USA–5 Demos of the CINCINNATI, OH DMA vs. the USA...

Brand New Data as of August 31, 2026!

Complete Demographic & Media Use Profiles

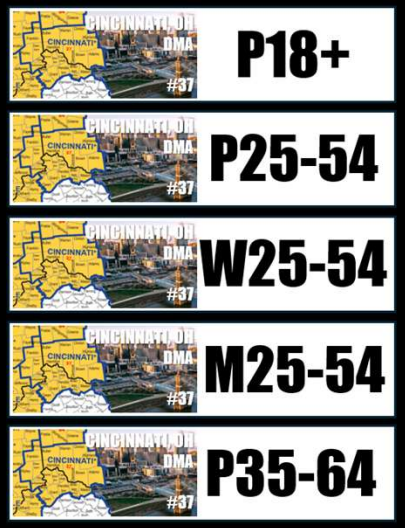












Hubbard
media that connects

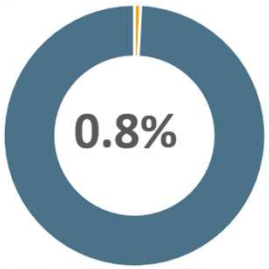
And, Yes! You ARE Smart Enough to Read a Robinhood Legend. So get ready to Learn!



P18+

.8% or 1,954,444 of USA DMA Adults 18 or older Live in the CINCINNATI, OH, DMA.
Typical Adults 18 or older who Live in the CINCINNATI, OH, DMA are 48.7 years old (1.2% older than average) and have a $106,509 (7.1% higher than average) annual household income.

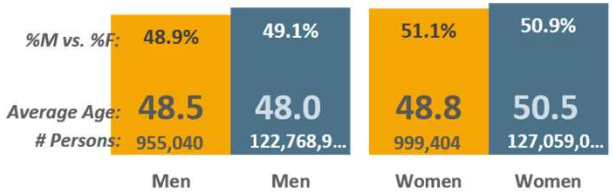
Percent of Market: Adults 18 or older



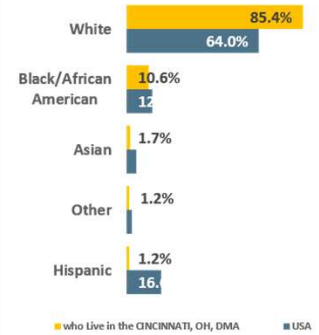
Total Persons:

1,954,444 | 247,873,520

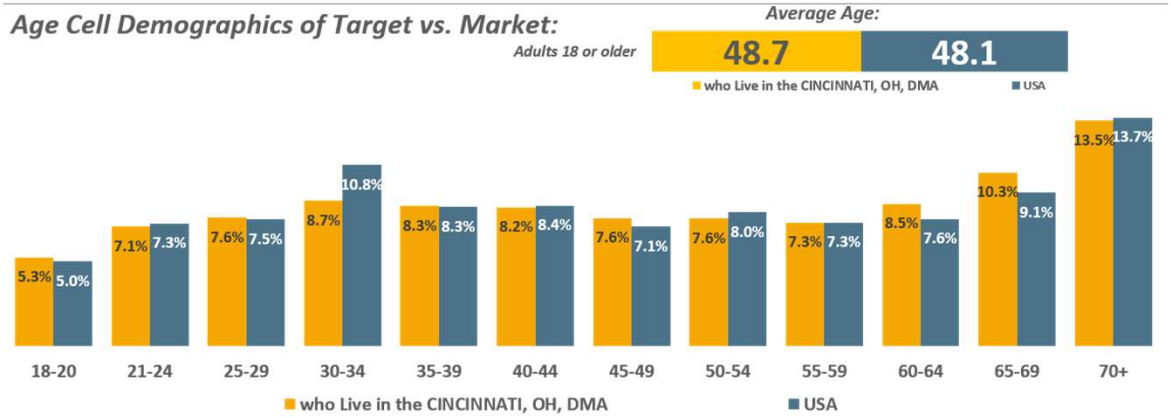
Gender of Target vs. Market: Adults 18 or older



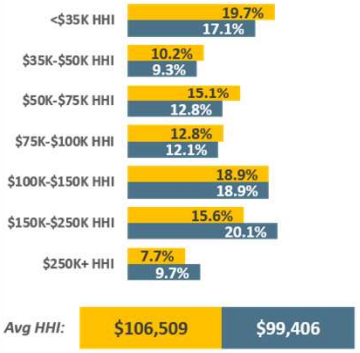
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



USA DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 1,913

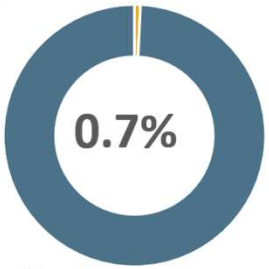
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P25-54

.7% or 938,443 of USA DMA Adults 25 - 54 Live in the CINCINNATI, OH, DMA.
Typical Adults 25 - 54 who Live in the CINCINNATI, OH, DMA are 39.8 years old (.4% younger than average) and have a $110,422 (4.4% higher than average) annual household income.

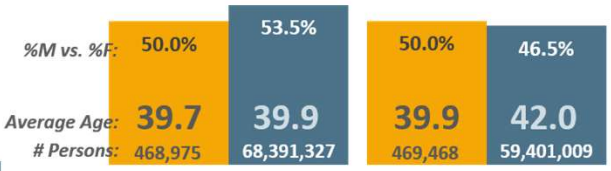
Percent of Market: Adults 25 - 54



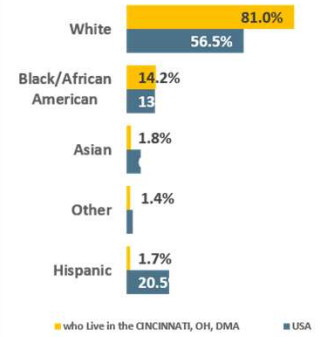
Total Persons:

938,443 | 126,853,893

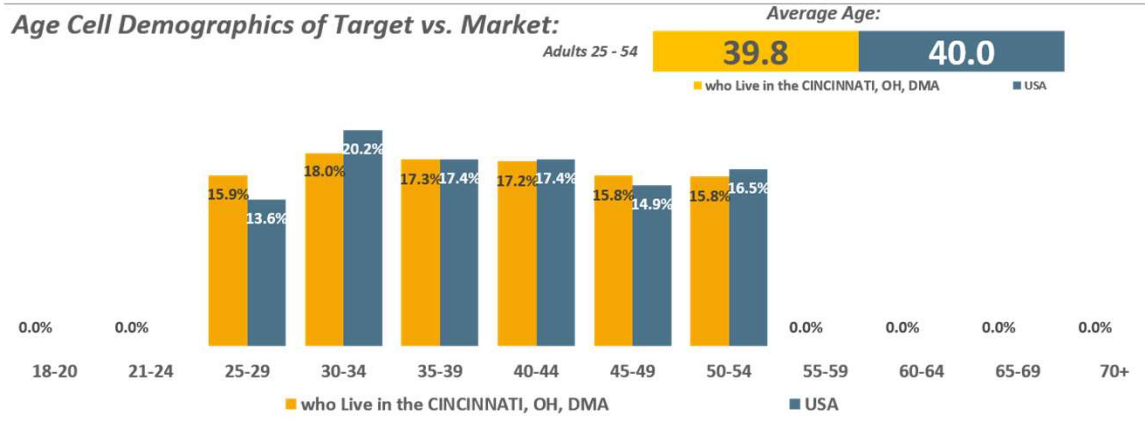
Gender of Target vs. Market: Adults 25 - 54



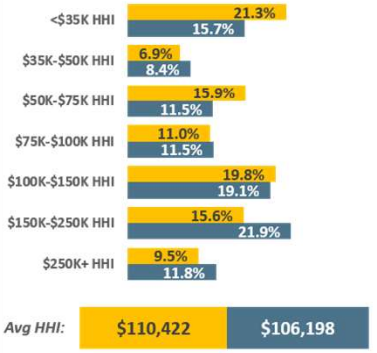
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



USA DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 1,913

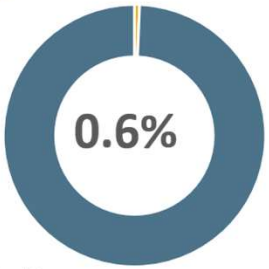
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W25-54

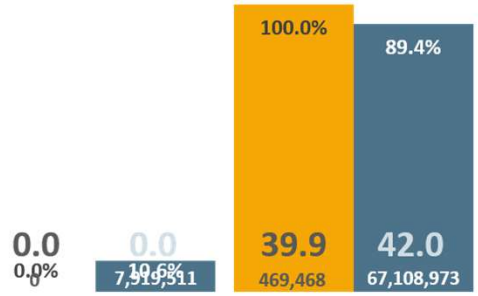
.6% or 469,468 of USA DMA Women 25 - 54 Live in the CINCINNATI, OH, DMA.
Typical Women 25 - 54 who Live in the CINCINNATI, OH, DMA are 39.9 years old (4.9% younger than average) and have a $91,510 (6.7% lower than average) annual household income.

Percent of Market: Women 25 - 54

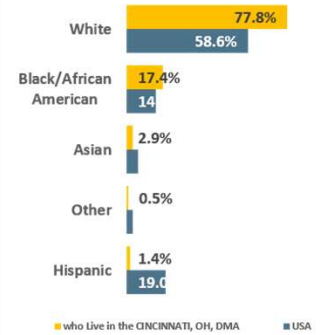


Total Persons:
469,468 | 74,559,016

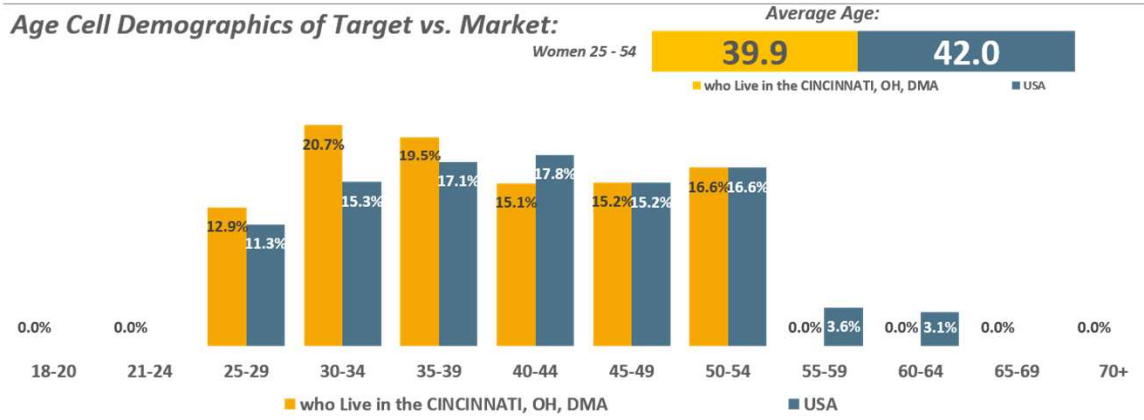
Gender of Target vs. Market: Women 25 - 54



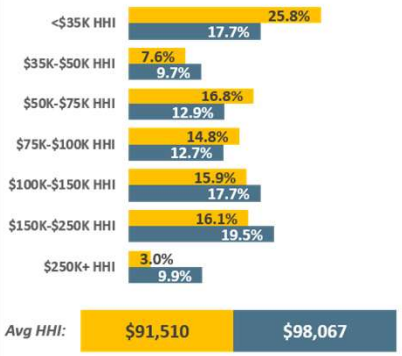
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



USA DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 1,913

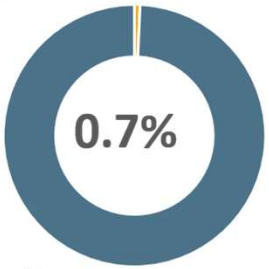
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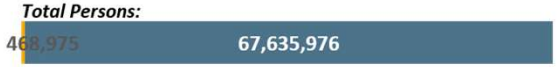
M25-54

.7% or 468,975 of USA DMA Men 25 - 54 Live in the CINCINNATI, OH, DMA.
Typical Men 25 - 54 who Live in the CINCINNATI, OH, DMA are 39.7 years old (.5% younger than average) and have a $129,354 (13.1% higher than average) annual household income.

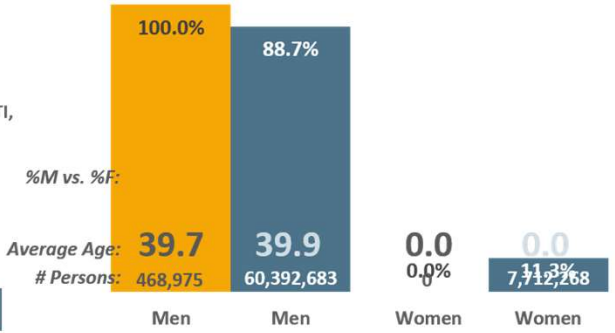
Percent of Market: Men 25 - 54



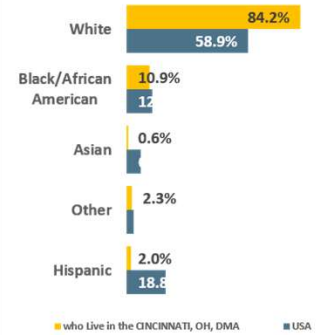
Total Persons:



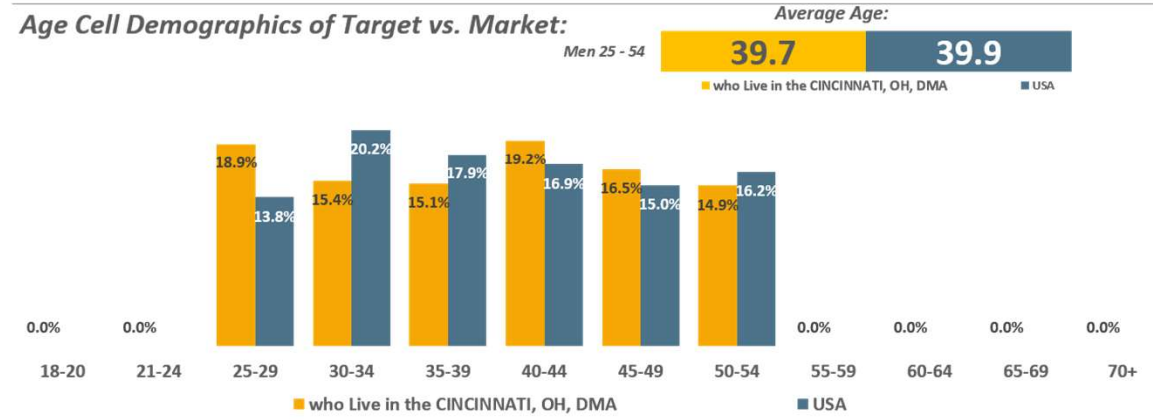
Gender of Target vs. Market: Men 25 - 54



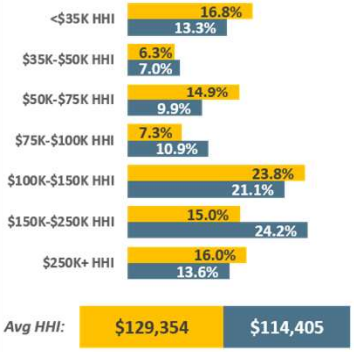
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



USA DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 1,913

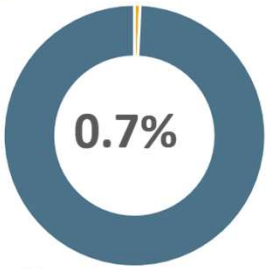
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P35-64

.7% or 928,947 of USA DMA Adults 35 - 64 Live in the CINCINNATI, OH, DMA.
Typical Adults 35 - 64 who Live in the CINCINNATI, OH, DMA are 49.9 years old (3.2% younger than average) and have a $115,858 (6.7% higher than average) annual household income.

Percent of Market: Adults 35 - 64



- who Live in the CINCINNATI, OH, DMA
- Remainder of USA DMA

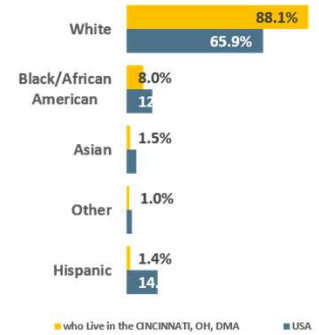
Total Persons:

928,947 | 130,620,542

Gender of Target vs. Market: Adults 35 - 64

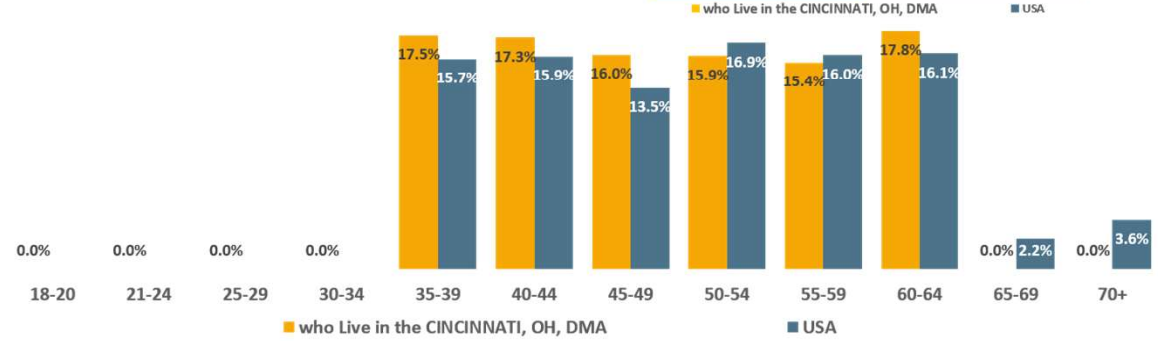
	Men	Men	Women	Women
%M vs. %F:	49.5%	49.7%	50.5%	50.3%
Average Age:	49.7	51.4	50.1	54.2
# Persons:	460,155	65,373,568	468,792	66,175,921

Ethnicity of Target vs. Market:

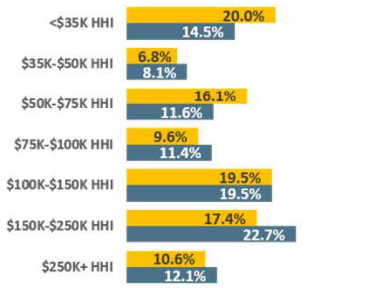


Age Cell Demographics of Target vs. Market:

	Average Age:	
Adults 35 - 64	49.9	51.5



HHI of Target vs. Market:



Avg HHI:	$115,858	$108,592

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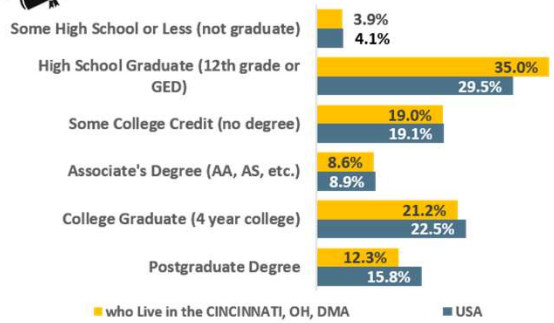
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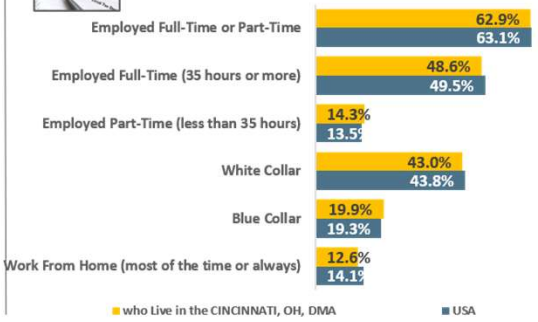
P18+

.8% or 1,954,444 of USA DMA Adults 18 or older Live in the CINCINNATI, OH, DMA.
Adults 18 or older who Live in the CINCINNATI, OH, DMA are 12.4% less likely to be a college graduate, 1.9% less likely to work full-time, 2.6% more likely to be married, 2.3% more likely to be a parent of 1 or more children under 18.

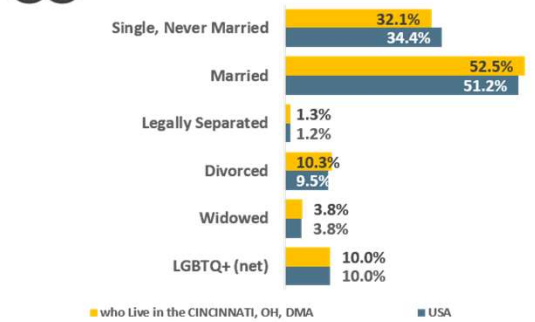
Education Levels: Adults 18 or older



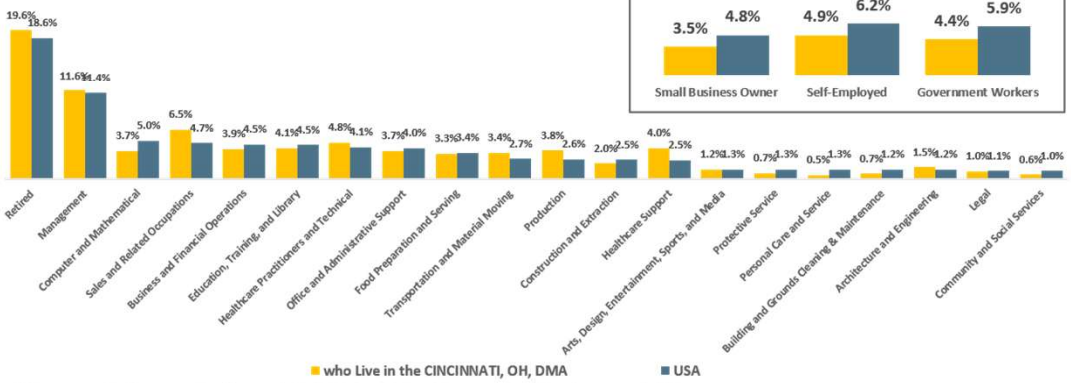
Employment: Adults 18 or older



Marital Status: Adults 18 or older

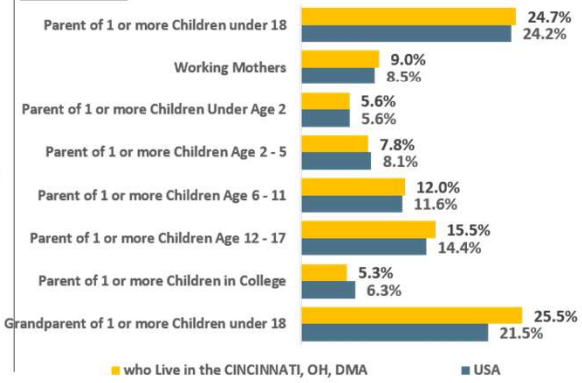


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older



USA DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 1,913

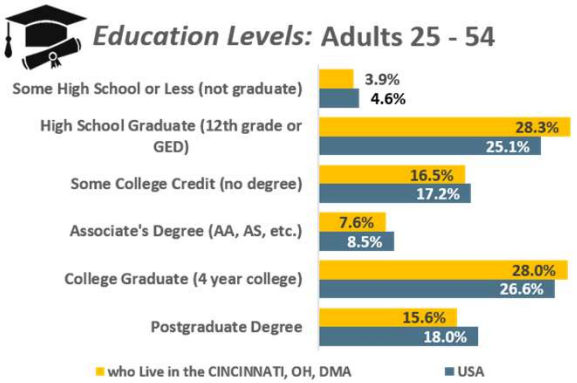
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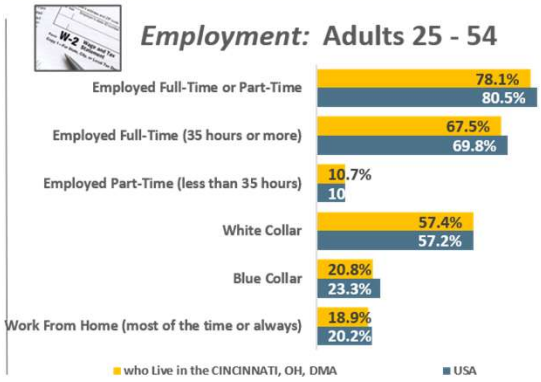
P25-54

.7% or 938,443 of USA DMA Adults 25 - 54 Live in the CINCINNATI, OH, DMA.
Adults 25 - 54 who Live in the CINCINNATI, OH, DMA are 2.2% less likely to be a college graduate, 3.4% less likely to work full-time, 1.8% more likely to be married, 7.1% more likely to be a parent of 1 or more children under 18.

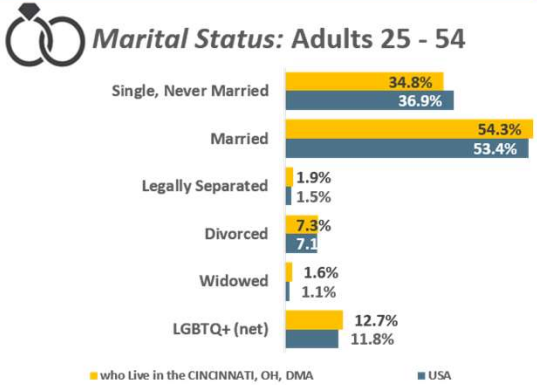
Education Levels: Adults 25 - 54



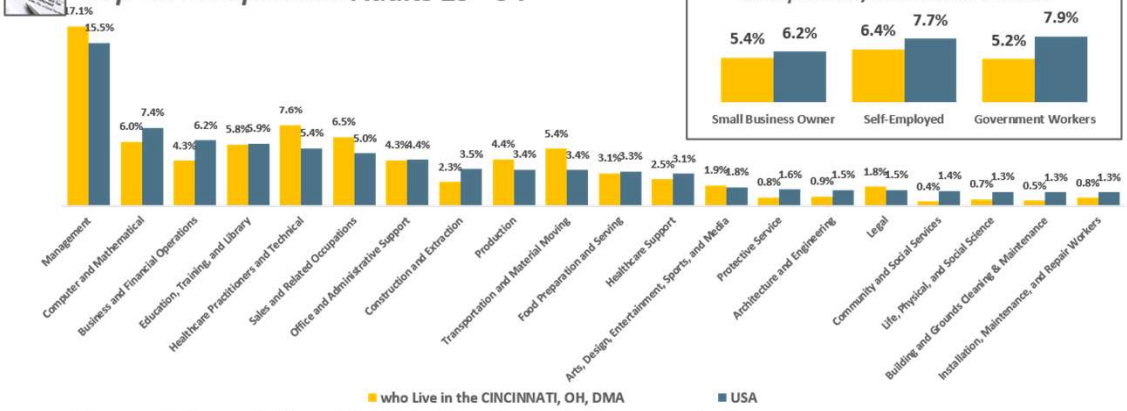
Employment: Adults 25 - 54



Marital Status: Adults 25 - 54

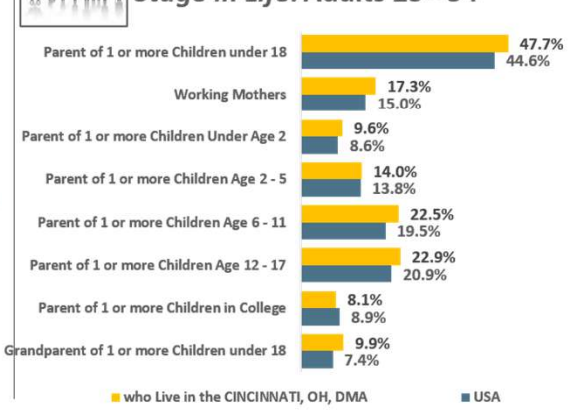


Top-20 Occupations: Adults 25 - 54



Entrepreneurs/Government Workers

Stage in Life: Adults 25 - 54



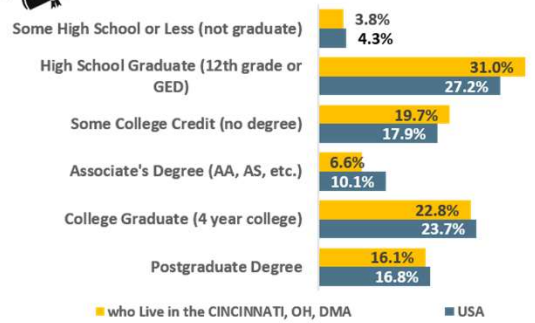
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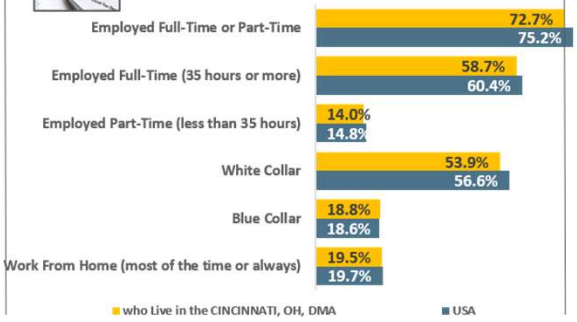


.6% or 469,468 of USA DMA Women 25 - 54 Live in the CINCINNATI, OH, DMA.
Women 25 - 54 who Live in the CINCINNATI, OH, DMA are 3.9% less likely to be a college graduate, 2.9% less likely to work full-time, 3.6% more likely to be married, 6.9% more likely to be a parent of 1 or more children under 18.

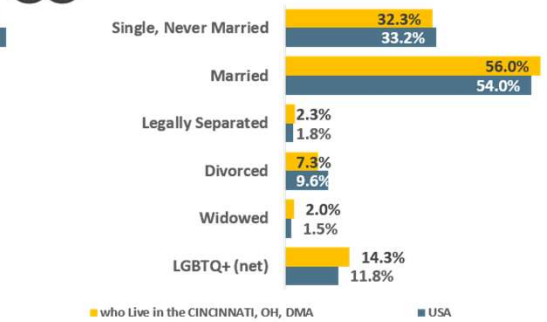
Education Levels: Women 25 - 54



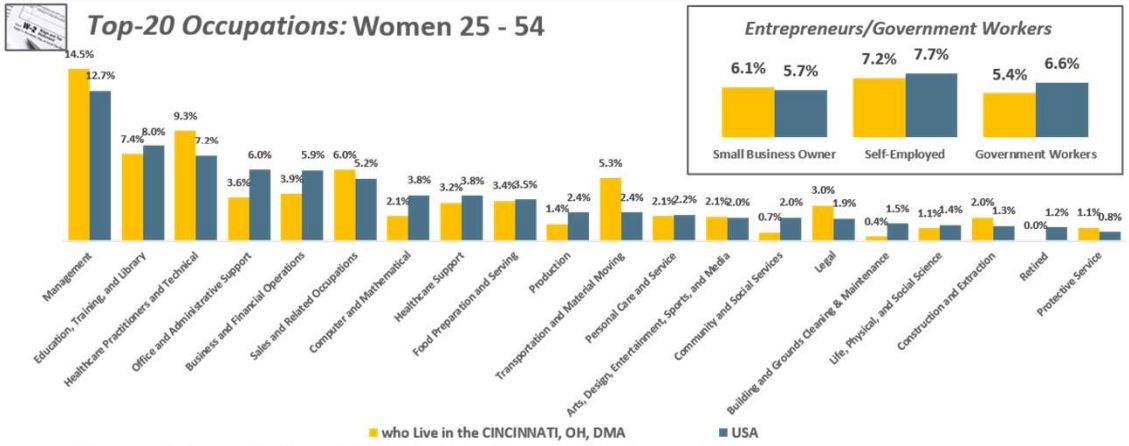
Employment: Women 25 - 54



Marital Status: Women 25 - 54

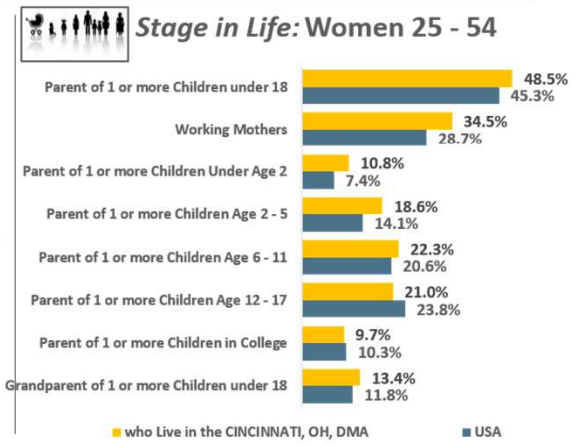


Top-20 Occupations: Women 25 - 54



Entrepreneurs/Government Workers

Stage in Life: Women 25 - 54



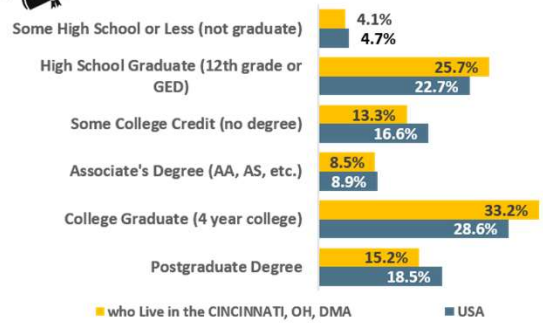
USA DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 1,913

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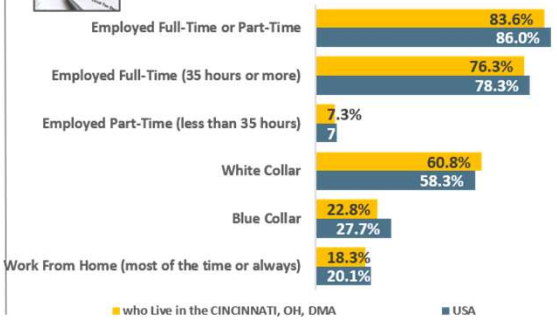


.7% or 468,975 of USA DMA Men 25 - 54 Live in the CINCINNATI, OH, DMA.
Men 25 - 54 who Live in the CINCINNATI, OH, DMA are 2.7% more likely to be a college graduate, 2.5% less likely to work full-time, 1.% less likely to be married, 11.4% more likely to be a parent of 1 or more children under 18.

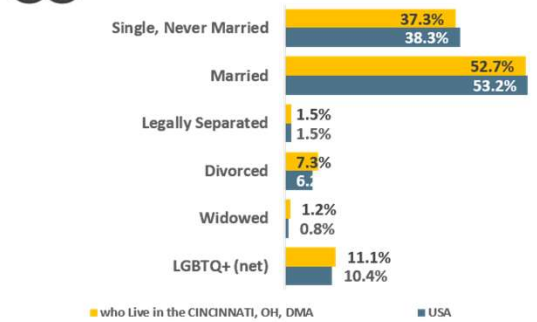
Education Levels: Men 25 - 54



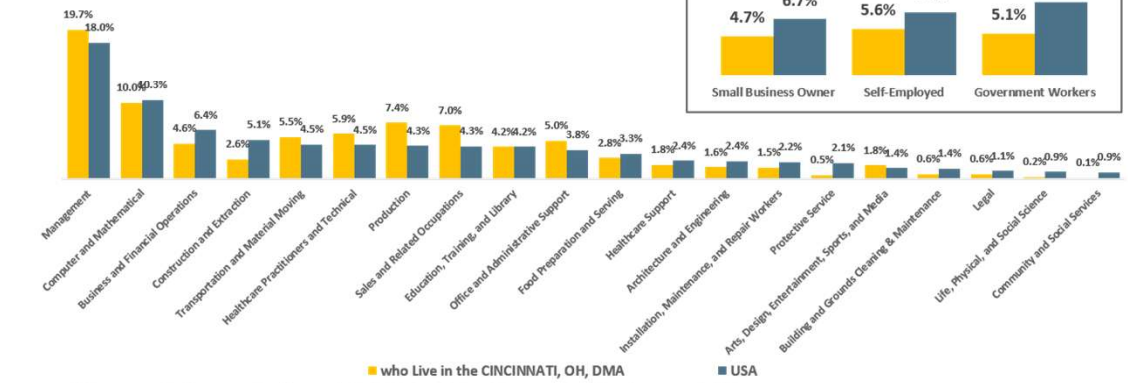
Employment: Men 25 - 54



Marital Status: Men 25 - 54

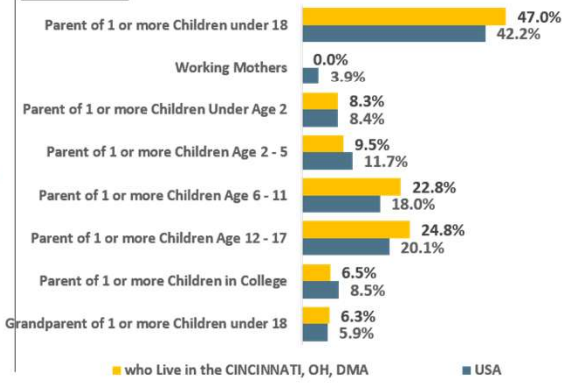


Top-20 Occupations: Men 25 - 54



Entrepreneurs/Government Workers

Stage in Life: Men 25 - 54



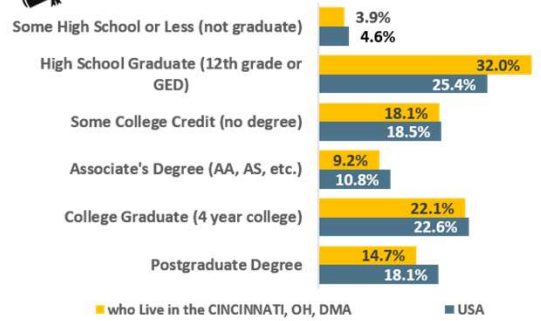
USA DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 1,913

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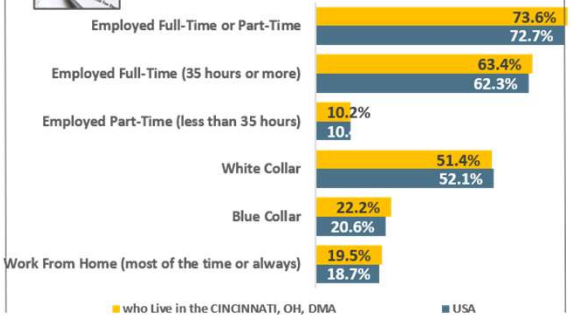


.7% or 928,947 of USA DMA Adults 35 - 64 Live in the CINCINNATI, OH, DMA.
Adults 35 - 64 who Live in the CINCINNATI, OH, DMA are 9.5% less likely to be a college graduate, 1.9% more likely to work full-time, 1.1% less likely to be married, 11.4% more likely to be a grandparent of 1 or more children under 18.

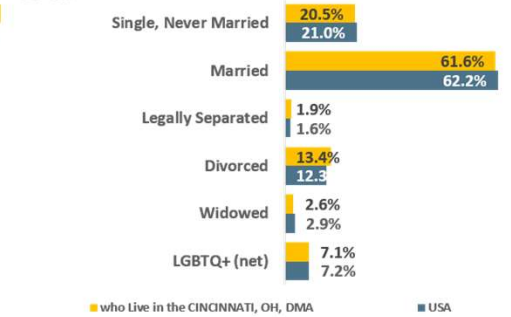
Education Levels: Adults 35 - 64



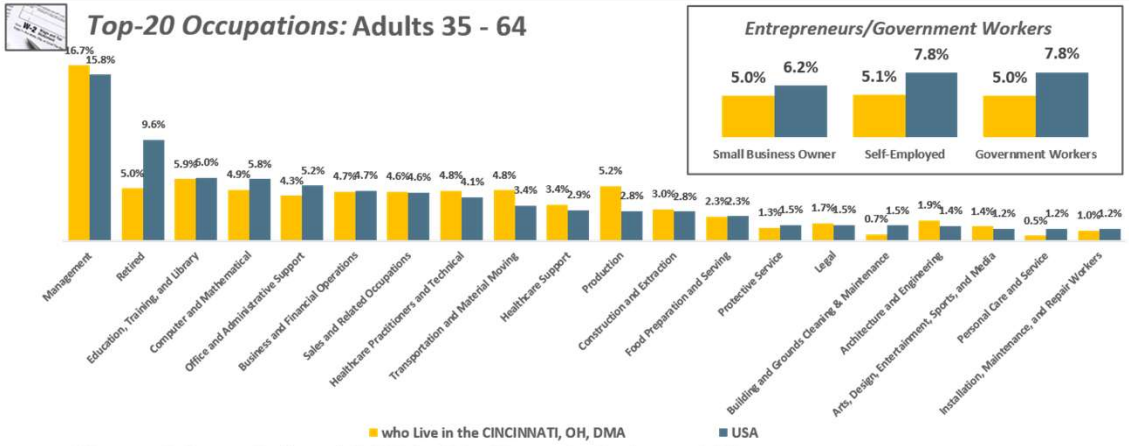
Employment: Adults 35 - 64



Marital Status: Adults 35 - 64

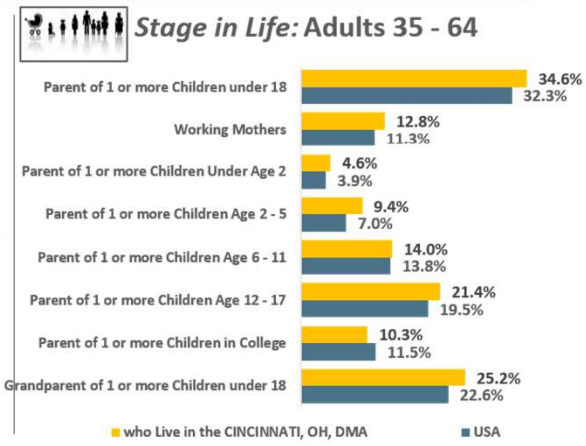


Top-20 Occupations: Adults 35 - 64



Entrepreneurs/Government Workers

Stage in Life: Adults 35 - 64



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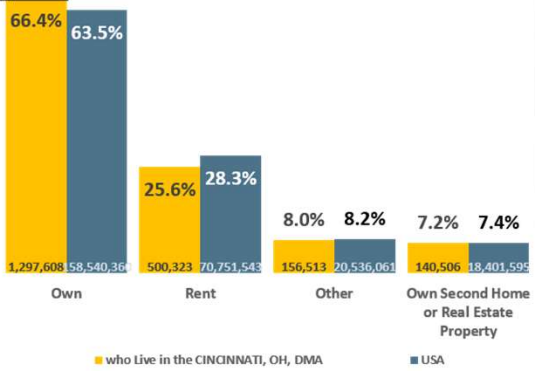
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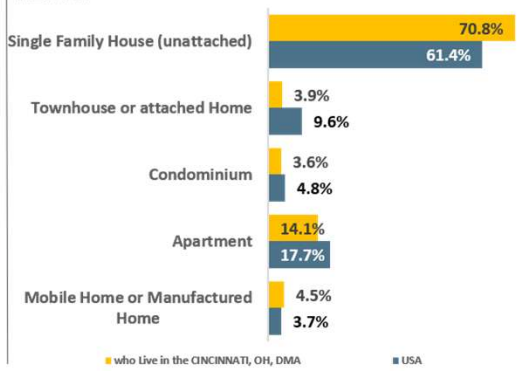
P18+

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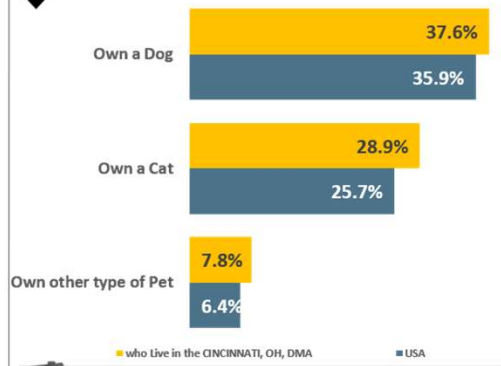
Own/Rent/Other: Adults 18 or older



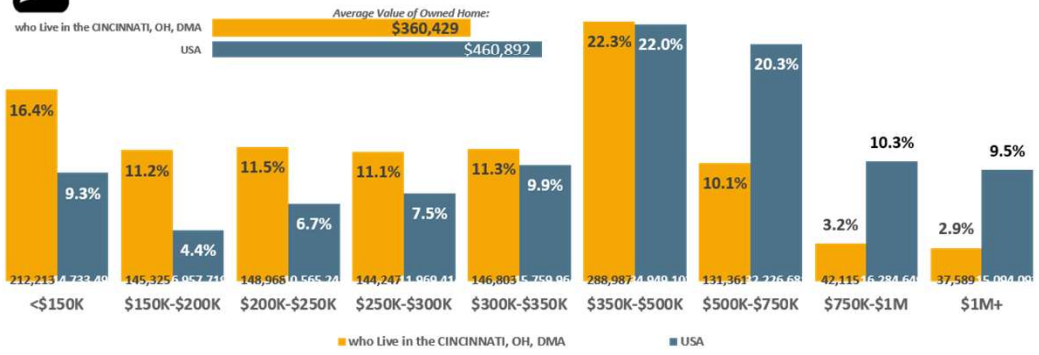
Type of Home: Adults 18 or older



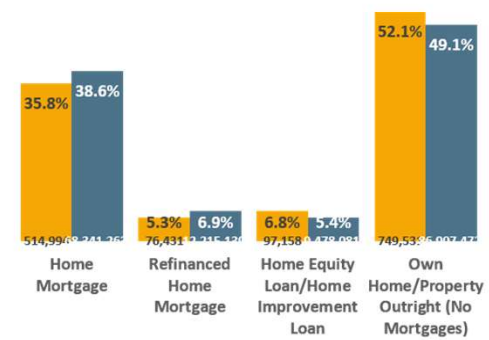
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



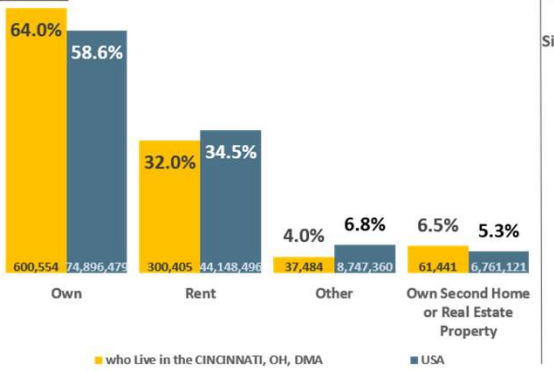
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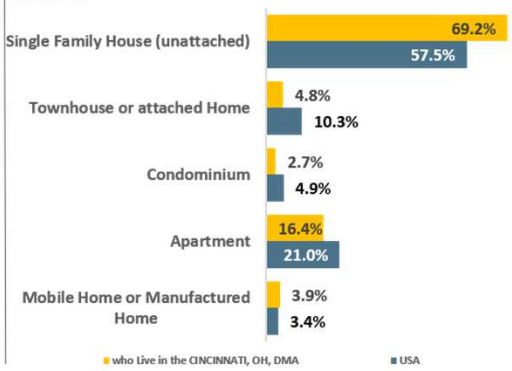


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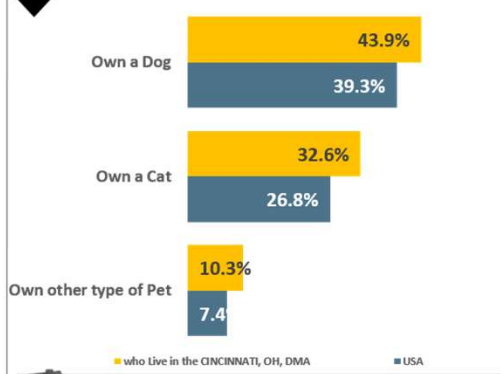
Own/Rent/Other: Adults 25 - 54



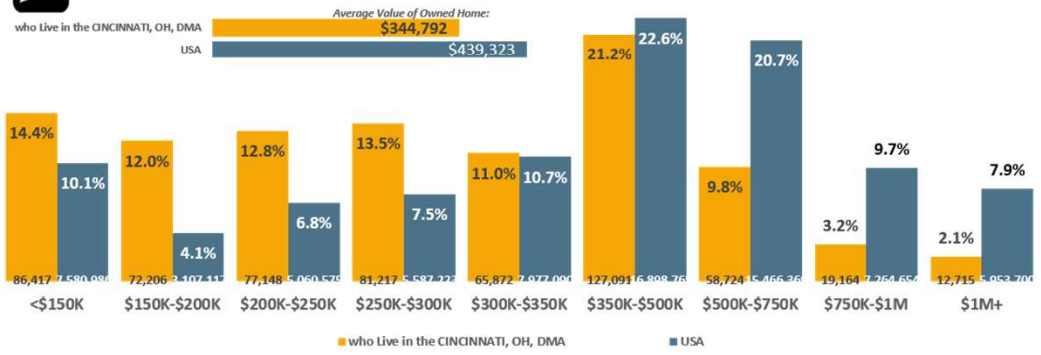
Type of Home: Adults 25 - 54



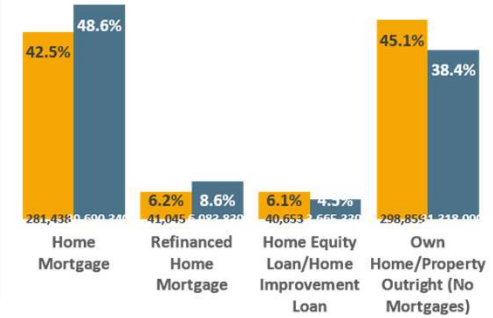
Pets in Home: Adults 25 - 54



Value of Owned Home: Adults 25 - 54



Home Loans: Adults 25 - 54



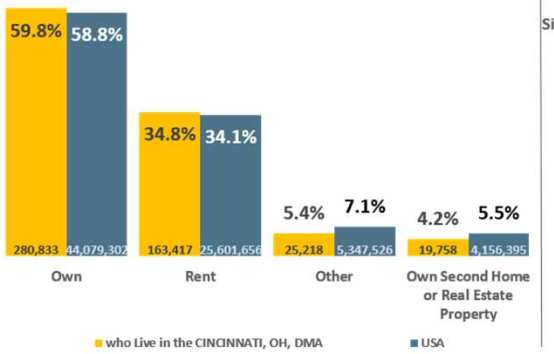
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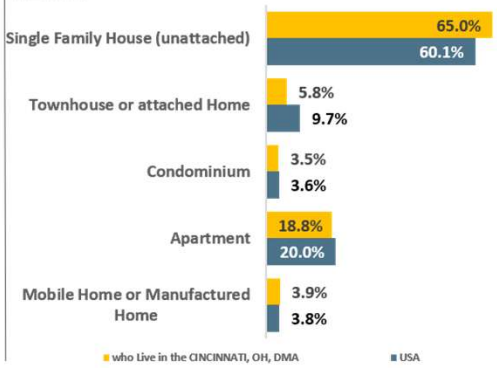


.6% or 469,468 of USA DMA Women 25 - 54 Live in the CINCINNATI, OH, DMA.
Women 25 - 54 who Live in the CINCINNATI, OH, DMA are 1.8% more likely to own their home, 23.6% more likely to own a lower valued home, 8.2% more likely to have a single-family home, 16.3% more likely to have a dog.

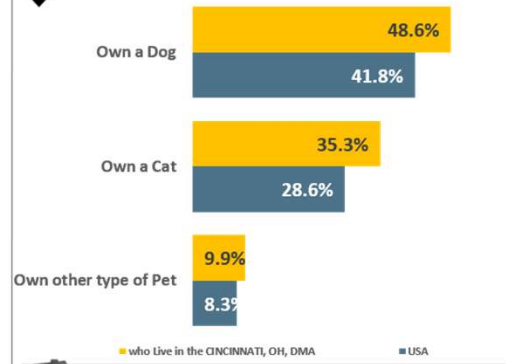
Own/Rent/Other: Women 25 - 54



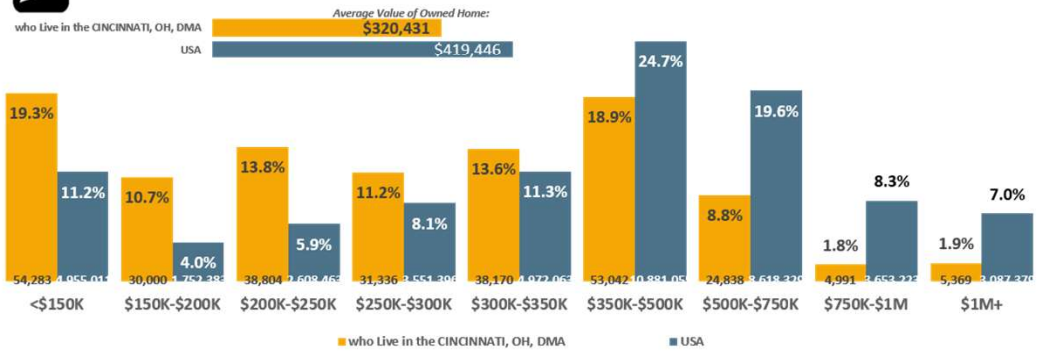
Type of Home: Women 25 - 54



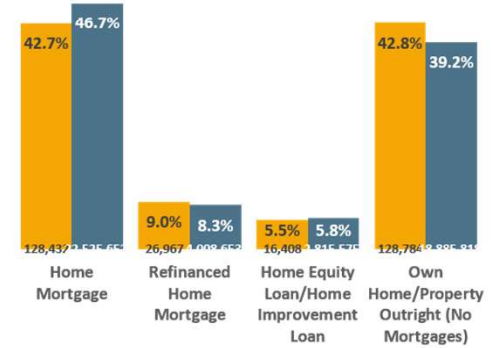
Pets in Home: Women 25 - 54



Value of Owned Home: Women 25 - 54



Home Loans: Women 25 - 54



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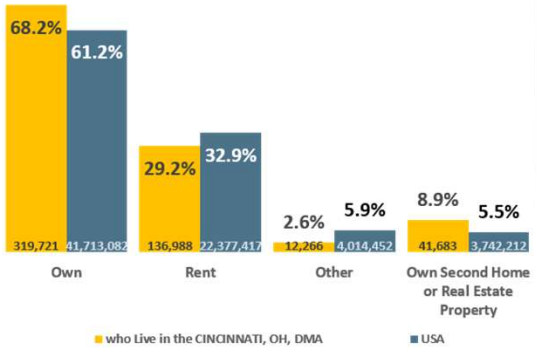
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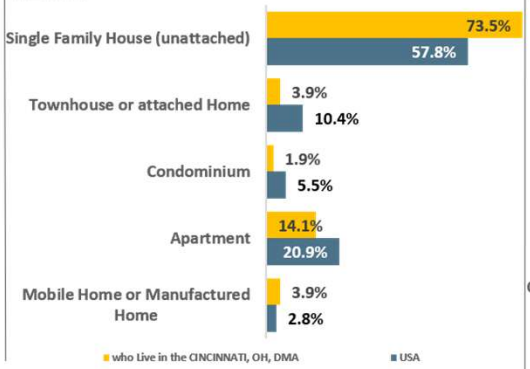
M25-54

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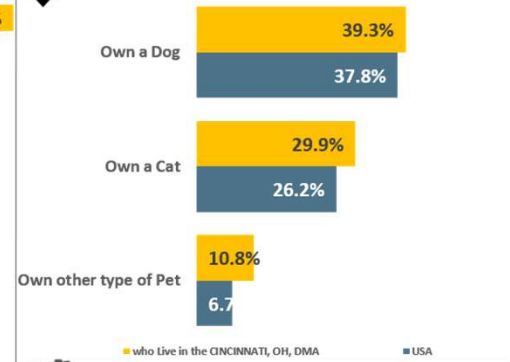
Own/Rent/Other: Men 25 - 54



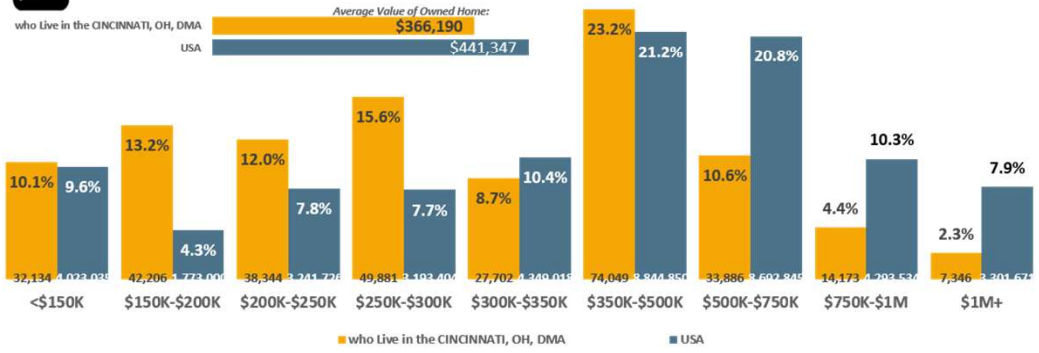
Type of Home: Men 25 - 54



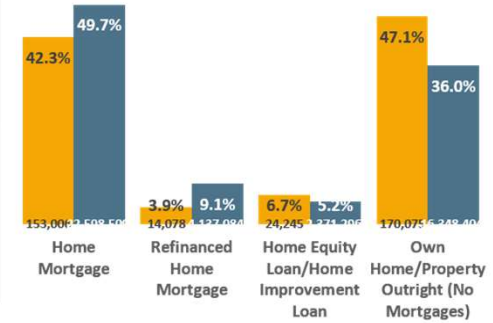
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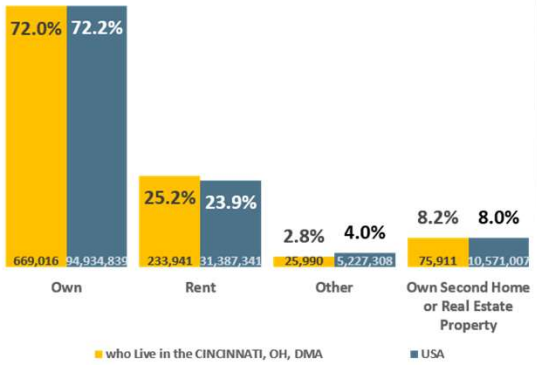
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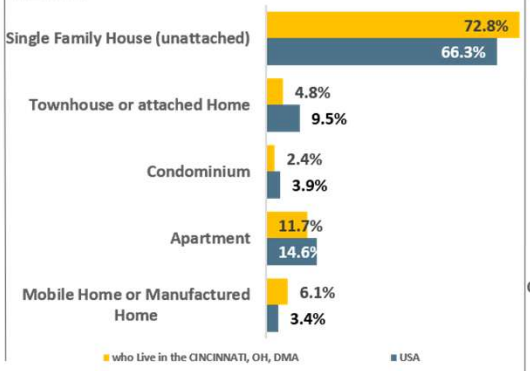
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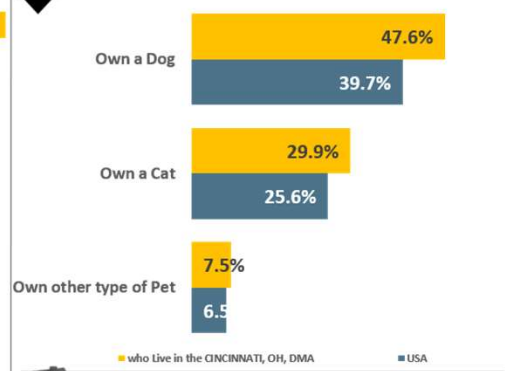
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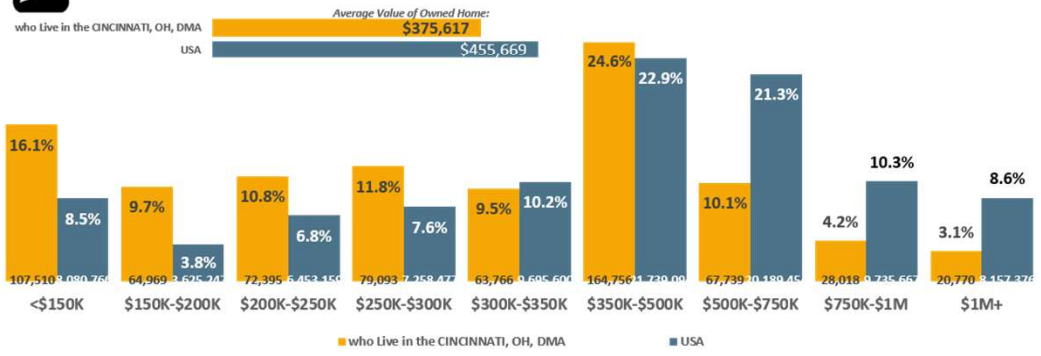
Type of Home: Adults 35 - 64



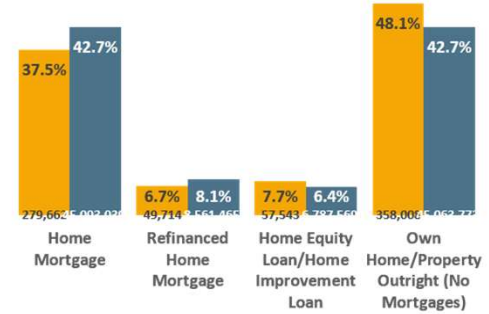
Pets in Home: Adults 35 - 64



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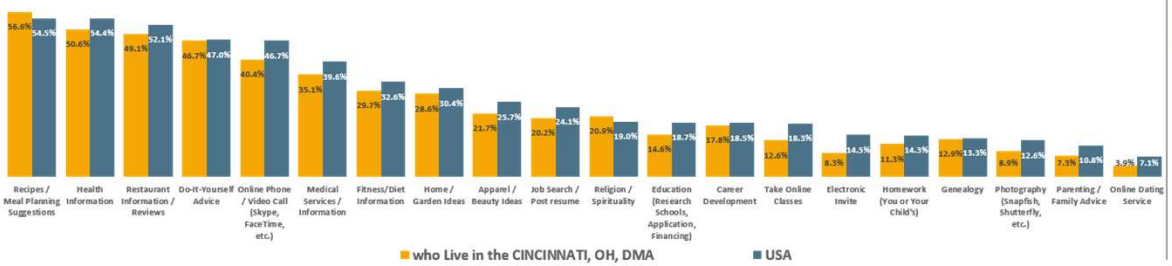
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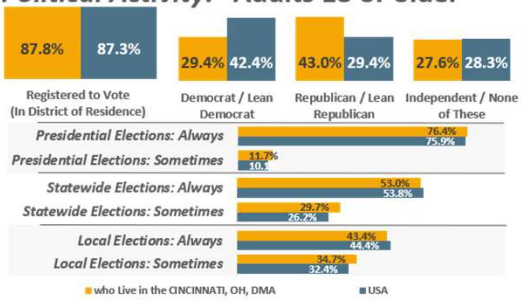
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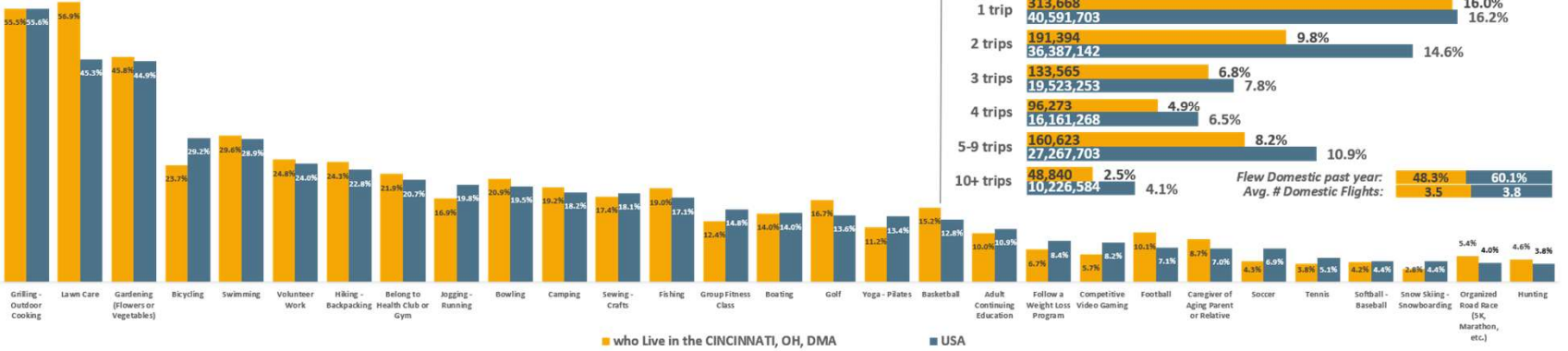
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

