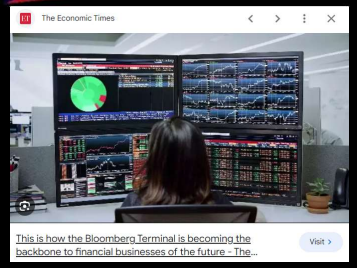
CINCINNATI, OH, Metro – 5 P18+ Profiles of CUMULUS RADIO Listeners!

Brand New Data as of August 31, 2024!

Complete Demographic & Media Use Profiles











Metro

P18+

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

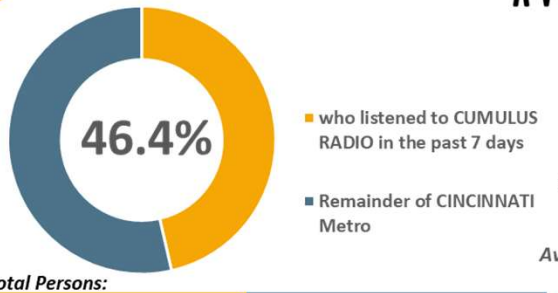
#33

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

HUBBARD BROADCASTING INC. HB INC.

46.4% or 808,696 of CINCINNATI Metro Adults 18 or older listened to CUMULUS RADIO in the past 7 days. Typical Adults 18 or older who listened to CUMULUS RADIO in the past 7 days are 49.1 years old (1.% older than average) and have a $97,869 (.5% higher than average) annual household income.

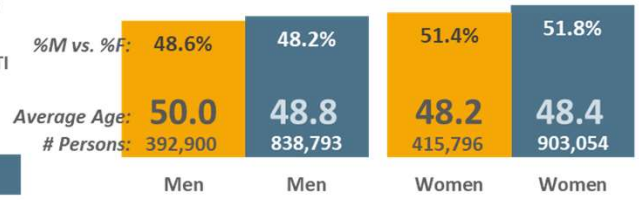
Percent of Market: Adults 18 or older



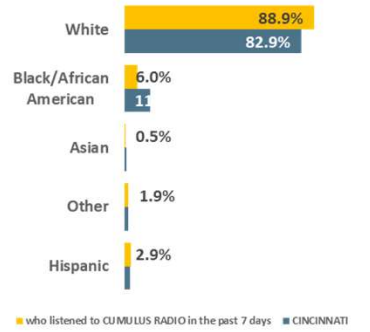
Total Persons:

808,696	933,151

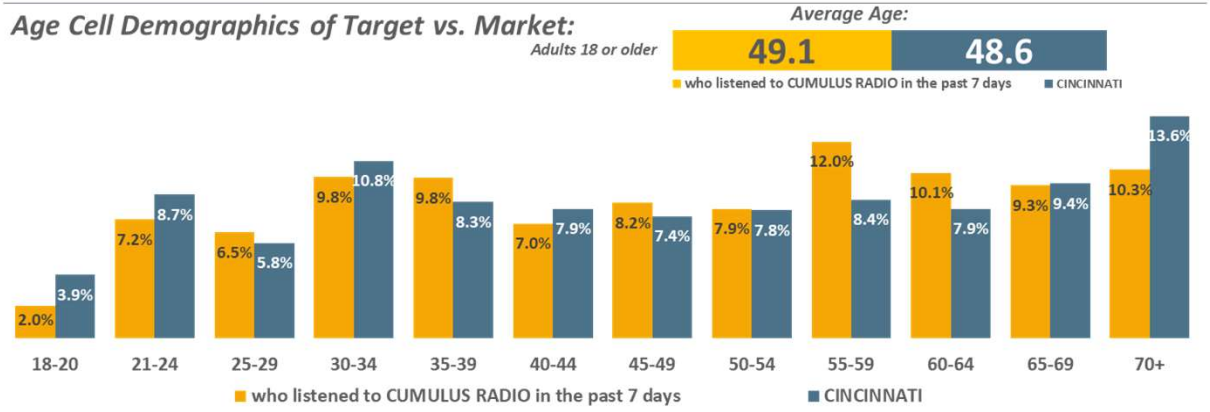
Gender of Target vs. Market: Adults 18 or older



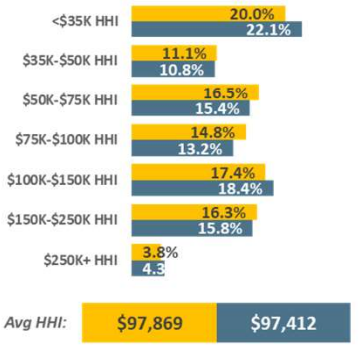
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



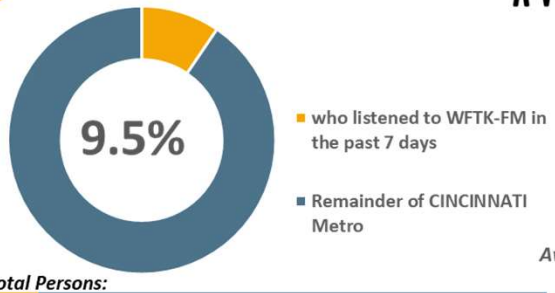
CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 830

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

9.5% or 165,339 of CINCINNATI Metro Adults 18 or older listened to WFTK-FM in the past 7 days.
Typical Adults 18 or older who listened to WFTK-FM in the past 7 days are 44.5 years old (8.4% younger than average) and have a $93,809 (3.7% lower than average) annual household income.

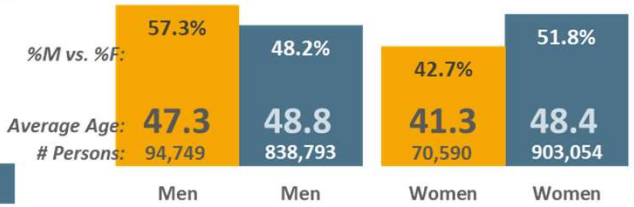
Percent of Market: Adults 18 or older



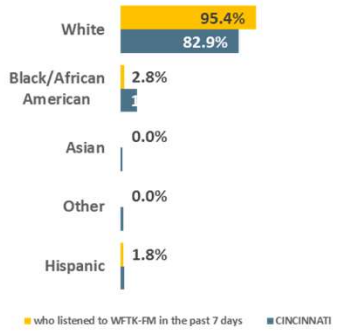
Total Persons:



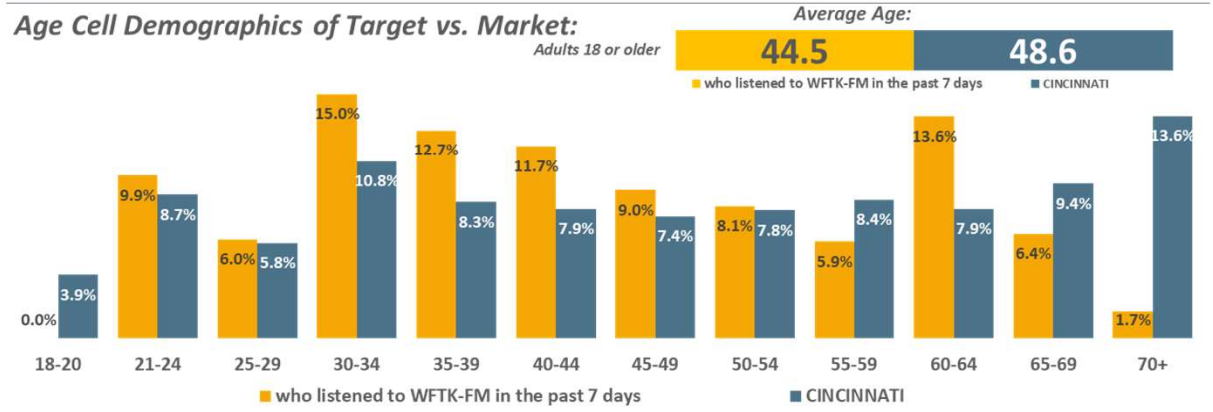
Gender of Target vs. Market: Adults 18 or older



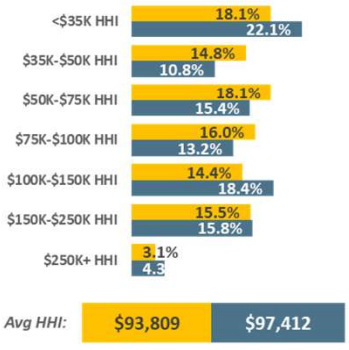
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



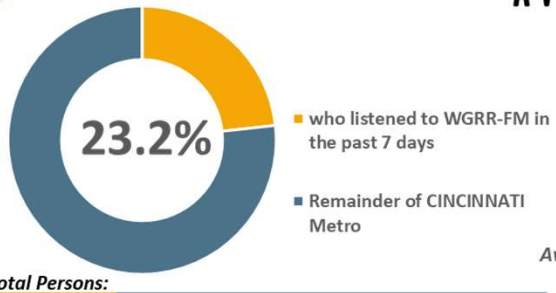
CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 143

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103.5 WGRR cincinnati's greatest hits

23.2% or 404,886 of CINCINNATI Metro Adults 18 or older listened to WGRR-FM in the past 7 days. Typical Adults 18 or older who listened to WGRR-FM in the past 7 days are 51.9 years old (6.8% older than average) and have a $92,716 (4.8% lower than average) annual household income.

Percent of Market: Adults 18 or older



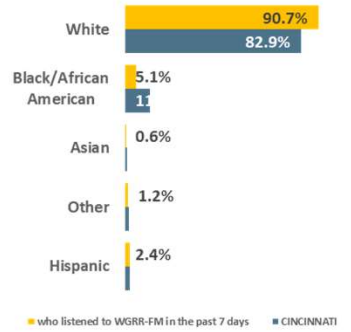
Total Persons:

404,886	1,336,961

Gender of Target vs. Market: Adults 18 or older

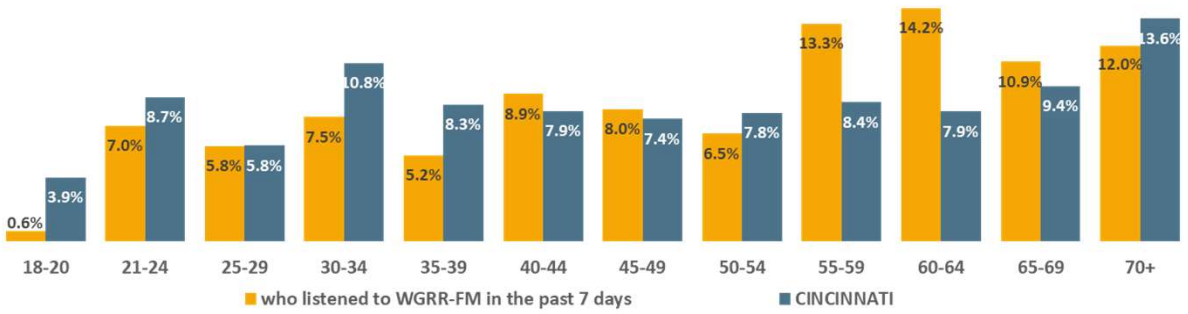
	Men	Men	Women	Women
%M vs. %F:	49.9%	48.2%	50.1%	51.8%
Average Age:	52.0	48.8	51.7	48.4
# Persons:	202,024	838,793	202,862	903,054

Ethnicity of Target vs. Market:

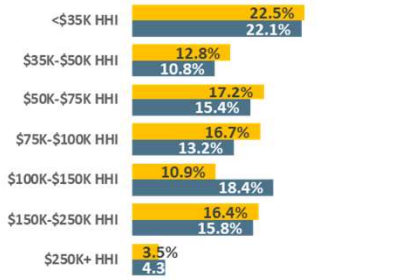


Age Cell Demographics of Target vs. Market:

Average Age:	who listened to WGRR-FM in the past 7 days	CINCINNATI
Adults 18 or older	51.9	48.6



HHI of Target vs. Market:



Avg HHI:	$92,716	$97,412

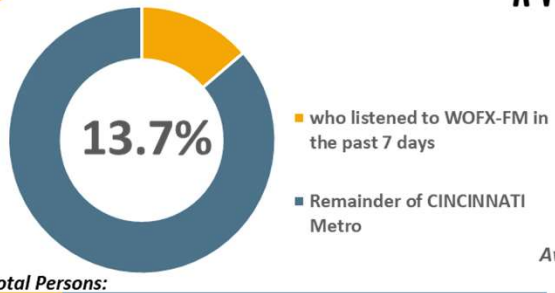
CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 424

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Radio Stations: WGRR-FM

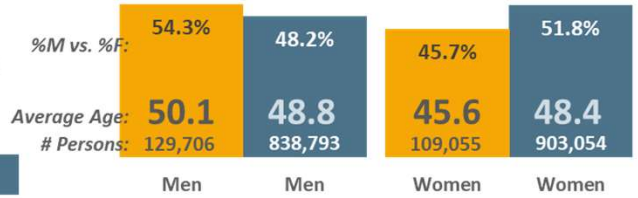
13.7% or 238,761 of CINCINNATI Metro Adults 18 or older listened to WOFX-FM in the past 7 days. Typical Adults 18 or older who listened to WOFX-FM in the past 7 days are 48.2 years old (.7% younger than average) and have a $107,506 (10.4% higher than average) annual household income.

Percent of Market: Adults 18 or older

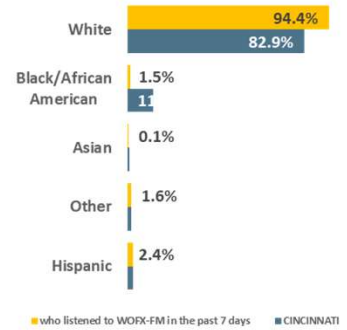


Total Persons:	who listened to WOFX-FM in the past 7 days	Remainder of CINCINNATI Metro
	238,761	1,503,086

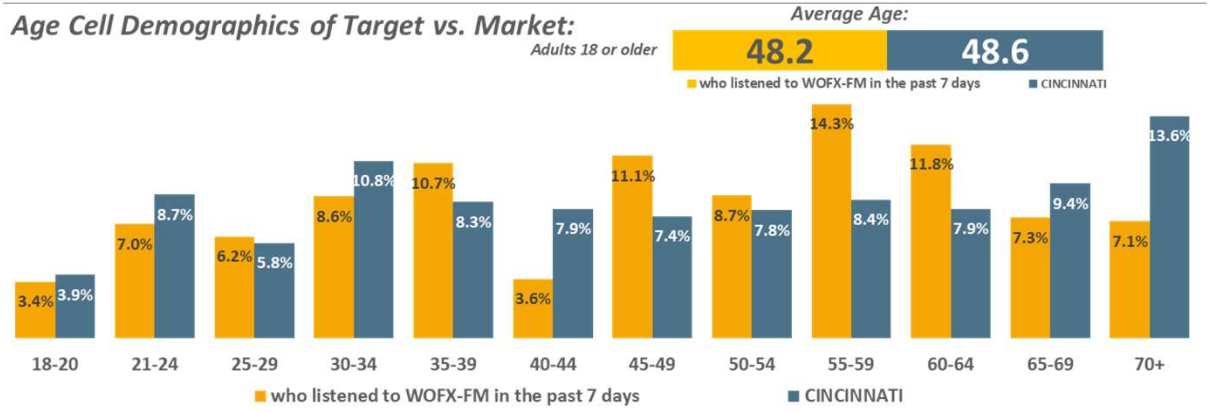
Gender of Target vs. Market: Adults 18 or older



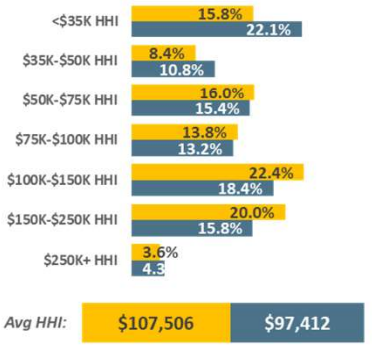
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI:	$107,506	$97,412

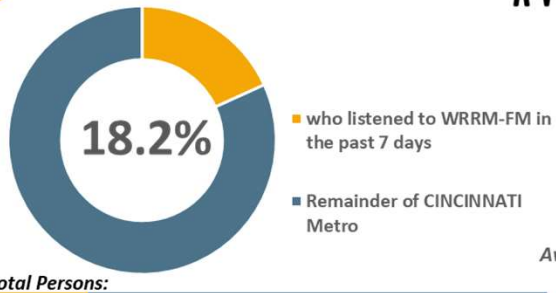
CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 245

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Warm98.5
80s. 90s. Now.

18.2% or 317,419 of CINCINNATI Metro Adults 18 or older listened to WRRM-FM in the past 7 days. Typical Adults 18 or older who listened to WRRM-FM in the past 7 days are 48.2 years old (.9% younger than average) and have a $104,137 (6.9% higher than average) annual household income.

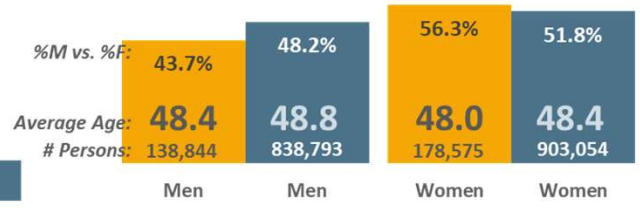
Percent of Market: Adults 18 or older



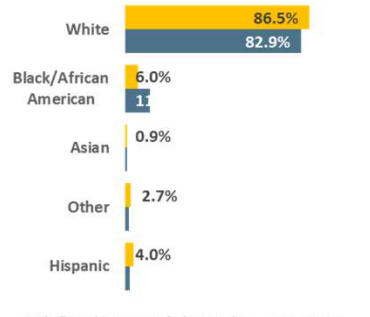
Total Persons:

317,419	1,424,428

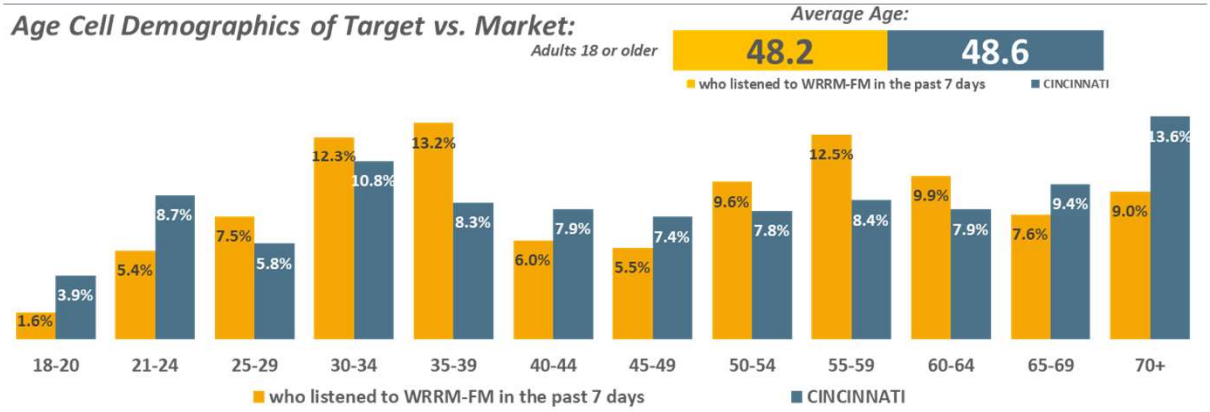
Gender of Target vs. Market: Adults 18 or older



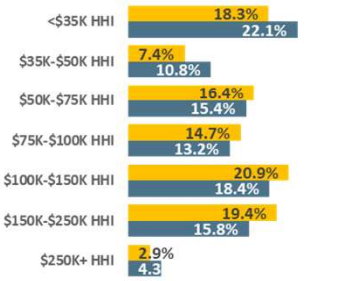
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



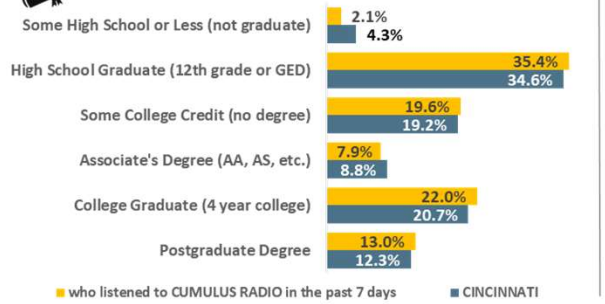
Avg HHI:	$104,137	$97,412

CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 307

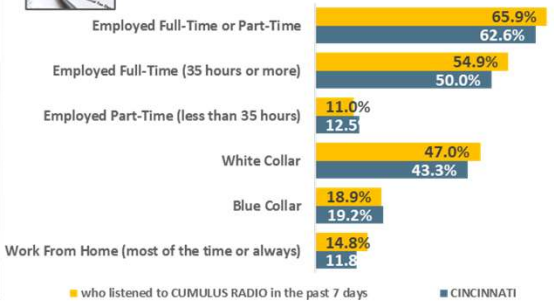
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46.4% or 808,696 of CINCINNATI Metro Adults 18 or older listened to CUMULUS RADIO in the past 7 days. Adults 18 or older who listened to CUMULUS RADIO in the past 7 days are 5.9% more likely to be a college graduate, 9.7% more likely to work full-time, 7.% more likely to be married, 9.8% more likely to be a parent of 1 or more children under 18.

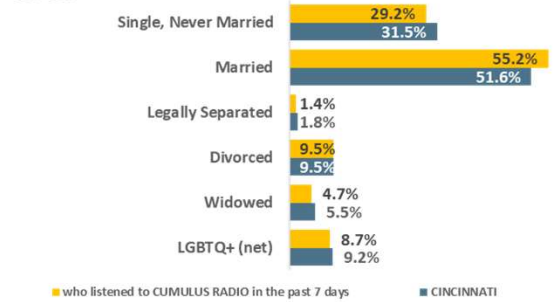
Education Levels: Adults 18 or older



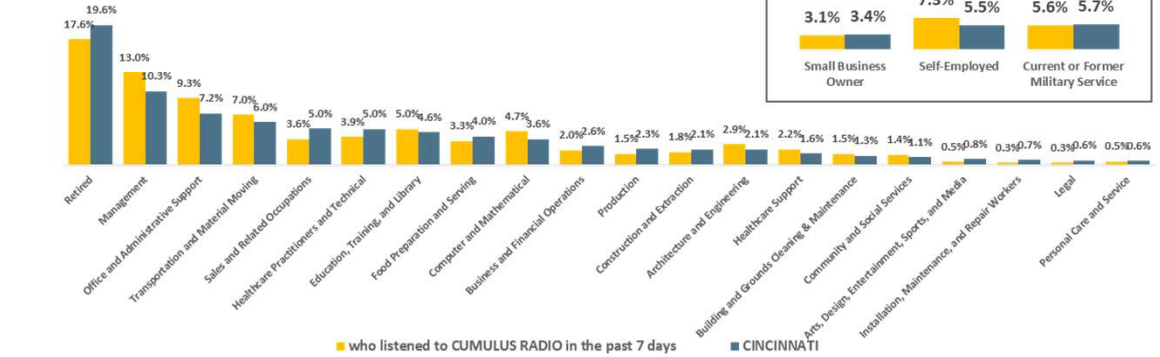
Employment: Adults 18 or older



Marital Status: Adults 18 or older

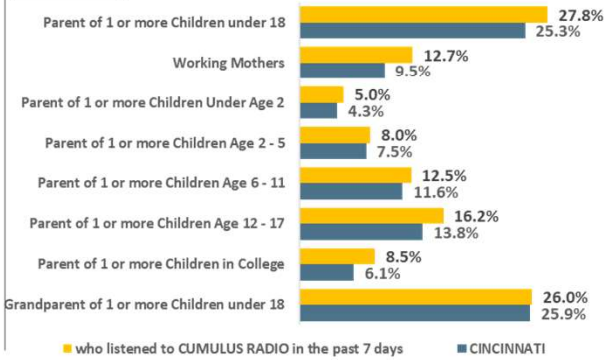


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



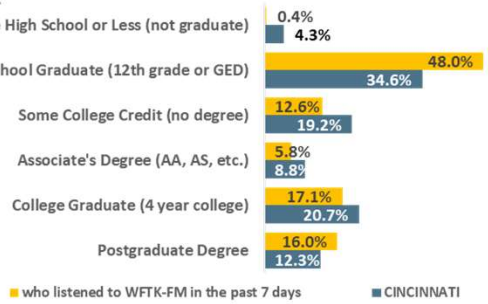
CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 830

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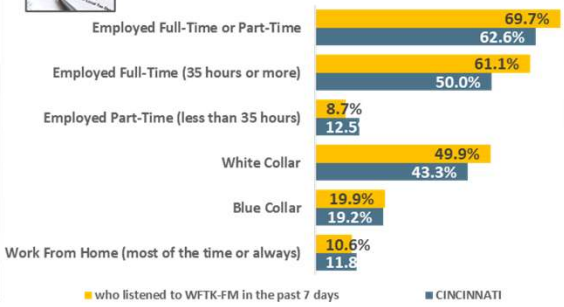
(Radio Stations: WFTK-FM OR Radio Stations: WGRR-FM OR Radio Stations: WNNF-FM OR Radio Stations: WOFX-FM OR Radio Stations: WRRM-FM)

9.5% or 165,339 of CINCINNATI Metro Adults 18 or older listened to WFTK-FM in the past 7 days. Adults 18 or older who listened to WFTK-FM in the past 7 days are .2% more likely to be a college graduate, 22.1% more likely to work full-time, .8% more likely to be married, 63.3% more likely to be a parent of 1 or more children under 18.

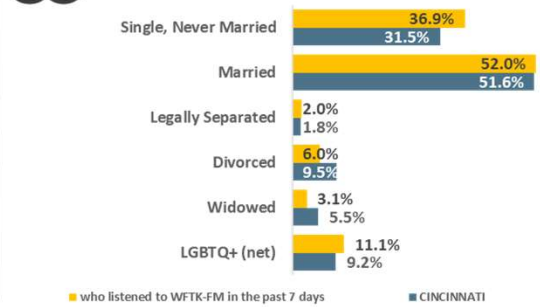
Education Levels: Adults 18 or older



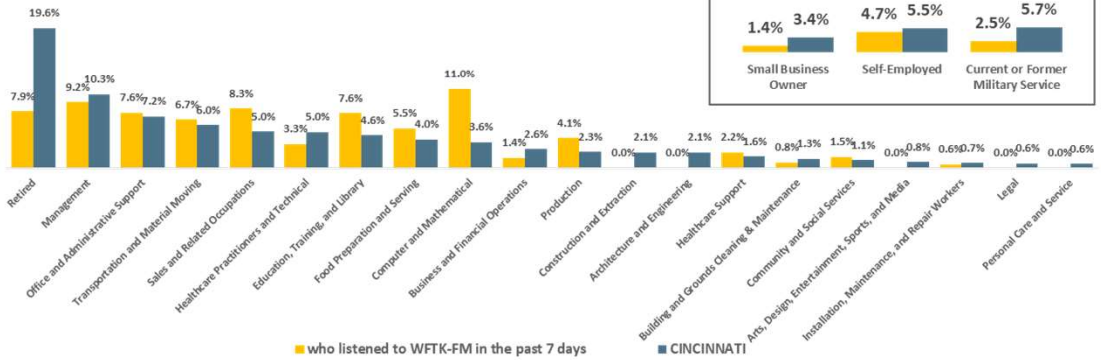
Employment: Adults 18 or older



Marital Status: Adults 18 or older

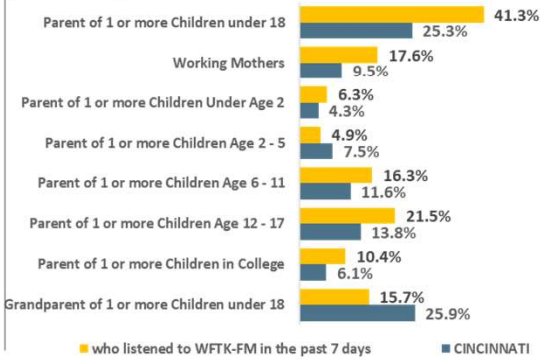


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older

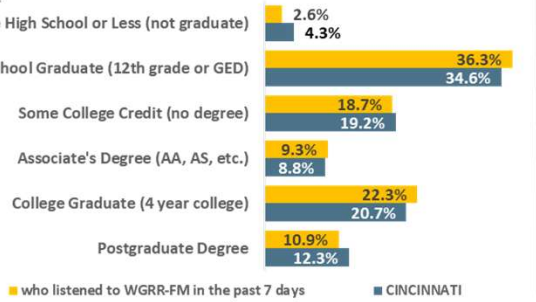


CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 143

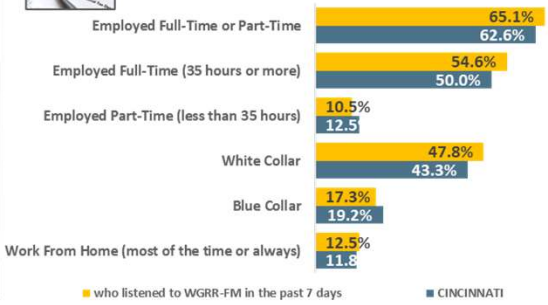
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23.2% or 404,886 of CINCINNATI Metro Adults 18 or older listened to WGRR-FM in the past 7 days. Adults 18 or older who listened to WGRR-FM in the past 7 days are .4% more likely to be a college graduate, 9.1% more likely to work full-time, 14.3% more likely to be married, .6% less likely to be a parent of 1 or more children under 18.

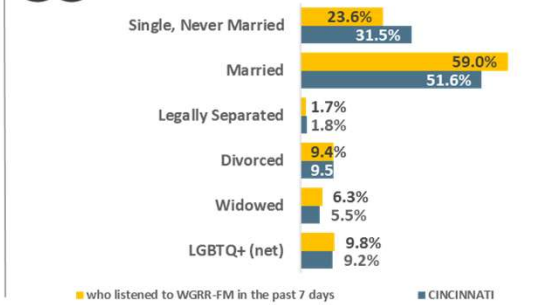
Education Levels: Adults 18 or older



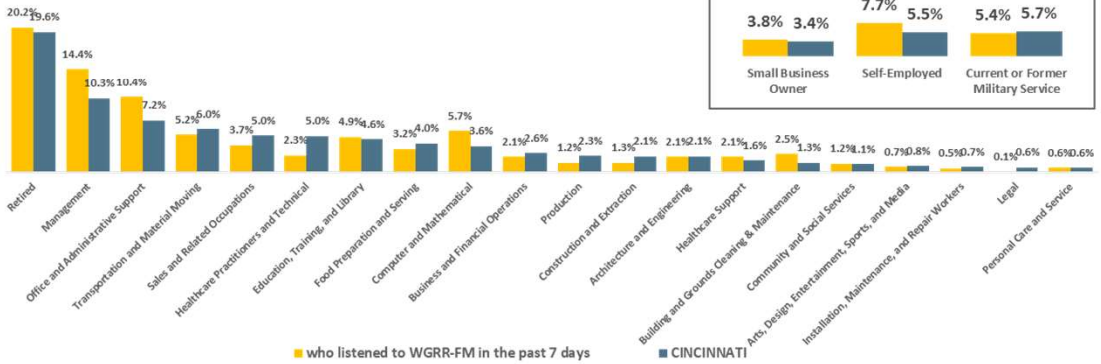
Employment: Adults 18 or older



Marital Status: Adults 18 or older

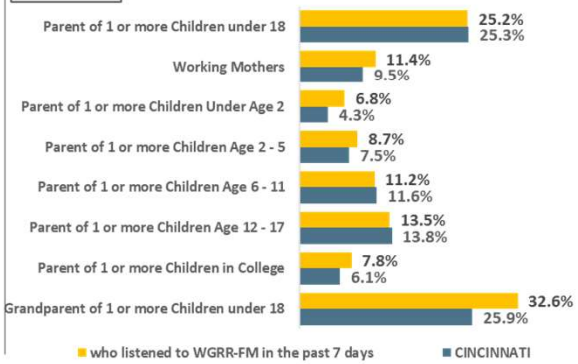


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



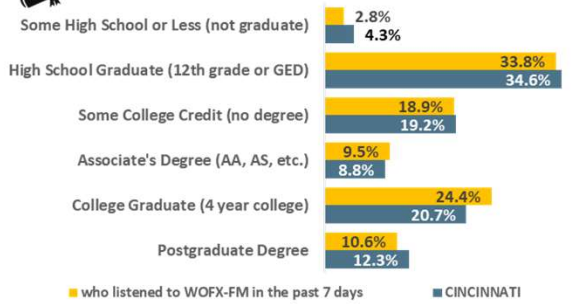
CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 424

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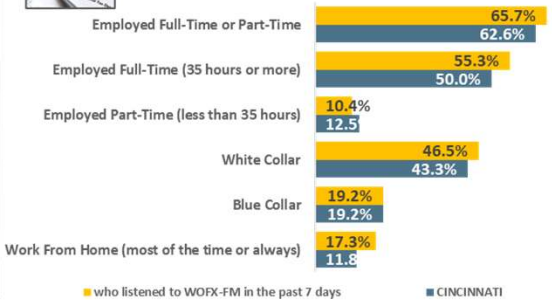
Radio Stations: WGRR-FM

13.7% or 238,761 of CINCINNATI Metro Adults 18 or older listened to WOFX-FM in the past 7 days. Adults 18 or older who listened to WOFX-FM in the past 7 days are 5.9% more likely to be a college graduate, 10.5% more likely to work full-time, 3.4% more likely to be married, 3.9% less likely to be a parent of 1 or more children under 18.

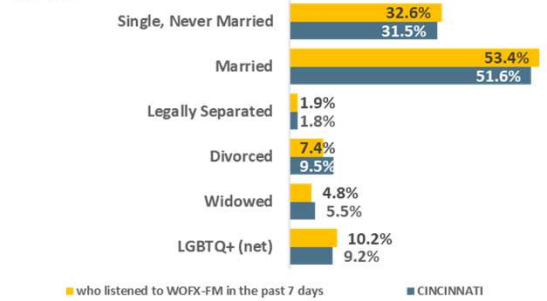
Education Levels: Adults 18 or older



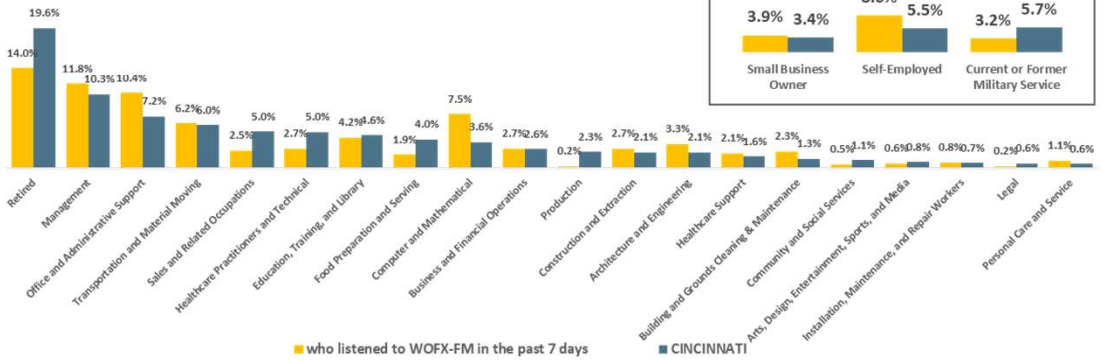
Employment: Adults 18 or older



Marital Status: Adults 18 or older

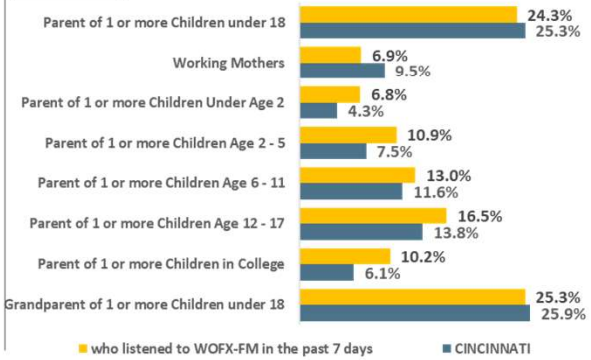


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 245

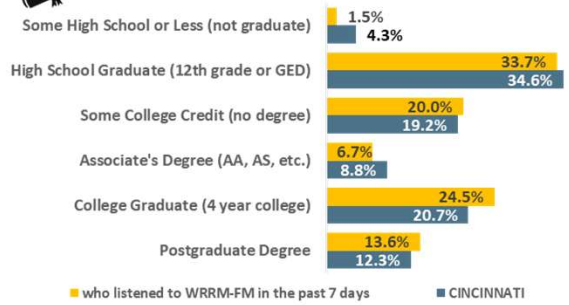
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Radio Stations: WOFX-FM

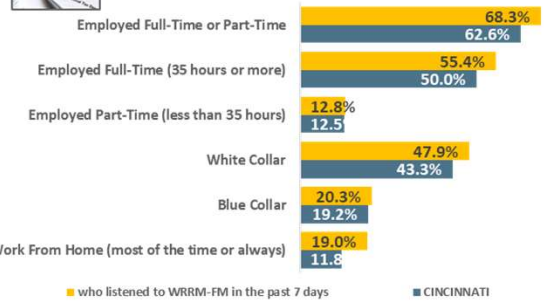
Warm98.5
80s. 90s. Now.

18.2% or 317,419 of CINCINNATI Metro Adults 18 or older listened to WRRM-FM in the past 7 days. Adults 18 or older who listened to WRRM-FM in the past 7 days are 15.3% more likely to be a college graduate, 10.8% more likely to work full-time, 11.9% more likely to be married, 25.9% more likely to be a parent of 1 or more children under 18.

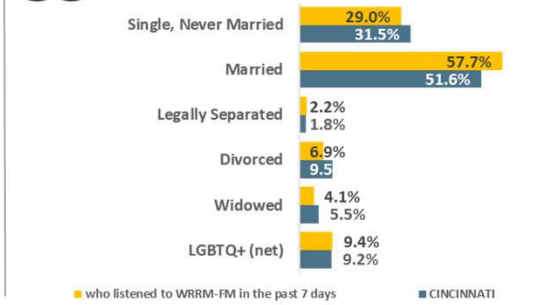
Education Levels: Adults 18 or older



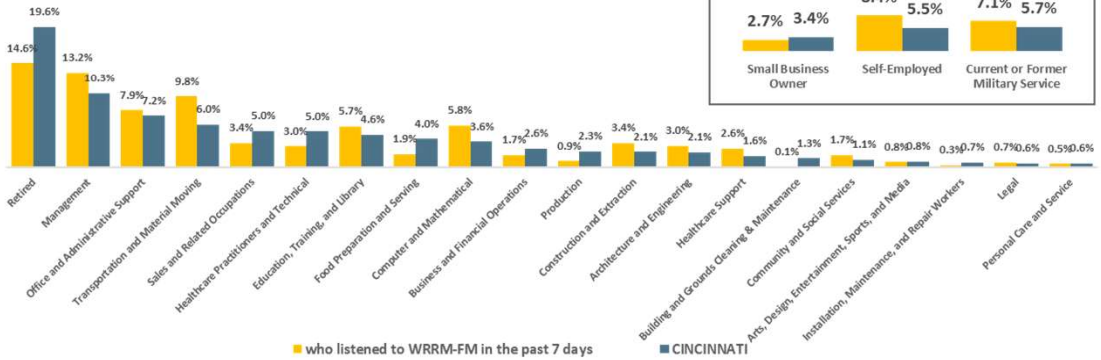
Employment: Adults 18 or older



Marital Status: Adults 18 or older

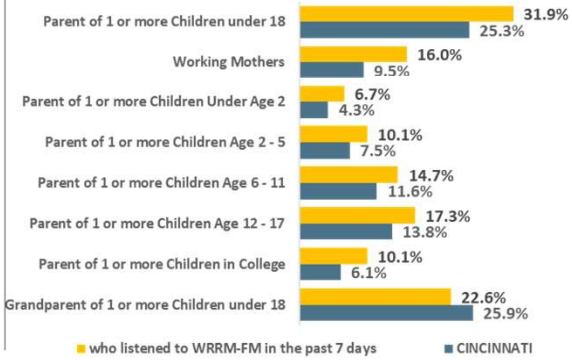


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



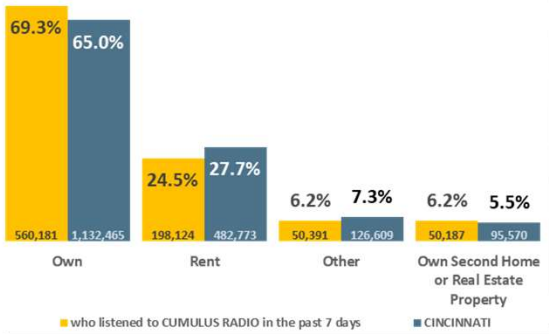
CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 307

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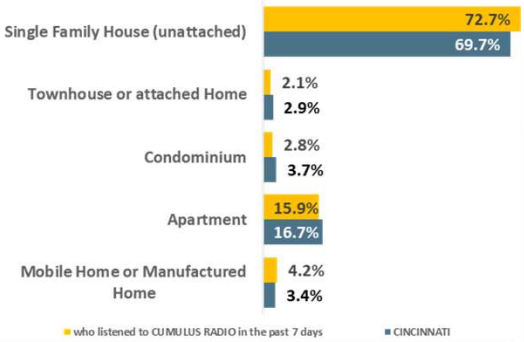
Radio Stations: WRRM-FM

46.4% or 808,696 of CINCINNATI Metro Adults 18 or older listened to CUMULUS RADIO in the past 7 days. Adults 18 or older who listened to CUMULUS RADIO in the past 7 days are 6.5% more likely to own their home, 2.6% more likely to own a lower valued home, 4.3% more likely to have a single-family home, 6.4% more likely to have a dog.

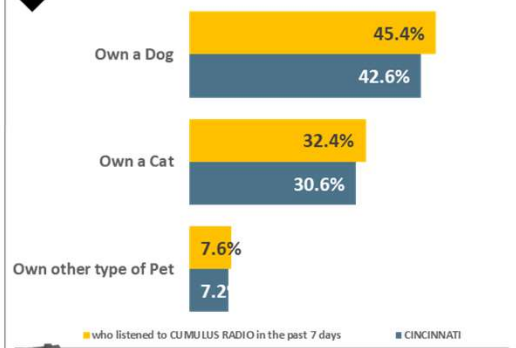
Own/Rent/Other: Adults 18 or older



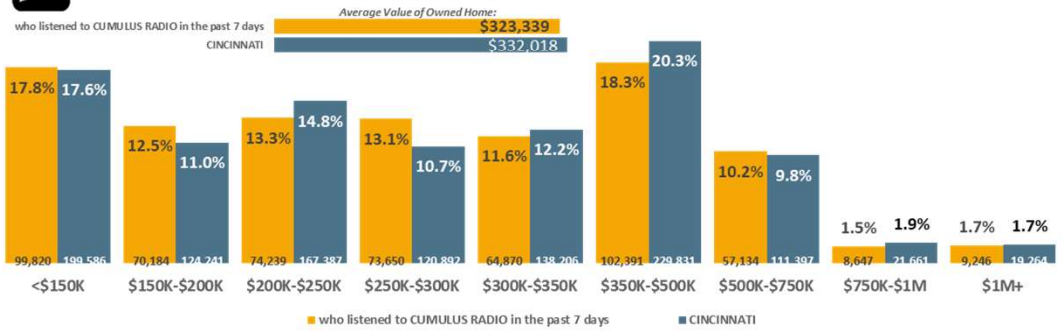
Type of Home: Adults 18 or older



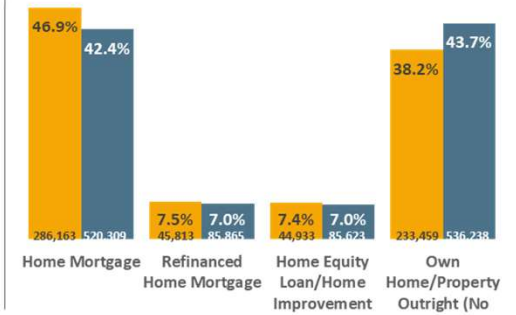
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



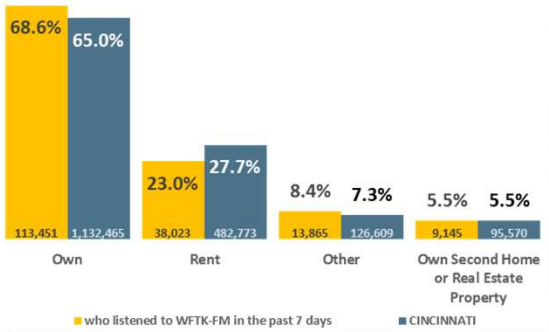
CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 830

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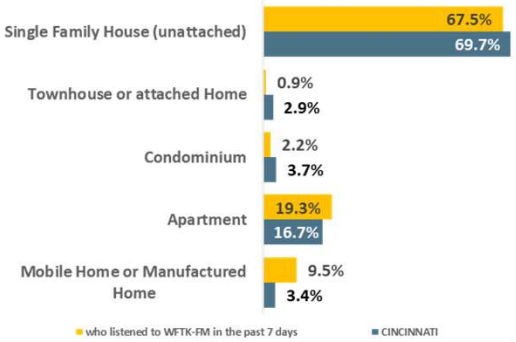
(Radio Stations: WFTK-FM OR Radio Stations: WGRR-FM OR Radio Stations: WNNF-FM OR Radio Stations: WOFX-FM OR Radio Stations: WRRM-FM)

9.5% or 165,339 of CINCINNATI Metro Adults 18 or older listened to WFTK-FM in the past 7 days.
Adults 18 or older who listened to WFTK-FM in the past 7 days are 5.5% more likely to own their home, 2.6% more likely to own a lower valued home, 3.2% less likely to have a single-family home, 21.6% more likely to have a dog.

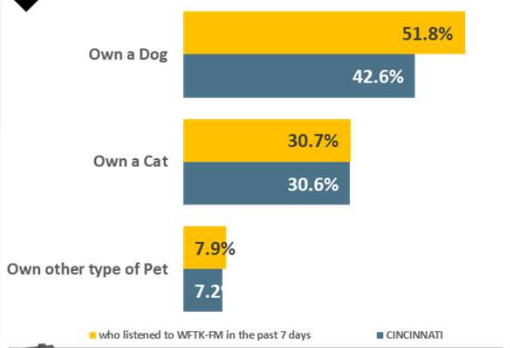
Own/Rent/Other: Adults 18 or older



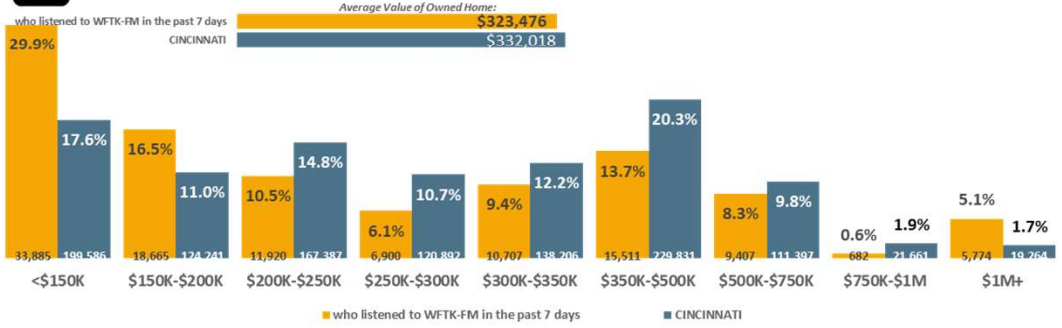
Type of Home: Adults 18 or older



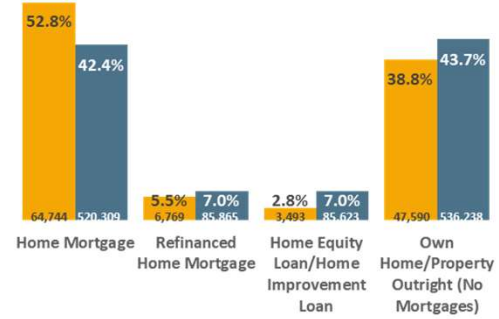
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



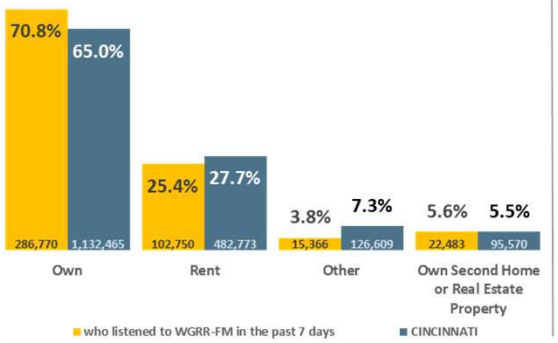
CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 143

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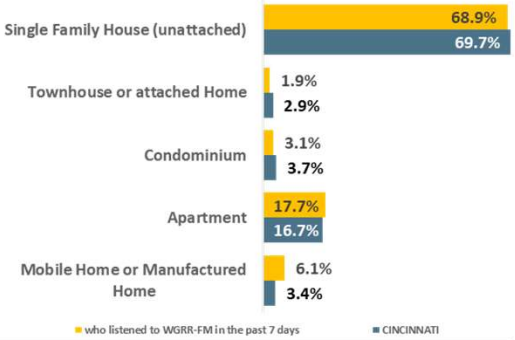
Radio Stations: WFTK-FM

23.2% or 404,886 of CINCINNATI Metro Adults 18 or older listened to WGRR-FM in the past 7 days.
Adults 18 or older who listened to WGRR-FM in the past 7 days are 8.9% more likely to own their home, 4.1% more likely to own a lower valued home, 1.2% less likely to have a single-family home, 6.1% less likely to have a dog.

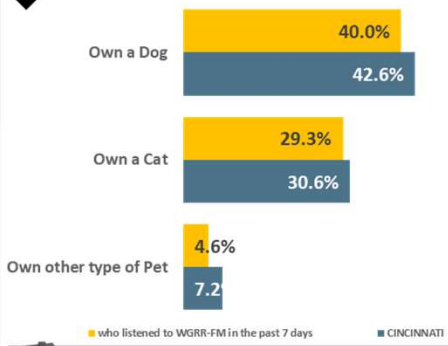
Own/Rent/Other: Adults 18 or older



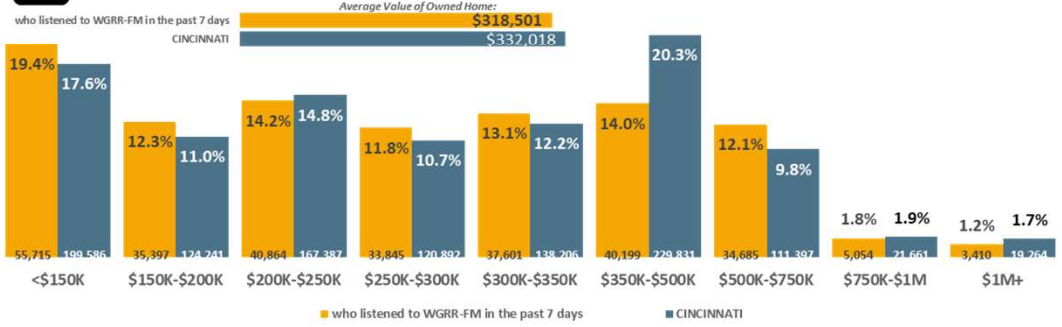
Type of Home: Adults 18 or older



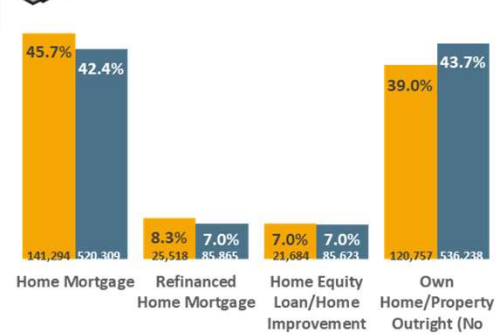
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



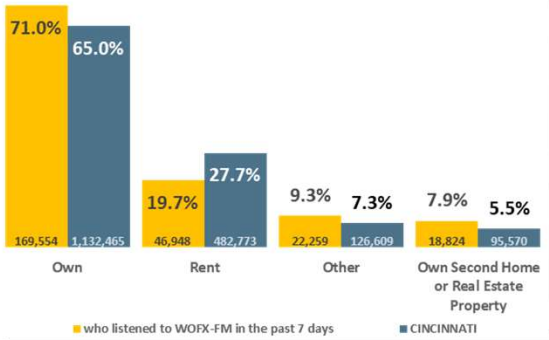
CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 424

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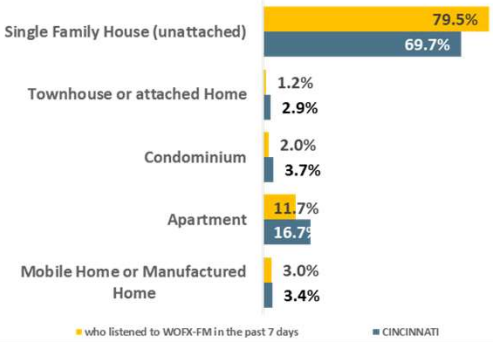
Radio Stations: WGRR-FM

13.7% or 238,761 of CINCINNATI Metro Adults 18 or older listened to WOFX-FM in the past 7 days. Adults 18 or older who listened to WOFX-FM in the past 7 days are 9.2% more likely to own their home, 1.4% more likely to own a higher valued home, 14.7% more likely to have a single-family home, 14.3% more likely to have a dog.

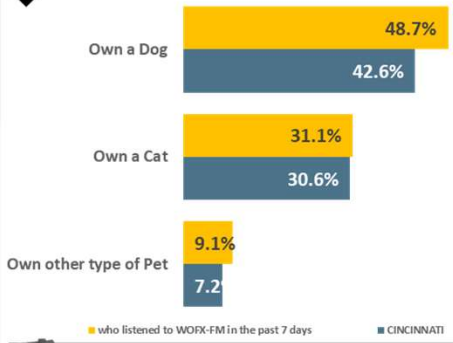
Own/Rent/Other: Adults 18 or older



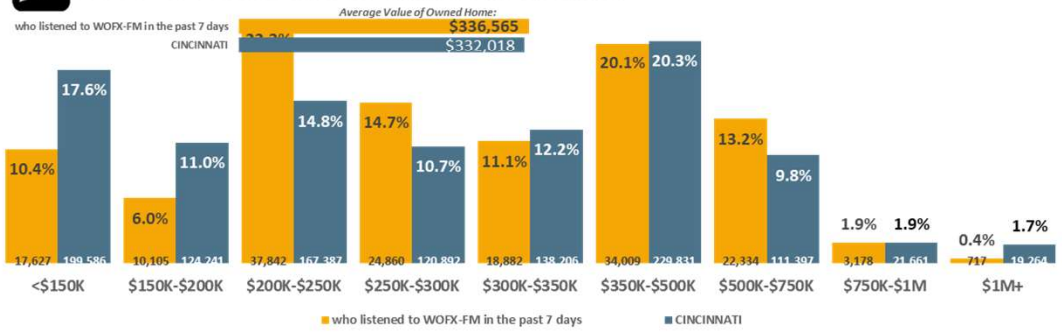
Type of Home: Adults 18 or older



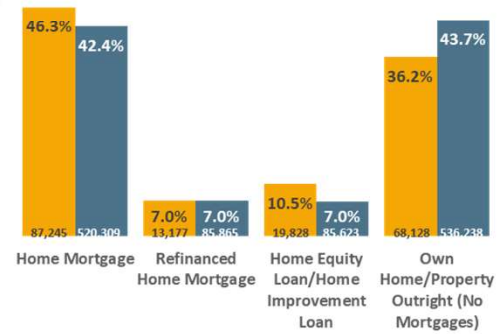
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 245

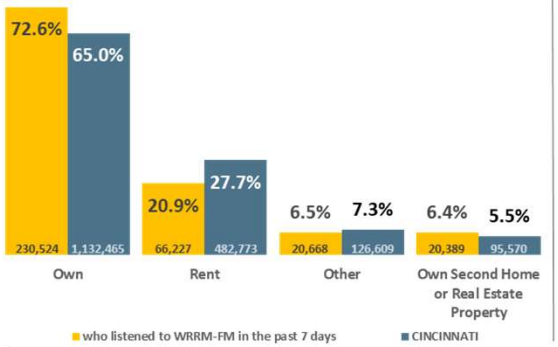
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Radio Stations: WOFX-FM

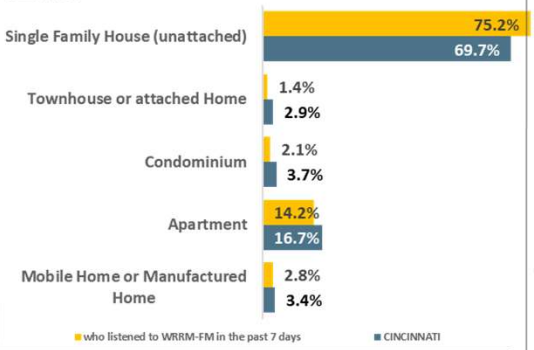
Warm98.5
80s. 90s. Now.

18.2% or 317,419 of CINCINNATI Metro Adults 18 or older listened to WRRM-FM in the past 7 days. Adults 18 or older who listened to WRRM-FM in the past 7 days are 11.7% more likely to own their home, 4.5% more likely to own a higher valued home, 7.9% more likely to have a single-family home, 3.6% more likely to have a dog.

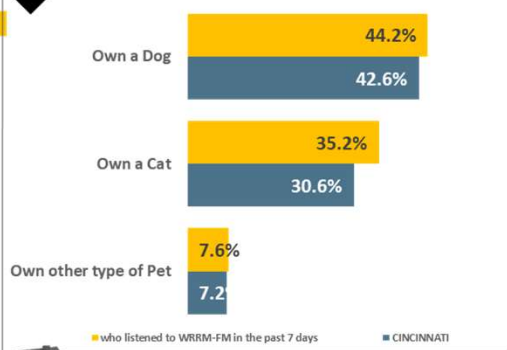
Own/Rent/Other: Adults 18 or older



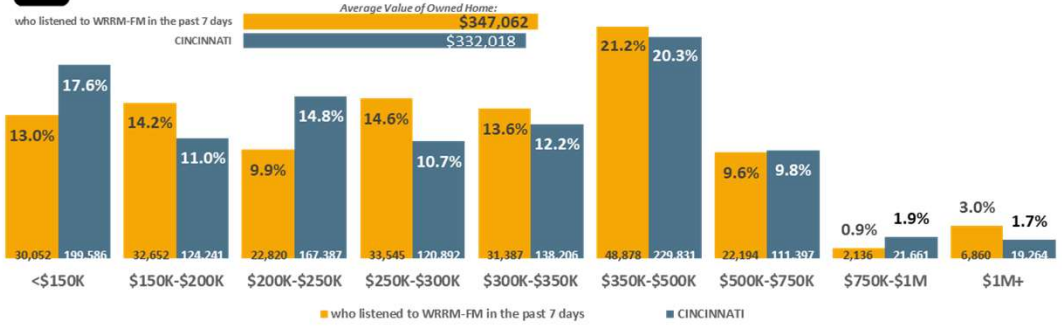
Type of Home: Adults 18 or older



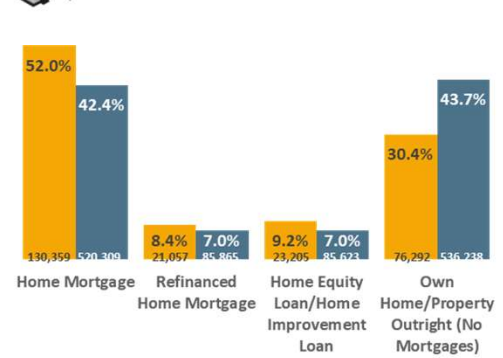
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



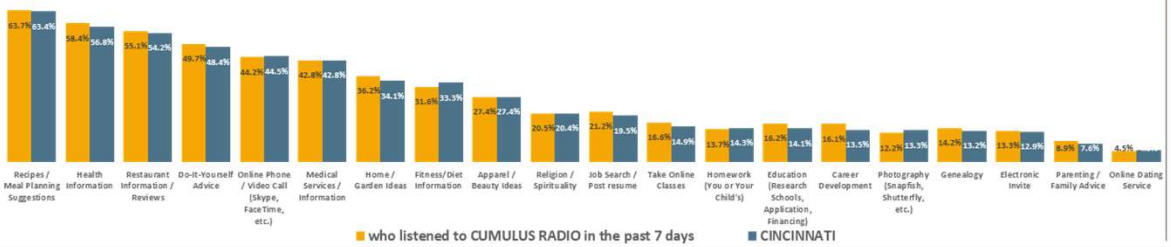
CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 307

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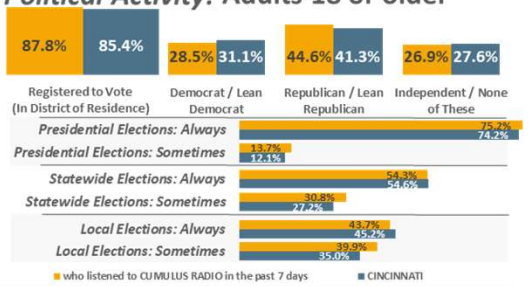
Radio Stations: WRRM-FM

46.4% or 808,696 of CINCINNATI Metro Adults 18 or older listened to CUMULUS RADIO in the past 7 days. Adults 18 or older who listened to CUMULUS RADIO in the past 7 days are 2.7% more likely to look up D-I-Y advice online, 3.4% less likely to always vote in local elections, 5.% less likely to belong to a gym, 7.% more likely to fly domestic past yr.

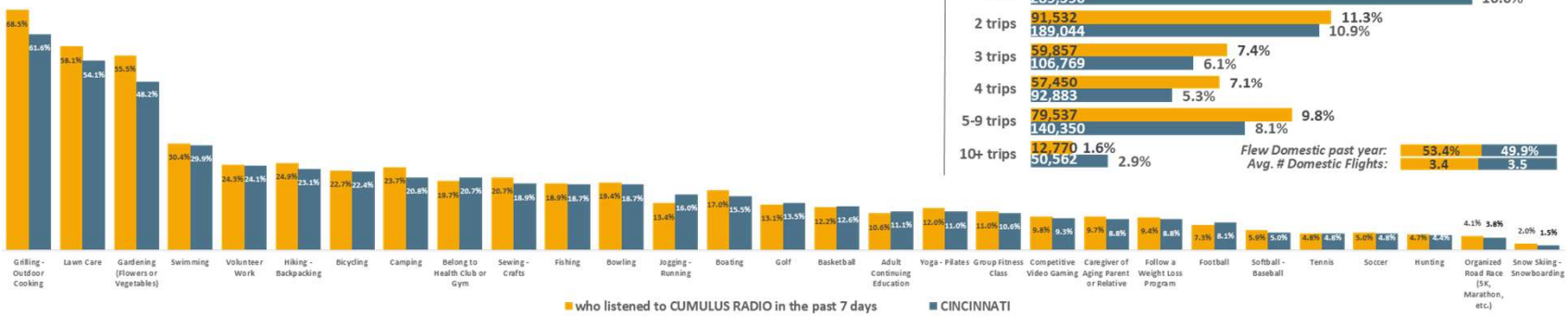
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

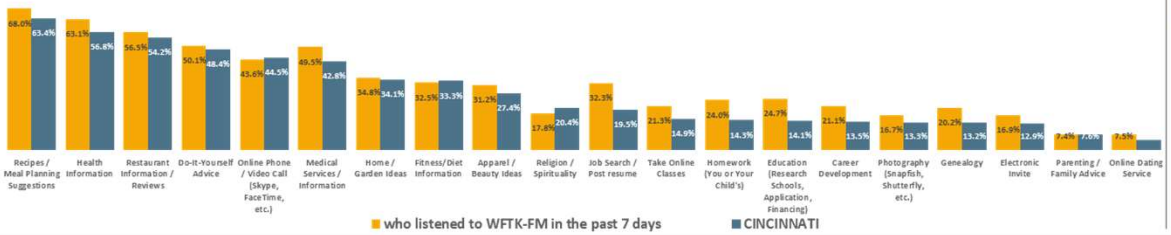
CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 830

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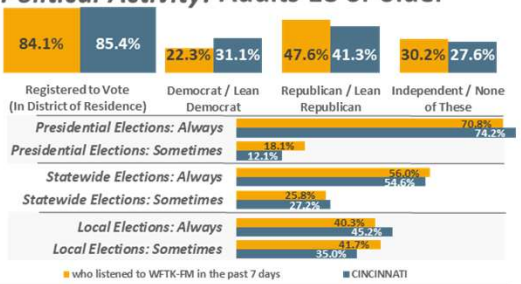
(Radio Stations: WFTK-FM OR Radio Stations: WGRR-FM OR Radio Stations: WNNF-FM OR Radio Stations: WOFX-FM OR Radio Stations: WRRM-FM)

9.5% or 165,339 of CINCINNATI Metro Adults 18 or older listened to WFTK-FM in the past 7 days.
Adults 18 or older who listened to WFTK-FM in the past 7 days are 3.5% more likely to look up D-I-Y advice online, 11.% less likely to always vote in local elections, 19.4% less likely to belong to a gym, 9.7% less likely to fly domestic past yr.

