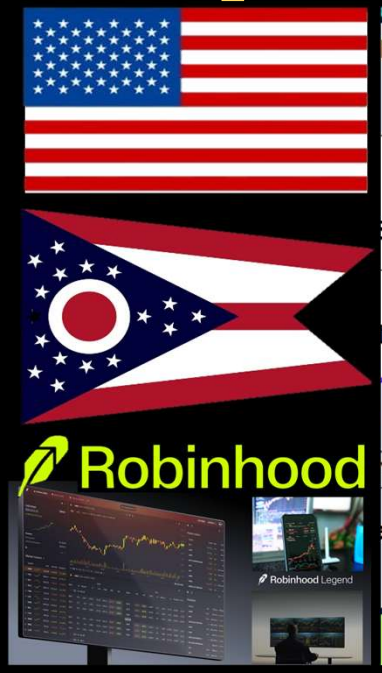
CINCINNATI, OH, Metro – 5 P18+ Profiles of HUBBARD RADIO Listeners!

Brand New Data as of August 31, 2026!

Complete Demographic & Media Use Profiles





Hubbard media that connects

Q102 CINCINNATI'S HIT MUSIC

MIX 94.9 CINCINNATI

B-105.1 CINCINNATI'S NEW COUNTRY!

97.3 THE WOLF

Hubbard media that connects

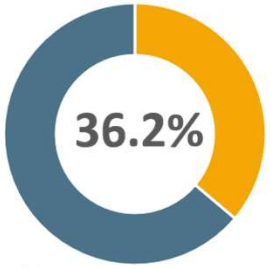
And, Yes! You ARE Smart Enough to Read a Robinhood Legend. So get ready to Learn!

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

Hubbard media that connects

36.2% or 647,040 of CINCINNATI Metro Adults 18 or older Listened to HUBBARD RADIO in the past 7 days. Typical Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days are 49.4 years old (1.9% older than average) and have a $106,030 (3.4% lower than average) annual household income.

Percent of Market: Adults 18 or older



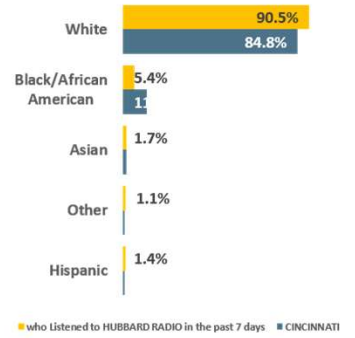
- who Listened to HUBBARD RADIO in the past 7 days
- Remainder of CINCINNATI Metro

	who Listened to HUBBARD RADIO in the past 7 days	Remainder of CINCINNATI Metro
Total Persons:	647,040	1,142,259

Gender of Target vs. Market: Adults 18 or older

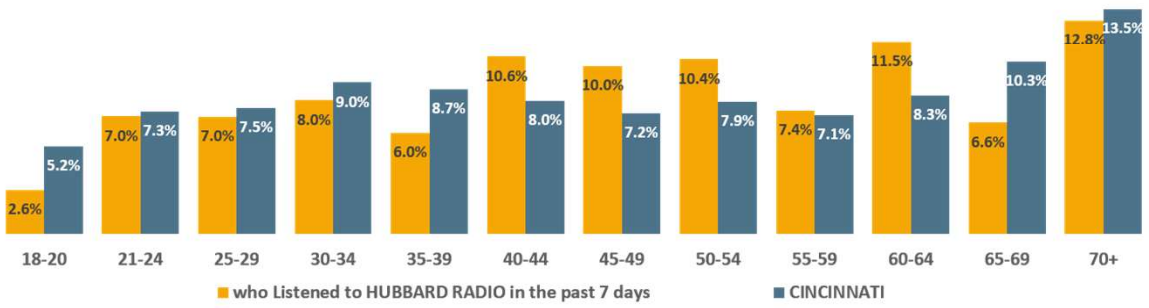
	Men	Men	Women	Women
%M vs. %F:	47.9%	48.5%	52.1%	51.5%
Average Age:	49.6	48.3	49.3	48.7
# Persons:	309,849	867,732	337,191	921,567

Ethnicity of Target vs. Market:

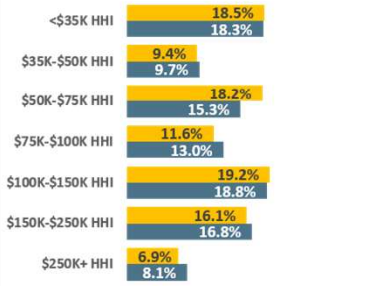


Age Cell Demographics of Target vs. Market:

	Average Age:	
Adults 18 or older	49.4	48.5



HHI of Target vs. Market:



Avg HHI:	$106,030	$109,736

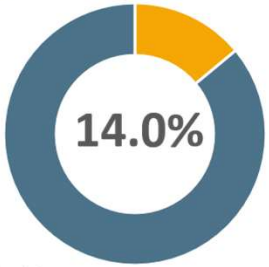
CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab 602

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

14.% or 250,167 of CINCINNATI Metro Adults 18 or older Listened to WKRQ-FM in the past 7 days.
Typical Adults 18 or older who Listened to WKRQ-FM in the past 7 days are 47.5 years old (2.1% younger than average) and have a $121,632 (10.8% higher than average) annual household income.

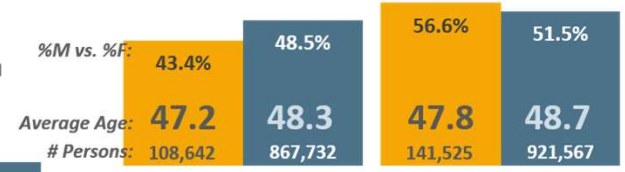
Percent of Market: Adults 18 or older



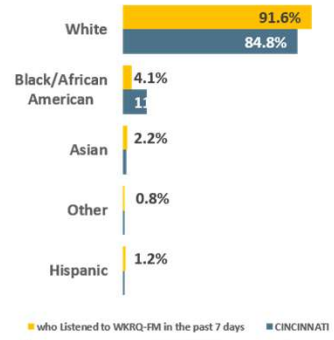
Total Persons:



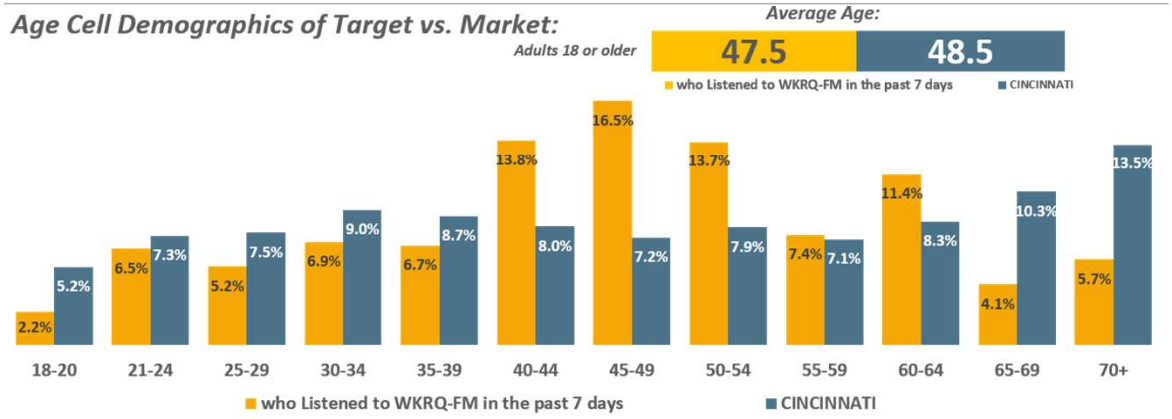
Gender of Target vs. Market: Adults 18 or older



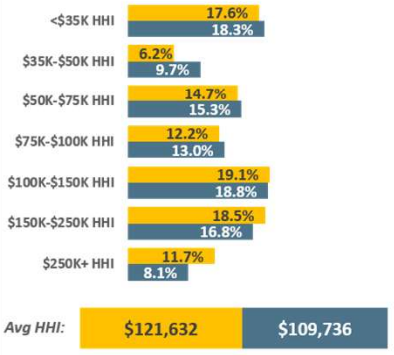
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:

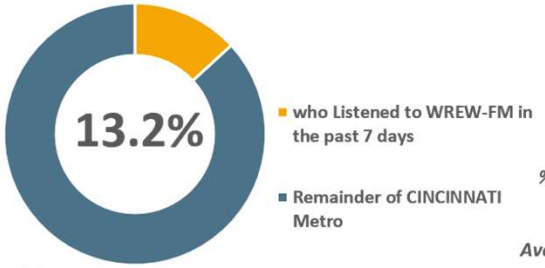


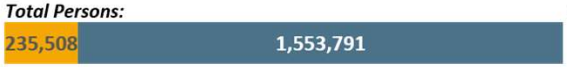
CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab 232

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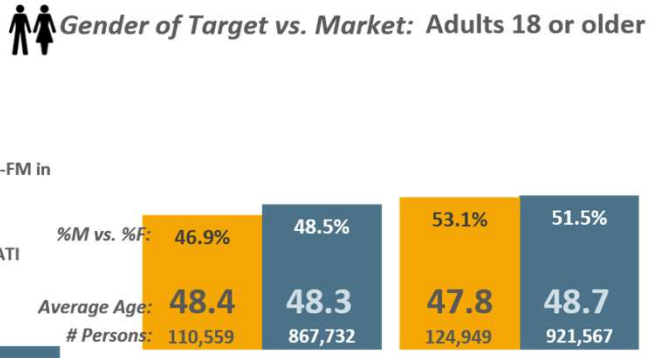
13.2% or 235,508 of CINCINNATI Metro Adults 18 or older Listened to WREW-FM in the past 7 days.
Typical Adults 18 or older who Listened to WREW-FM in the past 7 days are 48.1 years old (.9% younger than average) and have a $96,685 (11.9% lower than average) annual household income.

Percent of Market: Adults 18 or older

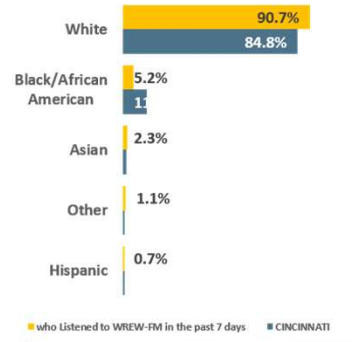




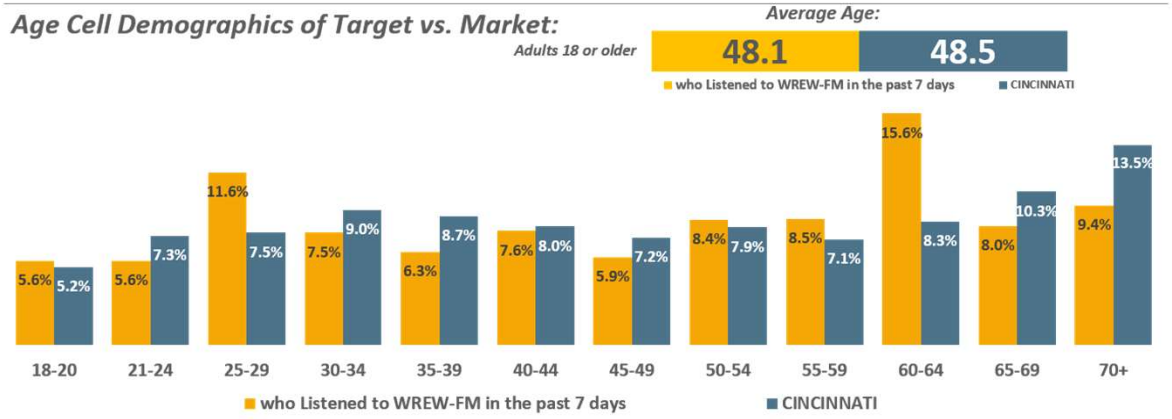
Gender of Target vs. Market: Adults 18 or older



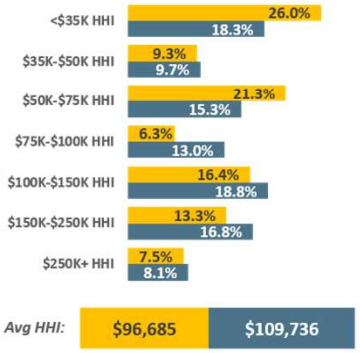
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



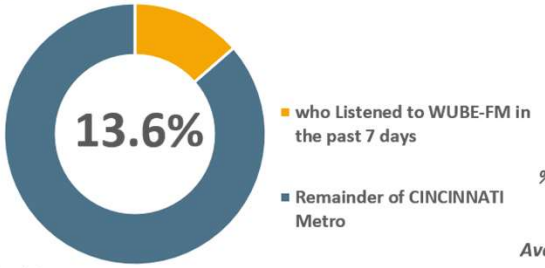
CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab 211

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B-105.1
CINCINNATI'S NEW COUNTRY!

13.6% or 243,178 of CINCINNATI Metro Adults 18 or older Listened to WUBE-FM in the past 7 days.
Typical Adults 18 or older who Listened to WUBE-FM in the past 7 days are 51.2 years old (5.5% older than average) and have a $105,545 (3.8% lower than average) annual household income.

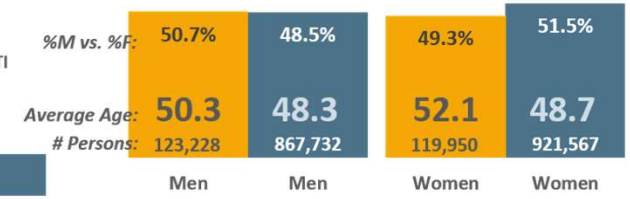
Percent of Market: Adults 18 or older



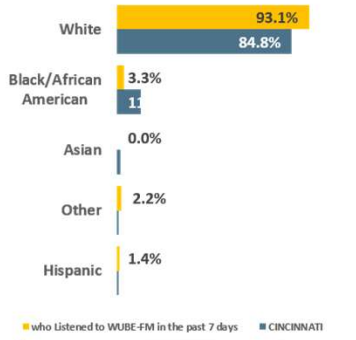
Total Persons:



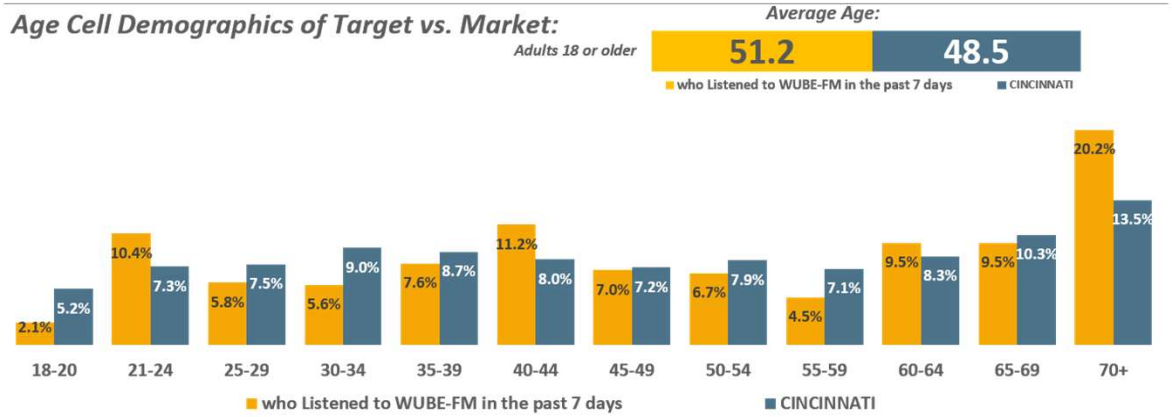
Gender of Target vs. Market: Adults 18 or older



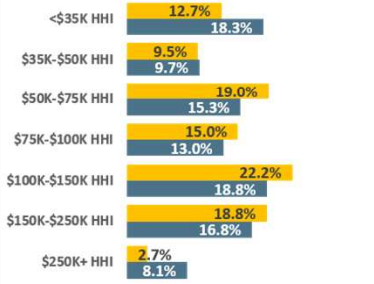
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:

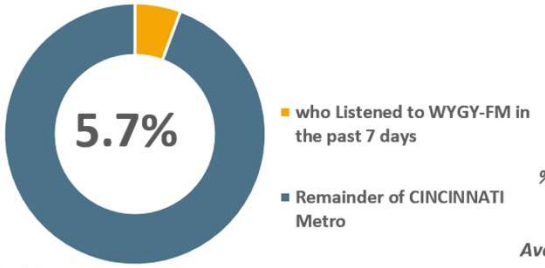


CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab 256

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5.7% or 101,680 of CINCINNATI Metro Adults 18 or older Listened to WYGY-FM in the past 7 days.
Typical Adults 18 or older who Listened to WYGY-FM in the past 7 days are 52.6 years old (8.4% older than average) and have a $115,127 (4.9% higher than average) annual household income.

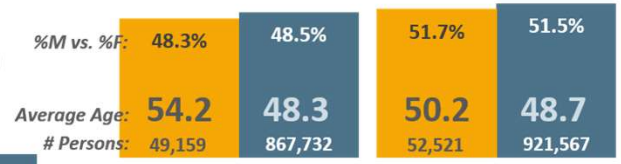
Percent of Market: Adults 18 or older



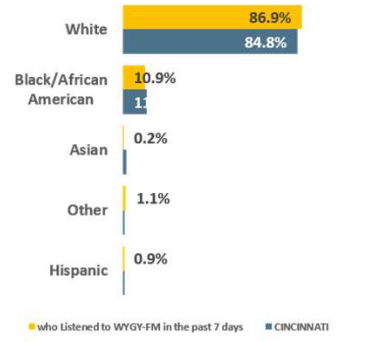
Total Persons:



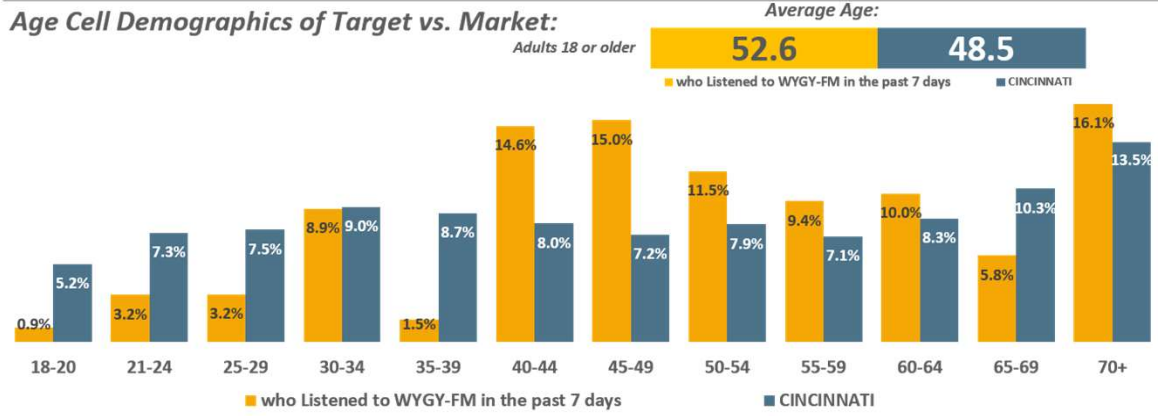
Gender of Target vs. Market: Adults 18 or older



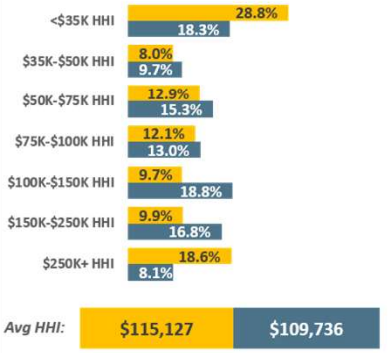
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



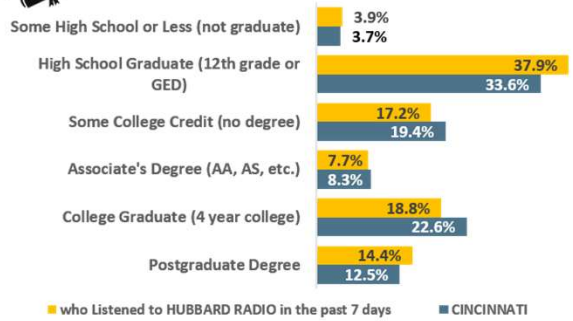
CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab 91

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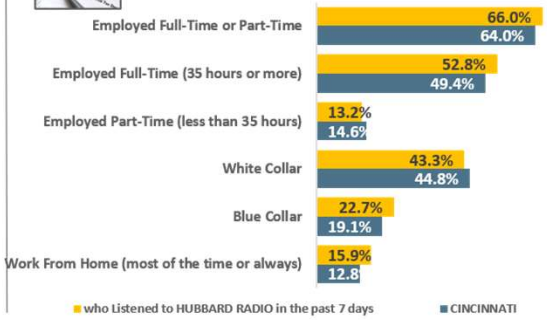
Hubbard
media that connects

36.2% or 647,040 of CINCINNATI Metro Adults 18 or older Listened to HUBBARD RADIO in the past 7 days. Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days are 5.3% less likely to be a college graduate, 6.9% more likely to work full-time, 2.6% more likely to be married, 3.8% more likely to be a parent of 1 or more children under 18.

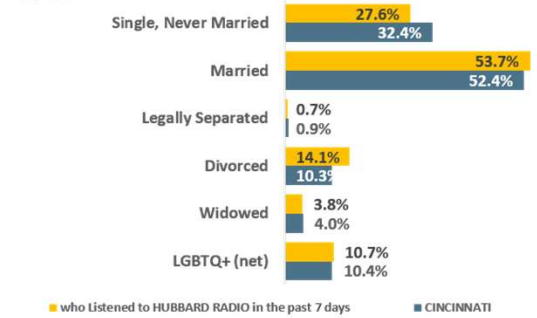
Education Levels: Adults 18 or older



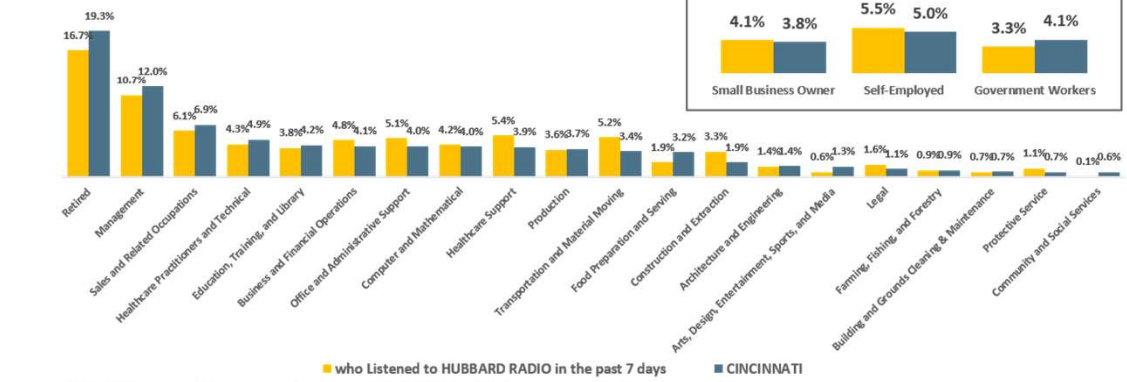
Employment: Adults 18 or older



Marital Status: Adults 18 or older

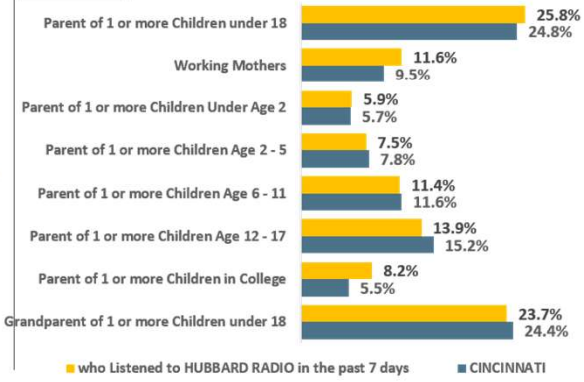


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older

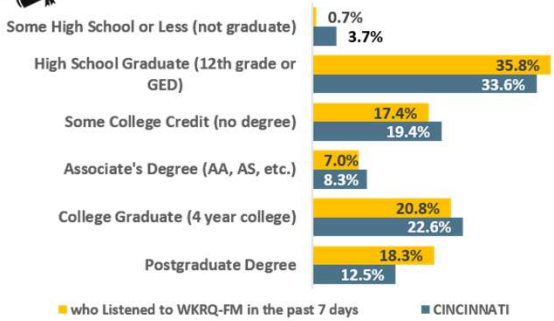


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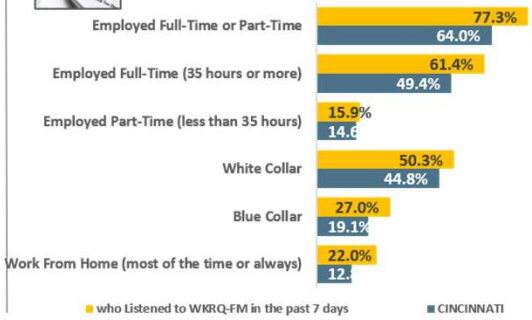
(Radio Stations: WKRQ-FM OR Radio Stations: WREW-FM OR Radio Stations: WUBE-FM OR Radio Stations: WYGY-FM)

14.% or 250,167 of CINCINNATI Metro Adults 18 or older Listened to WKRQ-FM in the past 7 days. Adults 18 or older who Listened to WKRQ-FM in the past 7 days are 11.5% more likely to be a college graduate, 24.3% more likely to work full-time, 9.1% more likely to be married, 32.8% more likely to be a parent of 1 or more children under 18.

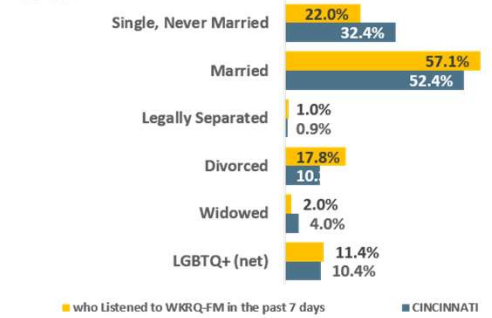
Education Levels: Adults 18 or older



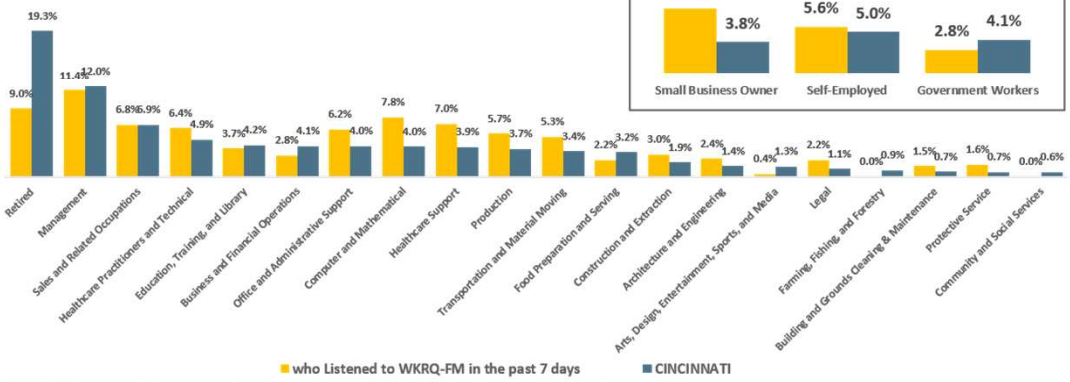
Employment: Adults 18 or older



Marital Status: Adults 18 or older

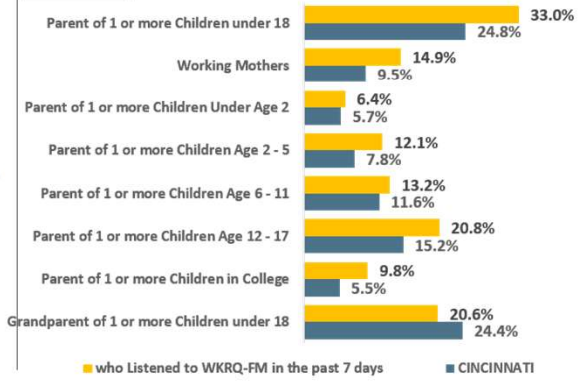


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older

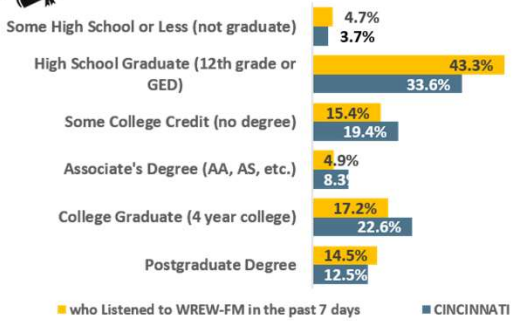


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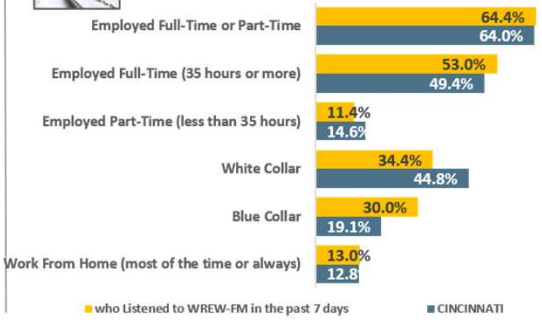
Radio Stations: WKRQ-FM

13.2% or 235,508 of CINCINNATI Metro Adults 18 or older Listened to WREW-FM in the past 7 days. Adults 18 or older who Listened to WREW-FM in the past 7 days are 9.8% less likely to be a college graduate, 7.4% more likely to work full-time, 1.1% more likely to be married, 18.% less likely to be a parent of 1 or more children under 18.

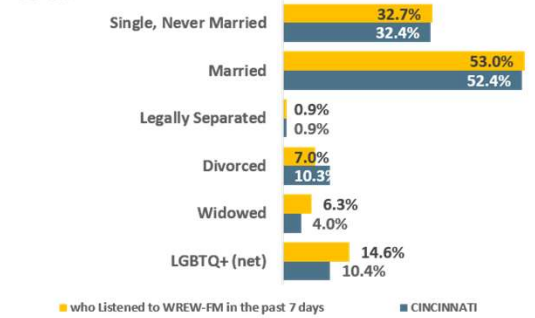
Education Levels: Adults 18 or older



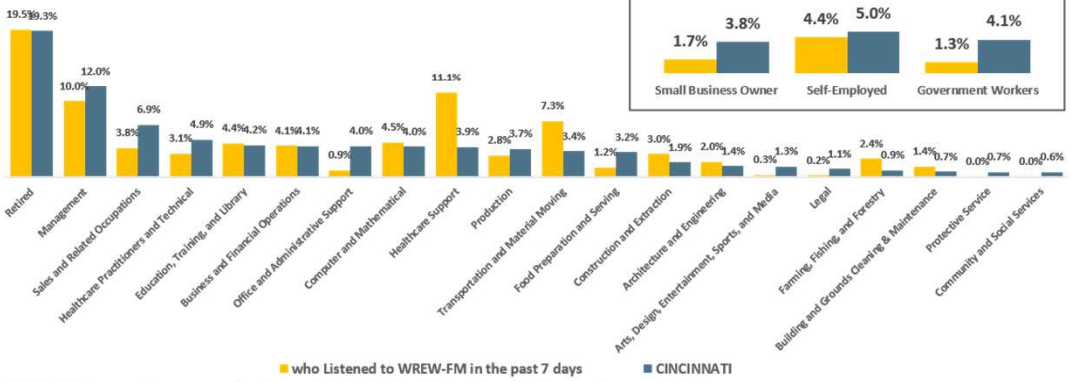
Employment: Adults 18 or older



Marital Status: Adults 18 or older

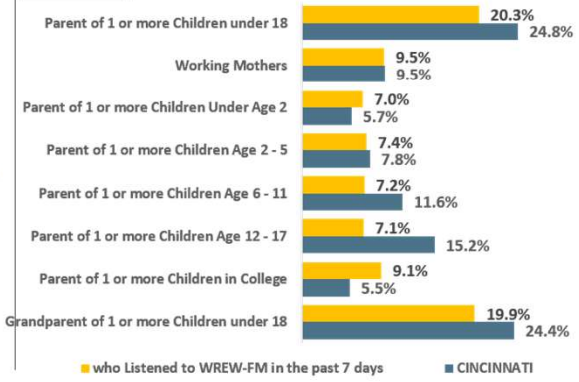


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older



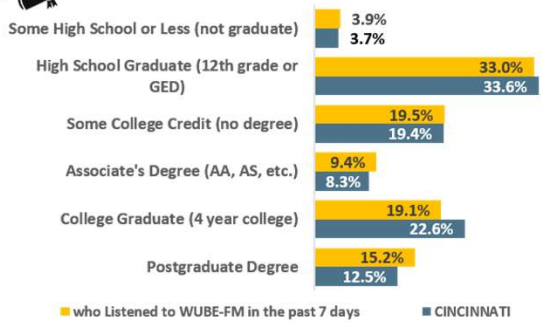
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Radio Stations: WREW-FM

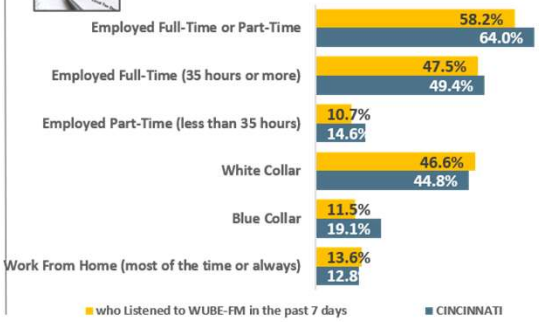
B-105.1
CINCINNATI'S NEW COUNTRY!

13.6% or 243,178 of CINCINNATI Metro Adults 18 or older Listened to WUBE-FM in the past 7 days. Adults 18 or older who Listened to WUBE-FM in the past 7 days are 2.5% less likely to be a college graduate, 3.9% less likely to work full-time, .7% more likely to be married, 17.2% less likely to be a parent of 1 or more children under 18.

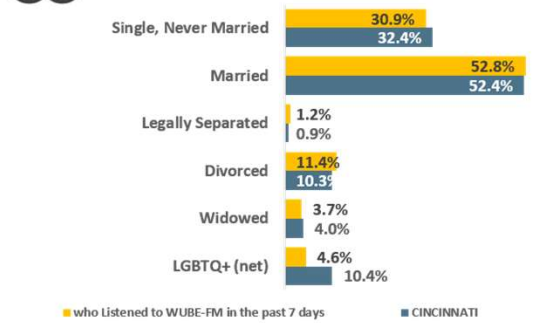
Education Levels: Adults 18 or older



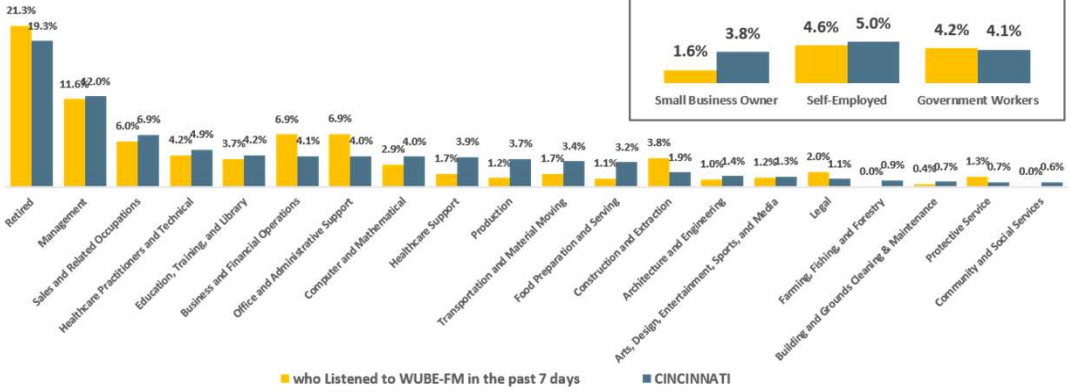
Employment: Adults 18 or older



Marital Status: Adults 18 or older

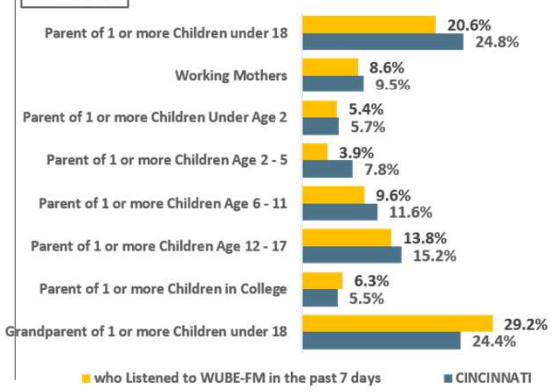


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

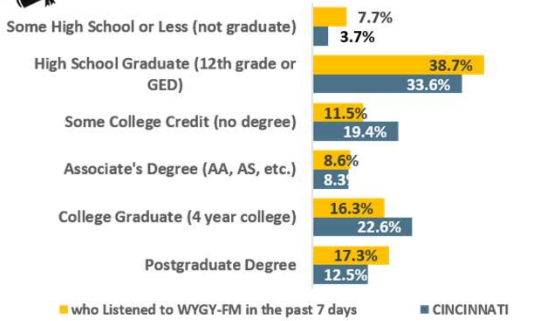
Stage in Life: Adults 18 or older



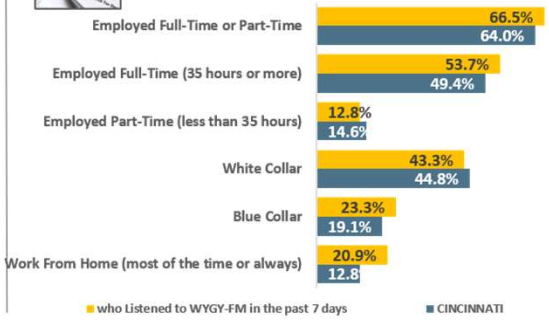
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5.7% or 101,680 of CINCINNATI Metro Adults 18 or older Listened to WYGY-FM in the past 7 days. Adults 18 or older who Listened to WYGY-FM in the past 7 days are 4.3% less likely to be a college graduate, 8.8% more likely to work full-time, 8.9% more likely to be married, 37.9% more likely to be a parent of 1 or more children under 18.

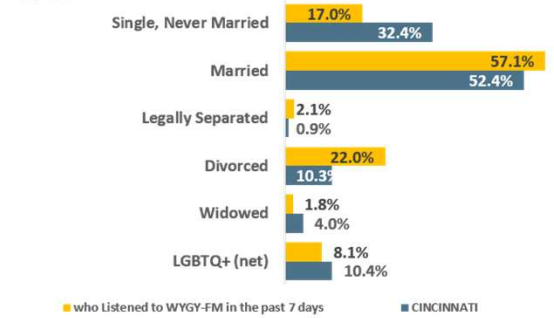
Education Levels: Adults 18 or older



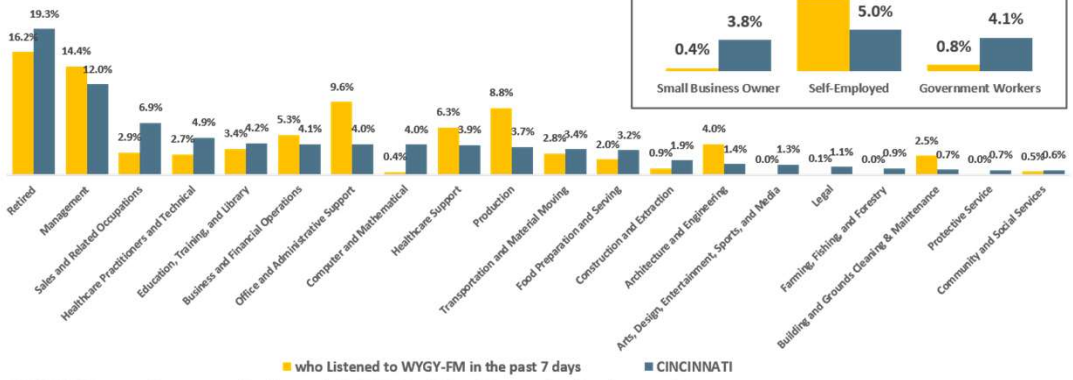
Employment: Adults 18 or older



Marital Status: Adults 18 or older

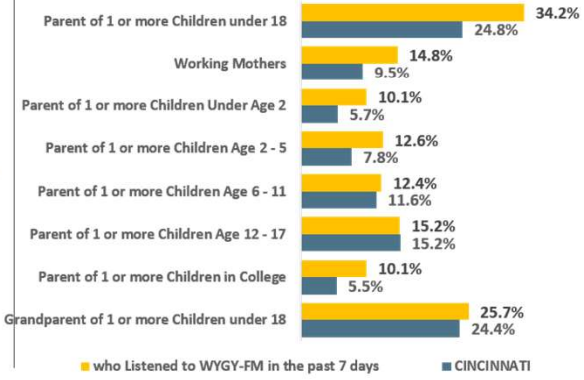


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older

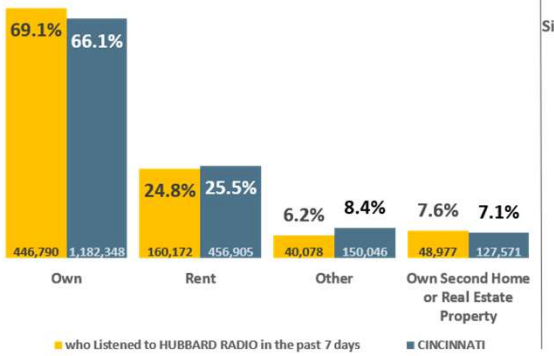


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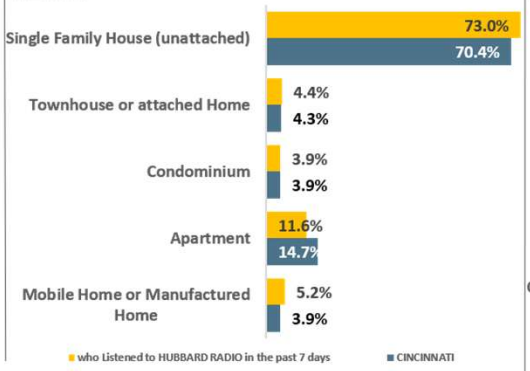
Hubbard
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36.2% or 647,040 of CINCINNATI Metro Adults 18 or older Listened to HUBBARD RADIO in the past 7 days. Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days are 4.5% more likely to own their home, 6.5% more likely to own a lower valued home, 3.7% more likely to have a single-family home, 1.6% more likely to have a dog.

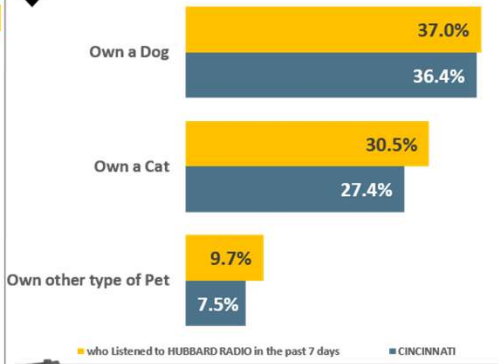
Own/Rent/Other: Adults 18 or older



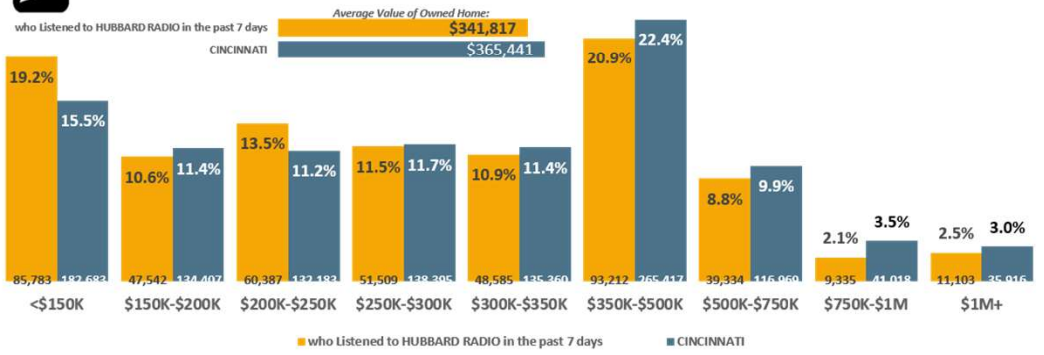
Type of Home: Adults 18 or older



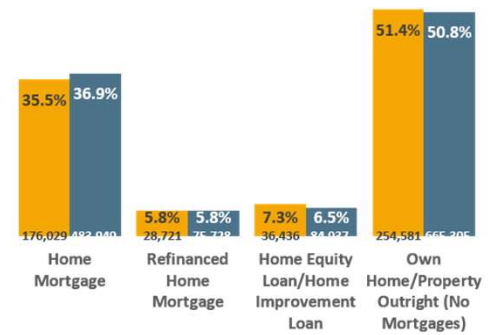
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



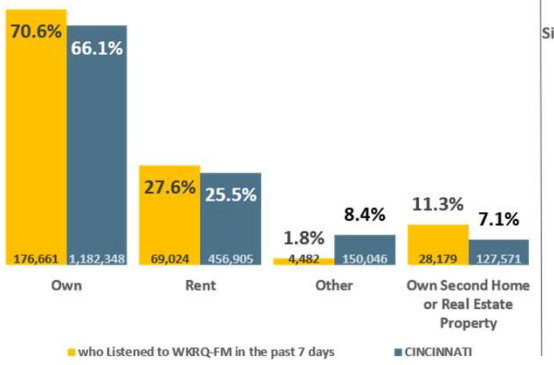
CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab 602

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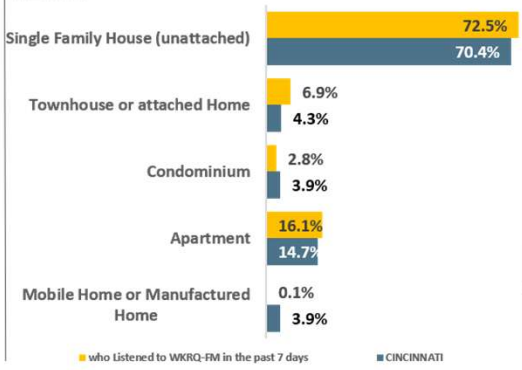
(Radio Stations: WKRQ-FM OR Radio Stations: WREW-FM OR Radio Stations: WUBE-FM OR Radio Stations: WYGY-FM)

14.% or 250,167 of CINCINNATI Metro Adults 18 or older Listened to WKRQ-FM in the past 7 days. Adults 18 or older who Listened to WKRQ-FM in the past 7 days are 6.9% more likely to own their home, 3.1% more likely to own a higher valued home, 3.% more likely to have a single-family home, 21.% more likely to have a dog.

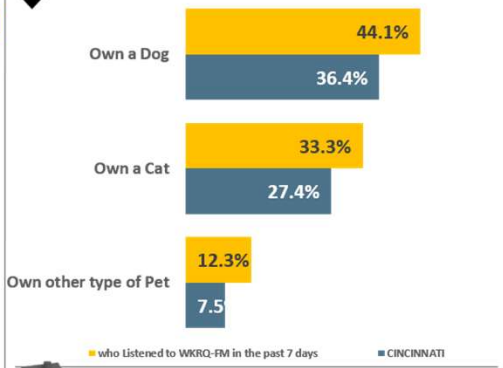
Own/Rent/Other: Adults 18 or older



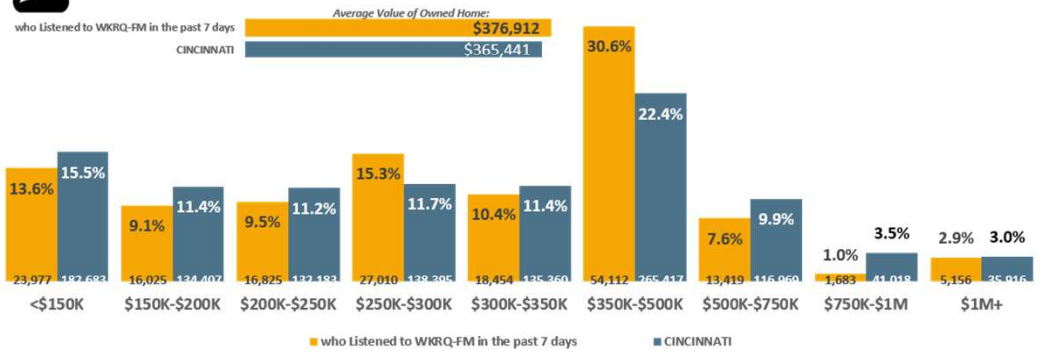
Type of Home: Adults 18 or older



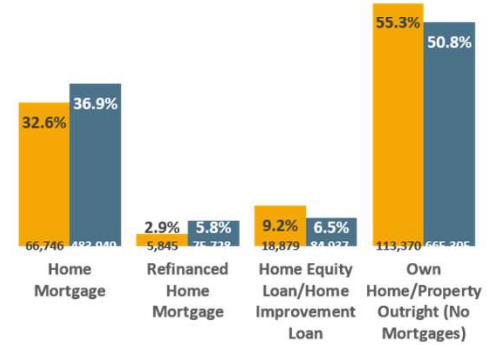
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



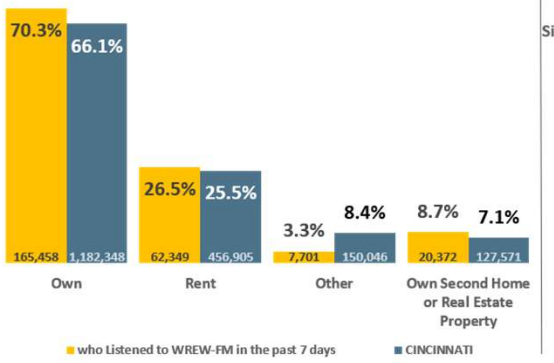
CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab 232

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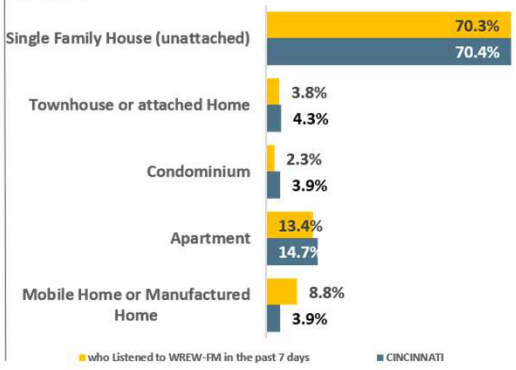
Radio Stations: WKRQ-FM

13.2% or 235,508 of CINCINNATI Metro Adults 18 or older Listened to WREW-FM in the past 7 days. Adults 18 or older who Listened to WREW-FM in the past 7 days are 6.3% more likely to own their home, 2.8% more likely to own a lower valued home, .1% less likely to have a single-family home, .3% more likely to have a dog.

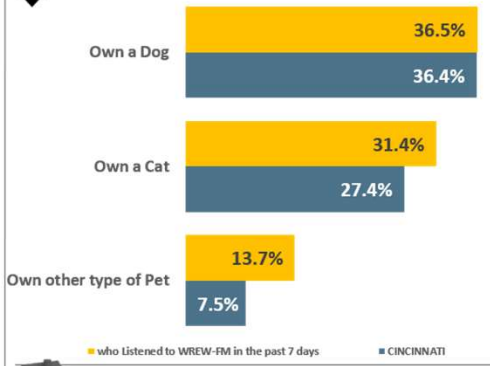
Own/Rent/Other: Adults 18 or older



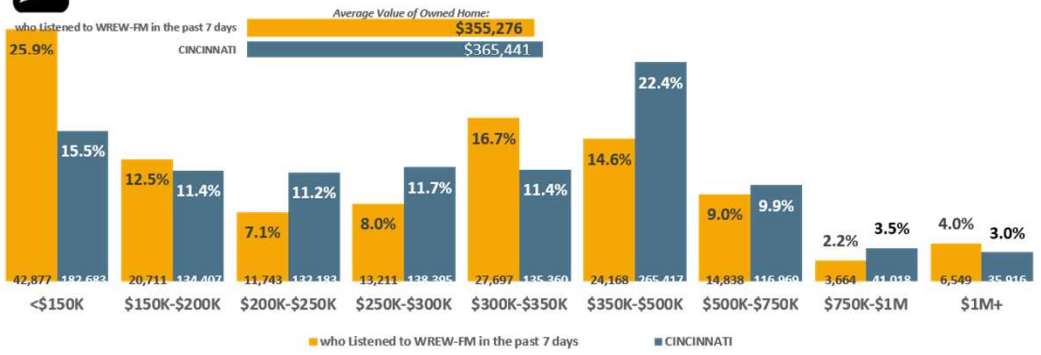
Type of Home: Adults 18 or older



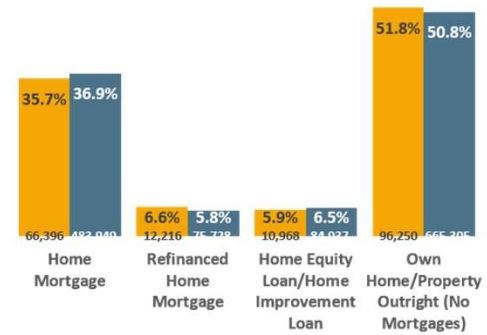
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab 211

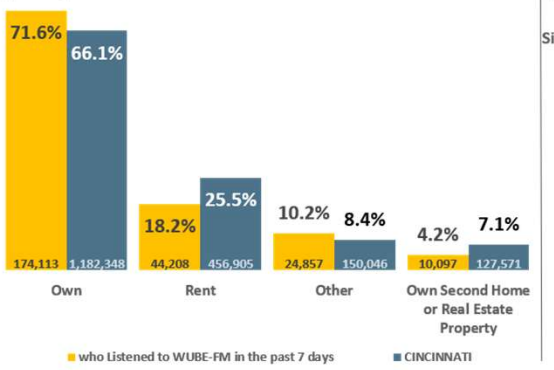
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Radio Stations: WREW-FM

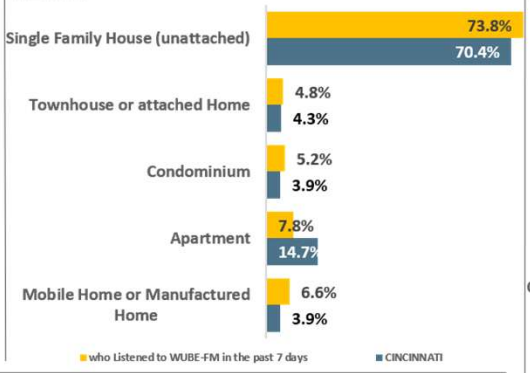
B-105.1
CINCINNATI'S NEW COUNTRY!

13.6% or 243,178 of CINCINNATI Metro Adults 18 or older Listened to WUBE-FM in the past 7 days. Adults 18 or older who Listened to WUBE-FM in the past 7 days are 8.4% more likely to own their home, 2.4% more likely to own a lower valued home, 4.9% more likely to have a single-family home, .6% more likely to have a dog.

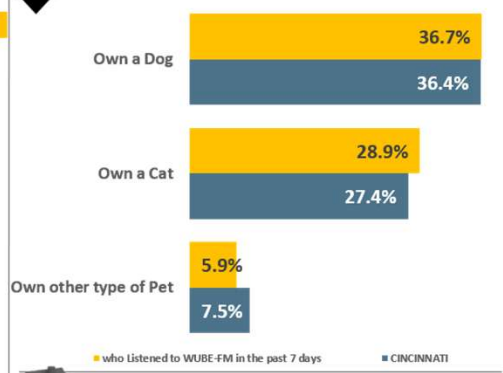
Own/Rent/Other: Adults 18 or older



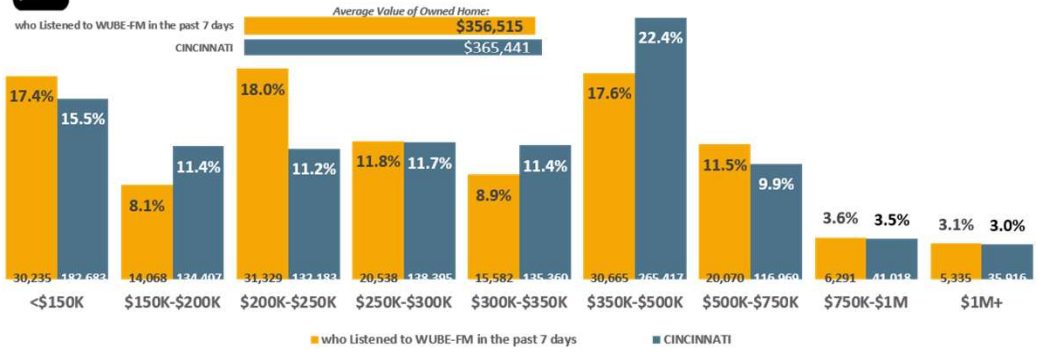
Type of Home: Adults 18 or older



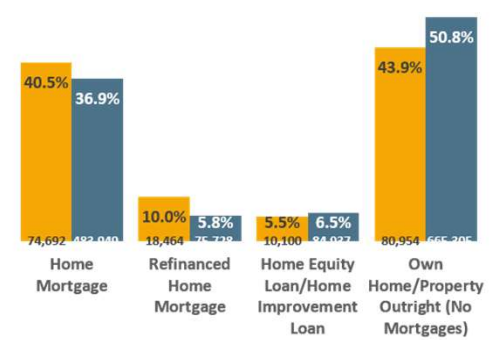
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



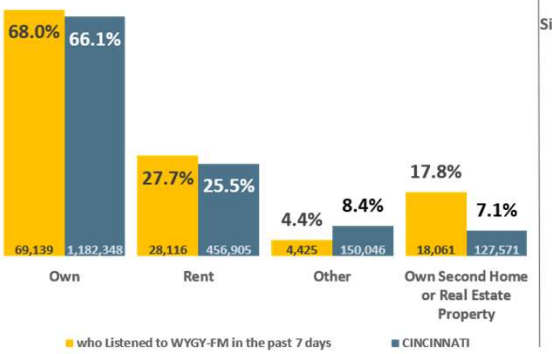
CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab 256

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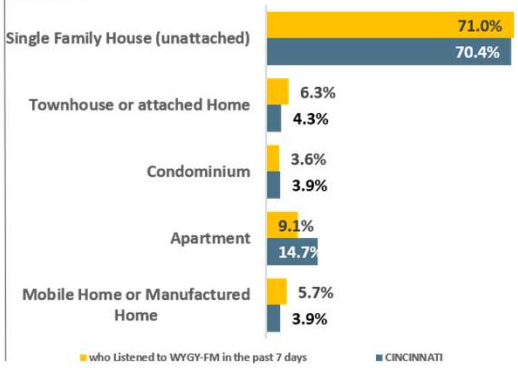
Radio Stations: WUBE-FM

5.7% or 101,680 of CINCINNATI Metro Adults 18 or older Listened to WYGY-FM in the past 7 days. Adults 18 or older who Listened to WYGY-FM in the past 7 days are 2.9% more likely to own their home, 20.2% more likely to own a higher valued home, .9% more likely to have a single-family home, 42.1% more likely to have a dog.

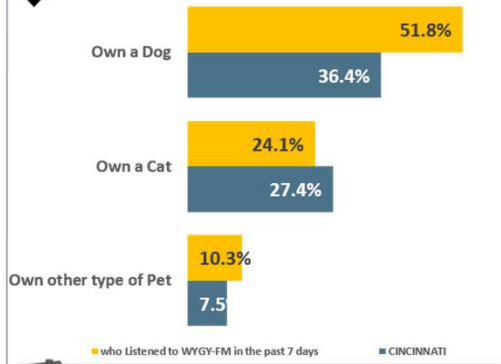
Own/Rent/Other: Adults 18 or older



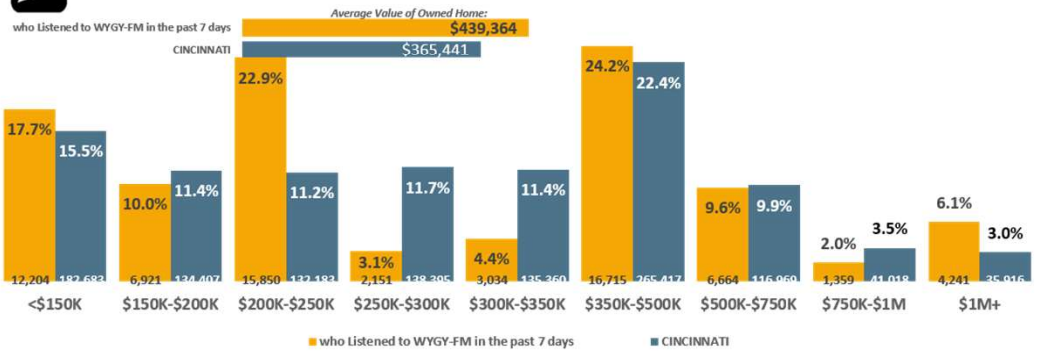
Type of Home: Adults 18 or older



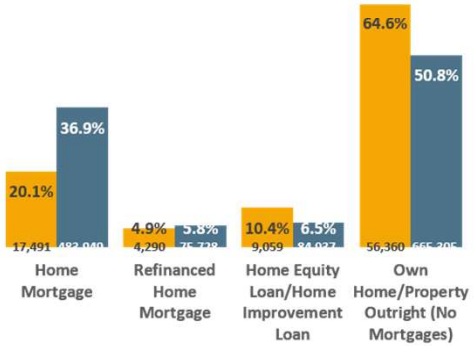
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older

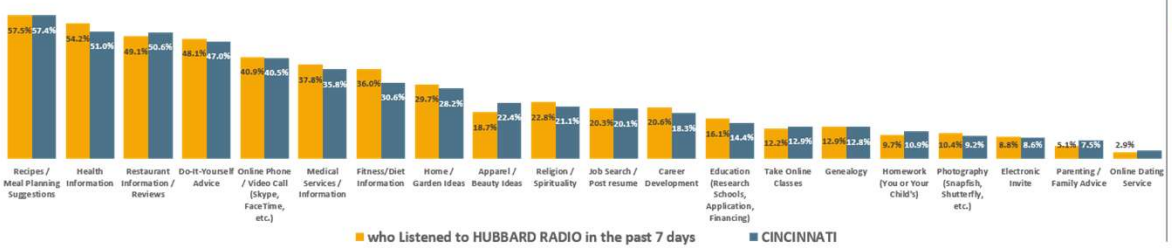


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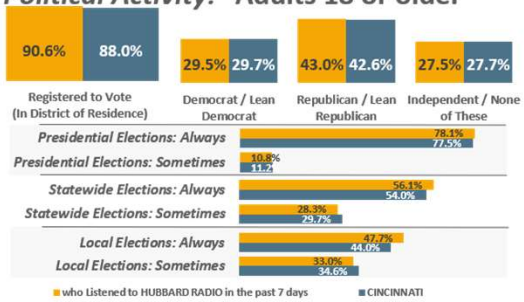
Radio Stations: WYGY-FM

36.2% or 647,040 of CINCINNATI Metro Adults 18 or older Listened to HUBBARD RADIO in the past 7 days. Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days are 2.5% more likely to look up D-I-Y advice online, 8.5% more likely to always vote in local elections, 7.5% less likely to belong to a gym, 9.2% less likely to fly domestic past yr.

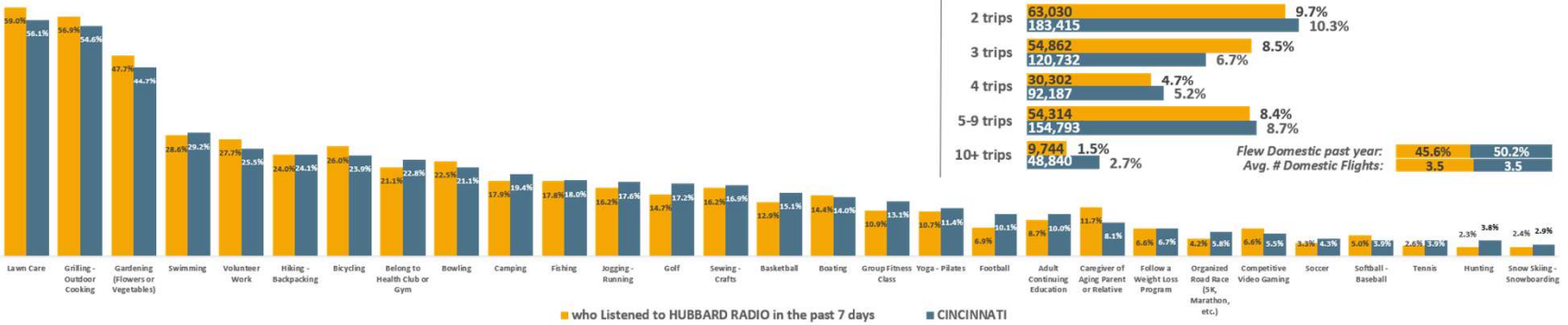
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

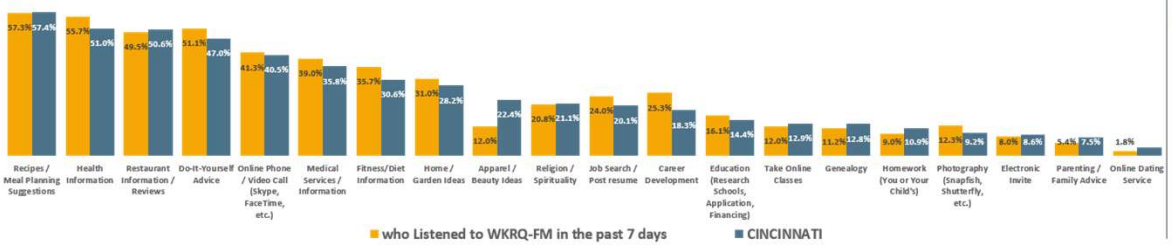
CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab 602

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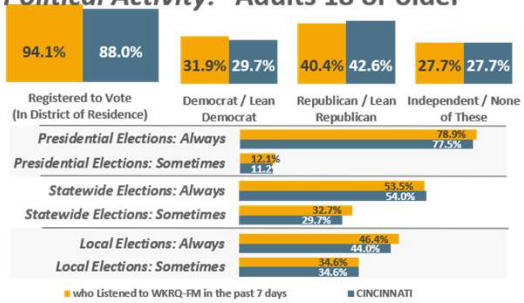
(Radio Stations: WKRQ-FM OR Radio Stations: WREW-FM OR Radio Stations: WUBE-FM OR Radio Stations: WYGY-FM)

14.% or 250,167 of CINCINNATI Metro Adults 18 or older Listened to WKRQ-FM in the past 7 days. Adults 18 or older who Listened to WKRQ-FM in the past 7 days are 8.9% more likely to look up D-I-Y advice online, 5.5% more likely to always vote in local elections, 3.4% more likely to belong to a gym, 2.6% more likely to fly domestic past yr.

