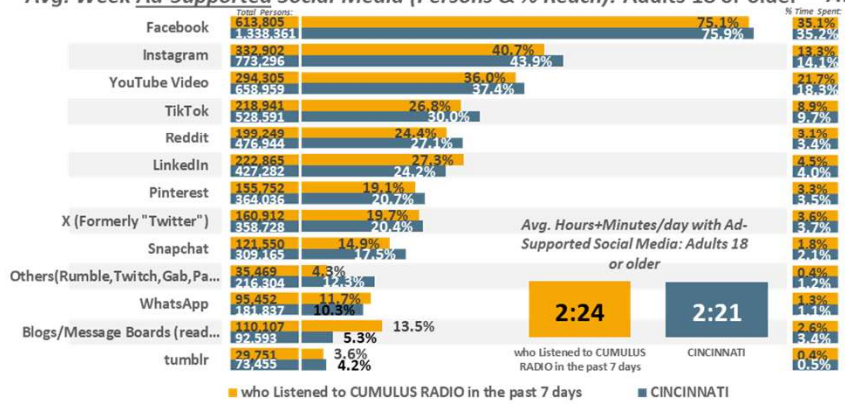
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



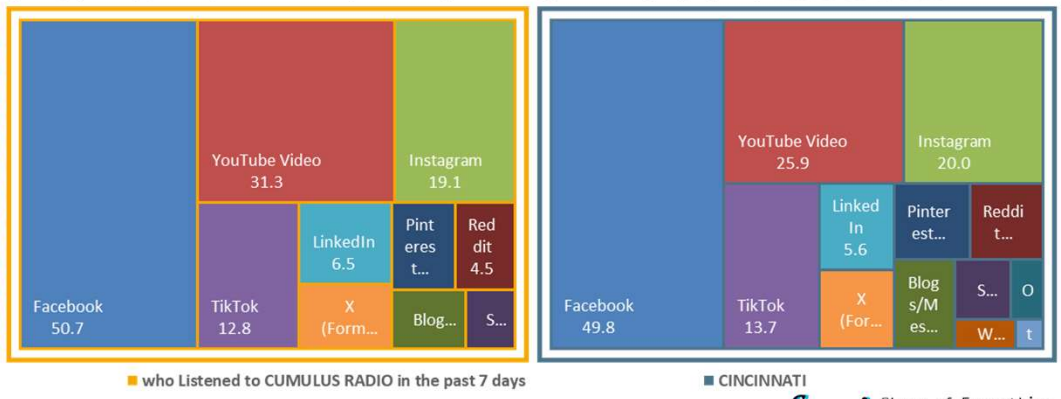
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 2025: Sep24-Jul25 Qual Intab 875

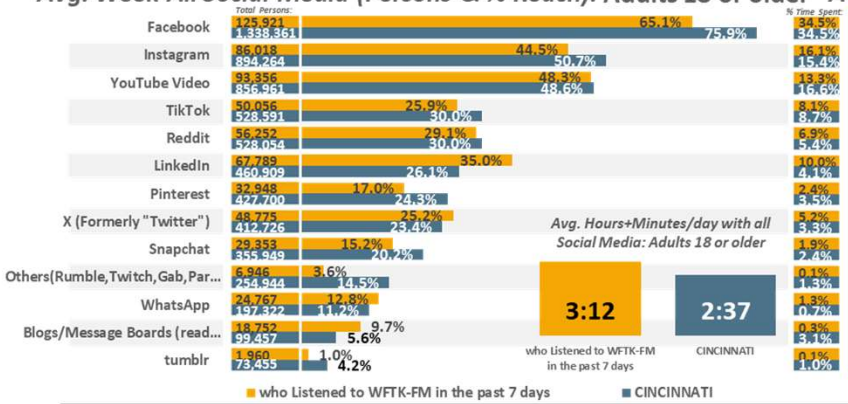
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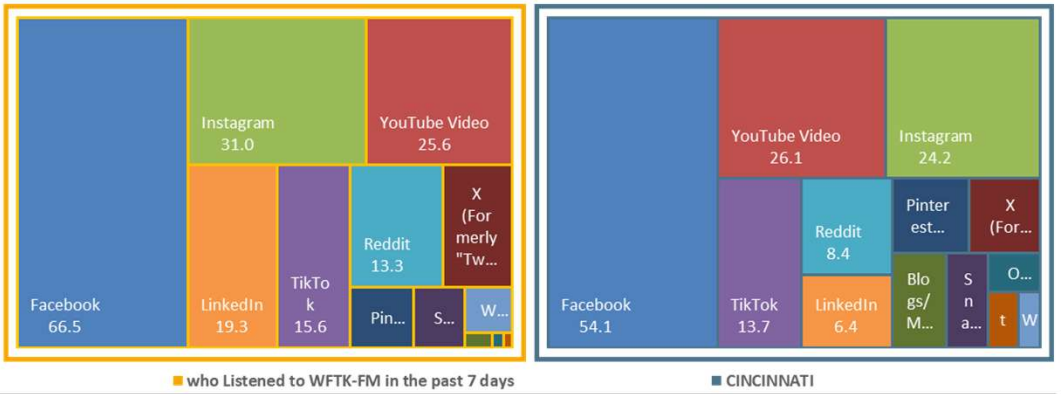
(Radio Stations: WFTK-FM OR Radio Stations: WGRR-FM OR Radio Stations: WNNF-FM OR Radio Stations: WOFX-FM OR Radio Stations: WRRM-FM)

125,921 or 65.1% of Adults 18 or older who Listened to WFTK-FM in the past 7 days use Ad-Supported Facebook for an average of 66.7 minutes every day representing 37.4% of all time spent daily with Ad-Supported Social Media.

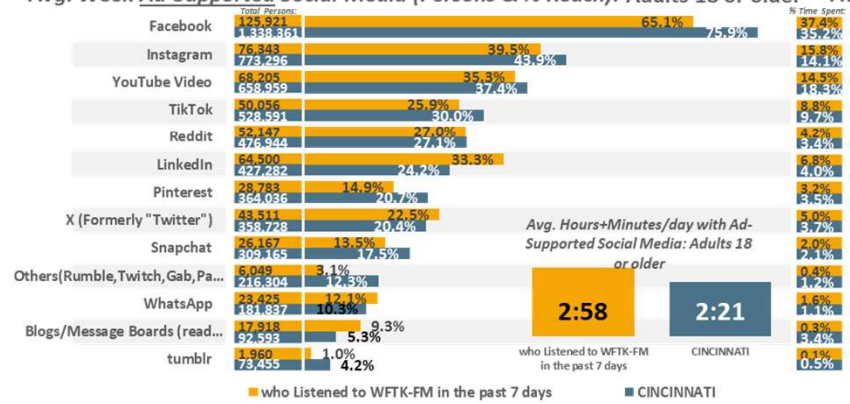
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



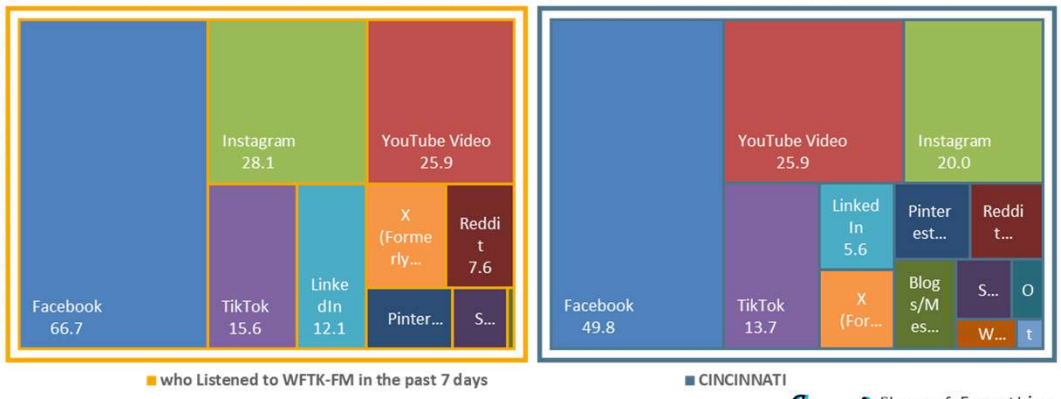
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 2025: Sep24-Jul25 Qual Intab 179

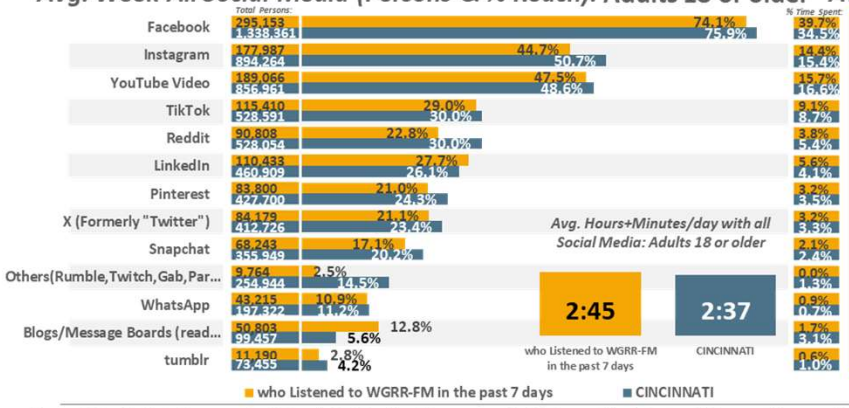
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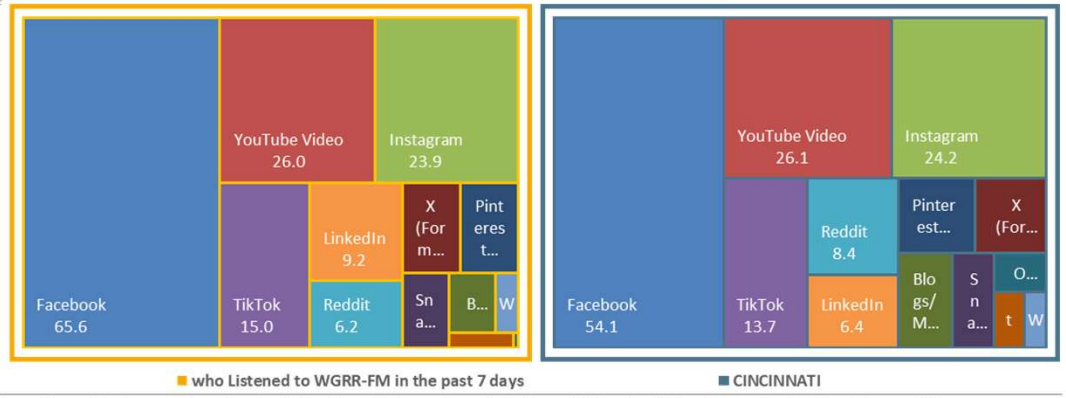
Radio Stations: WFTK-FM

295,153 or 74.1% of Adults 18 or older who Listened to WGRR-FM in the past 7 days use Ad-Supported Facebook for an average of 59. minutes every day representing 38.5% of all time spent daily with Ad-Supported Social Media.

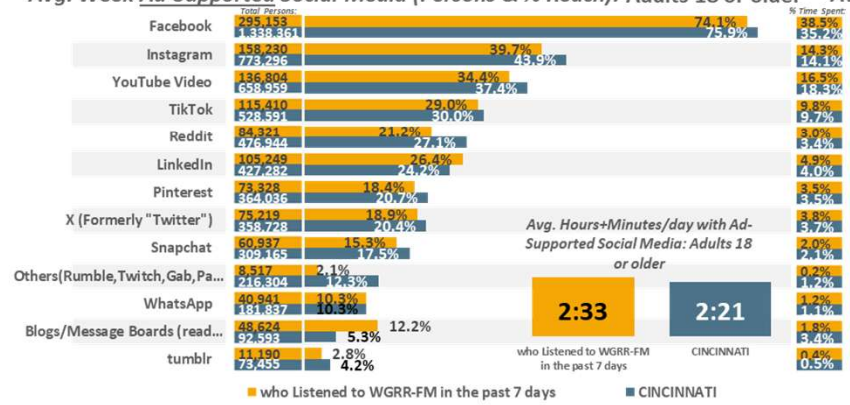
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



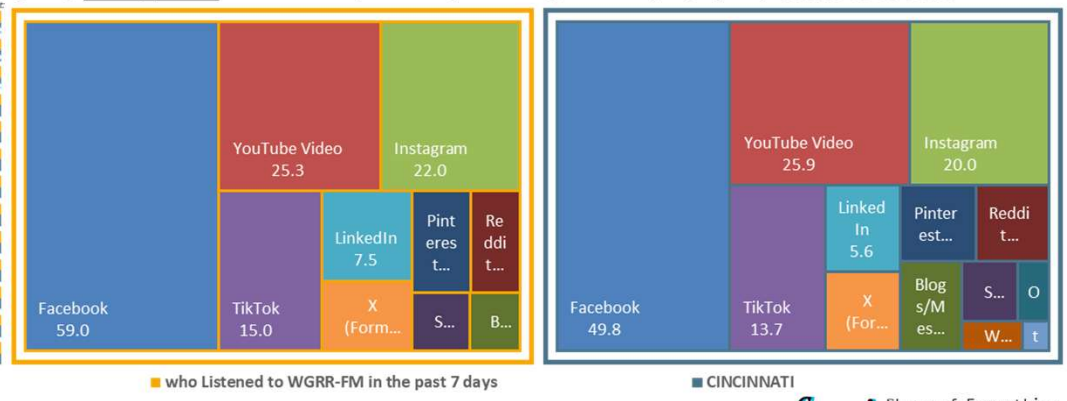
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 2025: Sep24-Jul25 Qual Intab 464

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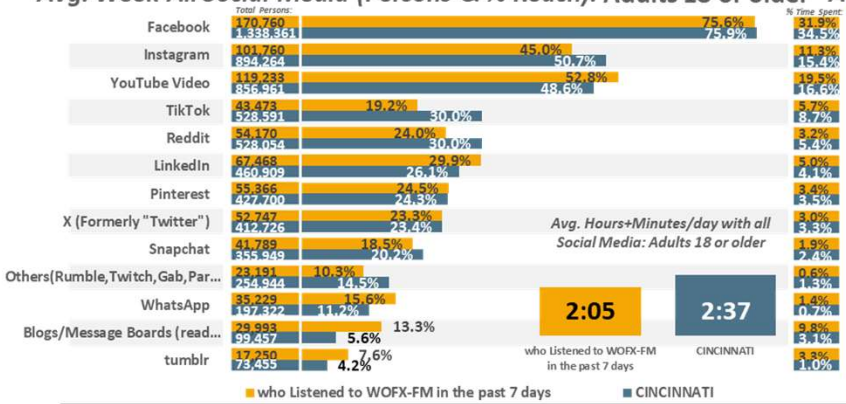
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Radio Stations: WGRR-FM

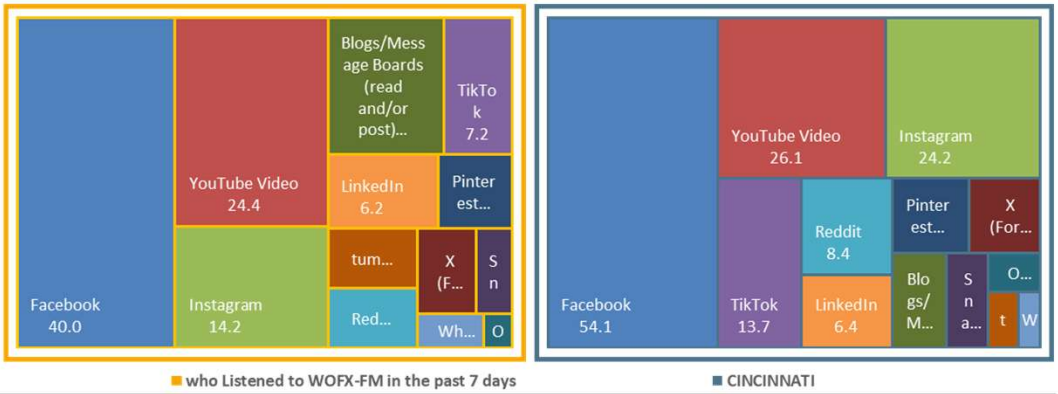


162,901 or 72.1% of Adults 18 or older who Listened to WOFX-FM in the past 7 days use Ad-Supported Facebook for an average of 34.5 minutes every day representing 31.4% of all time spent daily with Ad-Supported Social Media.

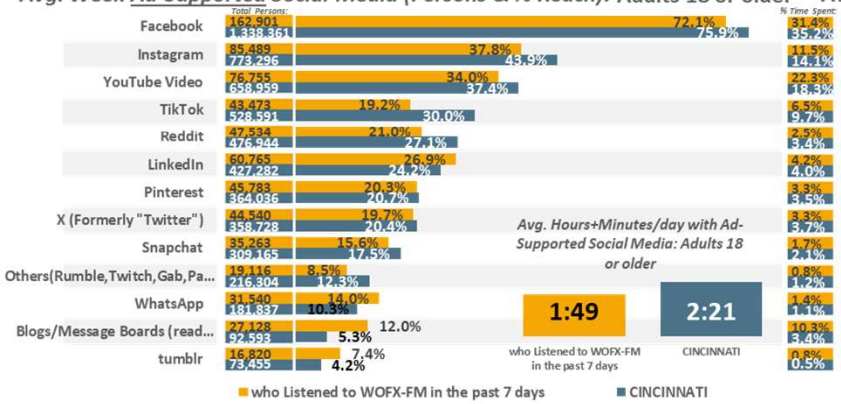
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



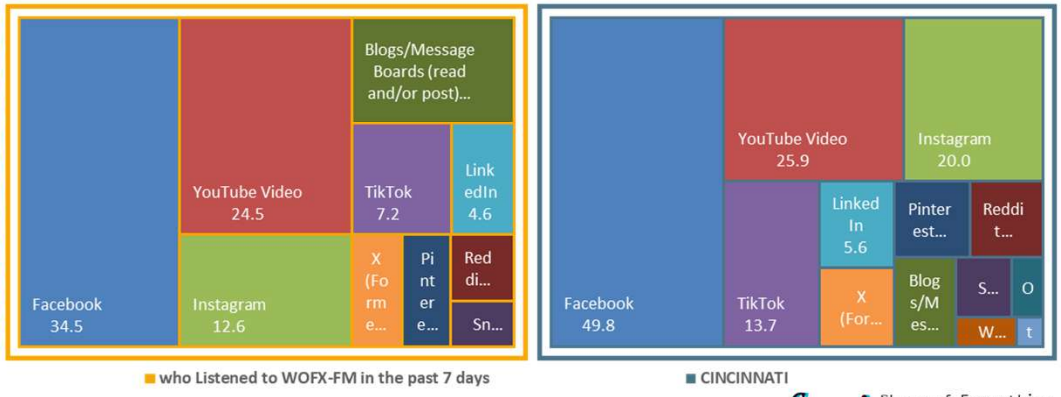
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 2025: Sep24-Jul25 Qual Intab 247

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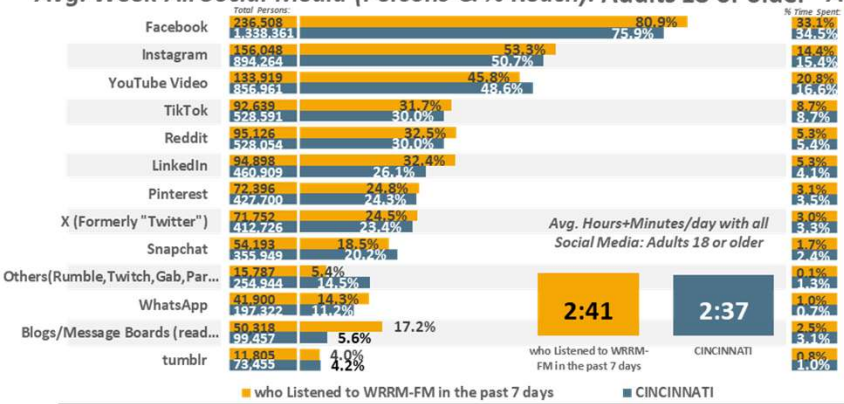
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Radio Stations: WOFX-FM

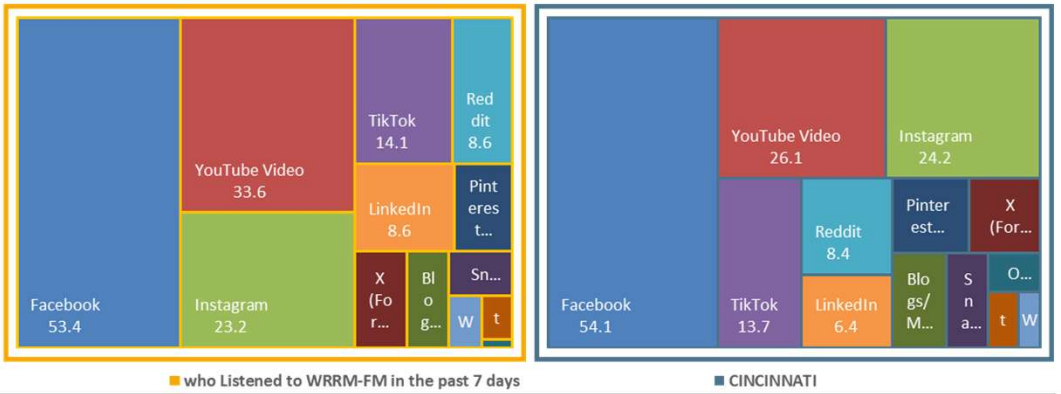
Warm98.5
80s. 90s. Now.

221,835 or 75.8% of Adults 18 or older who Listened to WRRM-FM in the past 7 days use Ad-Supported Facebook for an average of 46. minutes every day representing 32.5% of all time spent daily with Ad-Supported Social Media.

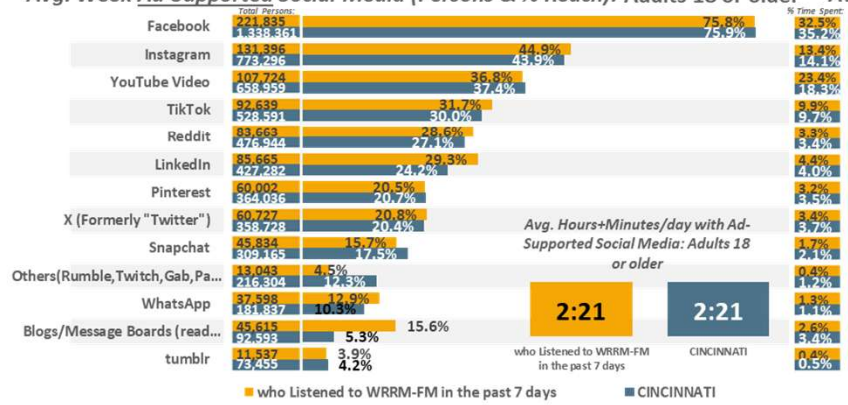
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



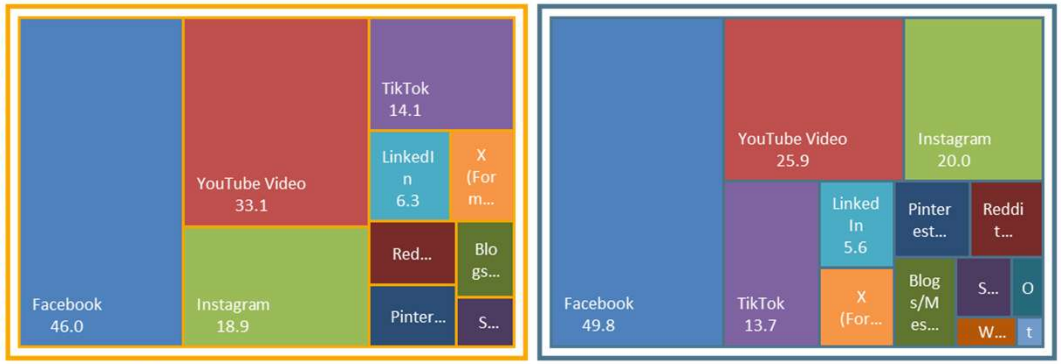
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



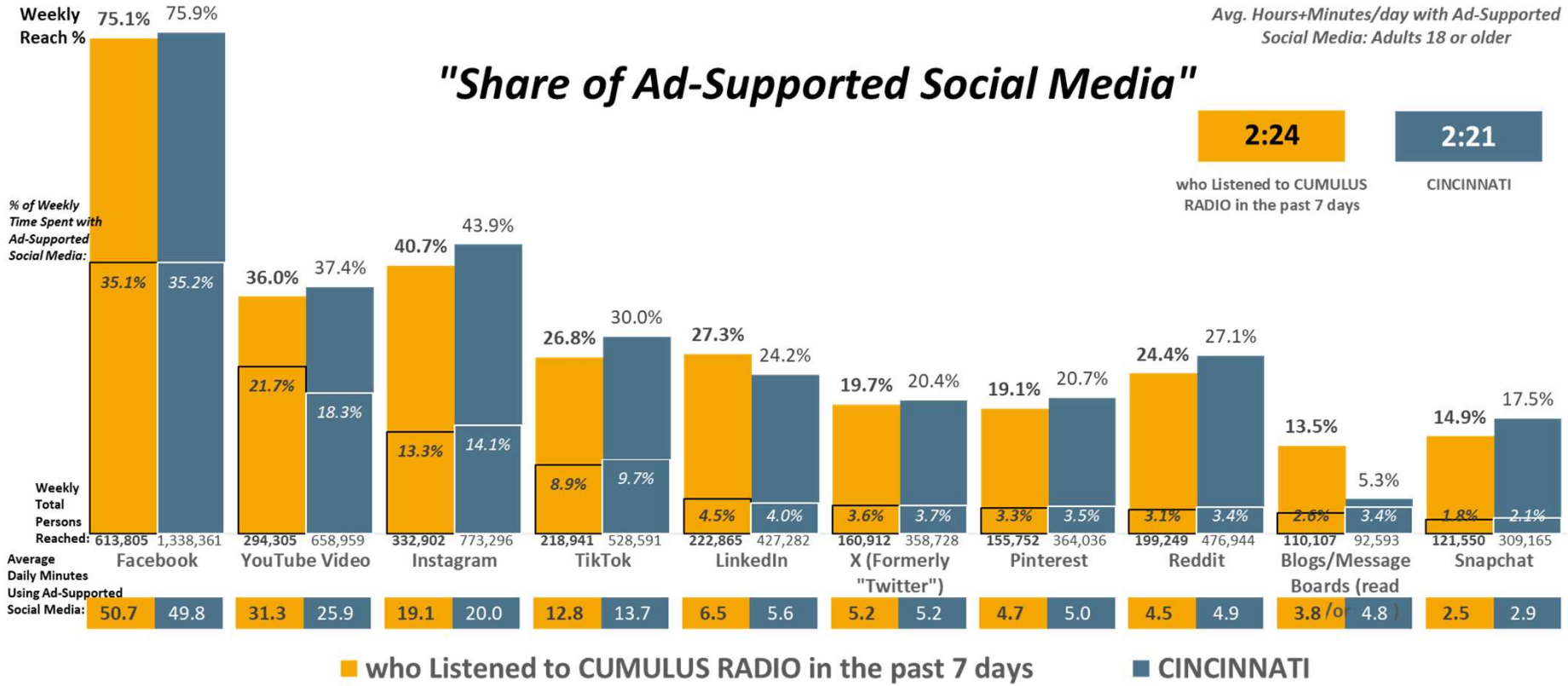
CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 306

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Radio Stations: WRRM-FM

613,805 or 75.1% of Adults 18 or older who Listened to CUMULUS RADIO in the past 7 days use Ad-Supported Facebook for an average of 50.7 minutes every day representing 35.1% of all time spent daily with Ad-Supported Social Media.



