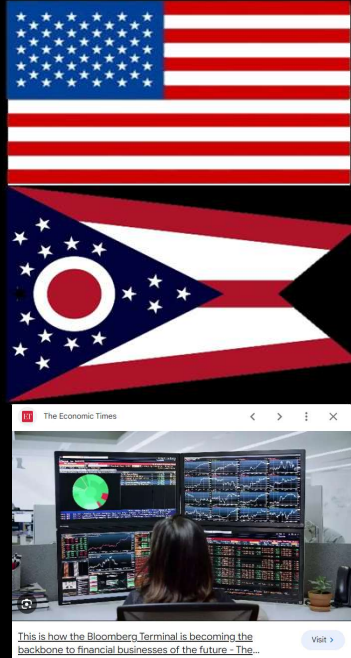


CINCINNATI, OH, Metro – 5 P18+ Profiles of CUMULUS RADIO Listeners! Brand New Data as of February 28, 2026! **Complete Demographic & Media Use Profiles**



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

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



44.8% or 797,589 of CINCINNATI Metro Adults 18 or older Listened to CUMULUS RADIO in the past 7 days. Typical Adults 18 or older who Listened to CUMULUS RADIO in the past 7 days are 52. years old (7.4% older than average) and have a \$112,291 (6.2% higher than average) annual household income.

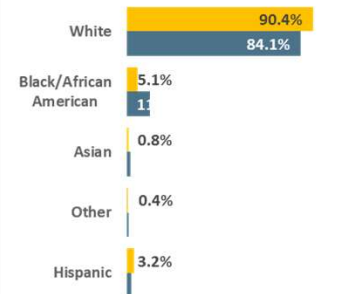
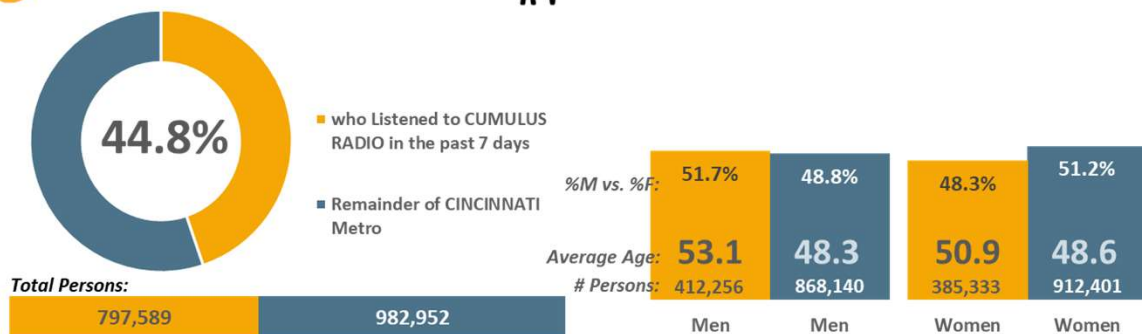


Percent of Market: Adults 18 or older

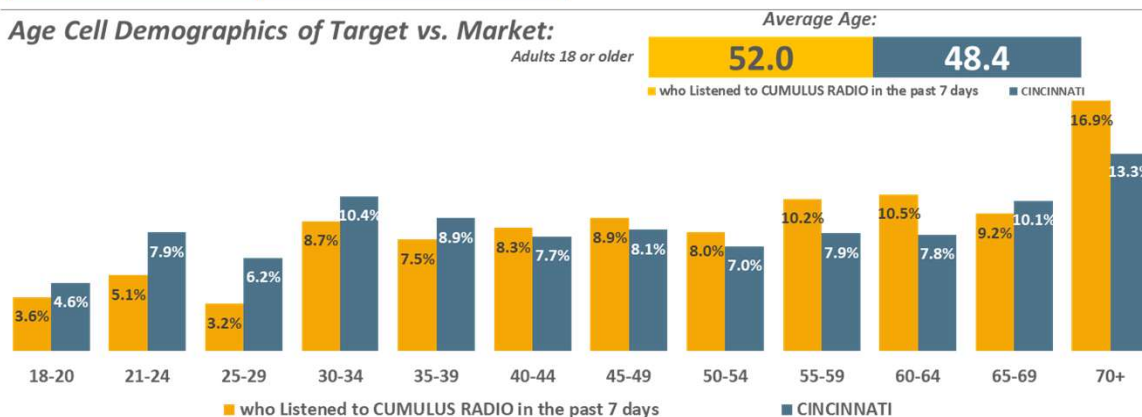


Gender of Target vs. Market: Adults 18 or older

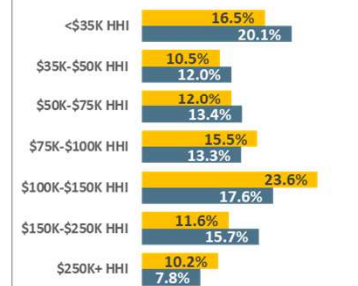
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: \$112,291 (Target) vs. \$105,782 (Market)



10.9% or 194,087 of CINCINNATI Metro Adults 18 or older Listened to WFTK-FM in the past 7 days.
Typical Adults 18 or older who Listened to WFTK-FM in the past 7 days are 46.8 years old (3.3% younger than average) and have a \$110,768 (4.7% higher than average) annual household income.

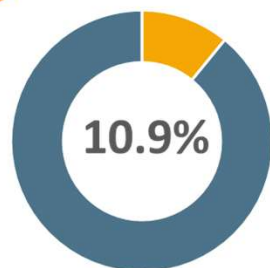


Percent of Market: Adults 18 or older



Gender of Target vs. Market: Adults 18 or older

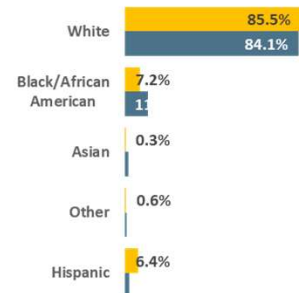
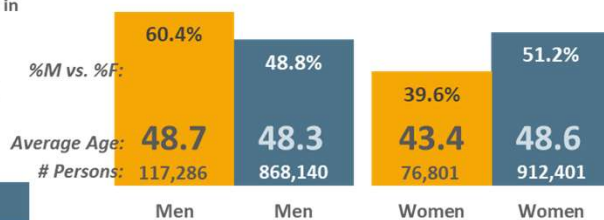
Ethnicity of Target vs. Market:



■ who Listened to WFTK-FM in the past 7 days
■ Remainder of CINCINNATI Metro

Total Persons:

194,087 1,586,454



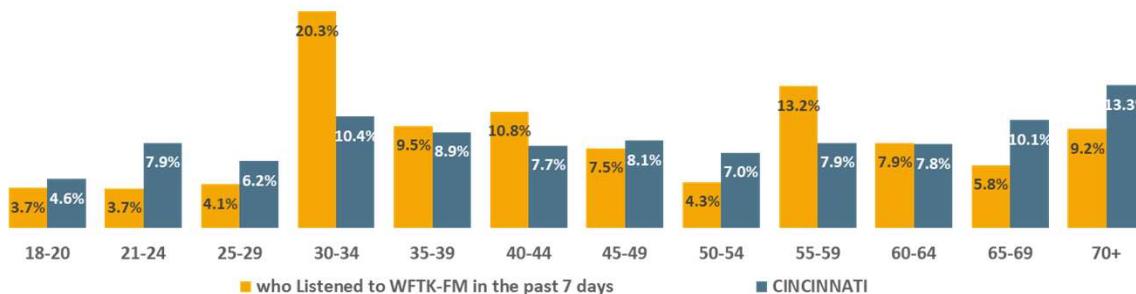
Age Cell Demographics of Target vs. Market:

Adults 18 or older

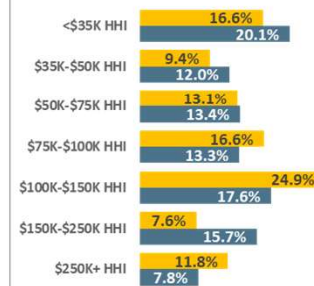
Average Age:

46.8 48.4

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



HHI of Target vs. Market:



Avg HHI:

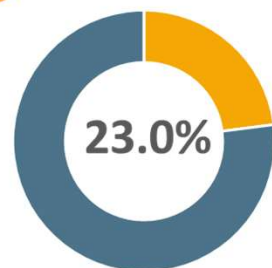
\$110,768 \$105,782



23.0% or 409,025 of CINCINNATI Metro Adults 18 or older Listened to WGRR-FM in the past 7 days.
 Typical Adults 18 or older who Listened to WGRR-FM in the past 7 days are 53.8 years old (11.1% older than average) and have a \$101,376 (4.2% lower than average) annual household income.



Percent of Market: Adults 18 or older



■ who Listened to WGRR-FM in the past 7 days
 ■ Remainder of CINCINNATI Metro

Total Persons:

409,025

1,371,516



Gender of Target vs. Market: Adults 18 or older

%M vs. %F:

51.6%

48.8%

Average Age:

55.5

48.3

Persons:

211,103

868,140

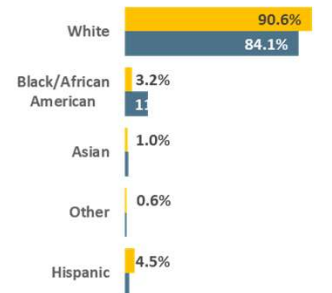
Men

Men

Women

Women

Ethnicity of Target vs. Market:



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

Age Cell Demographics of Target vs. Market:

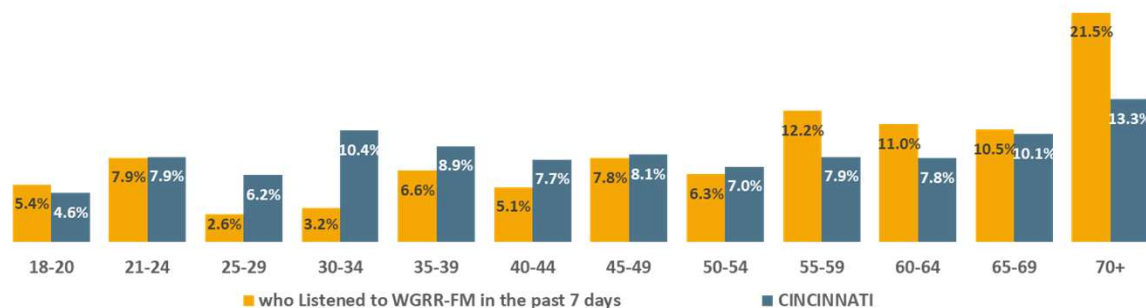
Adults 18 or older

Average Age:

53.8

48.4

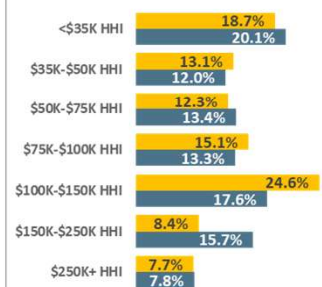
■ who Listened to WGRR-FM in the past 7 days ■ CINCINNATI



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



HHI of Target vs. Market:



Avg HHI:

\$101,376

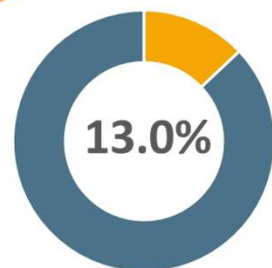
\$105,782



13.0% or 230,743 of CINCINNATI Metro Adults 18 or older Listened to WOFX-FM in the past 7 days.
 Typical Adults 18 or older who Listened to WOFX-FM in the past 7 days are 53.8 years old (11.1% older than average) and have a \$129,009 (22.2% higher than average) annual household income.



Percent of Market: Adults 18 or older



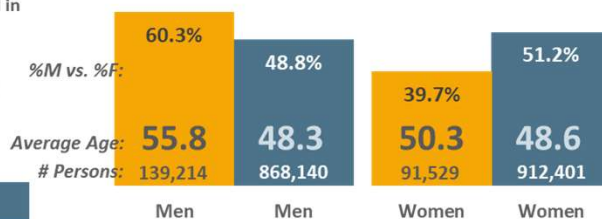
■ who Listened to WOFX-FM in the past 7 days
 ■ Remainder of CINCINNATI Metro

Total Persons:

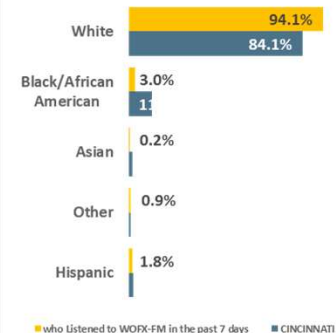
230,743 1,549,798



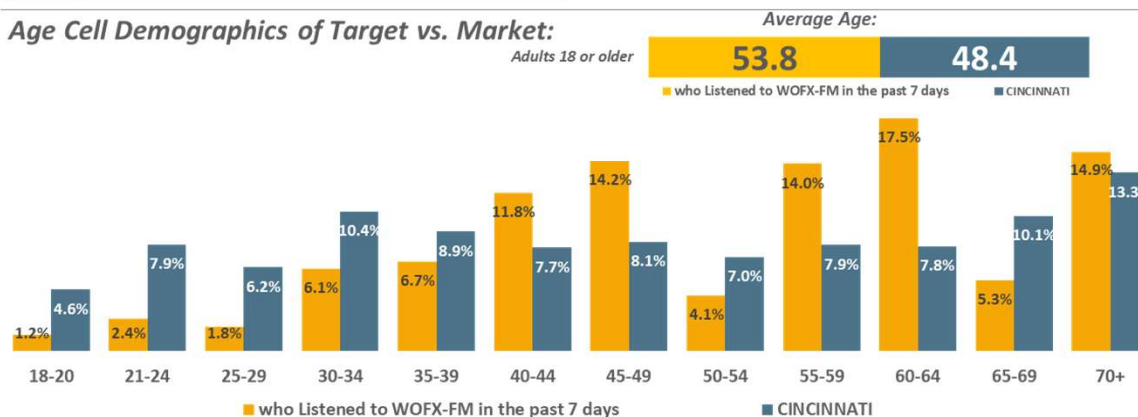
Gender of Target vs. Market: Adults 18 or older



Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: \$129,009 \$105,782

Warm98.5
80s. 90s. Now.

17.8% or 316,759 of CINCINNATI Metro Adults 18 or older Listened to WRRM-FM in the past 7 days.
Typical Adults 18 or older who Listened to WRRM-FM in the past 7 days are 51.5 years old (6.4% older than average) and have a \$113,480 (7.3% higher than average) annual household income.

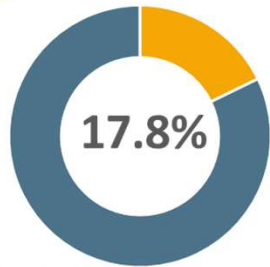


Percent of Market: Adults 18 or older



Gender of Target vs. Market: Adults 18 or older

Ethnicity of Target vs. Market:



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

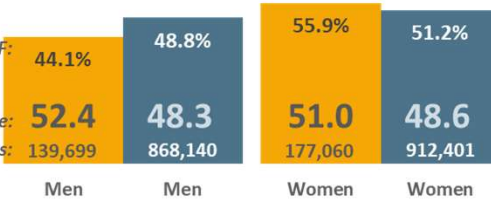
Total Persons:



%M vs. %F:

Average Age:

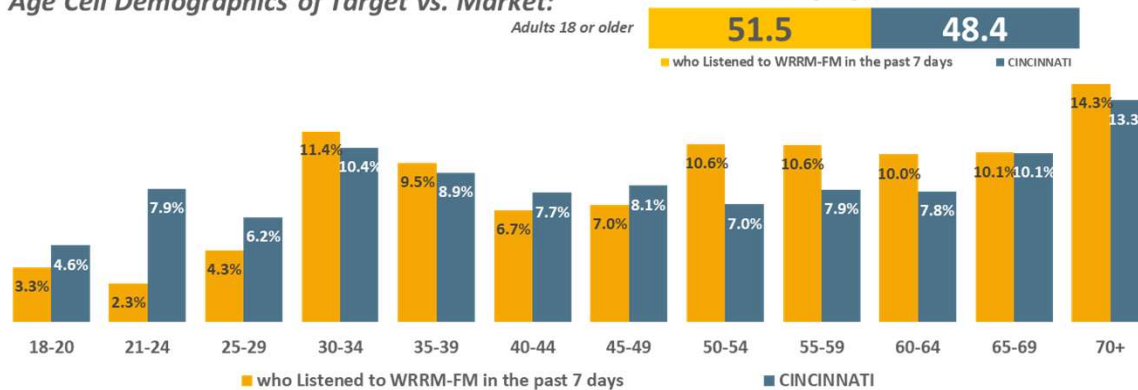
Persons:



Age Cell Demographics of Target vs. Market:

Adults 18 or older

Average Age:

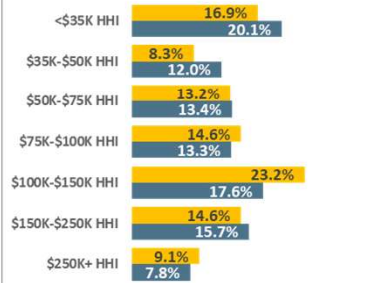


■ who Listened to WRRM-FM in the past 7 days

■ CINCINNATI



HHI of Target vs. Market:



Avg HHI:



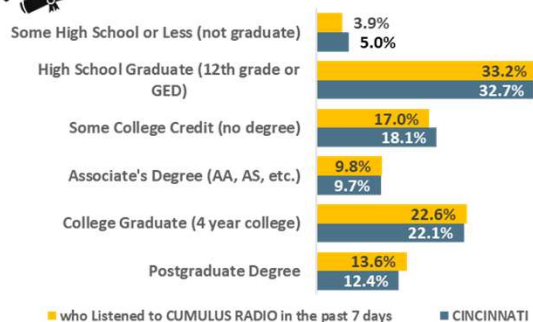
CINCINNATI Metro Scarborough R1 2026: Feb25-Feb26 Qual Intab 326
All Graphs and HBIAI Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.



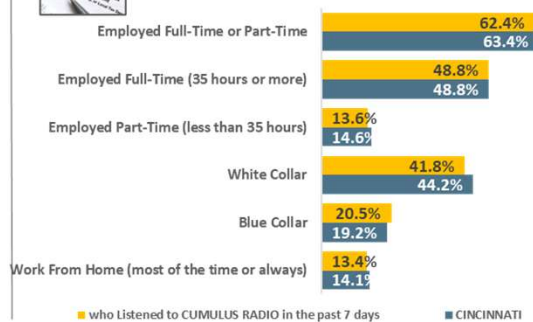
44.8% or 797,589 of CINCINNATI Metro Adults 18 or older Listened to CUMULUS RADIO in the past 7 days. Adults 18 or older who Listened to CUMULUS RADIO in the past 7 days are 4.6% more likely to be a college graduate, .% less likely to work full-time, 8.4% more likely to be married, 11.4% less likely to be a parent of 1 or more children under 18.



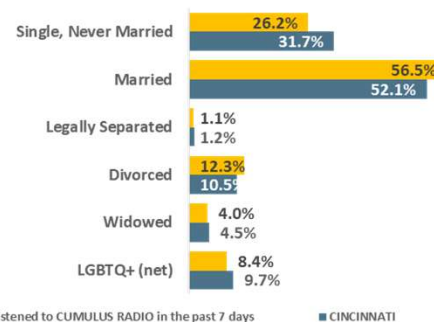
Education Levels: Adults 18 or older



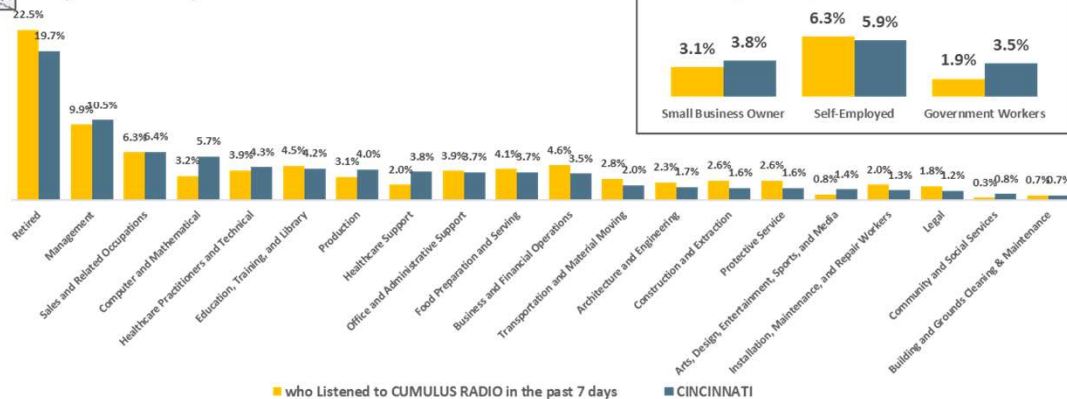
Employment: Adults 18 or older



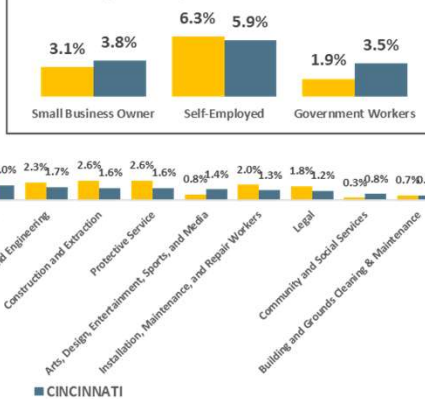
Marital Status: Adults 18 or older



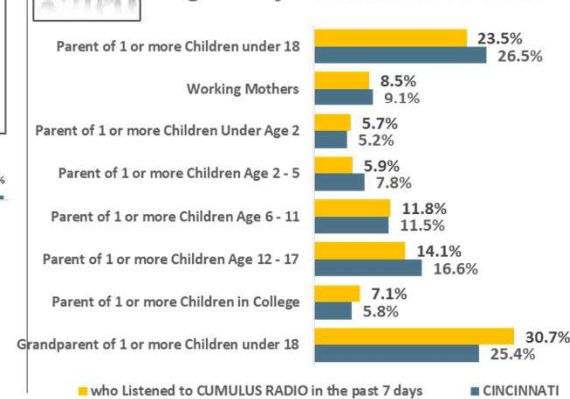
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older

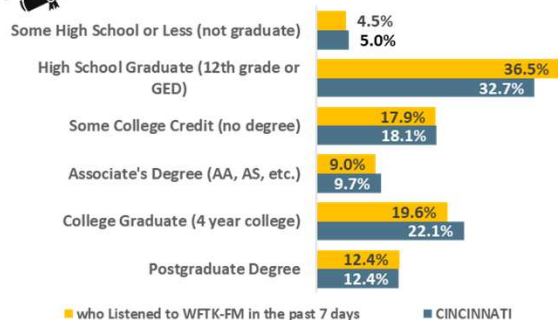




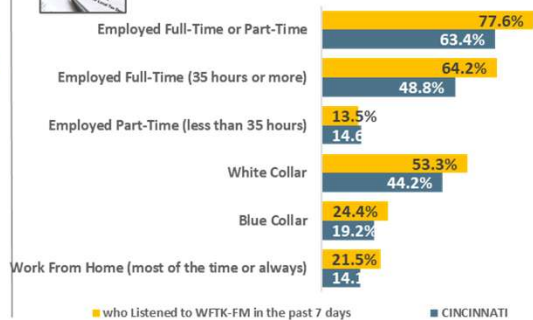
10.9% or 194,087 of CINCINNATI Metro Adults 18 or older Listened to WFTK-FM in the past 7 days. Adults 18 or older who Listened to WFTK-FM in the past 7 days are 7.1% less likely to be a college graduate, 31.5% more likely to work full-time, 9.2% more likely to be married, 35.7% more likely to be a parent of 1 or more children under 18.



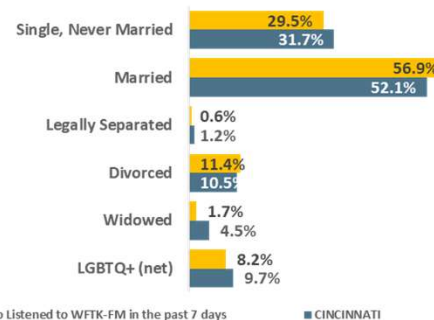
Education Levels: Adults 18 or older



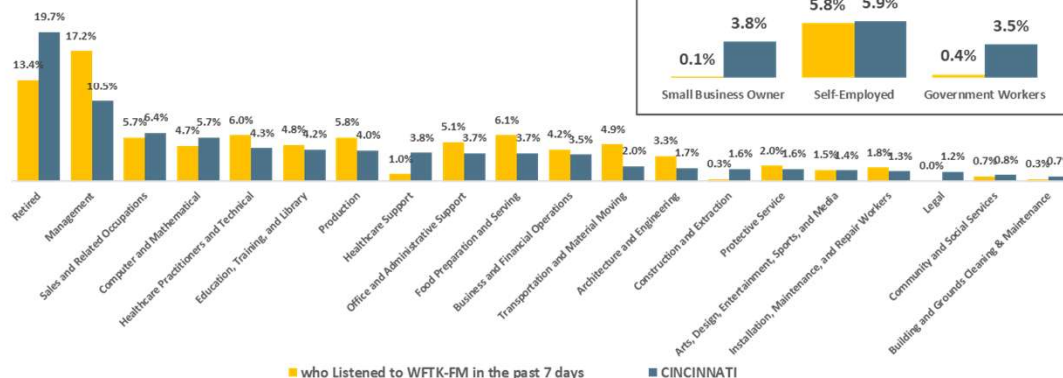
Employment: Adults 18 or older



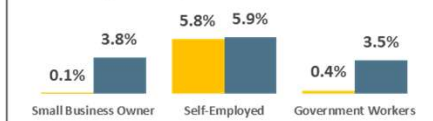
Marital Status: Adults 18 or older



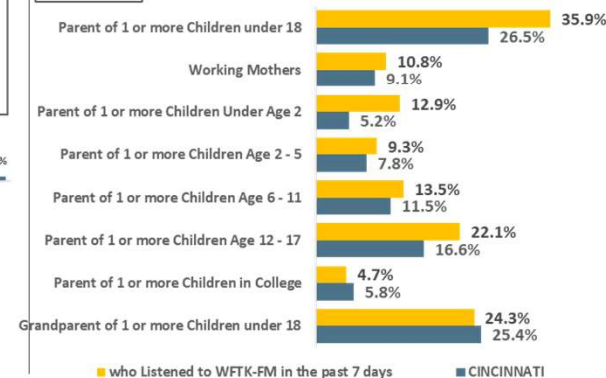
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older

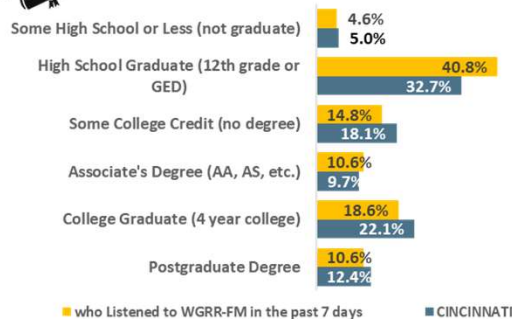




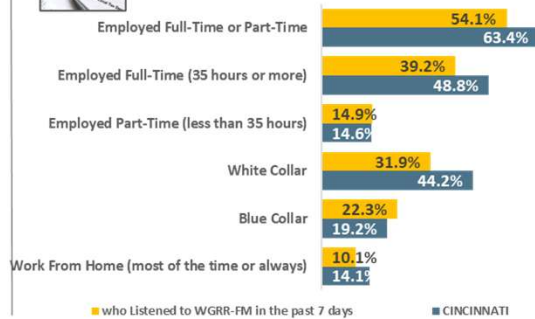
23.3% or 409,025 of CINCINNATI Metro Adults 18 or older Listened to WGRR-FM in the past 7 days. Adults 18 or older who Listened to WGRR-FM in the past 7 days are 15.2% less likely to be a college graduate, 19.6% less likely to work full-time, 2.3% less likely to be married, 50.9% less likely to be a parent of 1 or more children under 18.



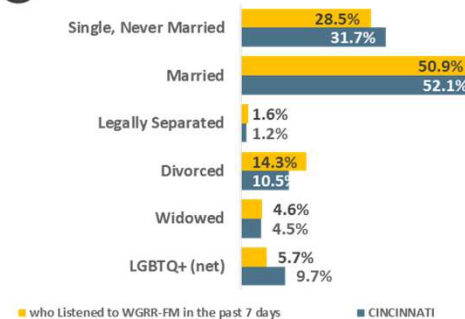
Education Levels: Adults 18 or older



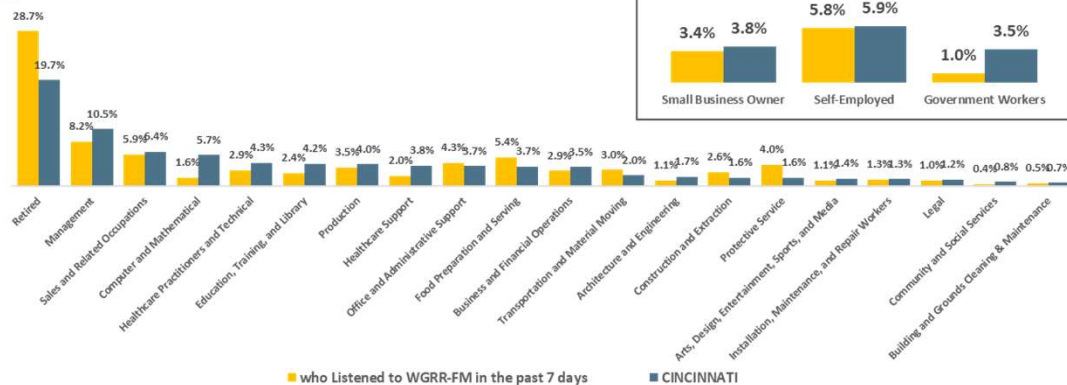
Employment: Adults 18 or older



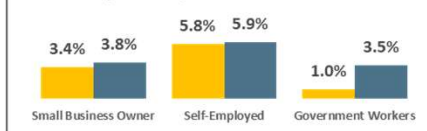
Marital Status: Adults 18 or older



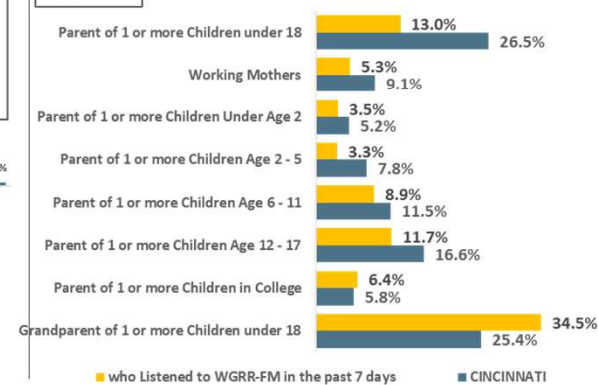
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older

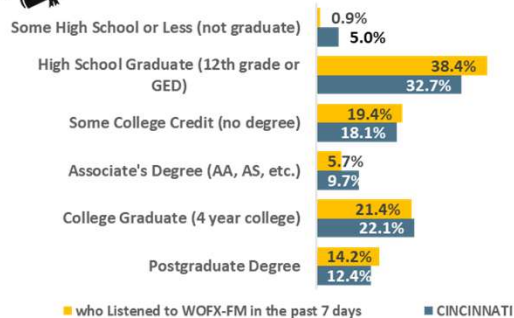




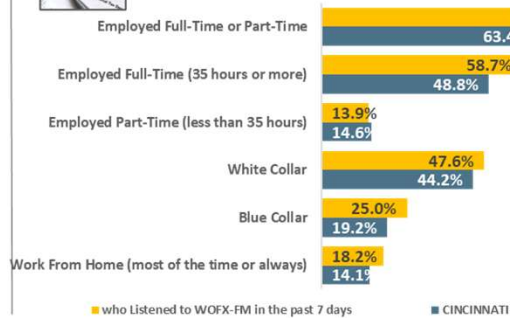
13.3% or 230,743 of CINCINNATI Metro Adults 18 or older Listened to WOFX-FM in the past 7 days. Adults 18 or older who Listened to WOFX-FM in the past 7 days are 3.2% more likely to be a college graduate, 20.3% more likely to work full-time, 20.6% more likely to be married, 2.4% more likely to be a parent of 1 or more children under 18.



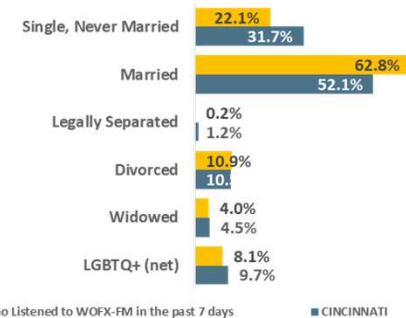
Education Levels: Adults 18 or older



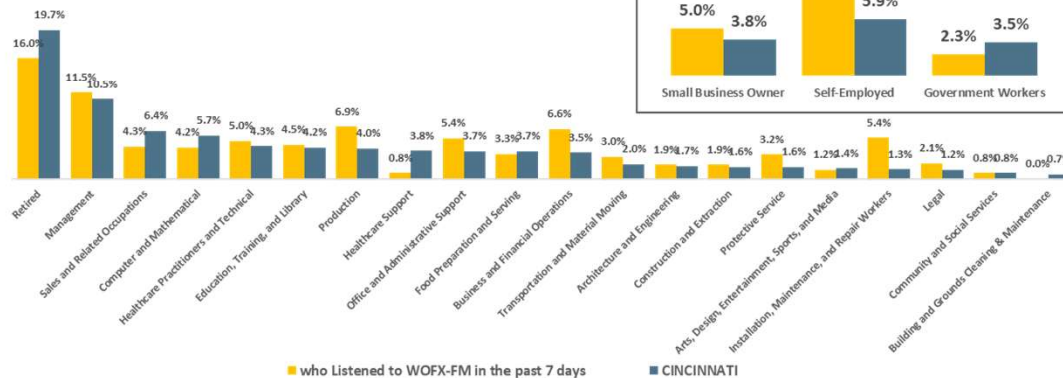
Employment: Adults 18 or older



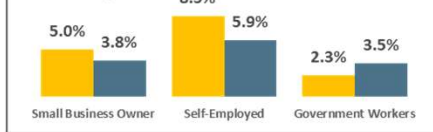
Marital Status: Adults 18 or older



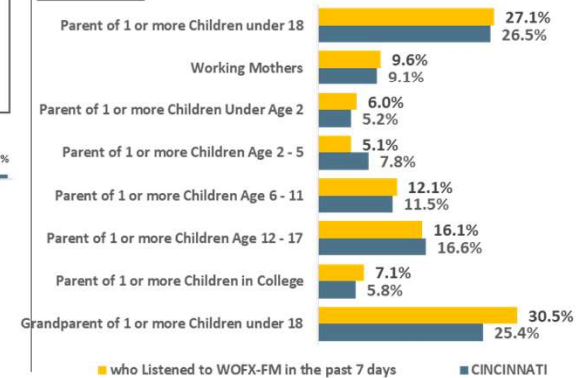
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older



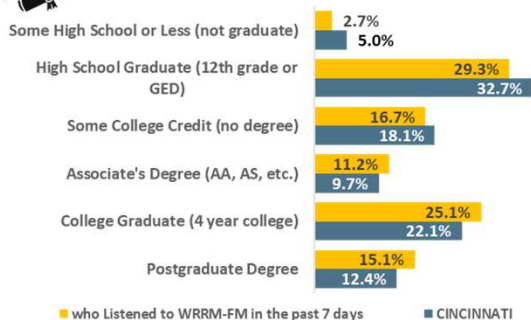
Warm98.5

80s. 90s. Now.

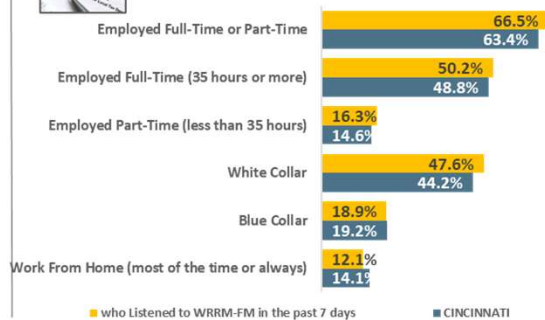
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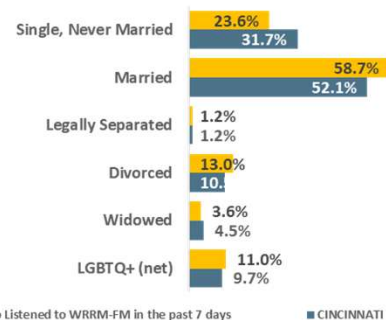
Education Levels: Adults 18 or older



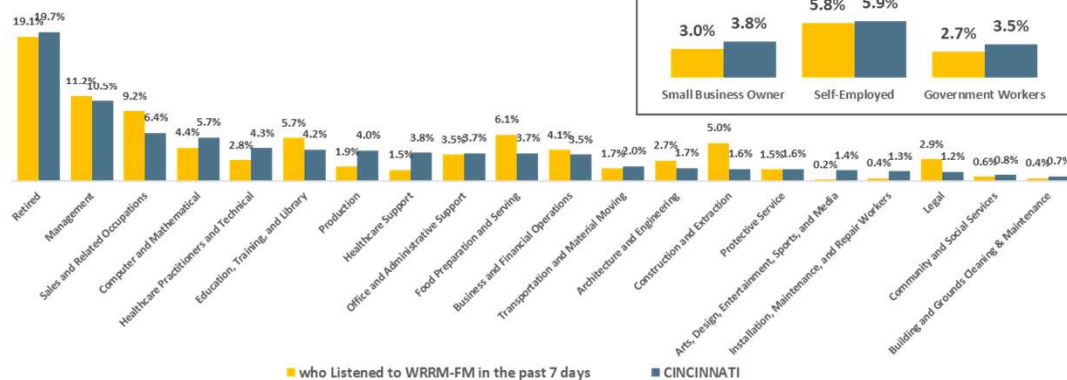
Employment: Adults 18 or older



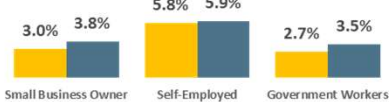
Marital Status: Adults 18 or older



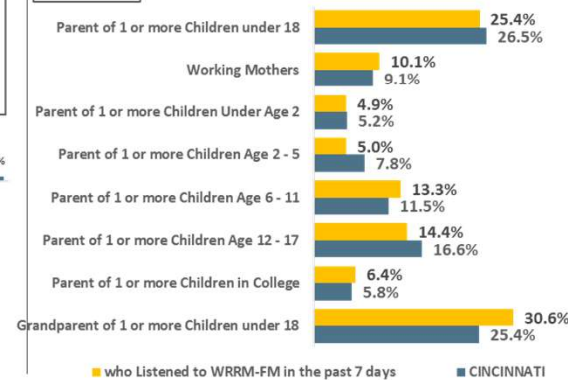
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older

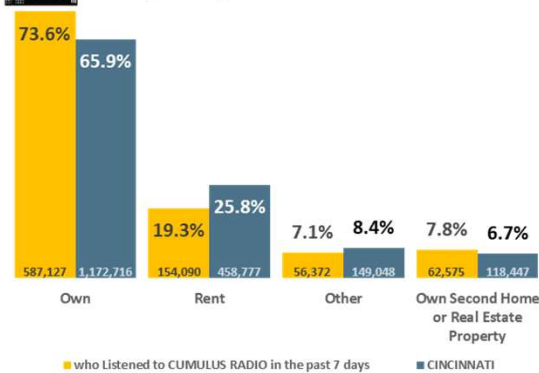




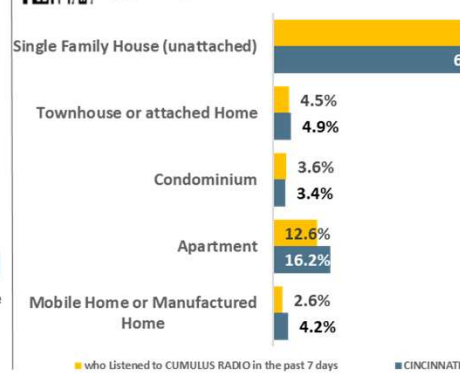
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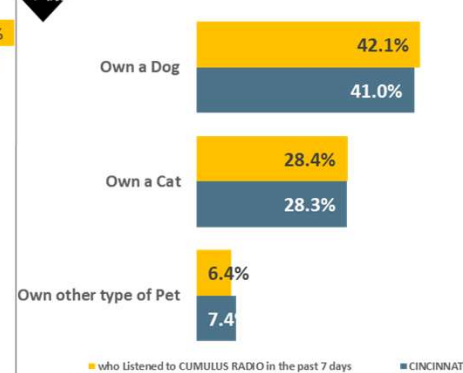
Own/Rent/Other: Adults 18 or older



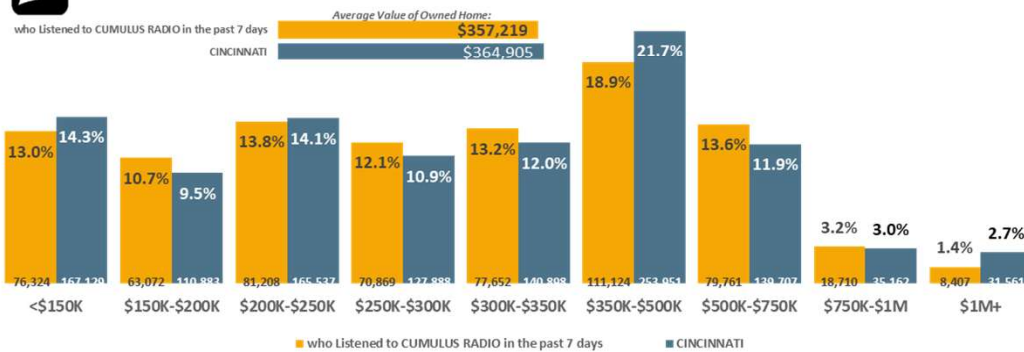
Type of Home: Adults 18 or older



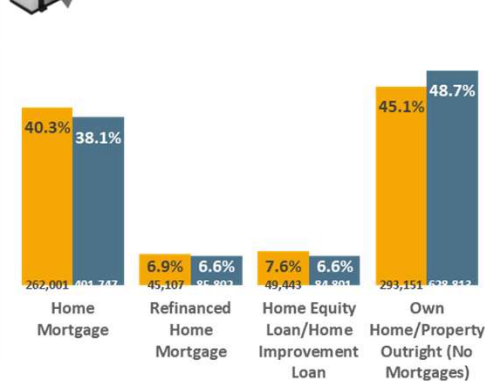
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older

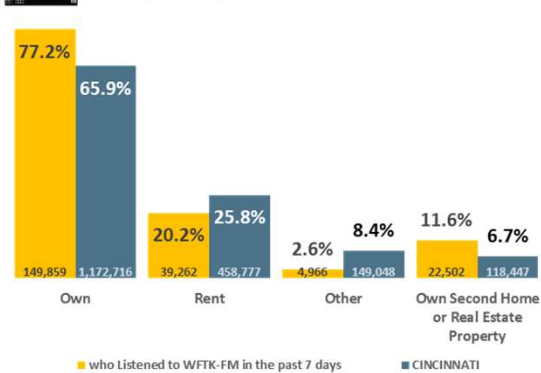




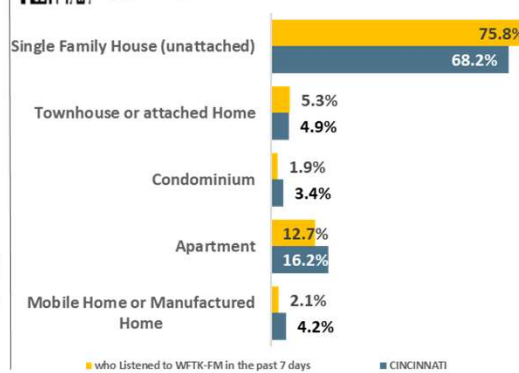
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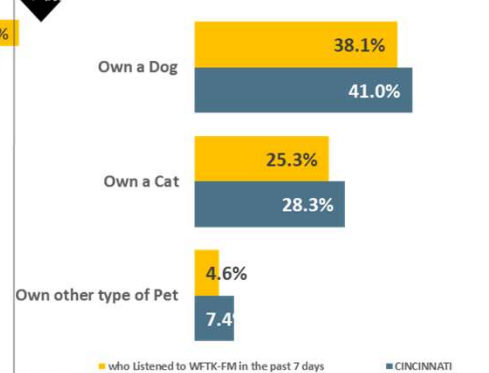
Own/Rent/Other: Adults 18 or older



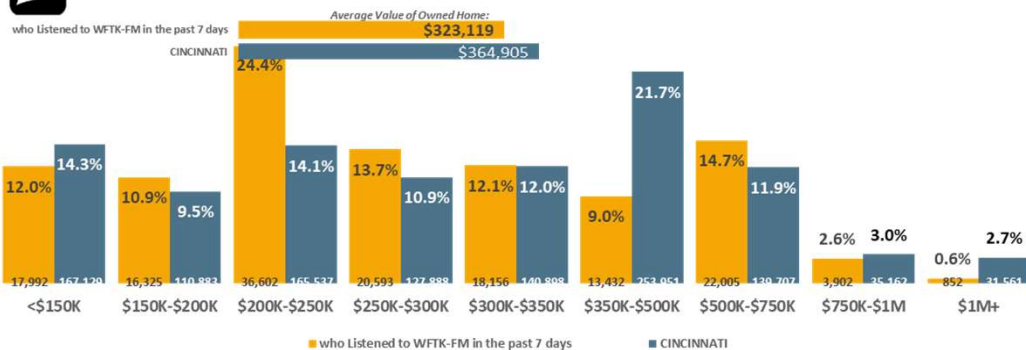
Type of Home: Adults 18 or older



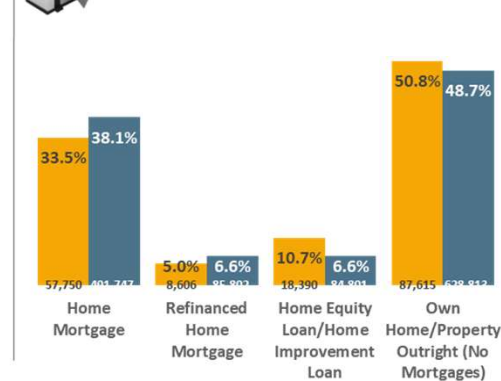
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older

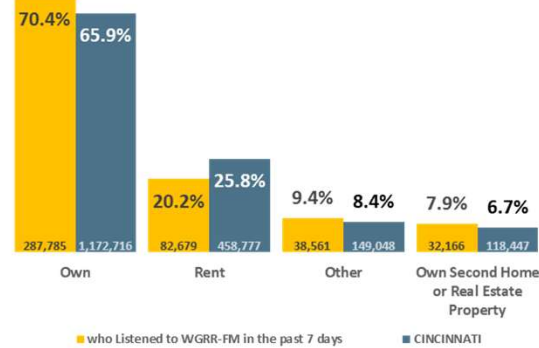




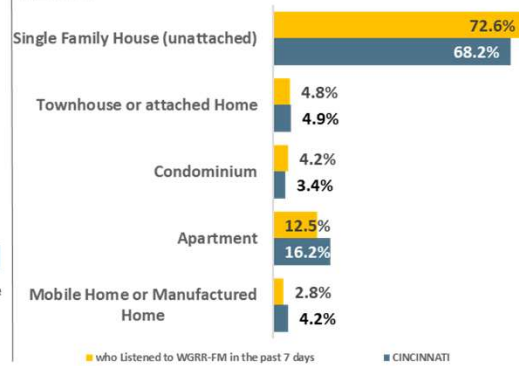
23.% or 409,025 of CINCINNATI Metro Adults 18 or older Listened to WGRR-FM in the past 7 days. Adults 18 or older who Listened to WGRR-FM in the past 7 days are 6.8% more likely to own their home, 6.9% more likely to own a lower valued home, 6.5% more likely to have a single-family home, 5.3% less likely to have a dog.



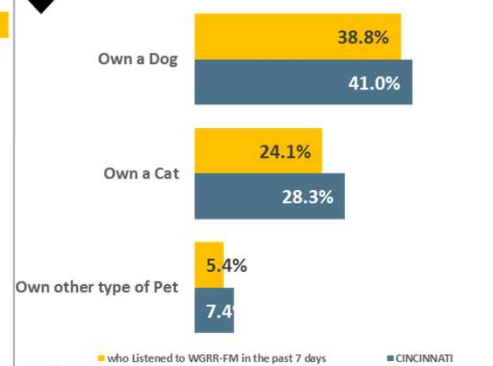
Own/Rent/Other: Adults 18 or older



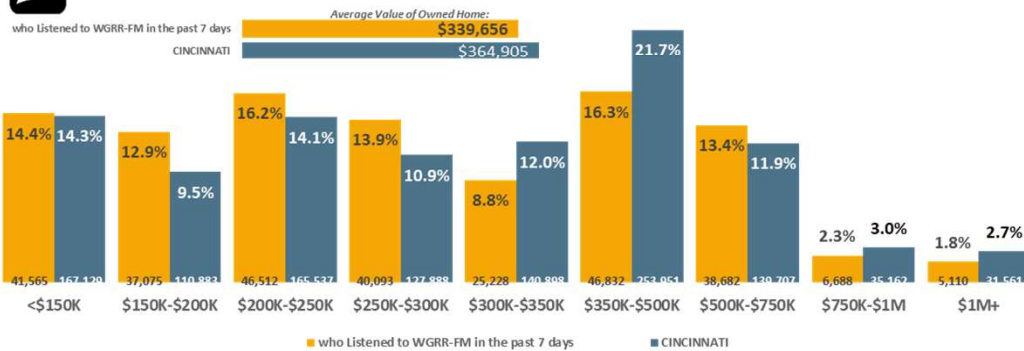
Type of Home: Adults 18 or older



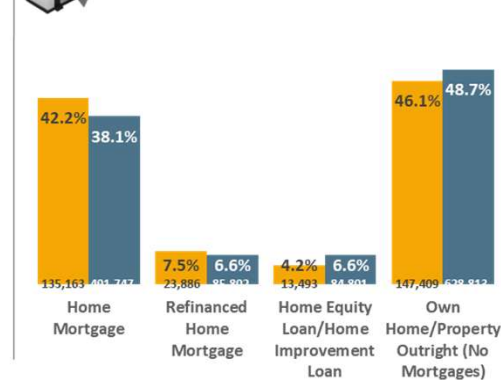
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



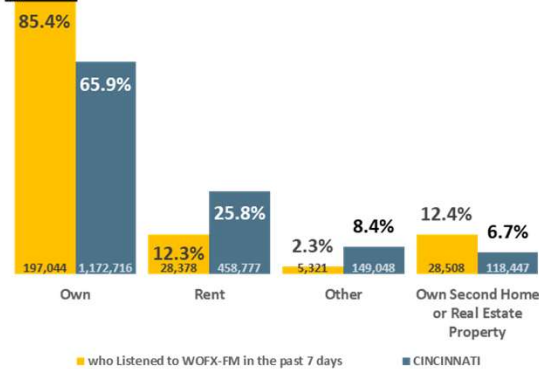
Home Loans: Adults 18 or older



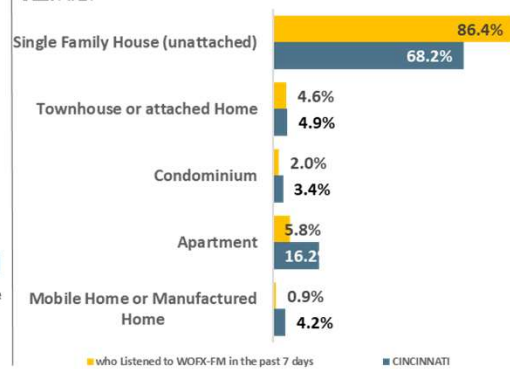


13.% or 230,743 of CINCINNATI Metro Adults 18 or older Listened to WOFX-FM in the past 7 days. Adults 18 or older who Listened to WOFX-FM in the past 7 days are 29.7% more likely to own their home, 5.5% more likely to own a lower valued home, 26.7% more likely to have a single-family home, 18.% more likely to have a dog.

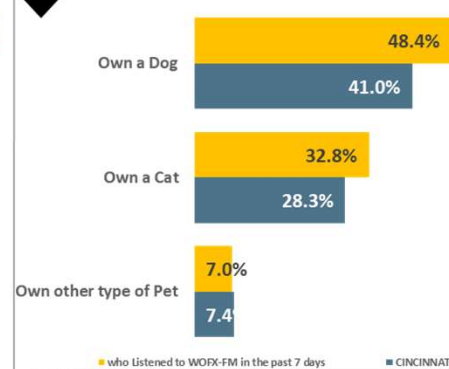
Own/Rent/Other: Adults 18 or older



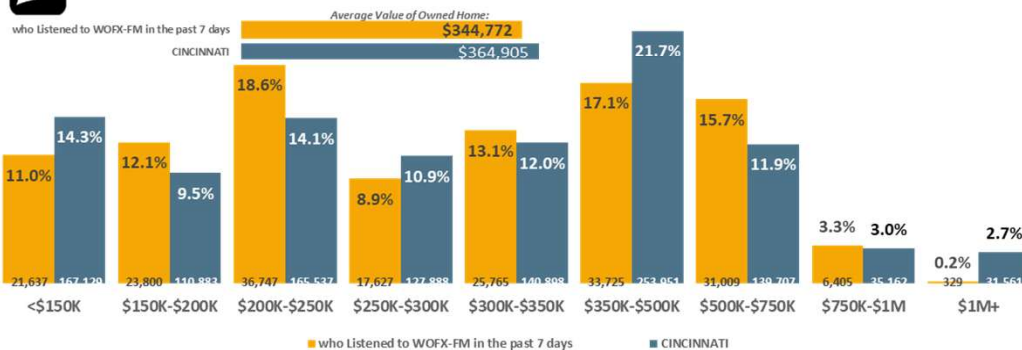
Type of Home: Adults 18 or older



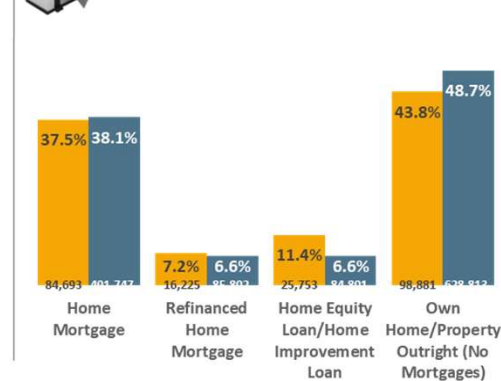
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older

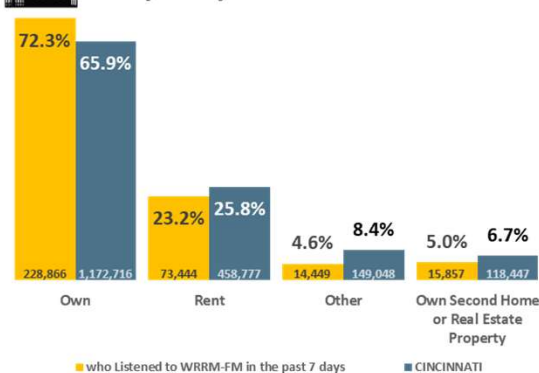




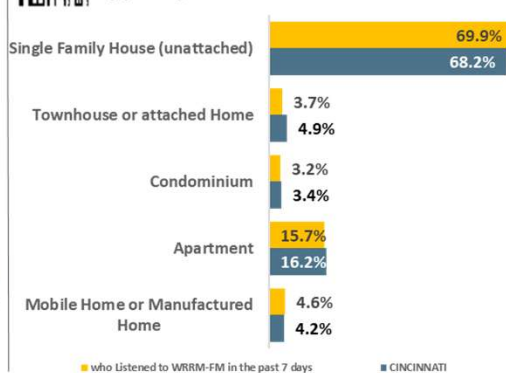
17.8% or 316,759 of CINCINNATI Metro Adults 18 or older Listened to WRRM-FM in the past 7 days. Adults 18 or older who Listened to WRRM-FM in the past 7 days are 9.7% more likely to own their home, .8% more likely to own a lower valued home, 2.5% more likely to have a single-family home, 8.8% more likely to have a dog.



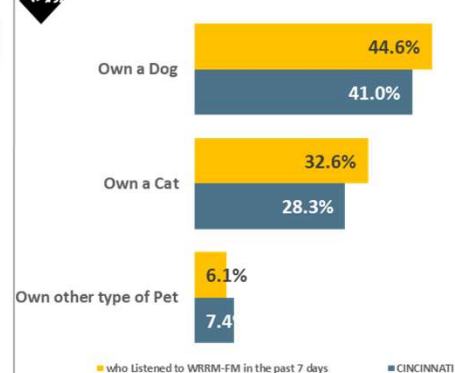
Own/Rent/Other: Adults 18 or older



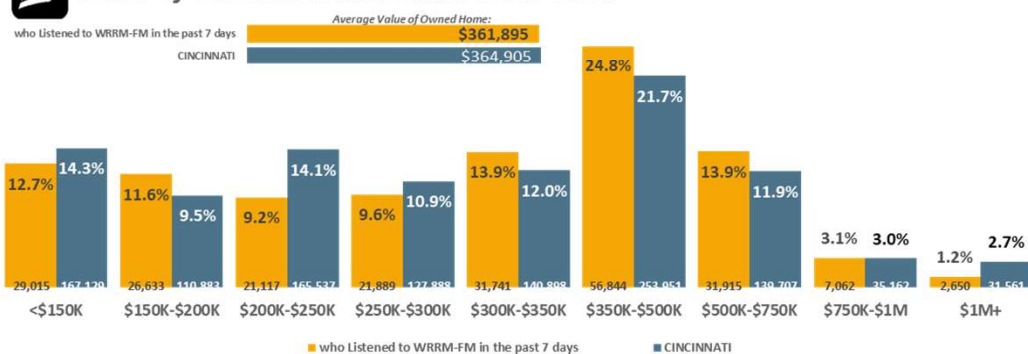
Type of Home: Adults 18 or older



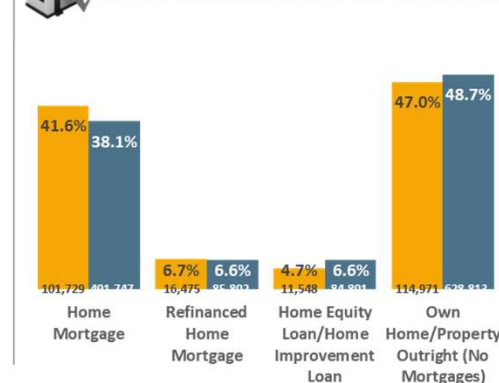
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older

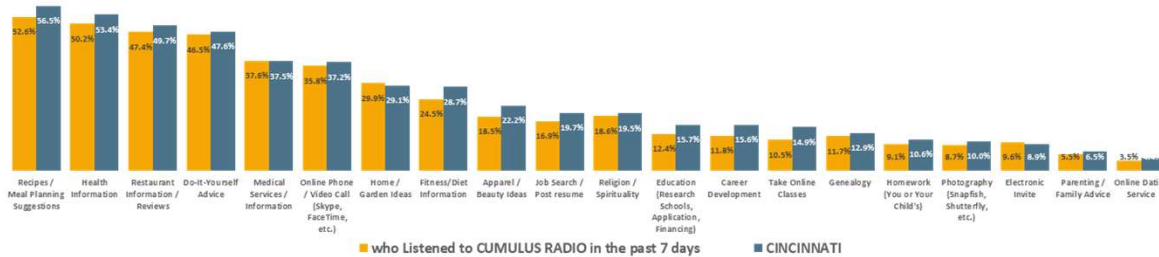




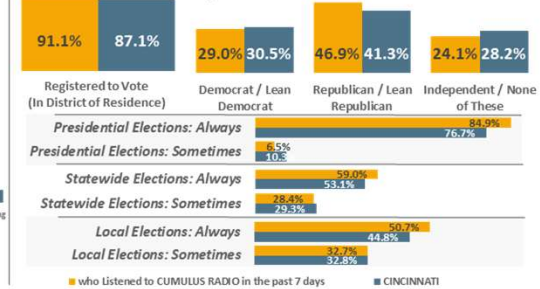
44.8% or 797,589 of CINCINNATI Metro Adults 18 or older Listened to CUMULUS RADIO in the past 7 days. Adults 18 or older who Listened to CUMULUS RADIO in the past 7 days are 2.4% less likely to look up D-I-Y advice online, 13.1% more likely to always vote in local elections, 9.8% less likely to belong to a gym, 4.8% more likely to fly domestic past yr.



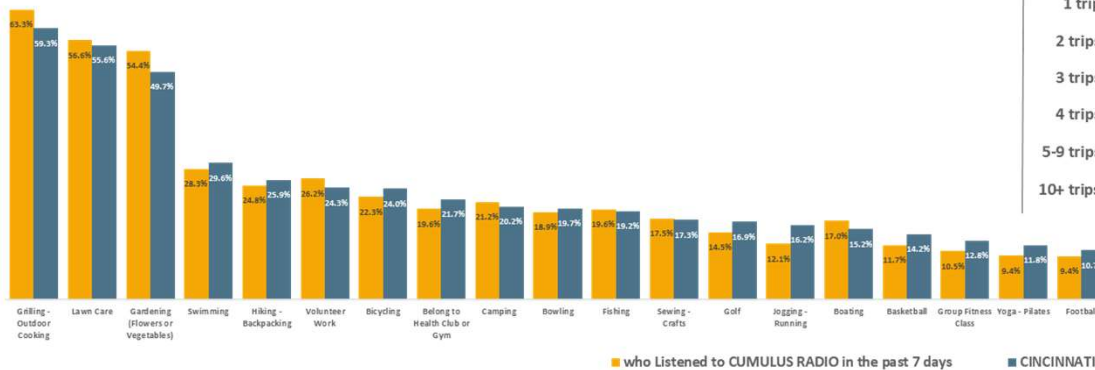
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



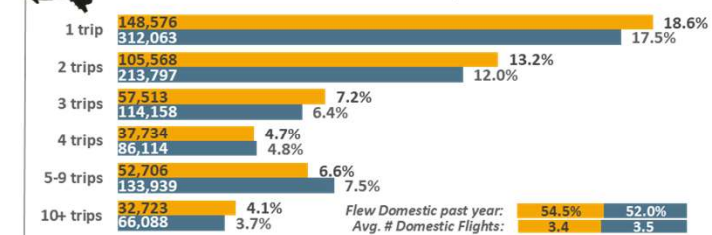
Political Activity: Adults 18 or older



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



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

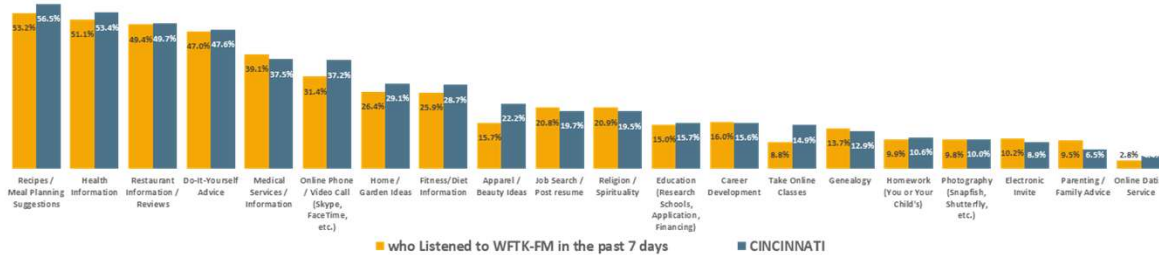




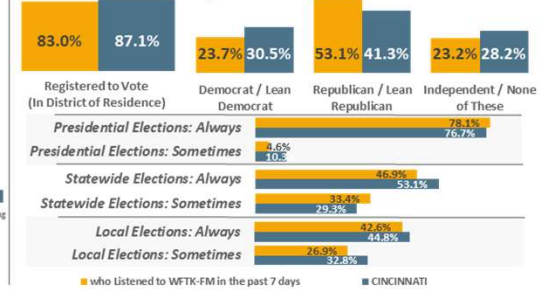
10.9% or 194,087 of CINCINNATI Metro Adults 18 or older Listened to WFTK-FM in the past 7 days. Adults 18 or older who Listened to WFTK-FM in the past 7 days are 1.2% less likely to look up D-I-Y advice online, 4.8% less likely to always vote in local elections, 21.7% less likely to belong to a gym, 5.8% more likely to fly domestic past yr.



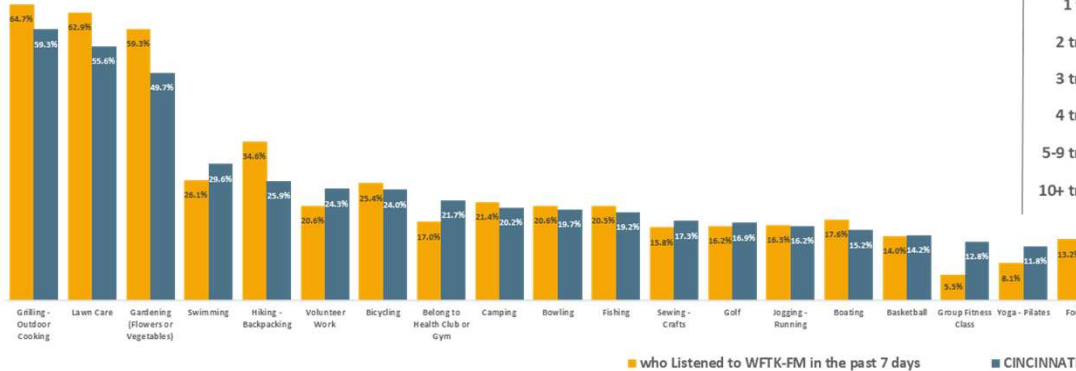
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



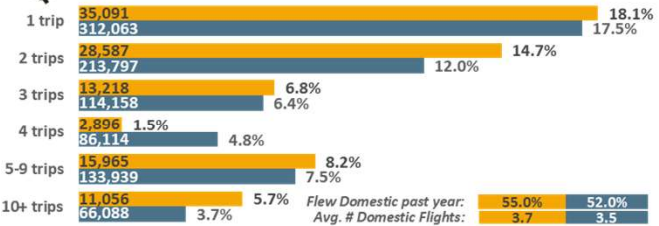
Political Activity: Adults 18 or older



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



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

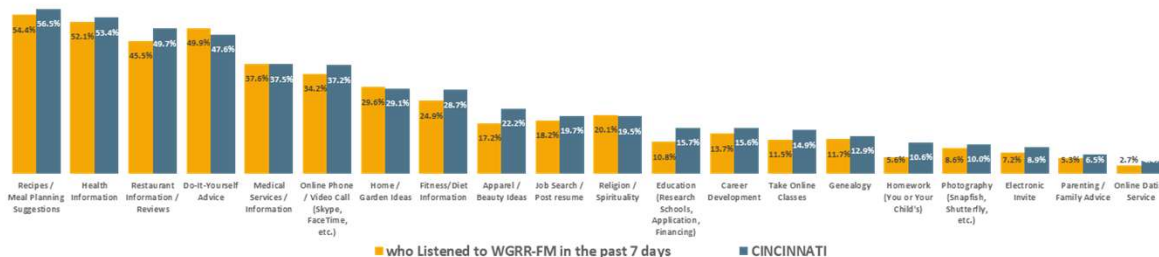




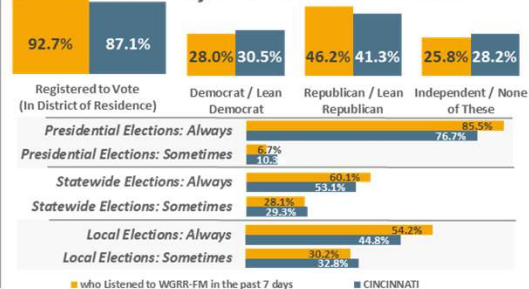
23.% or 409,025 of CINCINNATI Metro Adults 18 or older Listened to WGRR-FM in the past 7 days. Adults 18 or older who Listened to WGRR-FM in the past 7 days are 4.8% more likely to look up D-I-Y advice online, 21.1% more likely to always vote in local elections, 19.3% less likely to belong to a gym, 5.6% less likely to fly domestic past yr.



