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

Brand New Data as of August 31, 2024!

Complete Demographic & Media Use Profiles





DMA #36

P18+, P25-54, W25-54, M25-54, P50+

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

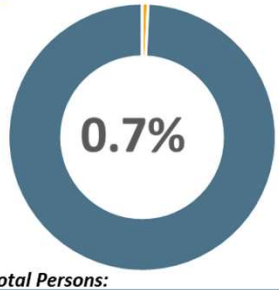
HUBBARD BROADCASTING INC. HB



P18+

.7% or 1,913,357 of USA Adults 18 or older Live in the CINCINNATI, OH, DMA.
Typical Adults 18 or older who Live in the CINCINNATI, OH, DMA are 48.8 years old (.2% younger than average) and have a $95,581 (5.7% higher than average) annual household income.

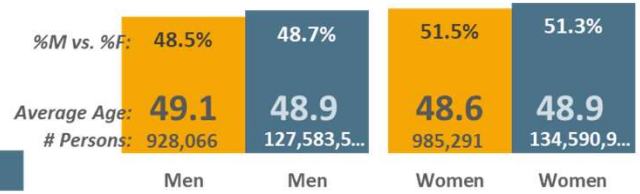
Percent of Market: Adults 18 or older



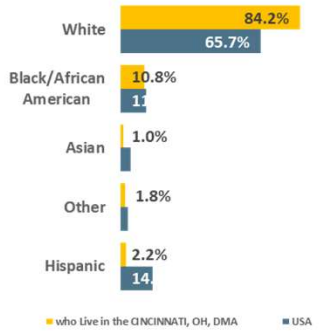
Total Persons:

1,913,357 | 260,261,143

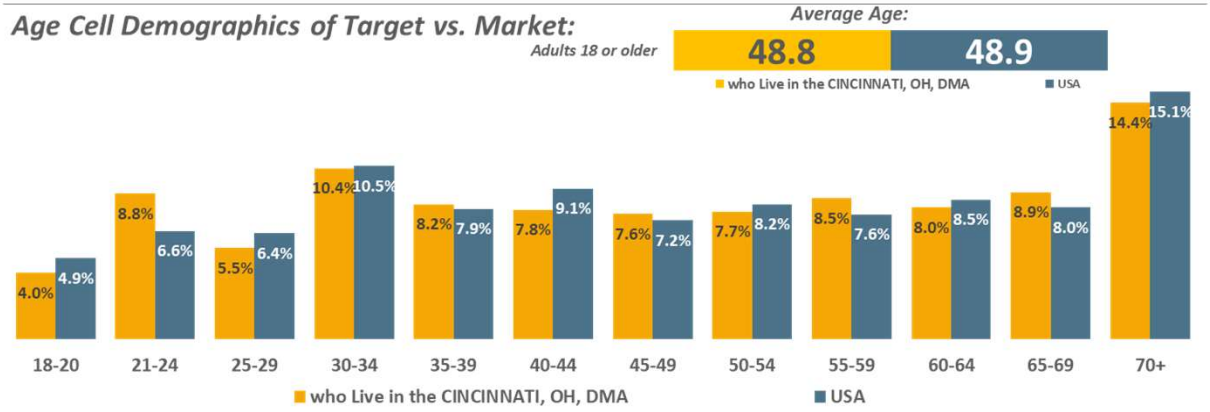
Gender of Target vs. Market: Adults 18 or older



Ethnicity of Target vs. Market:

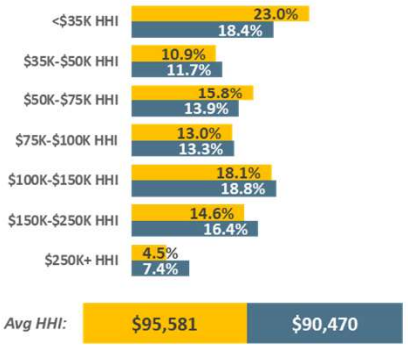


Age Cell Demographics of Target vs. Market:



USA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,879

HHI of Target vs. Market:



Avg HHI:	$95,581	$90,470

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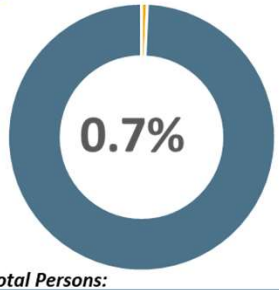
USA Projection Scarborough R2 2024: Aug23-Aug24 Qual Intab 23,275



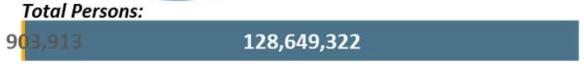
P25-54

.7% or 903,913 of USA Adults 25 - 54 Live in the CINCINNATI, OH, DMA.
Typical Adults 25 - 54 who Live in the CINCINNATI, OH, DMA are 40.1 years old (.3% older than average) and have a $103,185 (3.2% higher than average) annual household income.

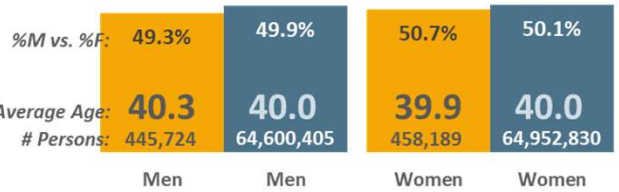
Percent of Market: Adults 25 - 54



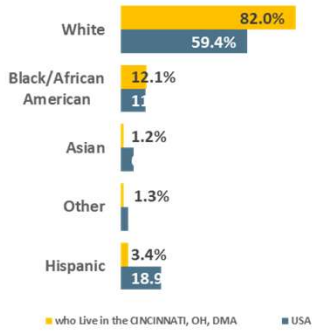
Total Persons:



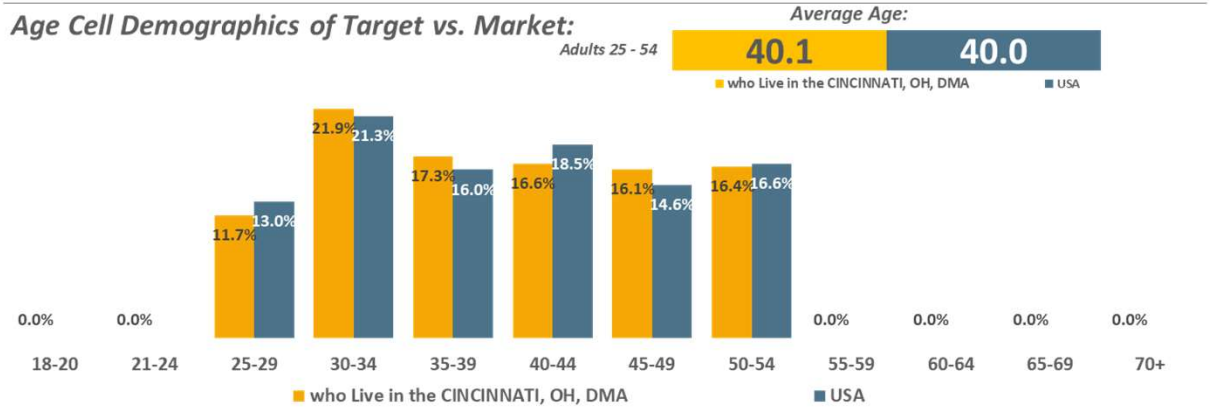
Gender of Target vs. Market: Adults 25 - 54



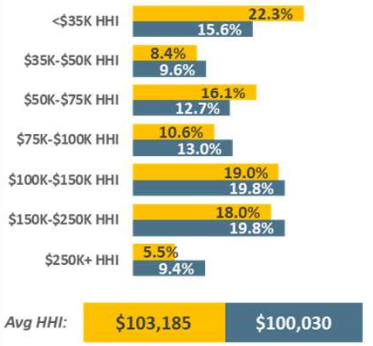
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



USA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,879

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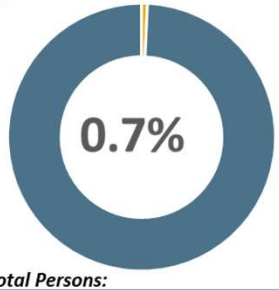
USA Projection Scarborough R2 2024: Aug23-Aug24 Qual Intab 23,275



W25-54

.7% or 458,189 of USA Women 25 - 54 Live in the CINCINNATI, OH, DMA.
Typical Women 25 - 54 who Live in the CINCINNATI, OH, DMA are 39.9 years old (.2% younger than average) and have a $89,819 (.5% higher than average) annual household income.

Percent of Market: Women 25 - 54

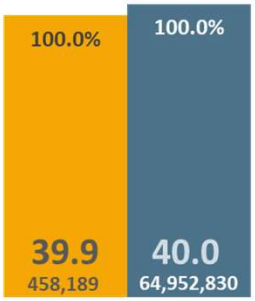


- who Live in the CINCINNATI, OH, DMA
- Remainder of USA DMAs

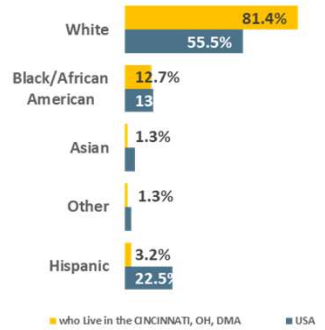
Total Persons:

458,189 | 64,494,641

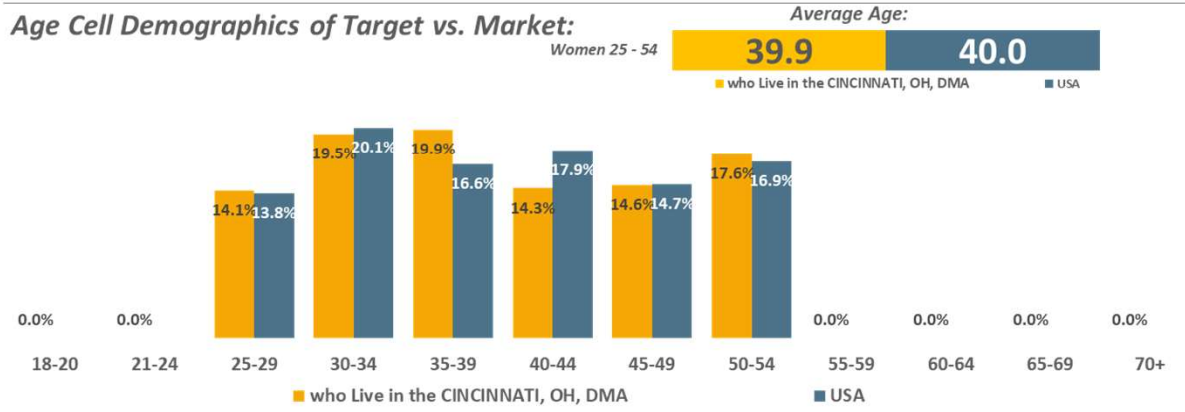
Gender of Target vs. Market: Women 25 - 54



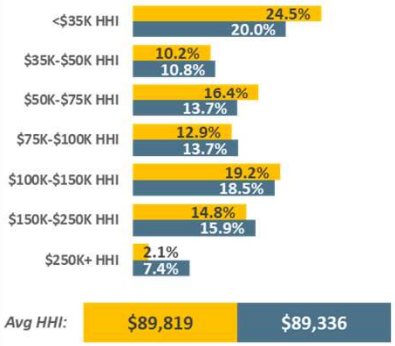
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



USA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,879

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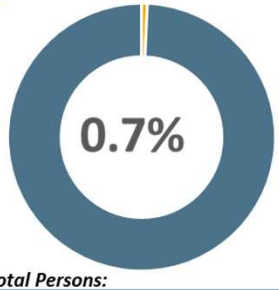
USA Projection Scarborough R2 2024: Aug23-Aug24 Qual Intab 23,275



M25-54

.7% or 445,724 of USA Men 25 - 54 Live in the CINCINNATI, OH, DMA.
Typical Men 25 - 54 who Live in the CINCINNATI, OH, DMA are 40.3 years old (.8% older than average) and have a $116,926 (5.5% higher than average) annual household income.

Percent of Market: Men 25 - 54

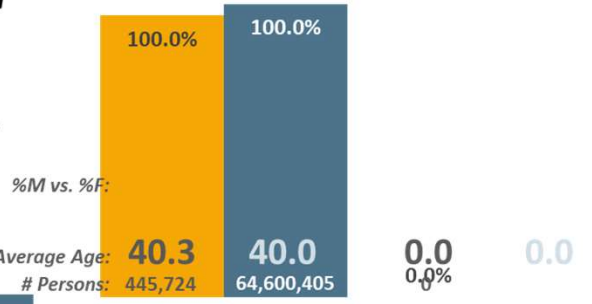


- who Live in the CINCINNATI, OH, DMA
- Remainder of USA DMAs

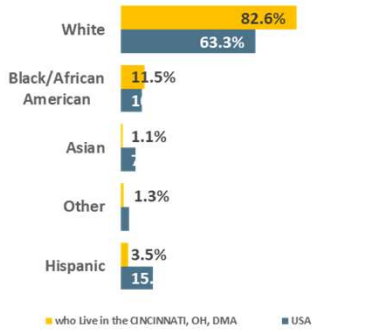
Total Persons:

445,724 | 64,154,681

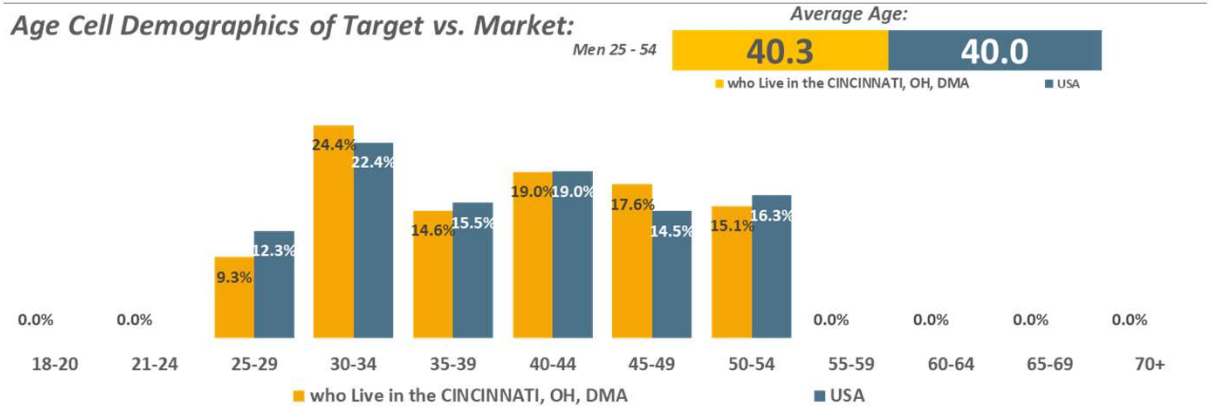
Gender of Target vs. Market: Men 25 - 54



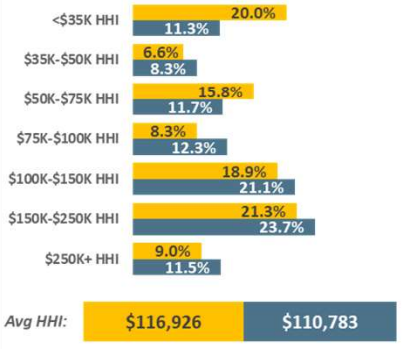
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



USA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,879

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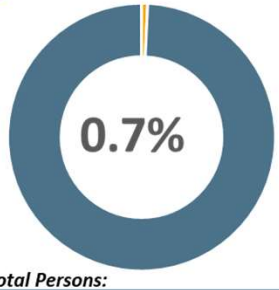
USA Projection Scarborough R2 2024: Aug23-Aug24 Qual Intab 23,275



P50+

.7% or 911,357 of USA Adults 50 or older Live in the CINCINNATI, OH, DMA.
Typical Adults 50 or older who Live in the CINCINNATI, OH, DMA are 65.5 years old (.2% younger than average) and have a $96,031 (11.% higher than average) annual household income.

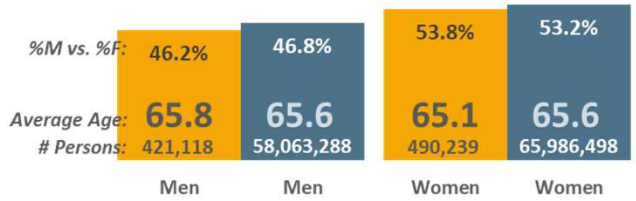
Percent of Market: Adults 50 or older



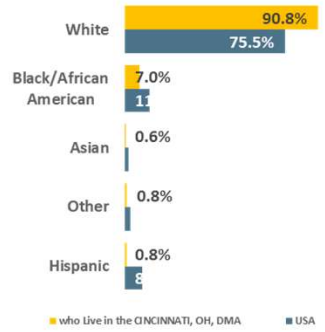
Total Persons:

911,357 | 123,138,429

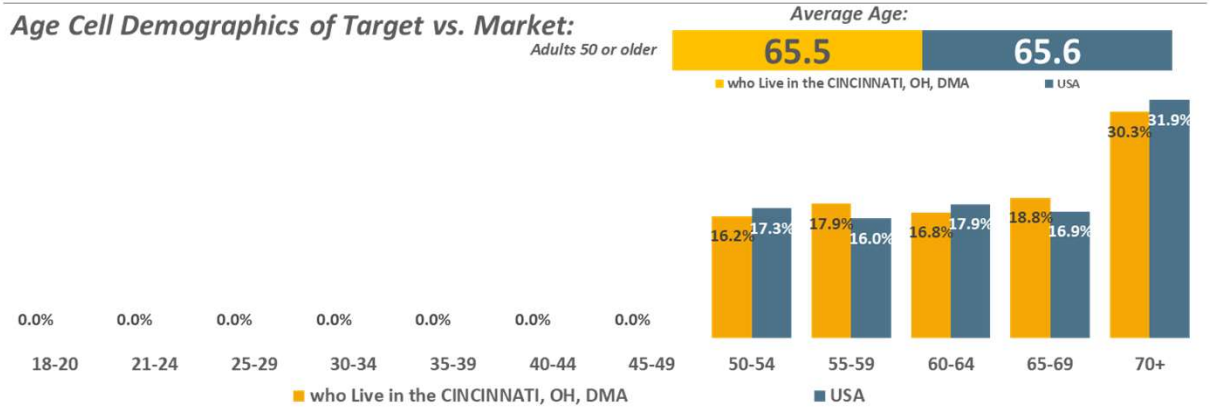
Gender of Target vs. Market: Adults 50 or older



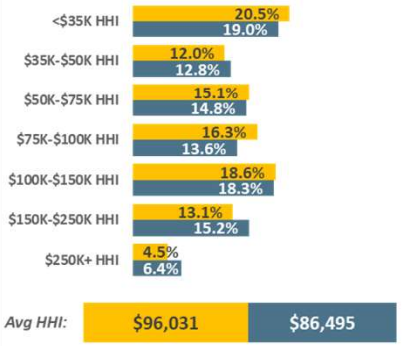
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



USA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,879

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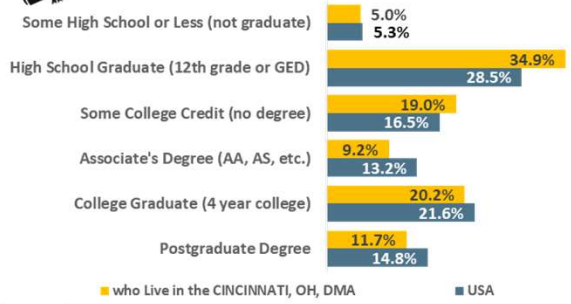
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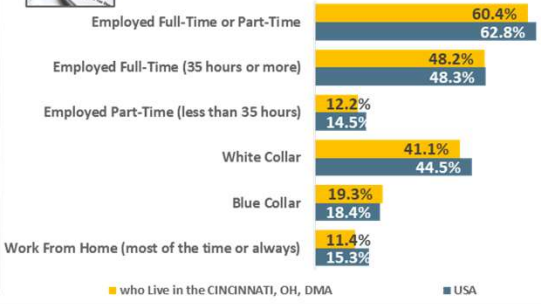
P18+

.7% or 1,913,357 of USA Adults 18 or older Live in the CINCINNATI, OH, DMA.
Adults 18 or older who Live in the CINCINNATI, OH, DMA are 12.2% less likely to be a college graduate, .4% less likely to work full-time, 1.2% more likely to be married, 5.5% less likely to be a parent of 1 or more children under 18.

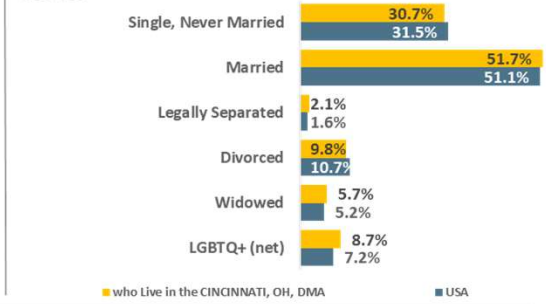
Education Levels: Adults 18 or older



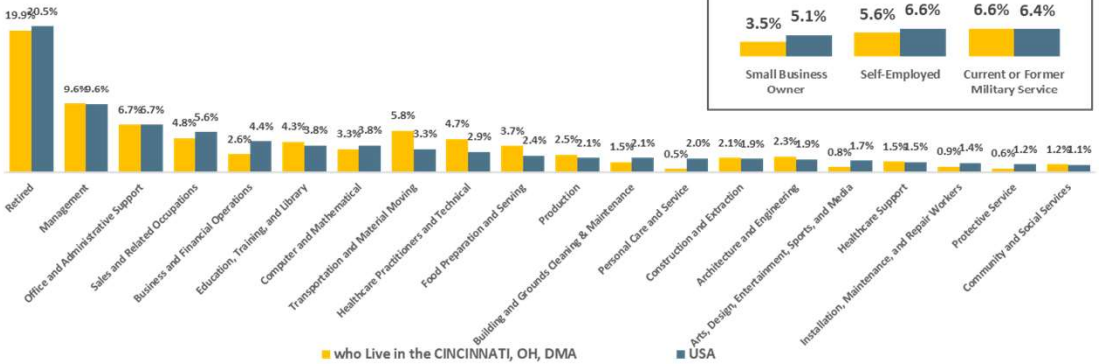
Employment: Adults 18 or older



Marital Status: Adults 18 or older

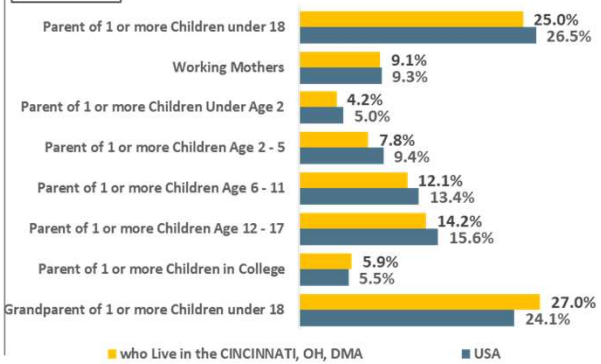


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



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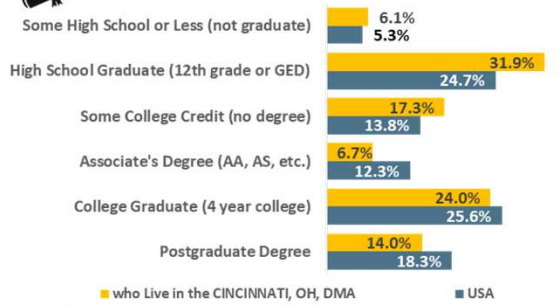
USA Projection Scarborough R2 2024: Aug23-Aug24 Qual Intab 23,275



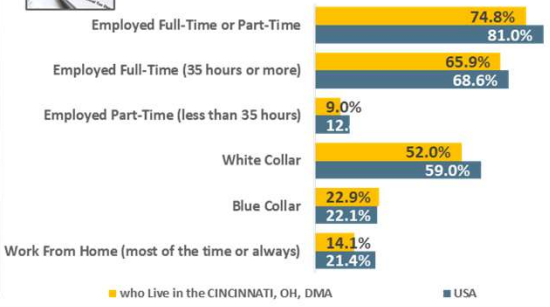
P25-54

.7% or 903,913 of USA Adults 25 - 54 Live in the CINCINNATI, OH, DMA.
Adults 25 - 54 who Live in the CINCINNATI, OH, DMA are 13.6% less likely to be a college graduate, 4.% less likely to work full-time, 2.3% less likely to be married, 2.7% less likely to be a parent of 1 or more children under 18.

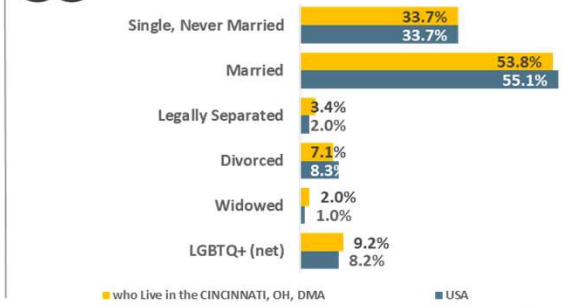
Education Levels: Adults 25 - 54



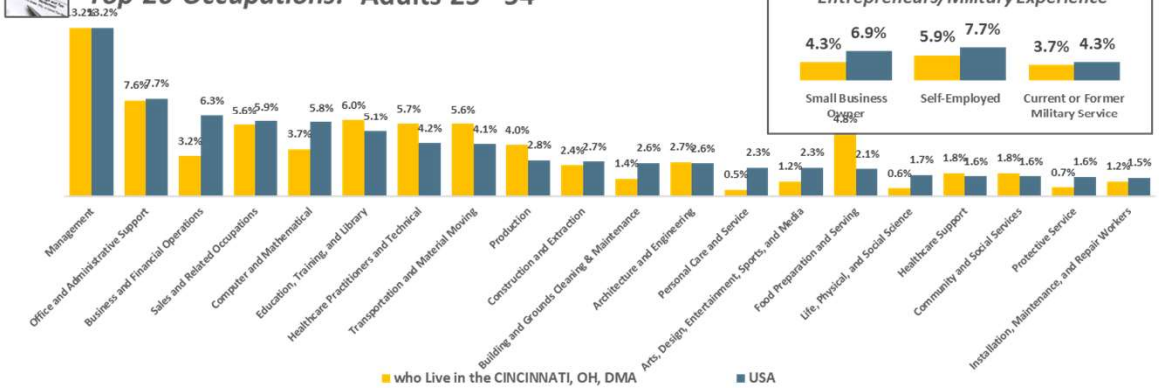
Employment: Adults 25 - 54



Marital Status: Adults 25 - 54

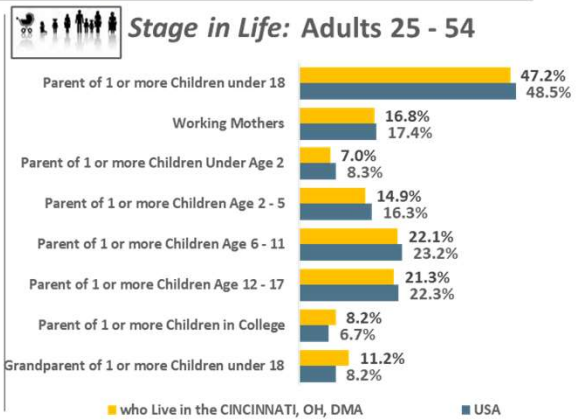


Top-20 Occupations: Adults 25 - 54



Entrepreneurs/Military Experience

Stage in Life: Adults 25 - 54



USA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,879

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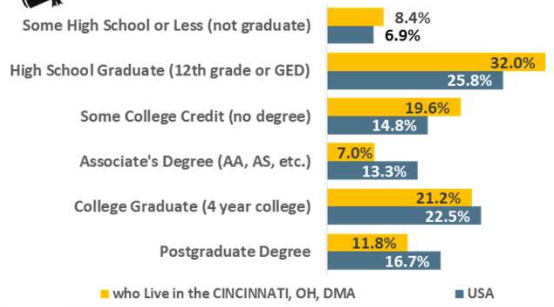
USA Projection Scarborough R2 2024: Aug23-Aug24 Qual Intab 23,275



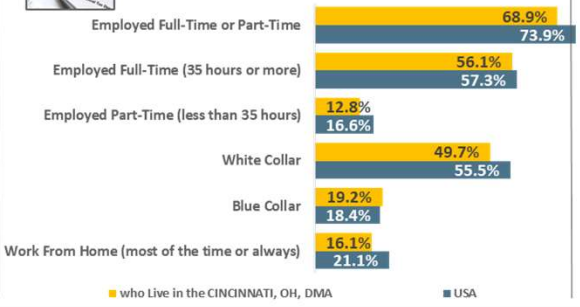
W25-54

.7% or 458,189 of USA Women 25 - 54 Live in the CINCINNATI, OH, DMA.
Women 25 - 54 who Live in the CINCINNATI, OH, DMA are 15.9% less likely to be a college graduate, 2.2% less likely to work full-time, 5.3% less likely to be married, 43.1% more likely to be a grandparent of 1 or more children under 18.

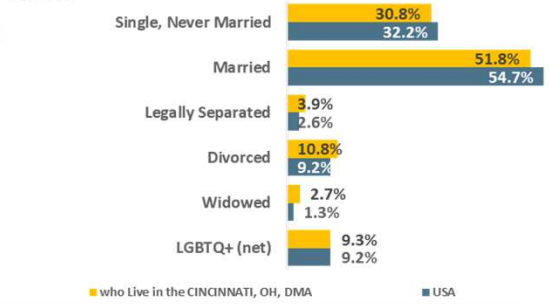
Education Levels: Women 25 - 54



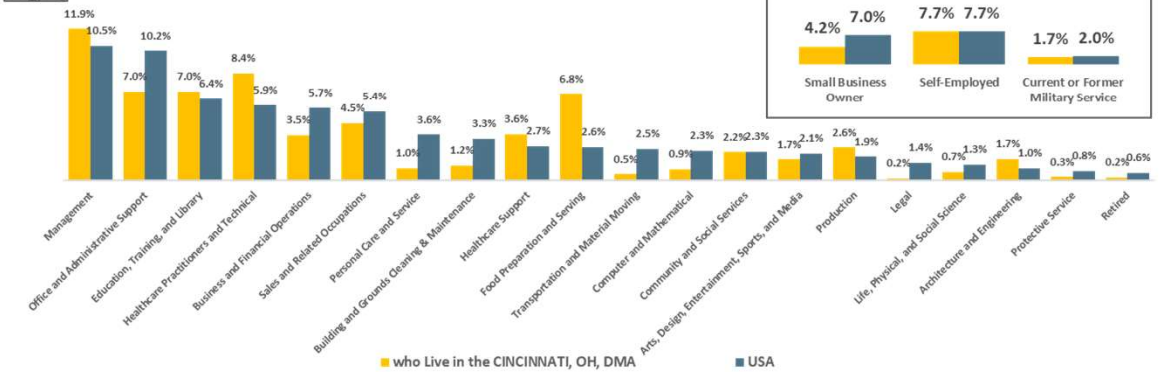
Employment: Women 25 - 54



Marital Status: Women 25 - 54

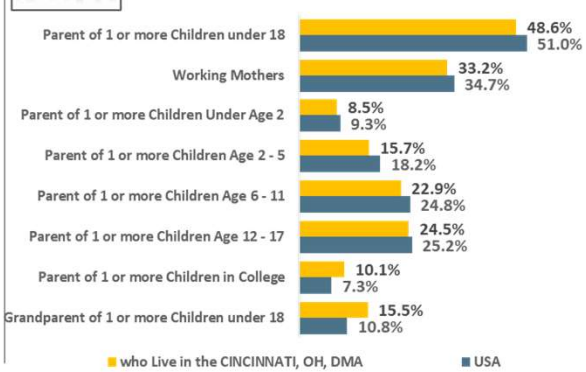


Top-20 Occupations: Women 25 - 54



Entrepreneurs/Military Experience

Stage in Life: Women 25 - 54



USA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,879

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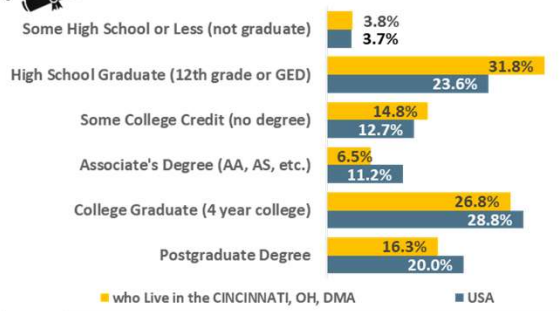
USA Projection Scarborough R2 2024: Aug23-Aug24 Qual Intab 23,275



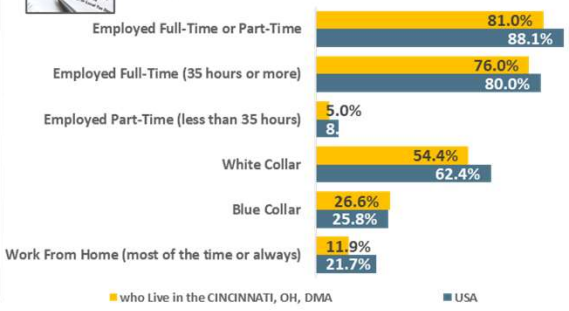
M25-54

.7% or 445,724 of USA Men 25 - 54 Live in the CINCINNATI, OH, DMA.
Men 25 - 54 who Live in the CINCINNATI, OH, DMA are 11.6% less likely to be a college graduate, 5.1% less likely to work full-time, .7% more likely to be married, .6% less likely to be a parent of 1 or more children under 18.

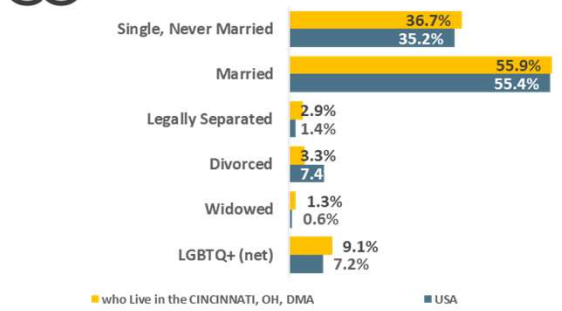
Education Levels: Men 25 - 54



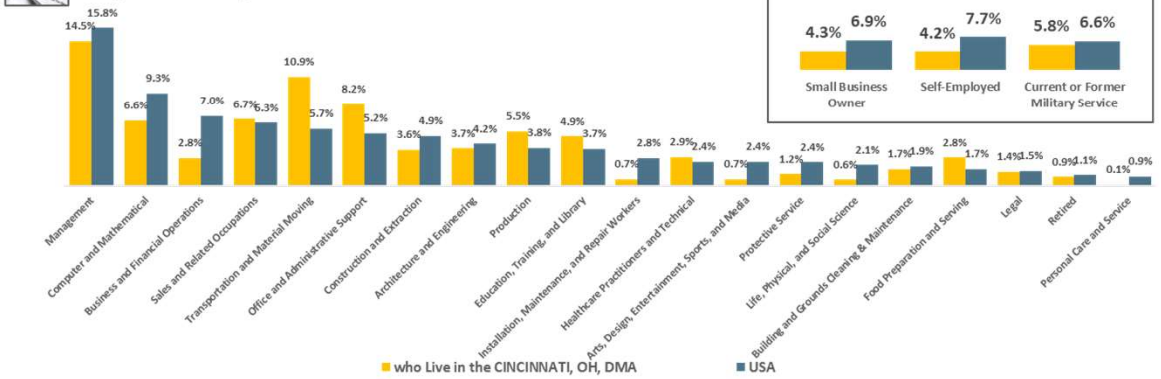
Employment: Men 25 - 54



Marital Status: Men 25 - 54

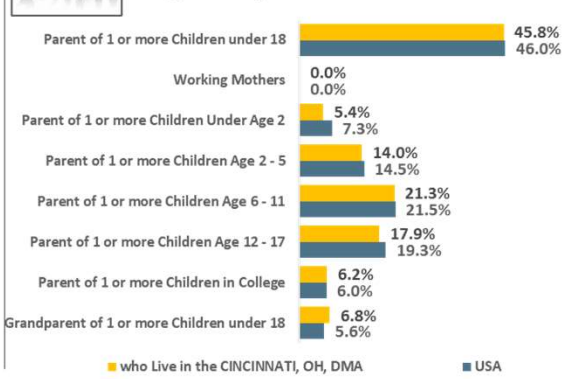


Top-20 Occupations: Men 25 - 54



Entrepreneurs/Military Experience

Stage in Life: Men 25 - 54



USA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,879

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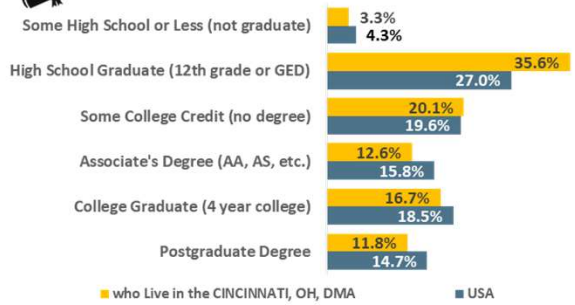
USA Projection Scarborough R2 2024: Aug23-Aug24 Qual Intab 23,275



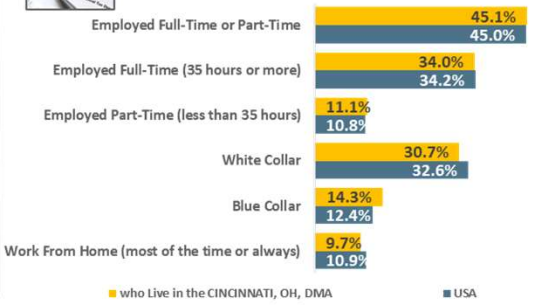
P50+

.7% or 911,357 of USA Adults 50 or older Live in the CINCINNATI, OH, DMA.
Adults 50 or older who Live in the CINCINNATI, OH, DMA are 14.4% less likely to be a college graduate, .6% less likely to work full-time, 5.4% more likely to be married, 8.4% more likely to be a grandparent of 1 or more children under 18.

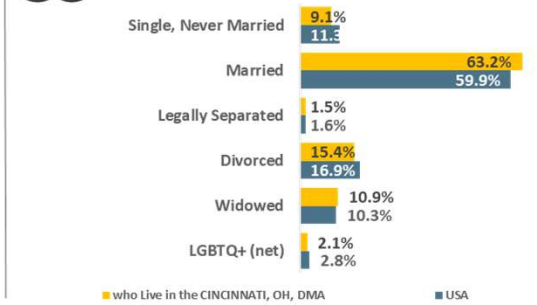
Education Levels: Adults 50 or older



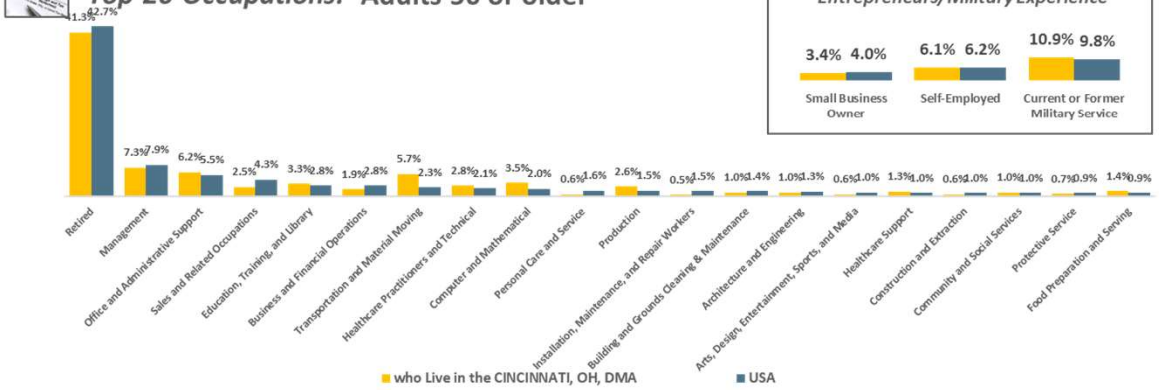
Employment: Adults 50 or older



Marital Status: Adults 50 or older

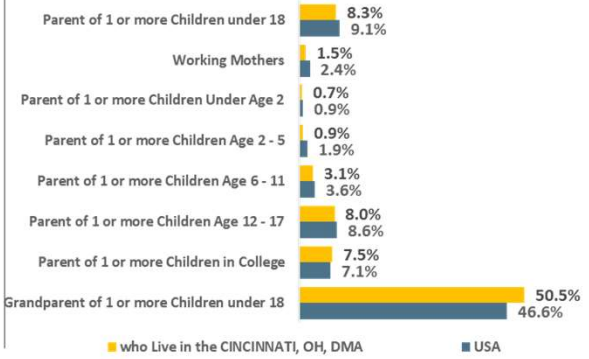


Top-20 Occupations: Adults 50 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 50 or older



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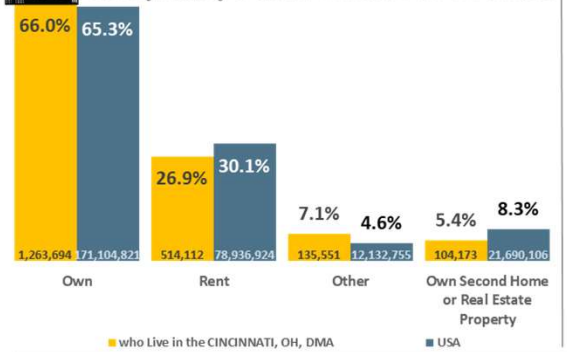
USA Projection Scarborough R2 2024: Aug23-Aug24 Qual Intab 23,275



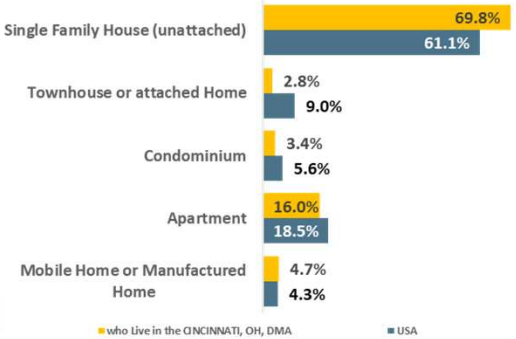
P18+

.7% or 1,913,357 of USA Adults 18 or older Live in the CINCINNATI, OH, DMA.
Adults 18 or older who Live in the CINCINNATI, OH, DMA are 1.2% more likely to own their home, 21.1% more likely to own a lower valued home, 14.2% more likely to have a single-family home, 32.% more likely to have a dog.

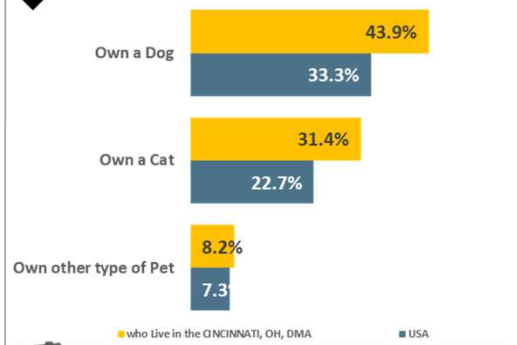
Own/Rent/Other: Adults 18 or older



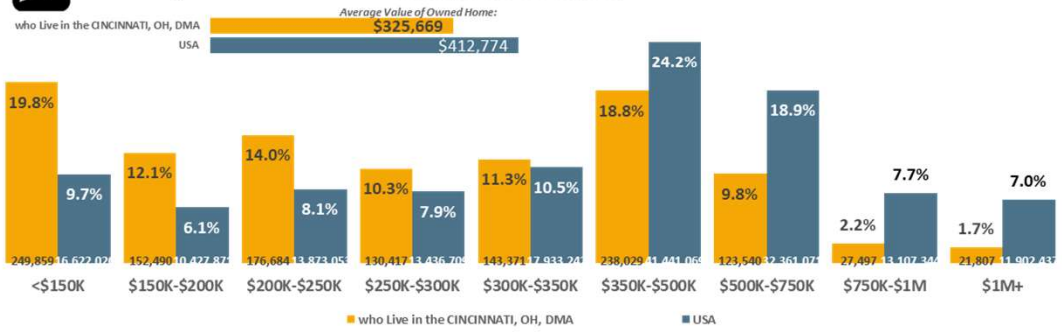
Type of Home: Adults 18 or older



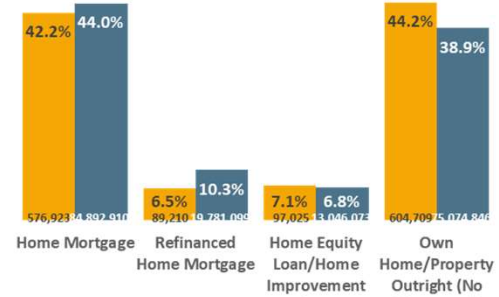
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



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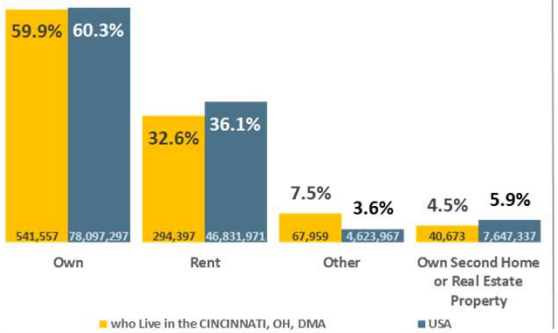
USA Projection Scarborough R2 2024: Aug23-Aug24 Qual Intab 23,275



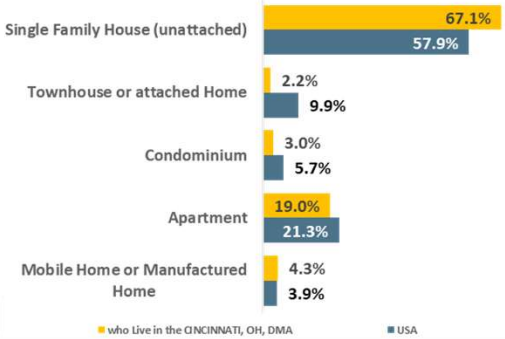
P25-54

.7% or 903,913 of USA Adults 25 - 54 Live in the CINCINNATI, OH, DMA.
Adults 25 - 54 who Live in the CINCINNATI, OH, DMA are .6% less likely to own their home, 22.5% more likely to own a lower valued home, 16.% more likely to have a single-family home, 26.6% more likely to have a dog.

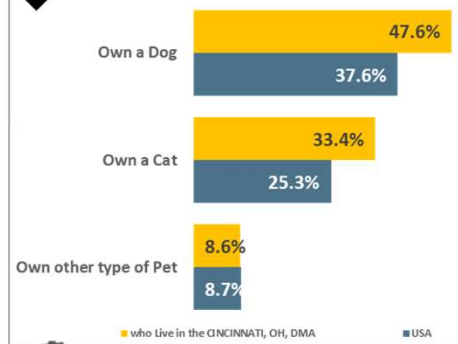
Own/Rent/Other: Adults 25 - 54



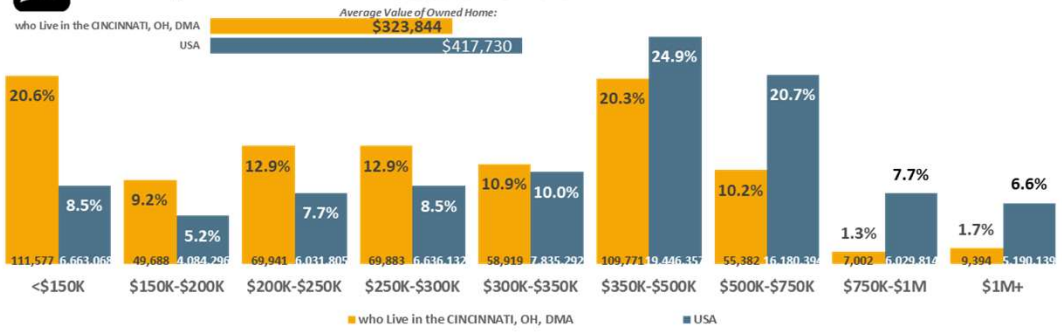
Type of Home: Adults 25 - 54



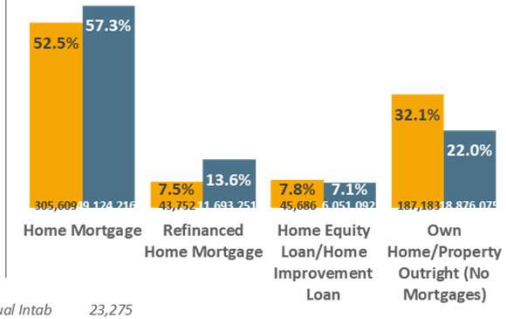
Pets in Home: Adults 25 - 54



Value of Owned Home: Adults 25 - 54



Home Loans: Adults 25 - 54



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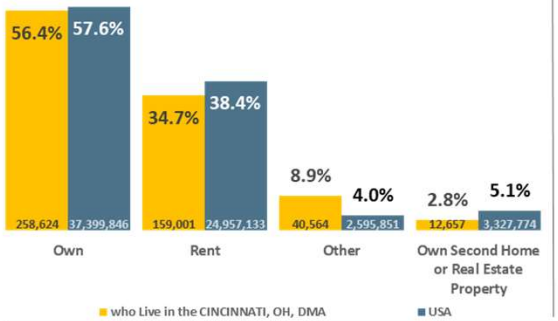
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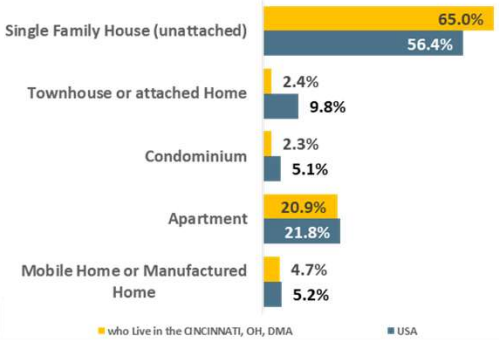
W25-54

.7% or 458,189 of USA Women 25 - 54 Live in the CINCINNATI, OH, DMA.
Women 25 - 54 who Live in the CINCINNATI, OH, DMA are 2.% less likely to own their home, 20.7% more likely to own a lower valued home, 15.2% more likely to have a single-family home, 30.8% more likely to have a dog.

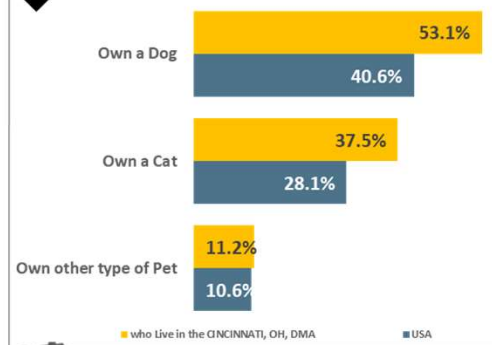
Own/Rent/Other: Women 25 - 54



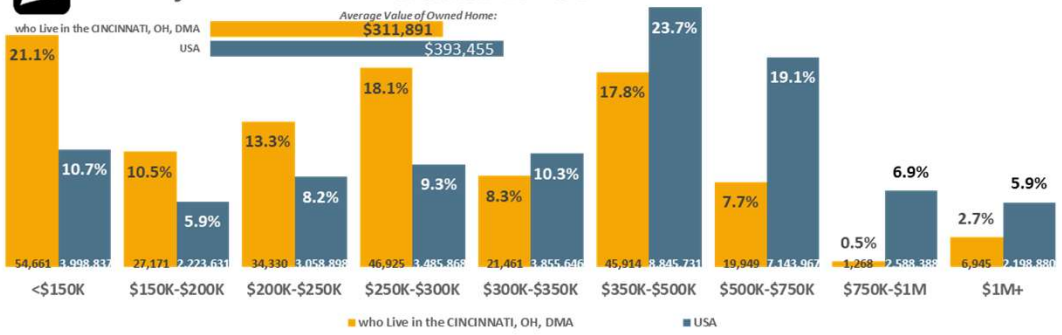
Type of Home: Women 25 - 54



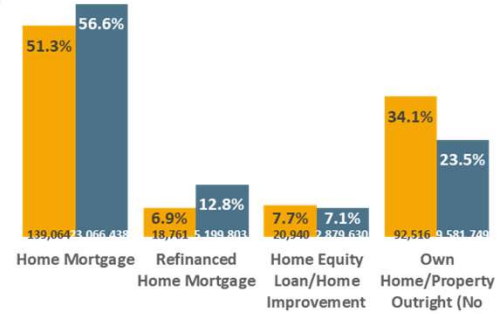
Pets in Home: Women 25 - 54



Value of Owned Home: Women 25 - 54



Home Loans: Women 25 - 54



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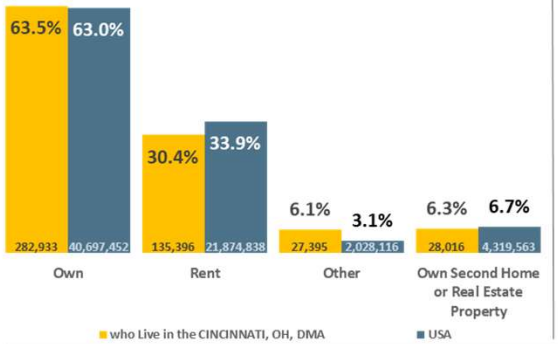
USA Projection Scarborough R2 2024: Aug23-Aug24 Qual Intab 23,275



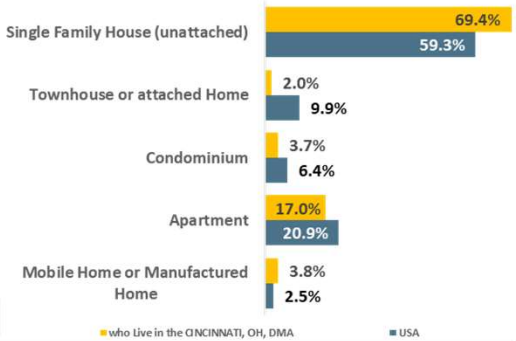
M25-54

.7% or 445,724 of USA Men 25 - 54 Live in the CINCINNATI, OH, DMA.
Men 25 - 54 who Live in the CINCINNATI, OH, DMA are .8% more likely to own their home, 23.9% more likely to own a lower valued home, 16.9% more likely to have a single-family home, 21.3% more likely to have a dog.

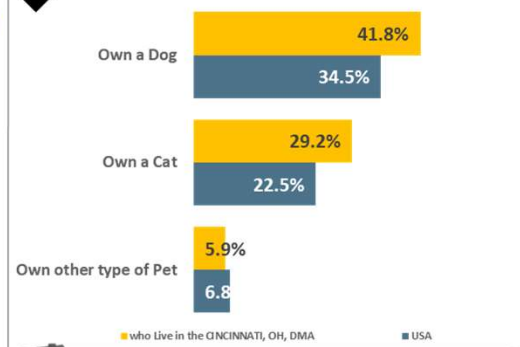
Own/Rent/Other: Men 25 - 54



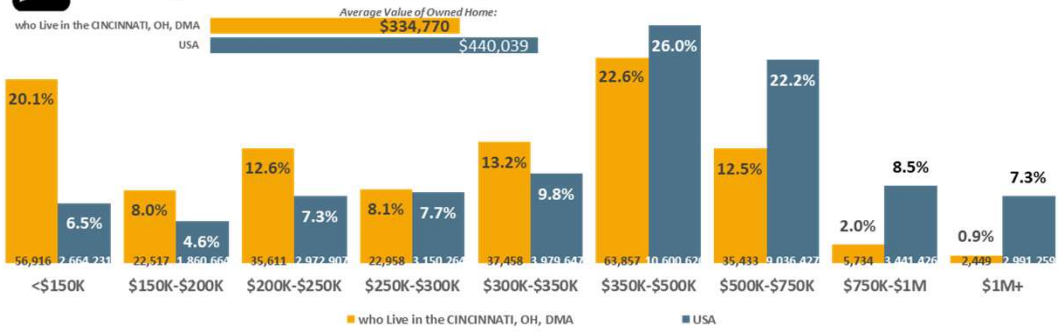
Type of Home: Men 25 - 54



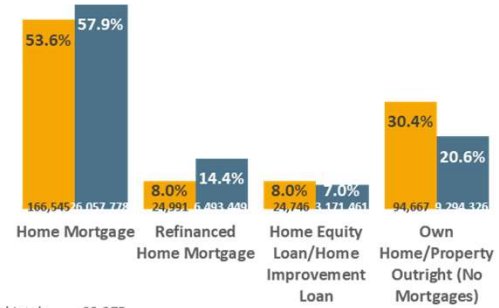
Pets in Home: Men 25 - 54



Value of Owned Home: Men 25 - 54



Home Loans: Men 25 - 54



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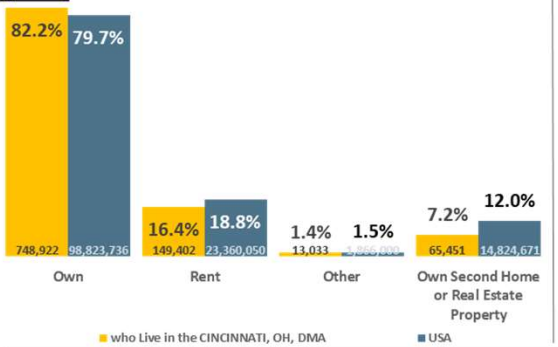
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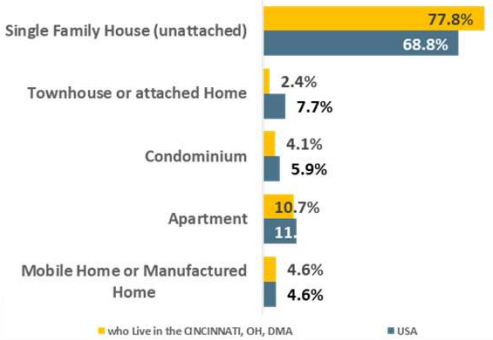
P50+

.7% or 911,357 of USA Adults 50 or older Live in the CINCINNATI, OH, DMA.
Adults 50 or older who Live in the CINCINNATI, OH, DMA are 3.2% more likely to own their home, 21.9% more likely to own a lower valued home, 13.1% more likely to have a single-family home, 33.5% more likely to have a dog.