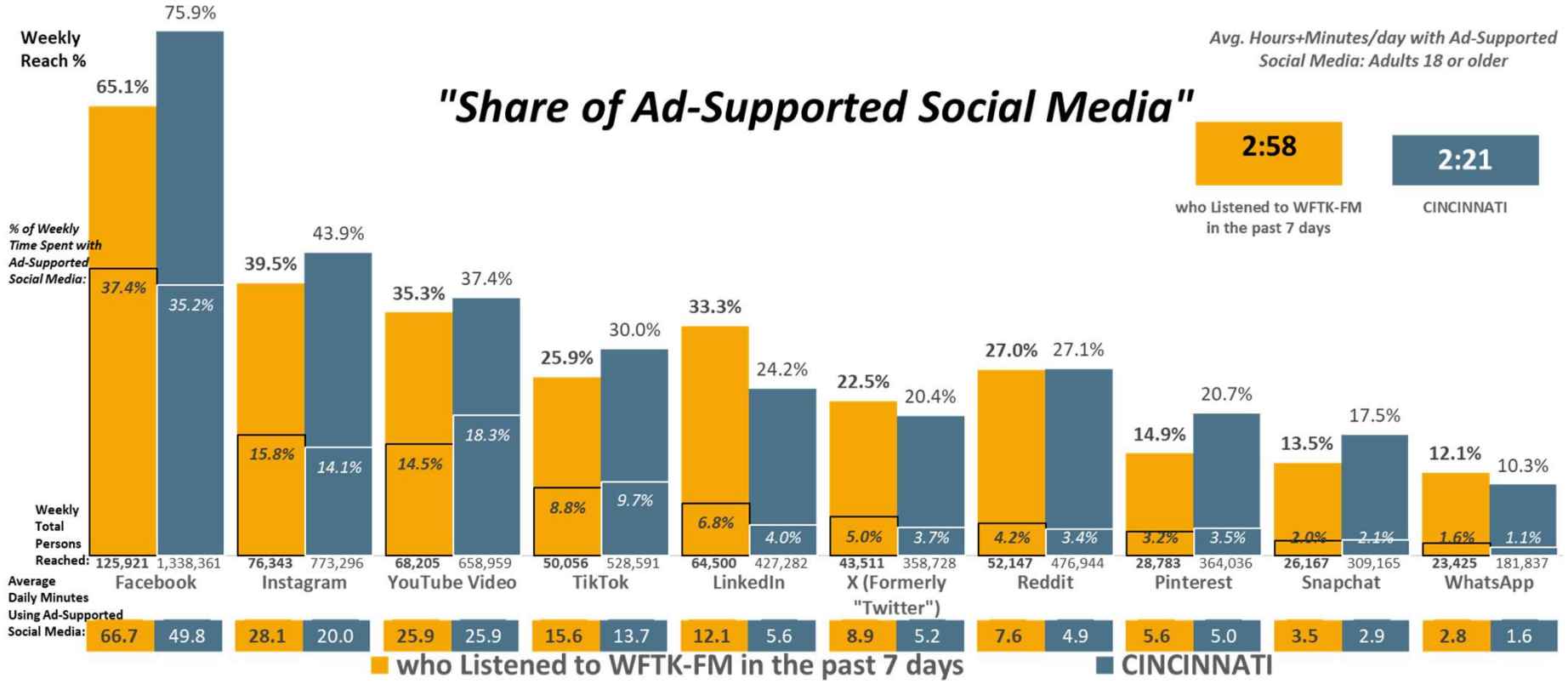
CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 875 CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 1,839

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(Radio Stations: WFTK-FM OR Radio Stations: WGRR-FM OR Radio Stations: WNNF-FM OR Radio Stations: WOFX-FM OR Radio Stations: WRRM-FM)

125,921 or 65.1% of Adults 18 or older who Listened to WFTK-FM in the past 7 days use Ad-Supported Facebook for an average of 66.7 minutes every day representing 37.4% of all time spent daily with Ad-Supported Social Media.



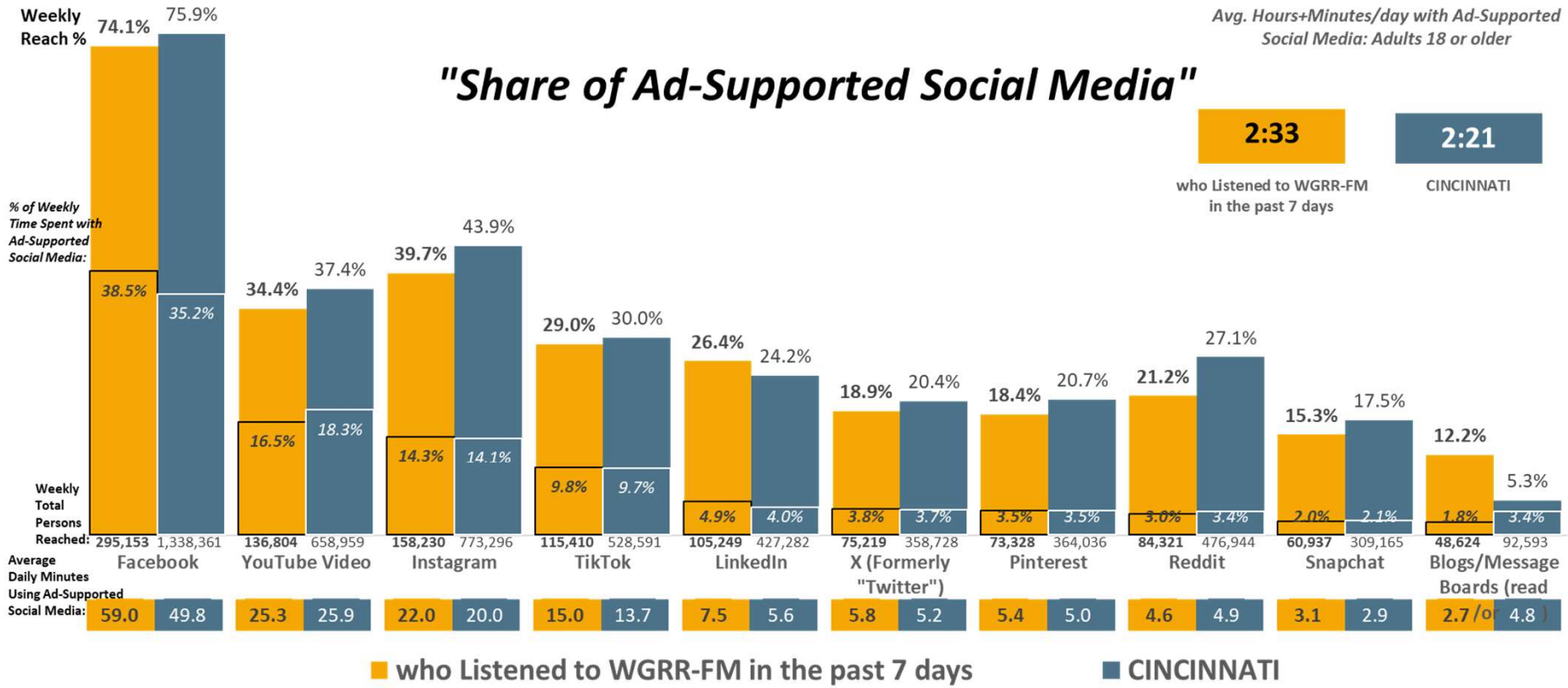
CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 179 CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 1,839

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Radio Stations: WFTK-FM

295,153 or 74.1% of Adults 18 or older who Listened to WGRR-FM in the past 7 days use Ad-Supported Facebook for an average of 59. minutes every day representing 38.5% of all time spent daily with Ad-Supported Social Media.



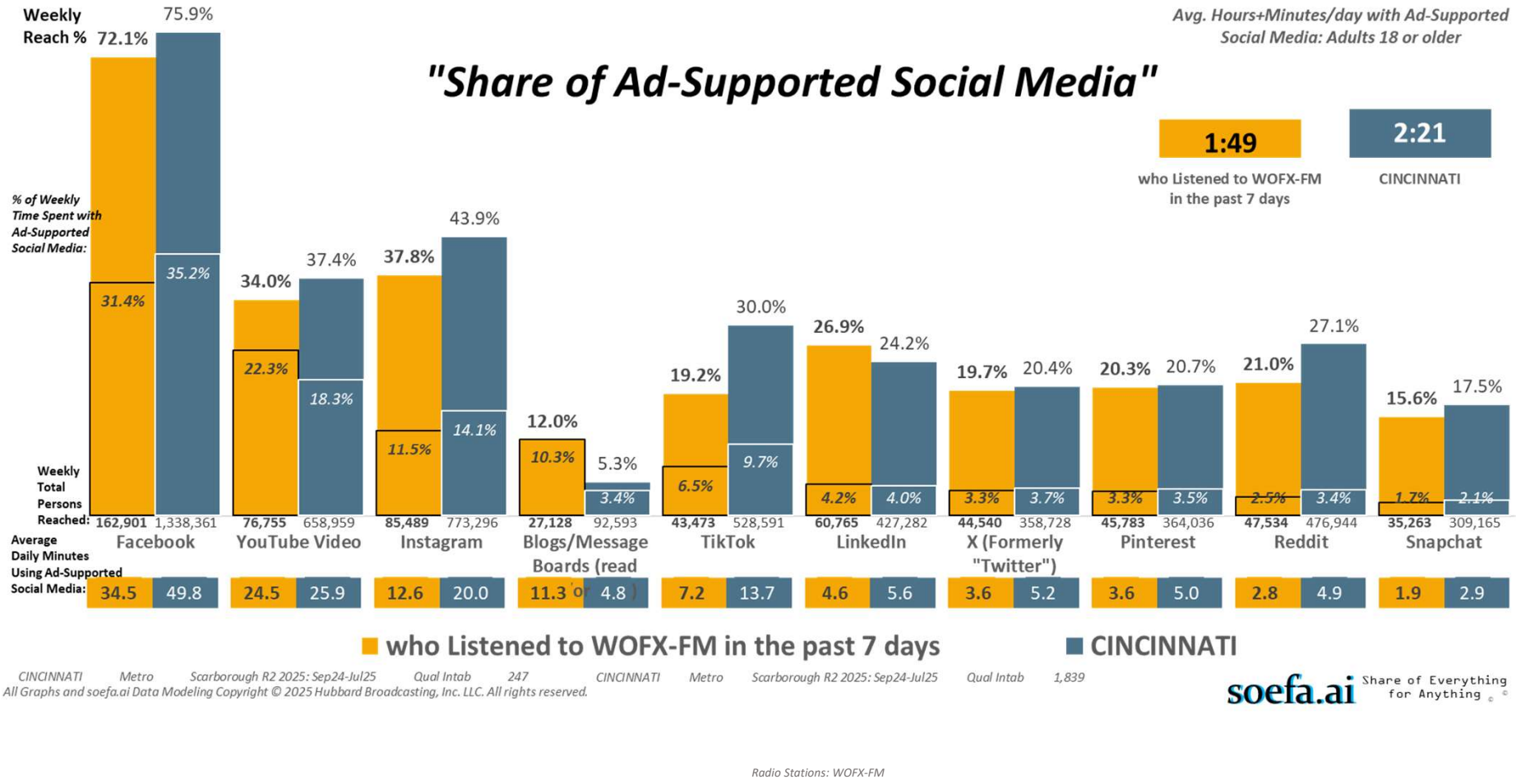
CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 464 CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 1,839

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Radio Stations: WGRR-FM

162,901 or 72.1% of Adults 18 or older who Listened to WOFX-FM in the past 7 days use Ad-Supported Facebook for an average of 34.5 minutes every day representing 31.4% of all time spent daily with Ad-Supported Social Media.



CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 247 CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 1,839

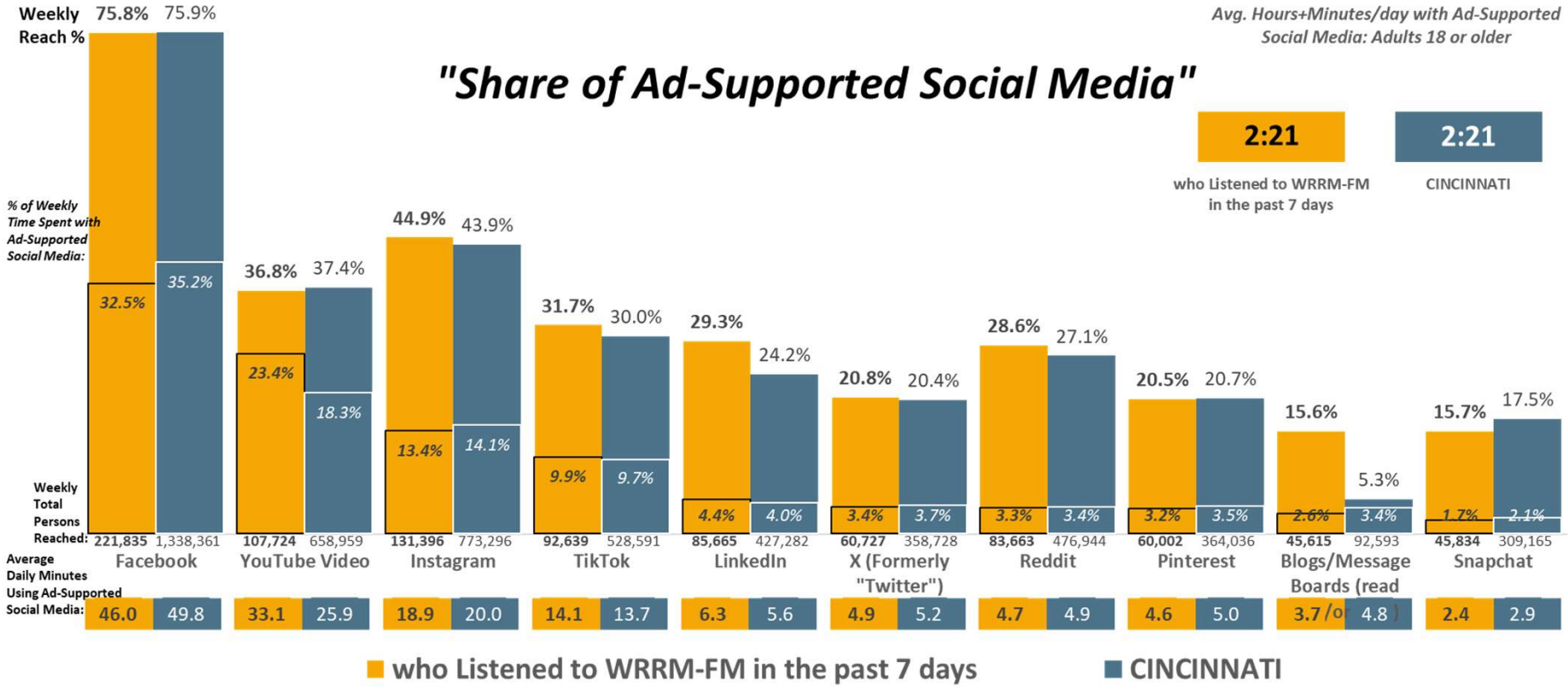
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Radio Stations: WOFX-FM

Warm98.5
80s. 90s. Now.

221,835 or 75.8% of Adults 18 or older who Listened to WRRM-FM in the past 7 days use Ad-Supported Facebook for an average of 46. minutes every day representing 32.5% of all time spent daily with Ad-Supported Social Media.



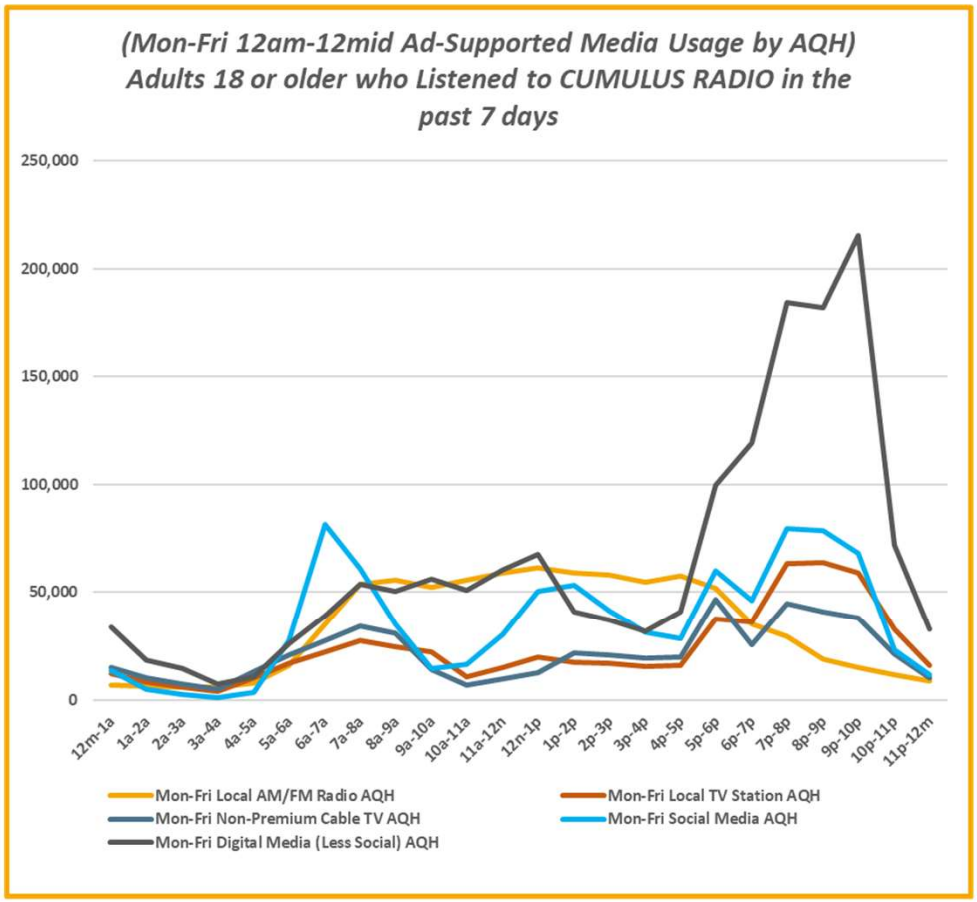
CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 306 CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 1,839

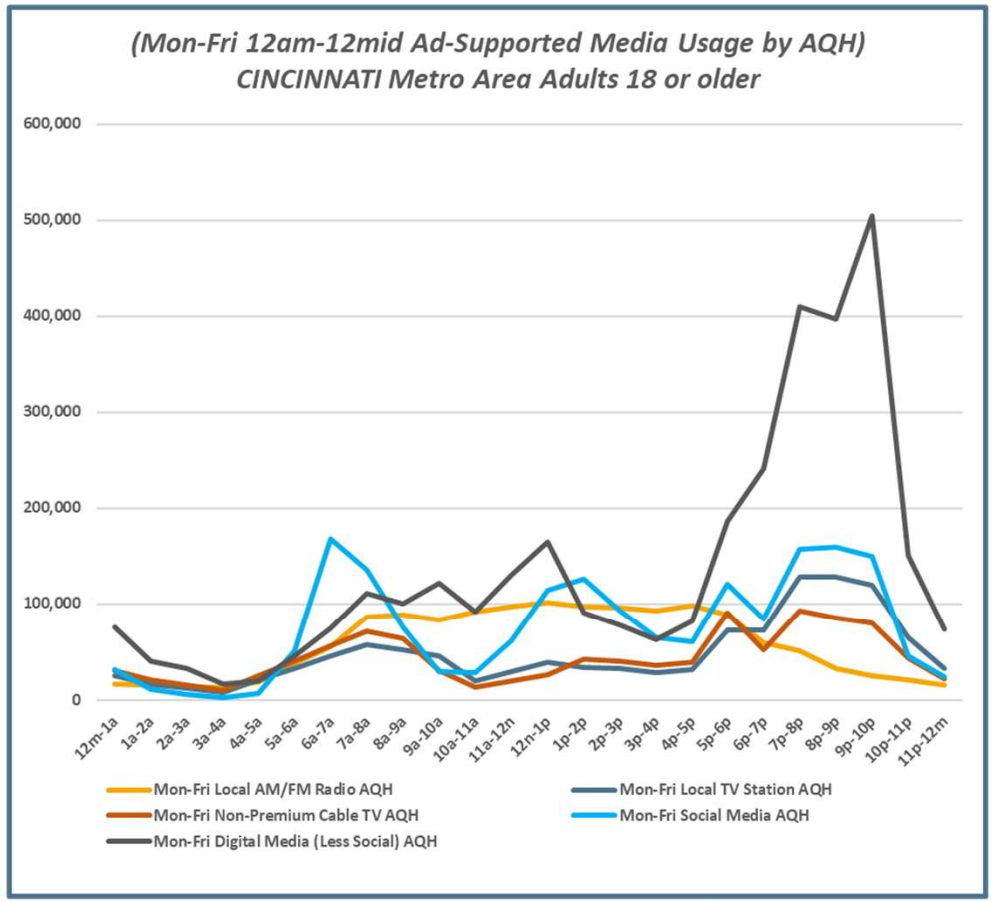
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Radio Stations: WRRM-FM

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 57,324; Local Radio: 52,821; Social Media: 42,148; Non-Prem. Cable: 22,097; Local TV: 21,445 reaching Adults 18 or older who Listened to CUMULUS RADIO in the past 7 days.





