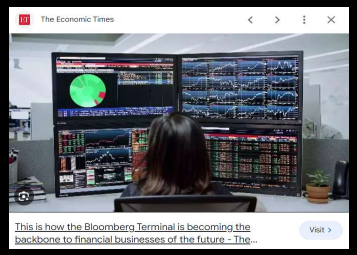
CHICAGO, IL, Metro – 5 P18+ Profiles of HUBBARD RADIO Listeners!

Brand New Data as of JULY 31, 2025!

Complete Demographic & Media Use Profiles













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

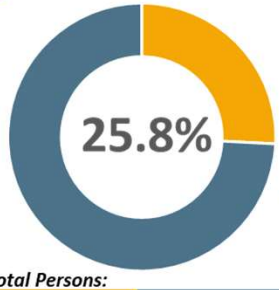
(Radio Stations: WDRV-FM OR Radio Stations: WTBC-FM OR Radio Stations: WTMX-FM) Radio Stations: WDRV-FM Radio Stations: WTBC-FM Radio Stations: WTMX-FM Radio Stations: WTMX-FM M-F 6A-10A

HUBBARD BROADCASTING INC. HB INC.

HUBBARD RADIO

25.8% or 1,880,119 of CHICAGO Metro Adults 18 or older Listened to HUBBARD RADIO in the past 7 days. Typical Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days are 48.9 years old (1.5% older than average) and have a $121,227 (12.1% higher than average) annual household income.

Percent of Market: Adults 18 or older



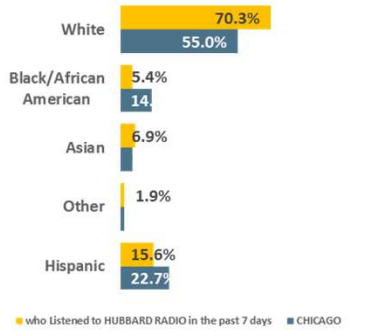
Total Persons:

1,880,119	5,405,398

Gender of Target vs. Market: Adults 18 or older

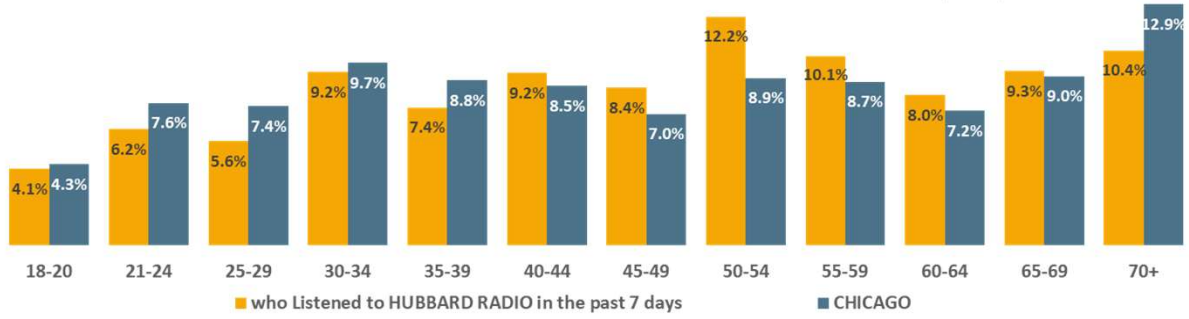
	Men	Men	Women	Women
%M vs. %F:	48.9%	48.9%	51.1%	51.1%
Average Age:	48.3	48.0	49.6	48.4
# Persons:	918,753	3,562,176	961,366	3,723,341

Ethnicity of Target vs. Market:

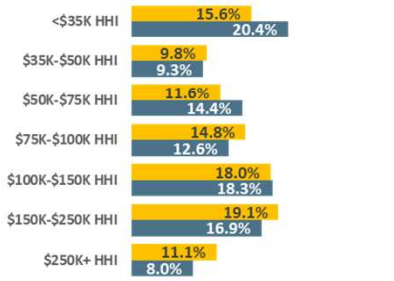


Age Cell Demographics of Target vs. Market:

Average Age:	who Listened to HUBBARD RADIO in the past 7 days	CHICAGO
Adults 18 or older	48.9	48.2



HHI of Target vs. Market:



Avg HHI:	$121,227	$108,185

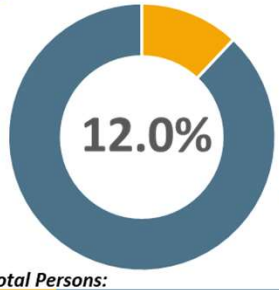
CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 1,044

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(Radio Stations: WDRV-FM OR Radio Stations: WTBC-FM OR Radio Stations: WTMX-FM)

12.% or 875,895 of CHICAGO Metro Adults 18 or older Listened to WDRV-FM in the past 7 days.
Typical Adults 18 or older who Listened to WDRV-FM in the past 7 days are 53.3 years old (10.6% older than average) and have a $118,452 (9.5% higher than average) annual household income.

Percent of Market: Adults 18 or older

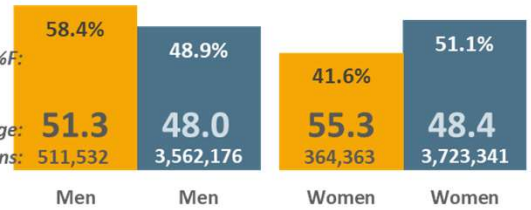


- who Listened to WDRV-FM in the past 7 days
- Remainder of CHICAGO Metro

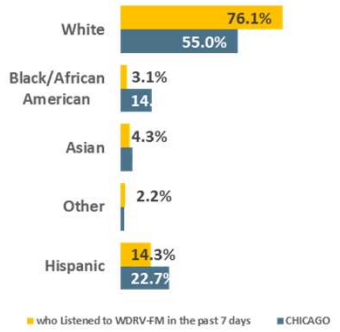
Total Persons:

875,895	6,409,622

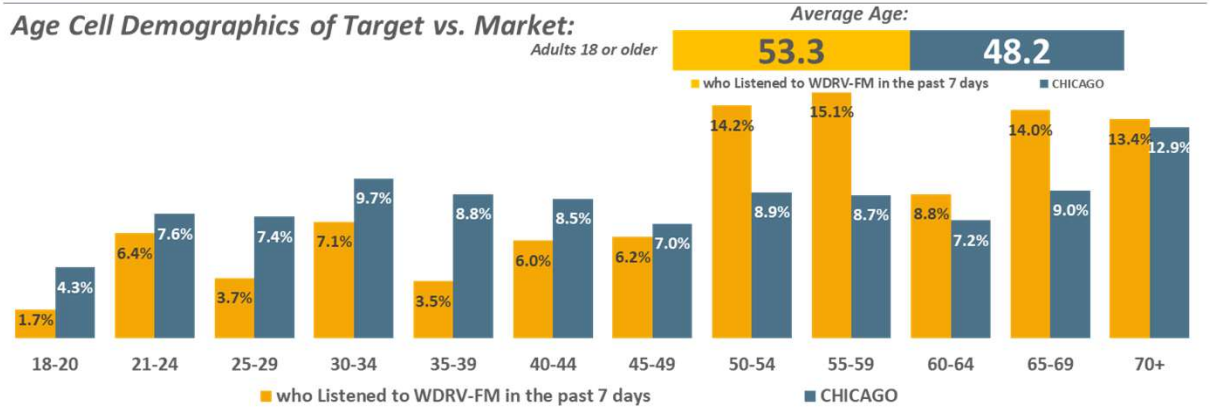
Gender of Target vs. Market: Adults 18 or older



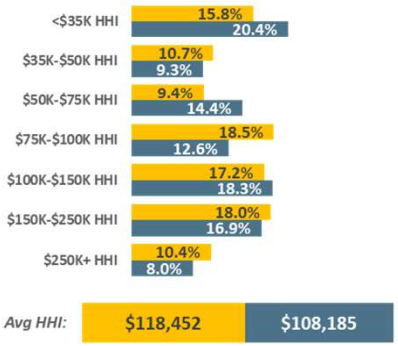
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:

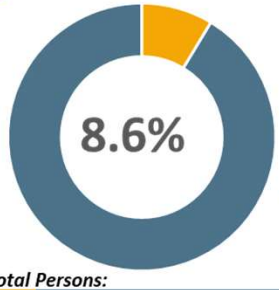


CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 466

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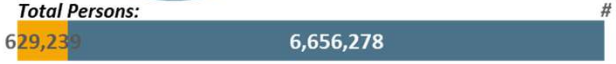
8.6% or 629,239 of CHICAGO Metro Adults 18 or older Listened to WTBC-FM in the past 7 days.
Typical Adults 18 or older who Listened to WTBC-FM in the past 7 days are 46.2 years old (4.1% younger than average) and have a $117,386 (8.5% higher than average) annual household income.

Percent of Market: Adults 18 or older

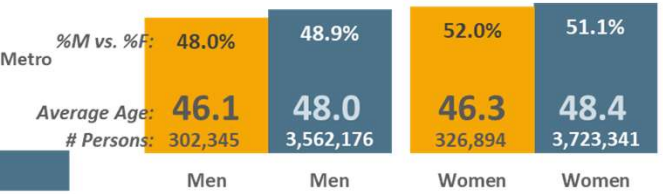


- who Listened to WTBC-FM in the past 7 days
- Remainder of CHICAGO Metro

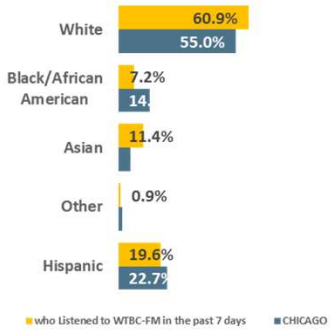
Total Persons:



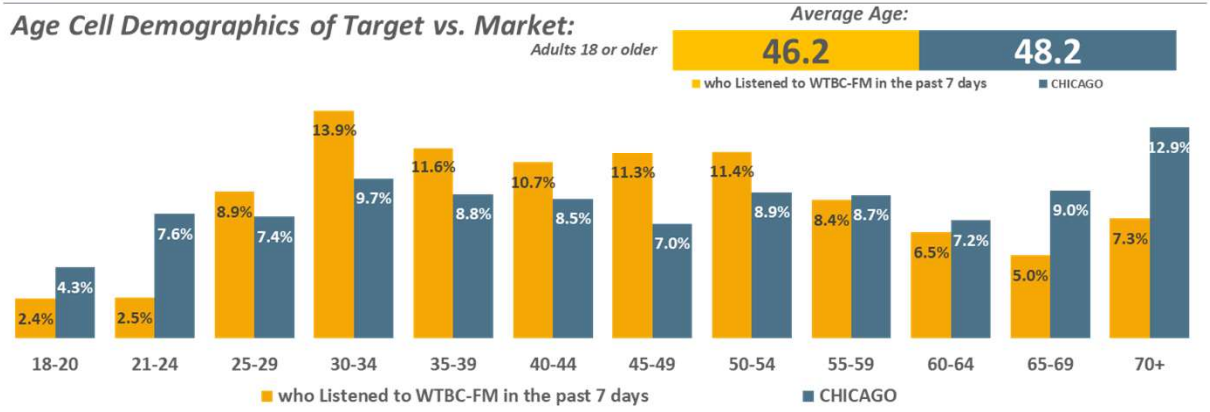
Gender of Target vs. Market: Adults 18 or older



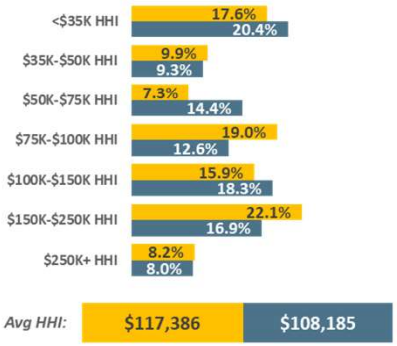
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:

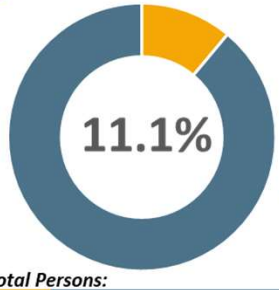


CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 371

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11.1% or 806,881 of CHICAGO Metro Adults 18 or older Listened to WTMX-FM in the past 7 days.
Typical Adults 18 or older who Listened to WTMX-FM in the past 7 days are 45.6 years old (5.4% younger than average) and have a $122,742 (13.5% higher than average) annual household income.

Percent of Market: Adults 18 or older

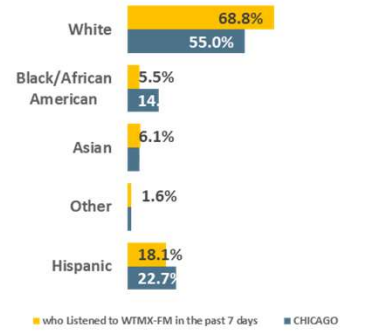


Total Persons:
806,881 | 6,478,636

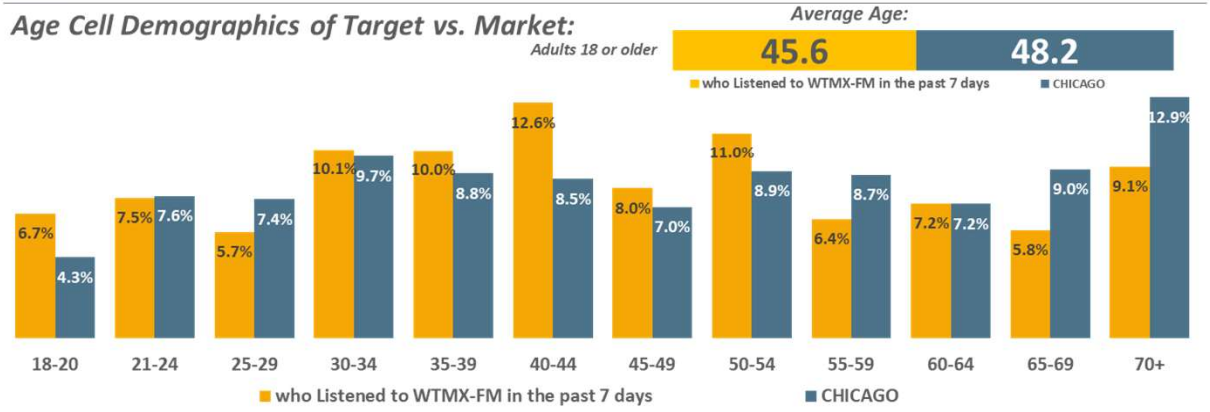
Gender of Target vs. Market: Adults 18 or older

	Men	Men	Women	Women
%M vs. %F:	40.9%	48.9%	59.1%	51.1%
Average Age:	44.9	48.0	46.3	48.4
# Persons:	329,795	3,562,176	477,086	3,723,341

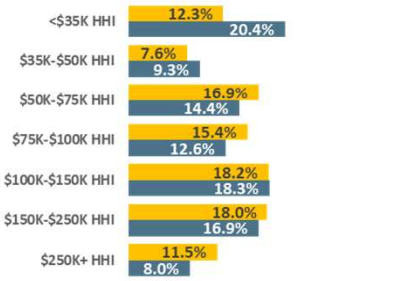
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: $122,742 | $108,185

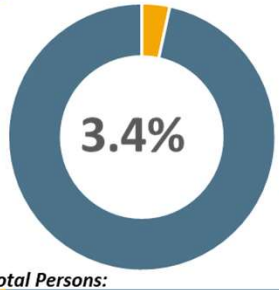
CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 465

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3.4% or 246,546 of CHICAGO Metro Adults 18 or older Listened to WTMX-FM M-F 6A-10A in the past 7 days. Typical Adults 18 or older who Listened to WTMX-FM M-F 6A-10A in the past 7 days are 49.3 years old (2.2% older than average) and have a $123,686 (14.3% higher than average) annual household income.

Percent of Market: Adults 18 or older

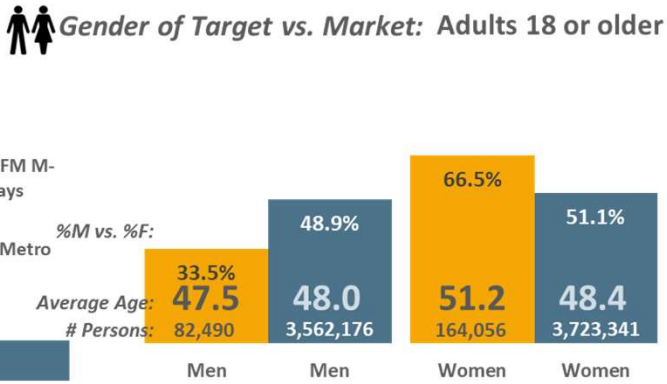


- who Listened to WTMX-FM M-F 6A-10A in the past 7 days
- Remainder of CHICAGO Metro

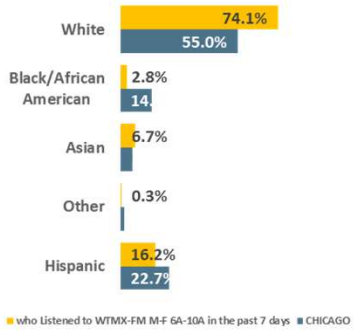
Total Persons:

246,546 | 7,038,971

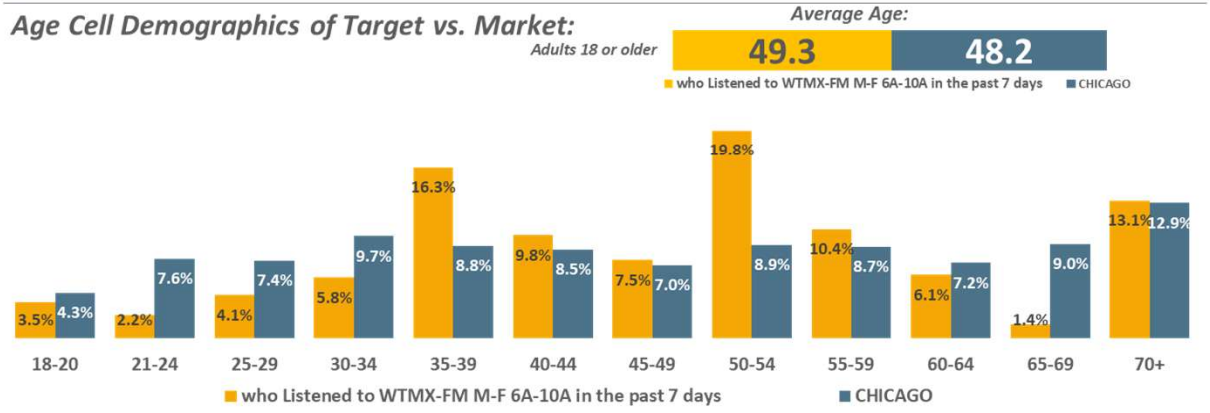
Gender of Target vs. Market: Adults 18 or older



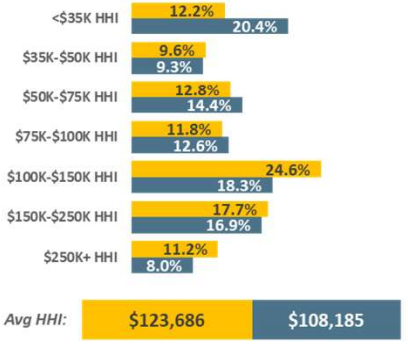
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



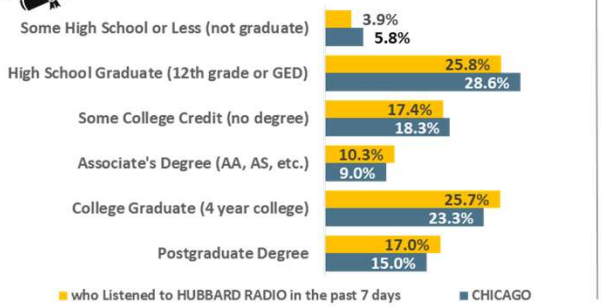
CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 137

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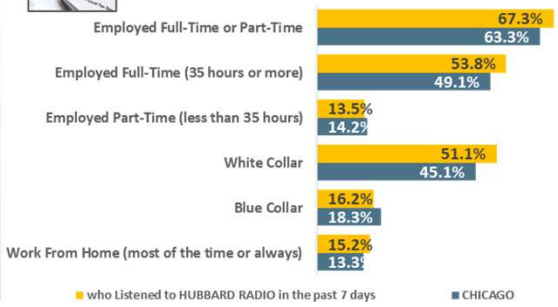
HUBBARD RADIO

25.8% or 1,880,119 of CHICAGO Metro Adults 18 or older Listened to HUBBARD RADIO in the past 7 days. Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days are 11.4% more likely to be a college graduate, 9.5% more likely to work full-time, 10.4% more likely to be married, .7% more likely to be a parent of 1 or more children under 18.

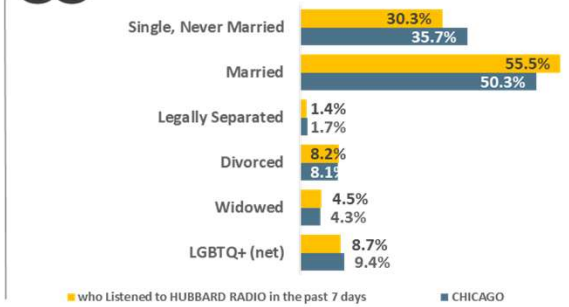
Education Levels: Adults 18 or older



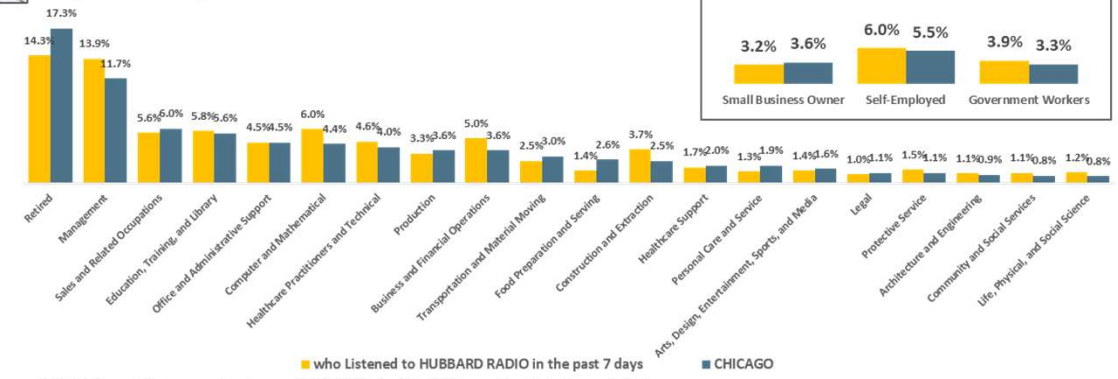
Employment: Adults 18 or older



Marital Status: Adults 18 or older

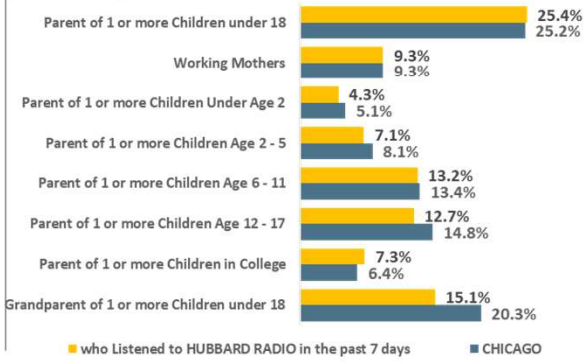


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older



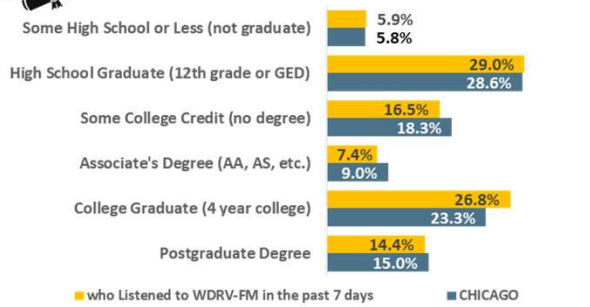
CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 1,044

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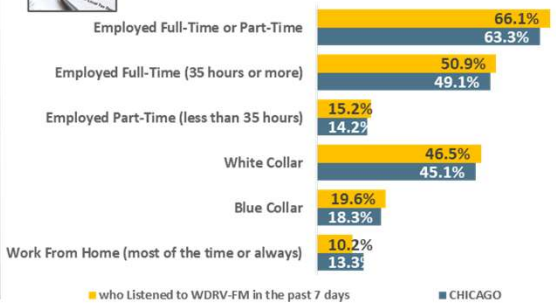
(Radio Stations: WDRV-FM OR Radio Stations: WTBC-FM OR Radio Stations: WTMX-FM)

12.% or 875,895 of CHICAGO Metro Adults 18 or older Listened to WDRV-FM in the past 7 days. Adults 18 or older who Listened to WDRV-FM in the past 7 days are 7.7% more likely to be a college graduate, 3.6% more likely to work full-time, 20.3% more likely to be married, 10.6% less likely to be a parent of 1 or more children under 18.

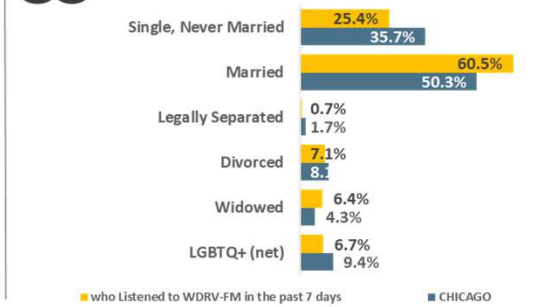
Education Levels: Adults 18 or older



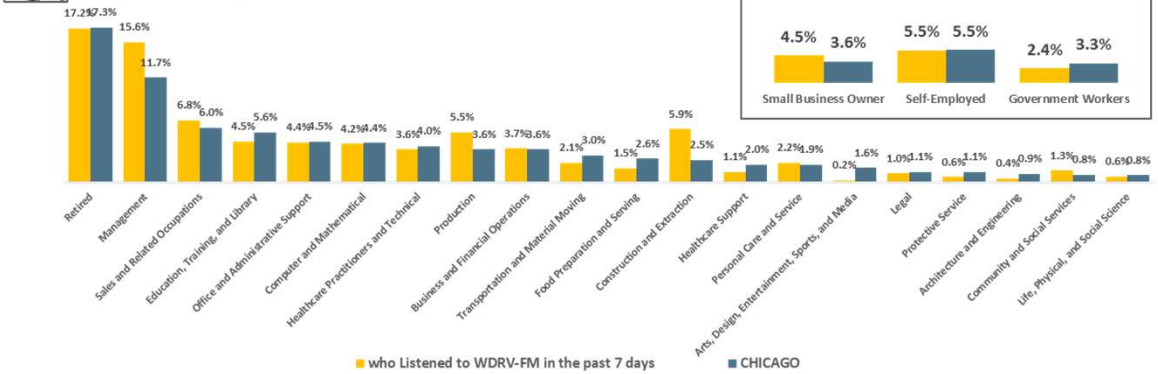
Employment: Adults 18 or older



Marital Status: Adults 18 or older

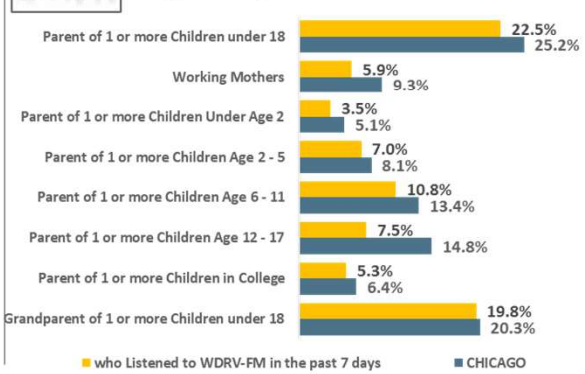


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older



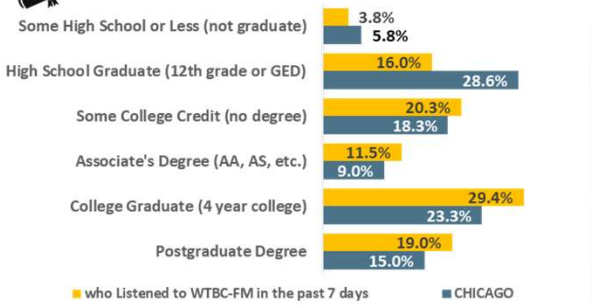
CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 466

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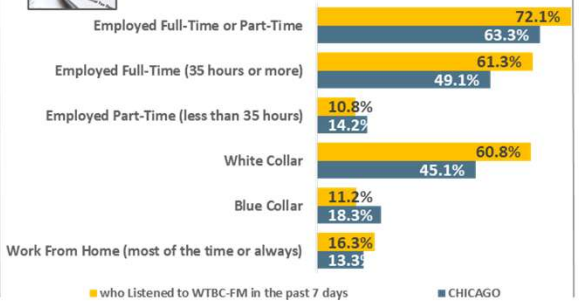
Radio Stations: WDRV-FM

8.6% or 629,239 of CHICAGO Metro Adults 18 or older Listened to WTBC-FM in the past 7 days.
Adults 18 or older who Listened to WTBC-FM in the past 7 days are 26.5% more likely to be a college graduate, 24.7% more likely to work full-time, 3.6% more likely to be married, 23.4% more likely to be a parent of 1 or more children under 18.

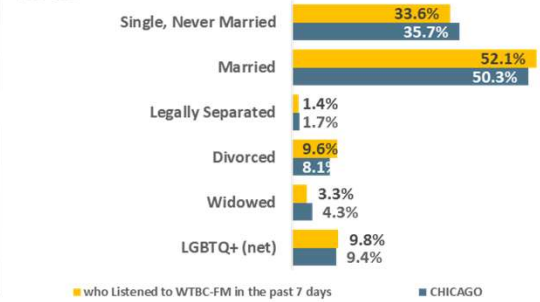
Education Levels: Adults 18 or older



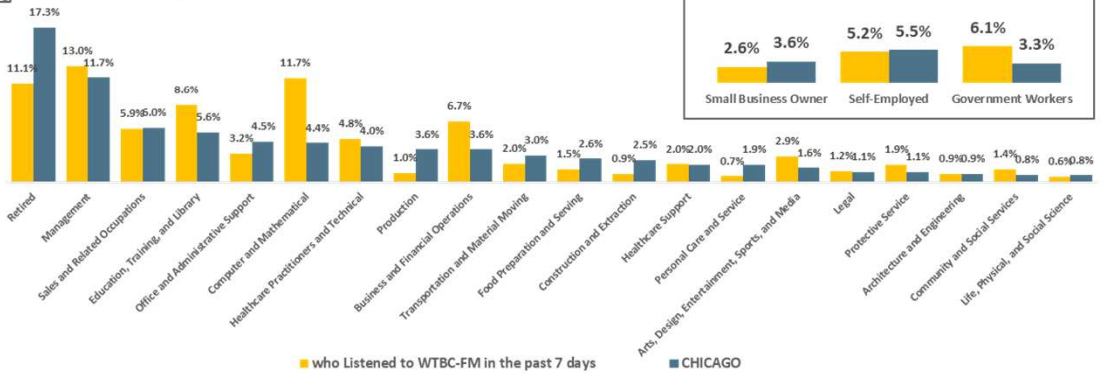
Employment: Adults 18 or older



Marital Status: Adults 18 or older

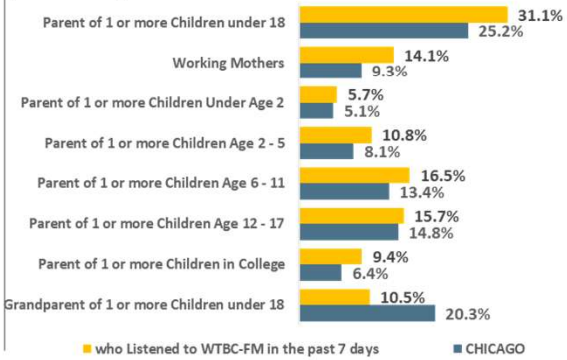


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older

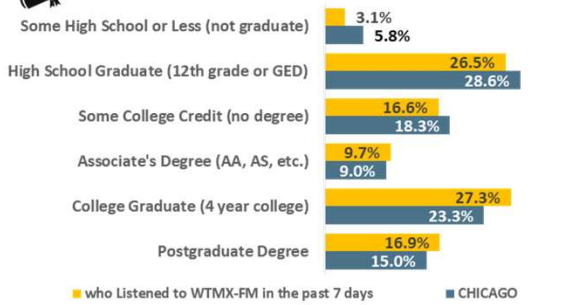


CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 371

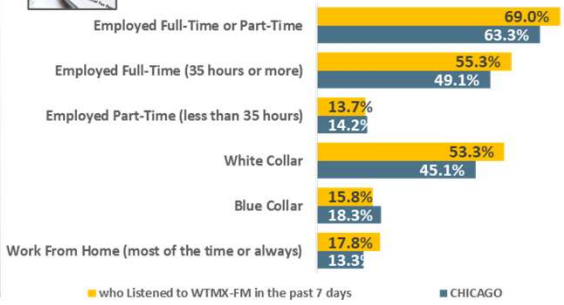
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11.1% or 806,881 of CHICAGO Metro Adults 18 or older Listened to WTMX-FM in the past 7 days. Adults 18 or older who Listened to WTMX-FM in the past 7 days are 15.4% more likely to be a college graduate, 12.5% more likely to work full-time, 13.5% more likely to be married, 6.5% more likely to be a parent of 1 or more children under 18.

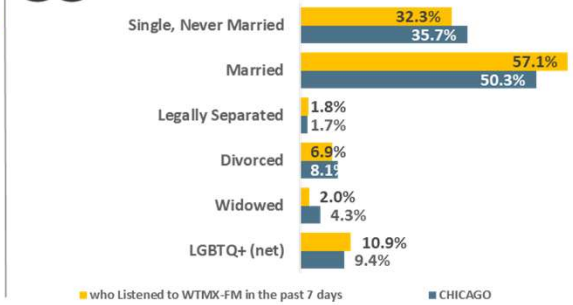
Education Levels: Adults 18 or older



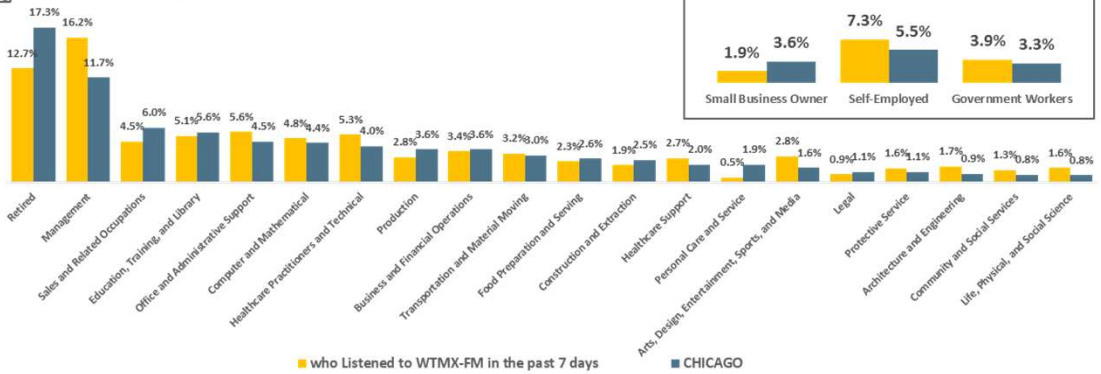
Employment: Adults 18 or older



Marital Status: Adults 18 or older

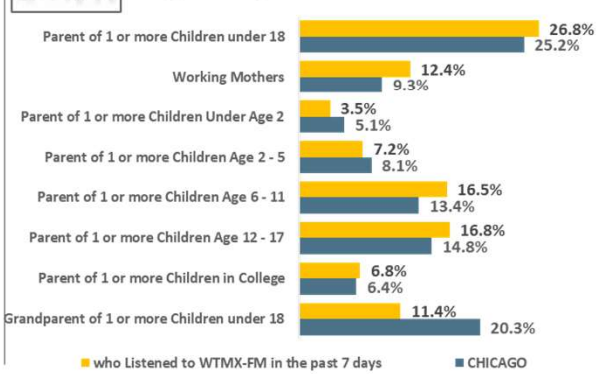


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older



CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 465

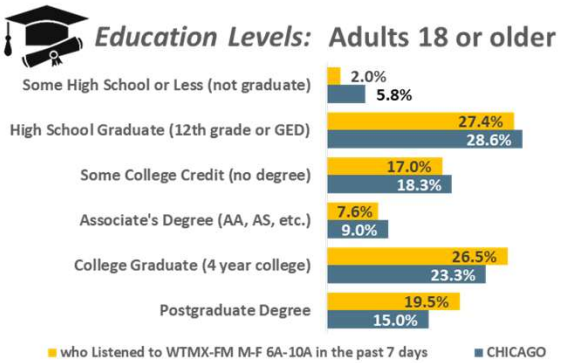
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Radio Stations: WTMX-FM

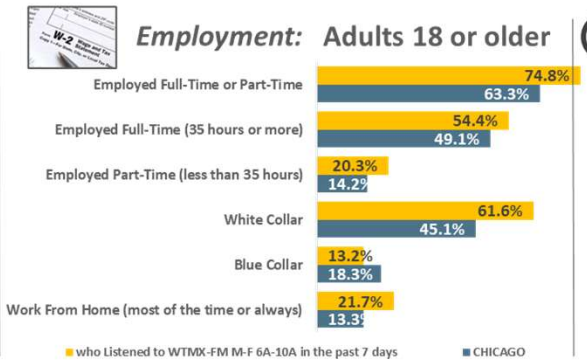


3.4% or 246,546 of CHICAGO Metro Adults 18 or older Listened to WTMX-FM M-F 6A-10A in the past 7 days. Adults 18 or older who Listened to WTMX-FM M-F 6A-10A in the past 7 days are 20.2% more likely to be a college graduate, 10.8% more likely to work full-time, 28.6% more likely to be married, 37.3% more likely to be a parent of 1 or more children under 18.

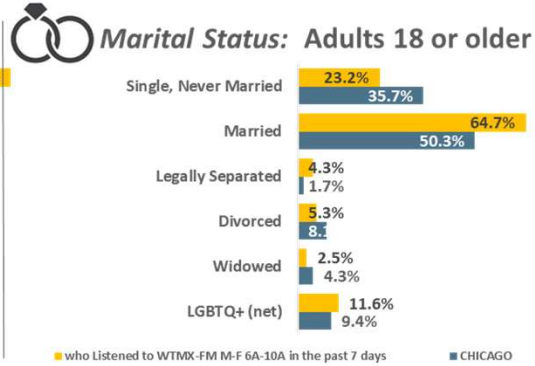
Education Levels: Adults 18 or older



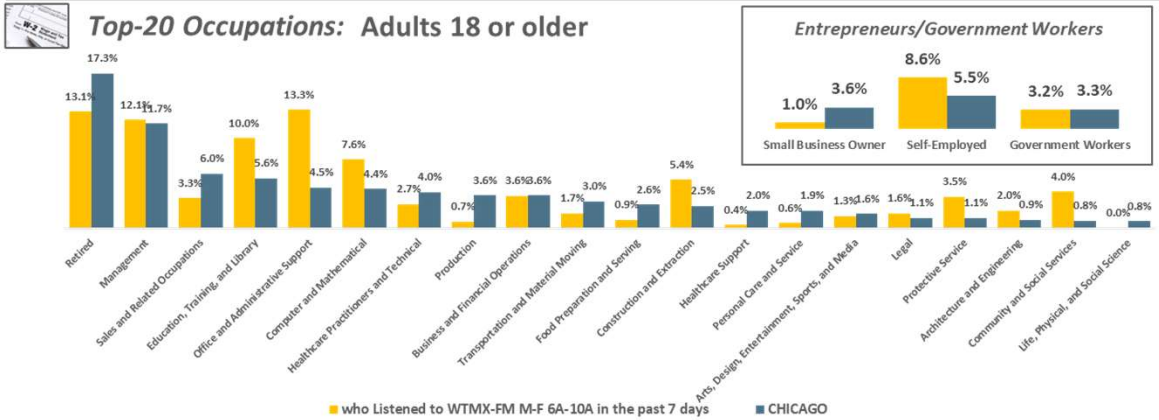
Employment: Adults 18 or older



Marital Status: Adults 18 or older

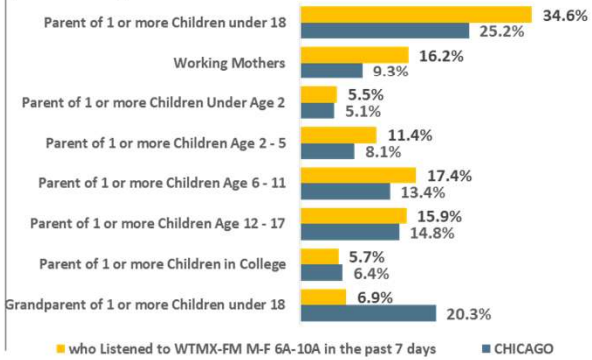


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older



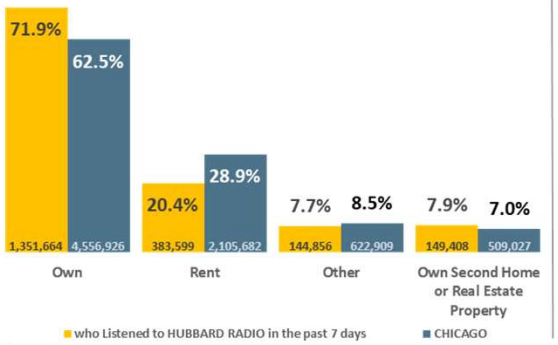
CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 137

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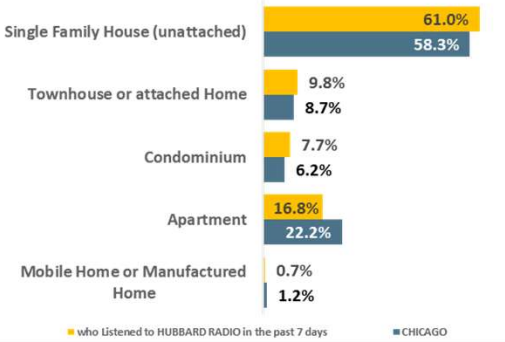
HUBBARD RADIO

25.8% or 1,880,119 of CHICAGO Metro Adults 18 or older Listened to HUBBARD RADIO in the past 7 days. Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days are 14.9% more likely to own their home, 3.8% more likely to own a higher valued home, 4.7% more likely to have a single-family home, 9.% more likely to have a dog.

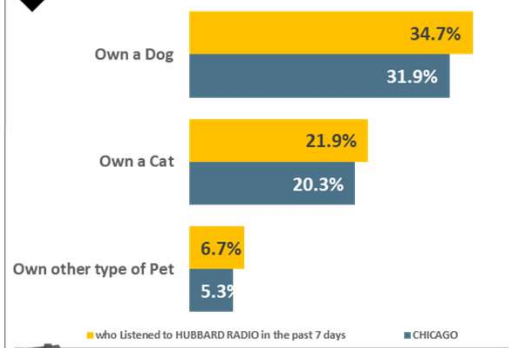
Own/Rent/Other: Adults 18 or older



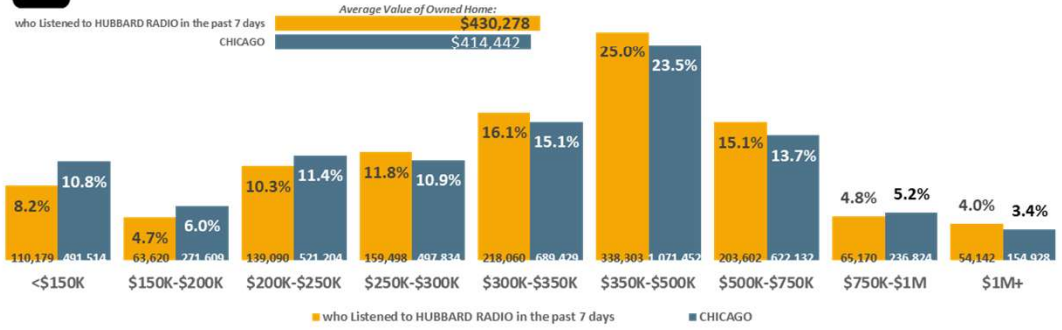
Type of Home: Adults 18 or older



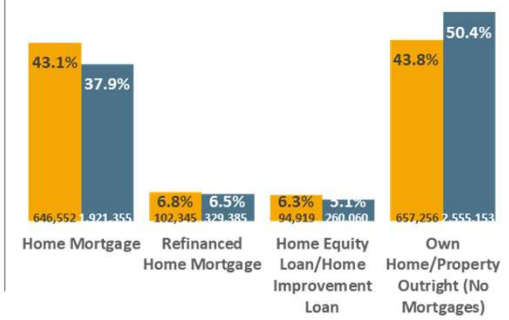
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



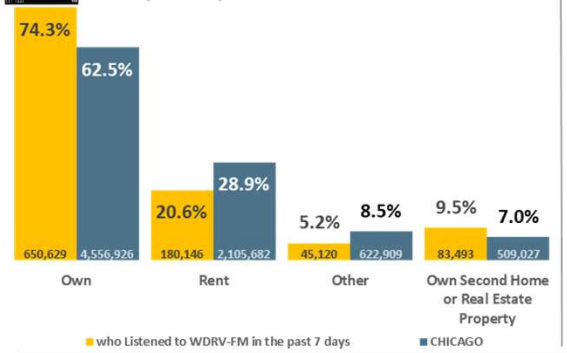
CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 1,044

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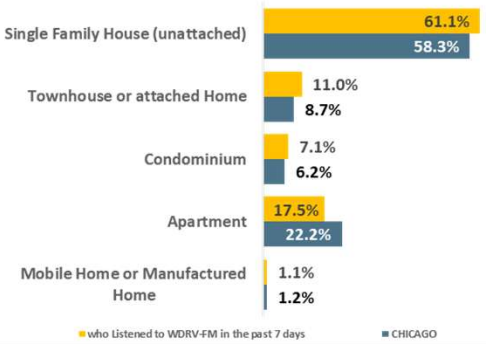
(Radio Stations: WDRV-FM OR Radio Stations: WTBC-FM OR Radio Stations: WTMX-FM)

12.% or 875,895 of CHICAGO Metro Adults 18 or older Listened to WDRV-FM in the past 7 days.
Adults 18 or older who Listened to WDRV-FM in the past 7 days are 18.8% more likely to own their home, 3.6% more likely to own a lower valued home, 4.9% more likely to have a single-family home, 5.1% more likely to have a dog.

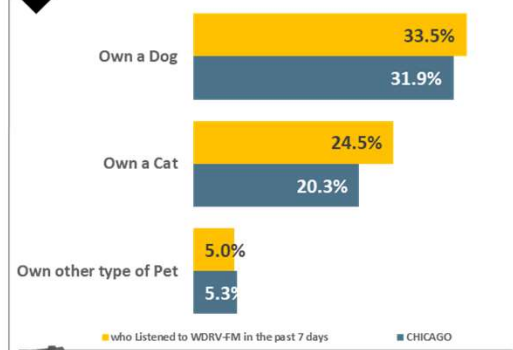
Own/Rent/Other: Adults 18 or older



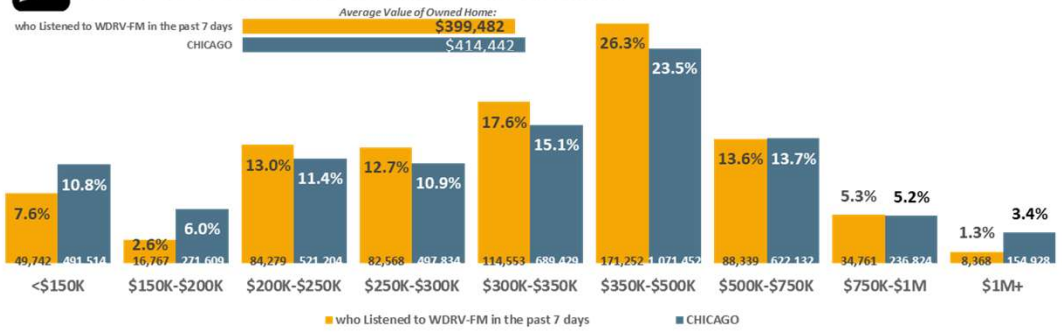
Type of Home: Adults 18 or older



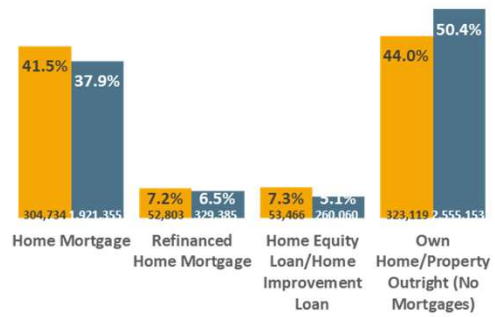
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



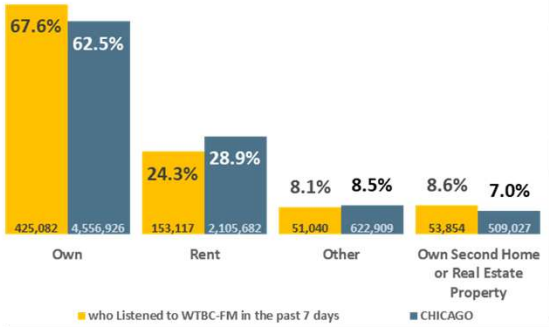
CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 466

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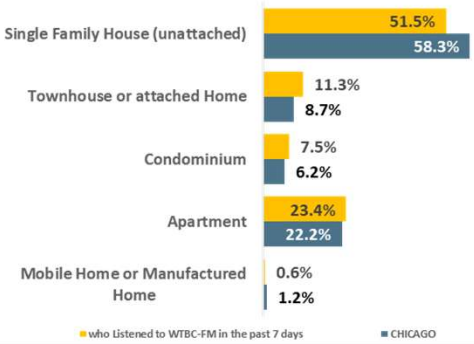
Radio Stations: WDRV-FM

8.6% or 629,239 of CHICAGO Metro Adults 18 or older Listened to WTBC-FM in the past 7 days.
Adults 18 or older who Listened to WTBC-FM in the past 7 days are 8.% more likely to own their home, .2% more likely to own a lower valued home, 11.6% less likely to have a single-family home, 4.9% more likely to have a dog.

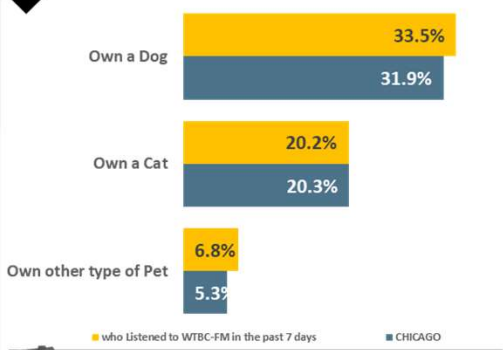
Own/Rent/Other: Adults 18 or older



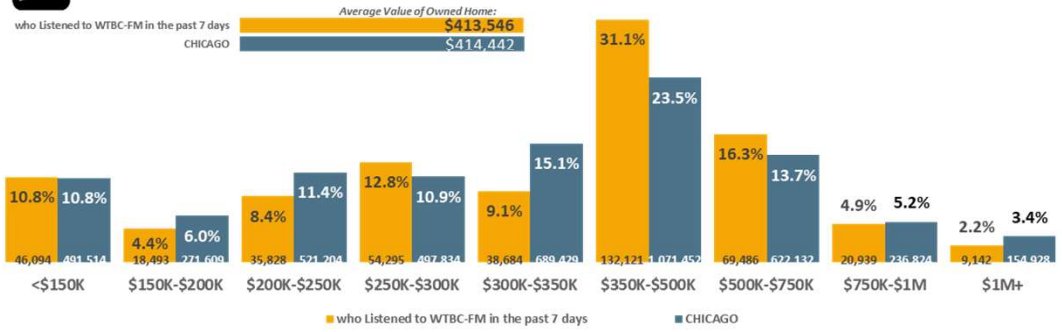
Type of Home: Adults 18 or older



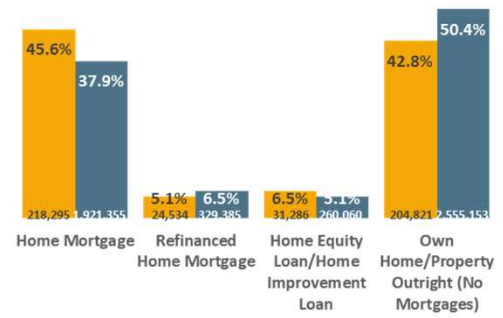
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



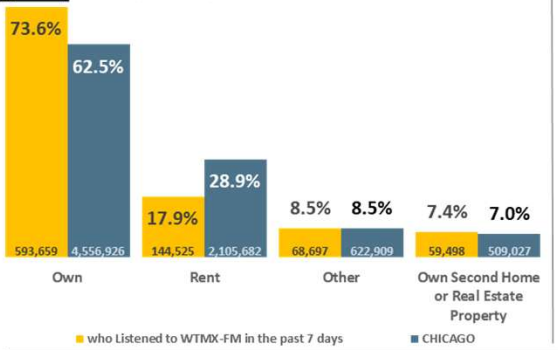
CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 371

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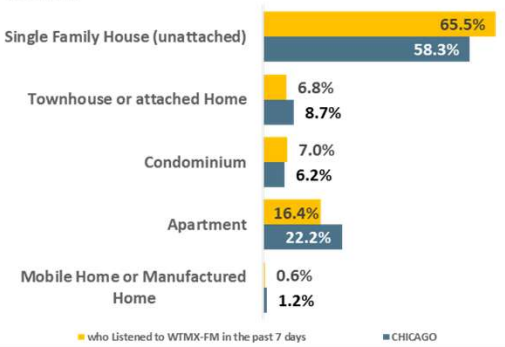
Radio Stations: WTBC-FM

11.1% or 806,881 of CHICAGO Metro Adults 18 or older Listened to WTMX-FM in the past 7 days.
Adults 18 or older who Listened to WTMX-FM in the past 7 days are 17.6% more likely to own their home, 9.5% more likely to own a higher valued home, 12.5% more likely to have a single-family home, 22.3% more likely to have a dog.

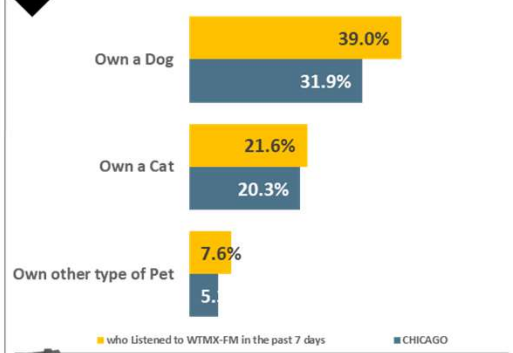
Own/Rent/Other: Adults 18 or older



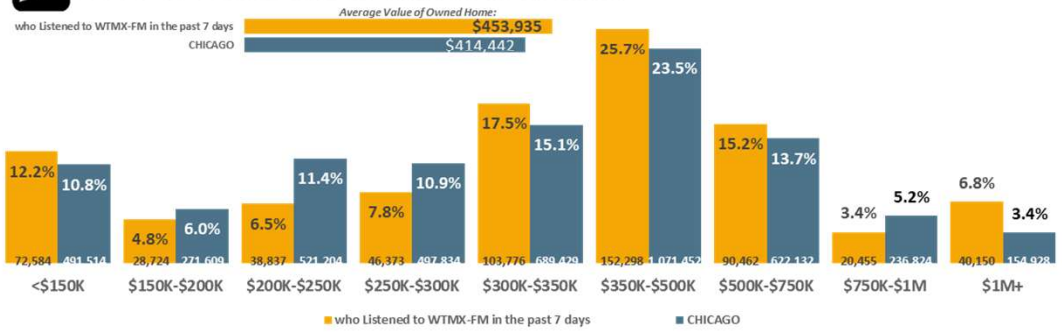
Type of Home: Adults 18 or older



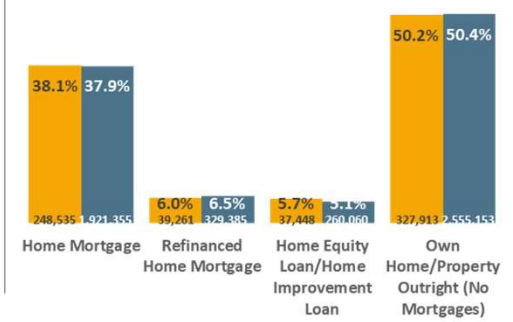
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 465

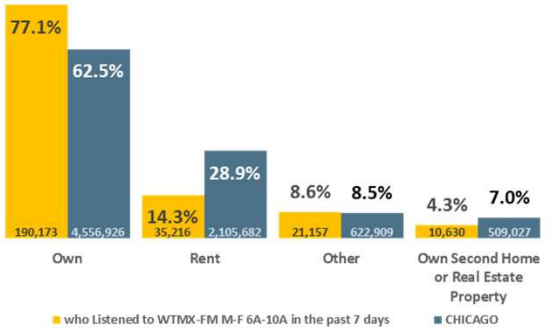
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Radio Stations: WTMX-FM

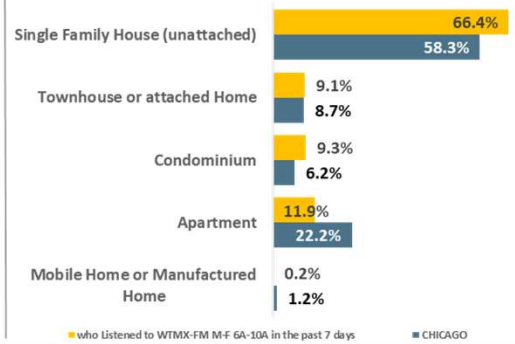


3.4% or 246,546 of CHICAGO Metro Adults 18 or older Listened to WTMX-FM M-F 6A-10A in the past 7 days. Adults 18 or older who Listened to WTMX-FM M-F 6A-10A in the past 7 days are 23.3% more likely to own their home, 4.3% more likely to own a higher valued home, 14.% more likely to have a single-family home, 28.5% less likely to have a dog.

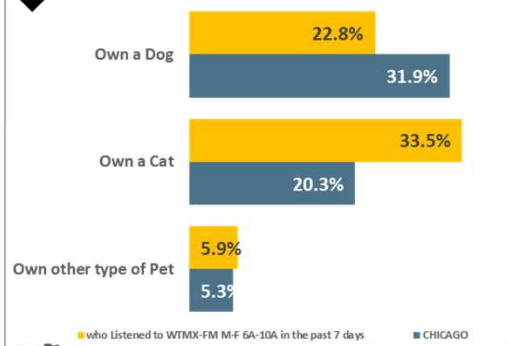
Own/Rent/Other: Adults 18 or older



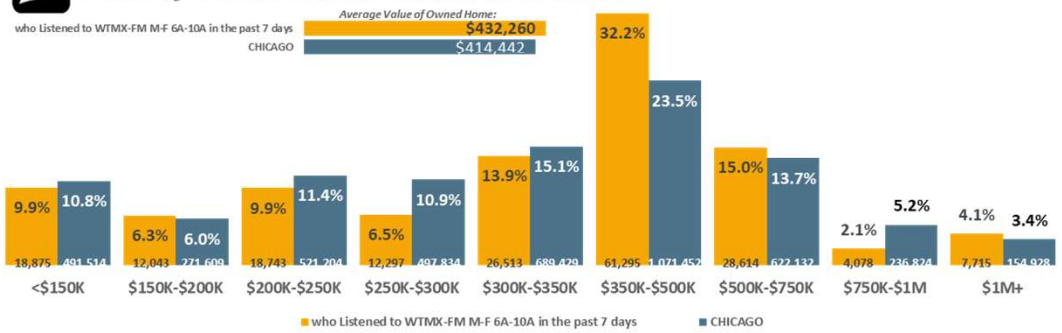
Type of Home: Adults 18 or older



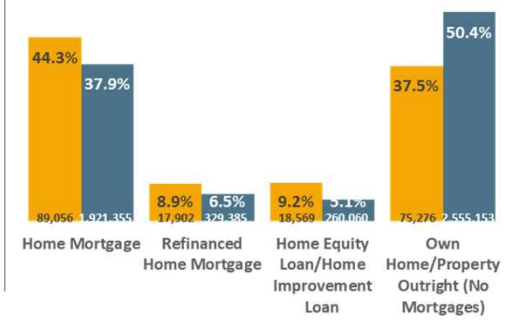
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



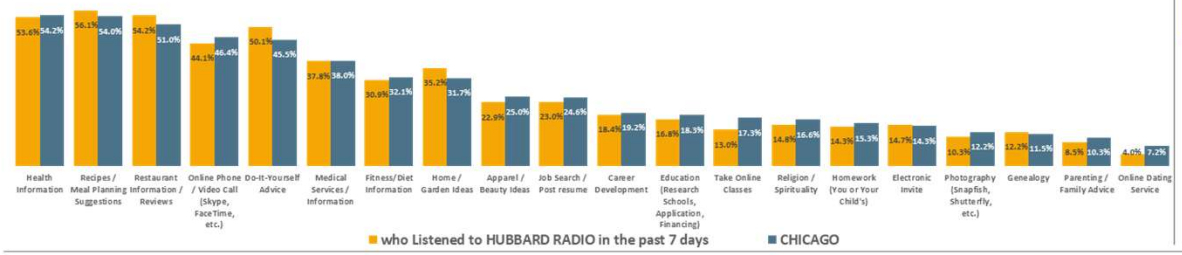
CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 137

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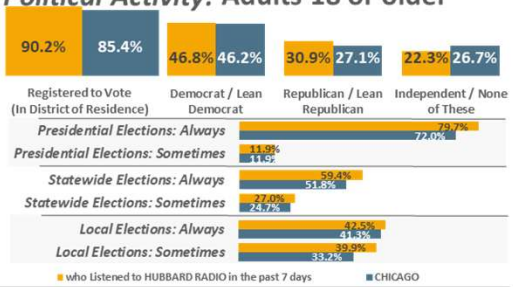
Radio Stations: WTMX-FM M-F 6A-10A

25.8% or 1,880,119 of CHICAGO Metro Adults 18 or older Listened to HUBBARD RADIO in the past 7 days. Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days are 9.9% more likely to look up D-I-Y advice online, 3.% more likely to always vote in local elections, .% less likely to belong to a gym, 5.8% more likely to fly domestic past yr.

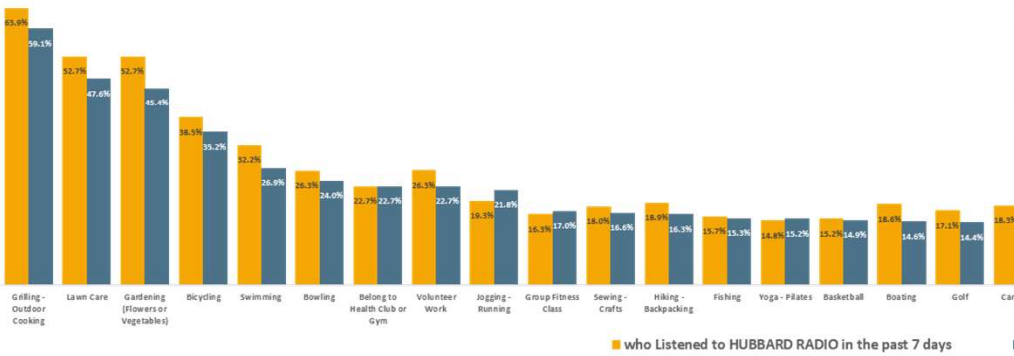
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



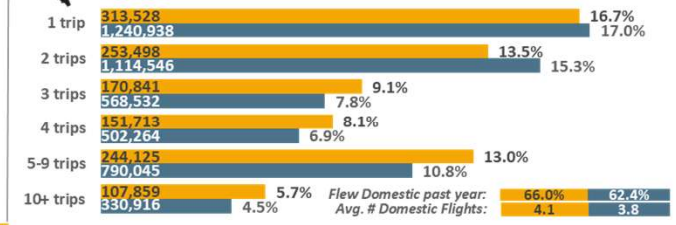
Political Activity: Adults 18 or older



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



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



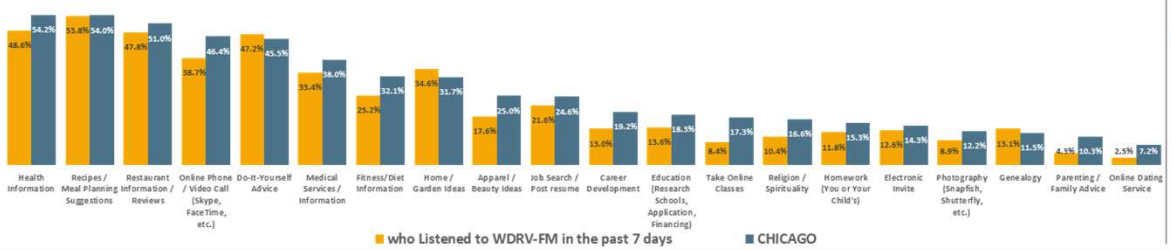
CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 1,044

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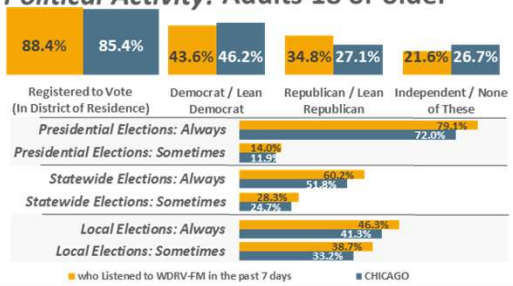
(Radio Stations: WDRV-FM OR Radio Stations: WTBC-FM OR Radio Stations: WTMX-FM)

12.% or 875,895 of CHICAGO Metro Adults 18 or older Listened to WDRV-FM in the past 7 days.
Adults 18 or older who Listened to WDRV-FM in the past 7 days are 3.7% more likely to look up D-I-Y advice online, 12.2% more likely to always vote in local elections, 6.7% less likely to belong to a gym, 8.% more likely to fly domestic past yr.