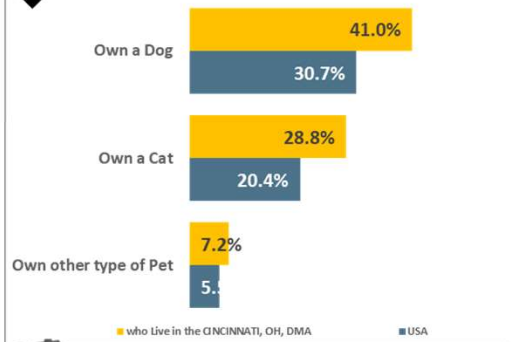
Own/Rent/Other: Adults 50 or older



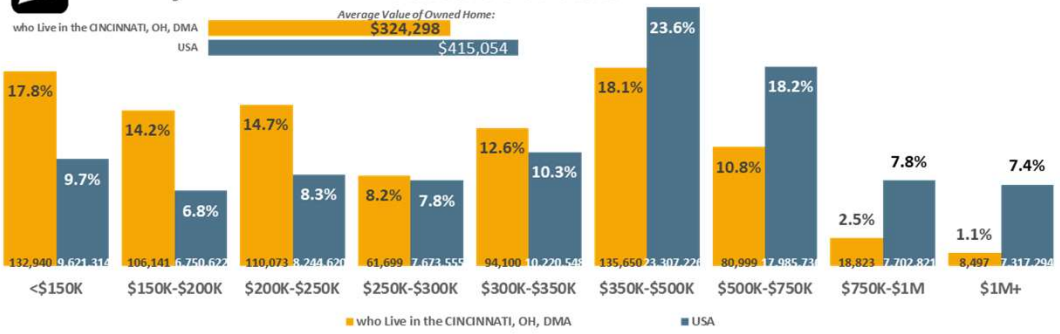
Type of Home: Adults 50 or older



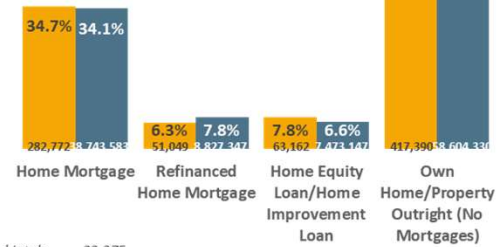
Pets in Home: Adults 50 or older



Value of Owned Home: Adults 50 or older



Home Loans: Adults 50 or older



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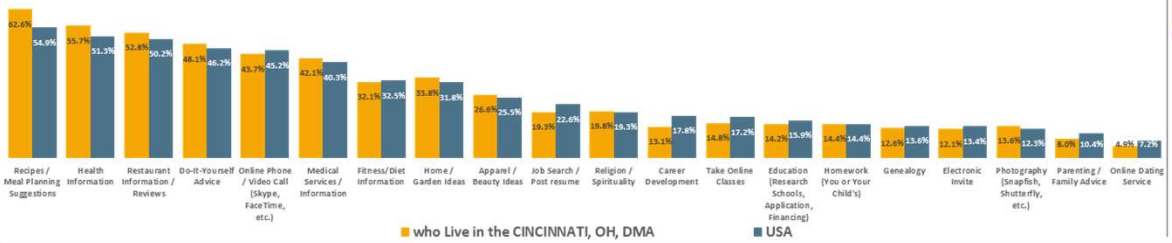
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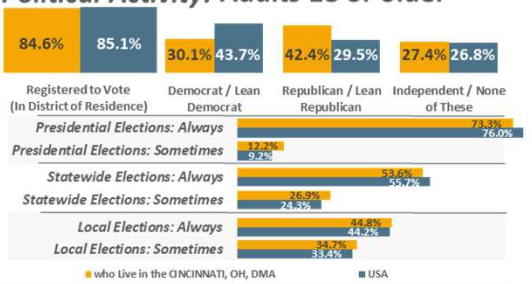
P18+

.7% or 1,913,357 of USA Adults 18 or older Live in the CINCINNATI, OH, DMA.
Adults 18 or older who Live in the CINCINNATI, OH, DMA are 4.% more likely to look up D-I-Y advice online, 1.3% more likely to always vote in local elections, 1.9% more likely to belong to a gym, 12.% less likely to fly domestic past yr.

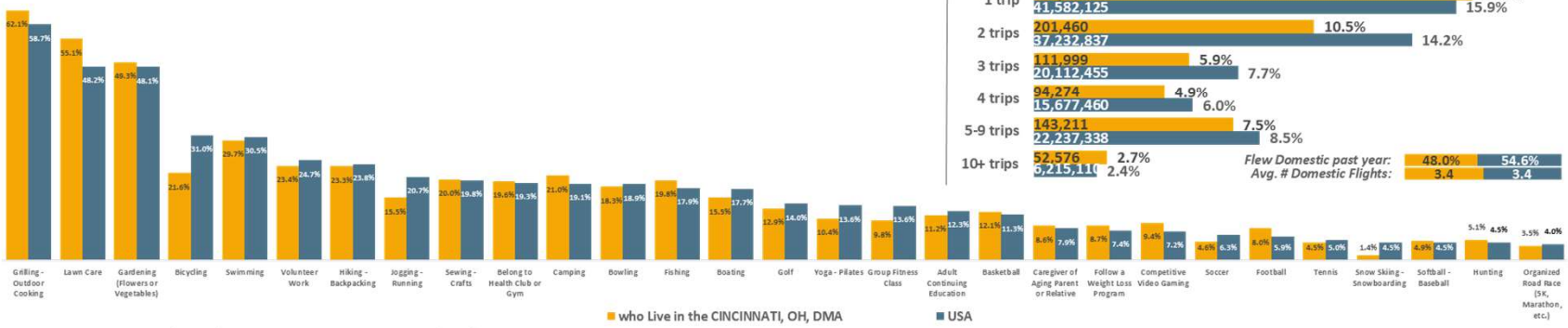
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

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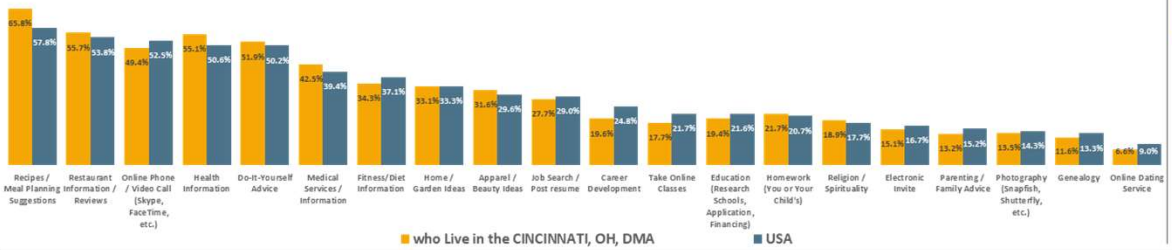
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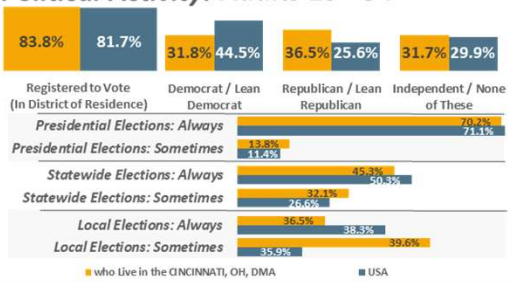
P25-54

.7% or 903,913 of USA Adults 25 - 54 Live in the CINCINNATI, OH, DMA.
Adults 25 - 54 who Live in the CINCINNATI, OH, DMA are 3.2% more likely to look up D-I-Y advice online, 4.6% less likely to always vote in local elections, 11.% less likely to belong to a gym, 18.5% less likely to fly domestic past yr.

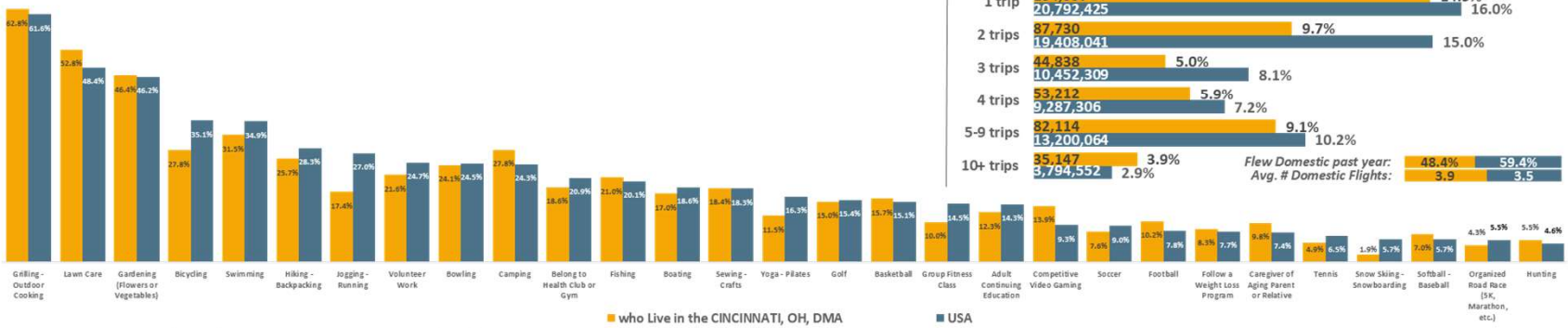
Top-20 past 30-days Online Lifestyle Activites: Adults 25 - 54



Political Activity: Adults 25 - 54



Top-30 past 12-months Active Lifestyle Activites: Adults 25 - 54



Past 12-months Domestic Airline Trips: Adults 25 - 54

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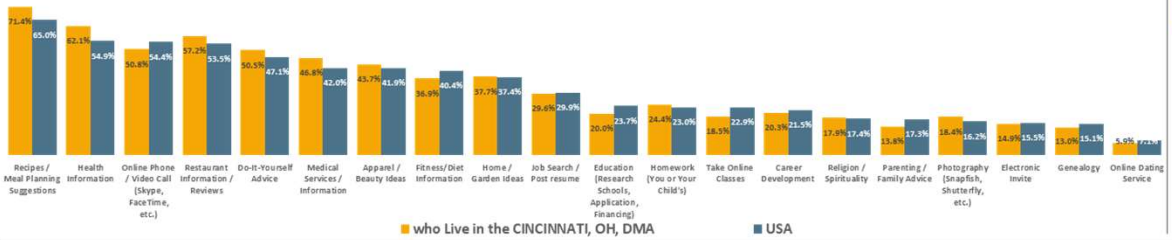
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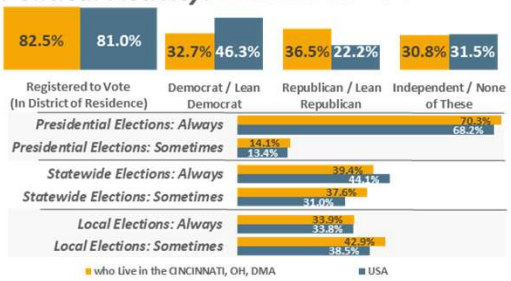
W25-54

.7% or 458,189 of USA Women 25 - 54 Live in the CINCINNATI, OH, DMA.
Women 25 - 54 who Live in the CINCINNATI, OH, DMA are 7.1% more likely to look up D-I-Y advice online, .2% more likely to always vote in local elections, 17.4% less likely to belong to a gym, 20.4% less likely to fly domestic past yr.

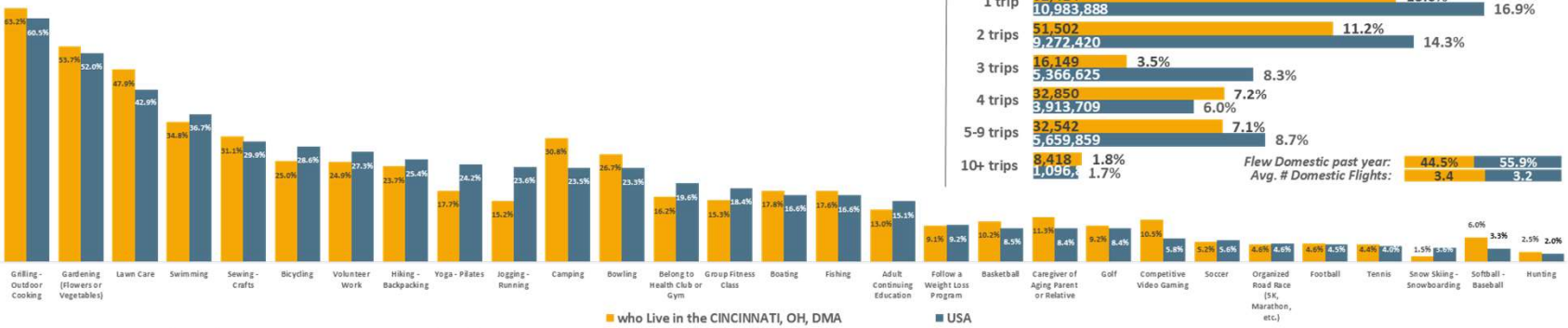
Top-20 past 30-days Online Lifestyle Activites: Women 25 - 54



Political Activity: Women 25 - 54



Top-30 past 12-months Active Lifestyle Activites: Women 25 - 54



Past 12-months Domestic Airline Trips: Women 25 - 54

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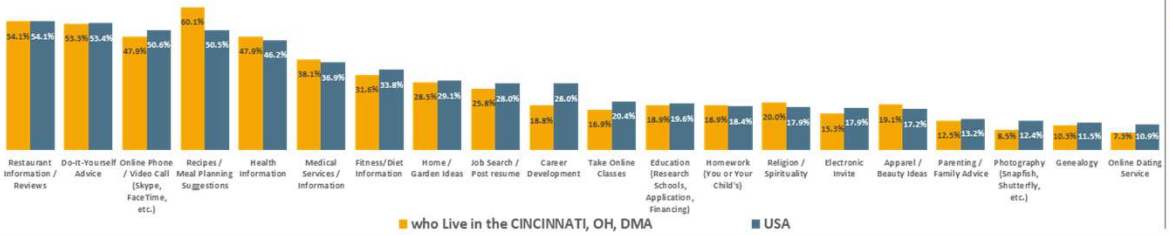
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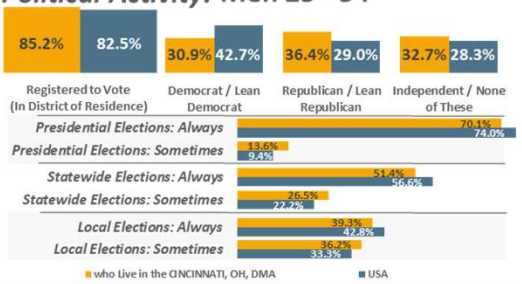
M25-54

.7% or 445,724 of USA Men 25 - 54 Live in the CINCINNATI, OH, DMA.
Men 25 - 54 who Live in the CINCINNATI, OH, DMA are .2% less likely to look up D-I-Y advice online, 8.2% less likely to always vote in local elections, 5.1% less likely to belong to a gym, 16.6% less likely to fly domestic past yr.

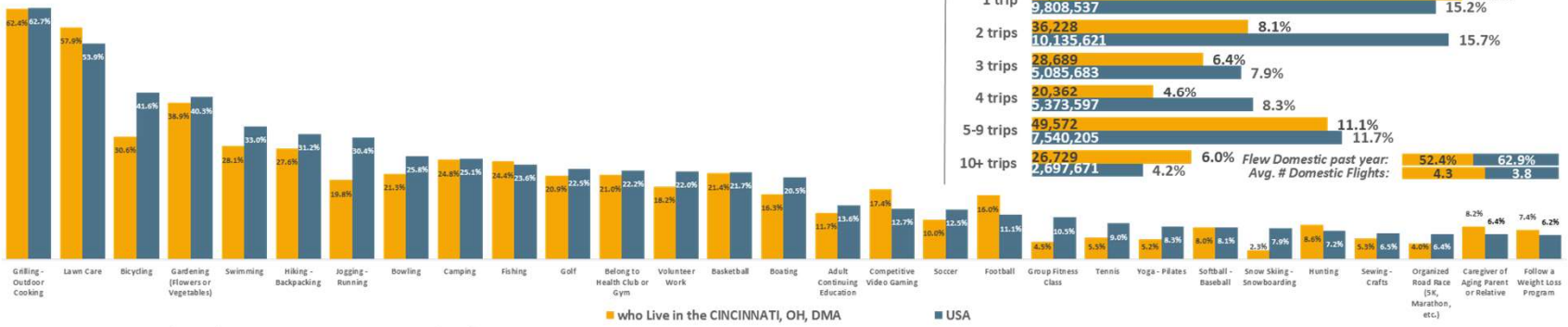
Top-20 past 30-days Online Lifestyle Activites: Men 25 - 54



Political Activity: Men 25 - 54



Top-30 past 12-months Active Lifestyle Activites: Men 25 - 54



Past 12-months Domestic Airline Trips: Men 25 - 54

USA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,879

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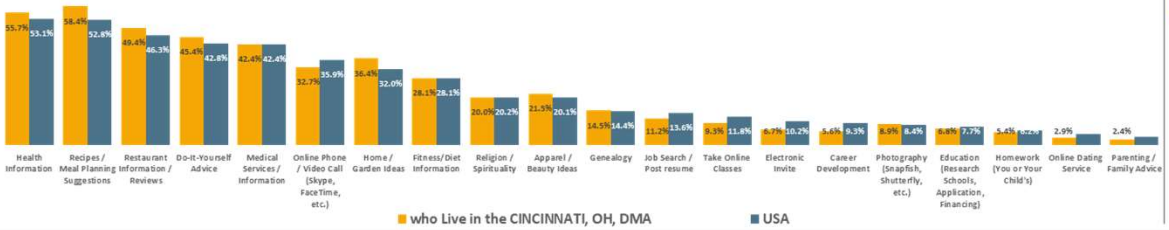
USA Projection Scarborough R2 2024: Aug23-Aug24 Qual Intab 23,275



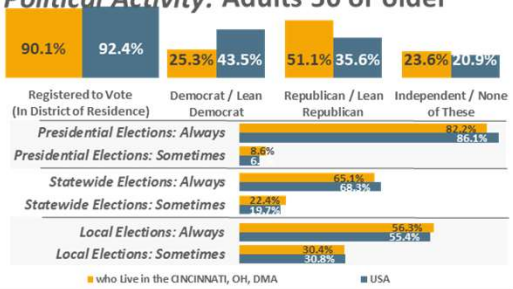
P50+

.7% or 911,357 of USA Adults 50 or older Live in the CINCINNATI, OH, DMA.
Adults 50 or older who Live in the CINCINNATI, OH, DMA are 6.% more likely to look up D-I-Y advice online, 1.7% more likely to always vote in local elections, .8% more likely to belong to a gym, 11.5% less likely to fly domestic past yr.

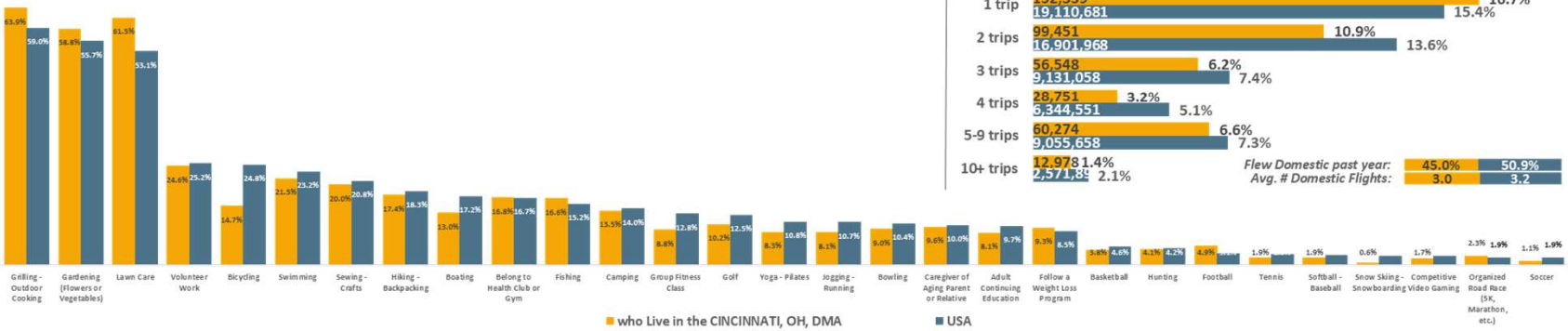
Top-20 past 30-days Online Lifestyle Activites: Adults 50 or older



Political Activity: Adults 50 or older



Top-30 past 12-months Active Lifestyle Activites: Adults 50 or older



Past 12-months Domestic Airline Trips: Adults 50 or older

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P18+

.7% or 1,913,357 of USA Adults 18 or older Live in the CINCINNATI, OH, DMA.
Adults 18 or older who Live in the CINCINNATI, OH, DMA are .4% less likely to use QSRs past mo., 3.% more likely to use Sit-Down Restaurants past mo., 8.4% more likely to use Casinos past yr., 48.9% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:
87.9% 88.3%
1,682,547 231,499,783

Avg. Monthly QSR Meals:
6.2 6.5

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



Total Monthly Sit-Down Restaurant Users:
78.0% 75.7%
1,492,143 198,476,016

Avg. Monthly Sit-Down Restaurant Meals:
3.9 4.0

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



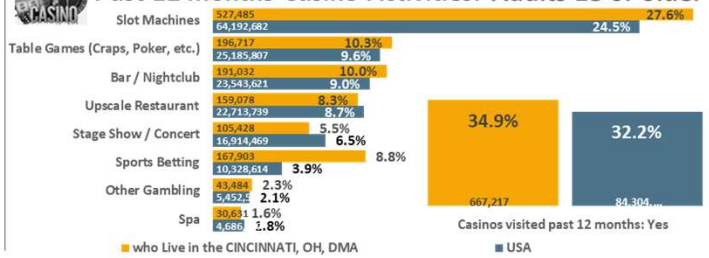
Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
who Live in the CINCINNATI, OH, DMA 336,685 17.6%
USA 18.0%

Drank Past 30-days: Adults 18 or older



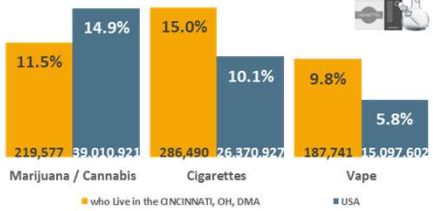
Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older





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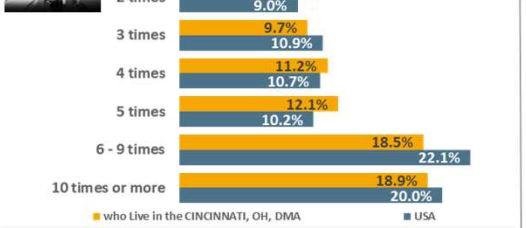


P25-54

.7% or 903,913 of USA Adults 25 - 54 Live in the CINCINNATI, OH, DMA.
Adults 25 - 54 who Live in the CINCINNATI, OH, DMA are 4.% less likely to use QSRs past mo., 3.8% less likely to use Sit-Down Restaurants past mo., 24.2% more likely to use Casinos past yr., 84.7% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 25 - 54



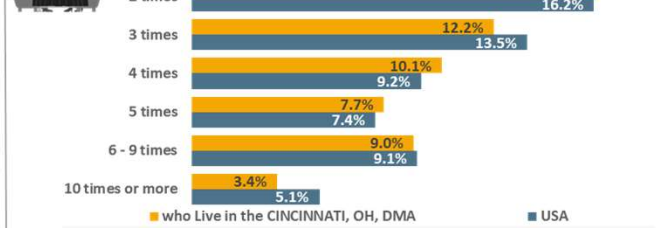


Total Monthly QSR Users:
86.9%
785,843
90.6%
117,317,371

Avg. Monthly QSR Meals:
6.7
6.8

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





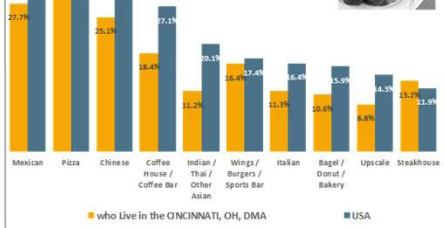
Total Monthly Sit-Down Restaurant Users:
73.2%
661,904
76.1%
98,623,118

Avg. Monthly Sit-Down Restaurant Meals:
3.8
4.0

Top-10 Cuisines: Adults 25 - 54

(Sit-Down Restaurants Used Past 30-days)





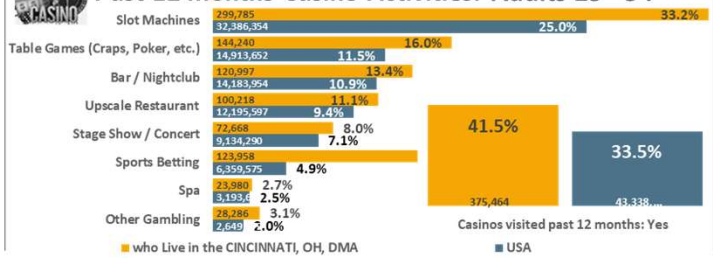
Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
who Live in the CINCINNATI, OH, DMA 215,022 23.8%
USA 23.4%

Drank Past 30-days: Adults 25 - 54



Past 12 months Casino Activities: Adults 25 - 54





Used Past 30-days: Adults 25 - 54



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W25-54

.7% or 458,189 of USA Women 25 - 54 Live in the CINCINNATI, OH, DMA.
Women 25 - 54 who Live in the CINCINNATI, OH, DMA are 1.2% less likely to use QSRs past mo., 1.9% more likely to use Sit-Down Restaurants past mo., 18.9% more likely to use Casinos past yr., 95.4% more likely to smoke cigarettes.

Past 30-days QSR Users: Women 25 - 54



Total Monthly QSR Users: 90.7% 415,577 | 91.8% 59,632,968

Avg. Monthly QSR Meals: 7.1 | 6.8

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



Total Monthly Sit-Down Restaurant Users: 76.9% 352,218 | 75.4% 48,987,795

Avg. Monthly Sit-Down Restaurant Meals: 3.9 | 4.0

Top-10 Cuisines: Women 25 - 54

(Sit-Down Restaurants Used Past 30-days)



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

who Live in the CINCINNATI, OH, DMA 126,498 27.6%

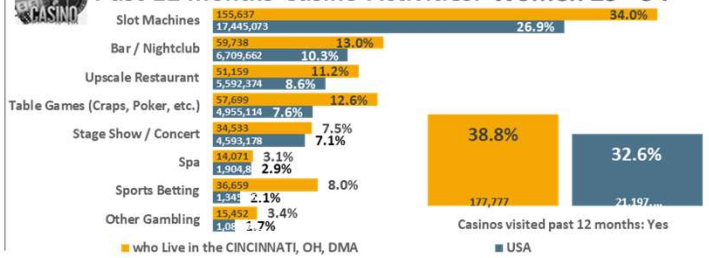
USA 25.6%

Drank Past 30-days: Women 25 - 54



Past 12 months Casino Activities: Women 25 - 54





Used Past 30-days: Women 25 - 54



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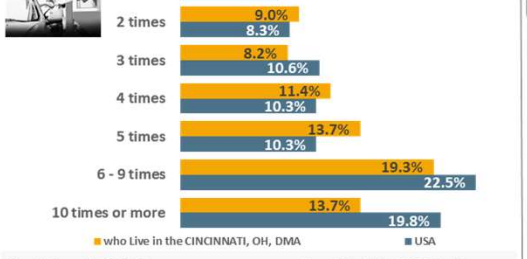


M25-54

.7% or 445,724 of USA Men 25 - 54 Live in the CINCINNATI, OH, DMA.
Men 25 - 54 who Live in the CINCINNATI, OH, DMA are 7.% less likely to use QSRs past mo., 9.6% less likely to use Sit-Down Restaurants past mo., 29.4% more likely to use Casinos past yr., 73.9% more likely to smoke cigarettes.

Past 30-days QSR Users: Men 25 - 54



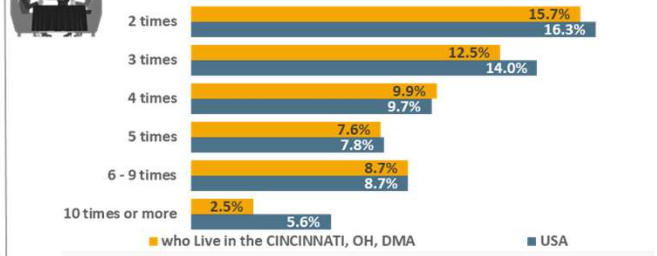


Total Monthly QSR Users:
83.1%
89.3%
370,266
57,684,40
3

Avg. Monthly QSR Meals:
6.2
6.9

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





Total Monthly Sit-Down Restaurant Users:
69.5%
76.8%
309,686
49,635,32
3

Avg. Monthly Sit-Down Restaurant Meals:
3.8
4.1

Top-10 Cuisines: Men 25 - 54

(Sit-Down Restaurants Used Past 30-days)



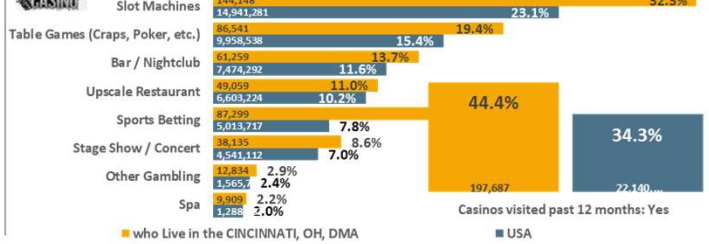
Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
who Live in the CINCINNATI, OH, DMA 88,524 19.9%
USA 15,066,75 21.2%

Drank Past 30-days: Men 25 - 54



Past 12 months Casino Activities: Men 25 - 54





Used Past 30-days: Men 25 - 54



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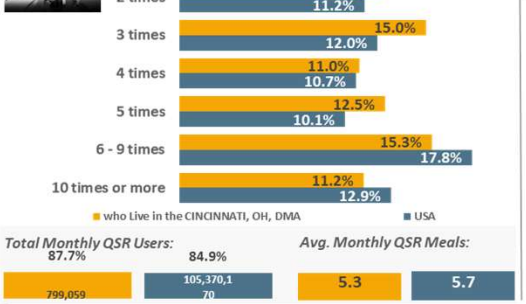


P50+

.7% or 911,357 of USA Adults 50 or older Live in the CINCINNATI, OH, DMA.
Adults 50 or older who Live in the CINCINNATI, OH, DMA are 3.2% more likely to use QSRs past mo., 9.7% more likely to use Sit-Down Restaurants past mo., 3.2% less likely to use Casinos past yr., 22.9% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 50 or older



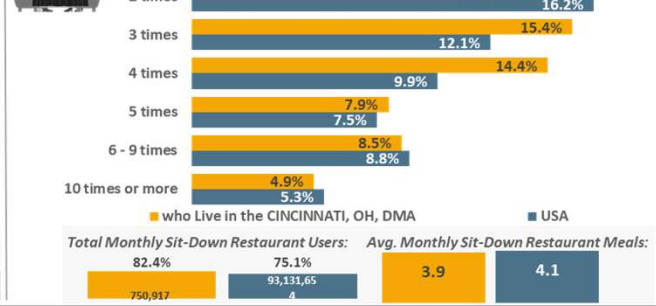


Total Monthly QSR Users:
87.7% 84.9%
799,059 105,370,170

Avg. Monthly QSR Meals:
5.3 5.7

Past 30-days Sit-Down Restaurant Users: Adults 50 or older





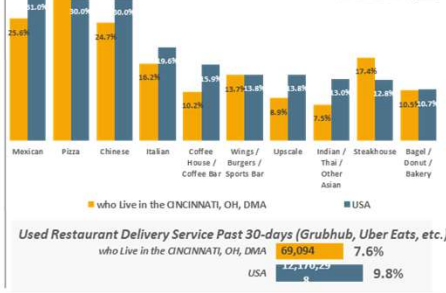
Total Monthly Sit-Down Restaurant Users:
82.4% 75.1%
750,917 93,131,654

Avg. Monthly Sit-Down Restaurant Meals:
3.9 4.1

Top-10 Cuisines: Adults 50 or older

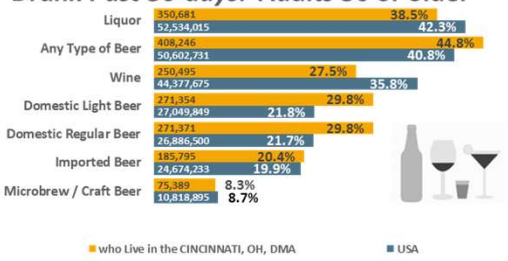
(Sit-Down Restaurants Used Past 30-days)





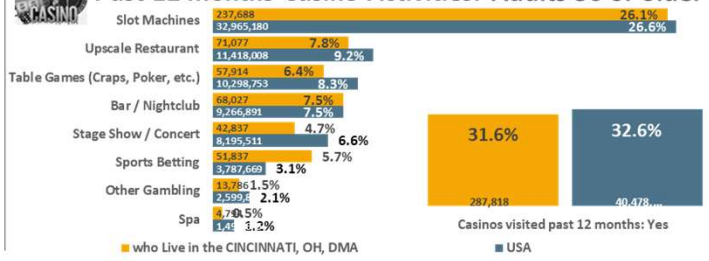
Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
who Live in the CINCINNATI, OH, DMA 69,094 7.6%
USA 9.8%

Drank Past 30-days: Adults 50 or older



Past 12 months Casino Activities: Adults 50 or older





Used Past 30-days: Adults 50 or older



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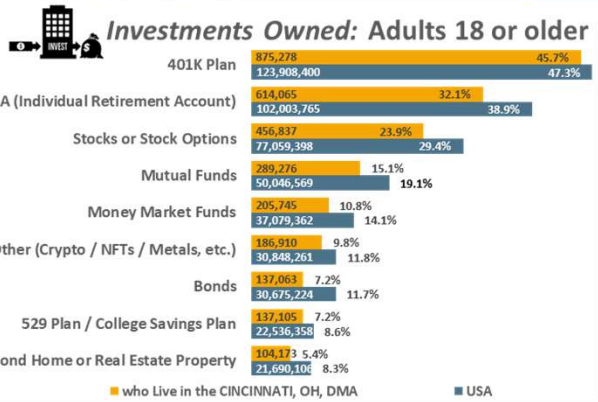
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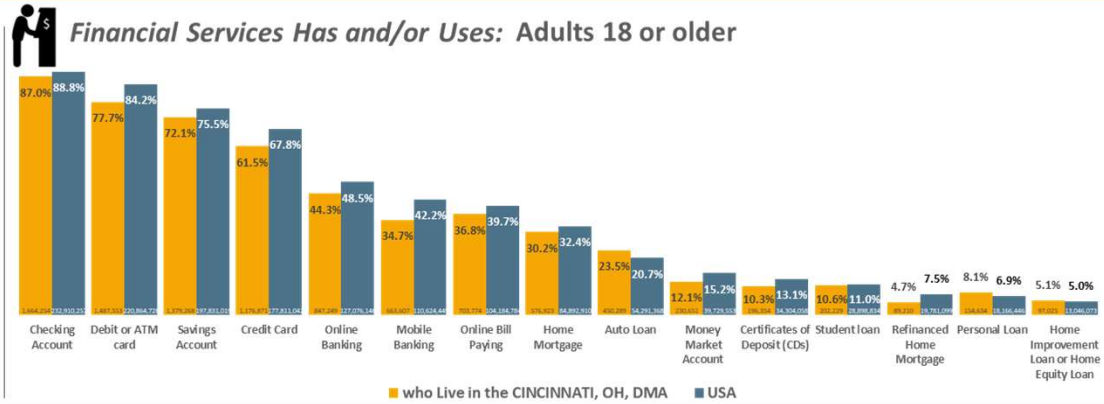
P18+

.7% or 1,913,357 of USA Adults 18 or older Live in the CINCINNATI, OH, DMA.
Adults 18 or older who Live in the CINCINNATI, OH, DMA are 3.2% less likely to have a 401K, 13.6% more likely to have an Auto Loan, 35.% less likely to Invest/Trade Stocks Online, 11.4% less likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



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

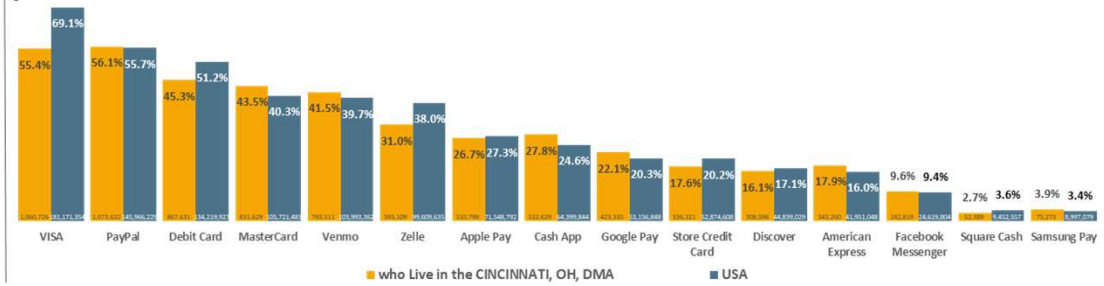


Professional Services Used:* Adults 18 or older



*(*Past 12 Months)*

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



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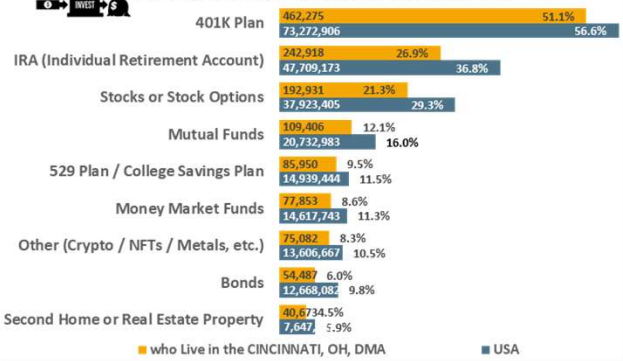


P25-54

.7% or 903,913 of USA Adults 25 - 54 Live in the CINCINNATI, OH, DMA.
Adults 25 - 54 who Live in the CINCINNATI, OH, DMA are 9.6% less likely to have a 401K, .2% more likely to have an Auto Loan, 37.9% less likely to Invest/Trade Stocks Online, 7.4% less likely to pay with their Debit Card.

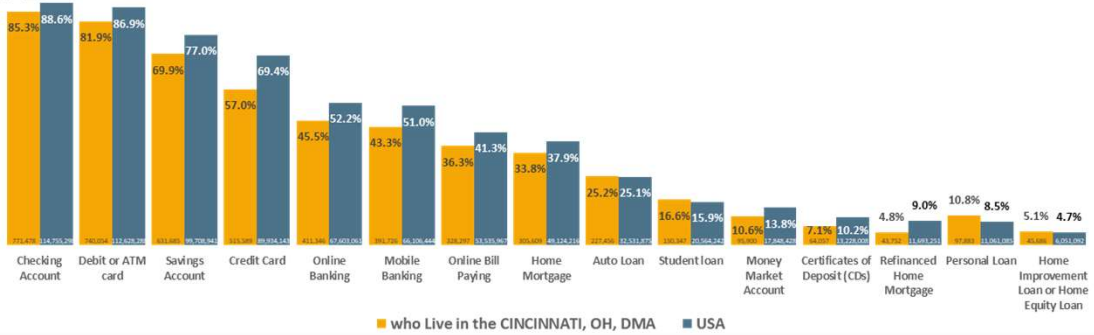
Investments Owned: Adults 25 - 54





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



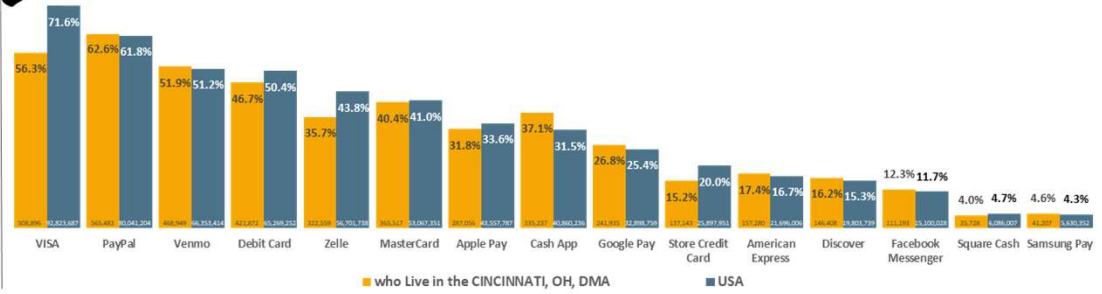


Professional Services Used:* Adults 25 - 54



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





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W25-54

.7% or 458,189 of USA Women 25 - 54 Live in the CINCINNATI, OH, DMA.
Women 25 - 54 who Live in the CINCINNATI, OH, DMA are 6.6% less likely to have a 401K, 2.9% more likely to have an Auto Loan, 29.6% less likely to Invest/Trade Stocks Online, 10.3% less likely to pay with their Debit Card.

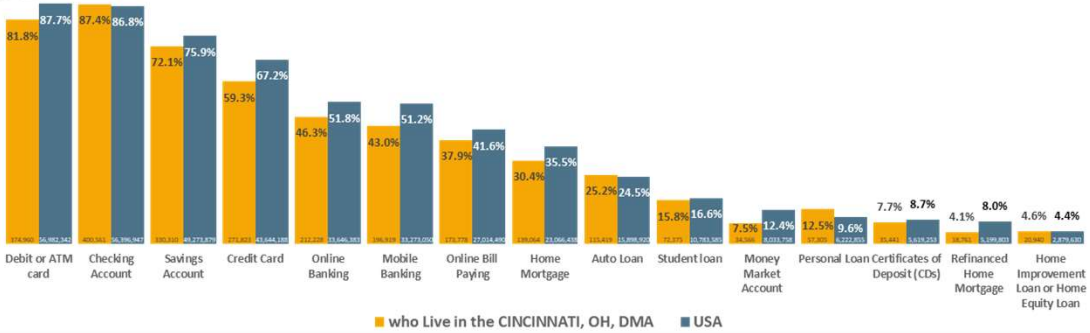
Investments Owned: Women 25 - 54





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





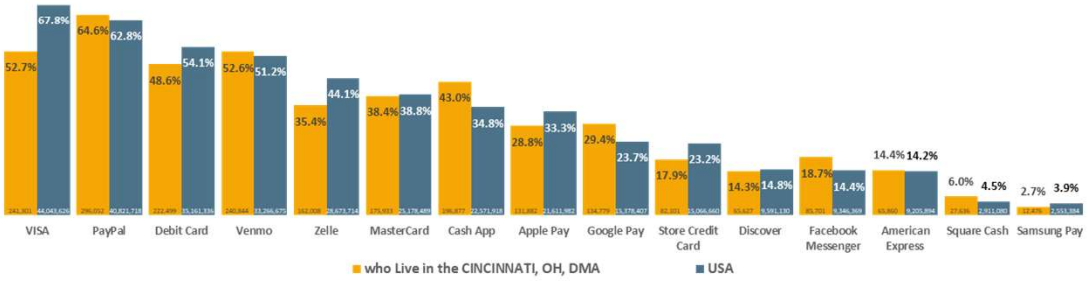
Professional Services Used:* Women 25 - 54



*(*Past 12 Months)*

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





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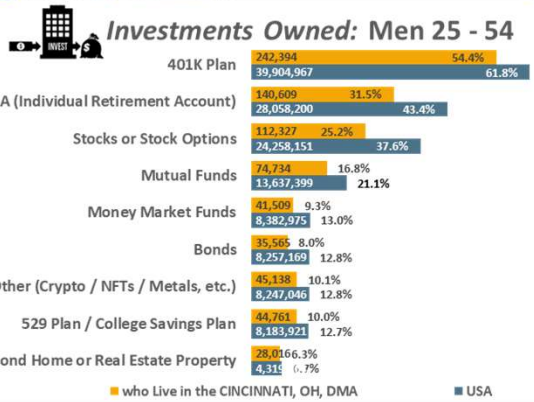
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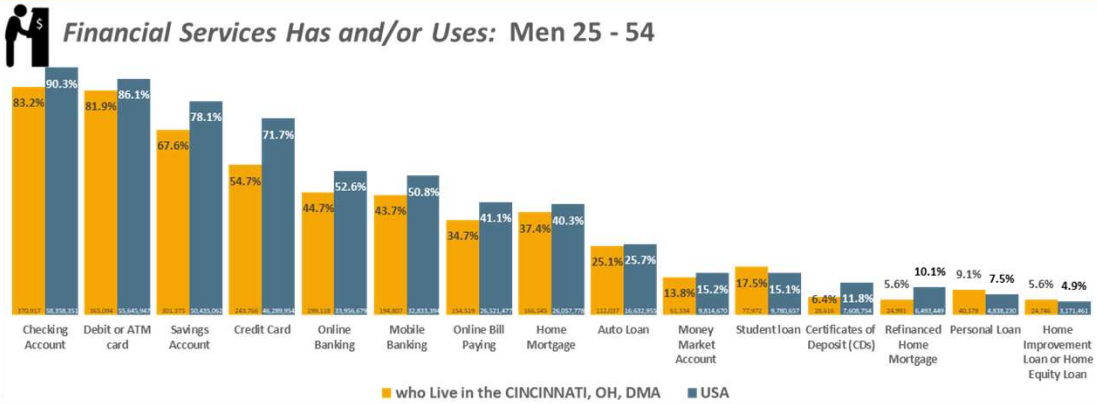
M25-54

.7% or 445,724 of USA Men 25 - 54 Live in the CINCINNATI, OH, DMA.
Men 25 - 54 who Live in the CINCINNATI, OH, DMA are 12.% less likely to have a 401K, 2.4% less likely to have an Auto Loan, 41.6% less likely to Invest/Trade Stocks Online, 4.% less likely to pay with their Debit Card.

Investments Owned: Men 25 - 54



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

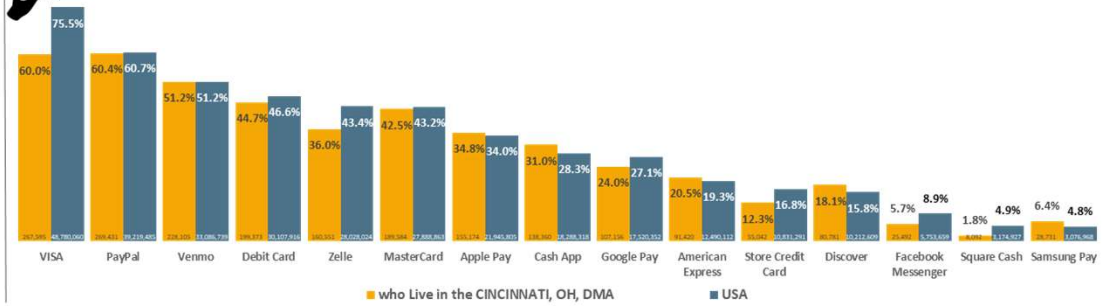


Professional Services Used:* Men 25 - 54



*(*Past 12 Months)*

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



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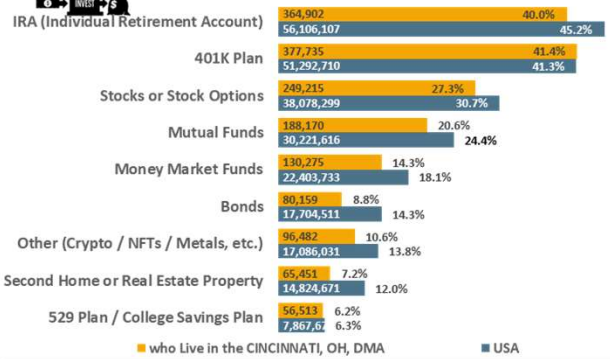


P50+

.7% or 911,357 of USA Adults 50 or older Live in the CINCINNATI, OH, DMA.
Adults 50 or older who Live in the CINCINNATI, OH, DMA are .2% more likely to have a 401K, 32.1% more likely to have an Auto Loan, 26.4% less likely to Invest/Trade Stocks Online, 14.% less likely to pay with their Debit Card.

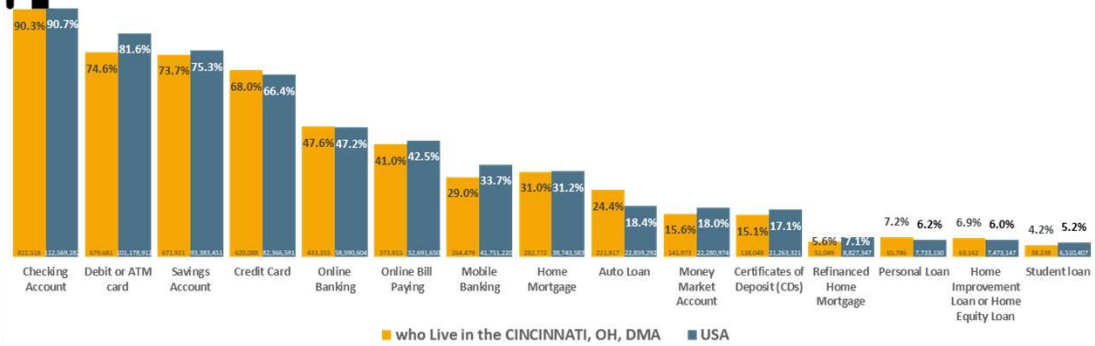
Investments Owned: Adults 50 or older





Financial Services Has and/or Uses: Adults 50 or older





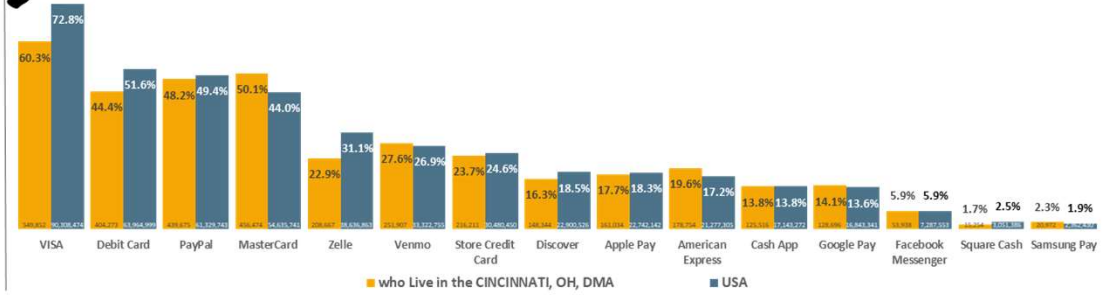
Professional Services Used:* Adults 50 or older



*(*Past 12 Months)*

Past 3-Months Payment Methods Used: Adults 50 or older





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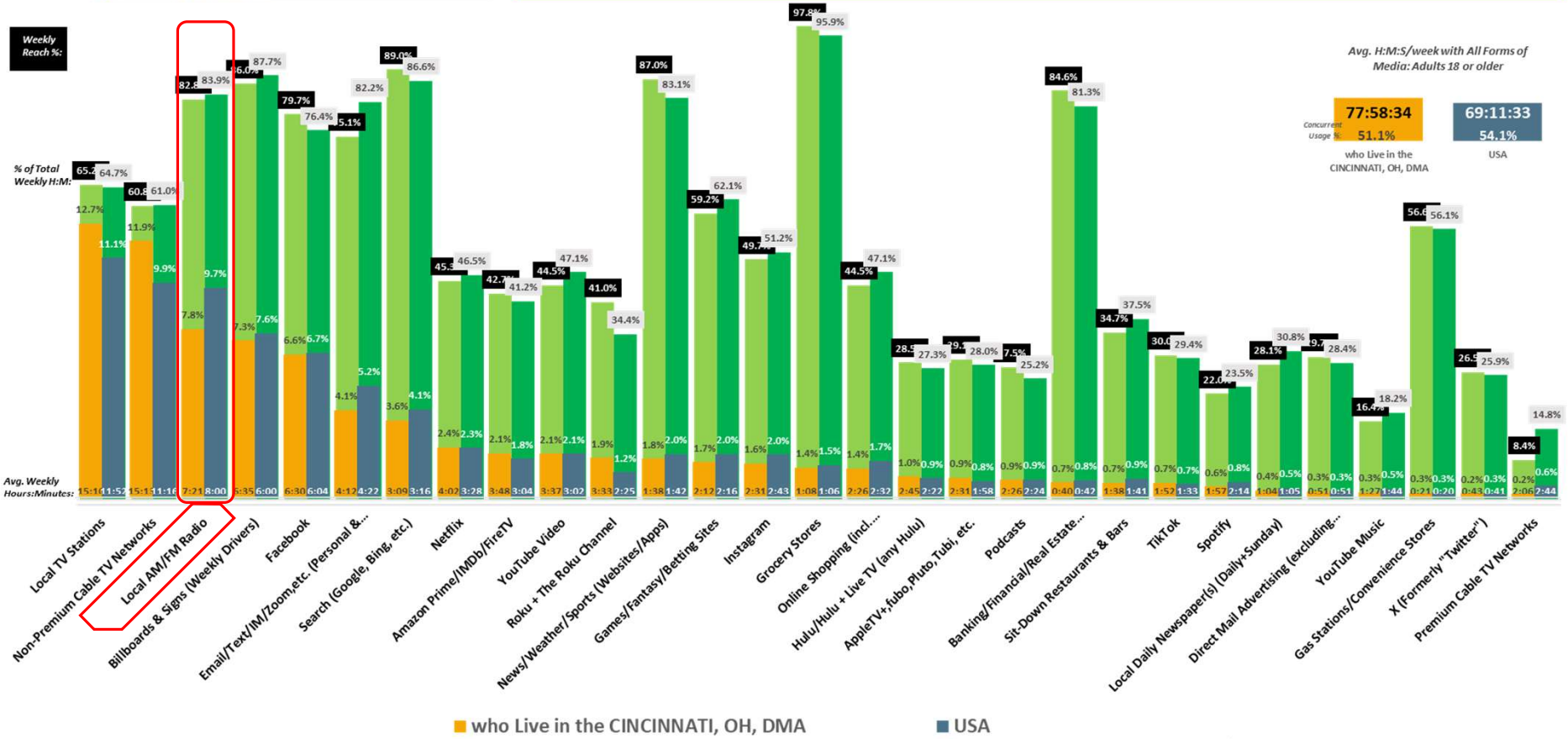
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P18+

Adults 18 or older who Live in the CINCINNATI, OH, DMA spend an average of 3 days, 5 hours, 58 minutes and 34 seconds each week with All Forms of Media.

82.8% of Adults 18 or older who Live in the CINCINNATI, OH, DMA spend an avg. of 7 hours and 21 minutes each week listening to All Local AM/FM Radio, representing 7.8% of total time spent with all forms of Media.



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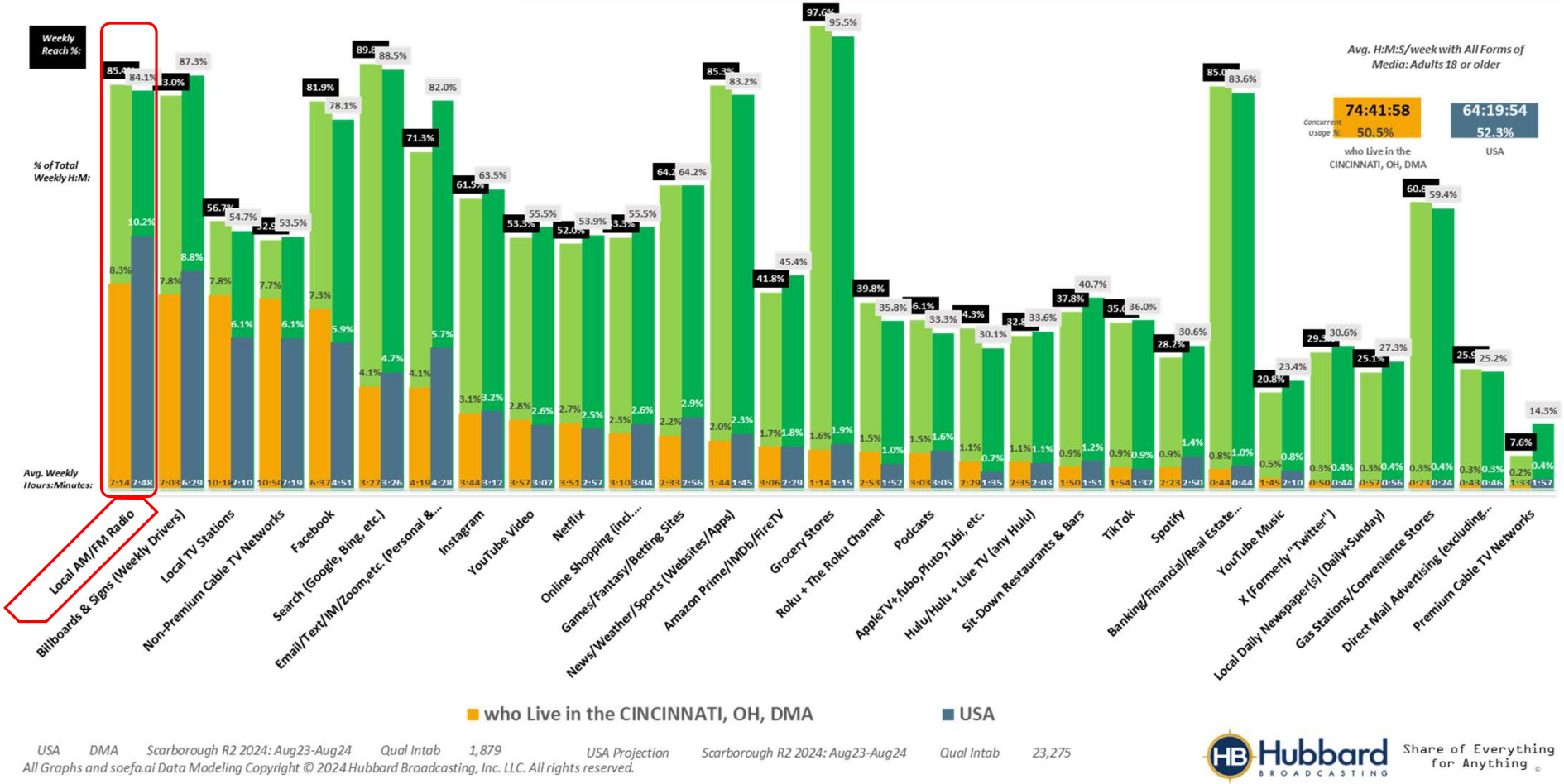
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P25-54

Adults 25 - 54 who Live in the CINCINNATI, OH, DMA spend an average of 3 days, 2 hours, 41 minutes and 58 seconds each week with All Forms of Media.

85.4% of Adults 25 - 54 who Live in the CINCINNATI, OH, DMA spend an avg. of 7 hours and 14 minutes each week listening to All Local AM/FM Radio, representing 8.3% of total time spent with all forms of Media.



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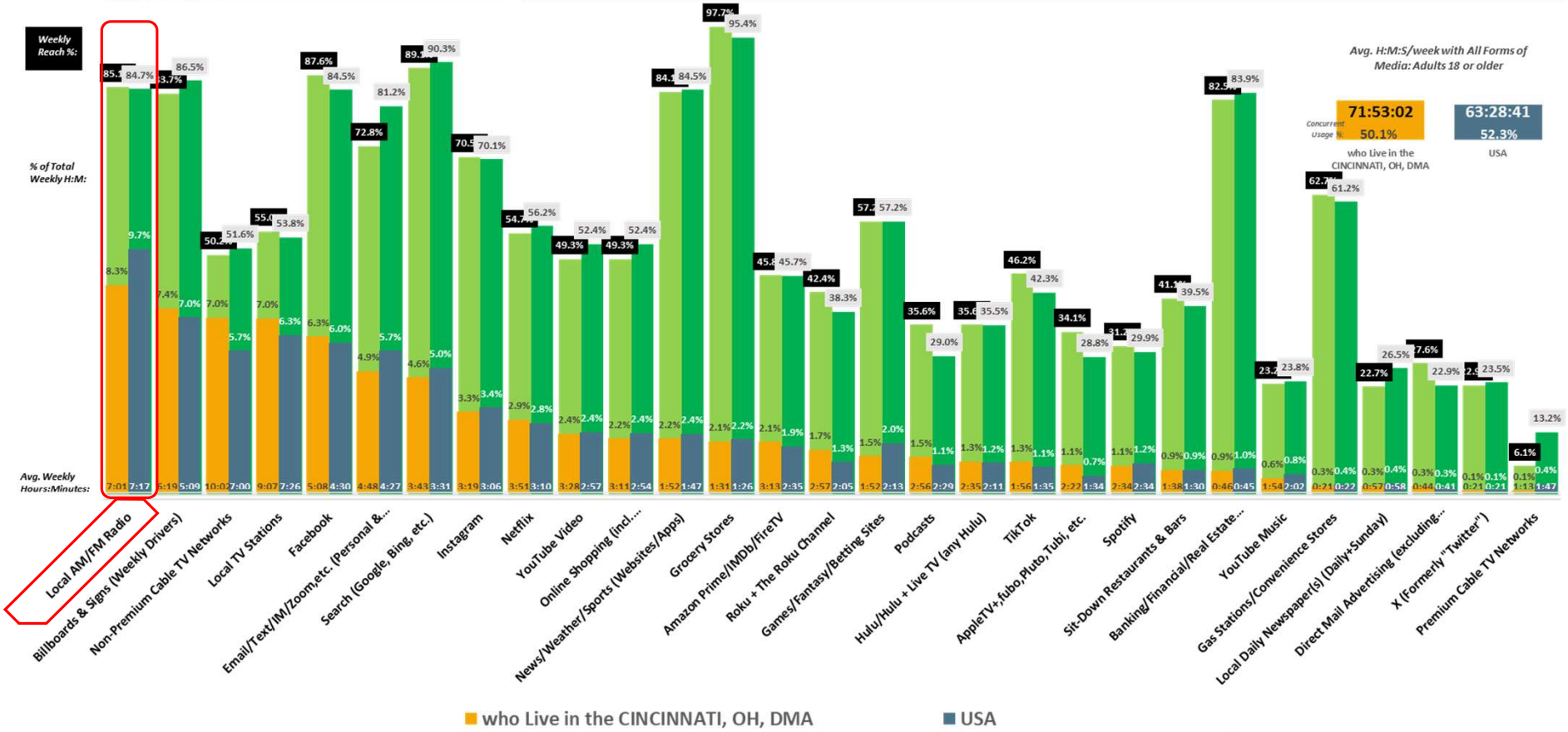
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W25-54

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

85.1% of Women 25 - 54 who Live in the CINCINNATI, OH, DMA spend an avg. of 7 hours and 1 minutes each week listening to All Local AM/FM Radio, representing 8.3% of total time spent with all forms of Media.