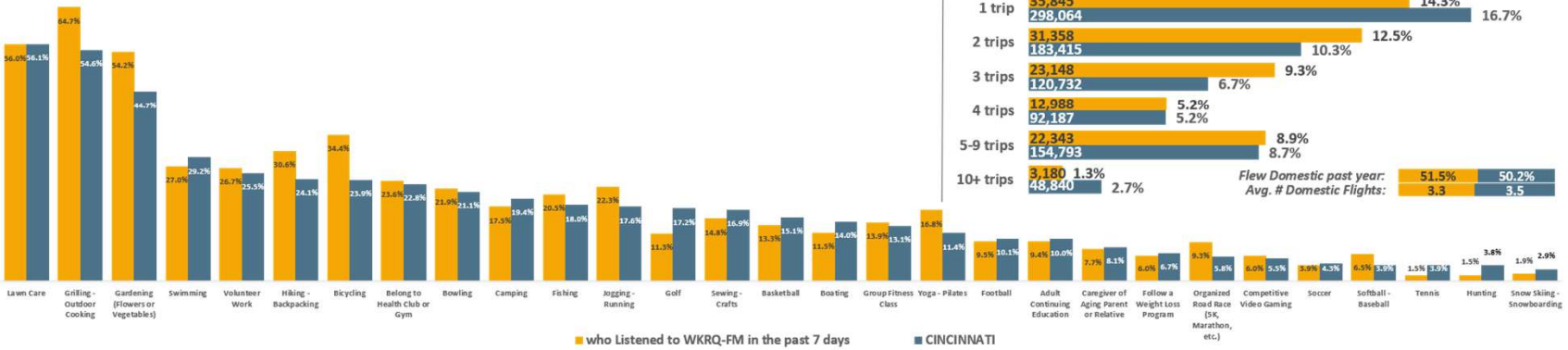
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



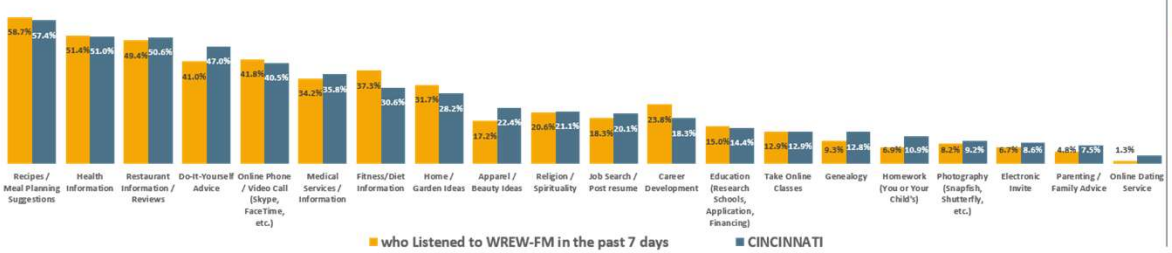
Past 12-months Domestic Airline Trips: Adults 18 or older

CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab 232

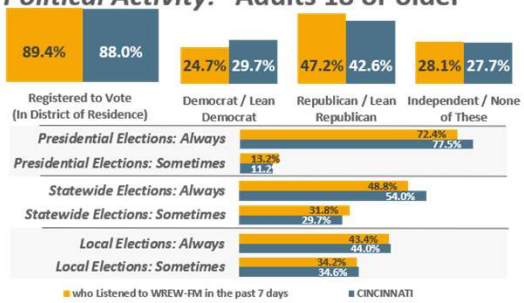
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13.2% or 235,508 of CINCINNATI Metro Adults 18 or older Listened to WREW-FM in the past 7 days. Adults 18 or older who Listened to WREW-FM in the past 7 days are 12.7% less likely to look up D-I-Y advice online, 1.4% less likely to always vote in local elections, 17.9% less likely to belong to a gym, 25.6% less likely to fly domestic past yr.

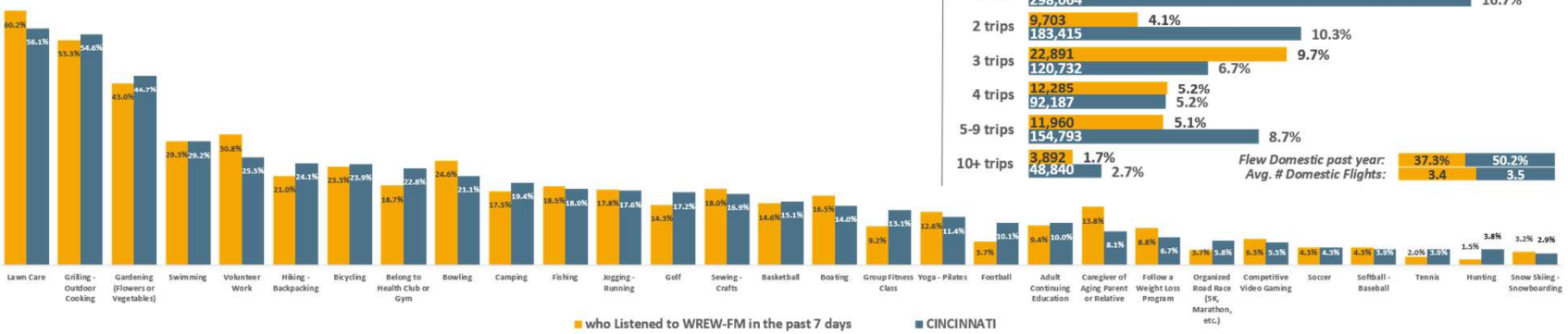
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

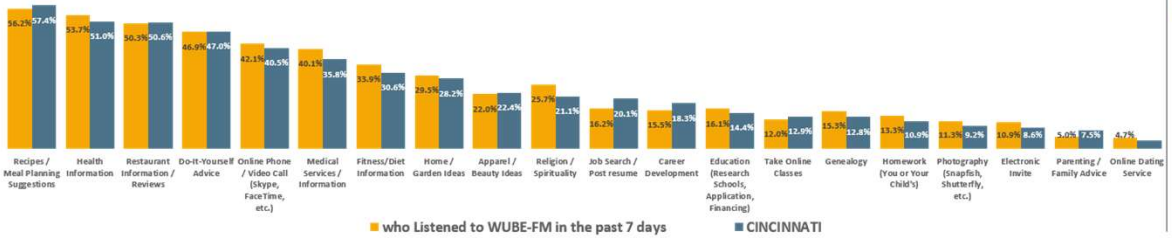
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Radio Stations: WREW-FM

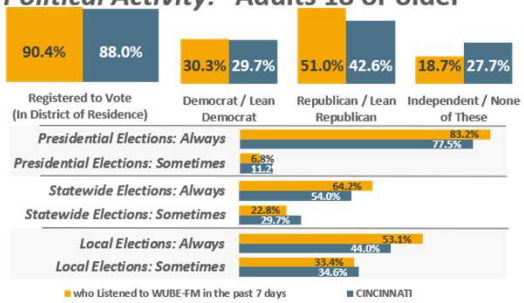
B-105.1
CINCINNATI'S NEW COUNTRY!

13.6% or 243,178 of CINCINNATI Metro Adults 18 or older Listened to WUBE-FM in the past 7 days. Adults 18 or older who Listened to WUBE-FM in the past 7 days are .1% less likely to look up D-I-Y advice online, 20.8% more likely to always vote in local elections, 5.6% more likely to belong to a gym, 4.3% less likely to fly domestic past yr.

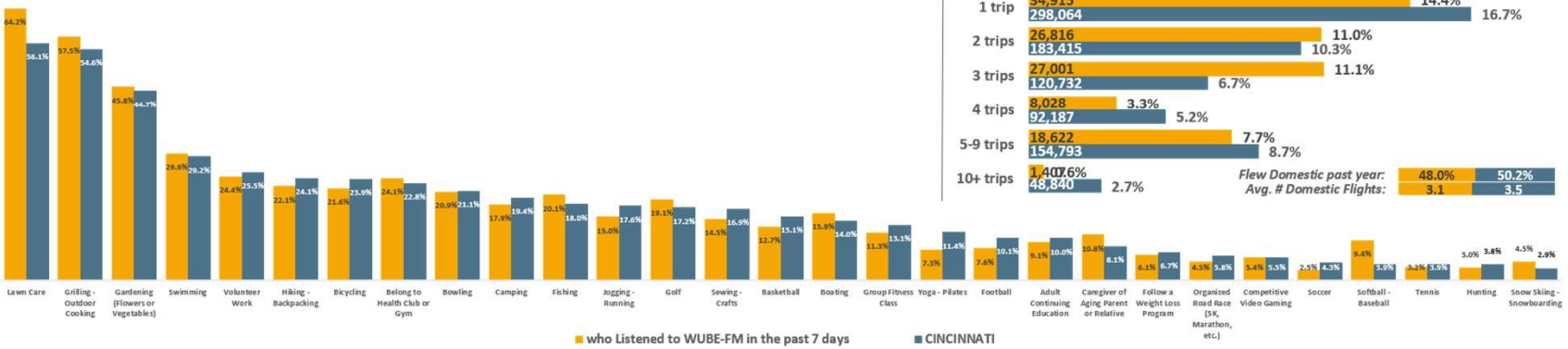
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



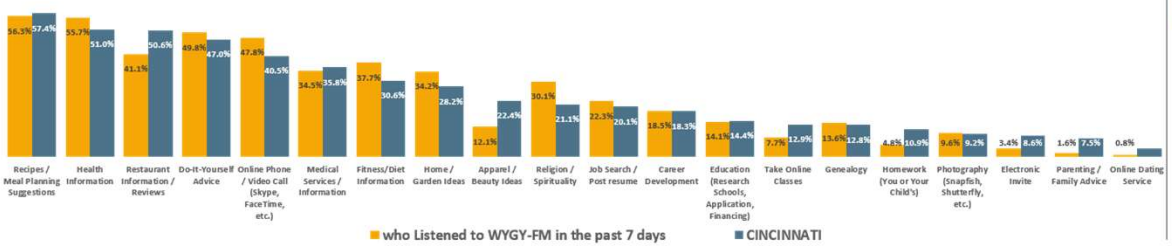
Past 12-months Domestic Airline Trips: Adults 18 or older

CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab 256

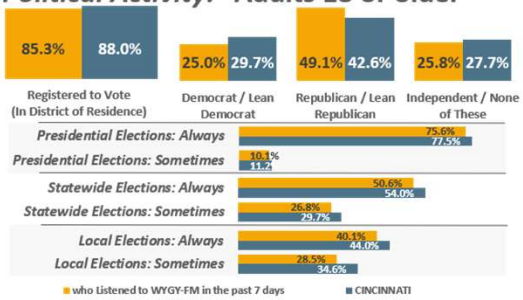
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5.7% or 101,680 of CINCINNATI Metro Adults 18 or older Listened to WYGY-FM in the past 7 days.
Adults 18 or older who Listened to WYGY-FM in the past 7 days are 6.% more likely to look up D-I-Y advice online, 8.8% less likely to always vote in local elections, 25.9% more likely to belong to a gym, 12.2% more likely to fly domestic past yr.

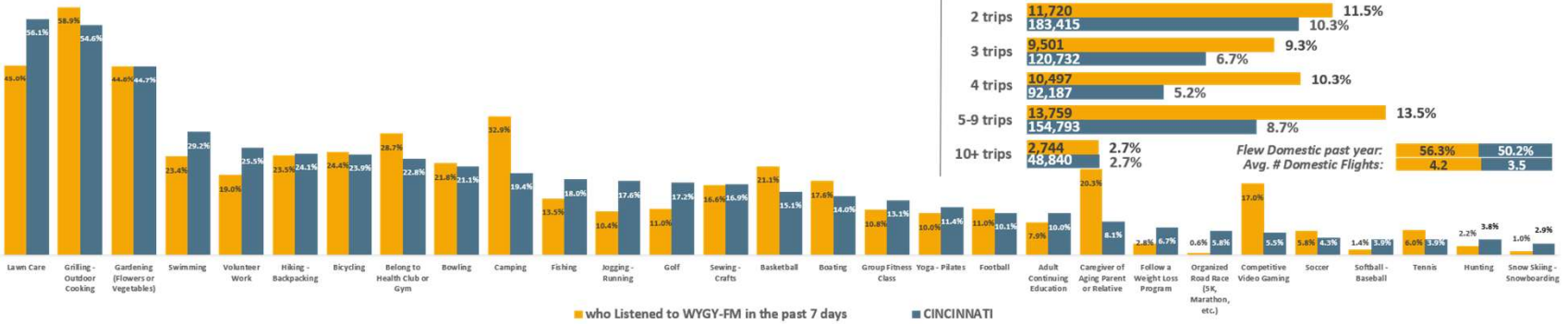
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

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36.2% or 647,040 of CINCINNATI Metro Adults 18 or older Listened to HUBBARD RADIO in the past 7 days. Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days are 6.2% more likely to use QSRs past mo., 4.9% more likely to use Sit-Down Restaurants past mo., 3.3% more likely to use Casinos past yr., 5.% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:

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



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 18 or older

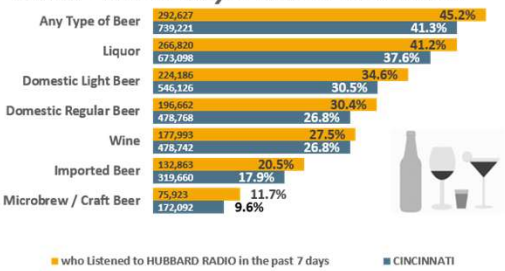
(Sit-Down Restaurants Used Past 30-days)



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

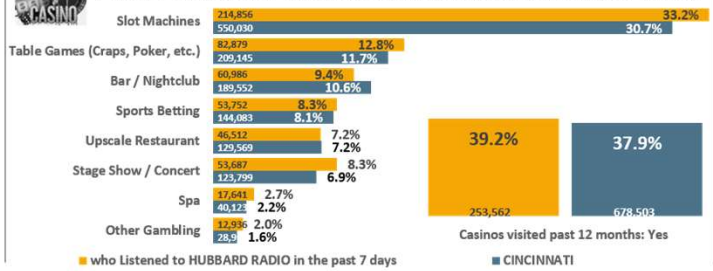


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab 602

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

14.% or 250,167 of CINCINNATI Metro Adults 18 or older Listened to WKRQ-FM in the past 7 days.
Adults 18 or older who Listened to WKRQ-FM in the past 7 days are 9.1% more likely to use QSRs past mo., 6.5% more likely to use Sit-Down Restaurants past mo., 16.3% more likely to use Casinos past yr., 9.3% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:

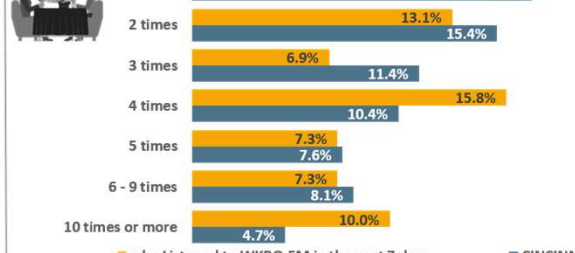


Avg. Monthly QSR Meals:



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





Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:

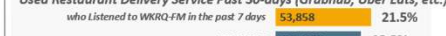


Top-10 Cuisines: Adults 18 or older

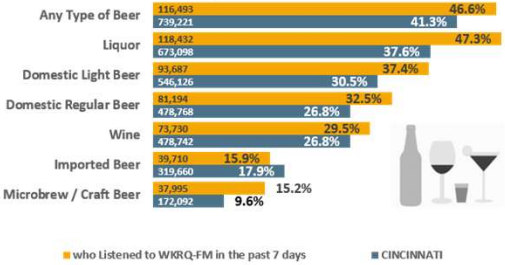
(Sit-Down Restaurants Used Past 30-days)



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

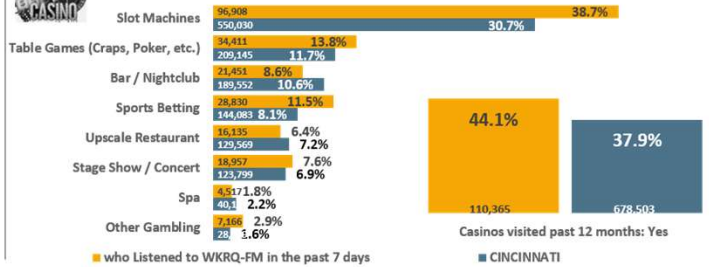


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab 232

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Radio Stations: WKRQ-FM

13.2% or 235,508 of CINCINNATI Metro Adults 18 or older Listened to WREW-FM in the past 7 days. Adults 18 or older who Listened to WREW-FM in the past 7 days are 3.8% more likely to use QSRs past mo., 11.2% more likely to use Sit-Down Restaurants past mo., 9.2% less likely to use Casinos past yr., 26.4% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



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



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:

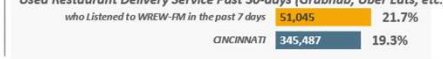


Top-10 Cuisines: Adults 18 or older

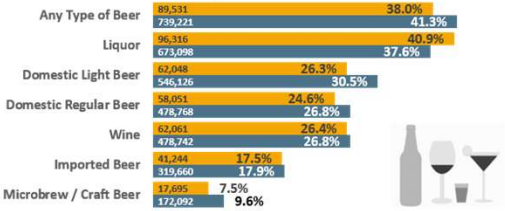
(Sit-Down Restaurants Used Past 30-days)



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

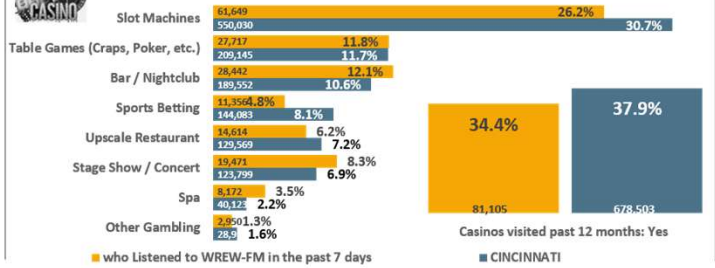


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



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Radio Stations: WREW-FM

B-105.1
CINCINNATI'S NEW COUNTRY!

13.6% or 243,178 of CINCINNATI Metro Adults 18 or older Listened to WUBE-FM in the past 7 days. Adults 18 or older who Listened to WUBE-FM in the past 7 days are 10.5% more likely to use QSRs past mo., 3.3% more likely to use Sit-Down Restaurants past mo., 1.2% less likely to use Casinos past yr., 13.3% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:

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



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:

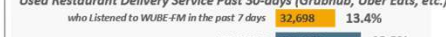


Top-10 Cuisines: Adults 18 or older

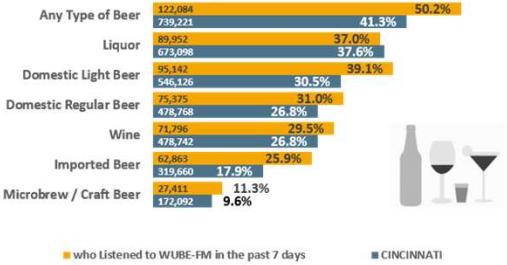
(Sit-Down Restaurants Used Past 30-days)



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

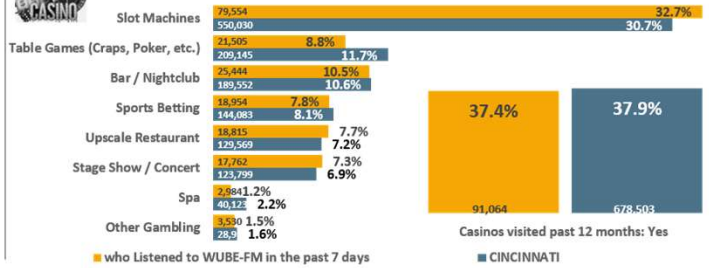


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Casinos visited past 12 months: Yes

Used Past 30-days: Adults 18 or older



CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab 256

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Radio Stations: WUBE-FM

5.7% or 101,680 of CINCINNATI Metro Adults 18 or older Listened to WYGY-FM in the past 7 days.
Adults 18 or older who Listened to WYGY-FM in the past 7 days are 4.% more likely to use QSRs past mo., 14.3% more likely to use Sit-Down Restaurants past mo., 7.3% more likely to use Casinos past yr., 12.4% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:

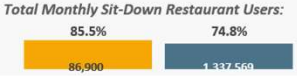


Avg. Monthly QSR Meals:

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



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 18 or older

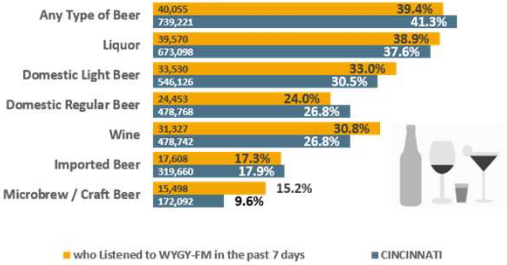
(Sit-Down Restaurants Used Past 30-days)



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

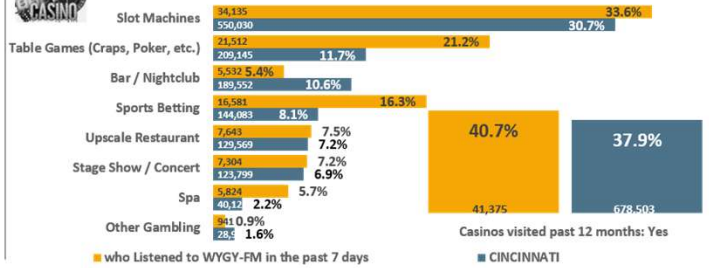


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



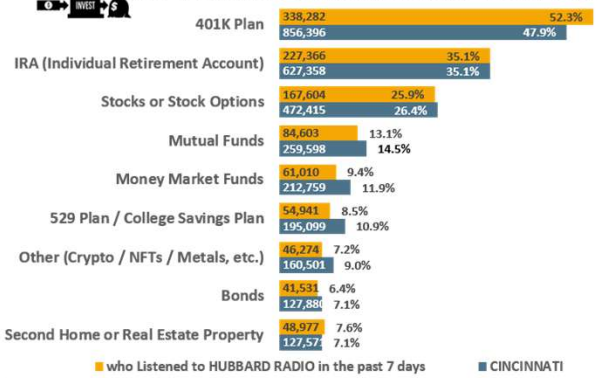
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Radio Stations: WYGY-FM

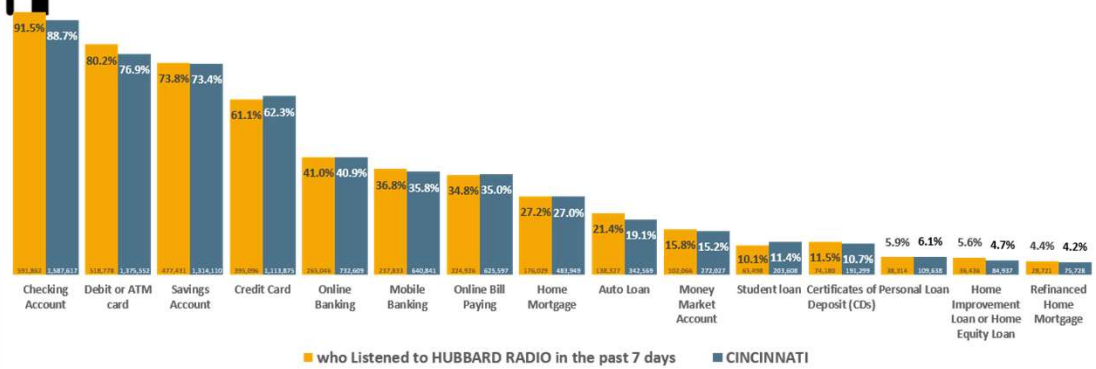
Hubbard media that connects

36.2% or 647,040 of CINCINNATI Metro Adults 18 or older Listened to HUBBARD RADIO in the past 7 days. Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days are 9.2% more likely to have a 401K, 11.7% more likely to have an Auto Loan, 23.5% less likely to Invest/Trade Stocks Online, 1.% more likely to pay with their Debit Card.

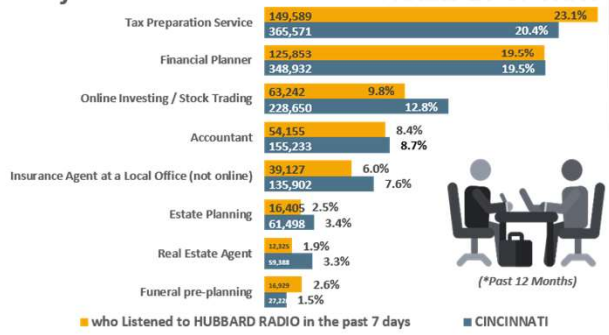
Investments Owned: Adults 18 or older



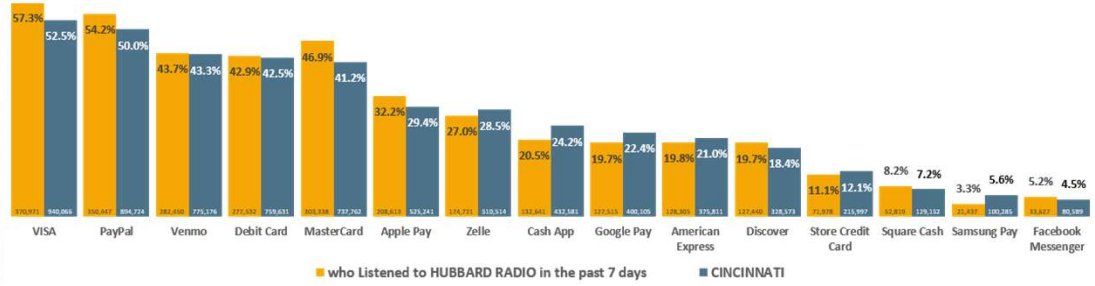
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



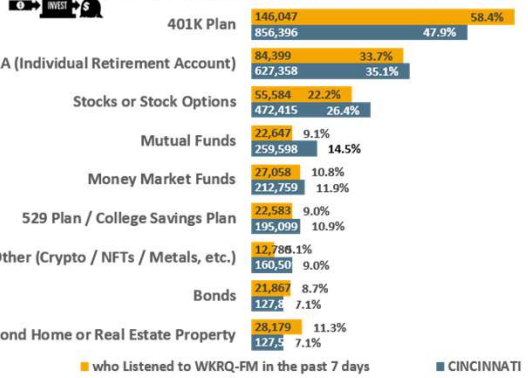
CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab 602

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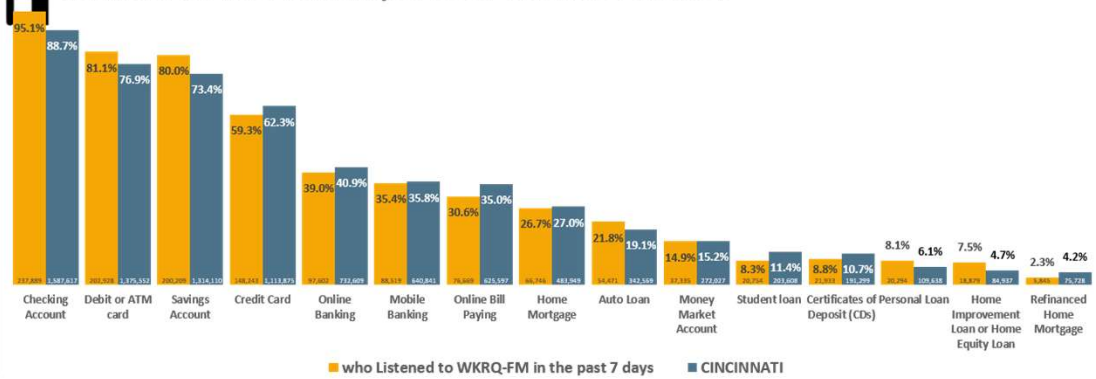
(Radio Stations: WKRQ-FM OR Radio Stations: WREW-FM OR Radio Stations: WUBE-FM OR Radio Stations: WYGY-FM)

14.% or 250,167 of CINCINNATI Metro Adults 18 or older Listened to WKRQ-FM in the past 7 days. Adults 18 or older who Listened to WKRQ-FM in the past 7 days are 22.% more likely to have a 401K, 13.7% more likely to have an Auto Loan, 25.1% less likely to Invest/Trade Stocks Online, 20.5% more likely to pay with their Debit Card.

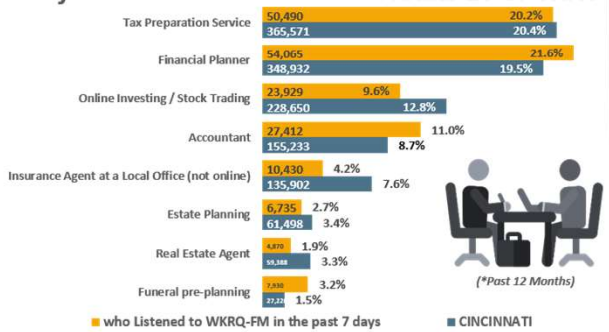
Investments Owned: Adults 18 or older



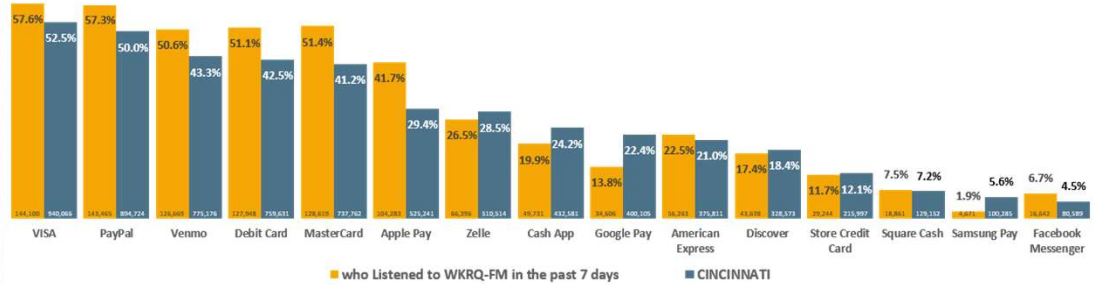
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



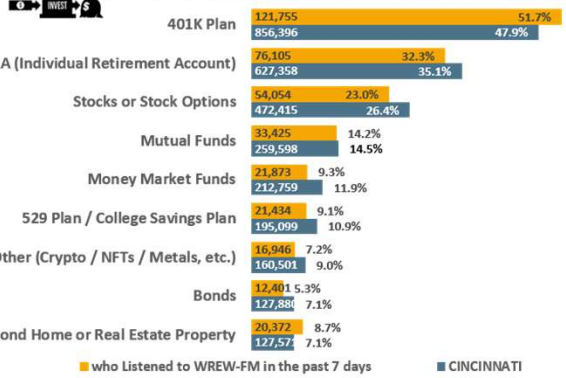
CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab 232

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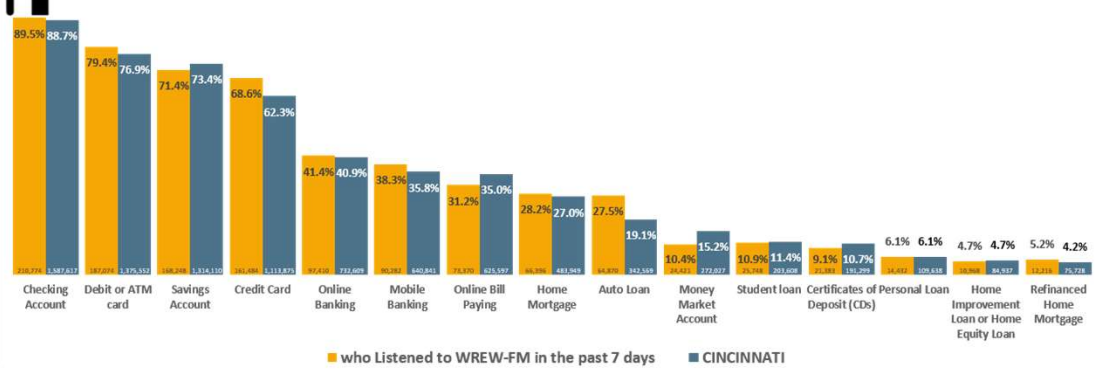
Radio Stations: WKRQ-FM

13.2% or 235,508 of CINCINNATI Metro Adults 18 or older Listened to WREW-FM in the past 7 days. Adults 18 or older who Listened to WREW-FM in the past 7 days are 8.% more likely to have a 401K, 43.9% more likely to have an Auto Loan, 13.2% more likely to Invest/Trade Stocks Online, .8% less likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



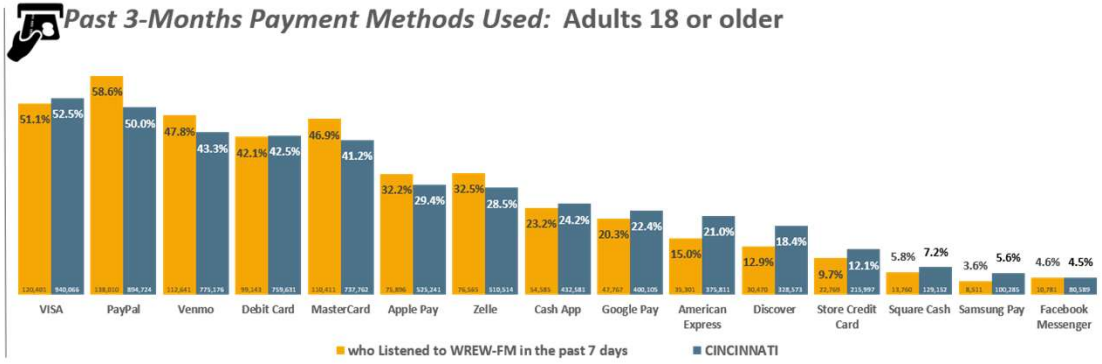
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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

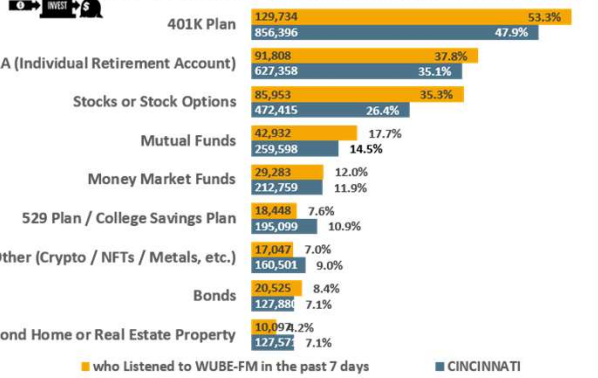


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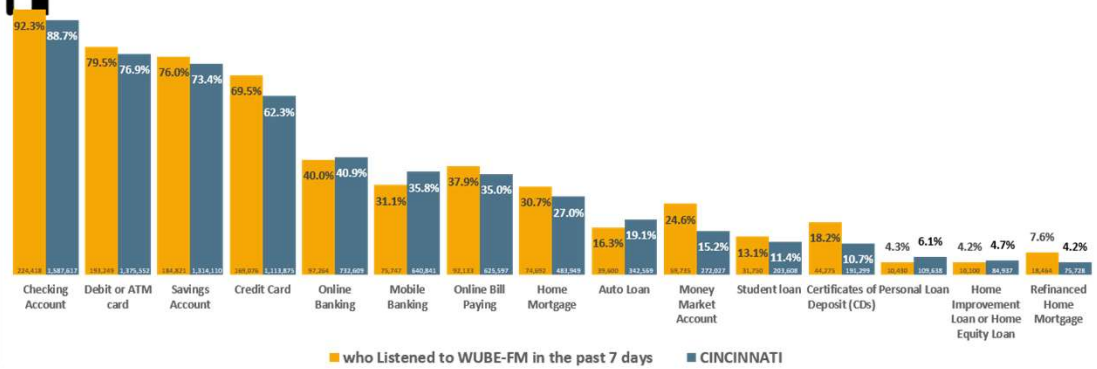
B-105.1
CINCINNATI'S NEW COUNTRY!

13.6% or 243,178 of CINCINNATI Metro Adults 18 or older Listened to WUBE-FM in the past 7 days. Adults 18 or older who Listened to WUBE-FM in the past 7 days are 11.5% more likely to have a 401K, 14.9% less likely to have an Auto Loan, 49.1% less likely to Invest/Trade Stocks Online, 7.2% less likely to pay with their Debit Card.

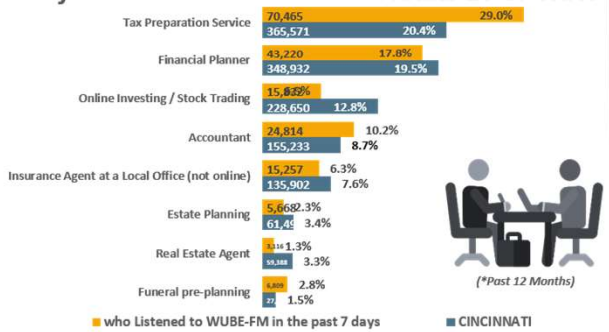
Investments Owned: Adults 18 or older



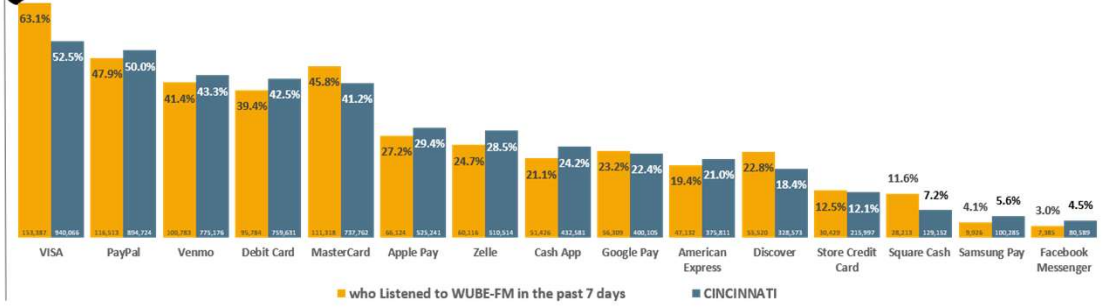
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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

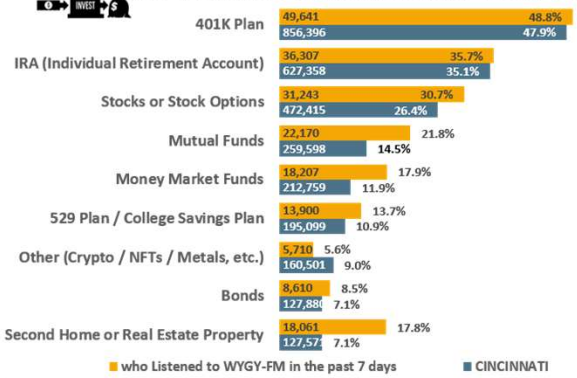


CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab 256

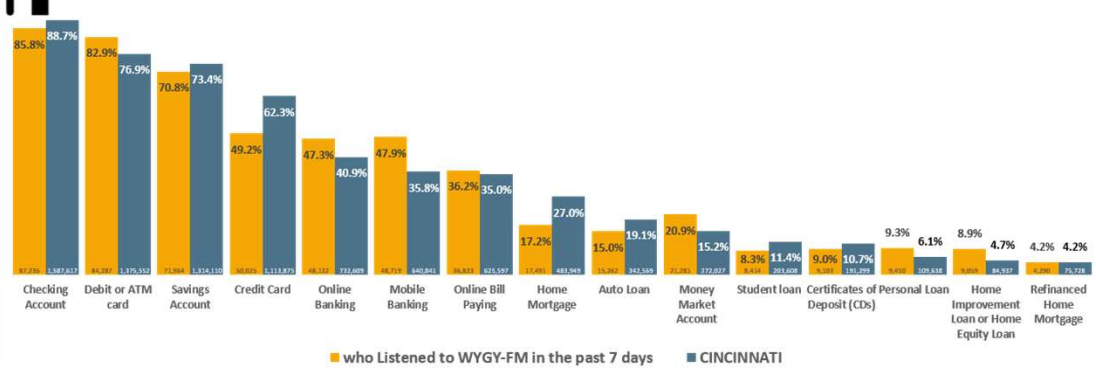
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5.7% or 101,680 of CINCINNATI Metro Adults 18 or older Listened to WYGY-FM in the past 7 days.
Adults 18 or older who Listened to WYGY-FM in the past 7 days are 2.% more likely to have a 401K, 21.6% less likely to have an Auto Loan, 63.2% less likely to Invest/Trade Stocks Online, 9.4% less likely to pay with their Debit Card.

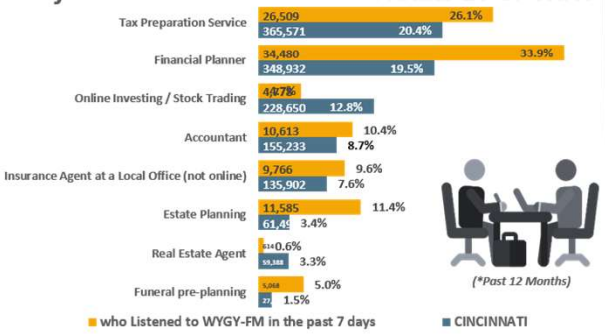
Investments Owned: Adults 18 or older



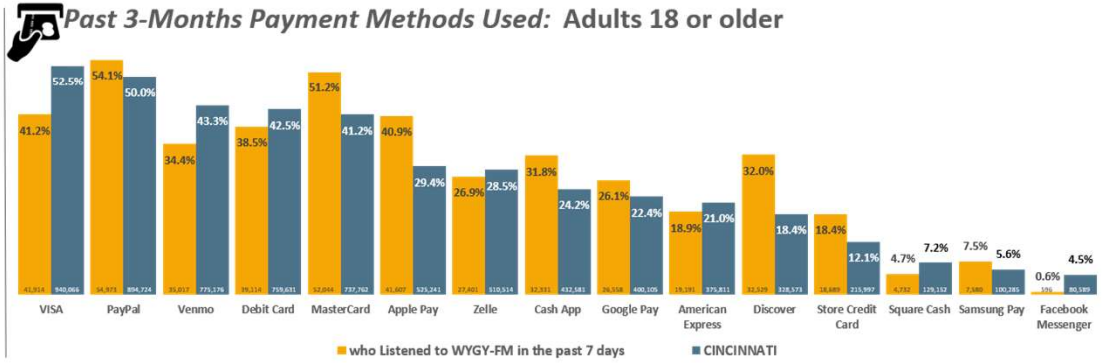
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



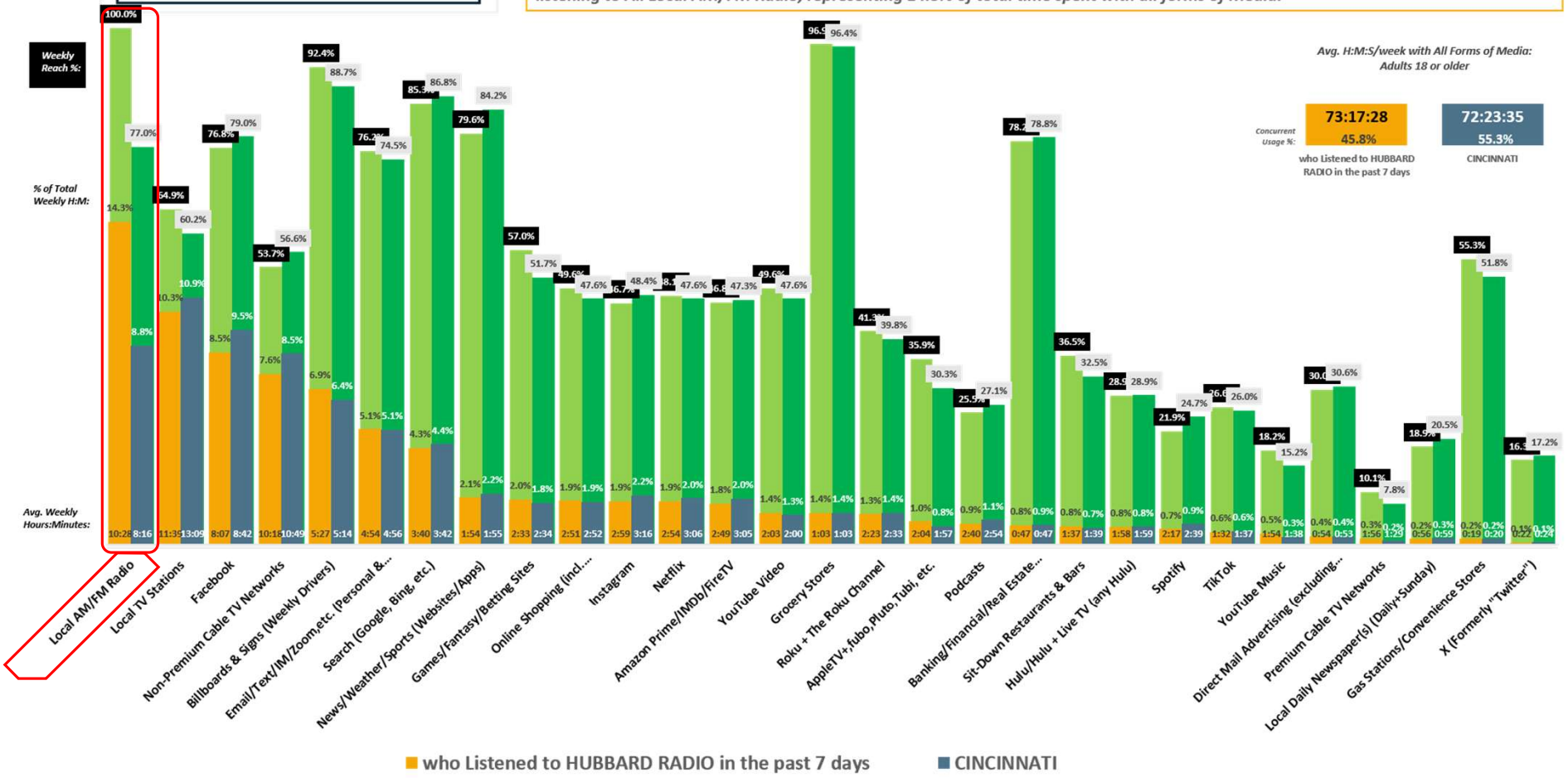
Past 3-Months Payment Methods Used: Adults 18 or older



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Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days spend an average of 3 days, 1 hours, 17 minutes and 28 seconds each week with All Forms of Media.

100.% of Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days spend an avg. of 10 hours and 28 minutes each week listening to All Local AM/FM Radio, representing 14.3% of total time spent with all forms of Media.



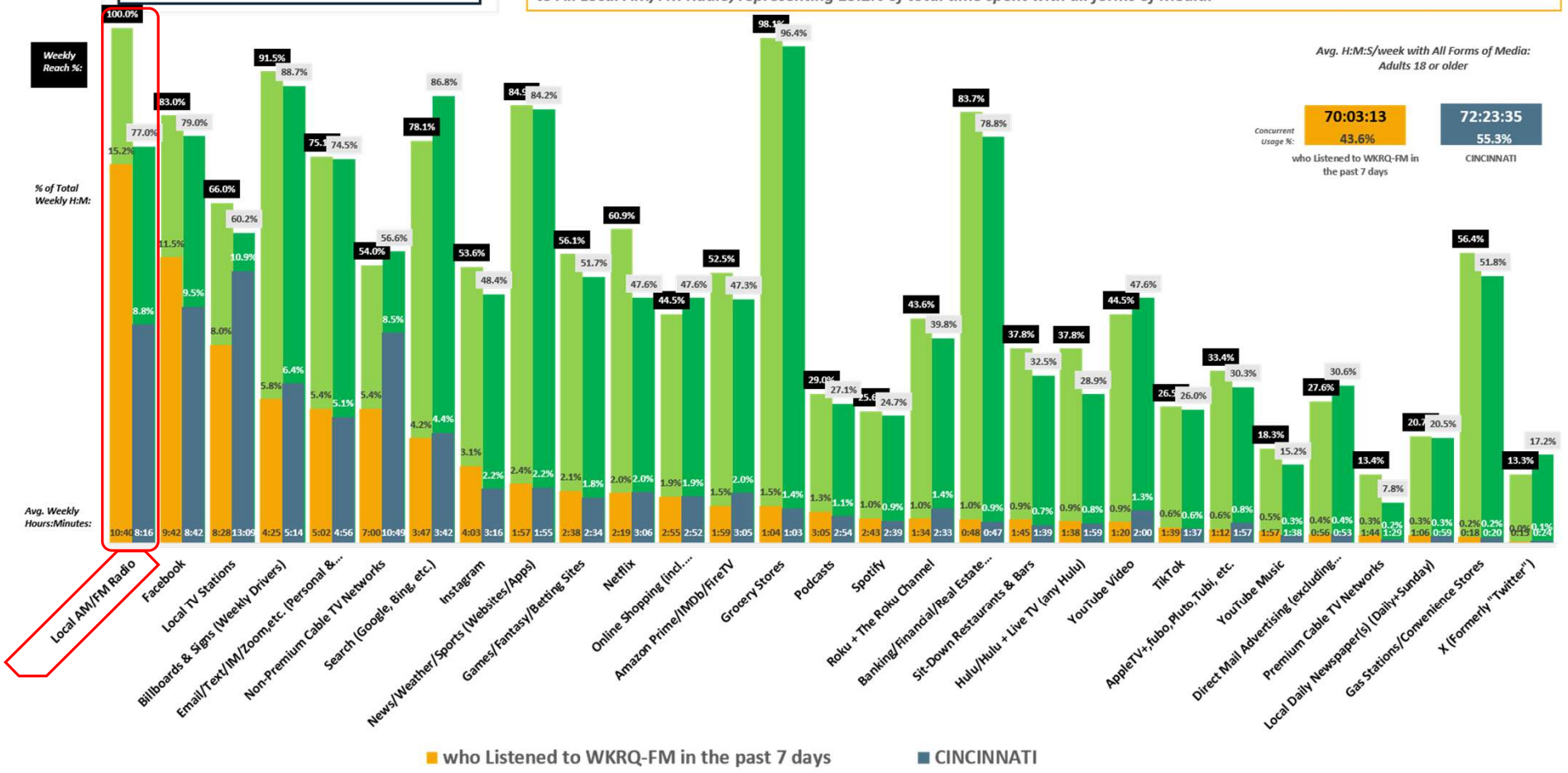
CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab 1,753
CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab 602

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

Adults 18 or older who Listened to WKRQ-FM in the past 7 days spend an average of 2 days, 22 hours, 3 minutes and 13 seconds each week with All Forms of Media.

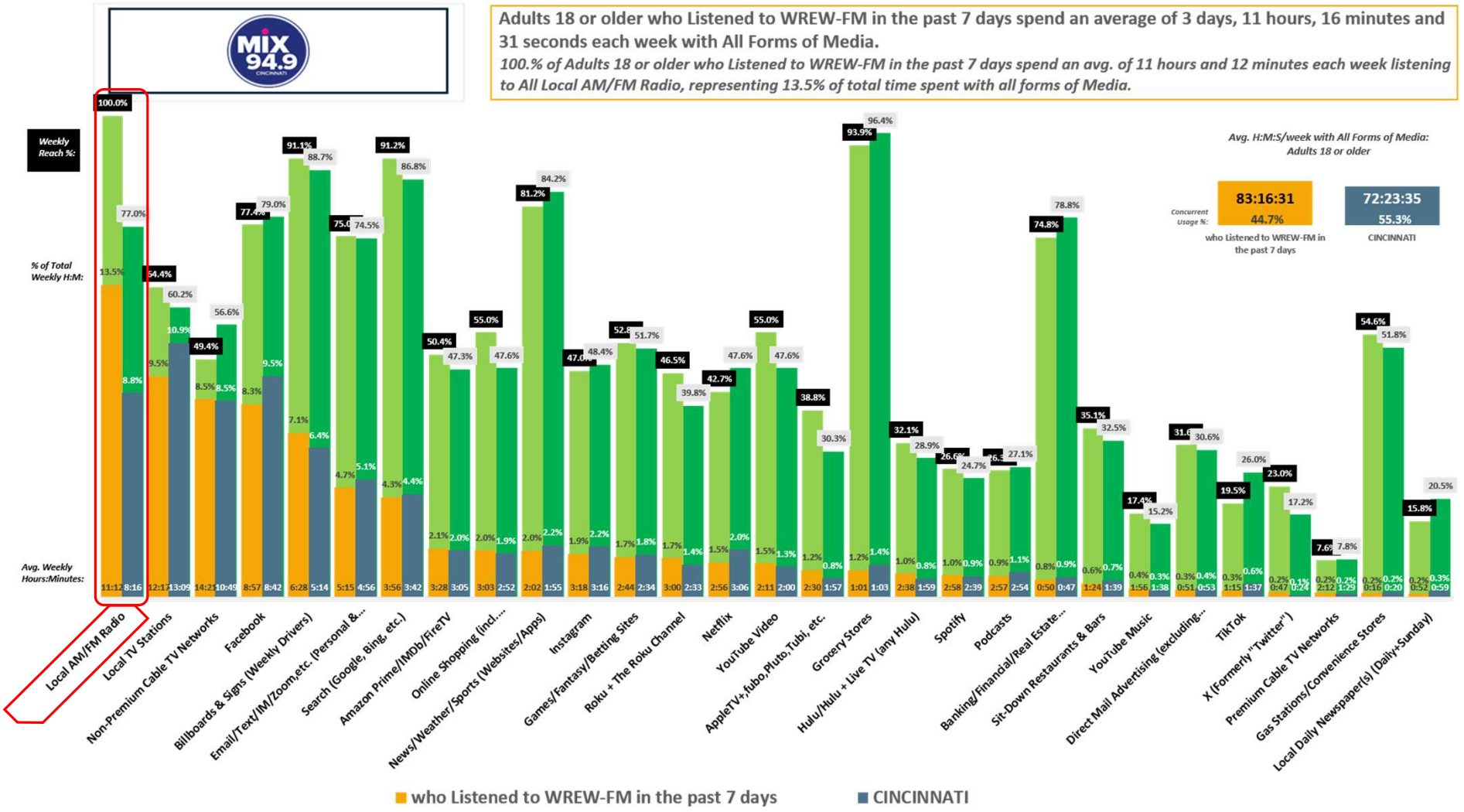
100.% of Adults 18 or older who Listened to WKRQ-FM in the past 7 days spend an avg. of 10 hours and 40 minutes each week listening to All Local AM/FM Radio, representing 15.2% of total time spent with all forms of Media.



CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab 1,753
CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab 232

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Radio Stations: WKRQ-FM



CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab 1,753
CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab 211

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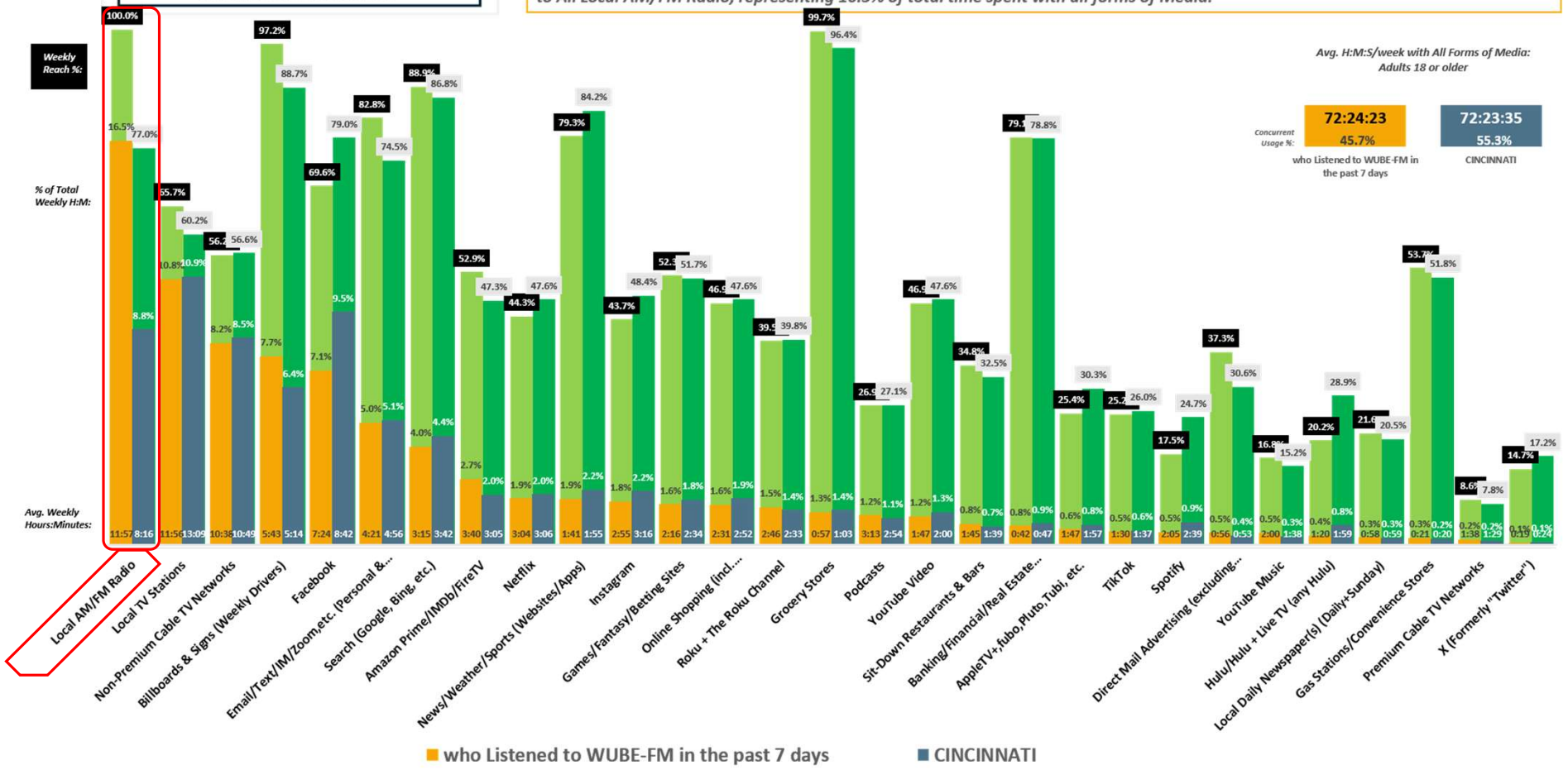
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Radio Stations: WREW-FM

B-105.1
CINCINNATI'S NEW COUNTRY!

Adults 18 or older who Listened to WUBE-FM in the past 7 days spend an average of 3 days, 0 hours, 24 minutes and 23 seconds each week with All Forms of Media.

100.% of Adults 18 or older who Listened to WUBE-FM in the past 7 days spend an avg. of 11 hours and 57 minutes each week listening to All Local AM/FM Radio, representing 16.5% of total time spent with all forms of Media.

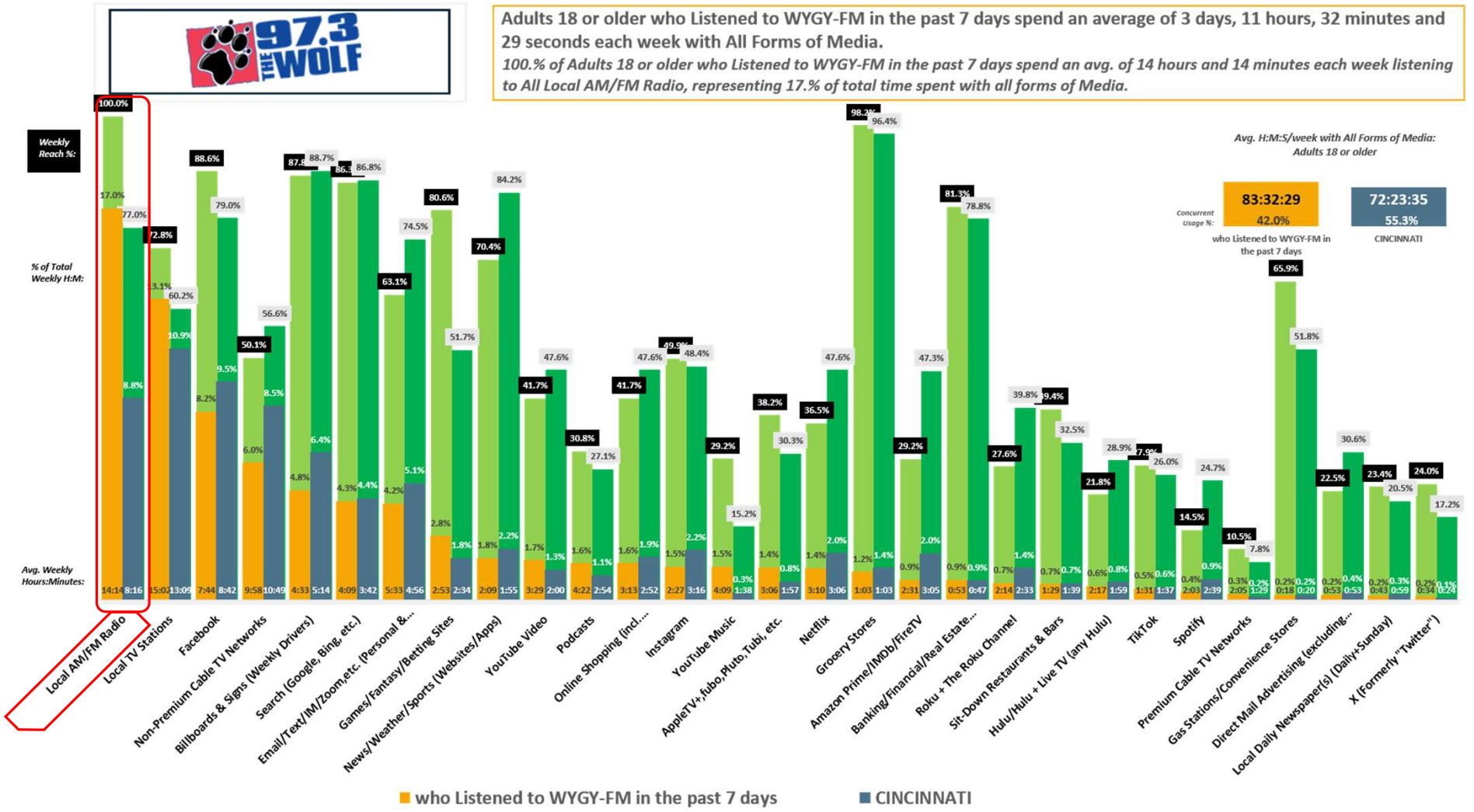


CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab 1,753
CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab 256

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Radio Stations: WUBE-FM



CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab 1,753
CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab 91

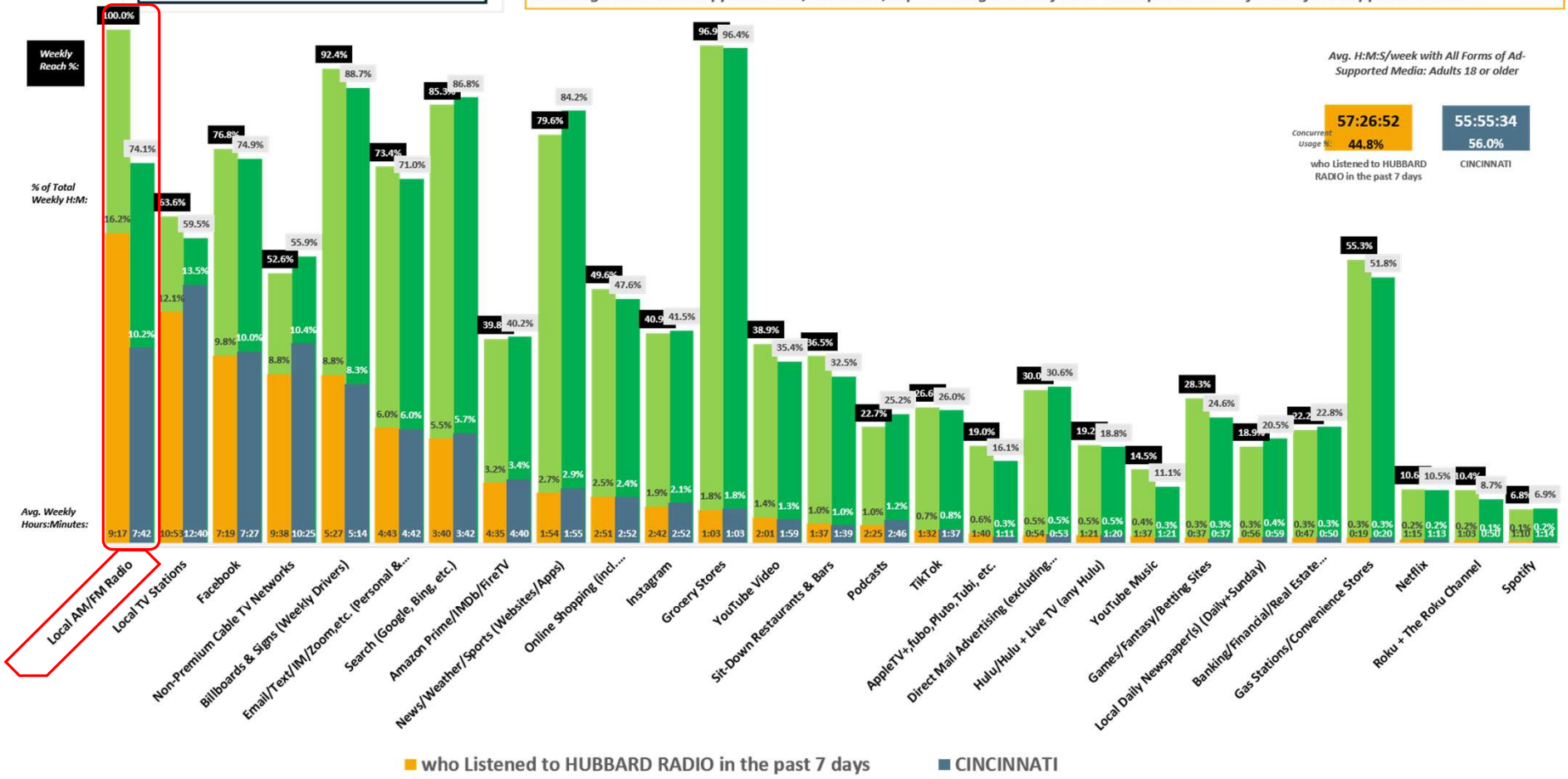
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Radio Stations: WYGY-FM

Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days spend an average of 2 days, 9 hours, 26 minutes and 52 seconds each week with All Forms of Ad-Supported Media.

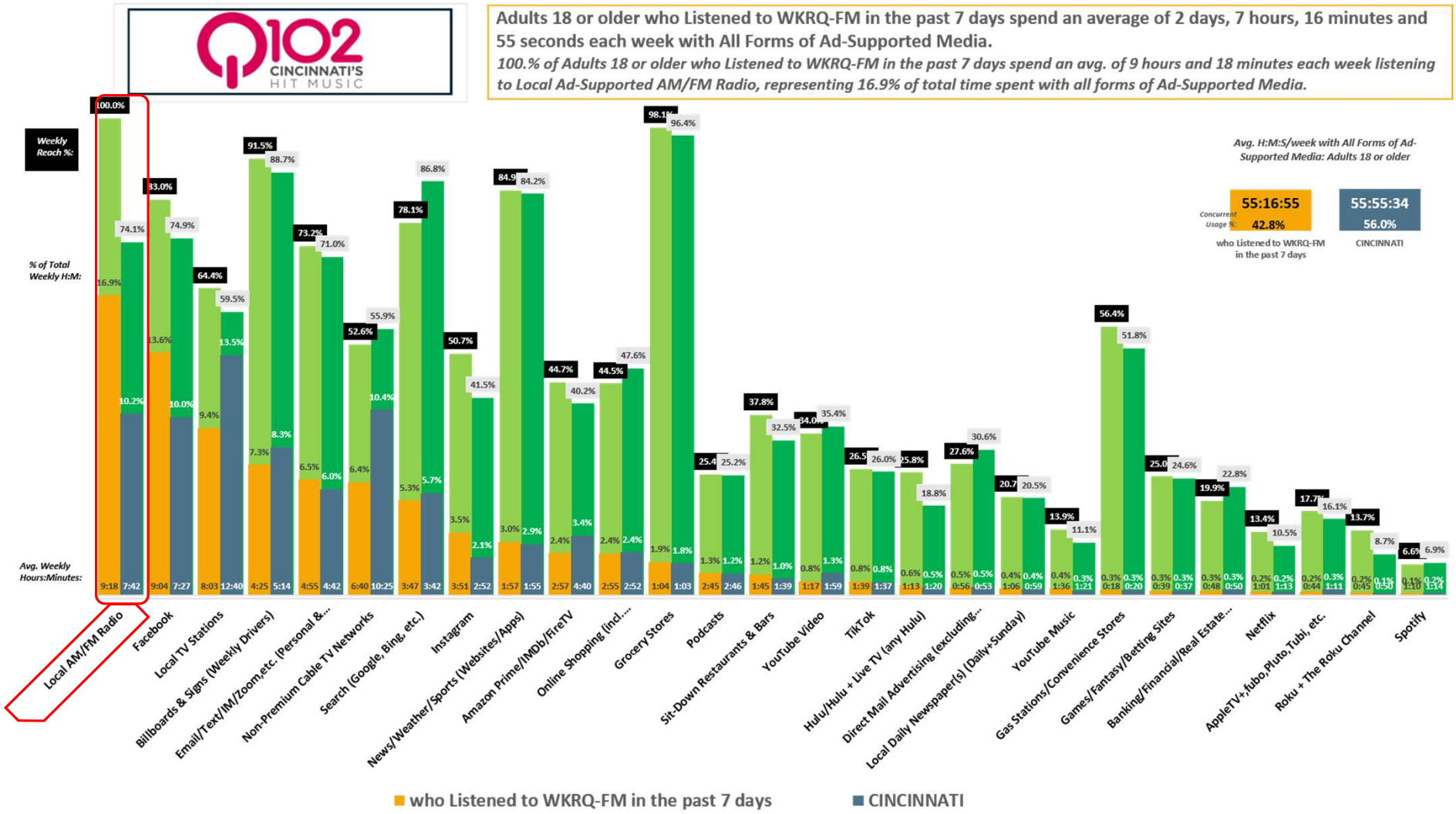
100.% of Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days spend an avg. of 9 hours and 17 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 16.2% of total time spent with all forms of Ad-Supported Media.



CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab 1,753
CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab 602

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



CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab 1,753
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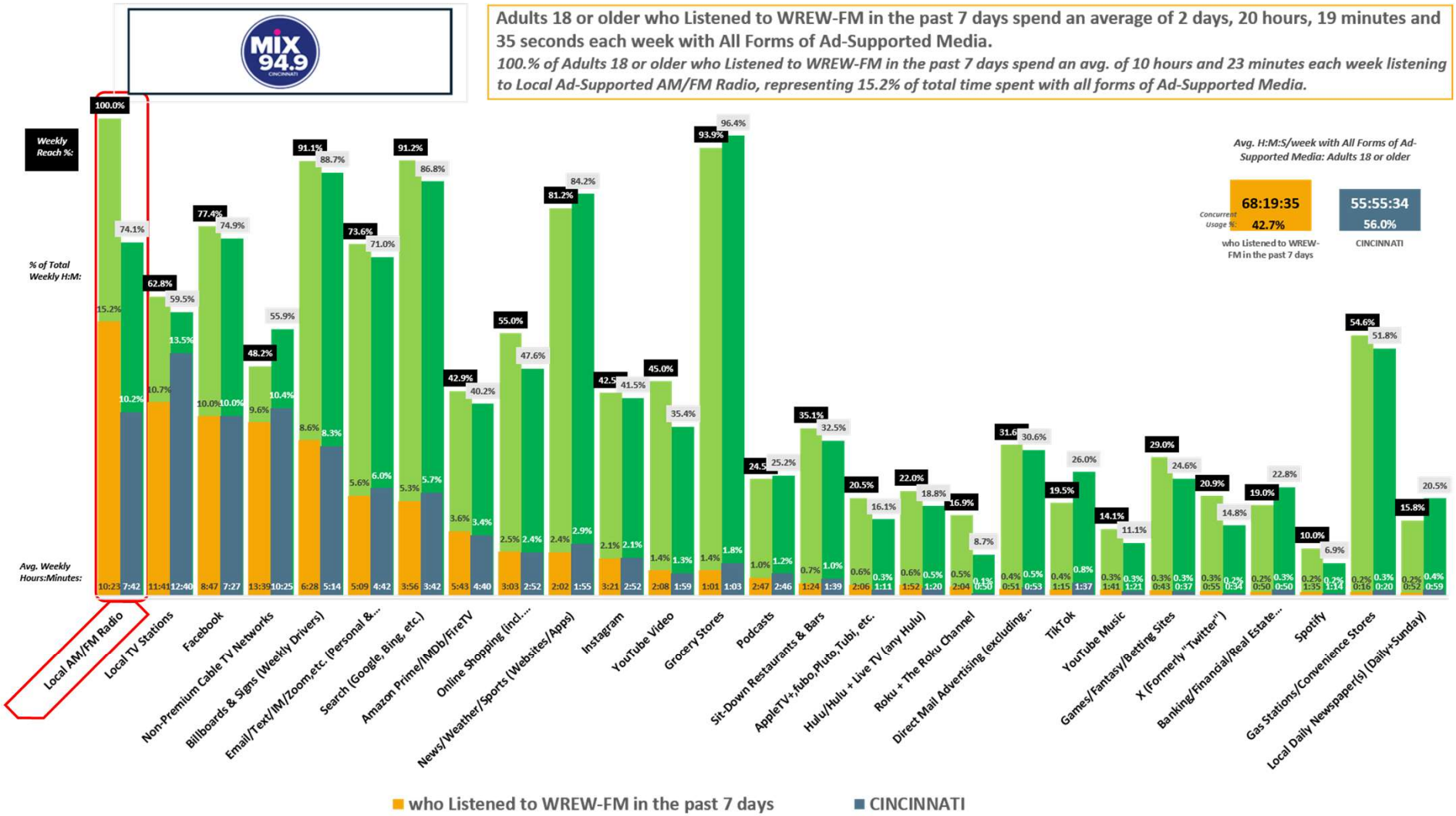
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Radio Stations: WKRQ-FM

Adults 18 or older who Listened to WREW-FM in the past 7 days spend an average of 2 days, 20 hours, 19 minutes and 35 seconds each week with All Forms of Ad-Supported Media.

100.% of Adults 18 or older who Listened to WREW-FM in the past 7 days spend an avg. of 10 hours and 23 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 15.2% of total time spent with all forms of Ad-Supported Media.

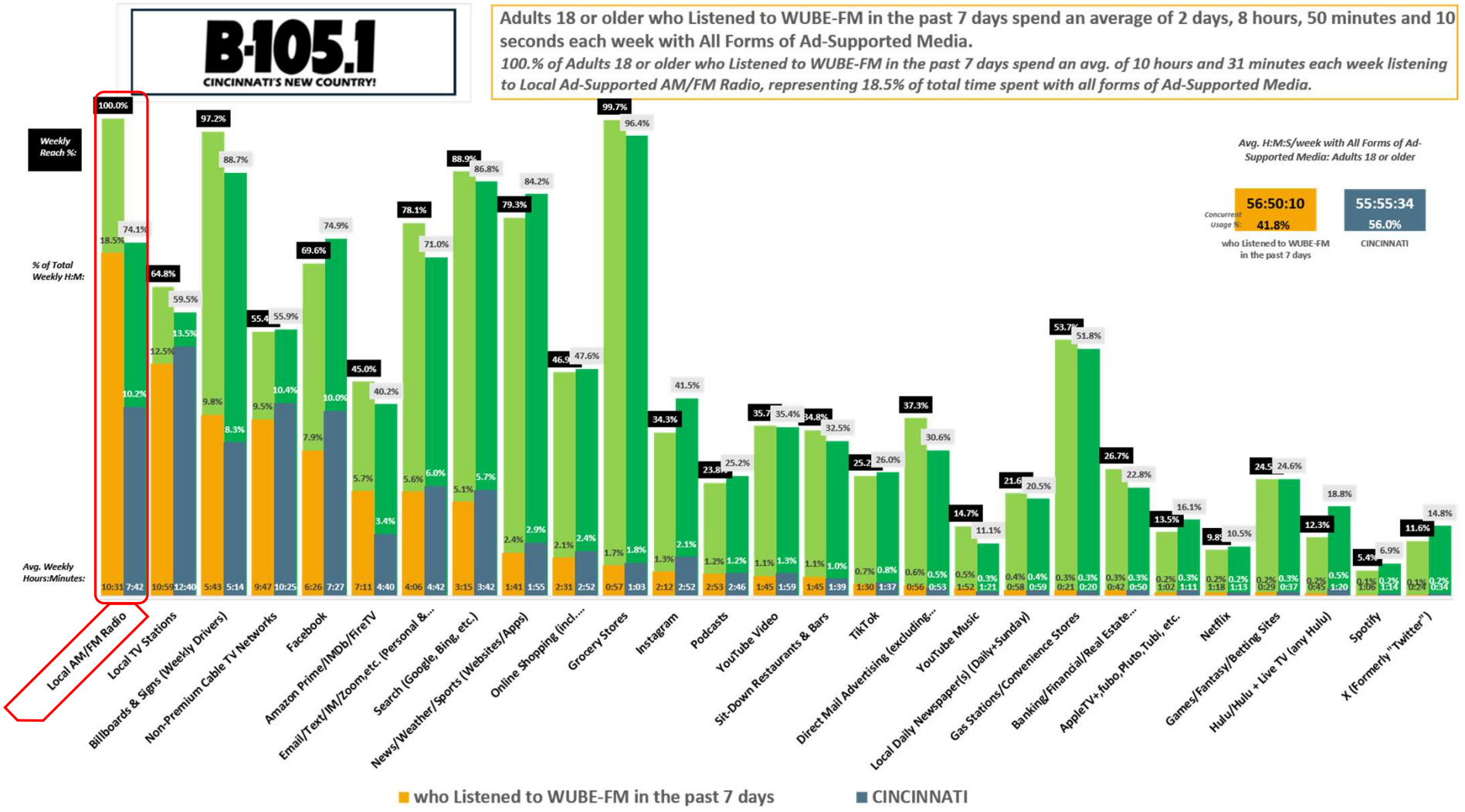


CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab 1,753
CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab 211

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Radio Stations: WREW-FM



CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab 1,753
CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab 256

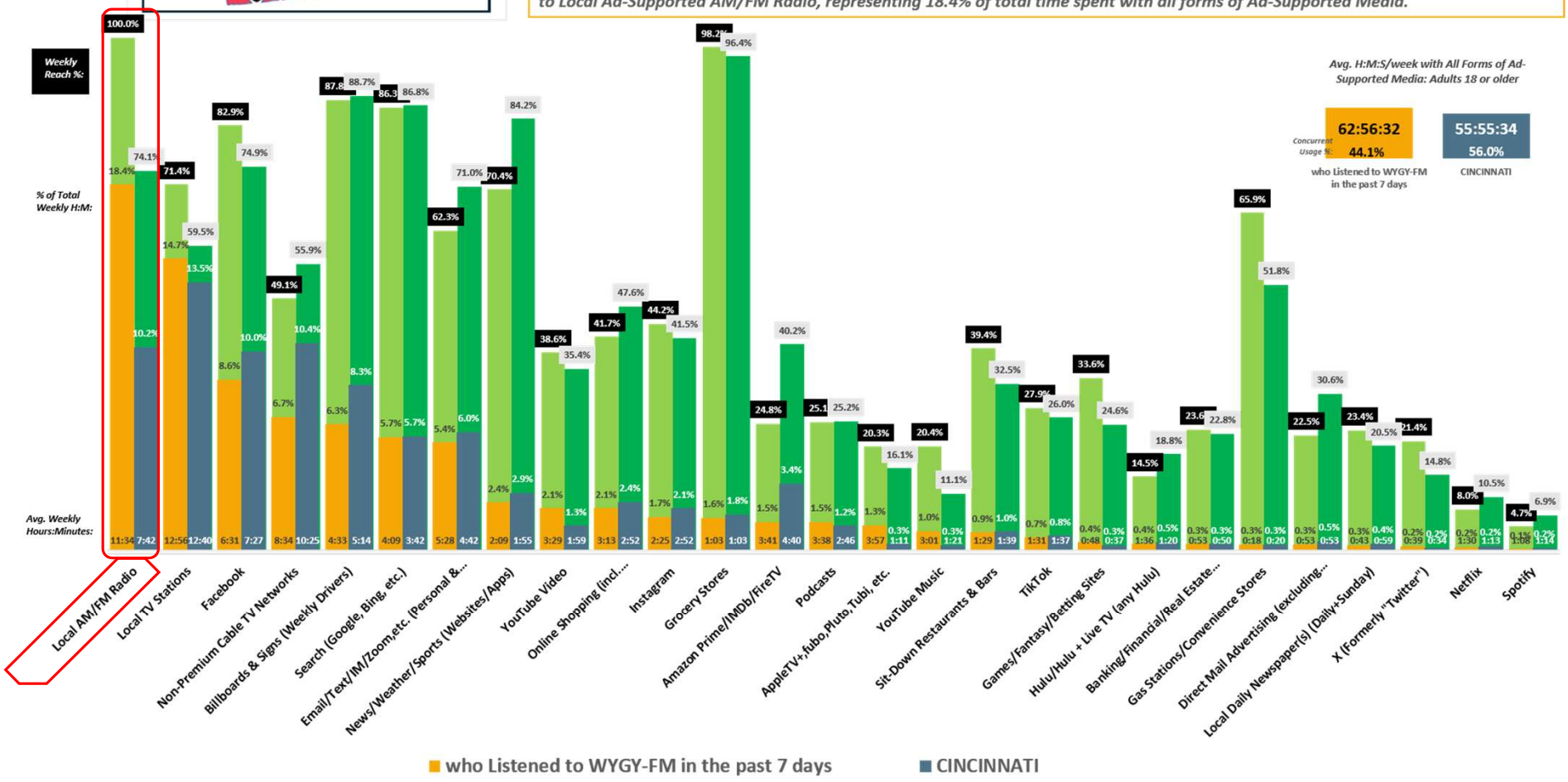
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Radio Stations: WUBE-FM

Adults 18 or older who Listened to WYGY-FM in the past 7 days spend an average of 2 days, 14 hours, 56 minutes and 32 seconds each week with All Forms of Ad-Supported Media.

100.% of Adults 18 or older who Listened to WYGY-FM in the past 7 days spend an avg. of 11 hours and 34 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 18.4% of total time spent with all forms of Ad-Supported Media.



CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab 1,753
CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab 91

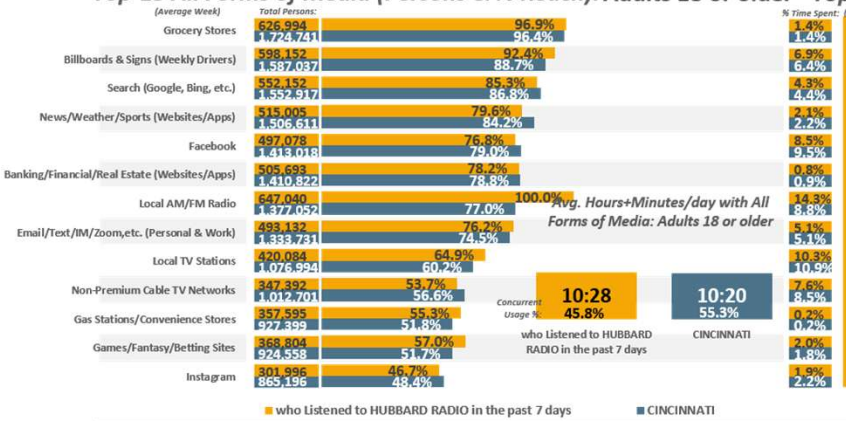
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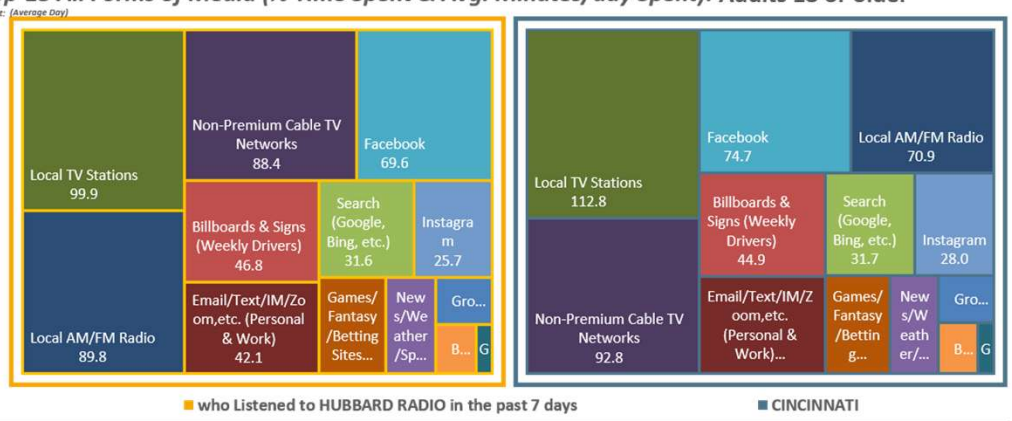
Radio Stations: WYGY-FM

Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days spend an average of 8 hours and 12 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 79.6 minutes/day. *(Local Radio delivers 16.2% of Time with Ad-Supported Media.)*

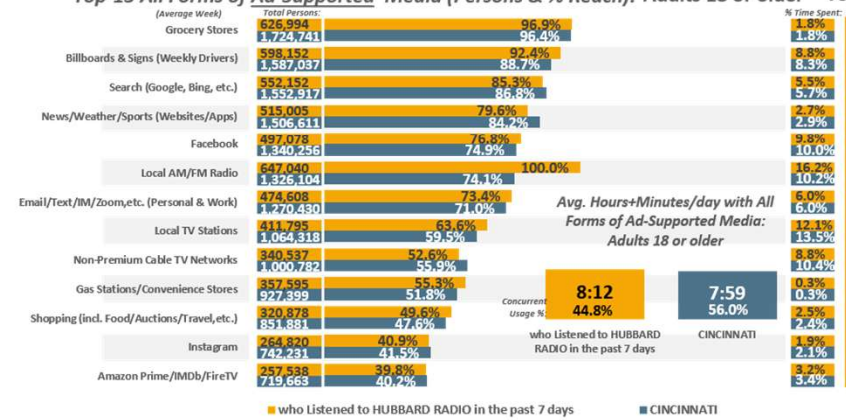
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



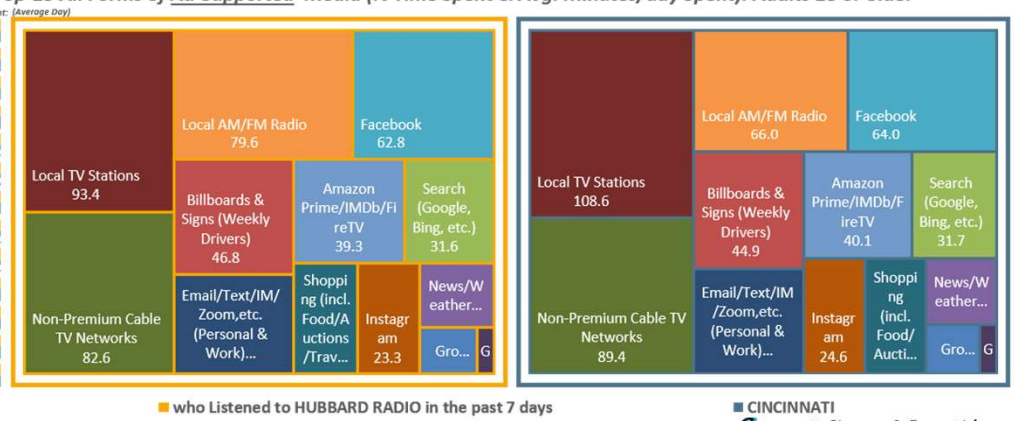
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab 602

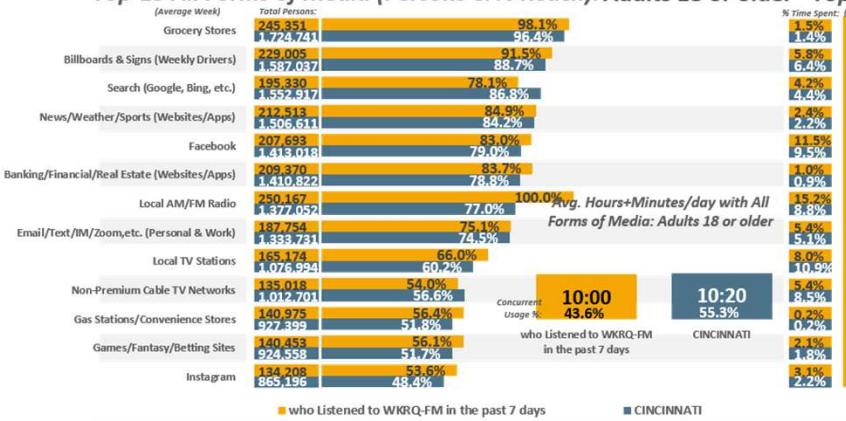
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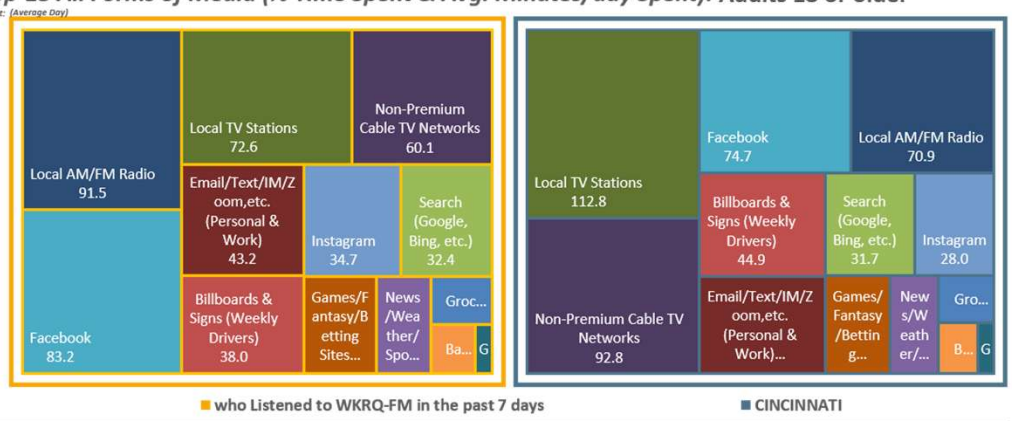
(Radio Stations: WKRQ-FM OR Radio Stations: WREW-FM OR Radio Stations: WUBE-FM OR Radio Stations: WYGY-FM)

Adults 18 or older who Listened to WKRQ-FM in the past 7 days spend an average of 7 hours and 53 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 79.8 minutes/day. *(Local Radio delivers 16.9% of Time with Ad-Supported Media.)*

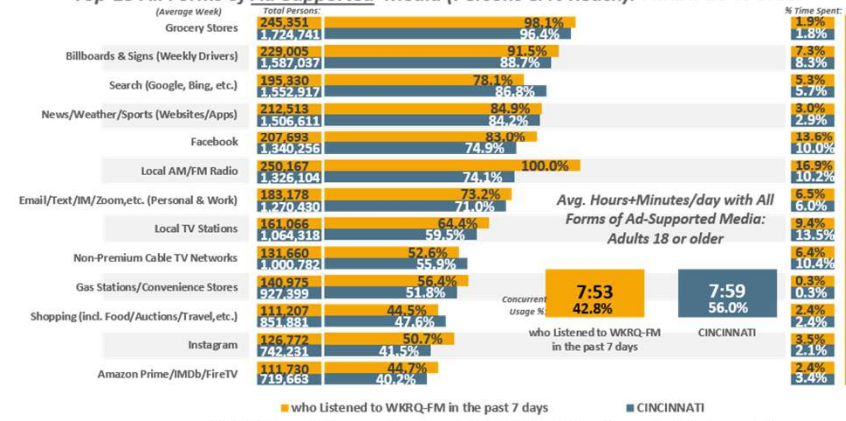
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



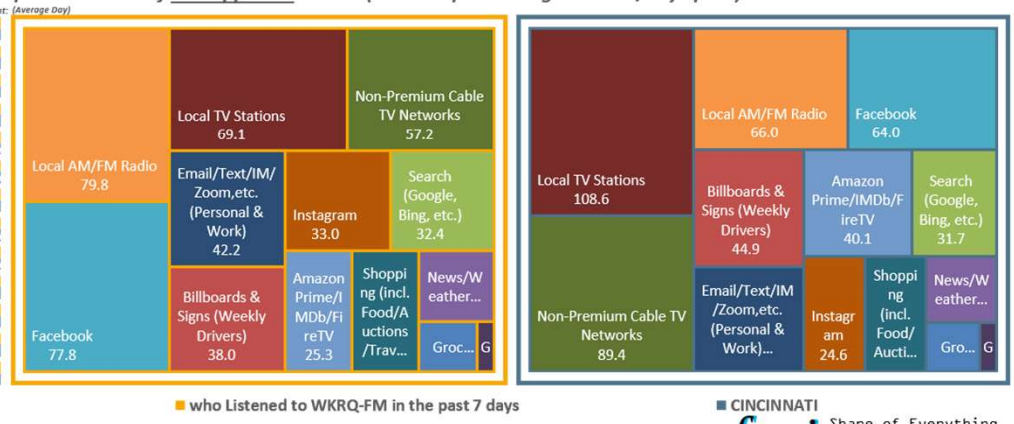
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab 232

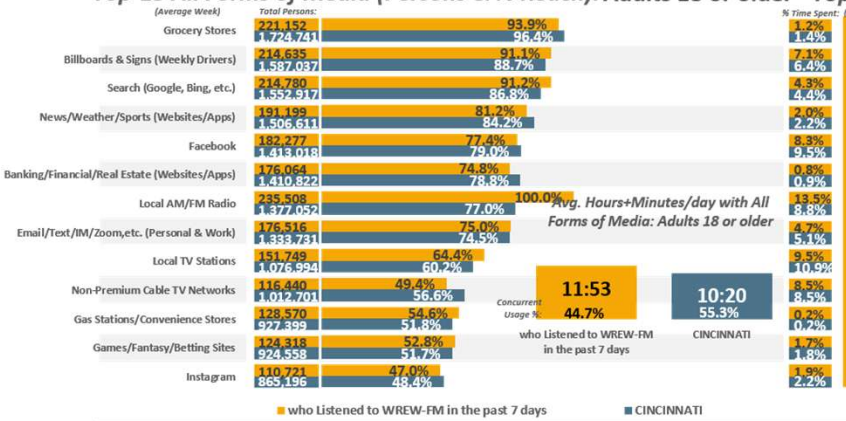
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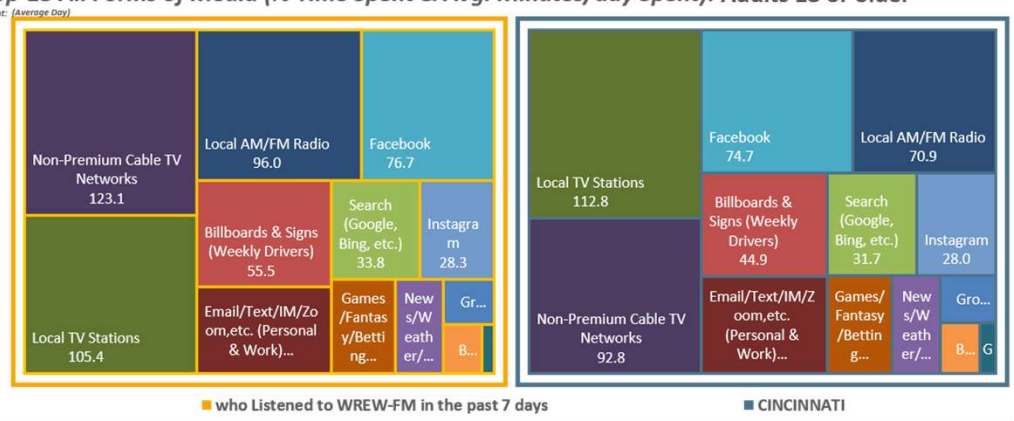
Radio Stations: WKRQ-FM

Adults 18 or older who Listened to WREW-FM in the past 7 days spend an average of 9 hours and 45 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 89.1 minutes/day. *(Local Radio delivers 15.2% of Time with Ad-Supported Media.)*

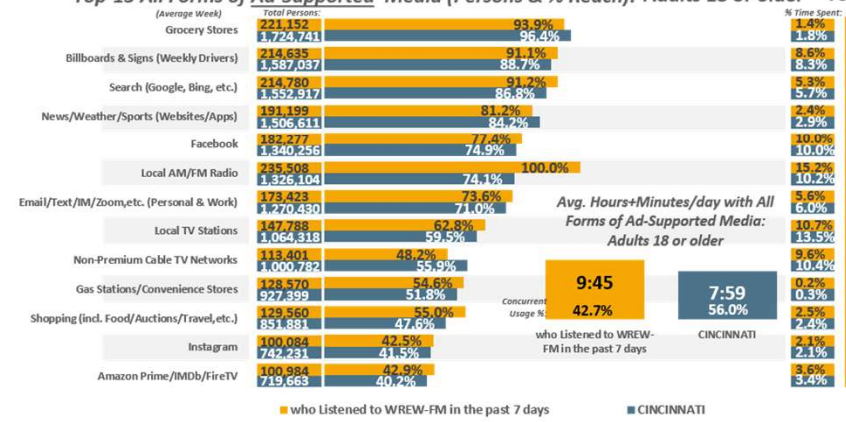
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



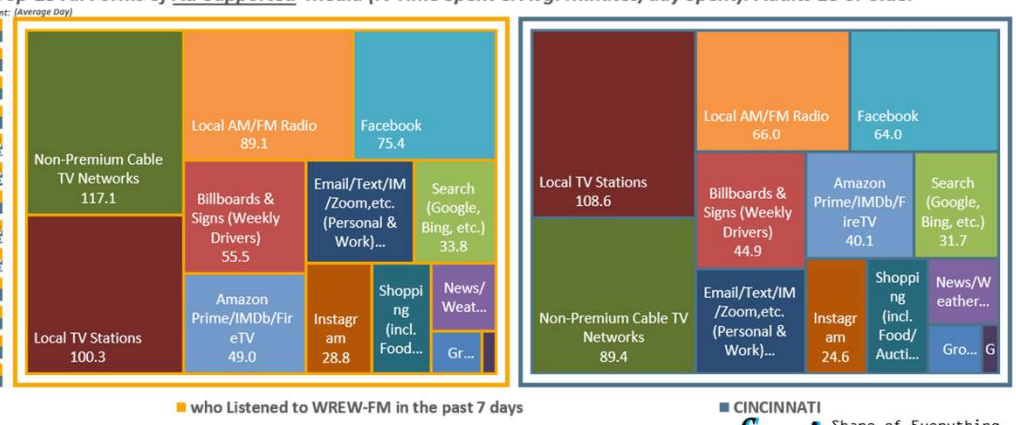
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab 211

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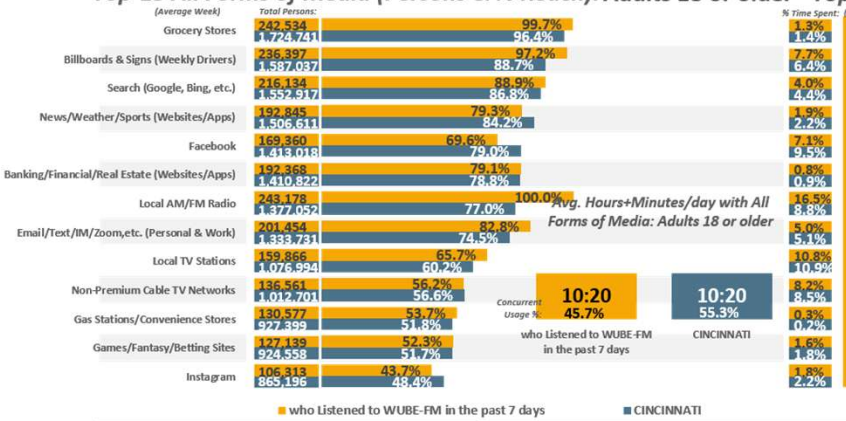
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Radio Stations: WREW-FM

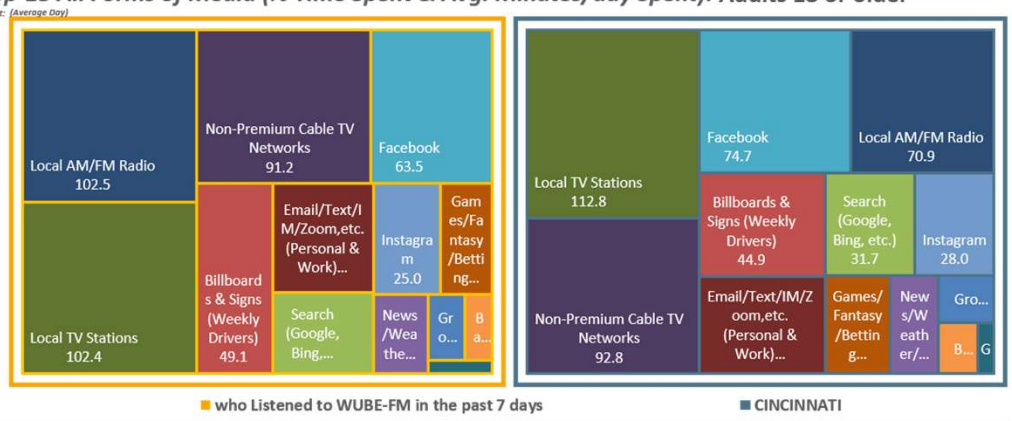
B-105.1
CINCINNATI'S NEW COUNTRY!

Adults 18 or older who Listened to WUBE-FM in the past 7 days spend an average of 8 hours and 7 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 90.2 minutes/day. *(Local Radio delivers 18.5% of Time with Ad-Supported Media.)*

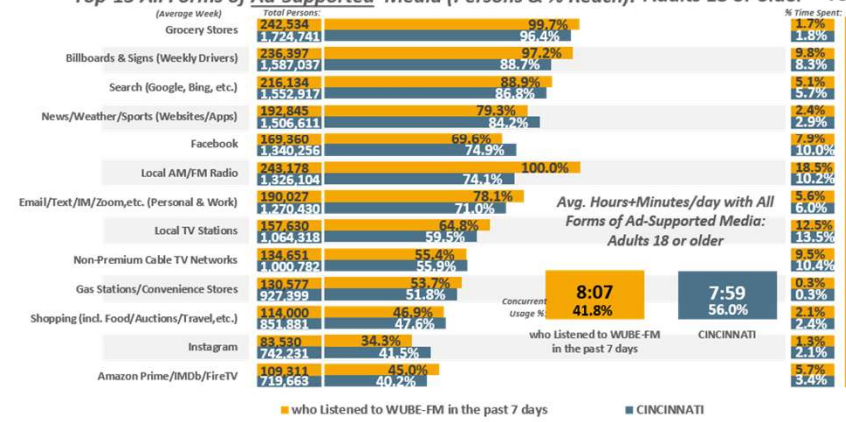
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



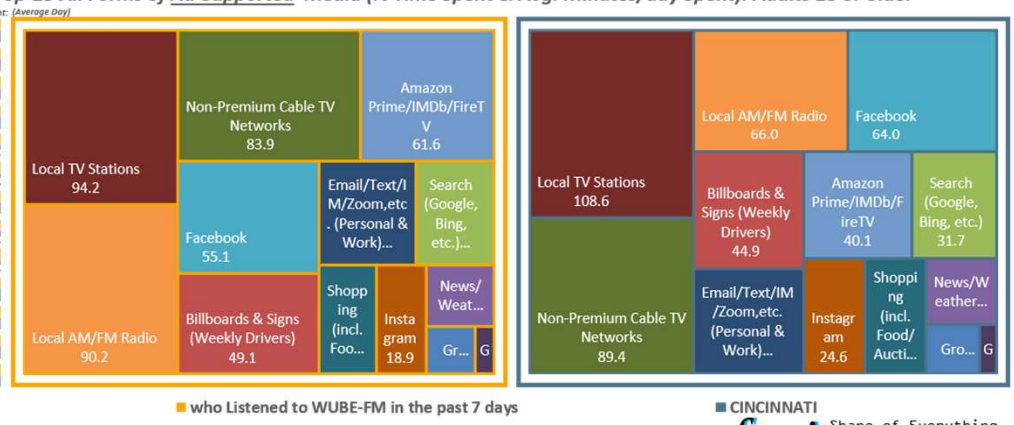
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab 256

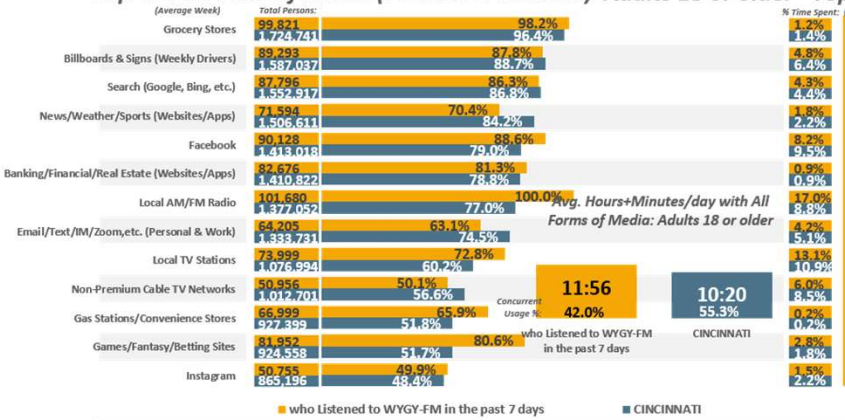
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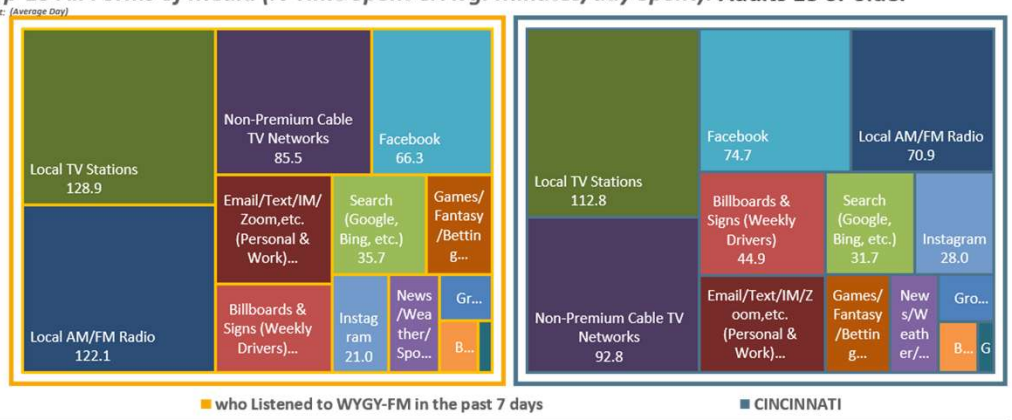
Radio Stations: WUBE-FM

Adults 18 or older who Listened to WYGY-FM in the past 7 days spend an average of 8 hours and 59 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 99.2 minutes/day. *(Local Radio delivers 18.4% of Time with Ad-Supported Media.)*

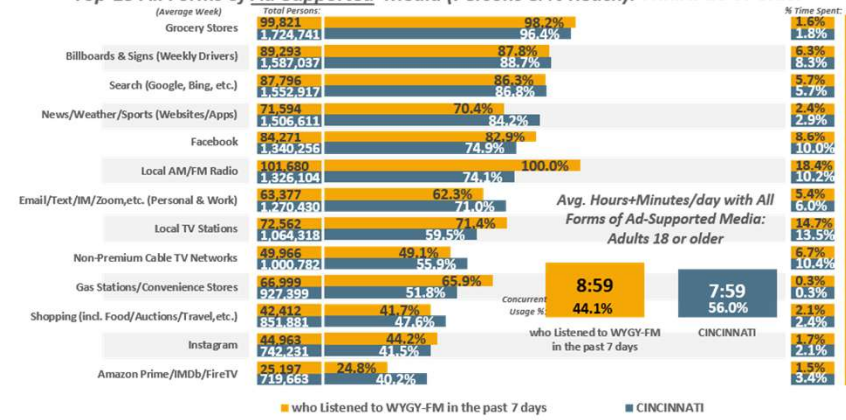
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



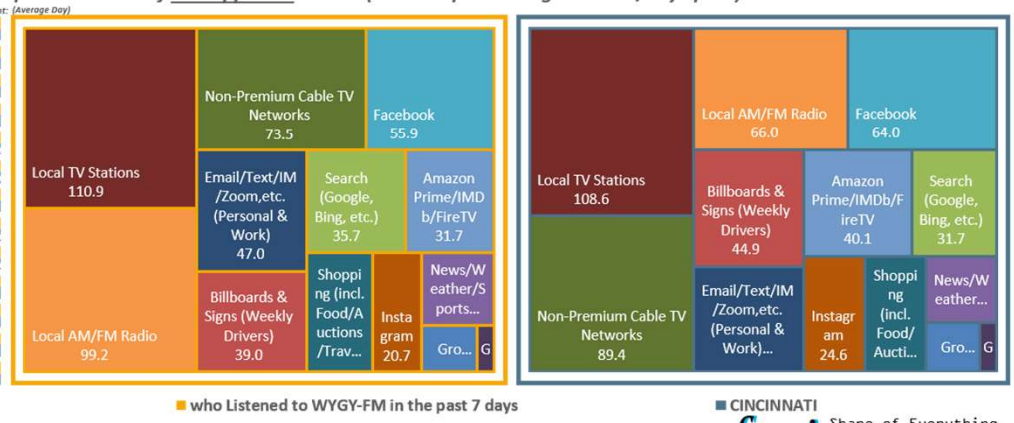
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab 91

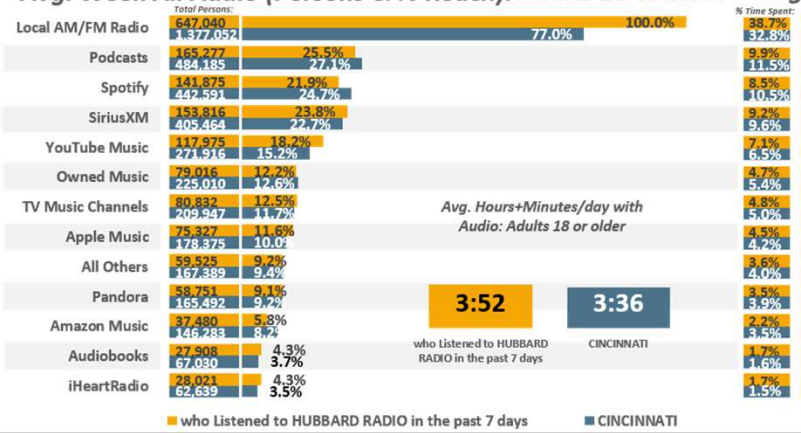
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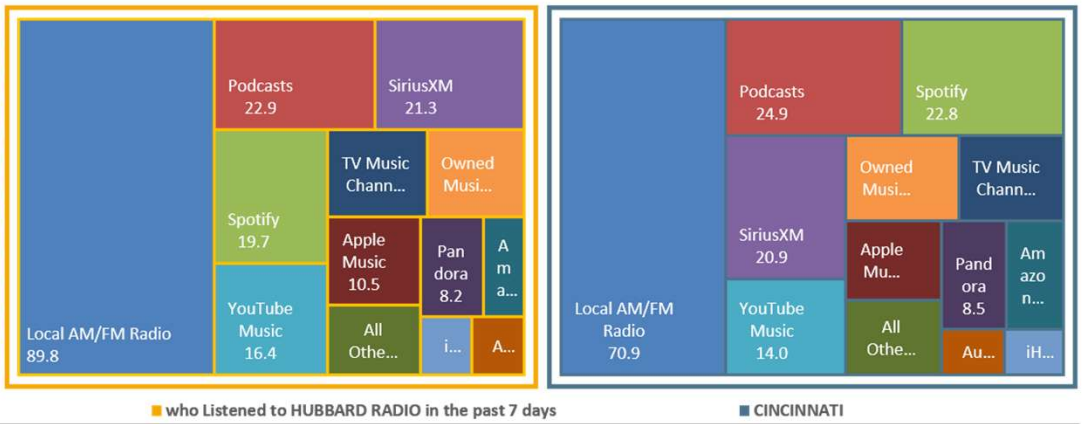
Radio Stations: WYGY-FM

647,040 or 100.% of Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 79.6 minutes every day representing 49.5% of all time spent daily with Ad-Supported Audio.

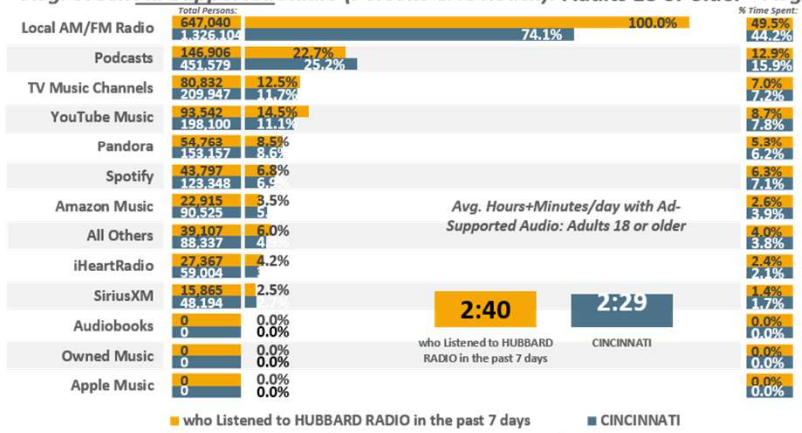
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



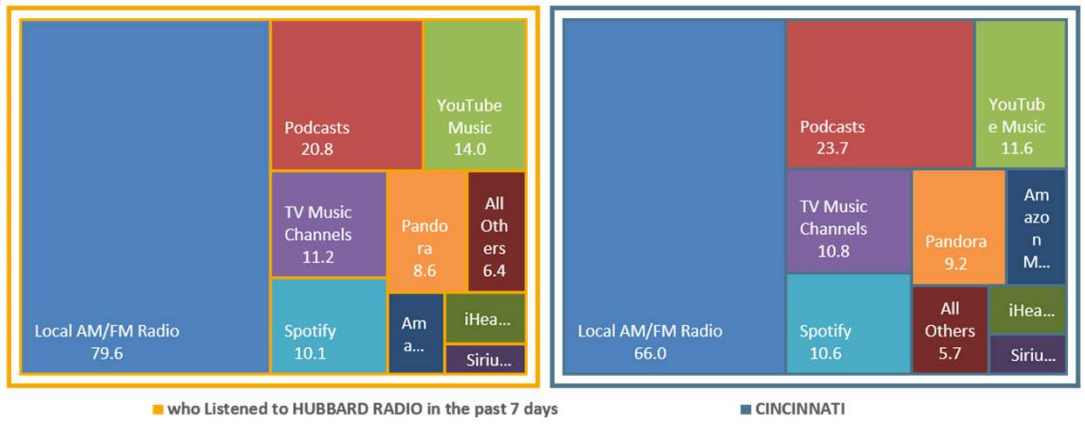
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab 602

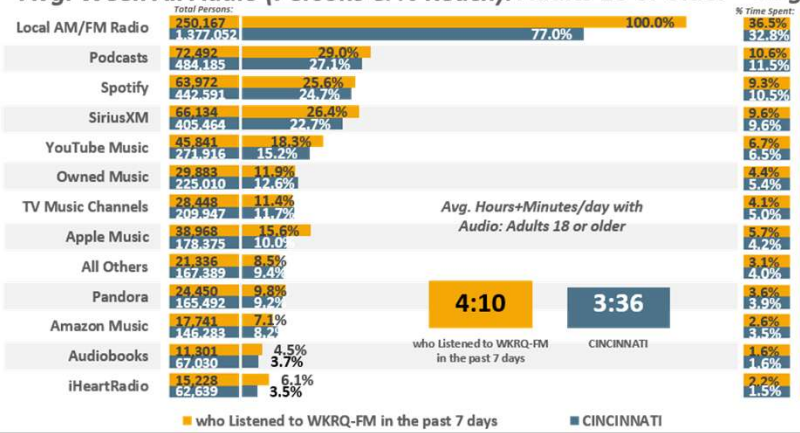
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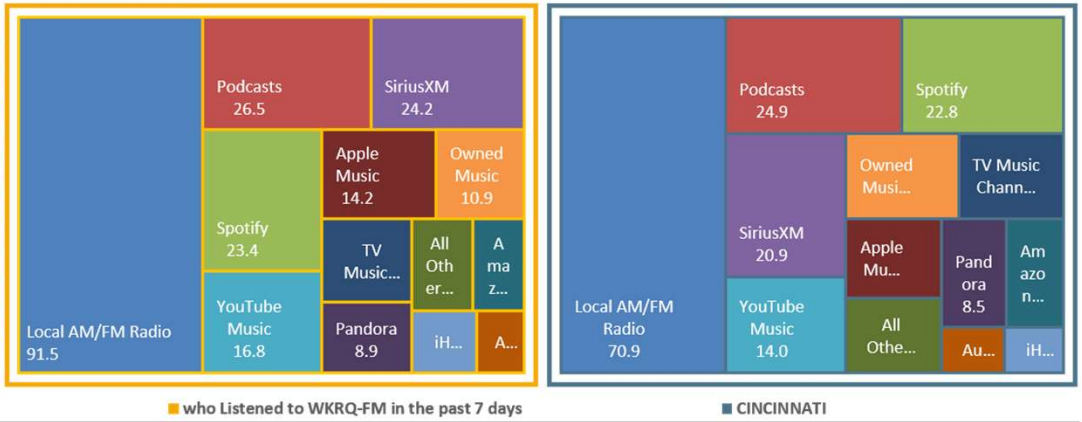
(Radio Stations: WKRQ-FM OR Radio Stations: WREW-FM OR Radio Stations: WUBE-FM OR Radio Stations: WYGY-FM)

250,167 or 100.% of Adults 18 or older who Listened to WKRQ-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 79.8 minutes every day representing 47.7% of all time spent daily with Ad-Supported Audio.

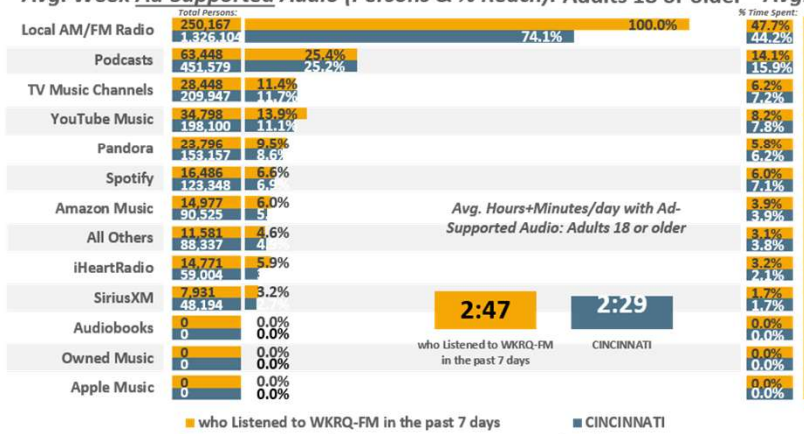
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



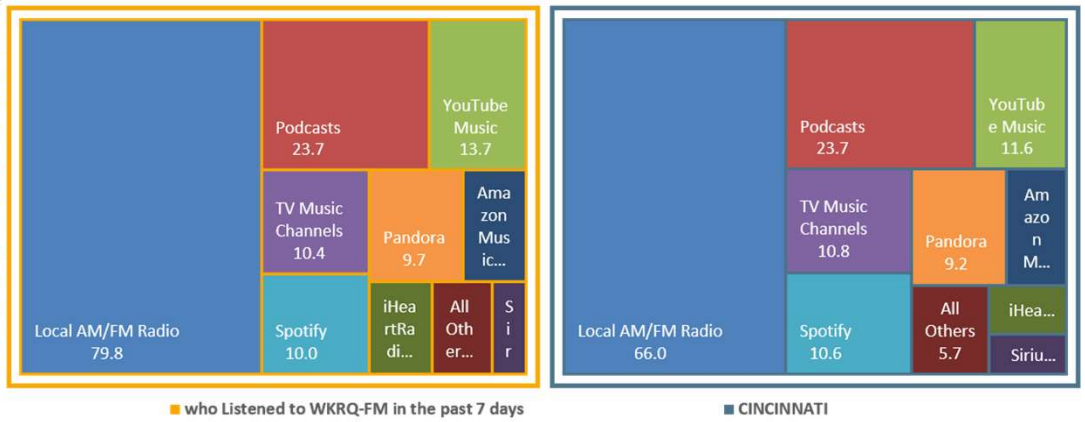
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab 232

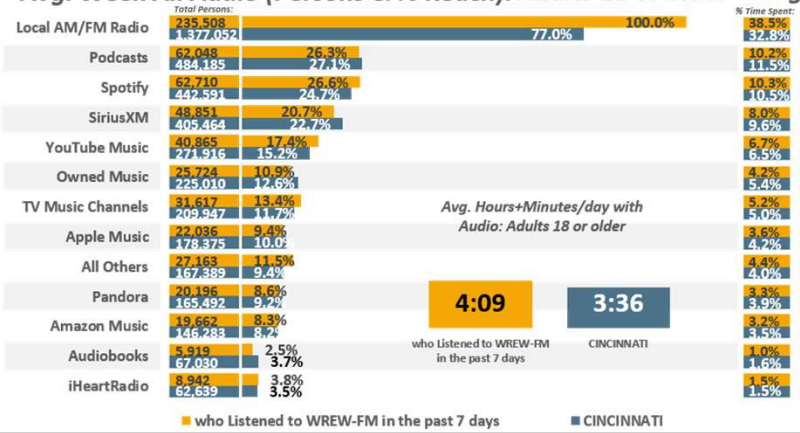
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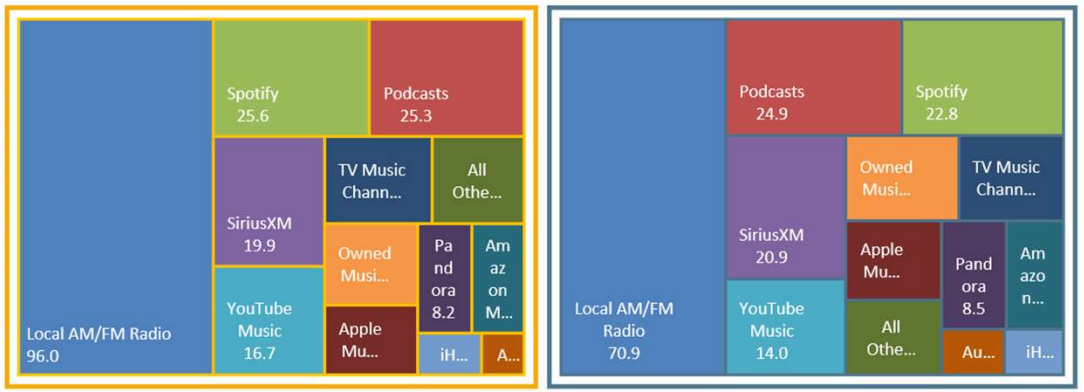
Radio Stations: WKRQ-FM

235,508 or 100.% of Adults 18 or older who Listened to WREW-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 89.1 minutes every day representing 48.3% of all time spent daily with Ad-Supported Audio.

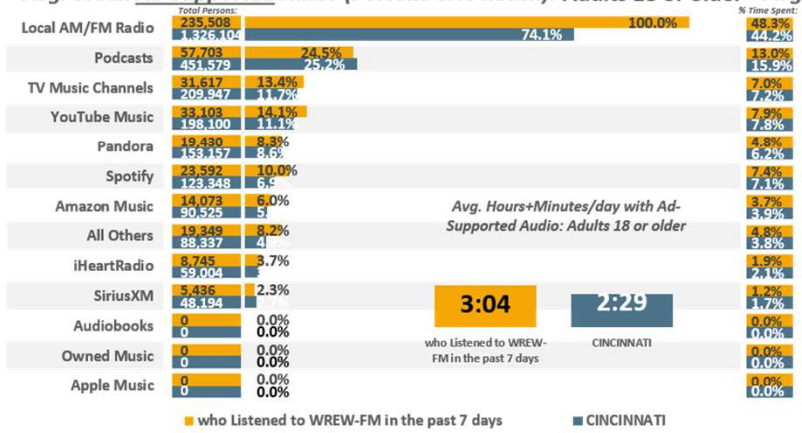
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



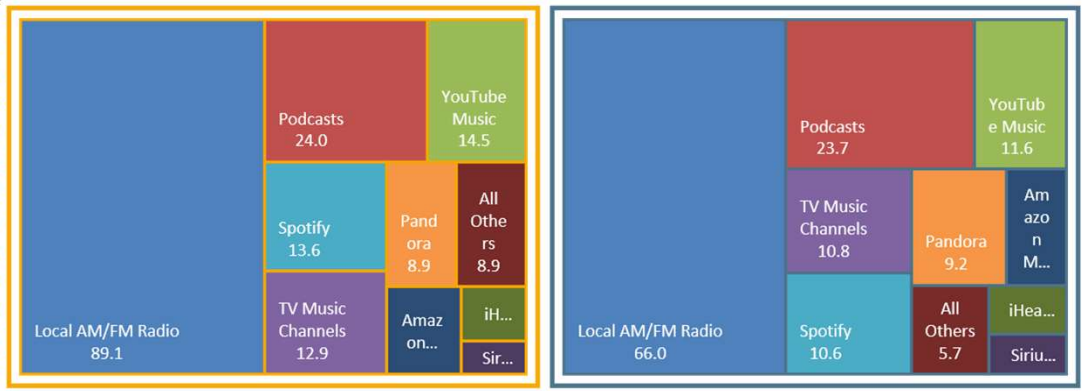
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab 211

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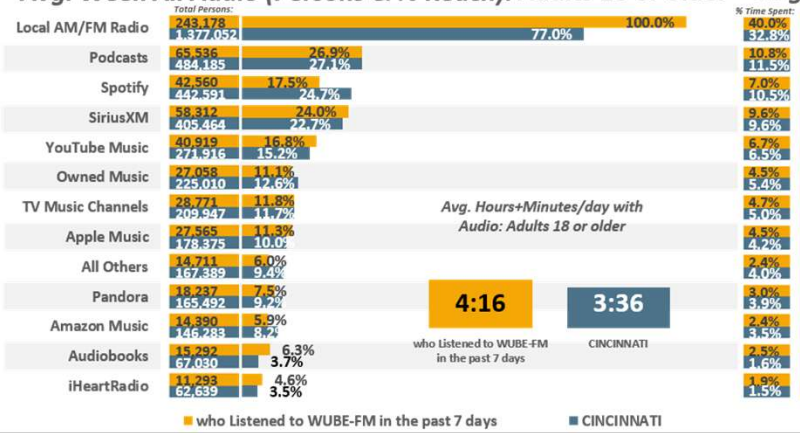
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Radio Stations: WREW-FM

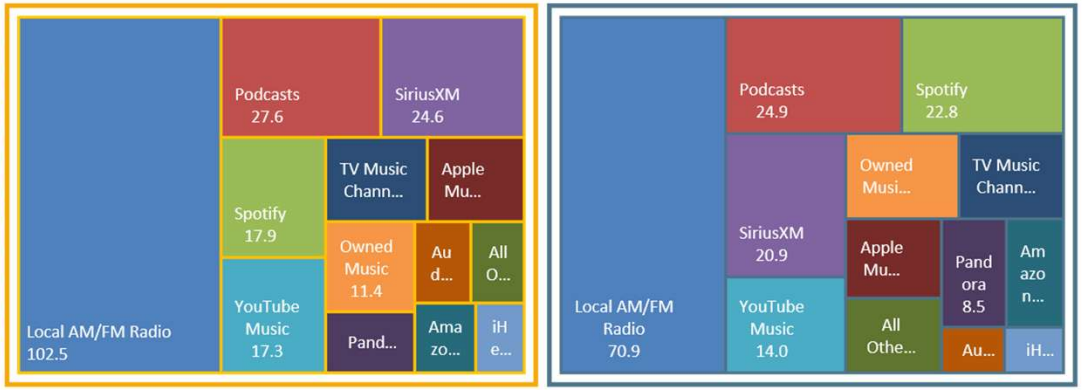
B-105.1
CINCINNATI'S NEW COUNTRY!

243,178 or 100.% of Adults 18 or older who Listened to WUBE-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 90.2 minutes every day representing 51.5% of all time spent daily with Ad-Supported Audio.

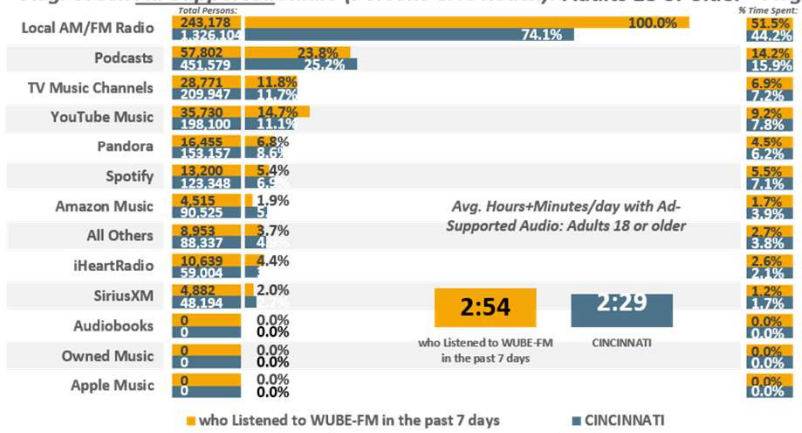
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



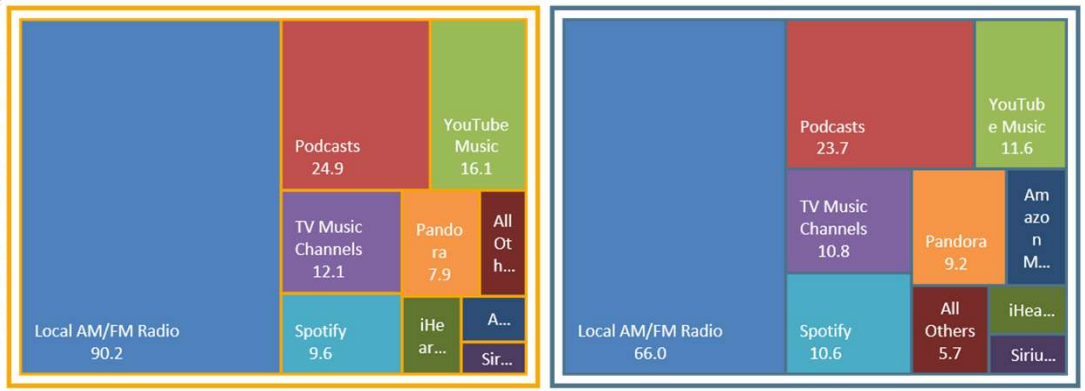
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab 256

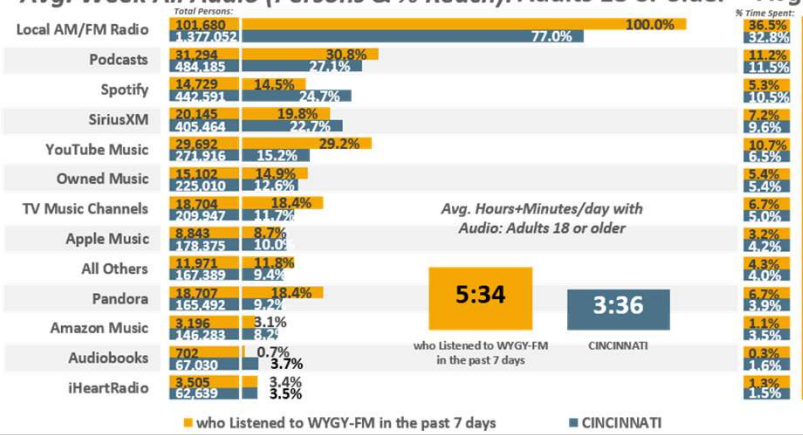
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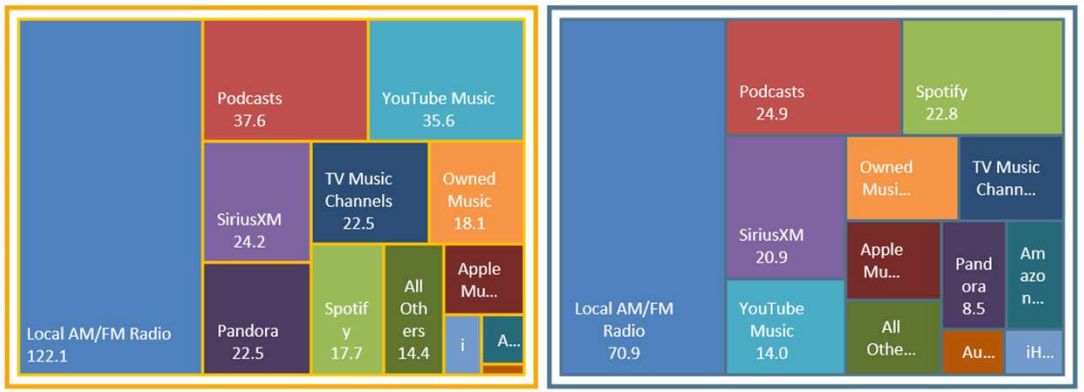
Radio Stations: WUBE-FM

101,680 or 100.% of Adults 18 or older who Listened to WYGY-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 99.2 minutes every day representing 43.2% of all time spent daily with Ad-Supported Audio.

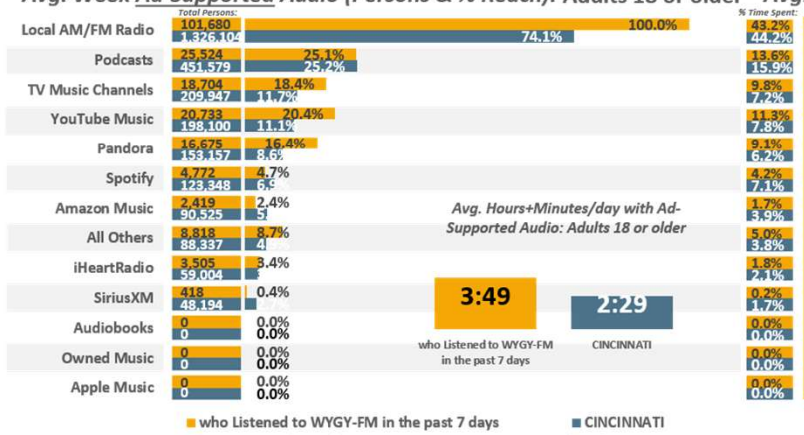
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



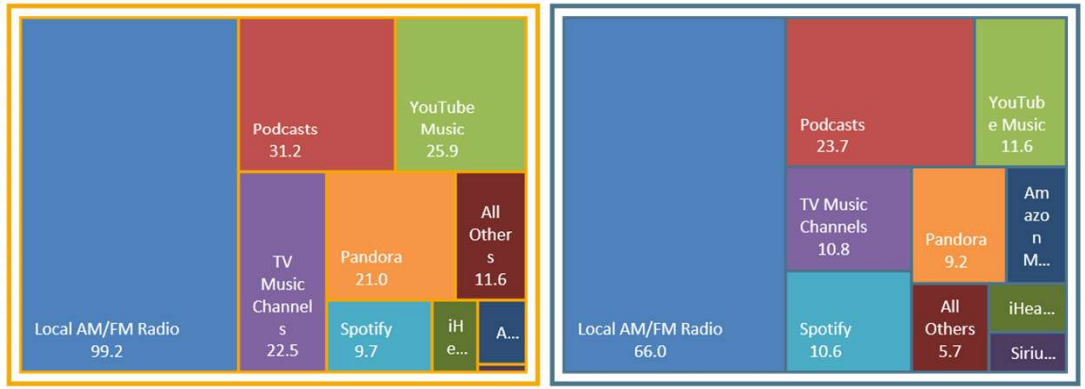
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



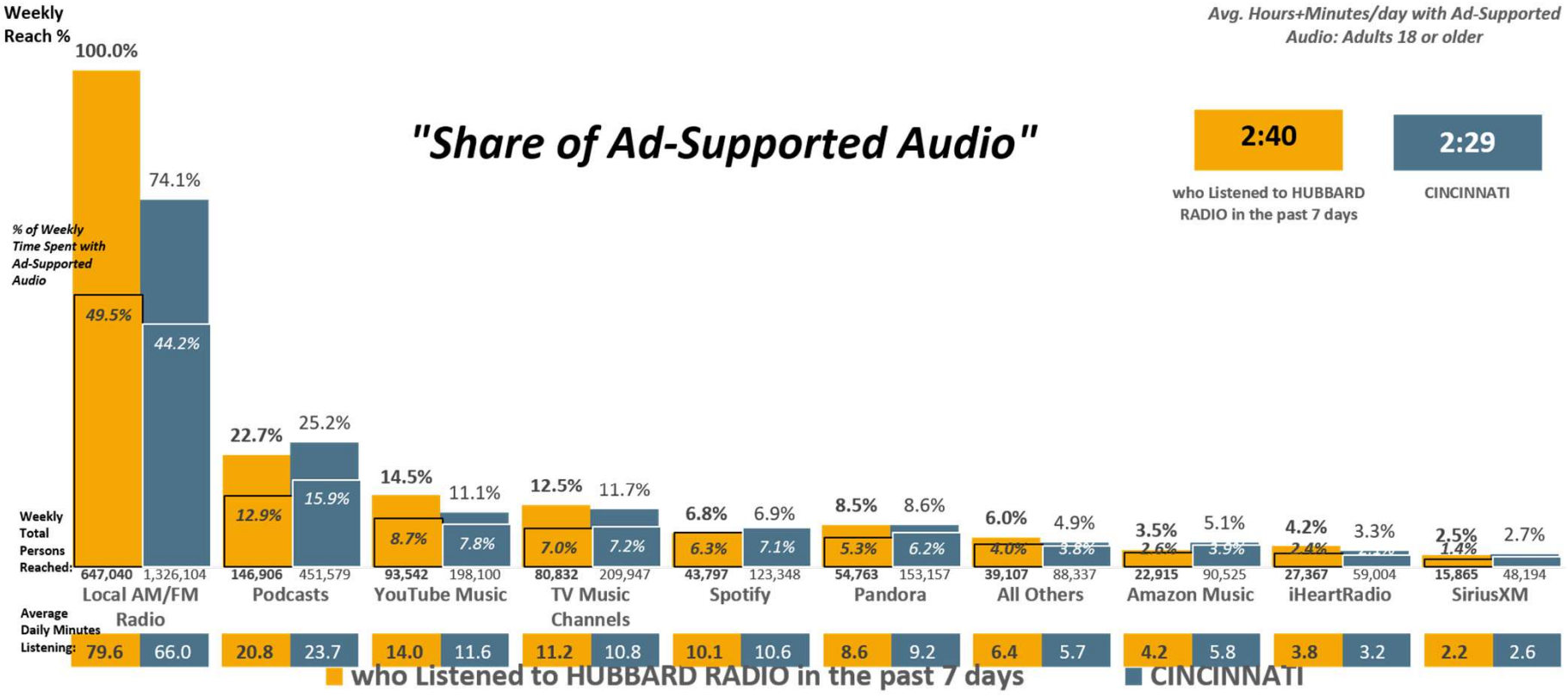
CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab 91

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Radio Stations: WYGY-FM

647,040 or 100.% of Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 79.6 minutes every day representing 49.5% of all time spent daily with Ad-Supported Audio.