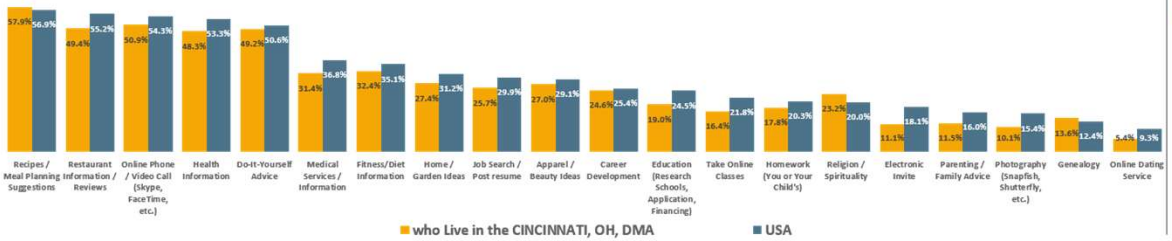
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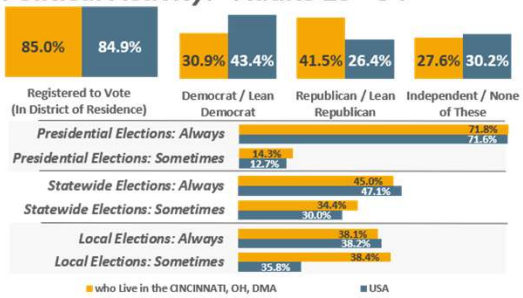


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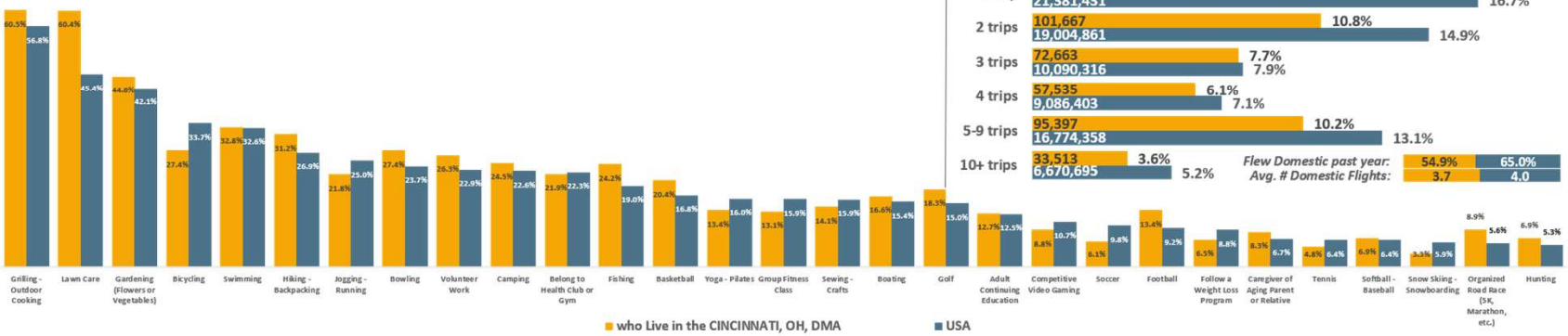
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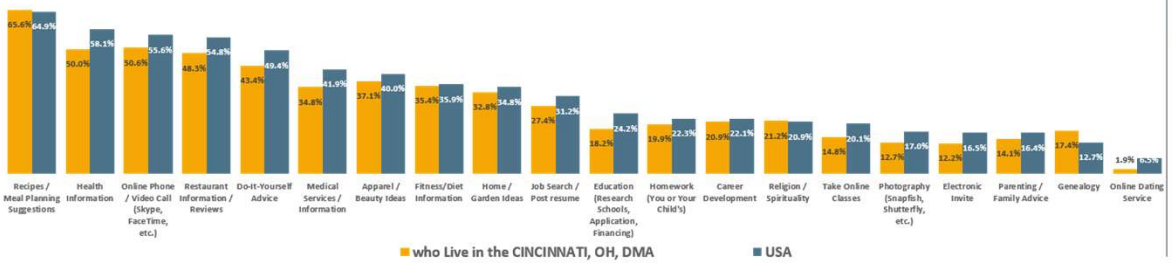
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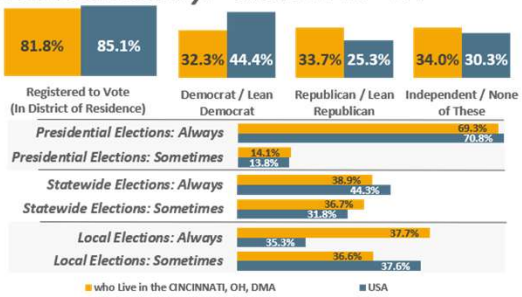


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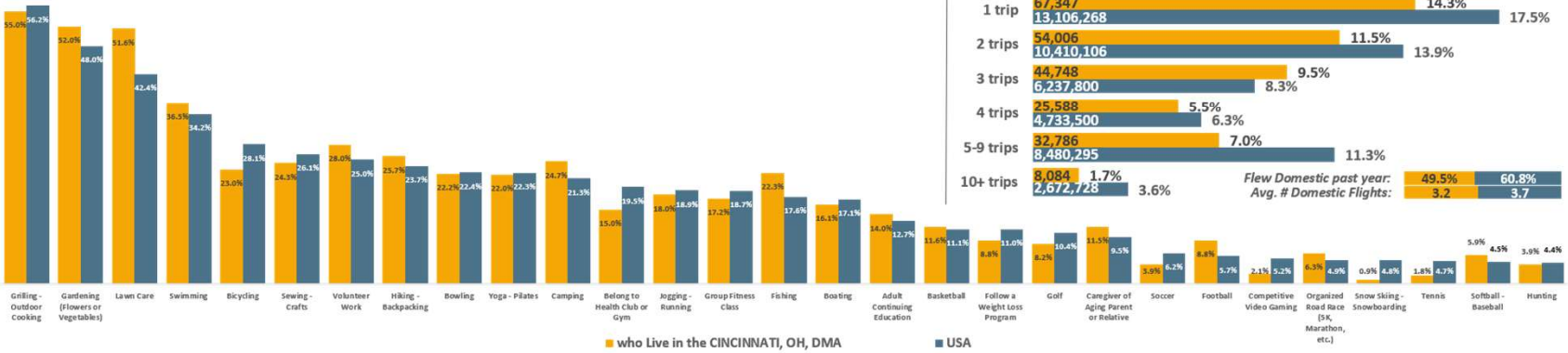
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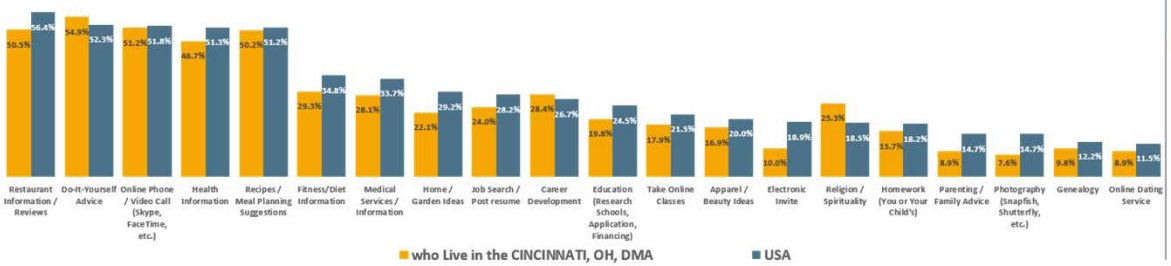
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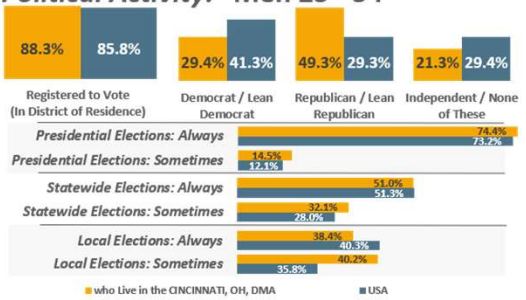


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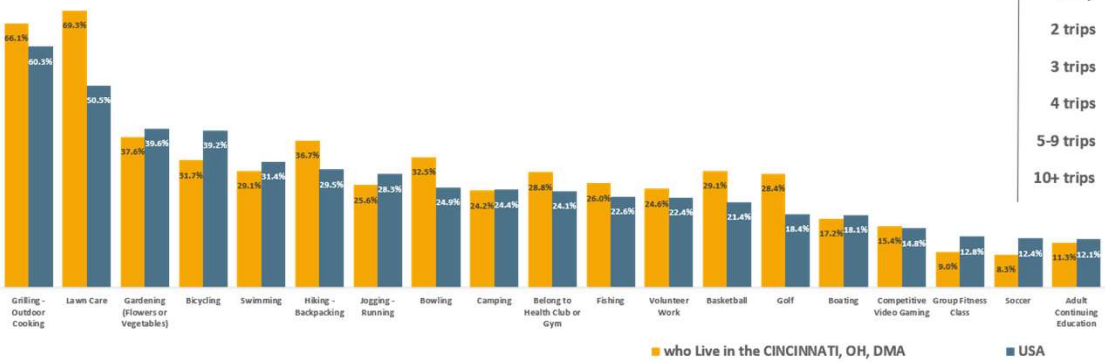
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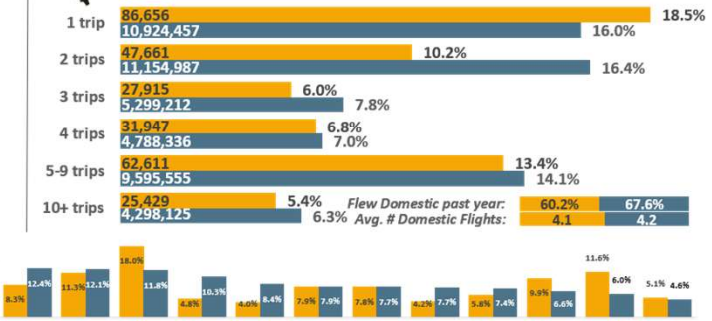
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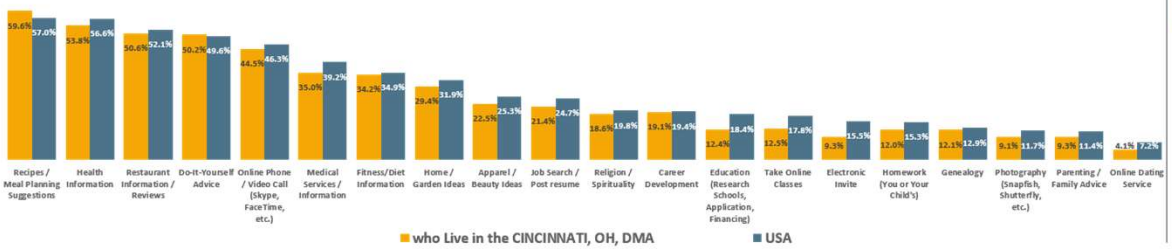
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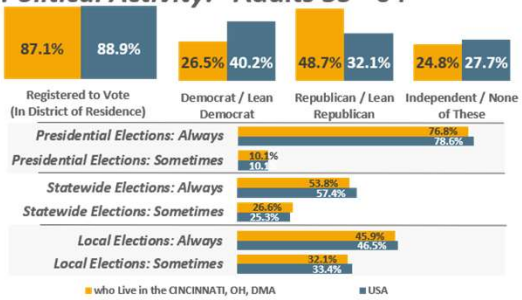
P35-64

.7% or 928,947 of USA DMA Adults 35 - 64 Live in the CINCINNATI, OH, DMA.
Adults 35 - 64 who Live in the CINCINNATI, OH, DMA are 1.1% more likely to look up D-I-Y advice online, 1.2% less likely to always vote in local elections, 2.8% more likely to belong to a gym, 12.8% less likely to fly domestic past yr.

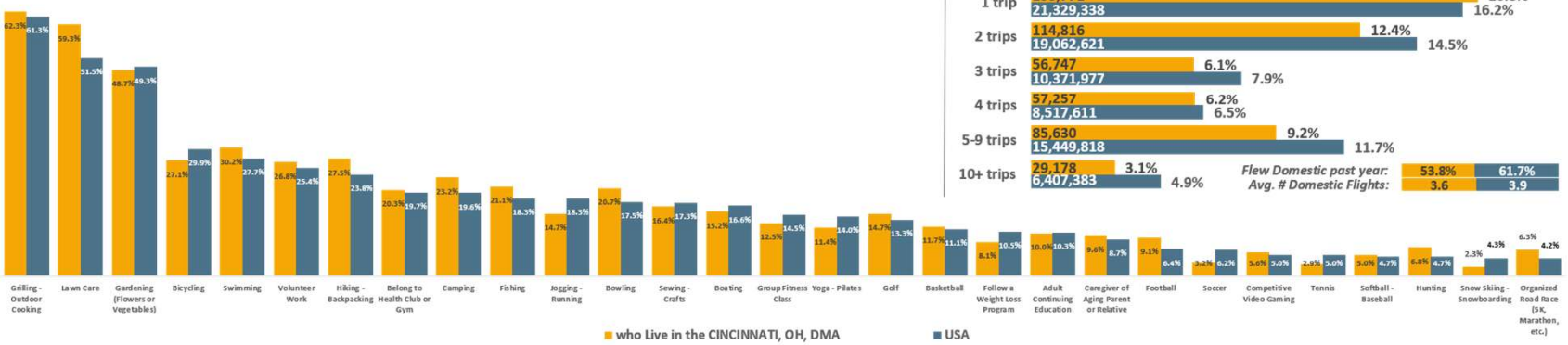
Top-20 past 30-days Online Lifestyle Activites: Adults 35 - 64



Political Activity: Adults 35 - 64



Top-30 past 12-months Active Lifestyle Activites: Adults 35 - 64



Past 12-months Domestic Airline Trips: Adults 35 - 64

USA DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 1,913

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P18+

.8% or 1,954,444 of USA DMA Adults 18 or older Live in the CINCINNATI, OH, DMA.
Adults 18 or older who Live in the CINCINNATI, OH, DMA are 1.6% more likely to use QSRs past mo., 4.5% more likely to use Sit-Down Restaurants past mo., 1.1% more likely to use Casinos past yr., 58.9% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:
84.2% 82.9%
1,646,150 207,171,702

Avg. Monthly QSR Meals:
6.0 5.8

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



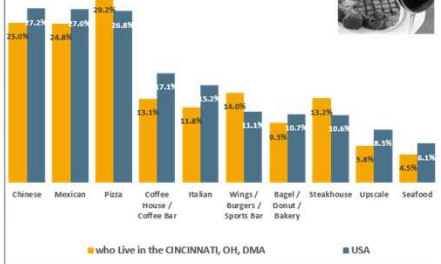
Total Monthly Sit-Down Restaurant Users:
74.0% 70.9%
1,447,025 177,063,857

Avg. Monthly Sit-Down Restaurant Meals:
3.9 3.7

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)





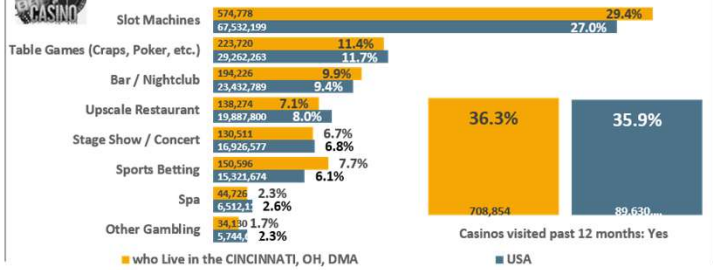
Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
who Live in the CINCINNATI, OH, DMA 360,986 18.5%
USA 52,516,968 21.0%

Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



USA DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 1,913

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P25-54

.7% or 938,443 of USA DMA Adults 25 - 54 Live in the CINCINNATI, OH, DMA.
Adults 25 - 54 who Live in the CINCINNATI, OH, DMA are .7% less likely to use QSRs past mo., 1.2% more likely to use Sit-Down Restaurants past mo., 5.5% more likely to use Casinos past yr., 54.7% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 25 - 54



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



Past 30-days Sit-Down Restaurant Users: Adults 25 - 54



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 25 - 54

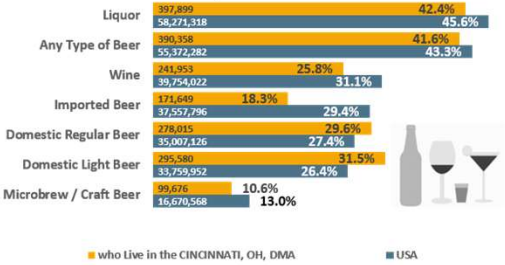
(Sit-Down Restaurants Used Past 30-days)



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

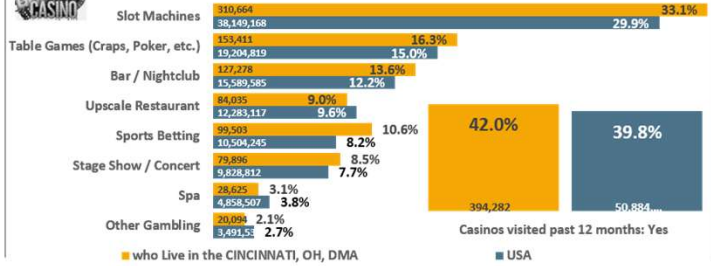


Drank Past 30-days: Adults 25 - 54



Past 12 months Casino Activities: Adults 25 - 54





Used Past 30-days: Adults 25 - 54



USA DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 1,913

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.6% or 469,468 of USA DMA Women 25 - 54 Live in the CINCINNATI, OH, DMA.
Women 25 - 54 who Live in the CINCINNATI, OH, DMA are 2.% more likely to use QSRs past mo., .5% less likely to use Sit-Down Restaurants past mo., 4.4% less likely to use Casinos past yr., 64.6% more likely to smoke cigarettes.

Past 30-days QSR Users: Women 25 - 54



Total Monthly QSR Users:
86.2% 84.5%
404,555 63,416,323

Avg. Monthly QSR Meals:
6.3 6.1

Past 30-days Sit-Down Restaurant Users: Women 25 - 54



Total Monthly Sit-Down Restaurant Users:
68.2% 68.5%
320,354 51,429,455

Avg. Monthly Sit-Down Restaurant Meals:
3.5 3.4

Top-10 Cuisines: Women 25 - 54

(Sit-Down Restaurants Used Past 30-days)



Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
who Live in the CINCINNATI, OH, DMA 120,586 25.7%
USA 24.5%

Drank Past 30-days: Women 25 - 54



Past 12 months Casino Activities: Women 25 - 54



Used Past 30-days: Women 25 - 54



USA DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 1,913

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M25-54

.7% or 468,975 of USA DMA Men 25 - 54 Live in the CINCINNATI, OH, DMA.
Men 25 - 54 who Live in the CINCINNATI, OH, DMA are 3.4% less likely to use QSRs past mo., 4.% more likely to use Sit-Down Restaurants past mo., 13.5% more likely to use Casinos past yr., 38.2% more likely to smoke cigarettes.

Past 30-days QSR Users: Men 25 - 54



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



Past 30-days Sit-Down Restaurant Users: Men 25 - 54



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Men 25 - 54

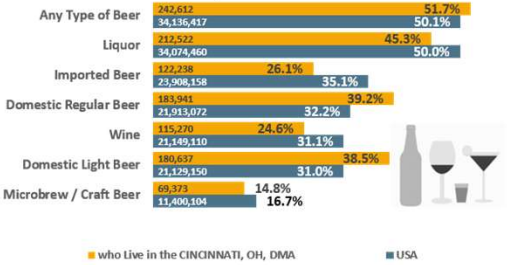
(Sit-Down Restaurants Used Past 30-days)



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

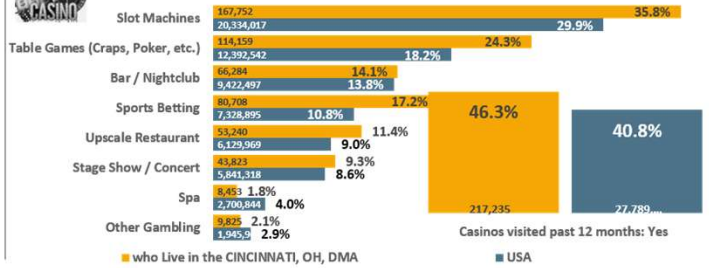


Drank Past 30-days: Men 25 - 54



Past 12 months Casino Activities: Men 25 - 54





Used Past 30-days: Men 25 - 54



USA DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 1,913

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P35-64

.7% or 928,947 of USA DMA Adults 35 - 64 Live in the CINCINNATI, OH, DMA.
Adults 35 - 64 who Live in the CINCINNATI, OH, DMA are 2.6% more likely to use QSRs past mo., 2.3% more likely to use Sit-Down Restaurants past mo., .3% less likely to use Casinos past yr., 73.1% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 35 - 64



Total Monthly QSR Users:



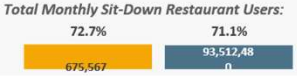
Avg. Monthly QSR Meals:



Past 30-days Sit-Down Restaurant Users: Adults 35 - 64



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 35 - 64

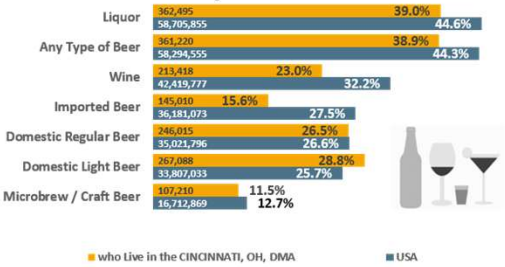
(Sit-Down Restaurants Used Past 30-days)



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

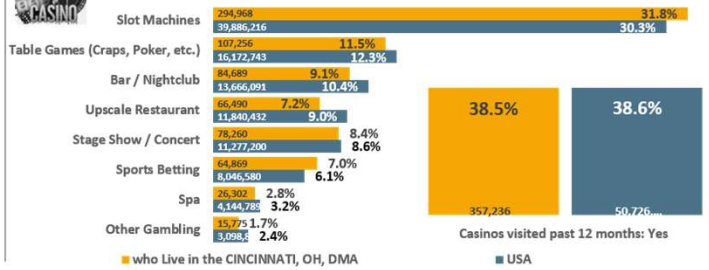


Drank Past 30-days: Adults 35 - 64



Past 12 months Casino Activities: Adults 35 - 64





Used Past 30-days: Adults 35 - 64



USA DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 1,913

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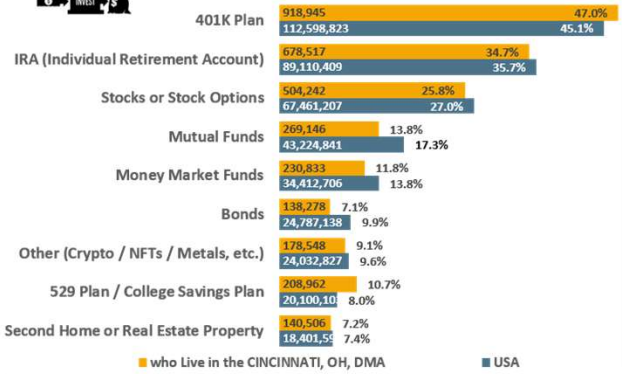


P18+

.8% or 1,954,444 of USA DMA Adults 18 or older Live in the CINCINNATI, OH, DMA.
Adults 18 or older who Live in the CINCINNATI, OH, DMA are 4.3% more likely to have a 401K, 1.8% more likely to have an Auto Loan, 16.3% less likely to Invest/Trade Stocks Online, 5.9% less likely to pay with their Debit Card.

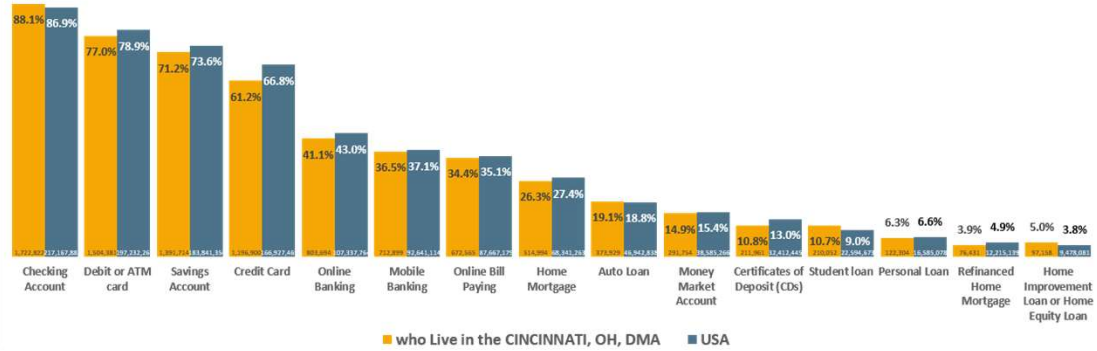
Investments Owned: Adults 18 or older





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





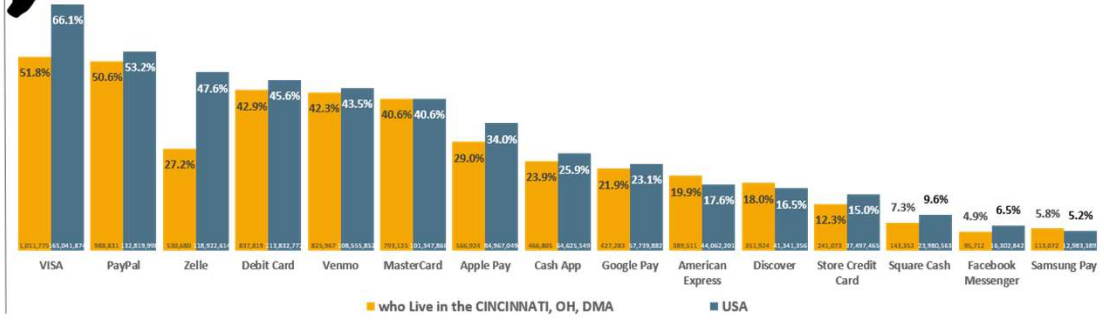
Professional Services Used:* Adults 18 or older



*(*Past 12 Months)*

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





USA DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 1,913

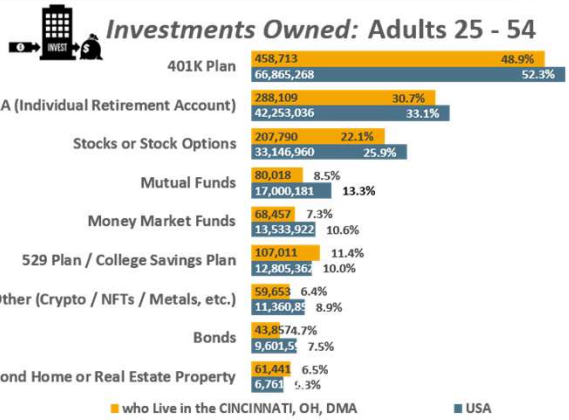
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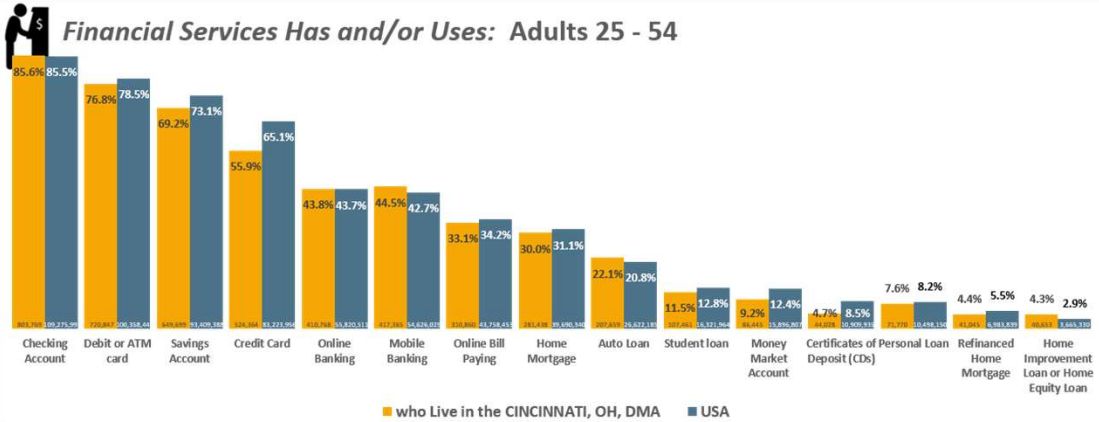
P25-54

.7% or 938,443 of USA DMA Adults 25 - 54 Live in the CINCINNATI, OH, DMA.
Adults 25 - 54 who Live in the CINCINNATI, OH, DMA are 6.6% less likely to have a 401K, 6.2% more likely to have an Auto Loan, 21.8% less likely to Invest/Trade Stocks Online, 4.2% less likely to pay with their Debit Card.

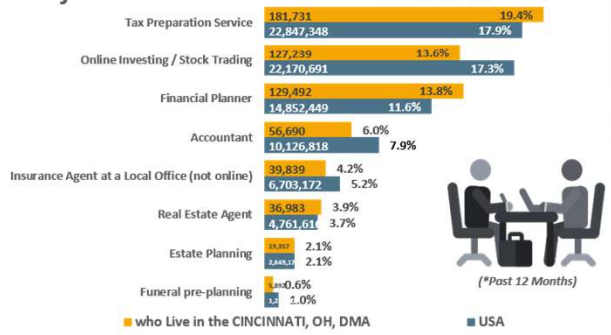
Investments Owned: Adults 25 - 54



Financial Services Has and/or Uses: Adults 25 - 54

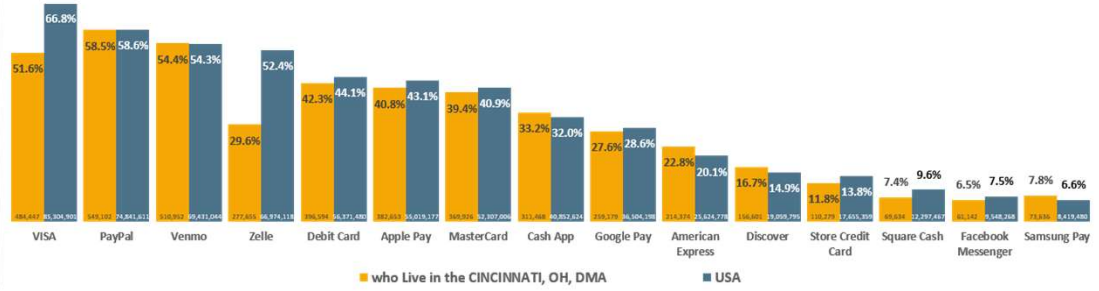


Professional Services Used:* Adults 25 - 54



*(*Past 12 Months)*

Past 3-Months Payment Methods Used: Adults 25 - 54



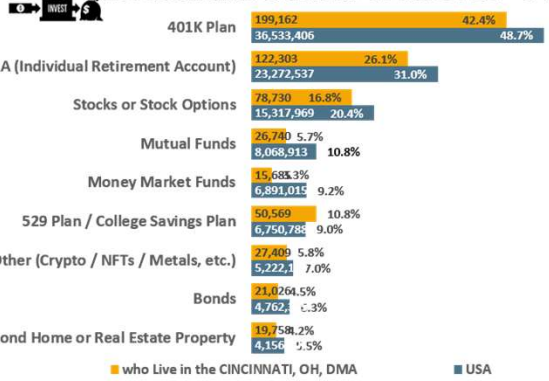
USA DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 1,913

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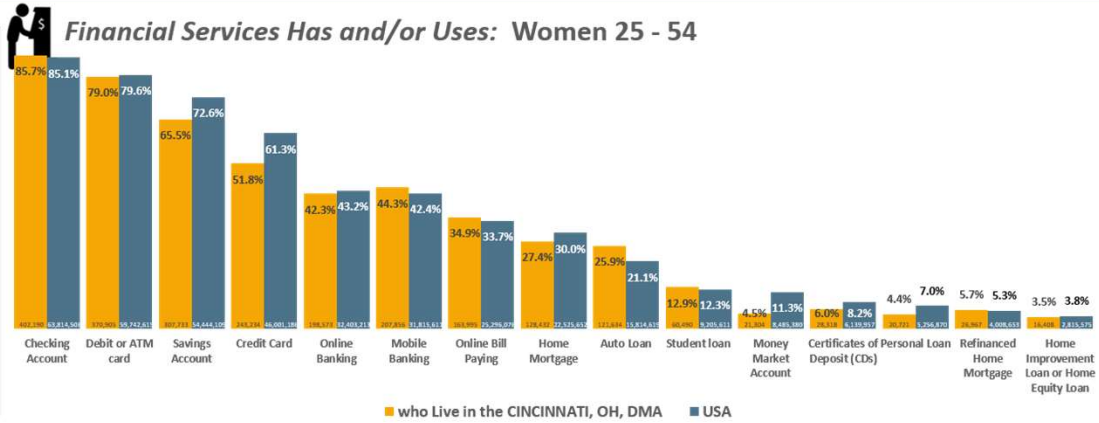


.6% or 469,468 of USA DMA Women 25 - 54 Live in the CINCINNATI, OH, DMA.
Women 25 - 54 who Live in the CINCINNATI, OH, DMA are 12.9% less likely to have a 401K, 22.9% more likely to have an Auto Loan, 29.% less likely to Invest/Trade Stocks Online, 6.8% less likely to pay with their Debit Card.

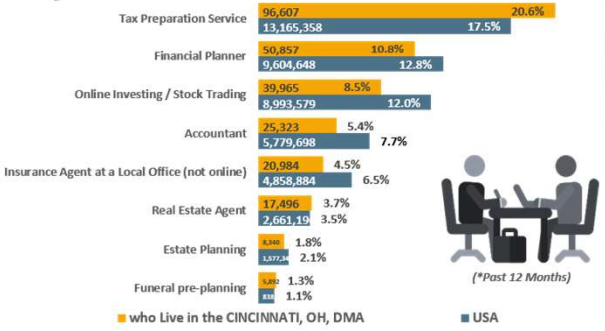
Investments Owned: Women 25 - 54



Financial Services Has and/or Uses: Women 25 - 54

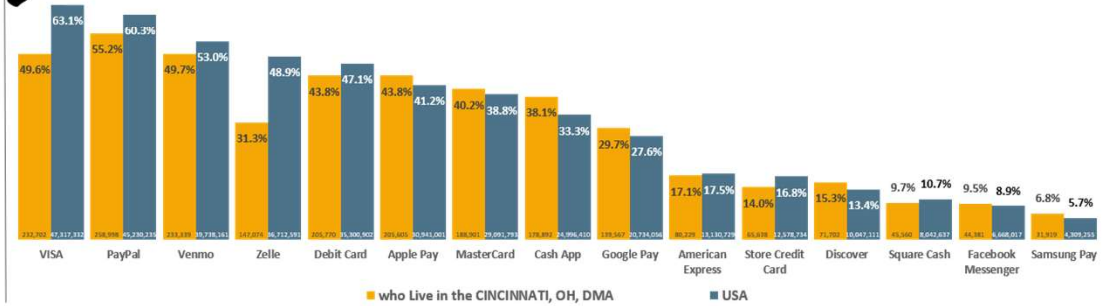


Professional Services Used:* Women 25 - 54



*(*Past 12 Months)*

Past 3-Months Payment Methods Used: Women 25 - 54



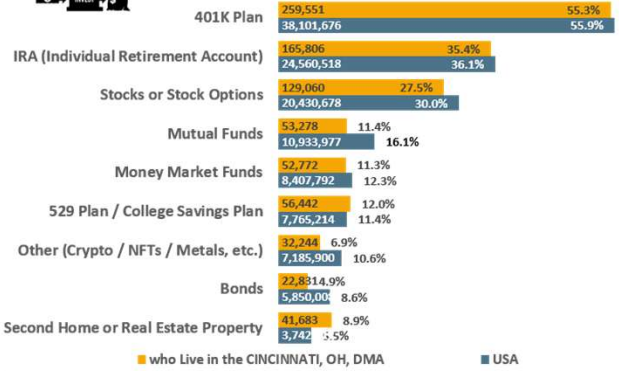
USA DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 1,913

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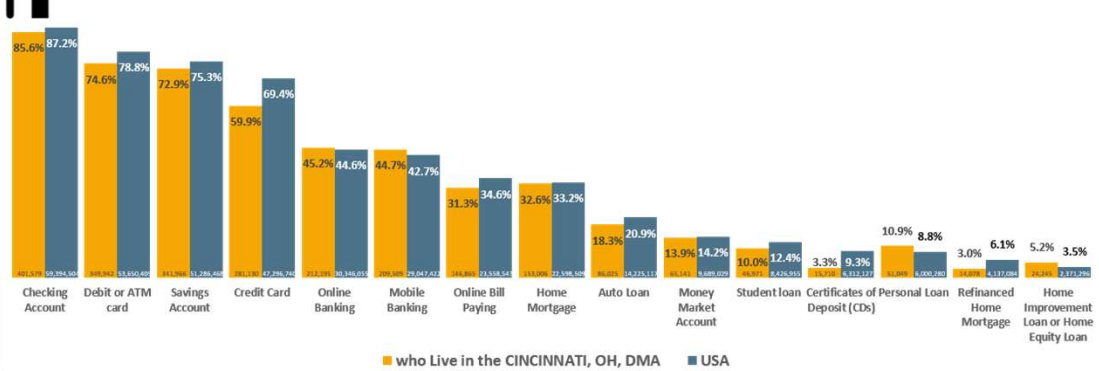


.7% or 468,975 of USA DMA Men 25 - 54 Live in the CINCINNATI, OH, DMA.
Men 25 - 54 who Live in the CINCINNATI, OH, DMA are 1.1% less likely to have a 401K, 12.2% less likely to have an Auto Loan, 12.% less likely to Invest/Trade Stocks Online, 1.8% less likely to pay with their Debit Card.

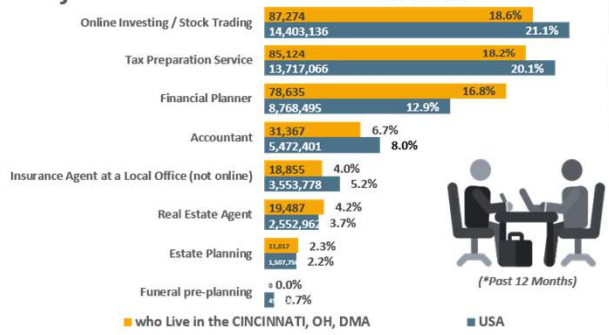
Investments Owned: Men 25 - 54



Financial Services Has and/or Uses: Men 25 - 54

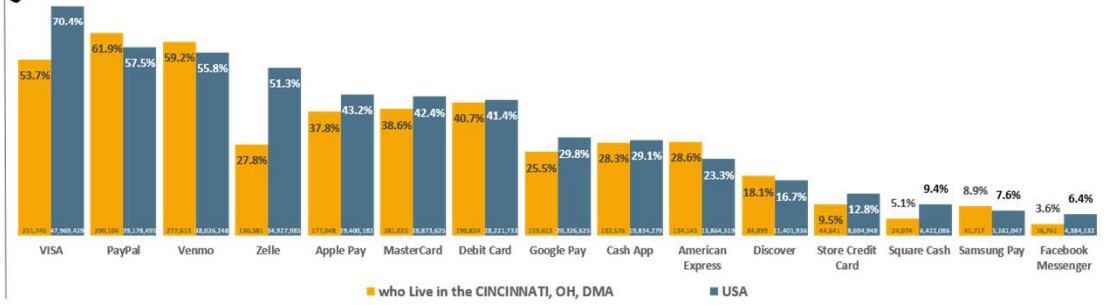


Professional Services Used:* Men 25 - 54



*(*Past 12 Months)*

Past 3-Months Payment Methods Used: Men 25 - 54



USA DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 1,913

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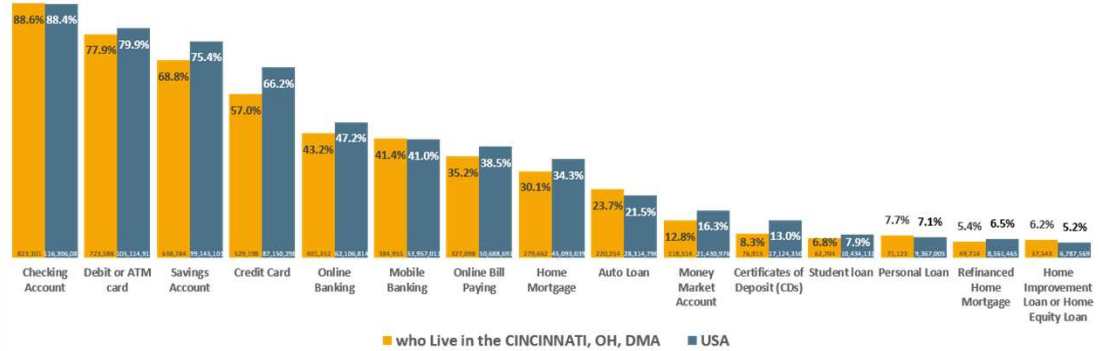
P35-64

.7% or 928,947 of USA DMA Adults 35 - 64 Live in the CINCINNATI, OH, DMA.
Adults 35 - 64 who Live in the CINCINNATI, OH, DMA are 1.7% less likely to have a 401K, 10.2% more likely to have an Auto Loan, 20.6% less likely to Invest/Trade Stocks Online, 8.8% less likely to pay with their Debit Card.

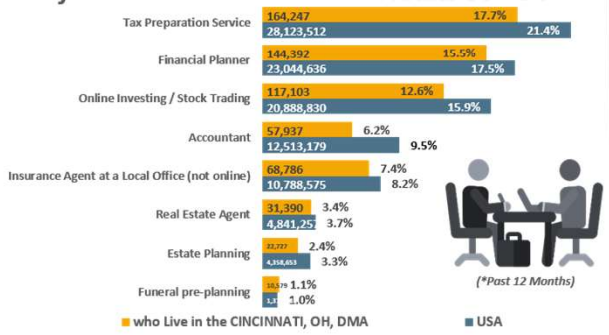
Investments Owned: Adults 35 - 64



Financial Services Has and/or Uses: Adults 35 - 64

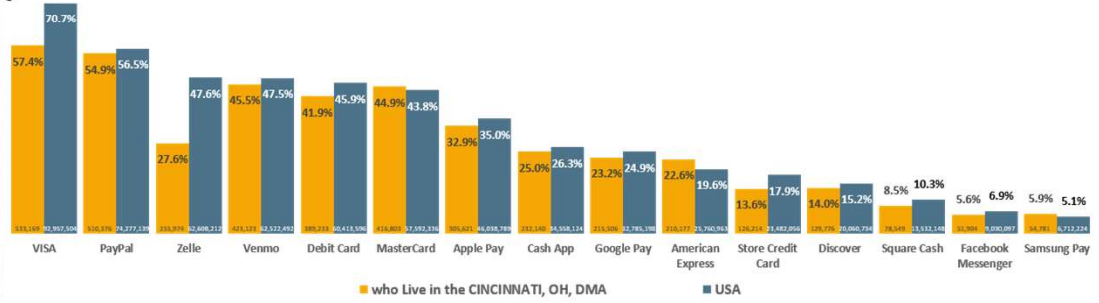


Professional Services Used:* Adults 35 - 64



*(*Past 12 Months)*

Past 3-Months Payment Methods Used: Adults 35 - 64



USA DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 1,913

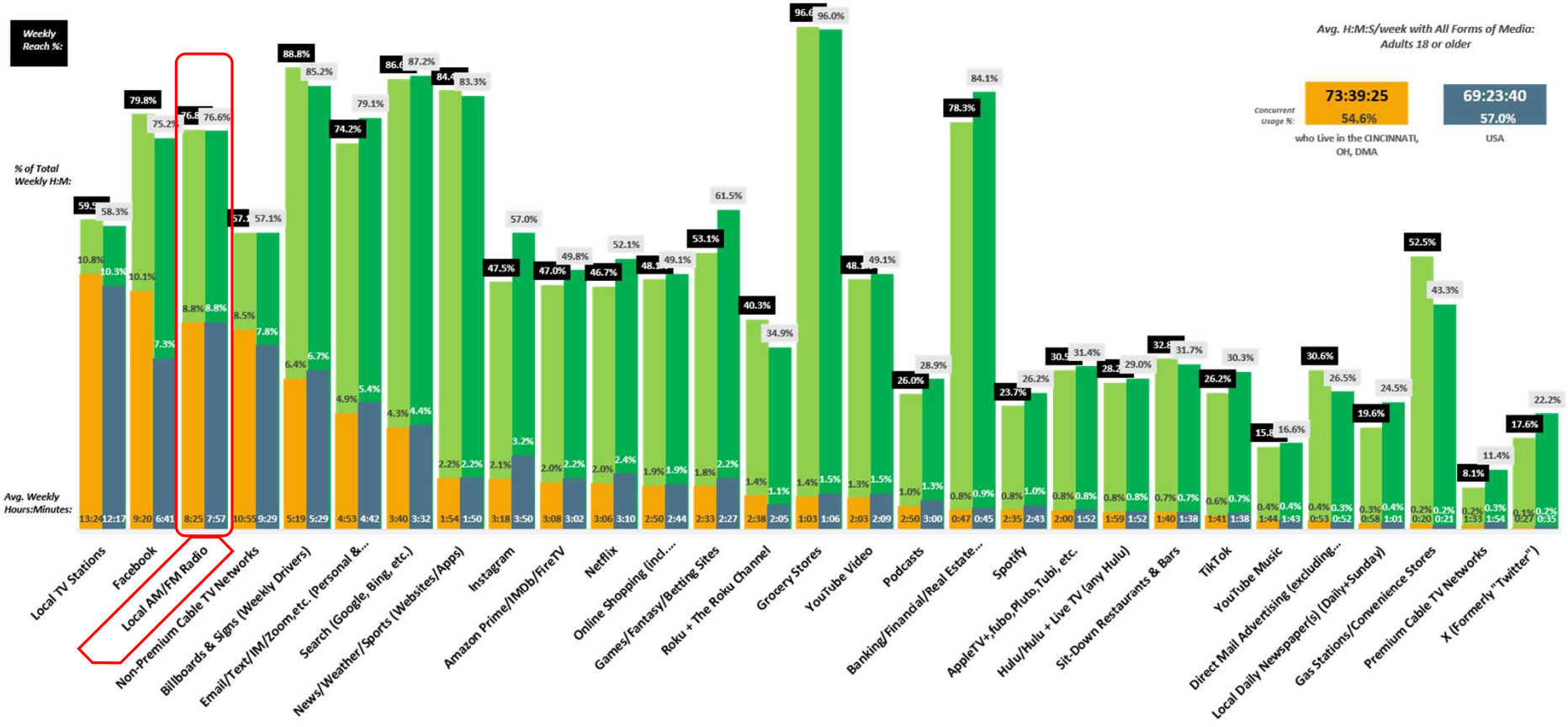
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P18+

Adults 18 or older who Live in the CINCINNATI, OH, DMA spend an average of 3 days, 1 hours, 39 minutes and 25 seconds each week with All Forms of Media.

76.8% of Adults 18 or older who Live in the CINCINNATI, OH, DMA spend an avg. of 8 hours and 25 minutes each week listening to All Local AM/FM Radio, representing 8.8% of total time spent with all forms of Media.



■ who Live in the CINCINNATI, OH, DMA ■ USA

Scarborough R2 2026: Feb25-Aug26 USA Projection Scarborough R2 2026: Feb25-Aug26 Qual Intab 24,319
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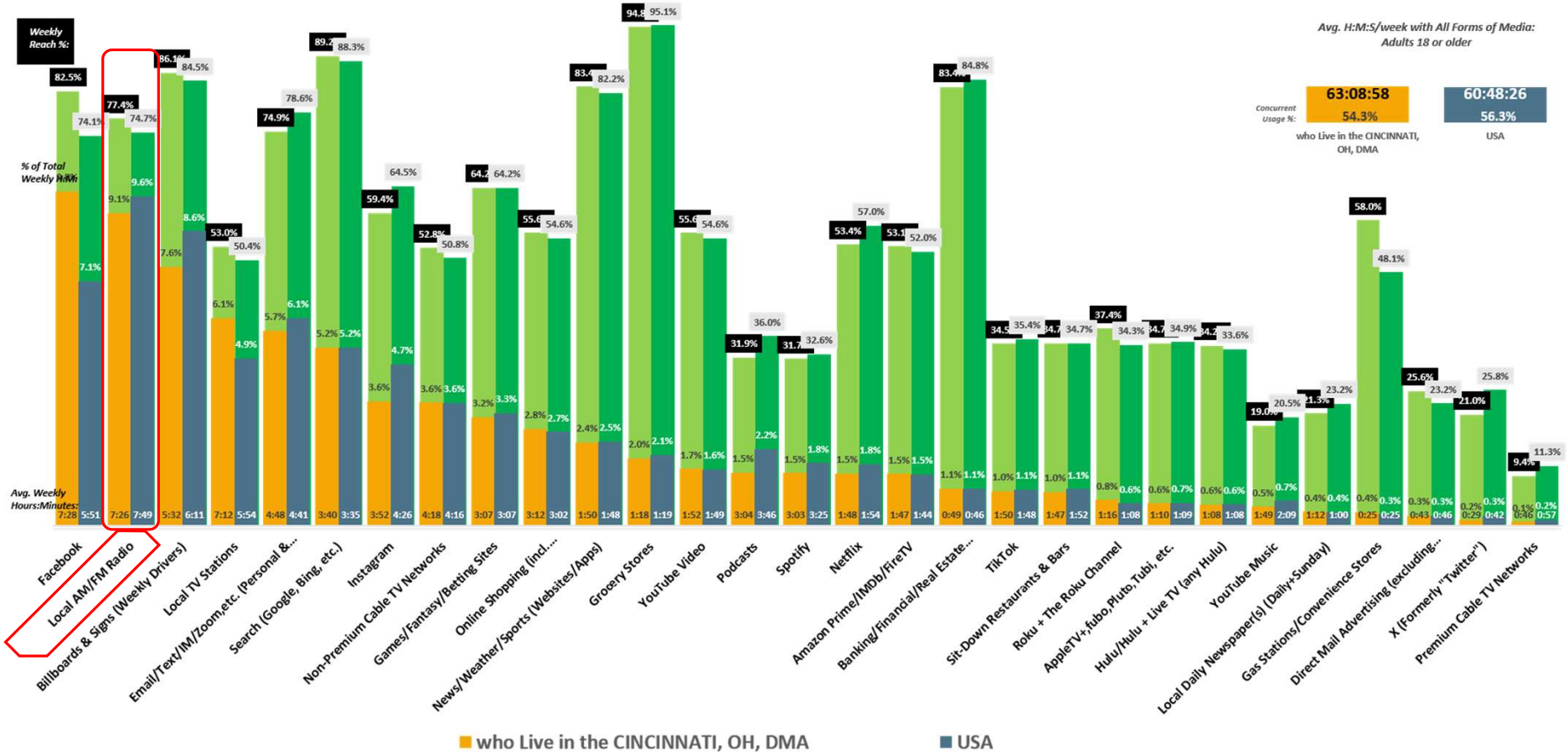
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P25-54

Adults 25 - 54 who Live in the CINCINNATI, OH, DMA spend an average of 2 days, 15 hours, 8 minutes and 58 seconds each week with All Forms of Media.

77.4% of Adults 25 - 54 who Live in the CINCINNATI, OH, DMA spend an avg. of 7 hours and 26 minutes each week listening to All Local AM/FM Radio, representing 9.1% of total time spent with all forms of Media.



Scarborough R2 2026: Feb25-Aug26 USA Projection Scarborough R2 2026: Feb25-Aug26 Qual Intab 24,319
USA DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 1,913

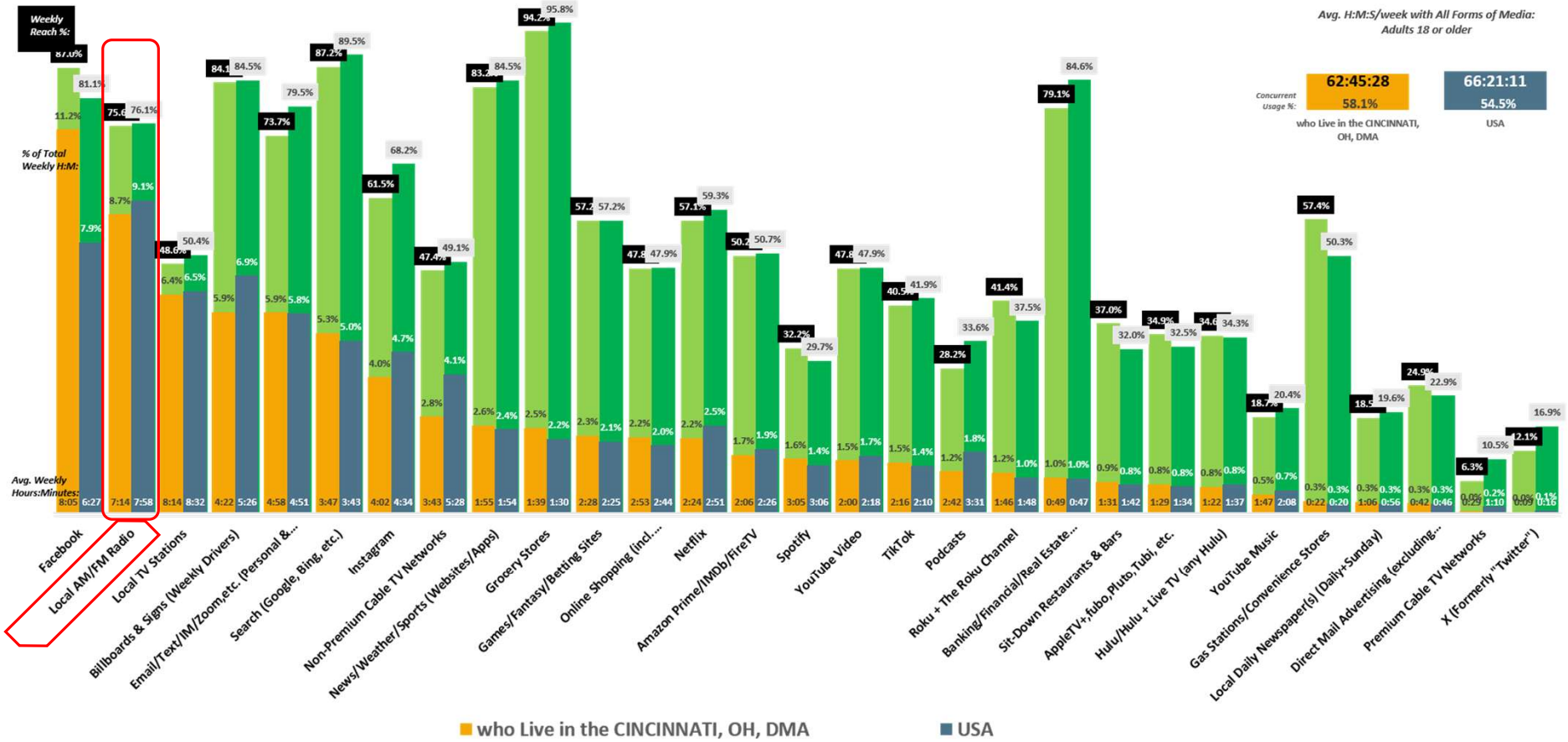
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Women 25 - 54 who Live in the CINCINNATI, OH, DMA spend an average of 2 days, 14 hours, 45 minutes and 28 seconds each week with All Forms of Media.

75.6% of Women 25 - 54 who Live in the CINCINNATI, OH, DMA spend an avg. of 7 hours and 14 minutes each week listening to All Local AM/FM Radio, representing 8.7% of total time spent with all forms of Media.



Scarborough R2 2026: Feb25-Aug26 USA Projection Scarborough R2 2026: Feb25-Aug26 Qual Intab 24,319
USA DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 1,913

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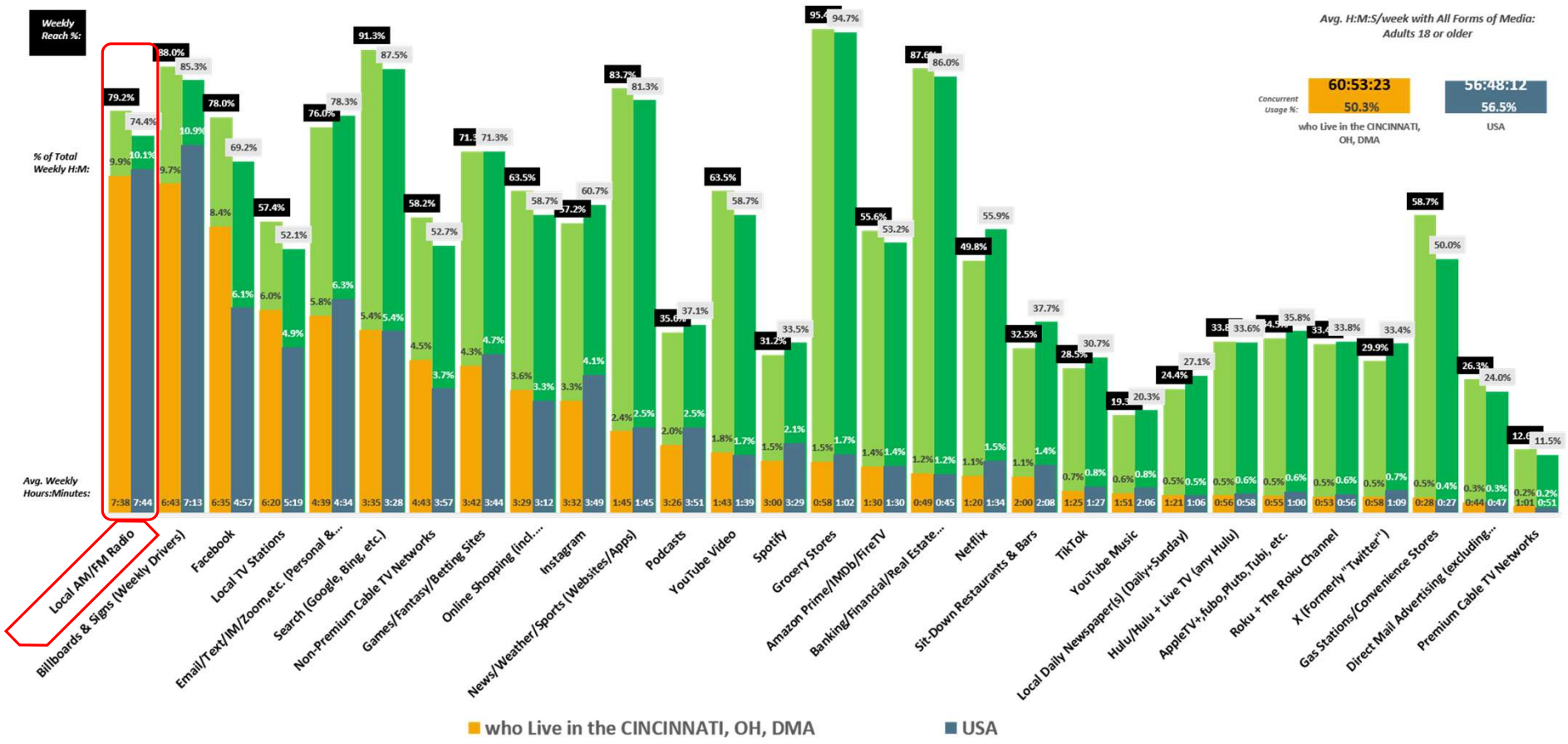
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M25-54

Men 25 - 54 who Live in the CINCINNATI, OH, DMA spend an average of 2 days, 12 hours, 53 minutes and 23 seconds each week with All Forms of Media.

79.2% of Men 25 - 54 who Live in the CINCINNATI, OH, DMA spend an avg. of 7 hours and 38 minutes each week listening to All Local AM/FM Radio, representing 9.9% of total time spent with all forms of Media.



Scarborough R2 2026: Feb25-Aug26 USA Projection Scarborough R2 2026: Feb25-Aug26 Qual Intab 24,319
USA DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 1,913

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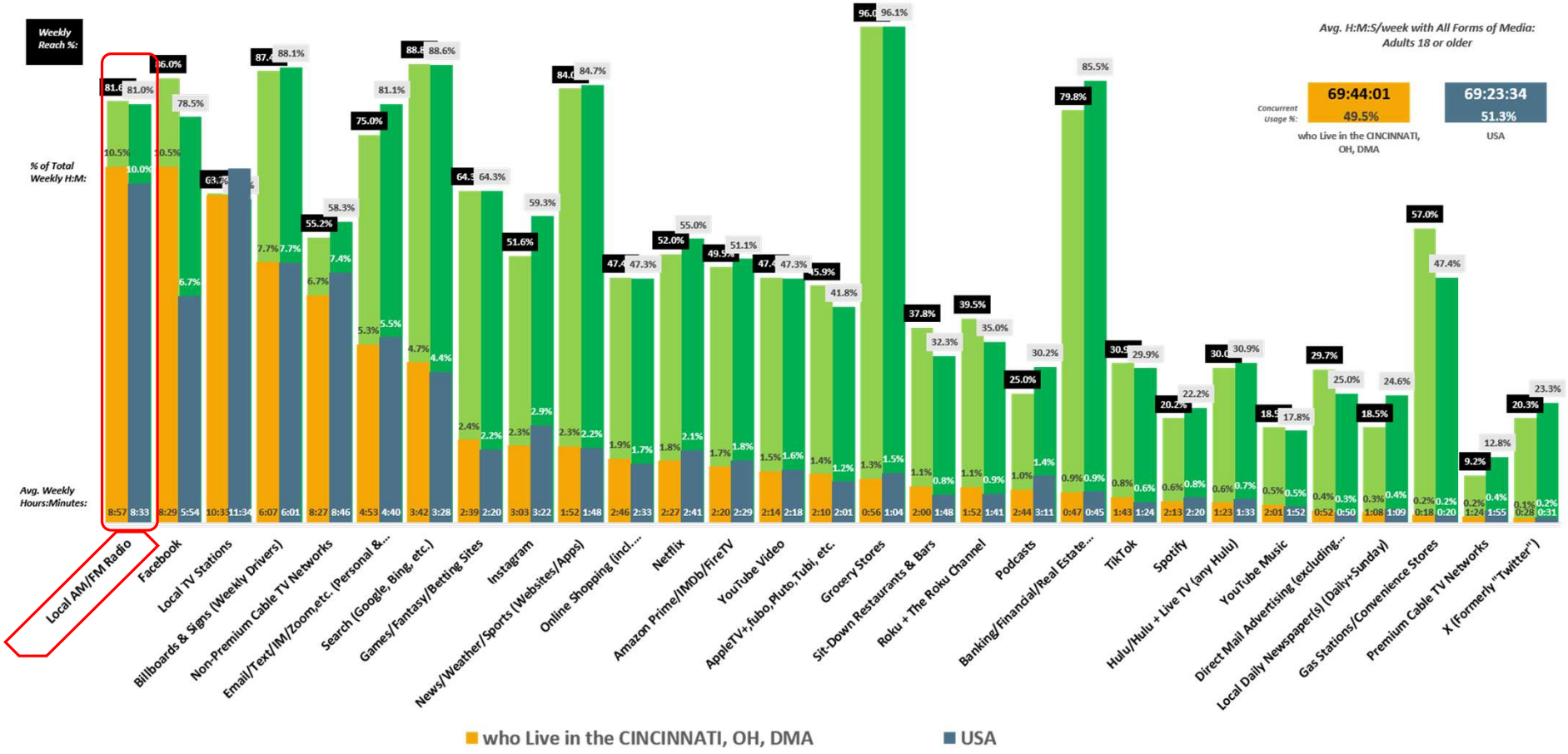
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P35-64

Adults 35 - 64 who Live in the CINCINNATI, OH, DMA spend an average of 2 days, 21 hours, 44 minutes and 1 seconds each week with All Forms of Media.