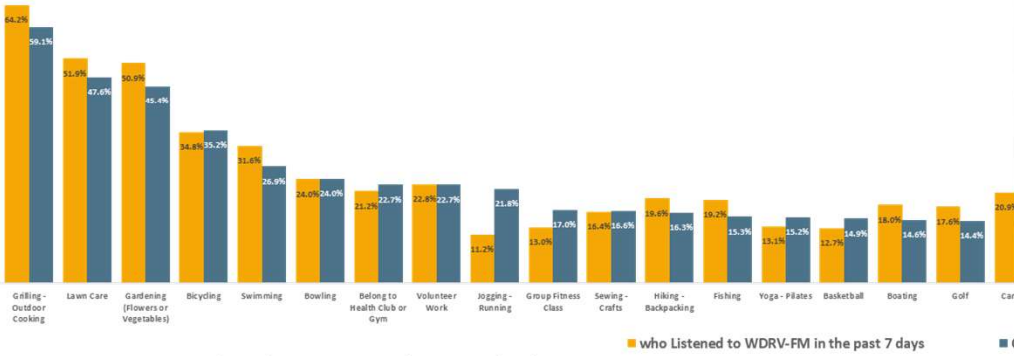
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



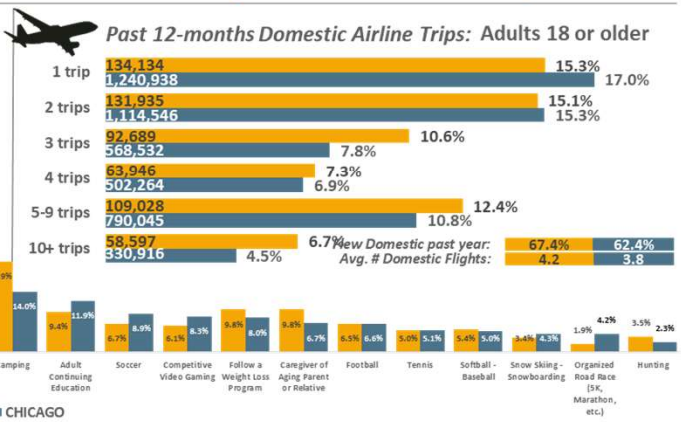
Political Activity: Adults 18 or older



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



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



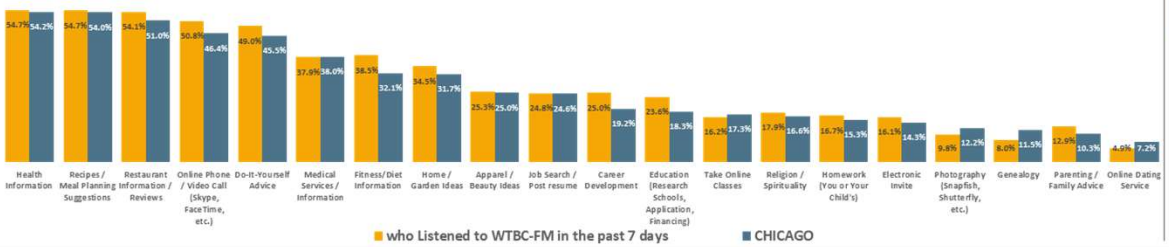
CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 466

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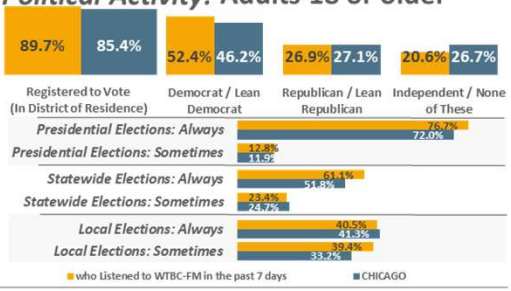
Radio Stations: WDRV-FM

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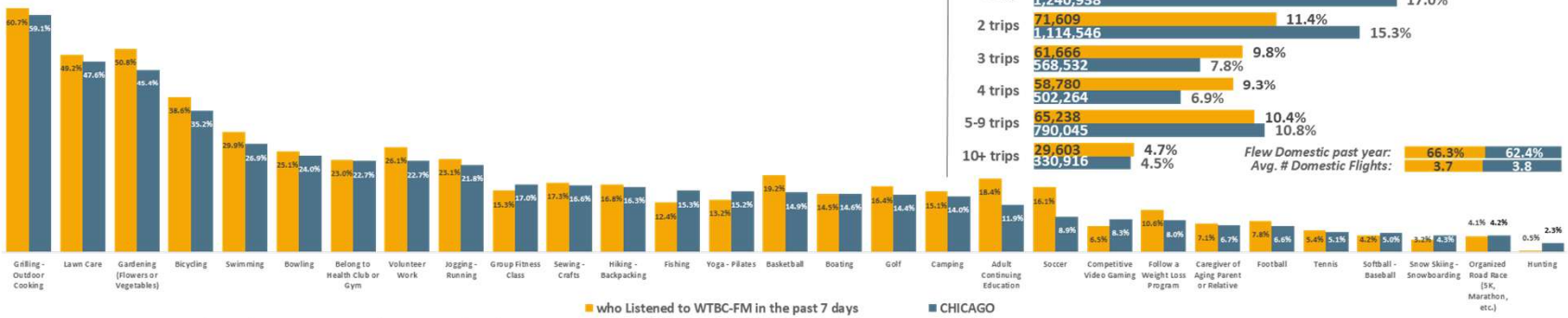
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



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

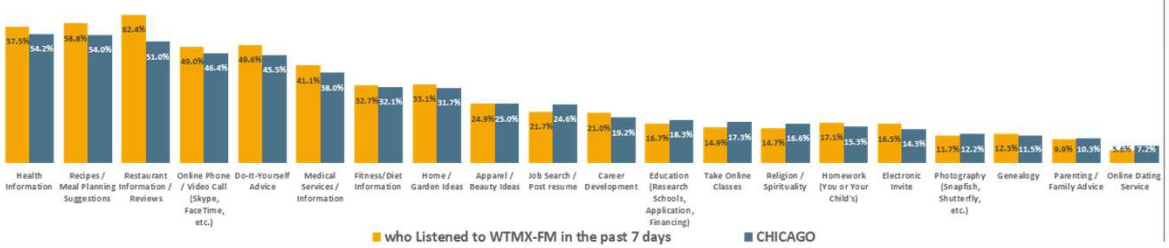
CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 371

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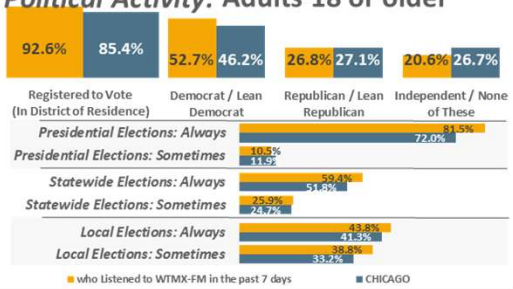
Radio Stations: WTBC-FM

11.1% or 806,881 of CHICAGO Metro Adults 18 or older Listened to WTMX-FM in the past 7 days.
Adults 18 or older who Listened to WTMX-FM in the past 7 days are 9.% more likely to look up D-I-Y advice online, 6.2% more likely to always vote in local elections, 1.7% less likely to belong to a gym, 11.1% more likely to fly domestic past yr.

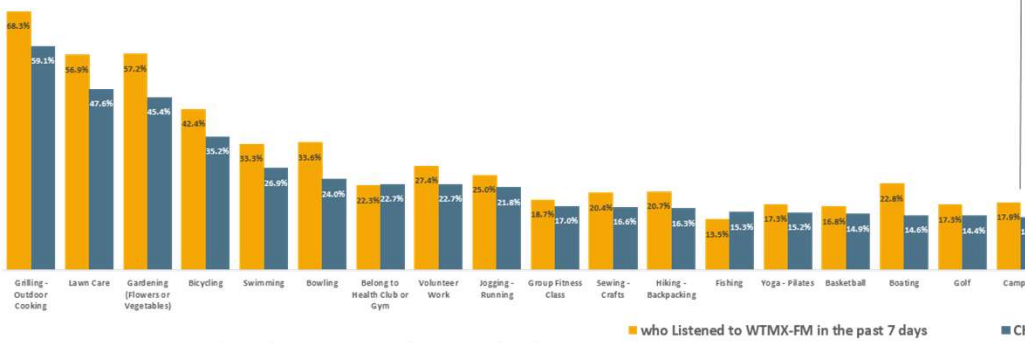
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



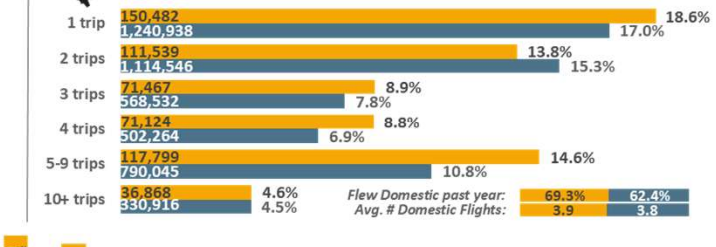
Political Activity: Adults 18 or older



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



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



CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 465

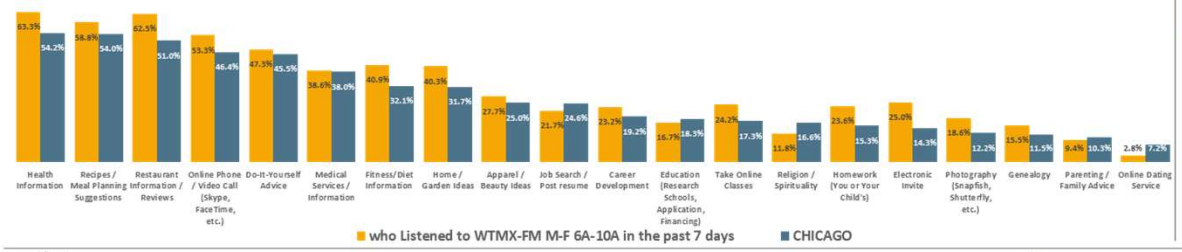
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Radio Stations: WTMX-FM

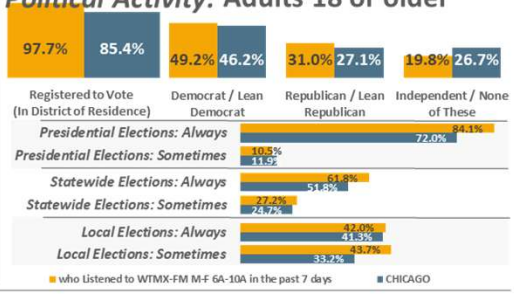


3.4% or 246,546 of CHICAGO Metro Adults 18 or older Listened to WTMX-FM M-F 6A-10A in the past 7 days. Adults 18 or older who Listened to WTMX-FM M-F 6A-10A in the past 7 days are 3.9% more likely to look up D-I-Y advice online, 1.8% more likely to always vote in local elections, 9.8% more likely to belong to a gym, 2.1% more likely to fly domestic past yr

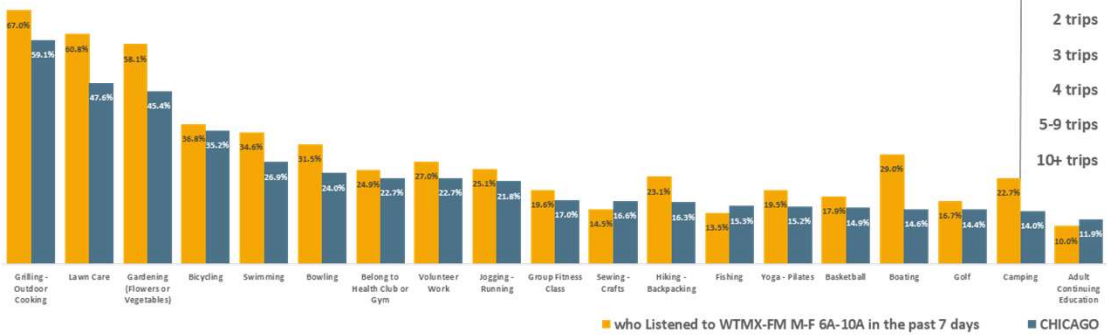
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



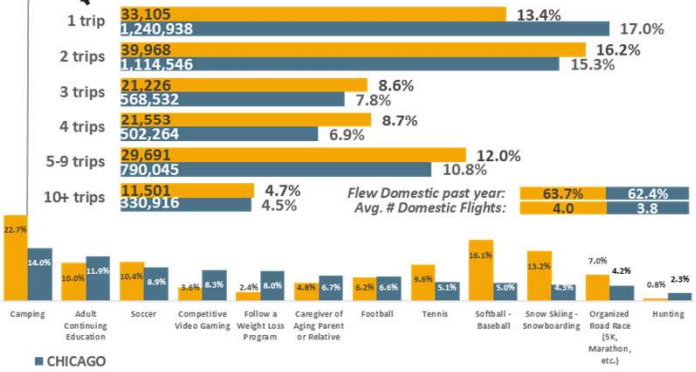
Political Activity: Adults 18 or older



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



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



CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 137

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Radio Stations: WTMX-FM M-F 6A-10A

HUBBARD RADIO

25.8% or 1,880,119 of CHICAGO Metro Adults 18 or older Listened to HUBBARD RADIO in the past 7 days. Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days are 2.5% more likely to use QSRs past mo., 7.3% more likely to use Sit-Down Restaurants past mo., 10.% more likely to use Casinos past yr., 22.4% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



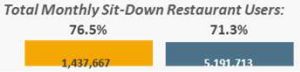
Avg. Monthly QSR Meals:



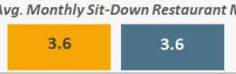
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:

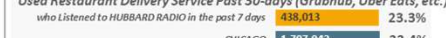


Top-10 Cuisines: Adults 18 or older

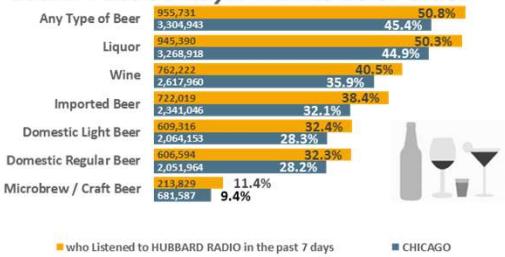
(Sit-Down Restaurants Used Past 30-days)



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

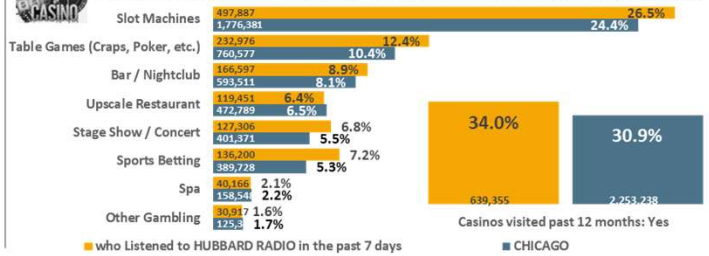


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 1,044

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(Radio Stations: WDRV-FM OR Radio Stations: WTBC-FM OR Radio Stations: WTMX-FM)

12.% or 875,895 of CHICAGO Metro Adults 18 or older Listened to WDRV-FM in the past 7 days.
Adults 18 or older who Listened to WDRV-FM in the past 7 days are 5.4% more likely to use QSRs past mo., 10.% more likely to use Sit-Down Restaurants past mo., 11.2% more likely to use Casinos past yr., 3.9% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



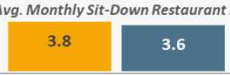
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



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.)

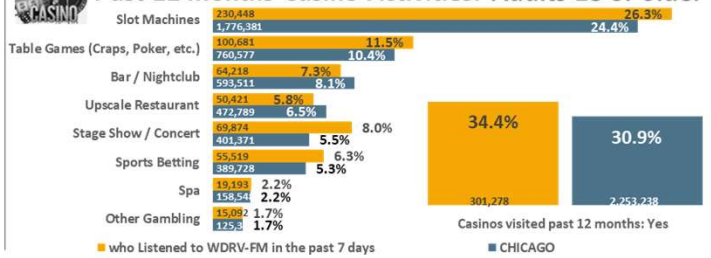
who Listened to WDRV-FM in the past 7 days	185,109	21.1%
CHICAGO	1,707,942	23.4%

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



CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 466

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Radio Stations: WDRV-FM

8.6% or 629,239 of CHICAGO Metro Adults 18 or older Listened to WTBC-FM in the past 7 days.
Adults 18 or older who Listened to WTBC-FM in the past 7 days are 4.1% more likely to use QSRs past mo., 7.6% more likely to use Sit-Down Restaurants past mo., 16.5% more likely to use Casinos past yr., 19.8% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



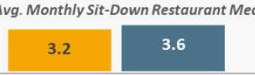
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



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.)

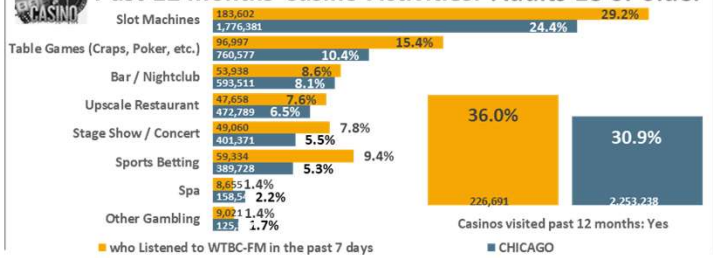


Drank Past 30-days: Adults 18 or older



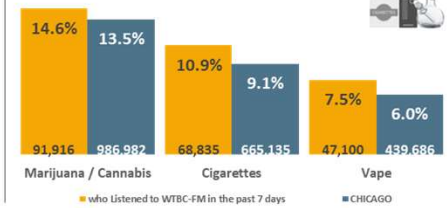
Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older





CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 371

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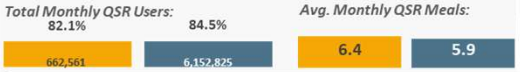
Radio Stations: WTBC-FM

11.1% or 806,881 of CHICAGO Metro Adults 18 or older Listened to WTMX-FM in the past 7 days.
Adults 18 or older who Listened to WTMX-FM in the past 7 days are 2.8% less likely to use QSRs past mo., 5.% more likely to use Sit-Down Restaurants past mo., 19.1% more likely to use Casinos past yr., 49.1% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:

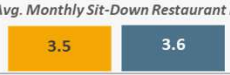
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 18 or older

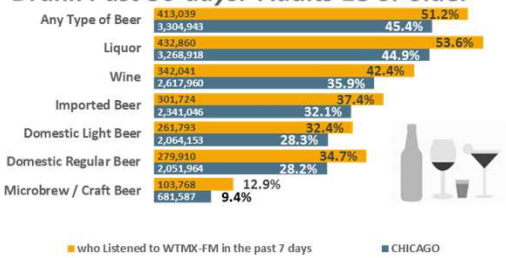
(Sit-Down Restaurants Used Past 30-days)



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

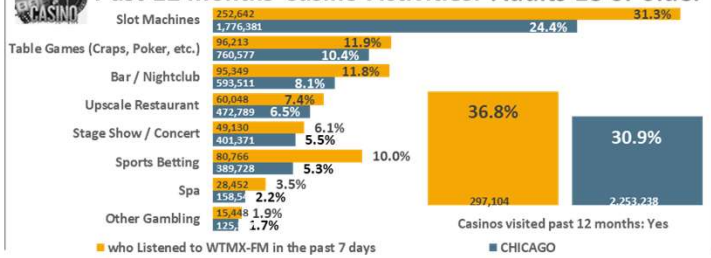


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 465

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Radio Stations: WTMX-FM



3.4% or 246,546 of CHICAGO Metro Adults 18 or older Listened to WTMX-FM M-F 6A-10A in the past 7 days. Adults 18 or older who Listened to WTMX-FM M-F 6A-10A in the past 7 days are 4.1% more likely to use QSRs past mo., 7.3% more likely to use Sit-Down Restaurants past mo., 4.5% more likely to use Casinos past yr., 9.% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 87.9% 216,808 | 84.5% 6,152,825

Avg. Monthly QSR Meals: 5.6 | 5.9

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



Total Monthly Sit-Down Restaurant Users: 76.5% 188,508 | 71.3% 5,191,713

Avg. Monthly Sit-Down Restaurant Meals: 3.2 | 3.6

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 WTMX-FM M-F 6A-10A in the past 7... 60,791 24.7%

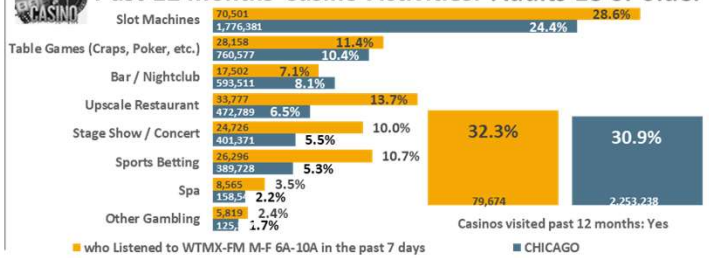
CHICAGO 1,707,942 23.4%

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: WTMX-FM M-F 6A-10A

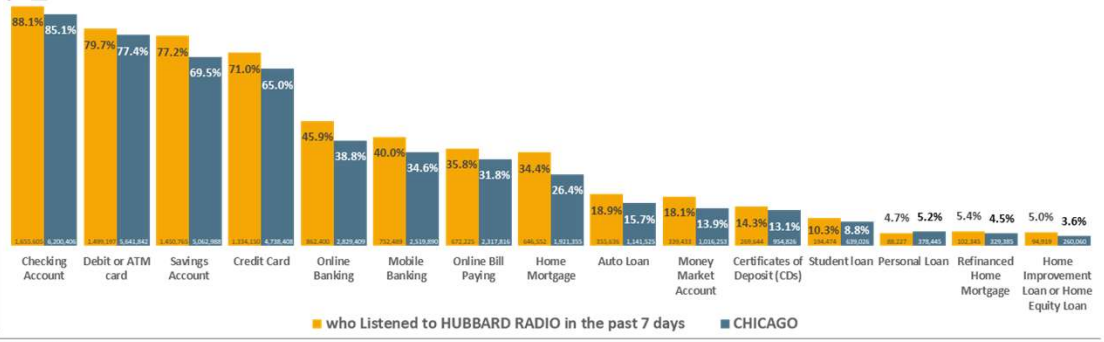
HUBBARD RADIO

25.8% or 1,880,119 of CHICAGO Metro Adults 18 or older Listened to HUBBARD RADIO in the past 7 days. Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days are 17.7% more likely to have a 401K, 20.7% more likely to have an Auto Loan, 1.7% less likely to Invest/Trade Stocks Online, 5.8% less likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



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

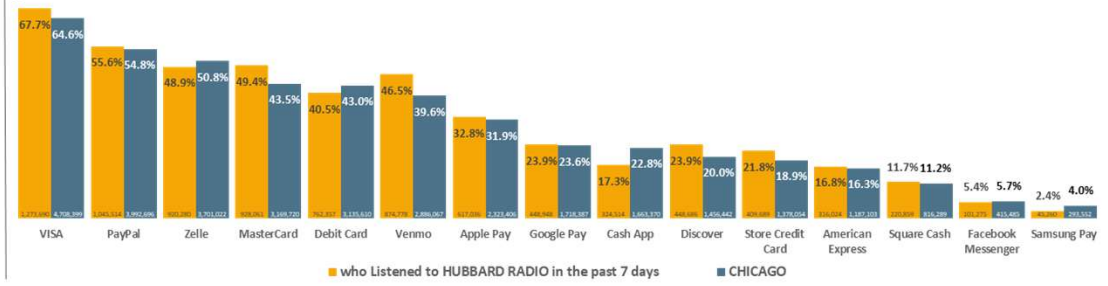


Professional Services Used:* Adults 18 or older



*(*Past 12 Months)*

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



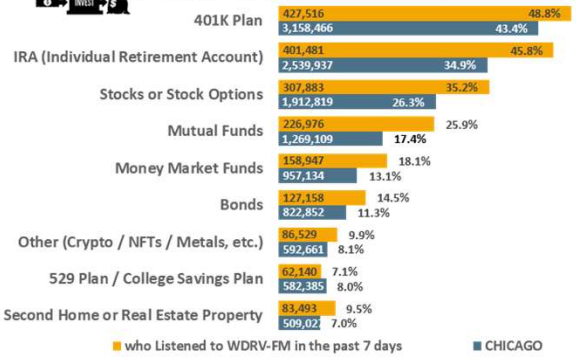
CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 1,044

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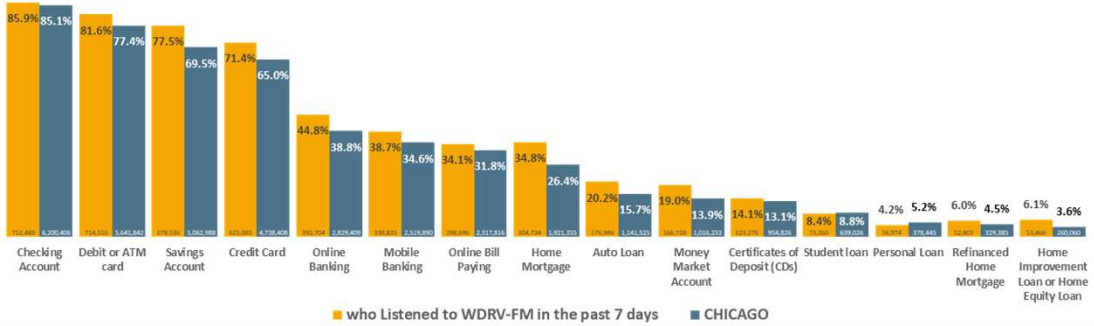
(Radio Stations: WDRV-FM OR Radio Stations: WTBC-FM OR Radio Stations: WTMX-FM)

12.% or 875,895 of CHICAGO Metro Adults 18 or older Listened to WDRV-FM in the past 7 days.
Adults 18 or older who Listened to WDRV-FM in the past 7 days are 12.6% more likely to have a 401K, 29.% more likely to have an Auto Loan, 6.5% less likely to Invest/Trade Stocks Online, 2.5% less likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



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

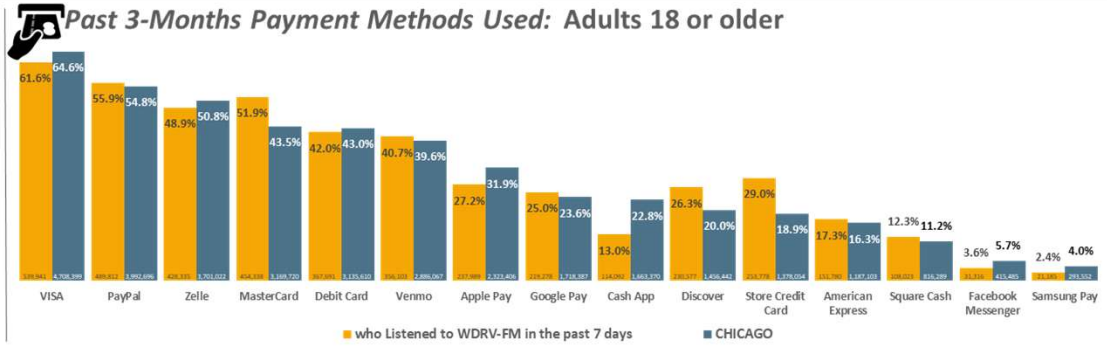


Professional Services Used:* Adults 18 or older



*(*Past 12 Months)*

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



CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 466

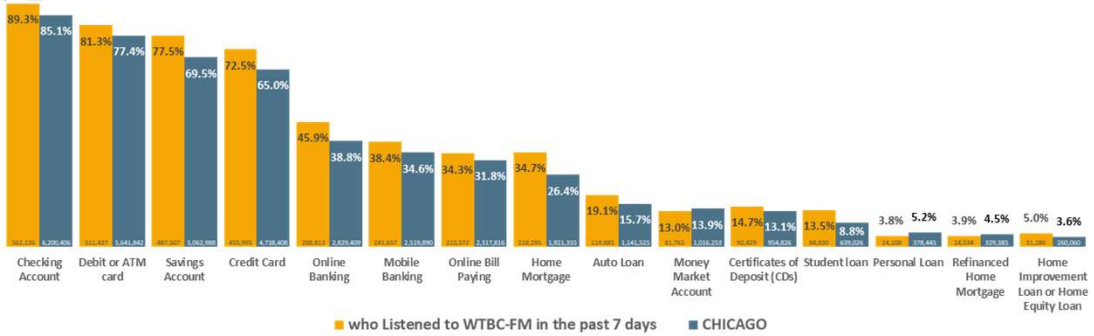
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8.6% or 629,239 of CHICAGO Metro Adults 18 or older Listened to WTBC-FM in the past 7 days.
Adults 18 or older who Listened to WTBC-FM in the past 7 days are 15.% more likely to have a 401K, 21.6% more likely to have an Auto Loan, 6.9% more likely to Invest/Trade Stocks Online, 7.9% less likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



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

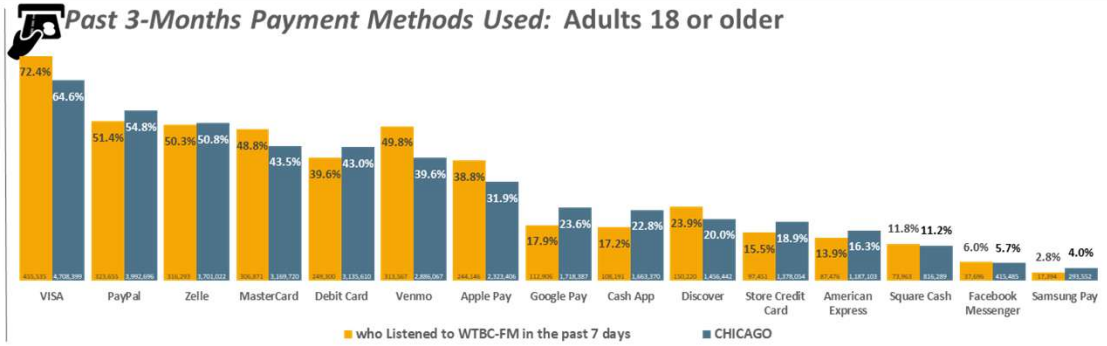


Professional Services Used:* Adults 18 or older



*(*Past 12 Months)*

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



CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 371

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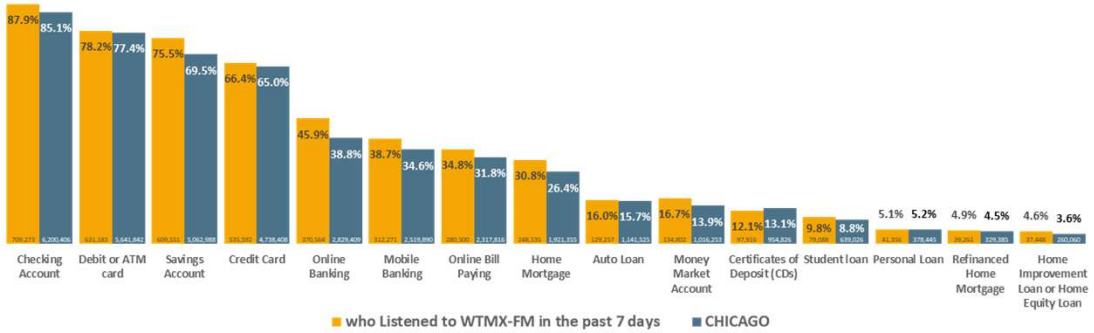
Radio Stations: WTBC-FM

11.1% or 806,881 of CHICAGO Metro Adults 18 or older Listened to WTMX-FM in the past 7 days.
Adults 18 or older who Listened to WTMX-FM in the past 7 days are 28.7% more likely to have a 401K, 2.2% more likely to have an Auto Loan, 28.5% less likely to Invest/Trade Stocks Online, 5.2% less likely to pay with their Debit Card.

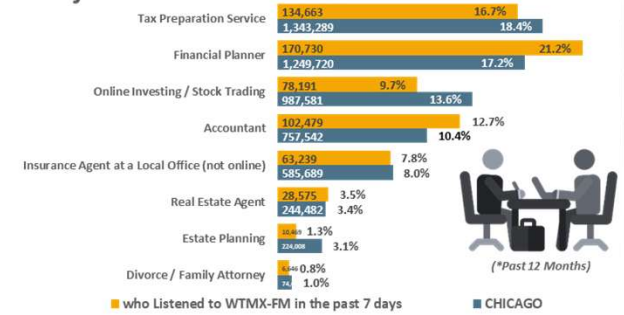
Investments Owned: Adults 18 or older



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

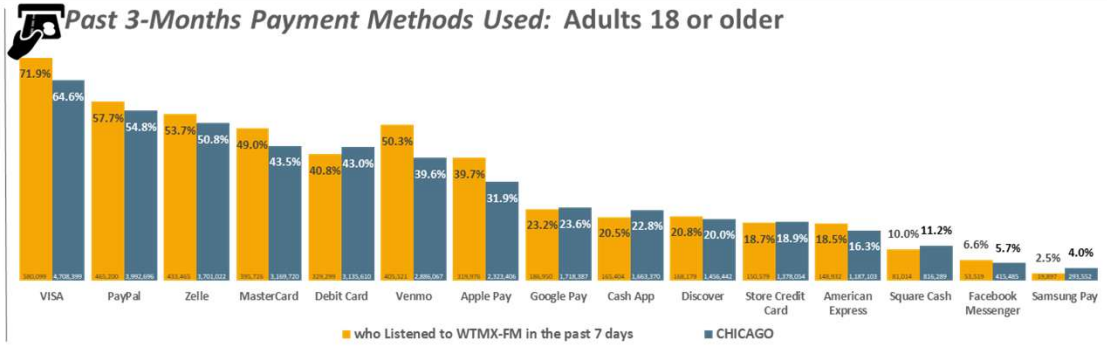


Professional Services Used:* Adults 18 or older



*(*Past 12 Months)*

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



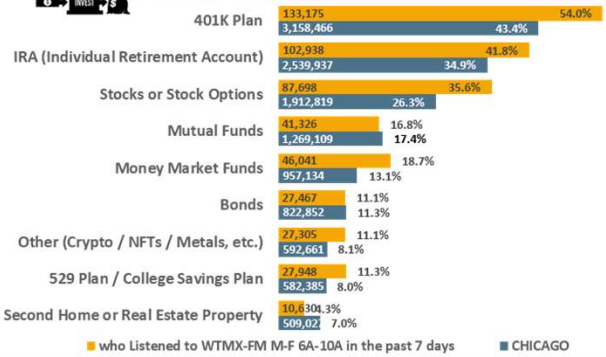
CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 465

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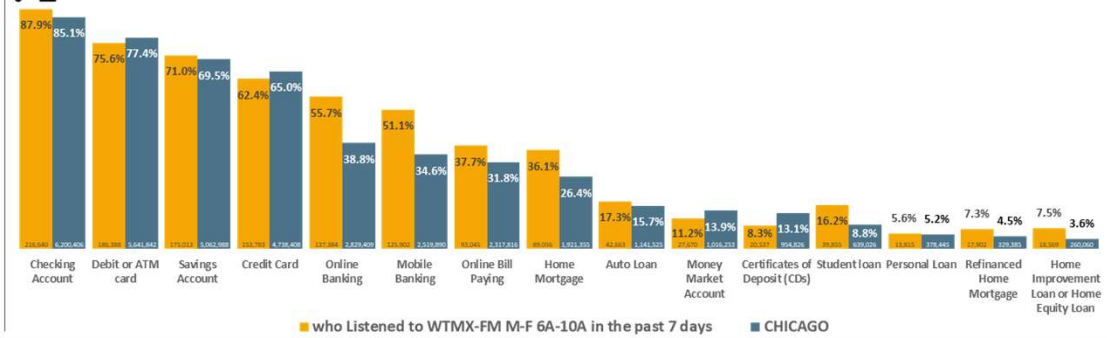


3.4% or 246,546 of CHICAGO Metro Adults 18 or older Listened to WTMX-FM M-F 6A-10A in the past 7 days. Adults 18 or older who Listened to WTMX-FM M-F 6A-10A in the past 7 days are 24.6% more likely to have a 401K, 10.4% more likely to have an Auto Loan, 32.4% less likely to Invest/Trade Stocks Online, 4.4% less likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



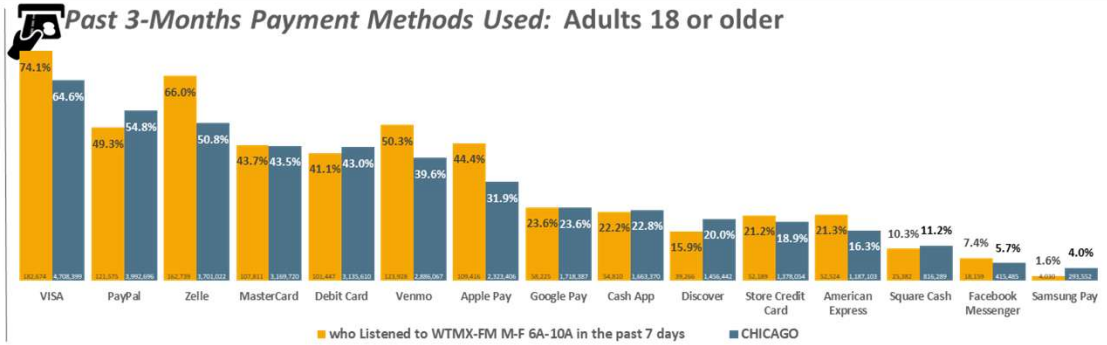
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older

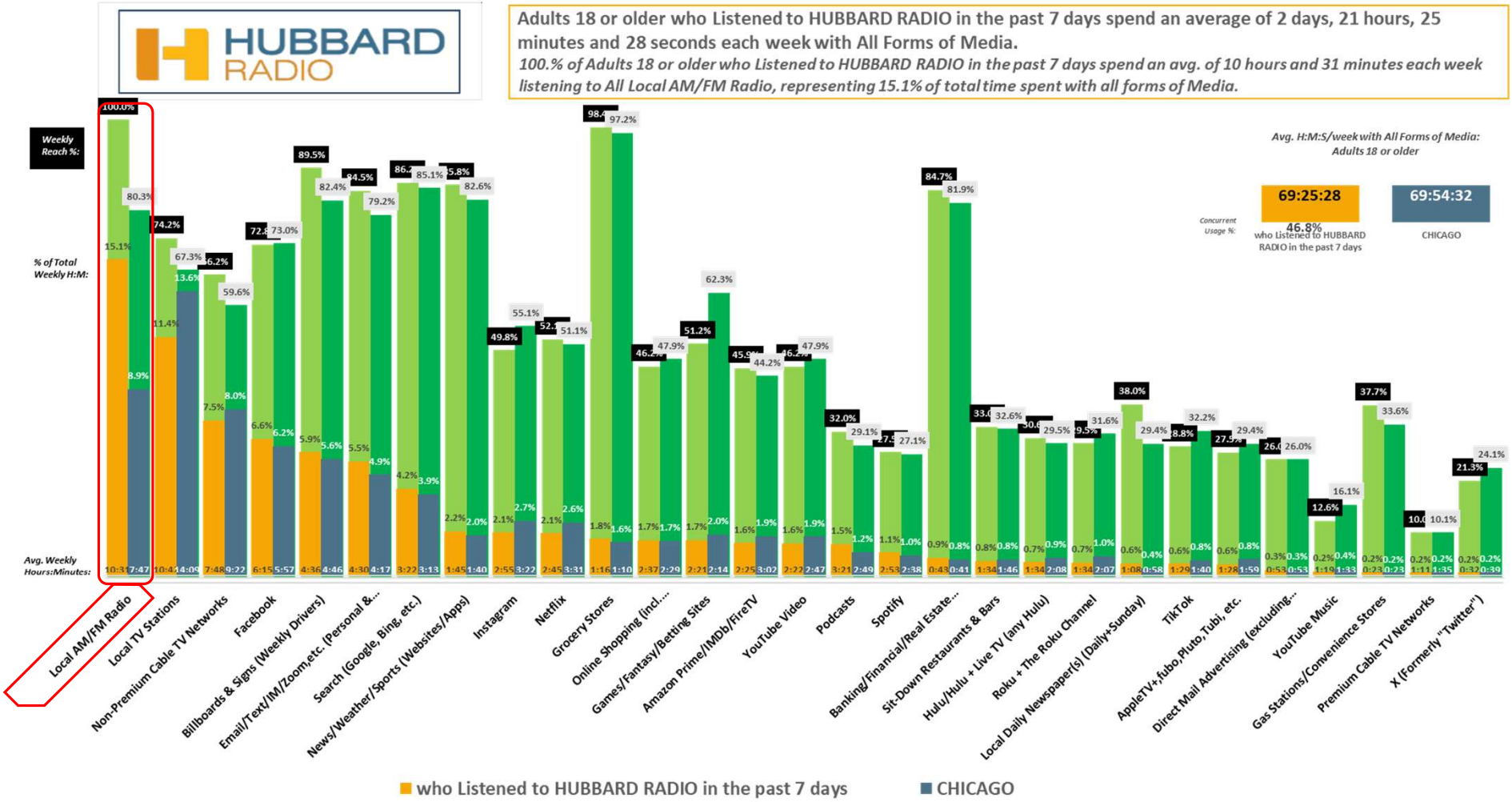


Past 3-Months Payment Methods Used: Adults 18 or older



CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 137

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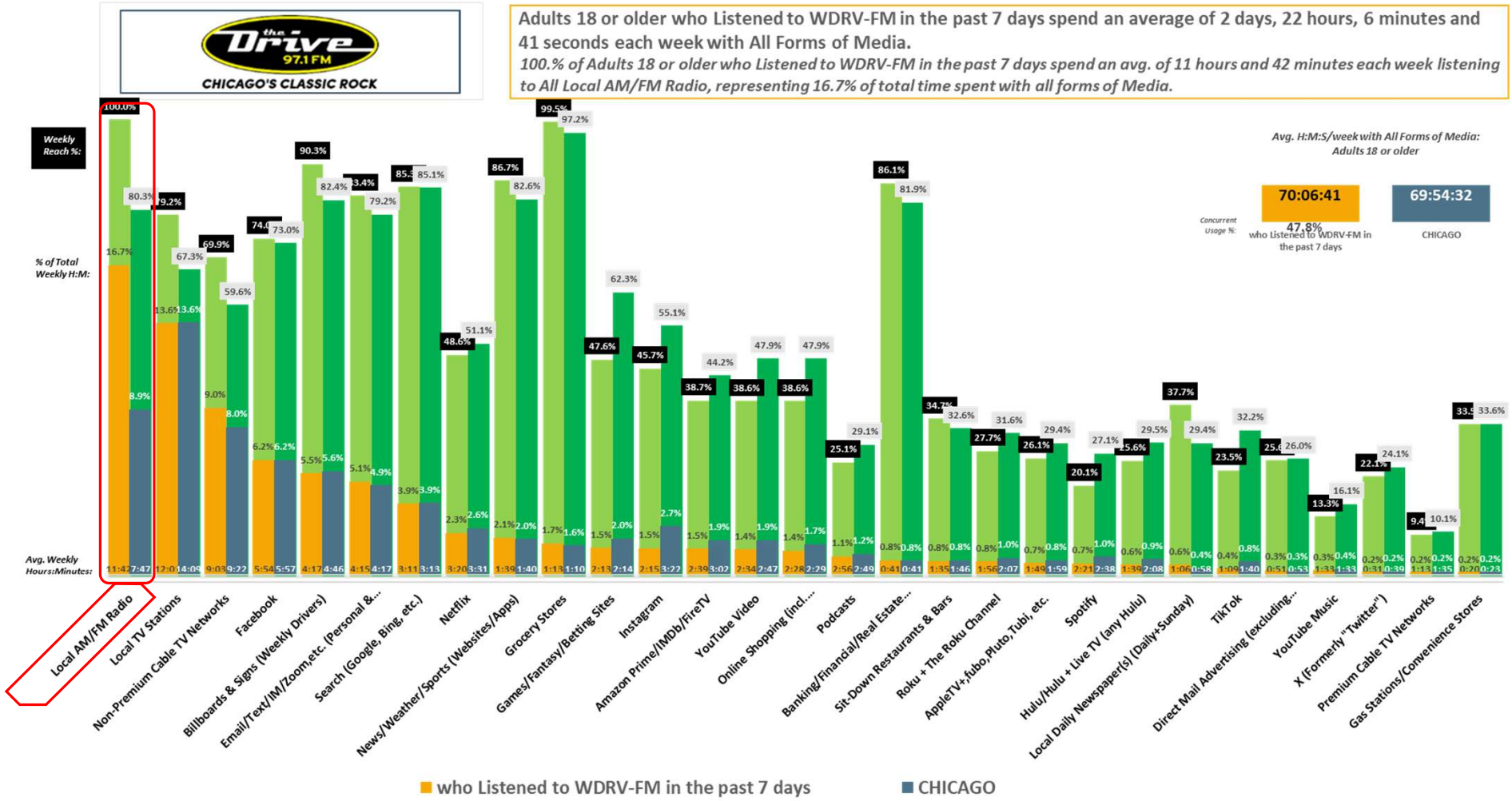


CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 1,044 CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 4,132

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(Radio Stations: WDRV-FM OR Radio Stations: WTBC-FM OR Radio Stations: WTMX-FM)

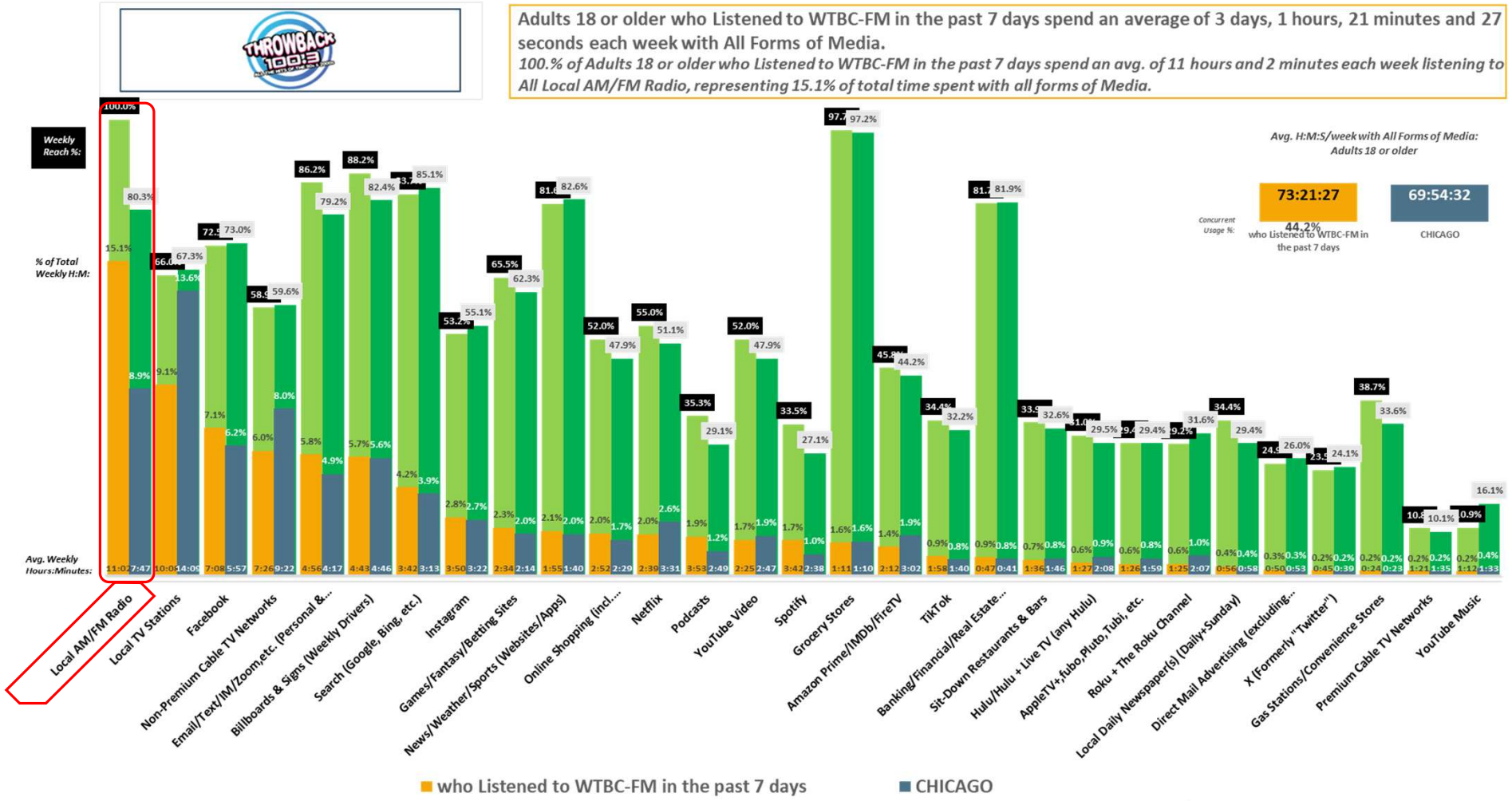


CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 466 CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 4,132

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Radio Stations: WDRV-FM

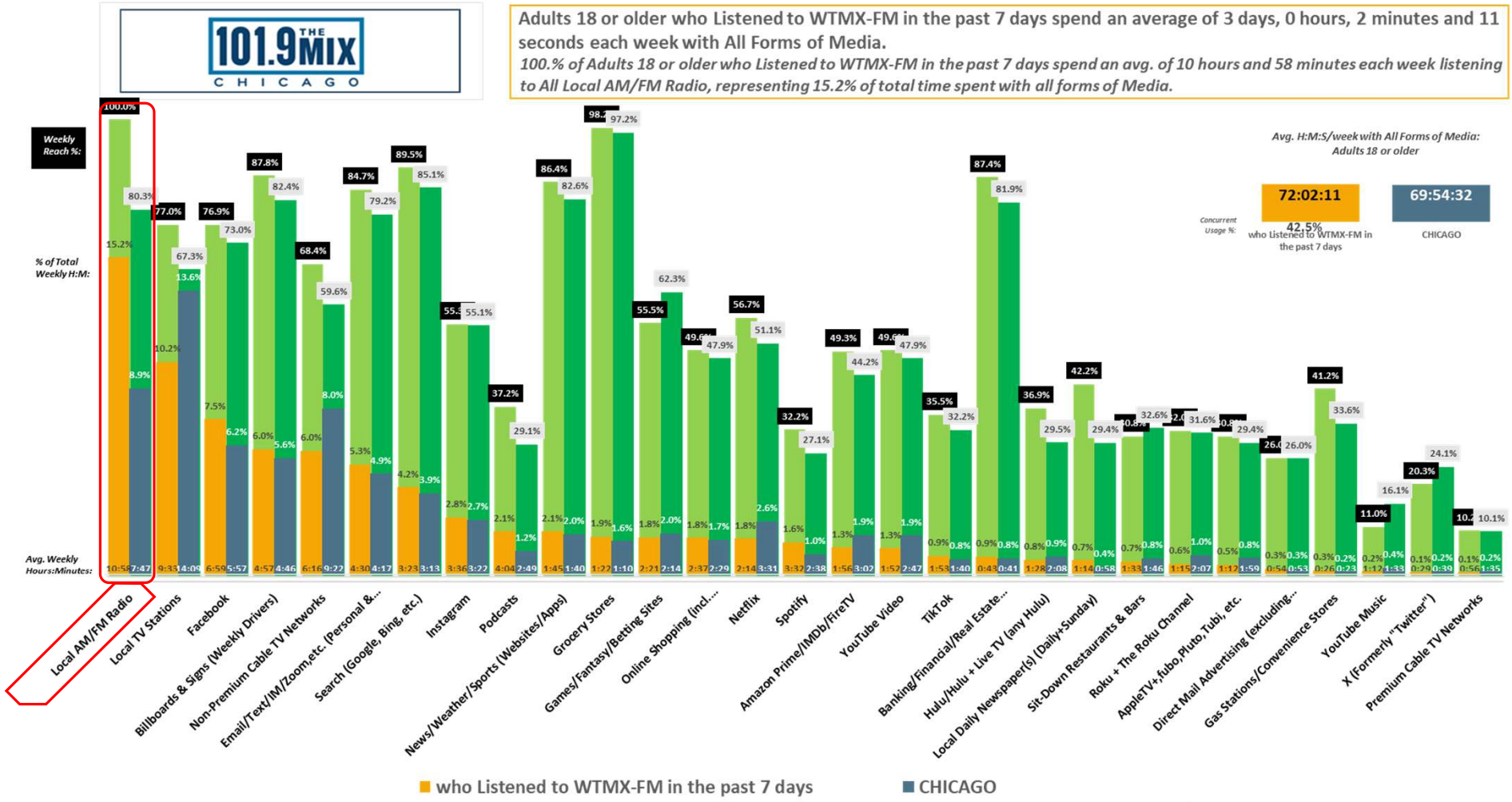


CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 371 CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 4,132

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Radio Stations: WTBC-FM



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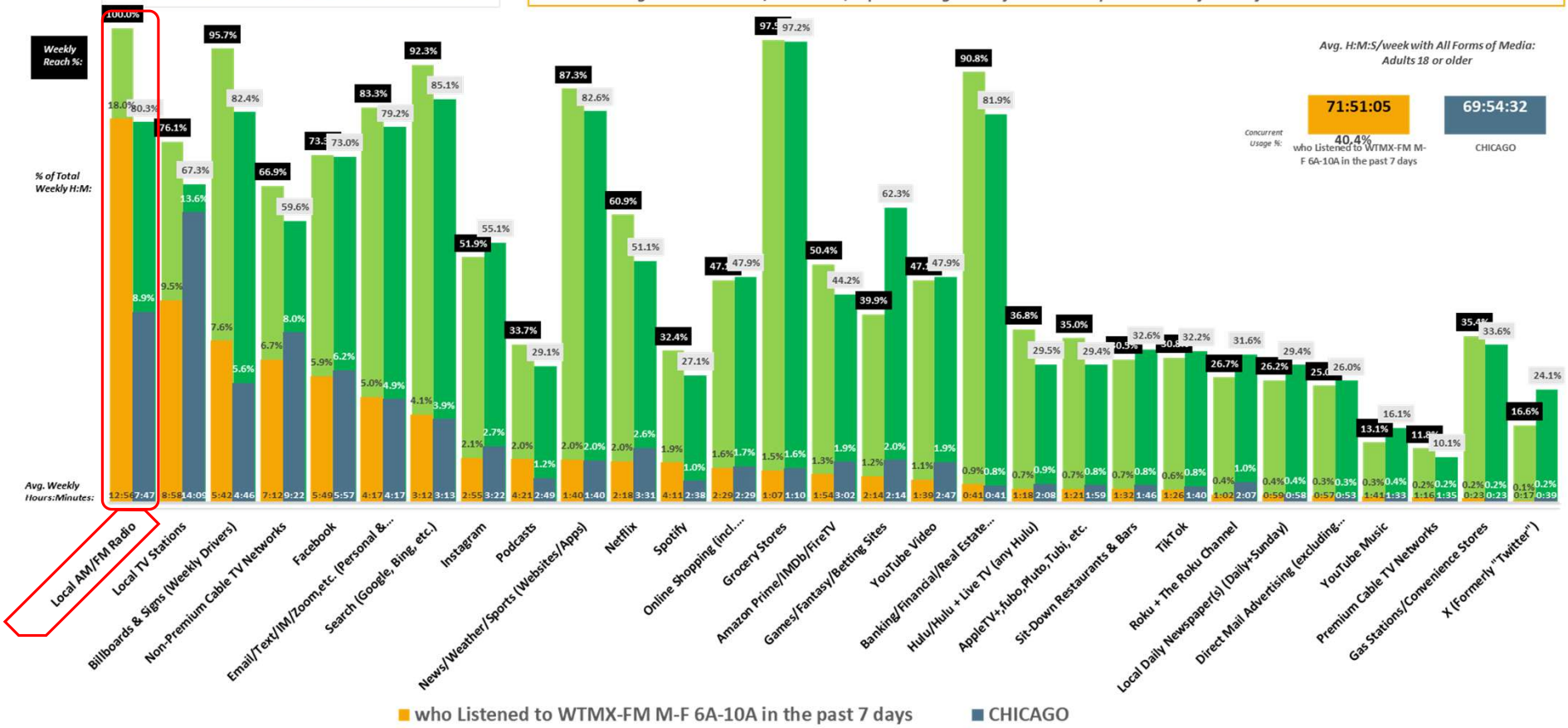
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Radio Stations: WTMX-FM



Adults 18 or older who Listened to WTMX-FM M-F 6A-10A in the past 7 days spend an average of 2 days, 23 hours, 51 minutes and 5 seconds each week with All Forms of Media.

100.% of Adults 18 or older who Listened to WTMX-FM M-F 6A-10A in the past 7 days spend an avg. of 12 hours and 56 minutes each week listening to All Local AM/FM Radio, representing 18.% of total time spent with all forms of Media.