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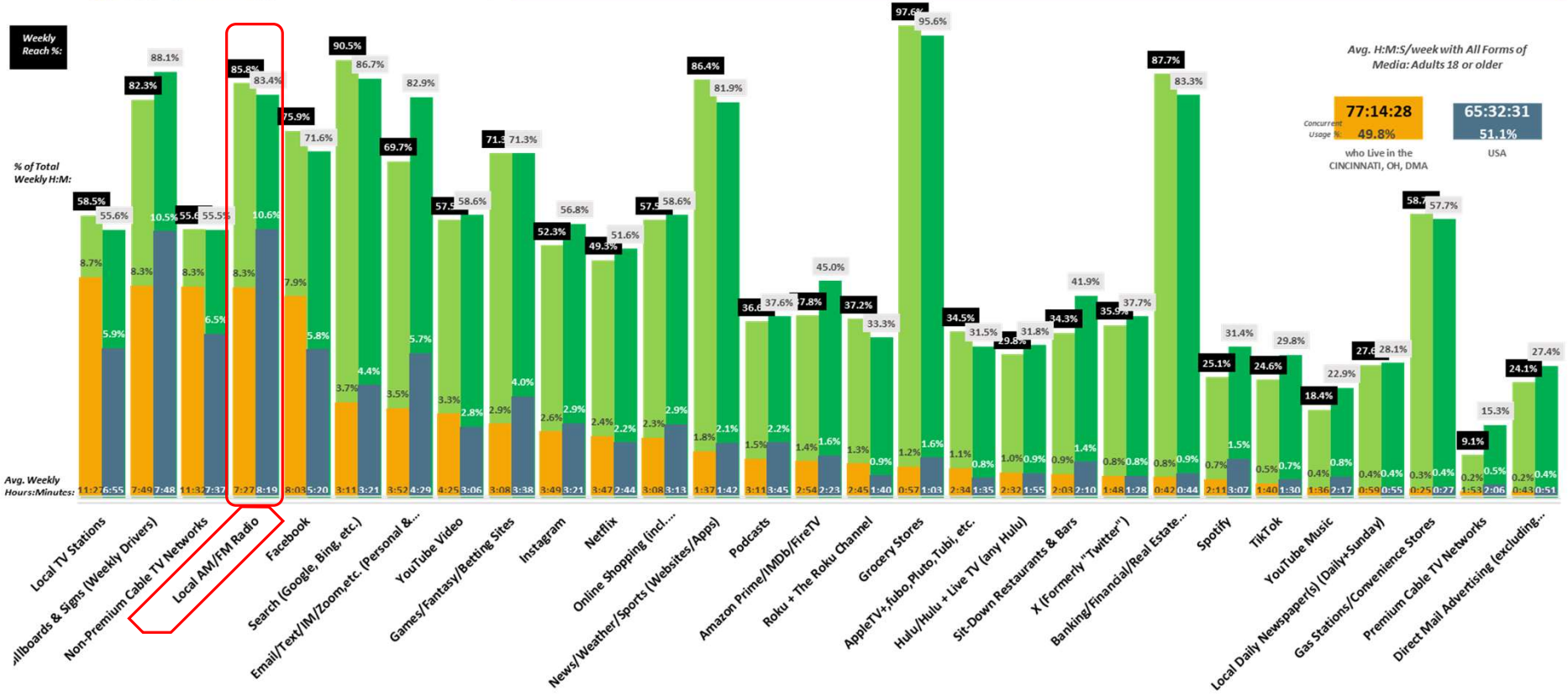
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M25-54

Men 25 - 54 who Live in the CINCINNATI, OH, DMA spend an average of 3 days, 5 hours, 14 minutes and 28 seconds each week with All Forms of Media.

85.8% of Men 25 - 54 who Live in the CINCINNATI, OH, DMA spend an avg. of 7 hours and 27 minutes each week listening to All Local AM/FM Radio, representing 8.3% of total time spent with all forms of Media.



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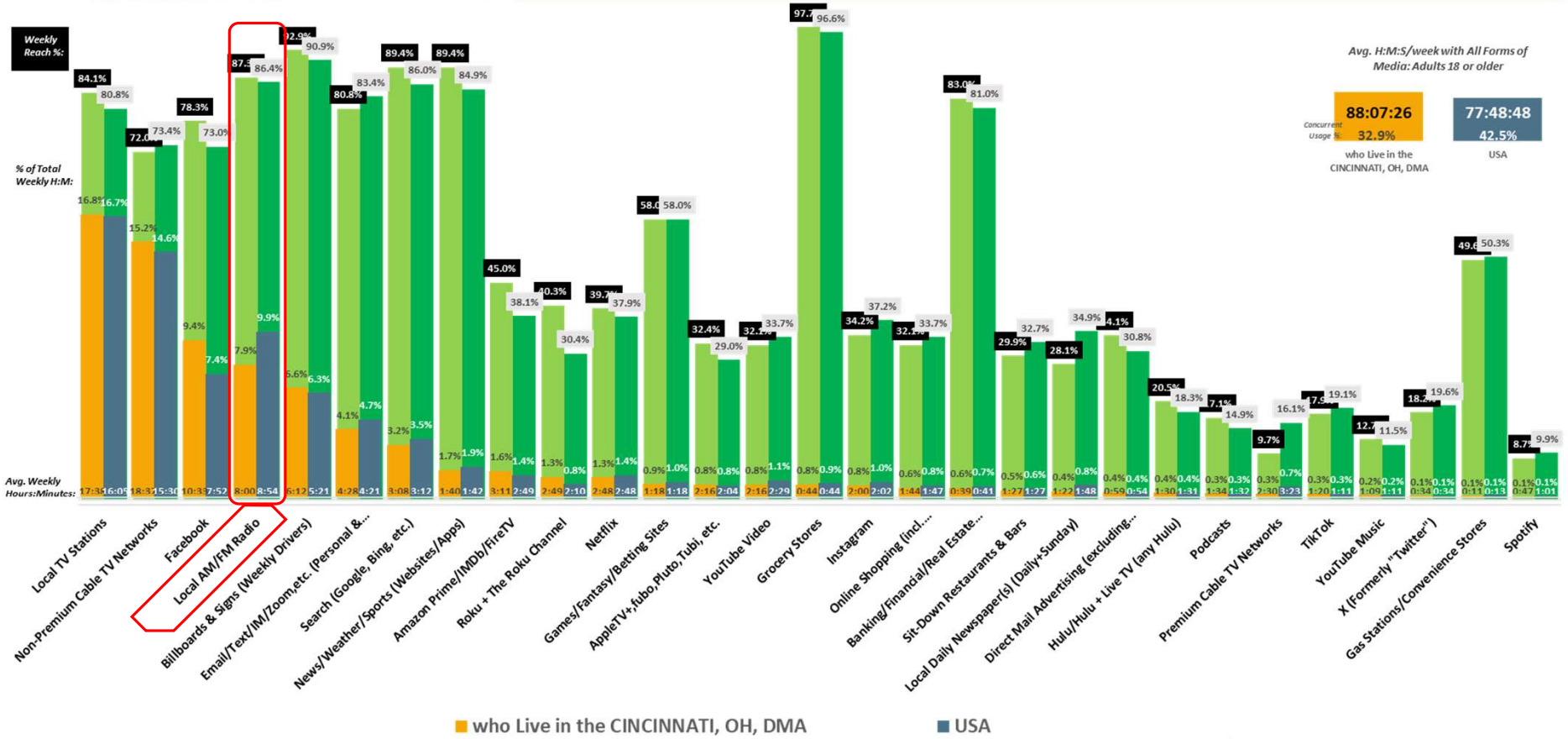
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P50+

Adults 50 or older who Live in the CINCINNATI, OH, DMA spend an average of 3 days, 16 hours, 7 minutes and 26 seconds each week with All Forms of Media.

87.3% of Adults 50 or older who Live in the CINCINNATI, OH, DMA spend an avg. of 8 hours and 0 minutes each week listening to All Local AM/FM Radio, representing 7.9% of total time spent with all forms of Media.



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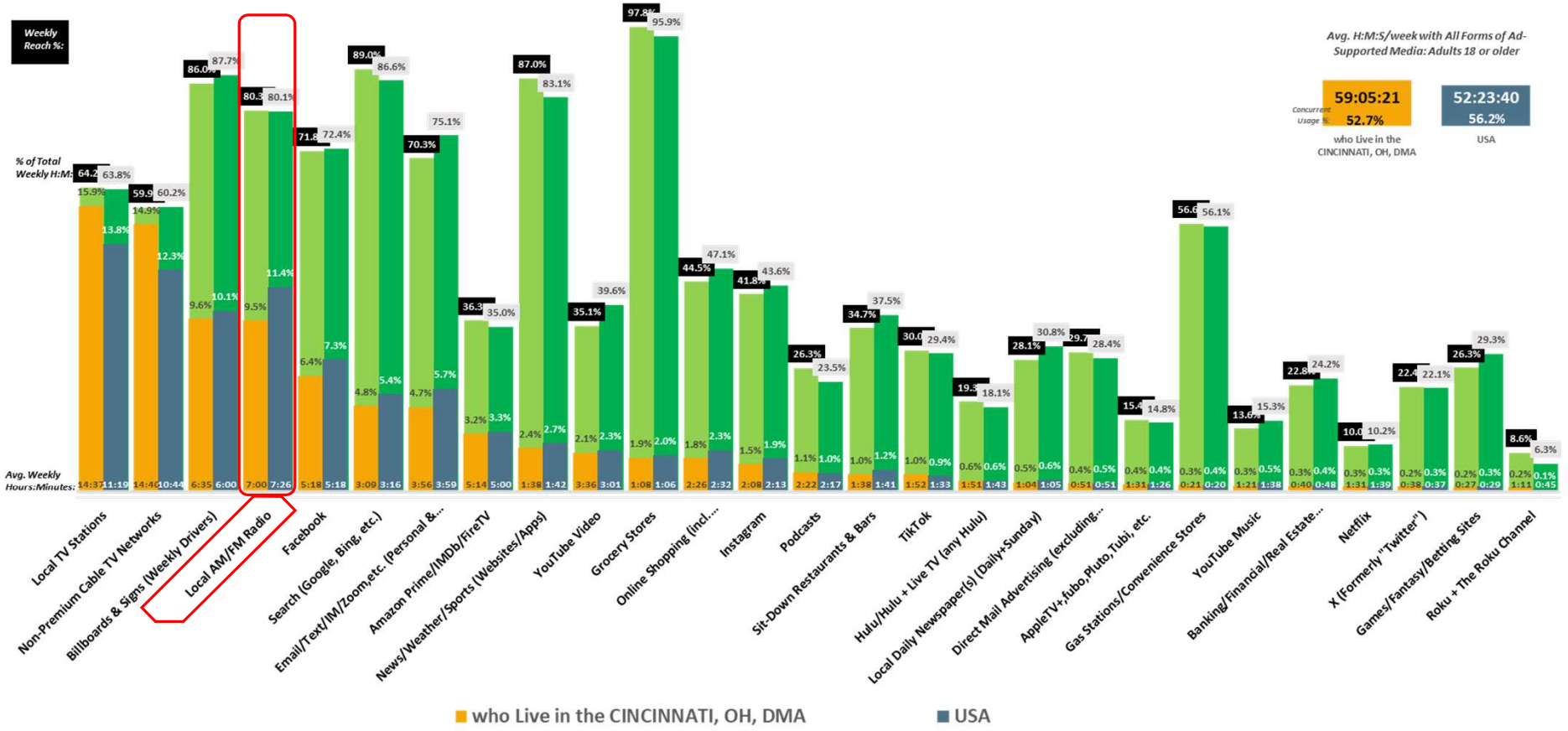
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P18+

Adults 18 or older who Live in the CINCINNATI, OH, DMA spend an average of 2 days, 11 hours, 5 minutes and 21 seconds each week with All Forms of Ad-Supported Media.

80.3% of Adults 18 or older who Live in the CINCINNATI, OH, DMA spend an avg. of 7 hours and 0 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.5% of total time spent with all forms of Ad-Supported Media.



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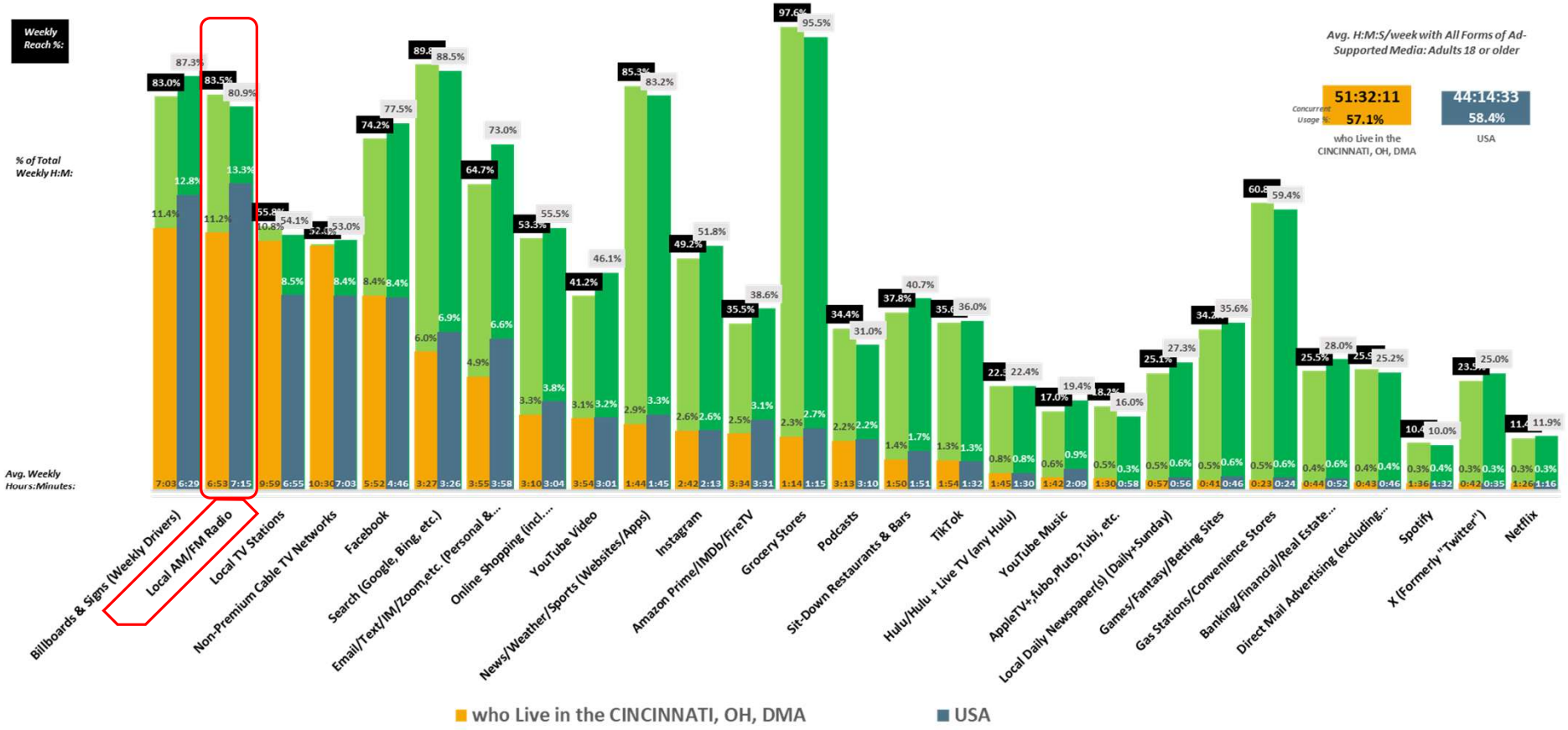
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P25-54

Adults 25 - 54 who Live in the CINCINNATI, OH, DMA spend an average of 2 days, 3 hours, 32 minutes and 11 seconds each week with All Forms of Ad-Supported Media.

83.5% of Adults 25 - 54 who Live in the CINCINNATI, OH, DMA spend an avg. of 6 hours and 53 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.2% of total time spent with all forms of Ad-Supported Media.



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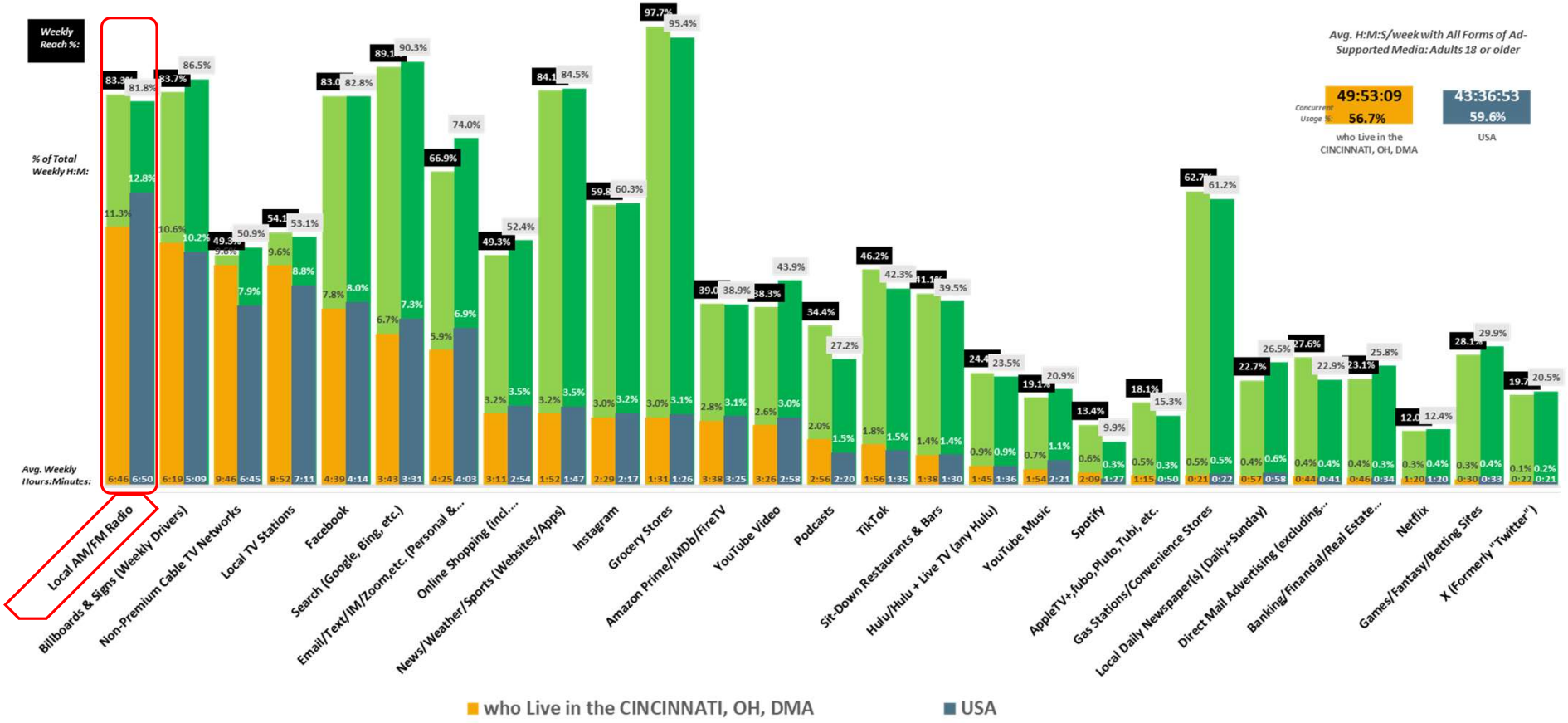
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W25-54

Women 25 - 54 who Live in the CINCINNATI, OH, DMA spend an average of 2 days, 1 hours, 53 minutes and 9 seconds each week with All Forms of Ad-Supported Media.

83.3% of Women 25 - 54 who Live in the CINCINNATI, OH, DMA spend an avg. of 6 hours and 46 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.3% of total time spent with all forms of Ad-Supported Media.



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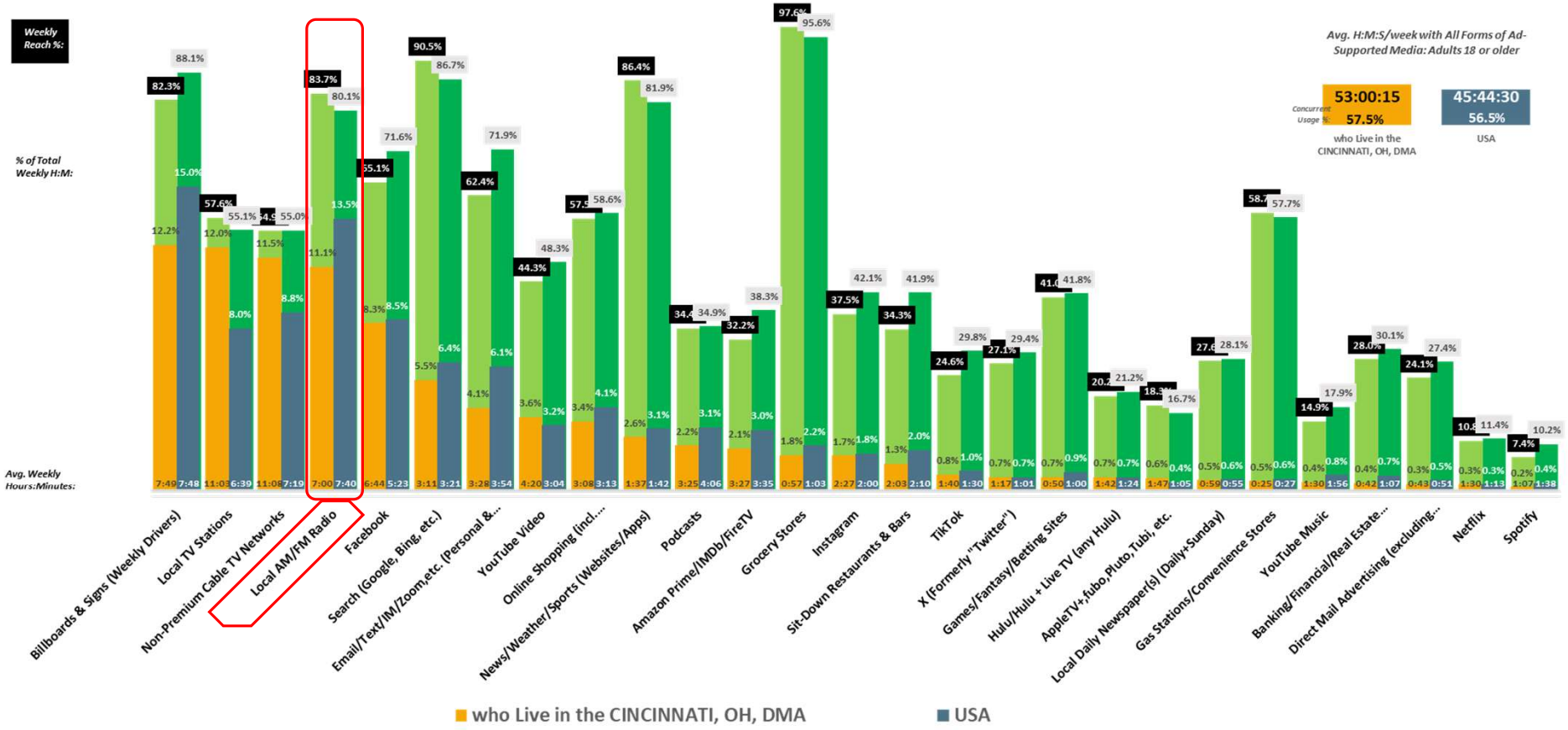
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M25-54

Men 25 - 54 who Live in the CINCINNATI, OH, DMA spend an average of 2 days, 5 hours, 0 minutes and 15 seconds each week with All Forms of Ad-Supported Media.

83.7% of Men 25 - 54 who Live in the CINCINNATI, OH, DMA spend an avg. of 7 hours and 0 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.1% of total time spent with all forms of Ad-Supported Media.



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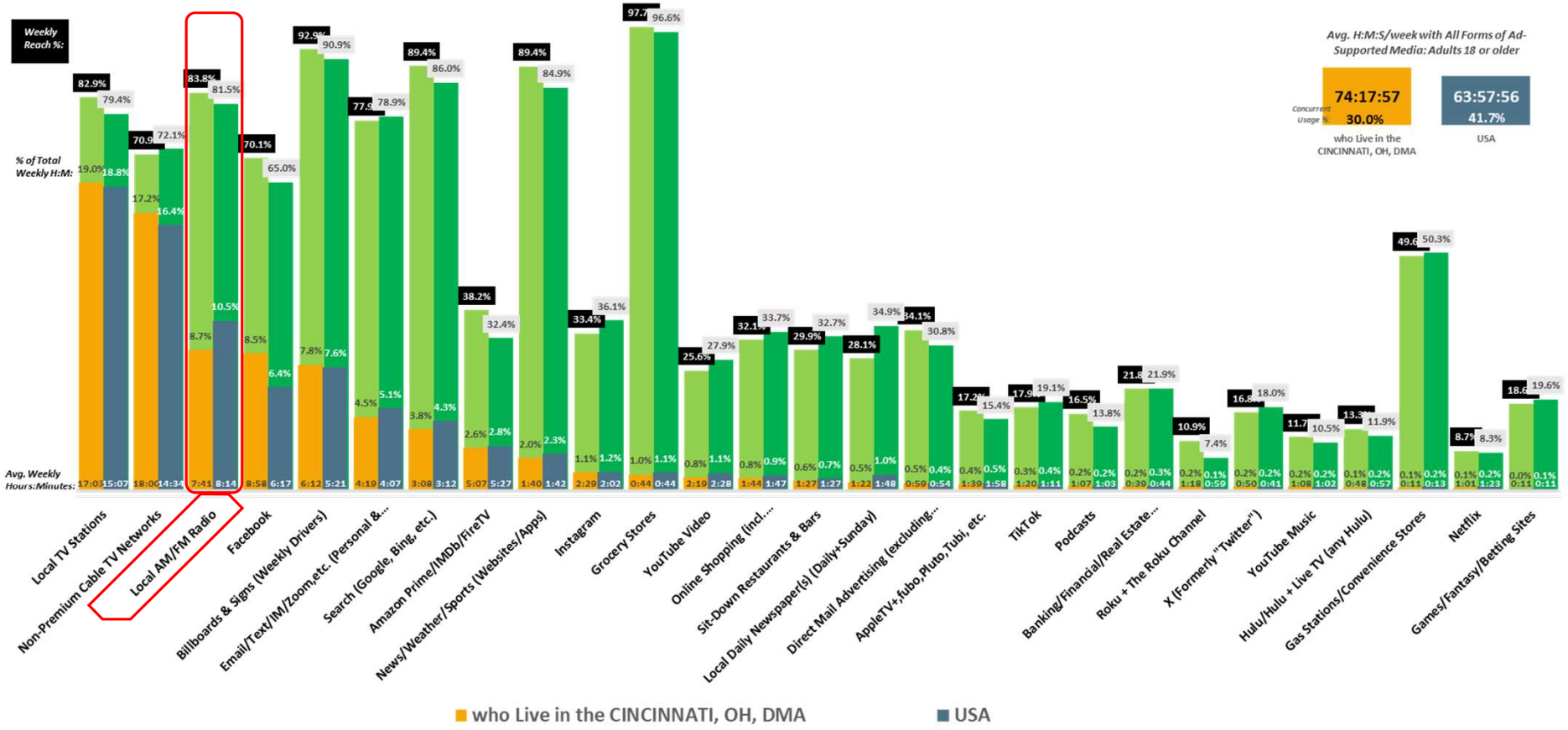
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P50+

Adults 50 or older who Live in the CINCINNATI, OH, DMA spend an average of 3 days, 2 hours, 17 minutes and 57 seconds each week with All Forms of Ad-Supported Media.

83.8% of Adults 50 or older who Live in the CINCINNATI, OH, DMA spend an avg. of 7 hours and 41 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 8.7% of total time spent with all forms of Ad-Supported Media.



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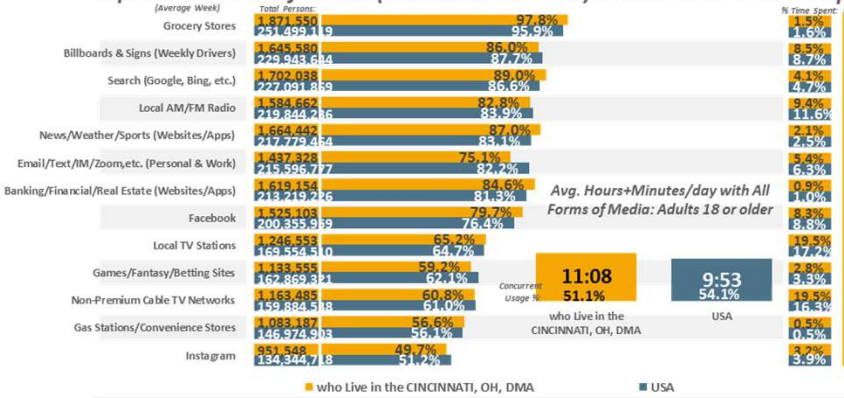
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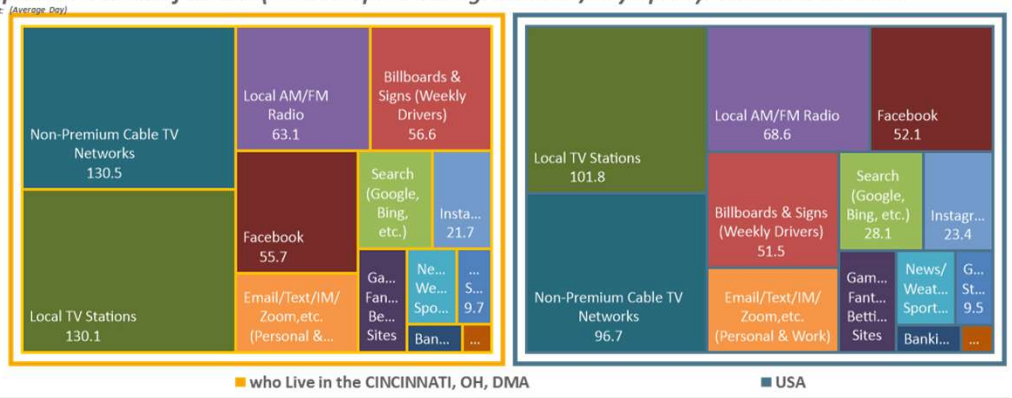
P18+

Adults 18 or older who Live in the CINCINNATI, OH, DMA spend an average of 8 hours and 26 minutes each day with All Forms of Ad-Supported Media. 80.3% listen to Local AM/FM Radio for an avg. of 60.1 minutes/day. *(Local Radio delivers 9.5% of Time with Ad-Supported Media.)*

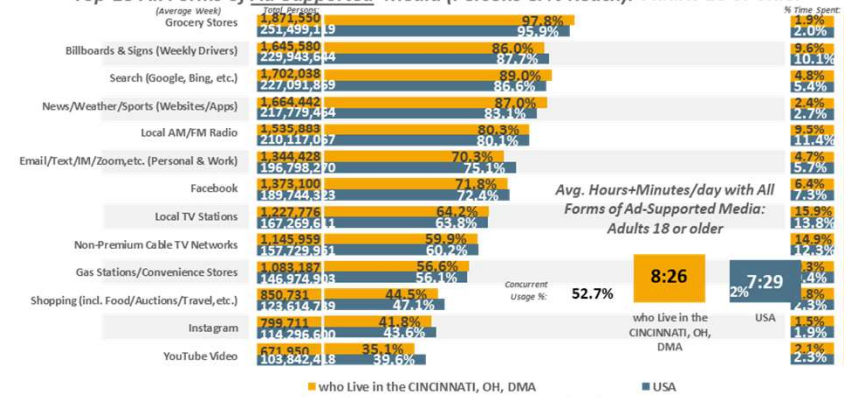
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



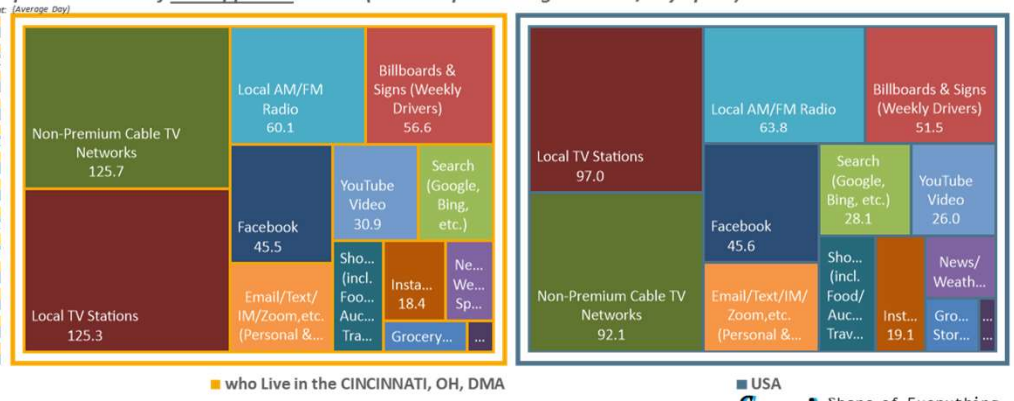
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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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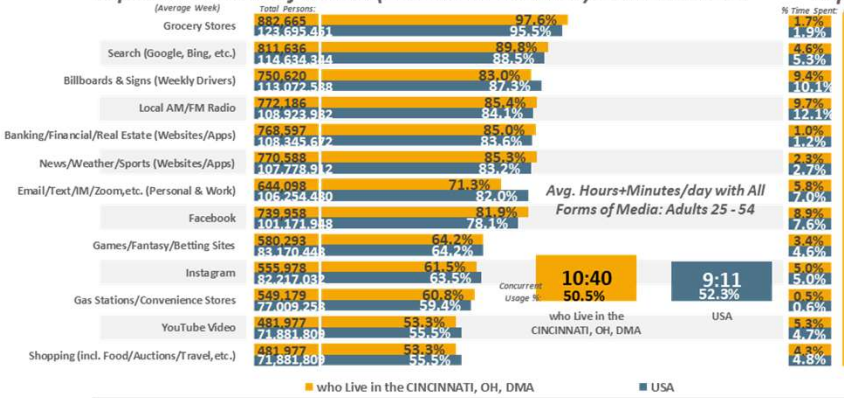
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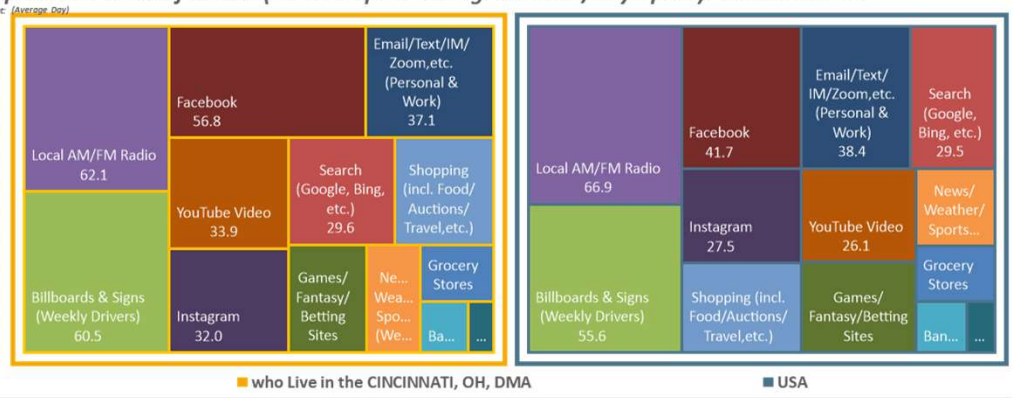
P25-54

Adults 25 - 54 who Live in the CINCINNATI, OH, DMA spend an average of 7 hours and 21 minutes each day with All Forms of Ad-Supported Media. 83.5% listen to Local AM/FM Radio for an avg. of 59.1 minutes/day. *(Local Radio delivers 11.2% of Time with Ad-Supported Media.)*

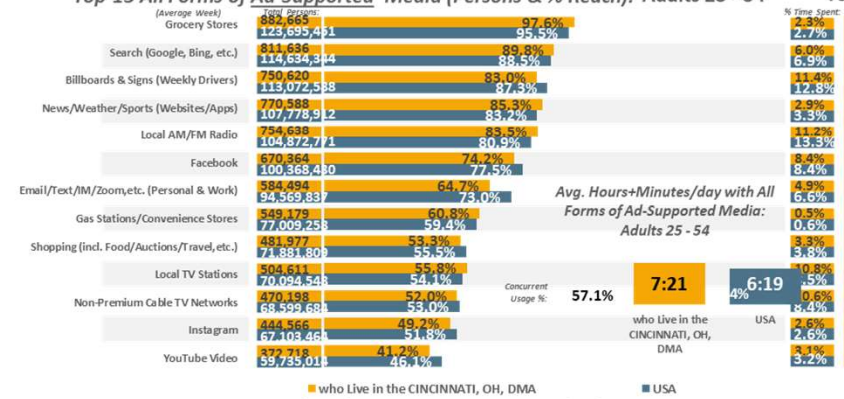
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 54



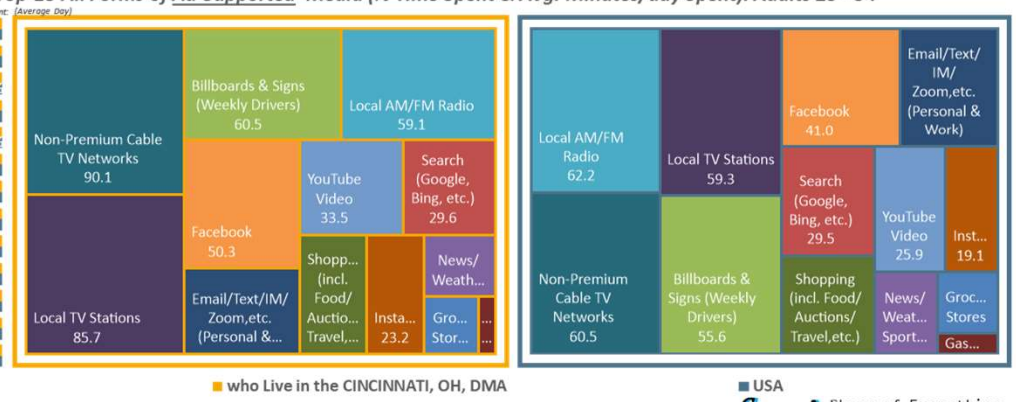
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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



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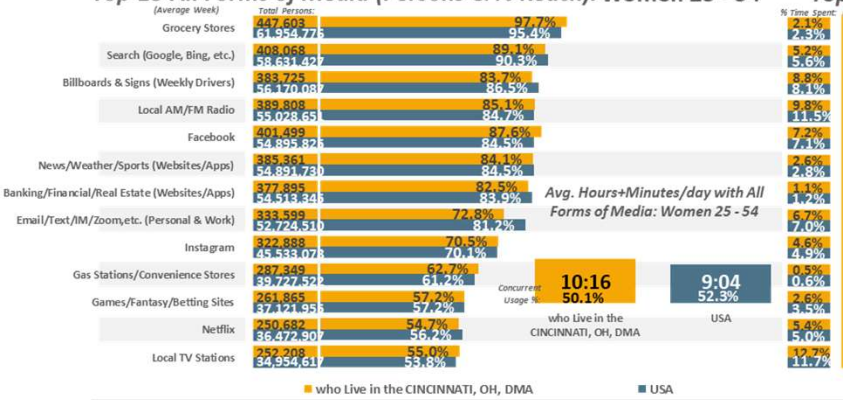
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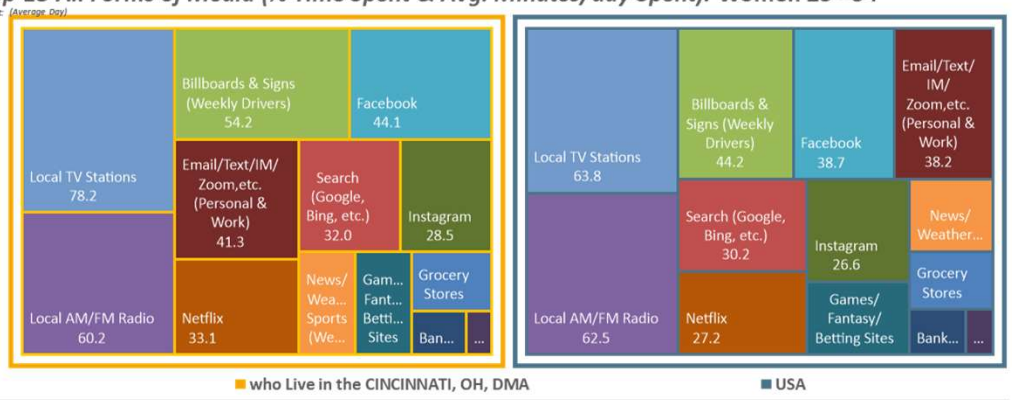
W25-54

Women 25 - 54 who Live in the CINCINNATI, OH, DMA spend an average of 7 hours and 7 minutes each day with All Forms of Ad-Supported Media. 83.3% listen to Local AM/FM Radio for an avg. of 58.1 minutes/day. *(Local Radio delivers 11.3% of Time with Ad-Supported Media.)*

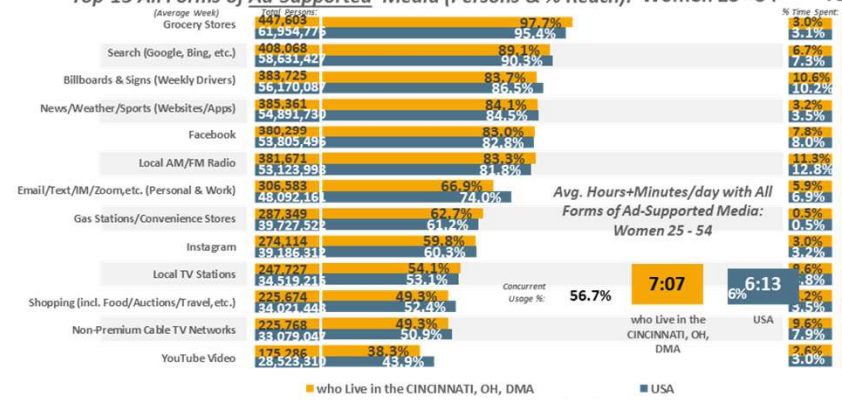
Top-13 All Forms of Media (Persons & % Reach): Women 25 - 54



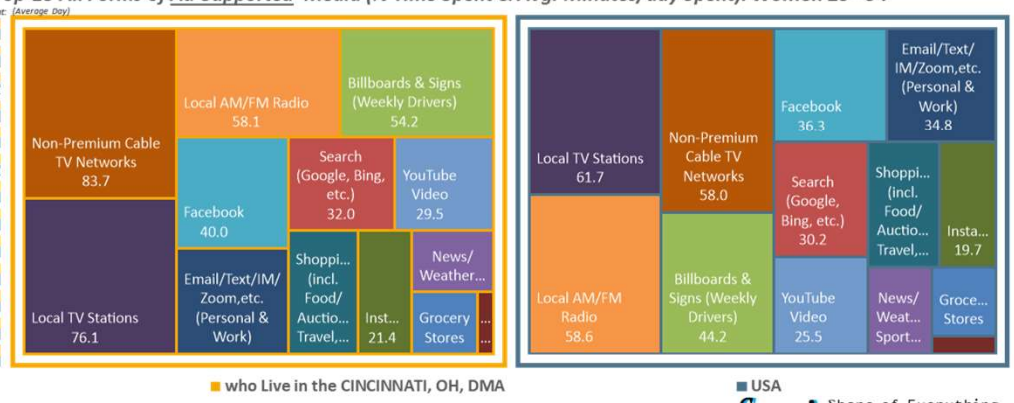
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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



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



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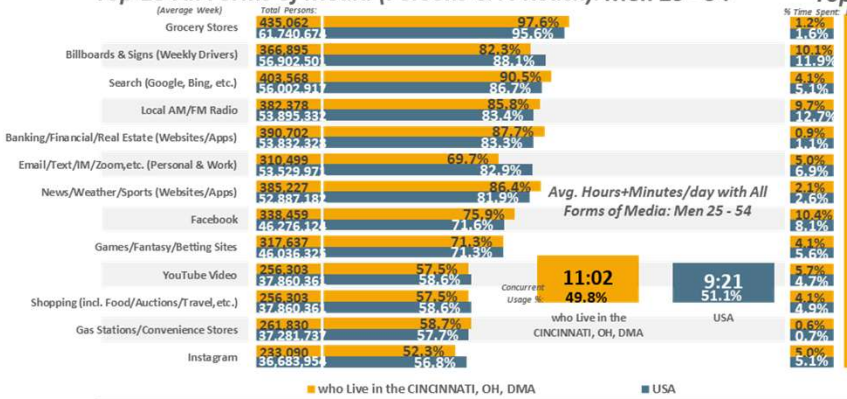
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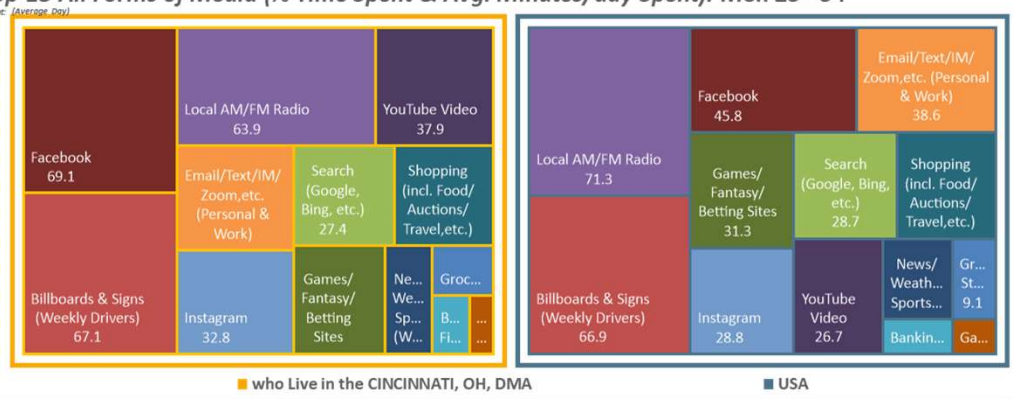
M25-54

Men 25 - 54 who Live in the CINCINNATI, OH, DMA spend an average of 7 hours and 34 minutes each day with All Forms of Ad-Supported Media. 83.7% listen to Local AM/FM Radio for an avg. of 60. minutes/day. *(Local Radio delivers 11.1% of Time with Ad-Supported Media.)*

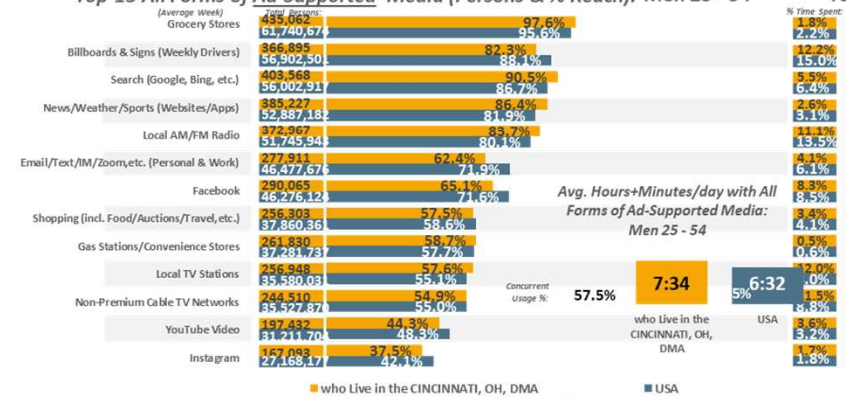
Top-13 All Forms of Media (Persons & % Reach): Men 25 - 54



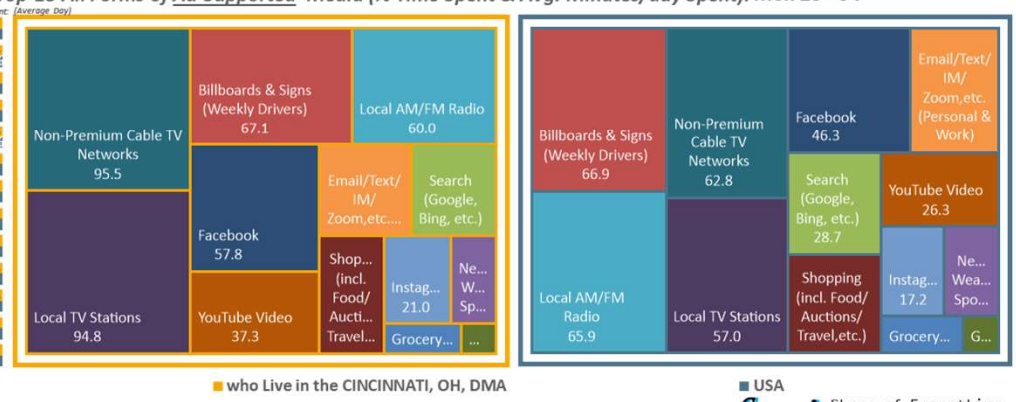
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



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



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



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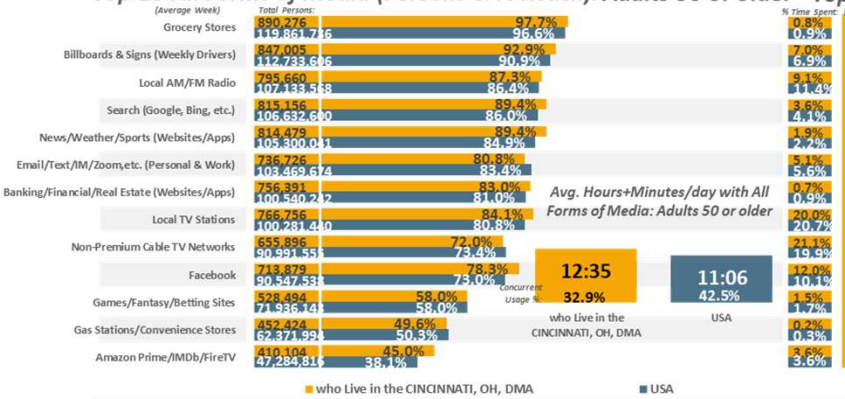
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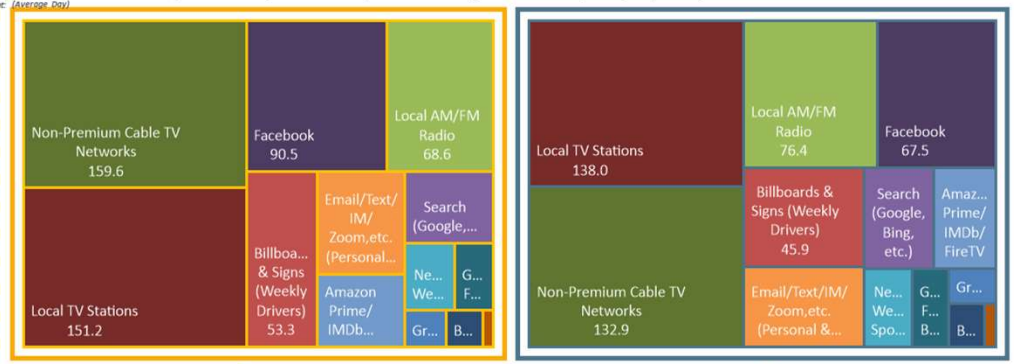
P50+

Adults 50 or older who Live in the CINCINNATI, OH, DMA spend an average of 10 hours and 36 minutes each day with All Forms of Ad-Supported Media. 83.8% listen to Local AM/FM Radio for an avg. of 66. minutes/day. *(Local Radio delivers 8.7% of Time with Ad-Supported Media.)*

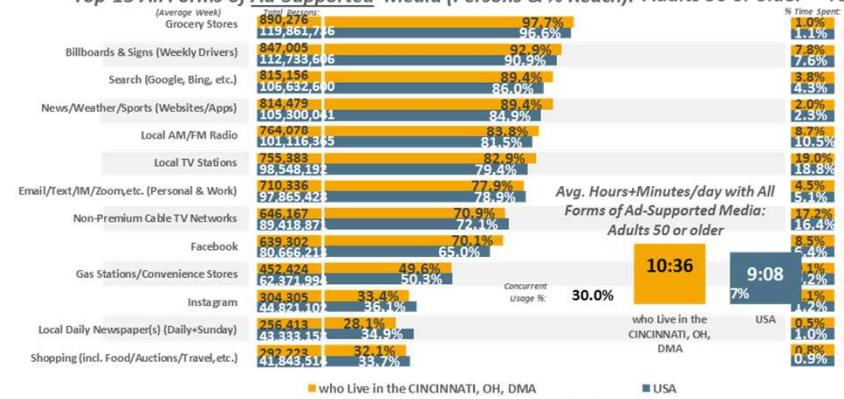
Top-13 All Forms of Media (Persons & % Reach): Adults 50 or older



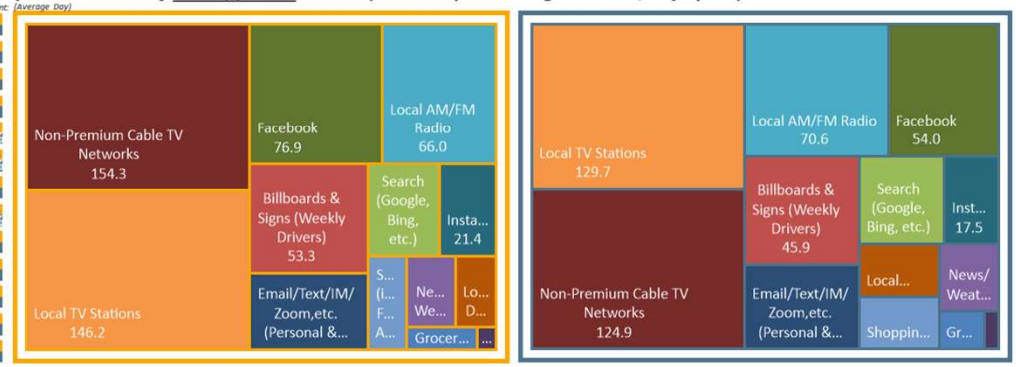
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 50 or older



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 50 or older



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 50 or older



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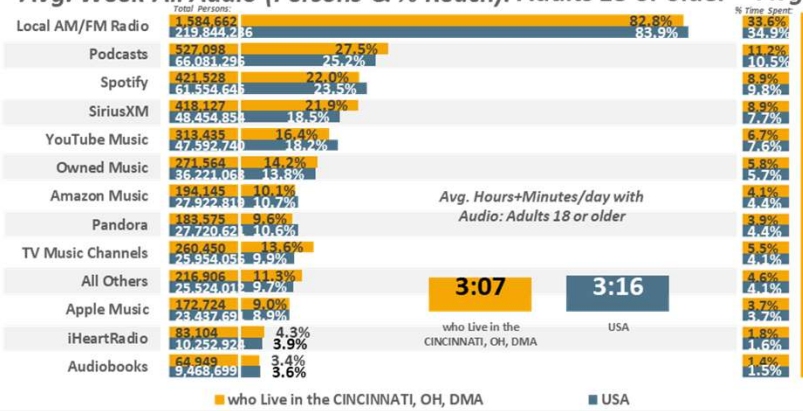
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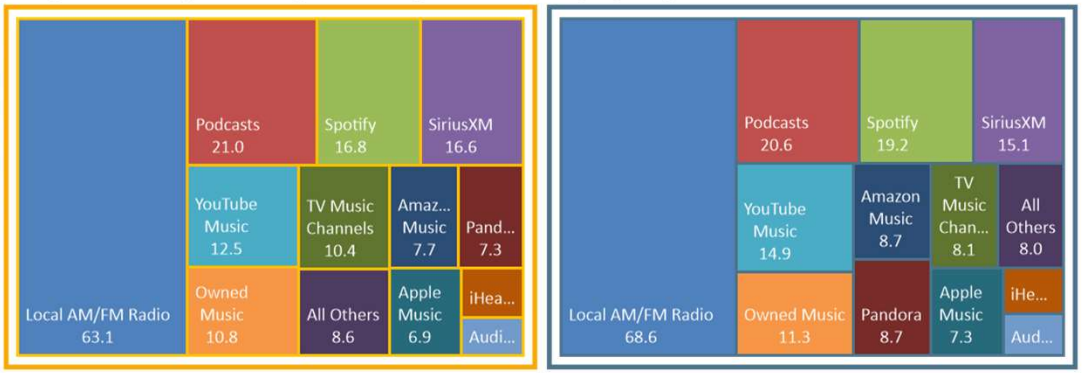
P18+

1,535,883 or 80.3% of Adults 18 or older who Live in the CINCINNATI, OH, DMA listen to Ad-Supported Local AM/FM Radio for an average of 60.1 minutes every day representing 43.7% of all time spent daily with Ad-Supported Audio.