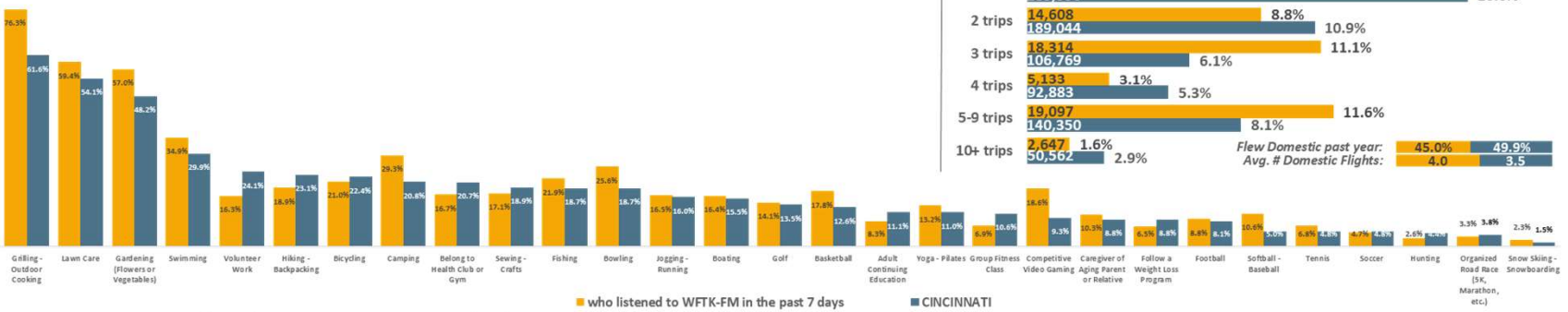
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



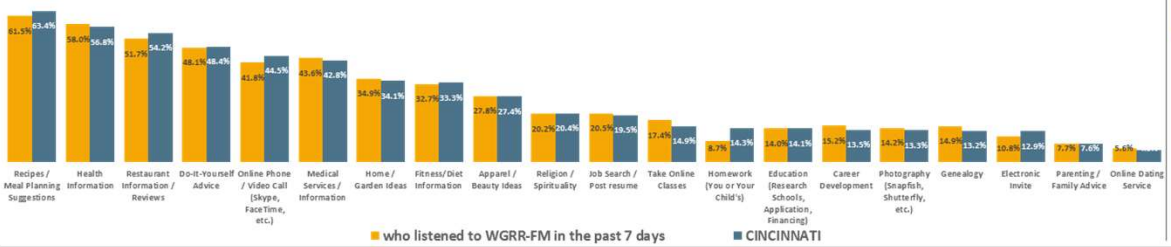
Past 12-months Domestic Airline Trips: Adults 18 or older

CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 143

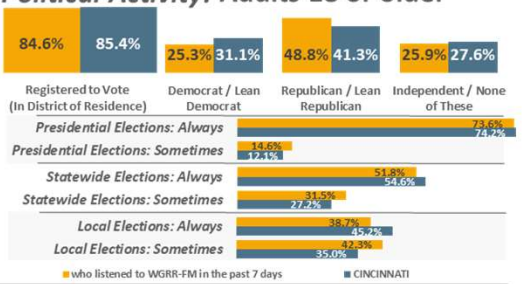
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23.2% or 404,886 of CINCINNATI Metro Adults 18 or older listened to WGRR-FM in the past 7 days. Adults 18 or older who listened to WGRR-FM in the past 7 days are .6% less likely to look up D-I-Y advice online, 14.4% less likely to always vote in local elections, 6.5% less likely to belong to a gym, .5% more likely to fly domestic past yr.

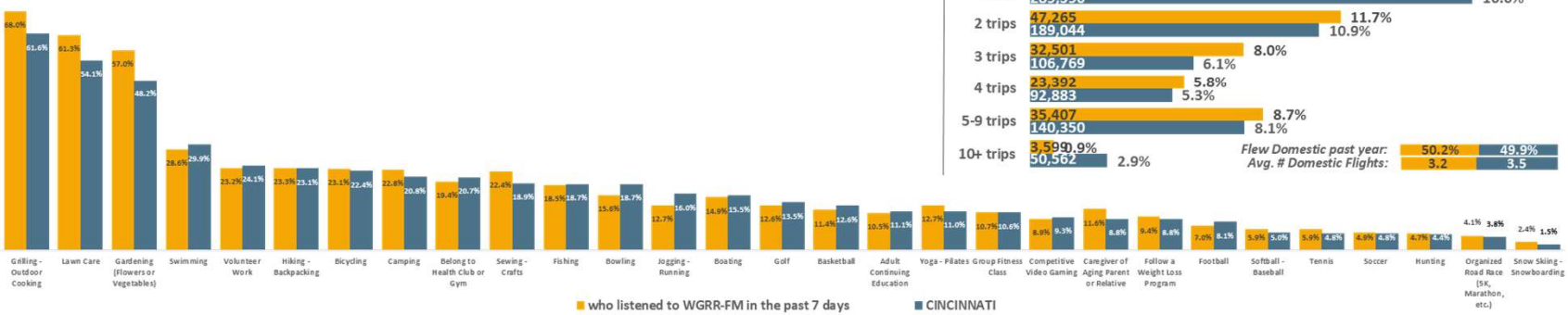
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

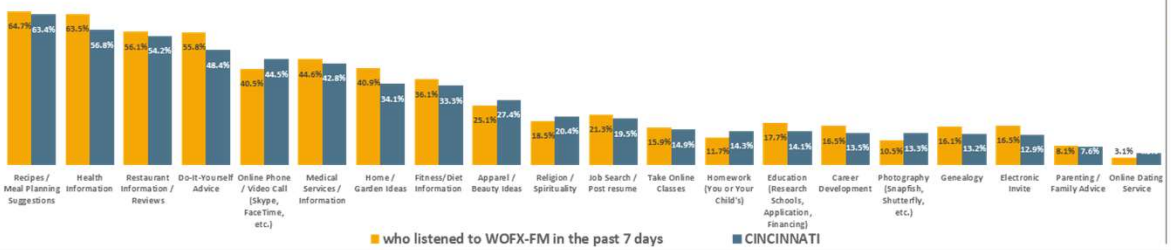
CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 424

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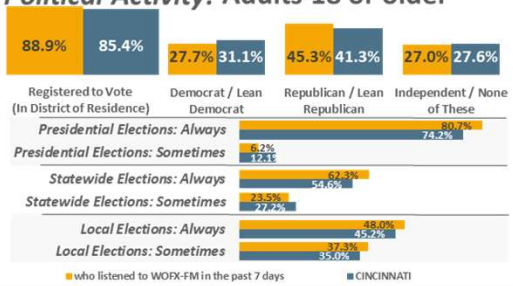
Radio Stations: WGRR-FM

13.7% or 238,761 of CINCINNATI Metro Adults 18 or older listened to WOFX-FM in the past 7 days. Adults 18 or older who listened to WOFX-FM in the past 7 days are 15.2% more likely to look up D-I-Y advice online, 6.1% more likely to always vote in local elections, 14.% less likely to belong to a gym, 10.2% more likely to fly domestic past yr.

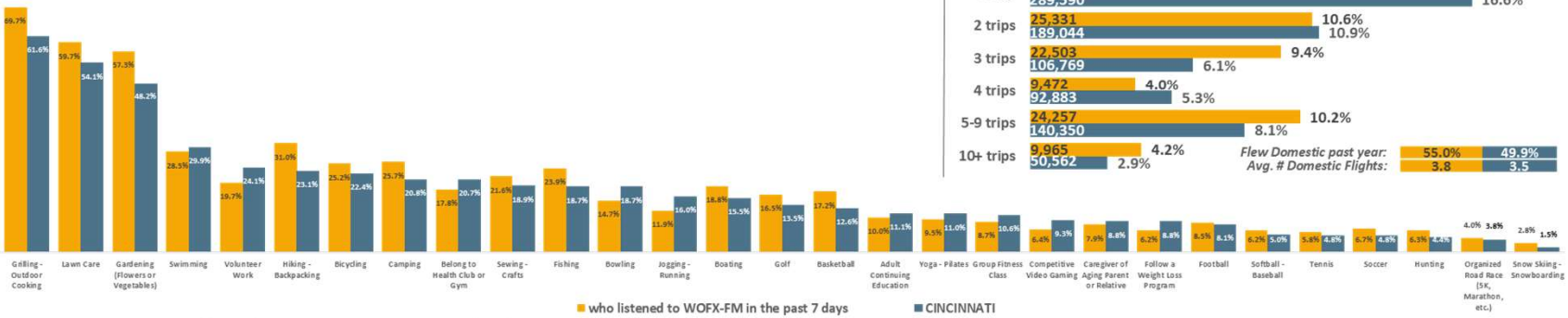
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 245

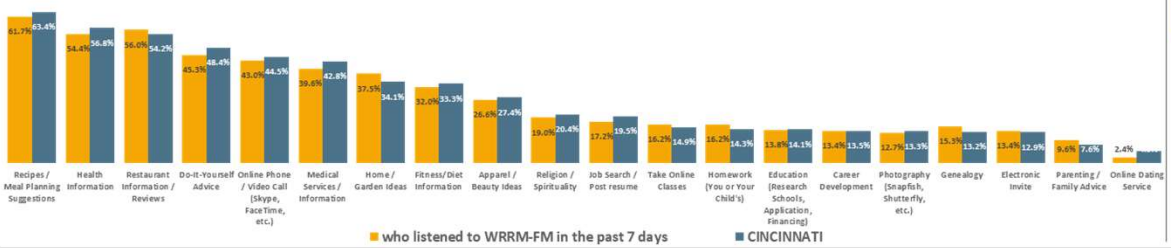
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Radio Stations: WOFX-FM

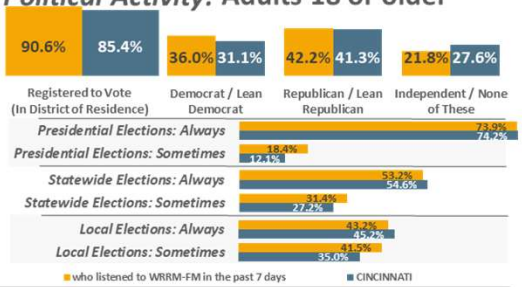
Warm98.5
80s. 90s. Now.

18.2% or 317,419 of CINCINNATI Metro Adults 18 or older listened to WRRM-FM in the past 7 days. Adults 18 or older who listened to WRRM-FM in the past 7 days are 6.4% less likely to look up D-I-Y advice online, 4.5% less likely to always vote in local elections, 4.4% less likely to belong to a gym, 19.2% more likely to fly domestic past yr.

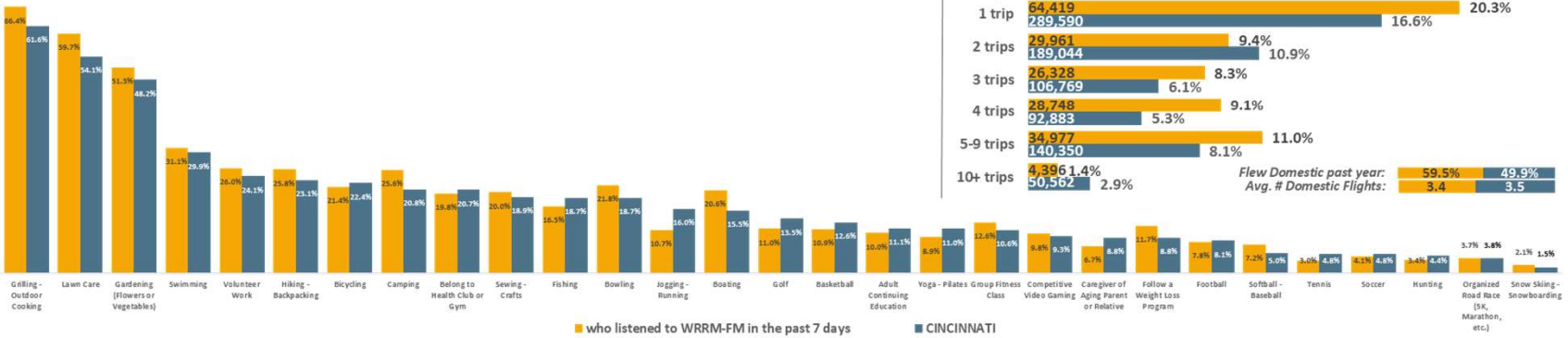
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 307

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46.4% or 808,696 of CINCINNATI Metro Adults 18 or older listened to CUMULUS RADIO in the past 7 days. Adults 18 or older who listened to CUMULUS RADIO in the past 7 days are 2.9% more likely to use QSRs past mo., 6.7% more likely to use Sit-Down Restaurants past mo., 4.1% more likely to use Casinos past yr., 16.3% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:

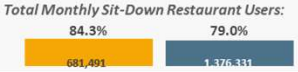


Avg. Monthly QSR Meals:

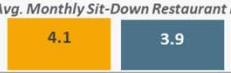
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 18 or older

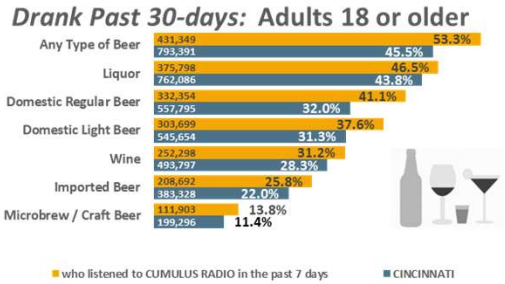
(Sit-Down Restaurants Used Past 30-days)



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



Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



Used Past 30-days: Adults 18 or older



CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 830

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

9.5% or 165,339 of CINCINNATI Metro Adults 18 or older listened to WFTK-FM in the past 7 days.
Adults 18 or older who listened to WFTK-FM in the past 7 days are 7.8% more likely to use QSRs past mo., 2.3% more likely to use Sit-Down Restaurants past mo., 13.4% more likely to use Casinos past yr., 94.% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



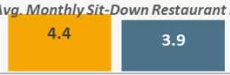
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:

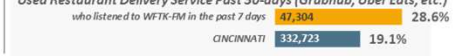


Top-10 Cuisines: Adults 18 or older

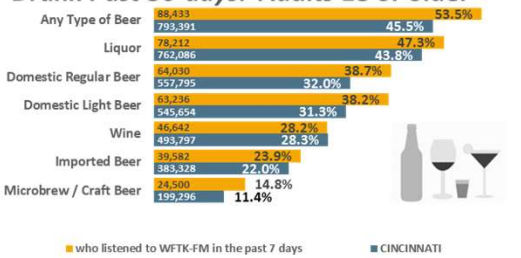
(Sit-Down Restaurants Used Past 30-days)



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

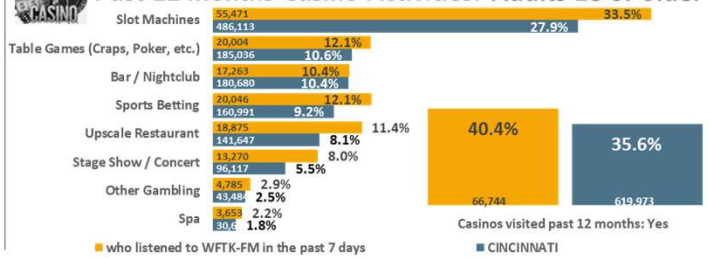


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



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Radio Stations: WFTK-FM

23.2% or 404,886 of CINCINNATI Metro Adults 18 or older listened to WGRR-FM in the past 7 days. Adults 18 or older who listened to WGRR-FM in the past 7 days are .9% more likely to use QSRs past mo., 4.5% more likely to use Sit-Down Restaurants past mo., 7.2% more likely to use Casinos past yr., 18.7% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:

Avg. Monthly QSR Meals:

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



Total Monthly Sit-Down Restaurant Users:

Avg. Monthly Sit-Down Restaurant Meals:

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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

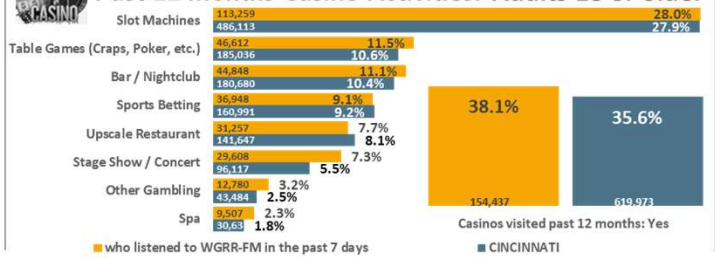


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 424

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Radio Stations: WGRR-FM

13.7% or 238,761 of CINCINNATI Metro Adults 18 or older listened to WOFX-FM in the past 7 days.
Adults 18 or older who listened to WOFX-FM in the past 7 days are 3.1% more likely to use QSRs past mo., 9.3% more likely to use Sit-Down Restaurants past mo., 5.6% more likely to use Casinos past yr., 22.2% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:

Avg. Monthly QSR Meals:

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



Total Monthly Sit-Down Restaurant Users:

Avg. Monthly Sit-Down Restaurant Meals:

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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

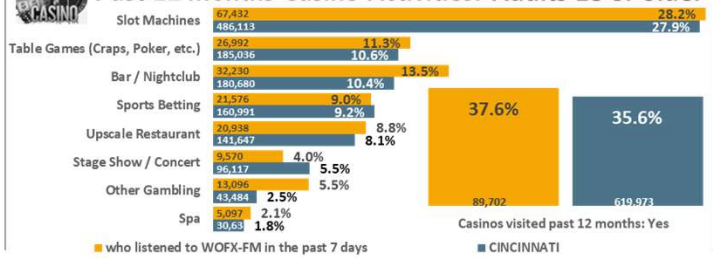
who listened to WOFX-FM in the past 7 days	44,041	18.4%
CINCINNATI	332,723	19.1%

Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 245

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Radio Stations: WOFX-FM

Warm98.5
80s. 90s. Now.

18.2% or 317,419 of CINCINNATI Metro Adults 18 or older listened to WRRM-FM in the past 7 days. Adults 18 or older who listened to WRRM-FM in the past 7 days are 5.5% more likely to use QSRs past mo., 9.1% more likely to use Sit-Down Restaurants past mo., 6.1% more likely to use Casinos past yr., .3% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



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



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:

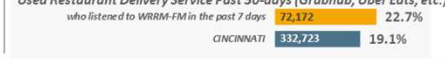


Top-10 Cuisines: Adults 18 or older

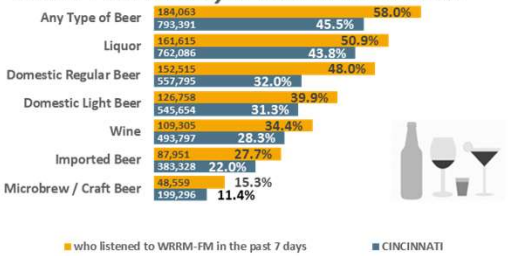
(Sit-Down Restaurants Used Past 30-days)



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

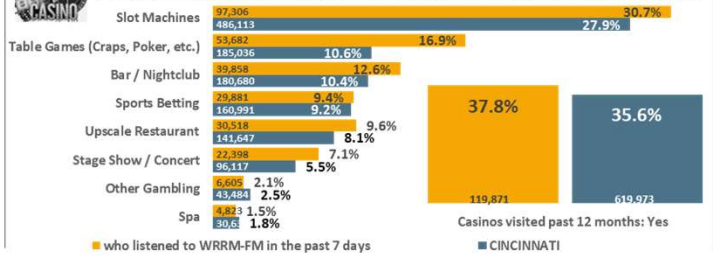


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



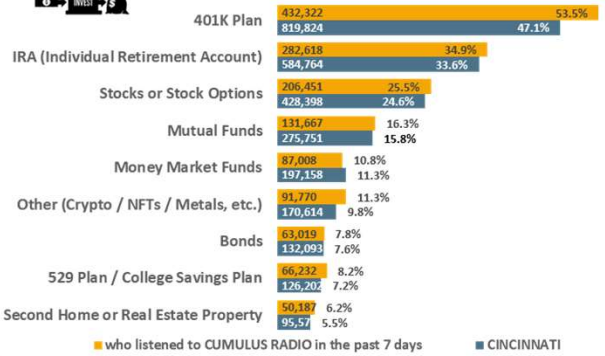
CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 307

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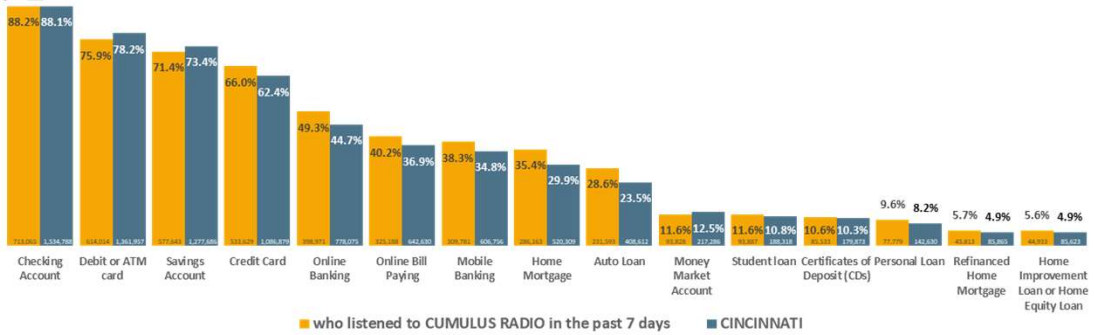
Radio Stations: WRRM-FM

46.4% or 808,696 of CINCINNATI Metro Adults 18 or older listened to CUMULUS RADIO in the past 7 days. Adults 18 or older who listened to CUMULUS RADIO in the past 7 days are 13.6% more likely to have a 401K, 22.1% more likely to have an Auto Loan, 11.5% more likely to Invest/Trade Stocks Online, .% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



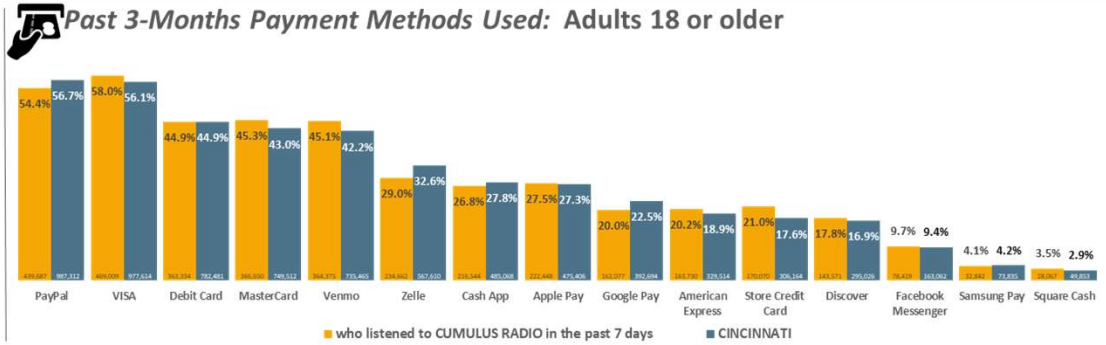
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



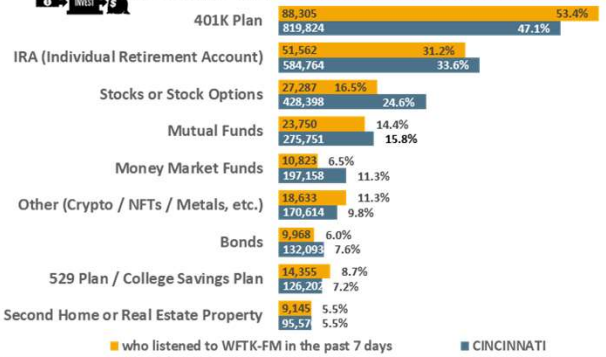
CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 830

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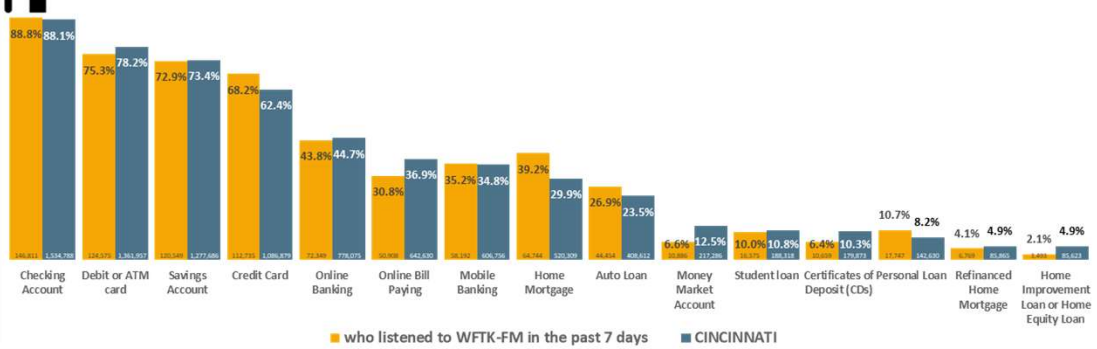
(Radio Stations: WFTK-FM OR Radio Stations: WGRR-FM OR Radio Stations: WNNF-FM OR Radio Stations: WOFX-FM OR Radio Stations: WRRM-FM)

9.5% or 165,339 of CINCINNATI Metro Adults 18 or older listened to WFTK-FM in the past 7 days.
Adults 18 or older who listened to WFTK-FM in the past 7 days are 13.5% more likely to have a 401K, 14.6% more likely to have an Auto Loan, 25.% more likely to Invest/Trade Stocks Online, 15.1% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



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

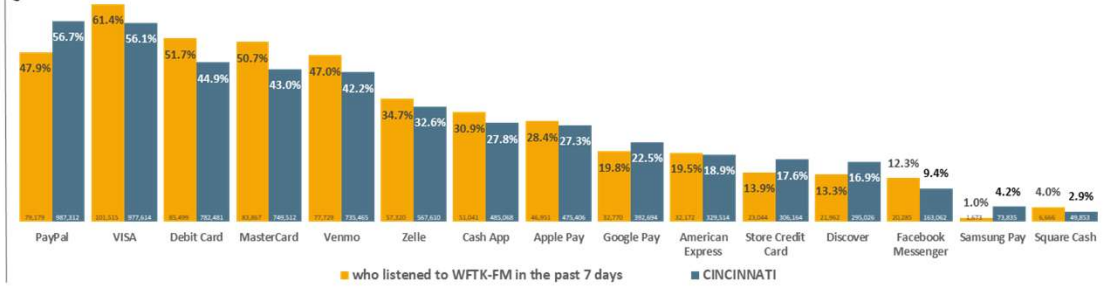


Professional Services Used:* Adults 18 or older



*(*Past 12 Months)*

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



CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 143

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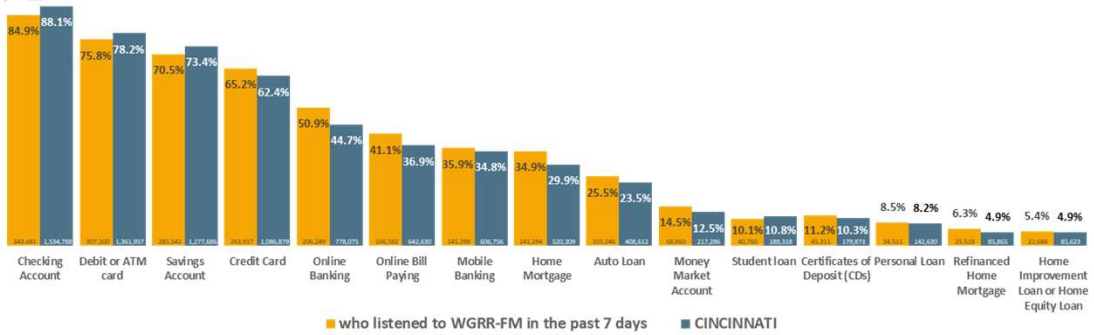
Radio Stations: WFTK-FM

23.2% or 404,886 of CINCINNATI Metro Adults 18 or older listened to WGRR-FM in the past 7 days. Adults 18 or older who listened to WGRR-FM in the past 7 days are 1.% more likely to have a 401K, 8.7% more likely to have an Auto Loan, 25.5% more likely to Invest/Trade Stocks Online, 2.8% less likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



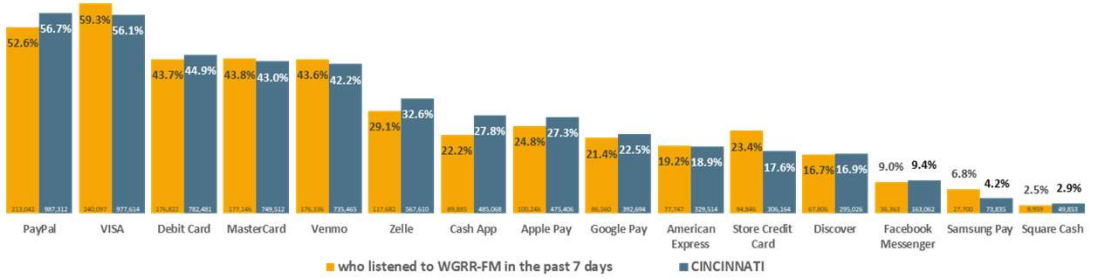
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 424

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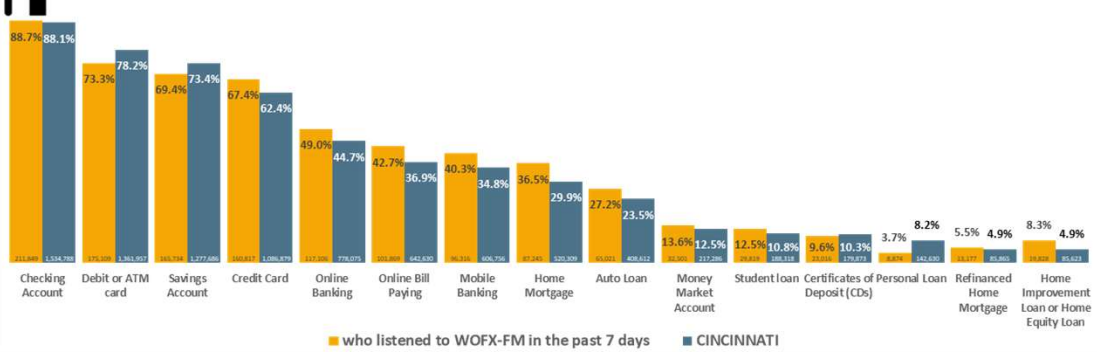
Radio Stations: WGRR-FM

13.7% or 238,761 of CINCINNATI Metro Adults 18 or older listened to WOFX-FM in the past 7 days. Adults 18 or older who listened to WOFX-FM in the past 7 days are 20.3% more likely to have a 401K, 16.1% more likely to have an Auto Loan, 19.% more likely to Invest/Trade Stocks Online, 7.8% less likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



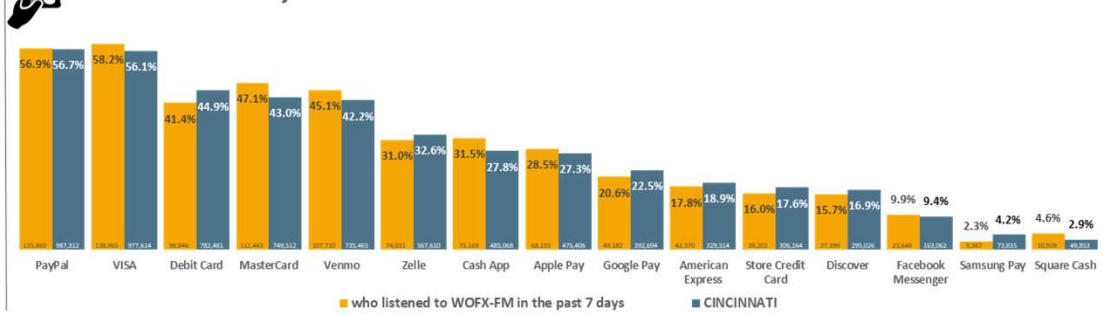
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 245

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Radio Stations: WOFX-FM

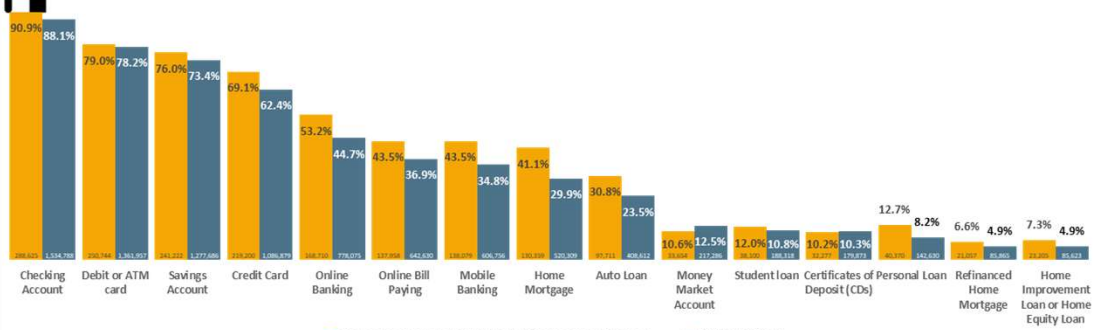
Warm98.5
80s. 90s. Now.

18.2% or 317,419 of CINCINNATI Metro Adults 18 or older listened to WRRM-FM in the past 7 days. Adults 18 or older who listened to WRRM-FM in the past 7 days are 27.6% more likely to have a 401K, 31.2% more likely to have an Auto Loan, 2.4% more likely to Invest/Trade Stocks Online, 8.4% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



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

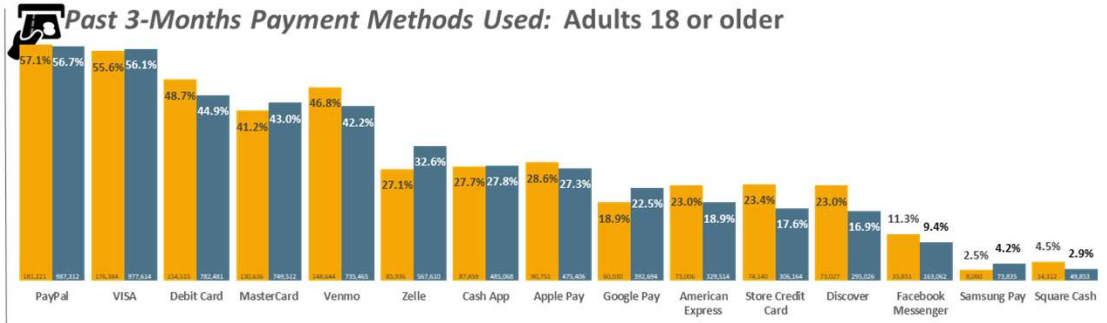


Professional Services Used:* Adults 18 or older



*(*Past 12 Months)*

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



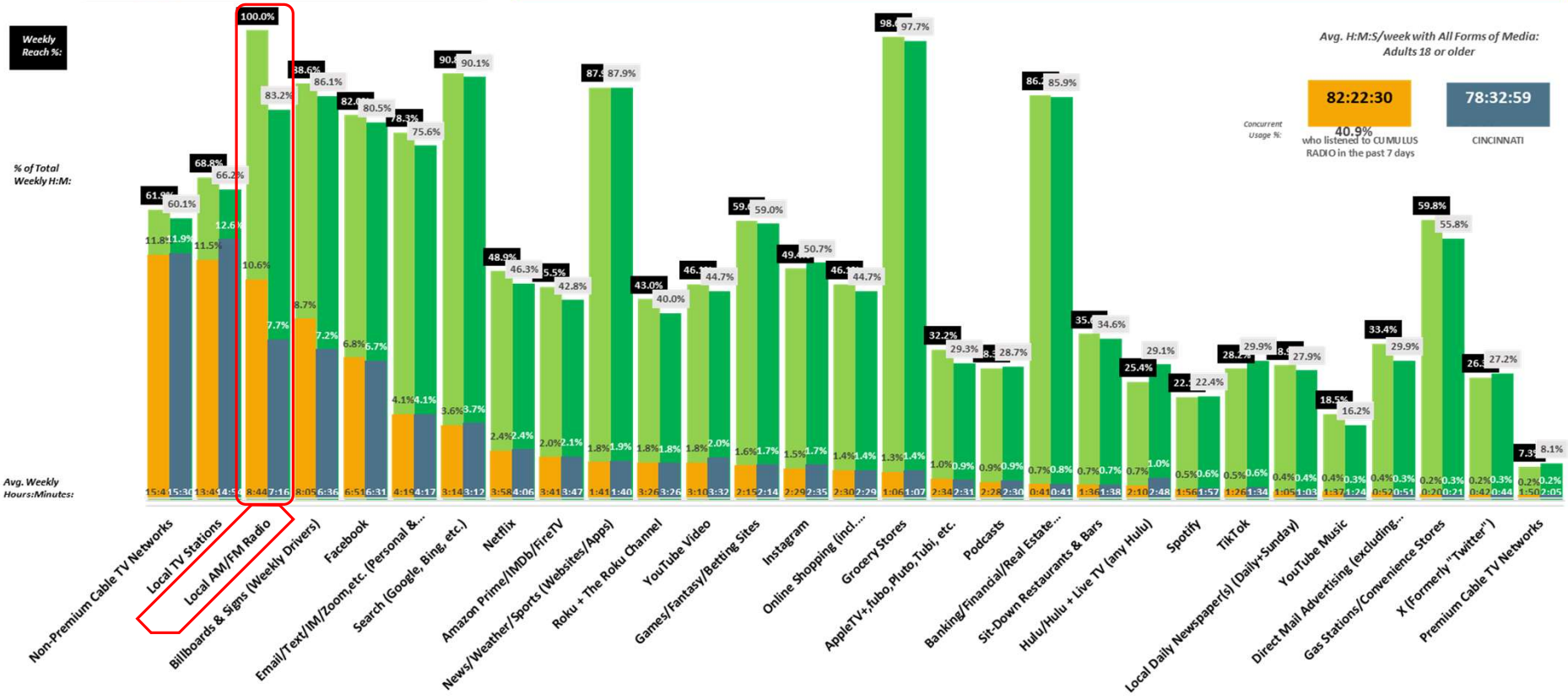
CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 307

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Radio Stations: WRRM-FM

Adults 18 or older who listened to CUMULUS RADIO in the past 7 days spend an average of 3 days, 10 hours, 22 minutes and 30 seconds each week with All Forms of Media.

100.% of Adults 18 or older who listened to CUMULUS RADIO in the past 7 days spend an avg. of 8 hours and 44 minutes each week listening to All Local AM/FM Radio, representing 10.6% of total time spent with all forms of Media.

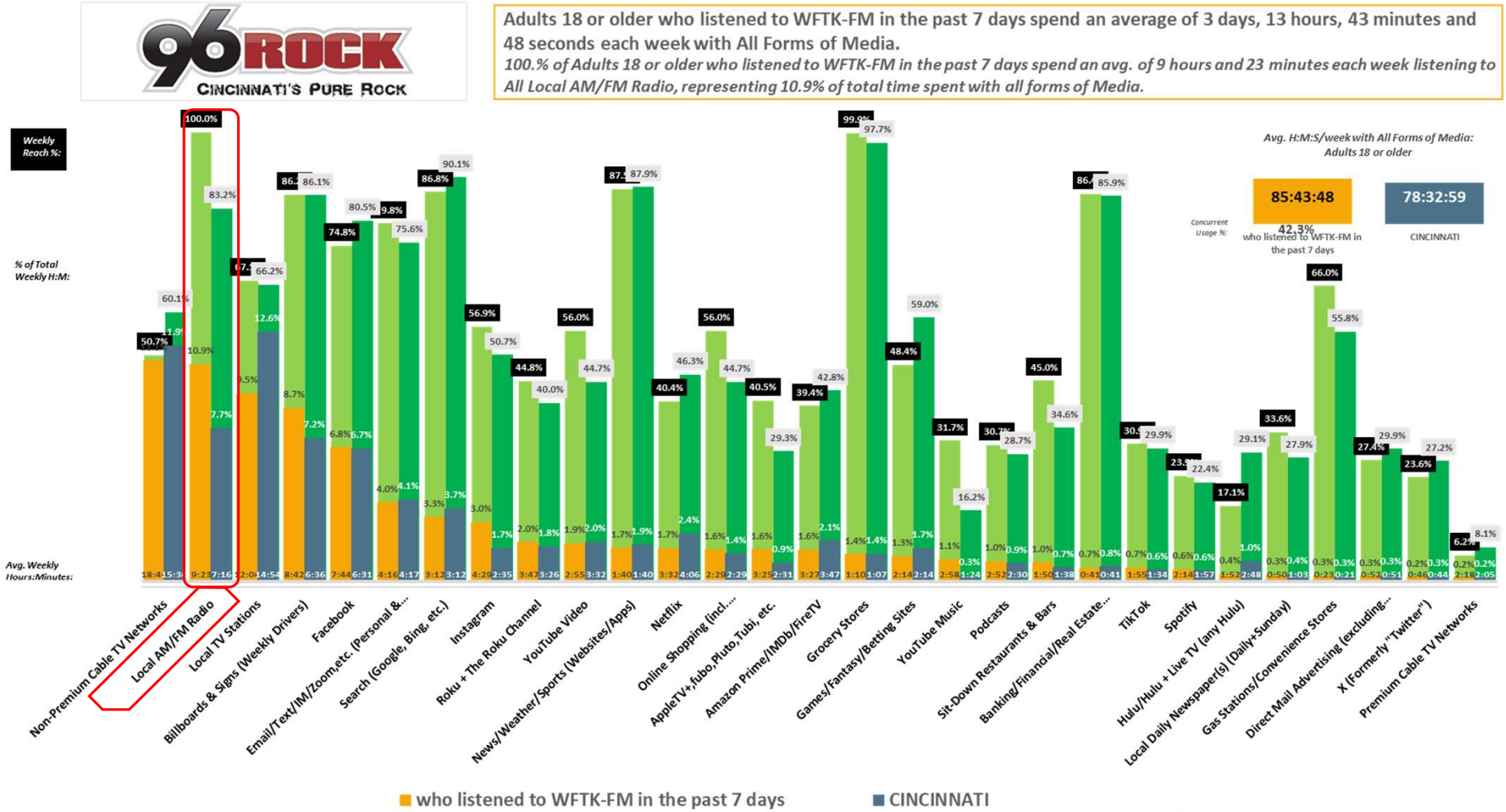


CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 830 CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,716

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



CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 143 CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,716

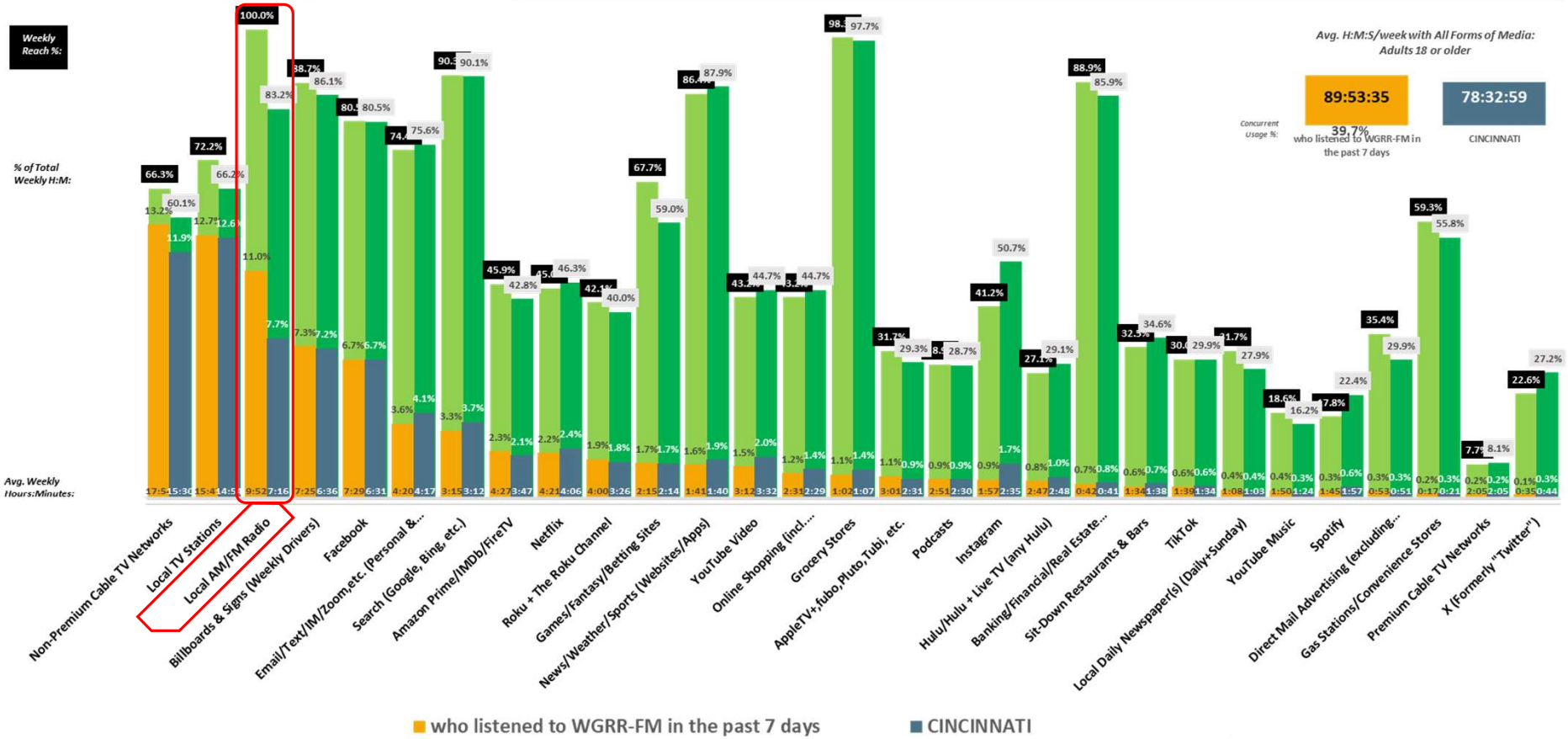
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Radio Stations: WFTK-FM

Adults 18 or older who listened to WGRR-FM in the past 7 days spend an average of 3 days, 17 hours, 53 minutes and 35 seconds each week with All Forms of Media.

100.% of Adults 18 or older who listened to WGRR-FM in the past 7 days spend an avg. of 9 hours and 52 minutes each week listening to All Local AM/FM Radio, representing 11.% of total time spent with all forms of Media.

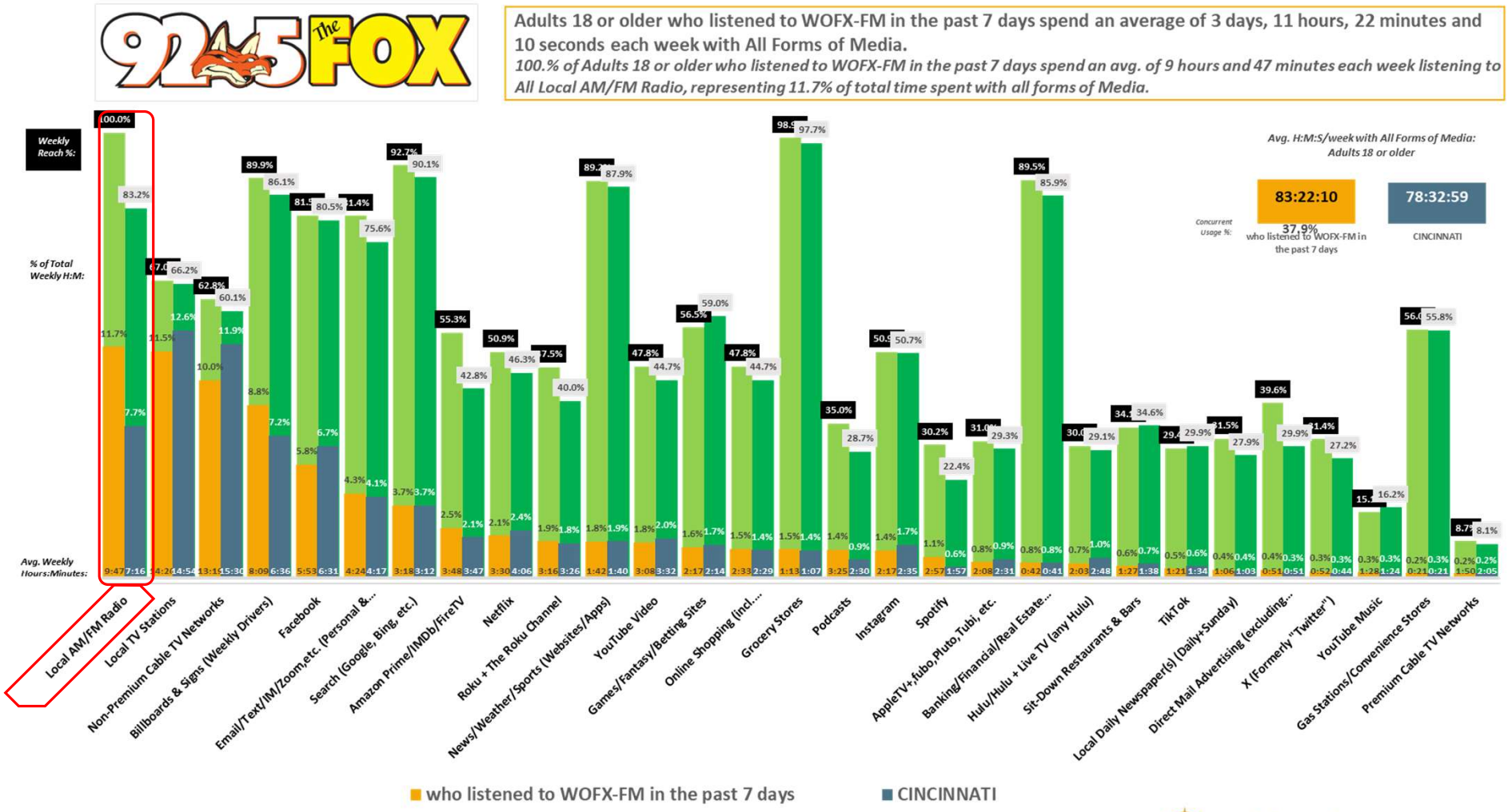


CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 424 CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,716

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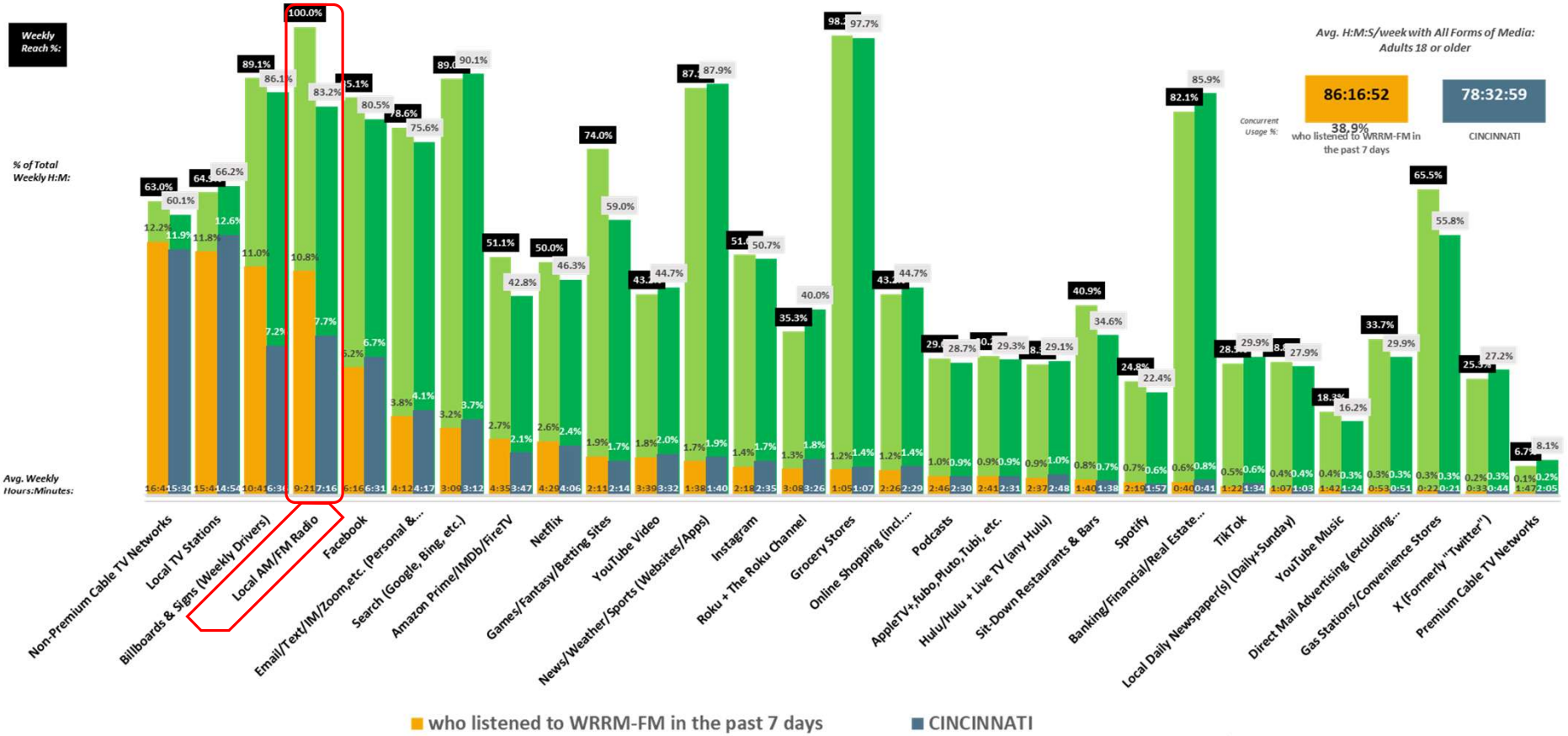
Radio Stations: WGRR-FM


Adults 18 or older who listened to WOFX-FM in the past 7 days spend an average of 3 days, 11 hours, 22 minutes and 10 seconds each week with All Forms of Media.
100.% of Adults 18 or older who listened to WOFX-FM in the past 7 days spend an avg. of 9 hours and 47 minutes each week listening to All Local AM/FM Radio, representing 11.7% of total time spent with all forms of Media.
Weekly Reach %:
% of Total Weekly H:M:
Avg. Weekly Hours:Minutes:
Avg. H:M:S/week with All Forms of Media: Adults 18 or older
83:22:10
37.9%
who listened to WOFX-FM in the past 7 days
78:32:59
CINCINNATI
Concurrent Usage %:
Local AM/FM Radio
Local TV Stations
Non-Premium Cable TV Networks
Billboards & Signs (Weekly Drivers)
Facebook
Email/Text/IM/Zoom,etc. (Personal &...
Search (Google, Bing, etc.)
Amazon Prime/IMDb/FireTV
Netflix
Roku + The Roku Channel
News/Weather/Sports (Websites/Apps)
YouTube Video
Games/Fantasy/Betting Sites
Online Shopping (incl....
Grocery Stores
Podcasts
Instagram
Spotify
AppleTV+,fubo,Pluto,Tubi, etc.
Banking/Financial/Real Estate...
Hulu/Hulu + Live TV (any Hulu)
Sit-Down Restaurants & Bars
TikTok
Local Daily Newspaper(s) (Daily+Sunday)
Direct Mail Advertising (excluding...
X (Formerly "Twitter")
YouTube Music
Gas Stations/Convenience Stores
Premium Cable TV Networks
who listened to WOFX-FM in the past 7 days
CINCINNATI
CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 245 CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,716
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Share of Everything for Anything ©
Radio Stations: WOFX-FM

Warm98.5
80s. 90s. Now.

Adults 18 or older who listened to WRRM-FM in the past 7 days spend an average of 3 days, 14 hours, 16 minutes and 52 seconds each week with All Forms of Media.

100.% of Adults 18 or older who listened to WRRM-FM in the past 7 days spend an avg. of 9 hours and 21 minutes each week listening to All Local AM/FM Radio, representing 10.8% of total time spent with all forms of Media.



CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 307 CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,716

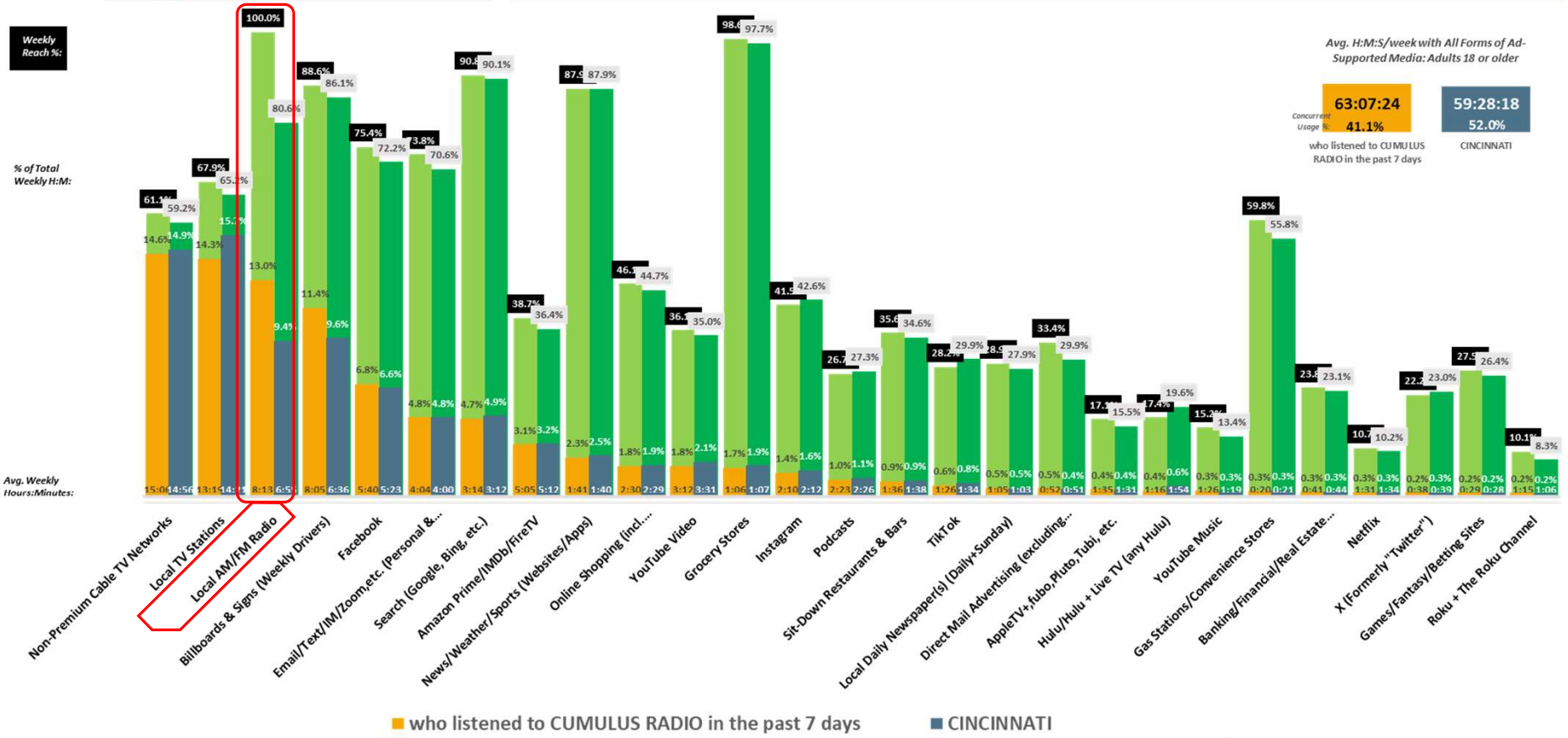
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Radio Stations: WRRM-FM

Adults 18 or older who listened to CUMULUS RADIO in the past 7 days spend an average of 2 days, 15 hours, 7 minutes and 24 seconds each week with All Forms of Ad-Supported Media.

100.% of Adults 18 or older who listened to CUMULUS RADIO in the past 7 days spend an avg. of 8 hours and 13 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 13.% of total time spent with all forms of Ad-Supported Media.