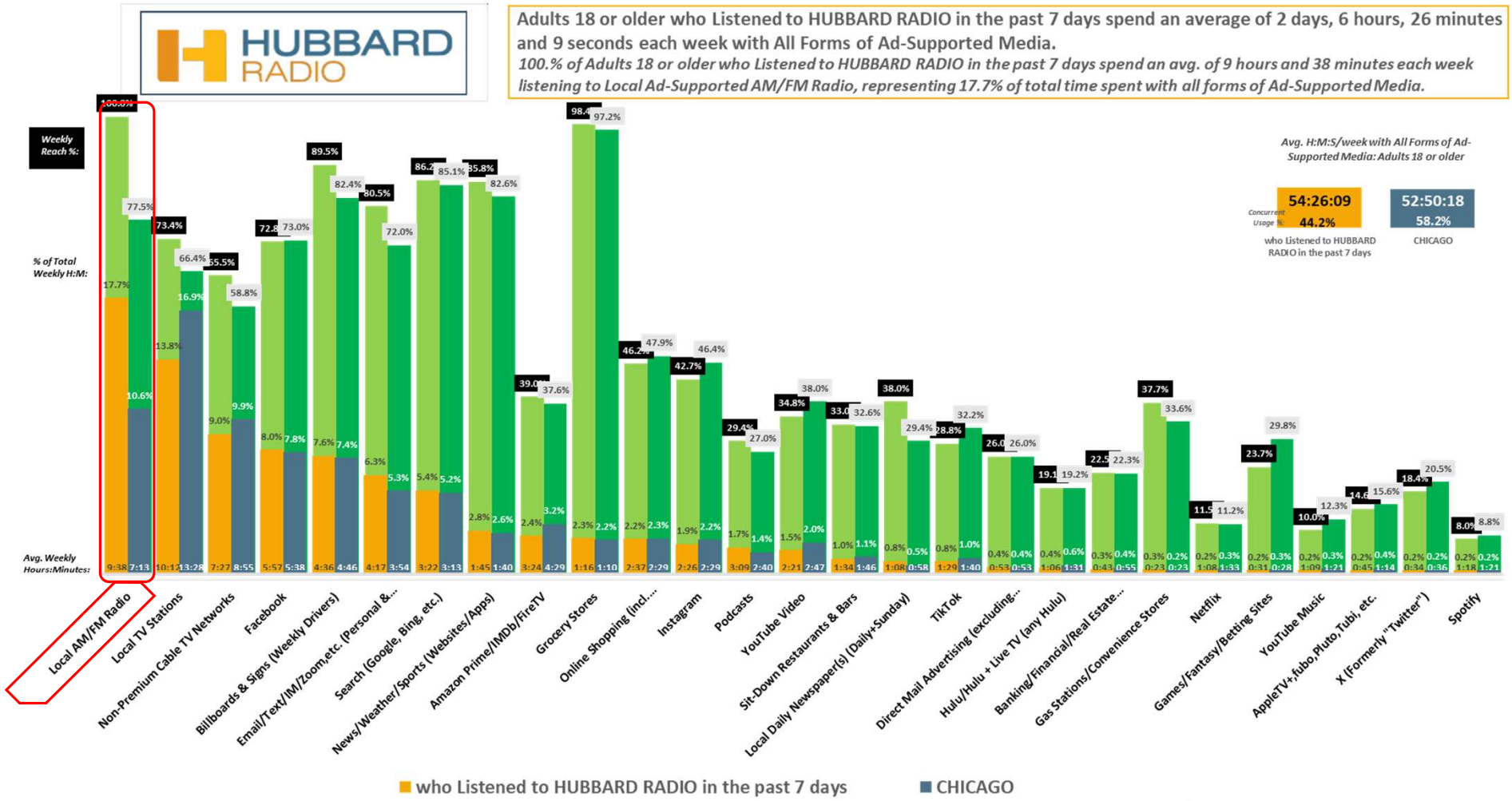


CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 137 CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 4,132

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Radio Stations: WTMX-FM M-F 6A-10A

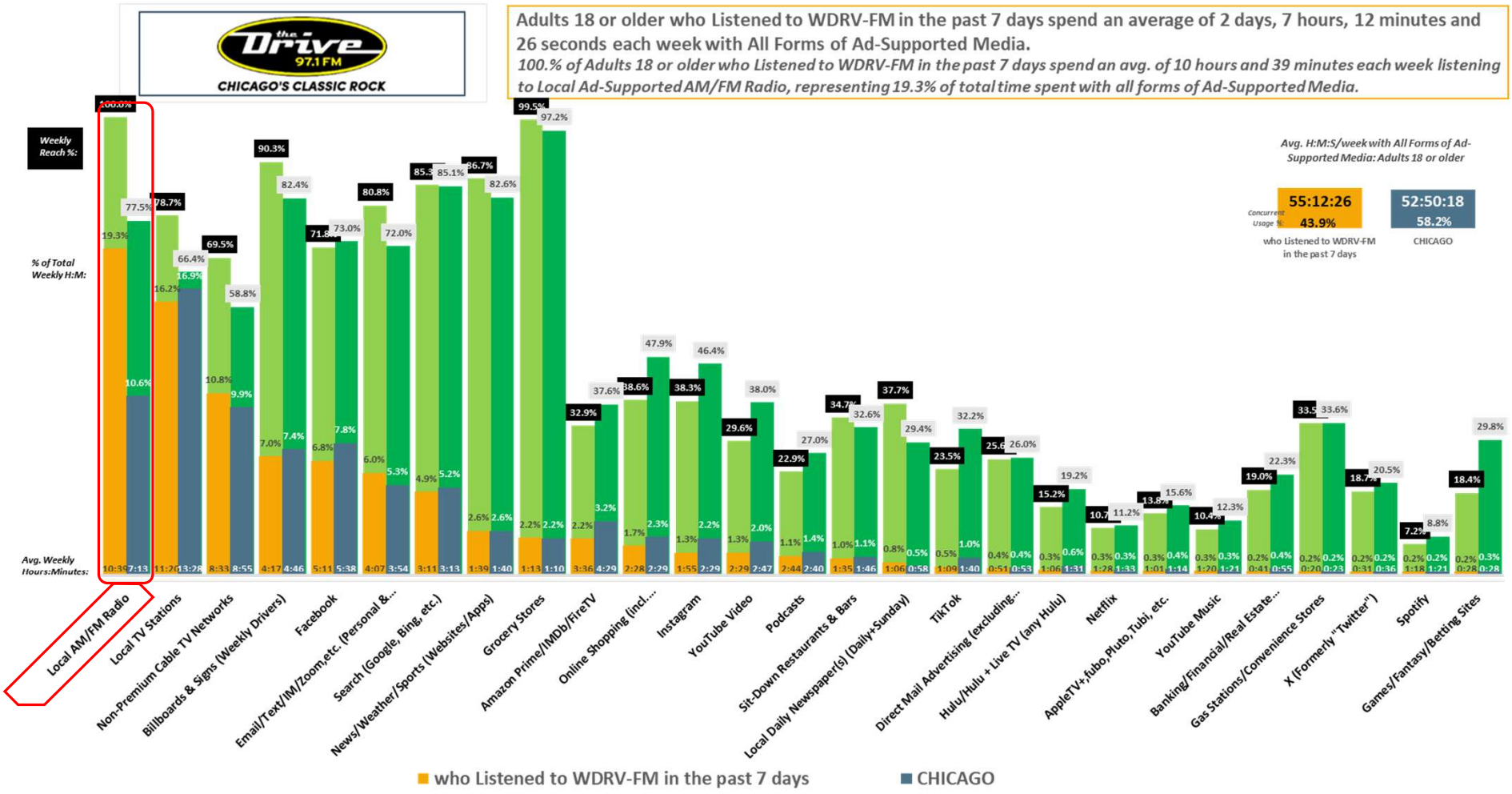


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(Radio Stations: WDRV-FM OR Radio Stations: WTBC-FM OR Radio Stations: WTMX-FM)

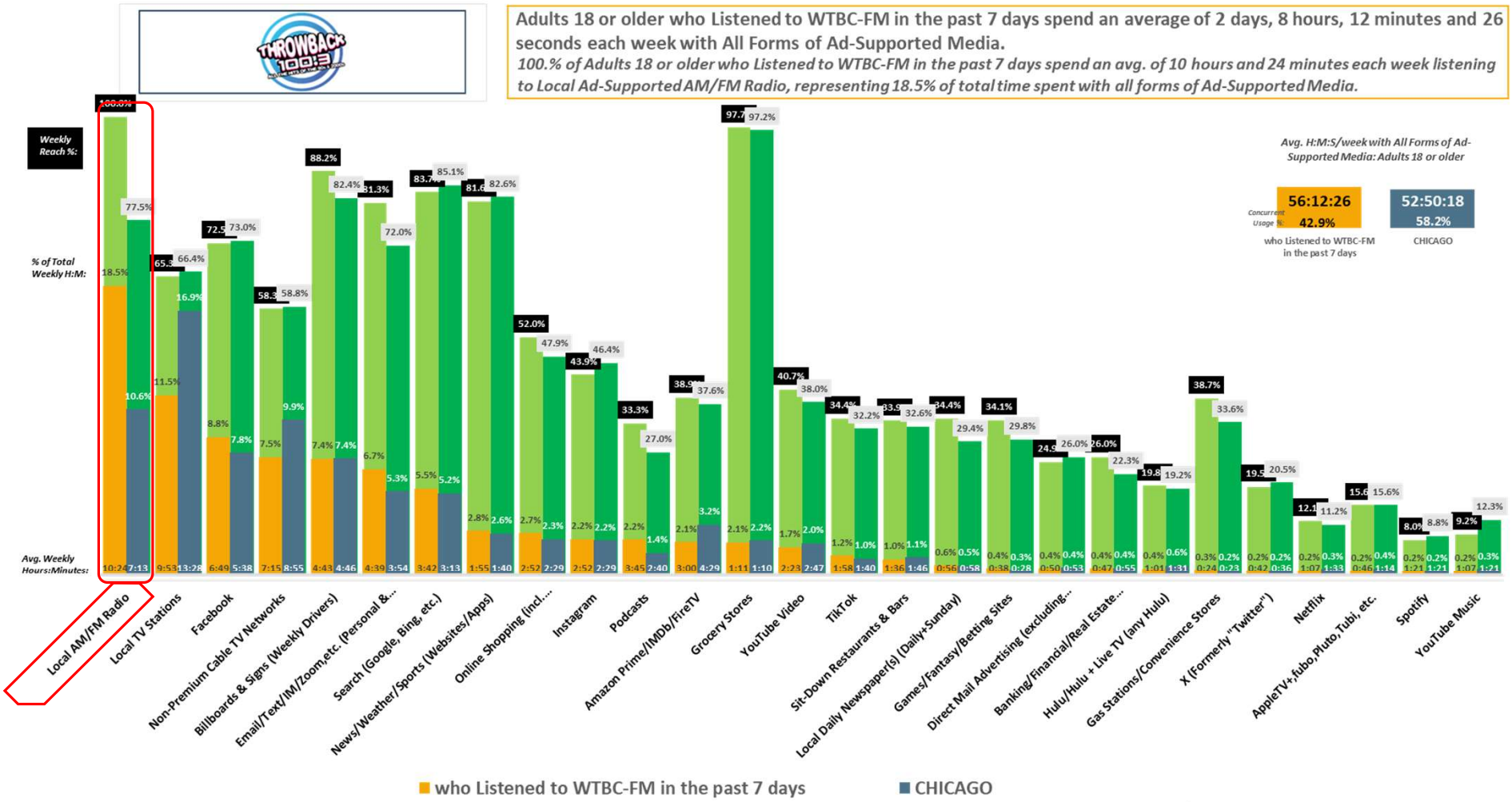


CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 466 CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 4,132

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Radio Stations: WDRV-FM

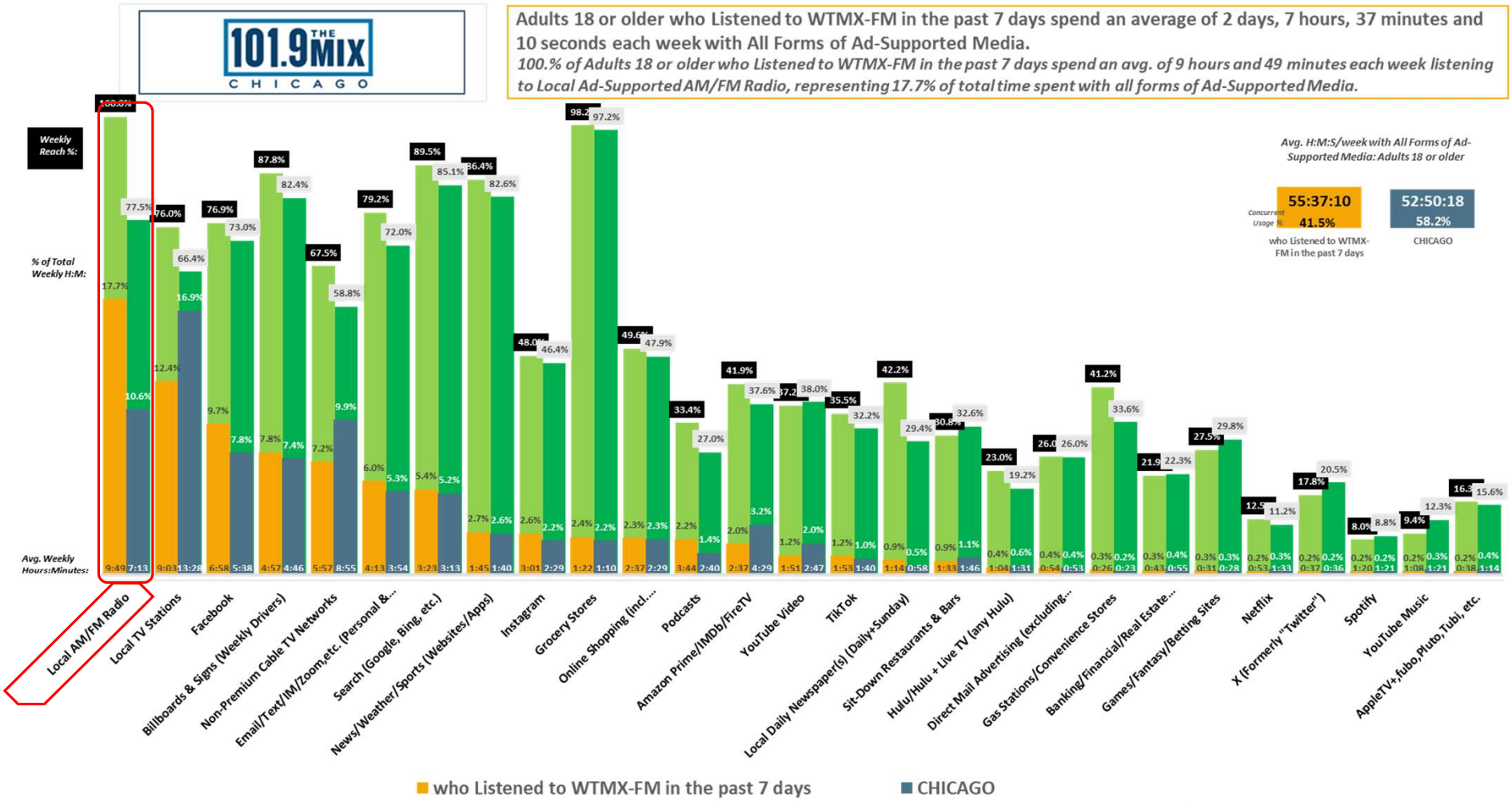


CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 371 CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 4,132

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Radio Stations: WTBC-FM



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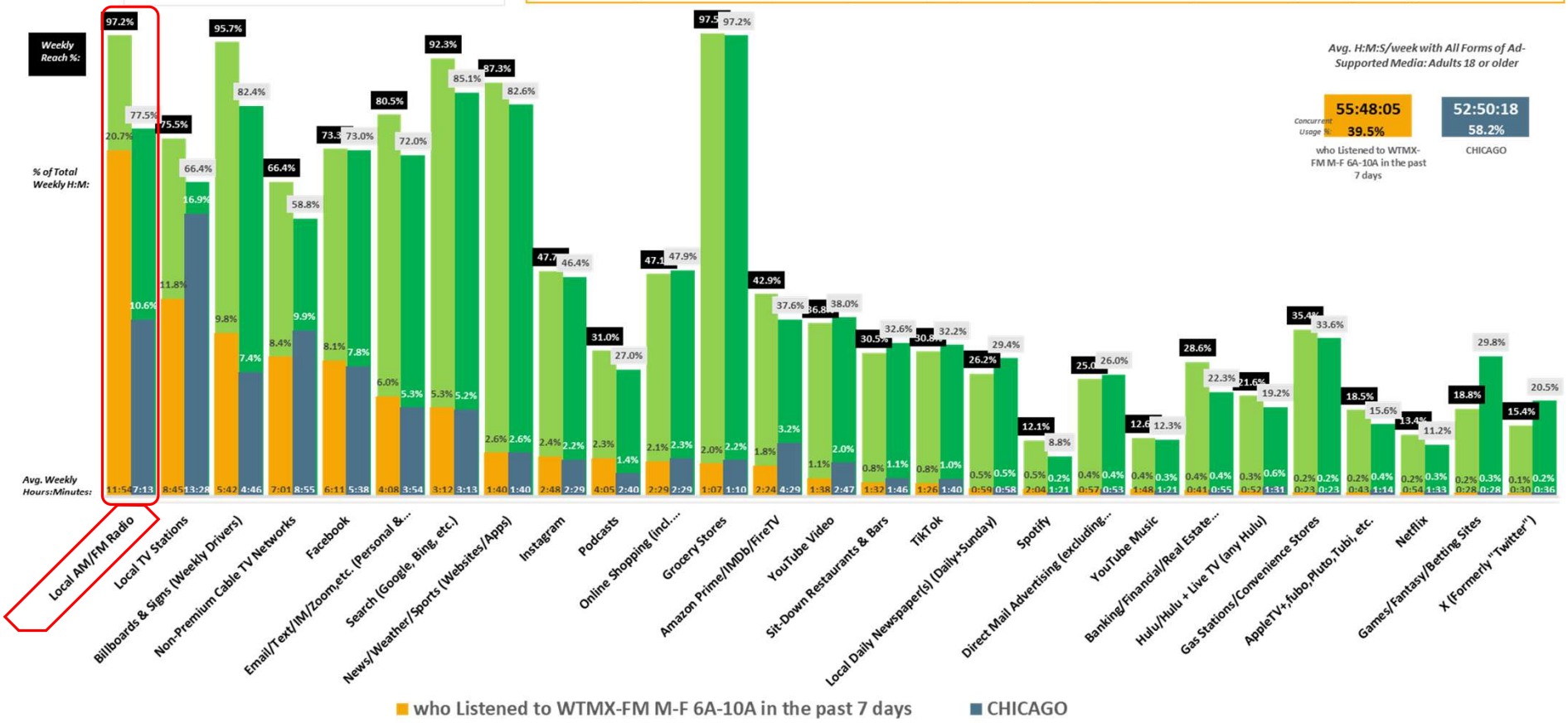
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Radio Stations: WTMX-FM



Adults 18 or older who Listened to WTMX-FM M-F 6A-10A in the past 7 days spend an average of 2 days, 7 hours, 48 minutes and 5 seconds each week with All Forms of Ad-Supported Media.

97.2% of Adults 18 or older who Listened to WTMX-FM M-F 6A-10A in the past 7 days spend an avg. of 11 hours and 54 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 20.7% of total time spent with all forms of Ad-Supported Media.



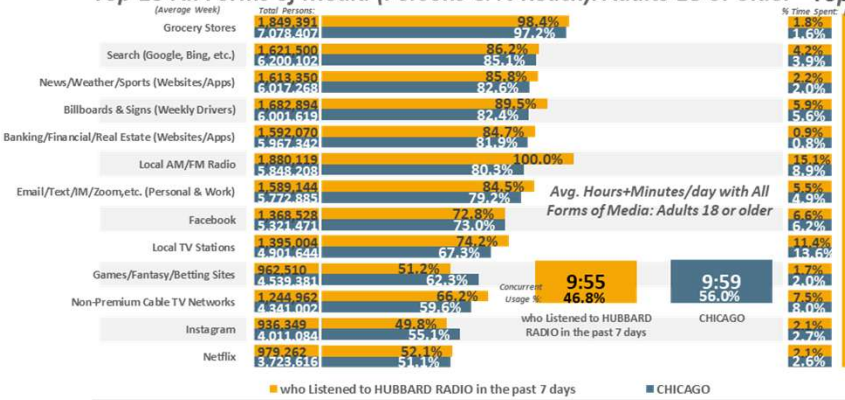
CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 137 CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 4,132

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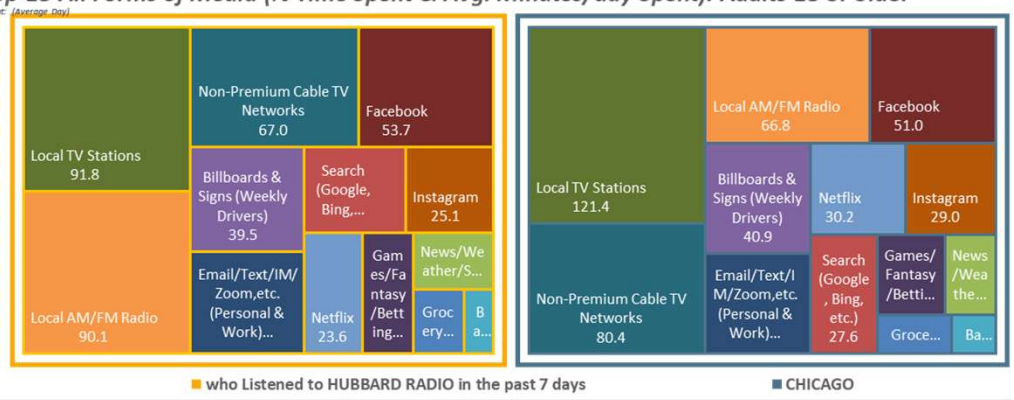
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Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days spend an average of 7 hours and 46 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 82.6 minutes/day. *(Local Radio delivers 17.7% of Time with Ad-Supported Media.)*

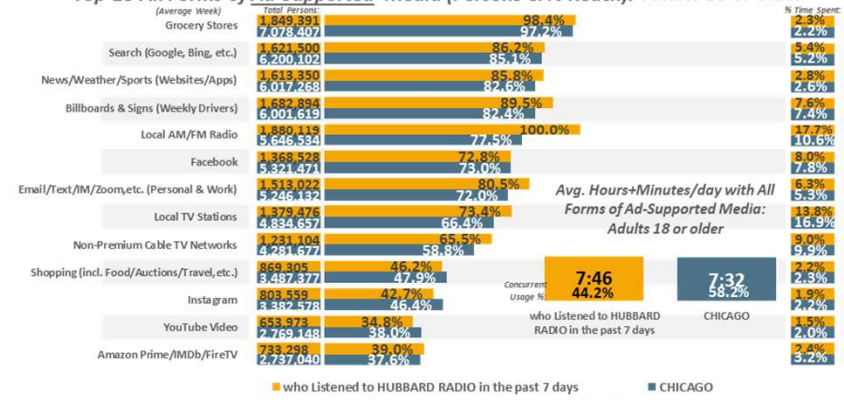
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



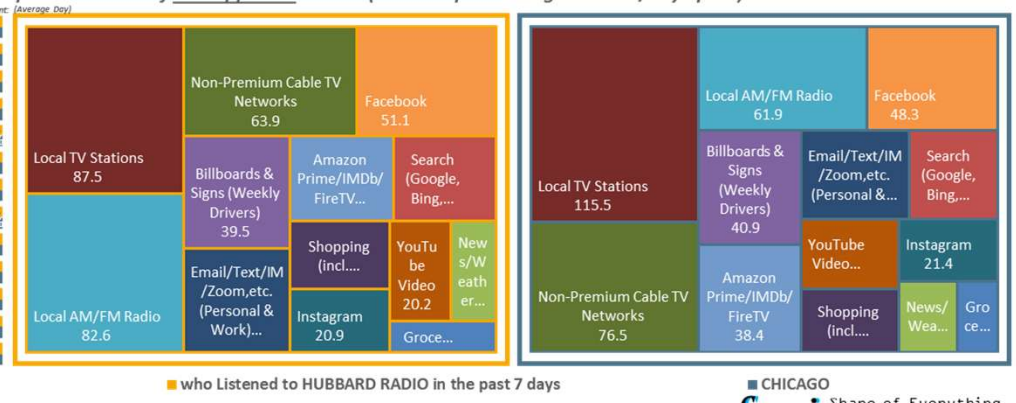
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 1,044

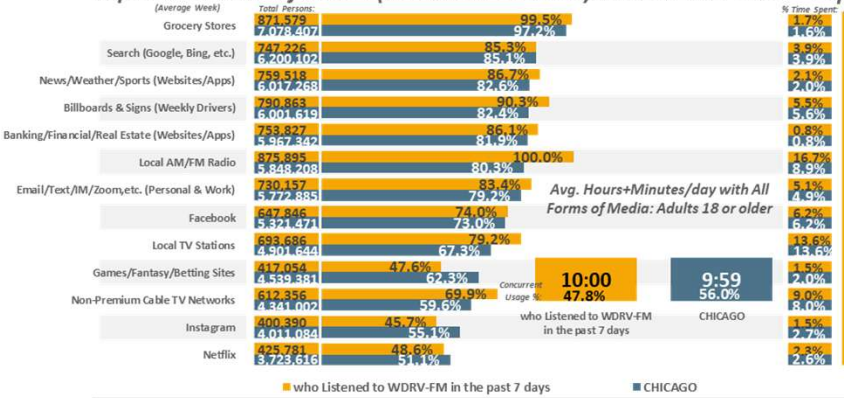
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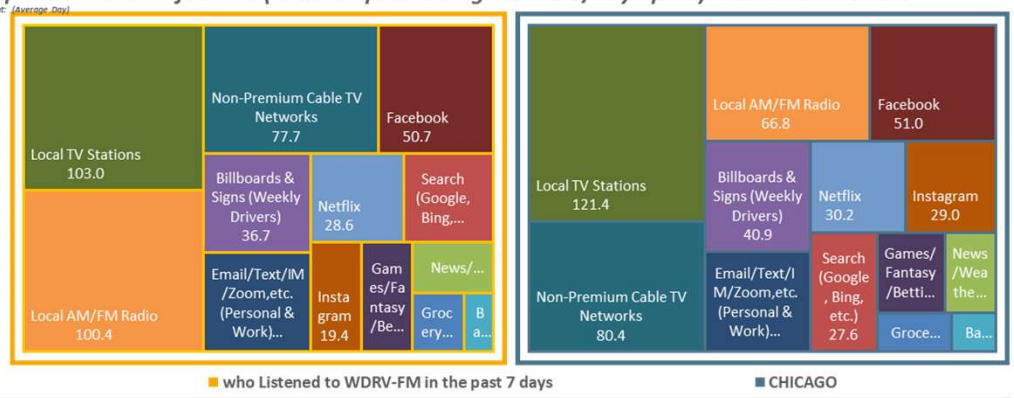
(Radio Stations: WDRV-FM OR Radio Stations: WTBC-FM OR Radio Stations: WTMX-FM)

Adults 18 or older who Listened to WDRV-FM in the past 7 days spend an average of 7 hours and 53 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 91.4 minutes/day. *(Local Radio delivers 19.3% of Time with Ad-Supported Media.)*

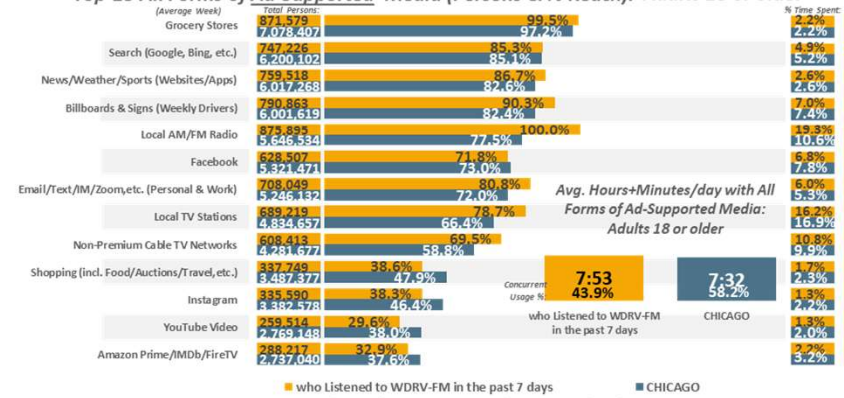
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



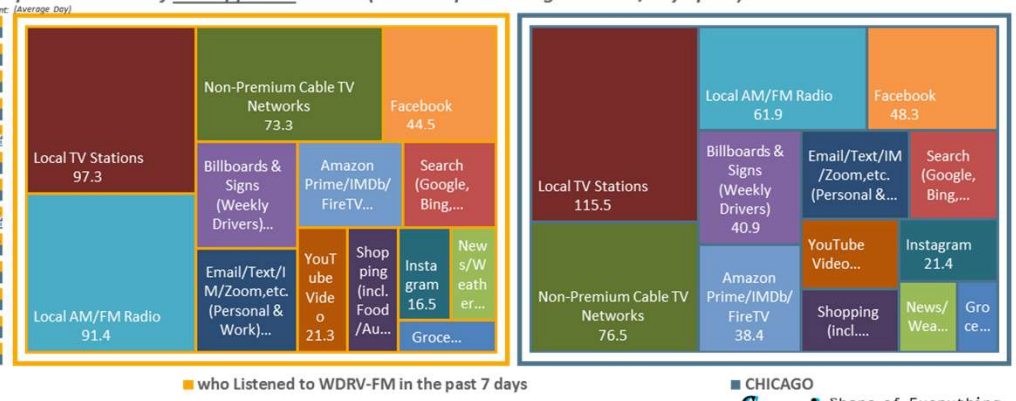
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 466

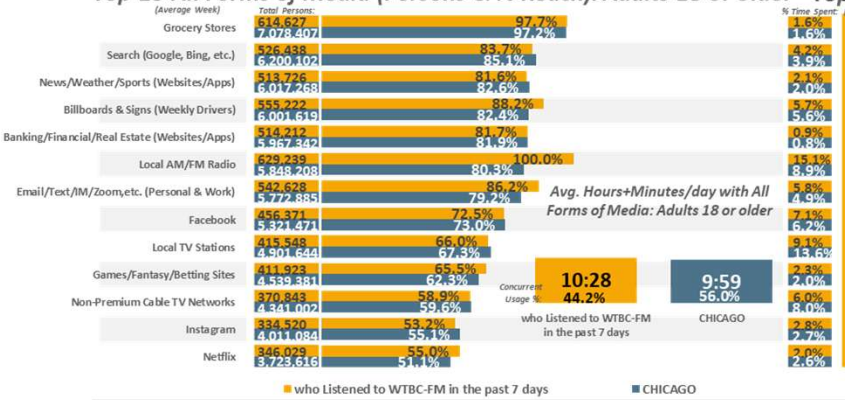
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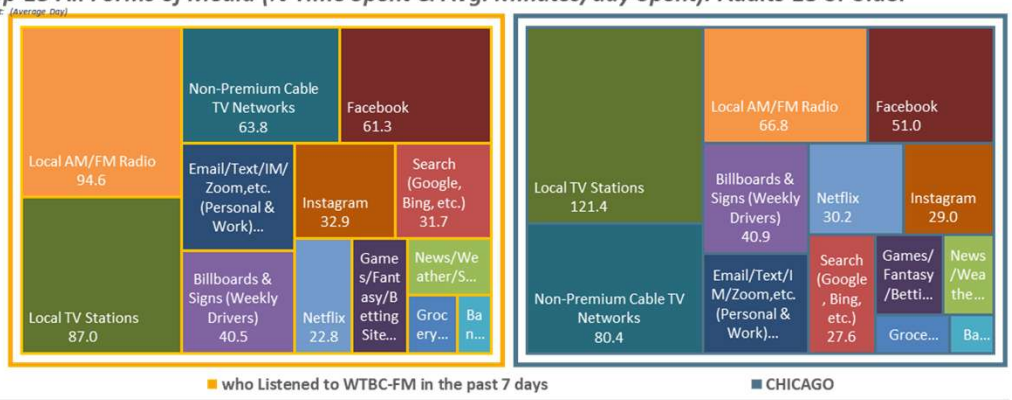
Radio Stations: WDRV-FM

Adults 18 or older who Listened to WTBC-FM in the past 7 days spend an average of 8 hours and 1 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 89.1 minutes/day. *(Local Radio delivers 18.5% of Time with Ad-Supported Media.)*

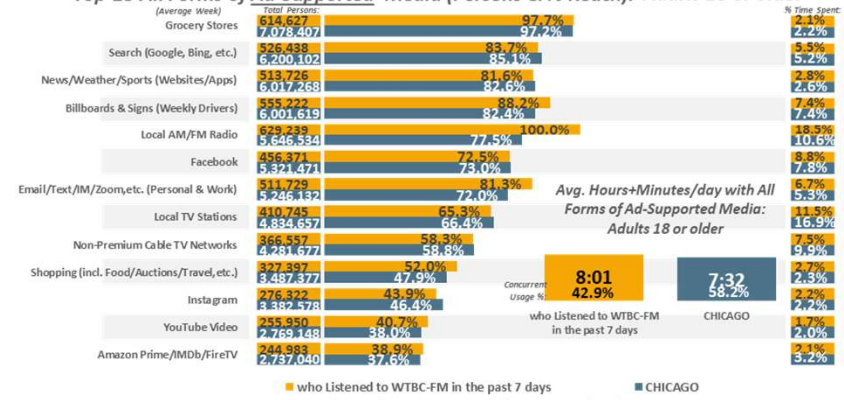
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



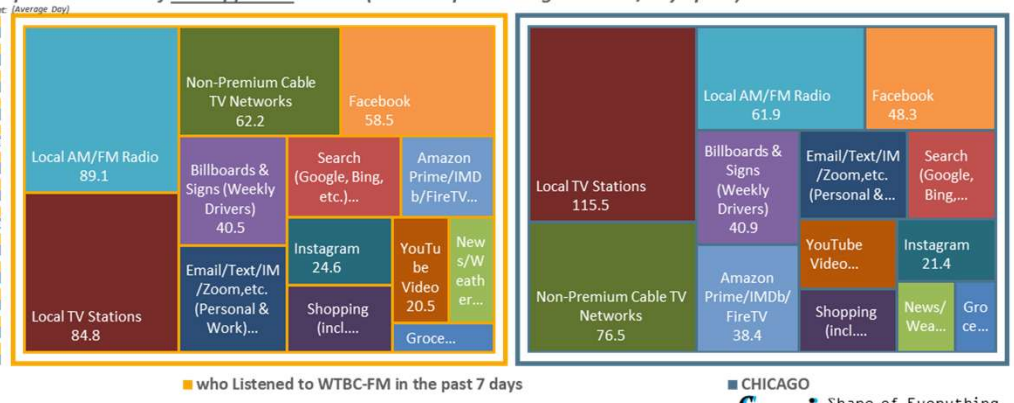
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 371

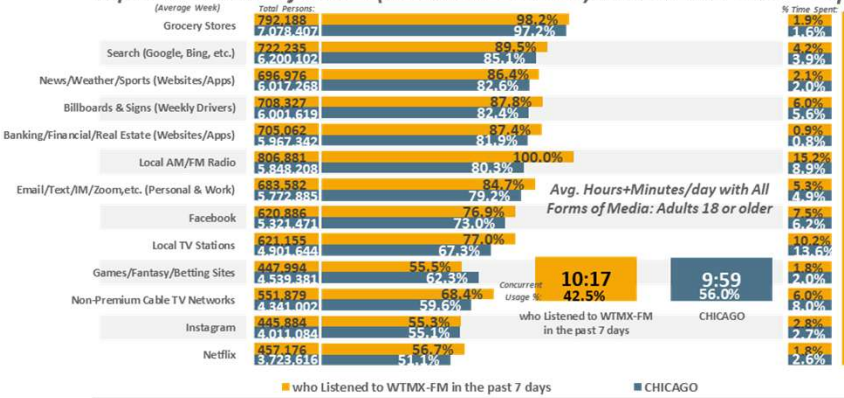
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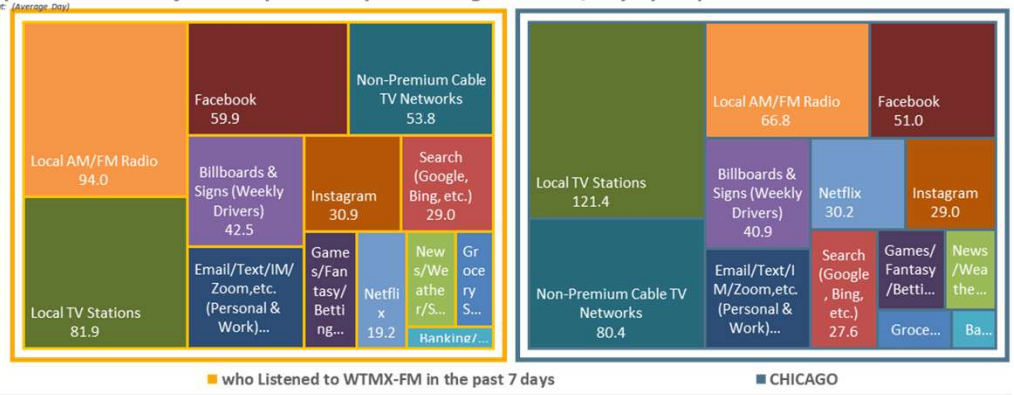
Radio Stations: WTBC-FM

Adults 18 or older who Listened to WTMX-FM in the past 7 days spend an average of 7 hours and 56 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 84.2 minutes/day. *(Local Radio delivers 17.7% of Time with Ad-Supported Media.)*

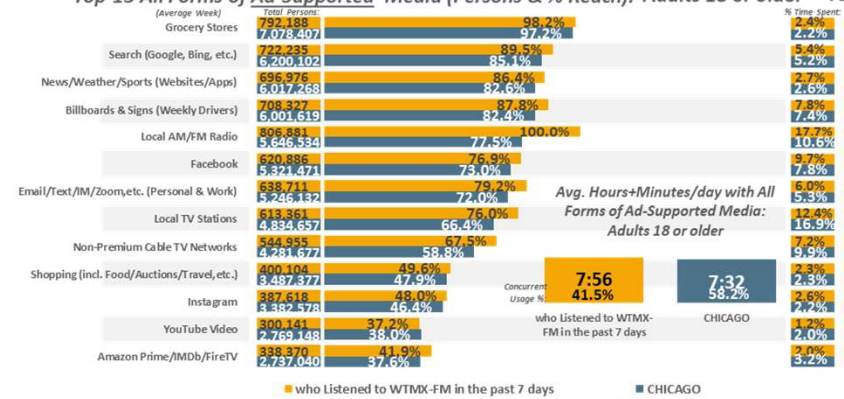
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



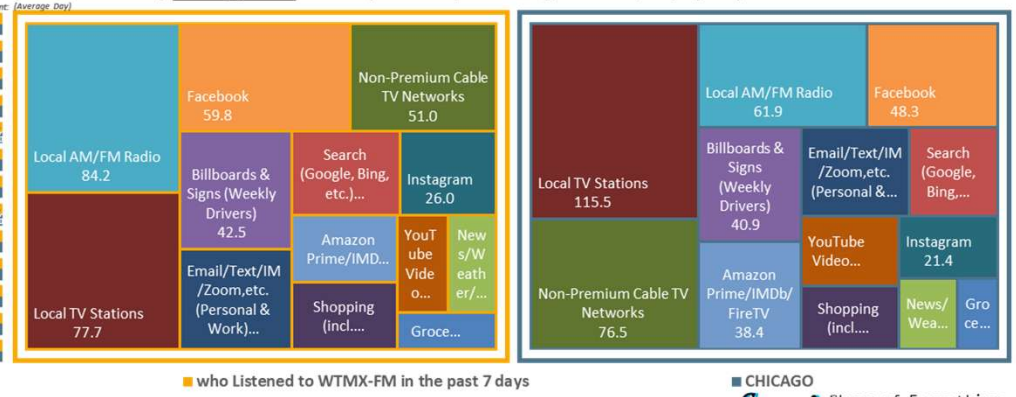
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 465

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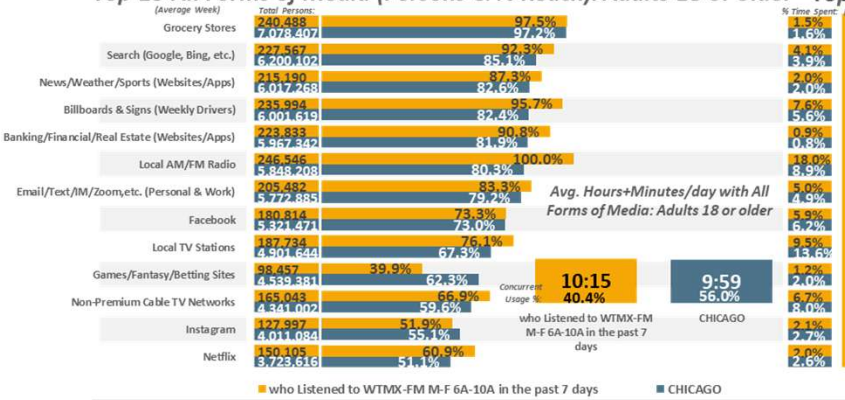
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Radio Stations: WTMX-FM

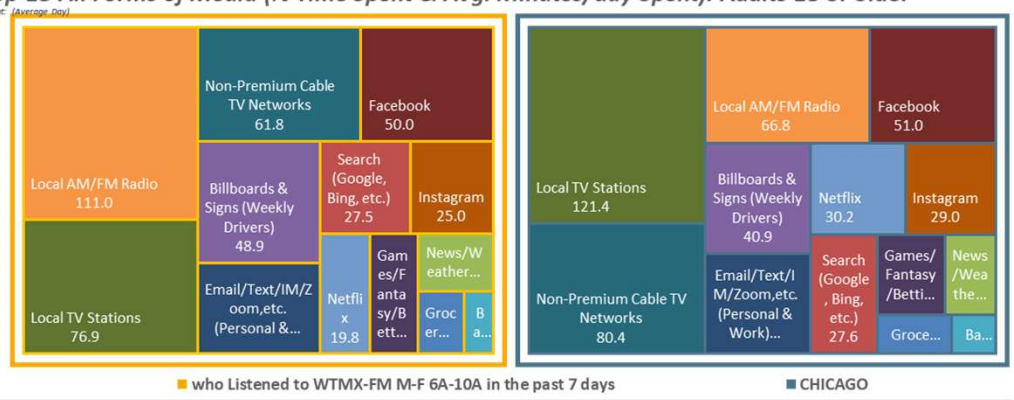


Adults 18 or older who Listened to WTMX-FM M-F 6A-10A in the past 7 days spend an average of 7 hours and 58 minutes each day with All Forms of Ad-Supported Media. 97.2% listen to Local AM/FM Radio for an avg. of 102.1 minutes/day. *(Local Radio delivers 20.7% of Time with Ad-Supported Media.)*

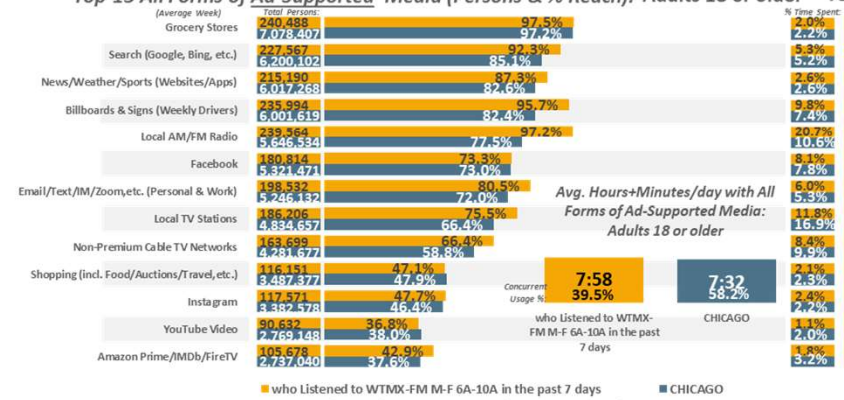
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



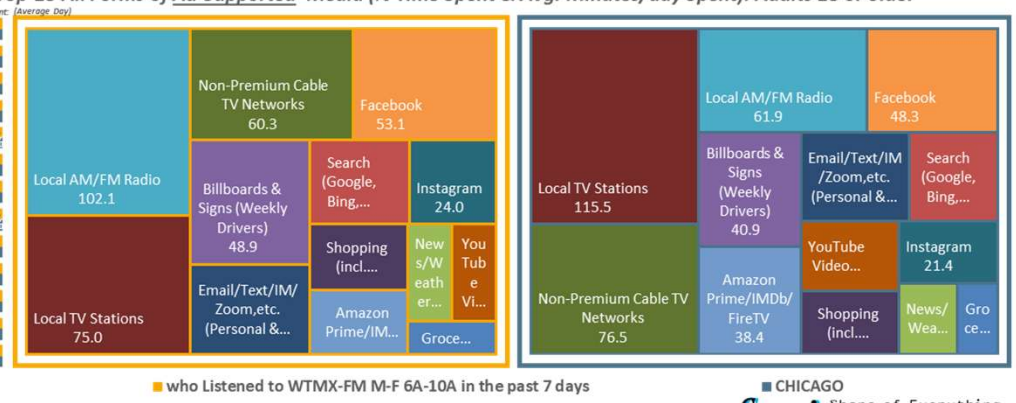
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 137

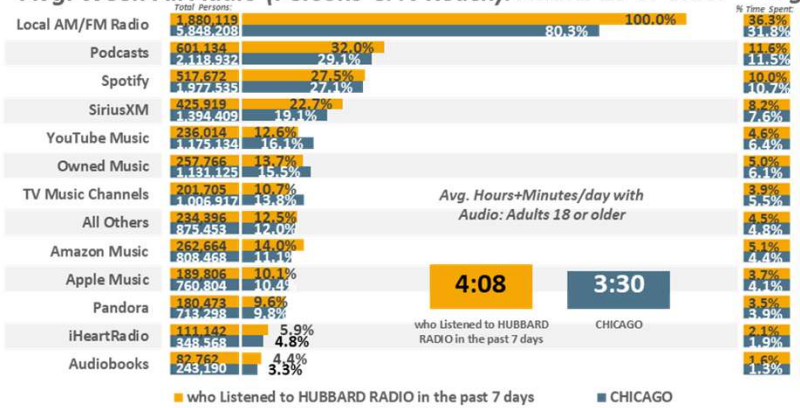
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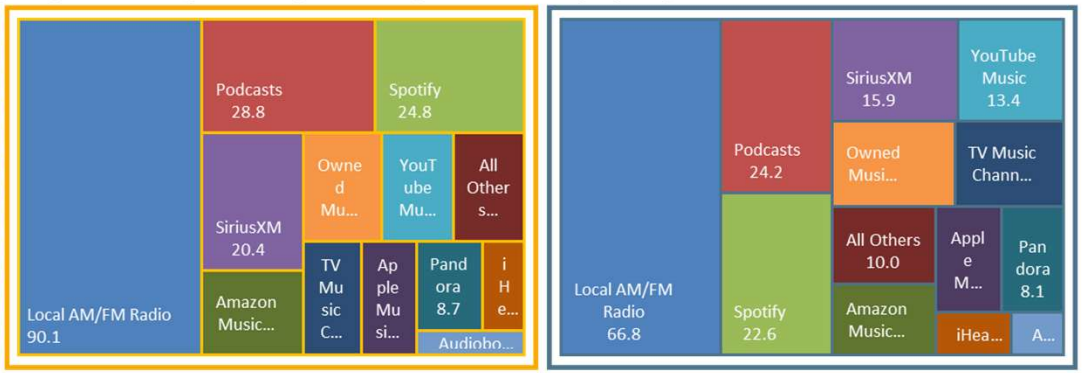
Radio Stations: WTMX-FM M-F 6A-10A

1,880,119 or 100.% of Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 82.6 minutes every day representing 47.9% of all time spent daily with Ad-Supported Audio.

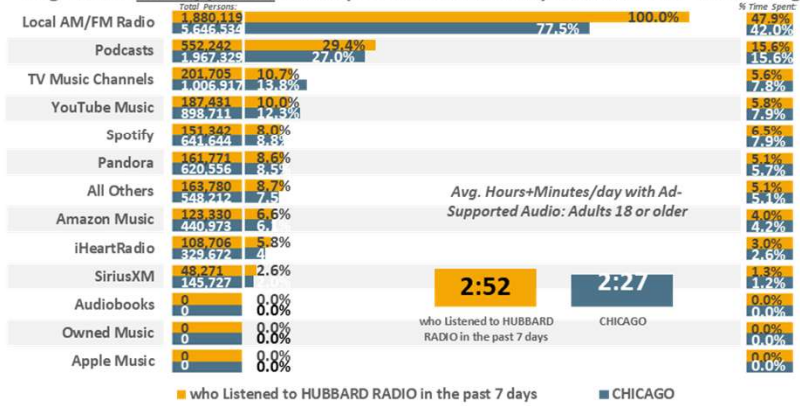
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



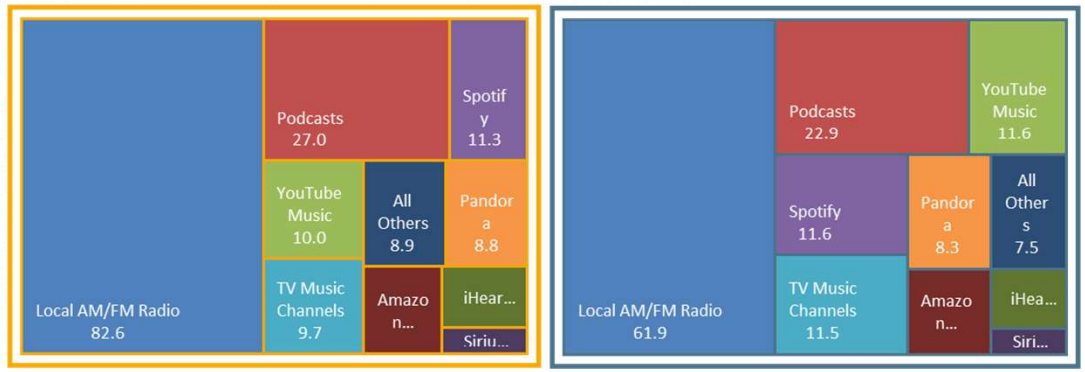
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 1,044

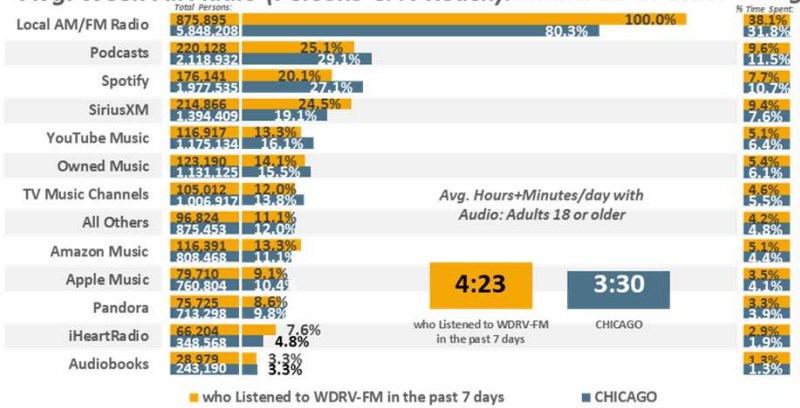
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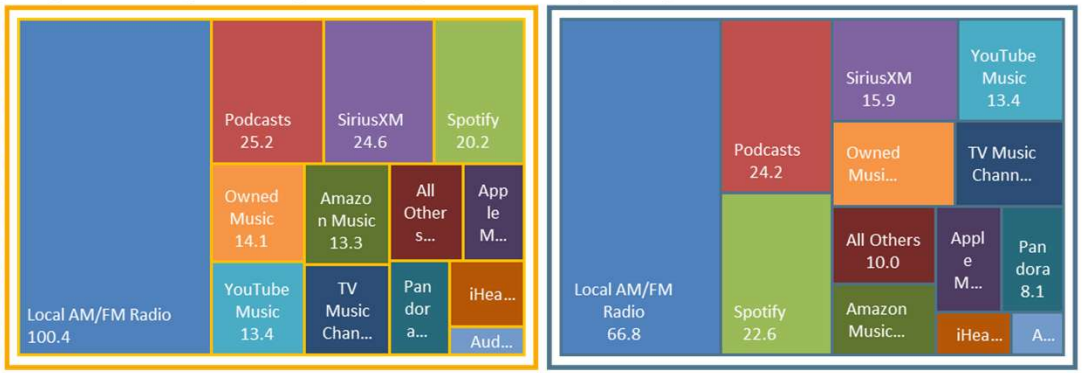
(Radio Stations: WDRV-FM OR Radio Stations: WTBC-FM OR Radio Stations: WTMX-FM)

875,895 or 100.% of Adults 18 or older who Listened to WDRV-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 91.4 minutes every day representing 49.2% of all time spent daily with Ad-Supported Audio.

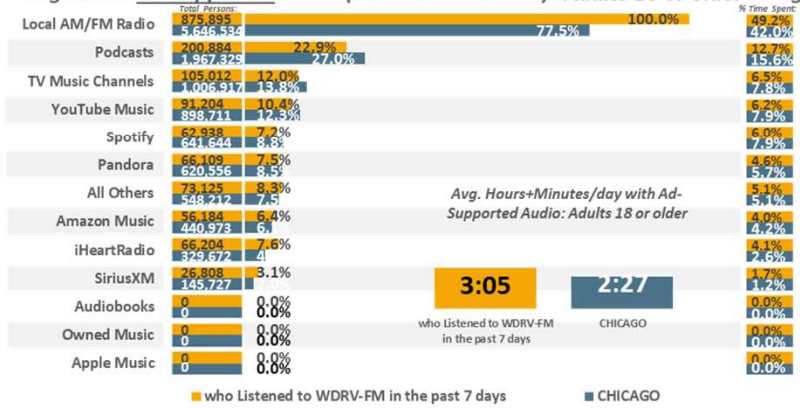
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



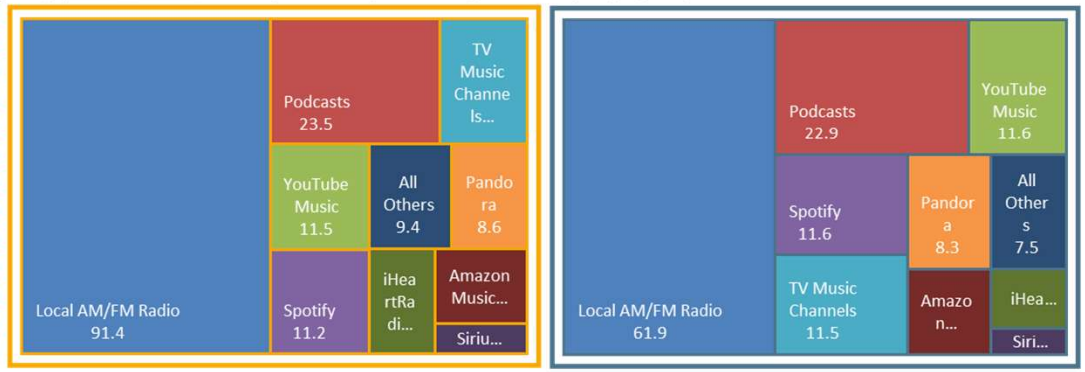
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 466

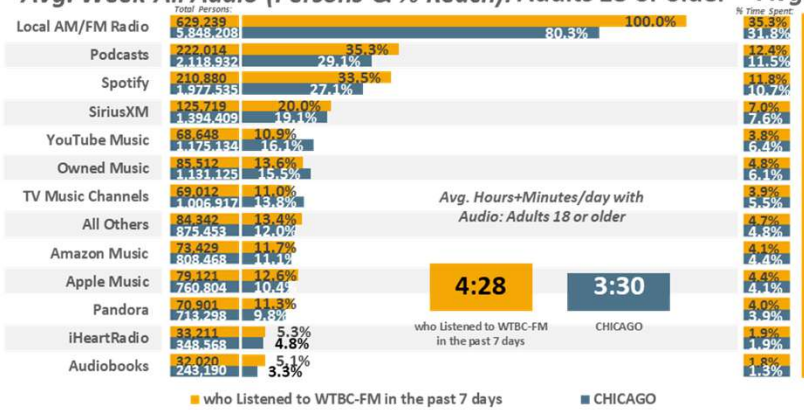
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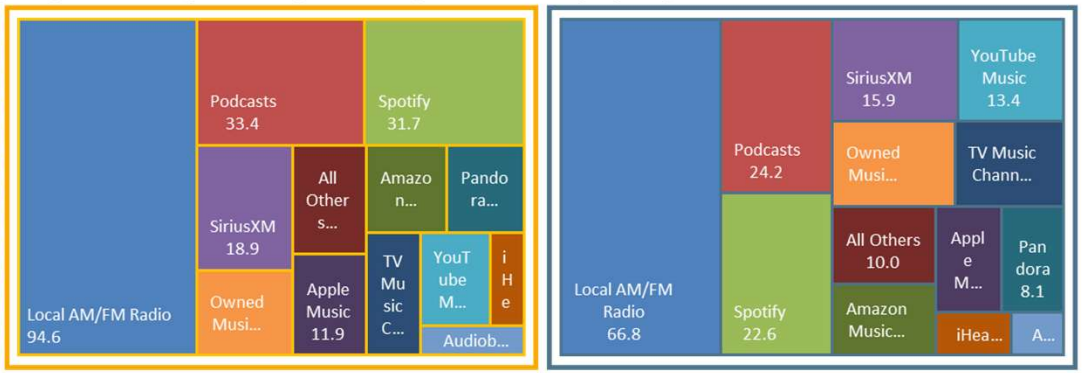
Radio Stations: WDRV-FM

629,239 or 100.% of Adults 18 or older who Listened to WTBC-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 89.1 minutes every day representing 47.7% of all time spent daily with Ad-Supported Audio.

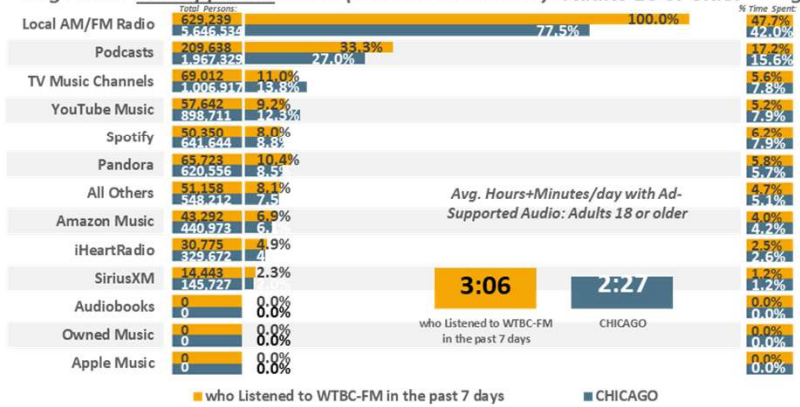
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



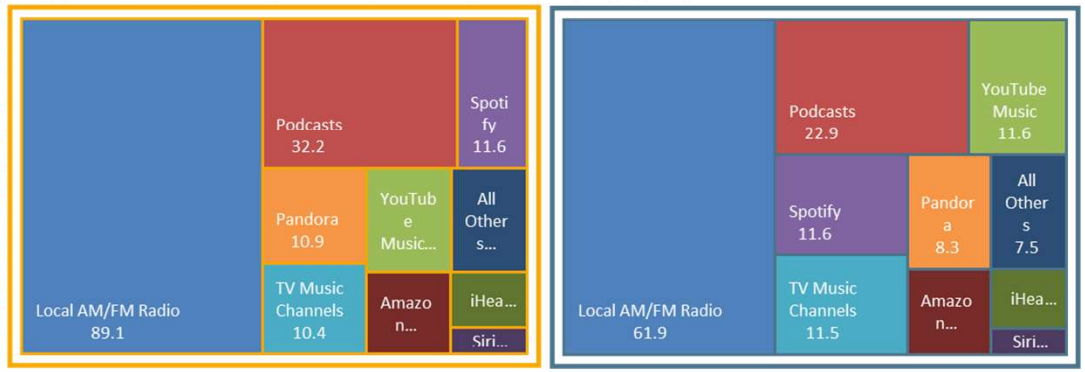
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 371

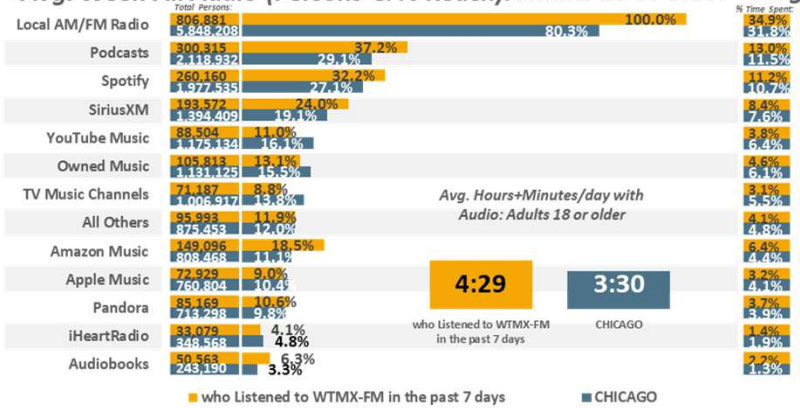
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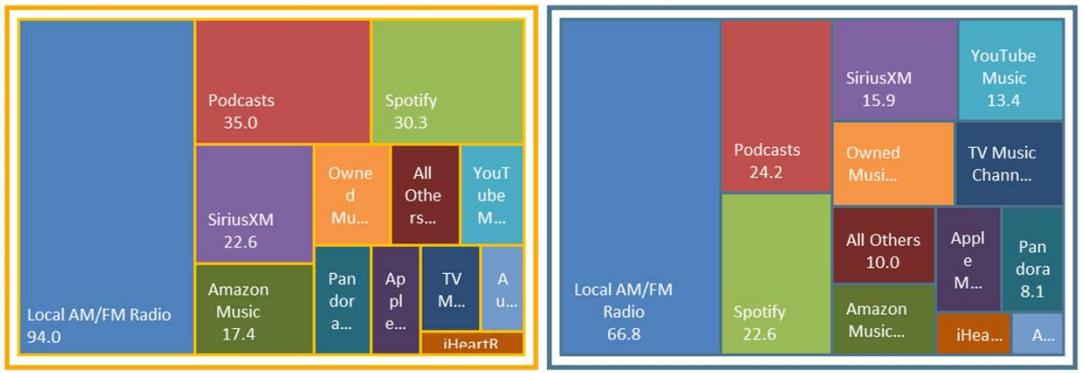
Radio Stations: WTBC-FM

806,881 or 100.% of Adults 18 or older who Listened to WTMX-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 84.2 minutes every day representing 47.% of all time spent daily with Ad-Supported Audio.

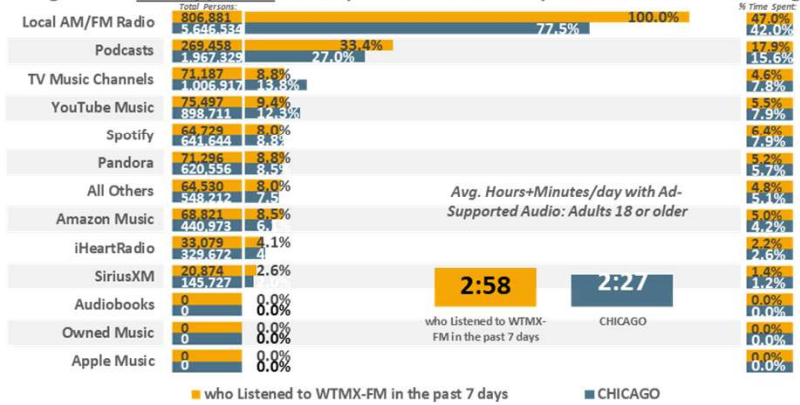
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



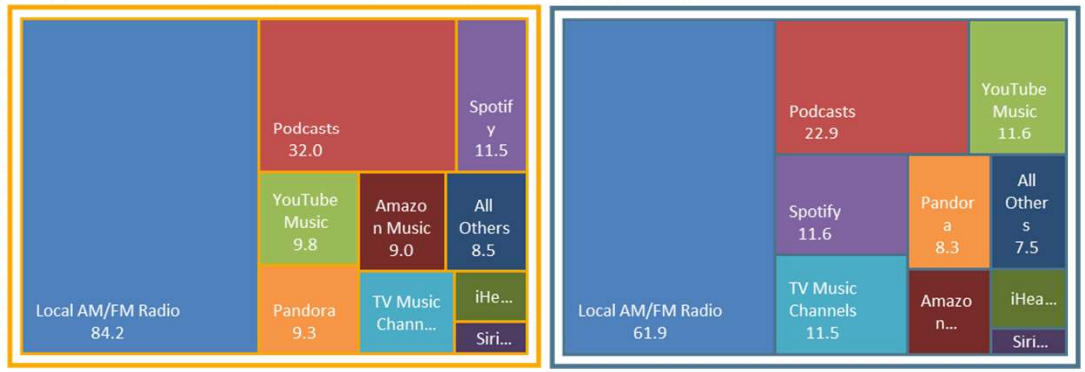
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 465

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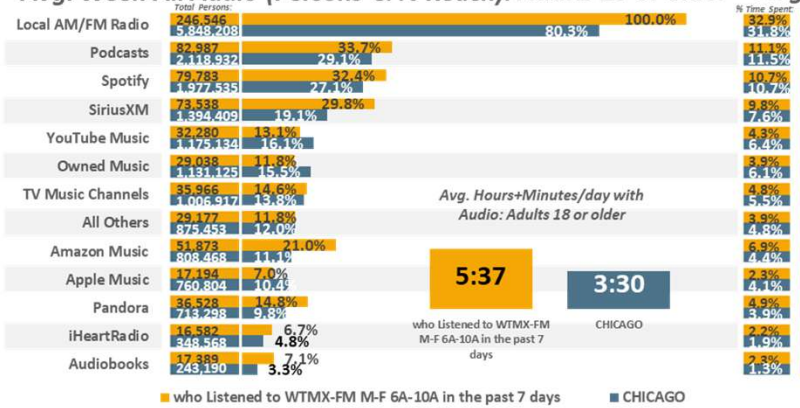
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Radio Stations: WTMX-FM

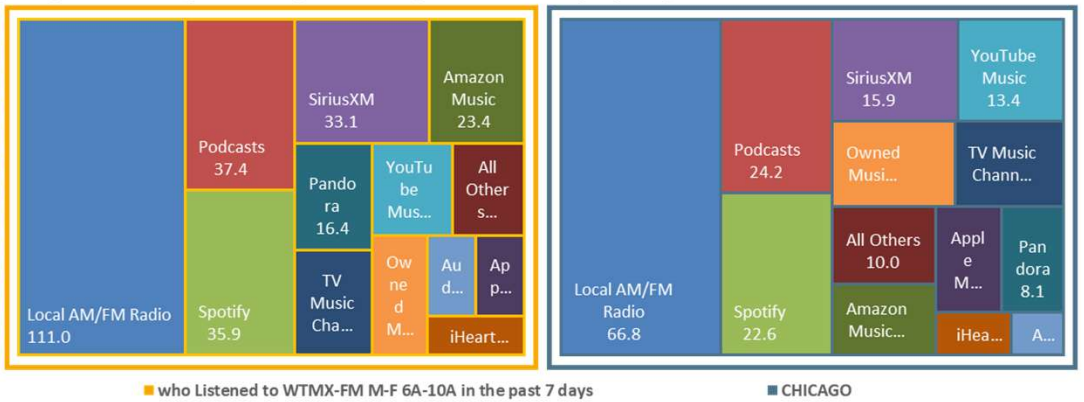


239,564 or 97.2% of Adults 18 or older who Listened to WTMX-FM M-F 6A-10A in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 102.1 minutes every day representing 42.5% of all time spent daily with Ad-Supported Audio.

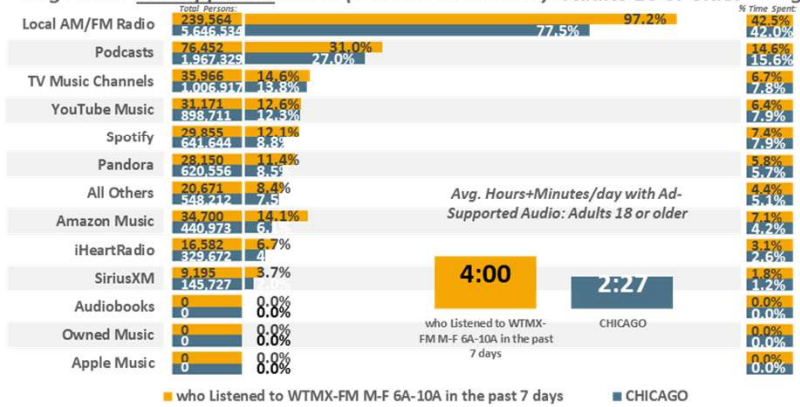
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



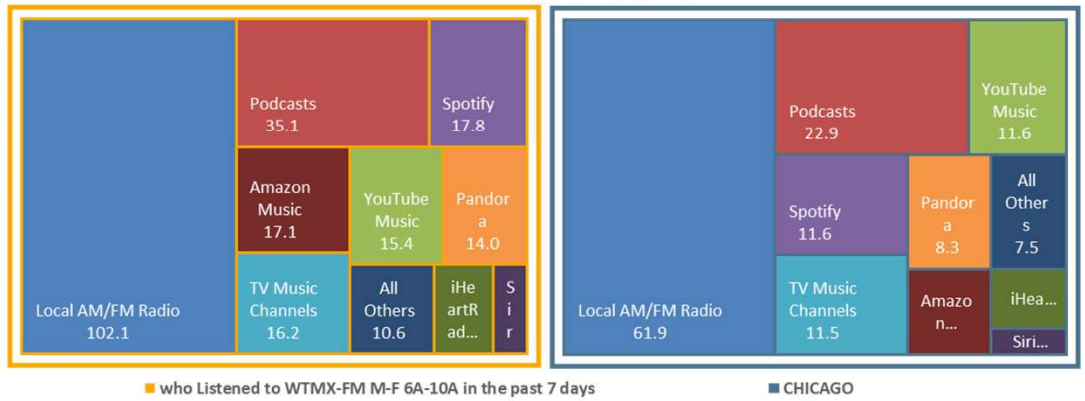
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



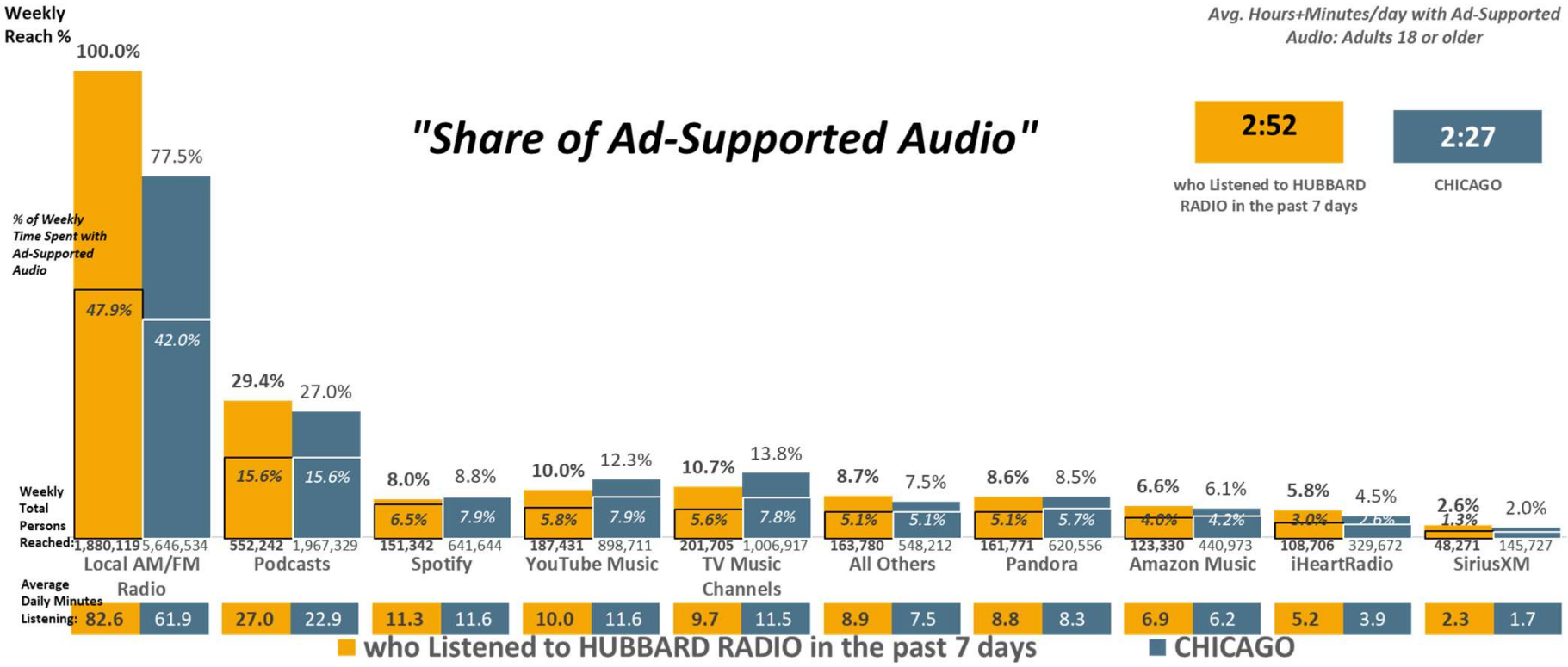
CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 137

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Radio Stations: WTMX-FM M-F 6A-10A

1,880,119 or 100.% of Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 82.6 minutes every day representing 47.9% of all time spent daily with Ad-Supported Audio.