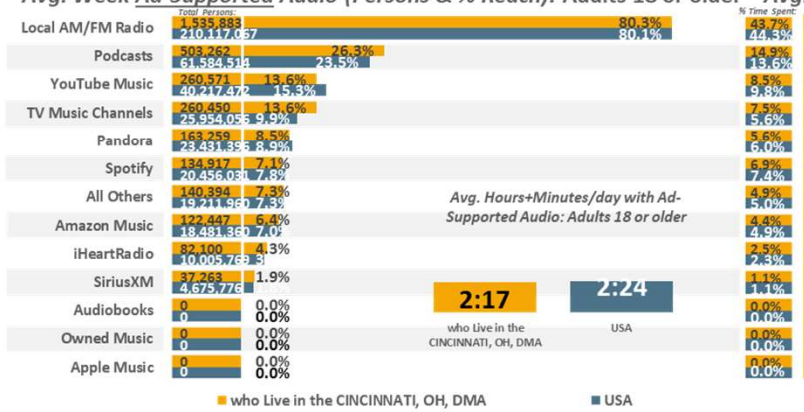
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



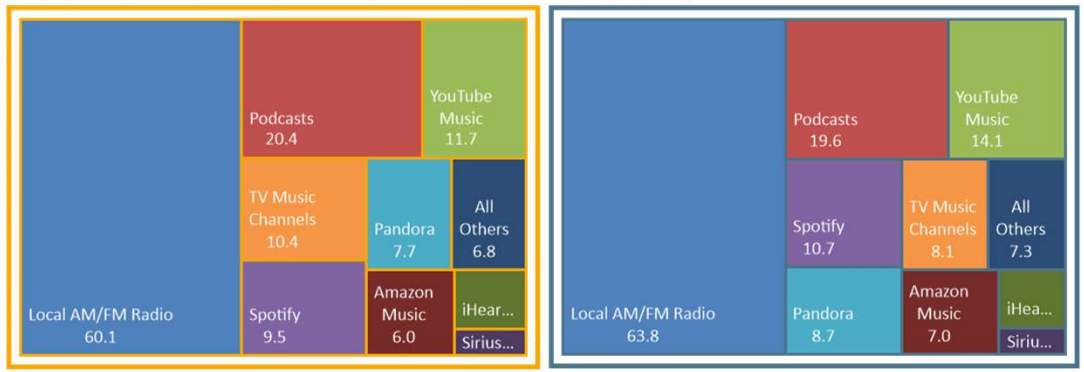
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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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Scarborough R1 2024: Jan23-Aug24 USA Projection

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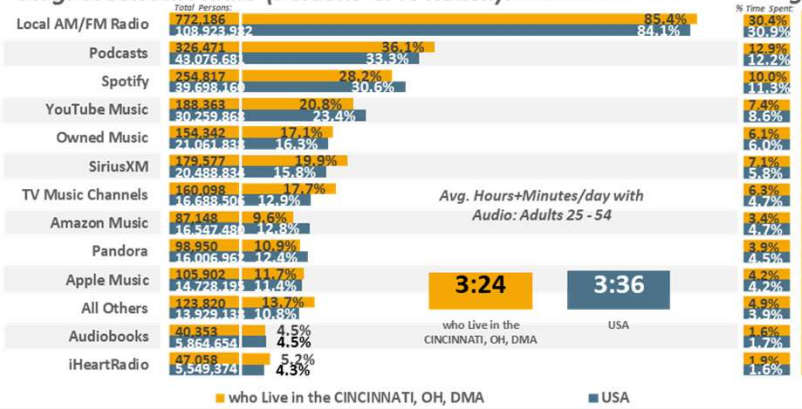
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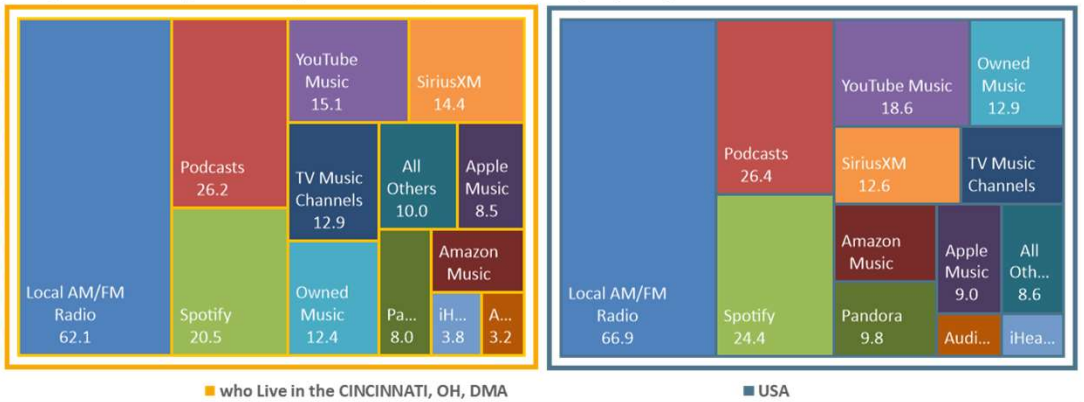
P25-54

754,638 or 83.5% of Adults 25 - 54 who Live in the CINCINNATI, OH, DMA listen to Ad-Supported Local AM/FM Radio for an average of 59.1 minutes every day representing 37.6% of all time spent daily with Ad-Supported Audio.

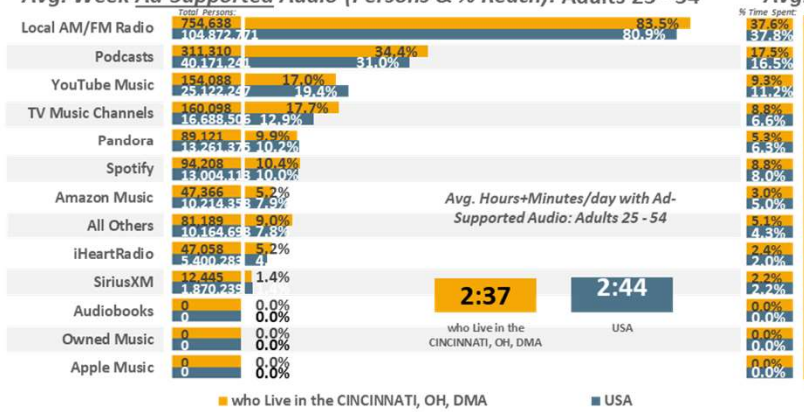
Avg. Week All Audio (Persons & % Reach): Adults 25 - 54



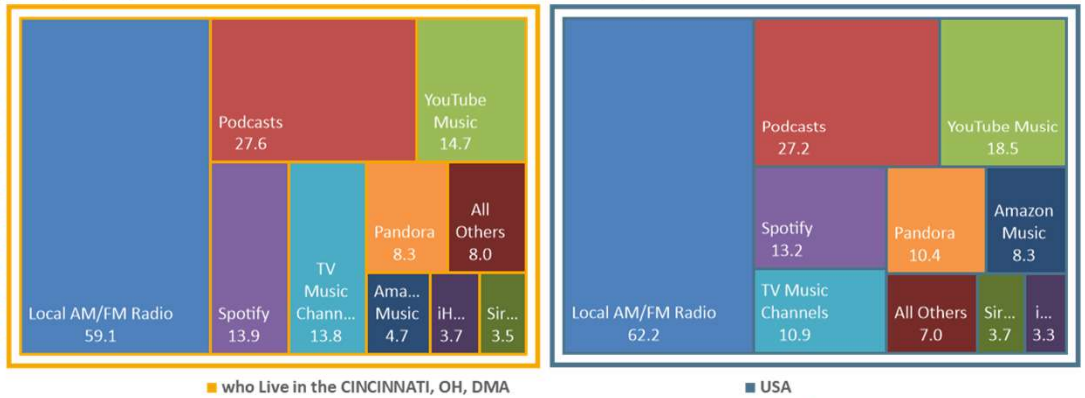
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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



USA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,879

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Scarborough R1 2024: Jan23-Aug24 USA Projection

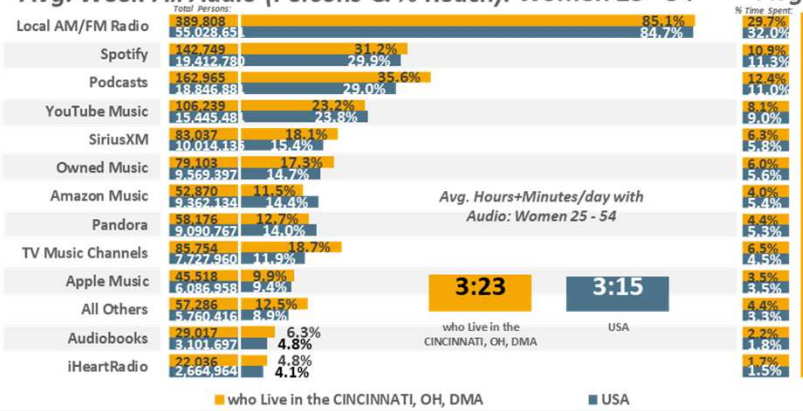
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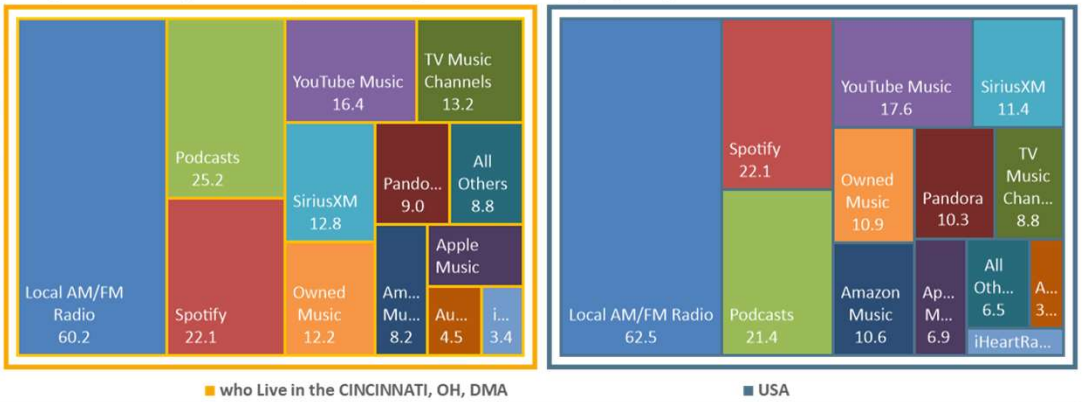
W25-54

381,671 or 83.3% of Women 25 - 54 who Live in the CINCINNATI, OH, DMA listen to Ad-Supported Local AM/FM Radio for an average of 58.1 minutes every day representing 35.9% of all time spent daily with Ad-Supported Audio.

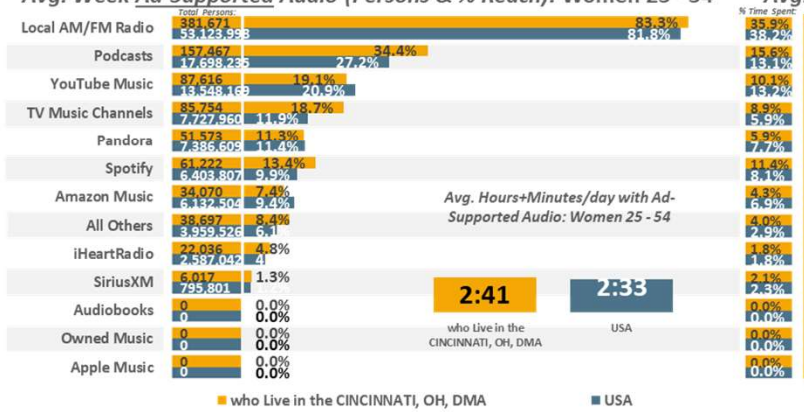
Avg. Week All Audio (Persons & % Reach): Women 25 - 54



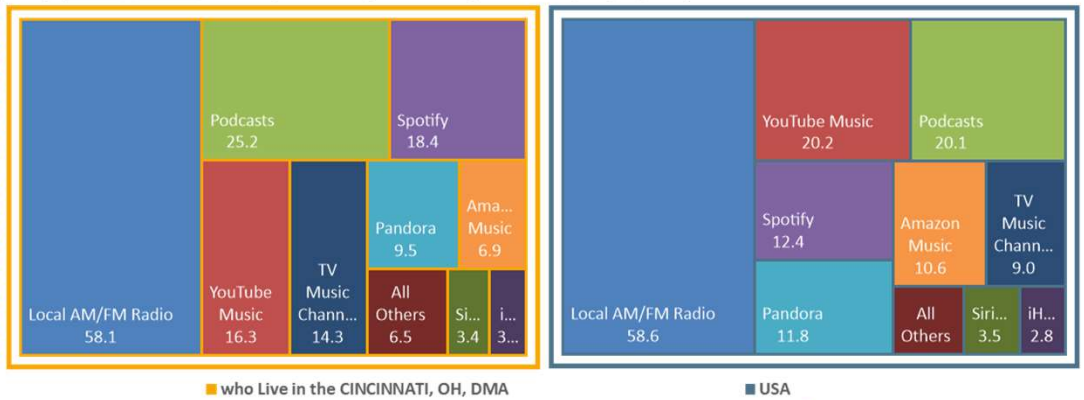
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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



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



USA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,879

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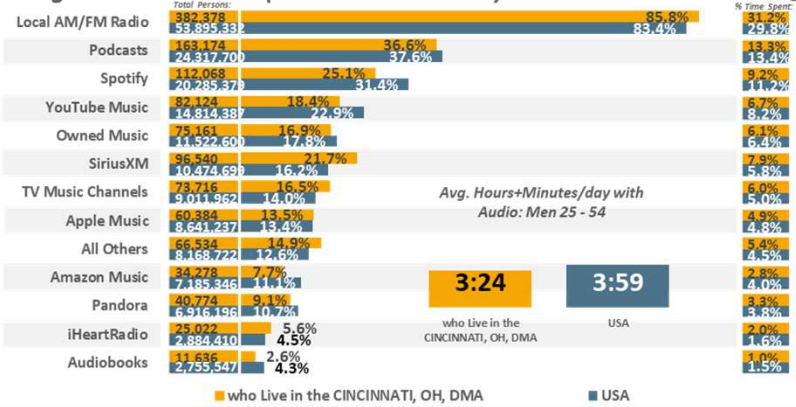
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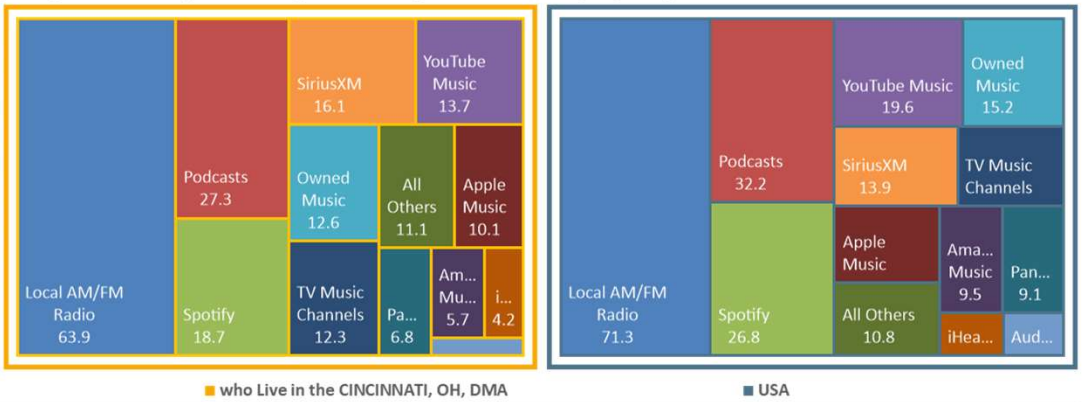
M25-54

372,967 or 83.7% of Men 25 - 54 who Live in the CINCINNATI, OH, DMA listen to Ad-Supported Local AM/FM Radio for an average of 60. minutes every day representing 39.3% of all time spent daily with Ad-Supported Audio.

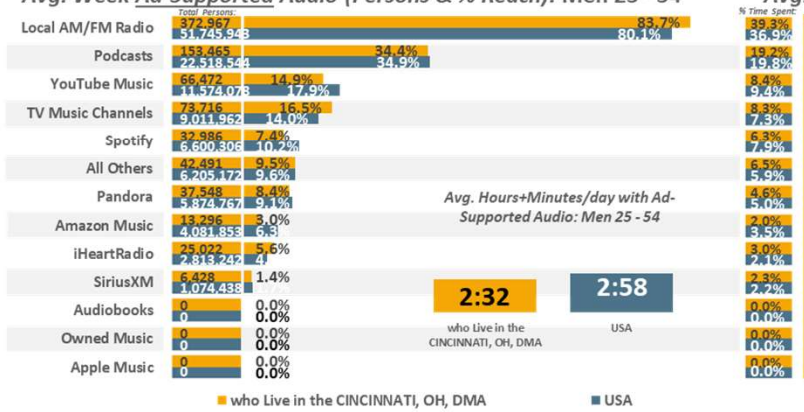
Avg. Week All Audio (Persons & % Reach): Men 25 - 54



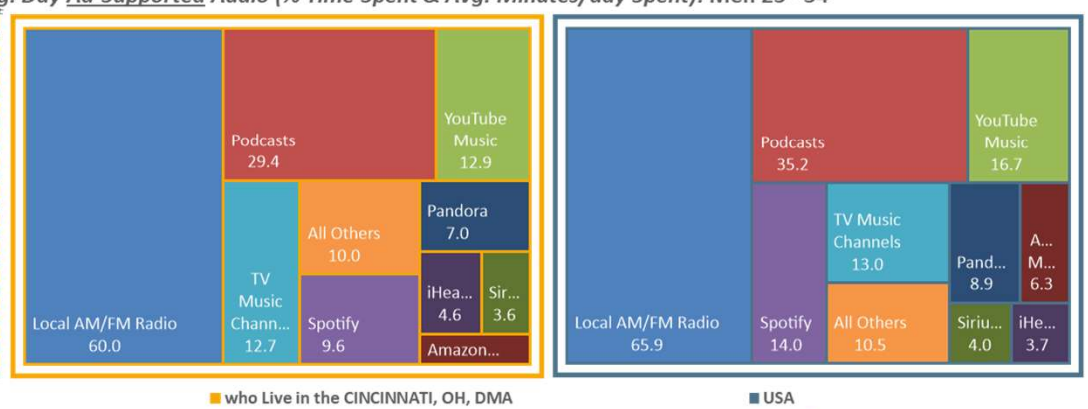
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



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



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



USA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,879

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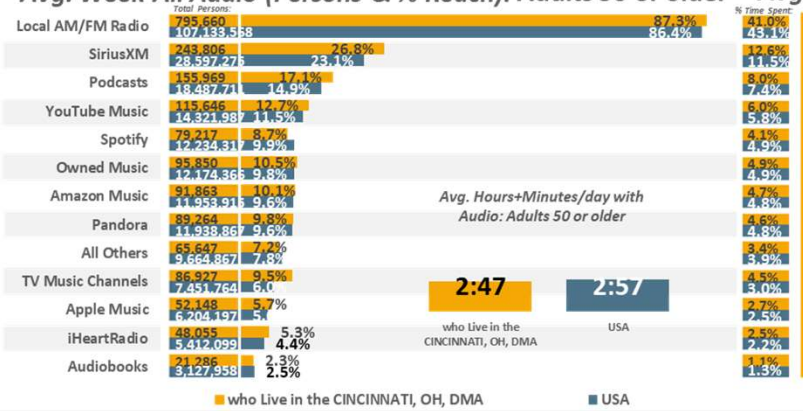
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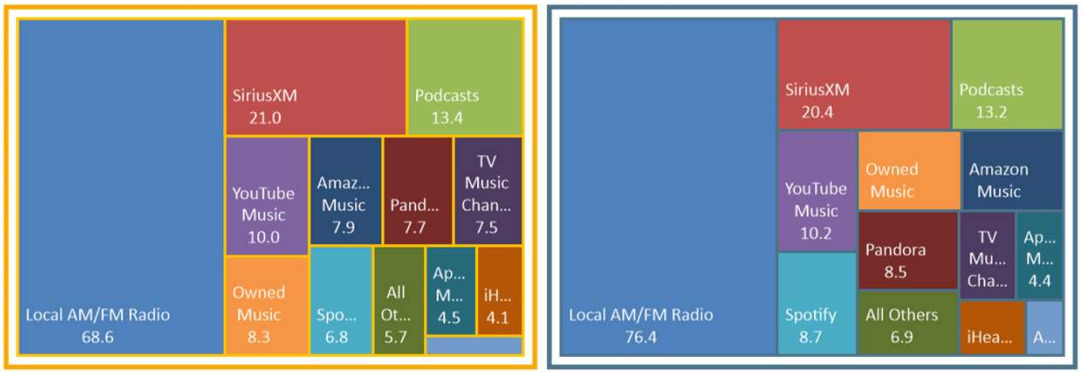
P50+

764,078 or 83.8% of Adults 50 or older who Live in the CINCINNATI, OH, DMA listen to Ad-Supported Local AM/FM Radio for an average of 66. minutes every day representing 50.% of all time spent daily with Ad-Supported Audio.

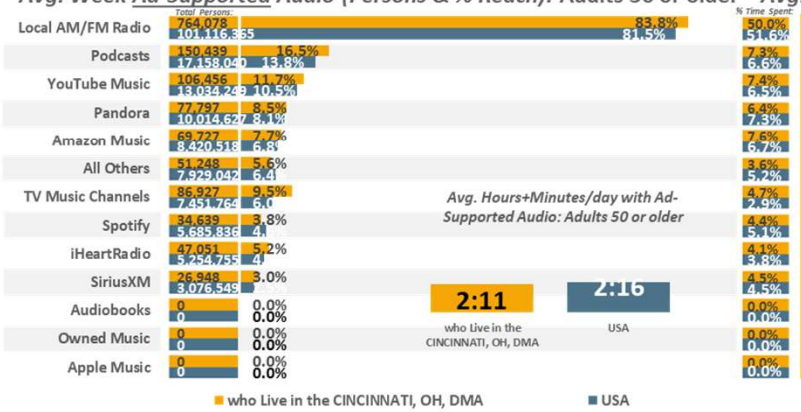
Avg. Week All Audio (Persons & % Reach): Adults 50 or older



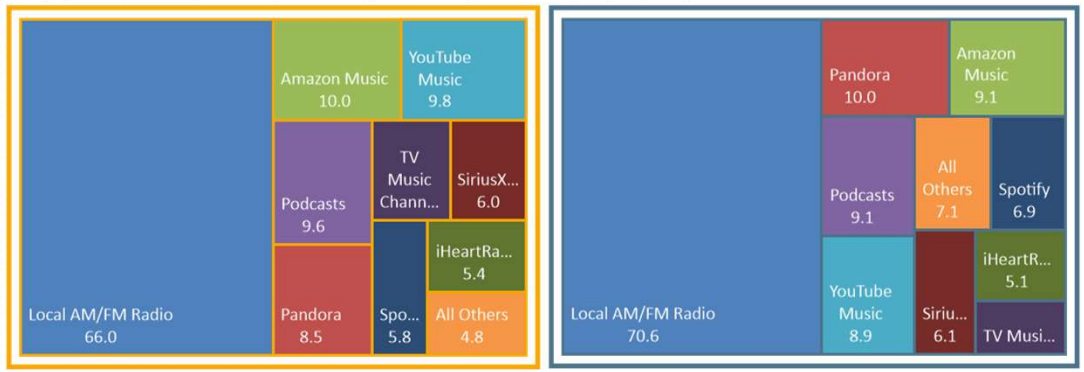
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 50 or older



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 50 or older



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USA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,879

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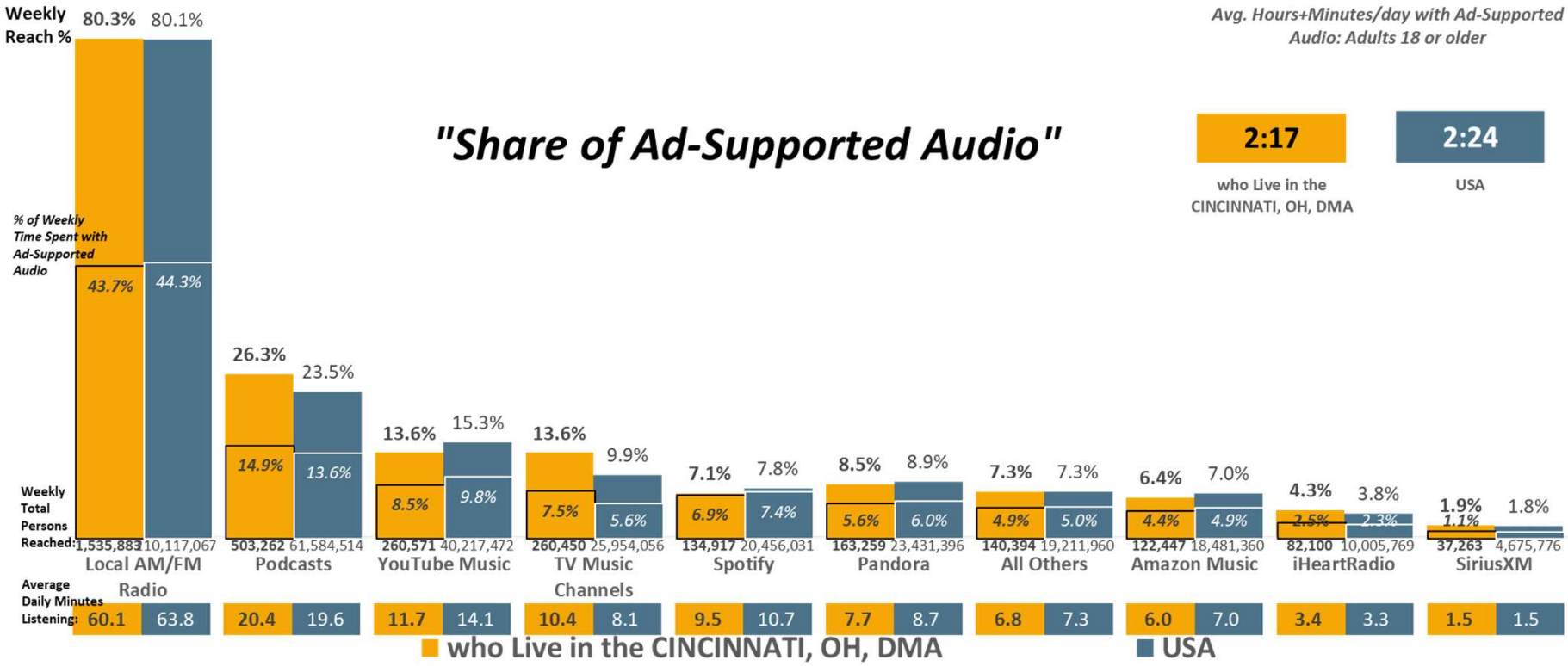
Scarborough R1 2024: Jan23-Aug24 USA Projection

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P18+

1,535,883 or 80.3% of Adults 18 or older who Live in the CINCINNATI, OH, DMA listen to Ad-Supported Local AM/FM Radio for an average of 60.1 minutes every day representing 43.7% of all time spent daily with Ad-Supported Audio.



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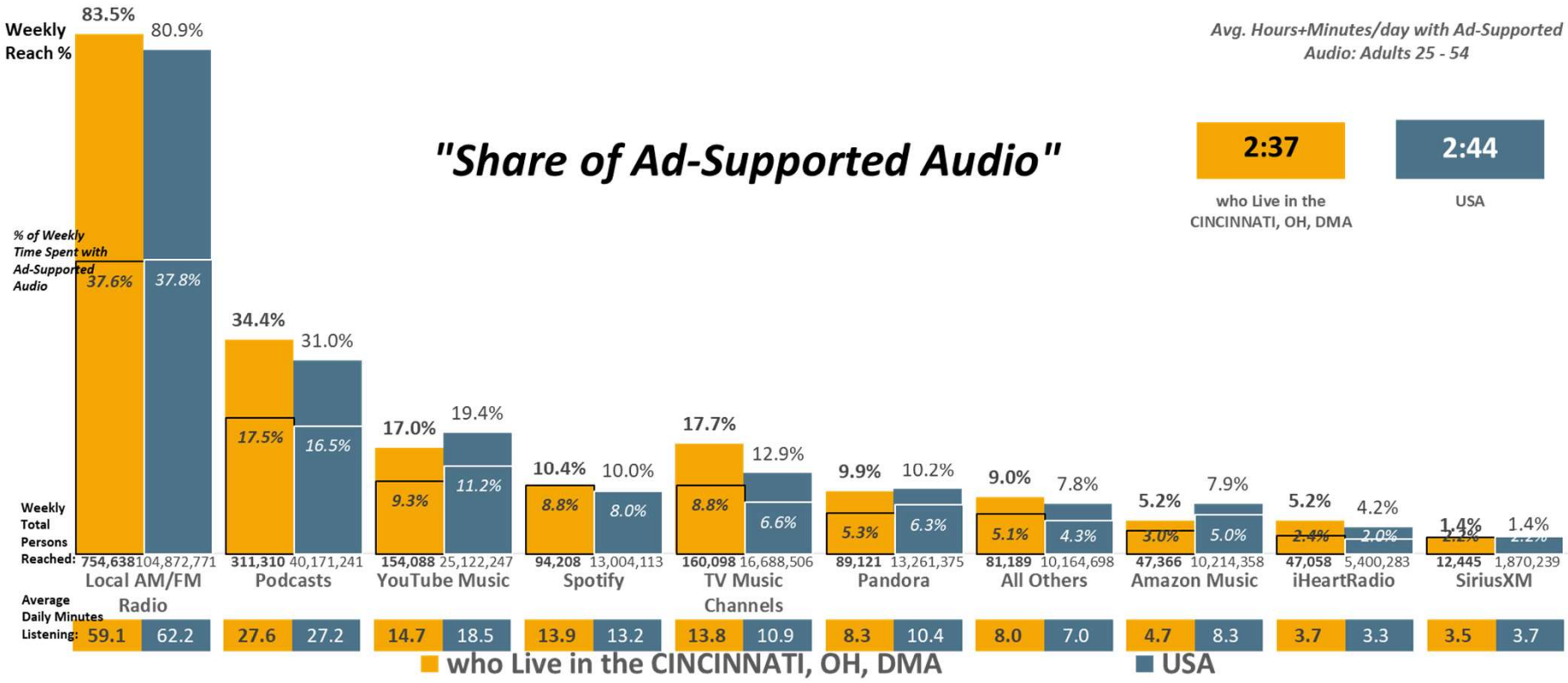
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P25-54

754,638 or 83.5% of Adults 25 - 54 who Live in the CINCINNATI, OH, DMA listen to Ad-Supported Local AM/FM Radio for an average of 59.1 minutes every day representing 37.6% of all time spent daily with Ad-Supported Audio.



	Local AM/FM Radio	Podcasts	YouTube Music	Spotify	TV Music Channels	Pandora	All Others	Amazon Music	iHeartRadio	SiriusXM
Weekly Reach % (who Live in the CINCINNATI, OH, DMA)	83.5%	34.4%	17.0%	10.4%	17.7%	9.9%	9.0%	5.2%	5.2%	1.4%
Weekly Reach % (USA)	80.9%	31.0%	19.4%	10.0%	12.9%	10.2%	7.8%	7.9%	4.2%	1.4%
% of Weekly Time Spent with Ad-Supported Audio (who Live in the CINCINNATI, OH, DMA)	37.6%	17.5%	9.3%	8.8%	8.8%	5.3%	5.1%	3.0%	2.4%	2.2%
% of Weekly Time Spent with Ad-Supported Audio (USA)	37.8%	16.5%	11.2%	8.0%	6.6%	6.3%	4.3%	5.0%	2.0%	2.2%
Weekly Total Persons Reached (who Live in the CINCINNATI, OH, DMA)	754,638	311,310	154,088	94,208	160,098	89,121	81,189	47,366	47,058	12,445
Weekly Total Persons Reached (USA)	104,872,771	40,171,241	25,122,247	13,004,113	16,688,506	13,261,375	10,164,698	10,214,358	5,400,283	1,870,239
Average Daily Minutes Listening (who Live in the CINCINNATI, OH, DMA)	59.1	27.6	14.7	13.9	13.8	8.3	8.0	4.7	3.7	3.5
Average Daily Minutes Listening (USA)	62.2	27.2	18.5	13.2	10.9	10.4	7.0	8.3	3.3	3.7

USA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,879

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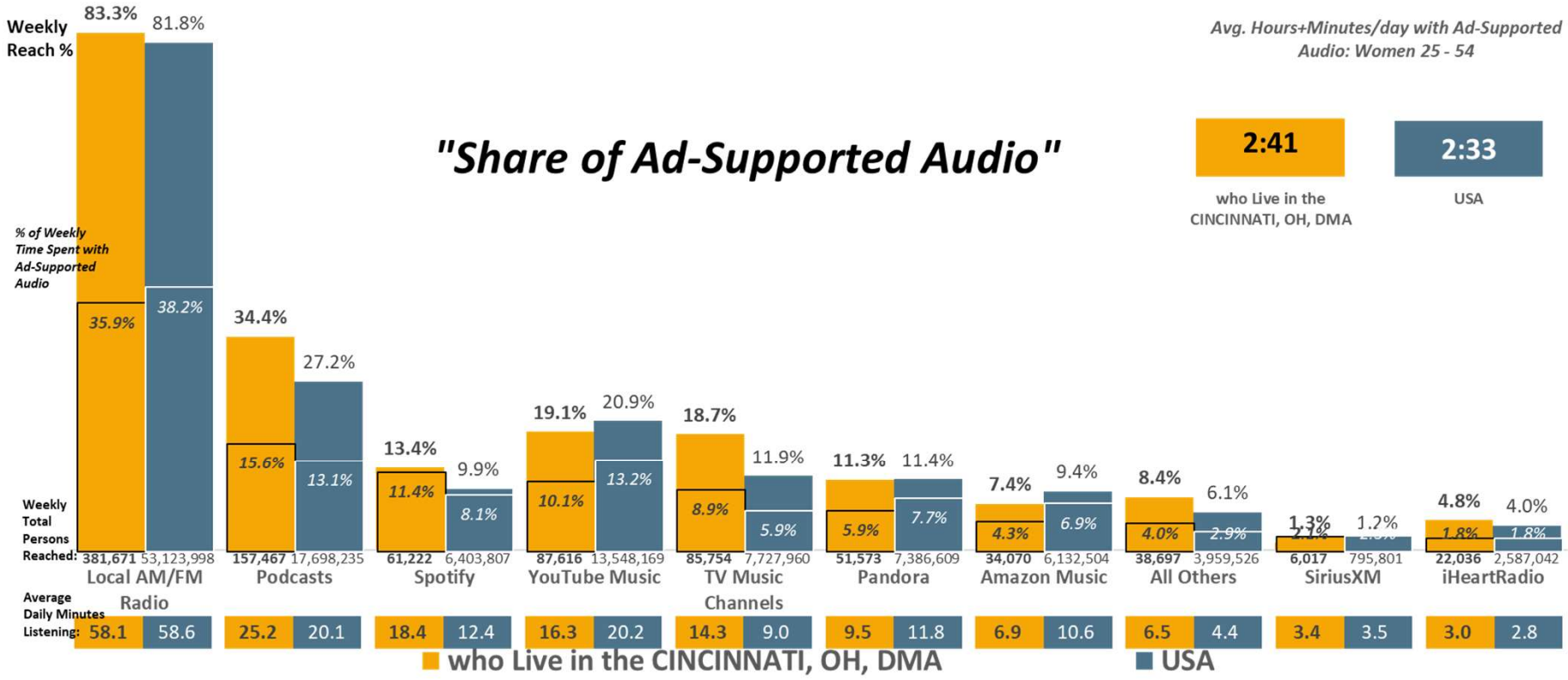
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W25-54

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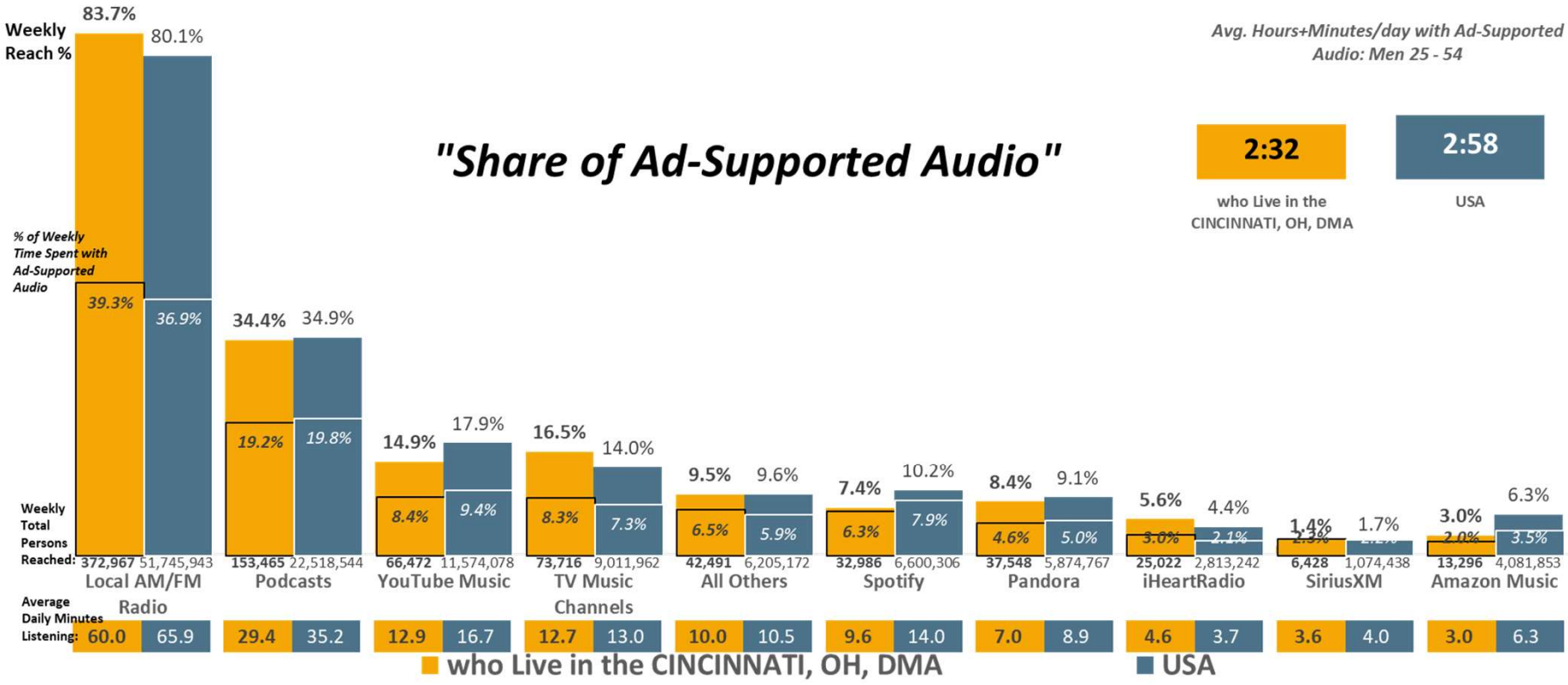
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M25-54

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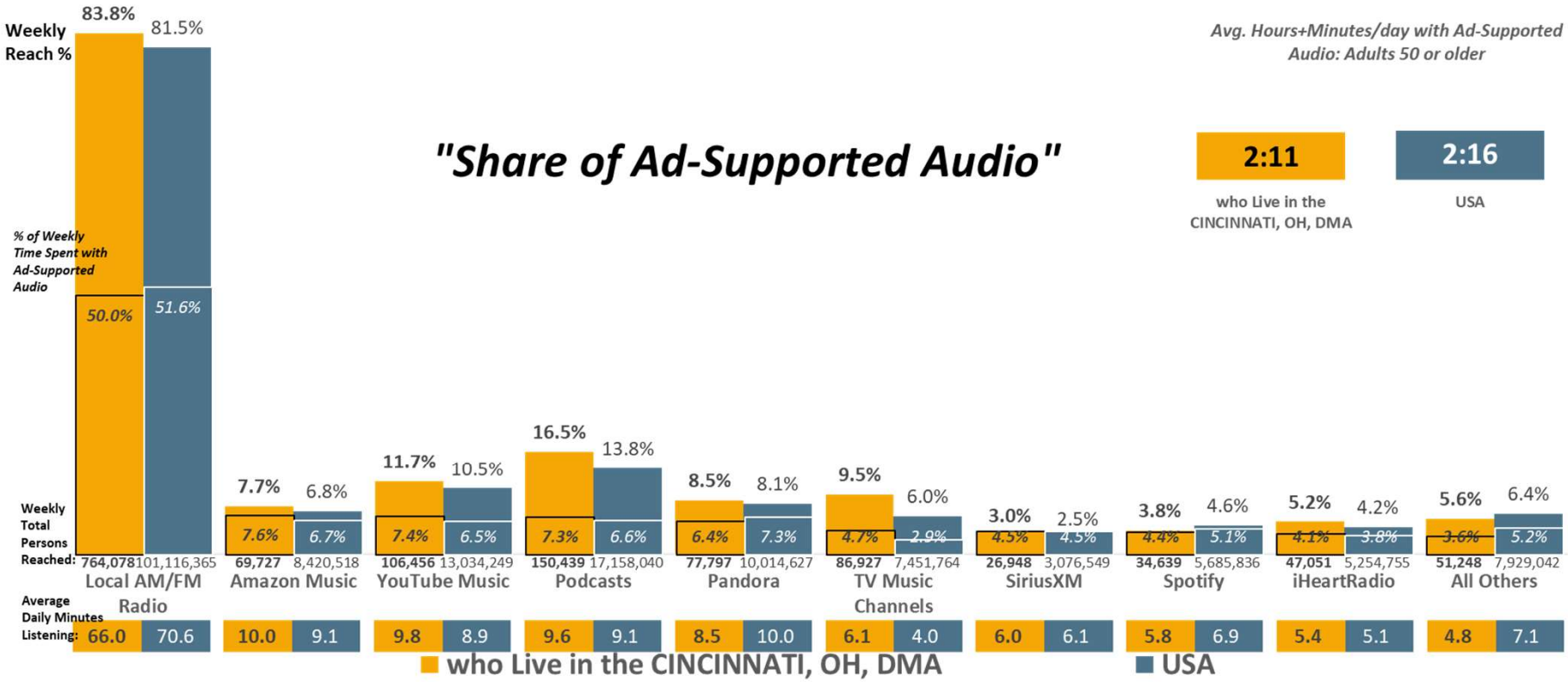
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P50+

764,078 or 83.8% of Adults 50 or older who Live in the CINCINNATI, OH, DMA listen to Ad-Supported Local AM/FM Radio for an average of 66. minutes every day representing 50.% of all time spent daily with Ad-Supported Audio.



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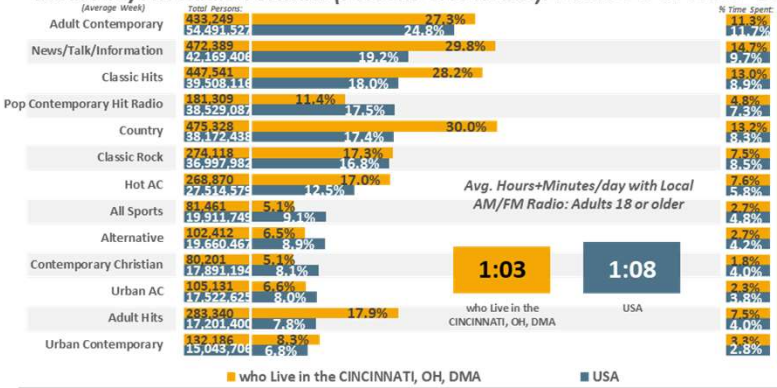
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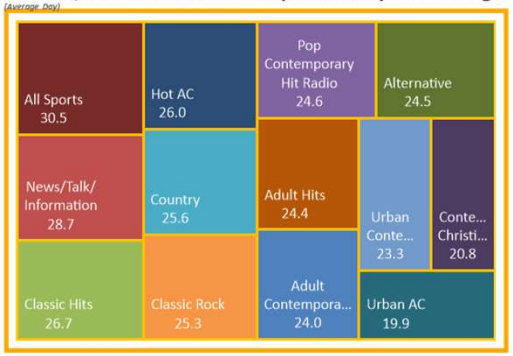
P18+

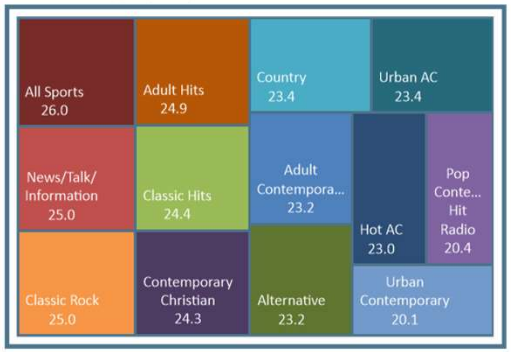
1,535,883 or 80.3% of Adults 18 or older who Live in the CINCINNATI, OH, DMA listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, Classic Hits, Adult Contemporary, News/Talk/Information, and Adult Hits.

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

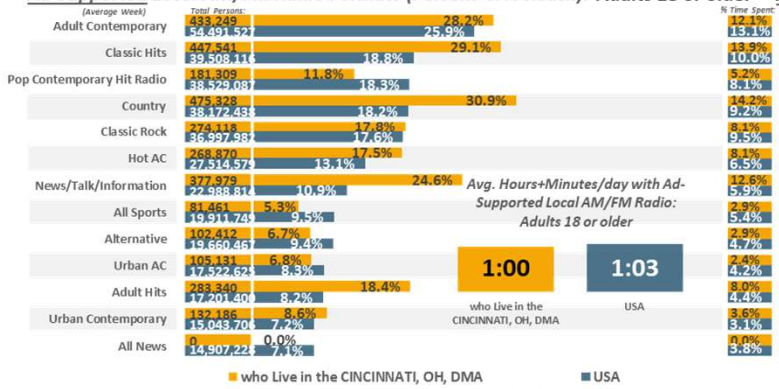


Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

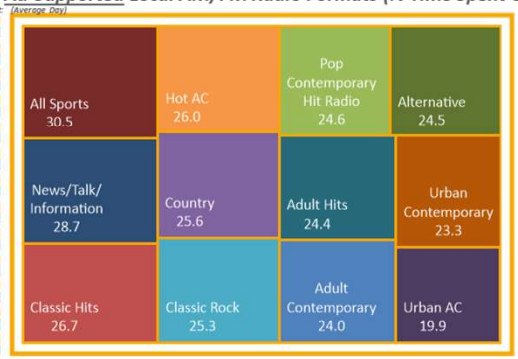


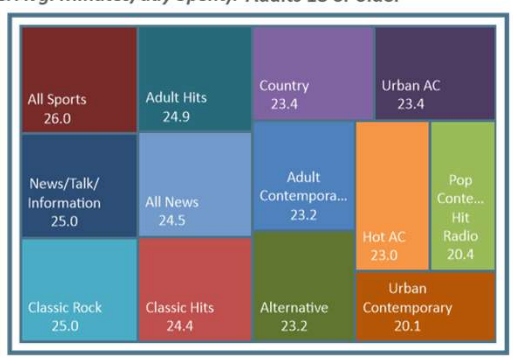


Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



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





USA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,879

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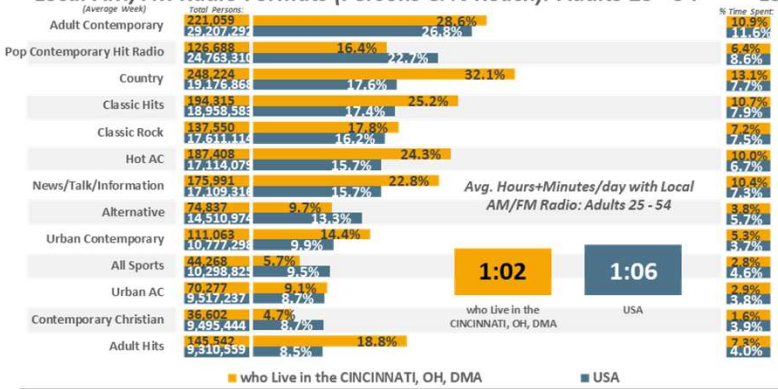
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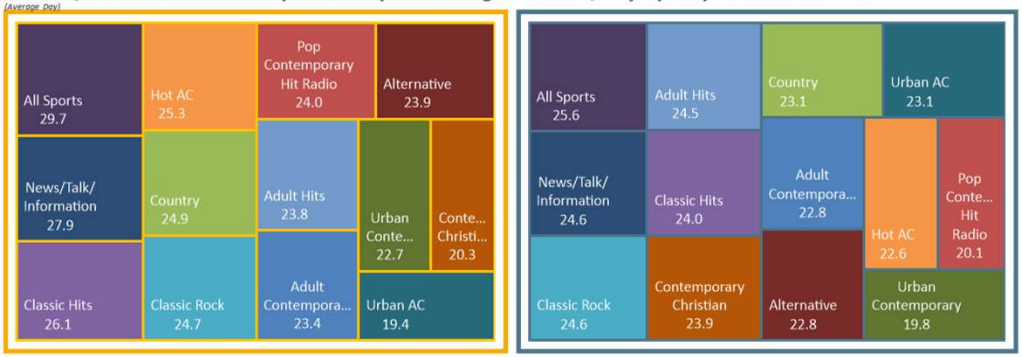
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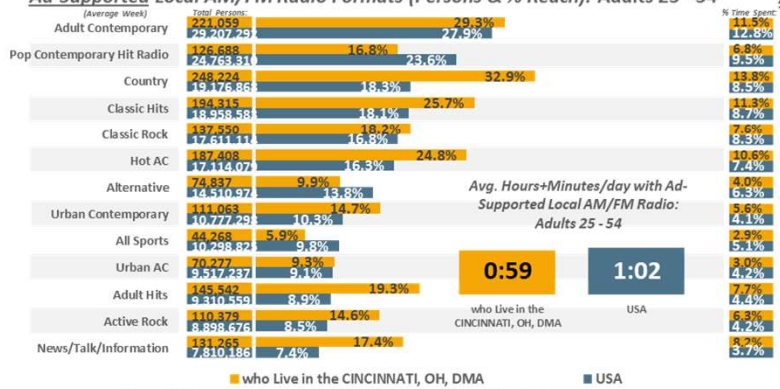
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 54



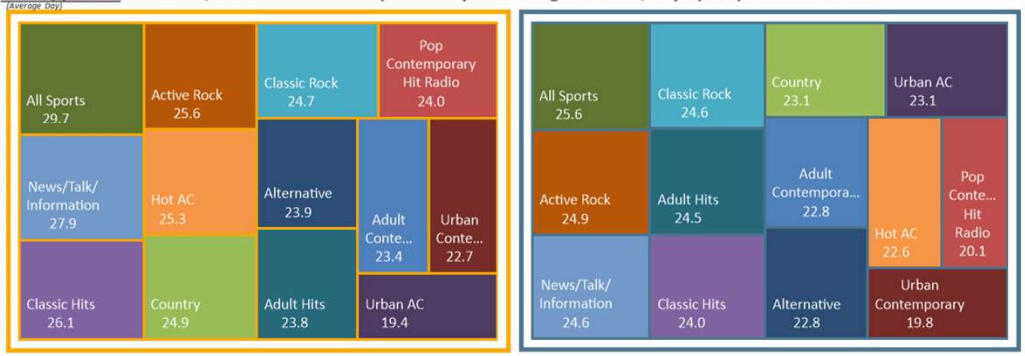
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Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 54



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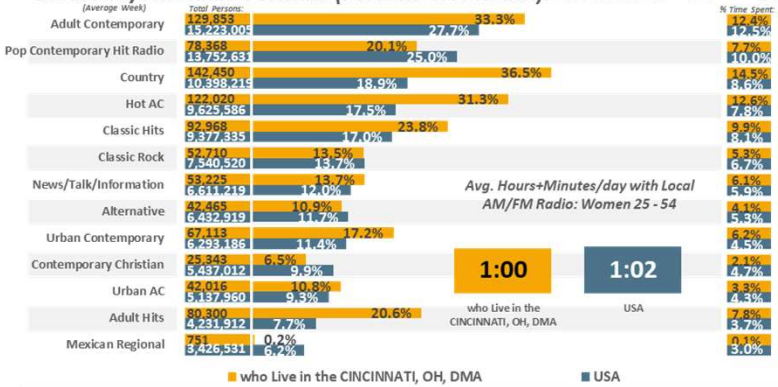
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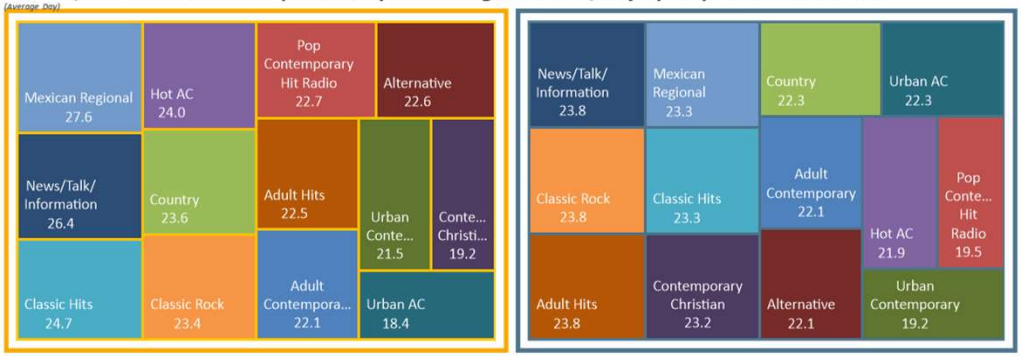
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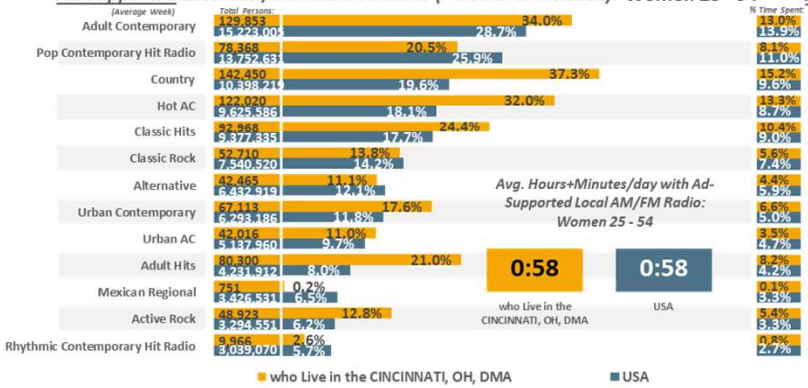
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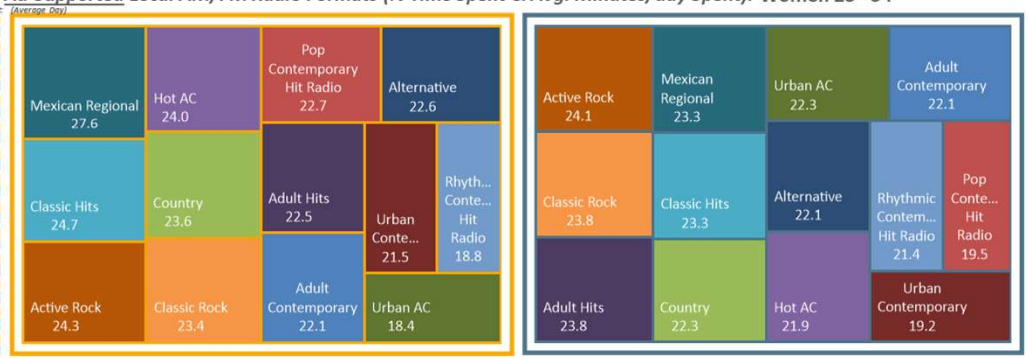
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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



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



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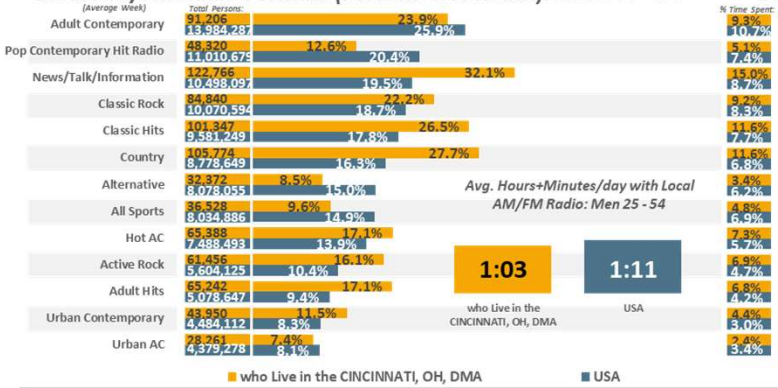
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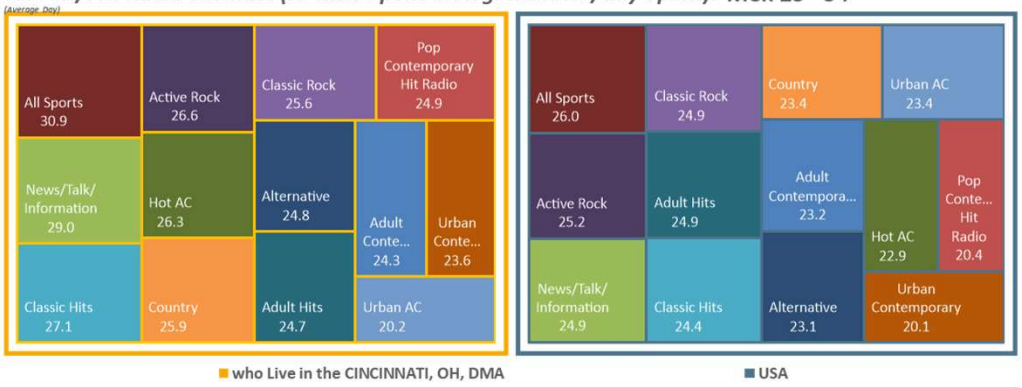
M25-54

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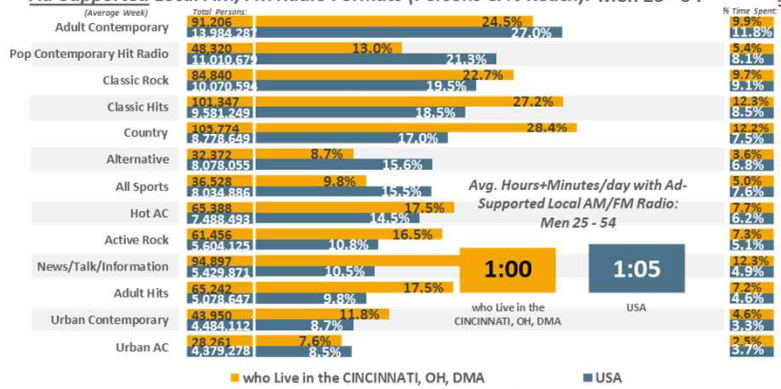
Local AM/FM Radio Formats (Persons & % Reach): Men 25 - 54



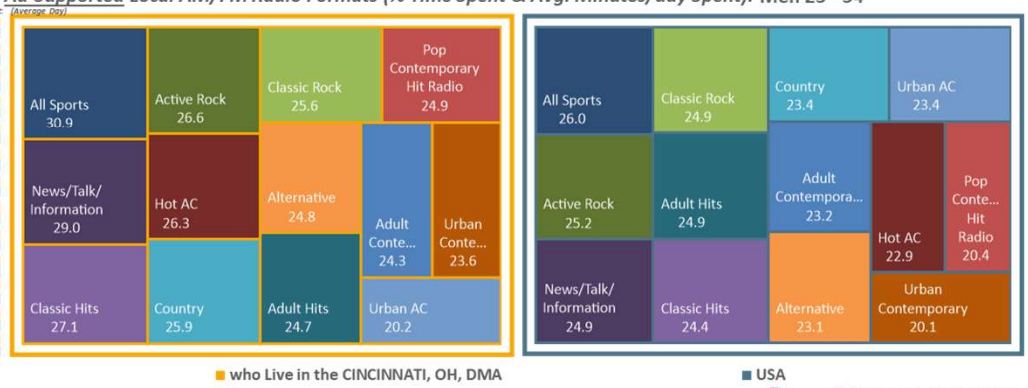
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USA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,879

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USA Projection Scarborough R2 2024: Aug23-Aug24 Qual Intab 23,275

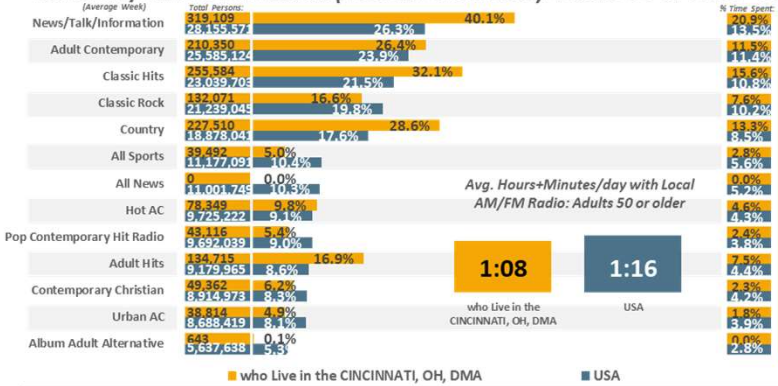
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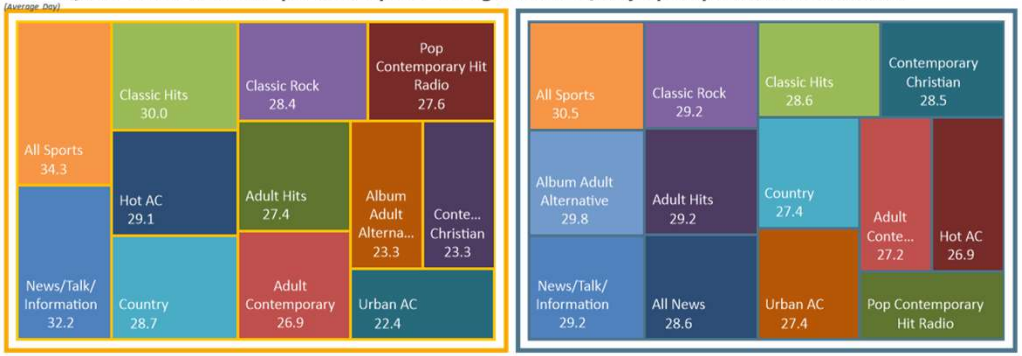
P50+

764,078 or 83.8% of Adults 50 or older who Live in the CINCINNATI, OH, DMA listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are News/Talk/Information, Classic Hits, Country, Adult Contemporary, and Adult Hits.