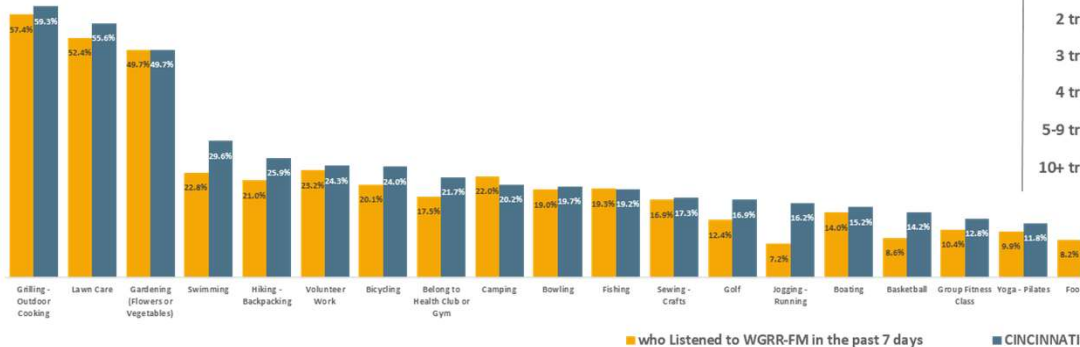
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



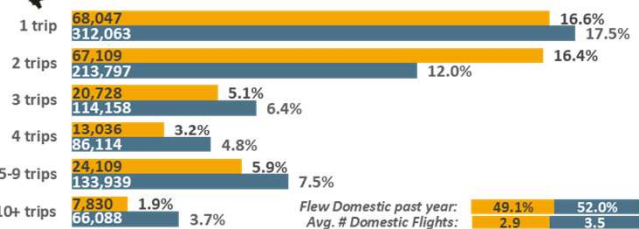
Political Activity: Adults 18 or older



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



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



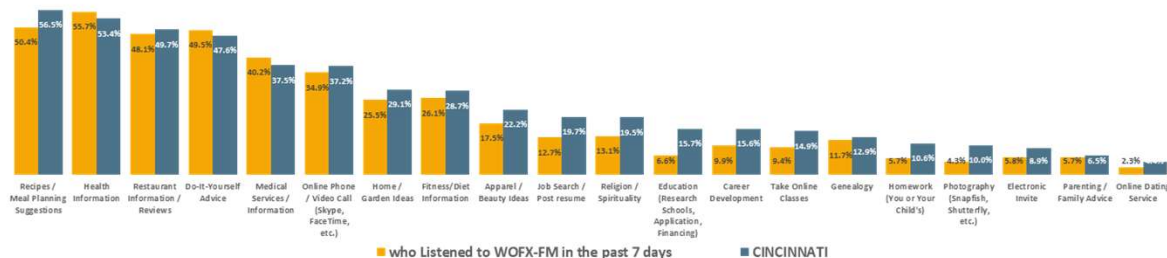
Flew Domestic past year: 49.1% (WGRR-FM) vs 52.0% (CINCINNATI)
Avg. # Domestic Flights: 2.9 (WGRR-FM) vs 3.5 (CINCINNATI)



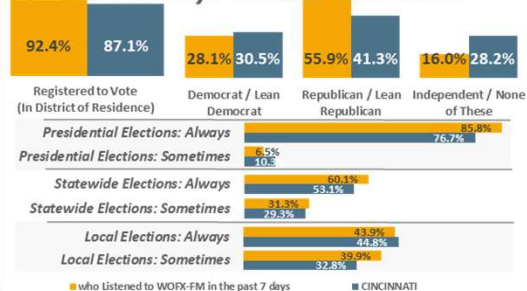
13.% or 230,743 of CINCINNATI Metro Adults 18 or older Listened to WOFX-FM in the past 7 days. Adults 18 or older who Listened to WOFX-FM in the past 7 days are 4.% more likely to look up D-I-Y advice online, 2.% less likely to always vote in local elections, 18.7% more likely to belong to a gym, 12.6% more likely to fly domestic past yr.



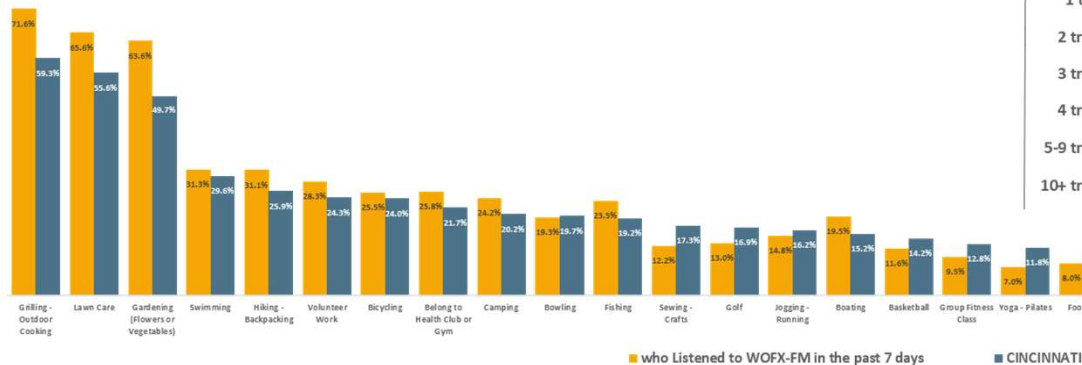
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



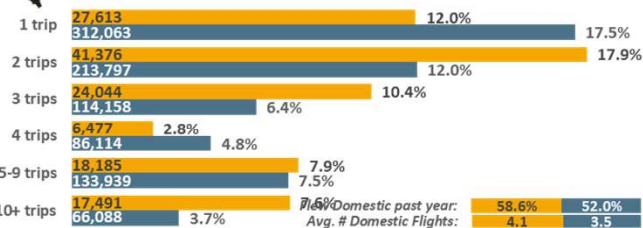
Political Activity: Adults 18 or older



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



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



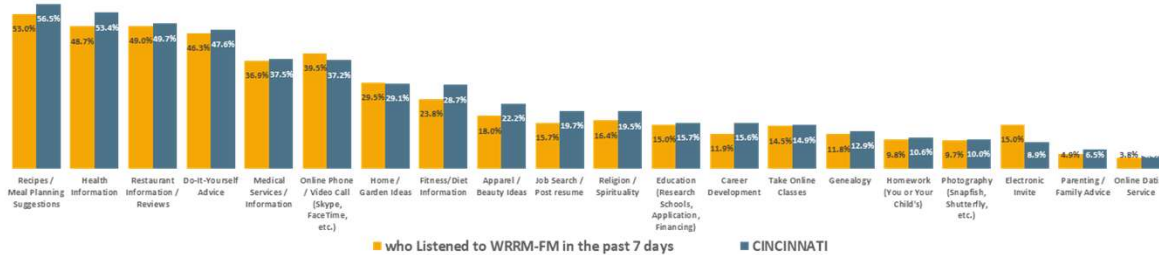
Domestic past year: 58.6%
Avg. # Domestic Flights: 4.1



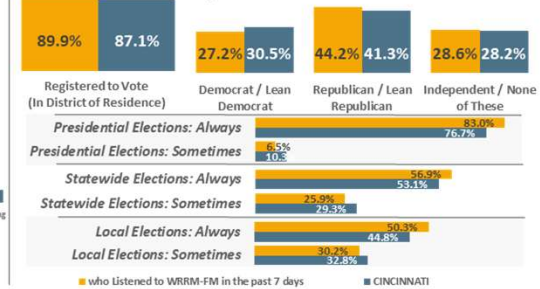
17.8% or 316,759 of CINCINNATI Metro Adults 18 or older Listened to WRRM-FM in the past 7 days. Adults 18 or older who Listened to WRRM-FM in the past 7 days are 2.7% less likely to look up D-I-Y advice online, 12.3% more likely to always vote in local elections, 14.6% less likely to belong to a gym, 10.5% more likely to fly domestic past yr.



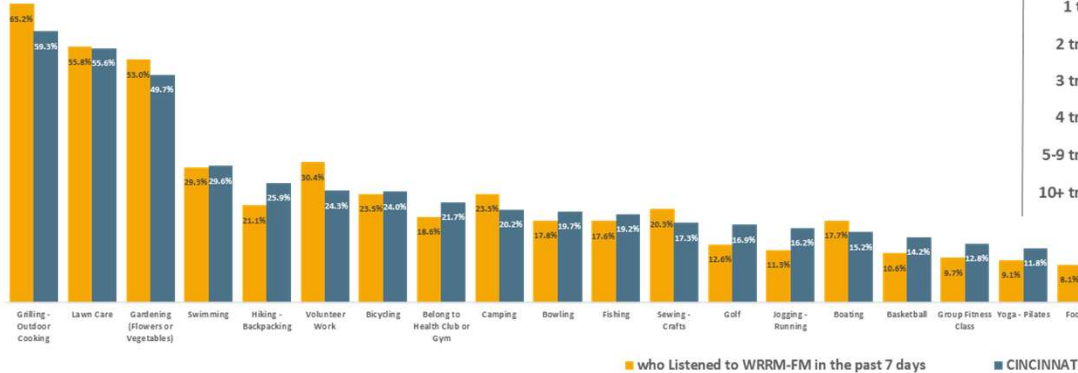
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



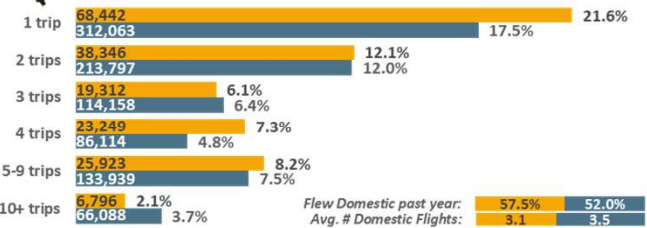
Political Activity: Adults 18 or older



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



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

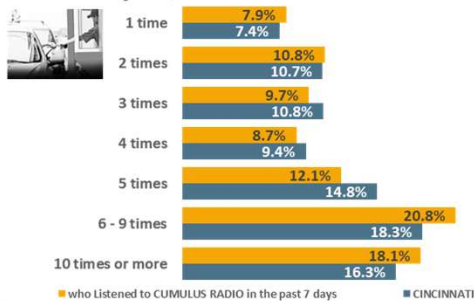


Flew Domestic past year: 57.5% (WRRM-FM) vs 52.0% (CINCINNATI)
Avg. # Domestic Flights: 3.1 (WRRM-FM) vs 3.5 (CINCINNATI)

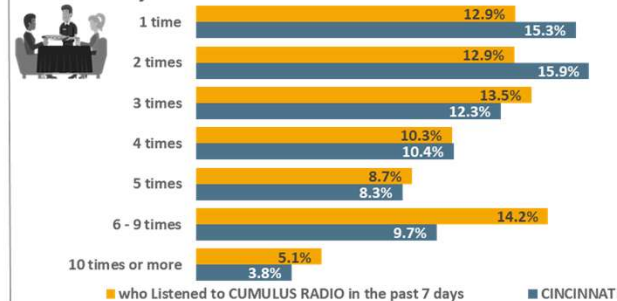


44.8% or 797,589 of CINCINNATI Metro Adults 18 or older Listened to CUMULUS RADIO in the past 7 days. Adults 18 or older who Listened to CUMULUS RADIO in the past 7 days are .5% more likely to use QSRs past mo., 2.4% more likely to use Sit-Down Restaurants past mo., 7.4% more likely to use Casinos past yr., 15.9% less likely to smoke cigarettes.

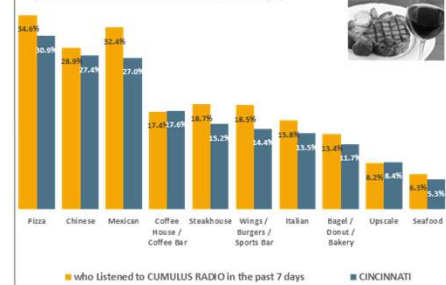
Past 30-days QSR Users: Adults 18 or older



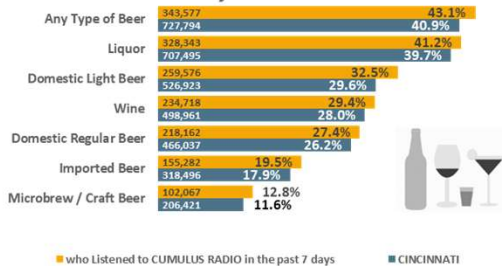
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



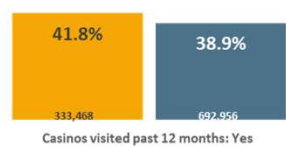
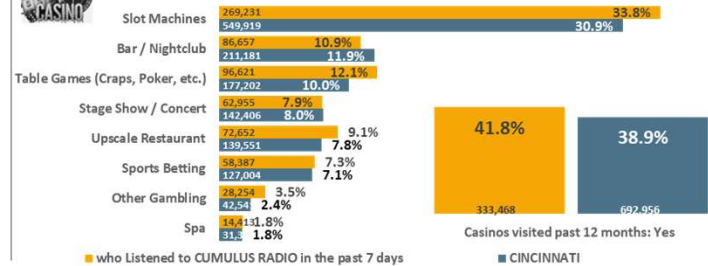
Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



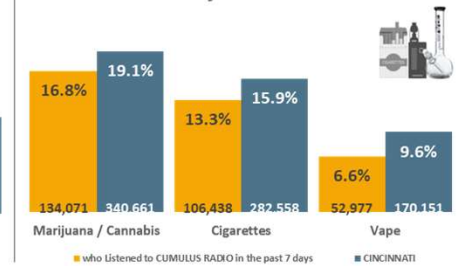
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



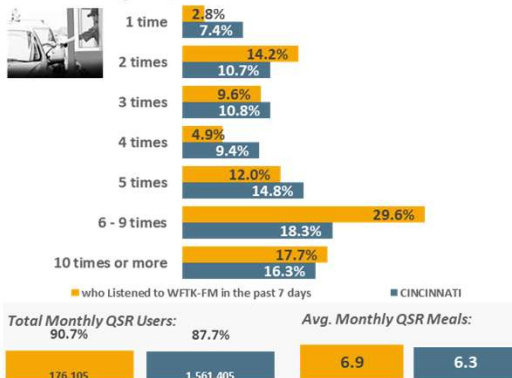
Used Past 30-days: Adults 18 or older



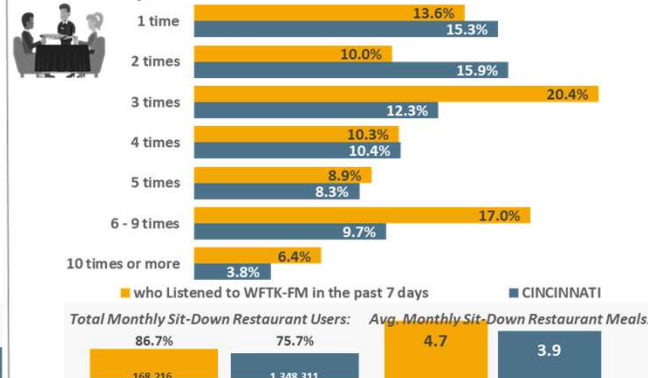


10.9% or 194,087 of CINCINNATI Metro Adults 18 or older Listened to WFTK-FM in the past 7 days. Adults 18 or older who Listened to WFTK-FM in the past 7 days are 3.5% more likely to use QSRs past mo., 14.5% more likely to use Sit-Down Restaurants past mo., 30.6% more likely to use Casinos past yr, 12.7% less likely to smoke cigarettes.

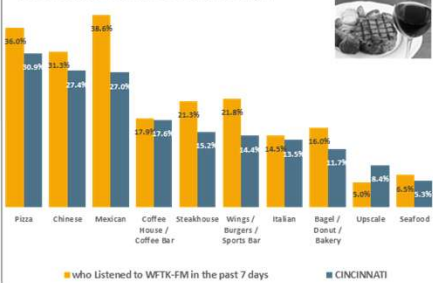
Past 30-days QSR Users: Adults 18 or older



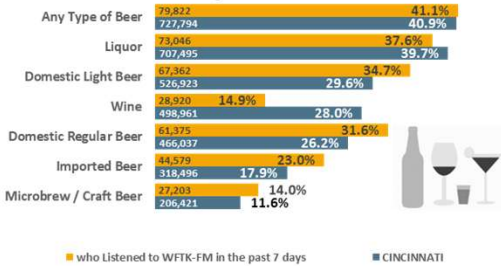
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



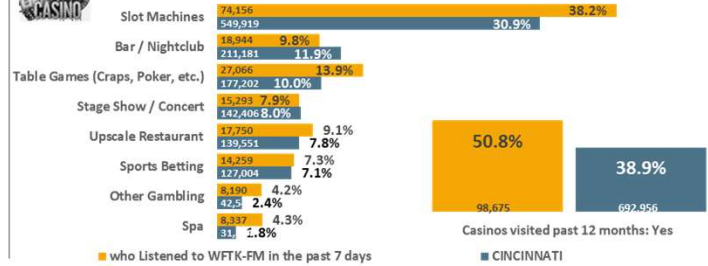
Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



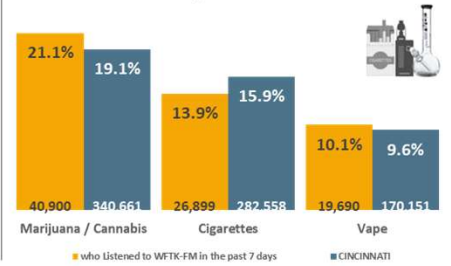
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



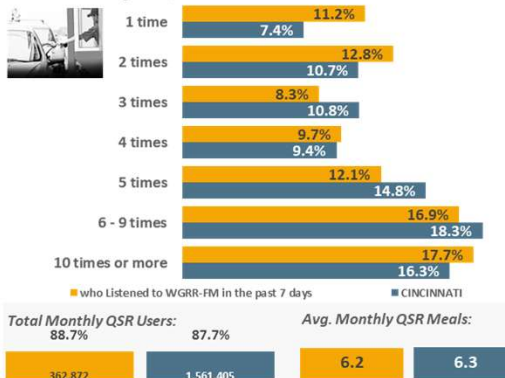
Used Past 30-days: Adults 18 or older



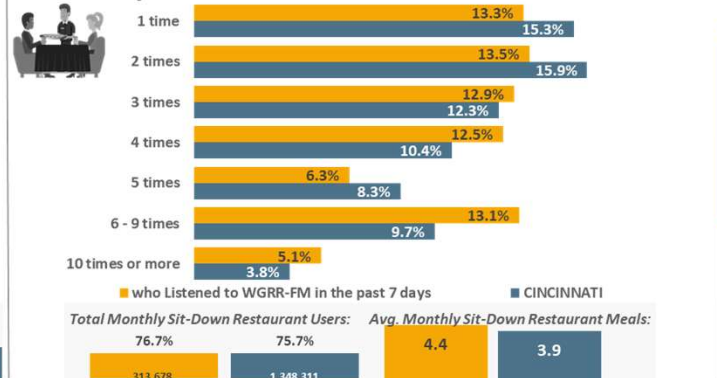


23.% or 409,025 of CINCINNATI Metro Adults 18 or older Listened to WGRR-FM in the past 7 days.
 Adults 18 or older who Listened to WGRR-FM in the past 7 days are 1.2% more likely to use QSRs past mo.,
 1.3% more likely to use Sit-Down Restaurants past mo., 17.% more likely to use Casinos past yr., 4.9% less
 likely to smoke cigarettes.

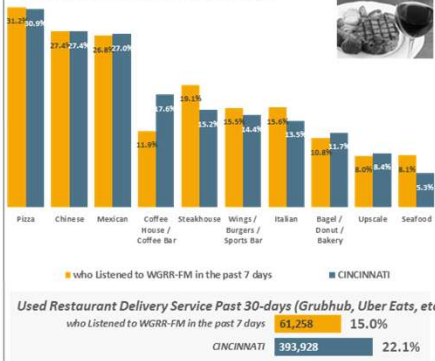
Past 30-days QSR Users: Adults 18 or older



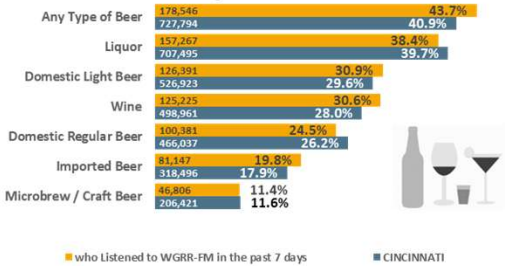
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



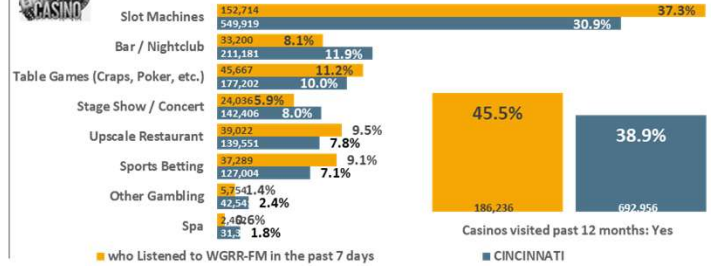
Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



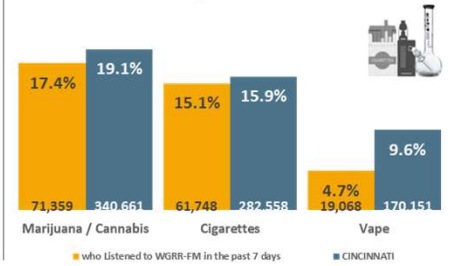
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



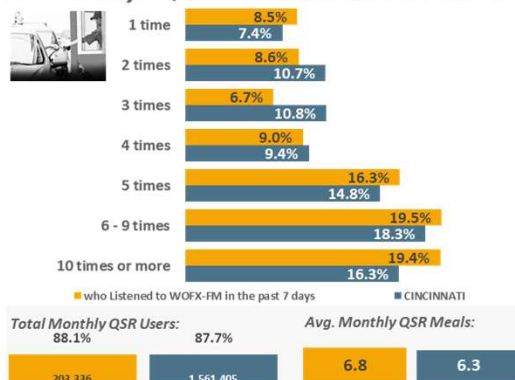
Used Past 30-days: Adults 18 or older



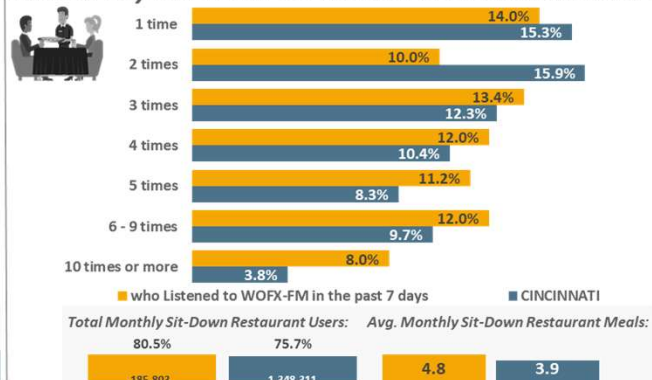


13.1% or 230,743 of CINCINNATI Metro Adults 18 or older Listened to WOFX-FM in the past 7 days. Adults 18 or older who Listened to WOFX-FM in the past 7 days are .5% more likely to use QSRs past mo., 6.3% more likely to use Sit-Down Restaurants past mo., 12.1% more likely to use Casinos past yr., 46.5% less likely to smoke cigarettes.

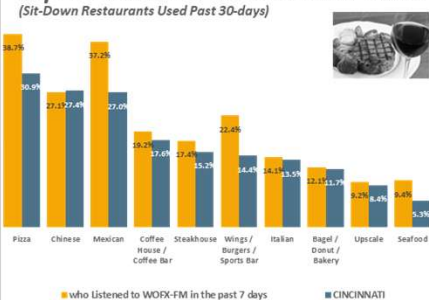
Past 30-days QSR Users: Adults 18 or older



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



Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)

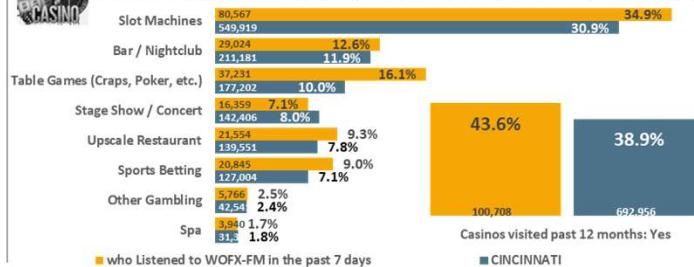


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
 who Listened to WOFX-FM in the past 7 days: 43,410 (18.8%)
 CINCINNATI: 393,928 (22.1%)

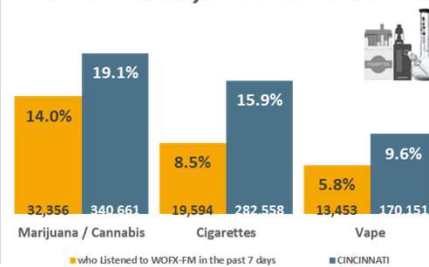
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



Used Past 30-days: Adults 18 or older

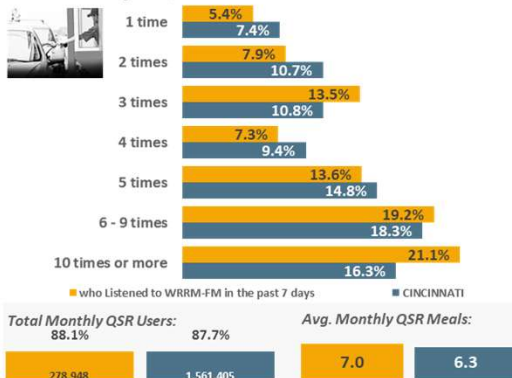


Warm98.5

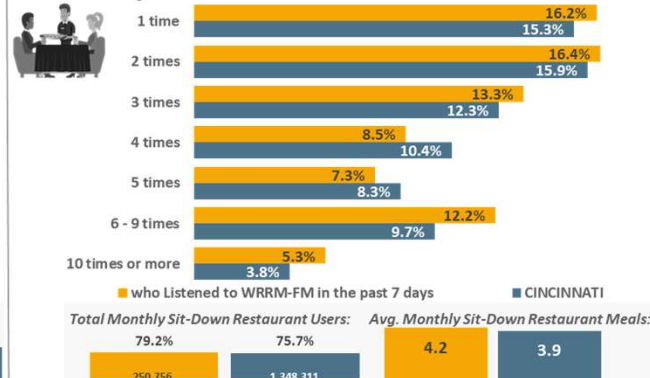
80s. 90s. Now.

17.8% or 316,759 of CINCINNATI Metro Adults 18 or older Listened to WRRM-FM in the past 7 days. Adults 18 or older who Listened to WRRM-FM in the past 7 days are .4% more likely to use QSRs past mo., 4.5% more likely to use Sit-Down Restaurants past mo., 15.9% more likely to use Casinos past yr, 8.6% less likely to smoke cigarettes.

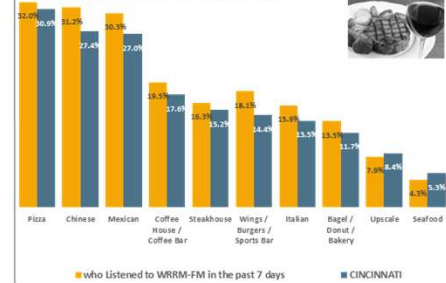
Past 30-days QSR Users: Adults 18 or older



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

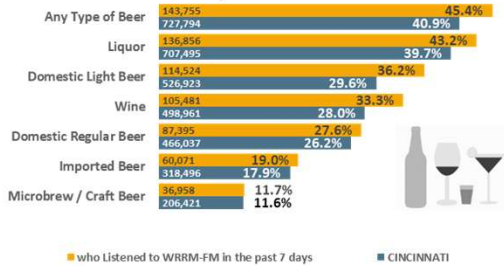


Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)

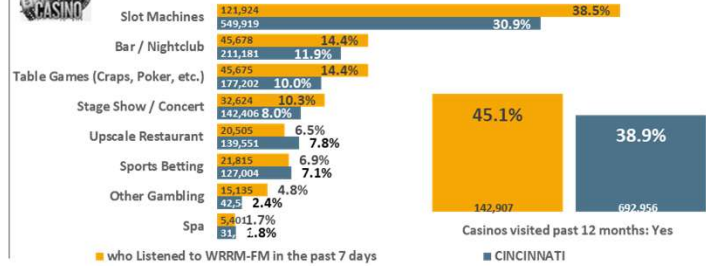


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
 who Listened to WRRM-FM in the past 7 days: 67,877 (21.4%)
 CINCINNATI: 393,928 (22.1%)

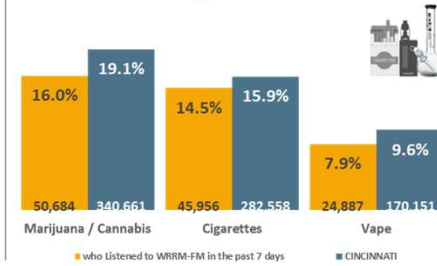
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



Used Past 30-days: Adults 18 or older

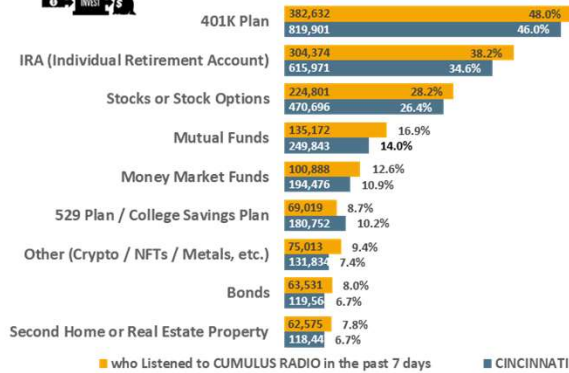




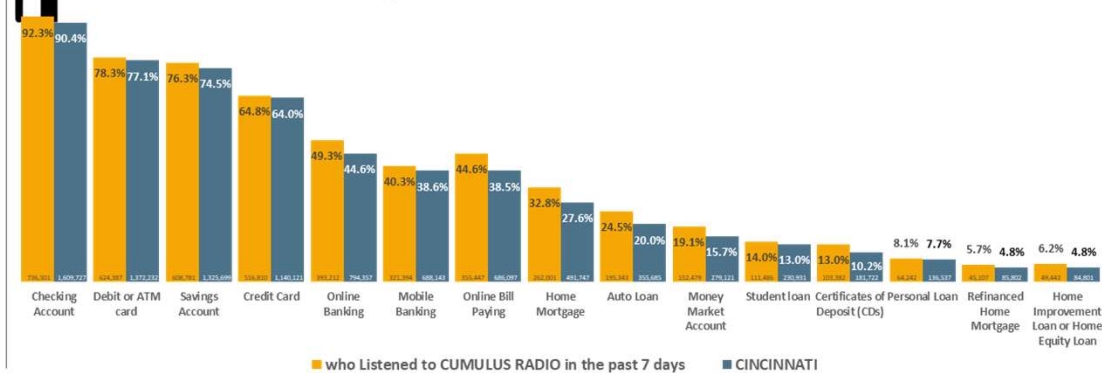
44.8% or 797,589 of CINCINNATI Metro Adults 18 or older Listened to CUMULUS RADIO in the past 7 days. Adults 18 or older who Listened to CUMULUS RADIO in the past 7 days are 4.2% more likely to have a 401K, 22.6% more likely to have an Auto Loan, .7% more likely to Invest/Trade Stocks Online, 5.% more likely to pay with their Debit Card.



Investments Owned: Adults 18 or older



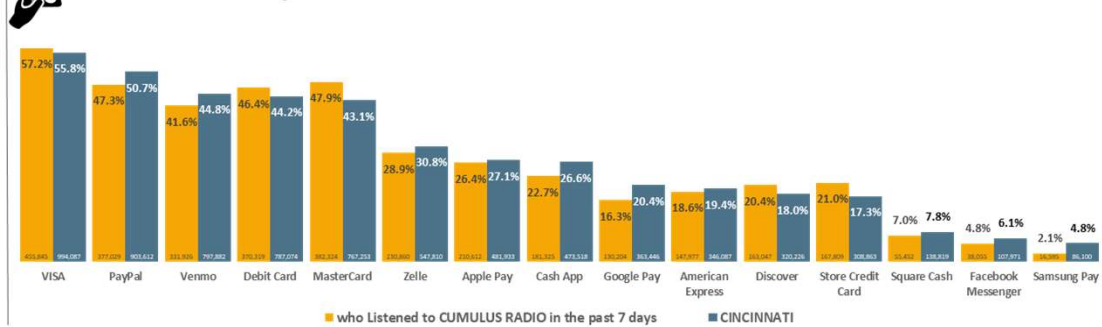
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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

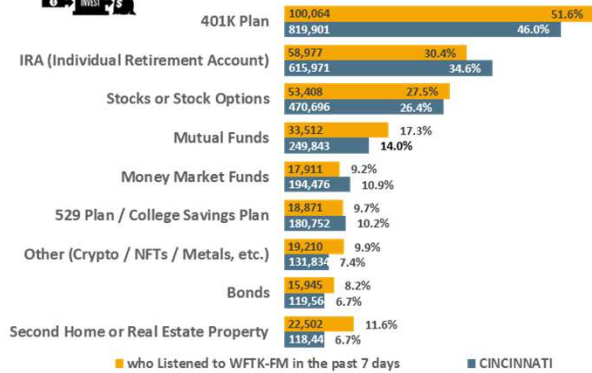




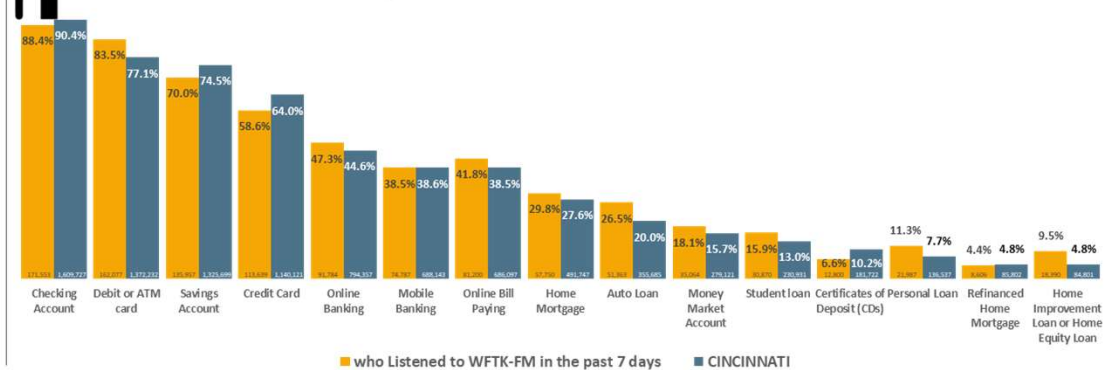
10.9% or 194,087 of CINCINNATI Metro Adults 18 or older Listened to WFTK-FM in the past 7 days. Adults 18 or older who Listened to WFTK-FM in the past 7 days are 12.% more likely to have a 401K, 32.5% more likely to have an Auto Loan, 7.8% less likely to Invest/Trade Stocks Online, 12.2% more likely to pay with their Debit Card.



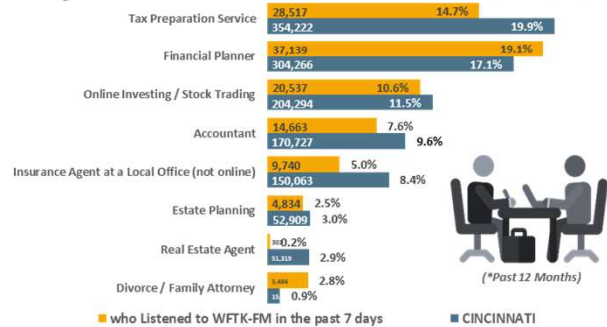
Investments Owned: Adults 18 or older



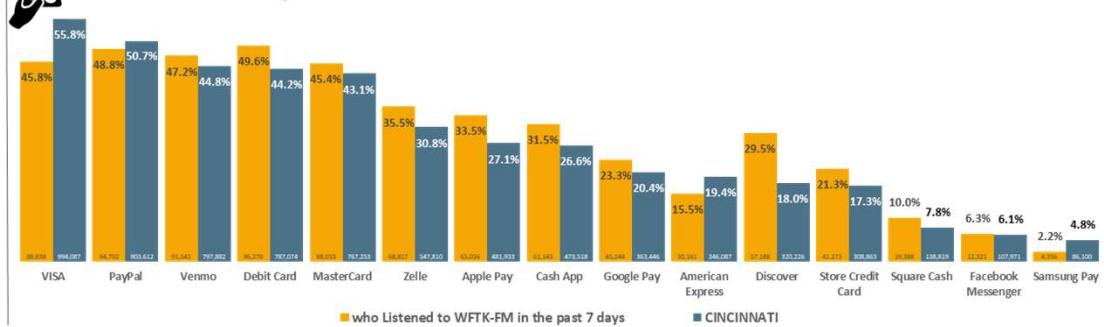
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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





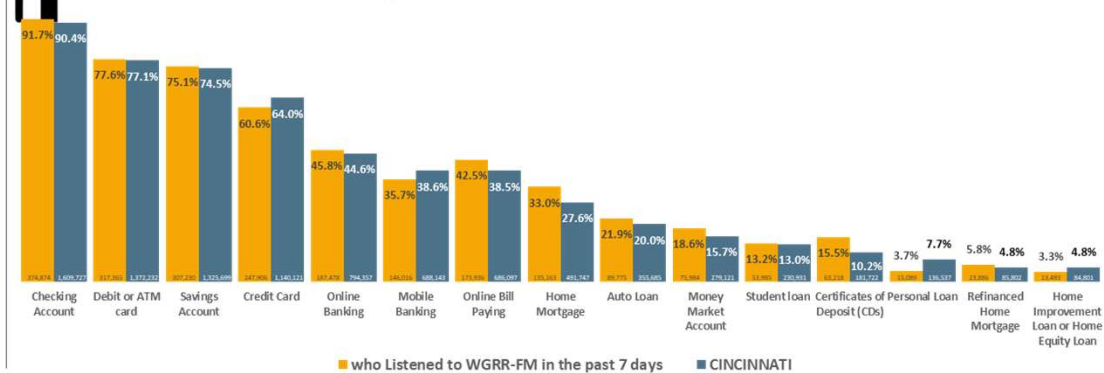
23.3% or 409,025 of CINCINNATI Metro Adults 18 or older Listened to WGRR-FM in the past 7 days. Adults 18 or older who Listened to WGRR-FM in the past 7 days are 3.6% less likely to have a 401K, 9.9% more likely to have an Auto Loan, 20.4% less likely to Invest/Trade Stocks Online, 7.0% more likely to pay with their Debit Card.



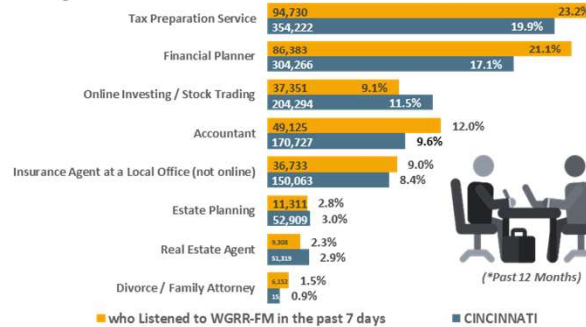
Investments Owned: Adults 18 or older



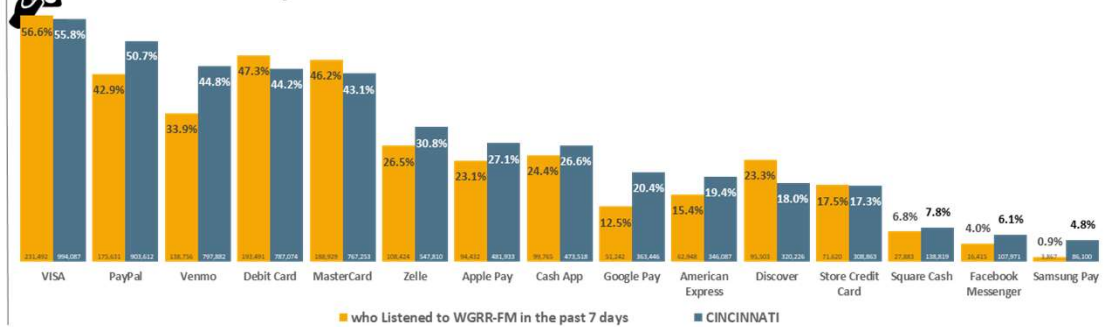
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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





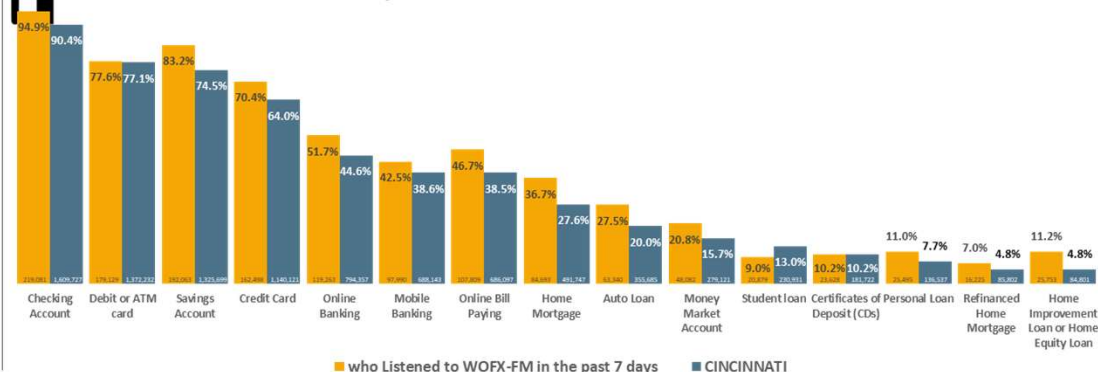
13.3% or 230,743 of CINCINNATI Metro Adults 18 or older Listened to WOFX-FM in the past 7 days. Adults 18 or older who Listened to WOFX-FM in the past 7 days are 21.9% more likely to have a 401K, 37.4% more likely to have an Auto Loan, 29.9% more likely to Invest/Trade Stocks Online, 16.6% more likely to pay with their Debit Card.



Investments Owned: Adults 18 or older



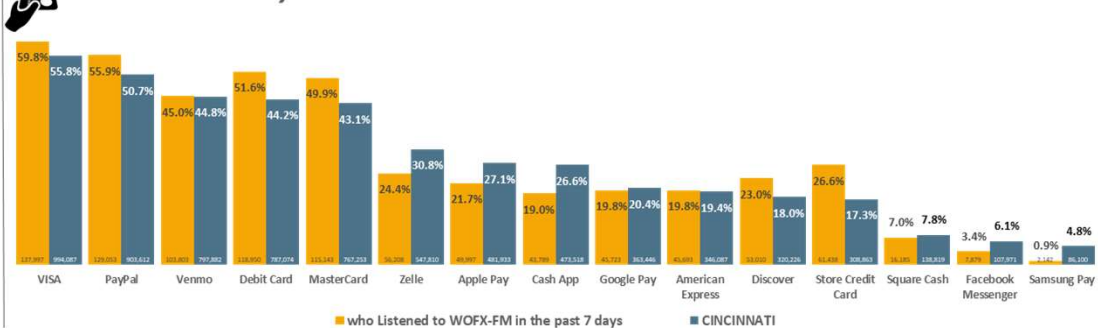
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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



Warm98.5

80s. 90s. Now.

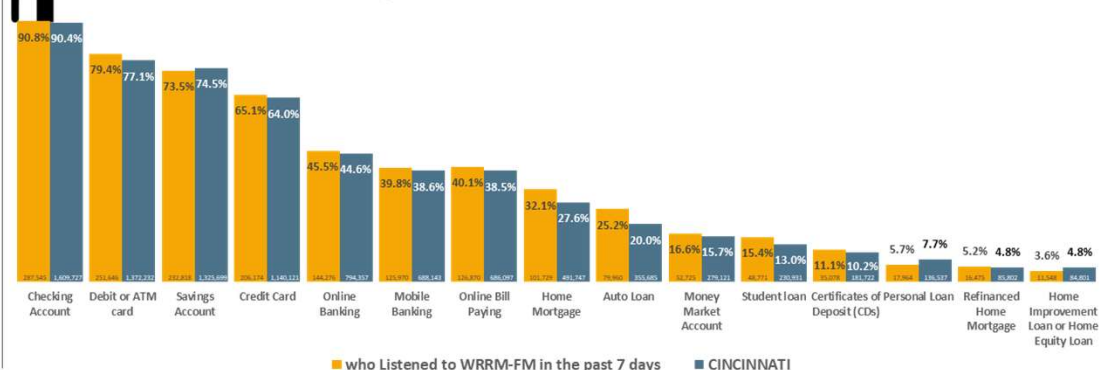
17.8% or 316,759 of CINCINNATI Metro Adults 18 or older Listened to WRRM-FM in the past 7 days. Adults 18 or older who Listened to WRRM-FM in the past 7 days are 2.5% less likely to have a 401K, 26.4% more likely to have an Auto Loan, 7.3% more likely to Invest/Trade Stocks Online, 2.5% more likely to pay with their Debit Card.



Investments Owned: Adults 18 or older



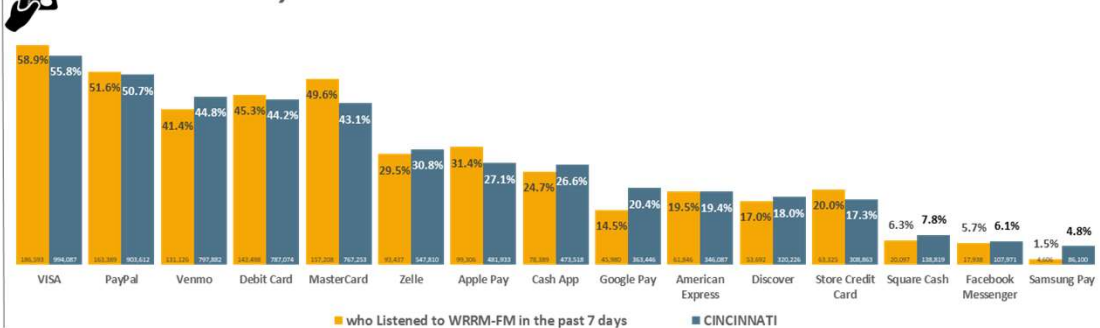
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older

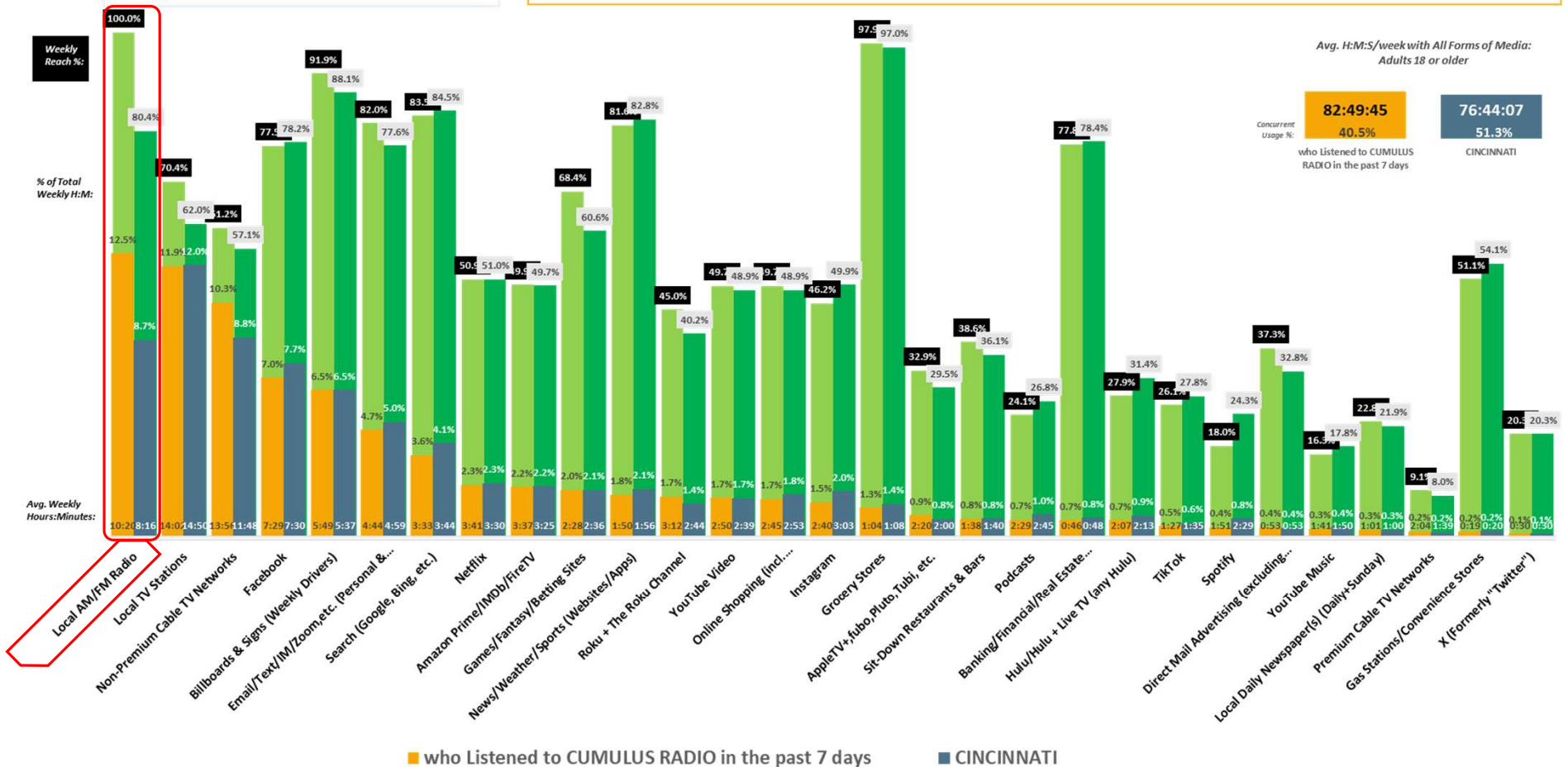


Past 3-Months Payment Methods Used: Adults 18 or older



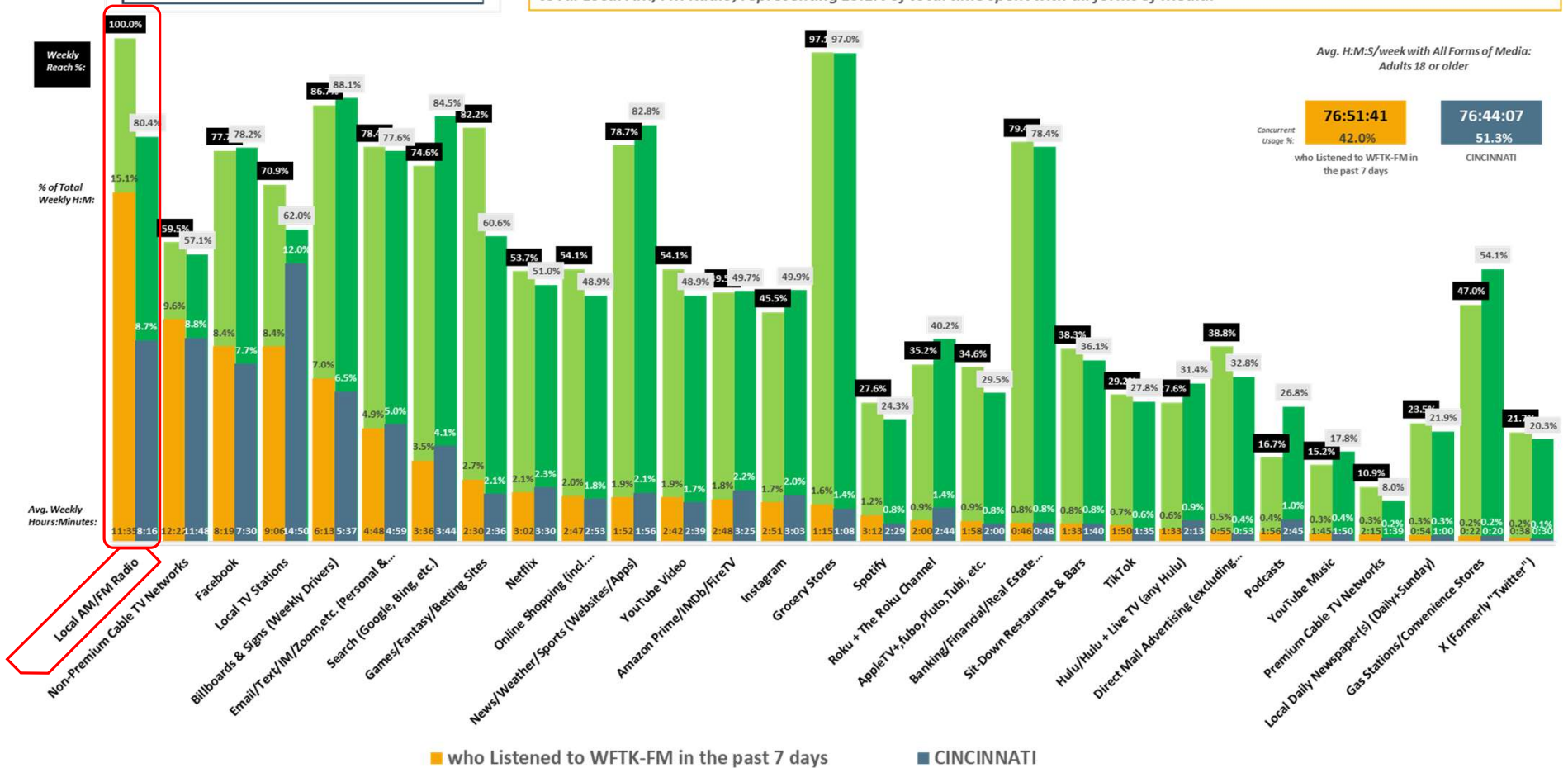


Adults 18 or older who Listened to CUMULUS RADIO in the past 7 days spend an average of 3 days, 10 hours, 49 minutes and 45 seconds each week with All Forms of Media.
100.% of Adults 18 or older who Listened to CUMULUS RADIO in the past 7 days spend an avg. of 10 hours and 20 minutes each week listening to All Local AM/FM Radio, representing 12.5% of total time spent with all forms of Media.



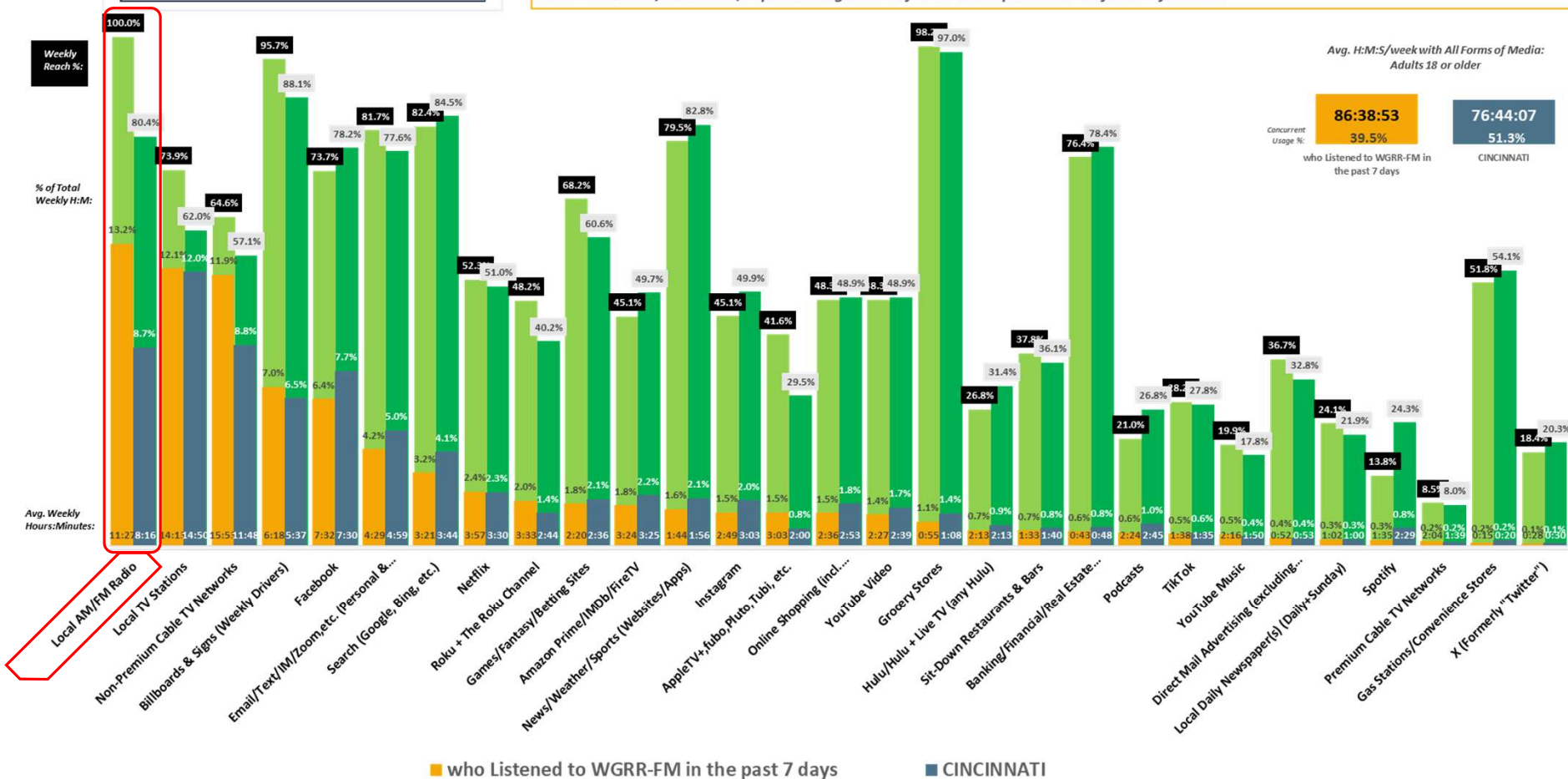


Adults 18 or older who Listened to WFTK-FM in the past 7 days spend an average of 3 days, 4 hours, 51 minutes and 41 seconds each week with All Forms of Media.
 100.% of Adults 18 or older who Listened to WFTK-FM in the past 7 days spend an avg. of 11 hours and 35 minutes each week listening to All Local AM/FM Radio, representing 15.1% of total time spent with all forms of Media.





Adults 18 or older who Listened to WGRR-FM in the past 7 days spend an average of 3 days, 14 hours, 38 minutes and 53 seconds each week with All Forms of Media.
 100.% of Adults 18 or older who Listened to WGRR-FM in the past 7 days spend an avg. of 11 hours and 27 minutes each week listening to All Local AM/FM Radio, representing 13.2% of total time spent with all forms of Media.



Avg. H:M:S/week with All Forms of Media:
 Adults 18 or older

86:38:53
 39.5%

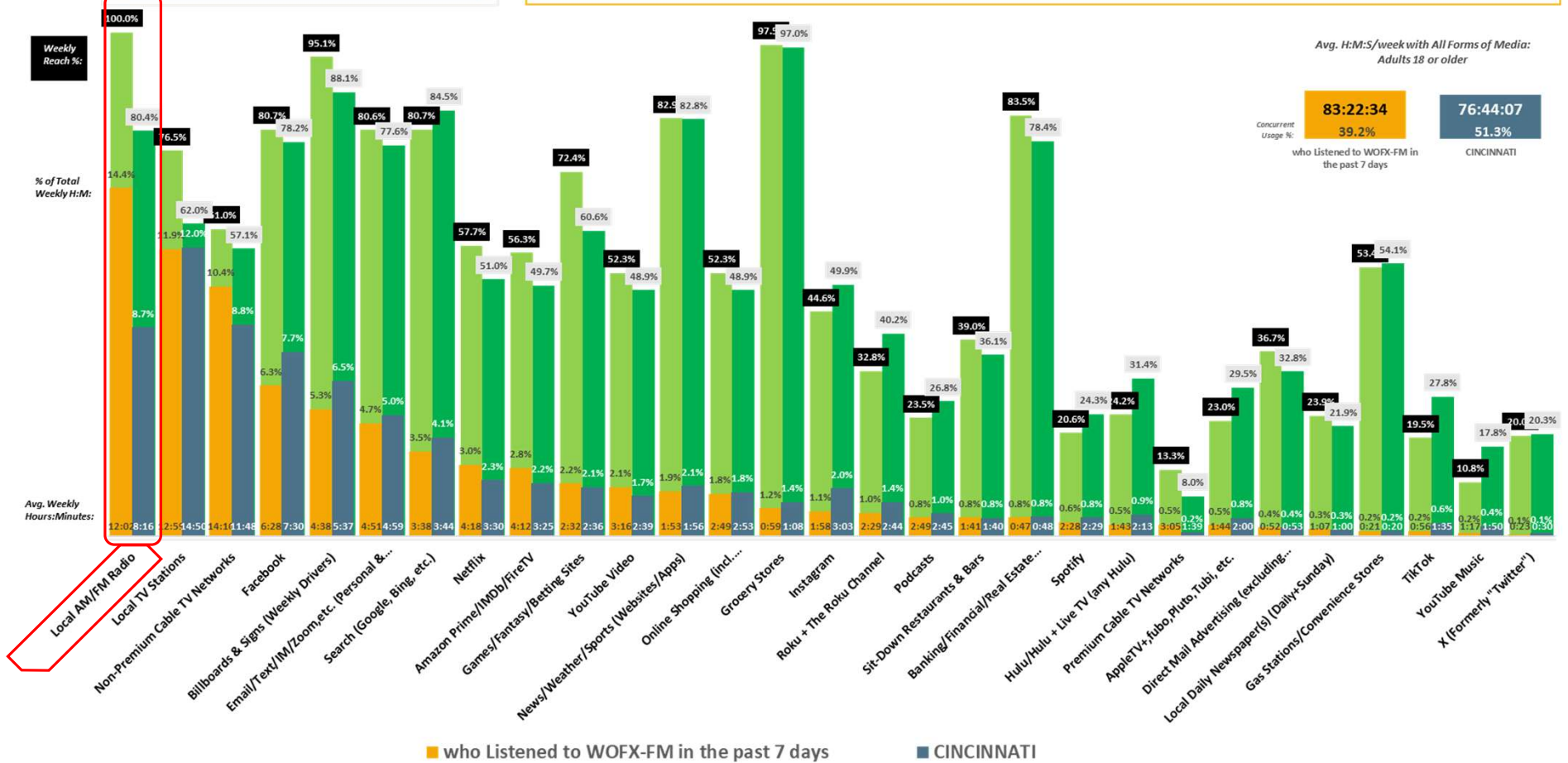
who Listened to WGRR-FM in the past 7 days

76:44:07
 51.3%

CINCINNATI



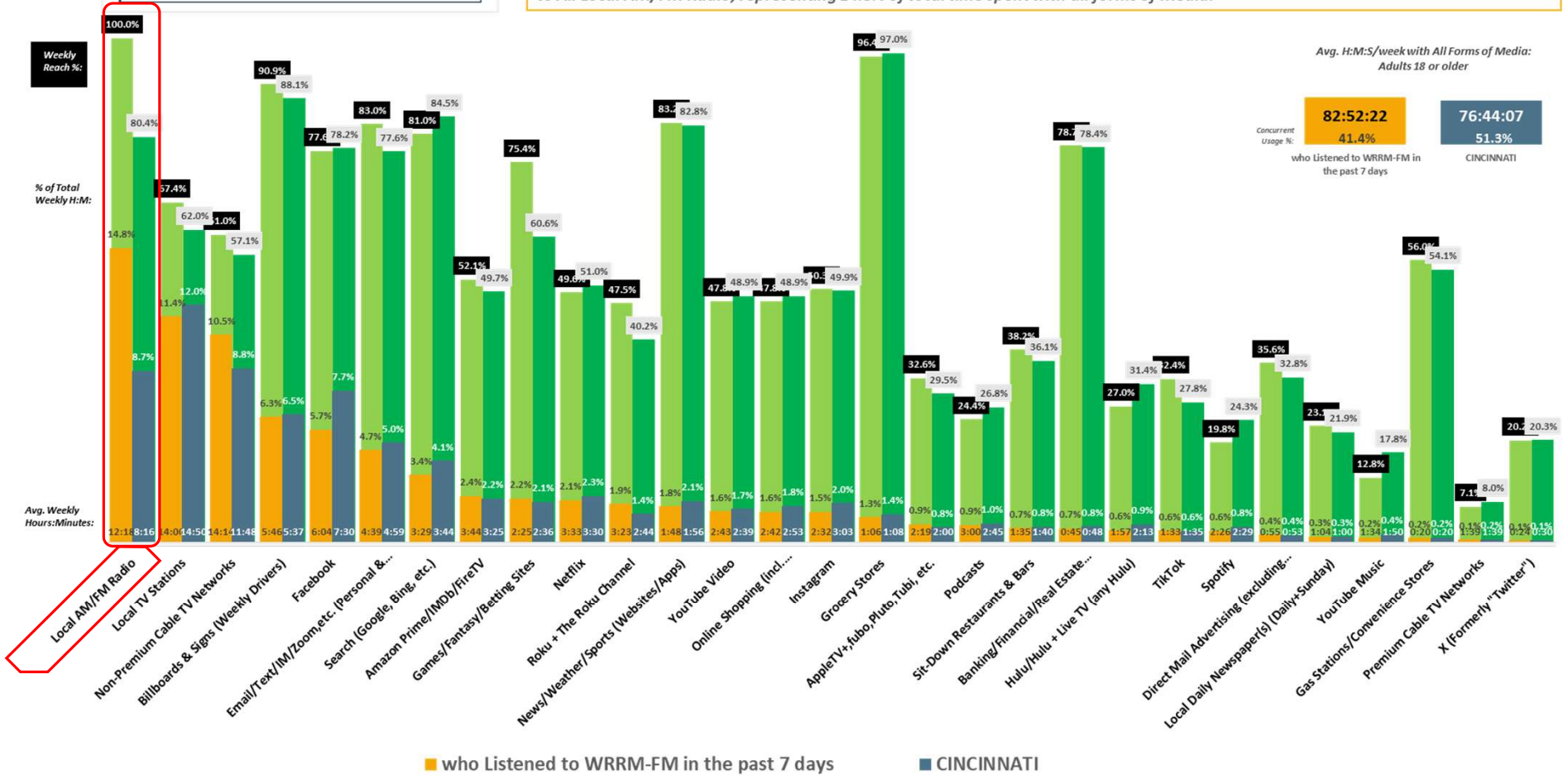
Adults 18 or older who Listened to WOFX-FM in the past 7 days spend an average of 3 days, 11 hours, 22 minutes and 34 seconds each week with All Forms of Media.
 100.% of Adults 18 or older who Listened to WOFX-FM in the past 7 days spend an avg. of 12 hours and 2 minutes each week listening to All Local AM/FM Radio, representing 14.4% of total time spent with all forms of Media.