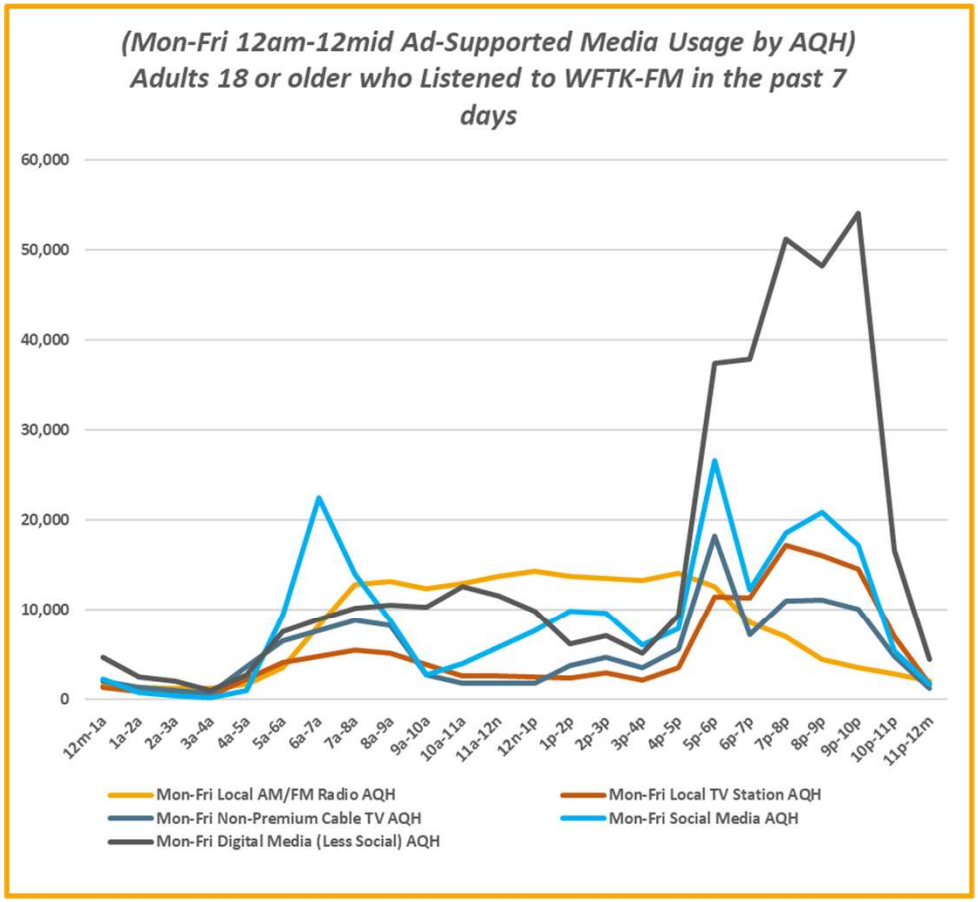
CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 875

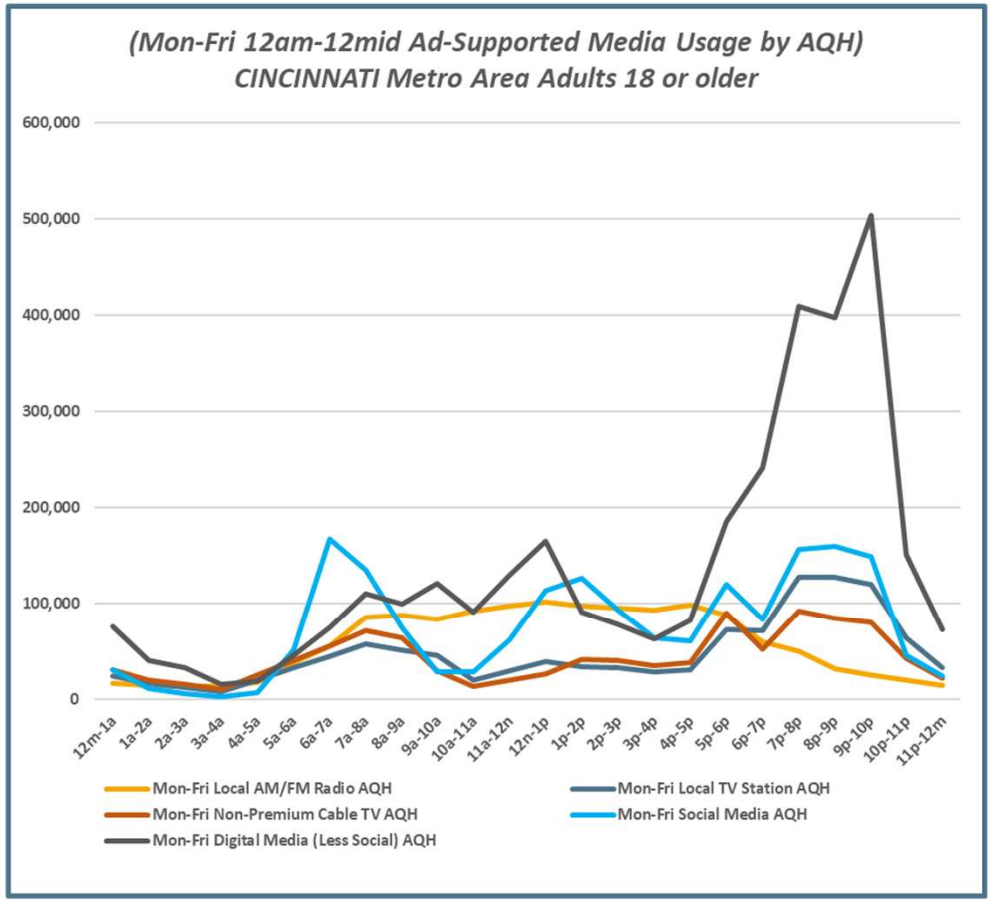
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(Radio Stations: WFTK-FM OR Radio Stations: WGRR-FM OR Radio Stations: WNNF-FM OR Radio Stations: WOFX-FM OR Radio Stations: WRRM-FM)

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 13,604; Local Radio: 12,553; Social Media: 10,578; Non-Prem. Cable: 5,795; Local TV: 4,645 reaching Adults 18 or older who Listened to WFTK-FM in the past 7 days.





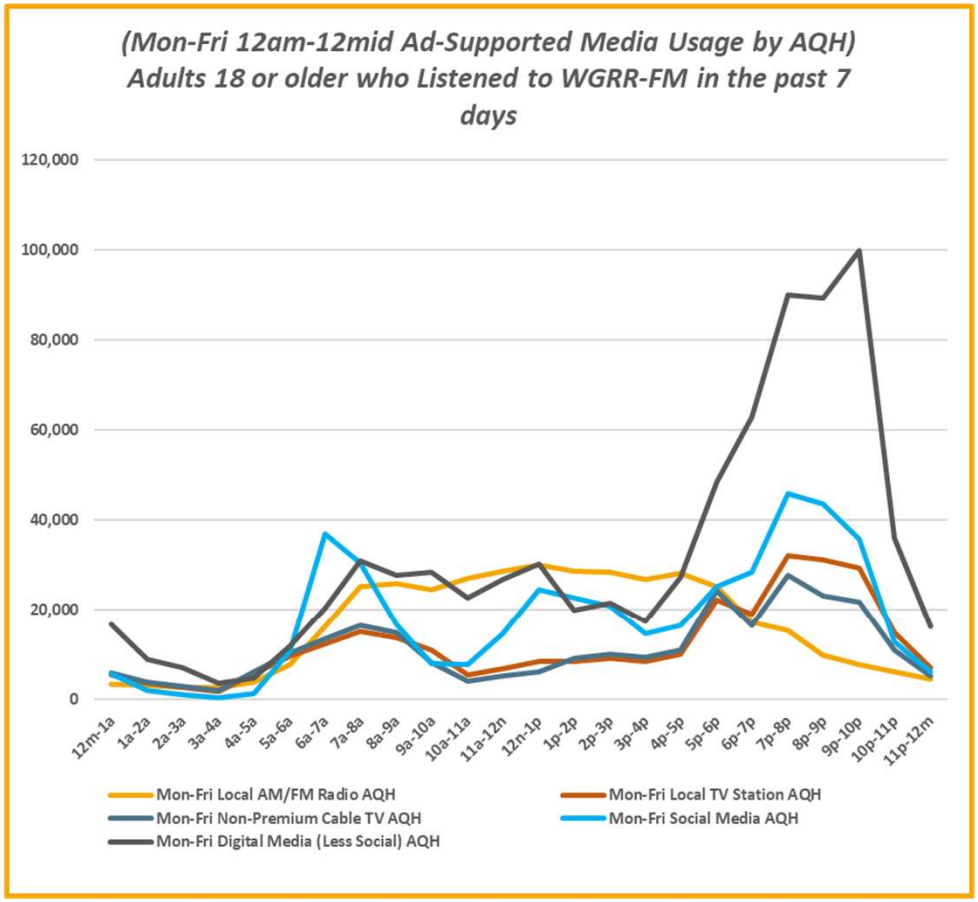
CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 179

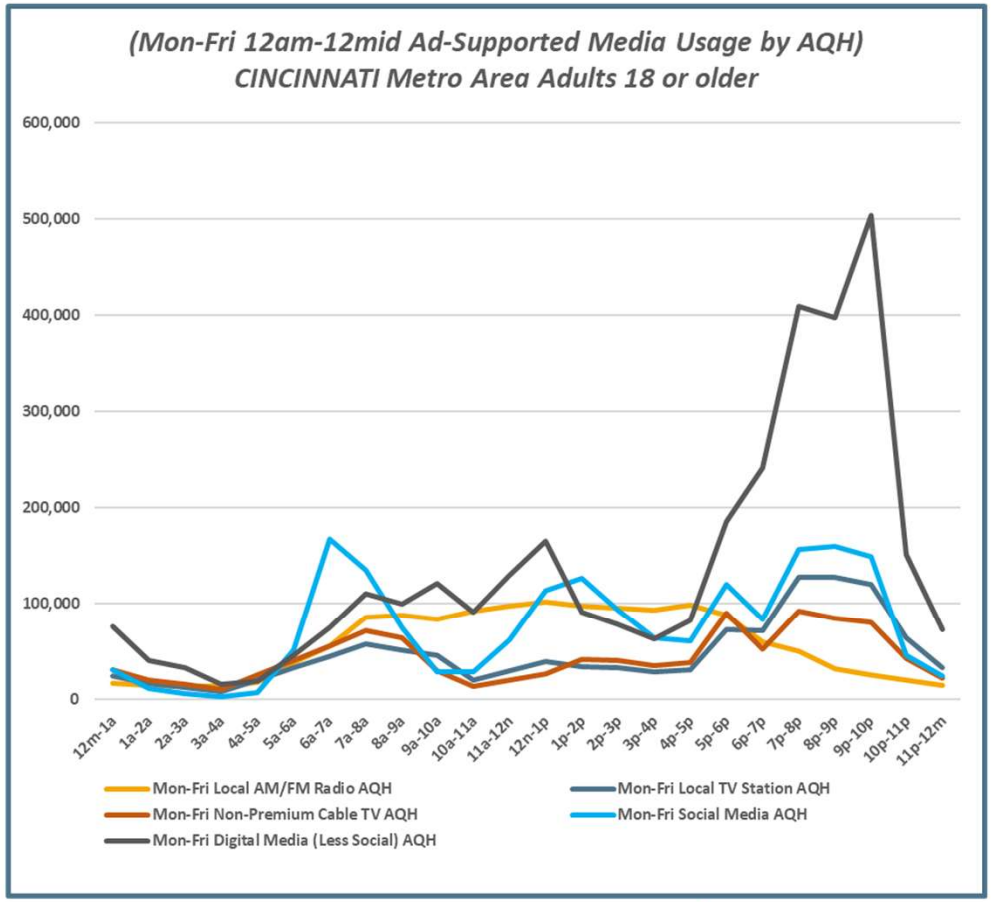
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Radio Stations: WFTK-FM

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 29,531; Local Radio: 25,507; Social Media: 20,555; Local TV: 11,493; Non-Prem. Cable: 11,385 reaching Adults 18 or older who Listened to WGRR-FM in the past 7 days.





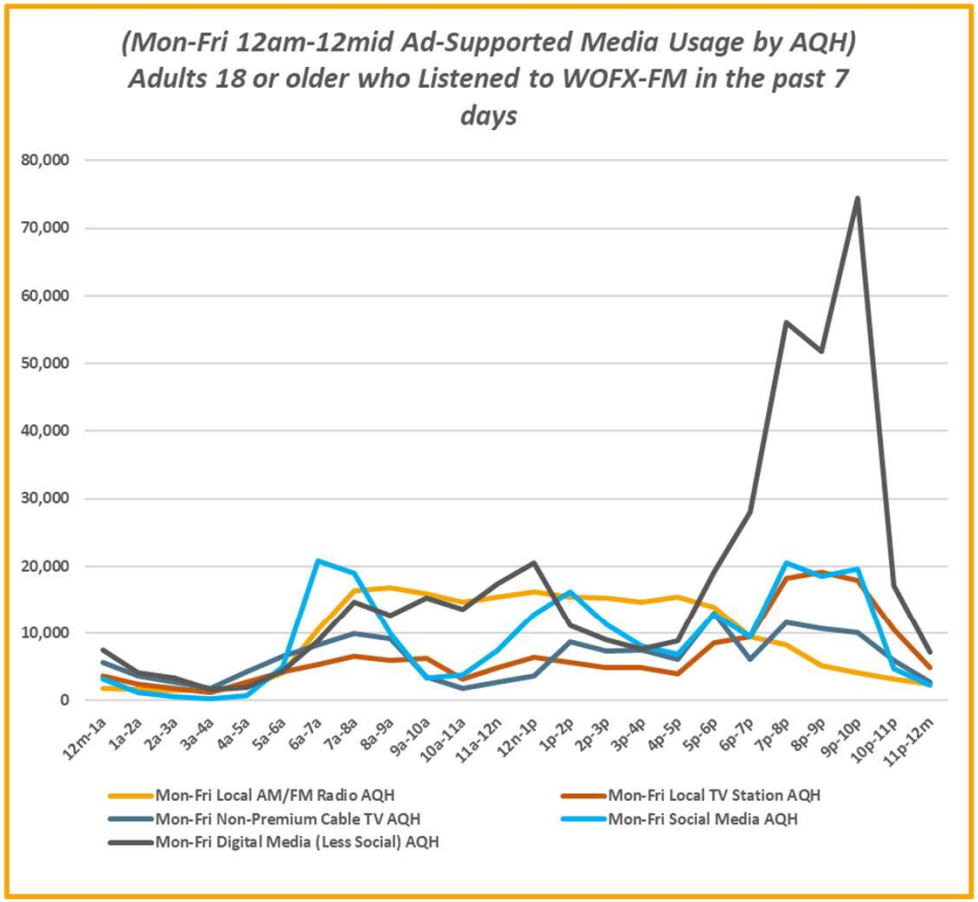
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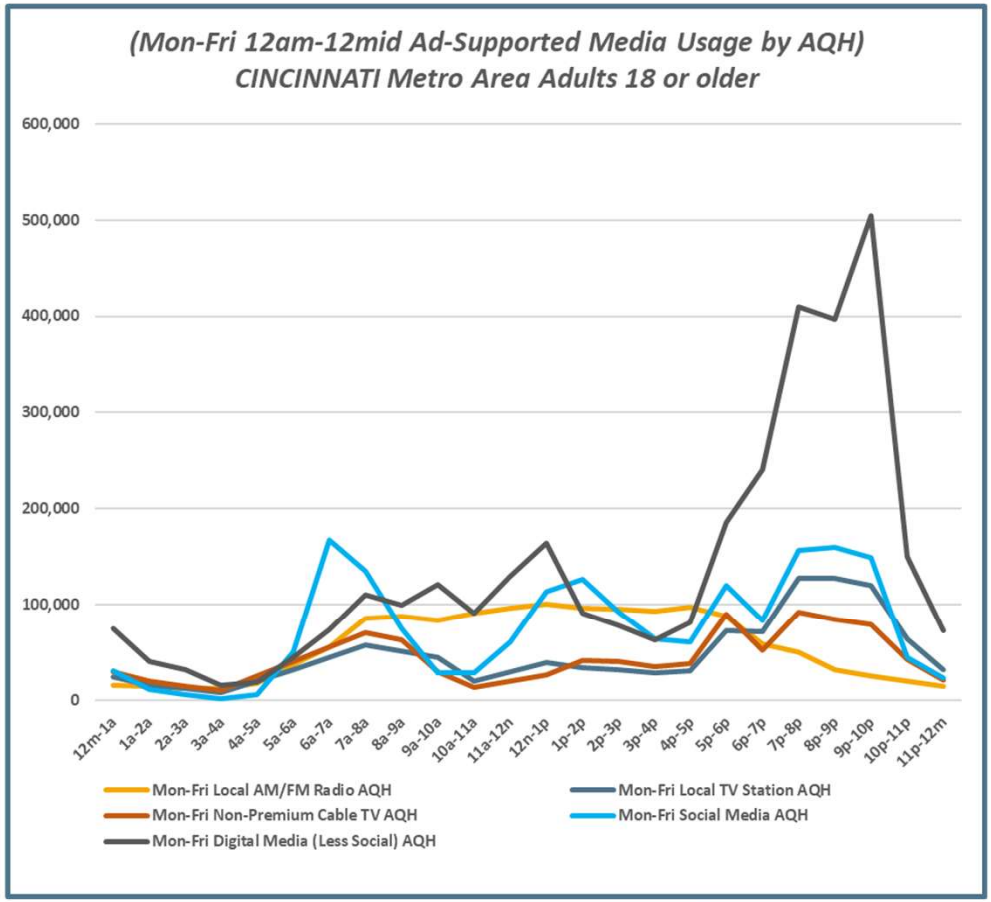
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Radio Stations: WGRR-FM

M-F 6a-7p Avg. Available Impressions per 15-min. are... Local Radio: 14,645; All Other Digital Media: 14,353; Social Media: 10,911; Non-Prem. Cable: 6,727; Local TV: 5,831 reaching Adults 18 or older who Listened to WOFX-FM in the past 7 days.





CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 247

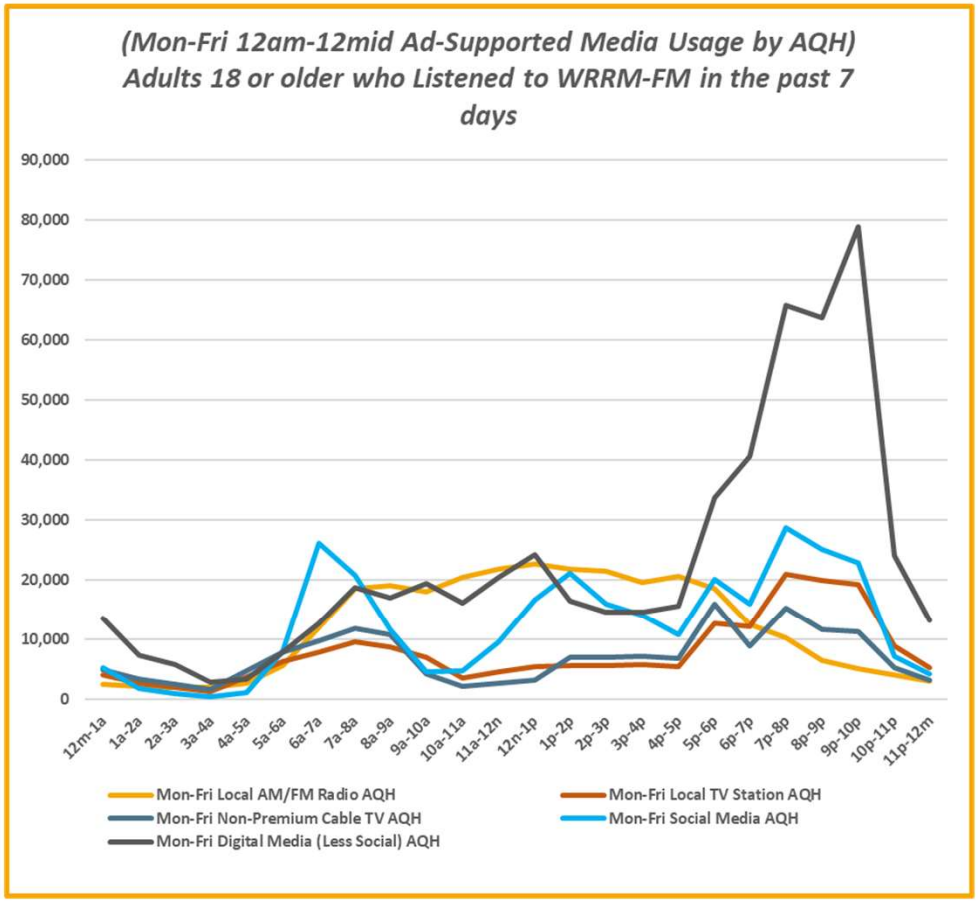
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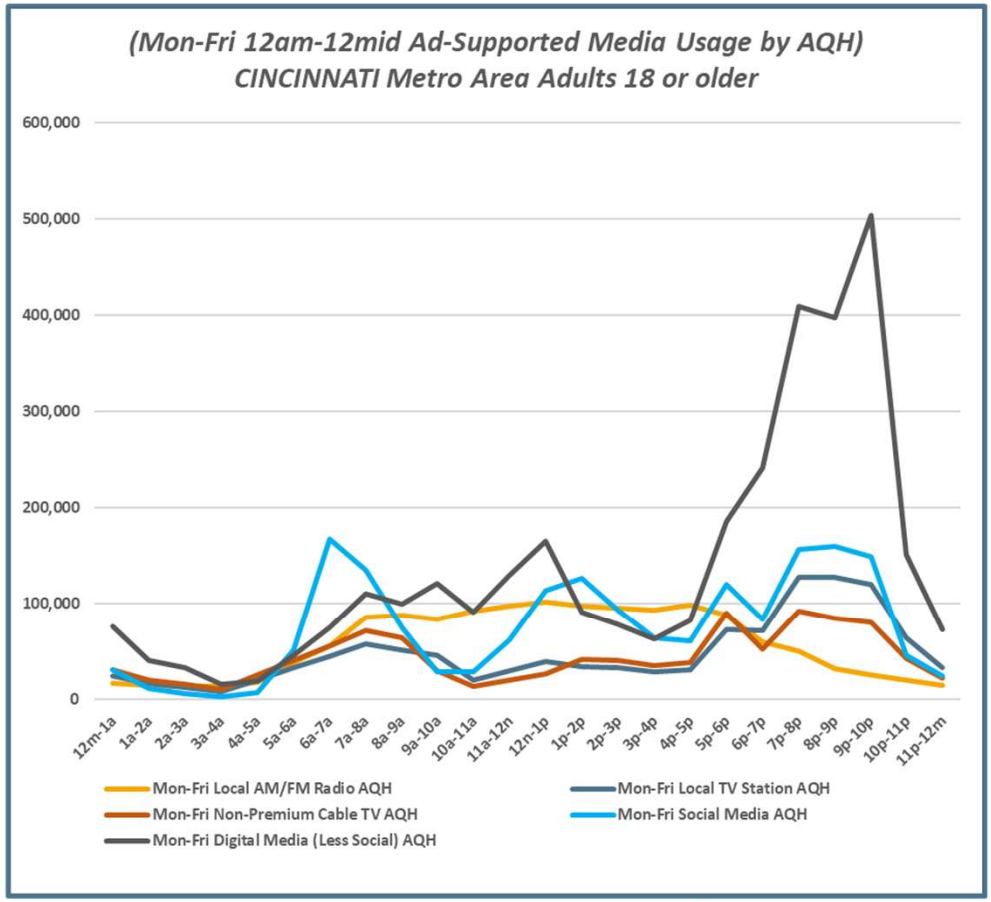
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Radio Stations: WOFX-FM

Warm98.5
80s. 90s. Now.

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 20,324; Local Radio: 18,990; Social Media: 14,757; Non-Prem. Cable: 7,481; Local TV: 7,218 reaching Adults 18 or older who Listened to WRRM-FM in the past 7 days.





CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 306

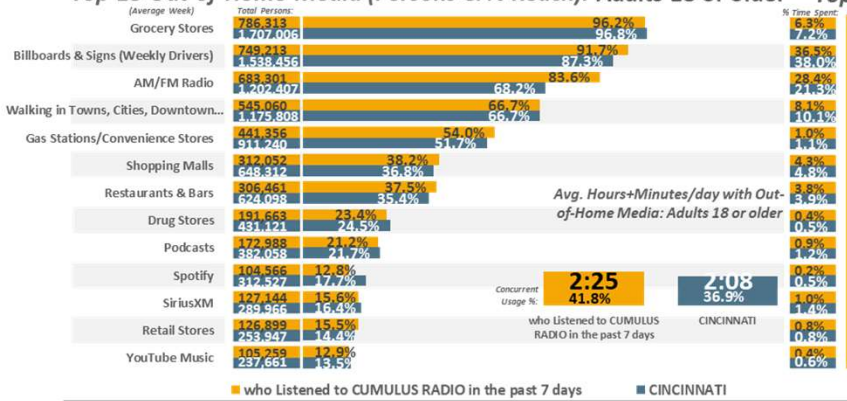
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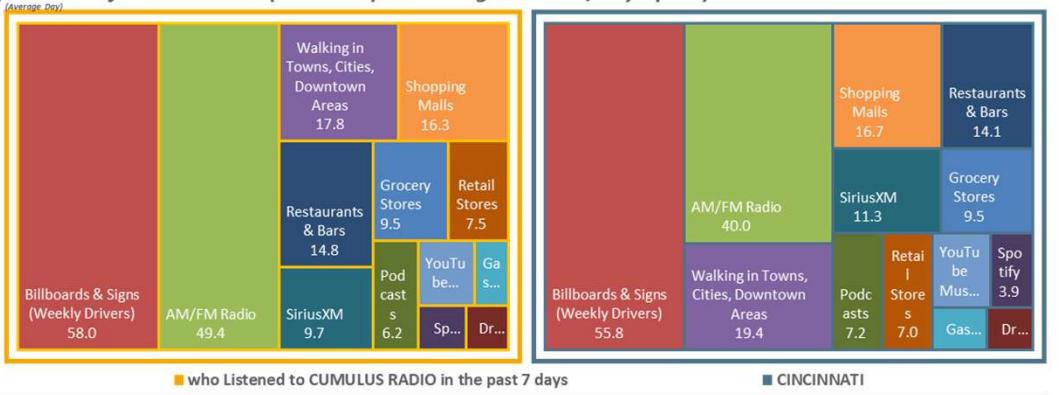
Radio Stations: WRRM-FM

749,213 or 91.7% of Adults 18 or older who Listened to CUMULUS RADIO in the past 7 days spend an average of 58. minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 45.9 minutes/day.