81.6% of Adults 35 - 64 who Live in the CINCINNATI, OH, DMA spend an avg. of 8 hours and 57 minutes each week listening to All Local AM/FM Radio, representing 10.5% of total time spent with all forms of Media.



Scarborough R2 2026: Feb25-Aug26 USA Projection Scarborough R2 2026: Feb25-Aug26 Qual Intab 24,319
USA DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 1,913

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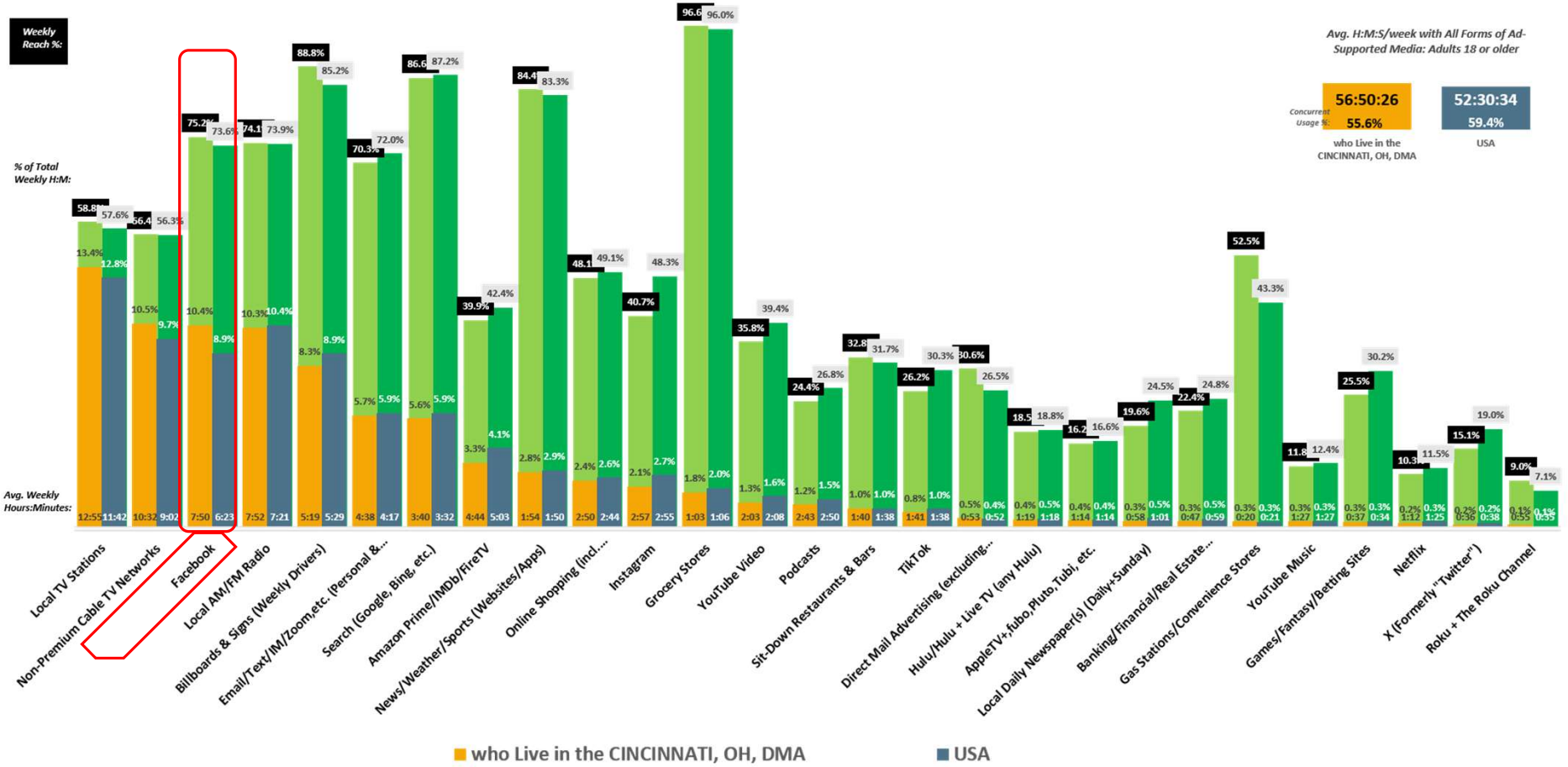
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P18+

Adults 18 or older who Live in the CINCINNATI, OH, DMA spend an average of 2 days, 8 hours, 50 minutes and 26 seconds each week with All Forms of Ad-Supported Media.

74.1% of Adults 18 or older who Live in the CINCINNATI, OH, DMA spend an avg. of 7 hours and 52 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.3% of total time spent with all forms of Ad-Supported Media.



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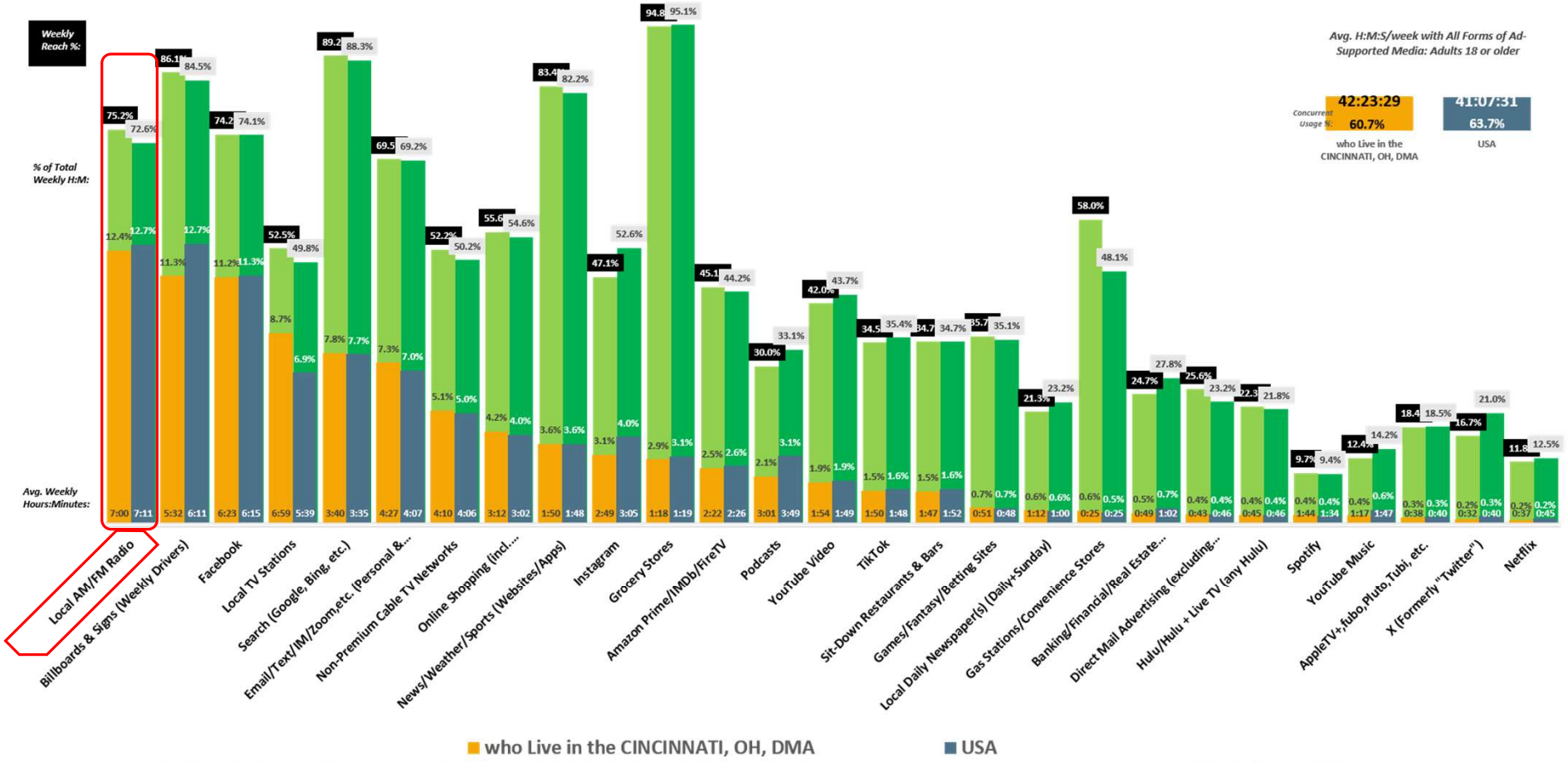
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P25-54

Adults 25 - 54 who Live in the CINCINNATI, OH, DMA spend an average of 1 days, 18 hours, 23 minutes and 29 seconds each week with All Forms of Ad-Supported Media.

75.2% of Adults 25 - 54 who Live in the CINCINNATI, OH, DMA spend an avg. of 7 hours and 0 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 12.4% of total time spent with all forms of Ad-Supported Media.



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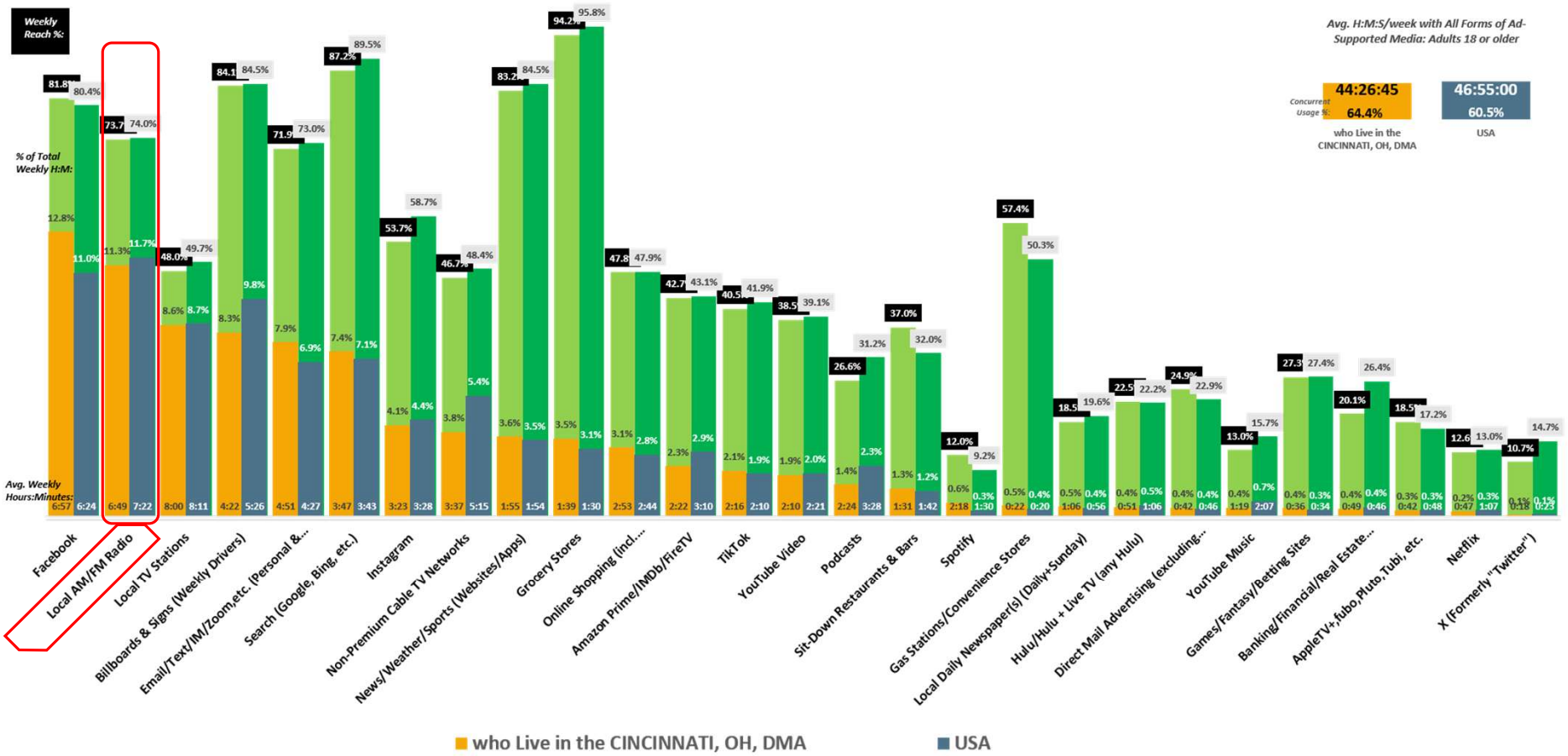
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W25-54

Women 25 - 54 who Live in the CINCINNATI, OH, DMA spend an average of 1 days, 20 hours, 26 minutes and 45 seconds each week with All Forms of Ad-Supported Media.

73.7% of Women 25 - 54 who Live in the CINCINNATI, OH, DMA spend an avg. of 6 hours and 49 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.3% of total time spent with all forms of Ad-Supported Media.



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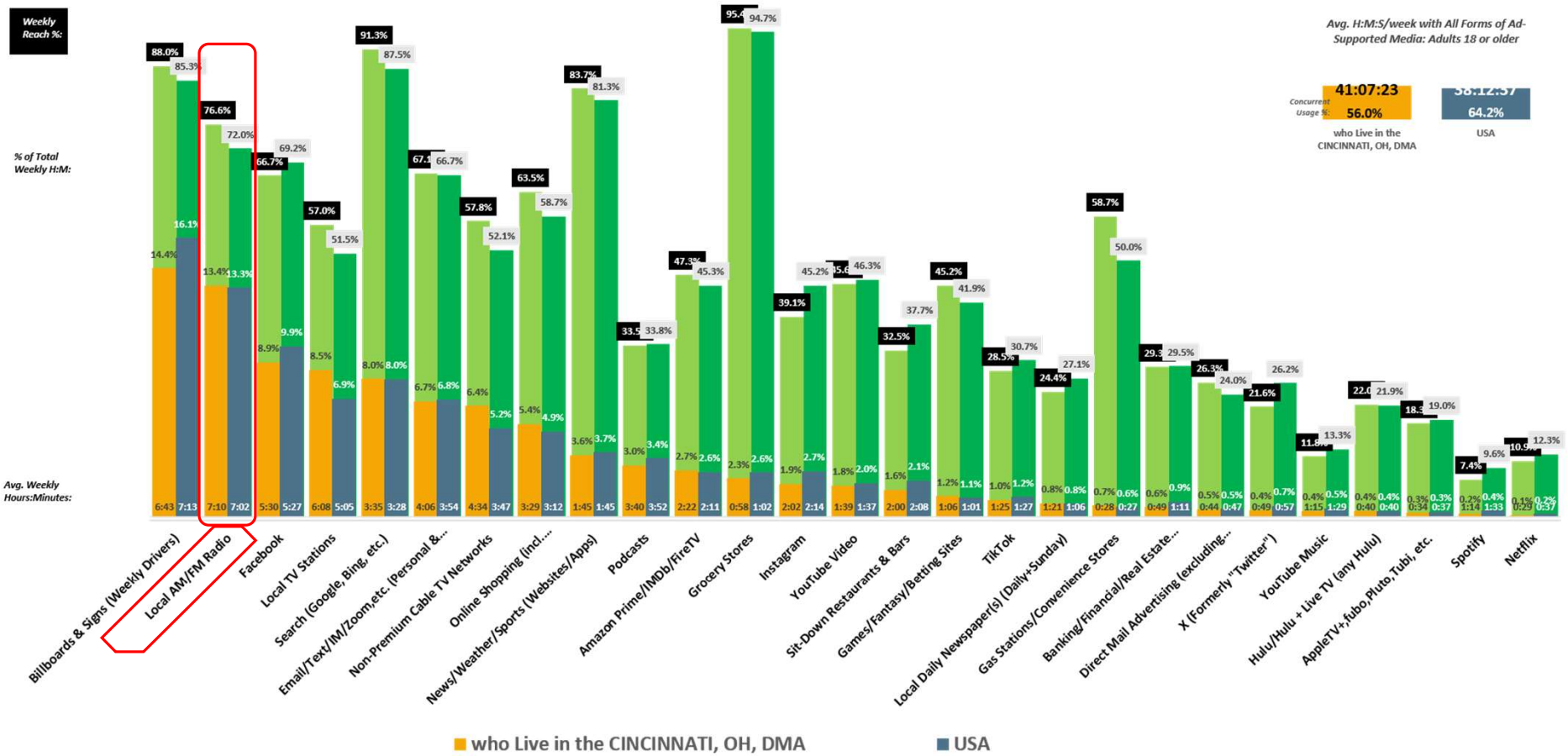
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M25-54

Men 25 - 54 who Live in the CINCINNATI, OH, DMA spend an average of 1 days, 17 hours, 7 minutes and 23 seconds each week with All Forms of Ad-Supported Media.

76.6% of Men 25 - 54 who Live in the CINCINNATI, OH, DMA spend an avg. of 7 hours and 10 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 13.4% of total time spent with all forms of Ad-Supported Media.



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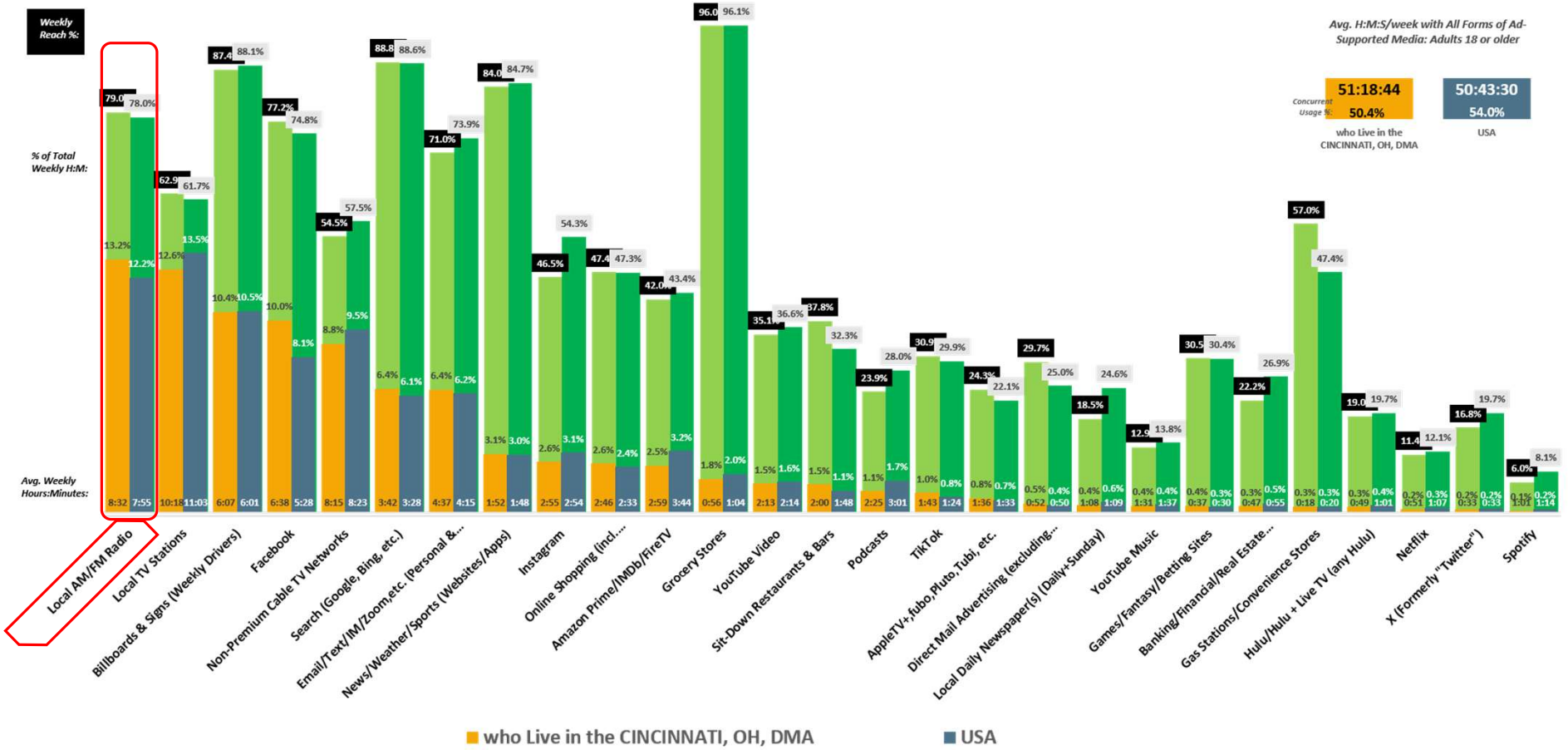
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P35-64

Adults 35 - 64 who Live in the CINCINNATI, OH, DMA spend an average of 2 days, 3 hours, 18 minutes and 44 seconds each week with All Forms of Ad-Supported Media.

79.% of Adults 35 - 64 who Live in the CINCINNATI, OH, DMA spend an avg. of 8 hours and 32 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 13.2% of total time spent with all forms of Ad-Supported Media.



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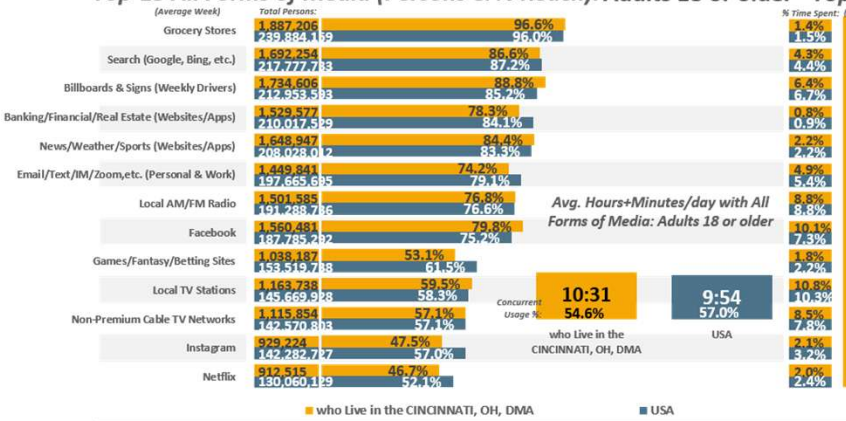
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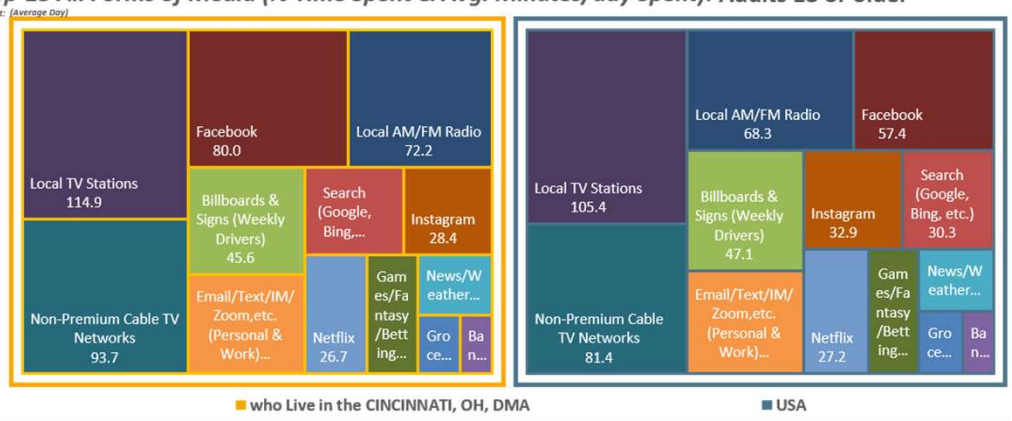
P18+

Adults 18 or older who Live in the CINCINNATI, OH, DMA spend an average of 8 hours and 7 minutes each day with All Forms of Ad-Supported Media. 74.1% listen to Local AM/FM Radio for an avg. of 67.5 minutes/day. *(Local Radio delivers 10.3% of Time with Ad-Supported Media.)*

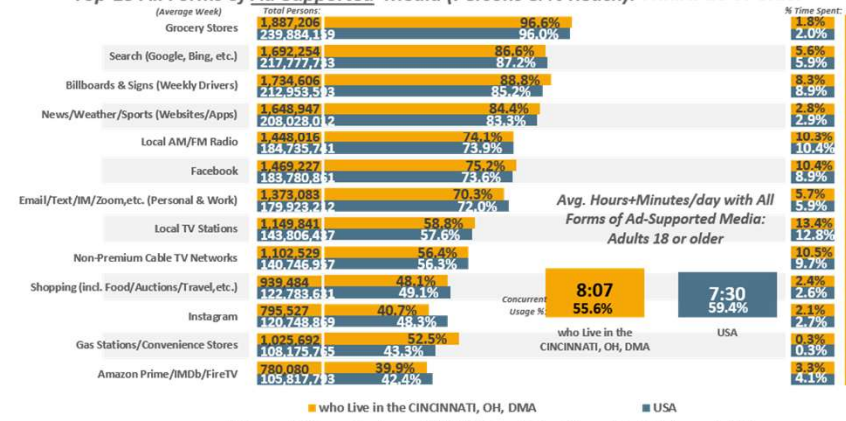
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



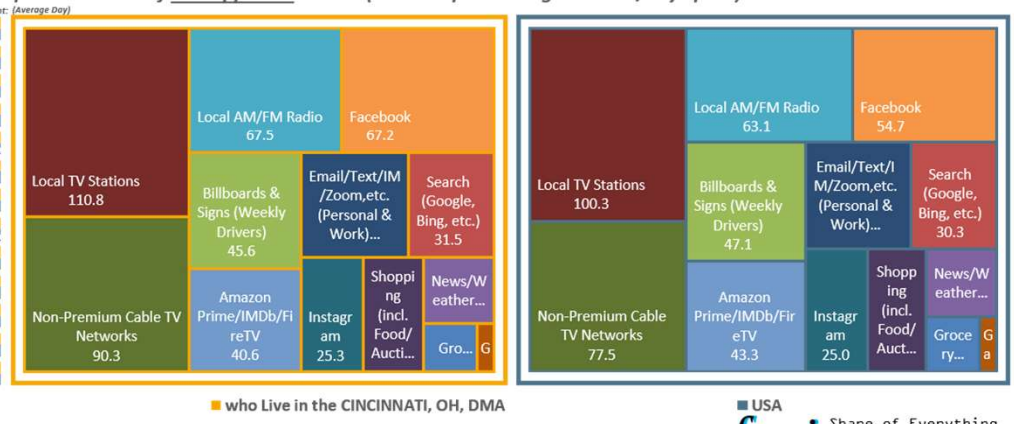
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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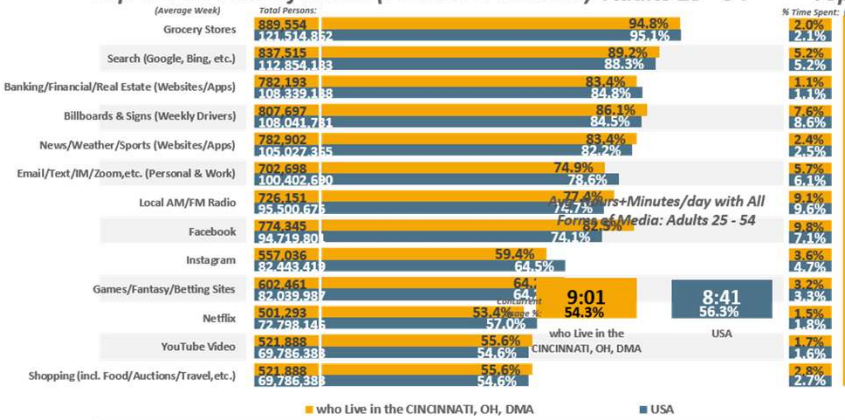
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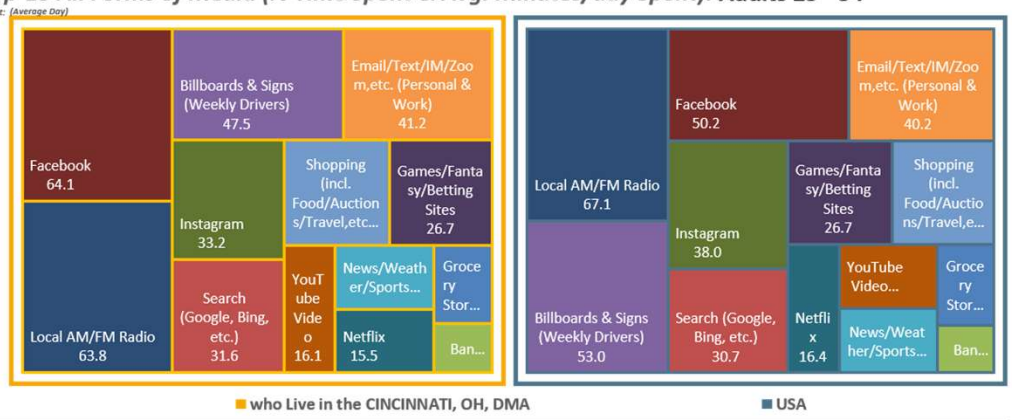
P25-54

Adults 25 - 54 who Live in the CINCINNATI, OH, DMA spend an average of 6 hours and 3 minutes each day with All Forms of Ad-Supported Media. 75.2% listen to Local AM/FM Radio for an avg. of 60. minutes/day. *(Local Radio delivers 12.4% of Time with Ad-Supported Media.)*

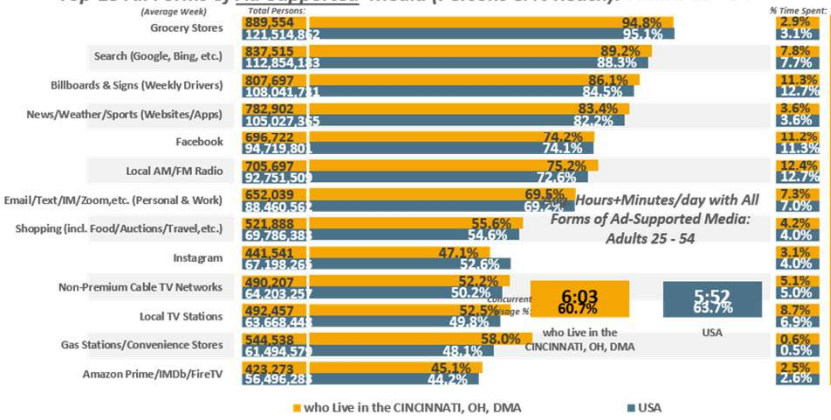
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 54



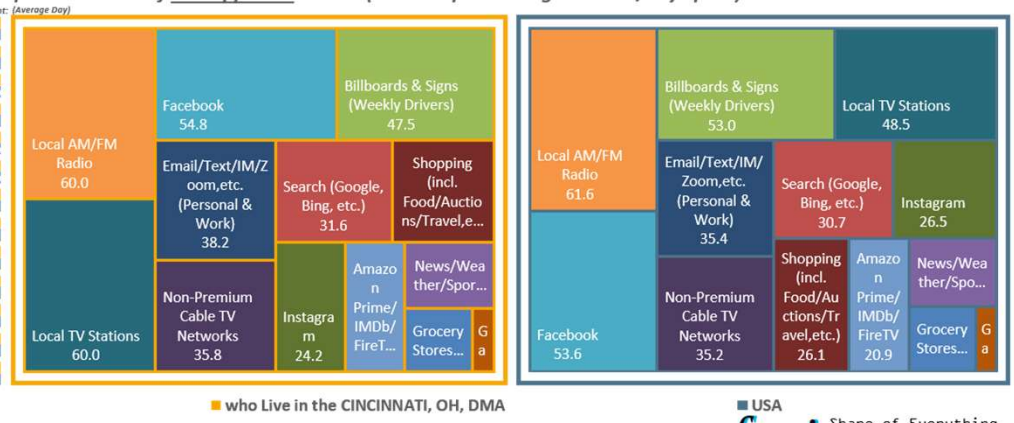
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 25 - 54



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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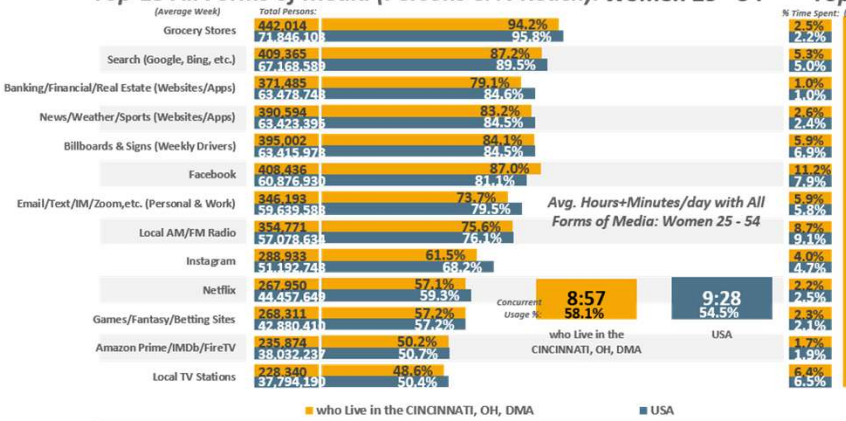
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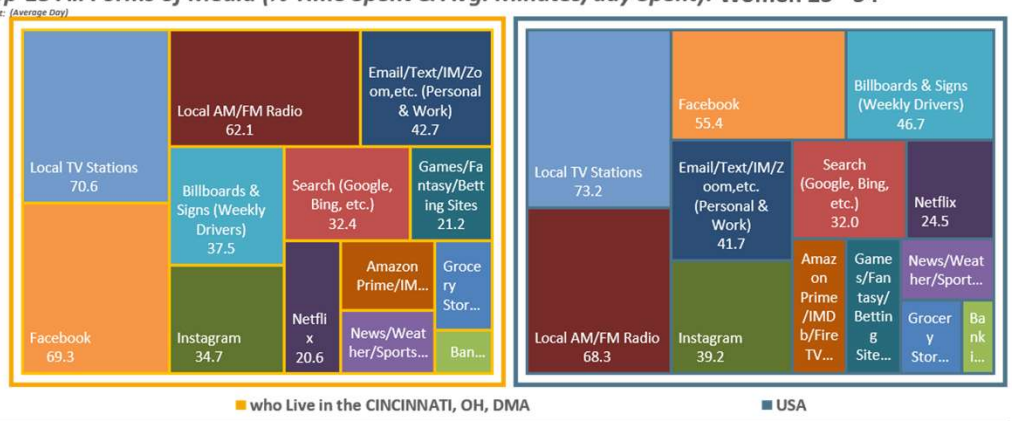


Women 25 - 54 who Live in the CINCINNATI, OH, DMA spend an average of 6 hours and 20 minutes each day with All Forms of Ad-Supported Media. 73.7% listen to Local AM/FM Radio for an avg. of 58.5 minutes/day. *(Local Radio delivers 11.3% of Time with Ad-Supported Media.)*

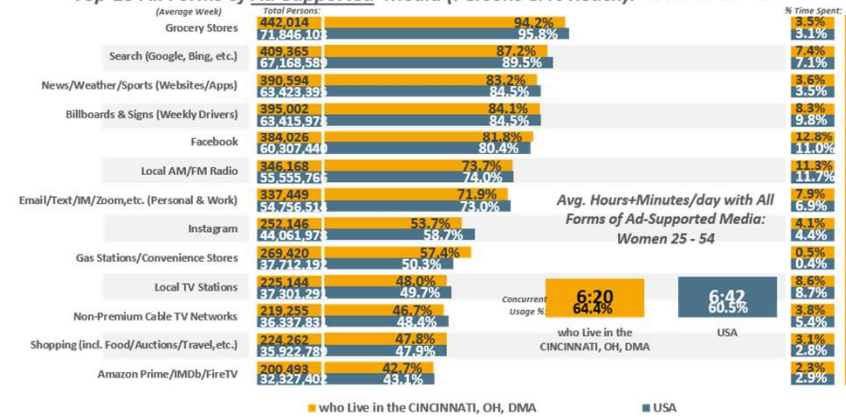
Top-13 All Forms of Media (Persons & % Reach): Women 25 - 54



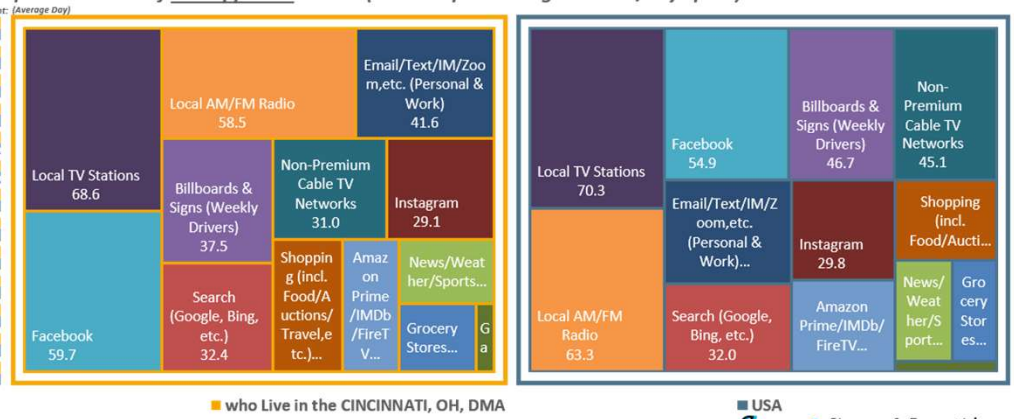
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Women 25 - 54



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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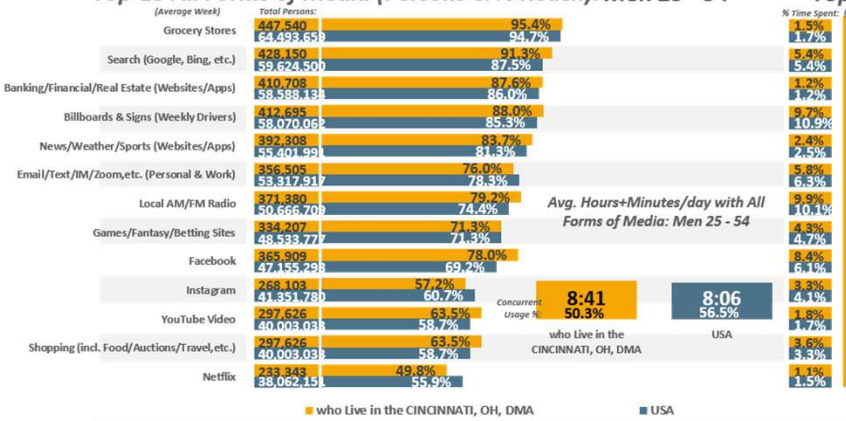
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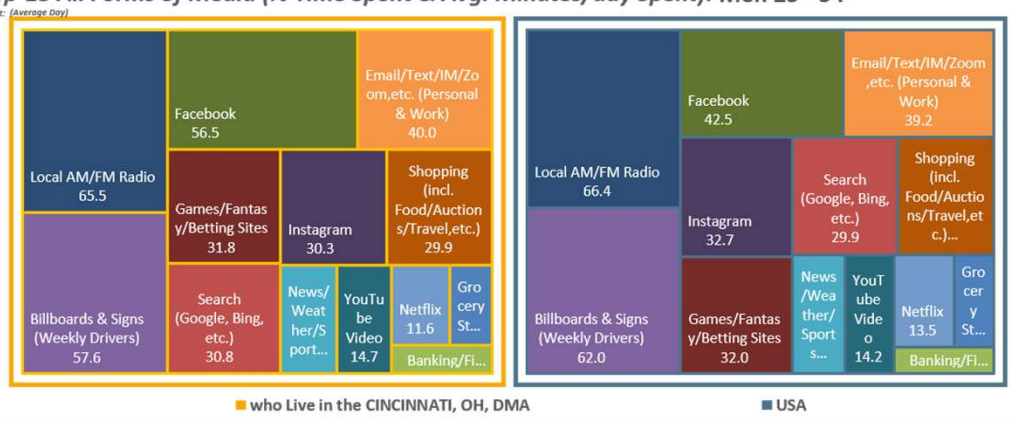


Men 25 - 54 who Live in the CINCINNATI, OH, DMA spend an average of 5 hours and 52 minutes each day with All Forms of Ad-Supported Media. 76.6% listen to Local AM/FM Radio for an avg. of 61.5 minutes/day. *(Local Radio delivers 13.4% of Time with Ad-Supported Media.)*

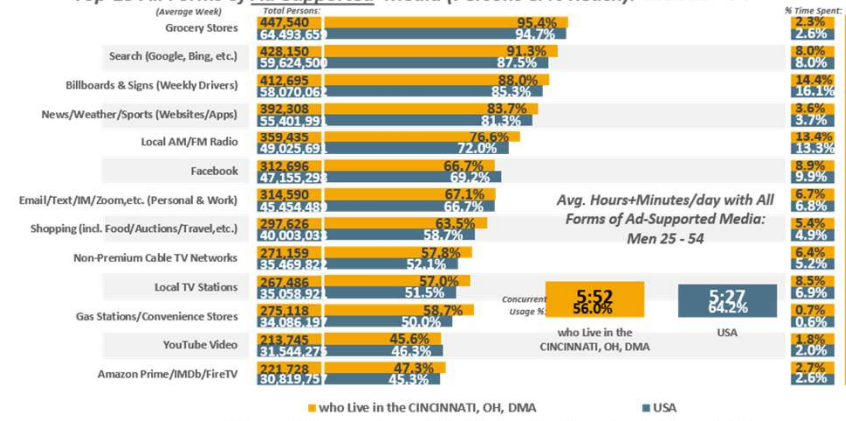
Top-13 All Forms of Media (Persons & % Reach): Men 25 - 54



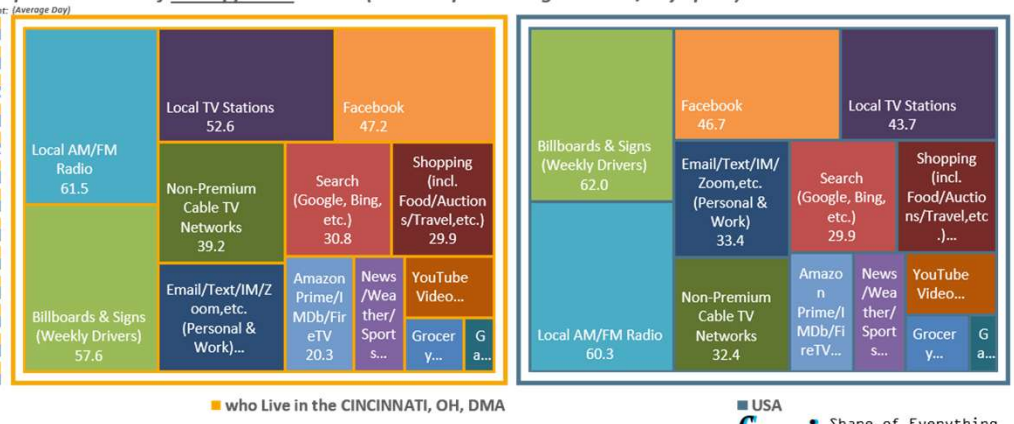
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Men 25 - 54



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



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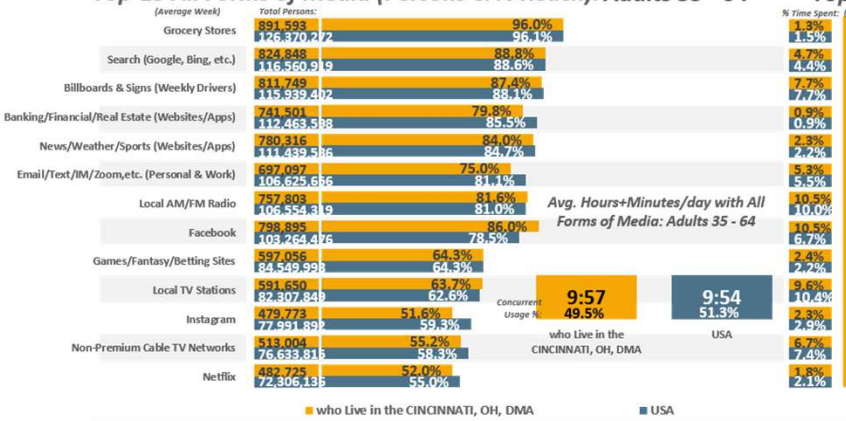
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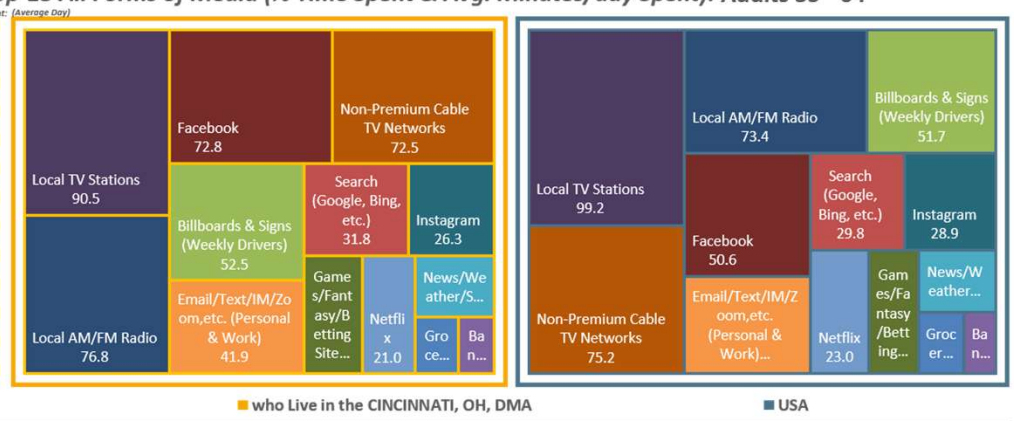
P35-64

Adults 35 - 64 who Live in the CINCINNATI, OH, DMA spend an average of 7 hours and 19 minutes each day with All Forms of Ad-Supported Media. 79.% listen to Local AM/FM Radio for an avg. of 73.2 minutes/day. *(Local Radio delivers 13.2% of Time with Ad-Supported Media.)*

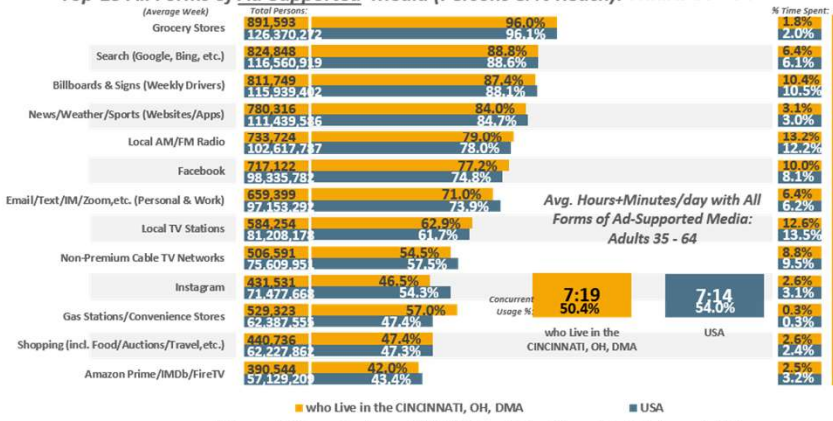
Top-13 All Forms of Media (Persons & % Reach): Adults 35 - 64



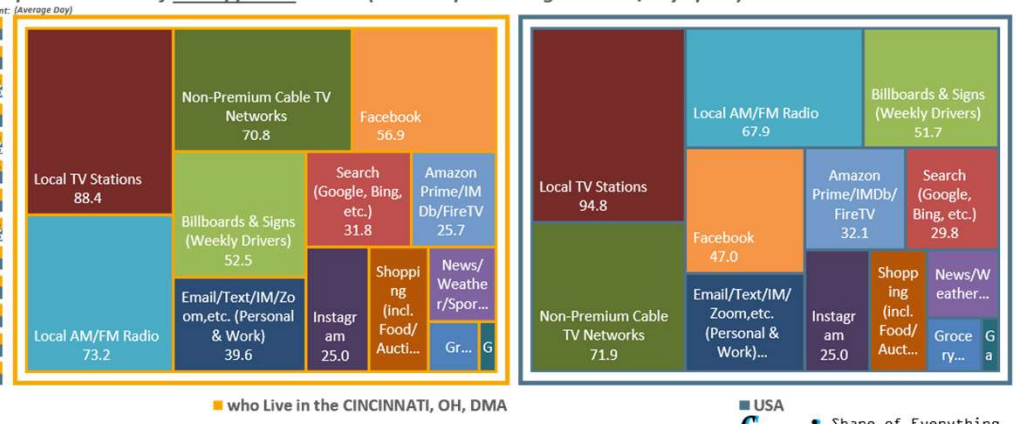
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 35 - 64



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



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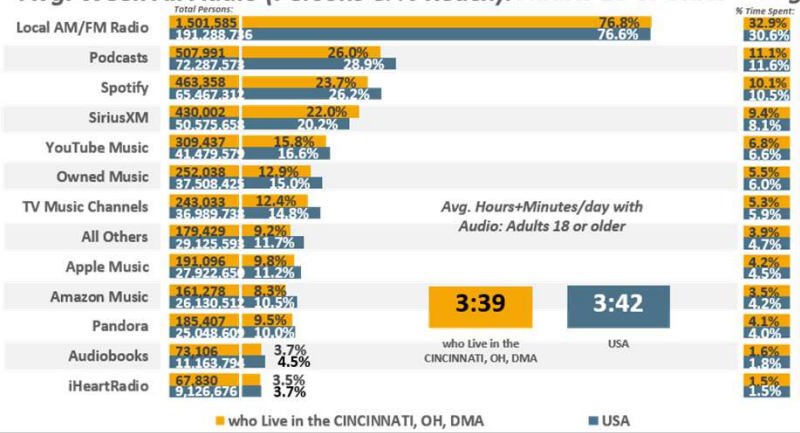
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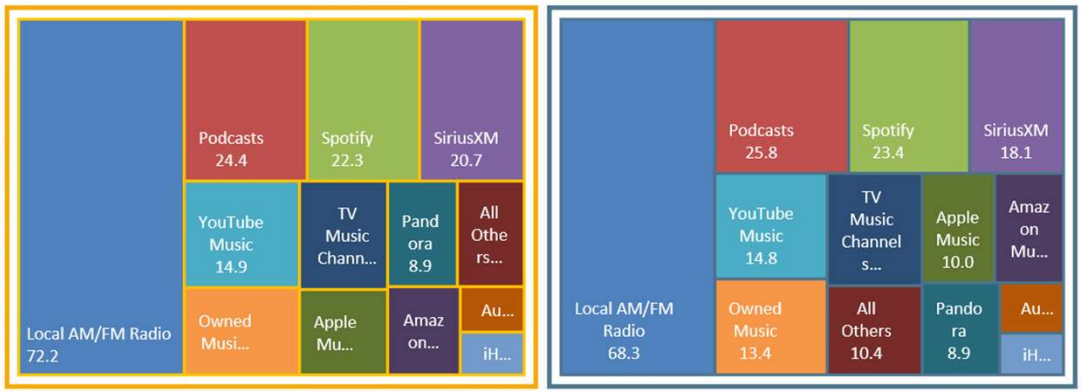
P18+

1,448,016 or 74.1% of Adults 18 or older who Live in the CINCINNATI, OH, DMA listen to Ad-Supported Local AM/FM Radio for an average of 67.5 minutes every day representing 44.3% of all time spent daily with Ad-Supported Audio.

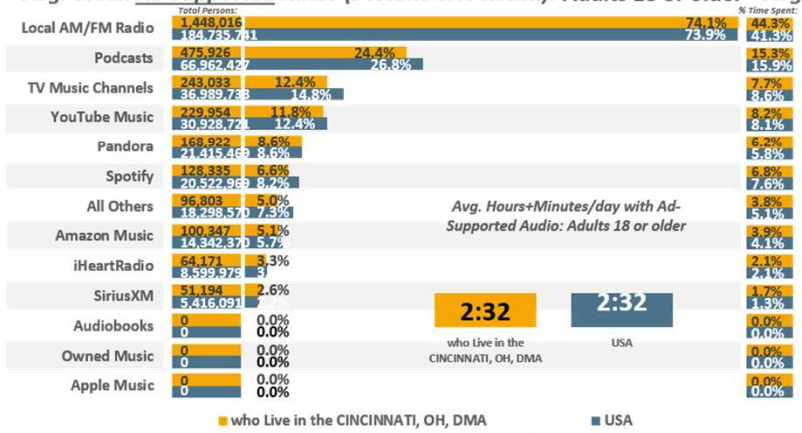
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



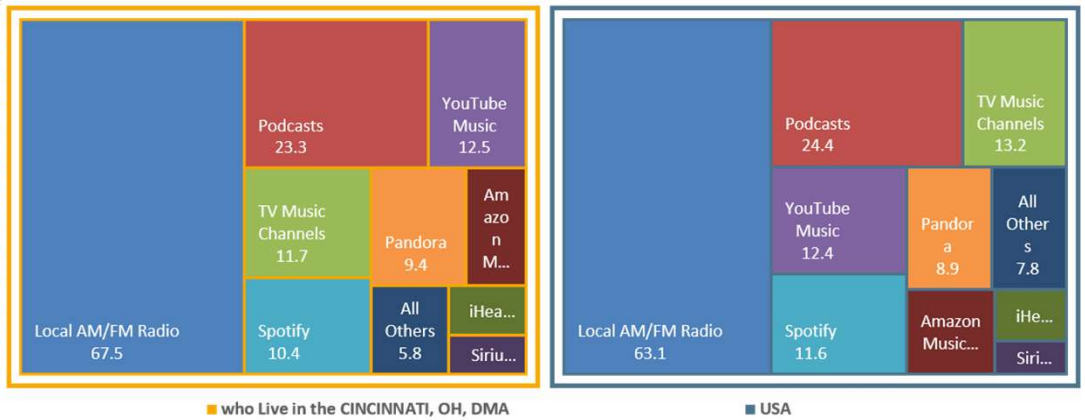
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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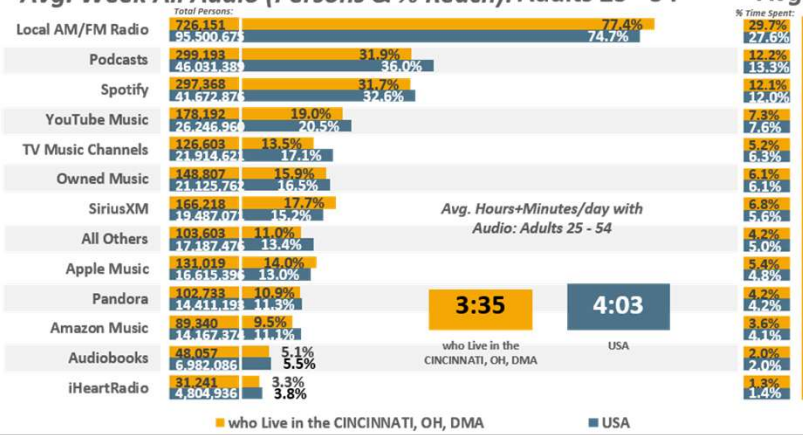
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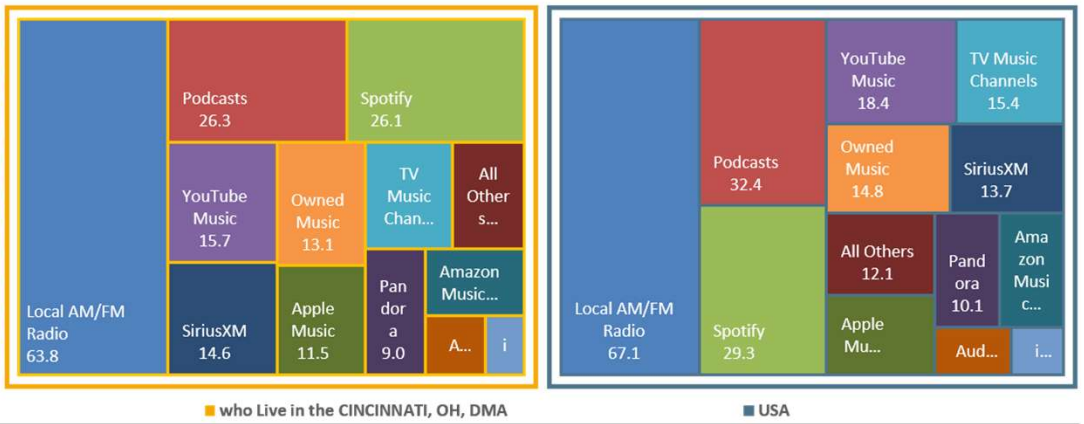


705,697 or 75.2% of Adults 25 - 54 who Live in the CINCINNATI, OH, DMA listen to Ad-Supported Local AM/FM Radio for an average of 60. minutes every day representing 39.8% of all time spent daily with Ad-Supported Audio.

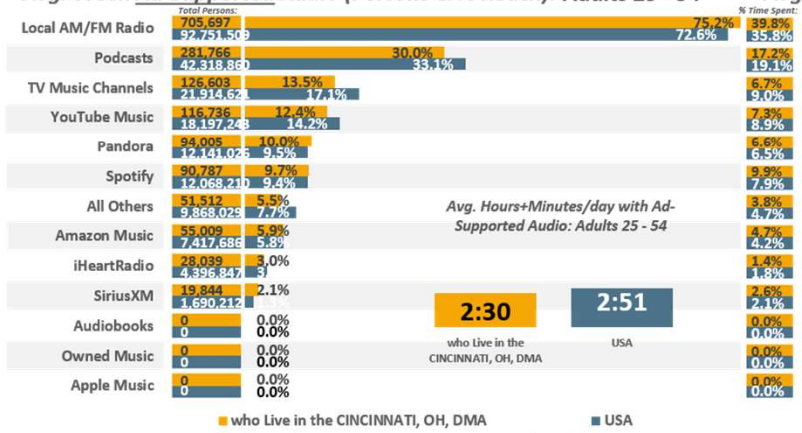
Avg. Week All Audio (Persons & % Reach): Adults 25 - 54



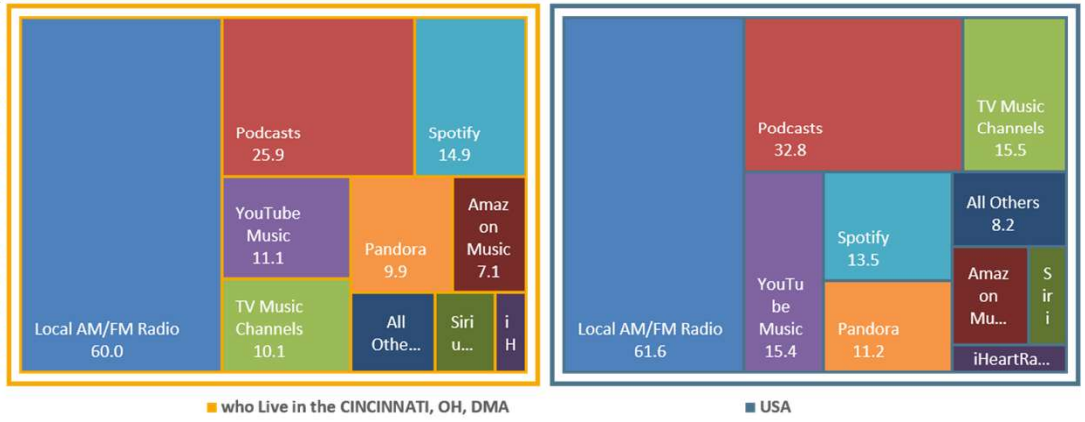
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 25 - 54



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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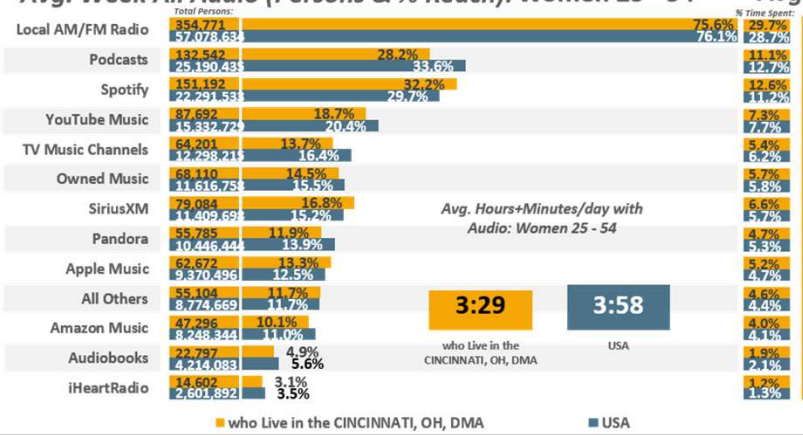
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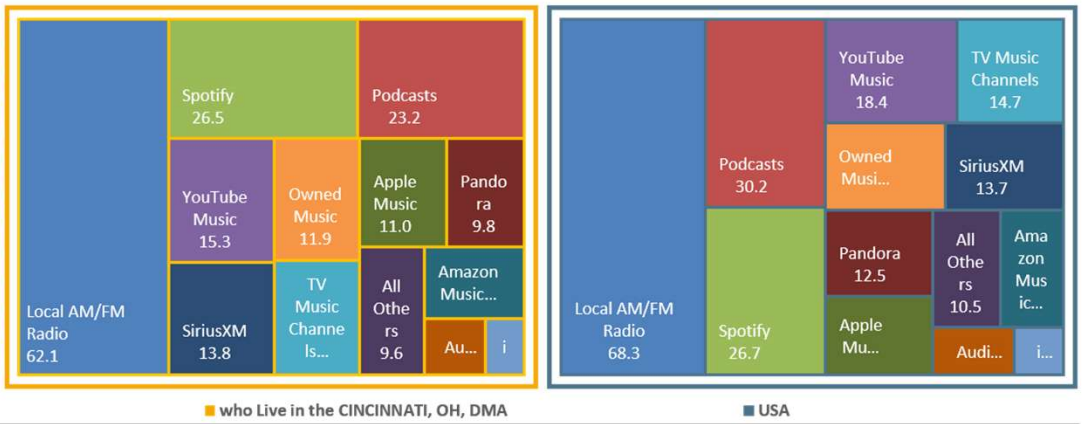


346,168 or 73.7% of Women 25 - 54 who Live in the CINCINNATI, OH, DMA listen to Ad-Supported Local AM/FM Radio for an average of 58.5 minutes every day representing 38.6% of all time spent daily with Ad-Supported Audio.

