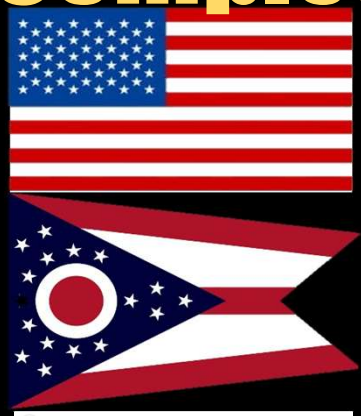
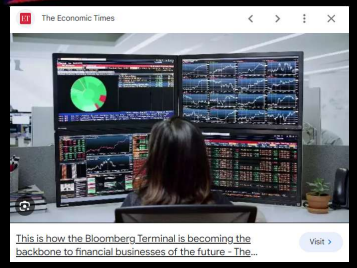
CINCINNATI, OH, Metro – 5 P18+ Profiles of HUBBARD RADIO Listeners!

Brand New Data as of JULY 31, 2025!

Complete Demographic & Media Use Profiles







P18+

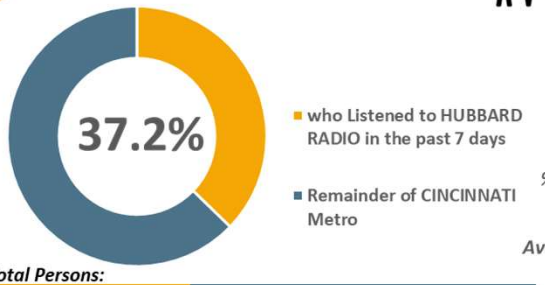
And, Yes! You ARE Smart Enough to Read a Bloomberg Terminal. So get ready to Learn!

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

HUBBARD RADIO

37.2% or 656,480 of CINCINNATI Metro Adults 18 or older Listened to HUBBARD RADIO in the past 7 days. Typical Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days are 46.9 years old (3.3% younger than average) and have a $112,794 (10.% higher than average) annual household income.

Percent of Market: Adults 18 or older



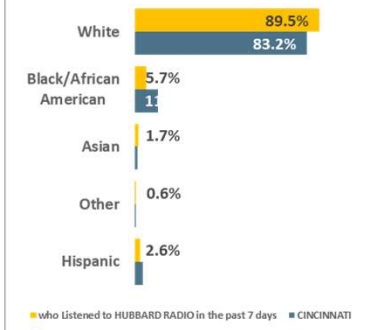
Total Persons:

656,480	1,106,233

Gender of Target vs. Market: Adults 18 or older

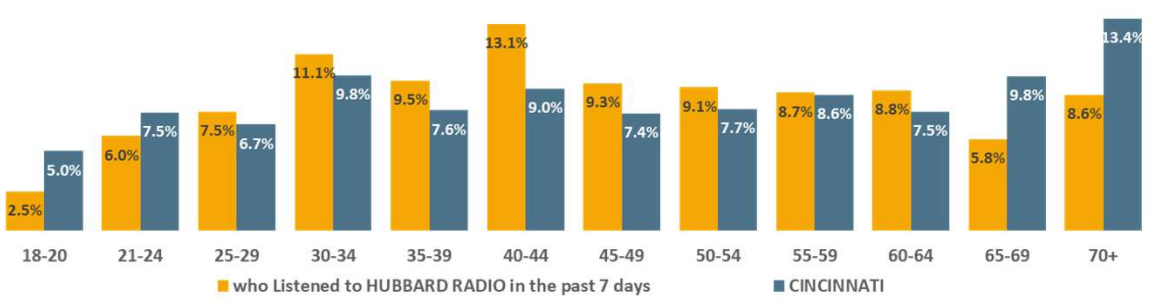
	Men	Men	Women	Women
%M vs. %F:	50.9%	49.2%	49.1%	50.8%
Average Age:	46.3	48.6	47.6	48.5
# Persons:	334,401	867,140	322,079	895,573

Ethnicity of Target vs. Market:

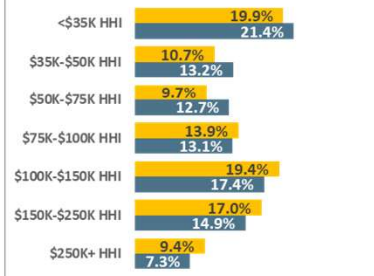


Age Cell Demographics of Target vs. Market:

	Average Age:	
Adults 18 or older	46.9	48.5



HHI of Target vs. Market:



Avg HHI:	$112,794	$102,552

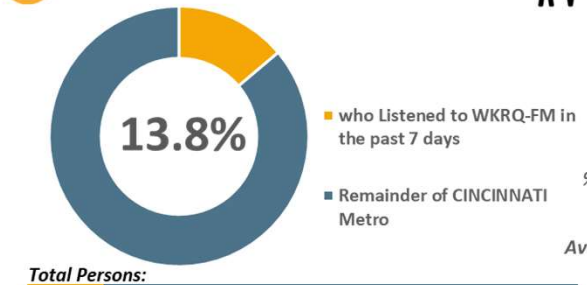
CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 671

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

13.8% or 244,123 of CINCINNATI Metro Adults 18 or older Listened to WKRQ-FM in the past 7 days.
Typical Adults 18 or older who Listened to WKRQ-FM in the past 7 days are 42.7 years old (12.1% younger than average) and have a $123,293 (20.2% higher than average) annual household income.

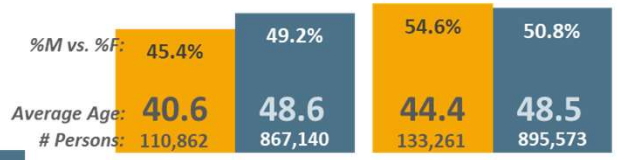
Percent of Market: Adults 18 or older



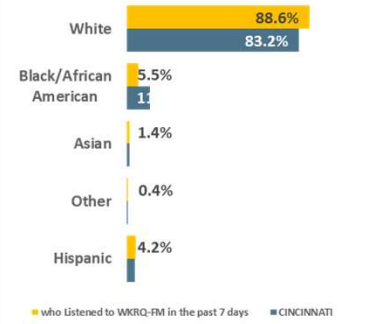
Total Persons:

244,123	1,518,590

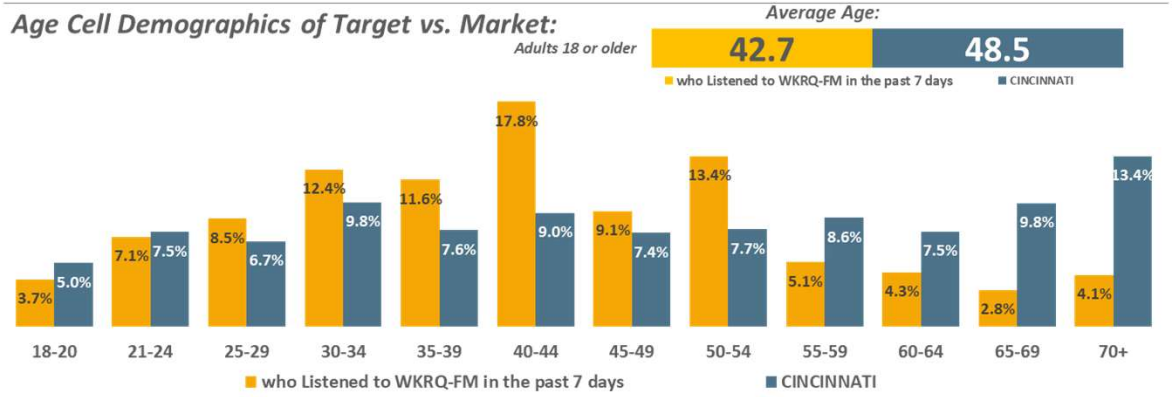
Gender of Target vs. Market: Adults 18 or older



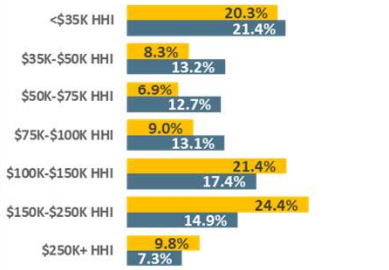
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



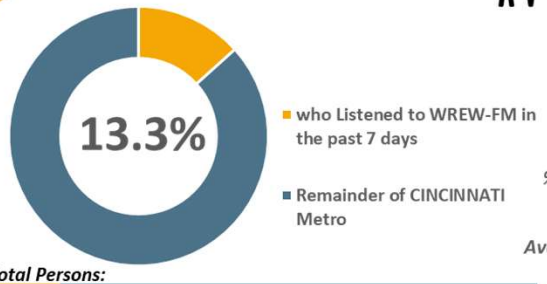
Avg HHI:	$123,293	$102,552

CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 272

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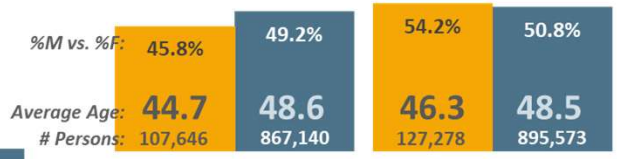
13.3% or 234,924 of CINCINNATI Metro Adults 18 or older Listened to WREW-FM in the past 7 days.
Typical Adults 18 or older who Listened to WREW-FM in the past 7 days are 45.5 years old (6.2% younger than average) and have a $111,234 (8.5% higher than average) annual household income.

Percent of Market: Adults 18 or older

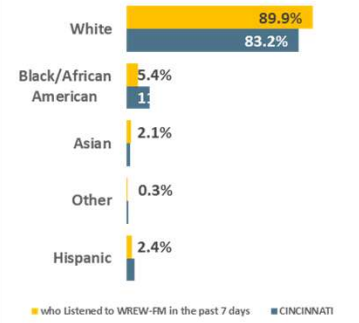


Total Persons:	who Listened to WREW-FM in the past 7 days	Remainder of CINCINNATI Metro
	234,924	1,527,789

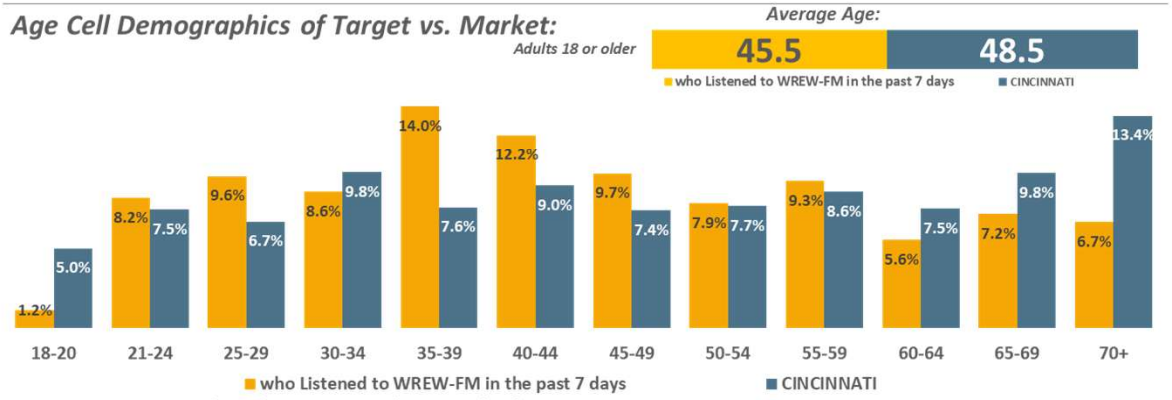
Gender of Target vs. Market: Adults 18 or older



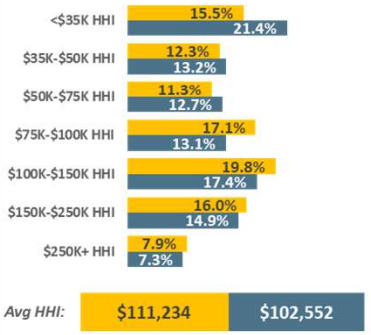
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI:	$111,234	$102,552

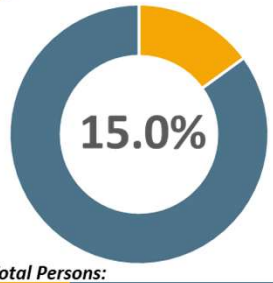
CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 247

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B-105.1
CINCINNATI'S NEW COUNTRY!

15.% or 264,509 of CINCINNATI Metro Adults 18 or older Listened to WUBE-FM in the past 7 days.
Typical Adults 18 or older who Listened to WUBE-FM in the past 7 days are 51. years old (5.1% older than average) and have a $112,023 (9.2% higher than average) annual household income.

Percent of Market: Adults 18 or older



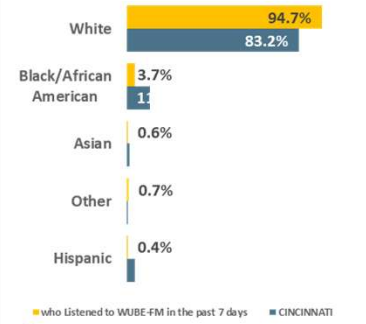
Total Persons:

264,509	1,498,204

Gender of Target vs. Market: Adults 18 or older

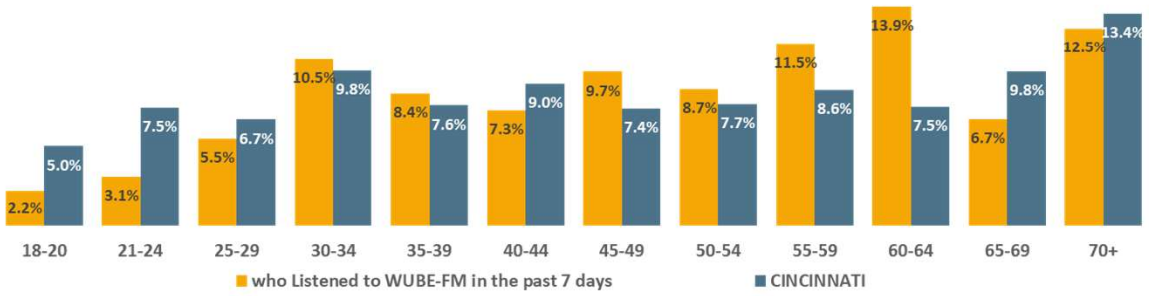
	Men	Men	Women	Women
%M vs. %F:	50.9%	49.2%	49.1%	50.8%
Average Age:	50.9	48.6	51.1	48.5
# Persons:	134,585	867,140	129,924	895,573

Ethnicity of Target vs. Market:

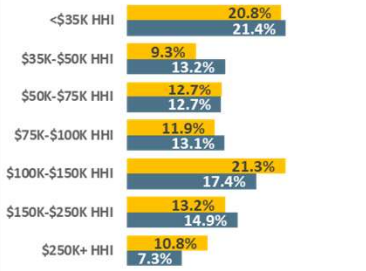


Age Cell Demographics of Target vs. Market:

Adults 18 or older	Average Age: 51.0	48.5



HHI of Target vs. Market:



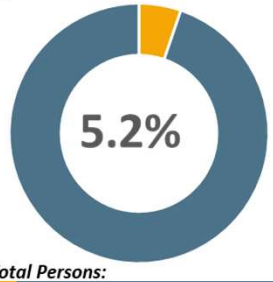
Avg HHI:	$112,023	$102,552

CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 281

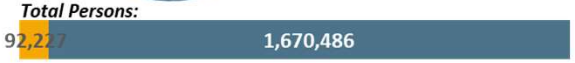
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5.2% or 92,227 of CINCINNATI Metro Adults 18 or older Listened to WYGY-FM in the past 7 days.
Typical Adults 18 or older who Listened to WYGY-FM in the past 7 days are 46.5 years old (4.2% younger than average) and have a $119,790 (16.8% higher than average) annual household income.

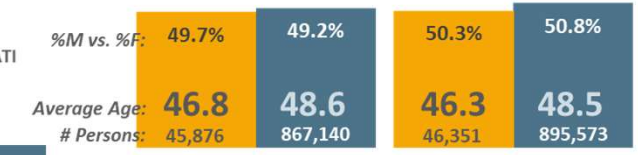
Percent of Market: Adults 18 or older



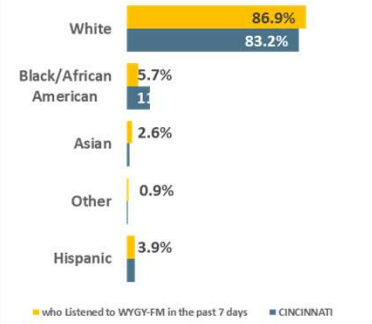
Total Persons:



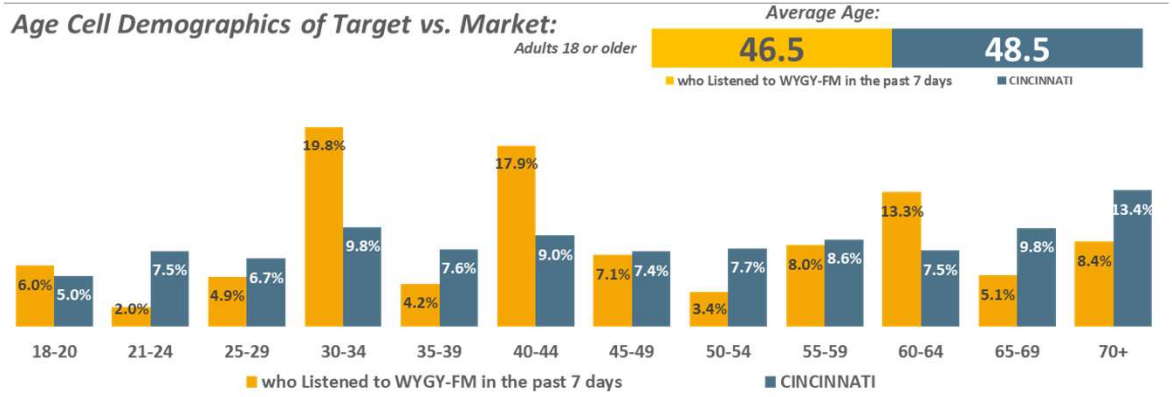
Gender of Target vs. Market: Adults 18 or older



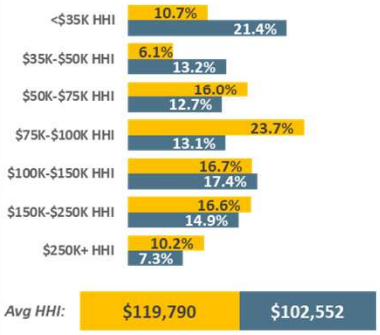
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



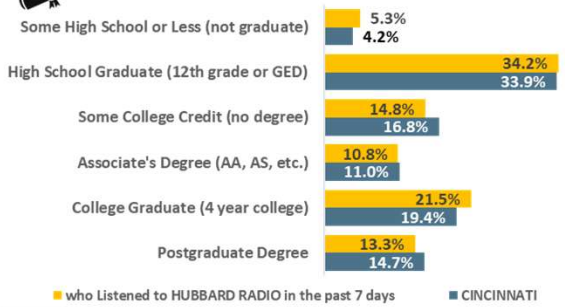
CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 95

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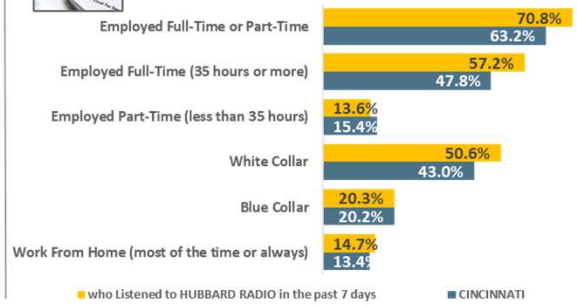
HUBBARD RADIO

37.2% or 656,480 of CINCINNATI Metro Adults 18 or older Listened to HUBBARD RADIO in the past 7 days. Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days are 2.4% more likely to be a college graduate, 19.7% more likely to work full-time, 9.1% more likely to be married, 21.% more likely to be a parent of 1 or more children under 18.

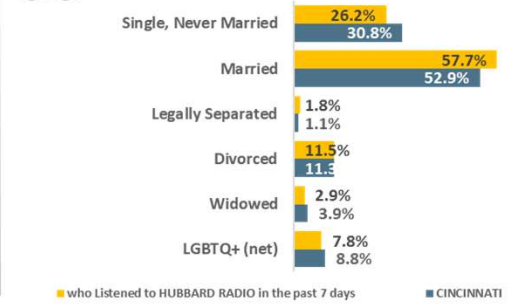
Education Levels: Adults 18 or older



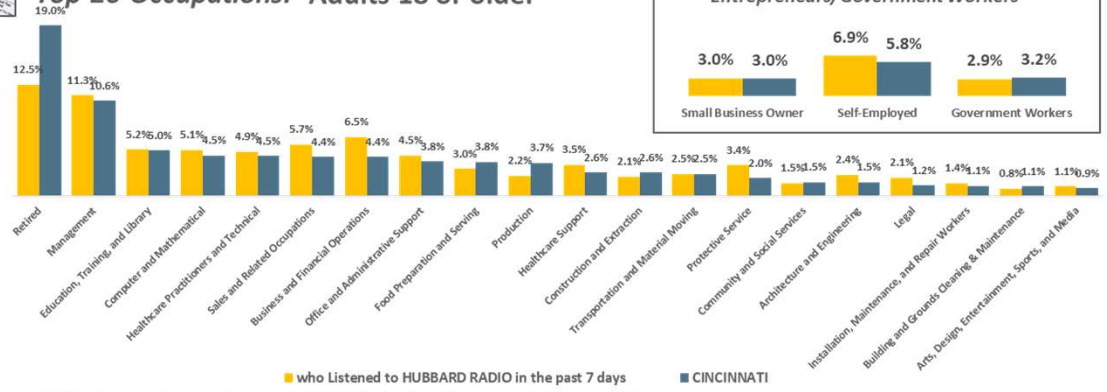
Employment: Adults 18 or older



Marital Status: Adults 18 or older

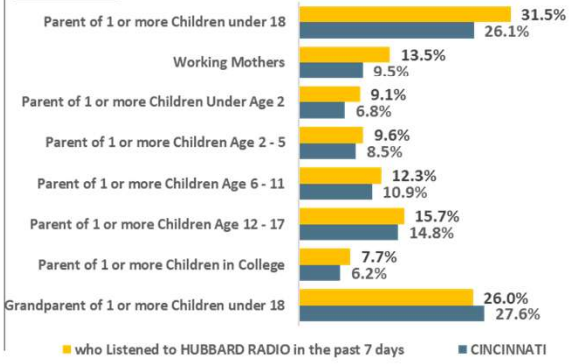


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older



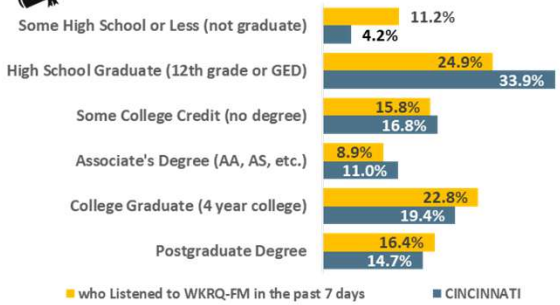
CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 671

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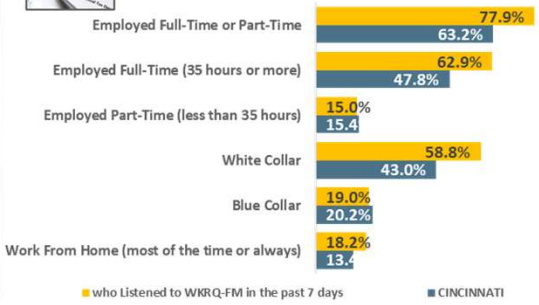
(Radio Stations: WKRQ-FM OR Radio Stations: WREW-FM OR Radio Stations: WUBE-FM OR Radio Stations: WYGY-FM)

13.8% or 244,123 of CINCINNATI Metro Adults 18 or older Listened to WKRQ-FM in the past 7 days. Adults 18 or older who Listened to WKRQ-FM in the past 7 days are 15.5% more likely to be a college graduate, 31.7% more likely to work full-time, 9.1% more likely to be married, 59.3% more likely to be a parent of 1 or more children under 18.

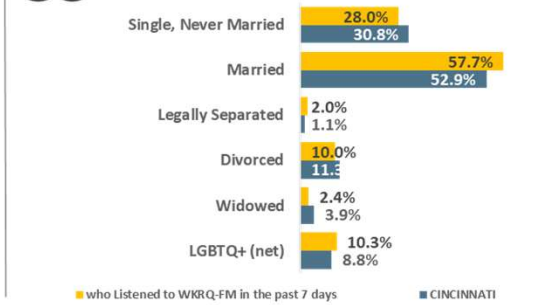
Education Levels: Adults 18 or older



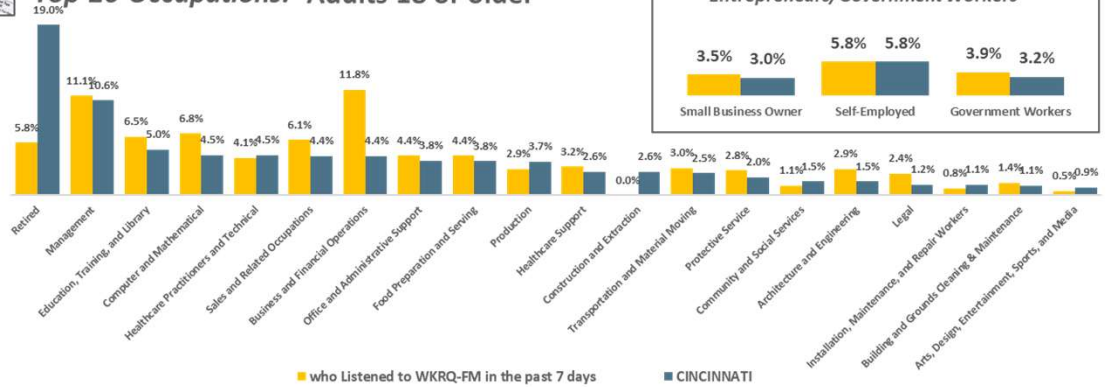
Employment: Adults 18 or older



Marital Status: Adults 18 or older

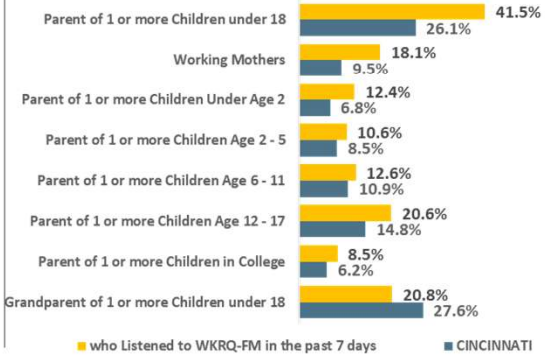


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older



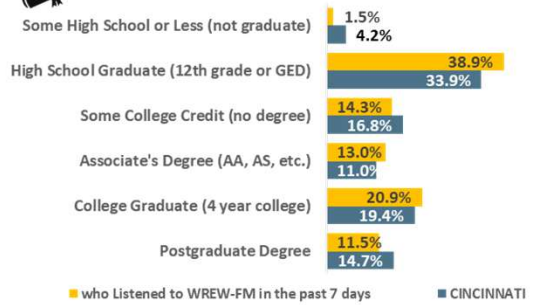
CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 272

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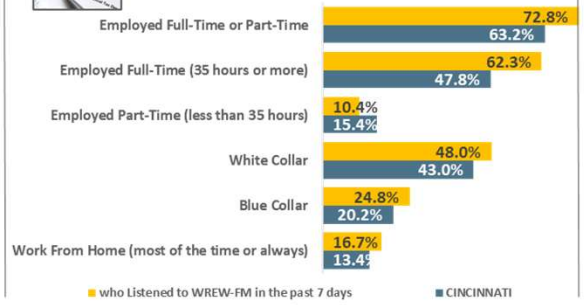
Radio Stations: WKRQ-FM

13.3% or 234,924 of CINCINNATI Metro Adults 18 or older Listened to WREW-FM in the past 7 days. Adults 18 or older who Listened to WREW-FM in the past 7 days are 4.9% less likely to be a college graduate, 30.4% more likely to work full-time, 2.1% more likely to be married, 4.8% more likely to be a parent of 1 or more children under 18.

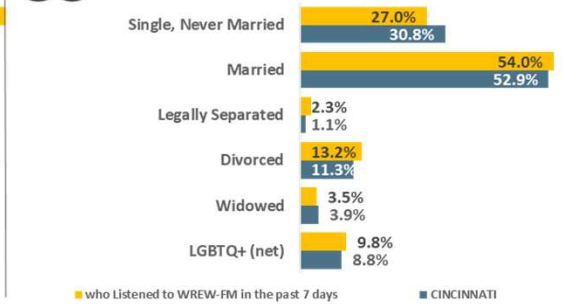
Education Levels: Adults 18 or older



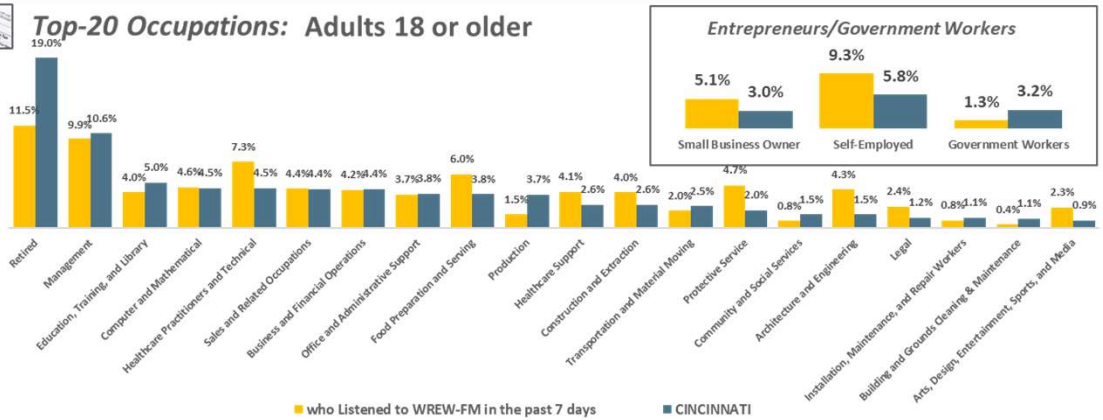
Employment: Adults 18 or older



Marital Status: Adults 18 or older

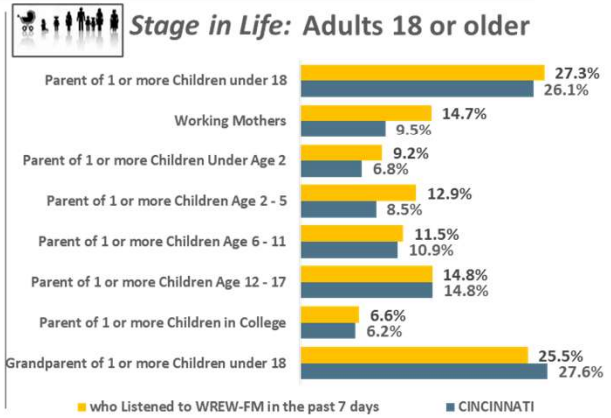


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older



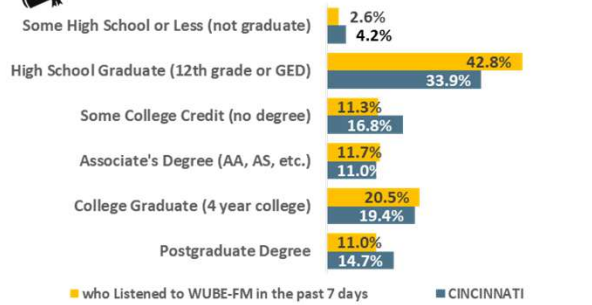
CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 247

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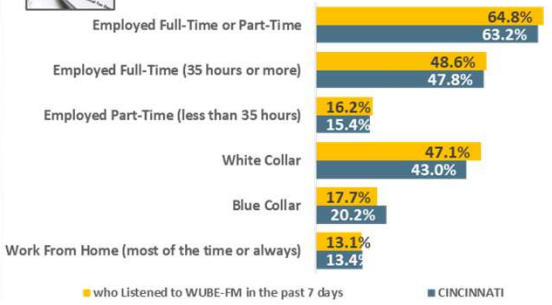
B-105.1
CINCINNATI'S NEW COUNTRY!

15.5% or 264,509 of CINCINNATI Metro Adults 18 or older Listened to WUBE-FM in the past 7 days. Adults 18 or older who Listened to WUBE-FM in the past 7 days are 7.5% less likely to be a college graduate, 1.7% more likely to work full-time, 9.6% more likely to be married, 9.8% more likely to be a parent of 1 or more children under 18.

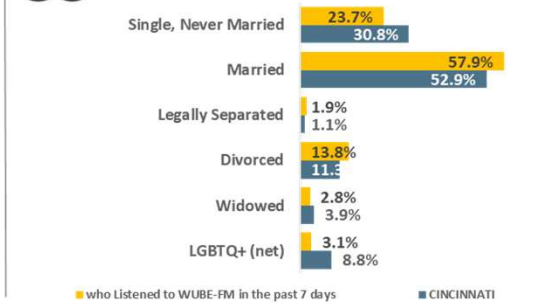
Education Levels: Adults 18 or older



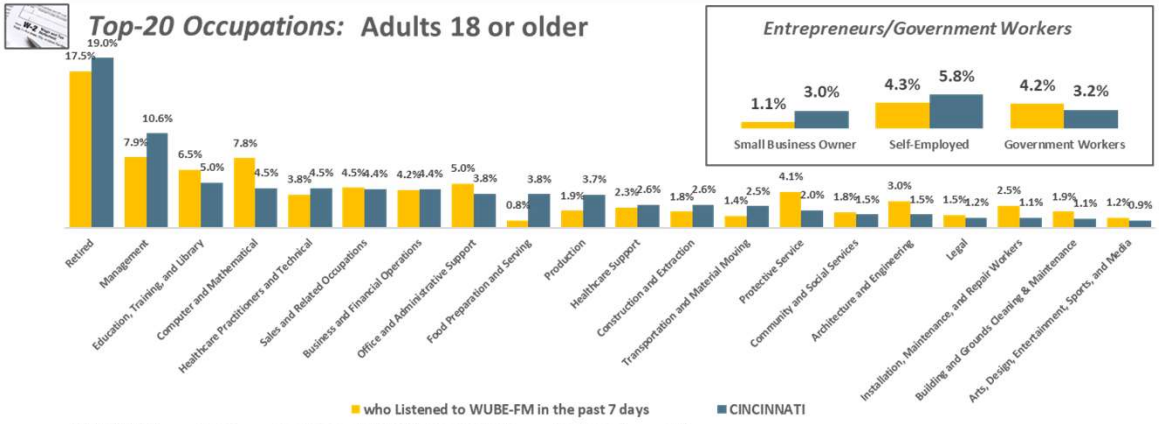
Employment: Adults 18 or older



Marital Status: Adults 18 or older

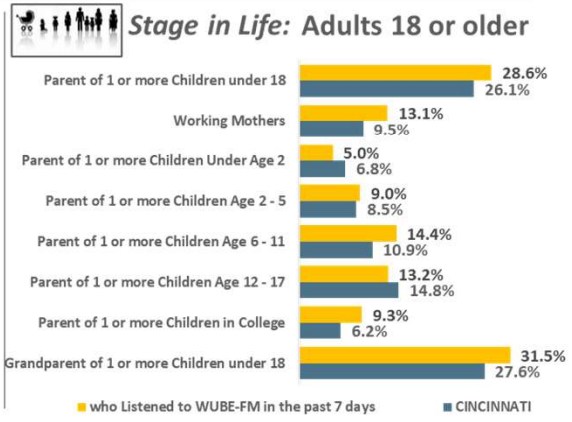


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older



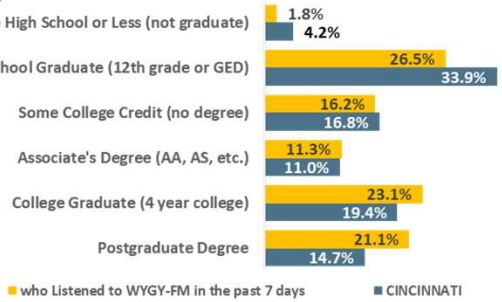
CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 281

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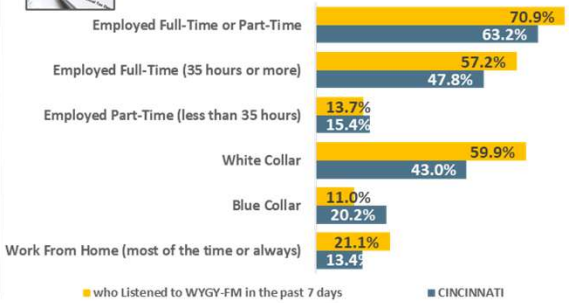
Radio Stations: WUBE-FM

5.2% or 92,227 of CINCINNATI Metro Adults 18 or older Listened to WYGY-FM in the past 7 days. Adults 18 or older who Listened to WYGY-FM in the past 7 days are 29.9% more likely to be a college graduate, 19.8% more likely to work full-time, 29.% more likely to be married, 36.9% more likely to be a parent of 1 or more children under 18.

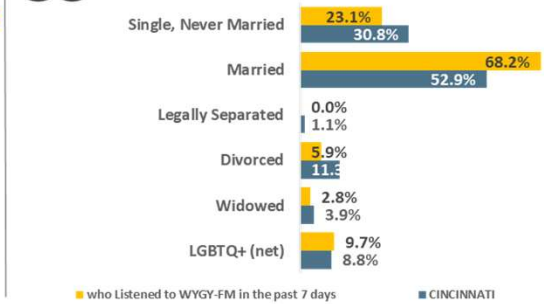
Education Levels: Adults 18 or older



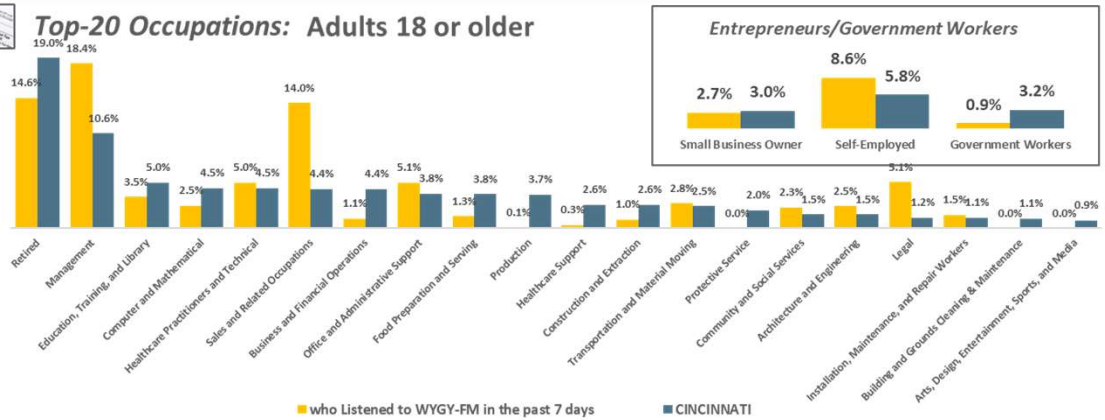
Employment: Adults 18 or older



Marital Status: Adults 18 or older

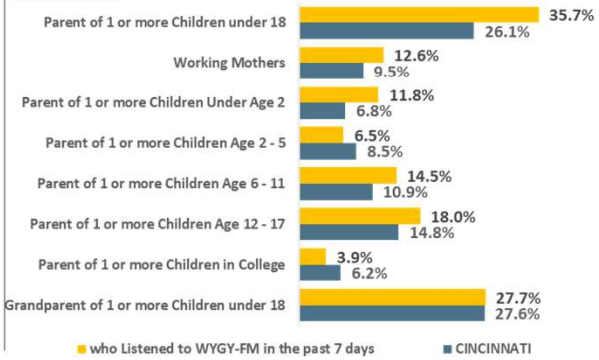


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older



CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 95

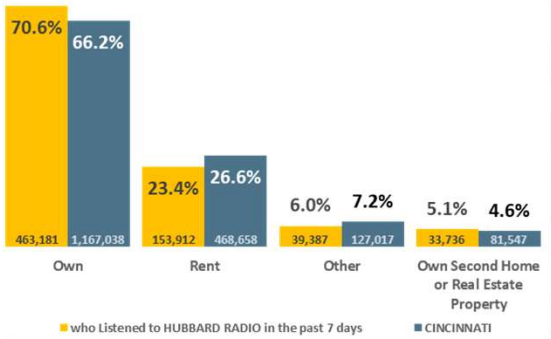
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Radio Stations: WYGY-FM

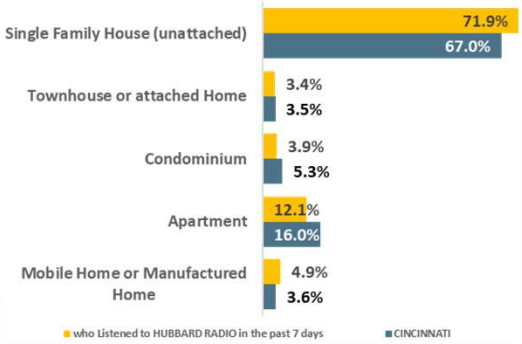
HUBBARD RADIO

37.2% or 656,480 of CINCINNATI Metro Adults 18 or older Listened to HUBBARD RADIO in the past 7 days. Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days are 6.6% more likely to own their home, 1.6% more likely to own a lower valued home, 7.3% more likely to have a single-family home, 8.1% more likely to have a dog.