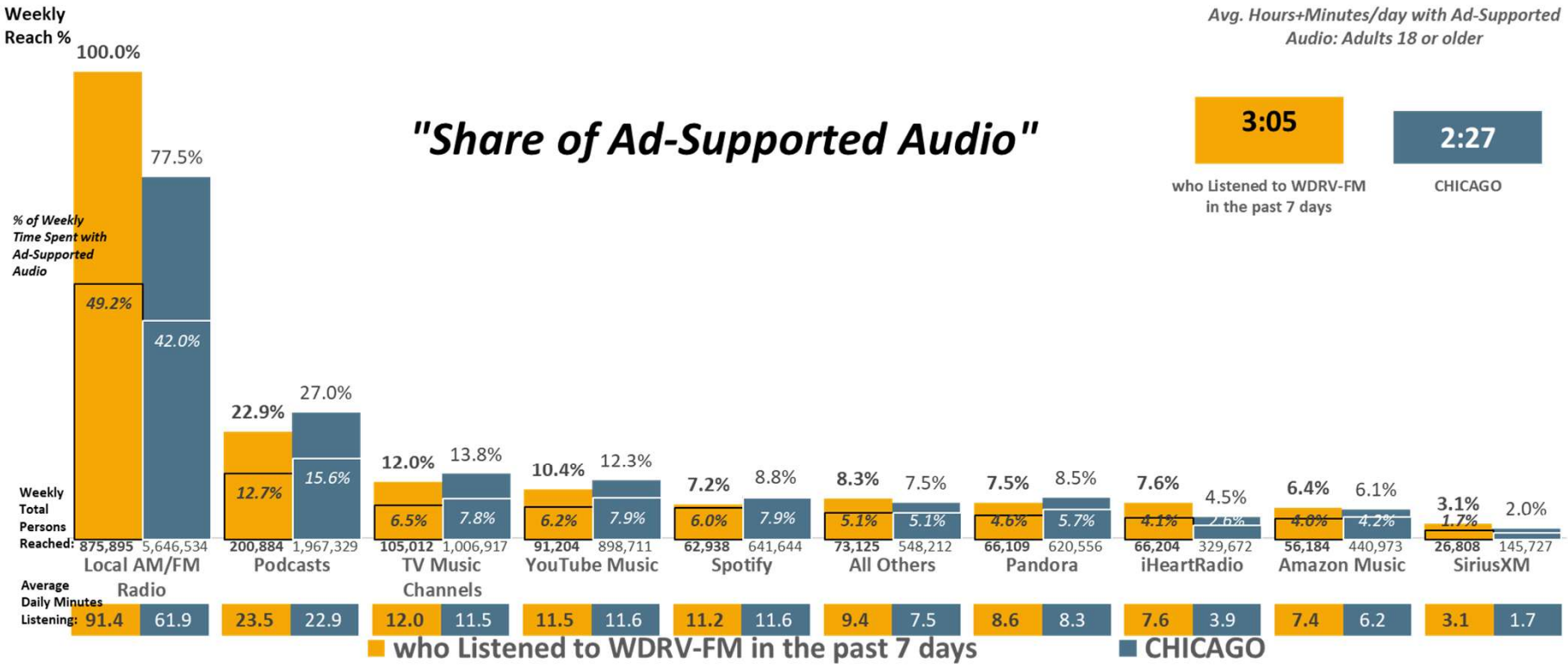
CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 1,044 CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 4,132

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(Radio Stations: WDRV-FM OR Radio Stations: WTBC-FM OR Radio Stations: WTMX-FM)

875,895 or 100.% of Adults 18 or older who Listened to WDRV-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 91.4 minutes every day representing 49.2% of all time spent daily with Ad-Supported Audio.



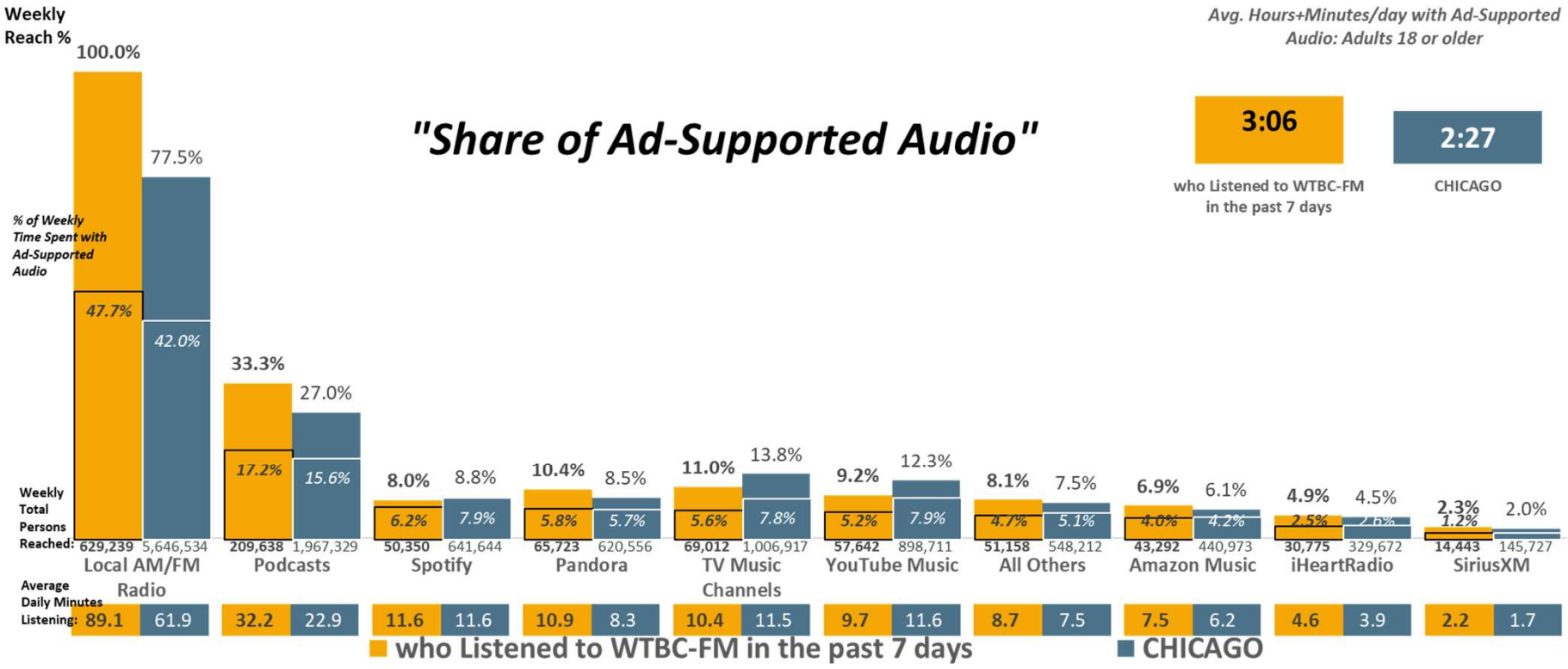
CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 466 CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 4,132

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Radio Stations: WDRV-FM

629,239 or 100.% of Adults 18 or older who Listened to WTBC-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 89.1 minutes every day representing 47.7% of all time spent daily with Ad-Supported Audio.



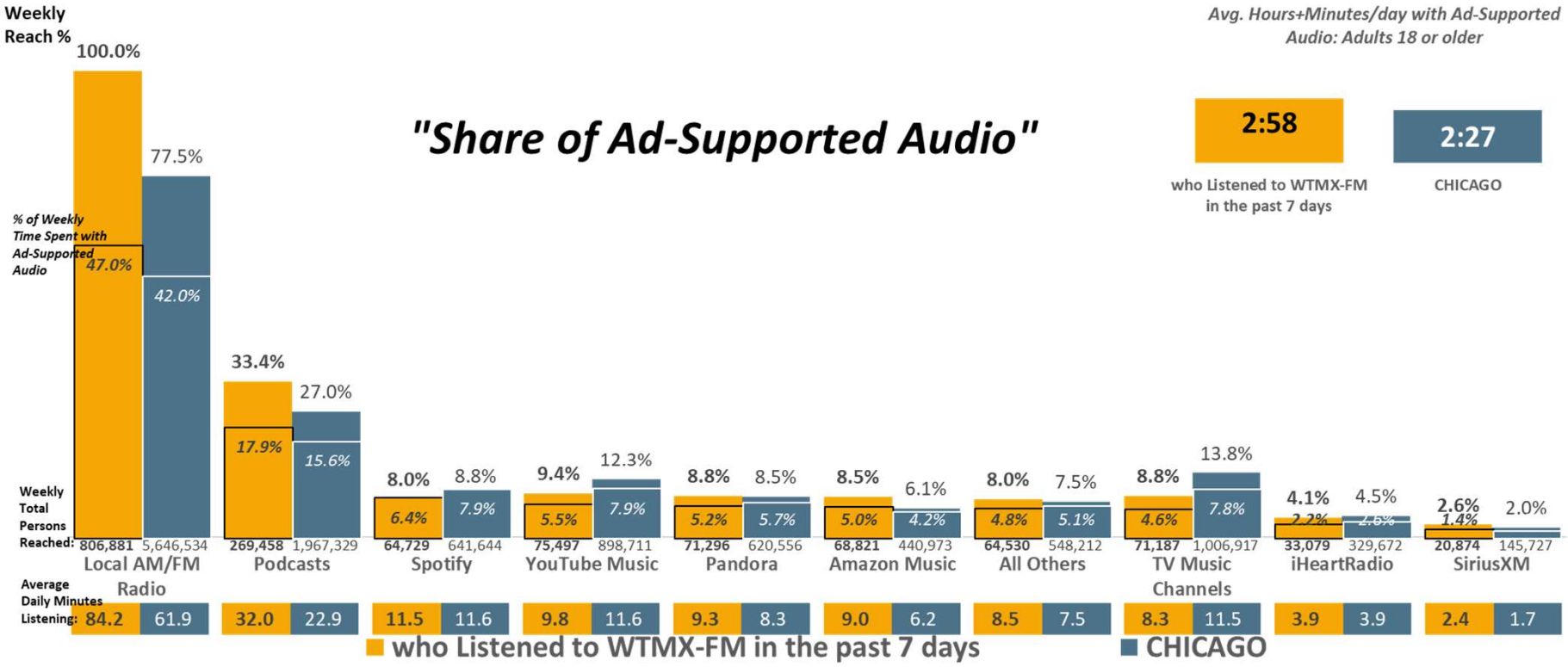
CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 371 CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 4,132

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Radio Stations: WTBC-FM

806,881 or 100.% of Adults 18 or older who Listened to WTMX-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 84.2 minutes every day representing 47.% of all time spent daily with Ad-Supported Audio.



CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 465 CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 4,132

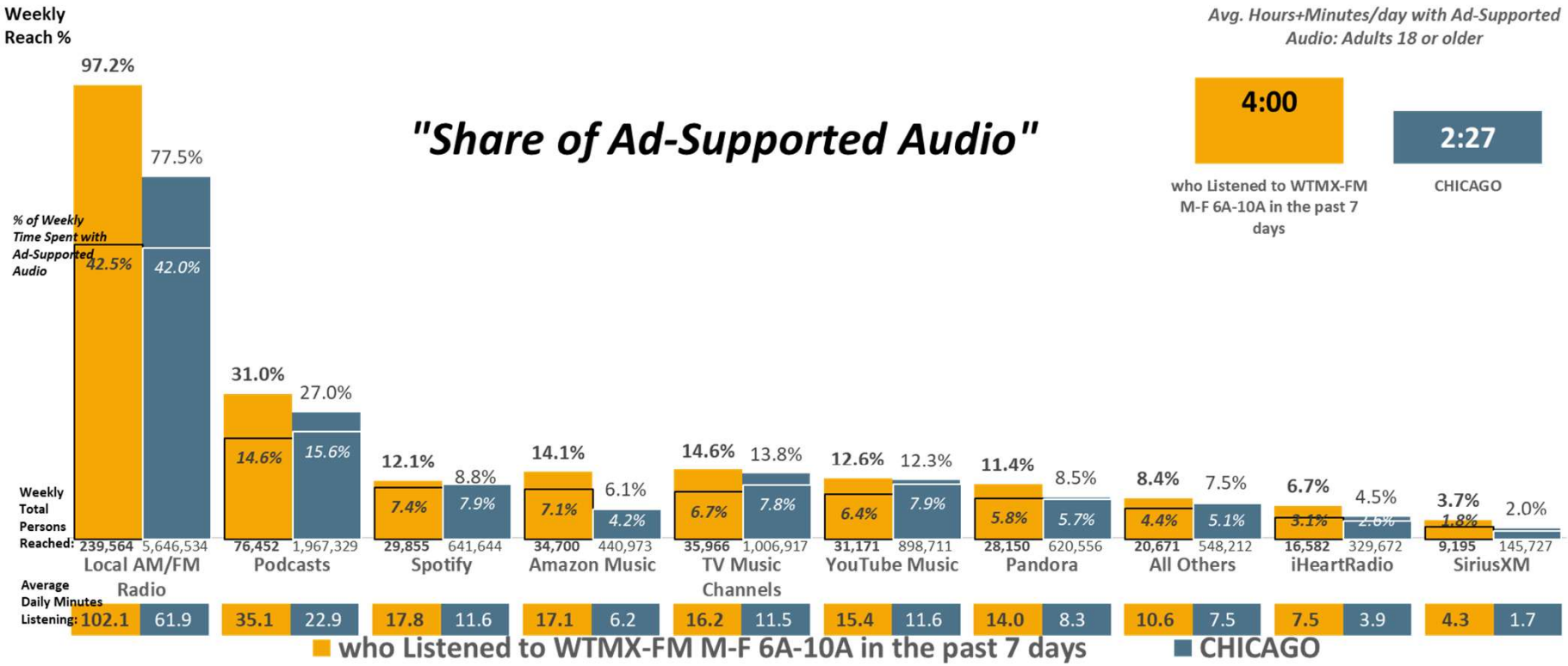
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Radio Stations: WTMX-FM



239,564 or 97.2% of Adults 18 or older who Listened to WTMX-FM M-F 6A-10A in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 102.1 minutes every day representing 42.5% of all time spent daily with Ad-Supported Audio.



CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 137 CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 4,132

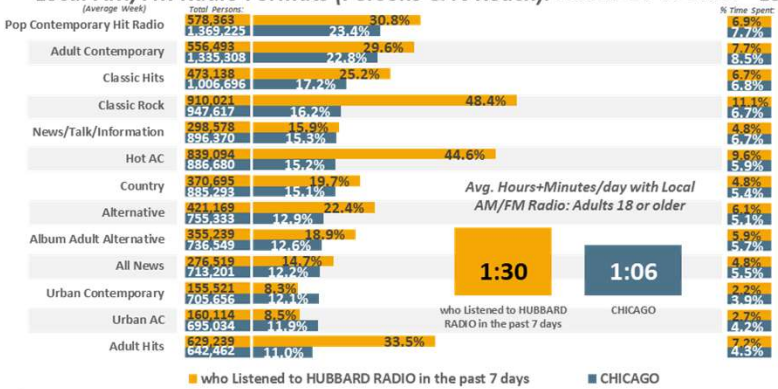
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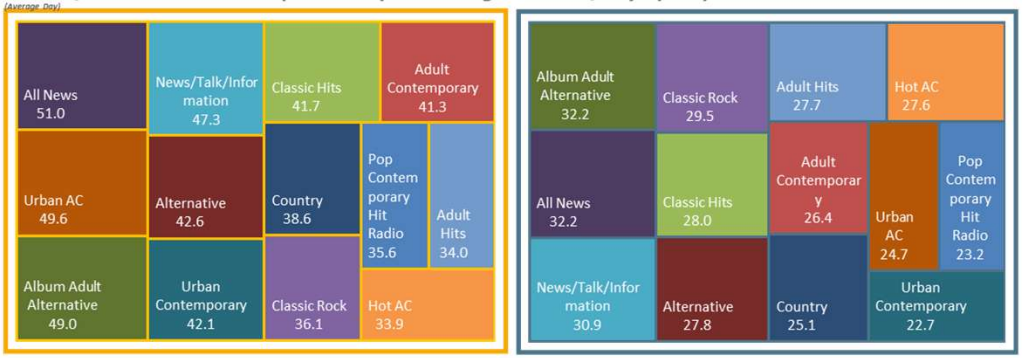
Radio Stations: WTMX-FM M-F 6A-10A

1,880,119 or 100.% of Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Rock, Hot AC, Adult Hits, Pop Contemporary Hit Radio, and Adult Contemporary.

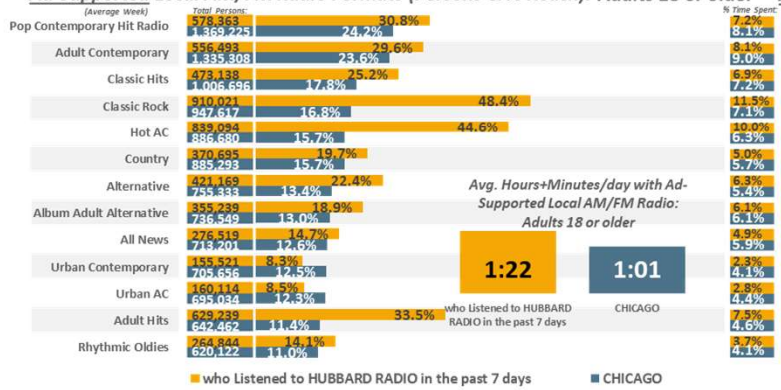
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



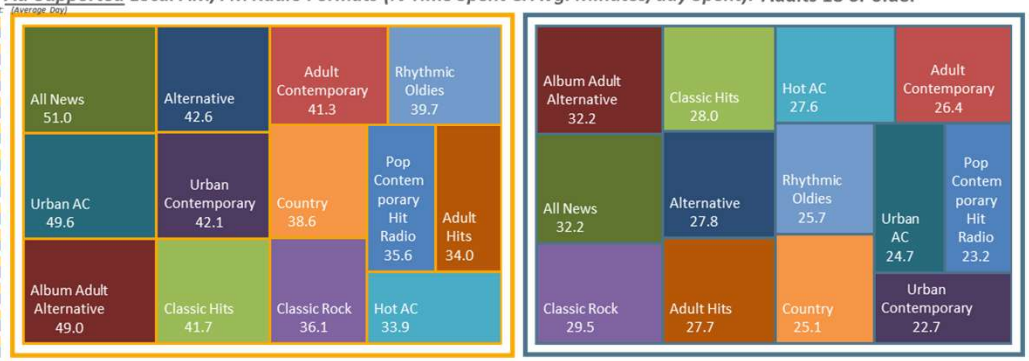
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 1,044

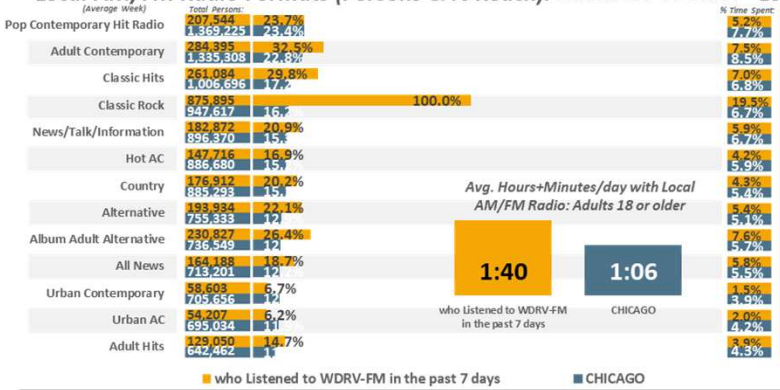
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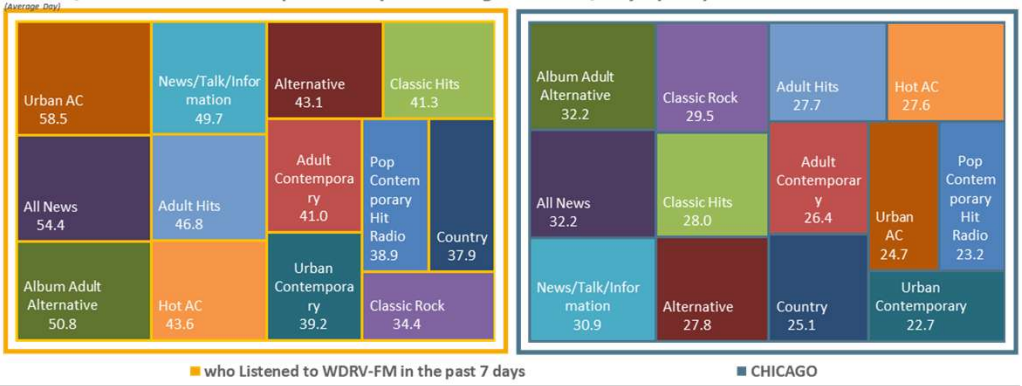
(Radio Stations: WDRV-FM OR Radio Stations: WTBC-FM OR Radio Stations: WTMX-FM)

875,895 or 100.% of Adults 18 or older who Listened to WDRV-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Rock, Adult Contemporary, Classic Hits, Album Adult Alternative, and Mainstream Rock.

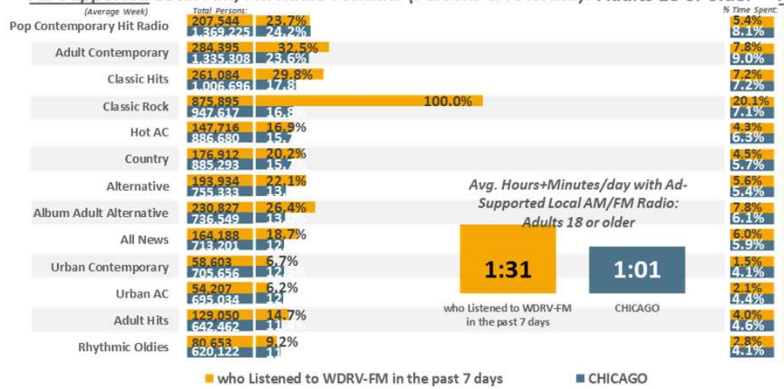
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



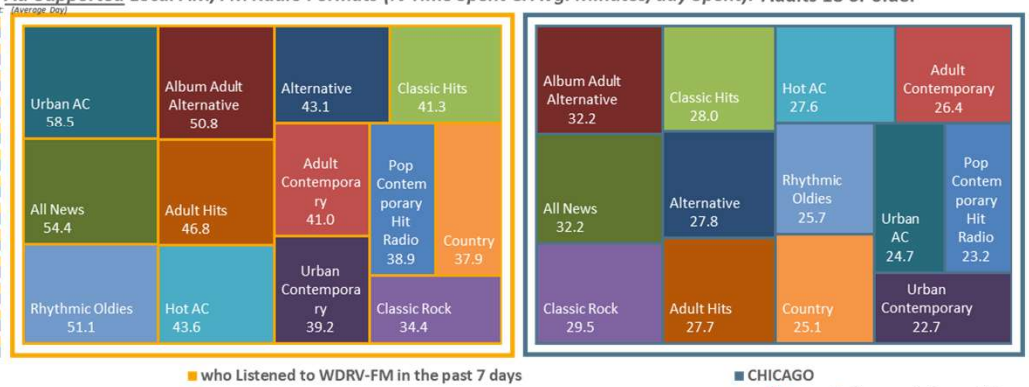
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 466

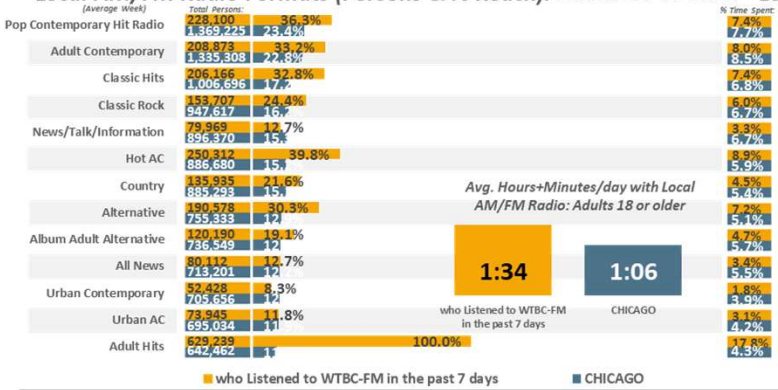
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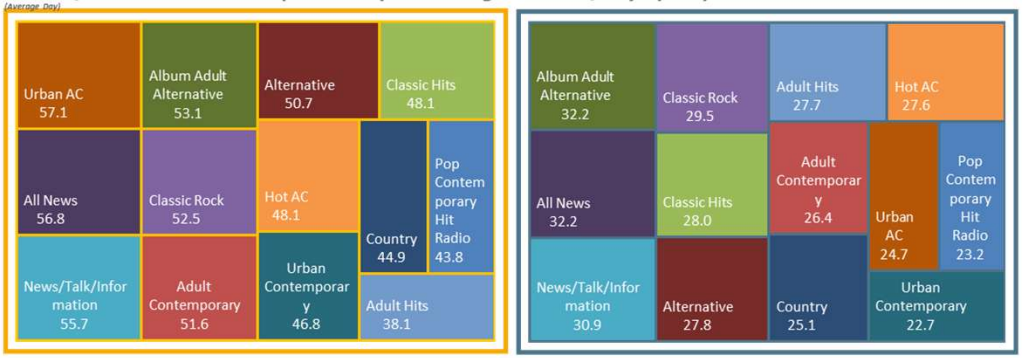
Radio Stations: WDRV-FM

629,239 or 100.% of Adults 18 or older who Listened to WTBC-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Hits, Hot AC, Pop Contemporary Hit Radio, Adult Contemporary, and Classic Hits.

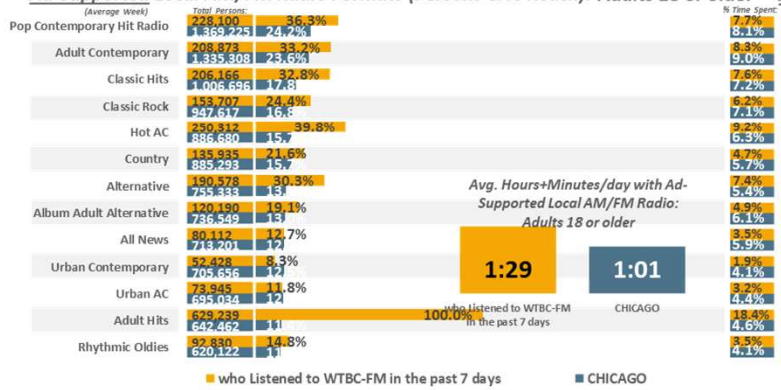
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



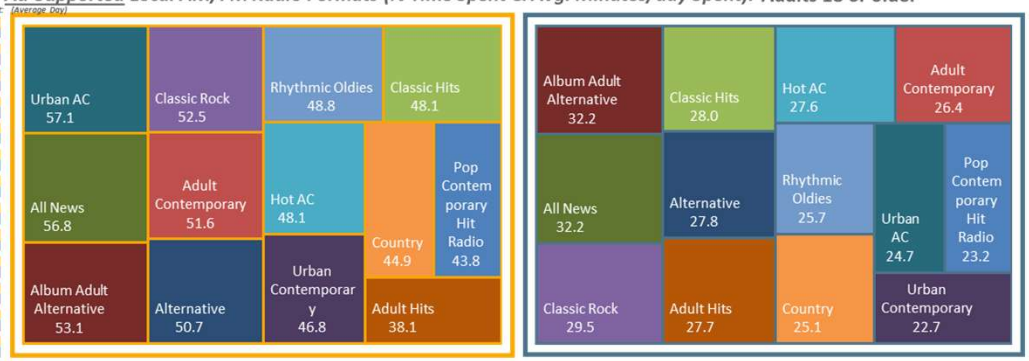
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 371

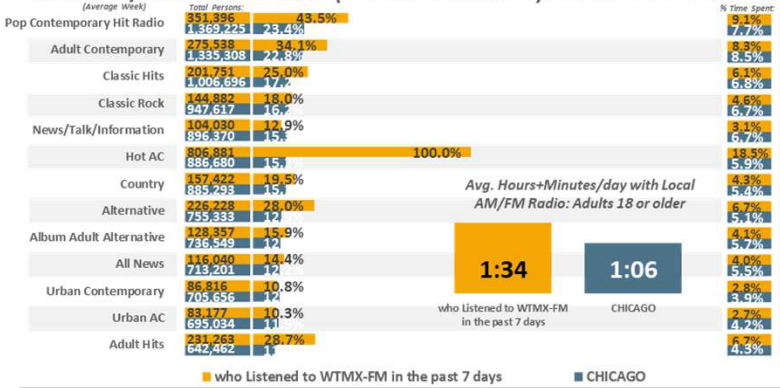
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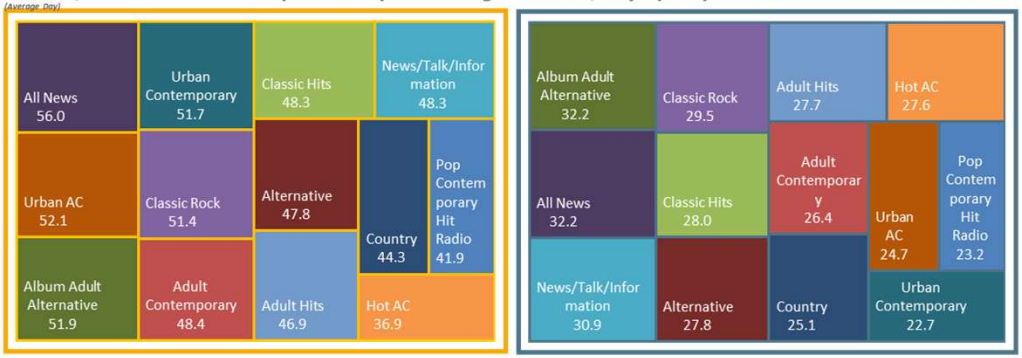
Radio Stations: WTBC-FM

806,881 or 100.% of Adults 18 or older who Listened to WTMX-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Hot AC, Pop Contemporary Hit Radio, Adult Contemporary, Adult Hits, and Alternative.

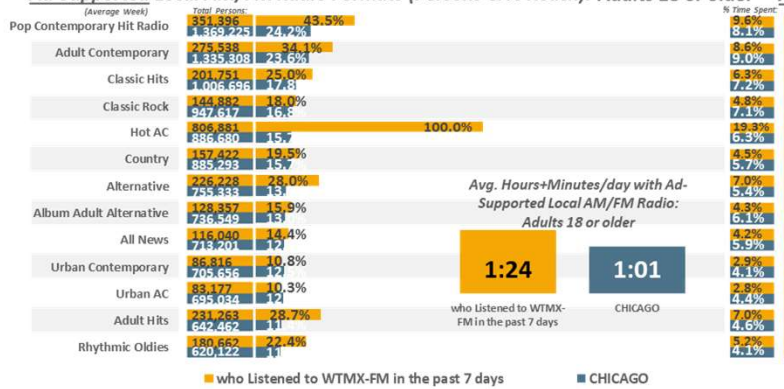
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



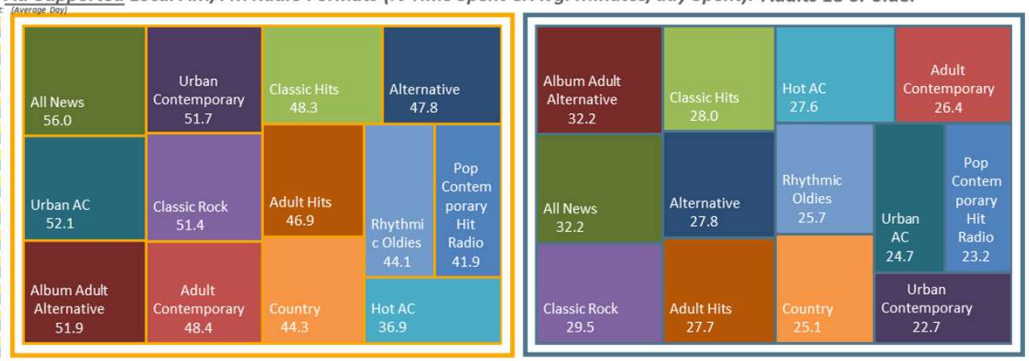
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 465

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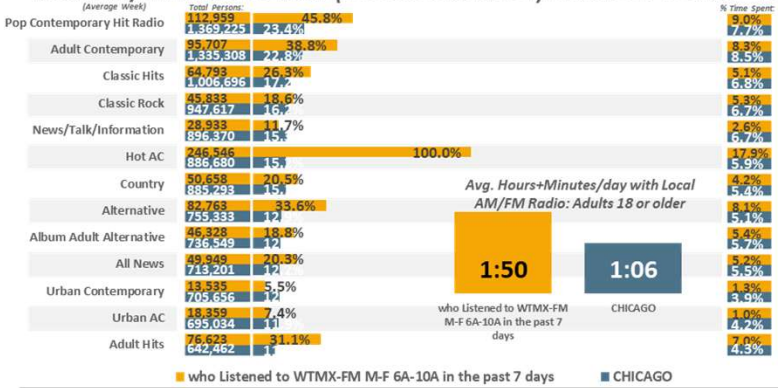
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Radio Stations: WTMX-FM

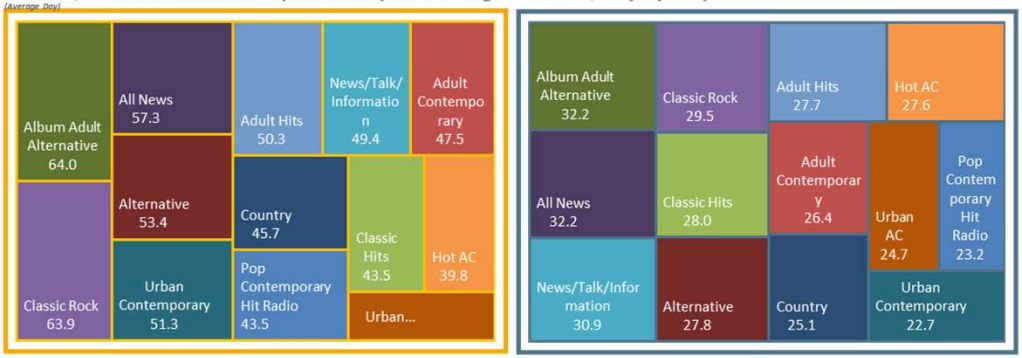


239,564 or 97.2% of Adults 18 or older who Listened to WTMX-FM M-F 6A-10A in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Hot AC, Pop Contemporary Hit Radio, Adult Contemporary, Alternative, and Adult Hits.

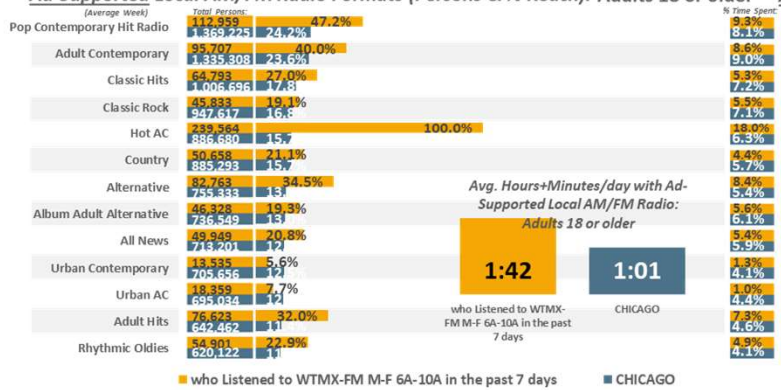
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



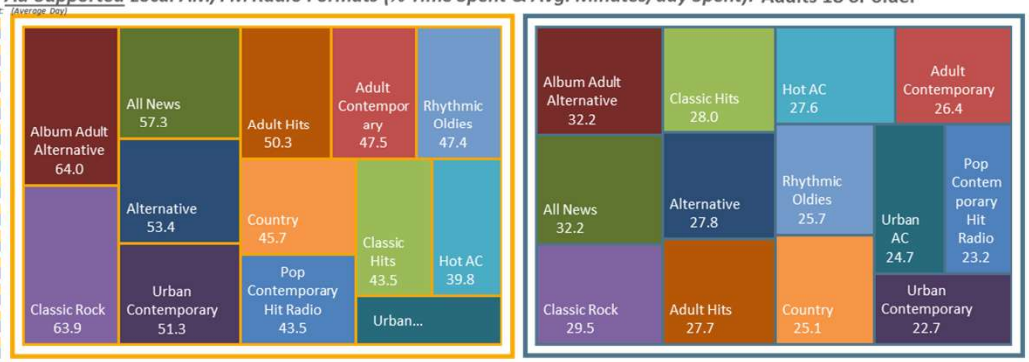
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 137

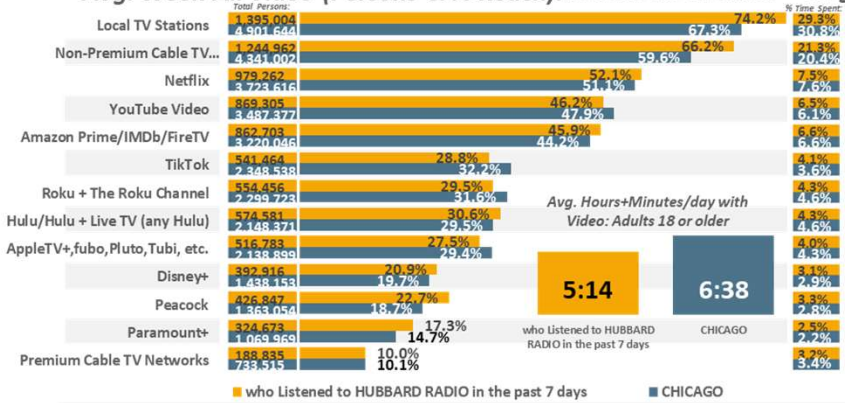
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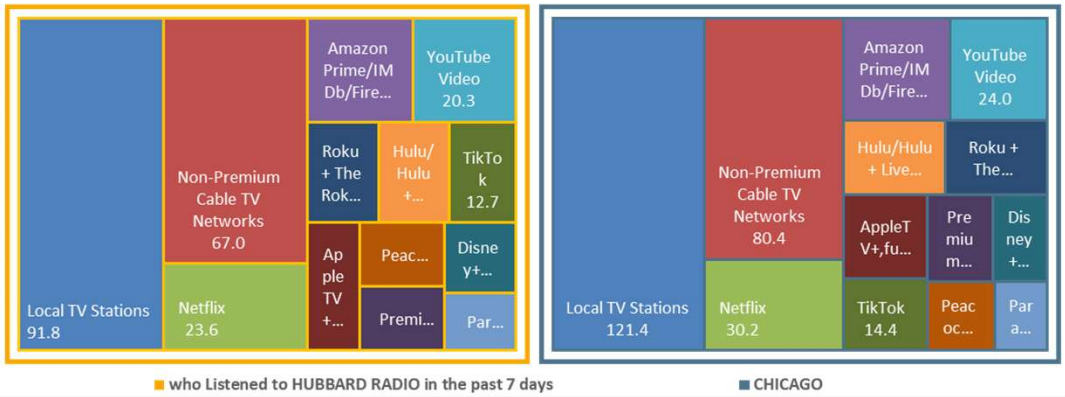
Radio Stations: WTMX-FM M-F 6A-10A

1,379,476 or 73.4% of Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days watch Ad-Supported Local TV Stations for an average of 87.5 minutes every day representing 34.4% of all time spent daily with Ad-Supported Video.

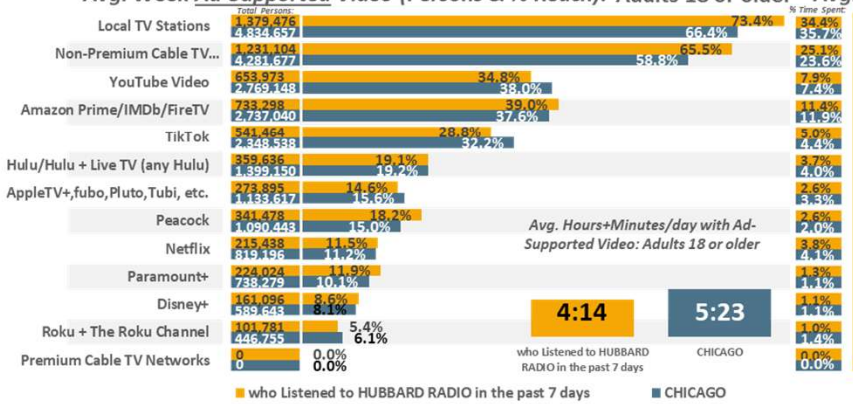
Avg. Week All Video (Persons & % Reach): Adults 18 or older



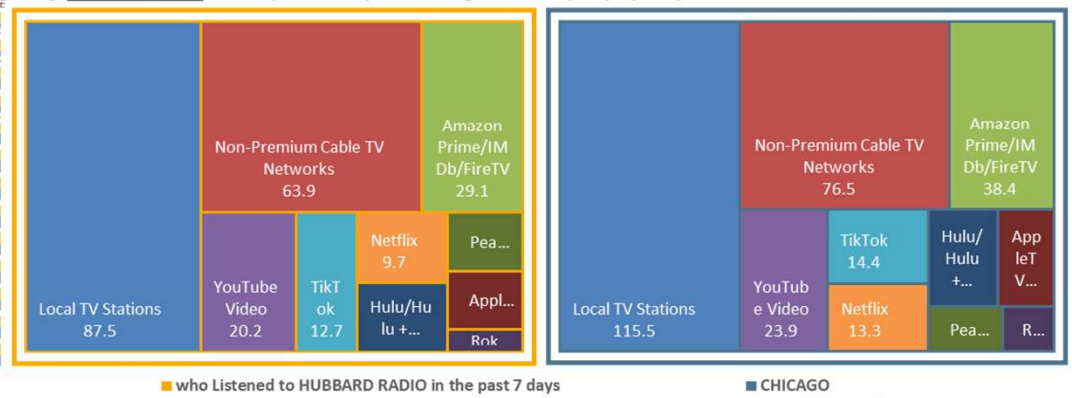
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 1,044

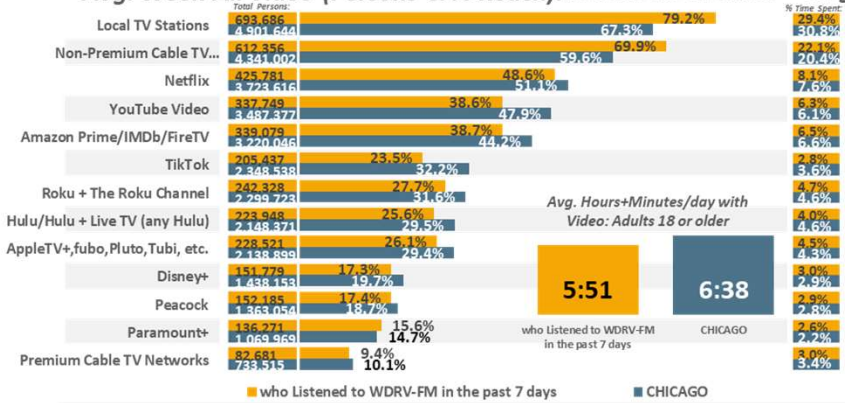
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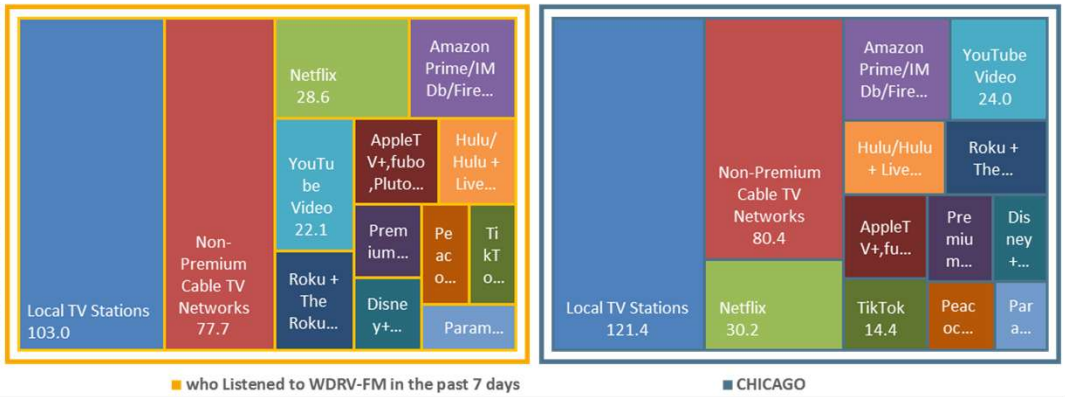
(Radio Stations: WDRV-FM OR Radio Stations: WTBC-FM OR Radio Stations: WTMX-FM)

689,219 or 78.7% of Adults 18 or older who Listened to WDRV-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 97.3 minutes every day representing 34.7% of all time spent daily with Ad-Supported Video.

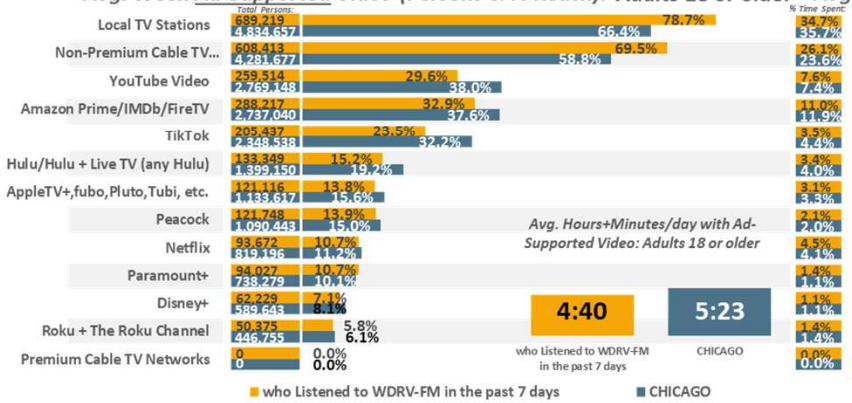
Avg. Week All Video (Persons & % Reach): Adults 18 or older



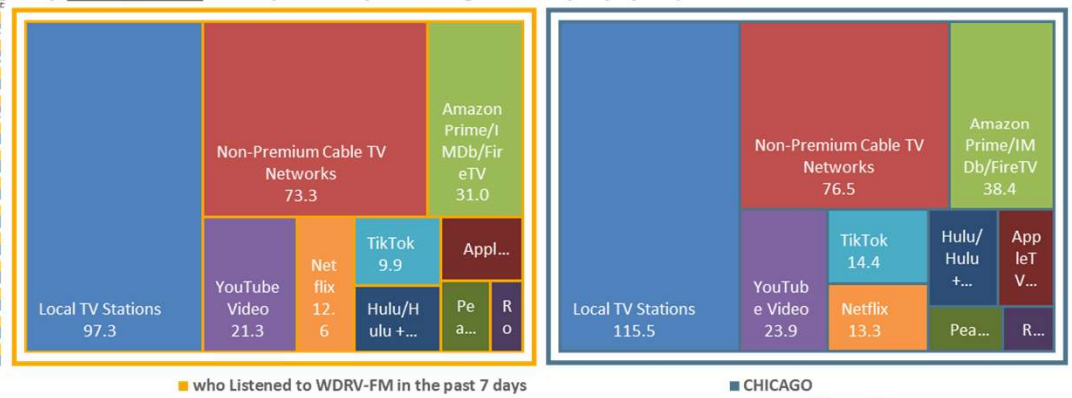
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 466

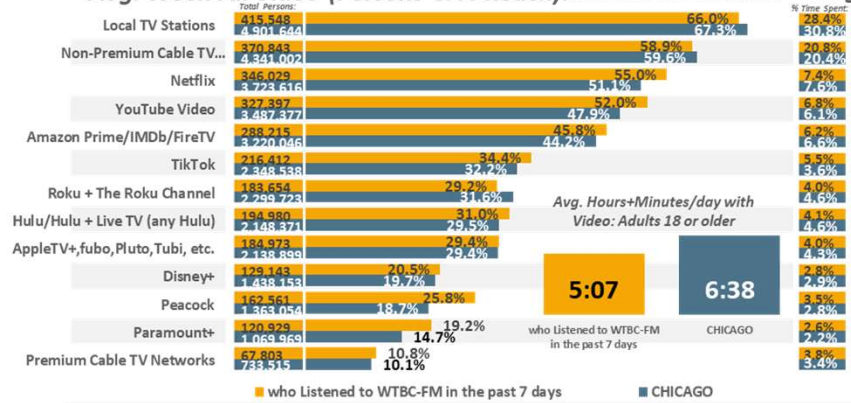
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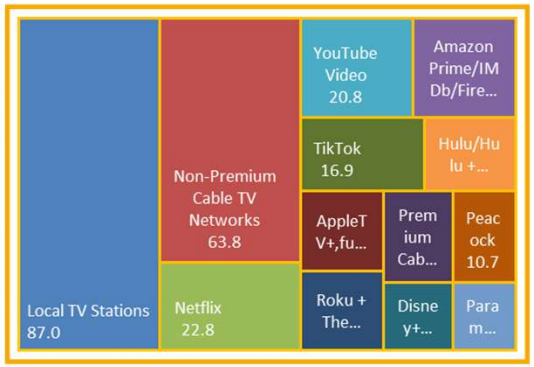
Radio Stations: WDRV-FM

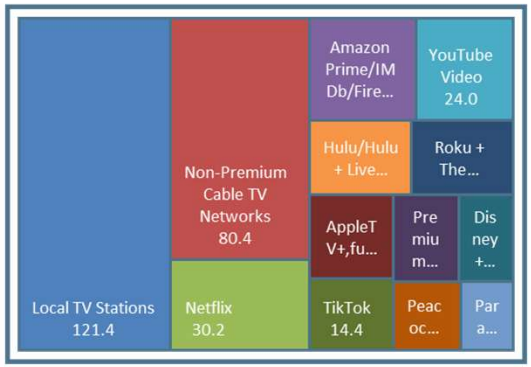
410,745 or 65.3% of Adults 18 or older who Listened to WTBC-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 84.8 minutes every day representing 33.7% of all time spent daily with Ad-Supported Video.

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

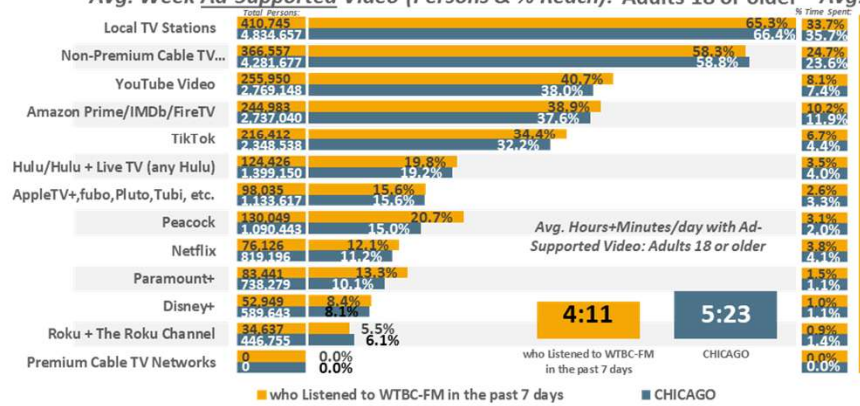


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

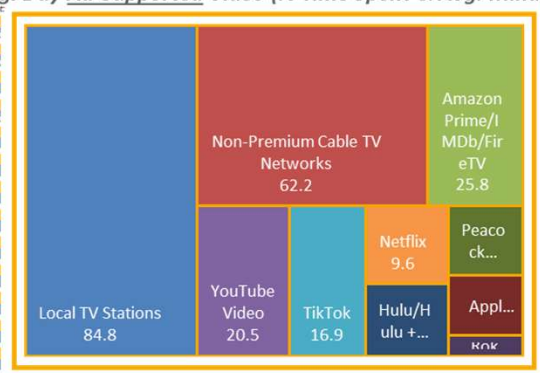


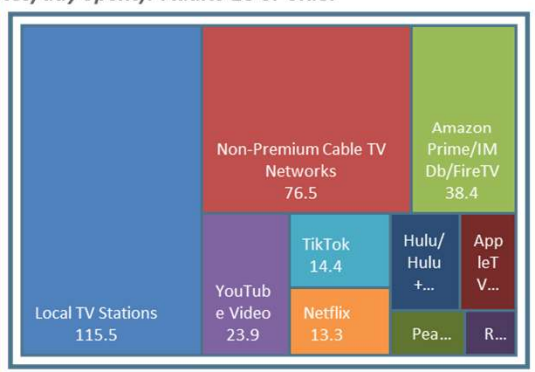


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



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





CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 371

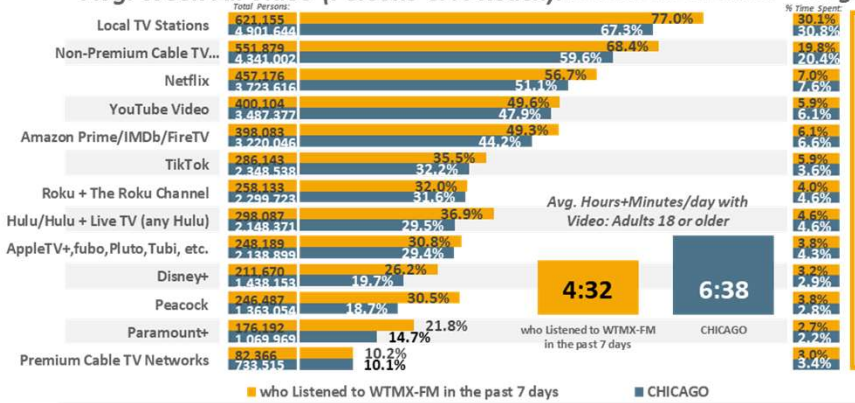
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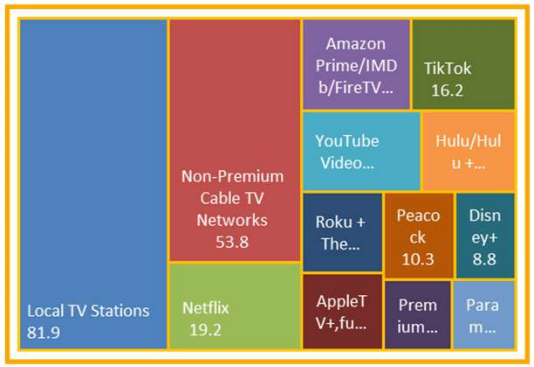
Radio Stations: WTBC-FM

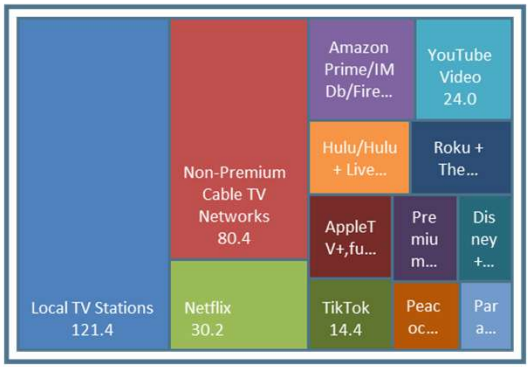
613,361 or 76.% of Adults 18 or older who Listened to WTMX-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 77.7 minutes every day representing 34.9% of all time spent daily with Ad-Supported Video.

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

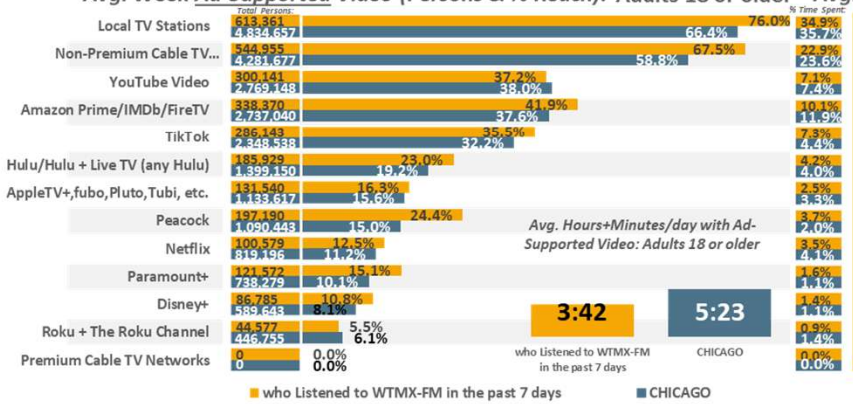


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

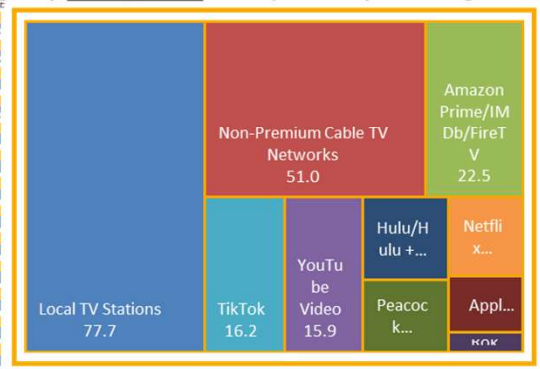


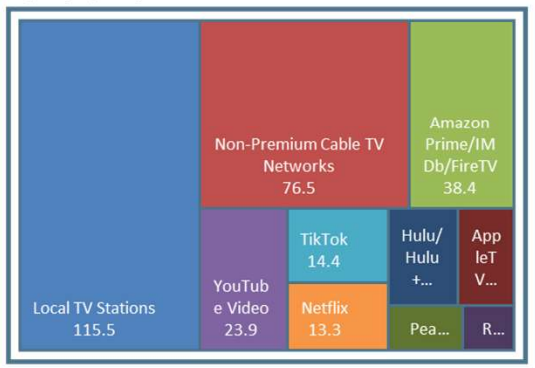


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



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





CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 465

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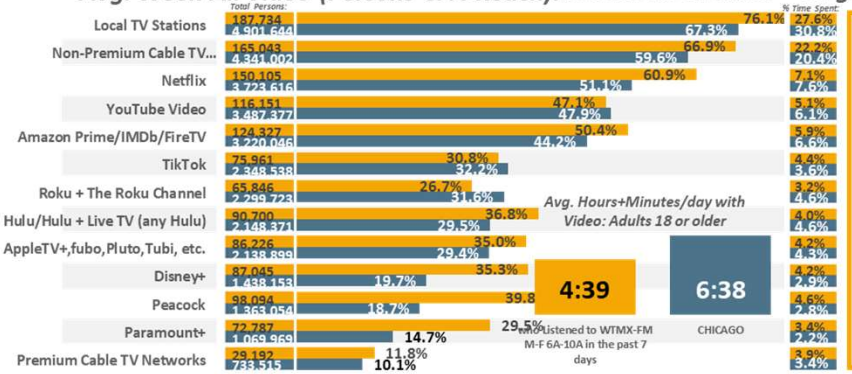
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Radio Stations: WTMX-FM

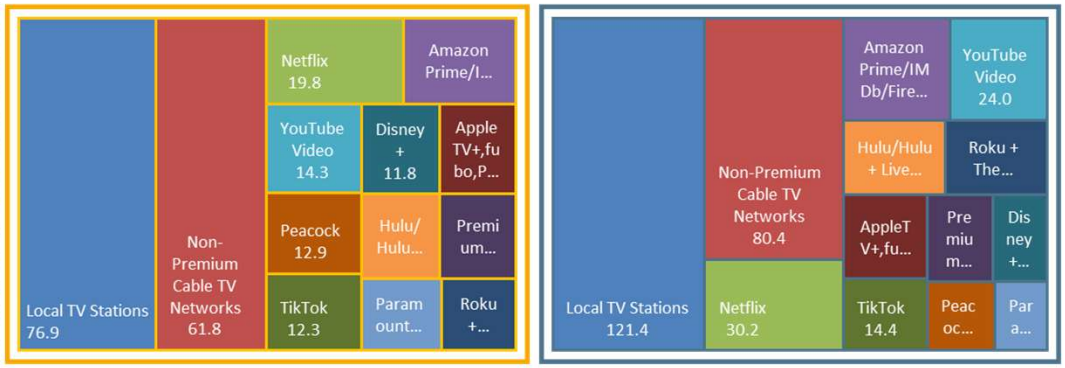


186,206 or 75.5% of Adults 18 or older who Listened to WTMX-FM M-F 6A-10A in the past 7 days watch Ad-Supported Local TV Stations for an average of 75. minutes every day representing 32.9% of all time spent daily with Ad-Supported Video.

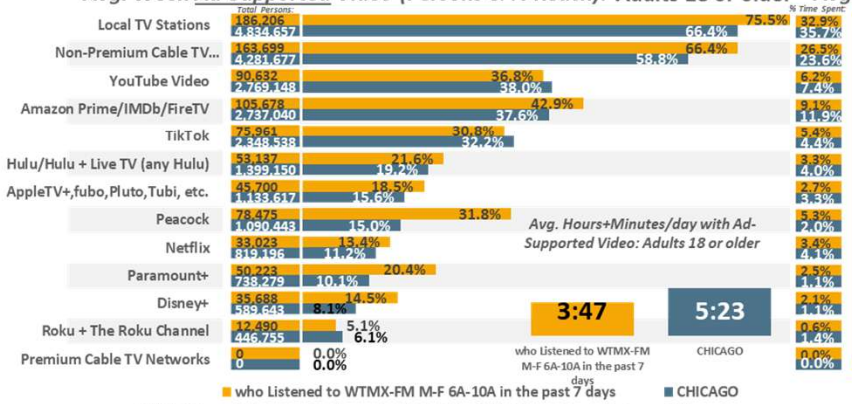
Avg. Week All Video (Persons & % Reach): Adults 18 or older



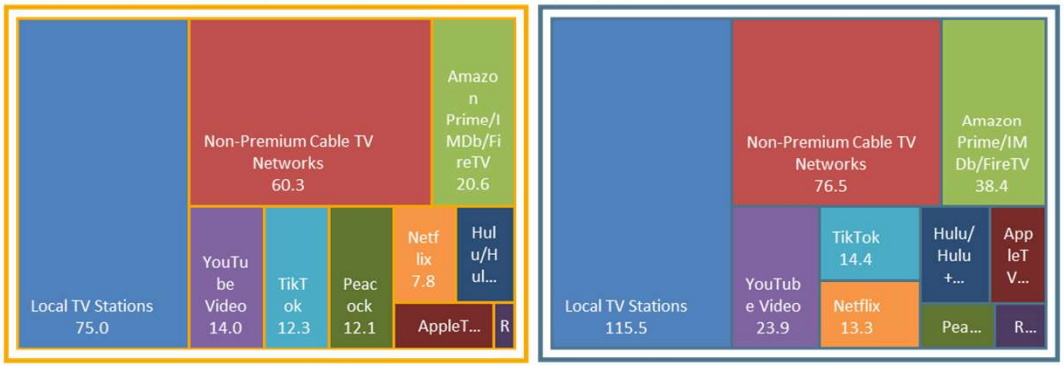
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



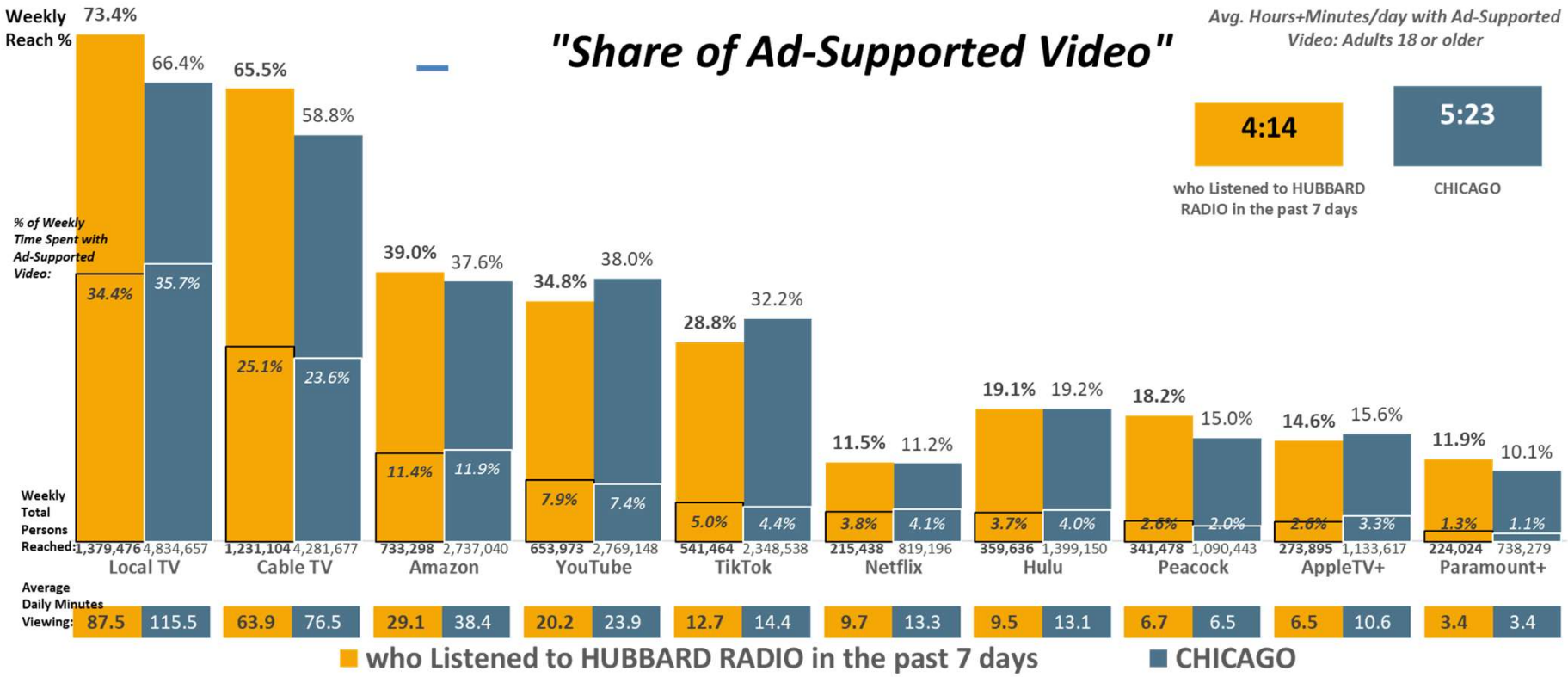
CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 137

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Radio Stations: WTMX-FM M-F 6A-10A

1,379,476 or 73.4% of Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days watch Ad-Supported Local TV Stations for an average of 87.5 minutes every day representing 34.4% of all time spent daily with Ad-Supported Video.