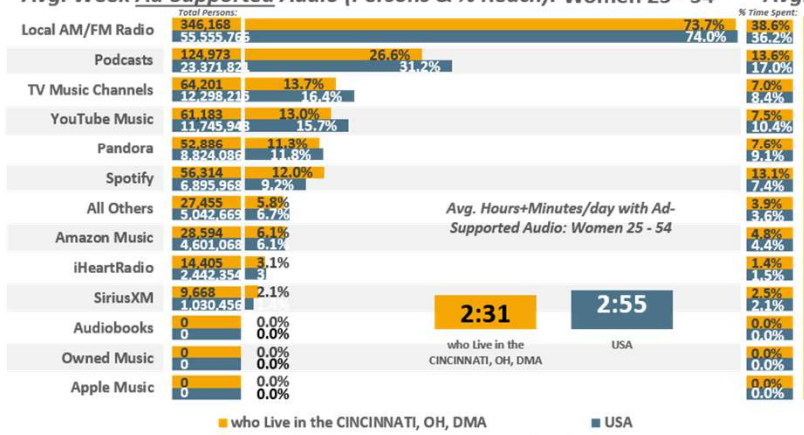
Avg. Week All Audio (Persons & % Reach): Women 25 - 54



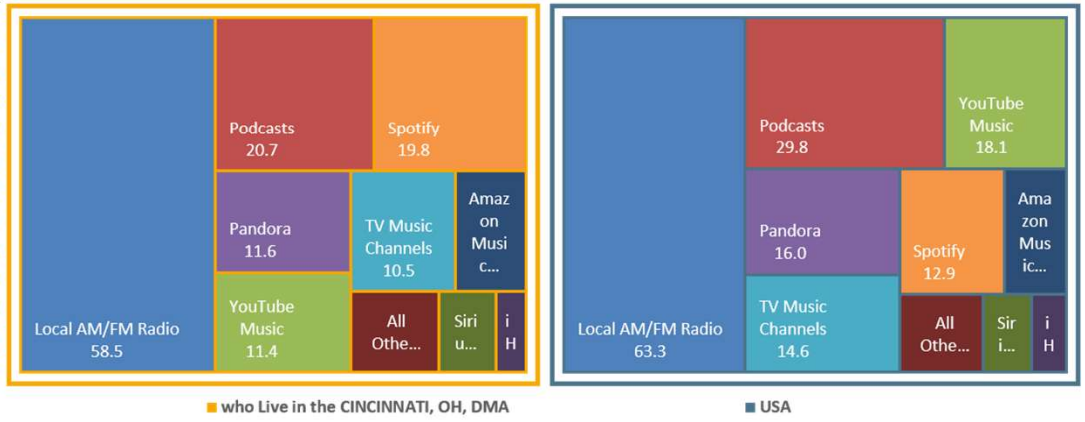
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



Avg. Week Ad-Supported Audio (Persons & % Reach): Women 25 - 54



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



USA DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 1,913

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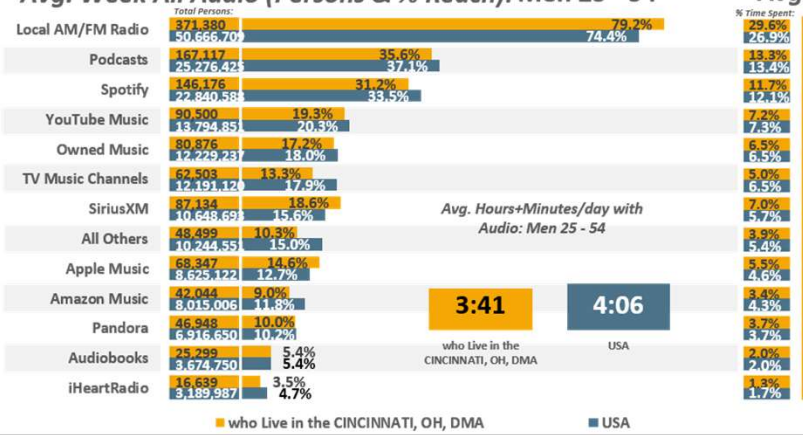
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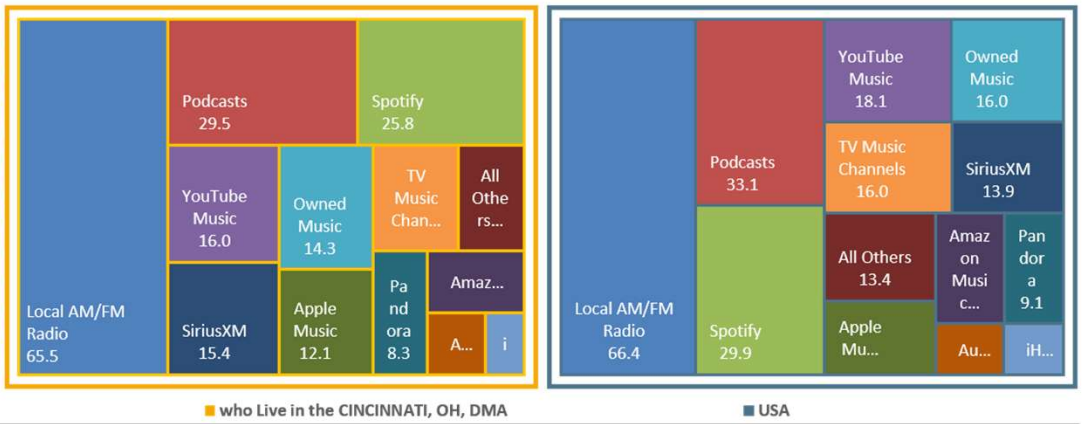
M25-54

359,435 or 76.6% of Men 25 - 54 who Live in the CINCINNATI, OH, DMA listen to Ad-Supported Local AM/FM Radio for an average of 61.5 minutes every day representing 40.8% of all time spent daily with Ad-Supported Audio.

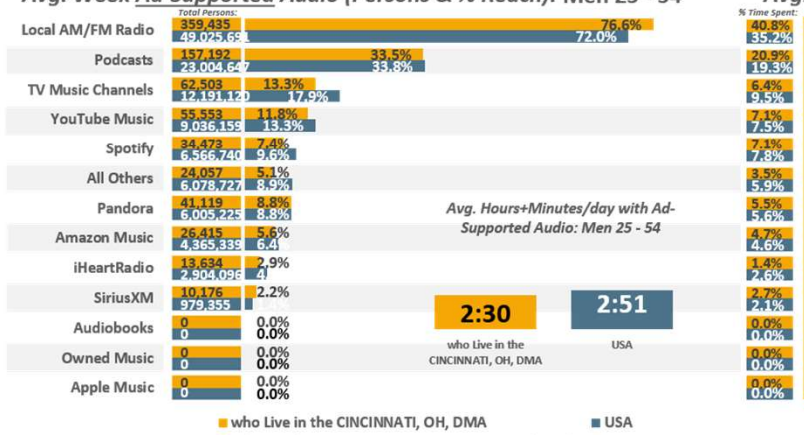
Avg. Week All Audio (Persons & % Reach): Men 25 - 54



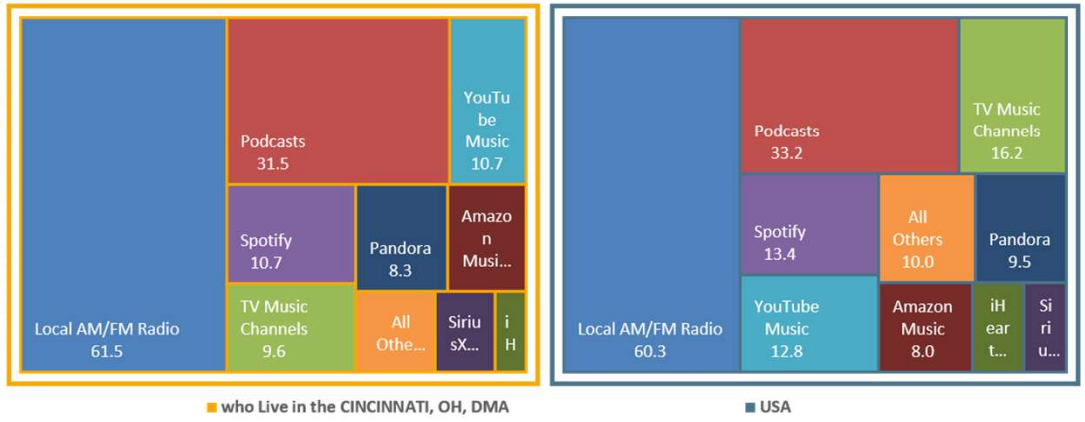
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



Avg. Week Ad-Supported Audio (Persons & % Reach): Men 25 - 54



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



USA DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 1,913

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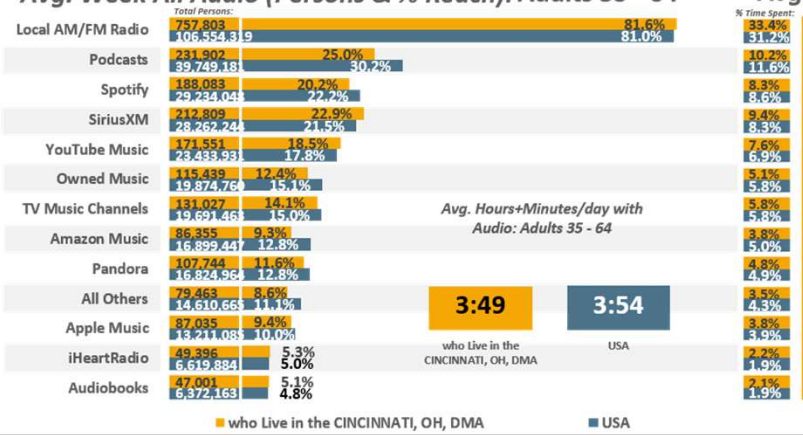
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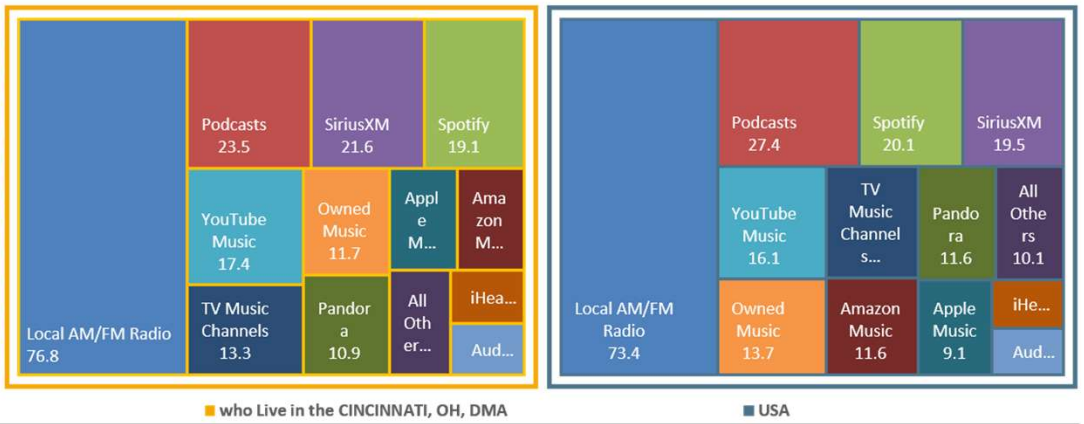
P35-64

733,724 or 79.% of Adults 35 - 64 who Live in the CINCINNATI, OH, DMA listen to Ad-Supported Local AM/FM Radio for an average of 73.2 minutes every day representing 43.9% of all time spent daily with Ad-Supported Audio.

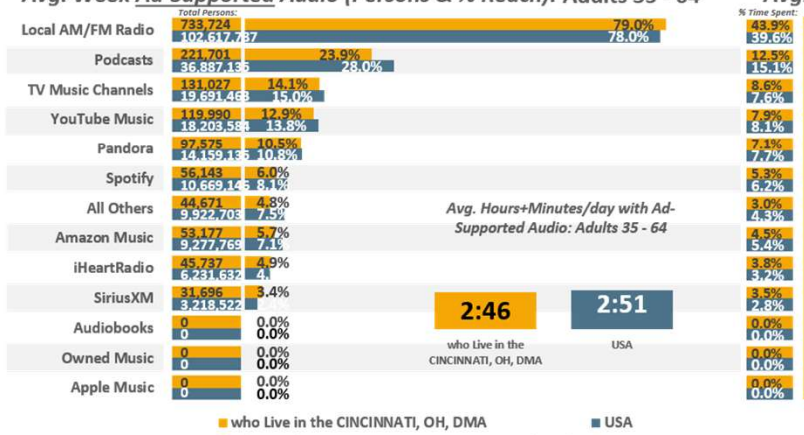
Avg. Week All Audio (Persons & % Reach): Adults 35 - 64



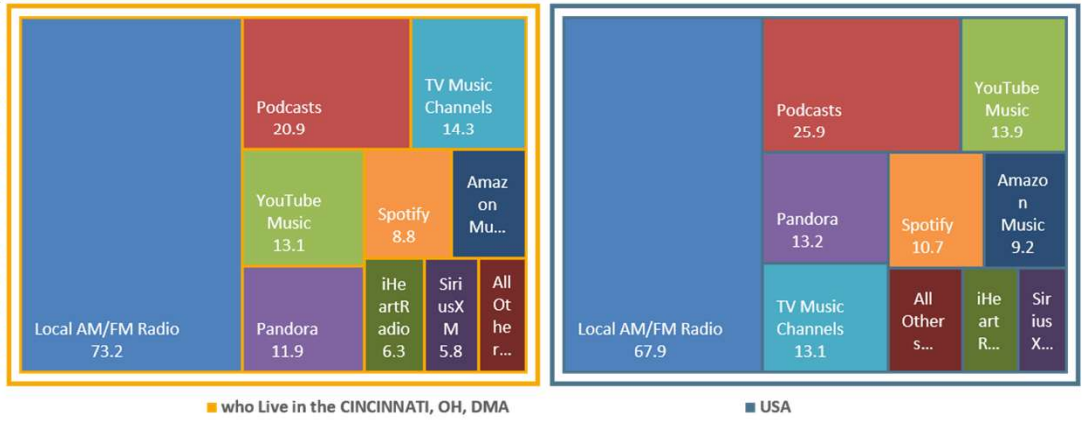
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 35 - 64



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



USA DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 1,913

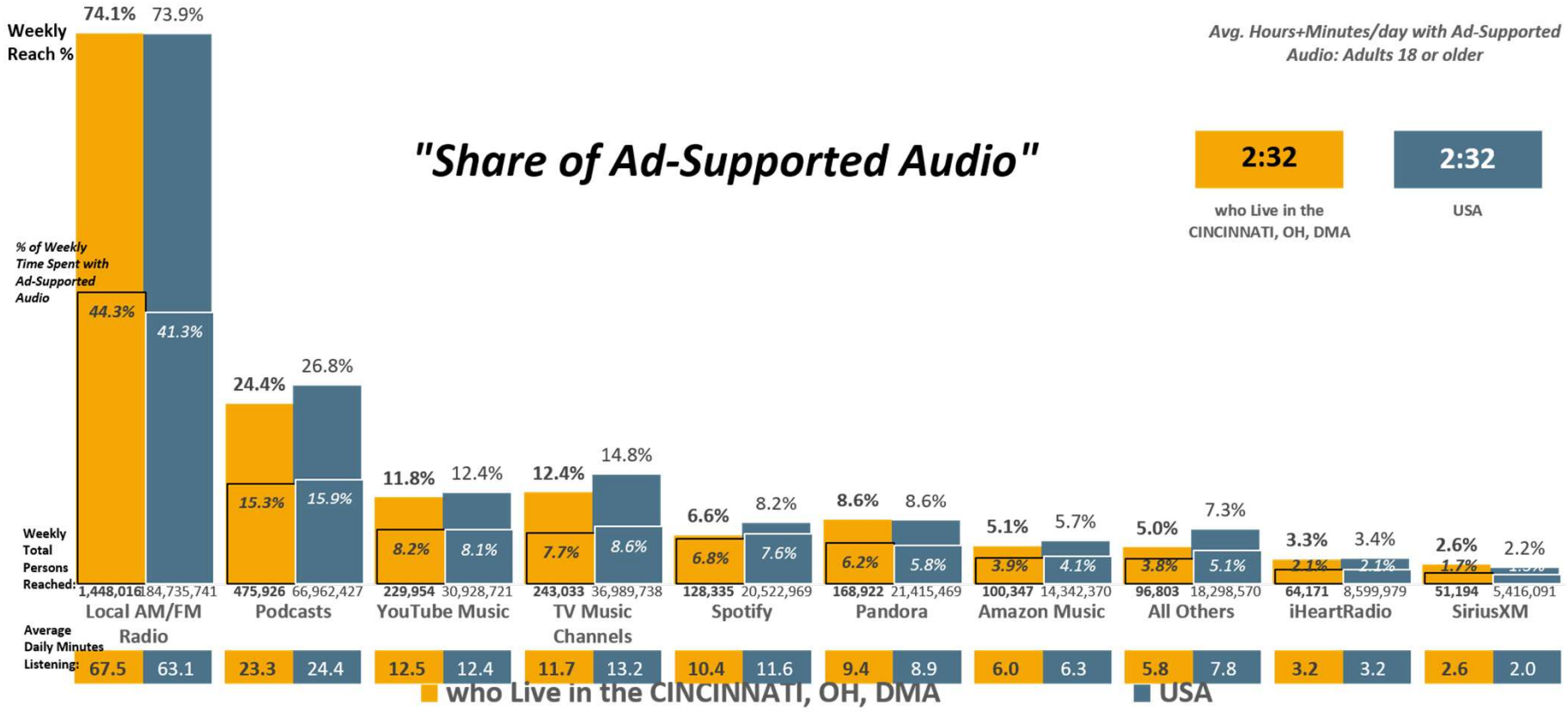
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P18+

1,448,016 or 74.1% of Adults 18 or older who Live in the CINCINNATI, OH, DMA listen to Ad-Supported Local AM/FM Radio for an average of 67.5 minutes every day representing 44.3% of all time spent daily with Ad-Supported Audio.



USA DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 1,913 Scarborough R2 2026: Feb25-Aug26 USA Projection Scarborough R2 2026: Feb25-Aug26 Qual Intab 24,319

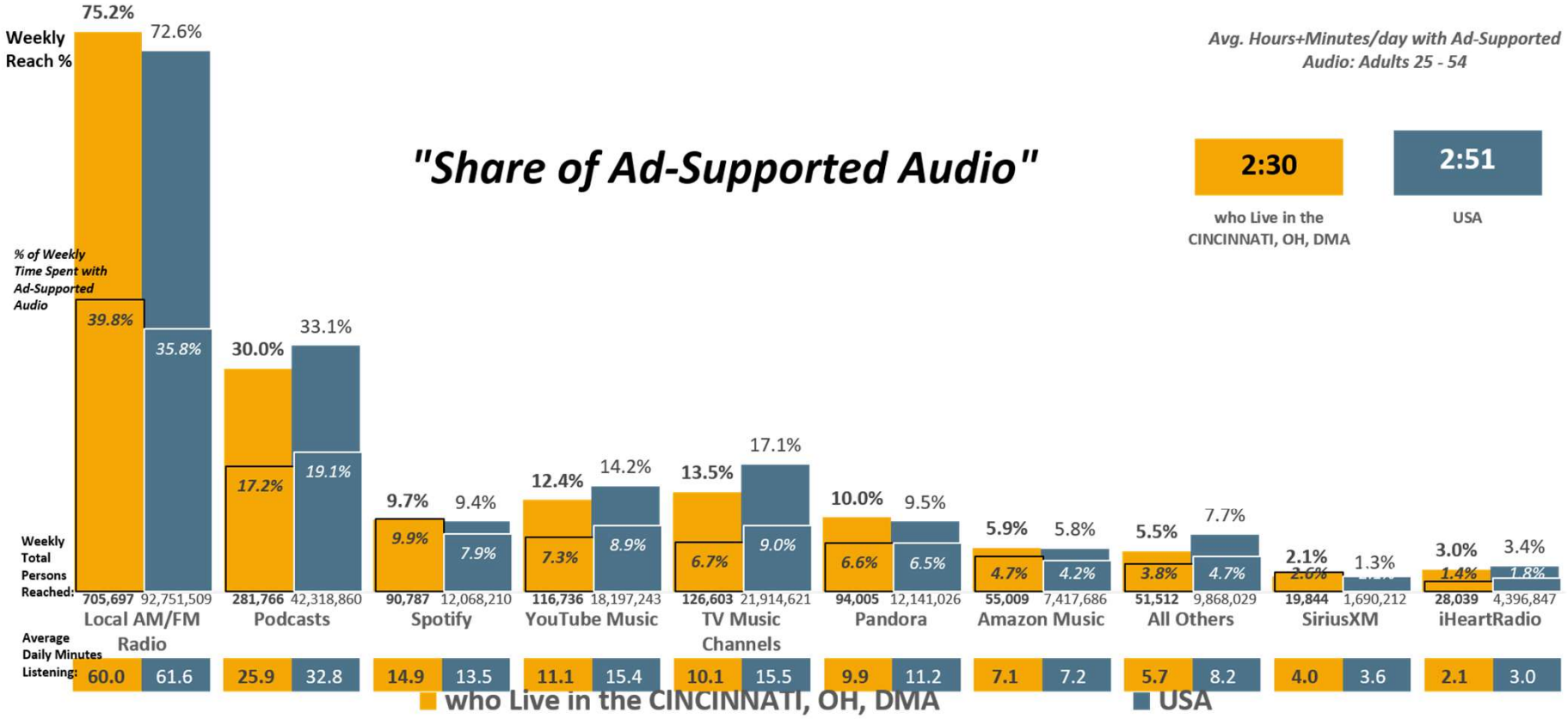
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P25-54

705,697 or 75.2% of Adults 25 - 54 who Live in the CINCINNATI, OH, DMA listen to Ad-Supported Local AM/FM Radio for an average of 60. minutes every day representing 39.8% of all time spent daily with Ad-Supported Audio.



	Local AM/FM Radio	Podcasts	Spotify	YouTube Music	TV Music Channels	Pandora	Amazon Music	All Others	SiriusXM	iHeartRadio
Weekly Reach % (who Live in the CINCINNATI, OH, DMA)	75.2%	30.0%	9.7%	12.4%	13.5%	10.0%	5.9%	5.5%	2.1%	3.0%
Weekly Reach % (USA)	72.6%	33.1%	9.4%	14.2%	17.1%	9.5%	5.8%	7.7%	1.3%	3.4%
% of Weekly Time Spent with Ad-Supported Audio (who Live in the CINCINNATI, OH, DMA)	39.8%	17.2%	9.9%	7.3%	6.7%	6.6%	4.7%	3.8%	2.6%	1.4%
% of Weekly Time Spent with Ad-Supported Audio (USA)	35.8%	19.1%	7.9%	8.9%	9.0%	6.5%	4.2%	4.7%	[illegible]	1.8%
Weekly Total Persons Reached: (who Live in the CINCINNATI, OH, DMA)	705,697	281,766	90,787	116,736	126,603	94,005	55,009	51,512	19,844	28,039
Weekly Total Persons Reached: (USA)	92,751,509	42,318,860	12,068,210	18,197,243	21,914,621	12,141,026	7,417,686	9,868,029	1,690,212	4,396,847
Average Daily Minutes Listening: (who Live in the CINCINNATI, OH, DMA)	60.0	25.9	14.9	11.1	10.1	9.9	7.1	5.7	4.0	2.1
Average Daily Minutes Listening: (USA)	61.6	32.8	13.5	15.4	15.5	11.2	7.2	8.2	3.6	3.0

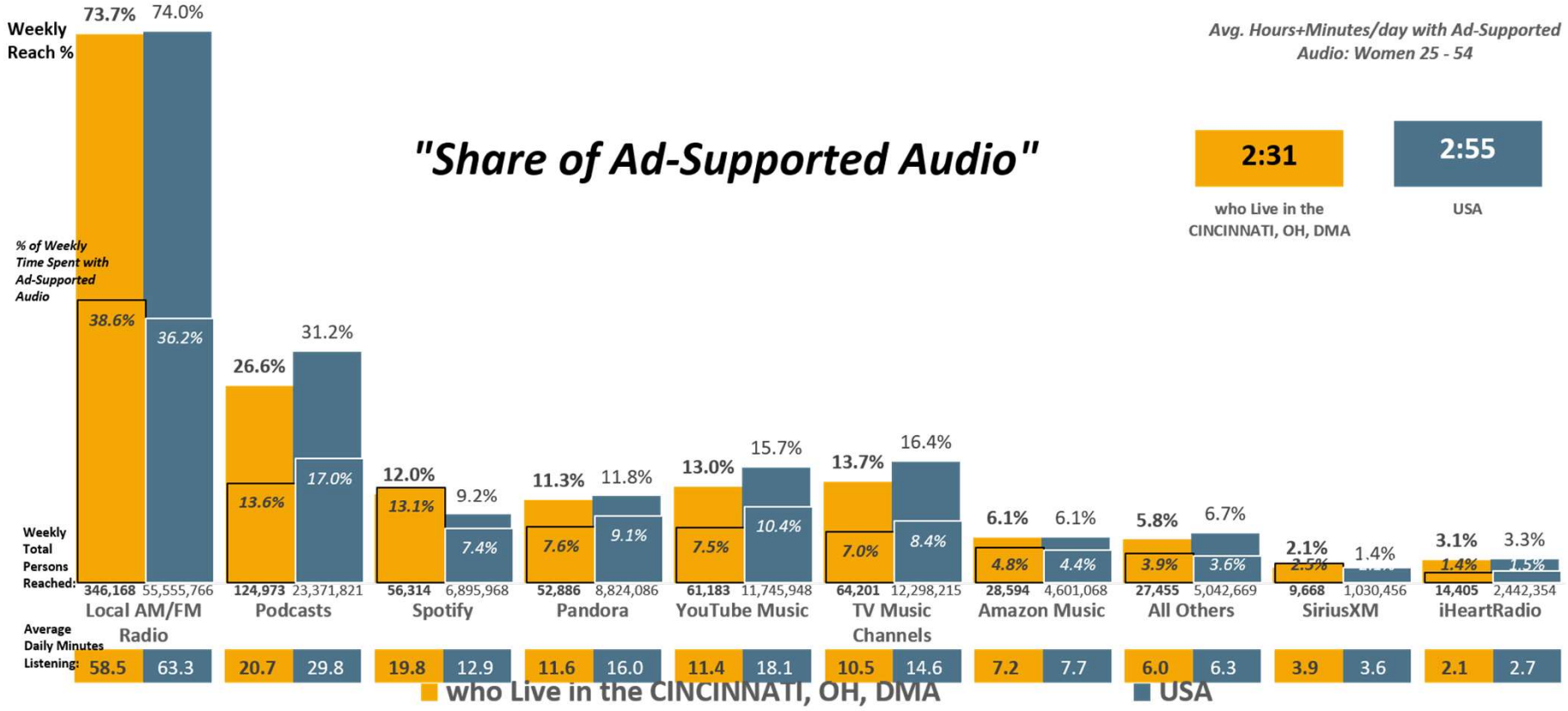
USA DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 1,913 Scarborough R2 2026: Feb25-Aug26 USA Projection Scarborough R2 2026: Feb25-Aug26 Qual Intab 24,319

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346,168 or 73.7% of Women 25 - 54 who Live in the CINCINNATI, OH, DMA listen to Ad-Supported Local AM/FM Radio for an average of 58.5 minutes every day representing 38.6% of all time spent daily with Ad-Supported Audio.



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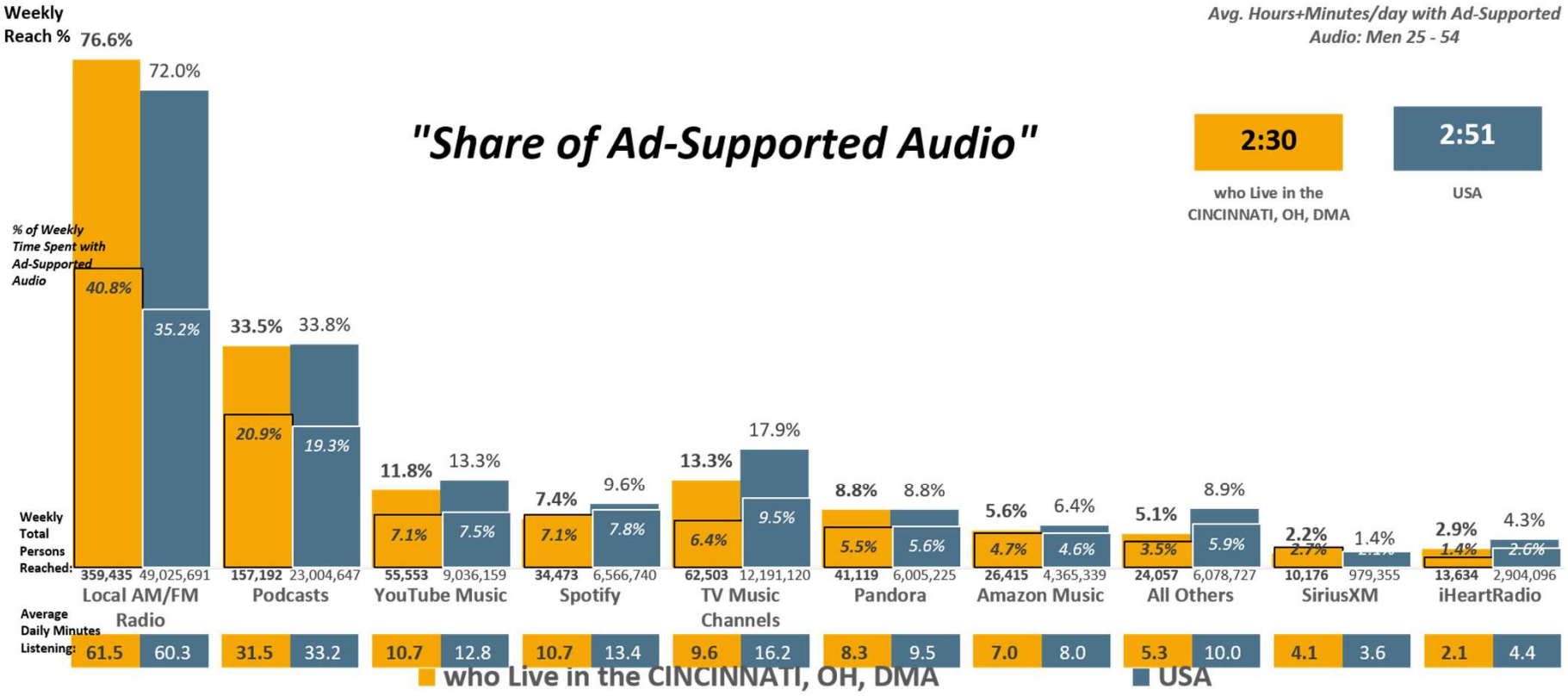
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M25-54

359,435 or 76.6% of Men 25 - 54 who Live in the CINCINNATI, OH, DMA listen to Ad-Supported Local AM/FM Radio for an average of 61.5 minutes every day representing 40.8% of all time spent daily with Ad-Supported Audio.



	Local AM/FM Radio	Podcasts	YouTube Music	Spotify	TV Music Channels	Pandora	Amazon Music	All Others	SiriusXM	iHeartRadio
Weekly Reach % (who Live in the CINCINNATI, OH, DMA)	76.6%	33.5%	11.8%	7.4%	13.3%	8.8%	5.6%	5.1%	2.2%	2.9%
Weekly Reach % (USA)	72.0%	33.8%	13.3%	9.6%	17.9%	8.8%	6.4%	8.9%	1.4%	4.3%
% of Weekly Time Spent with Ad-Supported Audio (who Live in the CINCINNATI, OH, DMA)	40.8%	20.9%	7.1%	7.1%	6.4%	5.5%	4.7%	3.5%	2.7%	1.4%
% of Weekly Time Spent with Ad-Supported Audio (USA)	35.2%	19.3%	7.5%	7.8%	9.5%	5.6%	4.6%	5.9%	2.1%	2.6%
Weekly Total Persons Reached (who Live in the CINCINNATI, OH, DMA)	359,435	157,192	55,553	34,473	62,503	41,119	26,415	24,057	10,176	13,634
Weekly Total Persons Reached (USA)	49,025,691	23,004,647	9,036,159	6,566,740	12,191,120	6,005,225	4,365,339	6,078,727	979,355	2,904,096
Average Daily Minutes Listening (who Live in the CINCINNATI, OH, DMA)	61.5	31.5	10.7	10.7	9.6	8.3	7.0	5.3	4.1	2.1
Average Daily Minutes Listening (USA)	60.3	33.2	12.8	13.4	16.2	9.5	8.0	10.0	3.6	4.4

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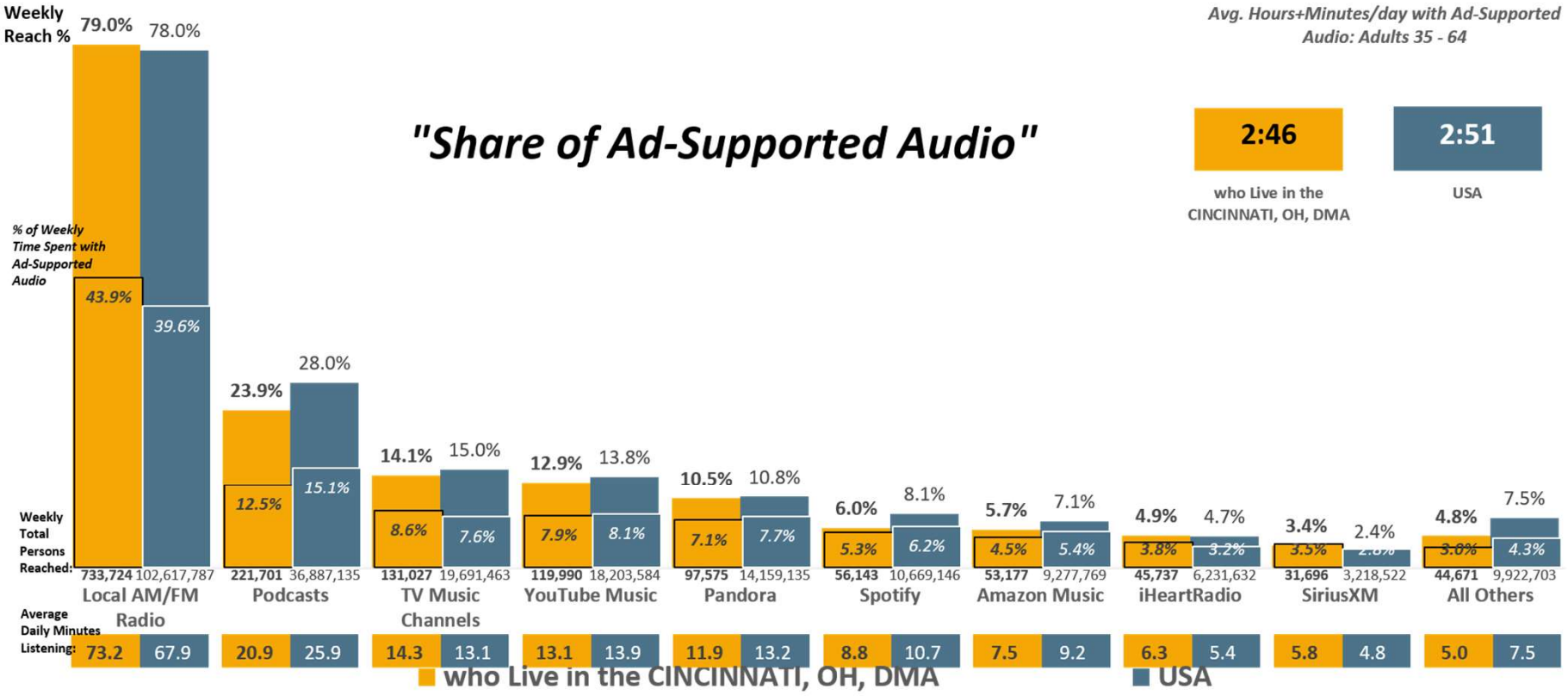
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P35-64

733,724 or 79.% of Adults 35 - 64 who Live in the CINCINNATI, OH, DMA listen to Ad-Supported Local AM/FM Radio for an average of 73.2 minutes every day representing 43.9% of all time spent daily with Ad-Supported Audio.



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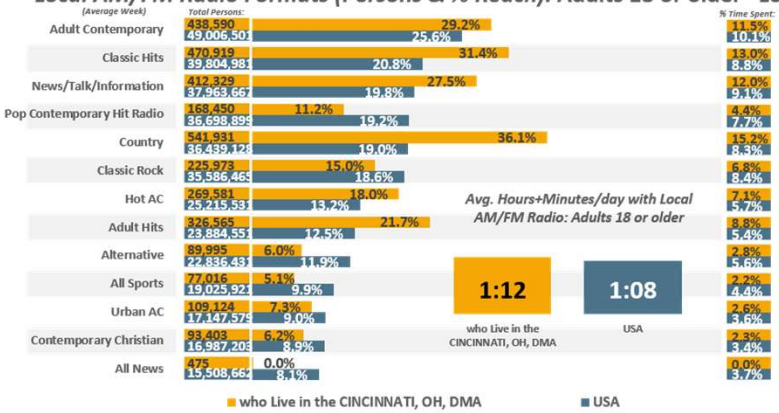
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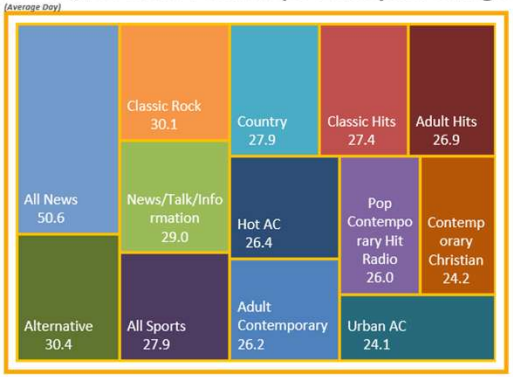
P18+

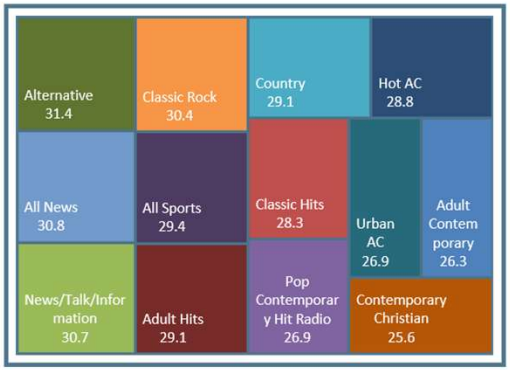
1,448,016 or 74.1% of Adults 18 or older who Live in the CINCINNATI, OH, DMA listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, Classic Hits, Adult Contemporary, Adult Hits, and News/Talk/Information.

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

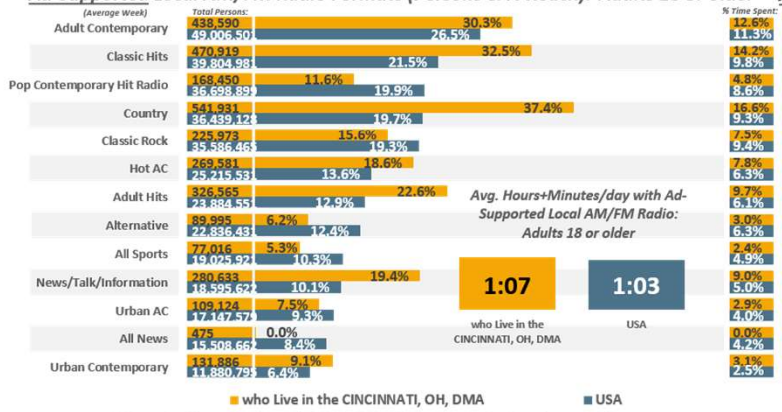


Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

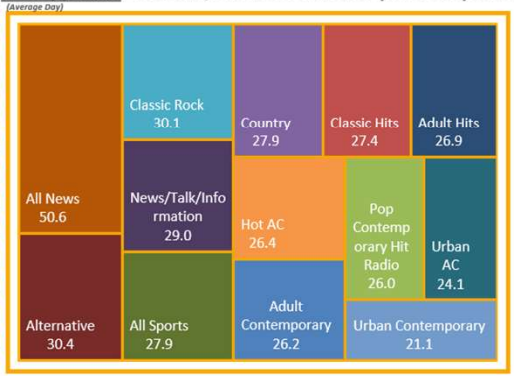


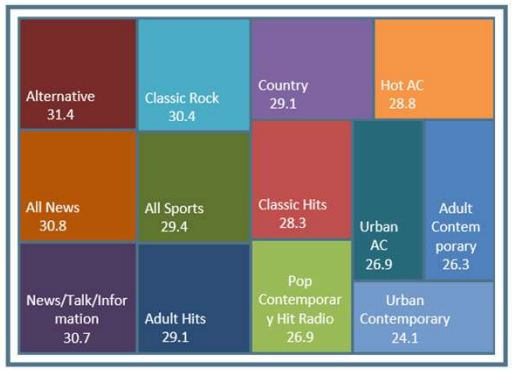


Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



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





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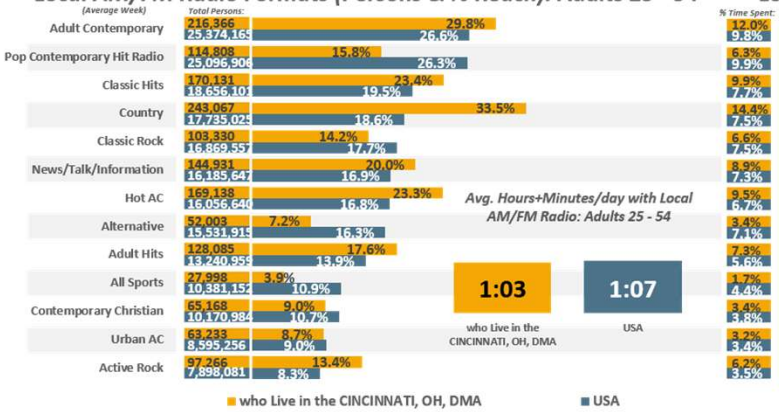
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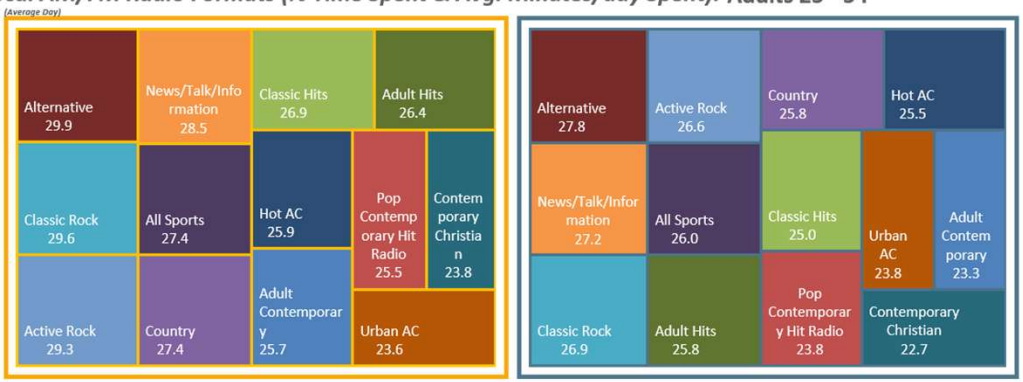


705,697 or 75.2% of Adults 25 - 54 who Live in the CINCINNATI, OH, DMA listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, Adult Contemporary, Classic Hits, Hot AC, and Adult Hits.

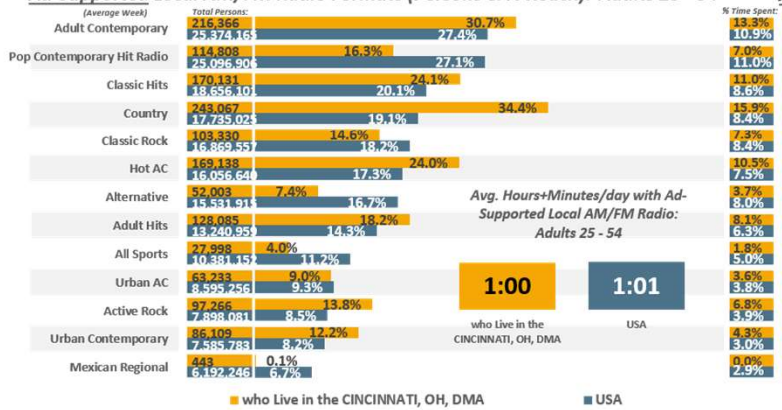
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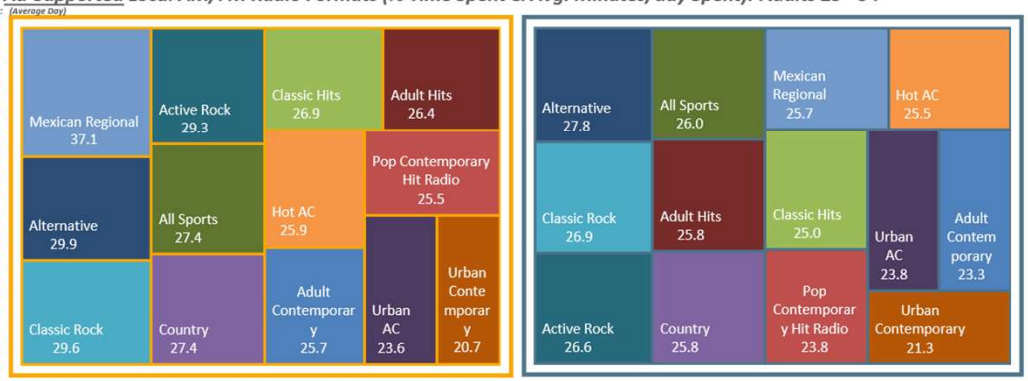
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 54



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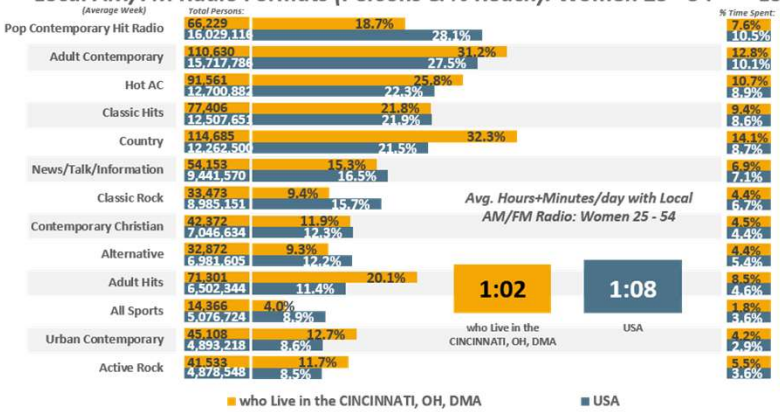
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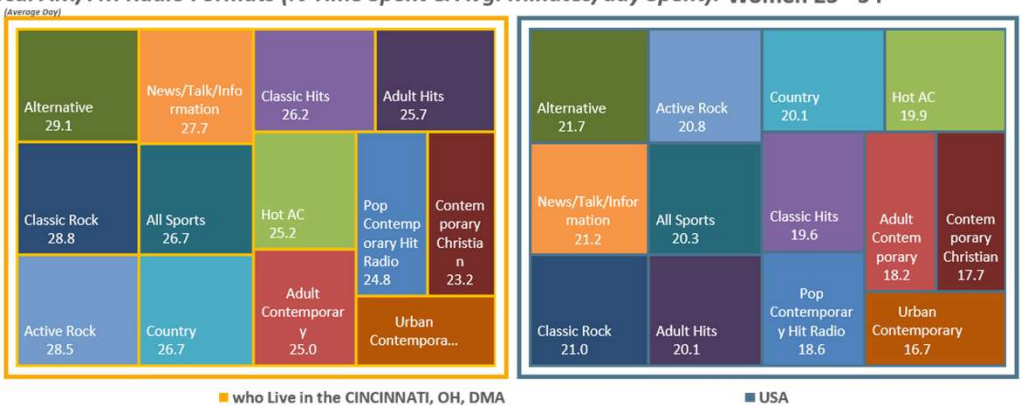


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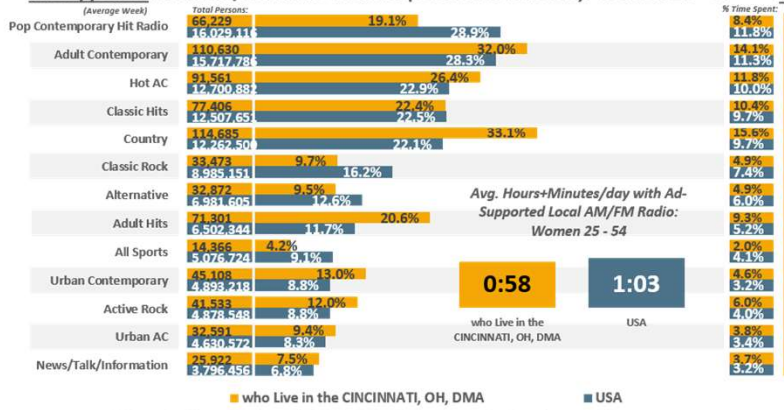
Local AM/FM Radio Formats (Persons & % Reach): Women 25 - 54



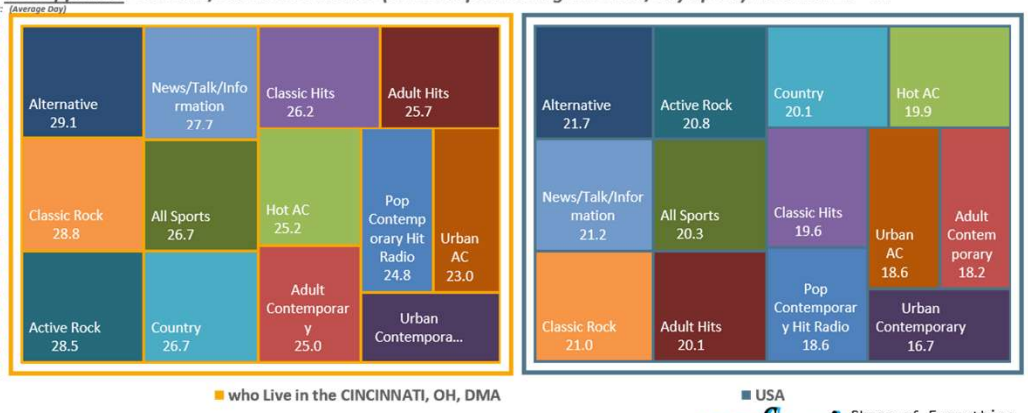
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Women 25 - 54



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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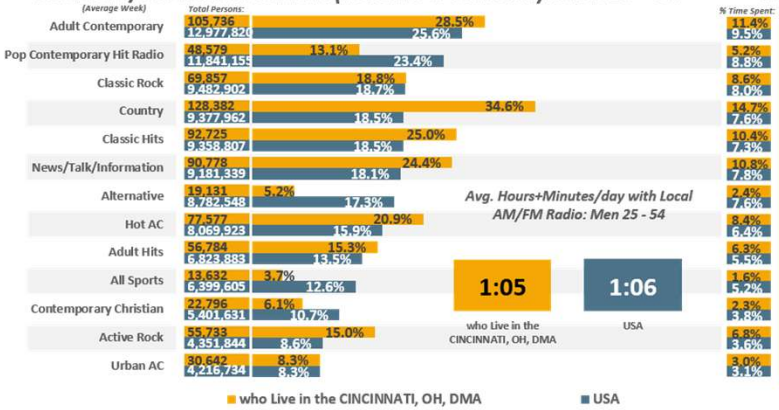
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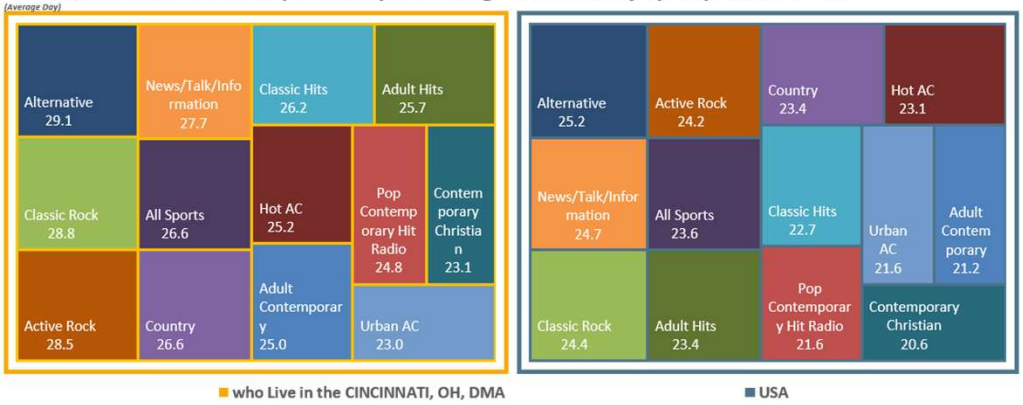


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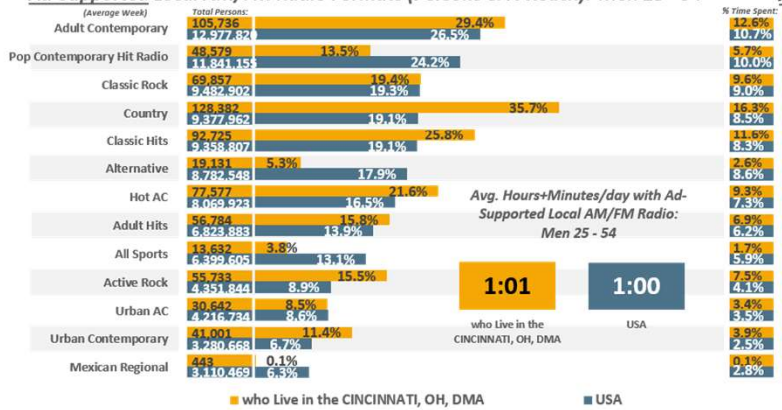
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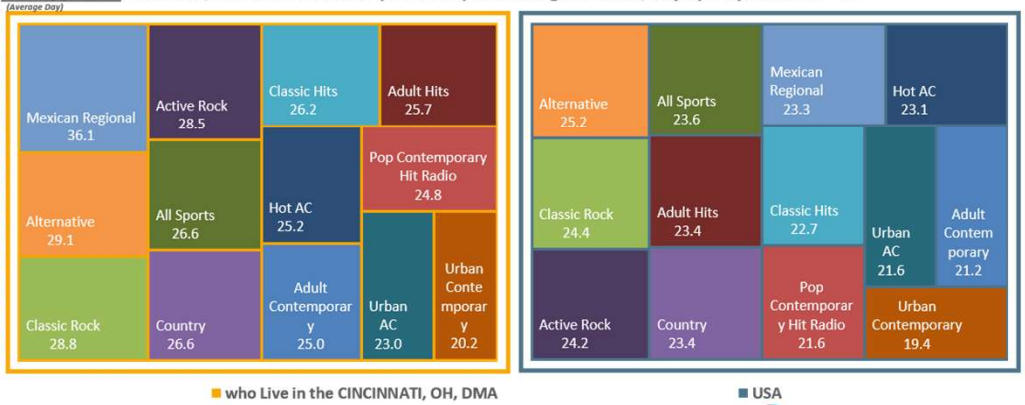
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Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Men 25 - 54



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



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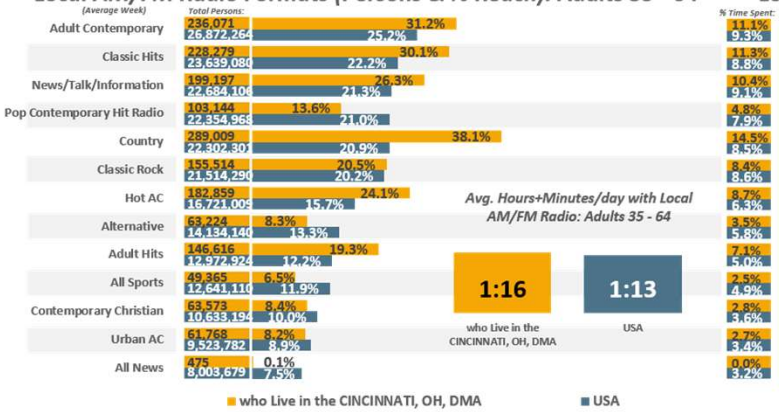
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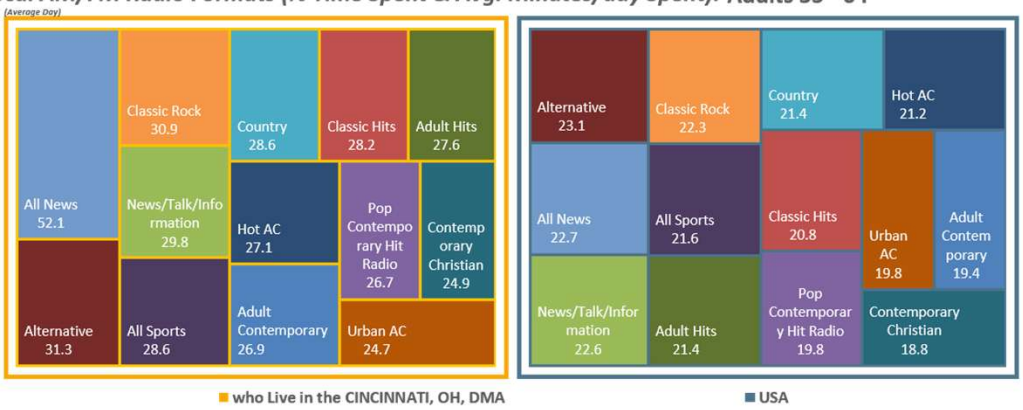


733,724 or 79.% of Adults 35 - 64 who Live in the CINCINNATI, OH, DMA listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, Adult Contemporary, Classic Hits, Hot AC, and Classic Rock.

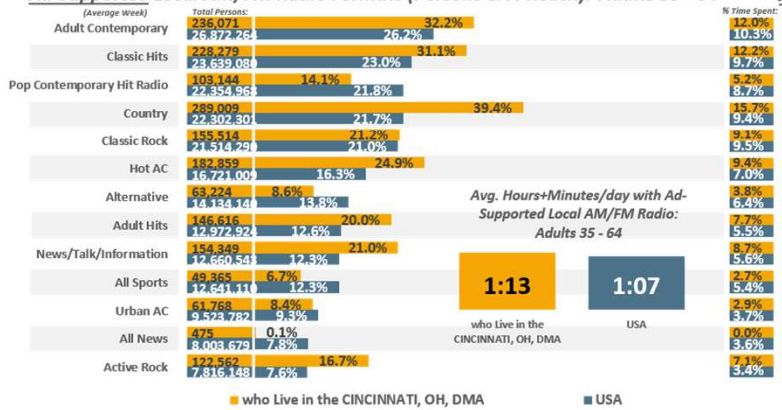
Local AM/FM Radio Formats (Persons & % Reach): Adults 35 - 64



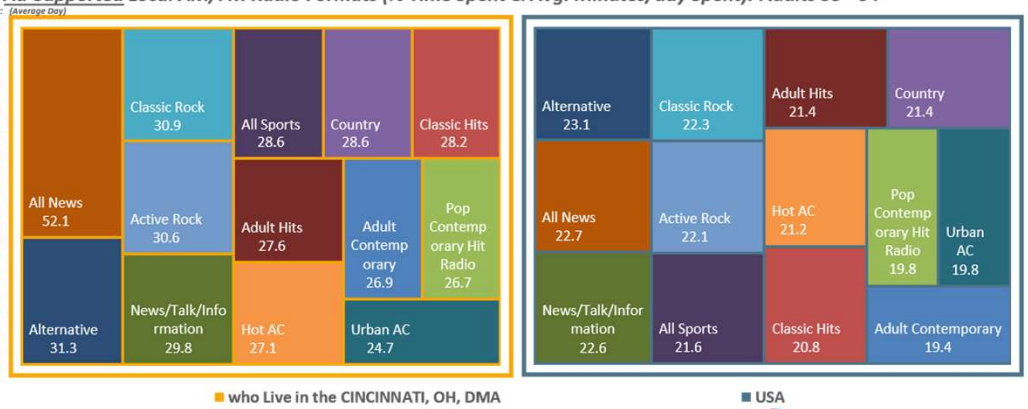
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 35 - 64



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



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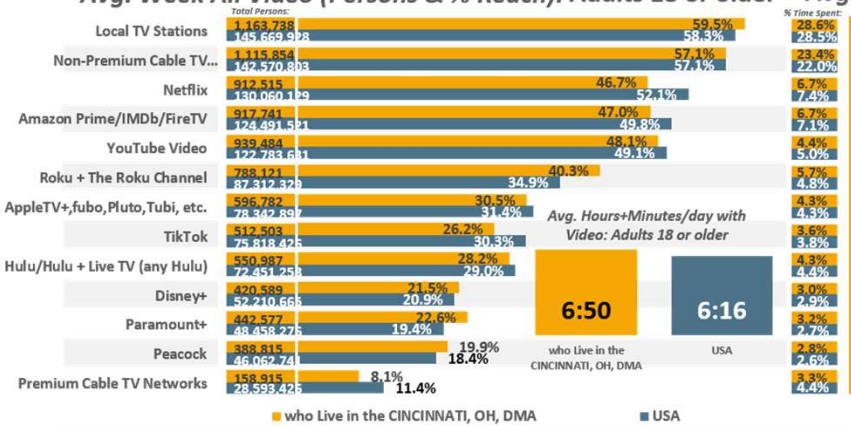
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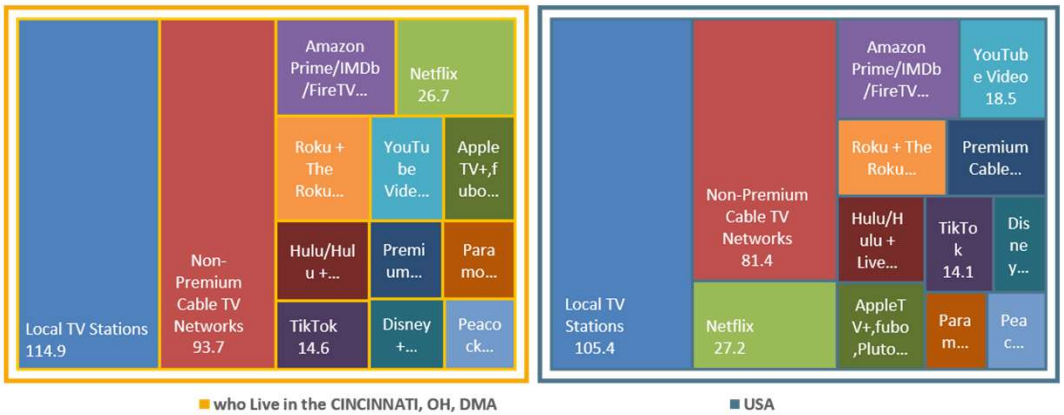
P18+

1,149,841 or 58.8% of Adults 18 or older who Live in the CINCINNATI, OH, DMA watch Ad-Supported Local TV Stations for an average of 110.8 minutes every day representing 33.3% of all time spent daily with Ad-Supported Video.