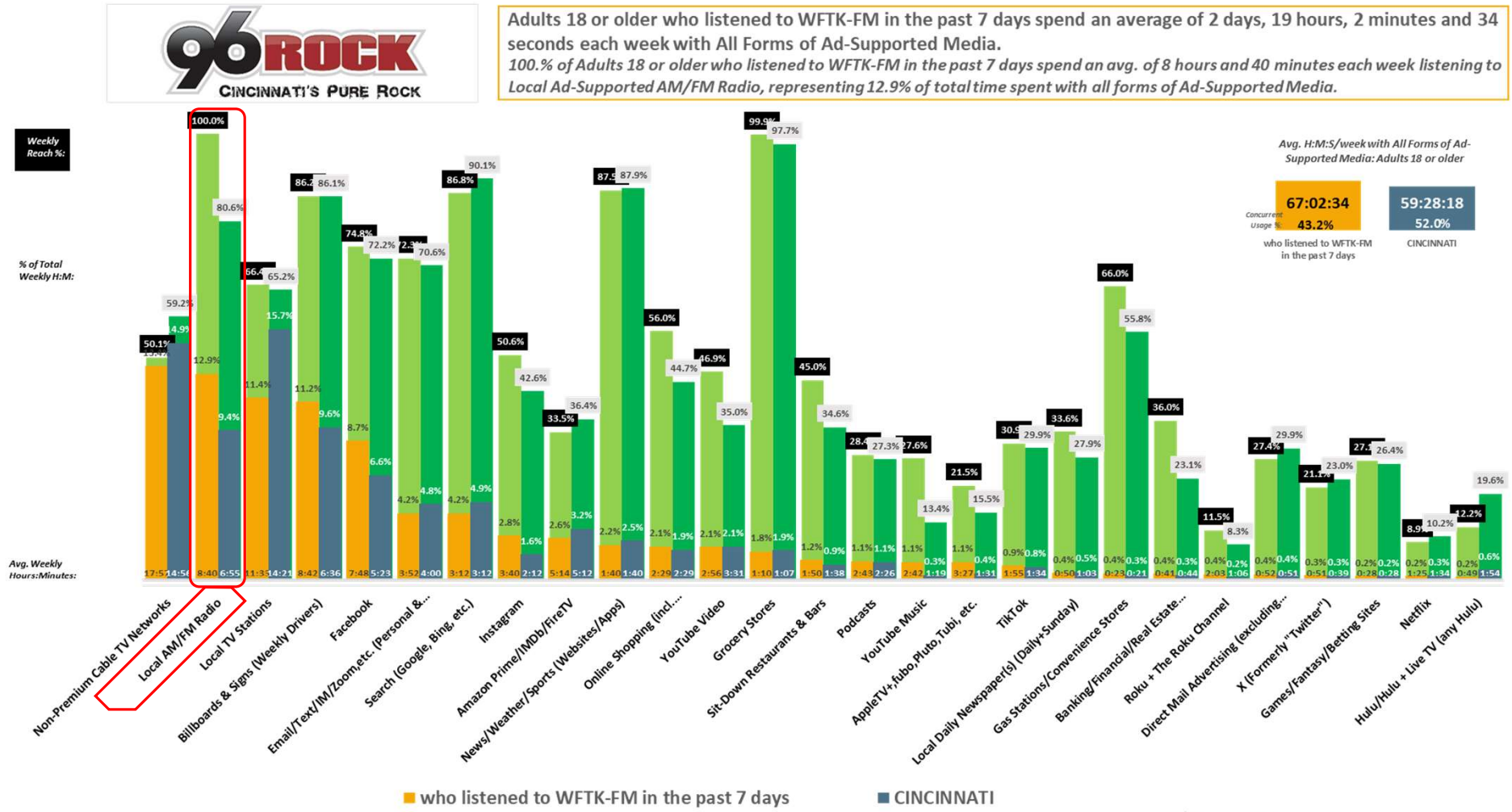


CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 830 CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,716

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



CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 143 CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,716

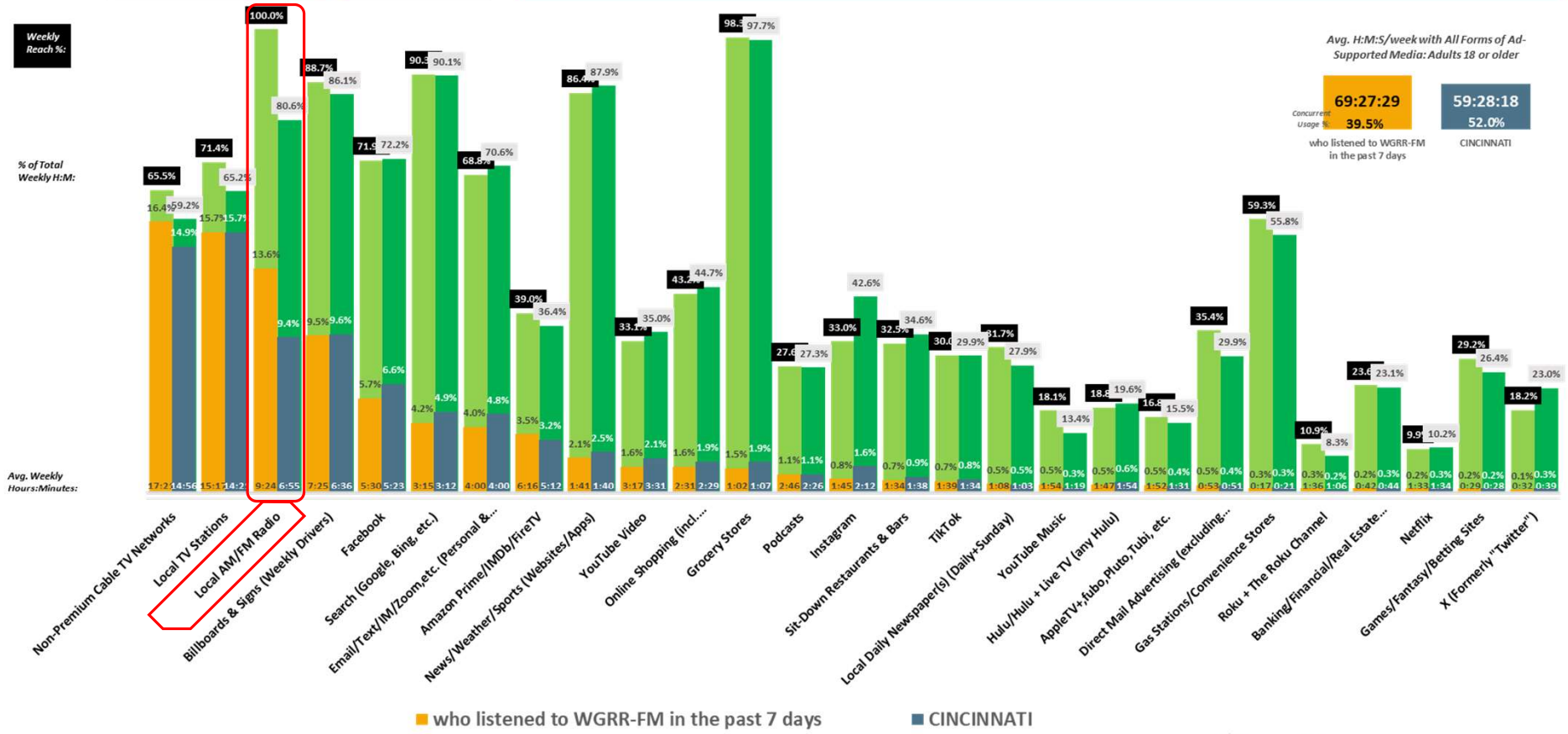
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Radio Stations: WFTK-FM

Adults 18 or older who listened to WGRR-FM in the past 7 days spend an average of 2 days, 21 hours, 27 minutes and 29 seconds each week with All Forms of Ad-Supported Media.

100.% of Adults 18 or older who listened to WGRR-FM in the past 7 days spend an avg. of 9 hours and 24 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 13.6% of total time spent with all forms of Ad-Supported Media.

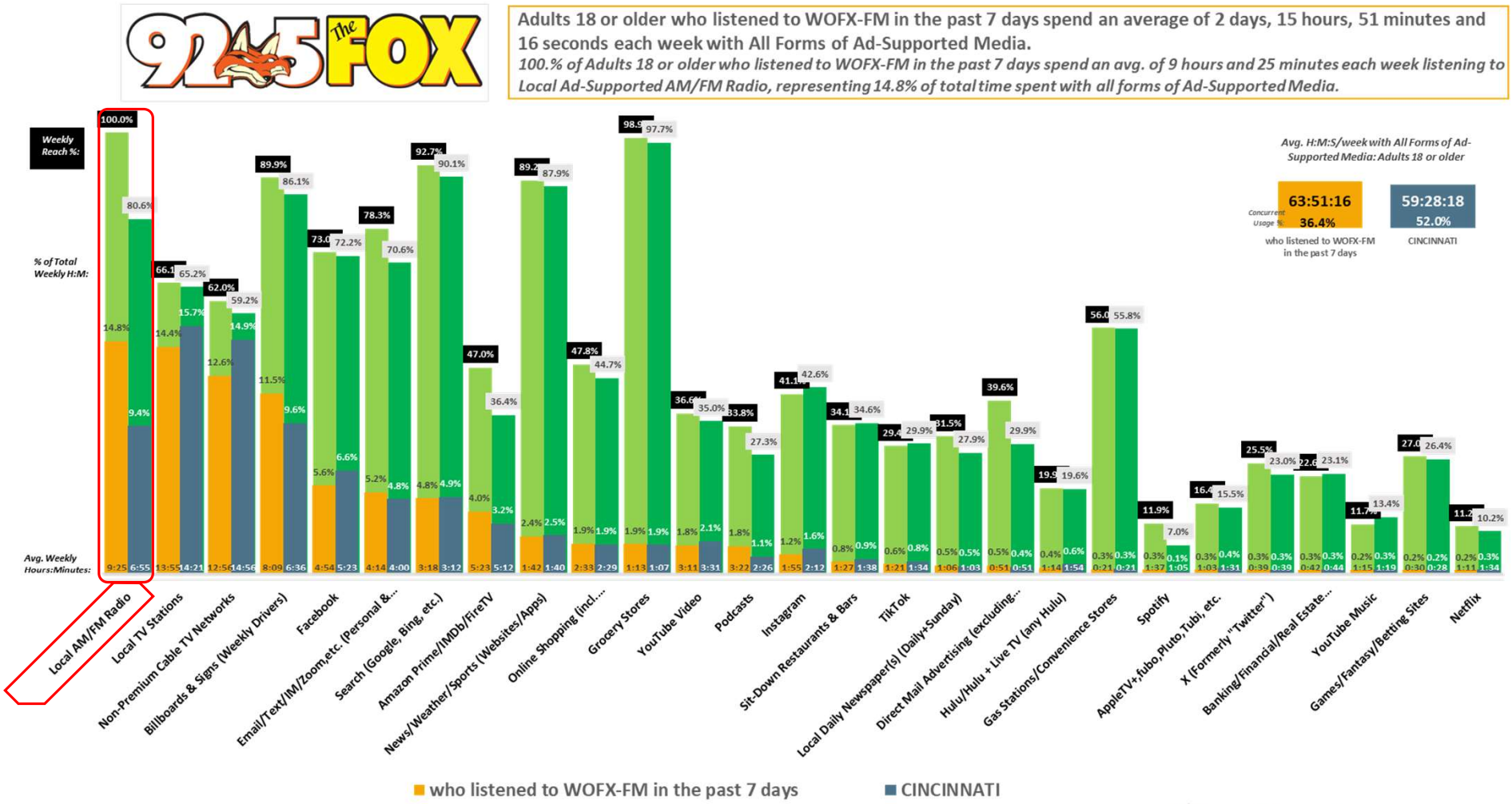


CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 424 CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,716

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Radio Stations: WGRR-FM



CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 245 CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,716

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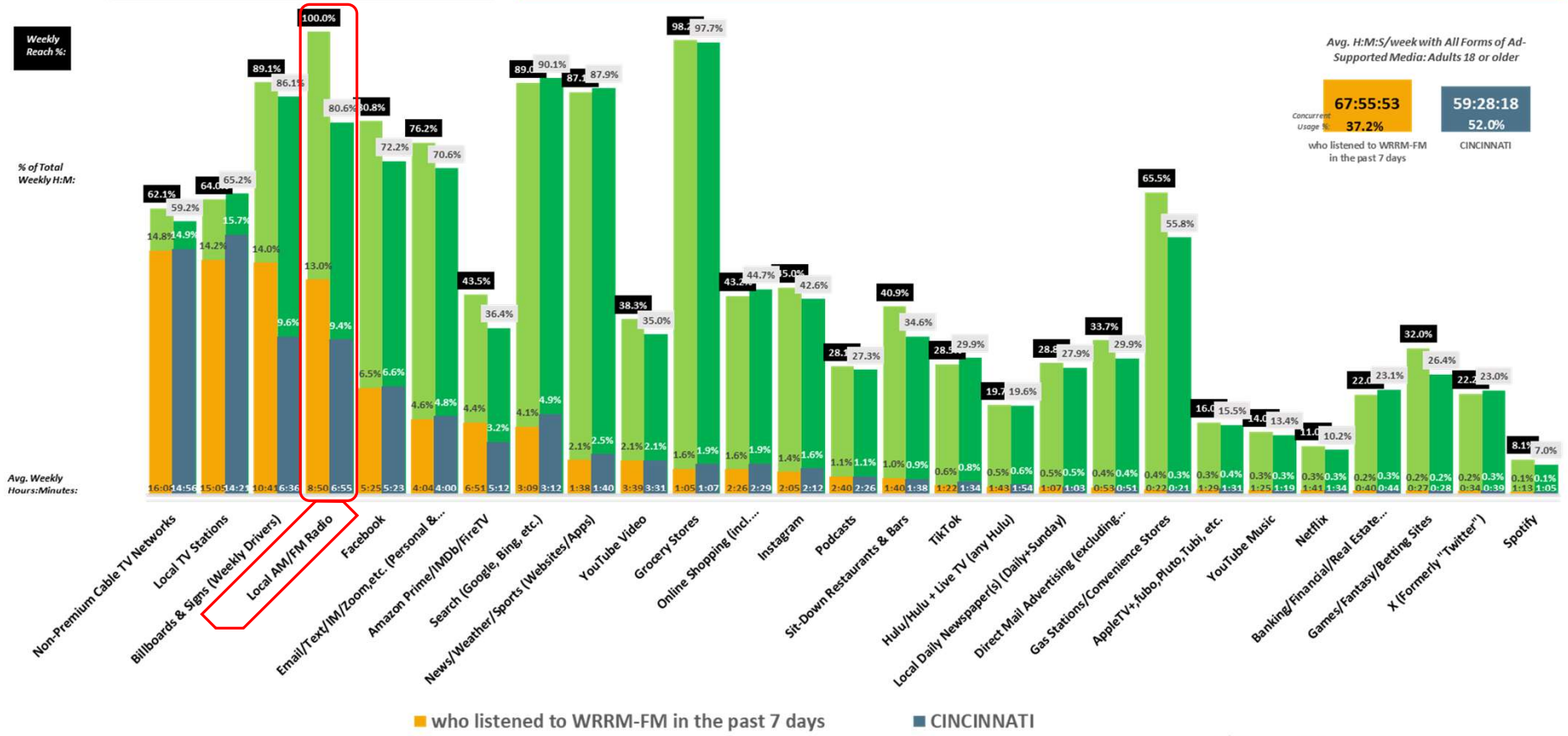
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Radio Stations: WOFX-FM

Warm98.5
80s. 90s. Now.

Adults 18 or older who listened to WRRM-FM in the past 7 days spend an average of 2 days, 19 hours, 55 minutes and 53 seconds each week with All Forms of Ad-Supported Media.

100.% of Adults 18 or older who listened to WRRM-FM in the past 7 days spend an avg. of 8 hours and 50 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 13.% of total time spent with all forms of Ad-Supported Media.



CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 307 CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,716

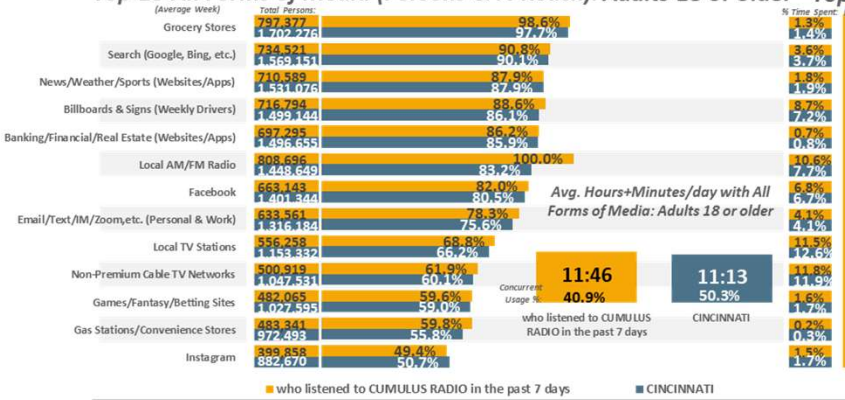
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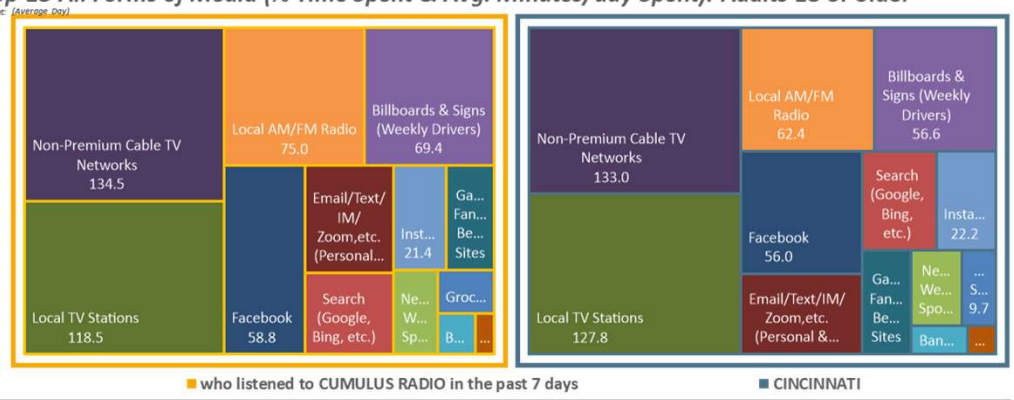
Radio Stations: WRRM-FM

Adults 18 or older who listened to CUMULUS RADIO in the past 7 days spend an average of 9 hours and 1 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 70.5 minutes/day. *(Local Radio delivers 13.% of Time with Ad-Supported Media.)*

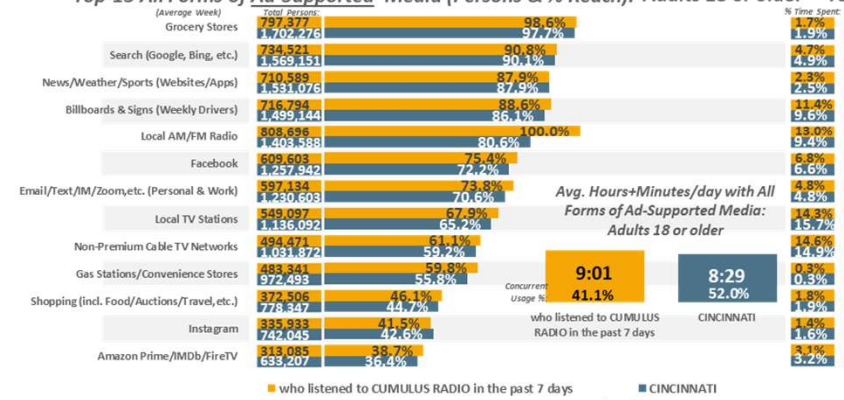
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



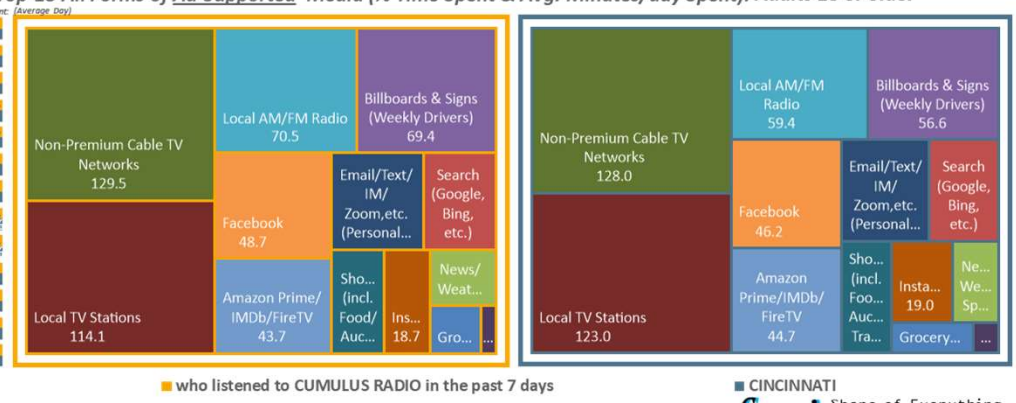
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 830

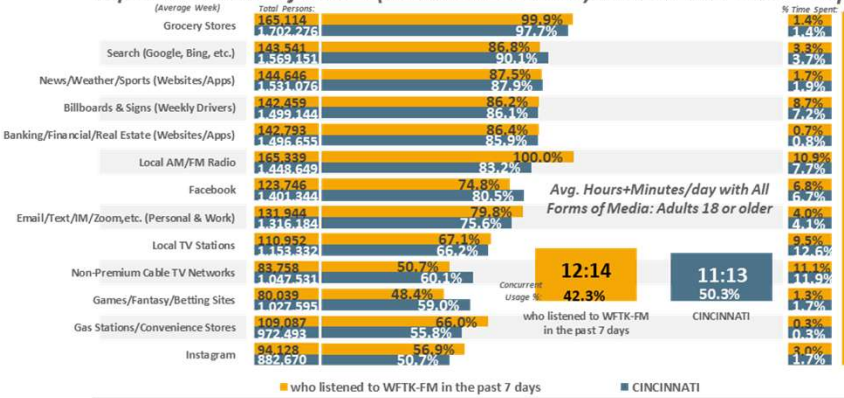
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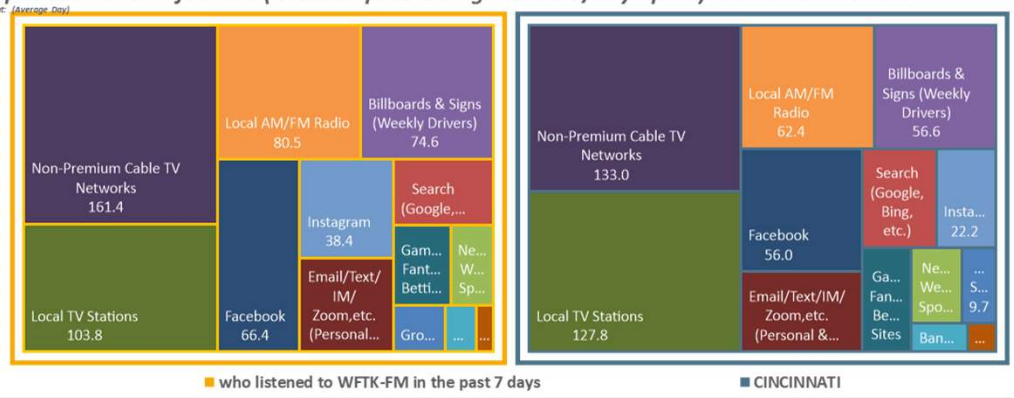
(Radio Stations: WFTK-FM OR Radio Stations: WGRR-FM OR Radio Stations: WNNF-FM OR Radio Stations: WOFX-FM OR Radio Stations: WRRM-FM)

Adults 18 or older who listened to WFTK-FM in the past 7 days spend an average of 9 hours and 34 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 74.3 minutes/day. *(Local Radio delivers 12.9% of Time with Ad-Supported Media.)*

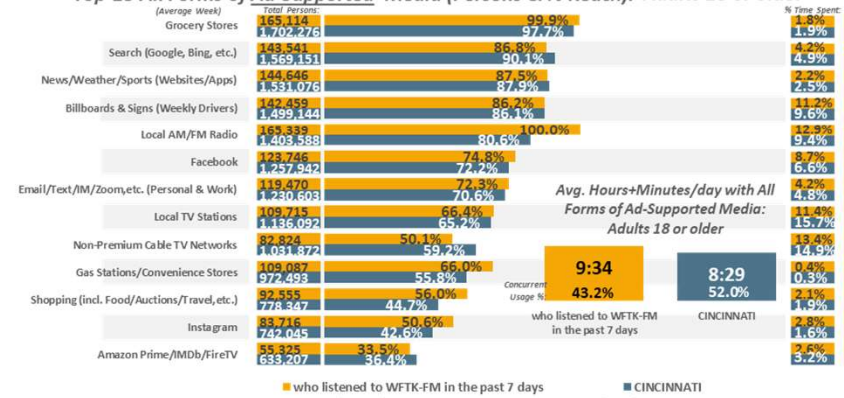
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



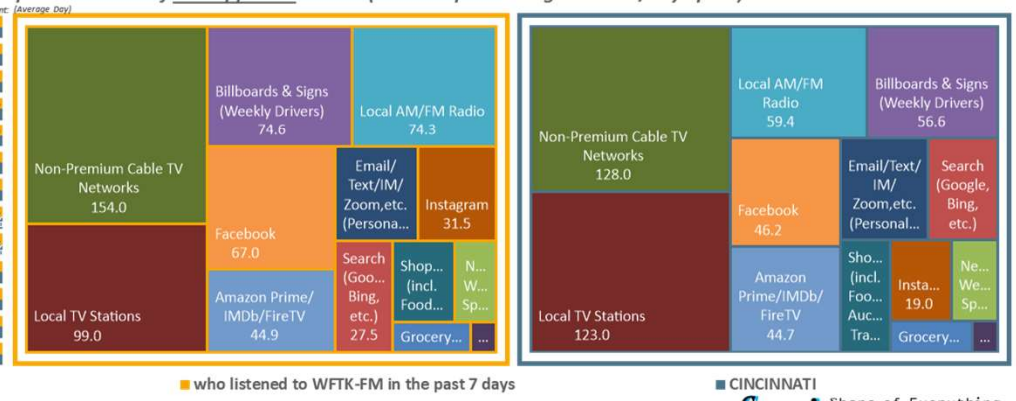
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 143

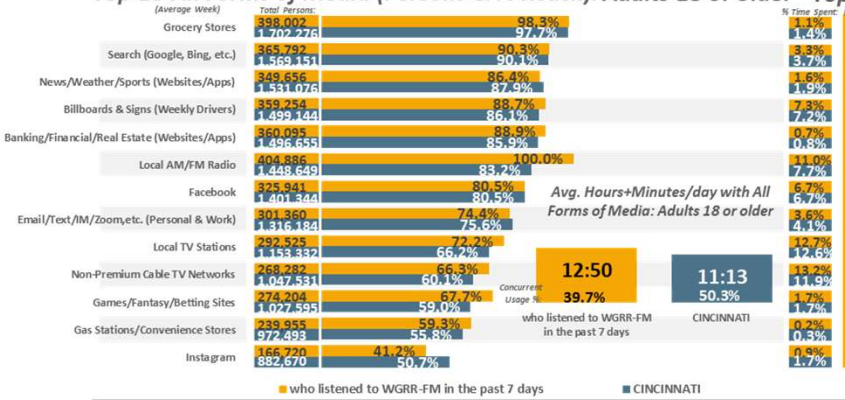
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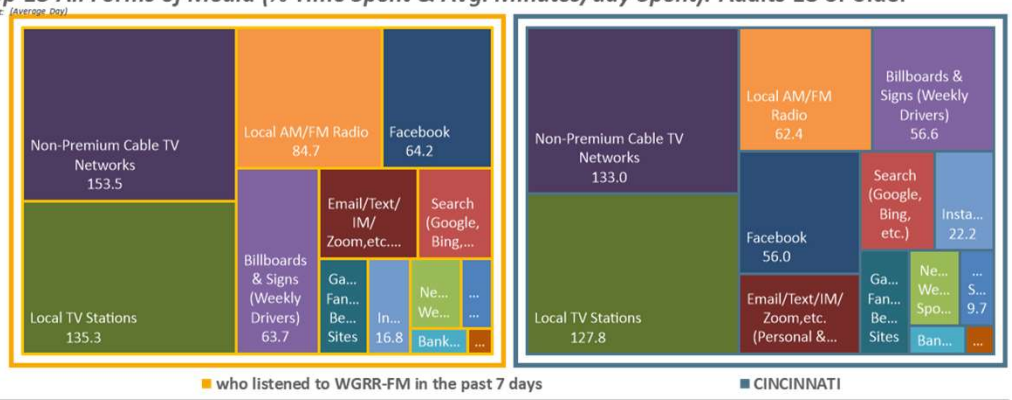
Radio Stations: WFTK-FM

Adults 18 or older who listened to WGRR-FM in the past 7 days spend an average of 9 hours and 55 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 80.7 minutes/day. *(Local Radio delivers 13.6% of Time with Ad-Supported Media.)*

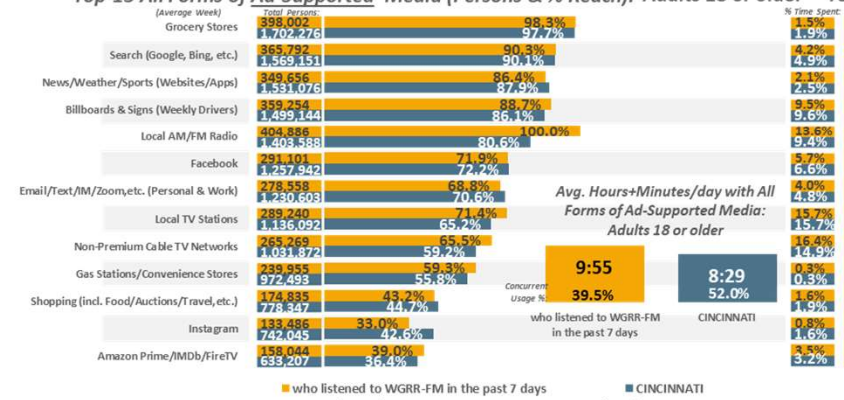
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



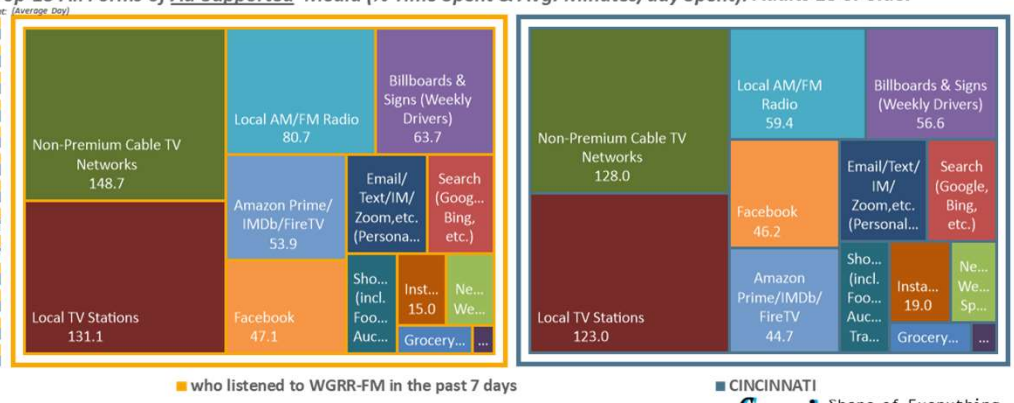
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 424

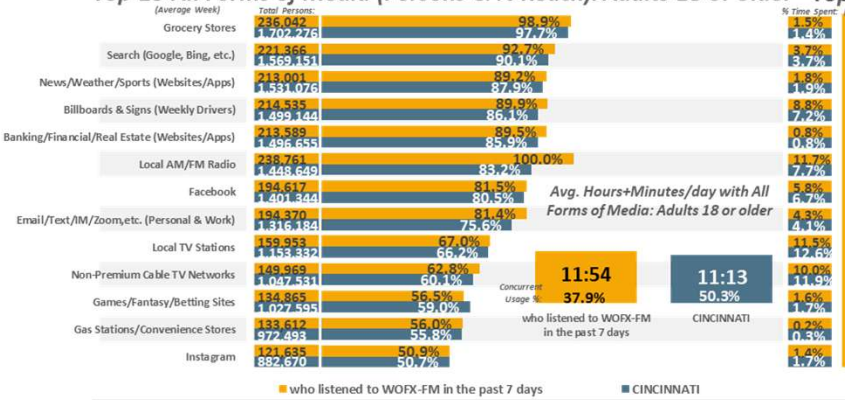
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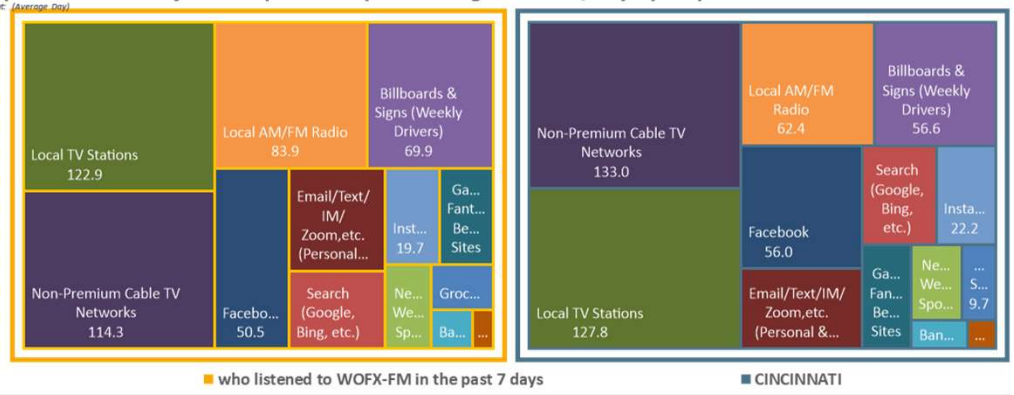
Radio Stations: WGRR-FM

Adults 18 or older who listened to WOFX-FM in the past 7 days spend an average of 9 hours and 7 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 80.8 minutes/day. *(Local Radio delivers 14.8% of Time with Ad-Supported Media.)*

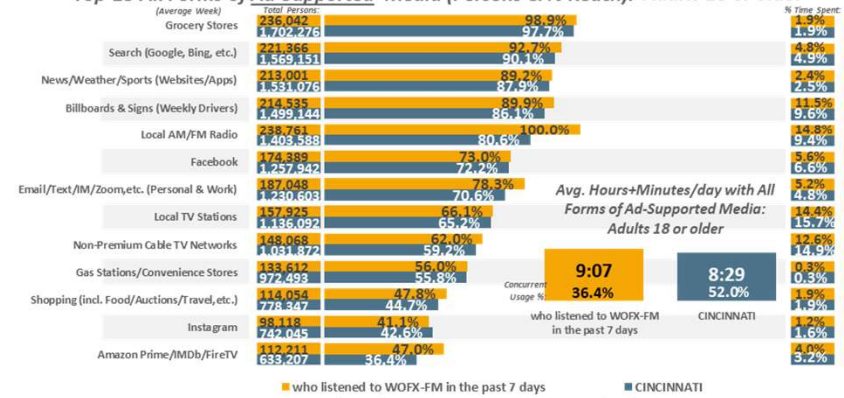
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



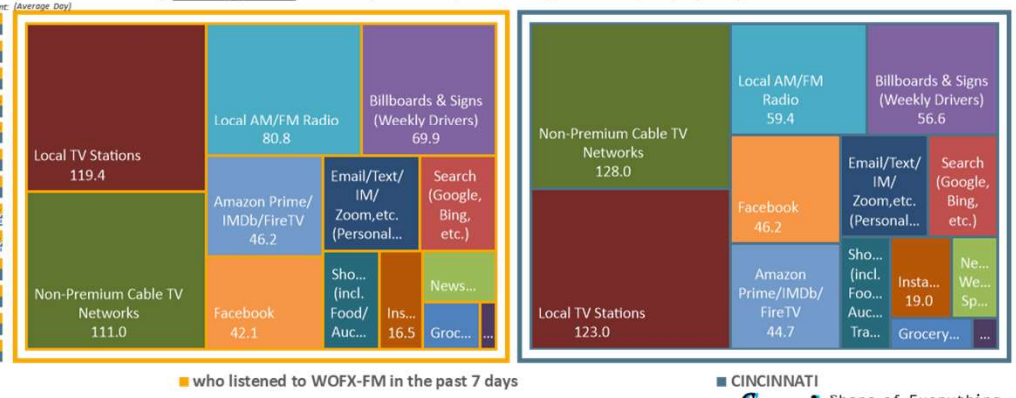
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 245

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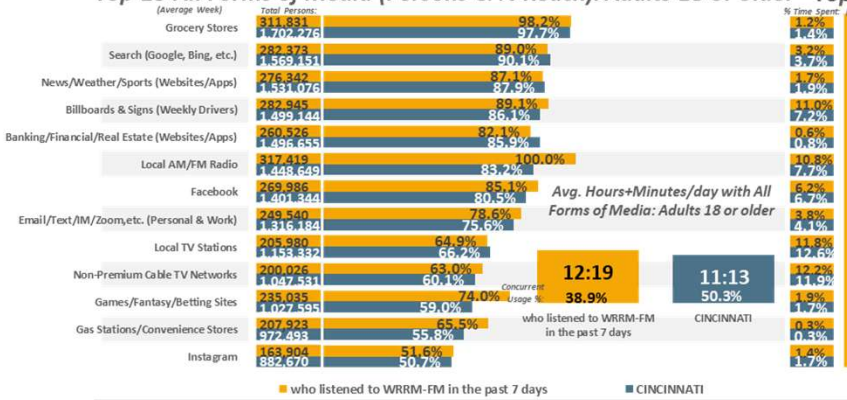
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Radio Stations: WOFX-FM

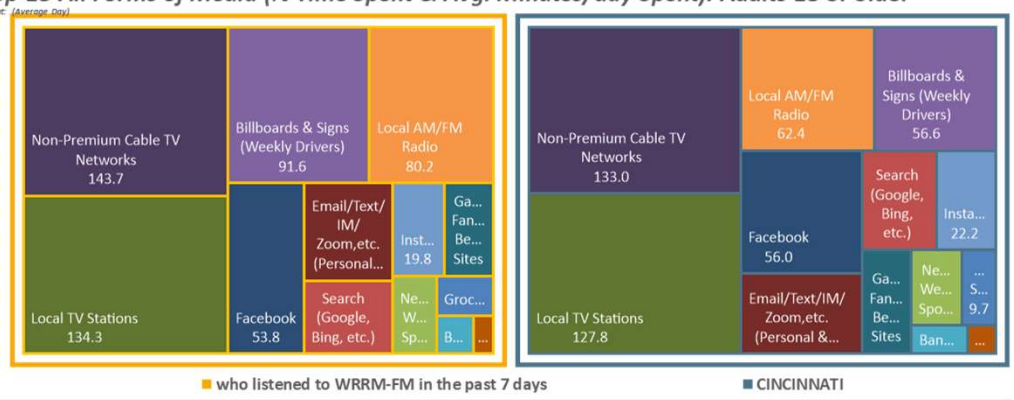
Warm98.5
80s. 90s. Now.

Adults 18 or older who listened to WRRM-FM in the past 7 days spend an average of 9 hours and 42 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 75.8 minutes/day. *(Local Radio delivers 13.% of Time with Ad-Supported Media.)*

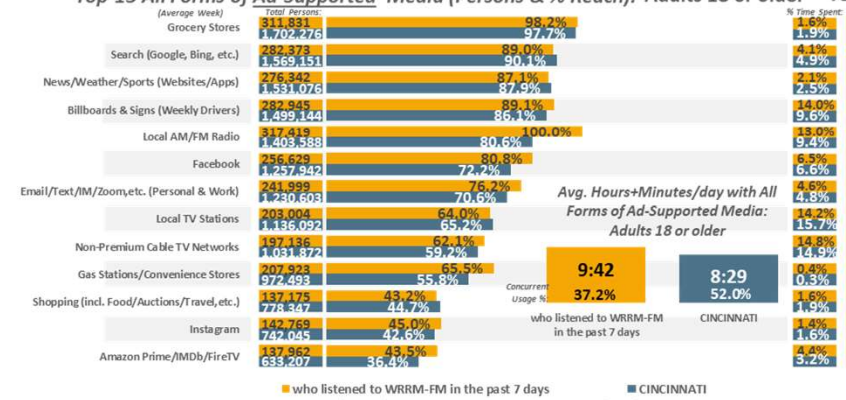
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



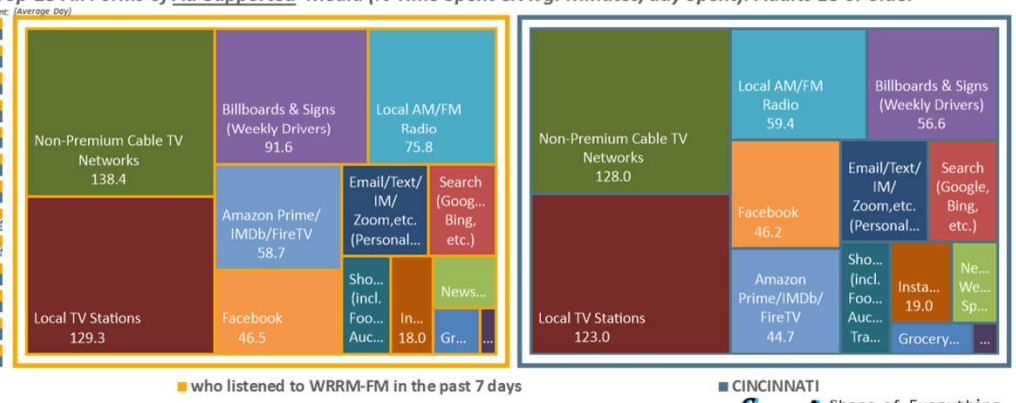
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 307

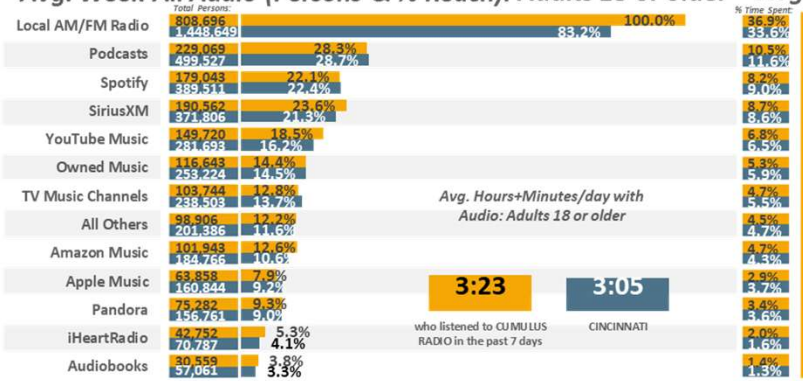
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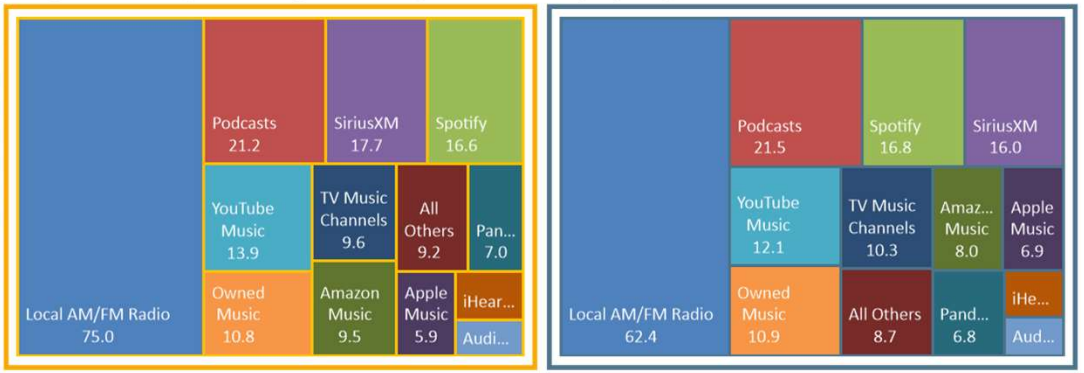
Radio Stations: WRRM-FM

808,696 or 100.% of Adults 18 or older who listened to CUMULUS RADIO in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 70.5 minutes every day representing 47.5% of all time spent daily with Ad-Supported Audio.

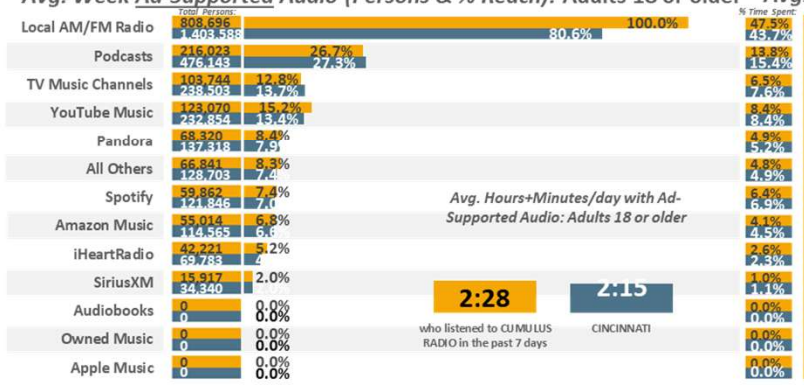
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



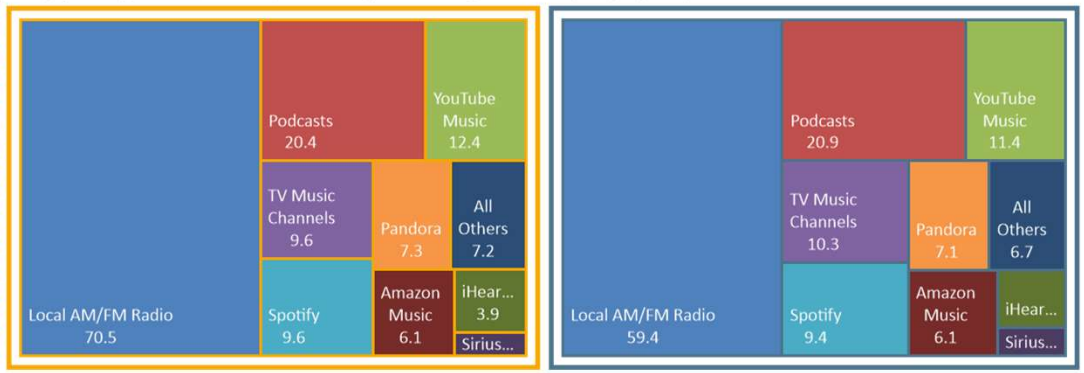
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 830

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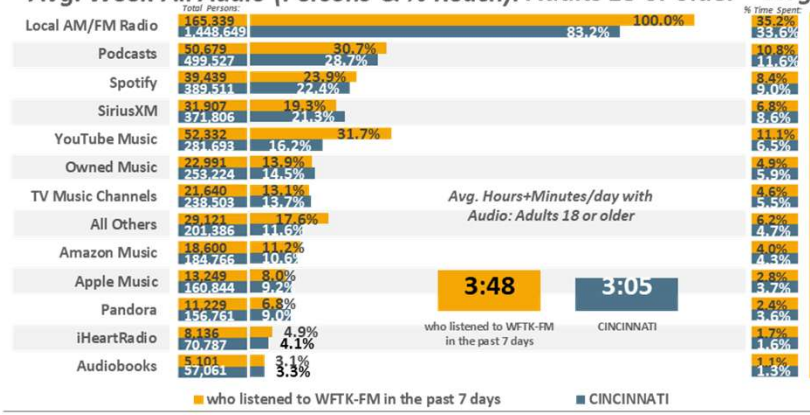
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(Radio Stations: WFTK-FM OR Radio Stations: WGRR-FM OR Radio Stations: WNNF-FM OR Radio Stations: WOFX-FM OR Radio Stations: WRRM-FM)

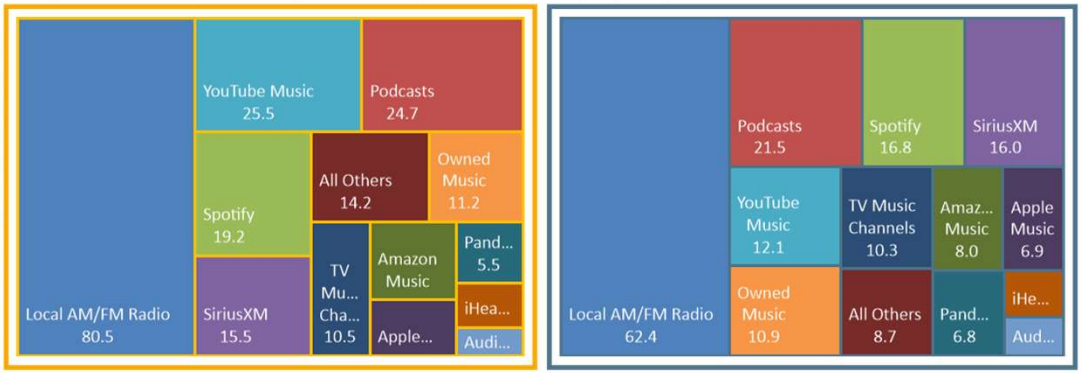
96ROCK
CINCINNATI'S PURE ROCK

165,339 or 100.% of Adults 18 or older who listened to WFTK-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 74.3 minutes every day representing 45.3% of all time spent daily with Ad-Supported Audio.

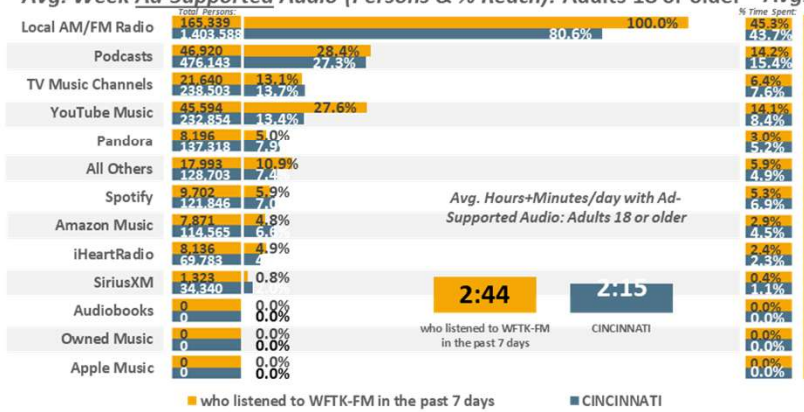
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



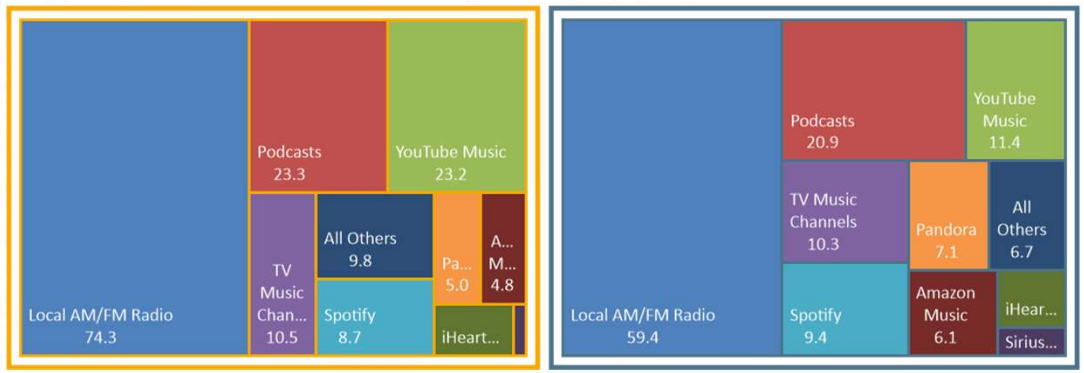
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 143

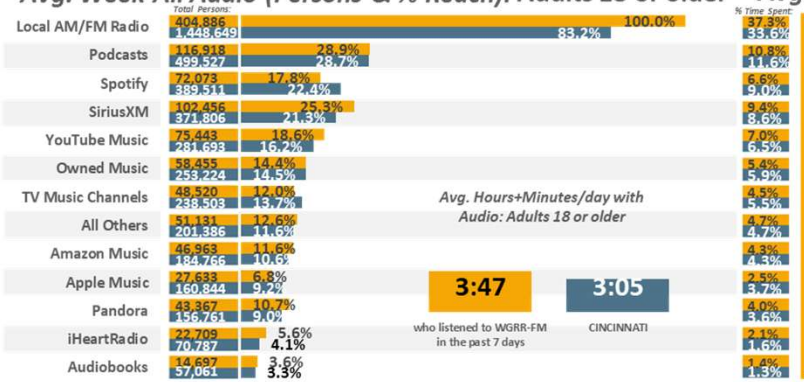
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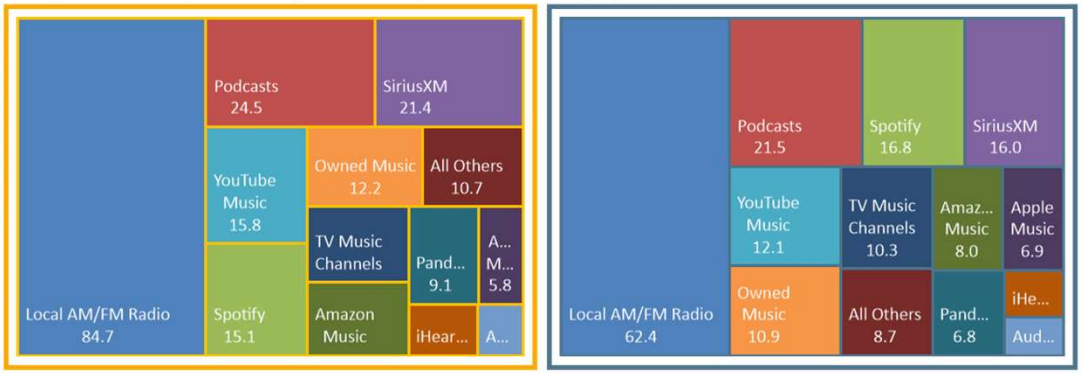
Radio Stations: WFTK-FM

404,886 or 100.% of Adults 18 or older who listened to WGRR-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 80.7 minutes every day representing 46.3% of all time spent daily with Ad-Supported Audio.

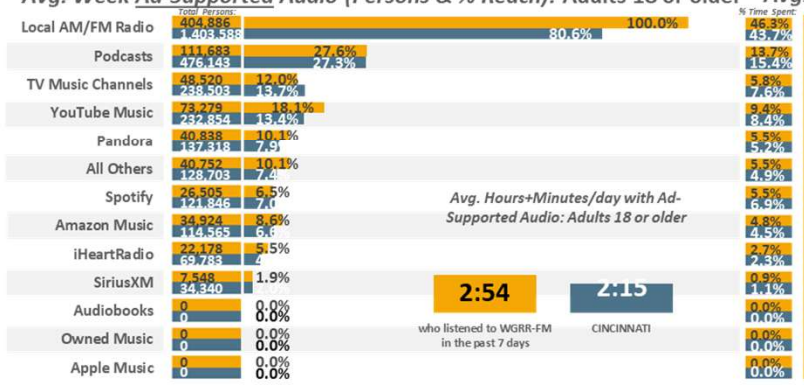
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



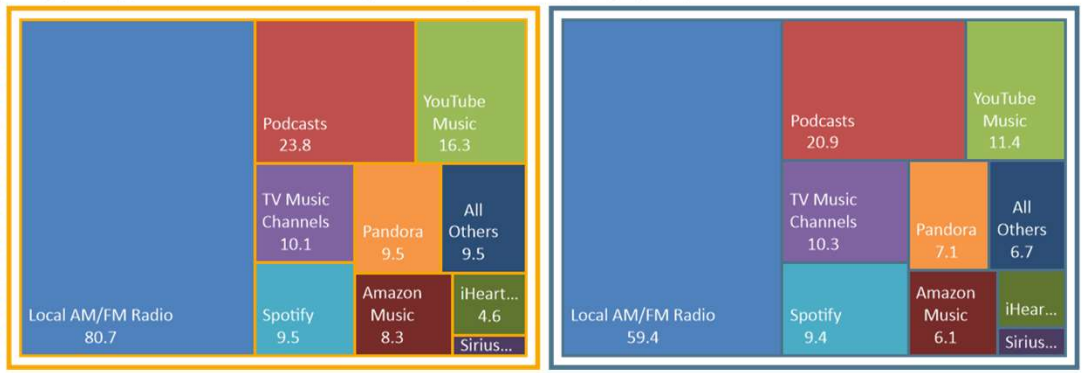
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 424

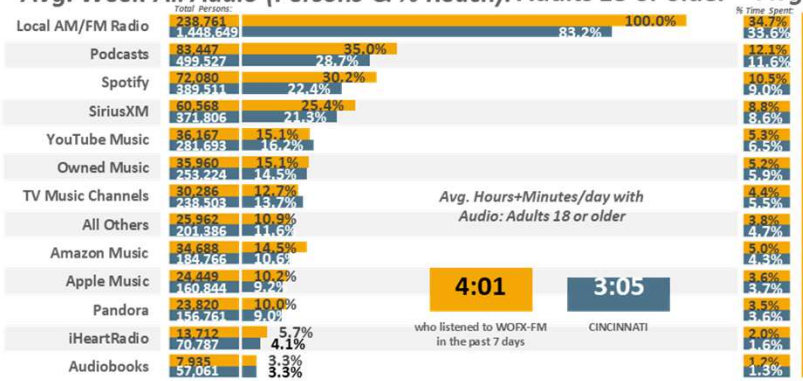
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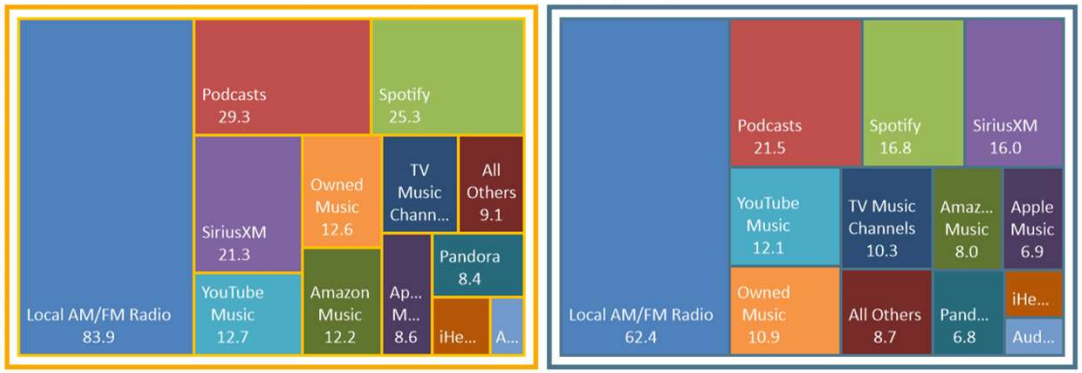
Radio Stations: WGRR-FM

238,761 or 100.% of Adults 18 or older who listened to WOFX-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 80.8 minutes every day representing 45.9% of all time spent daily with Ad-Supported Audio.

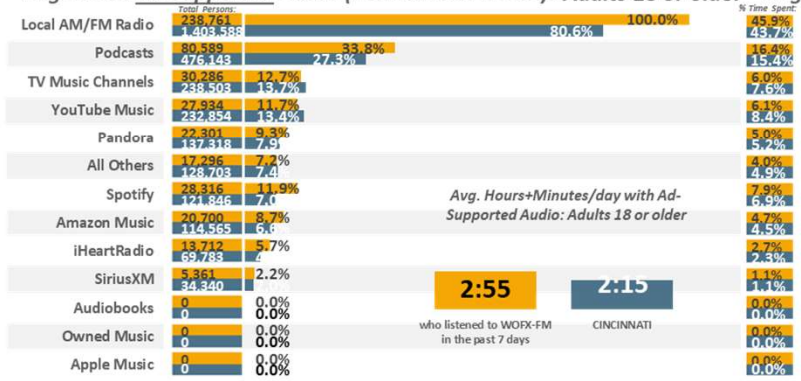
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



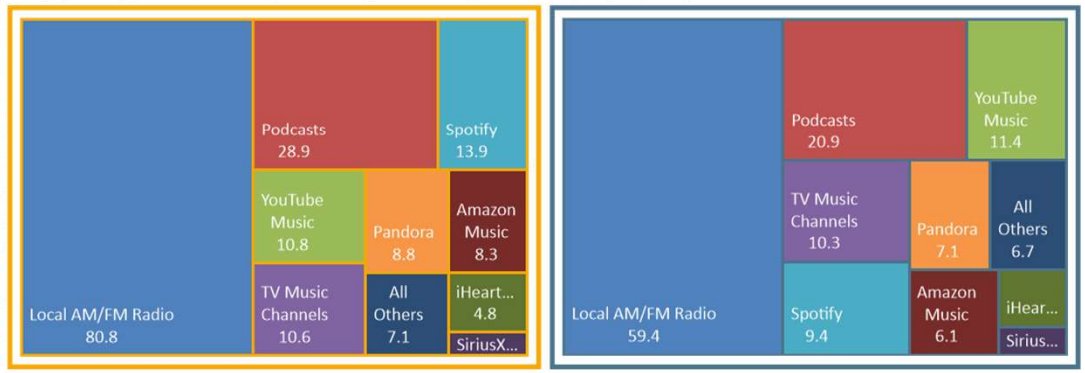
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 245

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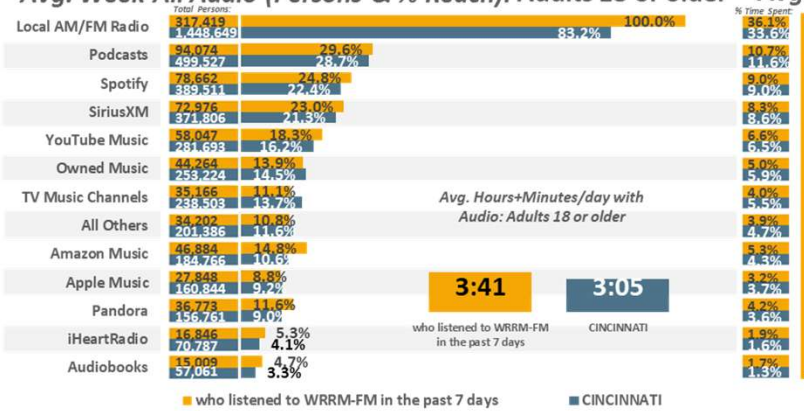
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Radio Stations: WOFX-FM

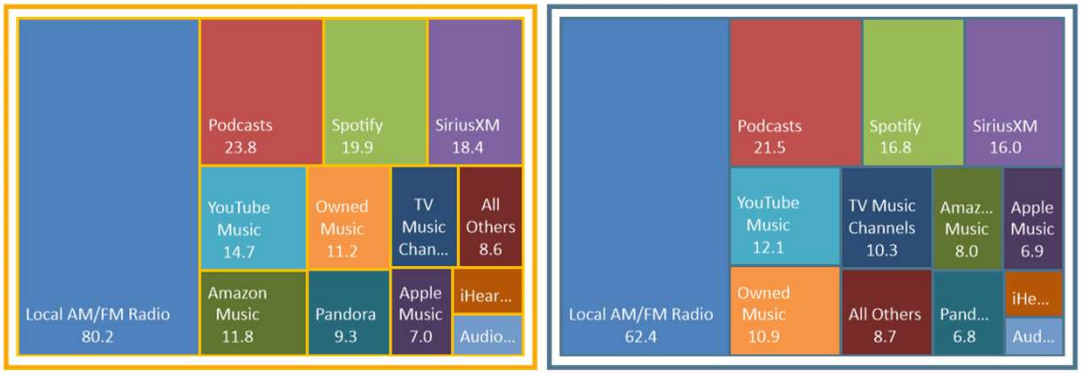
Warm98.5
80s. 90s. Now.

317,419 or 100.% of Adults 18 or older who listened to WRRM-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 75.8 minutes every day representing 48.1% of all time spent daily with Ad-Supported Audio.