Warm98.5

80s. 90s. Now.

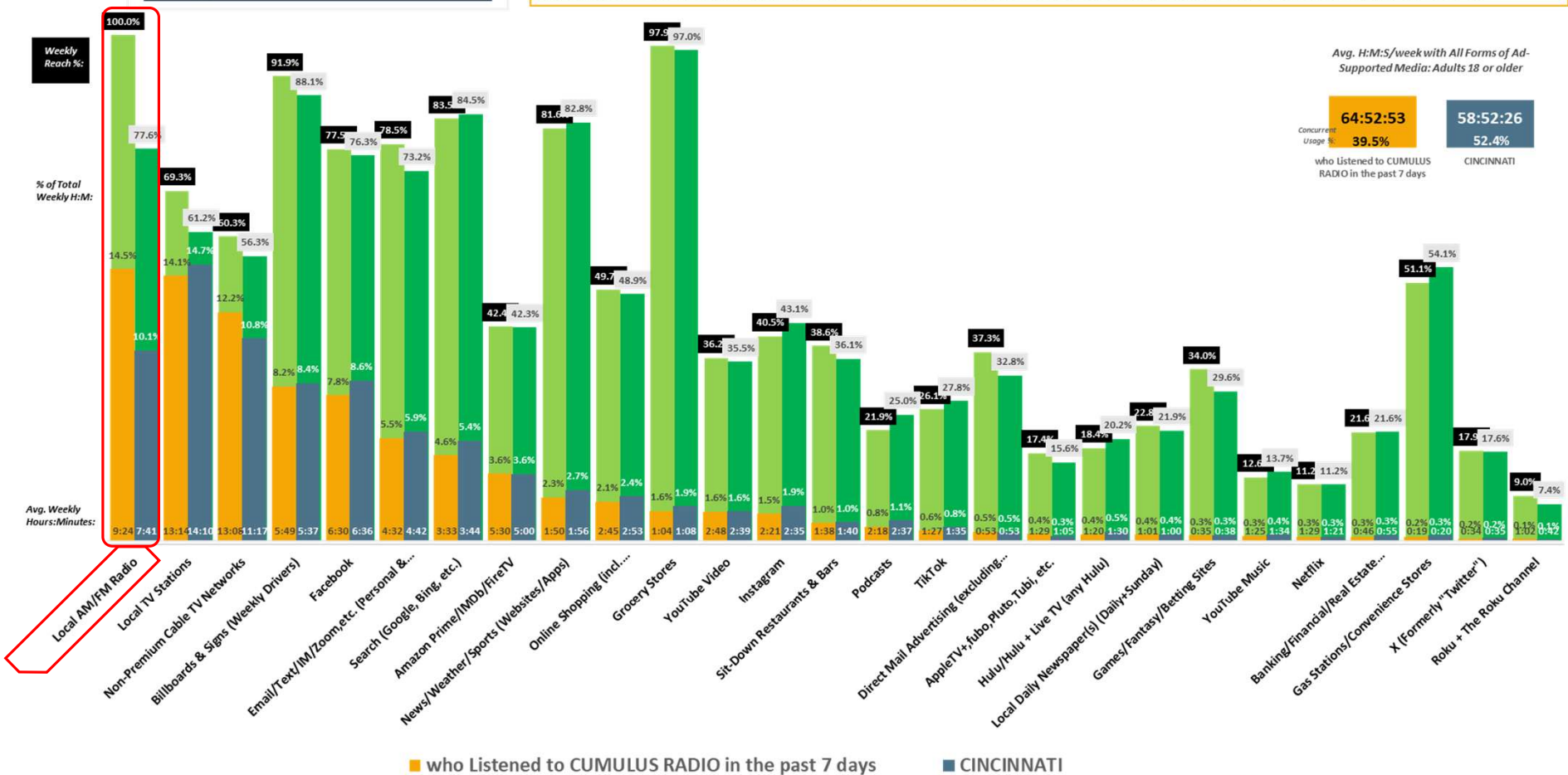
Adults 18 or older who Listened to WRRM-FM in the past 7 days spend an average of 3 days, 10 hours, 52 minutes and 22 seconds each week with All Forms of Media.
 100.% of Adults 18 or older who Listened to WRRM-FM in the past 7 days spend an avg. of 12 hours and 18 minutes each week listening to All Local AM/FM Radio, representing 14.8% of total time spent with all forms of Media.





Adults 18 or older who Listened to CUMULUS RADIO in the past 7 days spend an average of 2 days, 16 hours, 52 minutes and 53 seconds each week with All Forms of Ad-Supported Media.

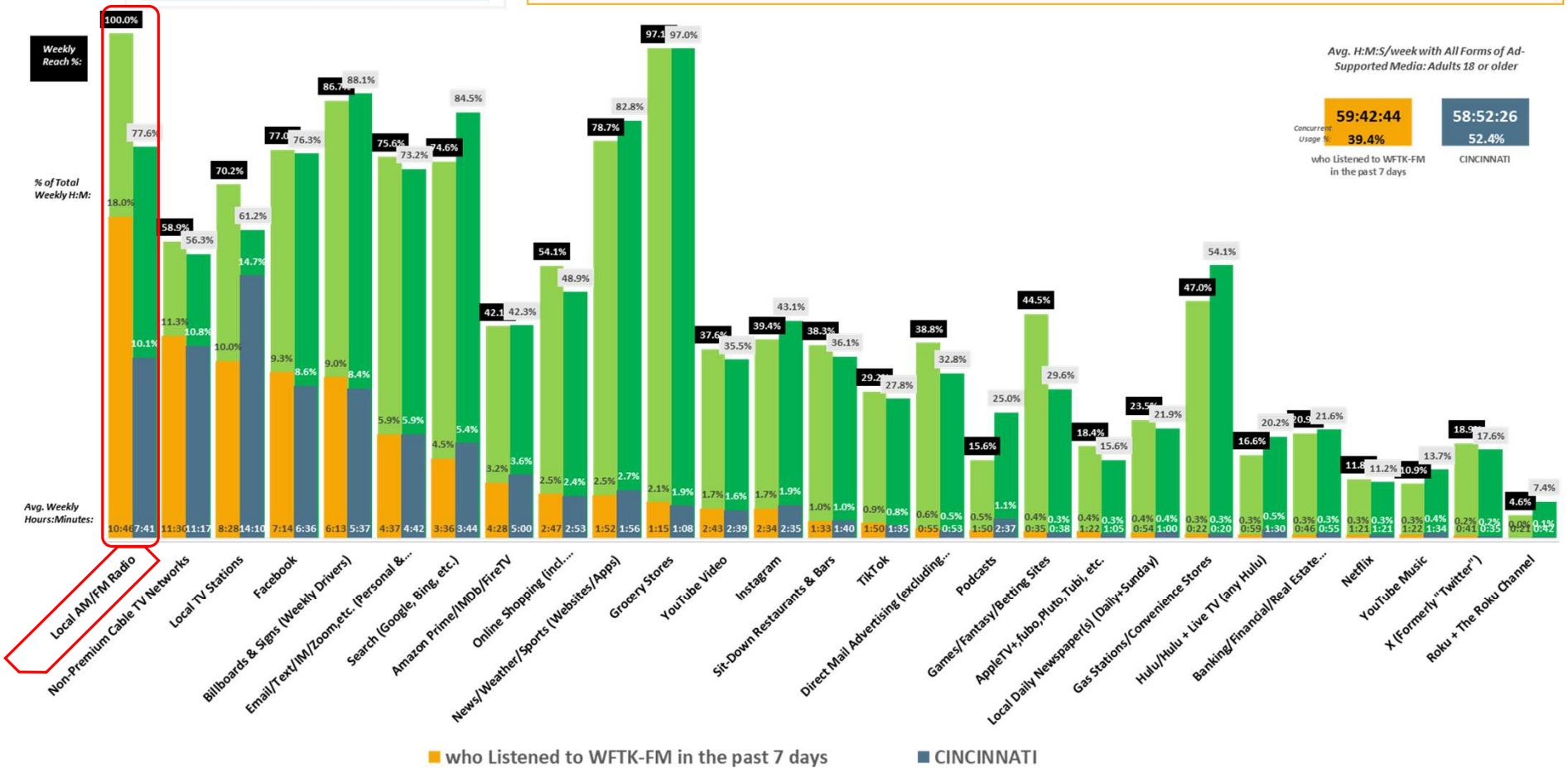
100.% of Adults 18 or older who Listened to CUMULUS RADIO in the past 7 days spend an avg. of 9 hours and 24 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 14.5% of total time spent with all forms of Ad-Supported Media.





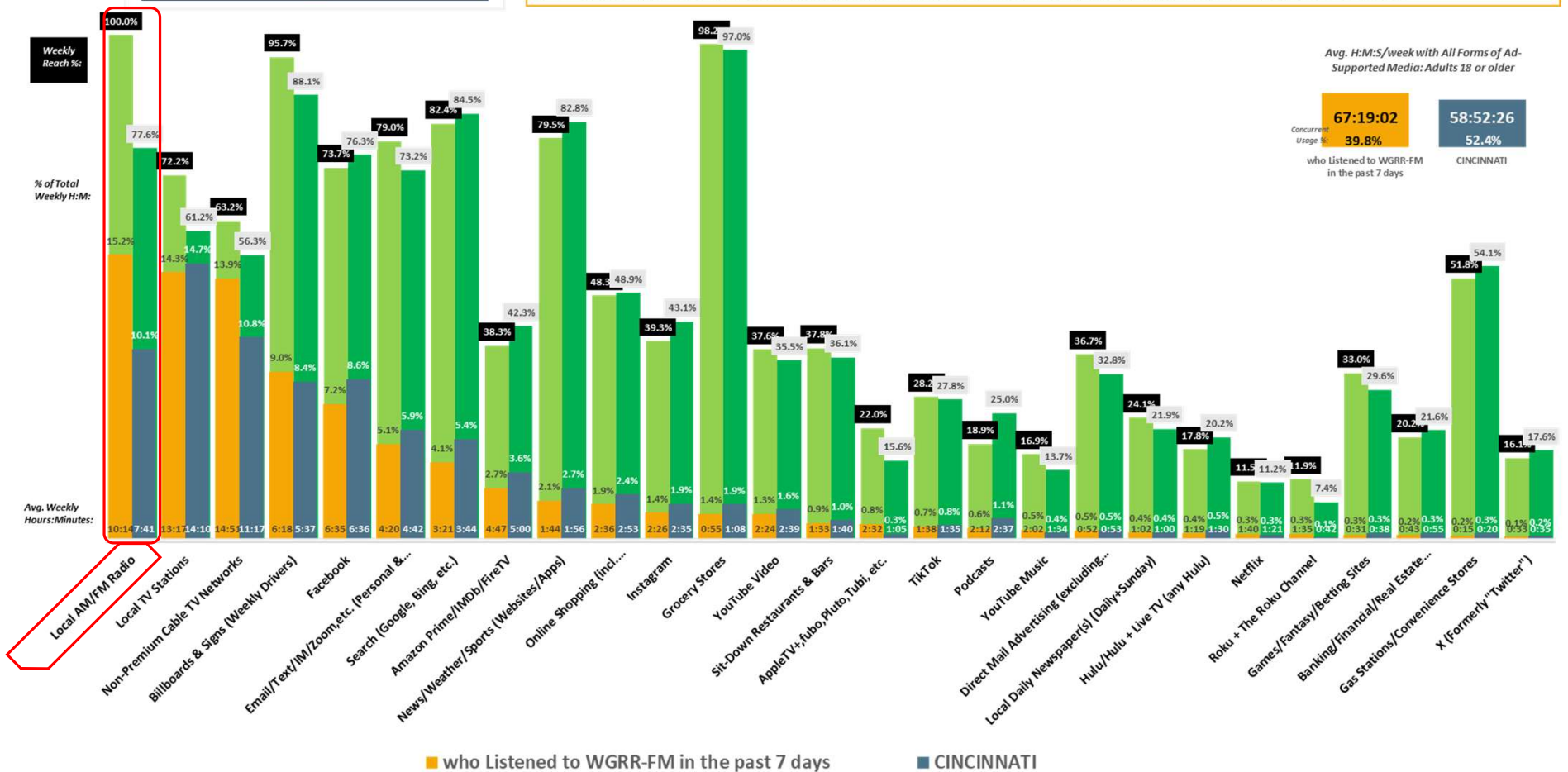
Adults 18 or older who Listened to WFTK-FM in the past 7 days spend an average of 2 days, 11 hours, 42 minutes and 44 seconds each week with All Forms of Ad-Supported Media.

100.% of Adults 18 or older who Listened to WFTK-FM in the past 7 days spend an avg. of 10 hours and 46 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 18.% of total time spent with all forms of Ad-Supported Media.



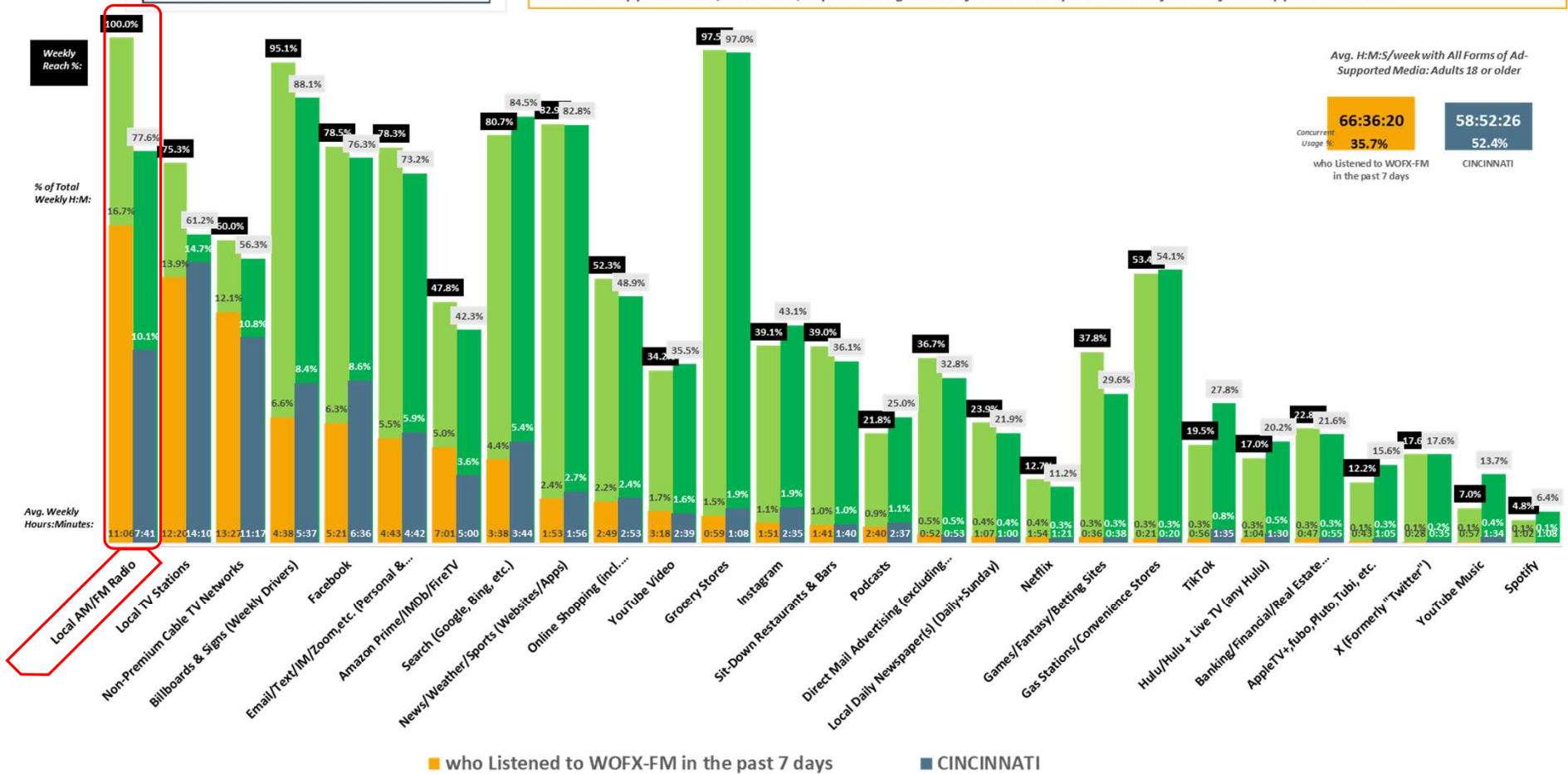


Adults 18 or older who Listened to WGRR-FM in the past 7 days spend an average of 2 days, 19 hours, 19 minutes and 2 seconds each week with All Forms of Ad-Supported Media.
 100.% of Adults 18 or older who Listened to WGRR-FM in the past 7 days spend an avg. of 10 hours and 14 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 15.2% of total time spent with all forms of Ad-Supported Media.





Adults 18 or older who Listened to WOFX-FM in the past 7 days spend an average of 2 days, 18 hours, 36 minutes and 20 seconds each week with All Forms of Ad-Supported Media.
 100.% of Adults 18 or older who Listened to WOFX-FM in the past 7 days spend an avg. of 11 hours and 6 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 16.7% of total time spent with all forms of Ad-Supported Media.

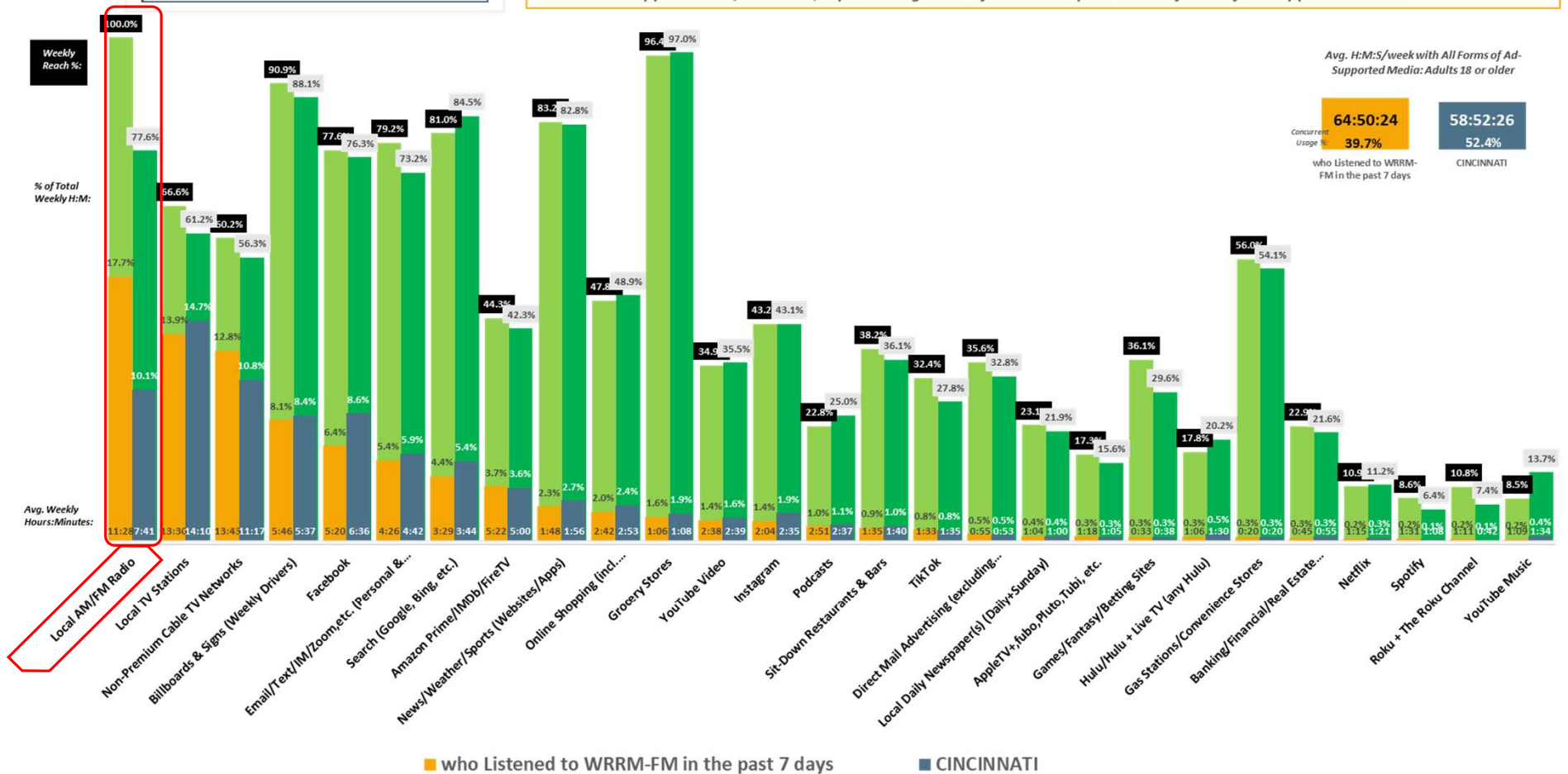


Warm98.5

80s. 90s. Now.

Adults 18 or older who Listened to WRRM-FM in the past 7 days spend an average of 2 days, 16 hours, 50 minutes and 24 seconds each week with All Forms of Ad-Supported Media.

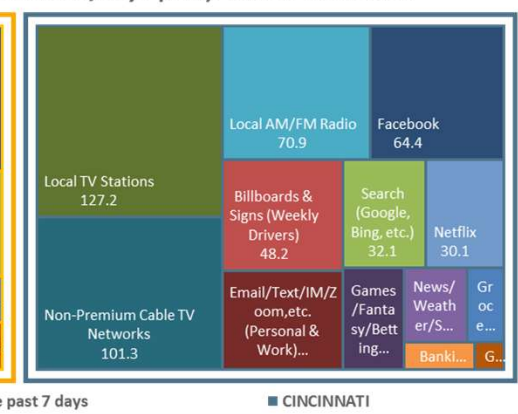
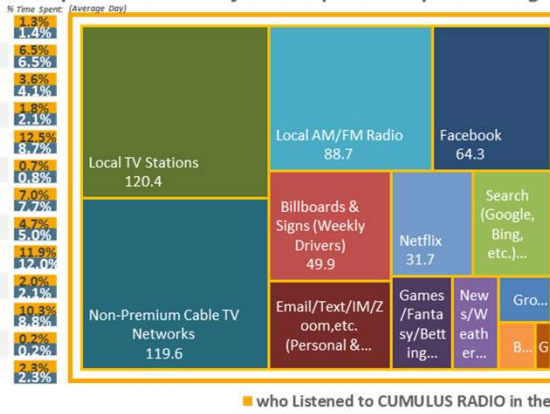
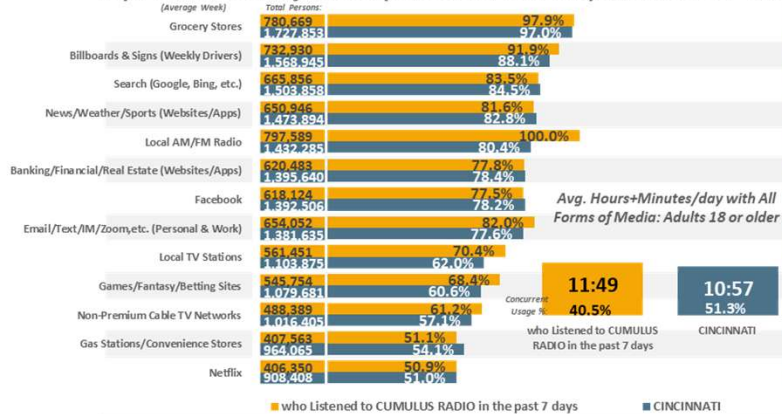
100.% of Adults 18 or older who Listened to WRRM-FM in the past 7 days spend an avg. of 11 hours and 28 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 17.7% of total time spent with all forms of Ad-Supported Media.



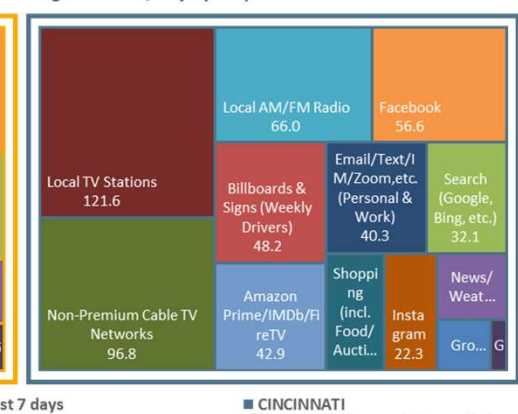
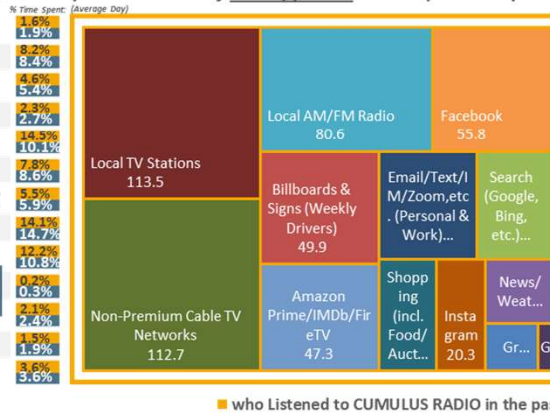
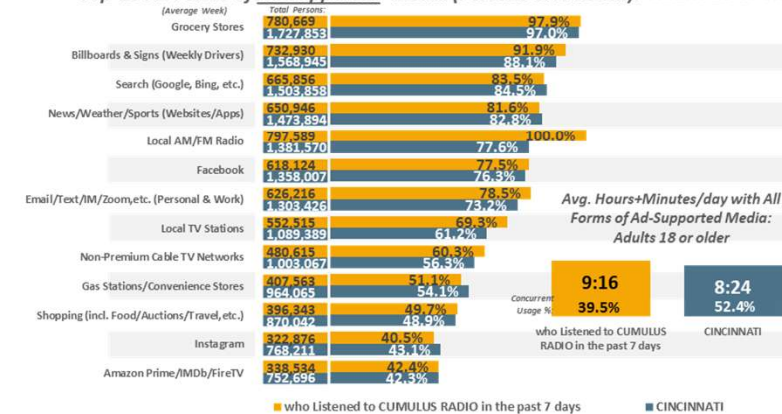


Adults 18 or older who Listened to CUMULUS RADIO in the past 7 days spend an average of 9 hours and 16 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 80.6 minutes/day. (Local Radio delivers 14.5% of Time with Ad-Supported Media.)

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



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



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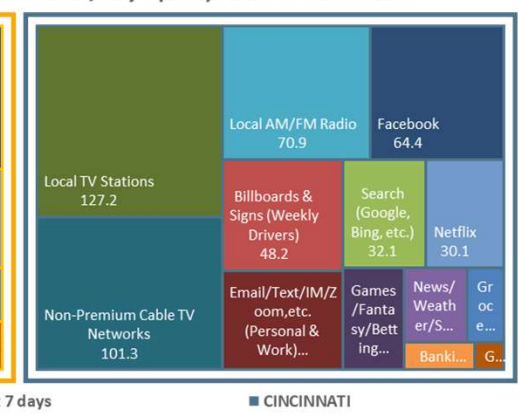
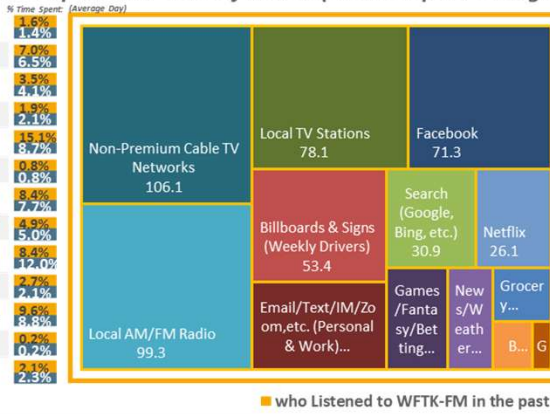
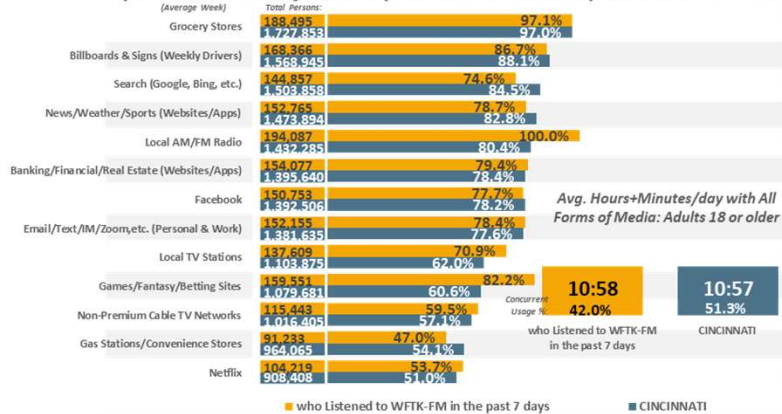
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(Radio Stations: WFTK-FM OR Radio Stations: WGRR-FM OR Radio Stations: WNNF-FM OR Radio Stations: WOFX-FM OR Radio Stations: WRRM-FM)

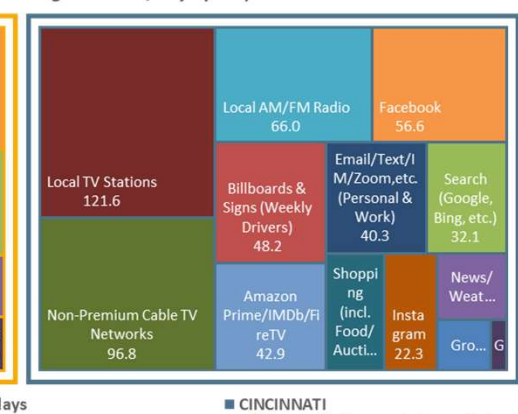
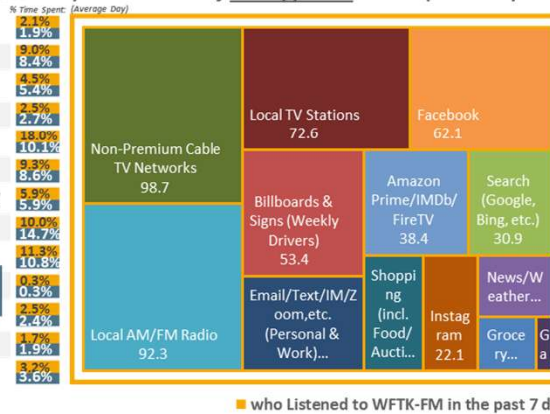
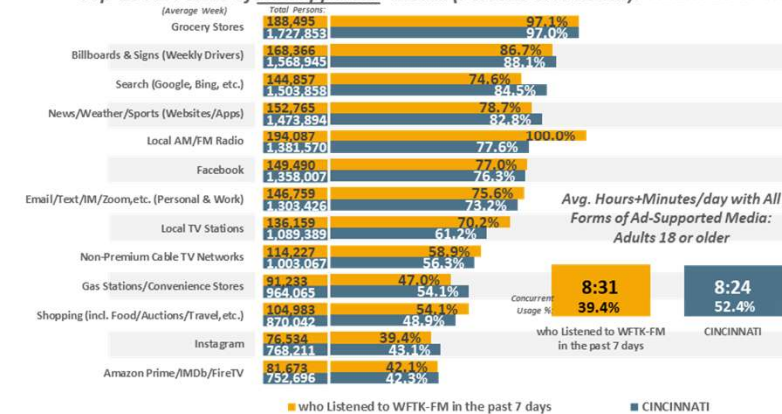


Adults 18 or older who Listened to WFTK-FM in the past 7 days spend an average of 8 hours and 31 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 92.3 minutes/day. *(Local Radio delivers 18.% of Time with Ad-Supported Media.)*

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 R1 2026: Feb25-Feb26 Qual Intab 156
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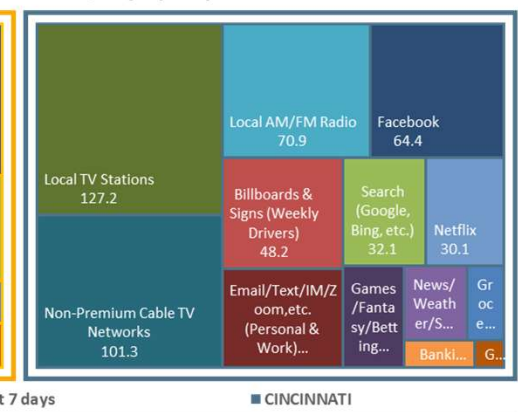
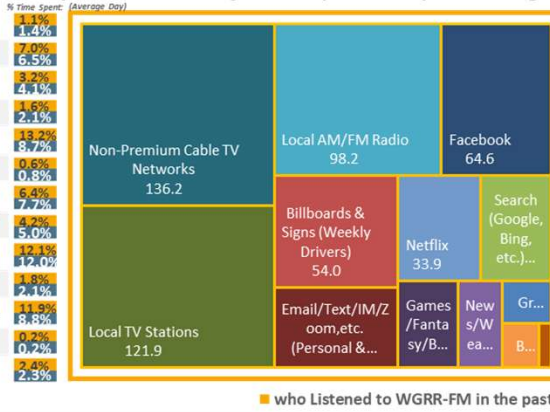
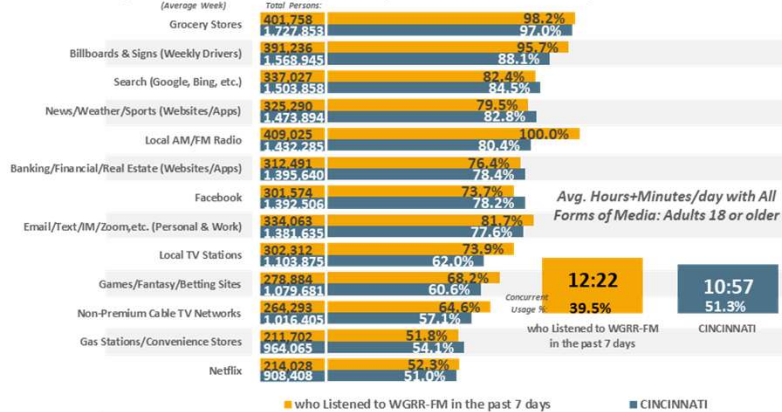
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Radio Stations: WFTK-FM

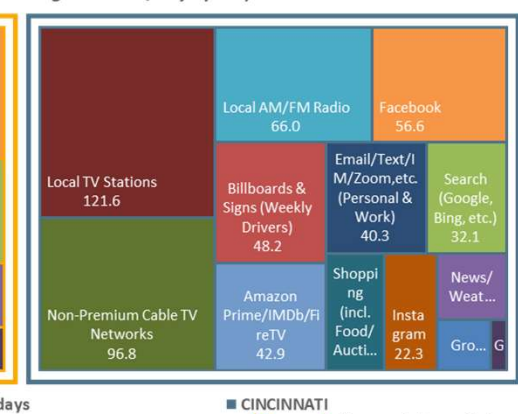
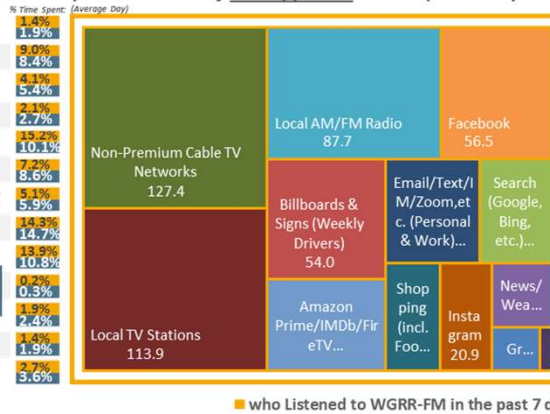
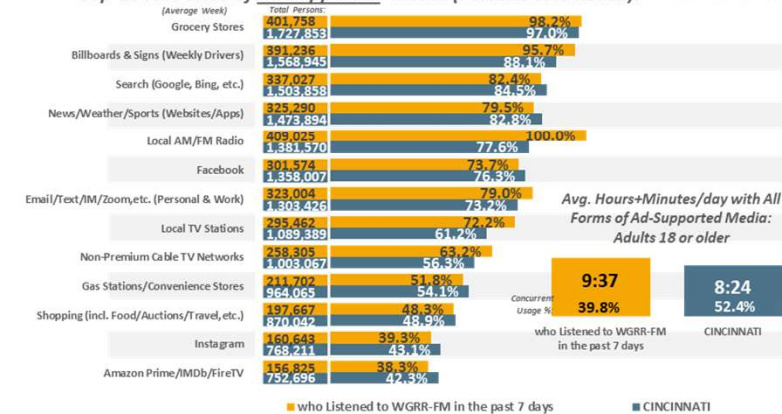


Adults 18 or older who Listened to WGRR-FM in the past 7 days spend an average of 9 hours and 37 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 87.7 minutes/day. *(Local Radio delivers 15.2% of Time with Ad-Supported Media.)*

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**



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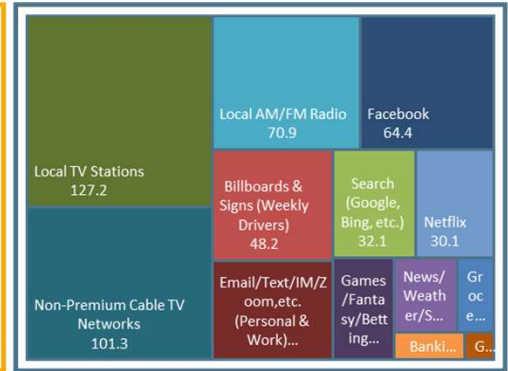
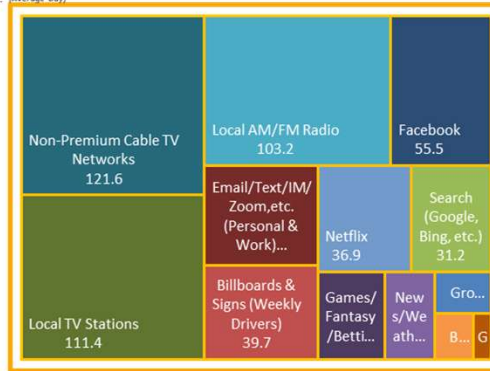
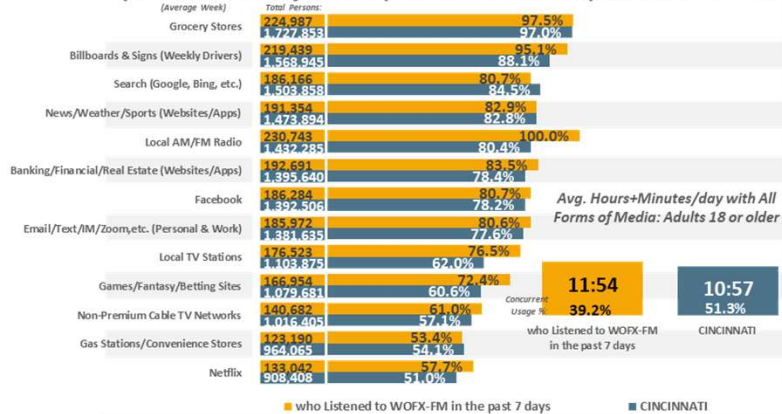
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Adults 18 or older who Listened to WOFX-FM in the past 7 days spend an average of 9 hours and 30 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 95.2 minutes/day. *(Local Radio delivers 16.7% of Time with Ad-Supported Media.)*

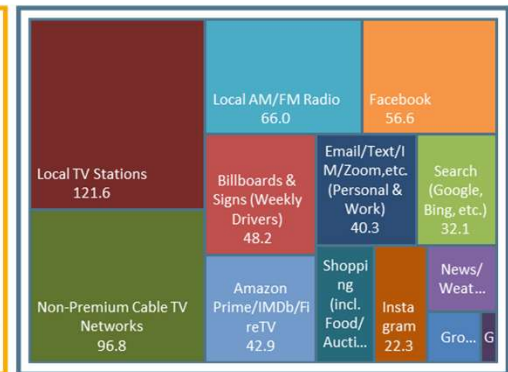
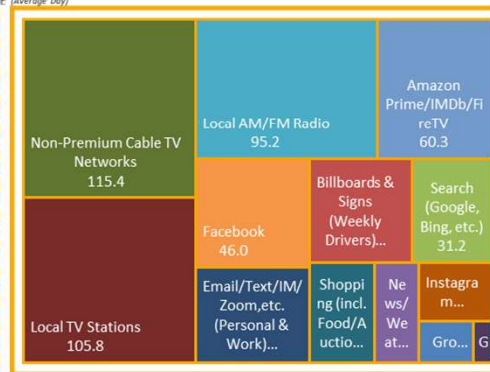
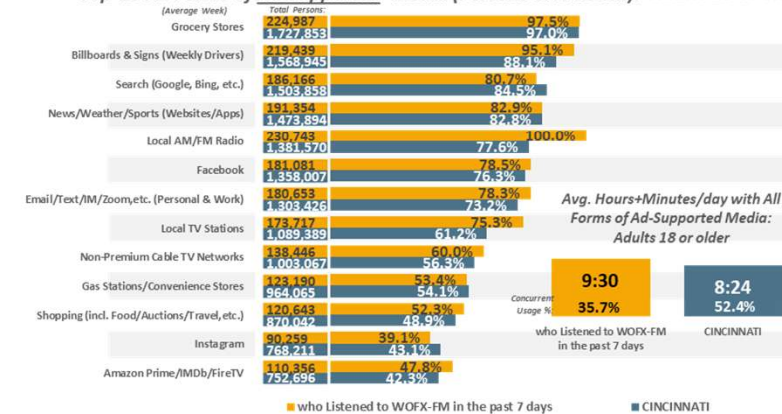
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older

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



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

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



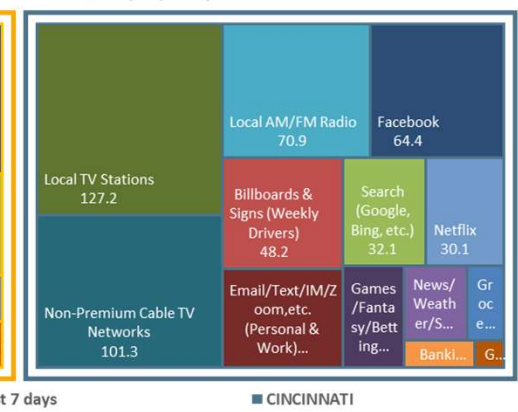
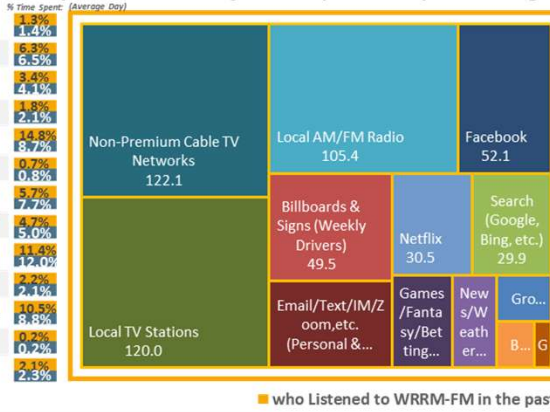
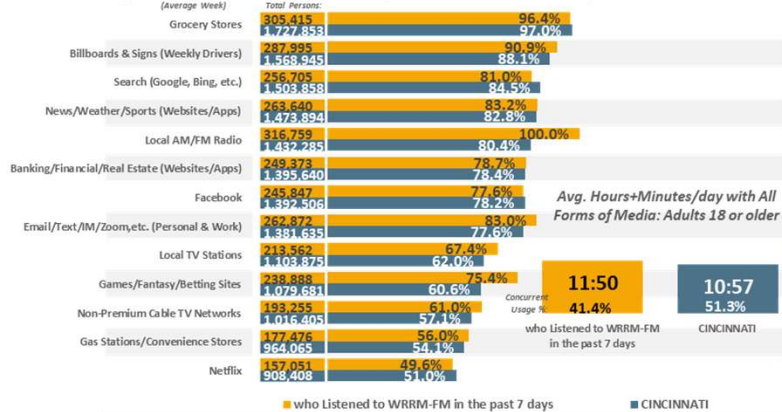
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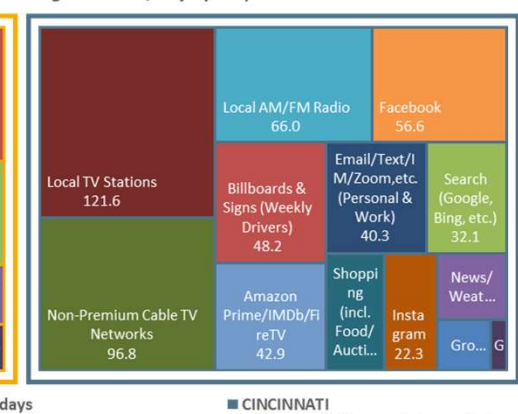
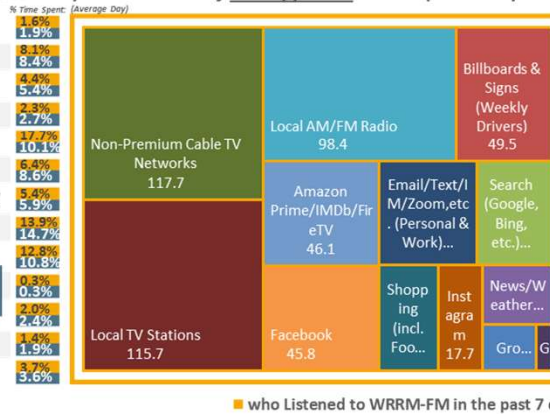
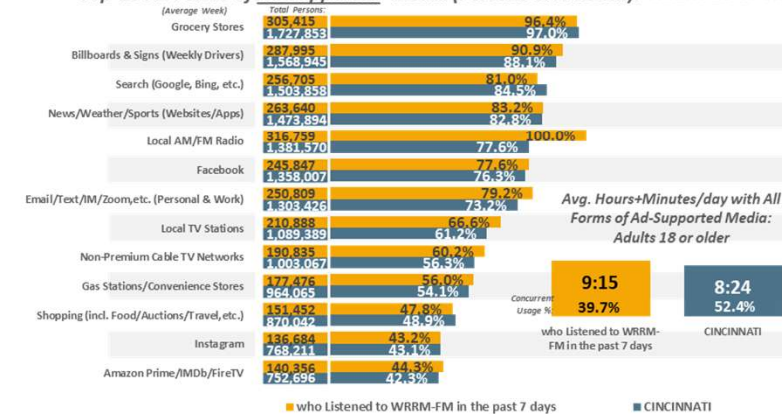


Adults 18 or older who Listened to WRRM-FM in the past 7 days spend an average of 9 hours and 15 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 98.4 minutes/day. (Local Radio delivers 17.7% of Time with Ad-Supported Media.)

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



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



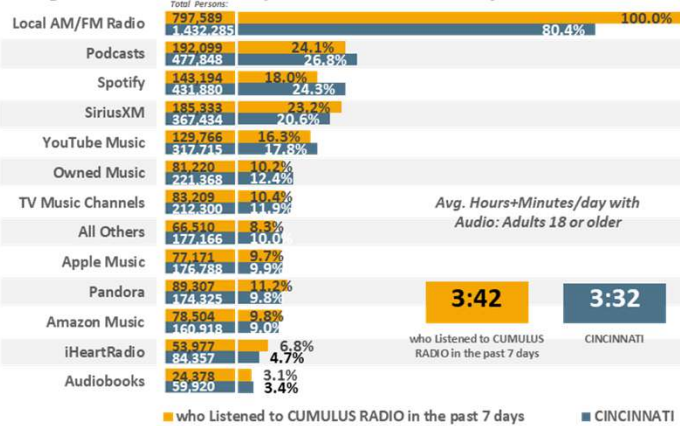
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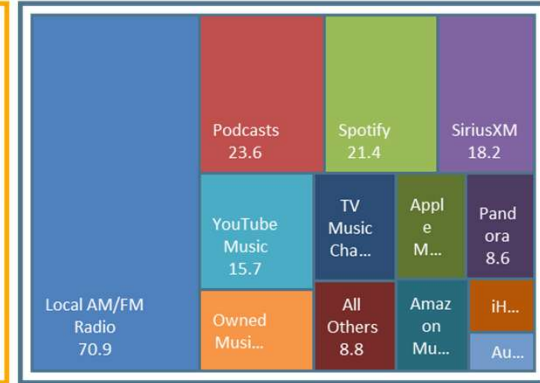
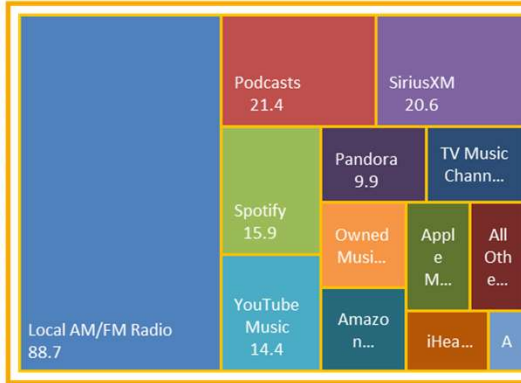


797,589 or 100.% of Adults 18 or older who Listened to CUMULUS RADIO in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 80.6 minutes every day representing 50.2% of all time spent daily with Ad-Supported Audio.

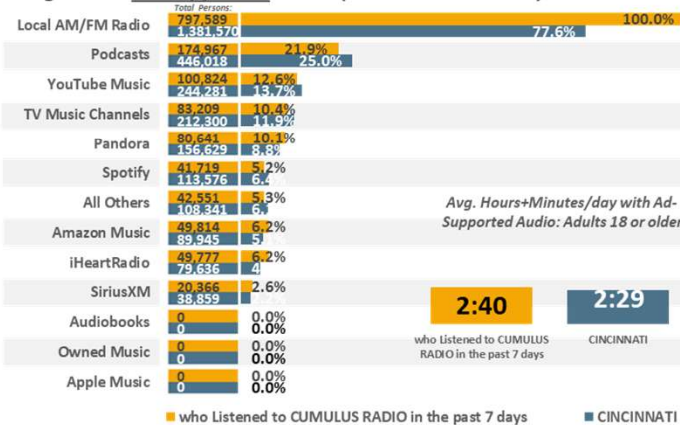
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



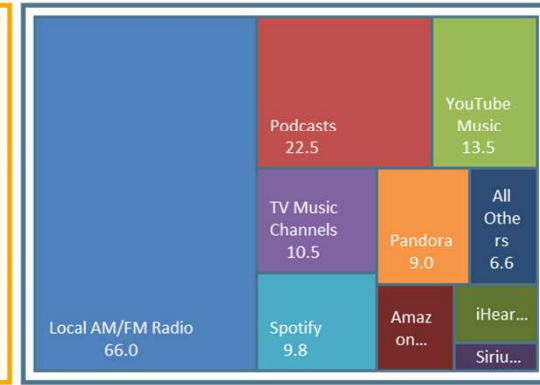
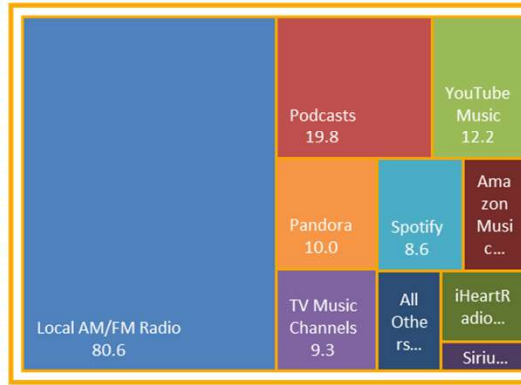
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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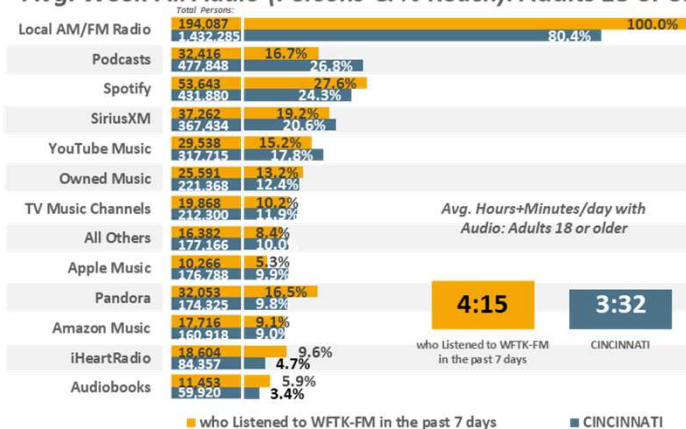
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(Radio Stations: WFTK-FM OR Radio Stations: WGRN-FM OR Radio Stations: WNNF-FM OR Radio Stations: WOFX-FM OR Radio Stations: WRRM-FM)

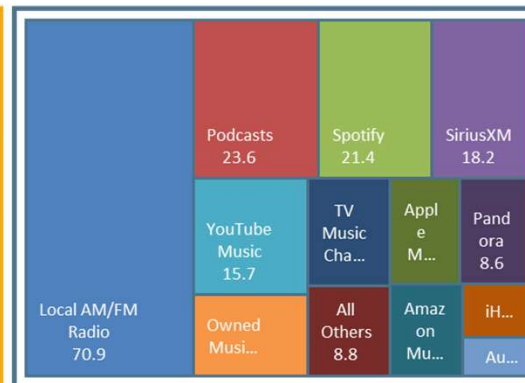
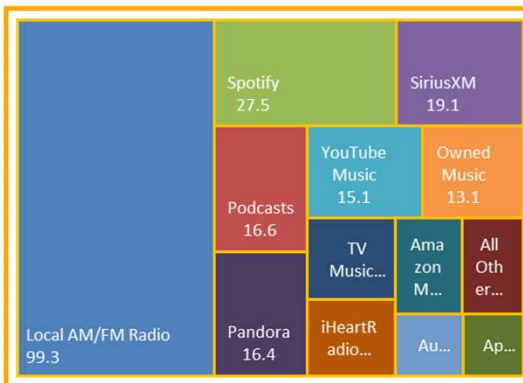


194,087 or 100.% of Adults 18 or older who Listened to WFTK-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 92.3 minutes every day representing 53.7% of all time spent daily with Ad-Supported Audio.

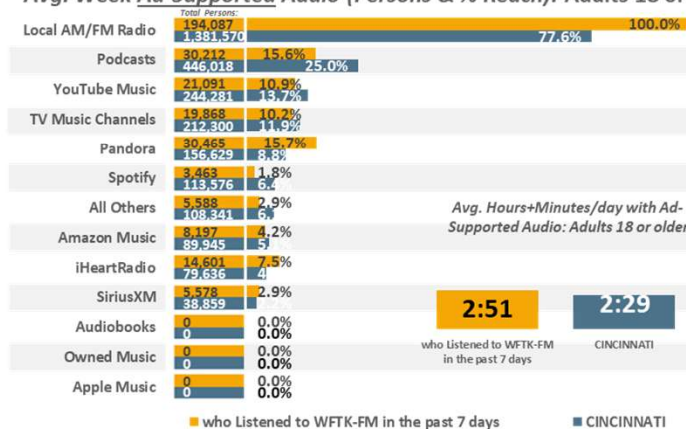
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



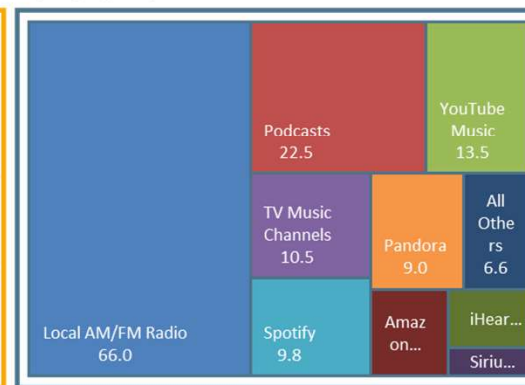
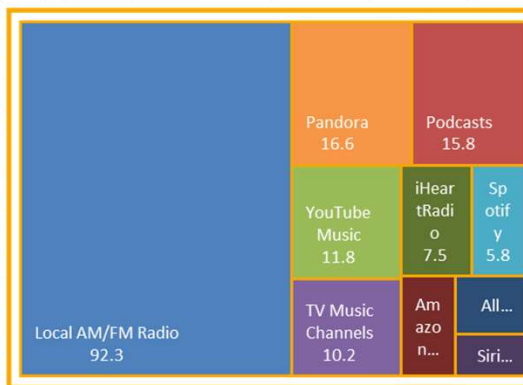
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



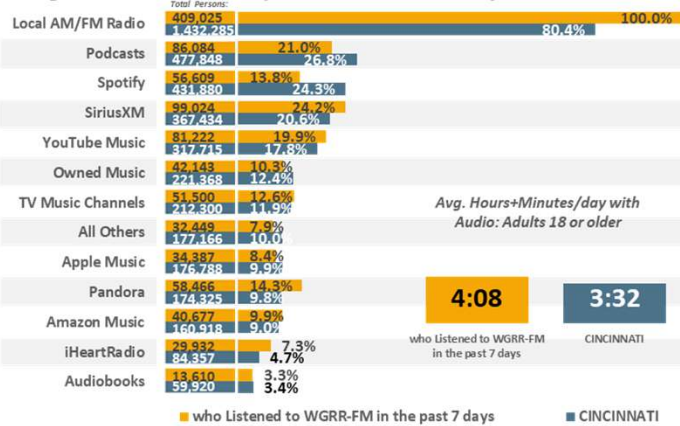
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



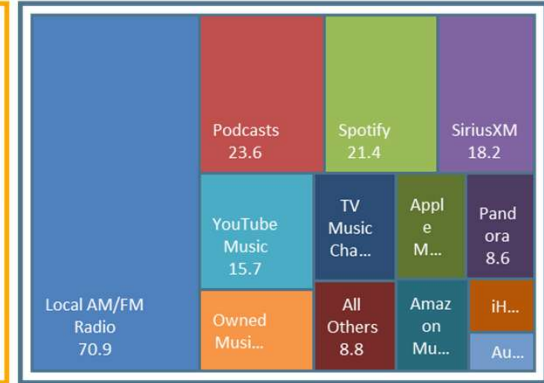
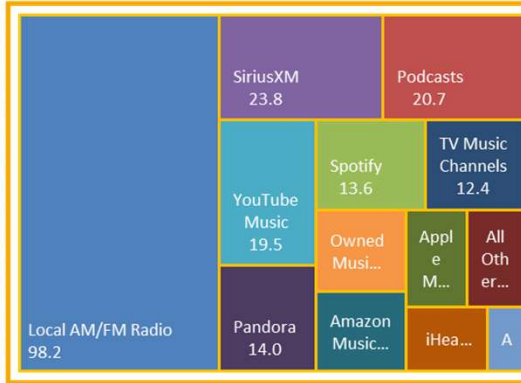


409,025 or 100.% of Adults 18 or older who Listened to WGRR-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 87.7 minutes every day representing 47.9% of all time spent daily with Ad-Supported Audio.

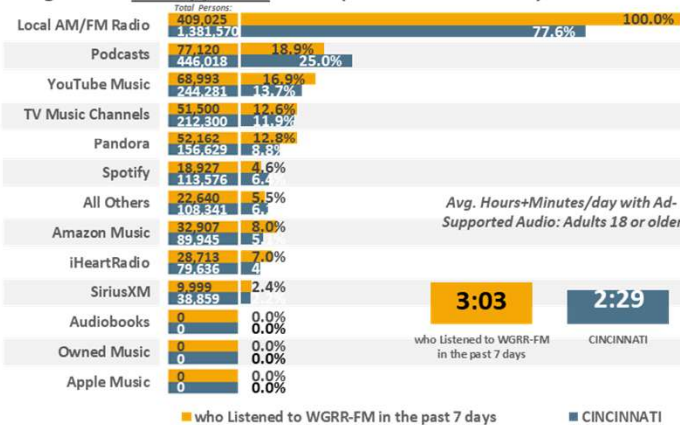
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



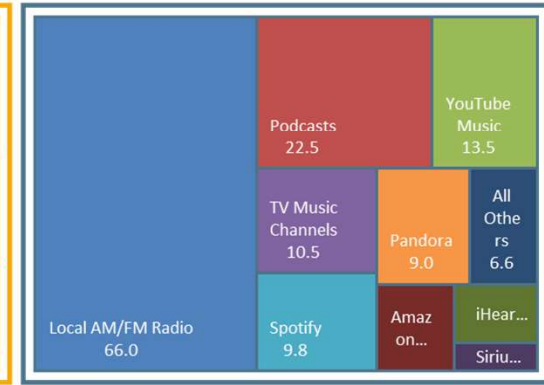
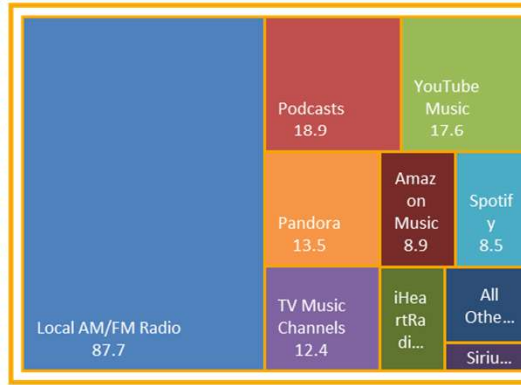
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



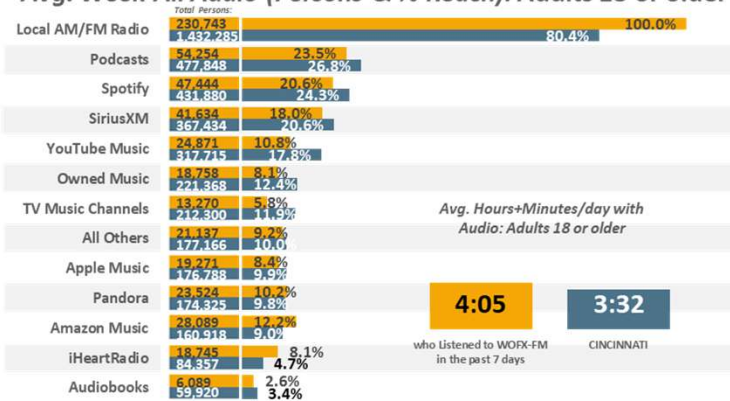
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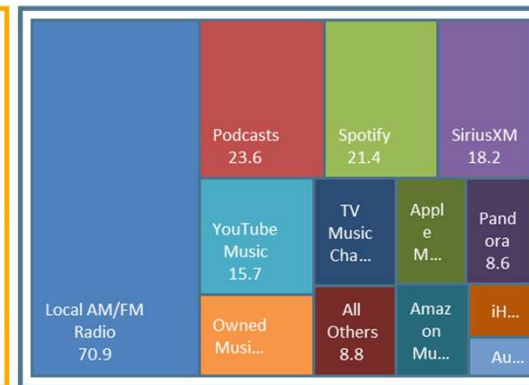
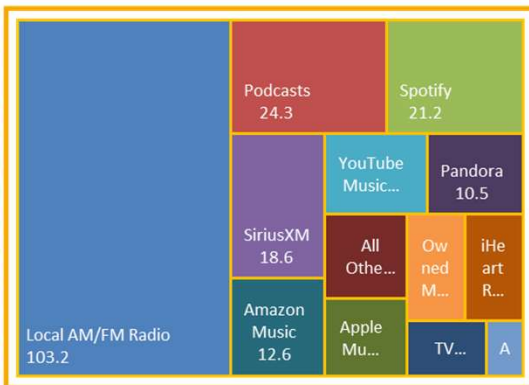


230,743 or 100.% of Adults 18 or older who Listened to WOFX-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 95.2 minutes every day representing 54.% of all time spent daily with Ad-Supported Audio.