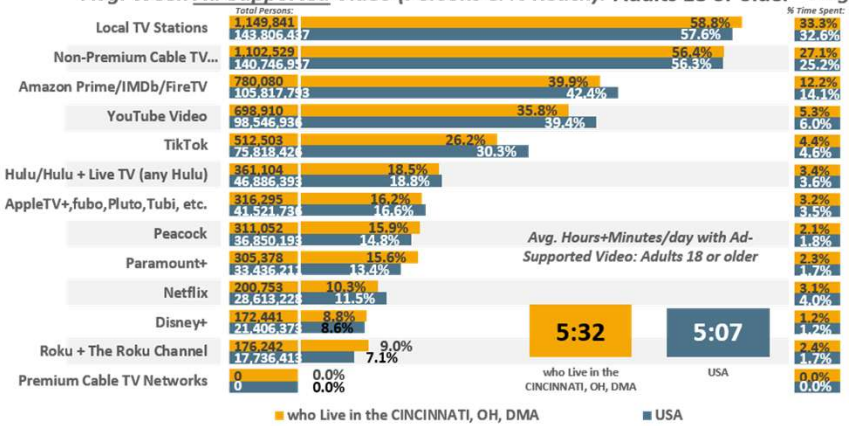
Avg. Week All Video (Persons & % Reach): Adults 18 or older



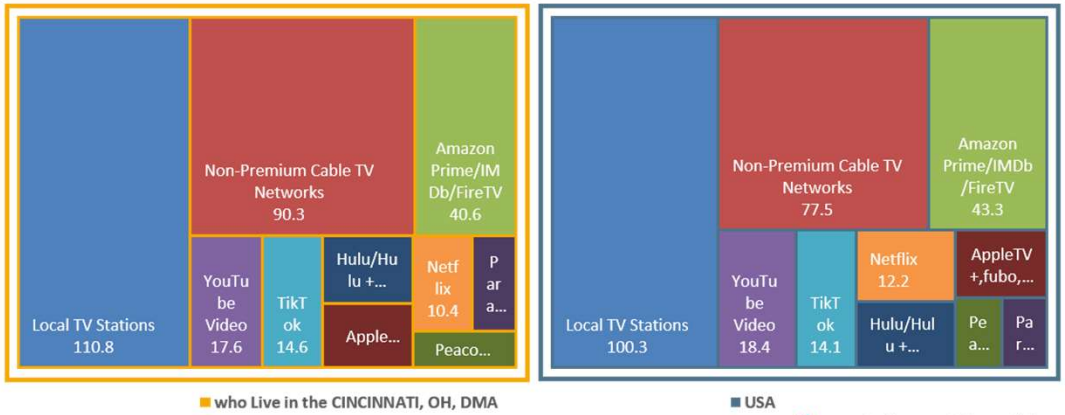
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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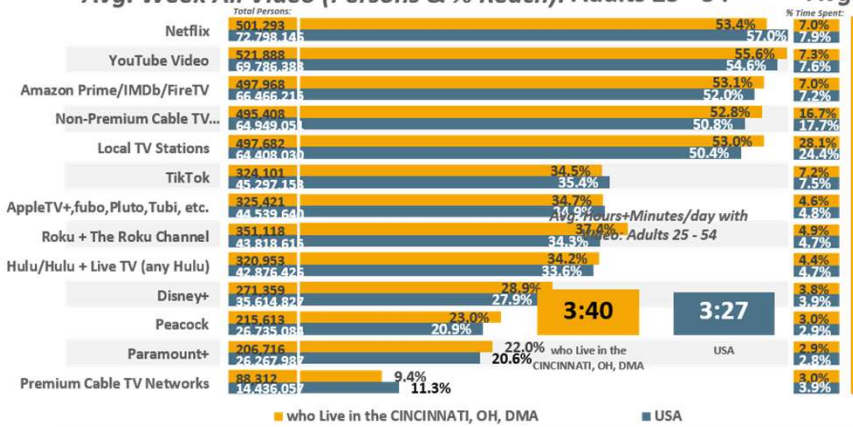
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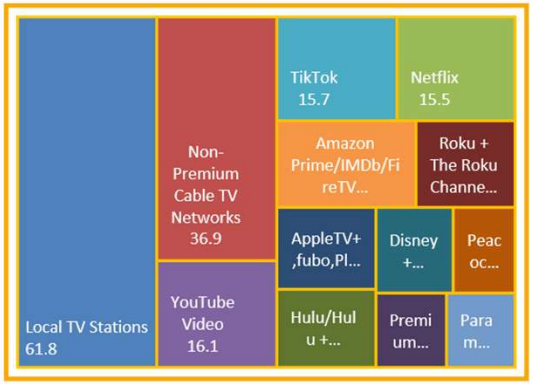
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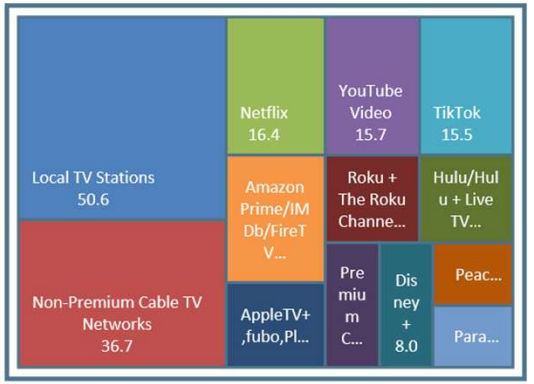
492,457 or 52.5% of Adults 25 - 54 who Live in the CINCINNATI, OH, DMA watch Ad-Supported Local TV Stations for an average of 60. minutes every day representing 33.9% of all time spent daily with Ad-Supported Video.

Avg. Week All Video (Persons & % Reach): Adults 25 - 54



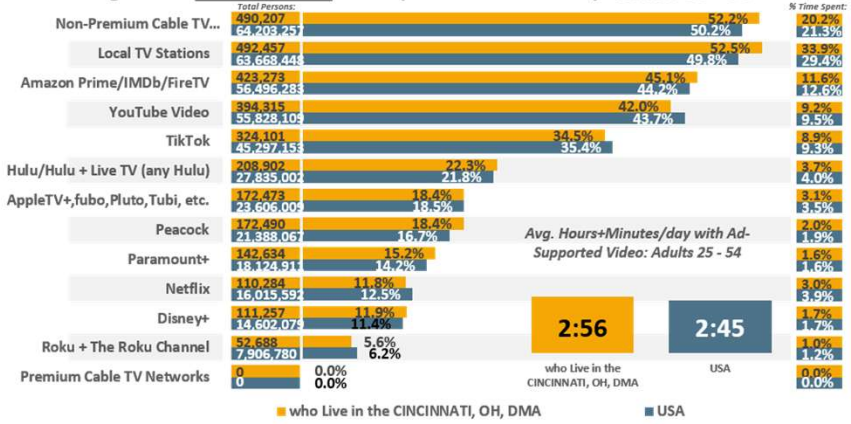
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



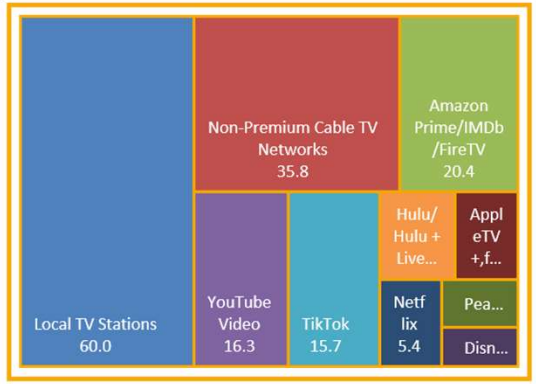


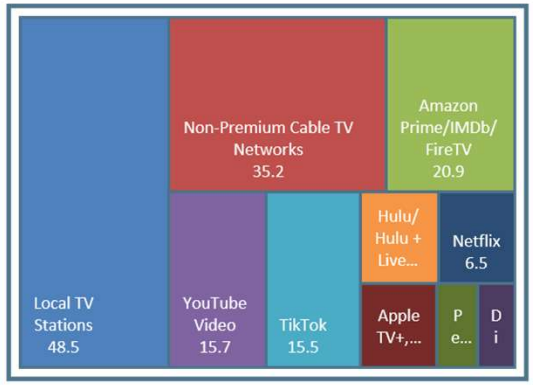
who Live in the CINCINNATI, OH, DMA ■ USA

Avg. Week Ad-Supported Video (Persons & % Reach): Adults 25 - 54



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54





who Live in the CINCINNATI, OH, DMA ■ USA

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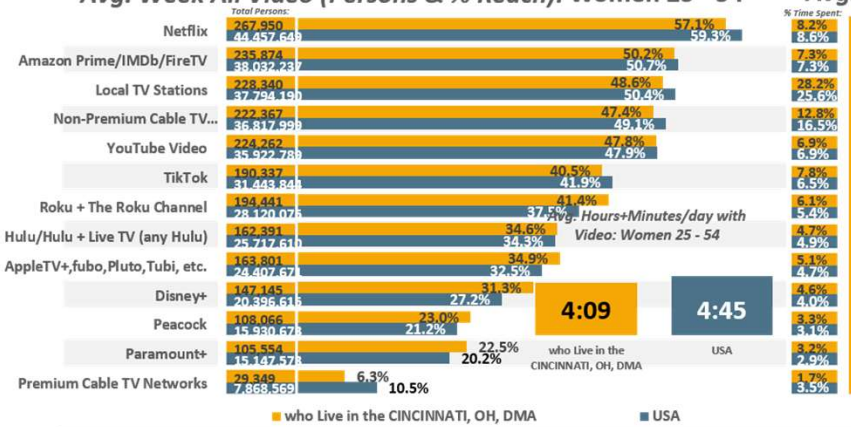
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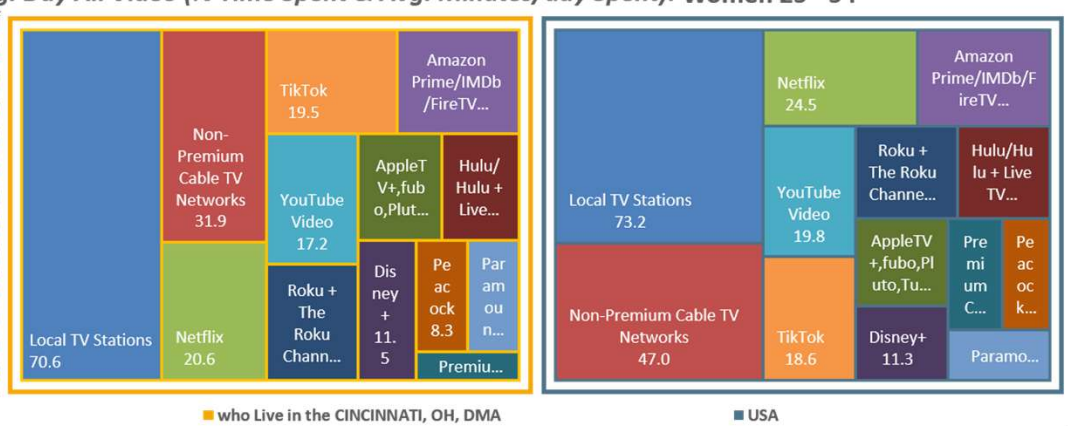


225,144 or 48.% of Women 25 - 54 who Live in the CINCINNATI, OH, DMA watch Ad-Supported Local TV Stations for an average of 68.6 minutes every day representing 35.6% of all time spent daily with Ad-Supported Video.

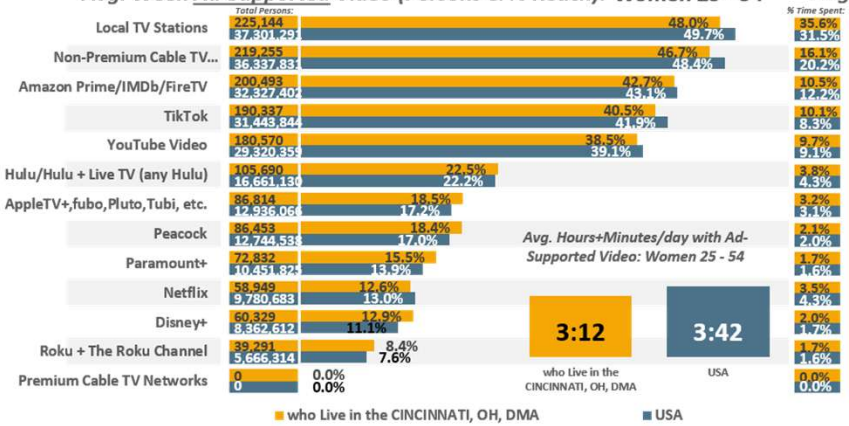
Avg. Week All Video (Persons & % Reach): Women 25 - 54



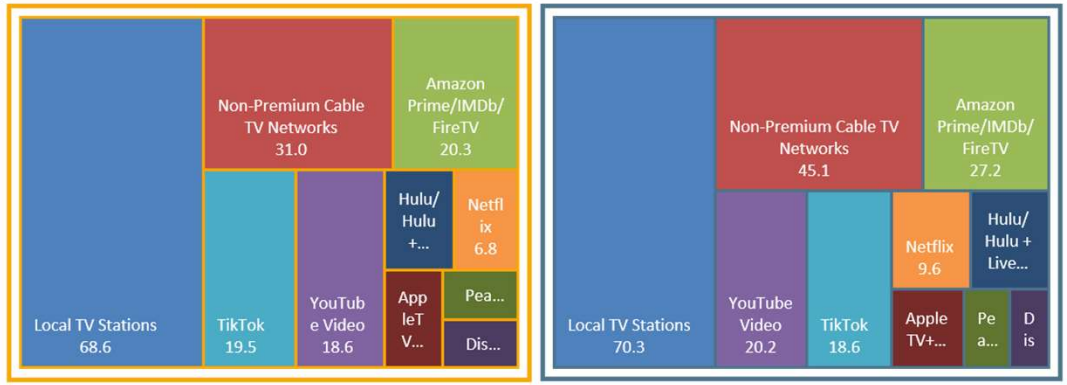
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



Avg. Week Ad-Supported Video (Persons & % Reach): Women 25 - 54



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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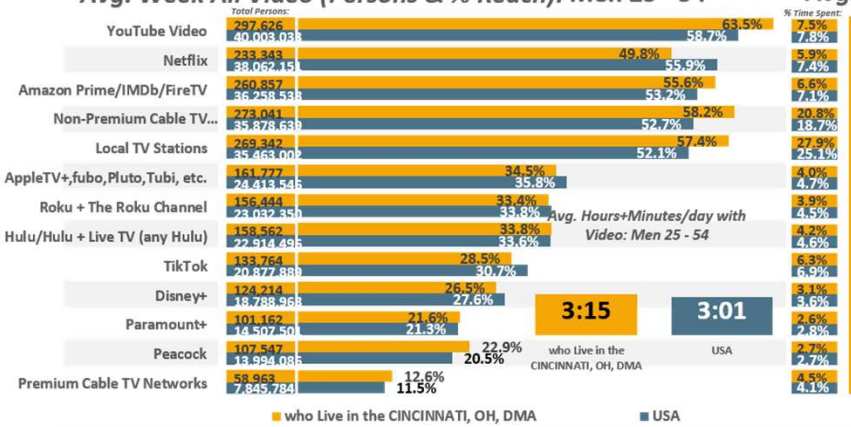
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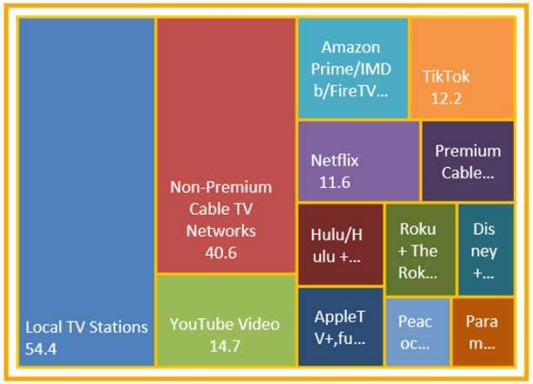
M25-54

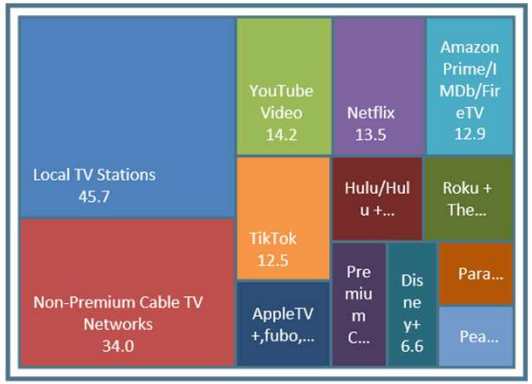
267,486 or 57.% of Men 25 - 54 who Live in the CINCINNATI, OH, DMA watch Ad-Supported Local TV Stations for an average of 52.6 minutes every day representing 32.5% of all time spent daily with Ad-Supported Video.

Avg. Week All Video (Persons & % Reach): Men 25 - 54

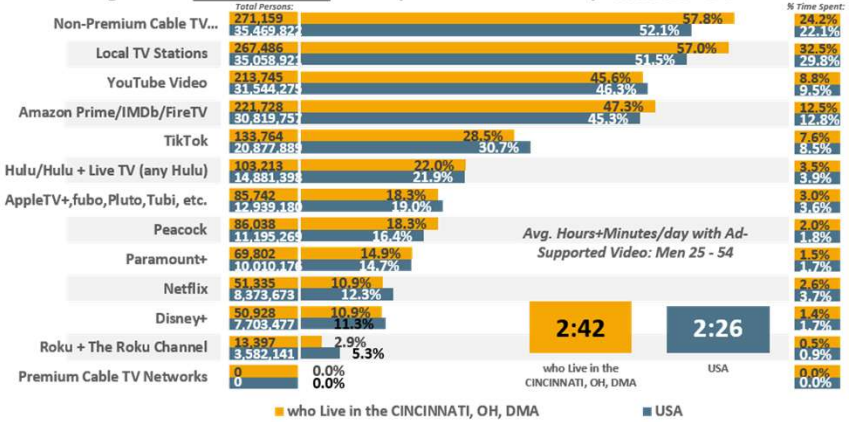


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54

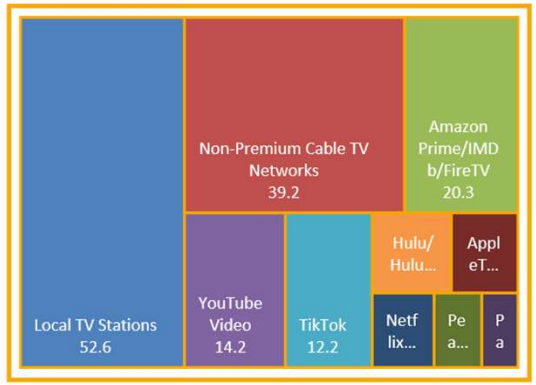


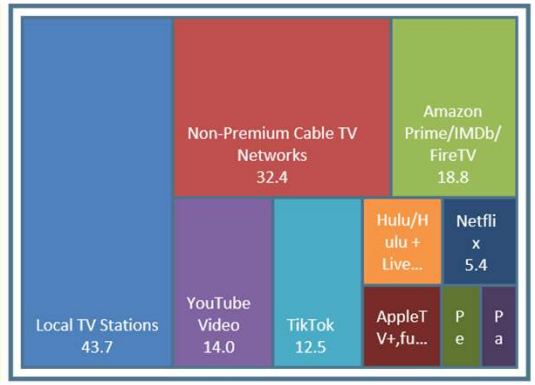


Avg. Week <u>Ad-Supported</u> Video (Persons & % Reach): Men 25 - 54



Avg. Day <u>Ad-Supported</u> Video (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54





USA DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 1,913

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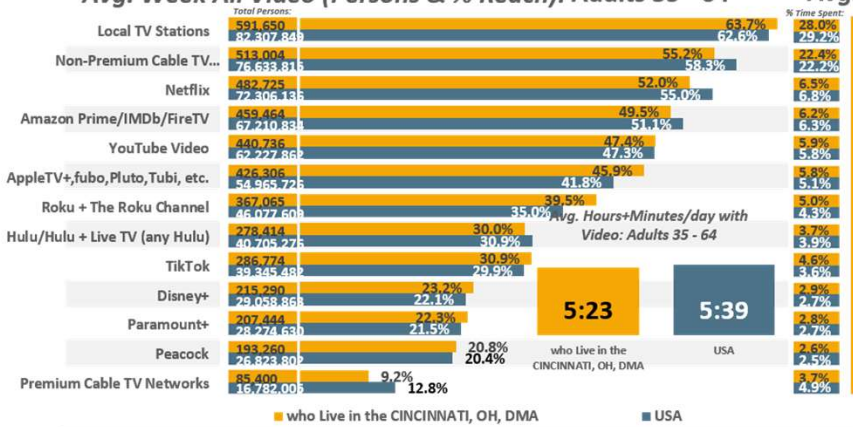
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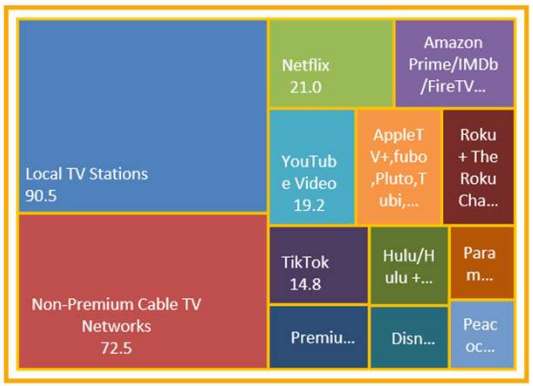
P35-64

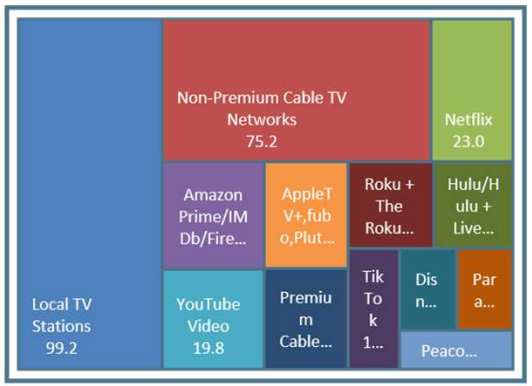
584,254 or 62.9% of Adults 35 - 64 who Live in the CINCINNATI, OH, DMA watch Ad-Supported Local TV Stations for an average of 88.4 minutes every day representing 33.6% of all time spent daily with Ad-Supported Video.

Avg. Week All Video (Persons & % Reach): Adults 35 - 64

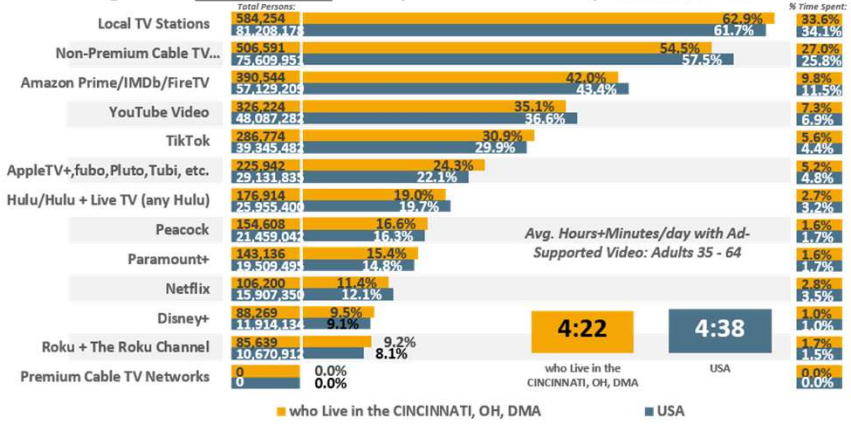


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64

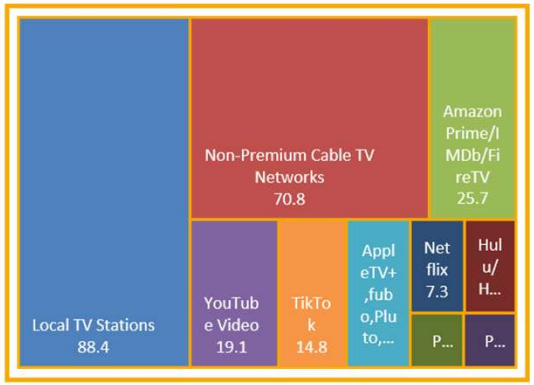


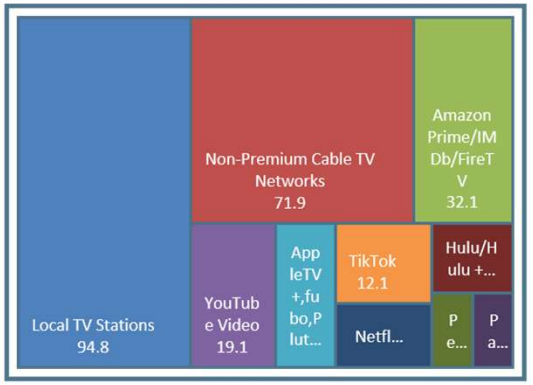


Avg. Week <u>Ad-Supported</u> Video (Persons & % Reach): Adults 35 - 64



Avg. Day <u>Ad-Supported</u> Video (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64





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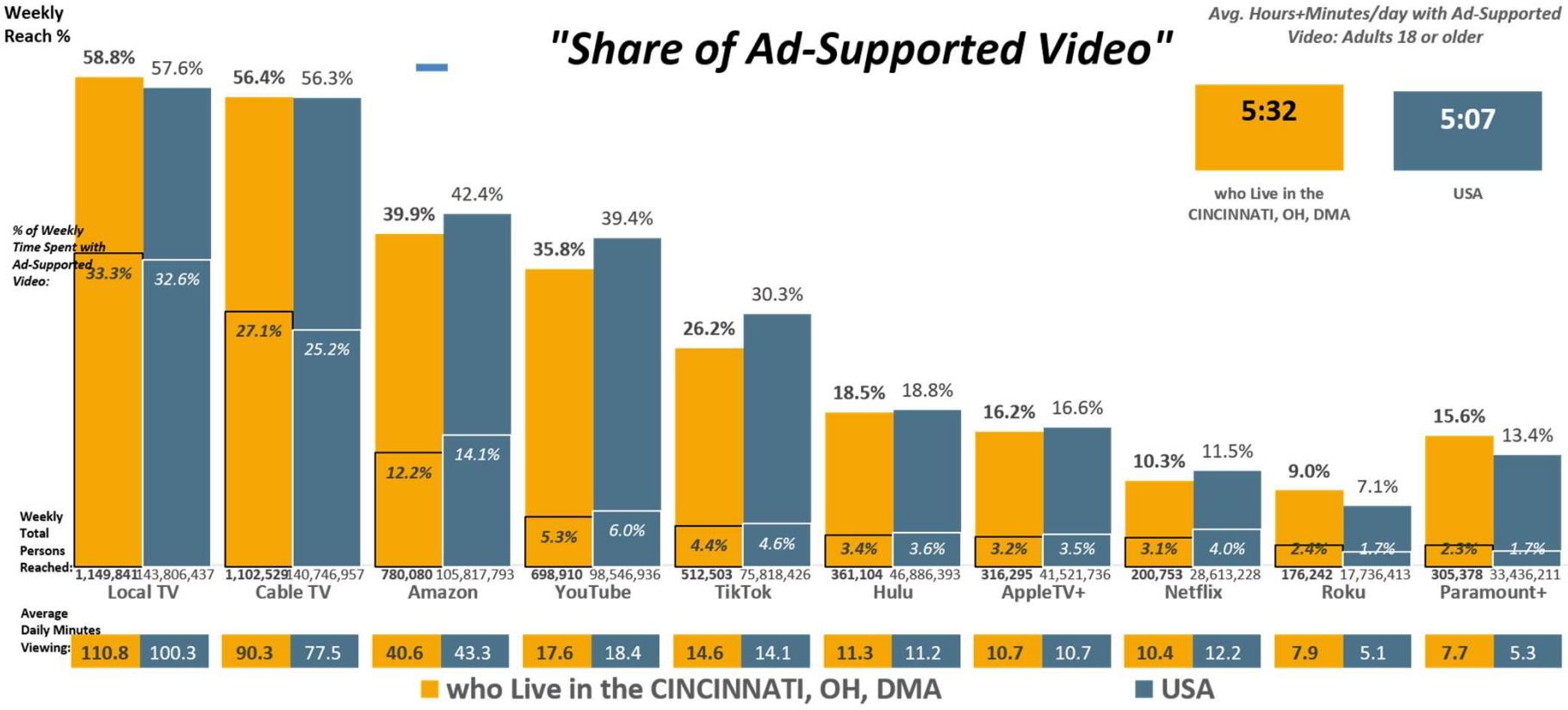
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P18+

1,149,841 or 58.8% of Adults 18 or older who Live in the CINCINNATI, OH, DMA watch Ad-Supported Local TV Stations for an average of 110.8 minutes every day representing 33.3% of all time spent daily with Ad-Supported Video.



USA DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 1,913 Scarborough R2 2026: Feb25-Aug26 USA Projection Scarborough R2 2026: Feb25-Aug26 Qual Intab 24,319

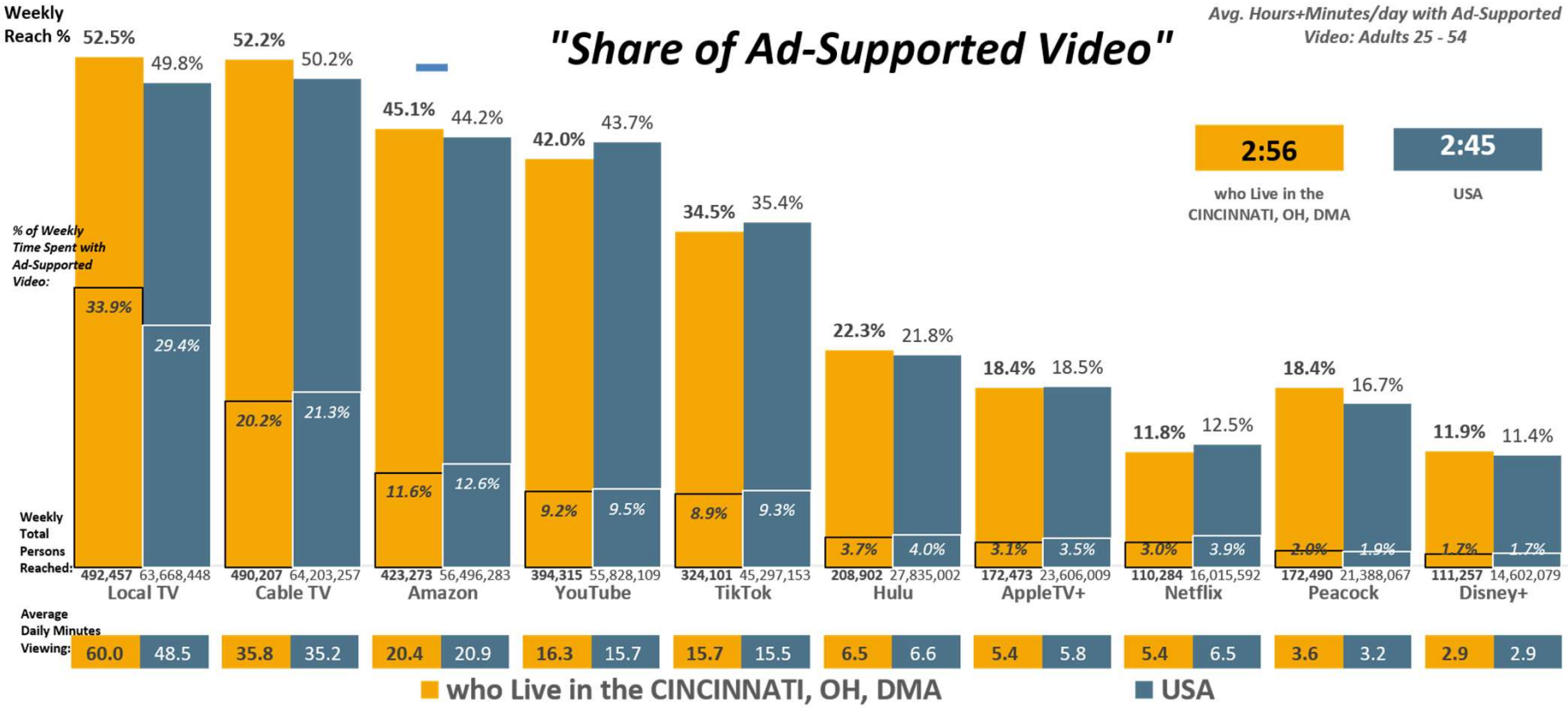
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P25-54

492,457 or 52.5% of Adults 25 - 54 who Live in the CINCINNATI, OH, DMA watch Ad-Supported Local TV Stations for an average of 60. minutes every day representing 33.9% of all time spent daily with Ad-Supported Video.



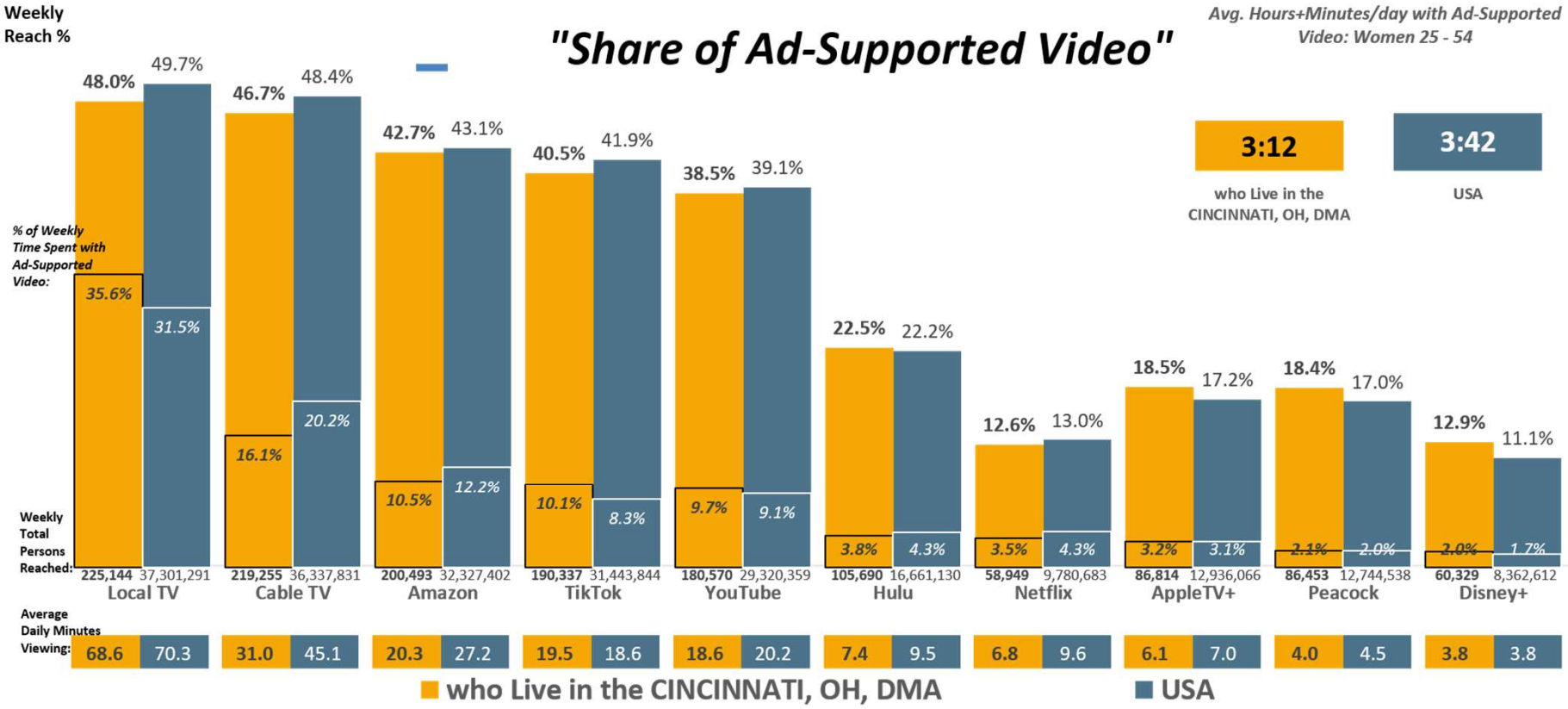
USA DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 1,913 Scarborough R2 2026: Feb25-Aug26 USA Projection Scarborough R2 2026: Feb25-Aug26 Qual Intab 24,319

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225,144 or 48.% of Women 25 - 54 who Live in the CINCINNATI, OH, DMA watch Ad-Supported Local TV Stations for an average of 68.6 minutes every day representing 35.6% of all time spent daily with Ad-Supported Video.



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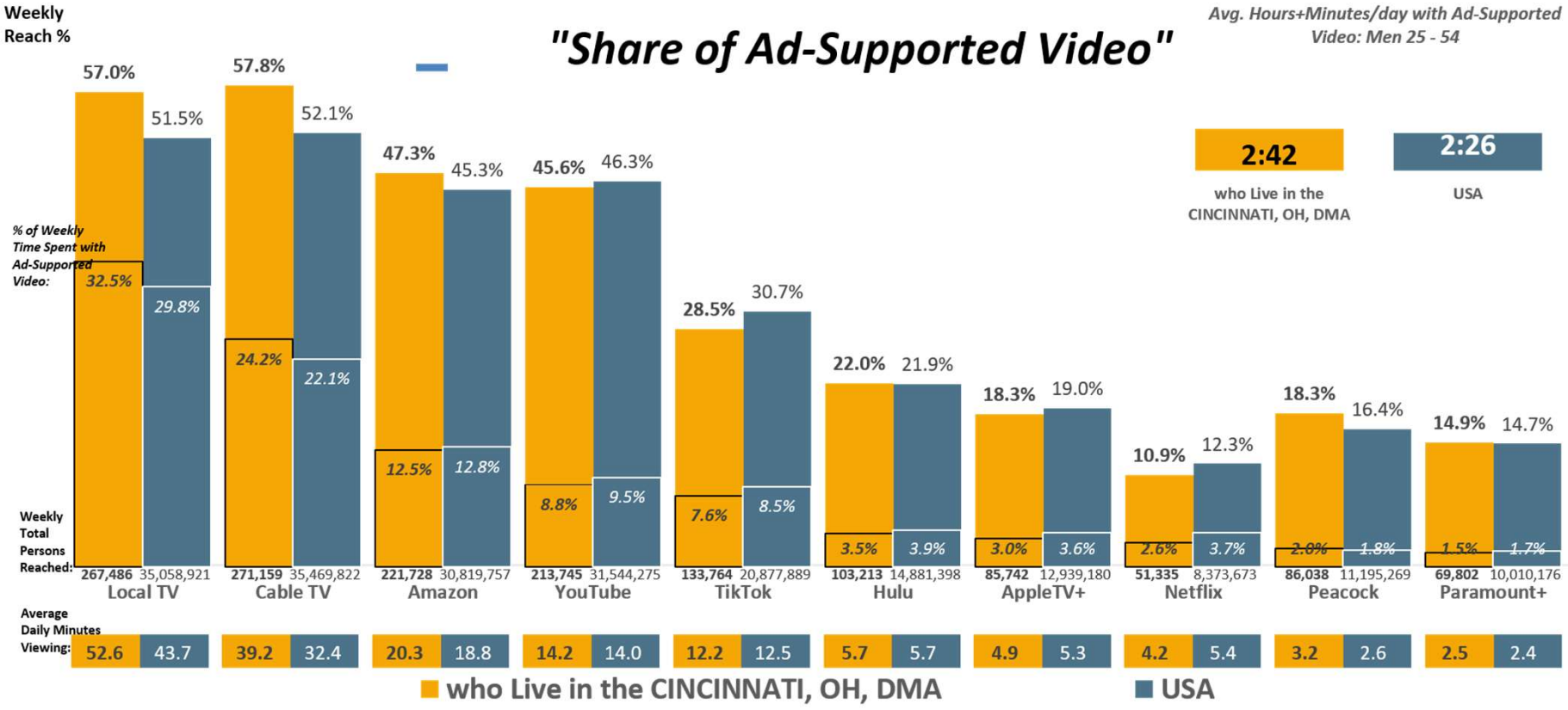
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M25-54

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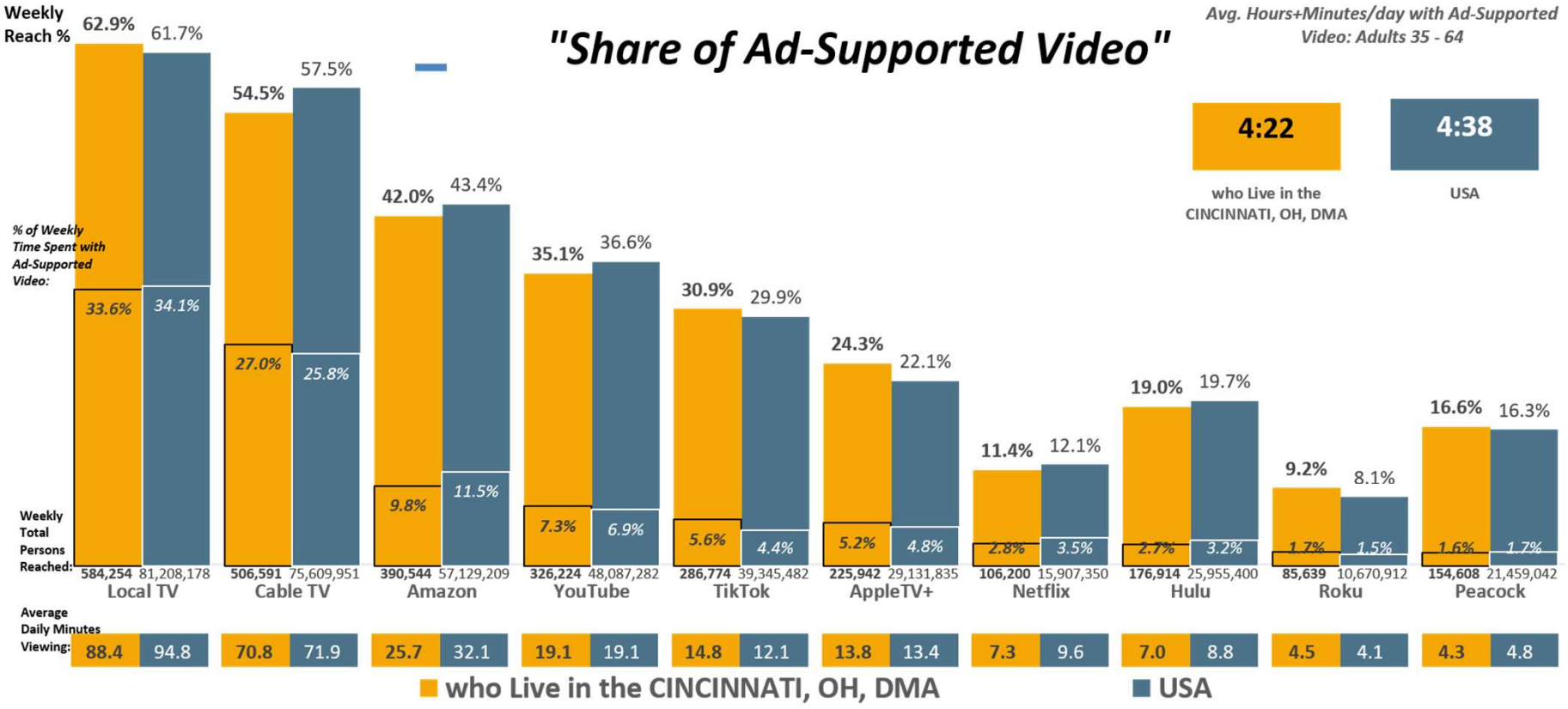
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P35-64

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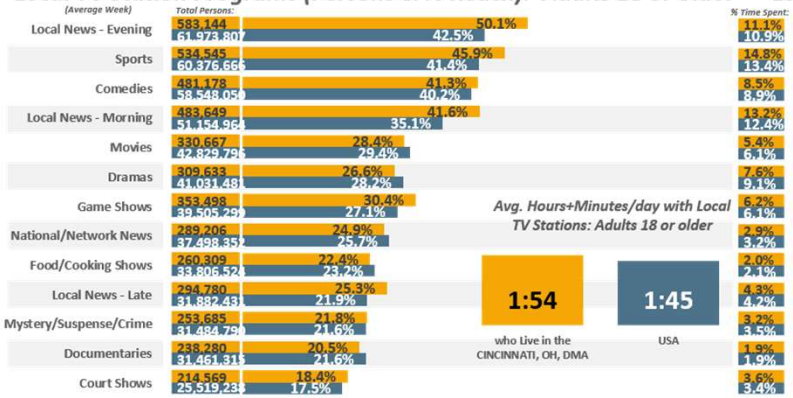
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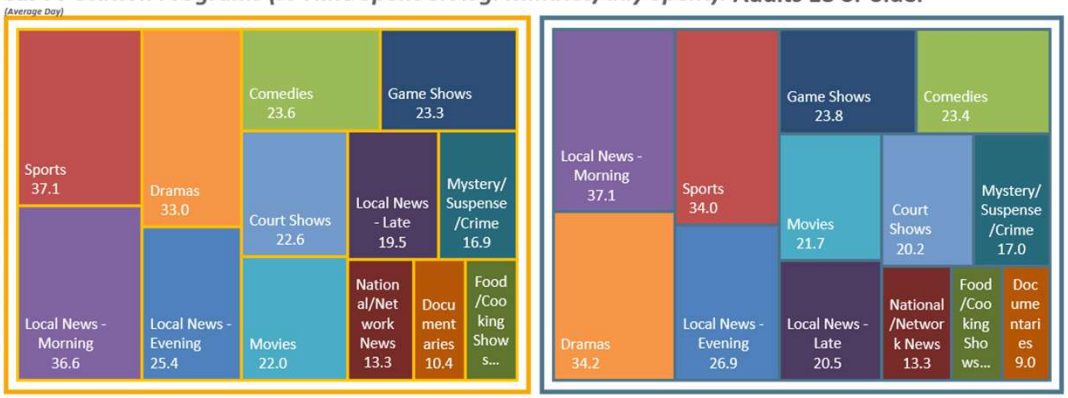


1,149,841 or 58.8% of Adults 18 or older who Live in the CINCINNATI, OH, DMA watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Local News - Morning, Comedies, Game Shows, and Movies.

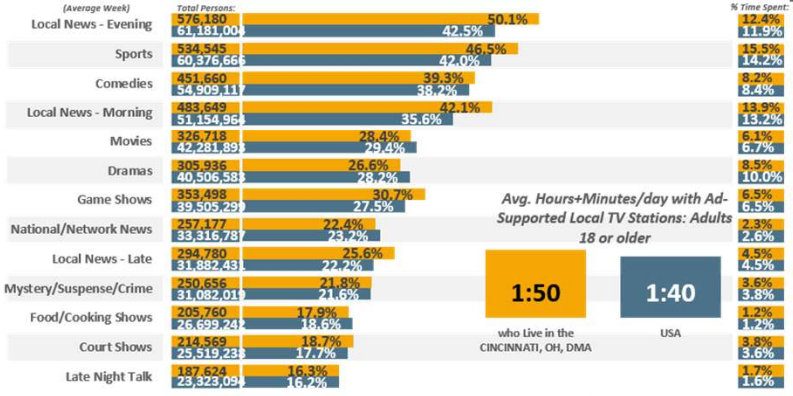
Local TV Station Programs (Persons & % Reach): Adults 18 or older



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



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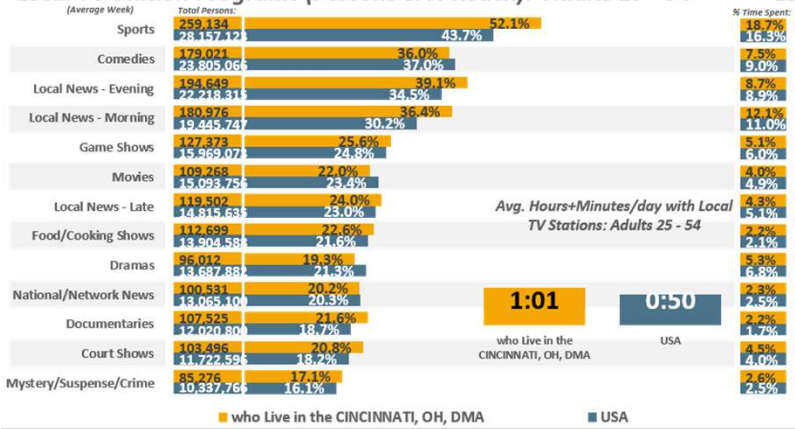
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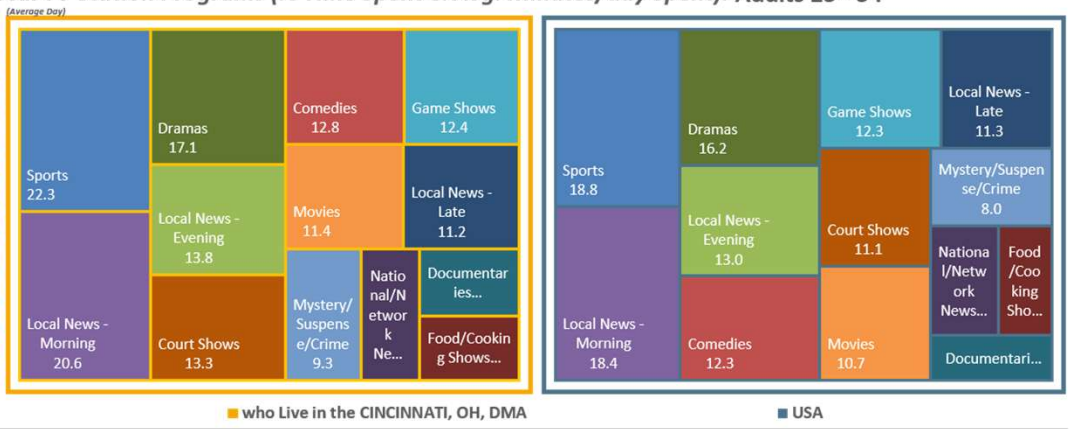


492,457 or 52.5% of Adults 25 - 54 who Live in the CINCINNATI, OH, DMA watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Comedies, Game Shows, and Local News - Late.

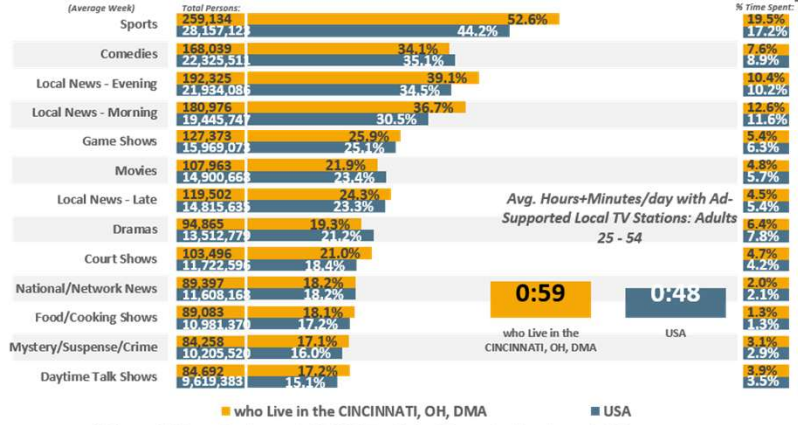
Local TV Station Programs (Persons & % Reach): Adults 25 - 54



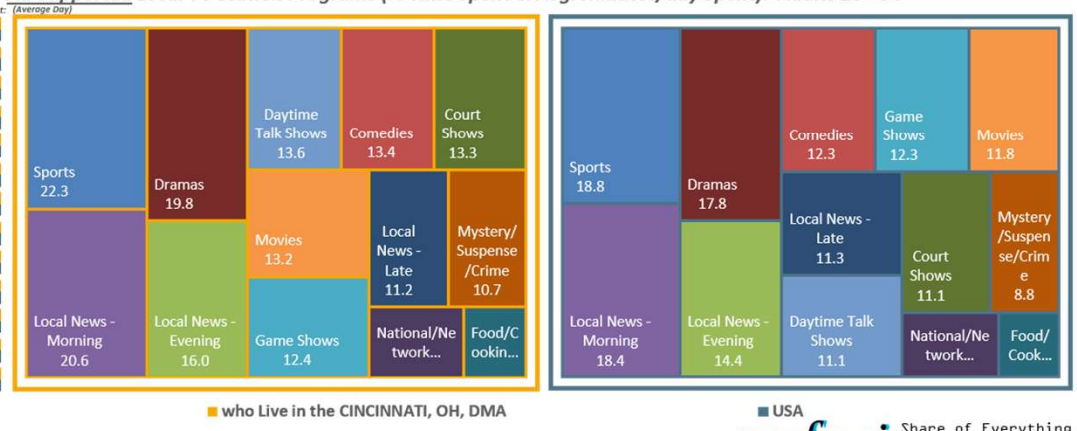
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 25 - 54



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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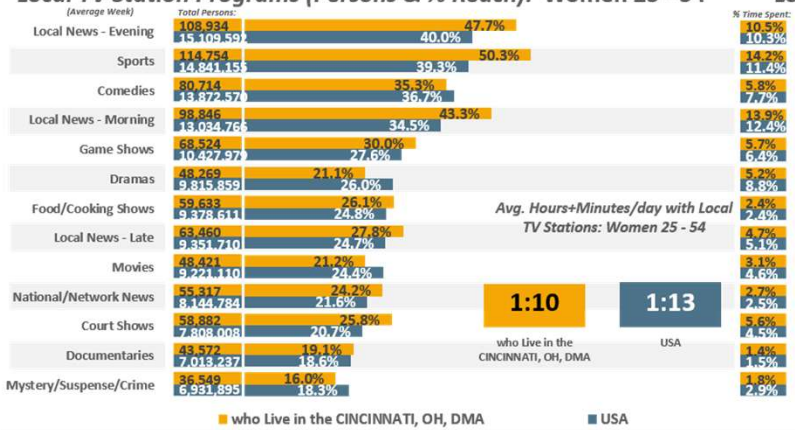
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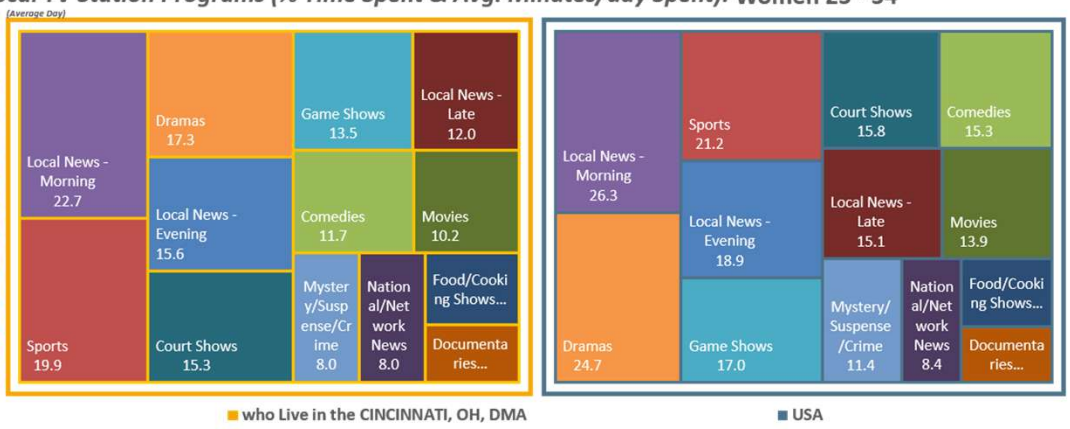


225,144 or 48.% of Women 25 - 54 who Live in the CINCINNATI, OH, DMA watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Comedies, Game Shows, and Local News - Late.

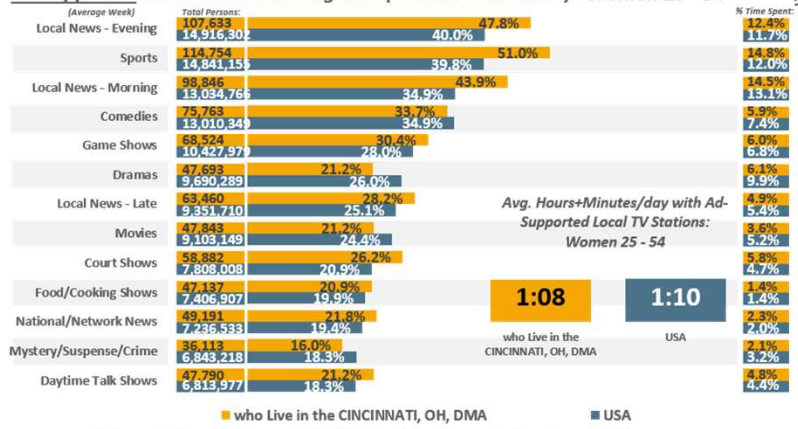
Local TV Station Programs (Persons & % Reach): Women 25 - 54



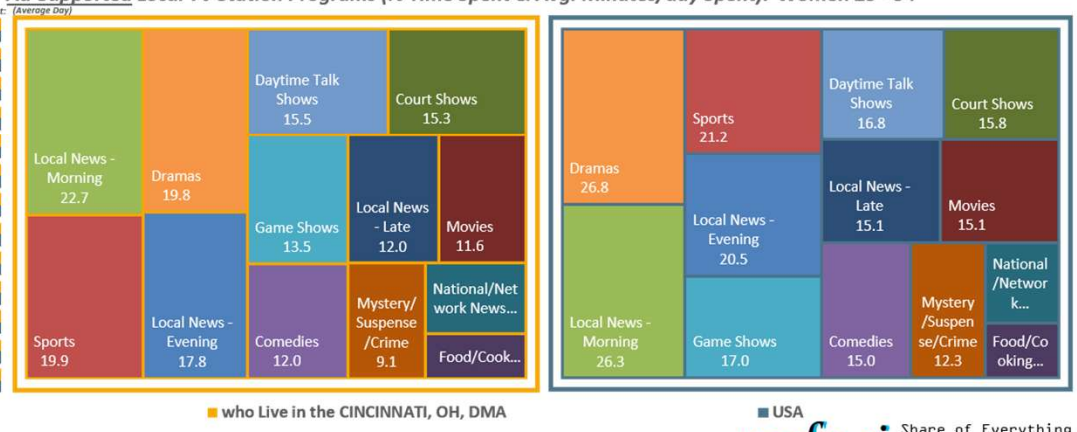
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



Ad-Supported Local TV Station Programs (Persons & % Reach): Women 25 - 54



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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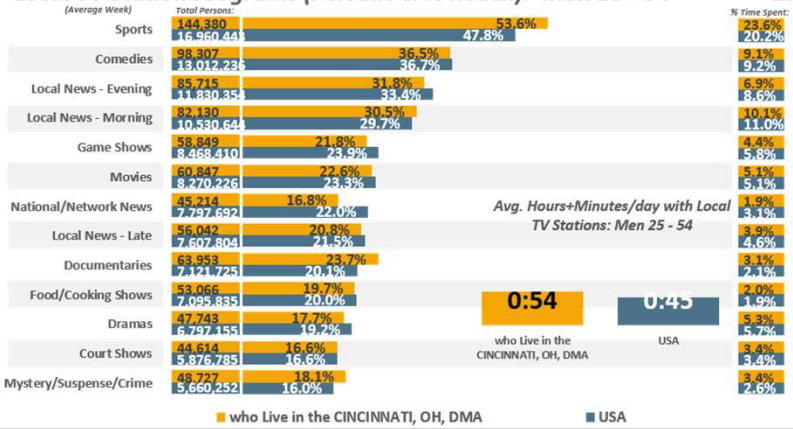
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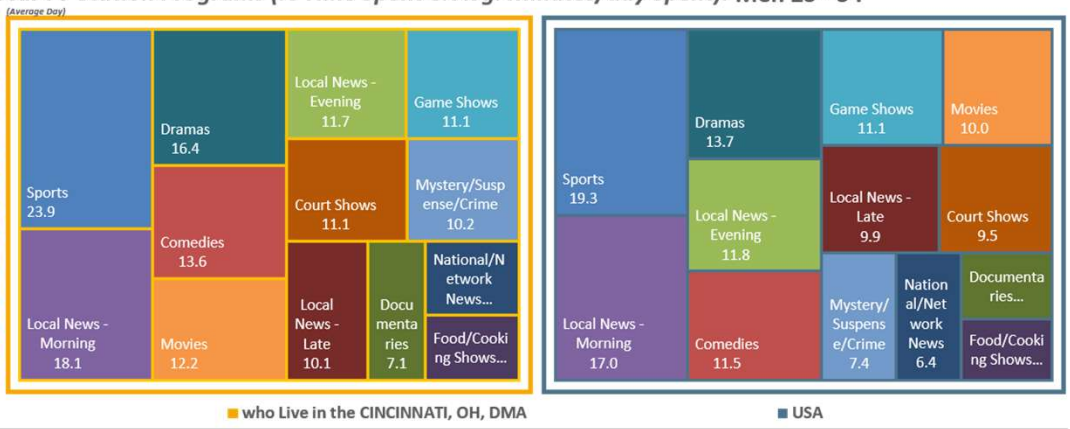


267,486 or 57.% of Men 25 - 54 who Live in the CINCINNATI, OH, DMA watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Comedies, Local News - Evening, Local News - Morning, Movies, and Game Shows.