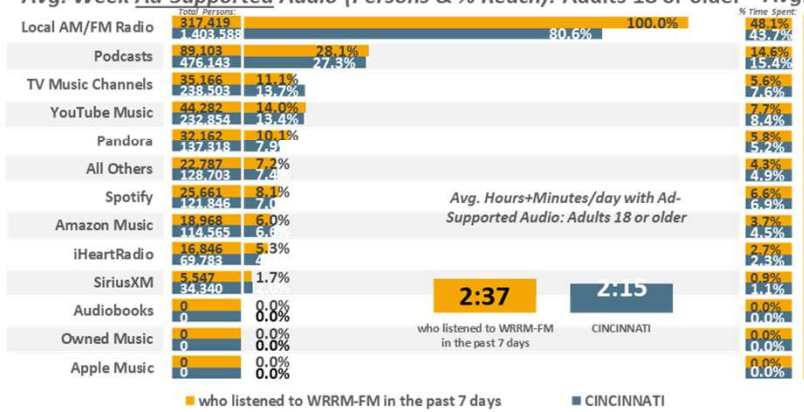
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



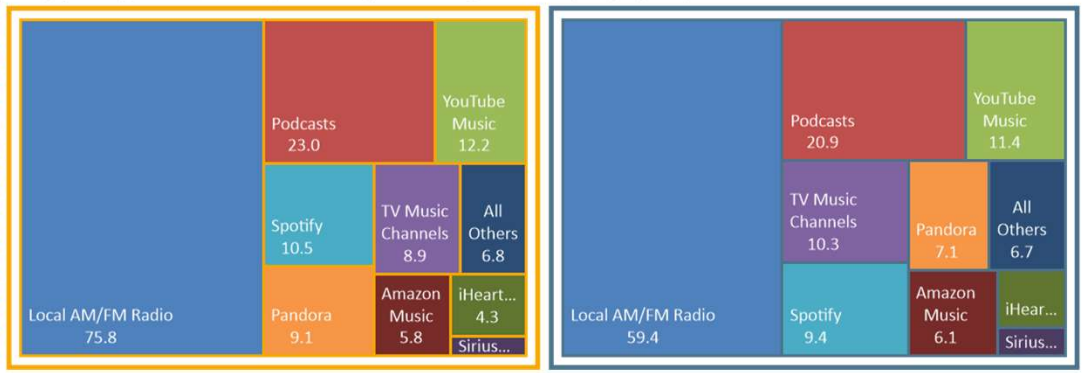
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



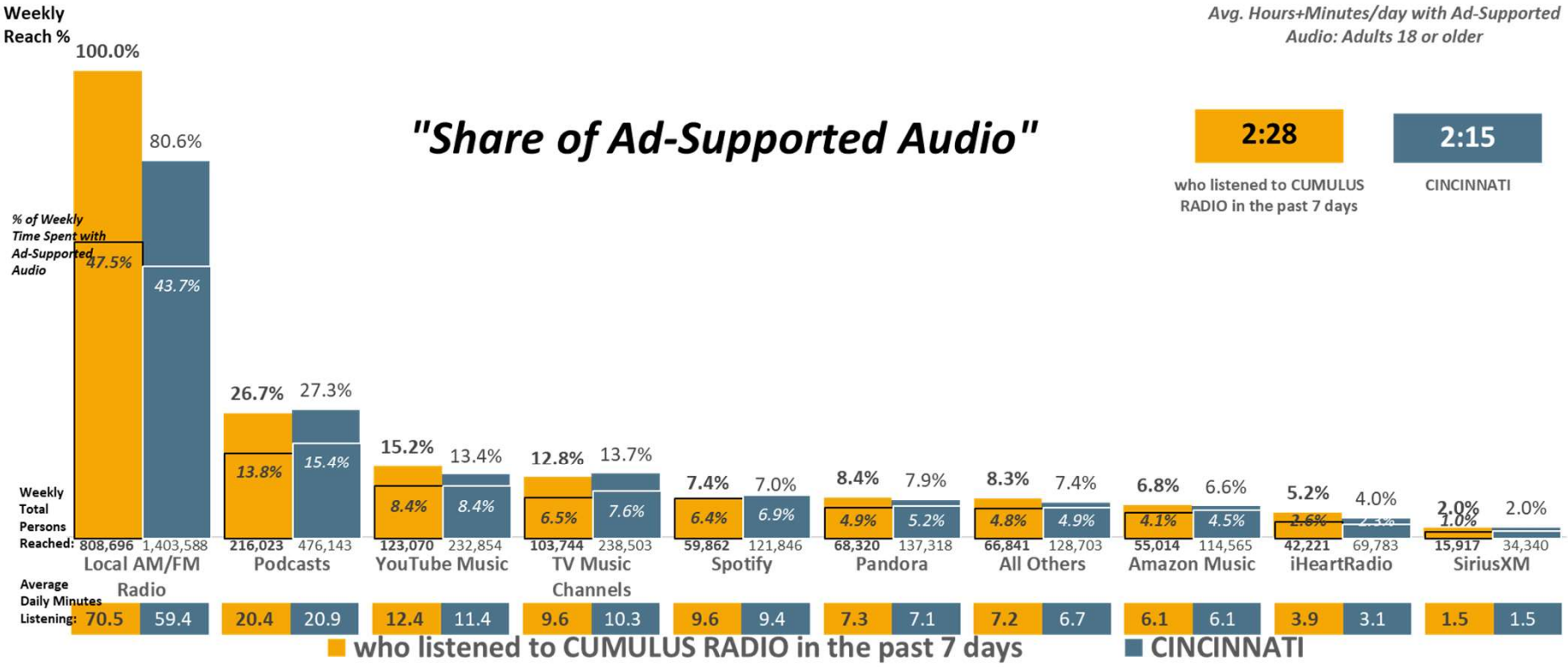
CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 307

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Radio Stations: WRRM-FM

808,696 or 100.% of Adults 18 or older who listened to CUMULUS RADIO in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 70.5 minutes every day representing 47.5% of all time spent daily with Ad-Supported Audio.



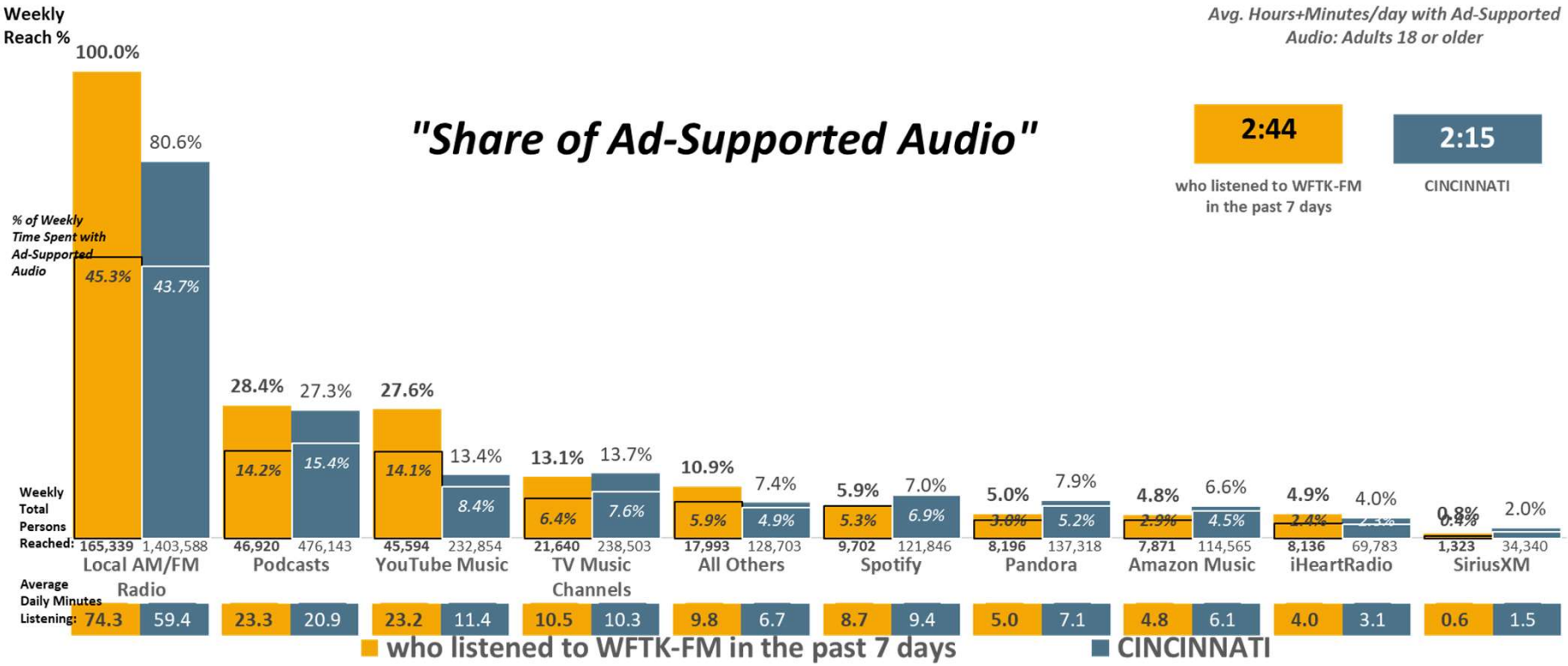
CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 830 CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,716

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

165,339 or 100.% of Adults 18 or older who listened to WFTK-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 74.3 minutes every day representing 45.3% of all time spent daily with Ad-Supported Audio.



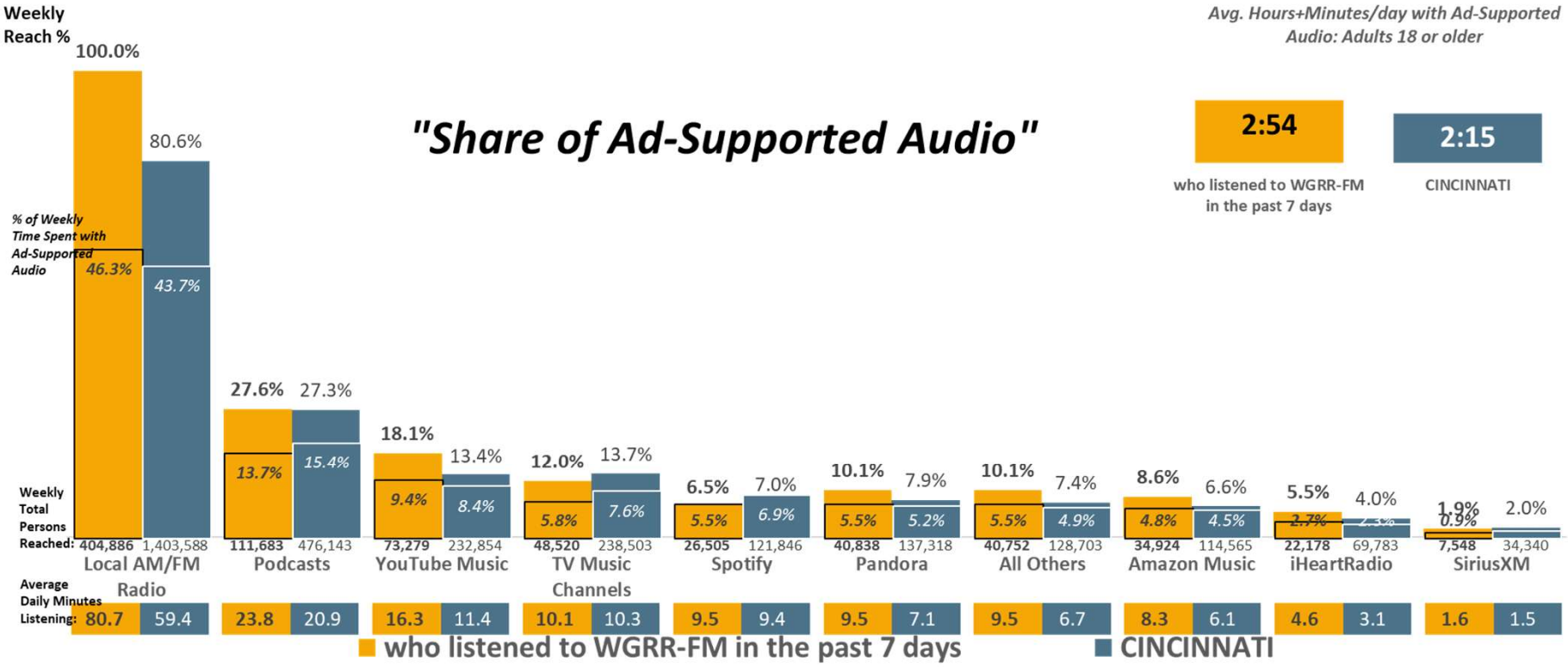
CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 143 CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,716

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Radio Stations: WFTK-FM

404,886 or 100.% of Adults 18 or older who listened to WGRR-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 80.7 minutes every day representing 46.3% of all time spent daily with Ad-Supported Audio.



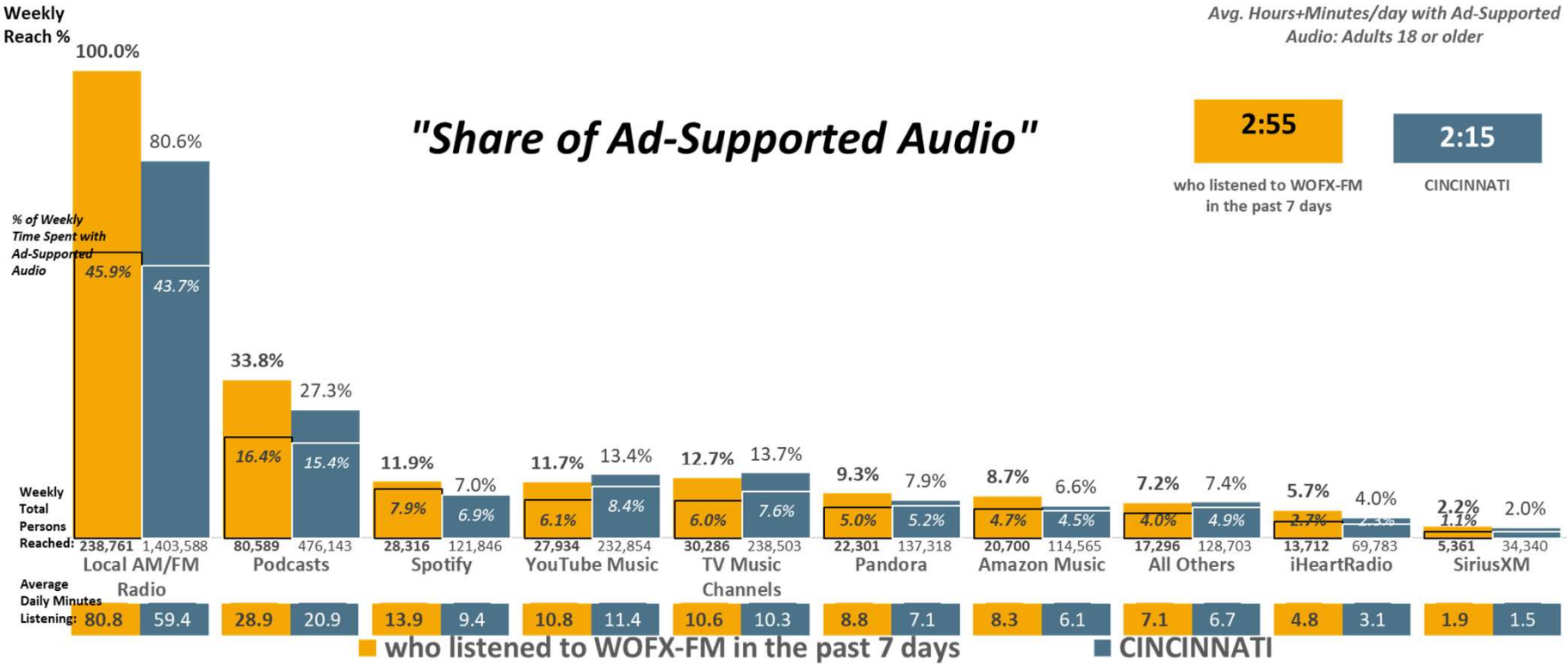
CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 424 CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,716

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Radio Stations: WGRR-FM

238,761 or 100.% of Adults 18 or older who listened to WOFX-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 80.8 minutes every day representing 45.9% of all time spent daily with Ad-Supported Audio.



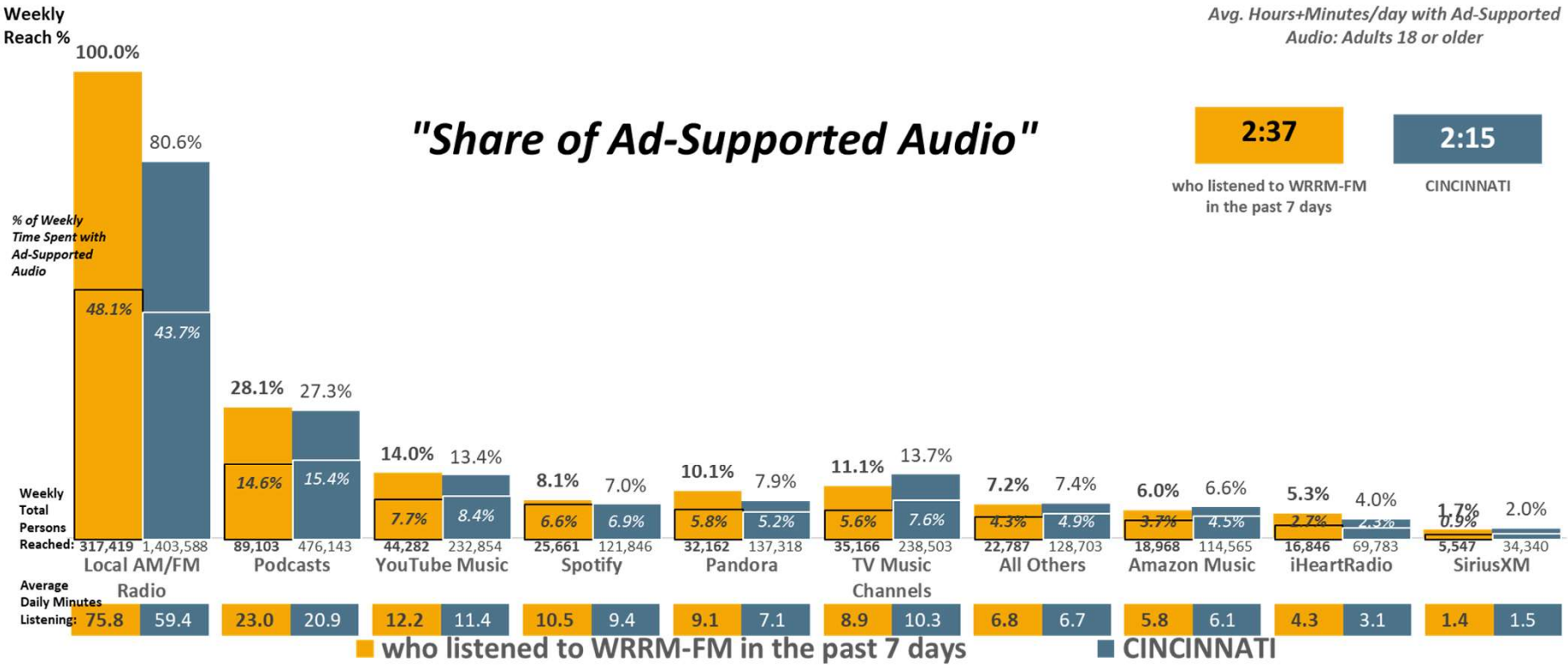
CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 245 CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,716

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Radio Stations: WOFX-FM

317,419 or 100.% of Adults 18 or older who listened to WRRM-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 75.8 minutes every day representing 48.1% of all time spent daily with Ad-Supported Audio.



CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 307 CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,716

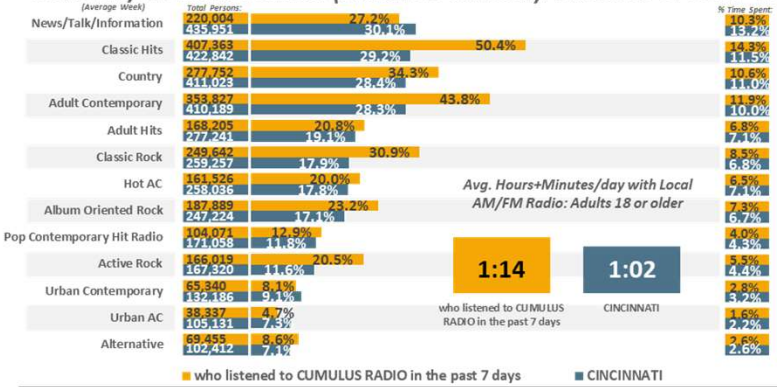
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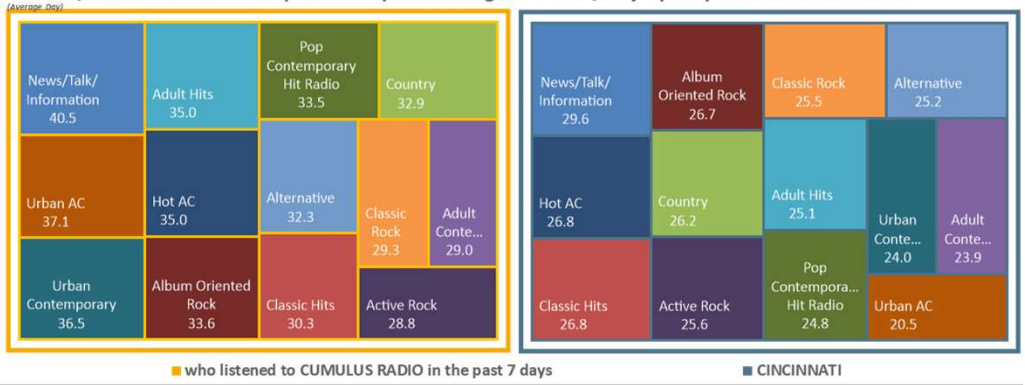
Radio Stations: WRRM-FM

808,696 or 100.% of Adults 18 or older who listened to CUMULUS RADIO in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Hits, Adult Contemporary, Country, Classic Rock, and Album Oriented Rock.

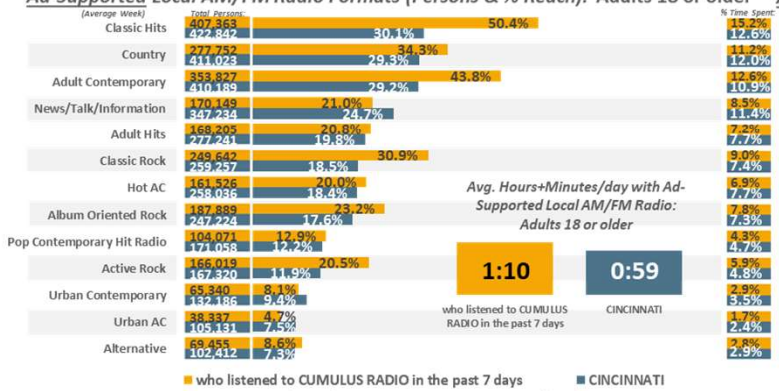
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



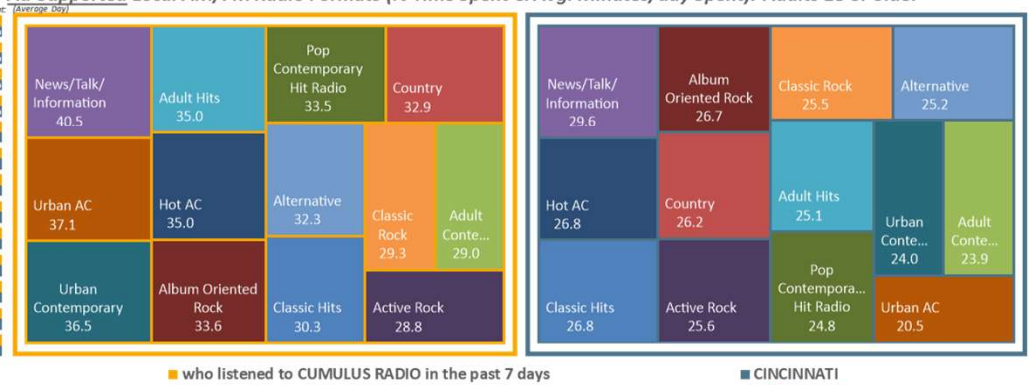
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 830

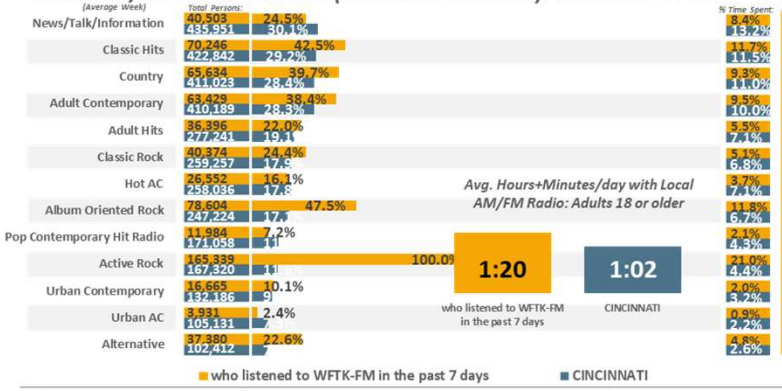
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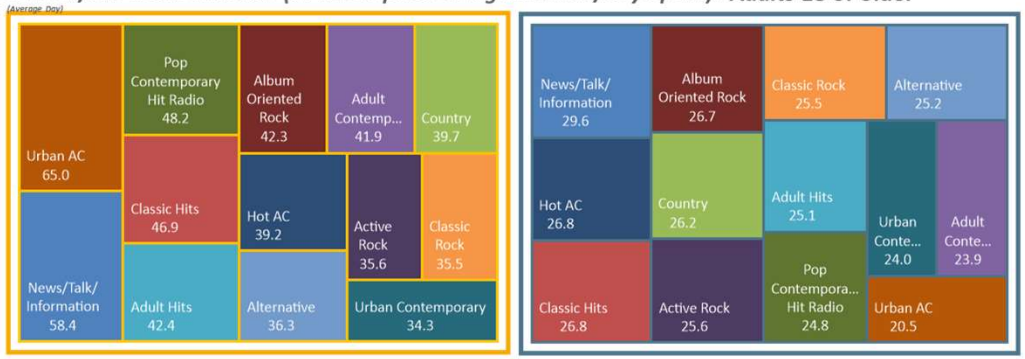
(Radio Stations: WFTK-FM OR Radio Stations: WGRR-FM OR Radio Stations: WNNF-FM OR Radio Stations: WOFX-FM OR Radio Stations: WRRM-FM)

165,339 or 100.% of Adults 18 or older who listened to WFTK-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Active Rock, Album Oriented Rock, Classic Hits, Country, and Adult Contemporary.

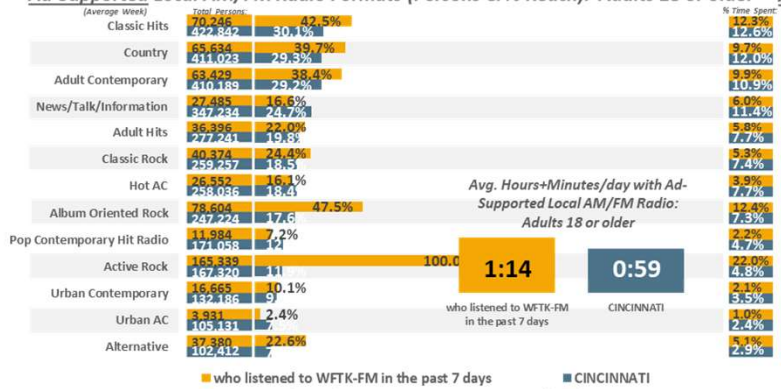
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



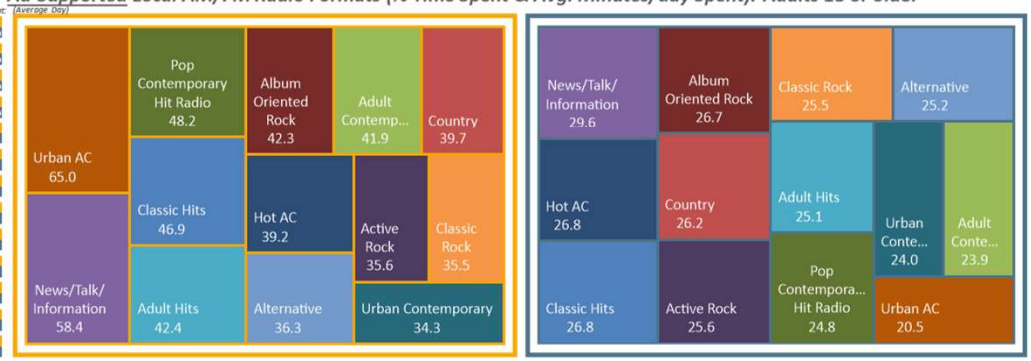
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



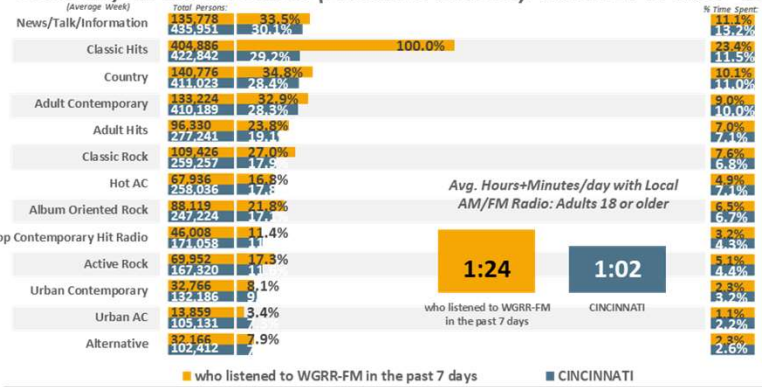
CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 143

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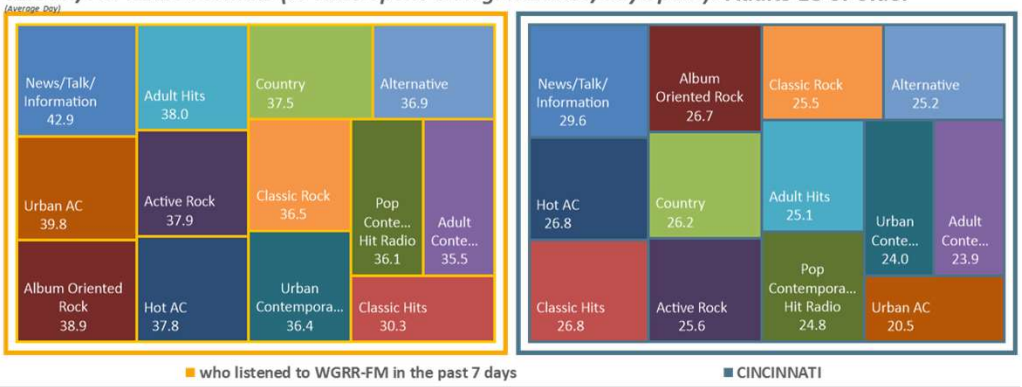
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404,886 or 100.% of Adults 18 or older who listened to WGRR-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Hits, Country, Adult Contemporary, News/Talk/Information, and Classic Rock.

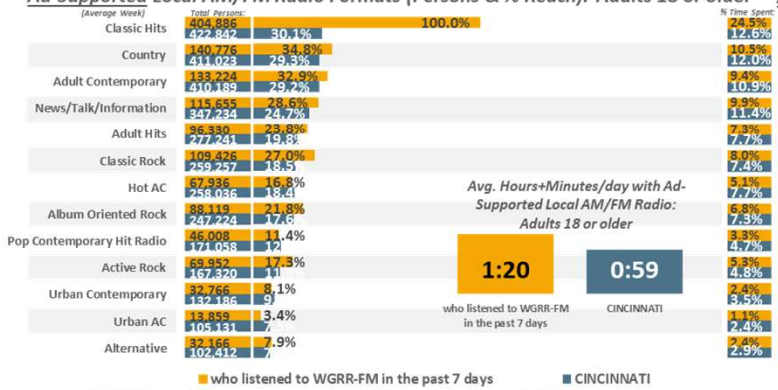
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



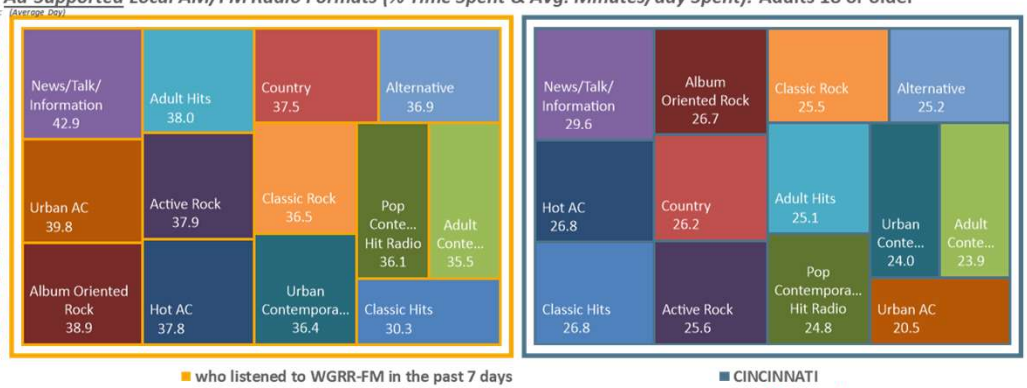
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 424

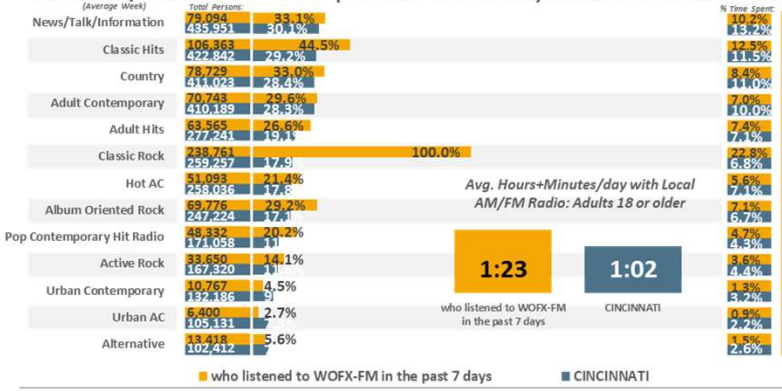
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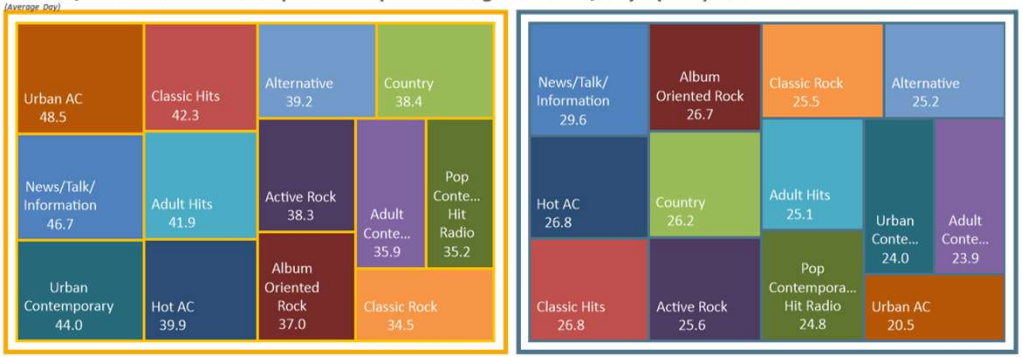
Radio Stations: WGRR-FM

238,761 or 100.% of Adults 18 or older who listened to WOFX-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Rock, Classic Hits, Country, Adult Contemporary, and News/Talk/Information.

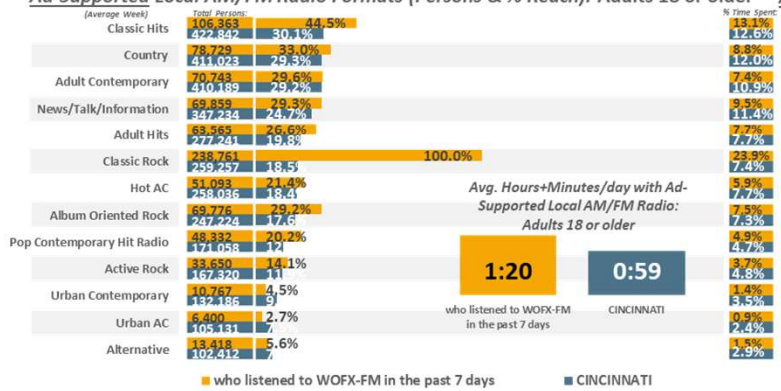
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



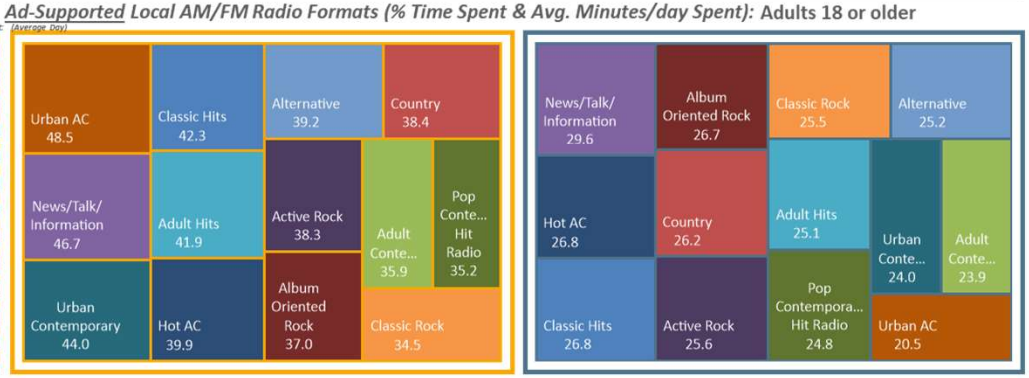
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 245

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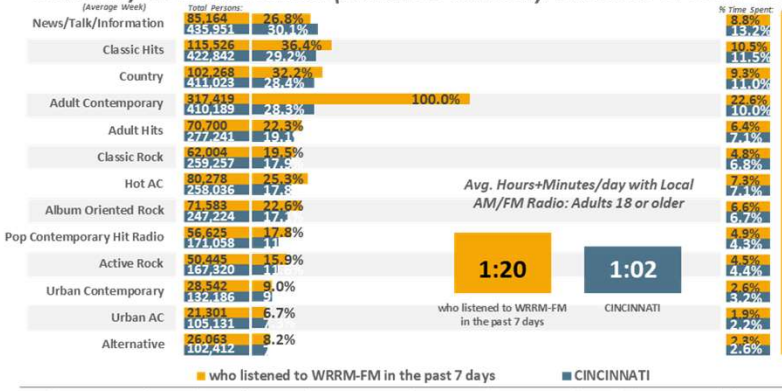
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Radio Stations: WOFX-FM

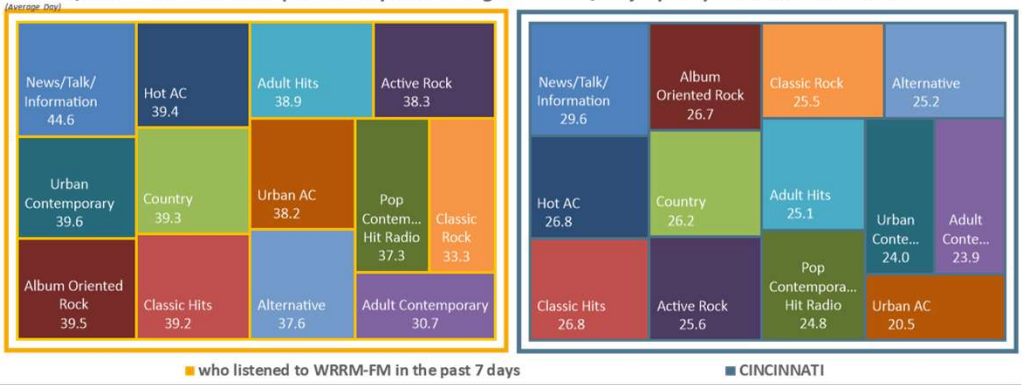
Warm98.5
80s. 90s. Now.

317,419 or 100.% of Adults 18 or older who listened to WRRM-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Country, Hot AC, and Album Oriented Rock.

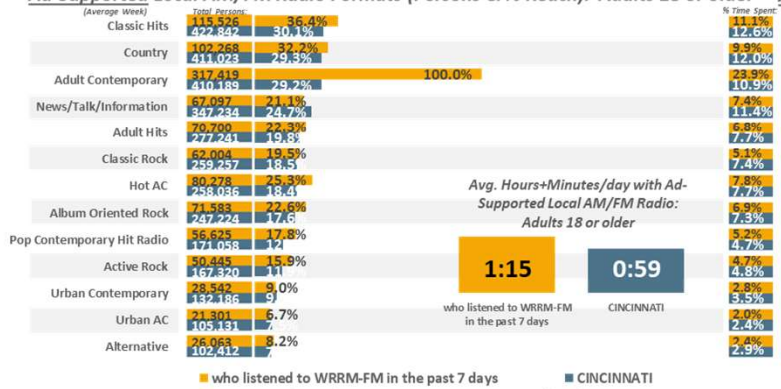
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



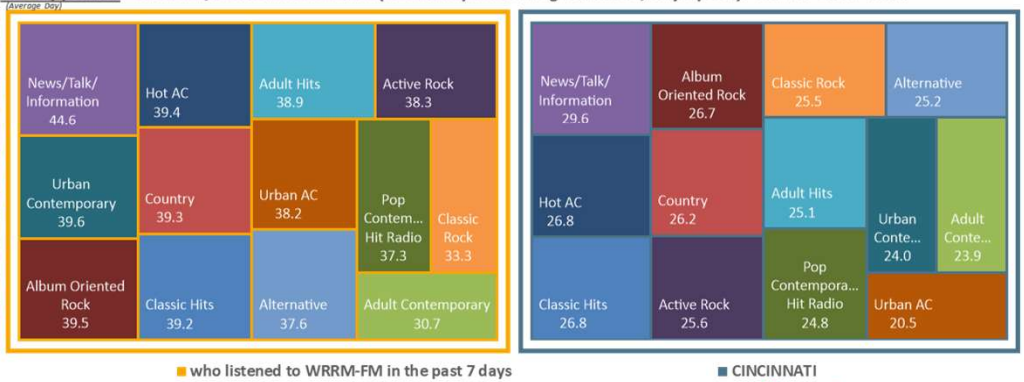
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 307

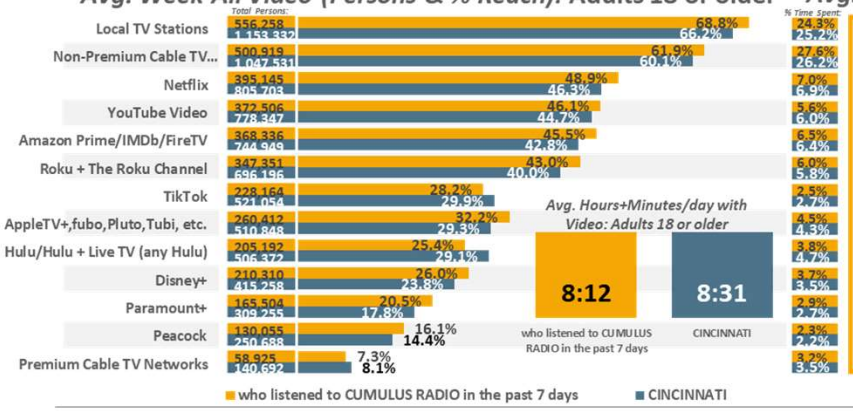
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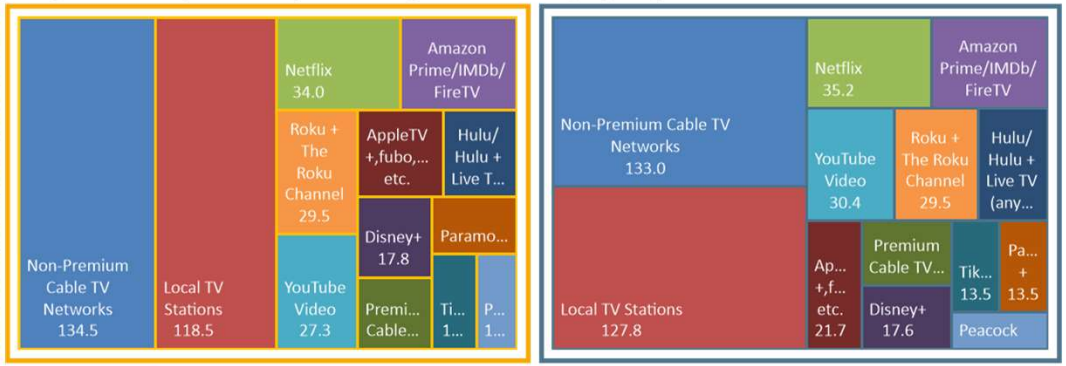
Radio Stations: WRRM-FM

549,097 or 67.9% of Adults 18 or older who listened to CUMULUS RADIO in the past 7 days watch Ad-Supported Local TV Stations for an average of 114.1 minutes every day representing 28.9% of all time spent daily with Ad-Supported Video.

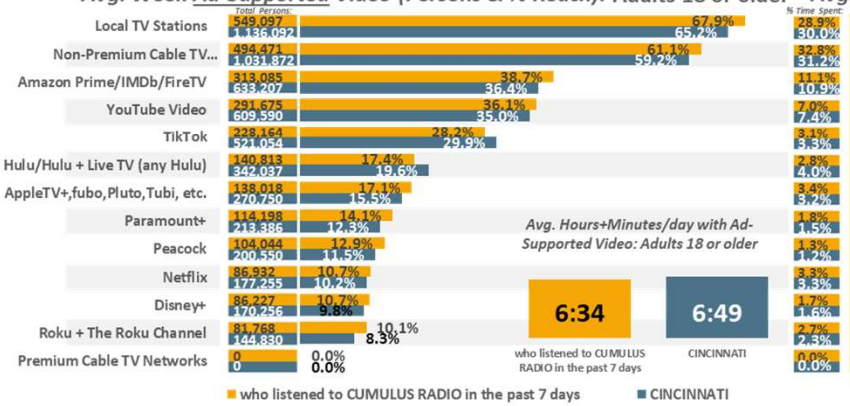
Avg. Week All Video (Persons & % Reach): Adults 18 or older



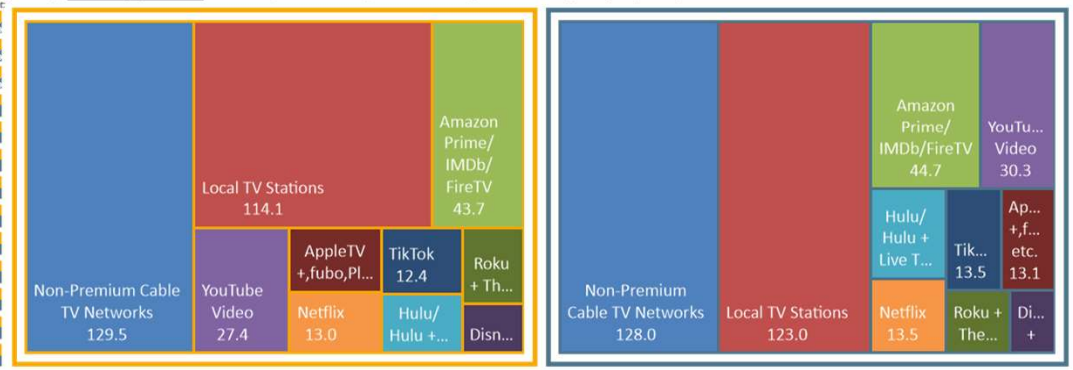
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 830

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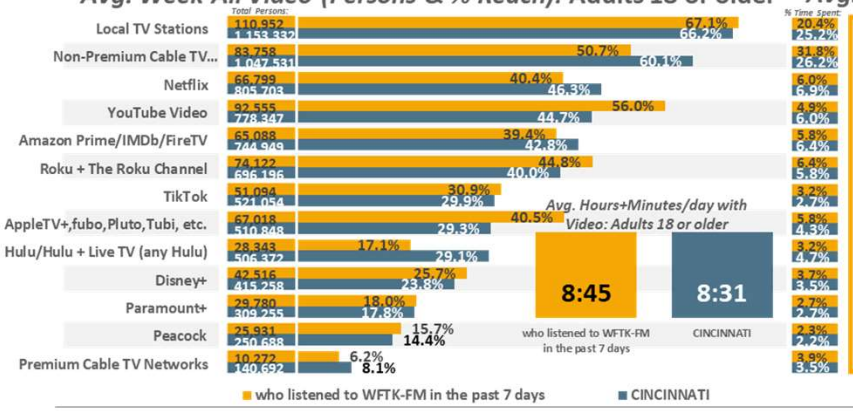
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(Radio Stations: WFTK-FM OR Radio Stations: WGRR-FM OR Radio Stations: WNNF-FM OR Radio Stations: WOFX-FM OR Radio Stations: WRRM-FM)

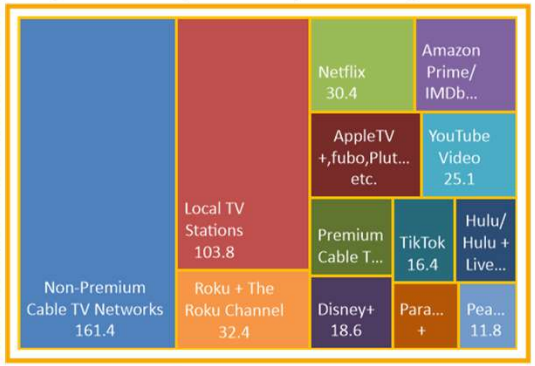
96 ROCK
CINCINNATI'S PURE ROCK

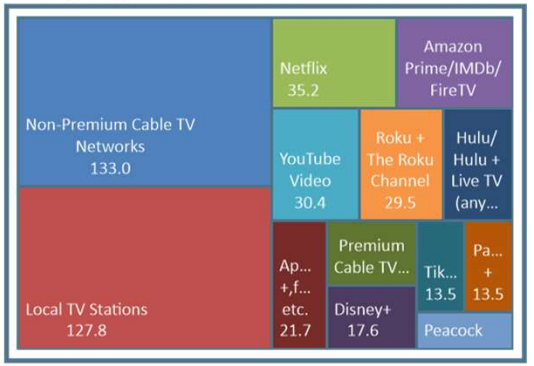
109,715 or 66.4% of Adults 18 or older who listened to WFTK-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 99. minutes every day representing 23.% of all time spent daily with Ad-Supported Video.

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

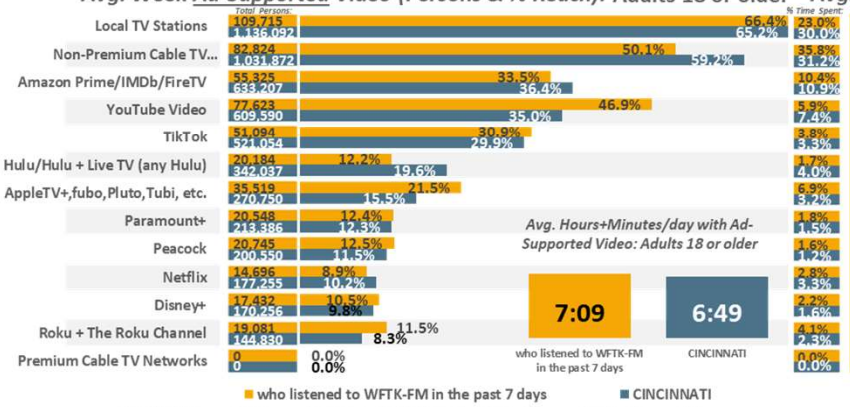


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

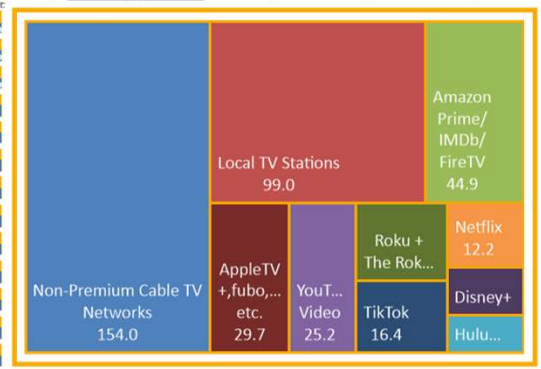


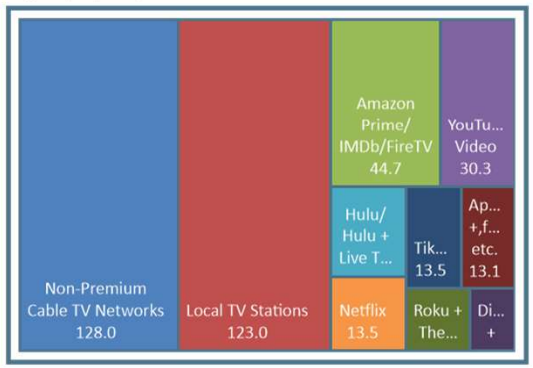


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



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





CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 143

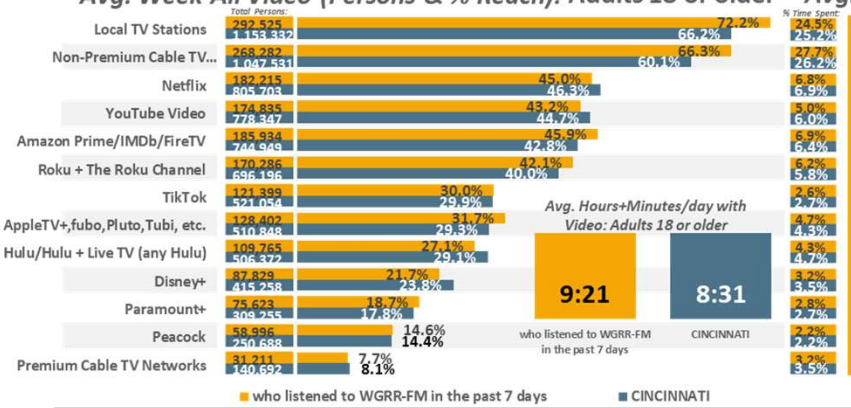
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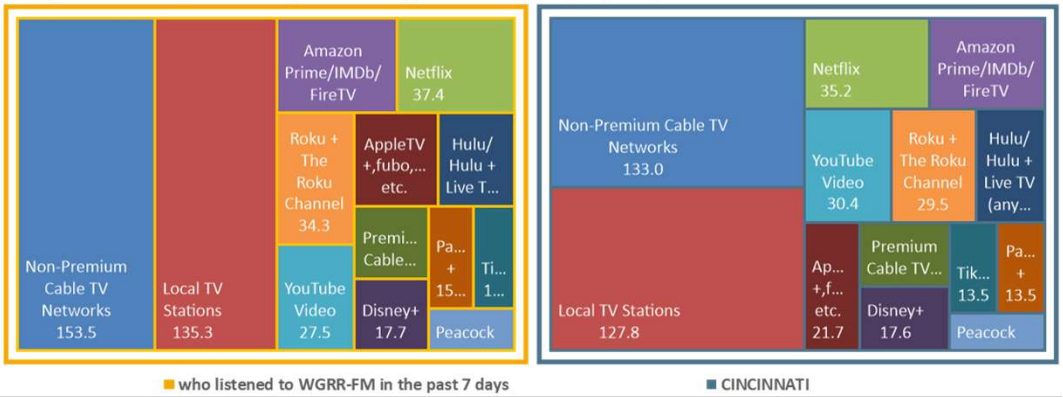
Radio Stations: WFTK-FM

289,240 or 71.4% of Adults 18 or older who listened to WGRR-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 131.1 minutes every day representing 29.% of all time spent daily with Ad-Supported Video.

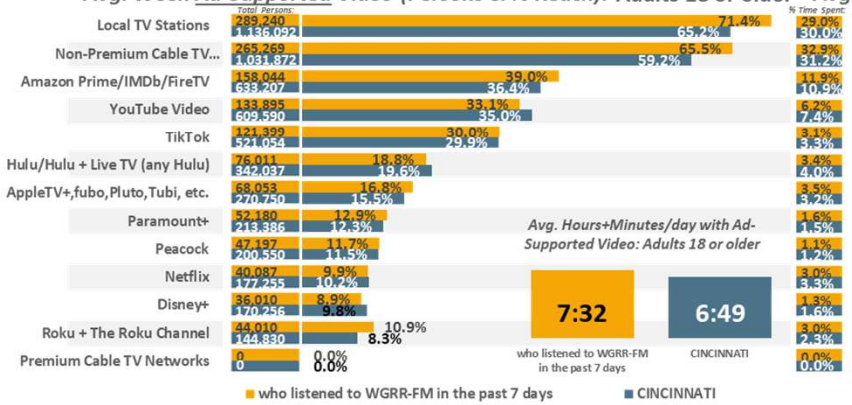
Avg. Week All Video (Persons & % Reach): Adults 18 or older



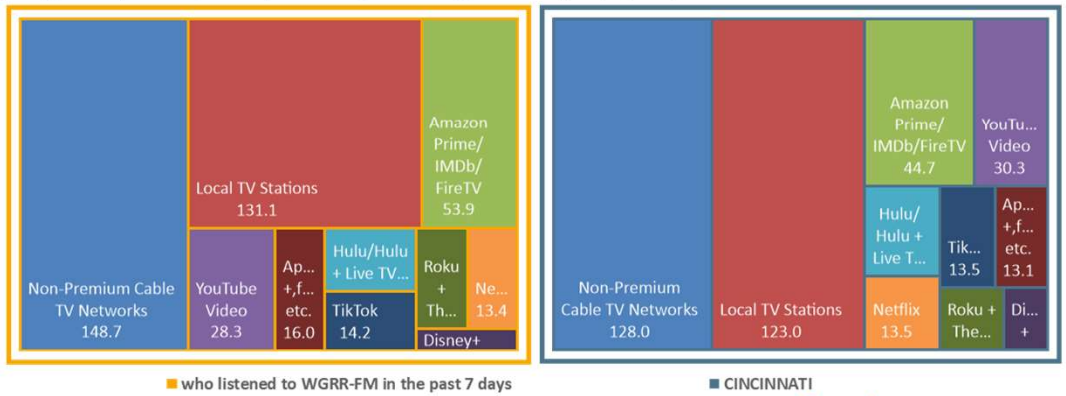
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 424

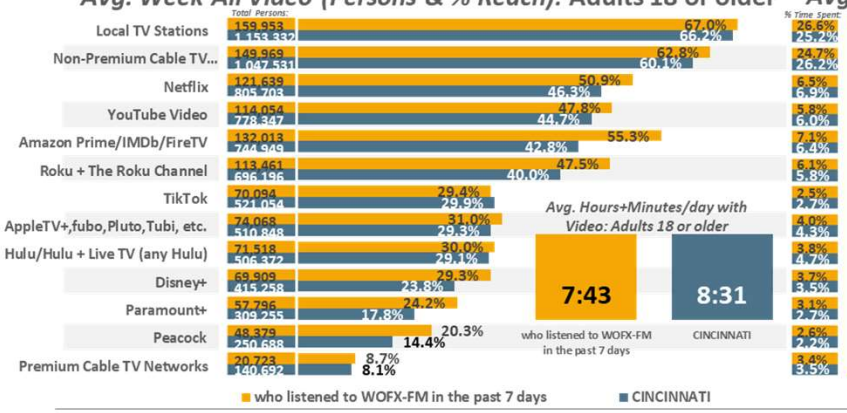
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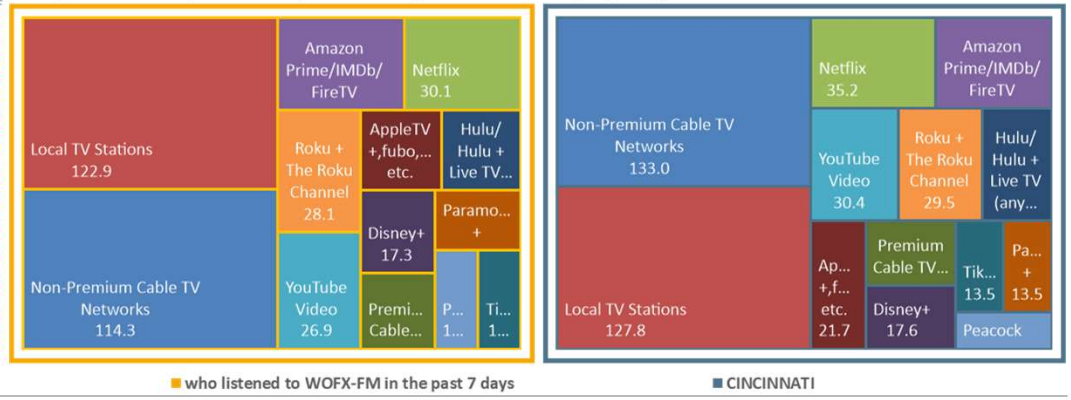
Radio Stations: WGRR-FM

157,925 or 66.1% of Adults 18 or older who listened to WOFX-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 119.4 minutes every day representing 32.% of all time spent daily with Ad-Supported Video.

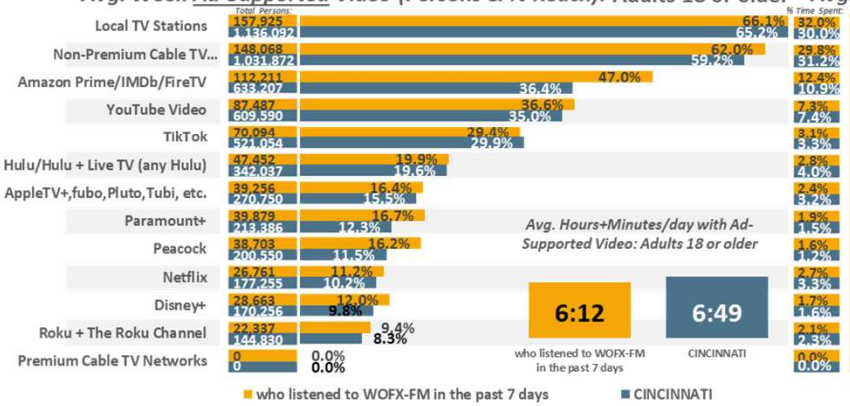
Avg. Week All Video (Persons & % Reach): Adults 18 or older



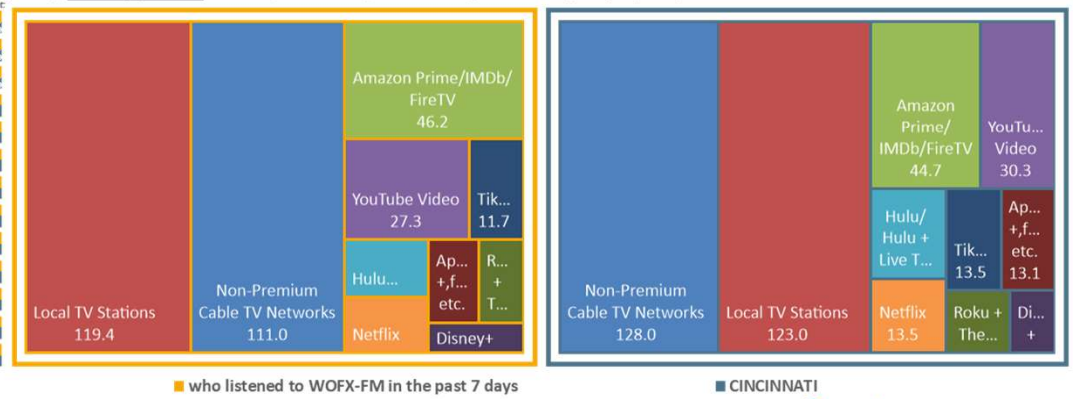
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 245

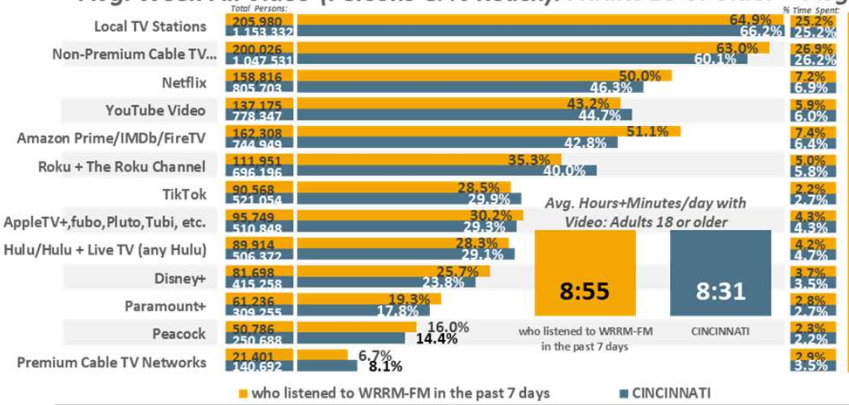
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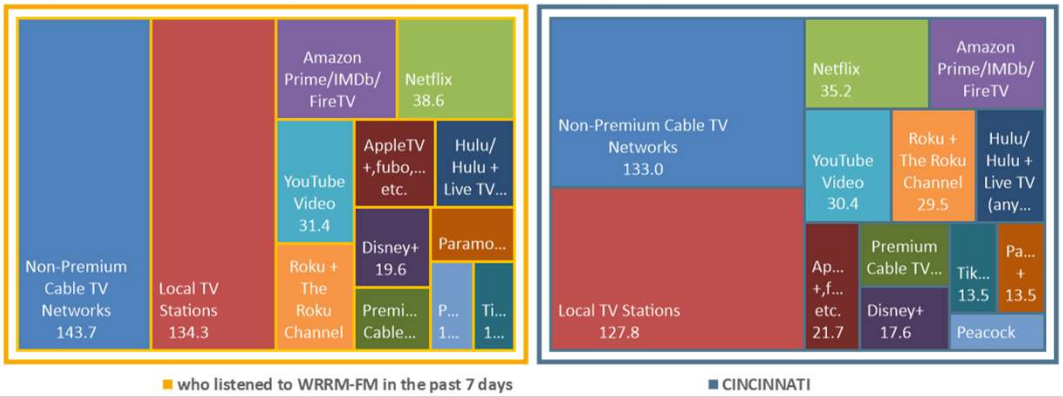
Radio Stations: WOFX-FM

203,004 or 64.% of Adults 18 or older who listened to WRRM-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 129.3 minutes every day representing 29.5% of all time spent daily with Ad-Supported Video.