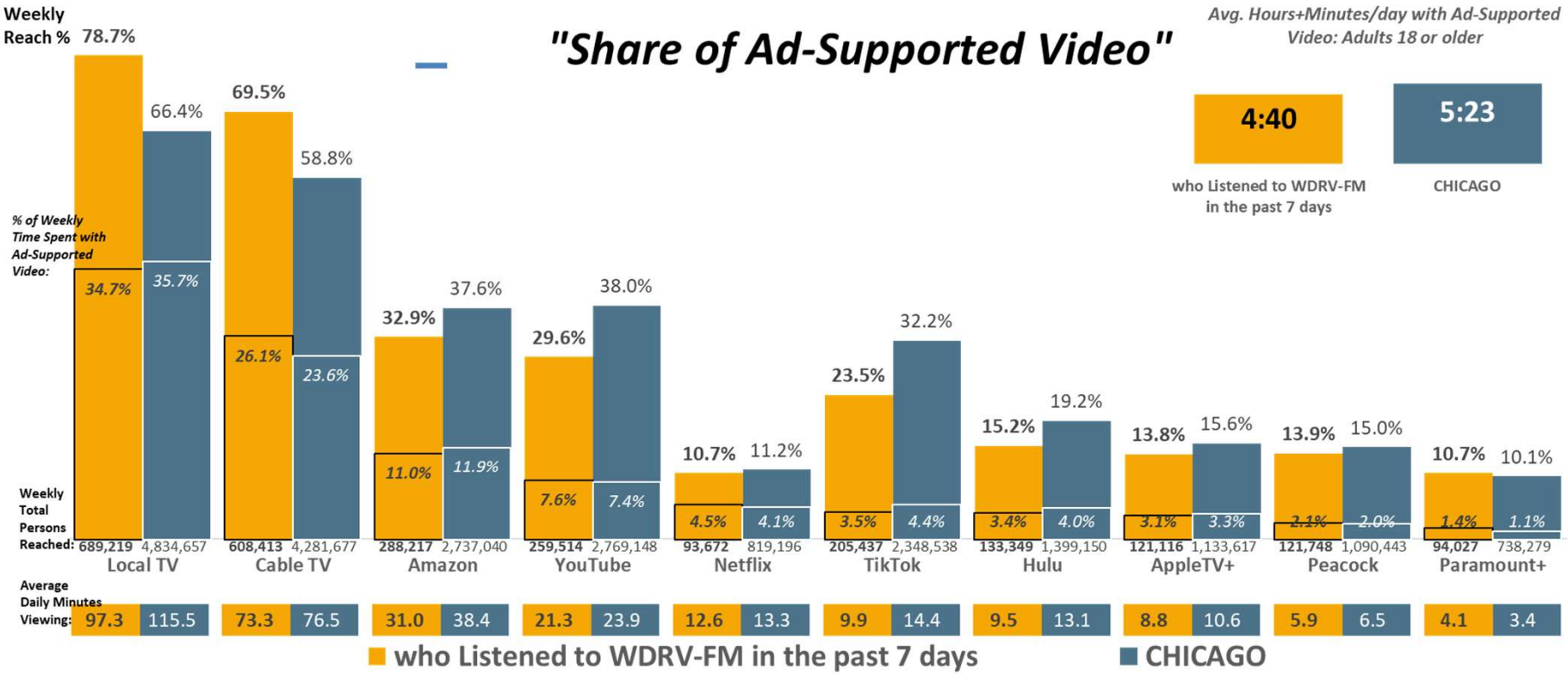
CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 1,044 CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 4,132

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(Radio Stations: WDRV-FM OR Radio Stations: WTBC-FM OR Radio Stations: WTMX-FM)

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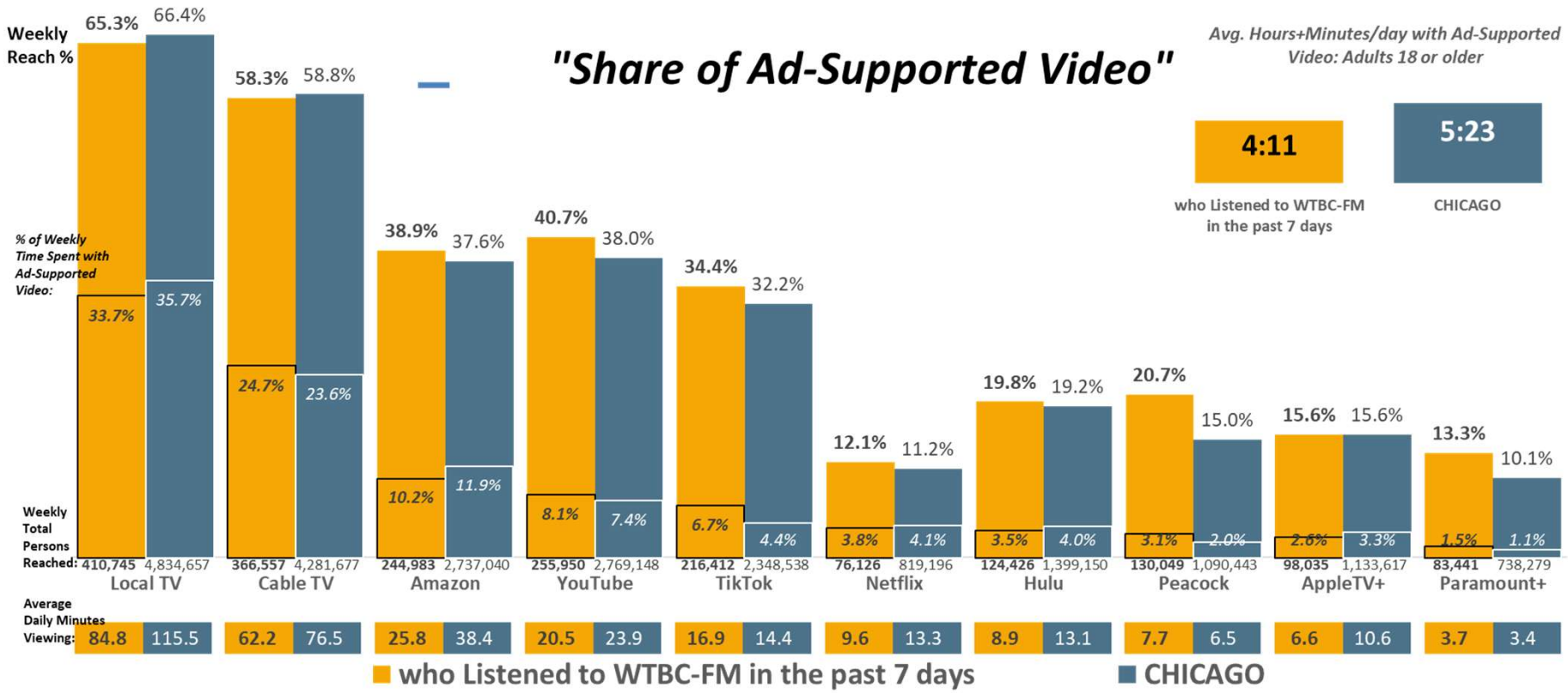
CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 466 CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 4,132

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Radio Stations: WDRV-FM

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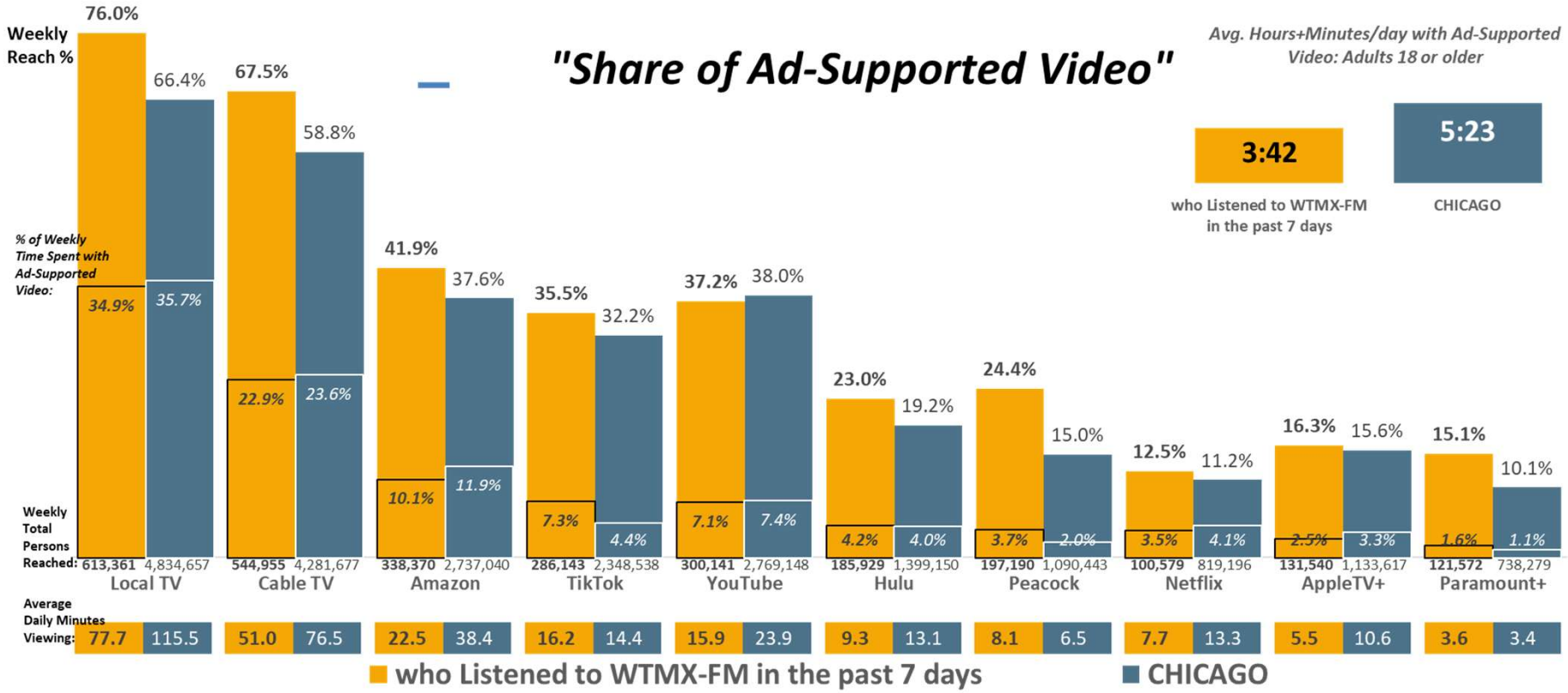
CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 371 CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 4,132

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Radio Stations: WTBC-FM

613,361 or 76.% of Adults 18 or older who Listened to WTMX-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 77.7 minutes every day representing 34.9% of all time spent daily with Ad-Supported Video.



CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 465 CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 4,132

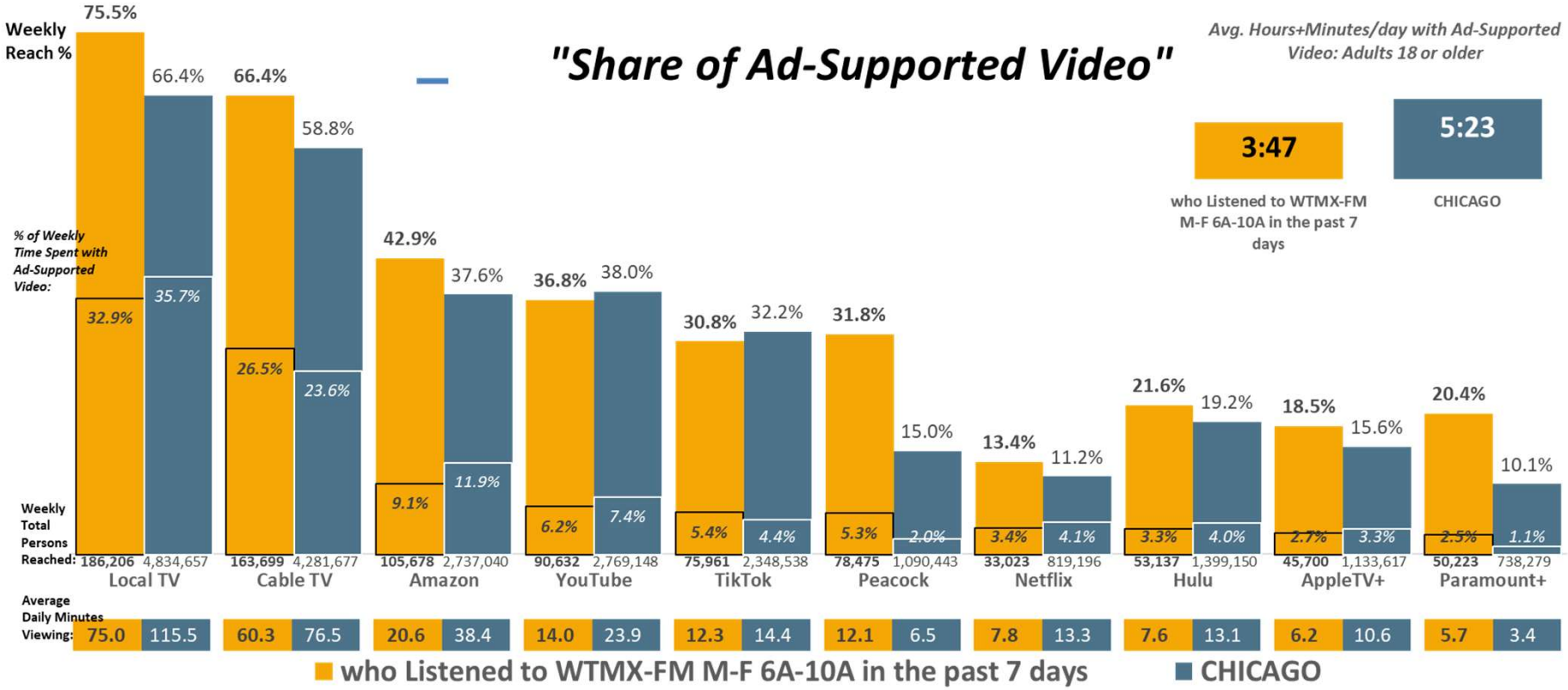
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Radio Stations: WTMX-FM



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CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 137 CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 4,132

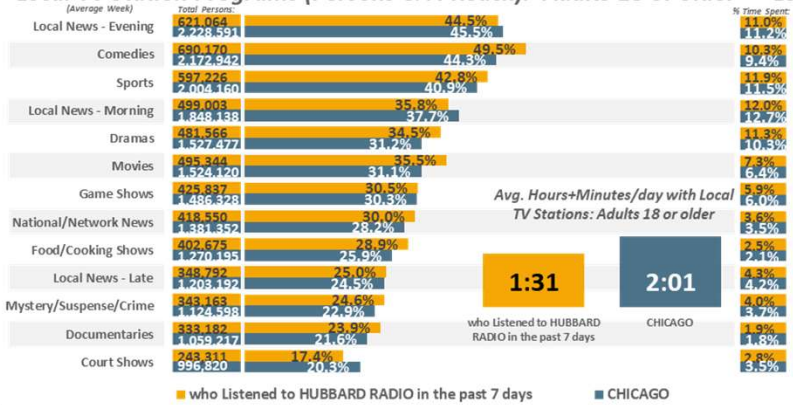
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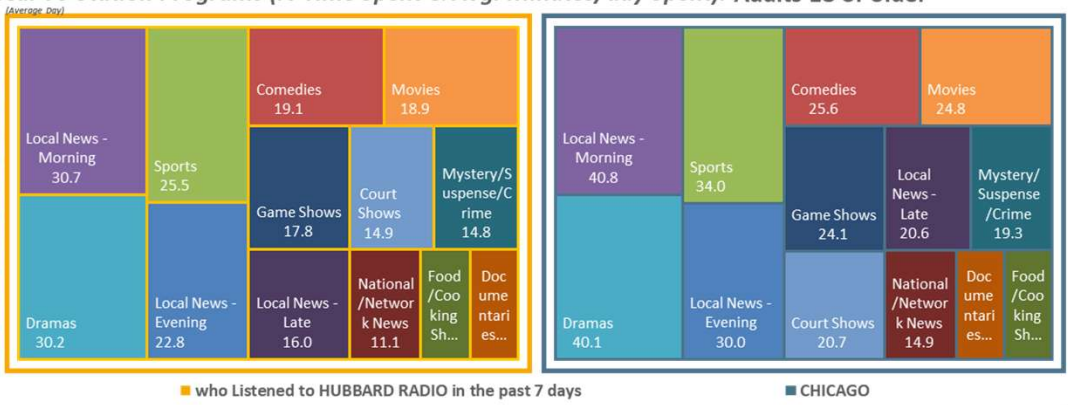
Radio Stations: WTMX-FM M-F 6A-10A

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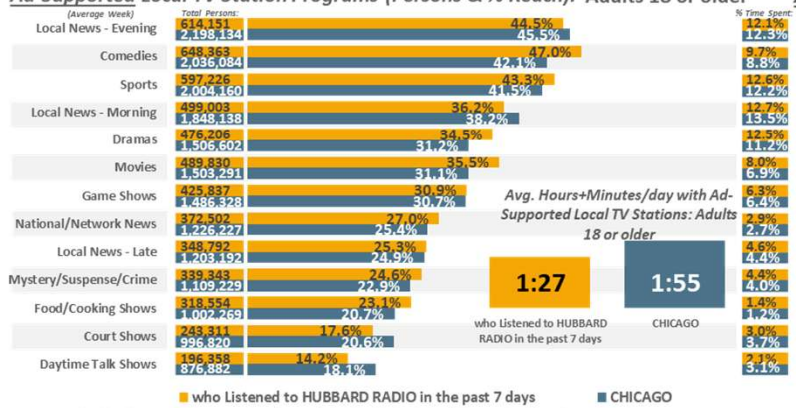
Local TV Station Programs (Persons & % Reach): Adults 18 or older



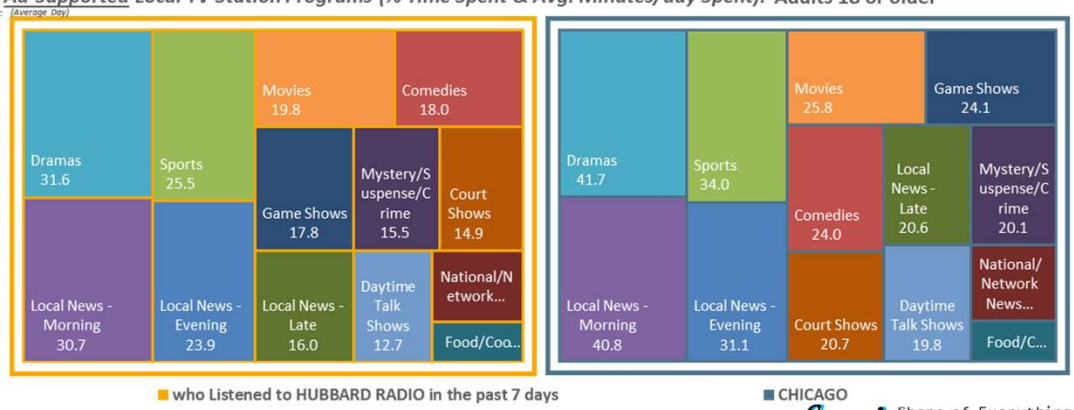
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 1,044

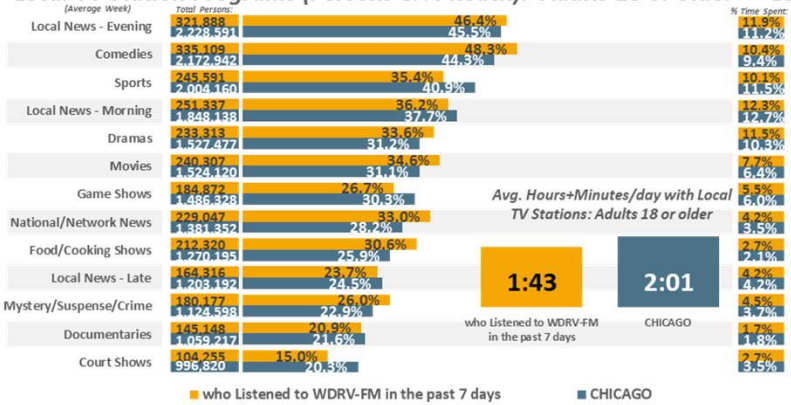
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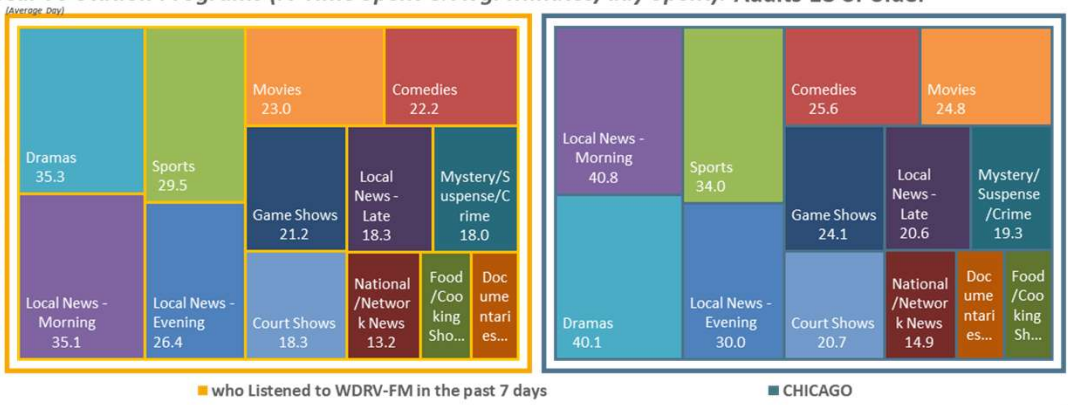
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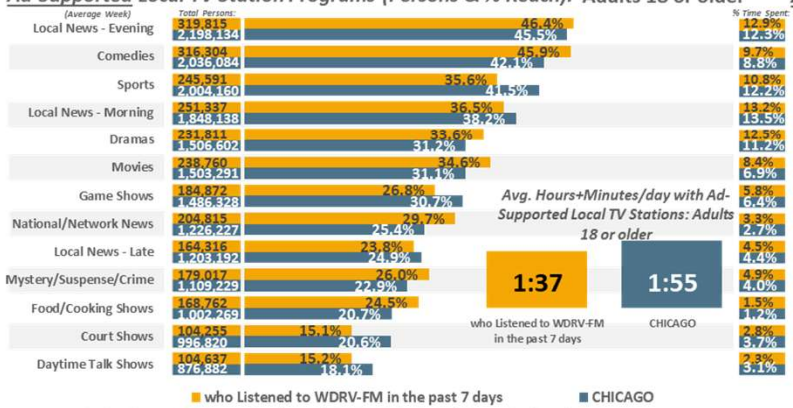
Local TV Station Programs (Persons & % Reach): Adults 18 or older



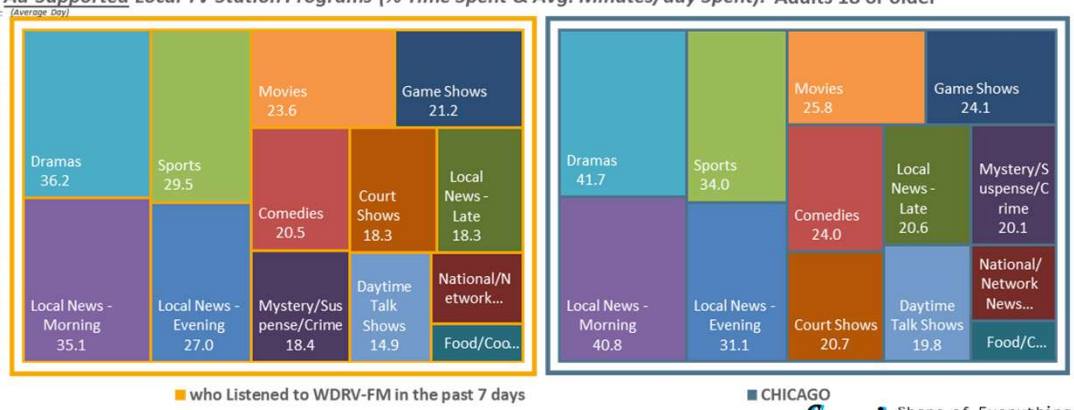
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 466

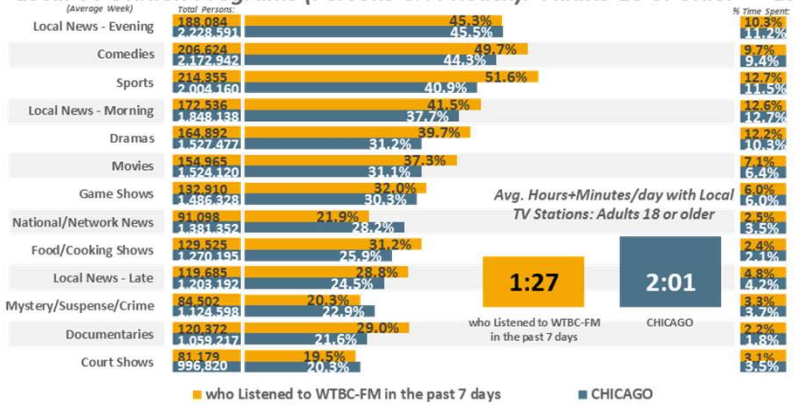
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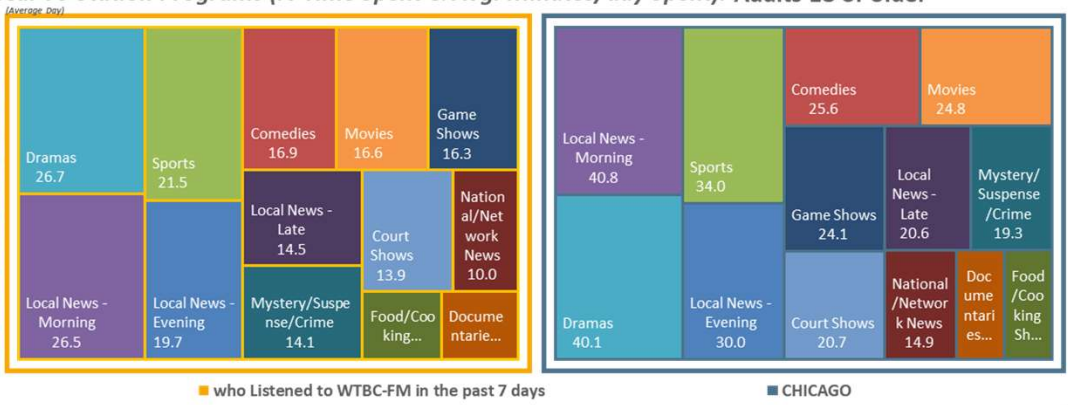
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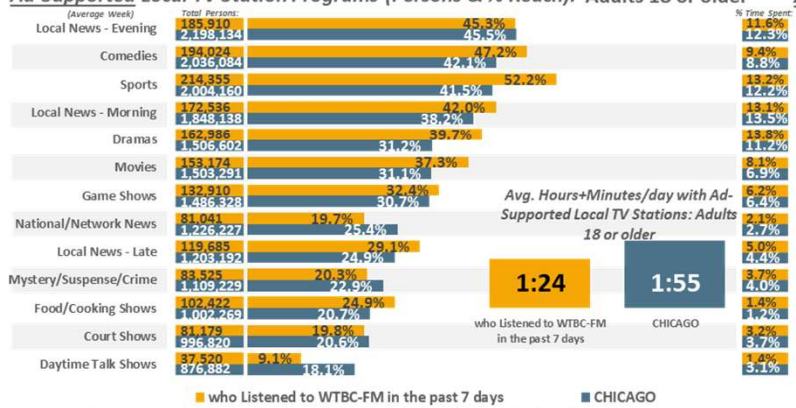
Local TV Station Programs (Persons & % Reach): Adults 18 or older



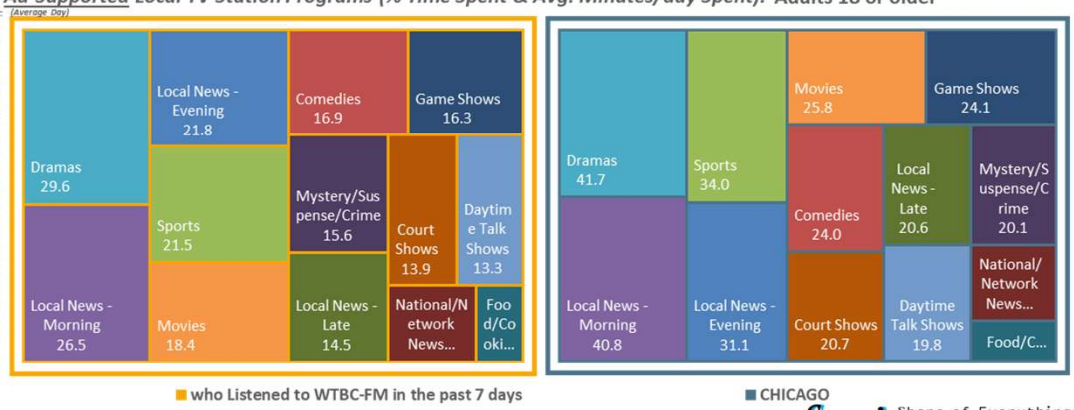
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 371

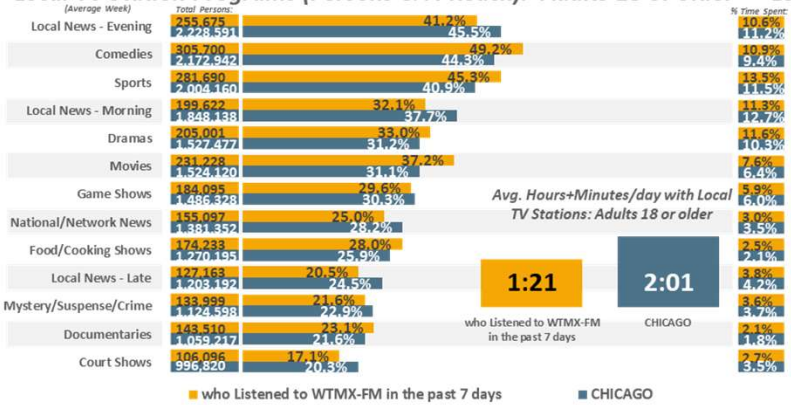
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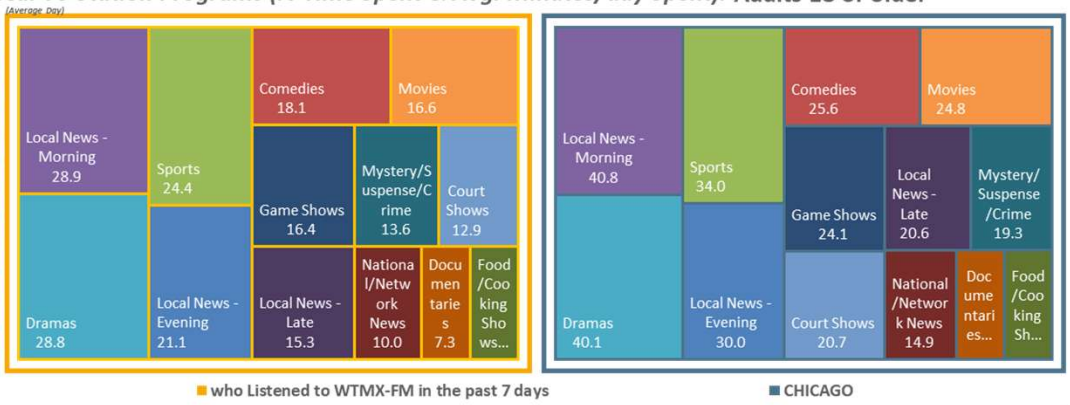
Radio Stations: WTBC-FM

613,361 or 76.% of Adults 18 or older who Listened to WTMX-FM in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Comedies, Sports, Local News - Evening, Movies, Dramas, and Local News - Morning.

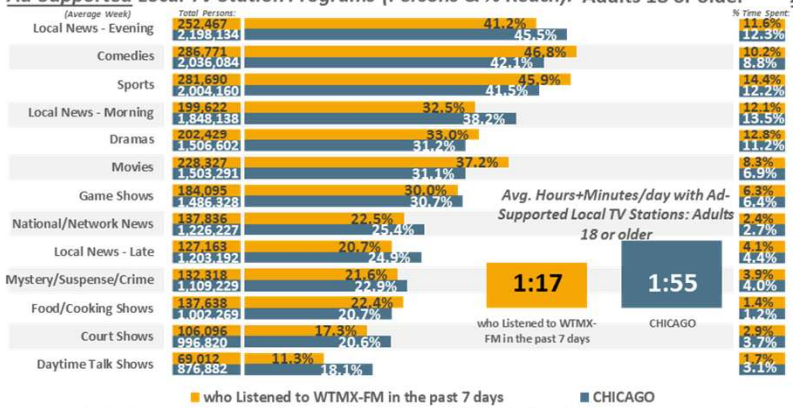
Local TV Station Programs (Persons & % Reach): Adults 18 or older



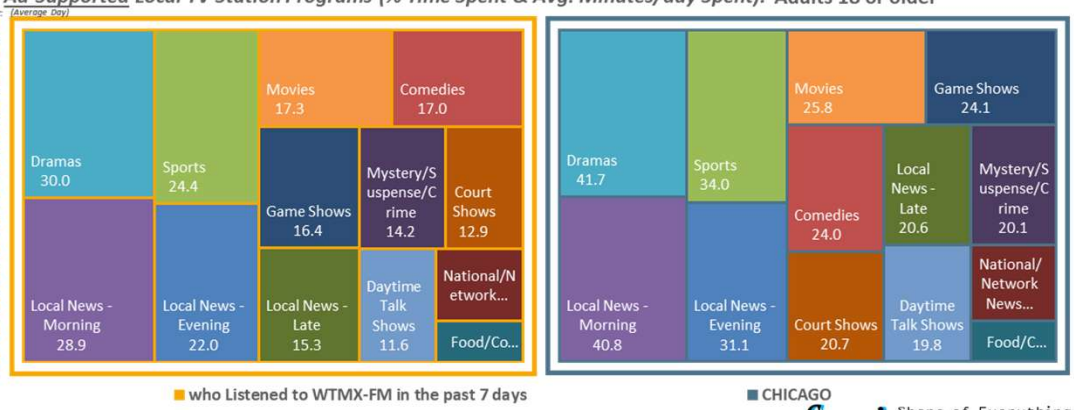
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 465

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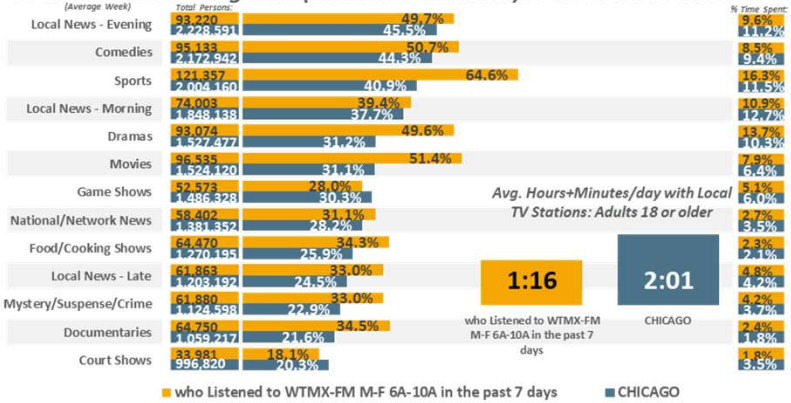
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Radio Stations: WTMX-FM

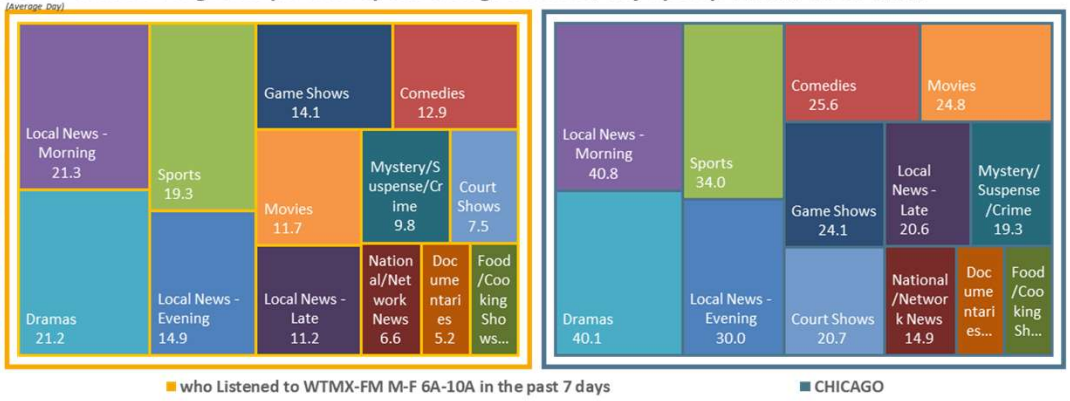


186,206 or 75.5% of Adults 18 or older who Listened to WTMX-FM M-F 6A-10A in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Movies, Local News - Evening, Dramas, Comedies, and Local News - Morning.

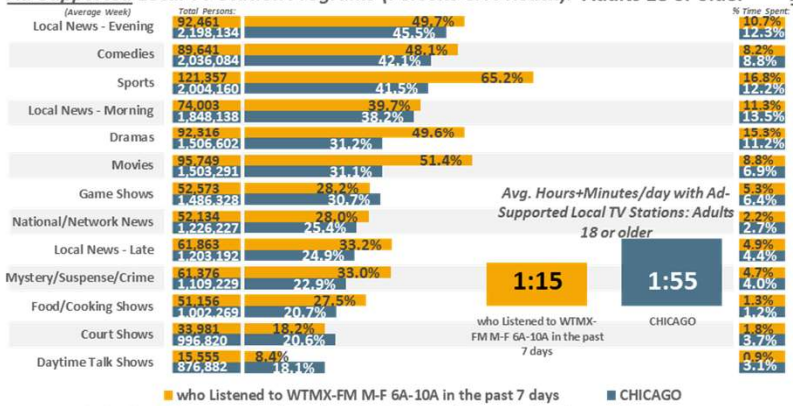
Local TV Station Programs (Persons & % Reach): Adults 18 or older



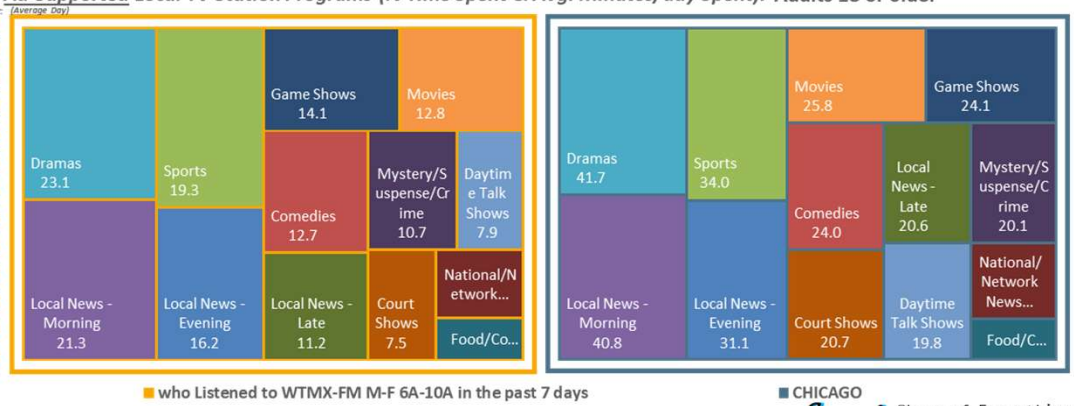
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



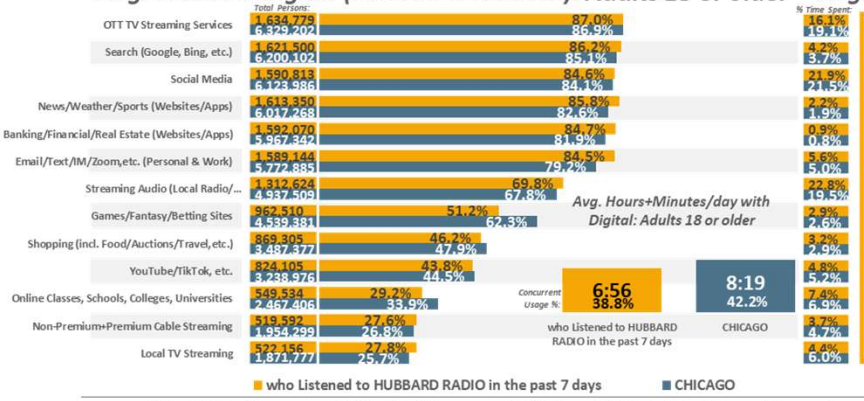
CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 137

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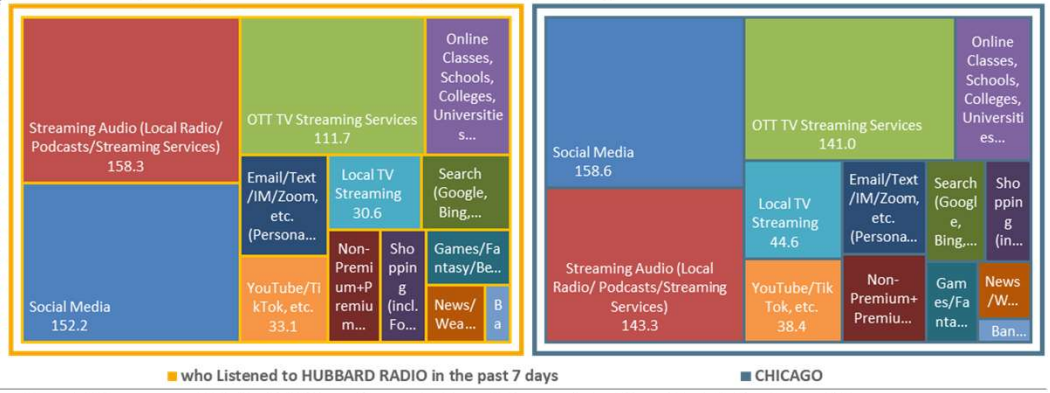
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1,423,043 or 75.7% of Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days use Ad-Supported Social Media for an average of 136.1 minutes every day representing 27.8% of all time spent daily with Ad-Supported Digital Media.

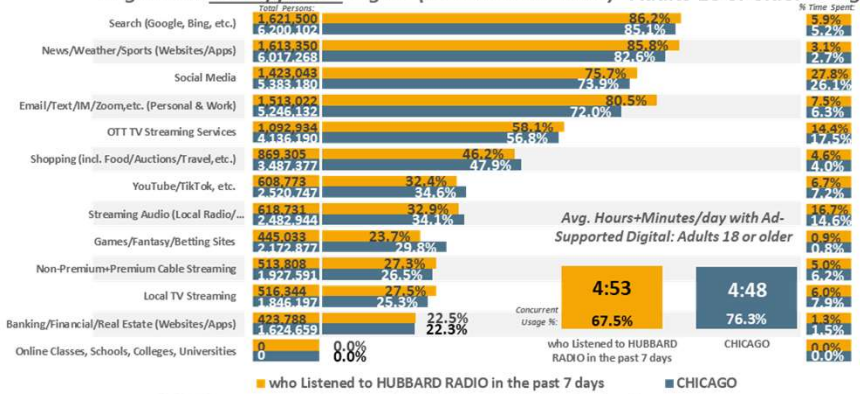
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



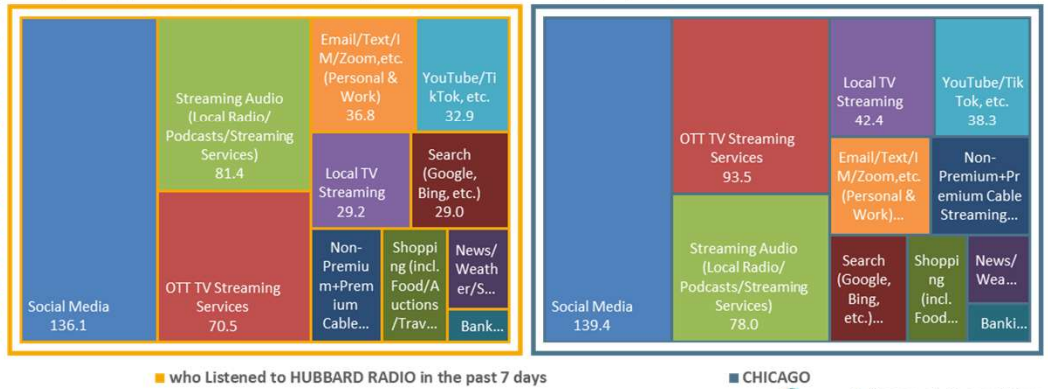
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 1,044

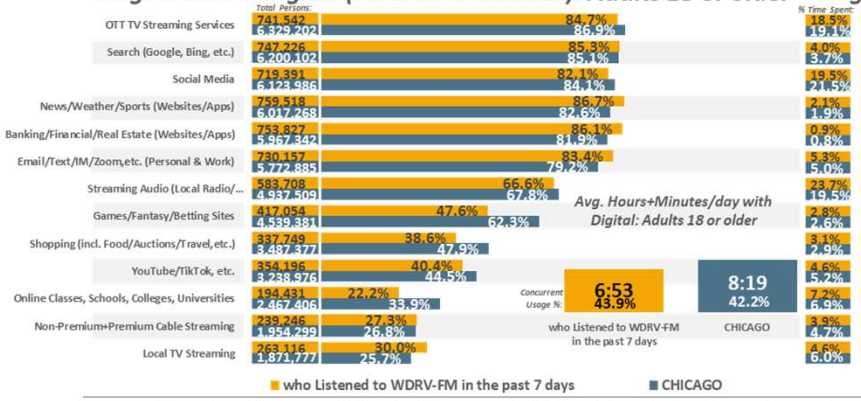
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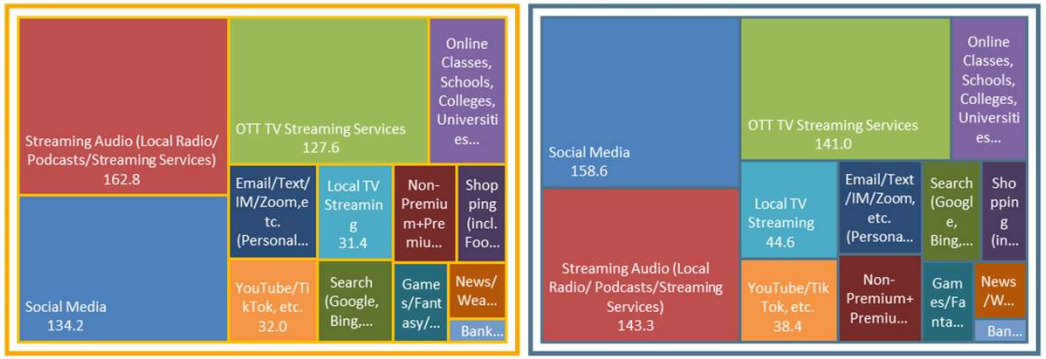
(Radio Stations: WDRV-FM OR Radio Stations: WTBC-FM OR Radio Stations: WTMX-FM)

628,507 or 71.8% of Adults 18 or older who Listened to WDRV-FM in the past 7 days use Ad-Supported Social Media for an average of 117.3 minutes every day representing 24.6% of all time spent daily with Ad-Supported Digital Media.

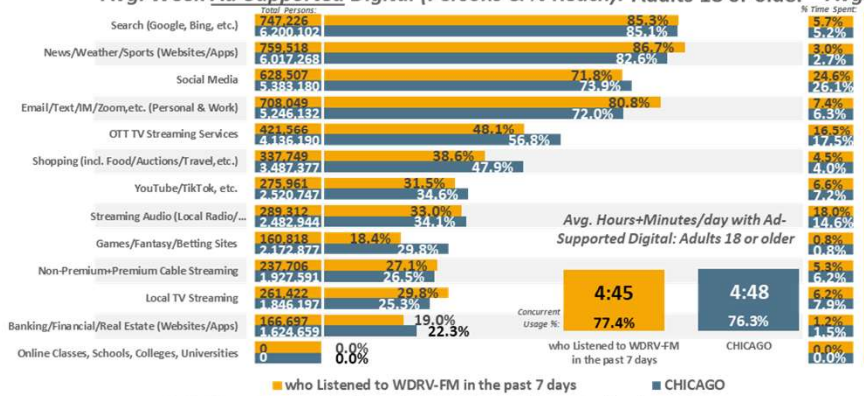
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



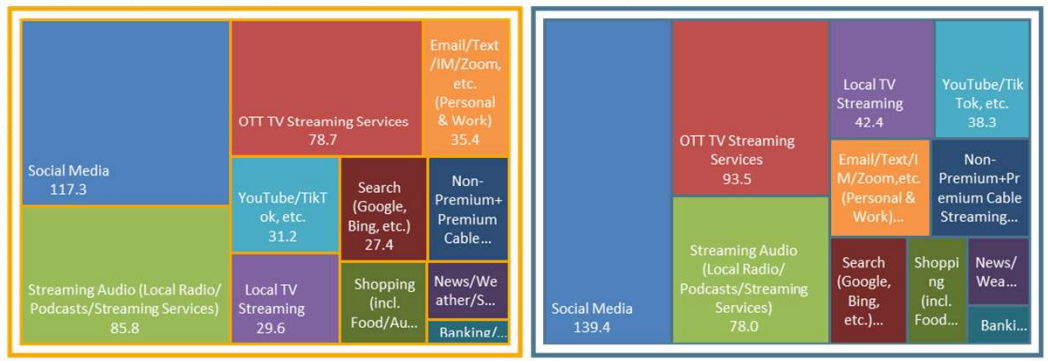
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 466

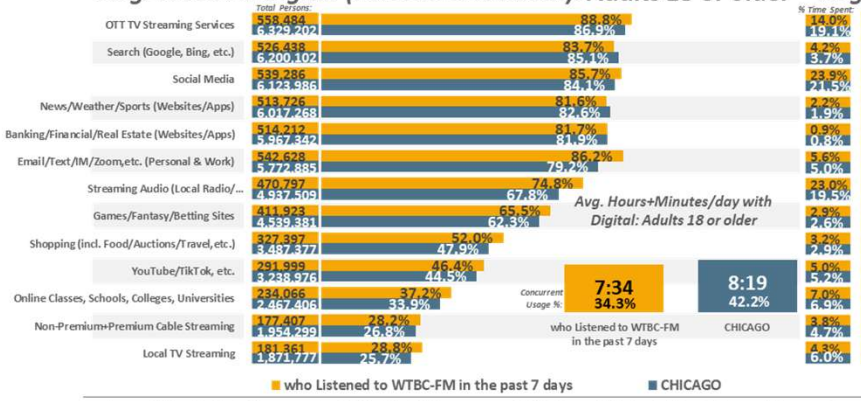
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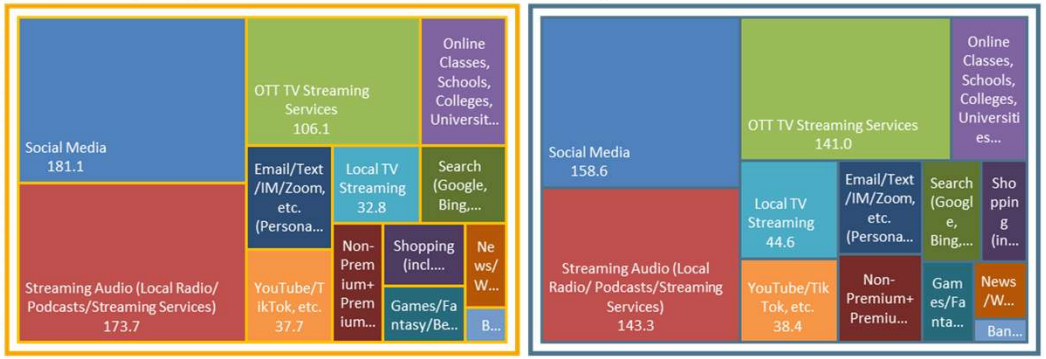
Radio Stations: WDRV-FM

464,334 or 73.8% of Adults 18 or older who Listened to WTBC-FM in the past 7 days use Ad-Supported Social Media for an average of 156. minutes every day representing 29.2% of all time spent daily with Ad-Supported Digital Media.

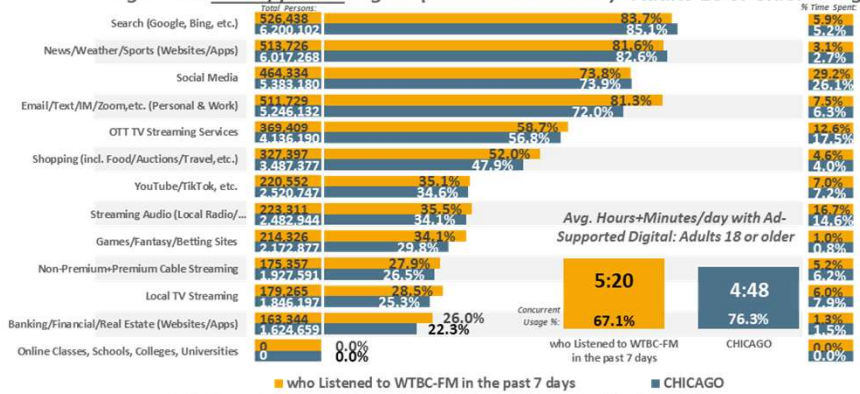
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



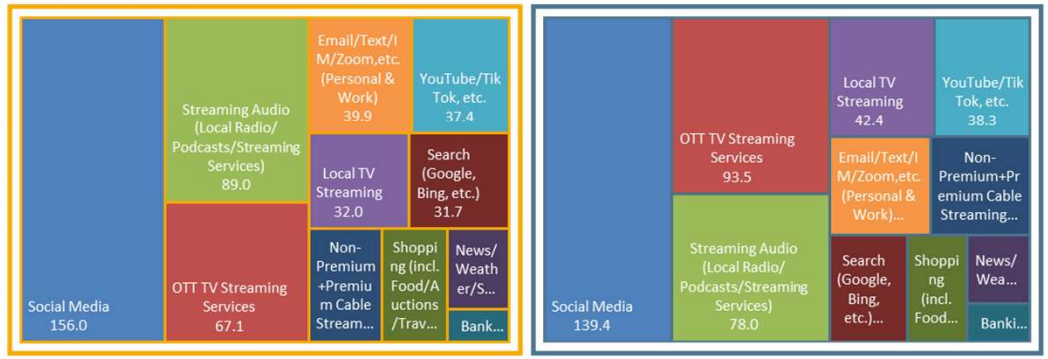
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 371

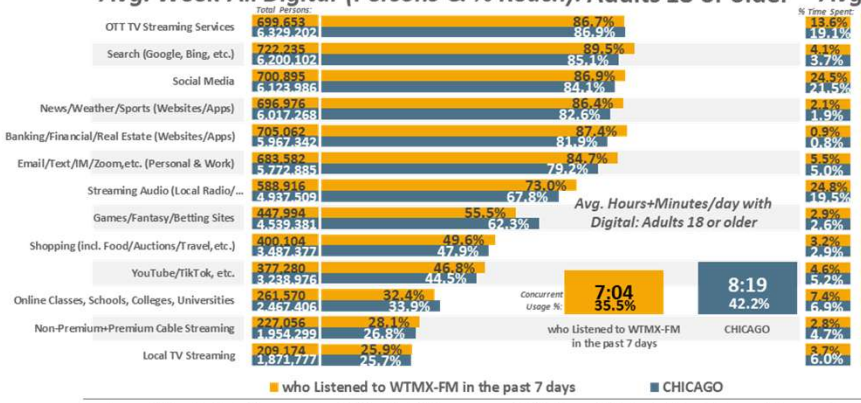
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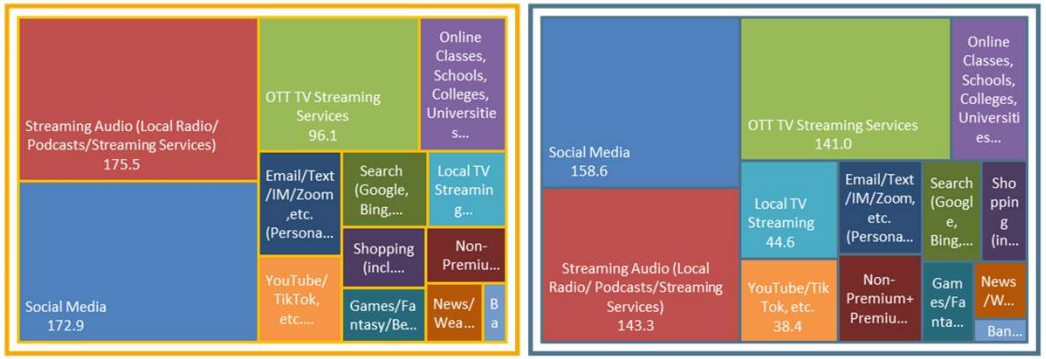
Radio Stations: WTBC-FM

635,117 or 78.7% of Adults 18 or older who Listened to WTMX-FM in the past 7 days use Ad-Supported Social Media for an average of 156.7 minutes every day representing 31.7% of all time spent daily with Ad-Supported Digital Media.

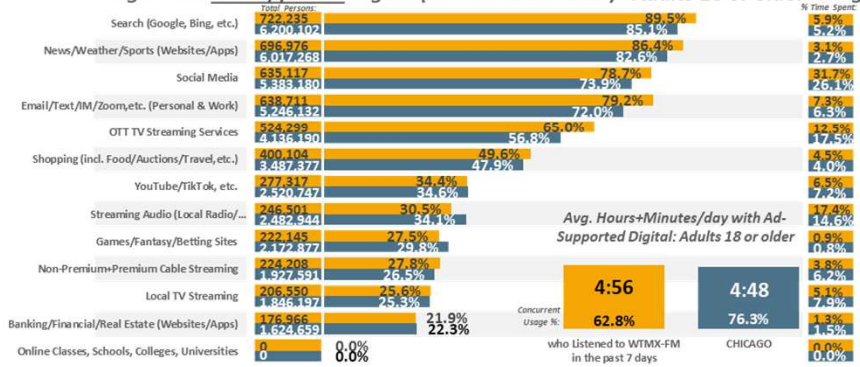
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



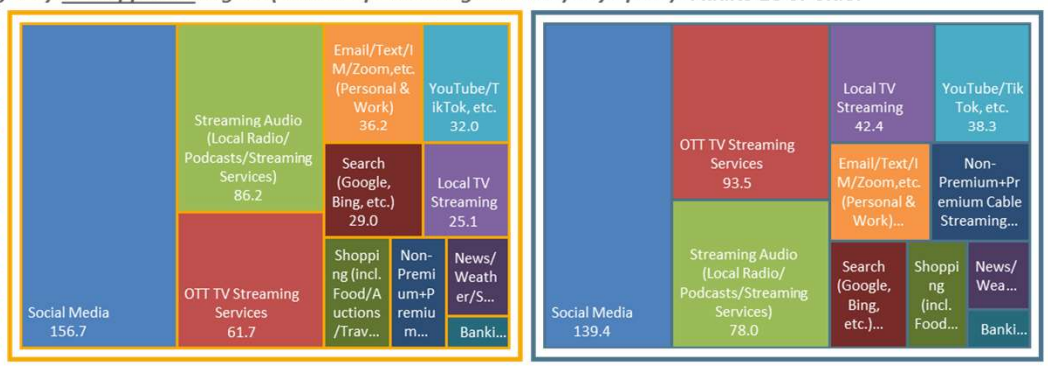
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 465

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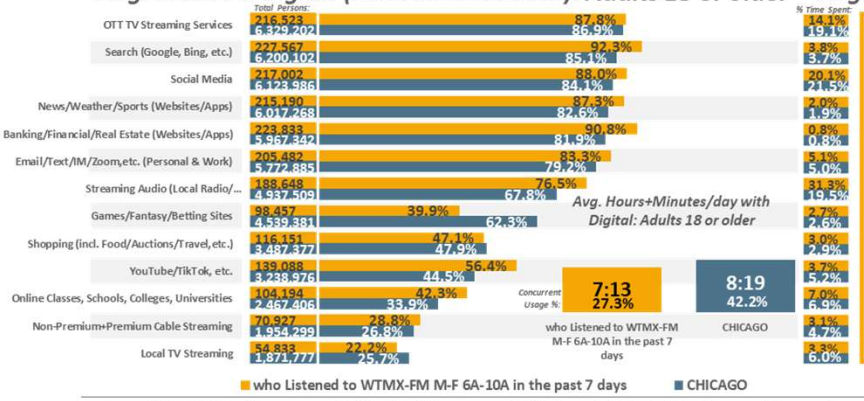
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Radio Stations: WTMX-FM

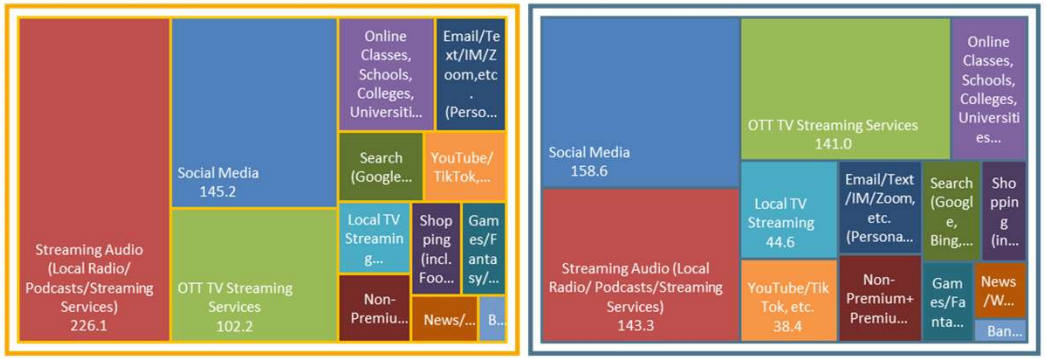


207,770 or 84.3% of Adults 18 or older who Listened to WTMX-FM M-F 6A-10A in the past 7 days use Ad-Supported Social Media for an average of 139. minutes every day representing 26.9% of all time spent daily with Ad-Supported Digital Media.

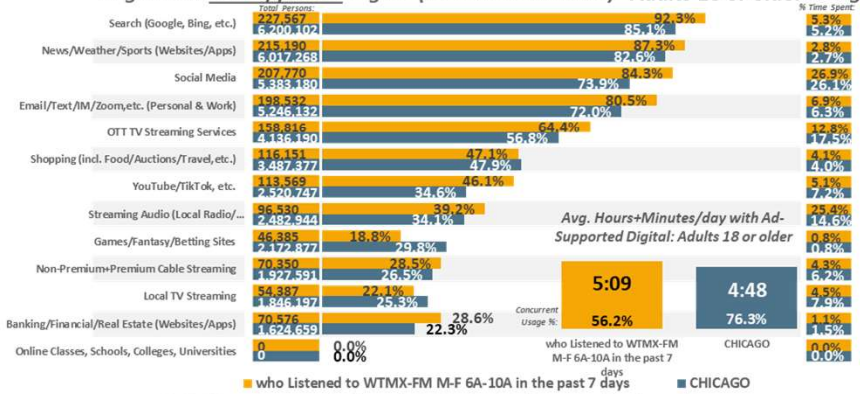
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



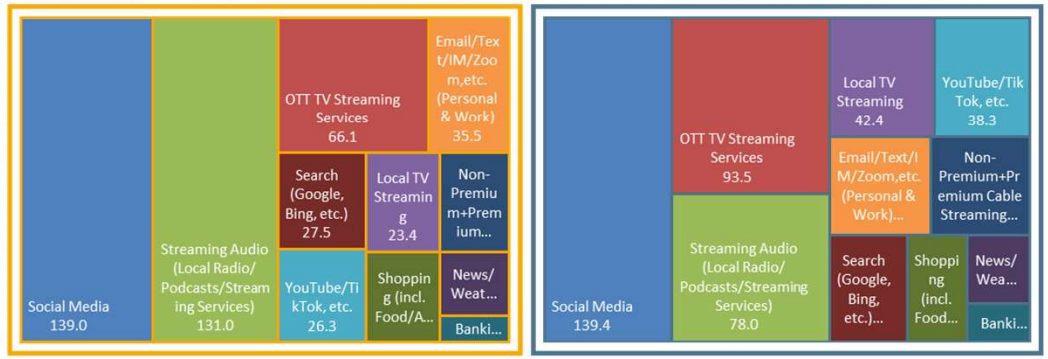
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 137

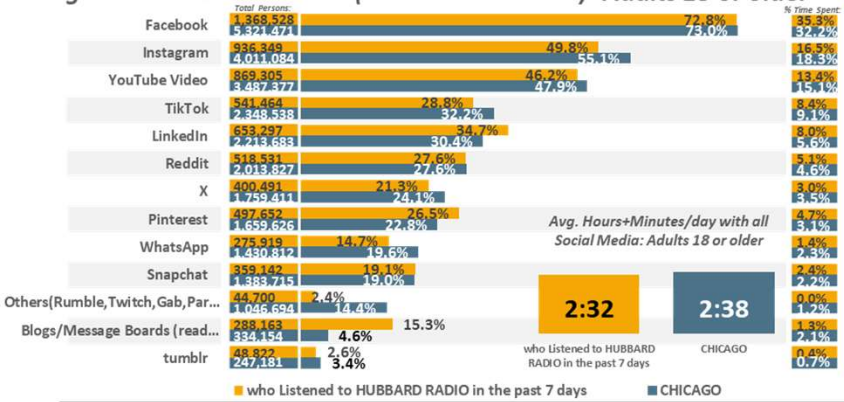
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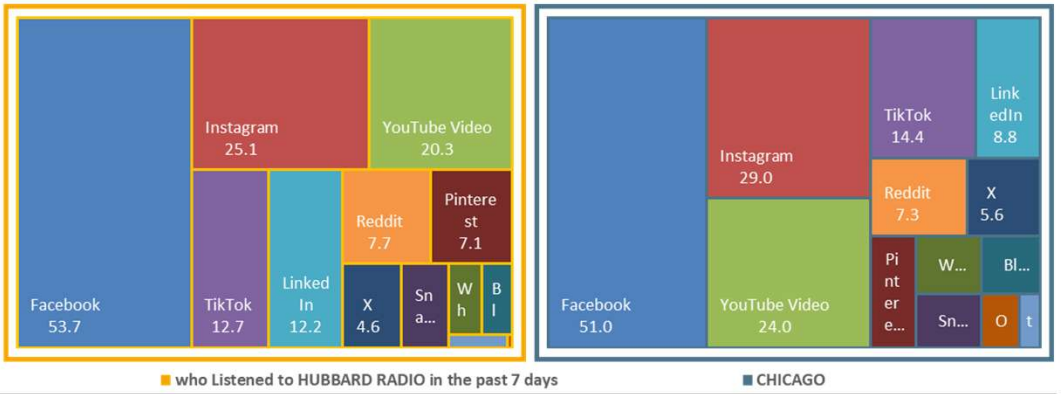
Radio Stations: WTMX-FM M-F 6A-10A

1,368,528 or 72.8% of Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days use Ad-Supported Facebook for an average of 51.1 minutes every day representing 37.5% of all time spent daily with Ad-Supported Social Media.