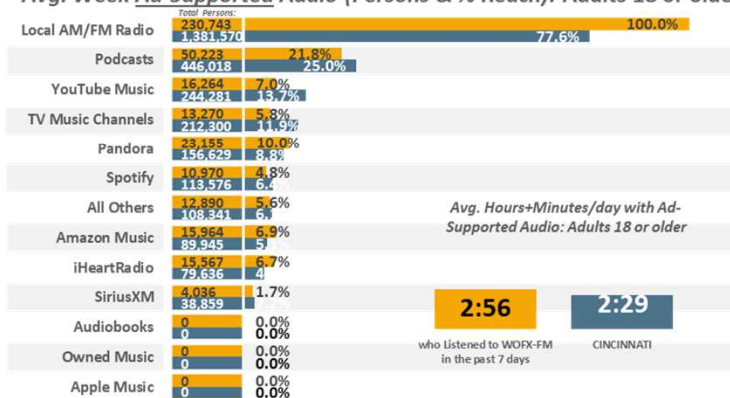
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



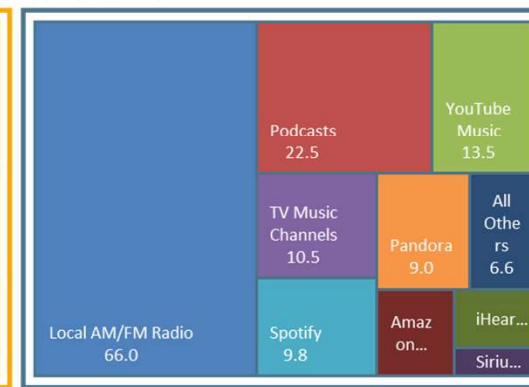
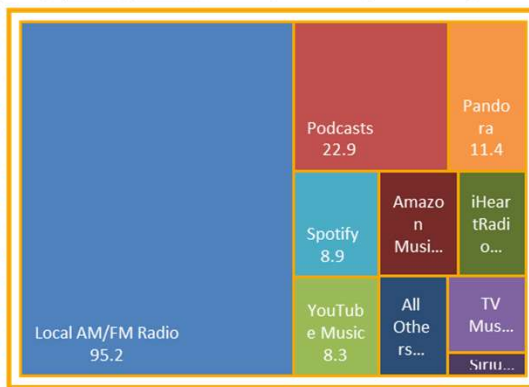
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



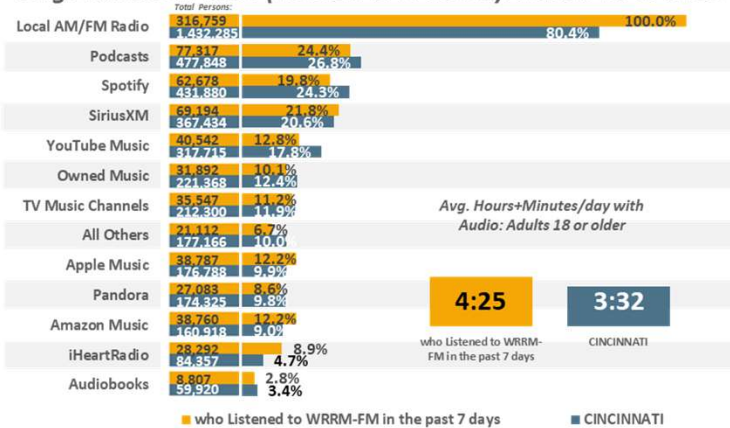
CINCINNATI Metro Scarborough R1 2026: Feb25-Feb26 Qual Intab 241
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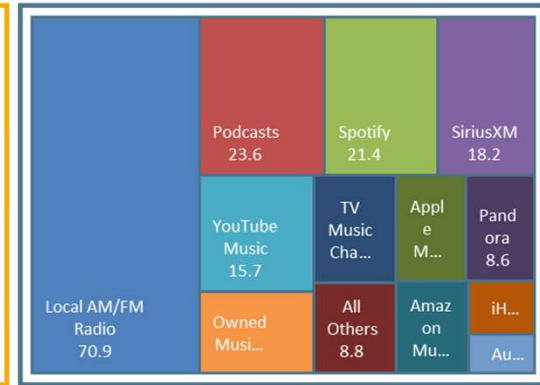
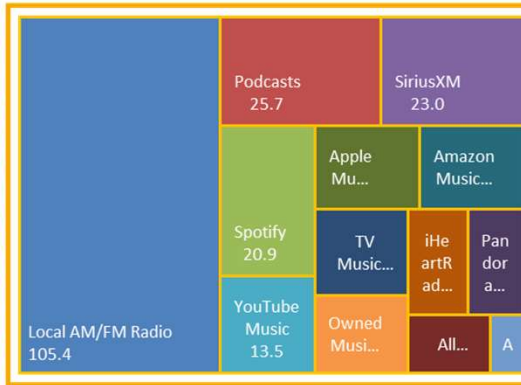


316,759 or 100.% of Adults 18 or older who Listened to WRRM-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 98.4 minutes every day representing 50.7% of all time spent daily with Ad-Supported Audio.

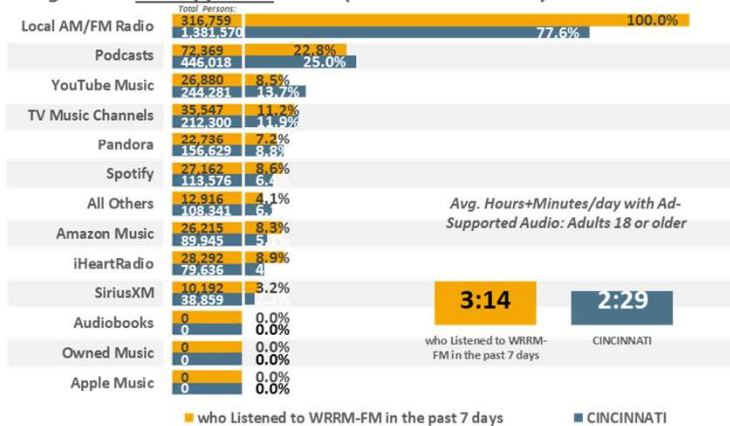
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



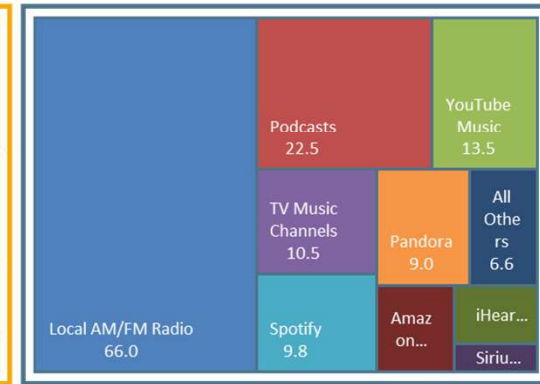
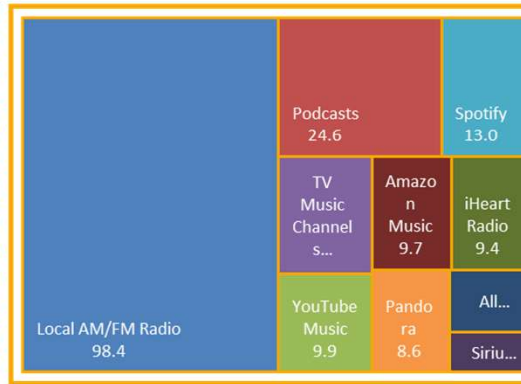
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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

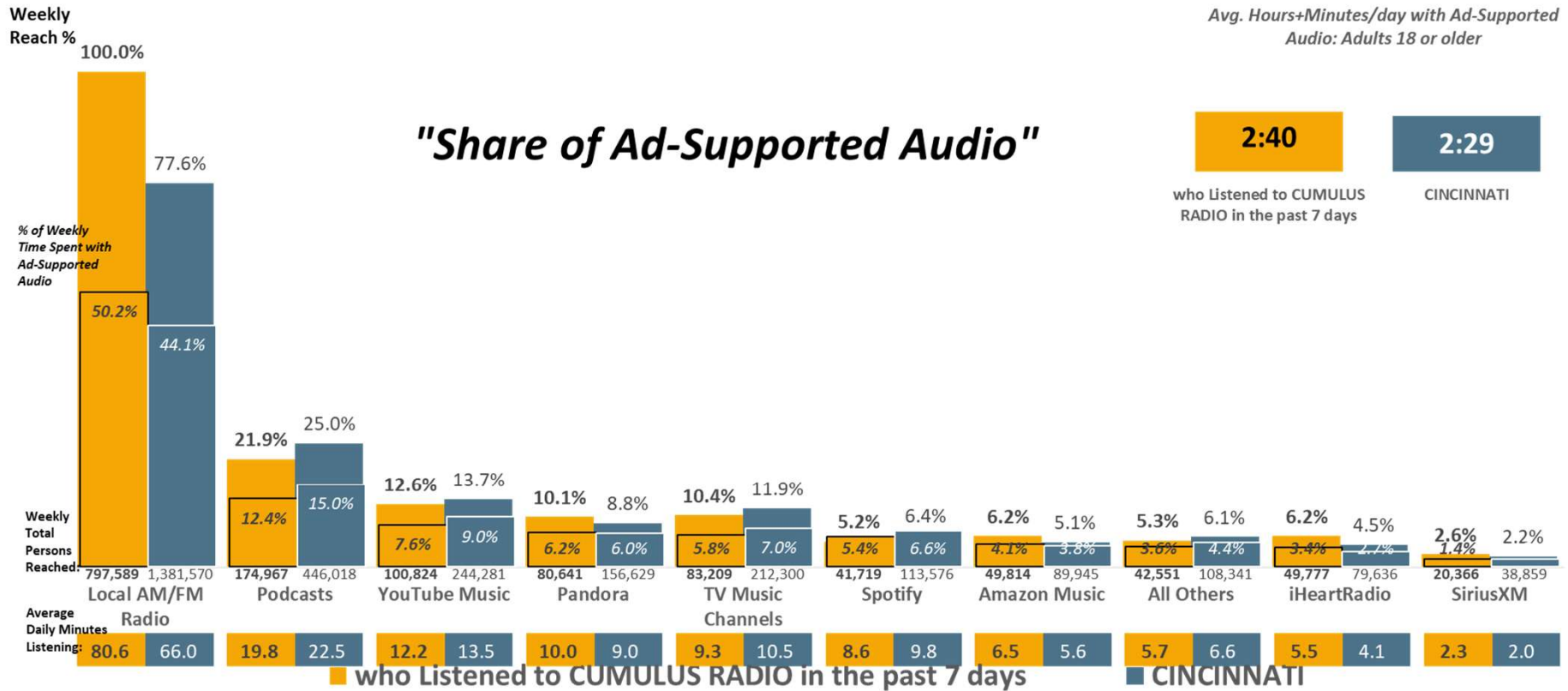


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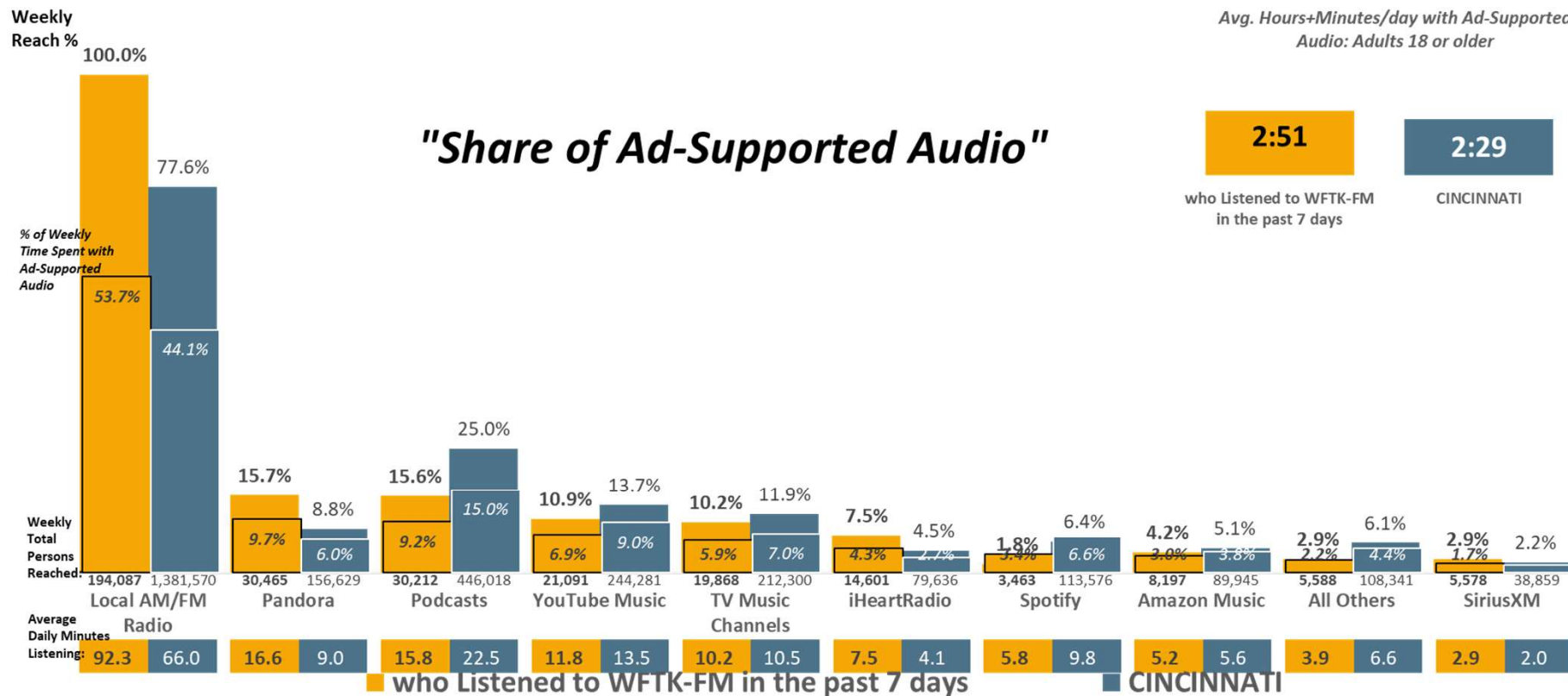


797,589 or 100.0% of Adults 18 or older who Listened to CUMULUS RADIO in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 80.6 minutes every day representing 50.2% of all time spent daily with Ad-Supported Audio.



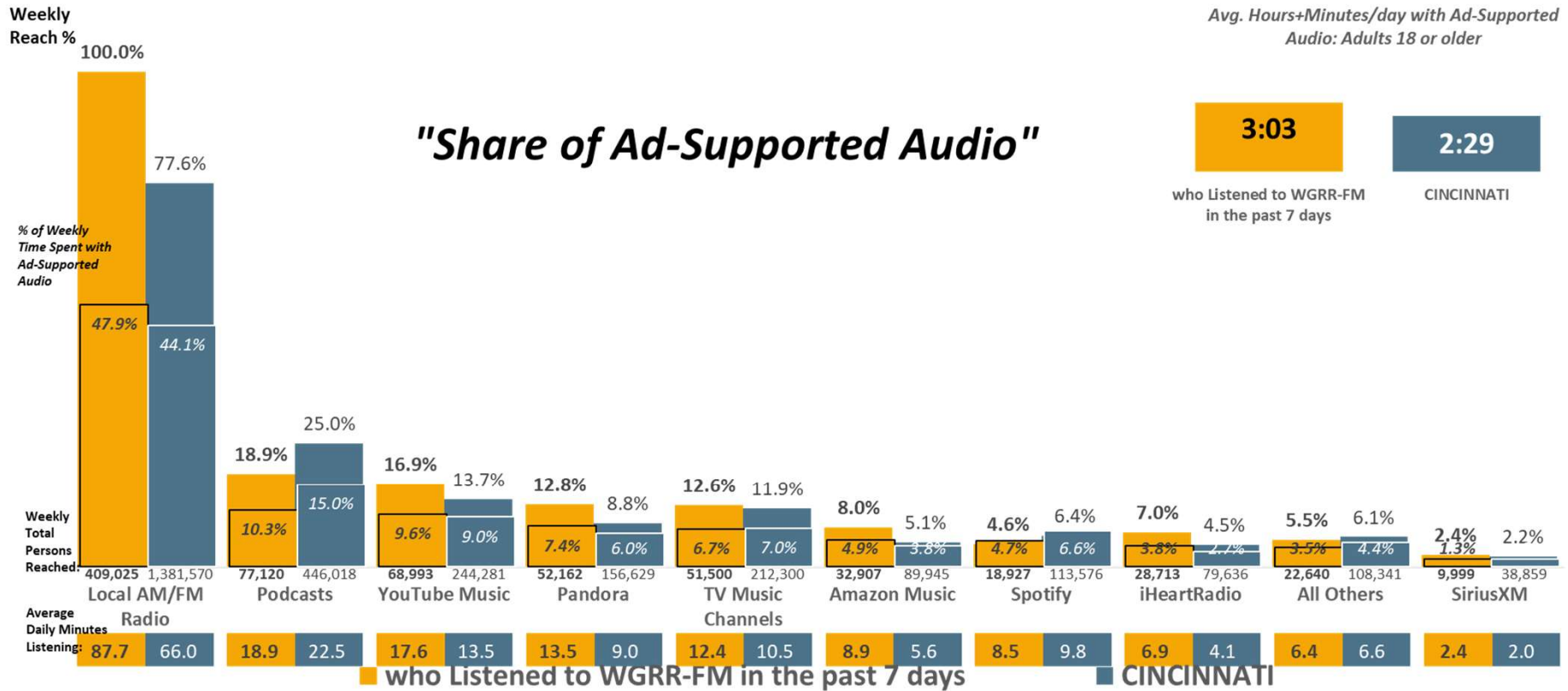


194,087 or 100.0% of Adults 18 or older who Listened to WFTK-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 92.3 minutes every day representing 53.7% of all time spent daily with Ad-Supported Audio.



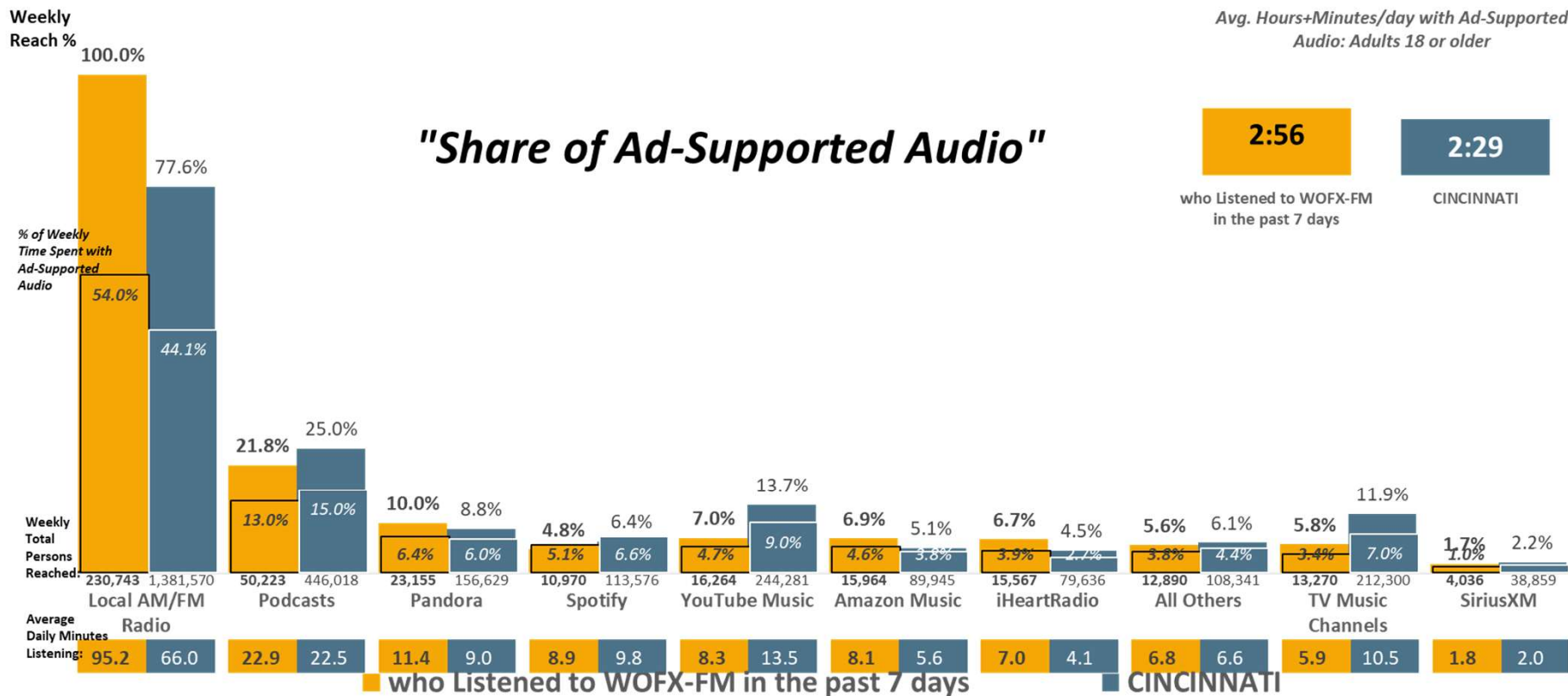


409,025 or 100.% of Adults 18 or older who Listened to WGRR-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 87.7 minutes every day representing 47.9% of all time spent daily with Ad-Supported Audio.



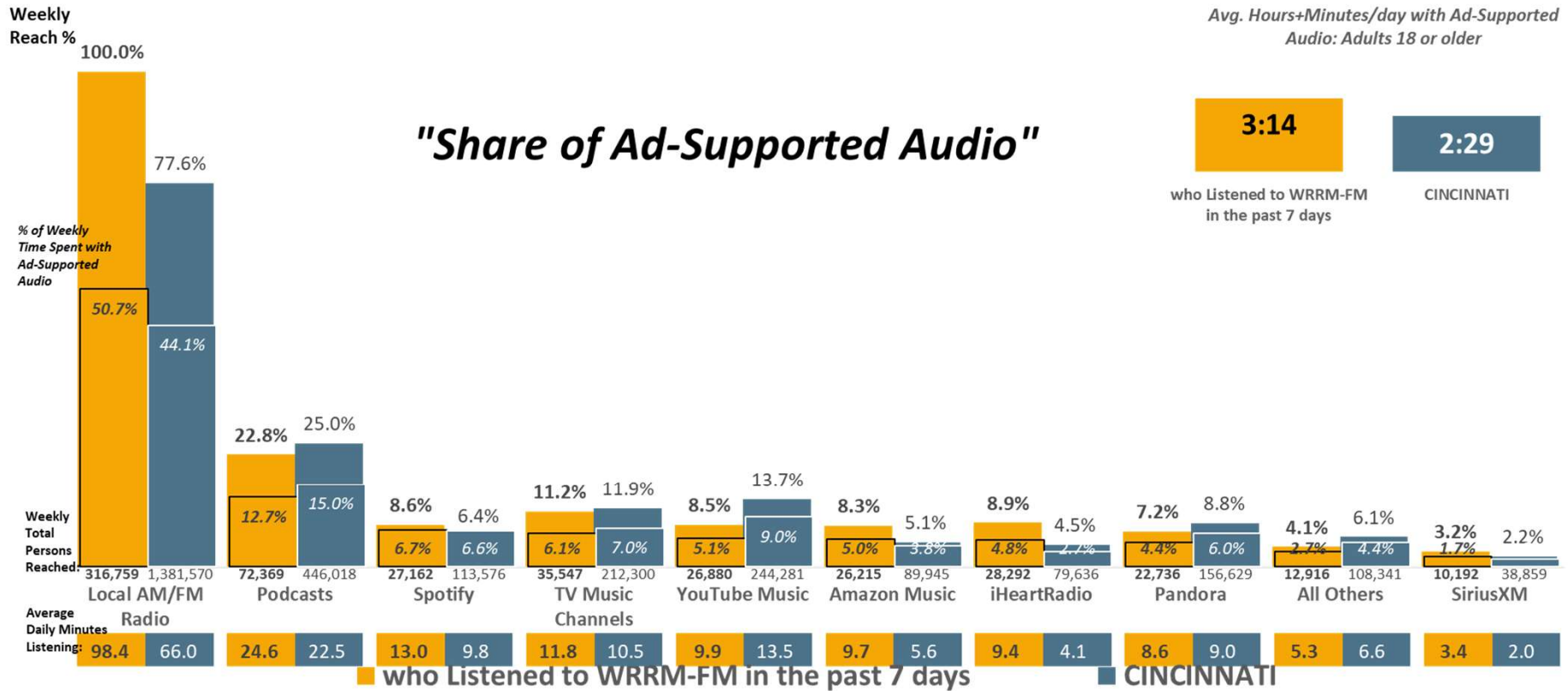


230,743 or 100.% of Adults 18 or older who Listened to WOFX-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 95.2 minutes every day representing 54.% of all time spent daily with Ad-Supported Audio.





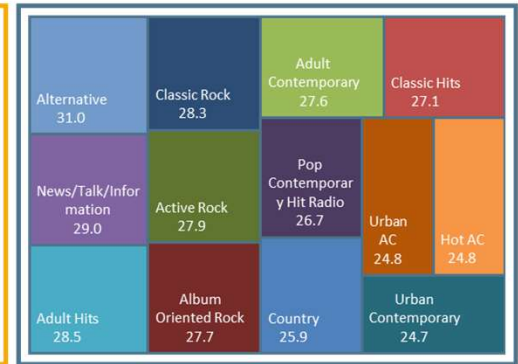
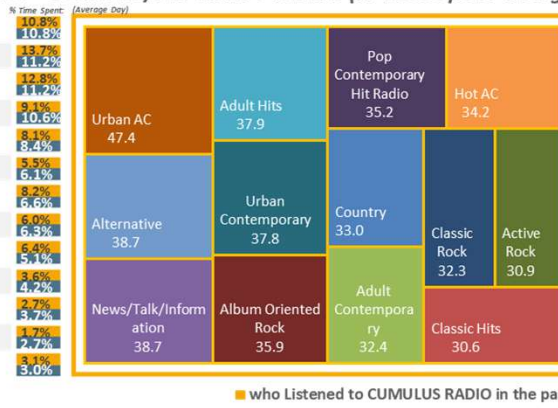
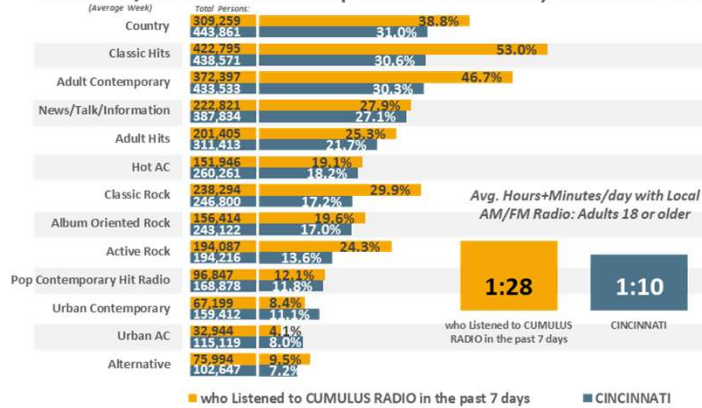
316,759 or 100.0% of Adults 18 or older who Listened to WRRM-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 98.4 minutes every day representing 50.7% of all time spent daily with Ad-Supported Audio.



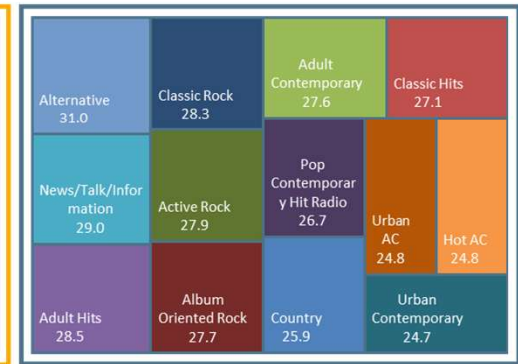
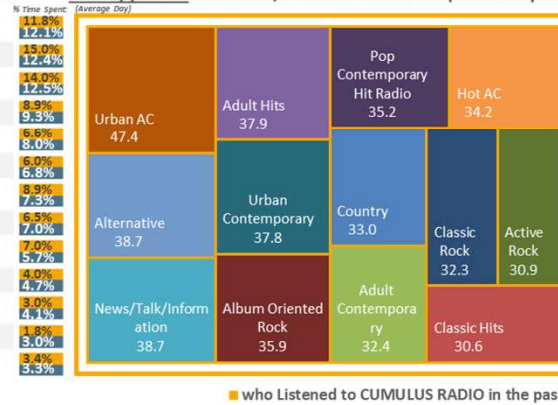
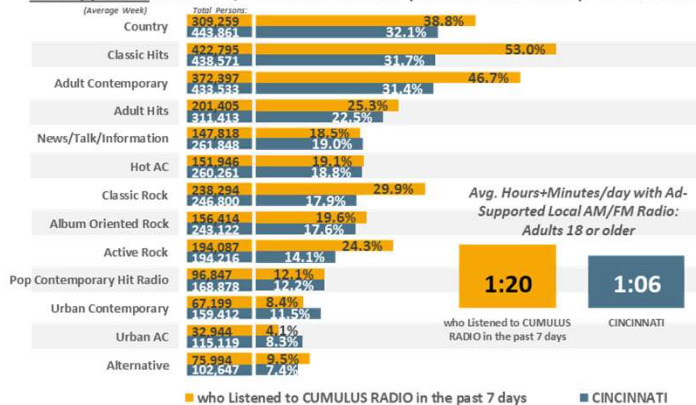


797,589 or 100.% of Adults 18 or older who Listened to CUMULUS RADIO in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Hits, Adult Contemporary, Country, Classic Rock, and Adult Hits.

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**



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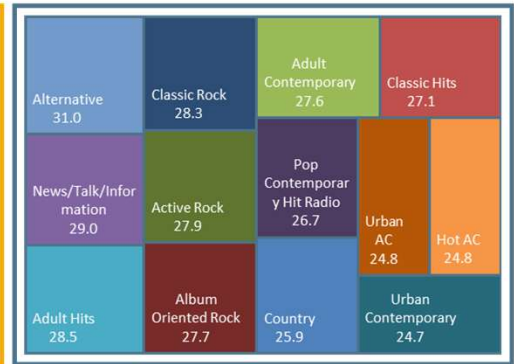
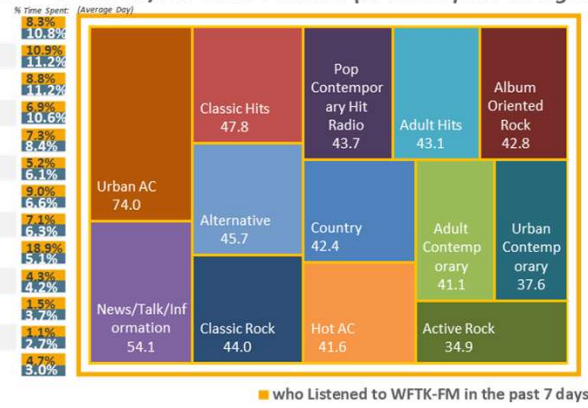
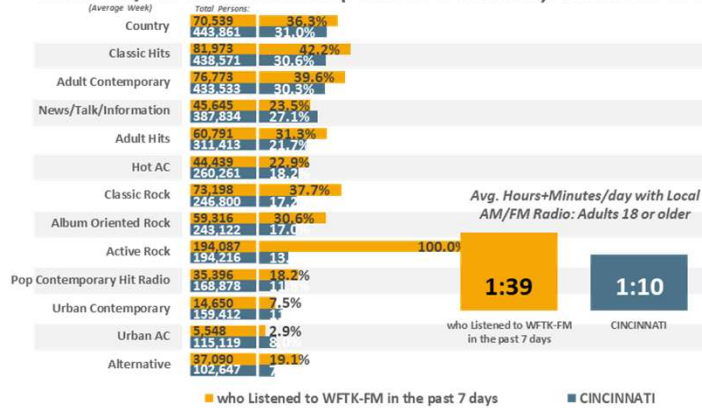
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(Radio Stations: WFTK-FM OR Radio Stations: WGRR-FM OR Radio Stations: WNNF-FM OR Radio Stations: WOFX-FM OR Radio Stations: WRRM-FM)

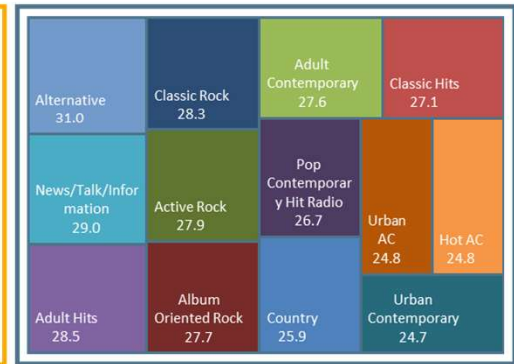
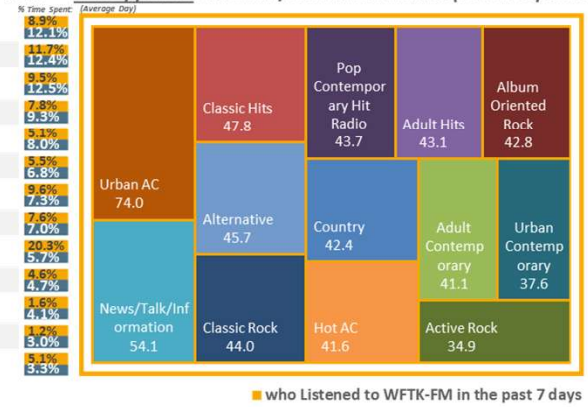
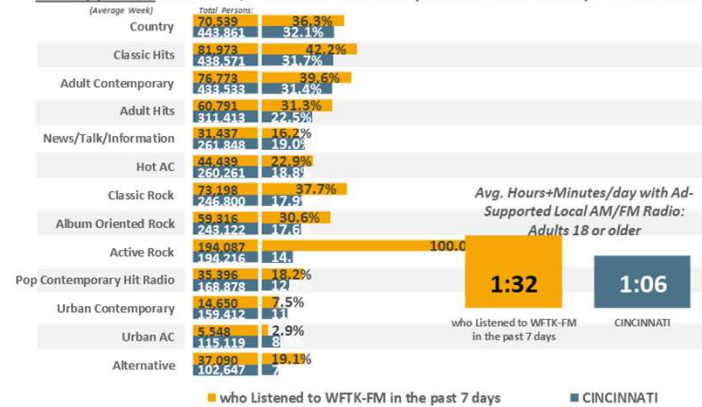


194,087 or 100.% of Adults 18 or older who Listened to WFTK-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Active Rock, Classic Hits, Adult Contemporary, Classic Rock, and Country.

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



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



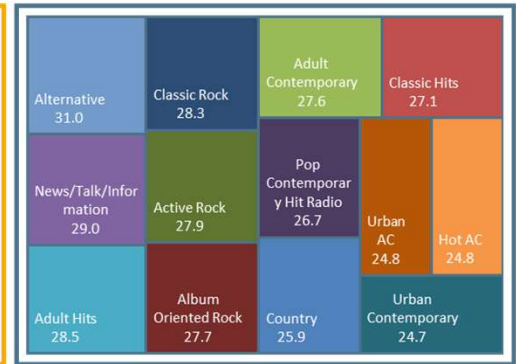
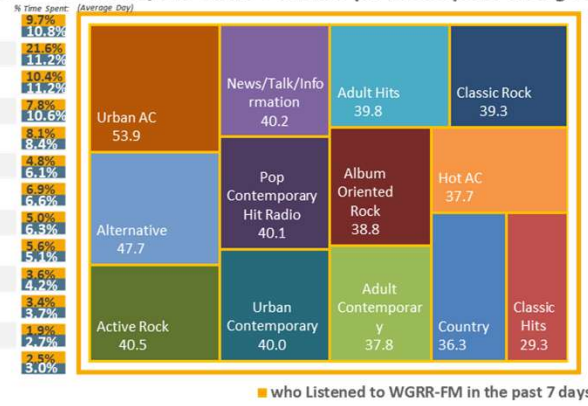
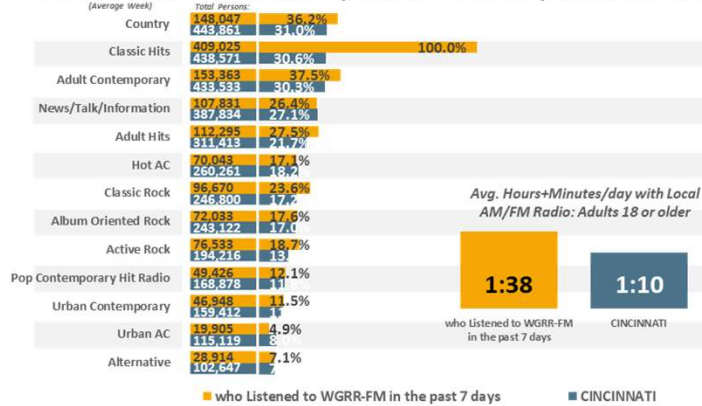
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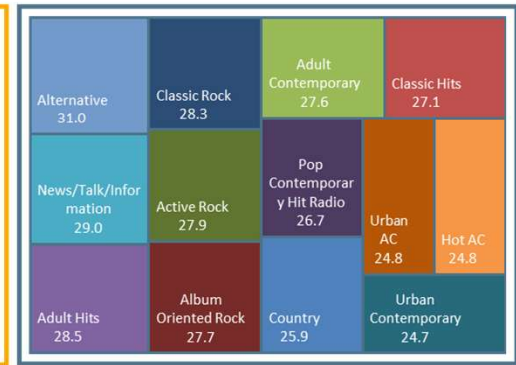
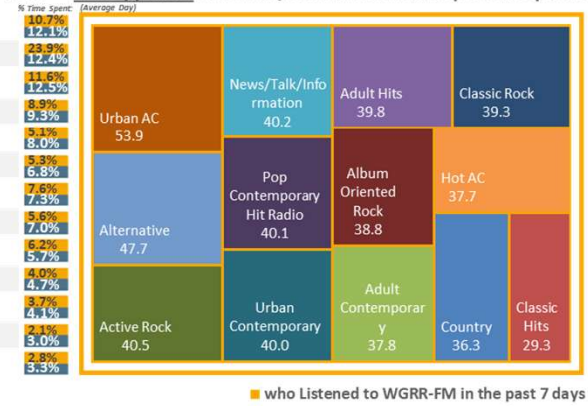
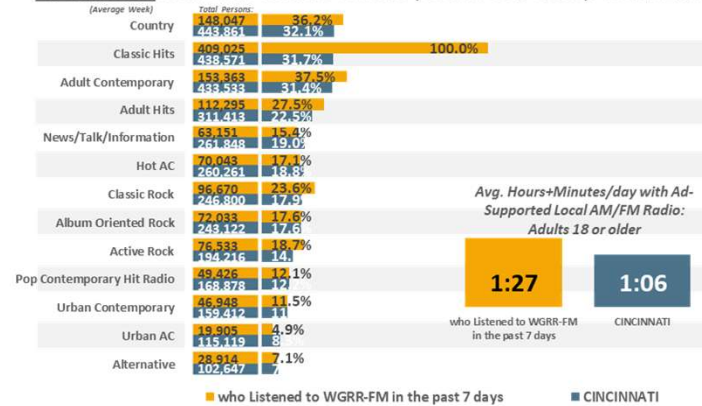


409,025 or 100.0% of Adults 18 or older who Listened to WGRR-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Hits, Adult Contemporary, Country, Adult Hits, and Classic Rock.

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



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



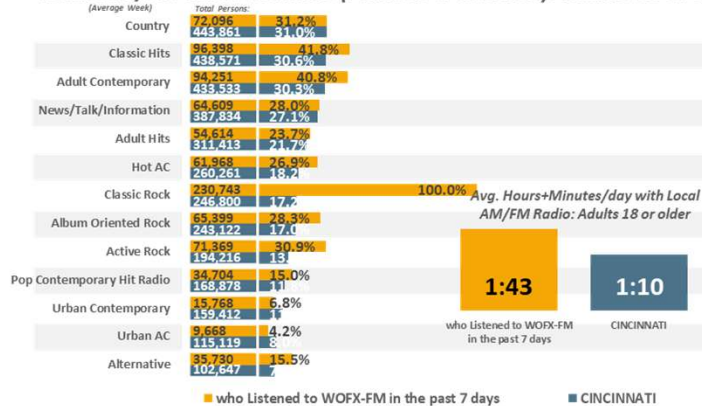
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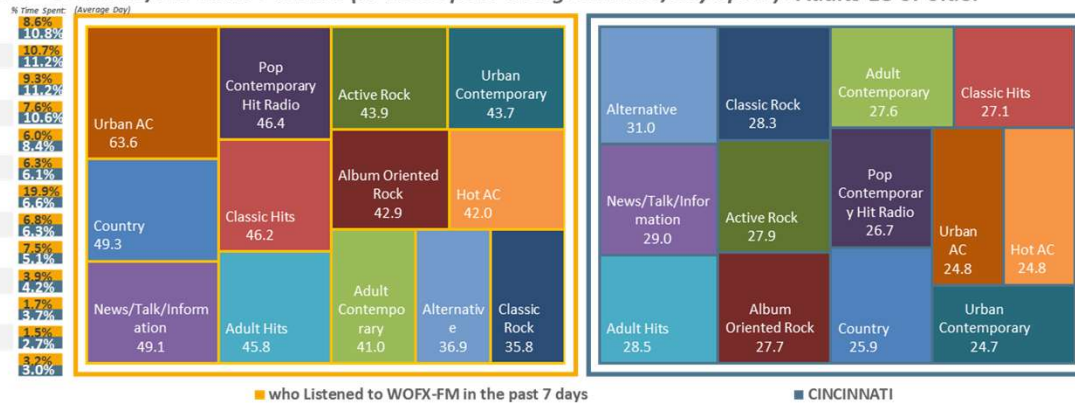


230,743 or 100.% of Adults 18 or older who Listened to WOFX-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Rock, Classic Hits, Adult Contemporary, Country, and Active Rock.

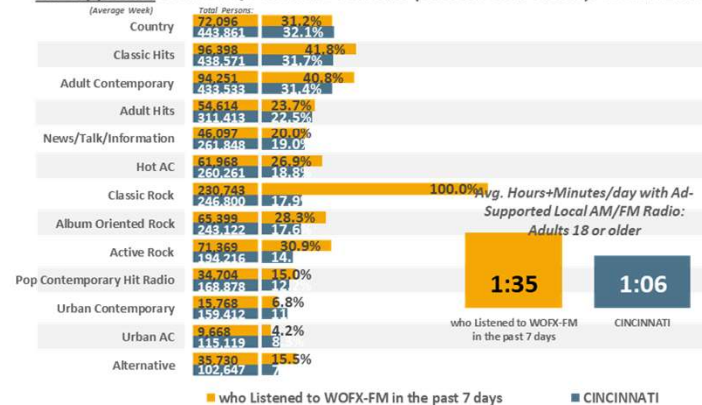
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



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



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



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



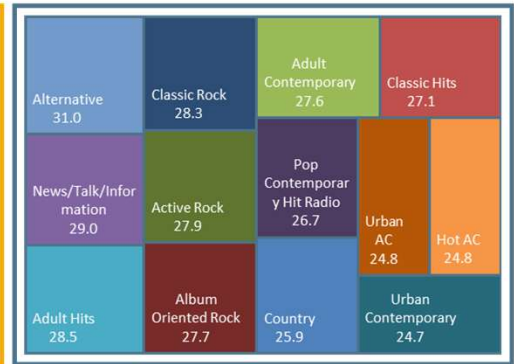
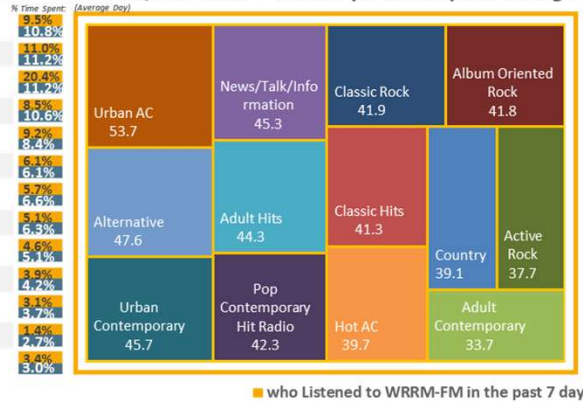
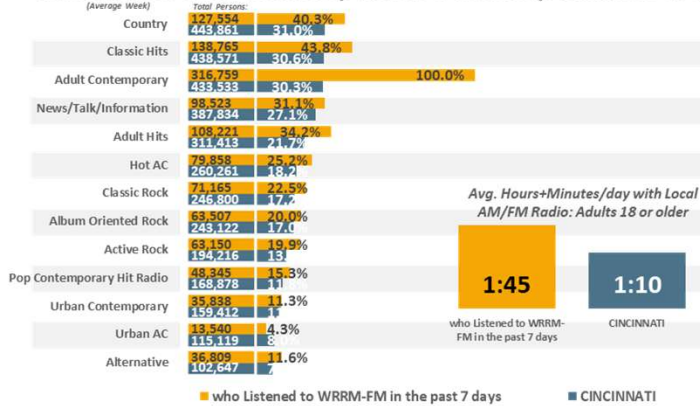
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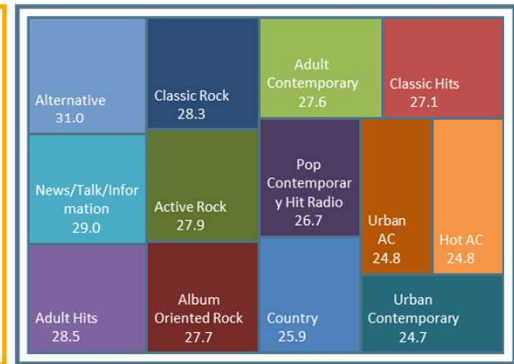
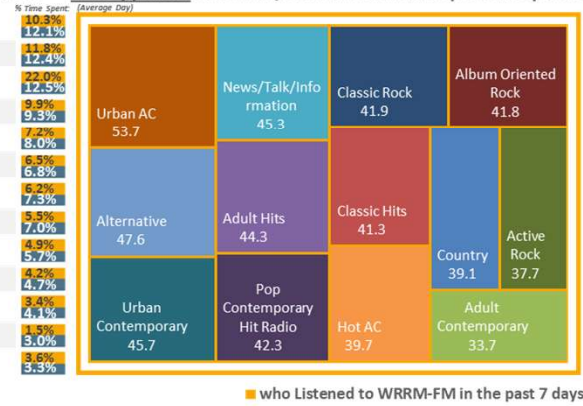
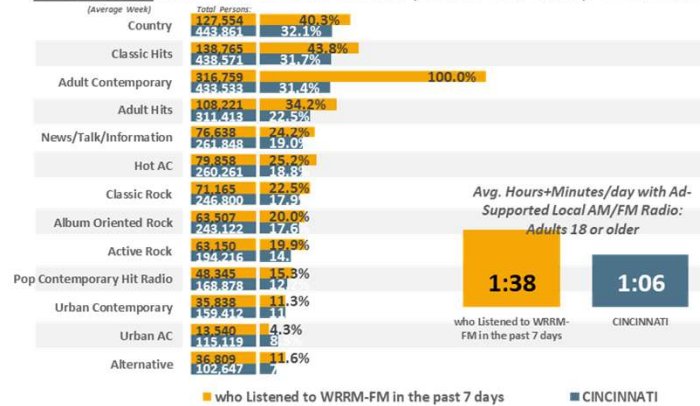


316,759 or 100.0% of Adults 18 or older who Listened to WRRM-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Country, Adult Hits, and Hot AC.

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



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



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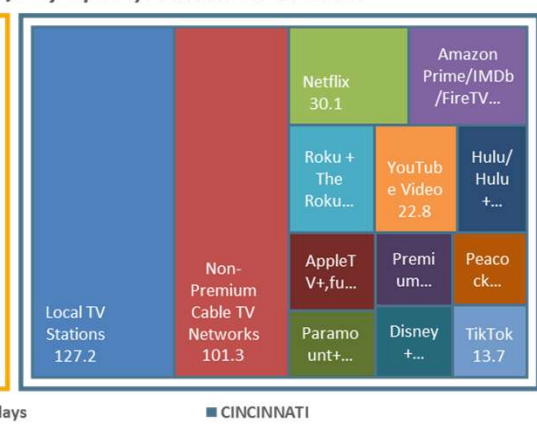
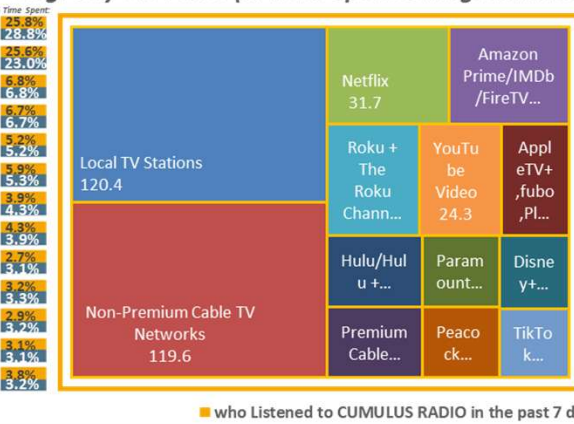
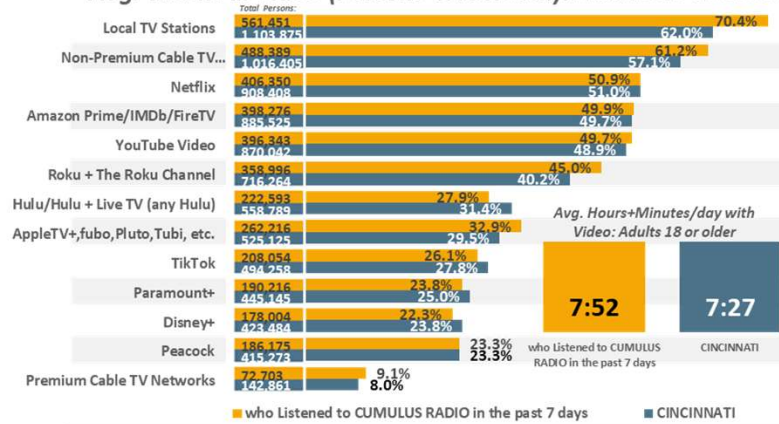
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552,515 or 69.3% of Adults 18 or older who Listened to CUMULUS RADIO in the past 7 days watch Ad-Supported Local TV Stations for an average of 113.5 minutes every day representing 29.9% of all time spent daily with Ad-Supported Video.

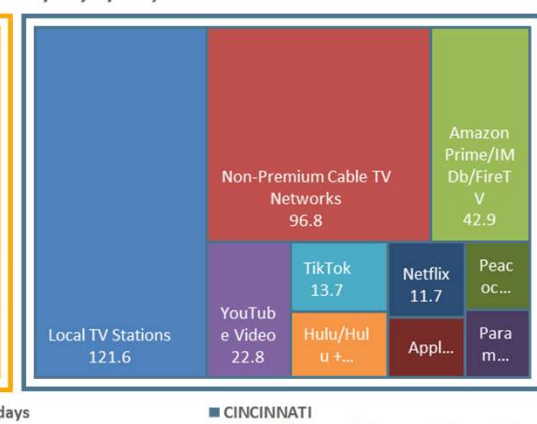
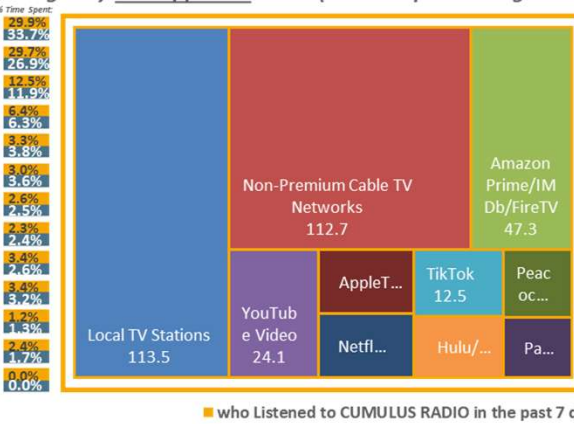
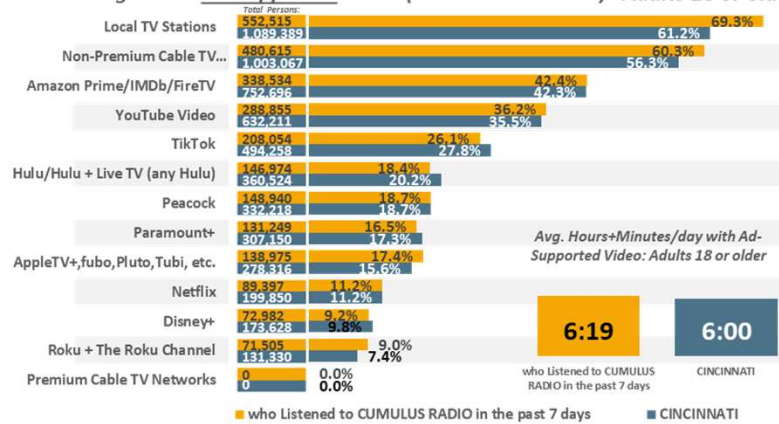
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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



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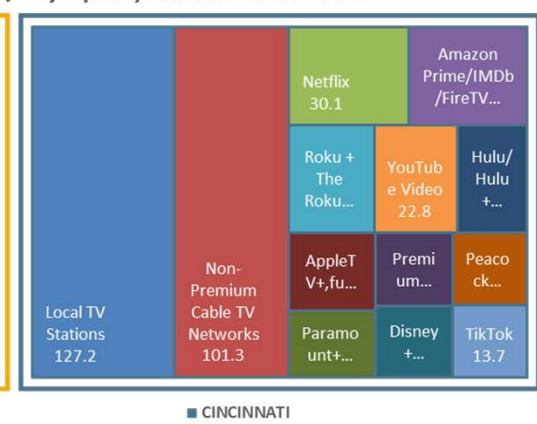
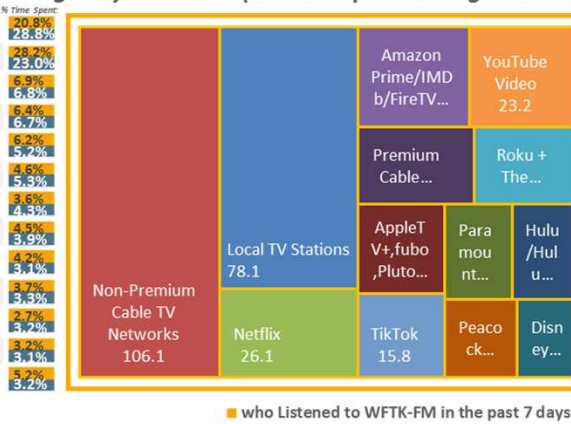
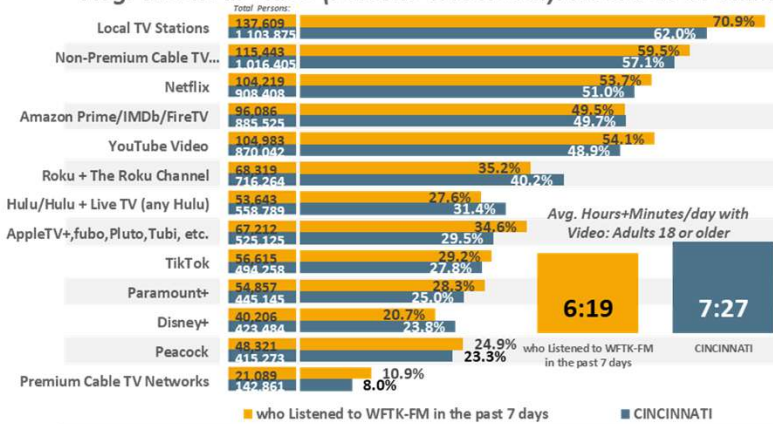
(Radio Stations: WFTK-FM OR Radio Stations: WGRF-FM OR Radio Stations: WNNF-FM OR Radio Stations: WOEX-FM OR Radio Stations: WRRM-FM)



136,159 or 70.2% of Adults 18 or older who Listened to WFTK-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 72.6 minutes every day representing 23.7% of all time spent daily with Ad-Supported Video.

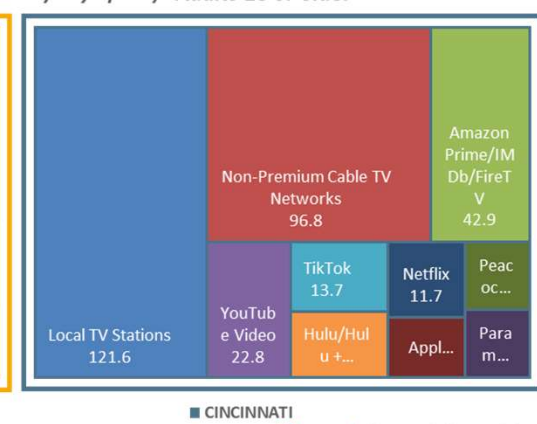
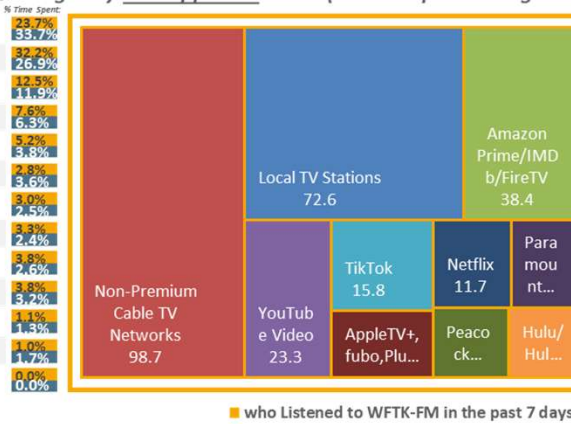
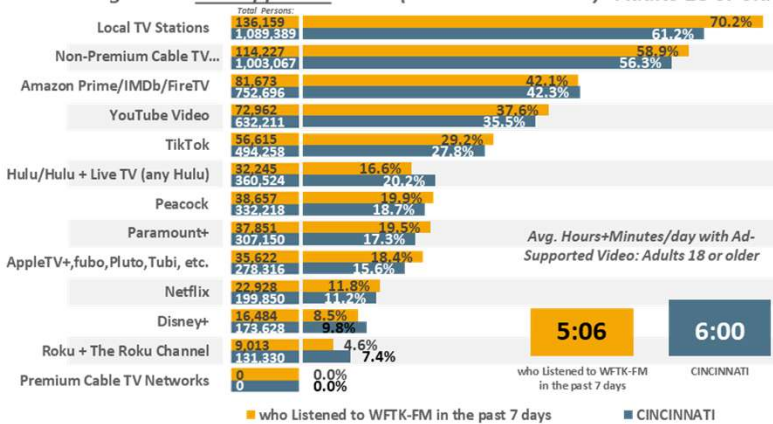
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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



CINCINNATI Metro Scarborough R1 2026: Feb25-Feb26 Qual Intab 156
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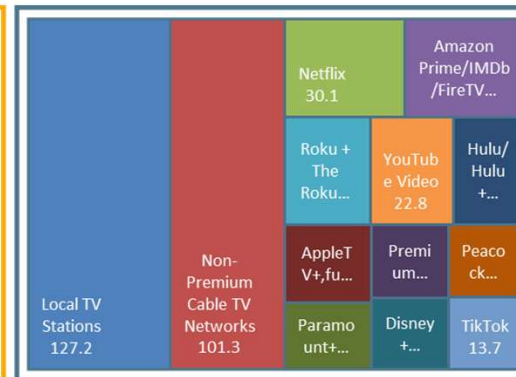
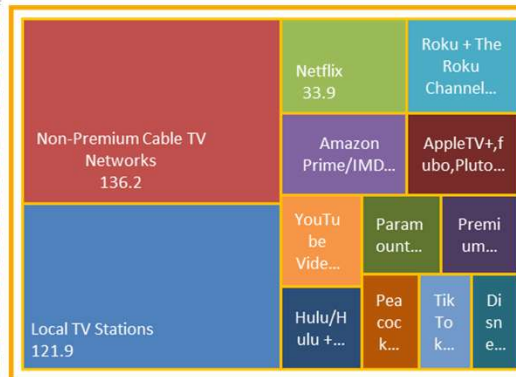
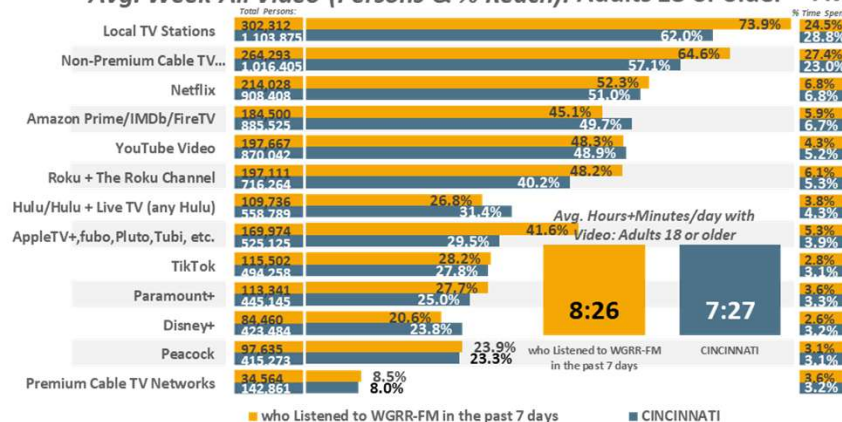
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295,462 or 72.2% of Adults 18 or older who Listened to WGRR-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 113.9 minutes every day representing 28.1% of all time spent daily with Ad-Supported Video.

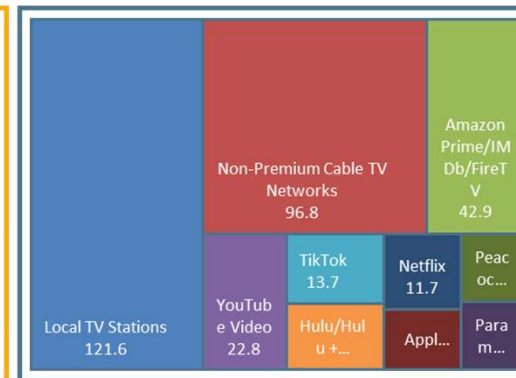
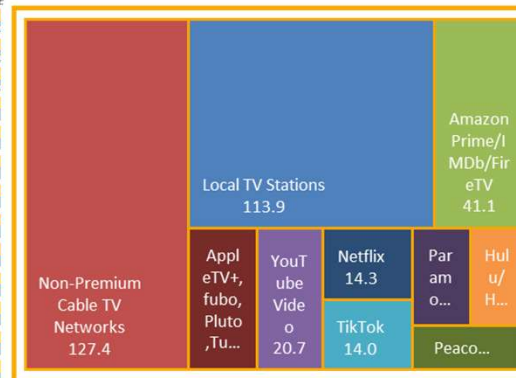
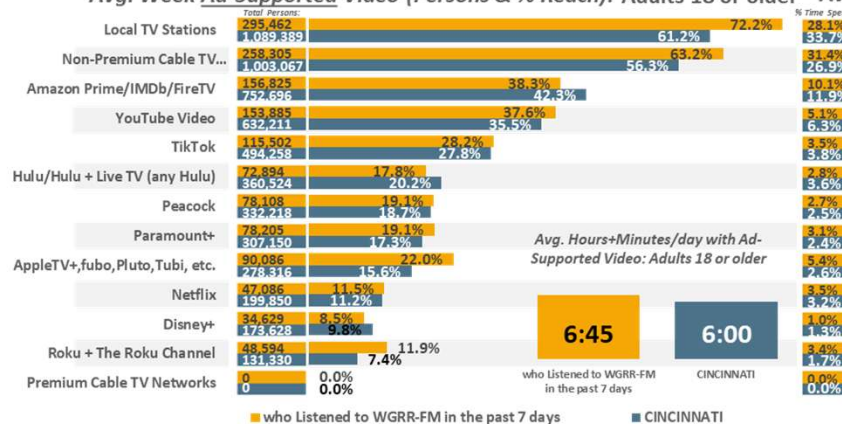
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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 R1 2026: Feb25-Feb26 Qual Intab 454
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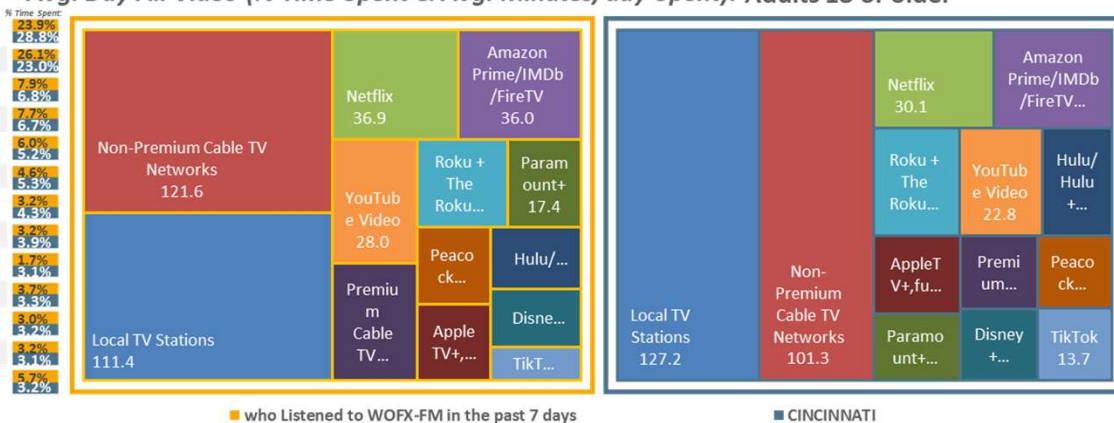
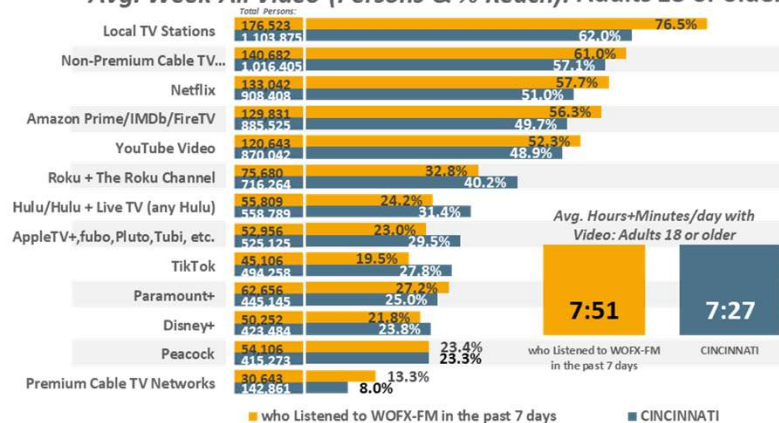
soefa.ai Share of Everything for Anything



173,717 or 75.3% of Adults 18 or older who Listened to WOFX-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 105.8 minutes every day representing 27.9% of all time spent daily with Ad-Supported Video.