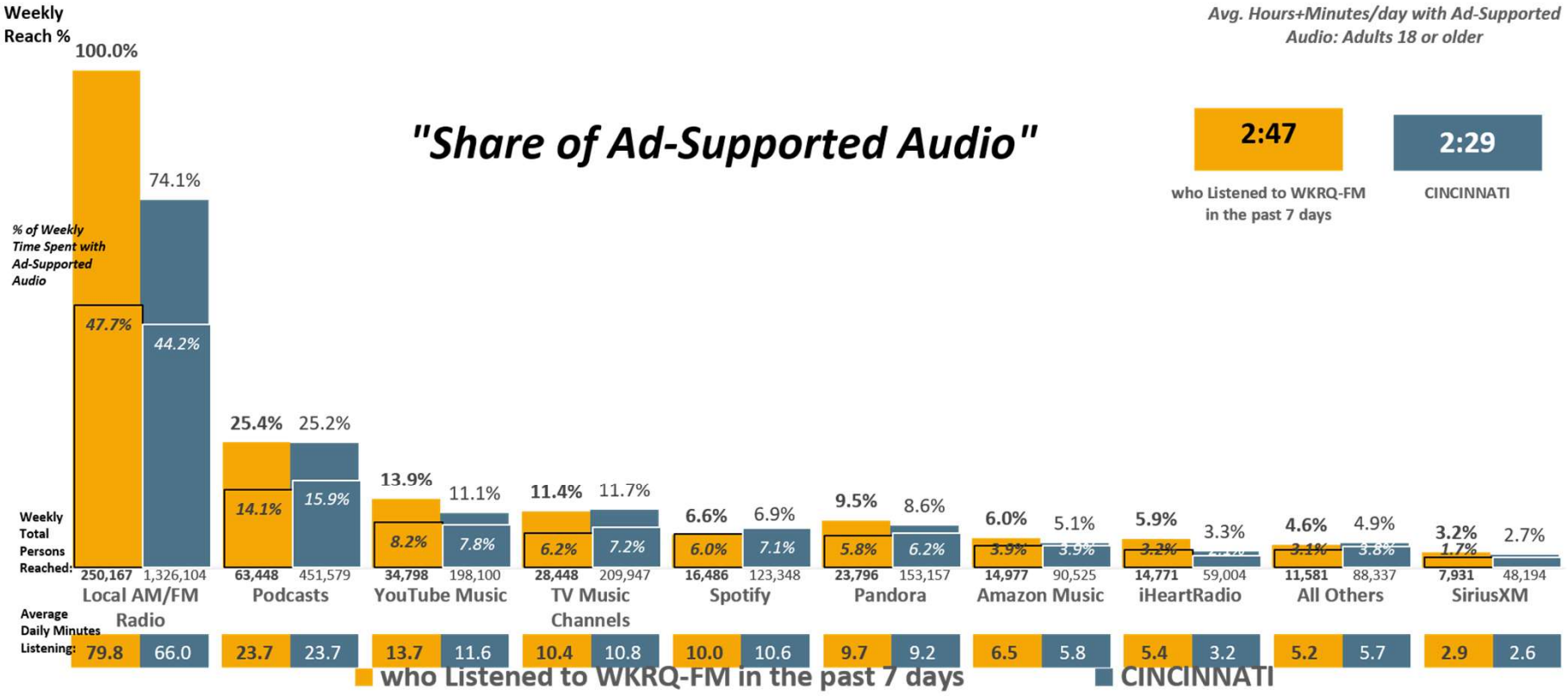
CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab 602 CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab 1,753

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

250,167 or 100.% of Adults 18 or older who Listened to WKRQ-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 79.8 minutes every day representing 47.7% of all time spent daily with Ad-Supported Audio.



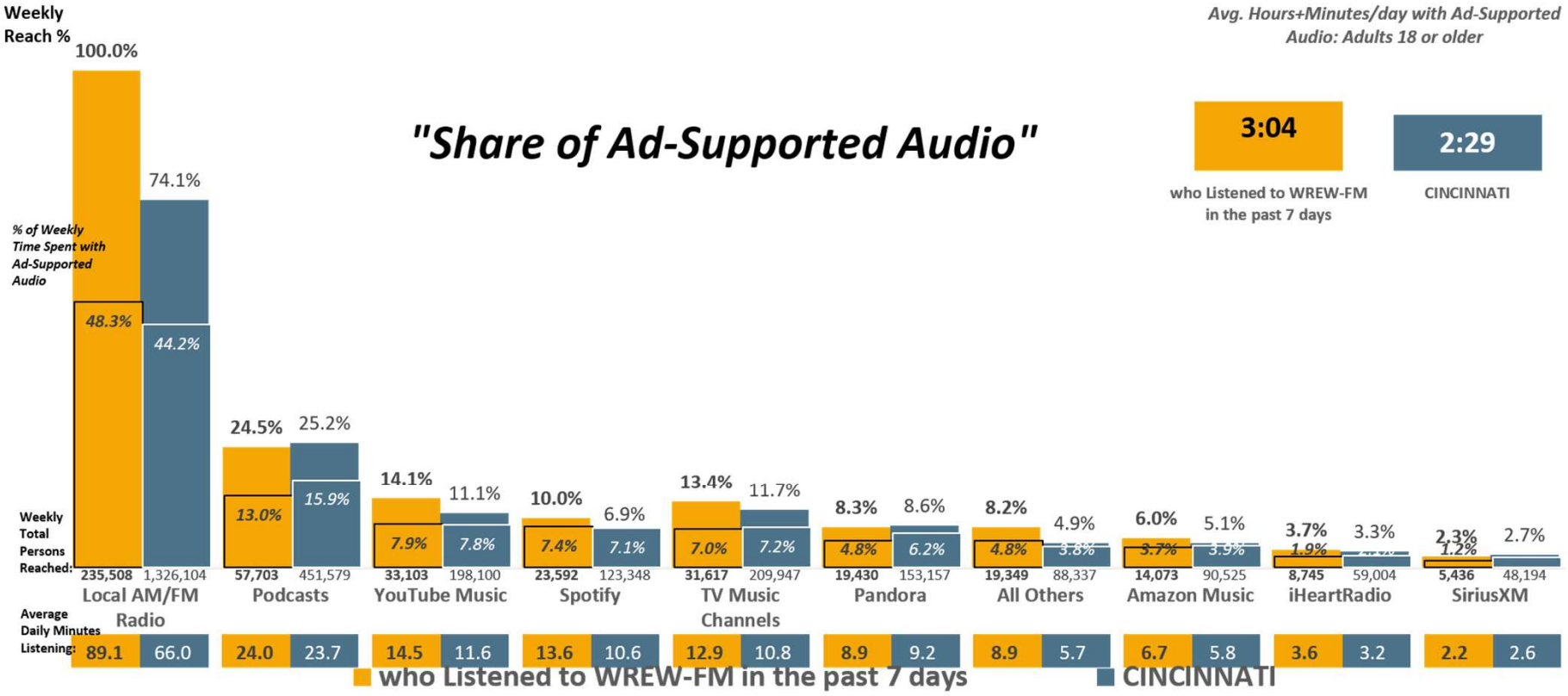
CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab 232 CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab 1,753

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Radio Stations: WKRQ-FM

235,508 or 100.% of Adults 18 or older who Listened to WREW-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 89.1 minutes every day representing 48.3% of all time spent daily with Ad-Supported Audio.



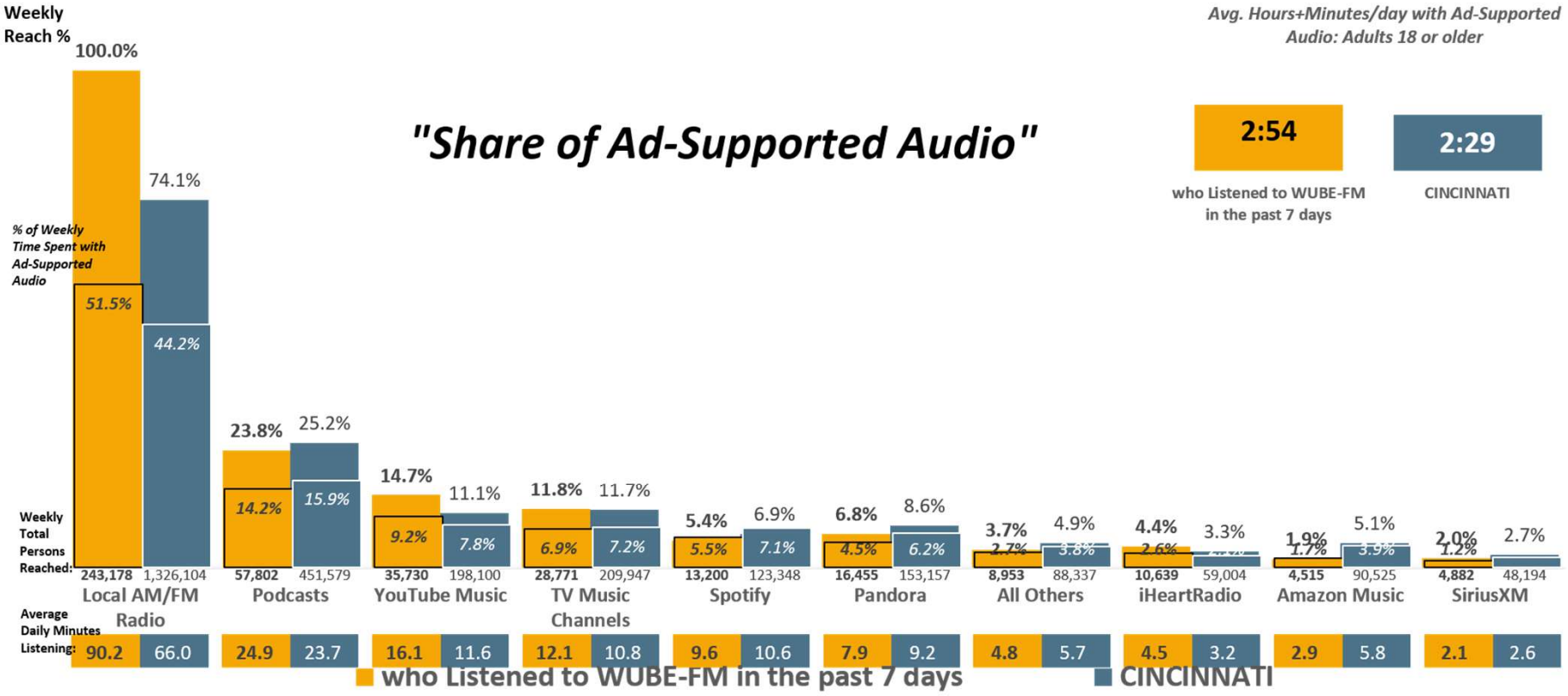
CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab 211 CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab 1,753
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Radio Stations: WREW-FM

B-105.1
CINCINNATI'S NEW COUNTRY!

243,178 or 100.% of Adults 18 or older who Listened to WUBE-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 90.2 minutes every day representing 51.5% of all time spent daily with Ad-Supported Audio.



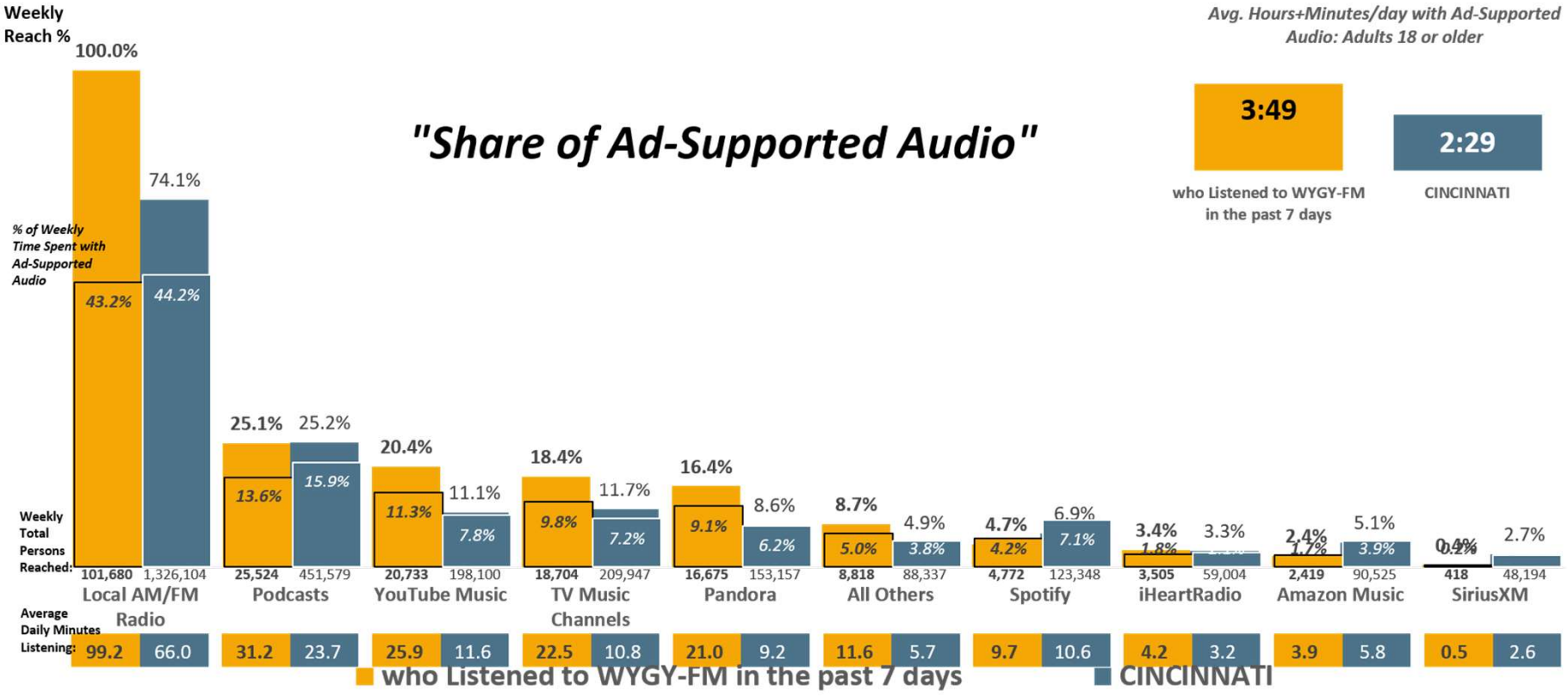
CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab 256 CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab 1,753

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Radio Stations: WUBE-FM

101,680 or 100.% of Adults 18 or older who Listened to WYGY-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 99.2 minutes every day representing 43.2% of all time spent daily with Ad-Supported Audio.



CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab 91 CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab 1,753

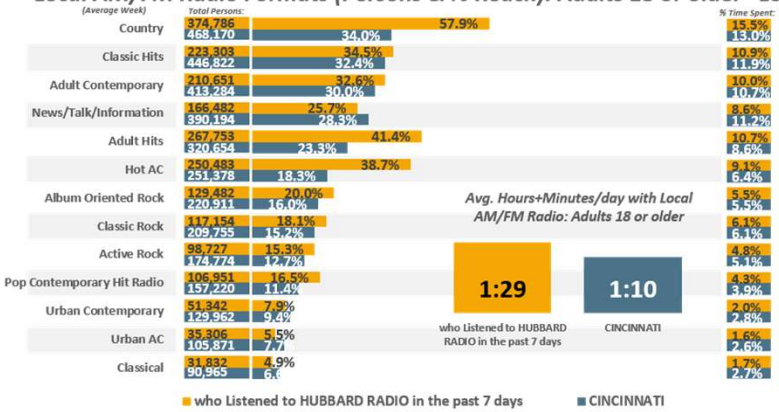
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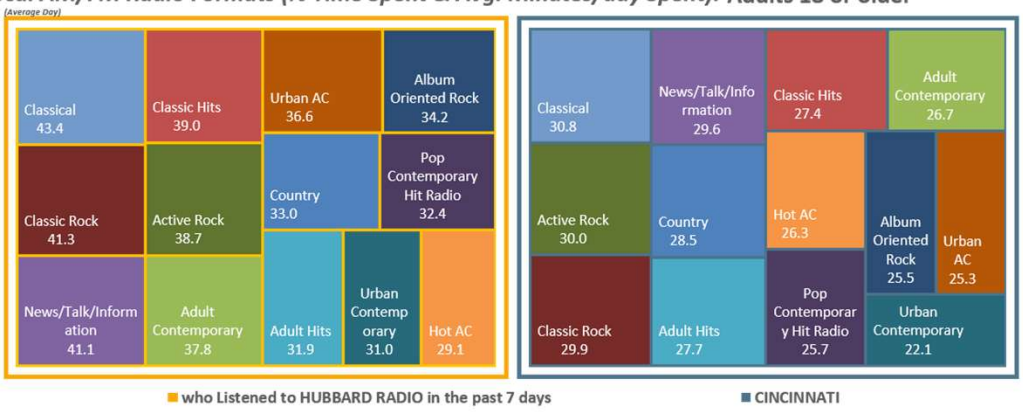
Radio Stations: WYGY-FM

647,040 or 100.% of Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, Adult Hits, Hot AC, Classic Hits, and Adult Contemporary.

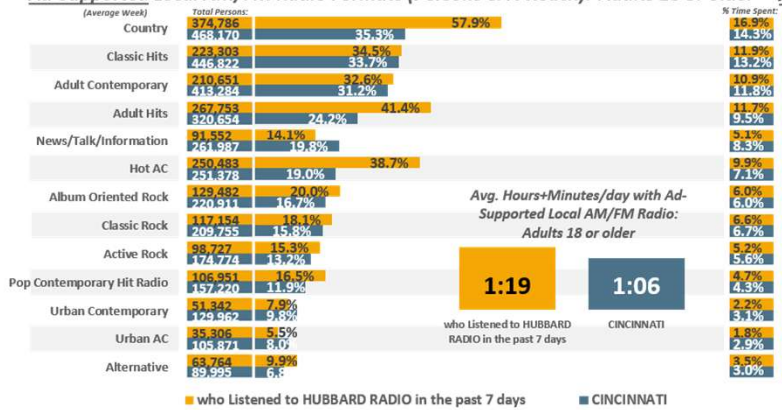
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



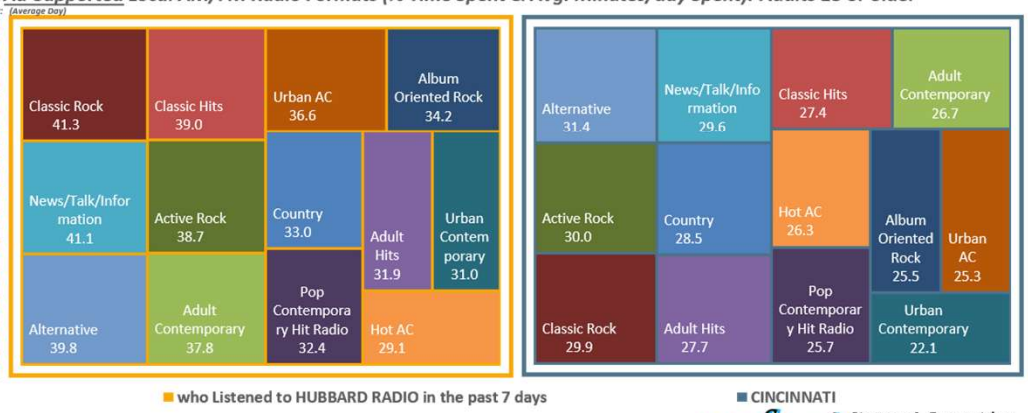
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab 602

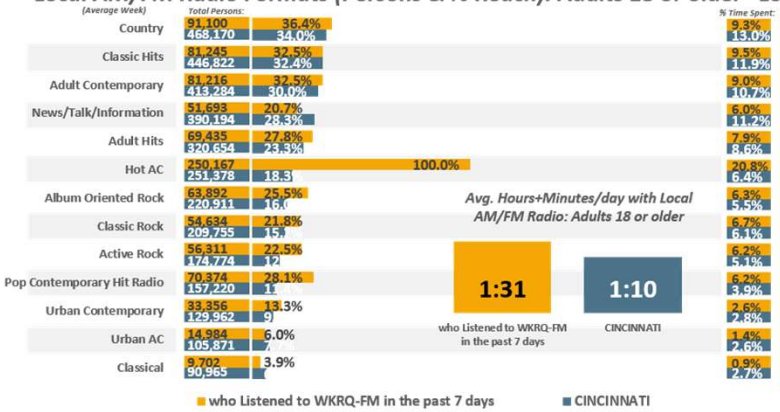
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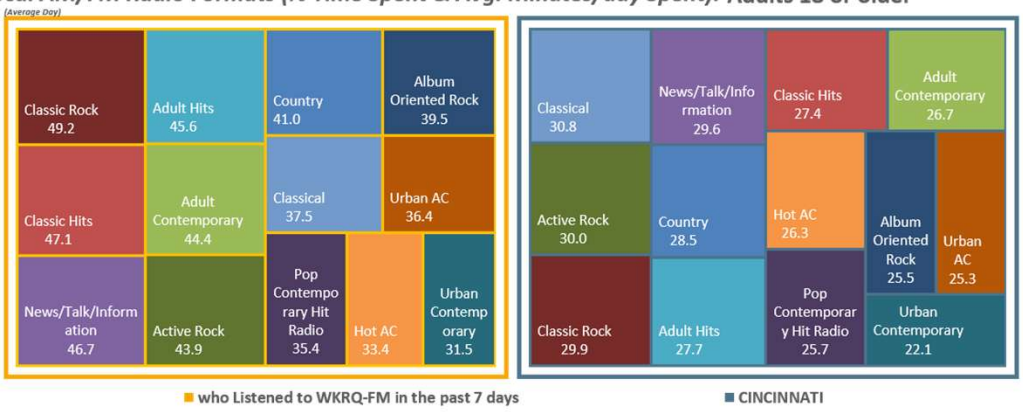
(Radio Stations: WKRQ-FM OR Radio Stations: WREW-FM OR Radio Stations: WUBE-FM OR Radio Stations: WYGY-FM)

250,167 or 100.% of Adults 18 or older who Listened to WKRQ-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Hot AC, Country, Classic Hits, Adult Contemporary, and Pop Contemporary Hit Radio.

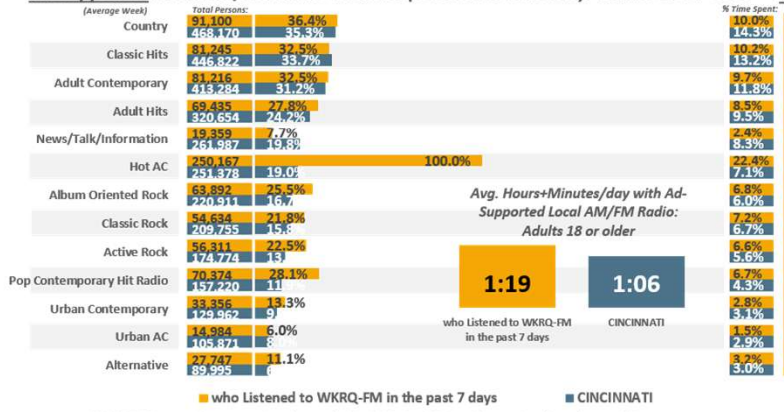
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



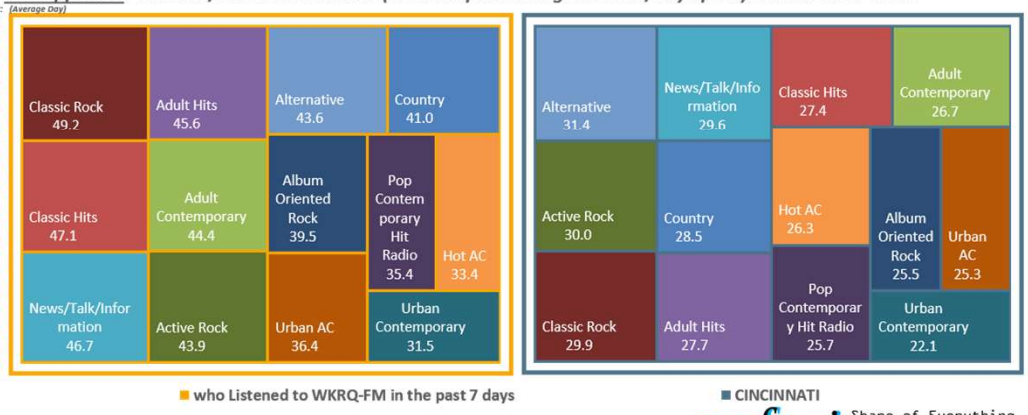
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab 232

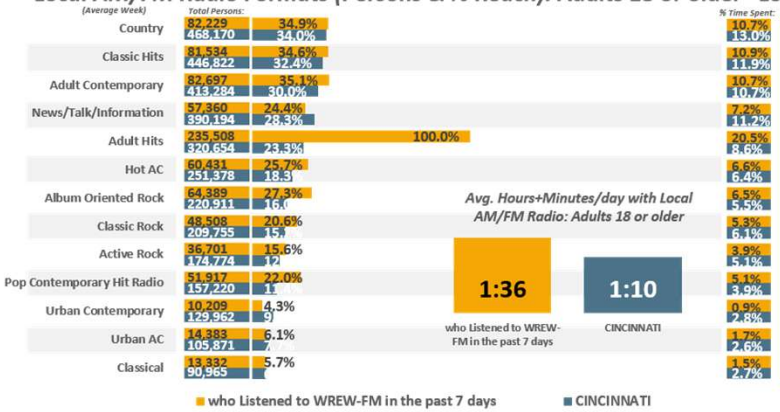
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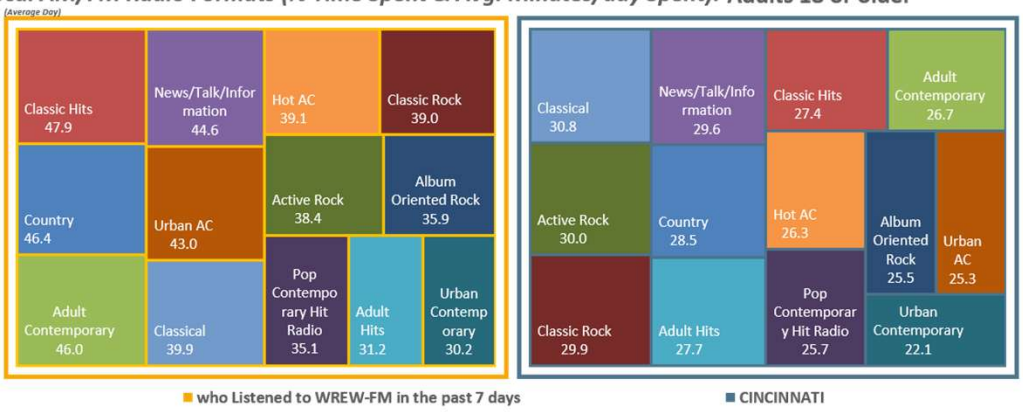
Radio Stations: WKRQ-FM

235,508 or 100.% of Adults 18 or older who Listened to WREW-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Hits, Adult Contemporary, Country, Classic Hits, and Album Oriented Rock.

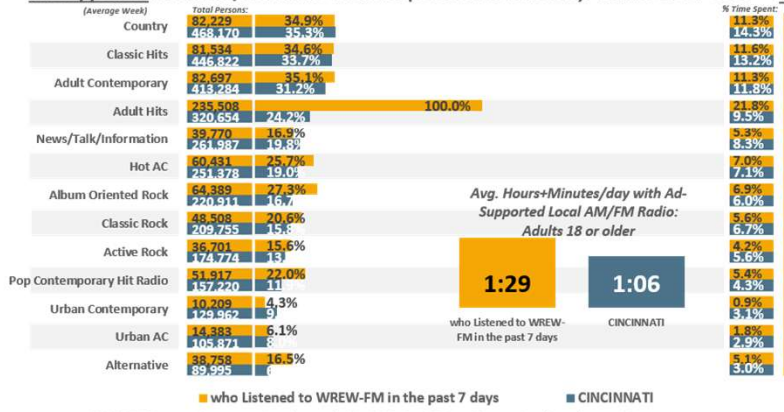
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



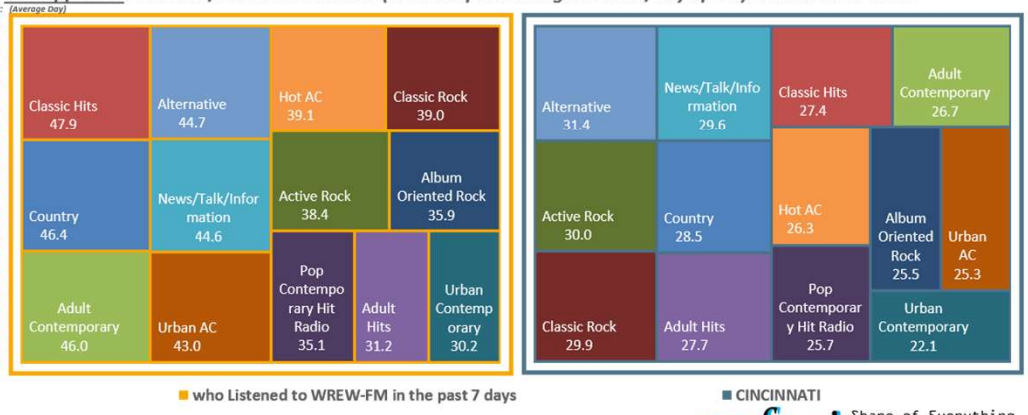
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab 211

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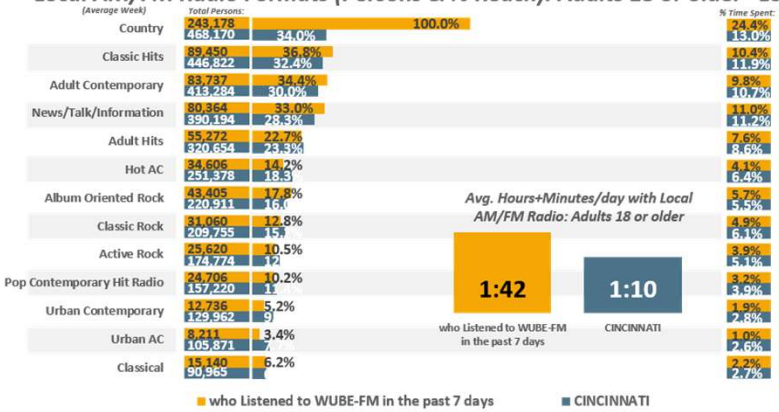
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Radio Stations: WREW-FM

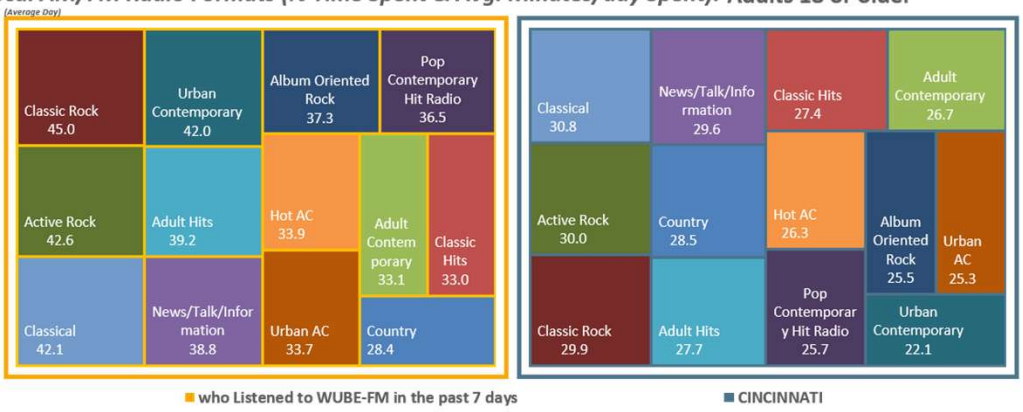
B-105.1
CINCINNATI'S NEW COUNTRY!

243,178 or 100.% of Adults 18 or older who Listened to WUBE-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, Classic Hits, Adult Contemporary, Adult Hits, and News/Talk/Information.

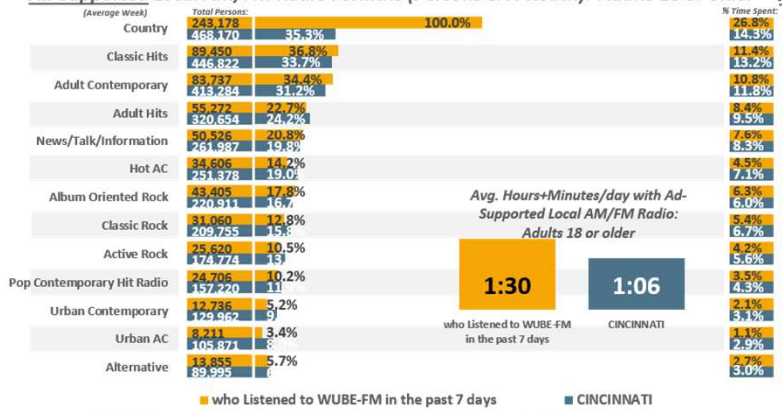
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



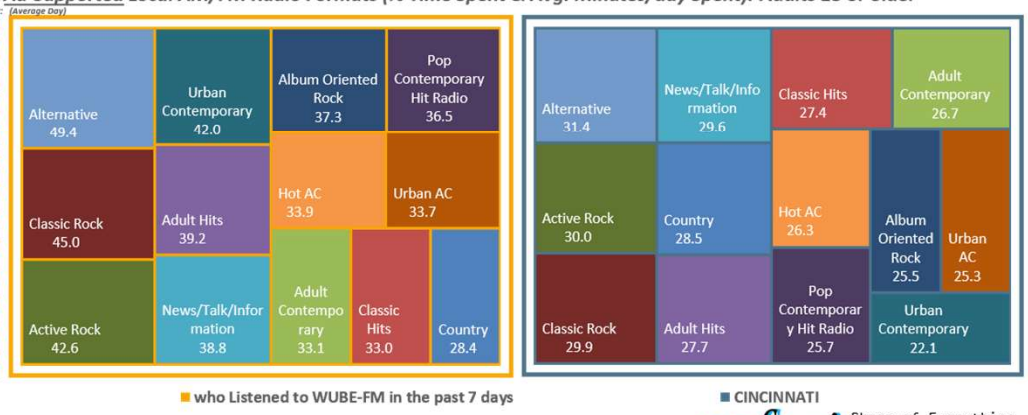
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab 256

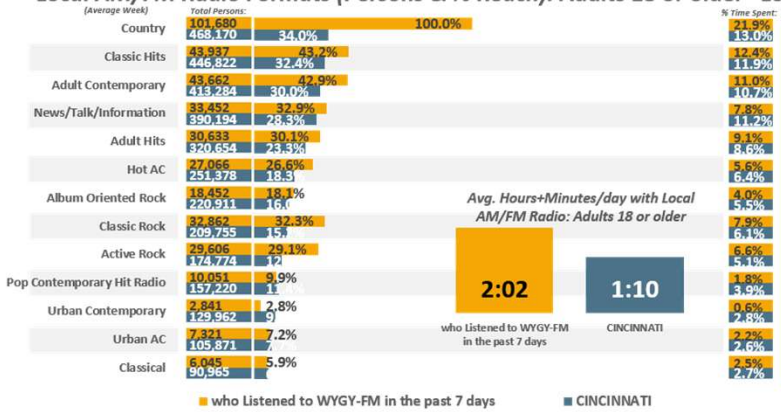
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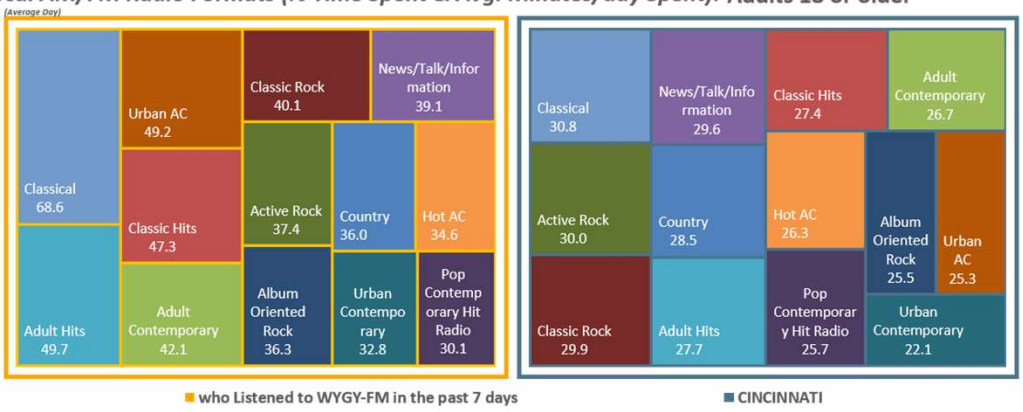
Radio Stations: WUBE-FM

101,680 or 100.% of Adults 18 or older who Listened to WYGY-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, Classic Hits, Adult Contemporary, Classic Rock, and Adult Hits.

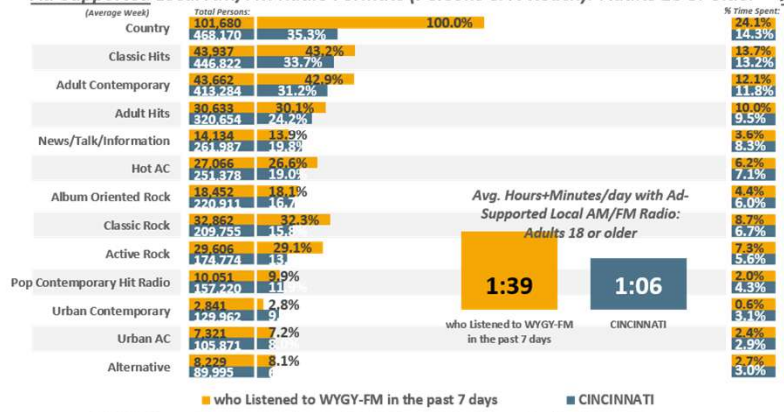
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



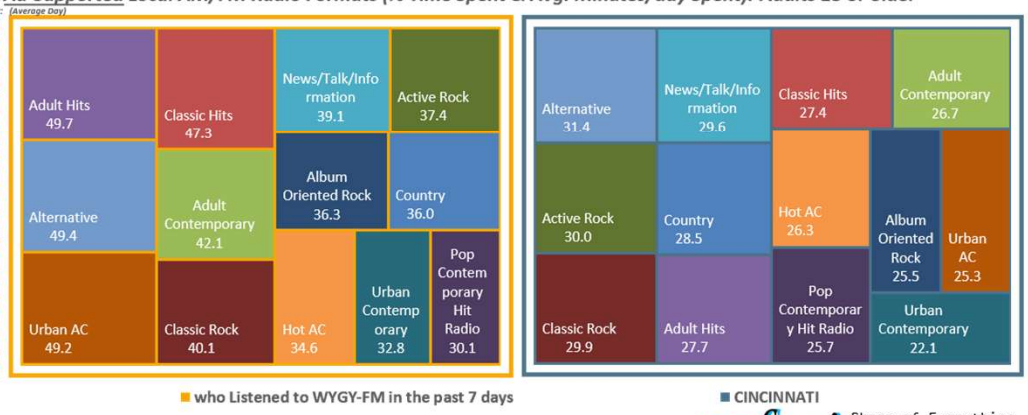
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab 91

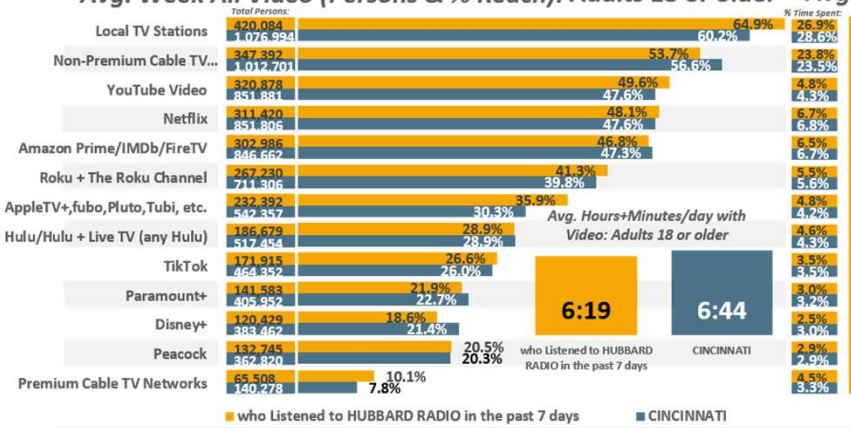
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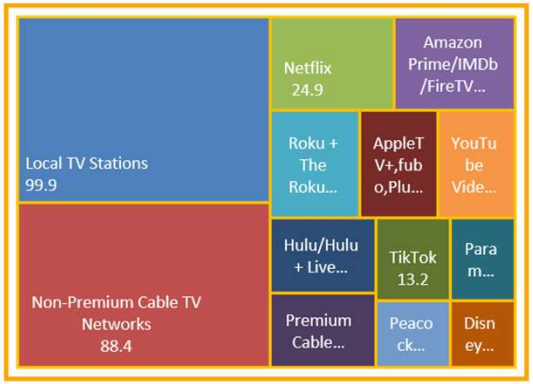
Radio Stations: WYGY-FM

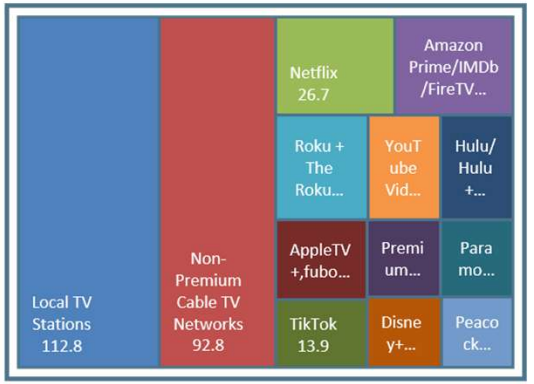
411,795 or 63.6% of Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days watch Ad-Supported Local TV Stations for an average of 93.4 minutes every day representing 30.2% of all time spent daily with Ad-Supported Video.

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

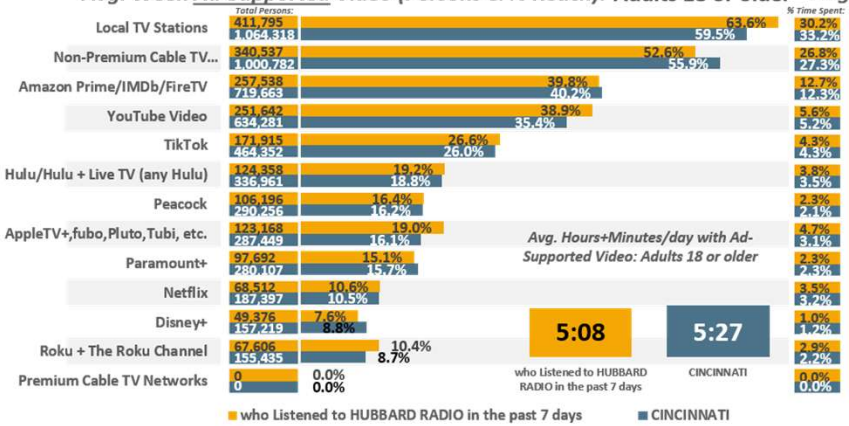


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

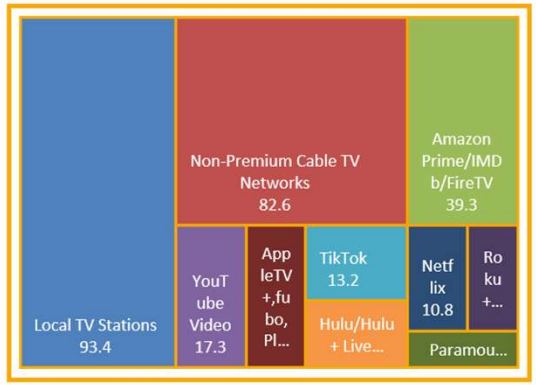


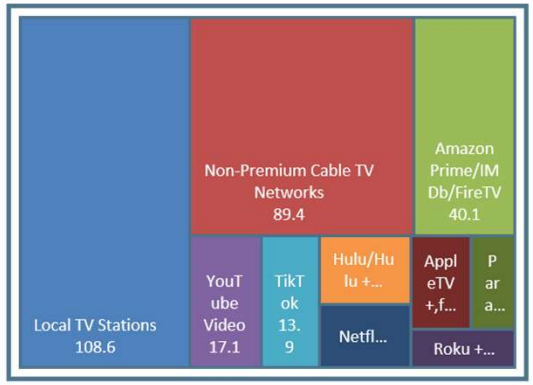


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



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





CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab 602

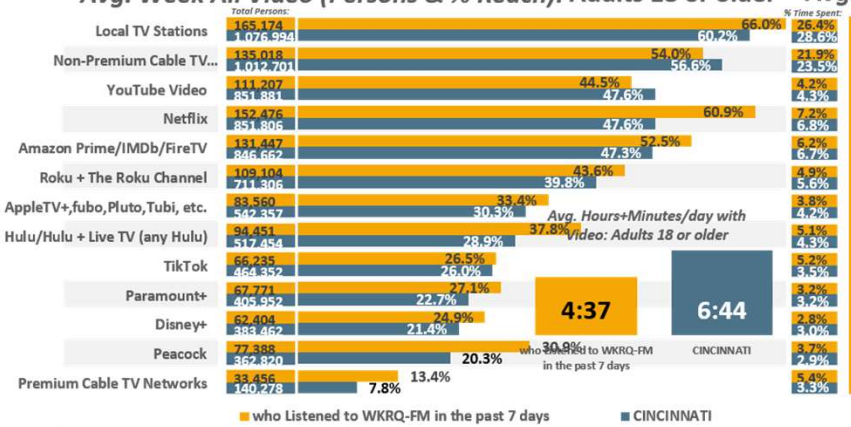
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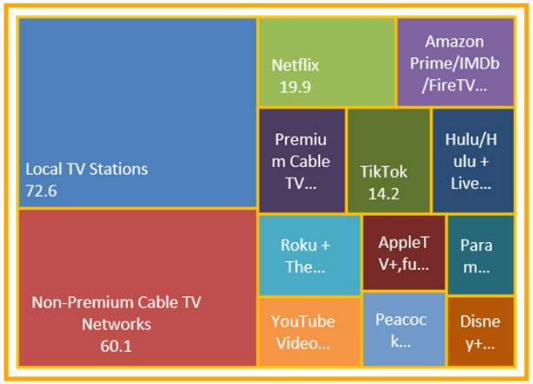
(Radio Stations: WKRQ-FM OR Radio Stations: WREW-FM OR Radio Stations: WUBE-FM OR Radio Stations: WYGY-FM)

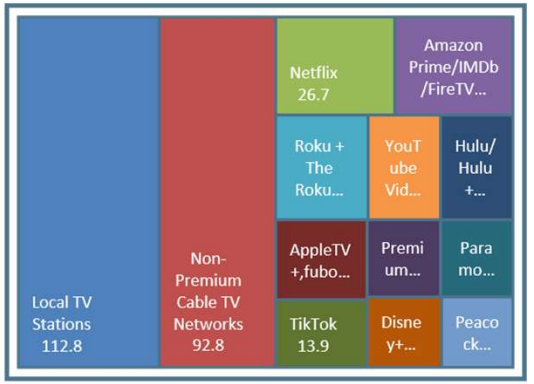
161,066 or 64.4% of Adults 18 or older who Listened to WKRQ-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 69.1 minutes every day representing 30.6% of all time spent daily with Ad-Supported Video.

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

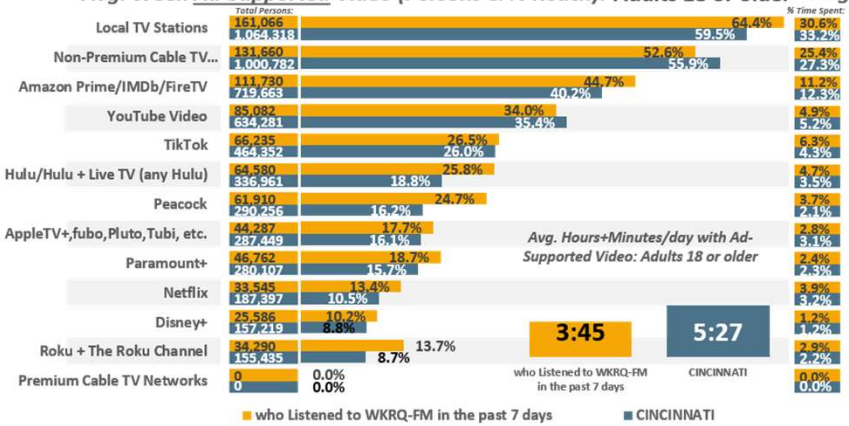


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

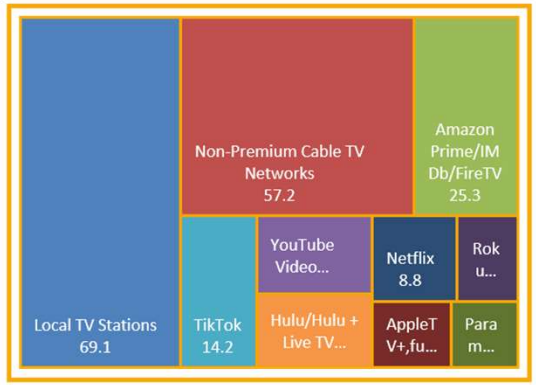


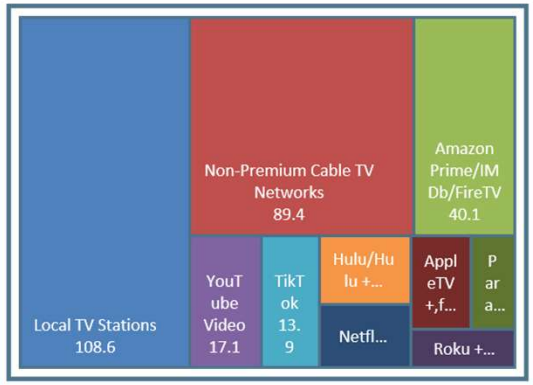


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



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





CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab 232

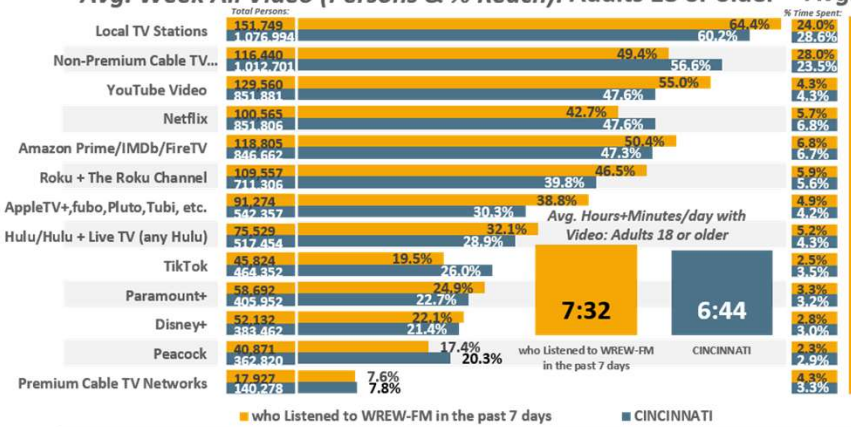
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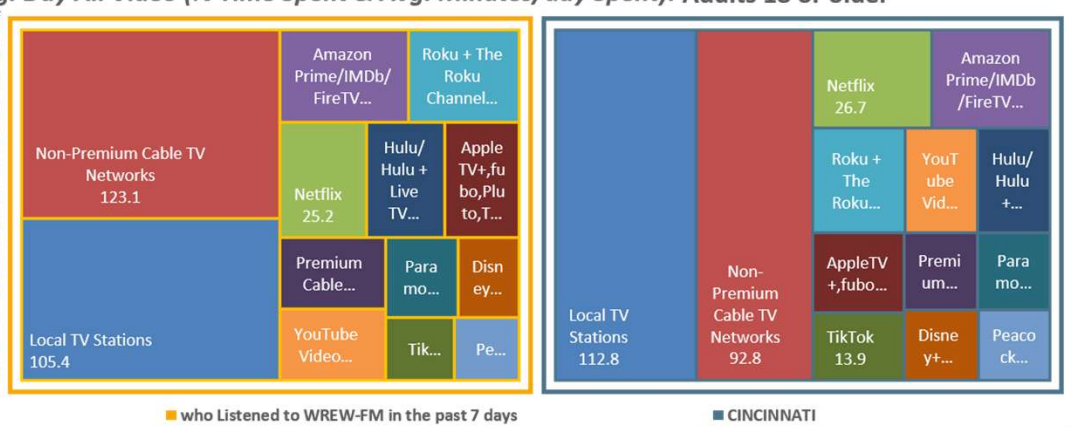
Radio Stations: WKRQ-FM

147,788 or 62.8% of Adults 18 or older who Listened to WREW-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 100.3 minutes every day representing 26.6% of all time spent daily with Ad-Supported Video.

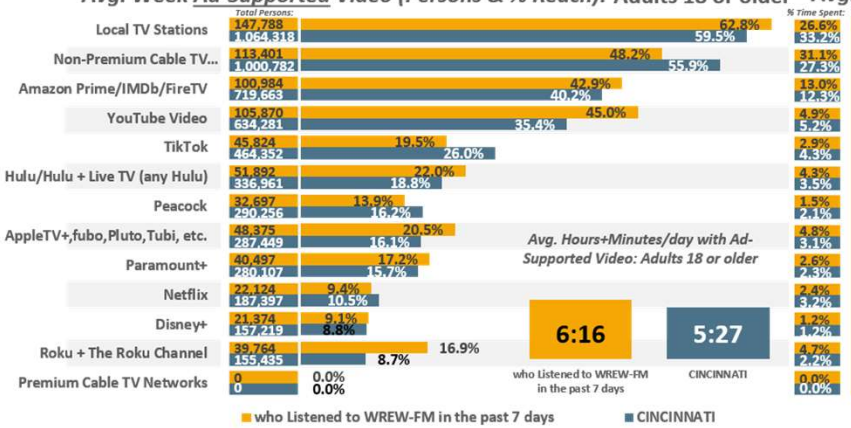
Avg. Week All Video (Persons & % Reach): Adults 18 or older



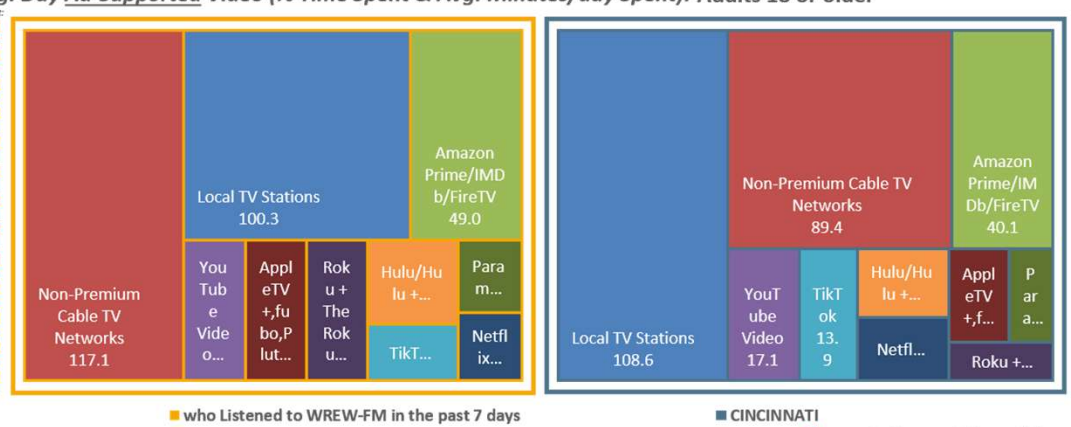
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab 211

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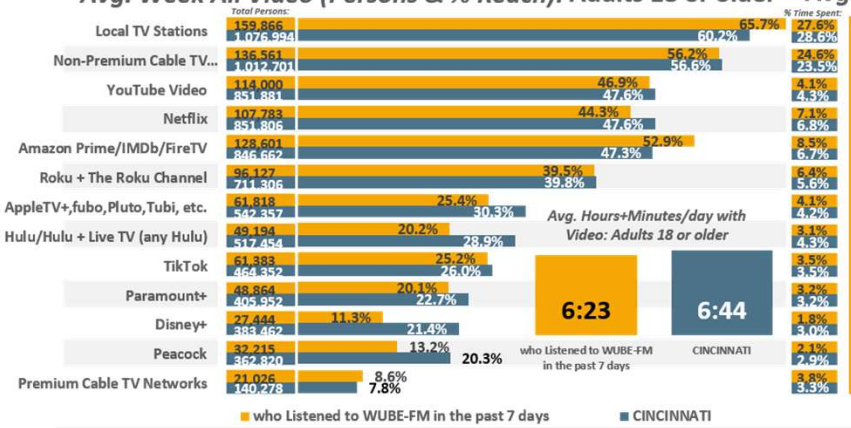
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Radio Stations: WREW-FM

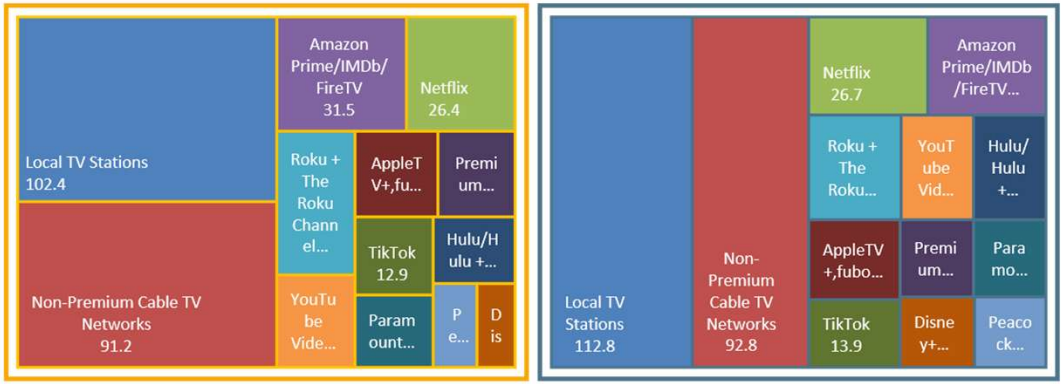
B-105.1
CINCINNATI'S NEW COUNTRY!

157,630 or 64.8% of Adults 18 or older who Listened to WUBE-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 94.2 minutes every day representing 30.2% of all time spent daily with Ad-Supported Video.

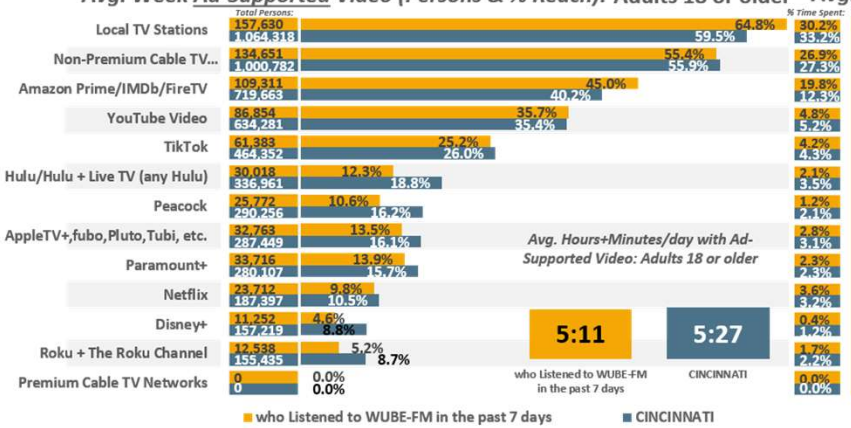
Avg. Week All Video (Persons & % Reach): Adults 18 or older



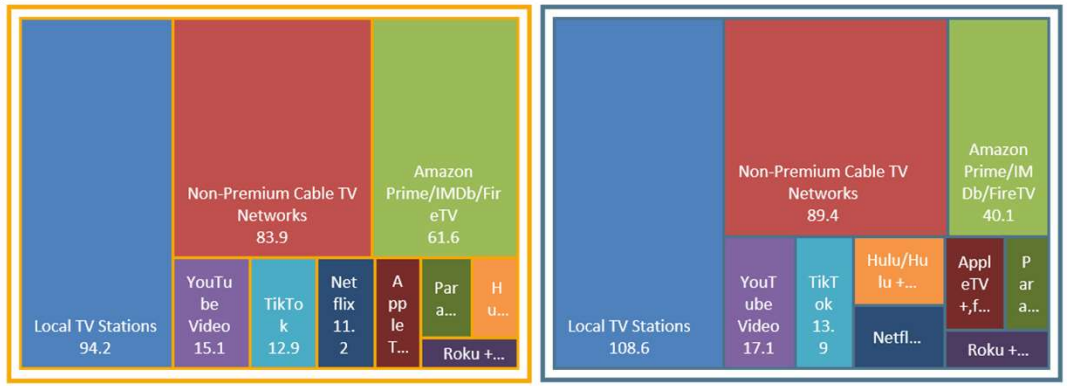
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab 256

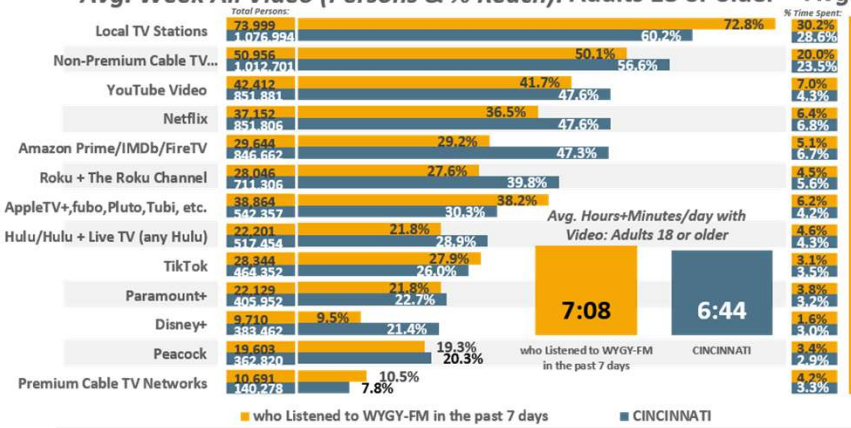
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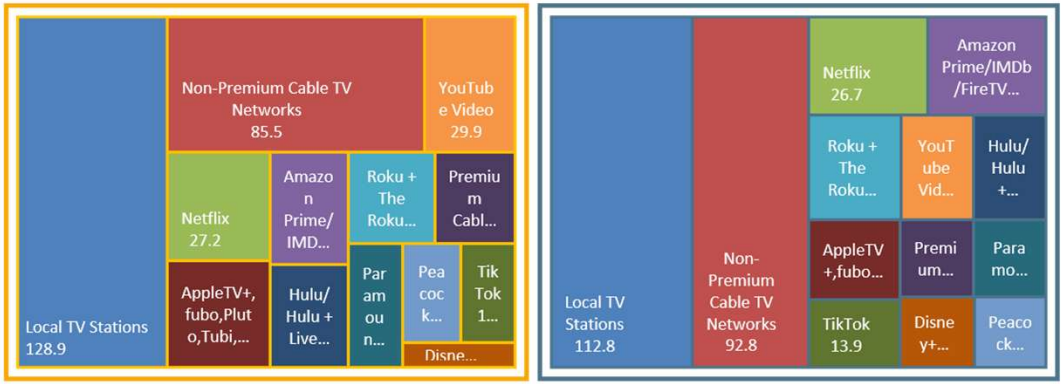
Radio Stations: WUBE-FM

72,562 or 71.4% of Adults 18 or older who Listened to WYGY-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 110.9 minutes every day representing 31.3% of all time spent daily with Ad-Supported Video.