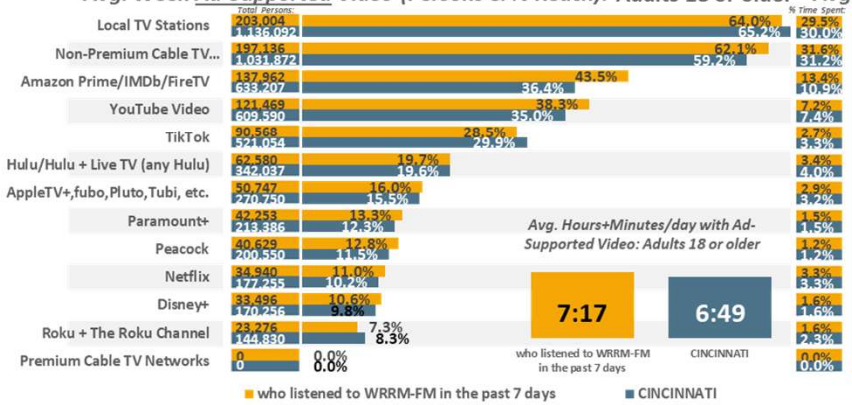
Avg. Week All Video (Persons & % Reach): Adults 18 or older



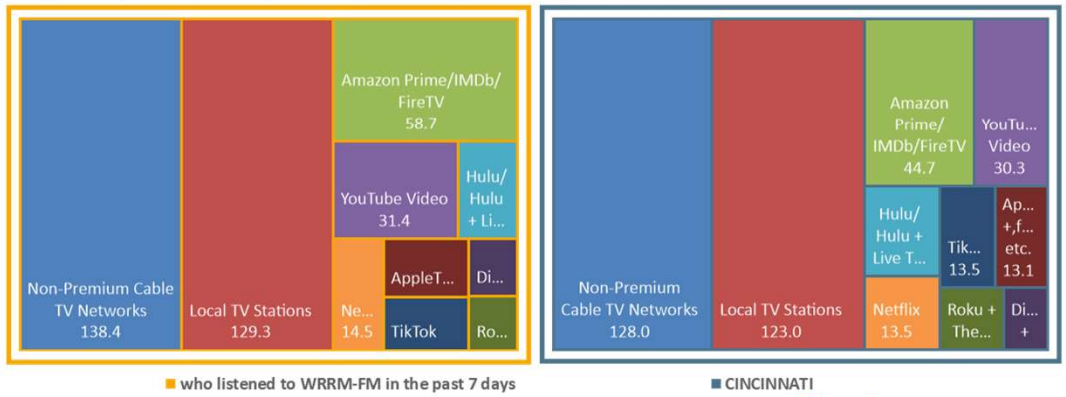
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



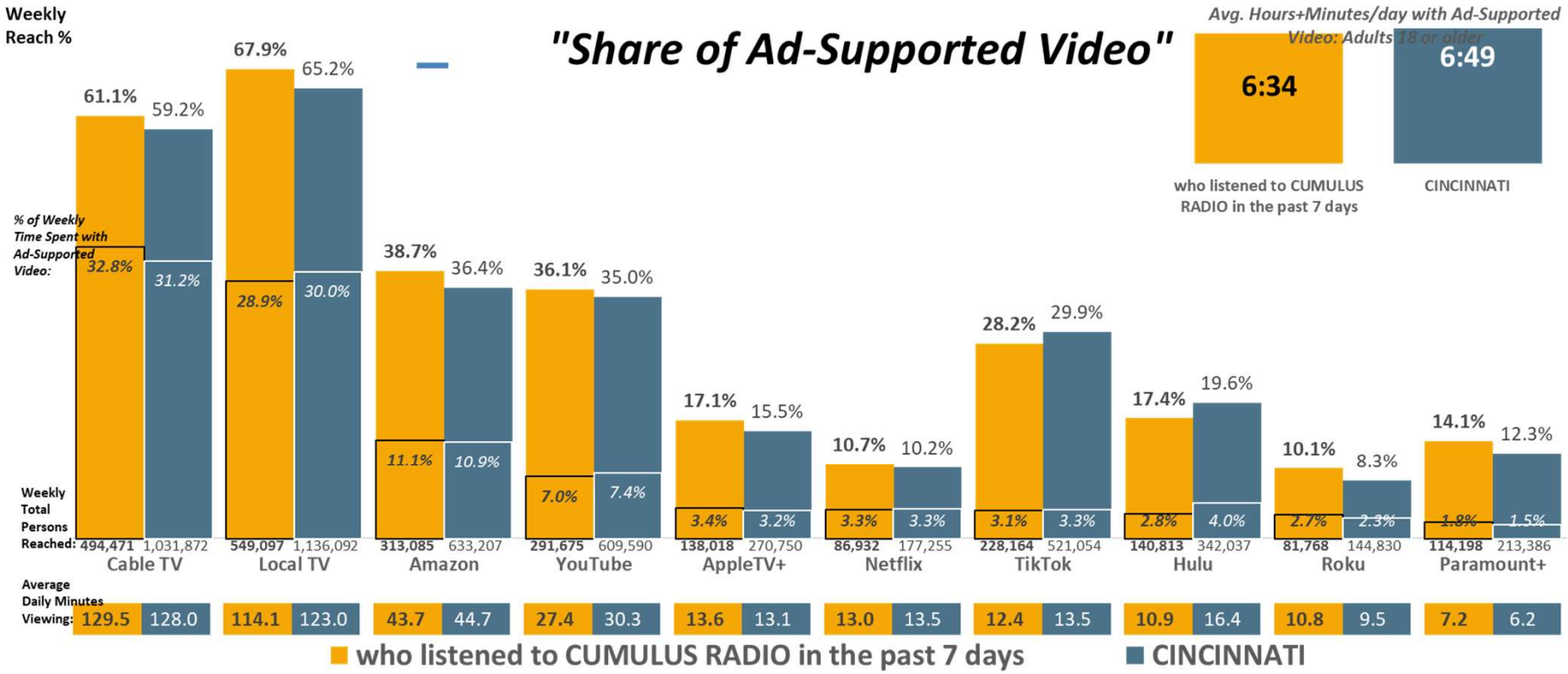
CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 307

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Radio Stations: WRRM-FM

549,097 or 67.9% of Adults 18 or older who listened to CUMULUS RADIO in the past 7 days watch Ad-Supported Local TV Stations for an average of 114.1 minutes every day representing 28.9% of all time spent daily with Ad-Supported Video.



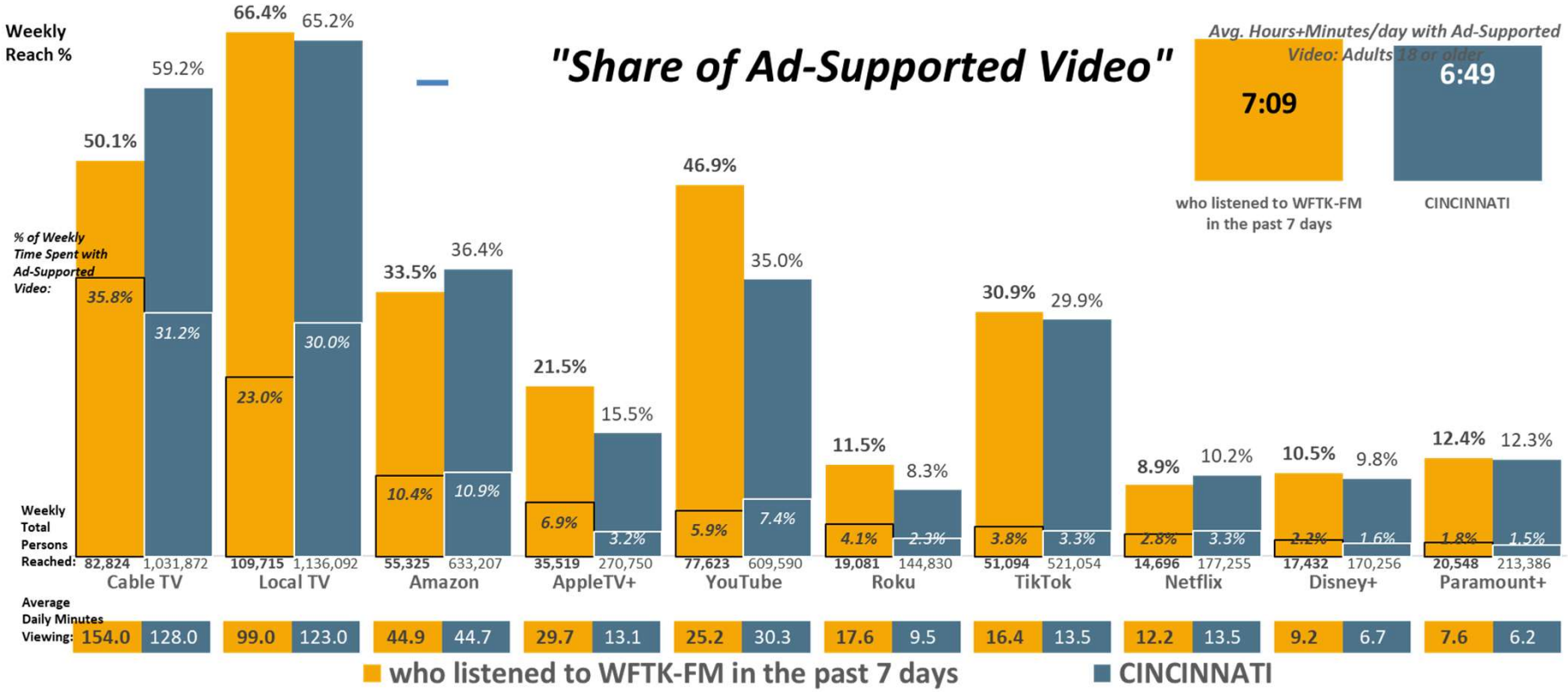
CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 830 CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,716

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

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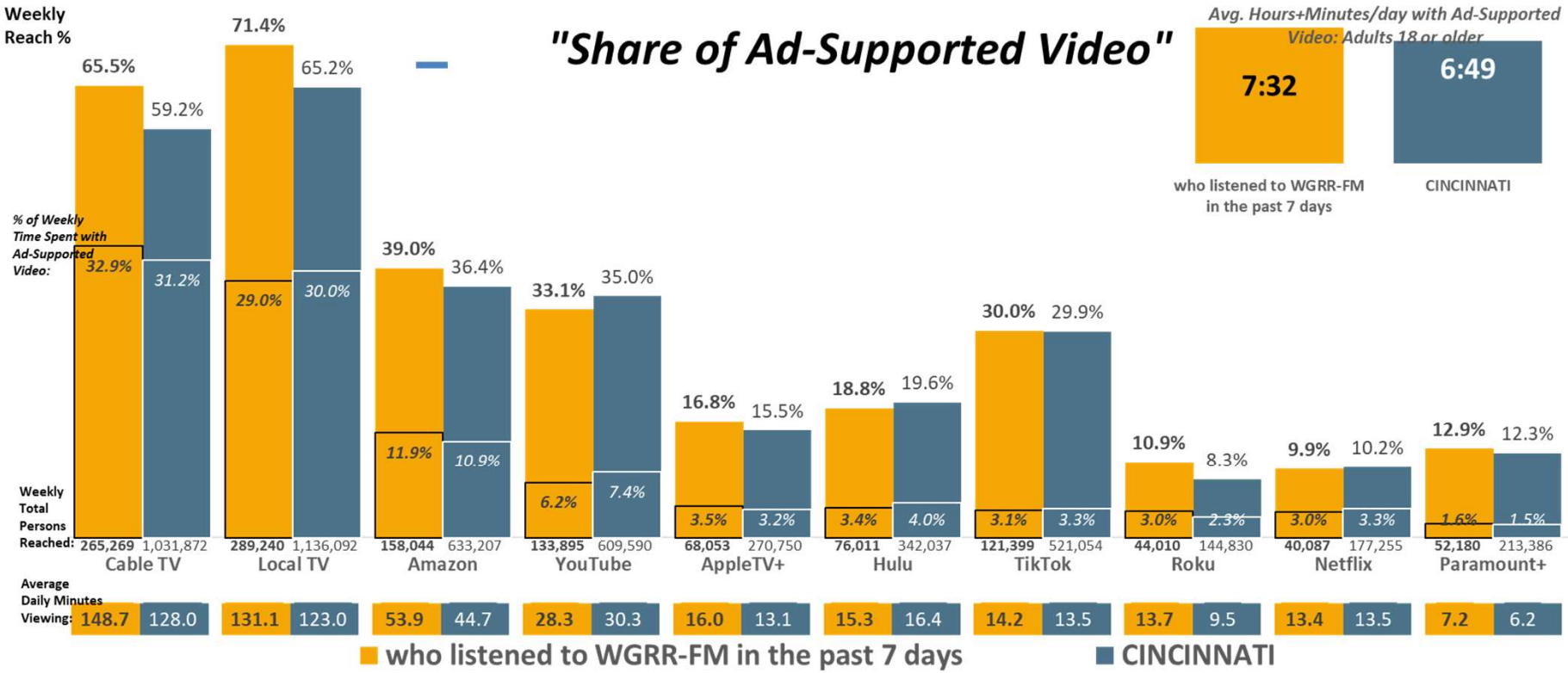
CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 143 CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,716

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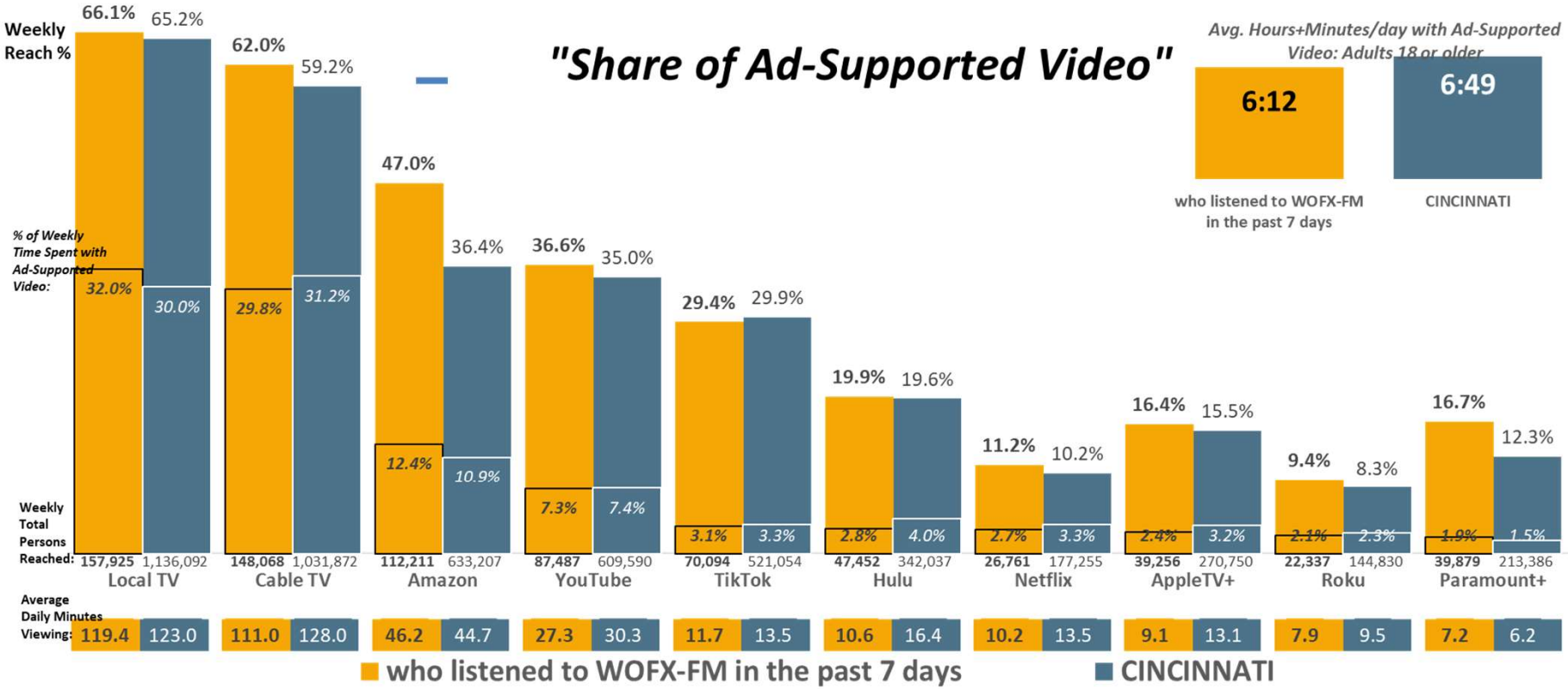
CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 424 CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,716

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CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 245 CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,716

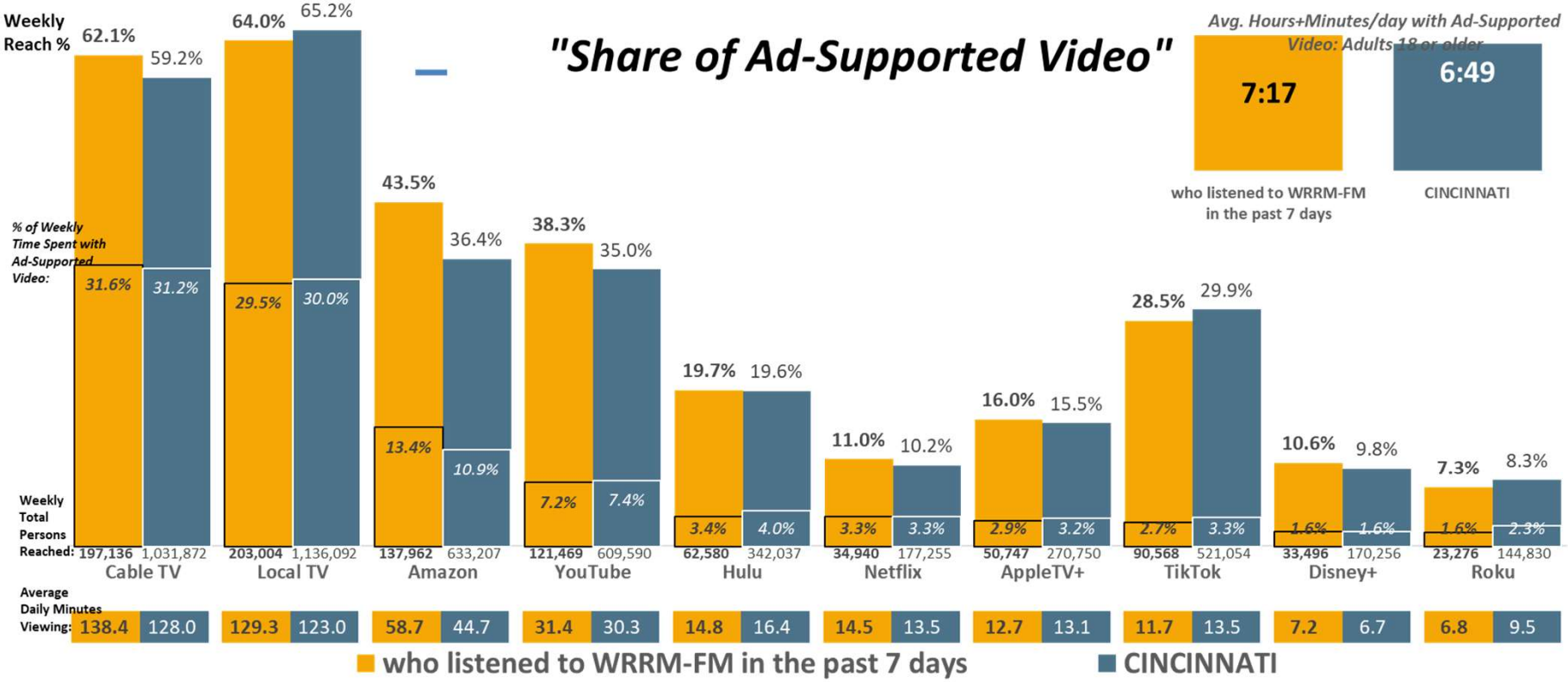
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Radio Stations: WOFX-FM

Warm98.5
80s. 90s. Now.

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CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 307 CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,716

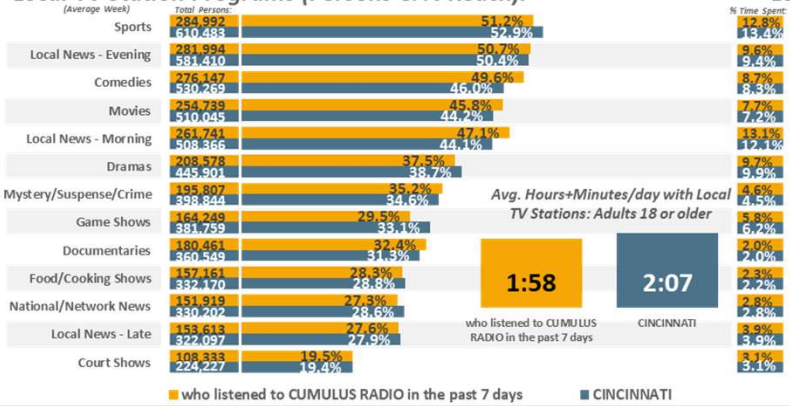
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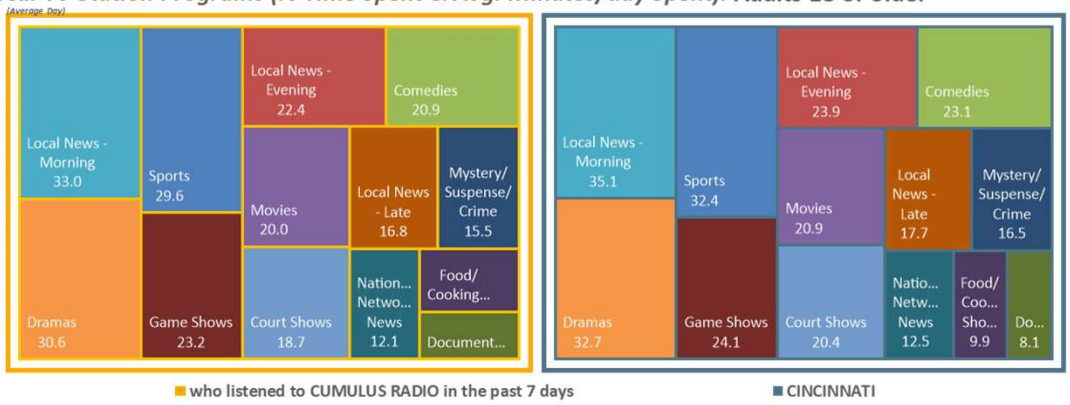
Radio Stations: WRRM-FM

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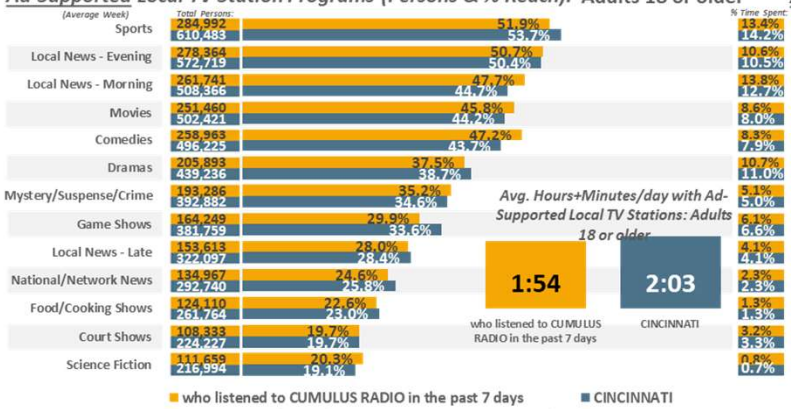
Local TV Station Programs (Persons & % Reach): Adults 18 or older



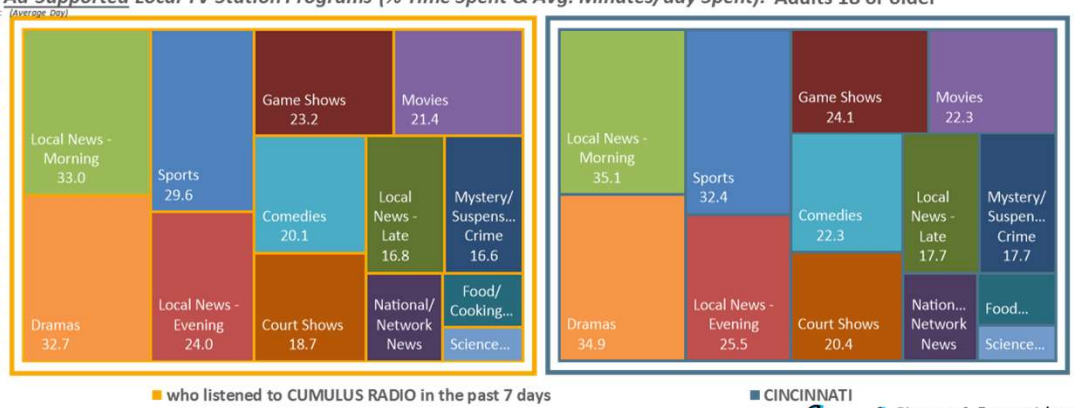
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 830

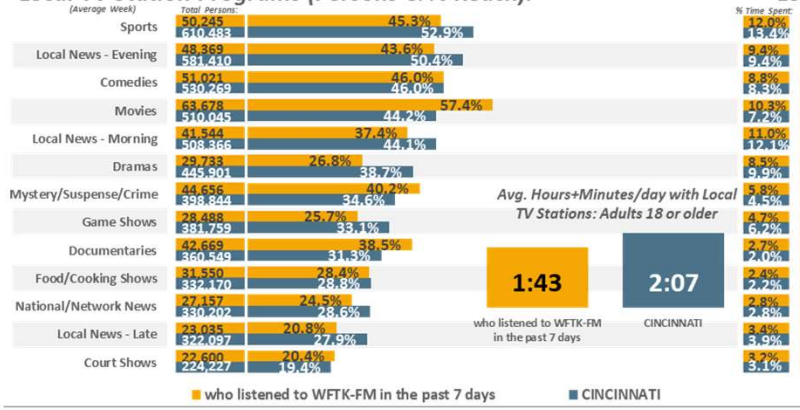
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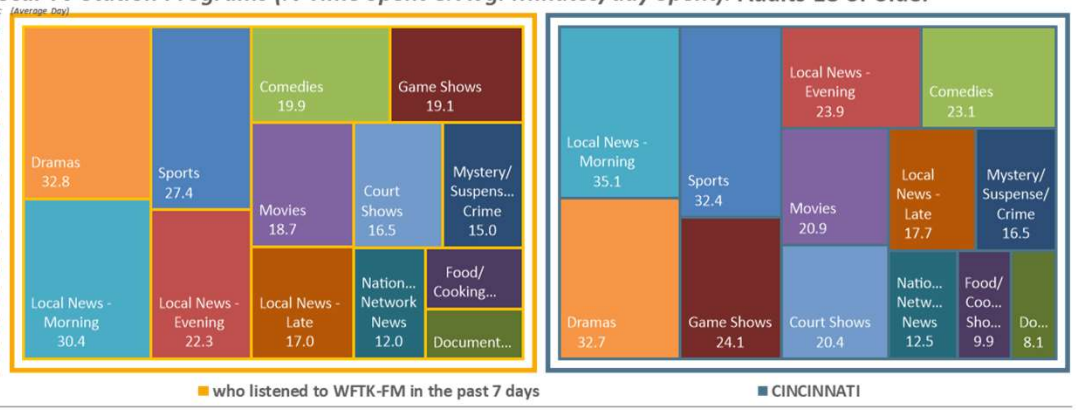
(Radio Stations: WFTK-FM OR Radio Stations: WGRR-FM OR Radio Stations: WNNF-FM OR Radio Stations: WOFX-FM OR Radio Stations: WRRM-FM)

109,715 or 66.4% of Adults 18 or older who listened to WFTK-FM in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Movies, Sports, Comedies, Local News - Evening, Mystery/Suspense/Crime, and Local News - Morning.

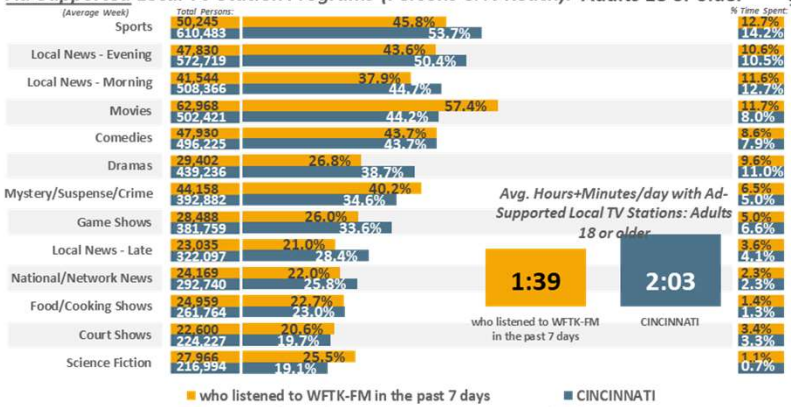
Local TV Station Programs (Persons & % Reach): Adults 18 or older



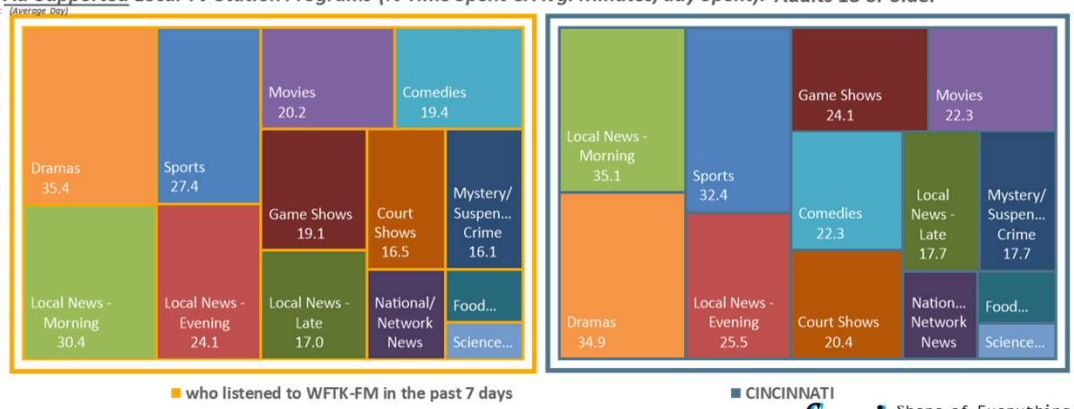
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 143

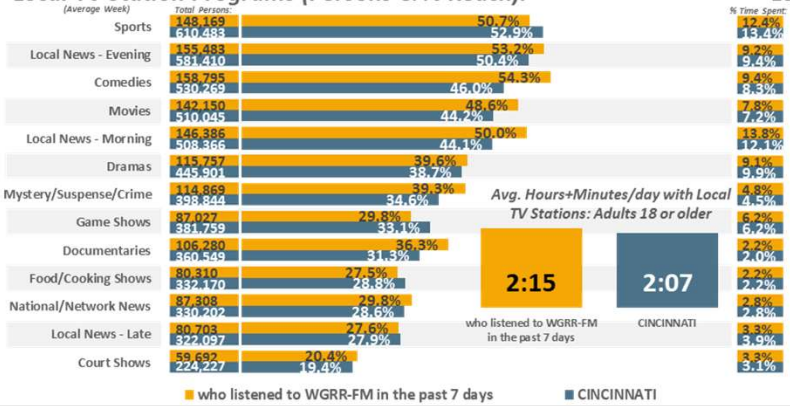
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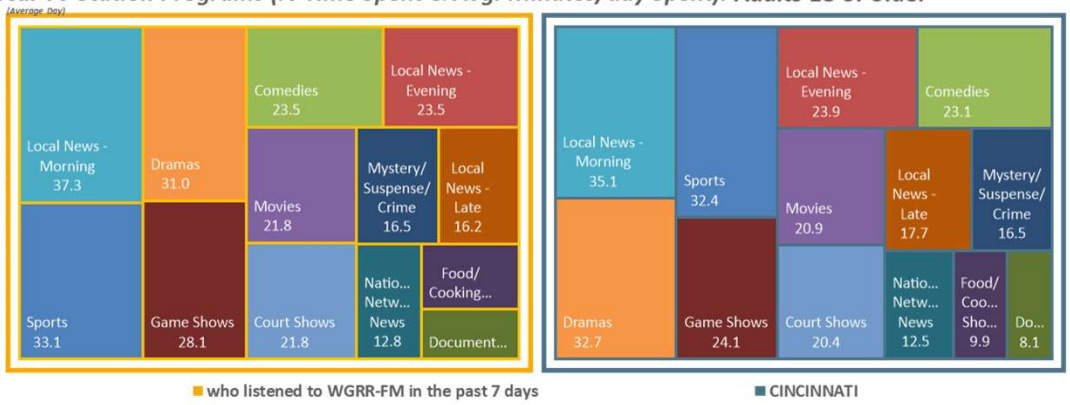
Radio Stations: WFTK-FM

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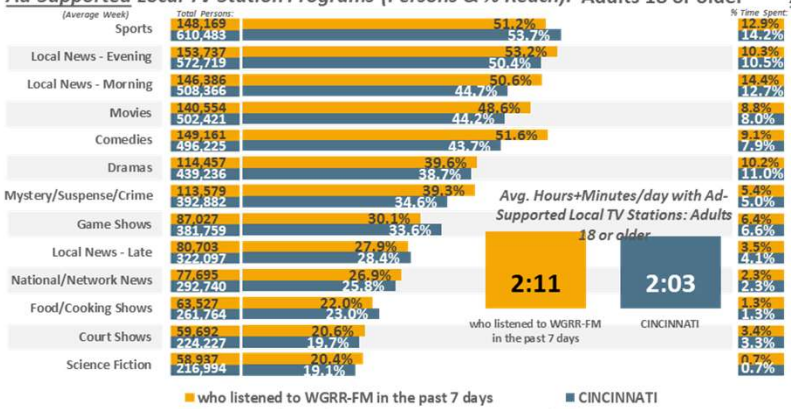
Local TV Station Programs (Persons & % Reach): Adults 18 or older



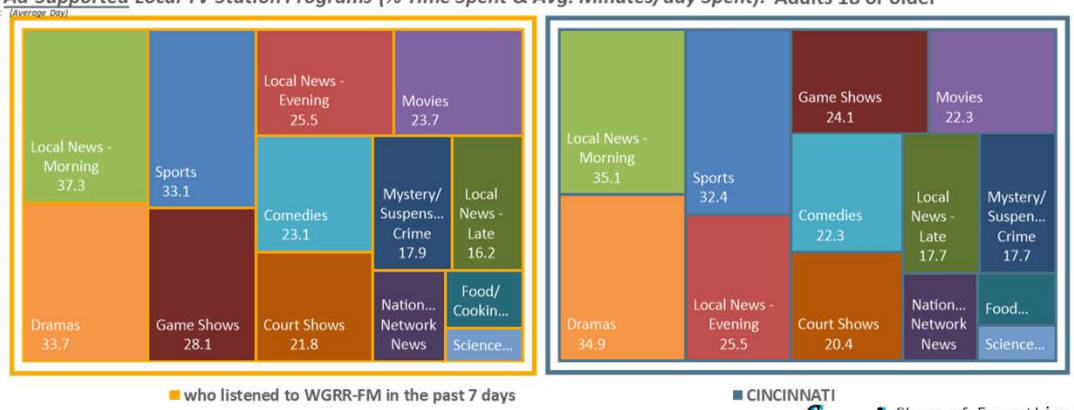
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 424

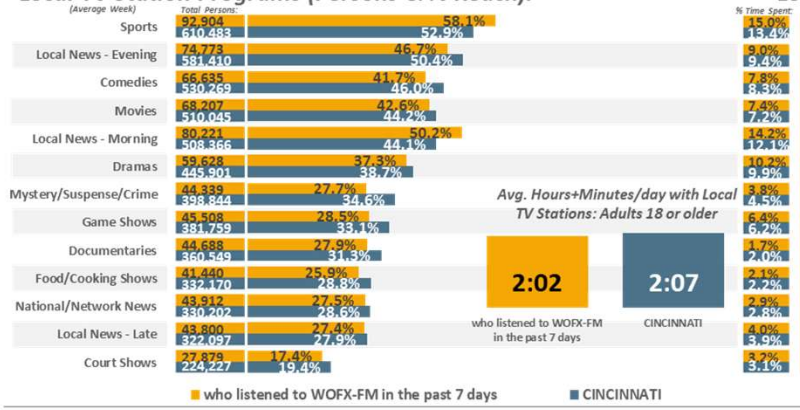
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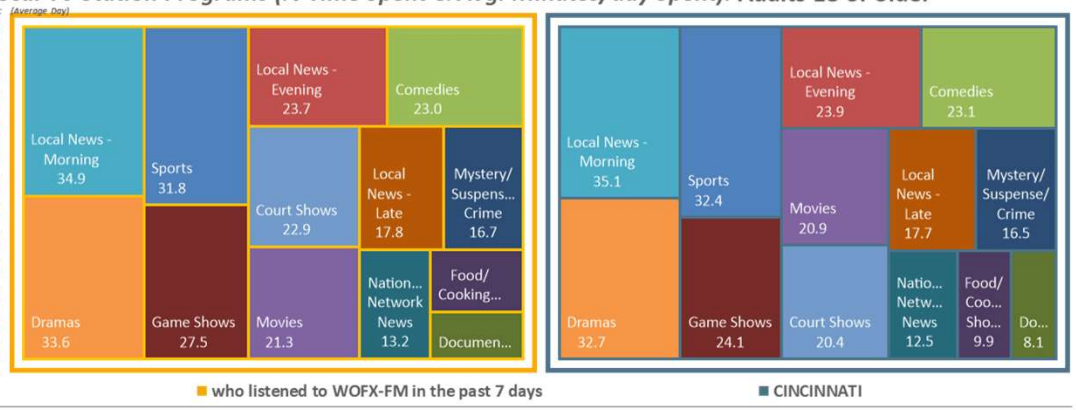
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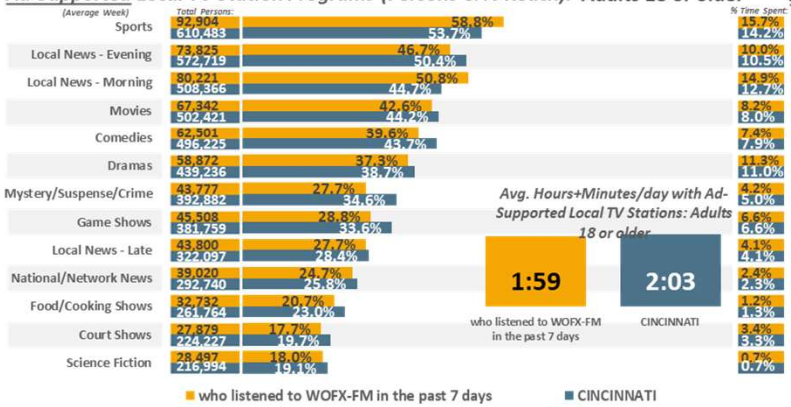
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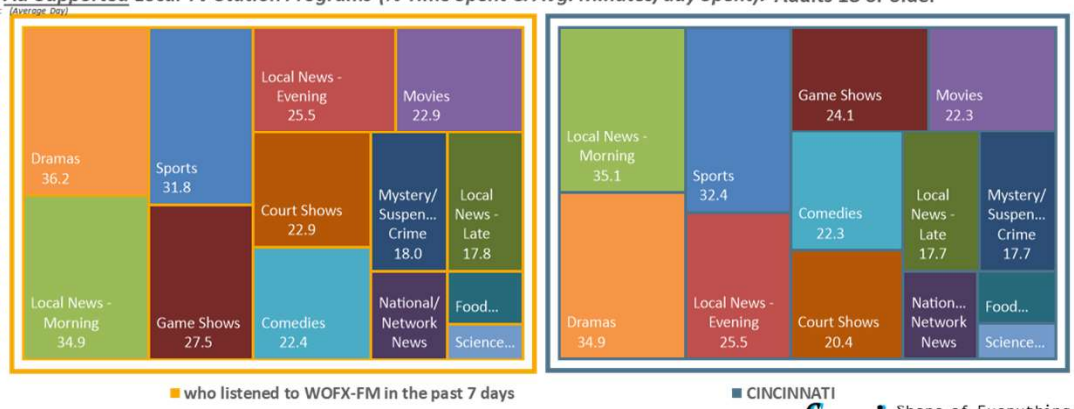
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 245

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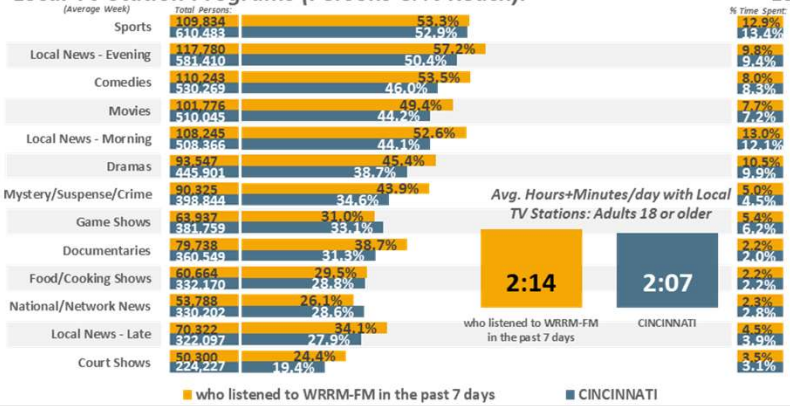
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Radio Stations: WOFX-FM

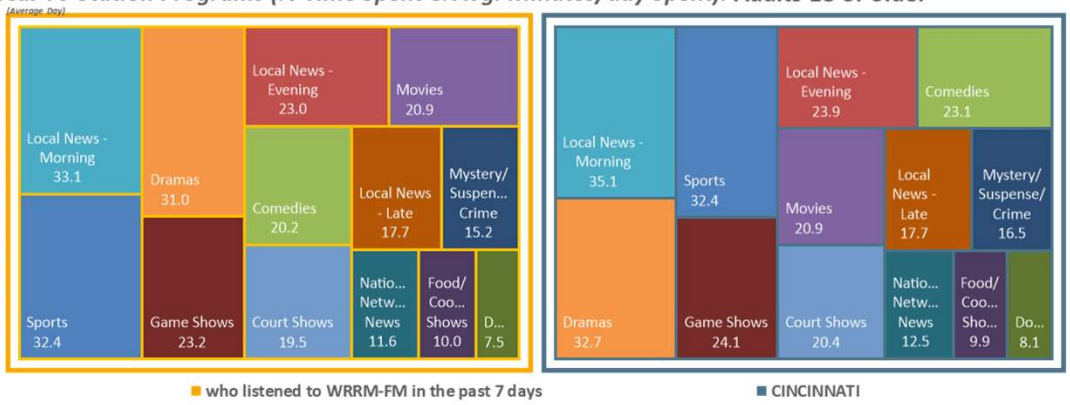
Warm98.5
80s. 90s. Now.

203,004 or 64.% of Adults 18 or older who listened to WRRM-FM in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Local News - Morning, Comedies, Movies, and Dramas.

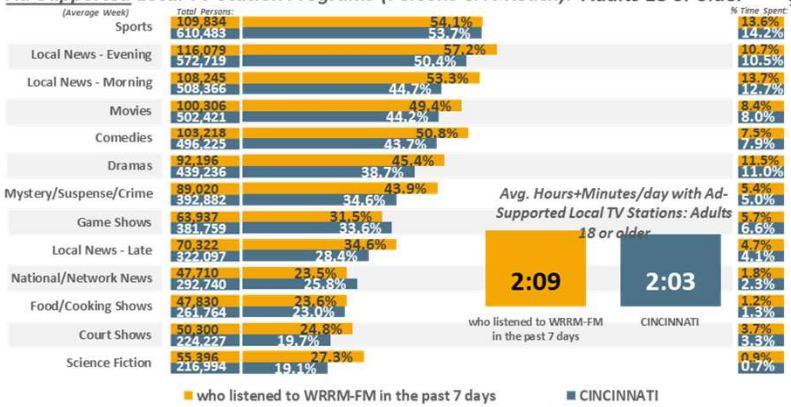
Local TV Station Programs (Persons & % Reach): Adults 18 or older



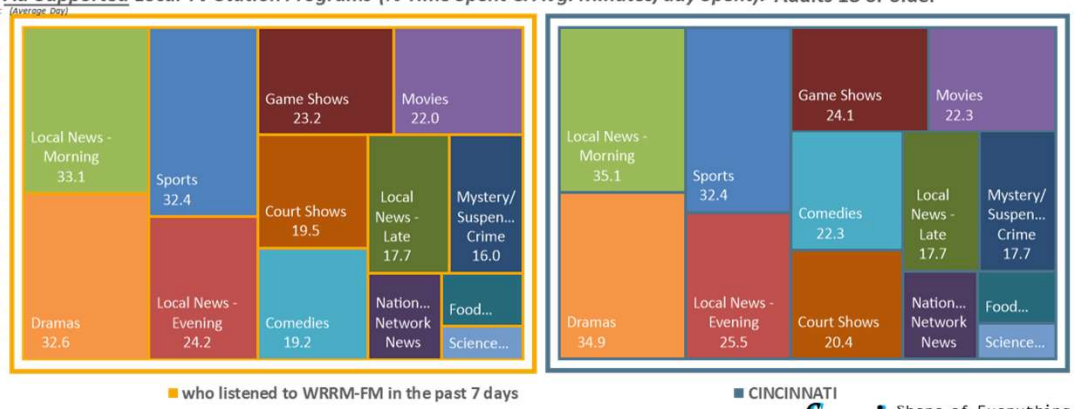
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 307

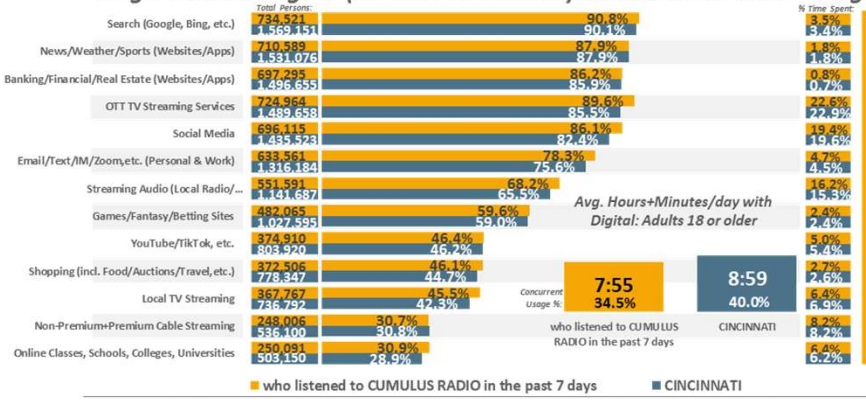
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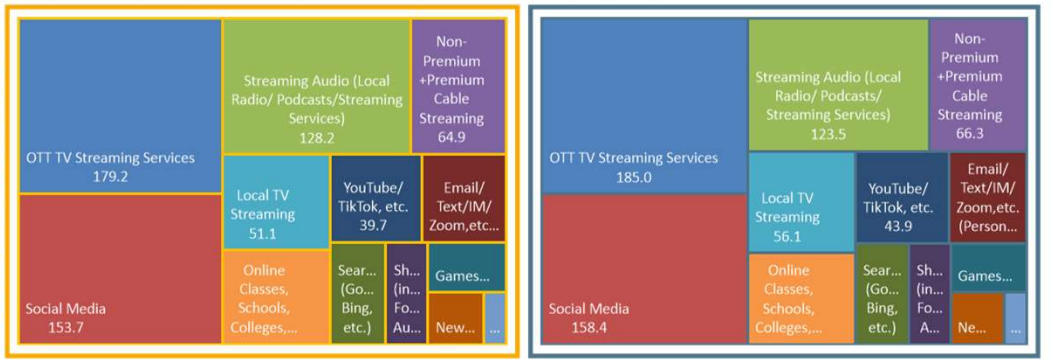
Radio Stations: WRRM-FM

609,603 or 75.4% of Adults 18 or older who listened to CUMULUS RADIO in the past 7 days use Ad-Supported Social Media for an average of 134.6 minutes every day representing 23.4% of all time spent daily with Ad-Supported Digital Media.

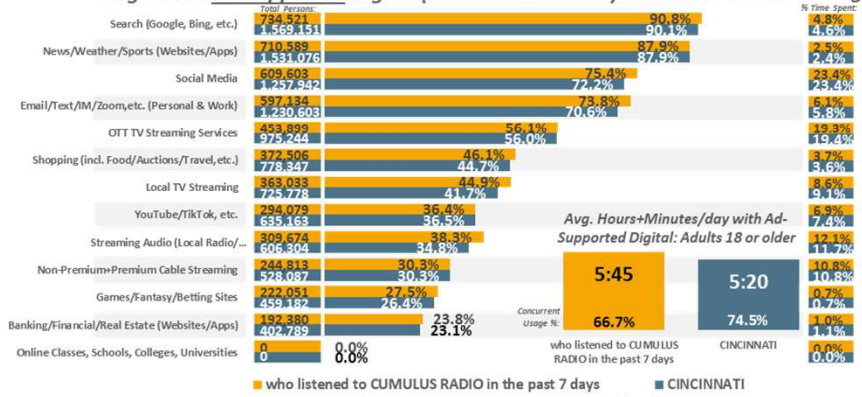
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



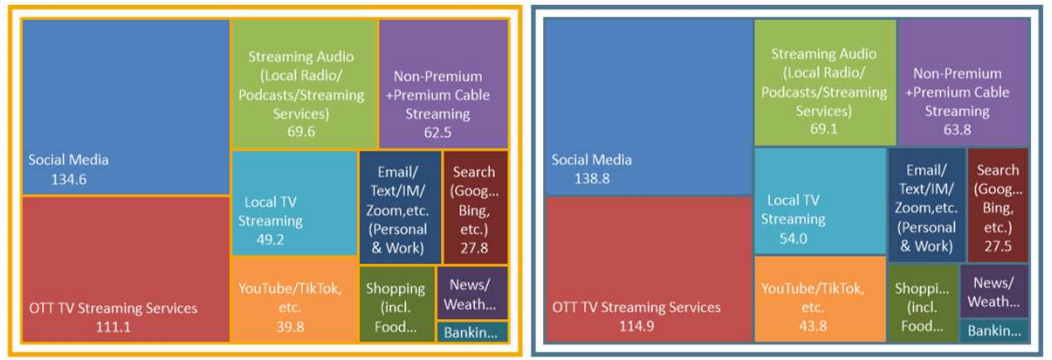
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 830

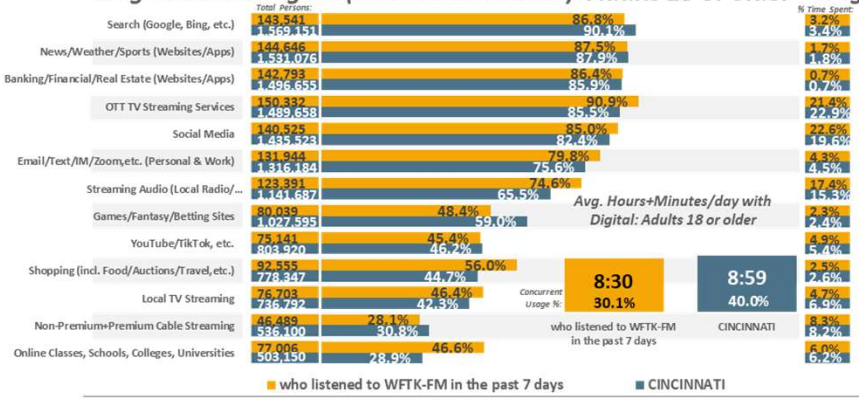
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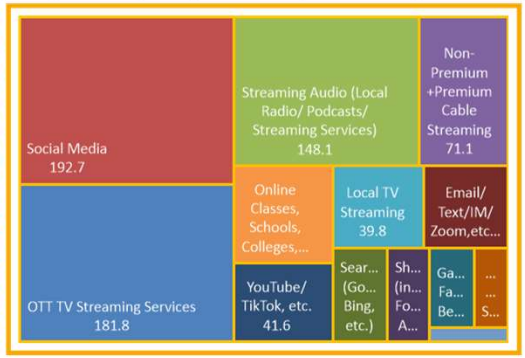
(Radio Stations: WFTK-FM OR Radio Stations: WGRR-FM OR Radio Stations: WNNF-FM OR Radio Stations: WOFX-FM OR Radio Stations: WRRM-FM)

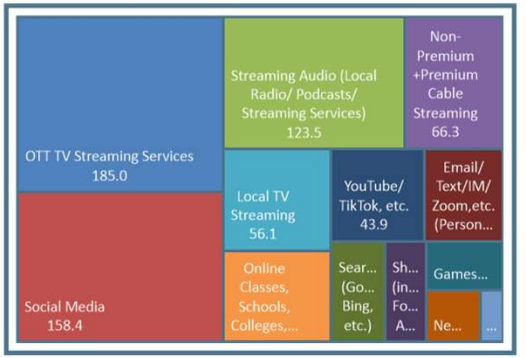
130,276 or 78.8% of Adults 18 or older who listened to WFTK-FM in the past 7 days use Ad-Supported Social Media for an average of 178.6 minutes every day representing 27.5% of all time spent daily with Ad-Supported Digital Media.

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

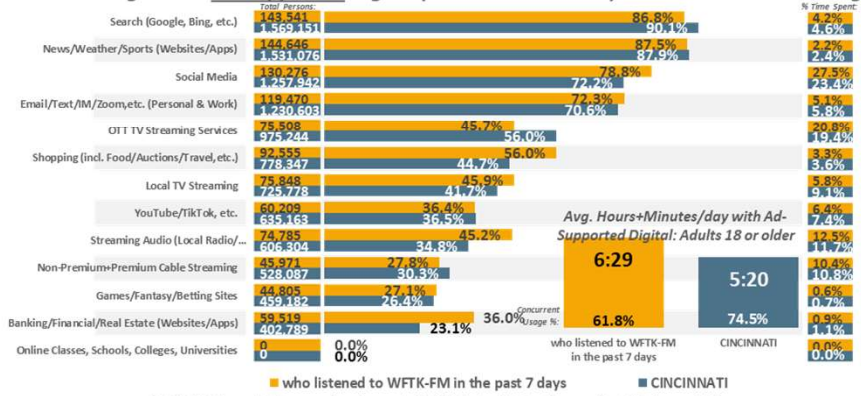


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

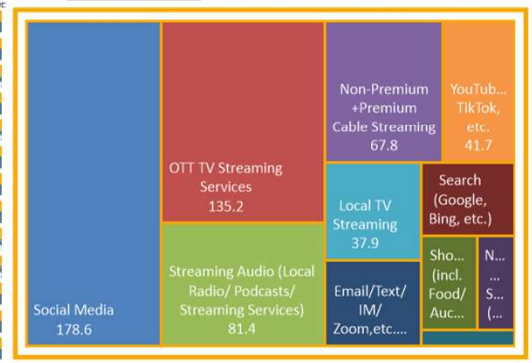


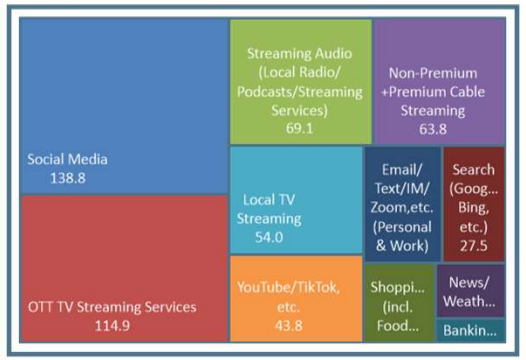


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 143

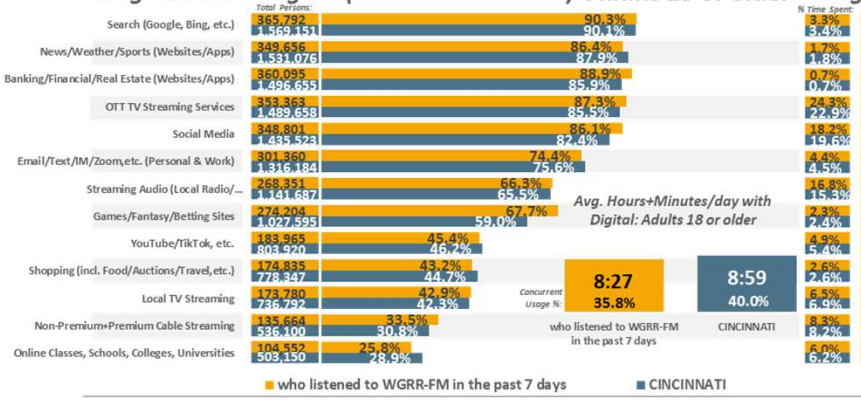
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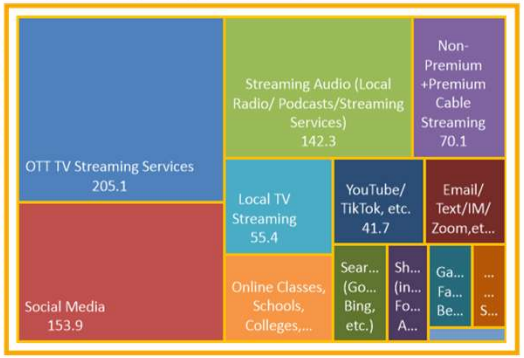
Radio Stations: WFTK-FM

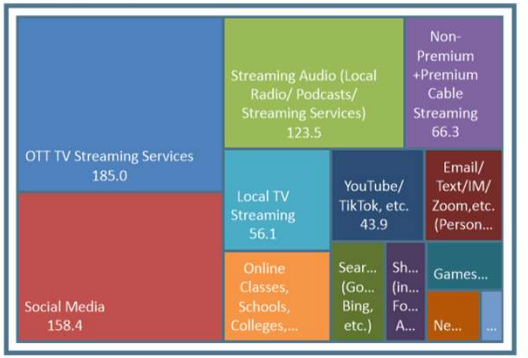
291,101 or 71.9% of Adults 18 or older who listened to WGRR-FM in the past 7 days use Ad-Supported Social Media for an average of 128.4 minutes every day representing 20.8% of all time spent daily with Ad-Supported Digital Media.

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

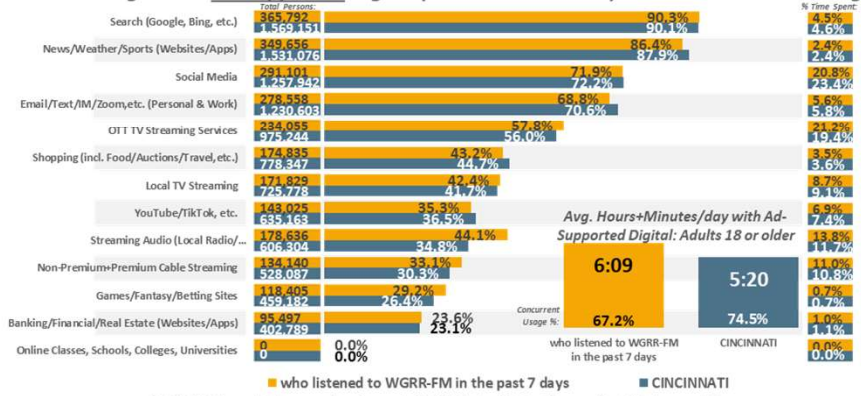


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

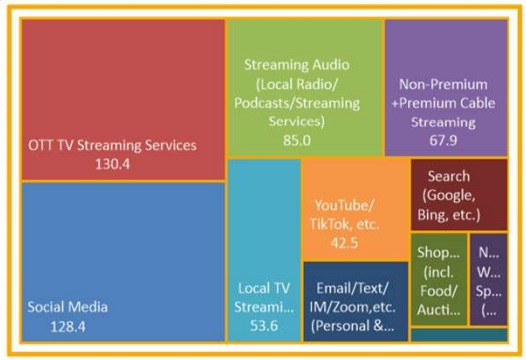


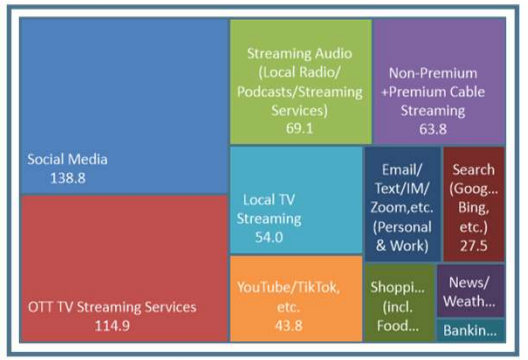


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 424

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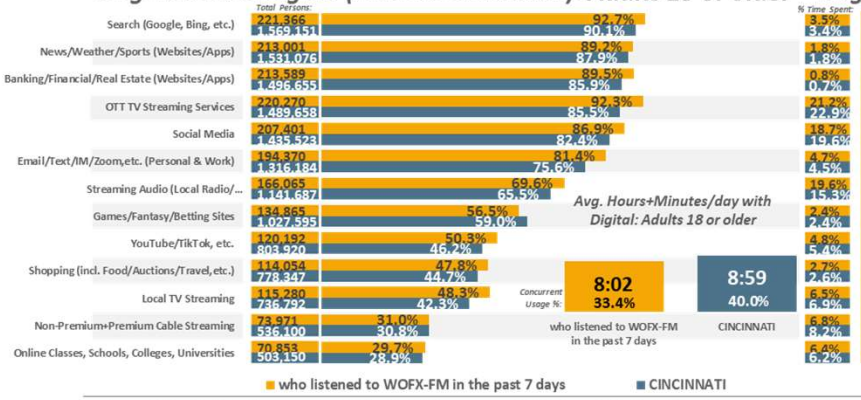
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Radio Stations: WGRR-FM

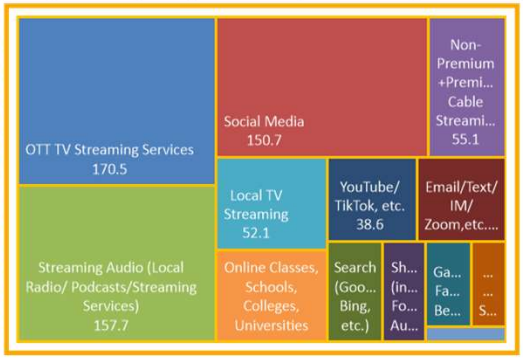


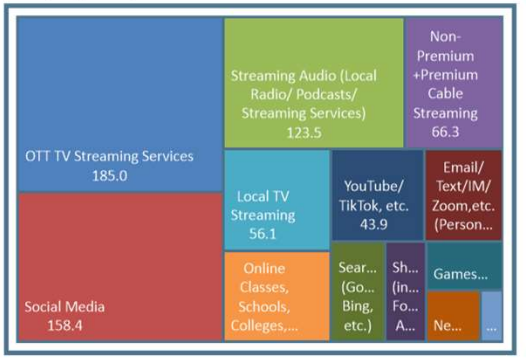
174,389 or 73.% of Adults 18 or older who listened to WOFX-FM in the past 7 days use Ad-Supported Social Media for an average of 126.7 minutes every day representing 22.2% of all time spent daily with Ad-Supported Digital Media.