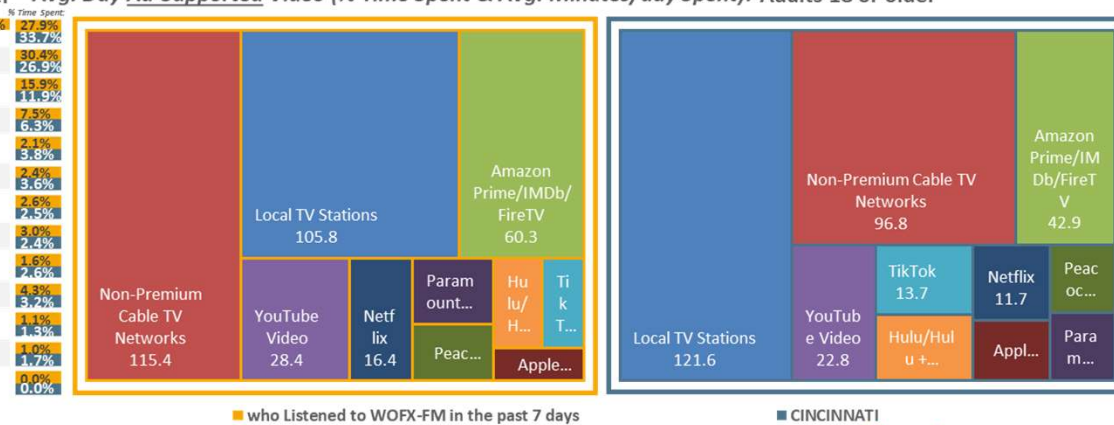
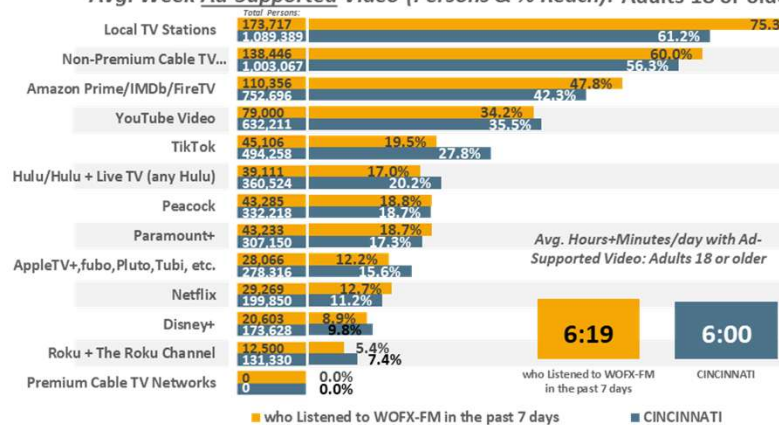
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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



CINCINNATI Metro Scarborough R1 2026: Feb25-Feb26 Qual Intab 241
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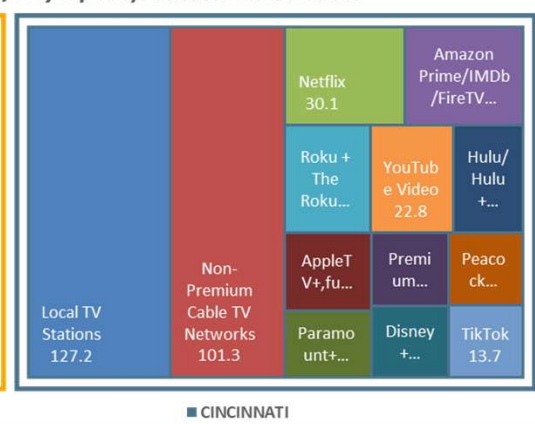
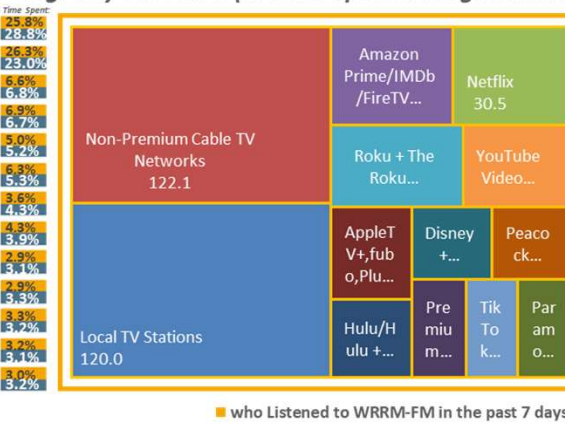
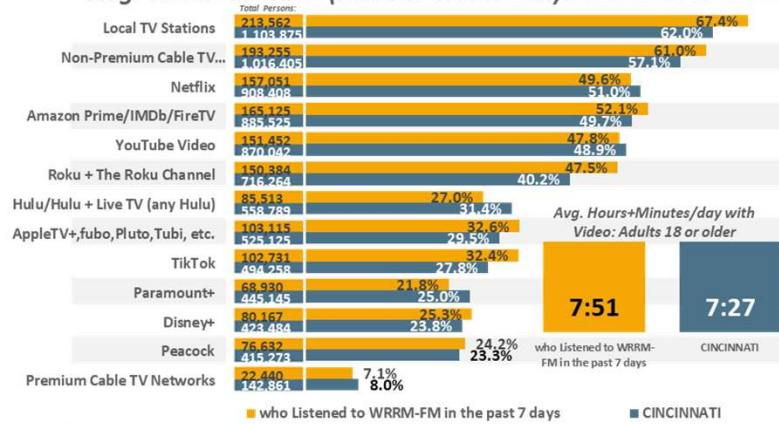
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210,888 or 66.6% of Adults 18 or older who Listened to WRRM-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 115.7 minutes every day representing 30.6% of all time spent daily with Ad-Supported Video.

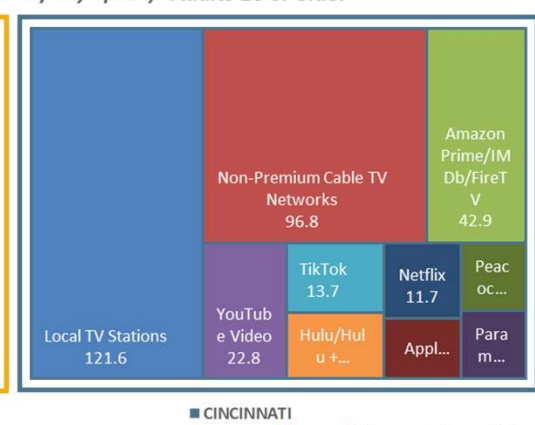
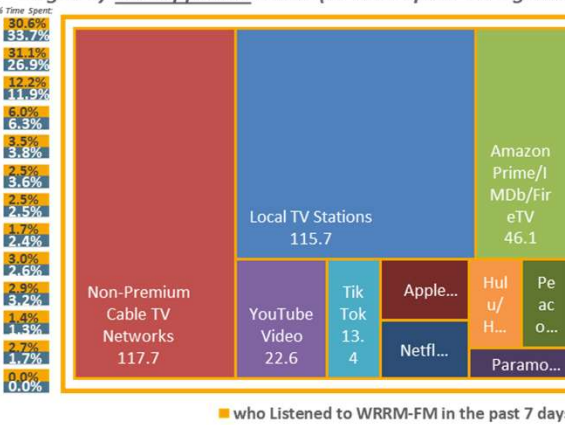
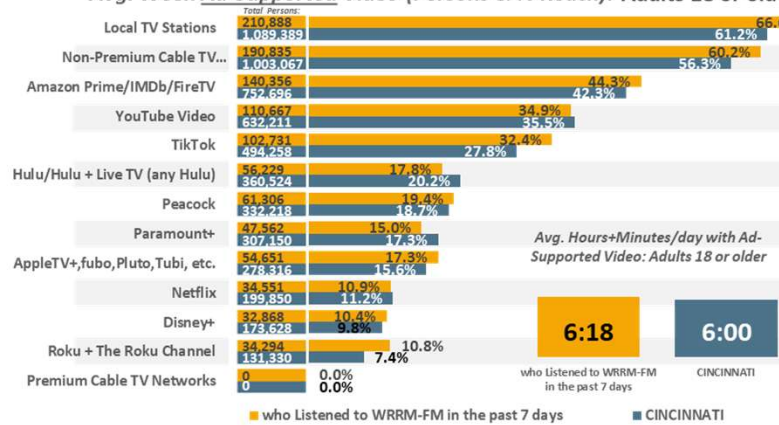
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



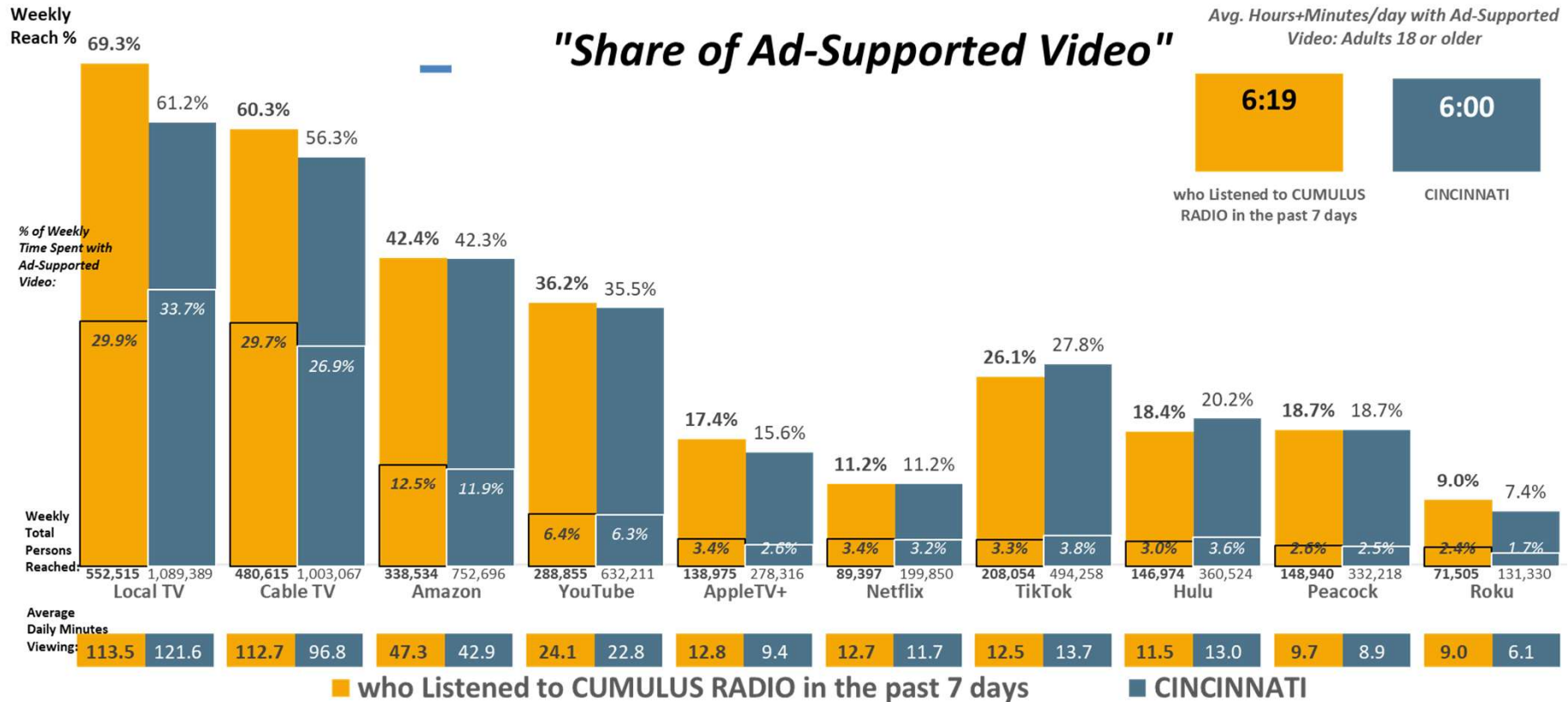
CINCINNATI Metro Scarborough R1 2026: Feb25-Feb26 Qual Intab 326
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552,515 or 69.3% of Adults 18 or older who Listened to CUMULUS RADIO in the past 7 days watch Ad-Supported Local TV Stations for an average of 113.5 minutes every day representing 29.9% of all time spent daily with Ad-Supported Video.

"Share of Ad-Supported Video"



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CINCINNATI Metro Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,735

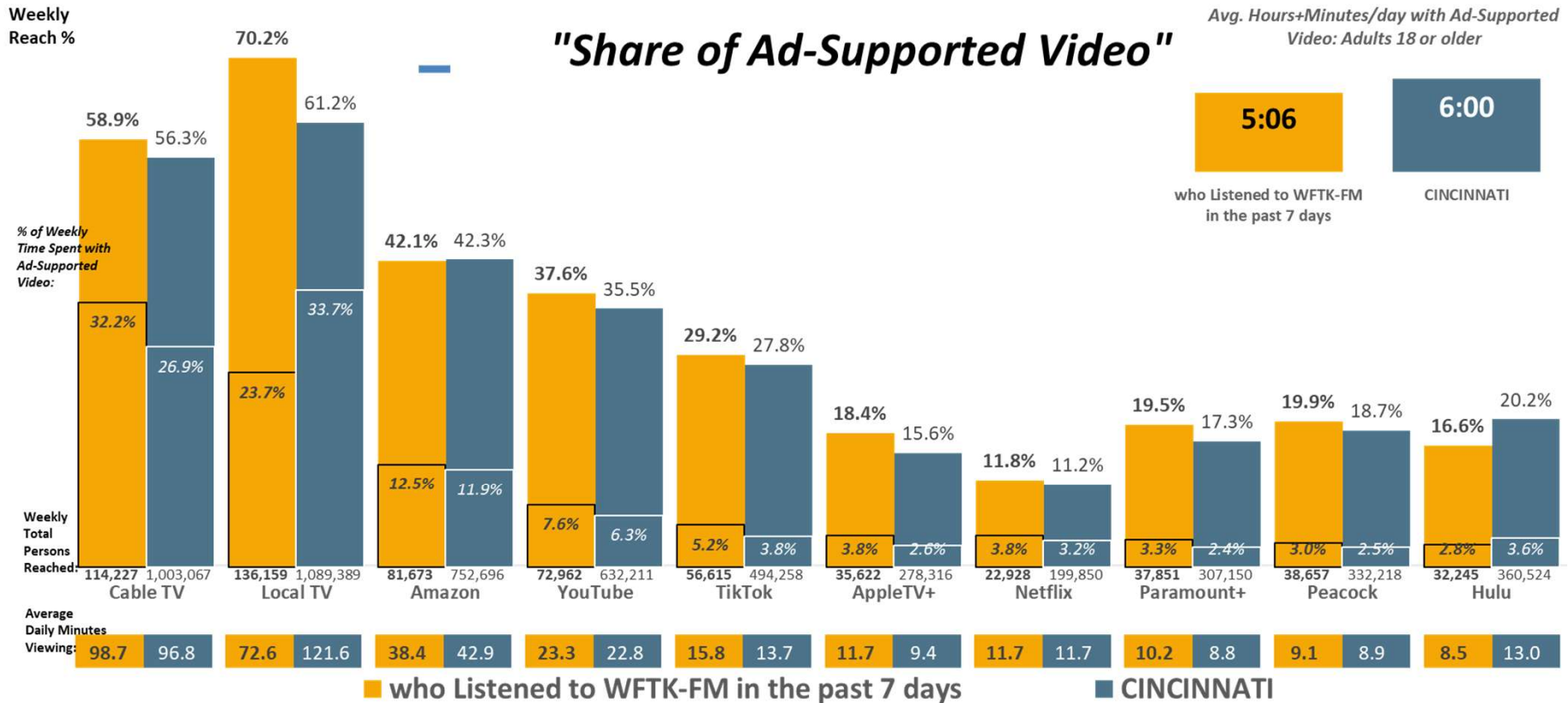
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(Radio Stations: WFTK-FM OR Radio Stations: WGRR-FM OR Radio Stations: WNNF-FM OR Radio Stations: WOFX-FM OR Radio Stations: WRRM-FM)



136,159 or 70.2% of Adults 18 or older who Listened to WFTK-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 72.6 minutes every day representing 23.7% of all time spent daily with Ad-Supported Video.

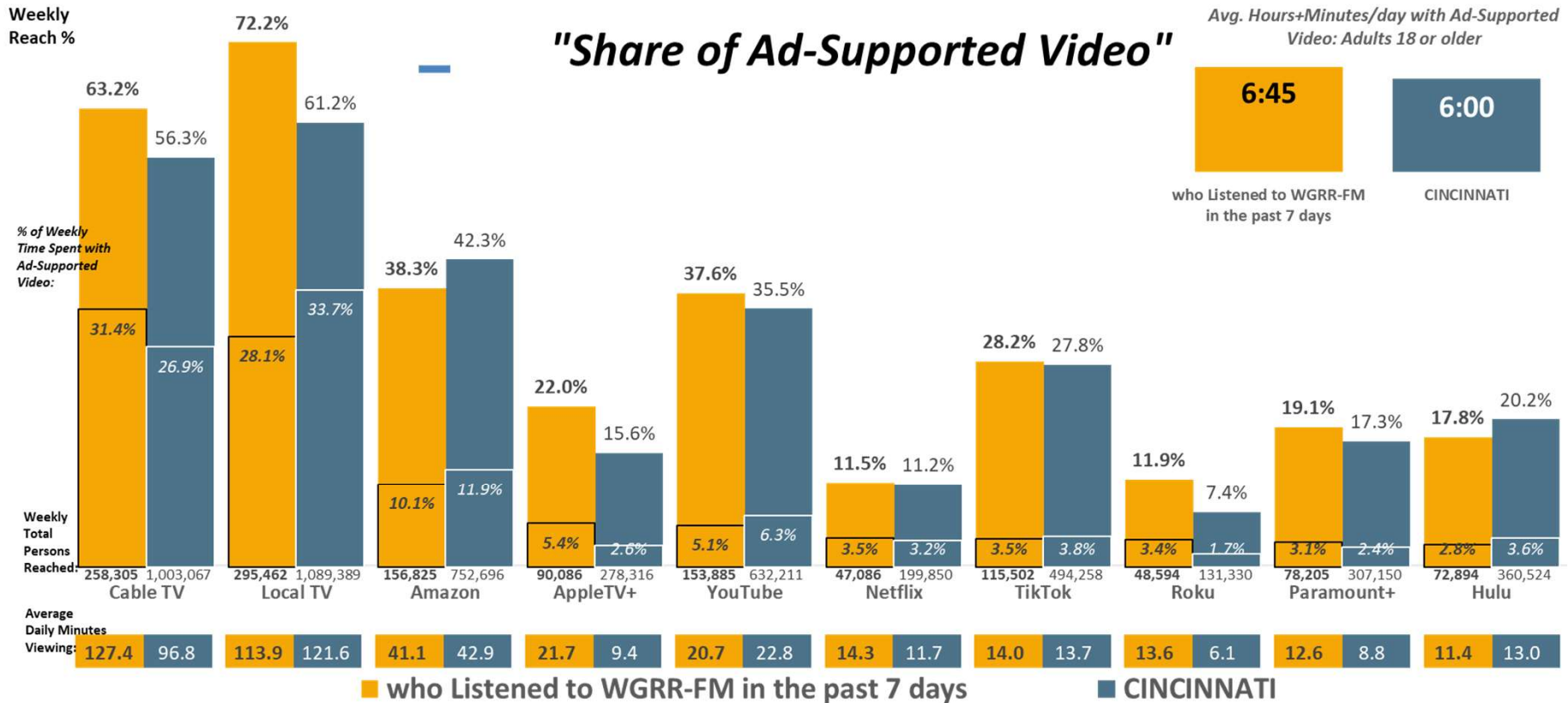
"Share of Ad-Supported Video"





295,462 or 72.2% of Adults 18 or older who Listened to WGRR-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 113.9 minutes every day representing 28.1% of all time spent daily with Ad-Supported Video.

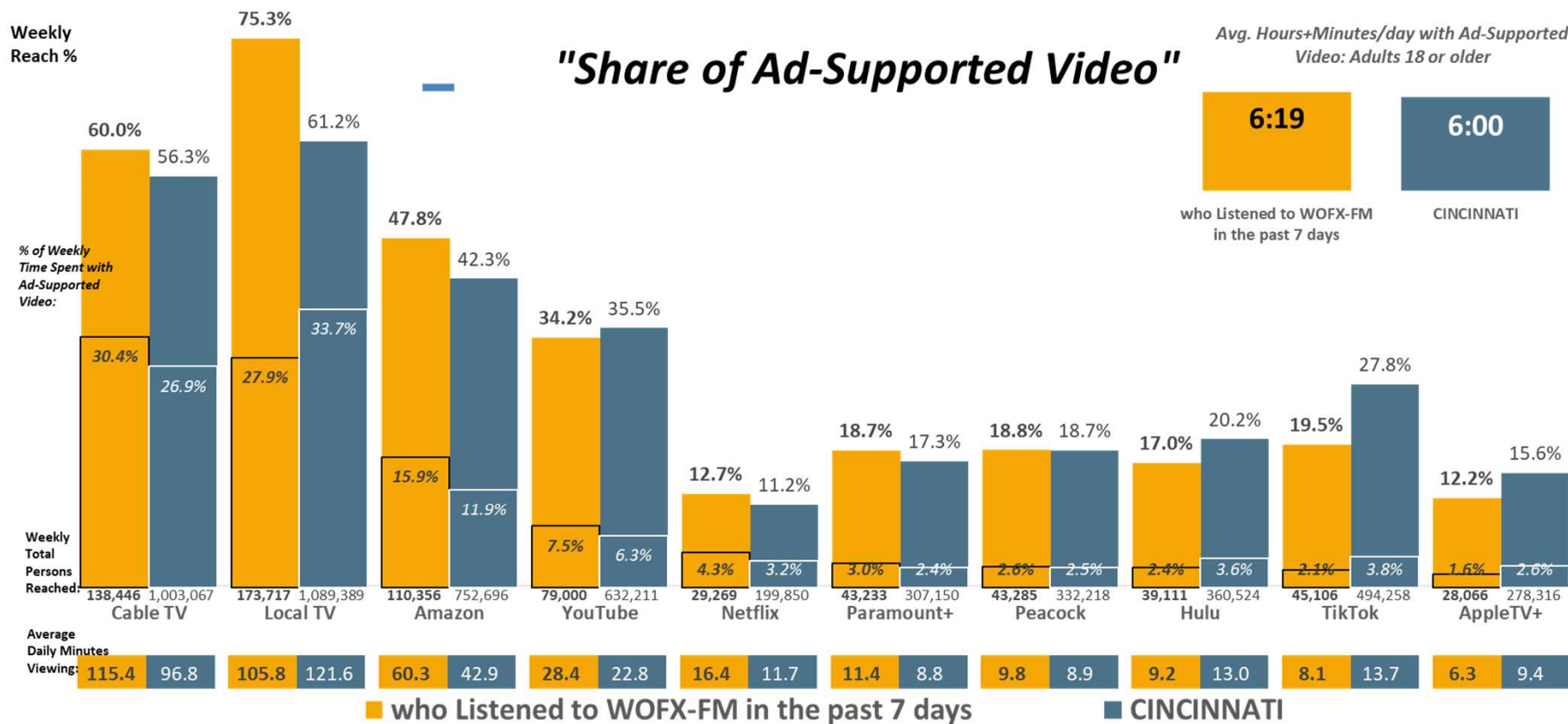
"Share of Ad-Supported Video"





173,717 or 75.3% of Adults 18 or older who Listened to WOFX-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 105.8 minutes every day representing 27.9% of all time spent daily with Ad-Supported Video.

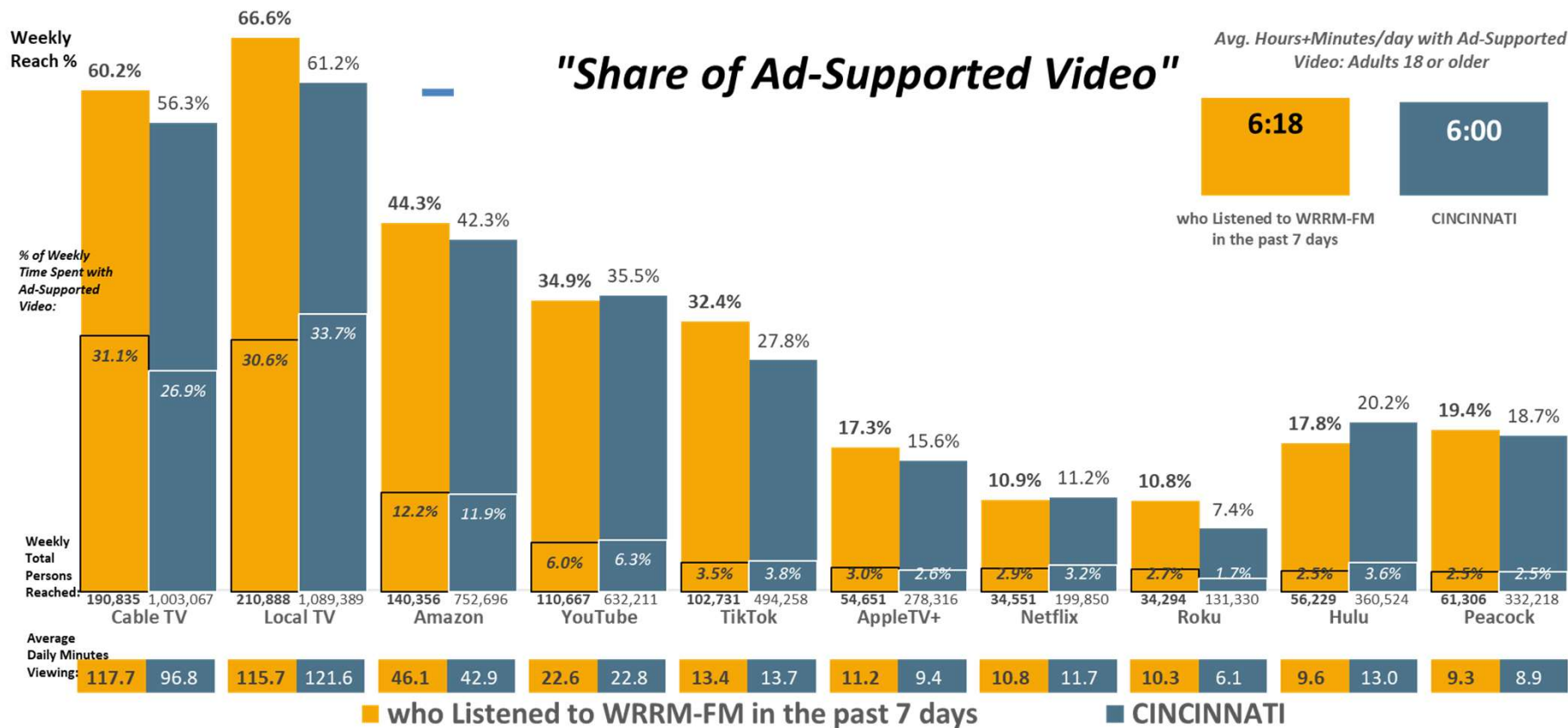
"Share of Ad-Supported Video"





210,888 or 66.6% of Adults 18 or older who Listened to WRRM-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 115.7 minutes every day representing 30.6% of all time spent daily with Ad-Supported Video.

"Share of Ad-Supported Video"



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CINCINNATI Metro Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,735

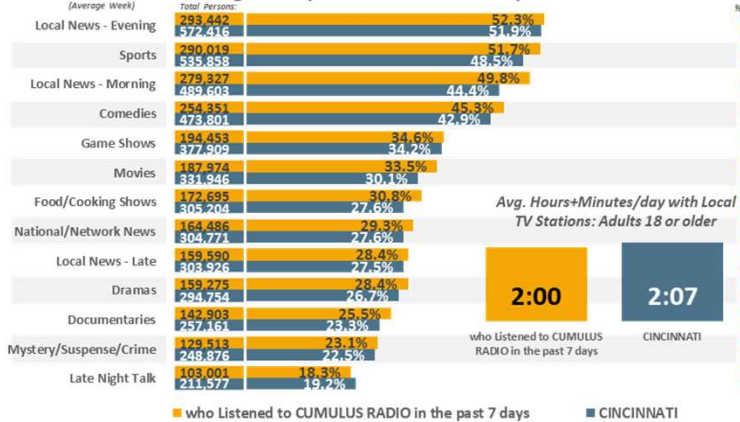
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Radio Stations: WRRM-FM

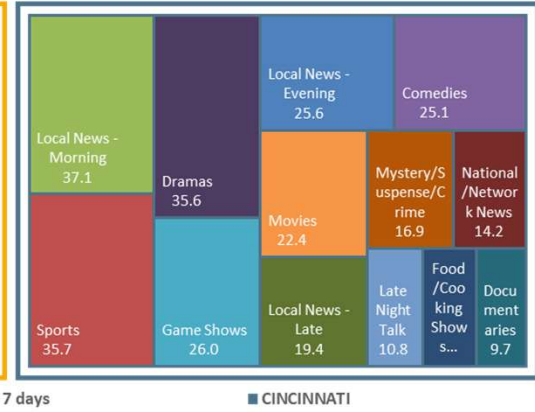
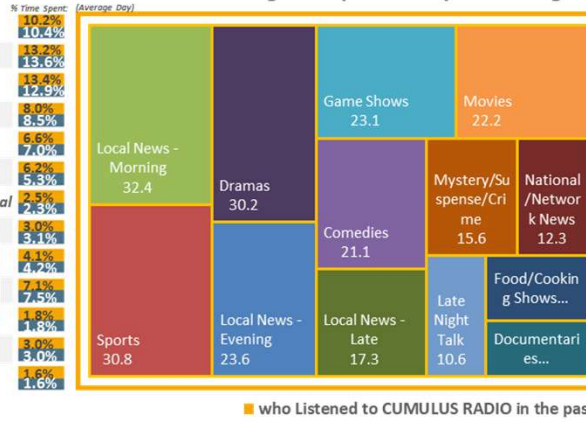


552,515 or 69.3% of Adults 18 or older who Listened to CUMULUS RADIO in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Comedies, Game Shows, and Movies.

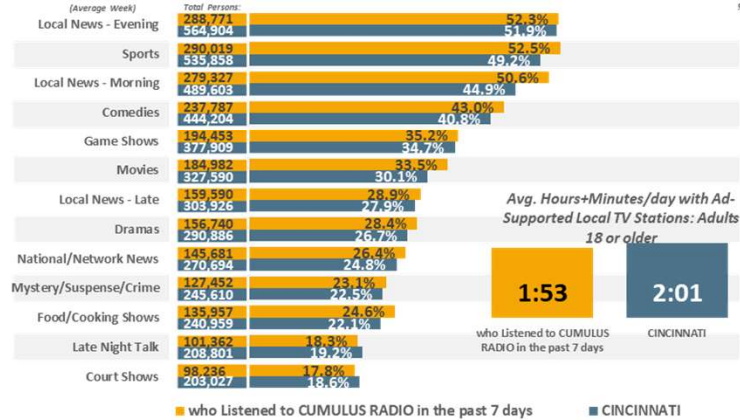
Local TV Station Programs (Persons & % Reach): Adults 18 or older



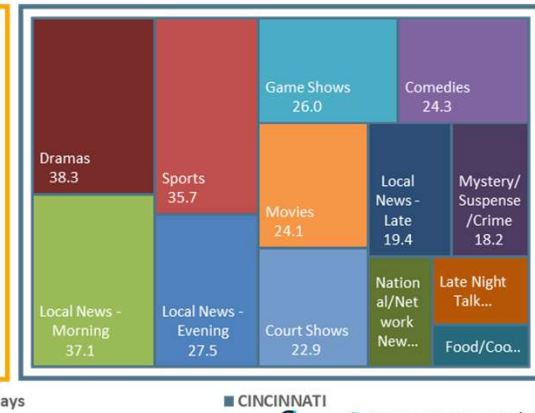
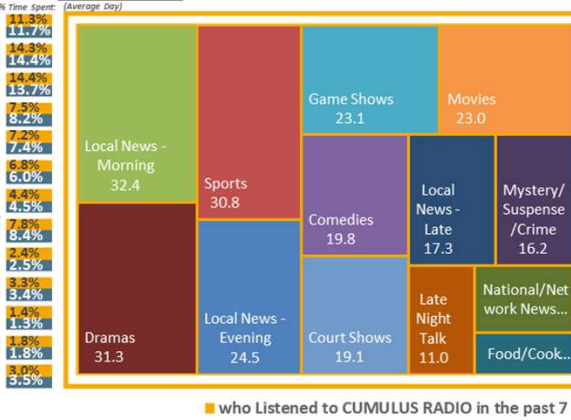
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 R1 2026: Feb25-Feb26 Qual Intab 811
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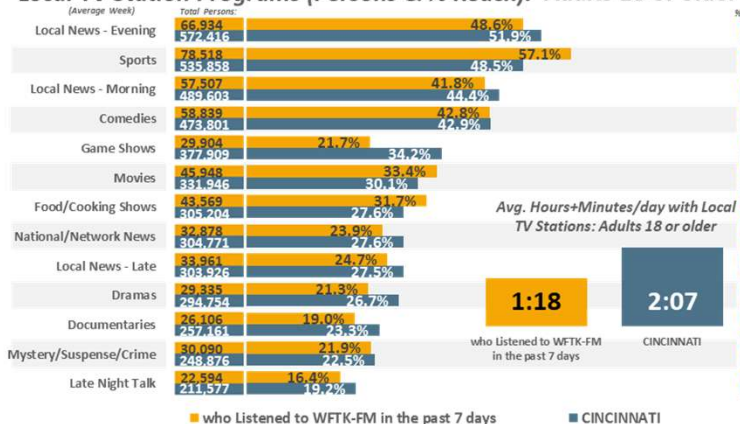
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(Radio Stations: WFTK-FM OR Radio Stations: WGRF-FM OR Radio Stations: WNNF-FM OR Radio Stations: WOFX-FM OR Radio Stations: WRRM-FM)

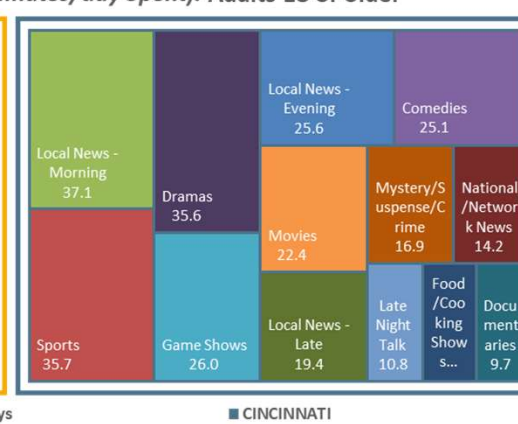
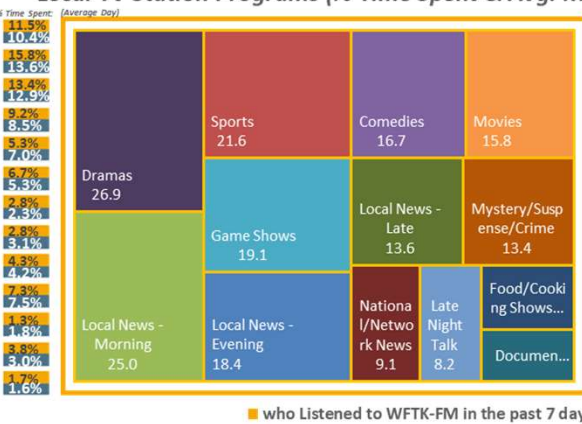


136,159 or 70.2% of Adults 18 or older who Listened to WFTK-FM in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Comedies, Movies, and Food/Cooking Shows.

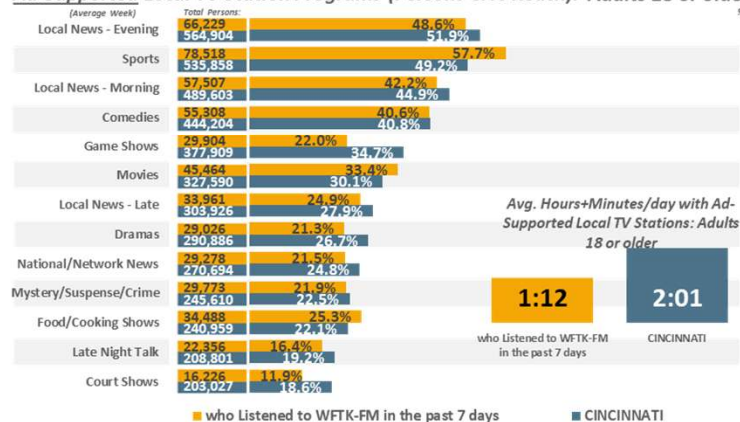
Local TV Station Programs (Persons & % Reach): Adults 18 or older



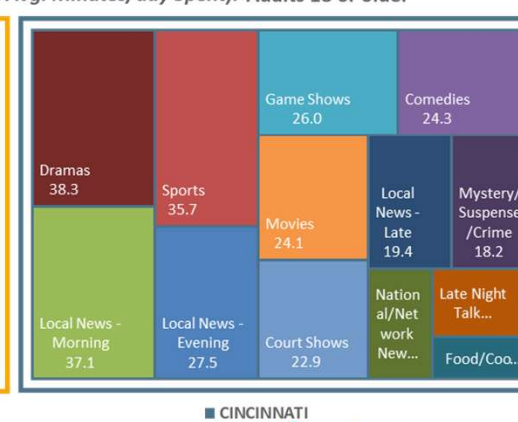
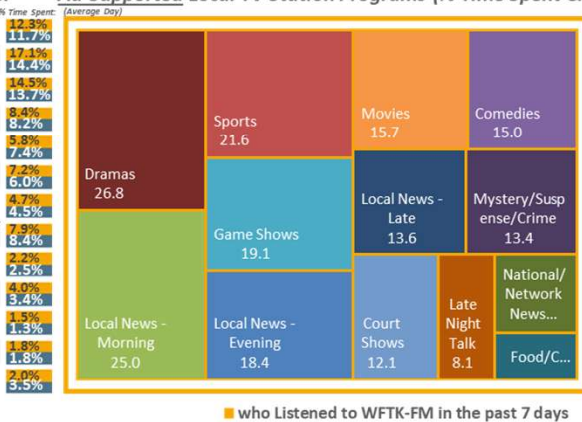
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



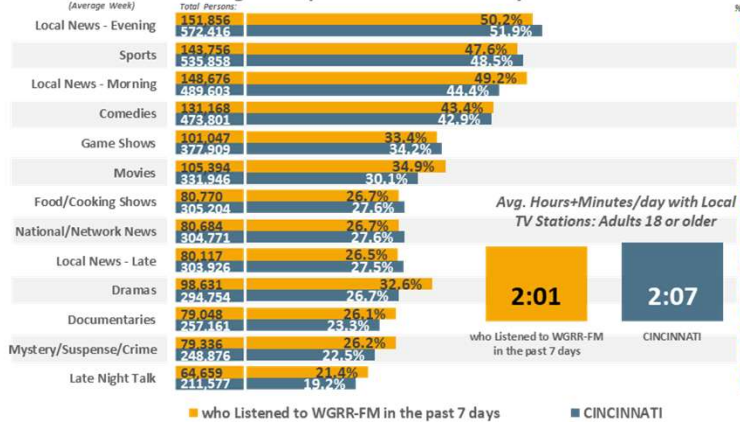
CINCINNATI Metro Scarborough R1 2026: Feb25-Feb26 Qual Intab 156
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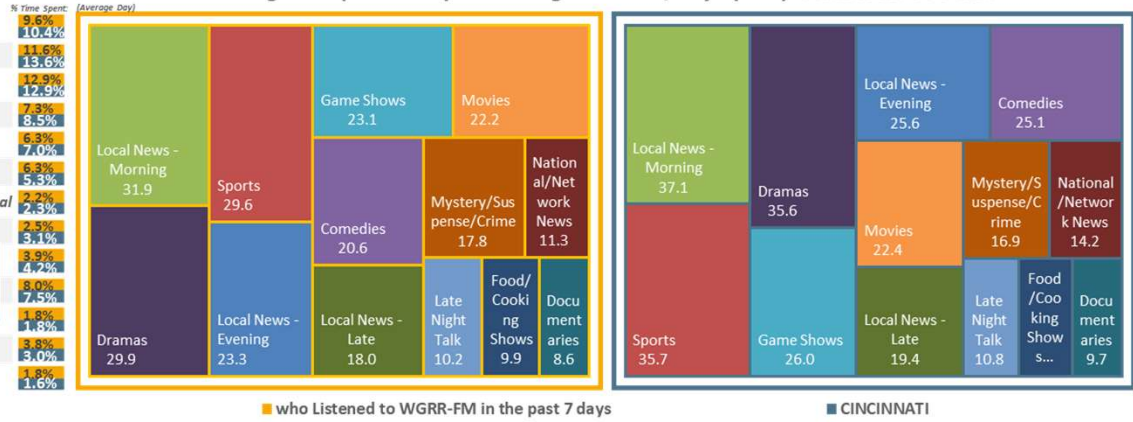


295,462 or 72.2% of Adults 18 or older who Listened to WGRR-FM in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Morning, Local News - Evening, Sports, Comedies, Movies, and Game Shows.

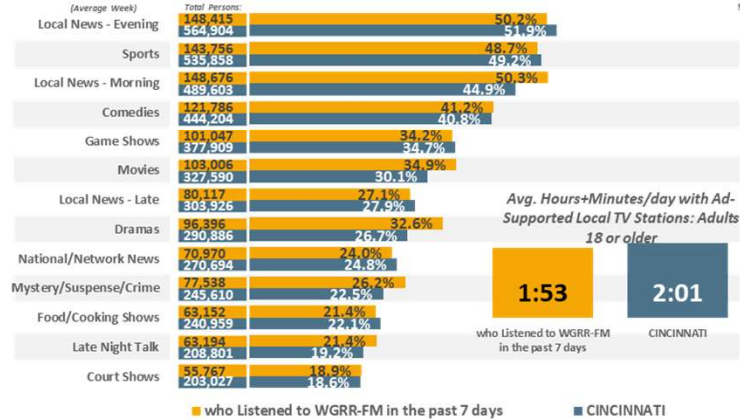
Local TV Station Programs (Persons & % Reach): Adults 18 or older



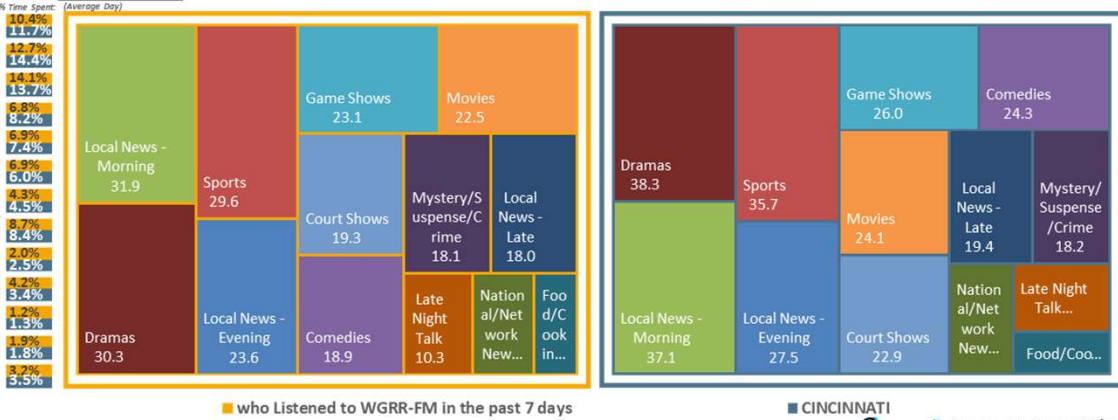
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



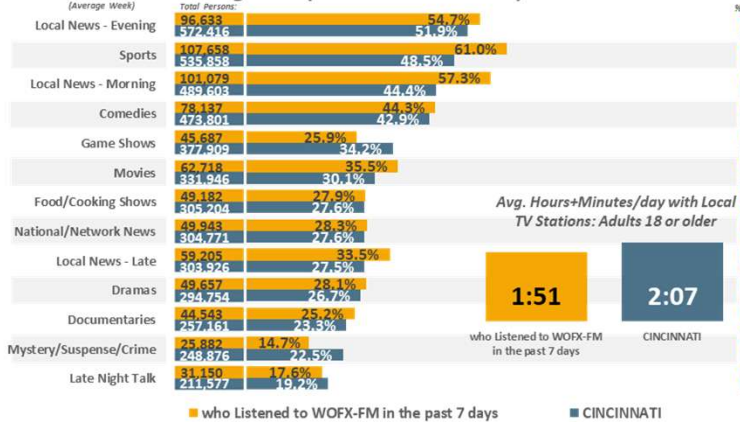
CINCINNATI Metro Scarborough R1 2026: Feb25-Feb26 Qual Intab 454
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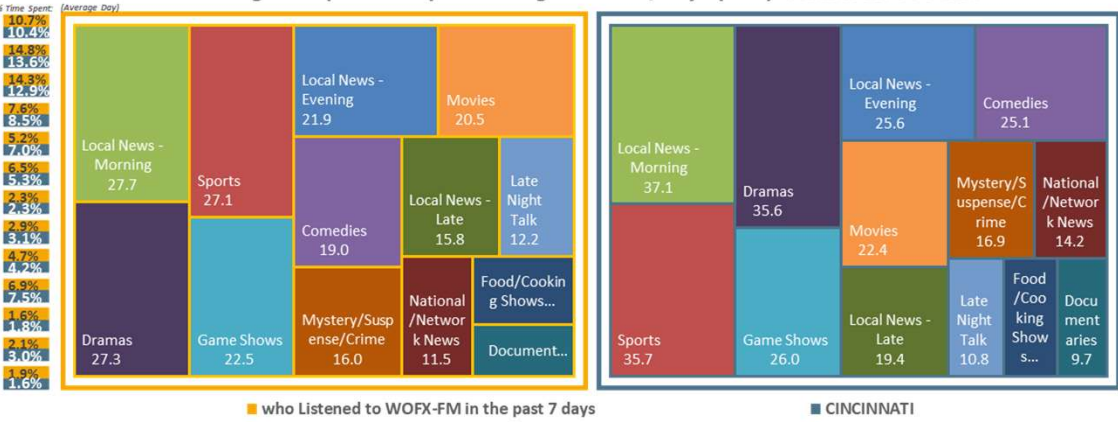


173,717 or 75.3% of Adults 18 or older who Listened to WOFX-FM in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Morning, Local News - Evening, Comedies, Movies, and Local News - Late.

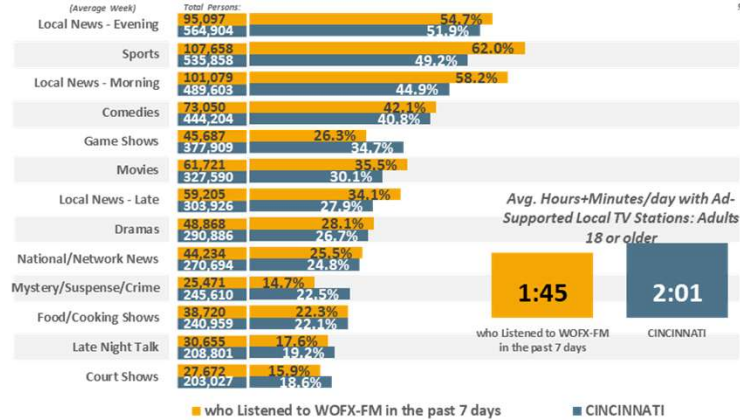
Local TV Station Programs (Persons & % Reach): Adults 18 or older



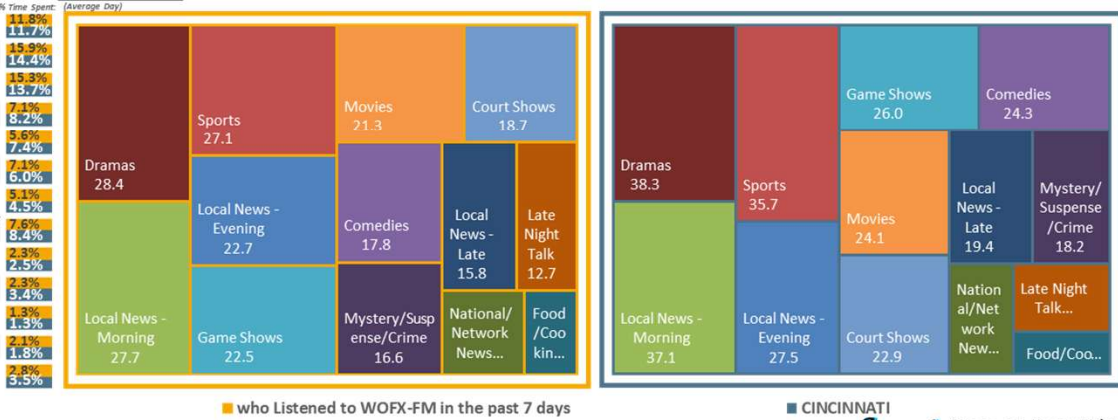
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



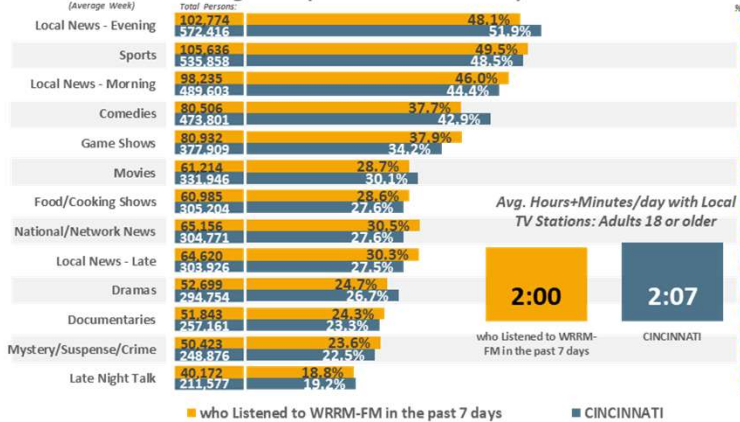
CINCINNATI Metro Scarborough R1 2026: Feb25-Feb26 Qual Intab 241
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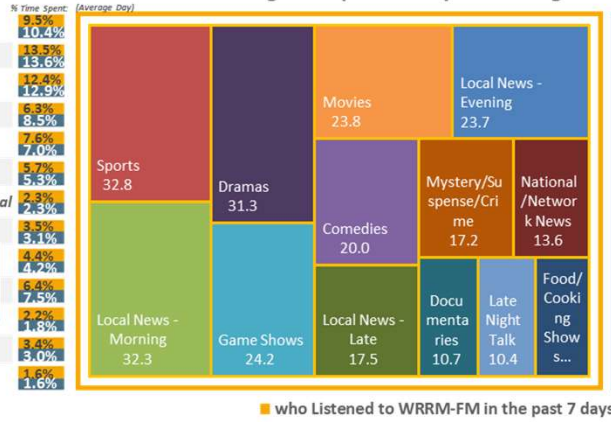


210,888 or 66.6% of Adults 18 or older who Listened to WRRM-FM in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Game Shows, Comedies, and Local News - Late.

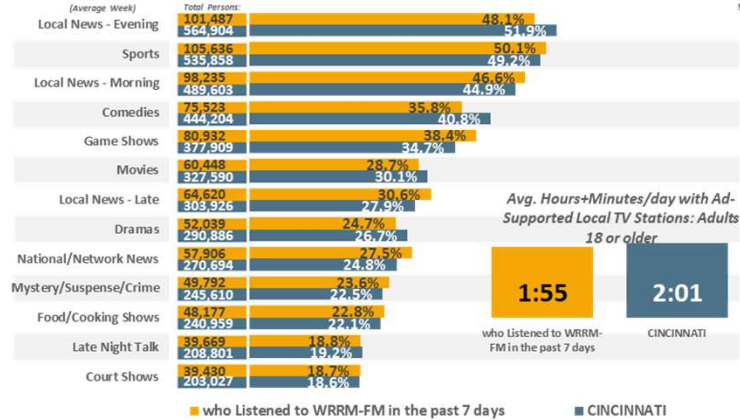
Local TV Station Programs (Persons & % Reach): Adults 18 or older



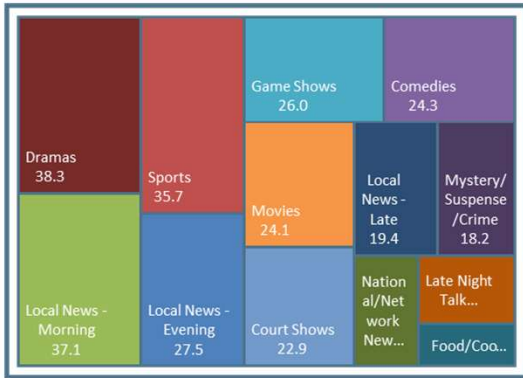
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 R1 2026: Feb25-Feb26 Qual Intab 326
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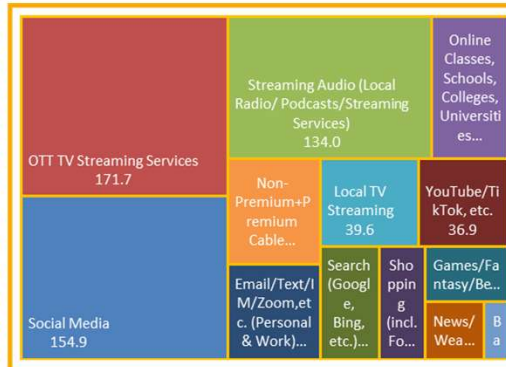
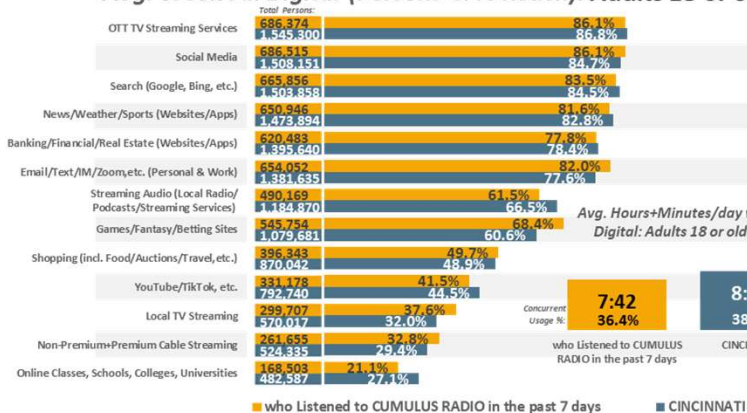
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626,379 or 78.5% of Adults 18 or older who Listened to CUMULUS RADIO in the past 7 days use Ad-Supported Social Media for an average of 141.4 minutes every day representing 25.% of all time spent daily with Ad-Supported Digital Media.

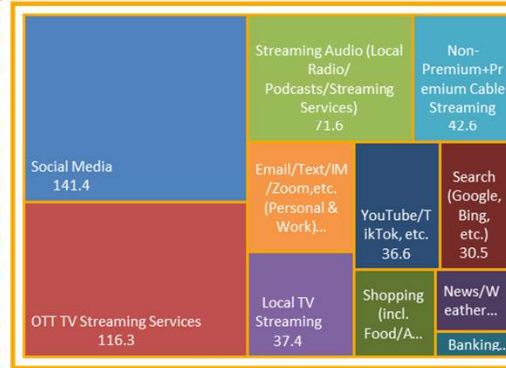
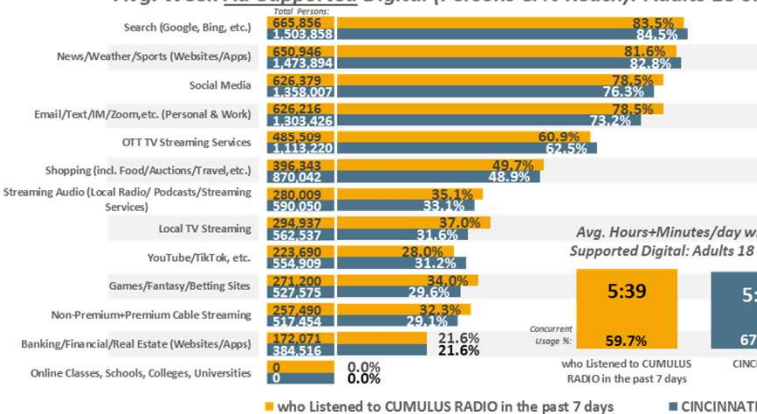
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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 R1 2026: Feb25-Feb26 Qual Intab 811
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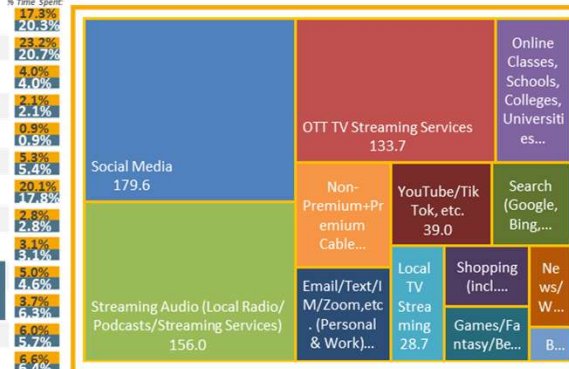
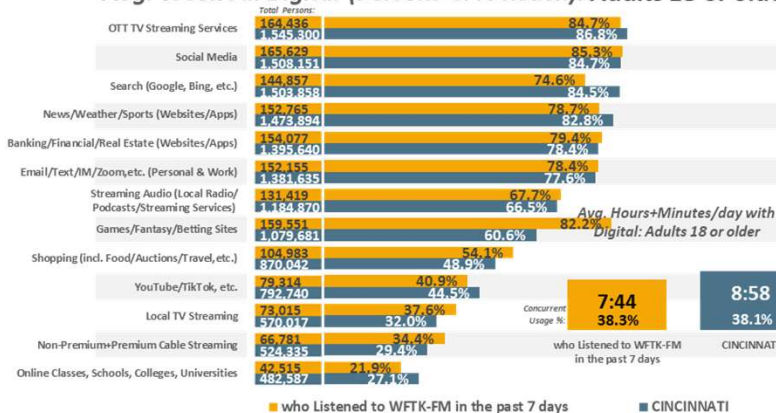
(Radio Stations: WFTK-FM OR Radio Stations: WGRN-FM OR Radio Stations: WNNF-FM OR Radio Stations: WOFX-FM OR Radio Stations: WRRM-FM)



149,490 or 77.7% of Adults 18 or older who Listened to WFTK-FM in the past 7 days use Ad-Supported Social Media for an average of 162.1 minutes every day representing 28.9% of all time spent daily with Ad-Supported Digital Media.

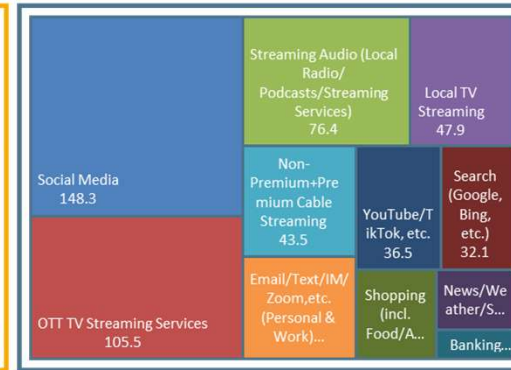
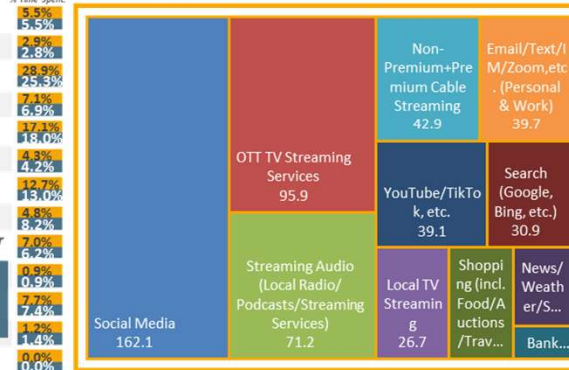
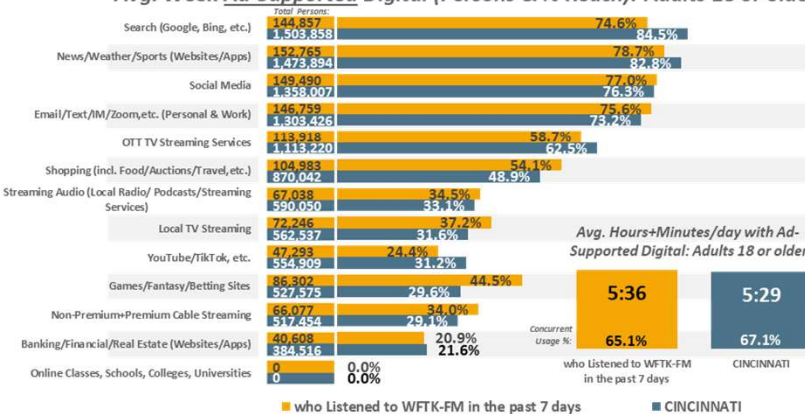
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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

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

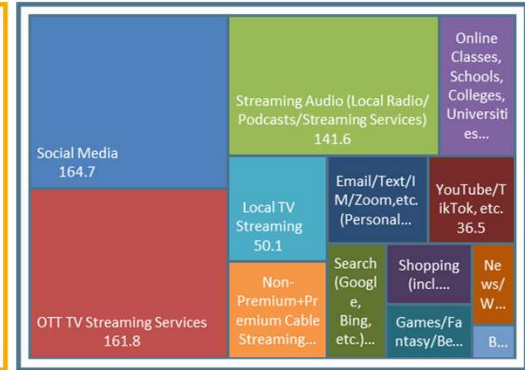
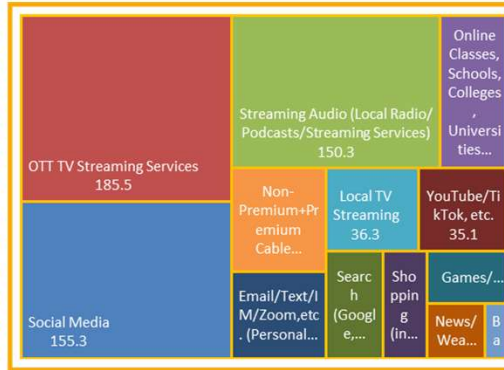
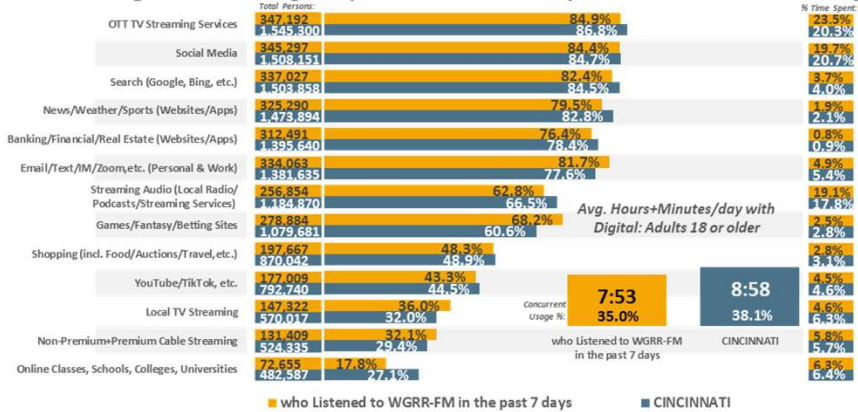




313,157 or 76.6% of Adults 18 or older who Listened to WGRR-FM in the past 7 days use Ad-Supported Social Media for an average of 140.8 minutes every day representing 24.2% of all time spent daily with Ad-Supported Digital Media.

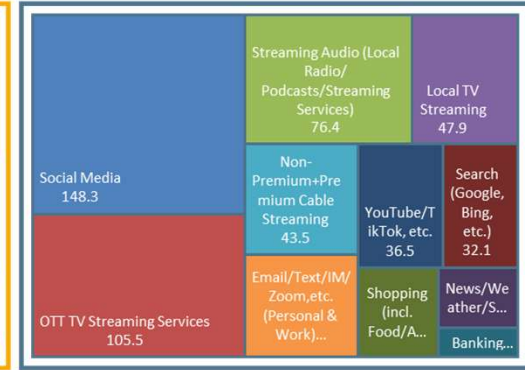
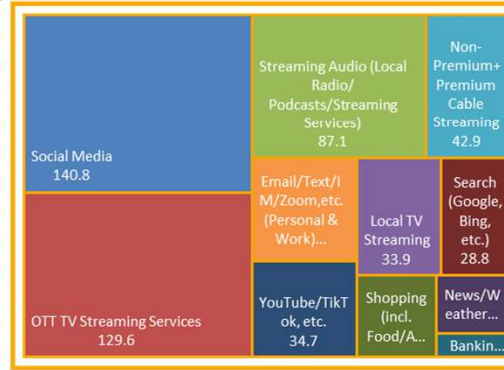
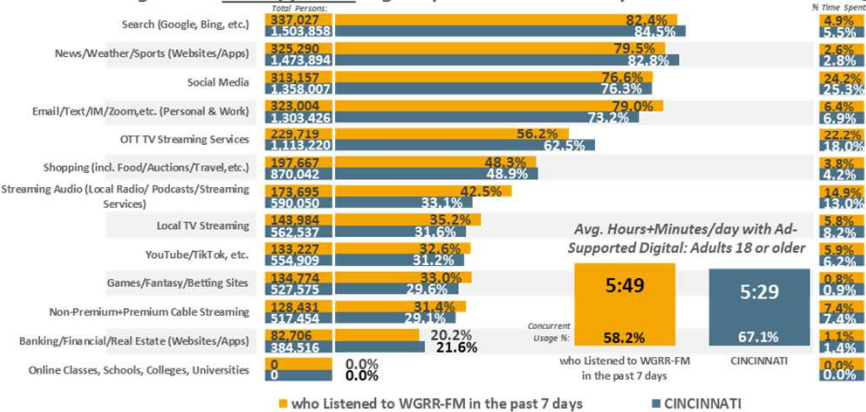
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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

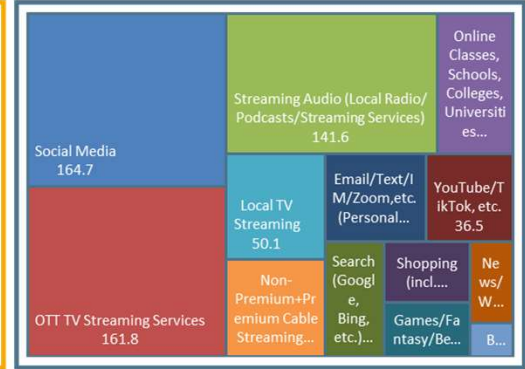
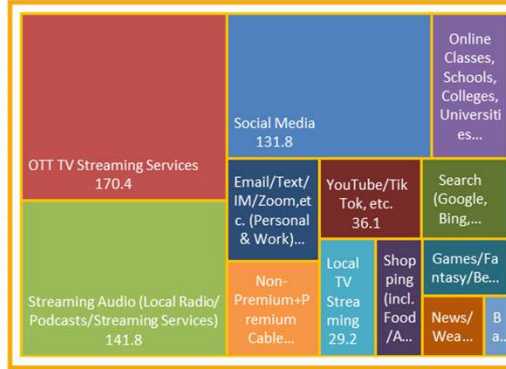
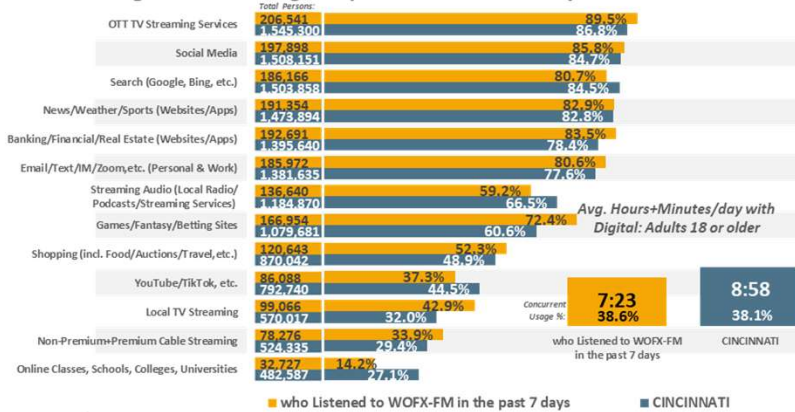




181,081 or 78.5% of Adults 18 or older who Listened to WOFX-FM in the past 7 days use Ad-Supported Social Media for an average of 120.6 minutes every day representing 22.3% of all time spent daily with Ad-Supported Digital Media.