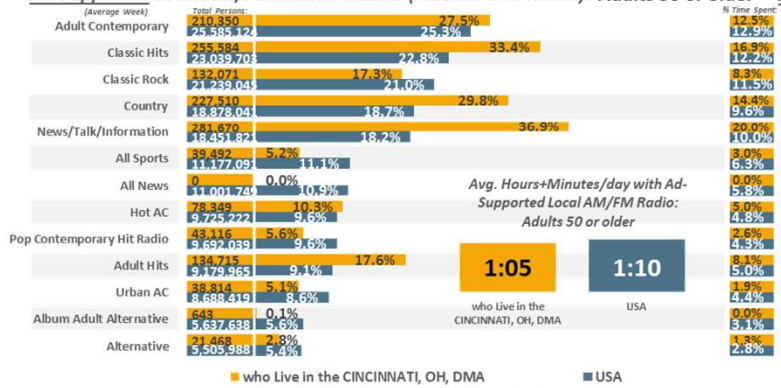
Local AM/FM Radio Formats (Persons & % Reach): Adults 50 or older



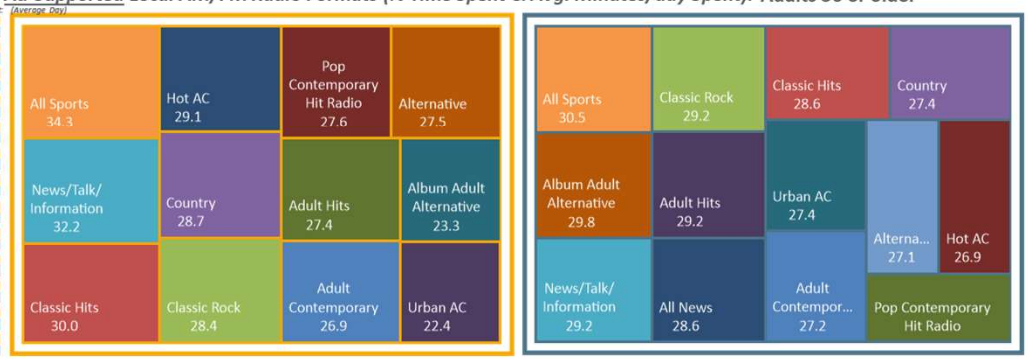
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 50 or older



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 50 or older



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 50 or older



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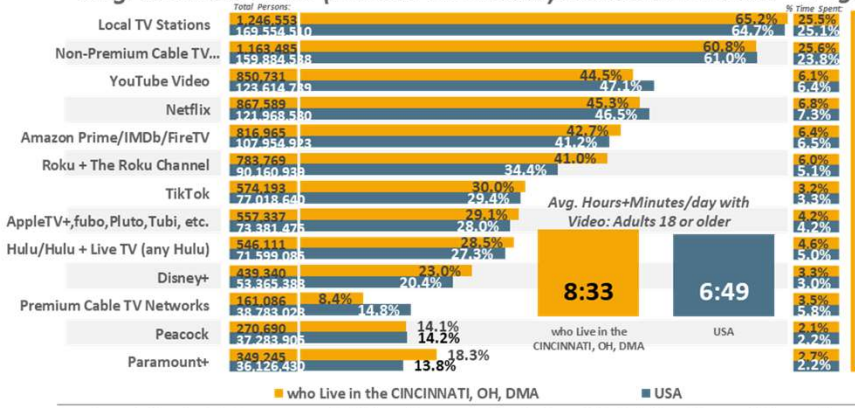
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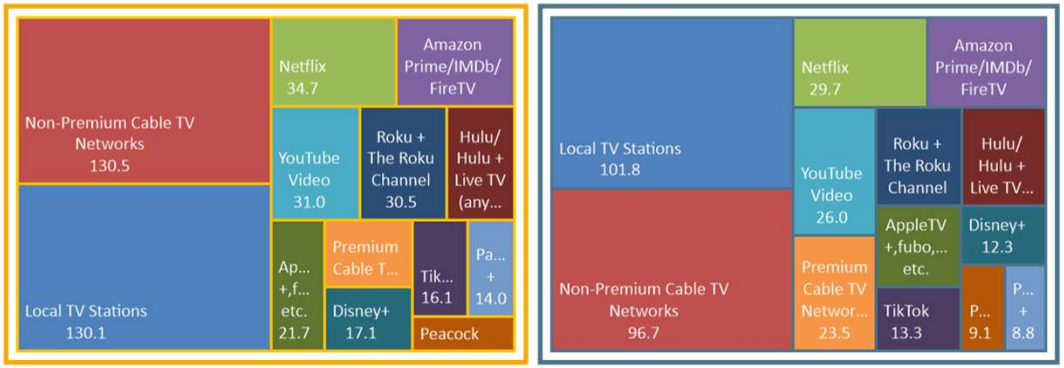
P18+

1,227,776 or 64.2% of Adults 18 or older who Live in the CINCINNATI, OH, DMA watch Ad-Supported Local TV Stations for an average of 125.3 minutes every day representing 30.4% of all time spent daily with Ad-Supported Video.

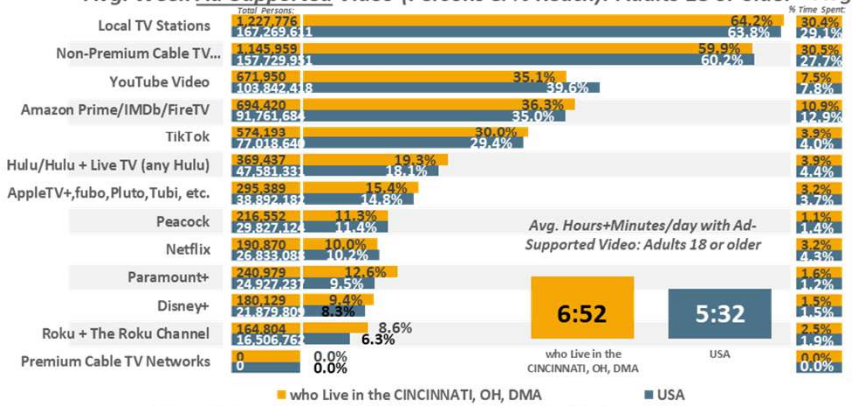
Avg. Week All Video (Persons & % Reach): Adults 18 or older



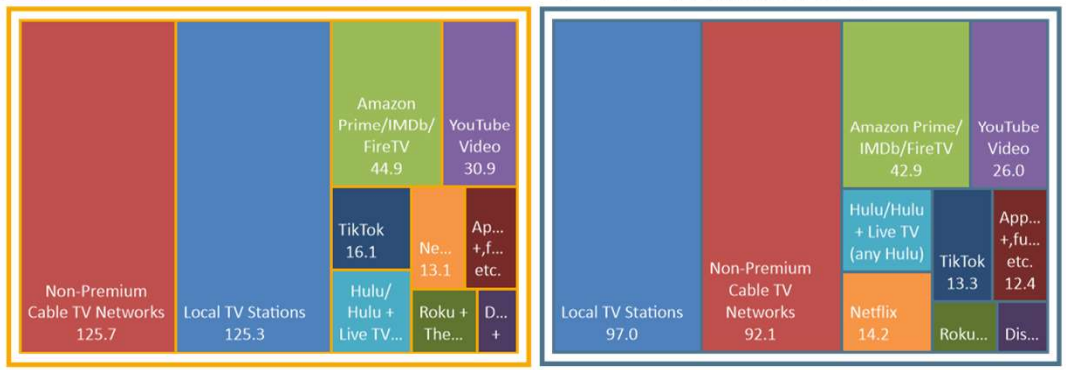
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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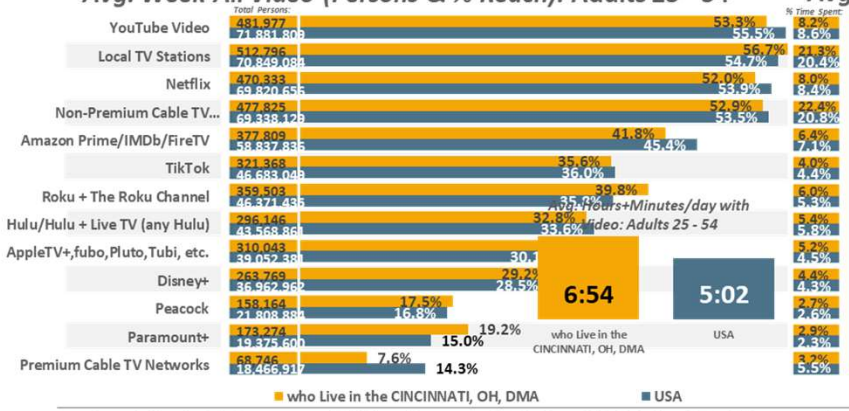
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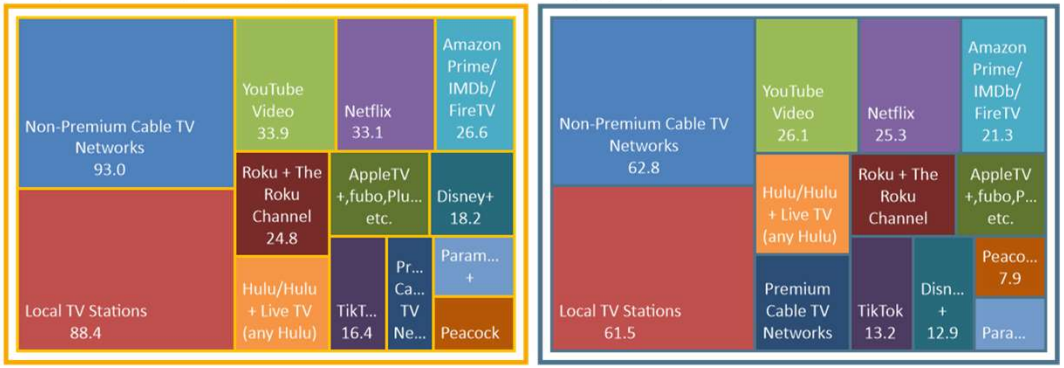
P25-54

504,611 or 55.8% of Adults 25 - 54 who Live in the CINCINNATI, OH, DMA watch Ad-Supported Local TV Stations for an average of 85.7 minutes every day representing 26.8% of all time spent daily with Ad-Supported Video.

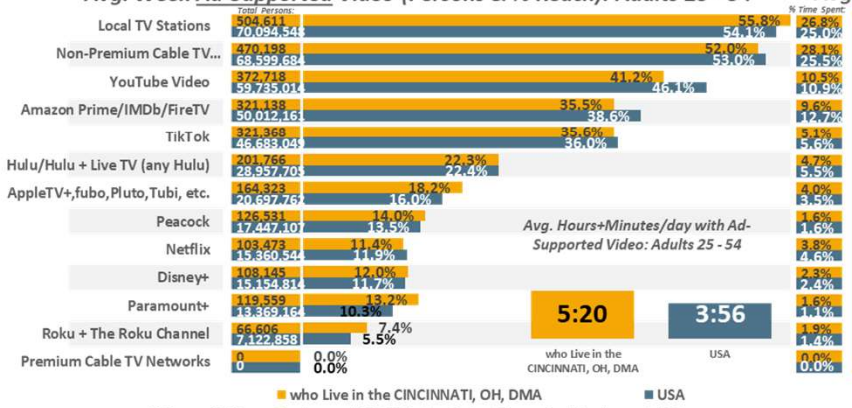
Avg. Week All Video (Persons & % Reach): Adults 25 - 54



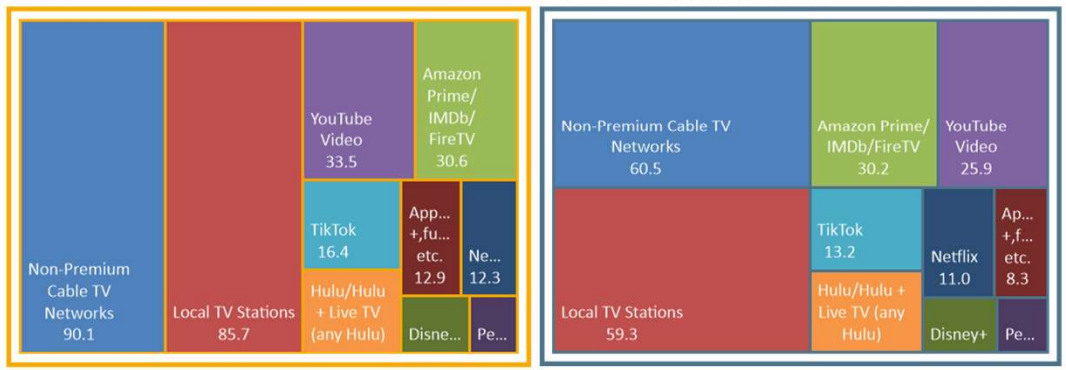
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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



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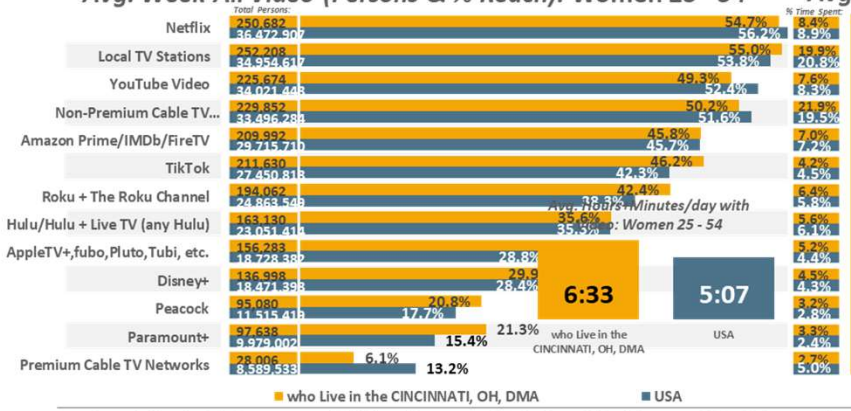
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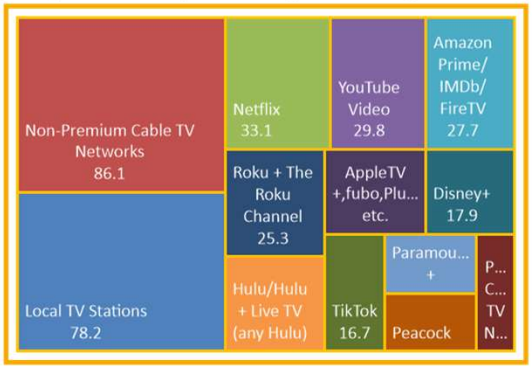
W25-54

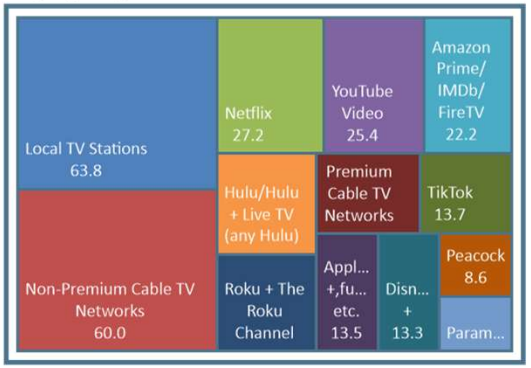
247,727 or 54.1% of Women 25 - 54 who Live in the CINCINNATI, OH, DMA watch Ad-Supported Local TV Stations for an average of 76.1 minutes every day representing 25.5% of all time spent daily with Ad-Supported Video.

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

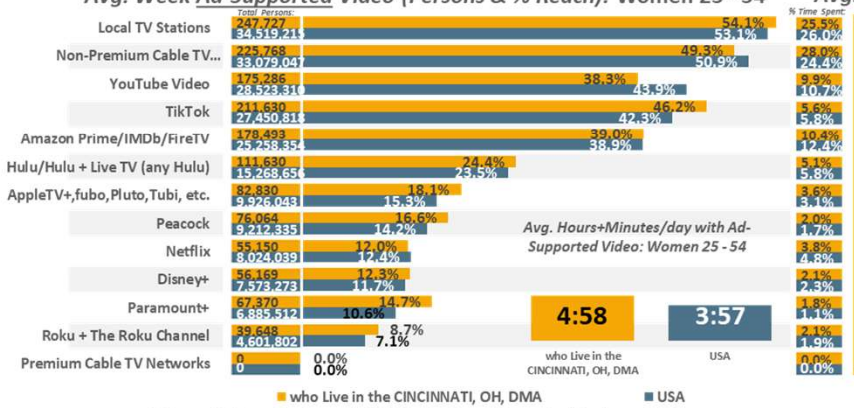


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54

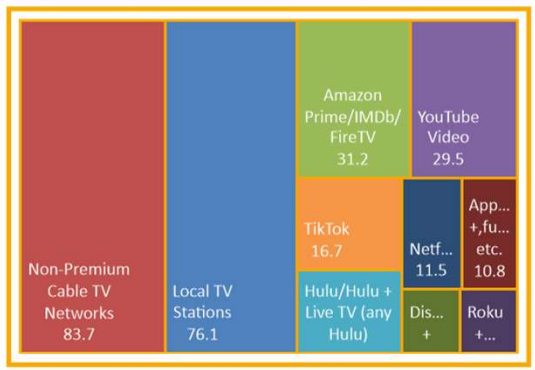


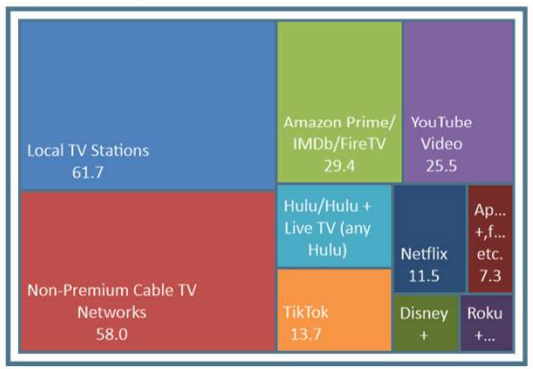


Avg. Week Ad-Supported Video (Persons & % Reach): Women 25 - 54



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





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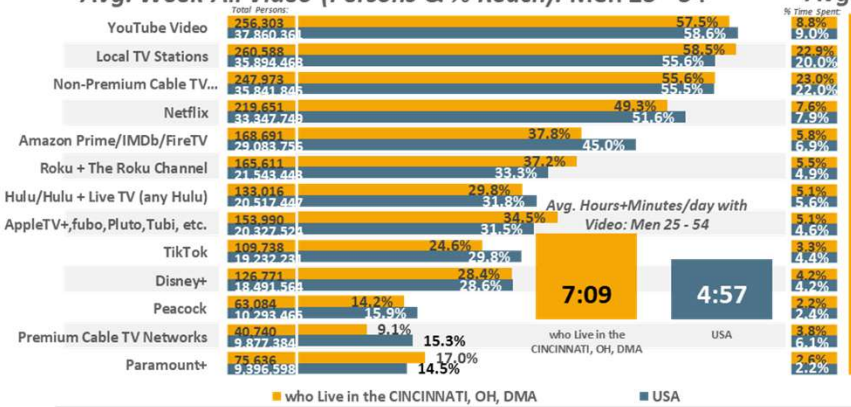
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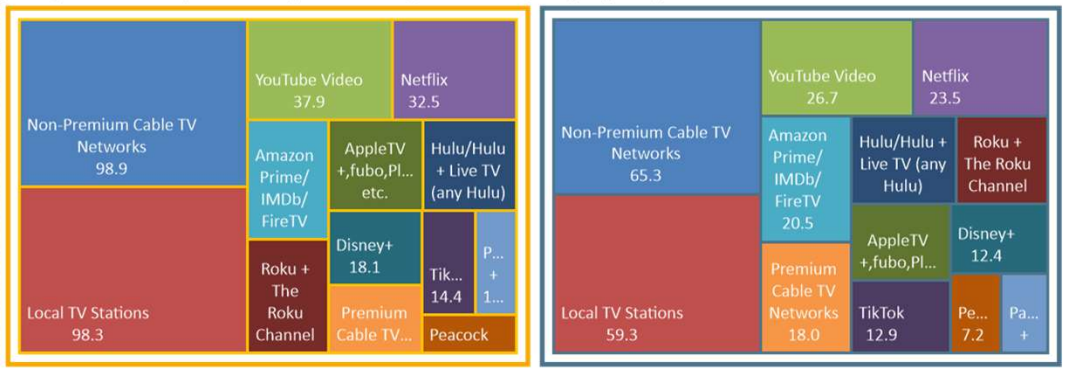
M25-54

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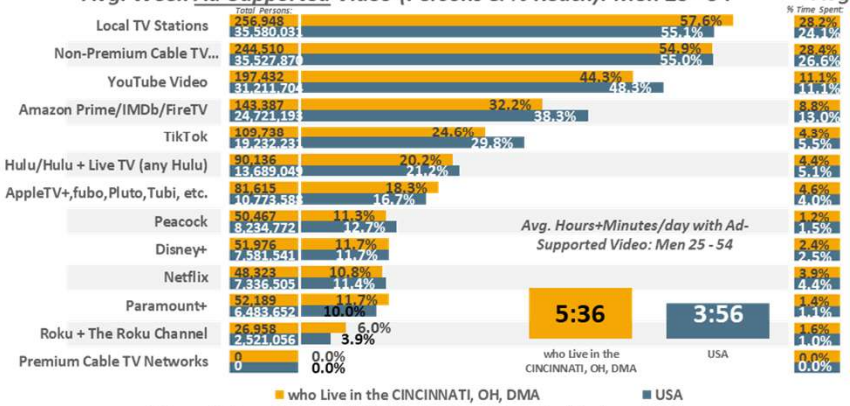
Avg. Week All Video (Persons & % Reach): Men 25 - 54



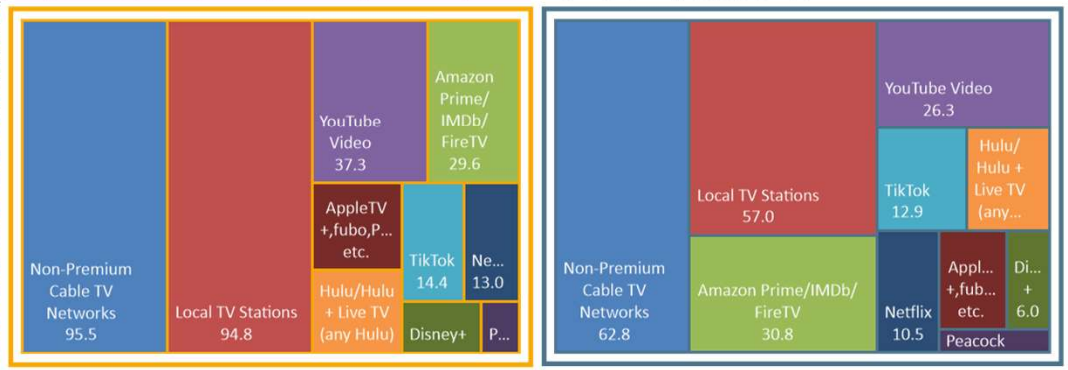
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



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



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



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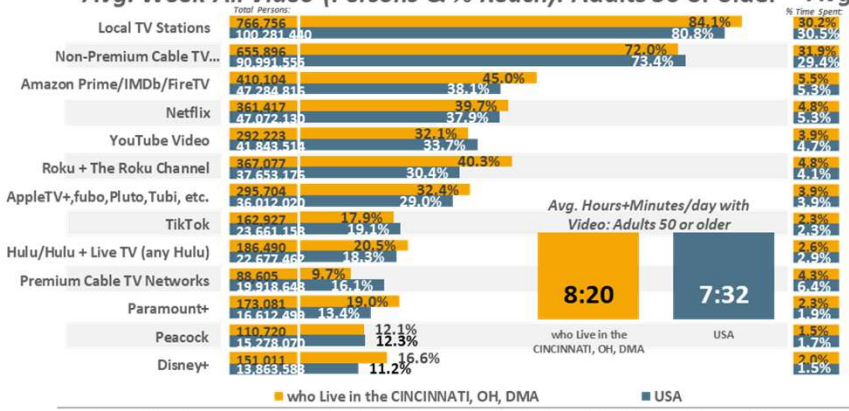
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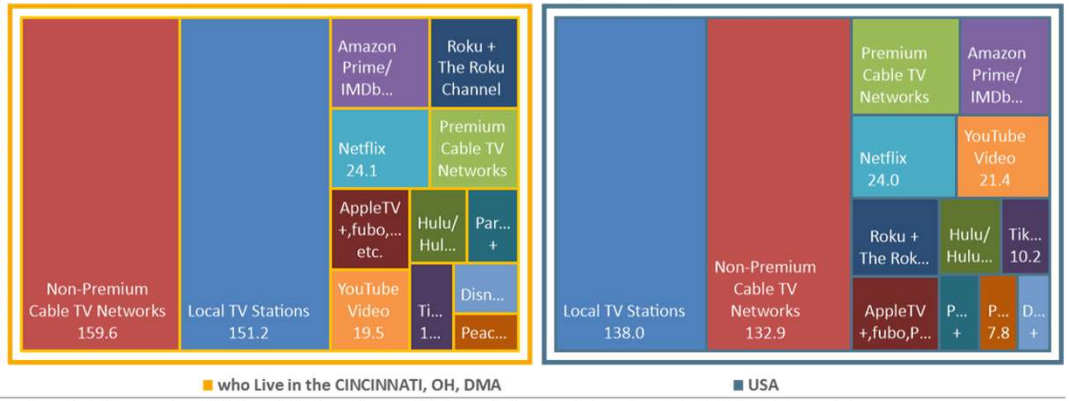
P50+

755,383 or 82.9% of Adults 50 or older who Live in the CINCINNATI, OH, DMA watch Ad-Supported Local TV Stations for an average of 146.2 minutes every day representing 34.1% of all time spent daily with Ad-Supported Video.

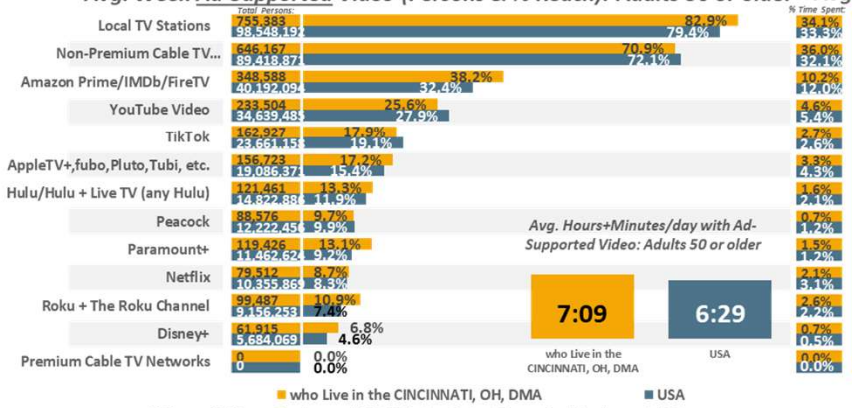
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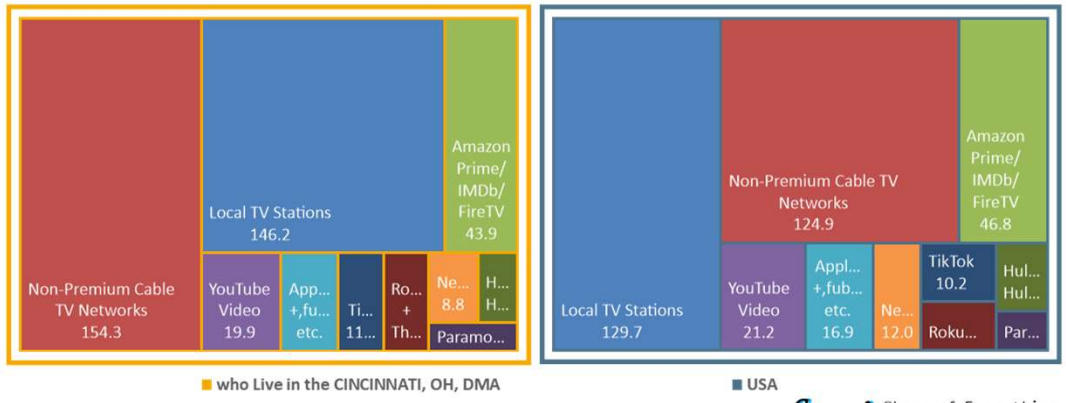
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 50 or older



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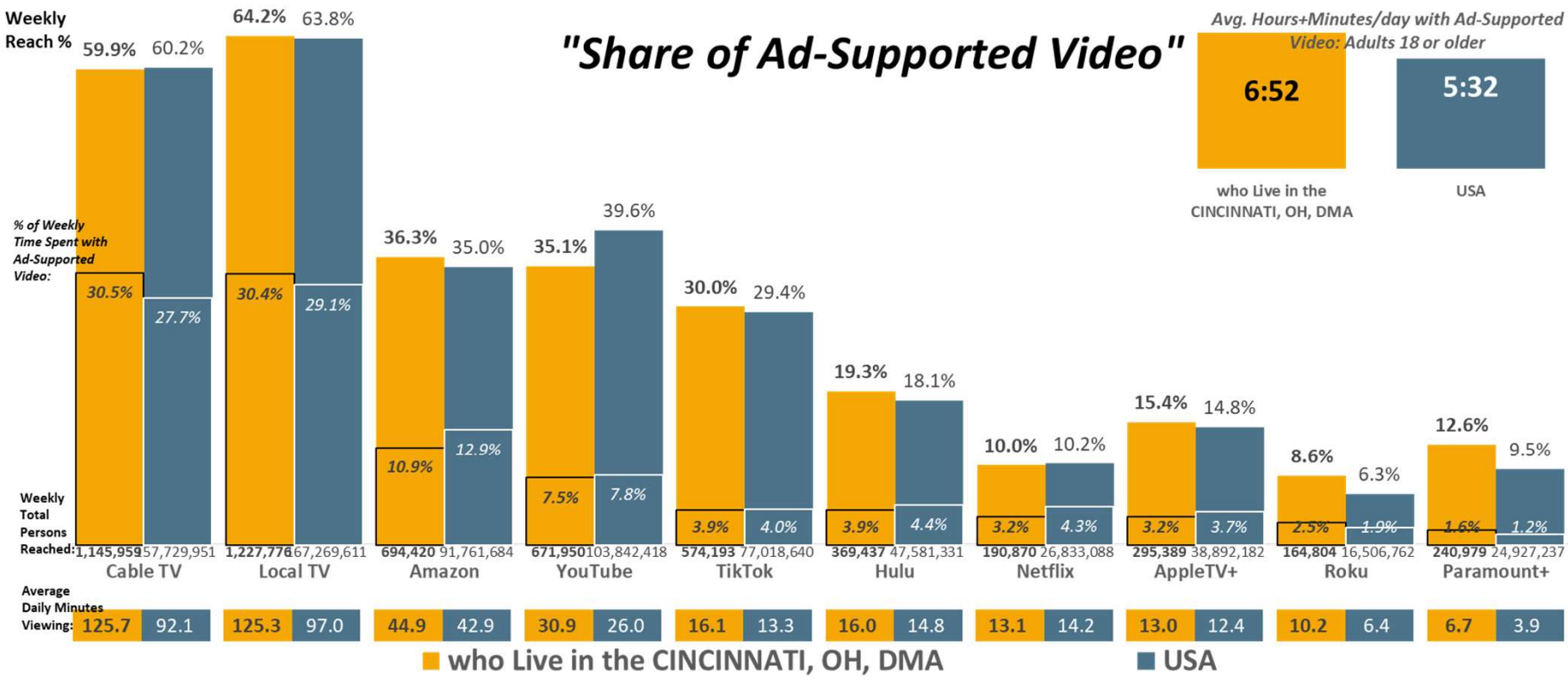
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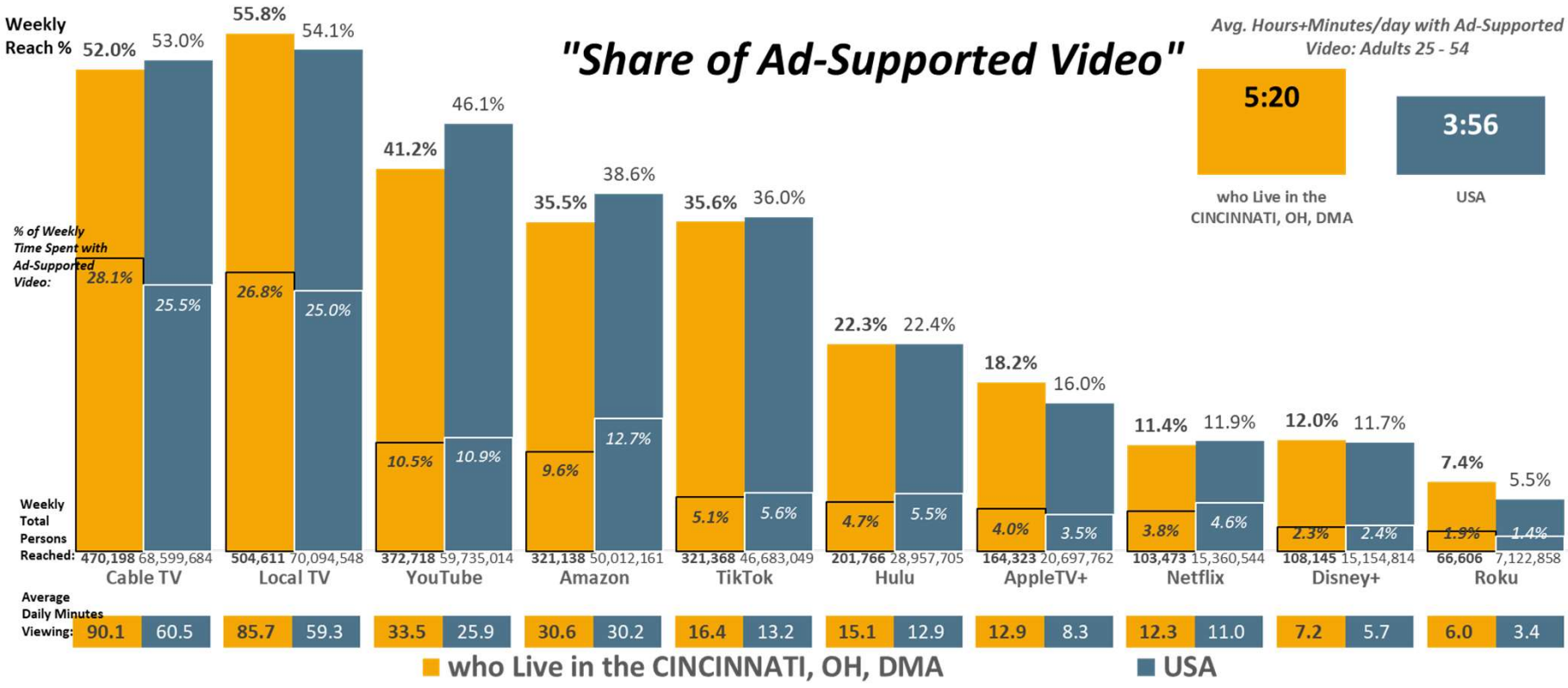
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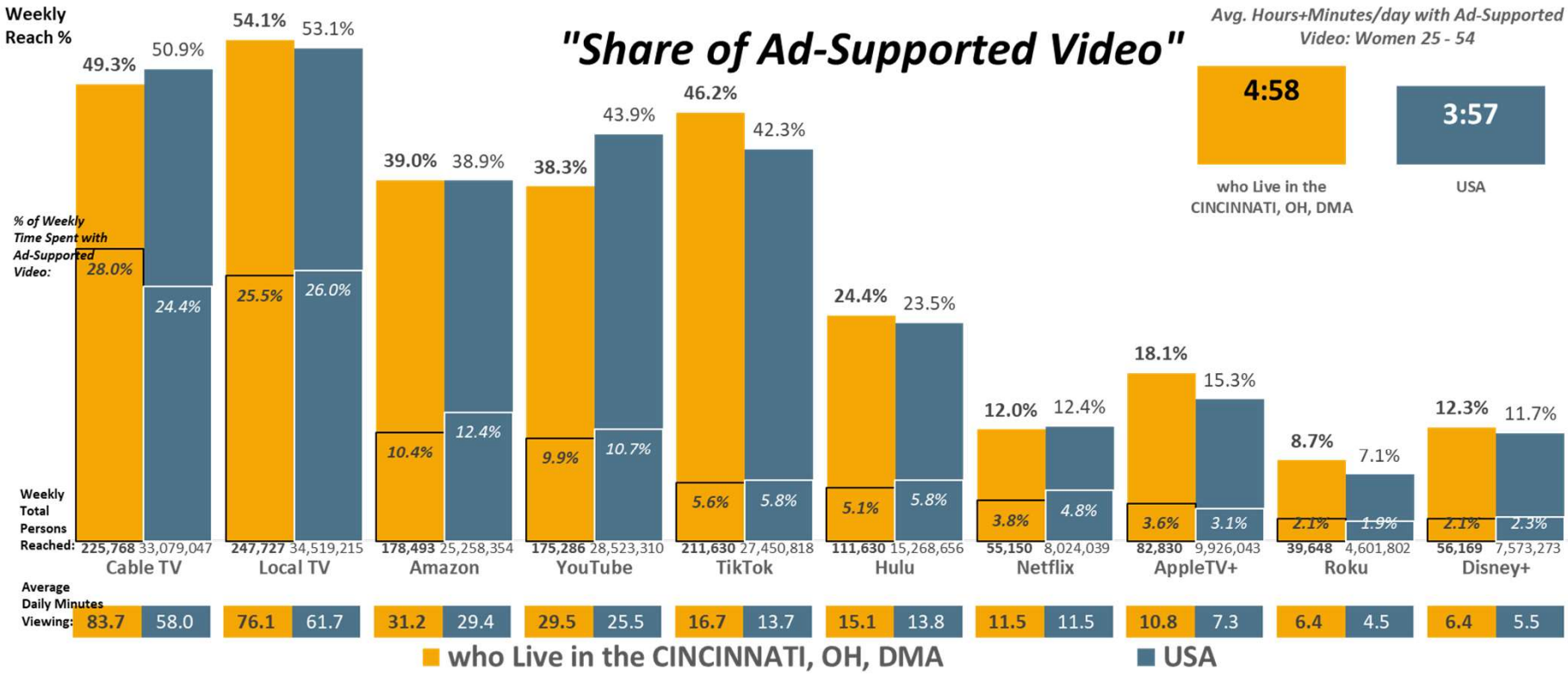
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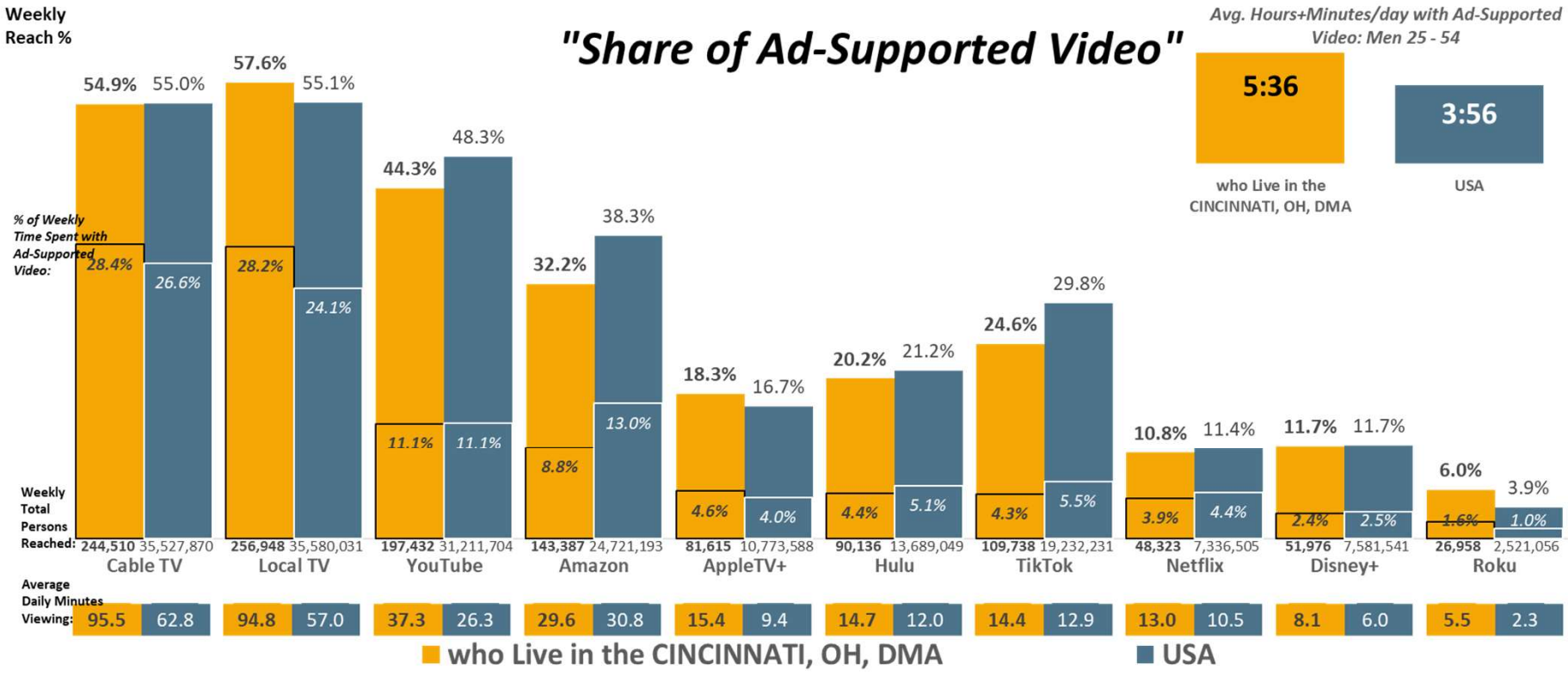
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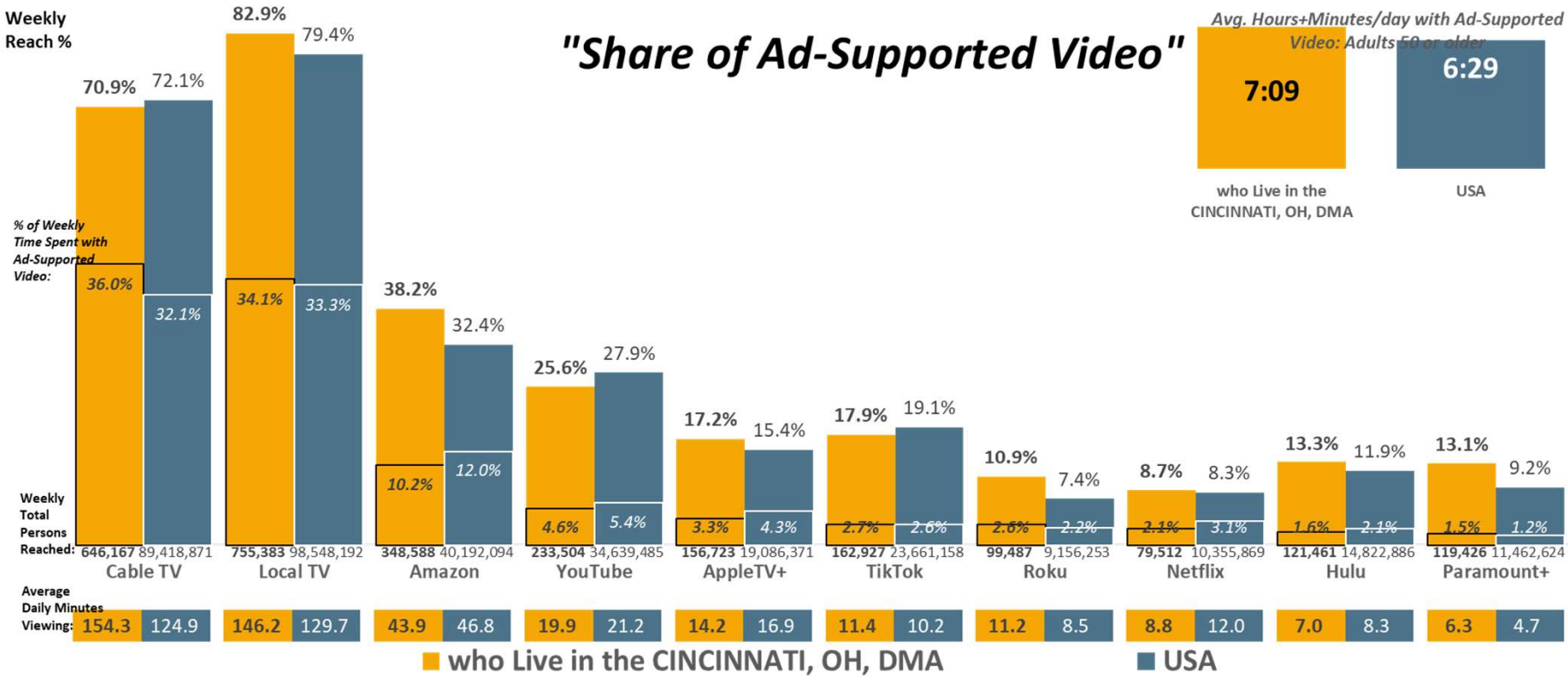
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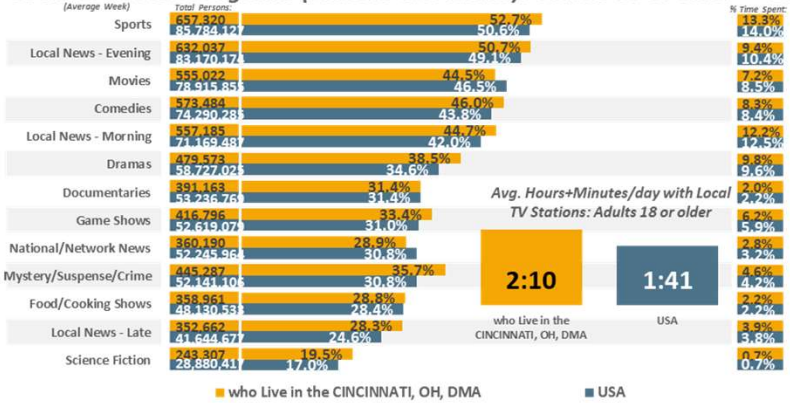
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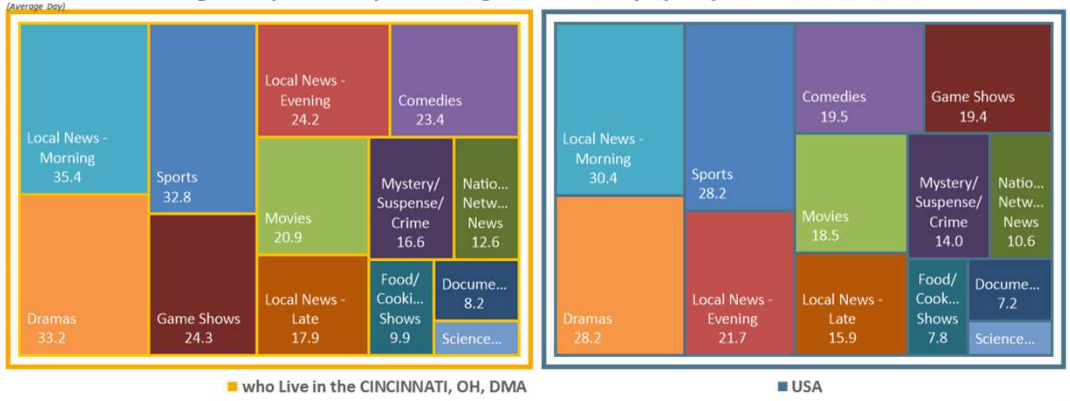
P18+

1,227,776 or 64.2% of Adults 18 or older who Live in the CINCINNATI, OH, DMA watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Movies, Comedies, and Dramas.

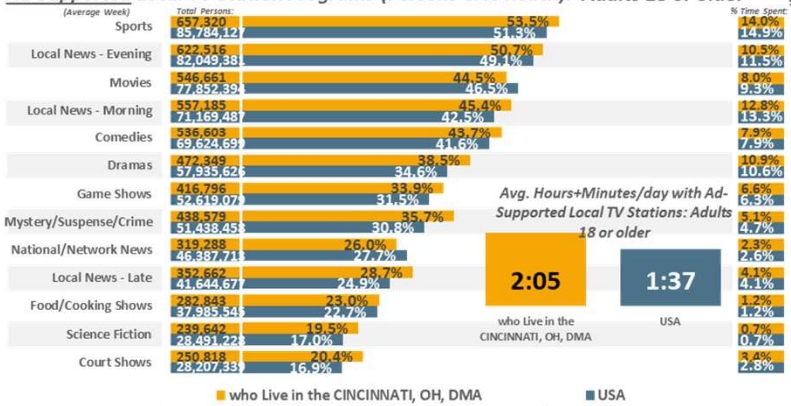
Local TV Station Programs (Persons & % Reach): Adults 18 or older



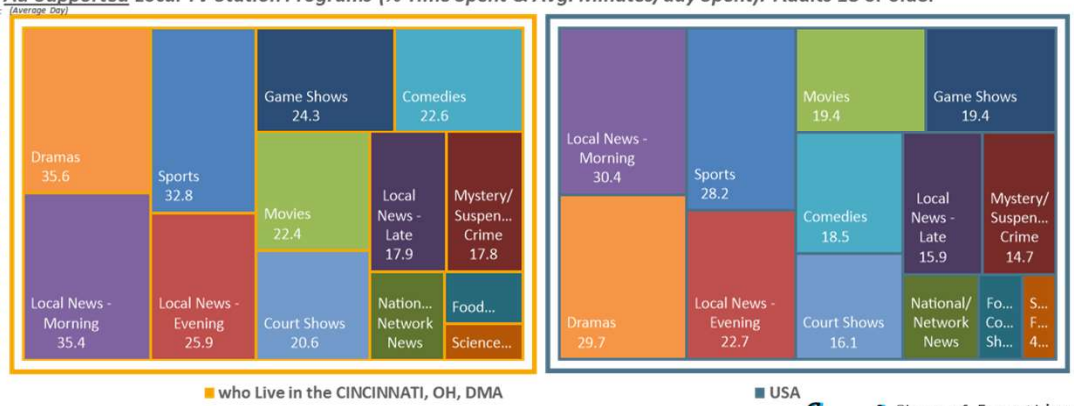
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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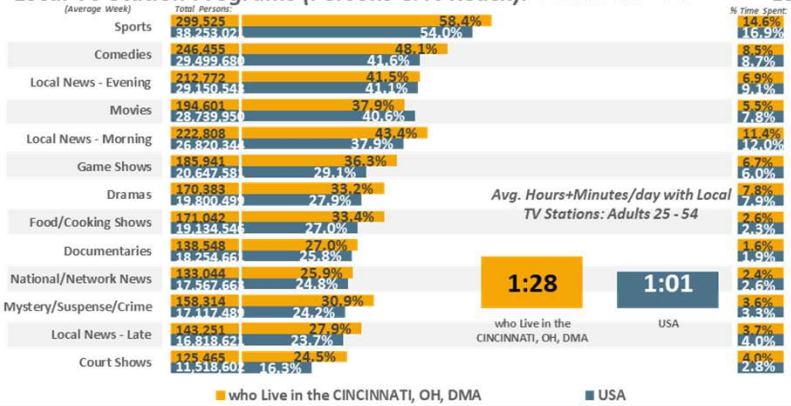
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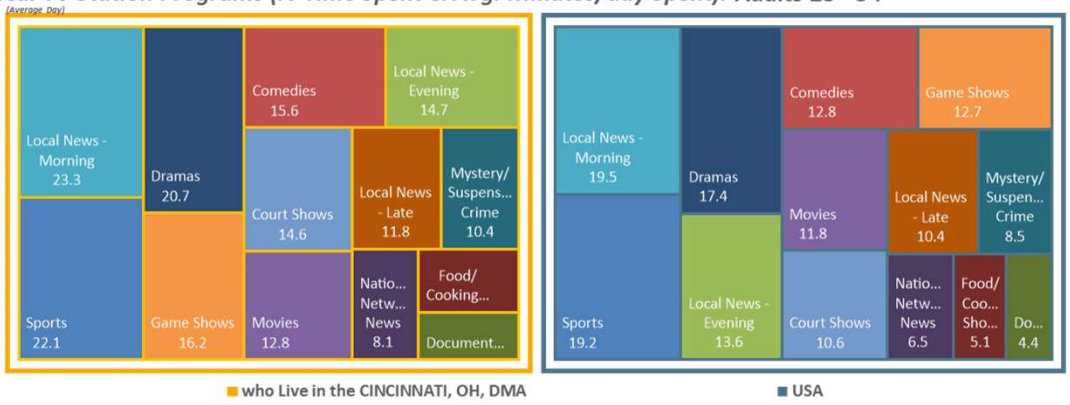
P25-54

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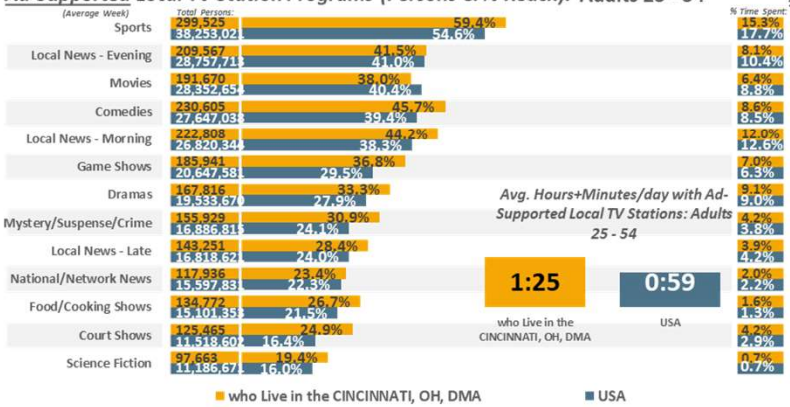
Local TV Station Programs (Persons & % Reach): Adults 25 - 54



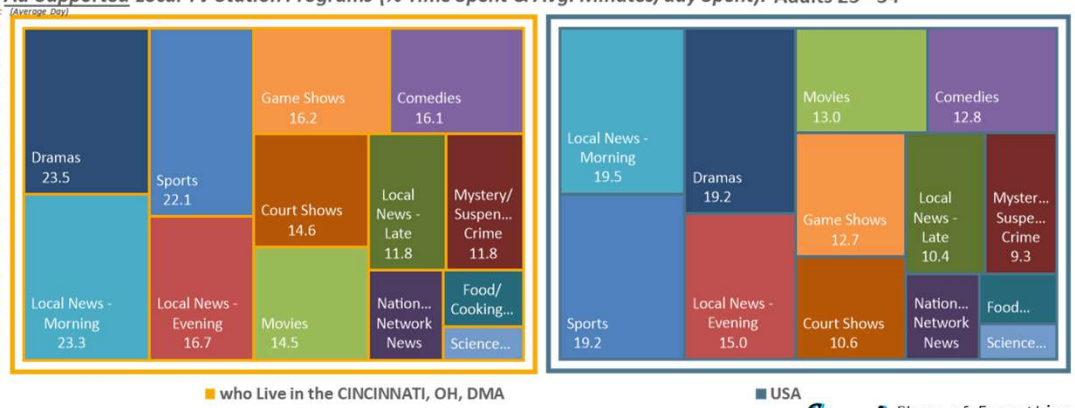
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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



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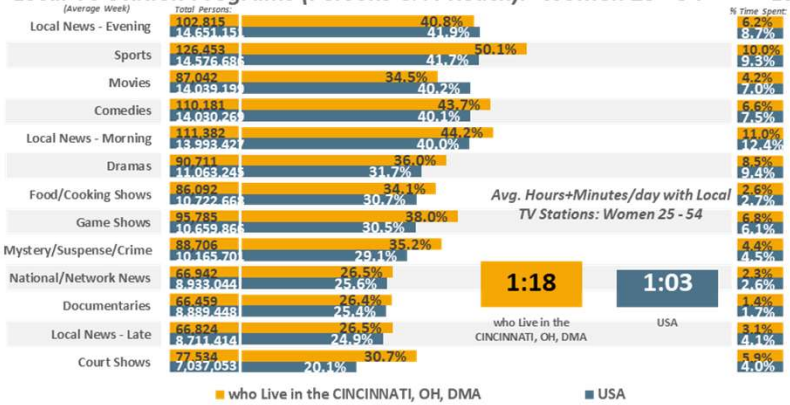
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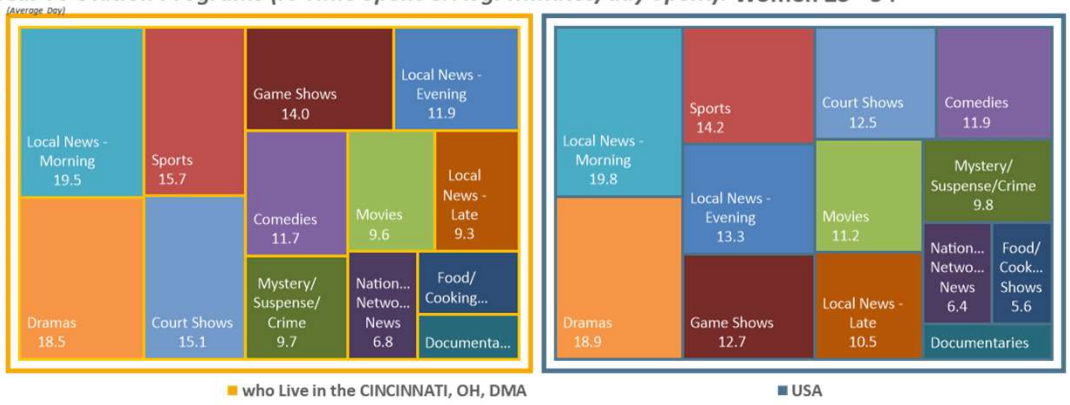
W25-54

247,727 or 54.1% of Women 25 - 54 who Live in the CINCINNATI, OH, DMA watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Morning, Comedies, Local News - Evening, Game Shows, and Dramas.