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

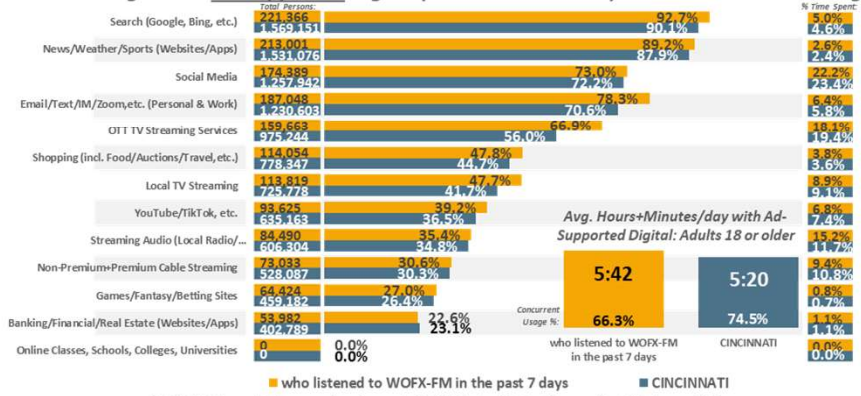


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

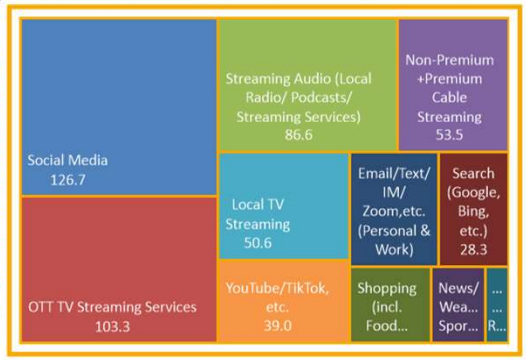


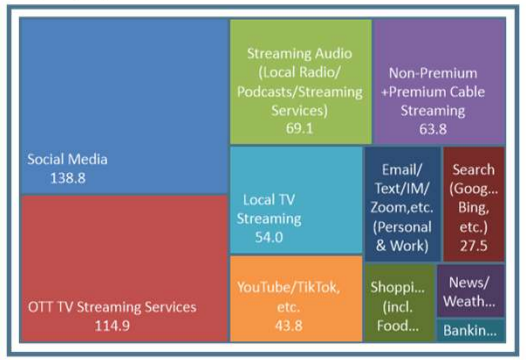


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 245

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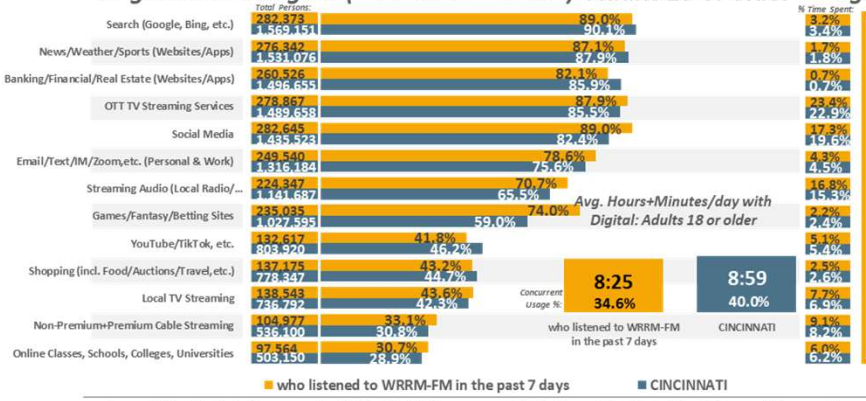
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Radio Stations: WOFX-FM

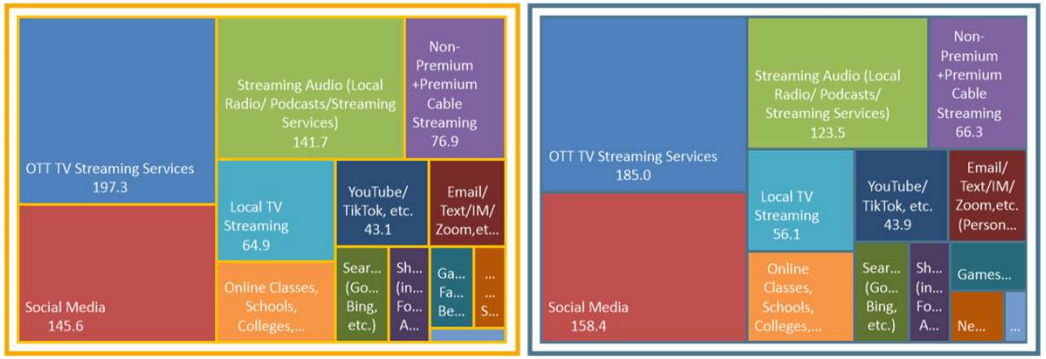
Warm98.5
80s. 90s. Now.

256,629 or 80.8% of Adults 18 or older who listened to WRRM-FM in the past 7 days use Ad-Supported Social Media for an average of 132.2 minutes every day representing 21.4% of all time spent daily with Ad-Supported Digital Media.

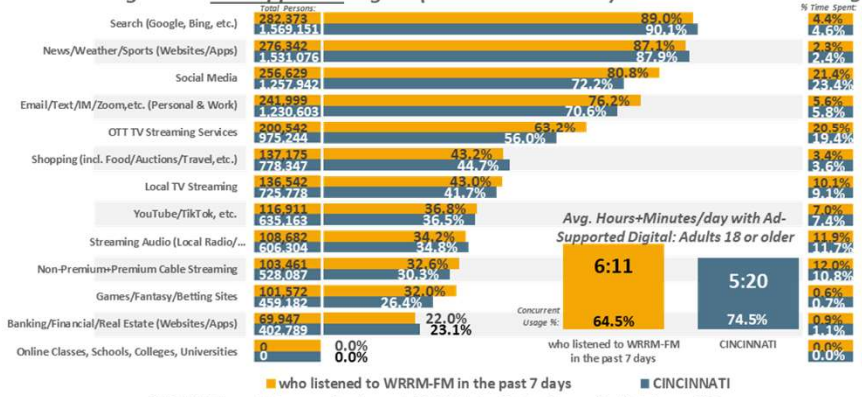
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



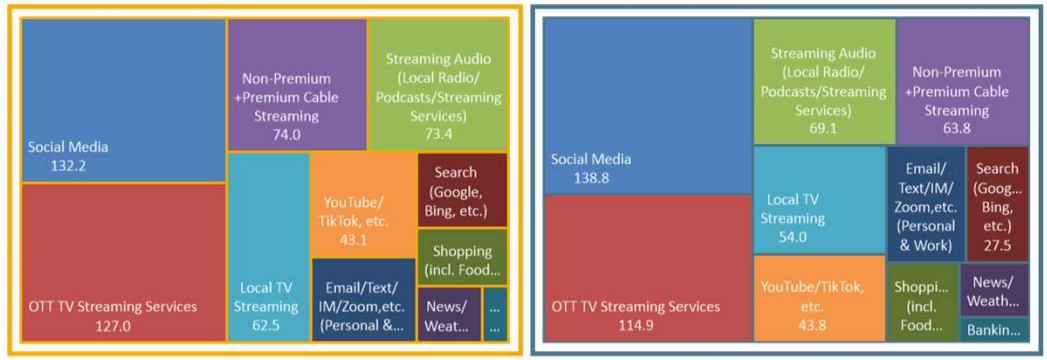
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 307

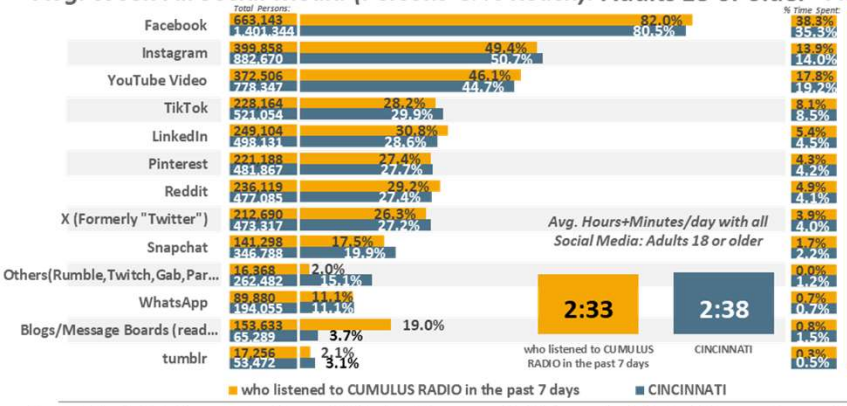
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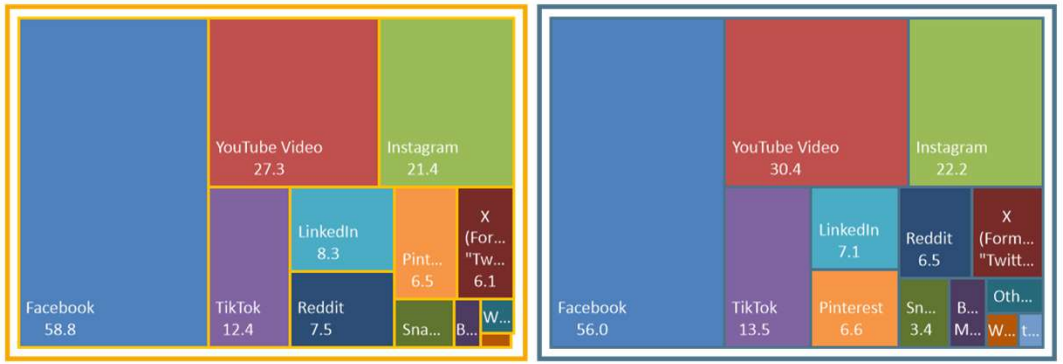
Radio Stations: WRRM-FM

609,603 or 75.4% of Adults 18 or older who listened to CUMULUS RADIO in the past 7 days use Ad-Supported Facebook for an average of 48.7 minutes every day representing 36.2% of all time spent daily with Ad-Supported Social Media.

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

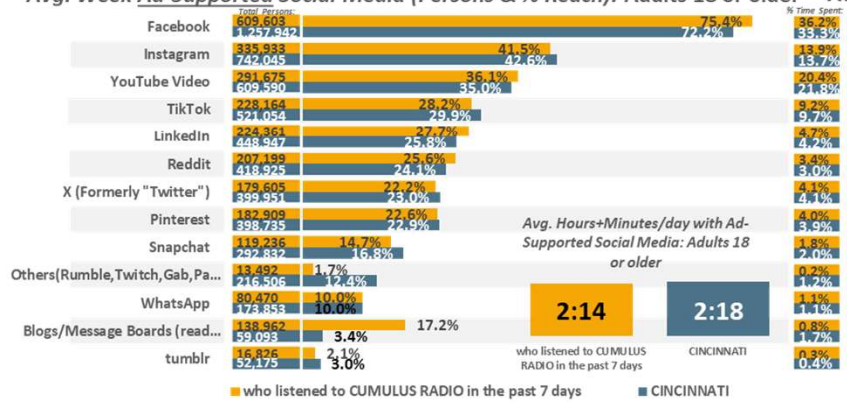


Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

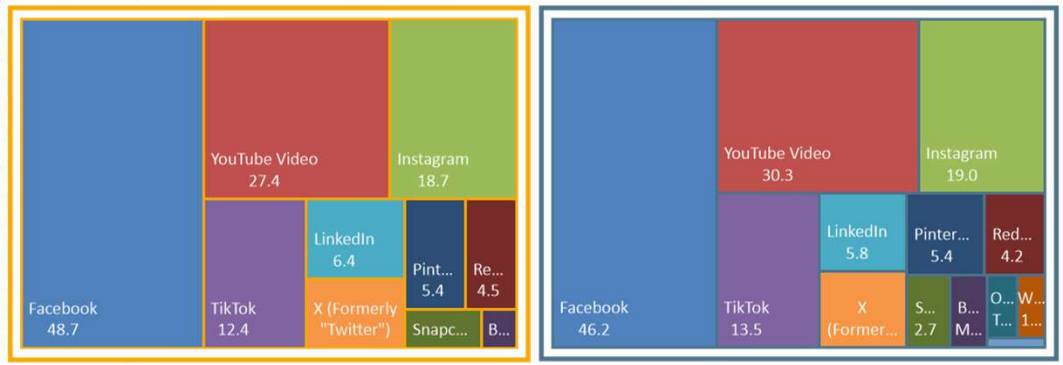


who listened to CUMULUS RADIO in the past 7 days ■ CINCINNATI

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



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

CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 830

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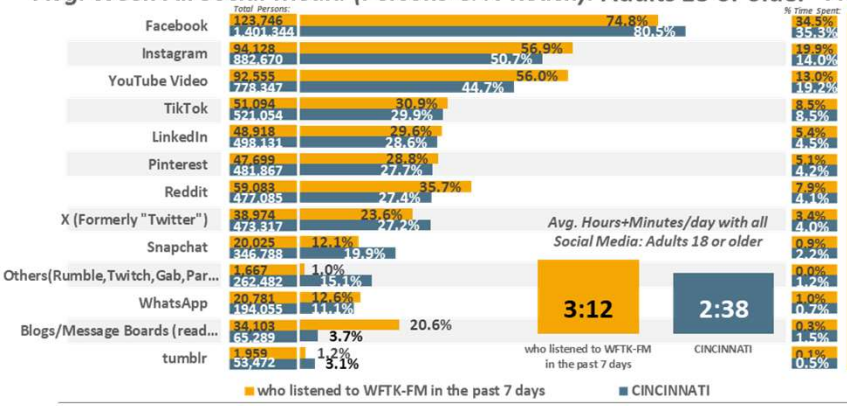
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(Radio Stations: WFTK-FM OR Radio Stations: WGRR-FM OR Radio Stations: WNNF-FM OR Radio Stations: WOFX-FM OR Radio Stations: WRRM-FM)

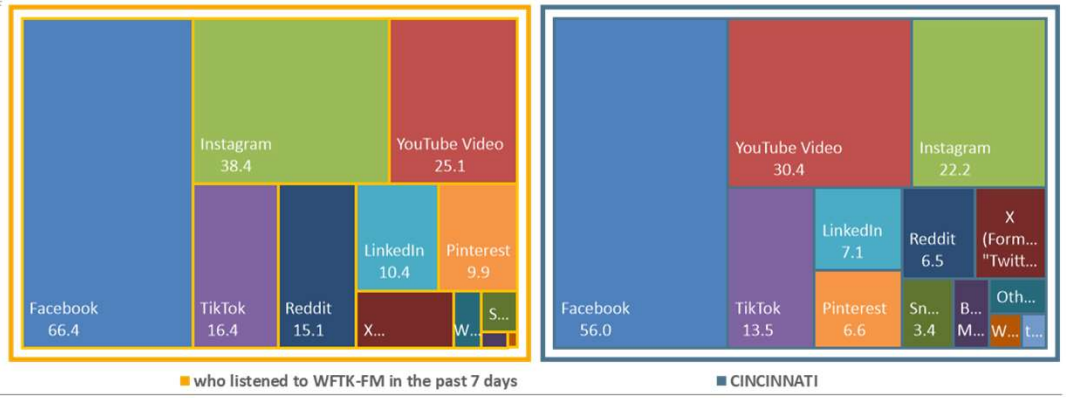
96 ROCK
CINCINNATI'S PURE ROCK

123,746 or 74.8% of Adults 18 or older who listened to WFTK-FM in the past 7 days use Ad-Supported Facebook for an average of 67. minutes every day representing 37.5% of all time spent daily with Ad-Supported Social Media.

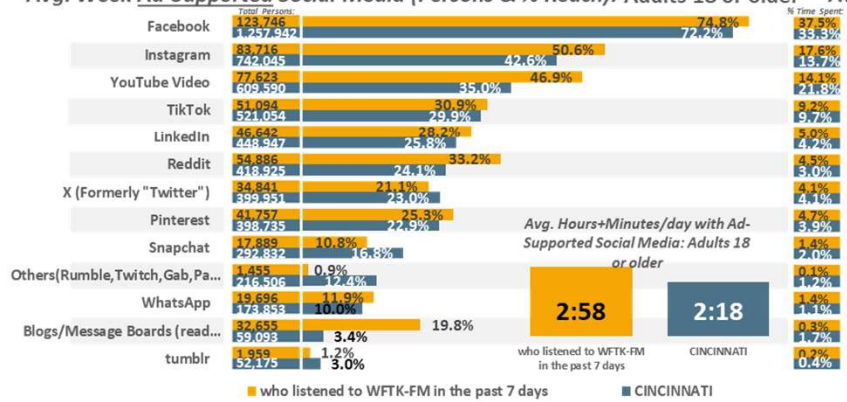
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



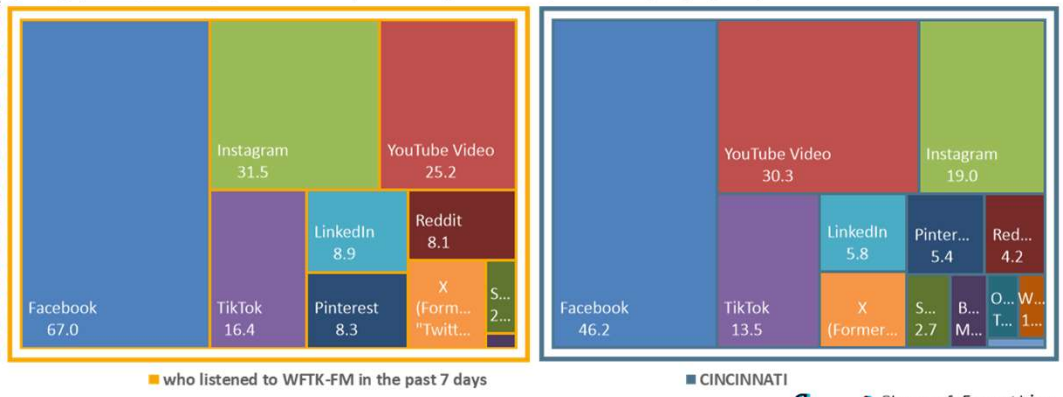
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 143

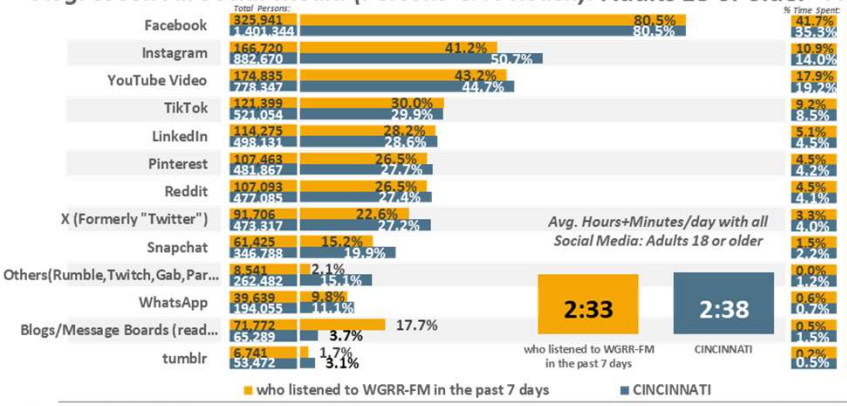
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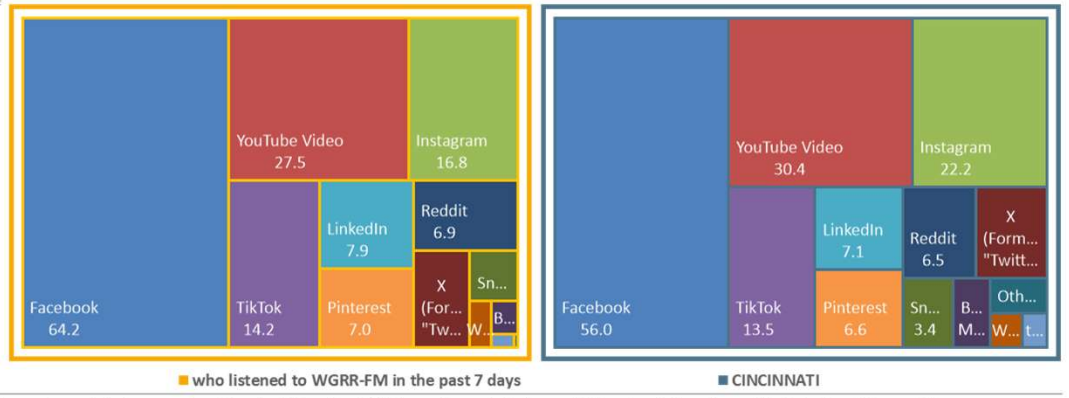
Radio Stations: WFTK-FM

291,101 or 71.9% of Adults 18 or older who listened to WGRR-FM in the past 7 days use Ad-Supported Facebook for an average of 47.1 minutes every day representing 36.7% of all time spent daily with Ad-Supported Social Media.

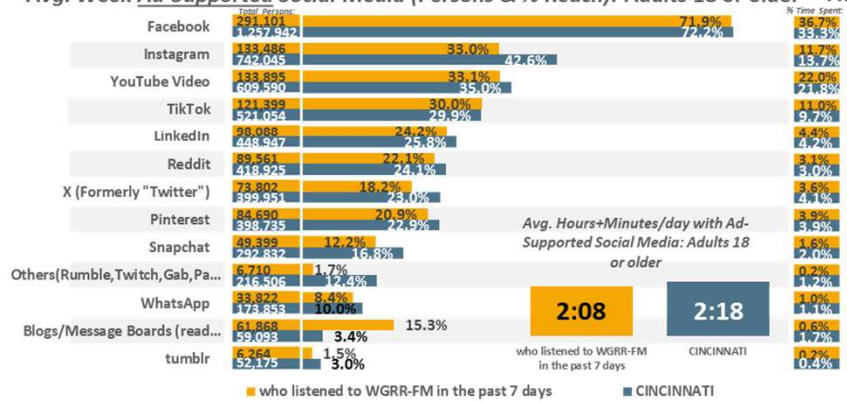
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



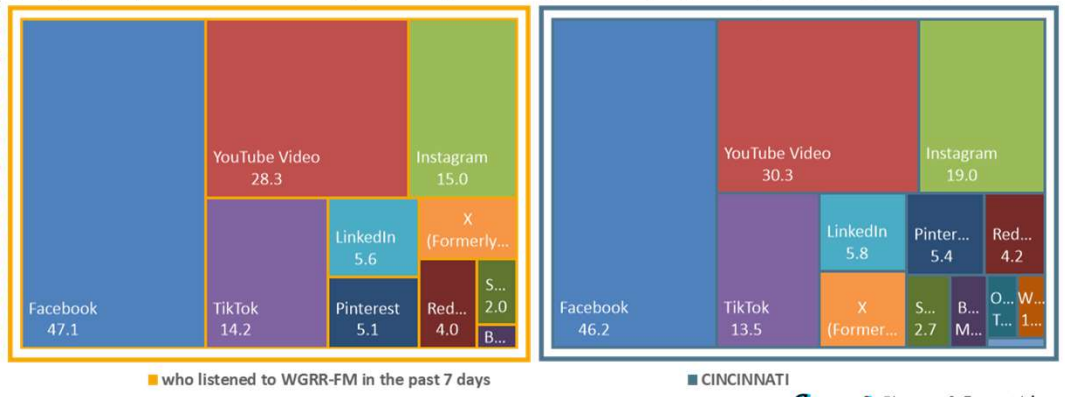
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 424

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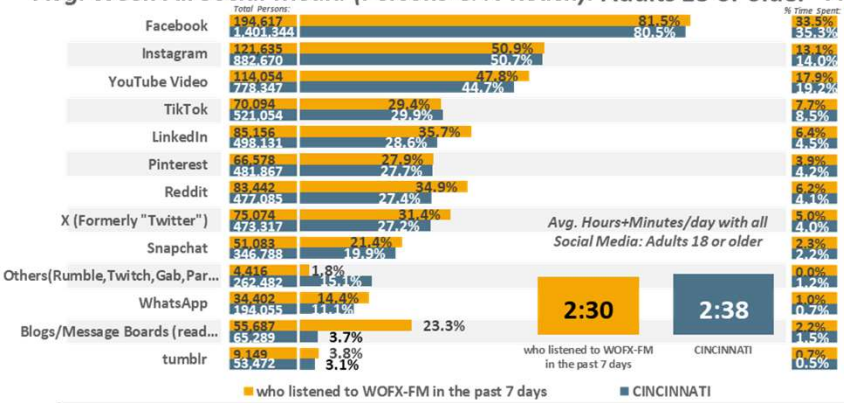
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Radio Stations: WGRR-FM

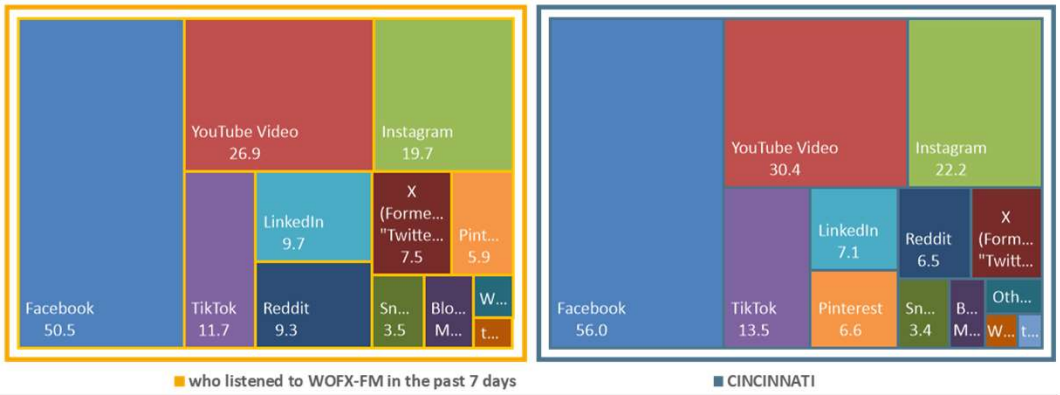


174,389 or 73.% of Adults 18 or older who listened to WOFX-FM in the past 7 days use Ad-Supported Facebook for an average of 42.1 minutes every day representing 33.2% of all time spent daily with Ad-Supported Social Media.

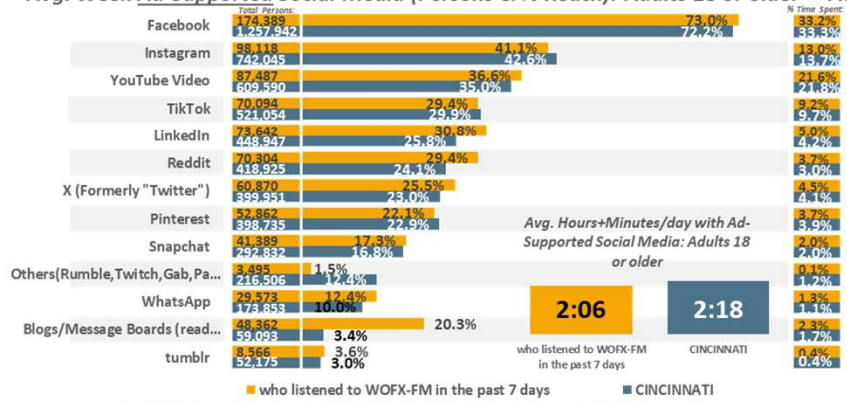
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



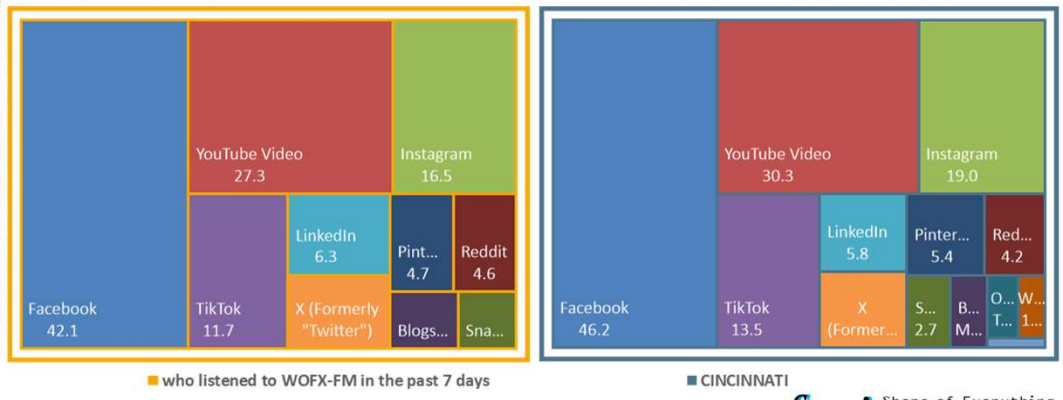
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 245

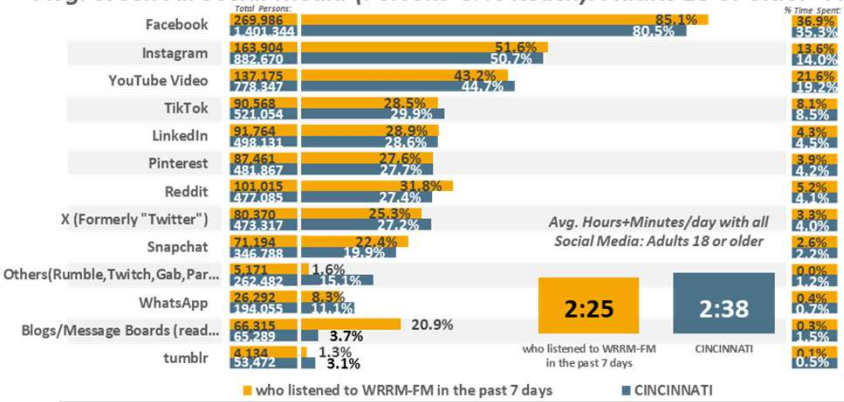
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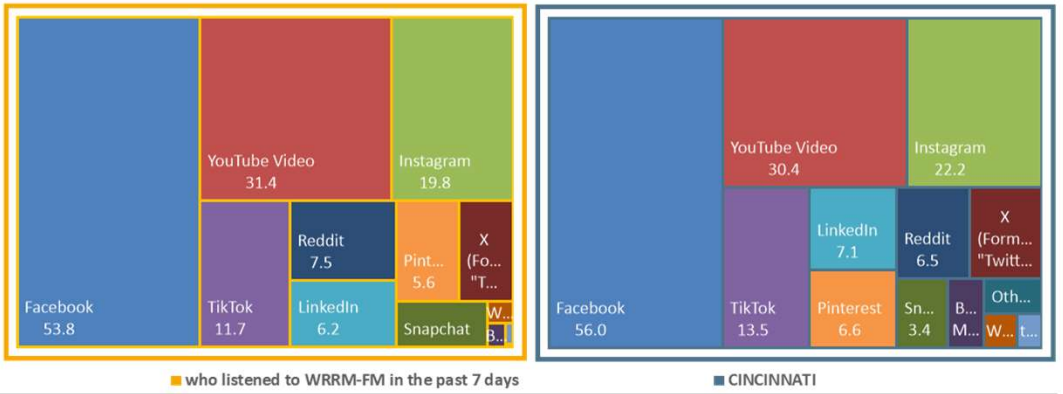
Radio Stations: WOFX-FM

256,629 or 80.8% of Adults 18 or older who listened to WRRM-FM in the past 7 days use Ad-Supported Facebook for an average of 46.5 minutes every day representing 35.2% of all time spent daily with Ad-Supported Social Media.

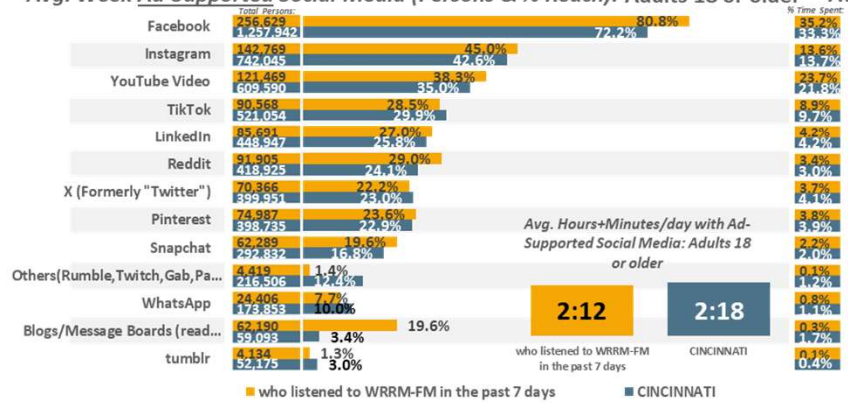
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



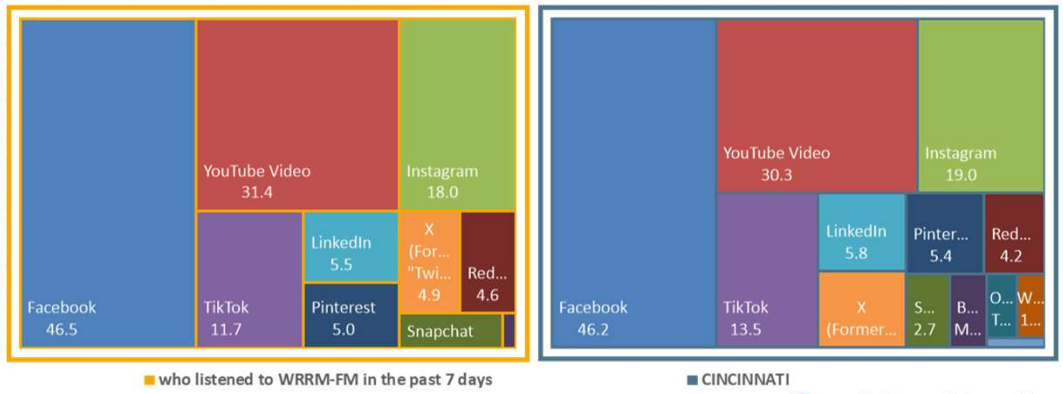
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



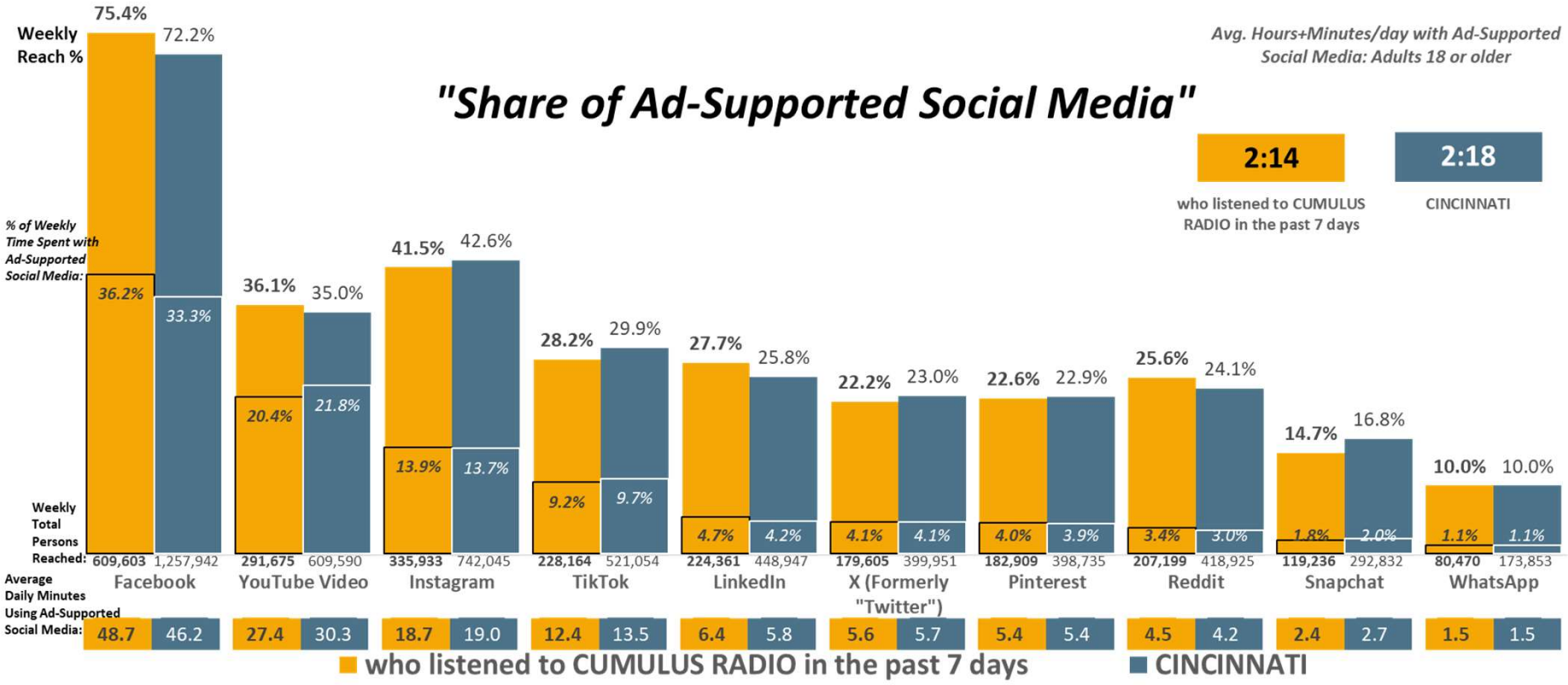
CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 307

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Radio Stations: WRRM-FM

609,603 or 75.4% of Adults 18 or older who listened to CUMULUS RADIO in the past 7 days use Ad-Supported Facebook for an average of 48.7 minutes every day representing 36.2% of all time spent daily with Ad-Supported Social Media.



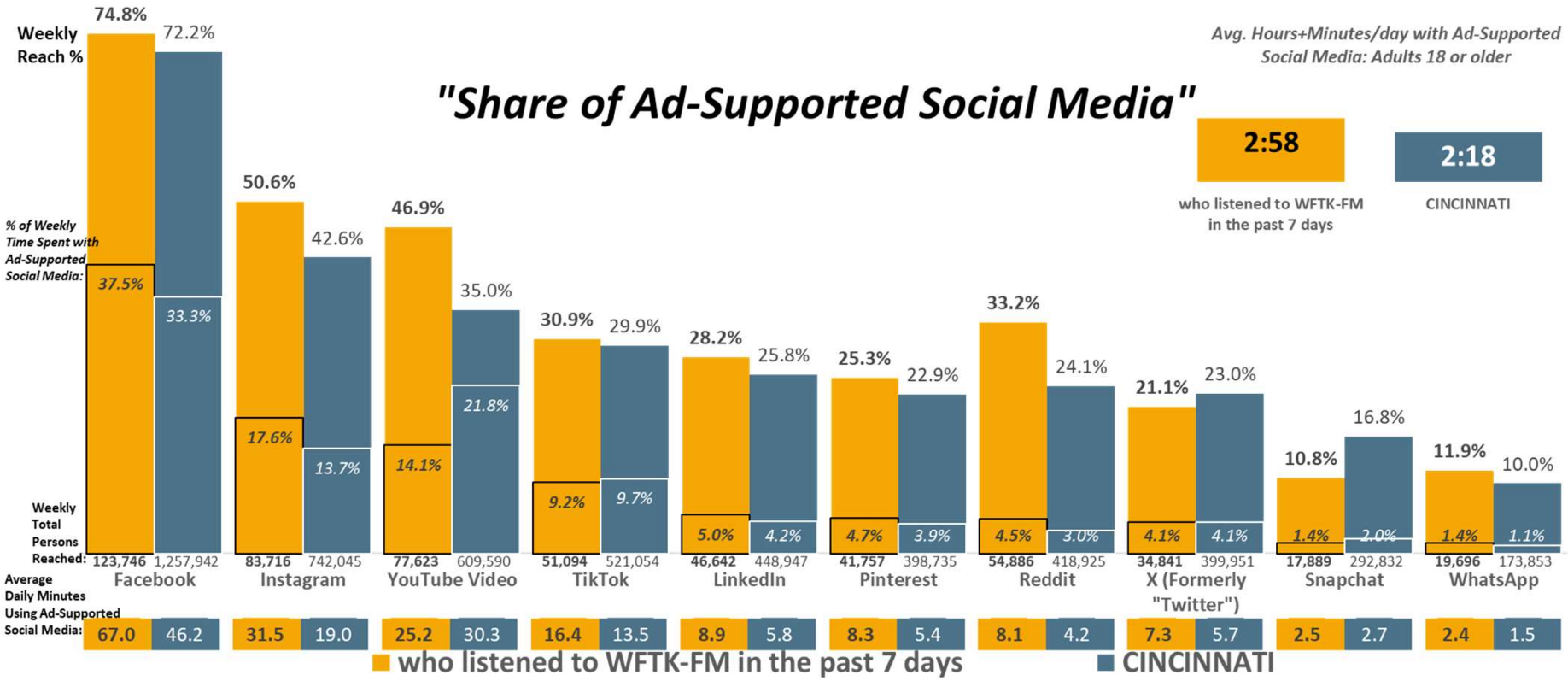
CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 830 CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,716

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

123,746 or 74.8% of Adults 18 or older who listened to WFTK-FM in the past 7 days use Ad-Supported Facebook for an average of 67. minutes every day representing 37.5% of all time spent daily with Ad-Supported Social Media.



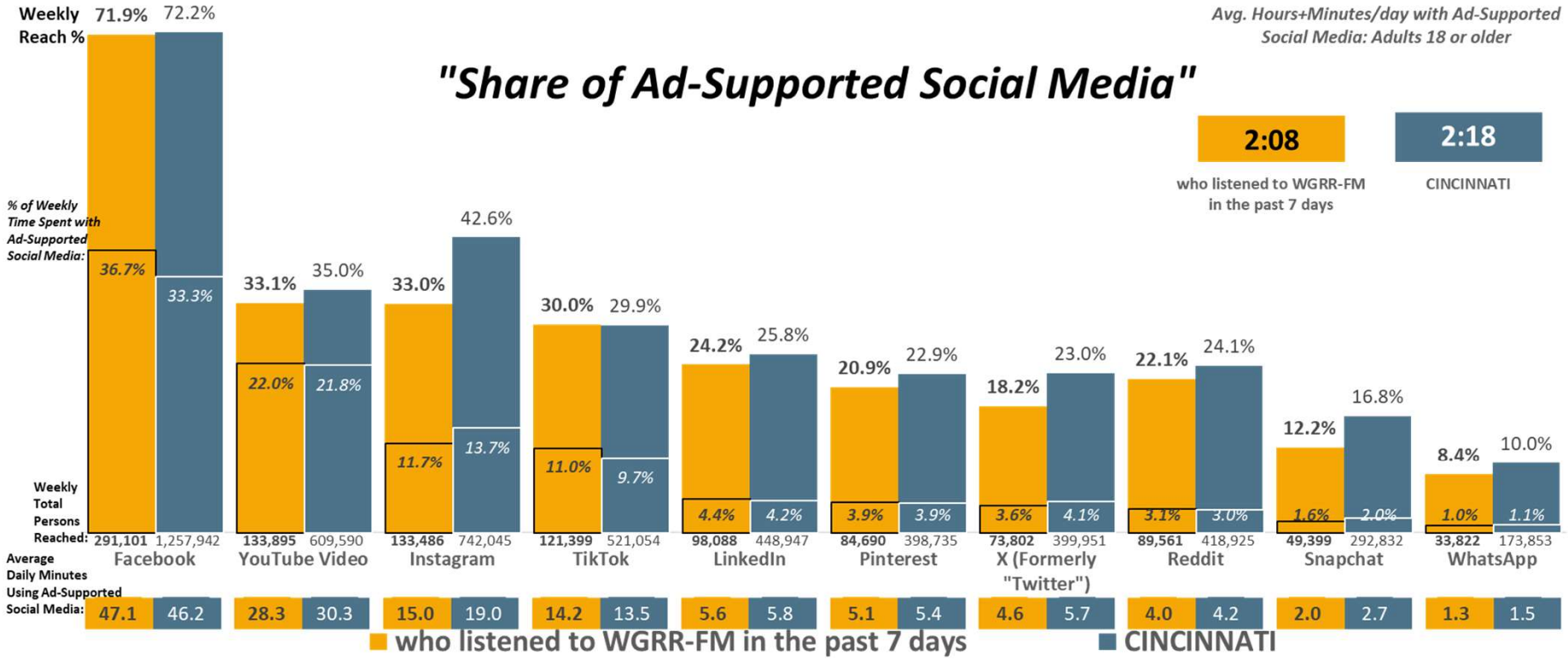
CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 143 CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,716

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Radio Stations: WFTK-FM

291,101 or 71.9% of Adults 18 or older who listened to WGRR-FM in the past 7 days use Ad-Supported Facebook for an average of 47.1 minutes every day representing 36.7% of all time spent daily with Ad-Supported Social Media.



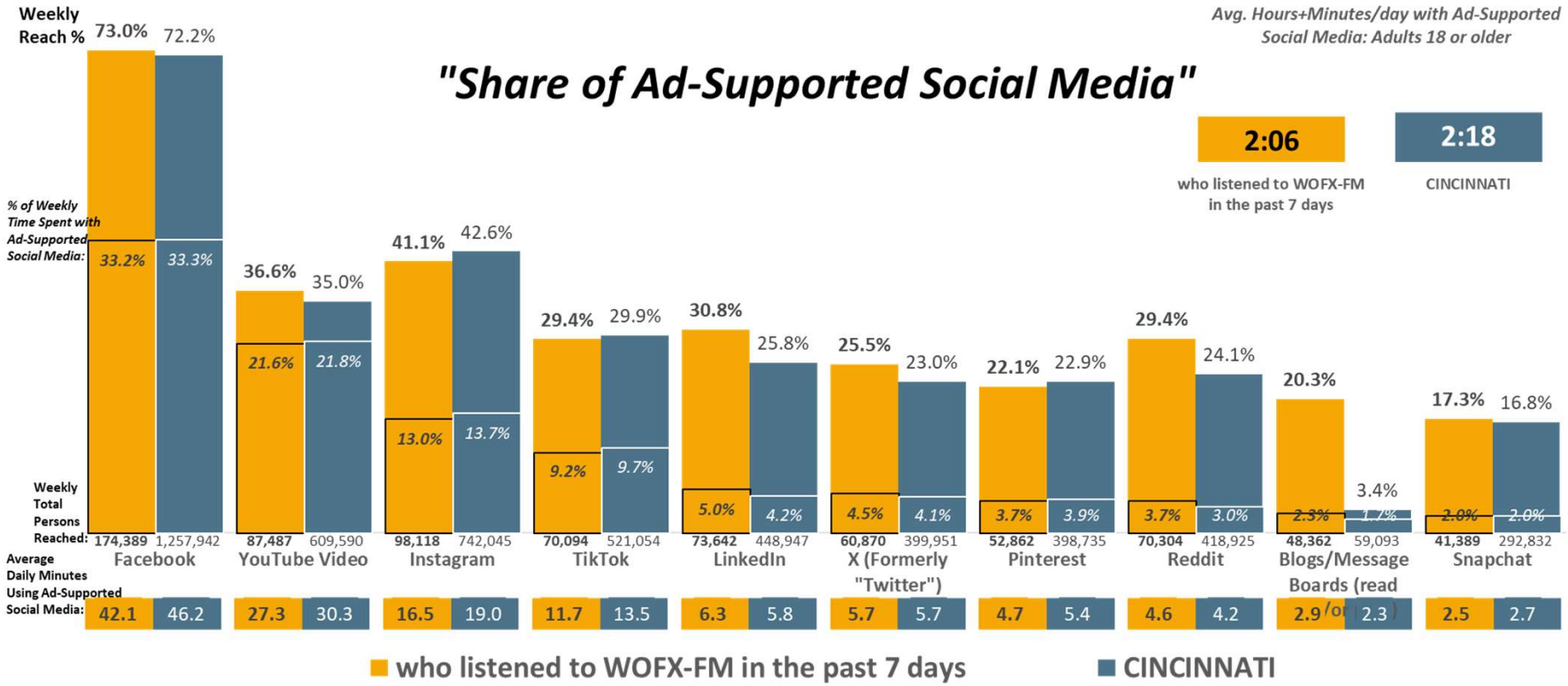
CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 424 CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,716

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Radio Stations: WGRR-FM

174,389 or 73.% of Adults 18 or older who listened to WOFX-FM in the past 7 days use Ad-Supported Facebook for an average of 42.1 minutes every day representing 33.2% of all time spent daily with Ad-Supported Social Media.



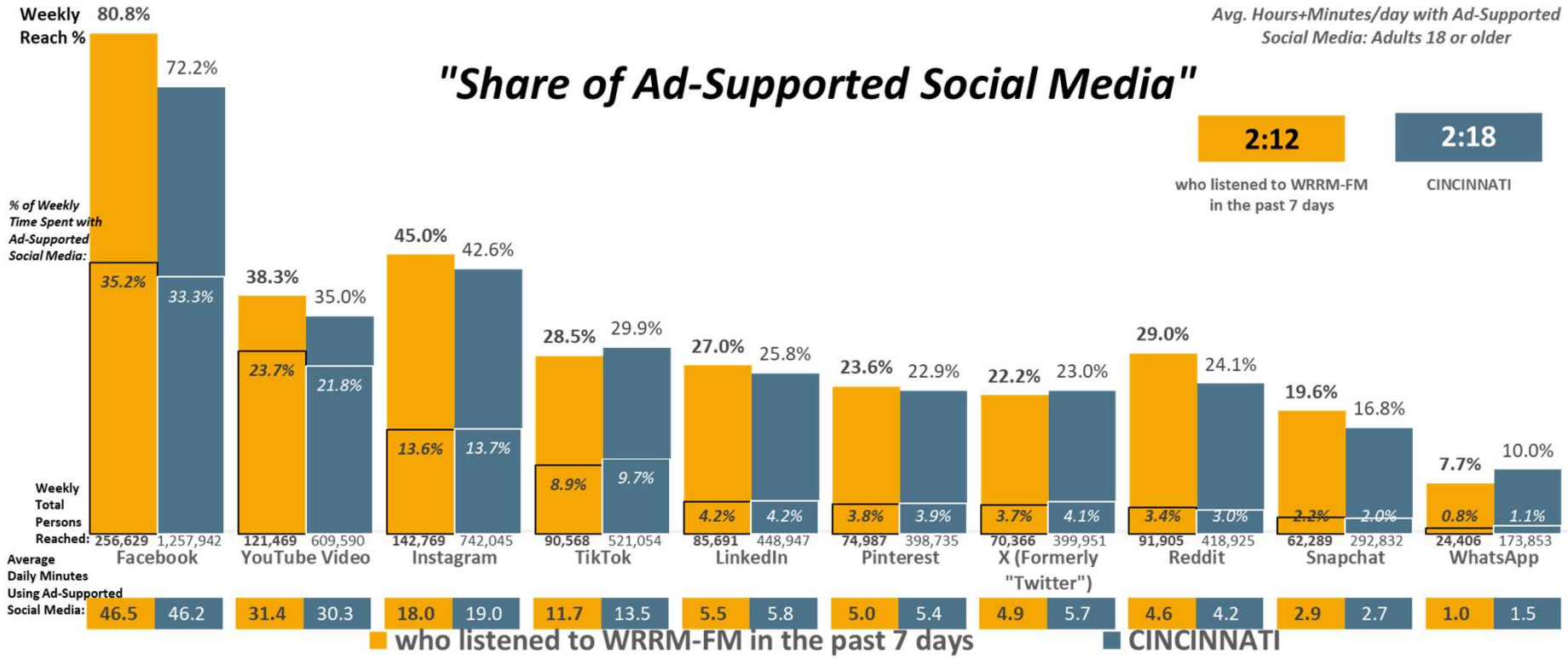
CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 245 CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,716

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Radio Stations: WOFX-FM

256,629 or 80.8% of Adults 18 or older who listened to WRRM-FM in the past 7 days use Ad-Supported Facebook for an average of 46.5 minutes every day representing 35.2% of all time spent daily with Ad-Supported Social Media.



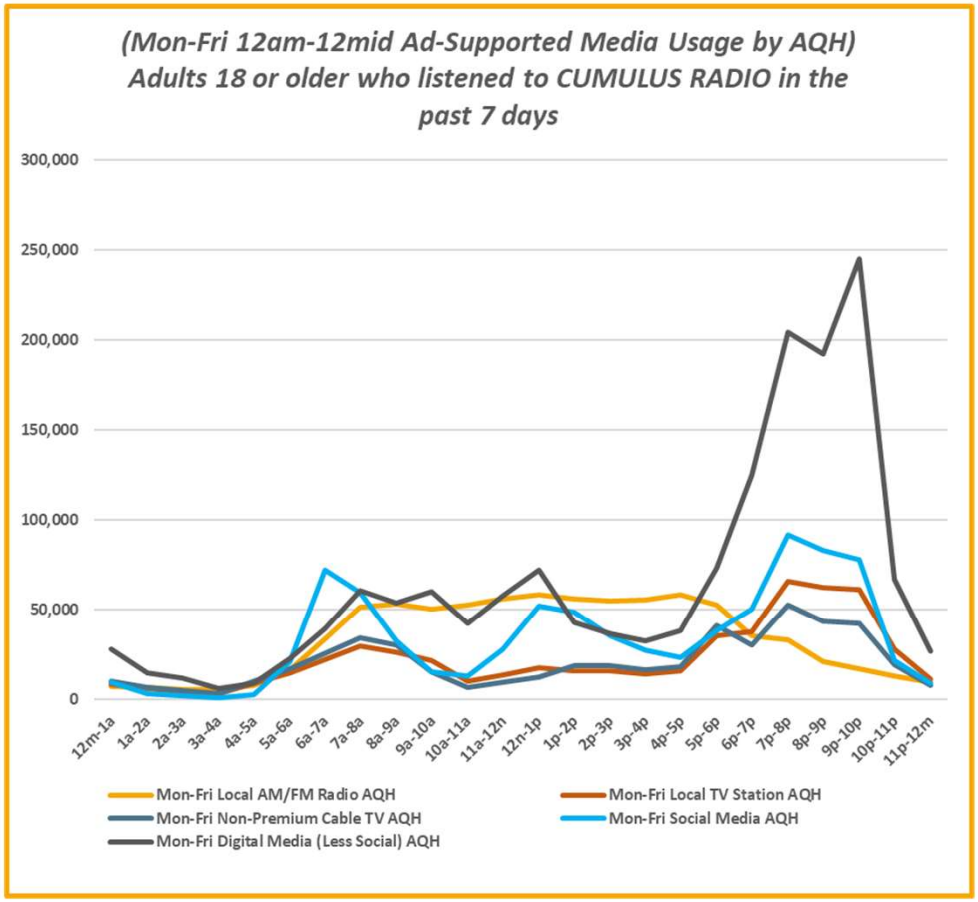
CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 307 CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,716

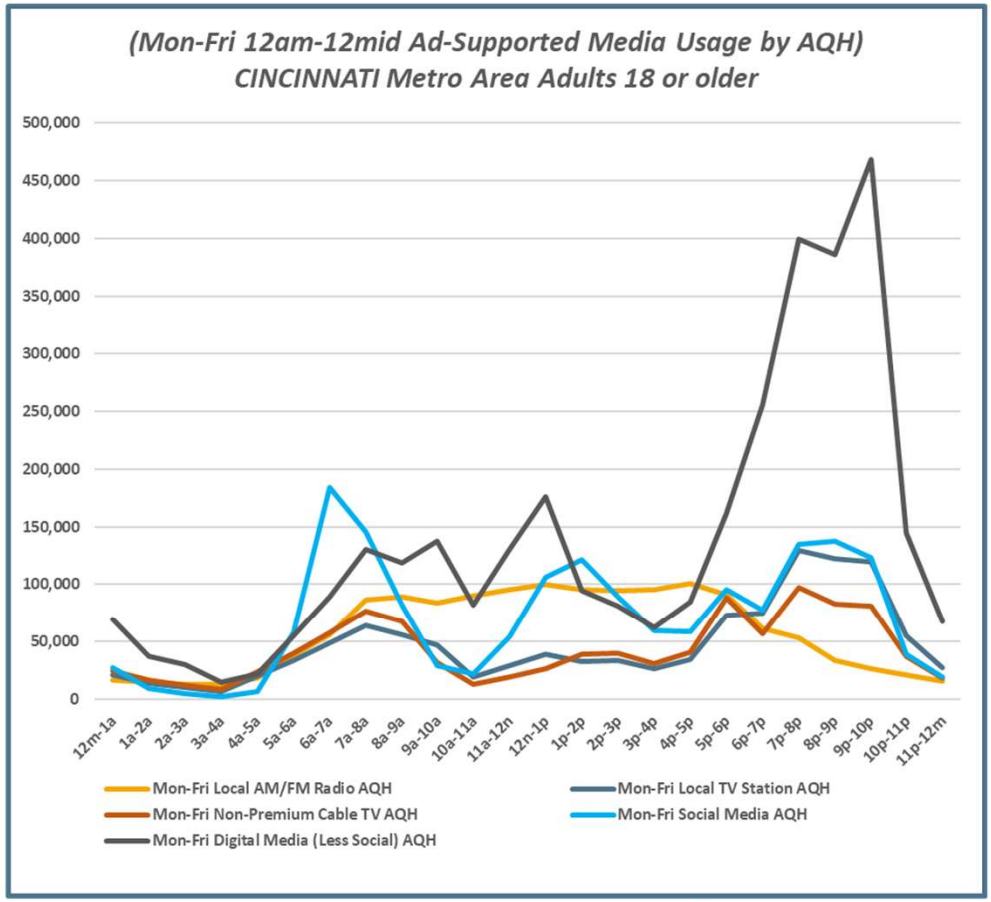
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Radio Stations: WRRM-FM

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 56,526; Local Radio: 51,254; Social Media: 38,104; Non-Prem. Cable: 21,272; Local TV: 21,200 reaching Adults 18 or older who listened to CUMULUS RADIO in the past 7 days.





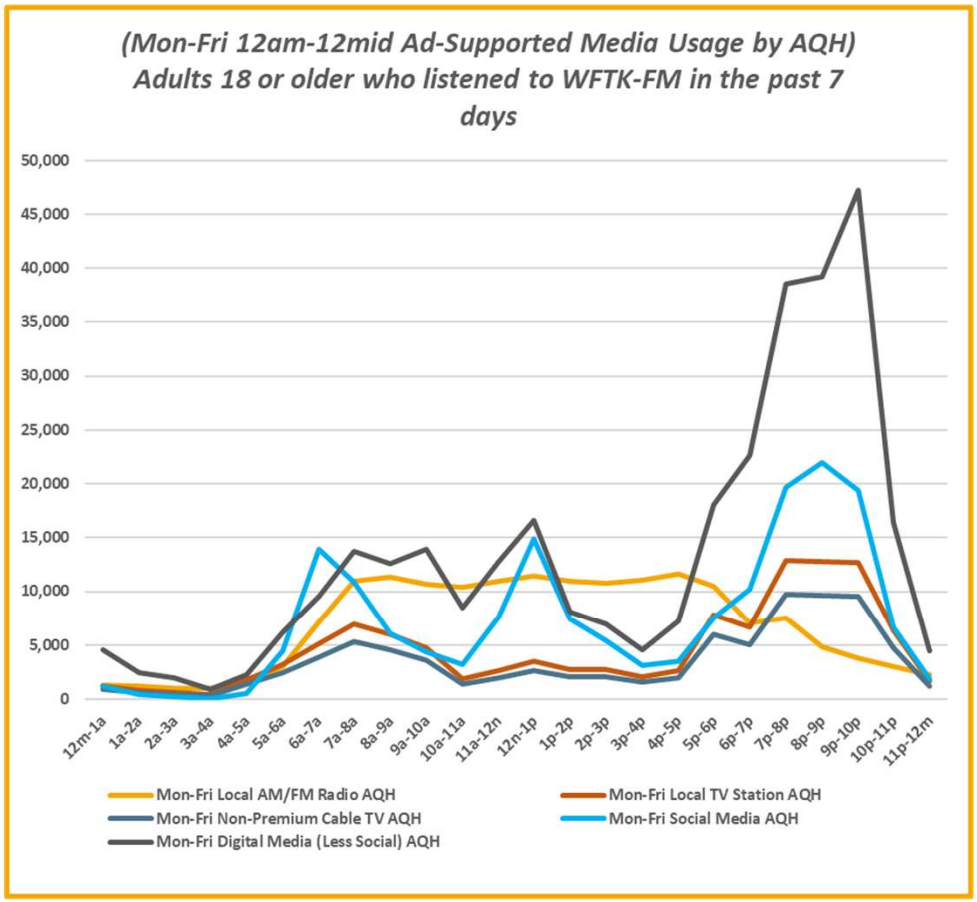
CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 830

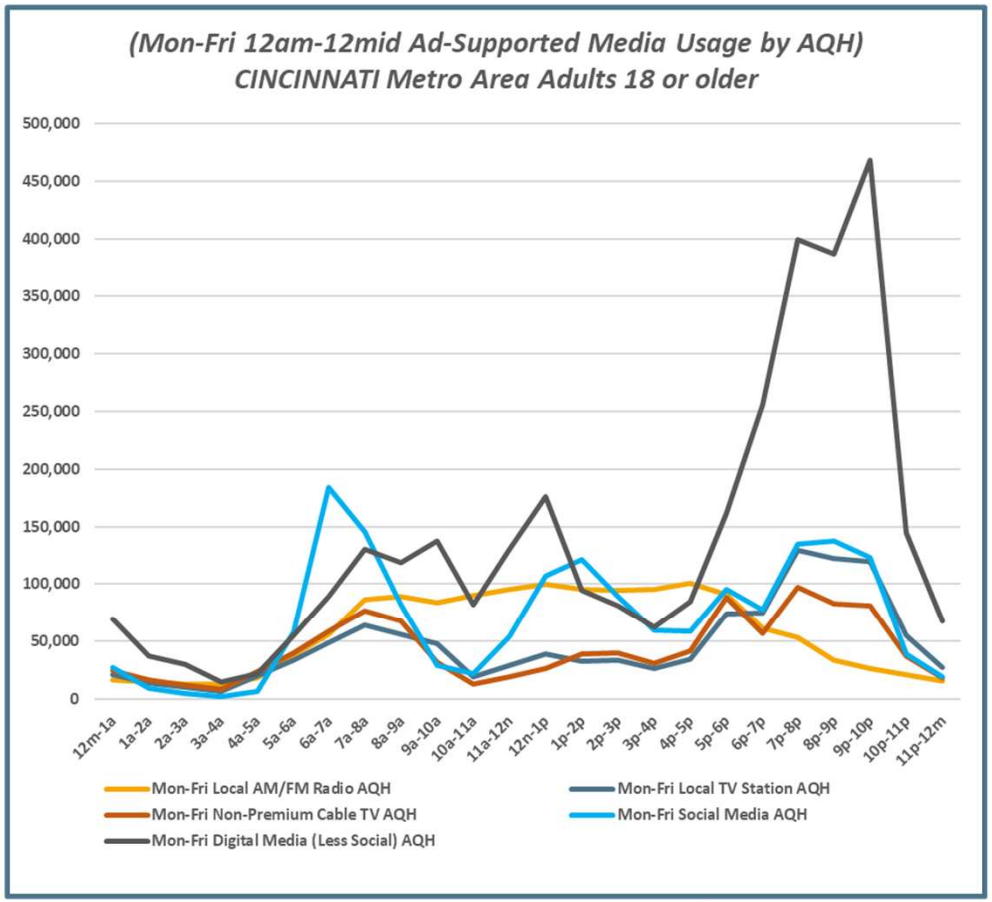
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(Radio Stations: WFTK-FM OR Radio Stations: WGRR-FM OR Radio Stations: WNNF-FM OR Radio Stations: WOFX-FM OR Radio Stations: WRRM-FM)

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 11,932; Local Radio: 10,378; Social Media: 7,542; Local TV: 4,262; Non-Prem. Cable: 3,224 reaching Adults 18 or older who listened to WFTK-FM in the past 7 days.