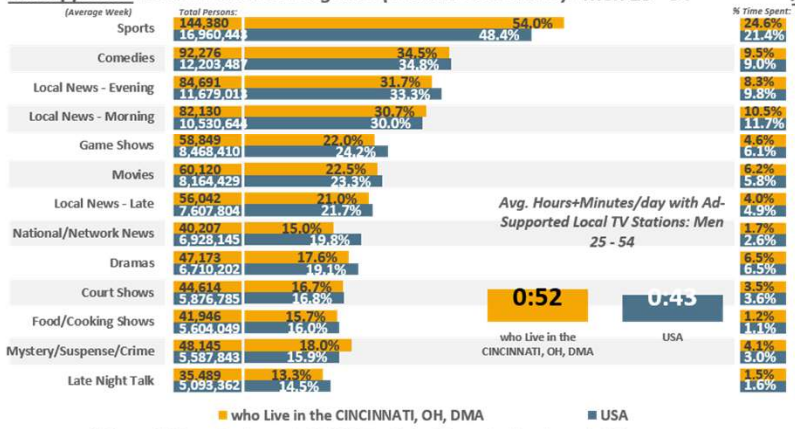
Local TV Station Programs (Persons & % Reach): Men 25 - 54



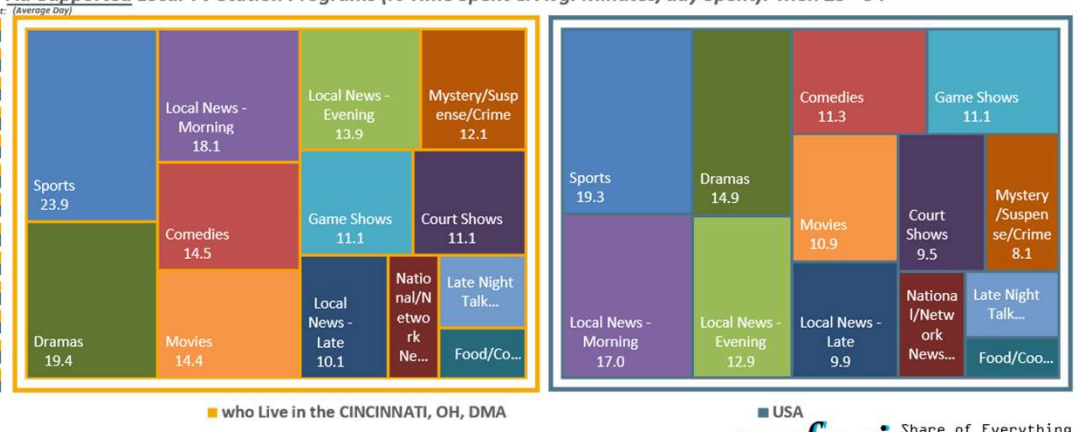
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



Ad-Supported Local TV Station Programs (Persons & % Reach): Men 25 - 54



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



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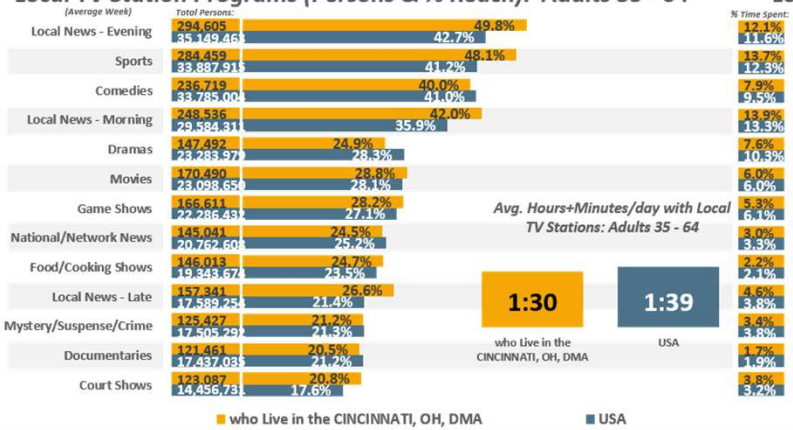
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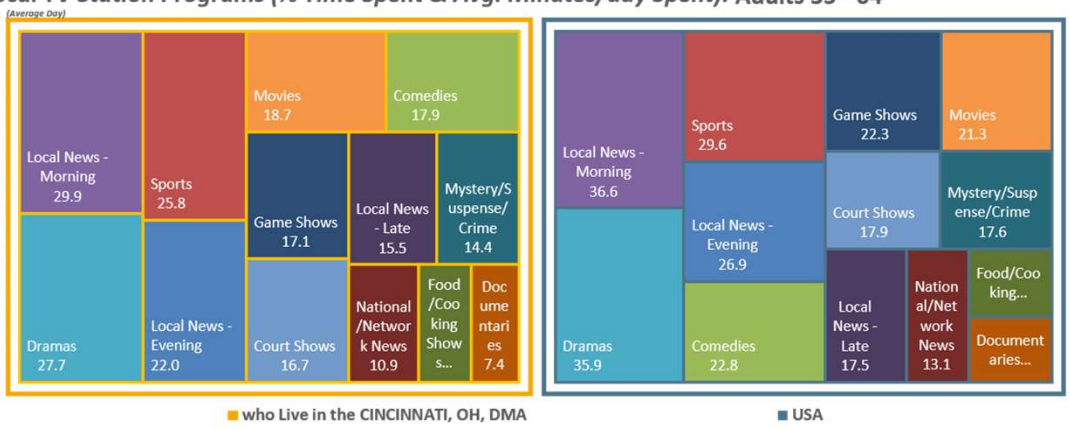


584,254 or 62.9% of Adults 35 - 64 who Live in the CINCINNATI, OH, DMA watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Local News - Morning, Comedies, Movies, and Game Shows.

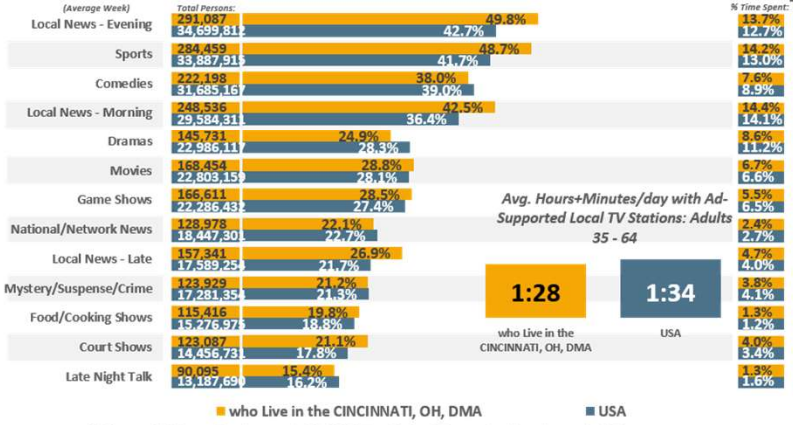
Local TV Station Programs (Persons & % Reach): Adults 35 - 64



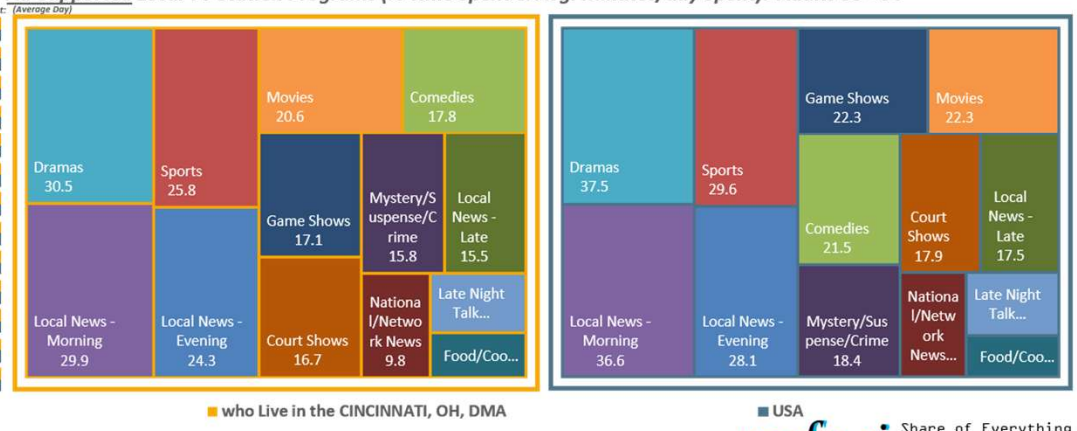
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 35 - 64



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



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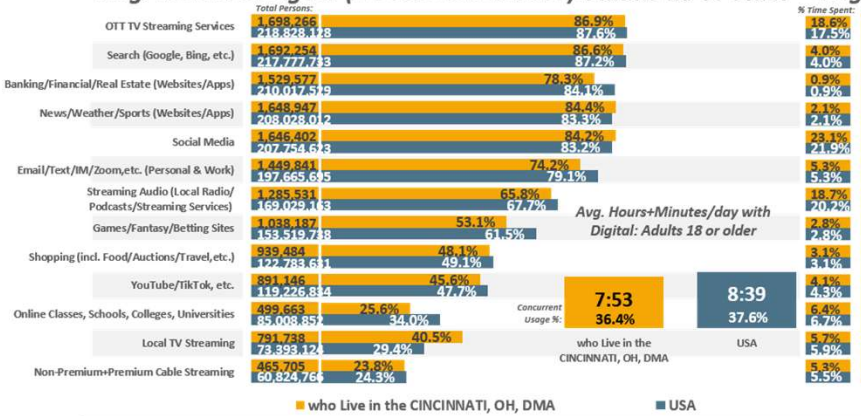
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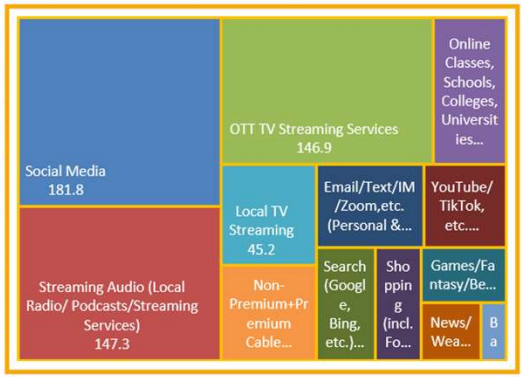
P18+

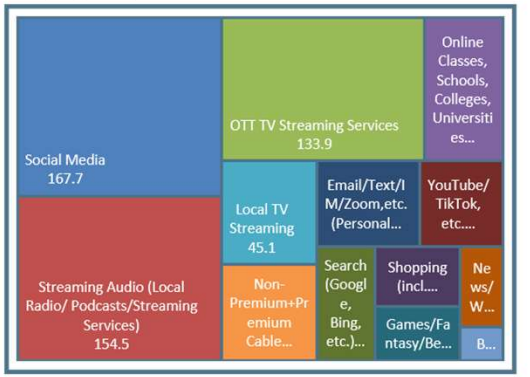
1,469,227 or 75.2% of Adults 18 or older who Live in the CINCINNATI, OH, DMA use Ad-Supported Social Media for an average of 162.3 minutes every day representing 28.% of all time spent daily with Ad-Supported Digital Media.

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



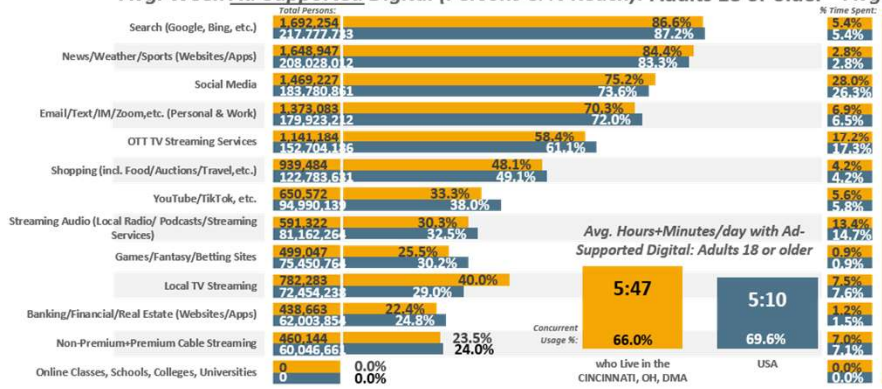
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



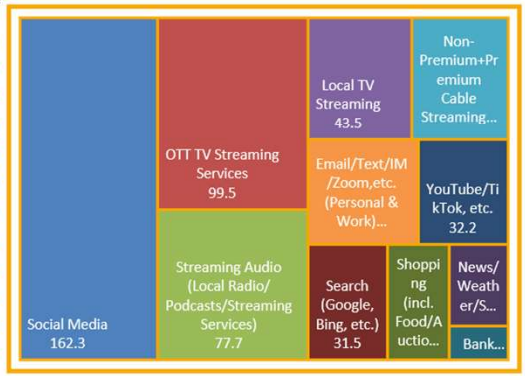


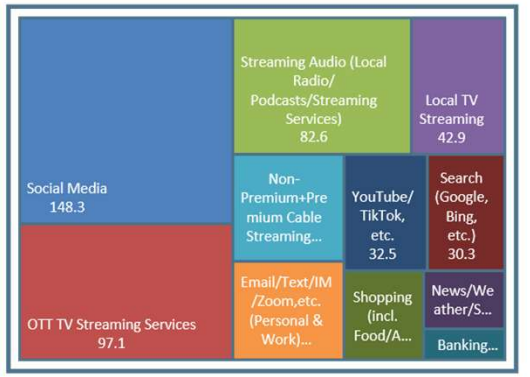
■ who Live in the CINCINNATI, OH, DMA ■ USA

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





■ who Live in the CINCINNATI, OH, DMA ■ USA

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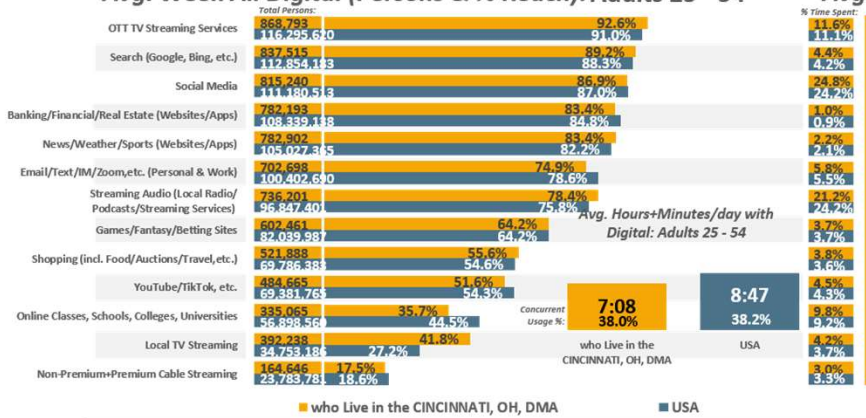
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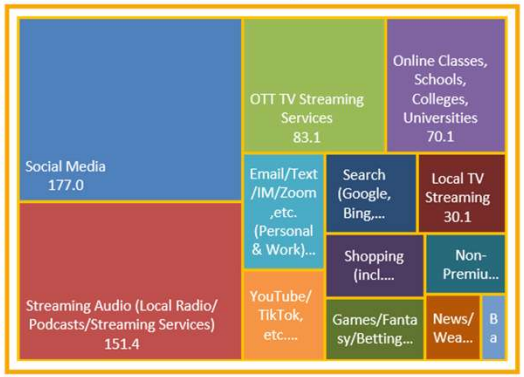


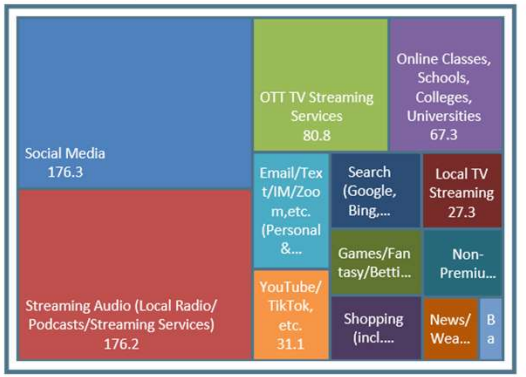
696,722 or 74.2% of Adults 25 - 54 who Live in the CINCINNATI, OH, DMA use Ad-Supported Social Media for an average of 162.9 minutes every day representing 32.6% of all time spent daily with Ad-Supported Digital Media.

Avg. Week All Digital (Persons & % Reach): Adults 25 - 54



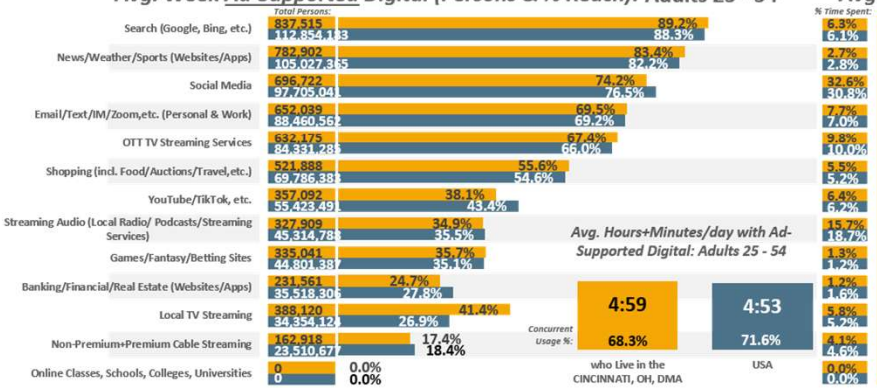
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



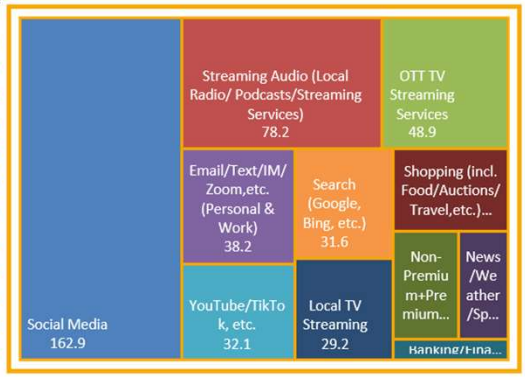


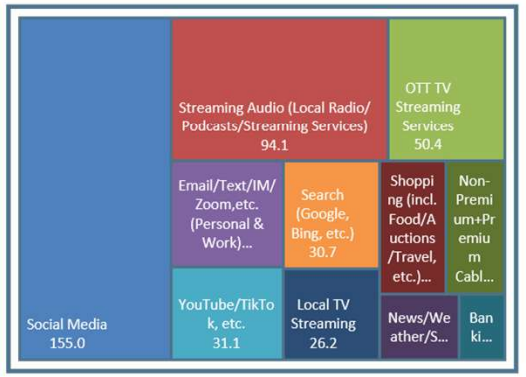
who Live in the CINCINNATI, OH, DMA ■ USA

Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 25 - 54



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54





who Live in the CINCINNATI, OH, DMA ■ USA

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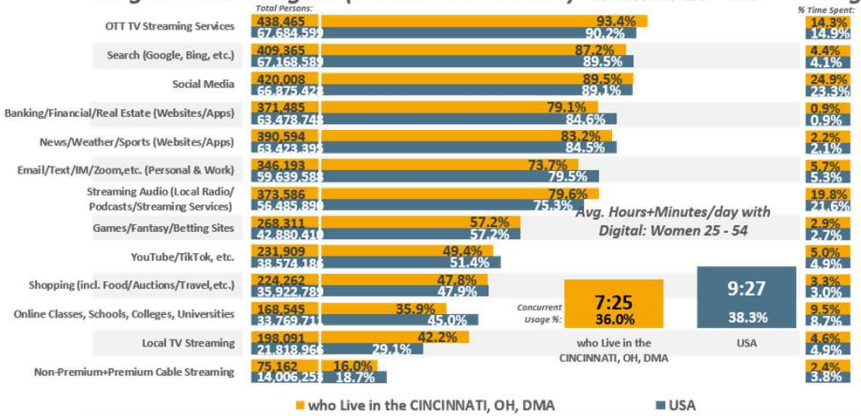
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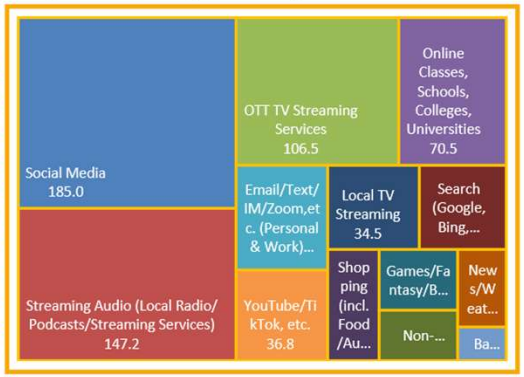


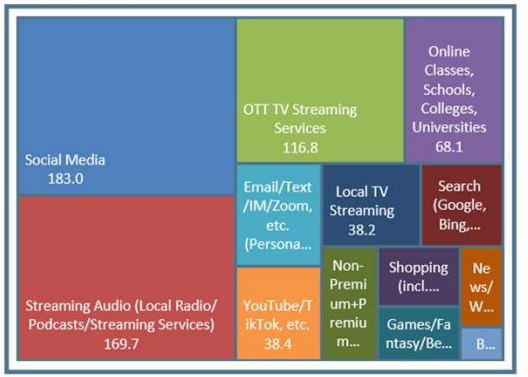
384,026 or 81.8% of Women 25 - 54 who Live in the CINCINNATI, OH, DMA use Ad-Supported Social Media for an average of 170.2 minutes every day representing 32.7% of all time spent daily with Ad-Supported Digital Media.

Avg. Week All Digital (Persons & % Reach): Women 25 - 54

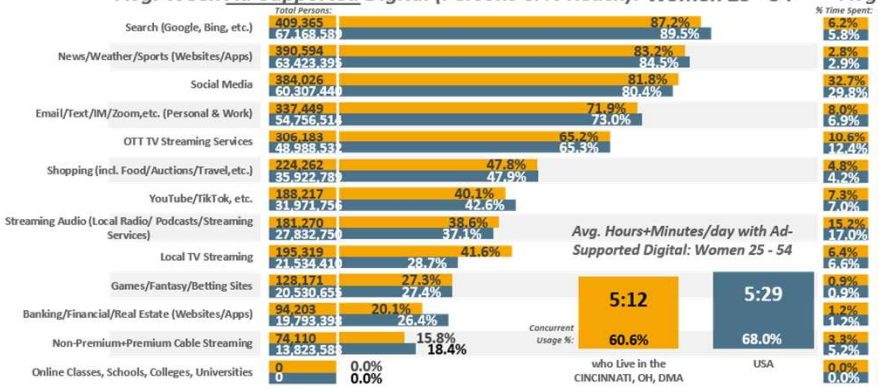


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54

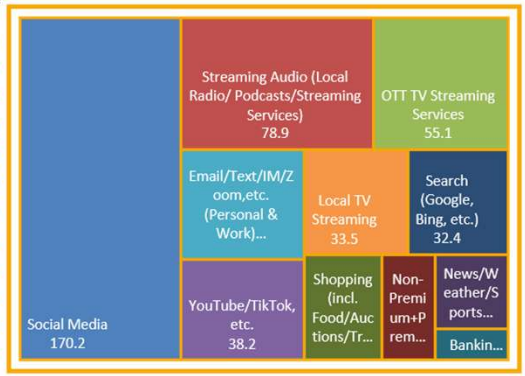


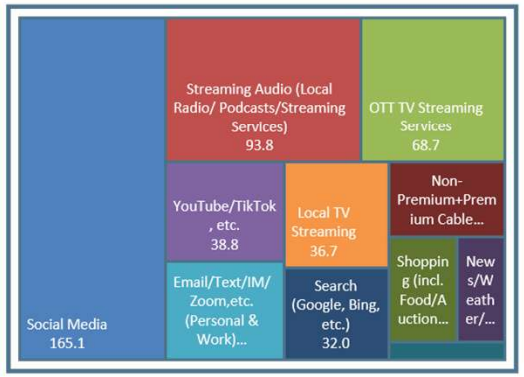


Avg. Week Ad-Supported Digital (Persons & % Reach): Women 25 - 54



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54





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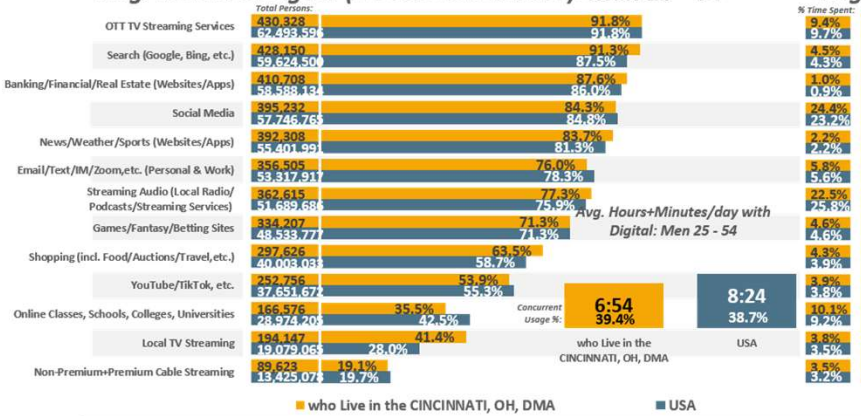
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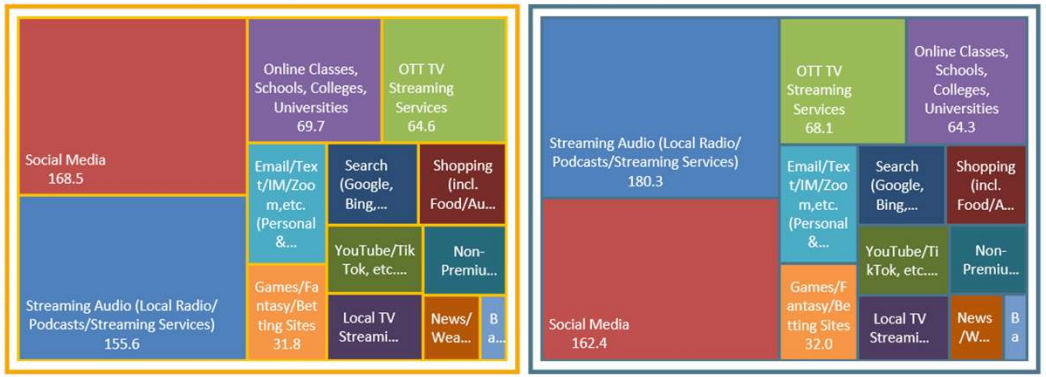


312,696 or 66.7% of Men 25 - 54 who Live in the CINCINNATI, OH, DMA use Ad-Supported Social Media for an average of 155.1 minutes every day representing 32.4% of all time spent daily with Ad-Supported Digital Media.

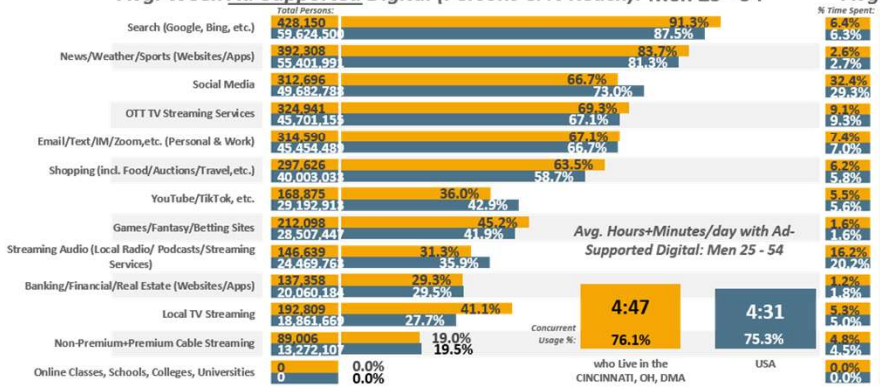
Avg. Week All Digital (Persons & % Reach): Men 25 - 54



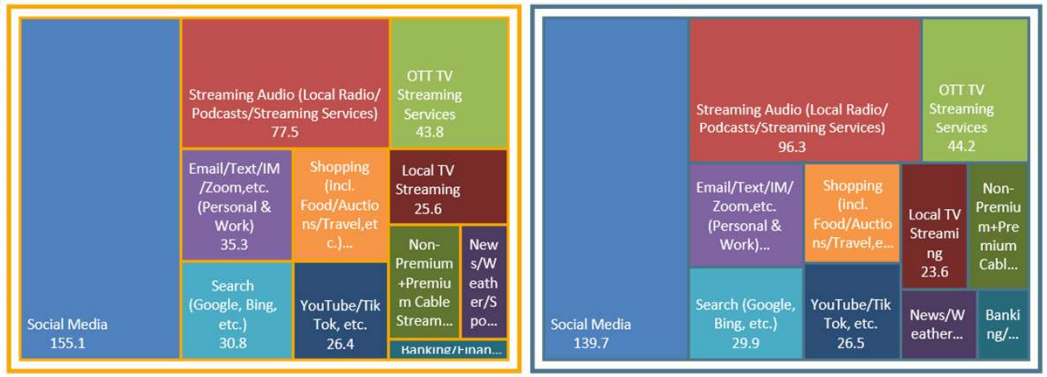
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



Avg. Week Ad-Supported Digital (Persons & % Reach): Men 25 - 54



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



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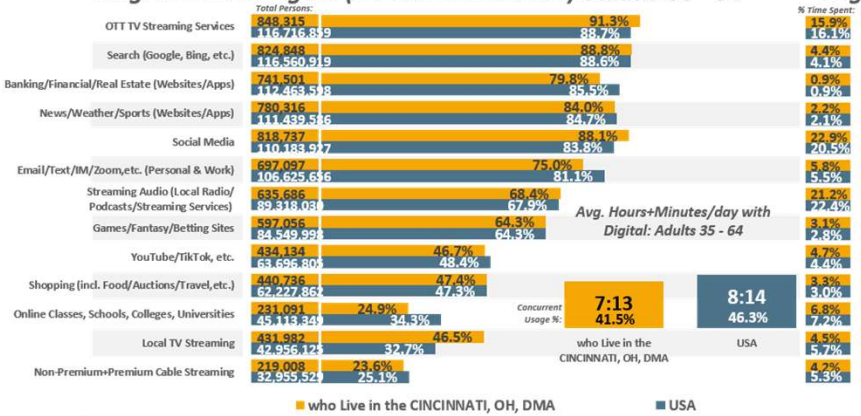
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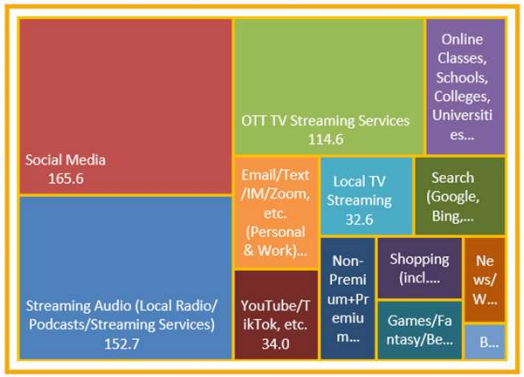


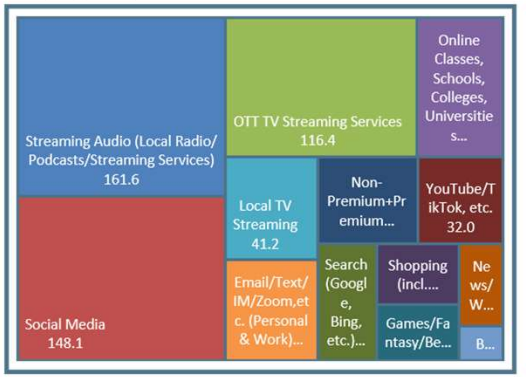
717,122 or 77.2% of Adults 35 - 64 who Live in the CINCINNATI, OH, DMA use Ad-Supported Social Media for an average of 152.4 minutes every day representing 29.% of all time spent daily with Ad-Supported Digital Media.

Avg. Week All Digital (Persons & % Reach): Adults 35 - 64



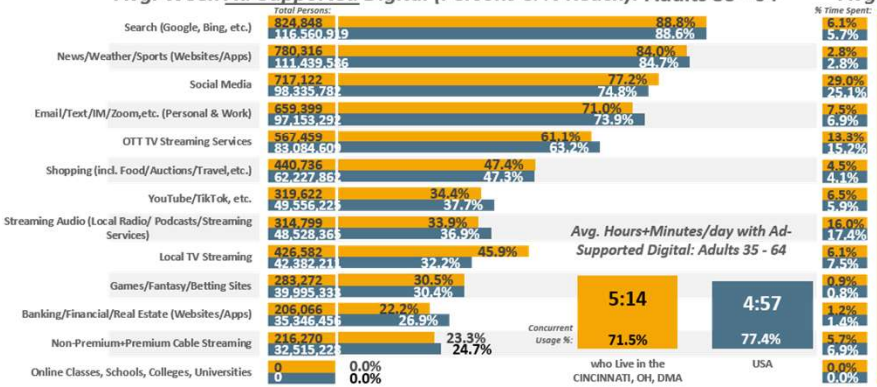
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



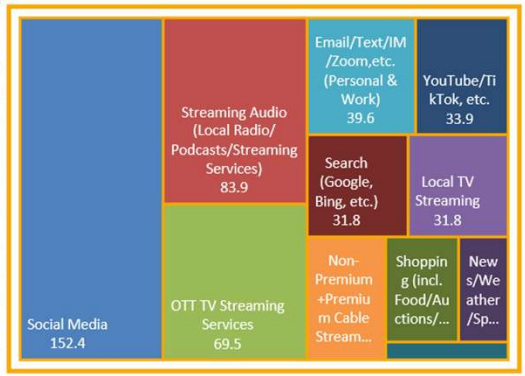


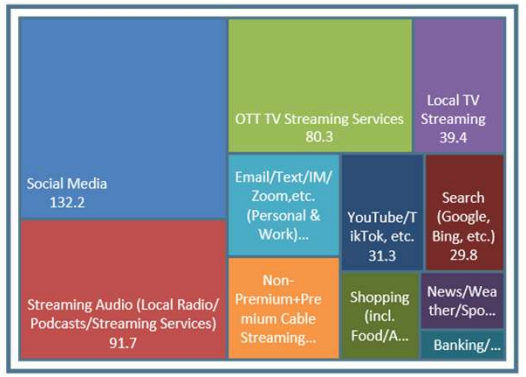
■ who Live in the CINCINNATI, OH, DMA ■ USA

Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 35 - 64



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64





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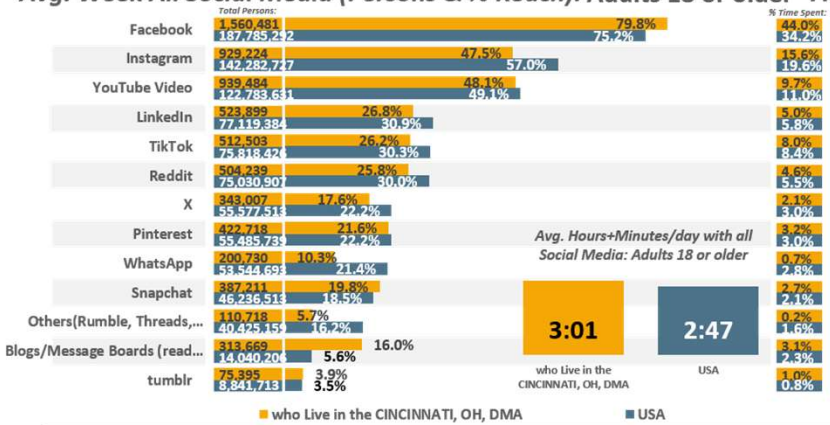
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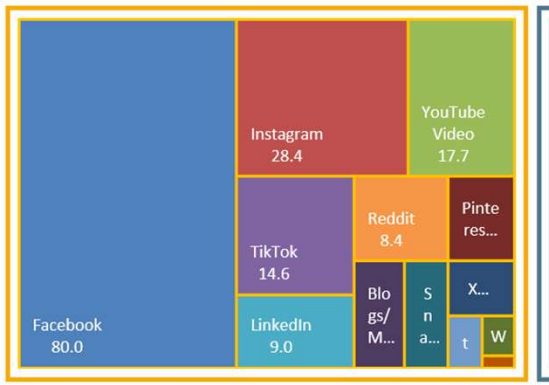


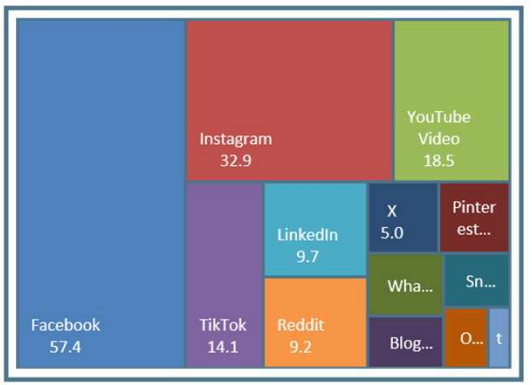
P18+

1,469,227 or 75.2% of Adults 18 or older who Live in the CINCINNATI, OH, DMA use Ad-Supported Facebook for an average of 67.2 minutes every day representing 41.4% of all time spent daily with Ad-Supported Social Media.

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

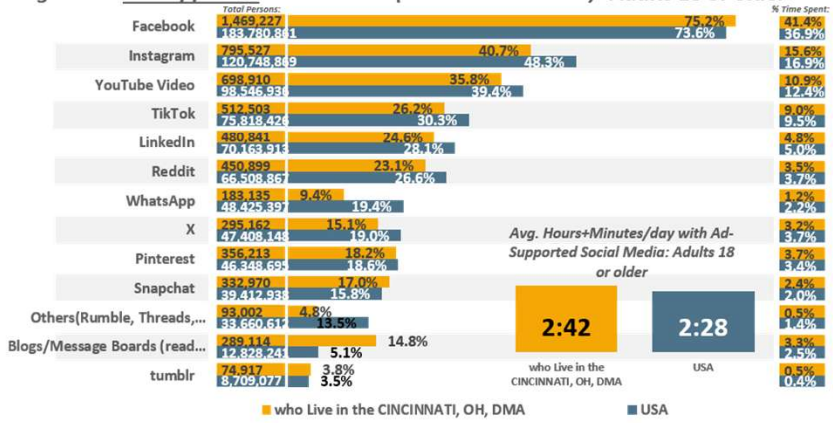


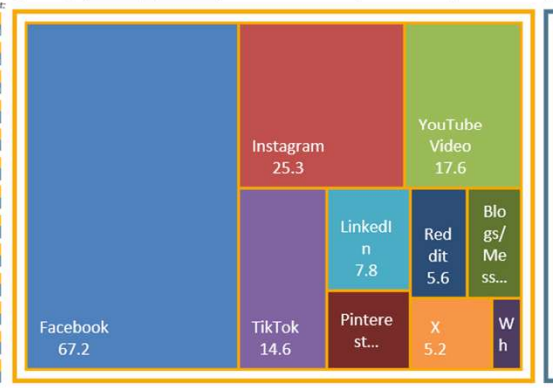


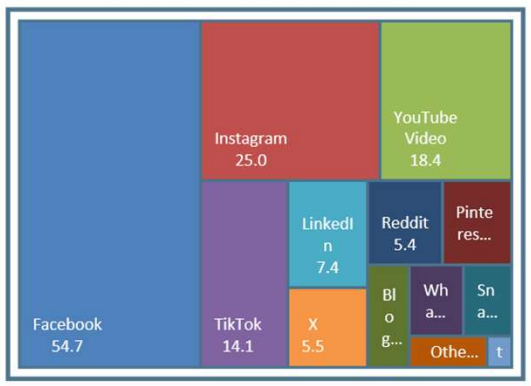


who Live in the CINCINNATI, OH, DMA ■ USA ■ who Live in the CINCINNATI, OH, DMA ■ USA

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







who Live in the CINCINNATI, OH, DMA ■ USA ■ who Live in the CINCINNATI, OH, DMA ■ USA

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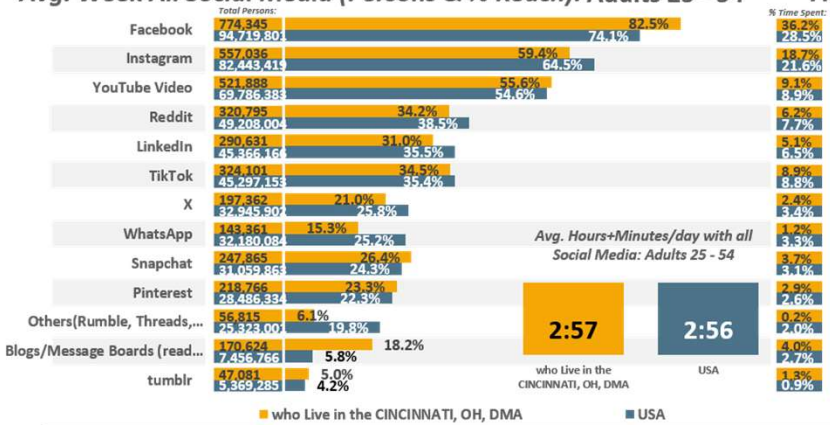
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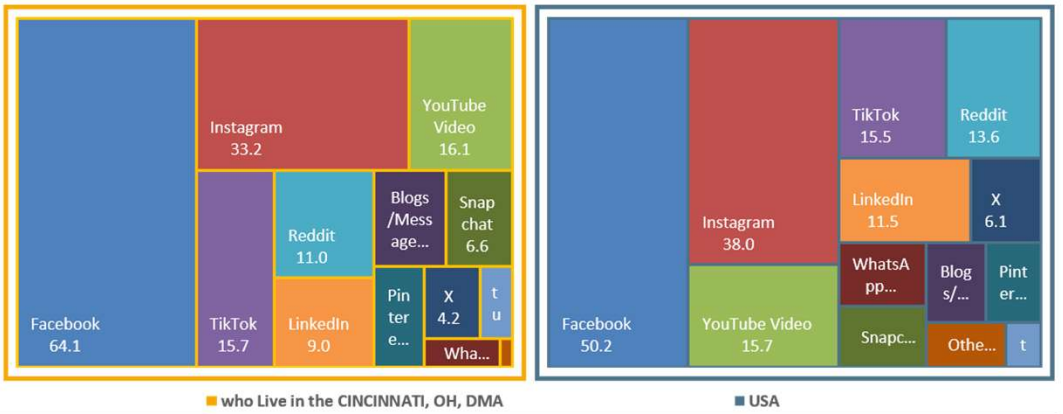
P25-54

696,722 or 74.2% of Adults 25 - 54 who Live in the CINCINNATI, OH, DMA use Ad-Supported Facebook for an average of 54.8 minutes every day representing 36.2% of all time spent daily with Ad-Supported Social Media.

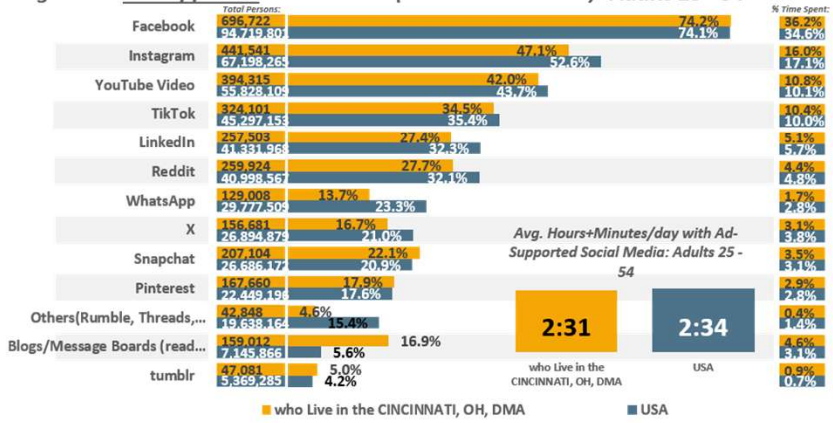
Avg. Week All Social Media (Persons & % Reach): Adults 25 - 54



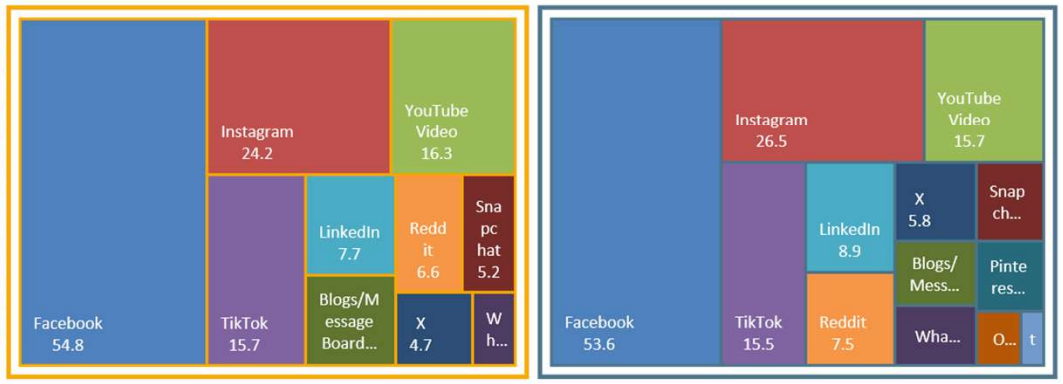
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 25 - 54



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



USA DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 1,913

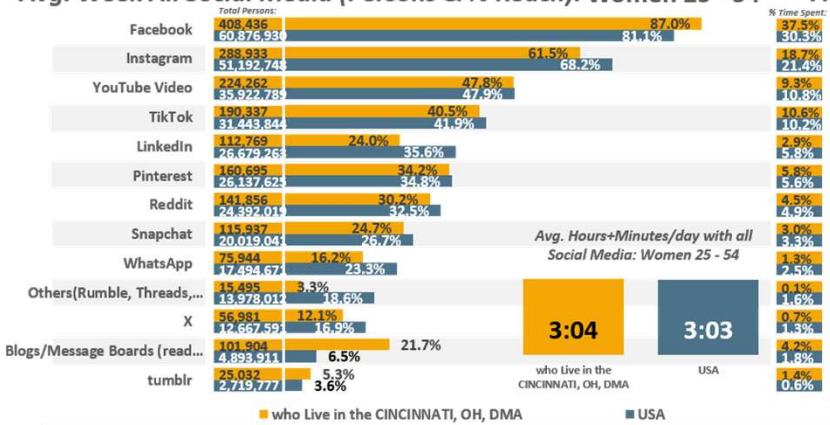
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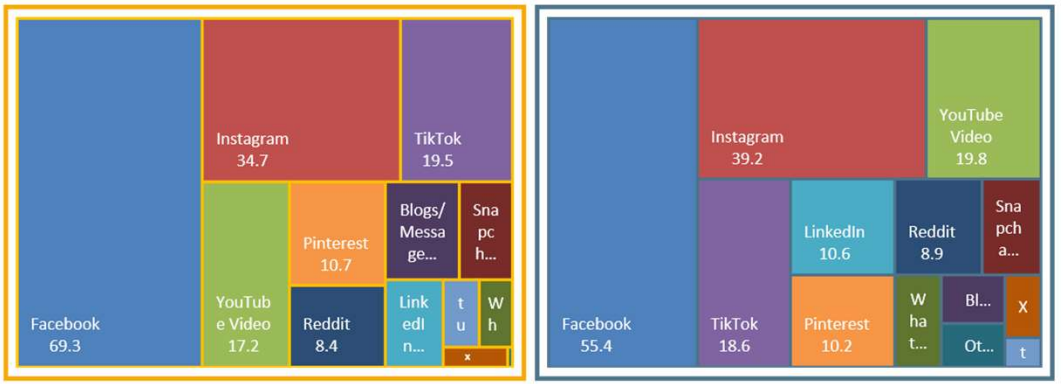


384,026 or 81.8% of Women 25 - 54 who Live in the CINCINNATI, OH, DMA use Ad-Supported Facebook for an average of 59.7 minutes every day representing 35.3% of all time spent daily with Ad-Supported Social Media.

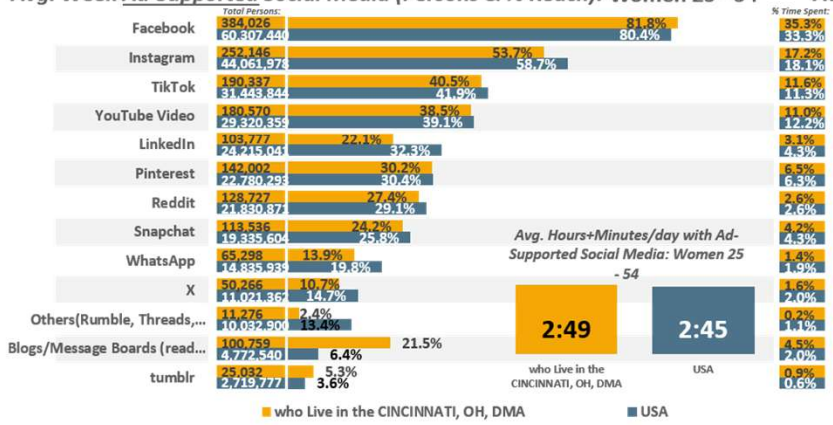
Avg. Week All Social Media (Persons & % Reach): Women 25 - 54



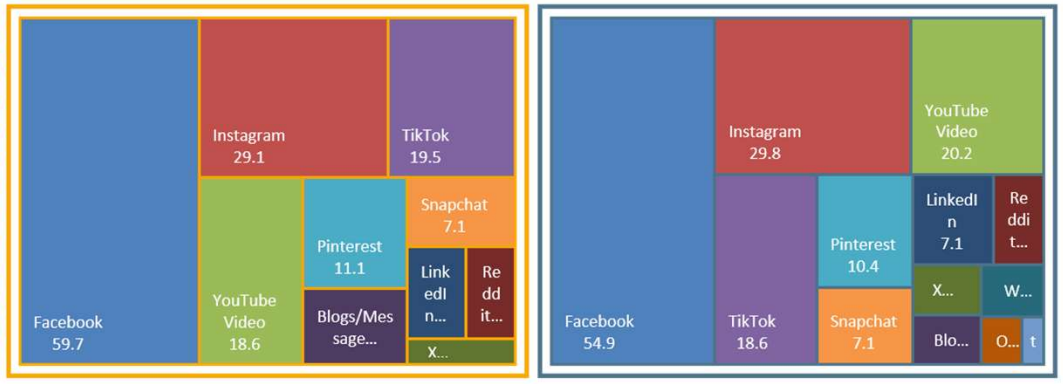
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



Avg. Week Ad-Supported Social Media (Persons & % Reach): Women 25 - 54



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



USA DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 1,913

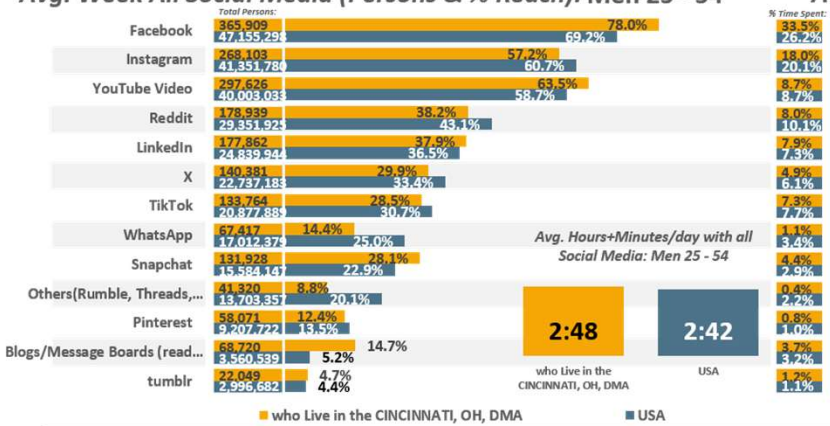
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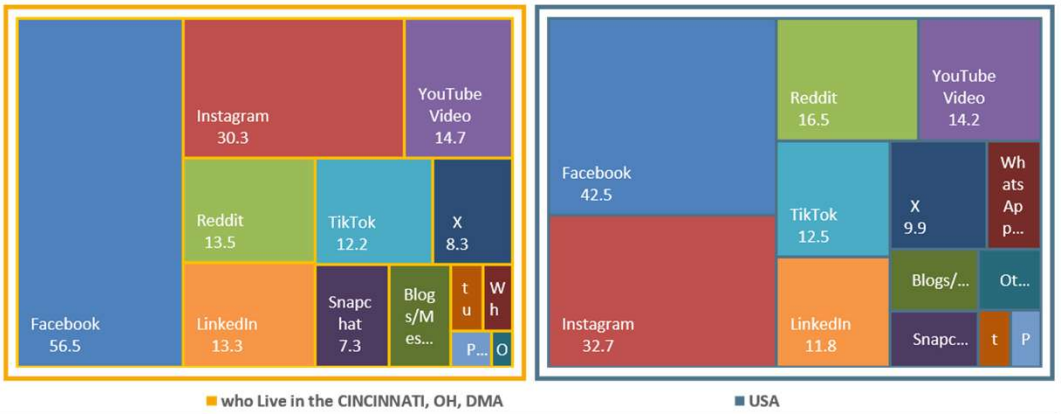


312,696 or 66.7% of Men 25 - 54 who Live in the CINCINNATI, OH, DMA use Ad-Supported Facebook for an average of 47.2 minutes every day representing 35.4% of all time spent daily with Ad-Supported Social Media.

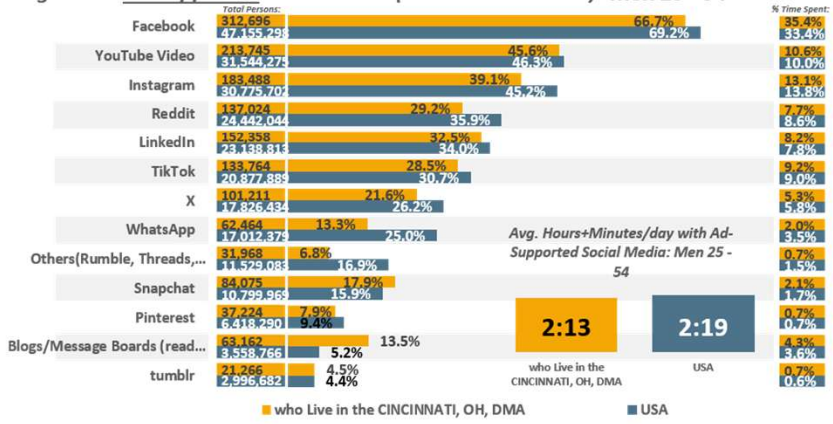
Avg. Week All Social Media (Persons & % Reach): Men 25 - 54



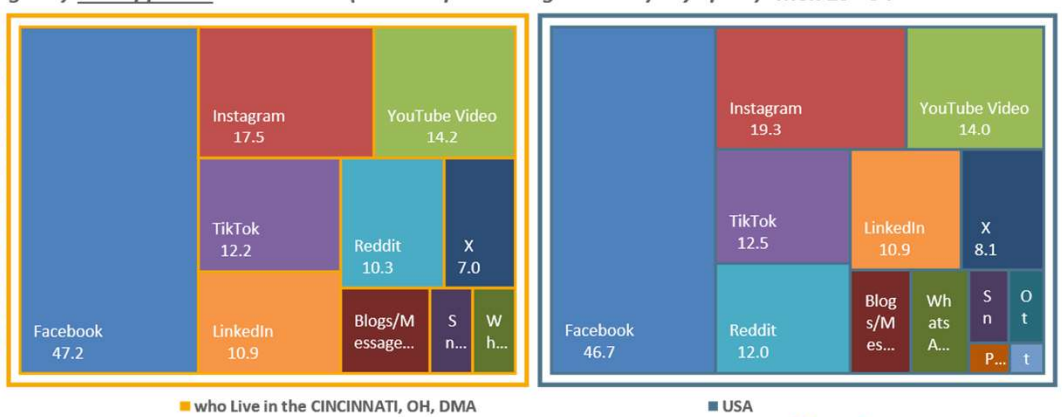
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



Avg. Week Ad-Supported Social Media (Persons & % Reach): Men 25 - 54



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



USA DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 1,913

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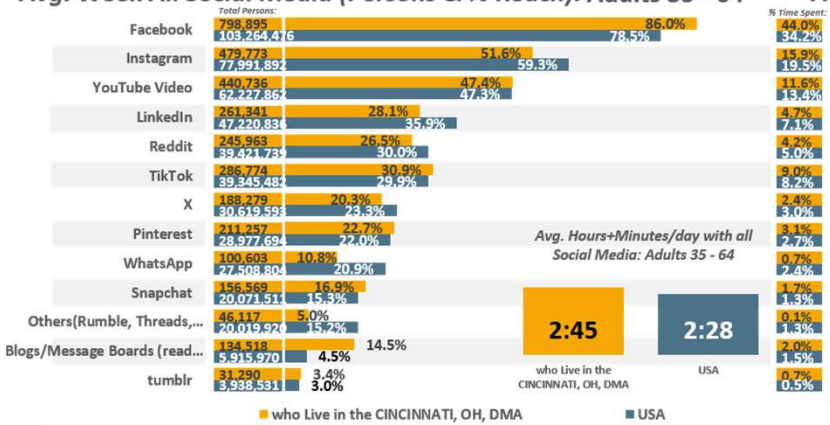
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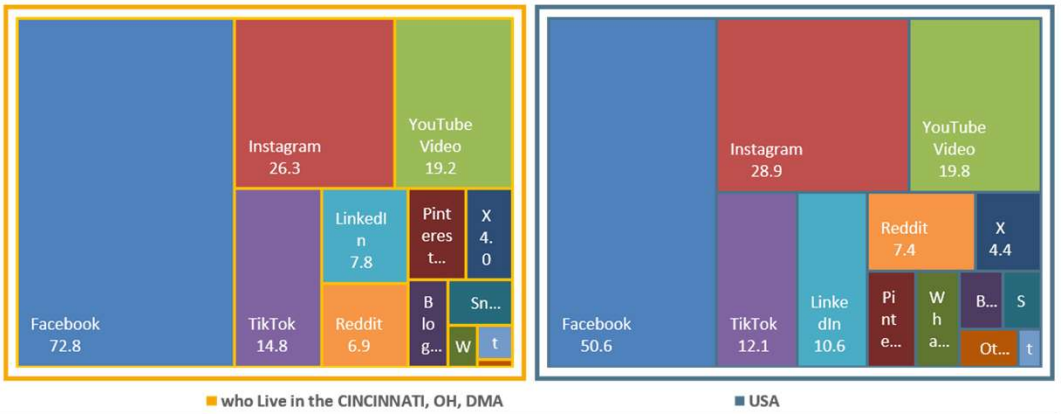
P35-64

717,122 or 77.2% of Adults 35 - 64 who Live in the CINCINNATI, OH, DMA use Ad-Supported Facebook for an average of 56.9 minutes every day representing 39.5% of all time spent daily with Ad-Supported Social Media.

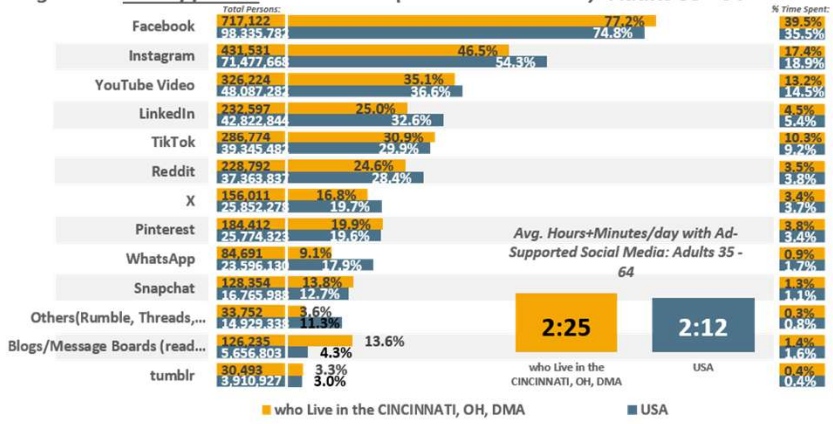
Avg. Week All Social Media (Persons & % Reach): Adults 35 - 64



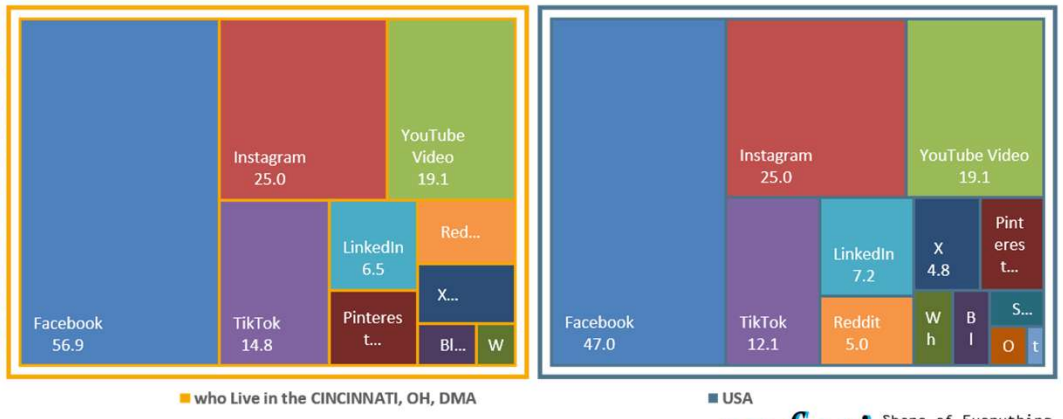
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 35 - 64



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



USA DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 1,913

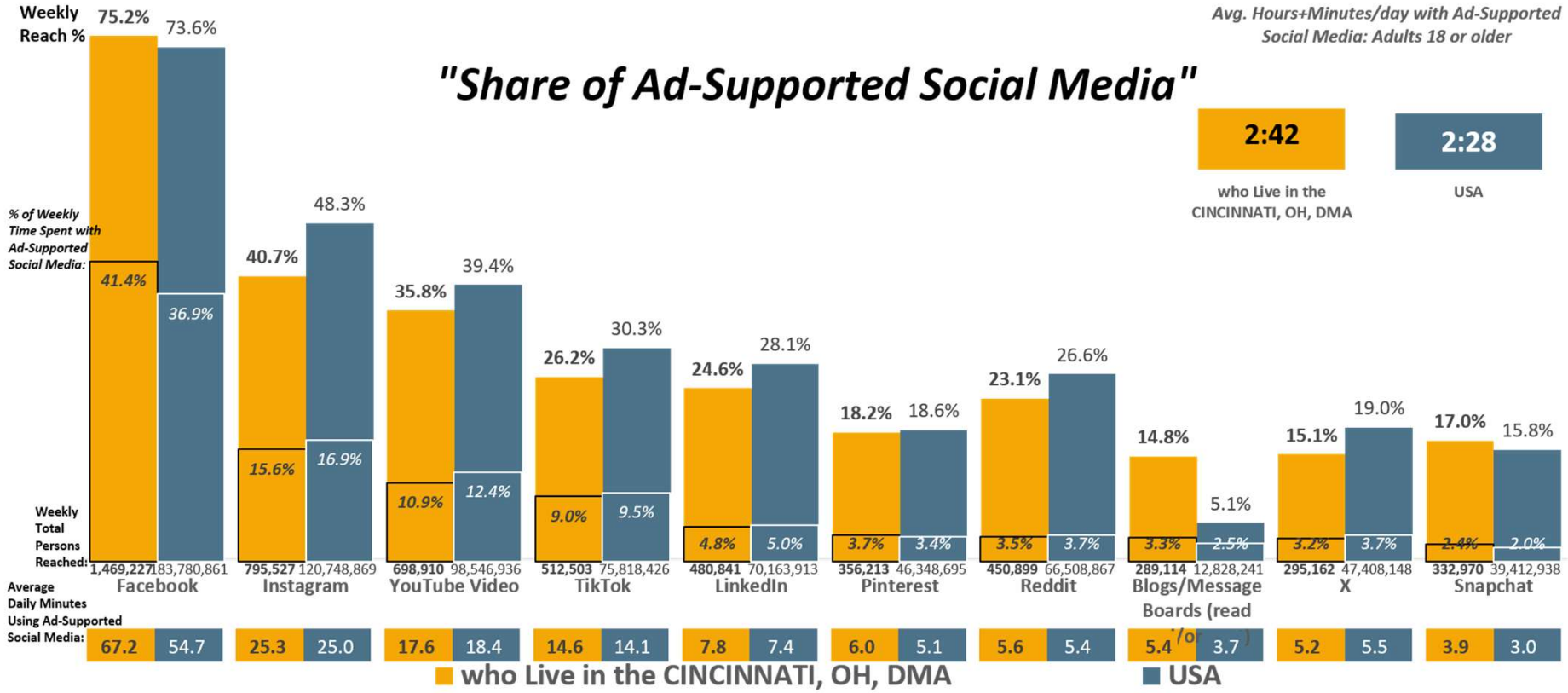
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P18+

1,469,227 or 75.2% of Adults 18 or older who Live in the CINCINNATI, OH, DMA use Ad-Supported Facebook for an average of 67.2 minutes every day representing 41.4% of all time spent daily with Ad-Supported Social Media.