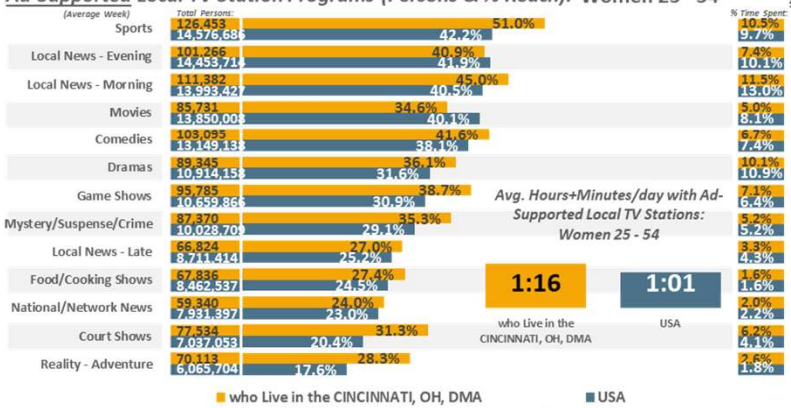
Local TV Station Programs (Persons & % Reach): Women 25 - 54



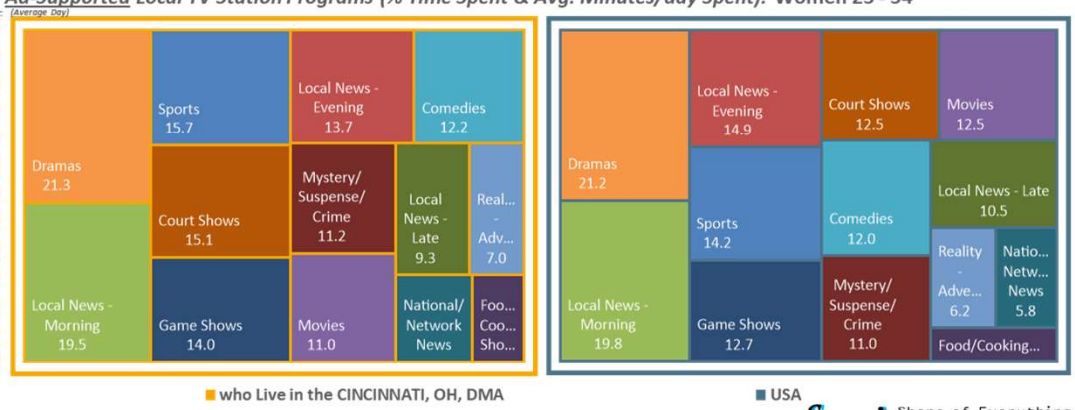
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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



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



USA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,879

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USA Projection Scarborough R2 2024: Aug23-Aug24 Qual Intab 23,275

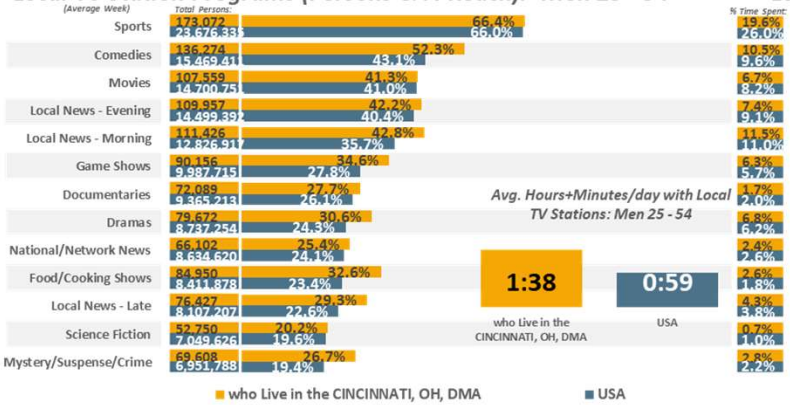
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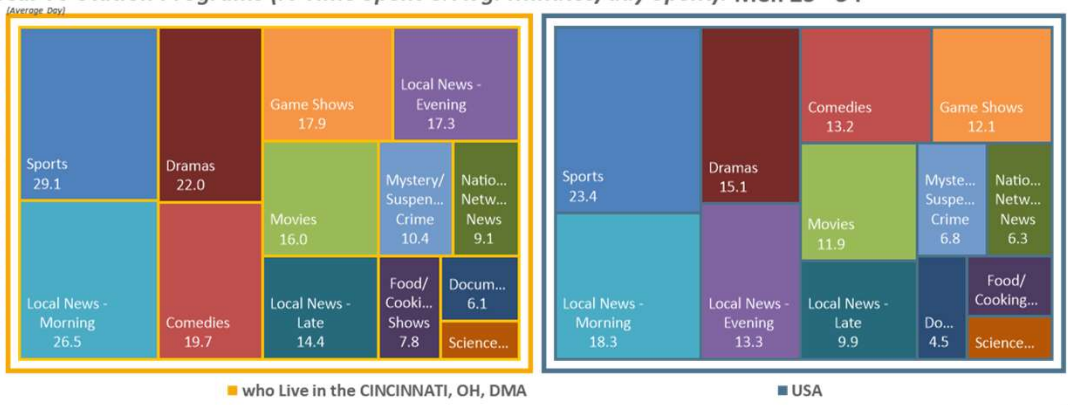
M25-54

256,948 or 57.6% of Men 25 - 54 who Live in the CINCINNATI, OH, DMA watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Comedies, Local News - Morning, Local News - Evening, Movies, and Game Shows.

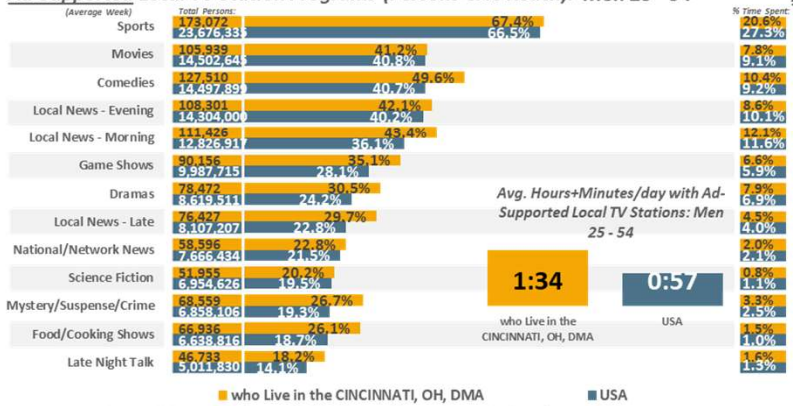
Local TV Station Programs (Persons & % Reach): Men 25 - 54



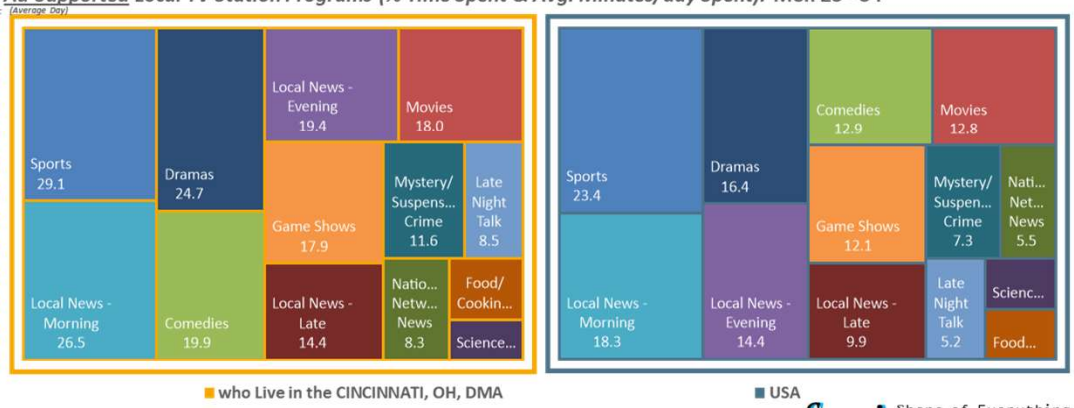
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



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



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



USA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,879

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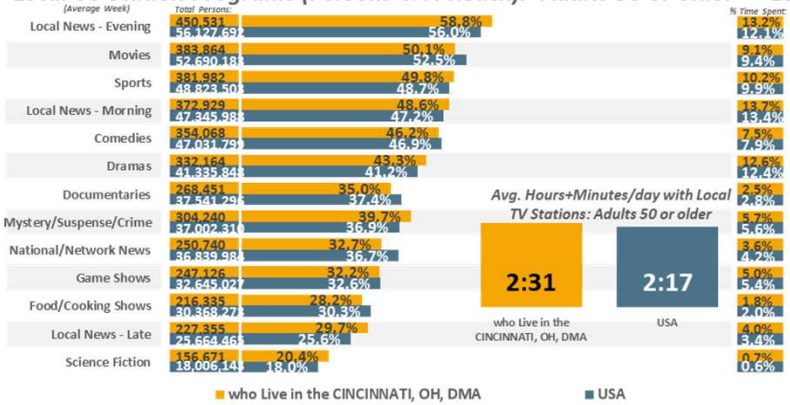
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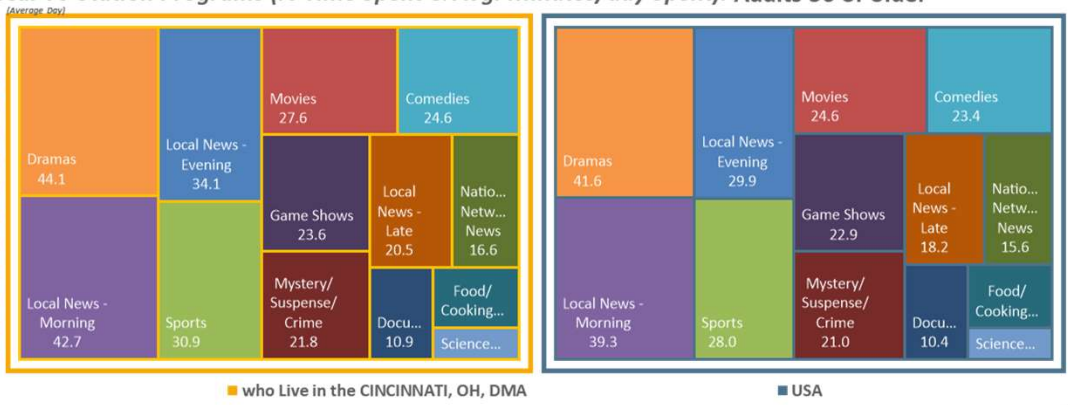
P50+

755,383 or 82.9% of Adults 50 or older who Live in the CINCINNATI, OH, DMA watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Movies, Local News - Morning, Comedies, and Dramas.

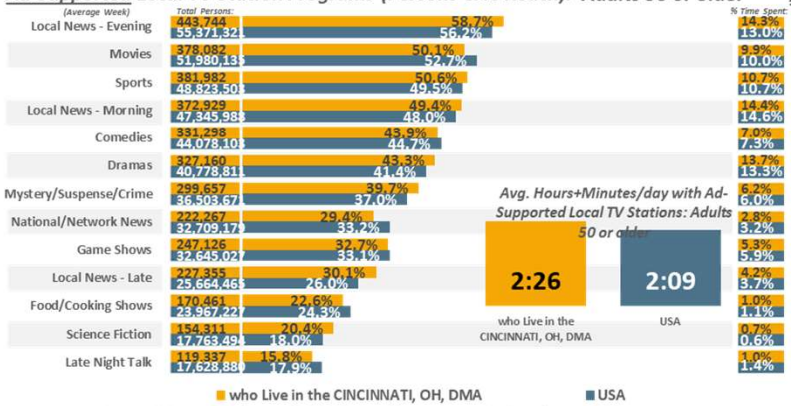
Local TV Station Programs (Persons & % Reach): Adults 50 or older



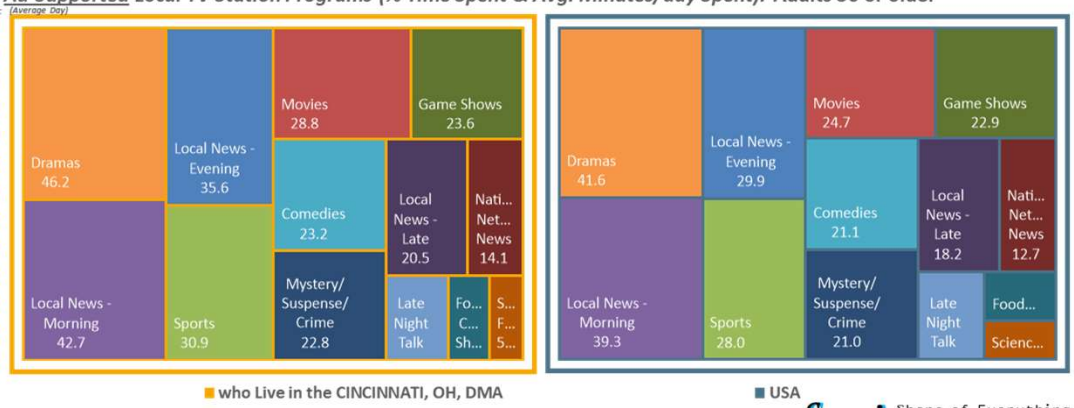
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 50 or older



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 50 or older



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 50 or older



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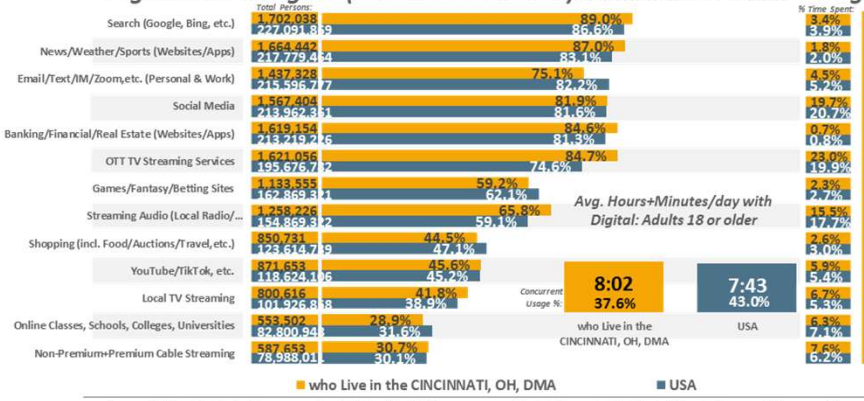
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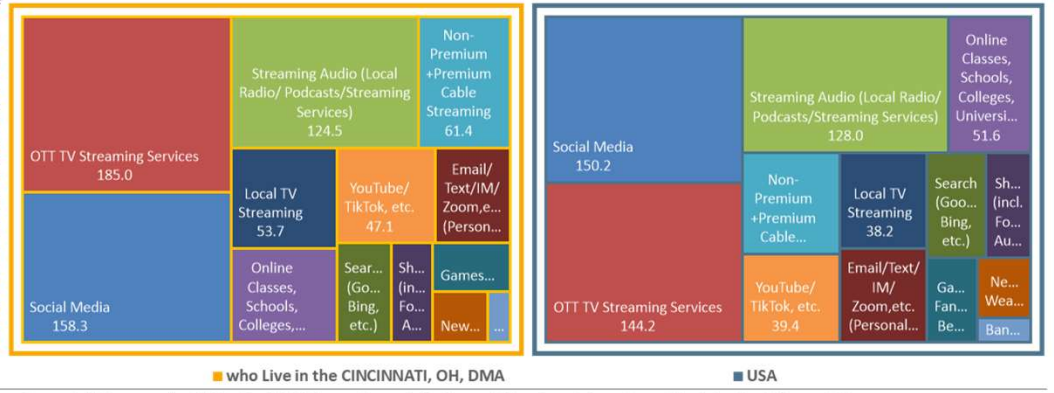
P18+

1,373,100 or 71.8% of Adults 18 or older who Live in the CINCINNATI, OH, DMA use Ad-Supported Social Media for an average of 138.7 minutes every day representing 23.6% of all time spent daily with Ad-Supported Digital Media.

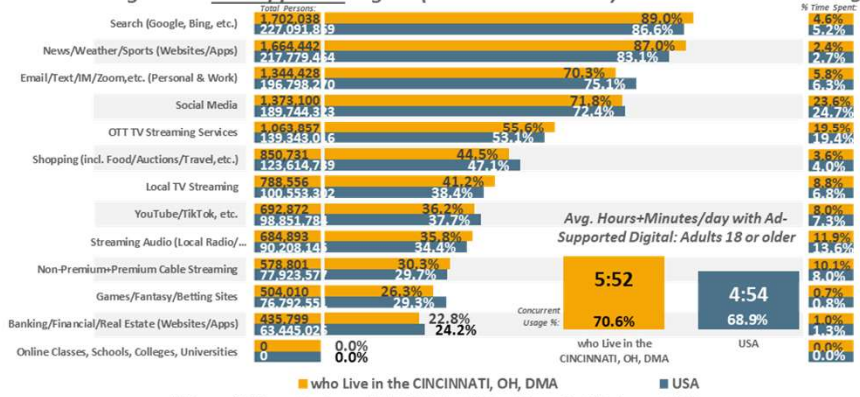
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



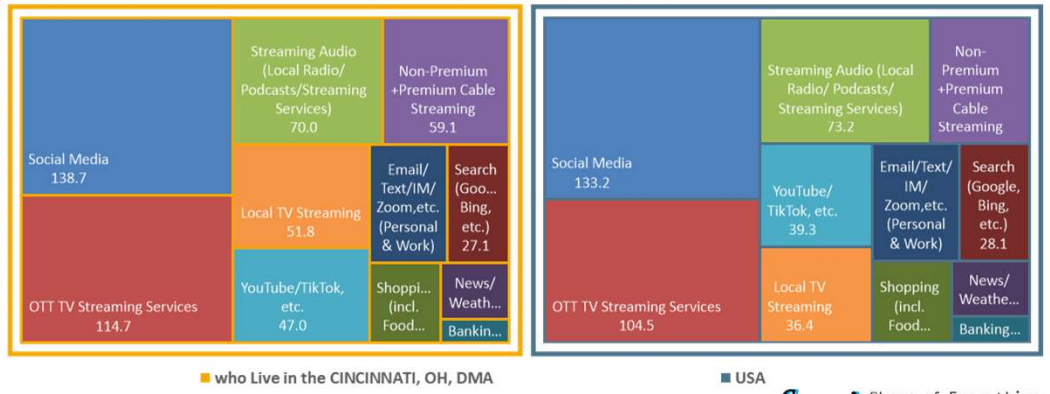
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,879

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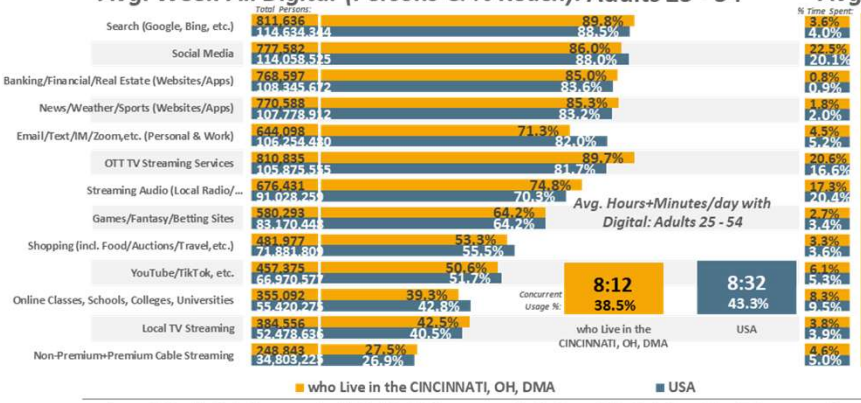
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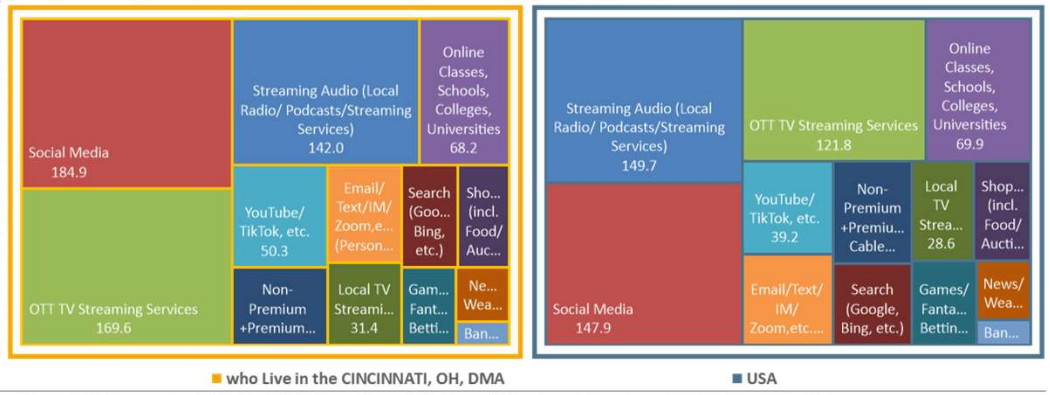
P25-54

670,364 or 74.2% of Adults 25 - 54 who Live in the CINCINNATI, OH, DMA use Ad-Supported Social Media for an average of 170.1 minutes every day representing 29.3% of all time spent daily with Ad-Supported Digital Media.

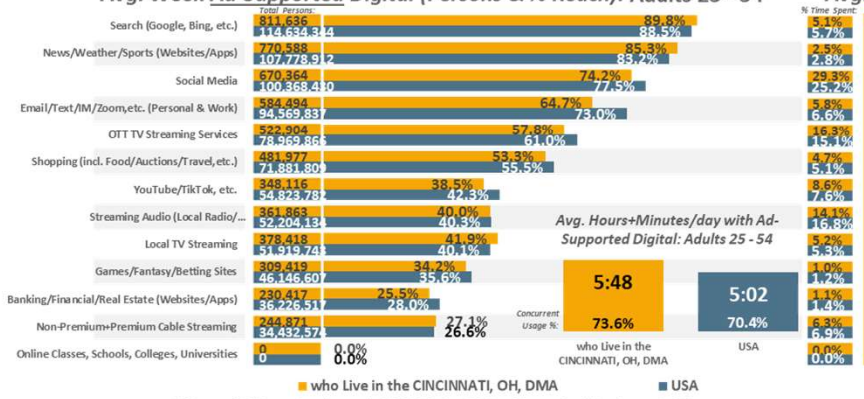
Avg. Week All Digital (Persons & % Reach): Adults 25 - 54



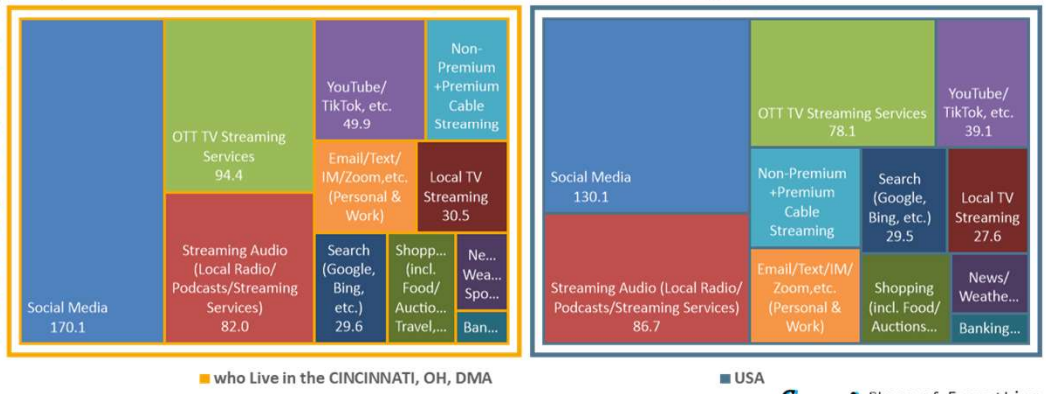
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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



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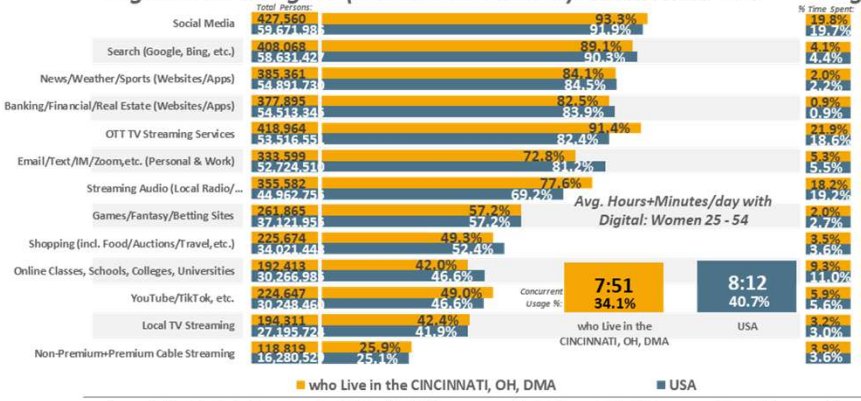
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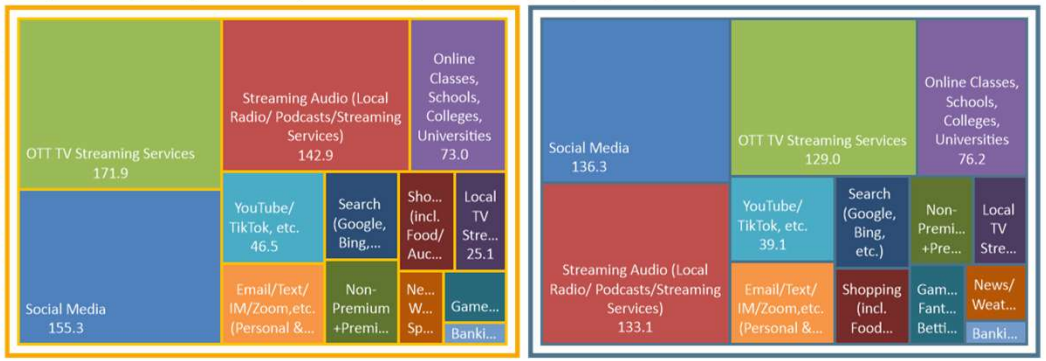
W25-54

380,299 or 83.% of Women 25 - 54 who Live in the CINCINNATI, OH, DMA use Ad-Supported Social Media for an average of 142.9 minutes every day representing 26.1% of all time spent daily with Ad-Supported Digital Media.

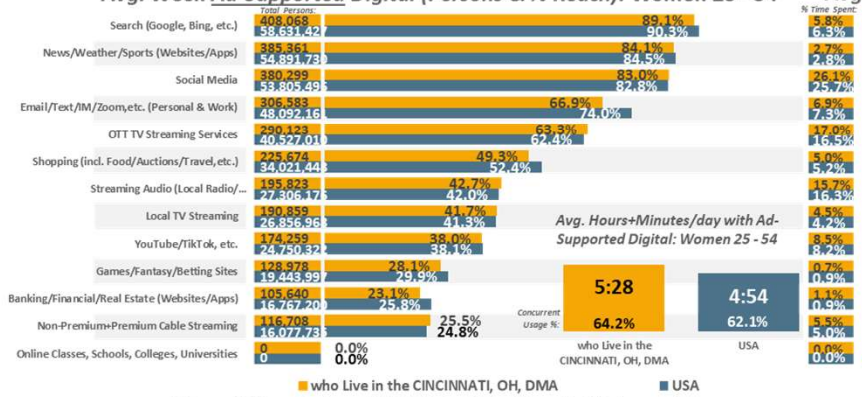
Avg. Week All Digital (Persons & % Reach): Women 25 - 54



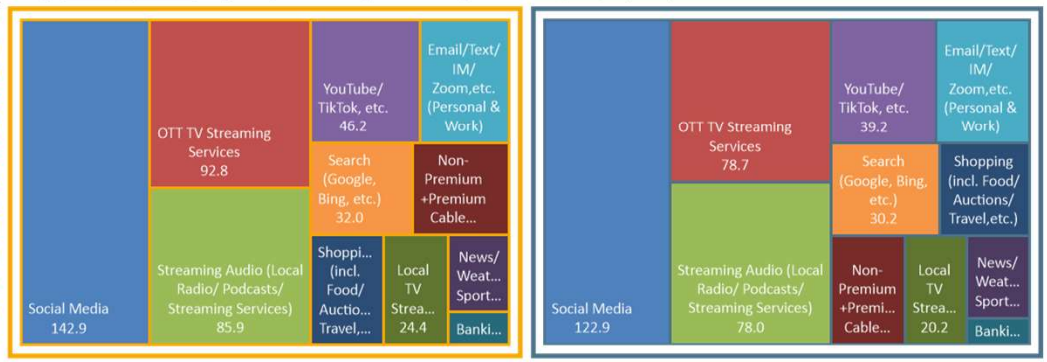
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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



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



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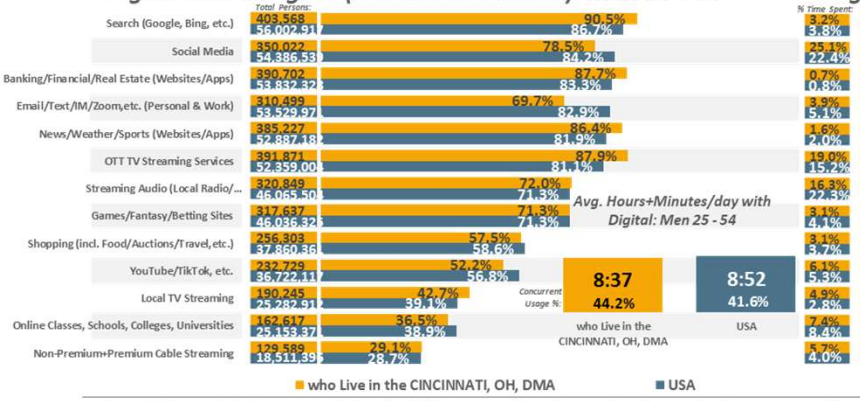
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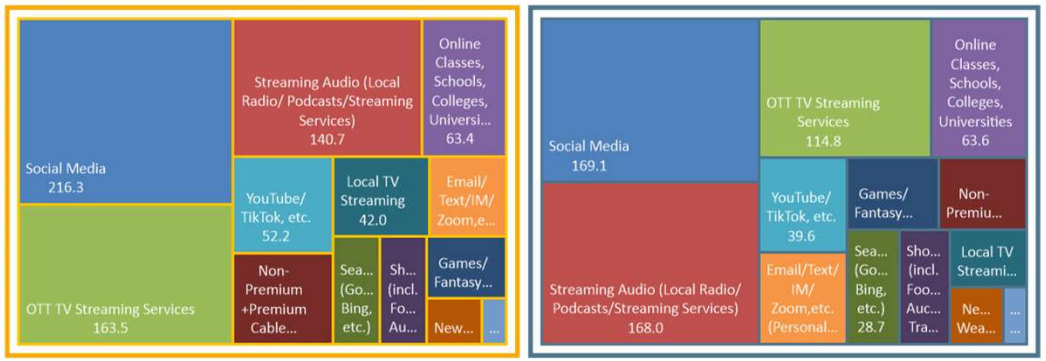
M25-54

290,065 or 65.1% of Men 25 - 54 who Live in the CINCINNATI, OH, DMA use Ad-Supported Social Media for an average of 199. minutes every day representing 32.% of all time spent daily with Ad-Supported Digital Media.

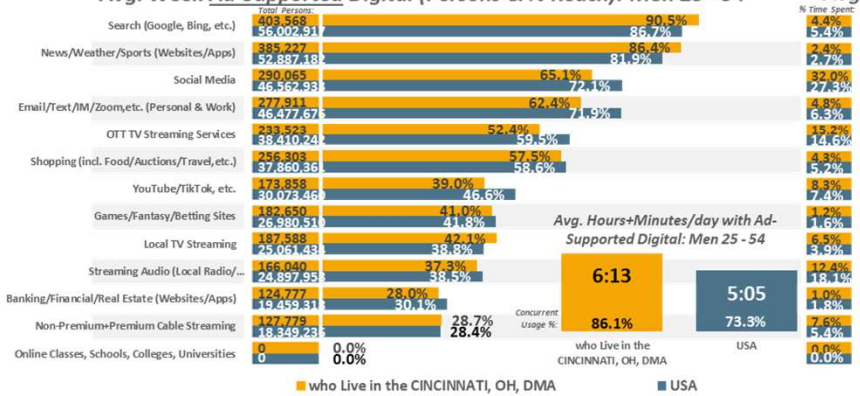
Avg. Week All Digital (Persons & % Reach): Men 25 - 54



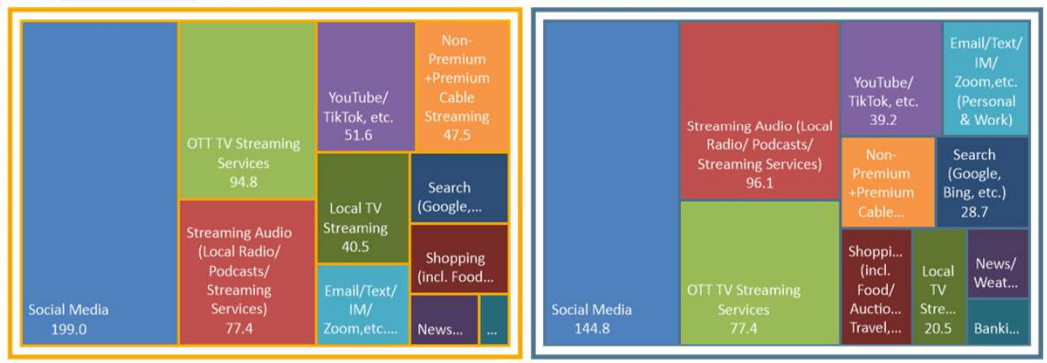
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



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



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



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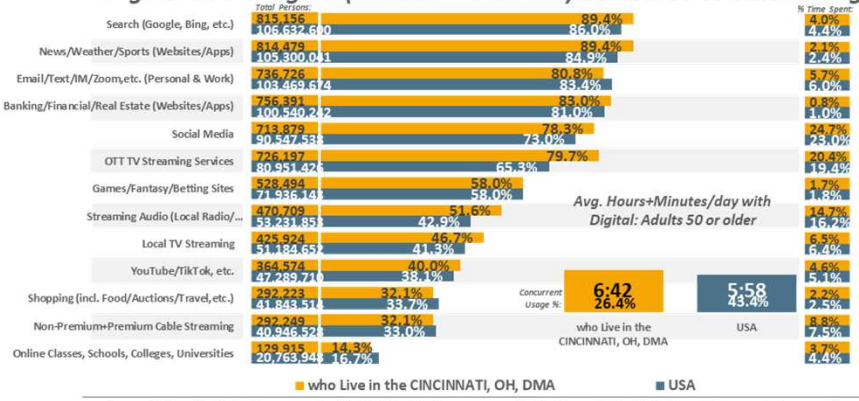
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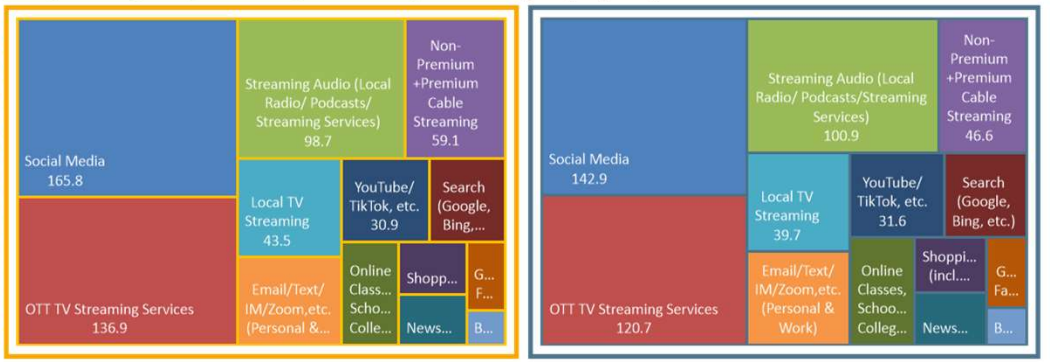
P50+

639,302 or 70.1% of Adults 50 or older who Live in the CINCINNATI, OH, DMA use Ad-Supported Social Media for an average of 148.5 minutes every day representing 27.7% of all time spent daily with Ad-Supported Digital Media.

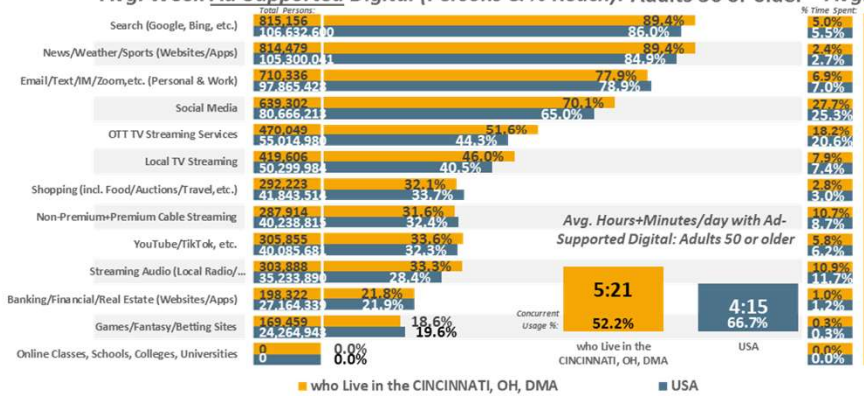
Avg. Week All Digital (Persons & % Reach): Adults 50 or older



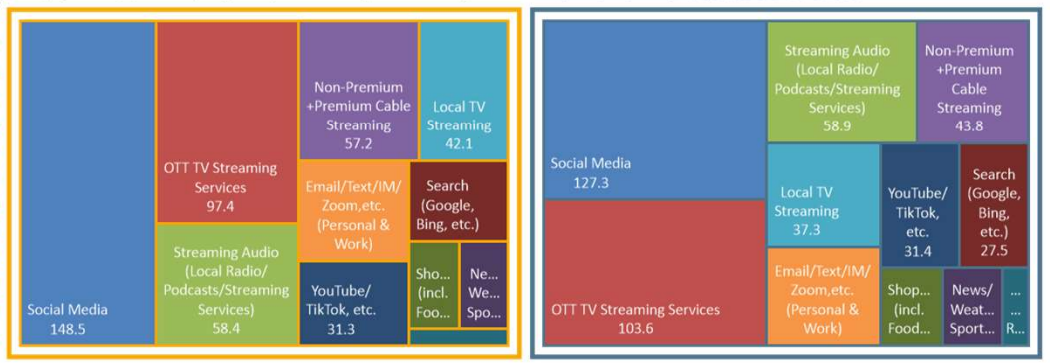
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 50 or older



Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 50 or older



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 50 or older



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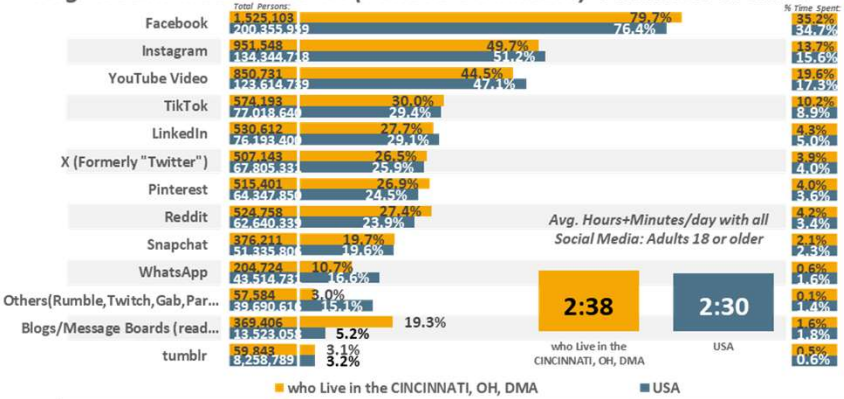
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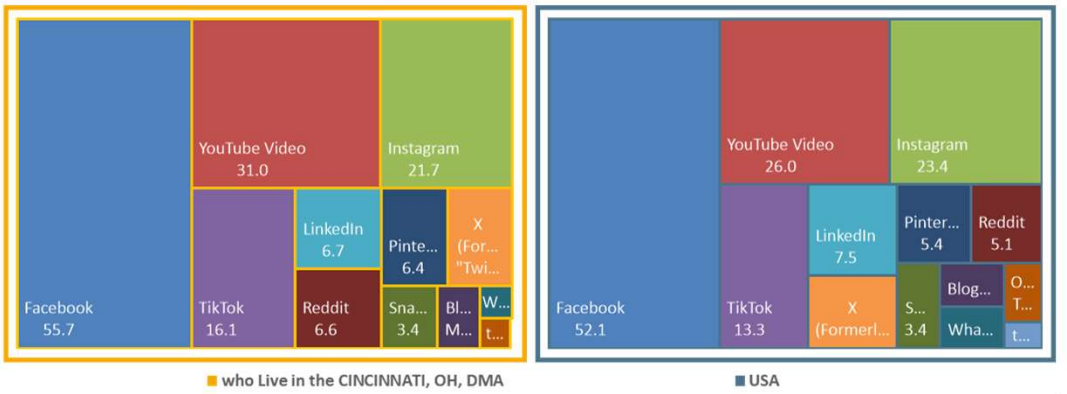
P18+

1,373,100 or 71.8% of Adults 18 or older who Live in the CINCINNATI, OH, DMA use Ad-Supported Facebook for an average of 45.5 minutes every day representing 32.8% of all time spent daily with Ad-Supported Social Media.

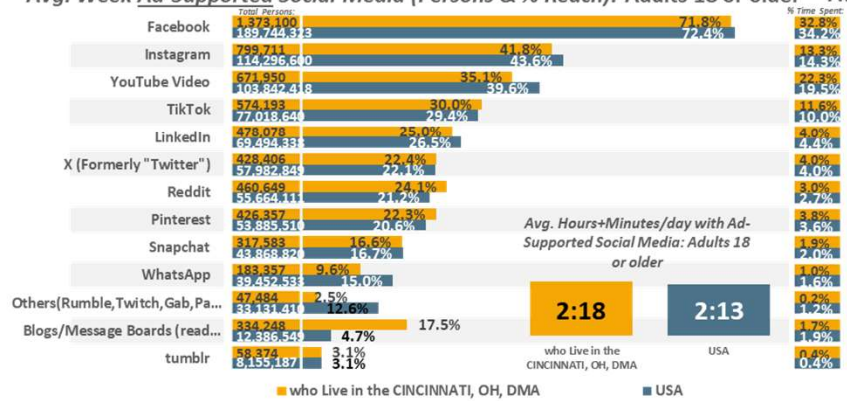
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



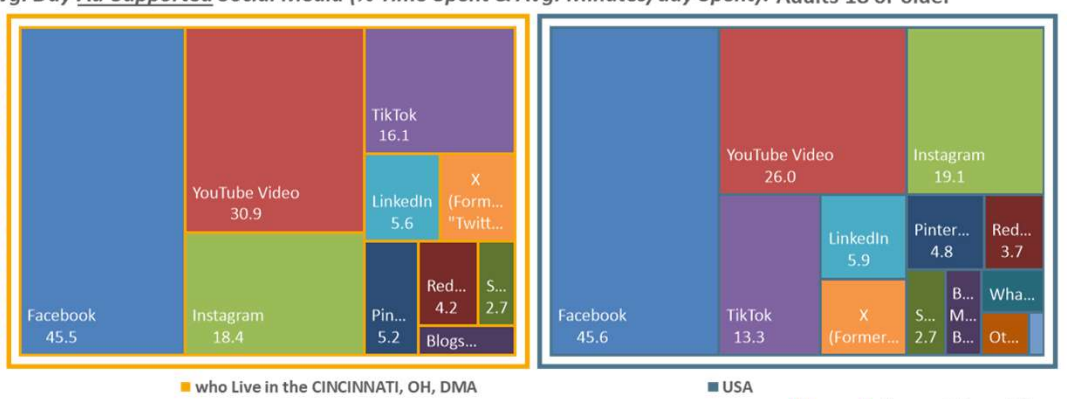
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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

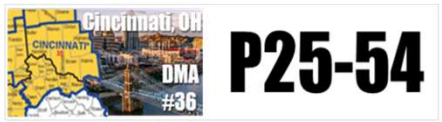


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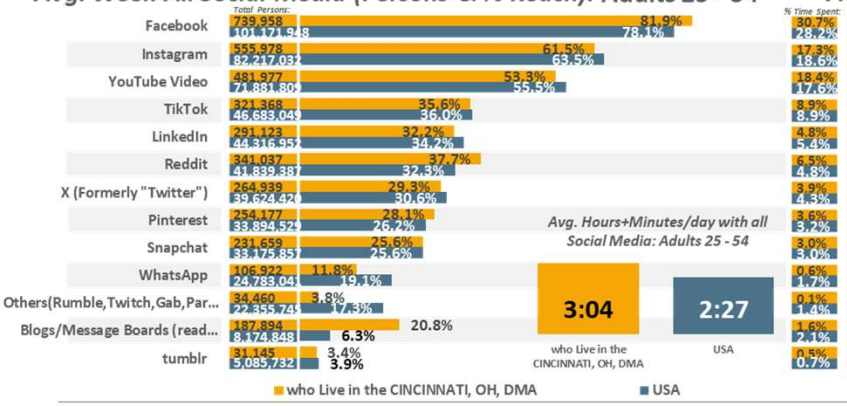
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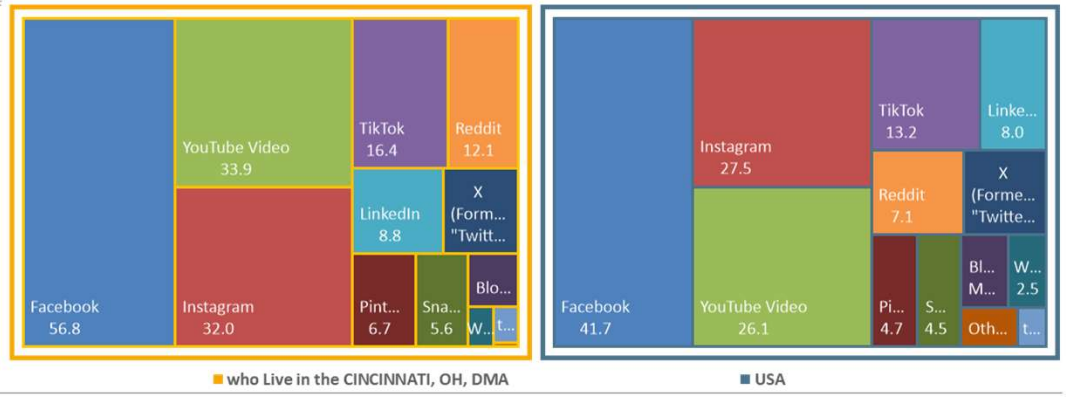
P25-54

670,364 or 74.2% of Adults 25 - 54 who Live in the CINCINNATI, OH, DMA use Ad-Supported Facebook for an average of 50.3 minutes every day representing 31.6% of all time spent daily with Ad-Supported Social Media.

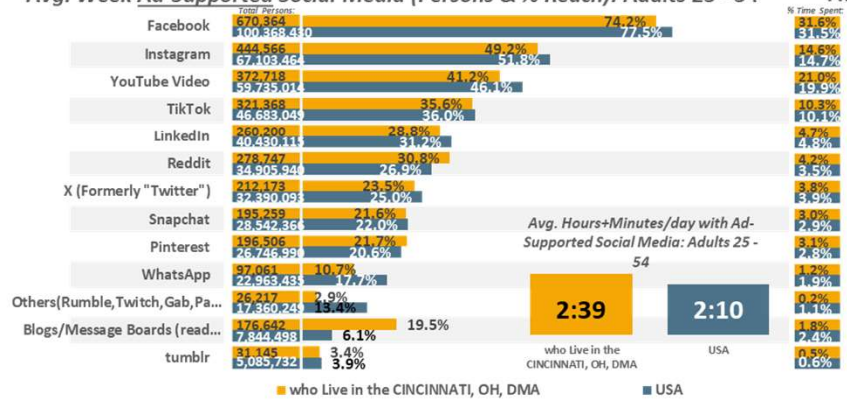
Avg. Week All Social Media (Persons & % Reach): Adults 25 - 54



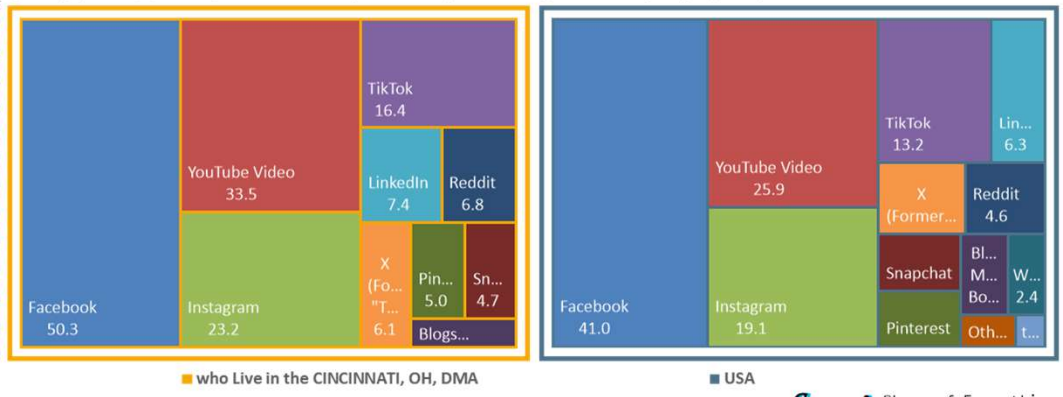
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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



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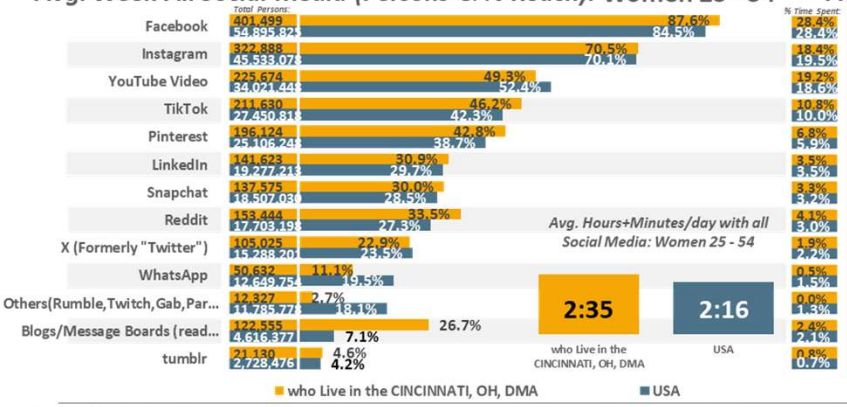
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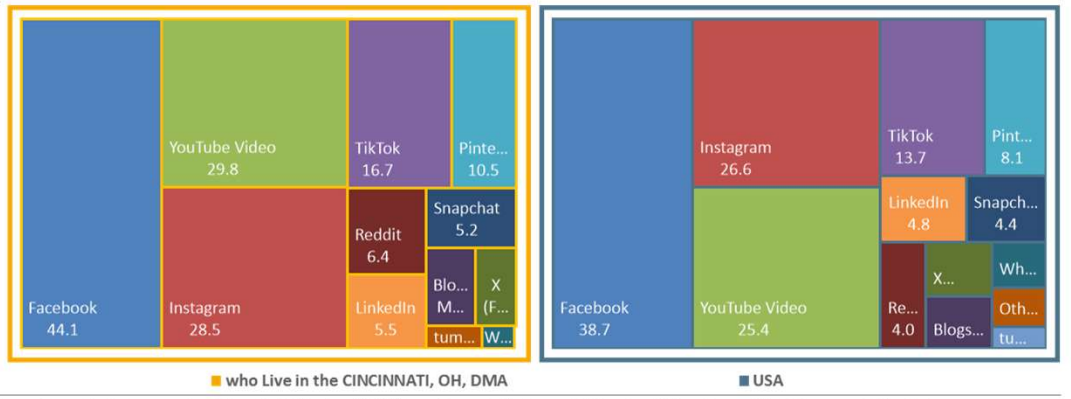
W25-54

380,299 or 83.% of Women 25 - 54 who Live in the CINCINNATI, OH, DMA use Ad-Supported Facebook for an average of 40. minutes every day representing 28.9% of all time spent daily with Ad-Supported Social Media.

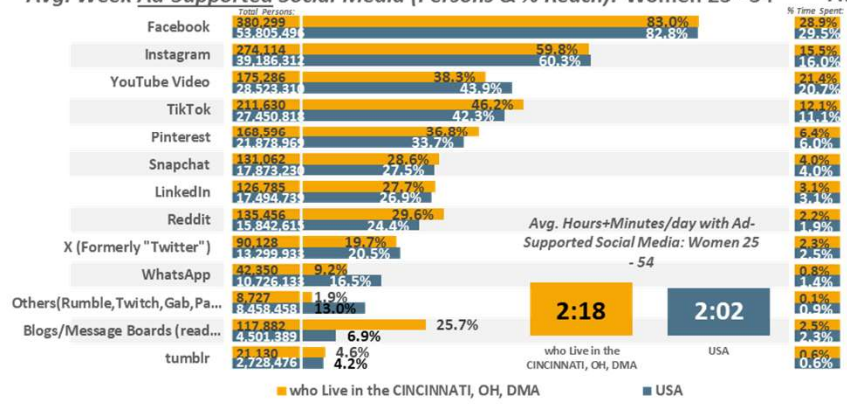
Avg. Week All Social Media (Persons & % Reach): Women 25 - 54



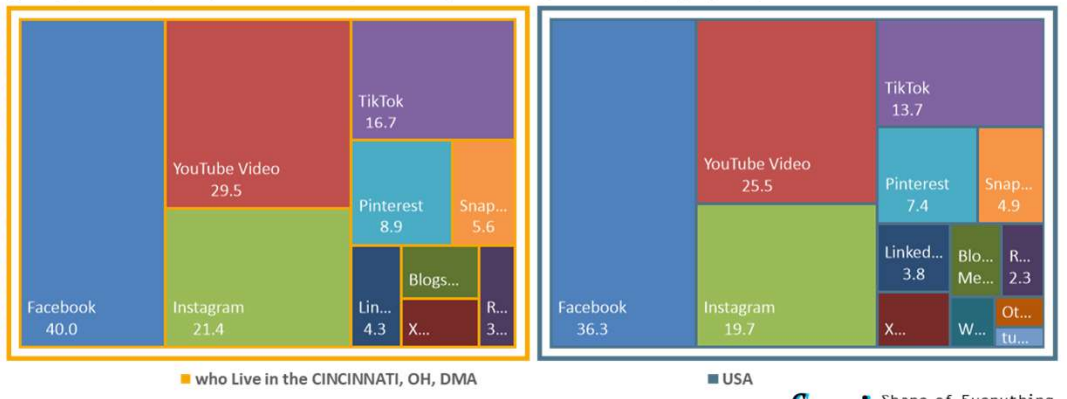
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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



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



USA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,879

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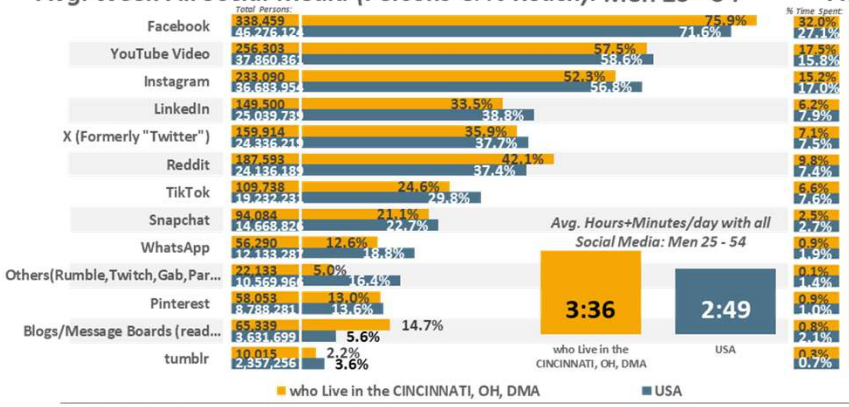
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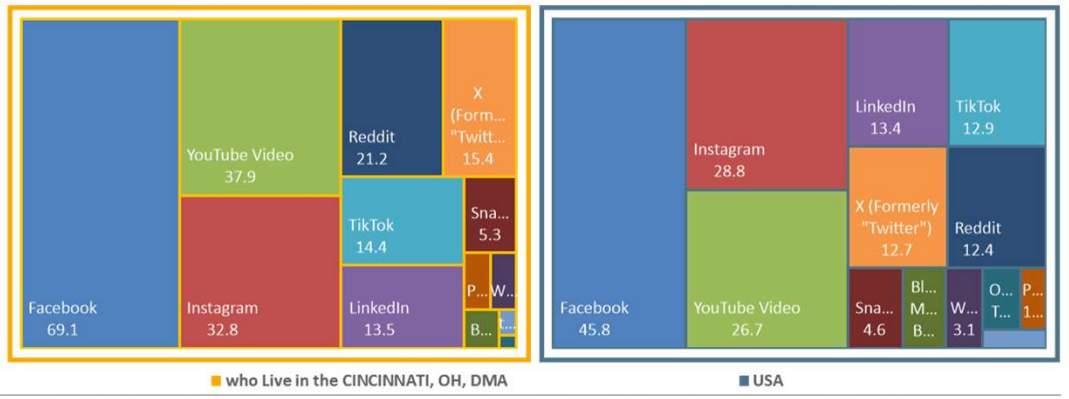
M25-54

290,065 or 65.1% of Men 25 - 54 who Live in the CINCINNATI, OH, DMA use Ad-Supported Facebook for an average of 57.8 minutes every day representing 32.3% of all time spent daily with Ad-Supported Social Media.

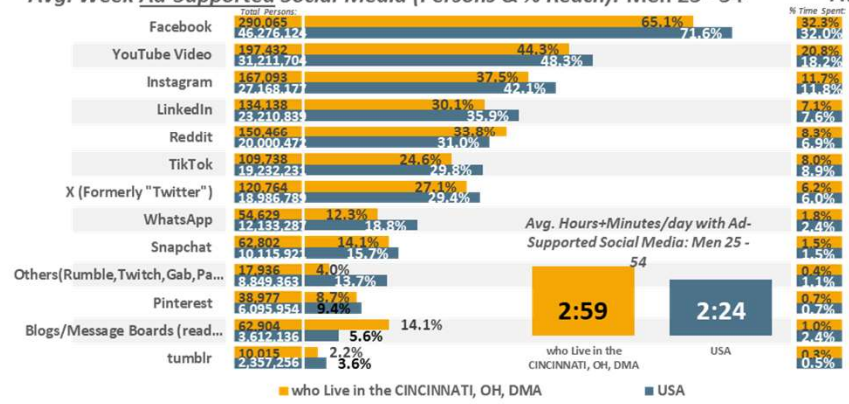
Avg. Week All Social Media (Persons & % Reach): Men 25 - 54



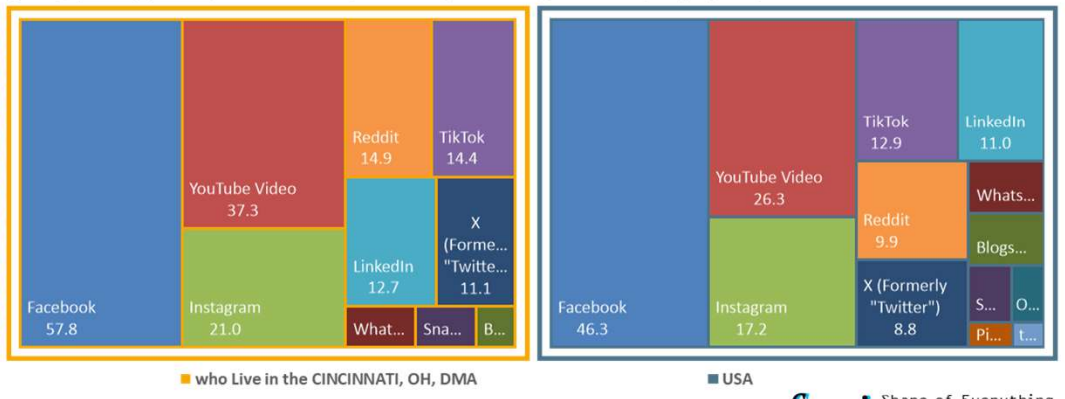
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



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



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



USA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,879

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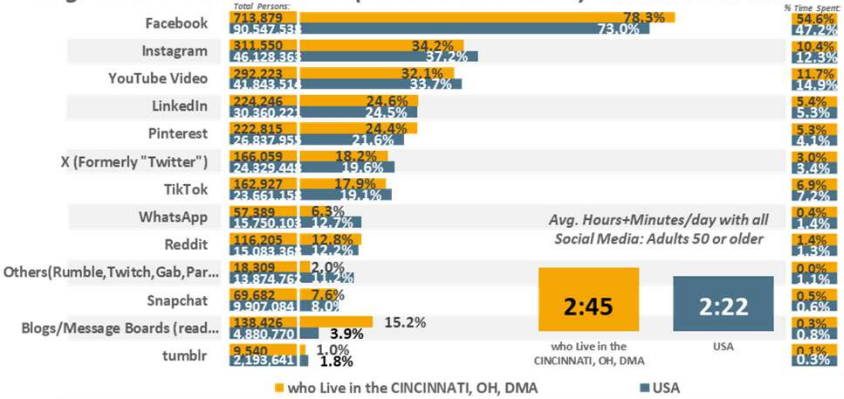
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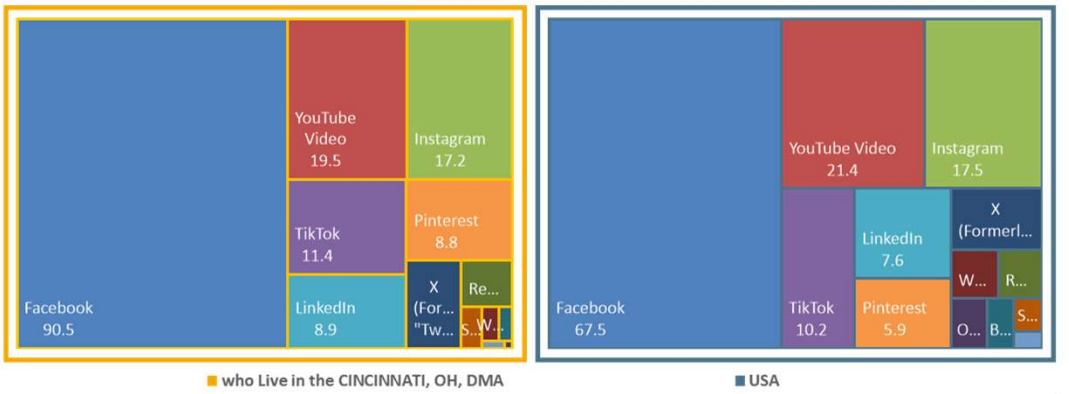
P50+

639,302 or 70.1% of Adults 50 or older who Live in the CINCINNATI, OH, DMA use Ad-Supported Facebook for an average of 76.9 minutes every day representing 51.8% of all time spent daily with Ad-Supported Social Media.