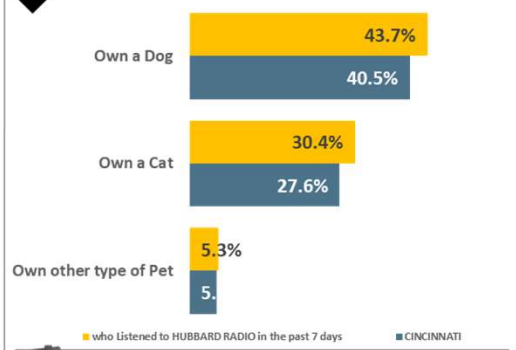
Own/Rent/Other: Adults 18 or older



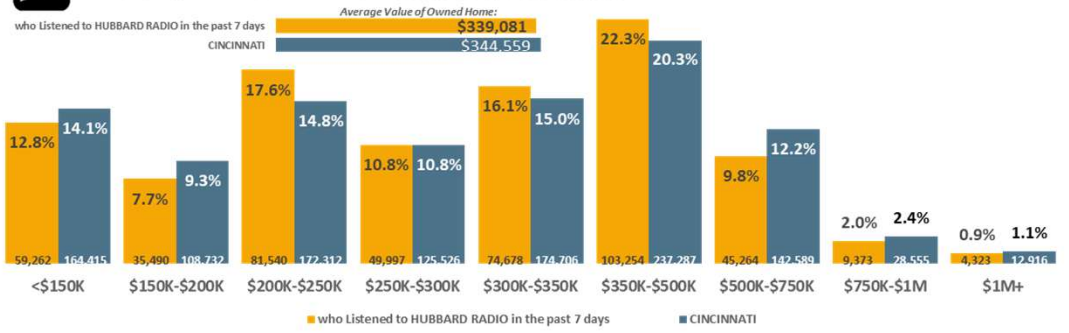
Type of Home: Adults 18 or older



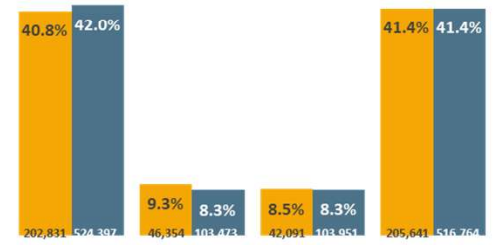
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



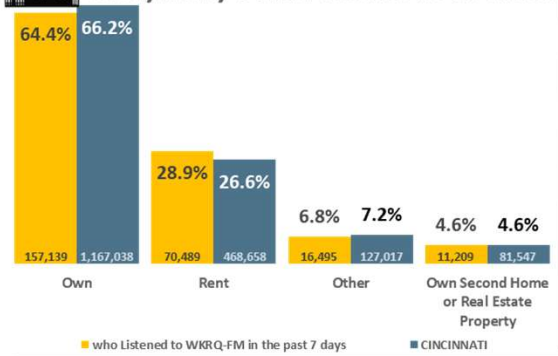
CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 671

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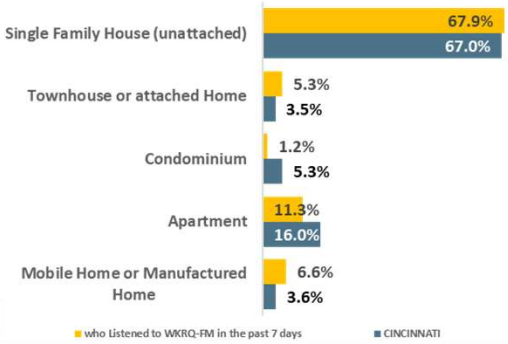
(Radio Stations: WKRQ-FM OR Radio Stations: WREW-FM OR Radio Stations: WUBE-FM OR Radio Stations: WYGY-FM)

13.8% or 244,123 of CINCINNATI Metro Adults 18 or older Listened to WKRQ-FM in the past 7 days. Adults 18 or older who Listened to WKRQ-FM in the past 7 days are 2.8% less likely to own their home, .6% more likely to own a lower valued home, 1.3% more likely to have a single-family home, 20.7% more likely to have a dog.

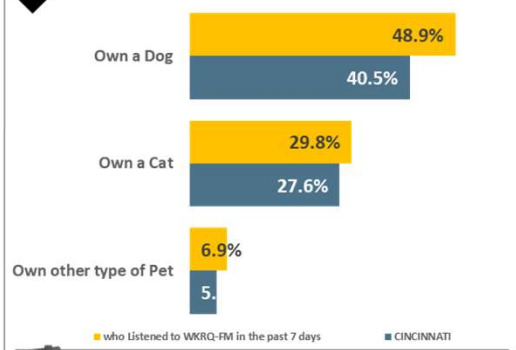
Own/Rent/Other: Adults 18 or older



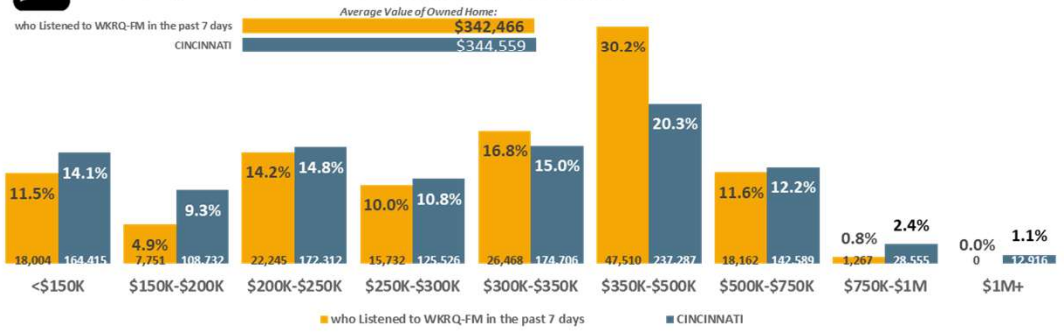
Type of Home: Adults 18 or older



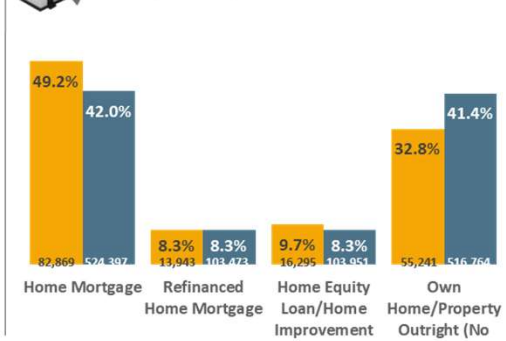
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



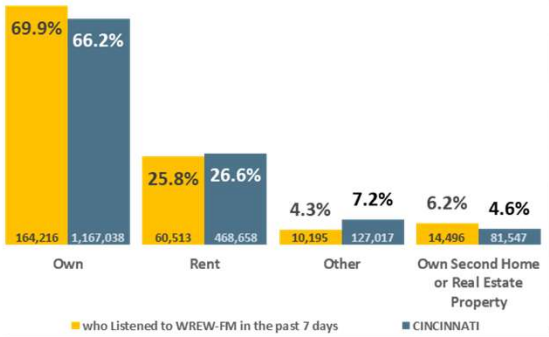
CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 272

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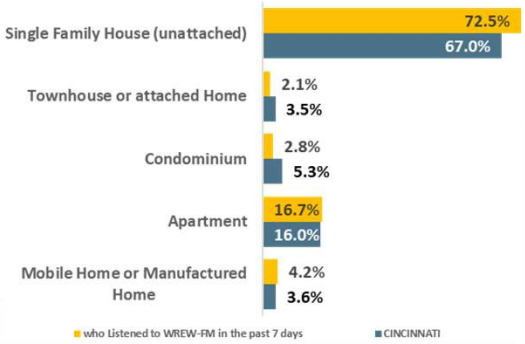
Radio Stations: WKRQ-FM

13.3% or 234,924 of CINCINNATI Metro Adults 18 or older Listened to WREW-FM in the past 7 days. Adults 18 or older who Listened to WREW-FM in the past 7 days are 5.6% more likely to own their home, 1.5% more likely to own a lower valued home, 8.3% more likely to have a single-family home, 3.5% less likely to have a dog.

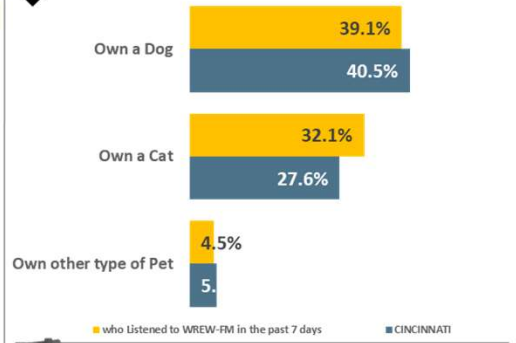
Own/Rent/Other: Adults 18 or older



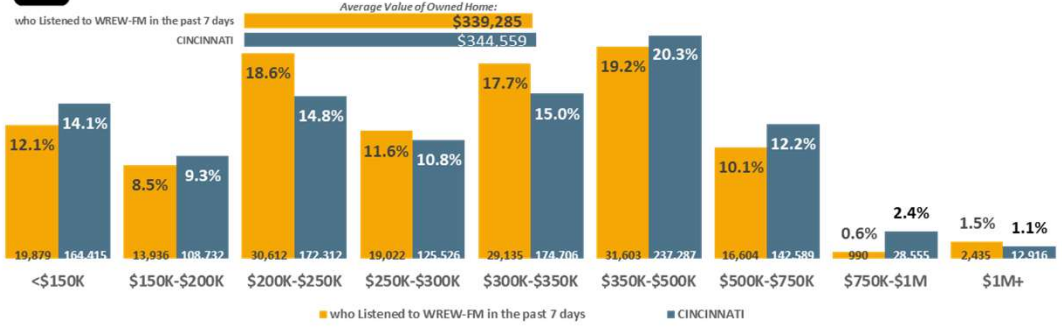
Type of Home: Adults 18 or older



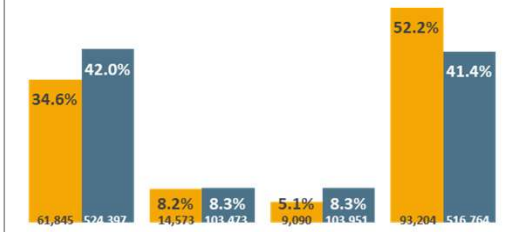
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 247

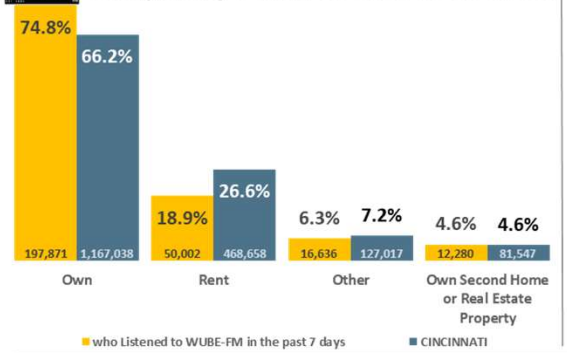
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Radio Stations: WREW-FM

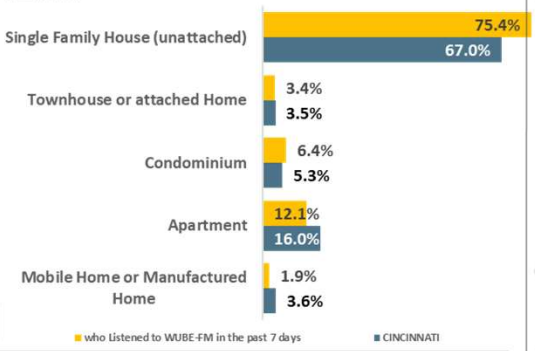
B-105.1
CINCINNATI'S NEW COUNTRY!

15.% or 264,509 of CINCINNATI Metro Adults 18 or older Listened to WUBE-FM in the past 7 days. Adults 18 or older who Listened to WUBE-FM in the past 7 days are 13.% more likely to own their home, 1.5% more likely to own a lower valued home, 12.5% more likely to have a single-family home, 17.1% more likely to have a dog.

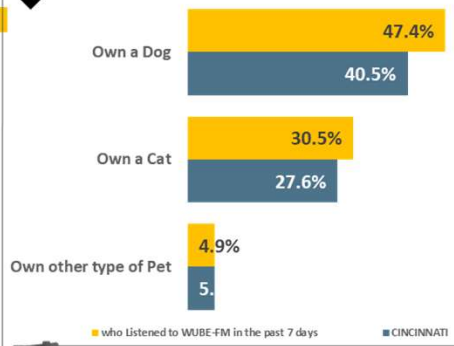
Own/Rent/Other: Adults 18 or older



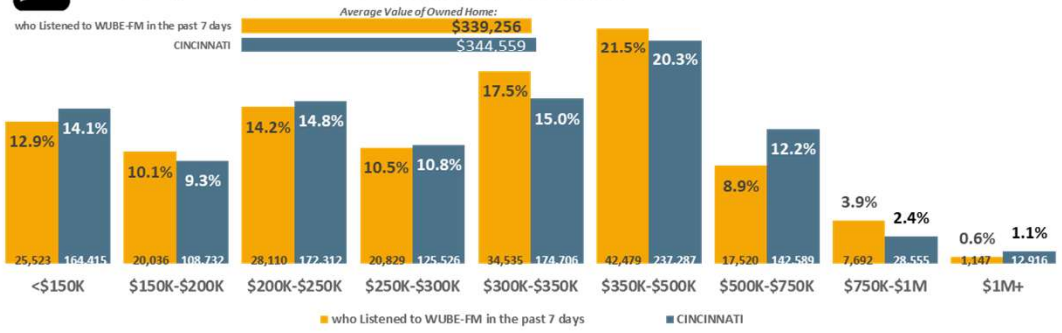
Type of Home: Adults 18 or older



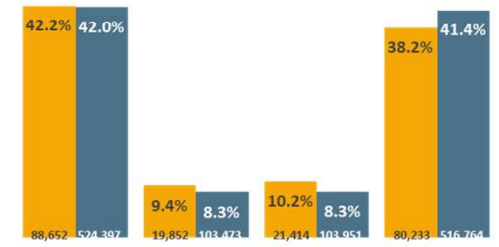
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



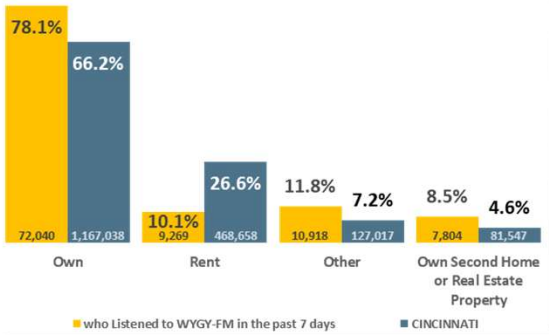
CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 281

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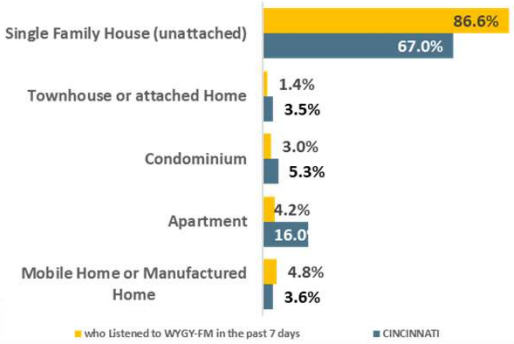
Radio Stations: WUBE-FM

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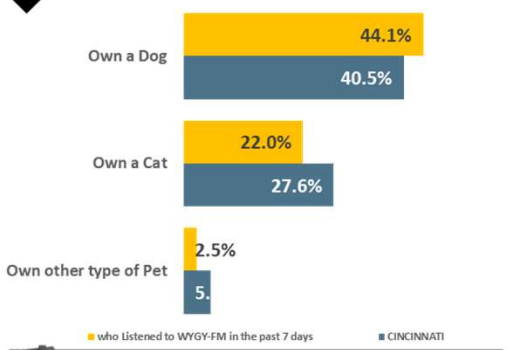
Own/Rent/Other: Adults 18 or older



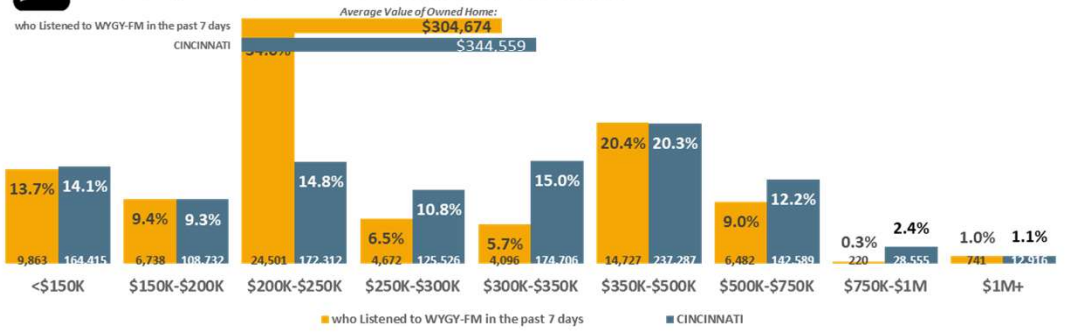
Type of Home: Adults 18 or older



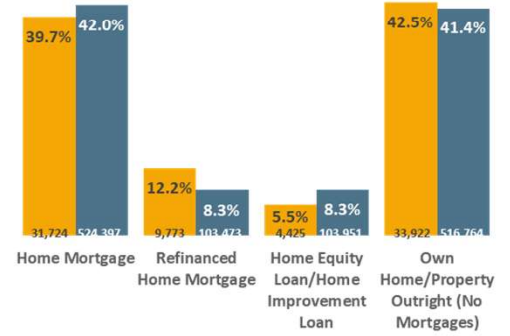
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



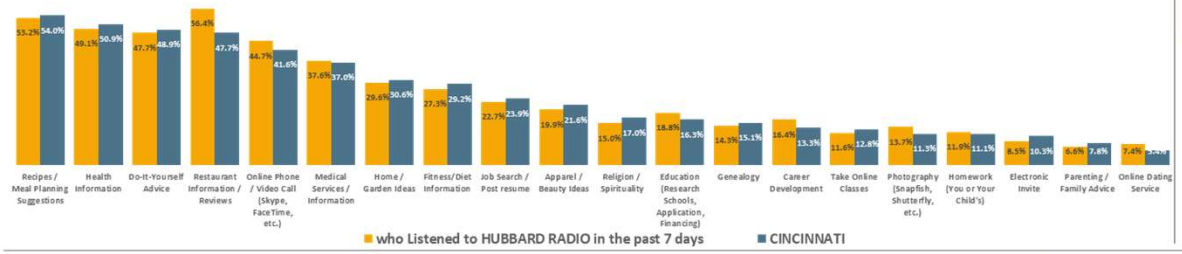
CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 95

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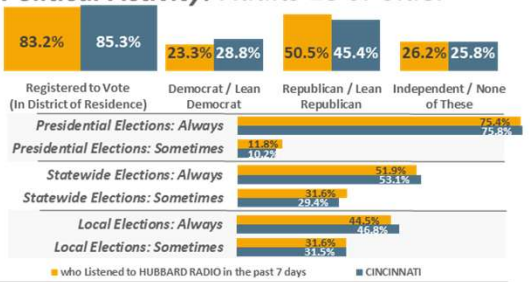
Radio Stations: WYGY-FM

37.2% or 656,480 of CINCINNATI Metro Adults 18 or older Listened to HUBBARD RADIO in the past 7 days. Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days are 2.3% less likely to look up D-I-Y advice online, 4.9% less likely to always vote in local elections, 4.4% more likely to belong to a gym, 7.5% more likely to fly domestic past yr.

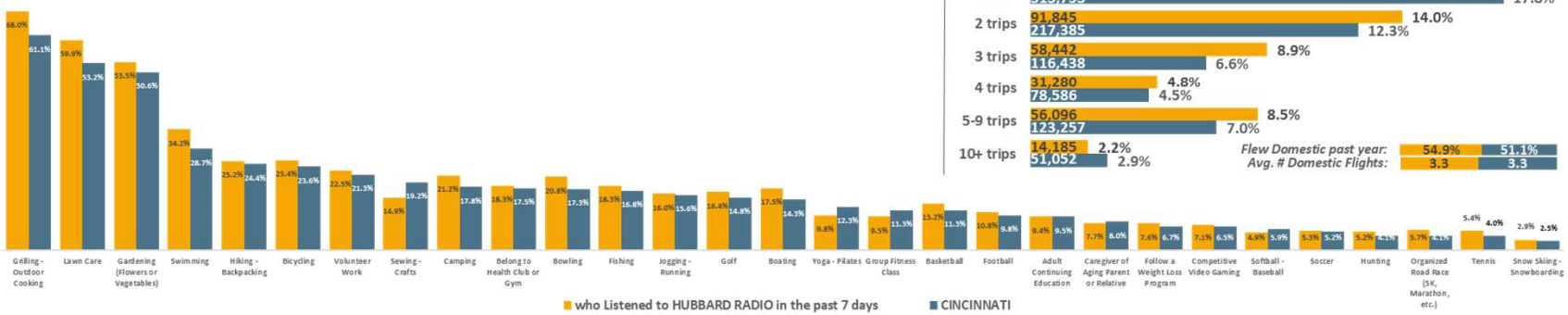
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

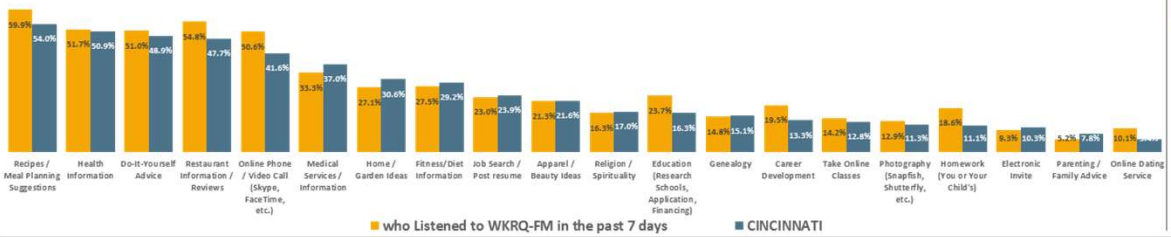
CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 671

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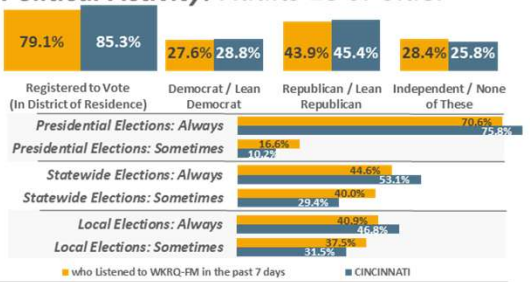
(Radio Stations: WKRQ-FM OR Radio Stations: WREW-FM OR Radio Stations: WUBE-FM OR Radio Stations: WYGY-FM)

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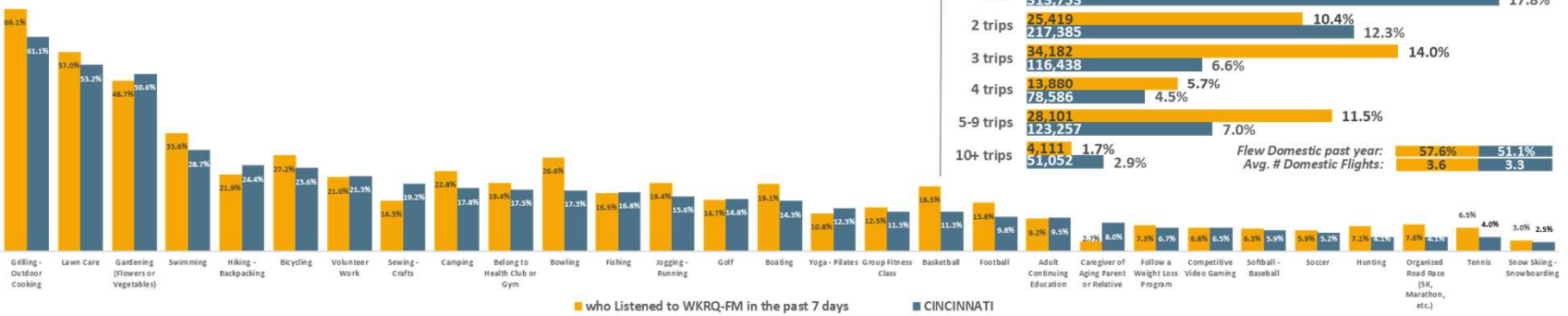
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

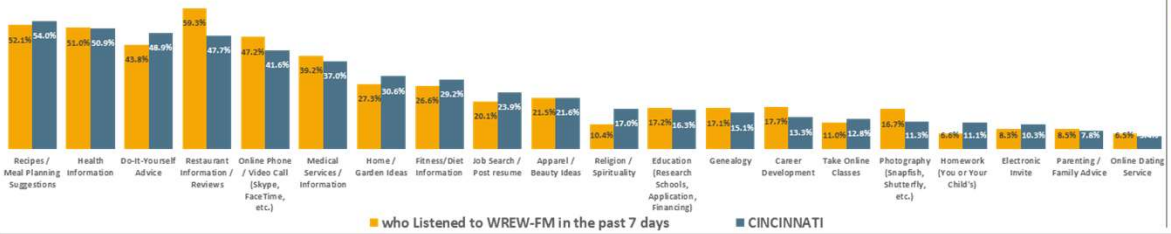
CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 272

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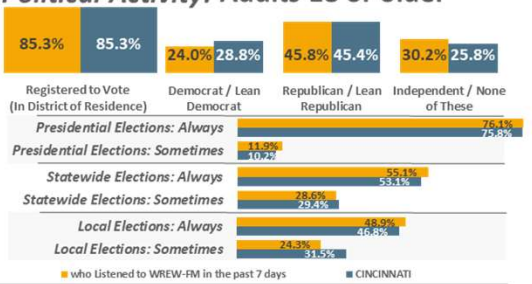
Radio Stations: WKRQ-FM

13.3% or 234,924 of CINCINNATI Metro Adults 18 or older Listened to WREW-FM in the past 7 days. Adults 18 or older who Listened to WREW-FM in the past 7 days are 10.3% less likely to look up D-I-Y advice online, 4.4% more likely to always vote in local elections, 2.6% less likely to belong to a gym, 10.% more likely to fly domestic past yr.

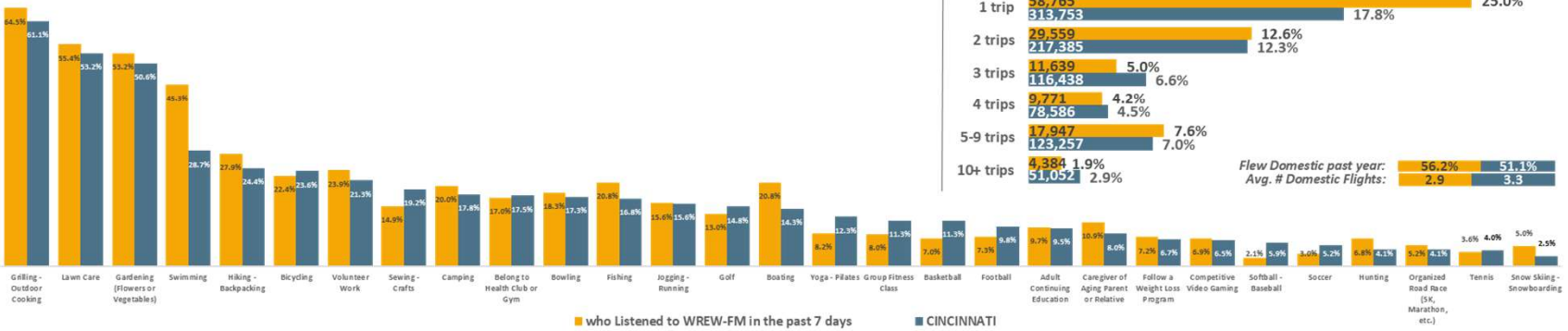
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

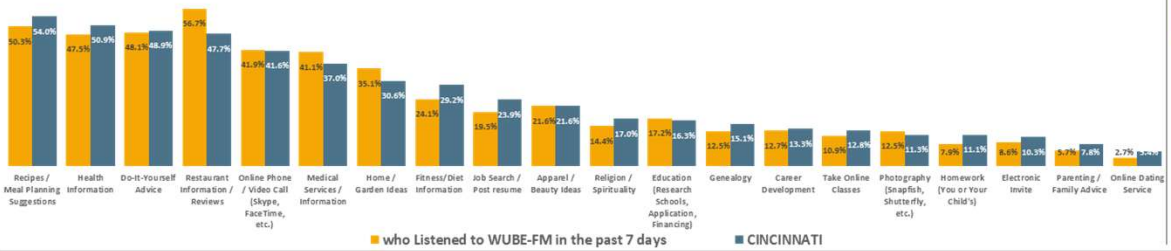
CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 247

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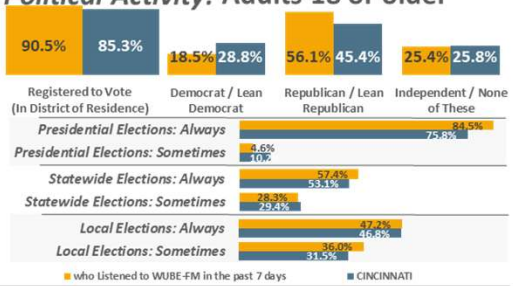
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CINCINNATI'S NEW COUNTRY!

15.% or 264,509 of CINCINNATI Metro Adults 18 or older Listened to WUBE-FM in the past 7 days.
Adults 18 or older who Listened to WUBE-FM in the past 7 days are 1.6% less likely to look up D-I-Y advice online, .7% more likely to always vote in local elections, 1.9% less likely to belong to a gym, 5.8% more likely to fly domestic past yr.

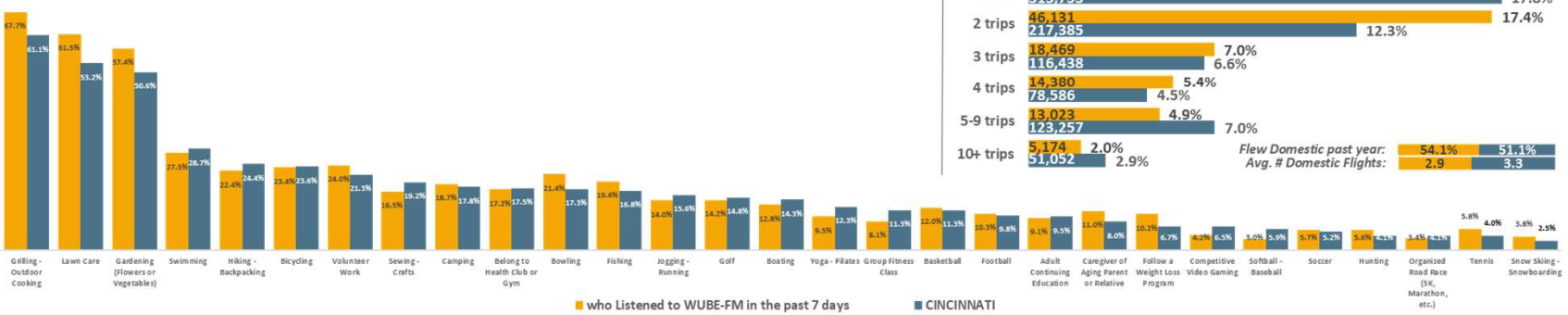
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



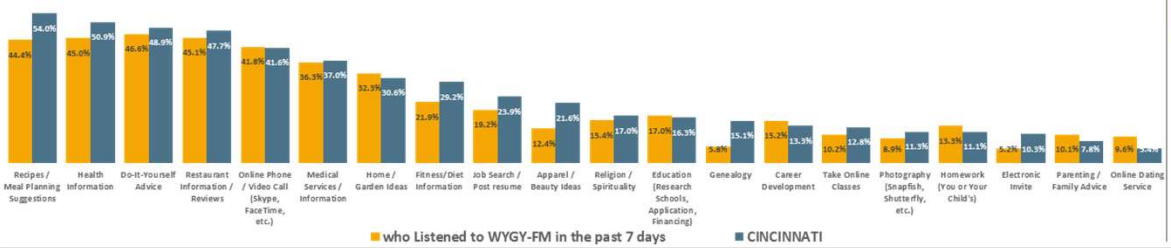
Past 12-months Domestic Airline Trips: Adults 18 or older

CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 281

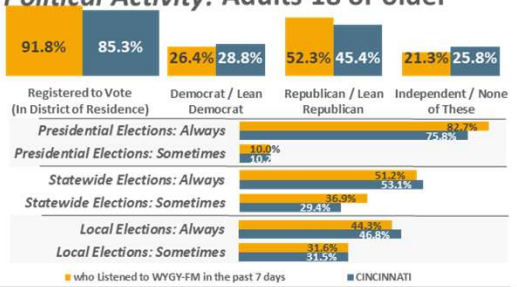
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5.2% or 92,227 of CINCINNATI Metro Adults 18 or older Listened to WYGY-FM in the past 7 days.
Adults 18 or older who Listened to WYGY-FM in the past 7 days are 4.7% less likely to look up D-I-Y advice online, 5.4% less likely to always vote in local elections, 20.2% more likely to belong to a gym, 18.1% more likely to fly domestic past yr.

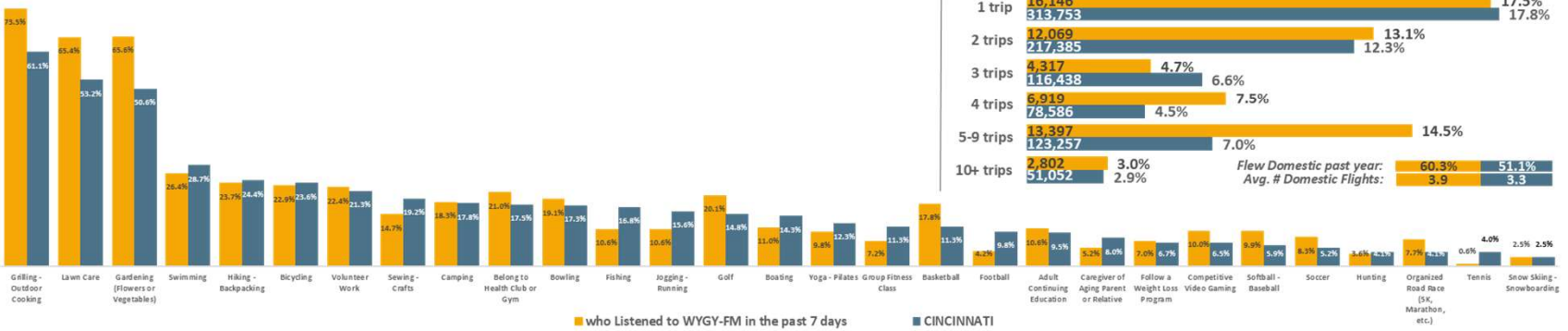
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 95

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37.2% or 656,480 of CINCINNATI Metro Adults 18 or older Listened to HUBBARD RADIO in the past 7 days. Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days are 3.% more likely to use QSRs past mo., 3.2% more likely to use Sit-Down Restaurants past mo., 10.5% more likely to use Casinos past yr., 27.9% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



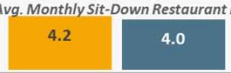
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 18 or older

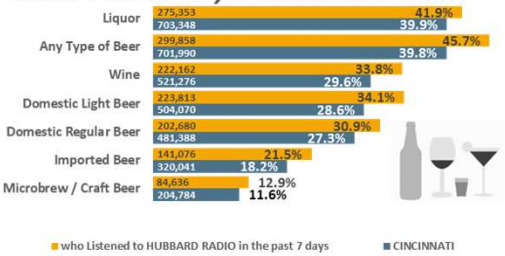
(Sit-Down Restaurants Used Past 30-days)



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

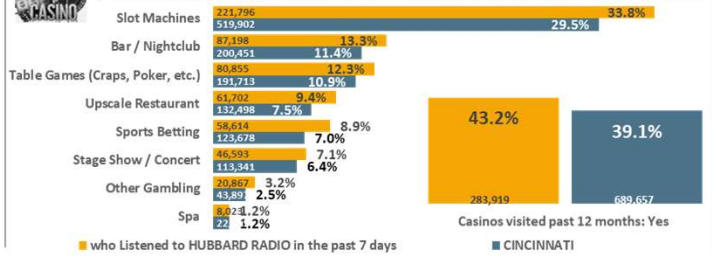


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 671

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

13.8% or 244,123 of CINCINNATI Metro Adults 18 or older Listened to WKRQ-FM in the past 7 days.
Adults 18 or older who Listened to WKRQ-FM in the past 7 days are 3.5% more likely to use QSRs past mo., 5.6% more likely to use Sit-Down Restaurants past mo., 30.8% more likely to use Casinos past yr., 30.3% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:

Avg. Monthly QSR Meals:

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



Total Monthly Sit-Down Restaurant Users:

Avg. Monthly Sit-Down Restaurant Meals:

Top-10 Cuisines: Adults 18 or older

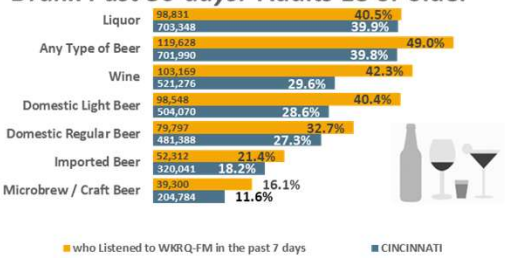
(Sit-Down Restaurants Used Past 30-days)



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

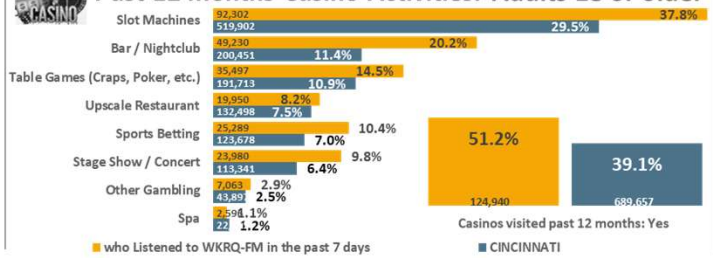


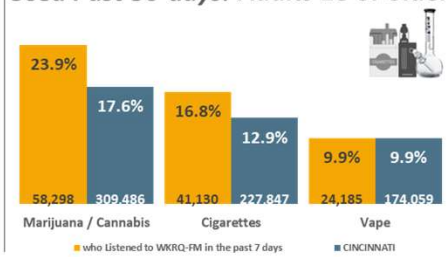
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older







Used Past 30-days: Adults 18 or older

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Radio Stations: WKRQ-FM

13.3% or 234,924 of CINCINNATI Metro Adults 18 or older Listened to WREW-FM in the past 7 days. Adults 18 or older who Listened to WREW-FM in the past 7 days are 1.% more likely to use QSRs past mo., 1.1% less likely to use Sit-Down Restaurants past mo., 9.% more likely to use Casinos past yr., 26.8% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:

Avg. Monthly QSR Meals:

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



Total Monthly Sit-Down Restaurant Users:

Avg. Monthly Sit-Down Restaurant Meals:

Top-10 Cuisines: Adults 18 or older

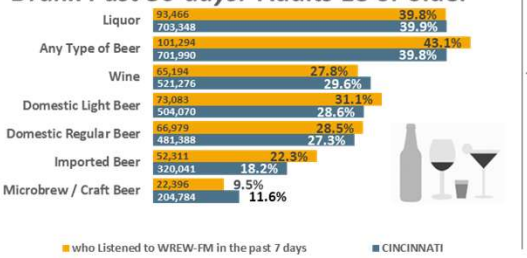
(Sit-Down Restaurants Used Past 30-days)



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

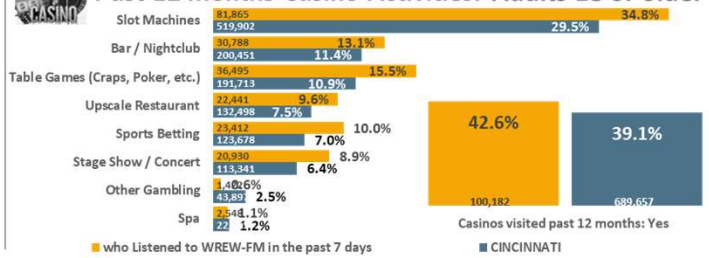


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



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Radio Stations: WREW-FM

B-105.1
CINCINNATI'S NEW COUNTRY!