USA DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 1,913 Scarborough R2 2026: Feb25-Aug26 USA Projection Scarborough R2 2026: Feb25-Aug26 Qual Intab 24,319

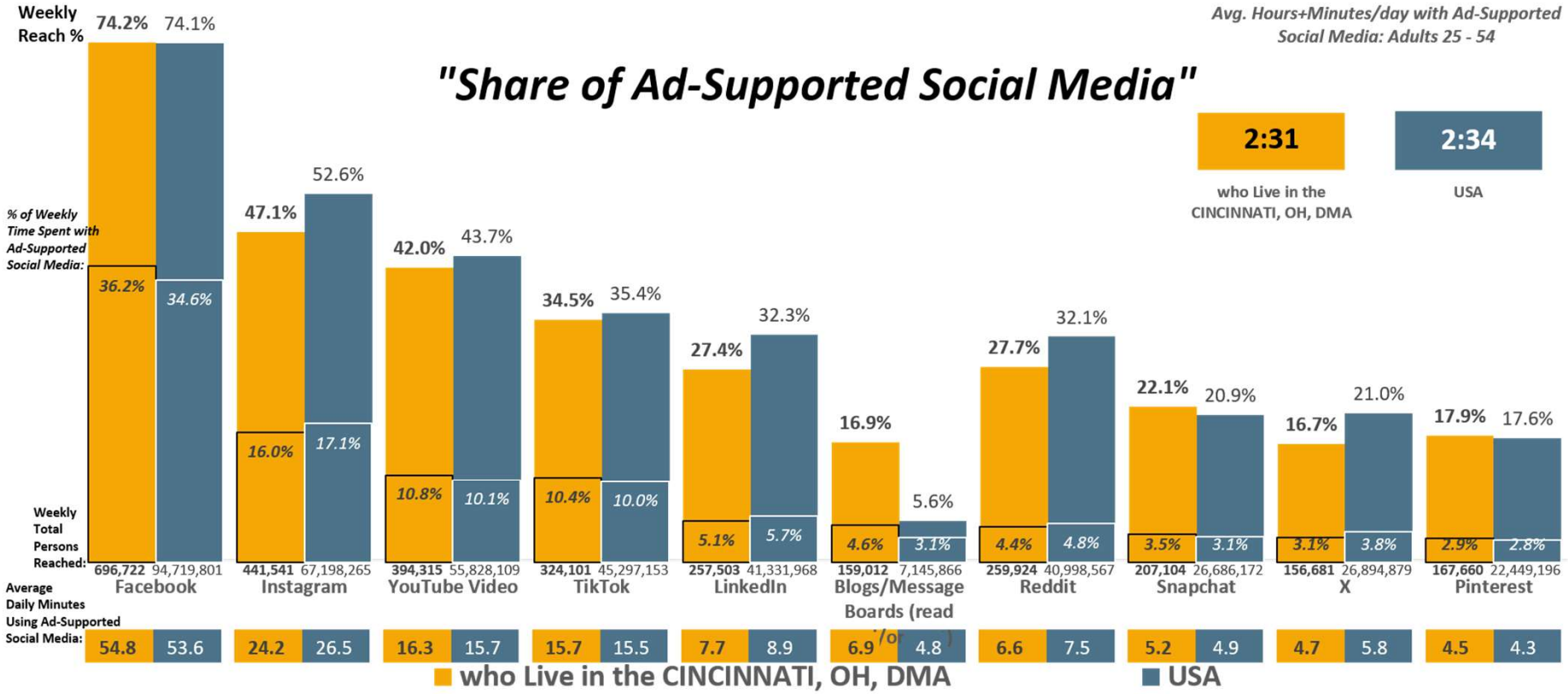
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P25-54

696,722 or 74.2% of Adults 25 - 54 who Live in the CINCINNATI, OH, DMA use Ad-Supported Facebook for an average of 54.8 minutes every day representing 36.2% of all time spent daily with Ad-Supported Social Media.



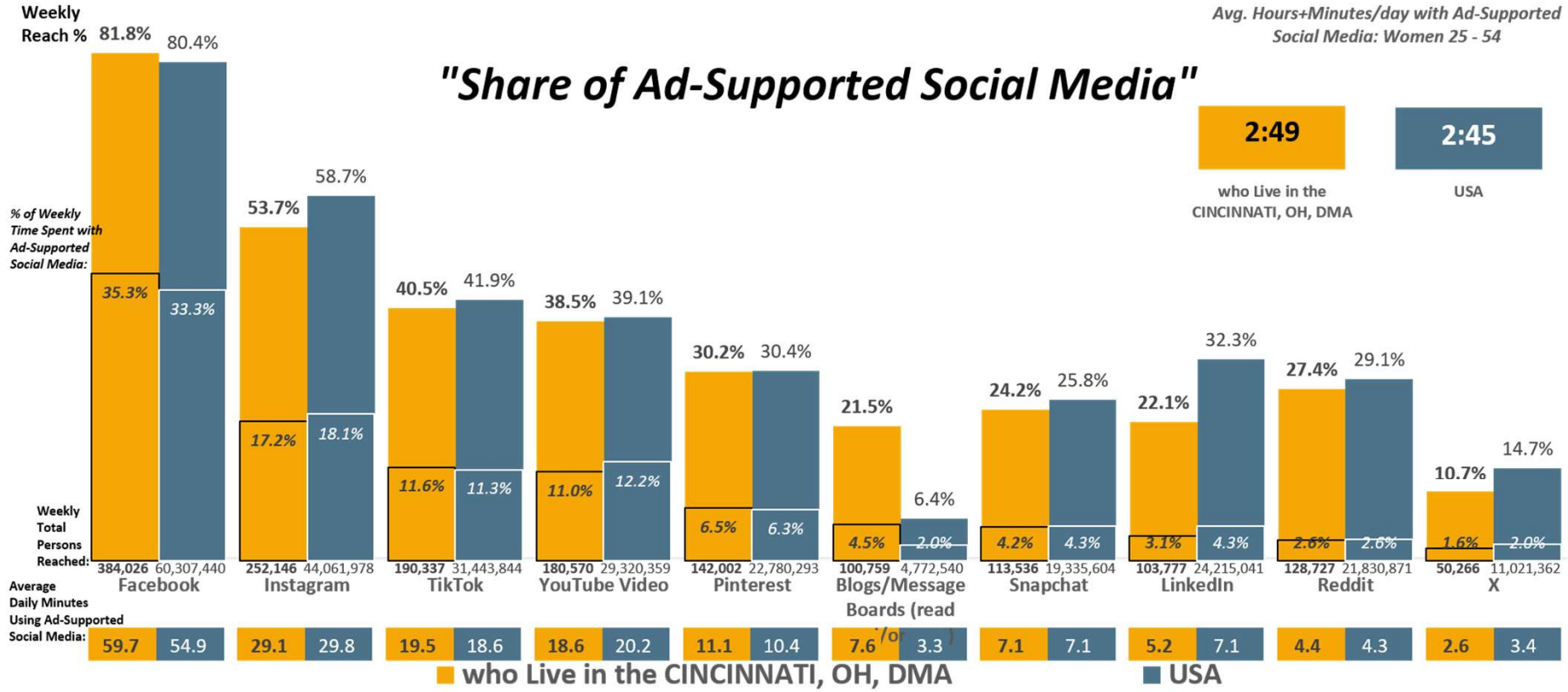
USA DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 1,913 Scarborough R2 2026: Feb25-Aug26 USA Projection Scarborough R2 2026: Feb25-Aug26 Qual Intab 24,319

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384,026 or 81.8% of Women 25 - 54 who Live in the CINCINNATI, OH, DMA use Ad-Supported Facebook for an average of 59.7 minutes every day representing 35.3% of all time spent daily with Ad-Supported Social Media.



USA DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 1,913 Scarborough R2 2026: Feb25-Aug26 USA Projection Scarborough R2 2026: Feb25-Aug26 Qual Intab 24,319

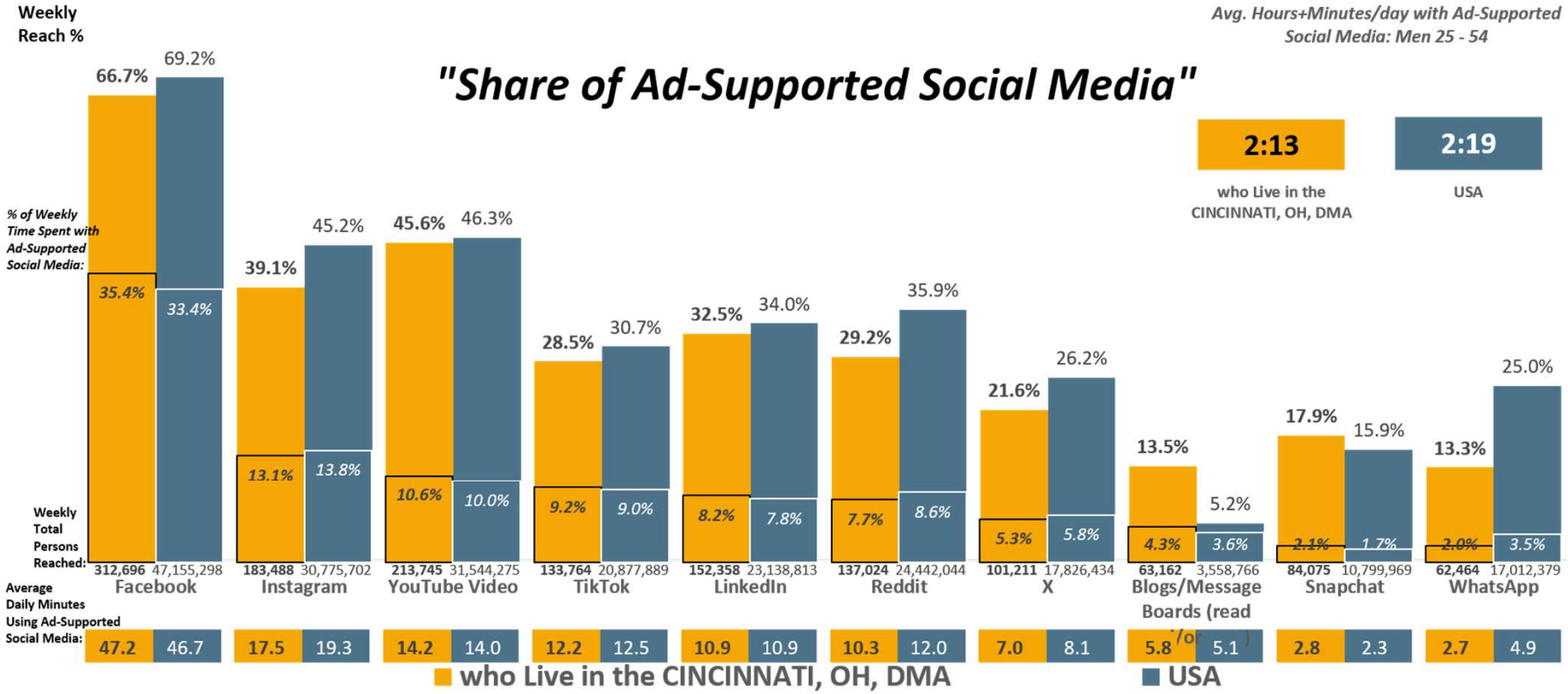
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M25-54

312,696 or 66.7% of Men 25 - 54 who Live in the CINCINNATI, OH, DMA use Ad-Supported Facebook for an average of 47.2 minutes every day representing 35.4% of all time spent daily with Ad-Supported Social Media.



USA DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 1,913 Scarborough R2 2026: Feb25-Aug26 USA Projection Scarborough R2 2026: Feb25-Aug26 Qual Intab 24,319

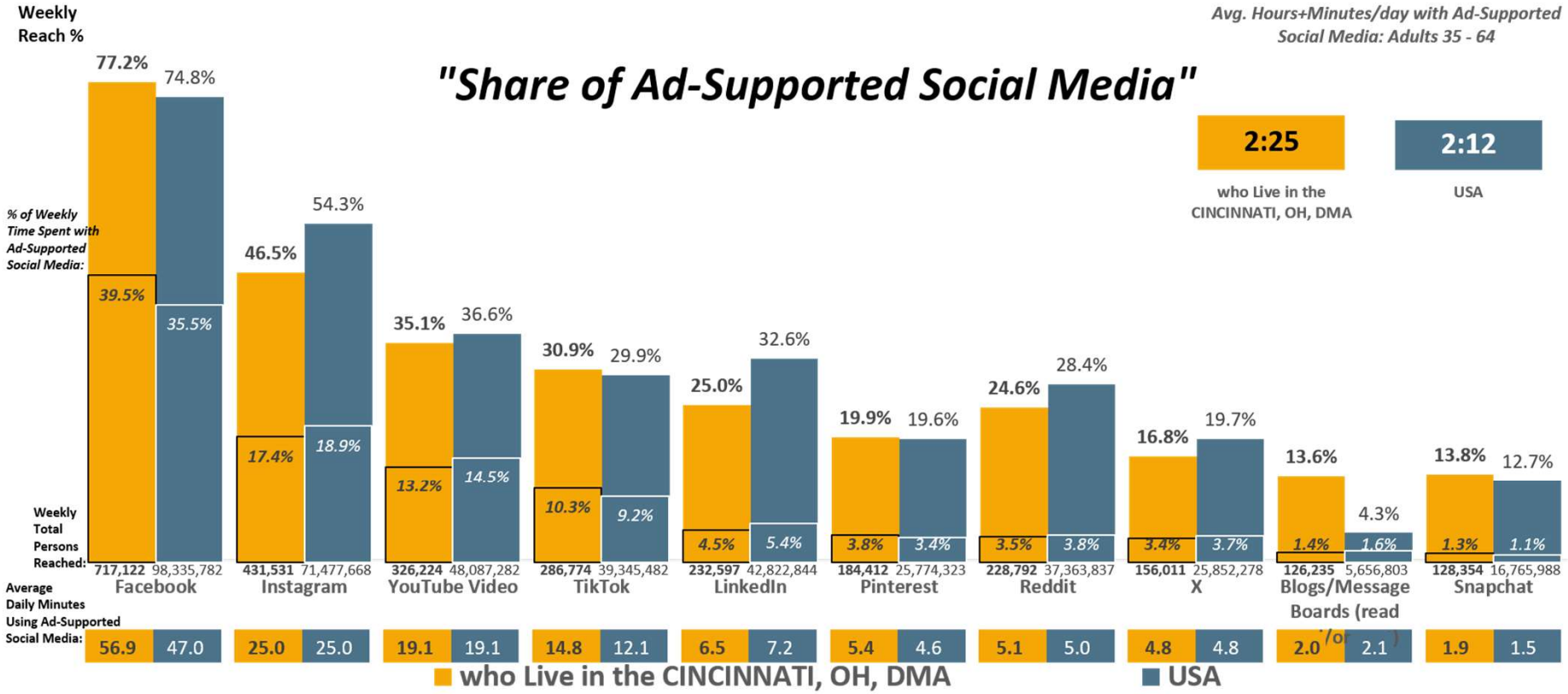
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P35-64

717,122 or 77.2% of Adults 35 - 64 who Live in the CINCINNATI, OH, DMA use Ad-Supported Facebook for an average of 56.9 minutes every day representing 39.5% of all time spent daily with Ad-Supported Social Media.



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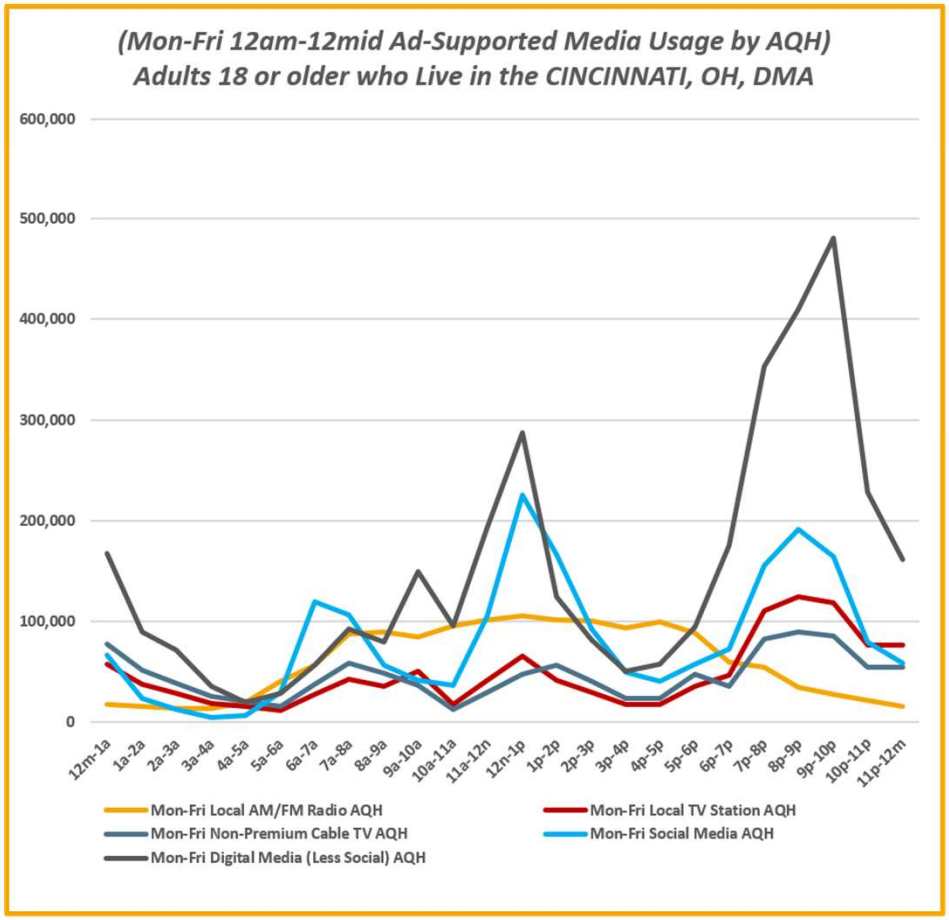
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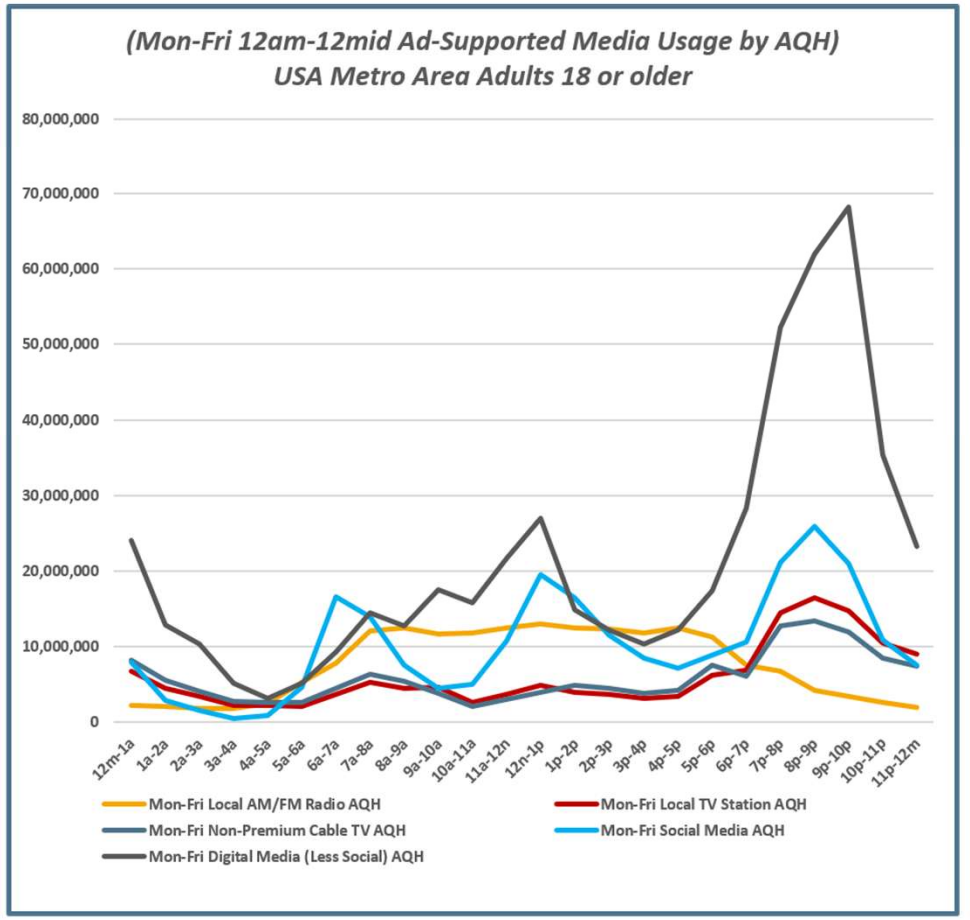
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P18+

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 118,489; Social Media: 90,338; Local Radio: 89,865; Non-Prem. Cable: 38,573; Local TV: 36,345 reaching Adults 18 or older who Live in the CINCINNATI, OH, DMA.





USA DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 1,913

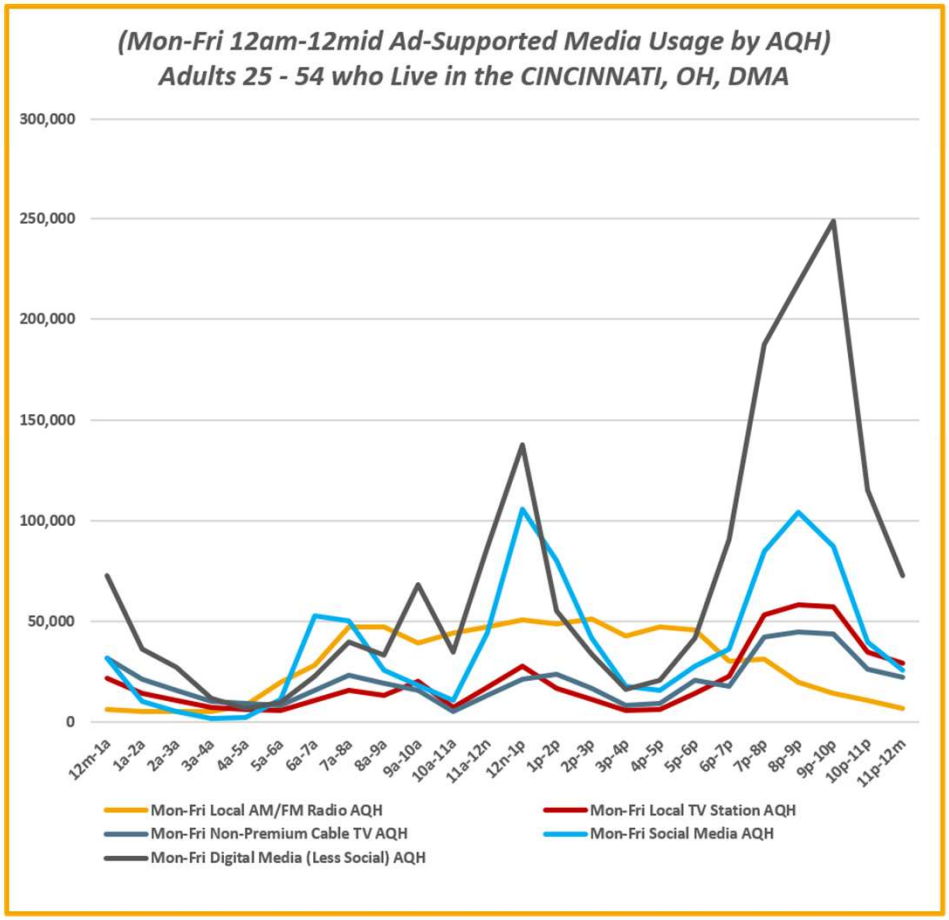
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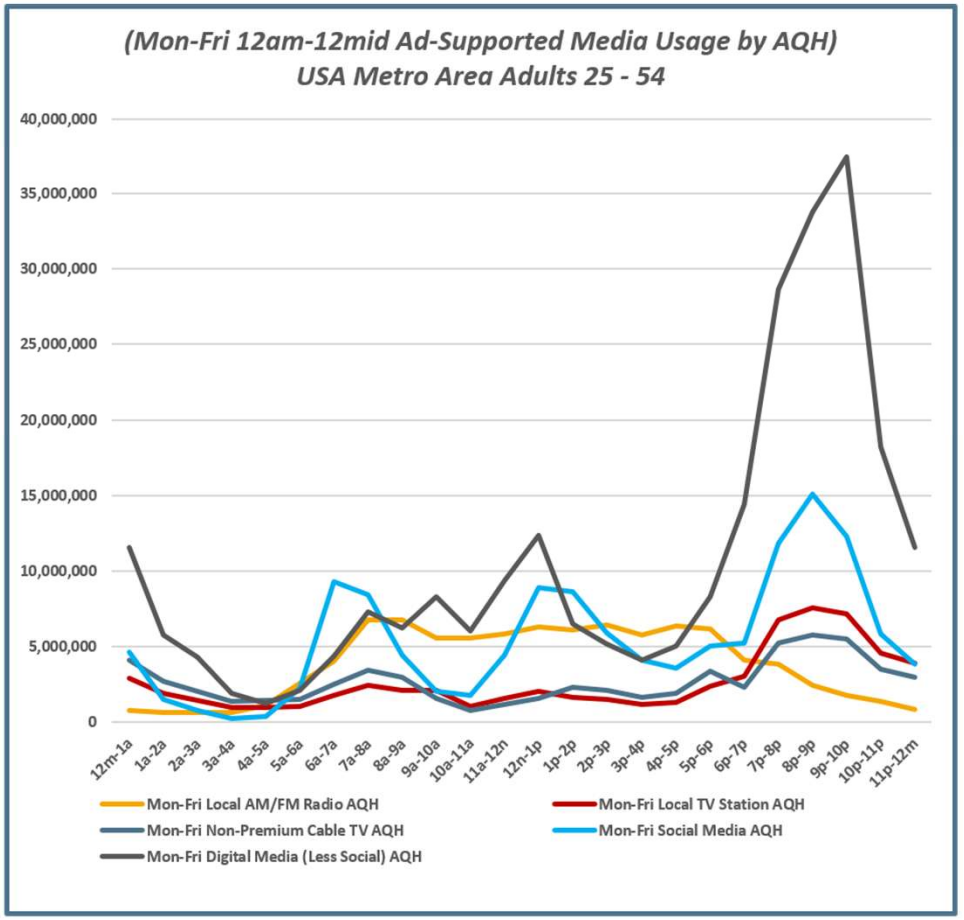
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P25-54

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 52,515; Local Radio: 43,993; Social Media: 40,664; Non-Prem. Cable: 16,350; Local TV: 14,747 reaching Adults 25 - 54 who Live in the CINCINNATI, OH, DMA.





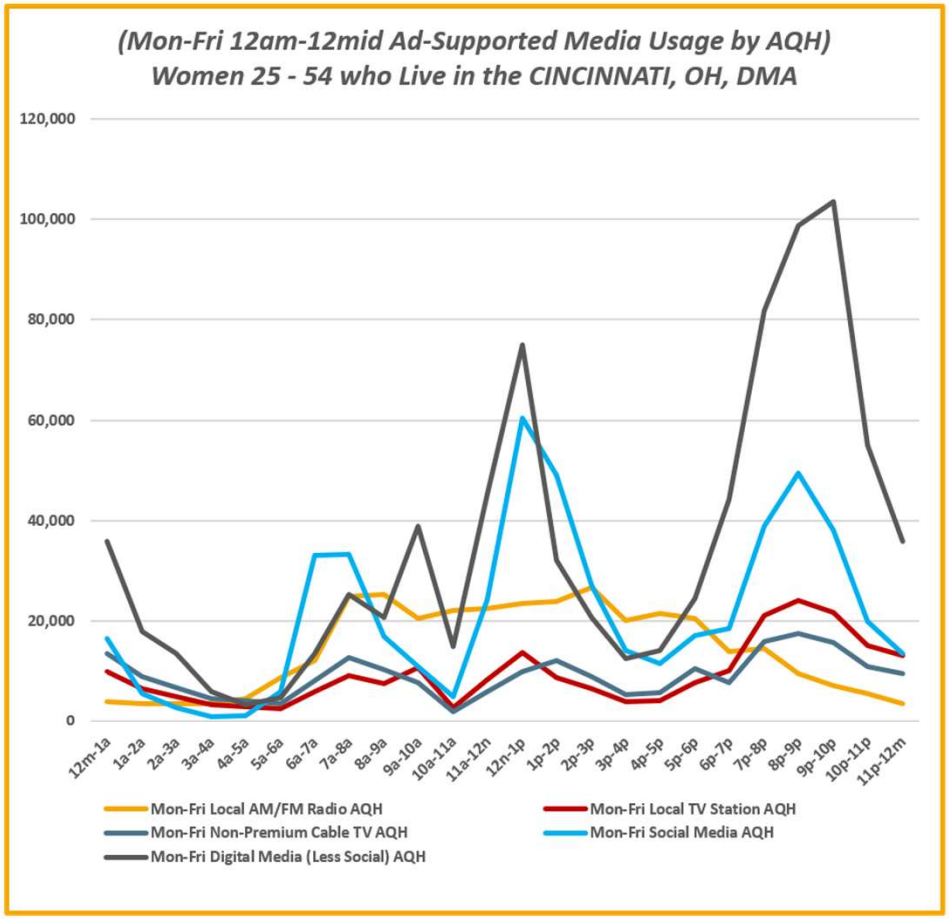
USA DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 1,913

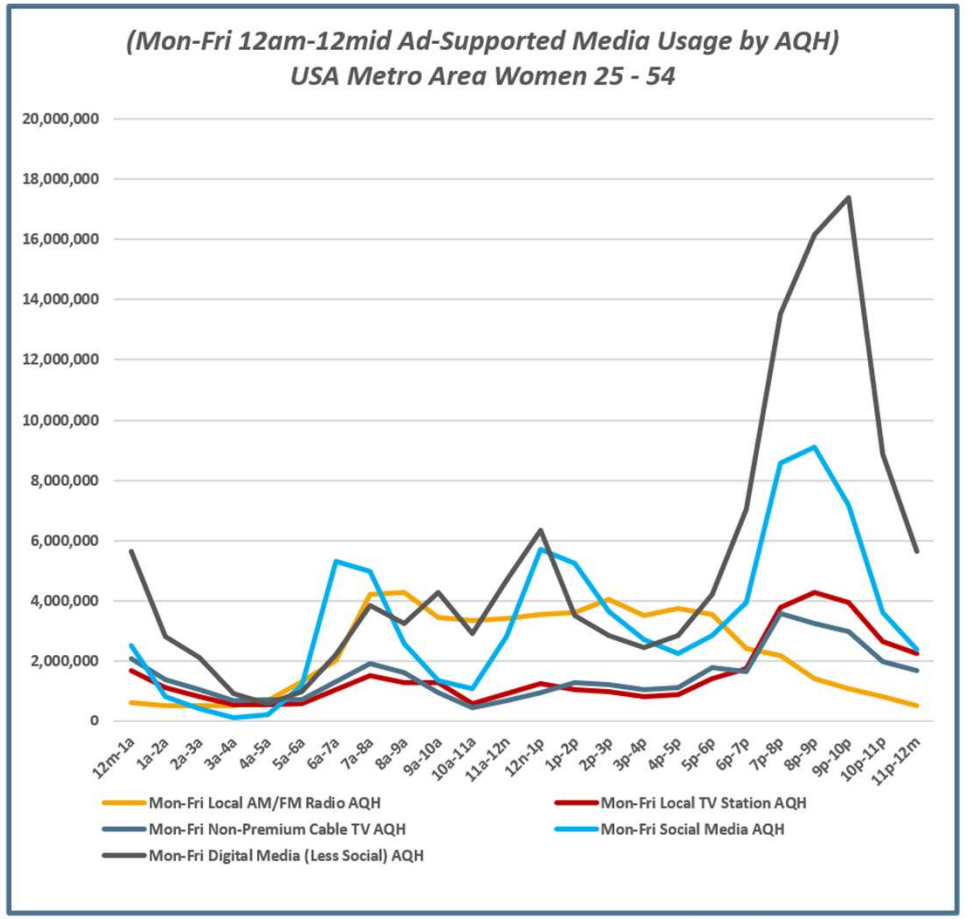
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M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 29,418; Social Media: 24,755; Local Radio: 21,378; Non-Prem. Cable: 8,285; Local TV: 7,665 reaching Women 25 - 54 who Live in the CINCINNATI, OH, DMA.





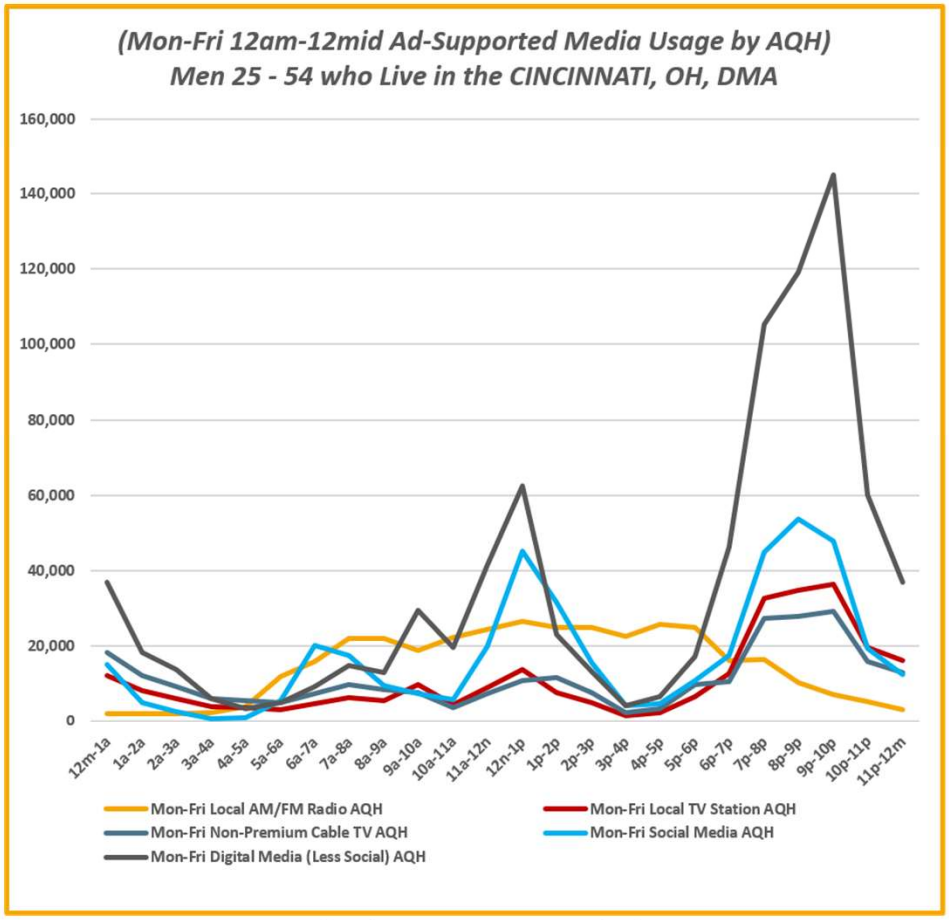
USA DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 1,913

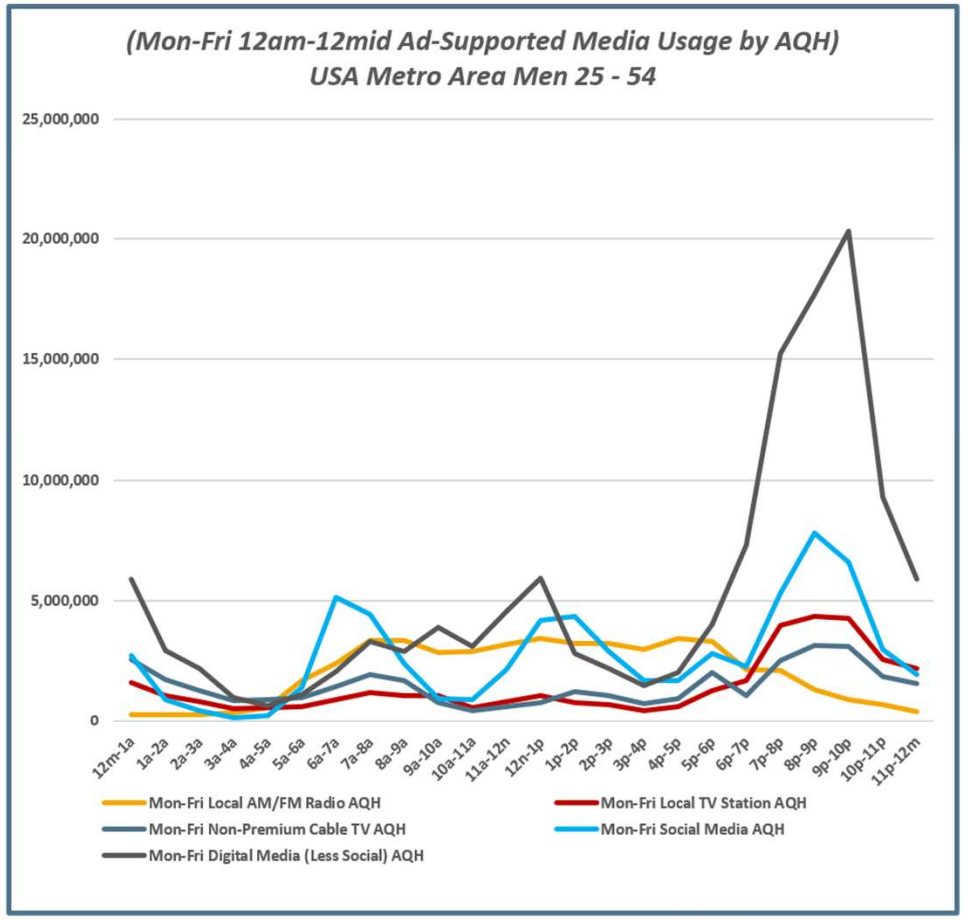
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M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 23,175; Local Radio: 22,463; Social Media: 16,198; Non-Prem. Cable: 7,789; Local TV: 6,928 reaching Men 25 - 54 who Live in the CINCINNATI, OH, DMA.





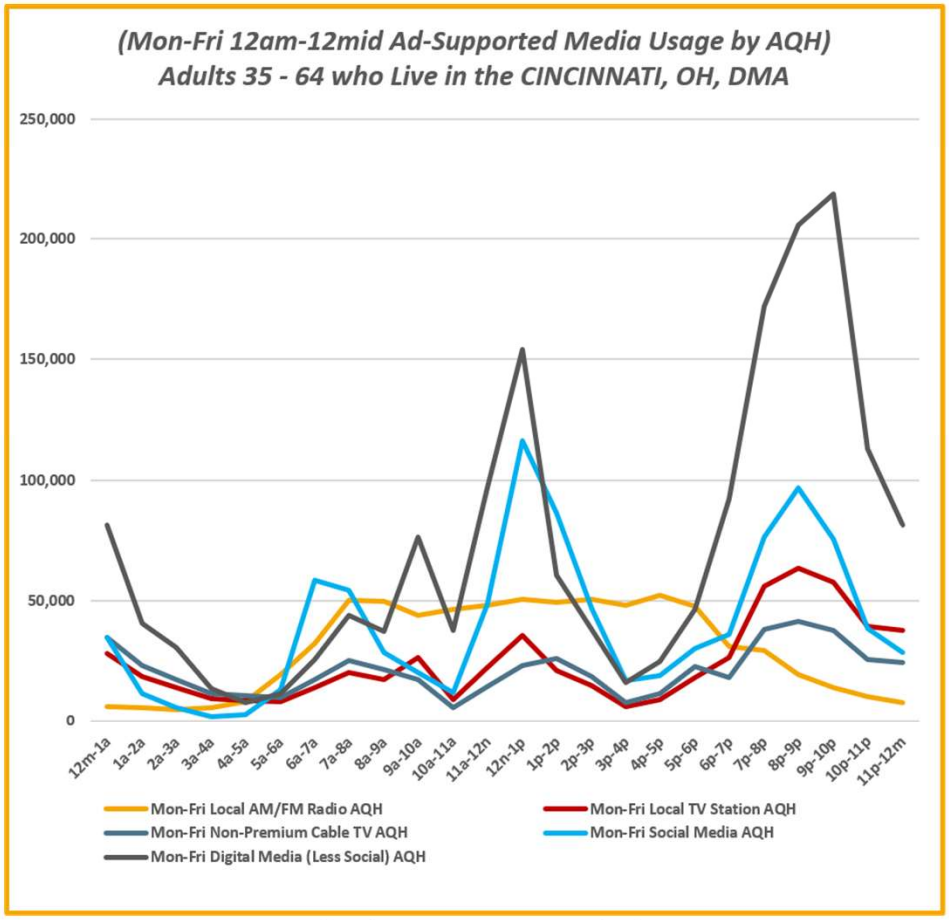
USA DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 1,913

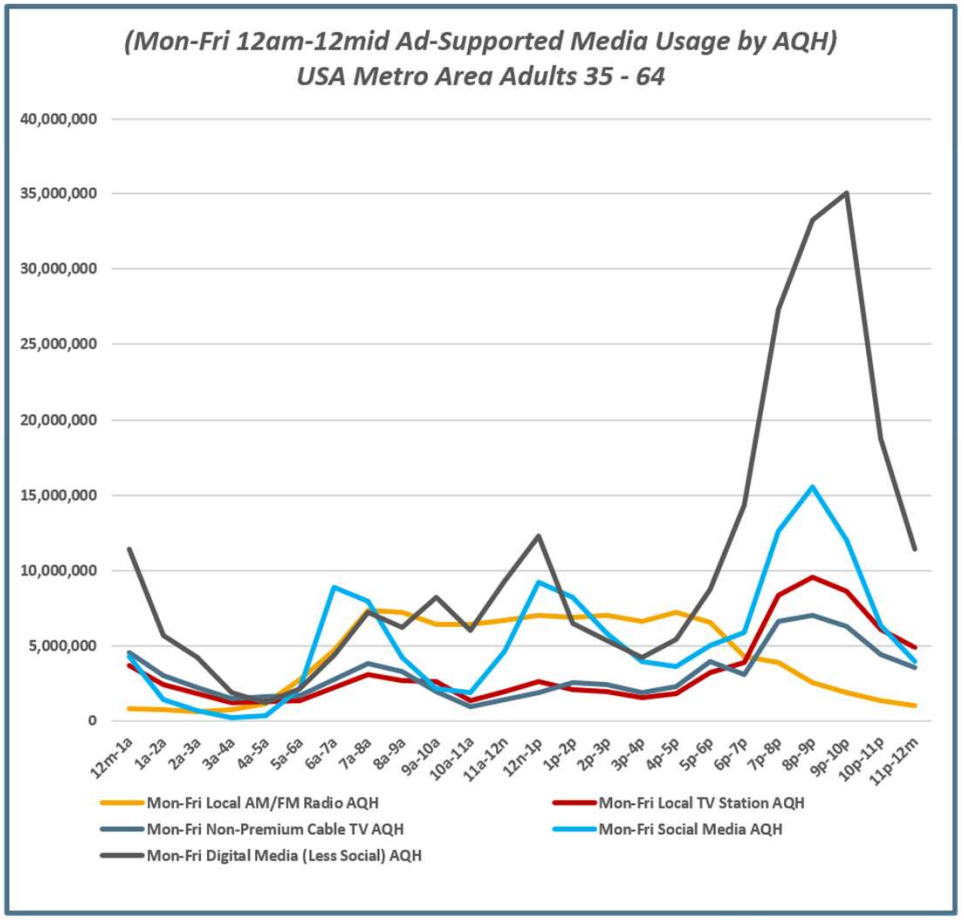
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M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 57,688; Local Radio: 46,306; Social Media: 44,194; Local TV: 18,633; Non-Prem. Cable: 17,715 reaching Adults 35 - 64 who Live in the CINCINNATI, OH, DMA.





USA DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 1,913

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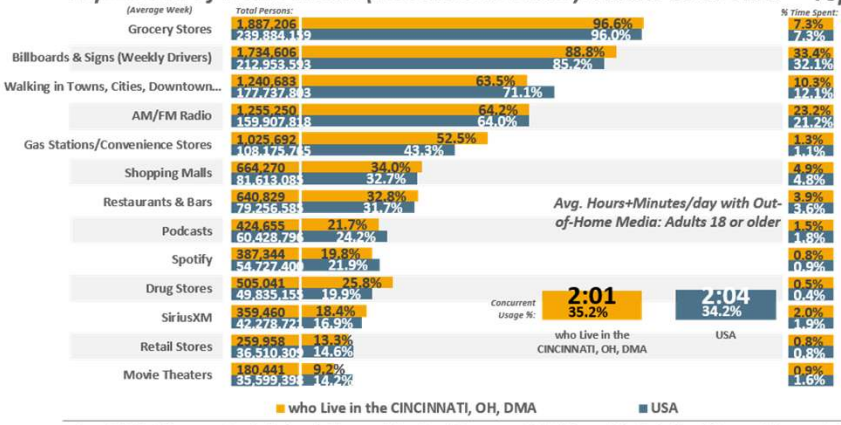
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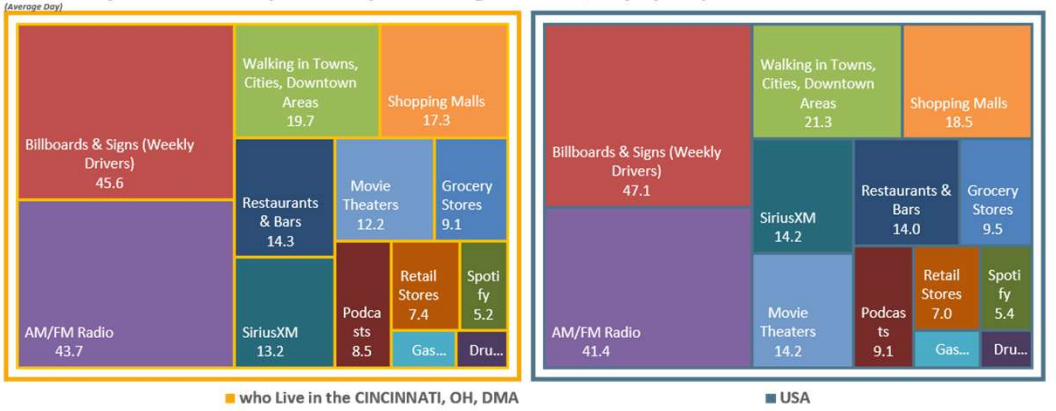
P18+

1,734,606 or 88.8% of Adults 18 or older who Live in the CINCINNATI, OH, DMA spend an average of 45.6 minutes per day driving, seeing Billboards and Signs. 61.9% Listen to Local Radio Stations Out-of-Home for an average of 40.9 minutes/day.

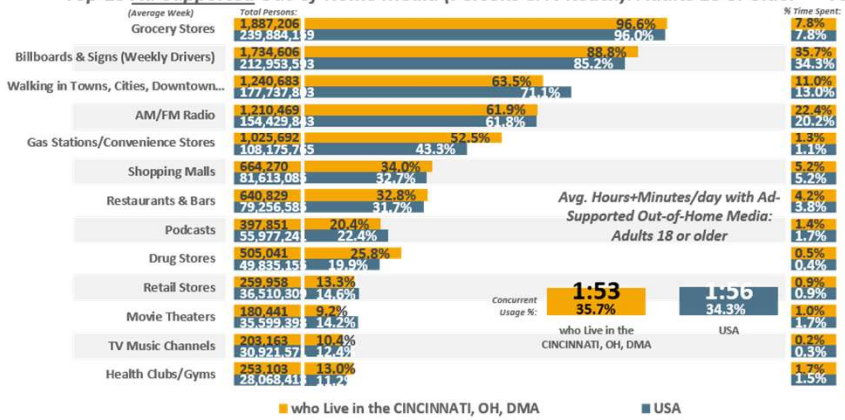
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



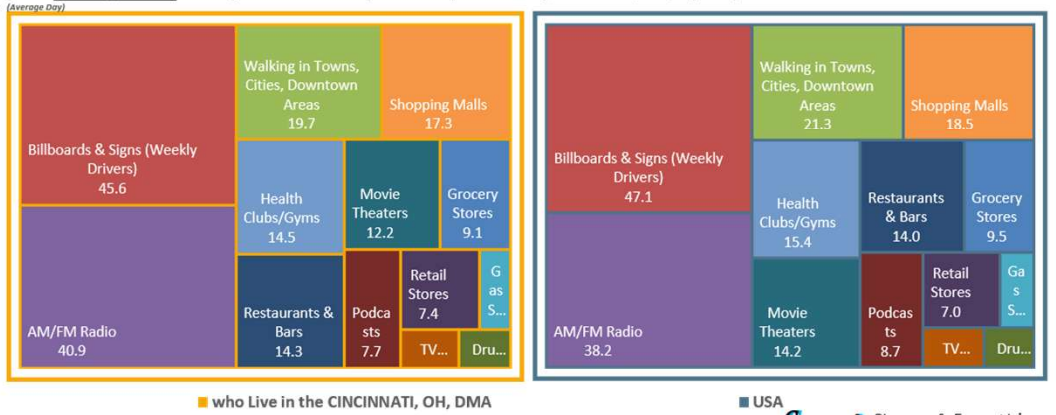
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



USA DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 1,913

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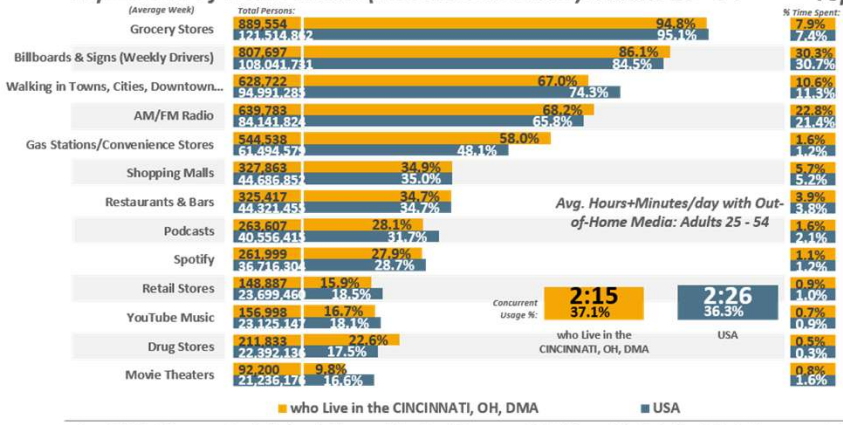
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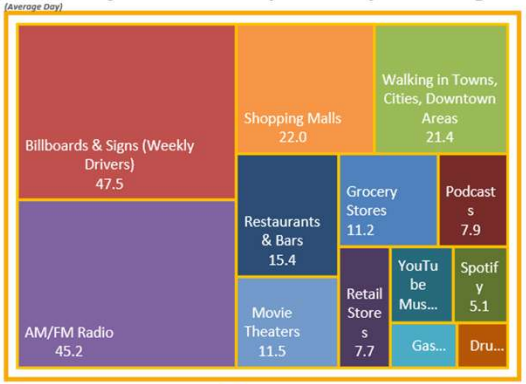
P25-54

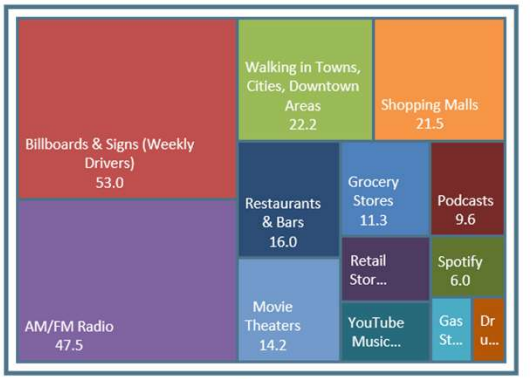
807,697 or 86.1% of Adults 25 - 54 who Live in the CINCINNATI, OH, DMA spend an average of 47.5 minutes per day driving, seeing Billboards and Signs. 66.3% Listen to Local Radio Stations Out-of-Home for an average of 42.4 minutes/day.

Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 - 54

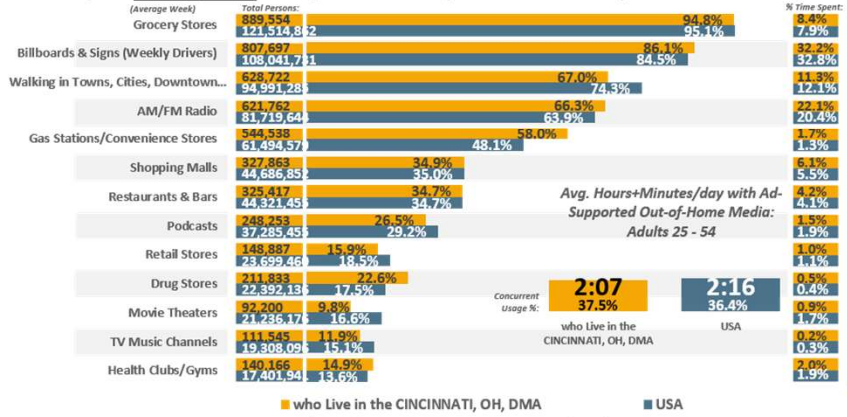


Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54

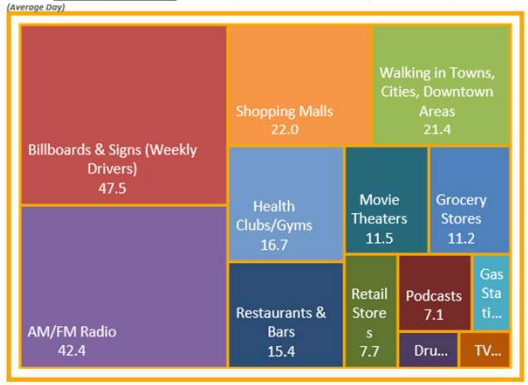


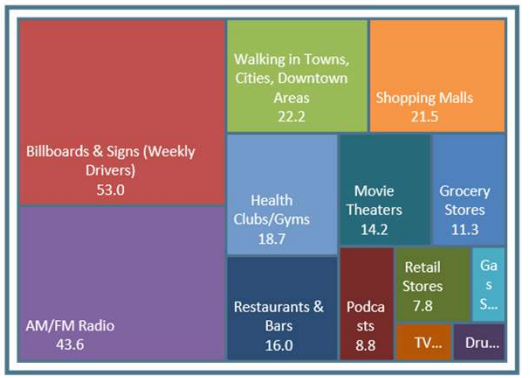


Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 25 - 54



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54





USA DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 1,913

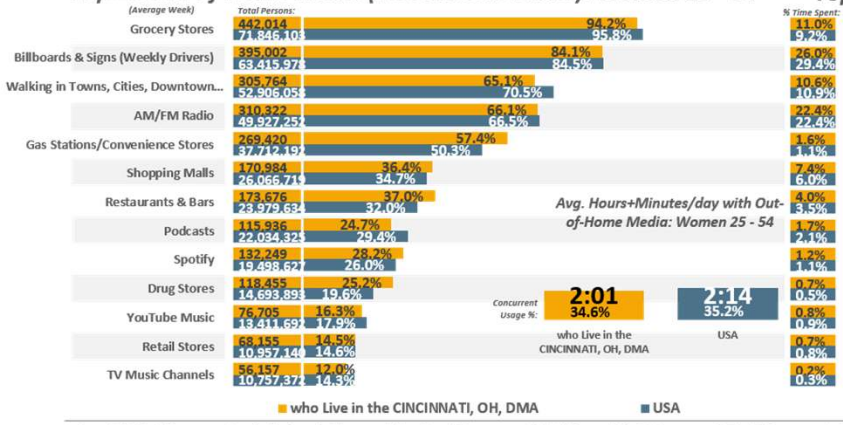
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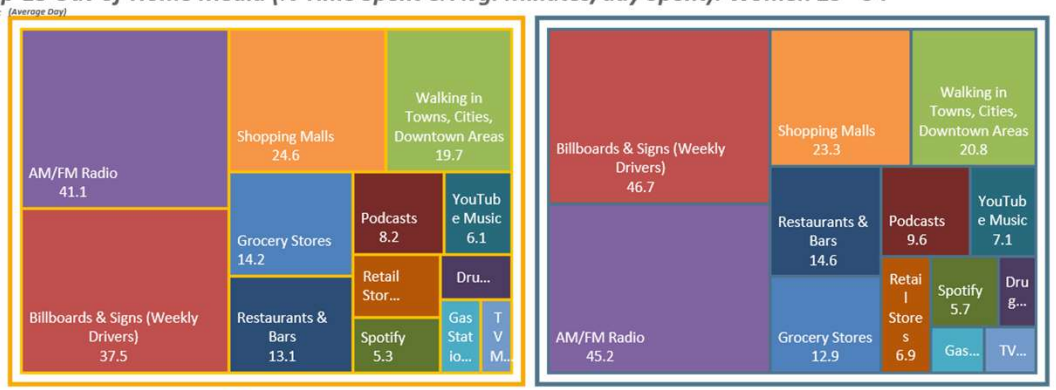


395,002 or 84.1% of Women 25 - 54 who Live in the CINCINNATI, OH, DMA spend an average of 37.5 minutes per day driving, seeing Billboards and Signs. 64.5% Listen to Local Radio Stations Out-of-Home for an average of 38.7 minutes/day.

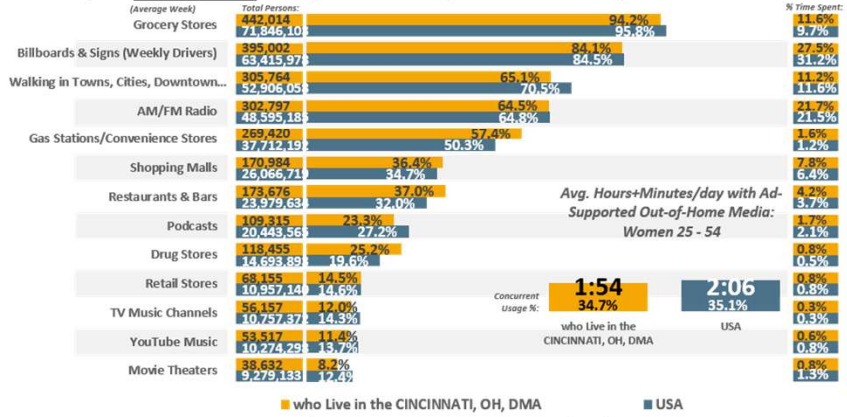
Top-13 Out-of-Home Media (Persons & % Reach): Women 25 - 54



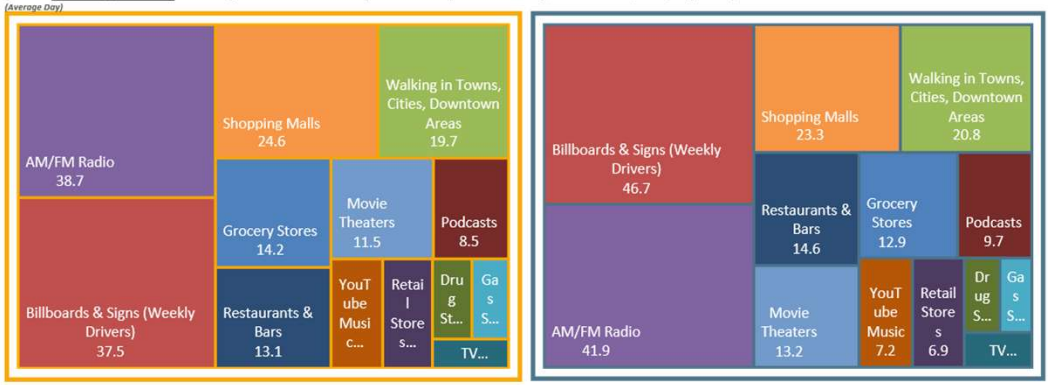
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Women 25 - 54



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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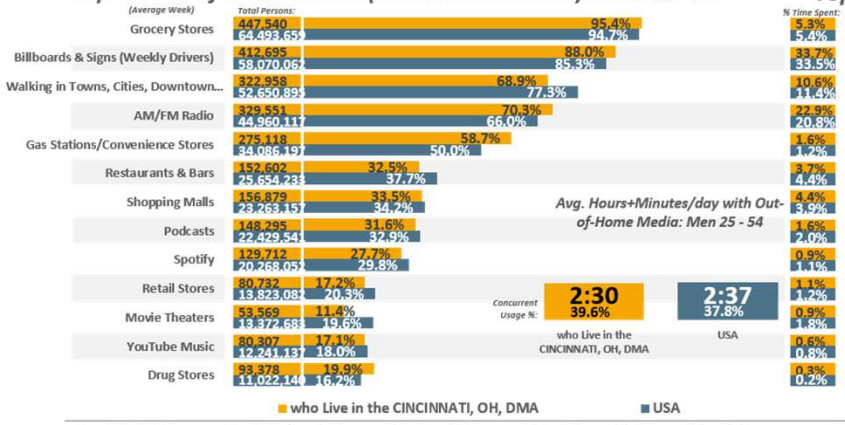
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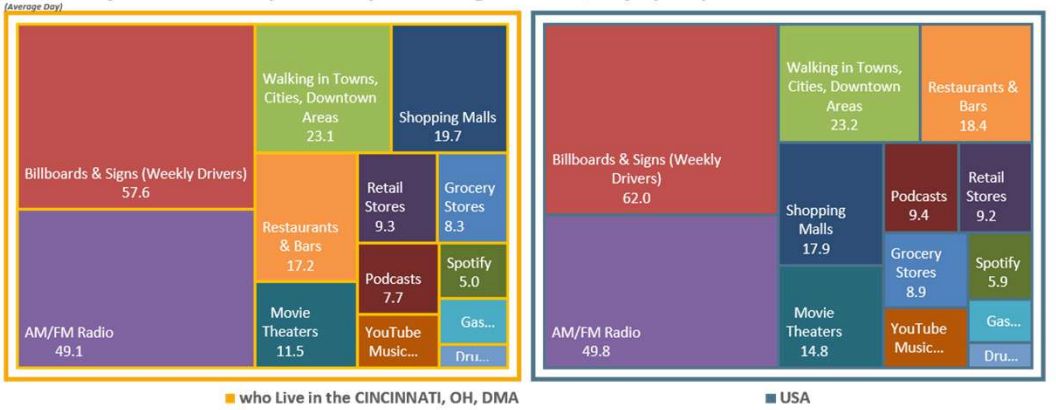


412,695 or 88.% of Men 25 - 54 who Live in the CINCINNATI, OH, DMA spend an average of 57.6 minutes per day driving, seeing Billboards and Signs. 68.% Listen to Local Radio Stations Out-of-Home for an average of 46.1 minutes/day.