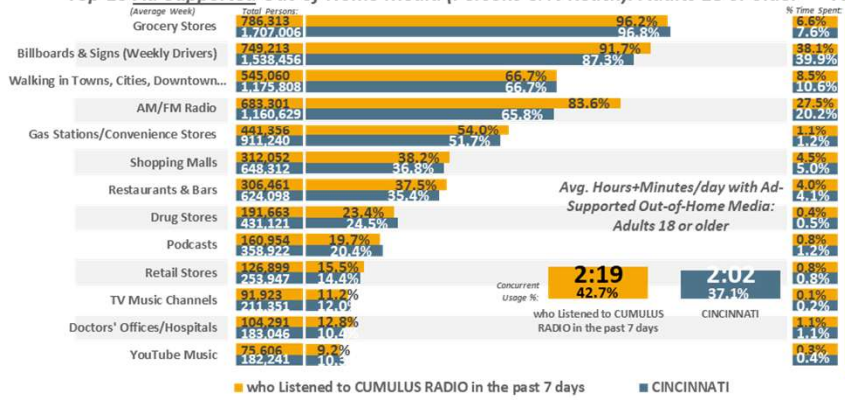
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



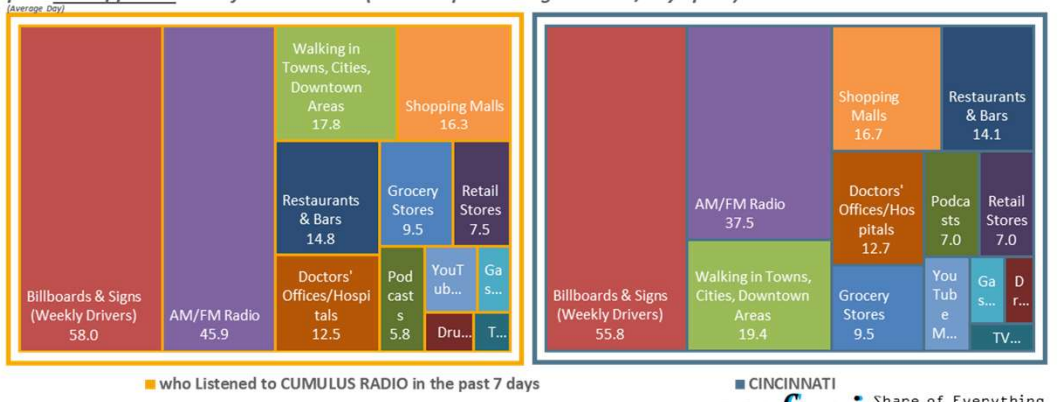
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 2025: Sep24-Jul25 Qual Intab 875

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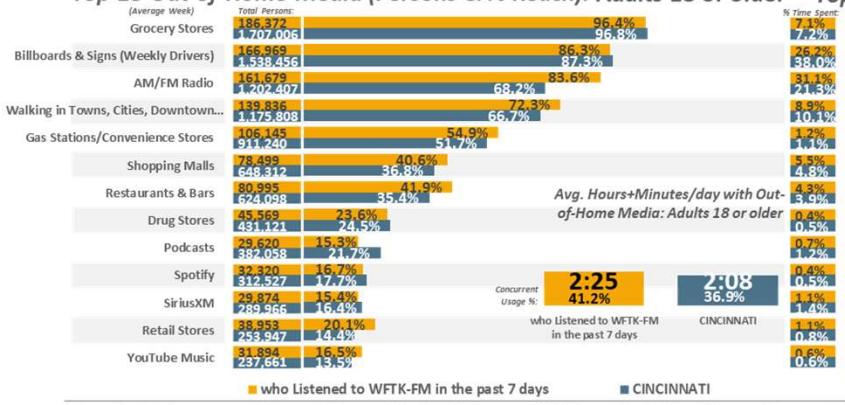
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(Radio Stations: WFTK-FM OR Radio Stations: WGRR-FM OR Radio Stations: WNNF-FM OR Radio Stations: WOFX-FM OR Radio Stations: WRRM-FM)

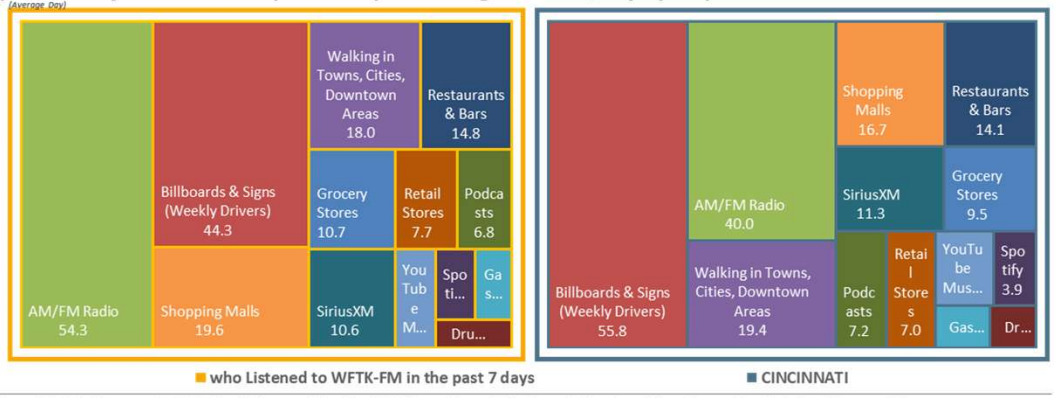
96 ROCK
CINCINNATI'S PURE ROCK

166,969 or 86.3% of Adults 18 or older who Listened to WFTK-FM in the past 7 days spend an average of 44.3 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 50.7 minutes/day.

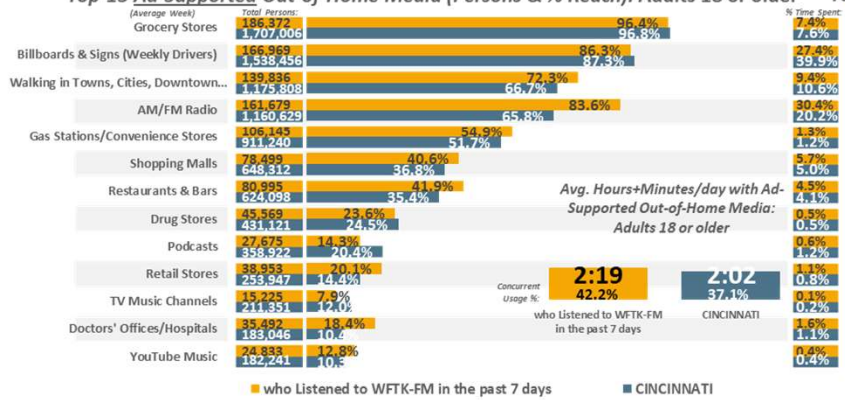
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



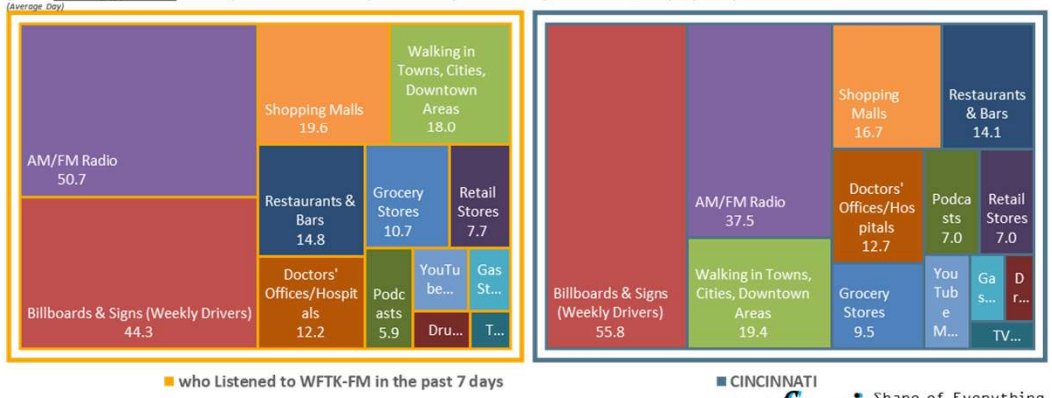
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 2025: Sep24-Jul25 Qual Intab 179

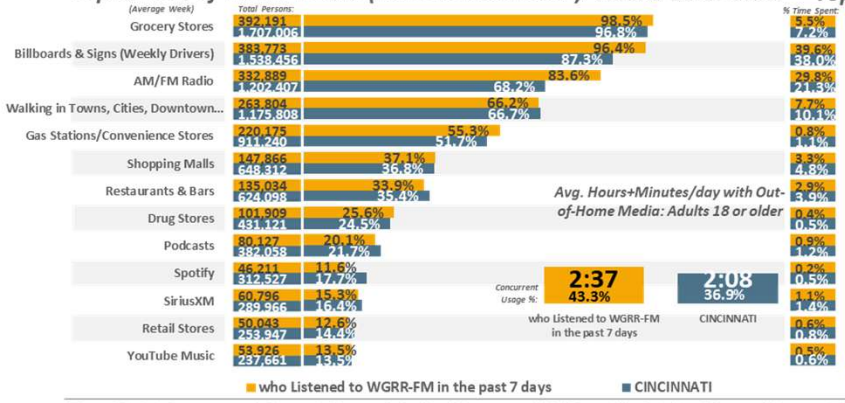
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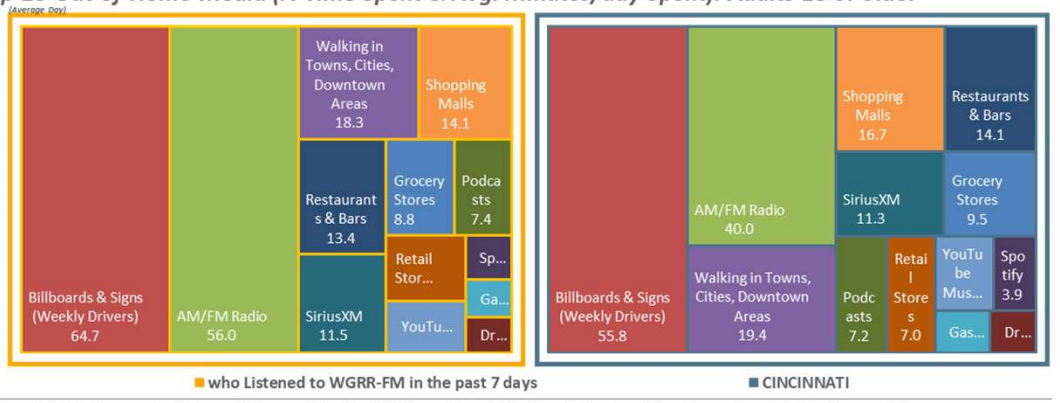
Radio Stations: WFTK-FM

383,773 or 96.4% of Adults 18 or older who Listened to WGRR-FM in the past 7 days spend an average of 64.7 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 51.4 minutes/day.

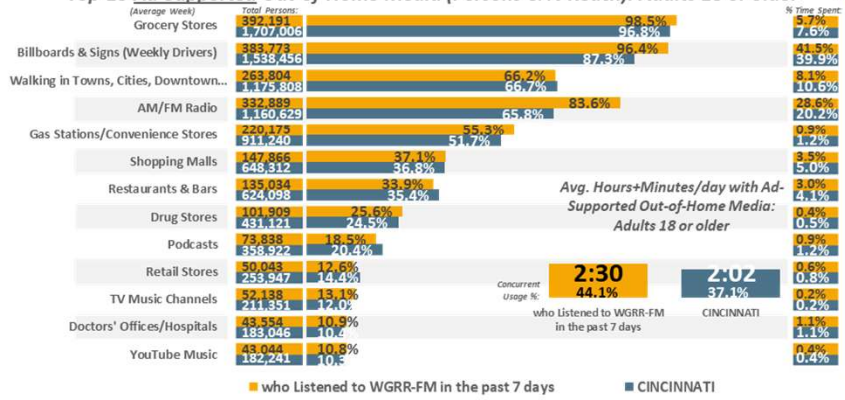
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



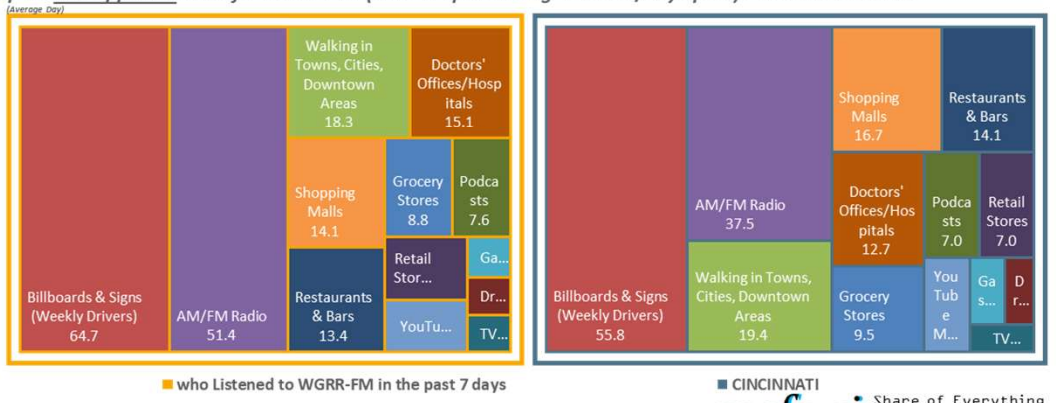
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 2025: Sep24-Jul25 Qual Intab 464

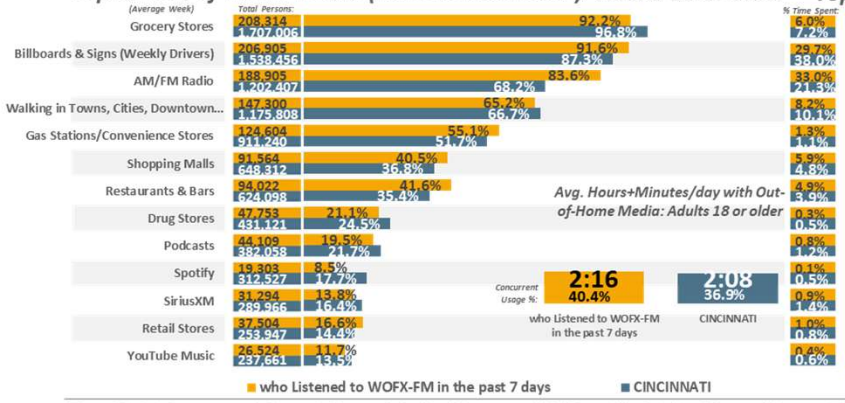
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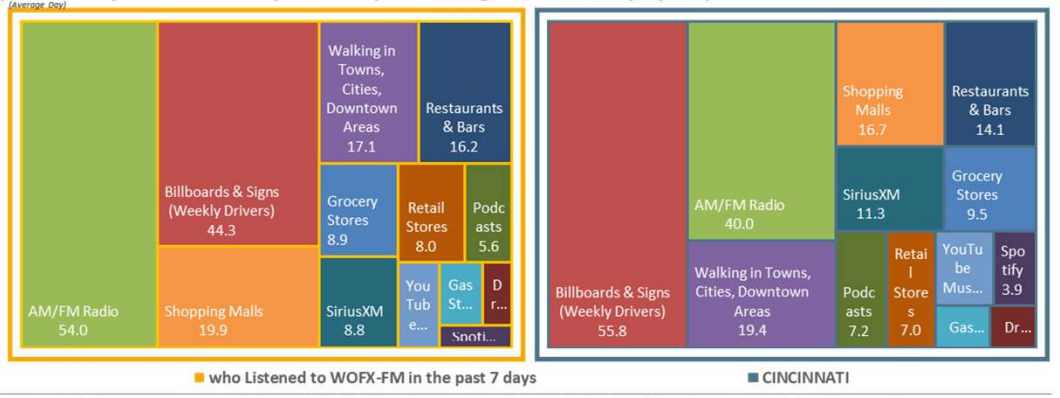
Radio Stations: WGRR-FM

206,905 or 91.6% of Adults 18 or older who Listened to WOFX-FM in the past 7 days spend an average of 44.3 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 51.7 minutes/day.

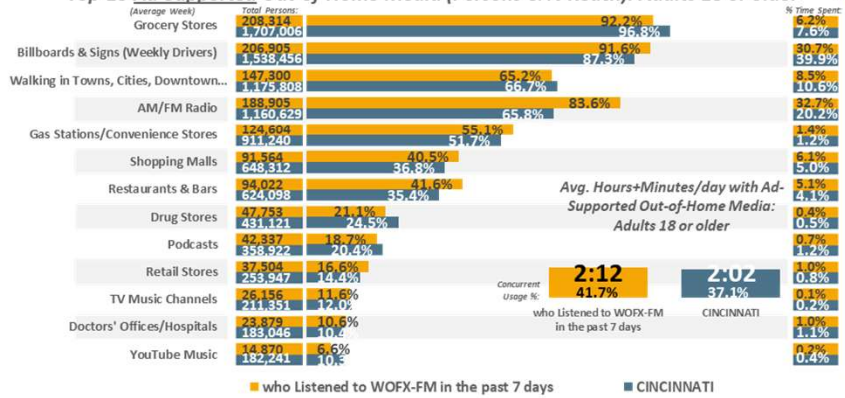
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



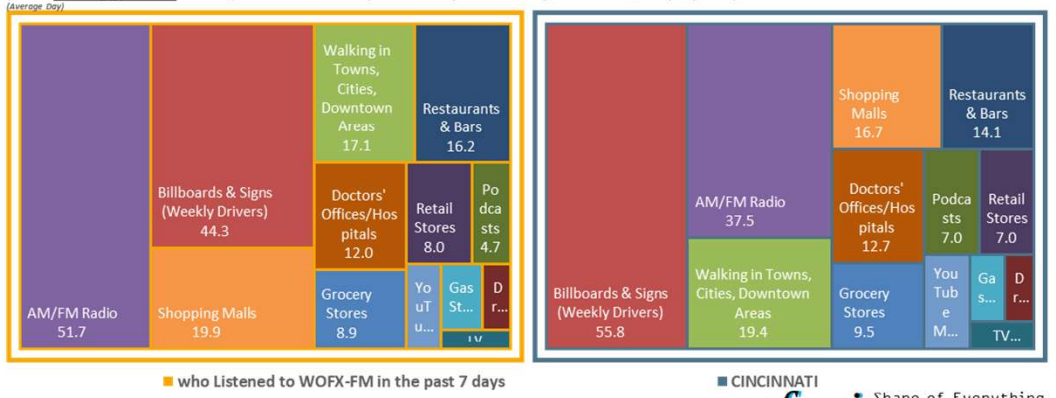
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 2025: Sep24-Jul25 Qual Intab 247

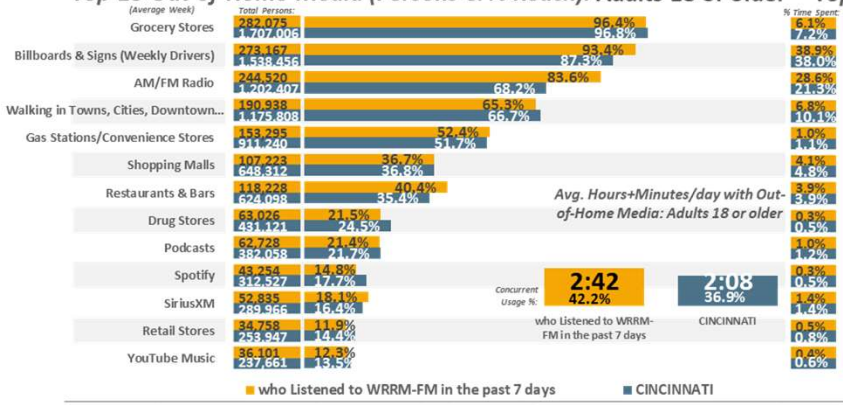
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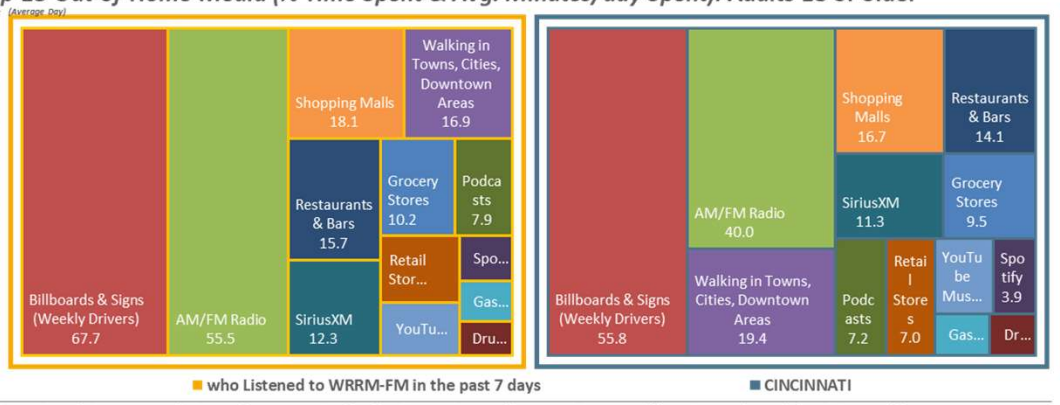
Radio Stations: WOFX-FM

273,167 or 93.4% of Adults 18 or older who Listened to WRRM-FM in the past 7 days spend an average of 67.7 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 52. minutes/day.

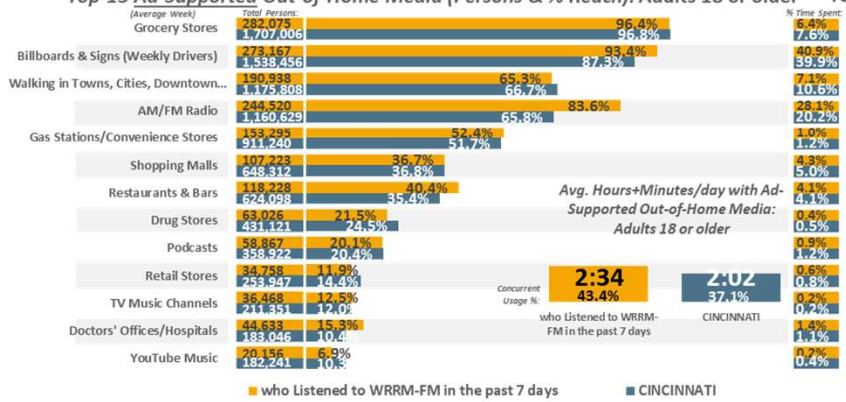
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



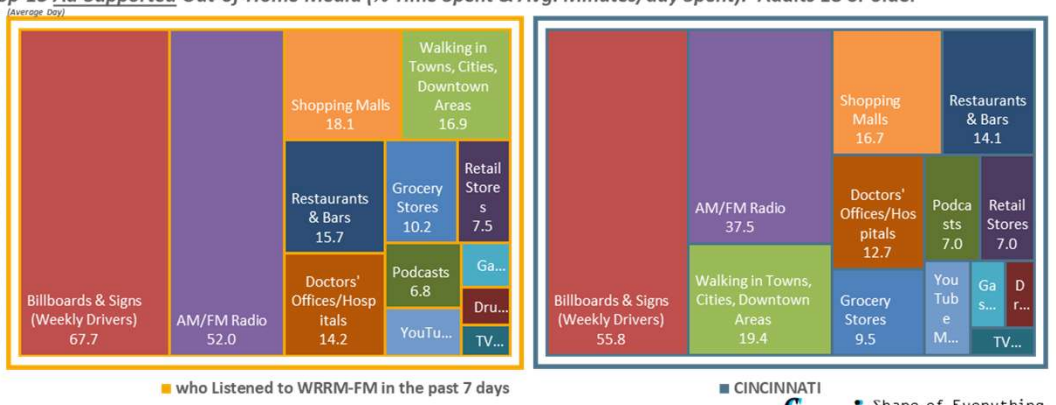
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 2025: Sep24-Jul25 Qual Intab 306

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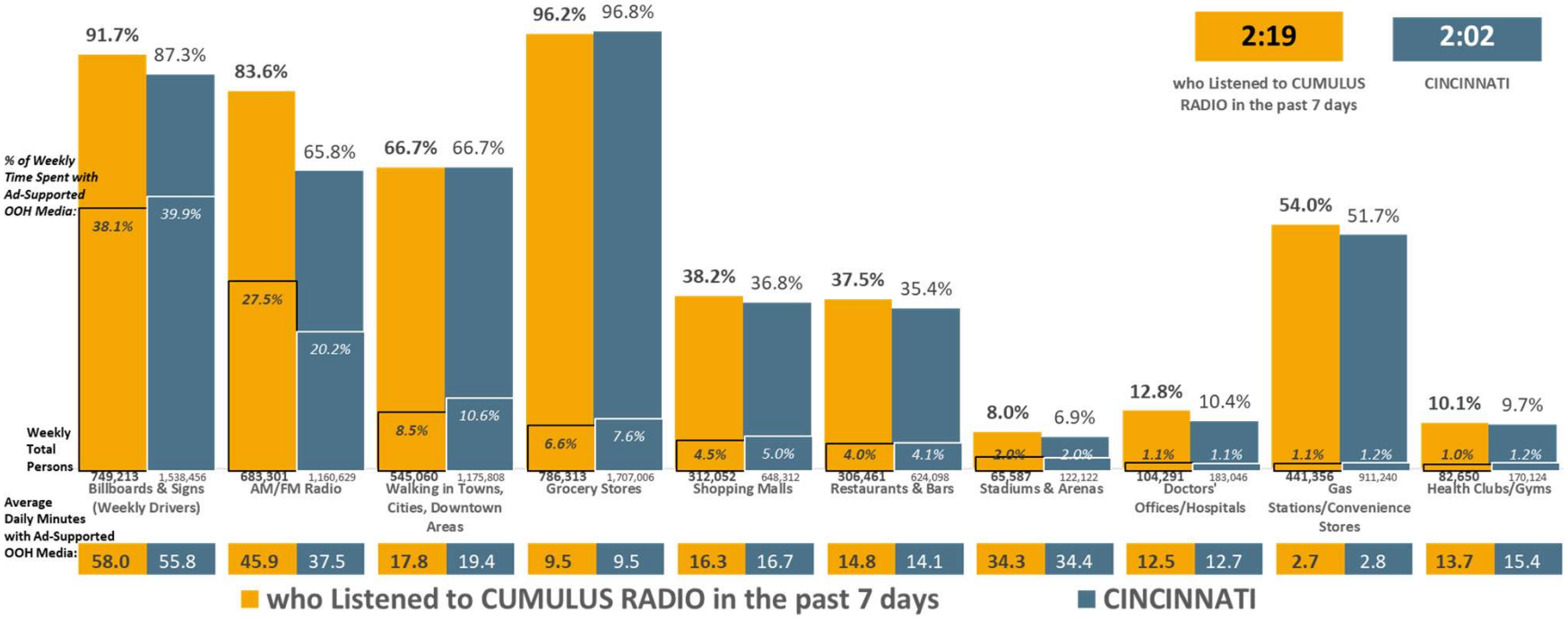
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Radio Stations: WRRM-FM