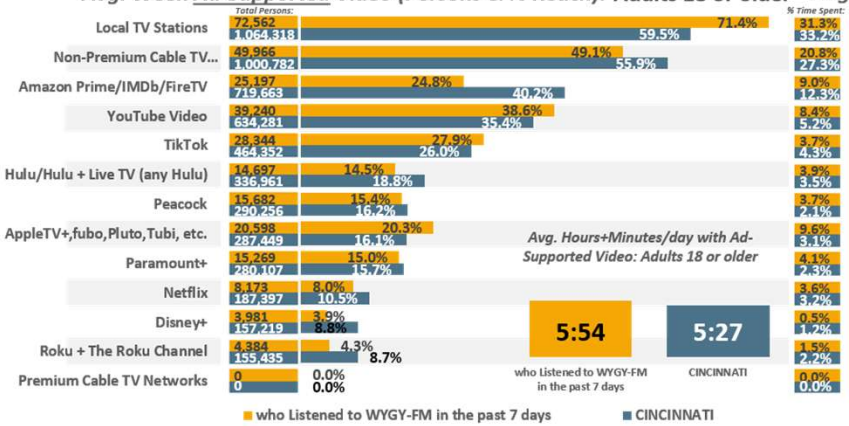
Avg. Week All Video (Persons & % Reach): Adults 18 or older



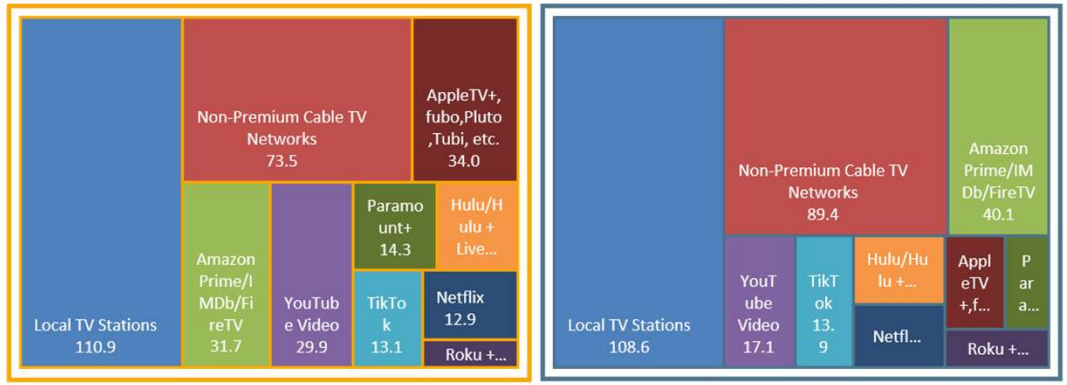
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



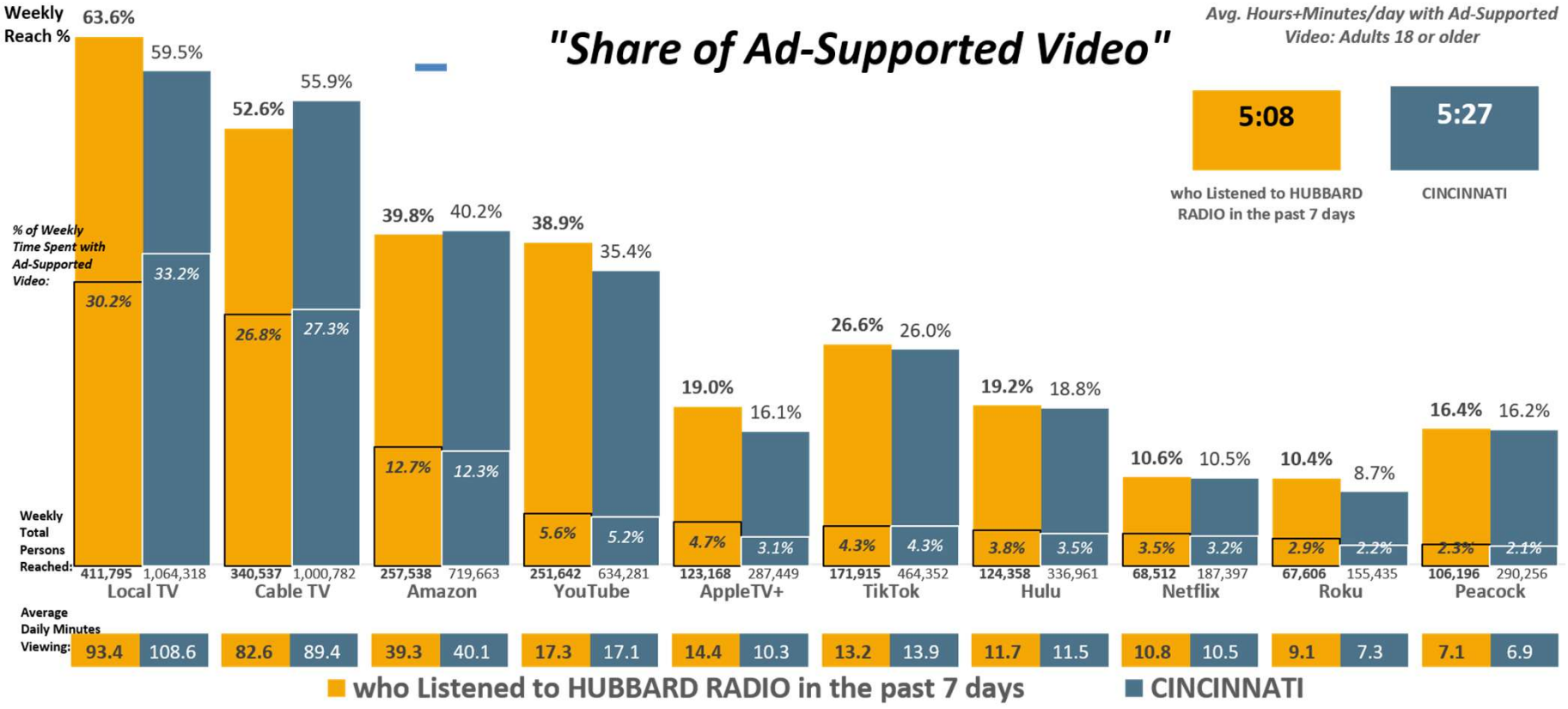
CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab 91

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Radio Stations: WYGY-FM

411,795 or 63.6% of Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days watch Ad-Supported Local TV Stations for an average of 93.4 minutes every day representing 30.2% of all time spent daily with Ad-Supported Video.



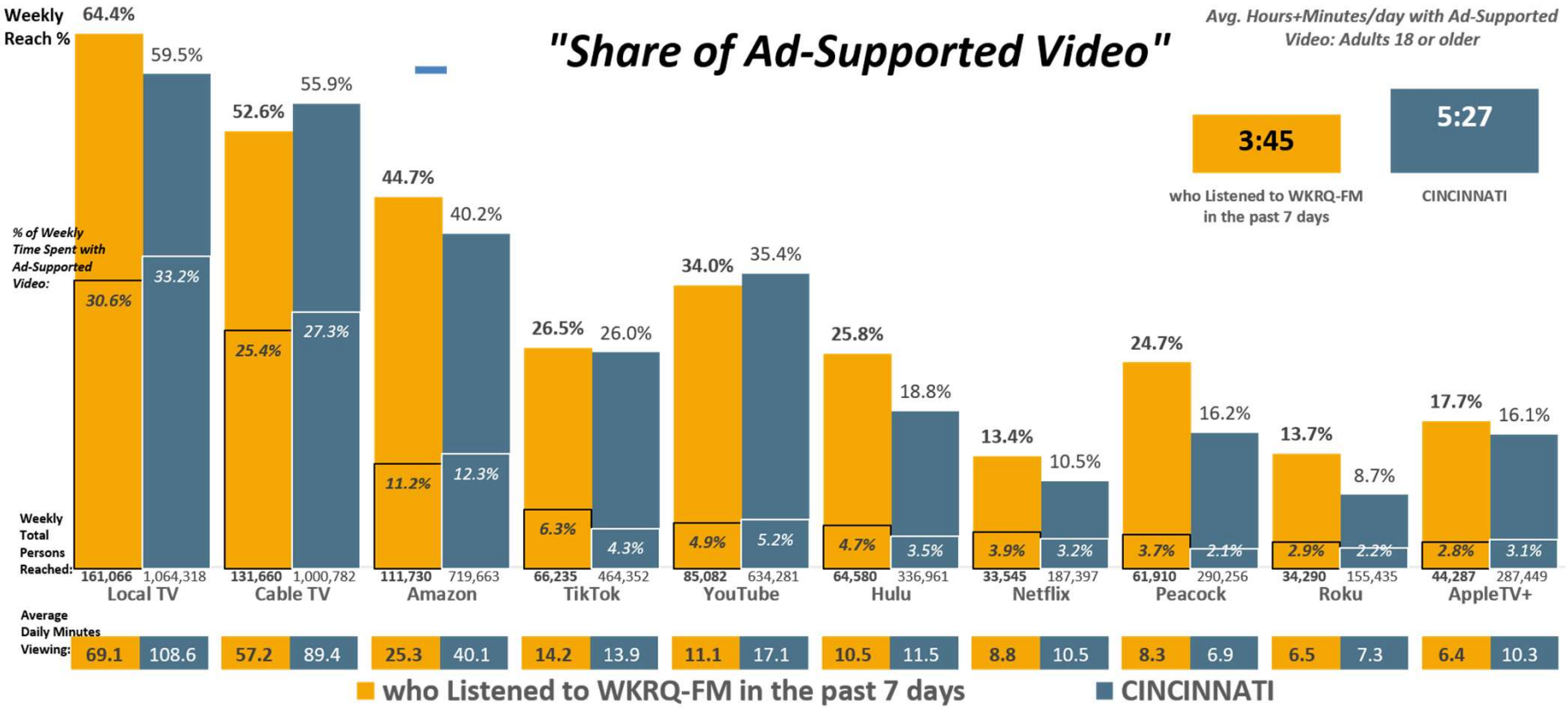
CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab 602 CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab 1,753

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

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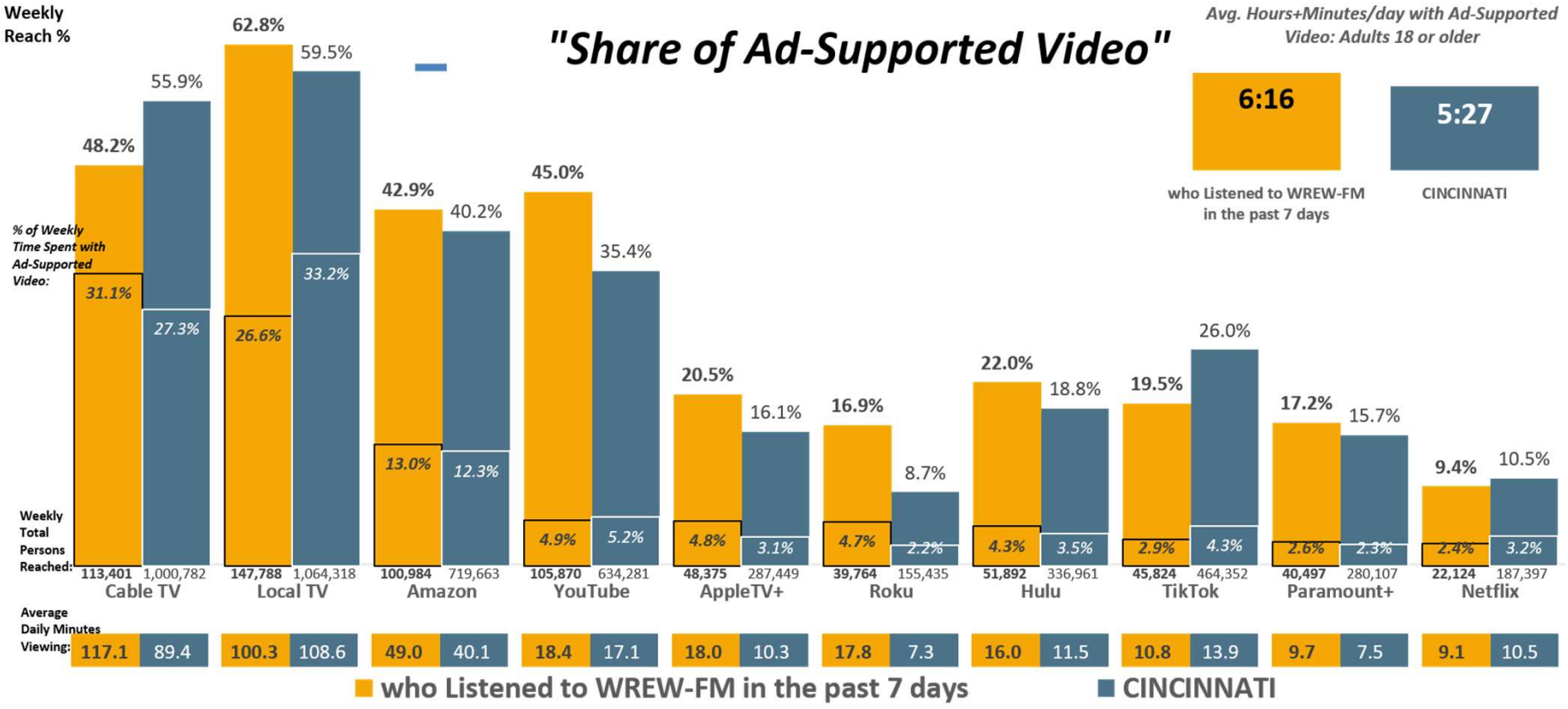
CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab 232 CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab 1,753

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Radio Stations: WKRQ-FM

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CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab 211 CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab 1,753

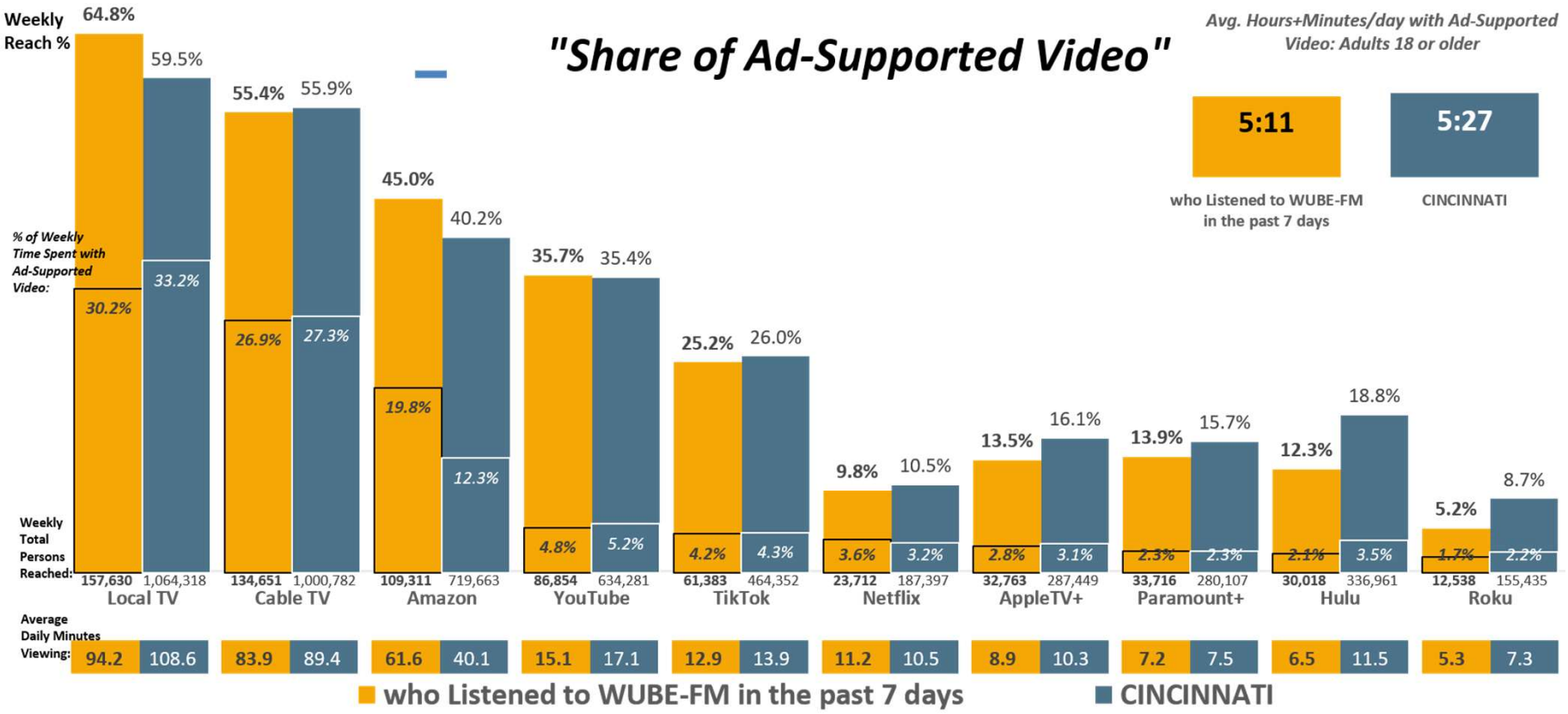
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Radio Stations: WREW-FM

B-105.1
CINCINNATI'S NEW COUNTRY!

157,630 or 64.8% of Adults 18 or older who Listened to WUBE-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 94.2 minutes every day representing 30.2% of all time spent daily with Ad-Supported Video.



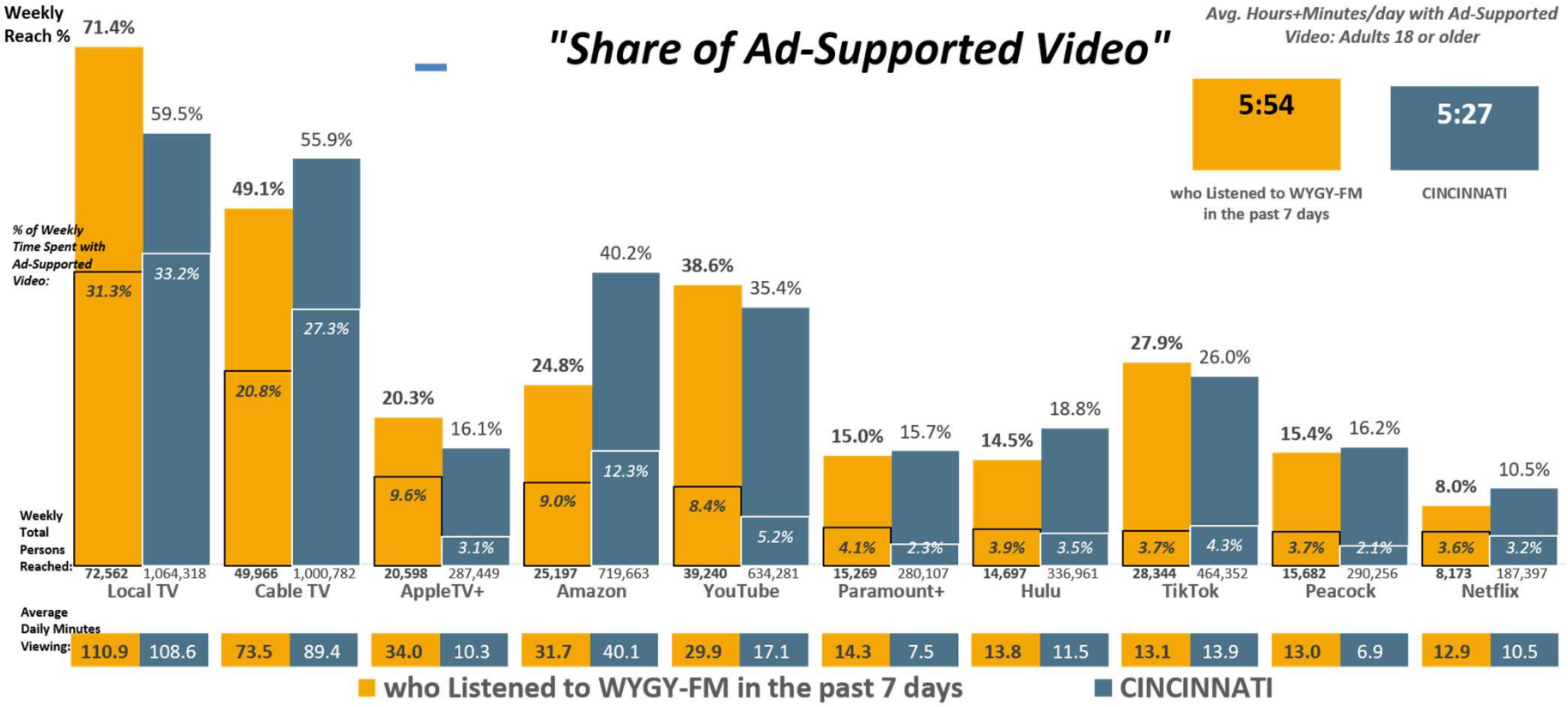
CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab 256 CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab 1,753

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Radio Stations: WUBE-FM

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CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab 91 CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab 1,753

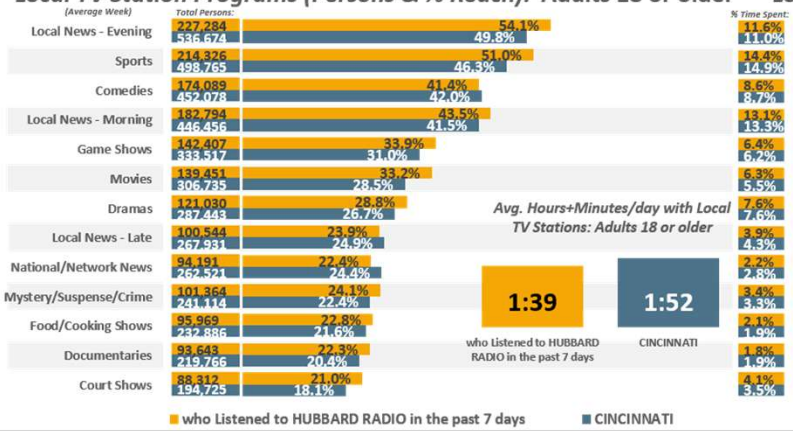
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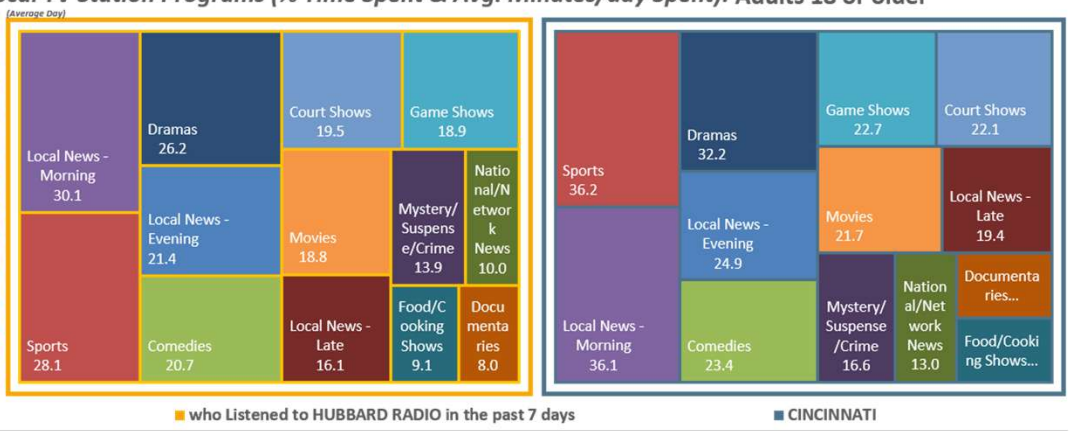
Radio Stations: WYGY-FM

411,795 or 63.6% of Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Local News - Morning, Comedies, Game Shows, and Movies.

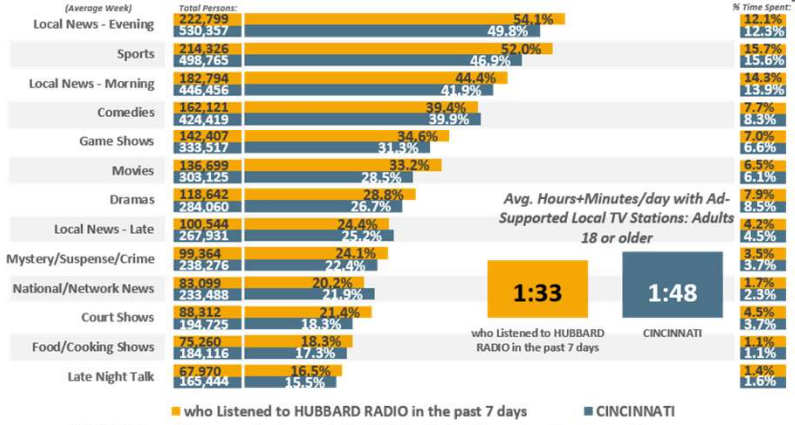
Local TV Station Programs (Persons & % Reach): Adults 18 or older



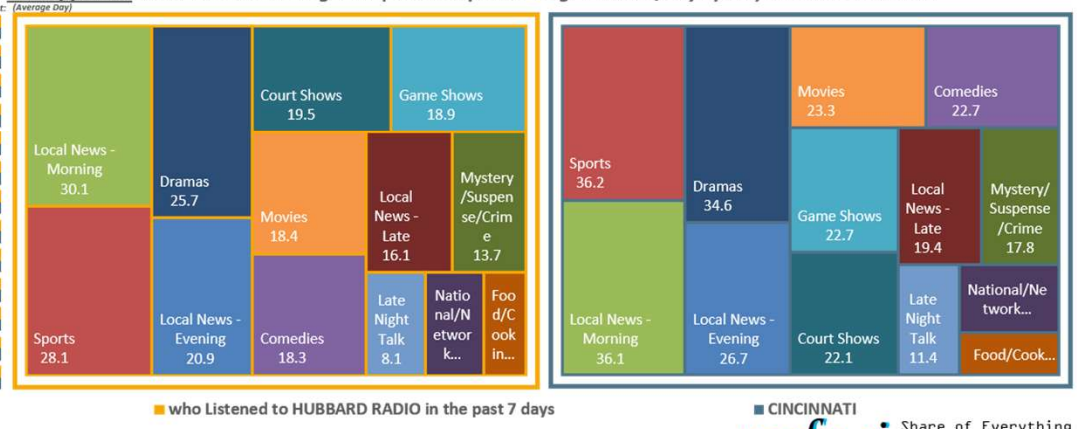
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab 602

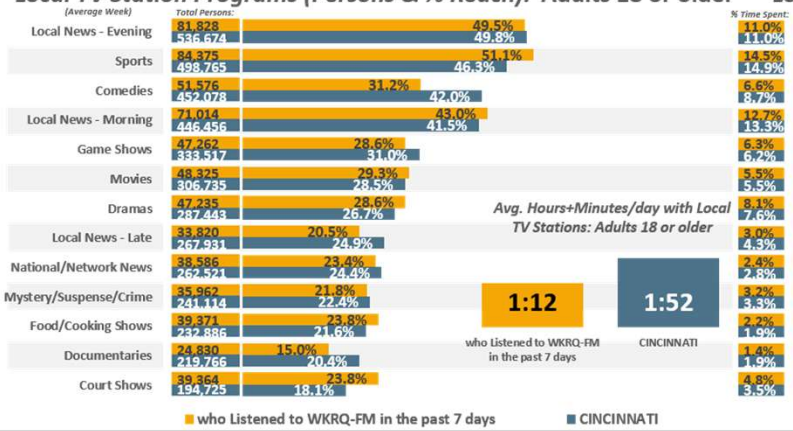
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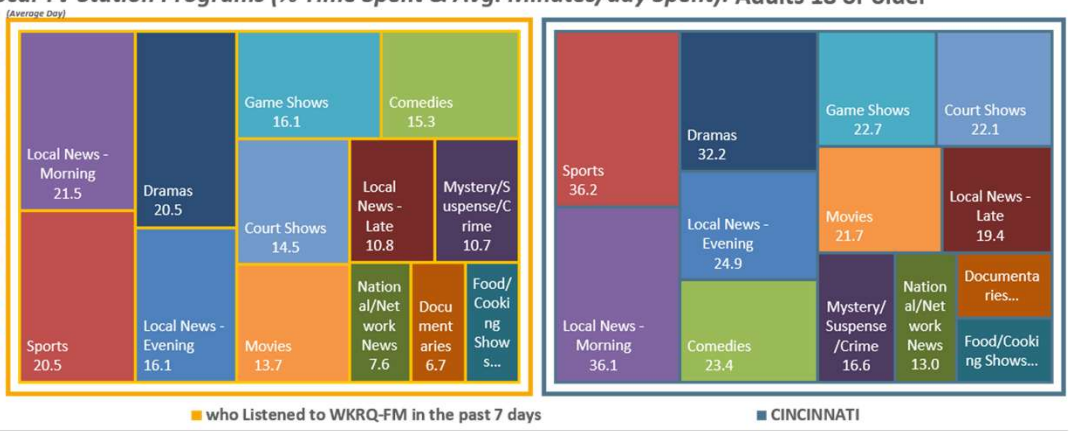
(Radio Stations: WKRQ-FM OR Radio Stations: WREW-FM OR Radio Stations: WUBE-FM OR Radio Stations: WYGY-FM)

161,066 or 64.4% of Adults 18 or older who Listened to WKRQ-FM in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Comedies, Game Shows, and Movies.

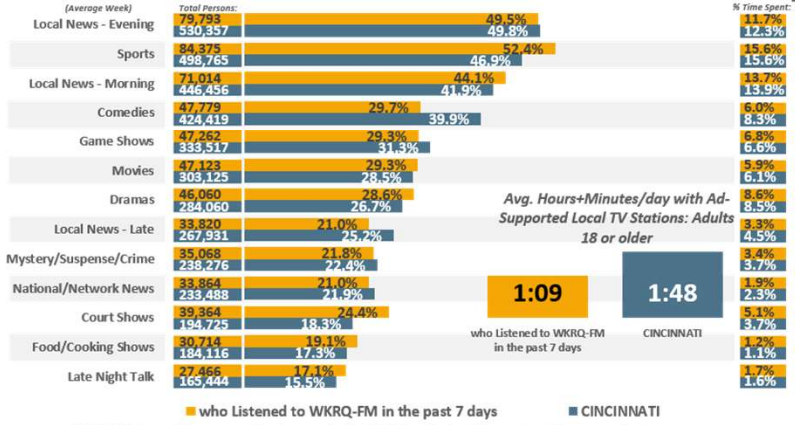
Local TV Station Programs (Persons & % Reach): Adults 18 or older



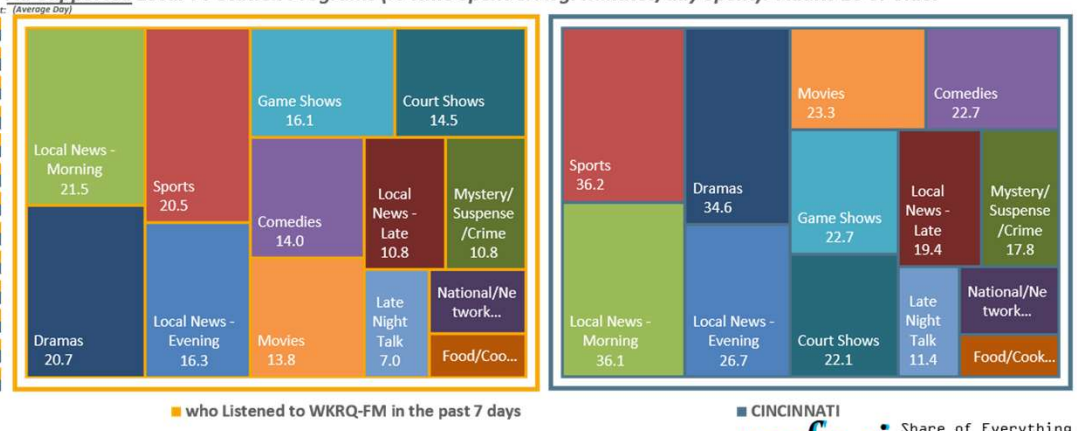
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab 232

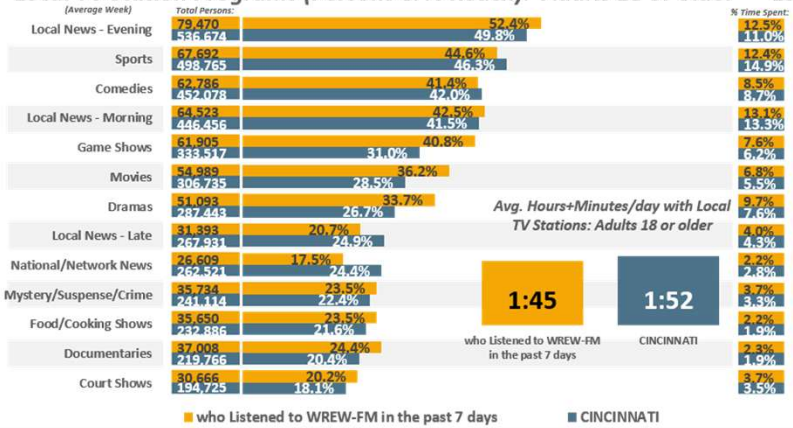
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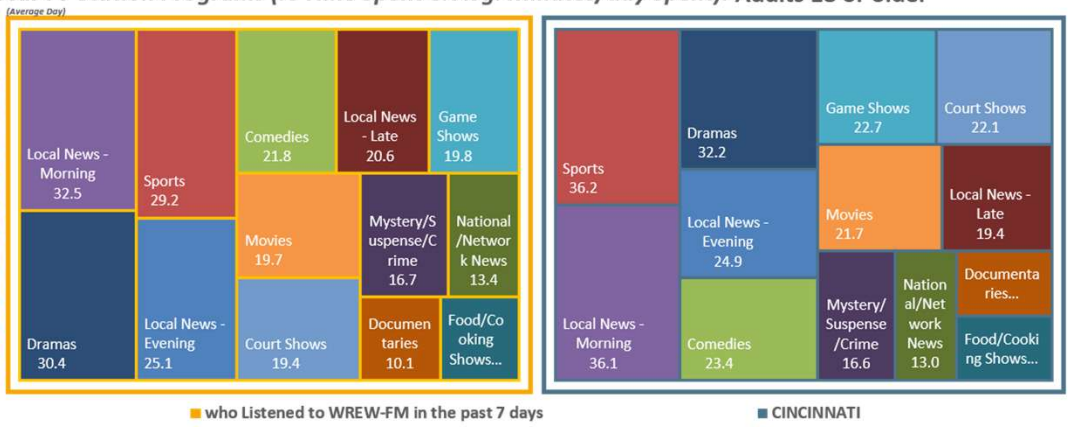
Radio Stations: WKRQ-FM

147,788 or 62.8% of Adults 18 or older who Listened to WREW-FM in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Local News - Morning, Game Shows, Comedies, and Movies.

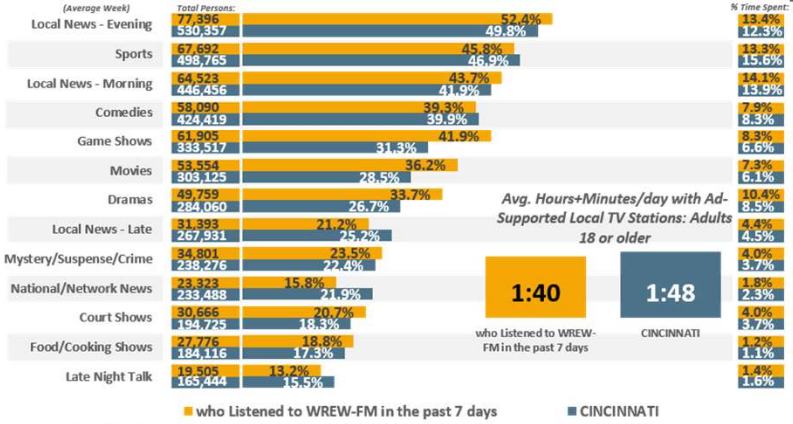
Local TV Station Programs (Persons & % Reach): Adults 18 or older



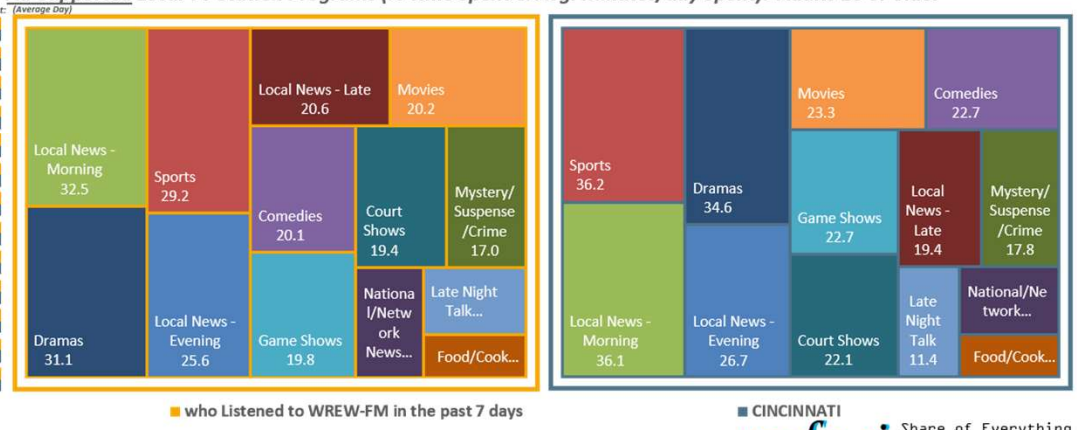
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab 211

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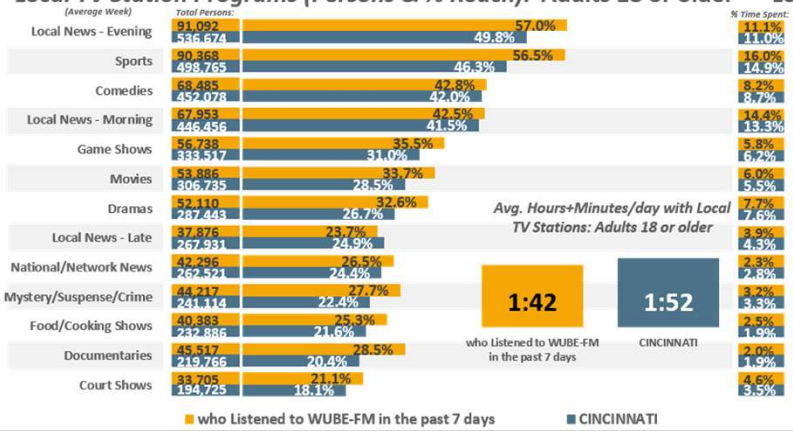
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Radio Stations: WREW-FM

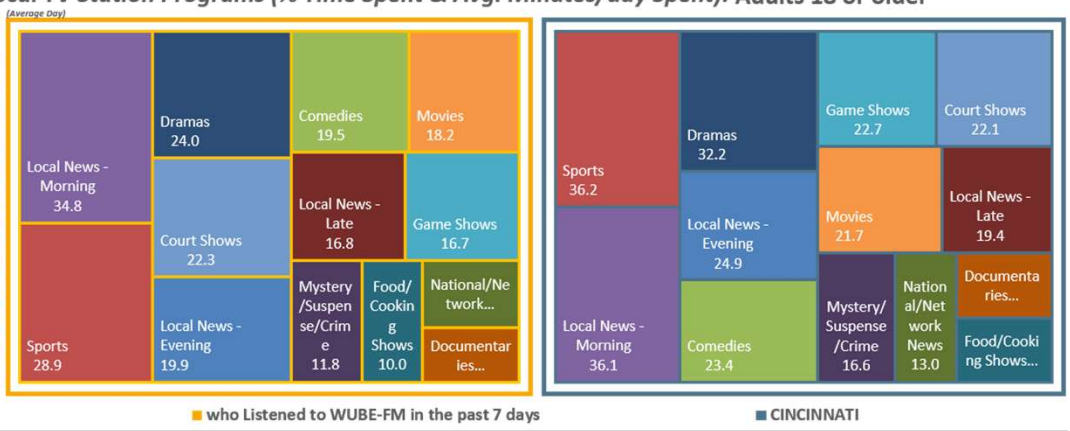
B-105.1
CINCINNATI'S NEW COUNTRY!

157,630 or 64.8% of Adults 18 or older who Listened to WUBE-FM in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Comedies, Game Shows, and Movies.

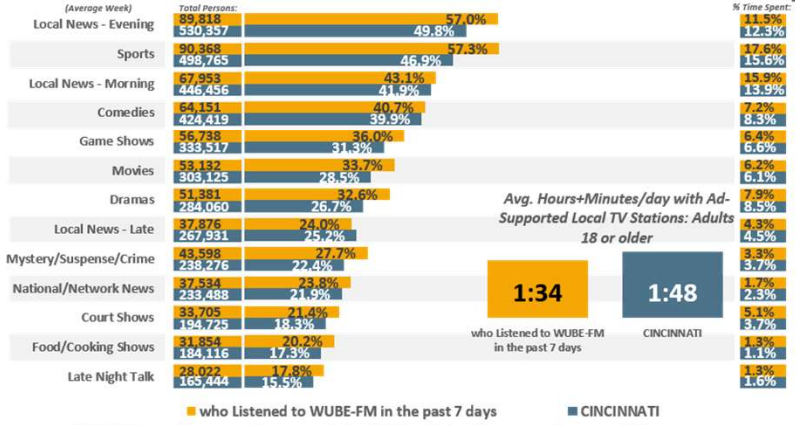
Local TV Station Programs (Persons & % Reach): Adults 18 or older



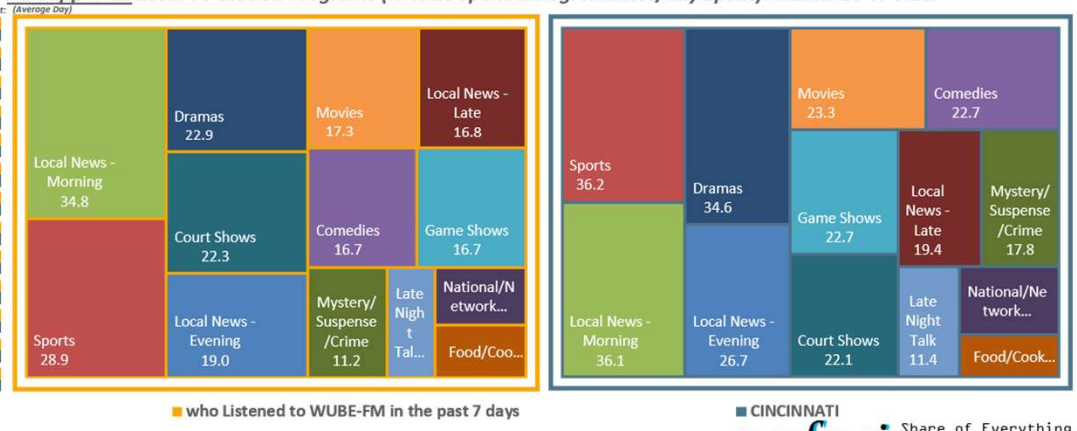
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab 256

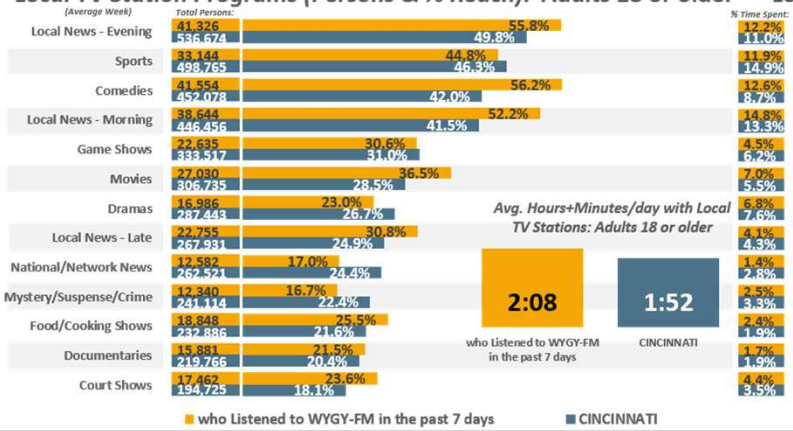
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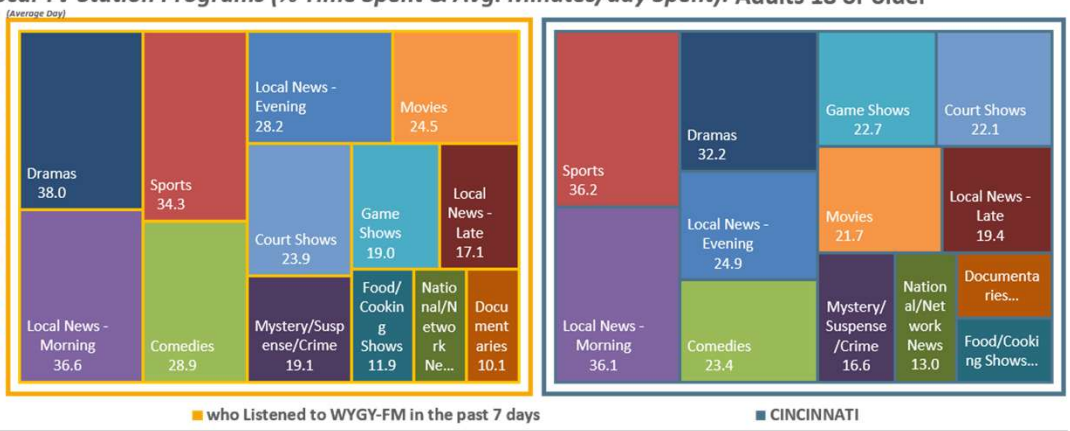
Radio Stations: WUBE-FM

72,562 or 71.4% of Adults 18 or older who Listened to WYGY-FM in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Comedies, Local News - Morning, Sports, Movies, and Local News - Late.

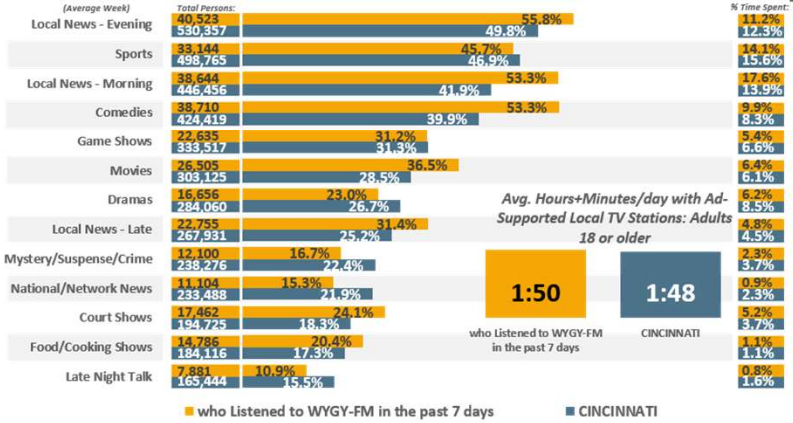
Local TV Station Programs (Persons & % Reach): Adults 18 or older



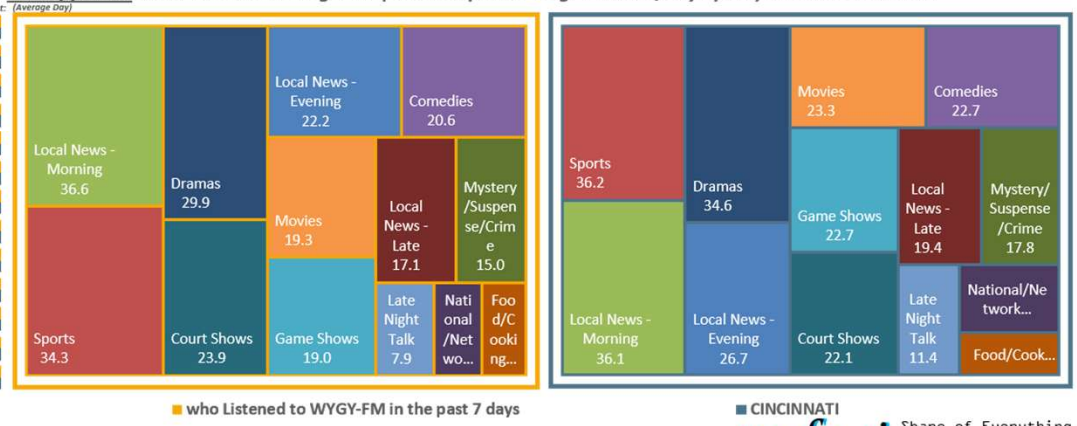
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab 91

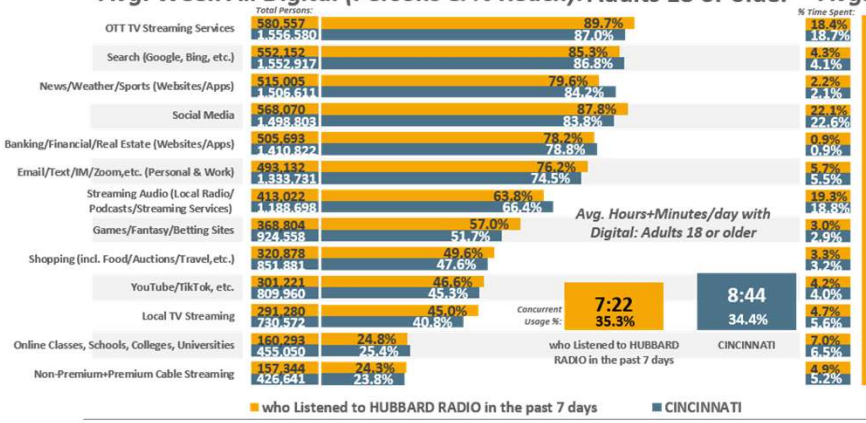
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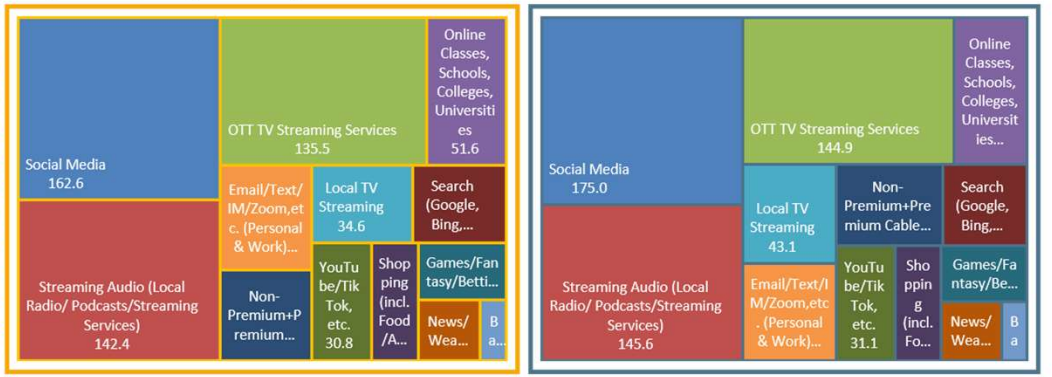
Radio Stations: WYGY-FM

519,242 or 80.2% of Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days use Ad-Supported Social Media for an average of 148.6 minutes every day representing 27.2% of all time spent daily with Ad-Supported Digital Media.

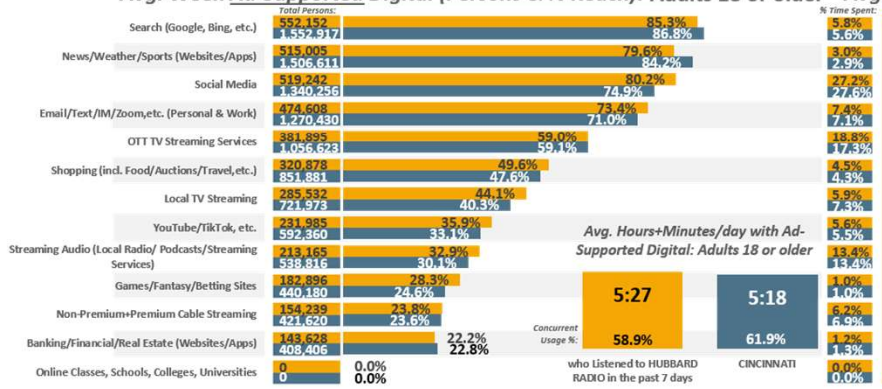
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



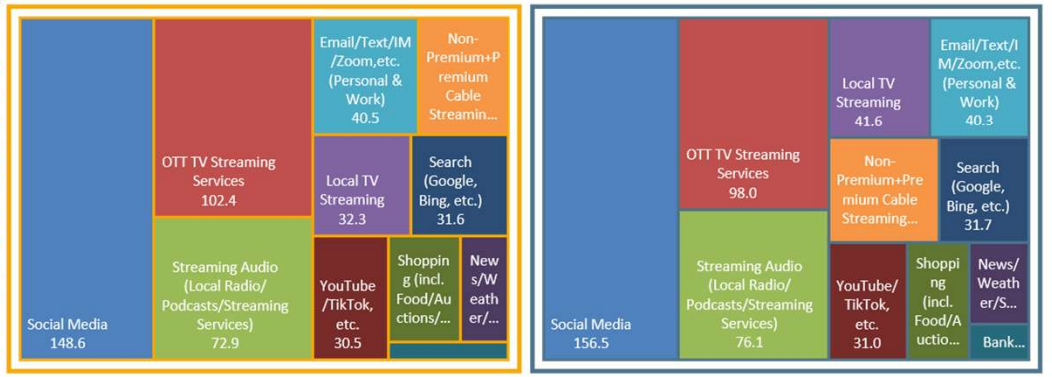
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab 602

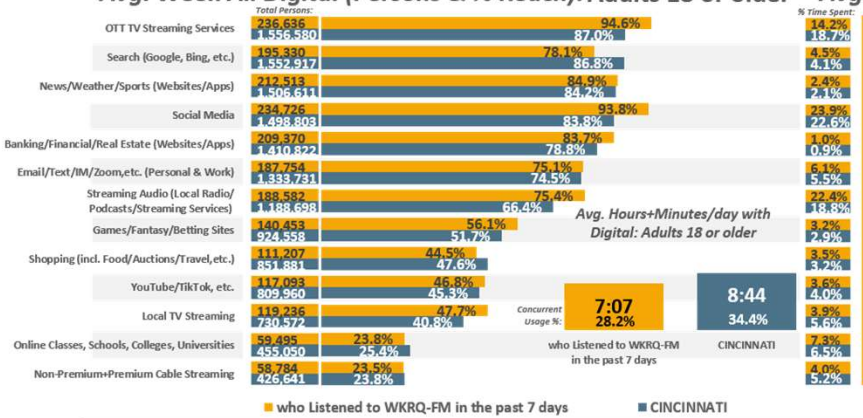
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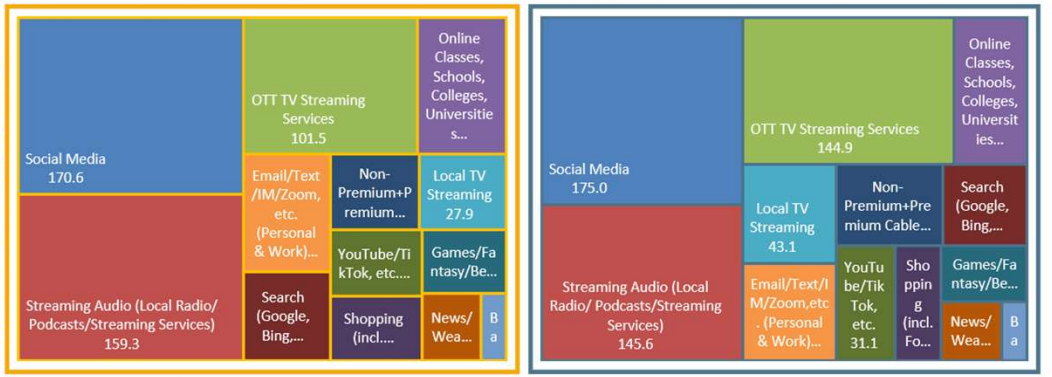
(Radio Stations: WKRQ-FM OR Radio Stations: WREW-FM OR Radio Stations: WUBE-FM OR Radio Stations: WYGY-FM)

231,113 or 92.4% of Adults 18 or older who Listened to WKRQ-FM in the past 7 days use Ad-Supported Social Media for an average of 168. minutes every day representing 31.7% of all time spent daily with Ad-Supported Digital Media.

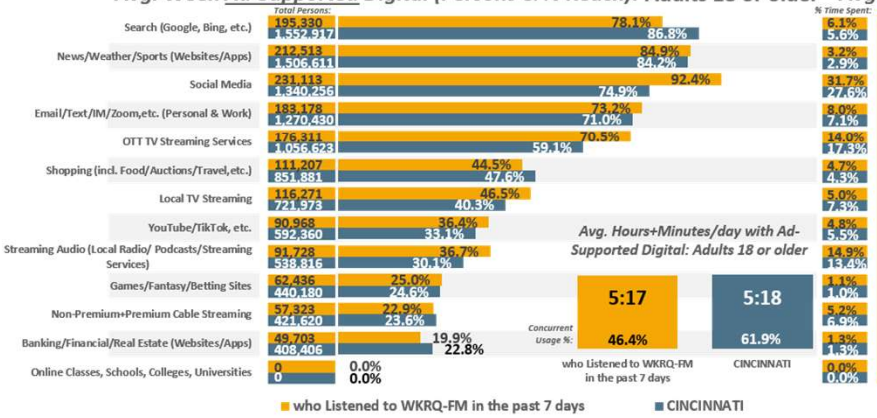
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



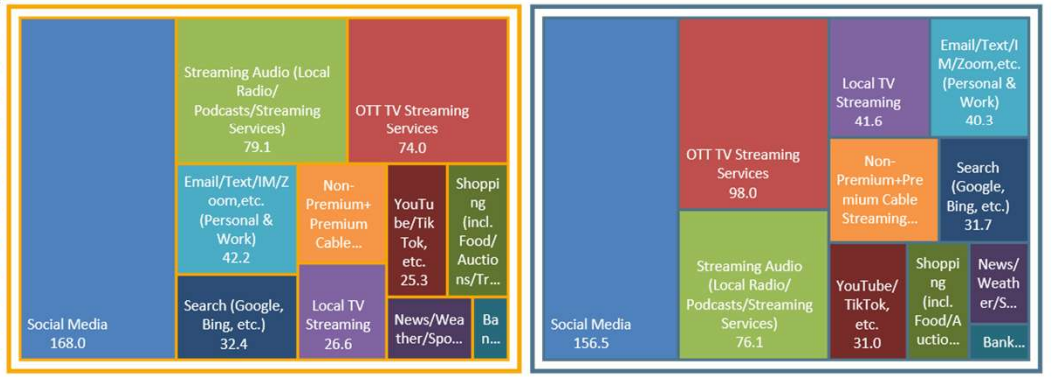
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab 232

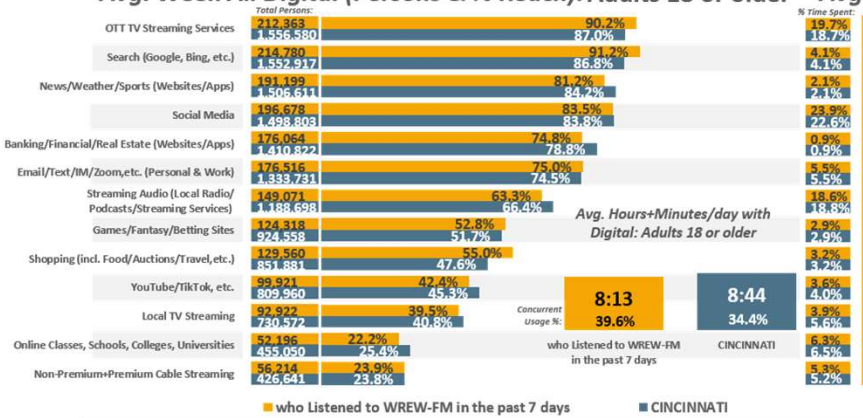
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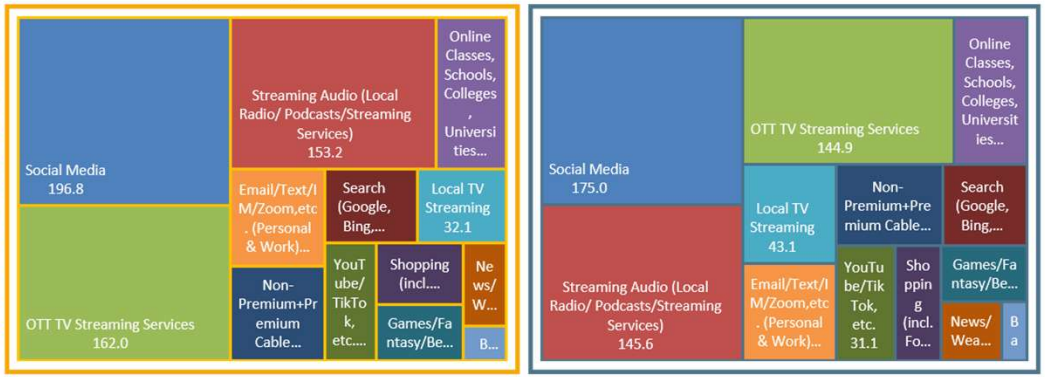
Radio Stations: WKRQ-FM

185,315 or 78.7% of Adults 18 or older who Listened to WREW-FM in the past 7 days use Ad-Supported Social Media for an average of 185.4 minutes every day representing 29.1% of all time spent daily with Ad-Supported Digital Media.

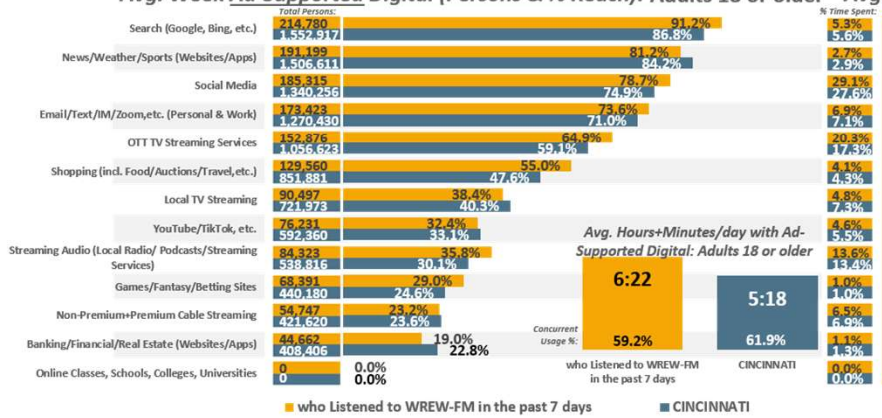
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



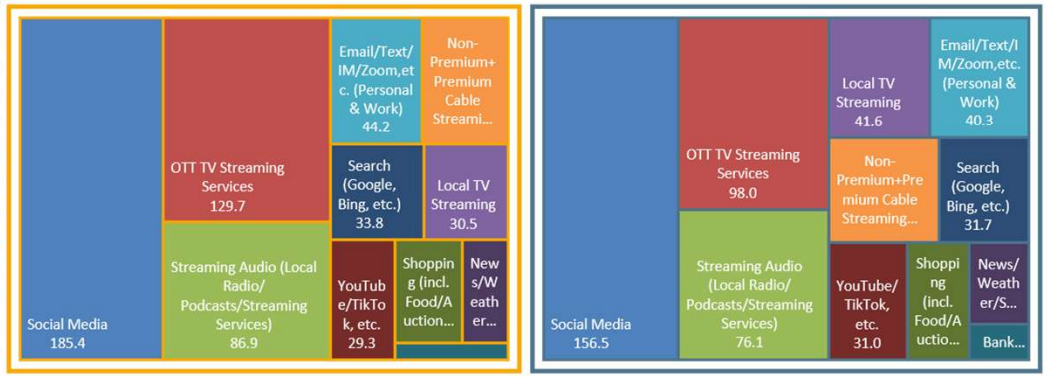
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab 211

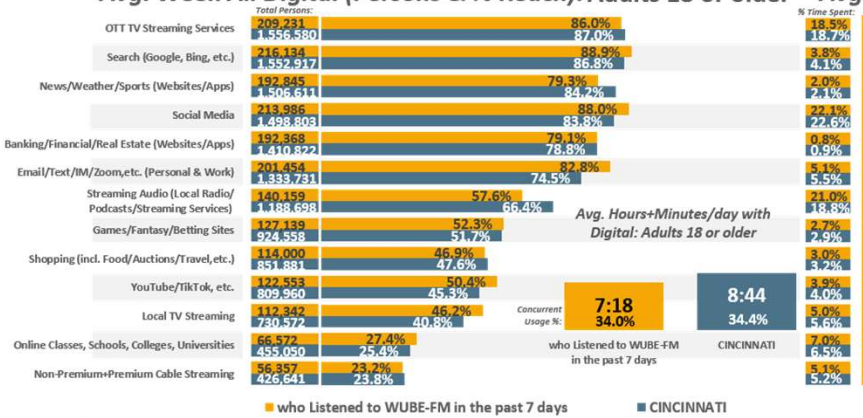
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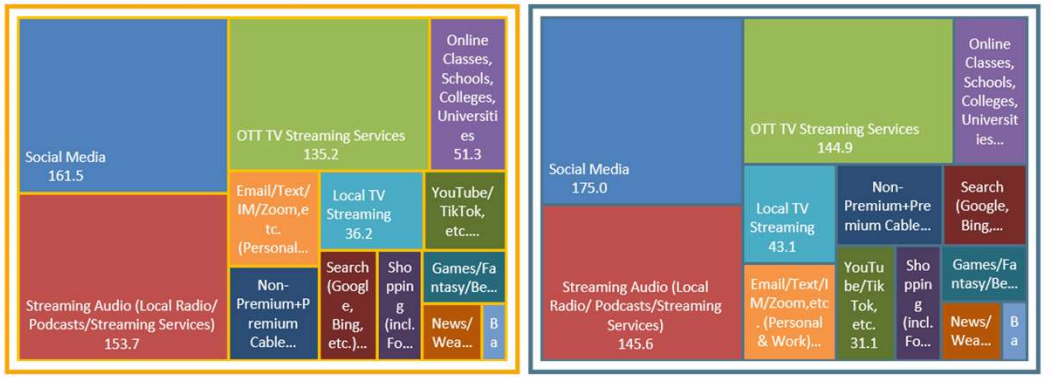
Radio Stations: WREW-FM

175,250 or 72.1% of Adults 18 or older who Listened to WUBE-FM in the past 7 days use Ad-Supported Social Media for an average of 132.3 minutes every day representing 25.5% of all time spent daily with Ad-Supported Digital Media.

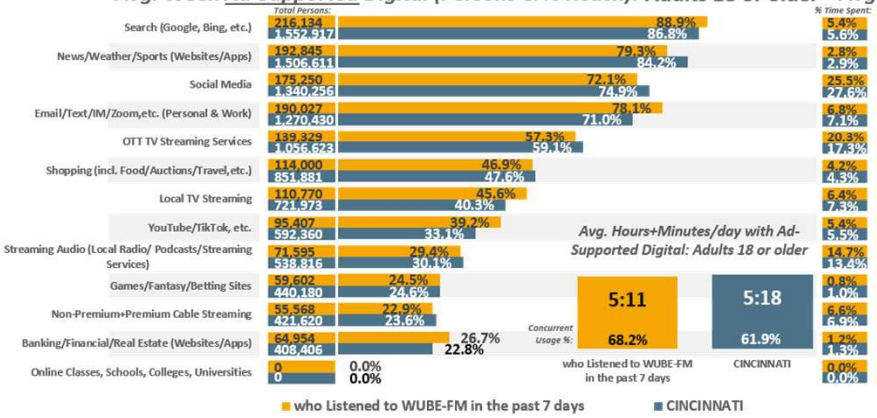
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



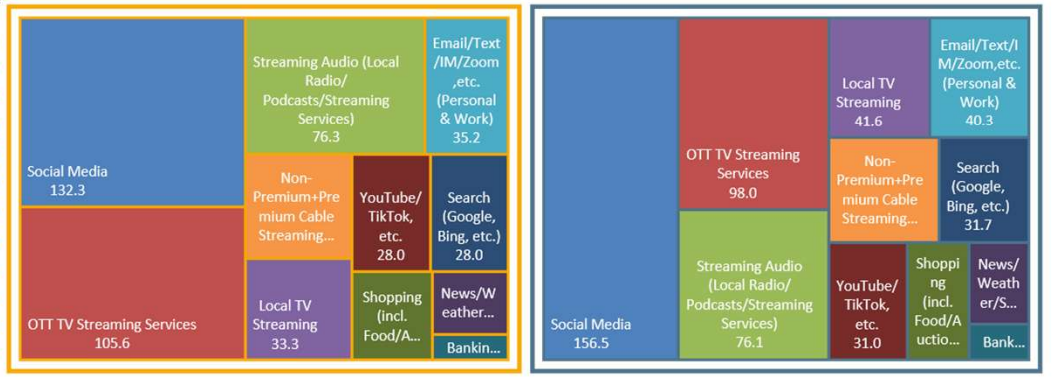
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab 256

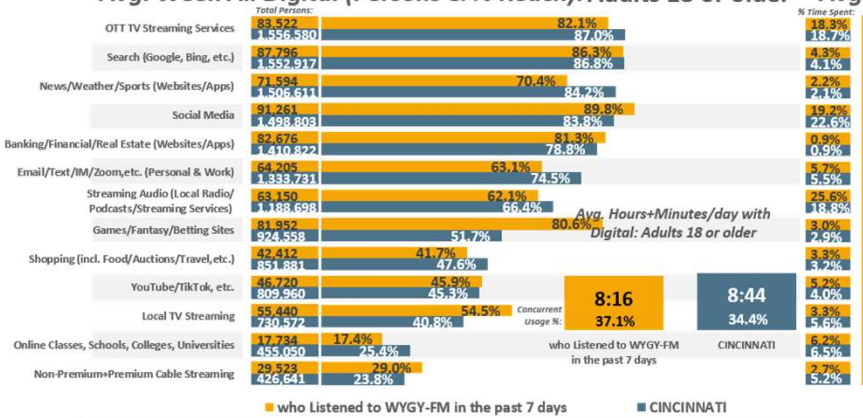
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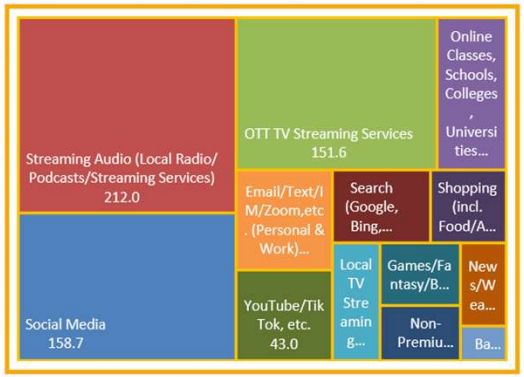
Radio Stations: WUBE-FM

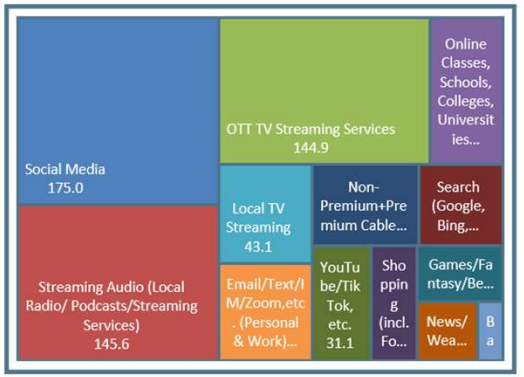
84,271 or 82.9% of Adults 18 or older who Listened to WYGY-FM in the past 7 days use Ad-Supported Social Media for an average of 146.5 minutes every day representing 23.5% of all time spent daily with Ad-Supported Digital Media.