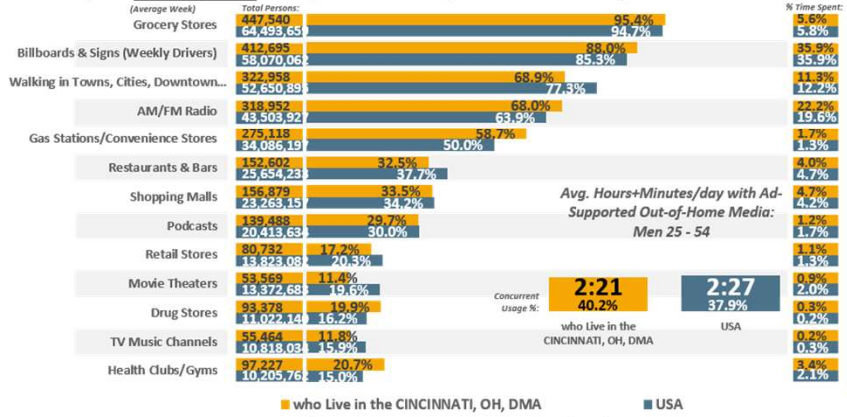
Top-13 Out-of-Home Media (Persons & % Reach): Men 25 - 54



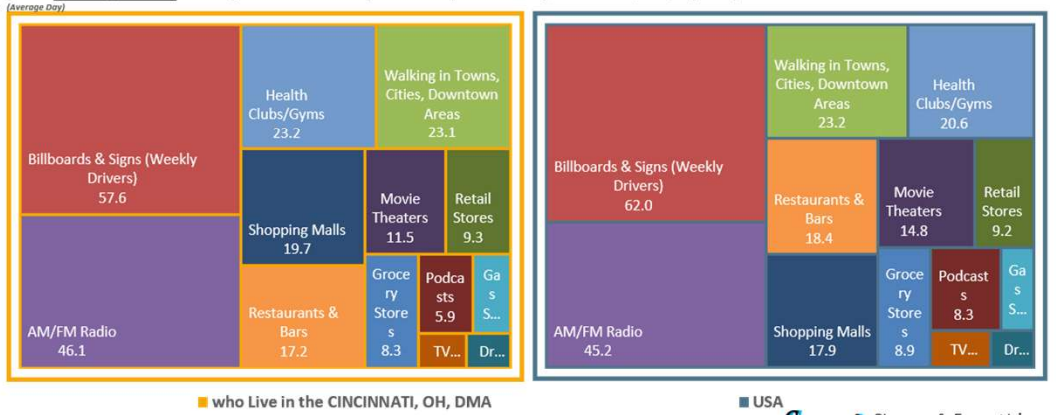
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Men 25 - 54



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



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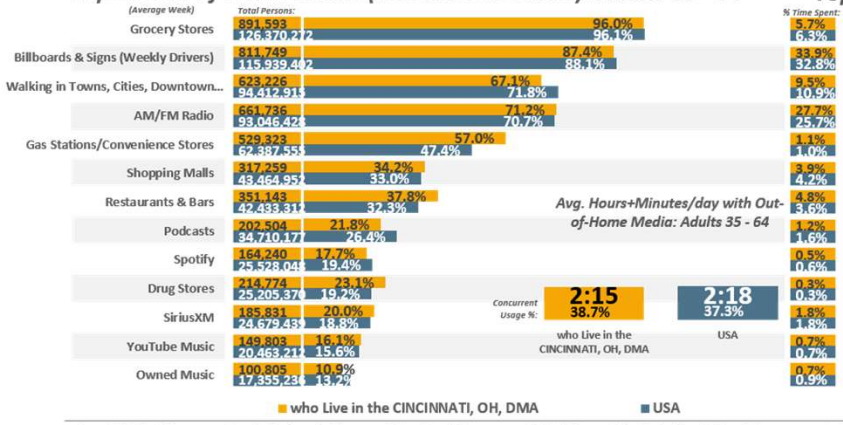
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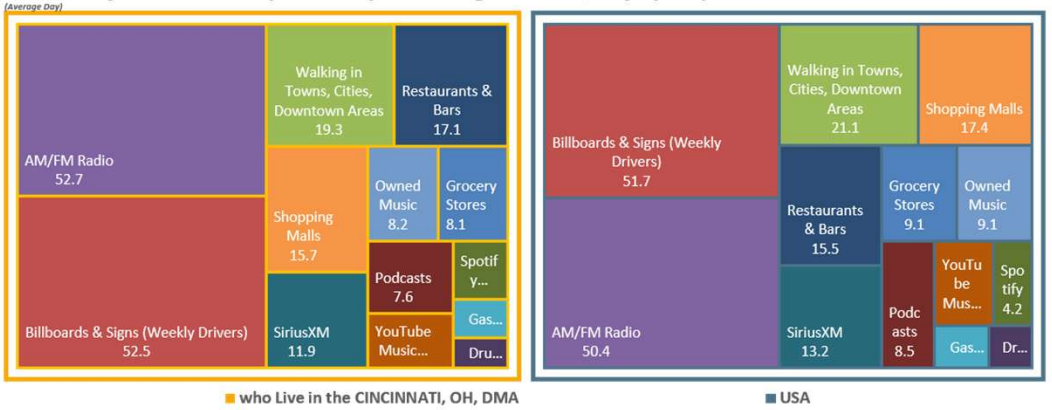
P35-64

811,749 or 87.4% of Adults 35 - 64 who Live in the CINCINNATI, OH, DMA spend an average of 52.5 minutes per day driving, seeing Billboards and Signs. 69.% Listen to Local Radio Stations Out-of-Home for an average of 50.3 minutes/day.

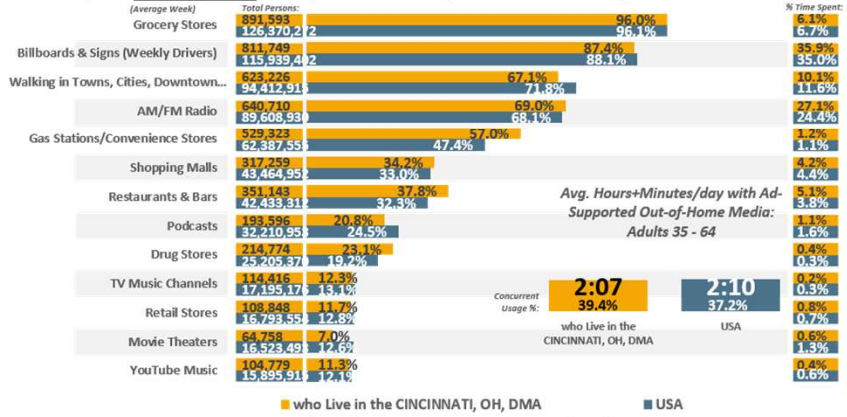
Top-13 Out-of-Home Media (Persons & % Reach): Adults 35 - 64



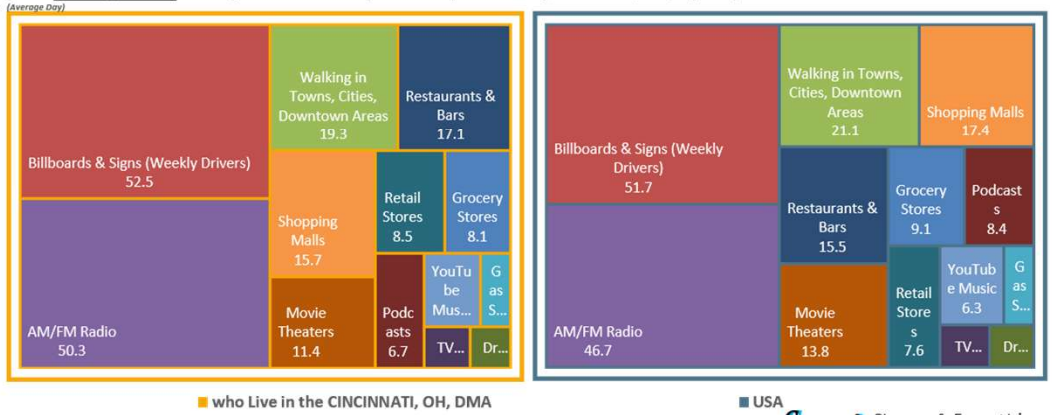
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 35 - 64



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



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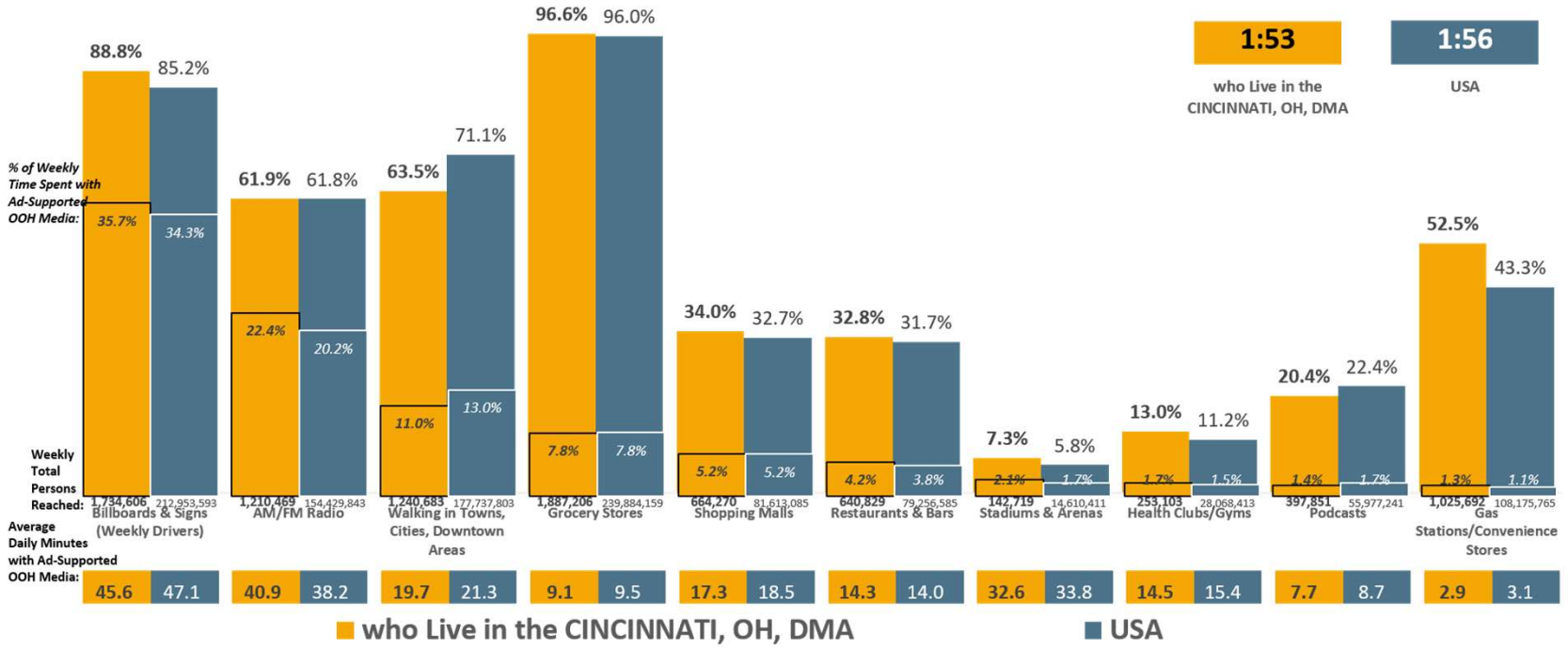


P18+

1,734,606 or 88.8% of Adults 18 or older who Live in the CINCINNATI, OH, DMA spend an average of 45.6 minutes per day driving, seeing Billboards and Signs representing 35.7% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



USA DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 1,913 Scarborough R2 2026: Feb25-Aug26 USA Projection Scarborough R2 2026: Feb25-Aug26 Qual Intab 24,319

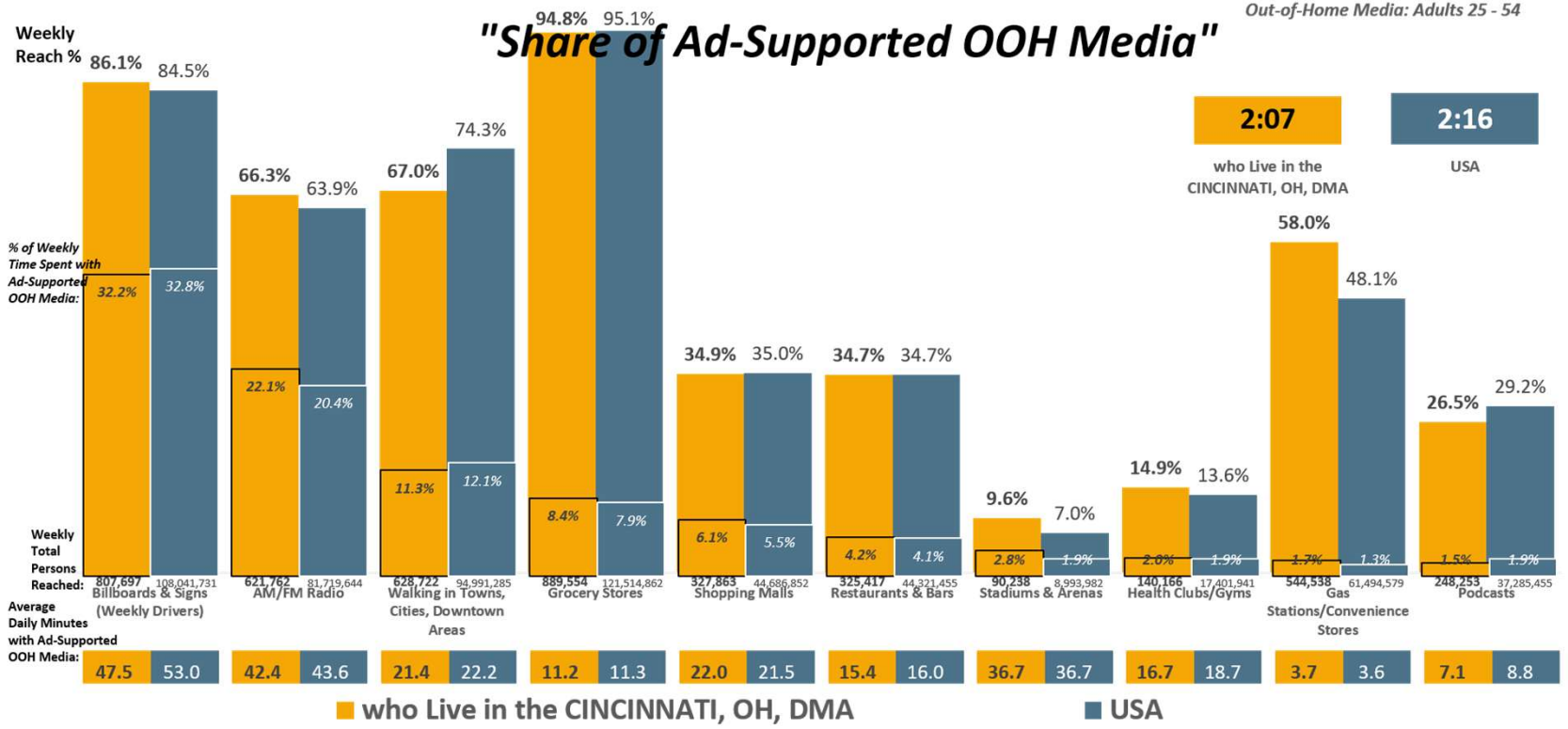
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807,697 or 86.1% of Adults 25 - 54 who Live in the CINCINNATI, OH, DMA spend an average of 47.5 minutes per day driving, seeing Billboards and Signs representing 32.2% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 25 - 54



	Billboards & Signs (Weekly Drivers)	AM/FM Radio	Walking in Towns, Cities, Downtown Areas	Grocery Stores	Shopping Malls	Restaurants & Bars	Stadiums & Arenas	Health Clubs/Gyms	Gas Stations/Convenience Stores	Podcasts
Weekly Reach %	86.1% / 84.5%	66.3% / 63.9%	67.0% / 74.3%	94.8% / 95.1%	34.9% / 35.0%	34.7% / 34.7%	9.6% / 7.0%	14.9% / 13.6%	58.0% / 48.1%	26.5% / 29.2%
% of Weekly Time Spent with Ad-Supported OOH Media:	32.2% / 32.8%	22.1% / 20.4%	11.3% / 12.1%	8.4% / 7.9%	6.1% / 5.5%	4.2% / 4.1%	2.8% / 1.9%	2.0% / 1.9%	1.7% / 1.3%	1.5% / 1.9%
Weekly Total Persons Reached:	807,697 / 108,041,731	621,762 / 81,719,644	628,722 / 94,991,285	889,554 / 121,514,862	327,863 / 44,686,852	325,417 / 44,321,455	90,238 / 8,993,982	140,166 / 17,401,941	544,538 / 61,494,579	248,253 / 37,285,455
Average Daily Minutes with Ad-Supported OOH Media:	47.5 / 53.0	42.4 / 43.6	21.4 / 22.2	11.2 / 11.3	22.0 / 21.5	15.4 / 16.0	36.7 / 36.7	16.7 / 18.7	3.7 / 3.6	7.1 / 8.8

■ who Live in the CINCINNATI, OH, DMA ■ USA

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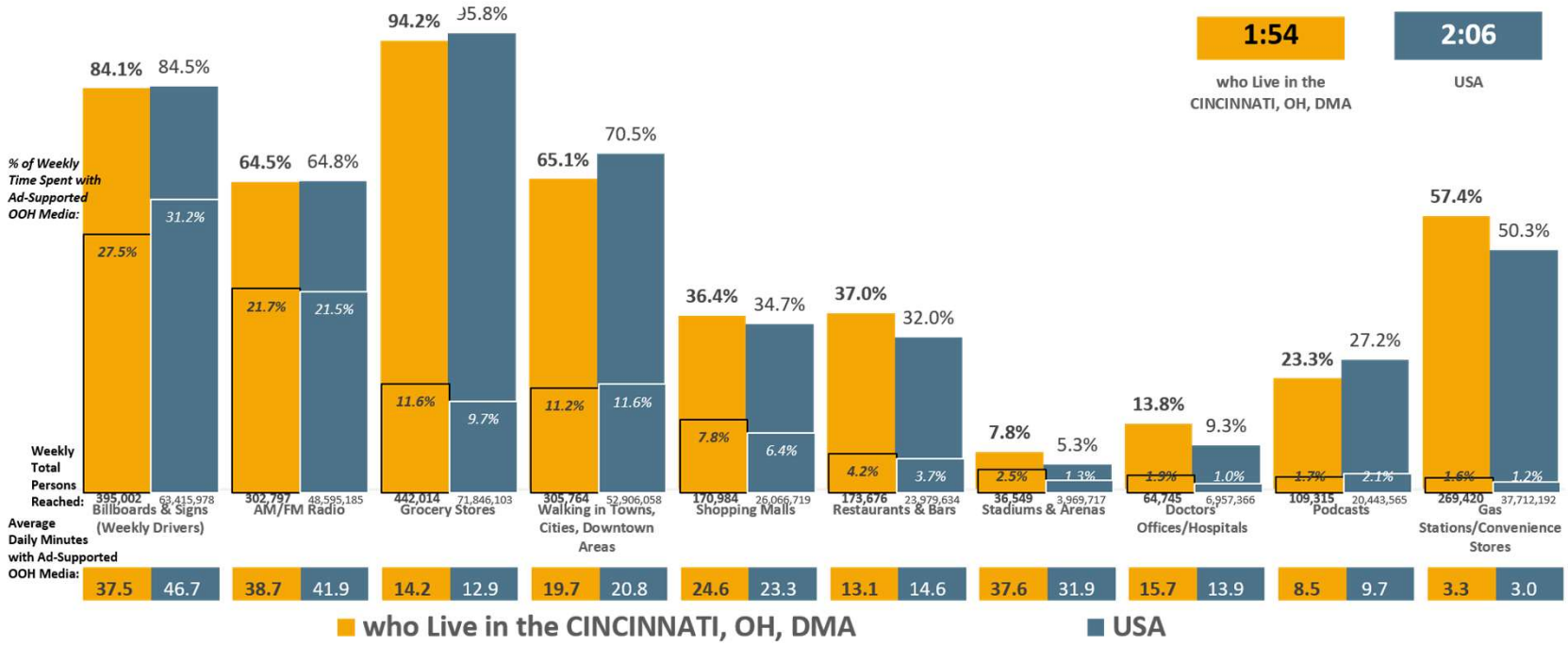
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395,002 or 84.1% of Women 25 - 54 who Live in the CINCINNATI, OH, DMA spend an average of 37.5 minutes per day driving, seeing Billboards and Signs representing 27.5% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Women 25 - 54

"Share of Ad-Supported OOH Media"



USA DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 1,913 Scarborough R2 2026: Feb25-Aug26 USA Projection Scarborough R2 2026: Feb25-Aug26 Qual Intab 24,319

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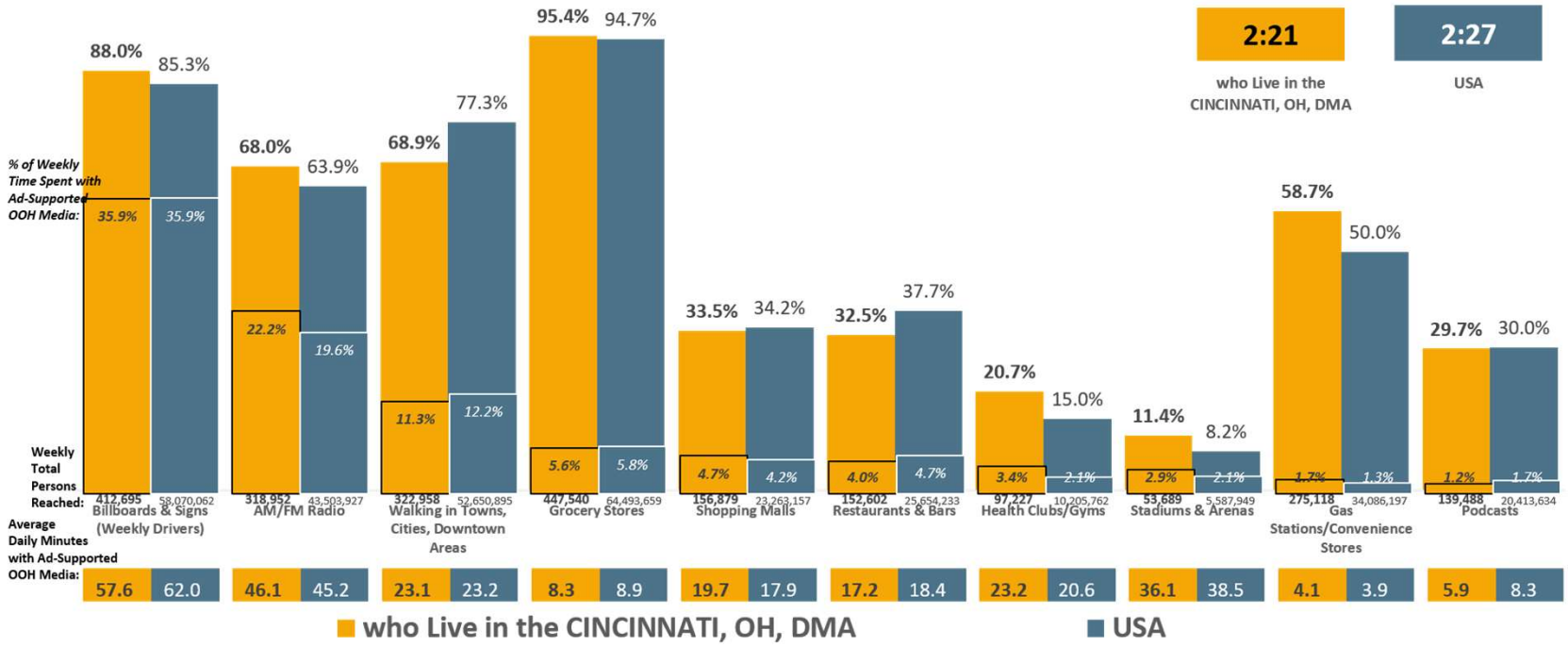


M25-54

412,695 or 88.% of Men 25 - 54 who Live in the CINCINNATI, OH, DMA spend an average of 57.6 minutes per day driving, seeing Billboards and Signs representing 35.9% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Men 25 - 54

"Share of Ad-Supported OOH Media"



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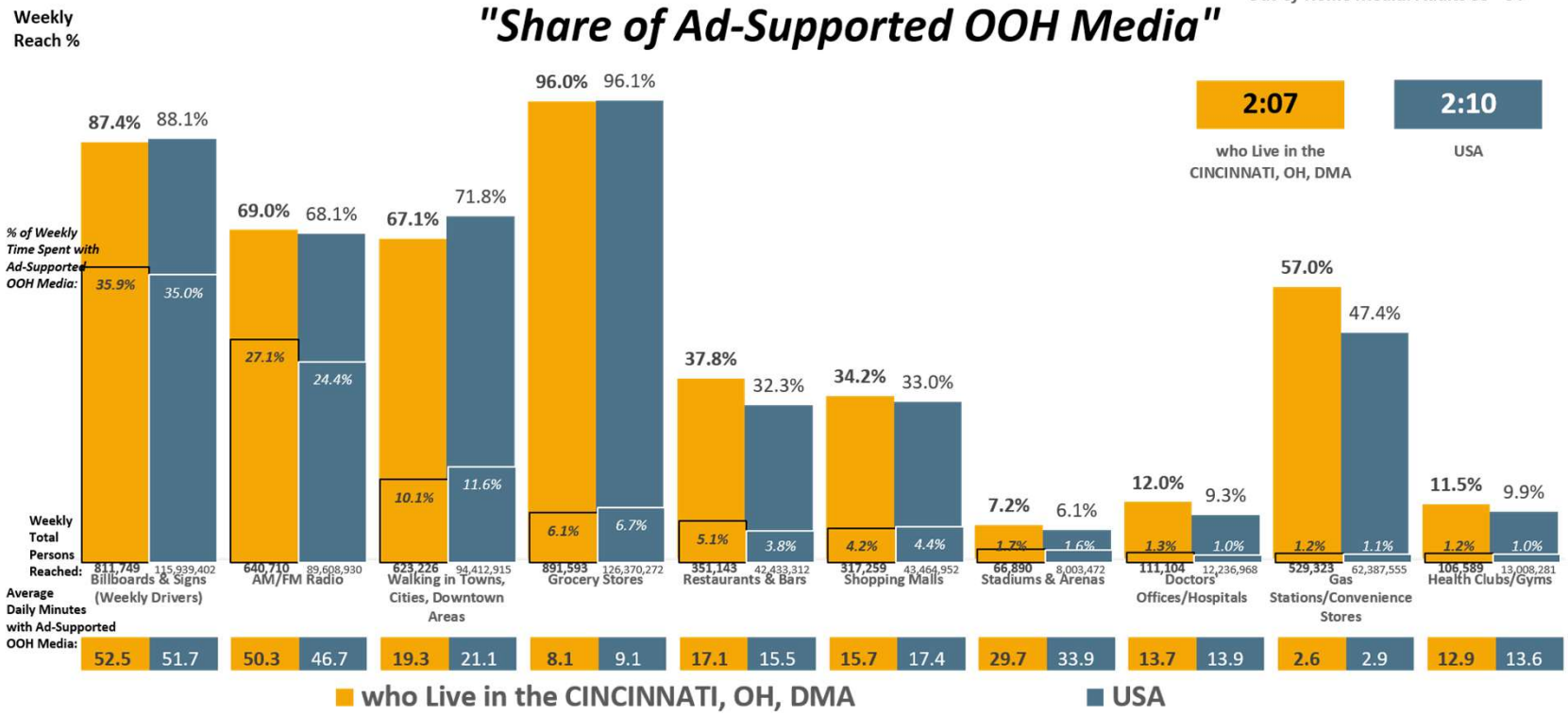


P35-64

811,749 or 87.4% of Adults 35 - 64 who Live in the CINCINNATI, OH, DMA spend an average of 52.5 minutes per day driving, seeing Billboards and Signs representing 35.9% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 35 - 64

"Share of Ad-Supported OOH Media"



USA DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 1,913 Scarborough R2 2026: Feb25-Aug26 USA Projection Scarborough R2 2026: Feb25-Aug26 Qual Intab 24,319

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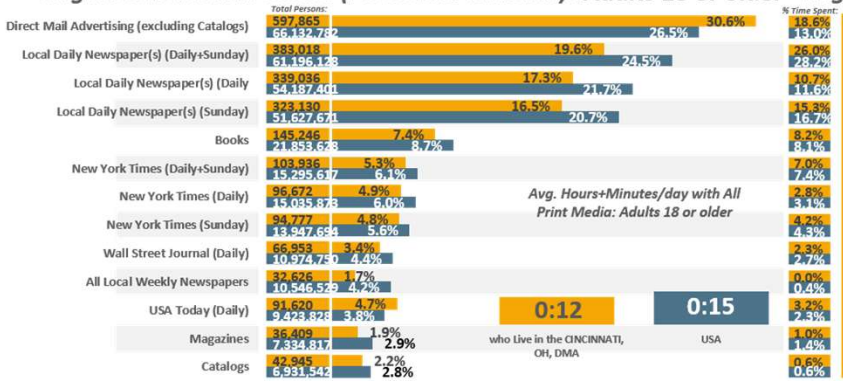
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P18+

383,018 or 19.6% of Adults 18 or older who Live in the CINCINNATI, OH, DMA read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.4 minutes every day representing 28.3% of all time spent daily with All forms of Print Media.

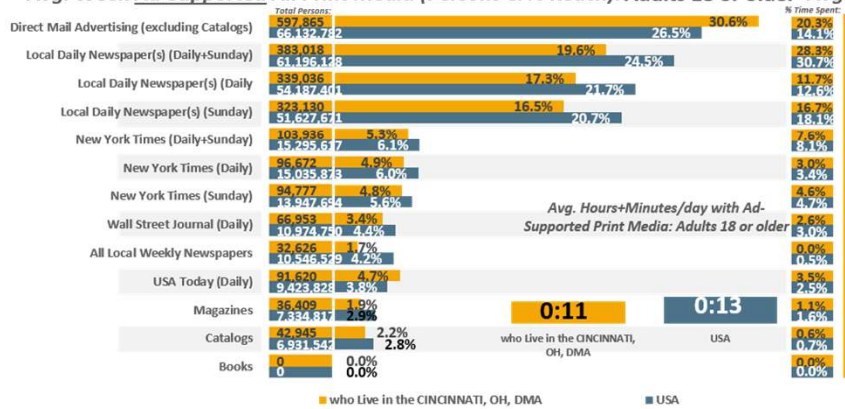
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



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



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



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



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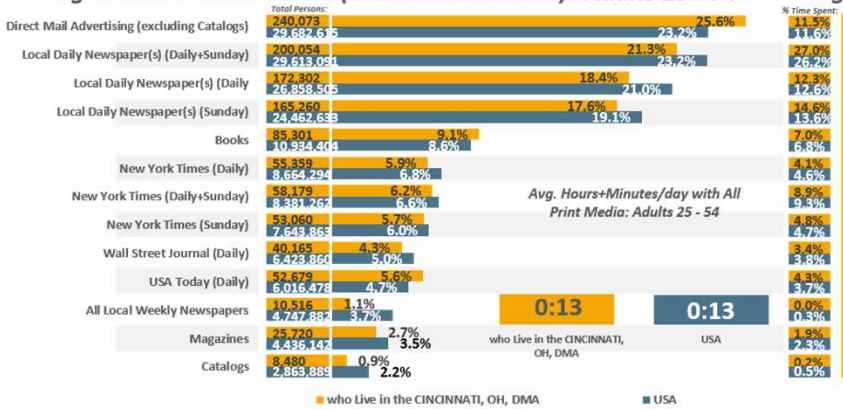
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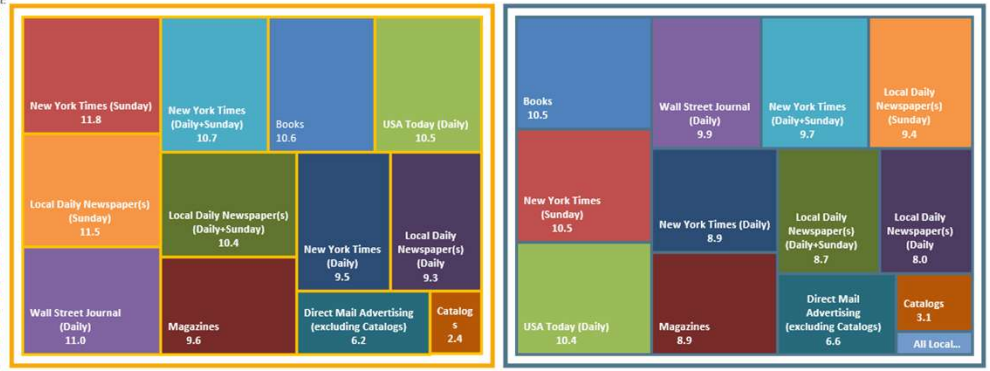
P25-54

200,054 or 21.3% of Adults 25 - 54 who Live in the CINCINNATI, OH, DMA read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.4 minutes every day representing 29.% of all time spent daily with All forms of Print Media.

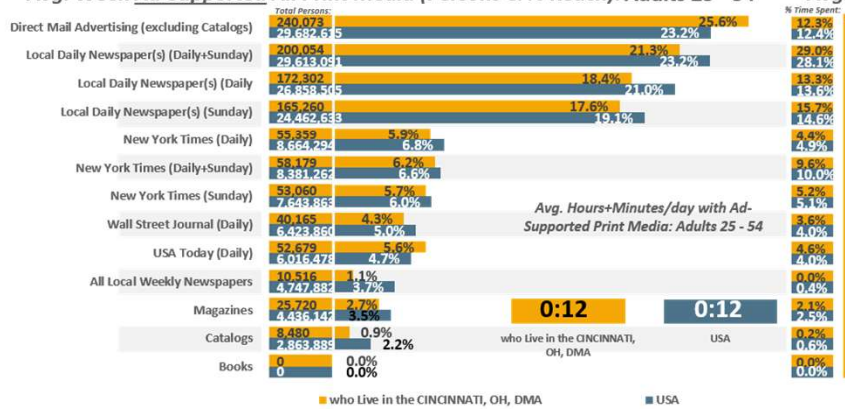
Avg. Week All Print Media (Persons & % Reach): Adults 25 - 54



Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 25 - 54



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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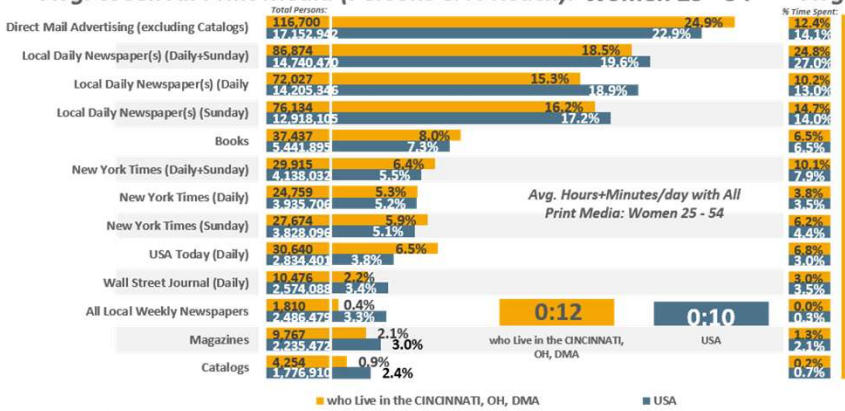
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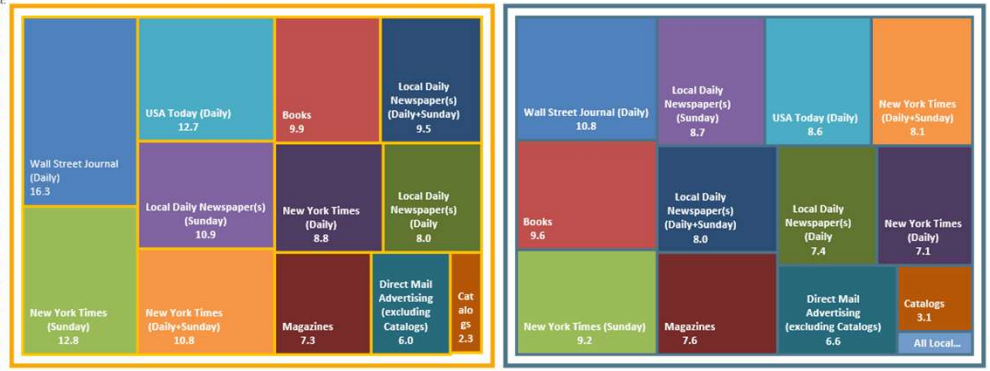


86,874 or 18.5% of Women 25 - 54 who Live in the CINCINNATI, OH, DMA read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.5 minutes every day representing 26.6% of all time spent daily with All forms of Print Media.

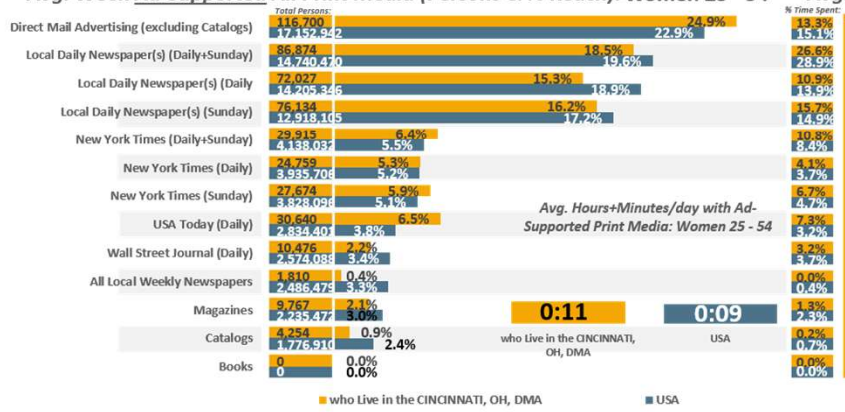
Avg. Week All Print Media (Persons & % Reach): Women 25 - 54



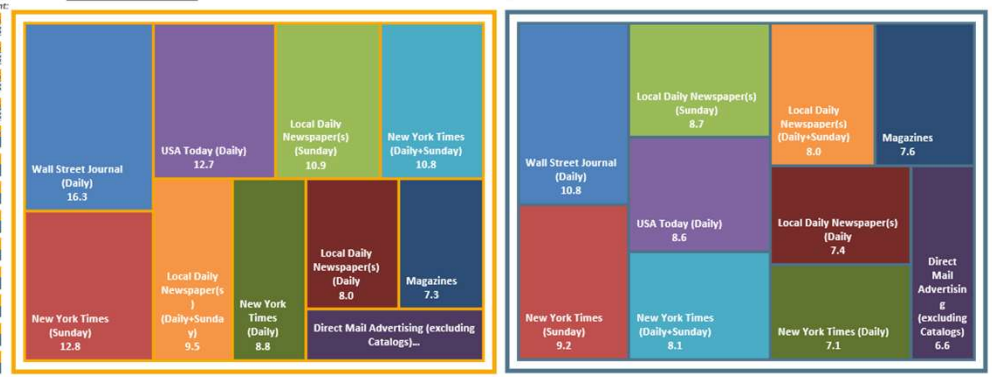
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Women 25 - 54



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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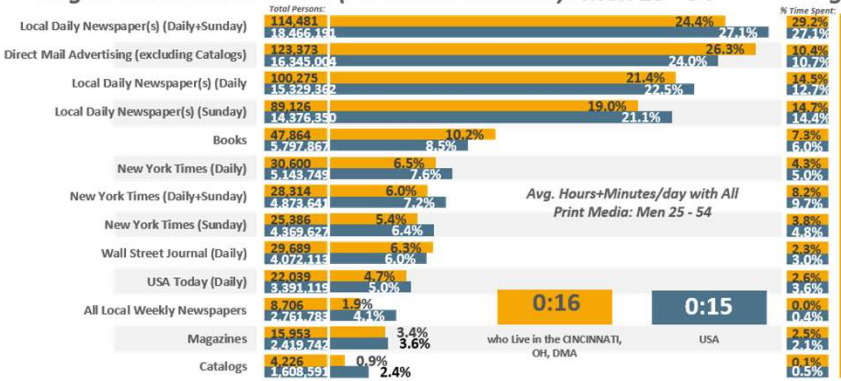
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M25-54

114,481 or 24.4% of Men 25 - 54 who Live in the CINCINNATI, OH, DMA read Local Daily Newspaper(s) (Daily+Sunday) for an average of 11.7 minutes every day representing 31.5% of all time spent daily with All forms of Print Media.

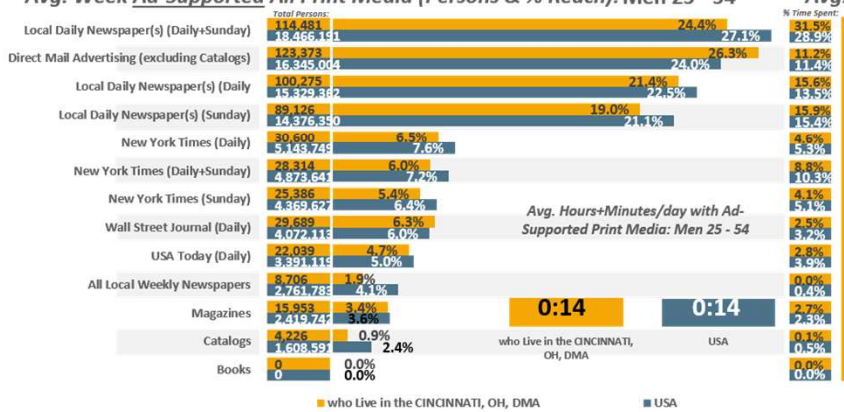
Avg. Week All Print Media (Persons & % Reach): Men 25 - 54



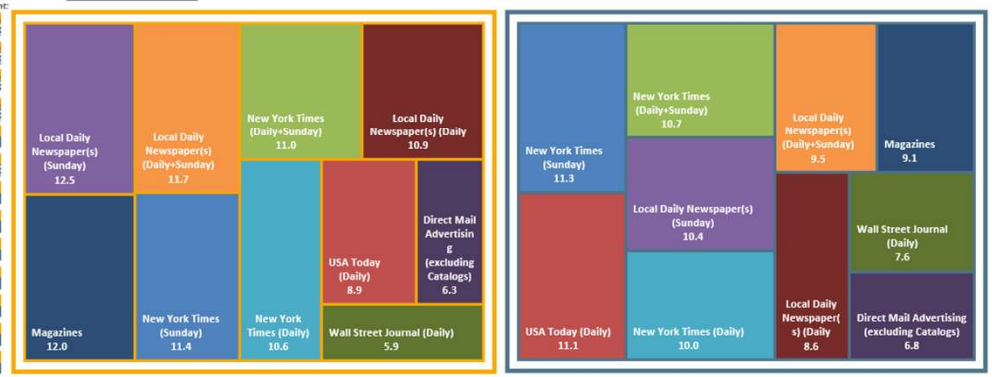
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Men 25 - 54



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



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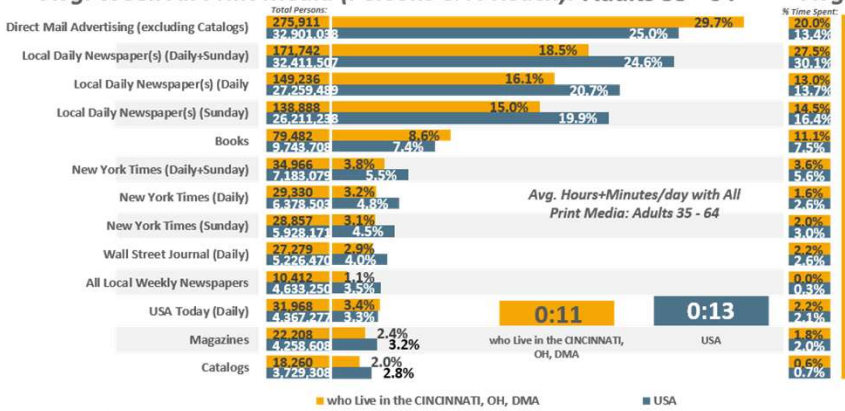
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171,742 or 18.5% of Adults 35 - 64 who Live in the CINCINNATI, OH, DMA read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.8 minutes every day representing 30.9% of all time spent daily with All forms of Print Media.

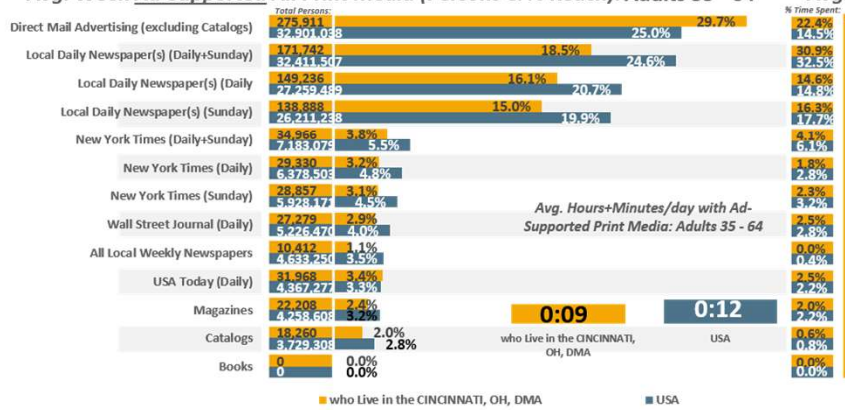
Avg. Week All Print Media (Persons & % Reach): Adults 35 - 64



Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 35 - 64



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



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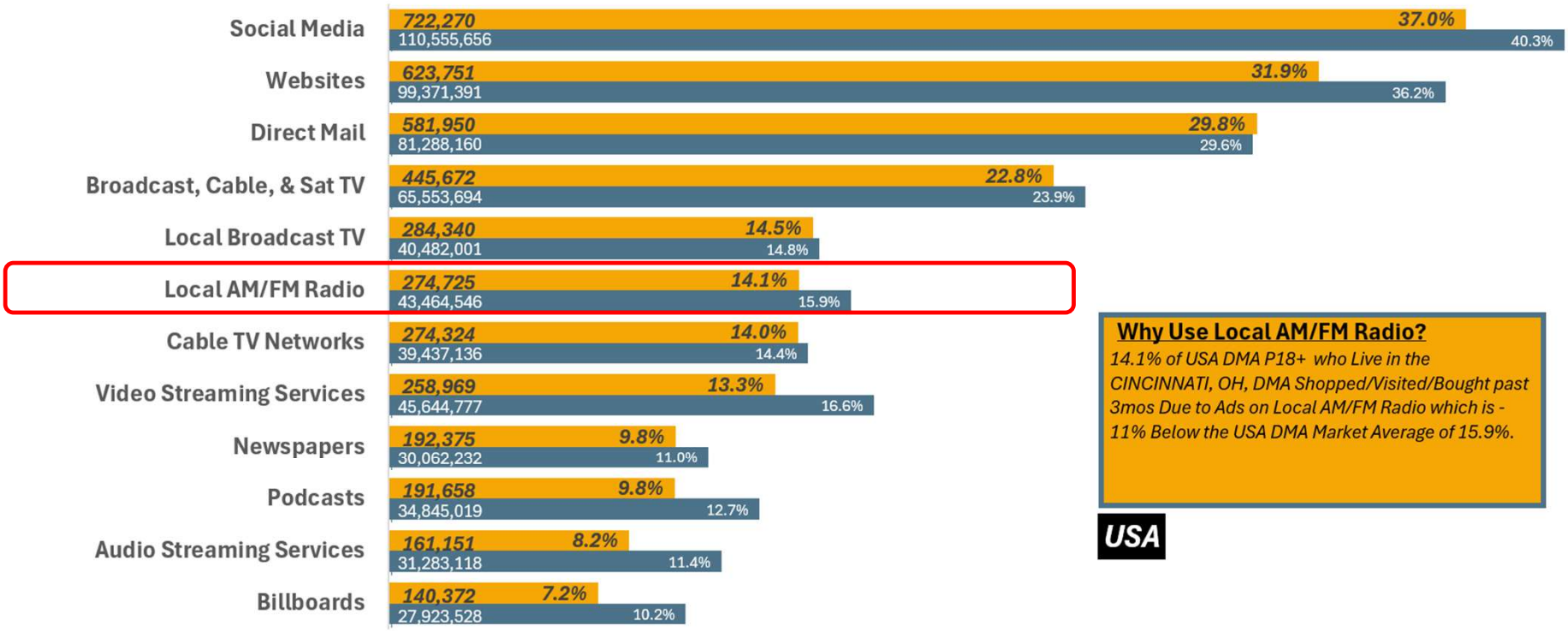
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P18+

"Advertising Actions"

P18+ who Live in the CINCINNATI, OH, DMA (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

14.1% of USA DMA P18+ who Live in the CINCINNATI, OH, DMA Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -11% Below the USA DMA Market Average of 15.9%.

USA

USA DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab: 24319

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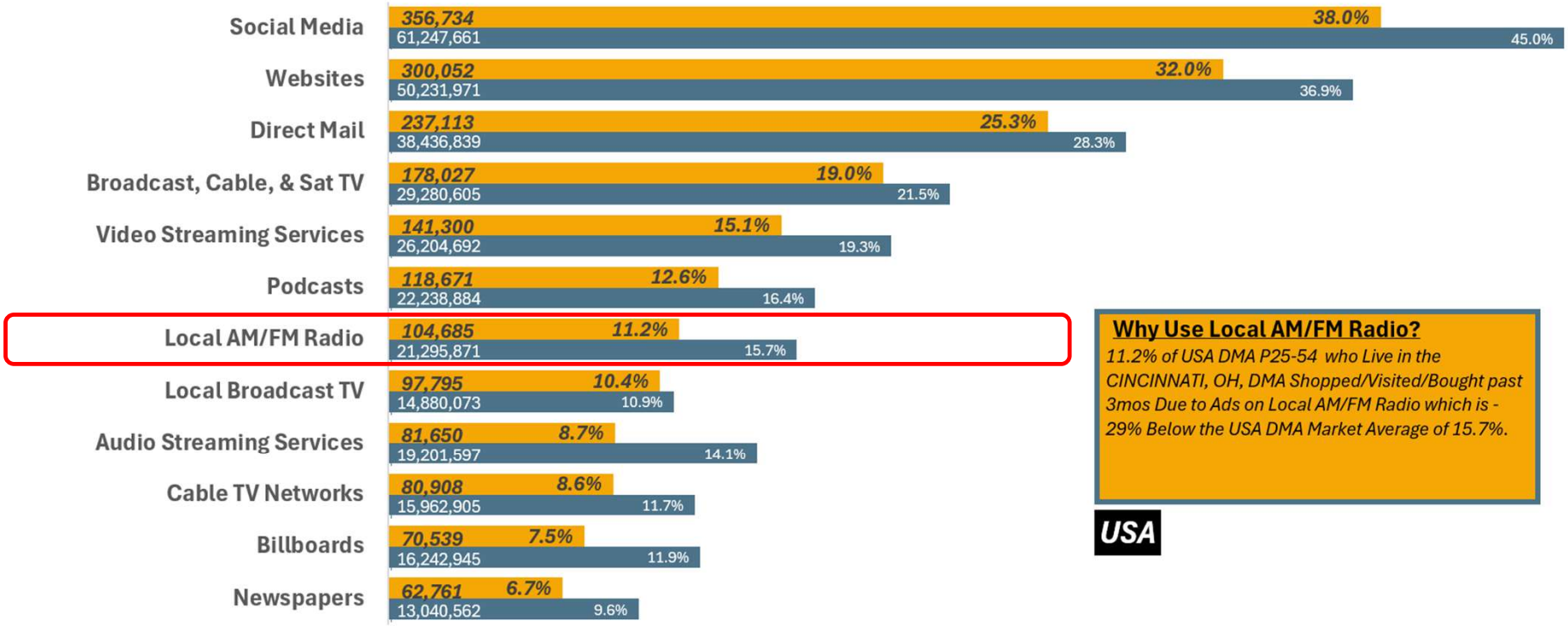
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P25-54

"Advertising Actions"

P25-54 who Live in the CINCINNATI, OH, DMA (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

11.2% of USA DMA P25-54 who Live in the CINCINNATI, OH, DMA Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -29% Below the USA DMA Market Average of 15.7%.

USA

USA DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab: 11173

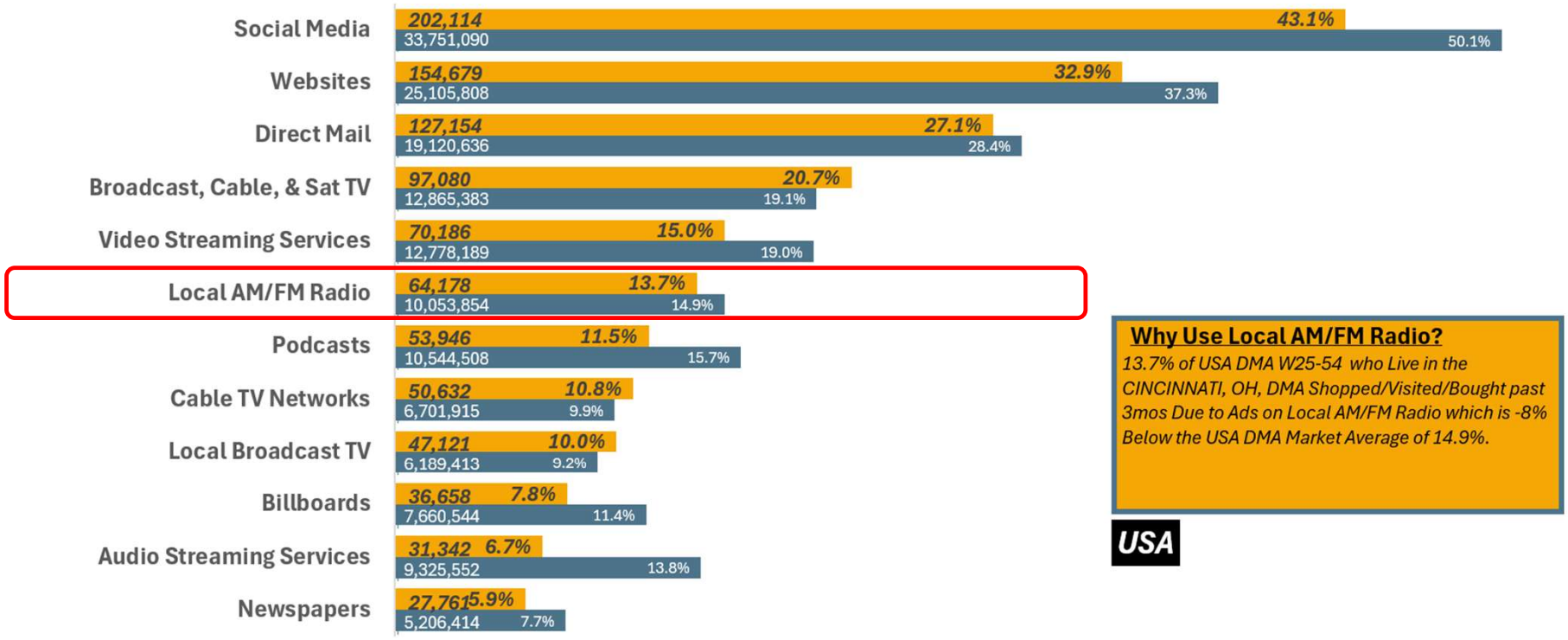
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"Advertising Actions"

W25-54 who Live in the CINCINNATI, OH, DMA (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

13.7% of USA DMA W25-54 who Live in the CINCINNATI, OH, DMA Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -8% Below the USA DMA Market Average of 14.9%.

USA

USA DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab: 6459

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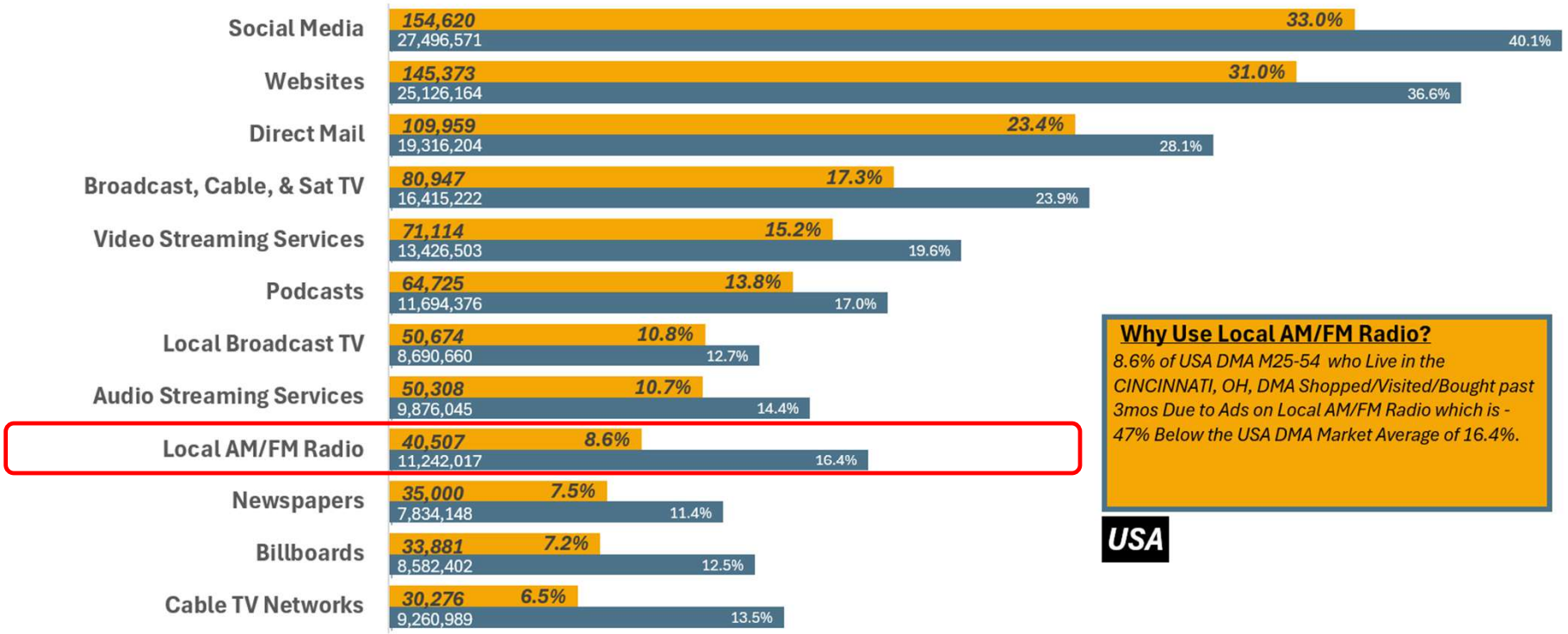
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M25-54

"Advertising Actions"

M25-54 who Live in the CINCINNATI, OH, DMA (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

8.6% of USA DMA M25-54 who Live in the CINCINNATI, OH, DMA Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -47% Below the USA DMA Market Average of 16.4%.

USA

USA DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab: 4714

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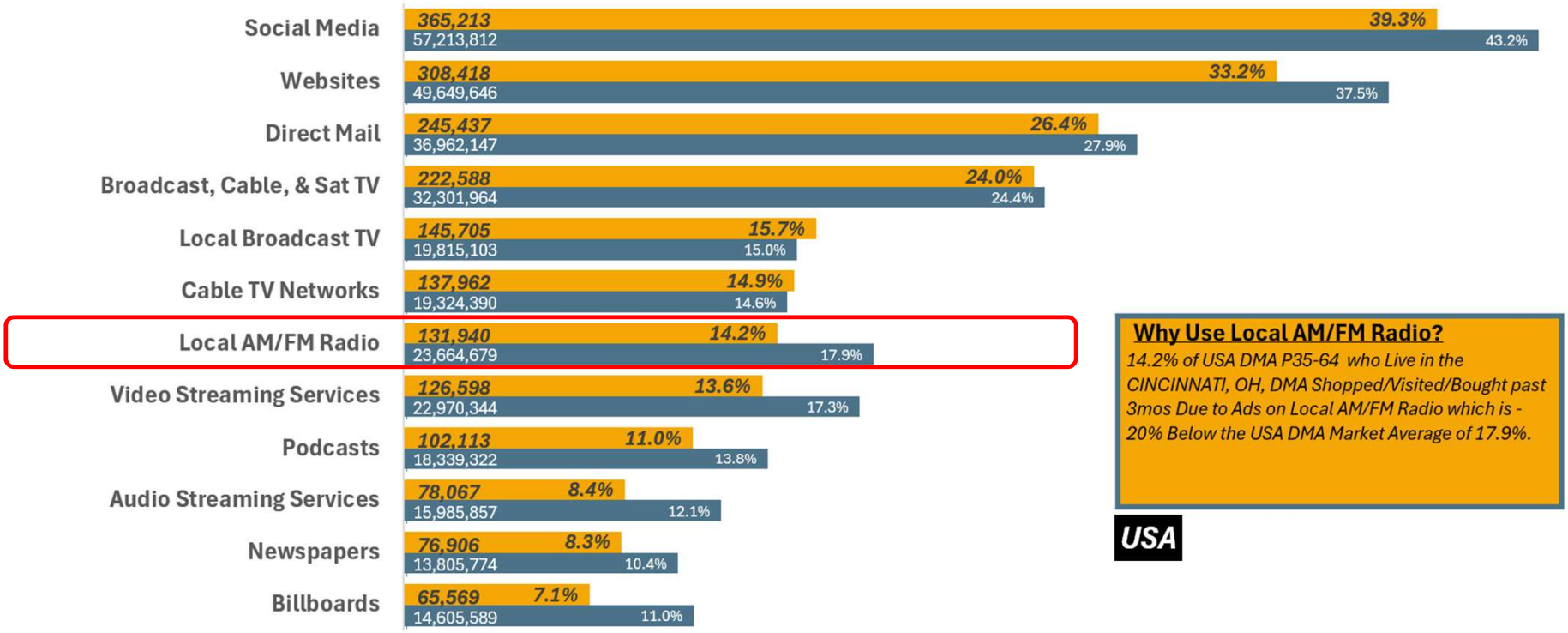
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P35-64

"Advertising Actions"

P35-64 who Live in the CINCINNATI, OH, DMA (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

14.2% of USA DMA P35-64 who Live in the CINCINNATI, OH, DMA Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -20% Below the USA DMA Market Average of 17.9%.

USA

USA DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab: 12307

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