15.% or 264,509 of CINCINNATI Metro Adults 18 or older Listened to WUBE-FM in the past 7 days.
Adults 18 or older who Listened to WUBE-FM in the past 7 days are 4.7% more likely to use QSRs past mo., 3.4% more likely to use Sit-Down Restaurants past mo., .7% less likely to use Casinos past yr., 26.6% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



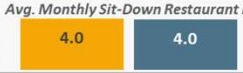
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 18 or older

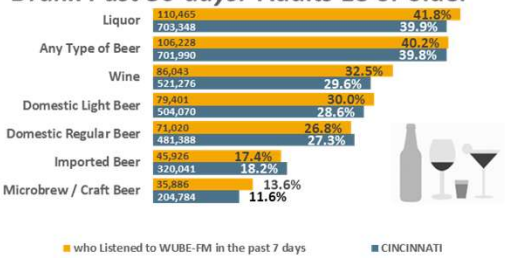
(Sit-Down Restaurants Used Past 30-days)



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

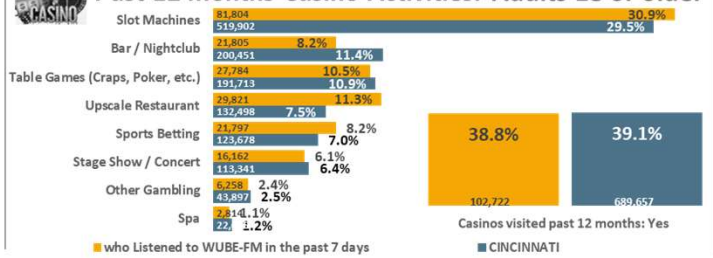


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



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5.2% or 92,227 of CINCINNATI Metro Adults 18 or older Listened to WYGY-FM in the past 7 days.
Adults 18 or older who Listened to WYGY-FM in the past 7 days are 5.5% more likely to use QSRs past mo., 15.1% more likely to use Sit-Down Restaurants past mo., 7.4% more likely to use Casinos past yr., 52.8% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:

Avg. Monthly QSR Meals:

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



Total Monthly Sit-Down Restaurant Users:

Avg. Monthly Sit-Down Restaurant Meals:

Top-10 Cuisines: Adults 18 or older

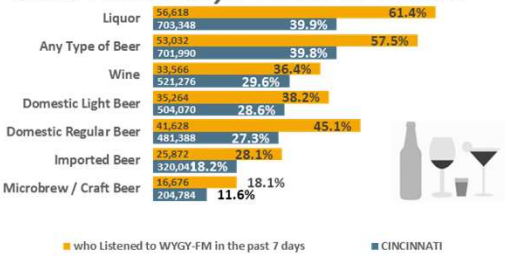
(Sit-Down Restaurants Used Past 30-days)



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

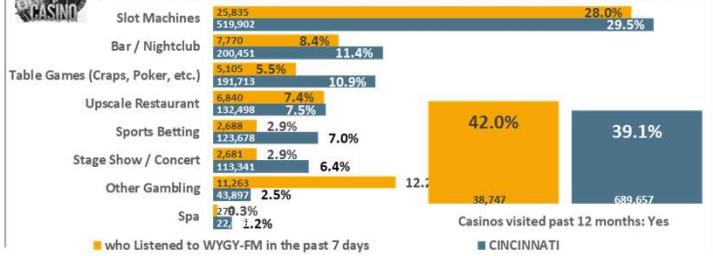


Drank Past 30-days: Adults 18 or older



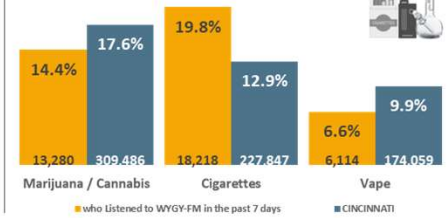
Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older





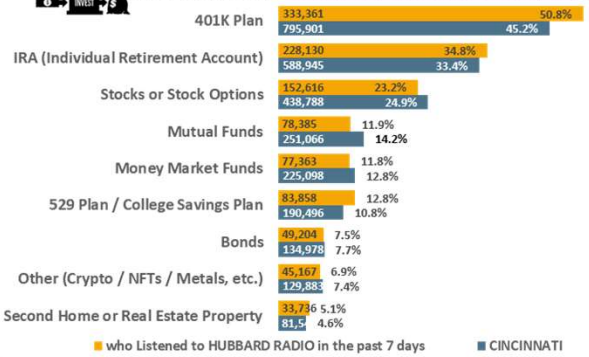
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Radio Stations: WYGY-FM

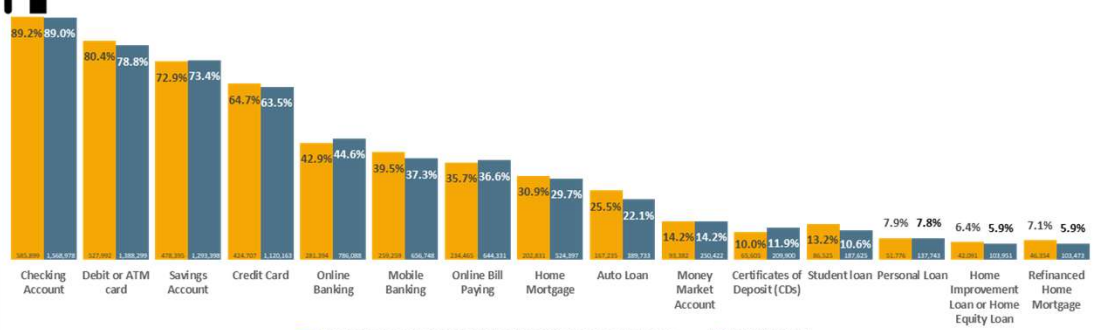
HUBBARD RADIO

37.2% or 656,480 of CINCINNATI Metro Adults 18 or older Listened to HUBBARD RADIO in the past 7 days. Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days are 12.5% more likely to have a 401K, 15.2% more likely to have an Auto Loan, 19.5% more likely to Invest/Trade Stocks Online, .1% less likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



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

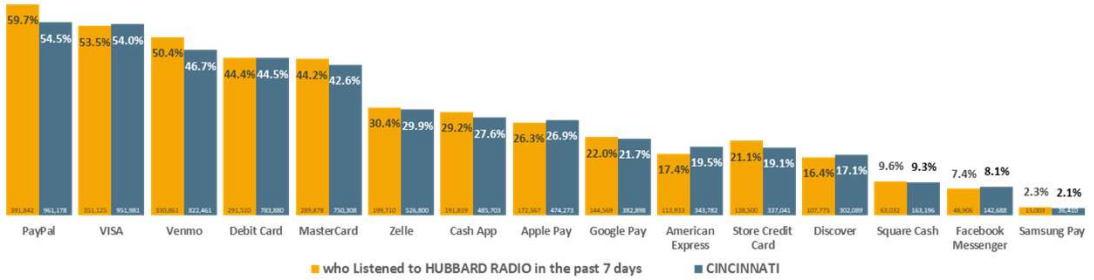


Professional Services Used:* Adults 18 or older



*(*Past 12 Months)*

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



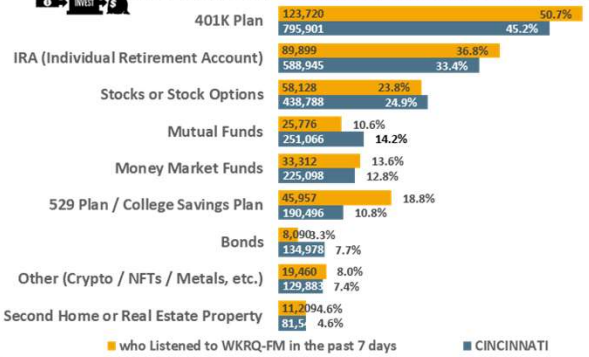
CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 671

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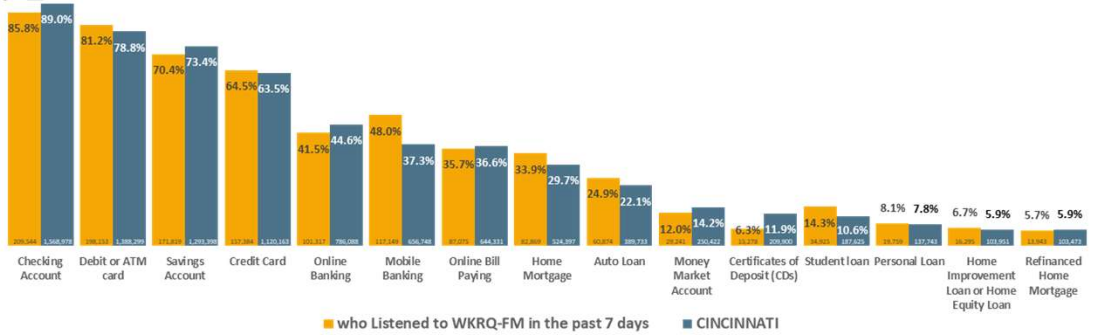
(Radio Stations: WKRQ-FM OR Radio Stations: WREW-FM OR Radio Stations: WUBE-FM OR Radio Stations: WYGY-FM)

13.8% or 244,123 of CINCINNATI Metro Adults 18 or older Listened to WKRQ-FM in the past 7 days. Adults 18 or older who Listened to WKRQ-FM in the past 7 days are 12.2% more likely to have a 401K, 12.8% more likely to have an Auto Loan, 74.8% more likely to Invest/Trade Stocks Online, 5.6% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



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

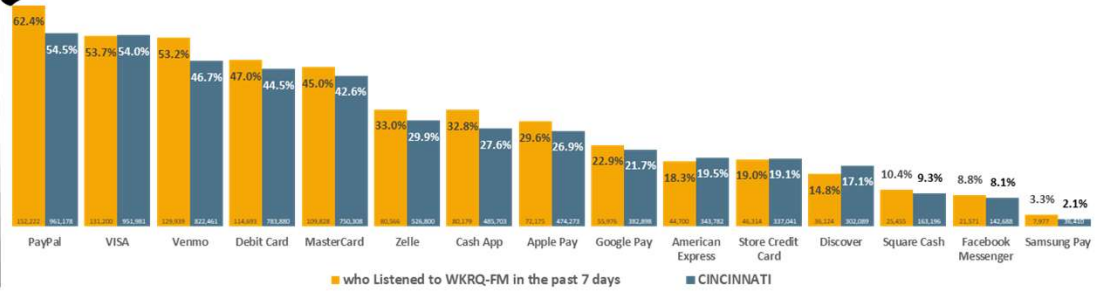


Professional Services Used:* Adults 18 or older



*(*Past 12 Months)*

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



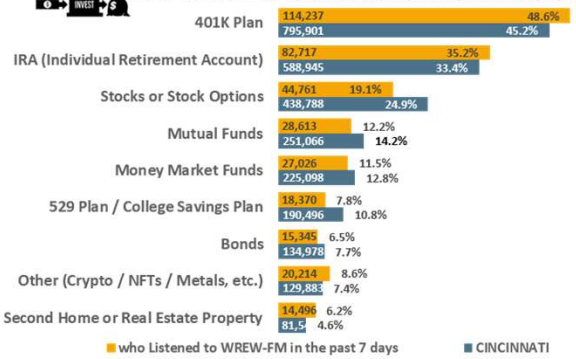
CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 272

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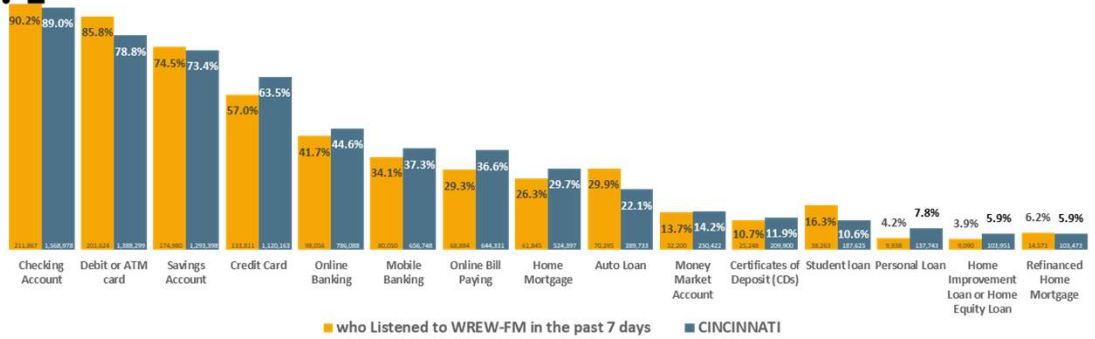
Radio Stations: WKRQ-FM

13.3% or 234,924 of CINCINNATI Metro Adults 18 or older Listened to WREW-FM in the past 7 days. Adults 18 or older who Listened to WREW-FM in the past 7 days are 7.7% more likely to have a 401K, 35.3% more likely to have an Auto Loan, 11.4% more likely to Invest/Trade Stocks Online, 17.5% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



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

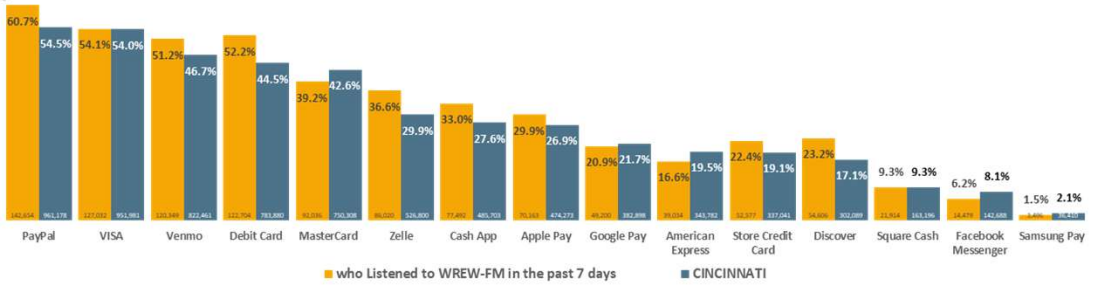


Professional Services Used:* Adults 18 or older



*(*Past 12 Months)*

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



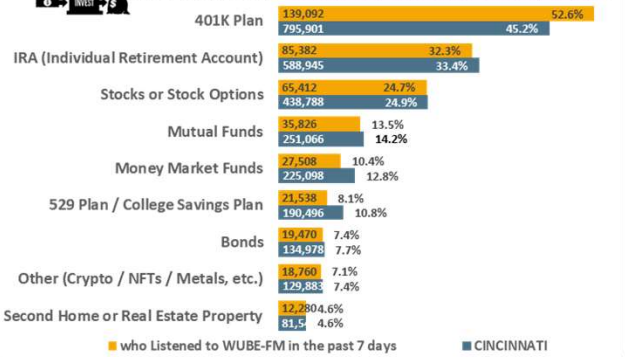
CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 247

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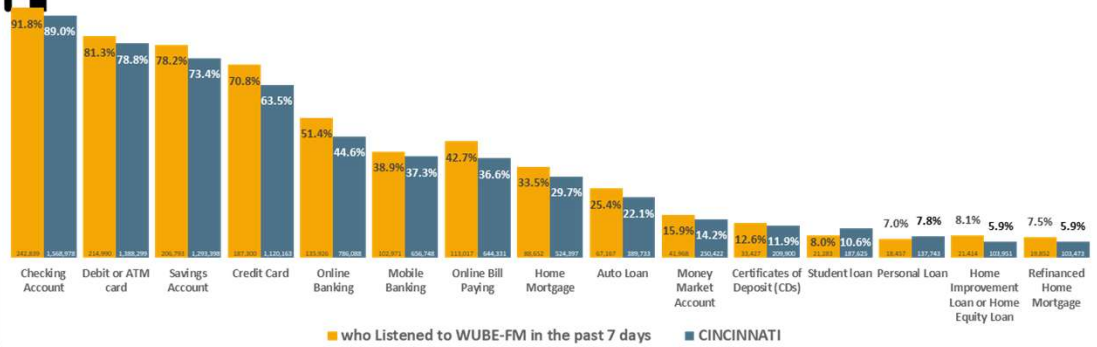
B-105.1
CINCINNATI'S NEW COUNTRY!

15.% or 264,509 of CINCINNATI Metro Adults 18 or older Listened to WUBE-FM in the past 7 days. Adults 18 or older who Listened to WUBE-FM in the past 7 days are 16.5% more likely to have a 401K, 14.8% more likely to have an Auto Loan, 2.4% less likely to Invest/Trade Stocks Online, 1.6% less likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



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

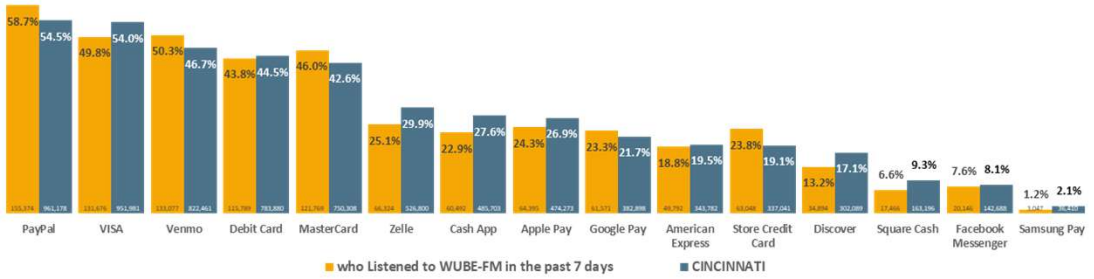


Professional Services Used:* Adults 18 or older



*(*Past 12 Months)*

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



CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 281

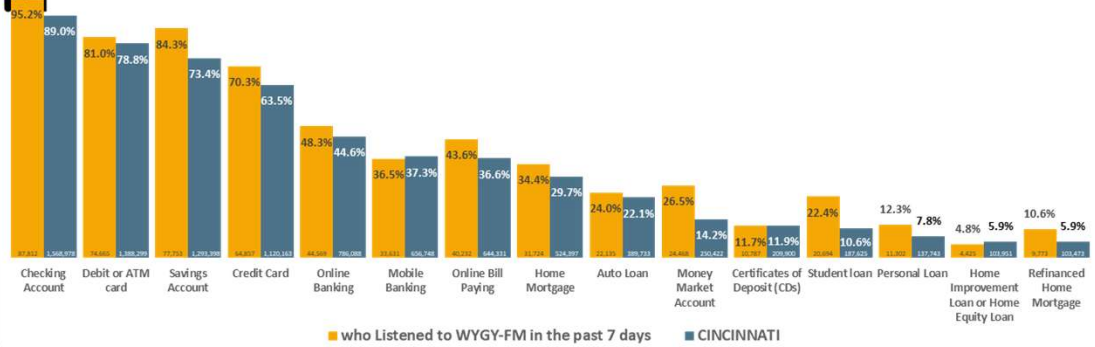
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5.2% or 92,227 of CINCINNATI Metro Adults 18 or older Listened to WYGY-FM in the past 7 days.
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Investments Owned: Adults 18 or older



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

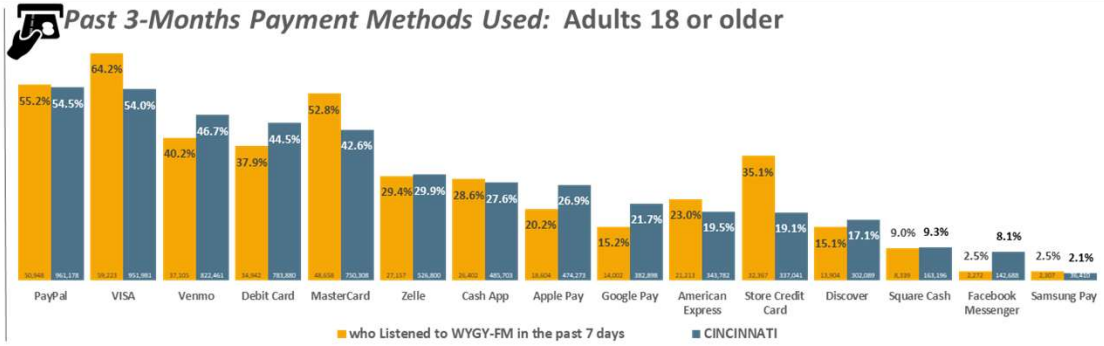


Professional Services Used:* Adults 18 or older

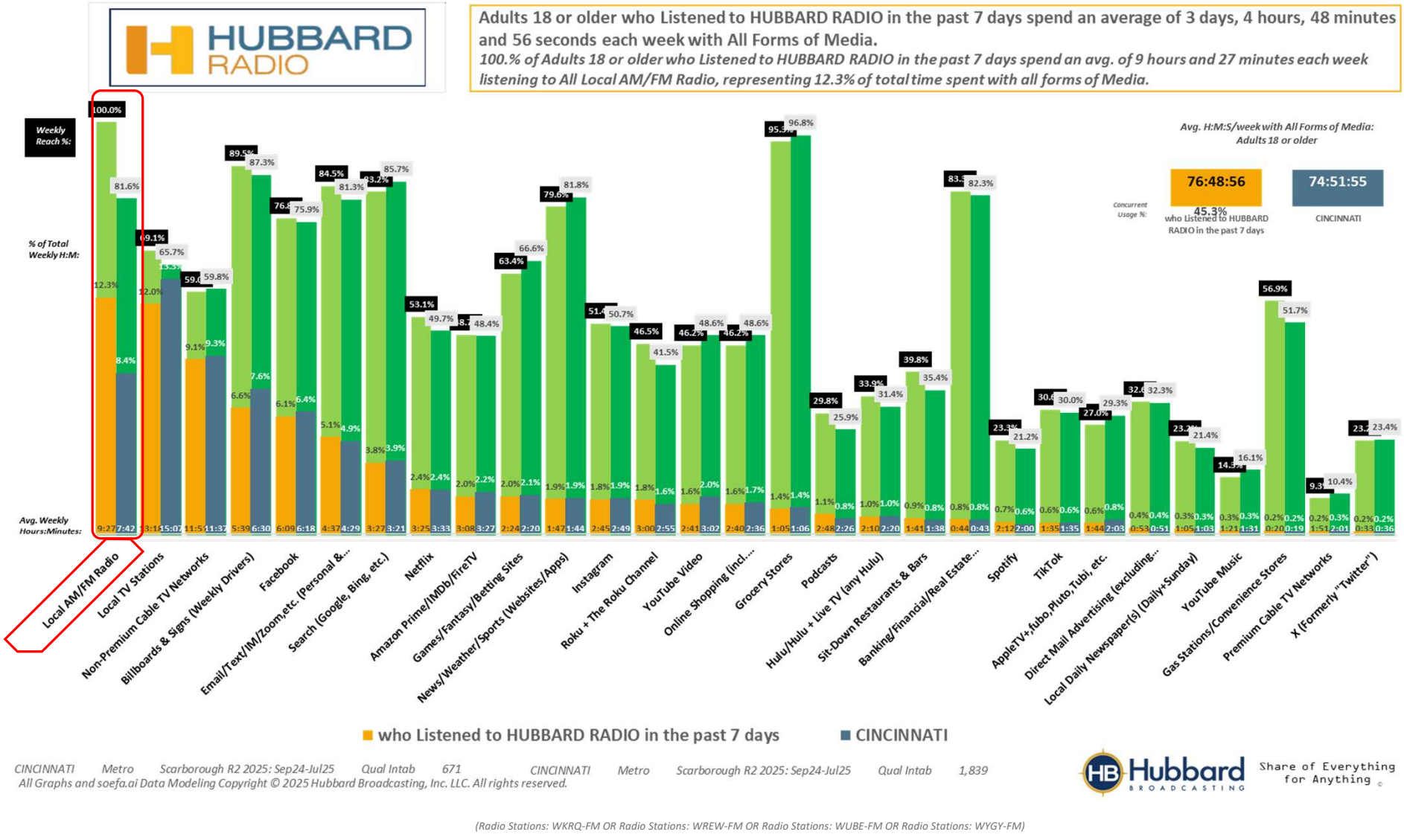


*(*Past 12 Months)*

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



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CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 671 CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 1,839

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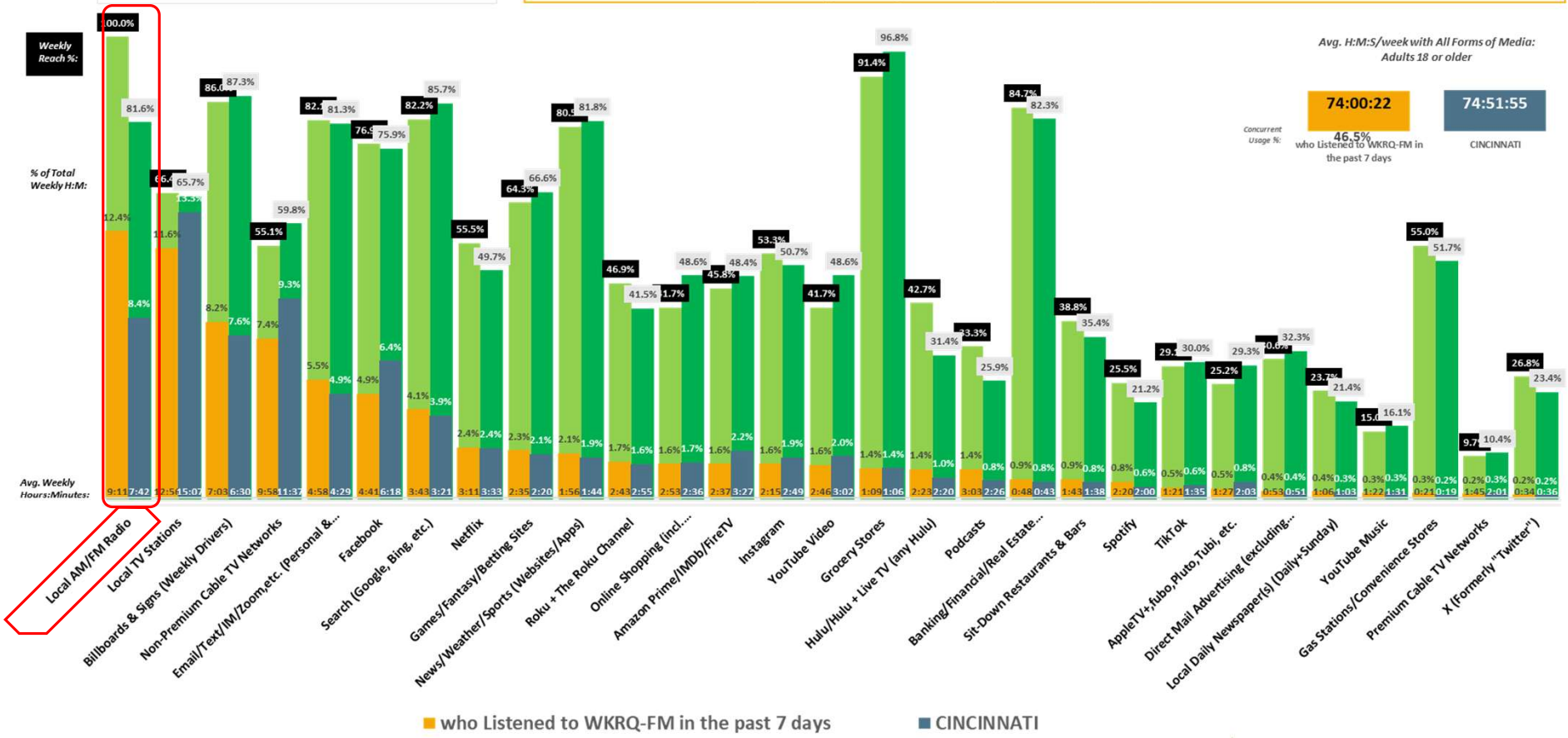
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(Radio Stations: WKRQ-FM OR Radio Stations: WREW-FM OR Radio Stations: WUBE-FM OR Radio Stations: WYGY-FM)

Q102 CINCINNATI'S HIT MUSIC

Adults 18 or older who Listened to WKRQ-FM in the past 7 days spend an average of 3 days, 2 hours, 0 minutes and 22 seconds each week with All Forms of Media.

100.% of Adults 18 or older who Listened to WKRQ-FM in the past 7 days spend an avg. of 9 hours and 11 minutes each week listening to All Local AM/FM Radio, representing 12.4% of total time spent with all forms of Media.

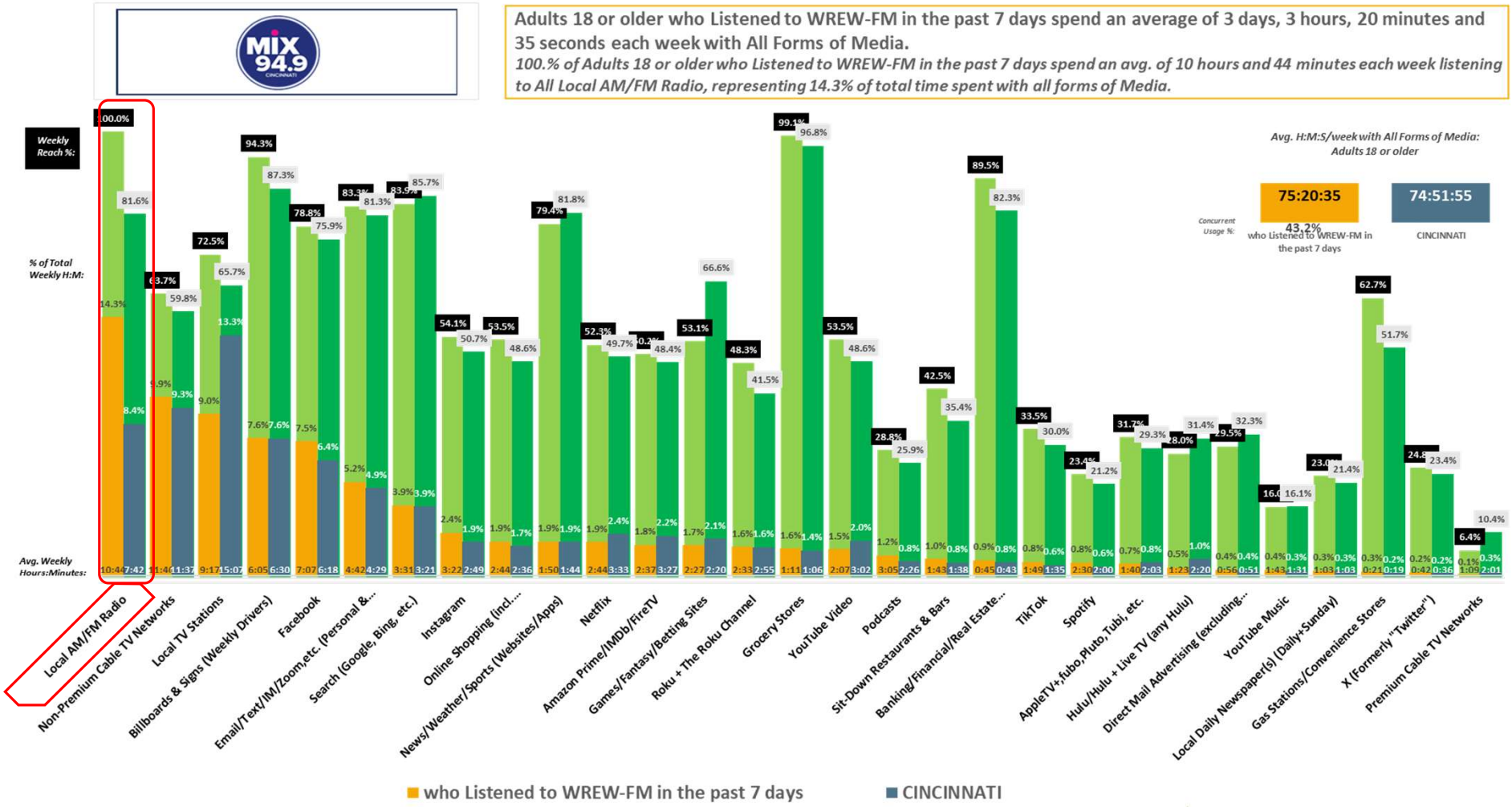


CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 272 CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 1,839

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Radio Stations: WKRQ-FM



CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 247 CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 1,839

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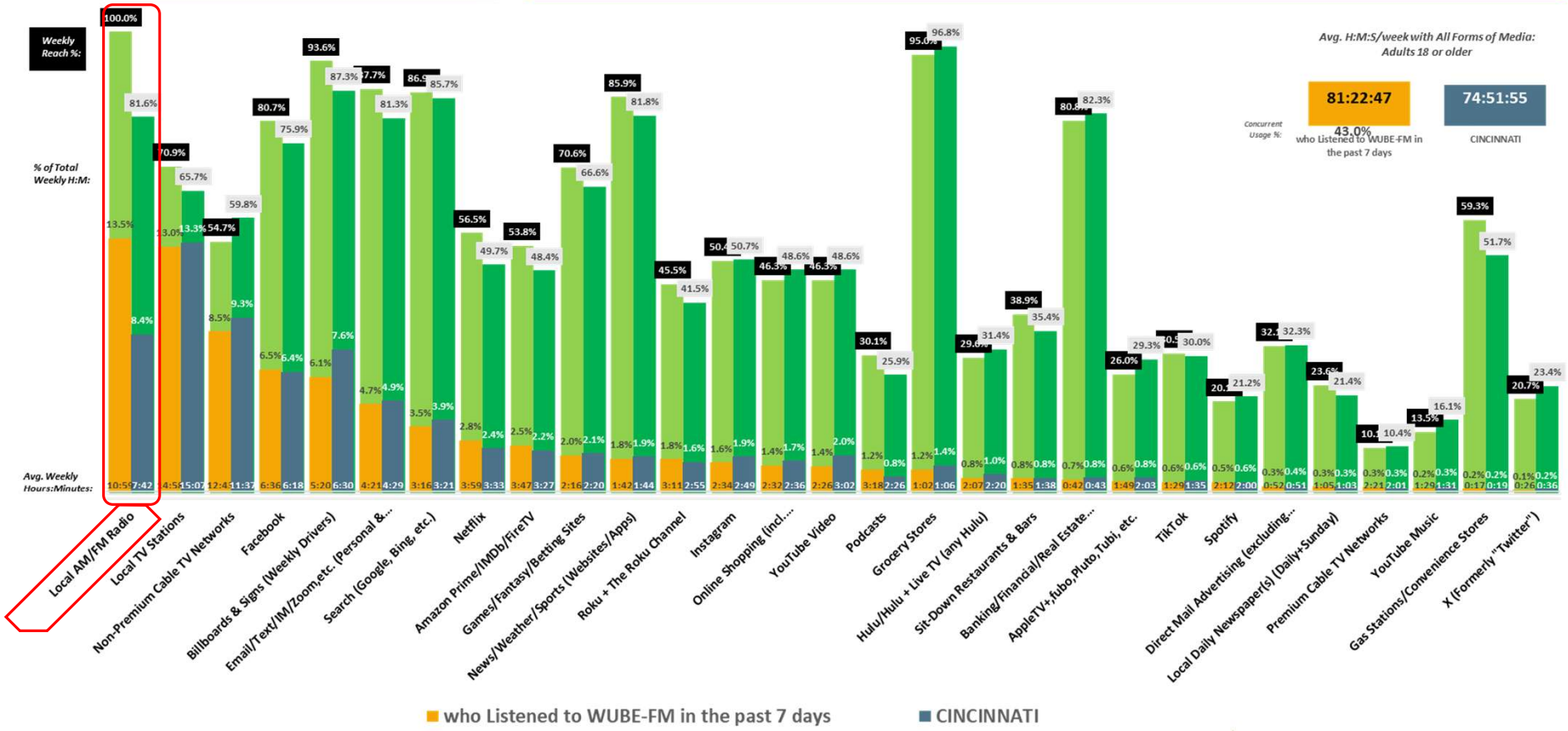
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Radio Stations: WREW-FM

B-105.1
CINCINNATI'S NEW COUNTRY!

Adults 18 or older who Listened to WUBE-FM in the past 7 days spend an average of 3 days, 9 hours, 22 minutes and 47 seconds each week with All Forms of Media.

100.% of Adults 18 or older who Listened to WUBE-FM in the past 7 days spend an avg. of 10 hours and 59 minutes each week listening to All Local AM/FM Radio, representing 13.5% of total time spent with all forms of Media.