749,213 or 91.7% of Adults 18 or older who Listened to CUMULUS RADIO in the past 7 days spend an average of 58. minutes per day driving, seeing Billboards and Signs representing 38.1% 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

"Share of Ad-Supported OOH Media"



CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 875 CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 1,839

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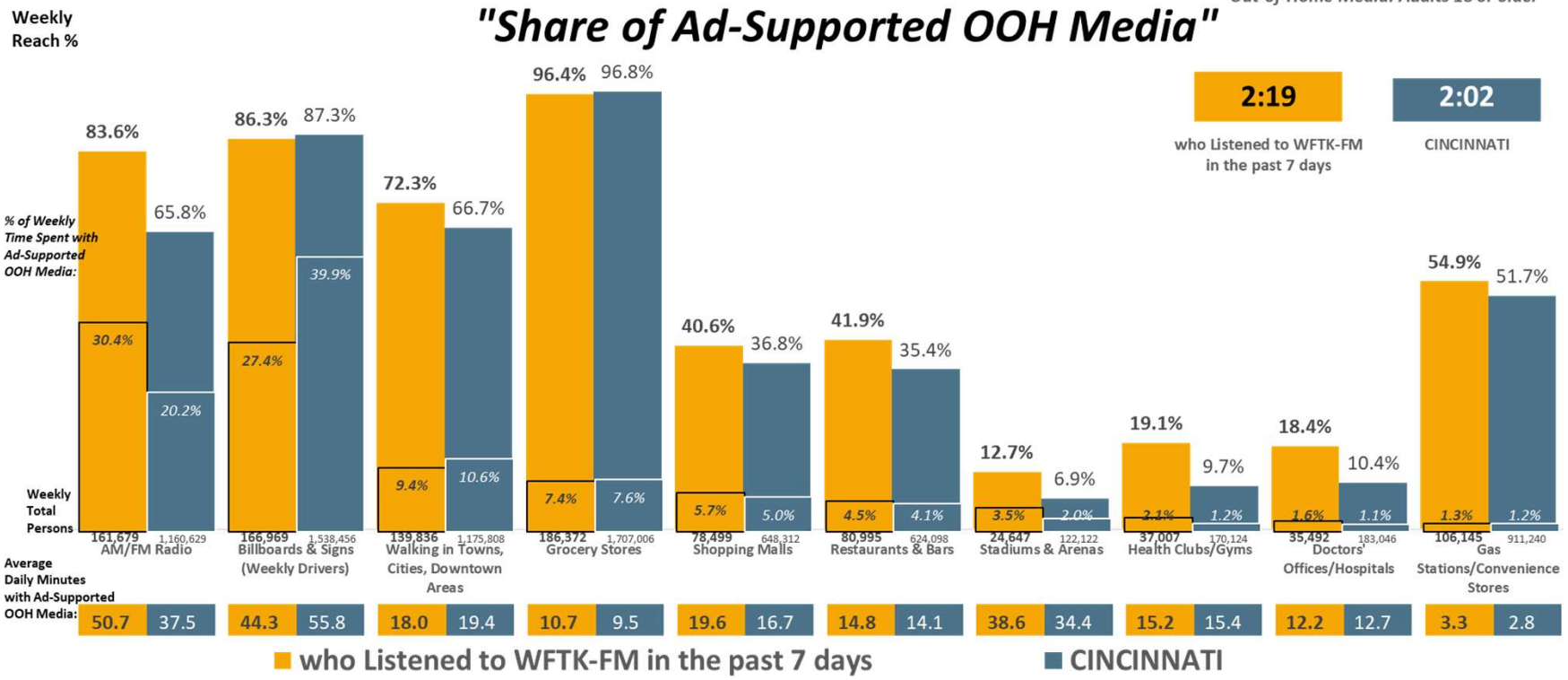
(Radio Stations: WFTK-FM OR Radio Stations: WGRR-FM OR Radio Stations: WNNF-FM OR Radio Stations: WOFX-FM OR Radio Stations: WRRM-FM)

96 ROCK
CINCINNATI'S PURE ROCK

166,969 or 86.3% of Adults 18 or older who Listened to WFTK-FM in the past 7 days spend an average of 44.3 minutes per day driving, seeing Billboards and Signs representing 27.4% 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"



	AM/FM Radio	Billboards & Signs (Weekly Drivers)	Walking in Towns, Cities, Downtown Areas	Grocery Stores	Shopping Malls	Restaurants & Bars	Stadiums & Arenas	Health Clubs/Gyms	Doctors' Offices/Hospitals	Gas Stations/Convenience Stores
who Listened to WFTK-FM in the past 7 days	83.6%	86.3%	72.3%	96.4%	40.6%	41.9%	12.7%	19.1%	18.4%	54.9%
CINCINNATI	65.8%	87.3%	66.7%	96.8%	36.8%	35.4%	6.9%	9.7%	10.4%	51.7%
% of Weekly Time Spent with Ad-Supported OOH Media:	30.4% / 20.2%	27.4% / 39.9%	9.4% / 10.6%	7.4% / 7.6%	5.7% / 5.0%	4.5% / 4.1%	3.5% / 2.0%	2.1% / 1.2%	1.6% / 1.1%	1.3% / 1.2%
Weekly Total Persons	161,679 / 1,160,629	166,969 / 1,538,456	139,836 / 1,175,808	186,372 / 1,707,006	78,499 / 648,312	80,995 / 624,098	24,647 / 122,122	37,007 / 170,124	35,492 / 183,046	106,145 / 911,240
Average Daily Minutes with Ad-Supported OOH Media:	50.7 / 37.5	44.3 / 55.8	18.0 / 19.4	10.7 / 9.5	19.6 / 16.7	14.8 / 14.1	38.6 / 34.4	15.2 / 15.4	12.2 / 12.7	3.3 / 2.8

CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 179 CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 1,839

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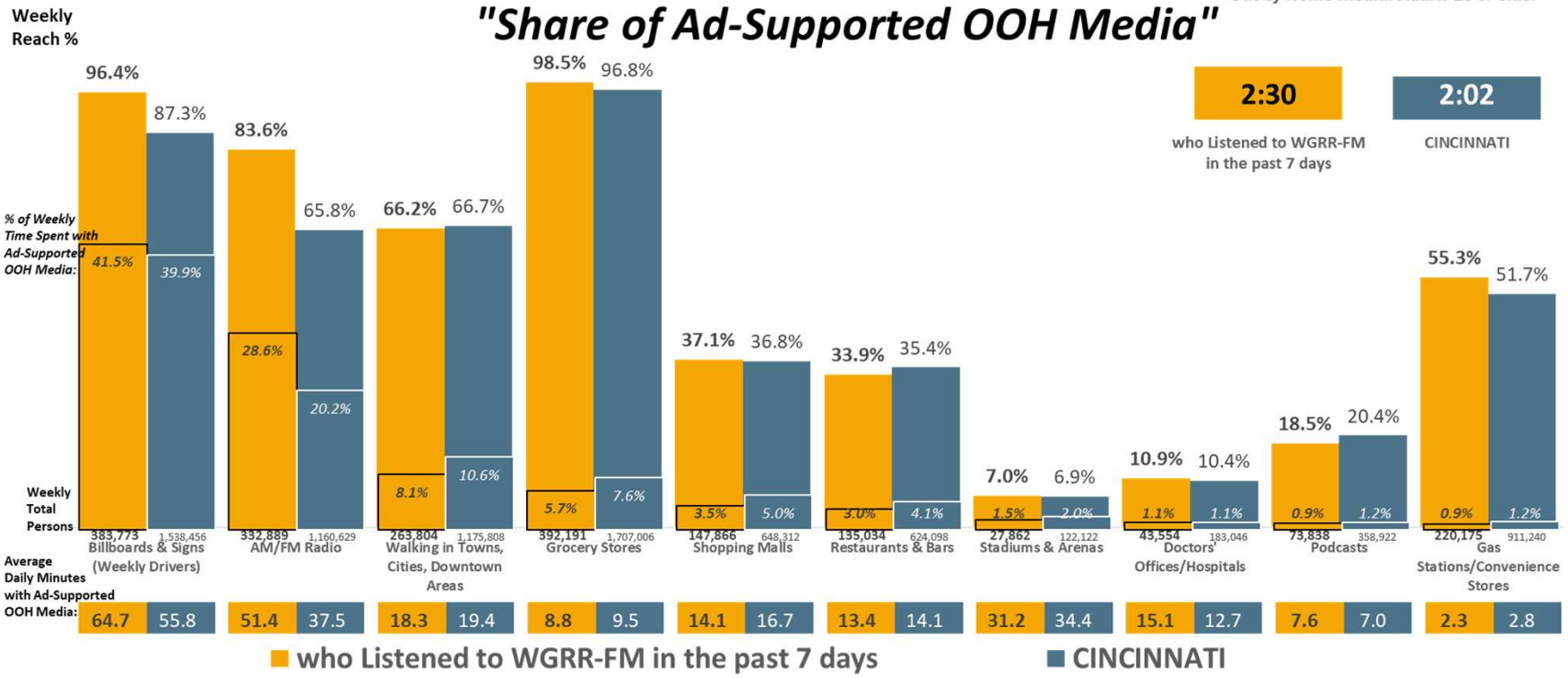
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Radio Stations: WFTK-FM

383,773 or 96.4% of Adults 18 or older who Listened to WGRR-FM in the past 7 days spend an average of 64.7 minutes per day driving, seeing Billboards and Signs representing 41.5% 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 2025: Sep24-Jul25 Qual Intab 464 CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 1,839

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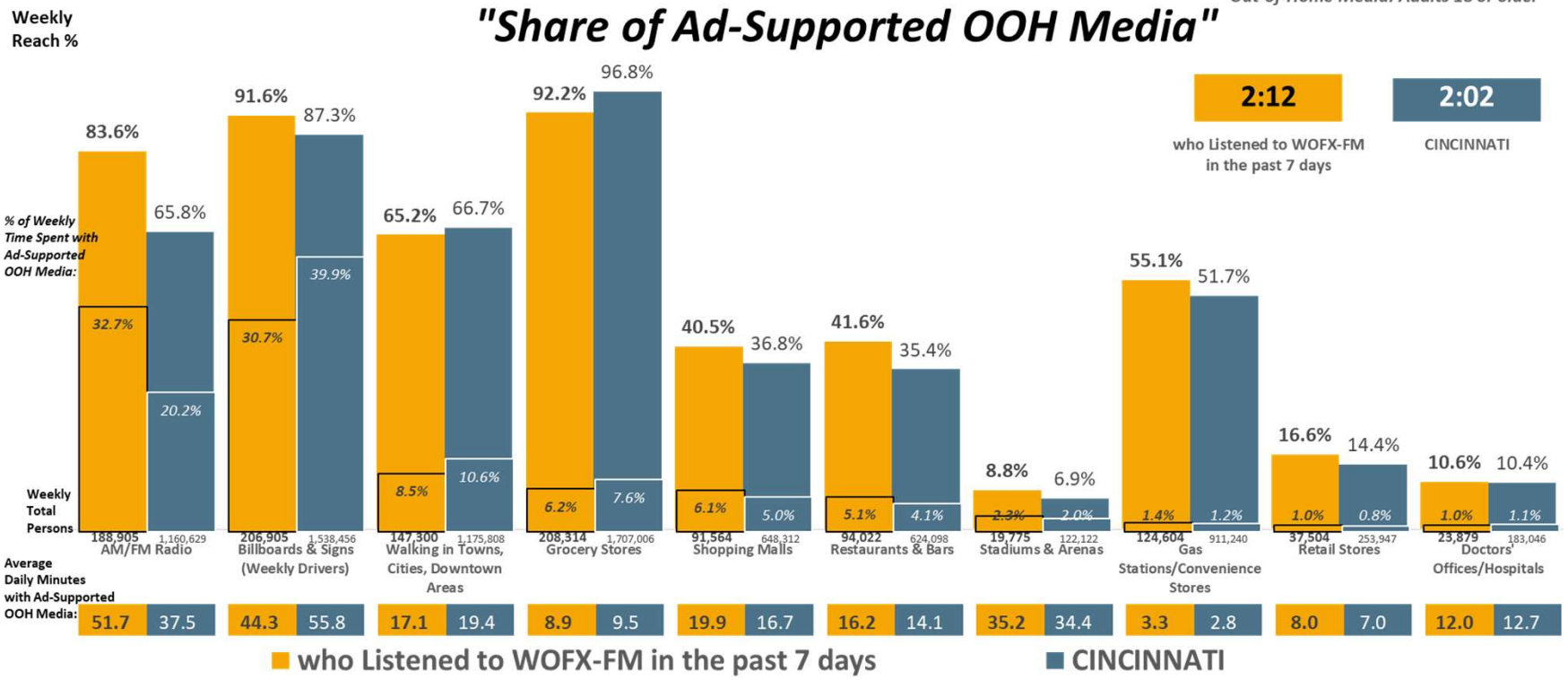
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Radio Stations: WGRR-FM

206,905 or 91.6% of Adults 18 or older who Listened to WOFX-FM in the past 7 days spend an average of 44.3 minutes per day driving, seeing Billboards and Signs representing 30.7% 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 2025: Sep24-Jul25 Qual Intab 247 CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 1,839

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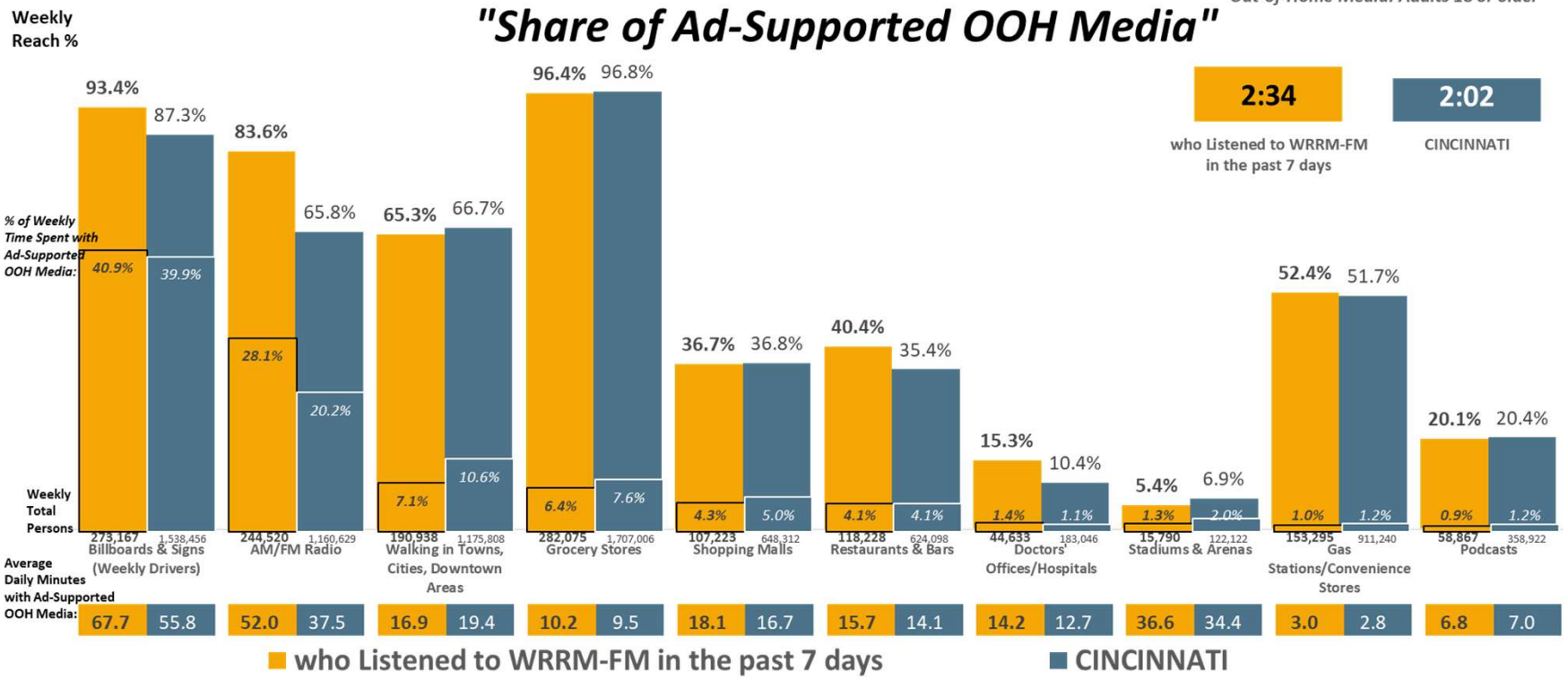
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Radio Stations: WOFX-FM

273,167 or 93.4% of Adults 18 or older who Listened to WRRM-FM in the past 7 days spend an average of 67.7 minutes per day driving, seeing Billboards and Signs representing 40.9% 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 2025: Sep24-Jul25 Qual Intab 306 CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 1,839

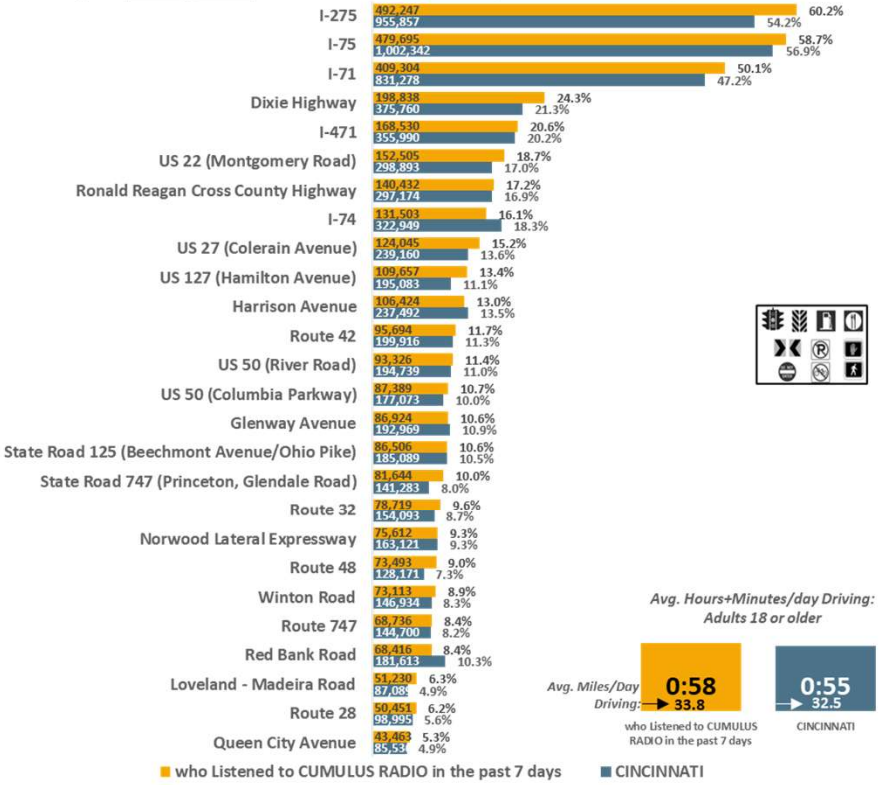
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Radio Stations: WRRM-FM

749,213 or 91.7% of Adults 18 or older who Listened to CUMULUS RADIO in the past 7 days spend an average of 58. minutes per day driving an average of 33.8 miles each day and are 24.6% more likely to use State Road 747 (Princeton, Glendale Road) than the M

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



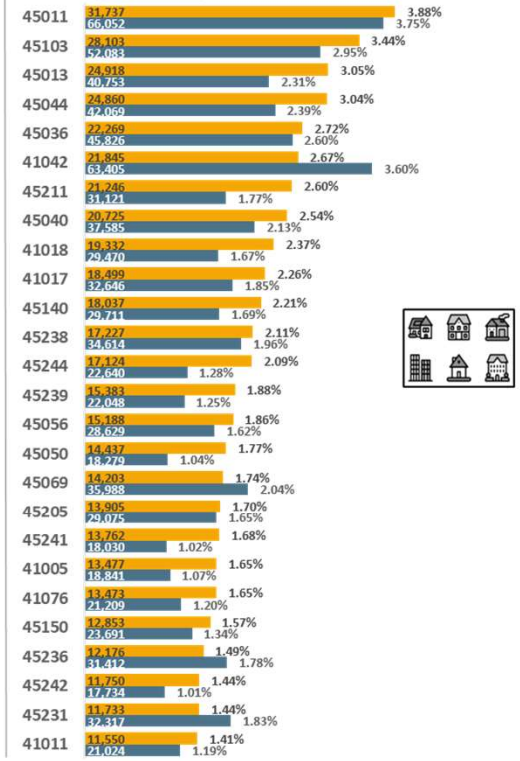
Avg. Hours+Minutes/day Driving: Adults 18 or older

Avg. Miles/Day Driving: 33.8

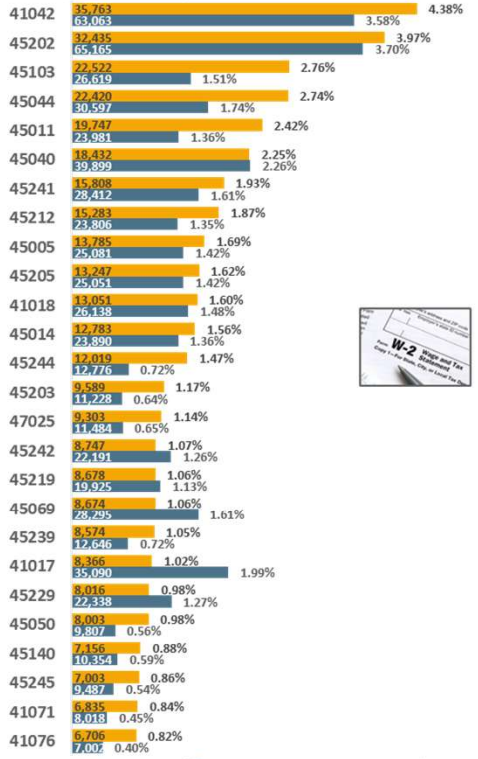
0:58 who Listened to CUMULUS RADIO in the past 7 days

0:55 CINCINNATI 32.5

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 2025: Sep24-Jul25 Qual Intab 875

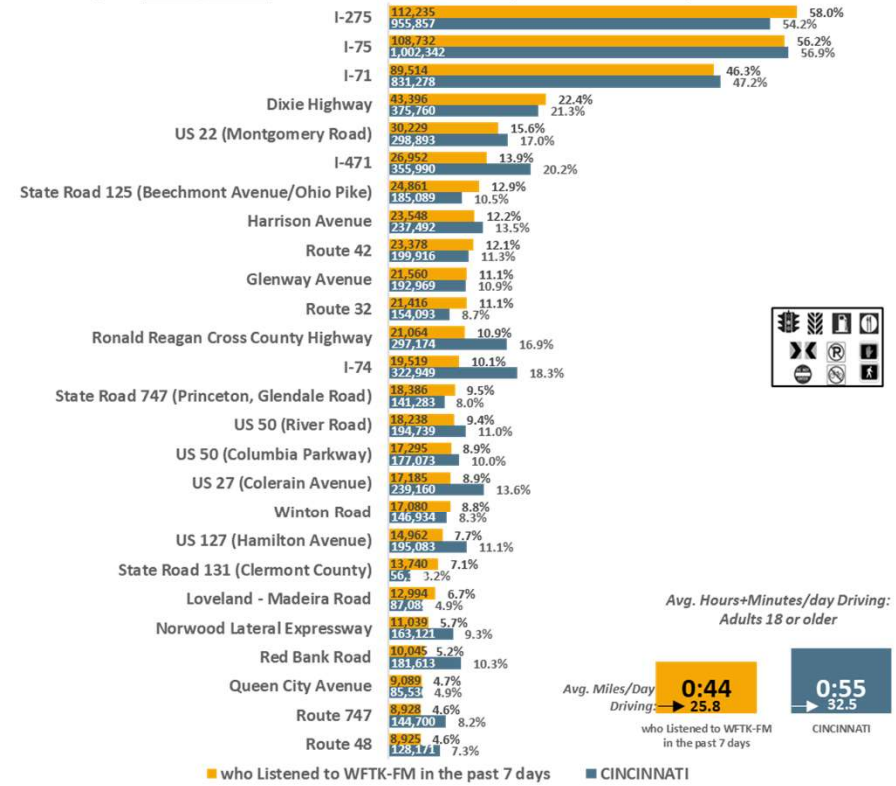
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(Radio Stations: WFTK-FM OR Radio Stations: WGRR-FM OR Radio Stations: WNNF-FM OR Radio Stations: WOFX-FM OR Radio Stations: WRRM-FM)

96 ROCK
CINCINNATI'S PURE ROCK

166,969 or 86.3% of Adults 18 or older who Listened to WFTK-FM in the past 7 days spend an average of 44.3 minutes per day driving an average of 25.8 miles each day and are 26.7% more likely to use Route 32 than the Metro average.