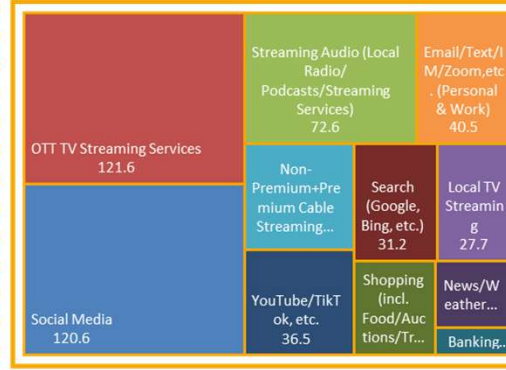
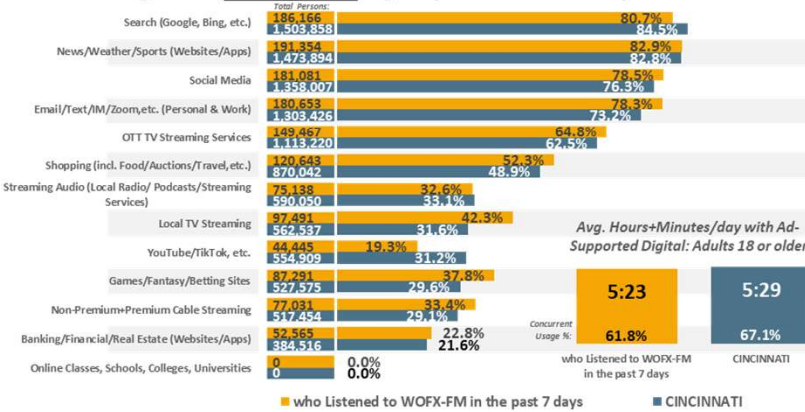
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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

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



CINCINNATI Metro Scarborough R1 2026: Feb25-Feb26 Qual Intab 241
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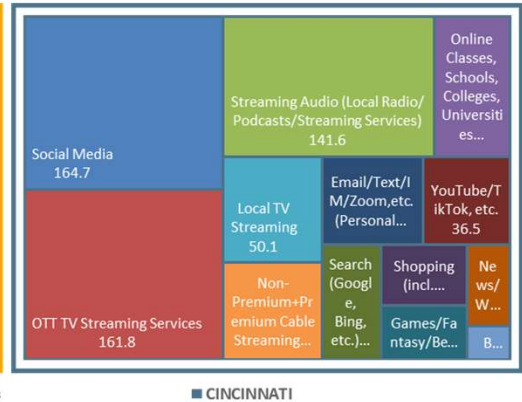
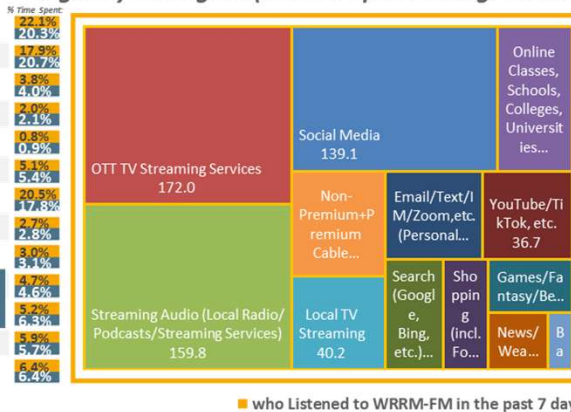
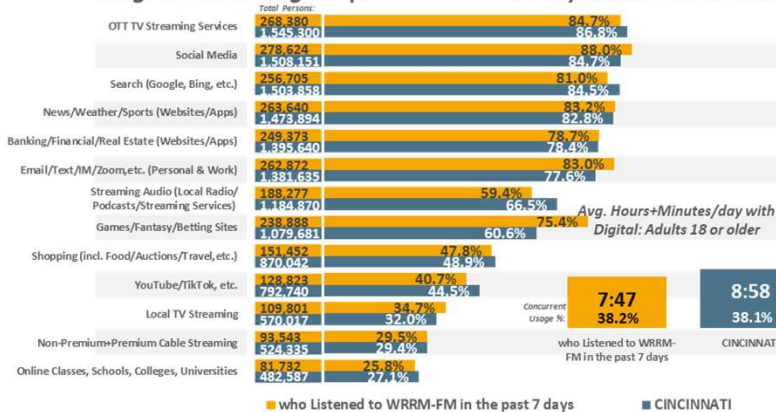
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249,351 or 78.7% of Adults 18 or older who Listened to WRRM-FM in the past 7 days use Ad-Supported Social Media for an average of 124.5 minutes every day representing 22.3% of all time spent daily with Ad-Supported Digital Media.

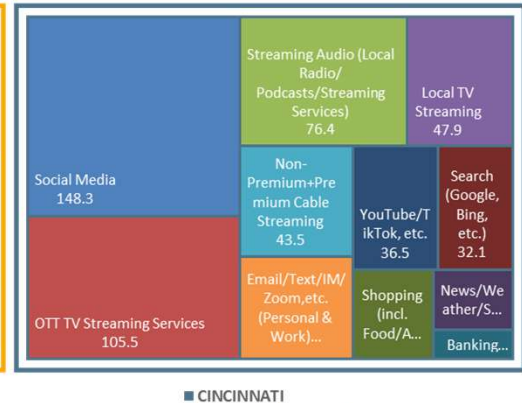
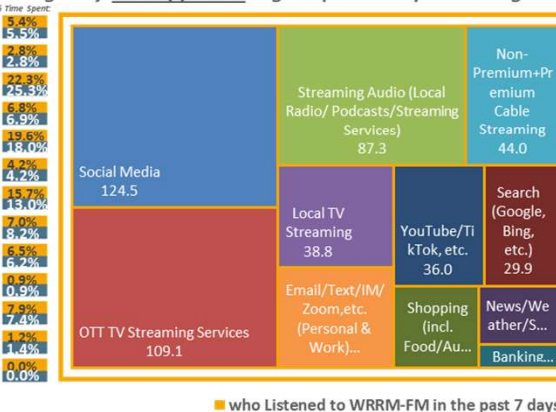
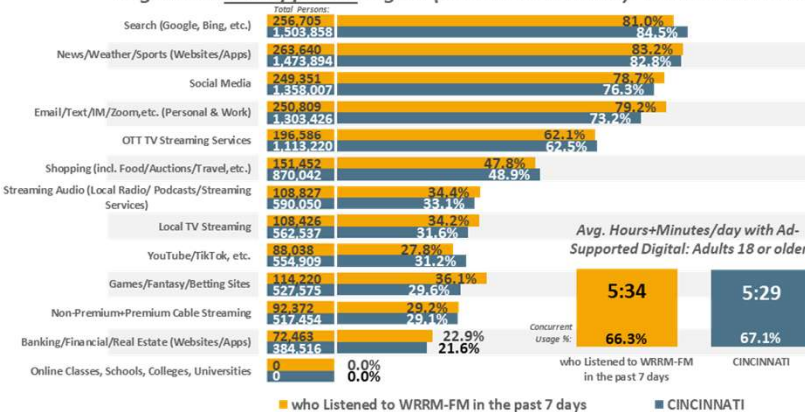
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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

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



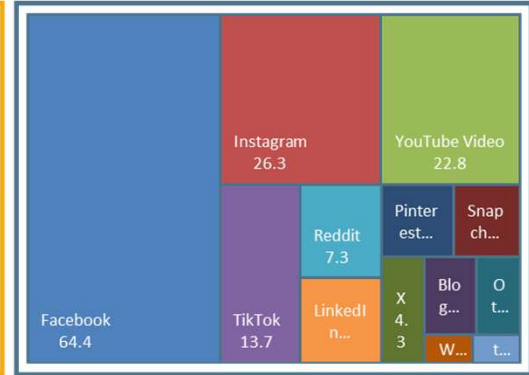
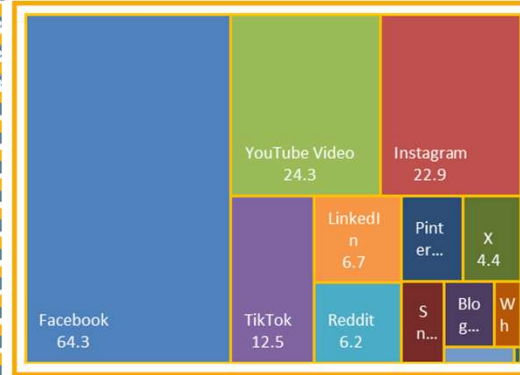
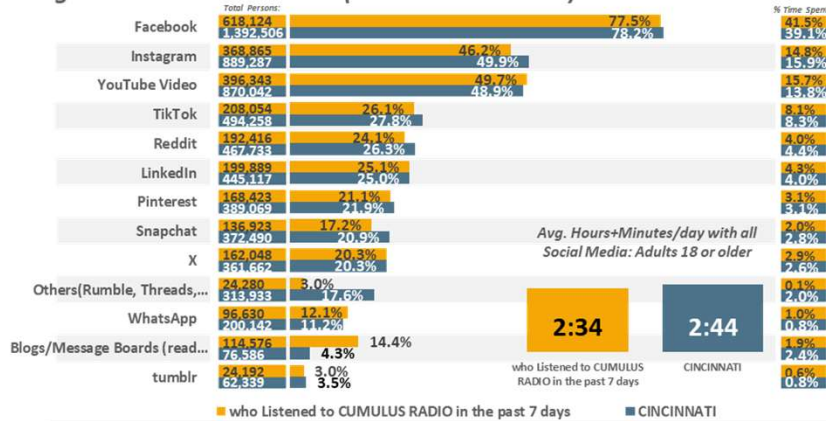
CINCINNATI Metro Scarborough R1 2026: Feb25-Feb26 Qual Intab 326
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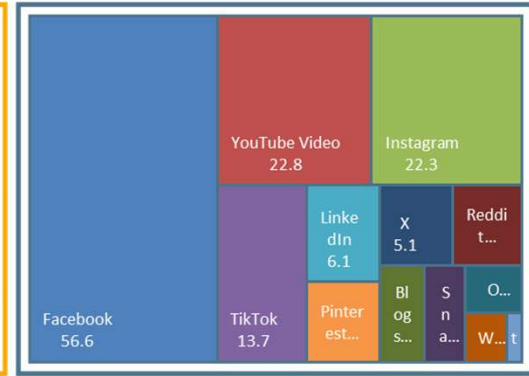
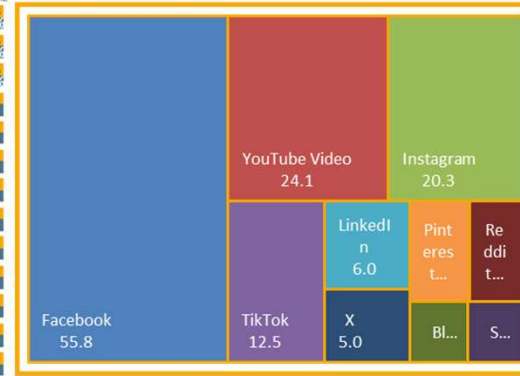
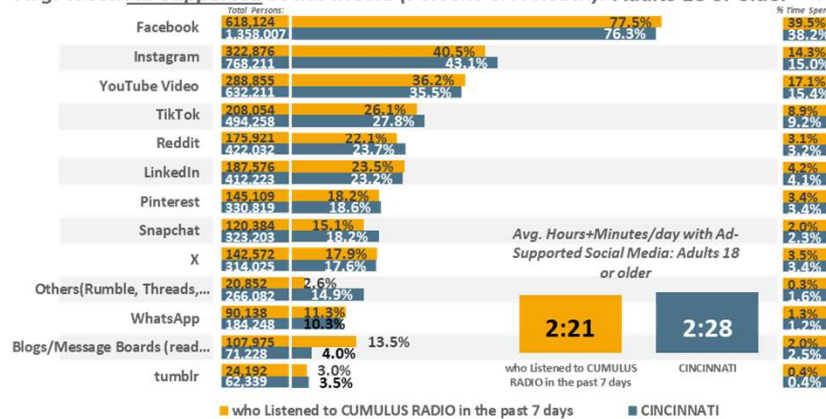


618,124 or 77.5% of Adults 18 or older who Listened to CUMULUS RADIO in the past 7 days use Ad-Supported Facebook for an average of 55.8 minutes every day representing 39.5% of all time spent daily with Ad-Supported Social Media.

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



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



CINCINNATI Metro Scarborough R1 2026: Feb25-Feb26 Qual Intab 811
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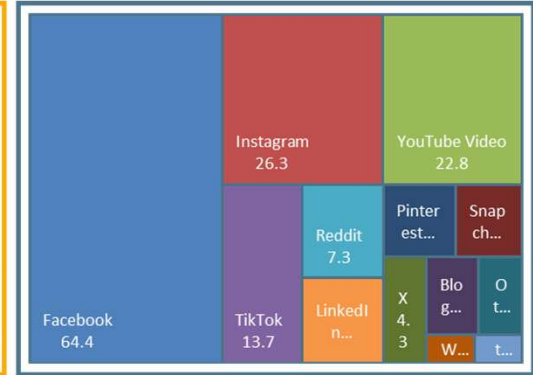
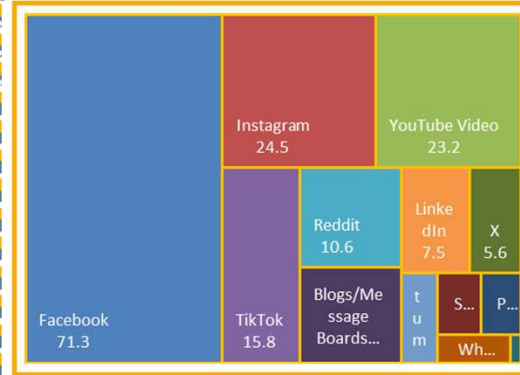
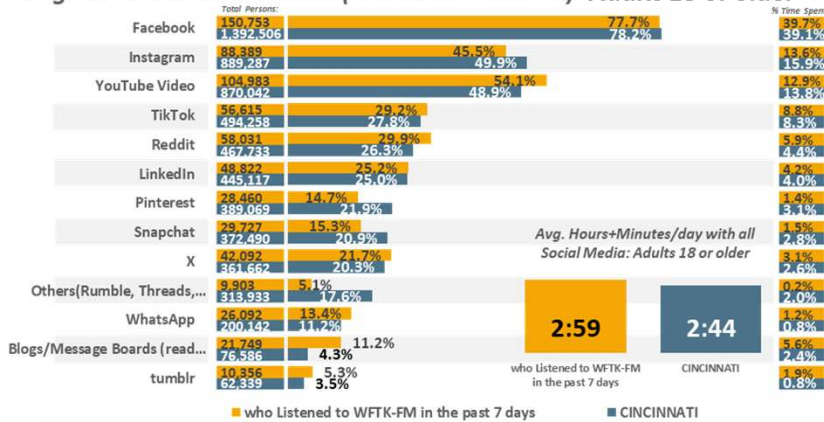
soefa.ai Share of Everything for Anything

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

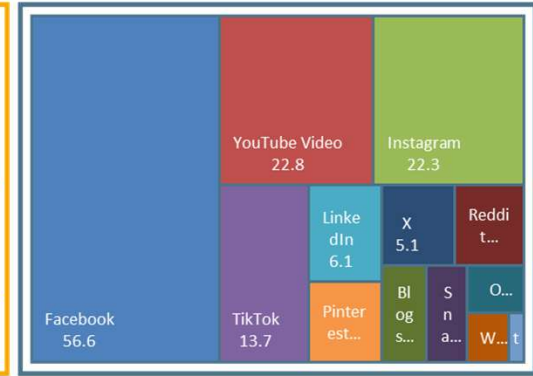
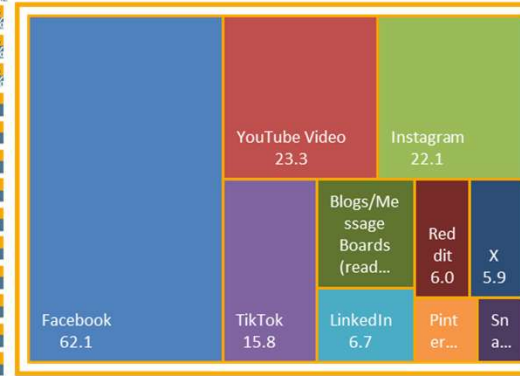
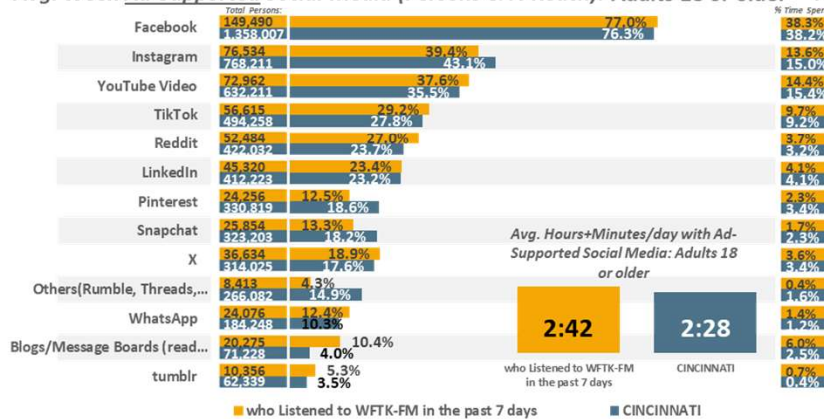


149,490 or 77.% of Adults 18 or older who Listened to WFTK-FM in the past 7 days use Ad-Supported Facebook for an average of 62.1 minutes every day representing 38.3% of all time spent daily with Ad-Supported Social Media.

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**



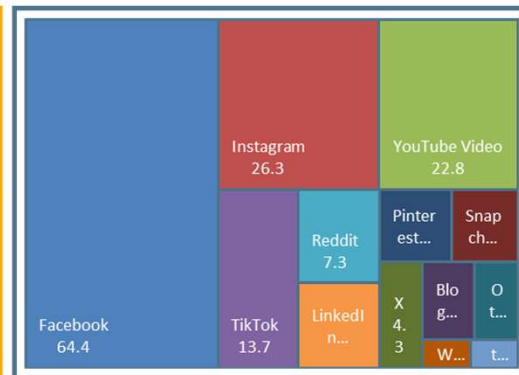
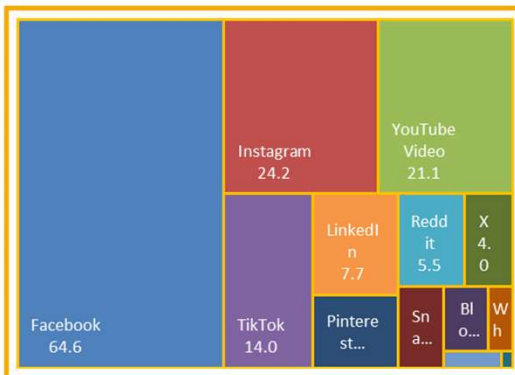
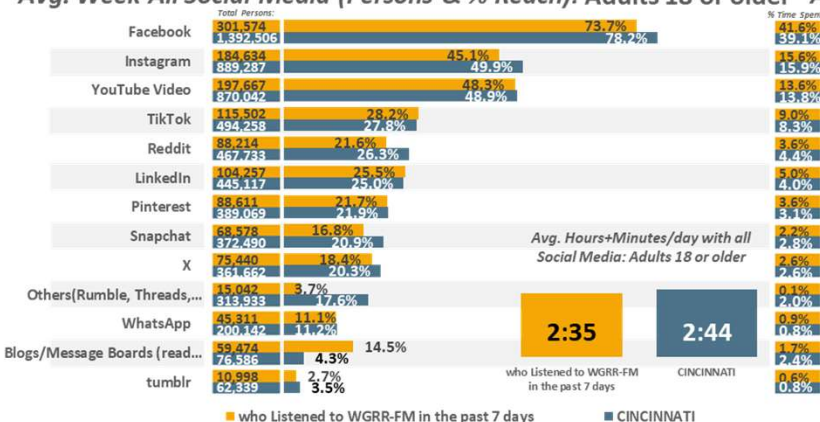
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



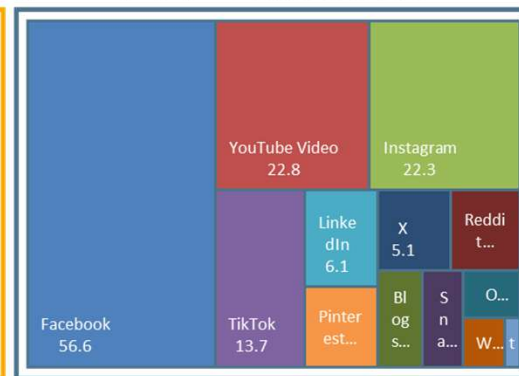
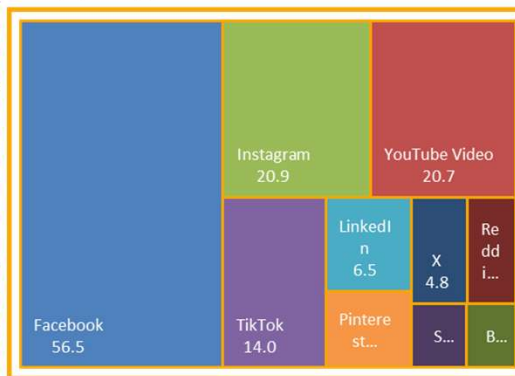
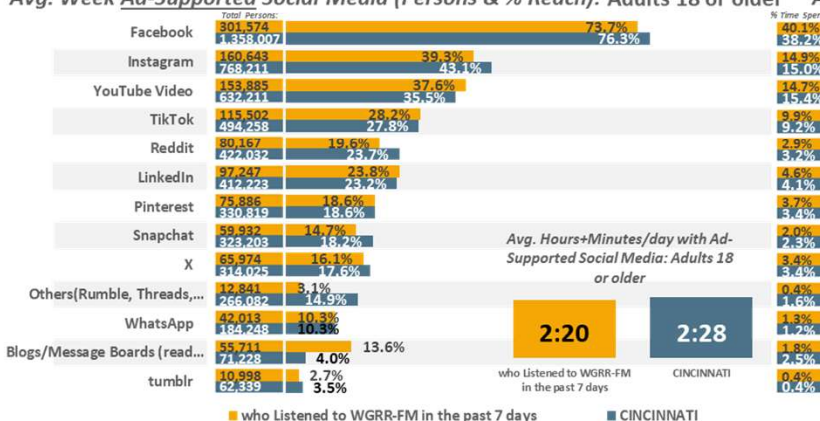


301,574 or 73.7% of Adults 18 or older who Listened to WGRR-FM in the past 7 days use Ad-Supported Facebook for an average of 56.5 minutes every day representing 40.1% of all time spent daily with Ad-Supported Social Media.

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**



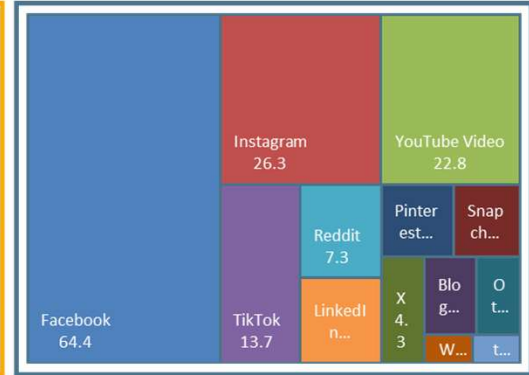
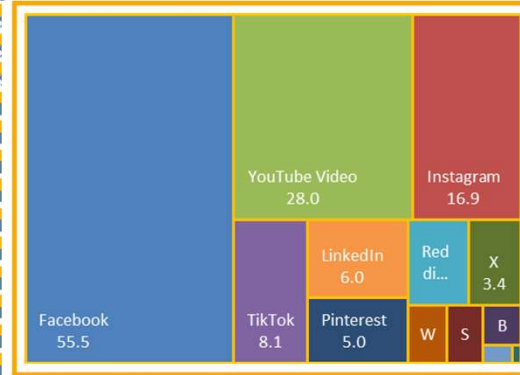
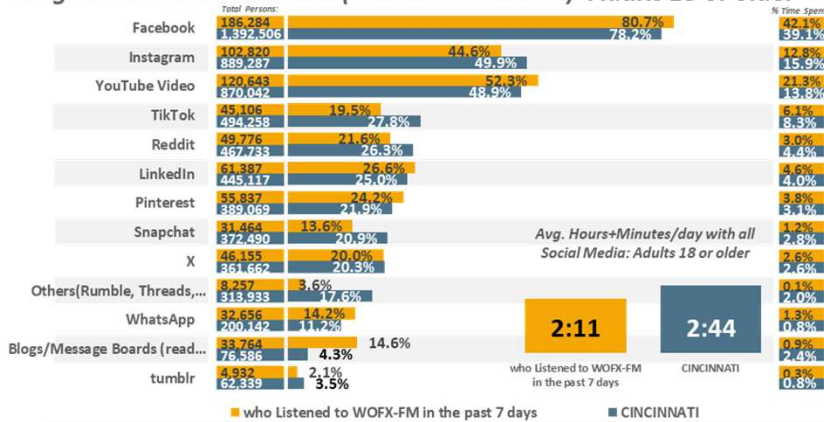
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



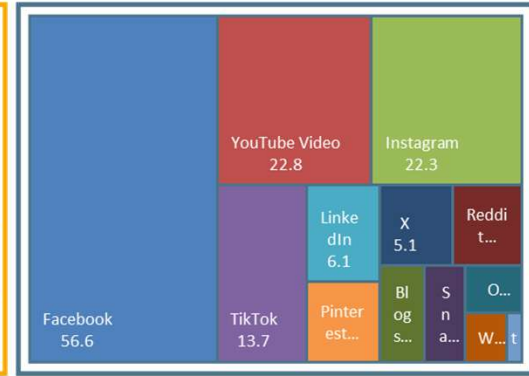
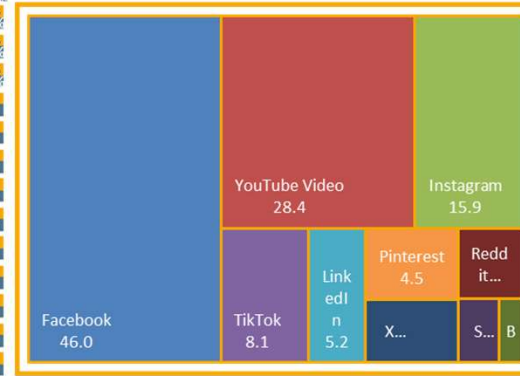
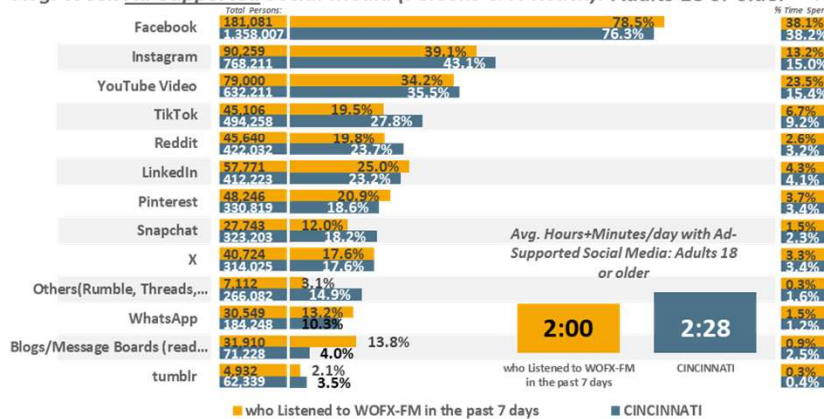


181,081 or 78.5% of Adults 18 or older who Listened to WOFX-FM in the past 7 days use Ad-Supported Facebook for an average of 46. minutes every day representing 38.1% of all time spent daily with Ad-Supported Social Media.

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**



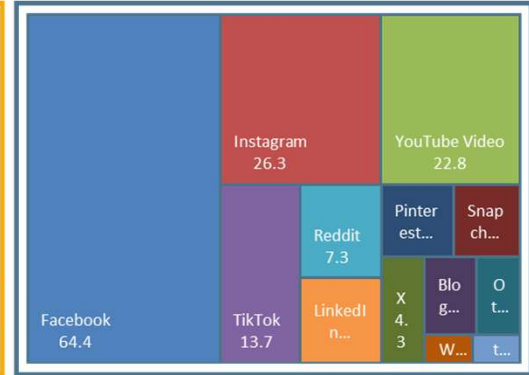
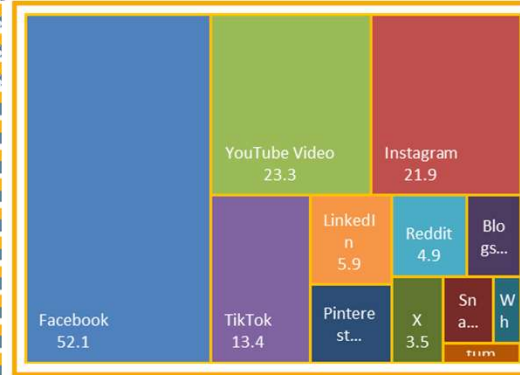
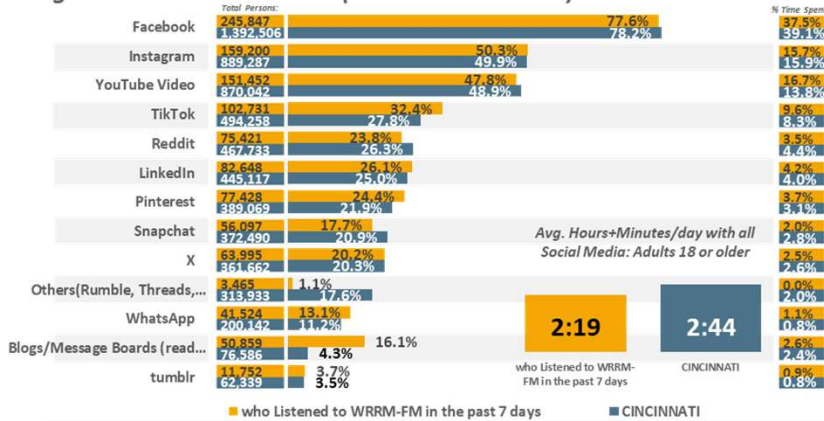
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



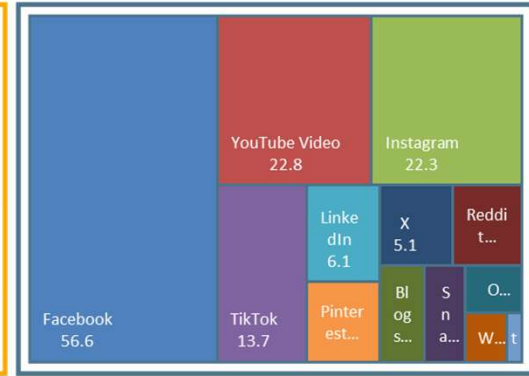
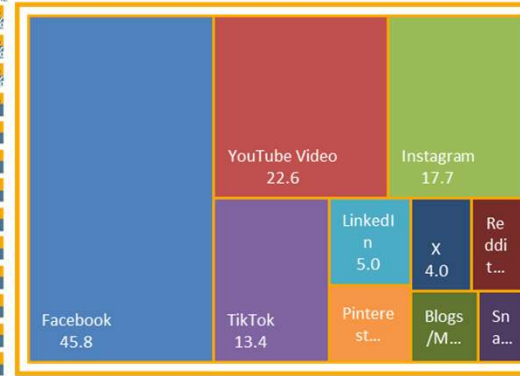
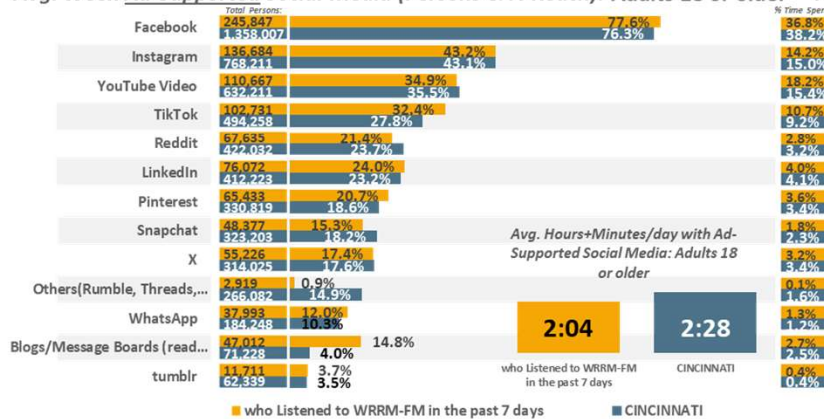


245,847 or 77.6% of Adults 18 or older who Listened to WRRM-FM in the past 7 days use Ad-Supported Facebook for an average of 45.8 minutes every day representing 36.8% of all time spent daily with Ad-Supported Social Media.

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**



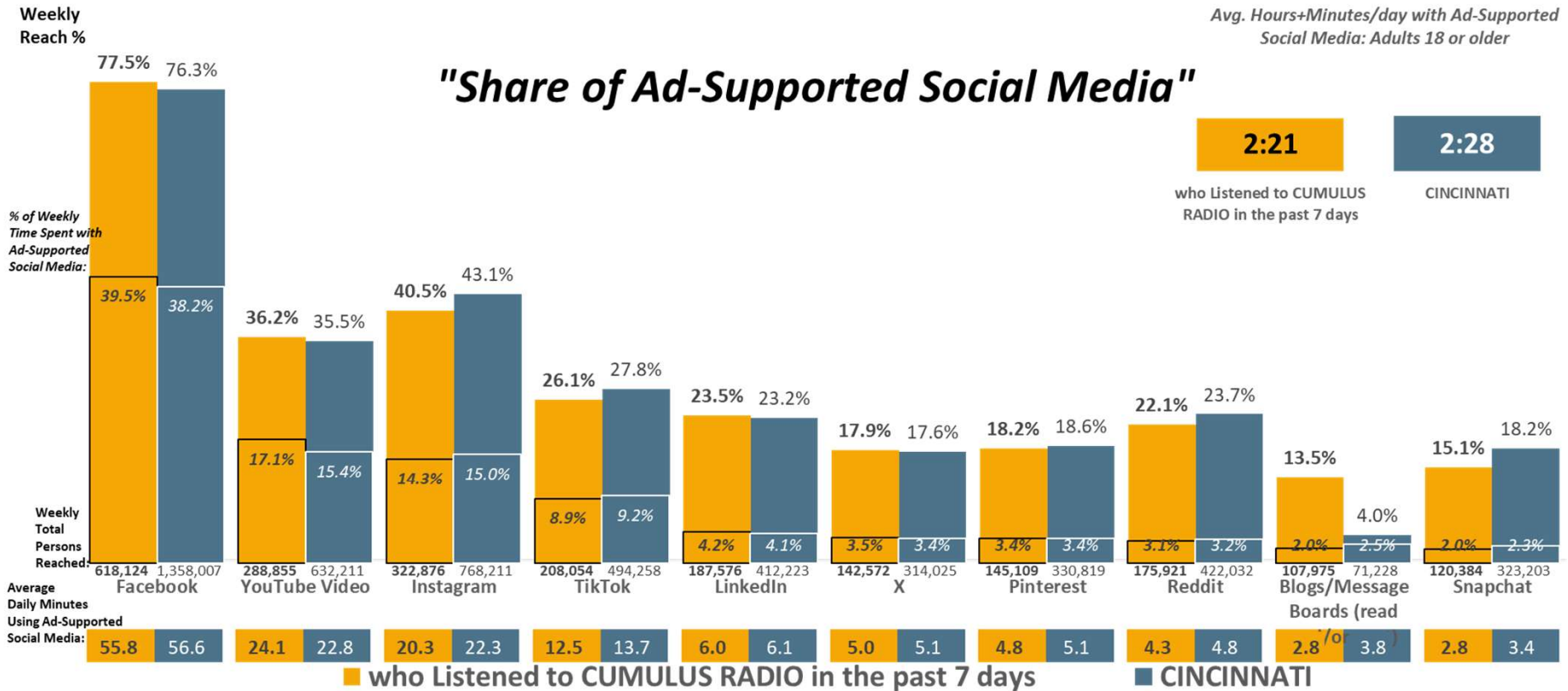
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618,124 or 77.5% of Adults 18 or older who Listened to CUMULUS RADIO in the past 7 days use Ad-Supported Facebook for an average of 55.8 minutes every day representing 39.5% of all time spent daily with Ad-Supported Social Media.

"Share of Ad-Supported Social Media"



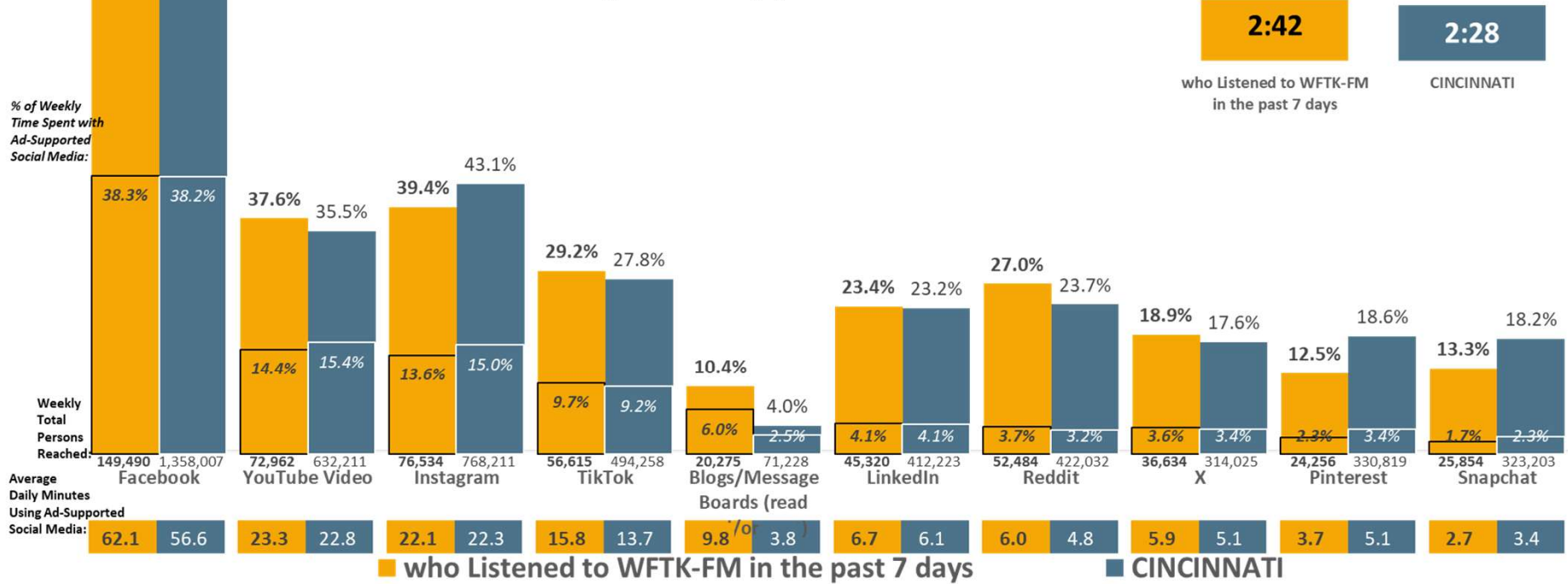


149,490 or 77.% of Adults 18 or older who Listened to WFTK-FM in the past 7 days use Ad-Supported Facebook for an average of 62.1 minutes every day representing 38.3% of all time spent daily with Ad-Supported Social Media.

Weekly
Reach %

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

"Share of Ad-Supported Social Media"



2:42
who Listened to WFTK-FM
in the past 7 days

2:28
CINCINNATI

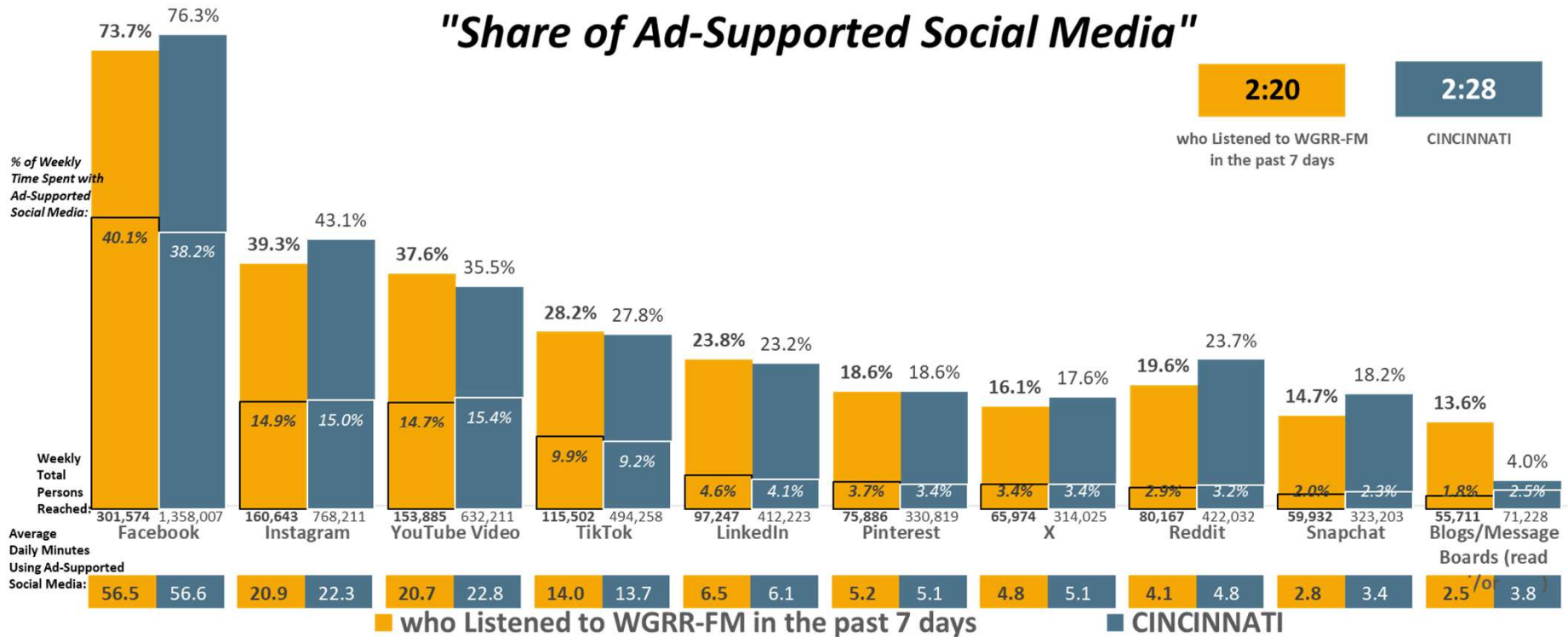


301,574 or 73.7% of Adults 18 or older who Listened to WGRR-FM in the past 7 days use Ad-Supported Facebook for an average of 56.5 minutes every day representing 40.1% of all time spent daily with Ad-Supported Social Media.

Weekly
Reach %

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

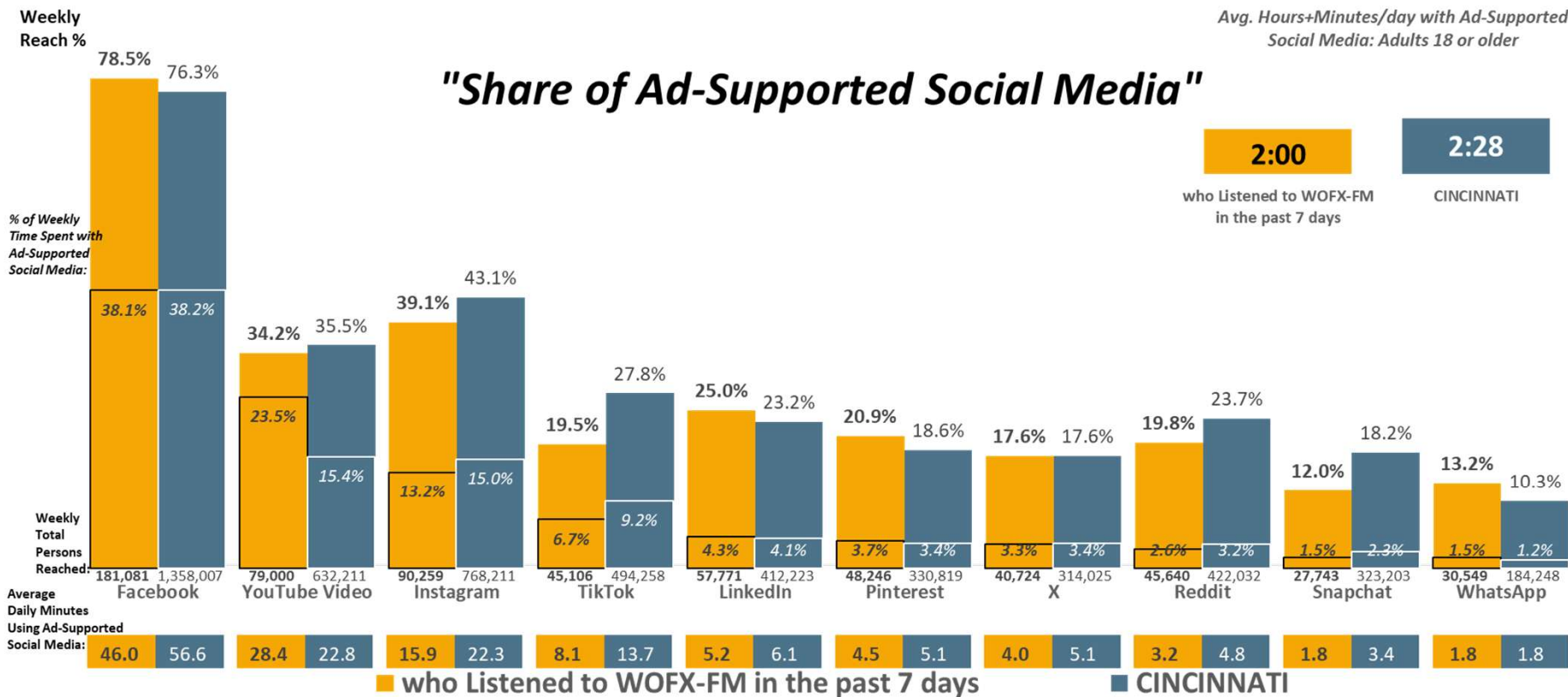
"Share of Ad-Supported Social Media"





181,081 or 78.5% of Adults 18 or older who Listened to WOFX-FM in the past 7 days use Ad-Supported Facebook for an average of 46. minutes every day representing 38.1% of all time spent daily with Ad-Supported Social Media.

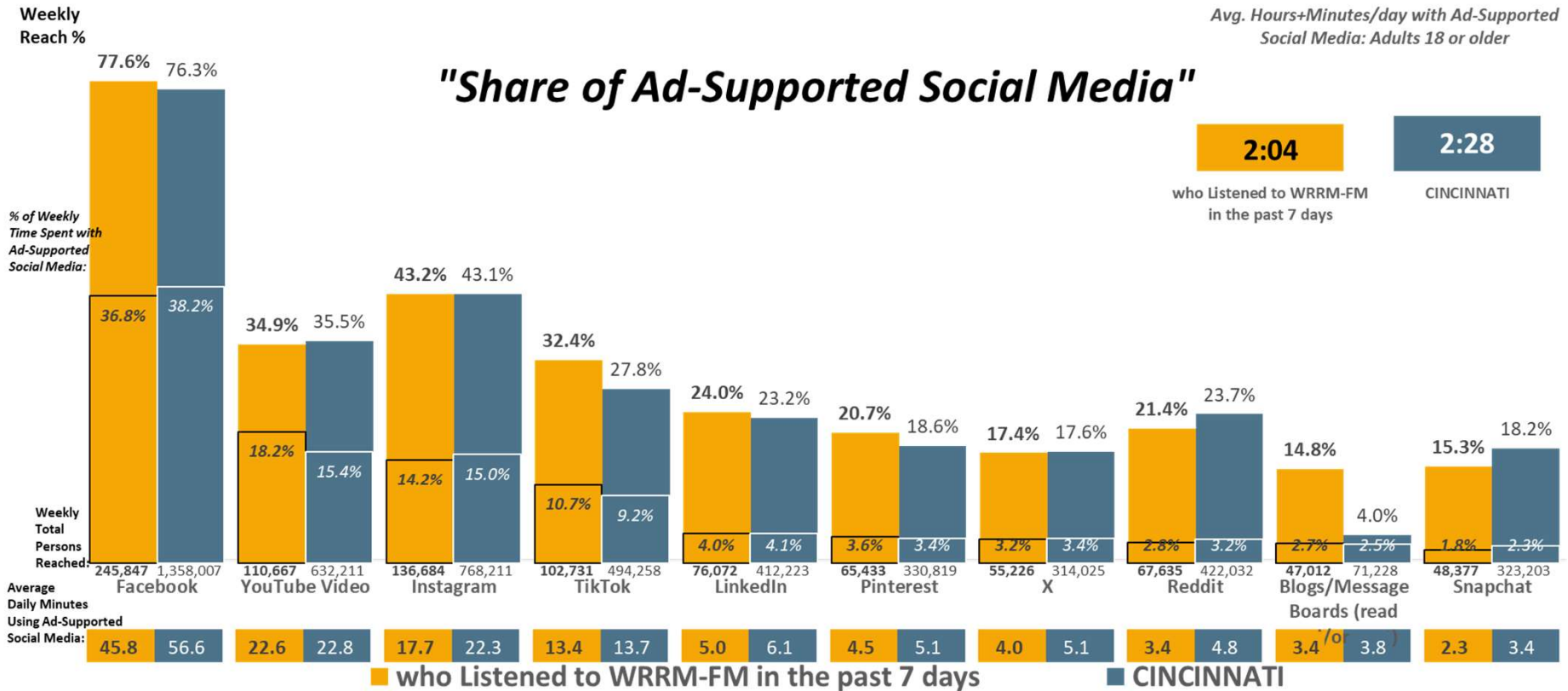
"Share of Ad-Supported Social Media"





245,847 or 77.6% of Adults 18 or older who Listened to WRRM-FM in the past 7 days use Ad-Supported Facebook for an average of 45.8 minutes every day representing 36.8% of all time spent daily with Ad-Supported Social Media.

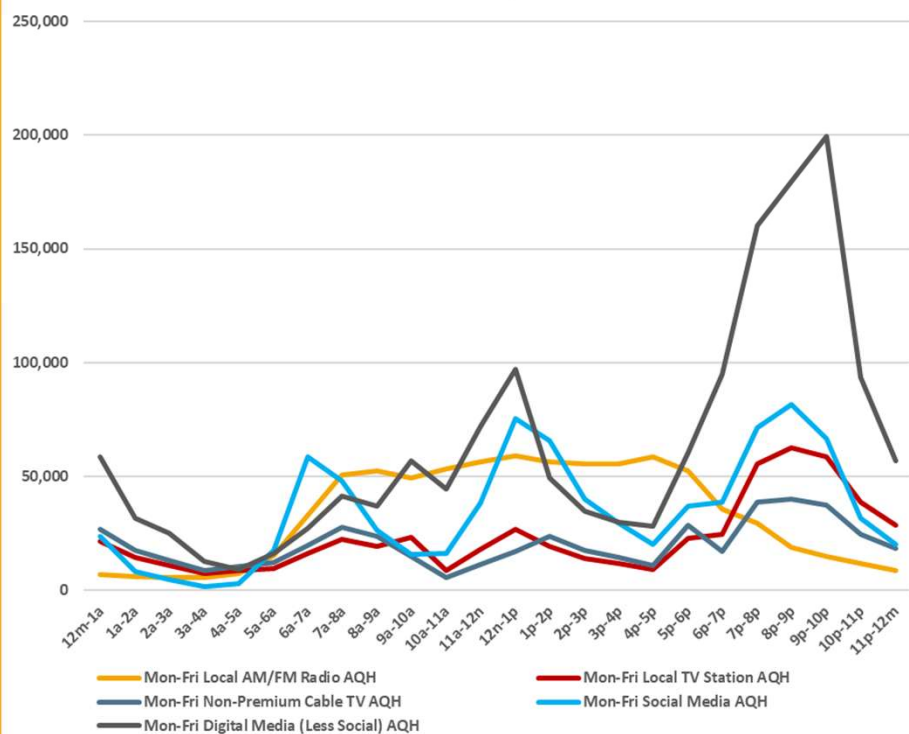
"Share of Ad-Supported Social Media"



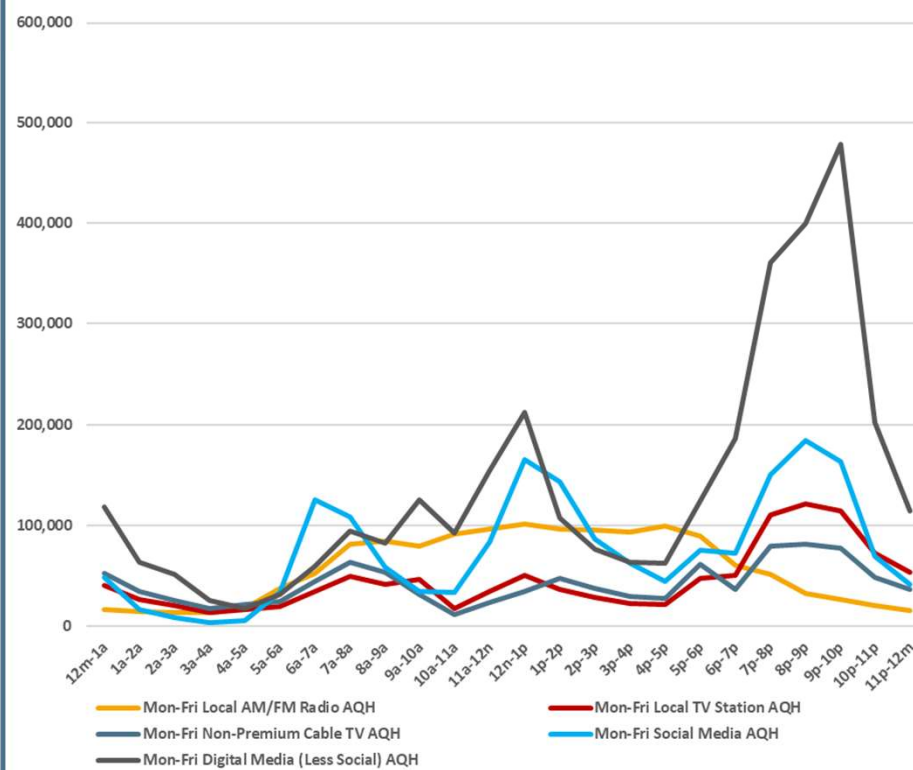


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 51,748; Local Radio: 51,359; Social Media: 39,187; Local TV: 18,192; Non-Prem. Cable: 17,901 reaching Adults 18 or older who Listened to CUMULUS RADIO in the past 7 days.

**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who Listened to CUMULUS RADIO in the
past 7 days**



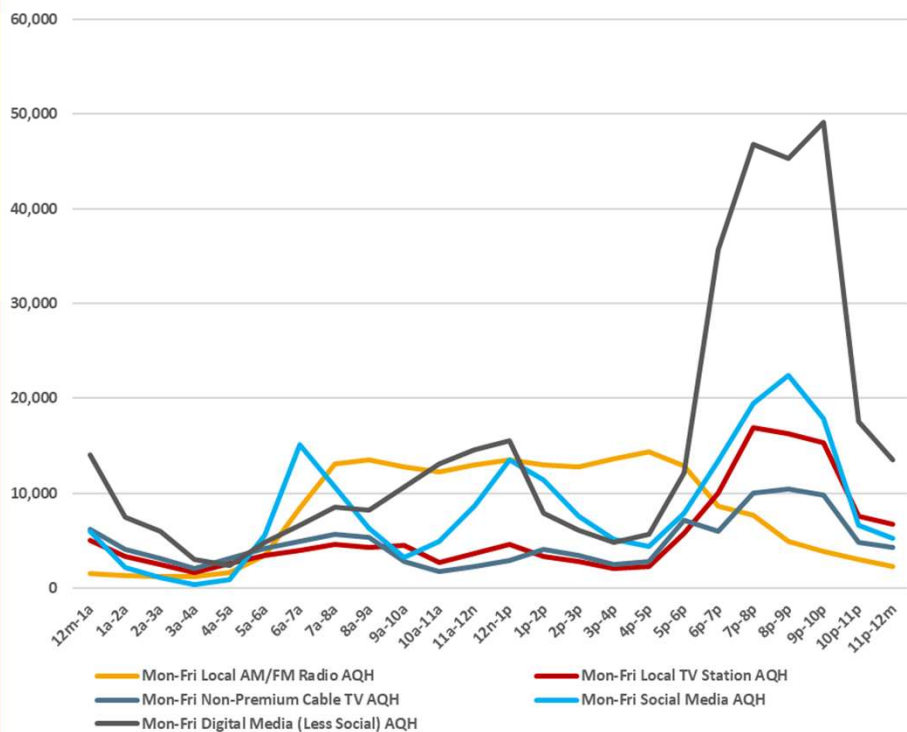
**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
CINCINNATI Metro Area Adults 18 or older**



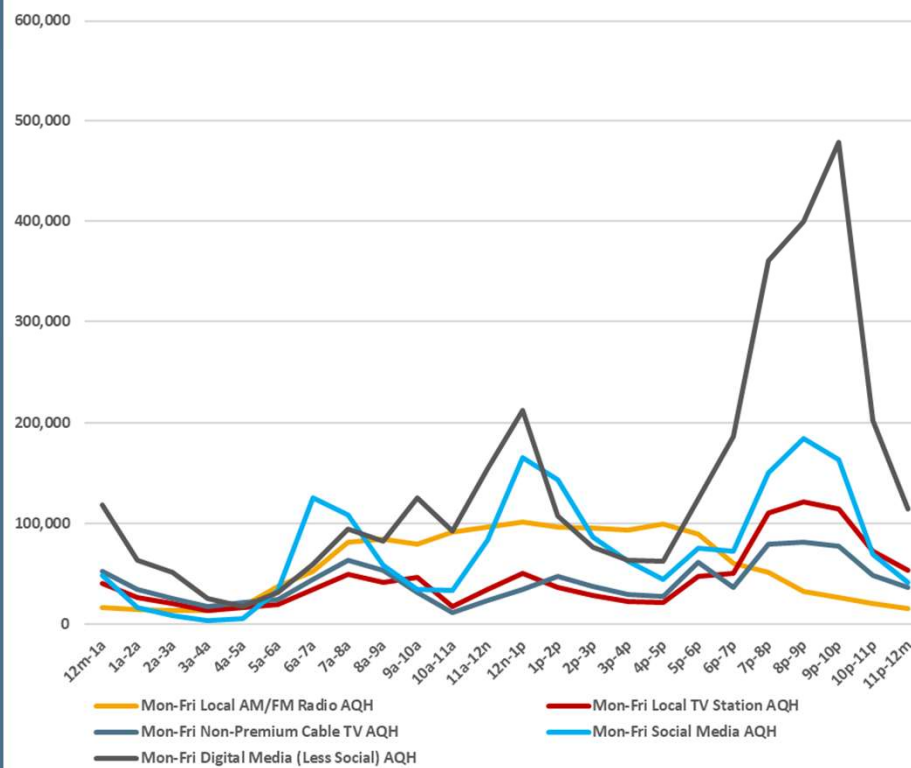


M-F 6a-7p Avg. Available Impressions per 15-min. are... Local Radio: 12,445; All Other Digital Media: 11,525; Social Media: 8,645; Local TV: 4,209; Non-Prem. Cable: 3,984 reaching Adults 18 or older who Listened to WFTK-FM in the past 7 days.

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who Listened to WFTK-FM in the past 7 days



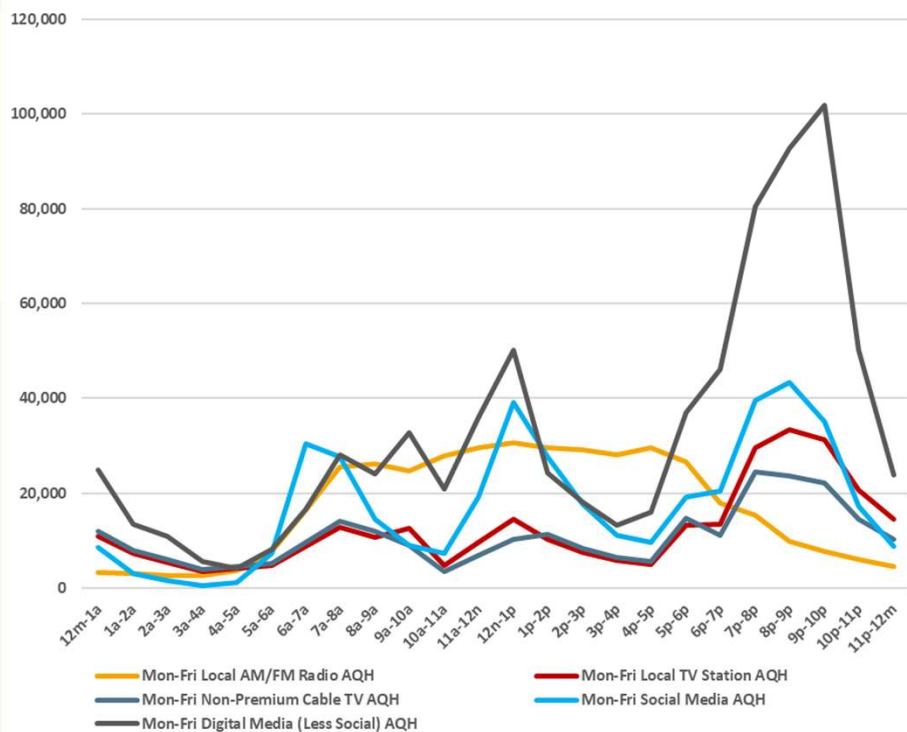
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
CINCINNATI Metro Area Adults 18 or older



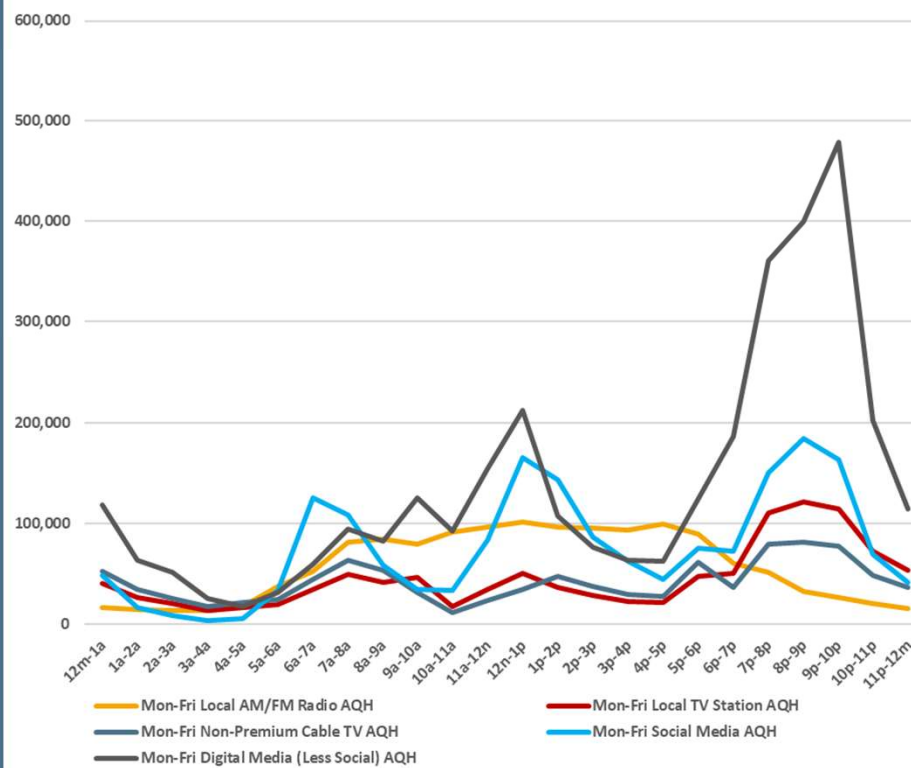


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 27,984; Local Radio: 26,312; Social Media: 19,484; Local TV: 9,981; Non-Prem. Cable: 9,465 reaching Adults 18 or older who Listened to WGRR-FM in the past 7 days.