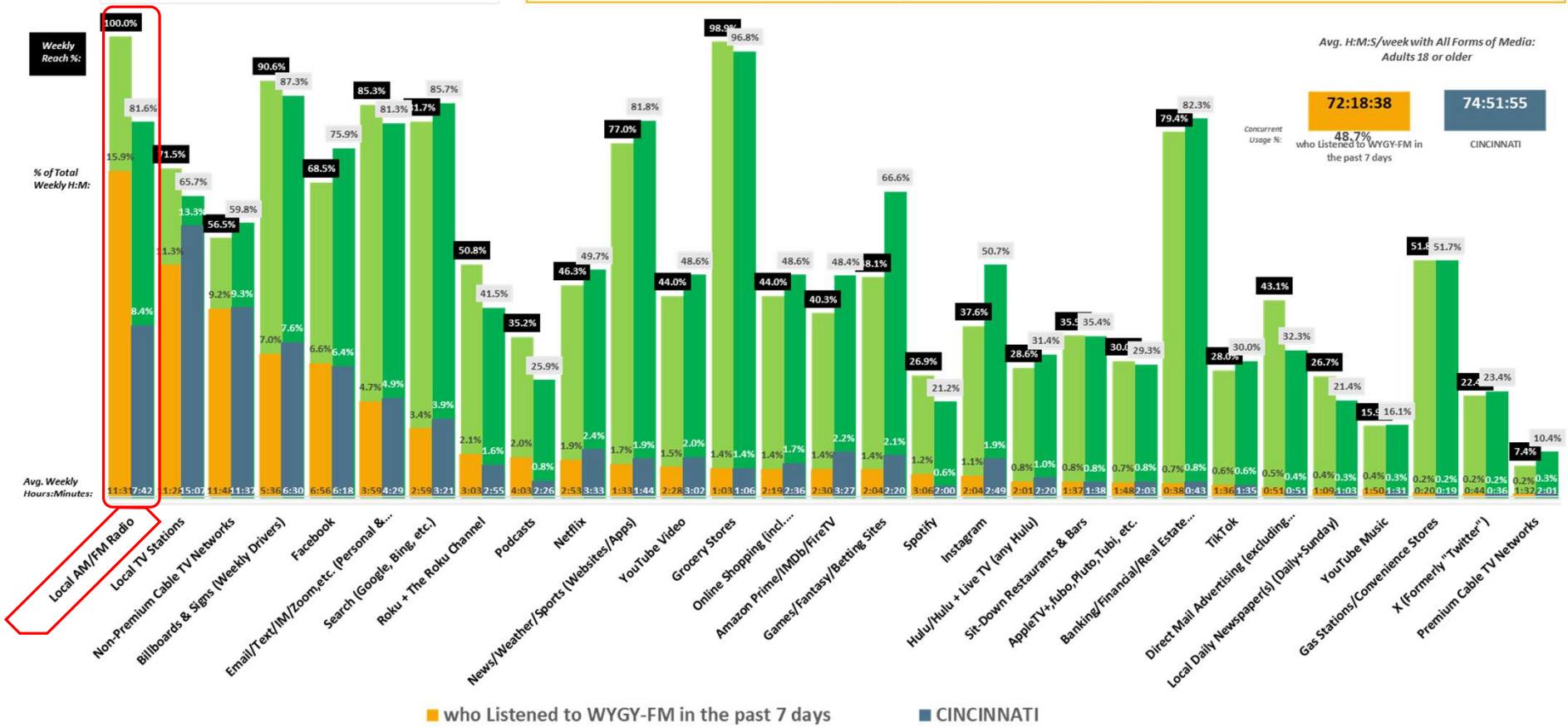
CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 281 CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 1,839

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Adults 18 or older who Listened to WYGY-FM in the past 7 days spend an average of 3 days, 0 hours, 18 minutes and 38 seconds each week with All Forms of Media.

100.% of Adults 18 or older who Listened to WYGY-FM in the past 7 days spend an avg. of 11 hours and 31 minutes each week listening to All Local AM/FM Radio, representing 15.9% of total time spent with all forms of Media.

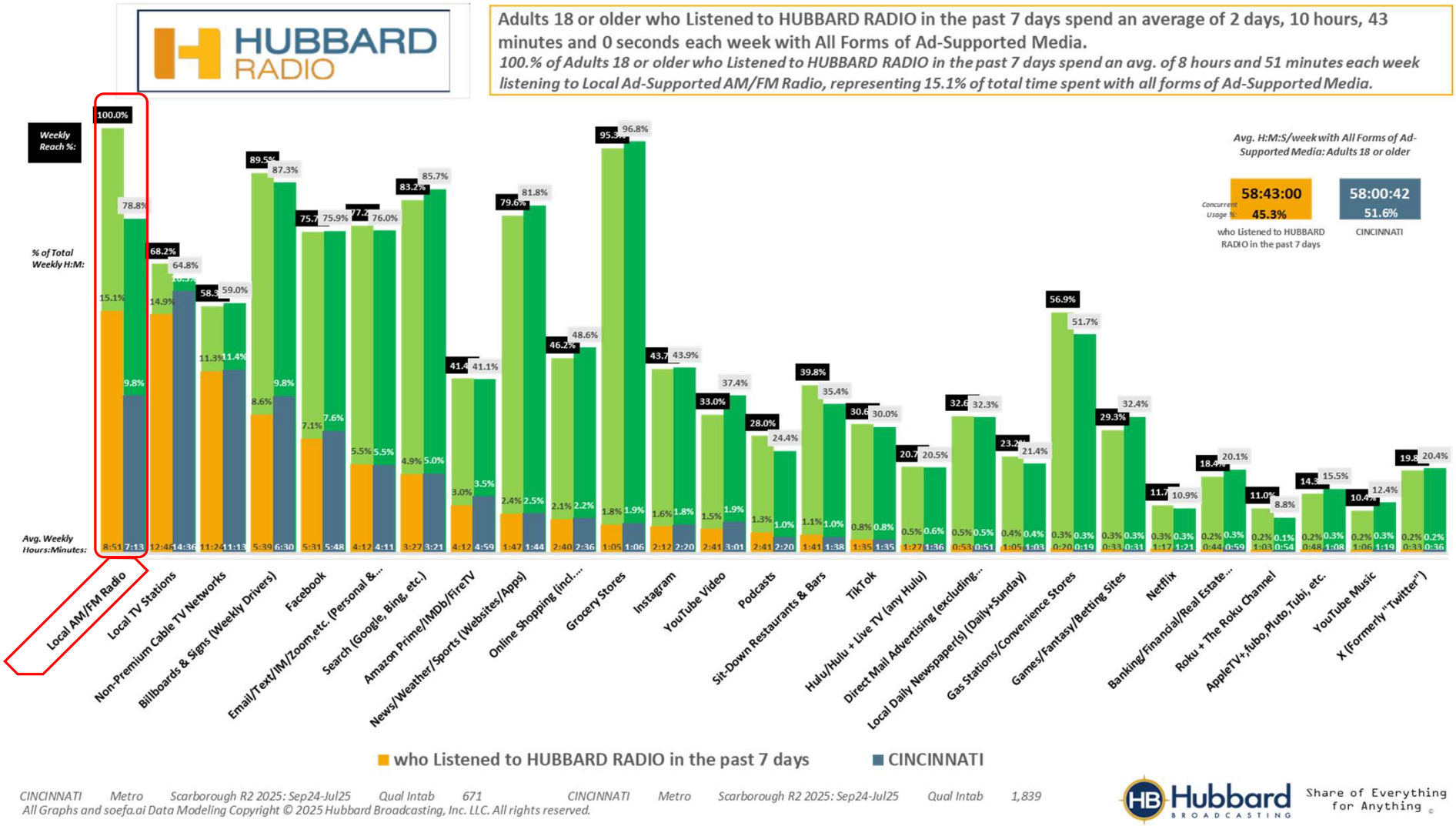


CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 95 CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 1,839

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Radio Stations: WYGY-FM

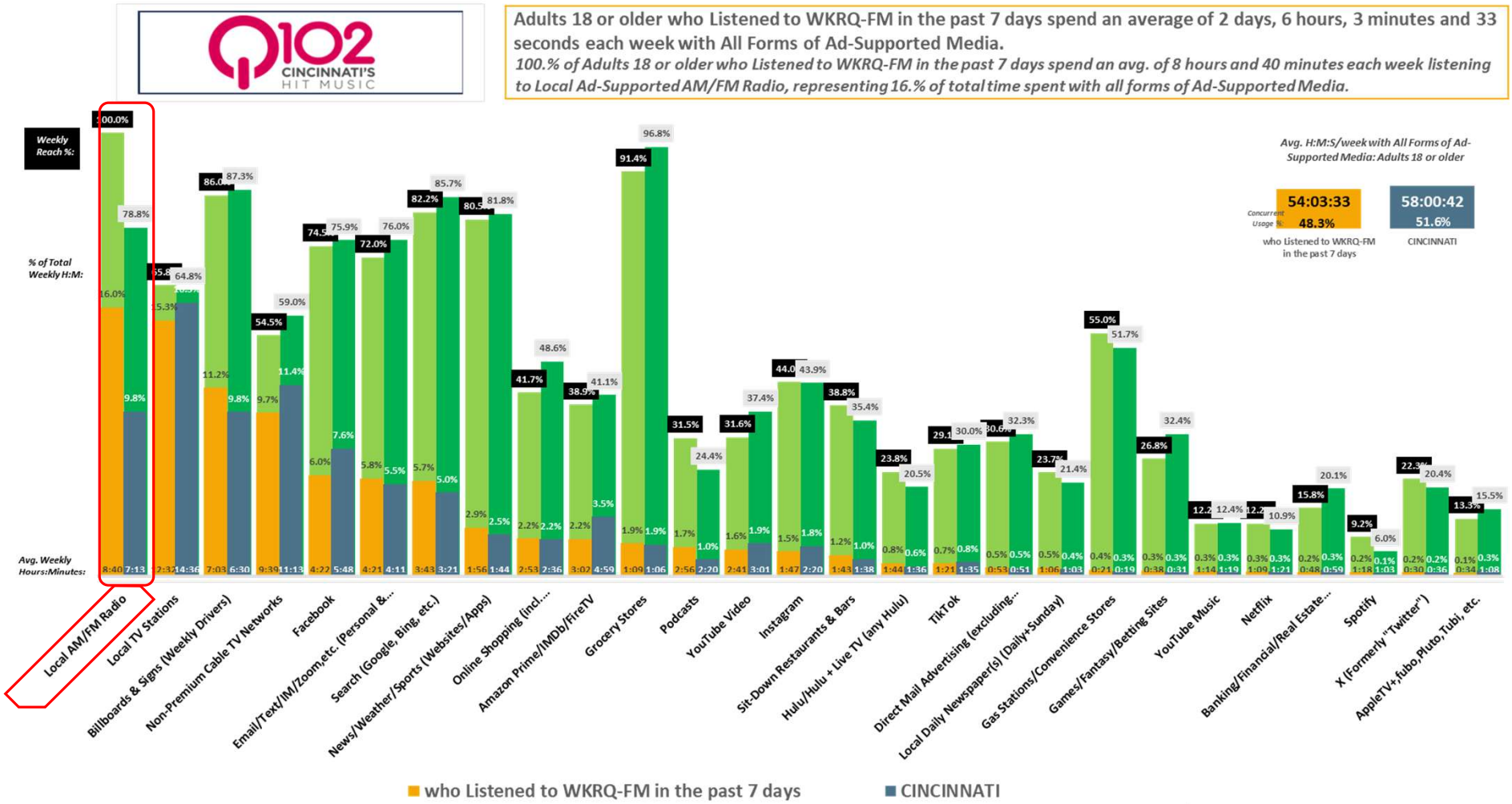


CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 671 CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 1,839

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

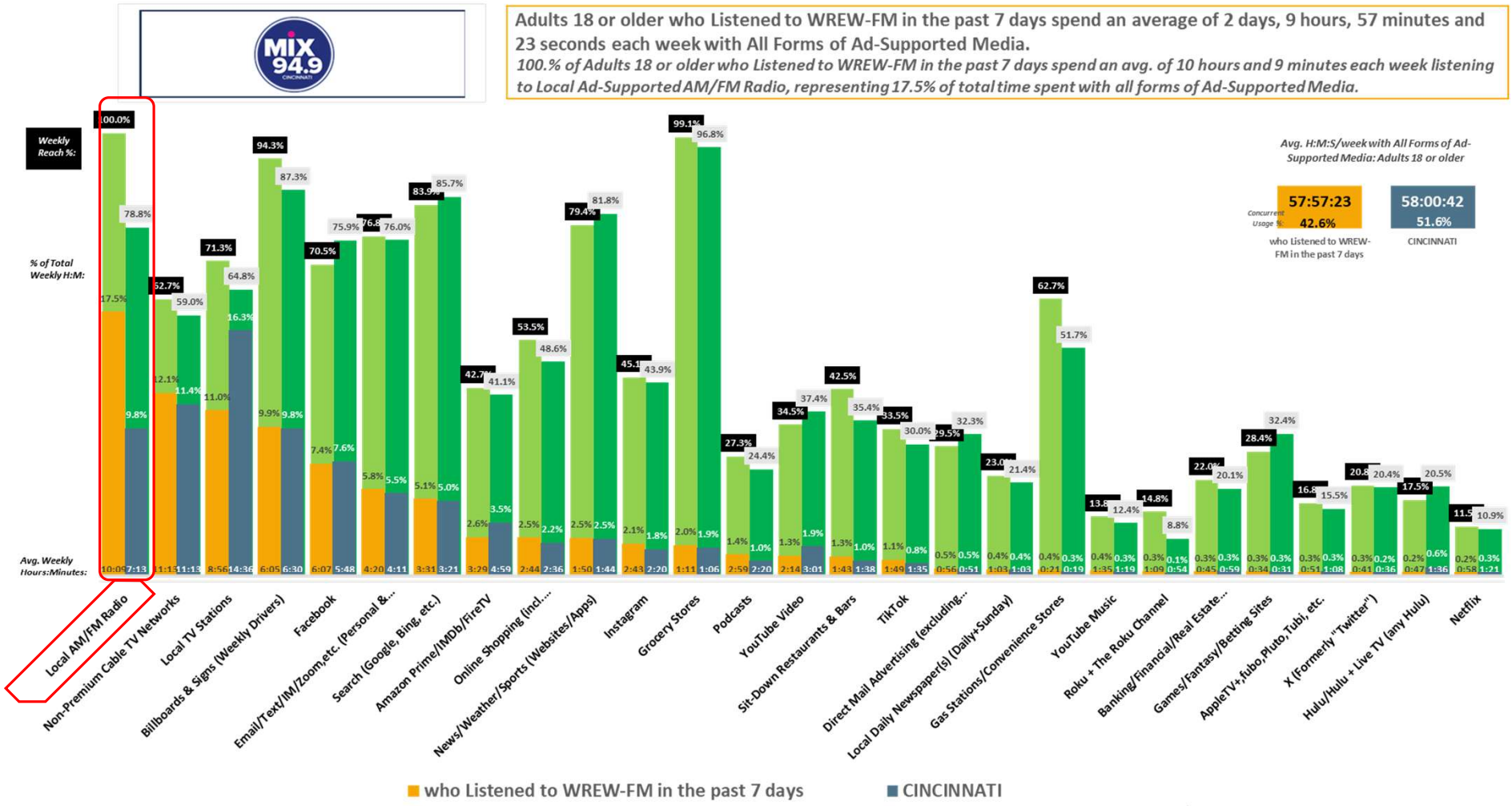


CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 272 CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 1,839

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Radio Stations: WKRQ-FM



CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 247 CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 1,839
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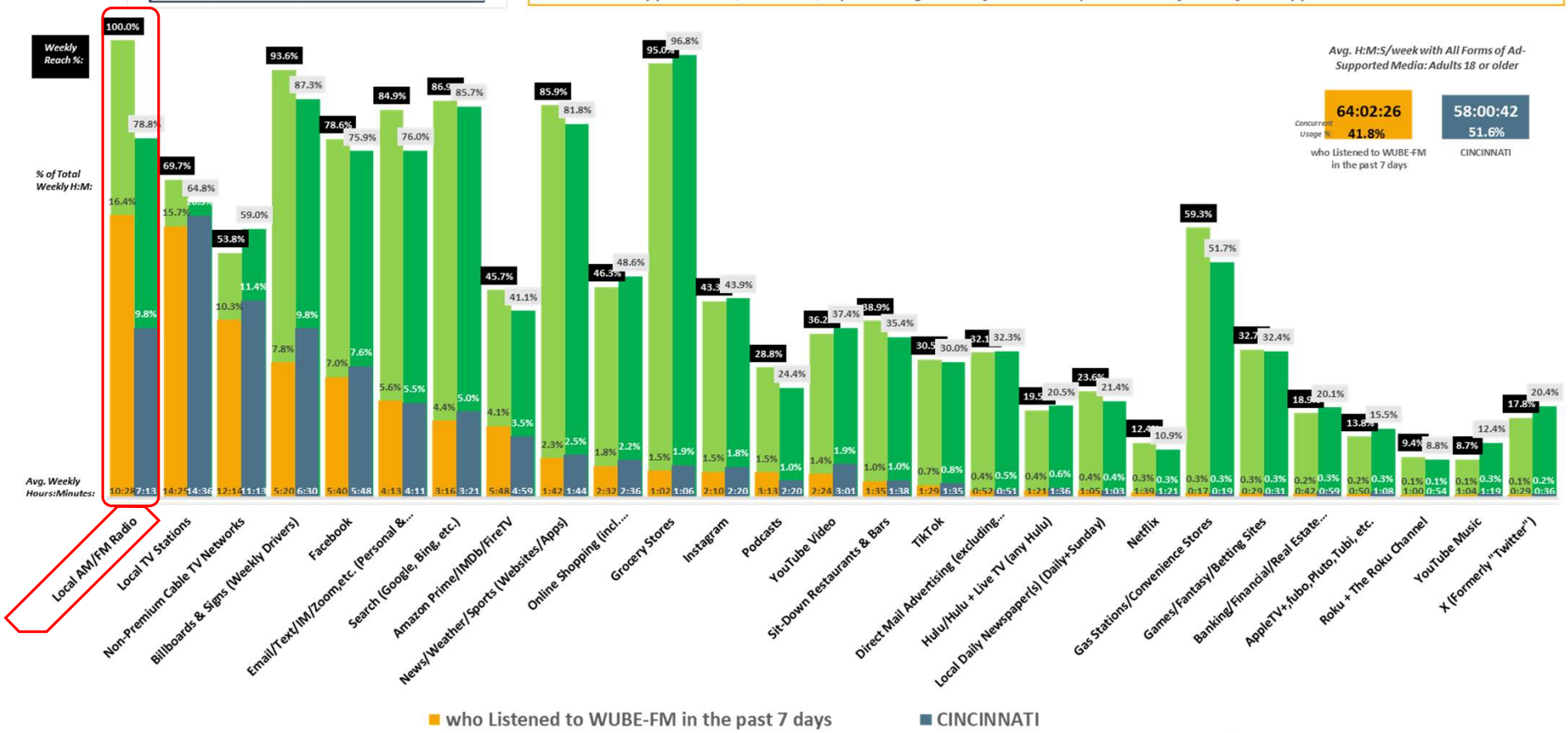
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Radio Stations: WREW-FM

B-105.1
CINCINNATI'S NEW COUNTRY!

Adults 18 or older who Listened to WUBE-FM in the past 7 days spend an average of 2 days, 16 hours, 2 minutes and 26 seconds each week with All Forms of Ad-Supported Media.

100.% of Adults 18 or older who Listened to WUBE-FM in the past 7 days spend an avg. of 10 hours and 28 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 16.4% of total time spent with all forms of Ad-Supported Media.

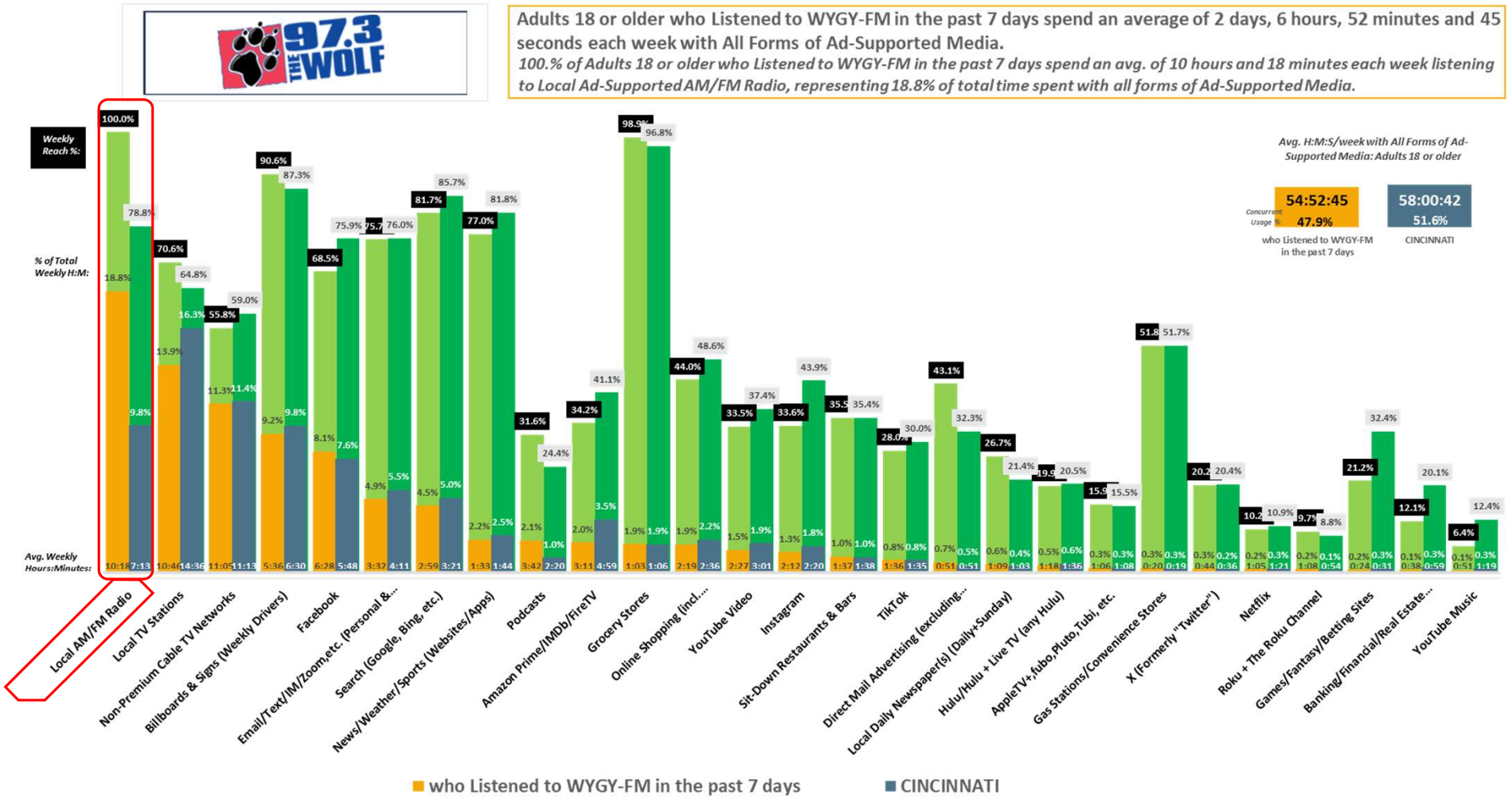


CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 281 CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 1,839

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Radio Stations: WUBE-FM



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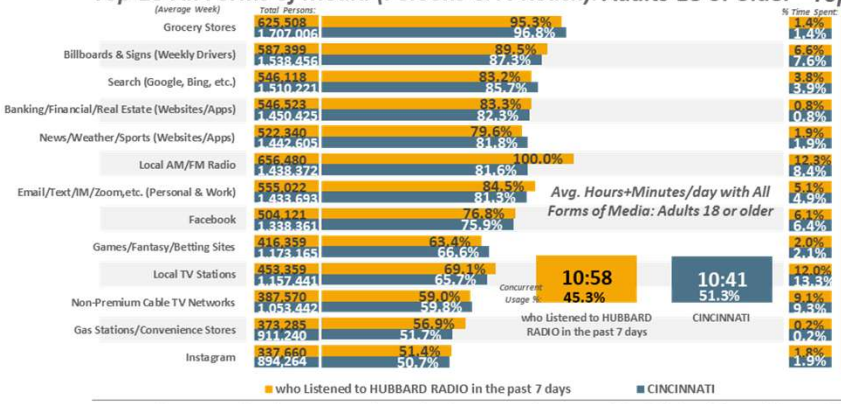
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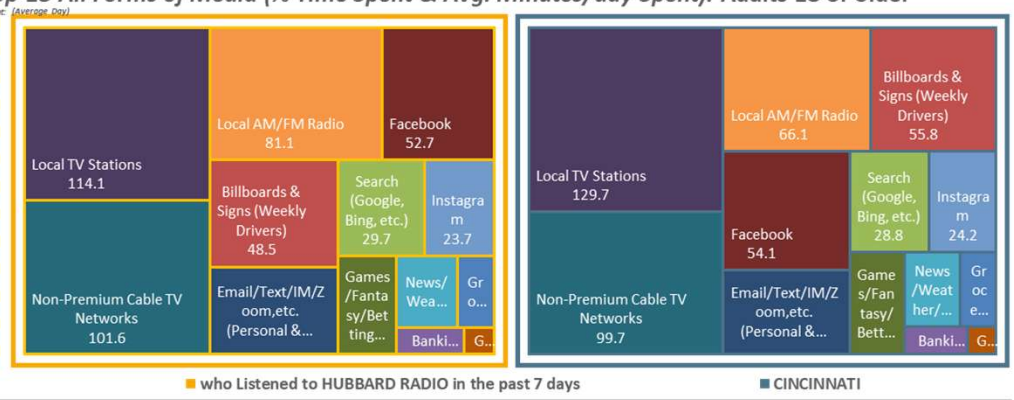
Radio Stations: WYGY-FM

Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days spend an average of 8 hours and 23 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 76. minutes/day. *(Local Radio delivers 15.1% of Time with Ad-Supported Media.)*

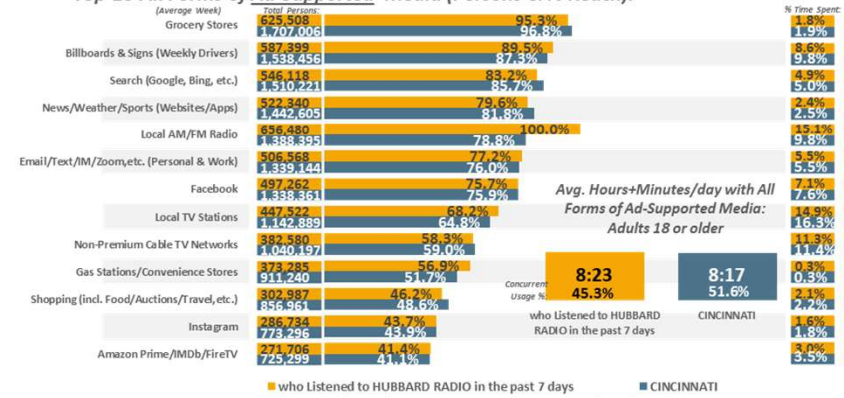
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



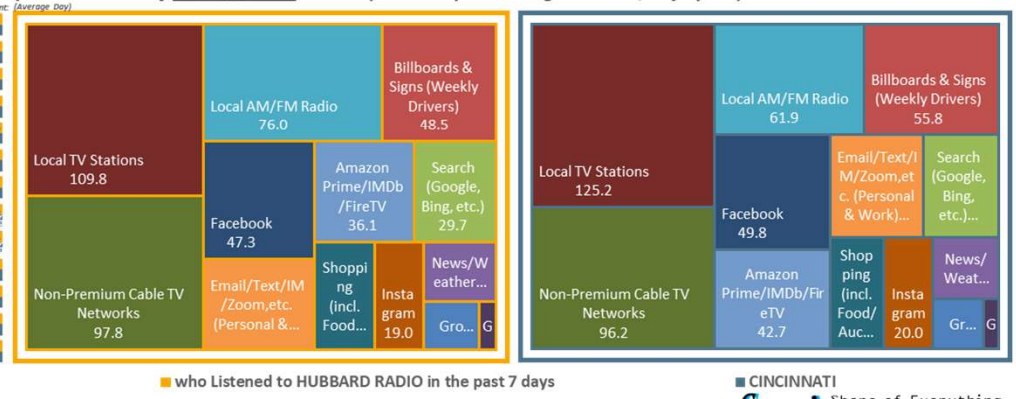
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 671

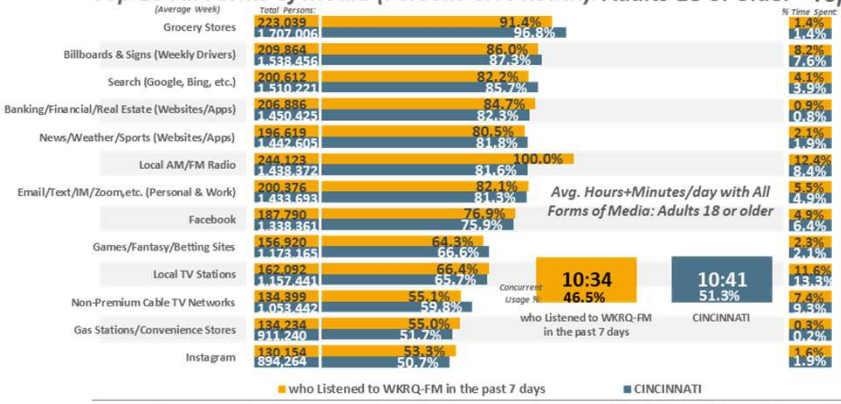
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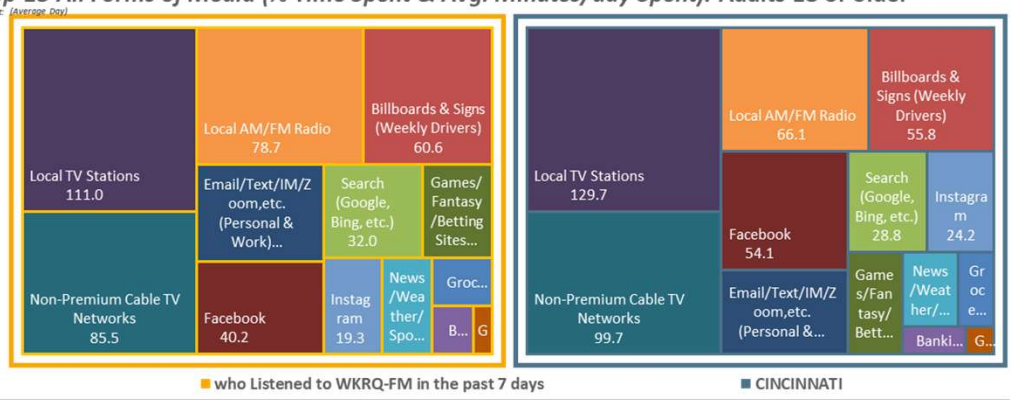
(Radio Stations: WKRQ-FM OR Radio Stations: WREW-FM OR Radio Stations: WUBE-FM OR Radio Stations: WYGY-FM)

Adults 18 or older who Listened to WKRQ-FM in the past 7 days spend an average of 7 hours and 43 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 74.3 minutes/day. *(Local Radio delivers 16.% of Time with Ad-Supported Media.)*

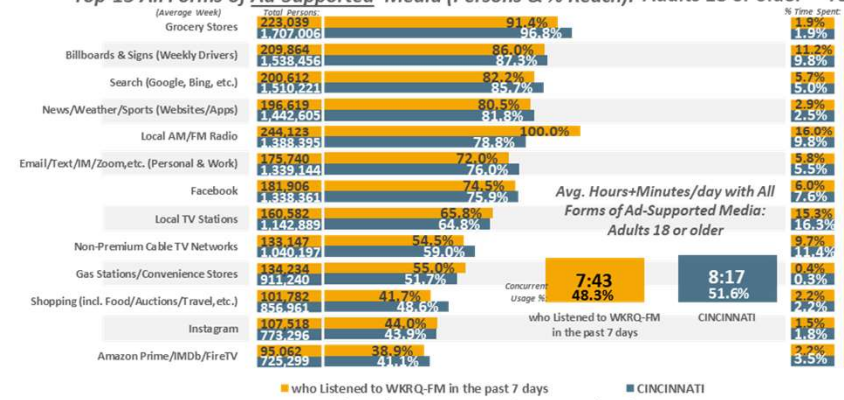
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



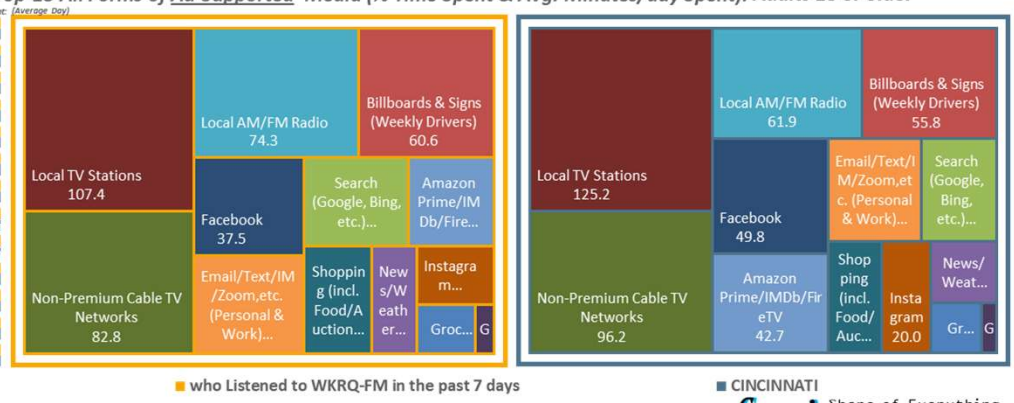
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 272

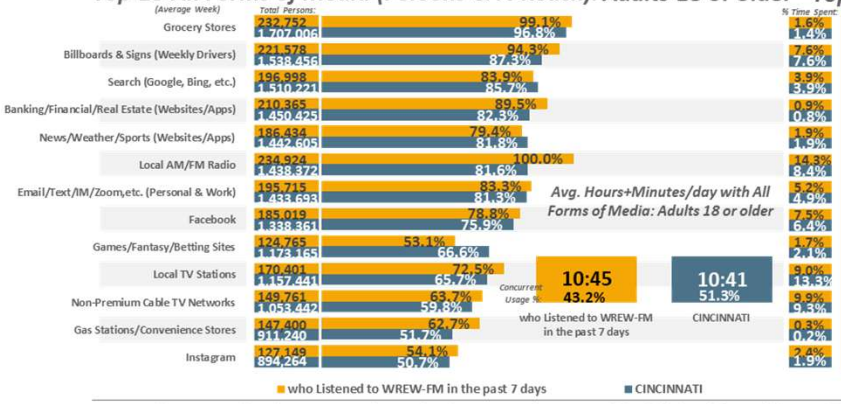
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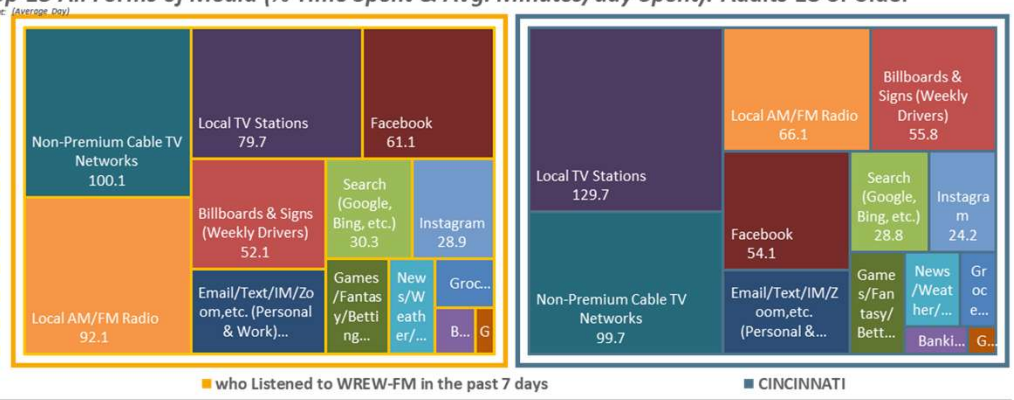
Radio Stations: WKRQ-FM

Adults 18 or older who Listened to WREW-FM in the past 7 days spend an average of 8 hours and 16 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 87.1 minutes/day. *(Local Radio delivers 17.5% of Time with Ad-Supported Media.)*

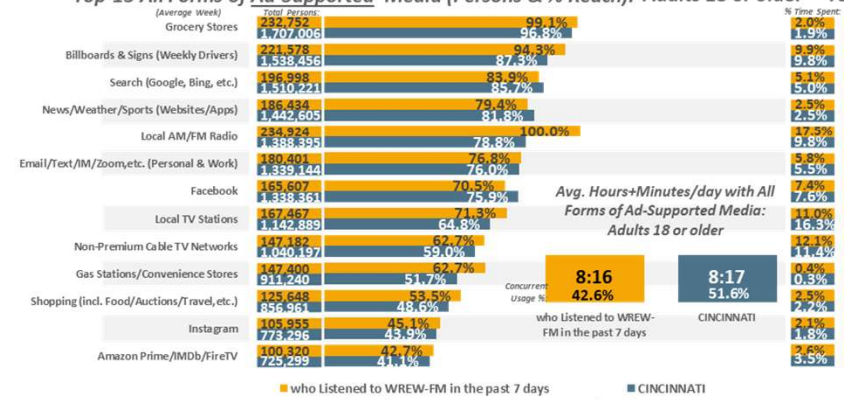
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



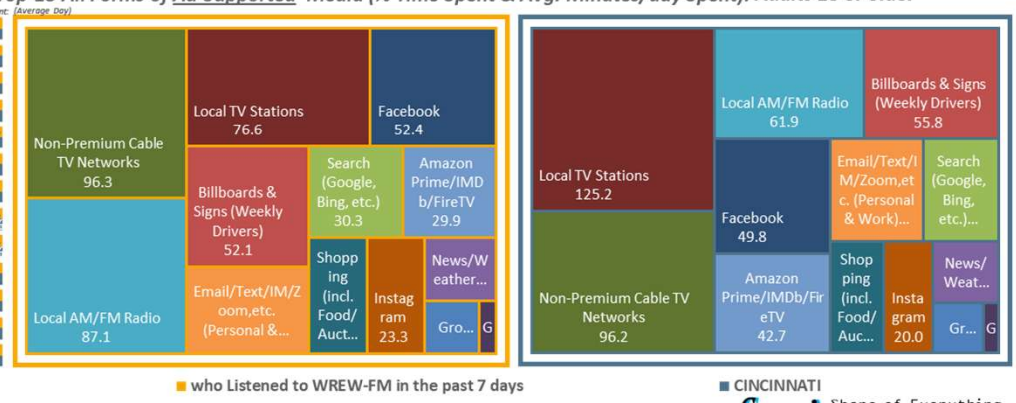
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 247

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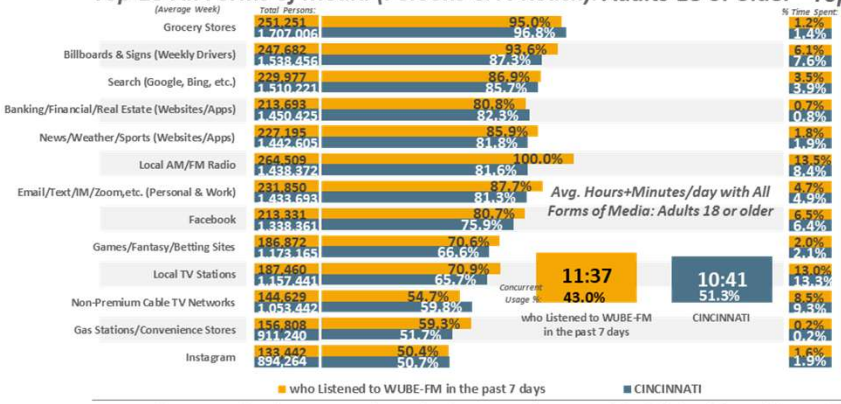
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Radio Stations: WREW-FM

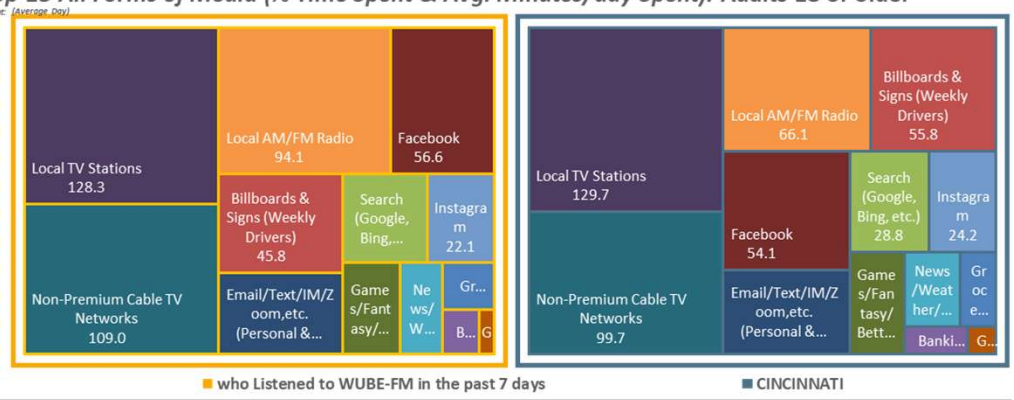
B-105.1
CINCINNATI'S NEW COUNTRY!