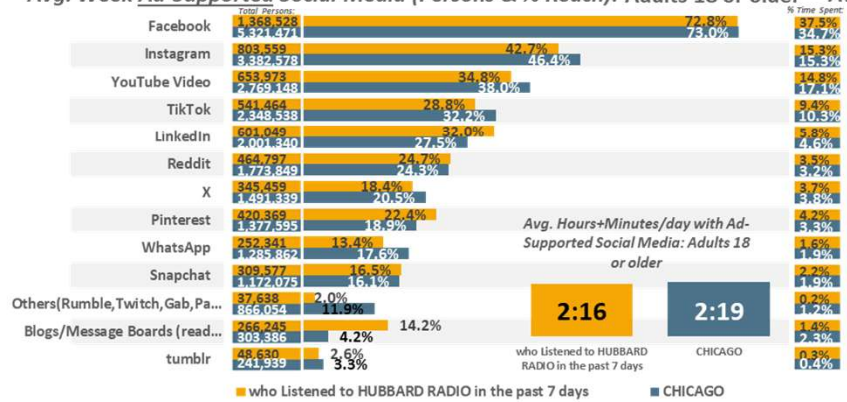
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



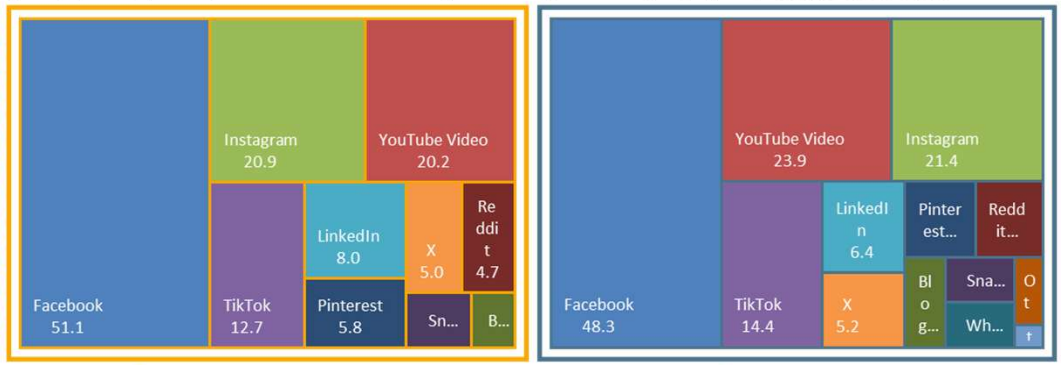
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 1,044

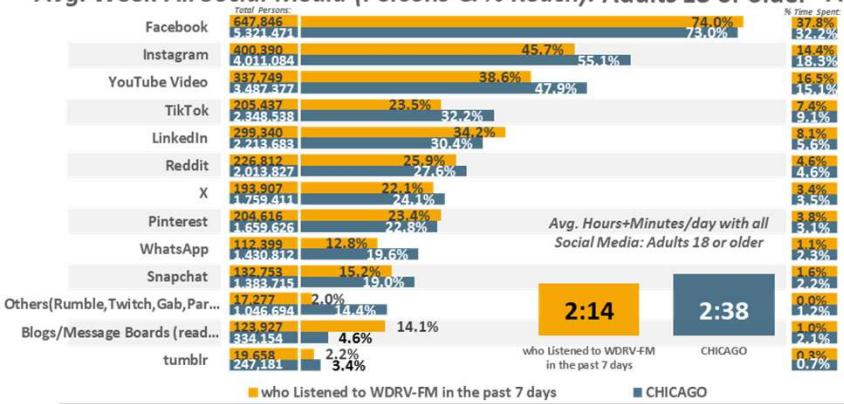
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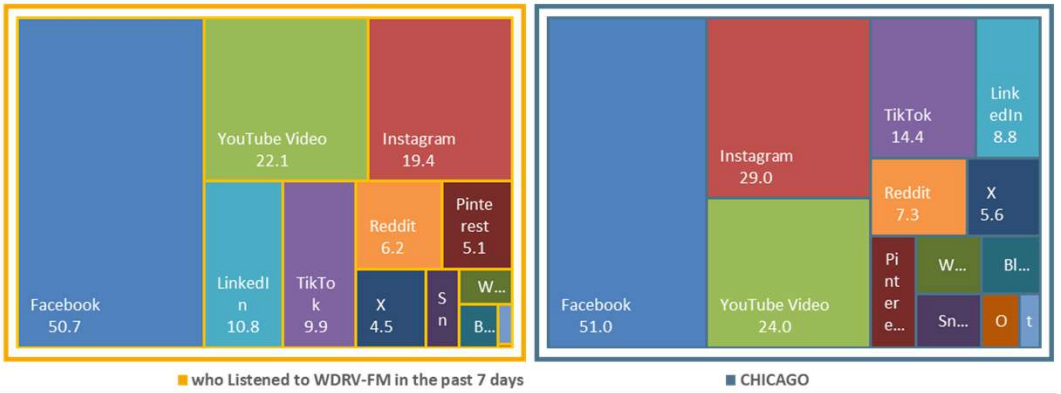
(Radio Stations: WDRV-FM OR Radio Stations: WTBC-FM OR Radio Stations: WTMX-FM)

628,507 or 71.8% of Adults 18 or older who Listened to WDRV-FM in the past 7 days use Ad-Supported Facebook for an average of 44.5 minutes every day representing 38.% of all time spent daily with Ad-Supported Social Media.

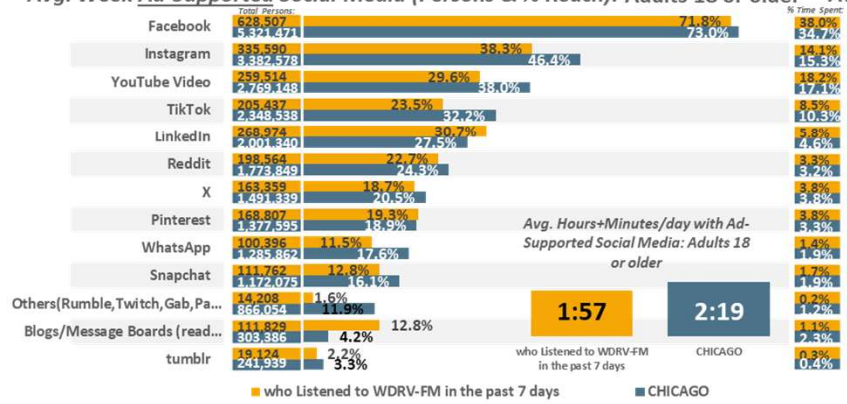
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



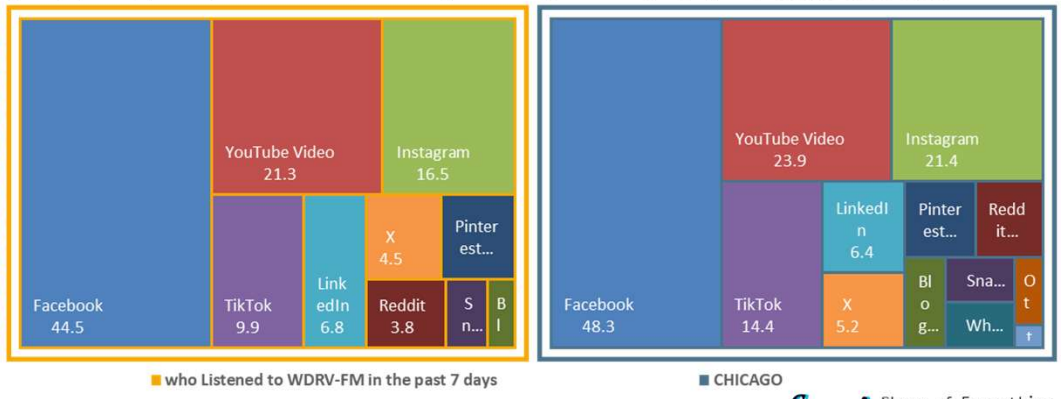
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 466

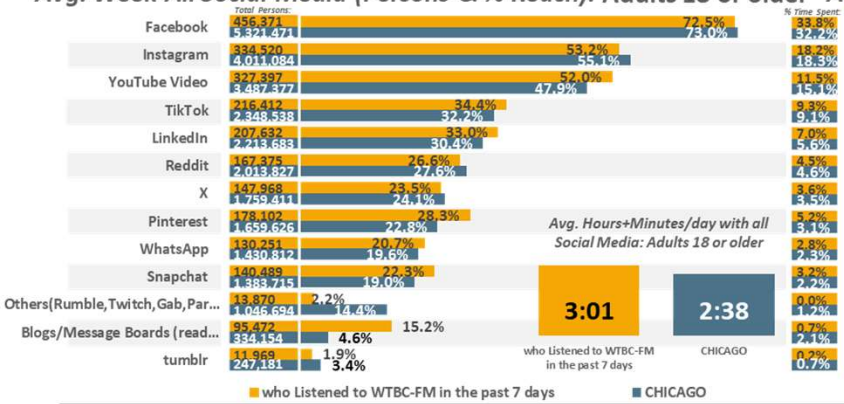
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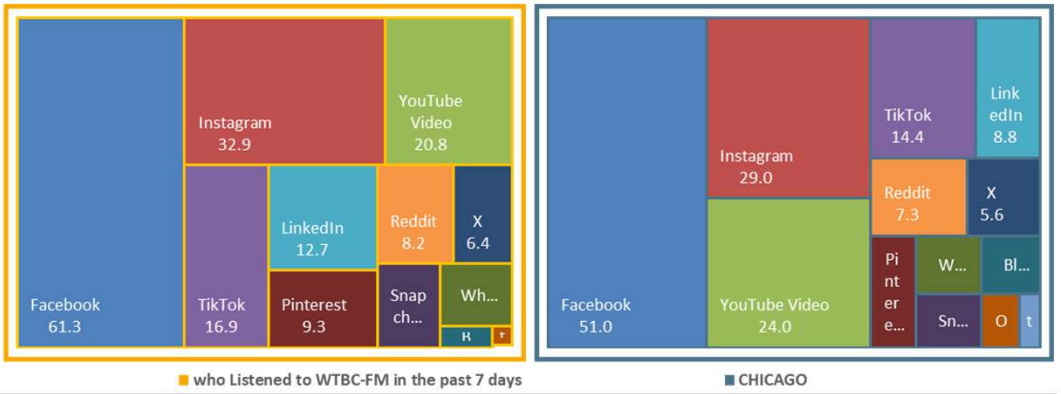
Radio Stations: WDRV-FM

456,371 or 72.5% of Adults 18 or older who Listened to WTBC-FM in the past 7 days use Ad-Supported Facebook for an average of 58.5 minutes every day representing 37.5% of all time spent daily with Ad-Supported Social Media.

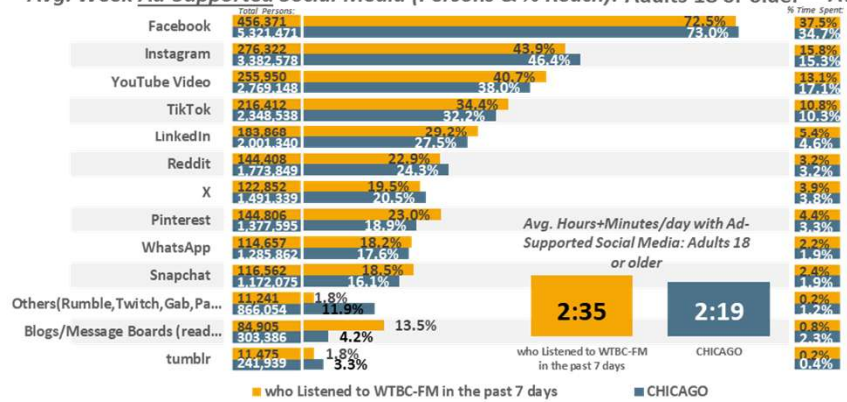
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



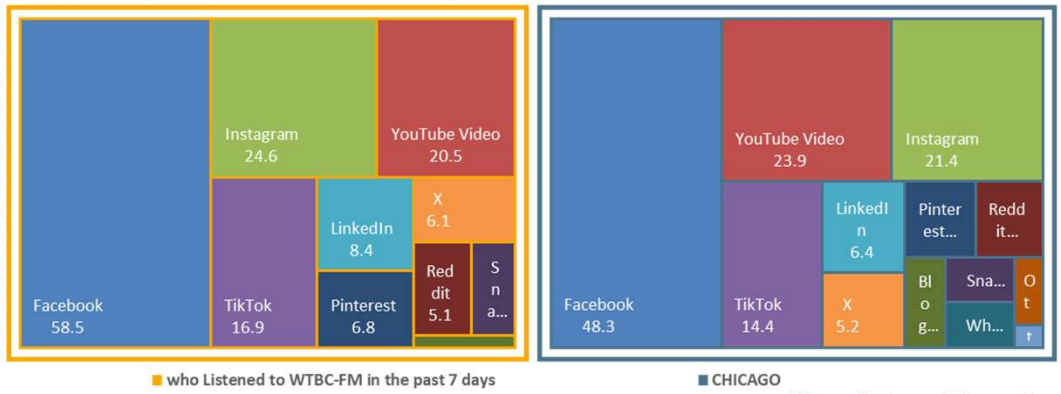
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 371

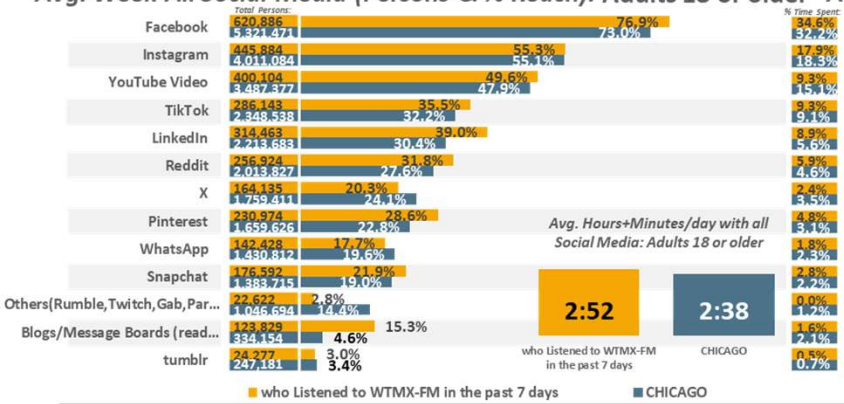
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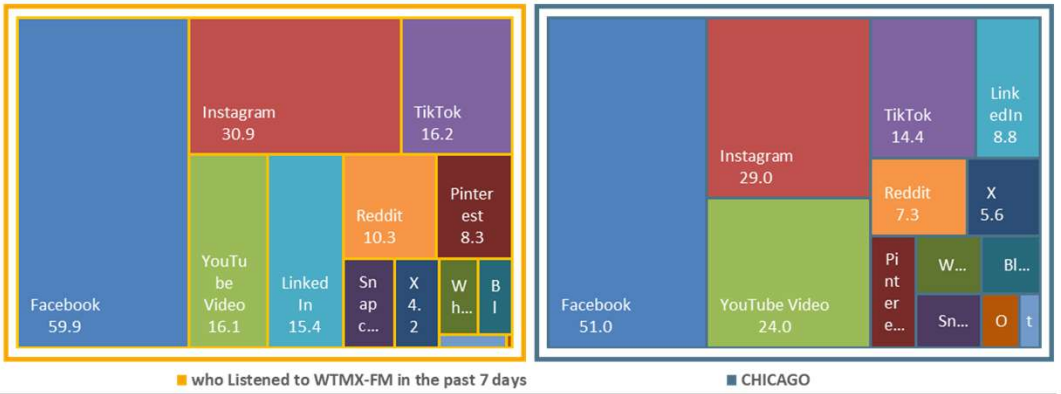
Radio Stations: WTBC-FM

620,886 or 76.9% of Adults 18 or older who Listened to WTMX-FM in the past 7 days use Ad-Supported Facebook for an average of 59.8 minutes every day representing 38.2% of all time spent daily with Ad-Supported Social Media.

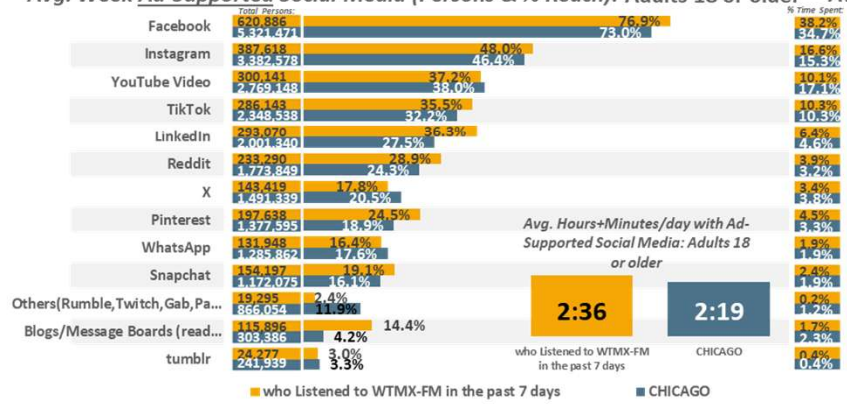
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



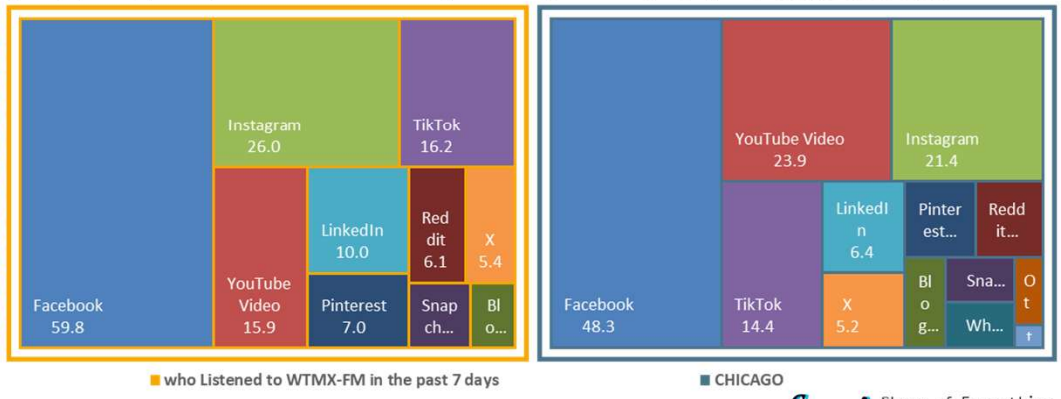
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 465

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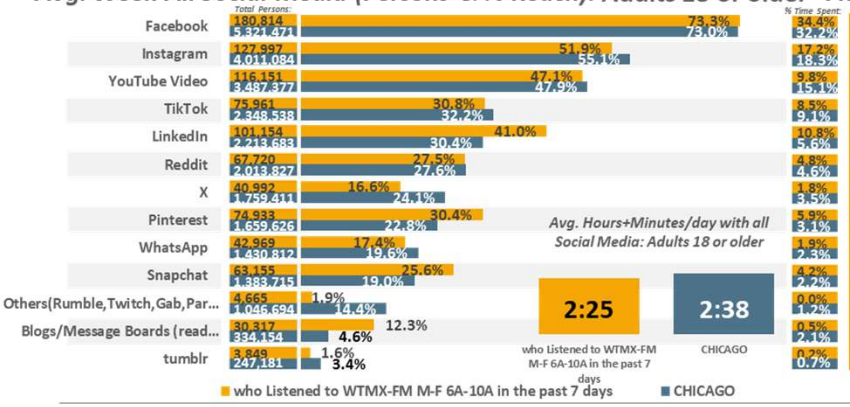
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Radio Stations: WTMX-FM

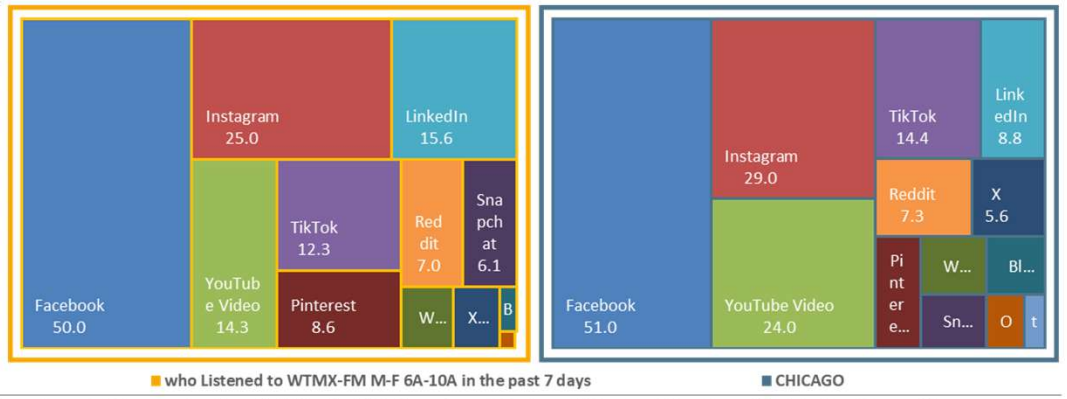


180,814 or 73.3% of Adults 18 or older who Listened to WTMX-FM M-F 6A-10A in the past 7 days use Ad-Supported Facebook for an average of 53.1 minutes every day representing 38.2% of all time spent daily with Ad-Supported Social Media.

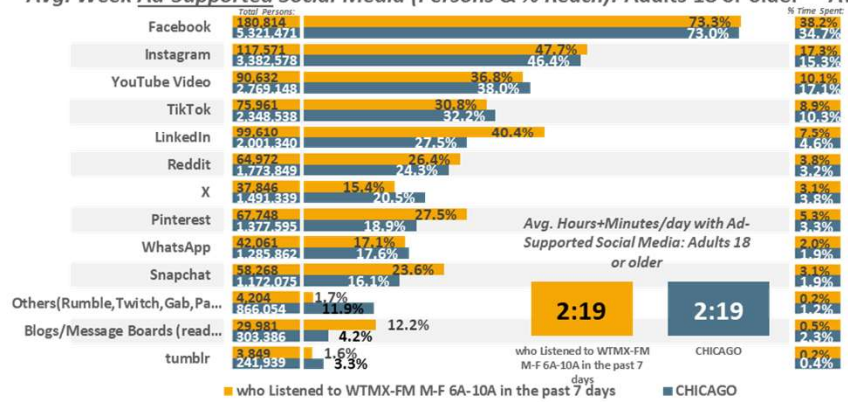
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



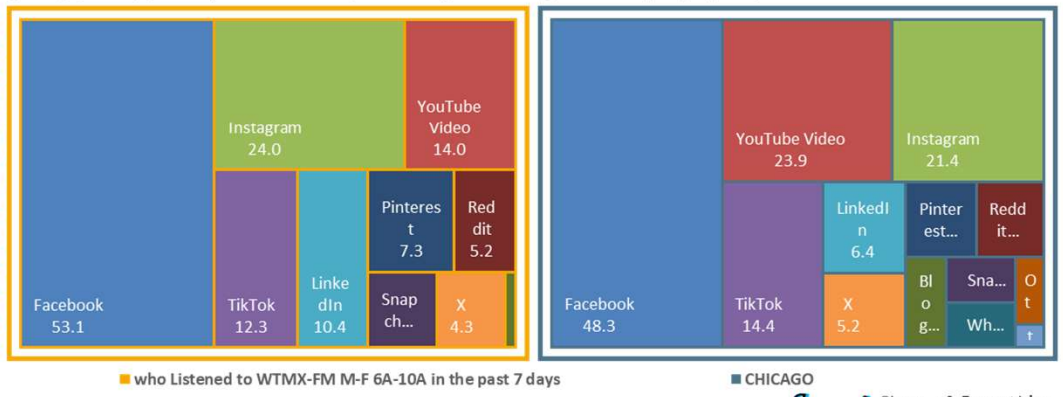
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



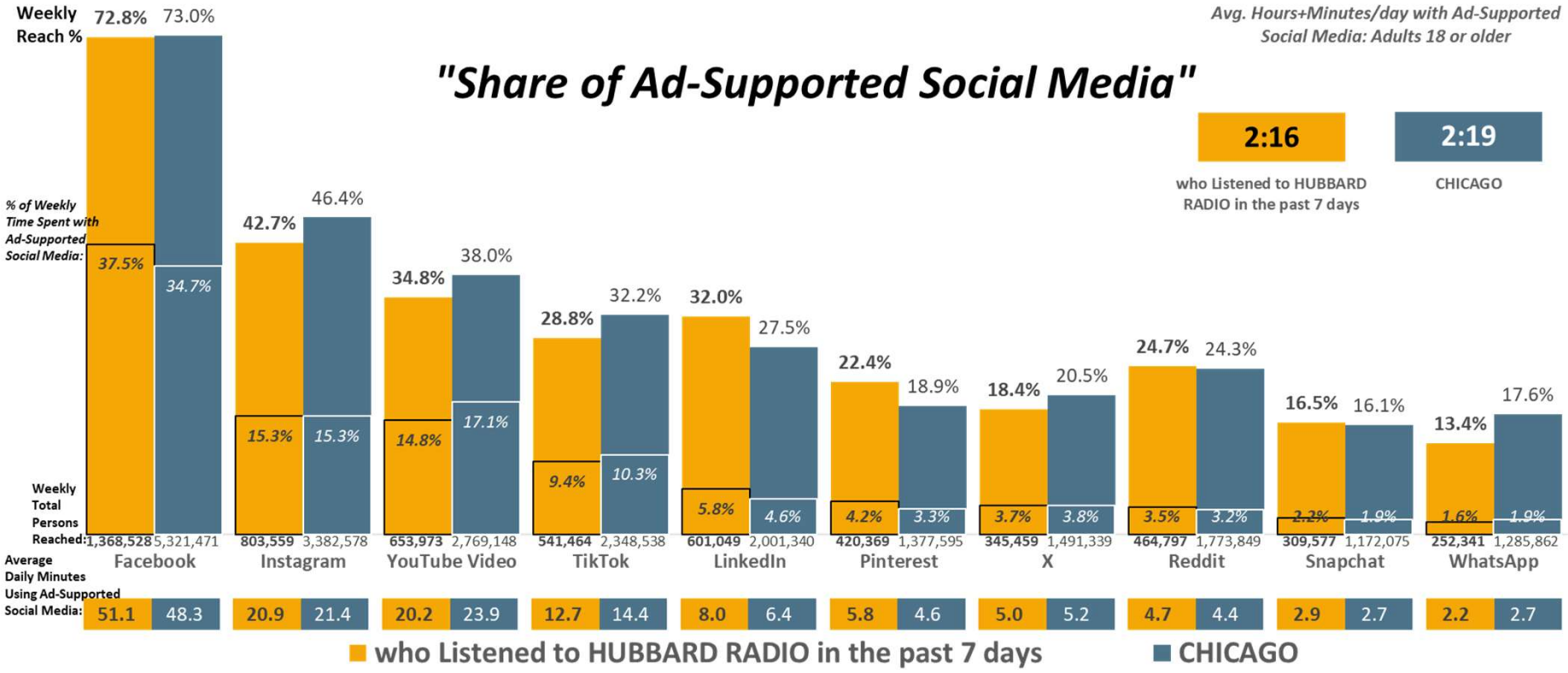
CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 137

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Radio Stations: WTMX-FM M-F 6A-10A

1,368,528 or 72.8% of Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days use Ad-Supported Facebook for an average of 51.1 minutes every day representing 37.5% of all time spent daily with Ad-Supported Social Media.



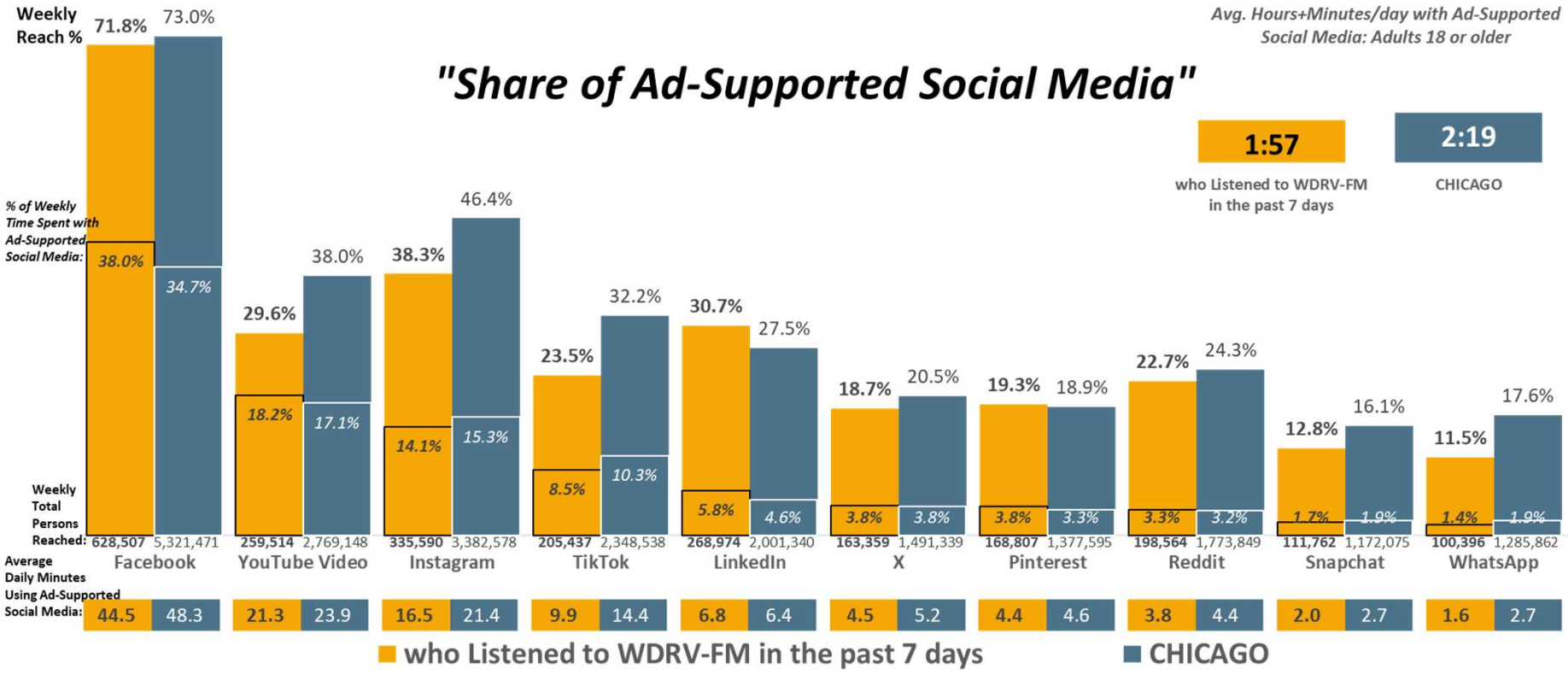
CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 1,044 CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 4,132

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(Radio Stations: WDRV-FM OR Radio Stations: WTBC-FM OR Radio Stations: WTMX-FM)

628,507 or 71.8% of Adults 18 or older who Listened to WDRV-FM in the past 7 days use Ad-Supported Facebook for an average of 44.5 minutes every day representing 38.% of all time spent daily with Ad-Supported Social Media.



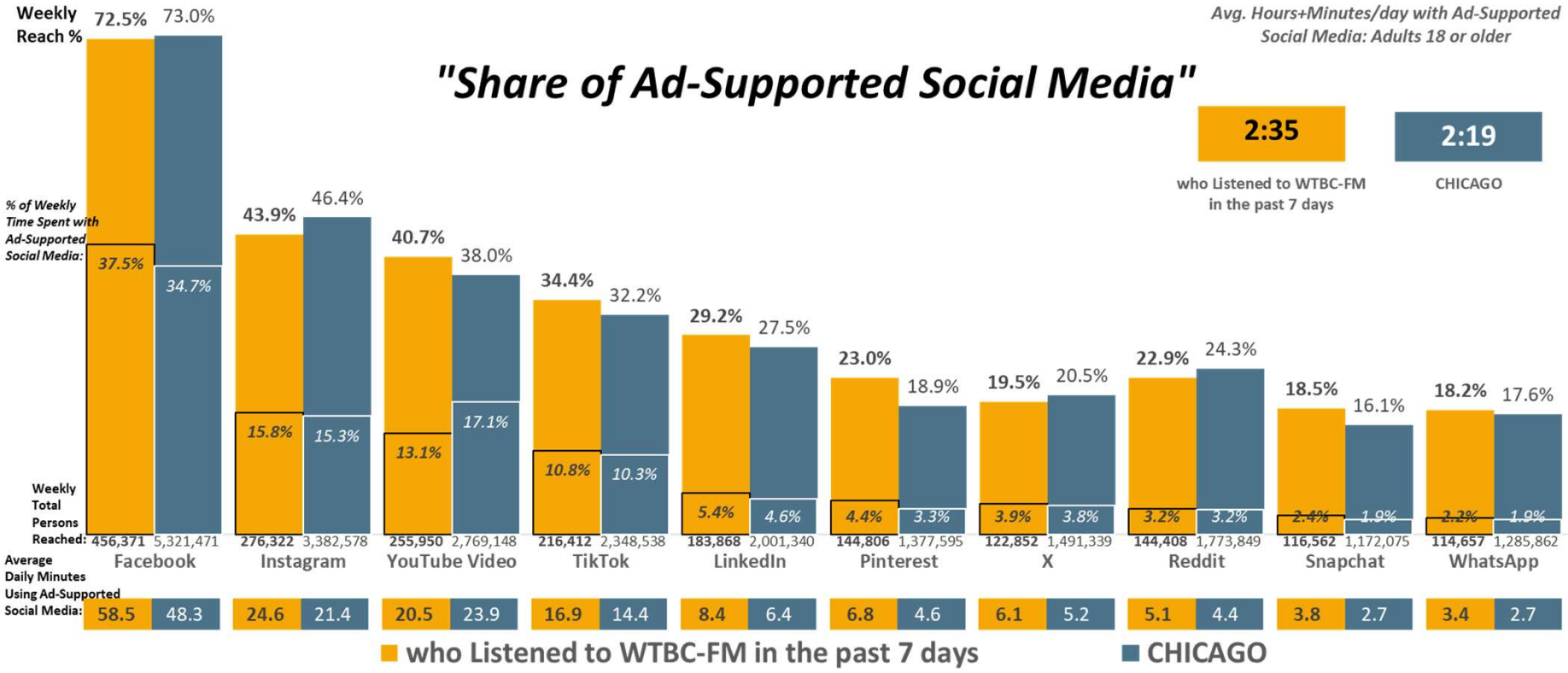
CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 466 CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 4,132

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Radio Stations: WDRV-FM

456,371 or 72.5% of Adults 18 or older who Listened to WTBC-FM in the past 7 days use Ad-Supported Facebook for an average of 58.5 minutes every day representing 37.5% of all time spent daily with Ad-Supported Social Media.



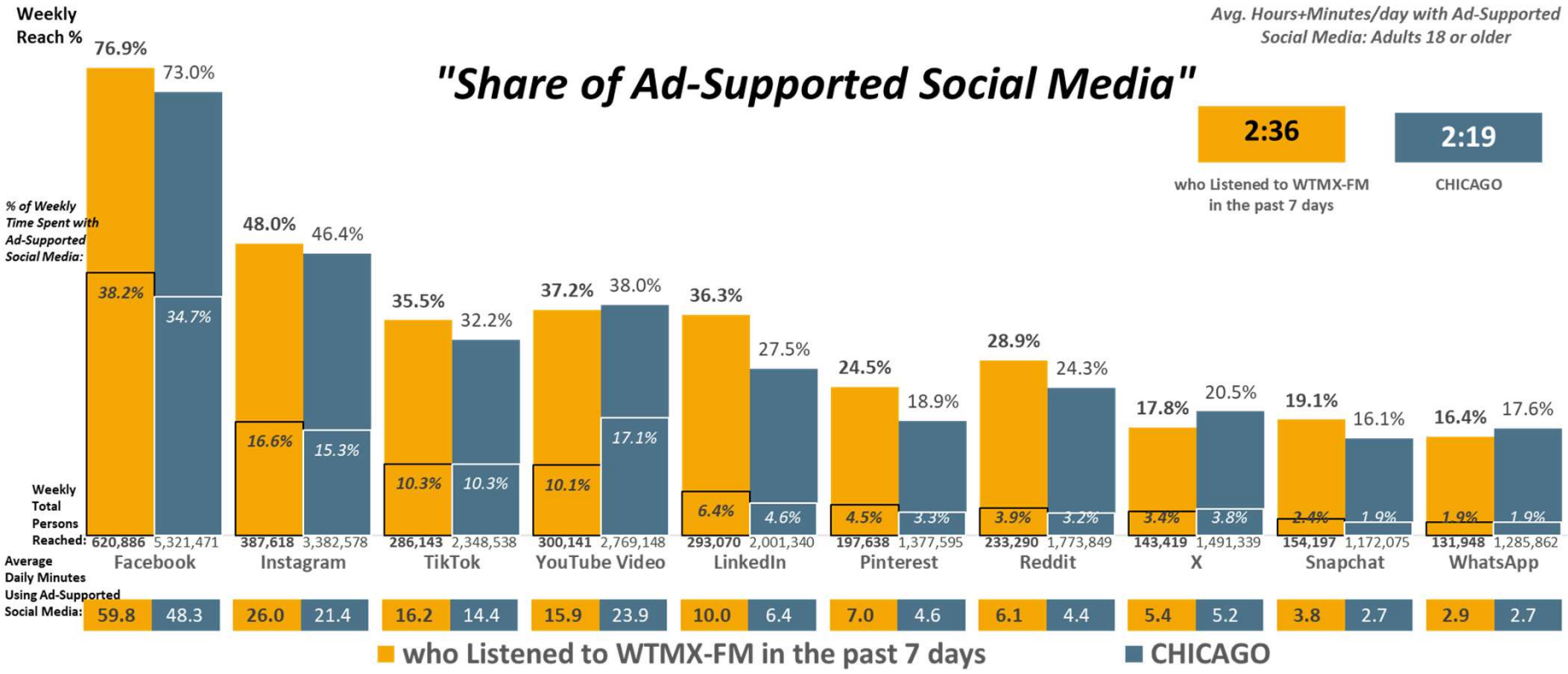
CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 371 CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 4,132

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Radio Stations: WTBC-FM

620,886 or 76.9% of Adults 18 or older who Listened to WTMX-FM in the past 7 days use Ad-Supported Facebook for an average of 59.8 minutes every day representing 38.2% of all time spent daily with Ad-Supported Social Media.



CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 465 CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 4,132

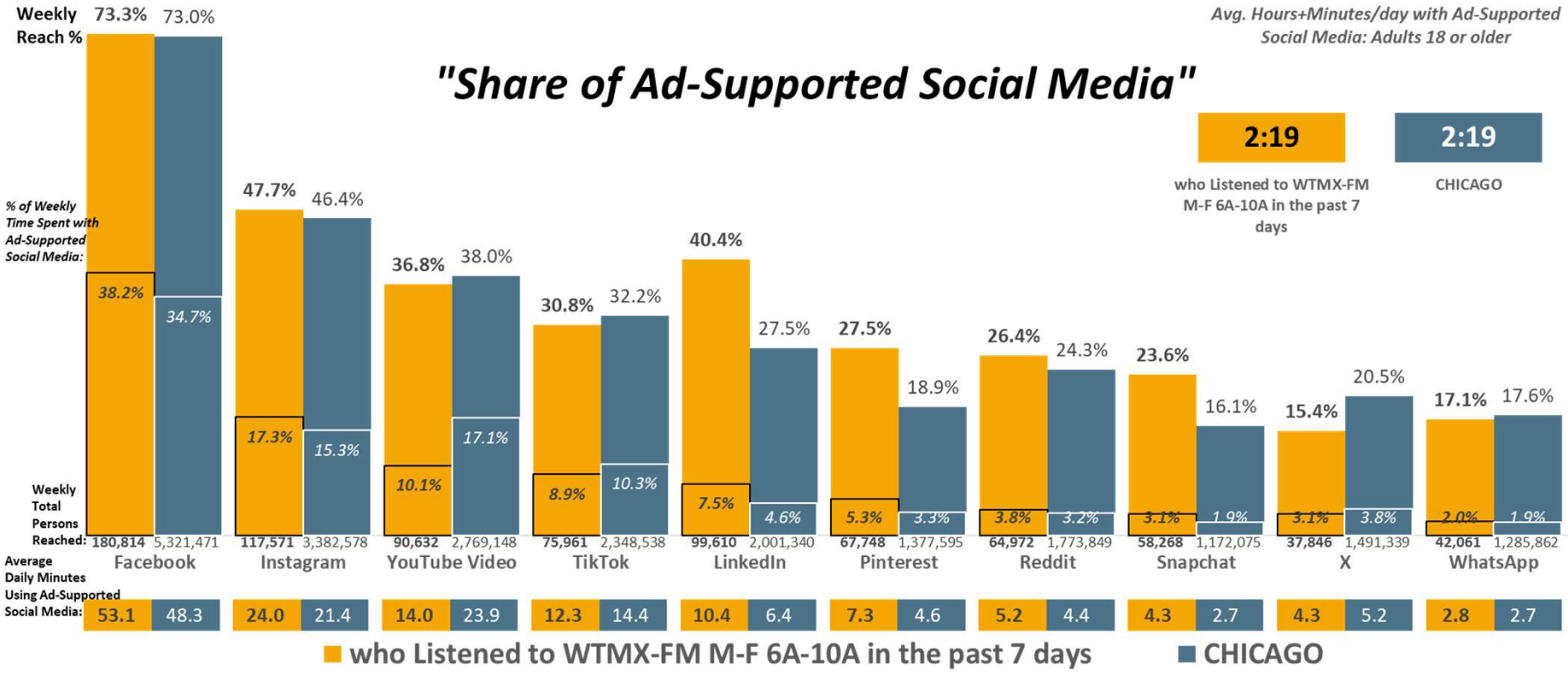
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Radio Stations: WTMX-FM



180,814 or 73.3% of Adults 18 or older who Listened to WTMX-FM M-F 6A-10A in the past 7 days use Ad-Supported Facebook for an average of 53.1 minutes every day representing 38.2% of all time spent daily with Ad-Supported Social Media.



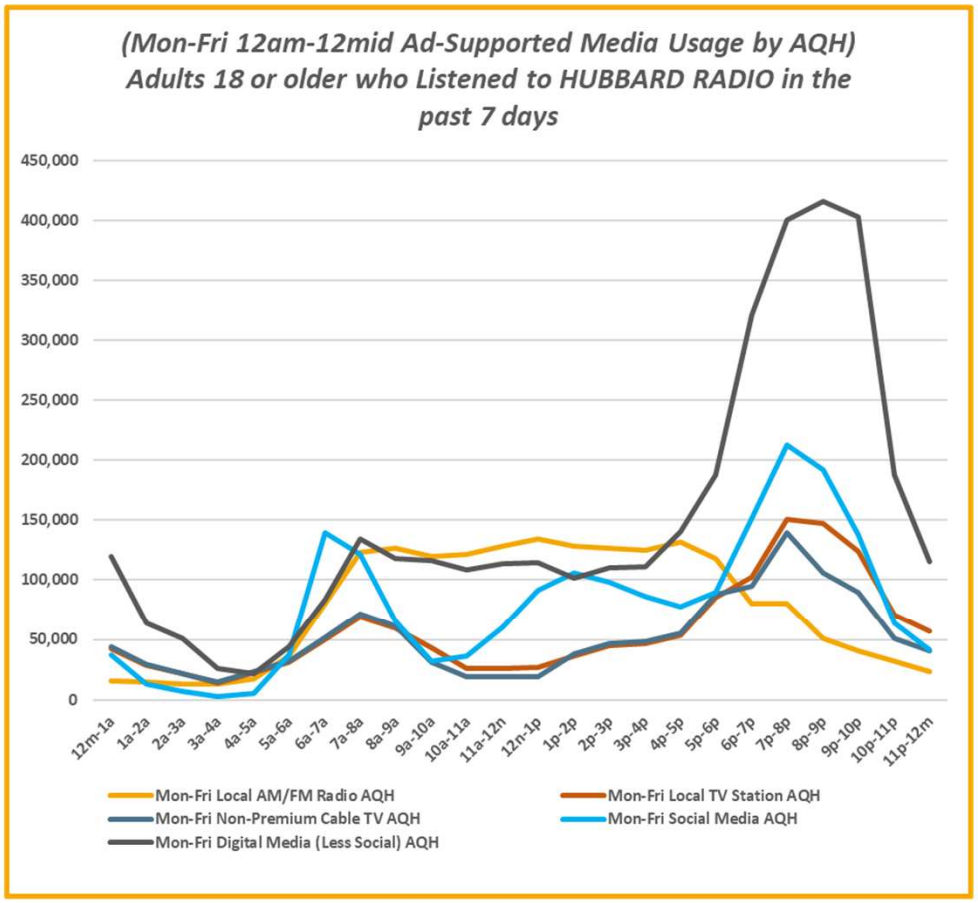
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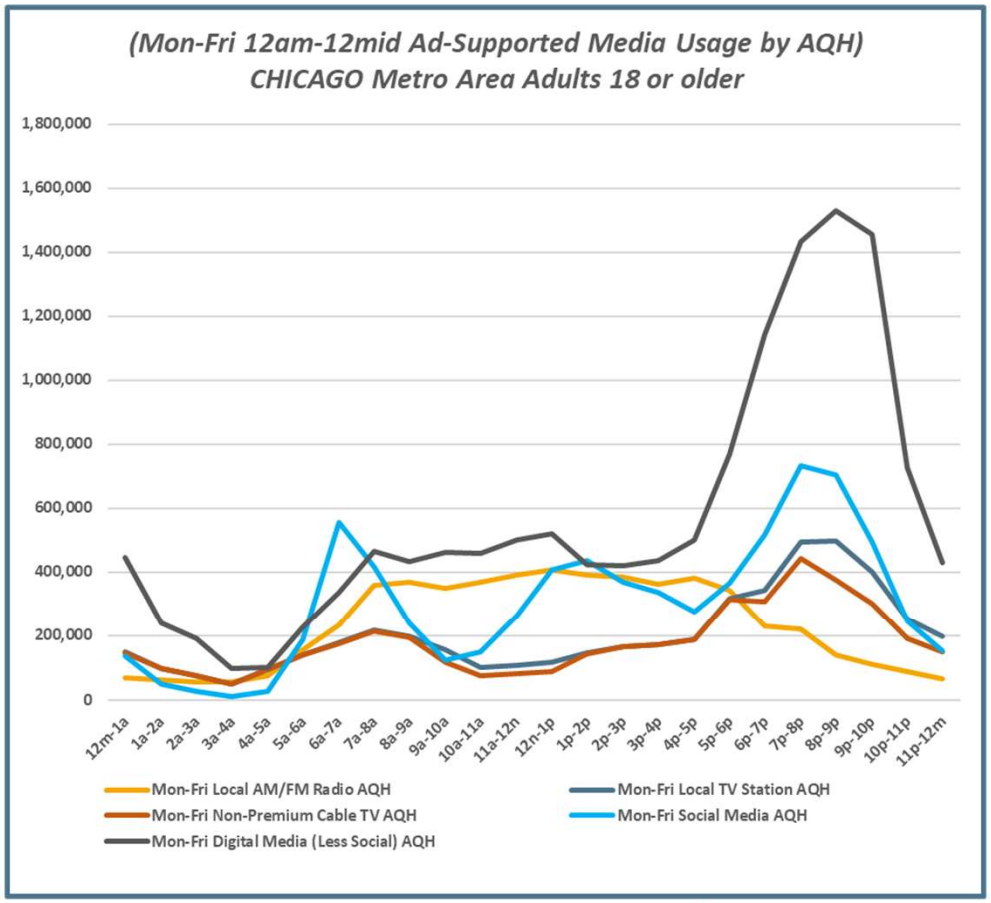
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Radio Stations: WTMX-FM M-F 6A-10A

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 135,521; Local Radio: 118,819; Social Media: 88,914; Local TV: 51,555; Non-Prem. Cable: 49,302 reaching Adults 18 or older who Listened to HUBBARD RADIO in the past 7 day





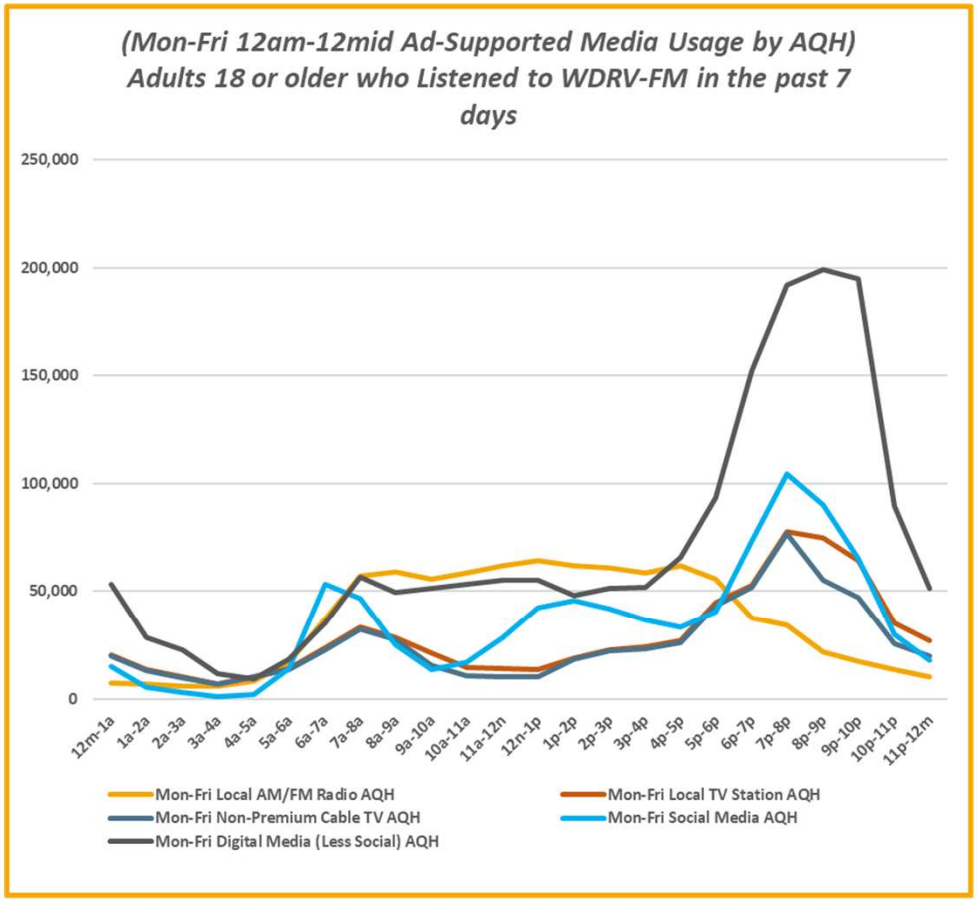
CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 1,044

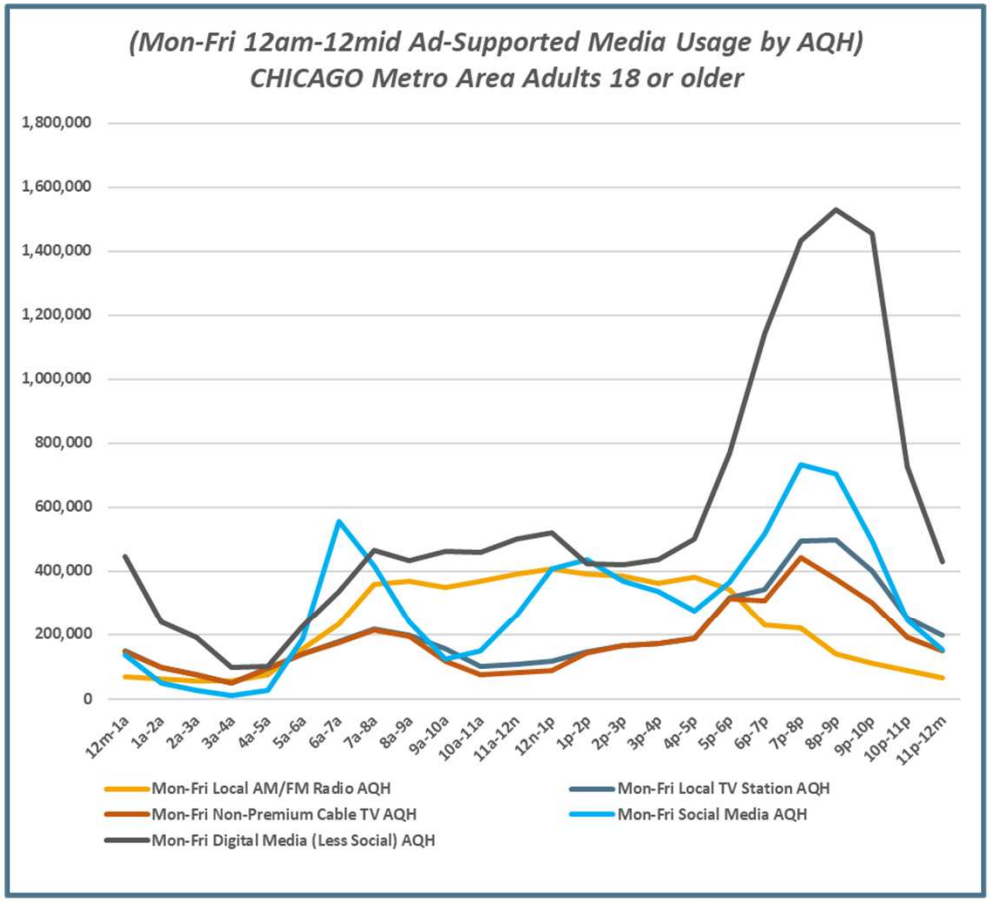
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(Radio Stations: WDRV-FM OR Radio Stations: WTBC-FM OR Radio Stations: WTMX-FM)

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 62,811; Local Radio: 56,063; Social Media: 38,078; Local TV: 25,910; Non-Prem. Cable: 24,056 reaching Adults 18 or older who Listened to WDRV-FM in the past 7 days.





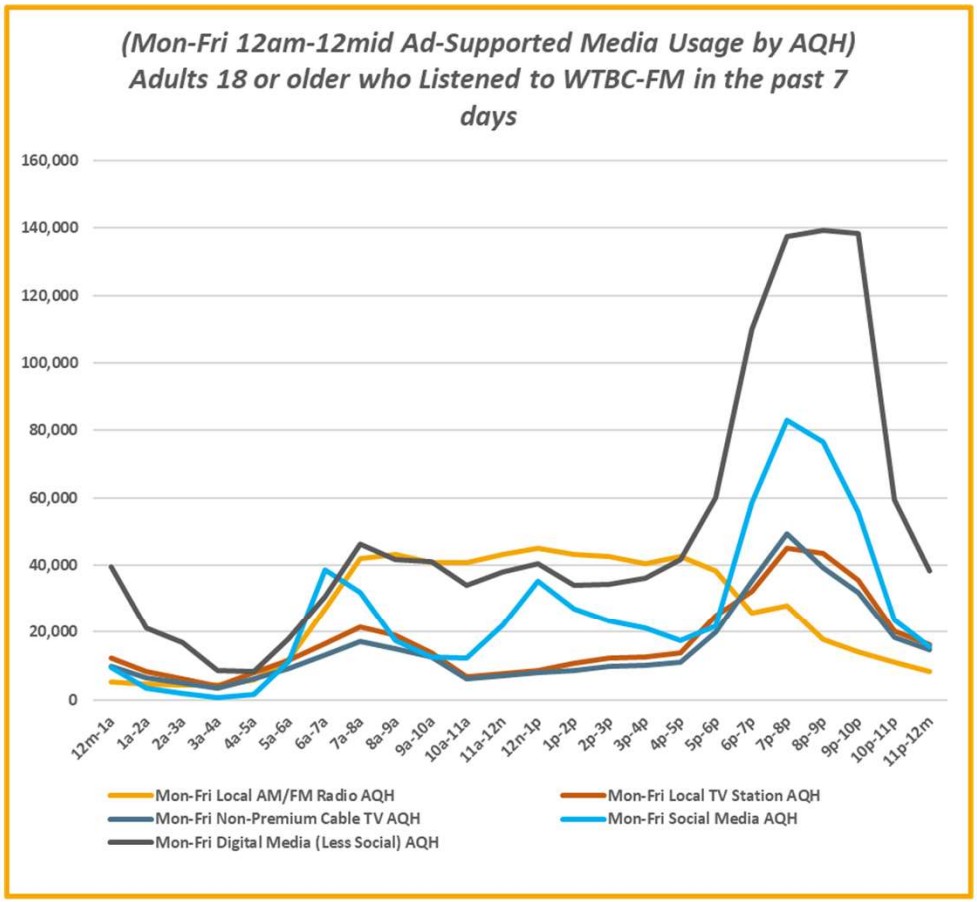
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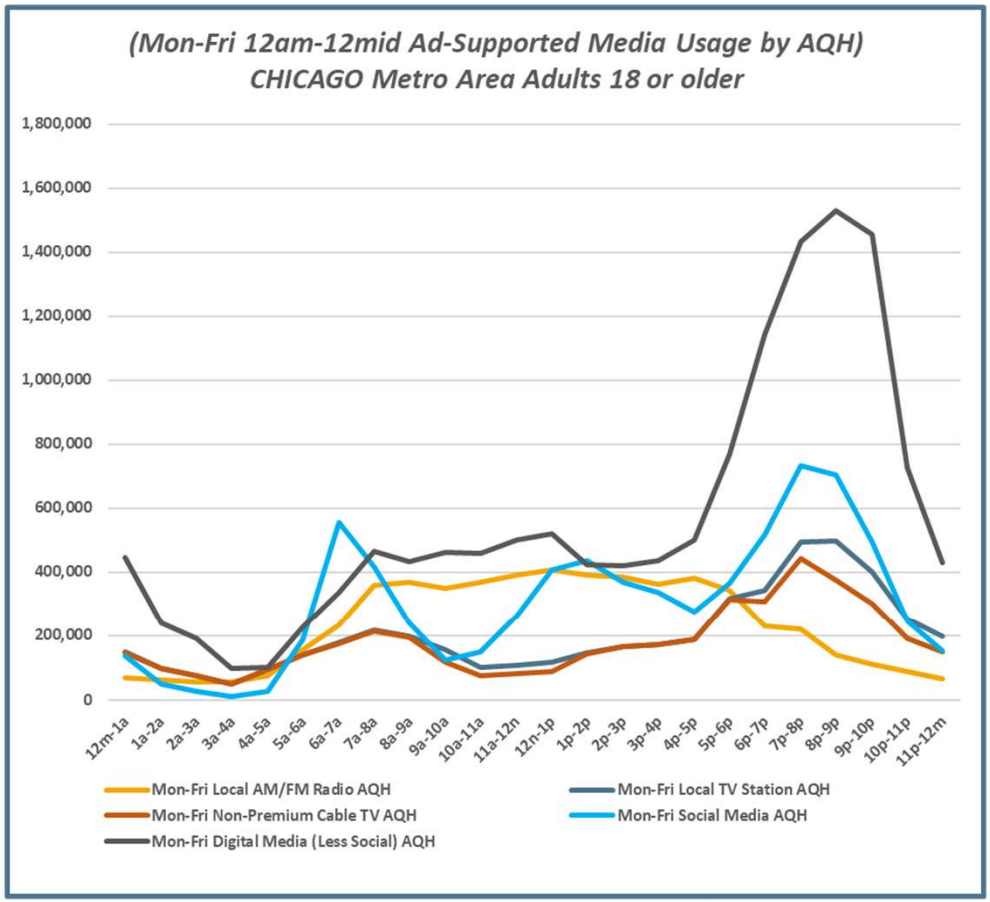
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Radio Stations: WDRV-FM

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 45,275; Local Radio: 39,534; Social Media: 26,108; Local TV: 15,389; Non-Prem. Cable: 13,319 reaching Adults 18 or older who Listened to WTBC-FM in the past 7 days.





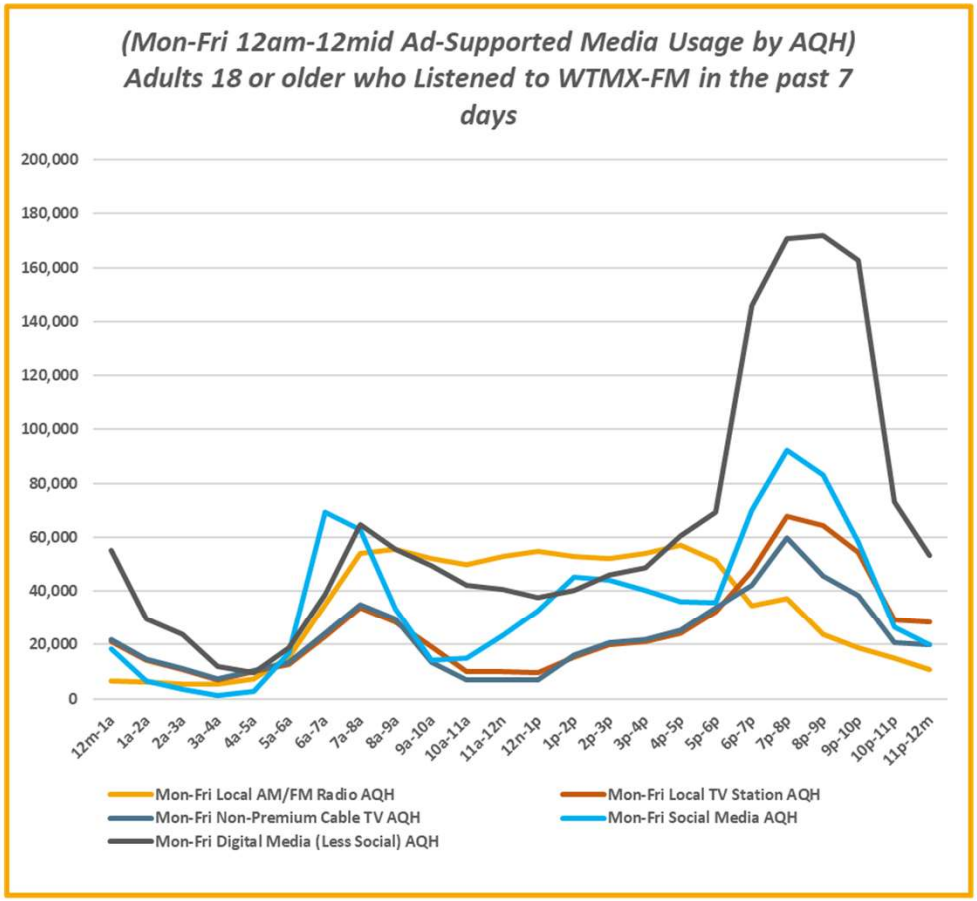
CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 371

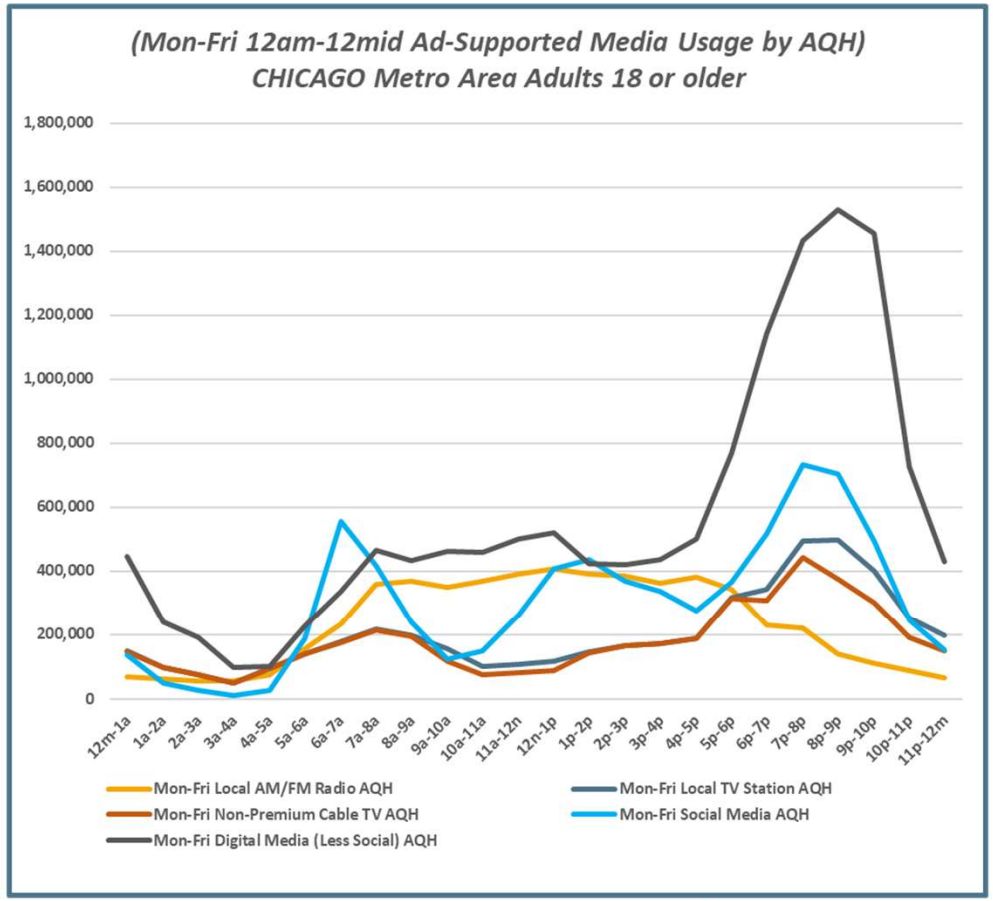
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Radio Stations: WTBC-FM

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 56,842; Local Radio: 50,396; Social Media: 40,137; Local TV: 22,617; Non-Prem. Cable: 21,717 reaching Adults 18 or older who Listened to WTMX-FM in the past 7 days.





CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 465

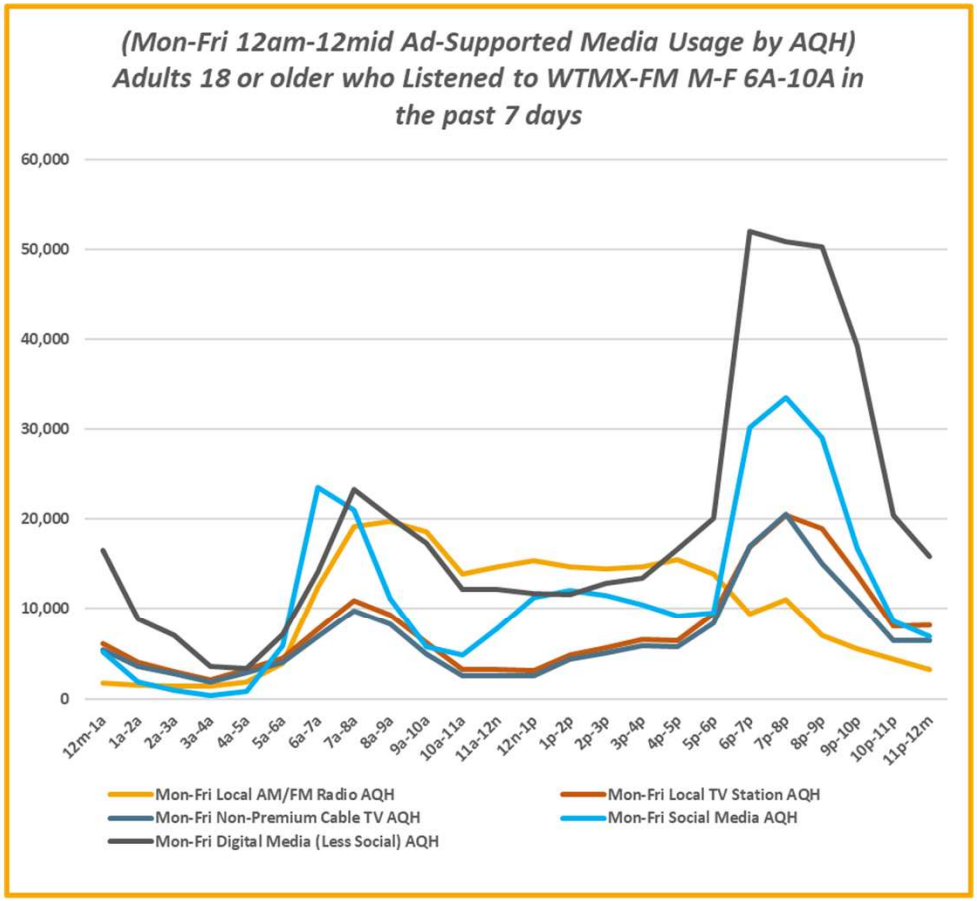
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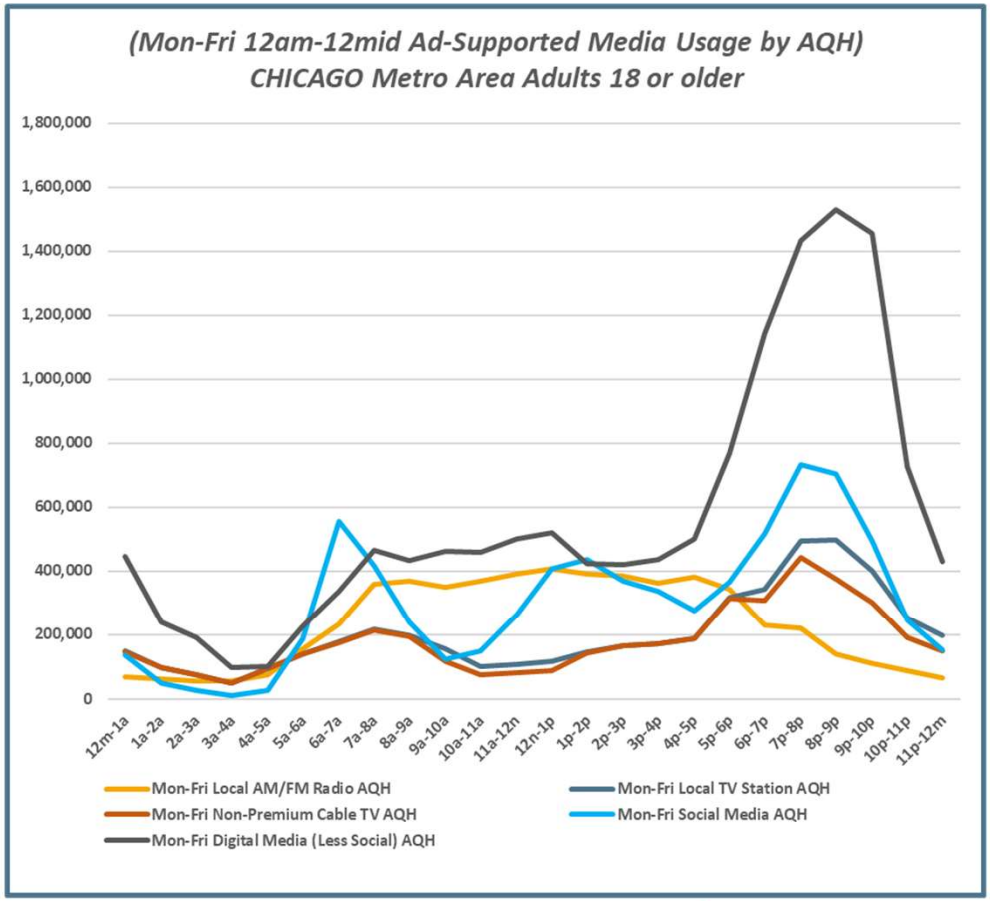
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Radio Stations: WTMX-FM



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 18,293; Local Radio: 15,127; Social Media: 12,955; Local TV: 7,210; Non-Prem. Cable: 6,454 reaching Adults 18 or older who Listened to WTMX-FM M-F 6A-10A in the past 7 da





CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 137

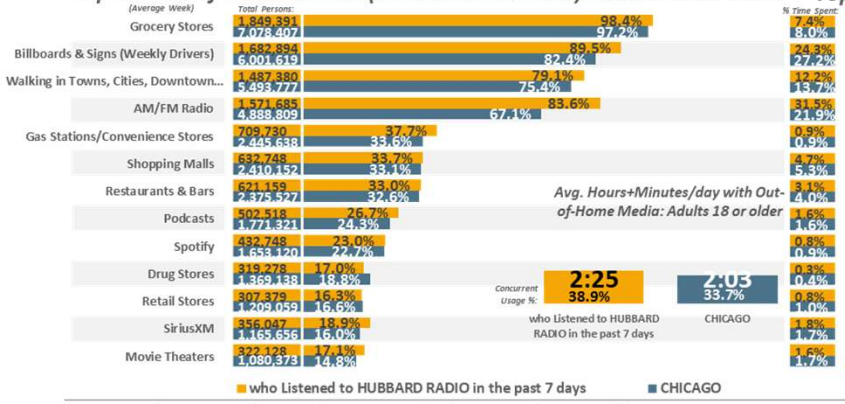
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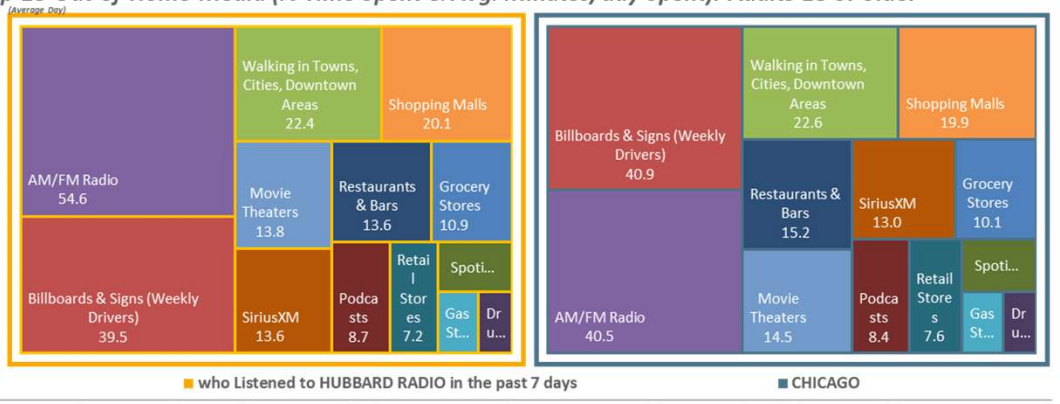
Radio Stations: WTMX-FM M-F 6A-10A

1,682,894 or 89.5% of Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days spend an average of 39.5 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 50.1 minutes/day.

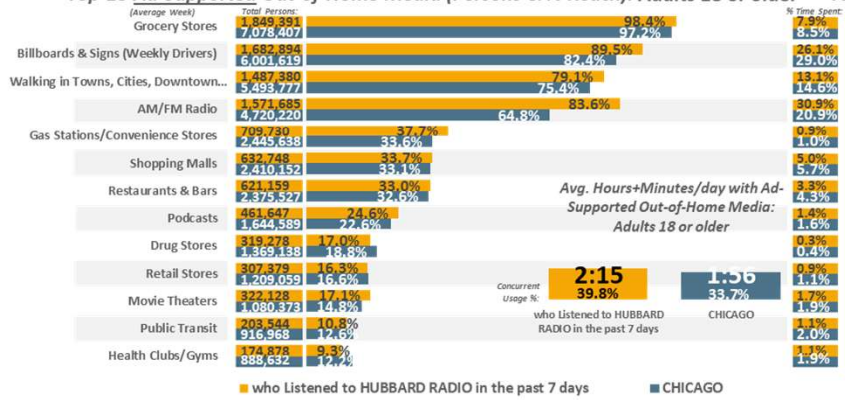
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



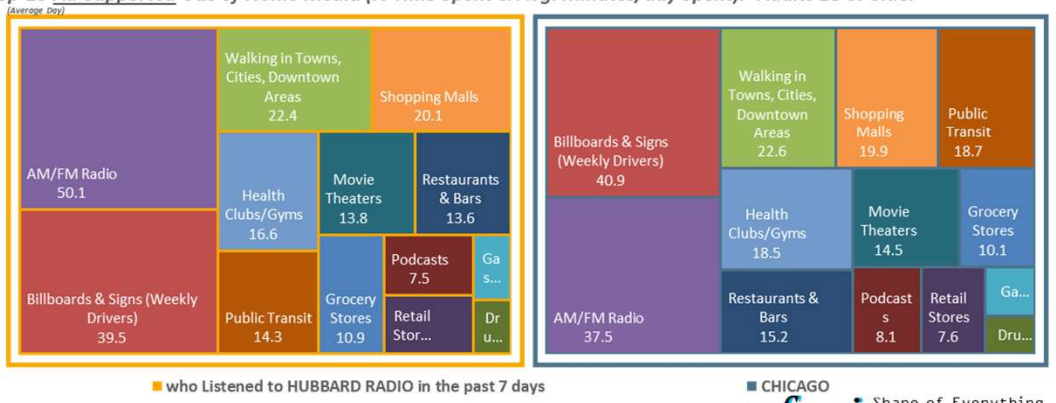
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 1,044

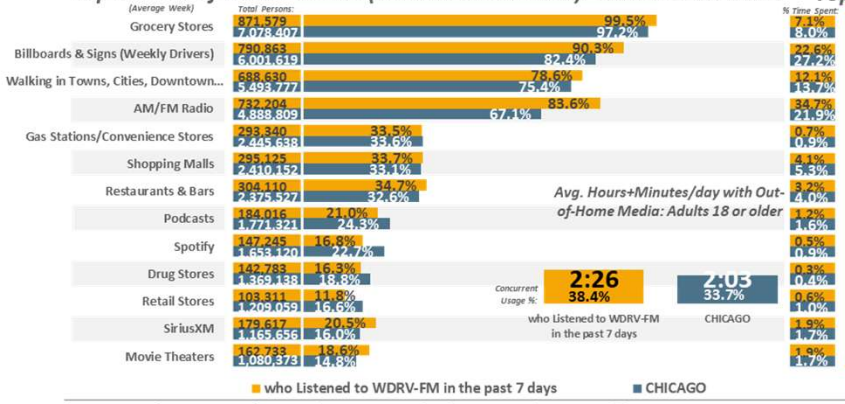
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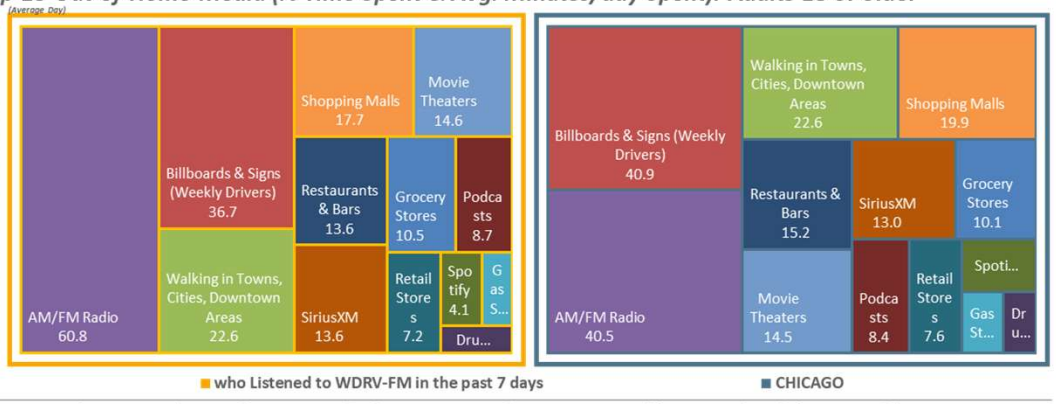
(Radio Stations: WDRV-FM OR Radio Stations: WTBC-FM OR Radio Stations: WTMX-FM)

790,863 or 90.3% of Adults 18 or older who Listened to WDRV-FM in the past 7 days spend an average of 36.7 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 55.4 minutes/day.

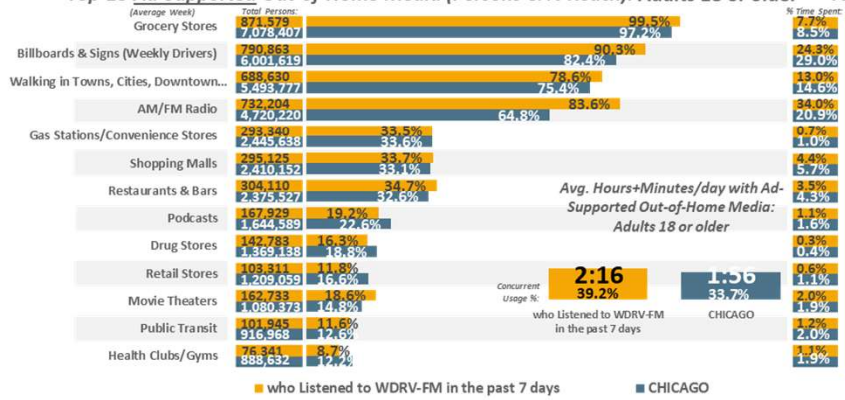
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



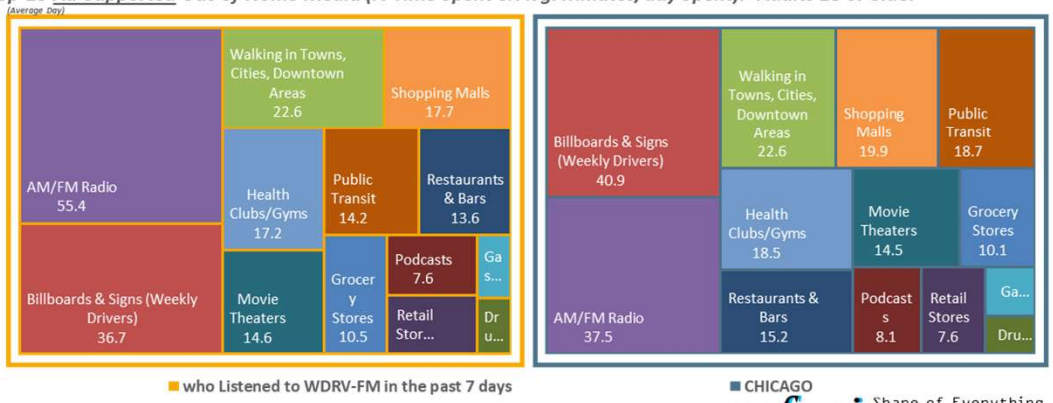
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 466

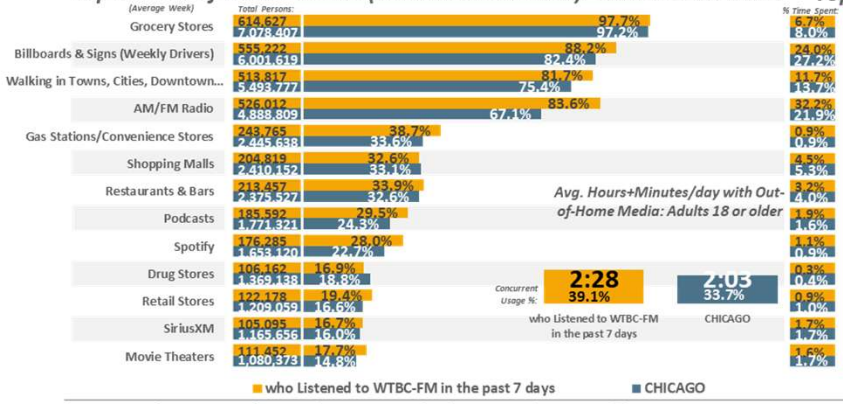
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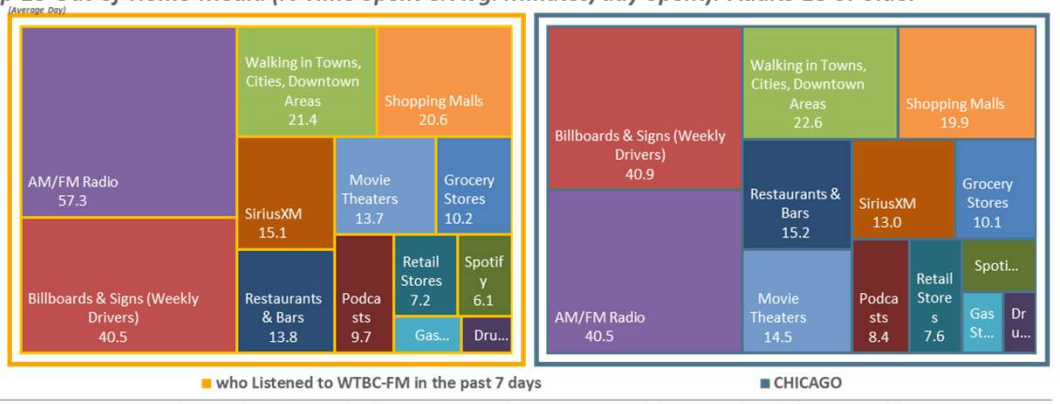
Radio Stations: WDRV-FM

555,222 or 88.2% of Adults 18 or older who Listened to WTBC-FM in the past 7 days spend an average of 40.5 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 54. minutes/day.

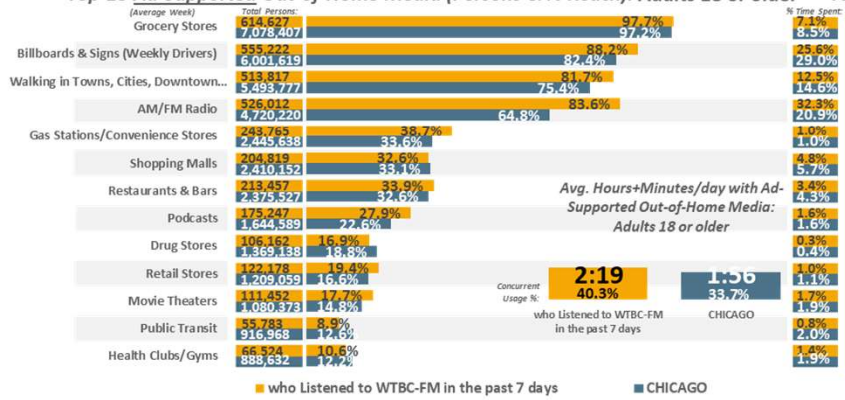
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



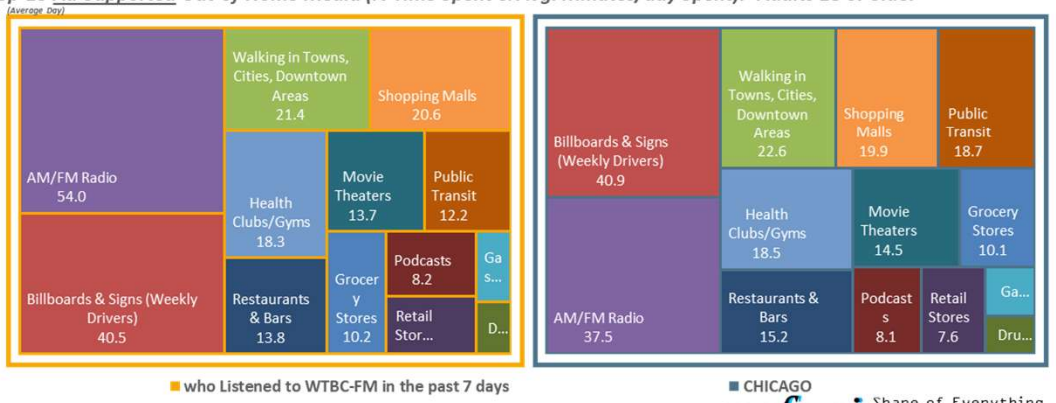
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 371

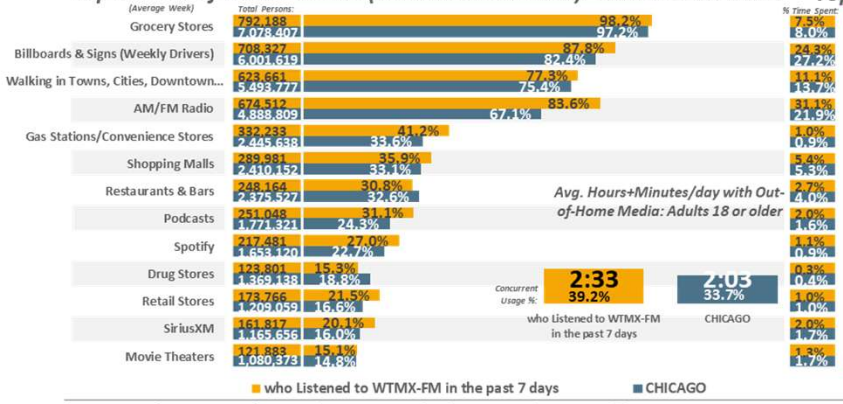
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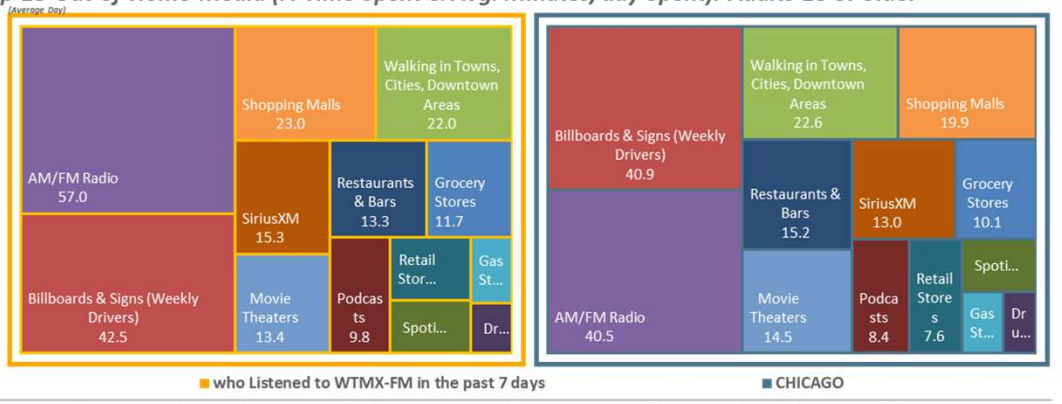
Radio Stations: WTBC-FM

708,327 or 87.8% of Adults 18 or older who Listened to WTMX-FM in the past 7 days spend an average of 42.5 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 51. minutes/day.

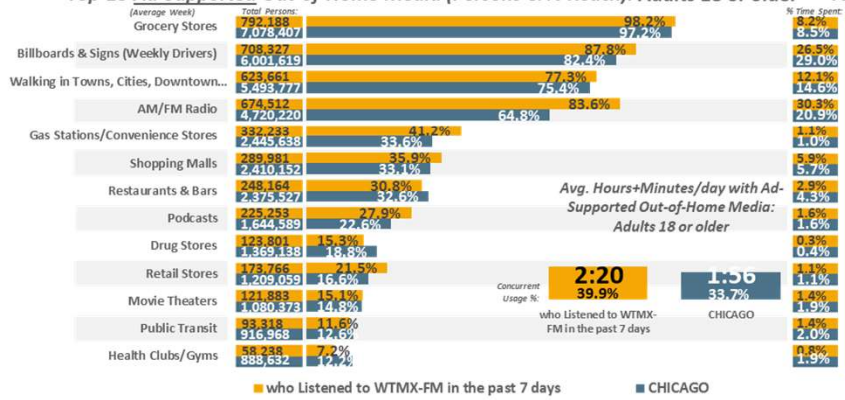
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



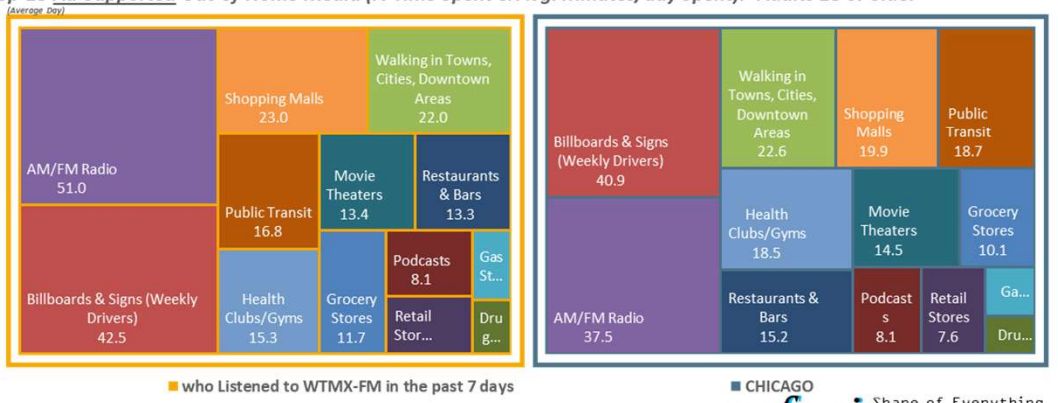
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 465

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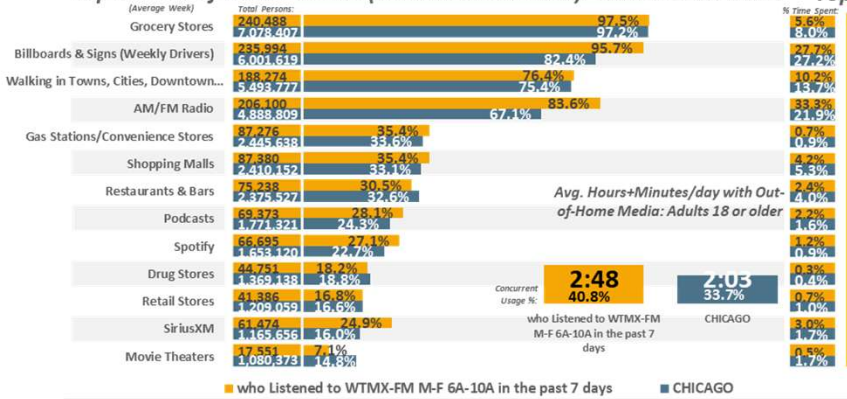
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Radio Stations: WTMX-FM

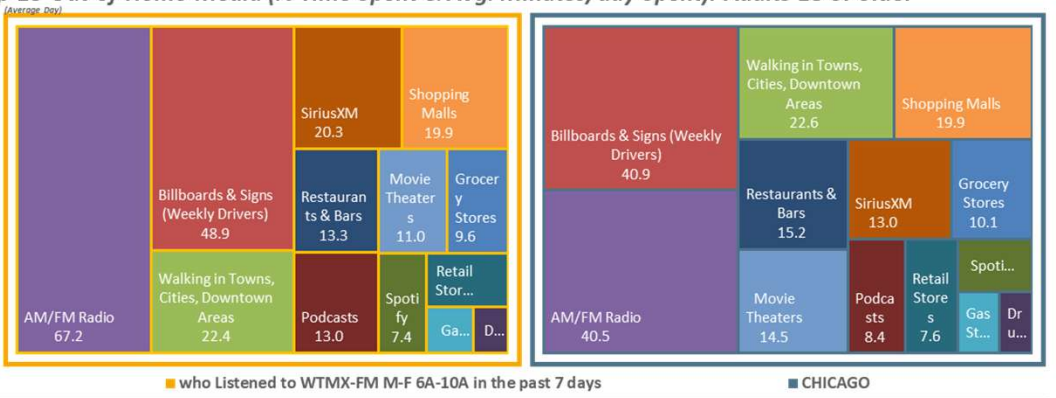


235,994 or 95.7% of Adults 18 or older who Listened to WTMX-FM M-F 6A-10A in the past 7 days spend an average of 48.9 minutes per day driving, seeing Billboards and Signs. 81.2% Listen to Local Radio Stations Out-of-Home for an average of 61.8 minutes/day

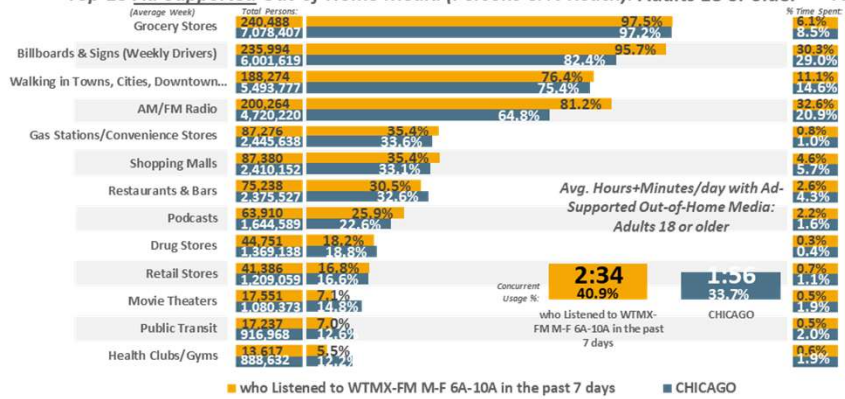
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



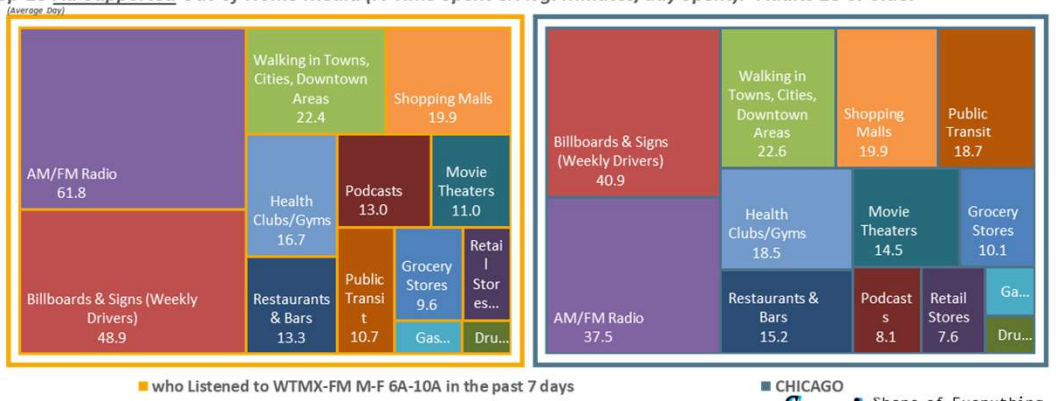
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 137

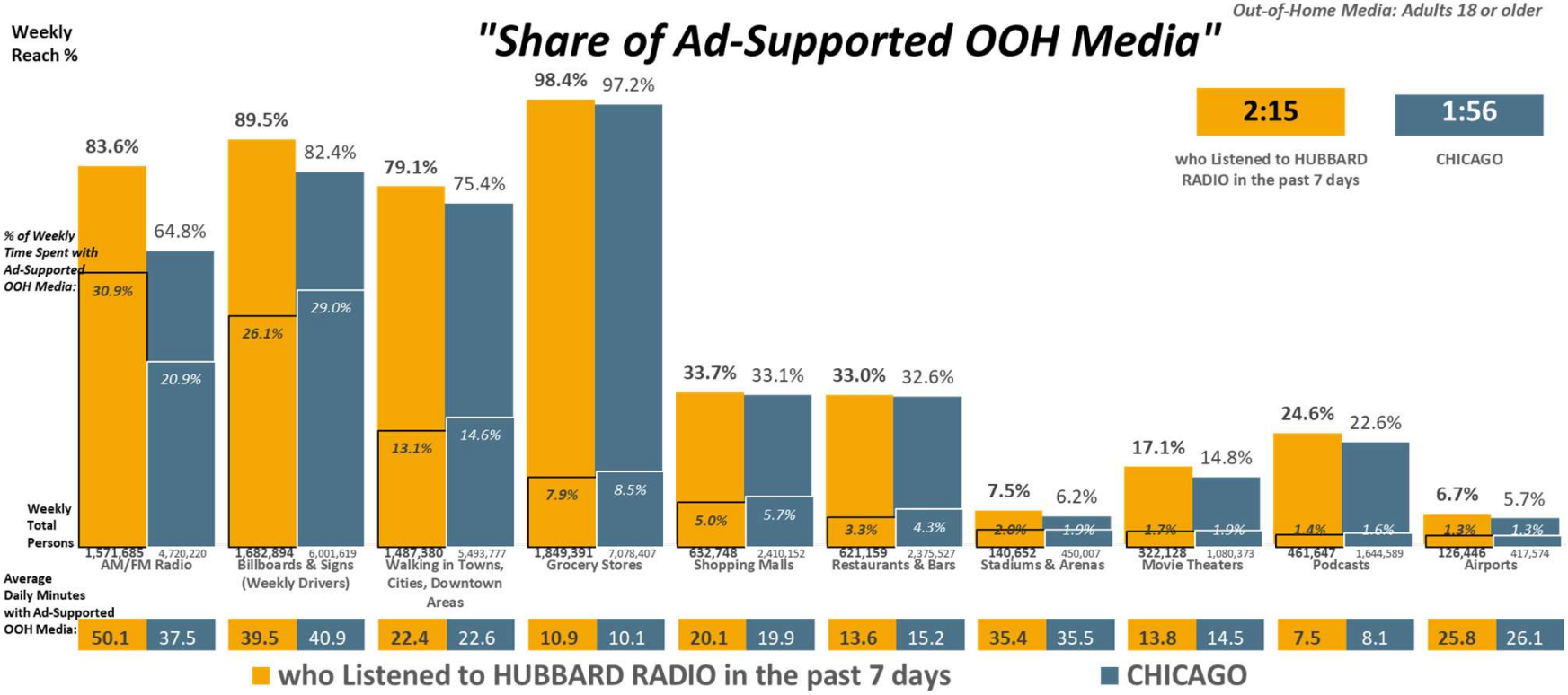
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Radio Stations: WTMX-FM M-F 6A-10A

1,682,894 or 89.5% of Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days spend an average of 39.5 minutes per day driving, seeing Billboards and Signs representing 26.1% 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



CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 1,044 CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 4,132

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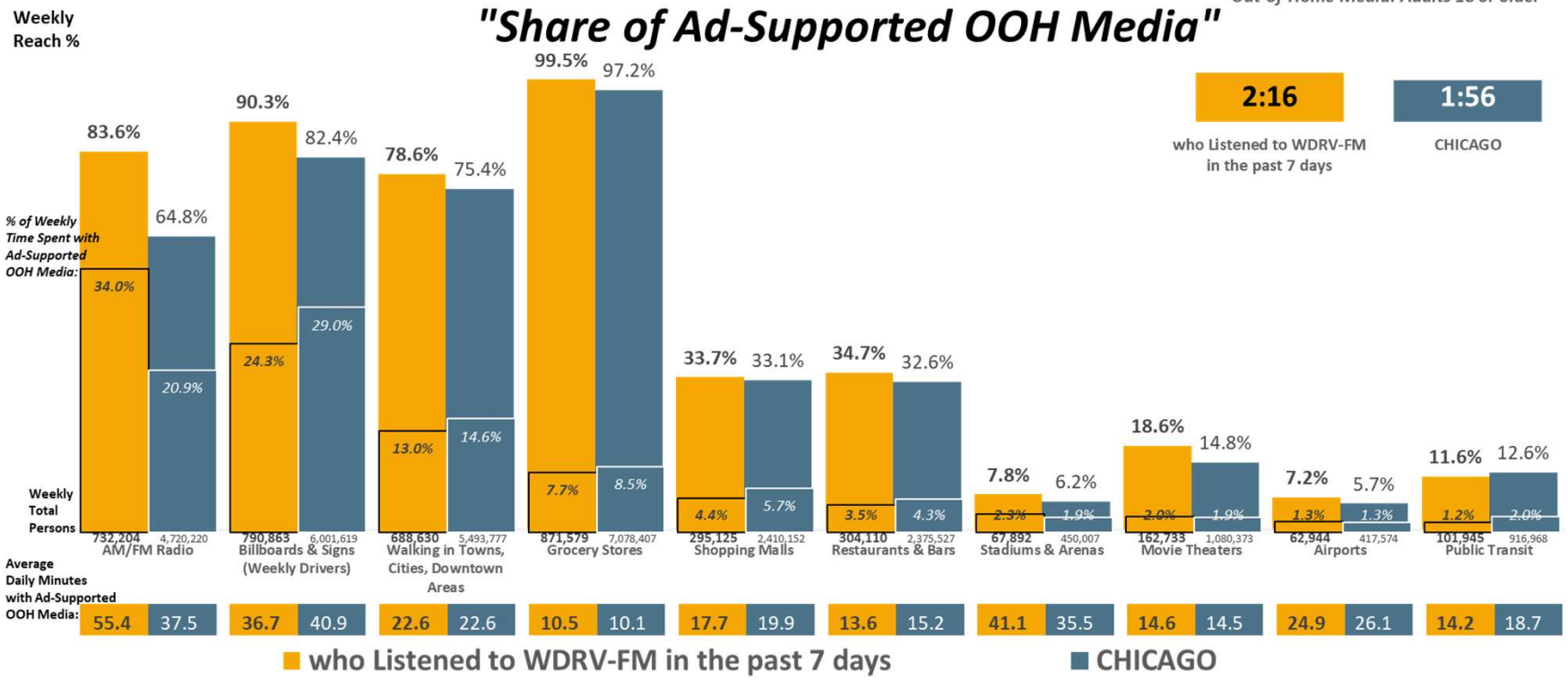
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(Radio Stations: WDRV-FM OR Radio Stations: WTBC-FM OR Radio Stations: WTMX-FM)

790,863 or 90.3% of Adults 18 or older who Listened to WDRV-FM in the past 7 days spend an average of 36.7 minutes per day driving, seeing Billboards and Signs representing 24.3% 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"



CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 466 CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 4,132

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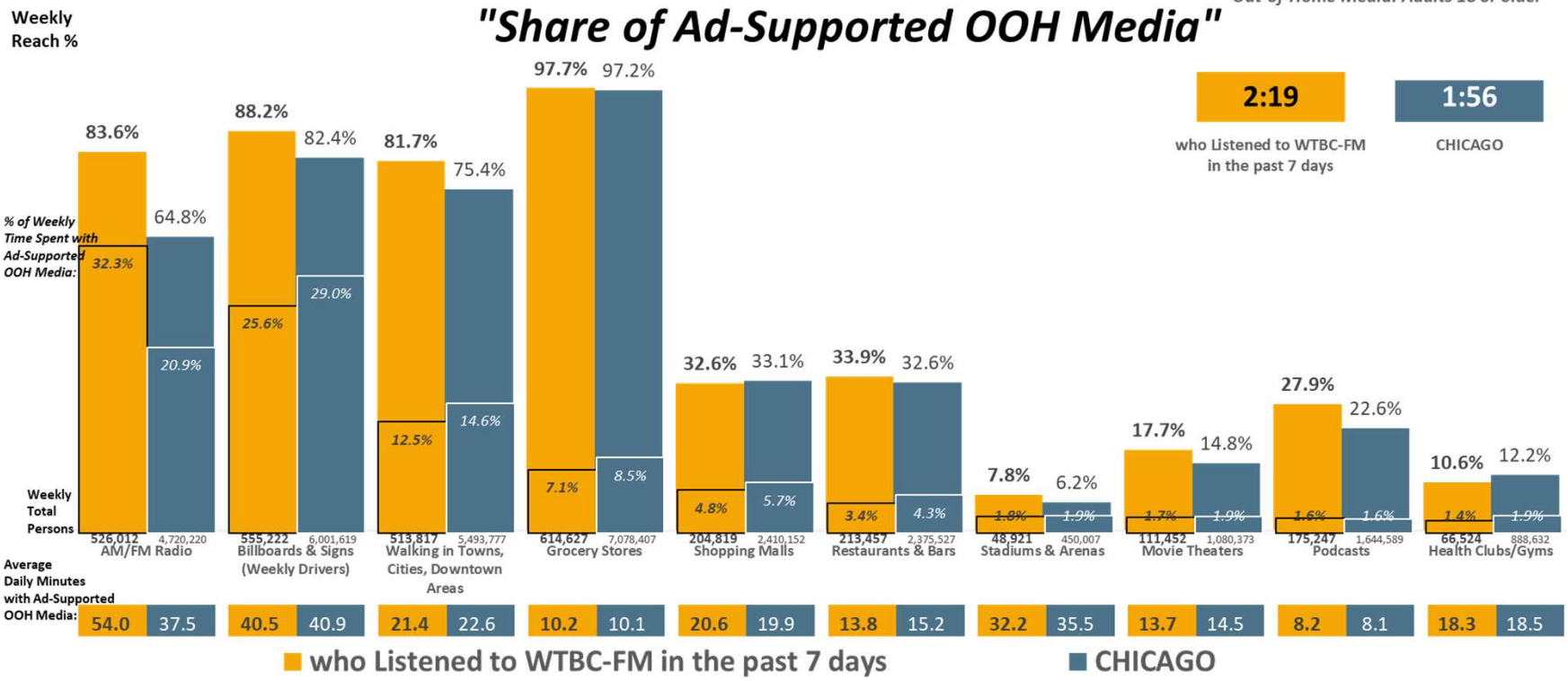
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Radio Stations: WDRV-FM

555,222 or 88.2% of Adults 18 or older who Listened to WTBC-FM in the past 7 days spend an average of 40.5 minutes per day driving, seeing Billboards and Signs representing 25.6% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 371 CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 4,132

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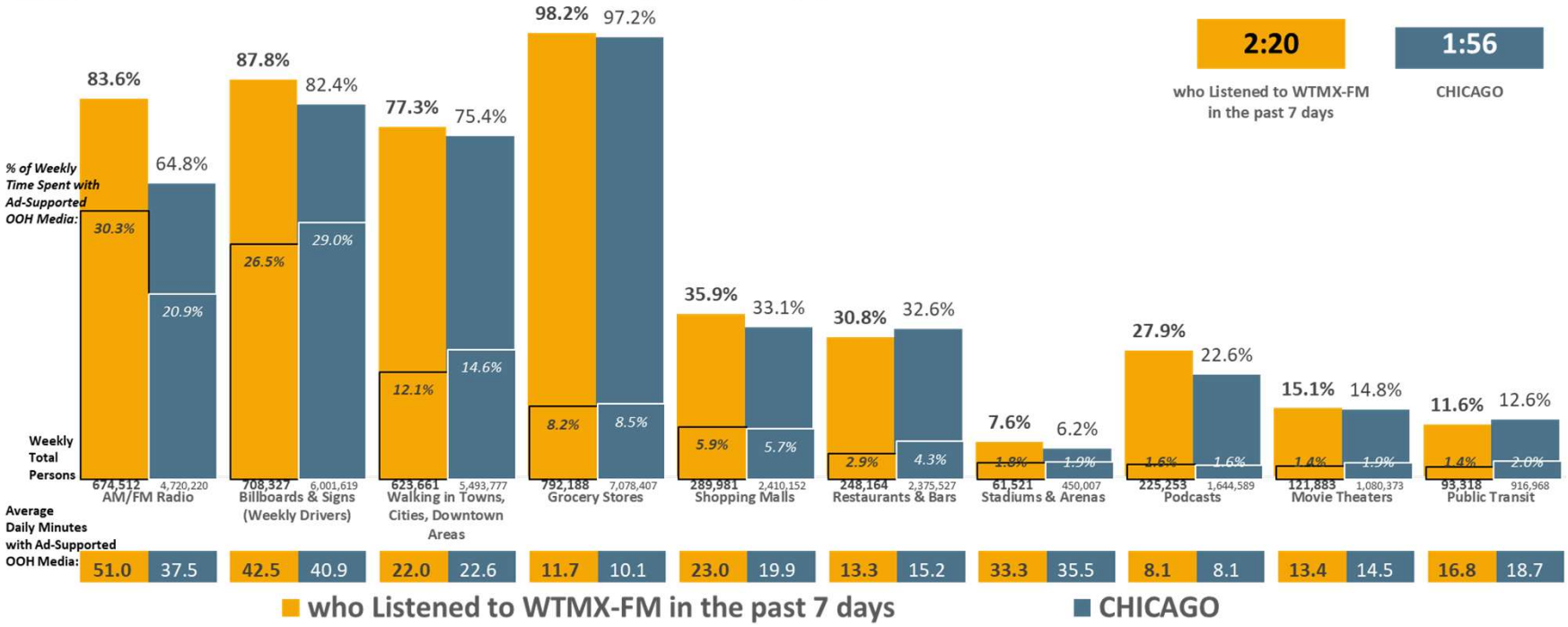
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Radio Stations: WTBC-FM

708,327 or 87.8% of Adults 18 or older who Listened to WTMX-FM in the past 7 days spend an average of 42.5 minutes per day driving, seeing Billboards and Signs representing 26.5% 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"



	AM/FM Radio	Billboards & Signs (Weekly Drivers)	Walking in Towns, Cities, Downtown Areas	Grocery Stores	Shopping Malls	Restaurants & Bars	Stadiums & Arenas	Podcasts	Movie Theaters	Public Transit
Weekly Reach %	83.6% / 64.8%	87.8% / 82.4%	77.3% / 75.4%	98.2% / 97.2%	35.9% / 33.1%	30.8% / 32.6%	7.6% / 6.2%	27.9% / 22.6%	15.1% / 14.8%	11.6% / 12.6%
% of Weekly Time Spent with Ad-Supported OOH Media:	30.3% / 20.9%	26.5% / 29.0%	12.1% / 14.6%	8.2% / 8.5%	5.9% / 5.7%	2.9% / 4.3%	1.8% / 1.9%	1.6% / 1.6%	1.4% / 1.9%	1.4% / 2.0%
Weekly Total Persons	674,512 / 4,720,220	708,327 / 6,001,619	623,661 / 5,493,777	792,188 / 7,078,407	289,981 / 2,410,152	248,164 / 2,375,527	61,521 / 450,007	225,253 / 1,644,589	121,883 / 1,080,373	93,318 / 916,968
Average Daily Minutes with Ad-Supported OOH Media:	51.0 / 37.5	42.5 / 40.9	22.0 / 22.6	11.7 / 10.1	23.0 / 19.9	13.3 / 15.2	33.3 / 35.5	8.1 / 8.1	13.4 / 14.5	16.8 / 18.7

■ who Listened to WTMX-FM in the past 7 days ■ CHICAGO

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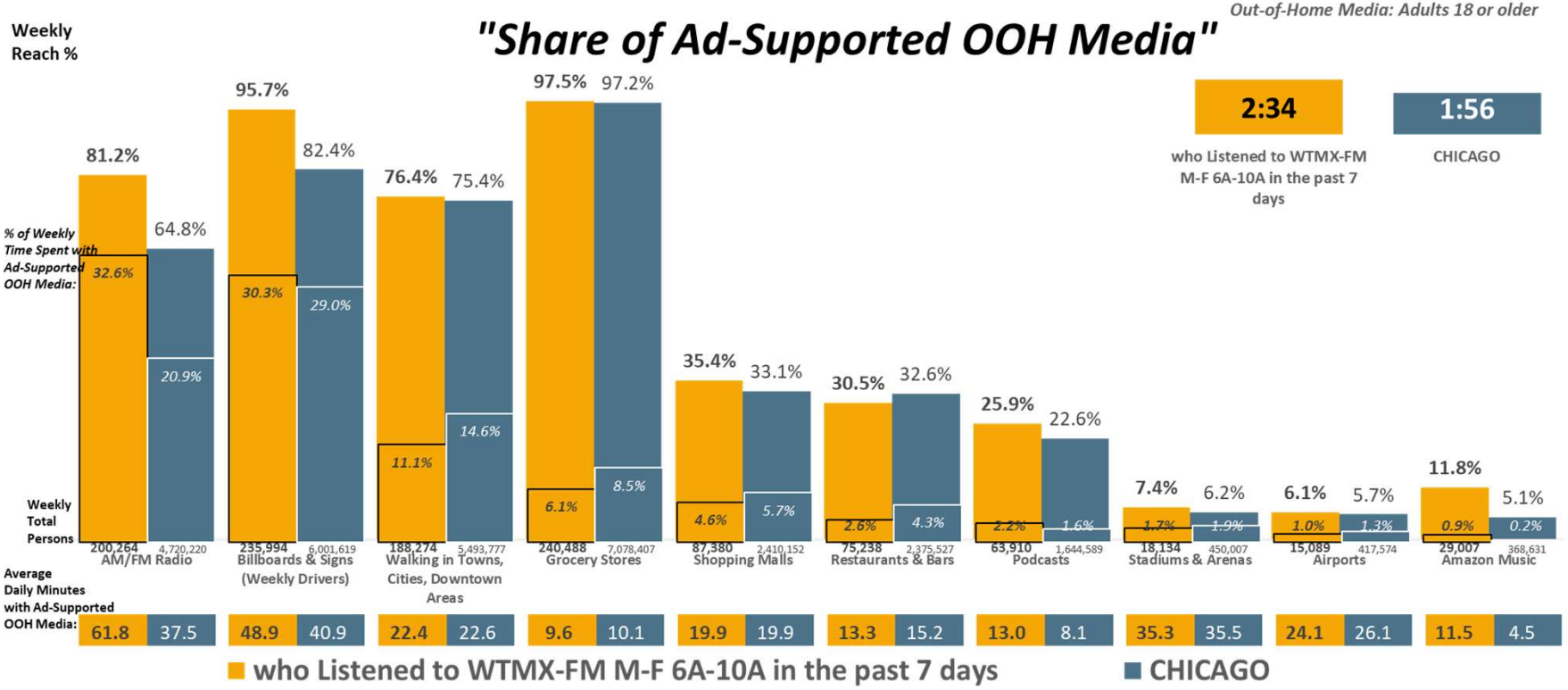
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Radio Stations: WTMX-FM



235,994 or 95.7% of Adults 18 or older who Listened to WTMX-FM M-F 6A-10A in the past 7 days spend an average of 48.9 minutes per day driving, seeing Billboards and Signs representing 30.3% 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



CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 137 CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 4,132

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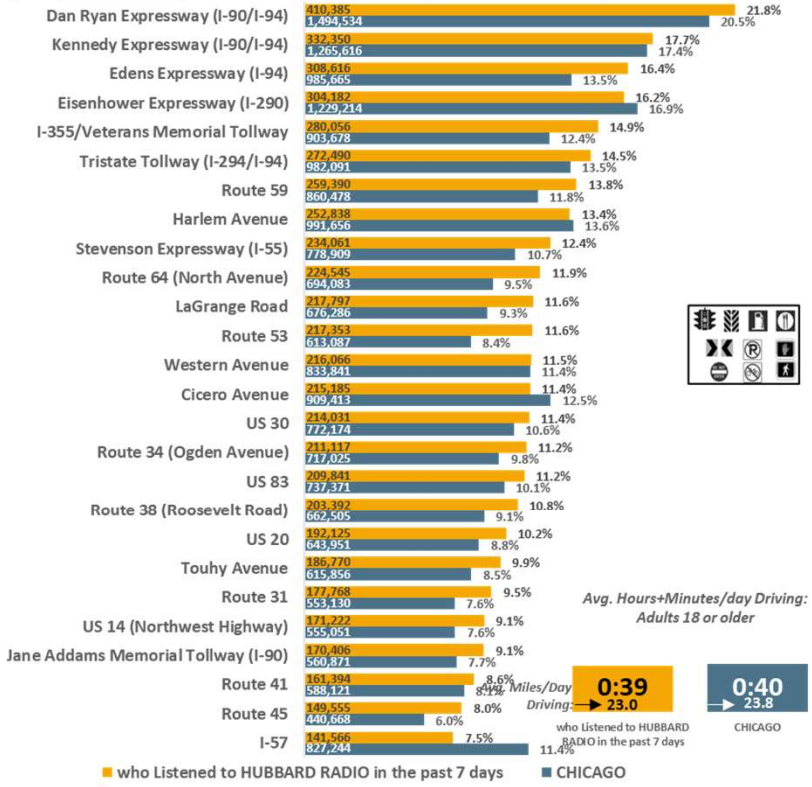
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Radio Stations: WTMX-FM M-F 6A-10A

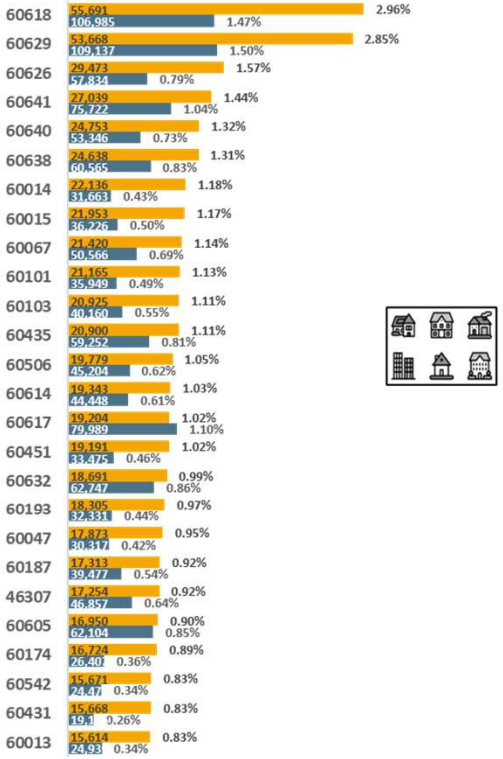
HUBBARD RADIO

1,682,894 or 89.5% of Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days spend an average of 39.5 minutes per day driving an average of 23. miles each day and are 37.4% more likely to use Route 53 than the Metro average.

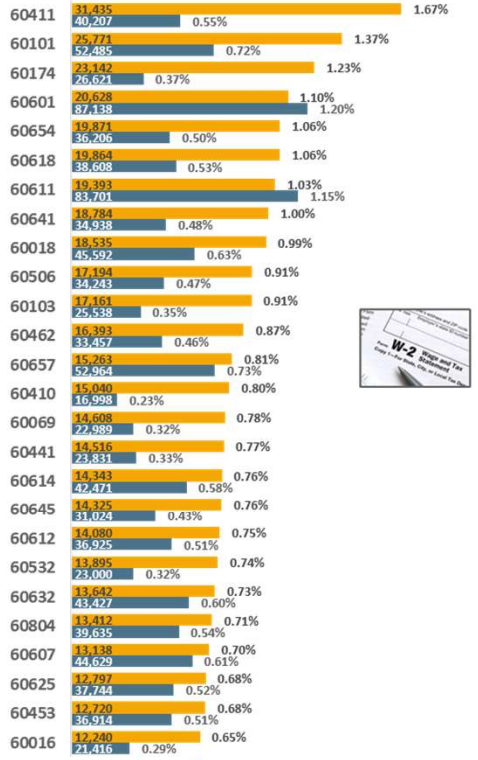
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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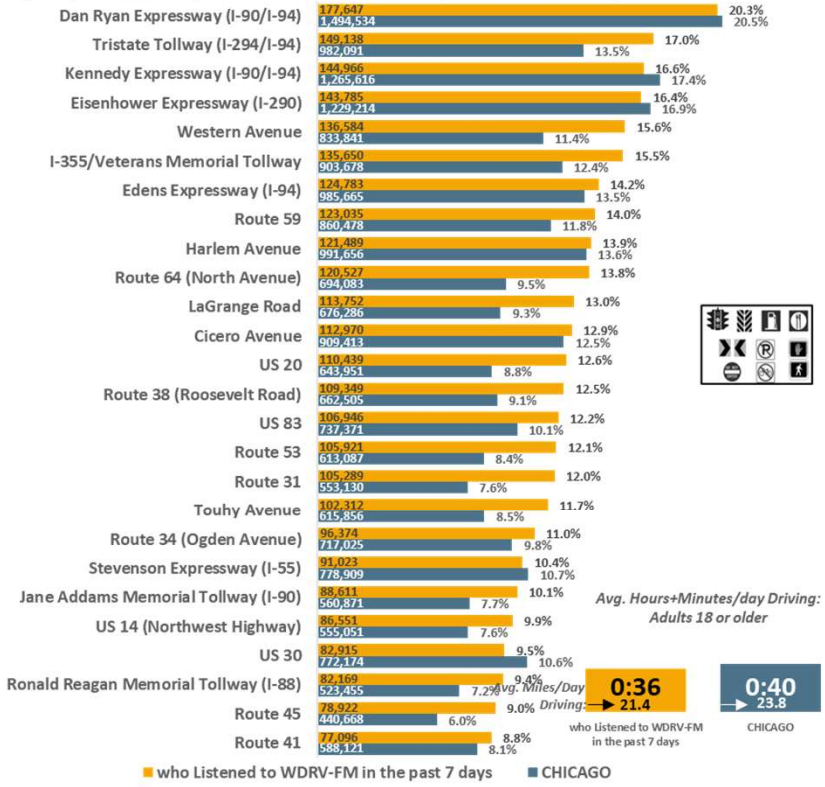
CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 1,044

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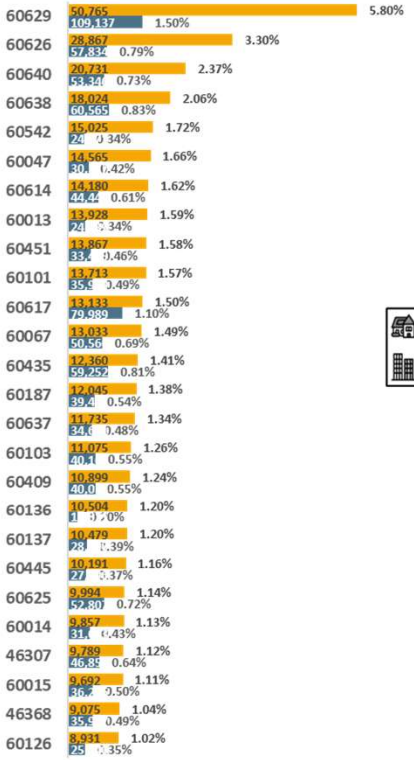
(Radio Stations: WDRV-FM OR Radio Stations: WTBC-FM OR Radio Stations: WTMX-FM)

790,863 or 90.3% of Adults 18 or older who Listened to WDRV-FM in the past 7 days spend an average of 36.7 minutes per day driving an average of 21.4 miles each day and are 58.3% more likely to use Route 31 than the Metro average.

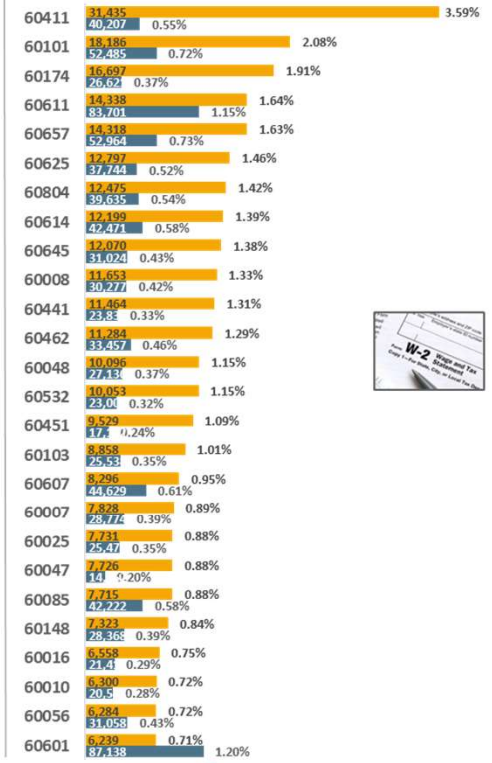
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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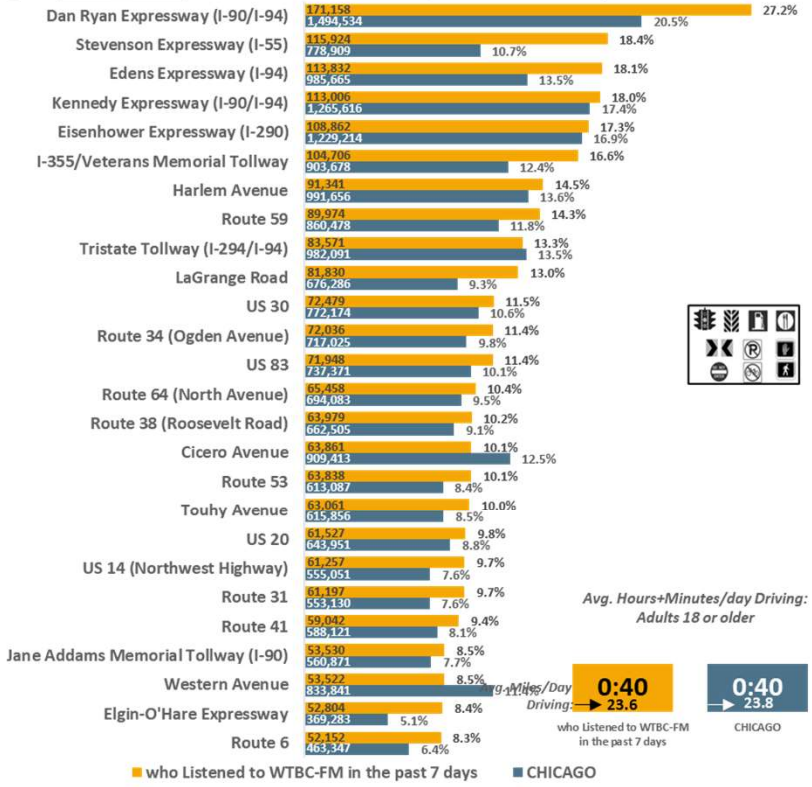
CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 466

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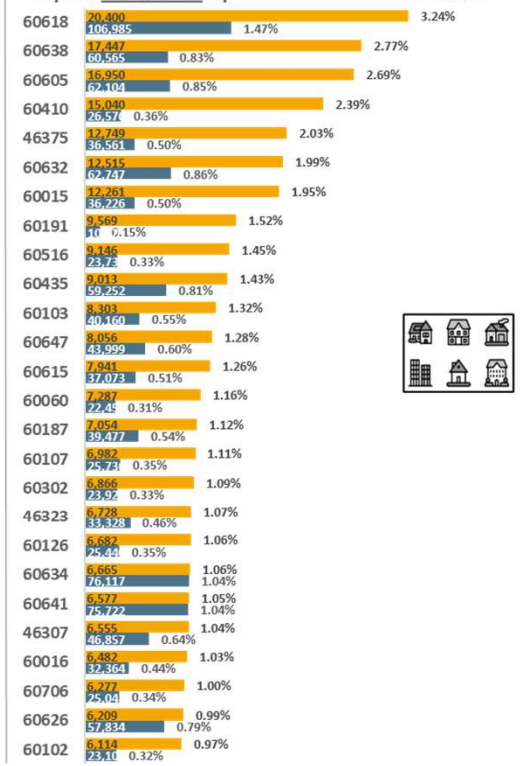
Radio Stations: WDRV-FM

555,222 or 88.2% of Adults 18 or older who Listened to WTBC-FM in the past 7 days spend an average of 40.5 minutes per day driving an average of 23.6 miles each day and are 72.3% more likely to use Stevenson Expressway (I-55) than the Metro average.