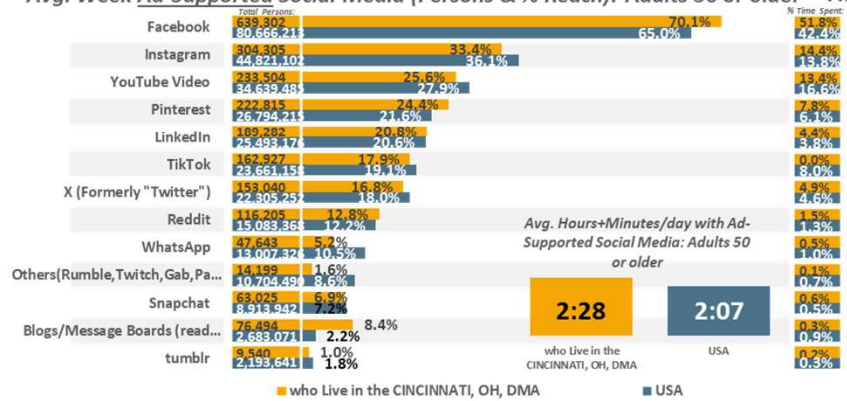
Avg. Week All Social Media (Persons & % Reach): Adults 50 or older



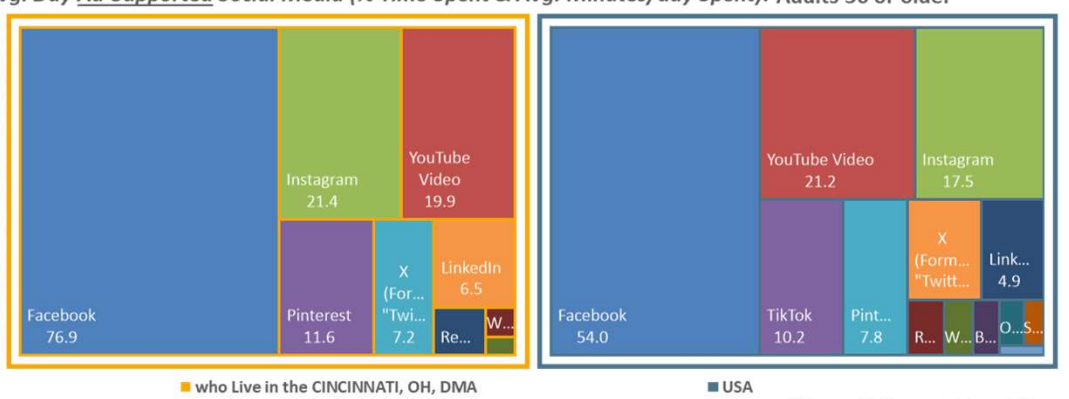
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 50 or older



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 50 or older



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 50 or older



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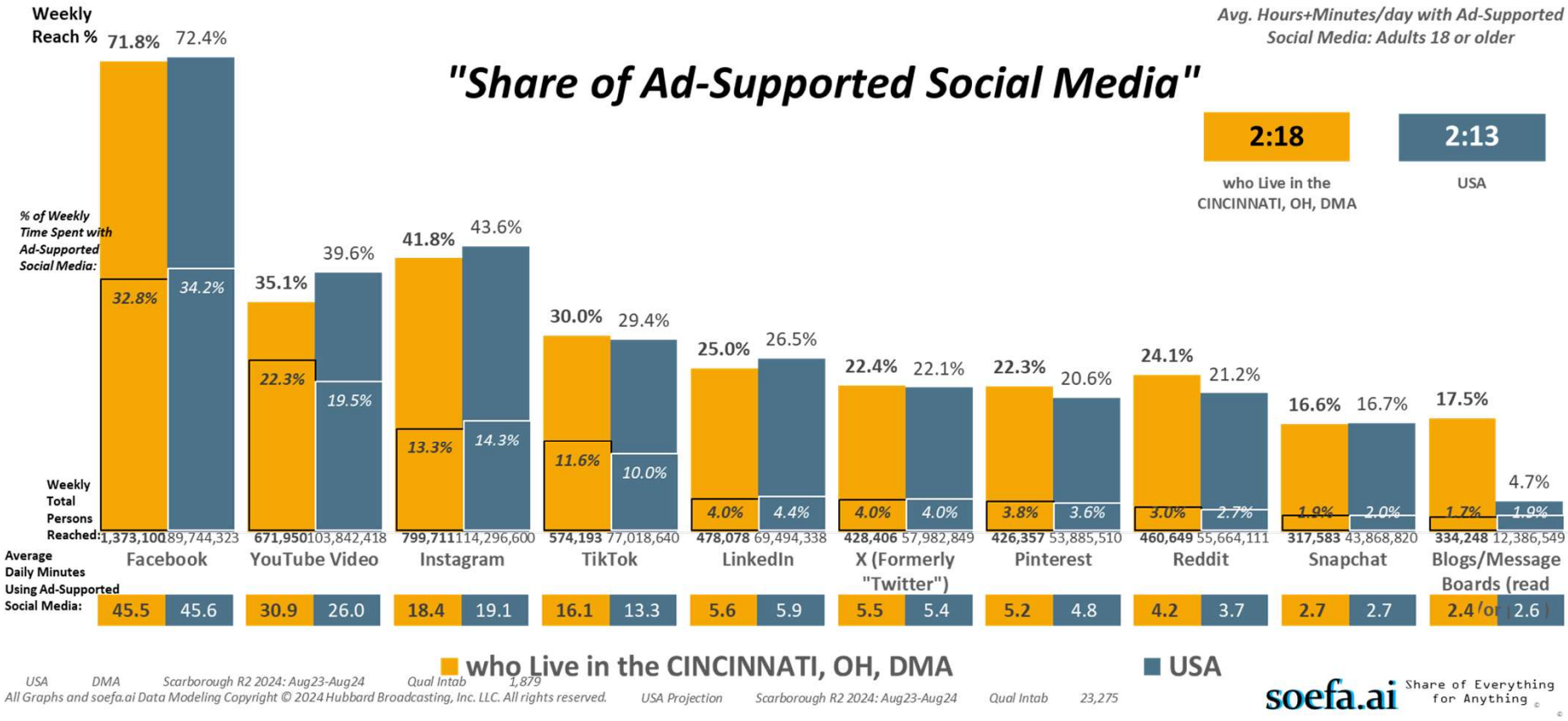
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P18+

1,373,100 or 71.8% of Adults 18 or older who Live in the CINCINNATI, OH, DMA use Ad-Supported Facebook for an average of 45.5 minutes every day representing 32.8% of all time spent daily with Ad-Supported Social Media.



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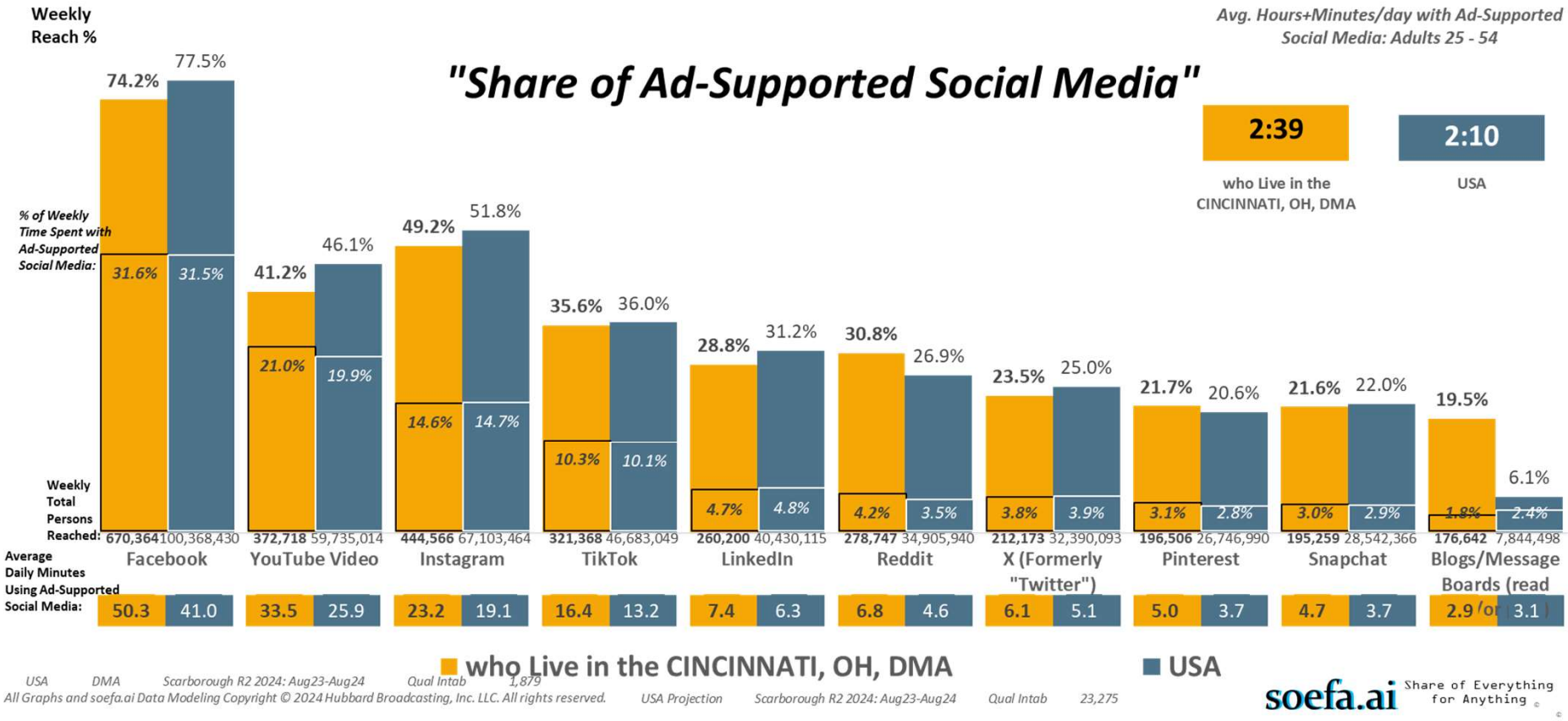
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P25-54

670,364 or 74.2% of Adults 25 - 54 who Live in the CINCINNATI, OH, DMA use Ad-Supported Facebook for an average of 50.3 minutes every day representing 31.6% of all time spent daily with Ad-Supported Social Media.



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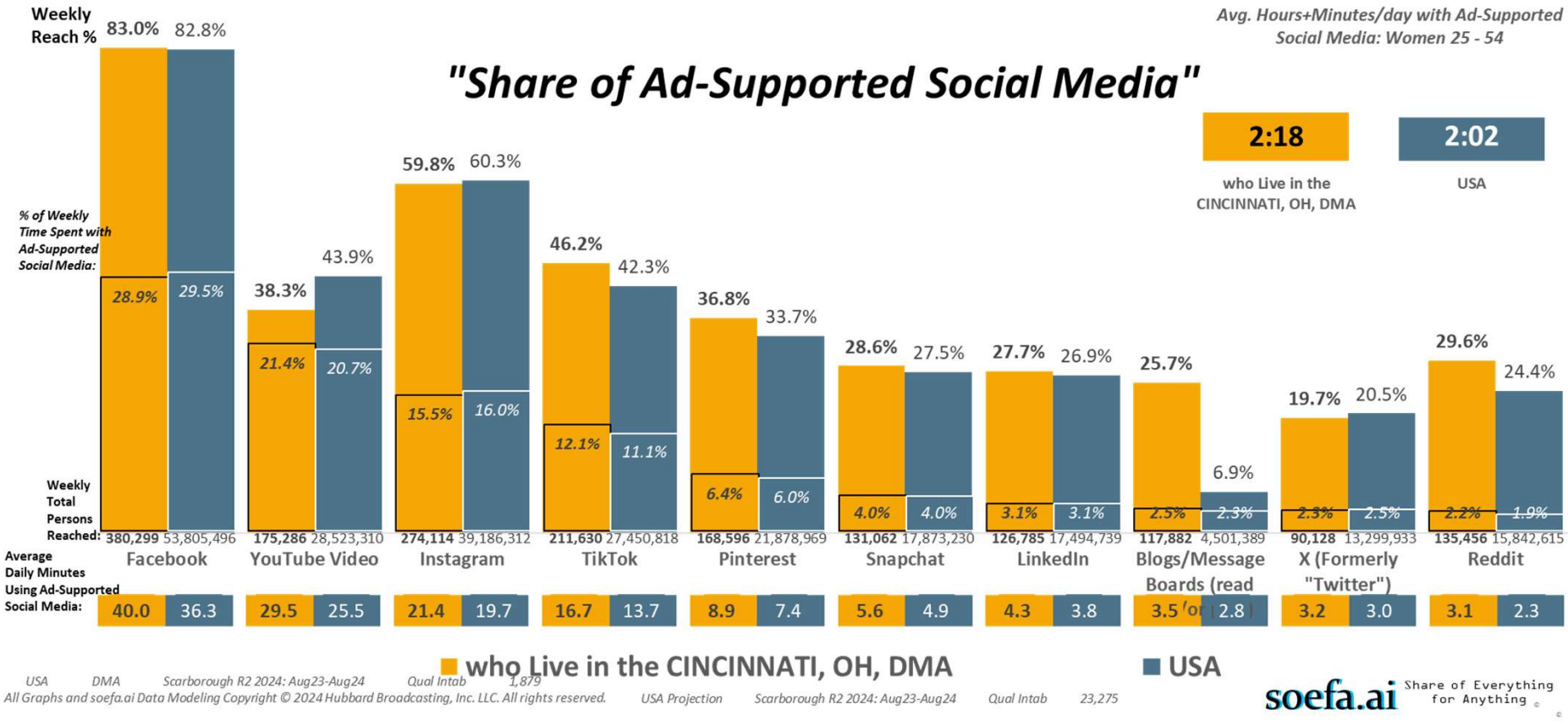
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W25-54

380,299 or 83.% of Women 25 - 54 who Live in the CINCINNATI, OH, DMA use Ad-Supported Facebook for an average of 40. minutes every day representing 28.9% of all time spent daily with Ad-Supported Social Media.



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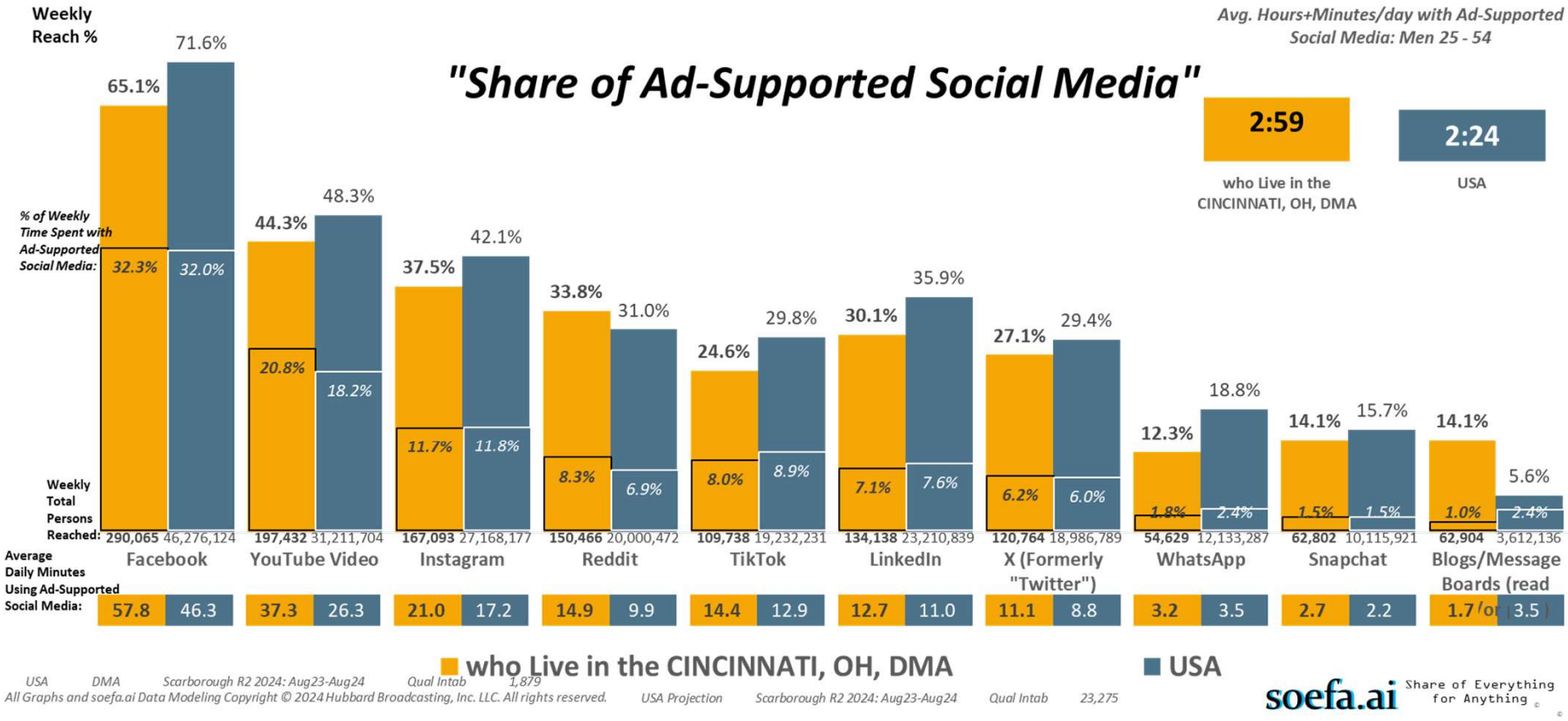
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M25-54

290,065 or 65.1% of Men 25 - 54 who Live in the CINCINNATI, OH, DMA use Ad-Supported Facebook for an average of 57.8 minutes every day representing 32.3% of all time spent daily with Ad-Supported Social Media.



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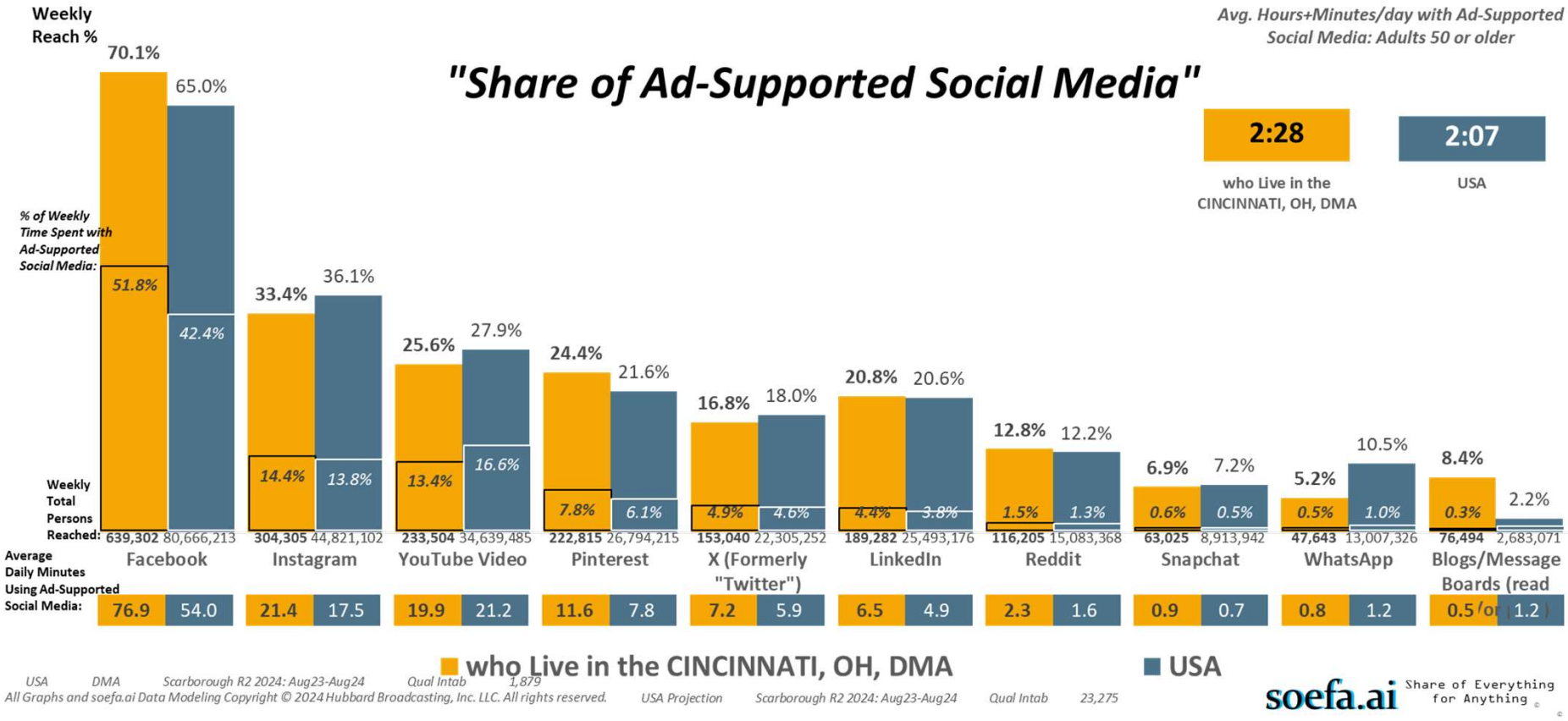
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P50+

639,302 or 70.1% of Adults 50 or older who Live in the CINCINNATI, OH, DMA use Ad-Supported Facebook for an average of 76.9 minutes every day representing 51.8% of all time spent daily with Ad-Supported Social Media.



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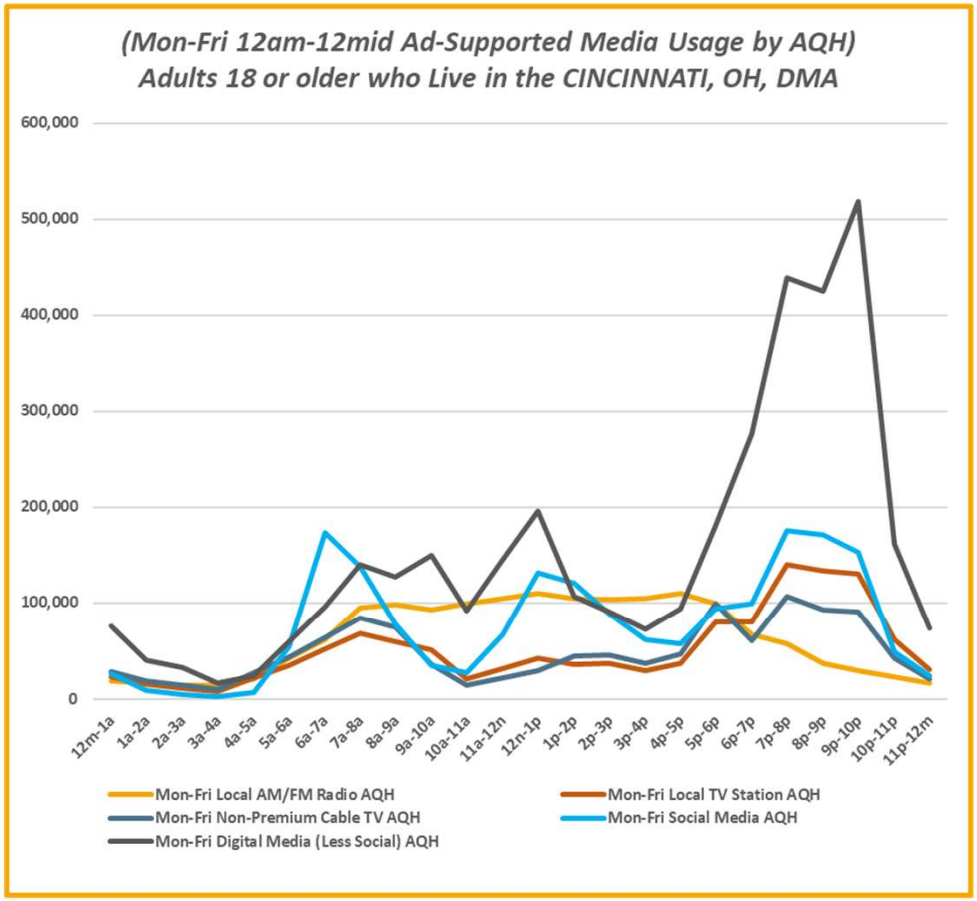
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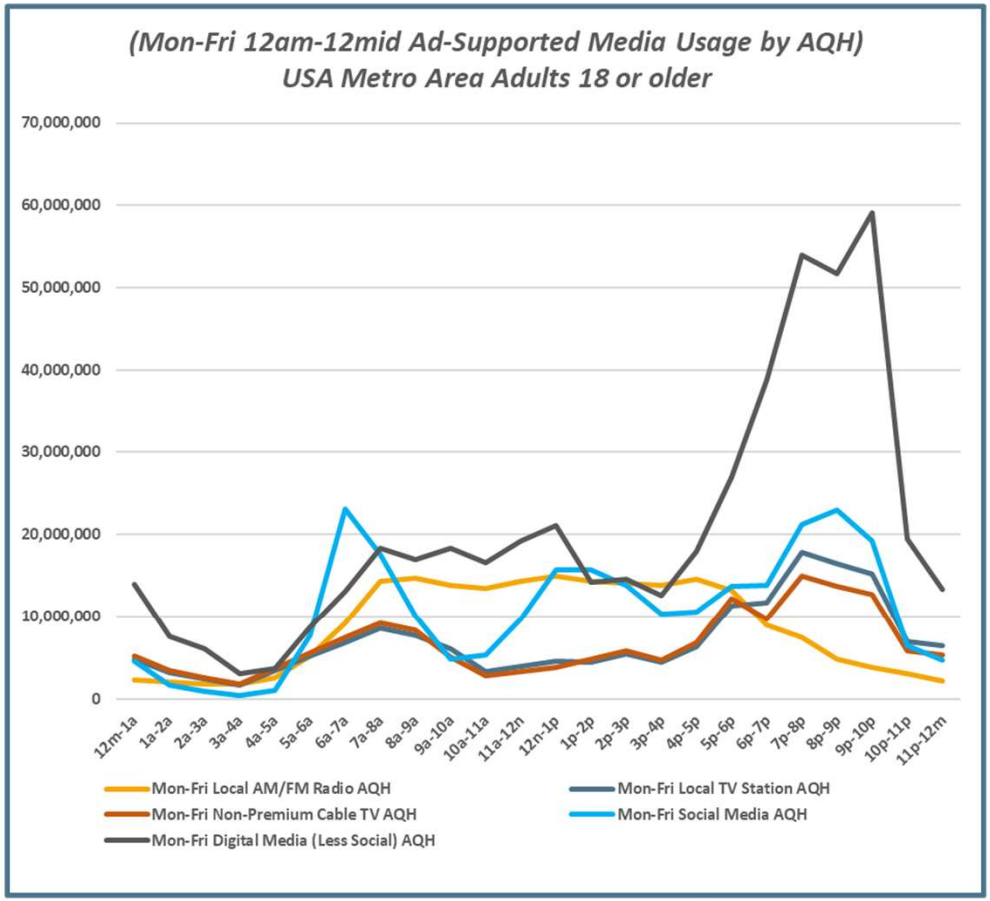
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P18+

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 135,746; Local Radio: 96,067; Social Media: 89,803; Non-Prem. Cable: 50,286; Local TV: 47,711 reaching Adults 18 or older who Live in the CINCINNATI, OH, DMA.





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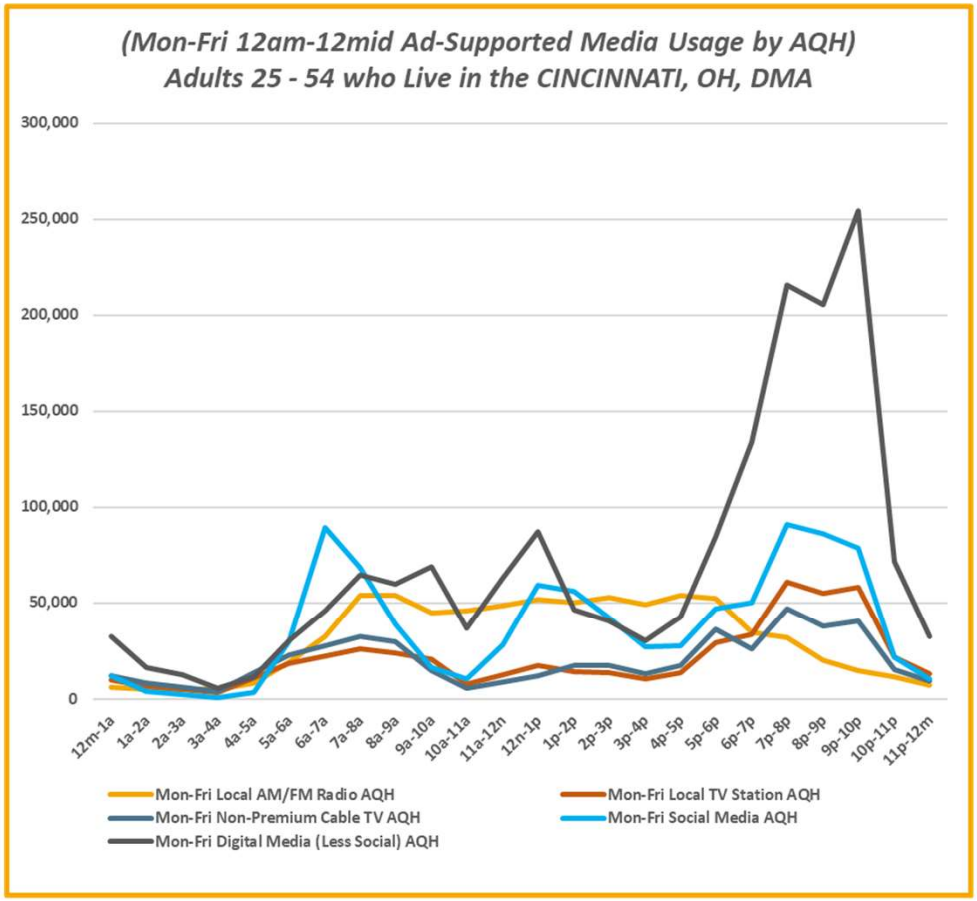
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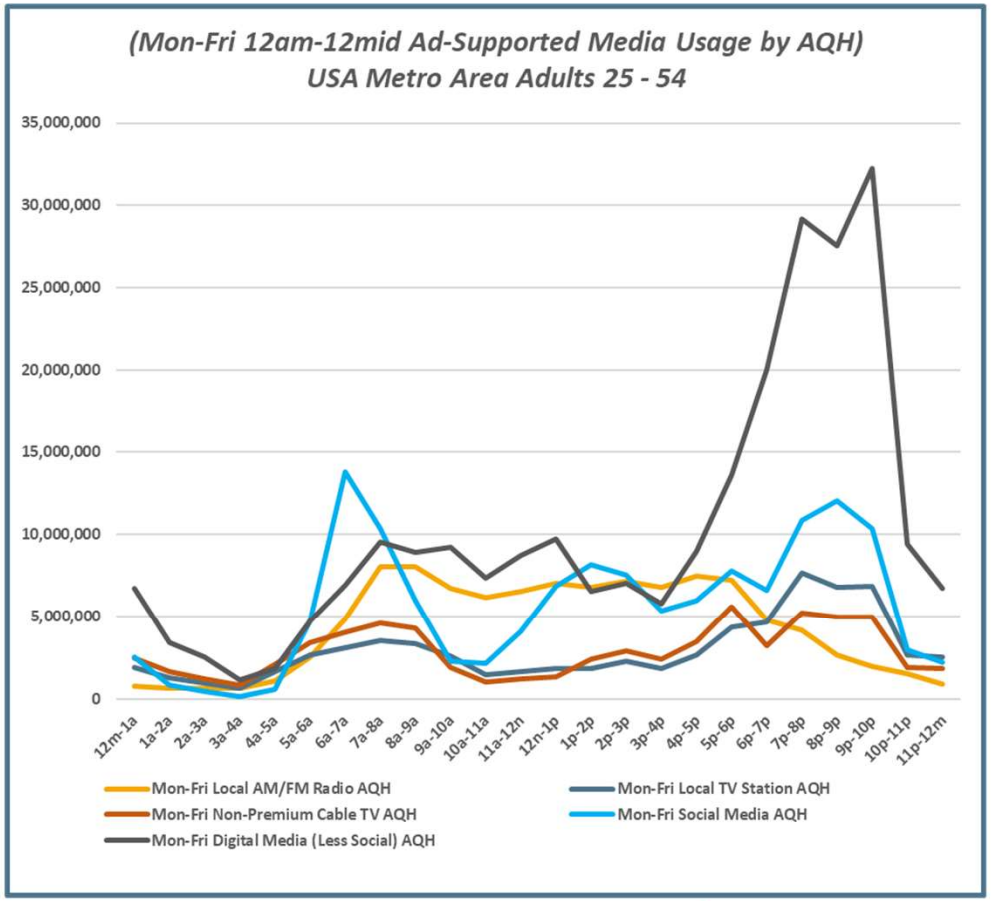
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P25-54

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 61,793; Local Radio: 47,895; Social Media: 43,055; Non-Prem. Cable: 19,669; Local TV: 18,753 reaching Adults 25 - 54 who Live in the CINCINNATI, OH, DMA.





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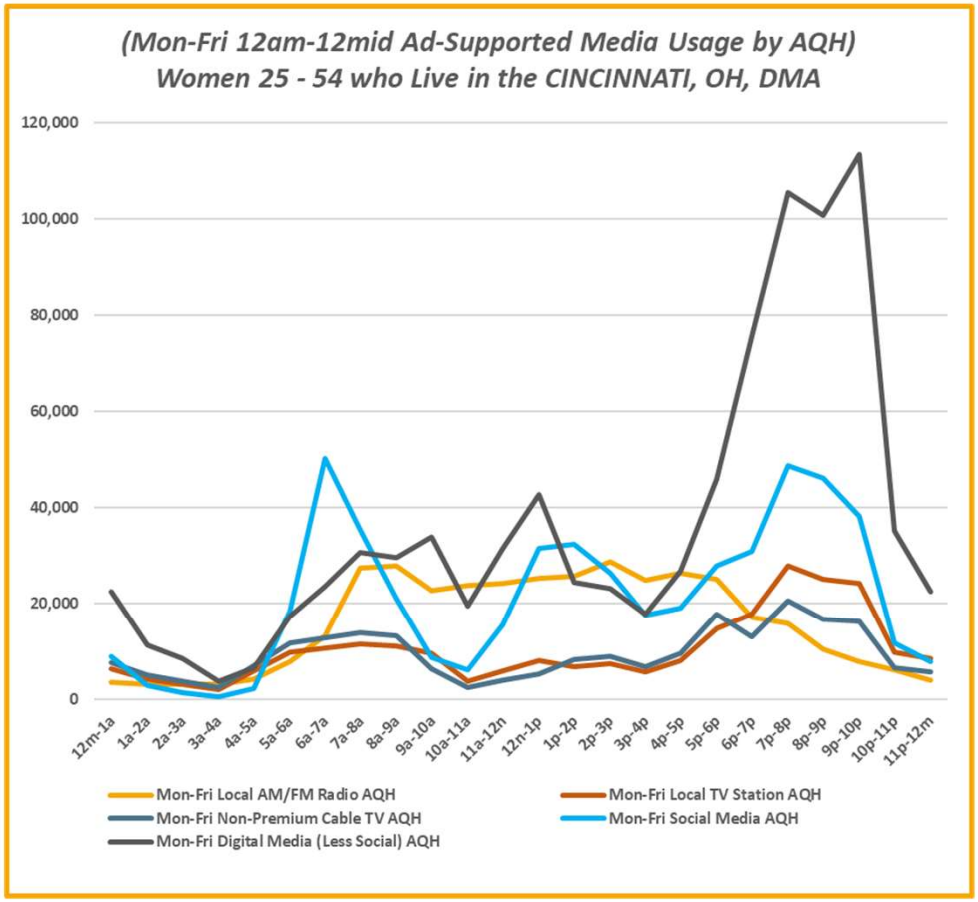
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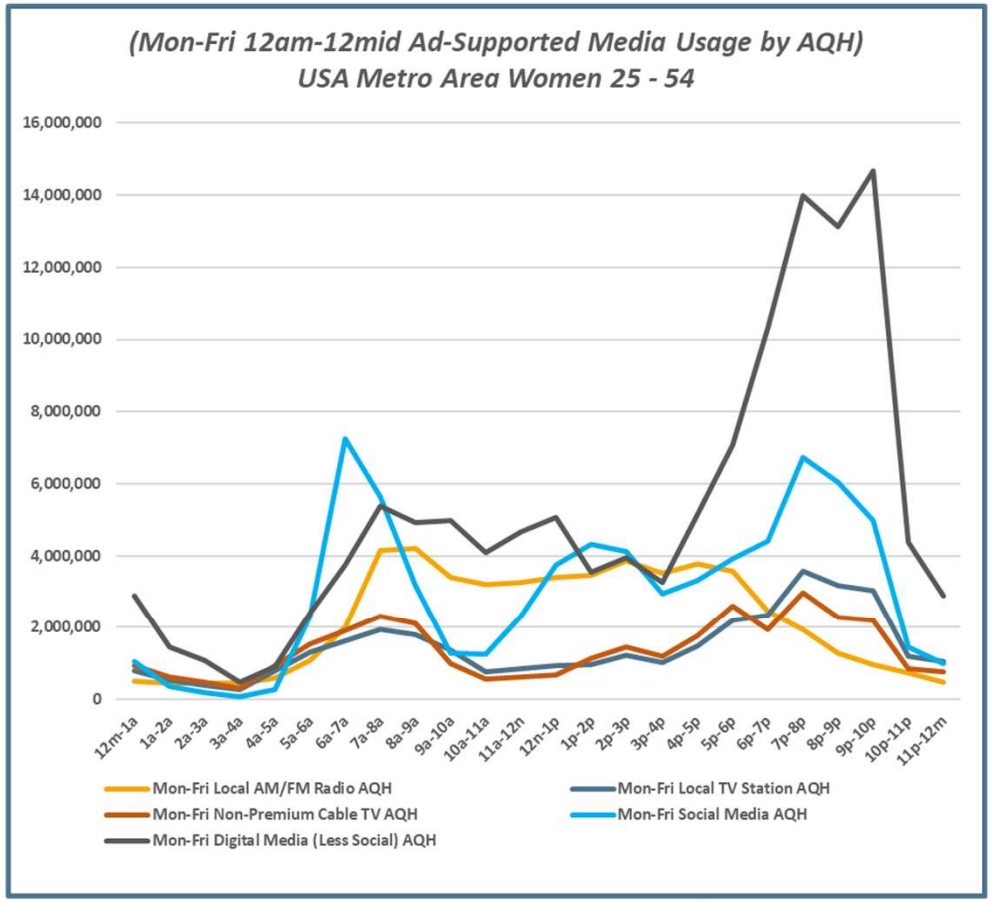
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W25-54

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 32,725; Social Media: 24,803; Local Radio: 24,062; Non-Prem. Cable: 9,410; Local TV: 9,289 reaching Women 25 - 54 who Live in the CINCINNATI, OH, DMA.





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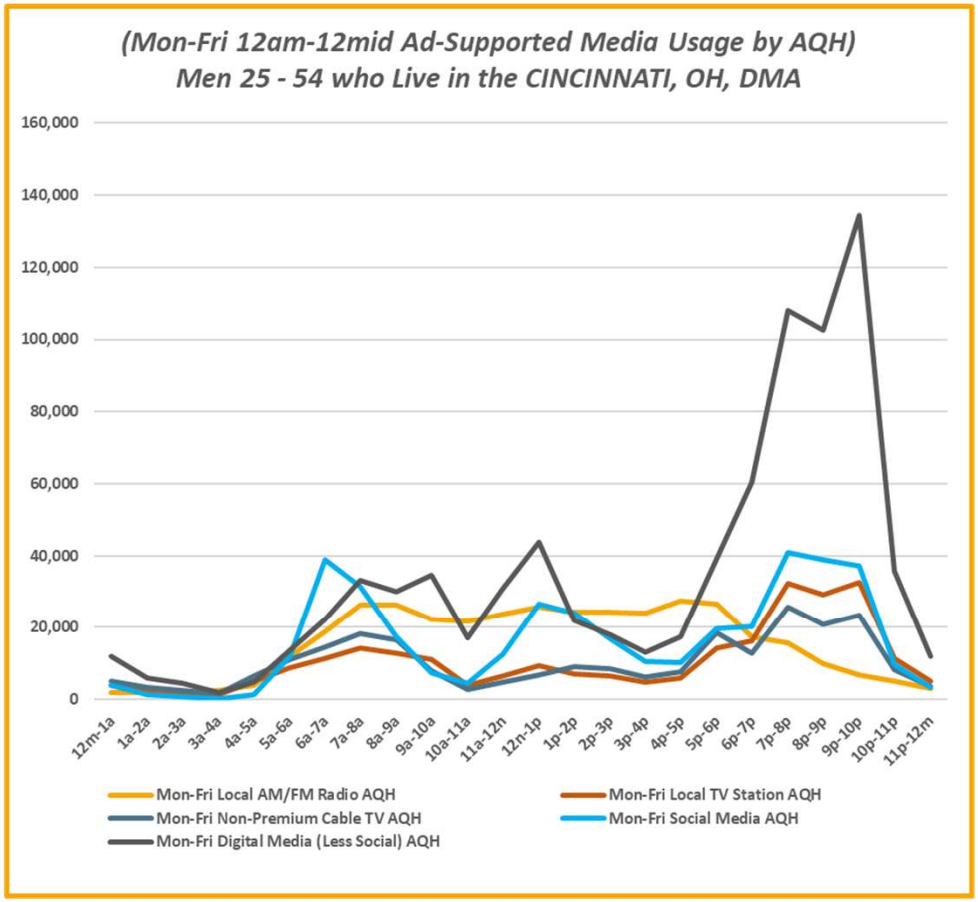
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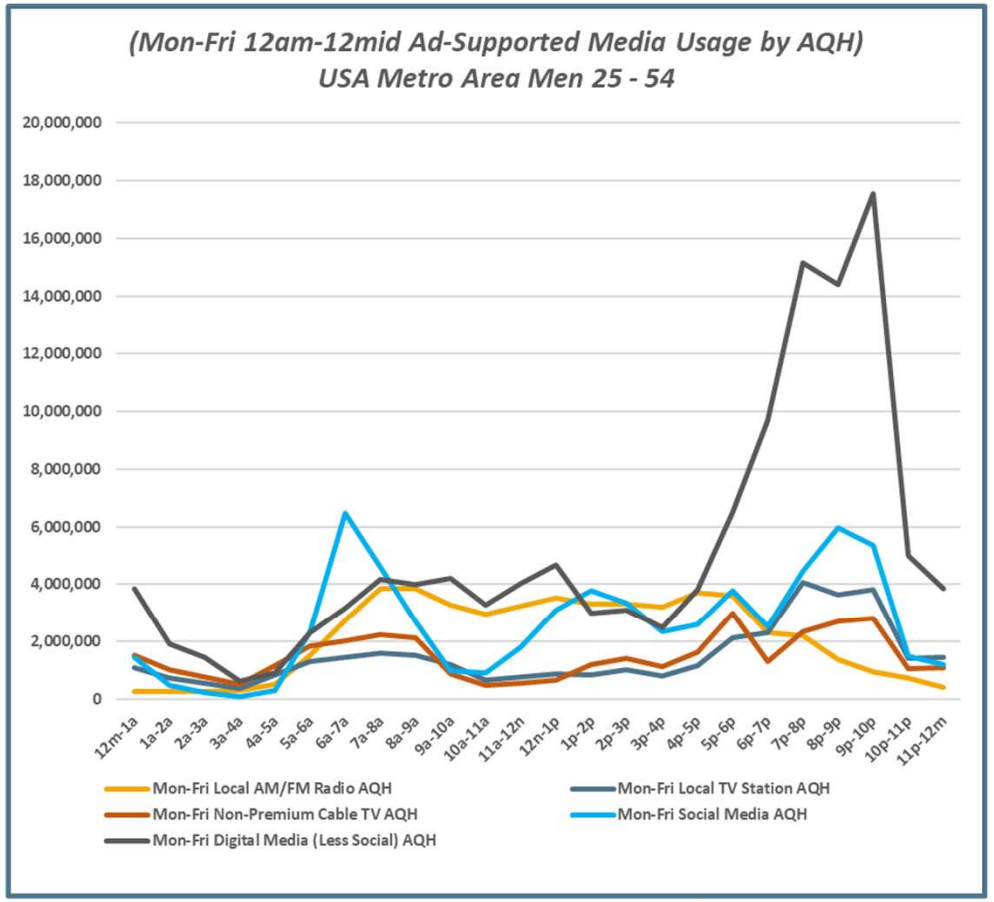
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M25-54

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 29,346; Local Radio: 23,707; Social Media: 18,427; Non-Prem. Cable: 10,255; Local TV: 9,488 reaching Men 25 - 54 who Live in the CINCINNATI, OH, DMA.





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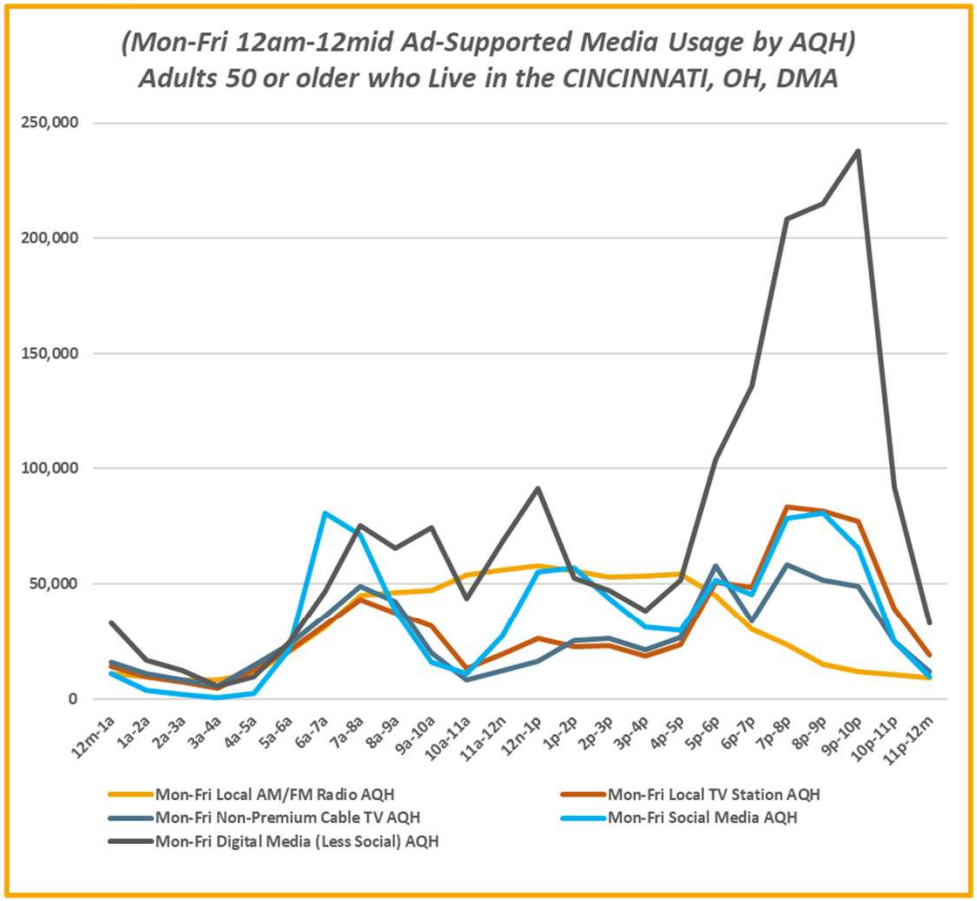
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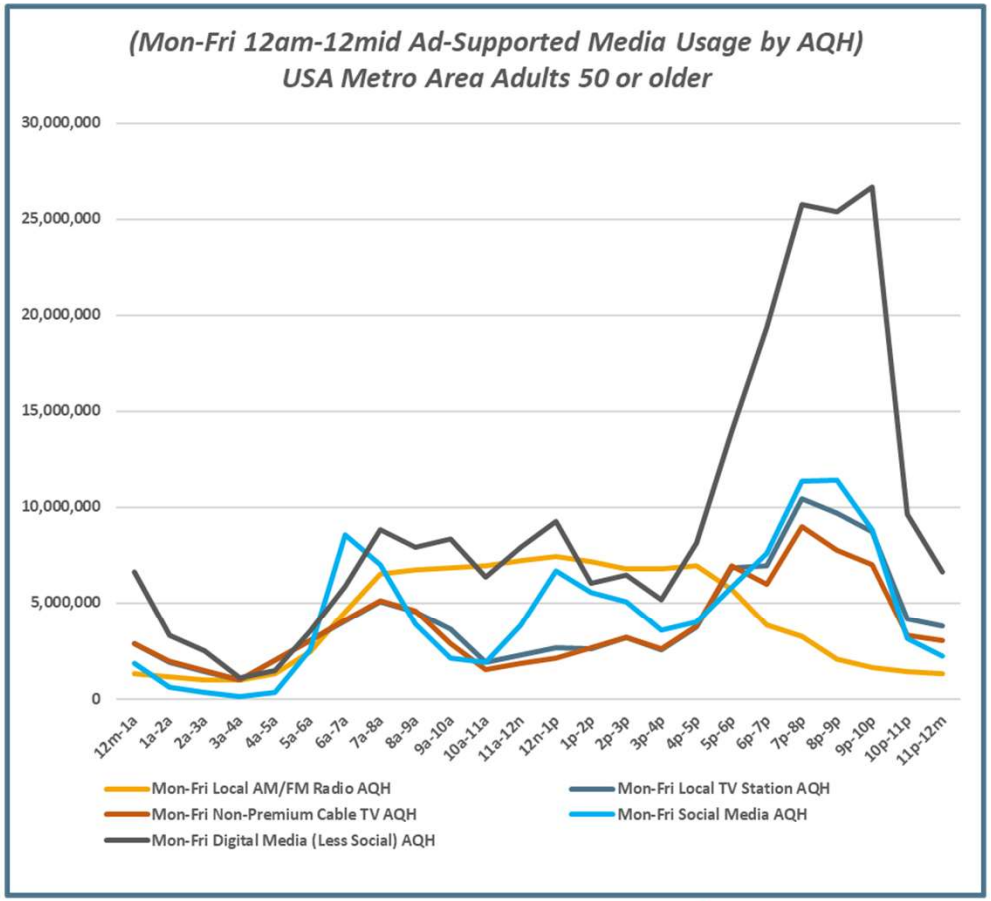
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P50+

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 68,775; Local Radio: 48,246; Social Media: 42,891; Local TV: 29,812; Non-Prem. Cable: 28,769 reaching Adults 50 or older who Live in the CINCINNATI, OH, DMA.





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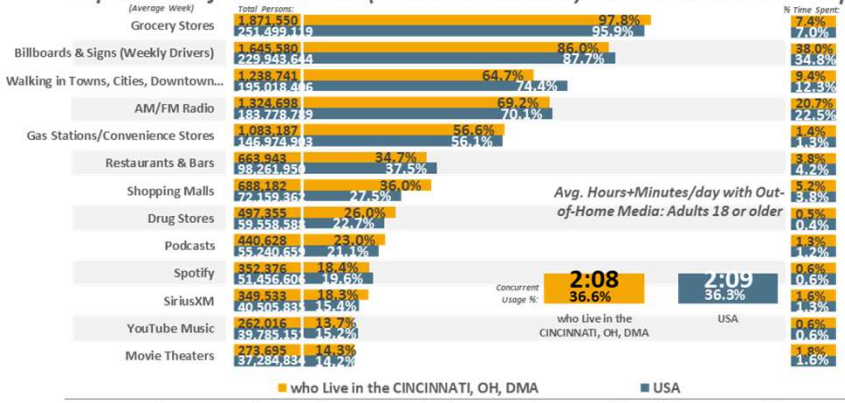
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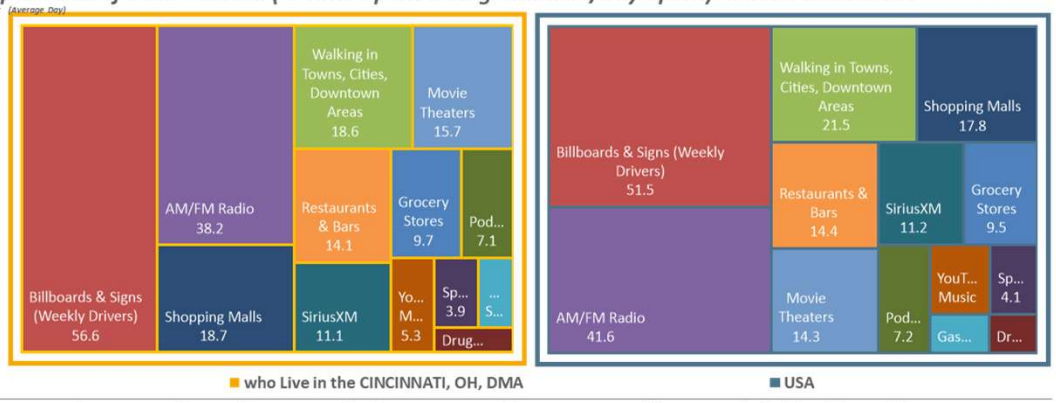
P18+

1,645,580 or 86.% of Adults 18 or older who Live in the CINCINNATI, OH, DMA spend an average of 56.6 minutes per day driving, seeing Billboards and Signs. 67.1% Listen to Local Radio Stations Out-of-Home for an average of 36.4 minutes/day.

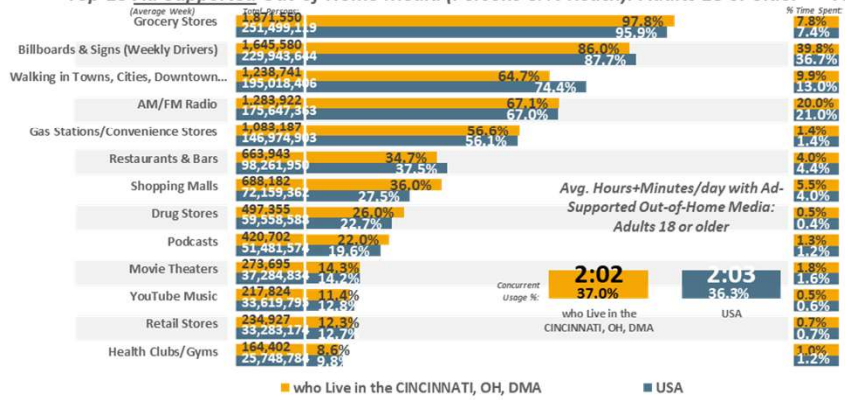
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



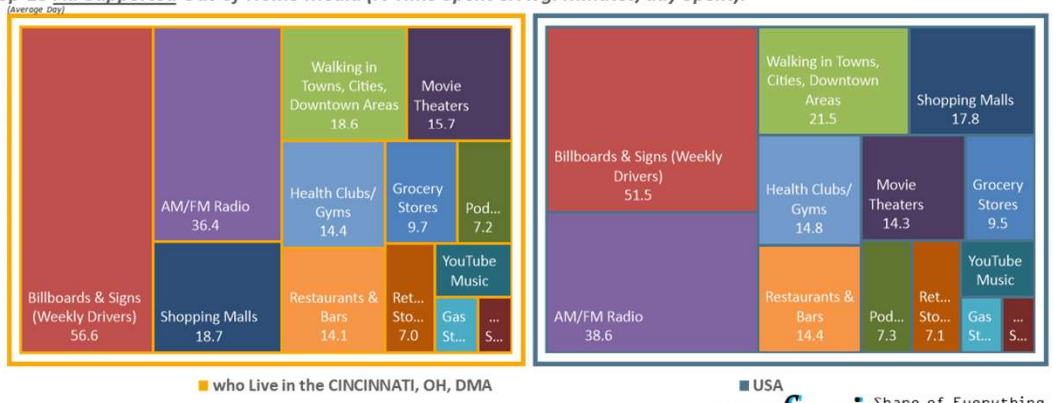
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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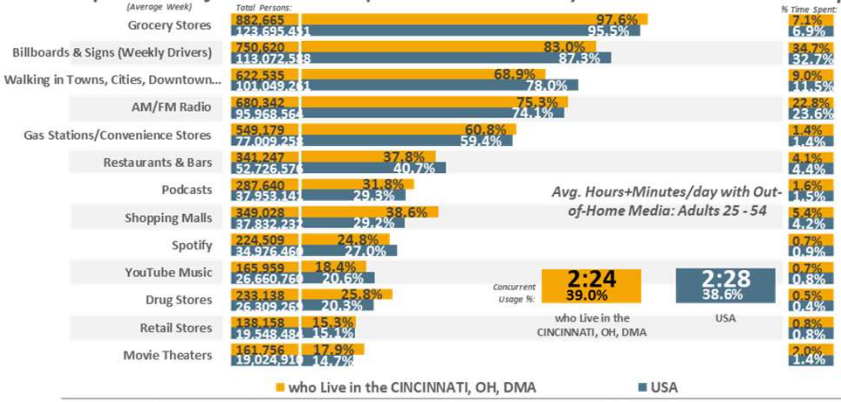
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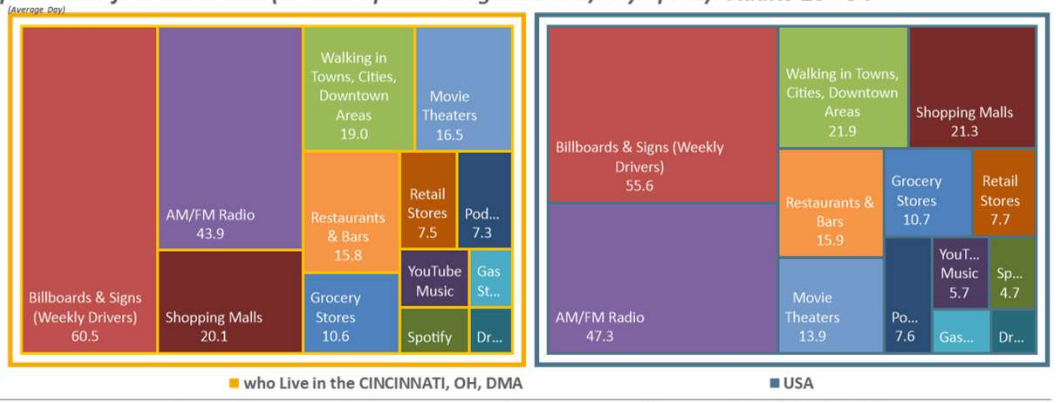
P25-54

750,620 or 83.% of Adults 25 - 54 who Live in the CINCINNATI, OH, DMA spend an average of 60.5 minutes per day driving, seeing Billboards and Signs. 73.6% Listen to Local Radio Stations Out-of-Home for an average of 41.8 minutes/day.