Adults 18 or older who Listened to WUBE-FM in the past 7 days spend an average of 9 hours and 8 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 89.8 minutes/day. *(Local Radio delivers 16.4% of Time with Ad-Supported Media.)*

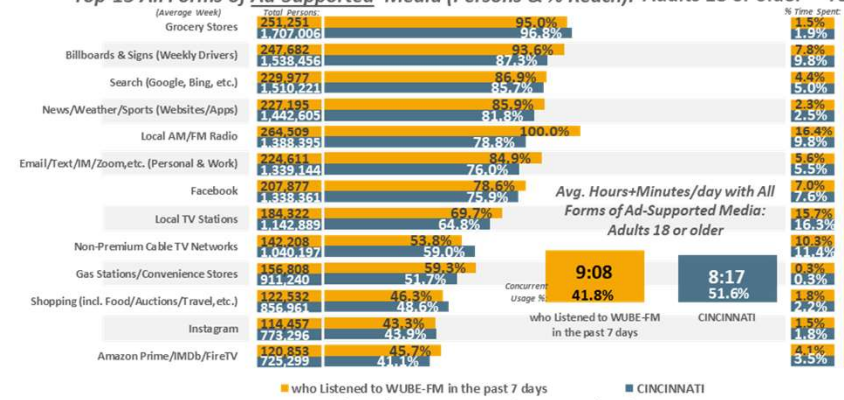
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



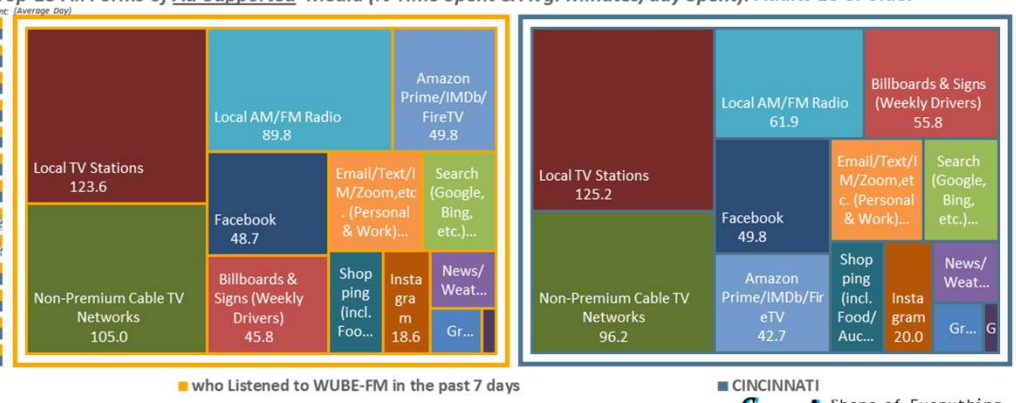
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 281

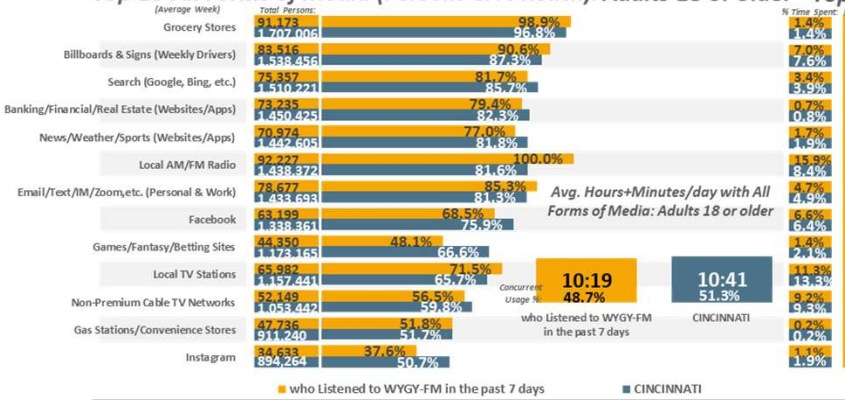
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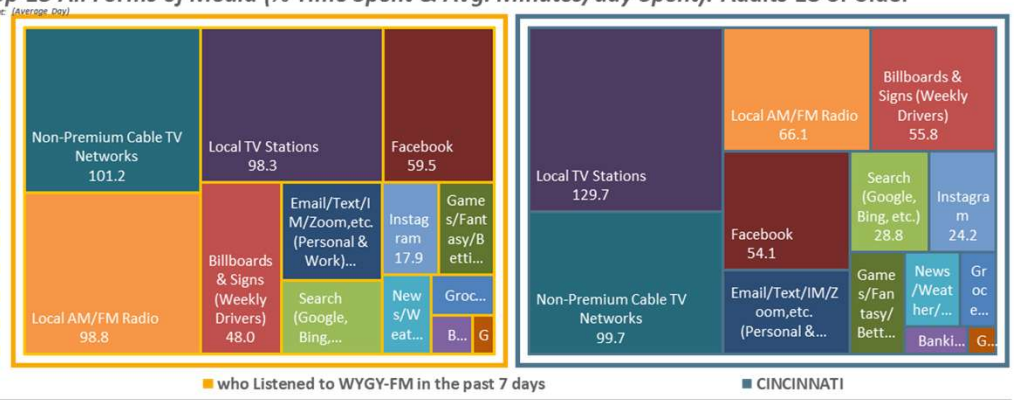
Radio Stations: WUBE-FM

Adults 18 or older who Listened to WYGY-FM in the past 7 days spend an average of 7 hours and 50 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 88.4 minutes/day. *(Local Radio delivers 18.8% of Time with Ad-Supported Media.)*

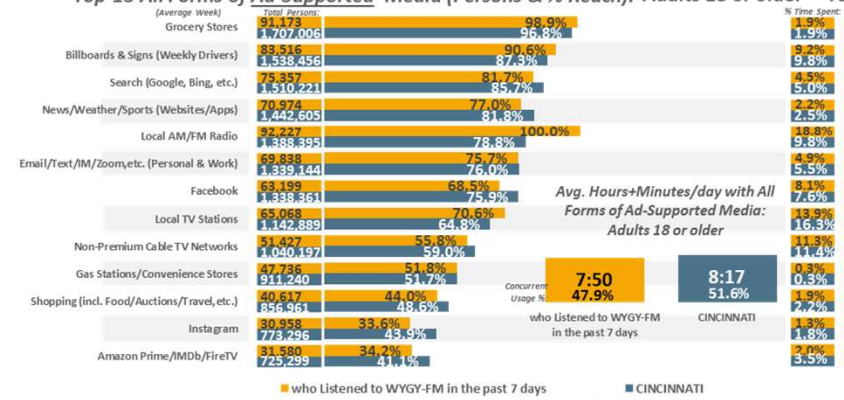
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



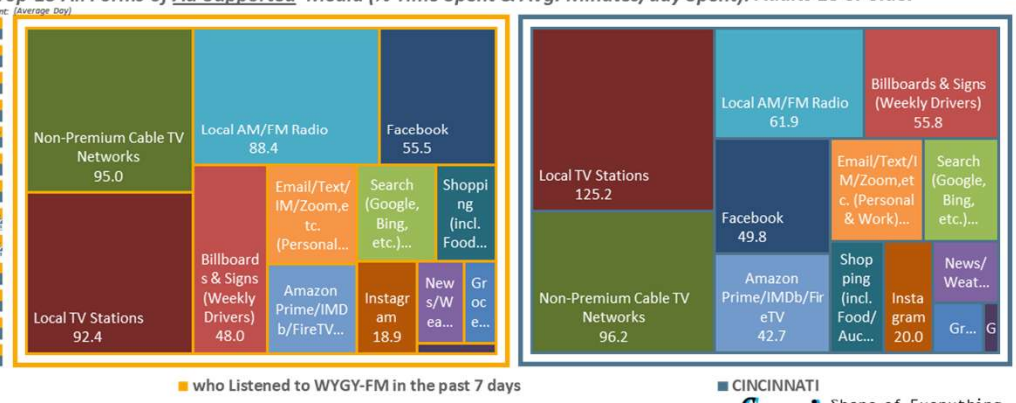
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 95

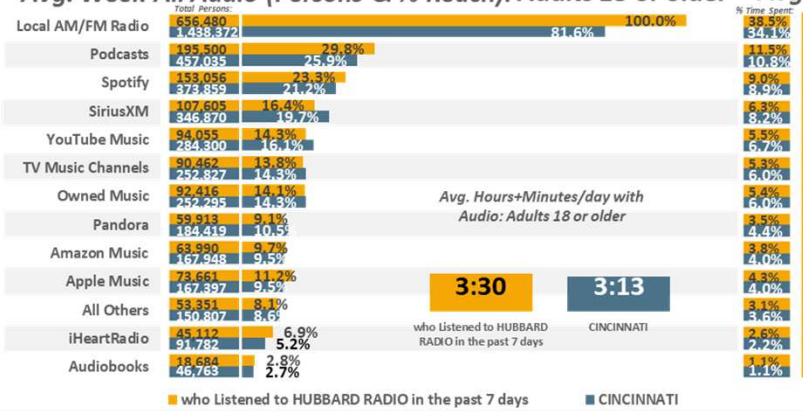
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Radio Stations: WYGY-FM

656,480 or 100.% of Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 76. minutes every day representing 49.5% of all time spent daily with Ad-Supported Audio.

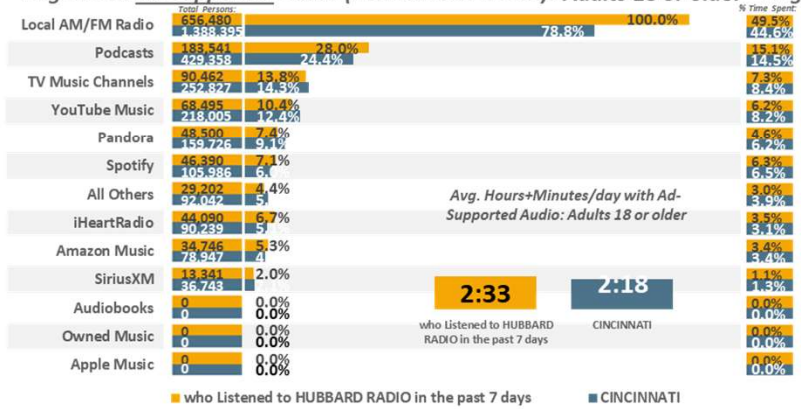
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



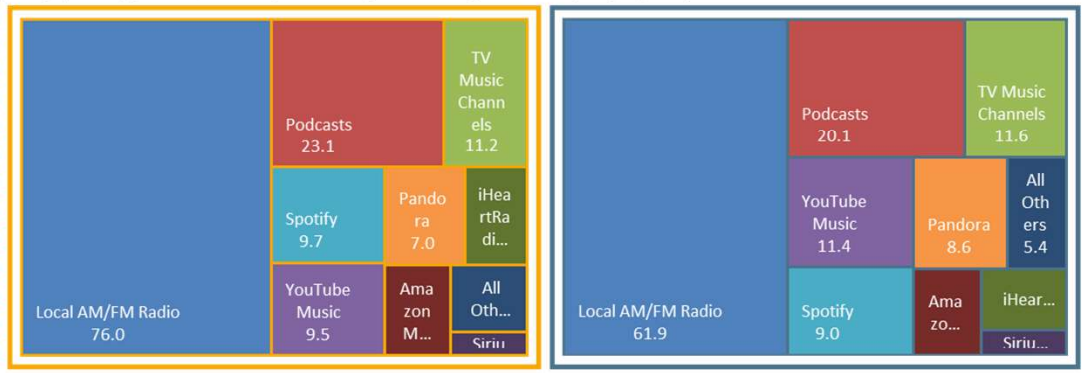
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 671

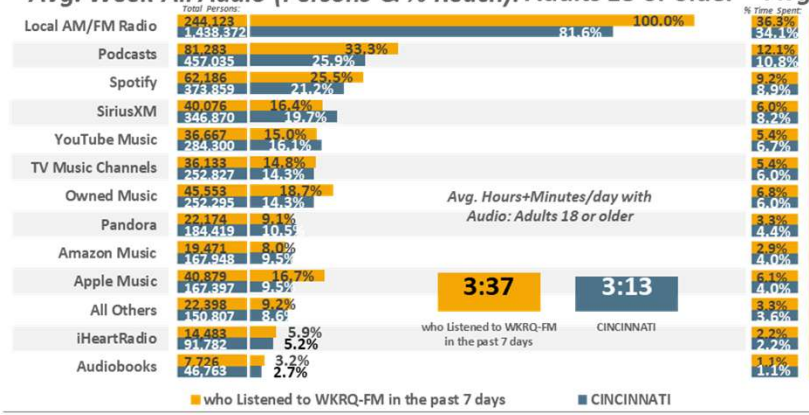
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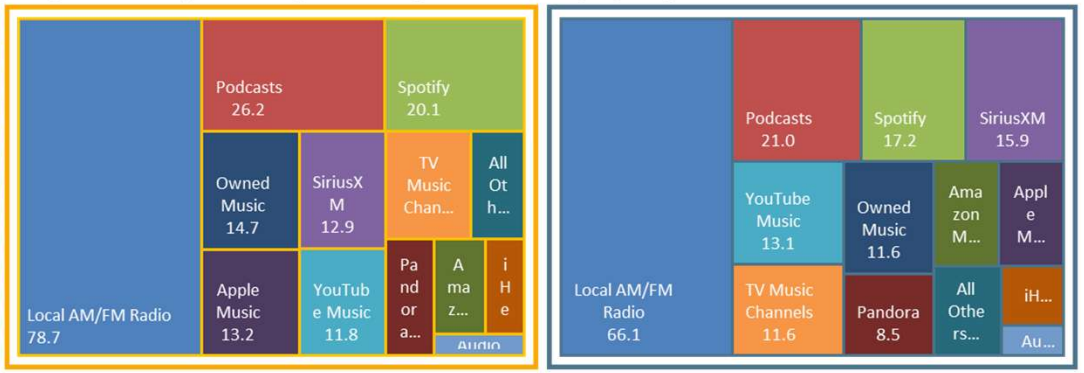
(Radio Stations: WKRQ-FM OR Radio Stations: WREW-FM OR Radio Stations: WUBE-FM OR Radio Stations: WYGY-FM)

244,123 or 100.% of Adults 18 or older who Listened to WKRQ-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 74.3 minutes every day representing 48.1% of all time spent daily with Ad-Supported Audio.

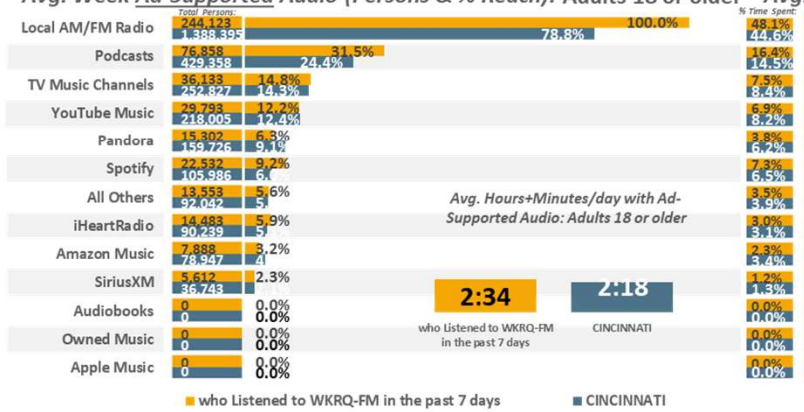
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



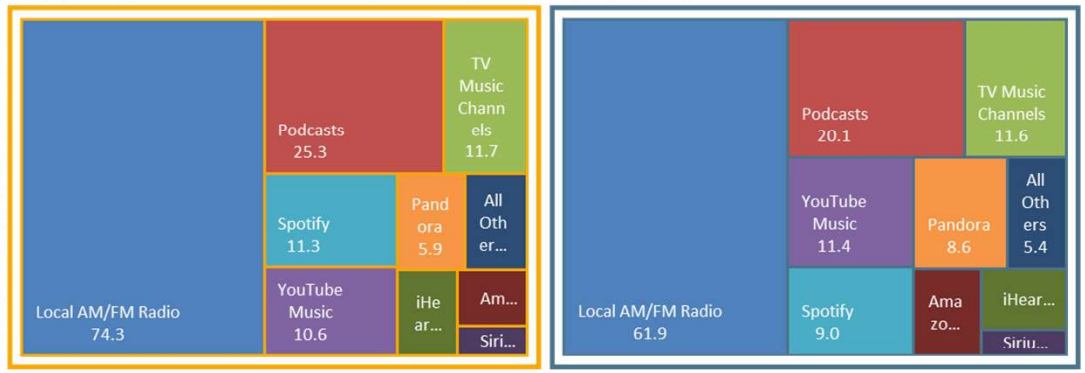
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 272

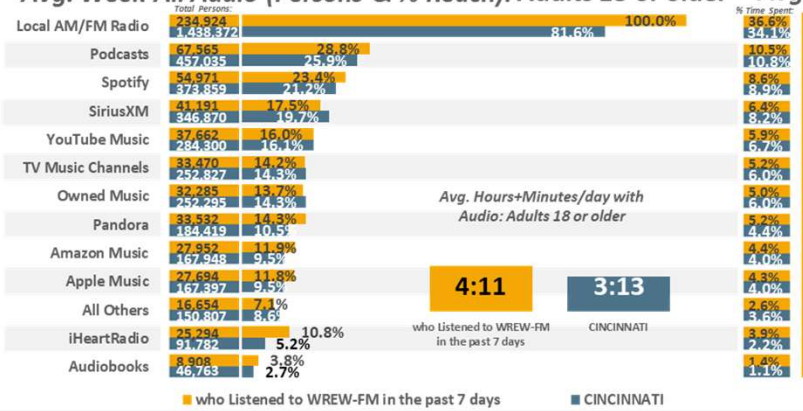
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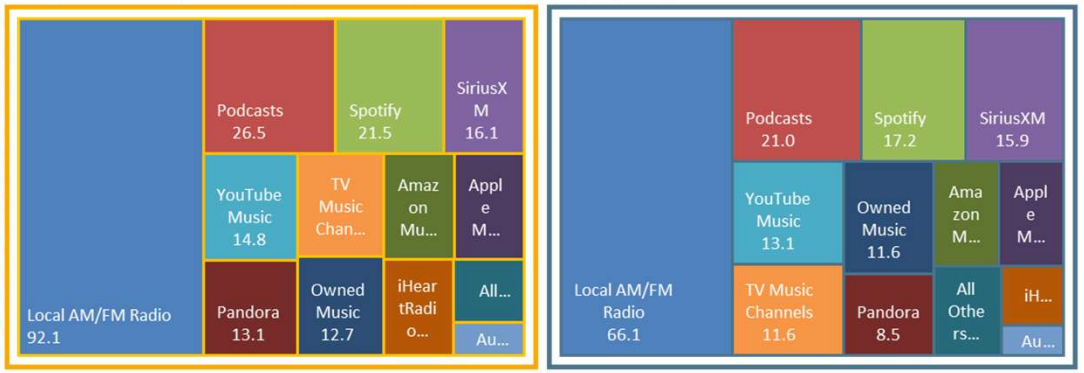
Radio Stations: WKRQ-FM

234,924 or 100.% of Adults 18 or older who Listened to WREW-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 87.1 minutes every day representing 46.7% of all time spent daily with Ad-Supported Audio.

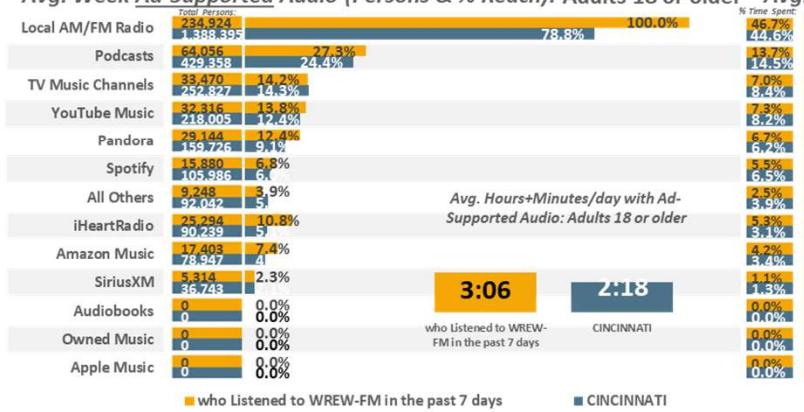
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



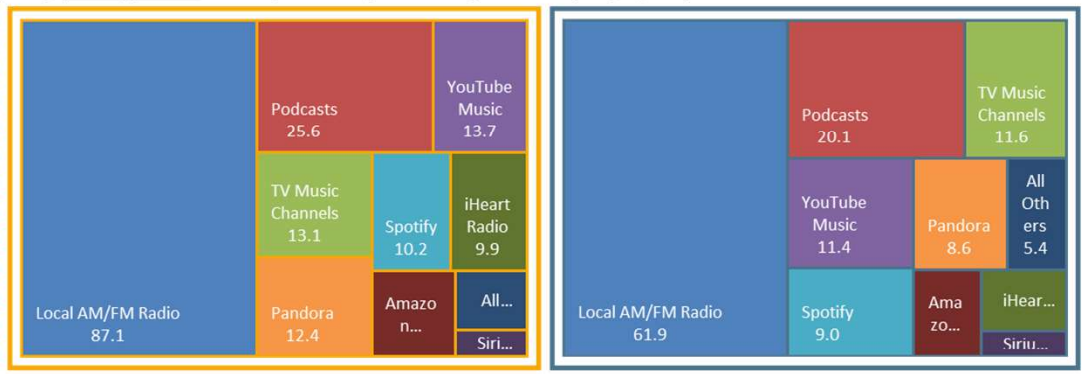
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 247

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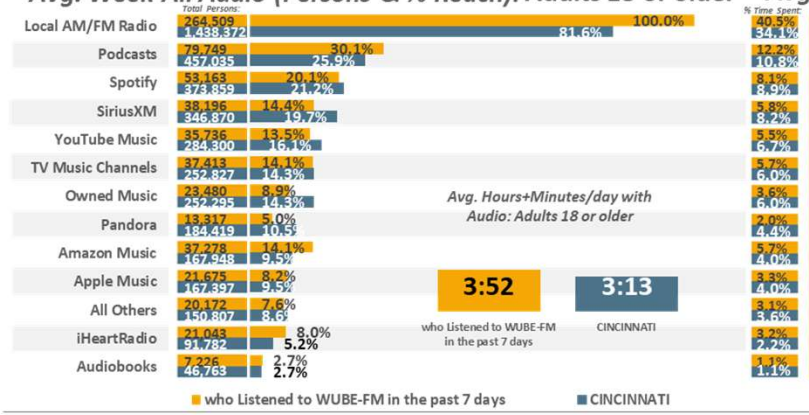
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Radio Stations: WREW-FM

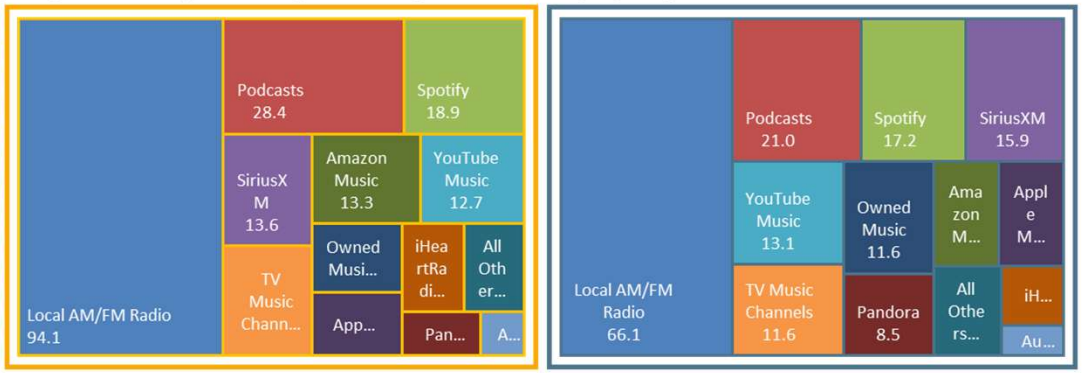
B-105.1
CINCINNATI'S NEW COUNTRY!

264,509 or 100.% of Adults 18 or older who Listened to WUBE-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 89.8 minutes every day representing 50.8% of all time spent daily with Ad-Supported Audio.

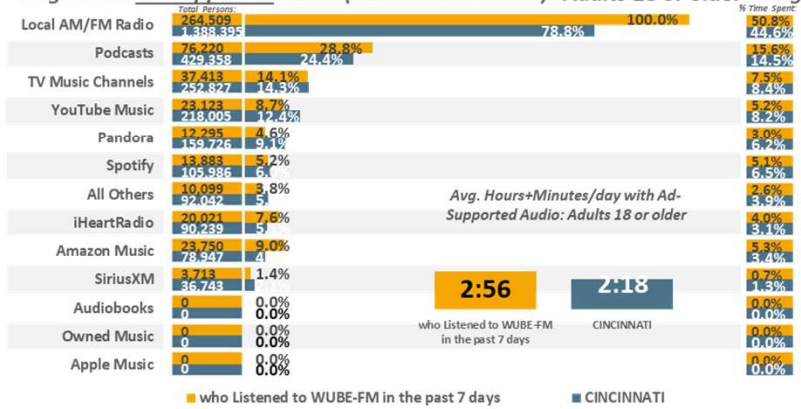
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



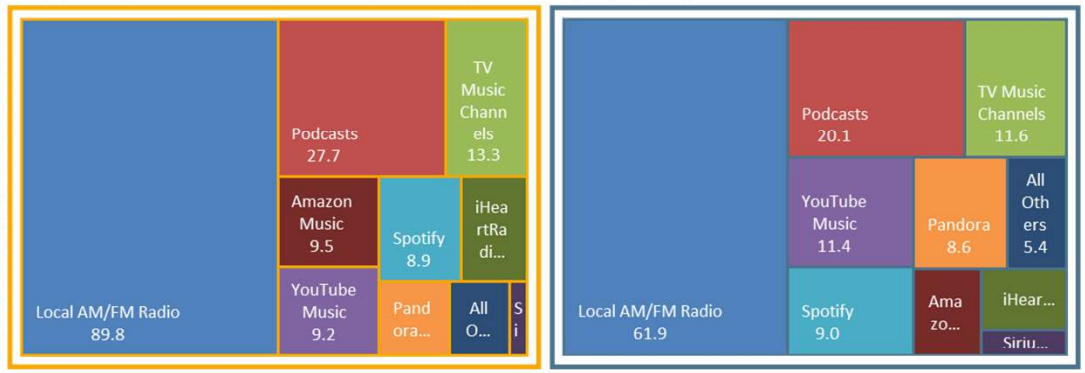
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 281

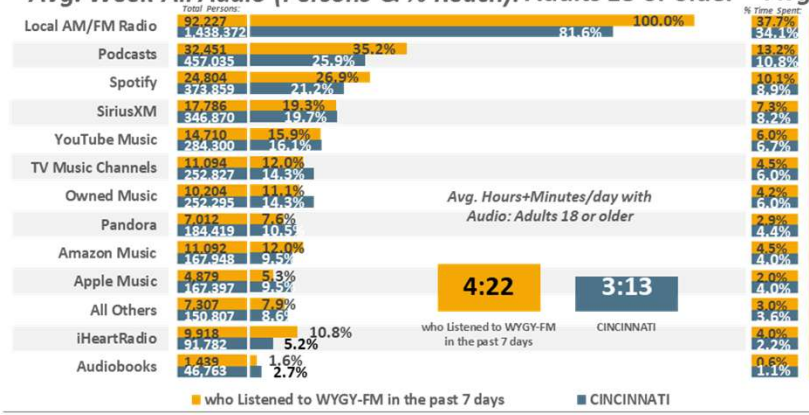
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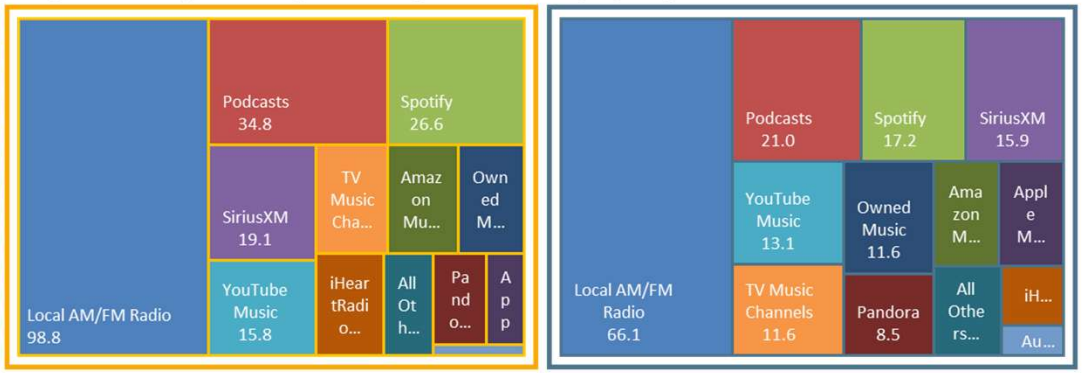
Radio Stations: WUBE-FM

92,227 or 100.% of Adults 18 or older who Listened to WYGY-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 88.4 minutes every day representing 49.2% of all time spent daily with Ad-Supported Audio.

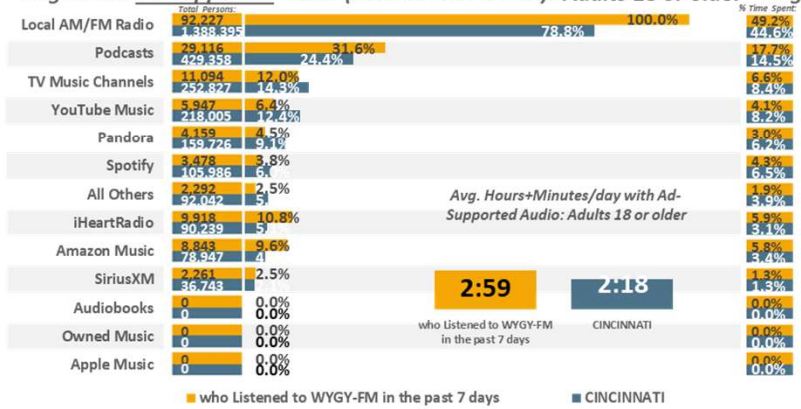
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



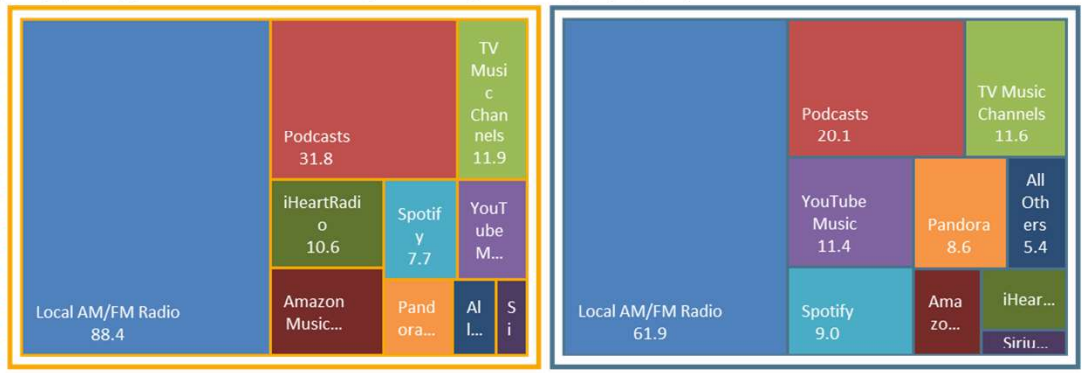
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



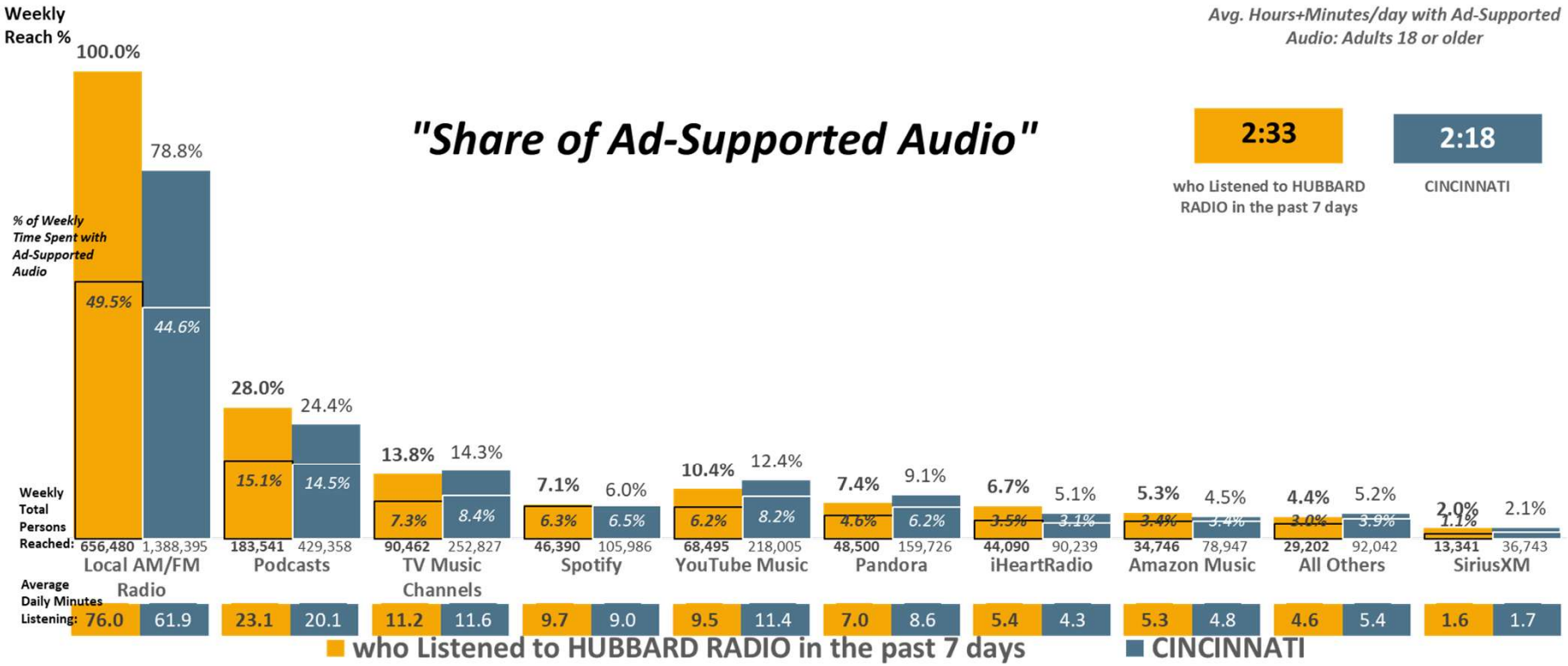
CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 95

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Radio Stations: WYGY-FM

656,480 or 100.% of Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 76. minutes every day representing 49.5% of all time spent daily with Ad-Supported Audio.



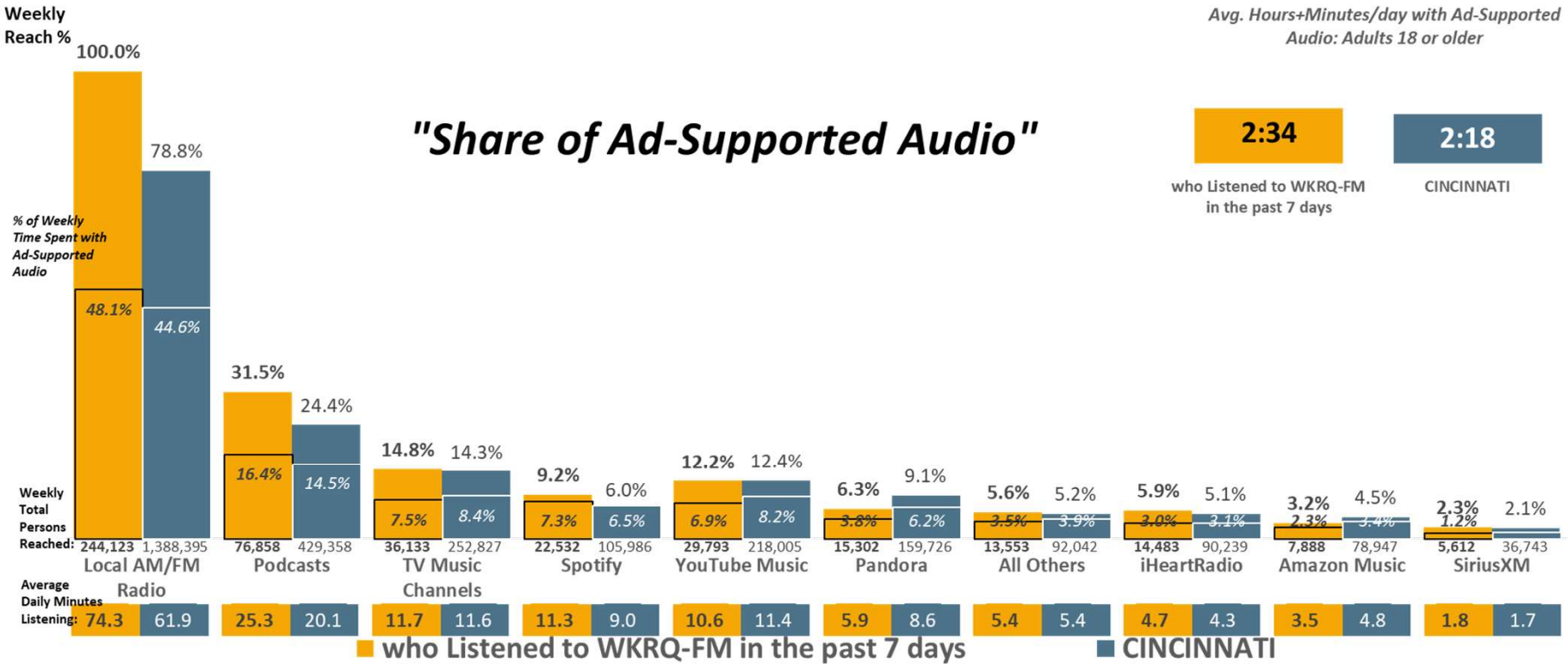
CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 671 CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 1,839

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

244,123 or 100.% of Adults 18 or older who Listened to WKRQ-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 74.3 minutes every day representing 48.1% of all time spent daily with Ad-Supported Audio.