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



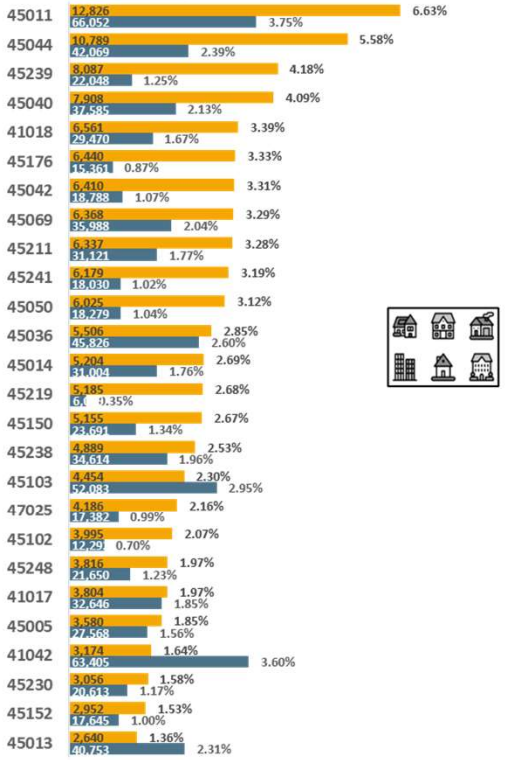
Avg. Hours+Minutes/day Driving: Adults 18 or older

Avg. Miles/Day Driving: 25.8

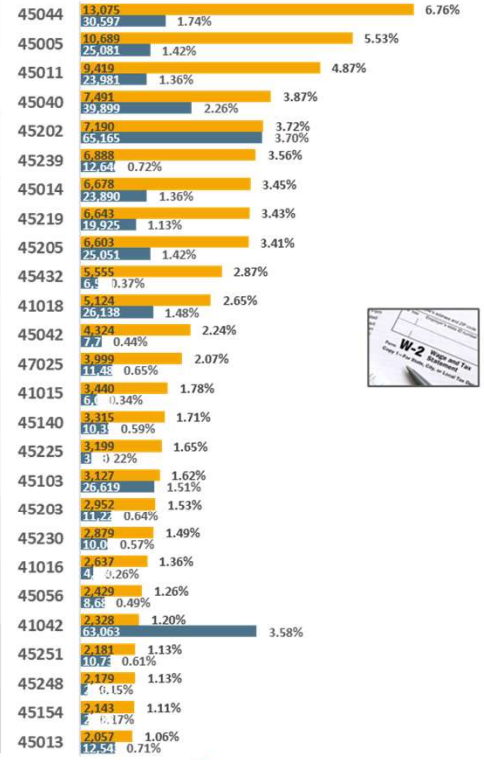
0:44 who Listened to WFTK-FM in the past 7 days

0:55 CINCINNATI 32.5

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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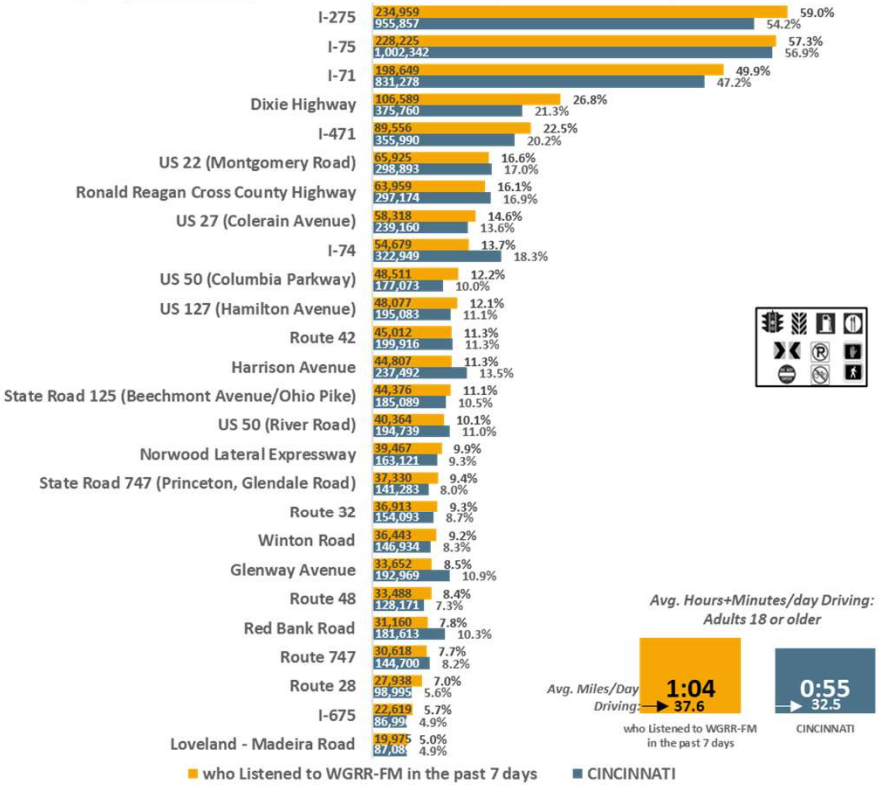
CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 179

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Radio Stations: WFTK-FM

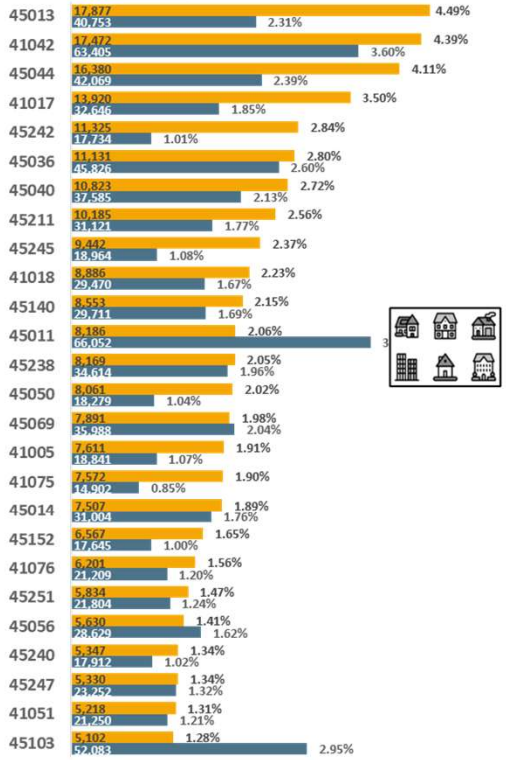
383,773 or 96.4% of Adults 18 or older who Listened to WGRR-FM in the past 7 days spend an average of 64.7 minutes per day driving an average of 37.6 miles each day and are 25.6% more likely to use Dixie Highway than the Metro average.

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

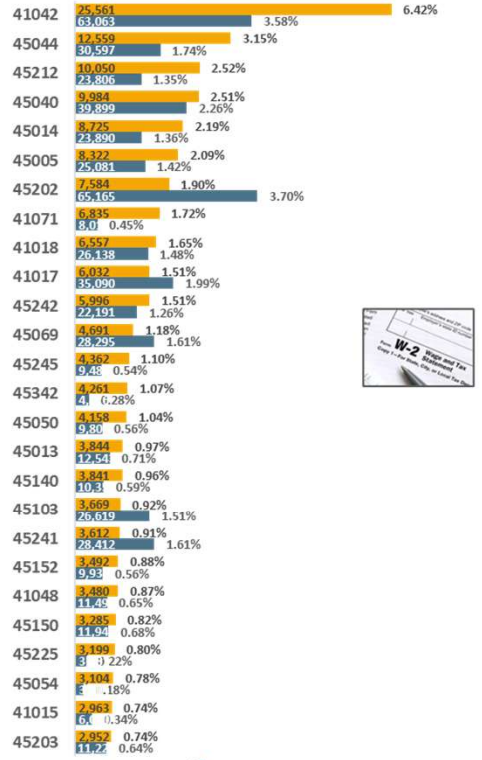


Avg. Hours+Minutes/day Driving: Adults 18 or older

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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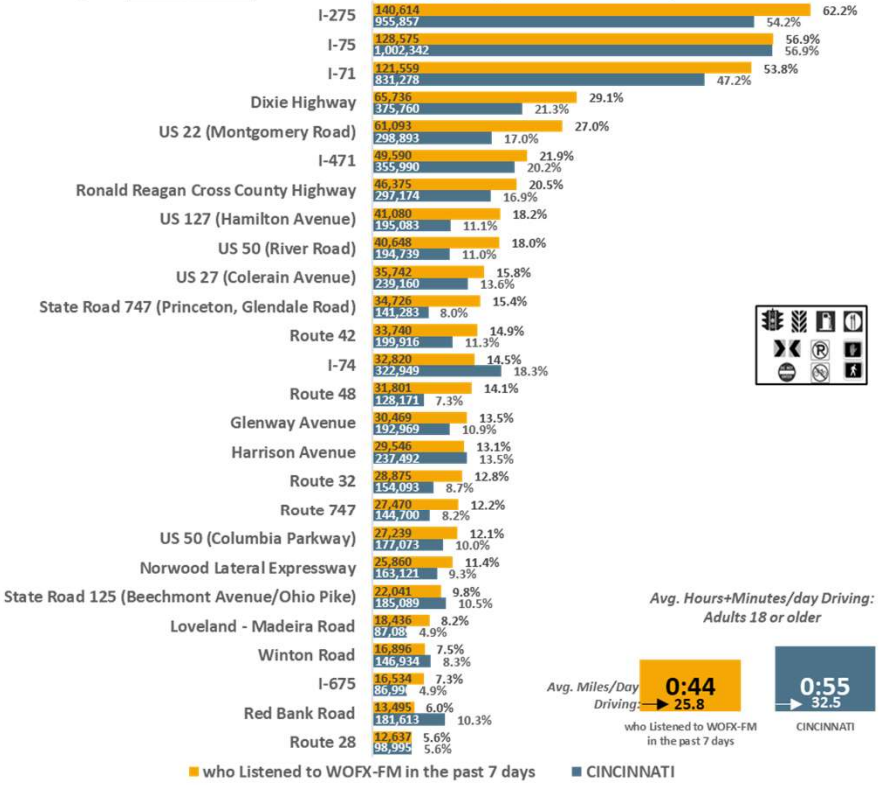
CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 464

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Radio Stations: WGRR-FM

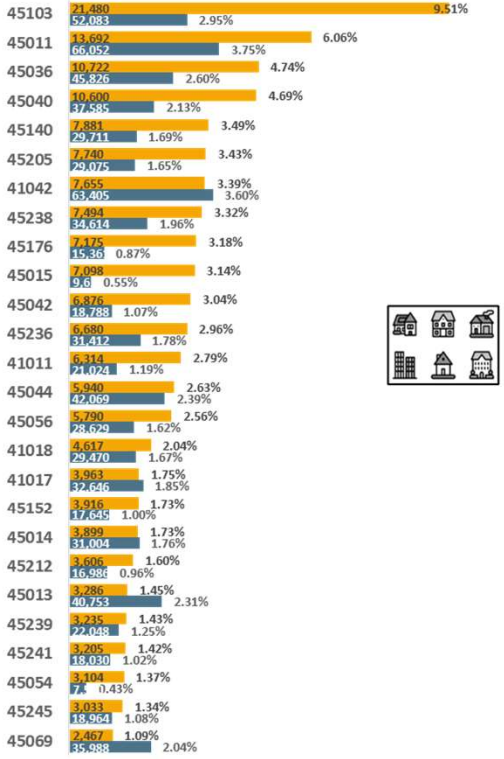
206,905 or 91.6% of Adults 18 or older who Listened to WOFX-FM in the past 7 days spend an average of 44.3 minutes per day driving an average of 25.8 miles each day and are 93.5% more likely to use Route 48 than the Metro average.

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

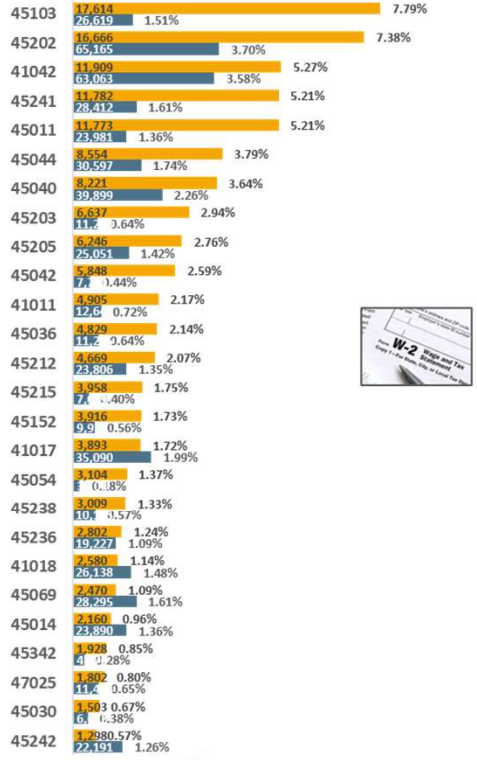


Avg. Hours+Minutes/day Driving: Adults 18 or older

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 2025: Sep24-Jul25 Qual Intab 247

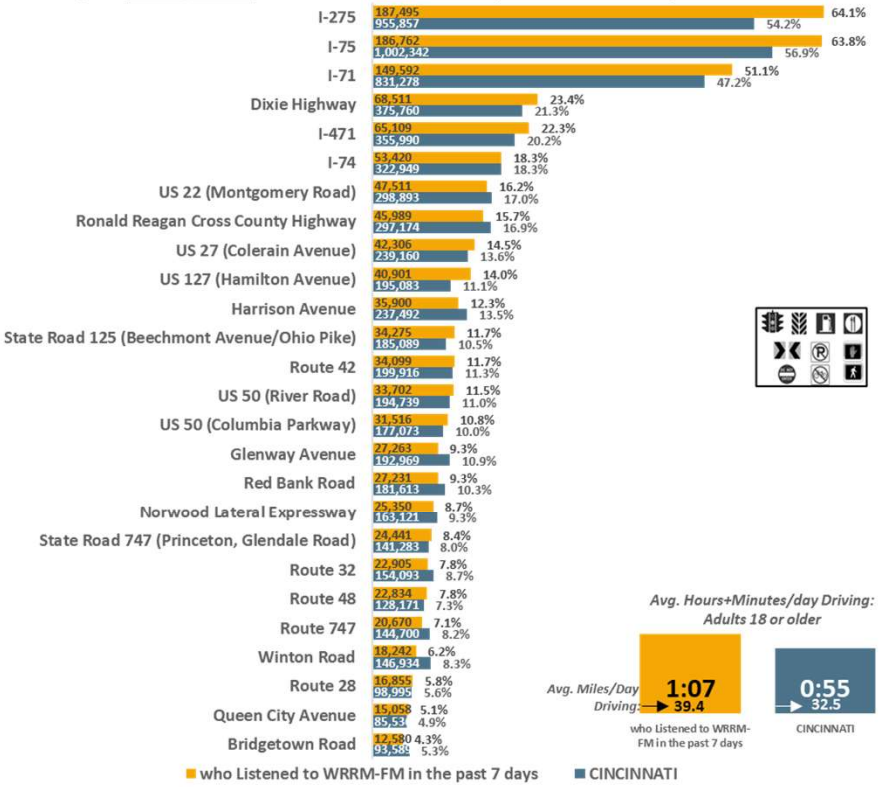
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Radio Stations: WOFX-FM

Warm98.5
80s. 90s. Now.

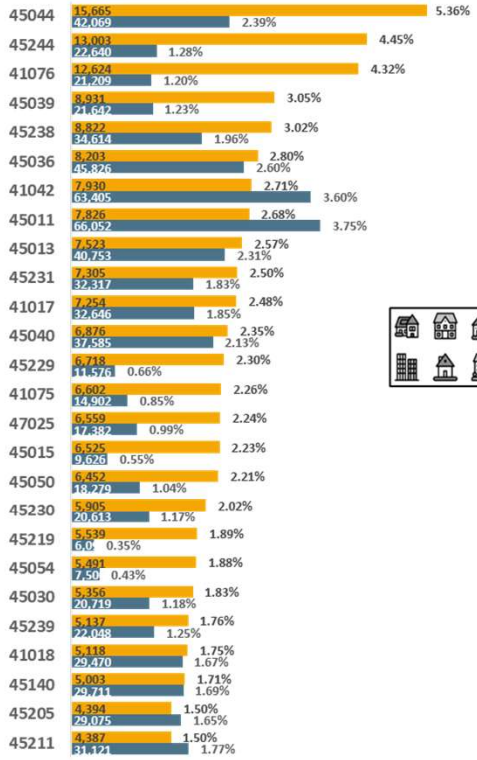
273,167 or 93.4% of Adults 18 or older who Listened to WRRM-FM in the past 7 days spend an average of 67.7 minutes per day driving an average of 39.4 miles each day and are 26.3% more likely to use US 127 (Hamilton Avenue) than the Metro average.

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

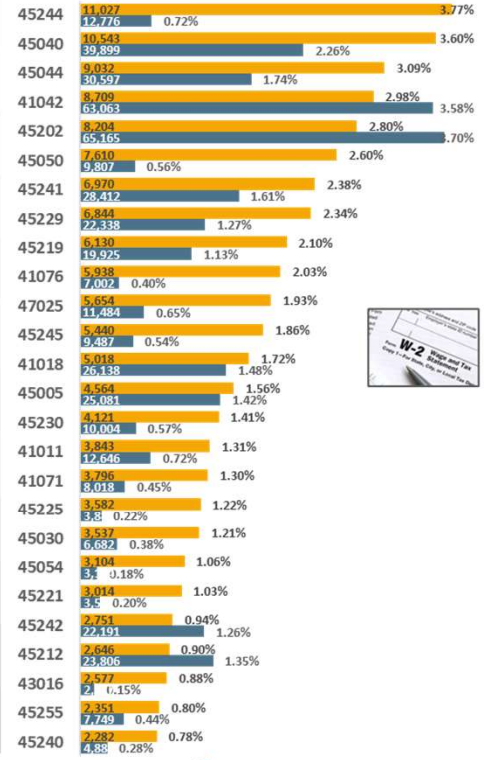


Avg. Hours+Minutes/day Driving: Adults 18 or older

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



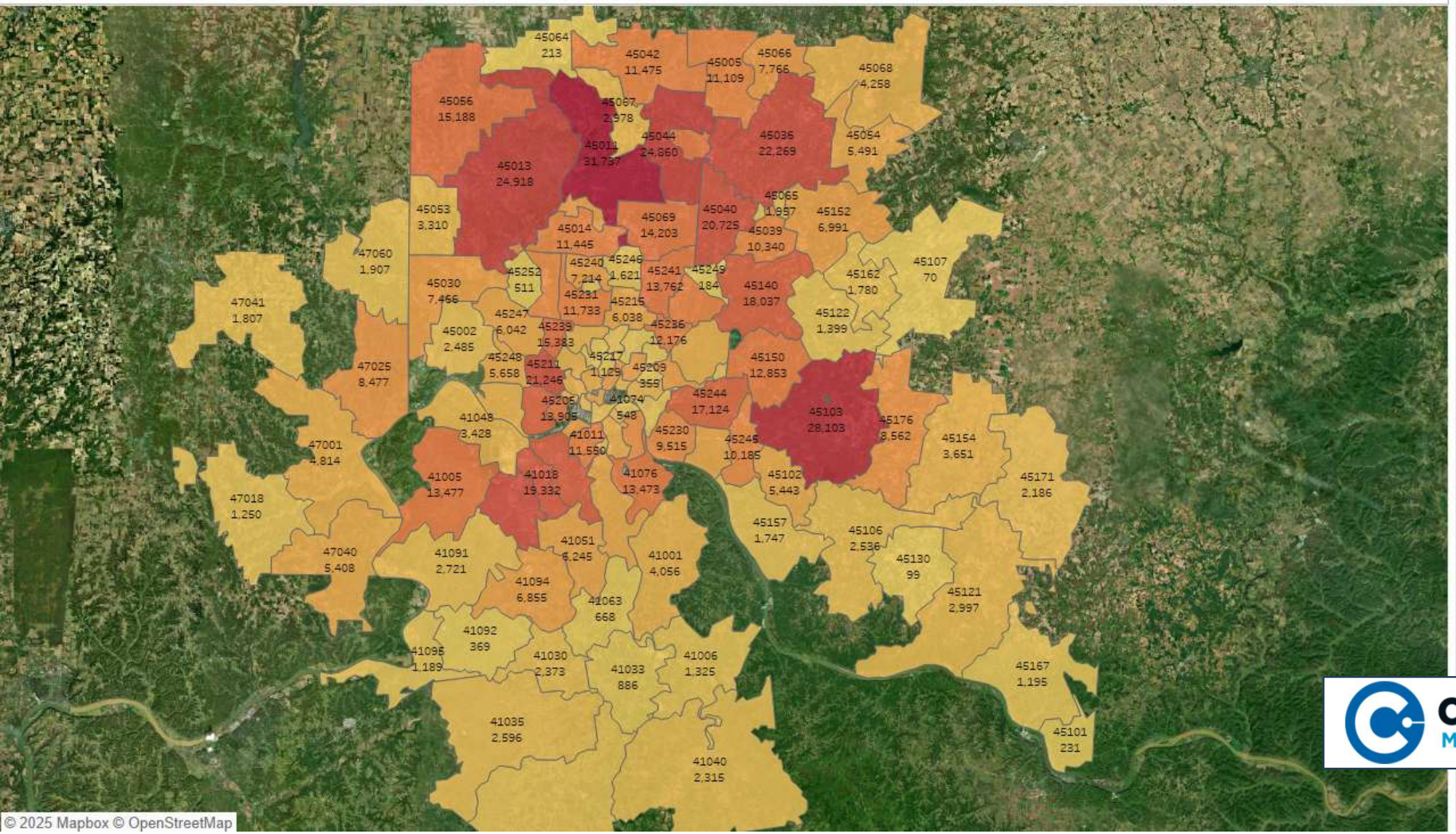
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CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 306

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Radio Stations: WRRM-FM

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



SUM(Adults 18 or older ...