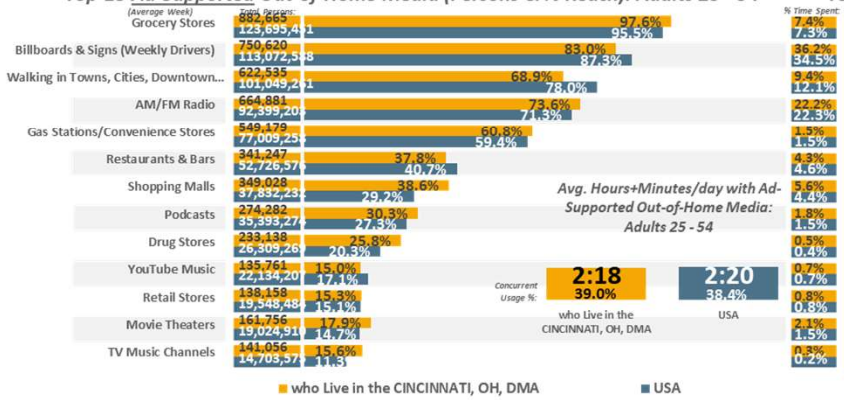
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 - 54



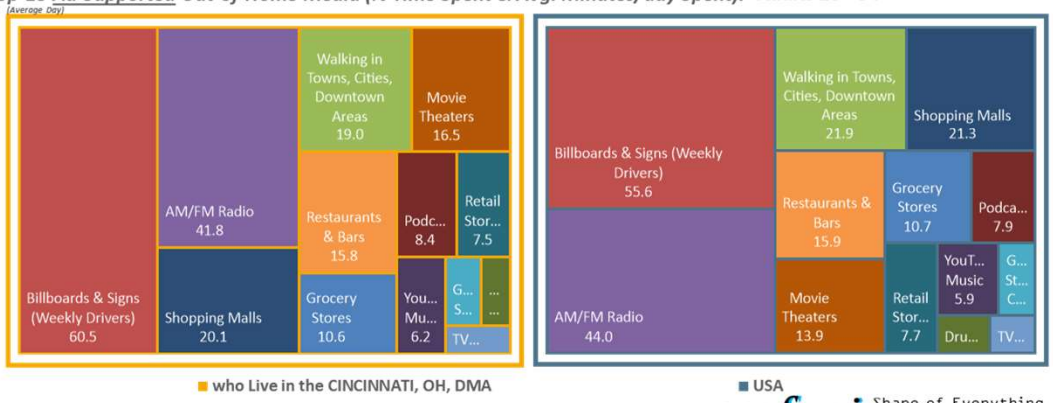
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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



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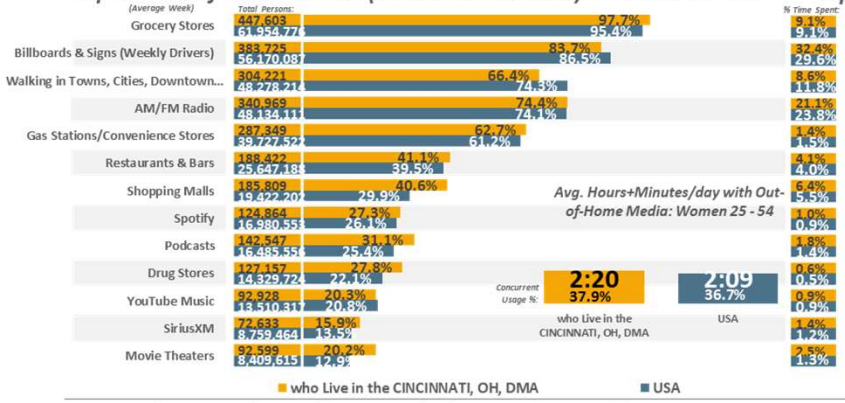
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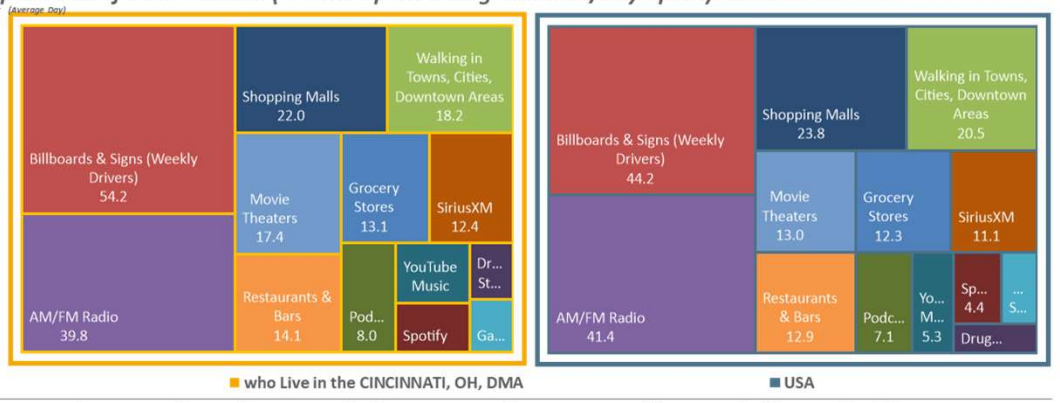
W25-54

383,725 or 83.7% of Women 25 - 54 who Live in the CINCINNATI, OH, DMA spend an average of 54.2 minutes per day driving, seeing Billboards and Signs. 72.9% Listen to Local Radio Stations Out-of-Home for an average of 38.4 minutes/day.

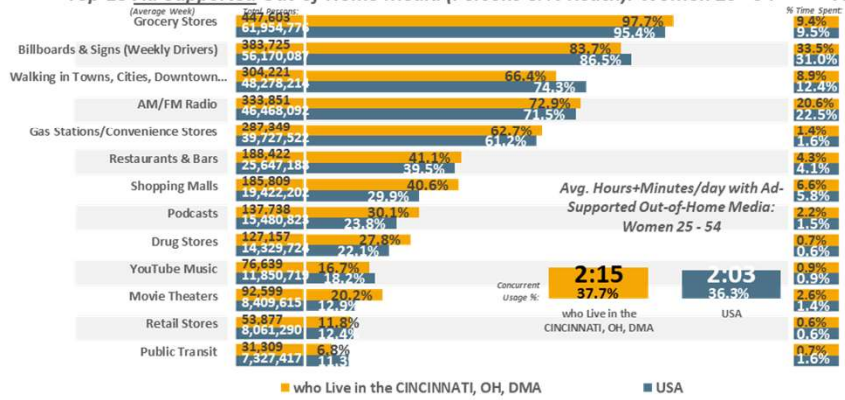
Top-13 Out-of-Home Media (Persons & % Reach): Women 25 - 54



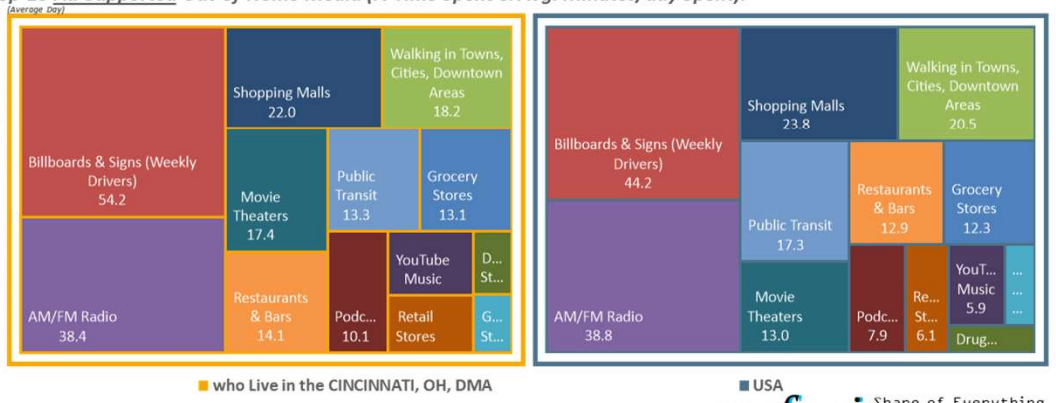
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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



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



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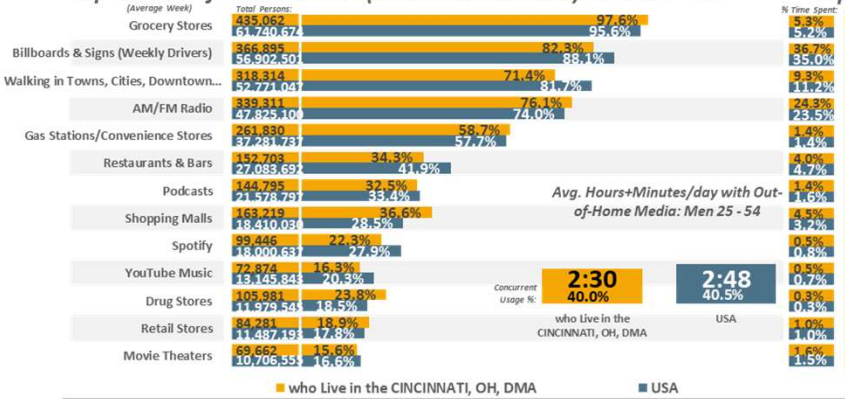
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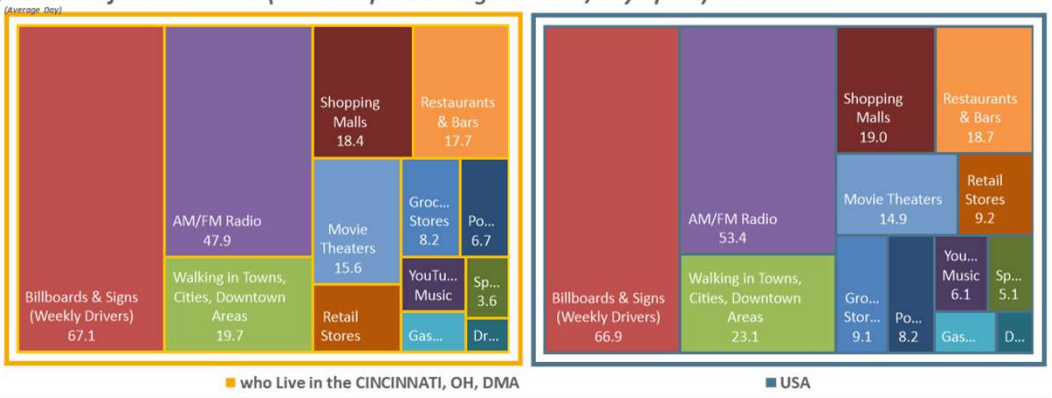
M25-54

366,895 or 82.3% of Men 25 - 54 who Live in the CINCINNATI, OH, DMA spend an average of 67.1 minutes per day driving, seeing Billboards and Signs. 74.3% Listen to Local Radio Stations Out-of-Home for an average of 45. minutes/day.

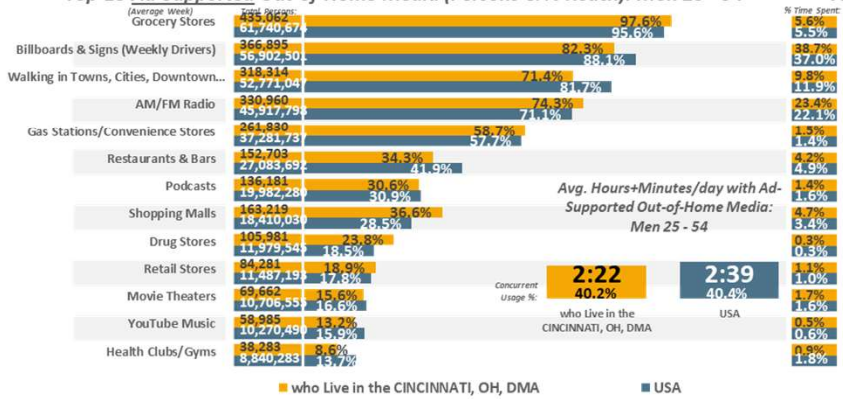
Top-13 Out-of-Home Media (Persons & % Reach): Men 25 - 54



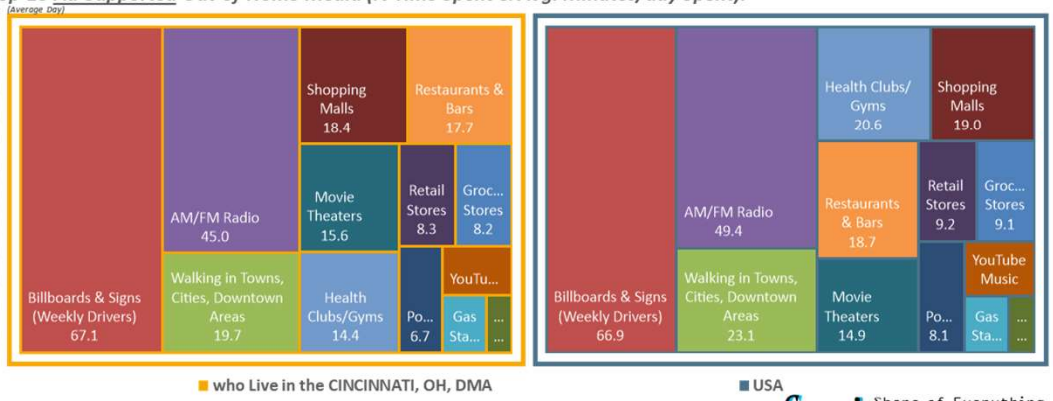
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



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



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



USA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,879

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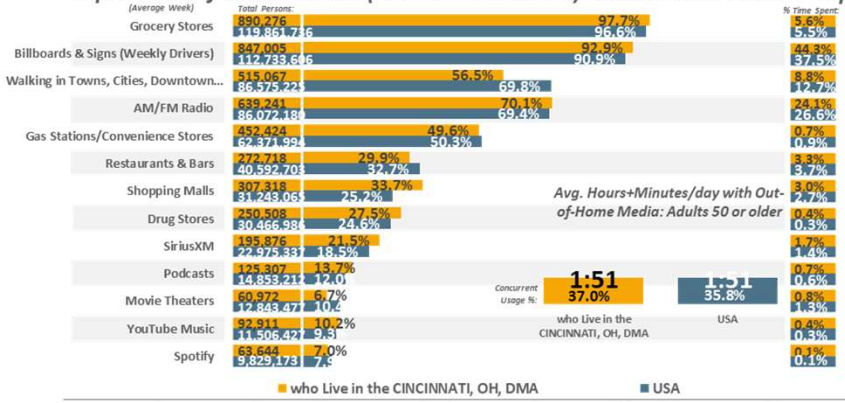
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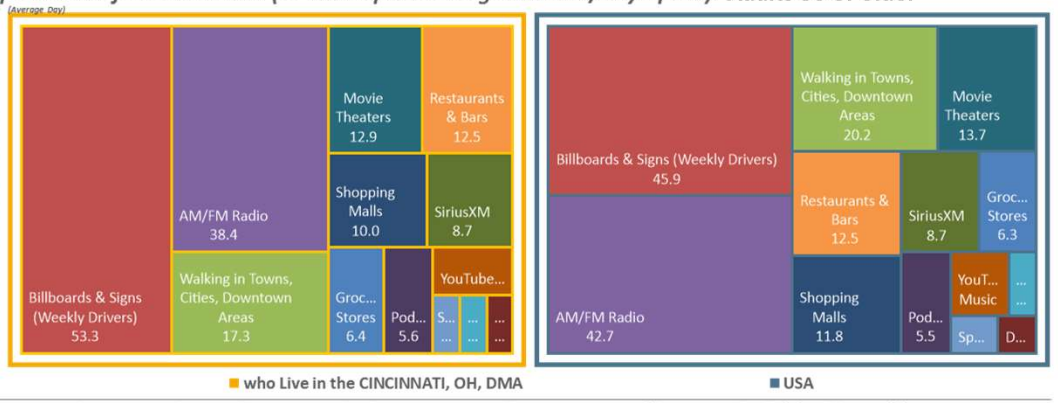
P50+

847,005 or 92.9% of Adults 50 or older who Live in the CINCINNATI, OH, DMA spend an average of 53.3 minutes per day driving, seeing Billboards and Signs. 67.4% Listen to Local Radio Stations Out-of-Home for an average of 36.9 minutes/day.

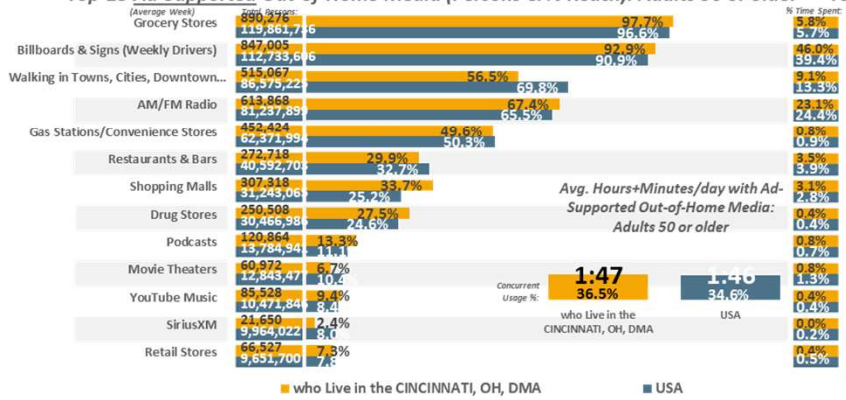
Top-13 Out-of-Home Media (Persons & % Reach): Adults 50 or older



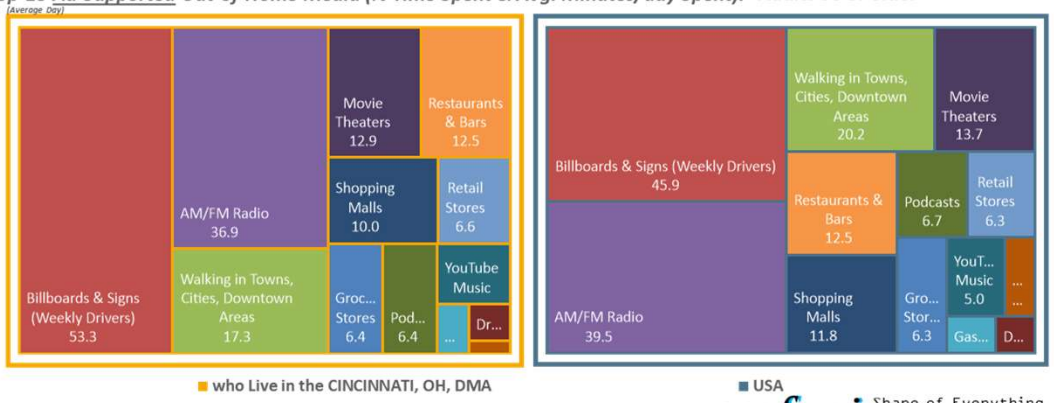
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 50 or older



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 50 or older



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 50 or older



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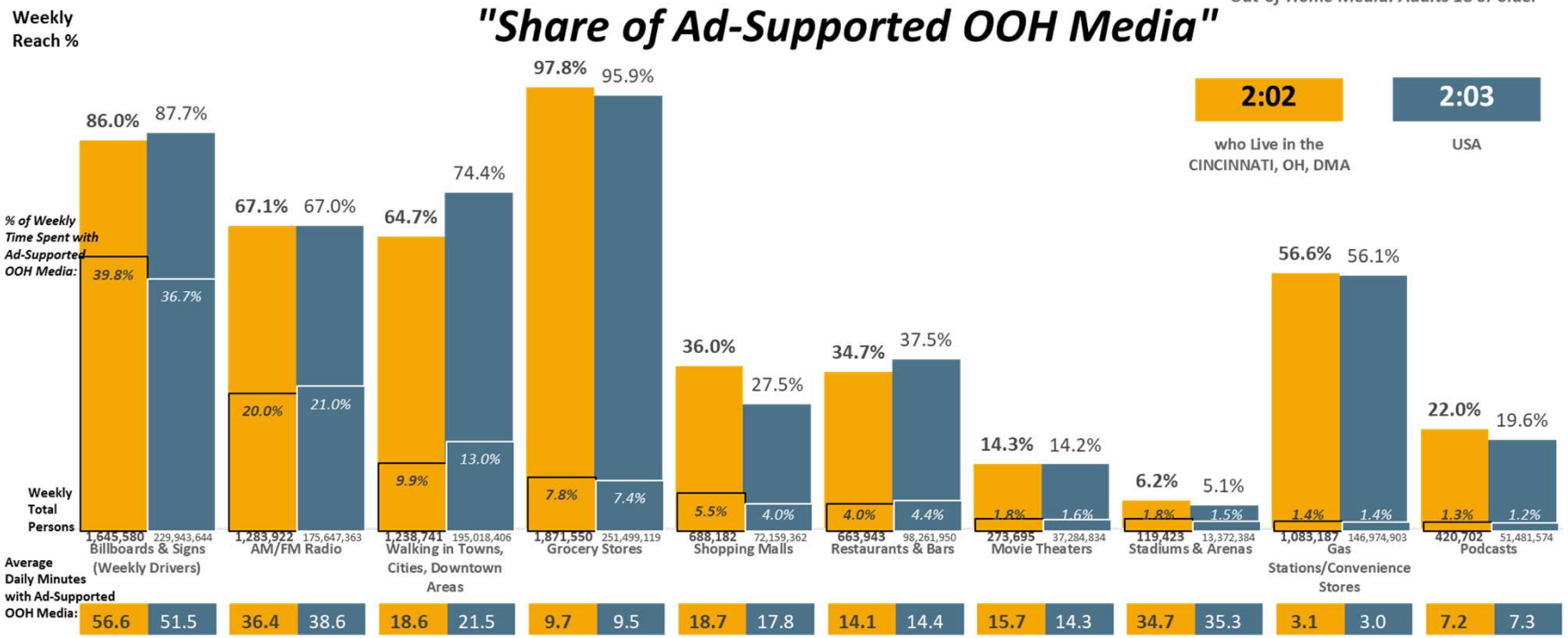


P18+

1,645,580 or 86.% of Adults 18 or older who Live in the CINCINNATI, OH, DMA spend an average of 56.6 minutes per day driving, seeing Billboards and Signs representing 39.8% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



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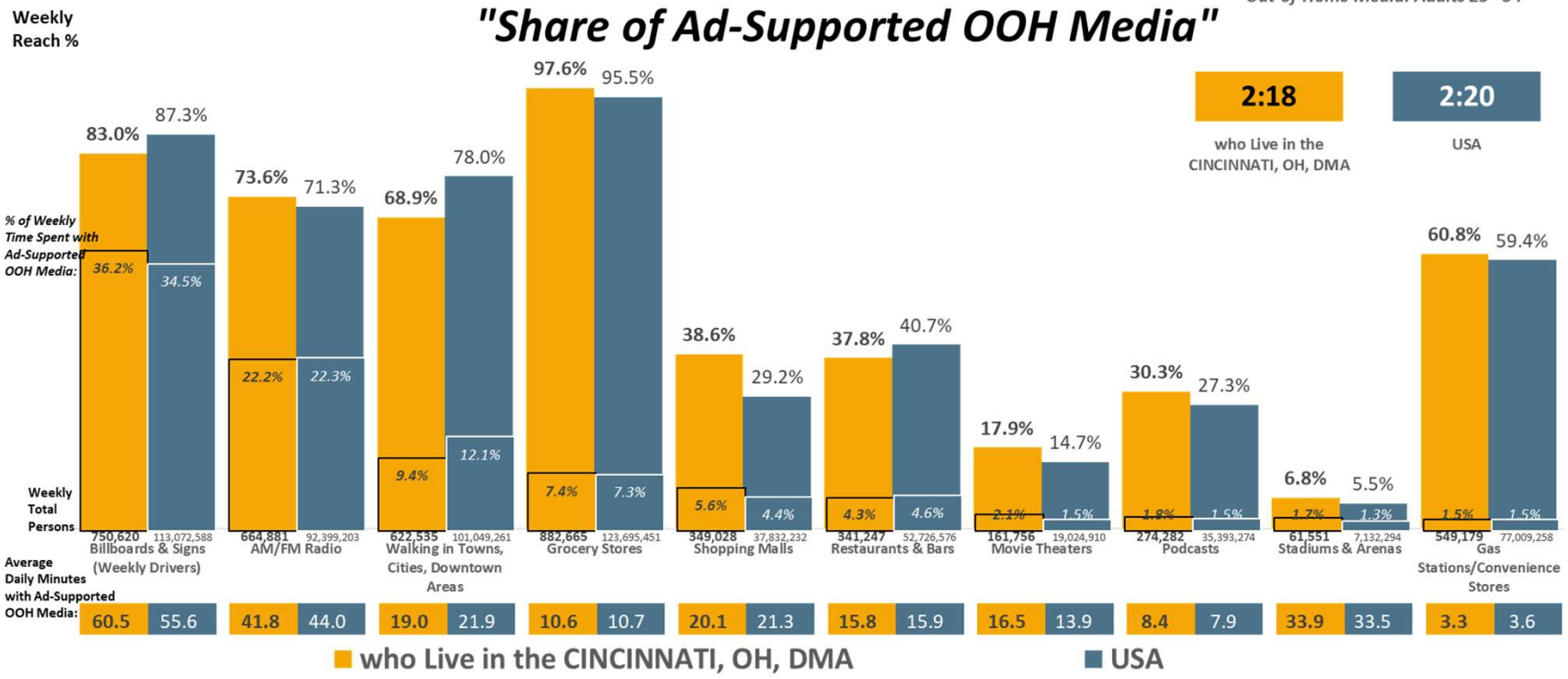


P25-54

750,620 or 83.% of Adults 25 - 54 who Live in the CINCINNATI, OH, DMA spend an average of 60.5 minutes per day driving, seeing Billboards and Signs representing 36.2% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



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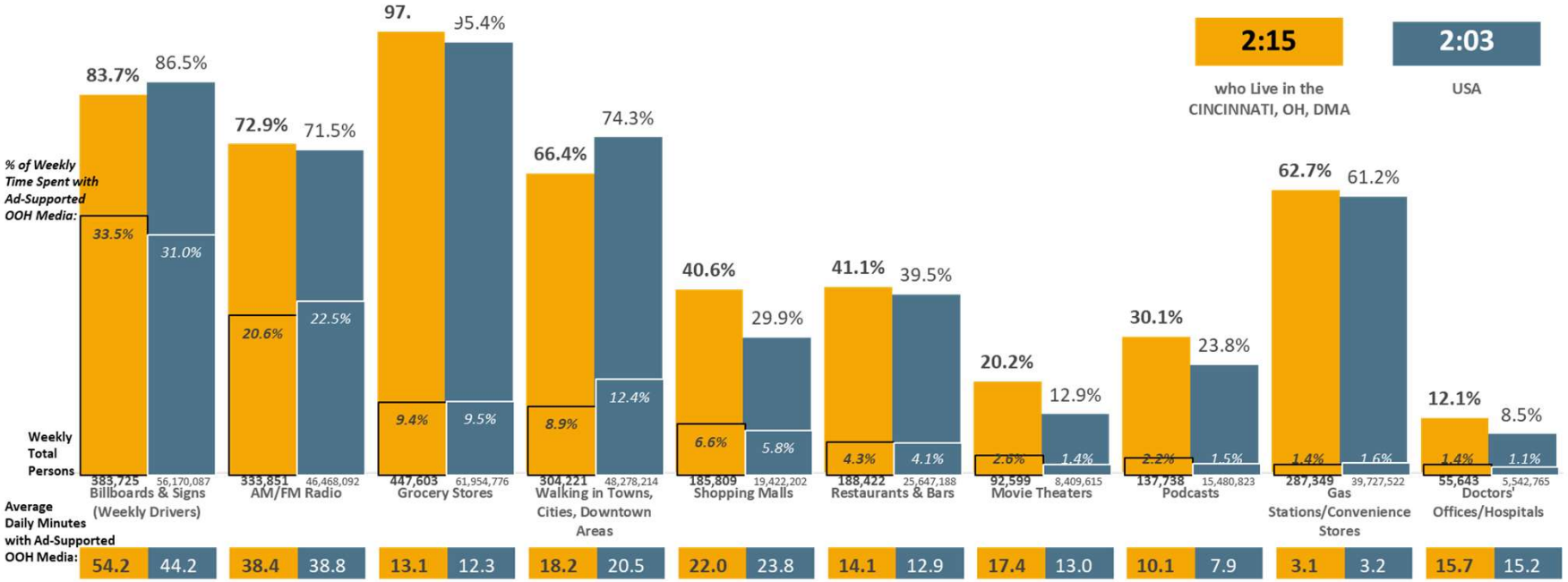


W25-54

383,725 or 83.7% of Women 25 - 54 who Live in the CINCINNATI, OH, DMA spend an average of 54.2 minutes per day driving, seeing Billboards and Signs representing 33.5% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



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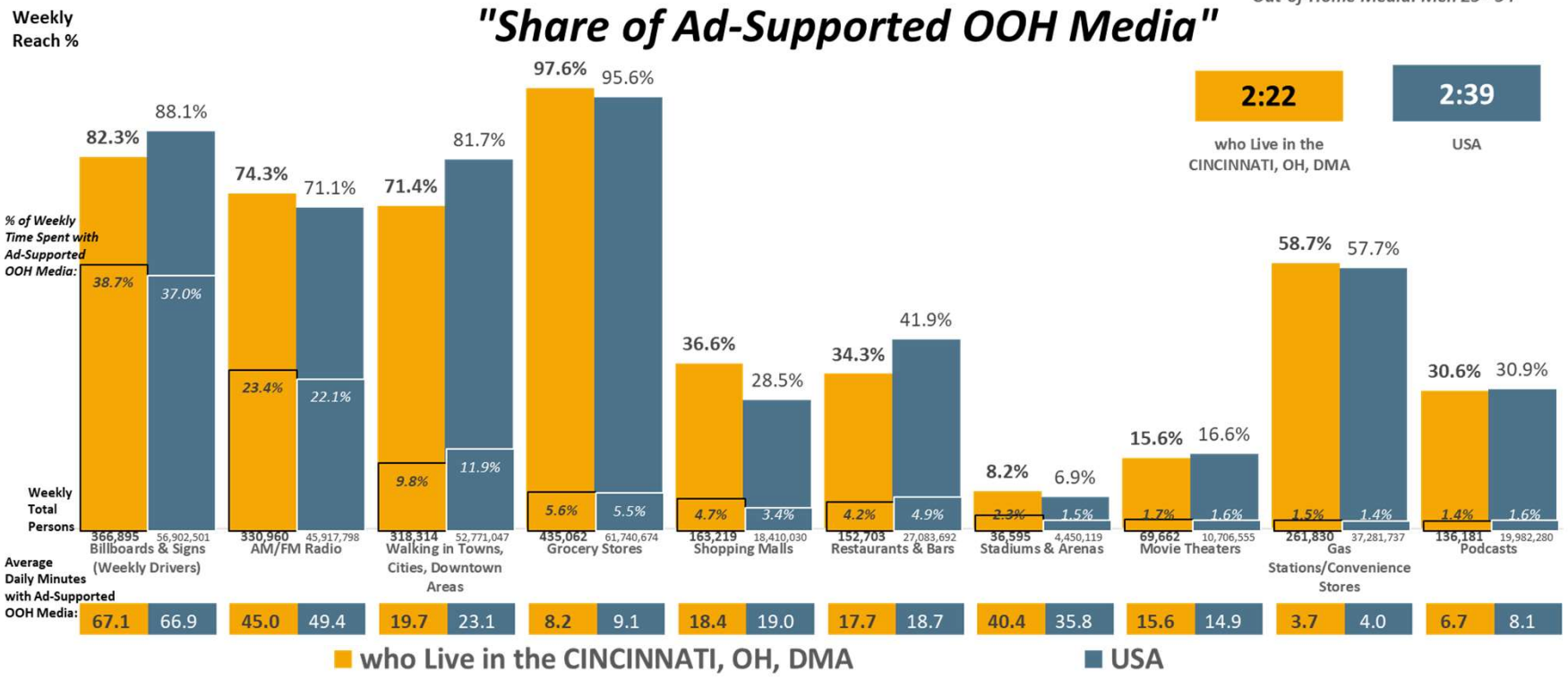


M25-54

366,895 or 82.3% of Men 25 - 54 who Live in the CINCINNATI, OH, DMA spend an average of 67.1 minutes per day driving, seeing Billboards and Signs representing 38.7% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



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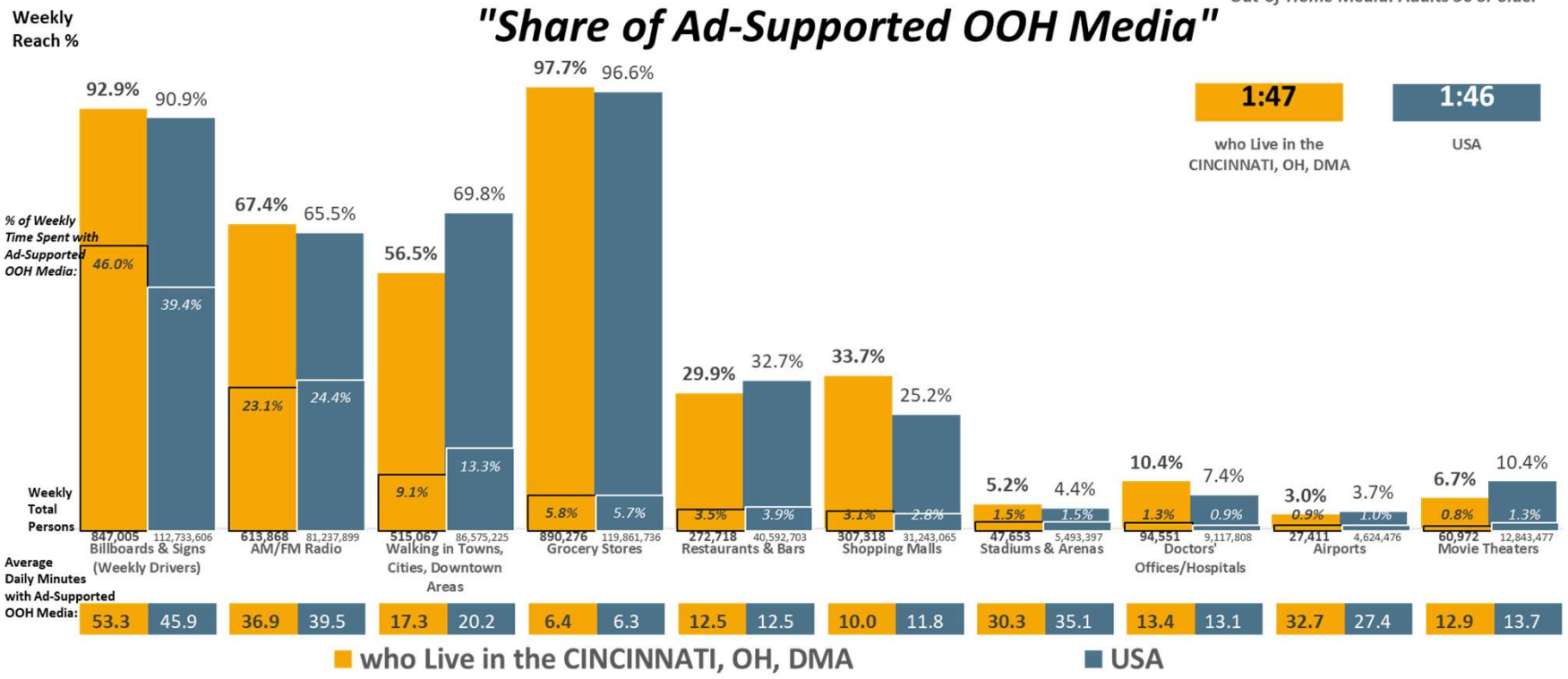


P50+

847,005 or 92.9% of Adults 50 or older who Live in the CINCINNATI, OH, DMA spend an average of 53.3 minutes per day driving, seeing Billboards and Signs representing 46.% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 50 or older

"Share of Ad-Supported OOH Media"



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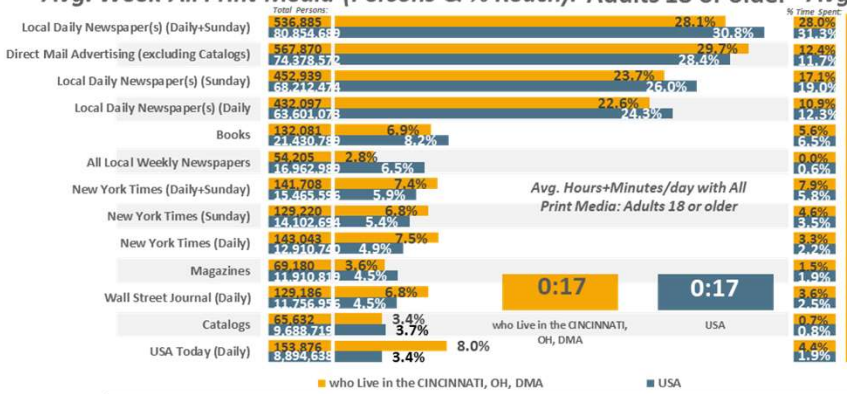
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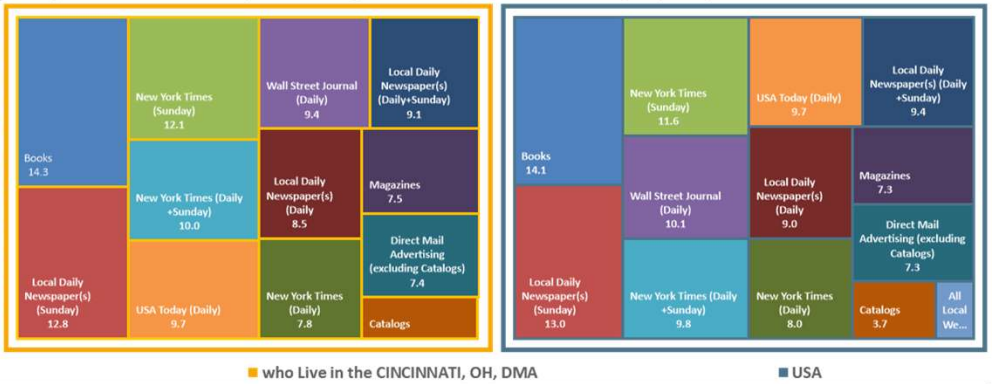
P18+

536,885 or 28.1% of Adults 18 or older who Live in the CINCINNATI, OH, DMA read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.1 minutes every day representing 29.6% of all time spent daily with All forms of Print Media.

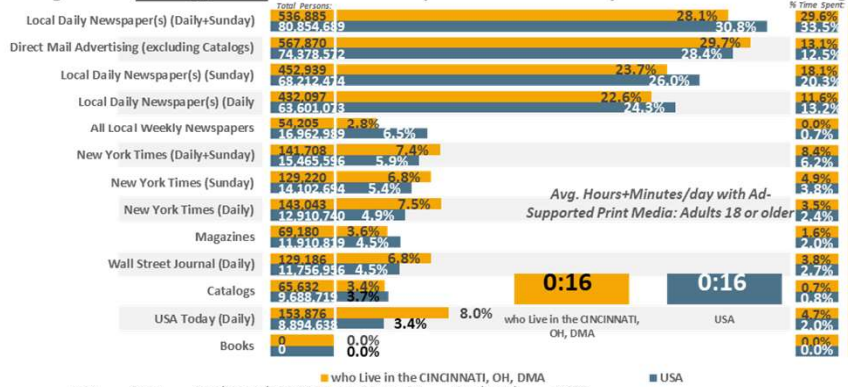
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



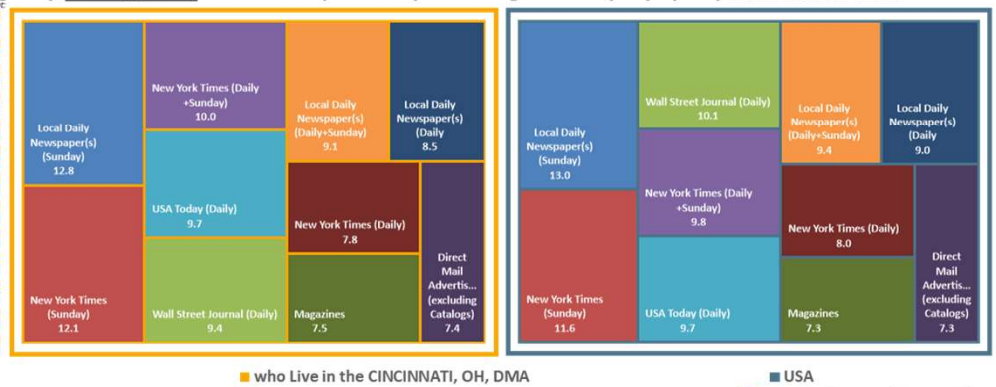
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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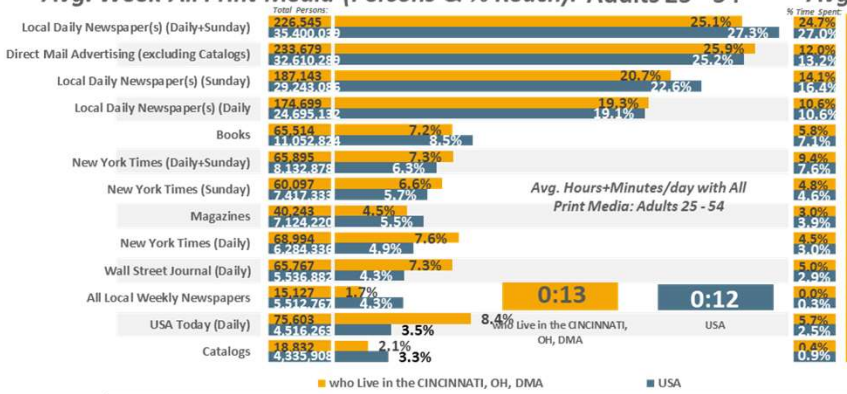
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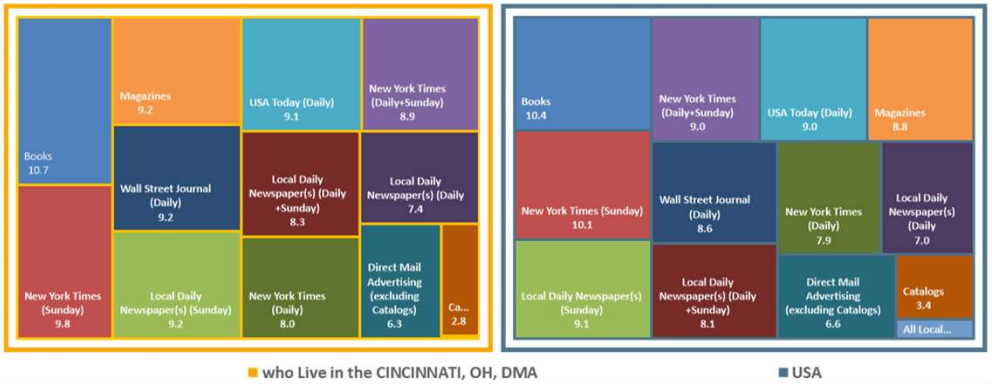
P25-54

226,545 or 25.1% of Adults 25 - 54 who Live in the CINCINNATI, OH, DMA read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.3 minutes every day representing 26.2% of all time spent daily with All forms of Print Media.

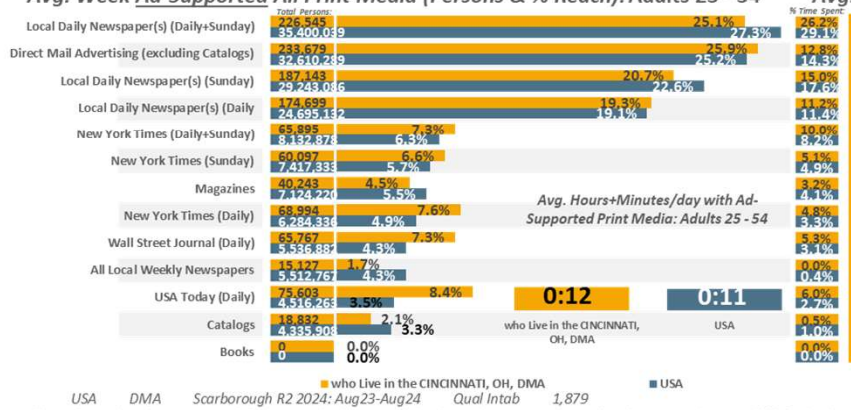
Avg. Week All Print Media (Persons & % Reach): Adults 25 - 54



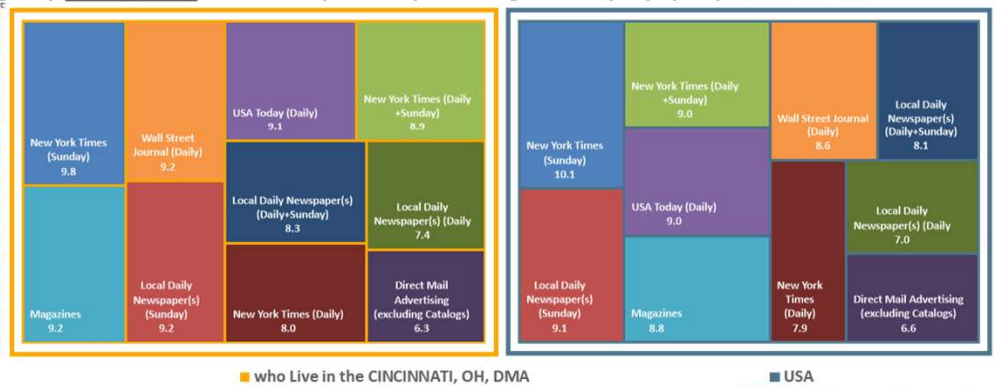
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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



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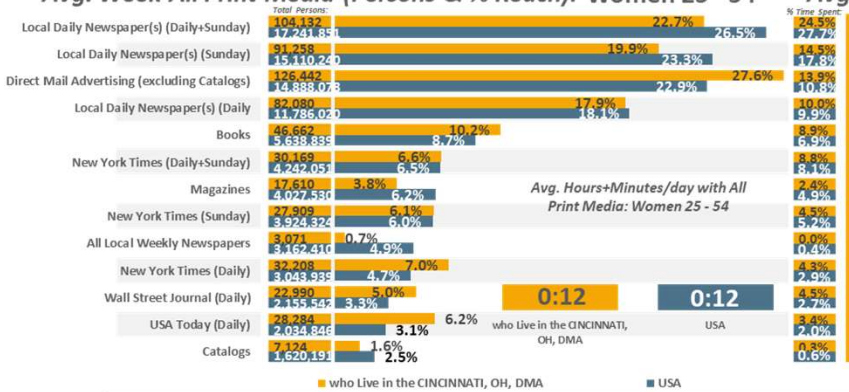
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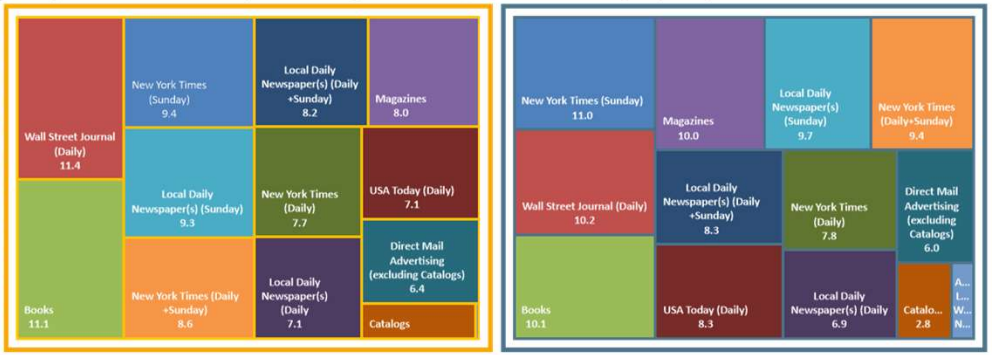
W25-54

104,132 or 22.7% of Women 25 - 54 who Live in the CINCINNATI, OH, DMA read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.2 minutes every day representing 26.9% of all time spent daily with All forms of Print Media.

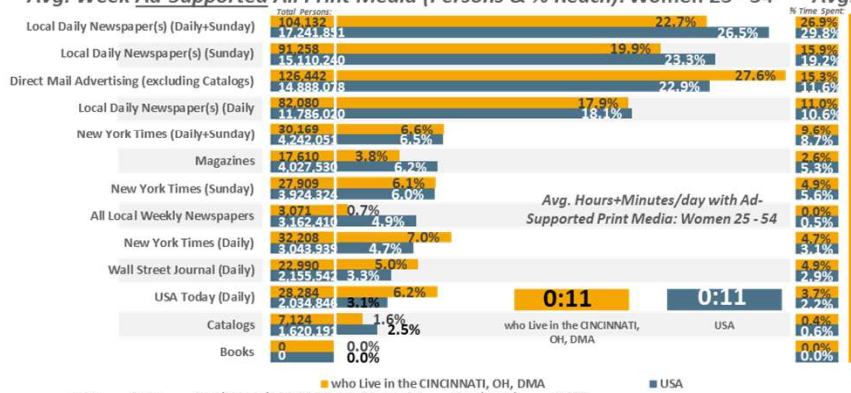
Avg. Week All Print Media (Persons & % Reach): Women 25 - 54



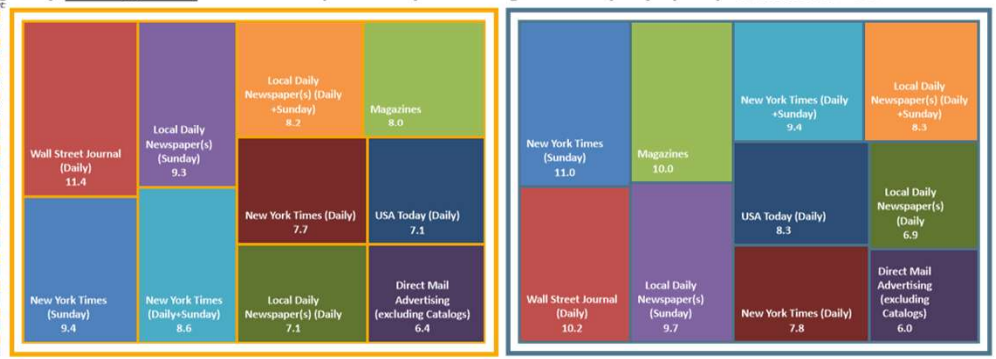
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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



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



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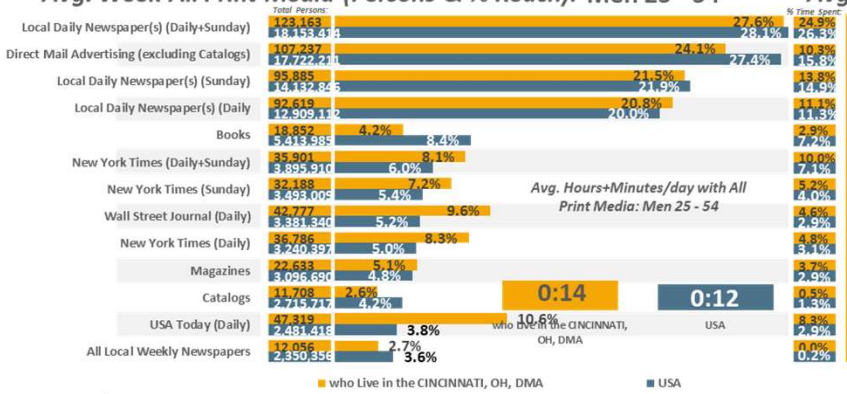
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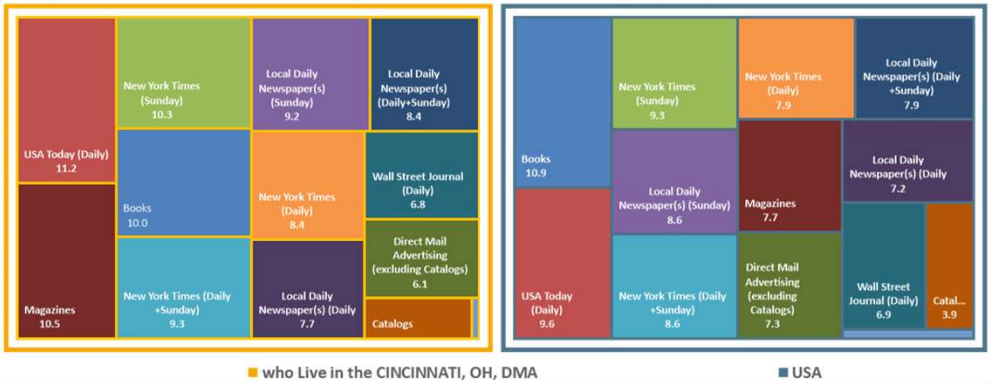
M25-54

123,163 or 27.6% of Men 25 - 54 who Live in the CINCINNATI, OH, DMA read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.4 minutes every day representing 25.6% of all time spent daily with All forms of Print Media.

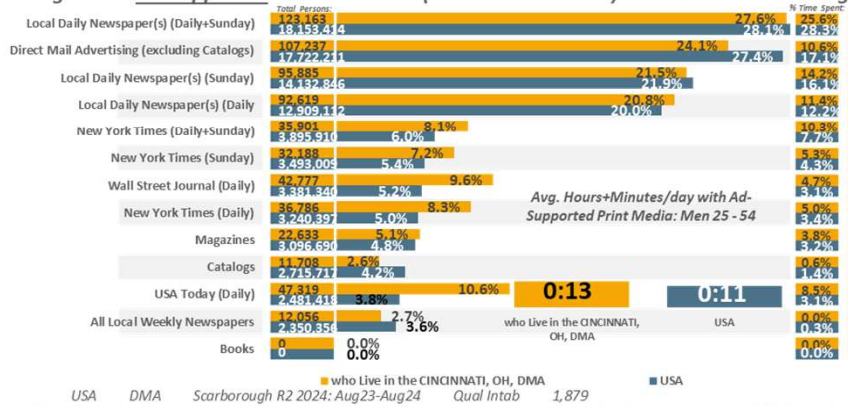
Avg. Week All Print Media (Persons & % Reach): Men 25 - 54



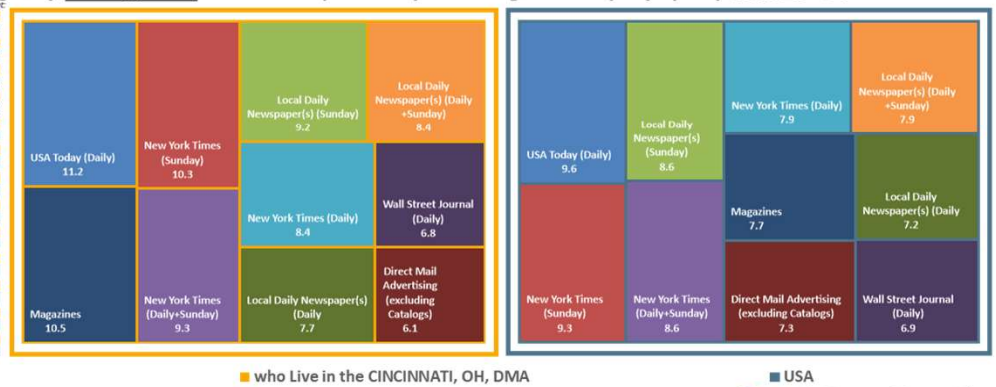
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



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



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



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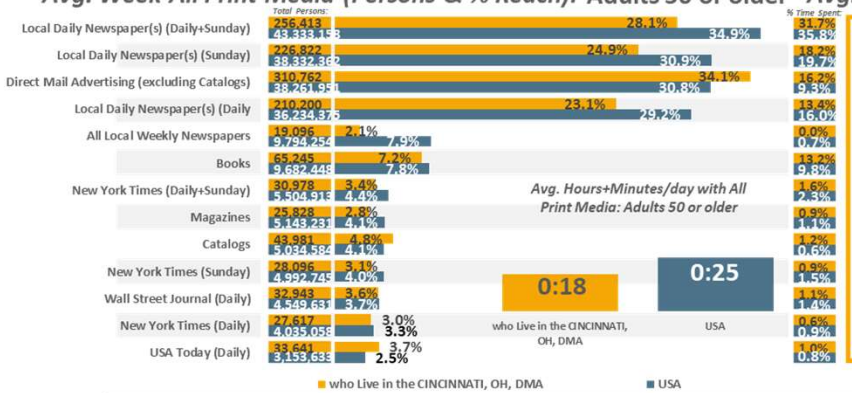
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P50+

256,413 or 28.1% of Adults 50 or older who Live in the CINCINNATI, OH, DMA read Local Daily Newspaper(s) (Daily+Sunday) for an average of 11.8 minutes every day representing 36.5% of all time spent daily with All forms of Print Media.

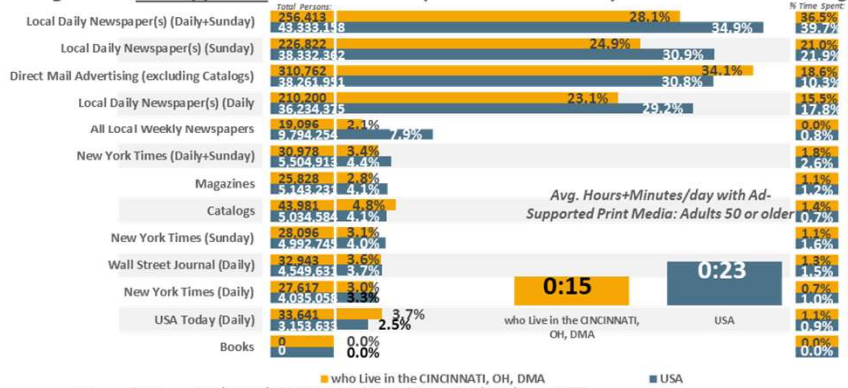
Avg. Week All Print Media (Persons & % Reach): Adults 50 or older



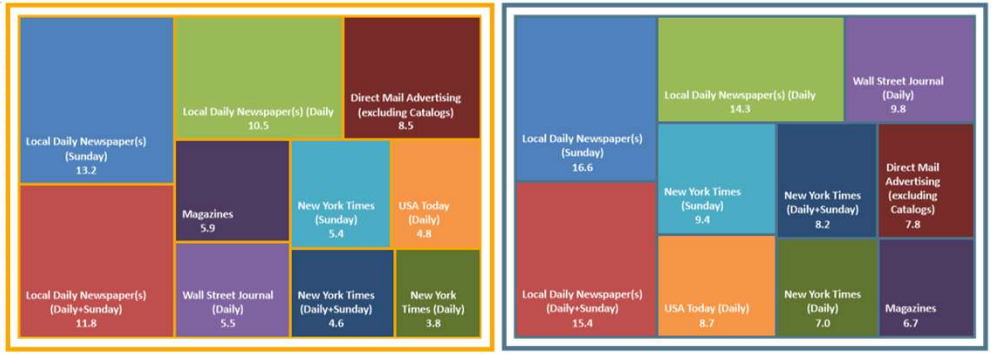
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 50 or older



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 50 or older



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 50 or older



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