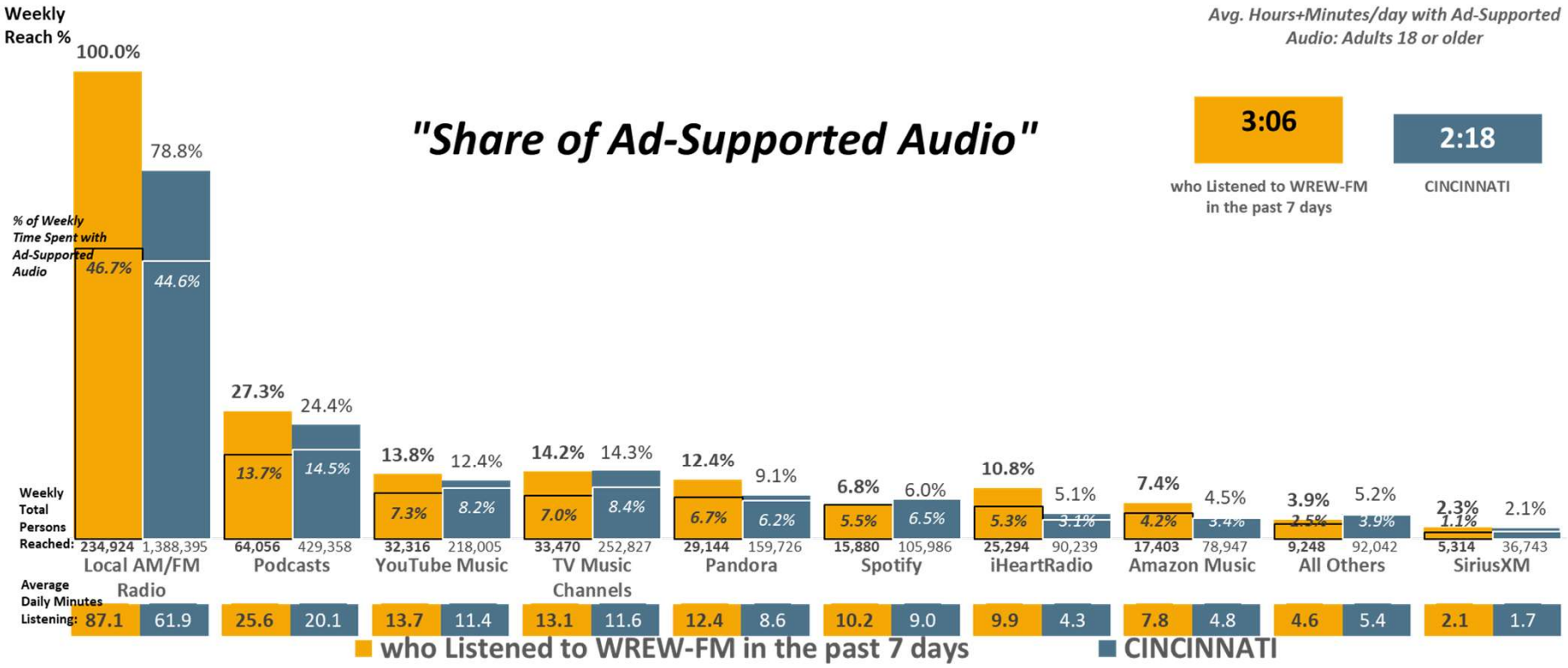
CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 272 CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 1,839

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Radio Stations: WKRQ-FM

234,924 or 100.% of Adults 18 or older who Listened to WREW-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 87.1 minutes every day representing 46.7% of all time spent daily with Ad-Supported Audio.



CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 247 CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 1,839

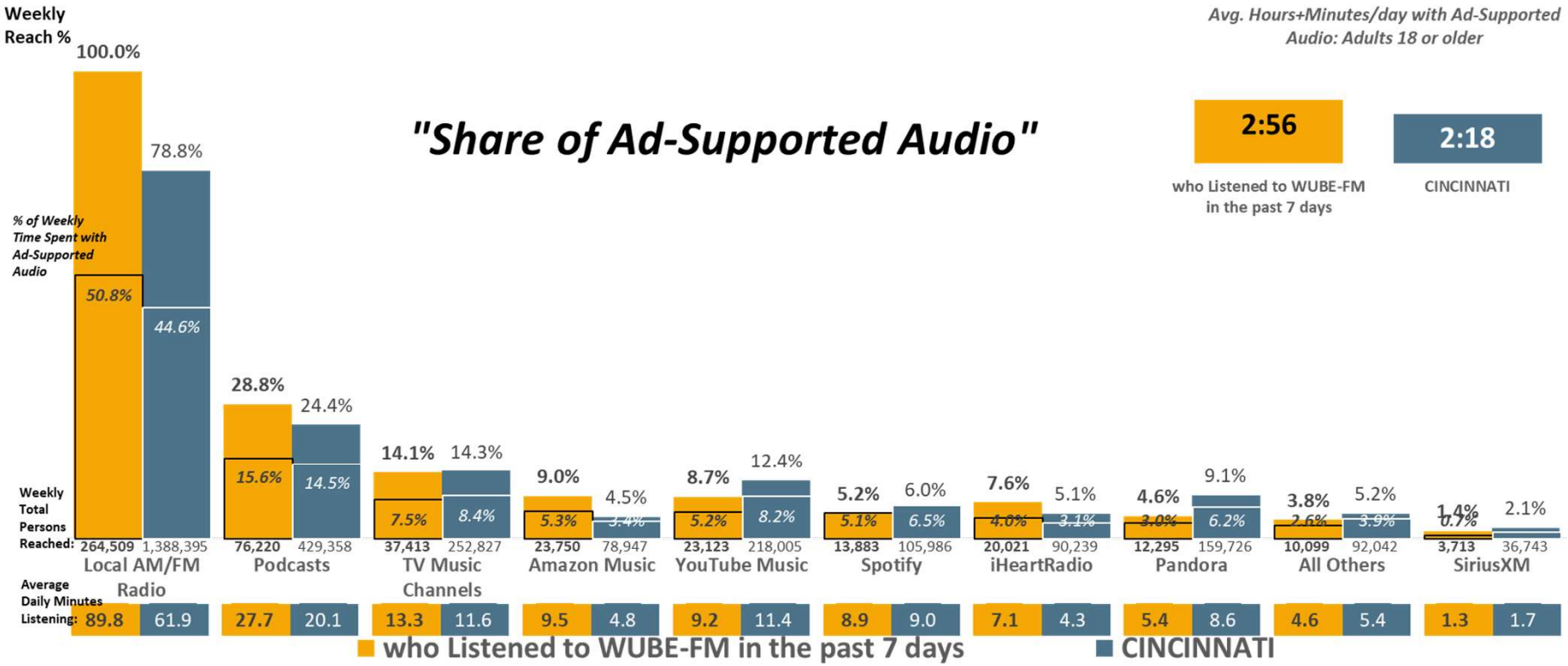
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Radio Stations: WREW-FM

B-105.1
CINCINNATI'S NEW COUNTRY!

264,509 or 100.% of Adults 18 or older who Listened to WUBE-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 89.8 minutes every day representing 50.8% of all time spent daily with Ad-Supported Audio.



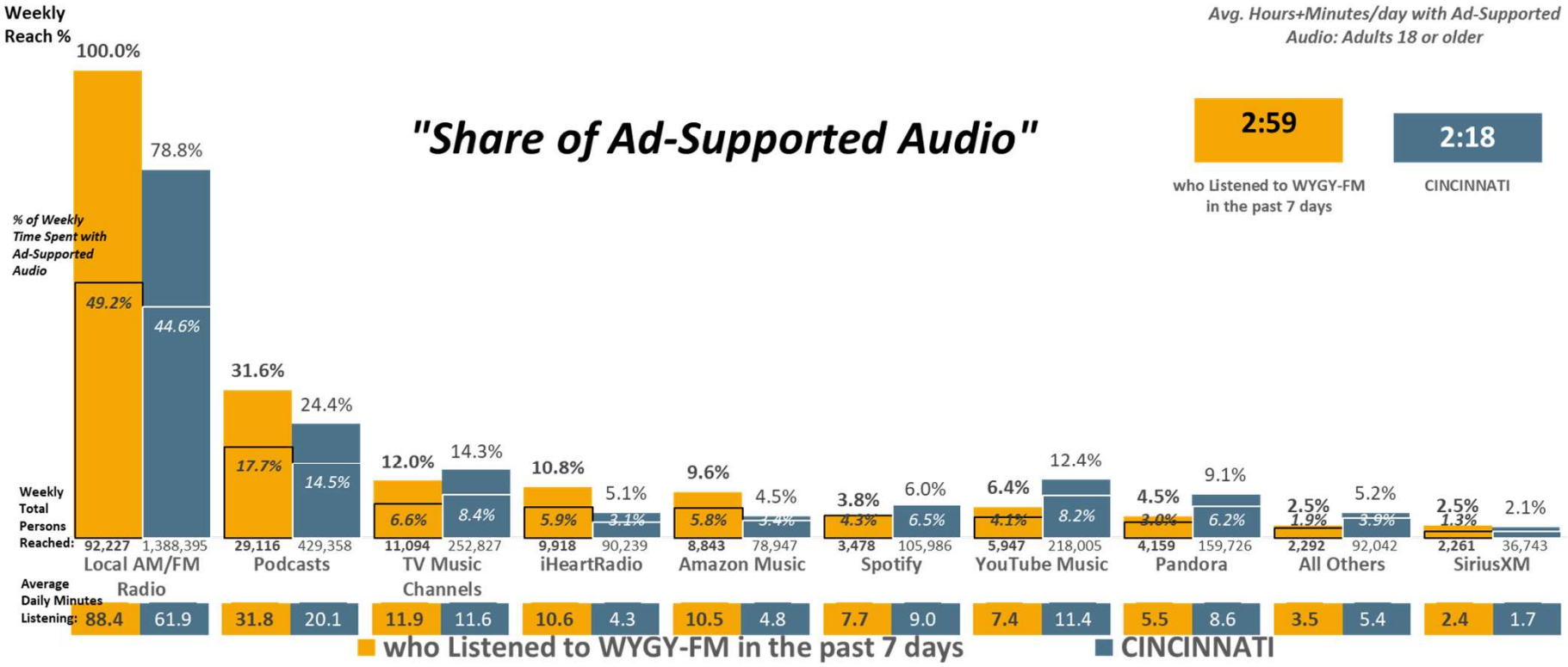
CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 281 CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 1,839

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Radio Stations: WUBE-FM

92,227 or 100.% of Adults 18 or older who Listened to WYGY-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 88.4 minutes every day representing 49.2% of all time spent daily with Ad-Supported Audio.



CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 95 CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 1,839

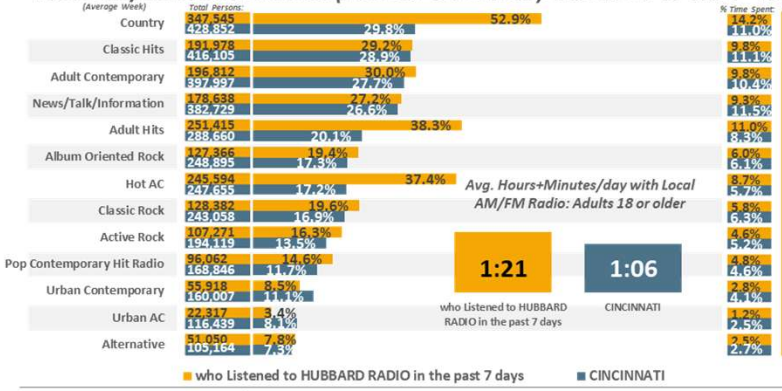
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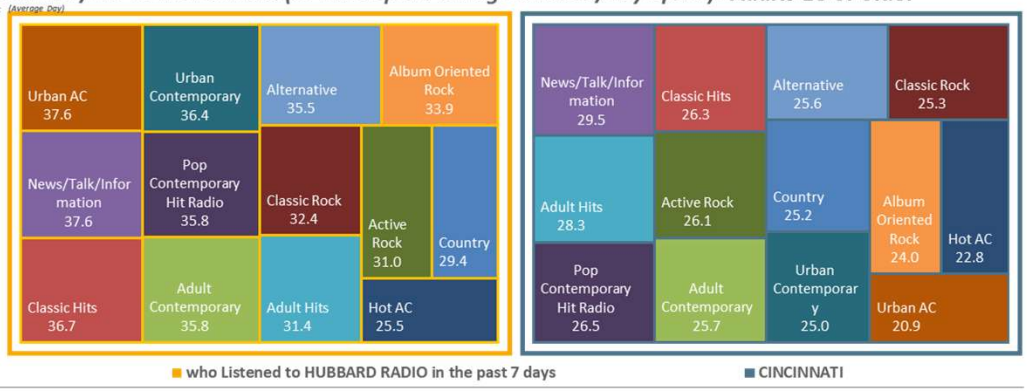
Radio Stations: WYGY-FM

656,480 or 100.% of Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, Adult Hits, Hot AC, Adult Contemporary, and Classic Hits.

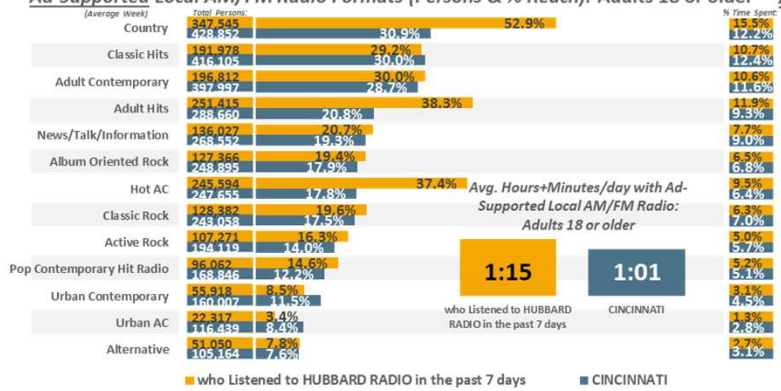
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



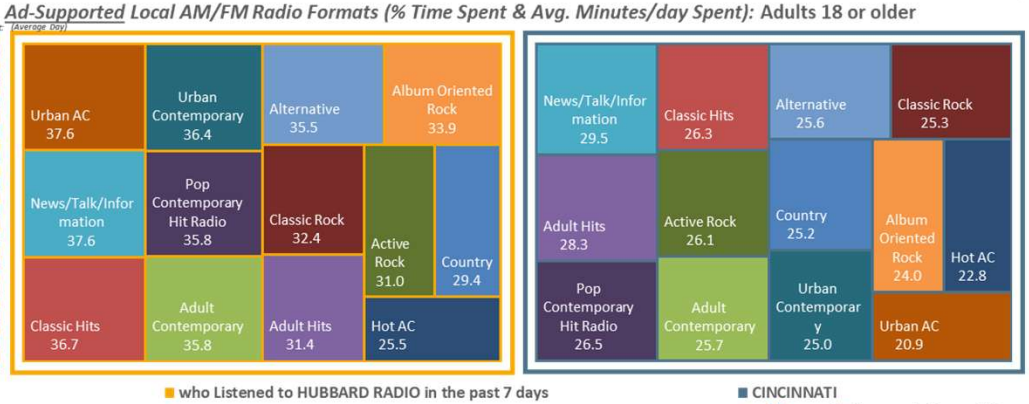
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 671

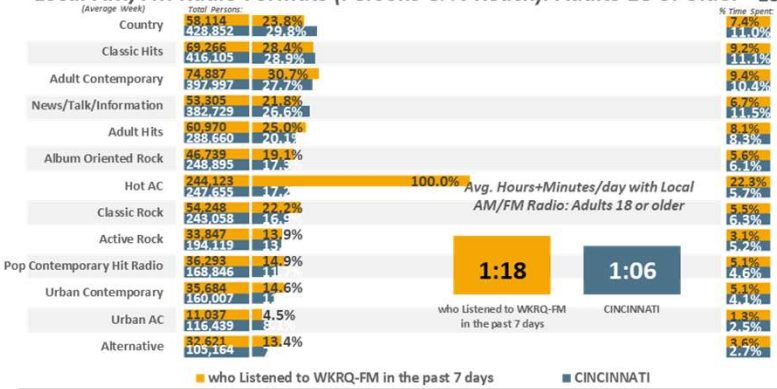
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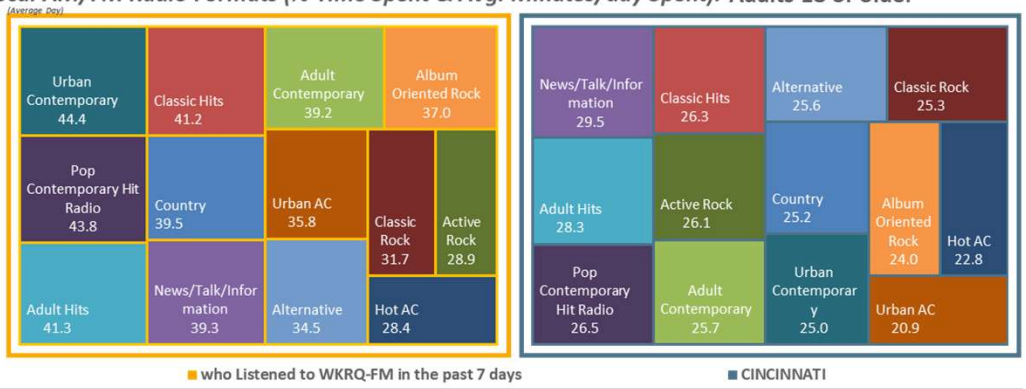
(Radio Stations: WKRQ-FM OR Radio Stations: WREW-FM OR Radio Stations: WUBE-FM OR Radio Stations: WYGY-FM)

244,123 or 100.% of Adults 18 or older who Listened to WKRQ-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Hot AC, Adult Contemporary, Classic Hits, Adult Hits, and Country.

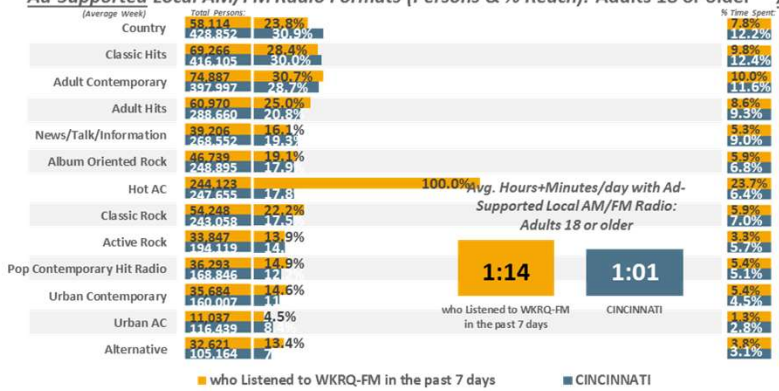
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



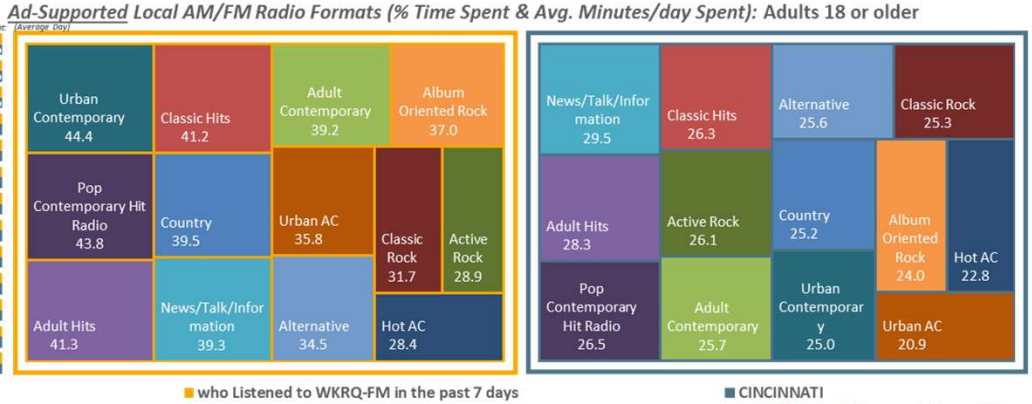
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 272

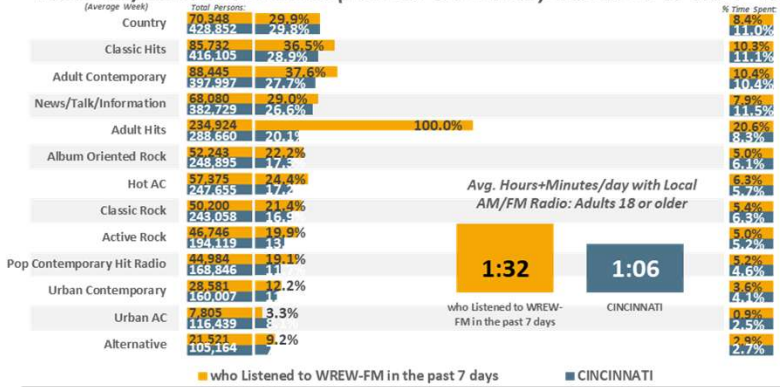
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Radio Stations: WKRQ-FM

234,924 or 100.% of Adults 18 or older who Listened to WREW-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Hits, Adult Contemporary, Classic Hits, Country, and Hot AC.

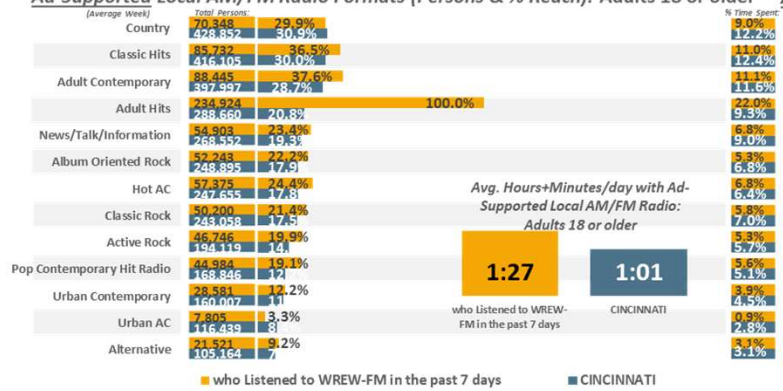
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



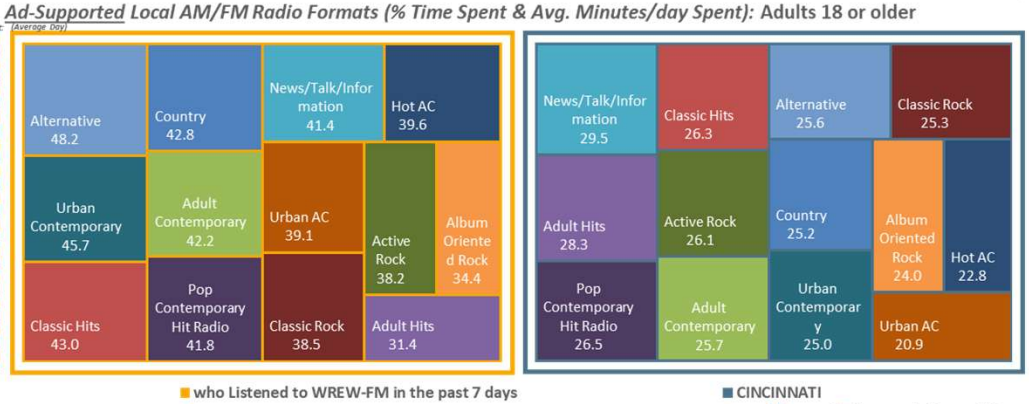
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 247

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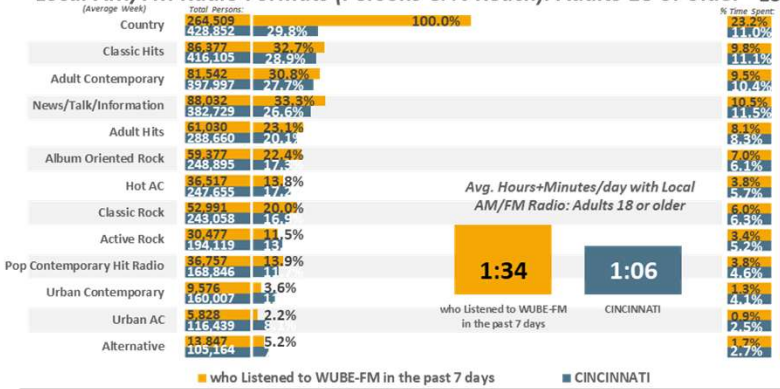
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Radio Stations: WREW-FM

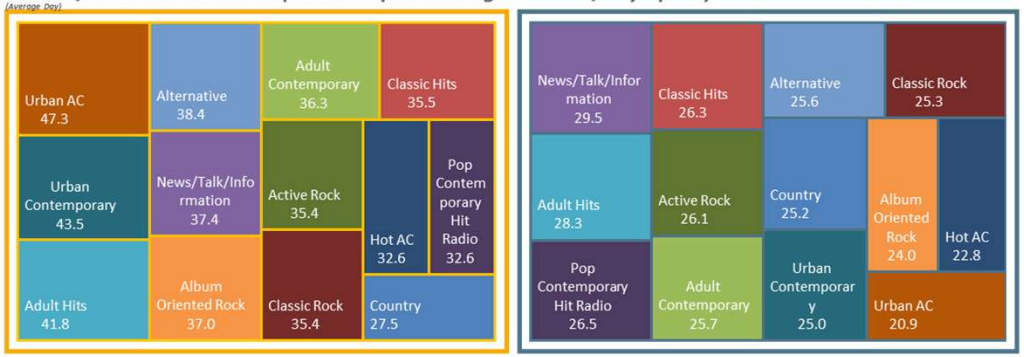
B-105.1
CINCINNATI'S NEW COUNTRY!

264,509 or 100.% of Adults 18 or older who Listened to WUBE-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, Classic Hits, Adult Contemporary, News/Talk/Information, and Adult Hits.

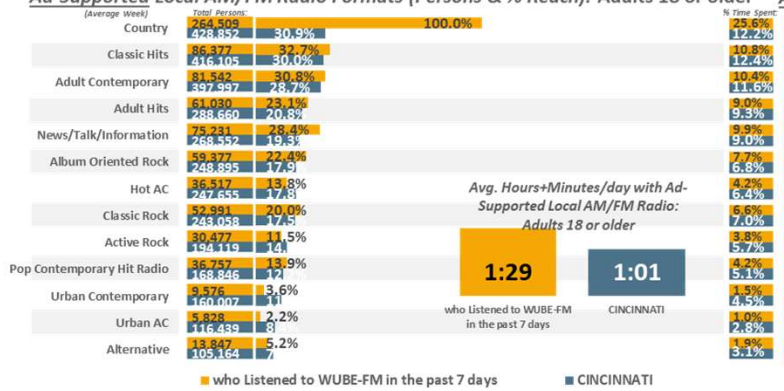
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



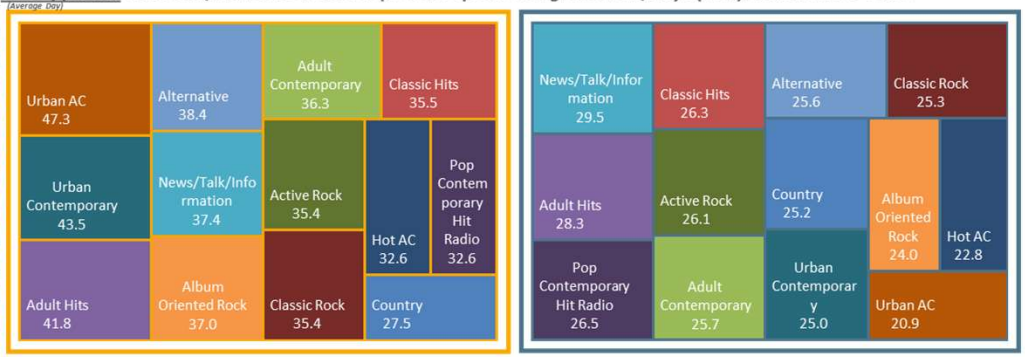
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 281

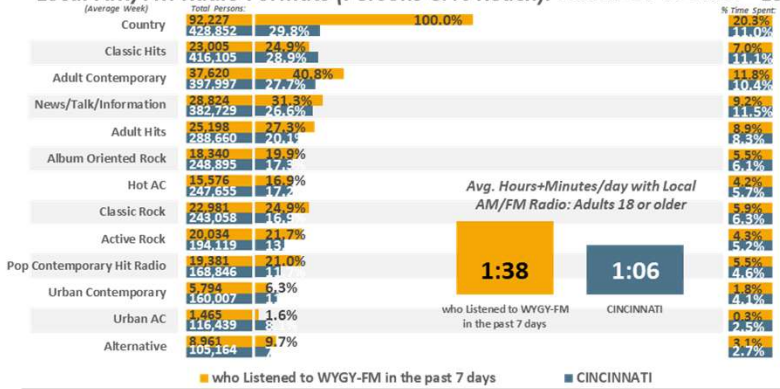
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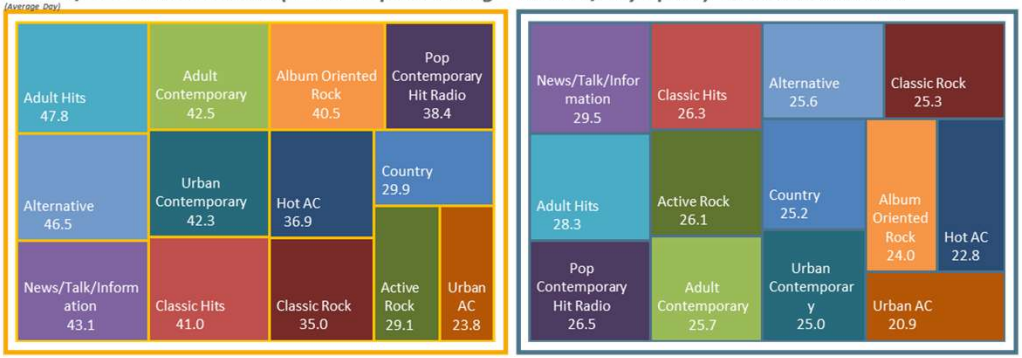
Radio Stations: WUBE-FM

92,227 or 100.% of Adults 18 or older who Listened to WYGY-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, Adult Contemporary, Adult Hits, Classic Hits, and Classic Rock.

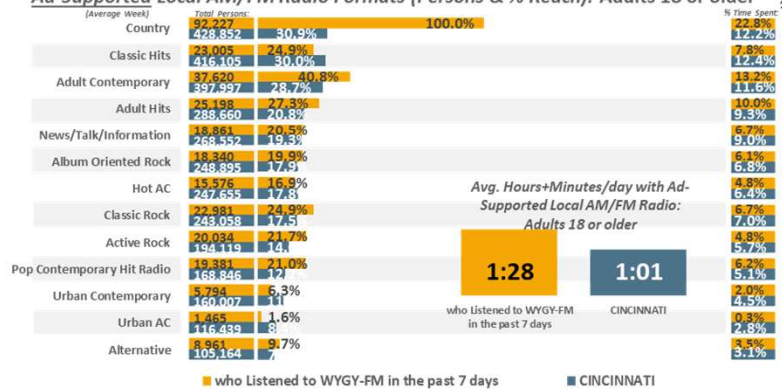
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



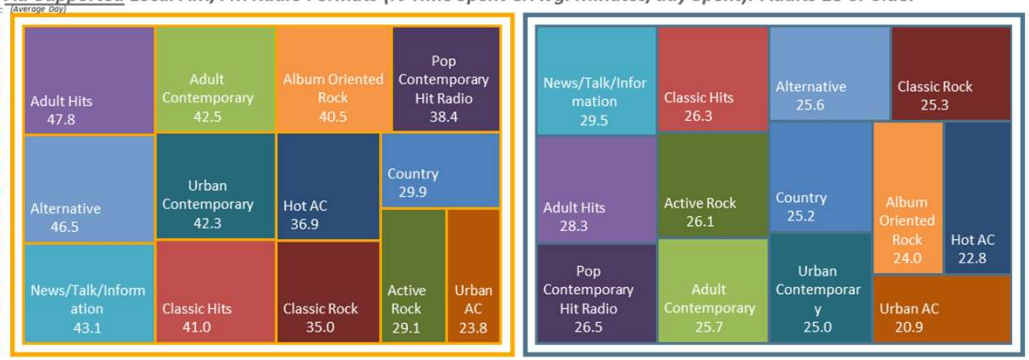
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 95

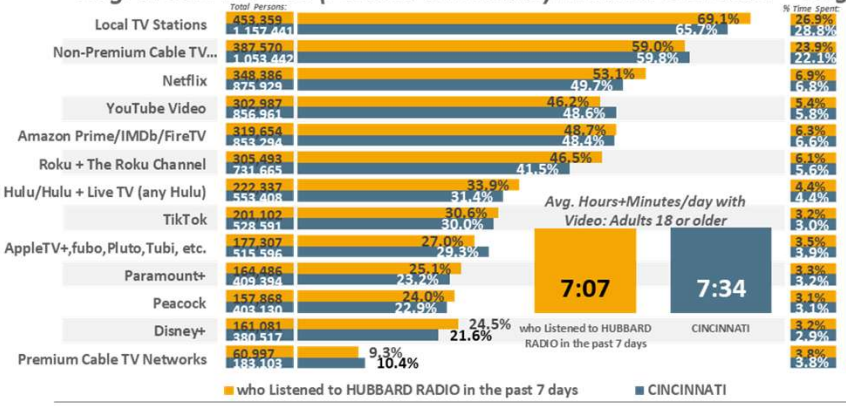
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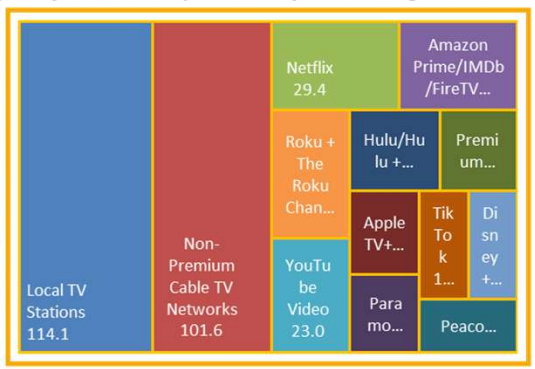
Radio Stations: WYGY-FM

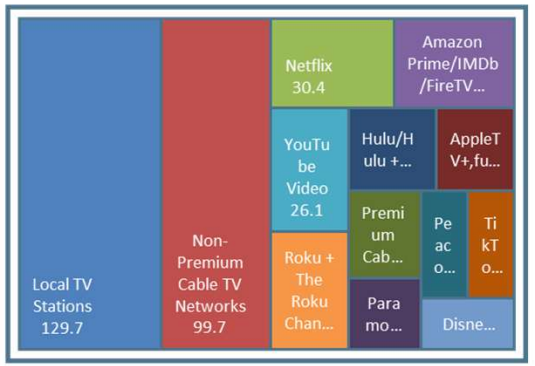
447,522 or 68.2% of Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days watch Ad-Supported Local TV Stations for an average of 109.8 minutes every day representing 32.2% of all time spent daily with Ad-Supported Video.

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

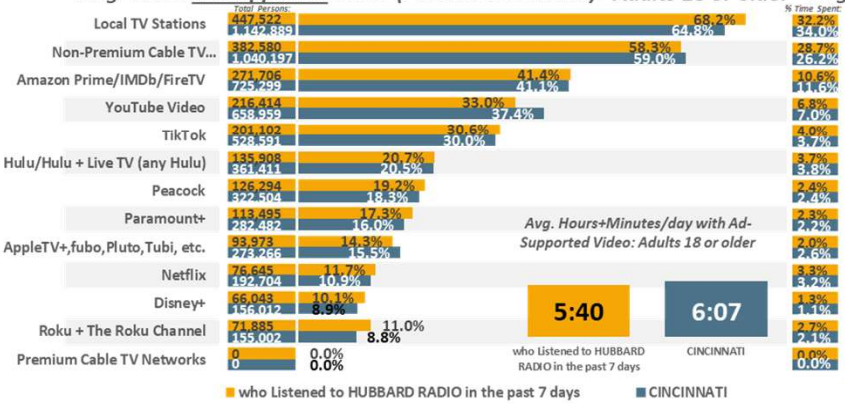


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

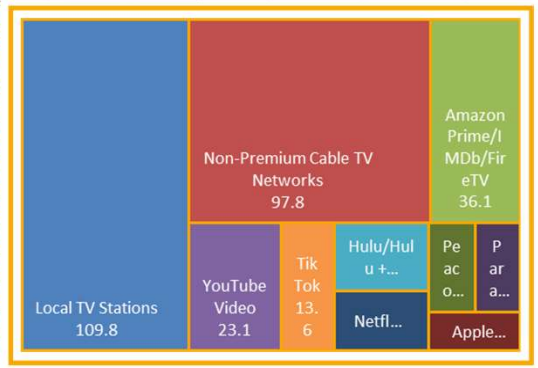


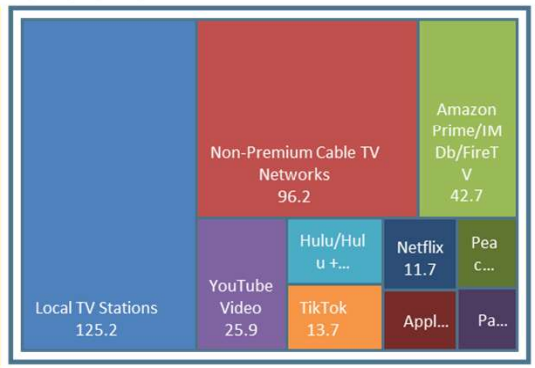


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



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





CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 671

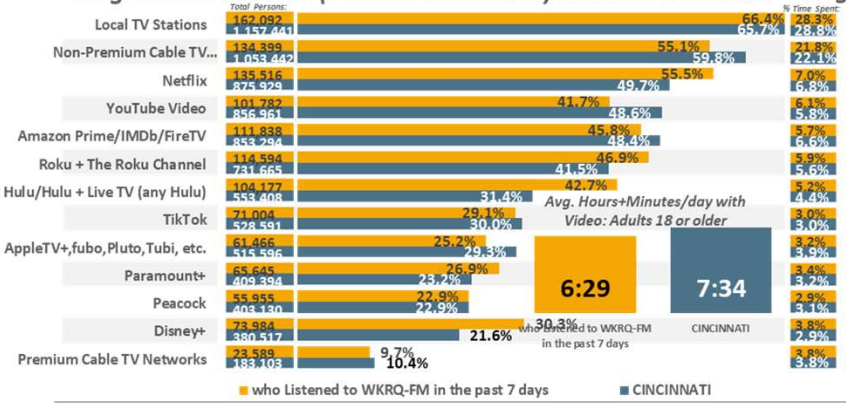
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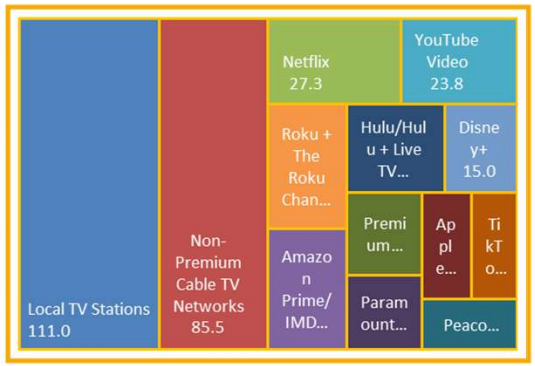
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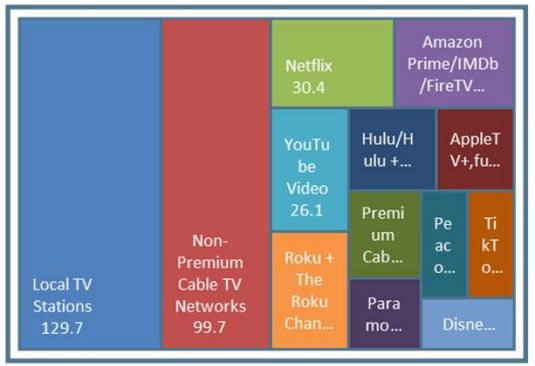
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Avg. Week All Video (Persons & % Reach): Adults 18 or older