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

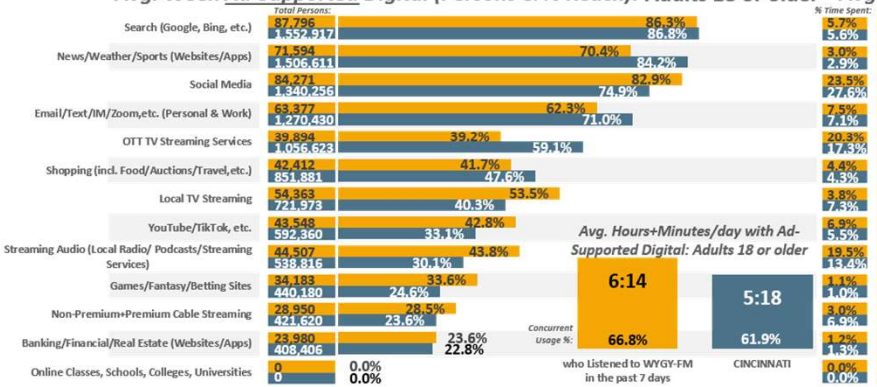


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

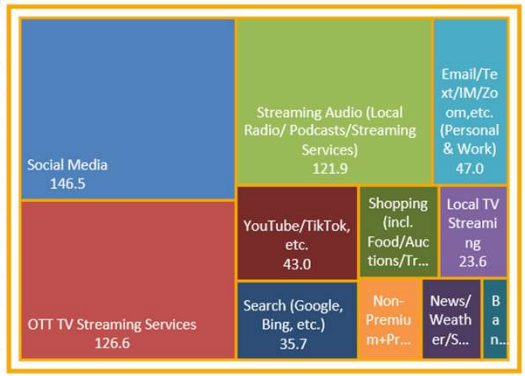


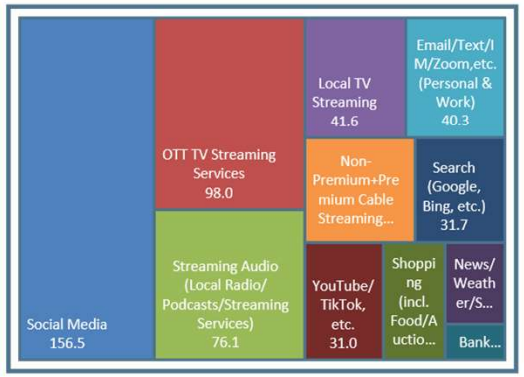


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





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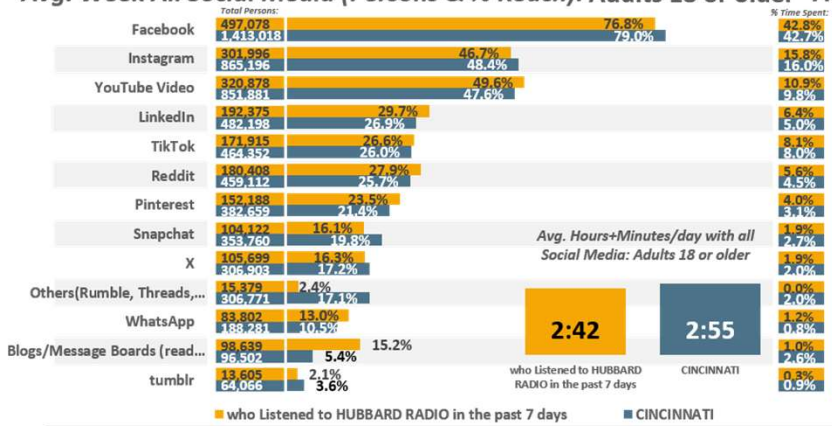
CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab 91

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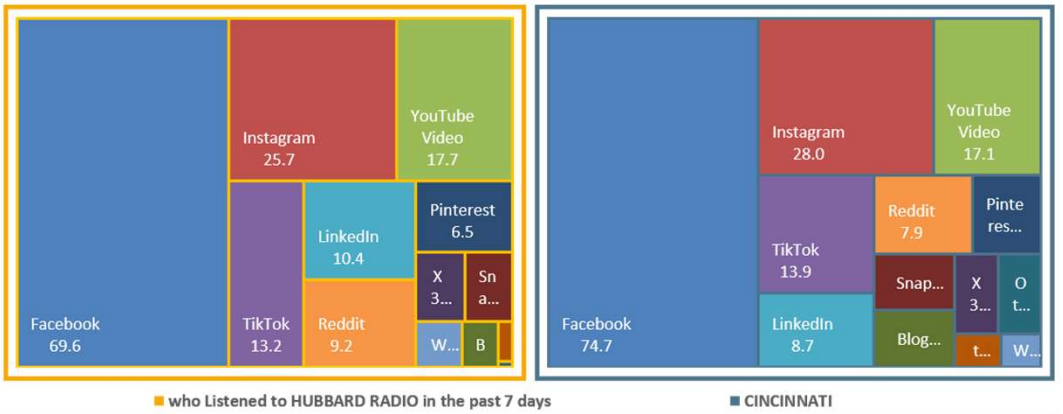
Radio Stations: WYGY-FM

497,078 or 76.8% of Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days use Ad-Supported Facebook for an average of 62.8 minutes every day representing 42.3% of all time spent daily with Ad-Supported Social Media.

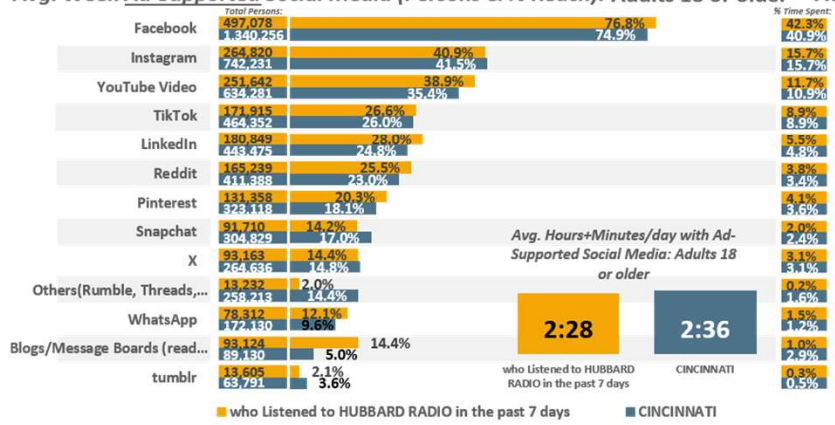
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



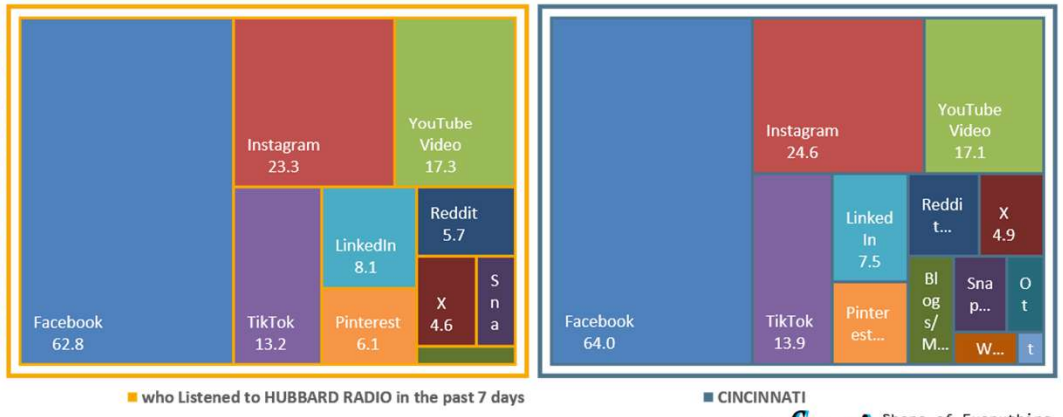
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab 602

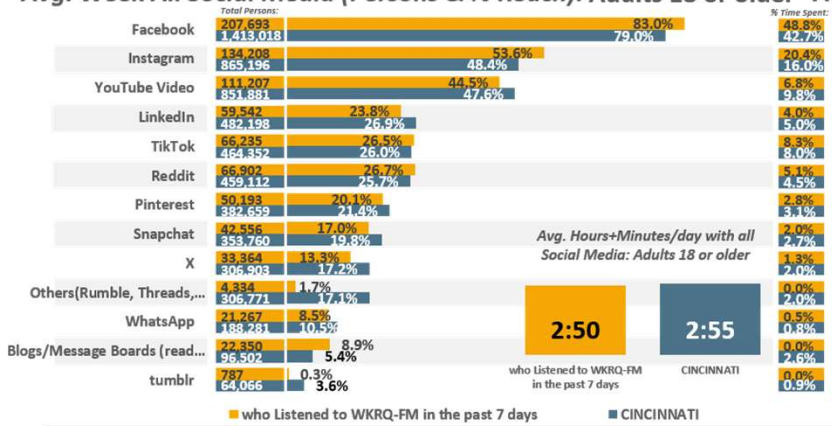
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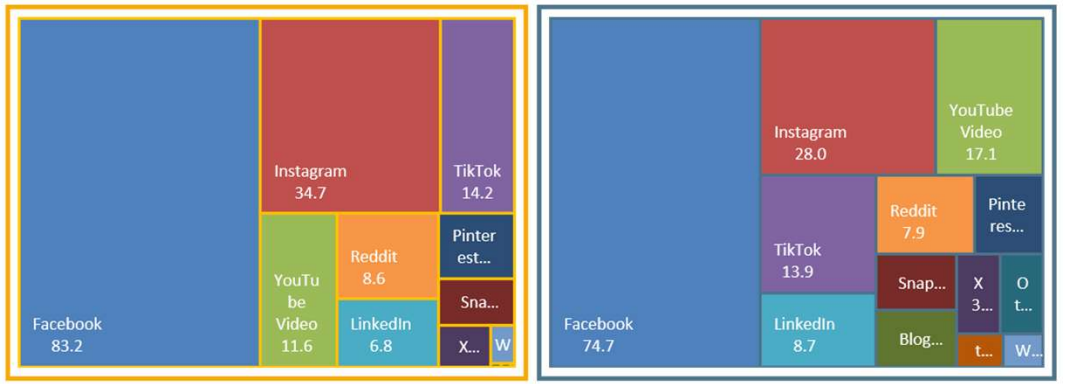
(Radio Stations: WKRQ-FM OR Radio Stations: WREW-FM OR Radio Stations: WUBE-FM OR Radio Stations: WYGY-FM)

207,693 or 83.% of Adults 18 or older who Listened to WKRQ-FM in the past 7 days use Ad-Supported Facebook for an average of 77.8 minutes every day representing 46.3% of all time spent daily with Ad-Supported Social Media.

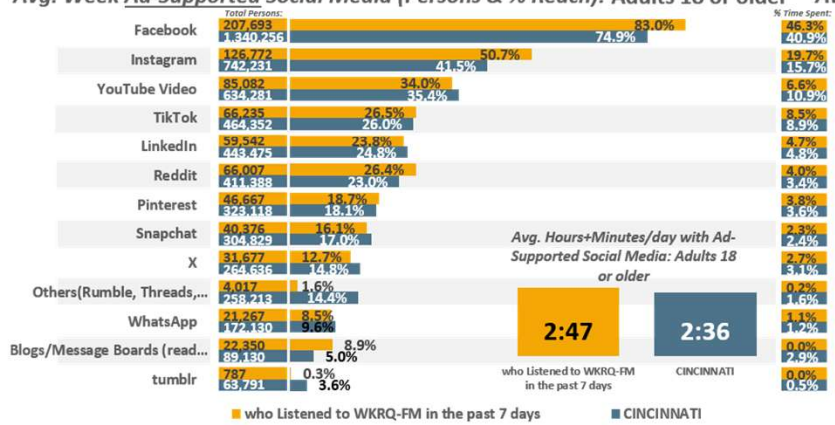
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



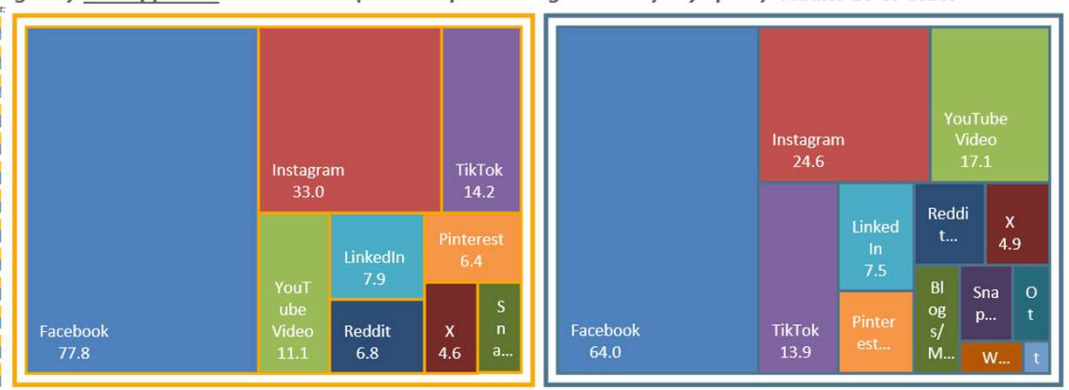
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



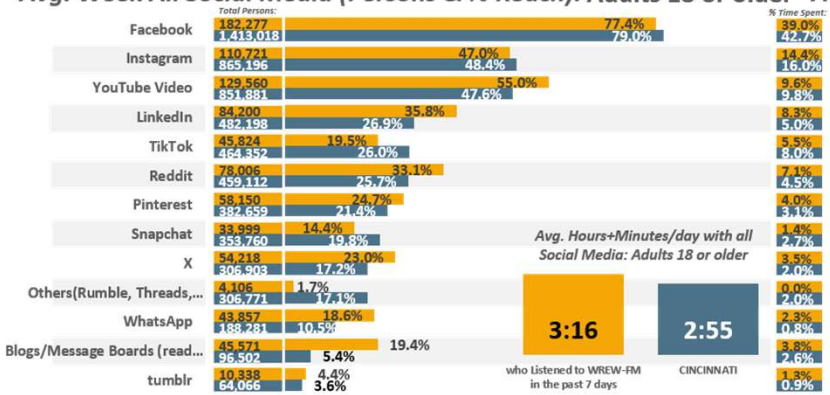
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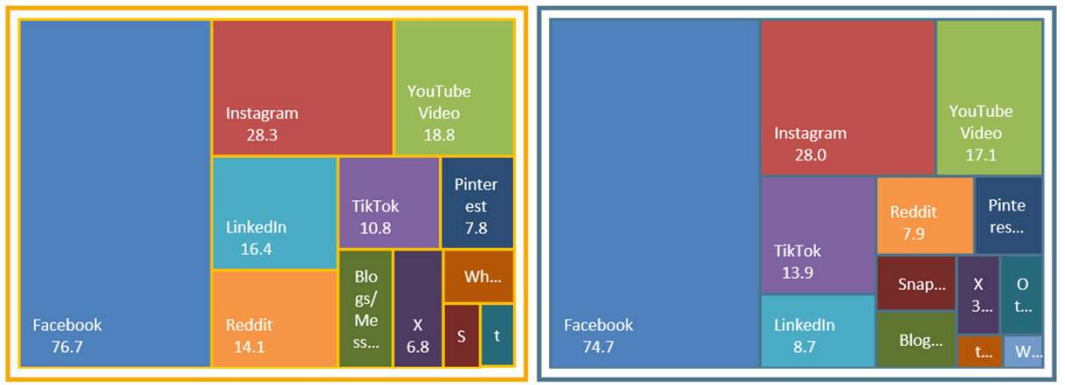
Radio Stations: WKRQ-FM

182,277 or 77.4% of Adults 18 or older who Listened to WREW-FM in the past 7 days use Ad-Supported Facebook for an average of 75.4 minutes every day representing 40.7% of all time spent daily with Ad-Supported Social Media.

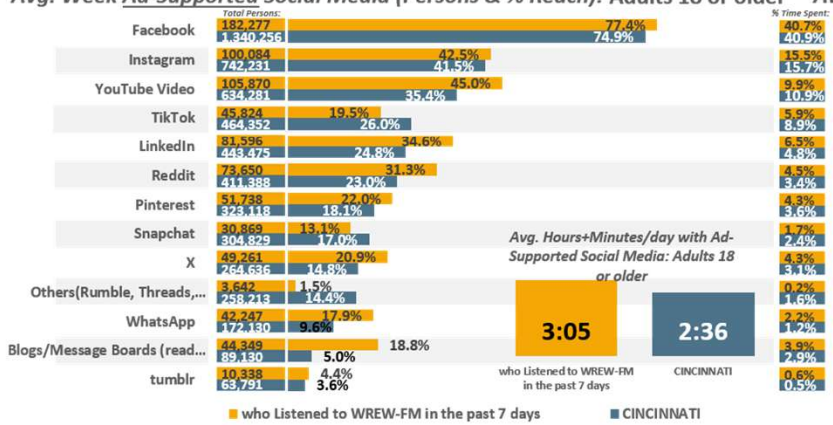
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



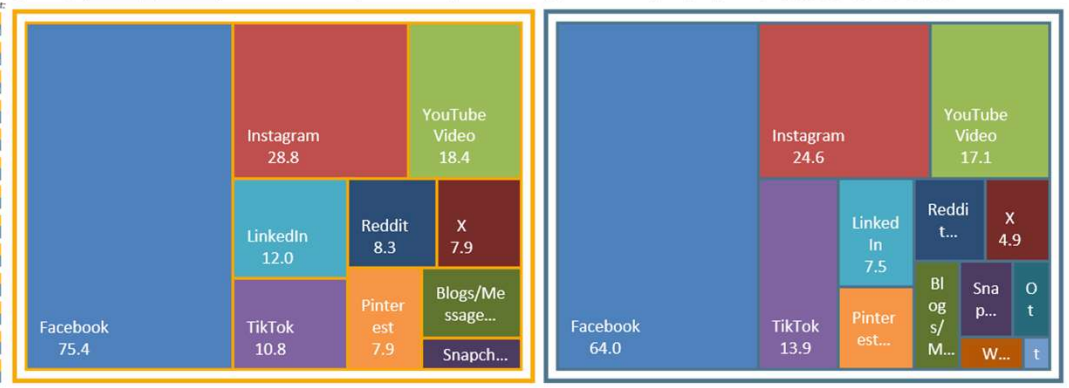
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab 211

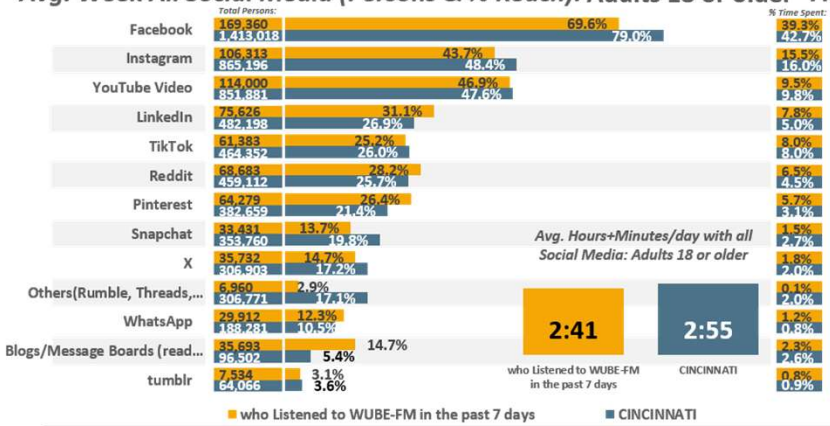
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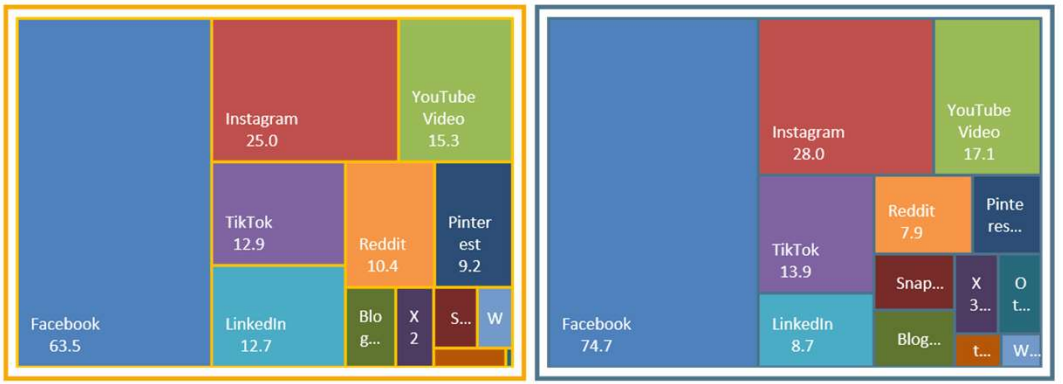
Radio Stations: WREW-FM

169,360 or 69.6% of Adults 18 or older who Listened to WUBE-FM in the past 7 days use Ad-Supported Facebook for an average of 55.1 minutes every day representing 41.7% of all time spent daily with Ad-Supported Social Media.

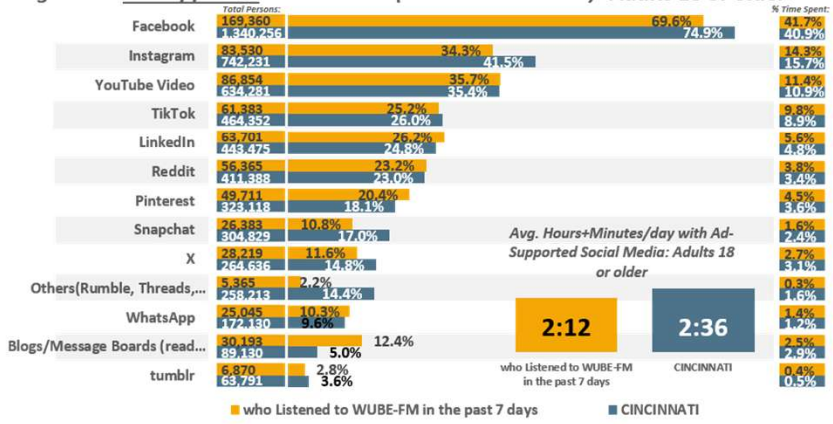
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



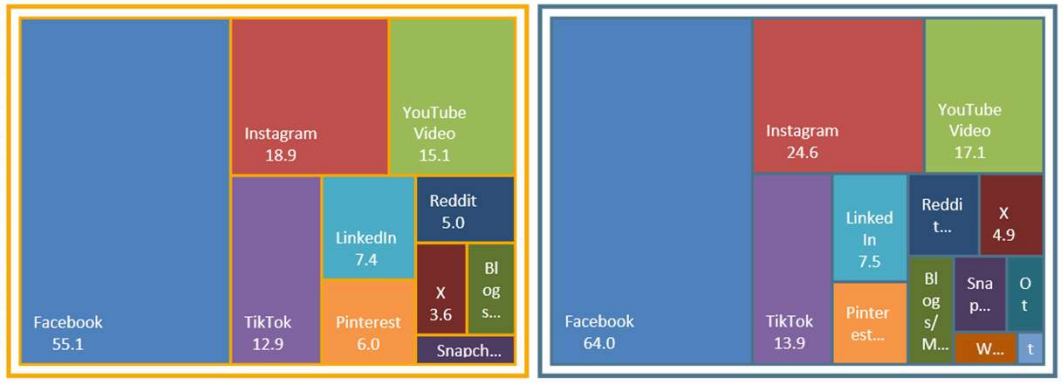
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab 256

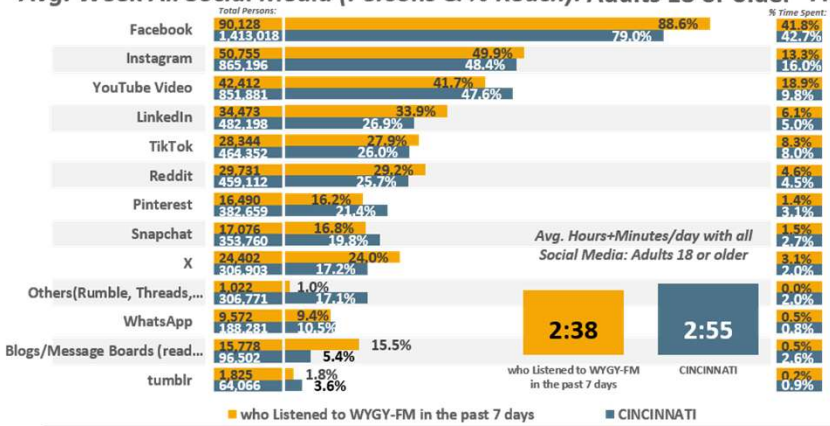
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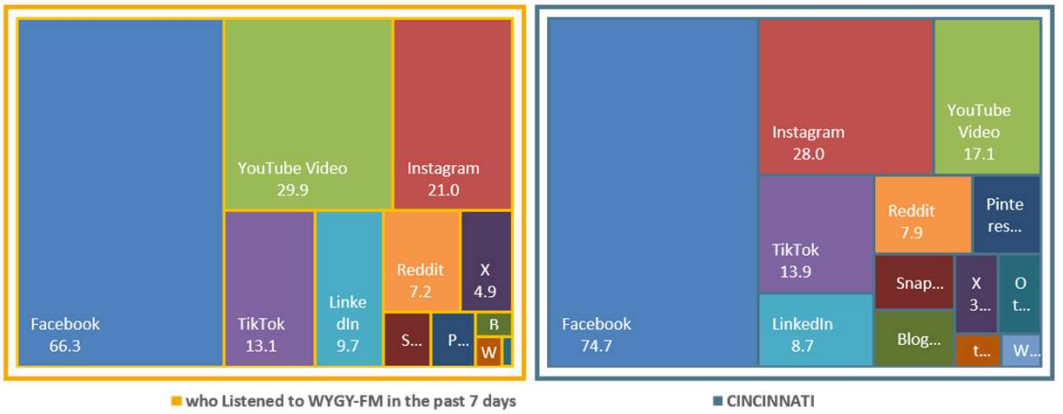
Radio Stations: WUBE-FM

84,271 or 82.9% of Adults 18 or older who Listened to WYGY-FM in the past 7 days use Ad-Supported Facebook for an average of 55.9 minutes every day representing 38.1% of all time spent daily with Ad-Supported Social Media.

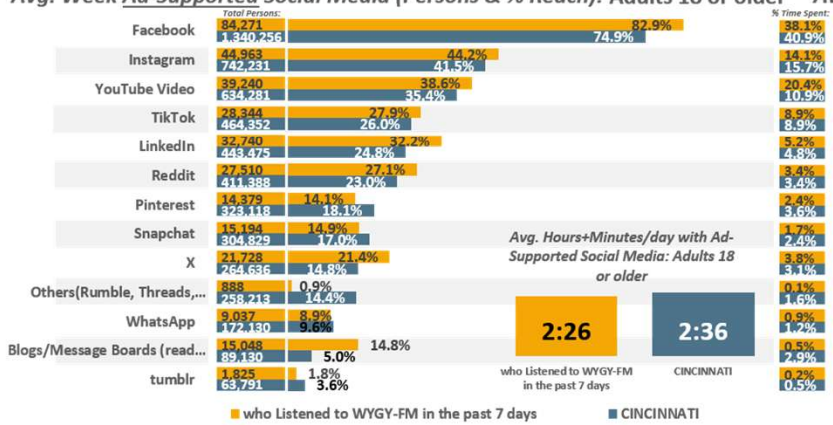
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



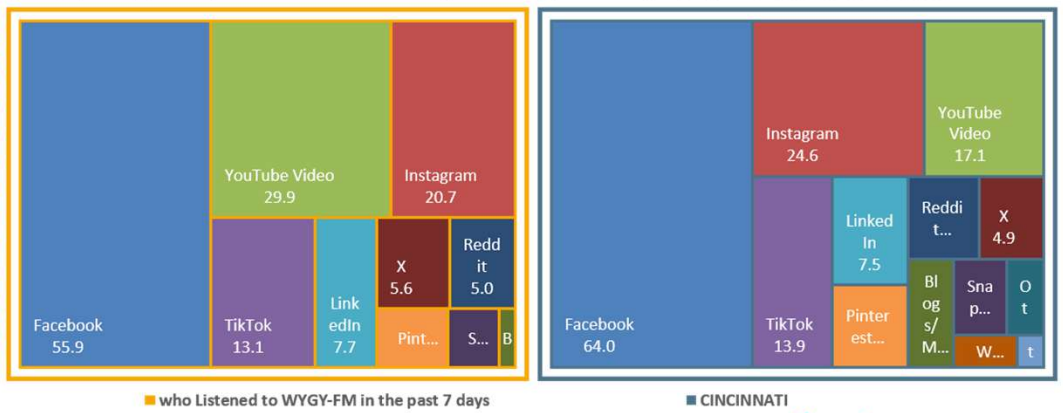
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



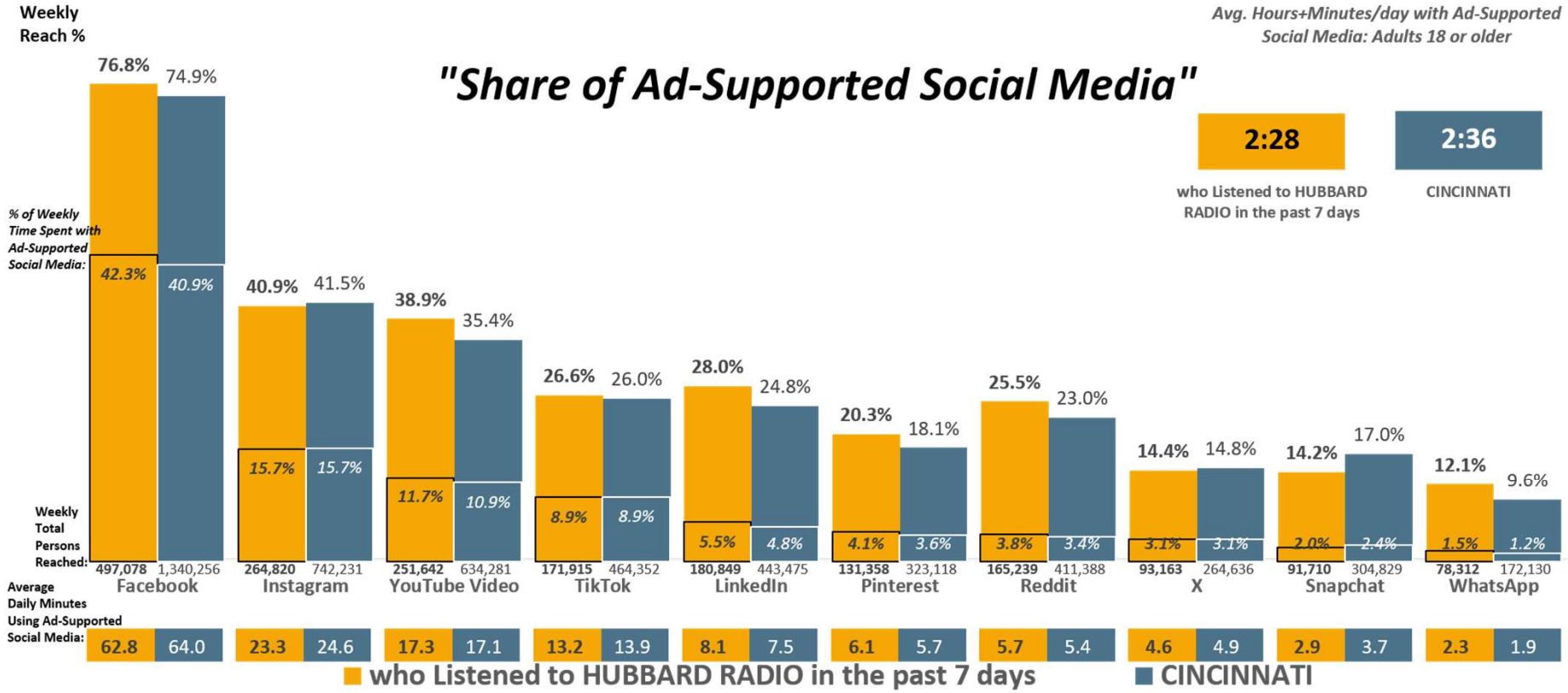
CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab 91

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Radio Stations: WYGY-FM

497,078 or 76.8% of Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days use Ad-Supported Facebook for an average of 62.8 minutes every day representing 42.3% of all time spent daily with Ad-Supported Social Media.



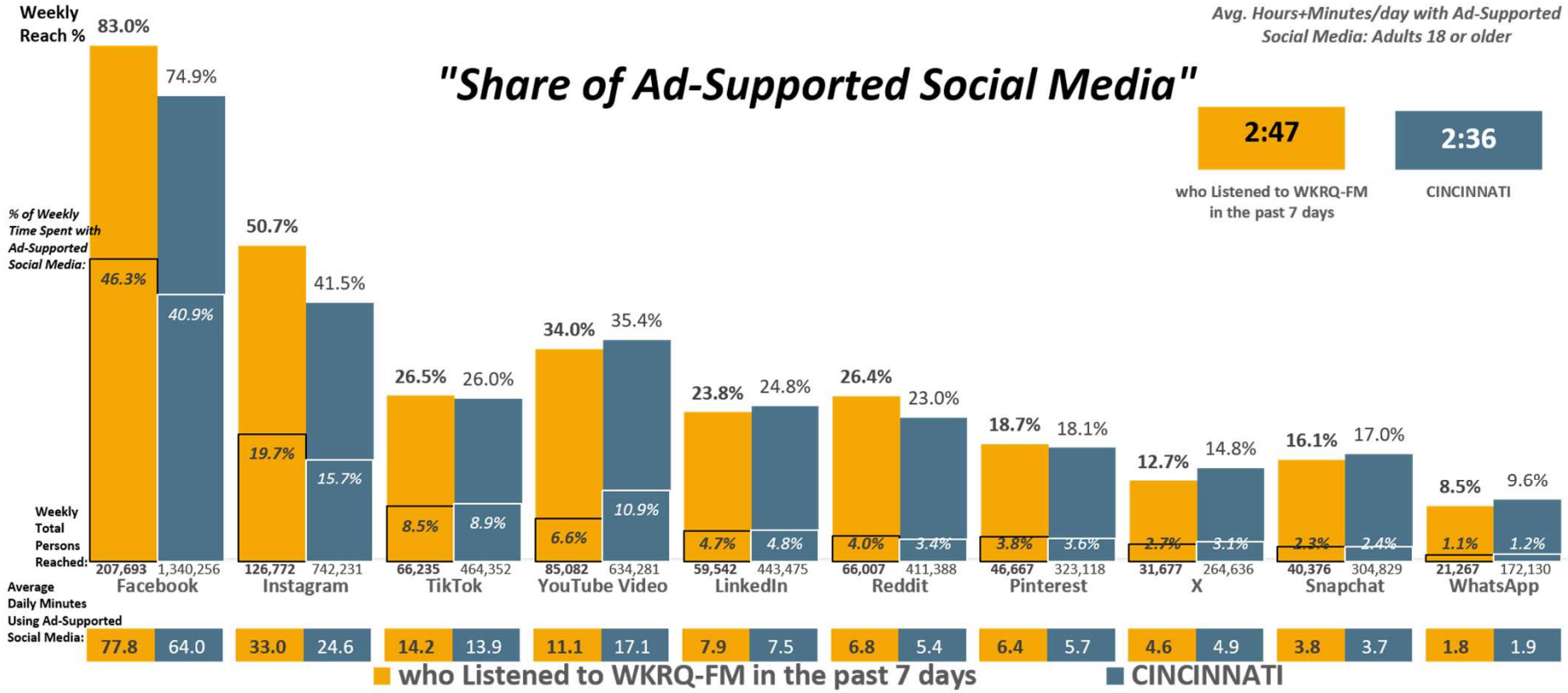
CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab 602 CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab 1,753

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

207,693 or 83.% of Adults 18 or older who Listened to WKRQ-FM in the past 7 days use Ad-Supported Facebook for an average of 77.8 minutes every day representing 46.3% of all time spent daily with Ad-Supported Social Media.



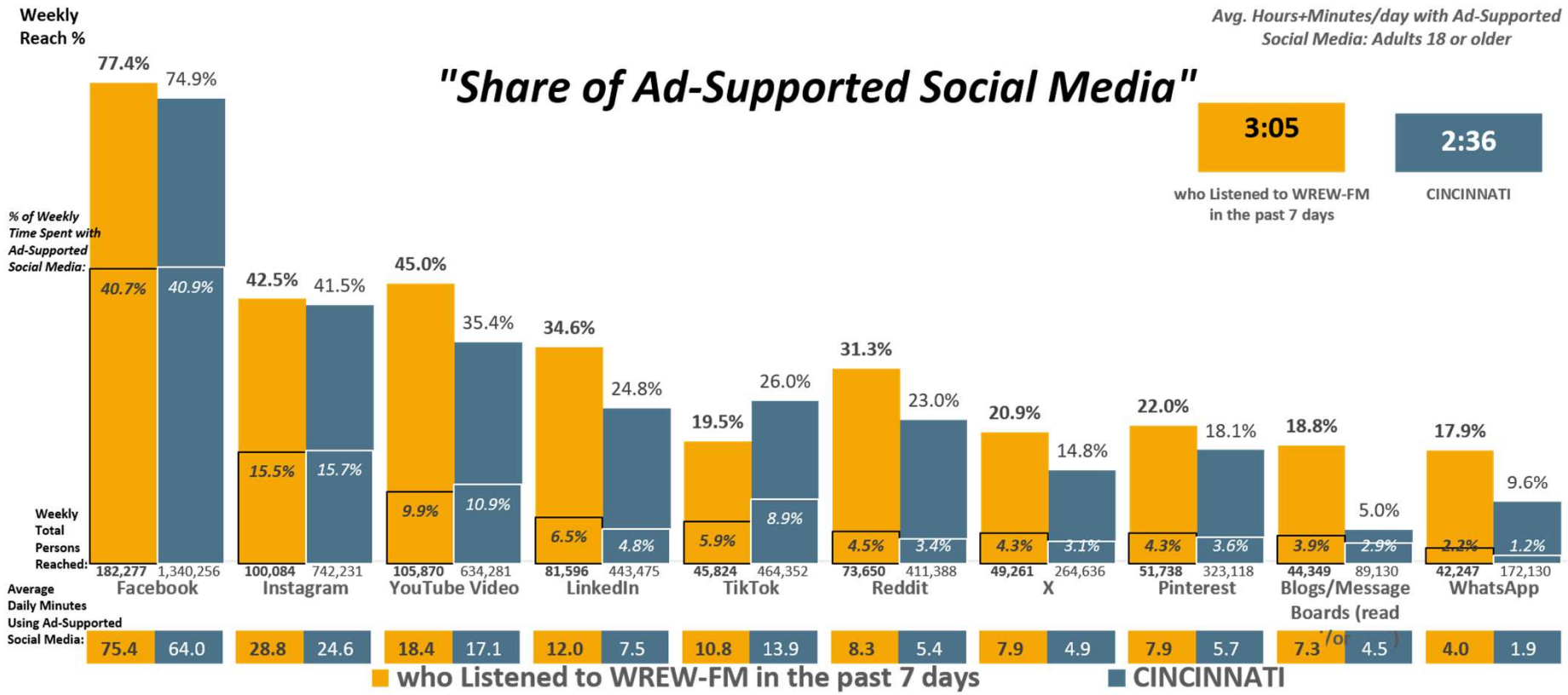
CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab 232 CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab 1,753

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Radio Stations: WKRQ-FM

182,277 or 77.4% of Adults 18 or older who Listened to WREW-FM in the past 7 days use Ad-Supported Facebook for an average of 75.4 minutes every day representing 40.7% of all time spent daily with Ad-Supported Social Media.



CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab 211 CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab 1,753

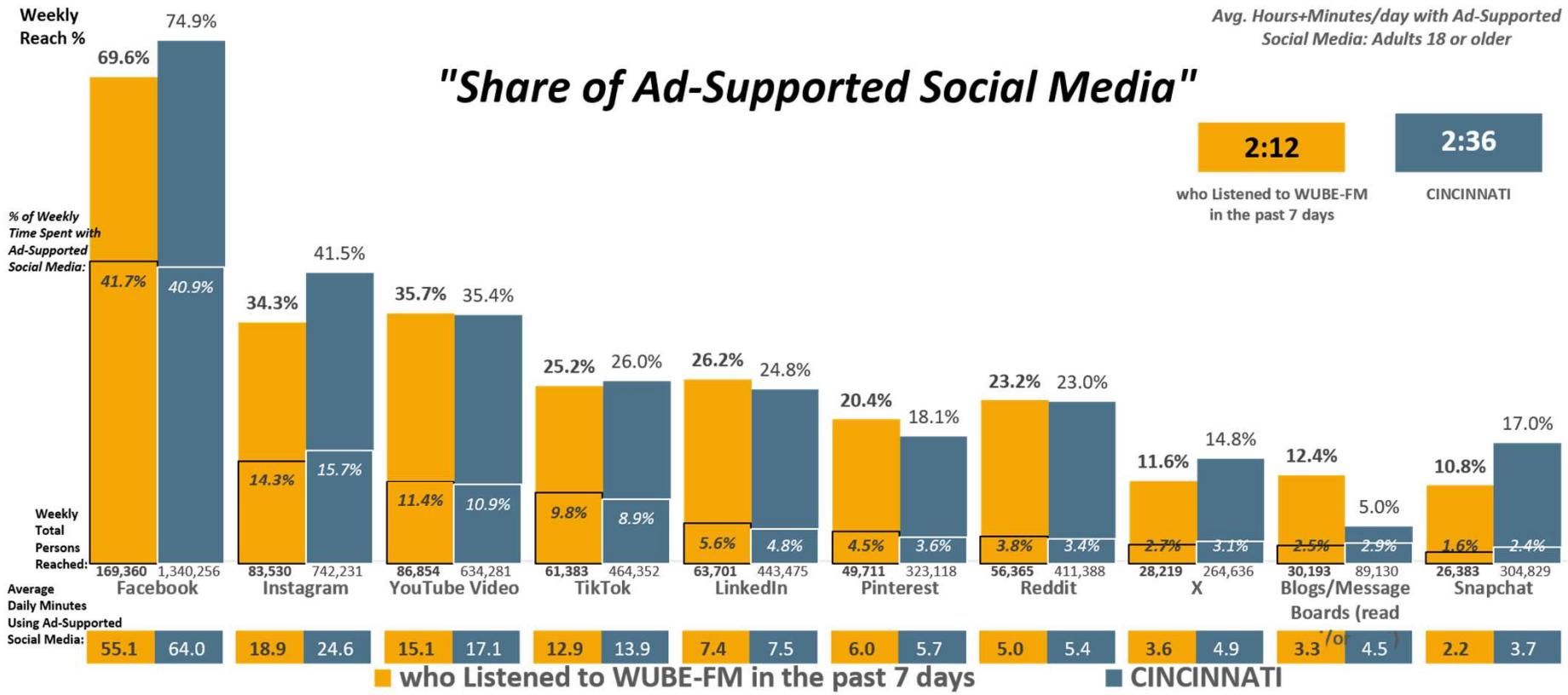
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Radio Stations: WREW-FM

B-105.1
CINCINNATI'S NEW COUNTRY!

169,360 or 69.6% of Adults 18 or older who Listened to WUBE-FM in the past 7 days use Ad-Supported Facebook for an average of 55.1 minutes every day representing 41.7% of all time spent daily with Ad-Supported Social Media.



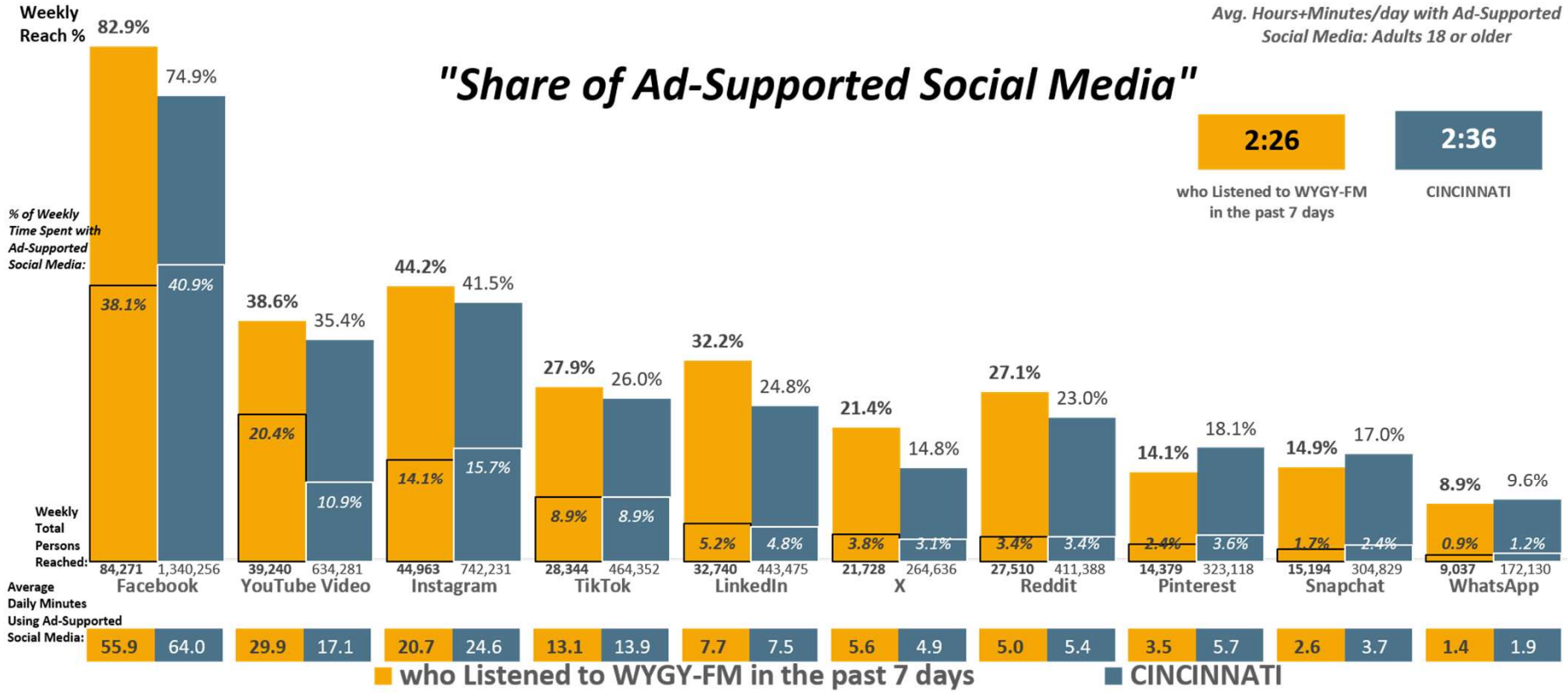
CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab 256 CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab 1,753

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Radio Stations: WUBE-FM

84,271 or 82.9% of Adults 18 or older who Listened to WYGY-FM in the past 7 days use Ad-Supported Facebook for an average of 55.9 minutes every day representing 38.1% of all time spent daily with Ad-Supported Social Media.



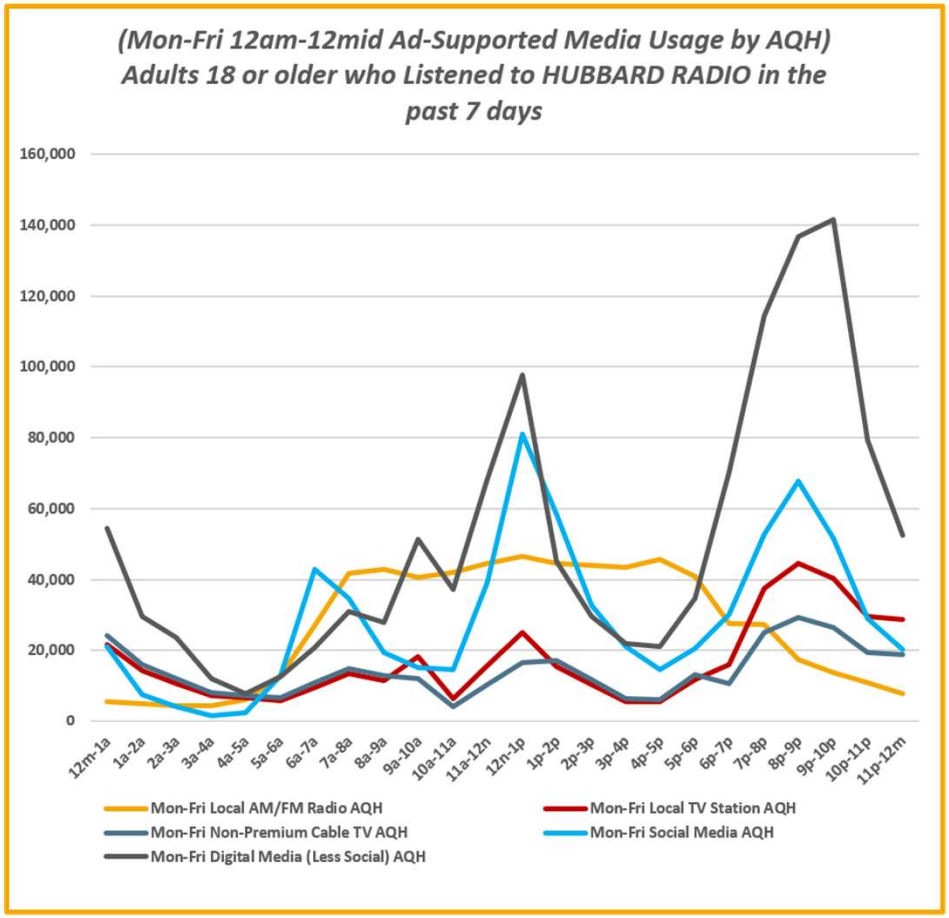
CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab 91 CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab 1,753

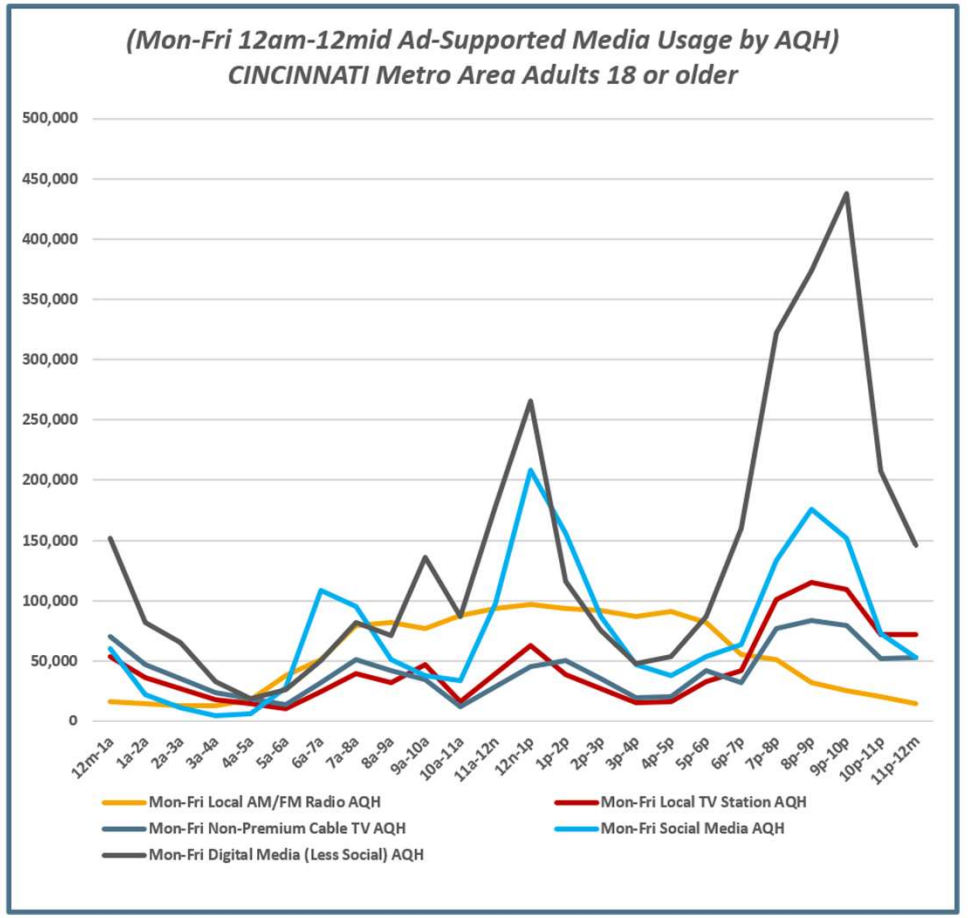
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Radio Stations: WYGY-FM

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 42,856; Local Radio: 40,873; Social Media: 32,637; Local TV: 12,679; Non-Prem. Cable: 11,313 reaching Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days.





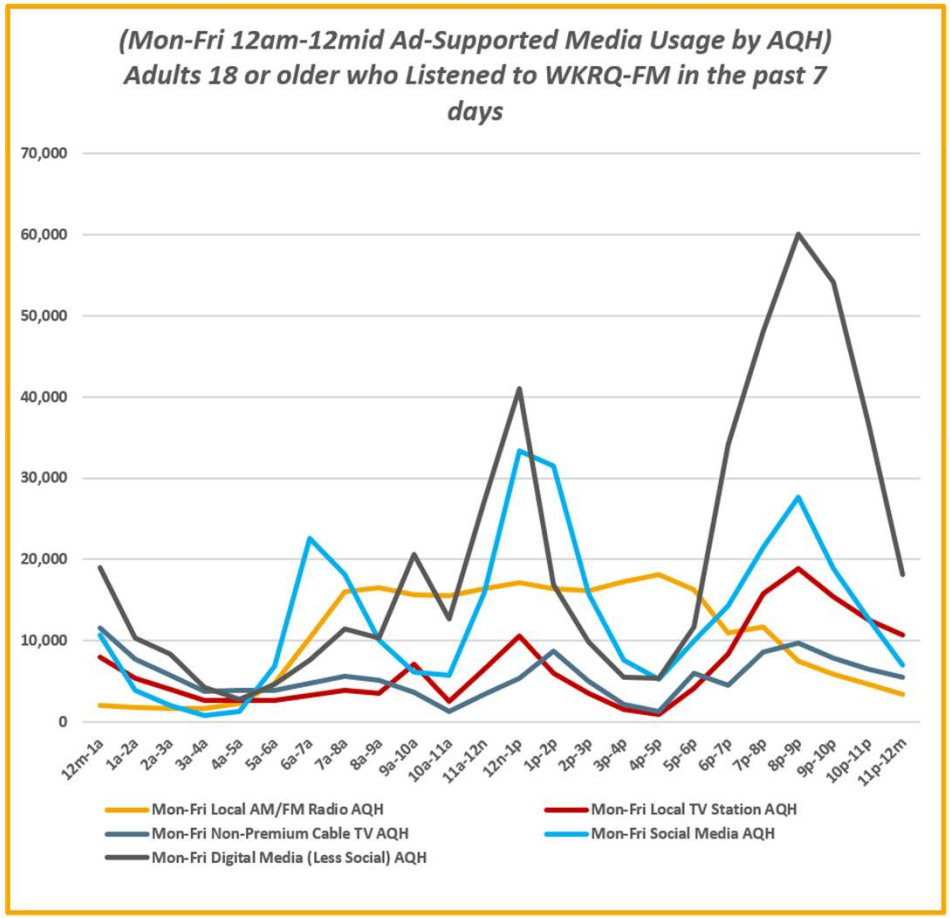
CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab 602

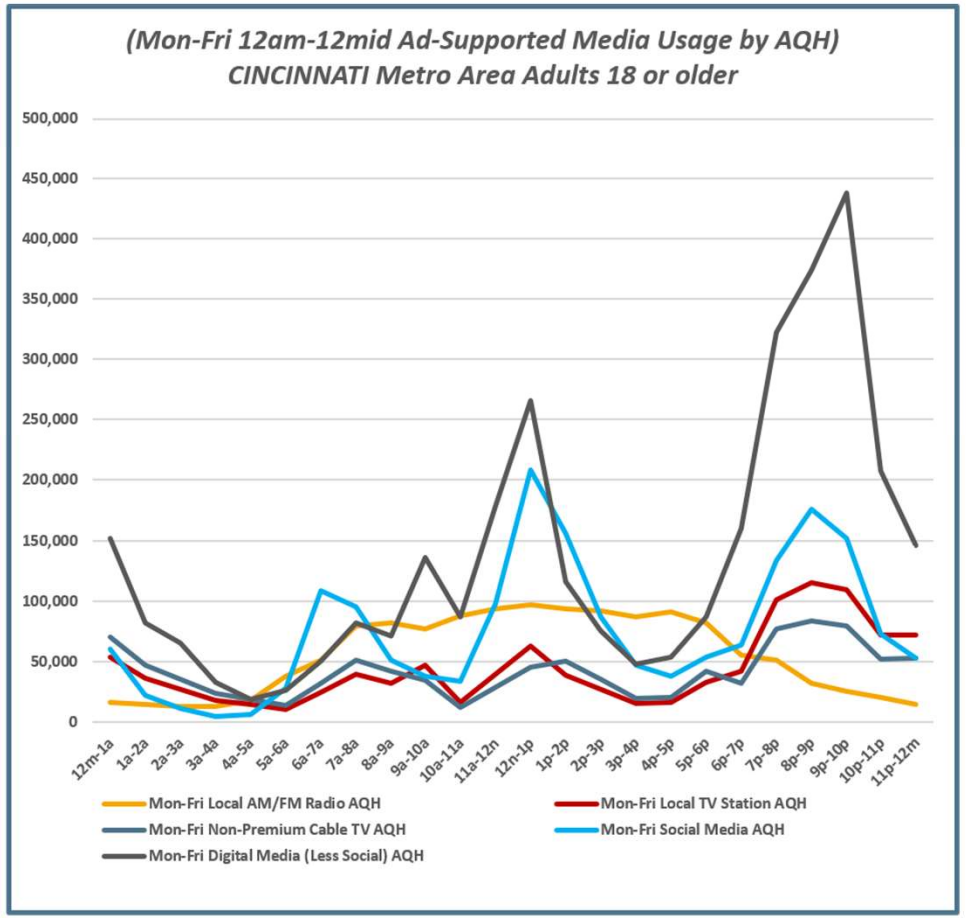
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(Radio Stations: WKRQ-FM OR Radio Stations: WREW-FM OR Radio Stations: WUBE-FM OR Radio Stations: WYGY-FM)

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 16,502; Local Radio: 15,605; Social Media: 15,112; Local TV: 4,774; Non-Prem. Cable: 4,377 reaching Adults 18 or older who Listened to WKRQ-FM in the past 7 days.





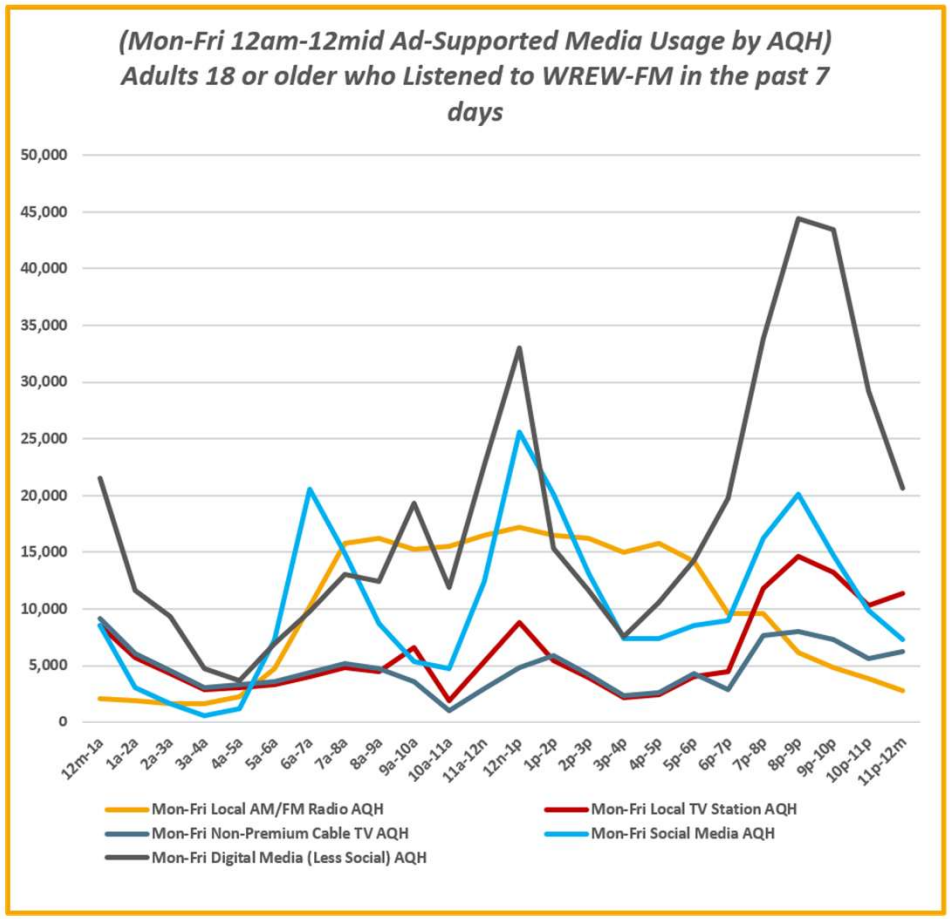
CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab 232

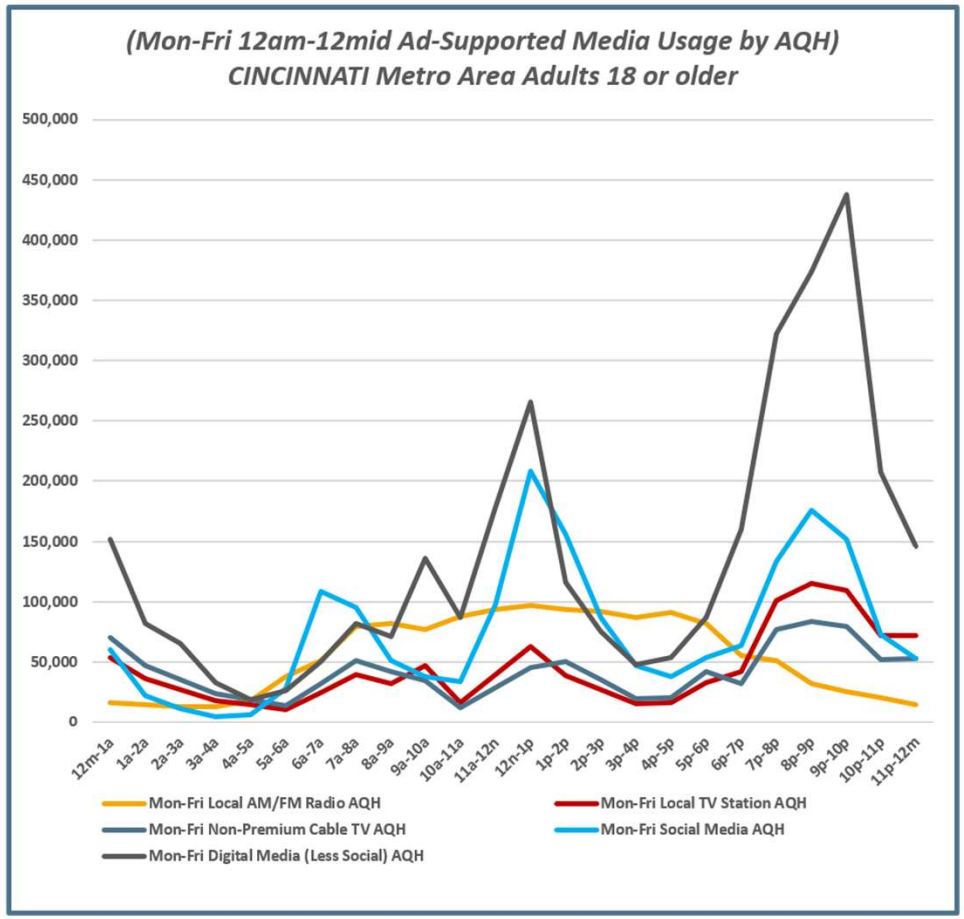
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Radio Stations: WKRQ-FM

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 15,484; Local Radio: 14,921; Social Media: 12,132; Local TV: 4,512; Non-Prem. Cable: 3,765 reaching Adults 18 or older who Listened to WREW-FM in the past 7 days.





CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab 211

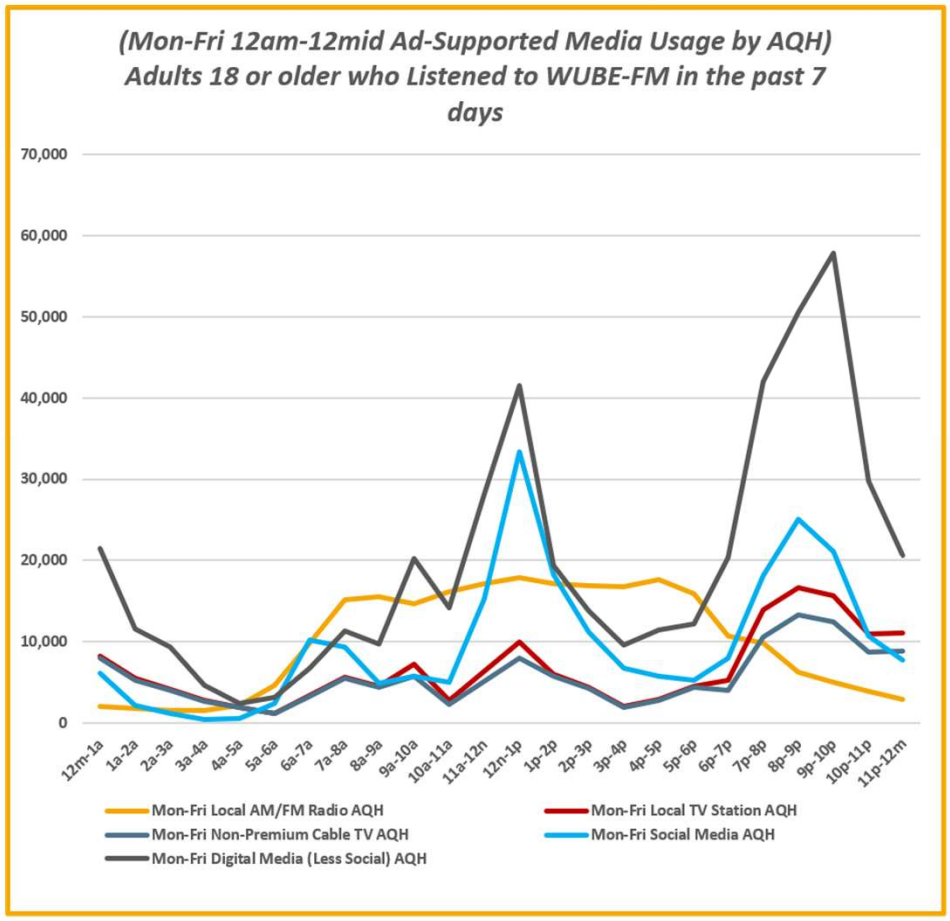
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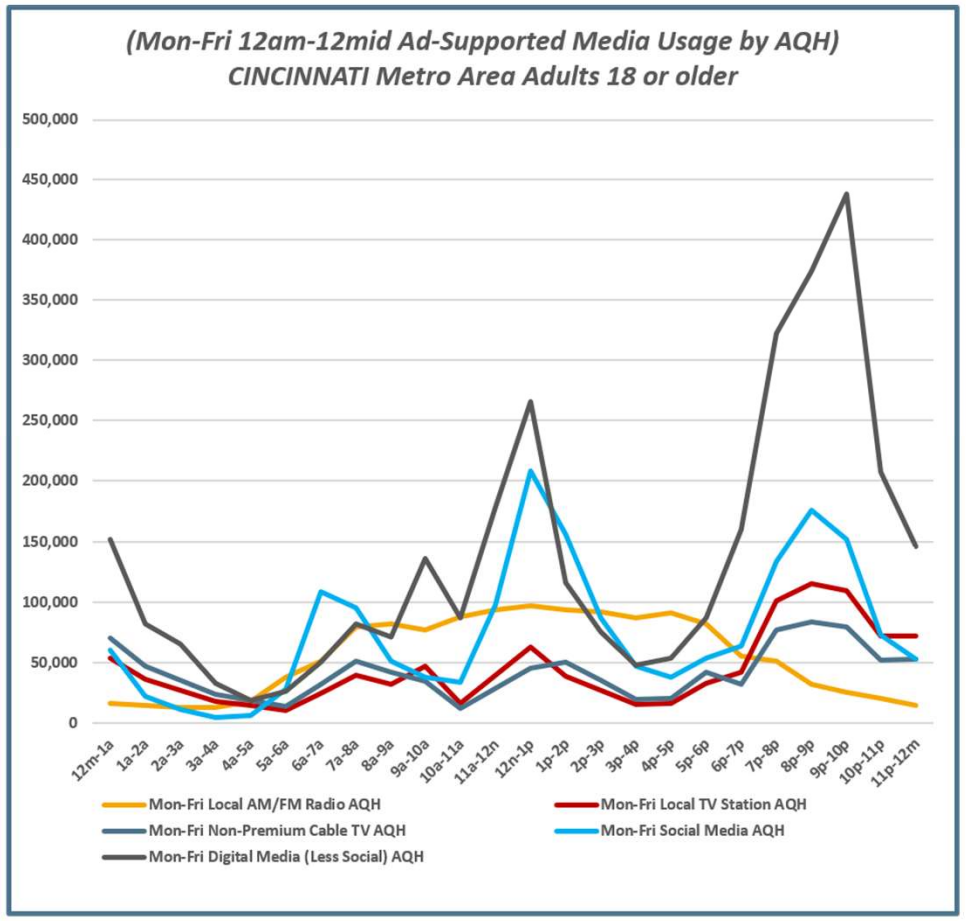
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Radio Stations: WREW-FM

B-105.1
CINCINNATI'S NEW COUNTRY!