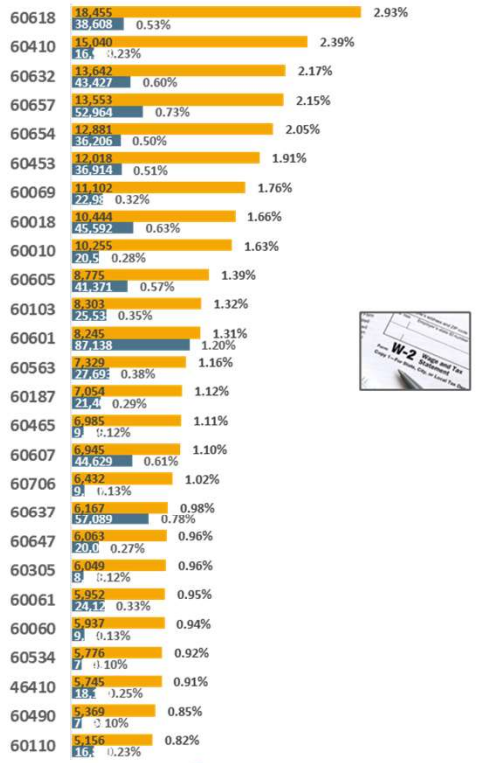
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



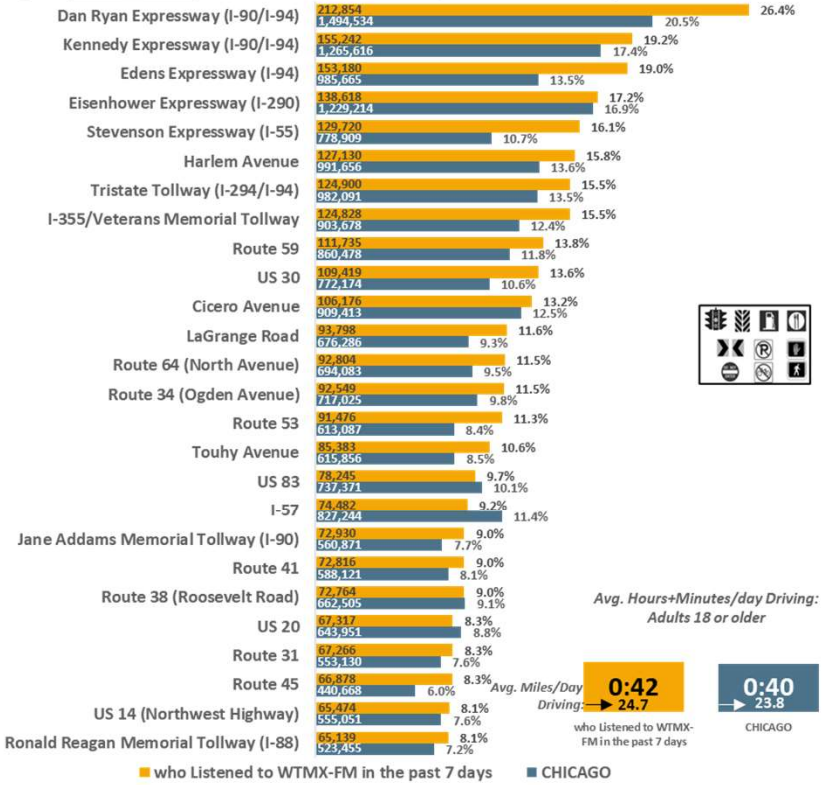
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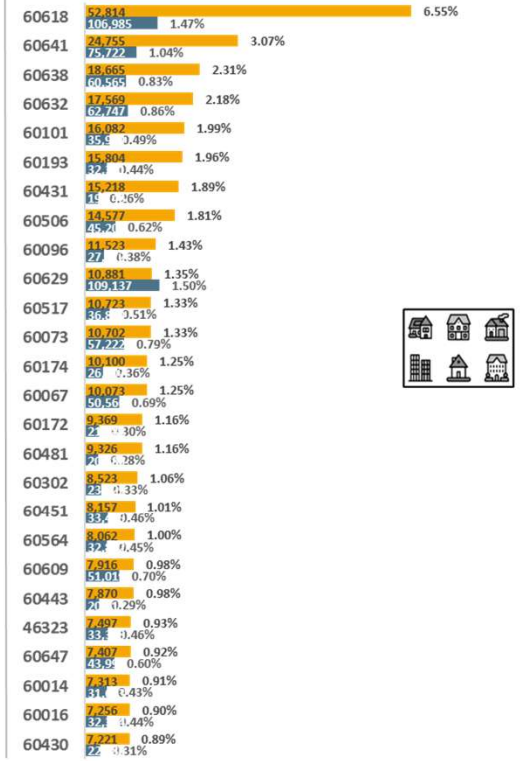
Radio Stations: WTBC-FM

708,327 or 87.8% of Adults 18 or older who Listened to WTMX-FM in the past 7 days spend an average of 42.5 minutes per day driving an average of 24.7 miles each day and are 50.4% more likely to use Stevenson Expressway (I-55) than the Metro average.

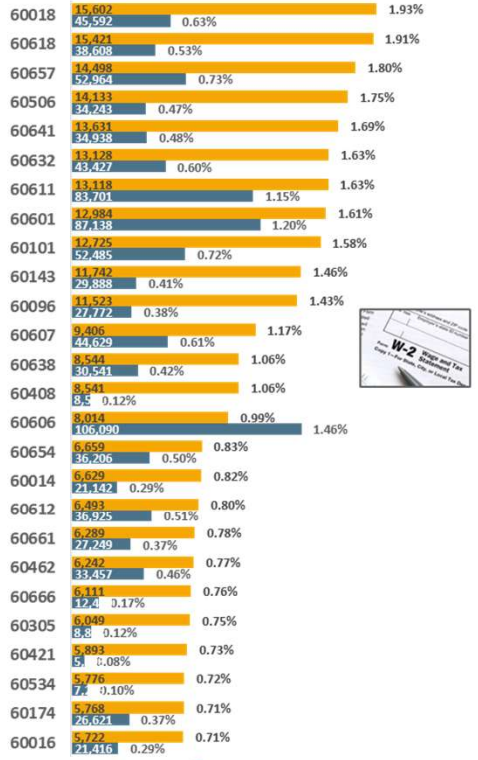
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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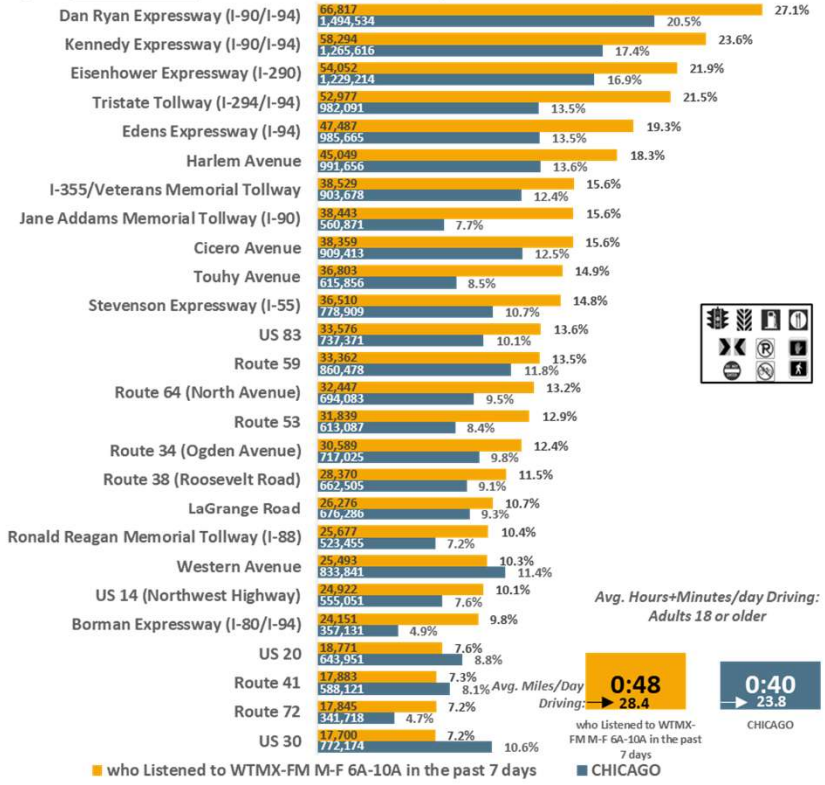
CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 465
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Radio Stations: WTMX-FM



235,994 or 95.7% of Adults 18 or older who Listened to WTMX-FM M-F 6A-10A in the past 7 days spend an average of 48.9 minutes per day driving an average of 28.4 miles each day and are 102.5% more likely to use Jane Addams Memorial Tollway (I-90) than the

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



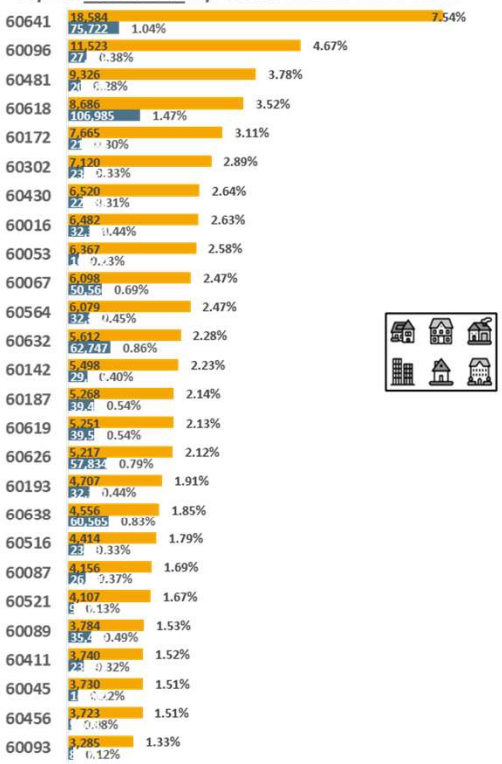
Avg. Hours+Minutes/day Driving: Adults 18 or older

Avg. Miles/Day Driving:

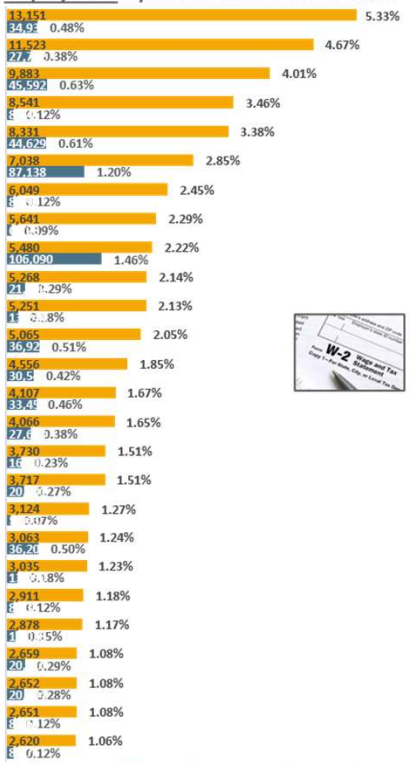
0:48 → 28.4 who Listened to WTMX-FM M-F 6A-10A in the past 7 days

0:40 → 23.8 CHICAGO

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



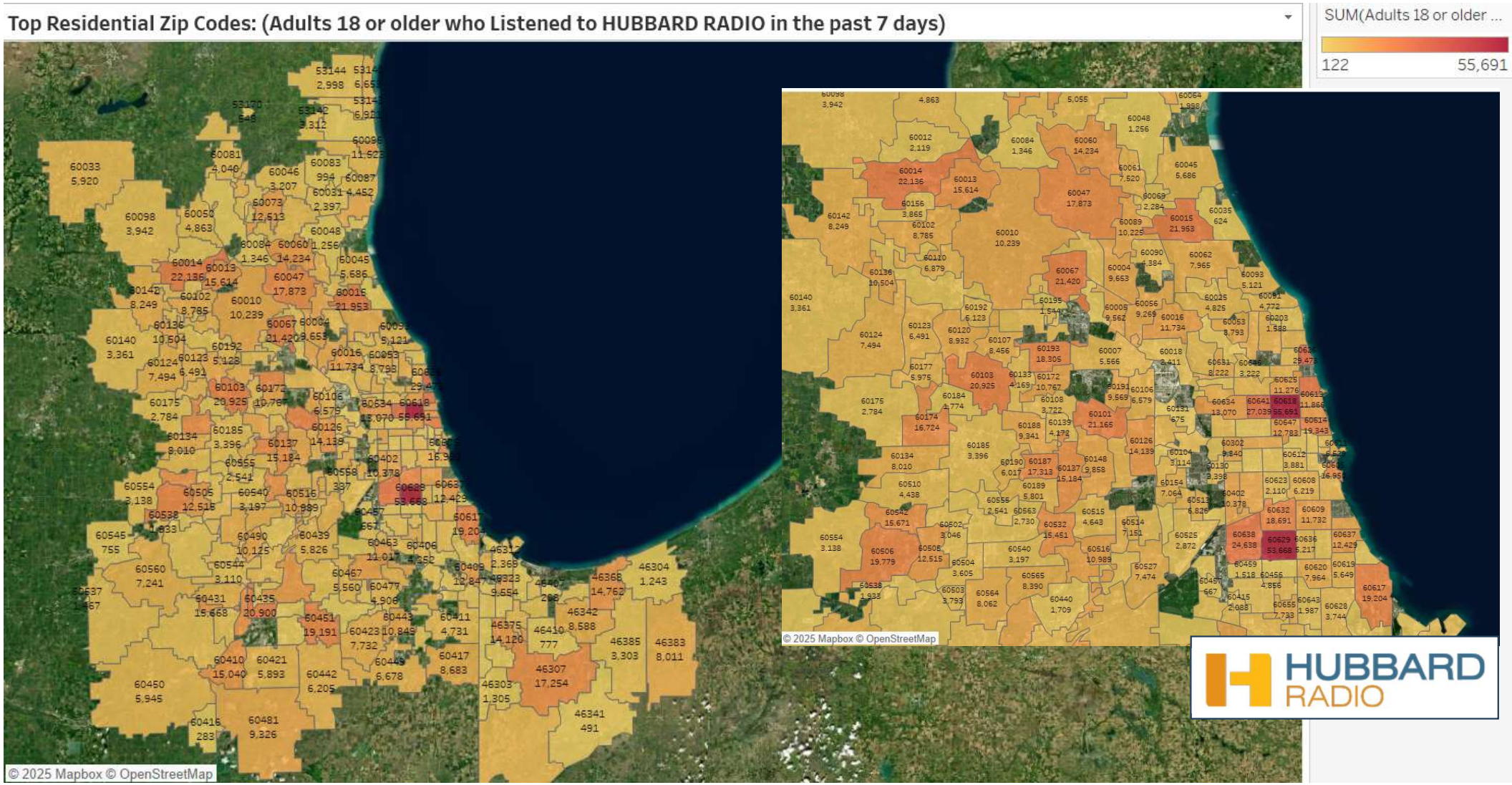
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Radio Stations: WTMX-FM M-F 6A-10A

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



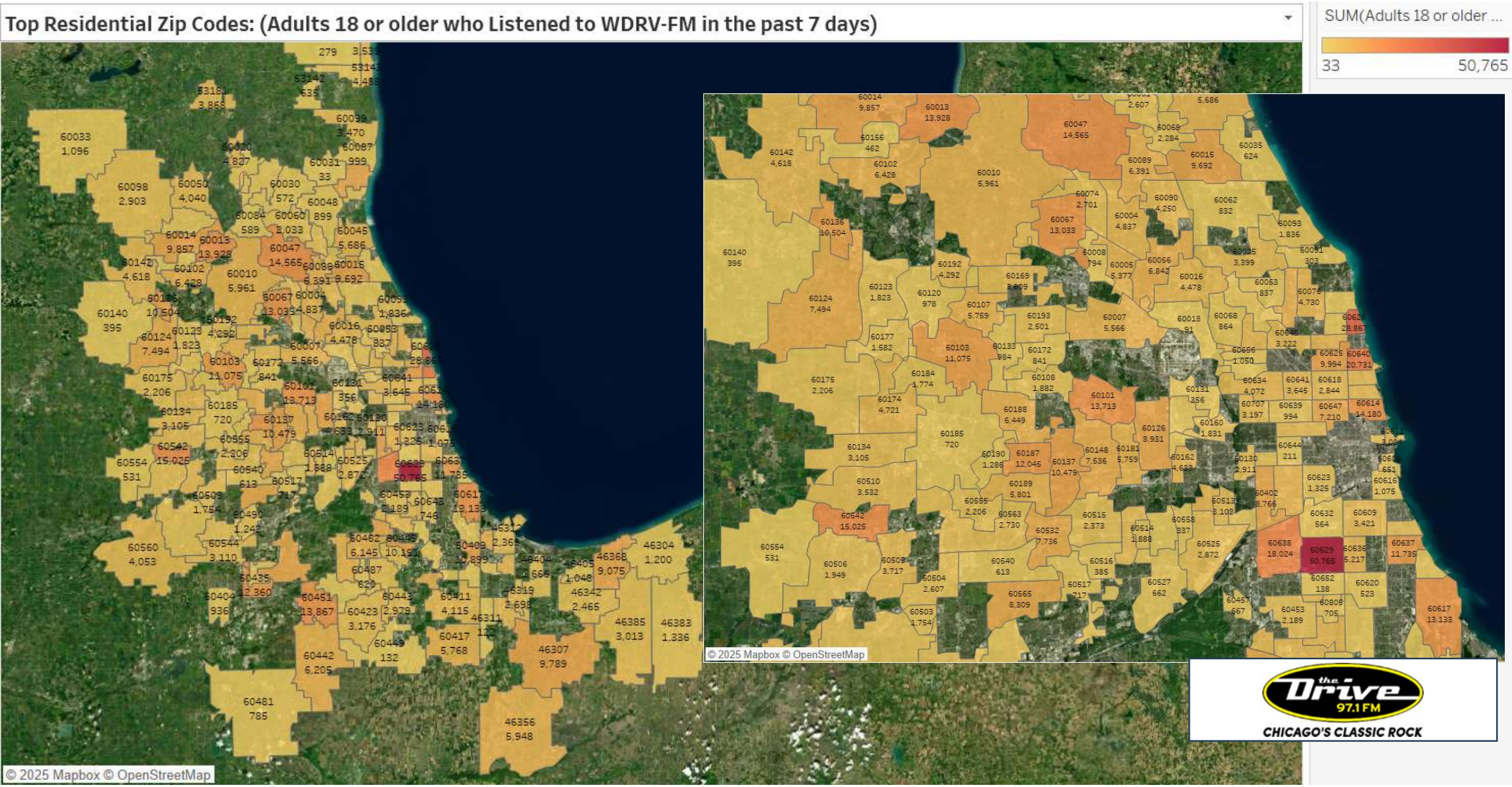
CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 1,044

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(Radio Stations: WDRV-FM OR Radio Stations: WTBC-FM OR Radio Stations: WTMX-FM)

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



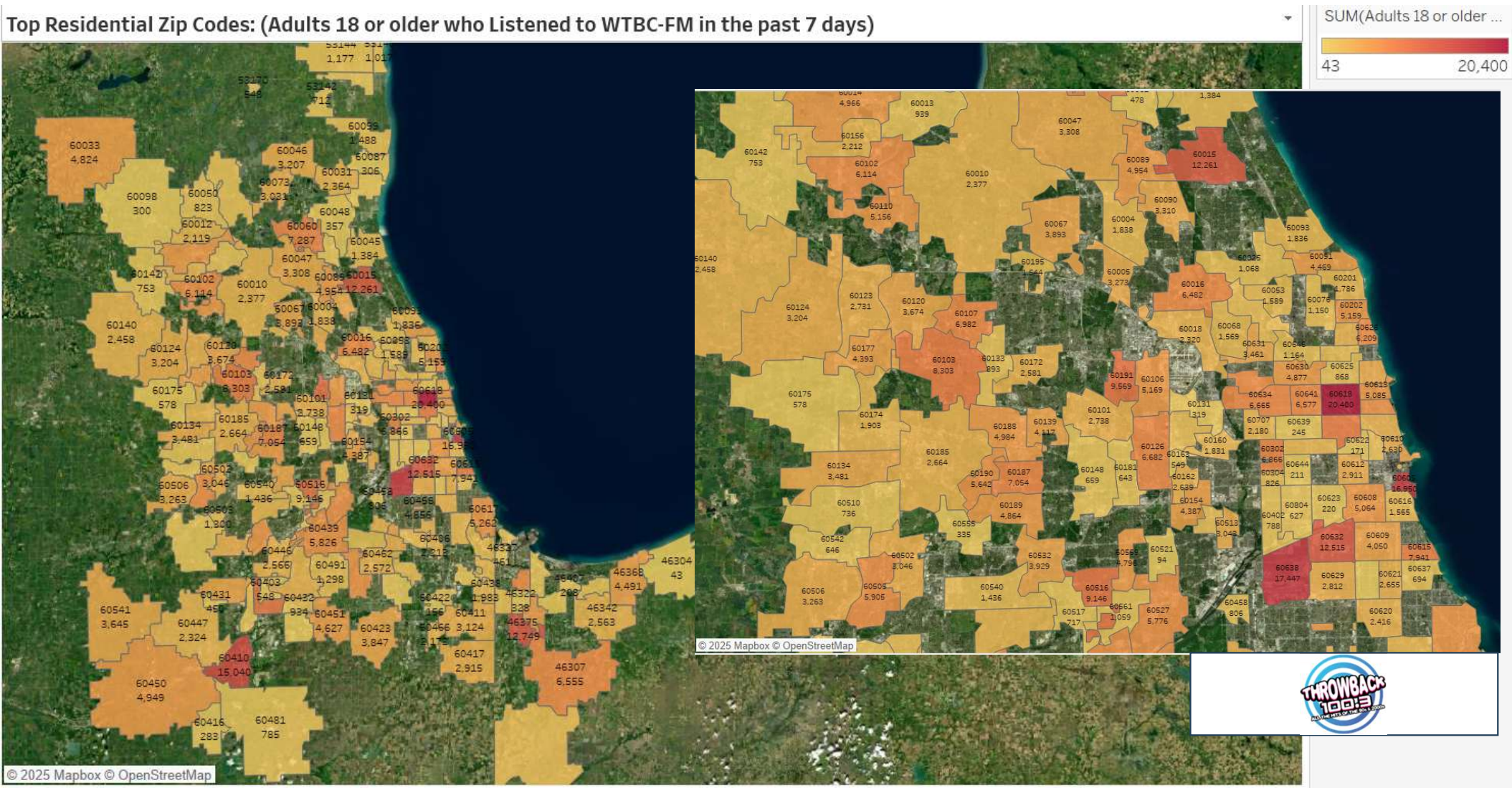
CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 466

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Radio Stations: WDRV-FM

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

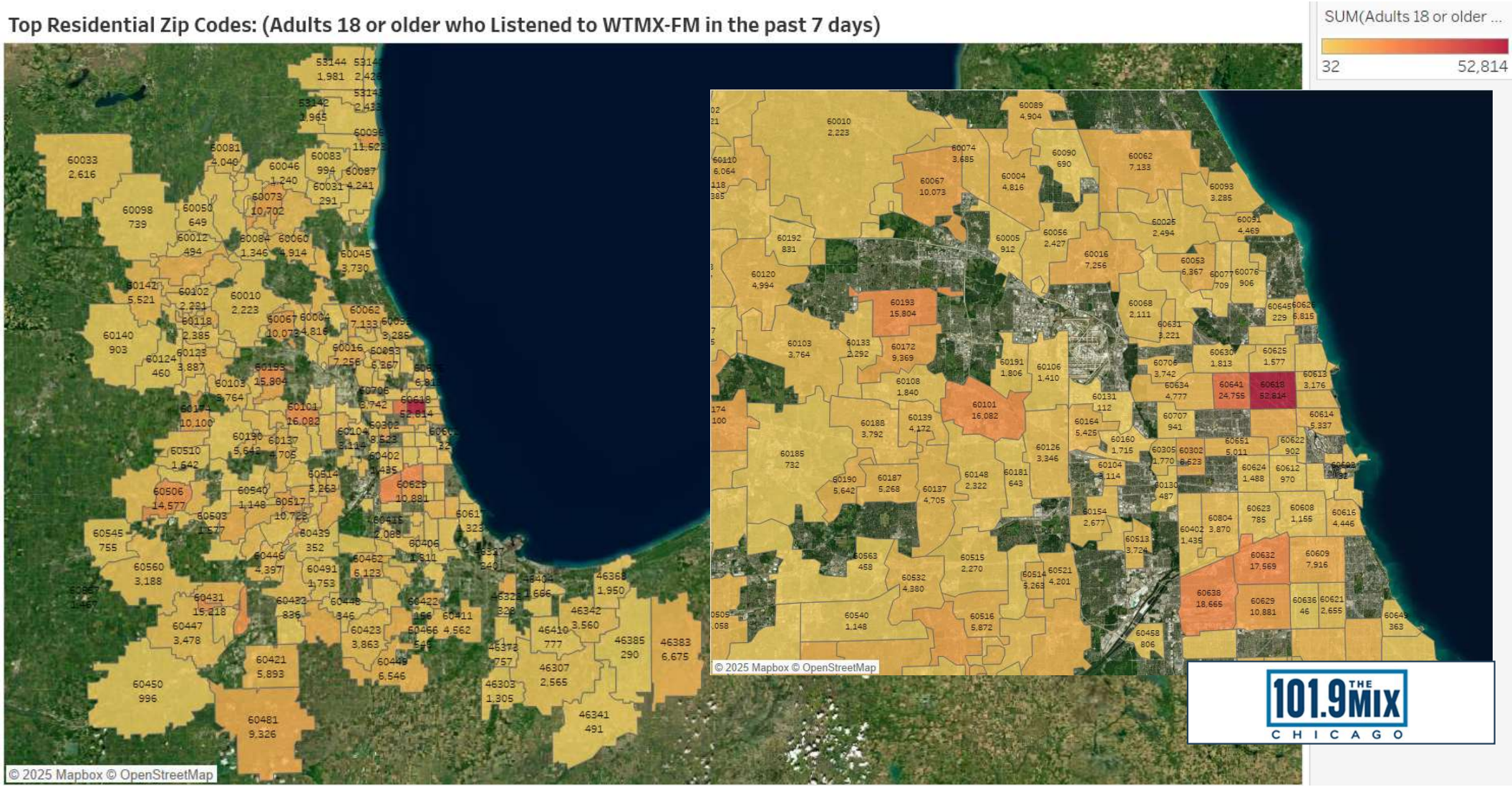


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Radio Stations: WTBC-FM

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

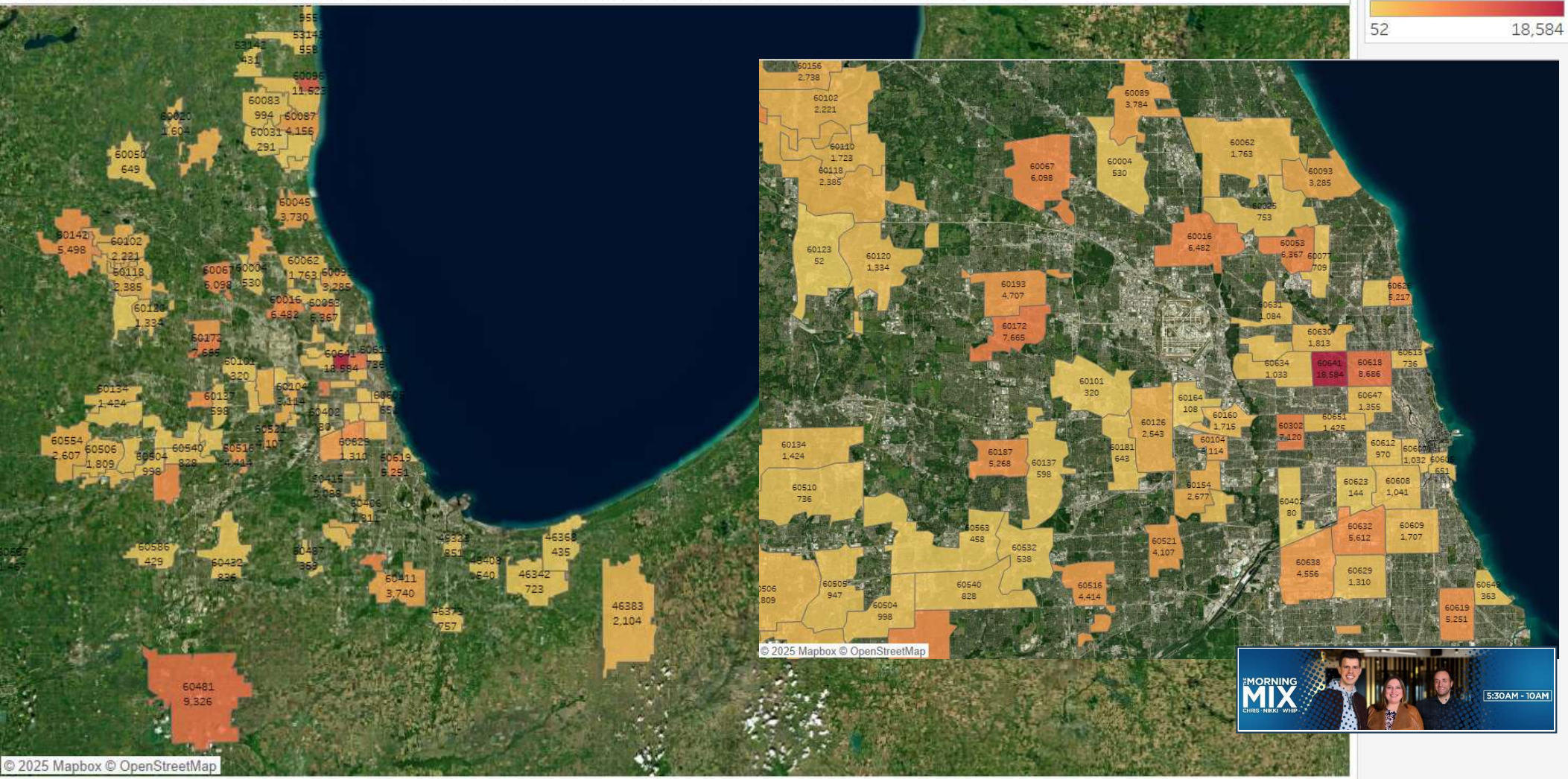


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Radio Stations: WTMX-FM

Top Residential Zip Codes: (Adults 18 or older who Listened to WTMX-FM M-F 6A-10A in the past 7 days)



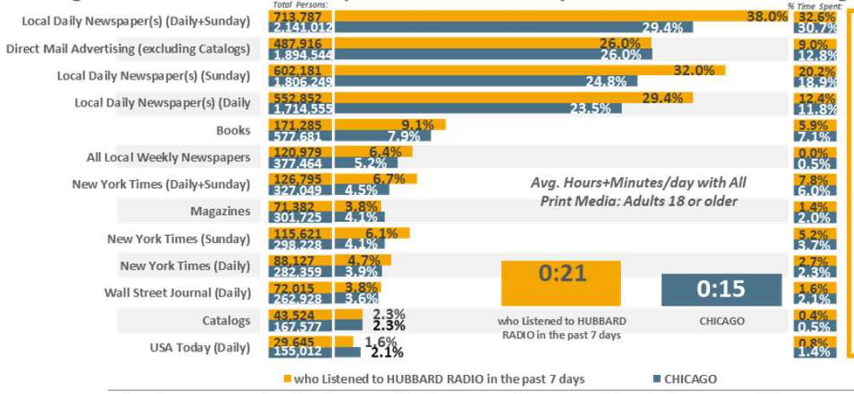
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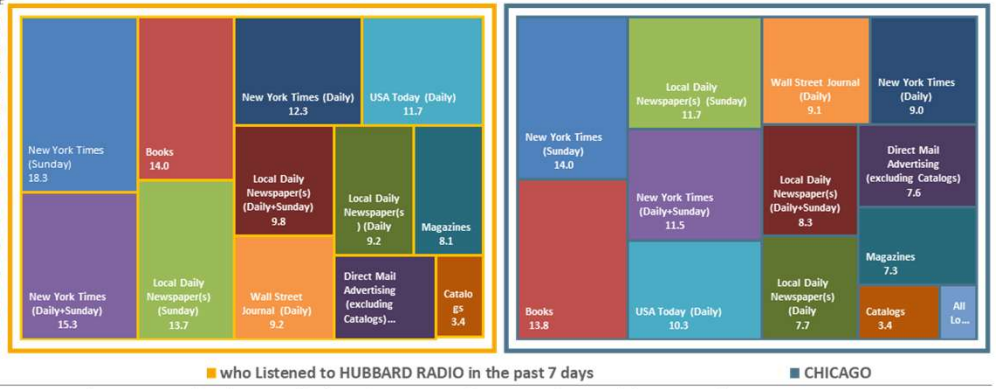
Radio Stations: WTMX-FM M-F 6A-10A

713,787 or 38.% of Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.8 minutes every day representing 34.6% of all time spent daily with All forms of Print Media.

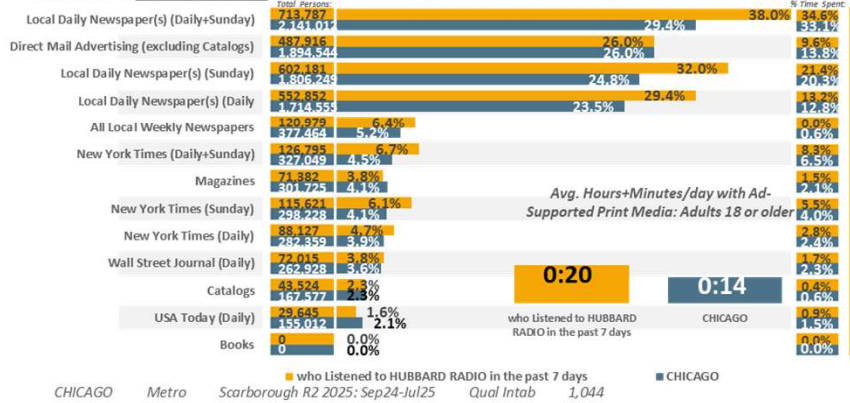
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



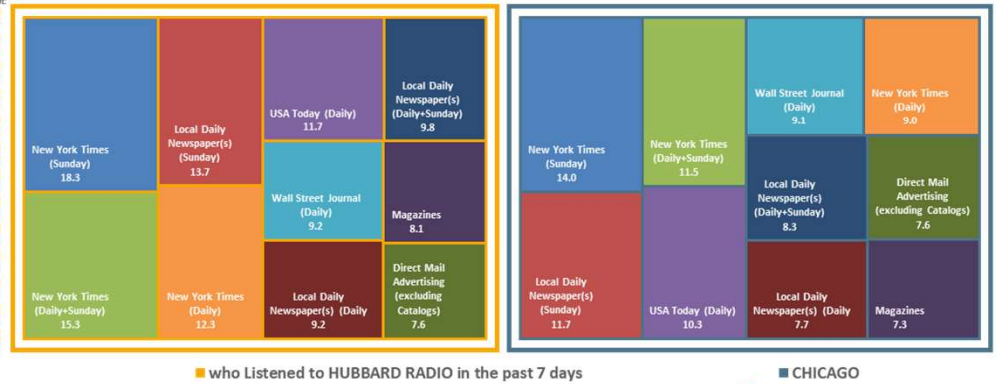
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 1,044

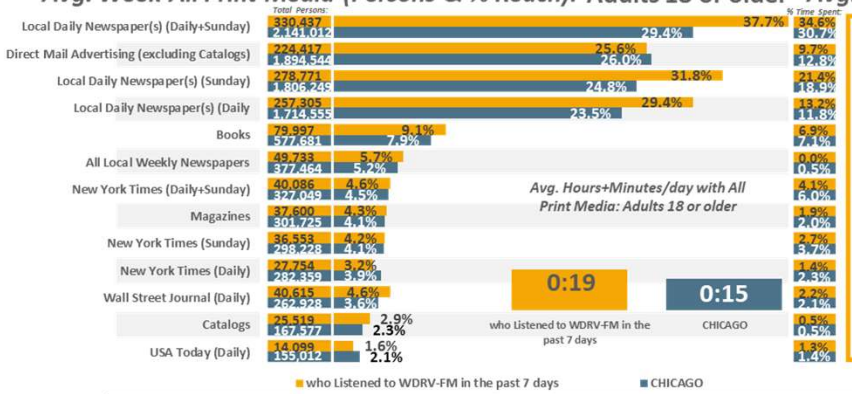
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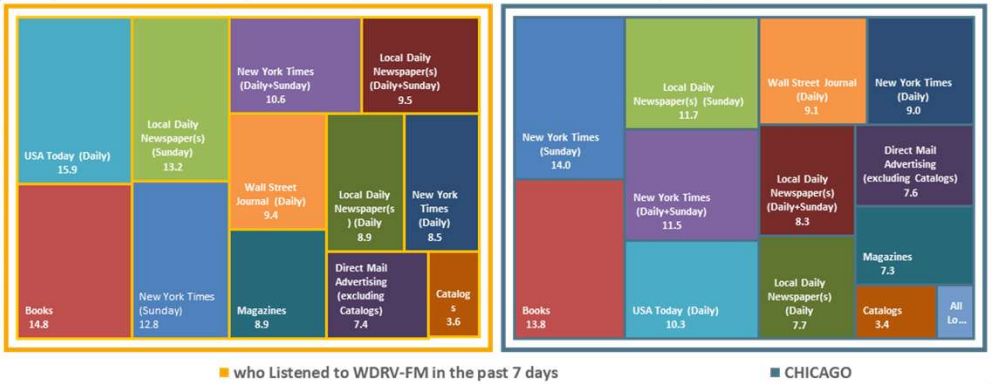
(Radio Stations: WDRV-FM OR Radio Stations: WTBC-FM OR Radio Stations: WTMX-FM)

330,437 or 37.7% of Adults 18 or older who Listened to WDRV-FM in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.5 minutes every day representing 37.2% of all time spent daily with All forms of Print Media.

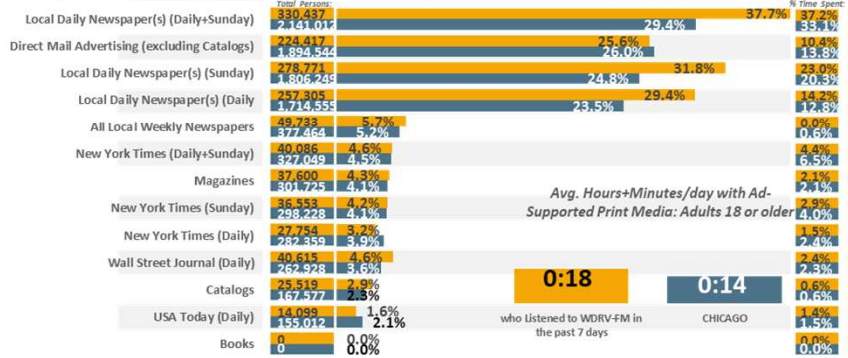
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



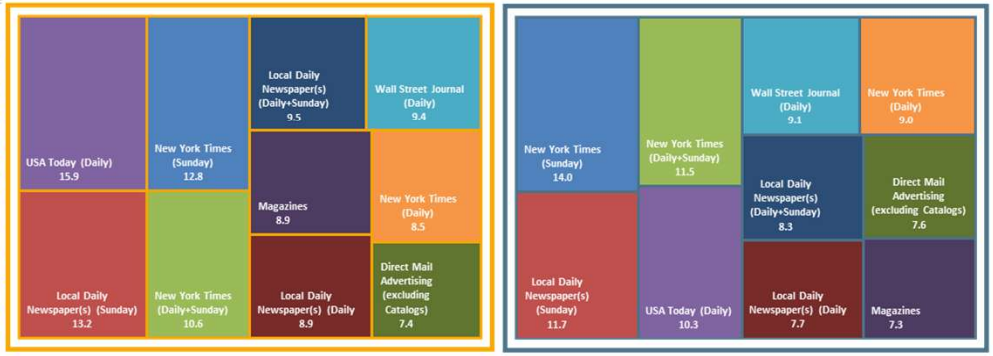
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 466

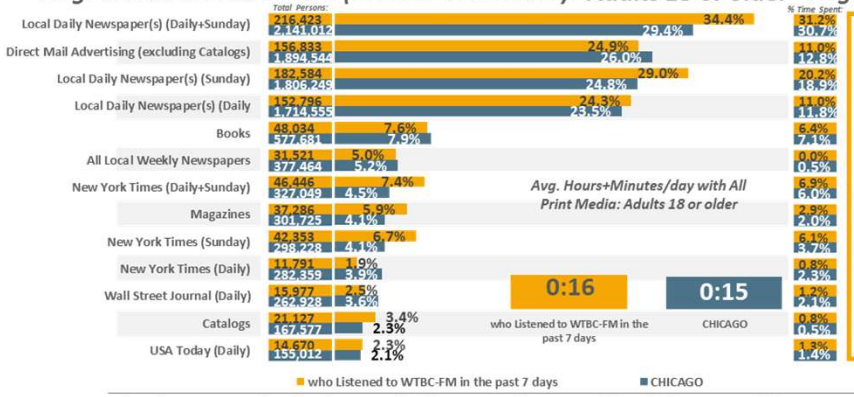
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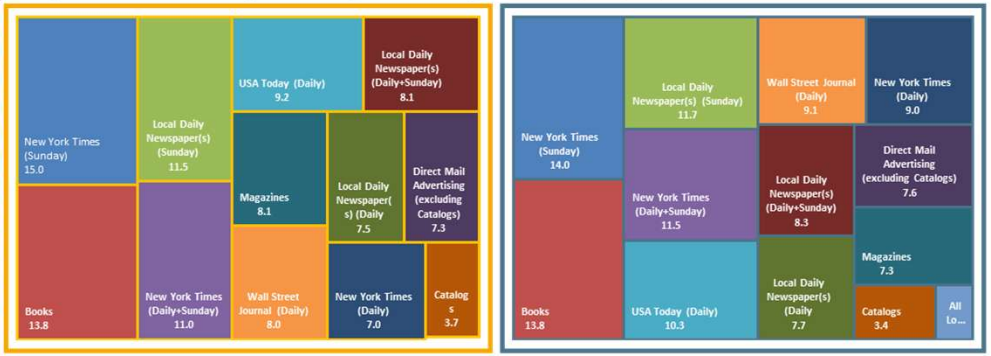
Radio Stations: WDRV-FM

216,423 or 34.4% of Adults 18 or older who Listened to WTBC-FM in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.1 minutes every day representing 33.4% of all time spent daily with All forms of Print Media.

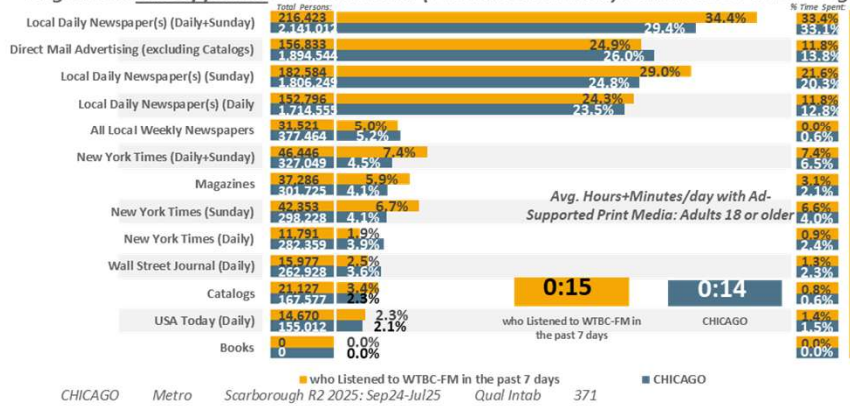
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



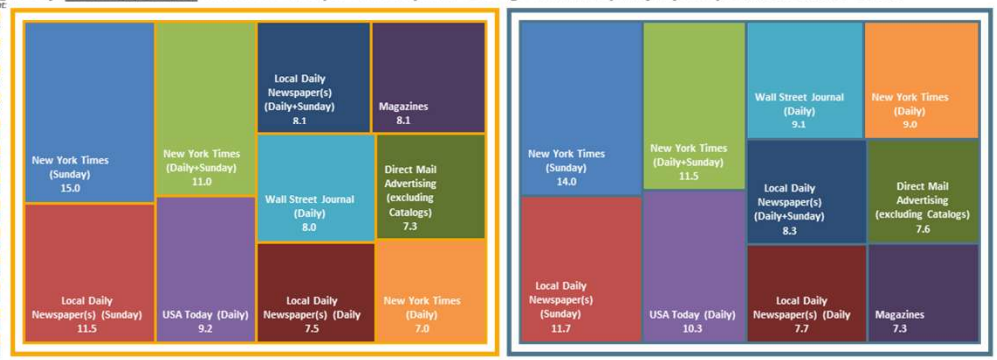
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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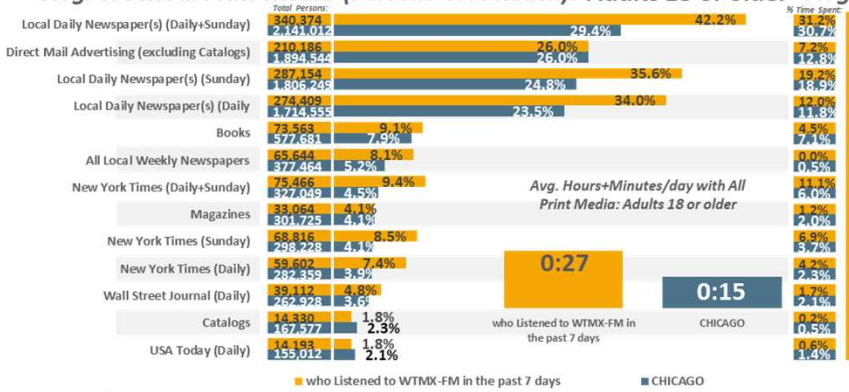
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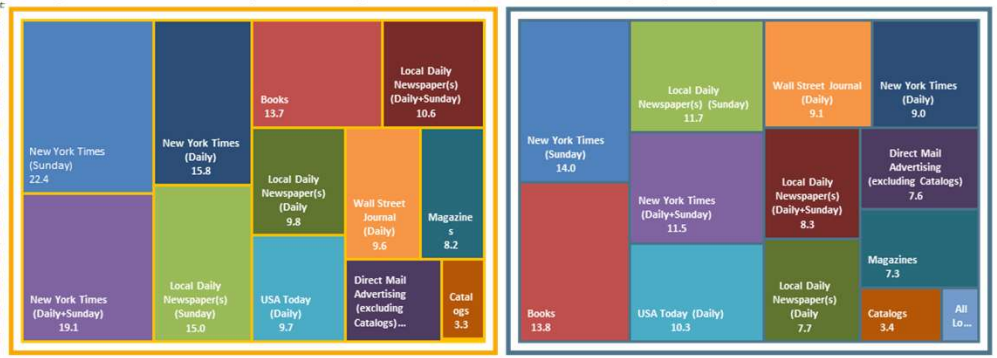
Radio Stations: WTBC-FM

340,374 or 42.2% of Adults 18 or older who Listened to WTMX-FM in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.6 minutes every day representing 32.7% of all time spent daily with All forms of Print Media.

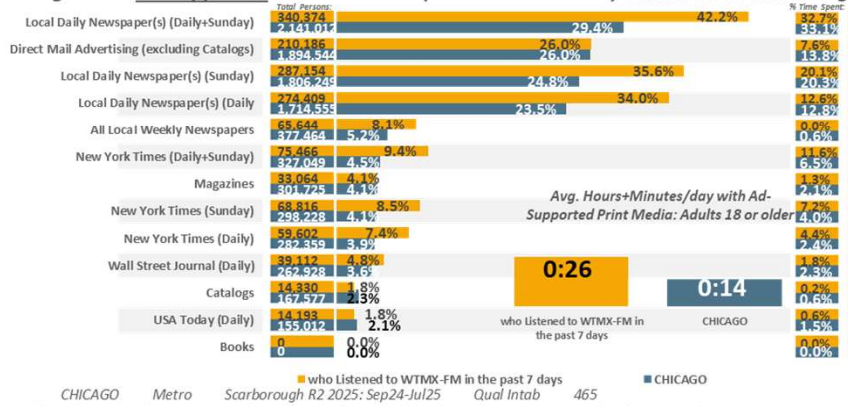
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



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



CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 465

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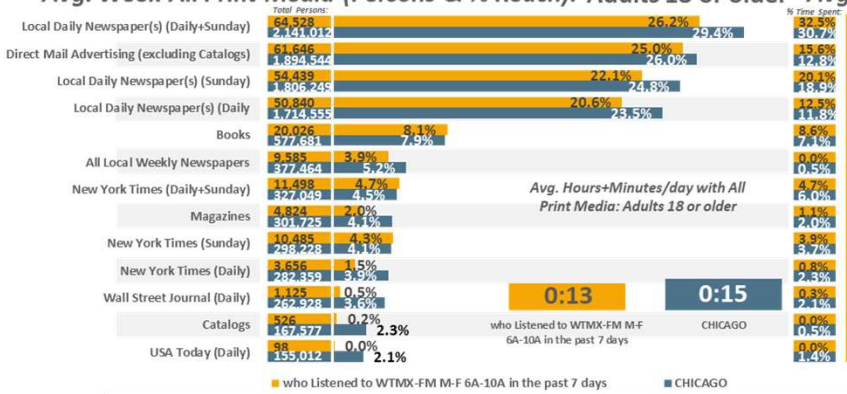
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Radio Stations: WTMX-FM

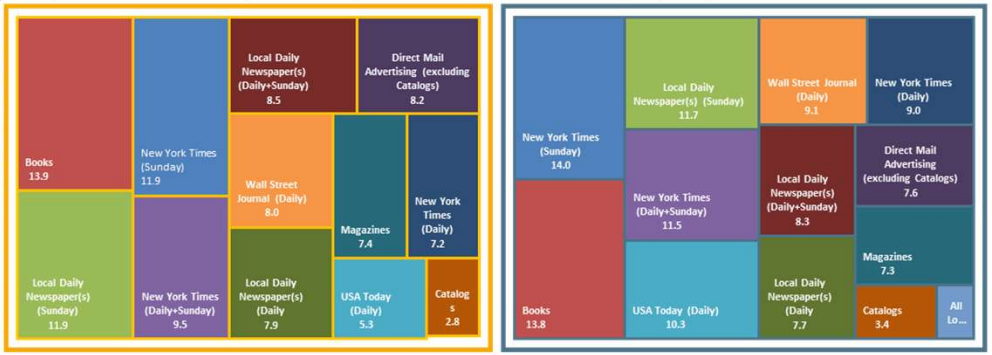


64,528 or 26.2% of Adults 18 or older who Listened to WTMX-FM M-F 6A-10A in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.5 minutes every day representing 35.6% of all time spent daily with All forms of Print Media.

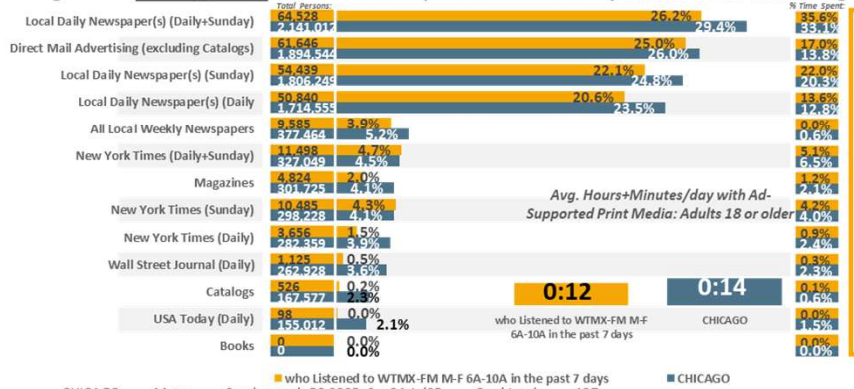
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



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



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



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



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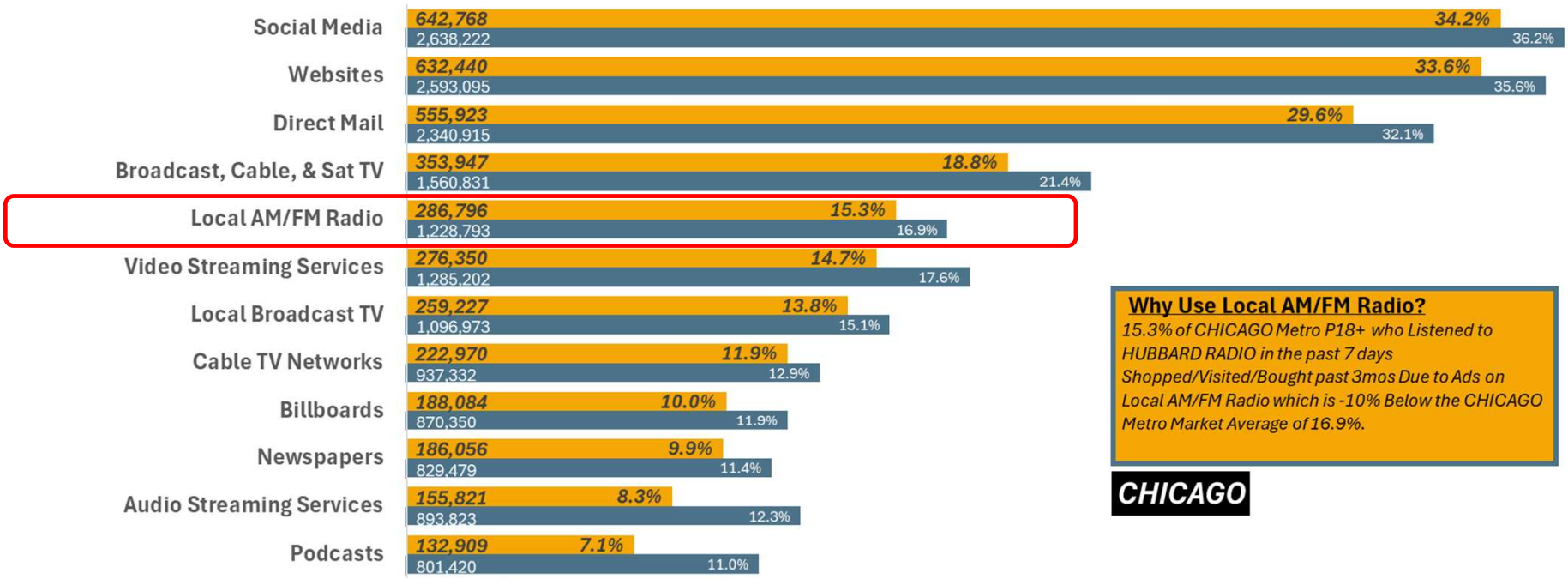
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Radio Stations: WTMX-FM M-F 6A-10A

HUBBARD RADIO

"Advertising Actions"

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



Why Use Local AM/FM Radio?

15.3% of CHICAGO Metro P18+ who Listened to HUBBARD RADIO in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -10% Below the CHICAGO Metro Market Average of 16.9%.

CHICAGO

CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab: 1044

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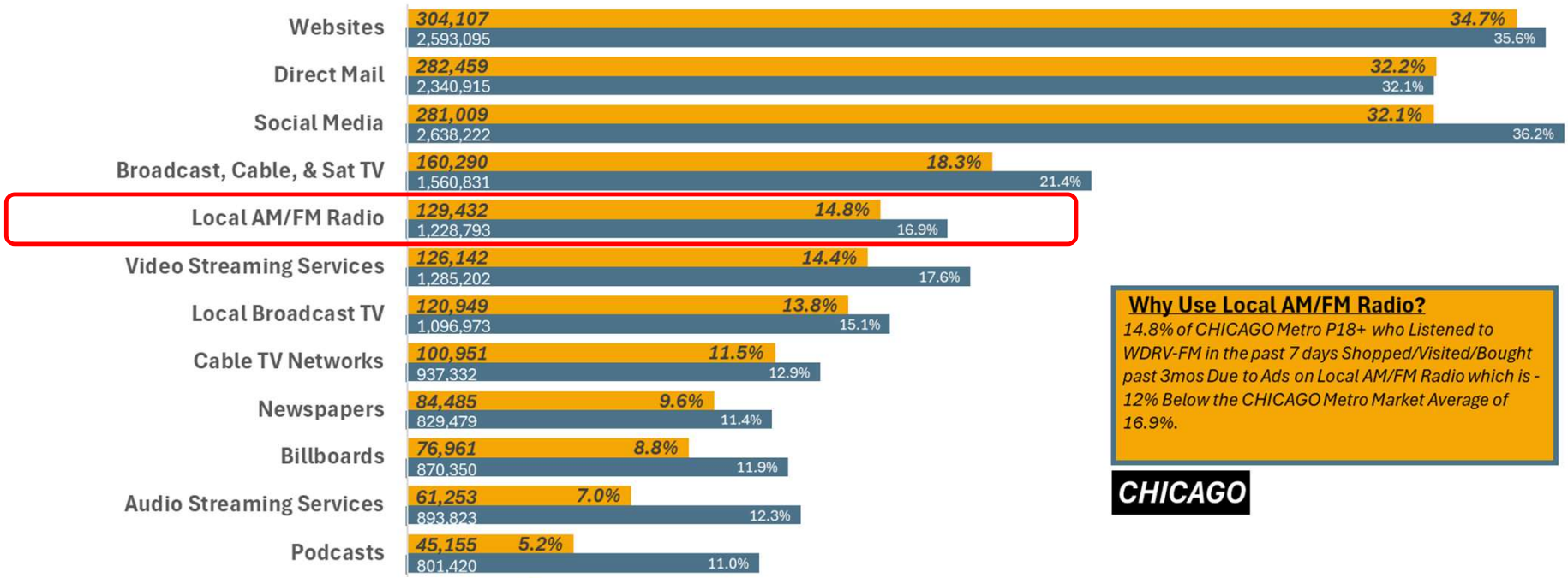
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(Radio Stations: WDRV-FM OR Radio Stations: WTBC-FM OR Radio Stations: WTMX-FM)

the Drive 97.1 FM
CHICAGO'S CLASSIC ROCK

"Advertising Actions"

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



Why Use Local AM/FM Radio?

14.8% of CHICAGO Metro P18+ who Listened to WDRV-FM in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -12% Below the CHICAGO Metro Market Average of 16.9%.

CHICAGO

CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab: 466

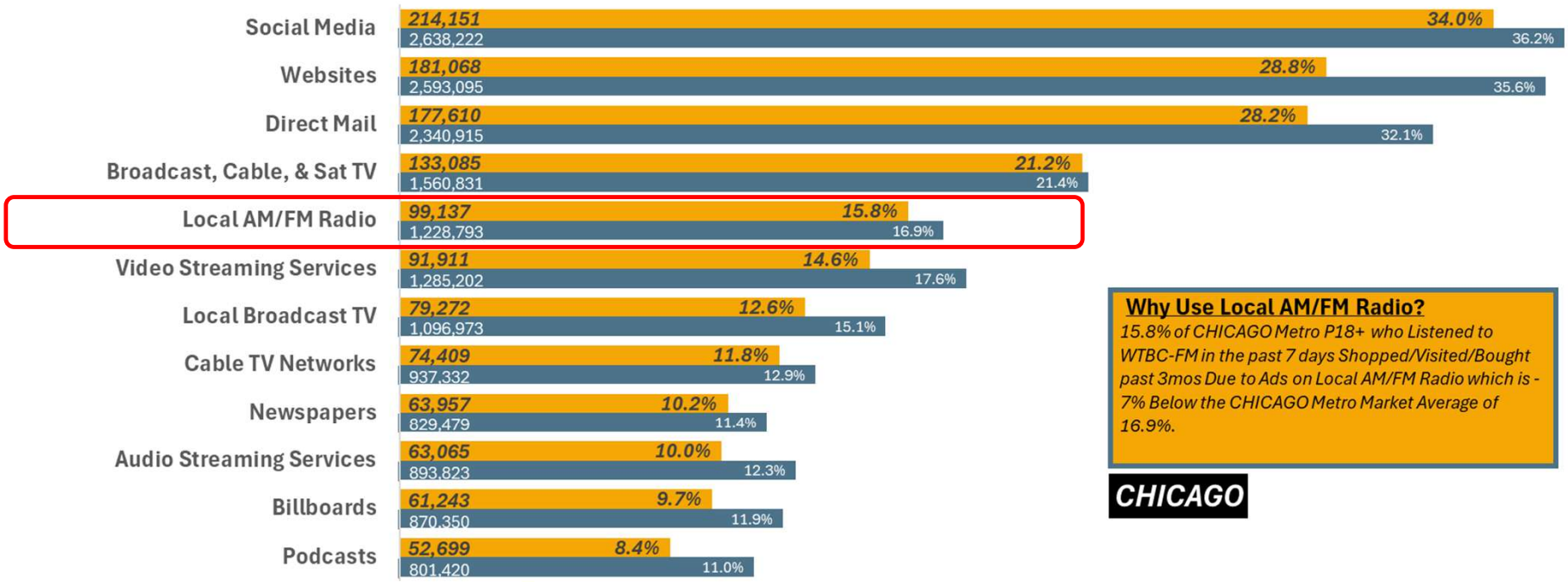
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Radio Stations: WDRV-FM

"Advertising Actions"

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



Why Use Local AM/FM Radio?

15.8% of CHICAGO Metro P18+ who Listened to WTBC-FM in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -7% Below the CHICAGO Metro Market Average of 16.9%.

CHICAGO

CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab: 371

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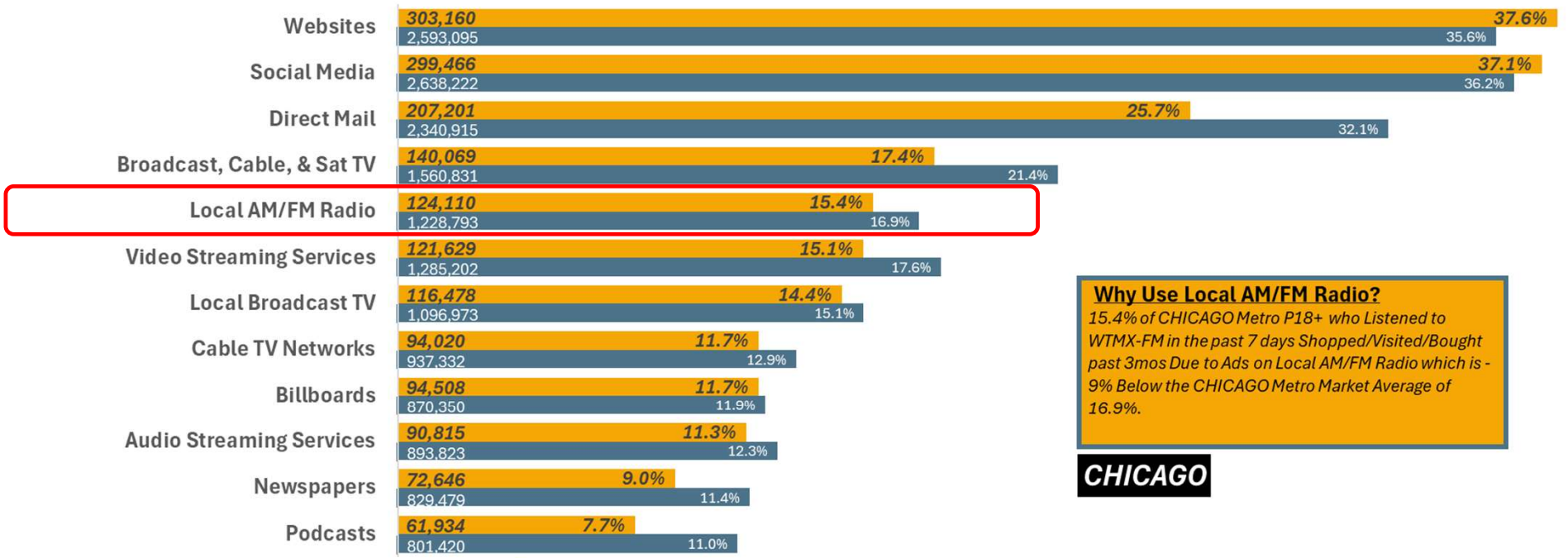
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Radio Stations: WTBC-FM

101.9 THE MIX CHICAGO

"Advertising Actions"

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



Why Use Local AM/FM Radio?

15.4% of CHICAGO Metro P18+ who Listened to WTMX-FM in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -9% Below the CHICAGO Metro Market Average of 16.9%.

CHICAGO

CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab: 465

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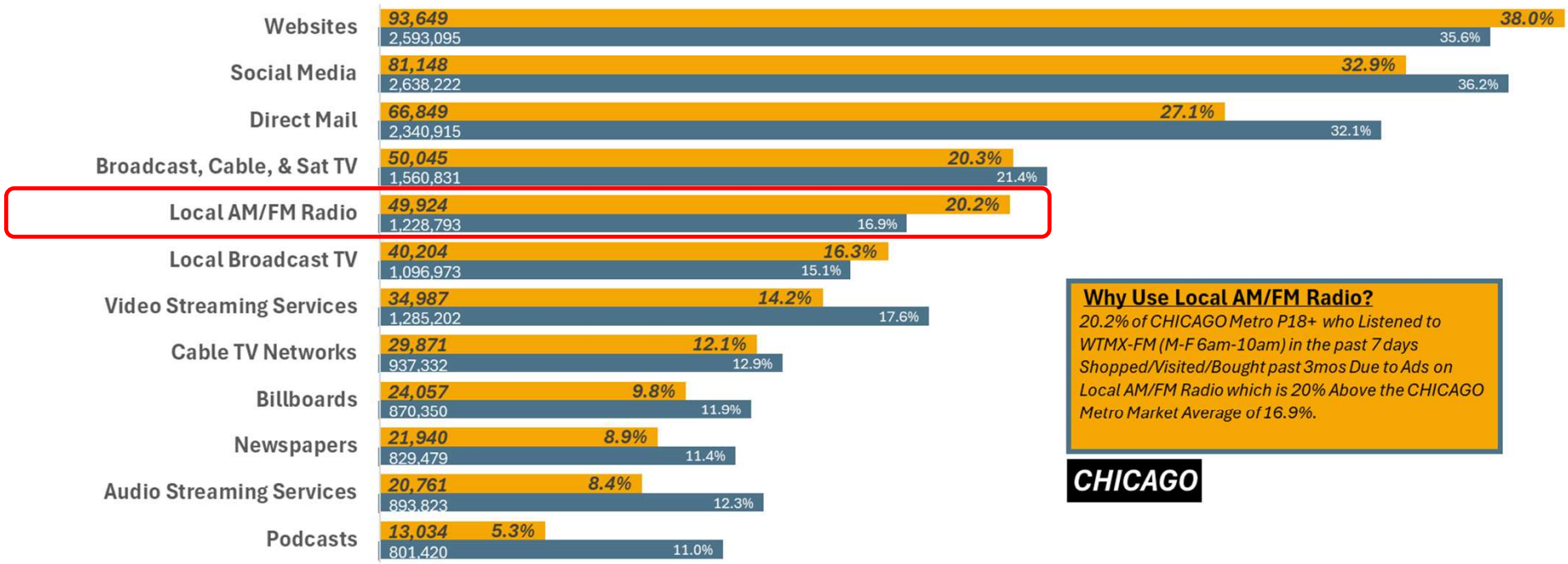
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Radio Stations: WTMX-FM



"Advertising Actions"

P18+ who Listened to WTMX-FM (M-F 6am-10am) in the past 7 days (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

20.2% of CHICAGO Metro P18+ who Listened to WTMX-FM (M-F 6am-10am) in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 20% Above the CHICAGO Metro Market Average of 16.9%.

CHICAGO

CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab: 137

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Radio Stations: WTMX-FM M-F 6A-10A