**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who Listened to WGRR-FM in the past 7 days**



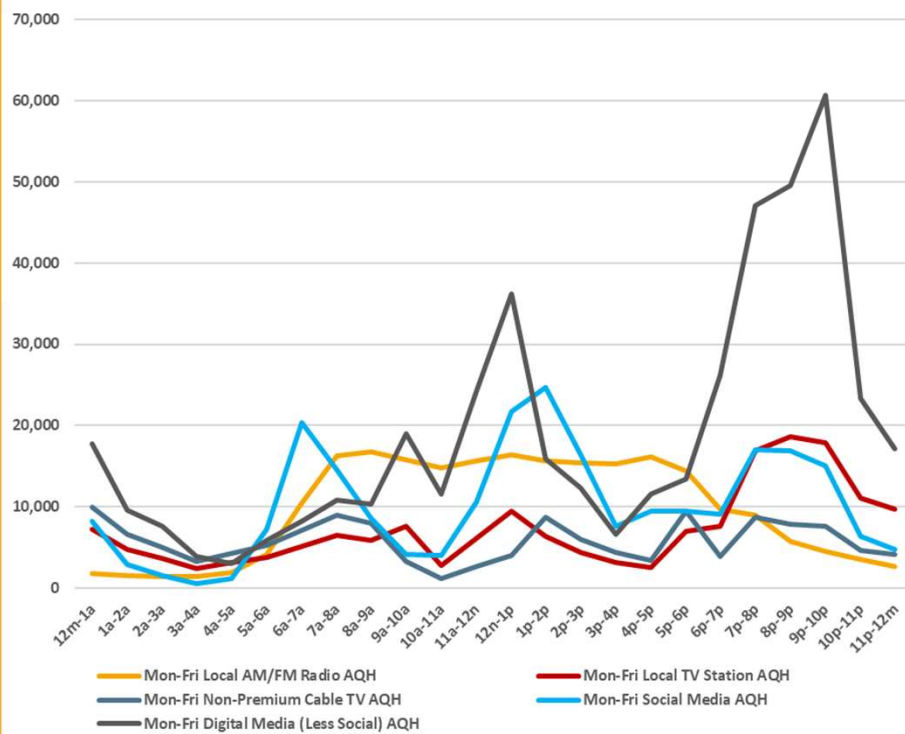
**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
CINCINNATI Metro Area Adults 18 or older**



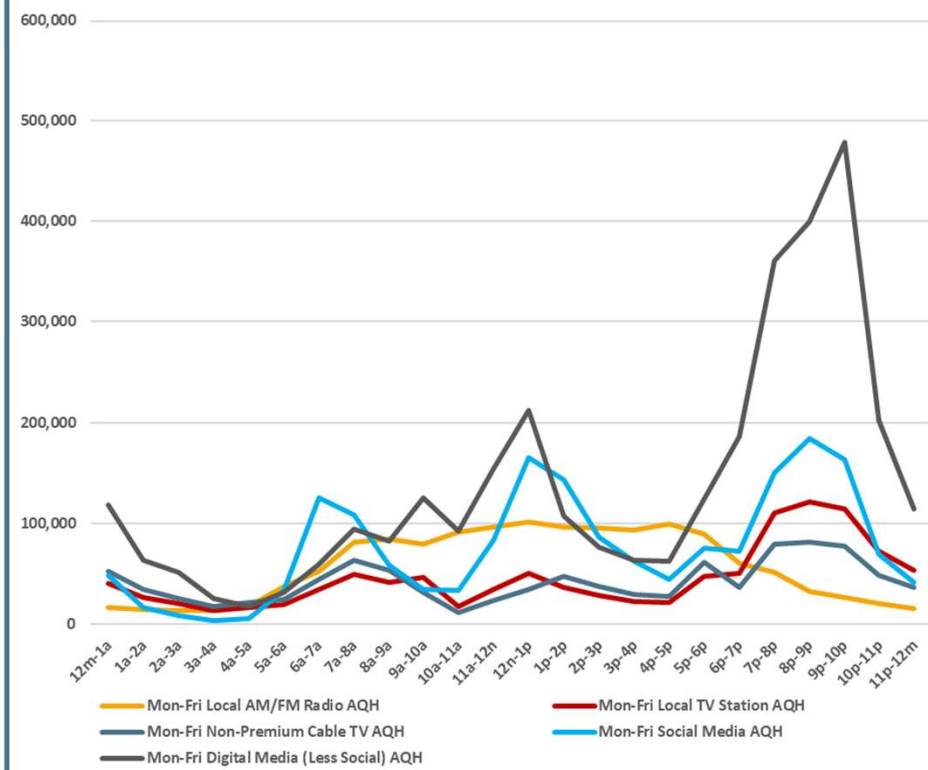


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 15,885;
Local Radio: 14,843; Social Media: 12,364; Local TV: 5,739; Non-Prem. Cable: 5,468
reaching Adults 18 or older who Listened to WOFX-FM in the past 7 days.

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who Listened to WOFX-FM in the past 7 days



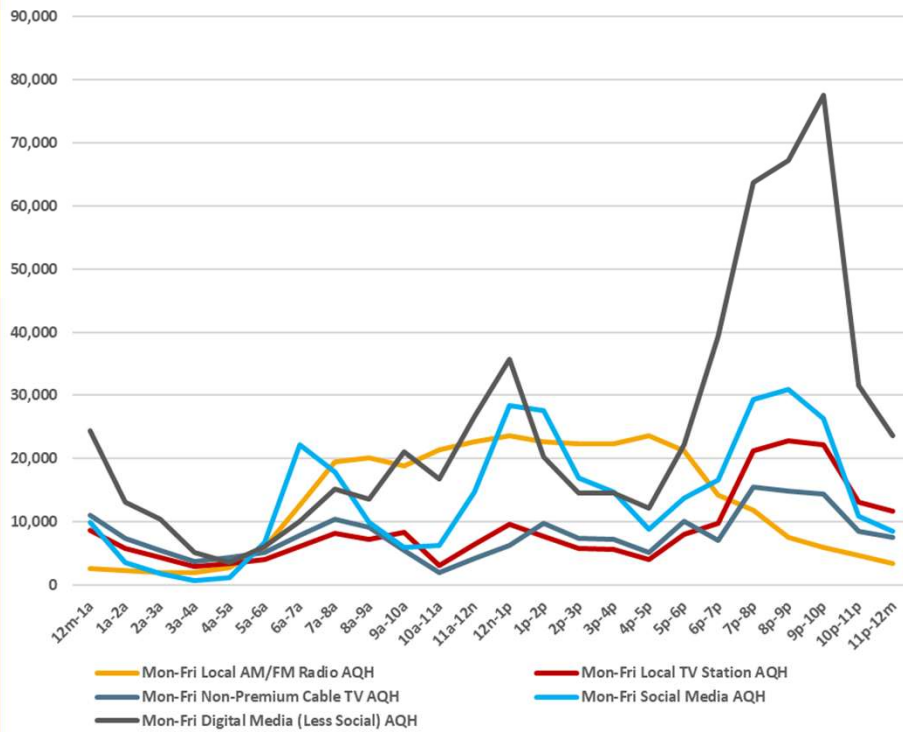
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
CINCINNATI Metro Area Adults 18 or older



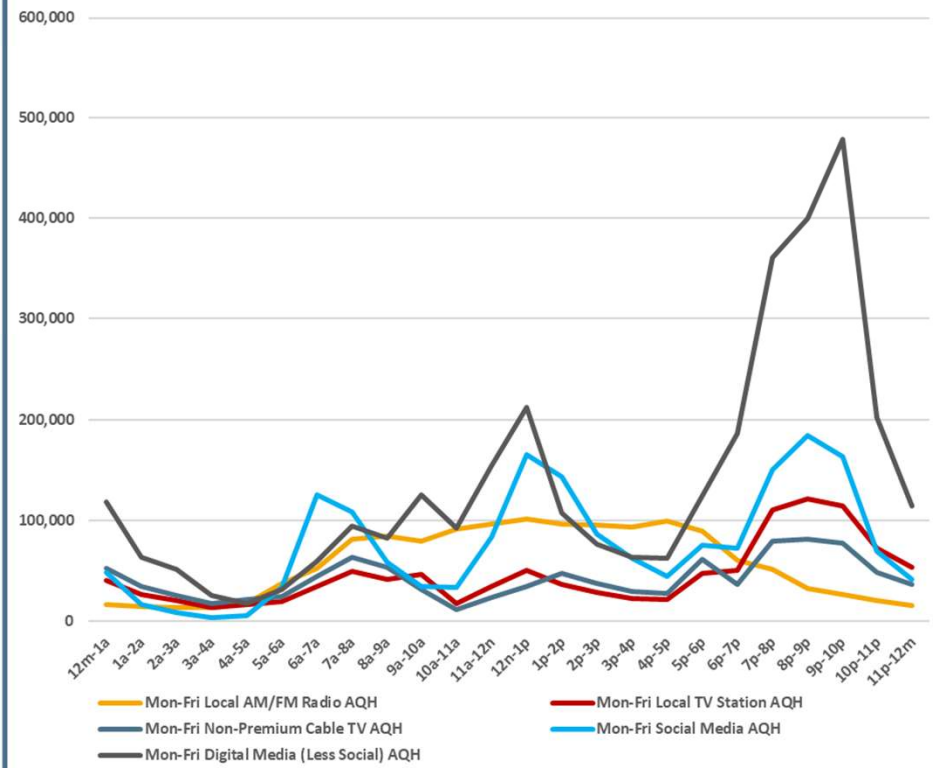


M-F 6a-7p Avg. Available Impressions per 15-min. are... Local Radio: 20,421; All Other Digital Media: 20,175; Social Media: 15,691; Non-Prem. Cable: 7,105; Local TV: 6,949 reaching Adults 18 or older who Listened to WRRM-FM in the past 7 days.

*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who Listened to WRRM-FM in the past 7 days*



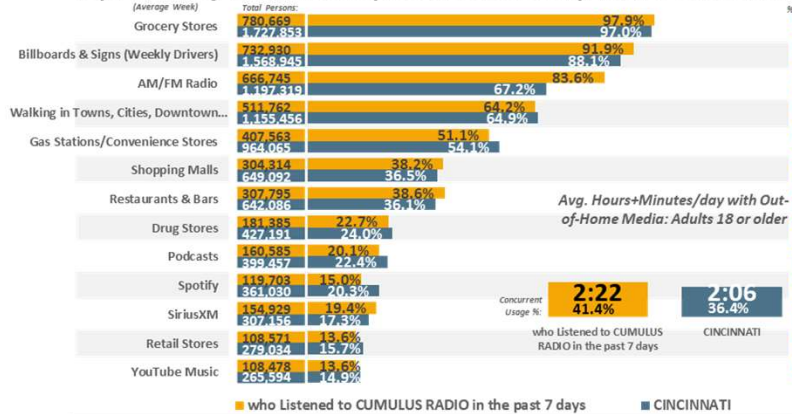
*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
CINCINNATI Metro Area Adults 18 or older*



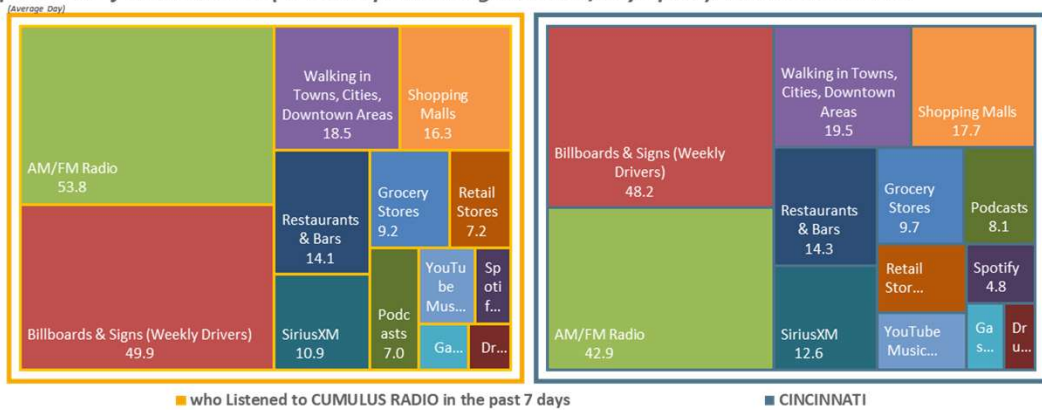


732,930 or 91.9% of Adults 18 or older who Listened to CUMULUS RADIO in the past 7 days spend an average of 49.9 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 48.8 minutes/day.

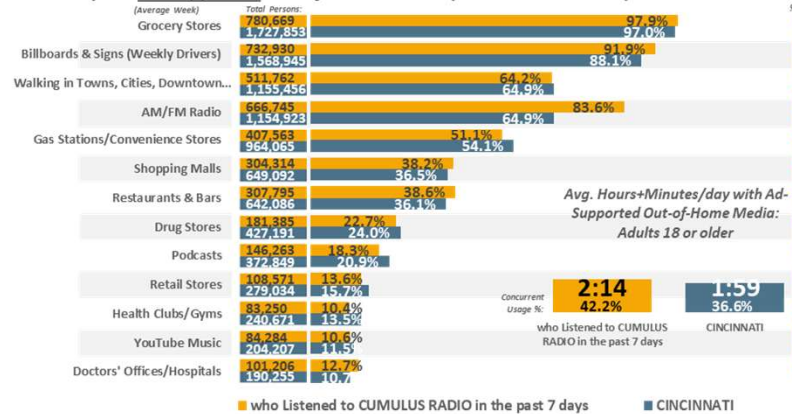
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



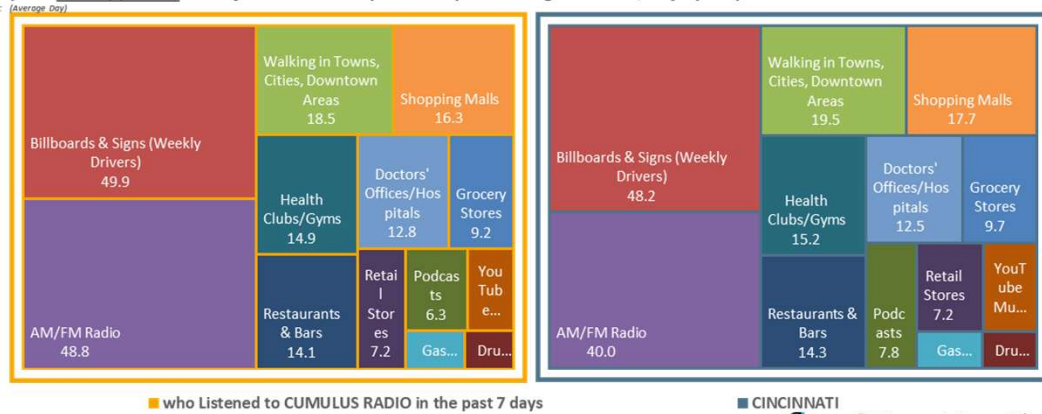
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CINCINNATI Metro Scarborough R1 2026: Feb25-Feb26 Qual Intab 811
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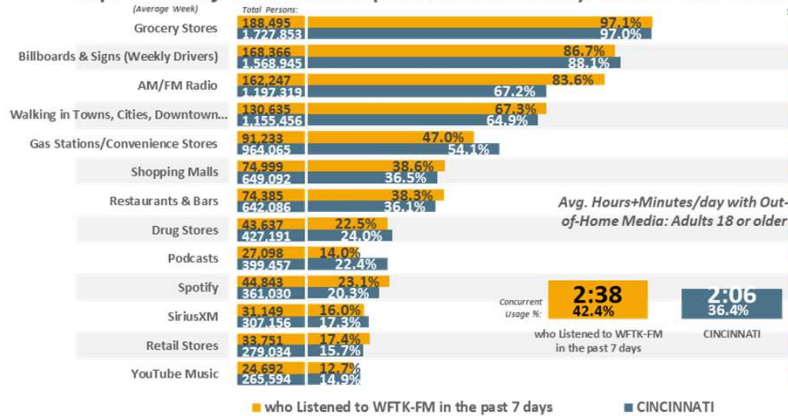
soefa.ai Share of Everything for Anything

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

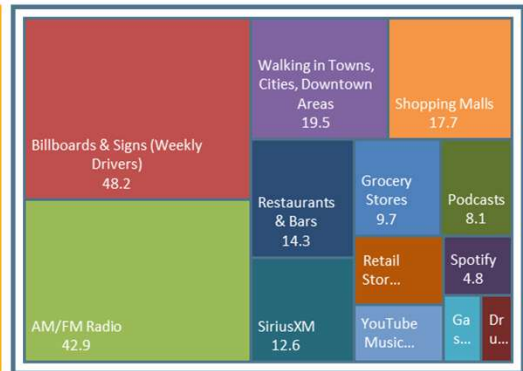
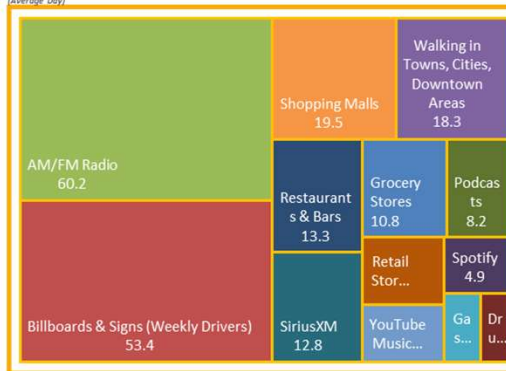


168,366 or 86.7% of Adults 18 or older who Listened to WFTK-FM in the past 7 days spend an average of 53.4 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 55.9 minutes/day.

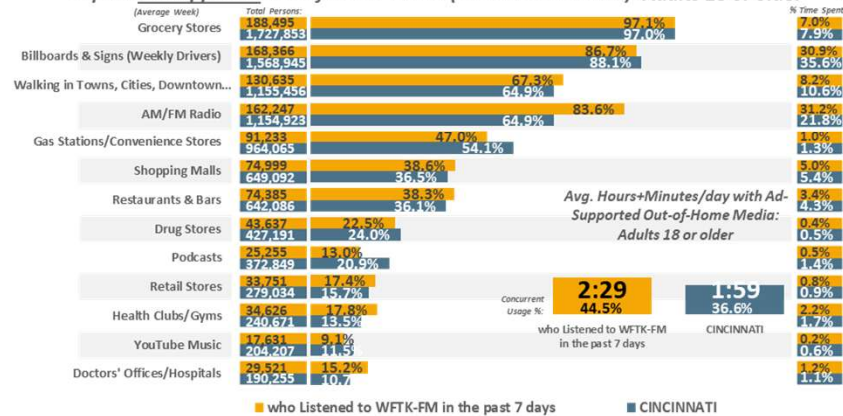
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



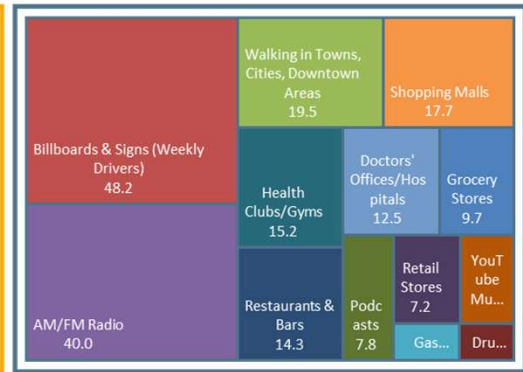
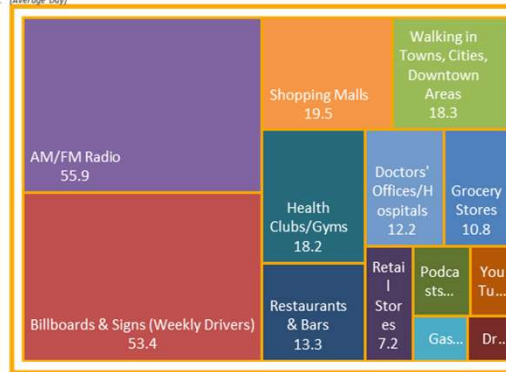
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



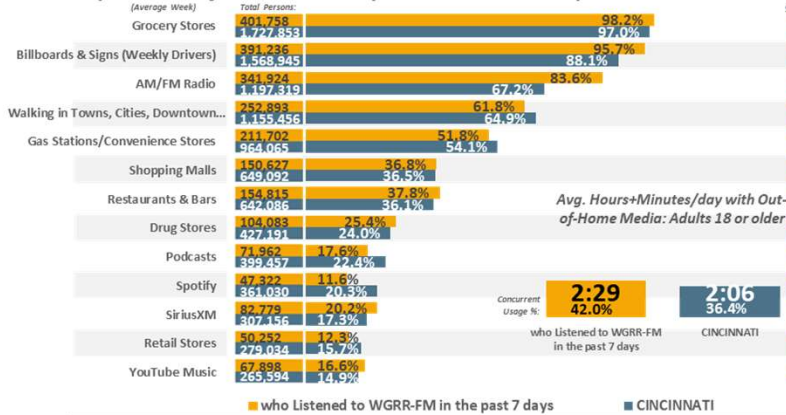
CINCINNATI Metro Scarborough R1 2026: Feb25-Feb26 Qual Intab 156
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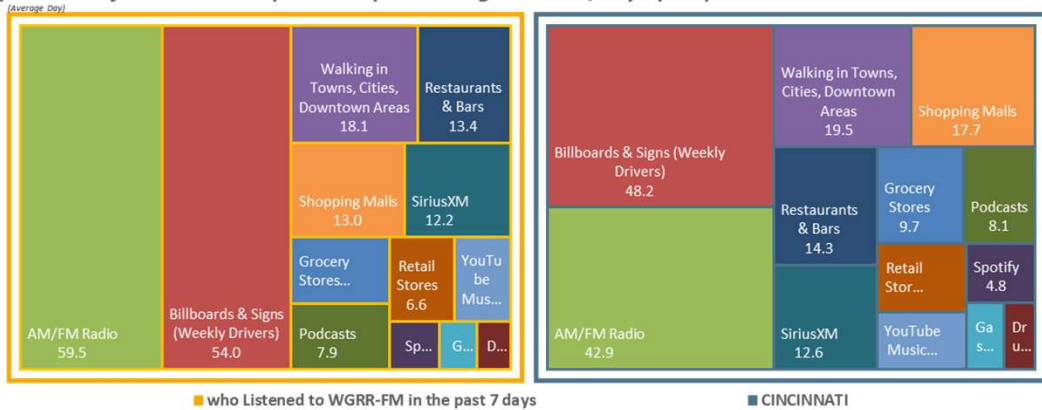


391,236 or 95.7% of Adults 18 or older who Listened to WGRR-FM in the past 7 days spend an average of 54. minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 53.2 minutes/day.

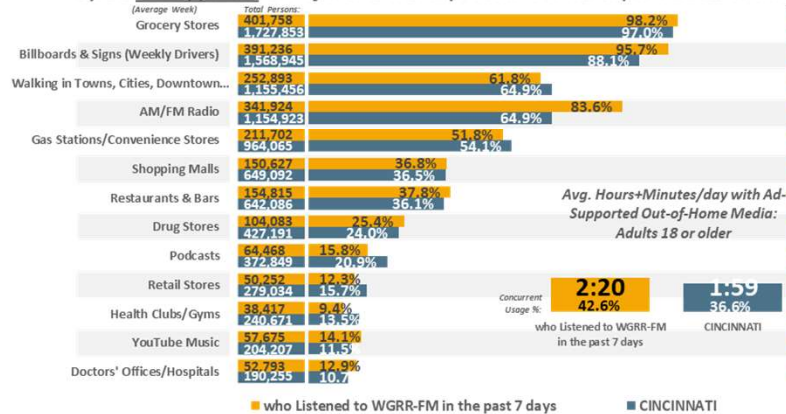
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



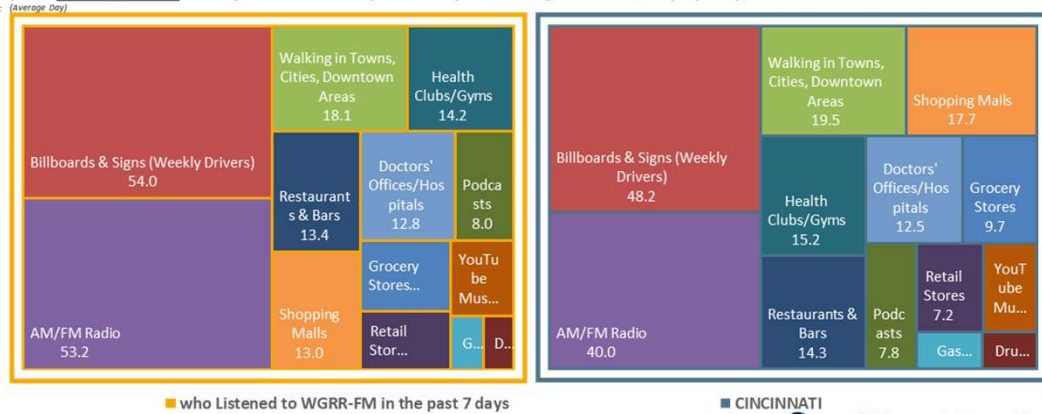
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



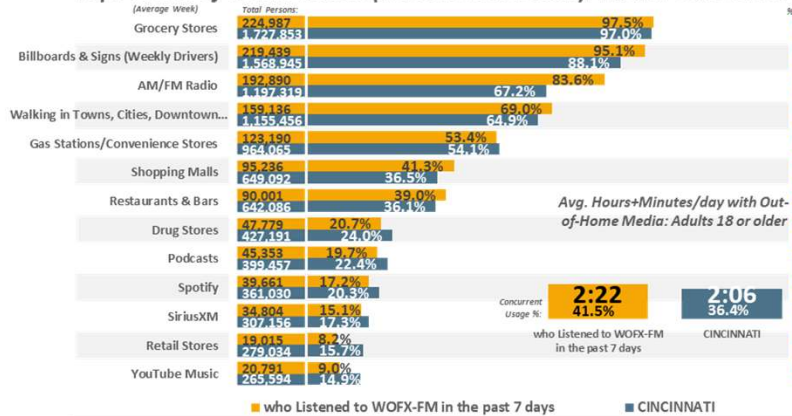
CINCINNATI Metro Scarborough R1 2026: Feb25-Feb26 Qual Intab 454
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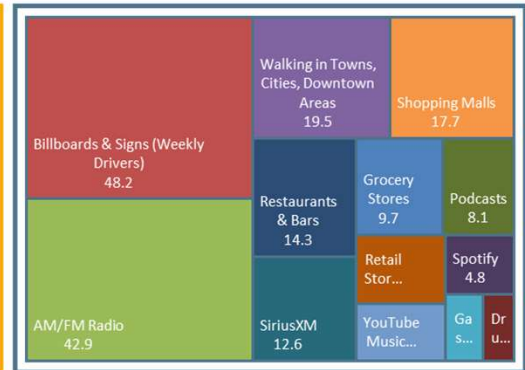
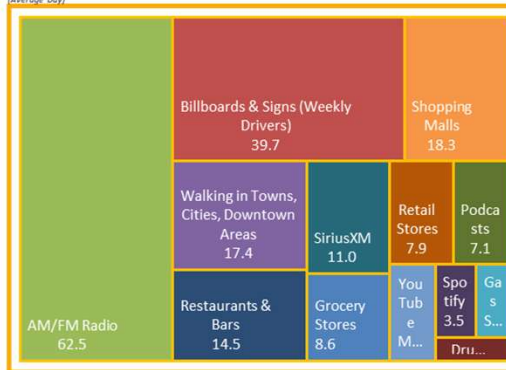


219,439 or 95.1% of Adults 18 or older who Listened to WOFOX-FM in the past 7 days spend an average of 39.7 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 57.7 minutes/day.

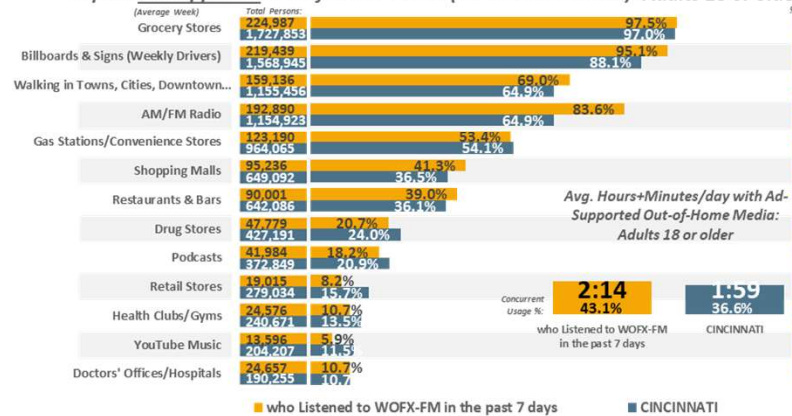
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



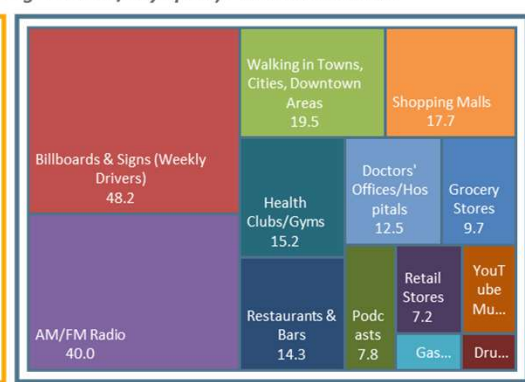
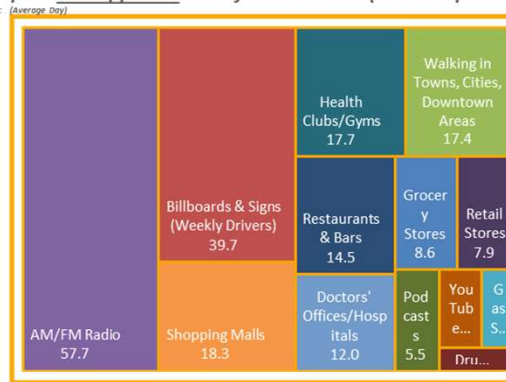
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



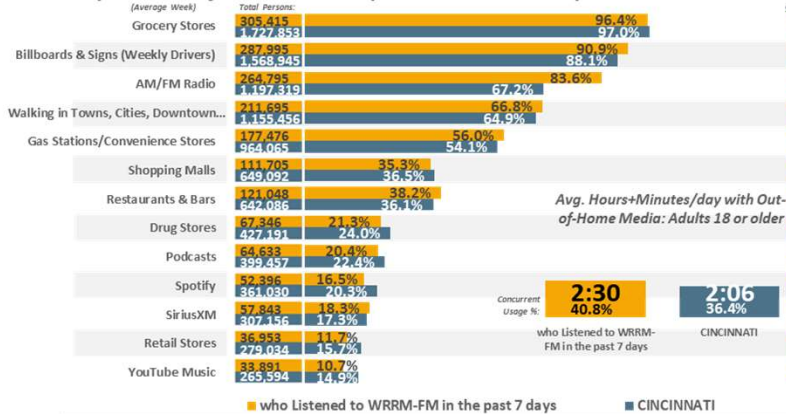
CINCINNATI Metro Scarborough R1 2026: Feb25-Feb26 Qual Intab 241
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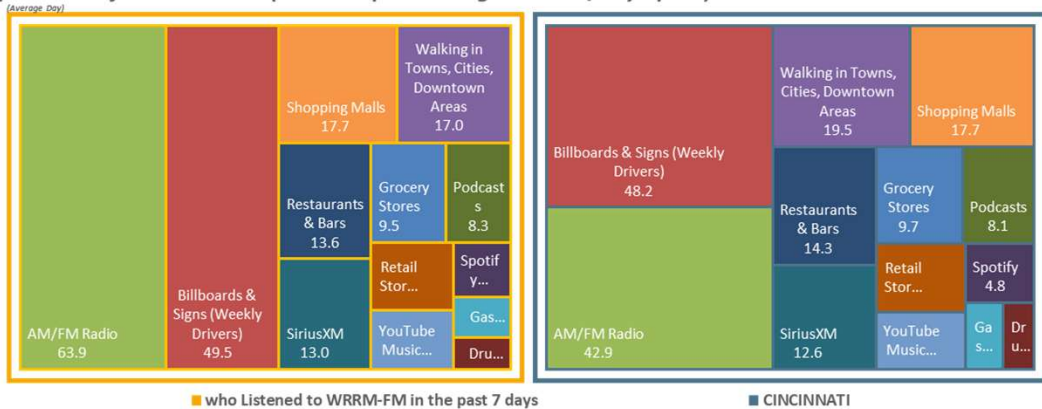


287,995 or 90.9% of Adults 18 or older who Listened to WRRM-FM in the past 7 days spend an average of 49.5 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 59.6 minutes/day.

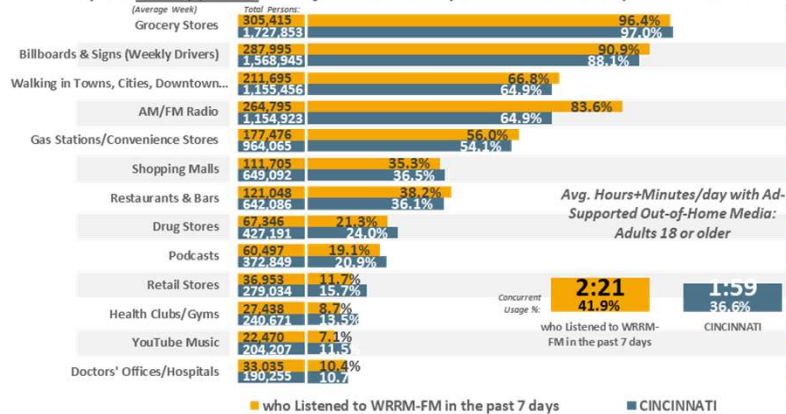
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



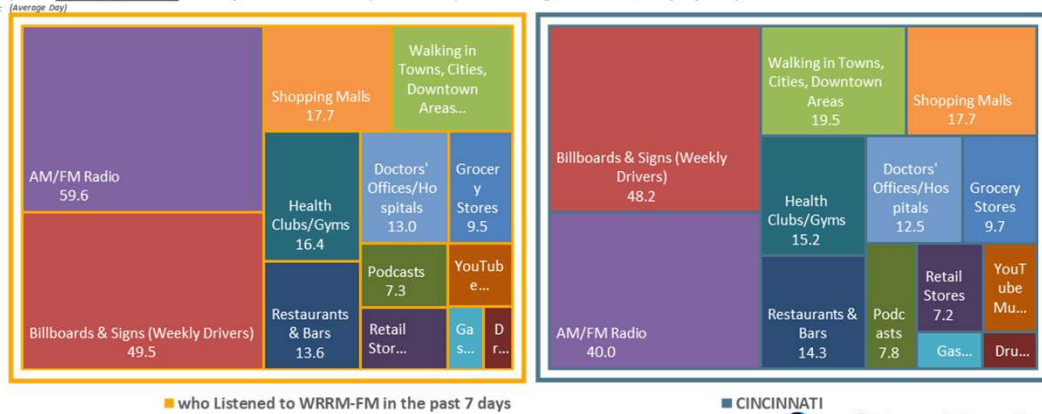
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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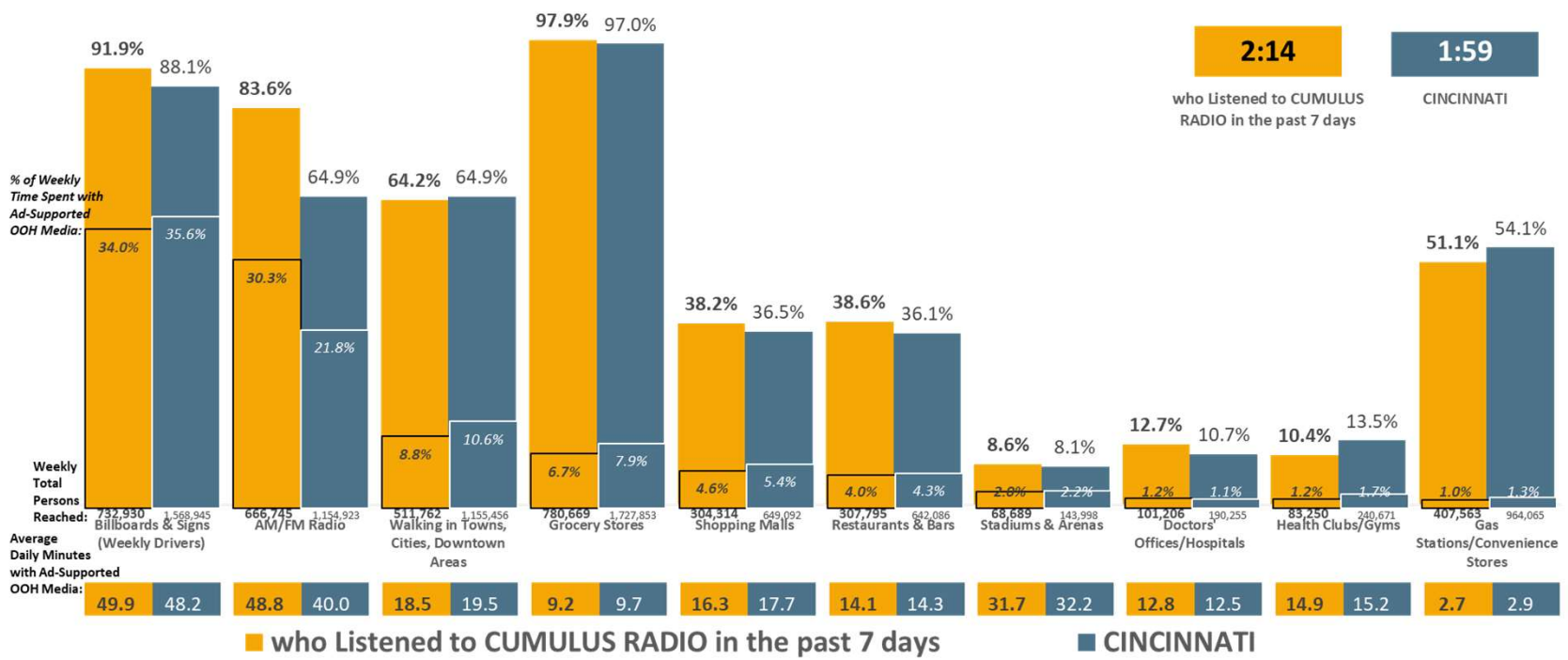


732,930 or 91.9% of Adults 18 or older who Listened to CUMULUS RADIO in the past 7 days spend an average of 49.9 minutes per day driving, seeing Billboards and Signs representing 34.% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



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CINCINNATI Metro Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,735

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

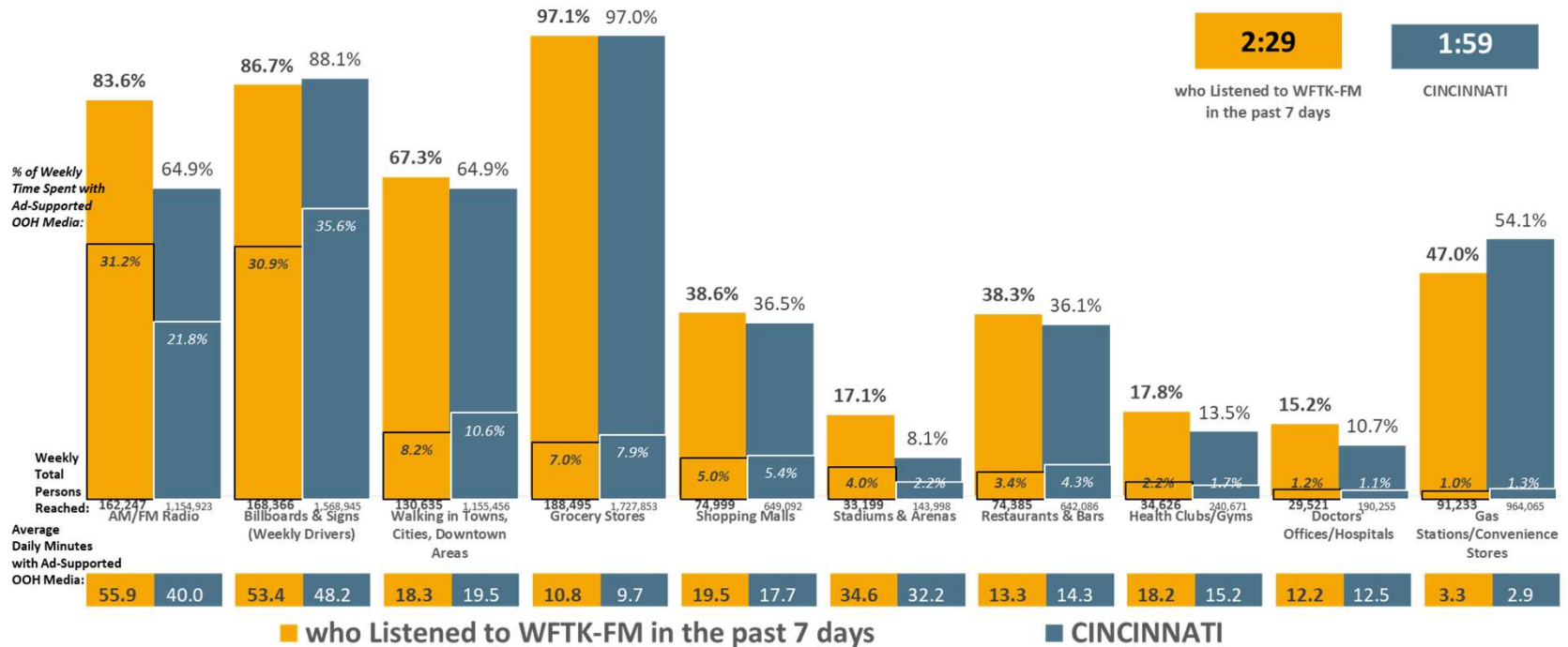


168,366 or 86.7% of Adults 18 or older who Listened to WFTK-FM in the past 7 days spend an average of 53.4 minutes per day driving, seeing Billboards and Signs representing 30.9% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



2:29

who Listened to WFTK-FM in the past 7 days

1:59

CINCINNATI

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CINCINNATI Metro Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,735

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Radio Stations: WFTK-FM

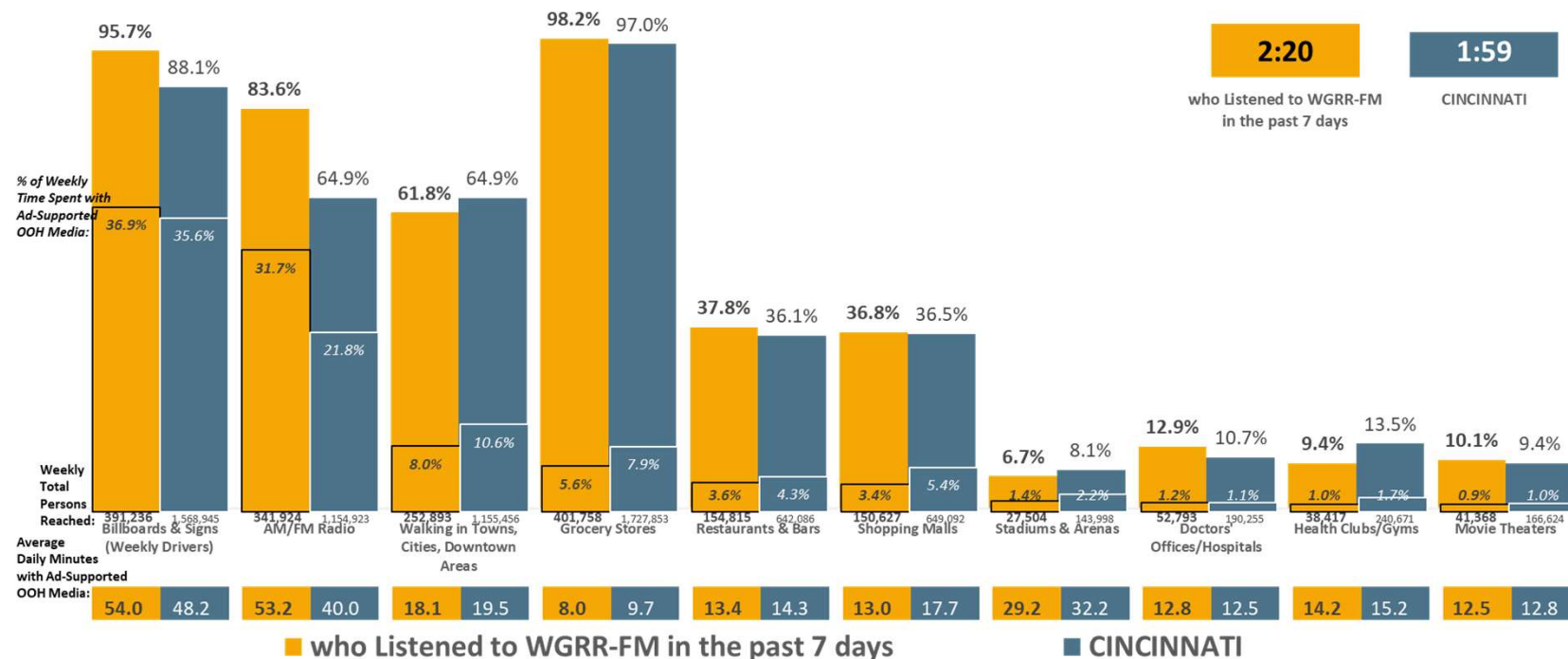


391,236 or 95.7% of Adults 18 or older who Listened to WGRR-FM in the past 7 days spend an average of 54. minutes per day driving, seeing Billboards and Signs representing 36.9% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



2:20

who Listened to WGRR-FM in the past 7 days

1:59

CINCINNATI

CINCINNATI Metro Scarborough R1 2026: Feb25-Feb26 Qual Intab 454
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CINCINNATI Metro Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,735

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Radio Stations: WGRR-FM

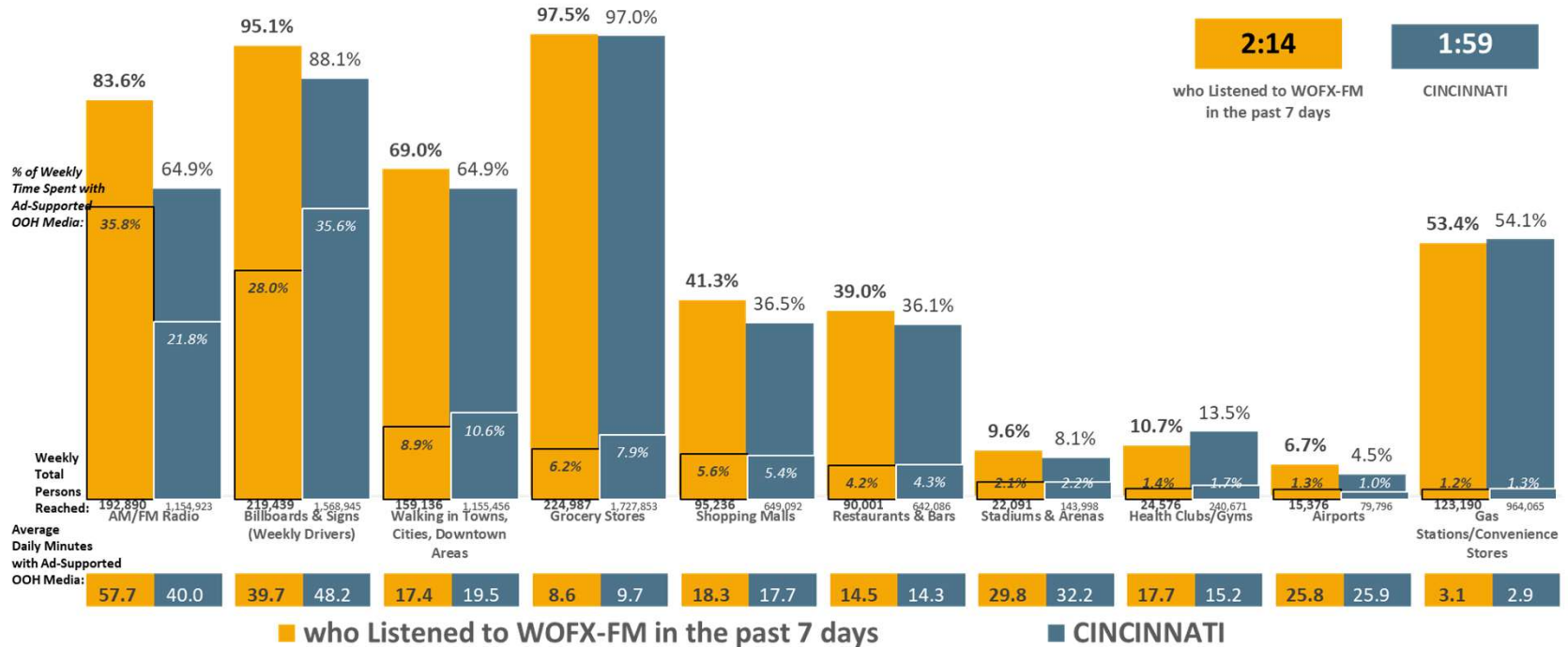


219,439 or 95.1% of Adults 18 or older who Listened to WOFX-FM in the past 7 days spend an average of 39.7 minutes per day driving, seeing Billboards and Signs representing 28.0% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



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CINCINNATI Metro Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,735

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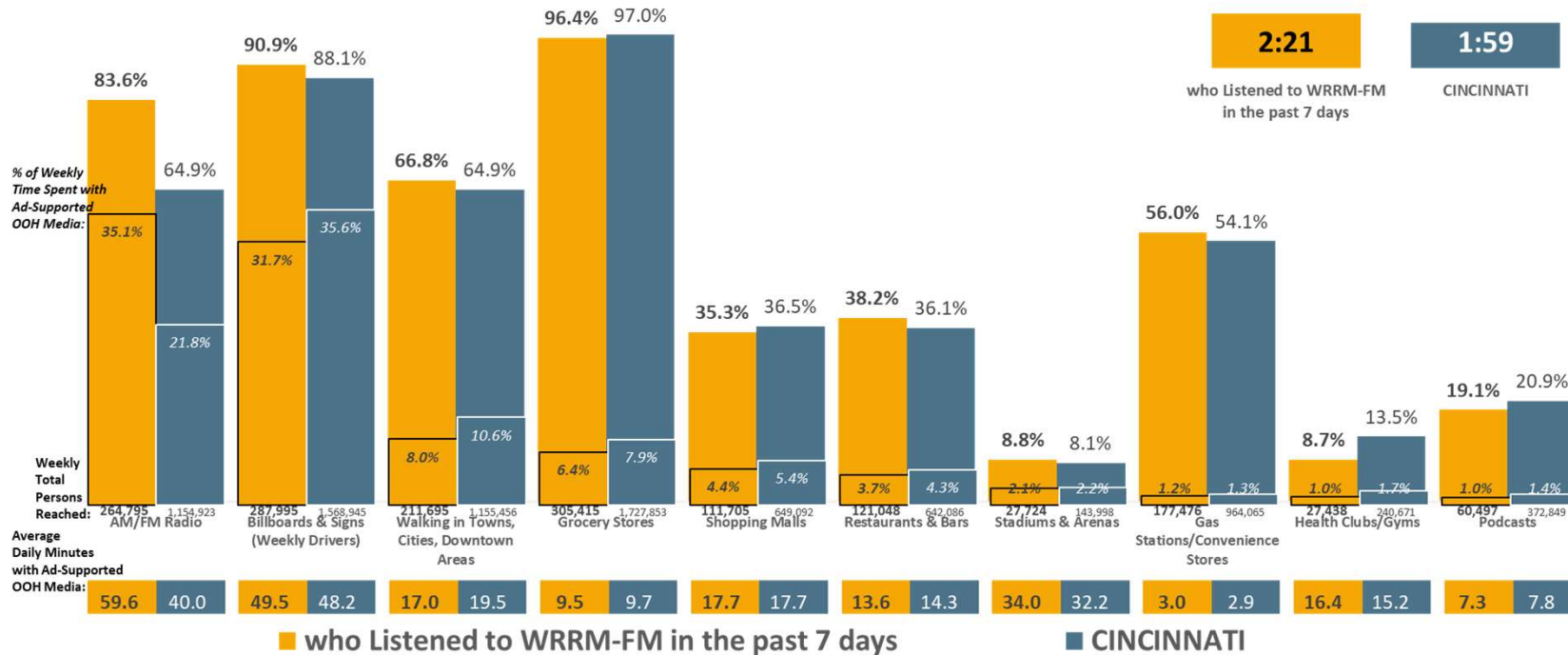


287,995 or 90.9% of Adults 18 or older who Listened to WRRM-FM in the past 7 days spend an average of 49.5 minutes per day driving, seeing Billboards and Signs representing 31.7% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



CINCINNATI Metro Scarborough R1 2026: Feb25-Feb26 Qual Intab 326
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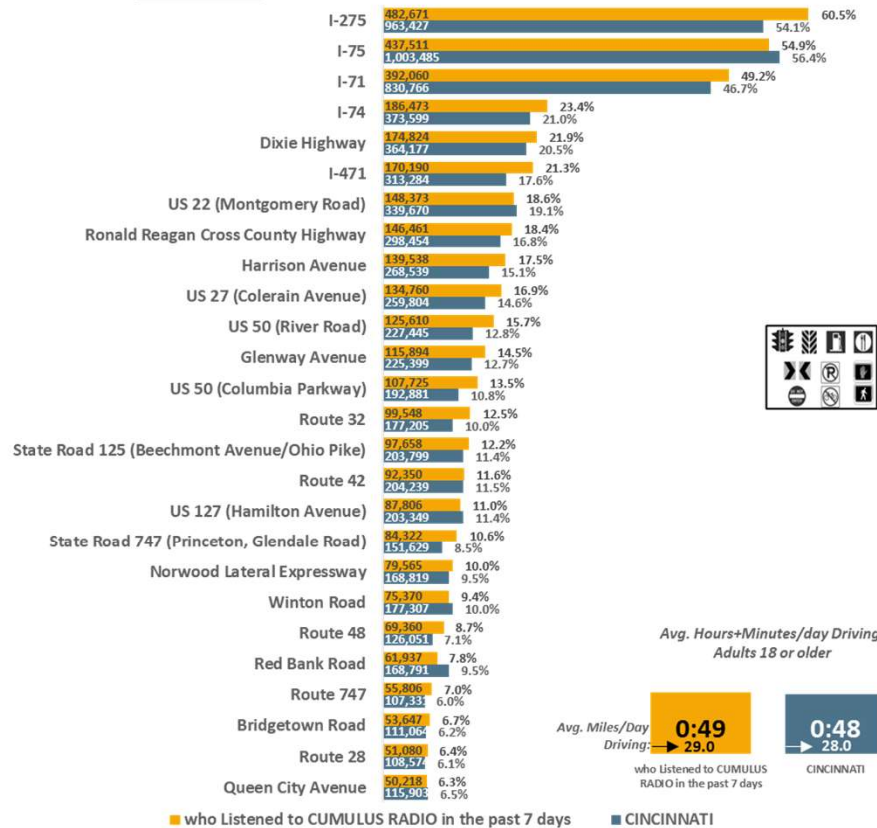
CINCINNATI Metro Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,735

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732,930 or 91.9% of Adults 18 or older who Listened to CUMULUS RADIO in the past 7 days spend an average of 49.9 minutes per day driving an average of 29. miles each day and are 25.4% more likely to use Route 32 than the Metro average.

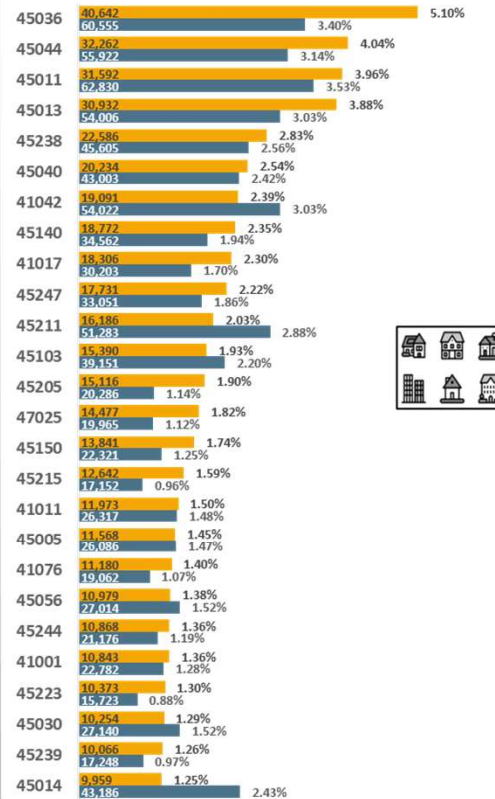
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



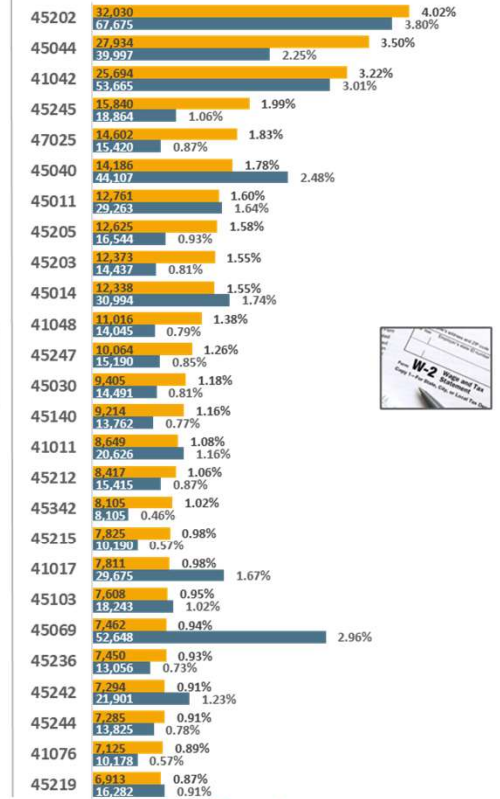
Avg. Hours+Minutes/day Driving:
Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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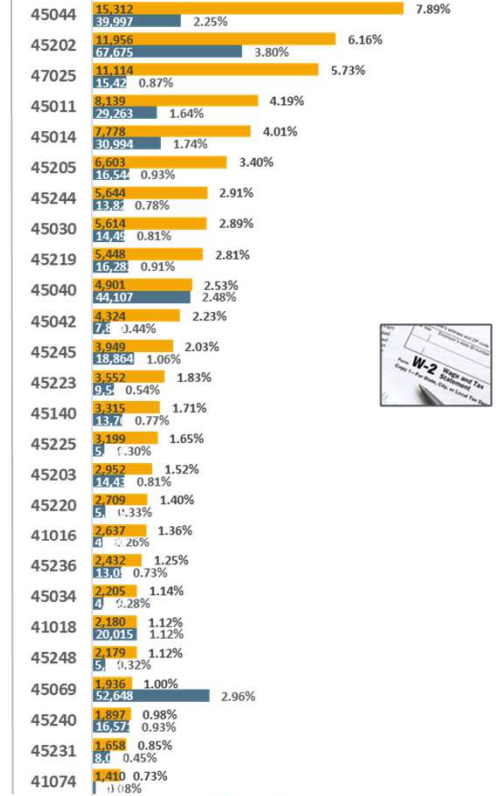
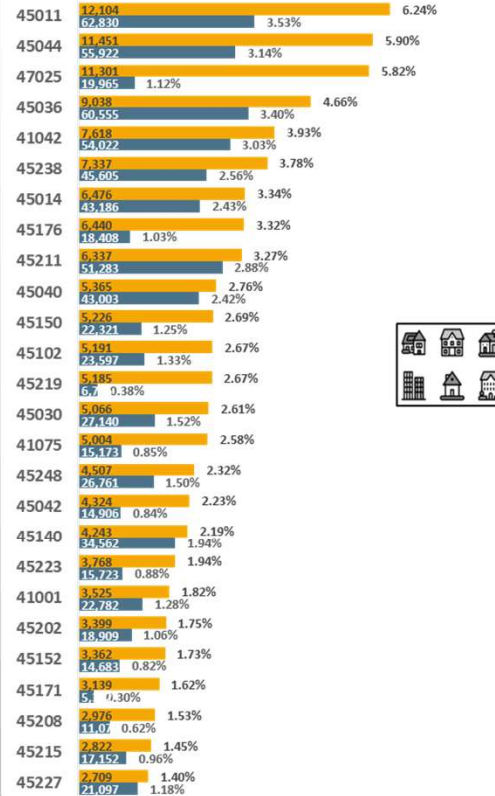
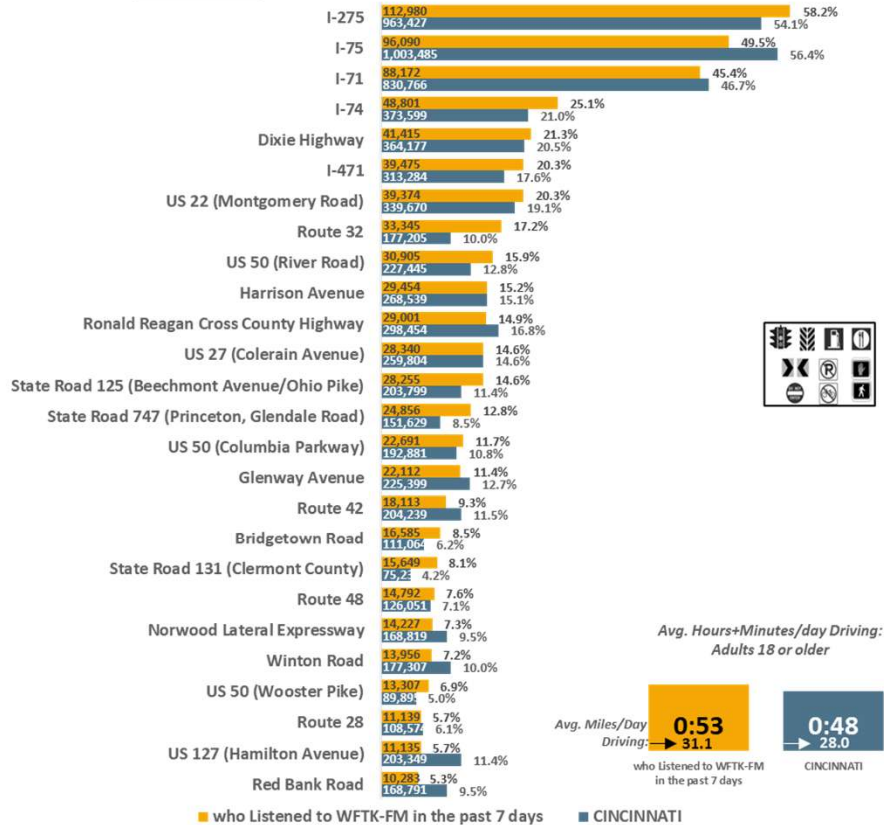


168,366 or 86.7% of Adults 18 or older who Listened to WFTK-FM in the past 7 days spend an average of 53.4 minutes per day driving an average of 31.1 miles each day and are 90.8% more likely to use State Road 131 (Clermont County) than the Metro average.