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 16,820; Local Radio: 15,485; Social Media: 10,705; Local TV: 5,042; Non-Prem. Cable: 4,440 reaching Adults 18 or older who Listened to WUBE-FM in the past 7 days.





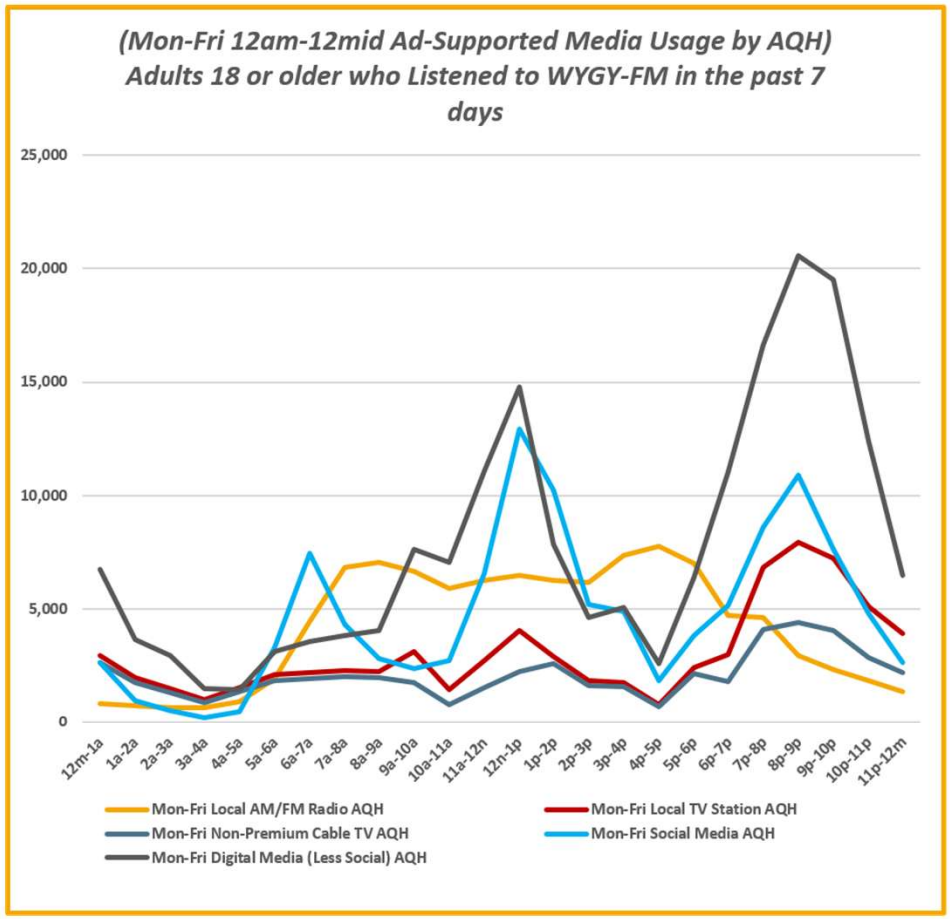
CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab 256

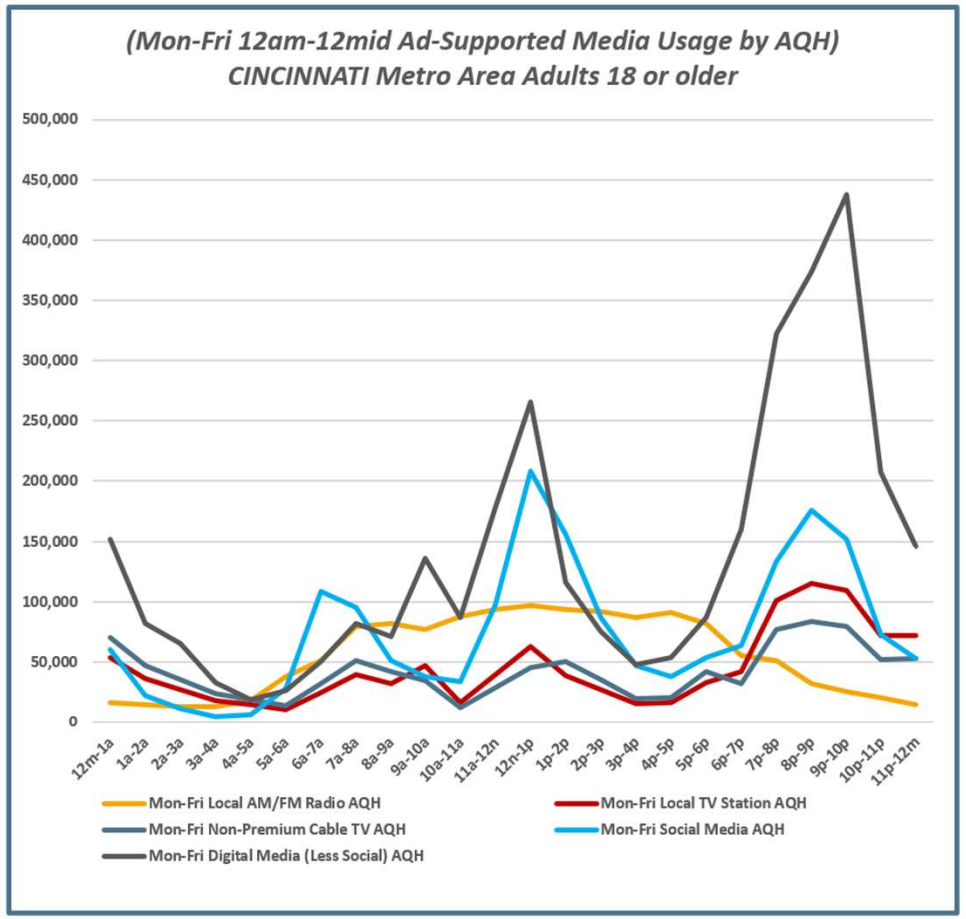
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Radio Stations: WUBE-FM

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 6,880; Local Radio: 6,371; Social Media: 5,406; Local TV: 2,352; Non-Prem. Cable: 1,739 reaching Adults 18 or older who Listened to WYGY-FM in the past 7 days.





CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab 91

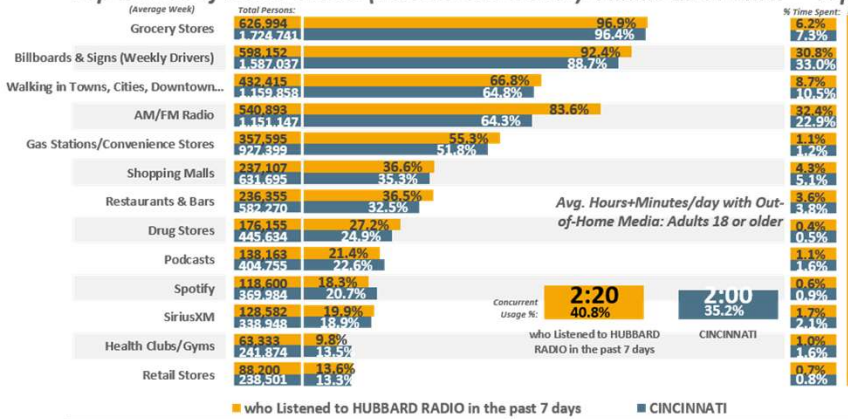
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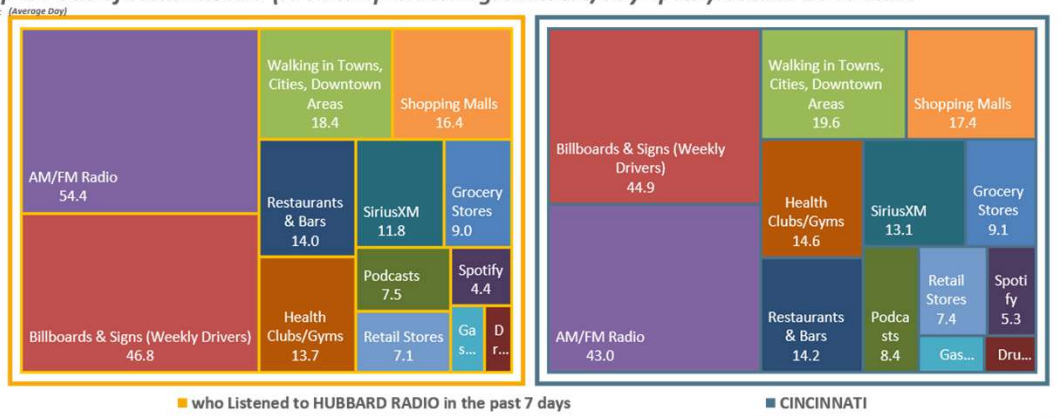
Radio Stations: WYGY-FM

598,152 or 92.4% of Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days spend an average of 46.8 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 48.2 minutes/day.

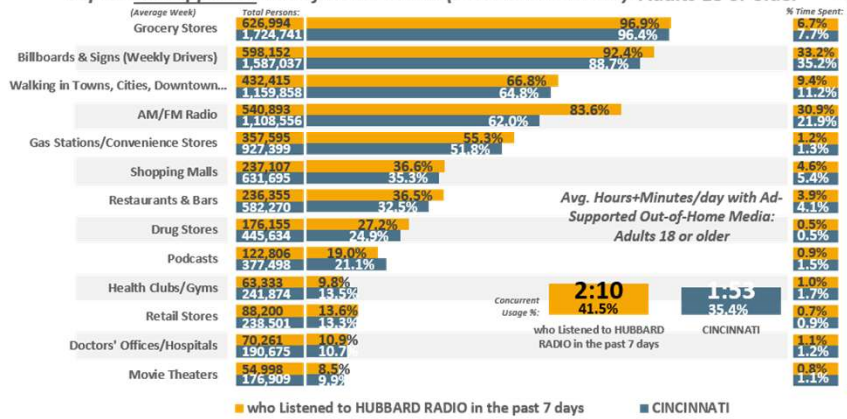
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



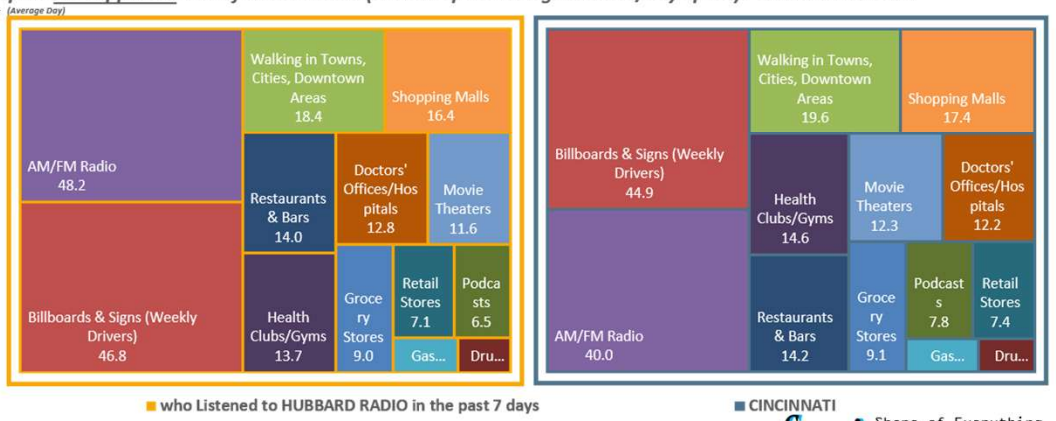
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab 602

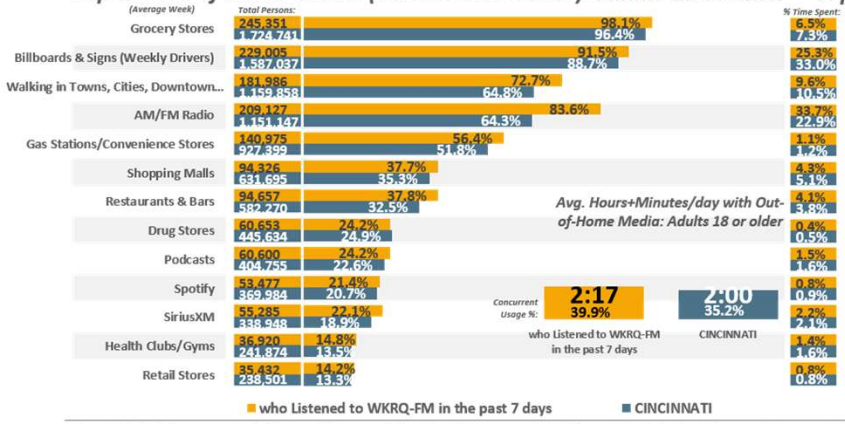
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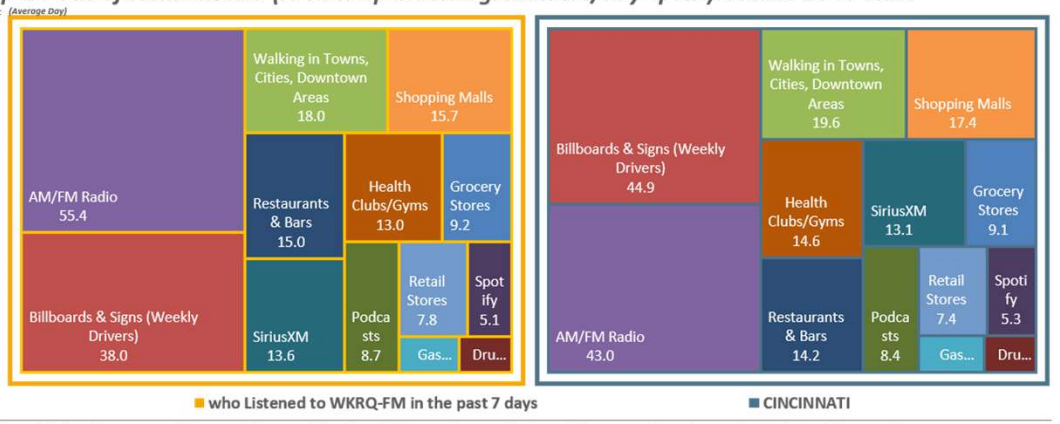
(Radio Stations: WKRQ-FM OR Radio Stations: WREW-FM OR Radio Stations: WUBE-FM OR Radio Stations: WYGY-FM)

229,005 or 91.5% of Adults 18 or older who Listened to WKRQ-FM in the past 7 days spend an average of 38. minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 48.4 minutes/day.

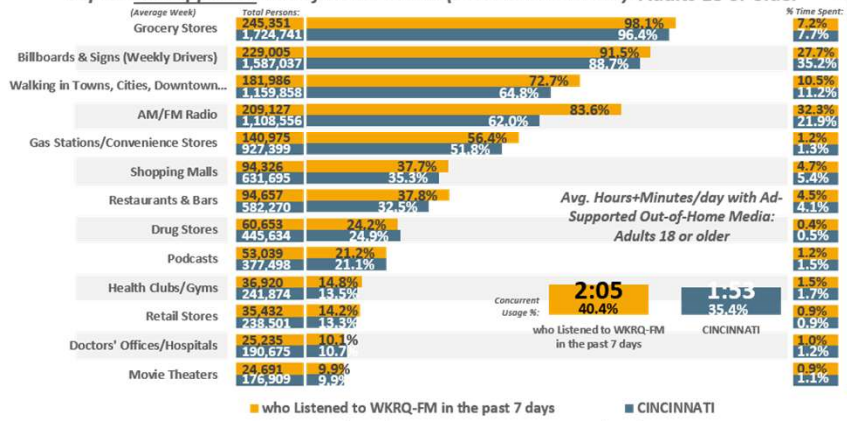
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



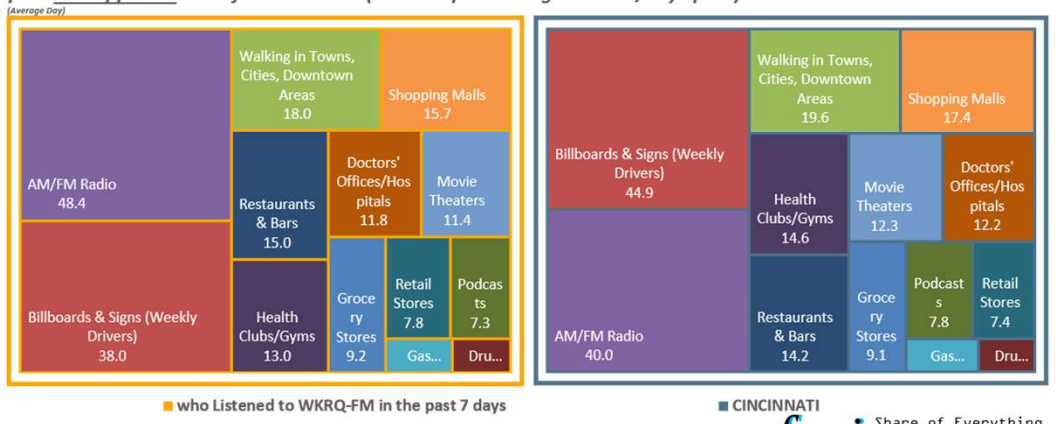
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab 232

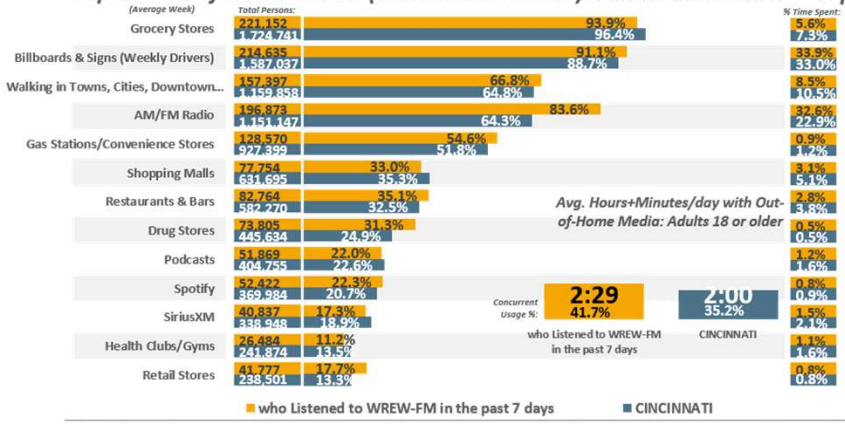
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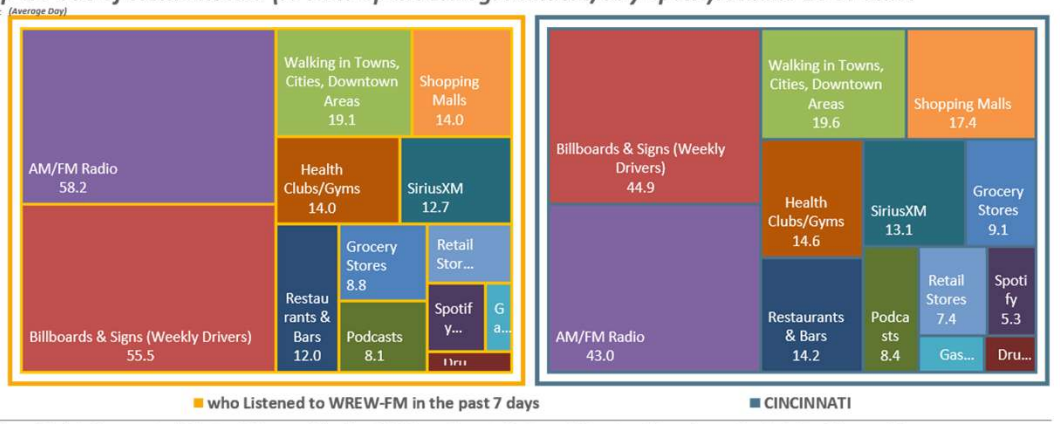
Radio Stations: WKRQ-FM

214,635 or 91.1% of Adults 18 or older who Listened to WREW-FM in the past 7 days spend an average of 55.5 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 54. minutes/day.

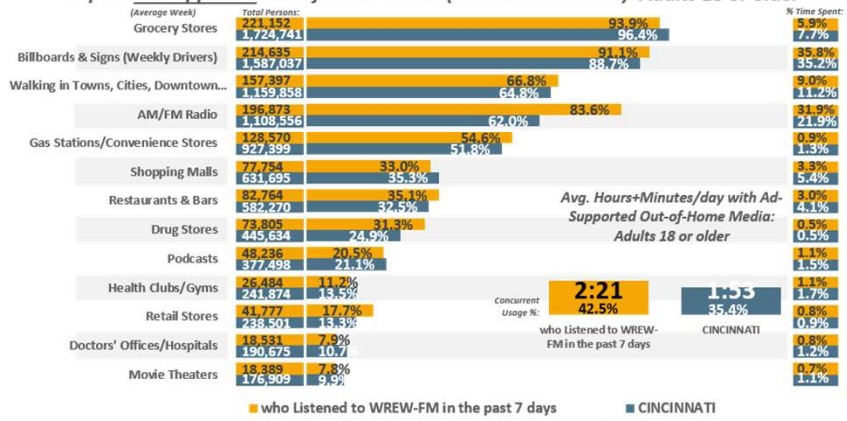
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



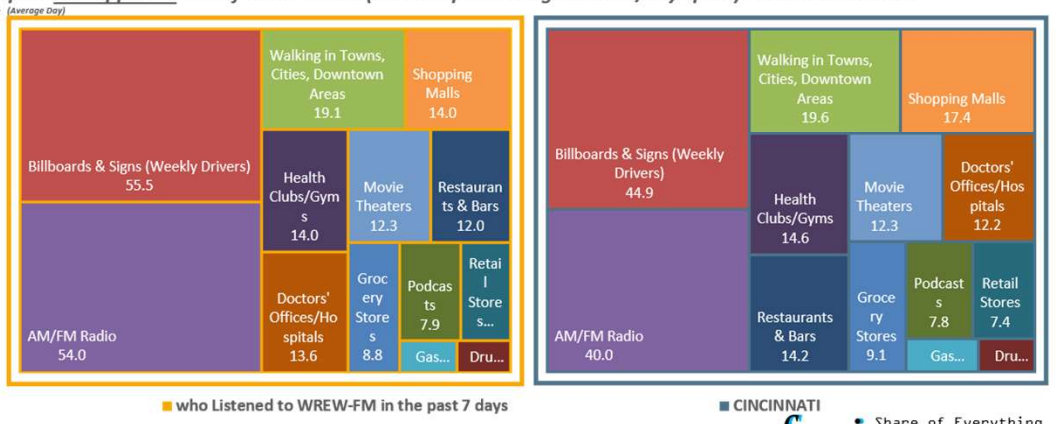
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab 211

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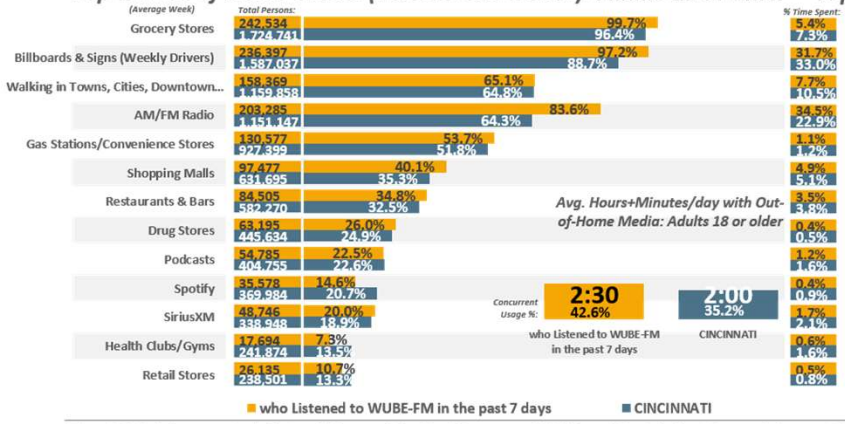
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Radio Stations: WREW-FM

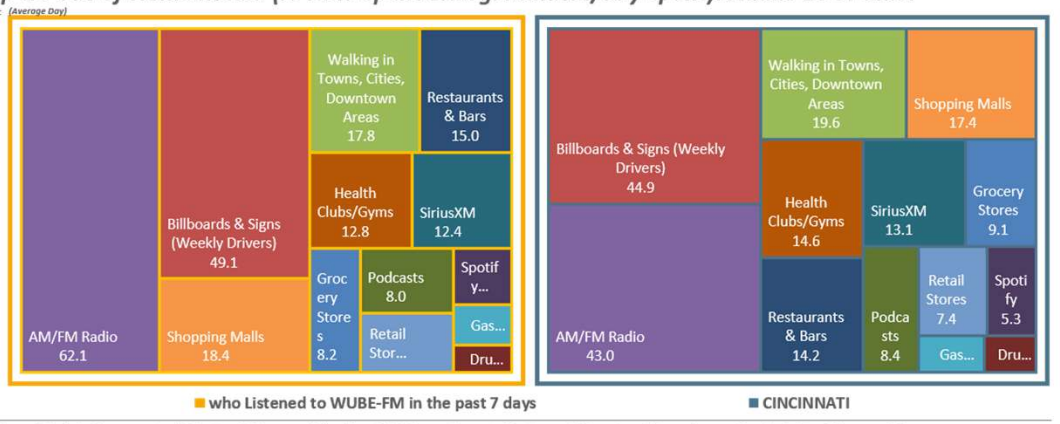
B-105.1
CINCINNATI'S NEW COUNTRY!

236,397 or 97.2% of Adults 18 or older who Listened to WUBE-FM in the past 7 days spend an average of 49.1 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 54.6 minutes/day.

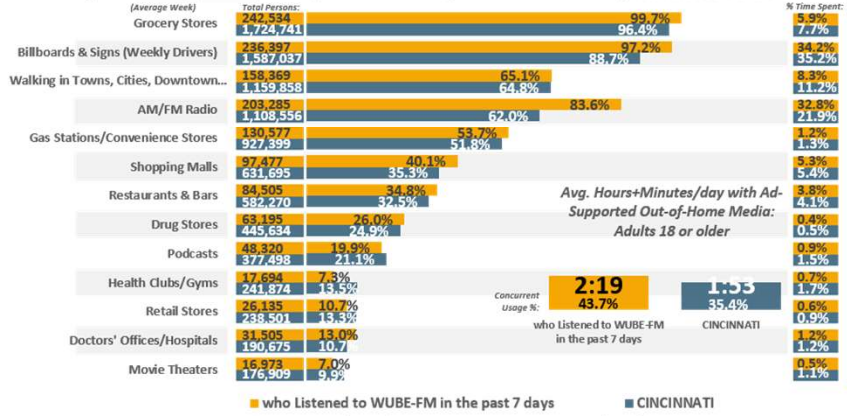
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



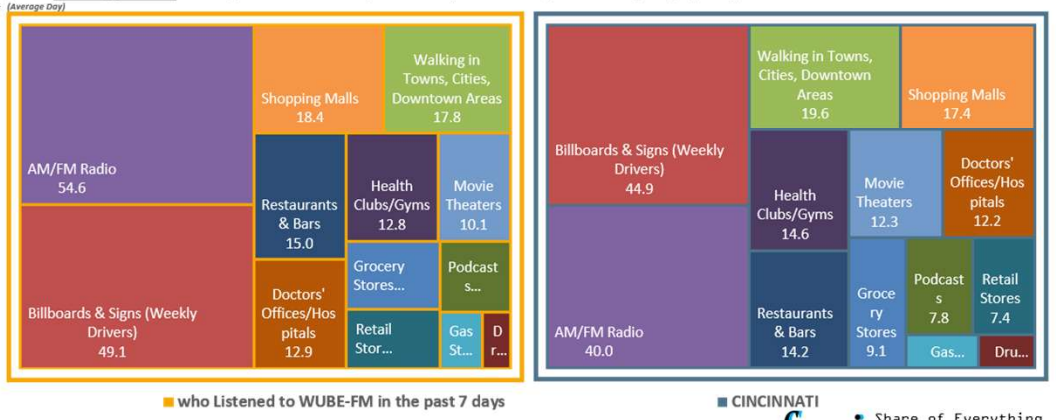
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab 256

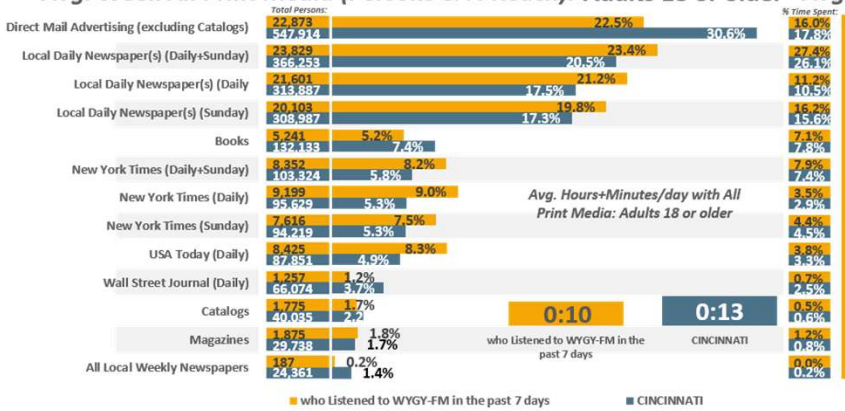
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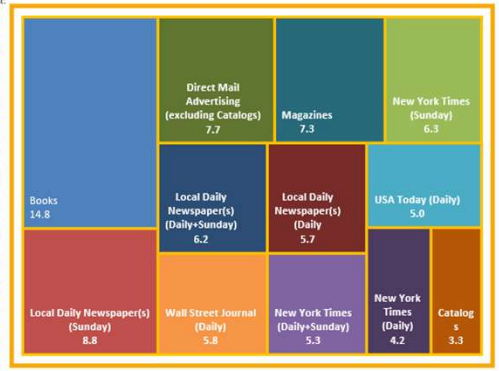
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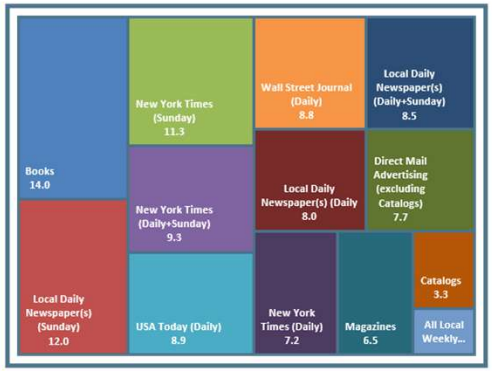
Radio Stations: WUBE-FM

23,829 or 23.4% of Adults 18 or older who Listened to WYGY-FM in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 6.2 minutes every day representing 29.5% of all time spent daily with All forms of Print Media.

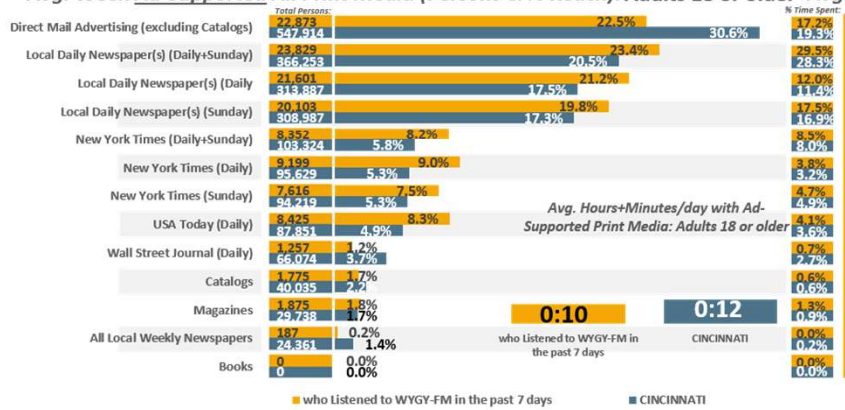
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older

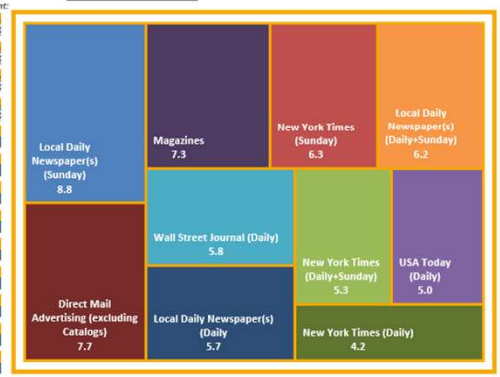


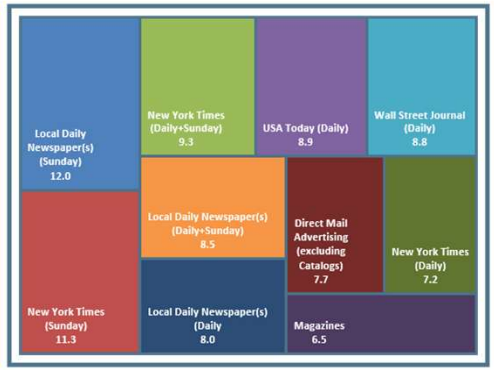




Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older







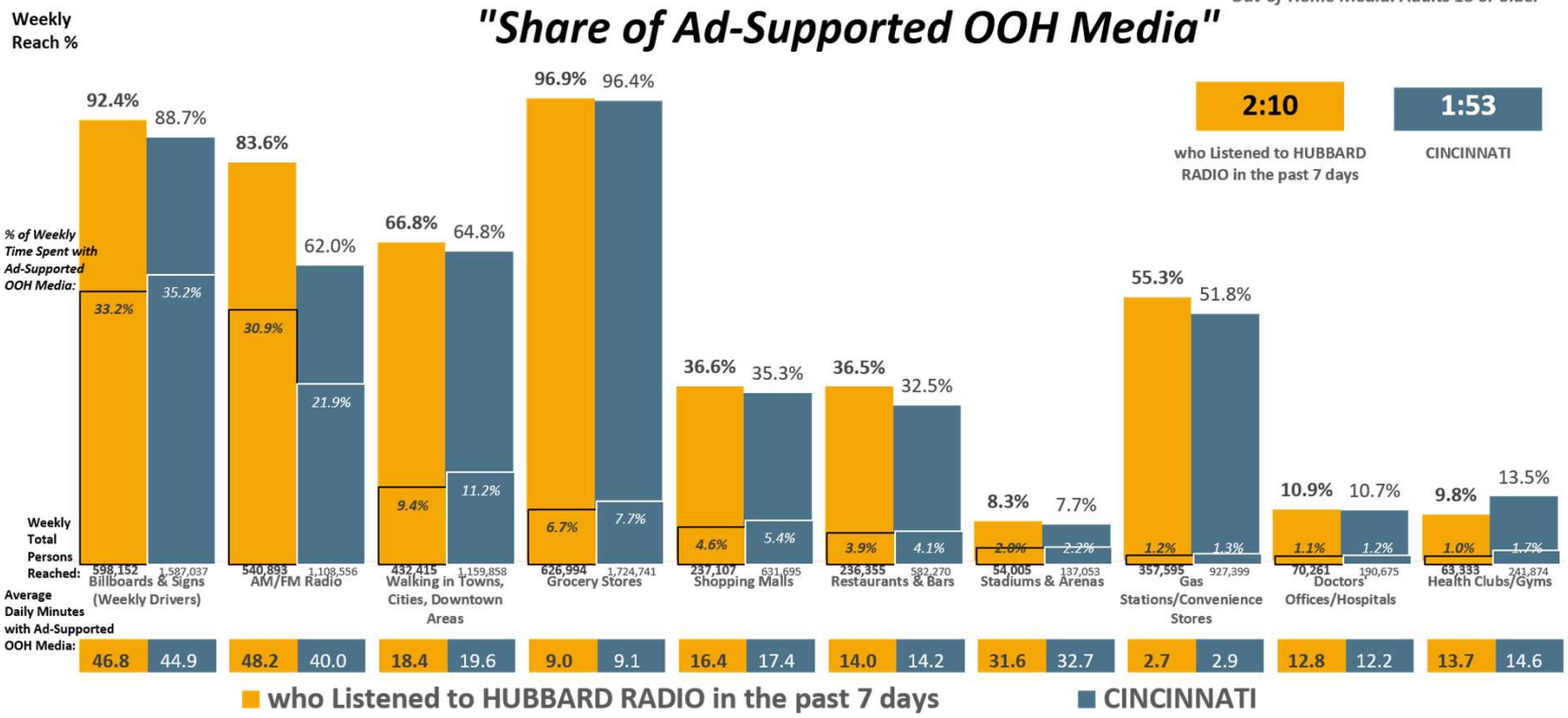
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598,152 or 92.4% of Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days spend an average of 46.8 minutes per day driving, seeing Billboards and Signs representing 33.2% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab 602 CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab 1,753

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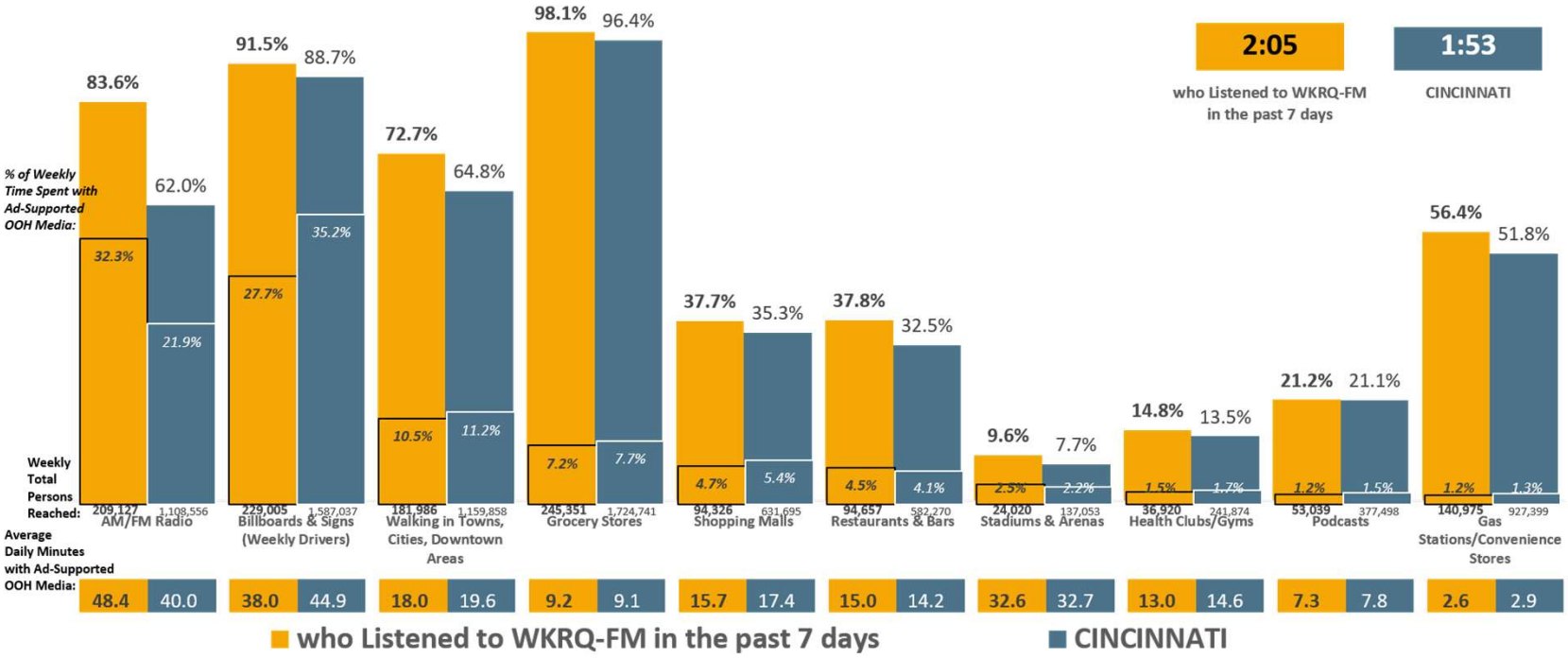
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(Radio Stations: WKRQ-FM OR Radio Stations: WREW-FM OR Radio Stations: WUBE-FM OR Radio Stations: WYGY-FM)

229,005 or 91.5% of Adults 18 or older who Listened to WKRQ-FM in the past 7 days spend an average of 38. minutes per day driving, seeing Billboards and Signs representing 27.7% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab 232 CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab 1,753

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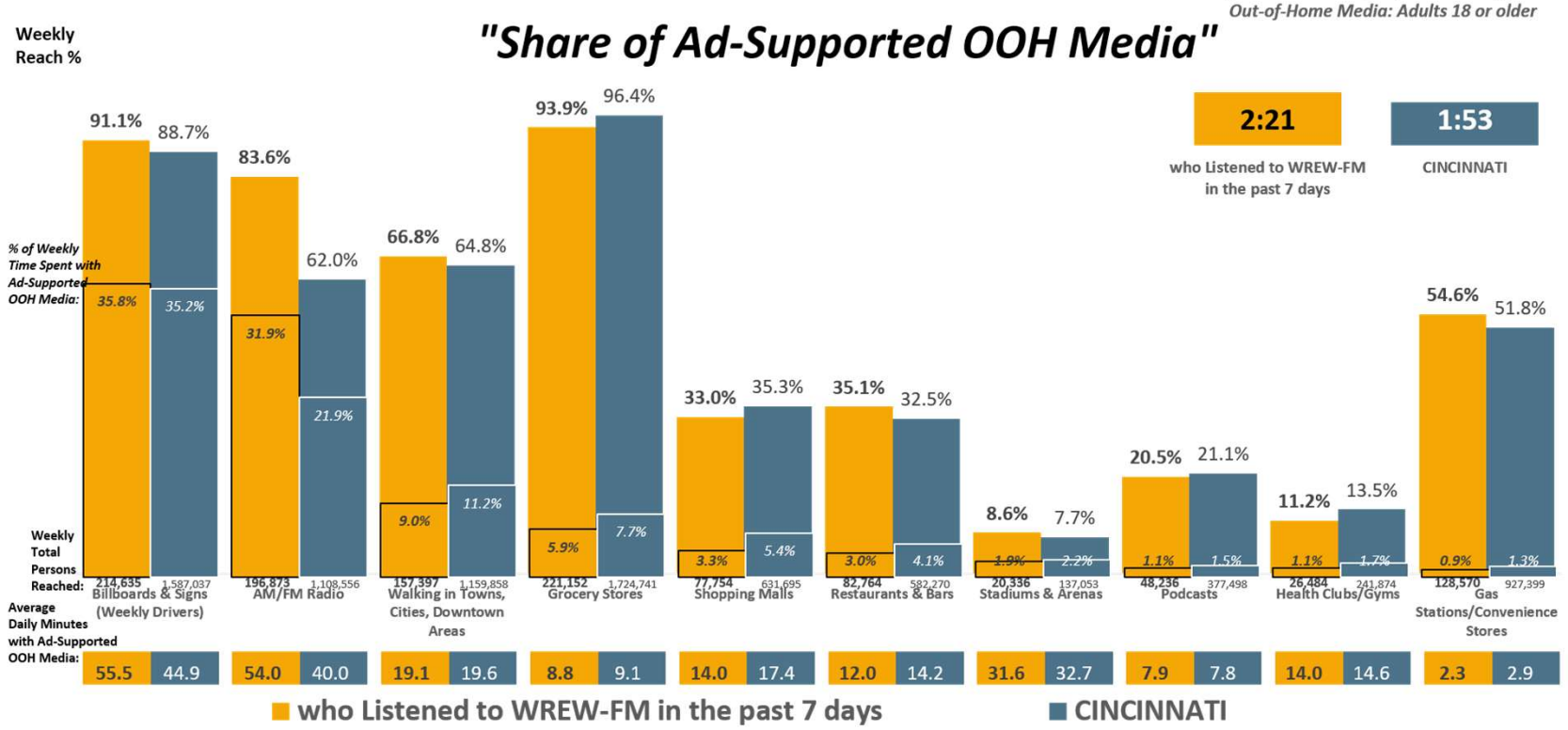
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Radio Stations: WKRQ-FM

214,635 or 91.1% of Adults 18 or older who Listened to WREW-FM in the past 7 days spend an average of 55.5 minutes per day driving, seeing Billboards and Signs representing 35.8% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab 211 CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab 1,753

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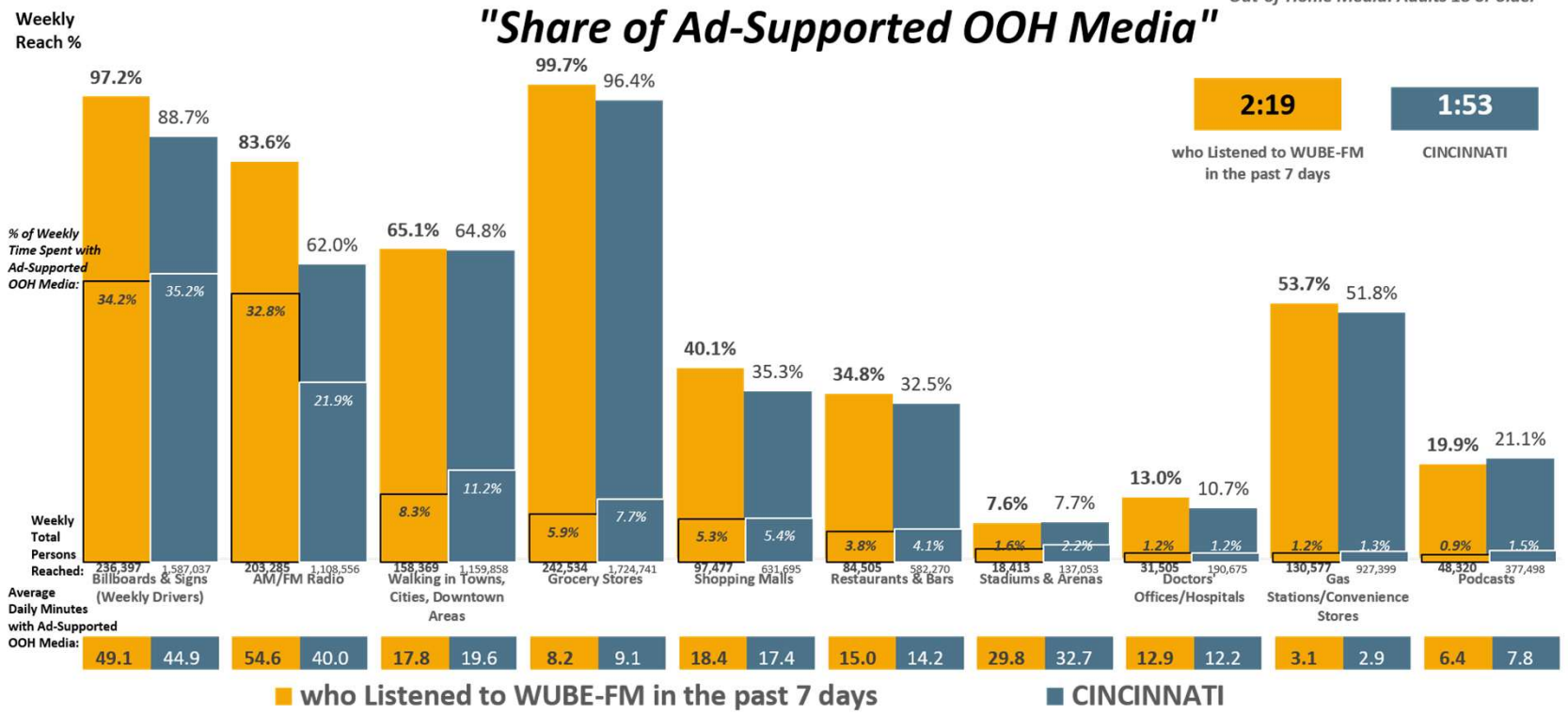
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Radio Stations: WREW-FM

B-105.1
CINCINNATI'S NEW COUNTRY!

236,397 or 97.2% of Adults 18 or older who Listened to WUBE-FM in the past 7 days spend an average of 49.1 minutes per day driving, seeing Billboards and Signs representing 34.2% of all Time Spent with Ad-Supported Out-of-Home Media.

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



CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab 256 CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab 1,753

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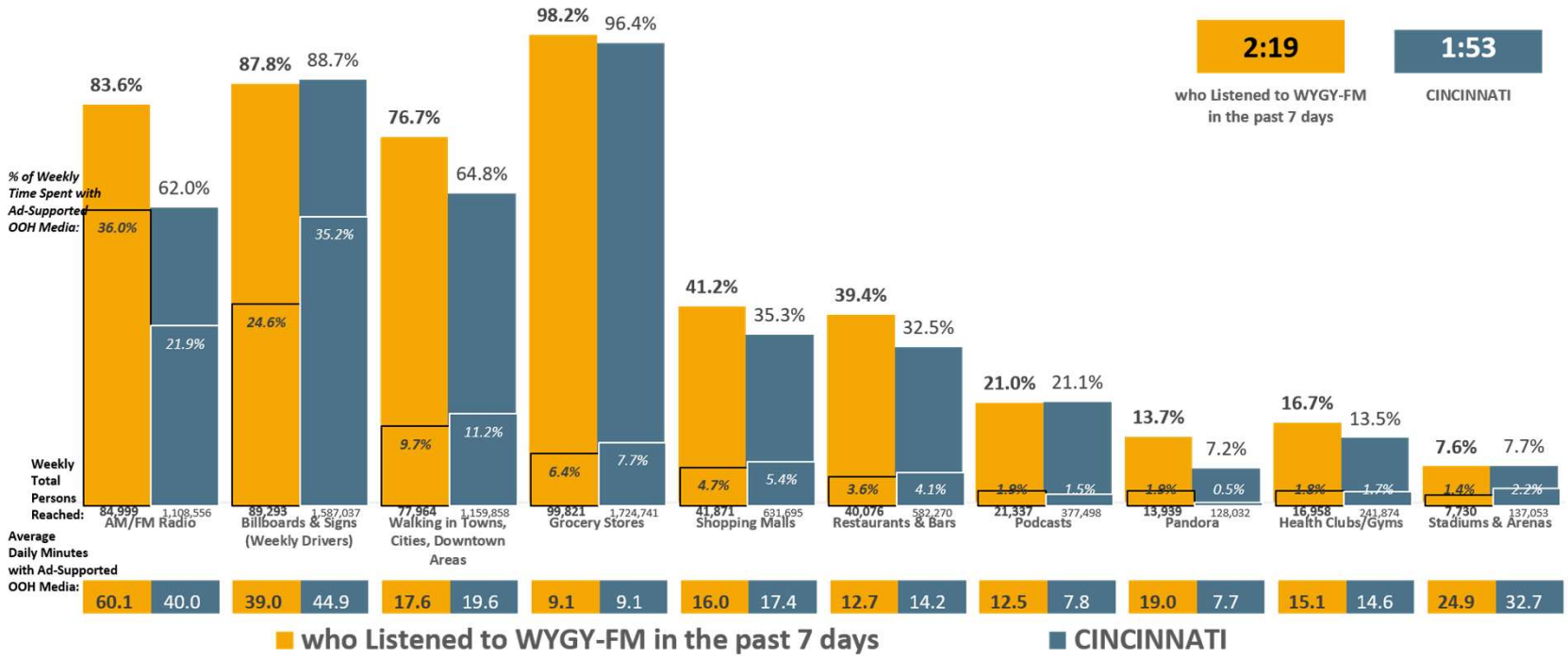
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Radio Stations: WUBE-FM

89,293 or 87.8% of Adults 18 or older who Listened to WYGY-FM in the past 7 days spend an average of 39. minutes per day driving, seeing Billboards and Signs representing 24.6% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab 91 CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab 1,753

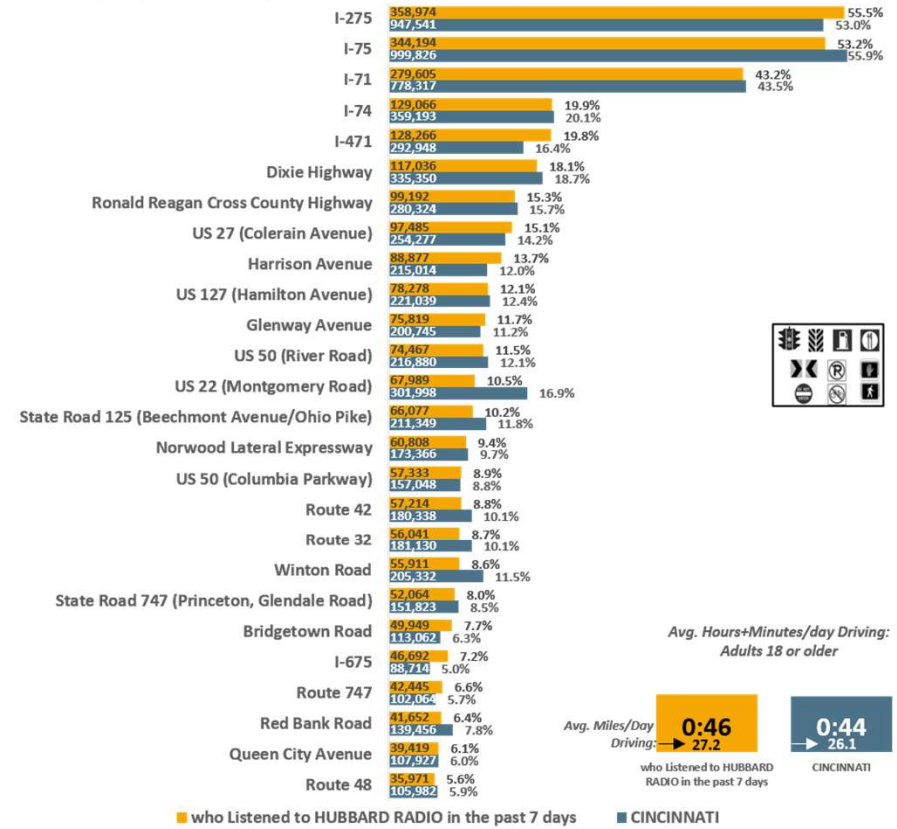
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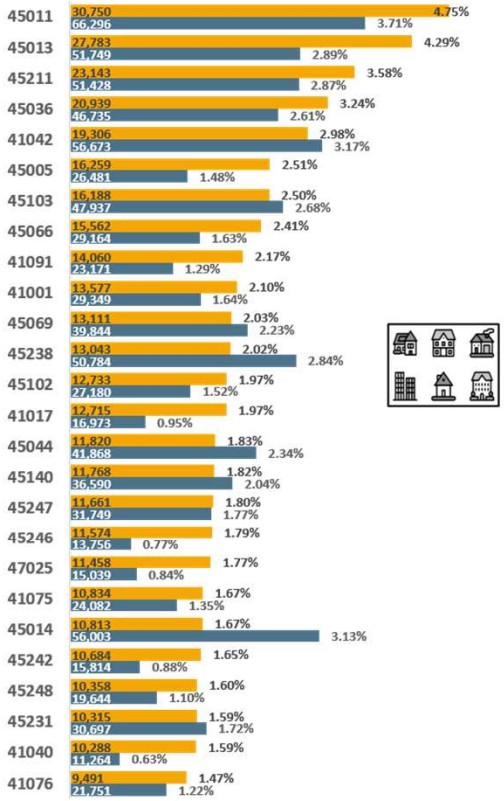
Radio Stations: WYGY-FM

598,152 or 92.4% of Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days spend an average of 46.8 minutes per day driving an average of 27.2 miles each day and are 21.1% more likely to use I-471 than the Metro average.

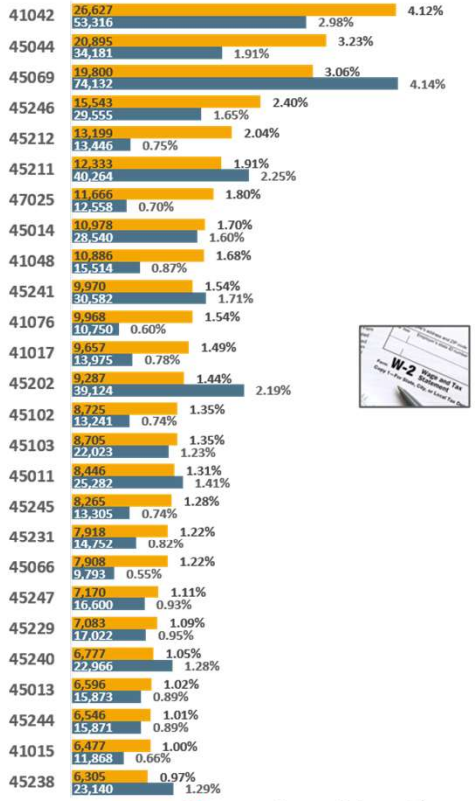
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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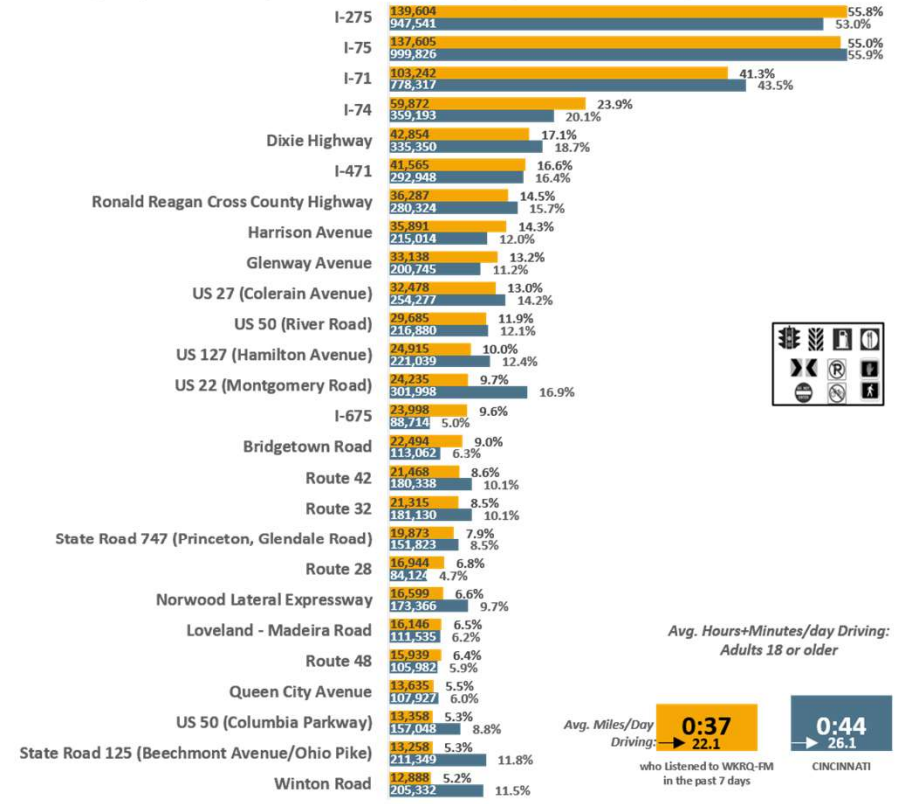
CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab 602

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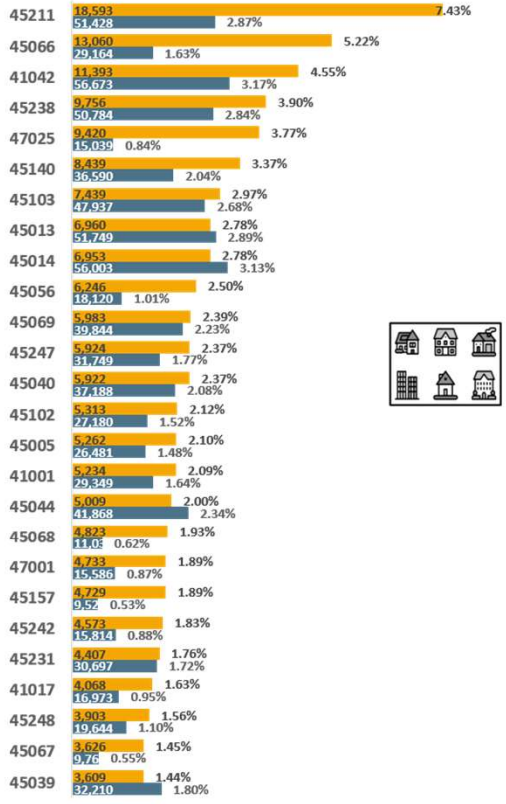
(Radio Stations: WKRQ-FM OR Radio Stations: WREW-FM OR Radio Stations: WUBE-FM OR Radio Stations: WYGY-FM)

229,005 or 91.5% of Adults 18 or older who Listened to WKRQ-FM in the past 7 days spend an average of 38. minutes per day driving an average of 22.1 miles each day and are 93.5% more likely to use I-675 than the Metro average.

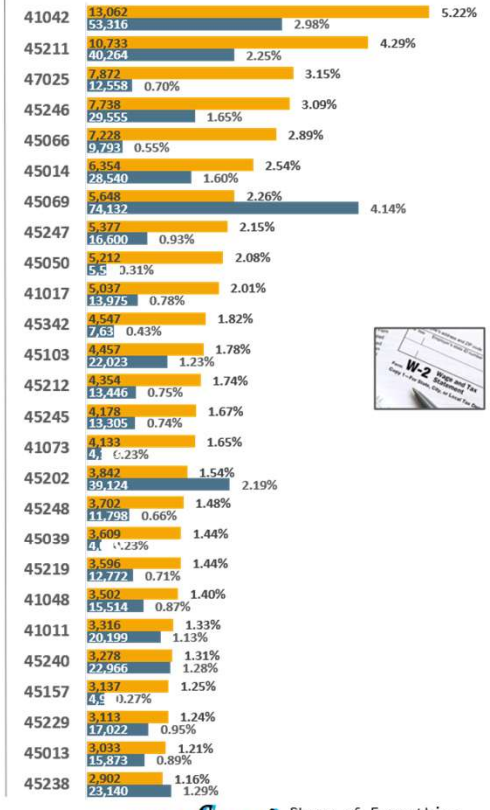
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



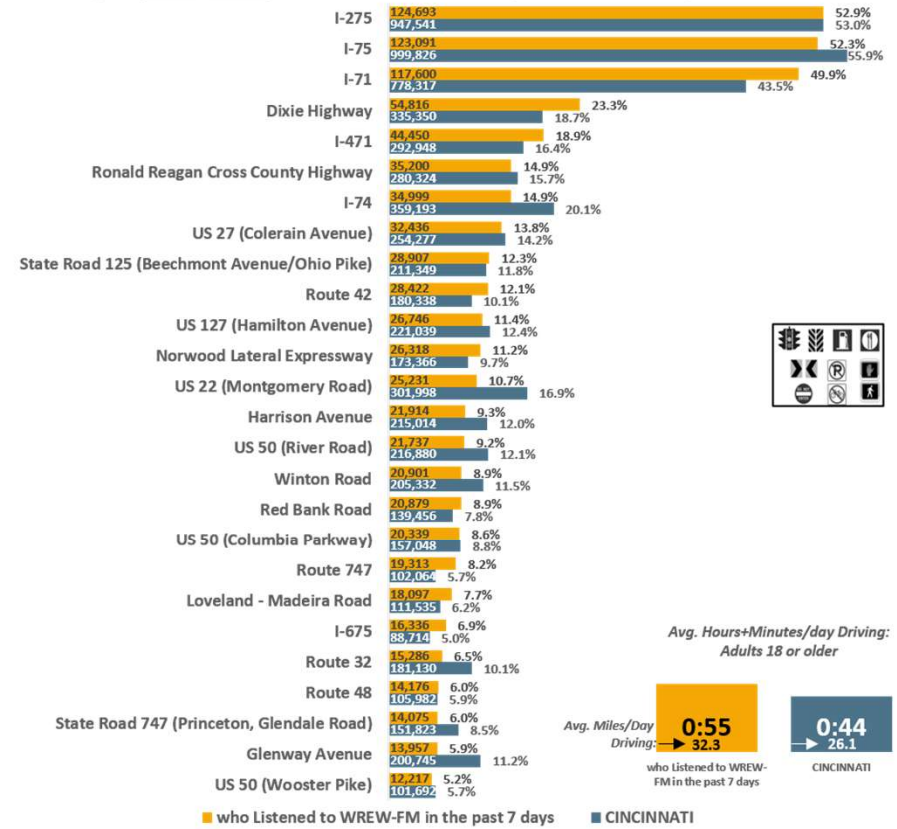
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Radio Stations: WKRQ-FM

214,635 or 91.1% of Adults 18 or older who Listened to WREW-FM in the past 7 days spend an average of 55.5 minutes per day driving an average of 32.3 miles each day and are 43.8% more likely to use Route 747 than the Metro average.