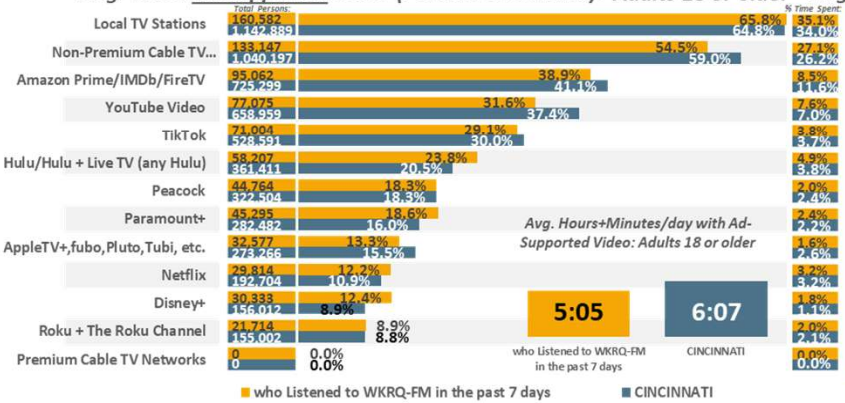


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

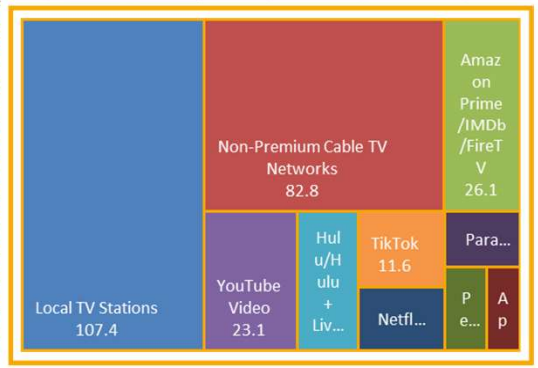


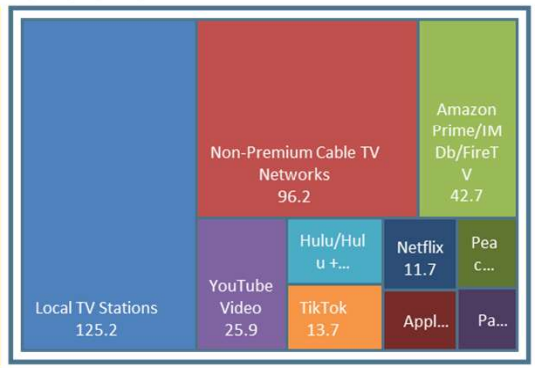


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



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





CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 272

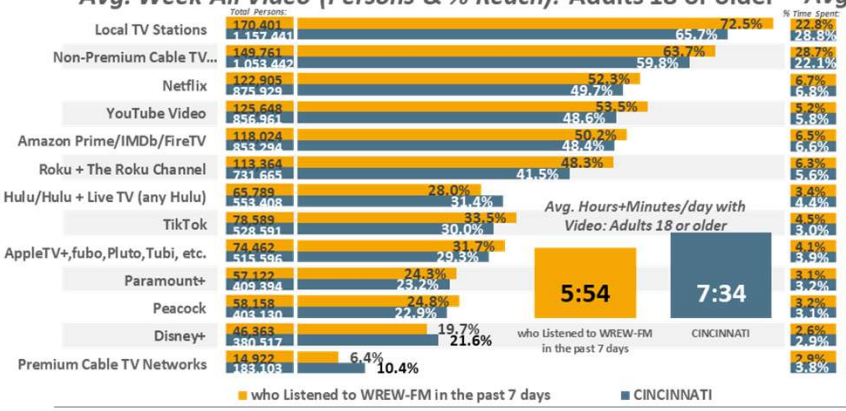
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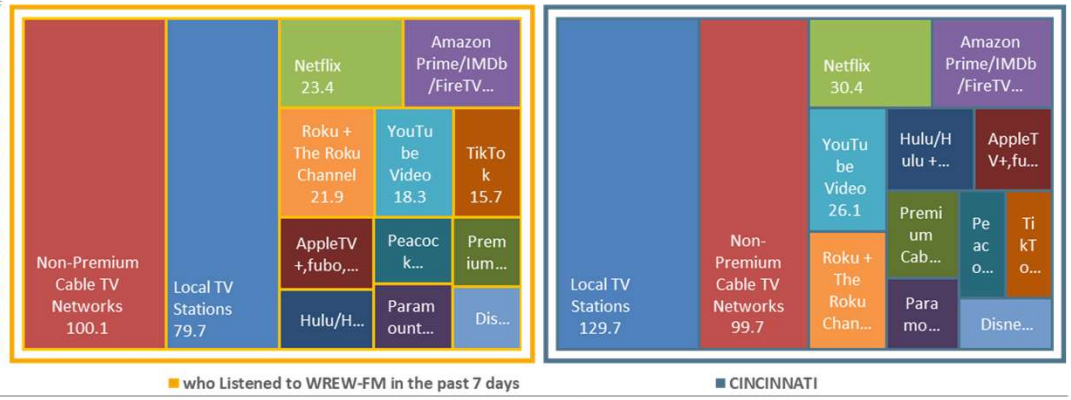
Radio Stations: WKRQ-FM

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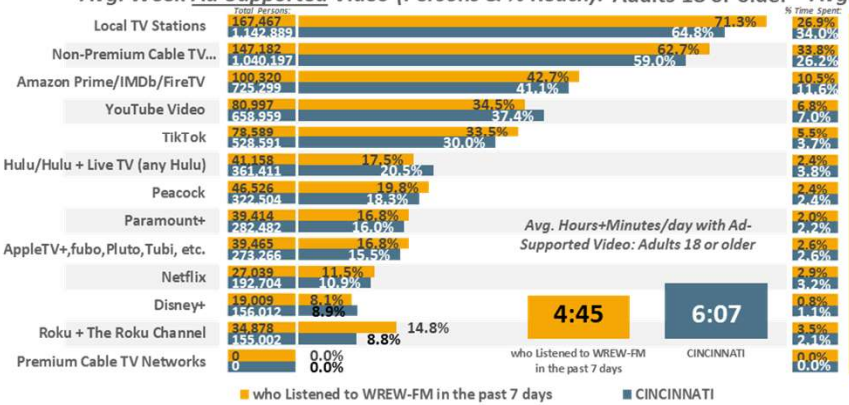
Avg. Week All Video (Persons & % Reach): Adults 18 or older



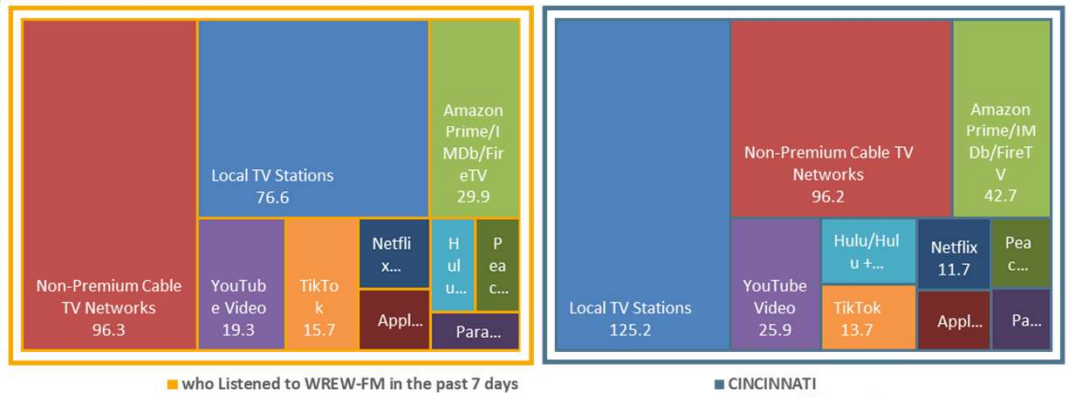
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 247

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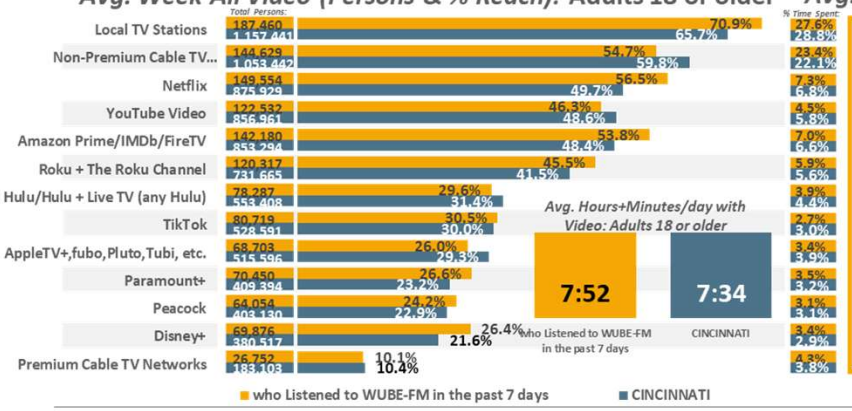
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Radio Stations: WREW-FM

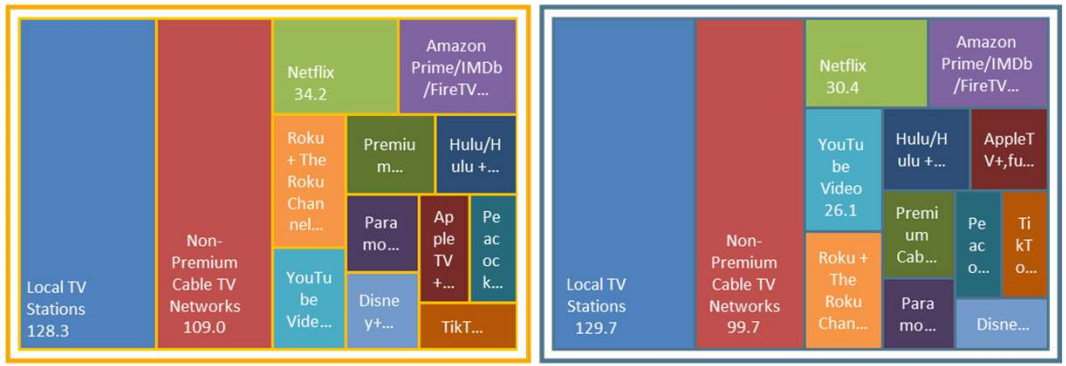
B-105.1
CINCINNATI'S NEW COUNTRY!

184,322 or 69.7% of Adults 18 or older who Listened to WUBE-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 123.6 minutes every day representing 32.6% of all time spent daily with Ad-Supported Video.

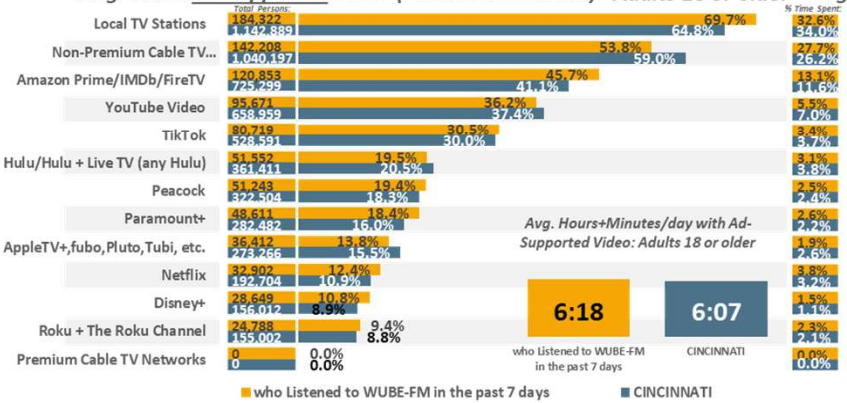
Avg. Week All Video (Persons & % Reach): Adults 18 or older



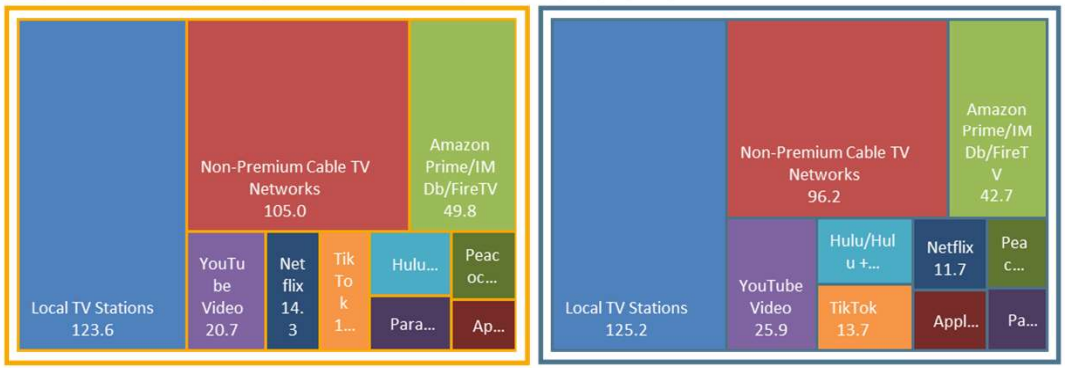
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 281

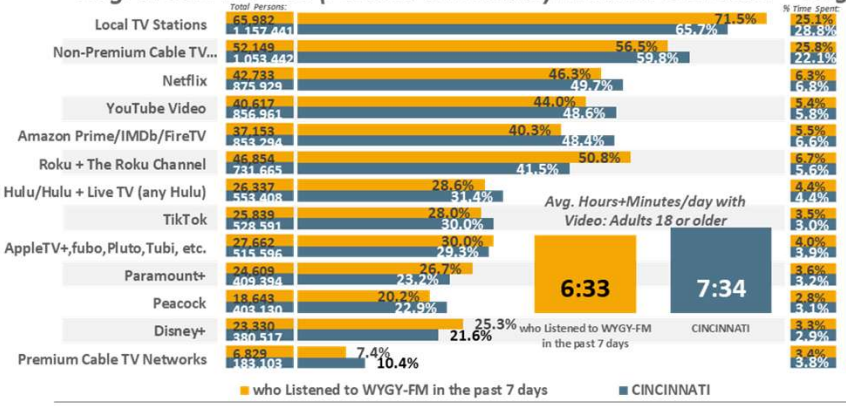
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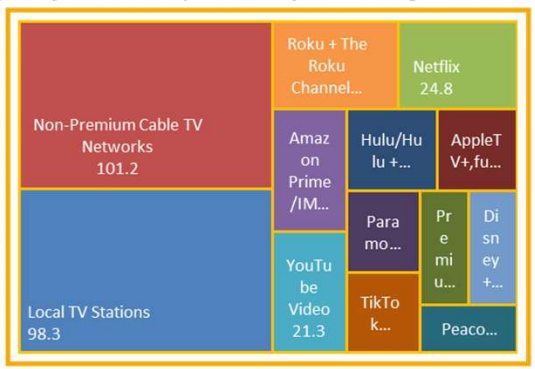
Radio Stations: WUBE-FM

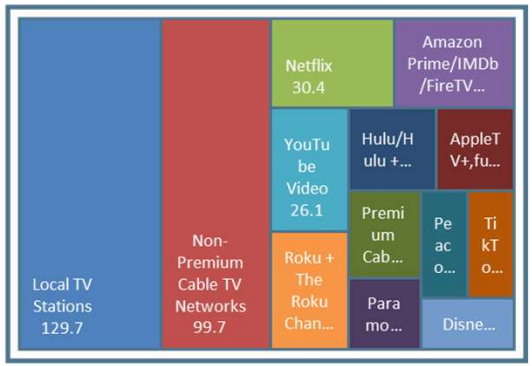
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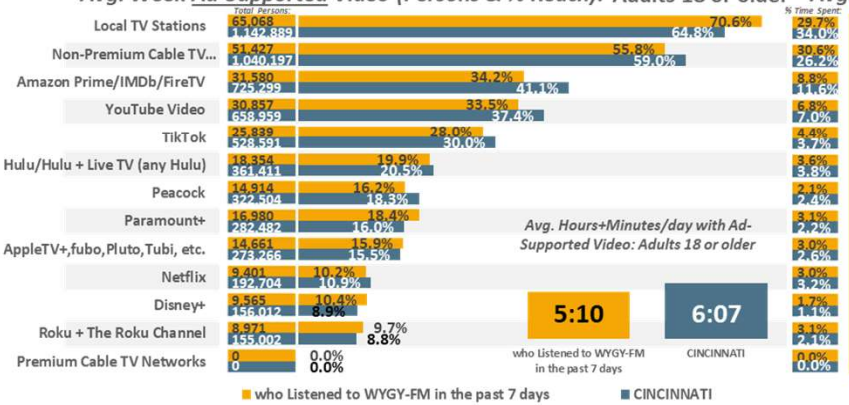


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

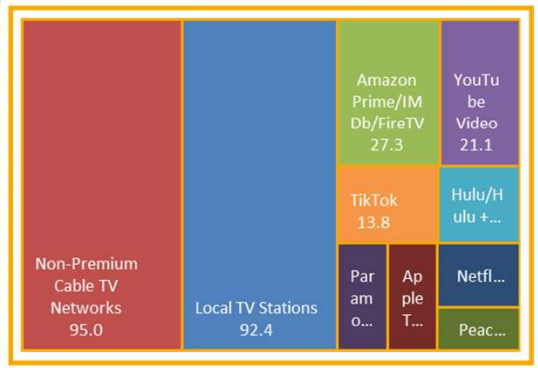


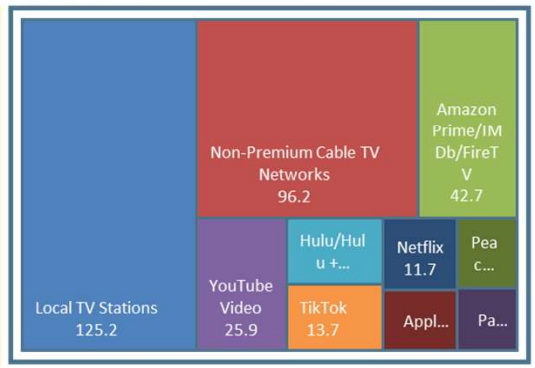


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



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





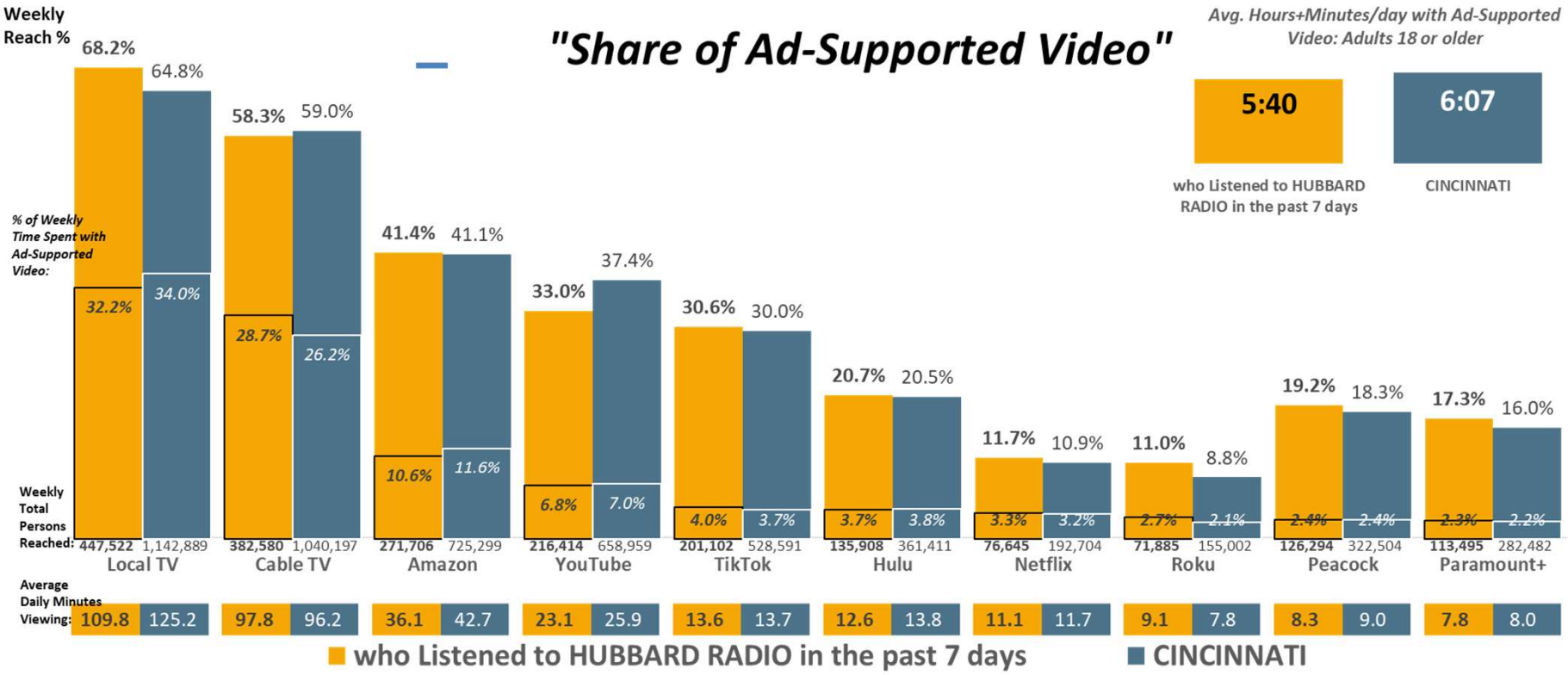
CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 95

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Radio Stations: WYGY-FM

447,522 or 68.2% of Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days watch Ad-Supported Local TV Stations for an average of 109.8 minutes every day representing 32.2% of all time spent daily with Ad-Supported Video.



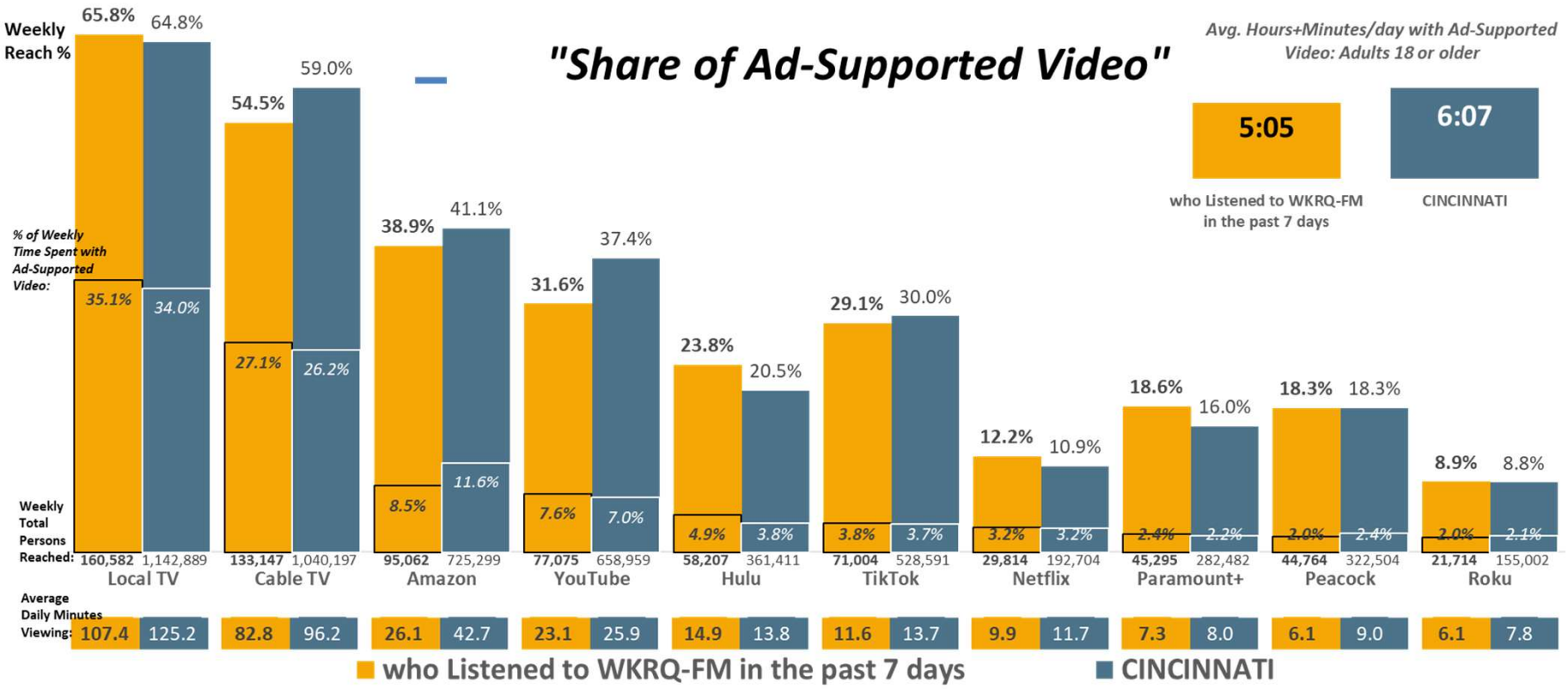
CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 671 CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 1,839

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

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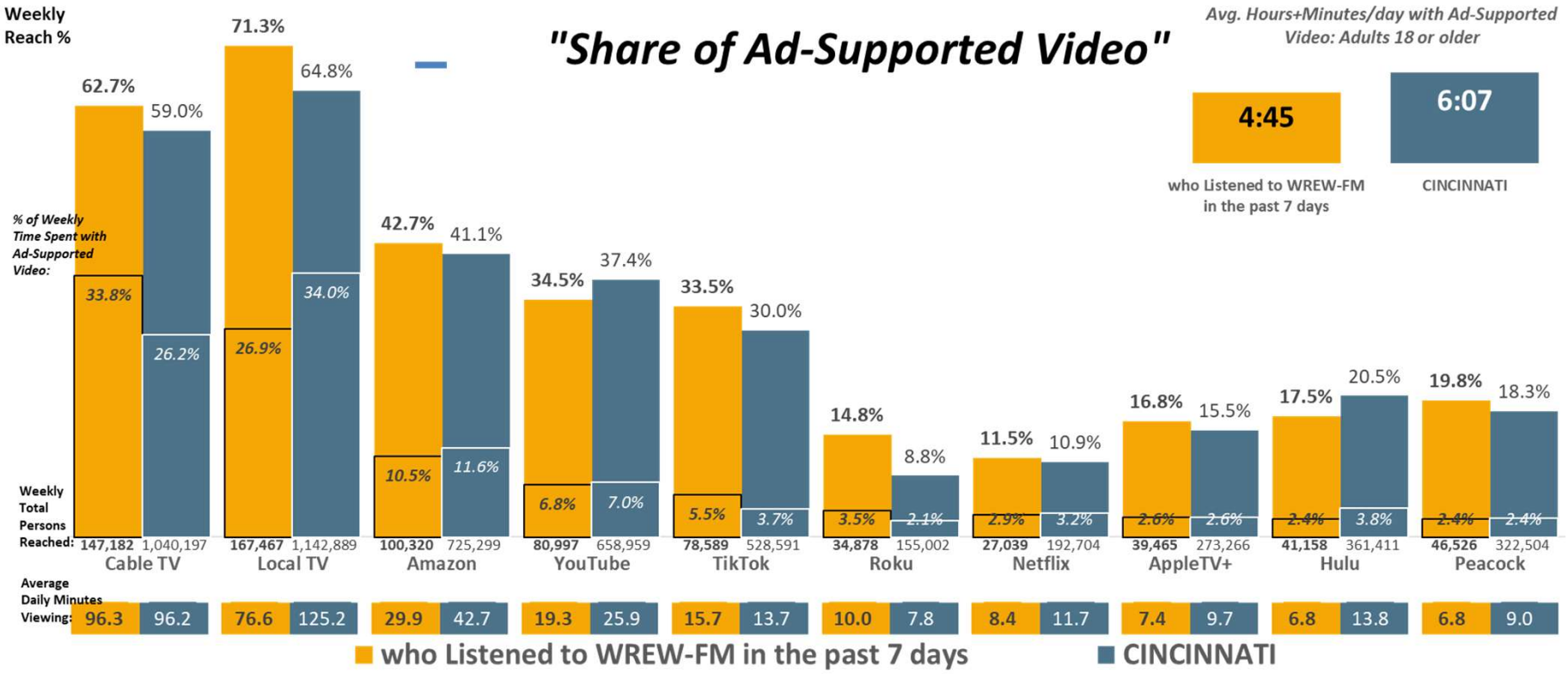
CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 272 CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 1,839

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CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 247 CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 1,839

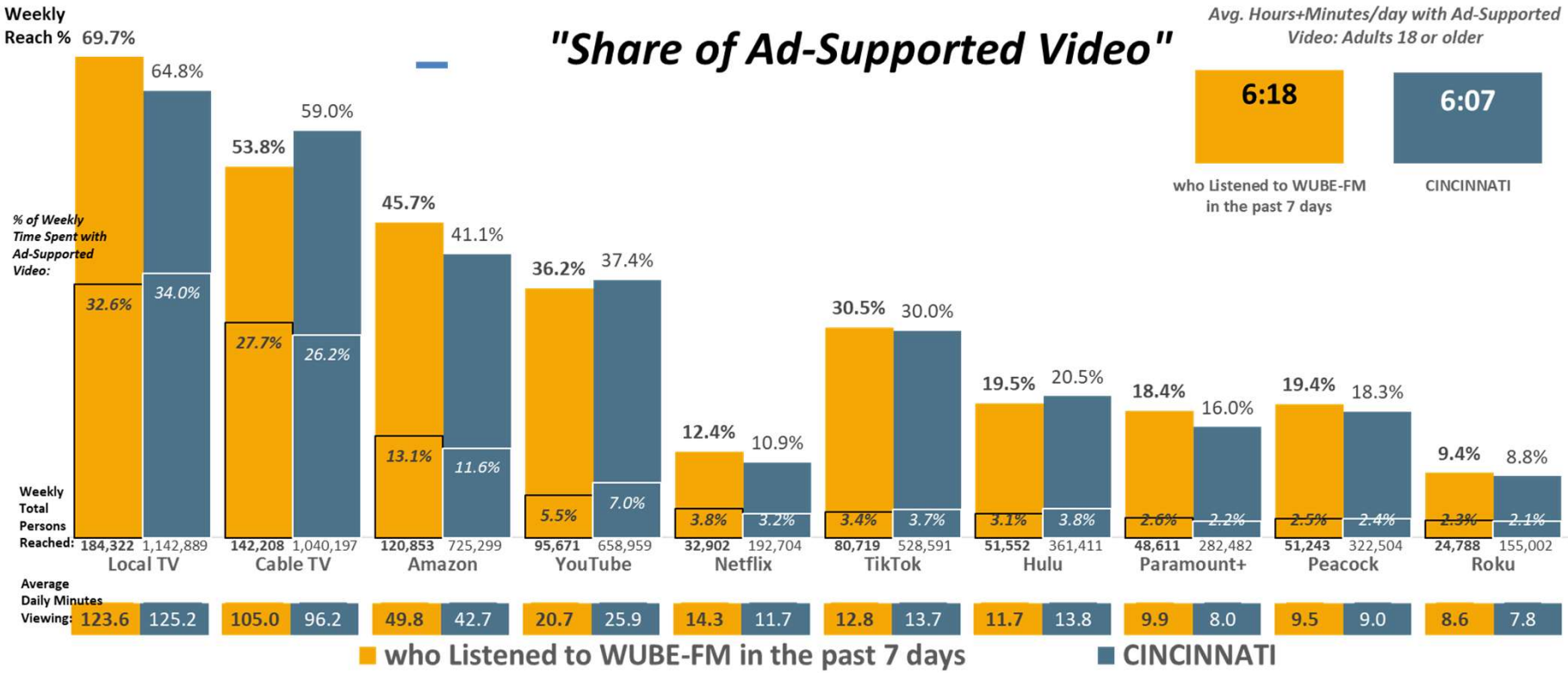
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Radio Stations: WREW-FM

B-105.1
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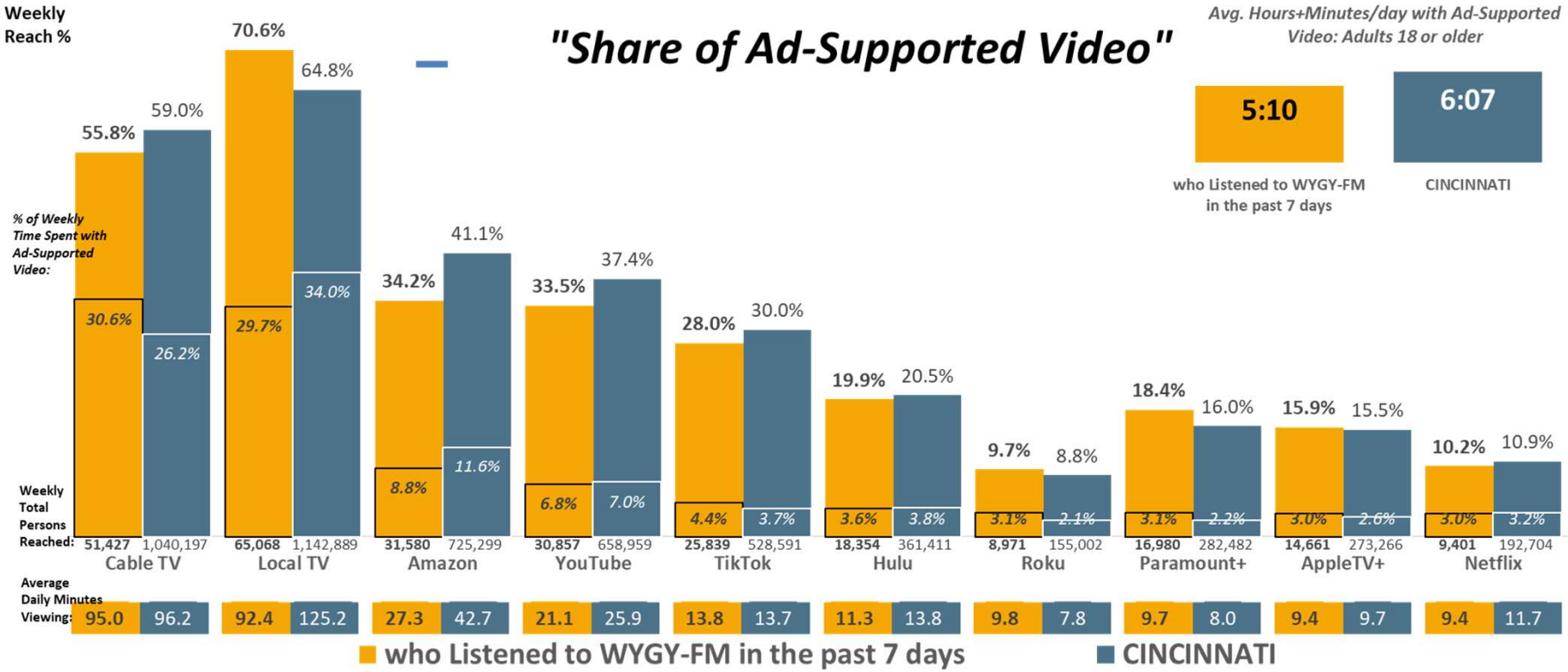
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CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 95 CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 1,839

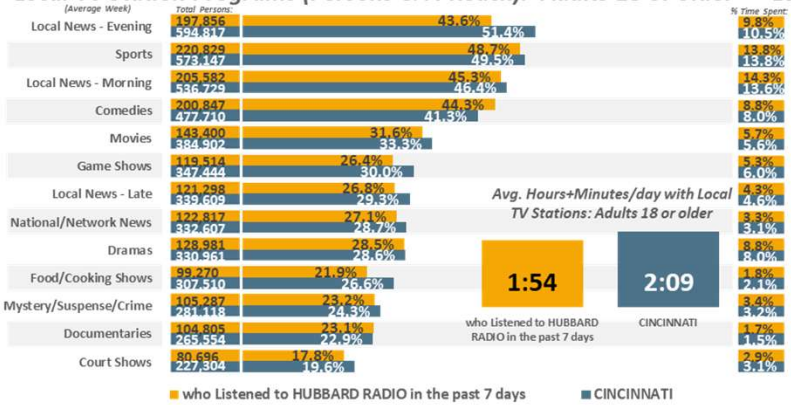
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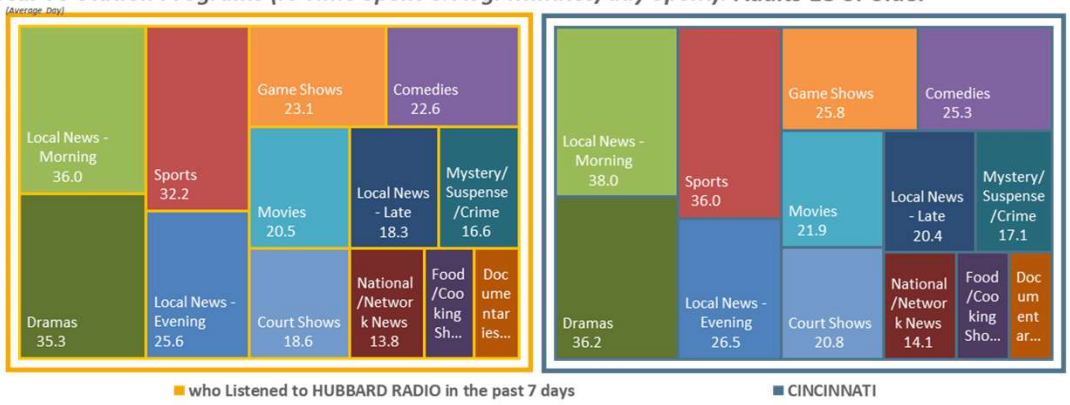
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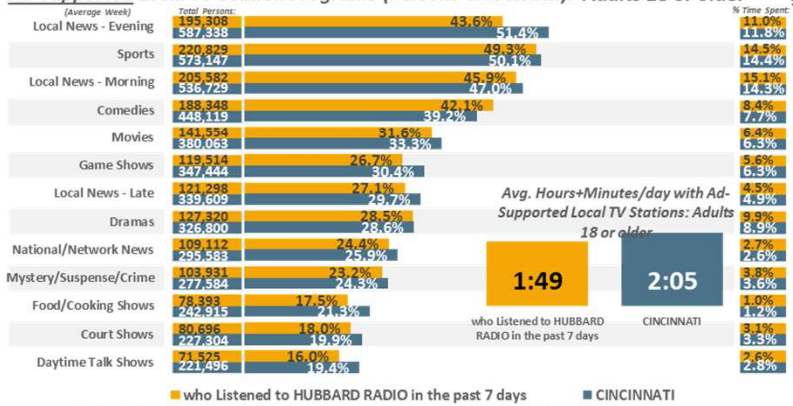
Local TV Station Programs (Persons & % Reach): Adults 18 or older



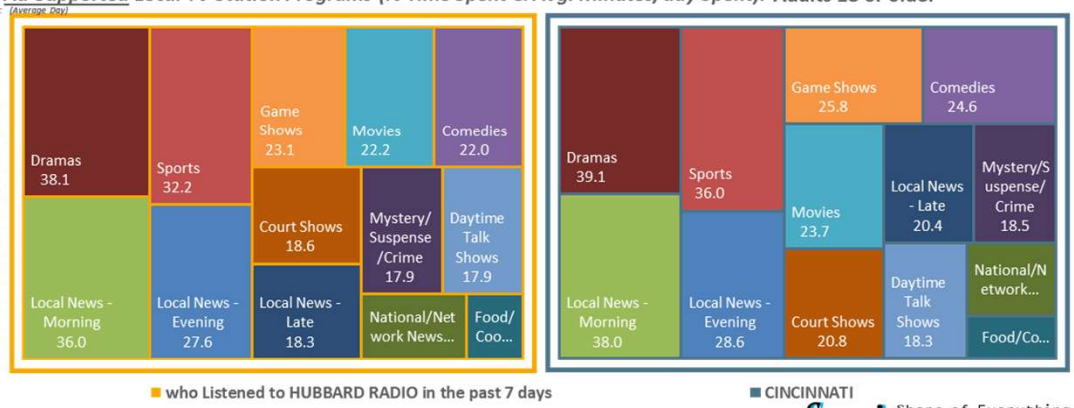
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 671