70 31,737

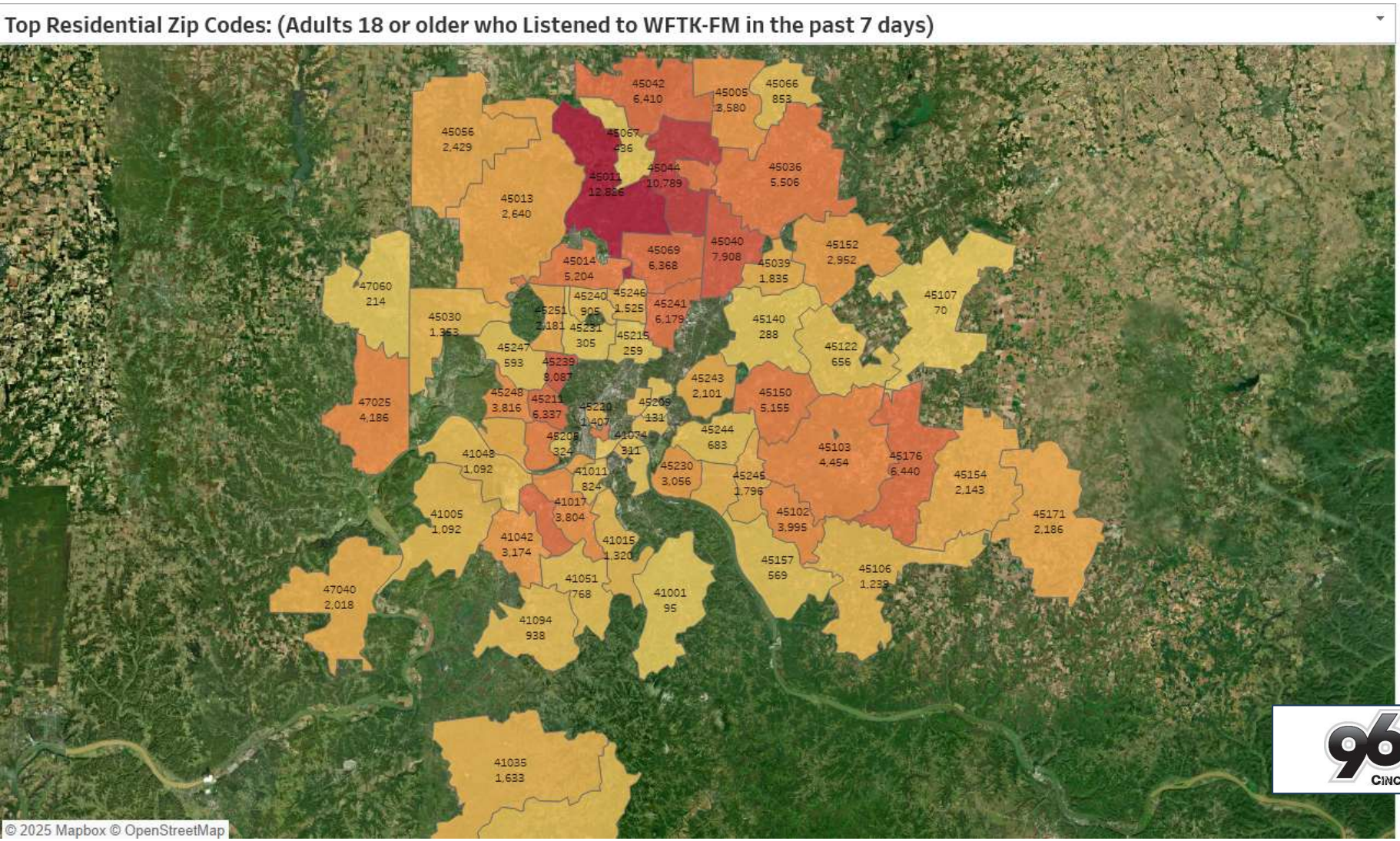
CUMULUS MEDIA

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

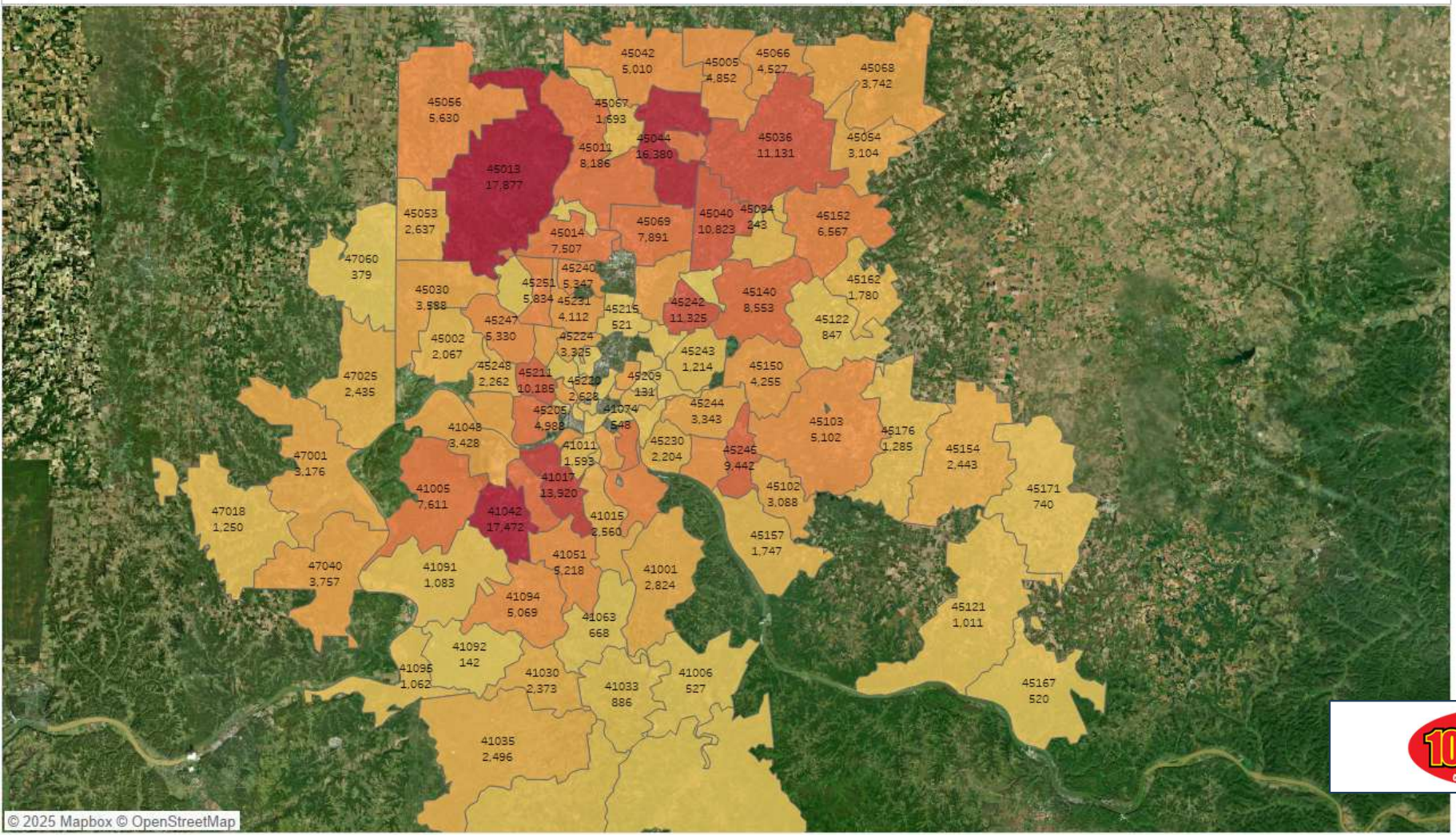


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Radio Stations: WFTK-FM

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



SUM(Adults 18 or older ...

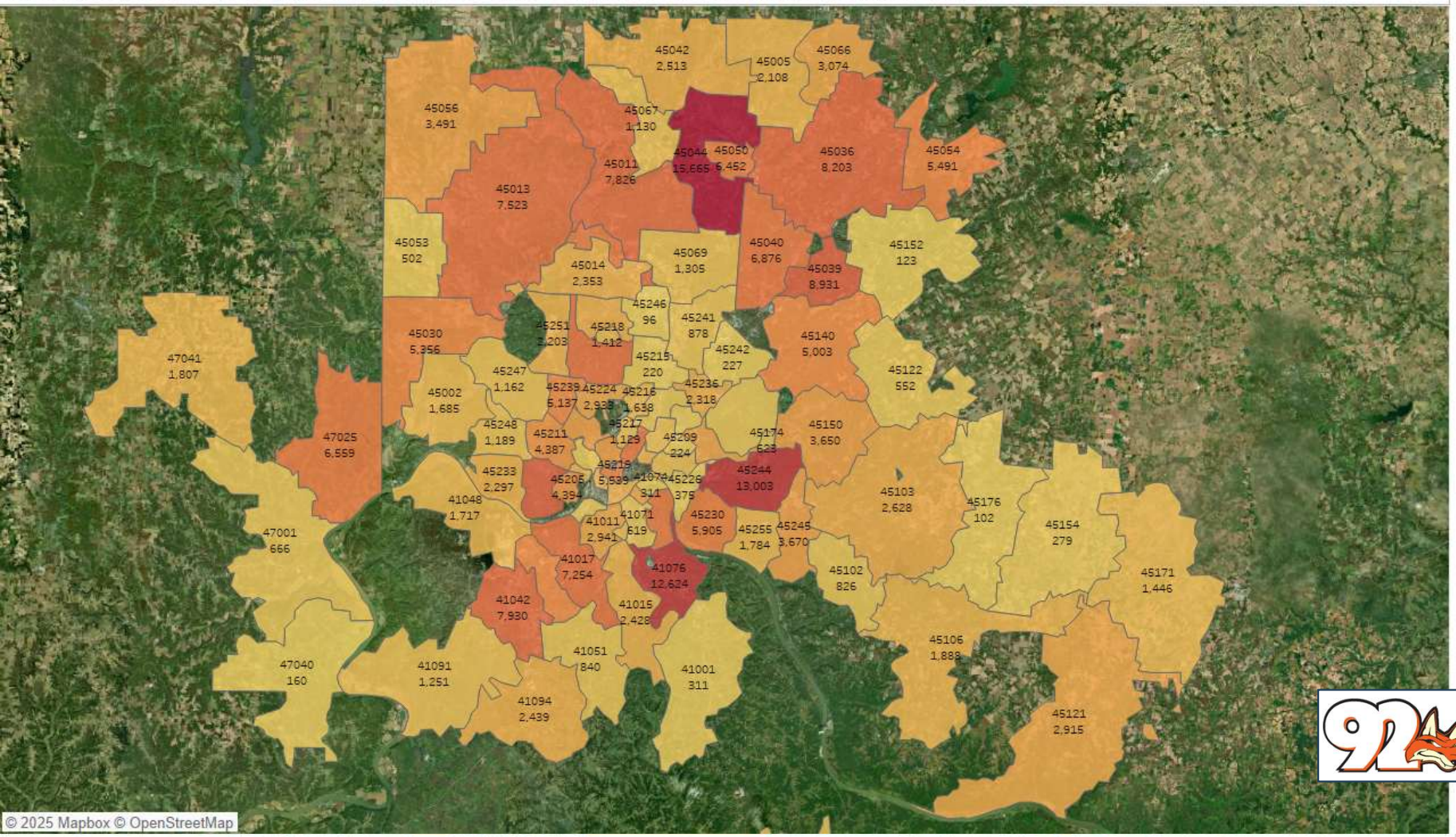
131 17,877

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Radio Stations: WGRR-FM

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

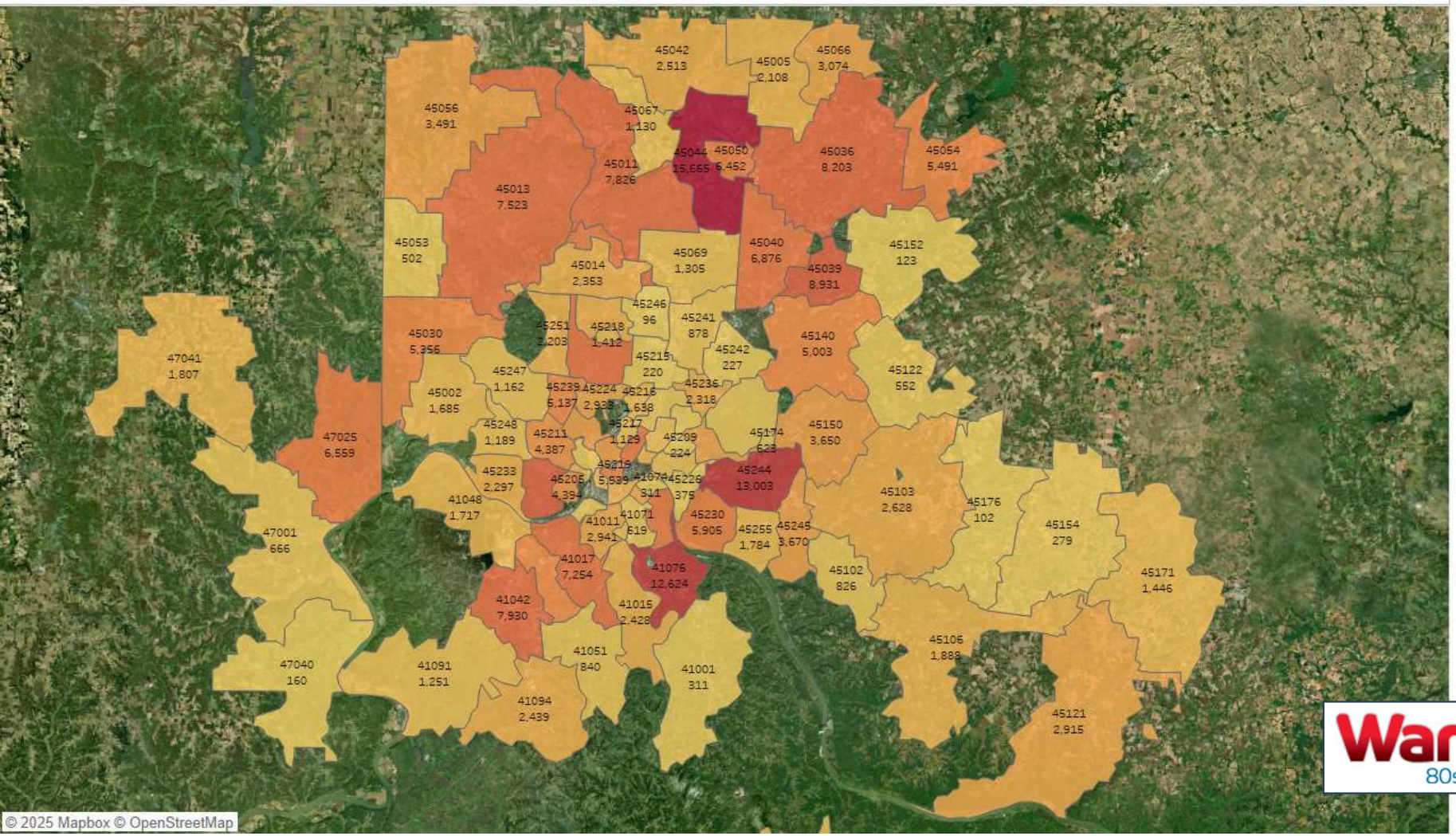


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Radio Stations: WOFX-FM

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



SUM(Adults 18 or older ...

96 15,665

Warm98.5
80s. 90s. Now.

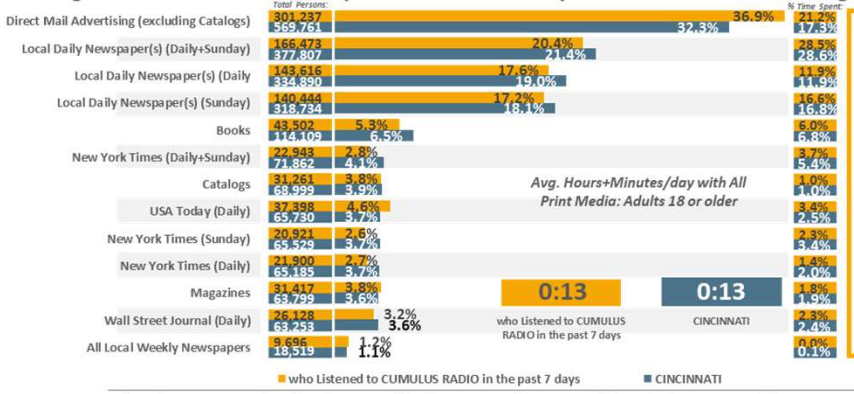
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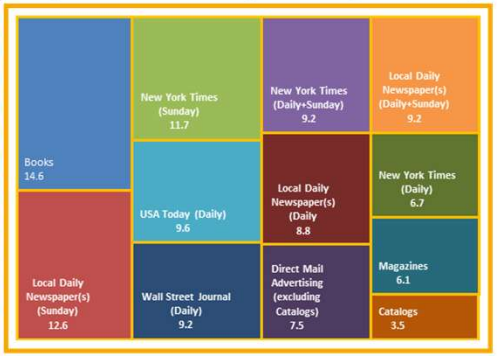
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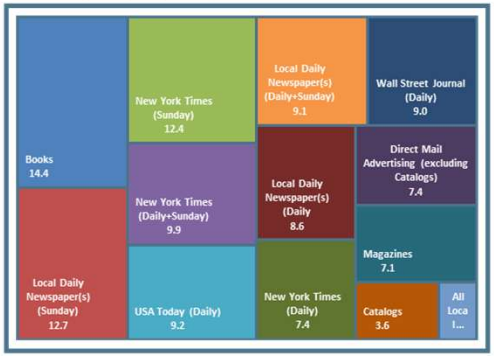
Radio Stations: WRRM-FM

166,473 or 20.4% of Adults 18 or older who Listened to CUMULUS RADIO in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.2 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

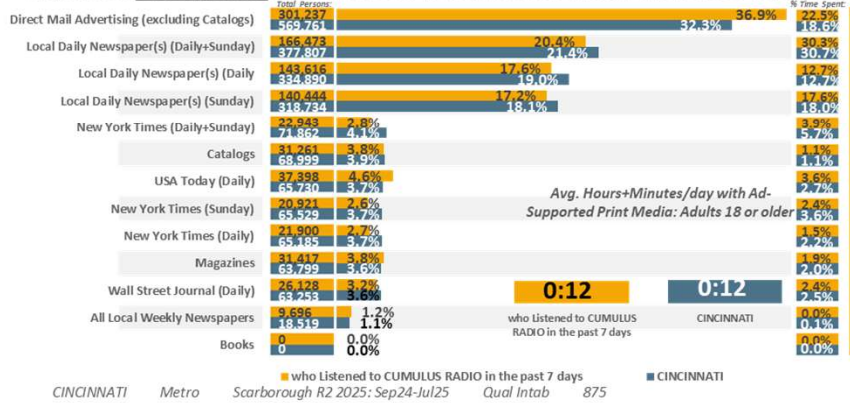


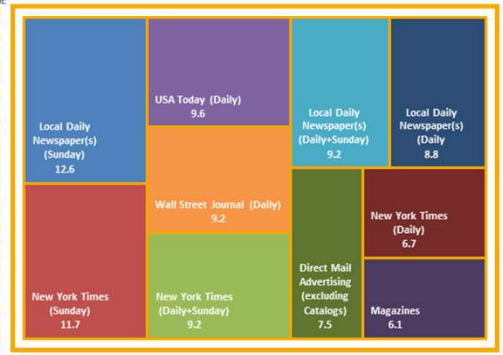


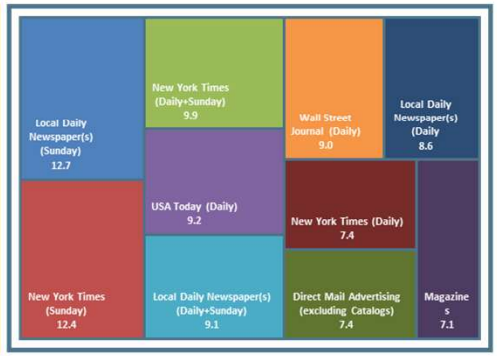


who Listened to CUMULUS RADIO in the past 7 days ■ CINCINNATI

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







who Listened to CUMULUS RADIO in the past 7 days ■ CINCINNATI

CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 875

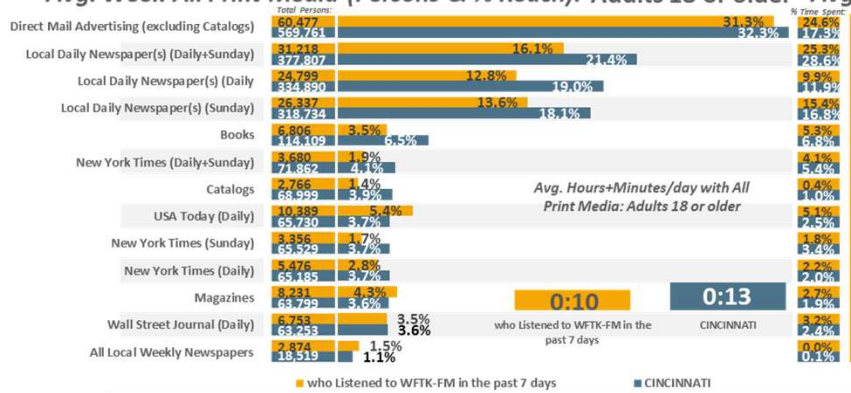
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(Radio Stations: WFTK-FM OR Radio Stations: WGRR-FM OR Radio Stations: WNNF-FM OR Radio Stations: WOFX-FM OR Radio Stations: WRRM-FM)

31,218 or 16.1% of Adults 18 or older who Listened to WFTK-FM in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.2 minutes every day representing 26.7% of all time spent daily with All forms of Print Media.

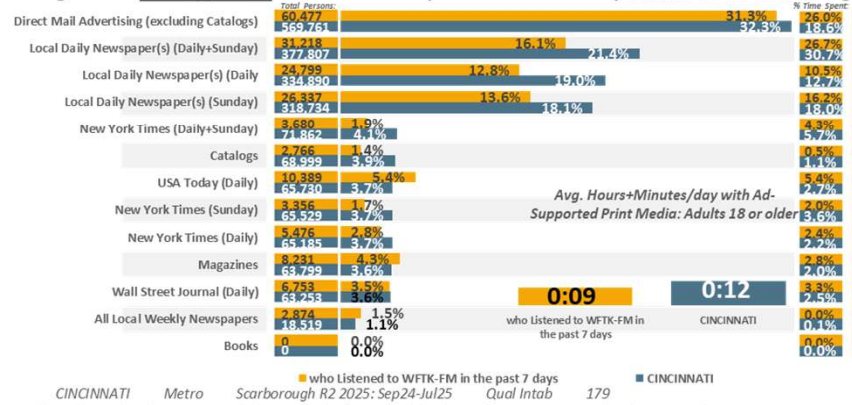
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



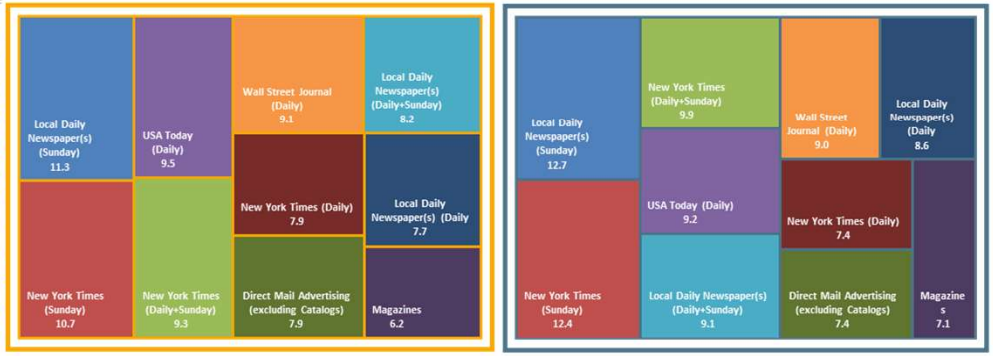
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



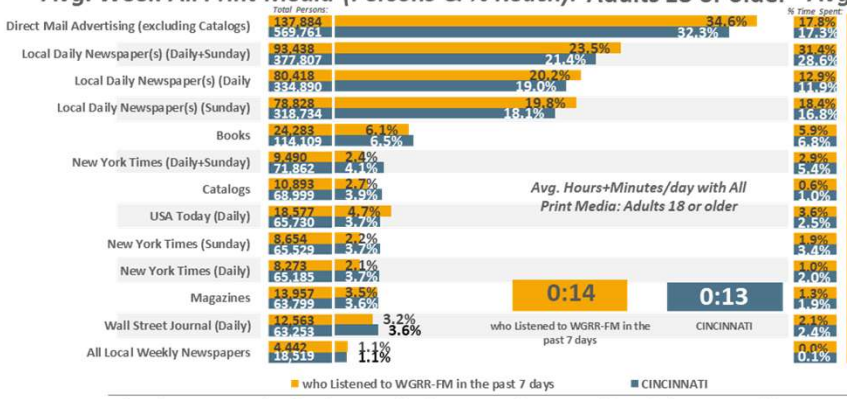
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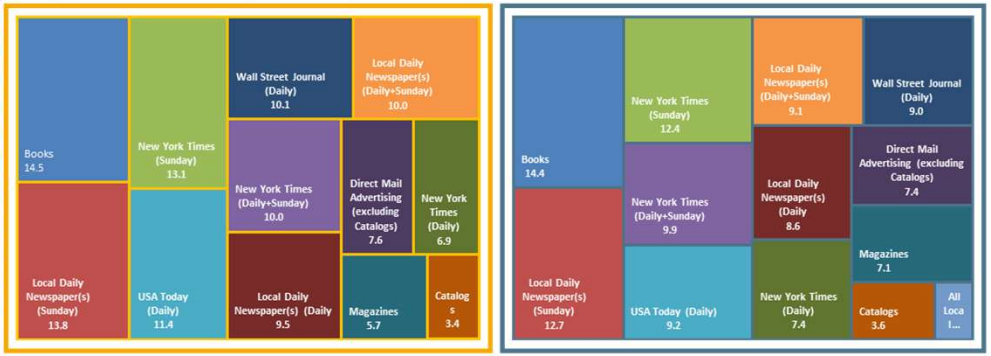
Radio Stations: WFTK-FM

93,438 or 23.5% of Adults 18 or older who Listened to WGRR-FM in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10. minutes every day representing 33.4% of all time spent daily with All forms of Print Media.