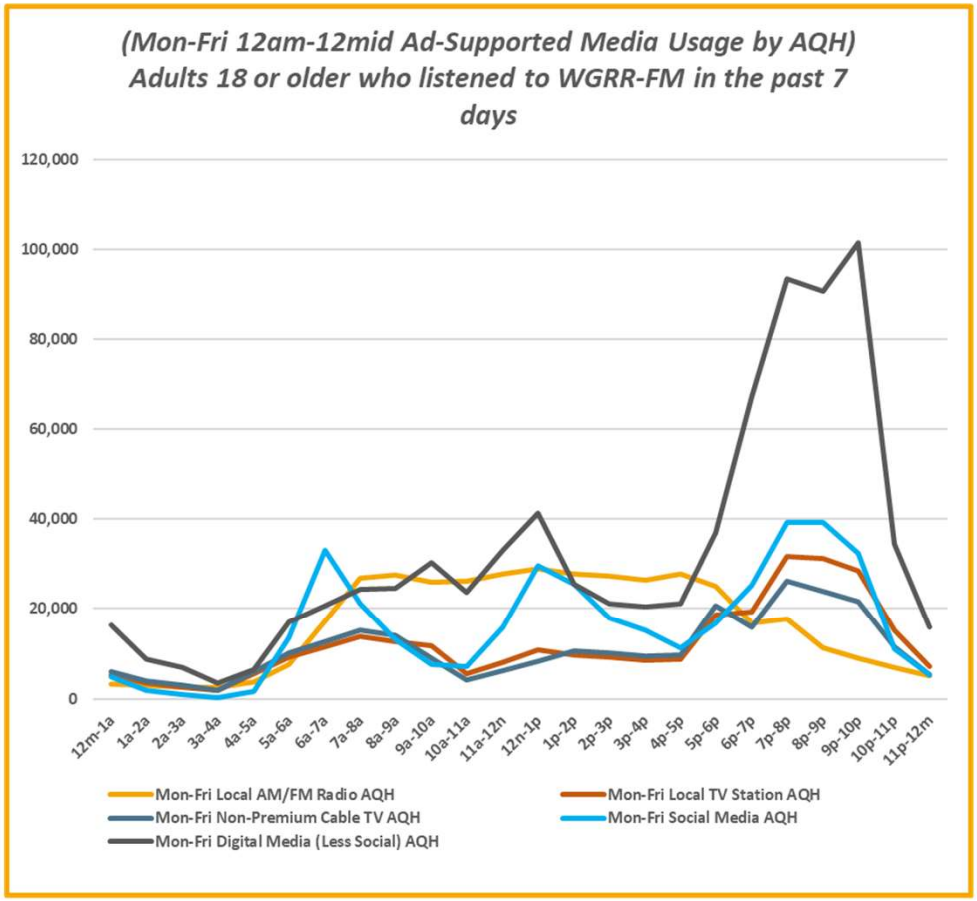
CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 143

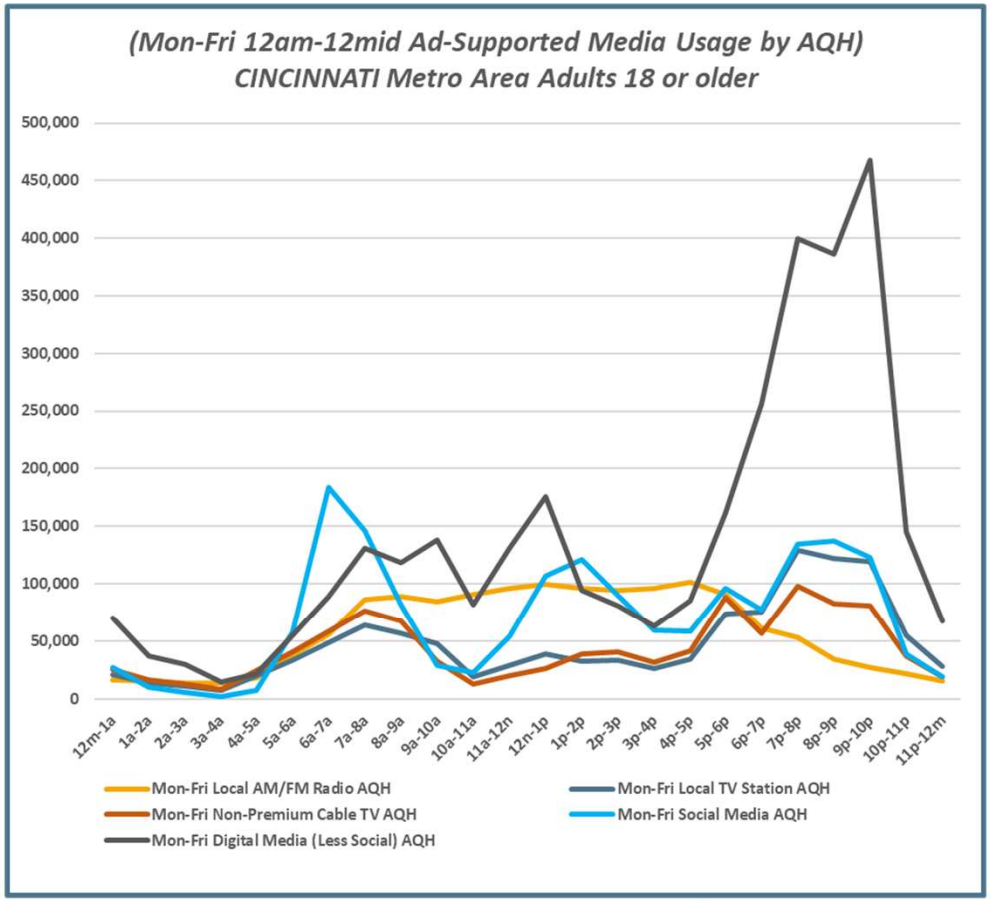
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Radio Stations: WFTK-FM

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 30,082; Local Radio: 25,556; Social Media: 18,431; Local TV: 11,380; Non-Prem. Cable: 11,224 reaching Adults 18 or older who listened to WGRR-FM in the past 7 days.





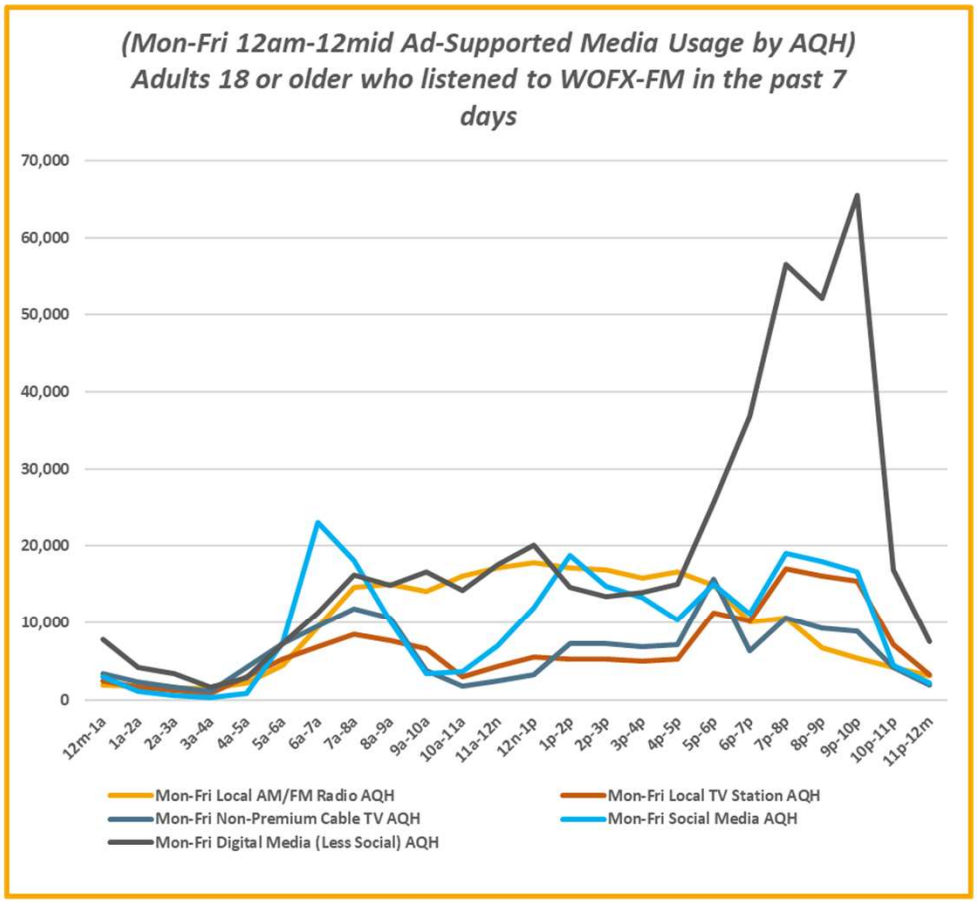
CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 424

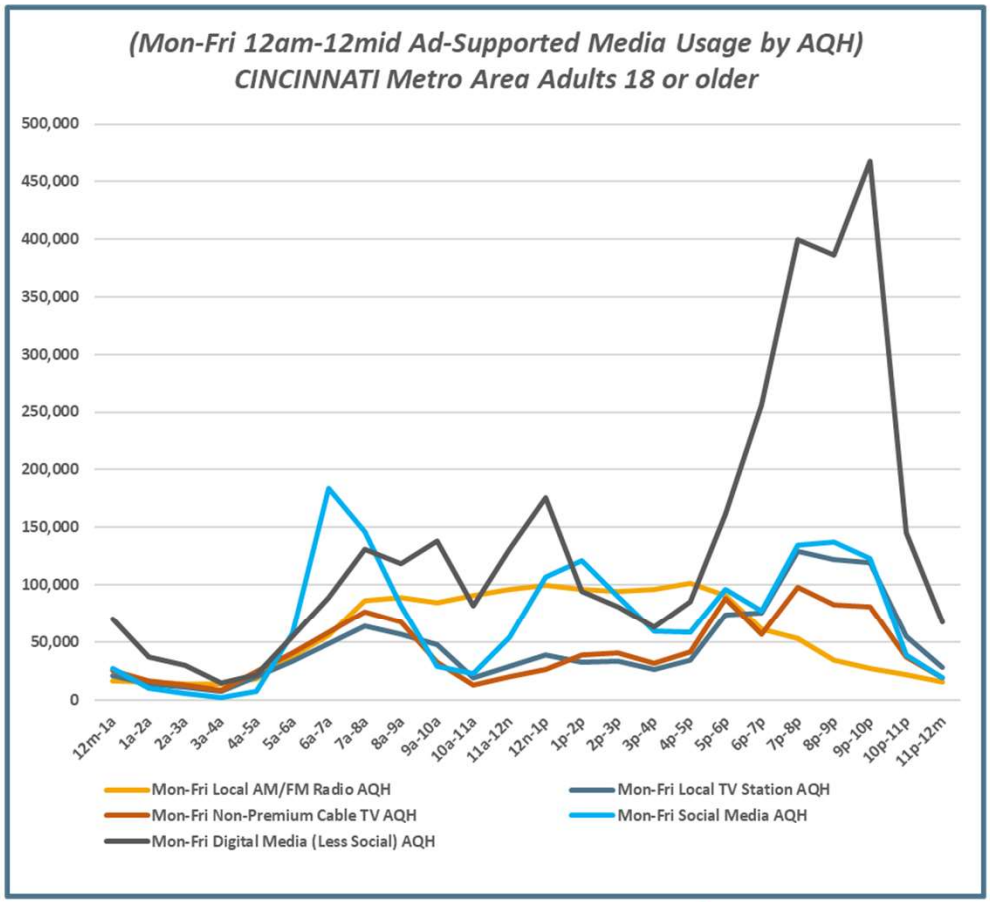
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Radio Stations: WGRR-FM

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 17,733; Local Radio: 15,039; Social Media: 12,342; Non-Prem. Cable: 7,201; Local TV: 6,518 reaching Adults 18 or older who listened to WOFX-FM in the past 7 days.





CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 245

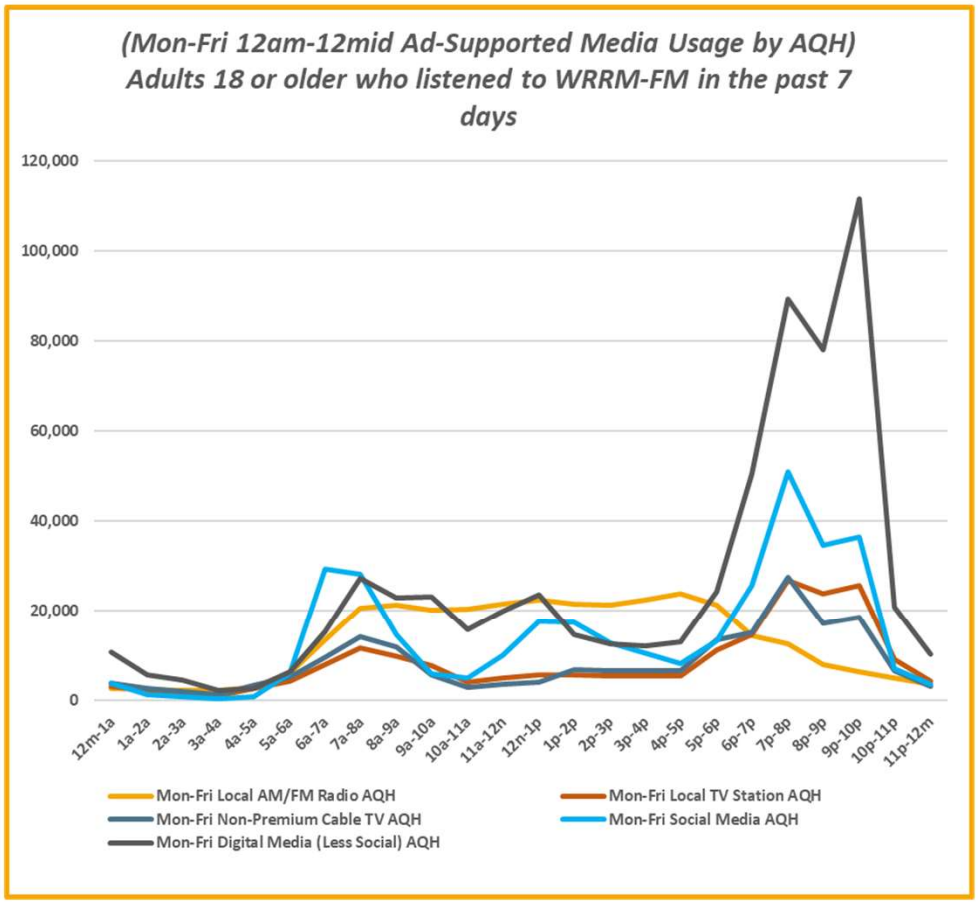
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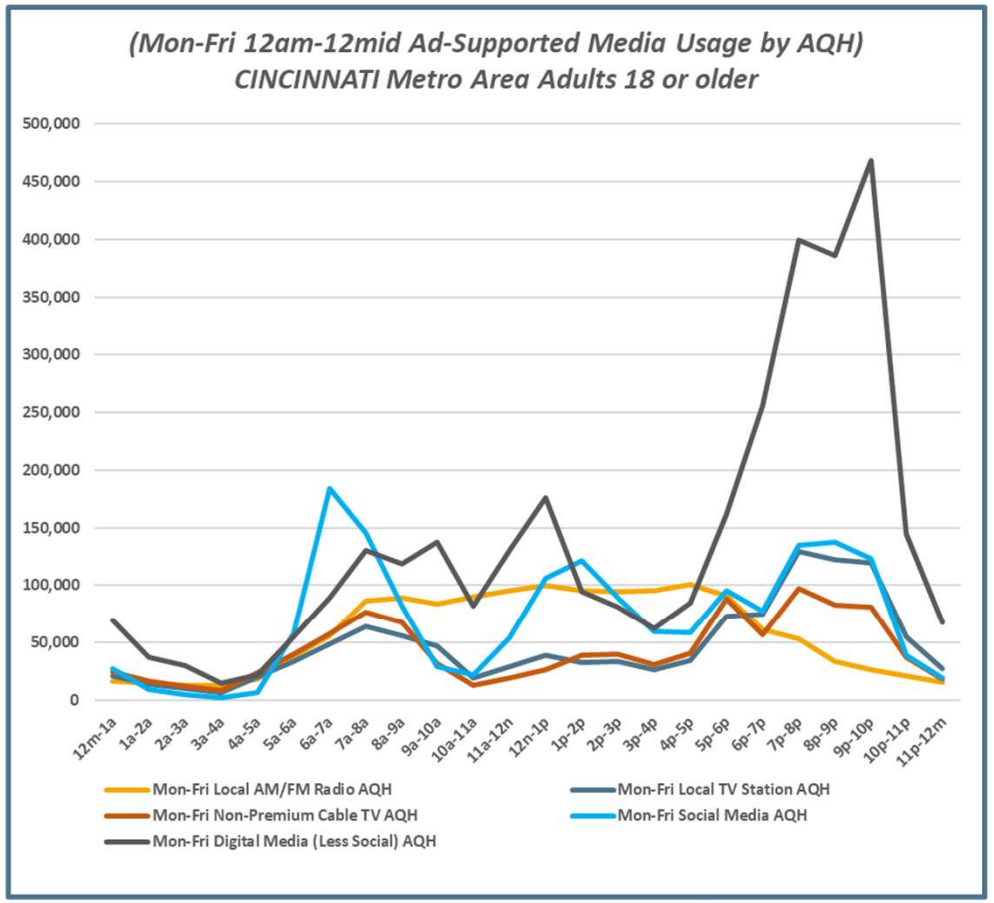
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Radio Stations: WOFX-FM

Warm98.5
80s. 90s. Now.

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 21,096; Local Radio: 20,296; Social Media: 15,247; Non-Prem. Cable: 8,179; Local TV: 7,590 reaching Adults 18 or older who listened to WRRM-FM in the past 7 days.





CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 307

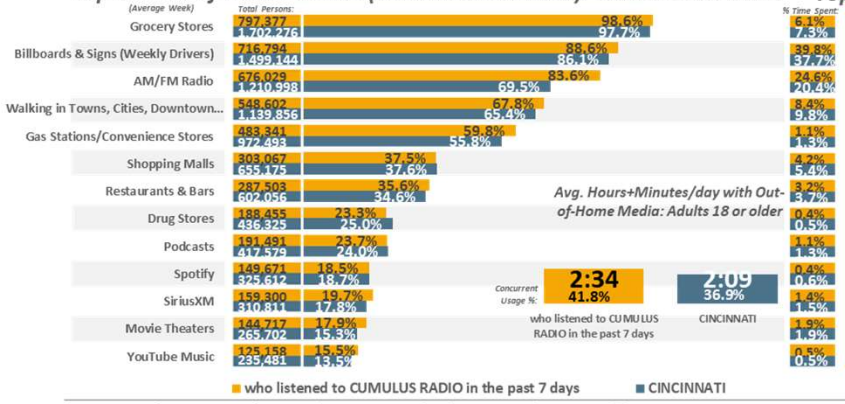
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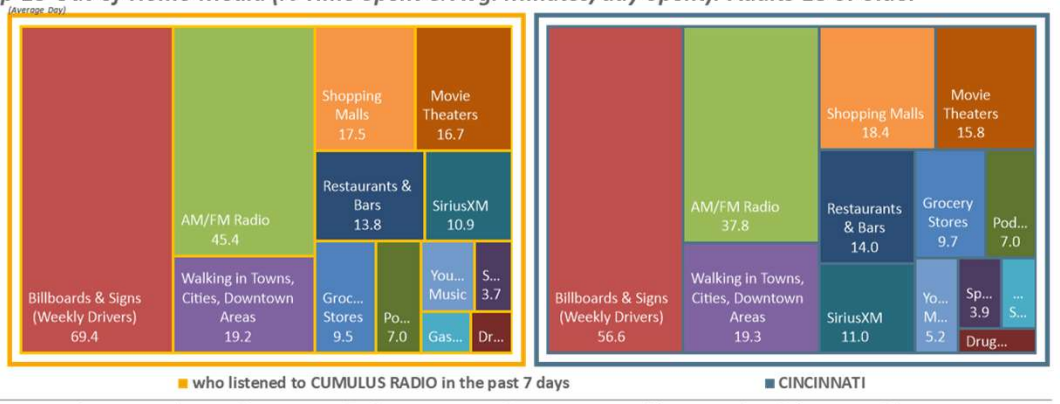
Radio Stations: WRRM-FM

716,794 or 88.6% of Adults 18 or older who listened to CUMULUS RADIO in the past 7 days spend an average of 69.4 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 42.7 minutes/day.

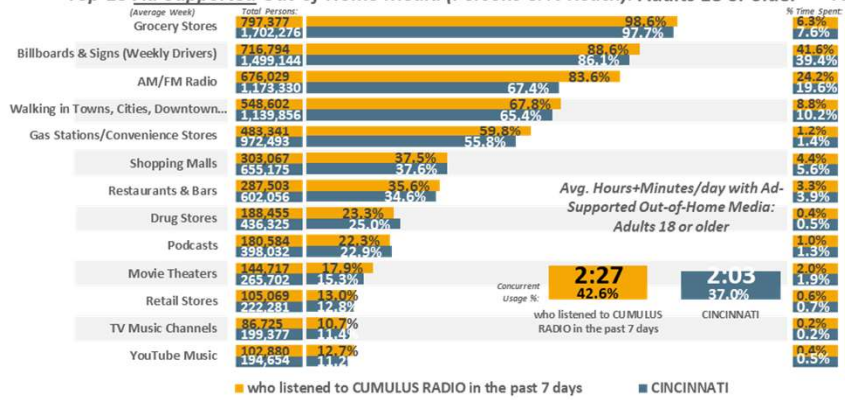
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



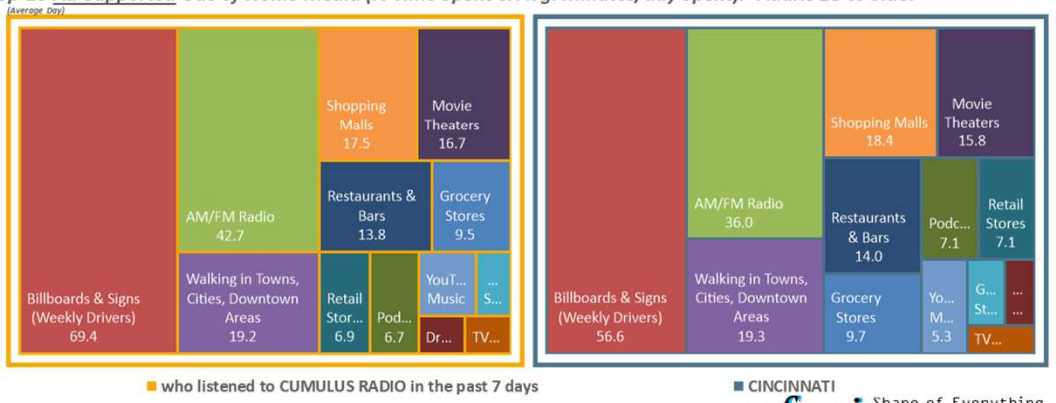
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 830

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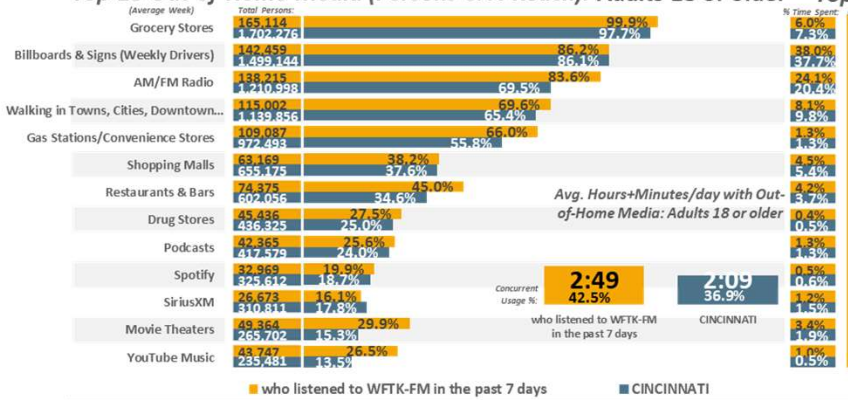
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(Radio Stations: WFTK-FM OR Radio Stations: WGRR-FM OR Radio Stations: WNNF-FM OR Radio Stations: WOFX-FM OR Radio Stations: WRRM-FM)

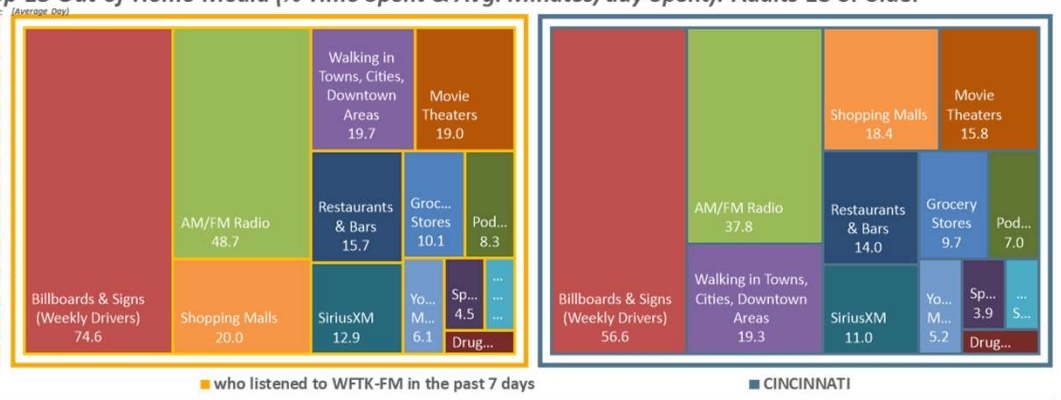
96 ROCK
CINCINNATI'S PURE ROCK

142,459 or 86.2% of Adults 18 or older who listened to WFTK-FM in the past 7 days spend an average of 74.6 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 45. minutes/day.

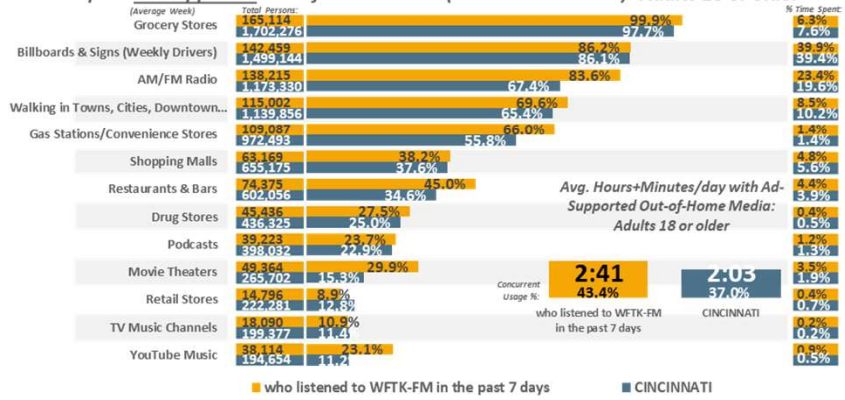
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



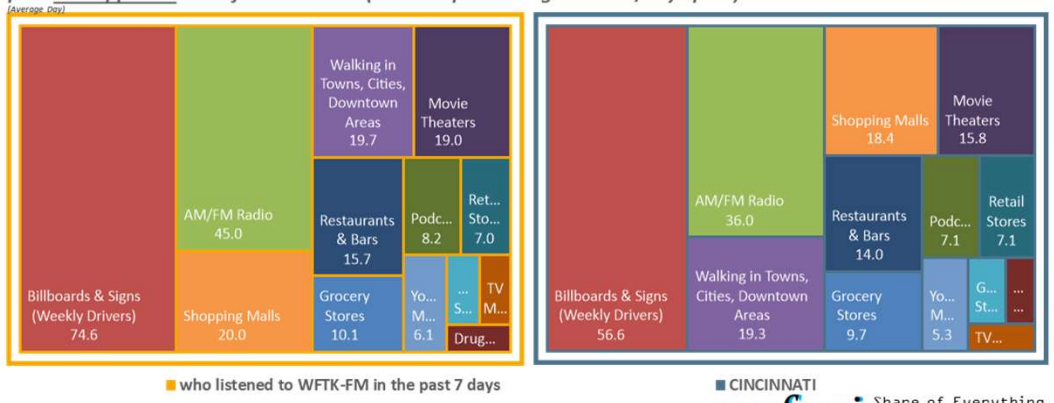
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 143

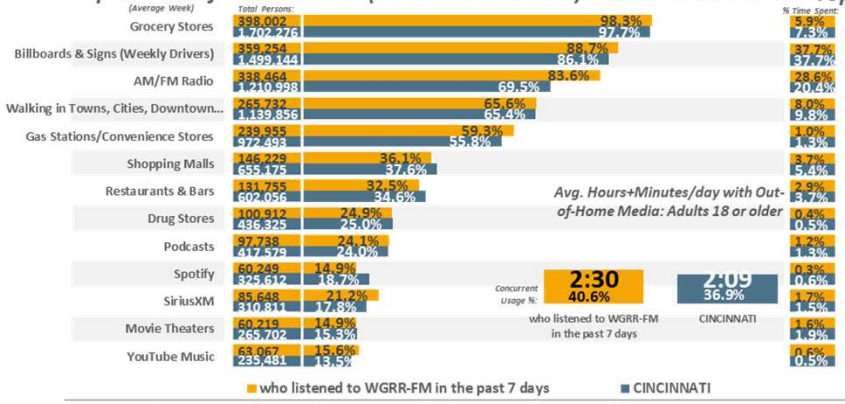
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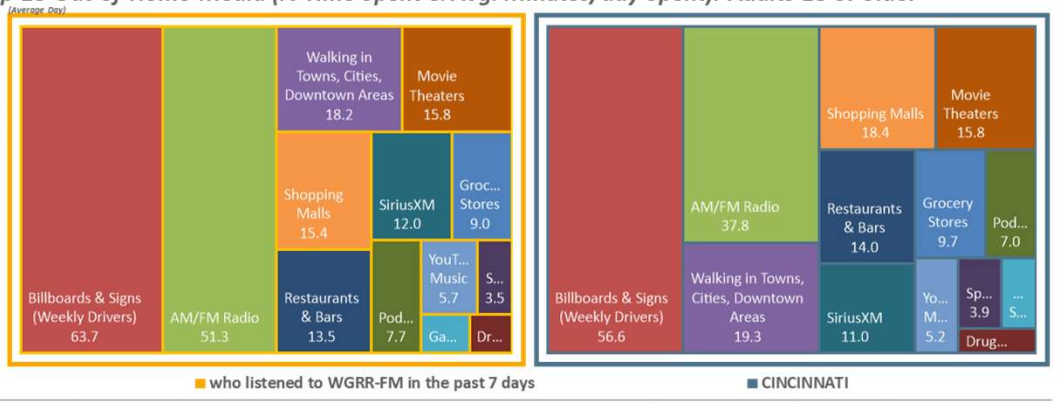
Radio Stations: WFTK-FM

359,254 or 88.7% of Adults 18 or older who listened to WGRR-FM in the past 7 days spend an average of 63.7 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 48.9 minutes/day.

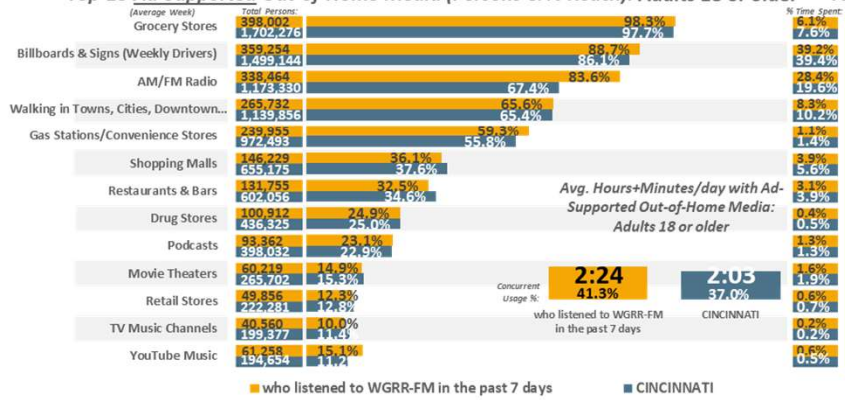
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



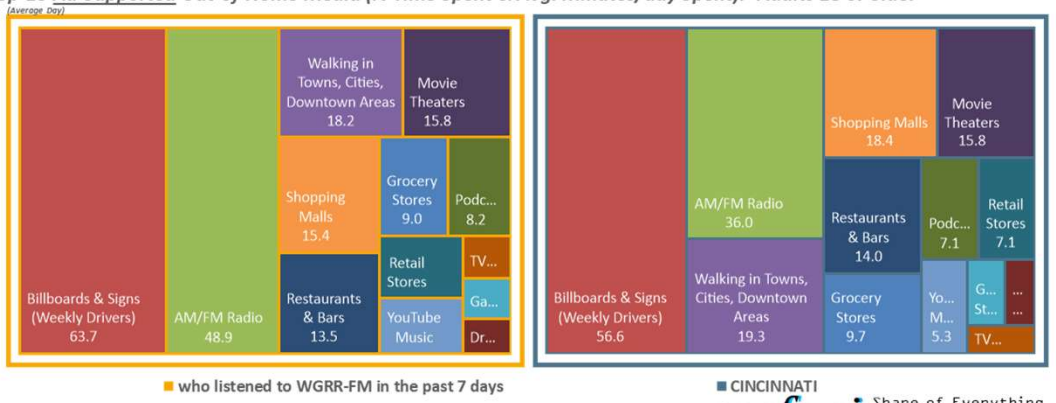
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 424

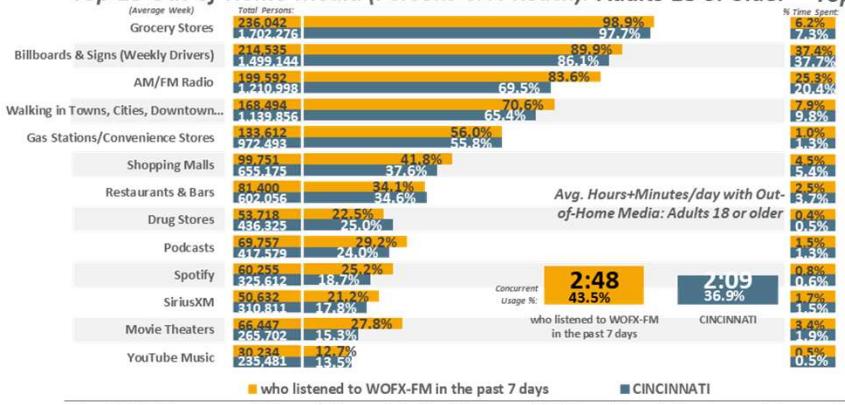
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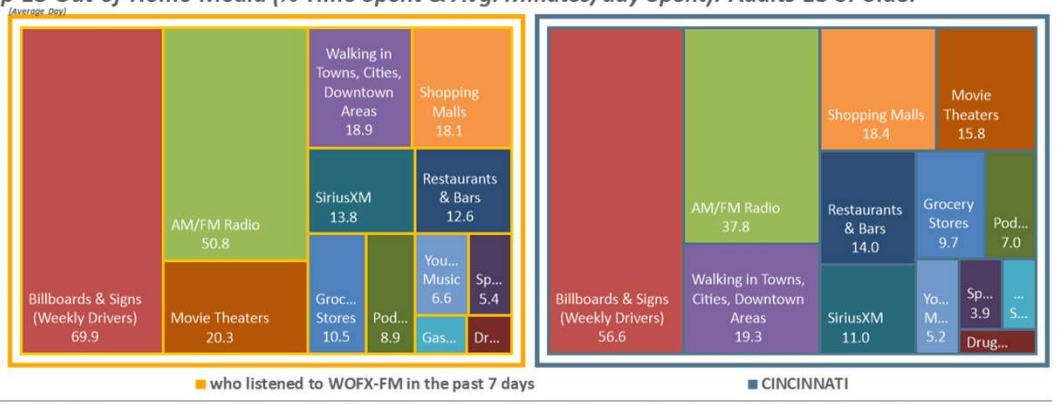
Radio Stations: WGRR-FM

214,535 or 89.9% of Adults 18 or older who listened to WOFX-FM in the past 7 days spend an average of 69.9 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 49. minutes/day.

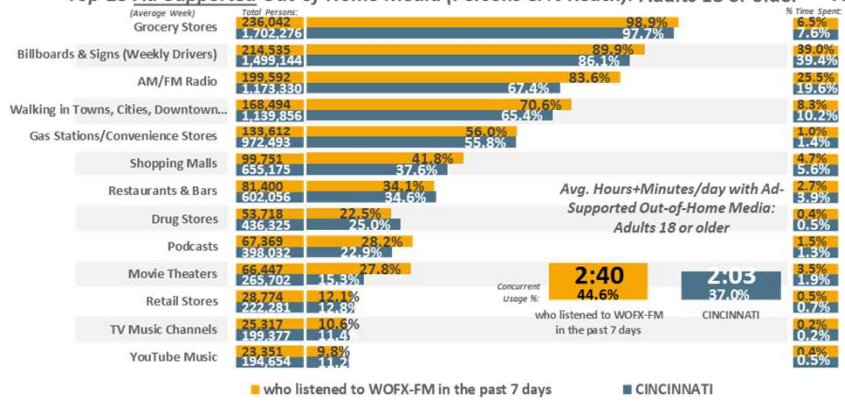
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



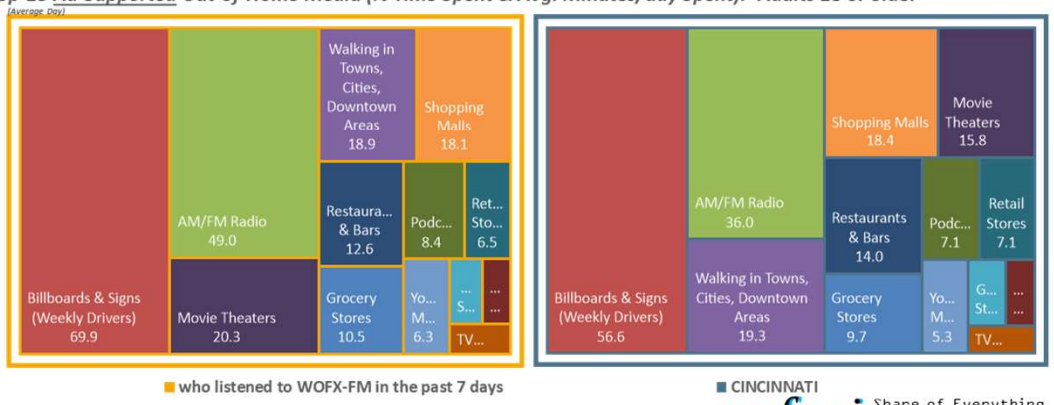
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 245

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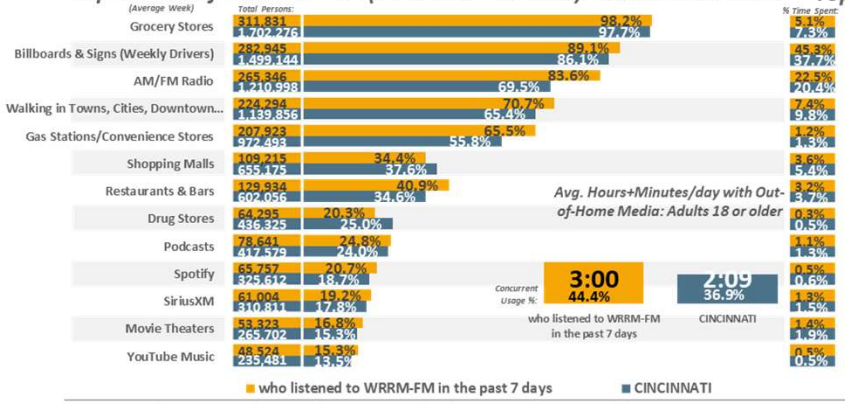
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Radio Stations: WOFX-FM

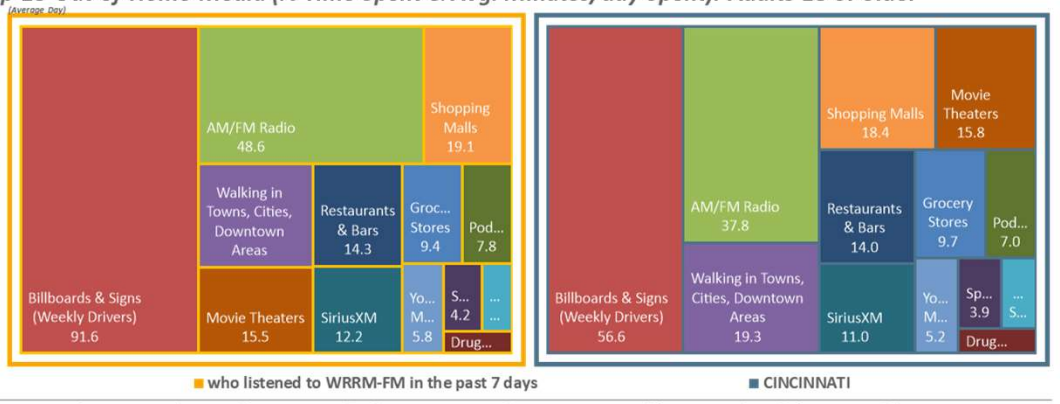
Warm98.5
80s. 90s. Now.

282,945 or 89.1% of Adults 18 or older who listened to WRRM-FM in the past 7 days spend an average of 91.6 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 45.9 minutes/day.

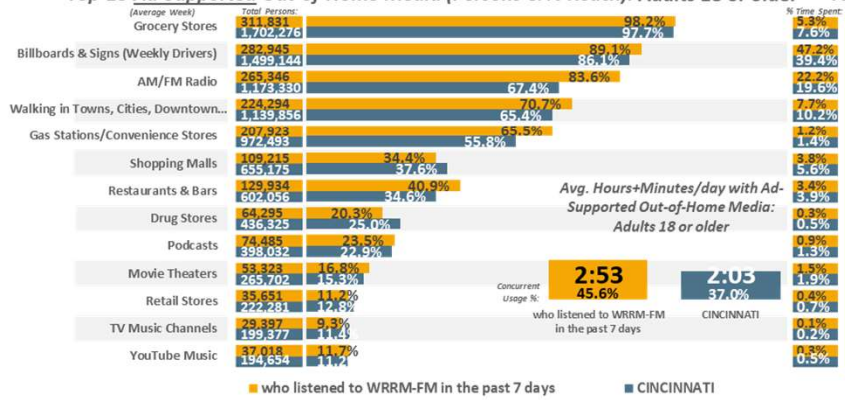
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



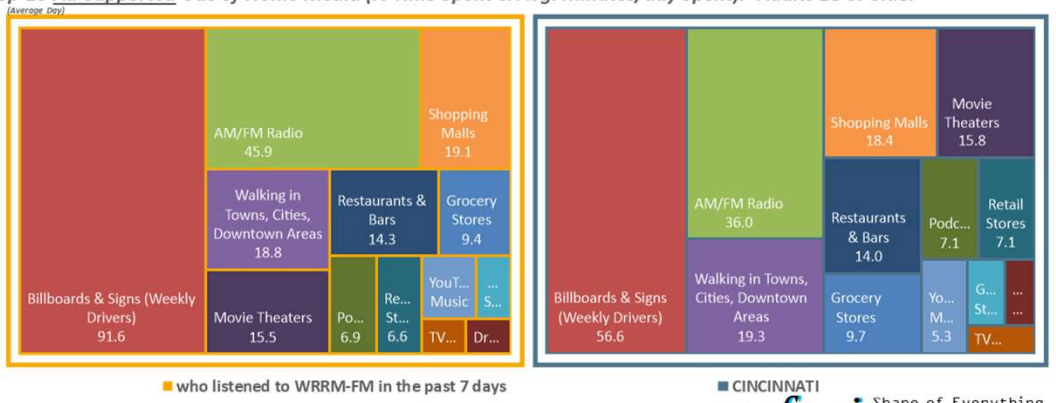
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 307

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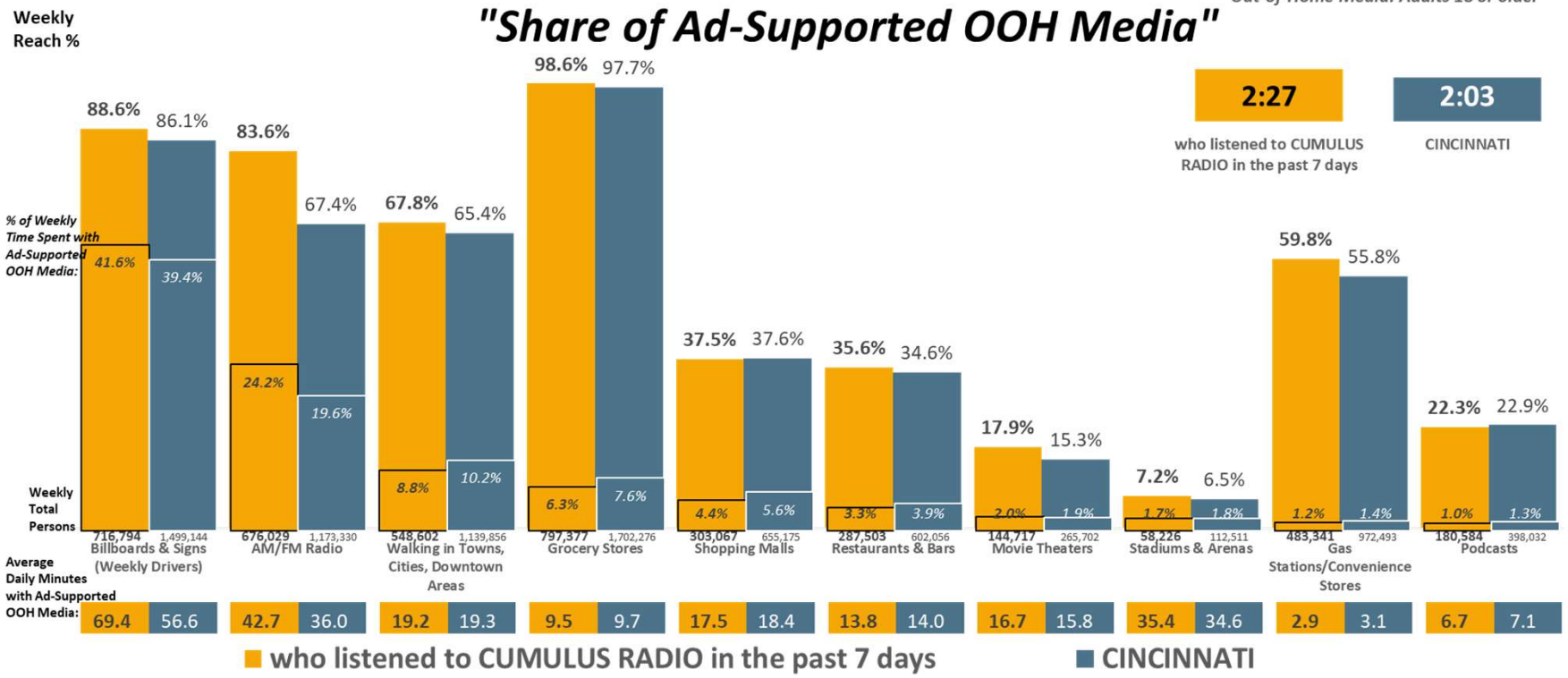
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Radio Stations: WRRM-FM

716,794 or 88.6% of Adults 18 or older who listened to CUMULUS RADIO in the past 7 days spend an average of 69.4 minutes per day driving, seeing Billboards and Signs representing 41.6% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 830 CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,716

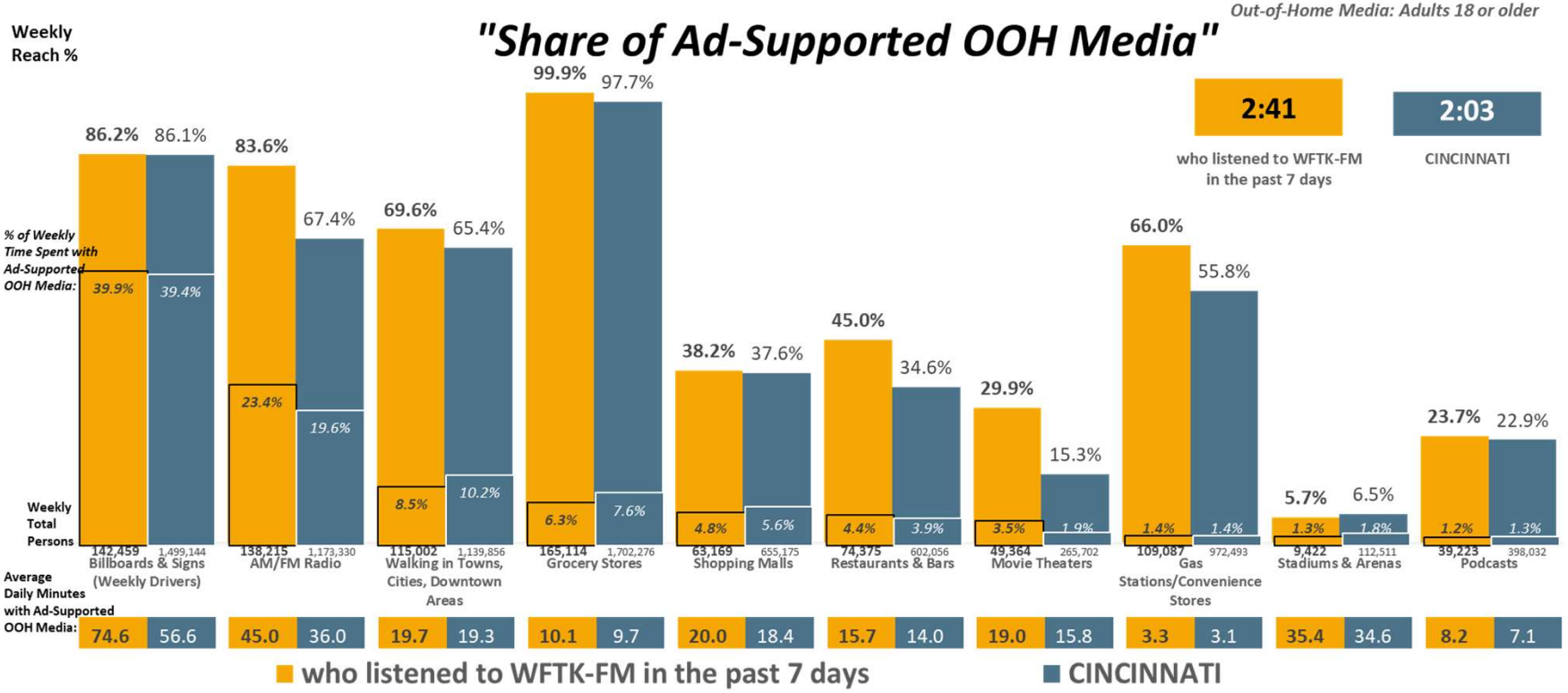
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(Radio Stations: WFTK-FM OR Radio Stations: WGRR-FM OR Radio Stations: WNNF-FM OR Radio Stations: WOFX-FM OR Radio Stations: WRRM-FM)

142,459 or 86.2% of Adults 18 or older who listened to WFTK-FM in the past 7 days spend an average of 74.6 minutes per day driving, seeing Billboards and Signs representing 39.9% of all Time Spent with Ad-Supported Out-of-Home Media.

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



CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 143 CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,716

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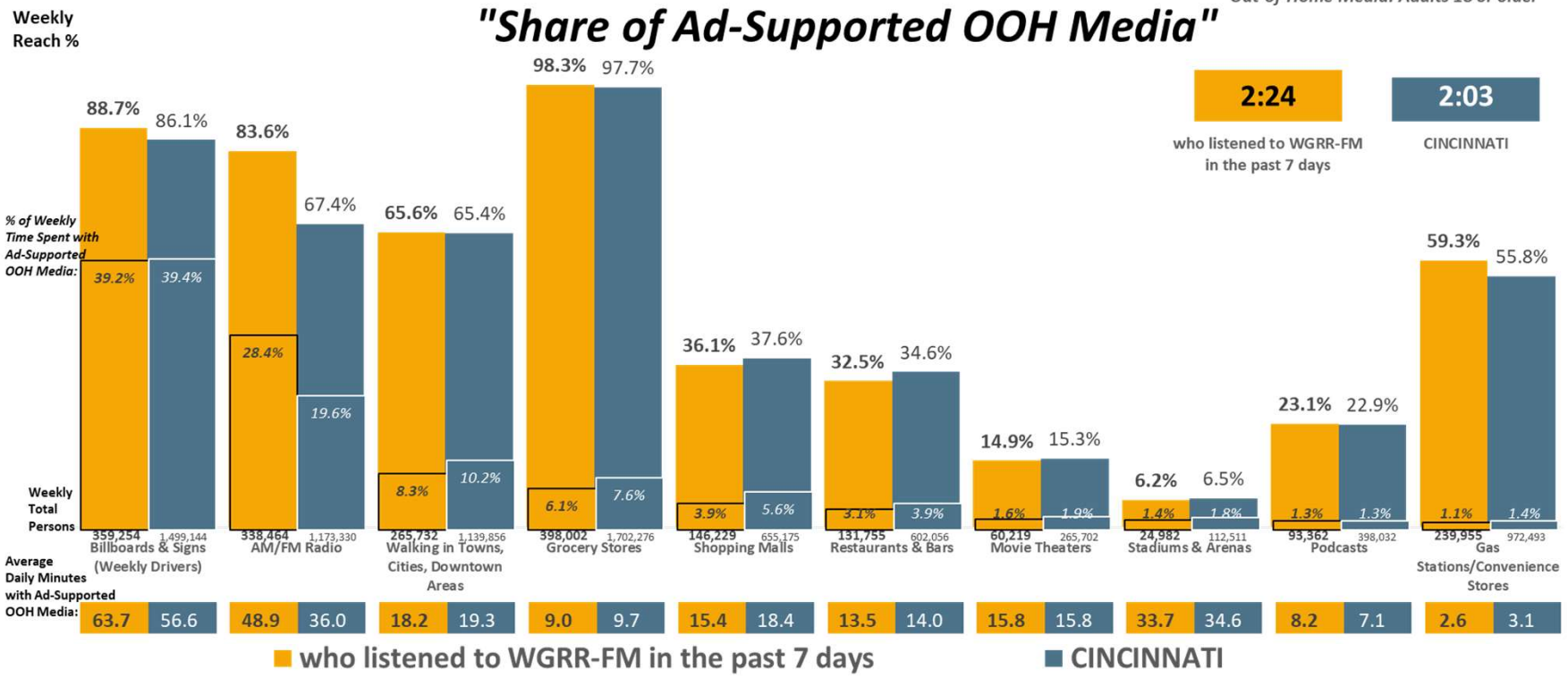
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Radio Stations: WFTK-FM

359,254 or 88.7% of Adults 18 or older who listened to WGRR-FM in the past 7 days spend an average of 63.7 minutes per day driving, seeing Billboards and Signs representing 39.2% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 424 CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,716

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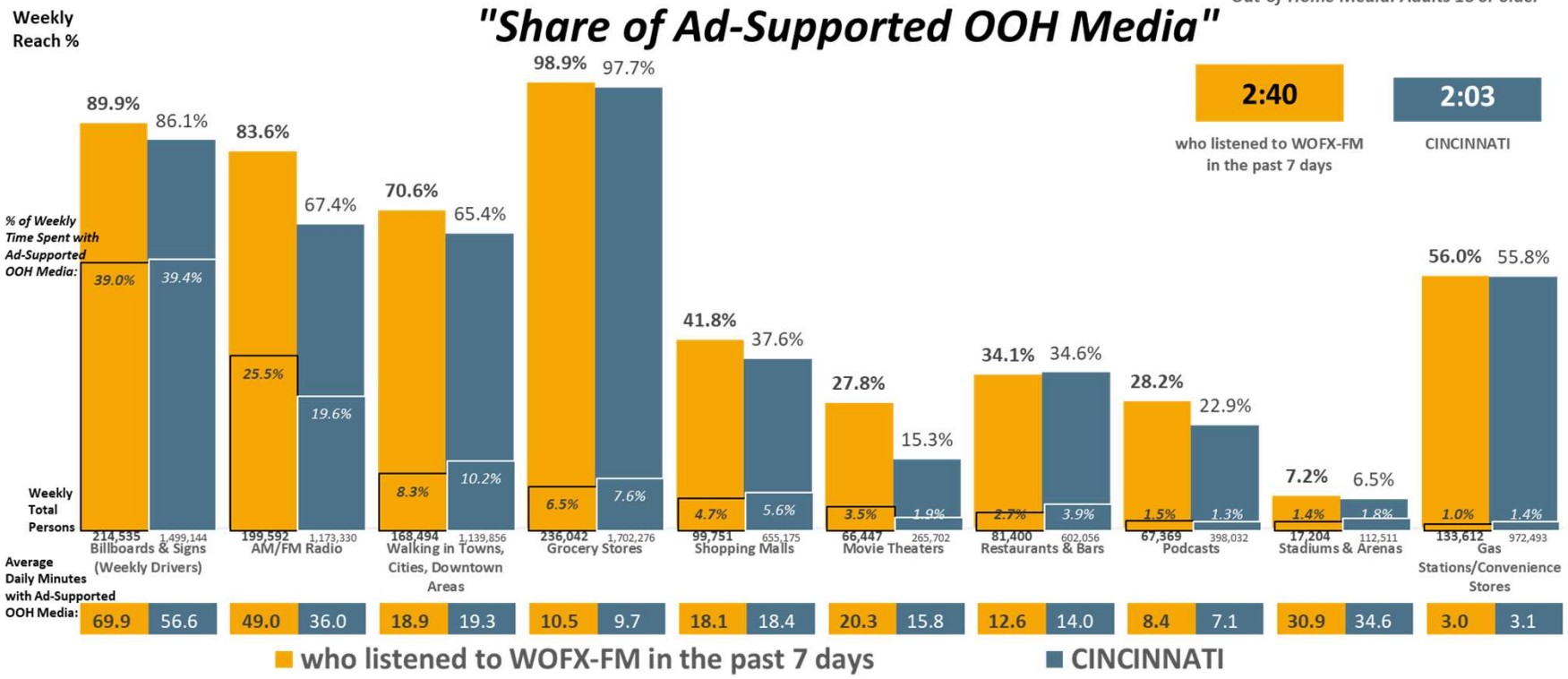
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Radio Stations: WGRR-FM

214,535 or 89.9% of Adults 18 or older who listened to WOFX-FM in the past 7 days spend an average of 69.9 minutes per day driving, seeing Billboards and Signs representing 39.4% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 245 CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,716

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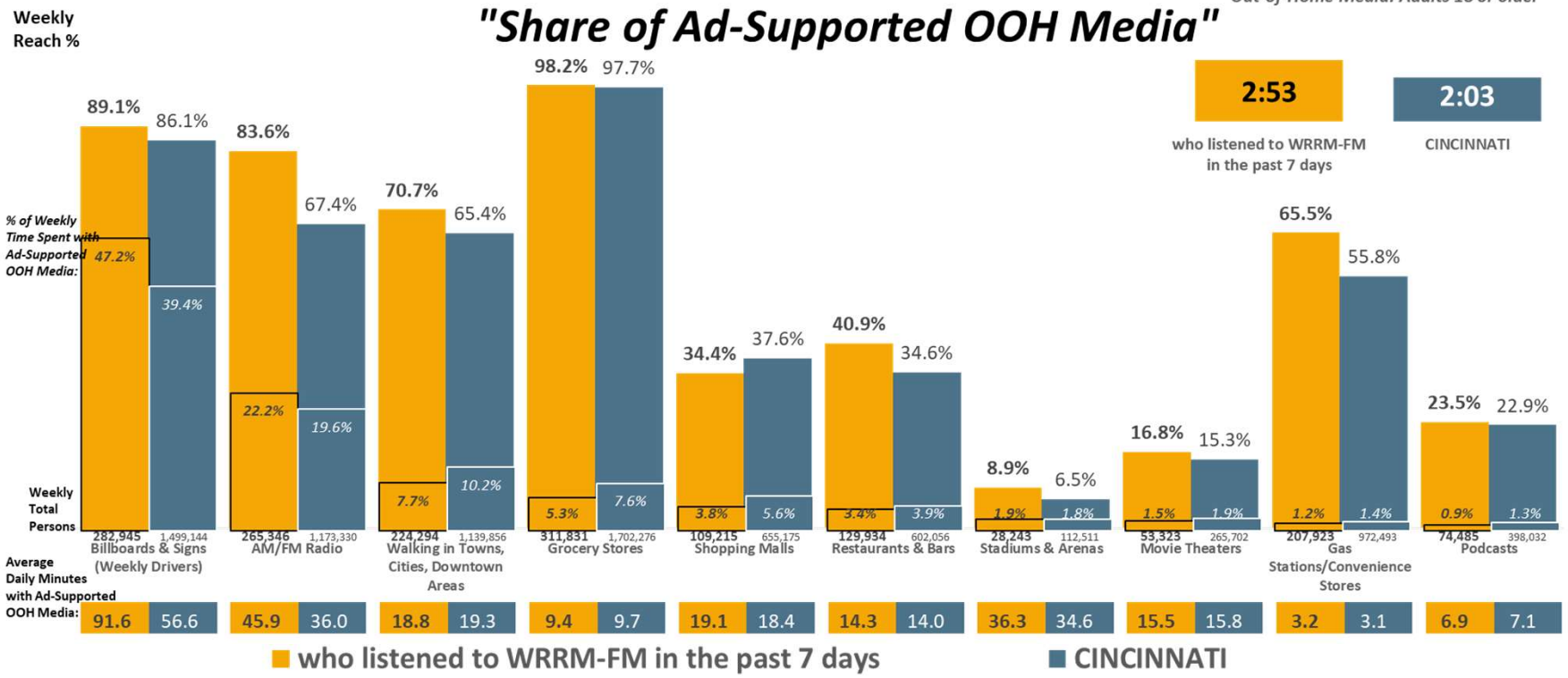
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Radio Stations: WOFX-FM

Warm98.5
80s. 90s. Now.

282,945 or 89.1% of Adults 18 or older who listened to WRRM-FM in the past 7 days spend an average of 91.6 minutes per day driving, seeing Billboards and Signs representing 47.2% of all Time Spent with Ad-Supported Out-of-Home Media.

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



CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 307 CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,716

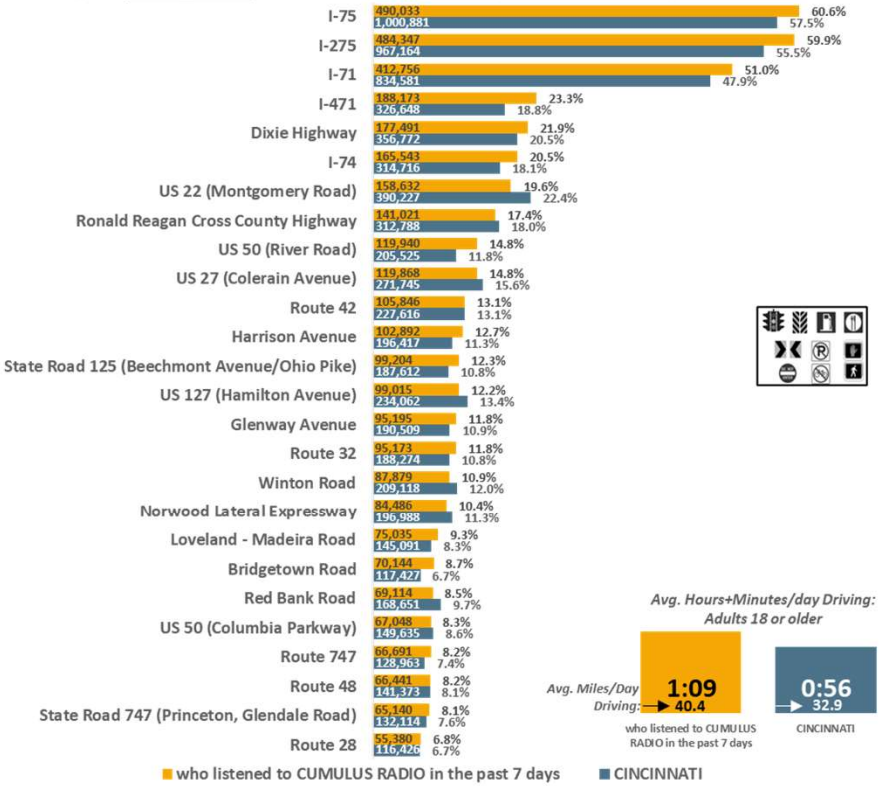
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Radio Stations: WRRM-FM

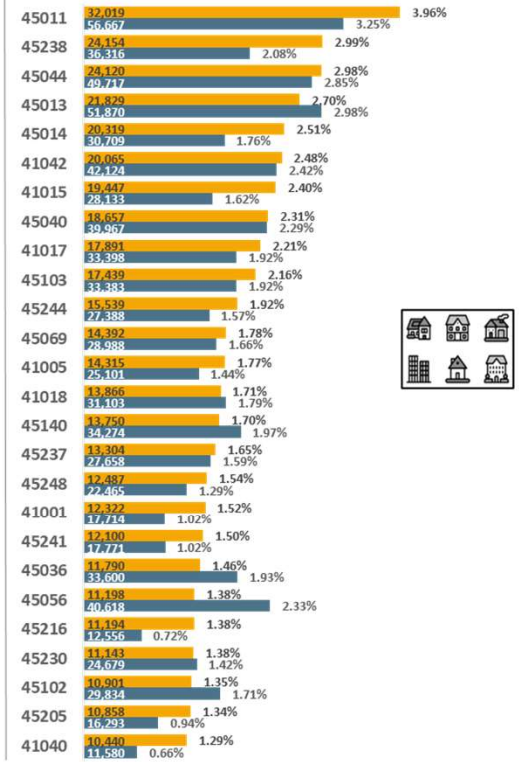
716,794 or 88.6% of Adults 18 or older who listened to CUMULUS RADIO in the past 7 days spend an average of 69.4 minutes per day driving an average of 40.4 miles each day and are 25.7% more likely to use US 50 (River Road) than the Metro average.