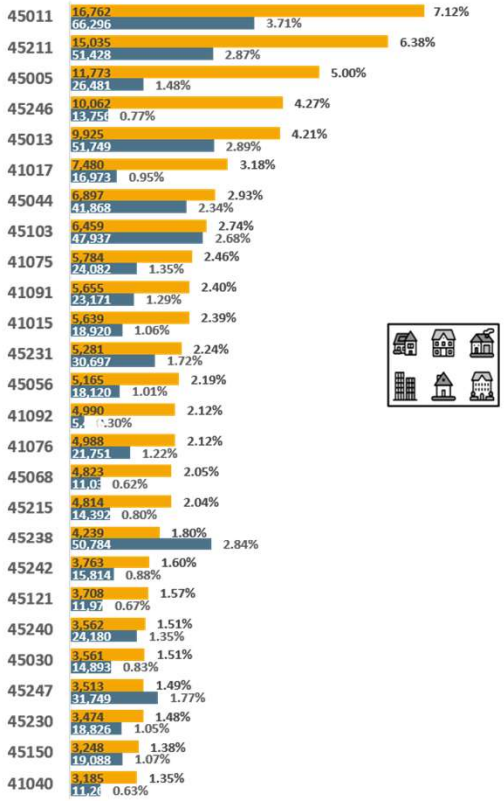
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



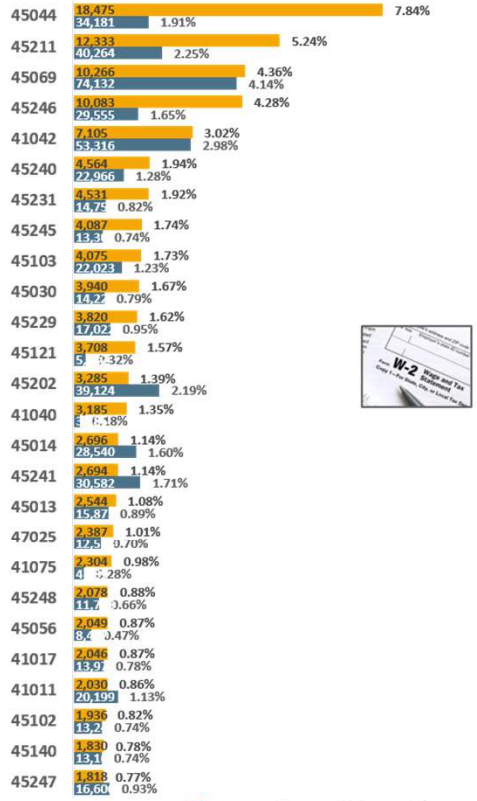
Avg. Hours+Minutes/day Driving: Adults 18 or older

Avg. Miles/Day Driving:

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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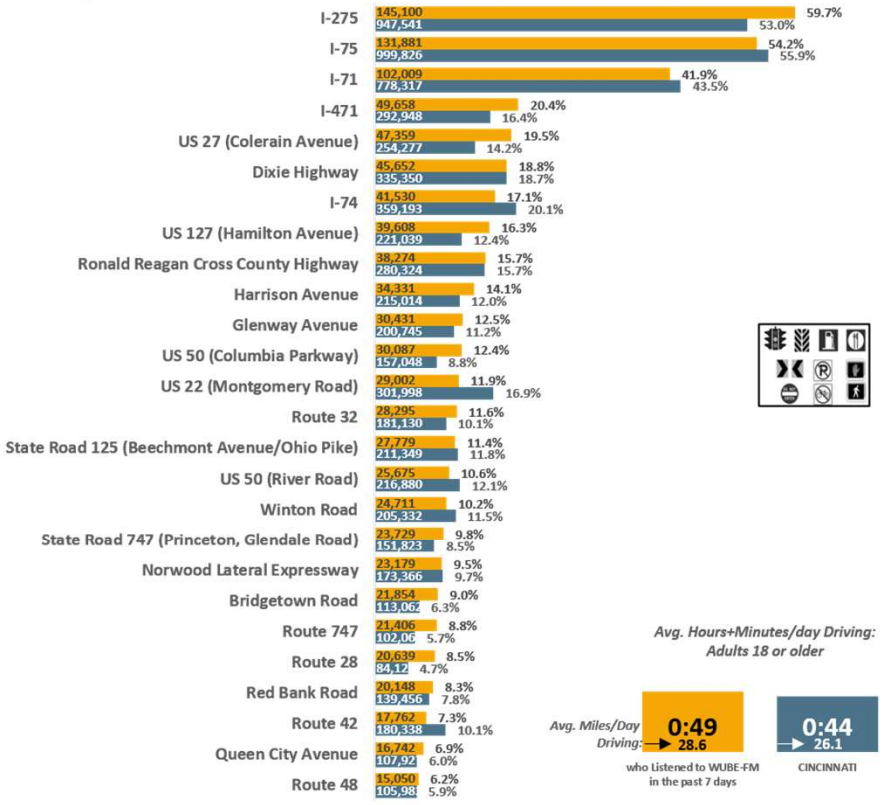
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Radio Stations: WREW-FM

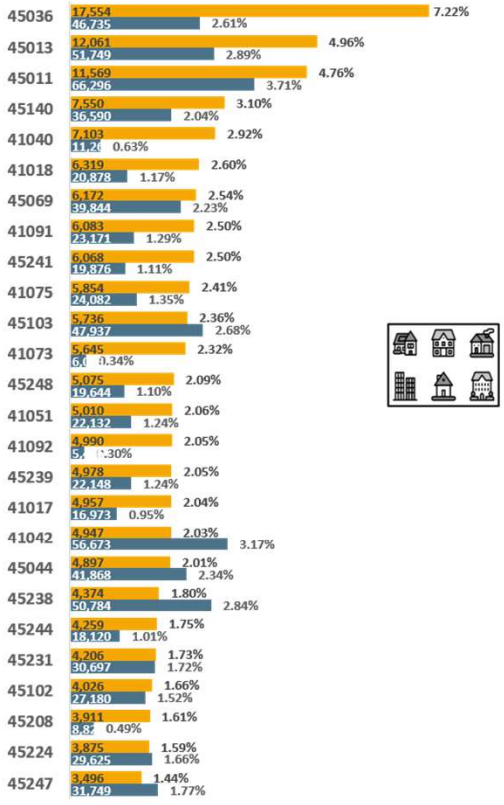
B-105.1
CINCINNATI'S NEW COUNTRY!

236,397 or 97.2% of Adults 18 or older who Listened to WUBE-FM in the past 7 days spend an average of 49.1 minutes per day driving an average of 28.6 miles each day and are 41.% more likely to use US 50 (Columbia Parkway) than the Metro average.

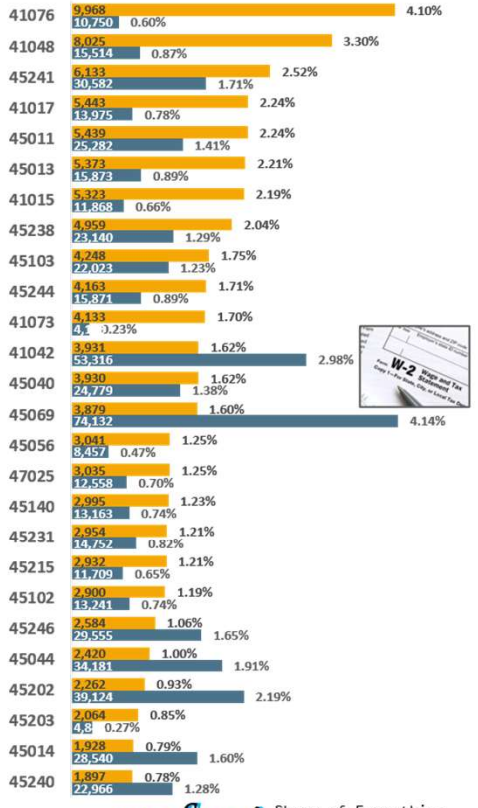
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



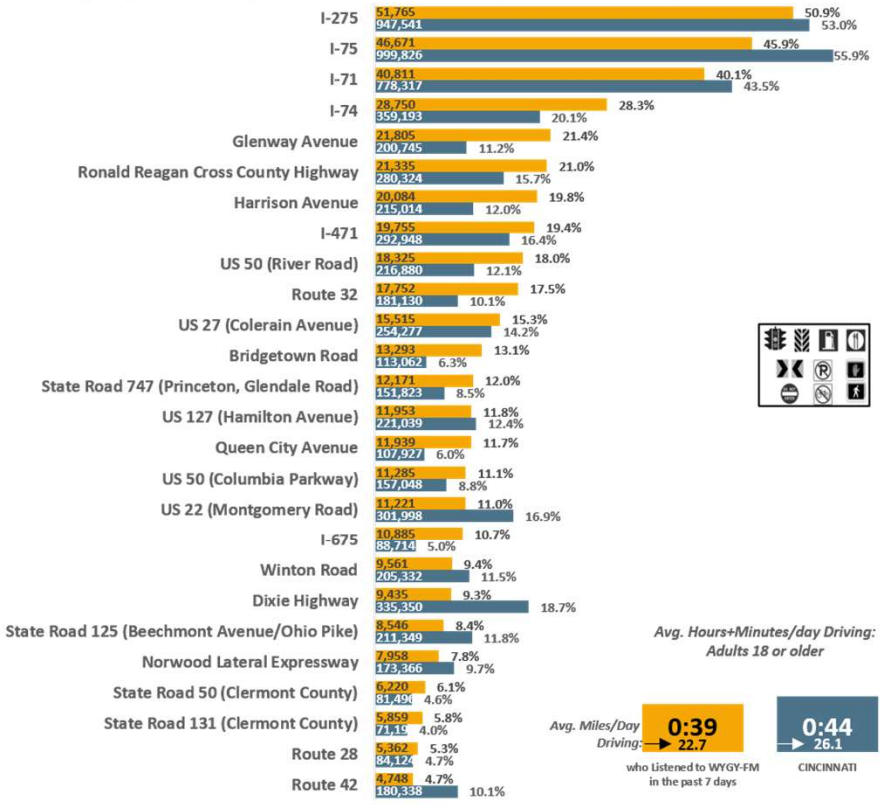
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Radio Stations: WUBE-FM

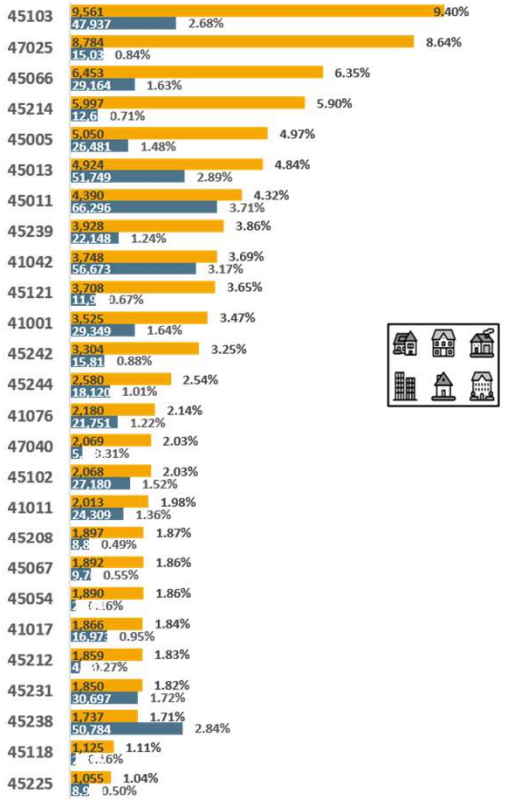
89,293 or 87.8% of Adults 18 or older who Listened to WYGY-FM in the past 7 days spend an average of 39. minutes per day driving an average of 22.7 miles each day and are 115.9% more likely to use I-675 than the Metro average.

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

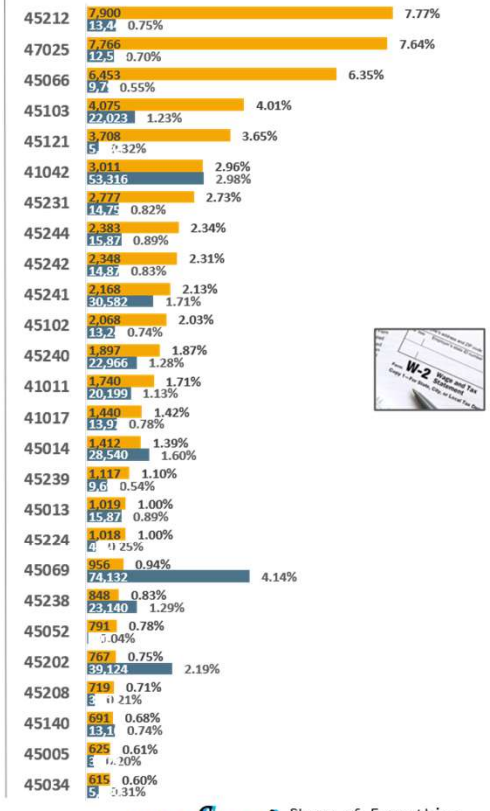


Avg. Hours+Minutes/day Driving: Adults 18 or older

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



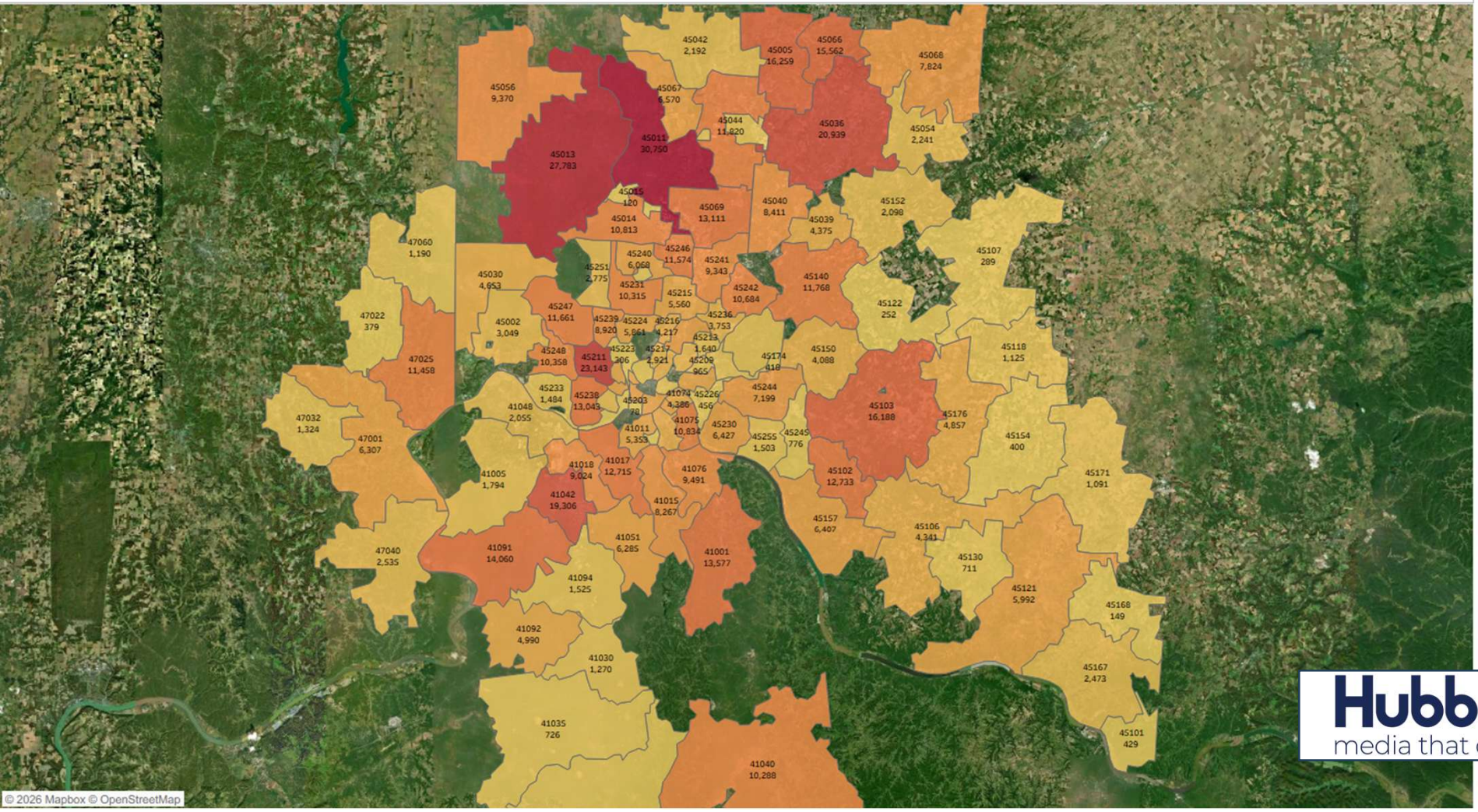
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CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab 91

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Radio Stations: WYGY-FM

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



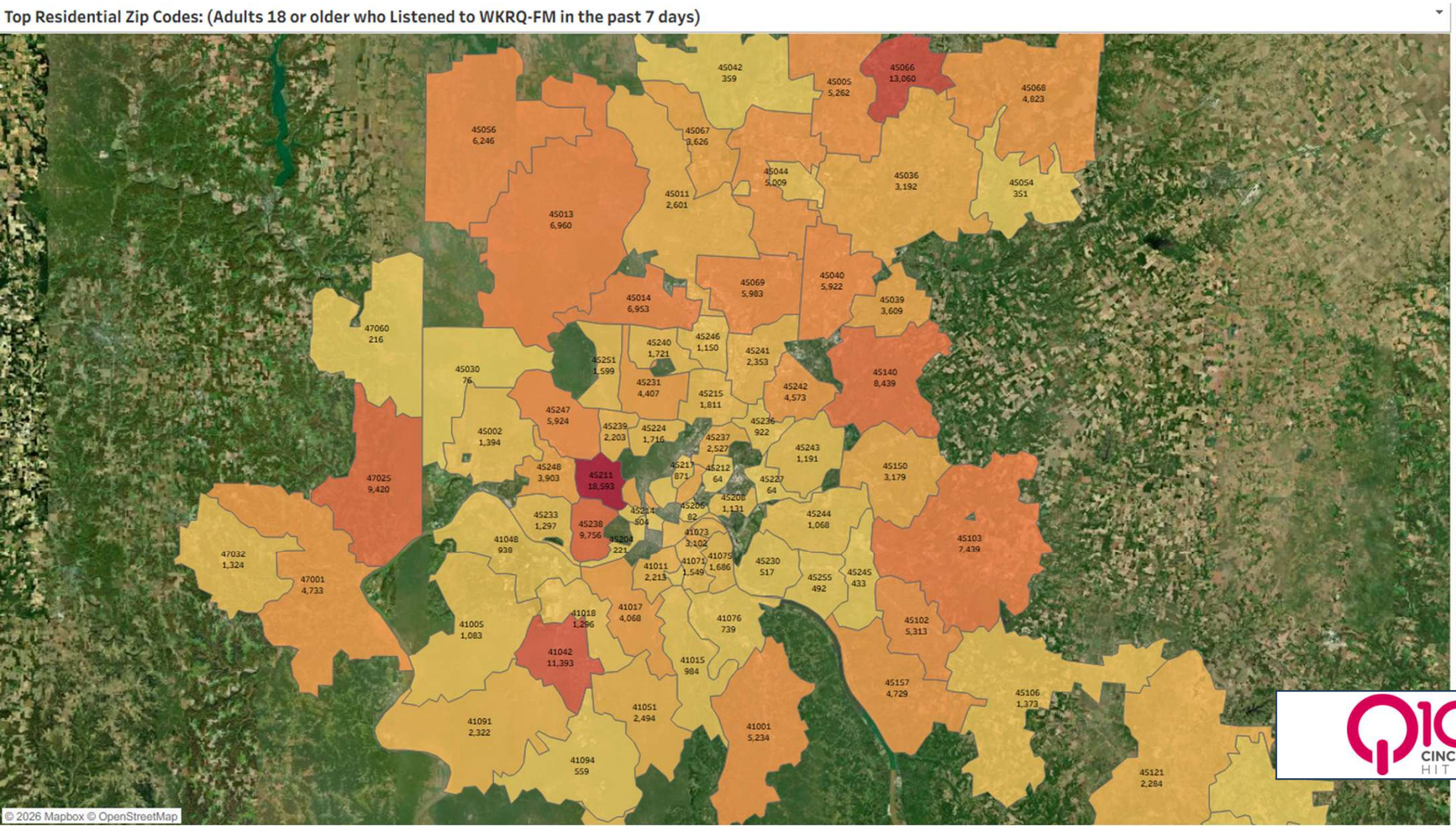
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(Radio Stations: WKRQ-FM OR Radio Stations: WREW-FM OR Radio Stations: WUBE-FM OR Radio Stations: WYGY-FM)

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

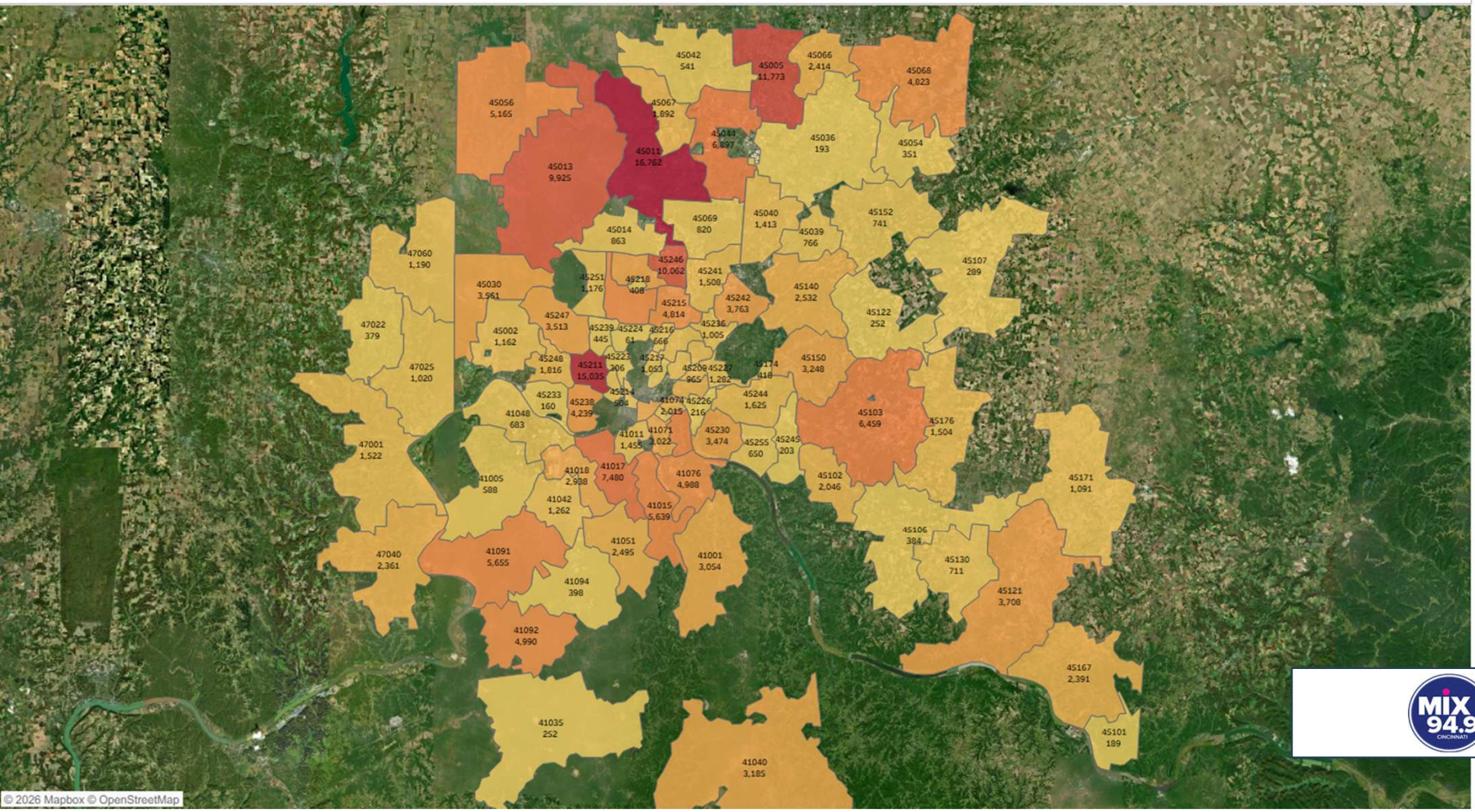


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Radio Stations: WKRQ-FM

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

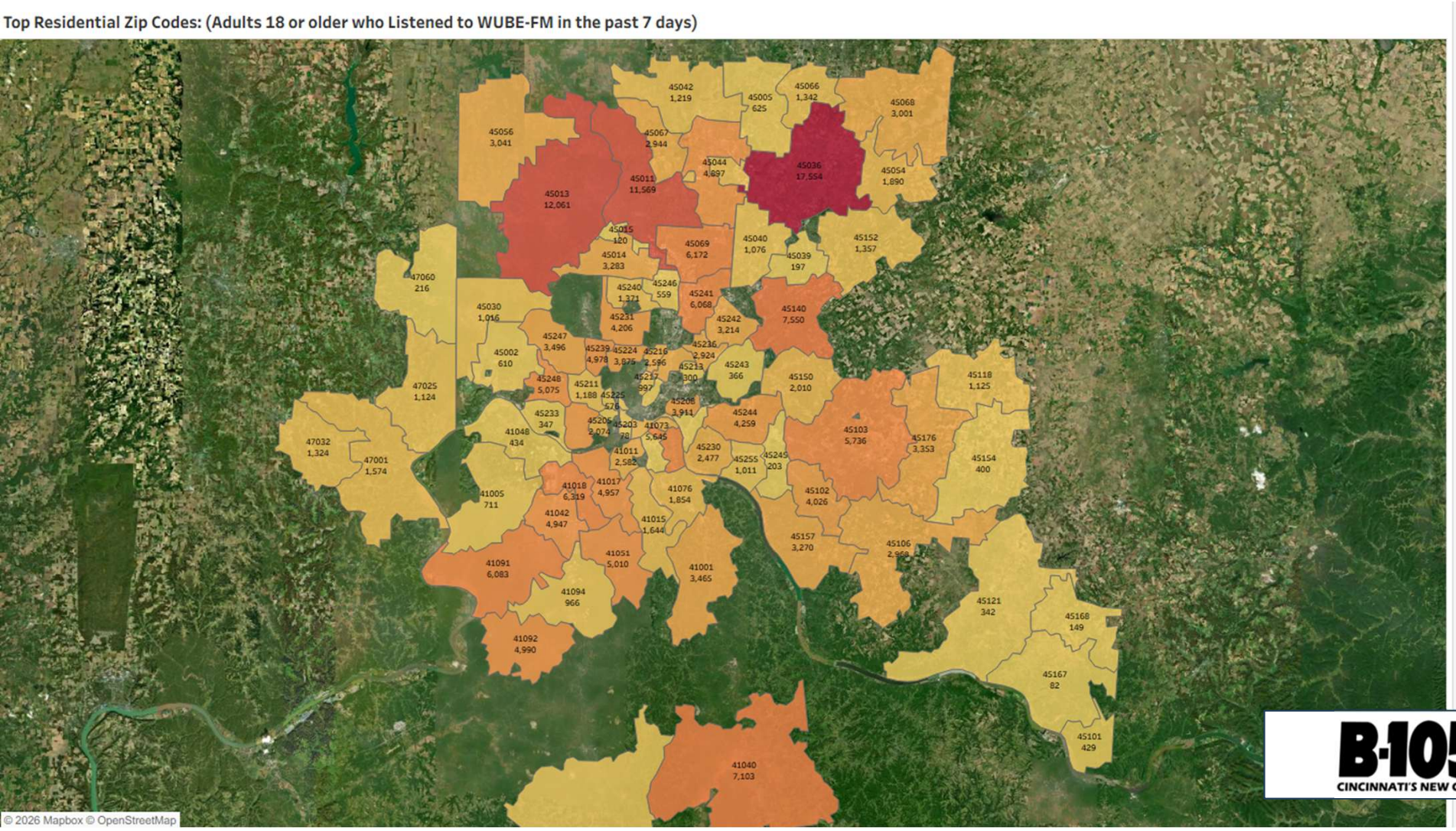


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Radio Stations: WREW-FM

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



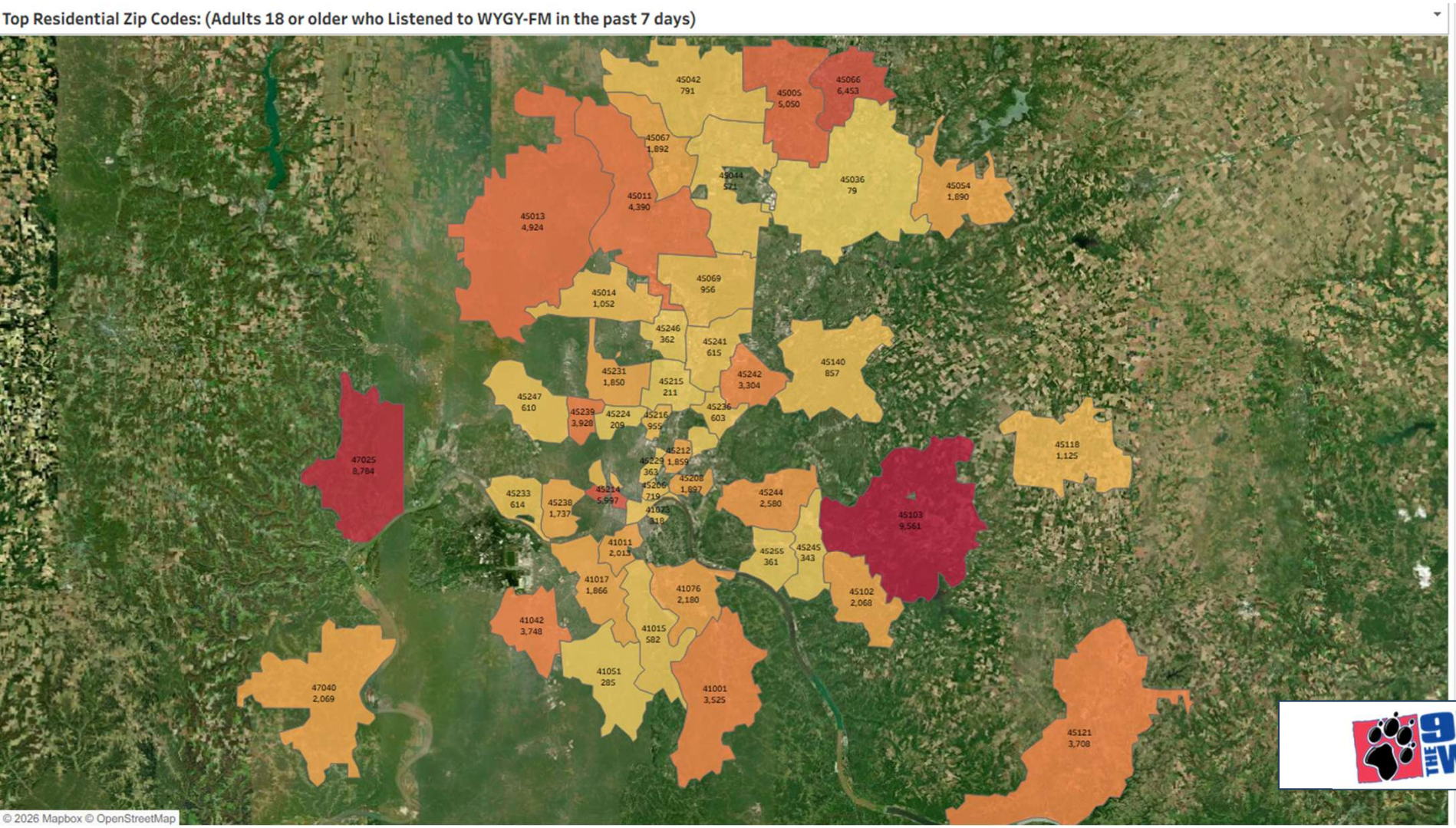
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Radio Stations: WUBE-FM

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



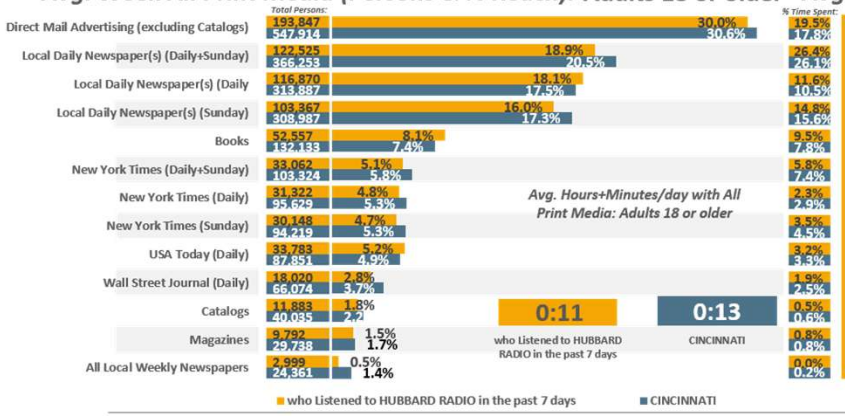
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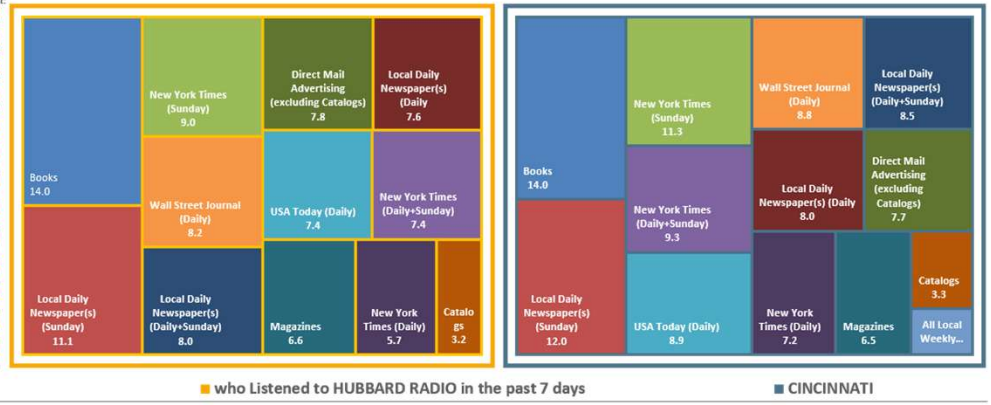
Radio Stations: WYGY-FM

122,525 or 18.9% of Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8. minutes every day representing 29.2% of all time spent daily with All forms of Print Media.

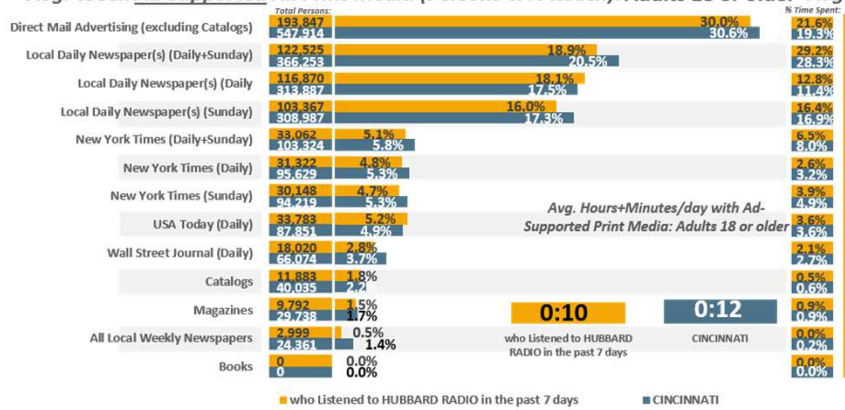
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



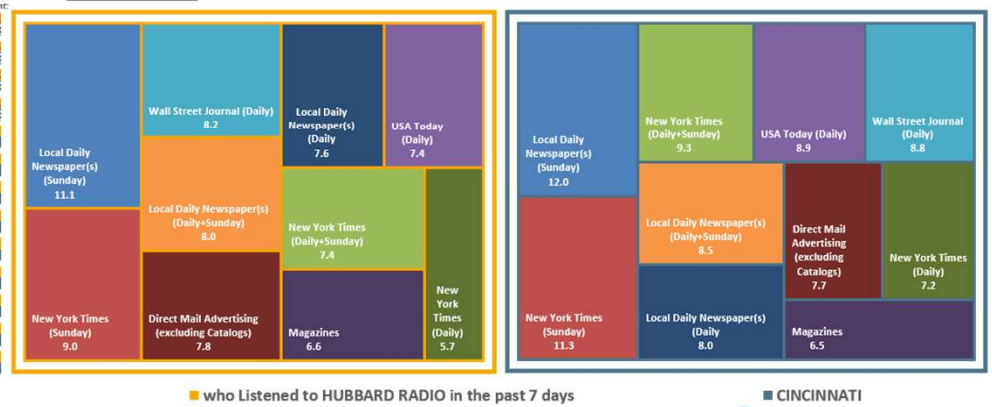
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



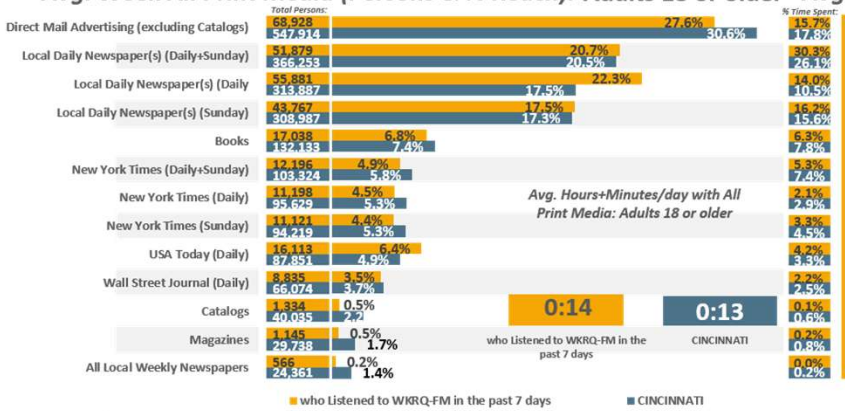
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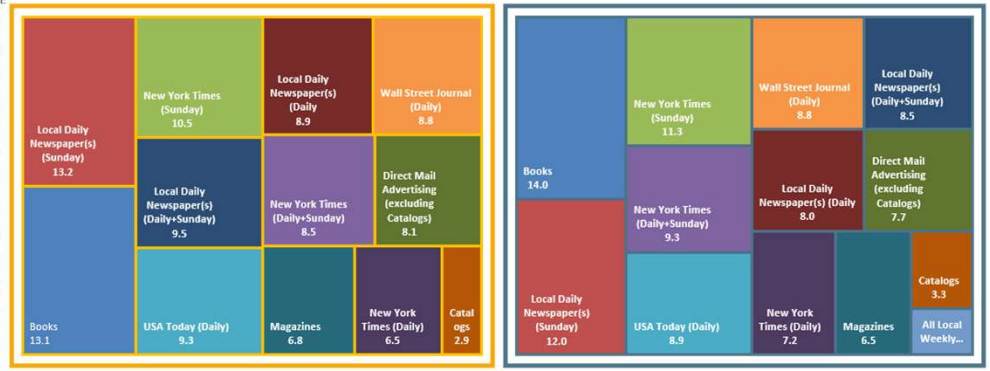
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(Radio Stations: WKRQ-FM OR Radio Stations: WREW-FM OR Radio Stations: WUBE-FM OR Radio Stations: WYGY-FM)

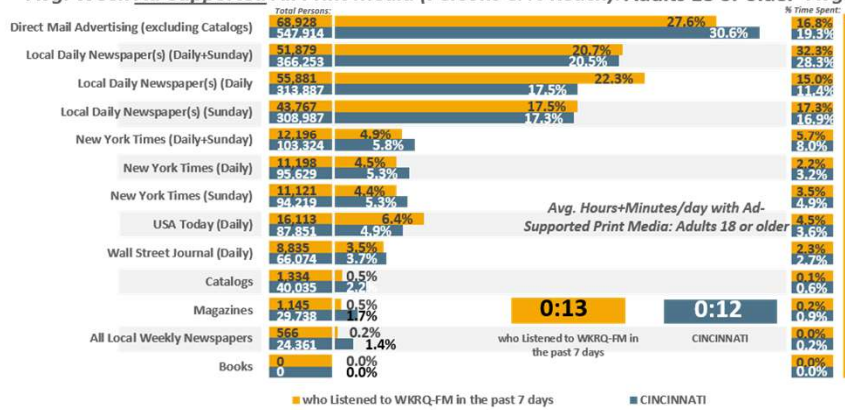
51,879 or 20.7% of Adults 18 or older who Listened to WKRQ-FM in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.5 minutes every day representing 32.3% of all time spent daily with All forms of Print Media.

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





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



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



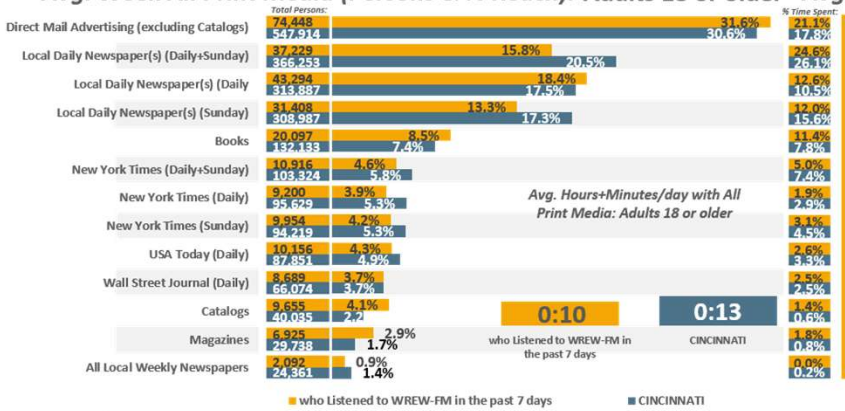
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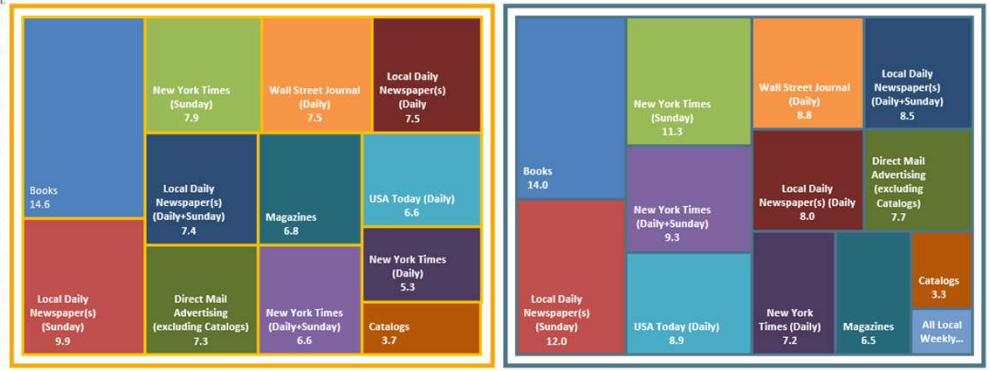
Radio Stations: WKRQ-FM

37,229 or 15.8% of Adults 18 or older who Listened to WREW-FM in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7.4 minutes every day representing 27.8% of all time spent daily with All forms of Print Media.

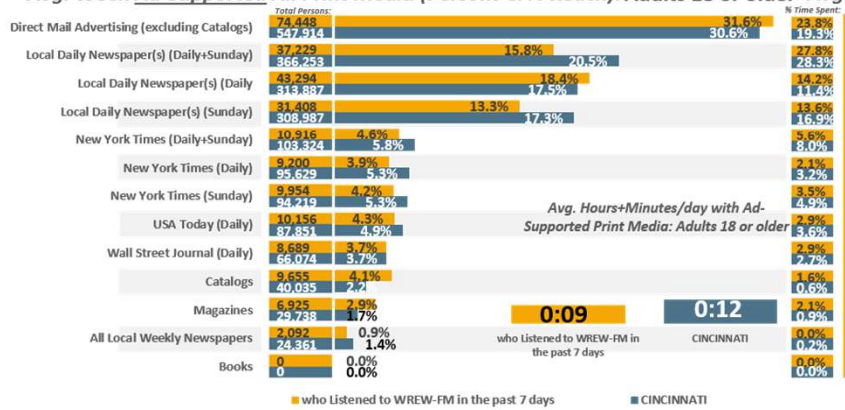
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



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



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



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



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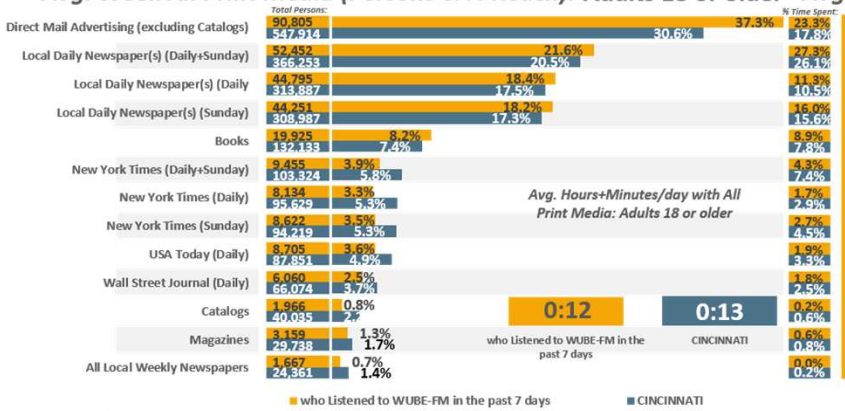
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Radio Stations: WREW-FM

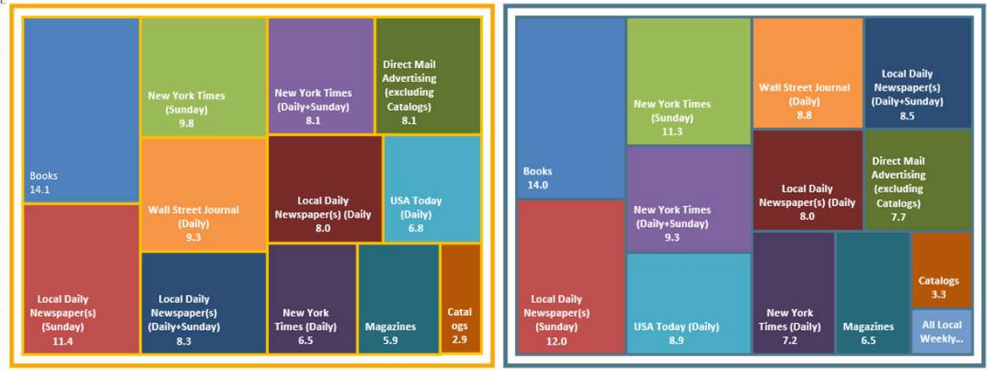
B-105.1
CINCINNATI'S NEW COUNTRY!

52,452 or 21.6% of Adults 18 or older who Listened to WUBE-FM in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.3 minutes every day representing 30.% of all time spent daily with All forms of Print Media.

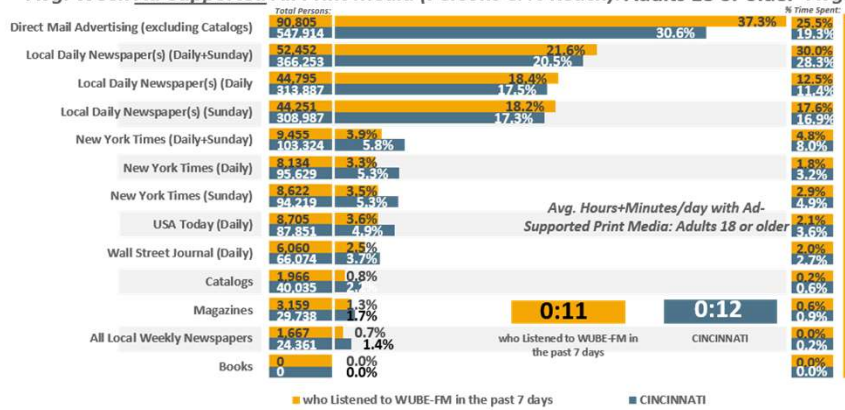
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



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



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



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



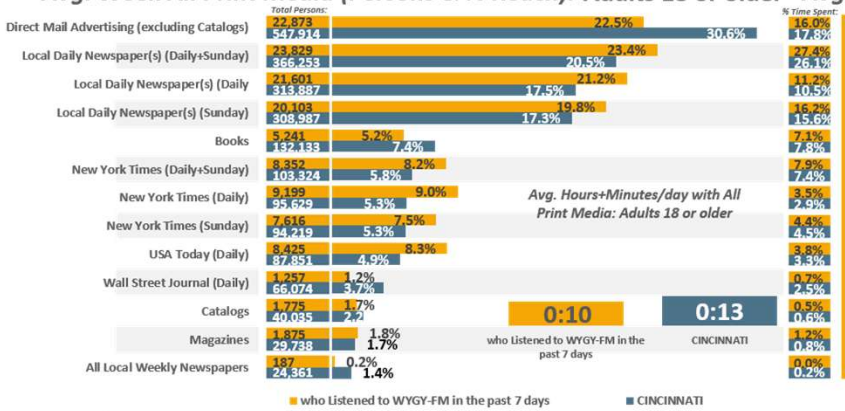
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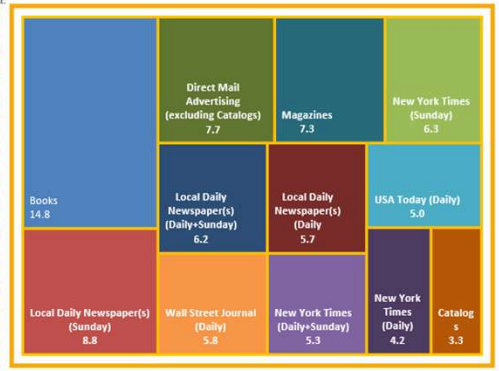
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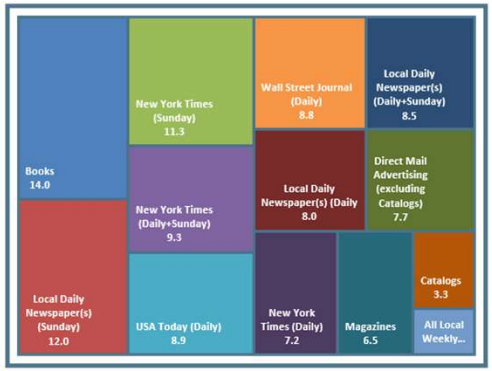
Radio Stations: WUBE-FM

23,829 or 23.4% of Adults 18 or older who Listened to WYGY-FM in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 6.2 minutes every day representing 29.5% of all time spent daily with All forms of Print Media.

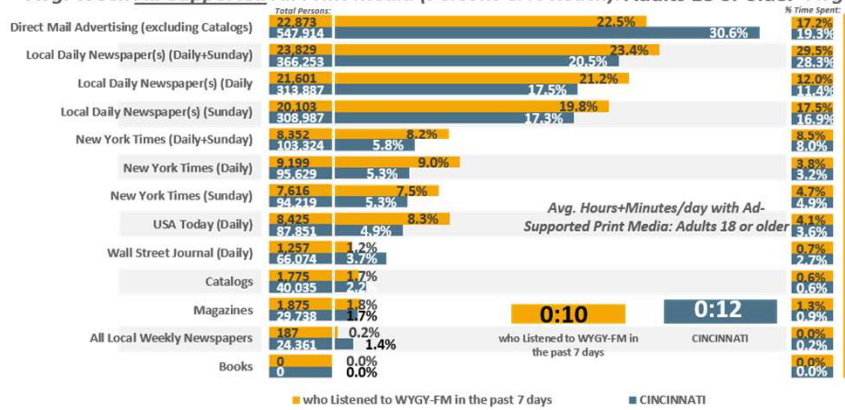
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older

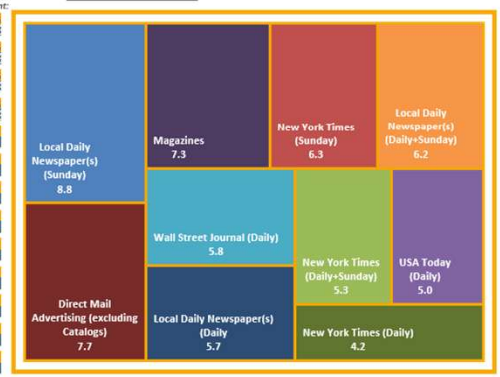


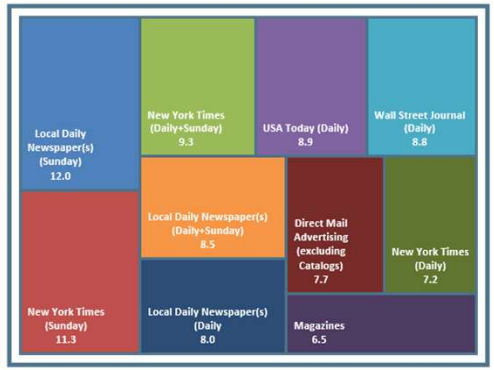




Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older







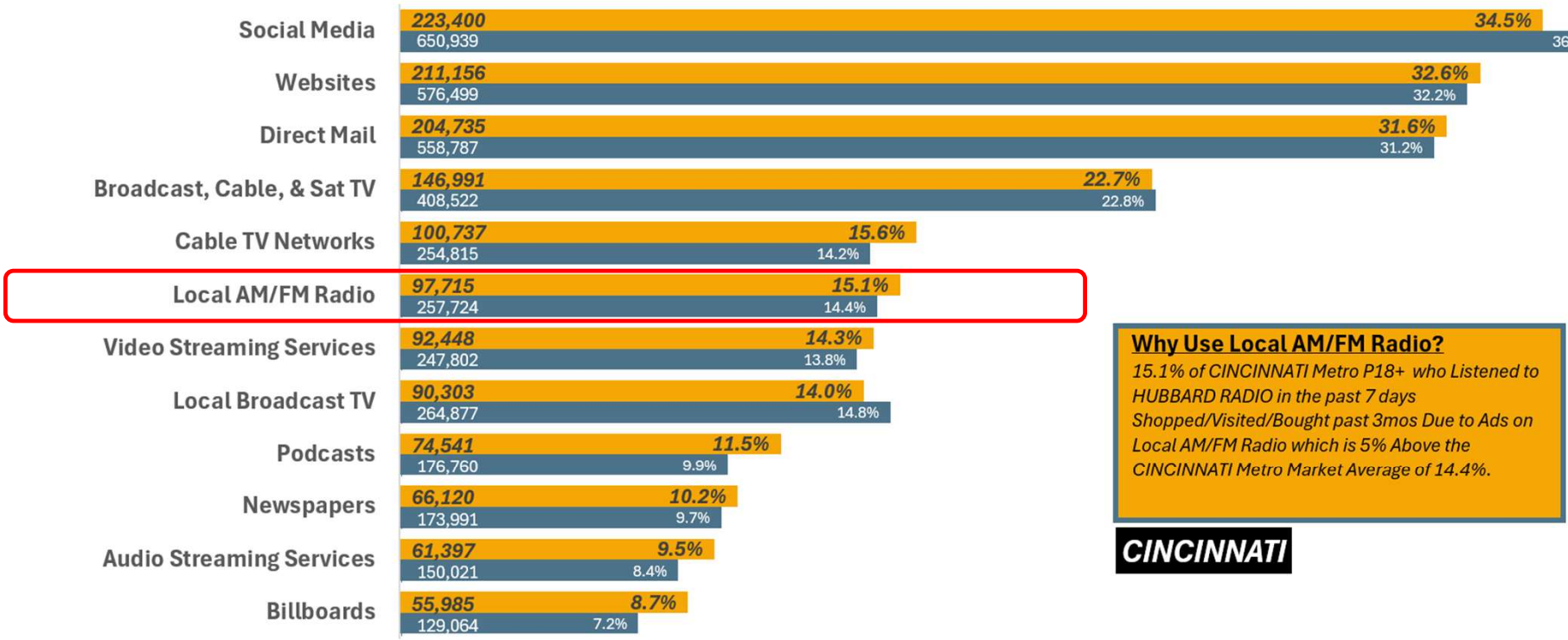
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"Advertising Actions"

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



Why Use Local AM/FM Radio?

15.1% of CINCINNATI Metro P18+ who Listened to HUBBARD RADIO in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 5% Above the CINCINNATI Metro Market Average of 14.4%.

CINCINNATI

CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab: 602

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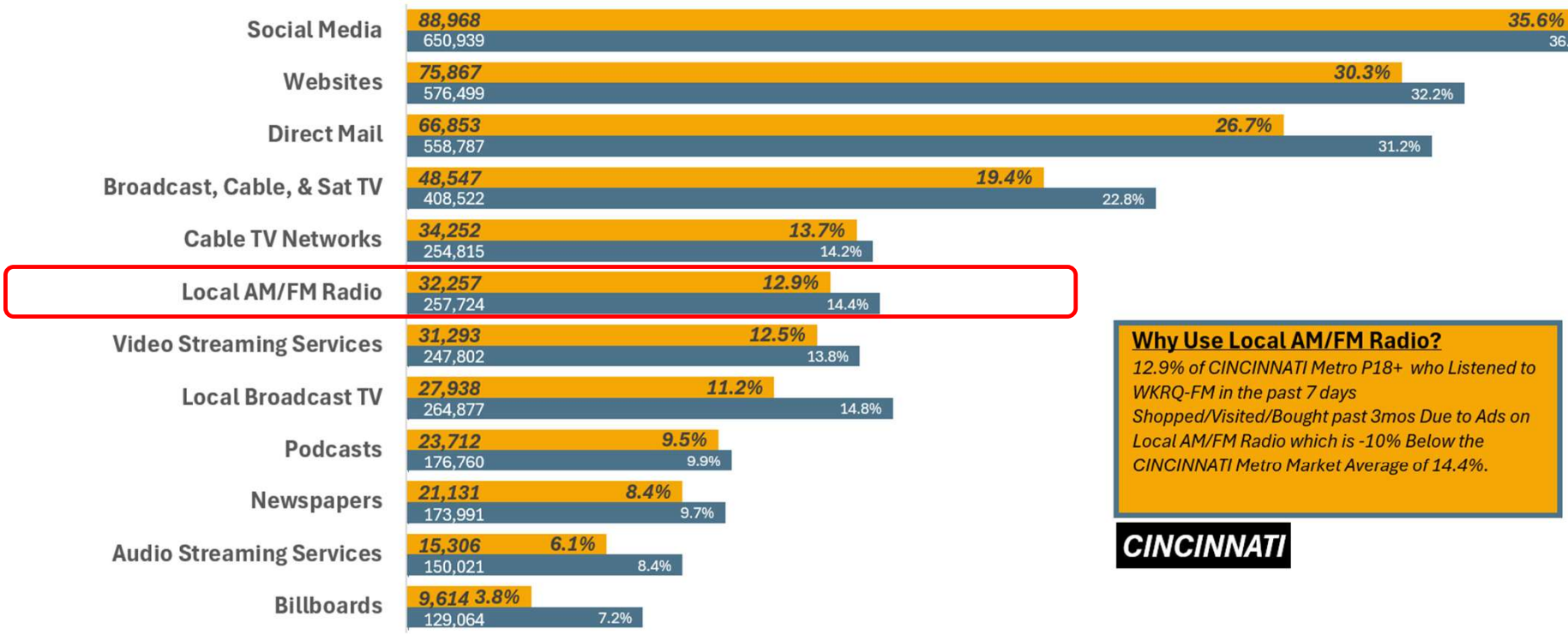
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(Radio Stations: WKRQ-FM OR Radio Stations: WREW-FM OR Radio Stations: WUBE-FM OR Radio Stations: WYGY-FM)

Q102 CINCINNATI'S HIT MUSIC

"Advertising Actions"

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



Why Use Local AM/FM Radio?

12.9% of CINCINNATI Metro P18+ who Listened to WKRQ-FM in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -10% Below the CINCINNATI Metro Market Average of 14.4%.

CINCINNATI

CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab: 232

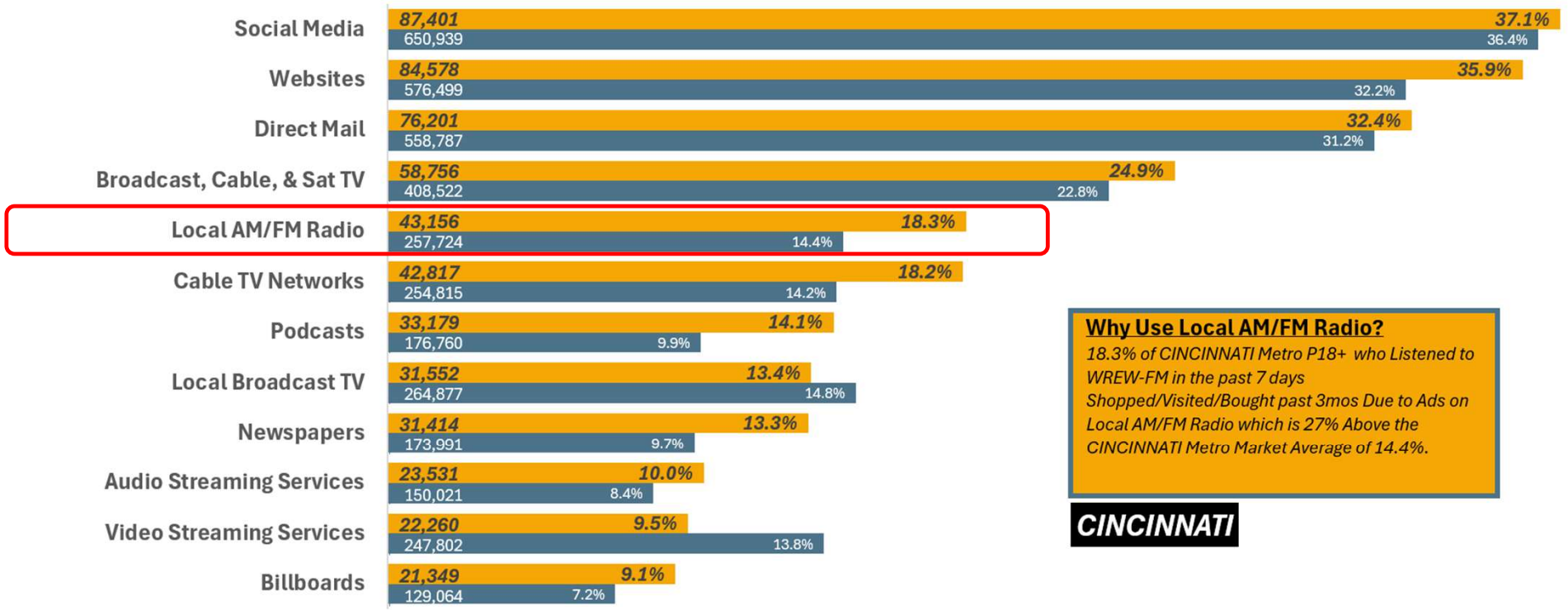
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Radio Stations: WKRQ-FM

"Advertising Actions"

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



Why Use Local AM/FM Radio?

18.3% of CINCINNATI Metro P18+ who Listened to WREW-FM in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 27% Above the CINCINNATI Metro Market Average of 14.4%.

CINCINNATI

CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab: 211

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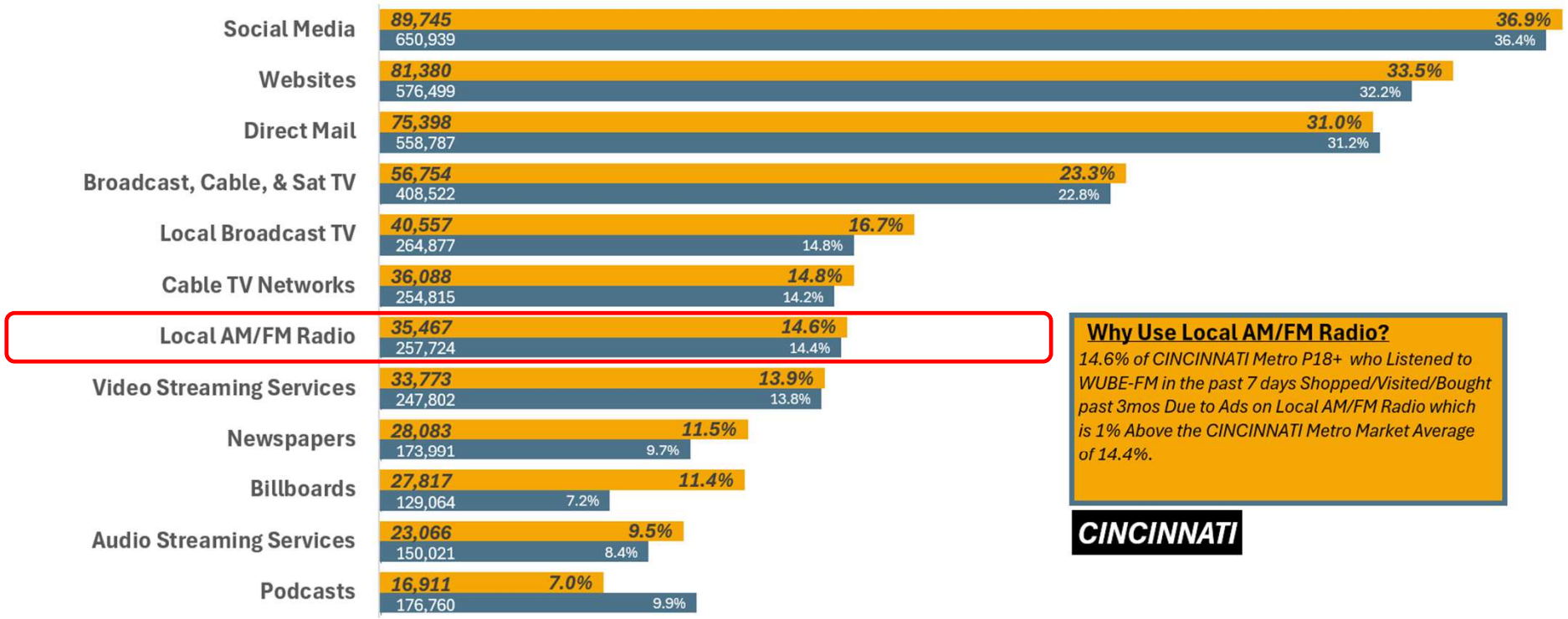
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Radio Stations: WREW-FM

B-105.1
CINCINNATI'S NEW COUNTRY!

"Advertising Actions"

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



Why Use Local AM/FM Radio?

14.6% of CINCINNATI Metro P18+ who Listened to WUBE-FM in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 1% Above the CINCINNATI Metro Market Average of 14.4%.

CINCINNATI

CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab: 256

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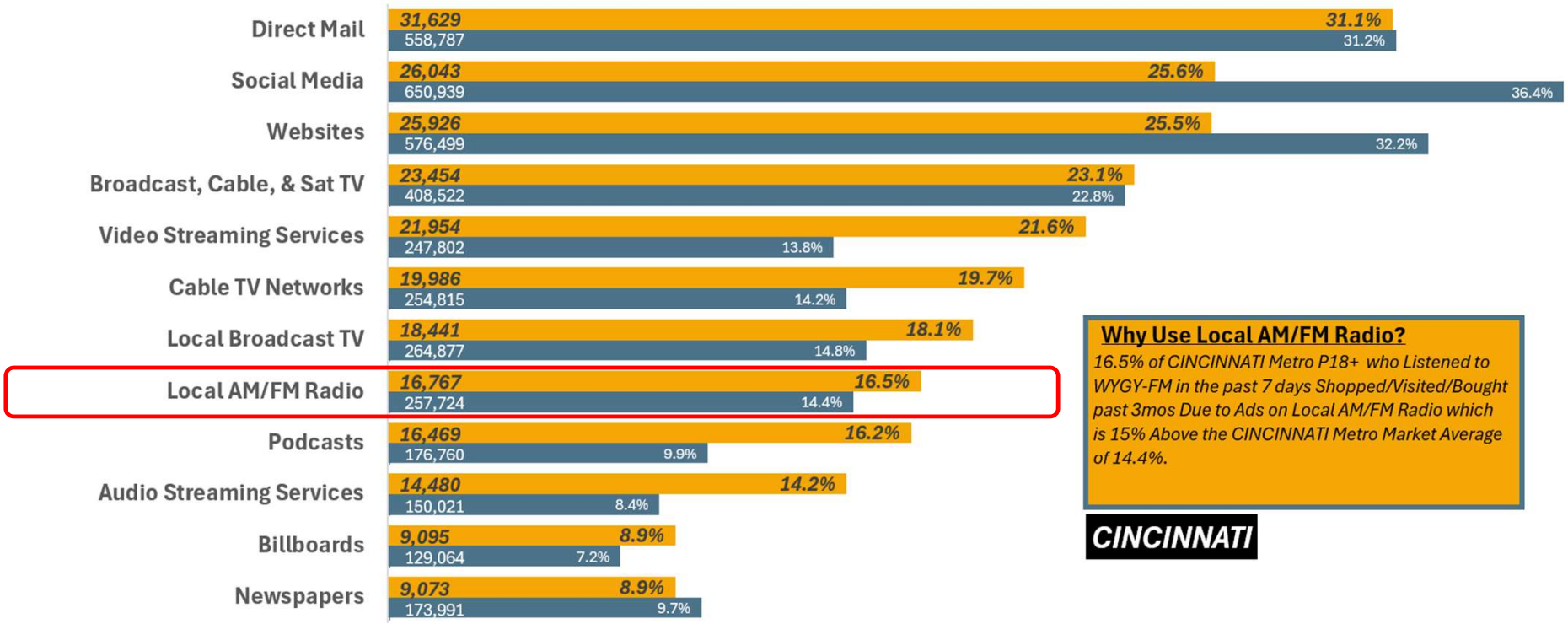
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Radio Stations: WUBE-FM

97.3 THE WOLF

"Advertising Actions"

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



Why Use Local AM/FM Radio?

16.5% of CINCINNATI Metro P18+ who Listened to WYGY-FM in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 15% Above the CINCINNATI Metro Market Average of 14.4%.

CINCINNATI

CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab: 91

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Radio Stations: WYGY-FM