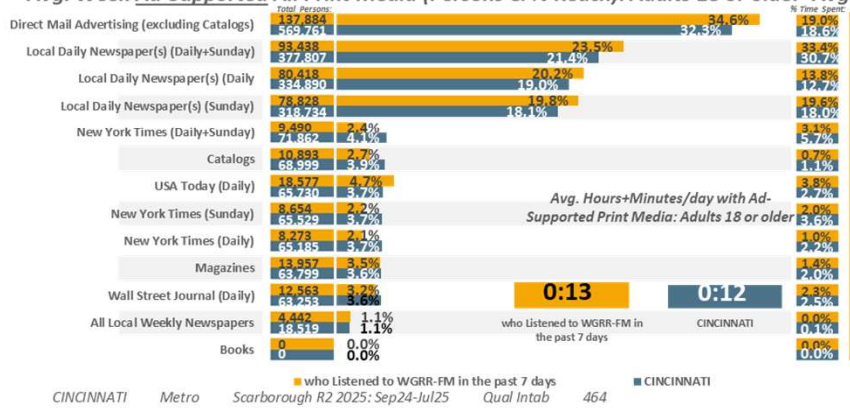
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



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 2025: Sep24-Jul25 Qual Intab 464

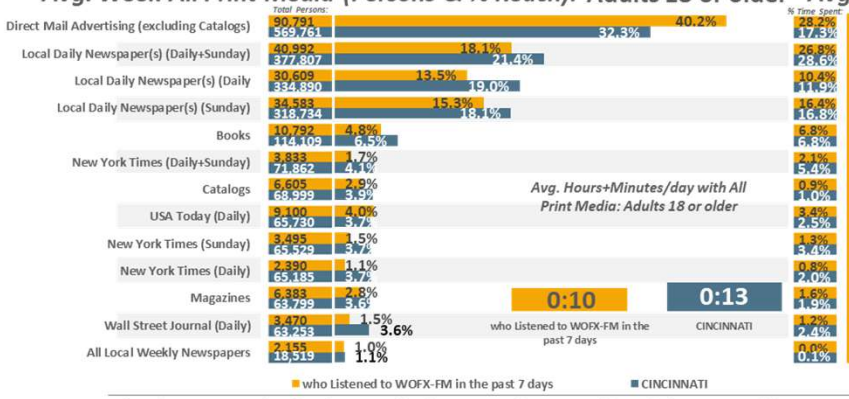
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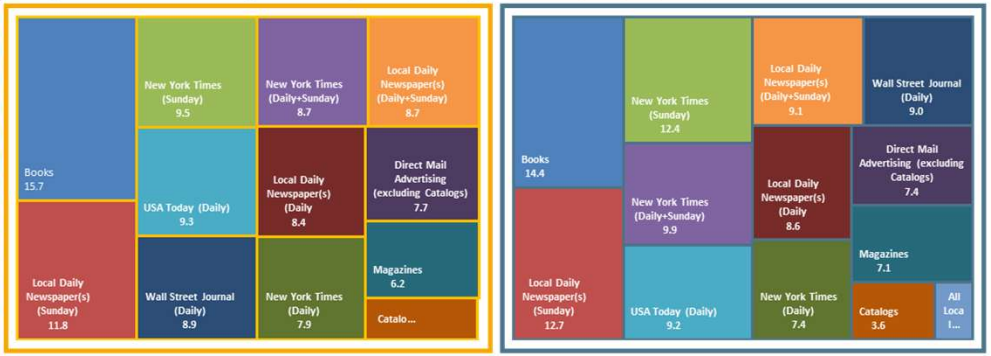
Radio Stations: WGRR-FM

90,791 or 40.2% of Adults 18 or older who Listened to WOFX-FM in the past 7 days read Direct Mail Advertising (excluding Catalogs) for an average of 7.7 minutes every day representing 30.2% of all time spent daily with All forms of Print Media.

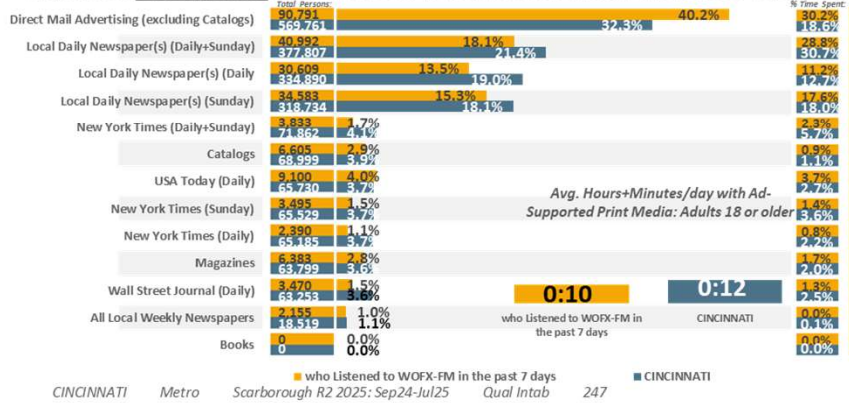
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



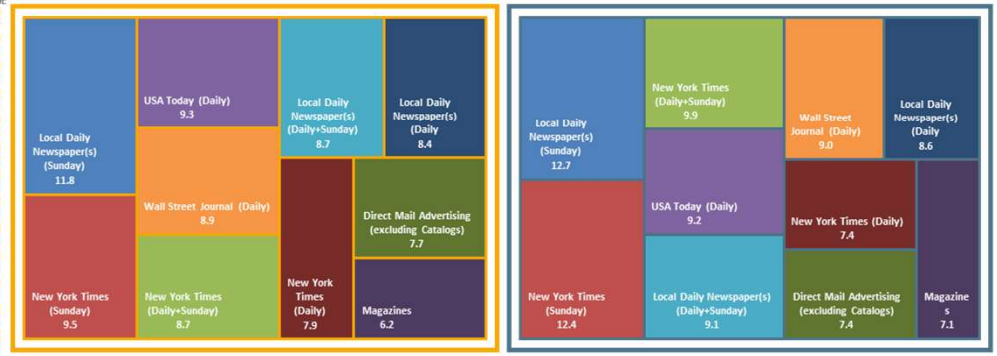
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 2025: Sep24-Jul25 Qual Intab 247

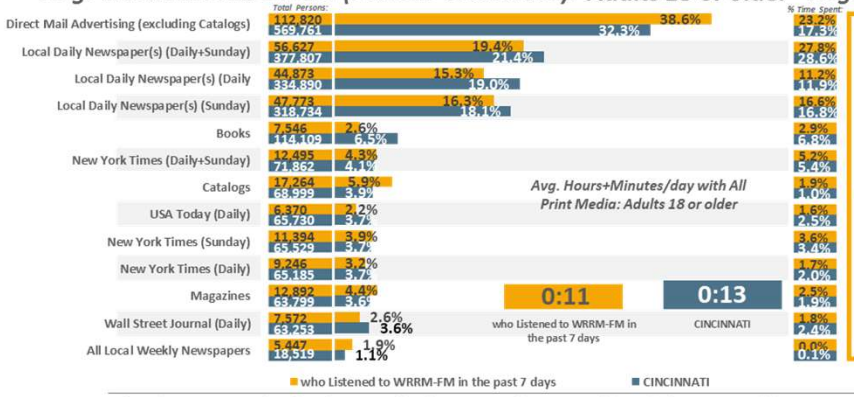
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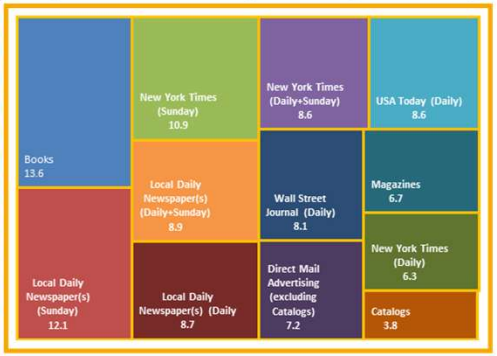
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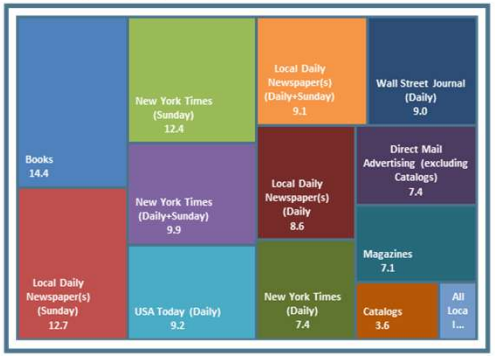
Radio Stations: WOFX-FM

56,627 or 19.4% of Adults 18 or older who Listened to WRRM-FM in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.9 minutes every day representing 28.7% of all time spent daily with All forms of Print Media.

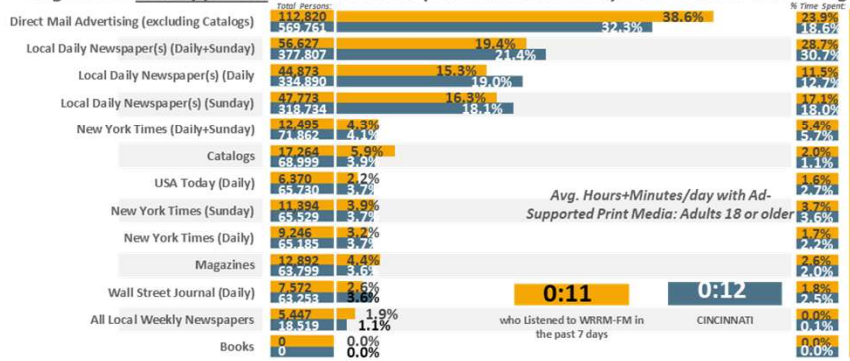
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older

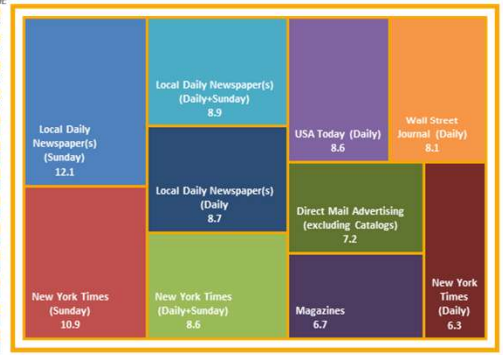






Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older







who Listened to WRRM-FM in the past 7 days ■ CINCINNATI

CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 306

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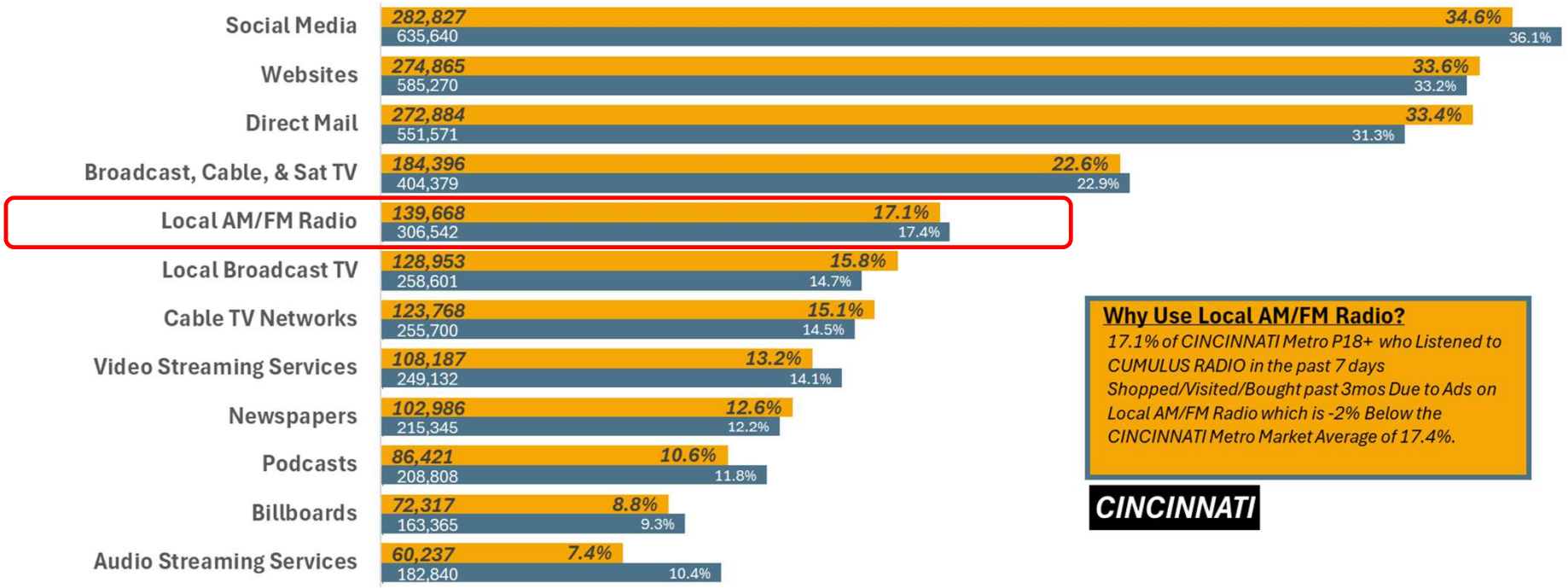
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Radio Stations: WRRM-FM

CUMULUS MEDIA

"Advertising Actions"

P18+ who Listened to CUMULUS RADIO in the past 7 days (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

17.1% of CINCINNATI Metro P18+ who Listened to CUMULUS RADIO in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -2% Below the CINCINNATI Metro Market Average of 17.4%.

CINCINNATI

CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab: 875

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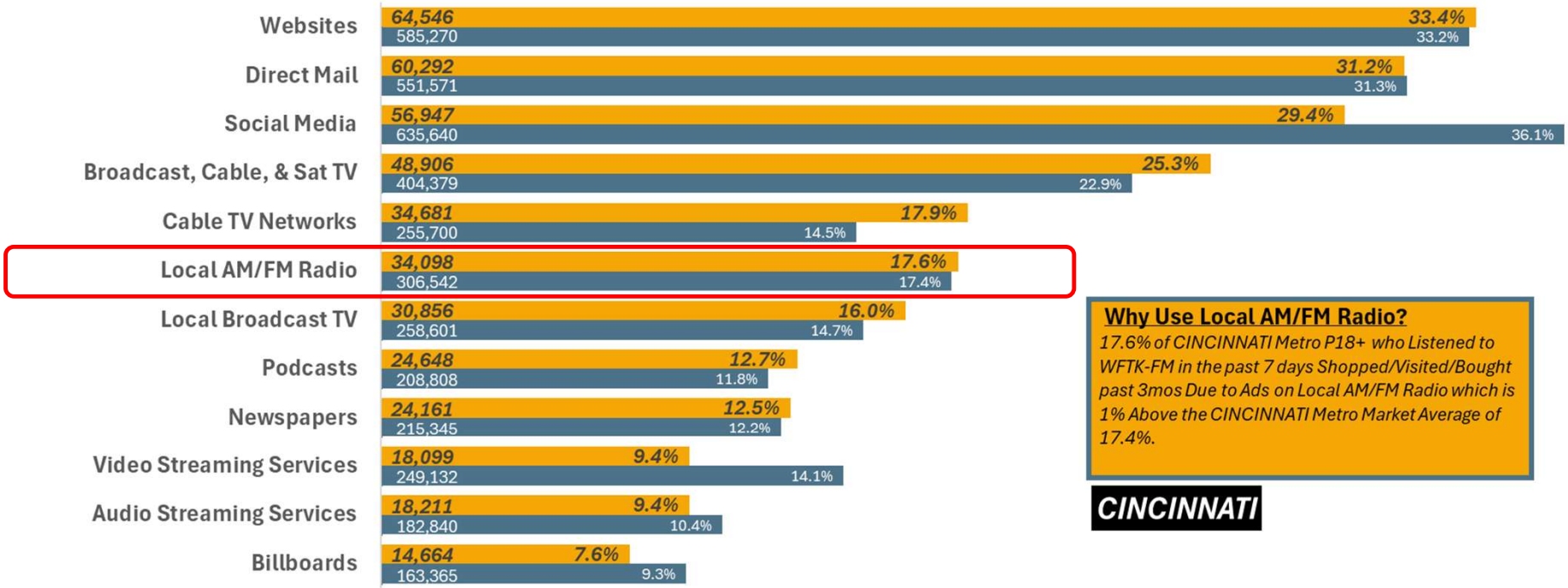
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(Radio Stations: WFTK-FM OR Radio Stations: WGRR-FM OR Radio Stations: WNNF-FM OR Radio Stations: WOFX-FM OR Radio Stations: WRRM-FM)

96 ROCK
CINCINNATI'S PURE ROCK

"Advertising Actions"

P18+ who Listened to WFTK-FM in the past 7 days (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

17.6% of CINCINNATI Metro P18+ who Listened to WFTK-FM in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 1% Above the CINCINNATI Metro Market Average of 17.4%.

CINCINNATI

CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab: 179

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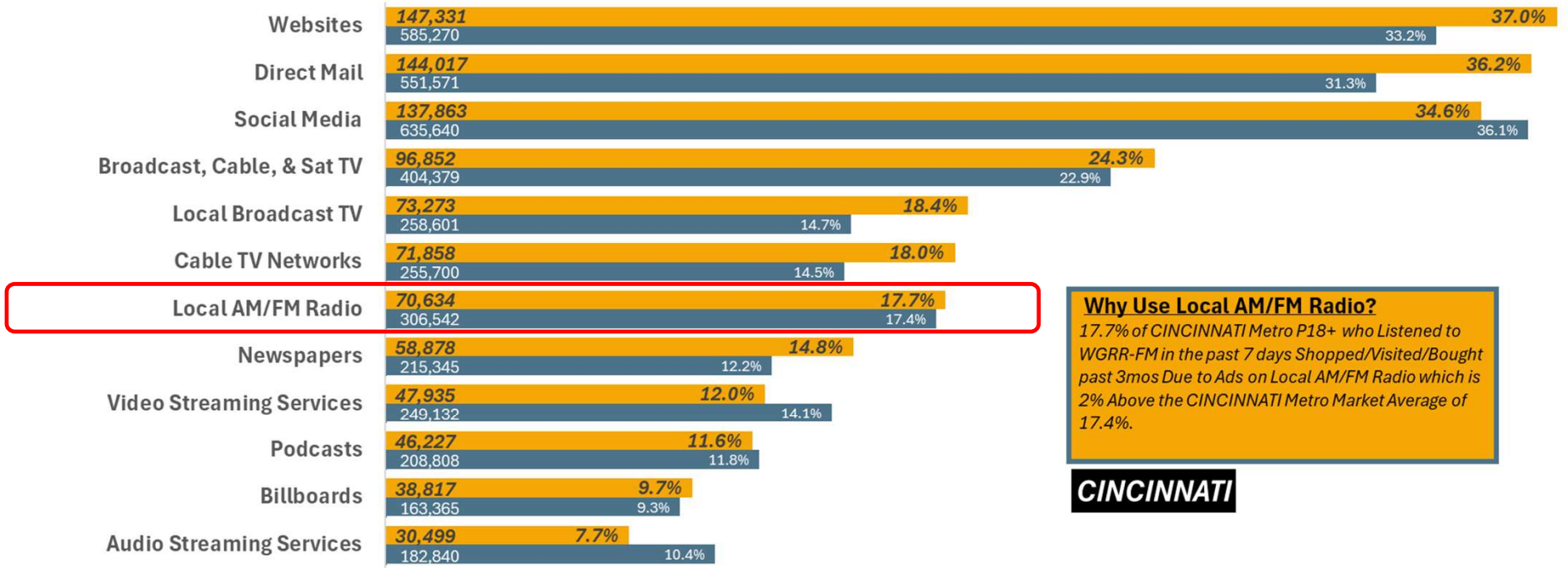
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Radio Stations: WFTK-FM

103.5 WGRR cincinnati's greatest hits

"Advertising Actions"

P18+ who Listened to WGRR-FM in the past 7 days (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

17.7% of CINCINNATI Metro P18+ who Listened to WGRR-FM in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 2% Above the CINCINNATI Metro Market Average of 17.4%.

CINCINNATI

CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab: 464

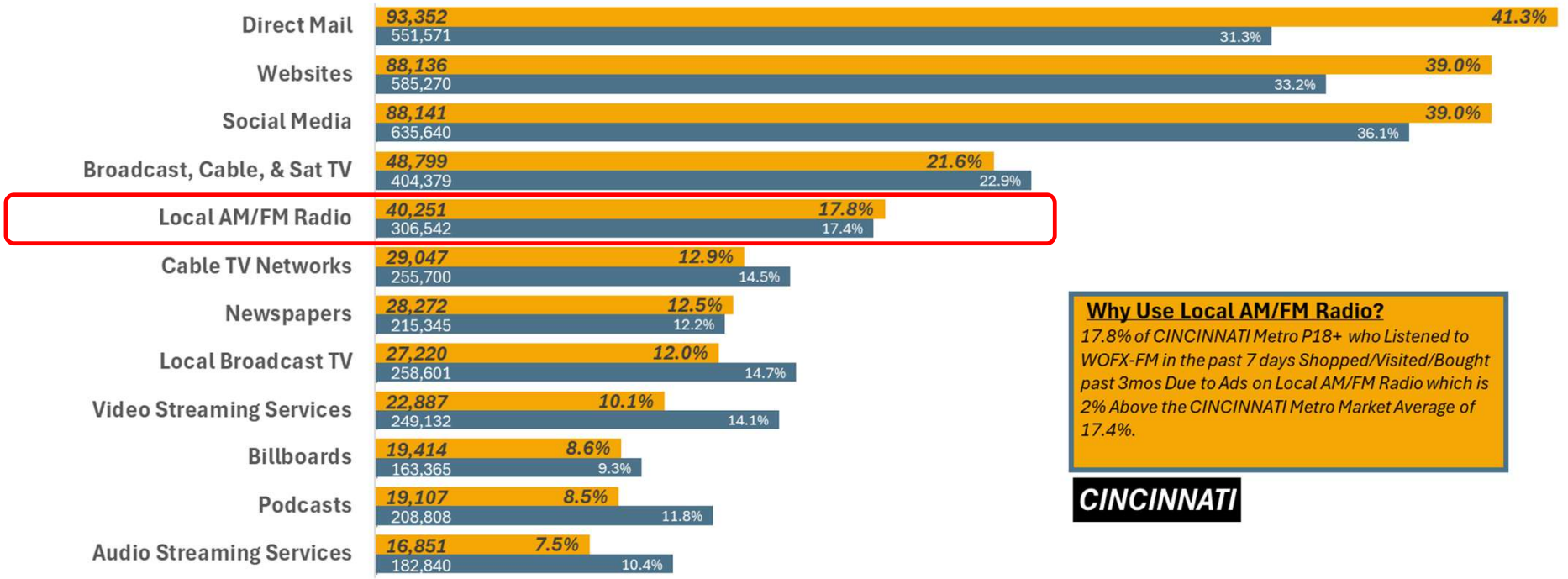
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Radio Stations: WGRR-FM

"Advertising Actions"

P18+ who Listened to WOFX-FM in the past 7 days (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

17.8% of CINCINNATI Metro P18+ who Listened to WOFX-FM in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 2% Above the CINCINNATI Metro Market Average of 17.4%.

CINCINNATI

CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab: 247

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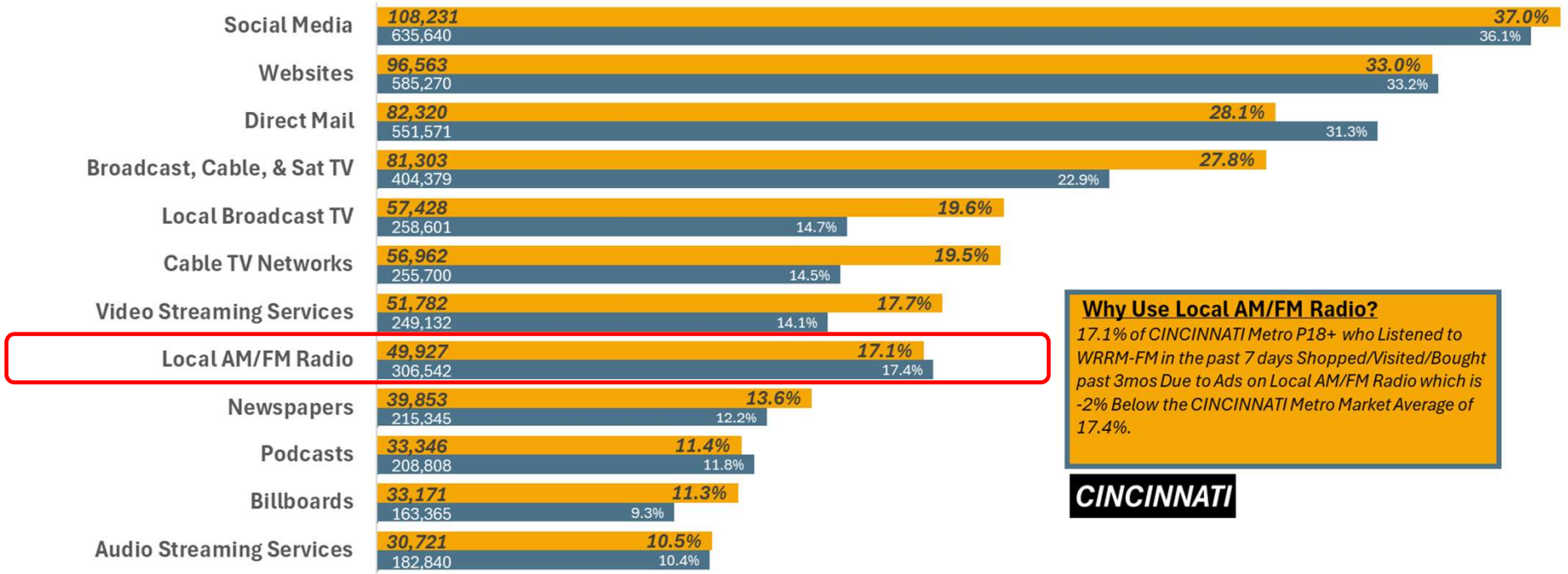
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Radio Stations: WOFX-FM

Warm98.5
80s. 90s. Now.

"Advertising Actions"

P18+ who Listened to WRRM-FM in the past 7 days (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

17.1% of CINCINNATI Metro P18+ who Listened to WRRM-FM in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -2% Below the CINCINNATI Metro Market Average of 17.4%.

CINCINNATI

CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab: 306

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Radio Stations: WRRM-FM