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

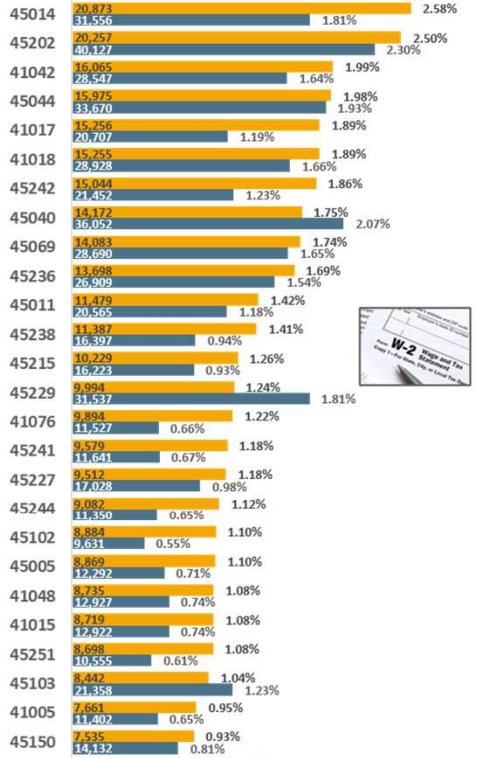


Avg. Hours+Minutes/day Driving: Adults 18 or older

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 830

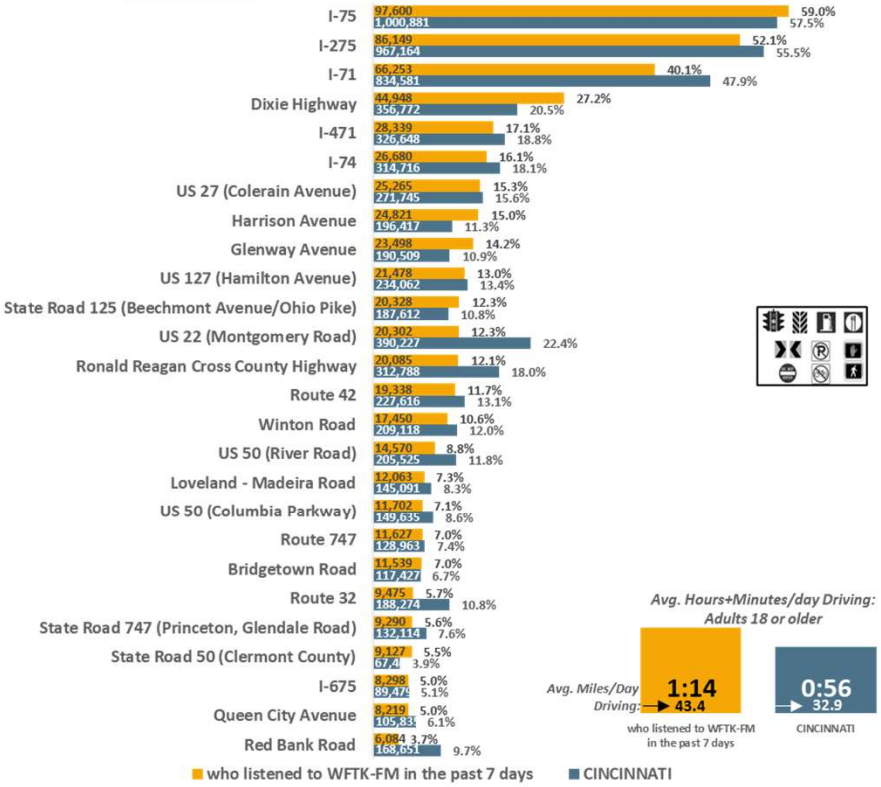
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(Radio Stations: WFTK-FM OR Radio Stations: WGRR-FM OR Radio Stations: WNNF-FM OR Radio Stations: WOFX-FM OR Radio Stations: WRRM-FM)

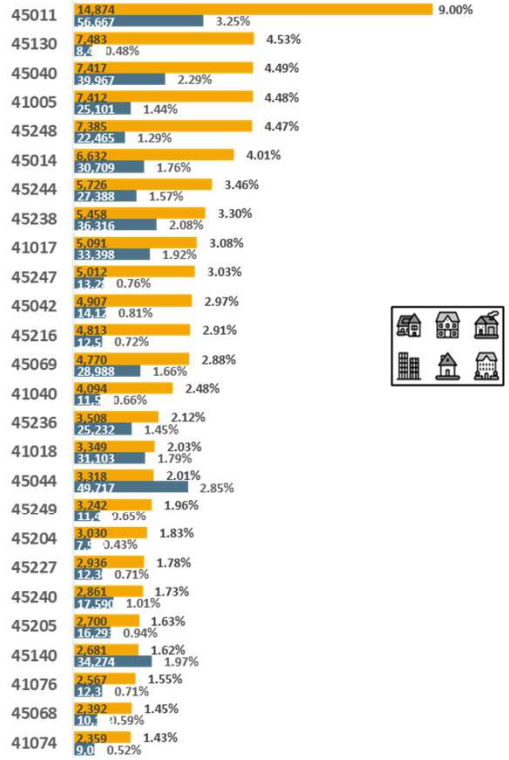
96 ROCK
CINCINNATI'S PURE ROCK

142,459 or 86.2% of Adults 18 or older who listened to WFTK-FM in the past 7 days spend an average of 74.6 minutes per day driving an average of 43.4 miles each day and are 33.1% more likely to use Harrison Avenue than the Metro average.

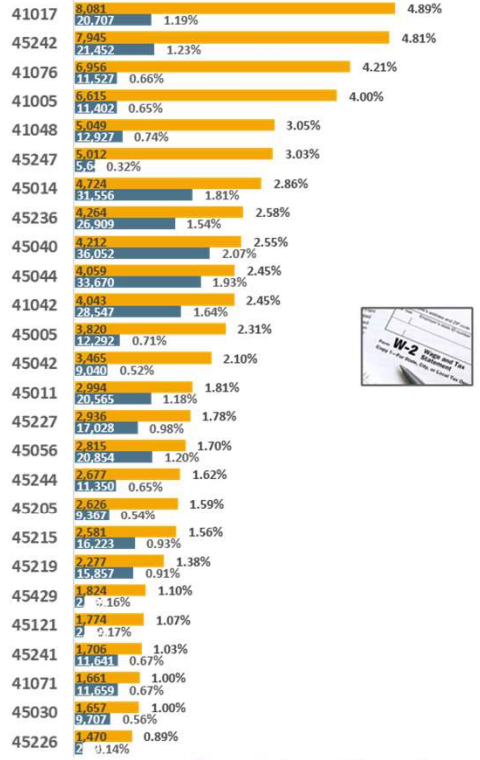
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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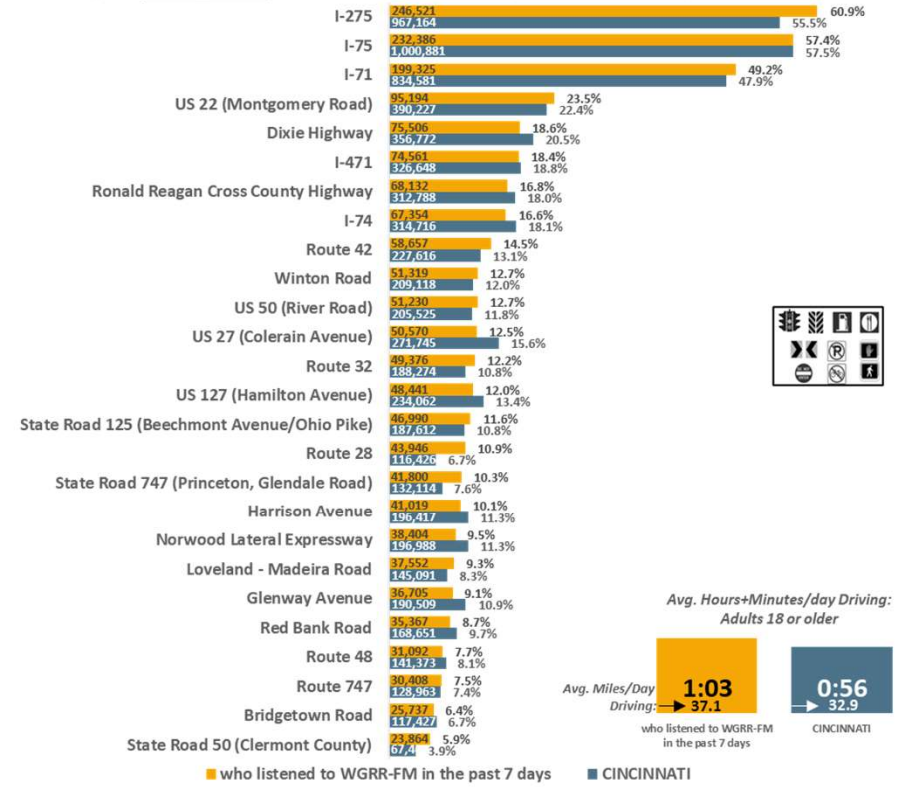
CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 143

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Radio Stations: WFTK-FM

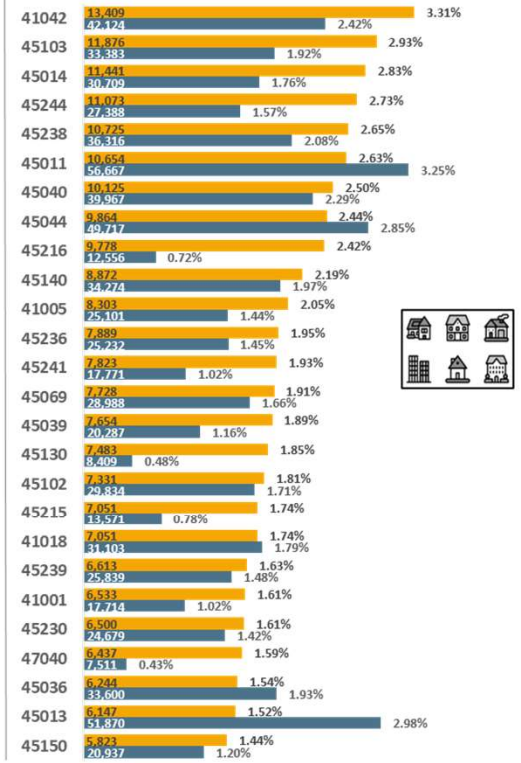
359,254 or 88.7% of Adults 18 or older who listened to WGRR-FM in the past 7 days spend an average of 63.7 minutes per day driving an average of 37.1 miles each day and are 62.4% more likely to use Route 28 than the Metro average.

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

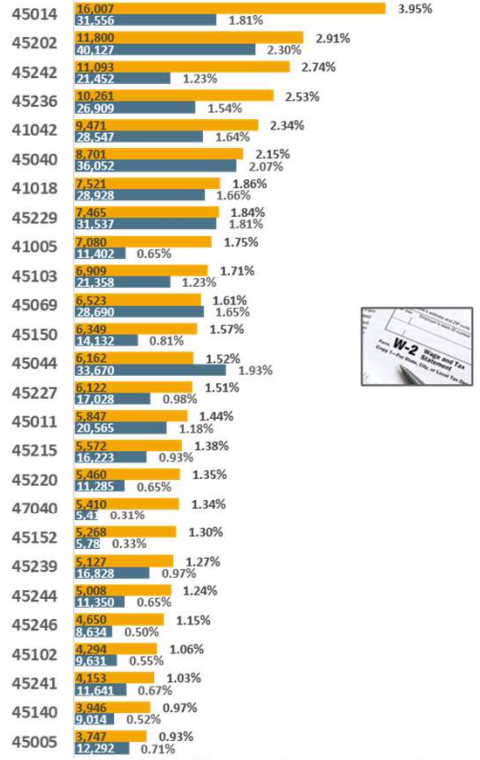


Avg. Hours+Minutes/day Driving: Adults 18 or older

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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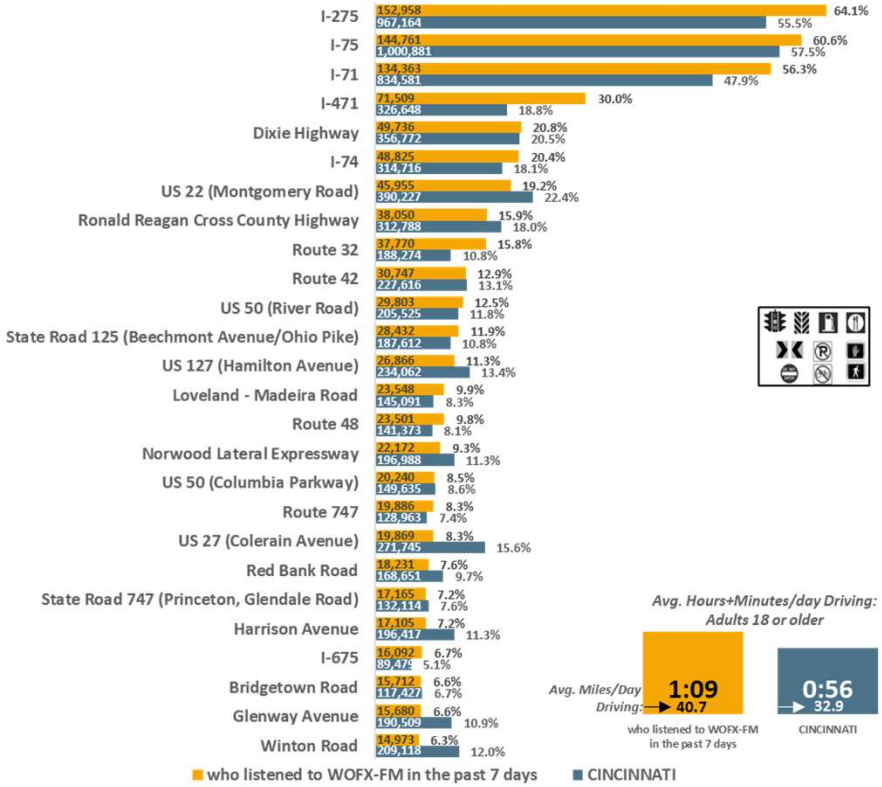
CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 424

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Radio Stations: WGRR-FM

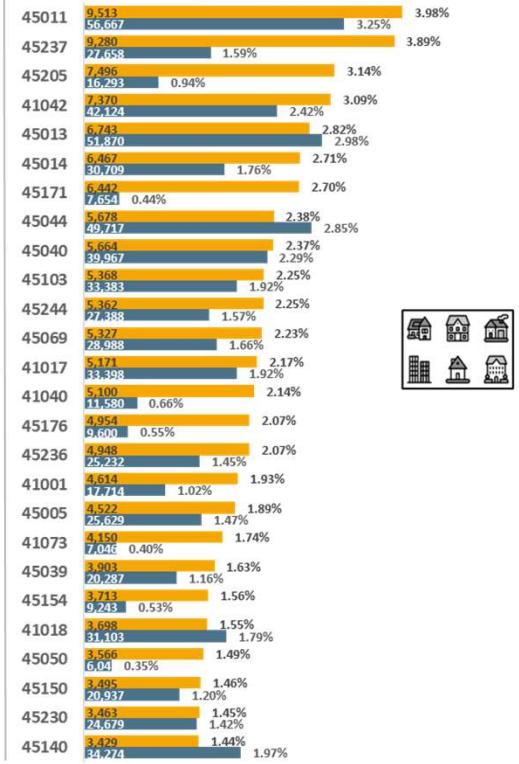
214,535 or 89.9% of Adults 18 or older who listened to WOFX-FM in the past 7 days spend an average of 69.9 minutes per day driving an average of 40.7 miles each day and are 59.7% more likely to use I-471 than the Metro average.

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

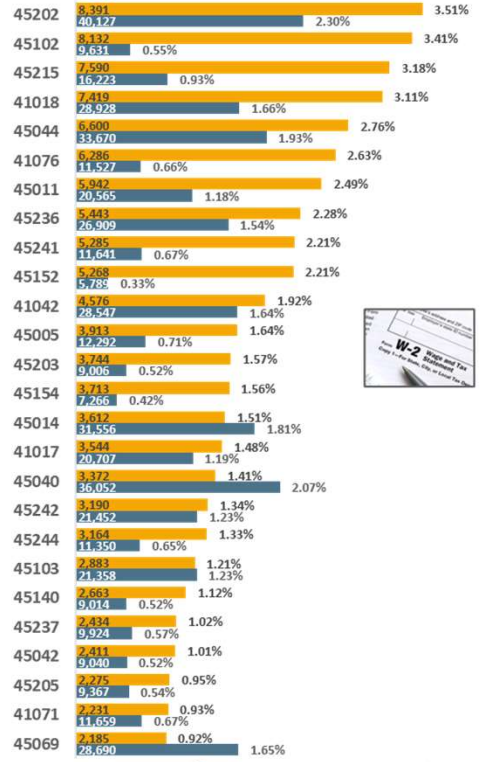


Avg. Hours+Minutes/day Driving: Adults 18 or older

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 245

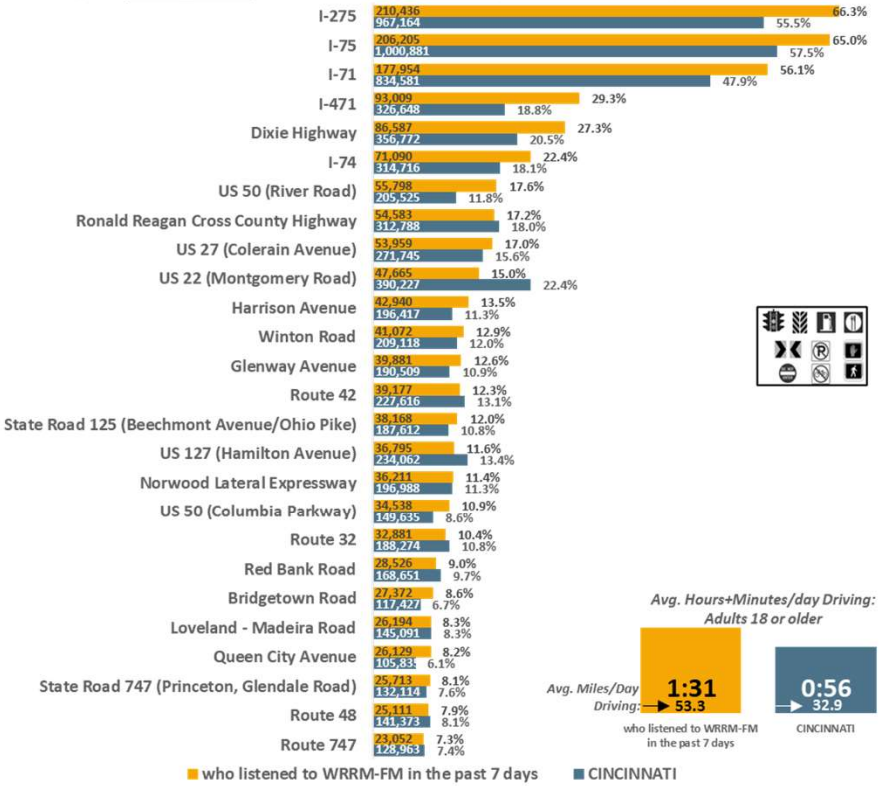
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Radio Stations: WOFX-FM

Warm98.5
80s. 90s. Now.

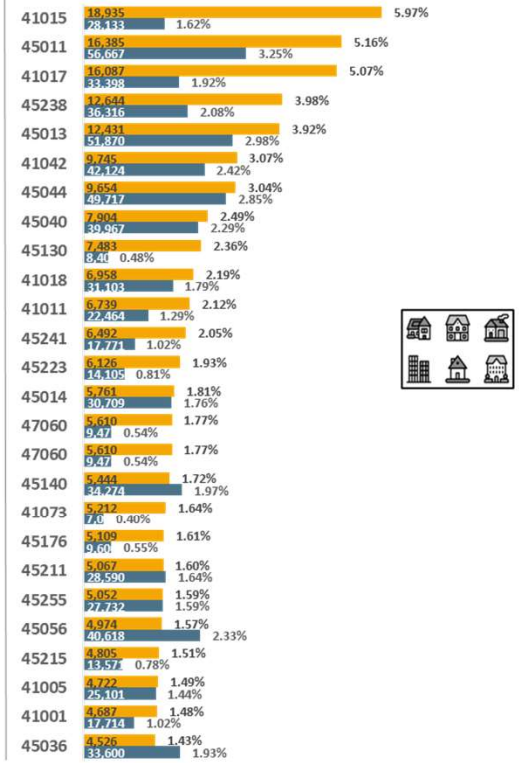
282,945 or 89.1% of Adults 18 or older who listened to WRRM-FM in the past 7 days spend an average of 91.6 minutes per day driving an average of 53.3 miles each day and are 56.3% more likely to use I-471 than the Metro average.

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

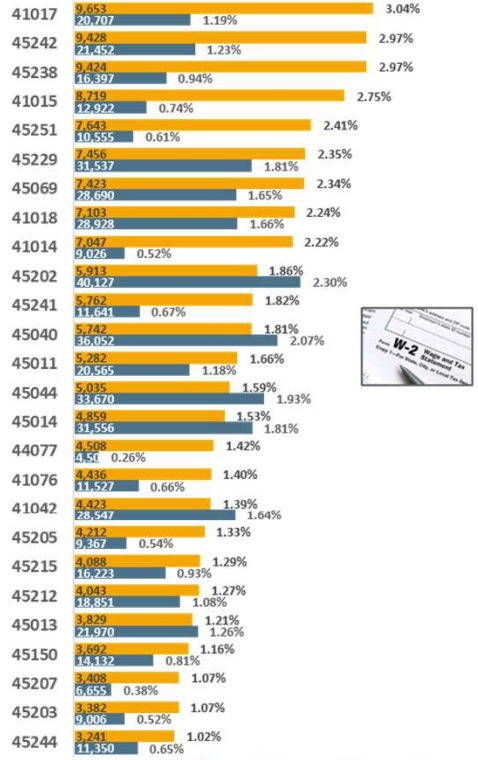


Avg. Hours+Minutes/day Driving: Adults 18 or older

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



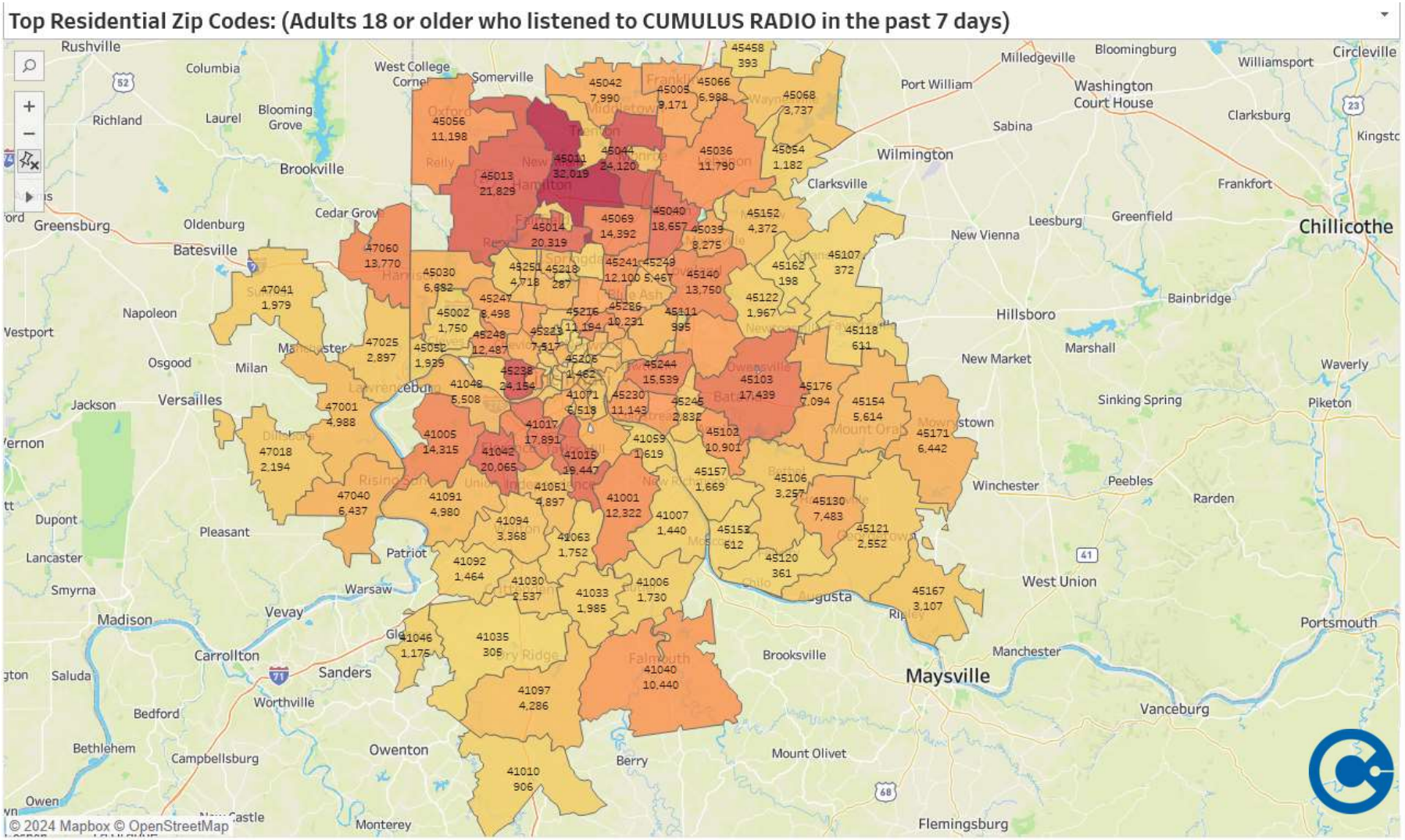
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CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 307

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Radio Stations: WRRM-FM

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



CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 830

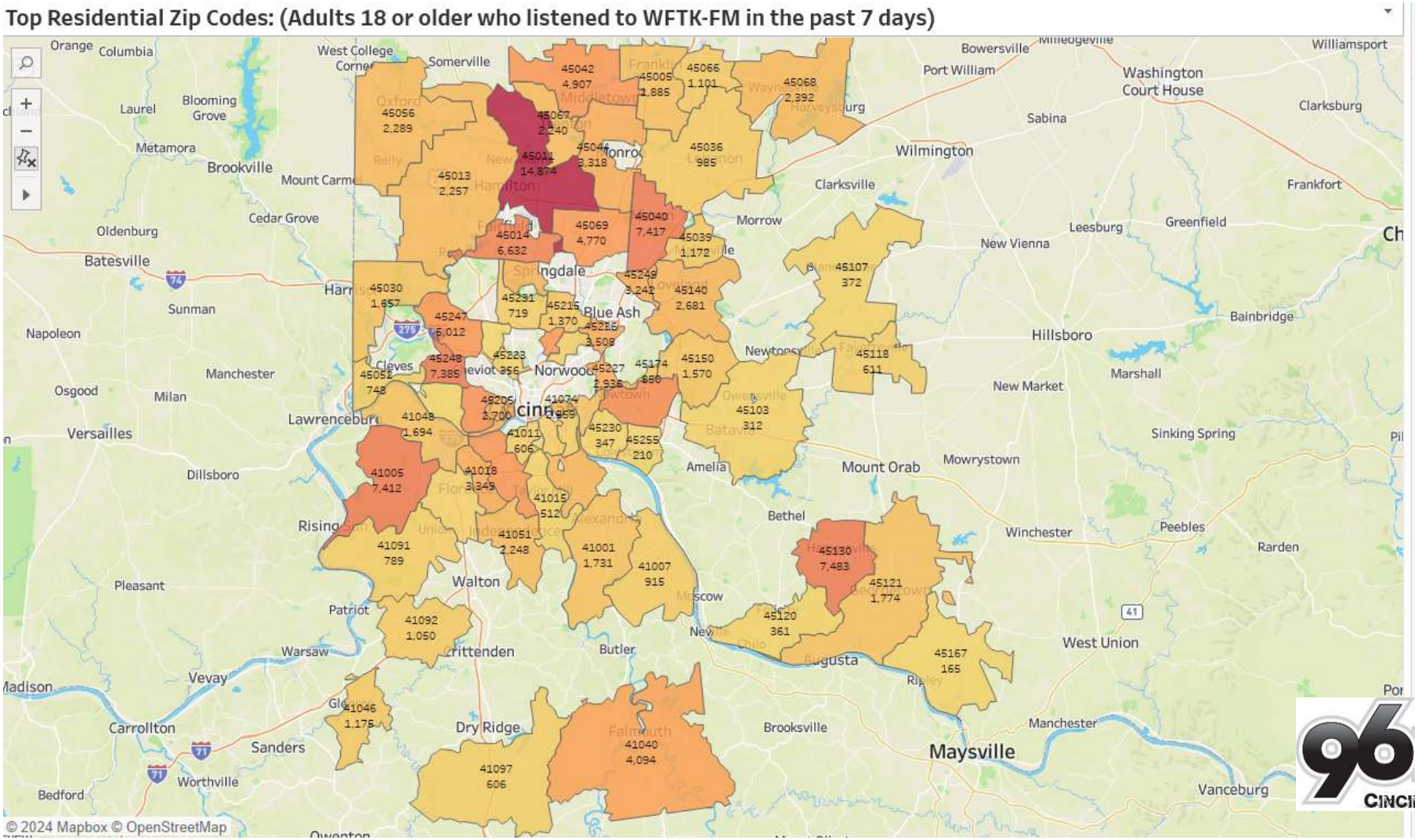
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CUMULUS MEDIA

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

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



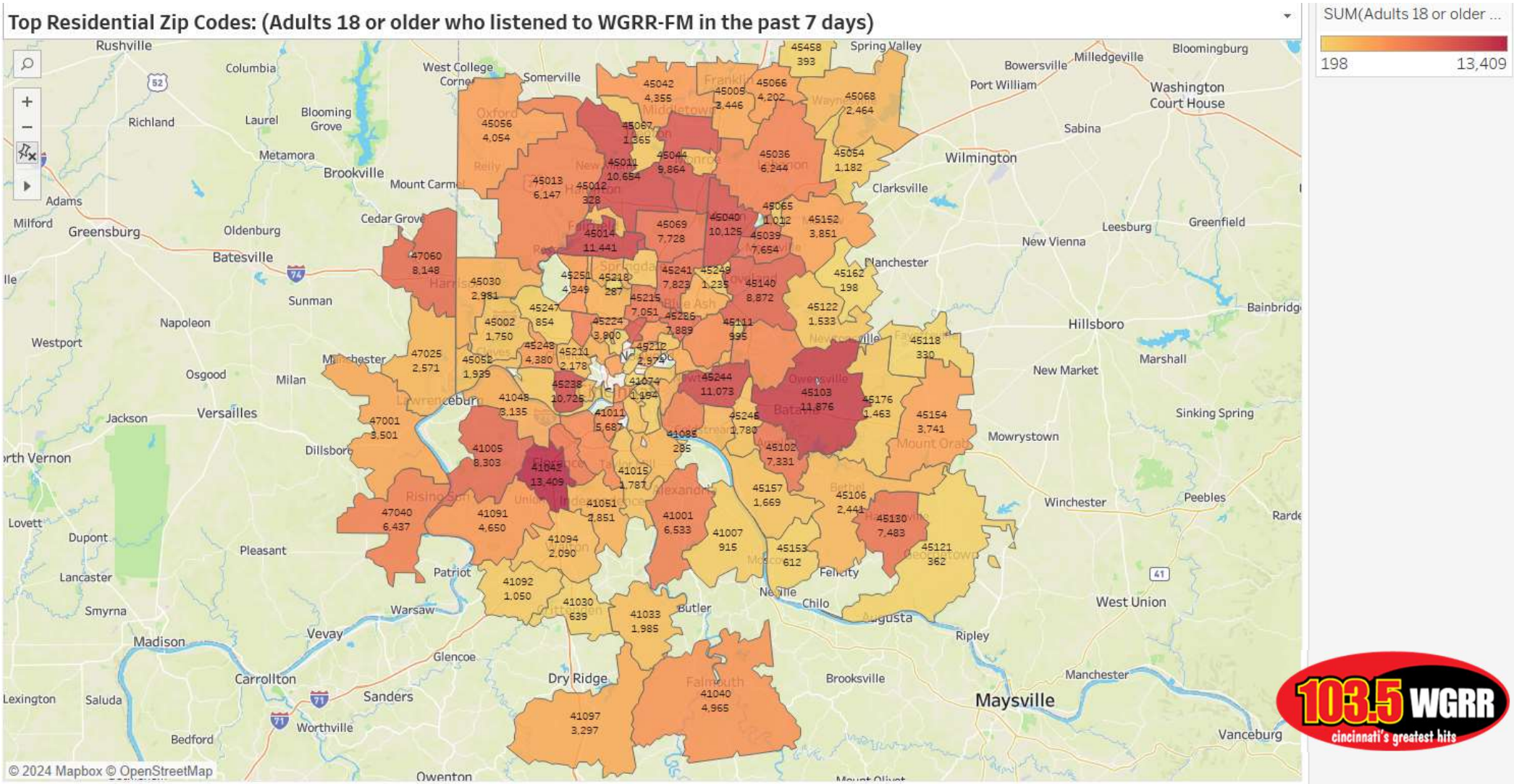
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CINCINNATI'S PURE ROCK

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Radio Stations: WFTK-FM

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



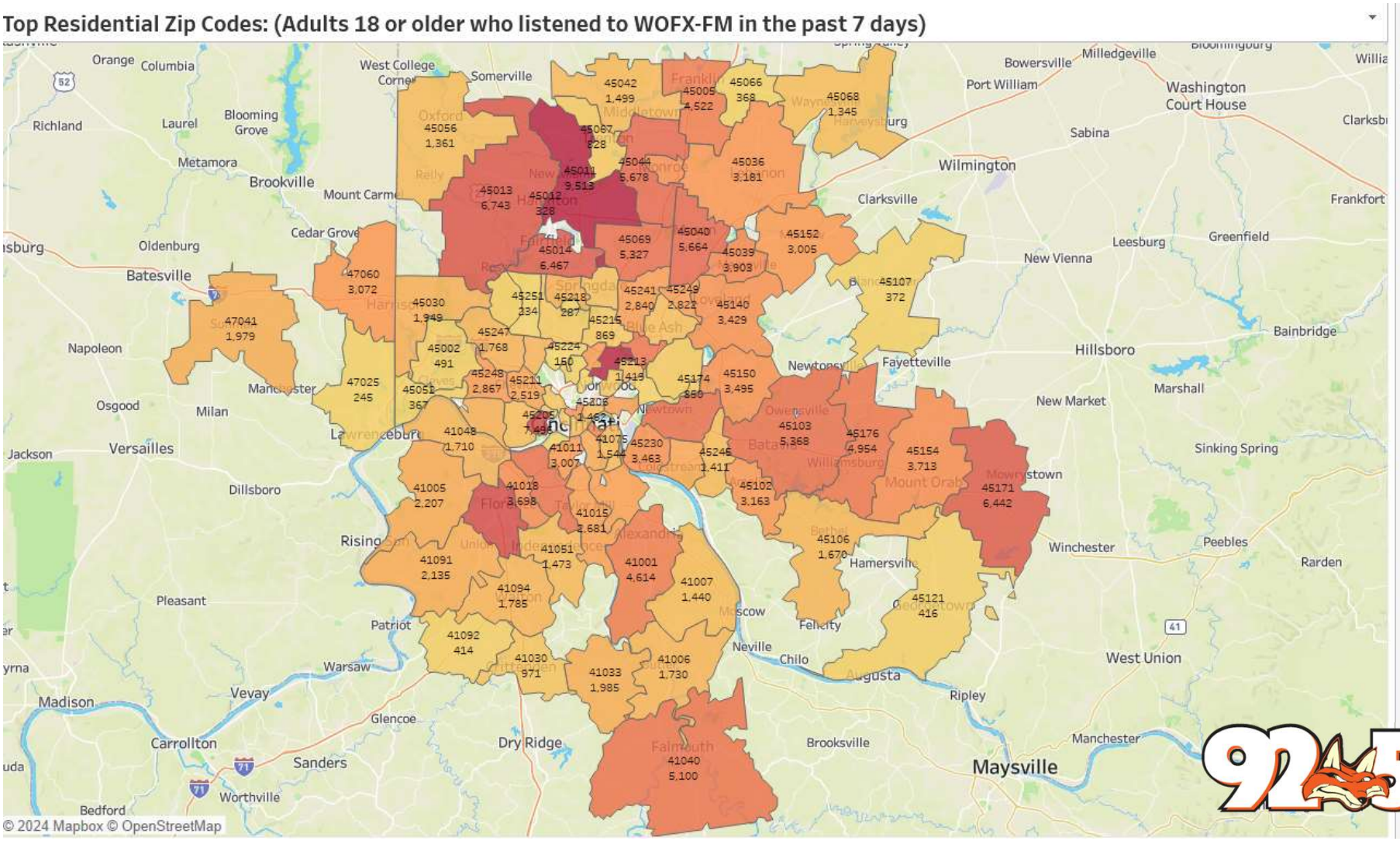
CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 424

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Radio Stations: WGRR-FM

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



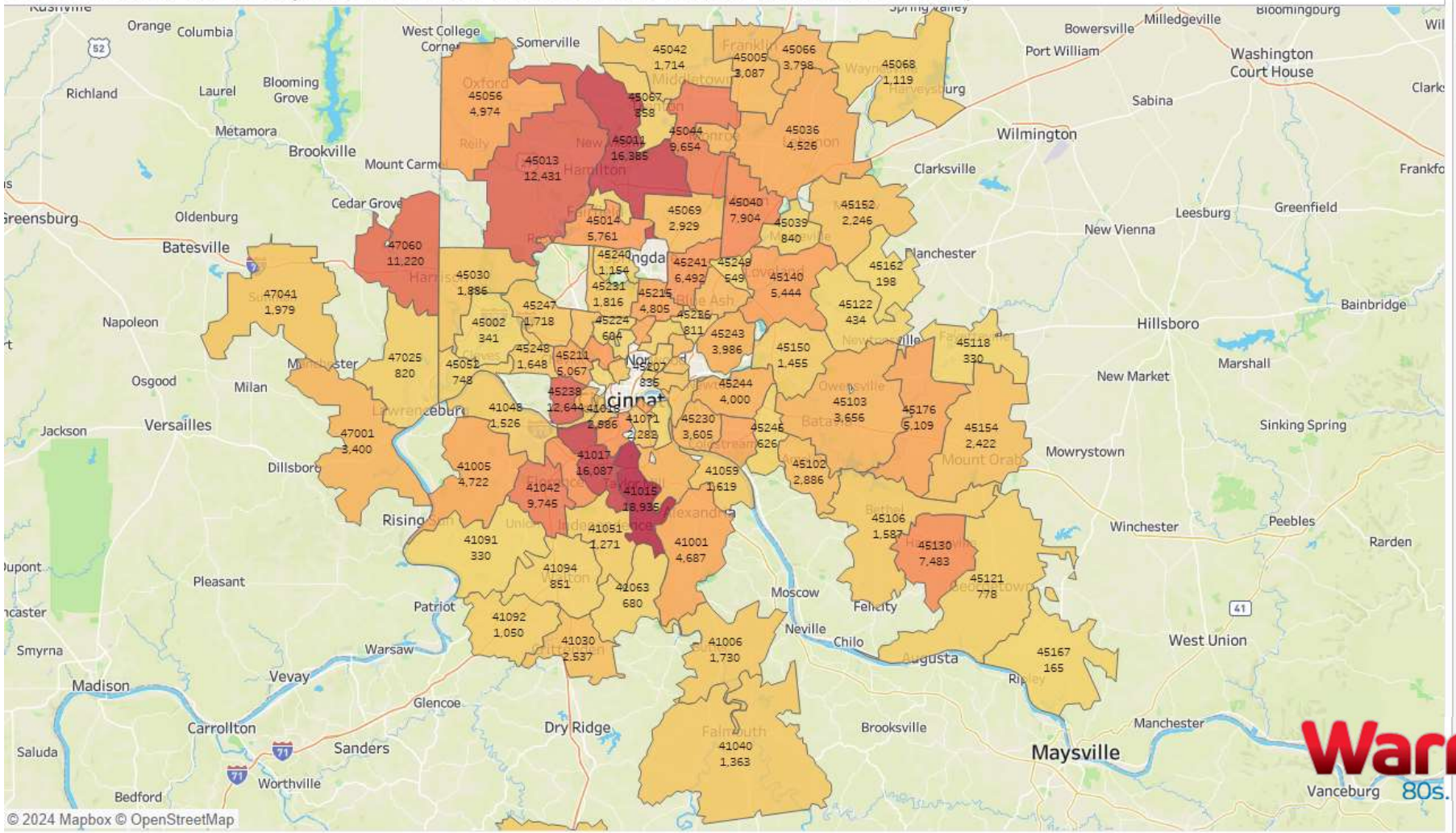
CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 245

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Radio Stations: WOFX-FM

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



CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 307

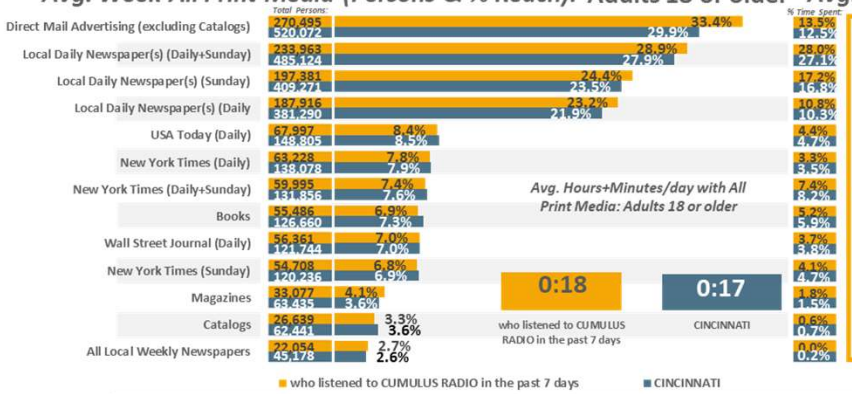
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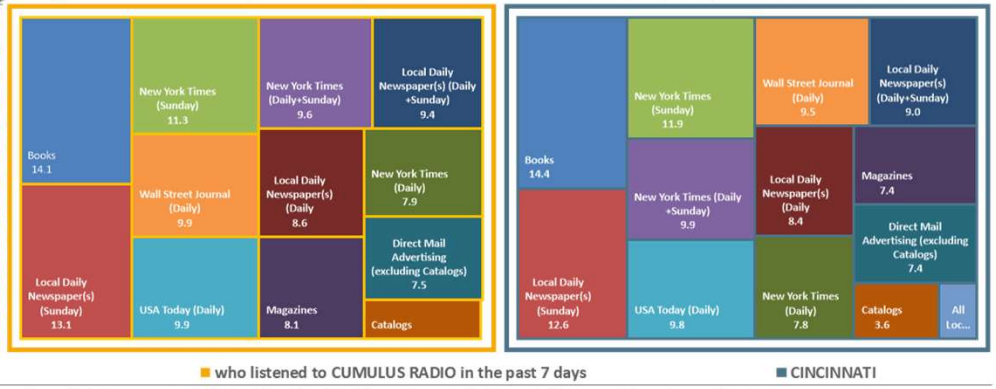
Radio Stations: WRRM-FM

233,963 or 28.9% of Adults 18 or older who listened to CUMULUS RADIO in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.4 minutes every day representing 29.5% of all time spent daily with All forms of Print Media.

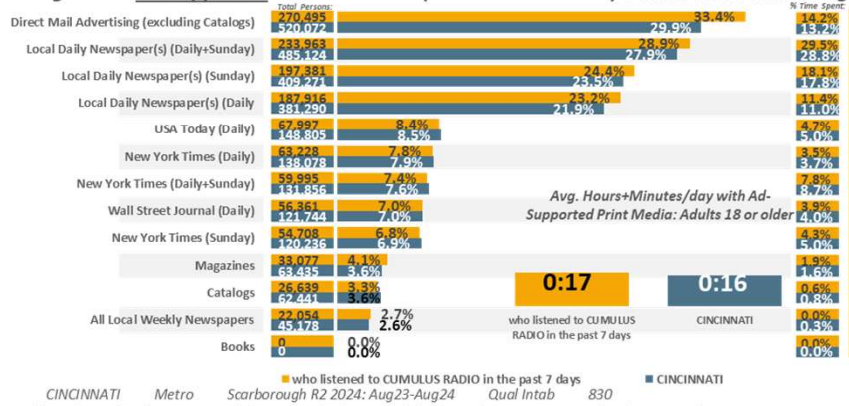
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



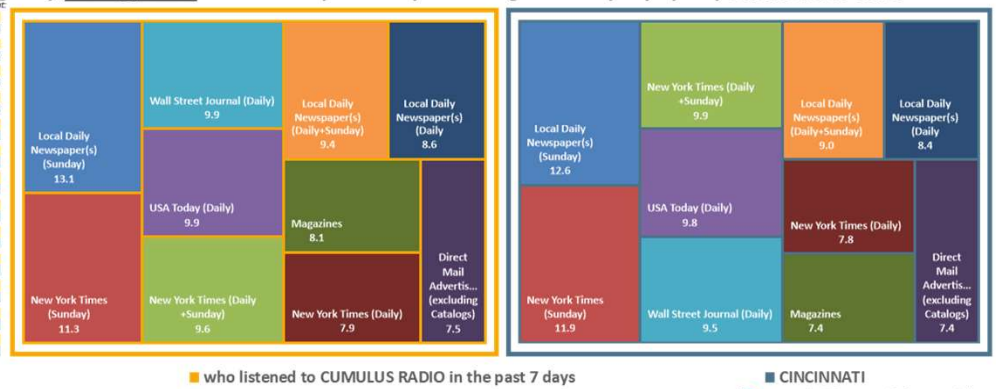
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CINCINNATI Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 830

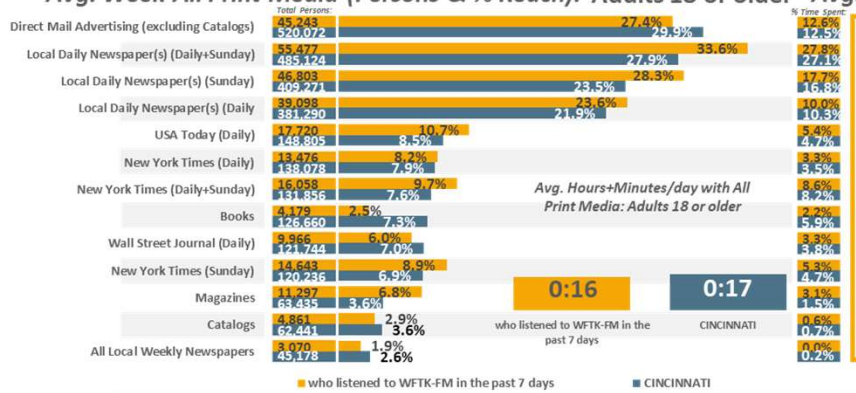
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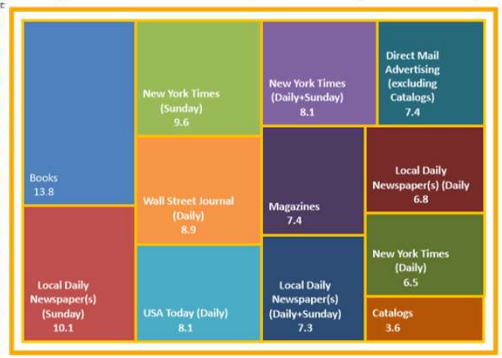
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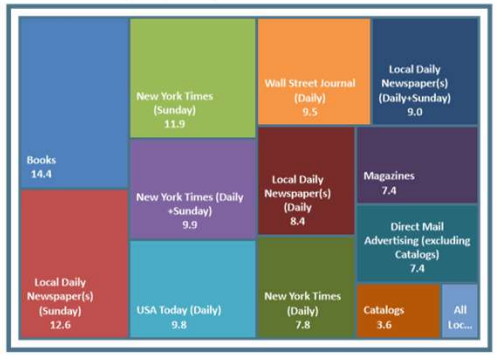
(Radio Stations: WFTK-FM OR Radio Stations: WGRR-FM OR Radio Stations: WNNF-FM OR Radio Stations: WOFX-FM OR Radio Stations: WRRM-FM)

55,477 or 33.6% of Adults 18 or older who listened to WFTK-FM in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7.3 minutes every day representing 28.4% of all time spent daily with All forms of Print Media.

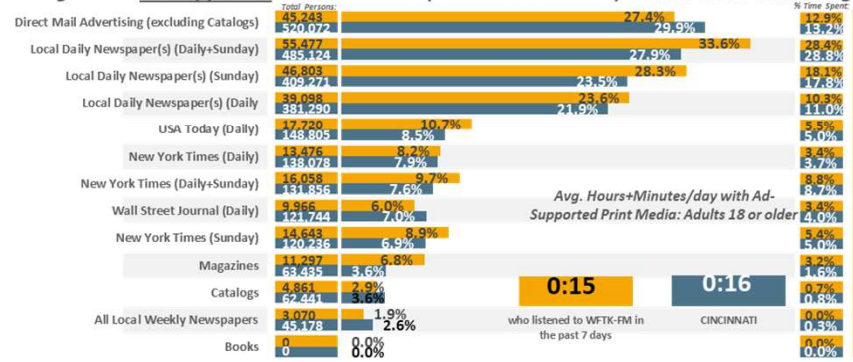
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older

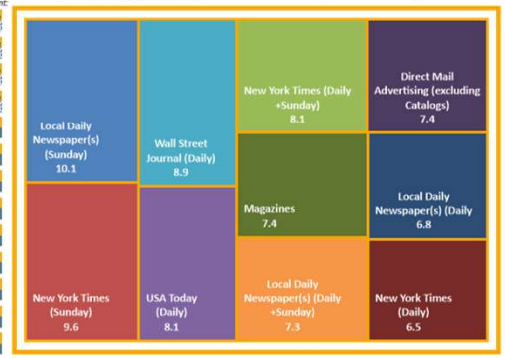


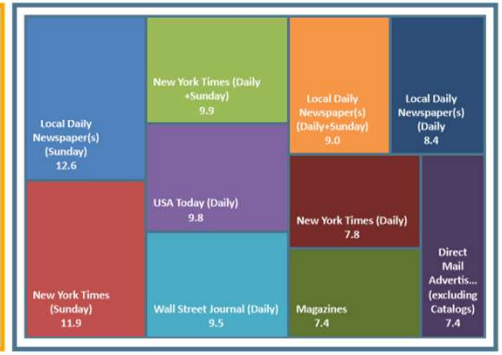




Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older







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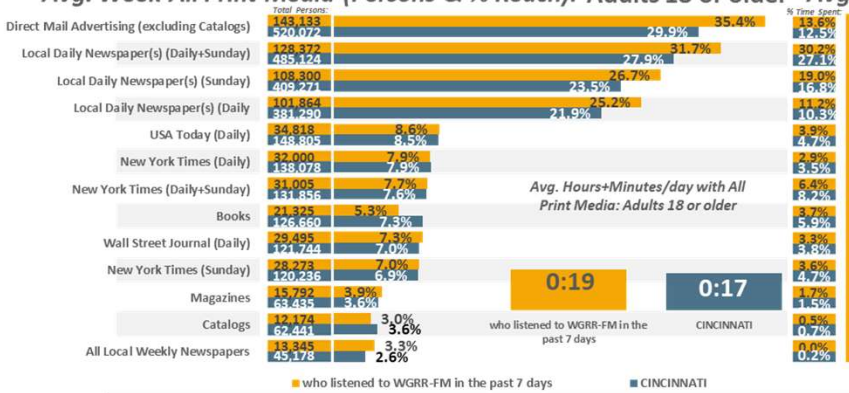
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Radio Stations: WFTK-FM

128,372 or 31.7% of Adults 18 or older who listened to WGRR-FM in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.8 minutes every day representing 31.4% of all time spent daily with All forms of Print Media.

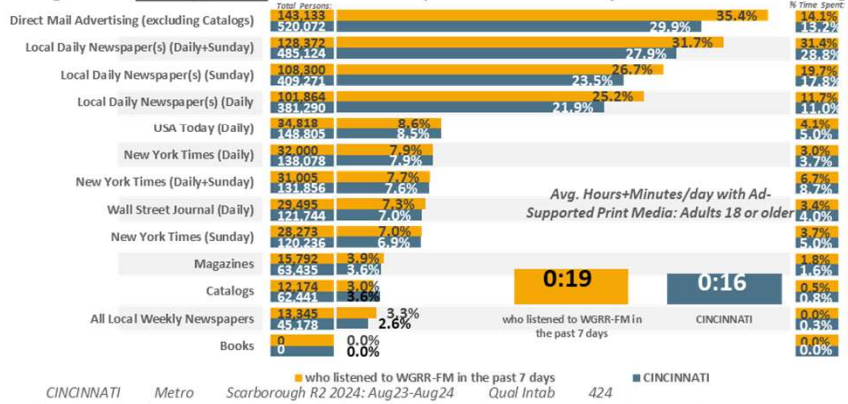
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



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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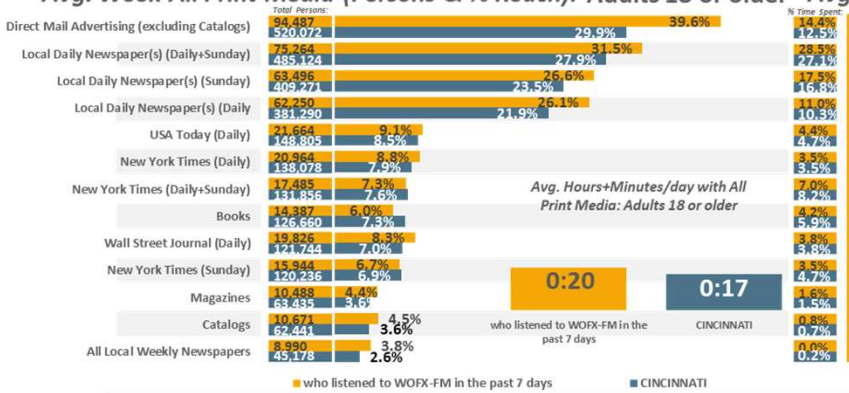
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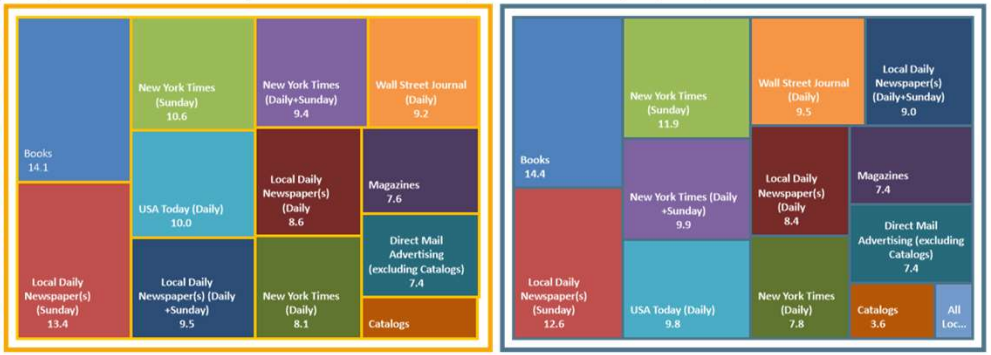
Radio Stations: WGRR-FM

75,264 or 31.5% of Adults 18 or older who listened to WOFX-FM in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.5 minutes every day representing 29.7% of all time spent daily with All forms of Print Media.

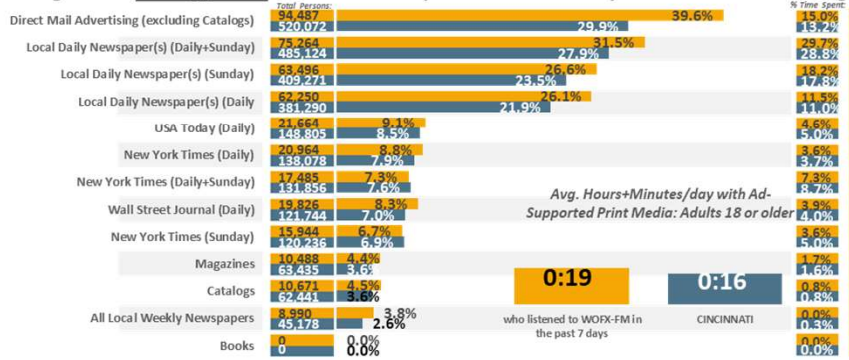
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



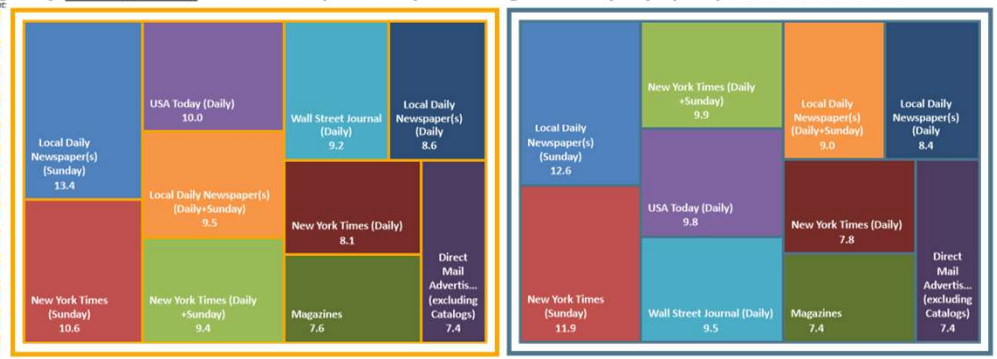
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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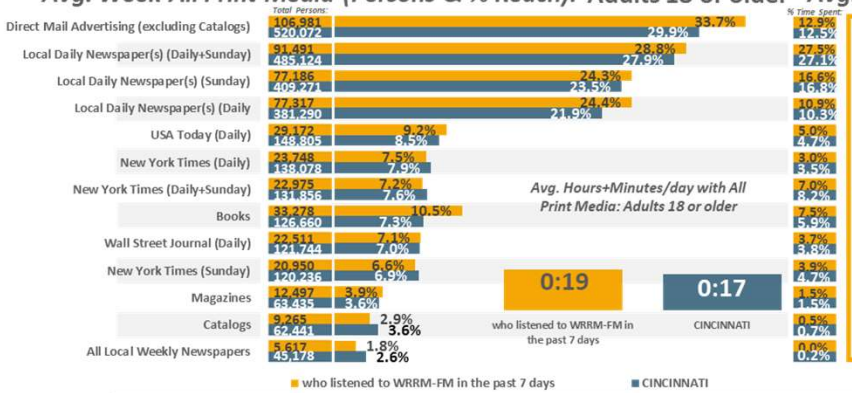
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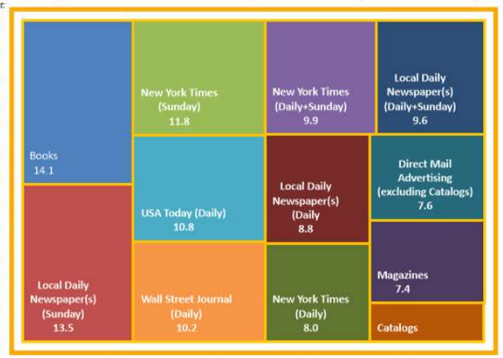
Radio Stations: WOFX-FM

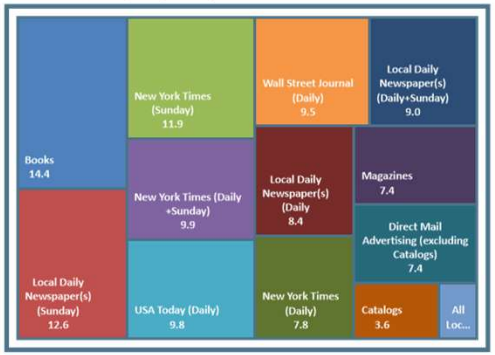
Warm98.5
80s. 90s. Now.

91,491 or 28.8% of Adults 18 or older who listened to WRRM-FM in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.6 minutes every day representing 29.7% of all time spent daily with All forms of Print Media.

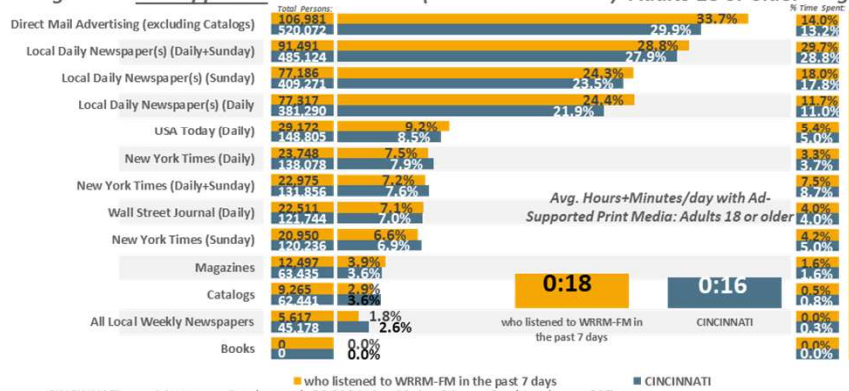
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older

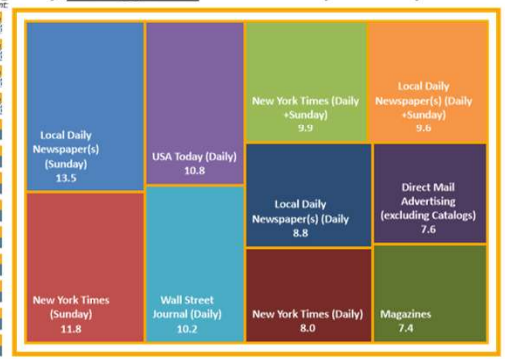


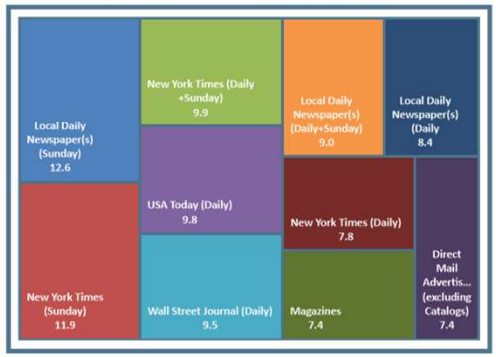




Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older







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Radio Stations: WRRM-FM