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

Top-26 Residential Zip Codes: Adults 18 or older

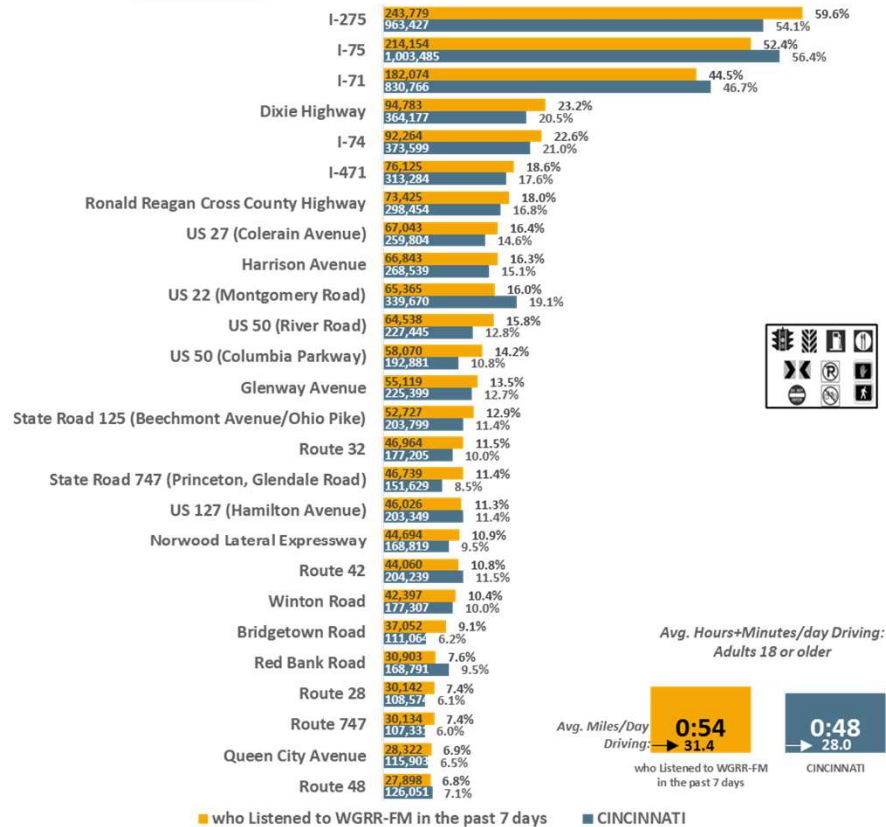
Top-26 Employment Zip Codes: Adults 18 or older





391,236 or 95.7% of Adults 18 or older who Listened to WGRR-FM in the past 7 days spend an average of 54. minutes per day driving an average of 31.4 miles each day and are 34.2% more likely to use State Road 747 (Princeton, Glendale Road) than the Metro a

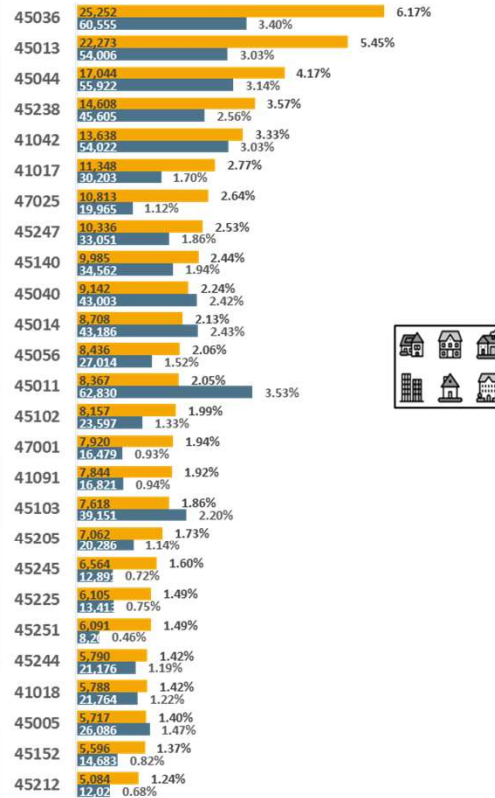
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



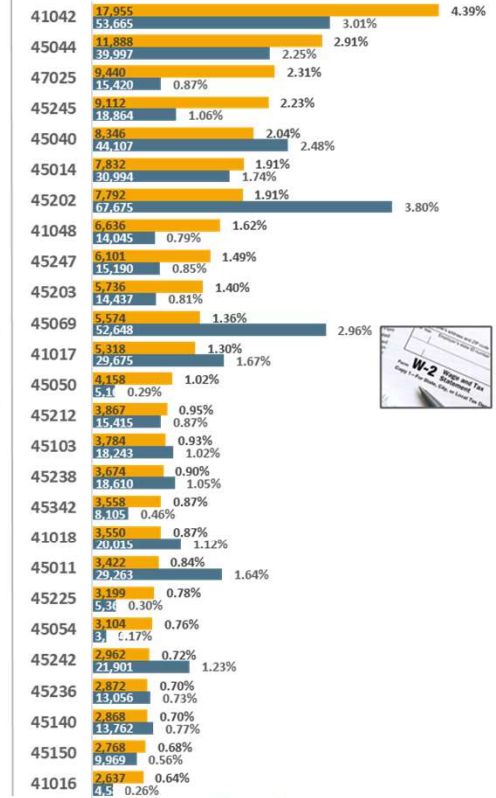
Avg. Hours+Minutes/day Driving:
Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



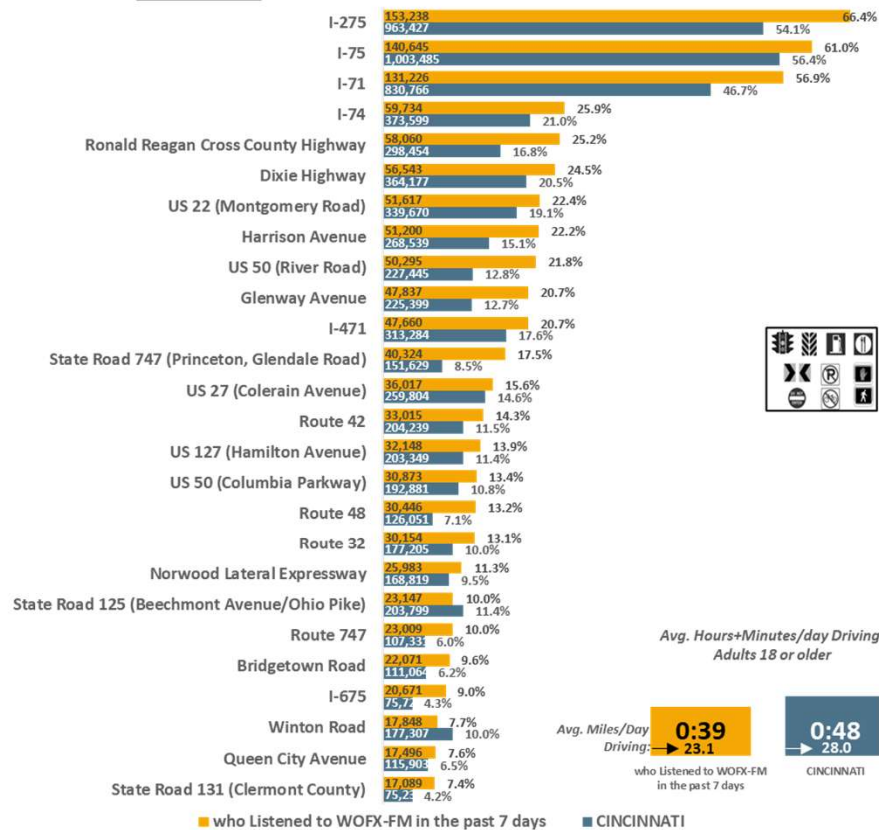
Top-26 Employment Zip Codes: Adults 18 or older





219,439 or 95.1% of Adults 18 or older who Listened to WOFX-FM in the past 7 days spend an average of 39.7 minutes per day driving an average of 23.1 miles each day and are 105.2% more likely to use State Road 747 (Princeton, Glendale Road) than the Metro

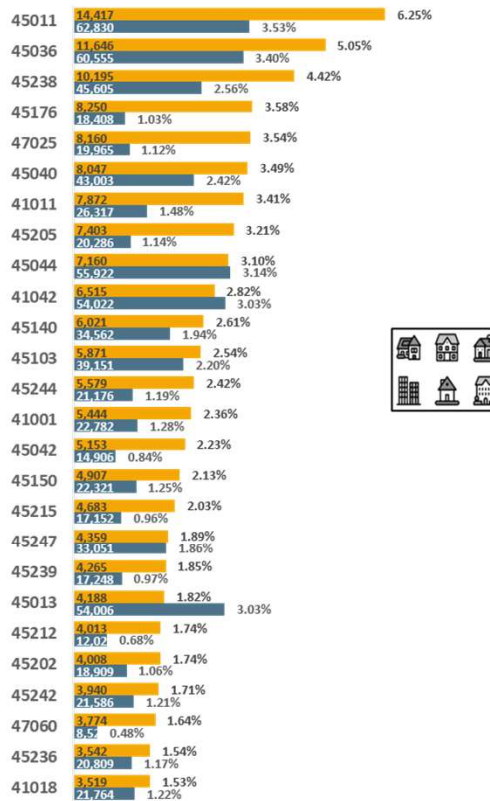
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



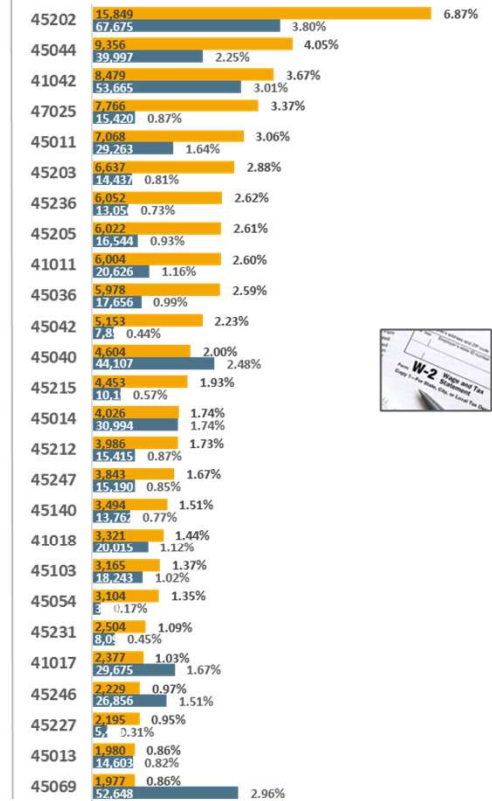
Avg. Hours+Minutes/day Driving:
Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older

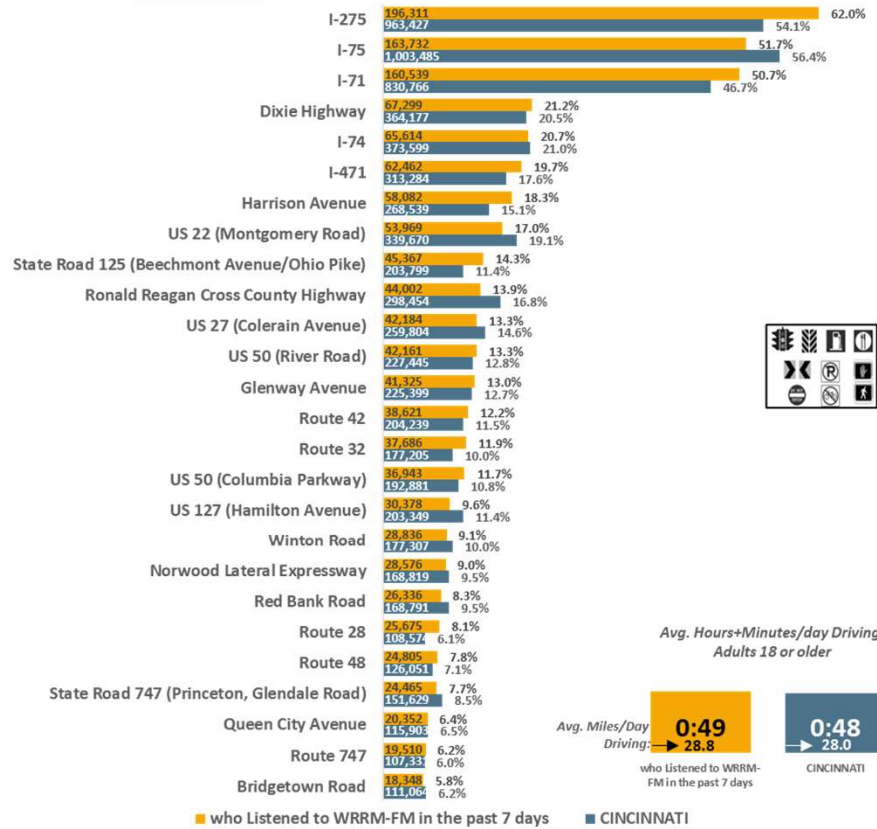


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287,995 or 90.9% of Adults 18 or older who Listened to WRRM-FM in the past 7 days spend an average of 49.5 minutes per day driving an average of 28.8 miles each day and are 25.1% more likely to use State Road 125 (Beechmont Avenue/Ohio Pike) than the Metr

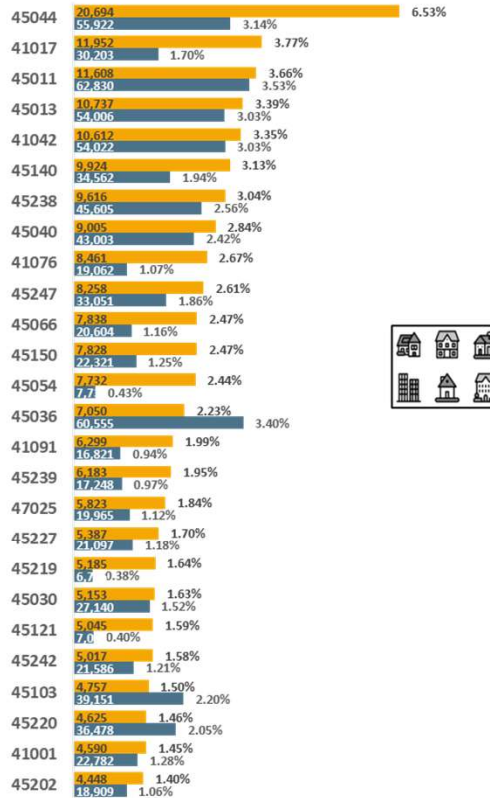
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



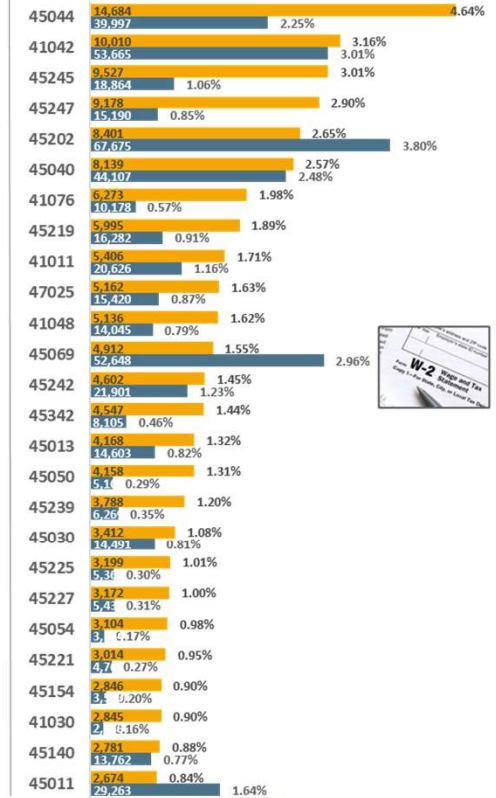
Avg. Hours+Minutes/day Driving:
Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older

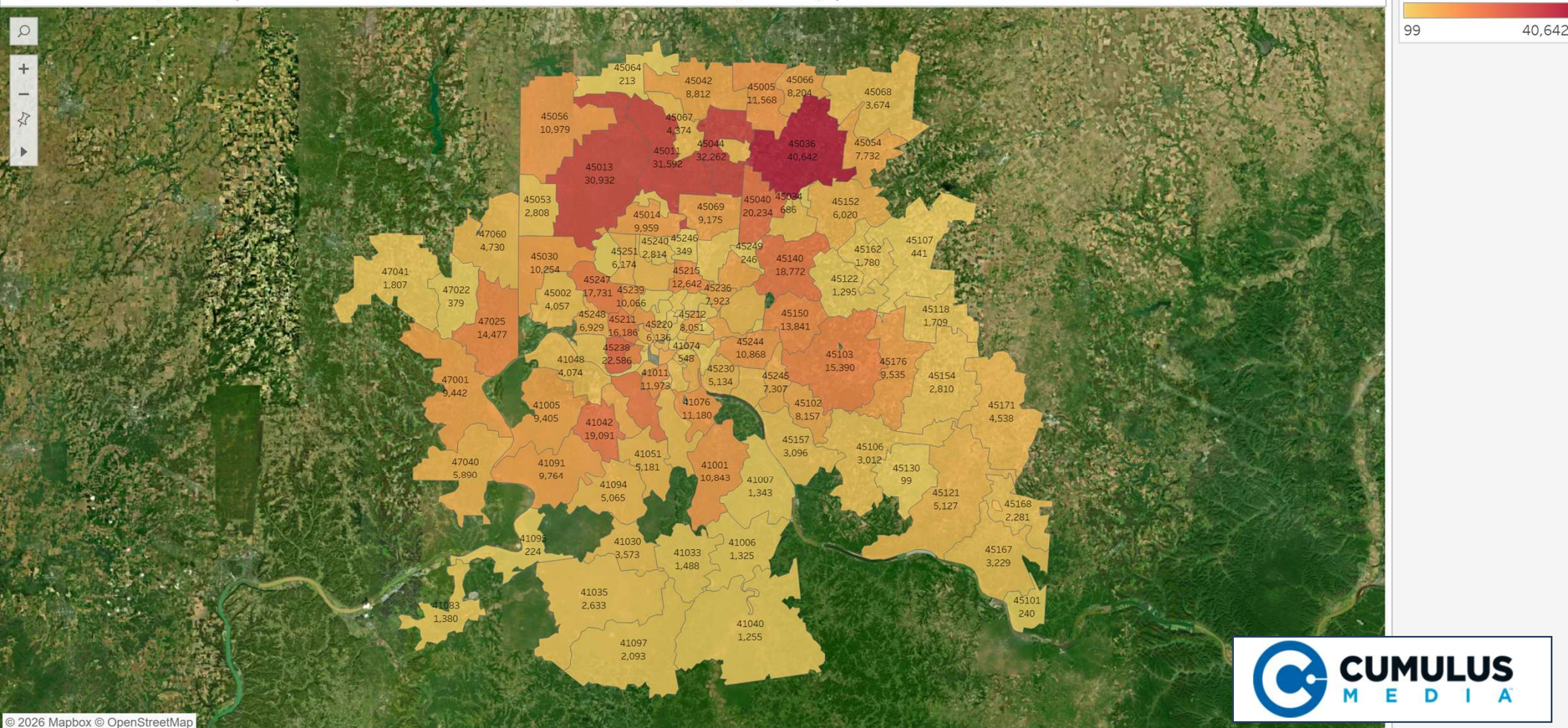


Top-26 Employment Zip Codes: Adults 18 or older

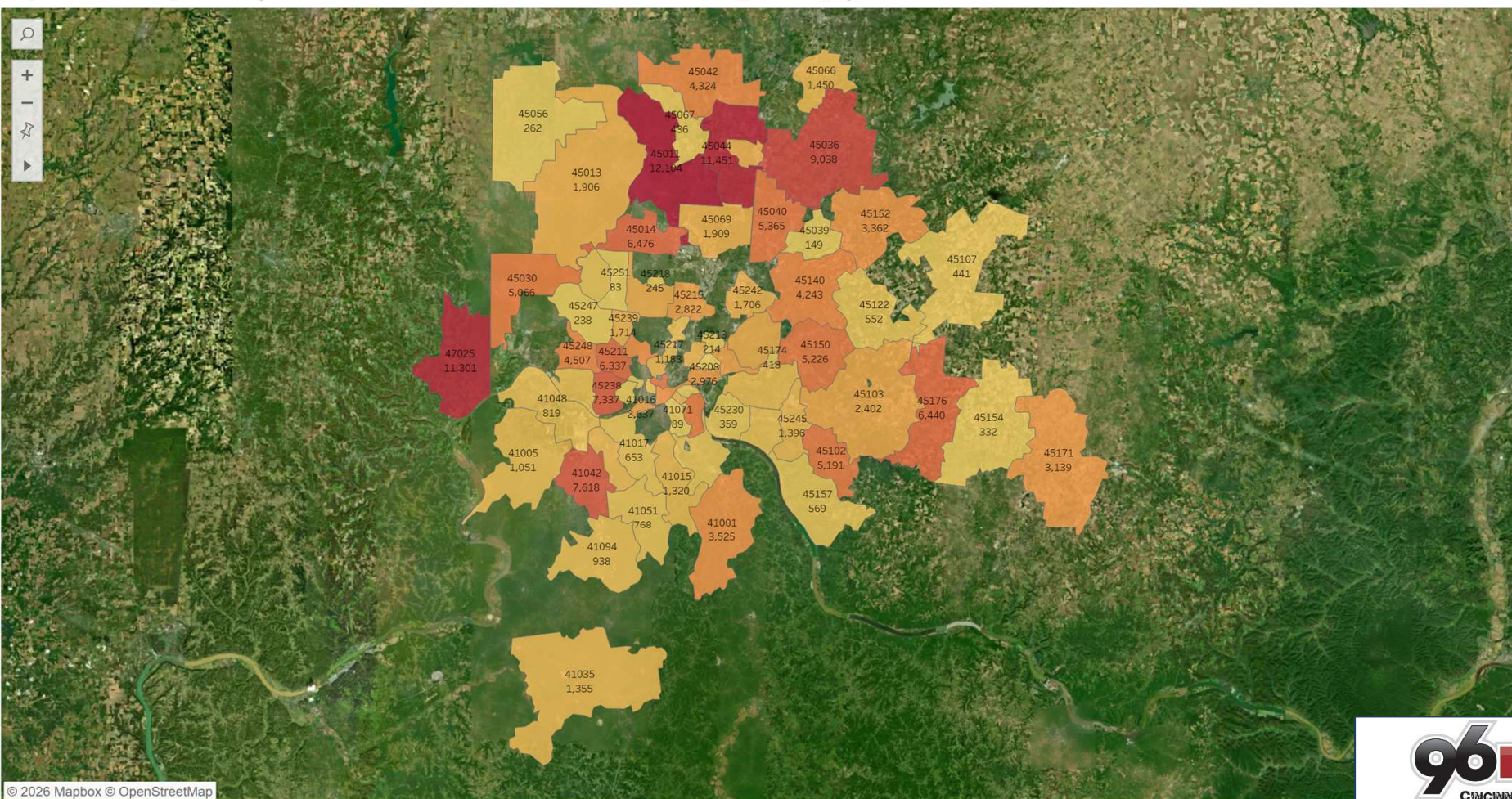


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Top Residential Zip Codes: (Adults 18 or older who Listened to CUMULUS RADIO in the past 7 days)



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



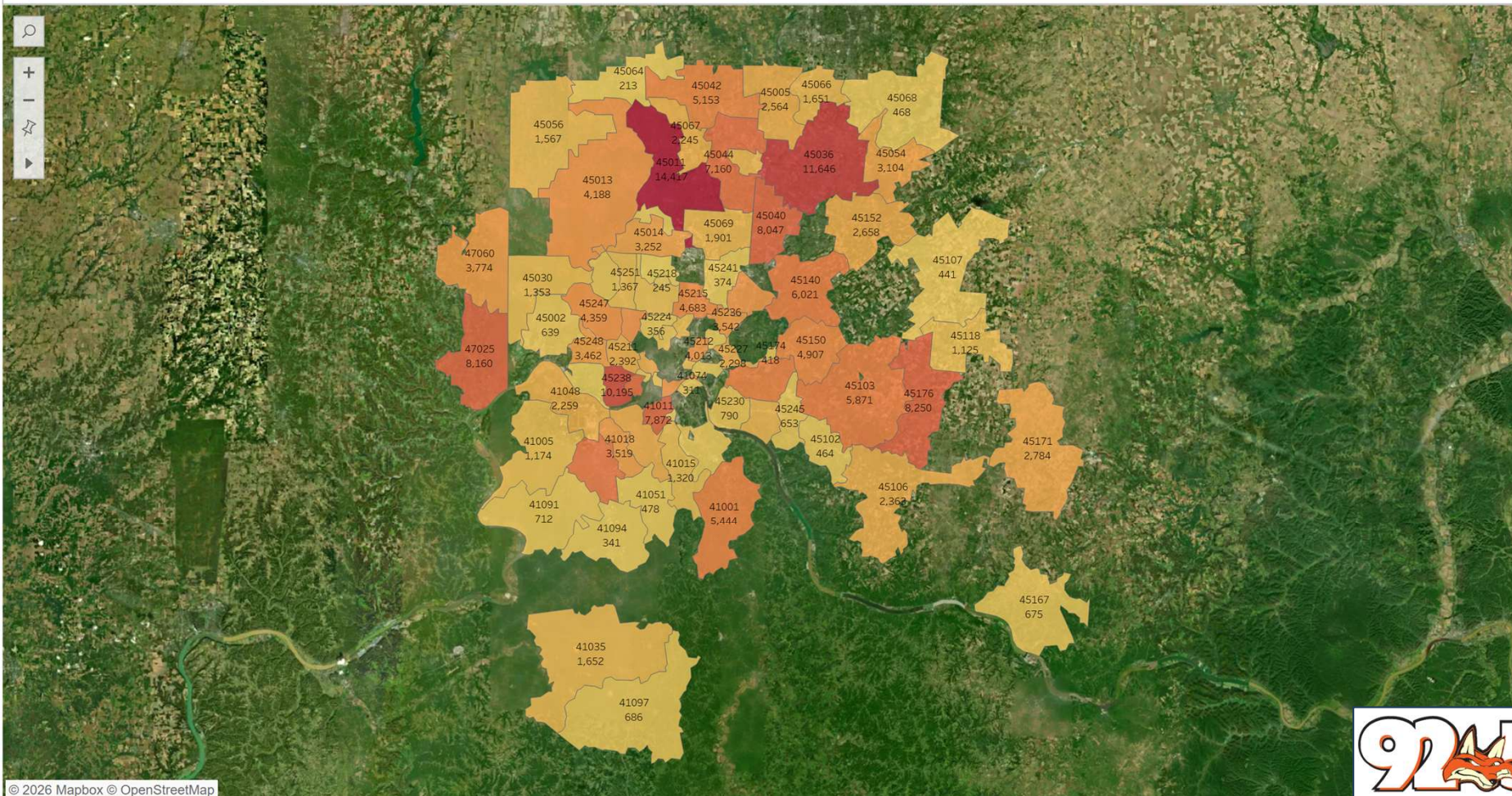
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Radio Stations: WGRR-FM

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

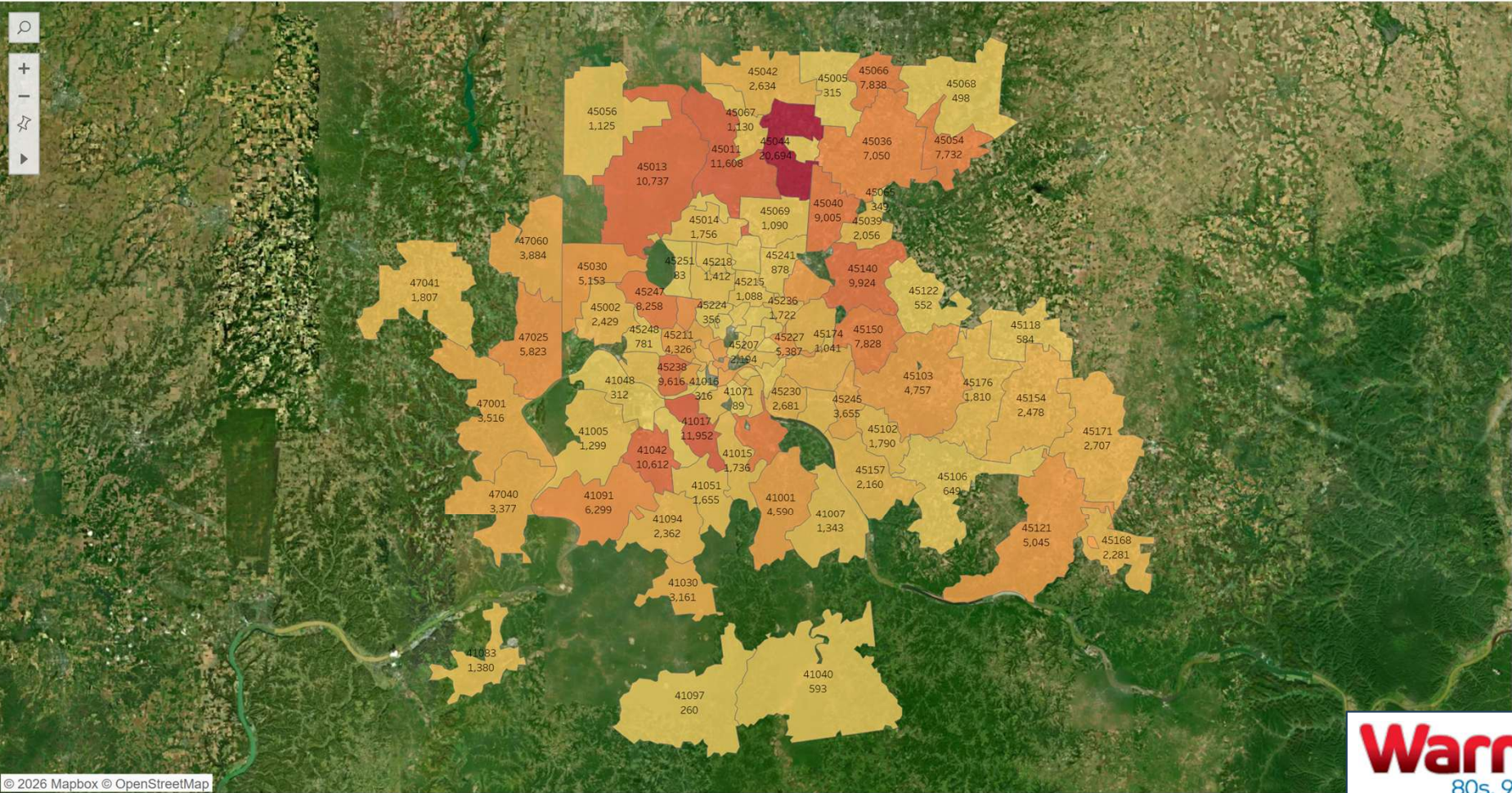


SUM(Adults 18 or older...
35 14,417



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

SUM(Adults 18 or older...



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Warm98.5
80s. 90s. Now.

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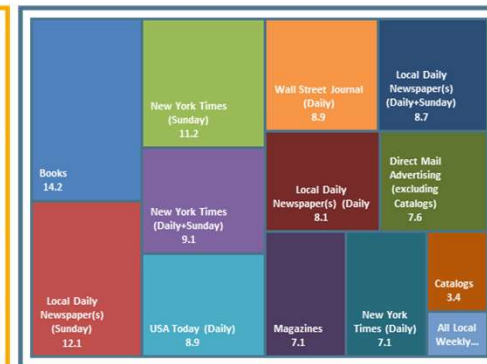
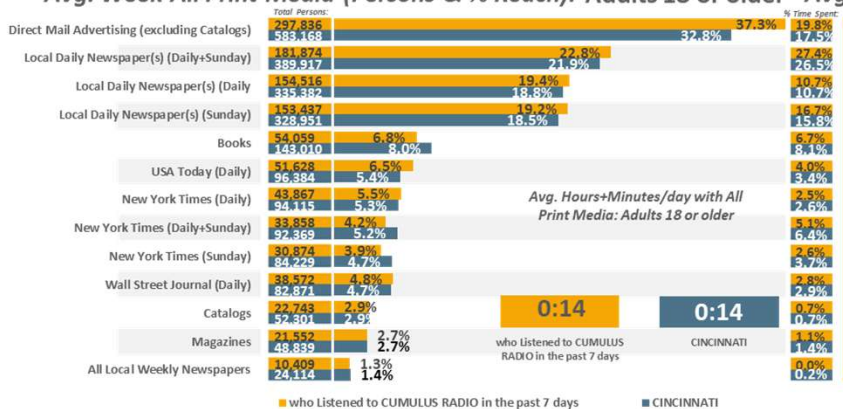
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for Anything

Radio Stations: WRRM-FM

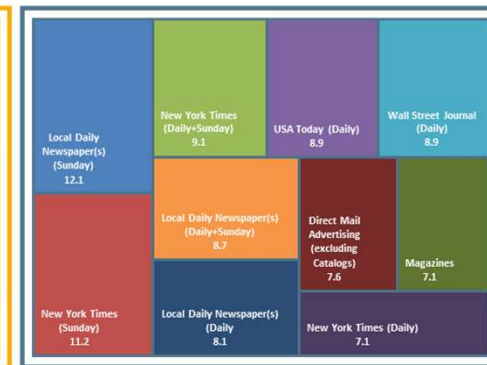
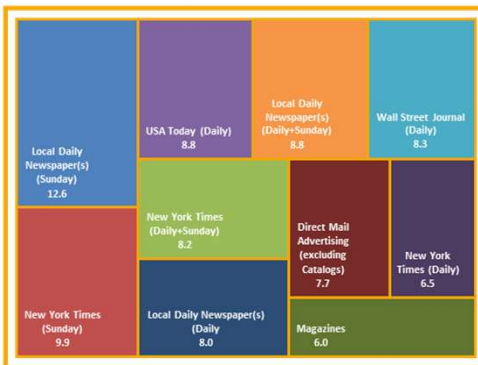
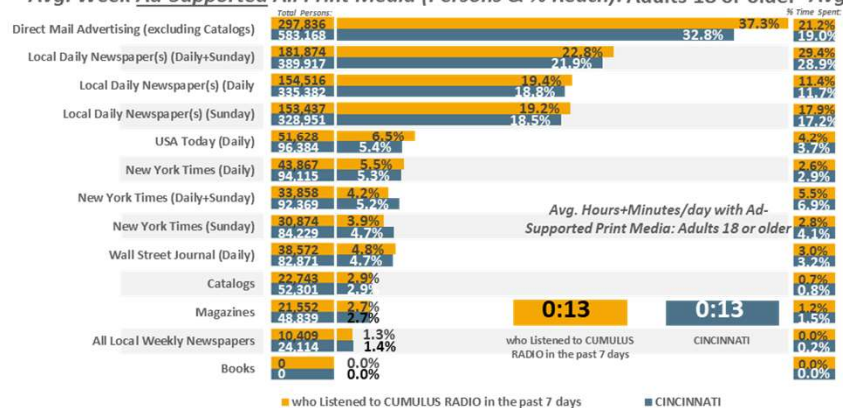


181,874 or 22.8% of Adults 18 or older who Listened to CUMULUS RADIO in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.8 minutes every day representing 29.4% of all time spent daily with All forms of Print Media.

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



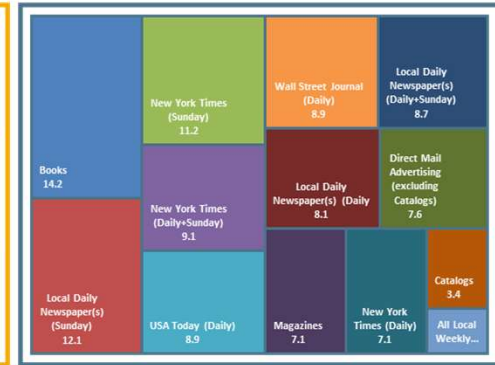
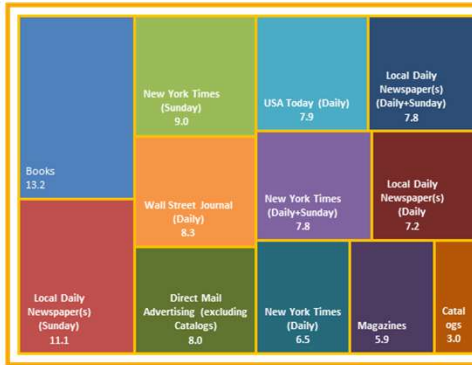
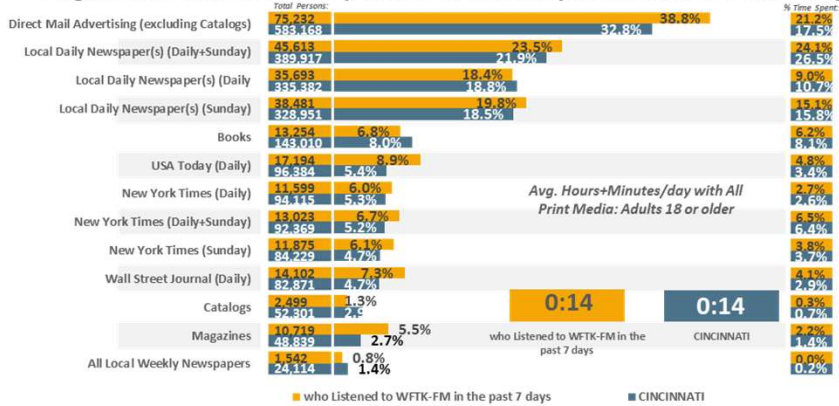
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



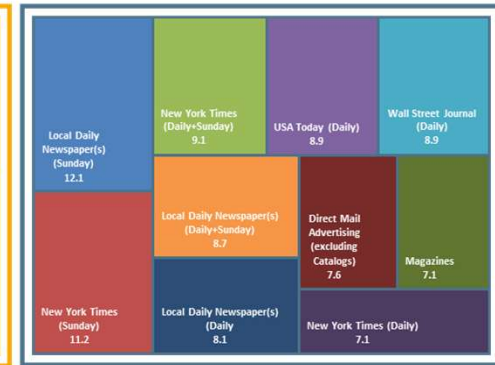
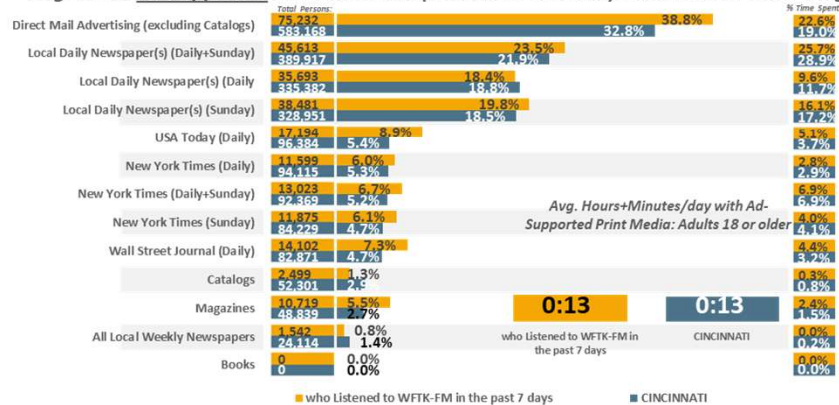


45,613 or 23.5% of Adults 18 or older who Listened to WFTK-FM in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7.8 minutes every day representing 25.7% of all time spent daily with All forms of Print Media.

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



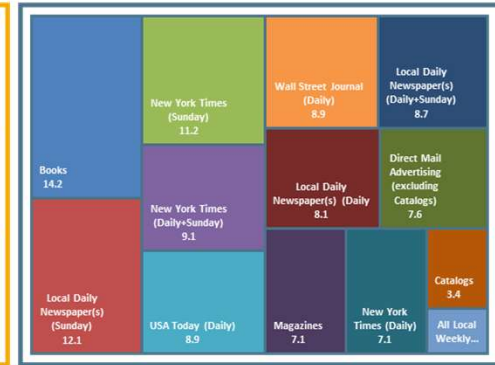
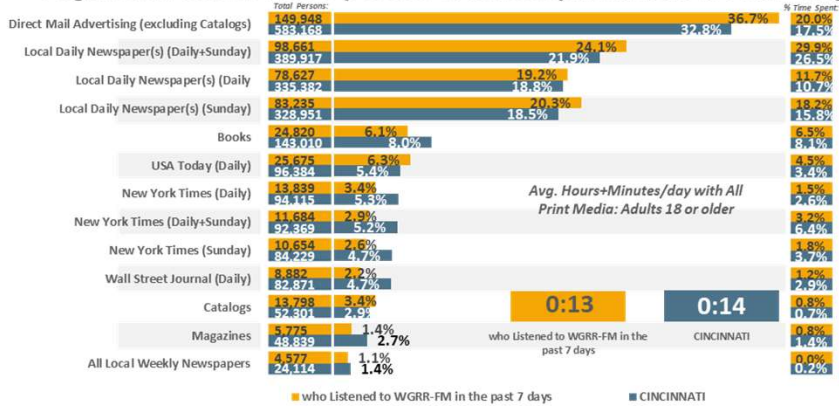
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



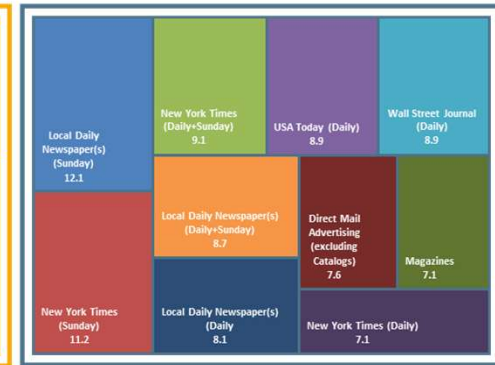
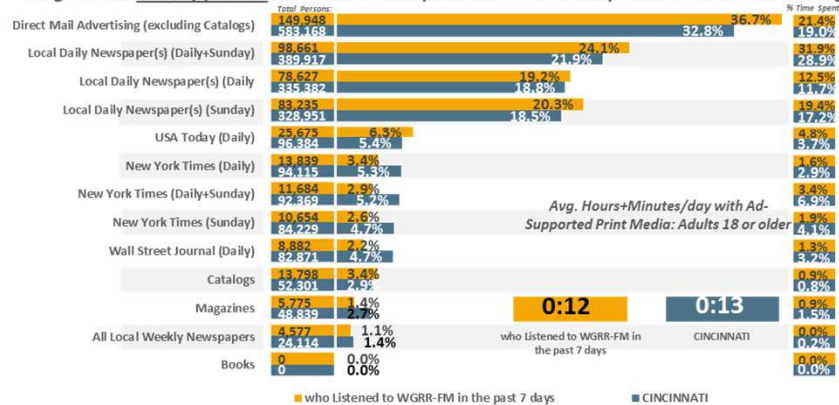


98,661 or 24.1% of Adults 18 or older who Listened to WGRR-FM in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.9 minutes every day representing 31.9% of all time spent daily with All forms of Print Media.

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**



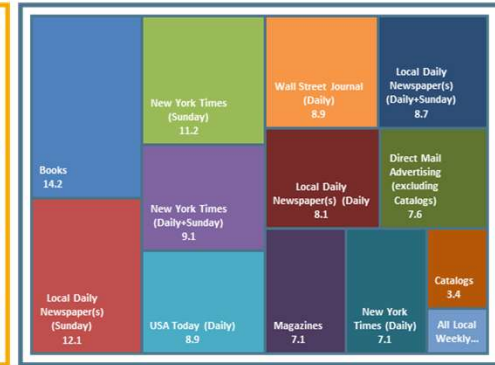
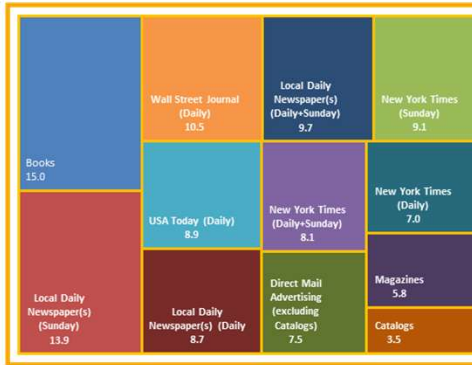
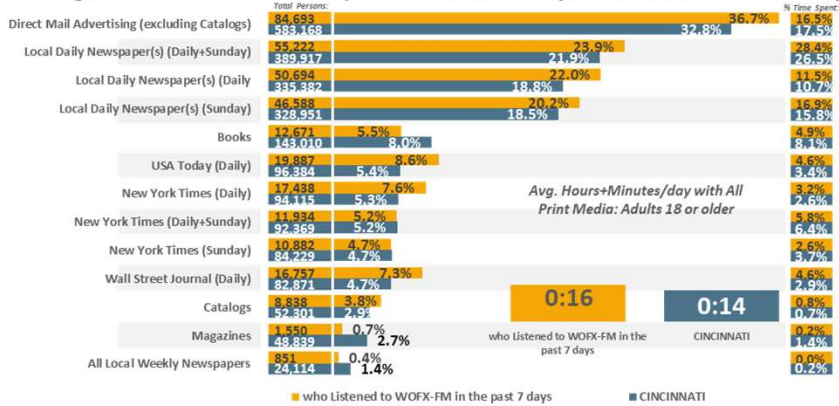
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



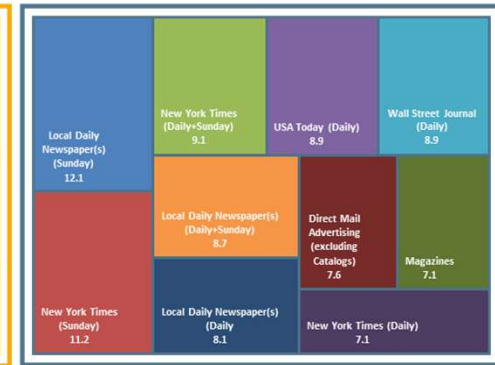
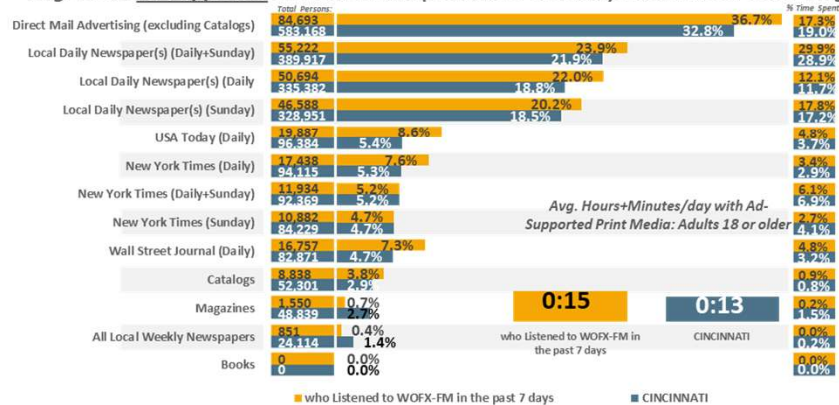


55,222 or 23.9% of Adults 18 or older who Listened to WOFX-FM in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.7 minutes every day representing 29.9% of all time spent daily with All forms of Print Media.

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**



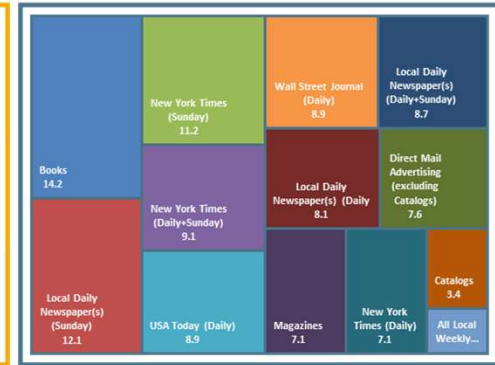
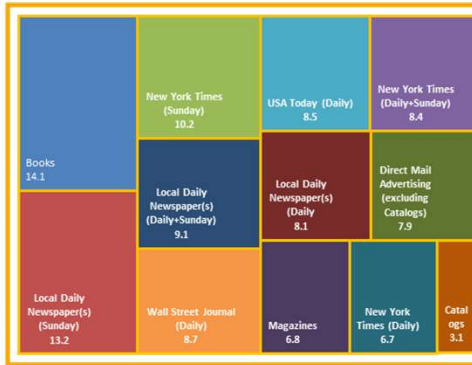
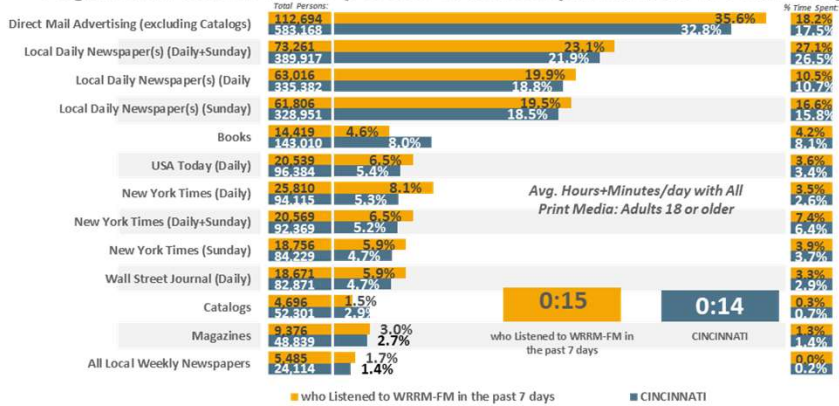
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



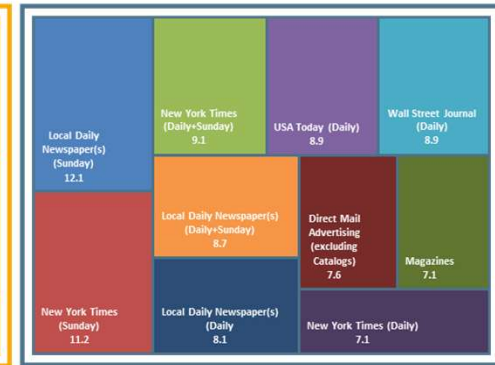
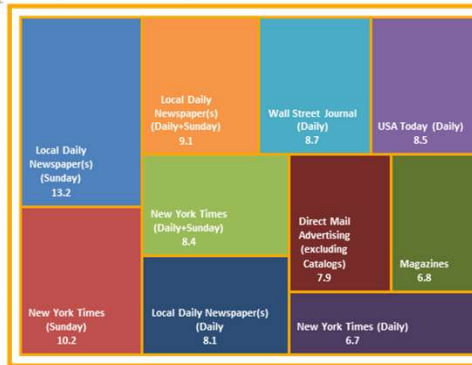
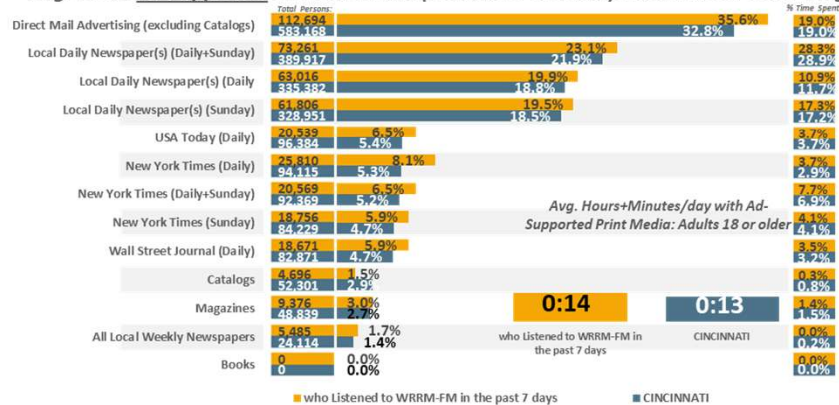


73,261 or 23.1% of Adults 18 or older who Listened to WRRM-FM in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.1 minutes every day representing 28.3% of all time spent daily with All forms of Print Media.

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



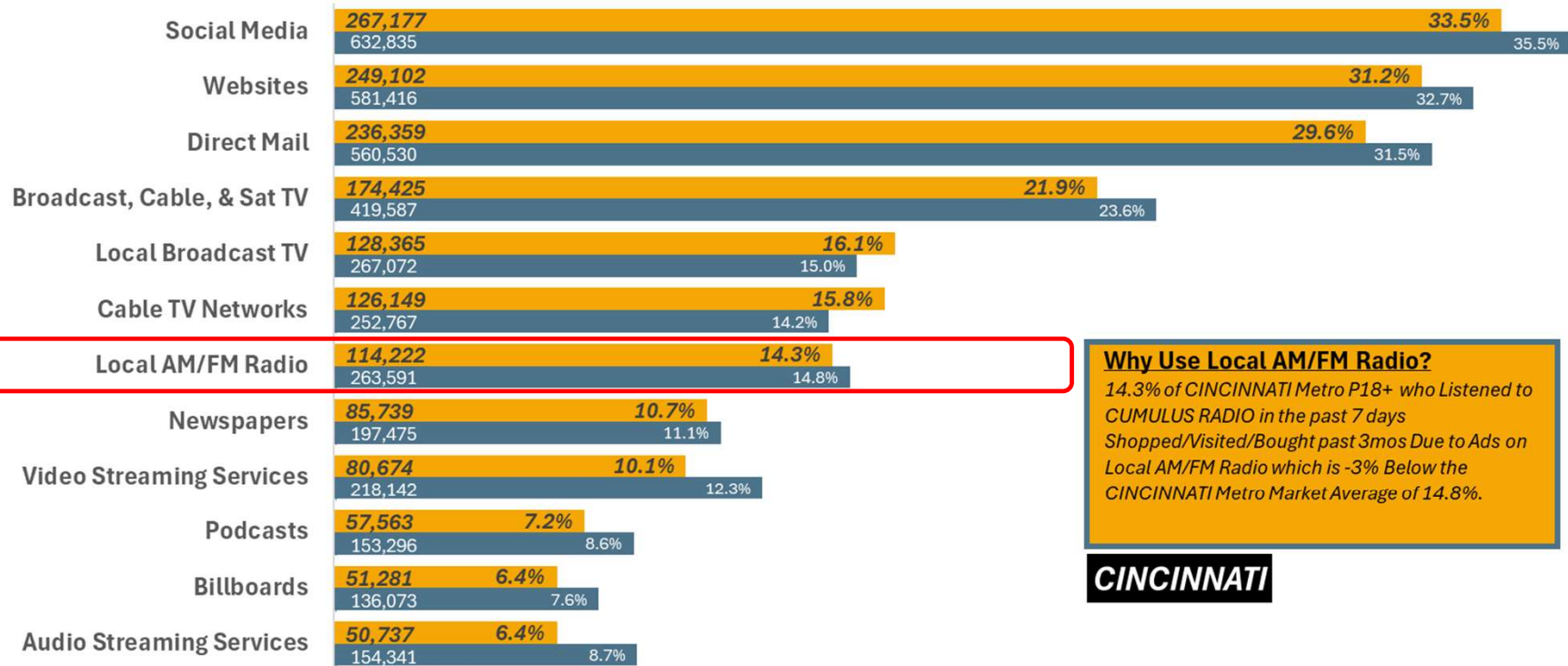
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**





"Advertising Actions"

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



Why Use Local AM/FM Radio?

14.3% of CINCINNATI Metro P18+ who Listened to CUMULUS RADIO in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -3% Below the CINCINNATI Metro Market Average of 14.8%.

CINCINNATI

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

■ P18+ CINCINNATI AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

CINCINNATI Metro Scarborough R1 2026: Feb25-Feb26 QualIntab: 811

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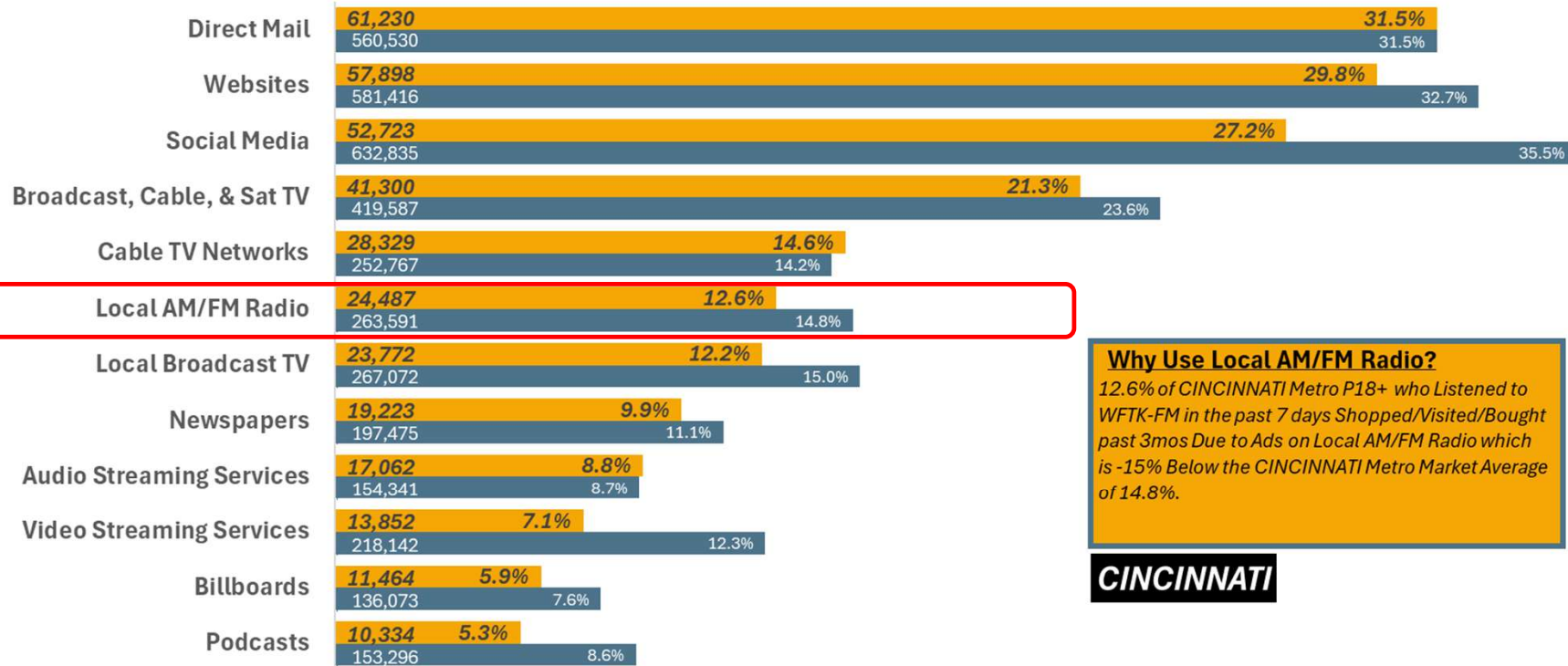
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(Radio Stations: WFTK-FM OR Radio Stations: WGRR-FM OR Radio Stations: WNNF-FM OR Radio Stations: WOFX-FM OR Radio Stations: WRRM-FM)



"Advertising Actions"

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



Why Use Local AM/FM Radio?

12.6% of CINCINNATI Metro P18+ who Listened to WFTK-FM in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -15% Below the CINCINNATI Metro Market Average of 14.8%.

CINCINNATI

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

■ P18+ CINCINNATI AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

CINCINNATI Metro Scarborough R1 2026: Feb25-Feb26 QualIntab: 156
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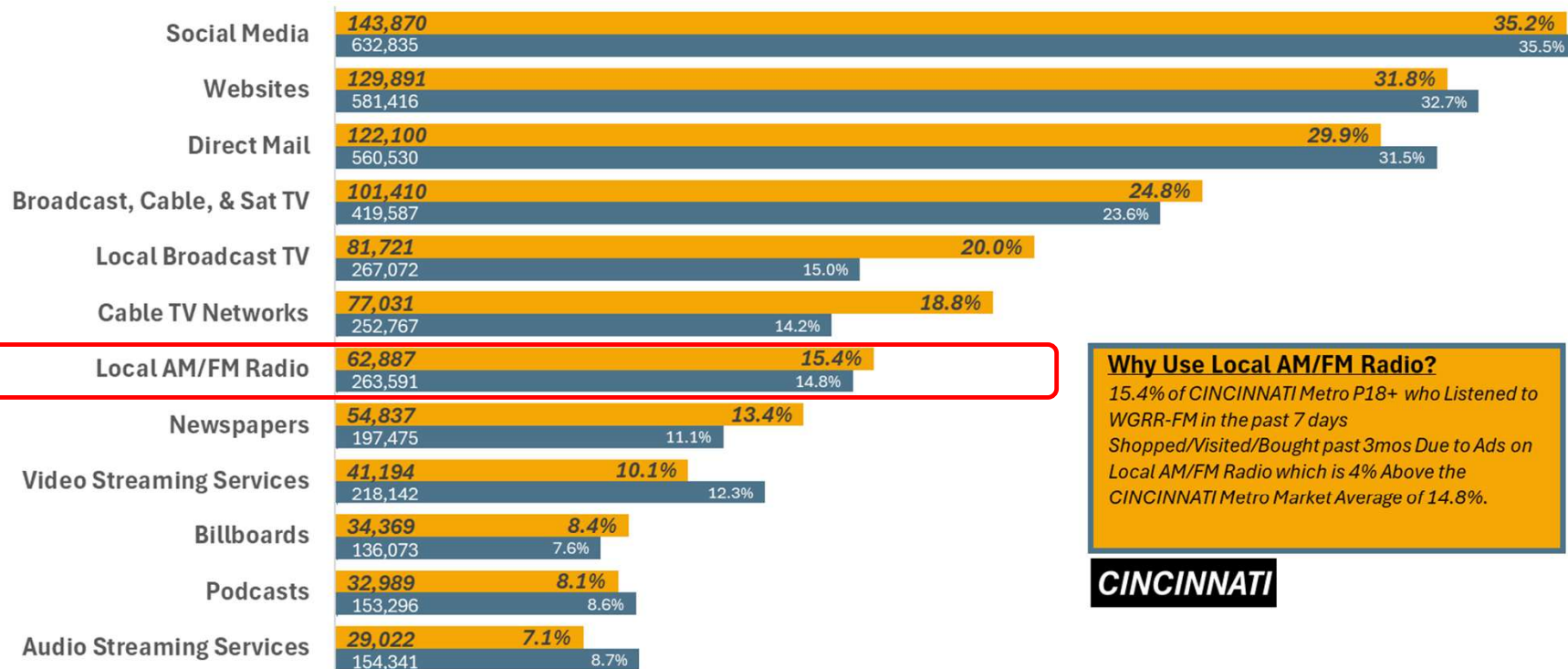
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Radio Stations: WFTK-FM



"Advertising Actions"

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



Why Use Local AM/FM Radio?

15.4% of CINCINNATI Metro P18+ who Listened to WGRR-FM in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 4% Above the CINCINNATI Metro Market Average of 14.8%.

CINCINNATI

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

■ P18+ CINCINNATI AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

CINCINNATI Metro Scarborough R1 2026: Feb25-Feb26 QualIntab: 454

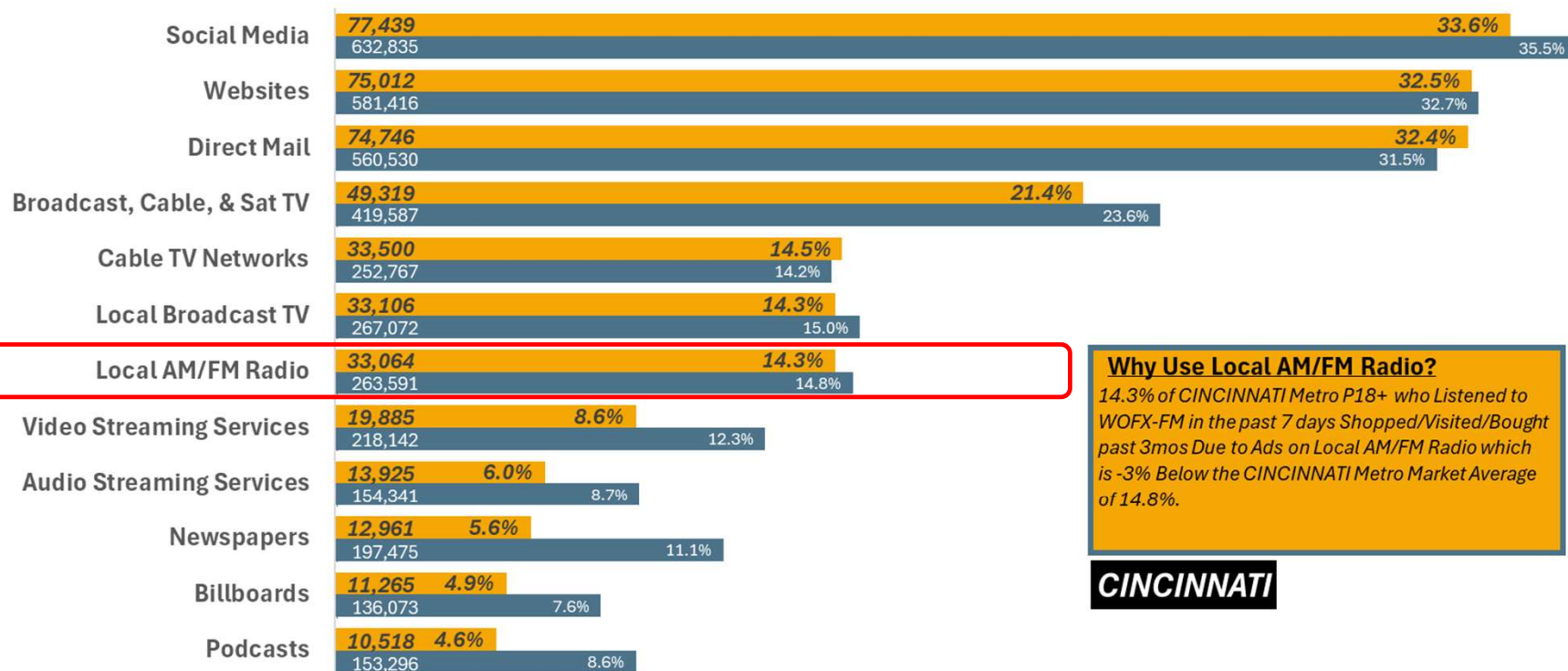
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"Advertising Actions"

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



Why Use Local AM/FM Radio?

14.3% of CINCINNATI Metro P18+ who Listened to WOFX-FM in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -3% Below the CINCINNATI Metro Market Average of 14.8%.

CINCINNATI

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

■ P18+ CINCINNATI AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

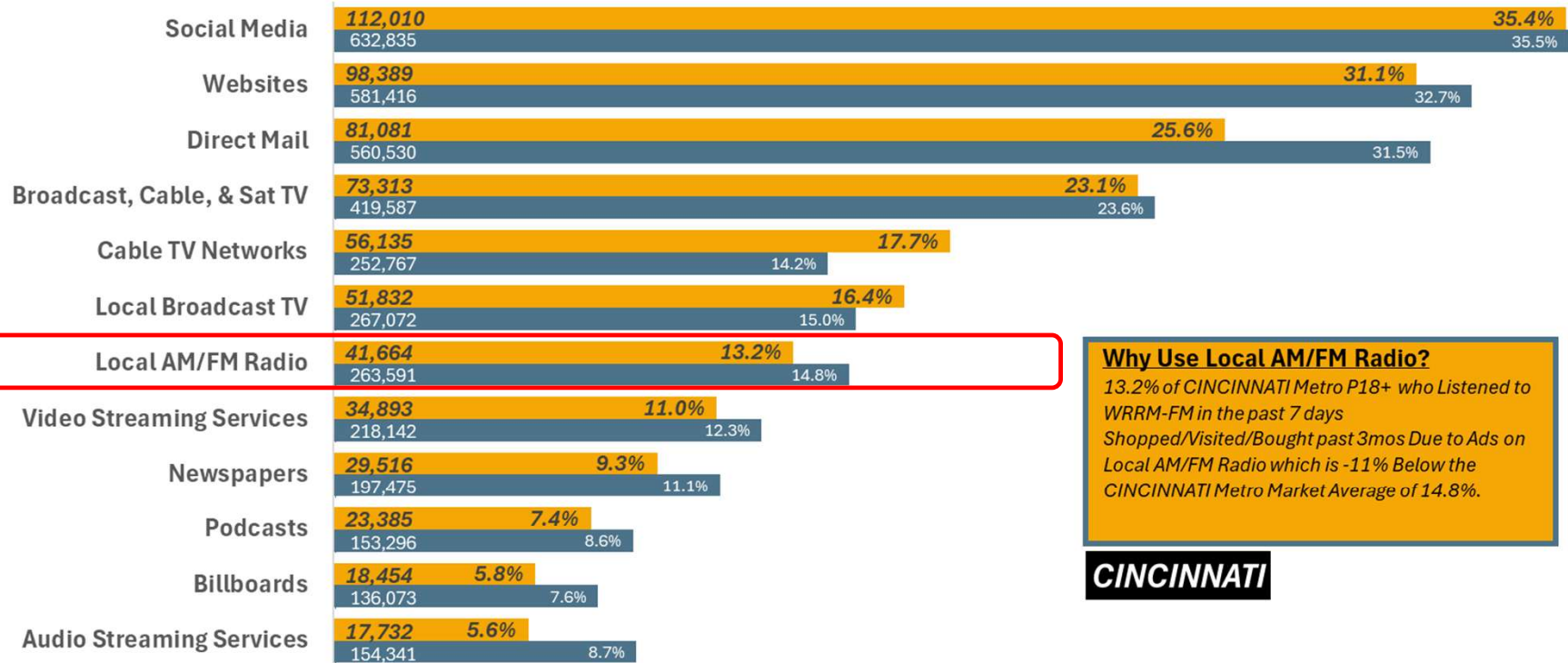
CINCINNATI Metro Scarborough R1 2026: Feb25-Feb26 QualIntab: 241

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"Advertising Actions"

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



Why Use Local AM/FM Radio?

13.2% of CINCINNATI Metro P18+ who Listened to WRRM-FM in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -11% Below the CINCINNATI Metro Market Average of 14.8%.

CINCINNATI

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

■ P18+ CINCINNATI AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

CINCINNATI Metro Scarborough R1 2026: Feb25-Feb26 QualIntab: 326

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