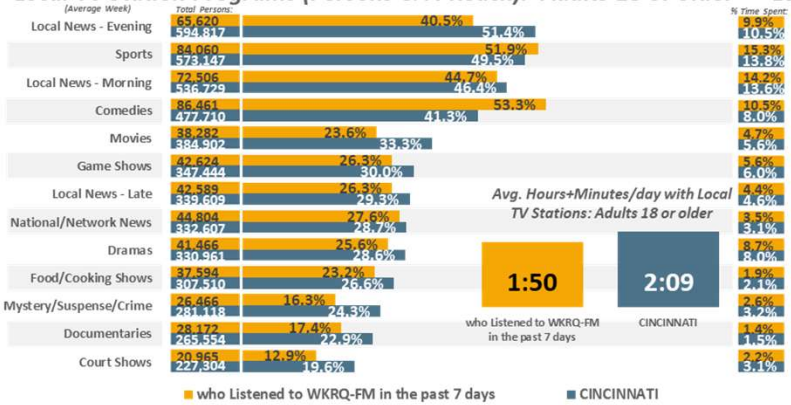
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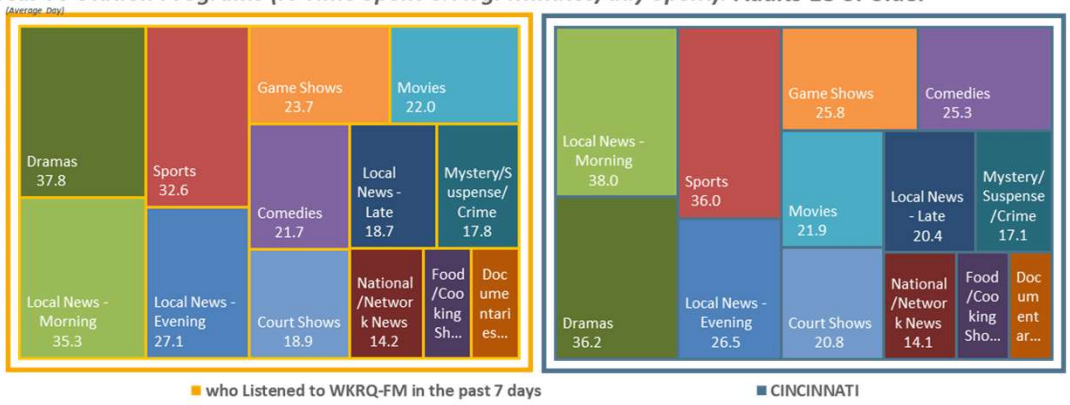
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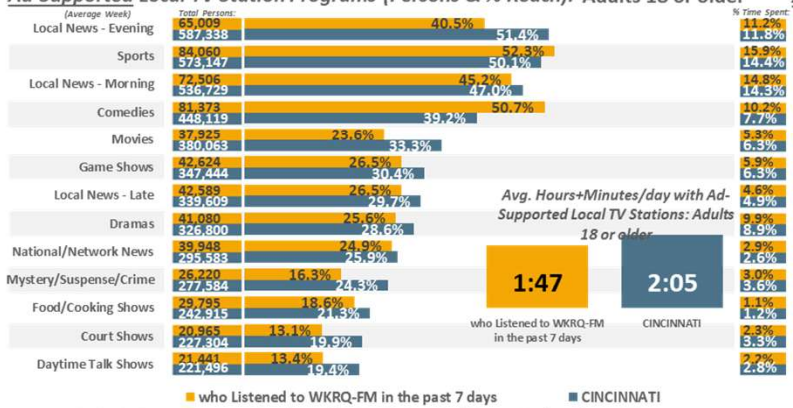
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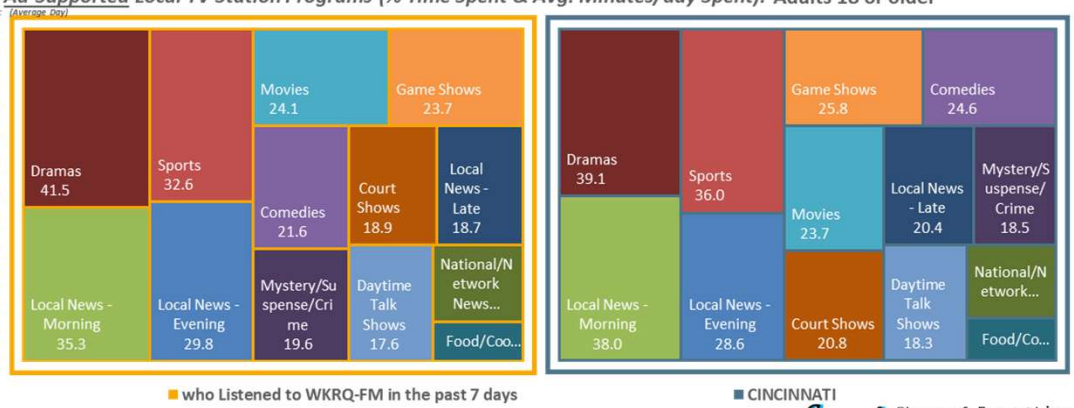
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 272

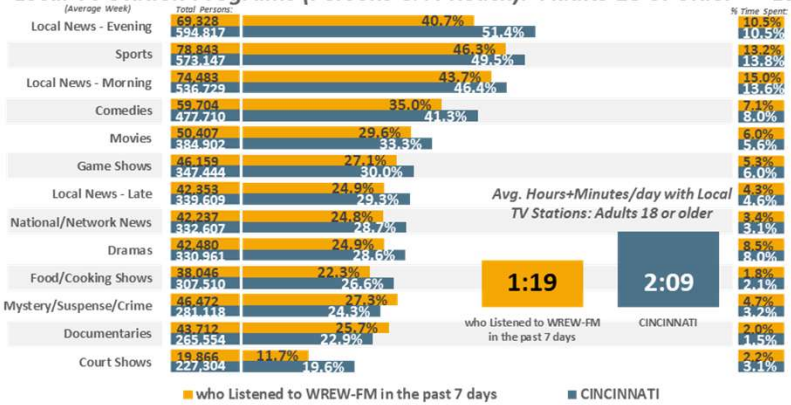
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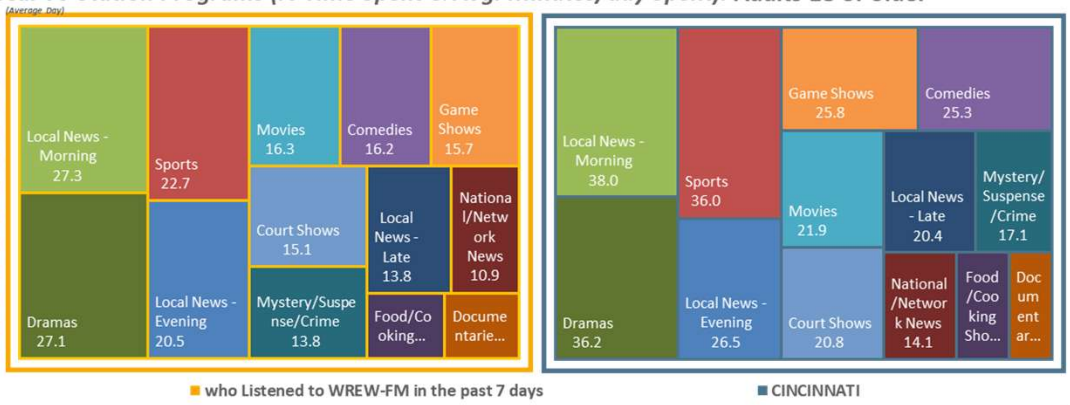
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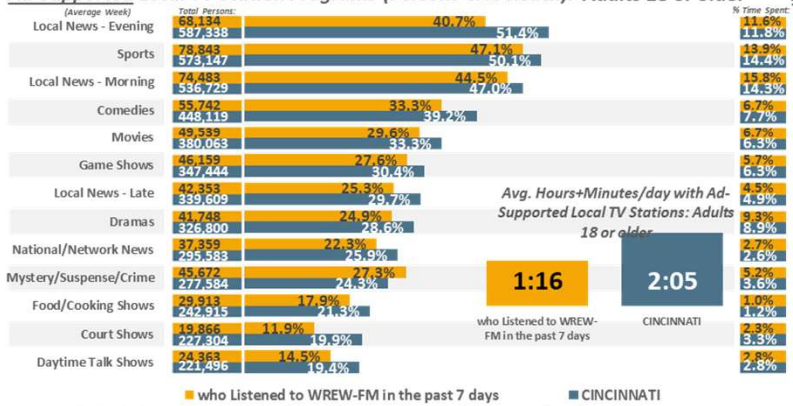
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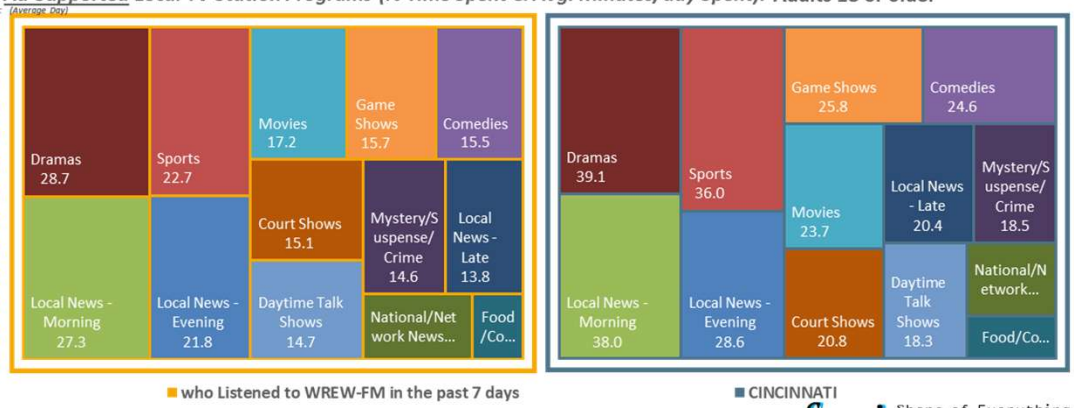
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 247

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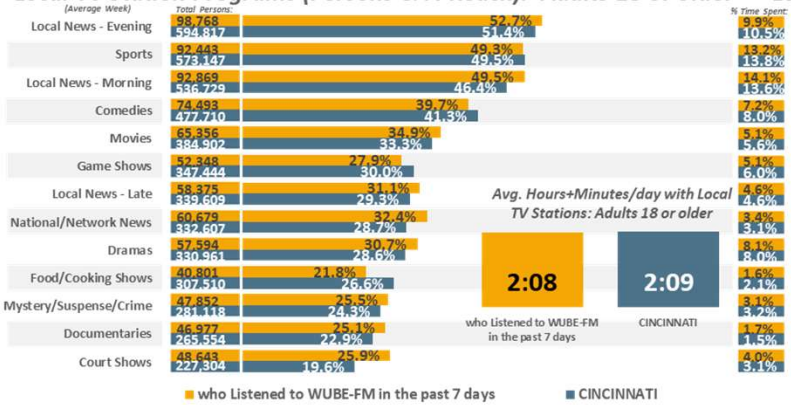
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Radio Stations: WREW-FM

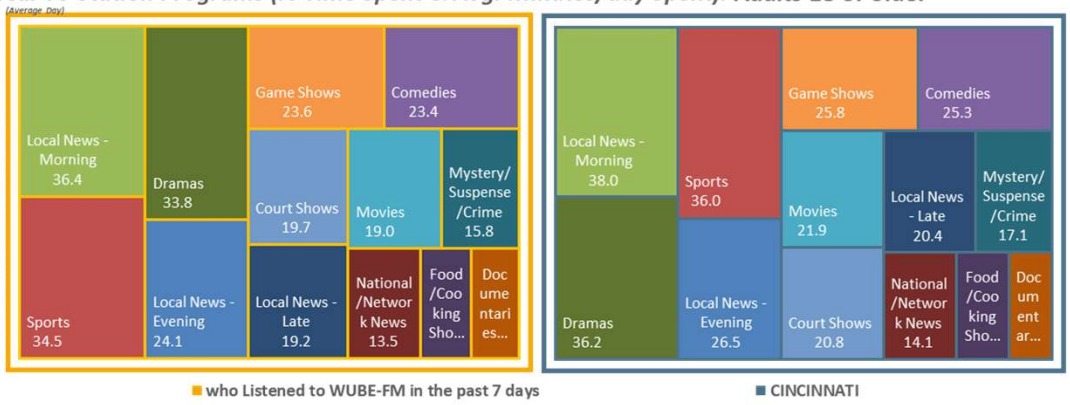
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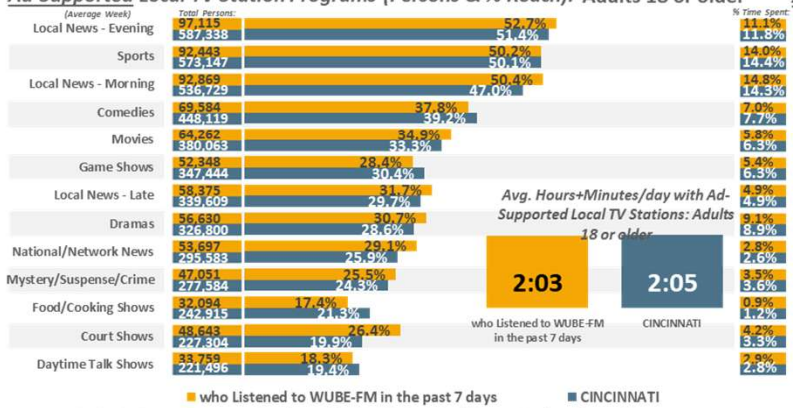
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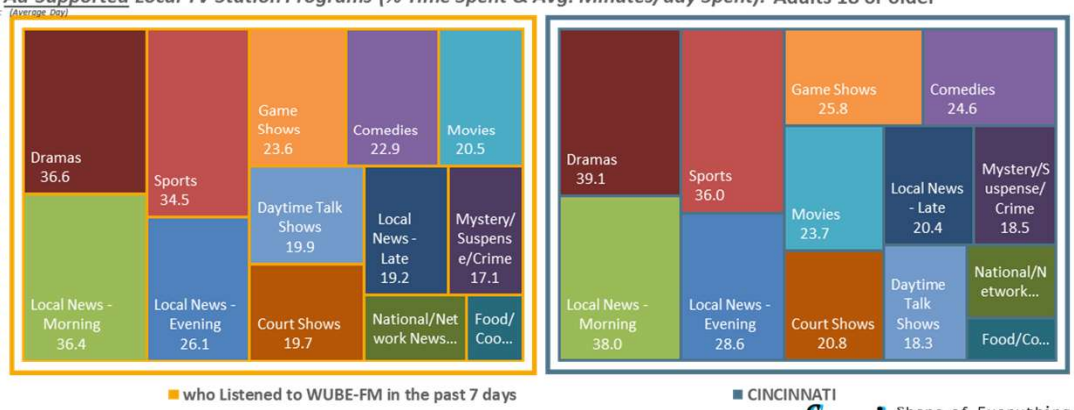
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Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 18 or older



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



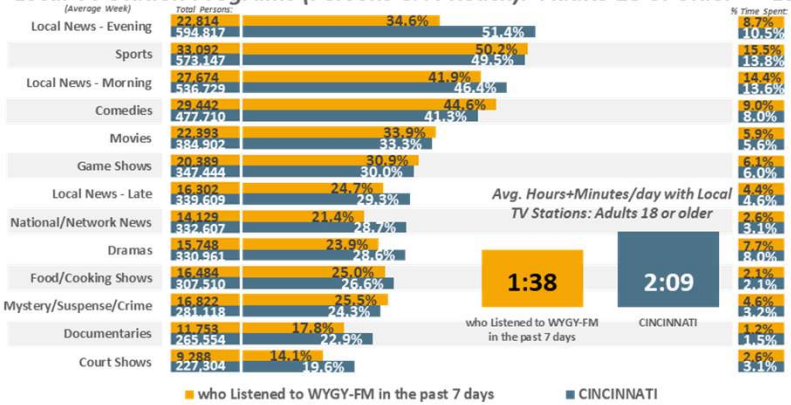
CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 281

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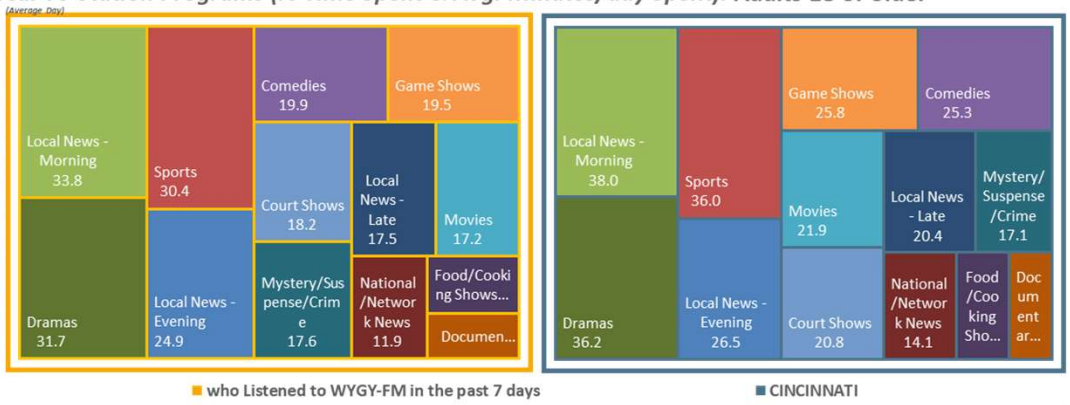
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65,068 or 70.6% of Adults 18 or older who Listened to WYGY-FM in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Morning, Comedies, Local News - Evening, Movies, and Game Shows.

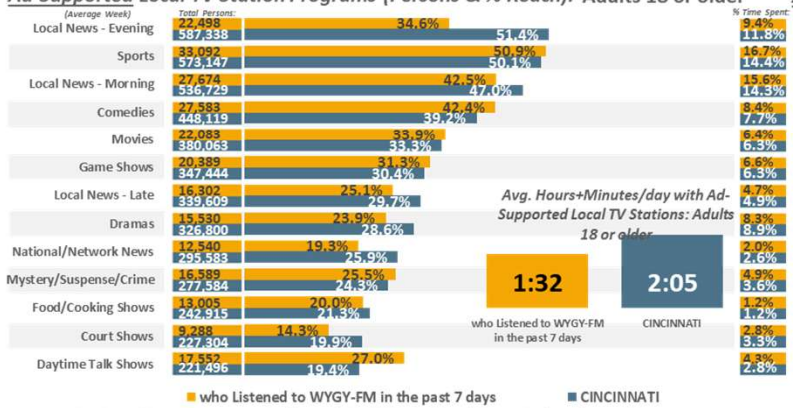
Local TV Station Programs (Persons & % Reach): Adults 18 or older



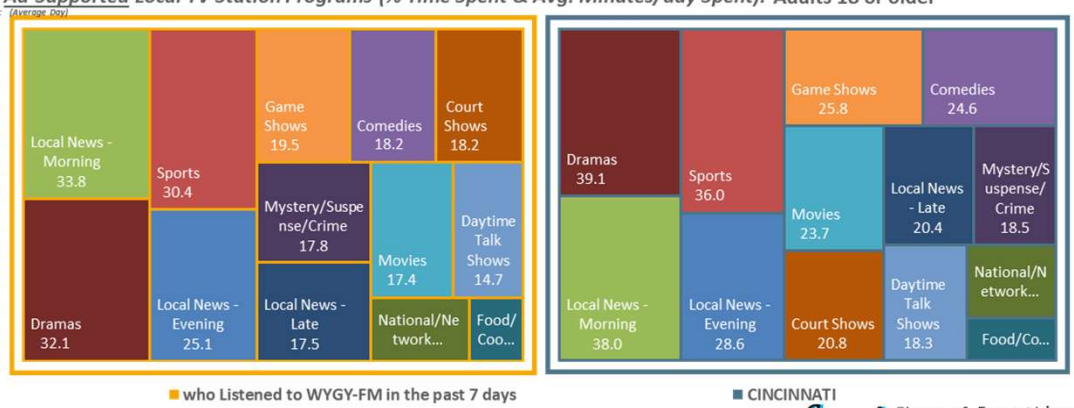
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 95

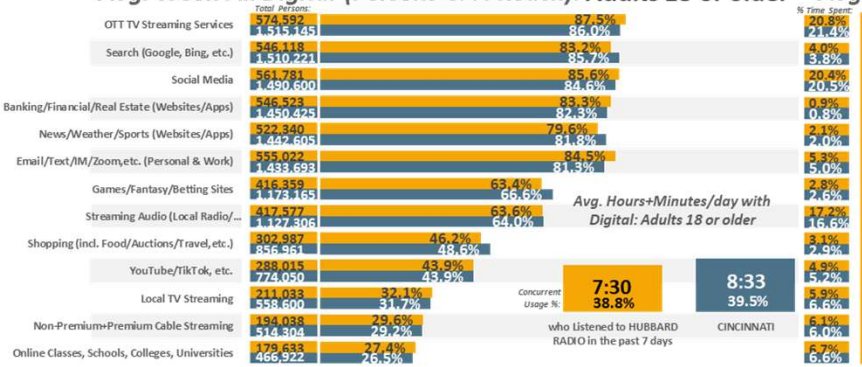
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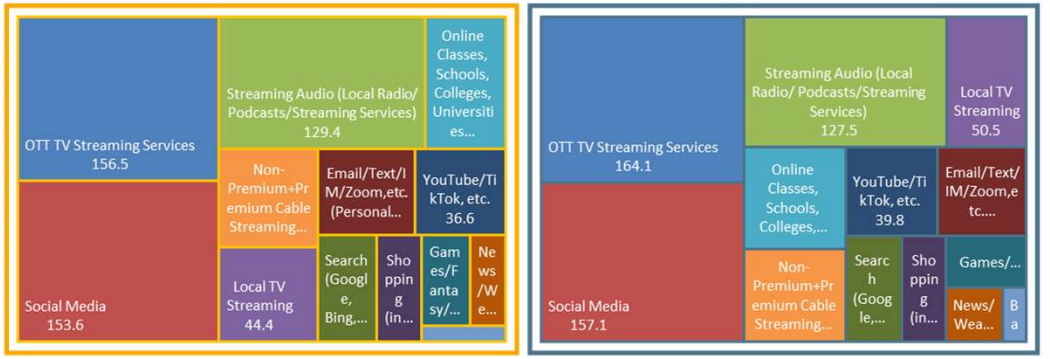
Radio Stations: WYGY-FM

497,262 or 75.7% of Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days use Ad-Supported Social Media for an average of 135.9 minutes every day representing 25.2% of all time spent daily with Ad-Supported Digital Media.

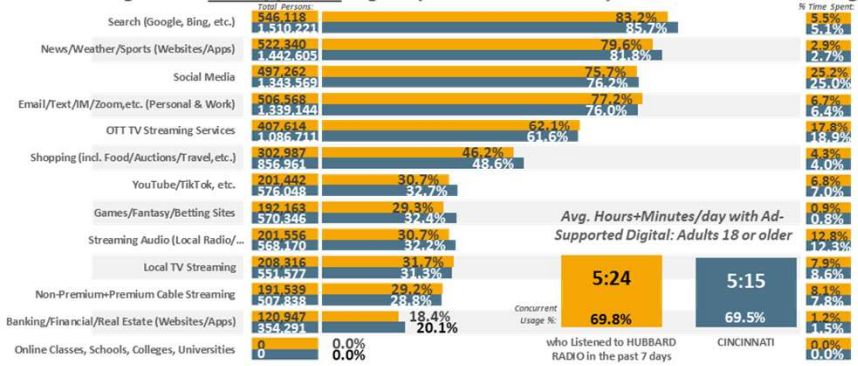
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



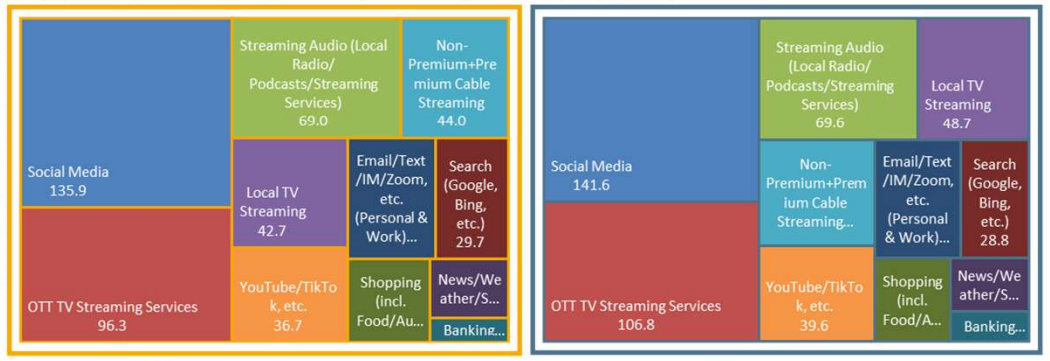
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 671

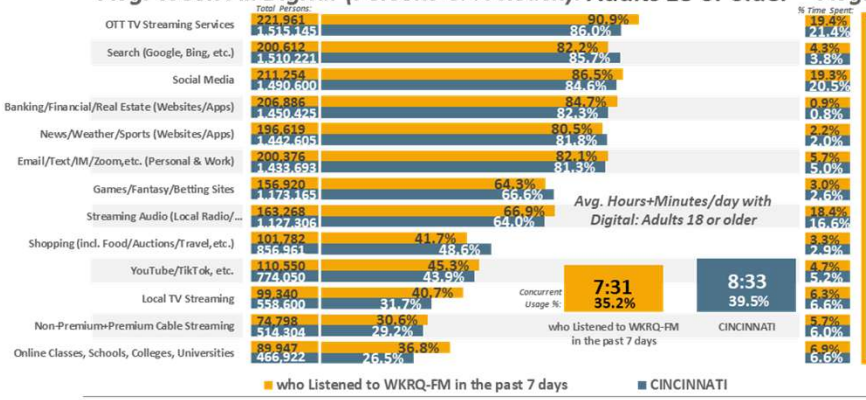
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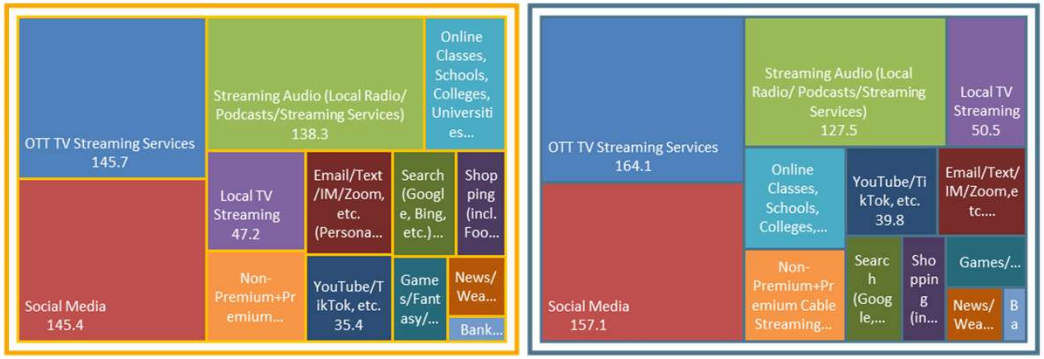
(Radio Stations: WKRQ-FM OR Radio Stations: WREW-FM OR Radio Stations: WUBE-FM OR Radio Stations: WYGY-FM)

181,906 or 74.5% of Adults 18 or older who Listened to WKRQ-FM in the past 7 days use Ad-Supported Social Media for an average of 125.2 minutes every day representing 23.9% of all time spent daily with Ad-Supported Digital Media.

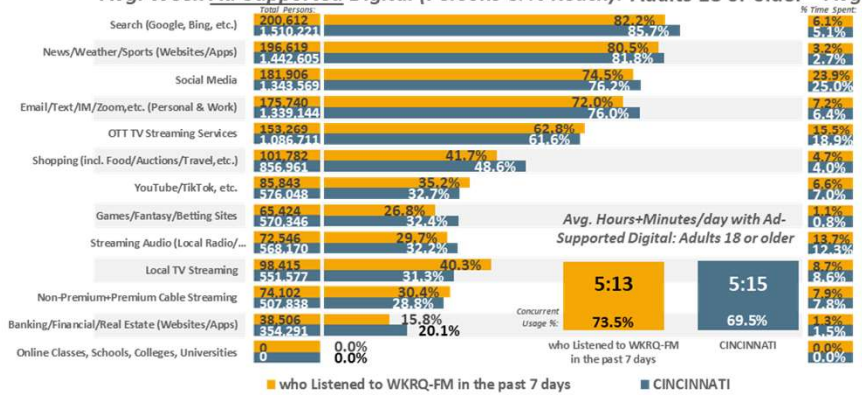
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



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



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



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



CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 272

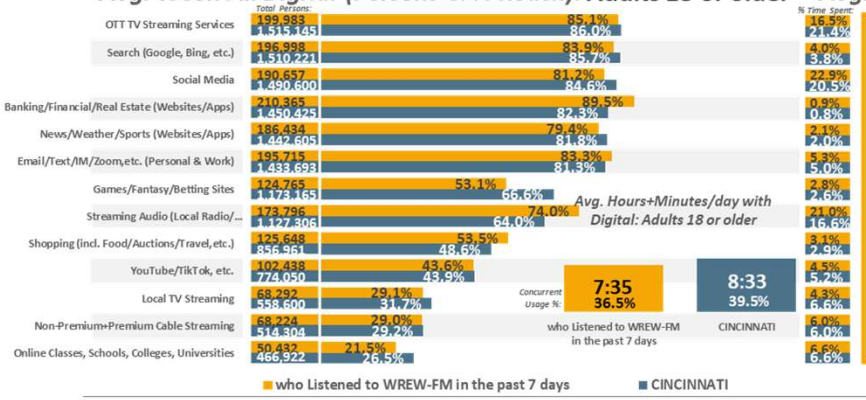
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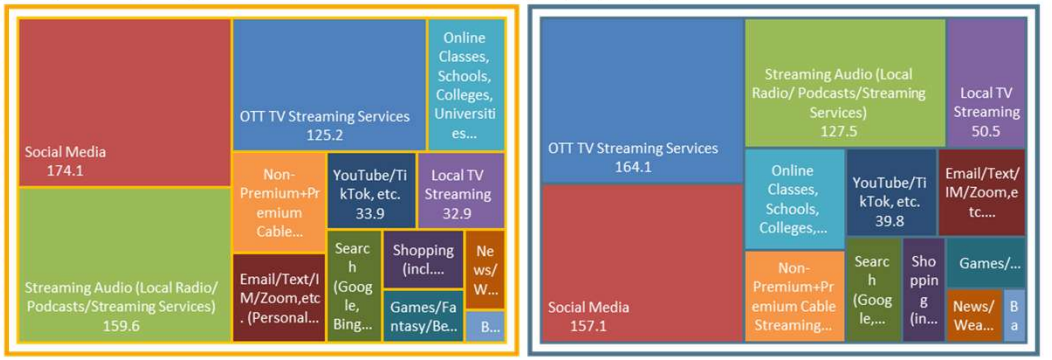
Radio Stations: WKRQ-FM

165,607 or 70.5% of Adults 18 or older who Listened to WREW-FM in the past 7 days use Ad-Supported Social Media for an average of 151.3 minutes every day representing 27.6% of all time spent daily with Ad-Supported Digital Media.

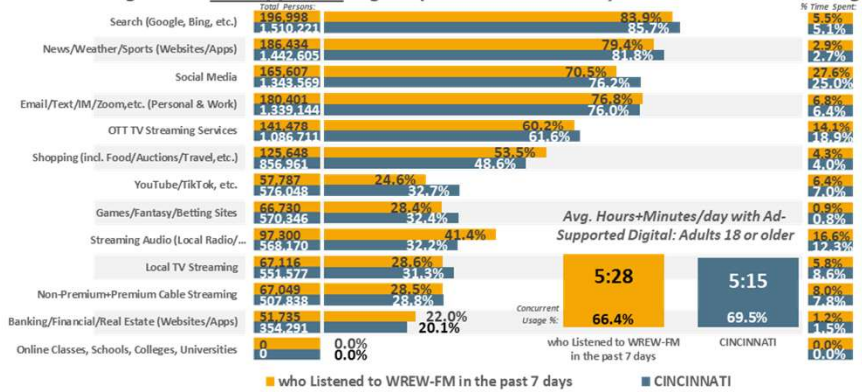
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



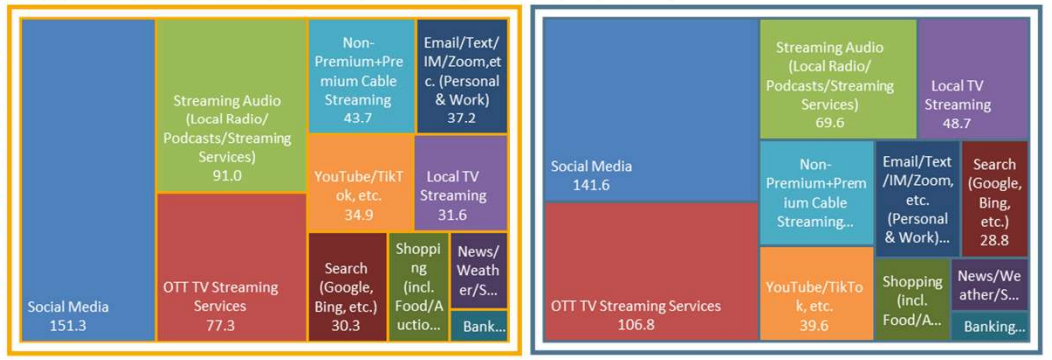
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 247

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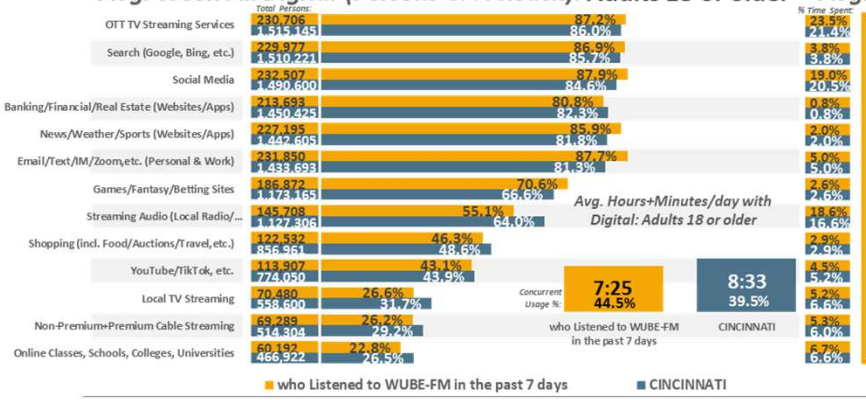
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Radio Stations: WREW-FM

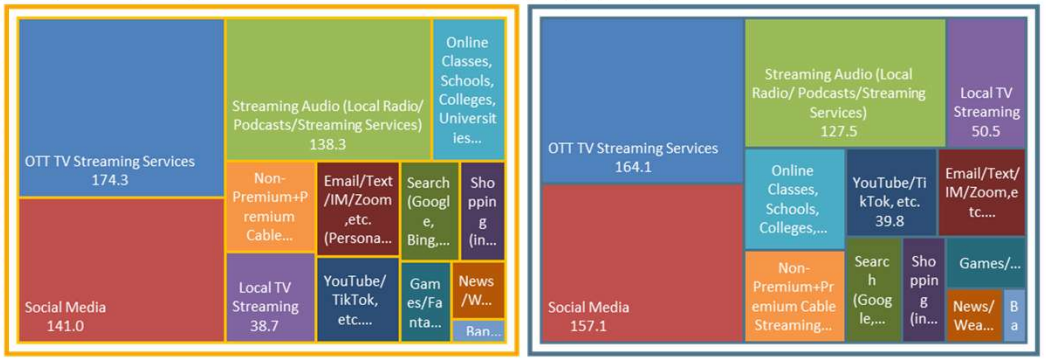
B-105.1
CINCINNATI'S NEW COUNTRY!

207,877 or 78.6% of Adults 18 or older who Listened to WUBE-FM in the past 7 days use Ad-Supported Social Media for an average of 126.1 minutes every day representing 23.3% of all time spent daily with Ad-Supported Digital Media.

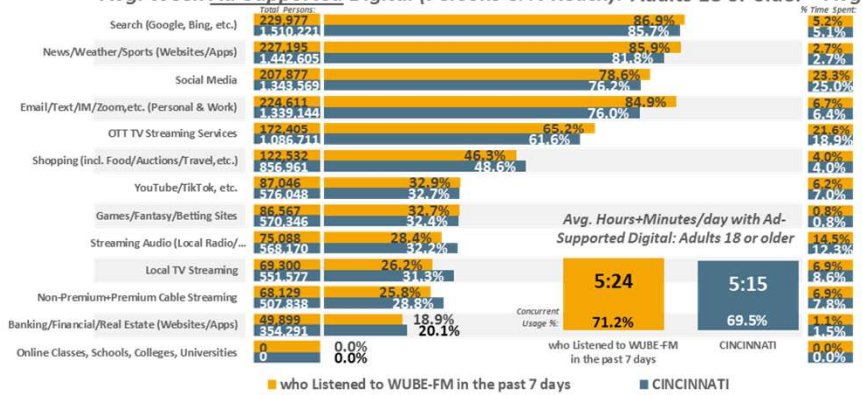
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



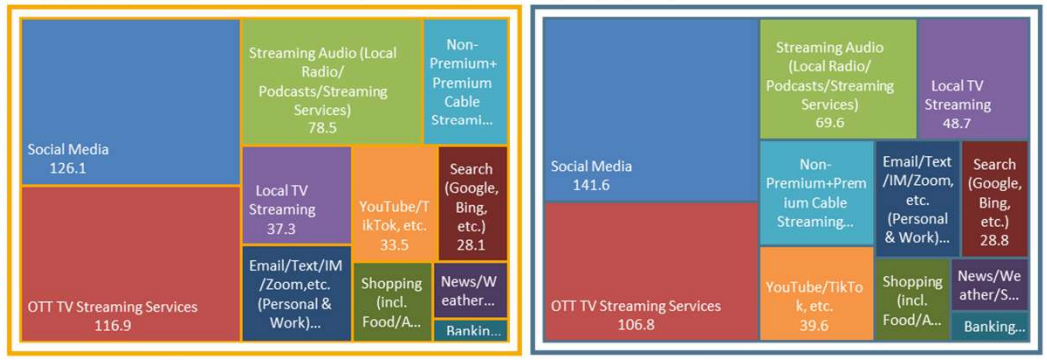
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 281

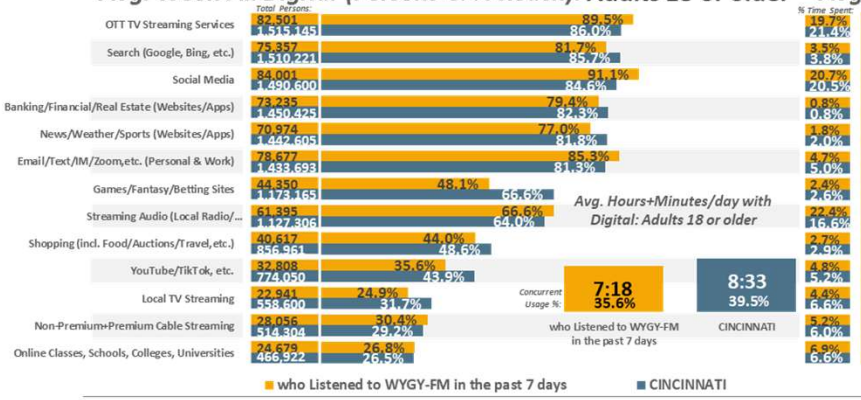
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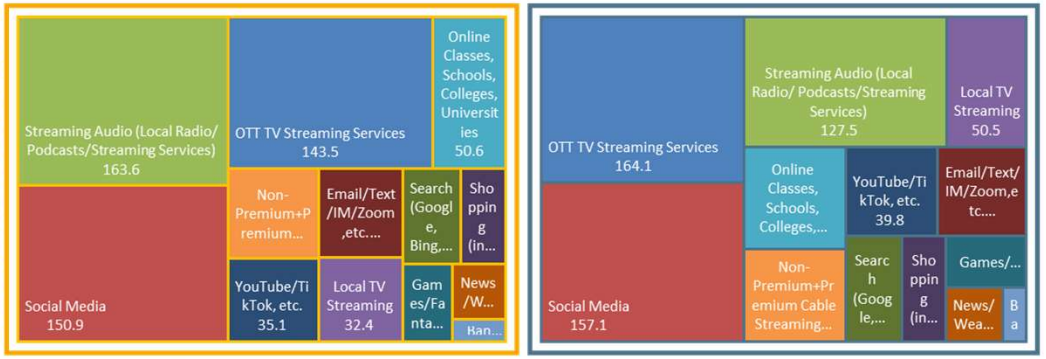
Radio Stations: WUBE-FM

78,268 or 84.9% of Adults 18 or older who Listened to WYGY-FM in the past 7 days use Ad-Supported Social Media for an average of 140.6 minutes every day representing 27.5% of all time spent daily with Ad-Supported Digital Media.

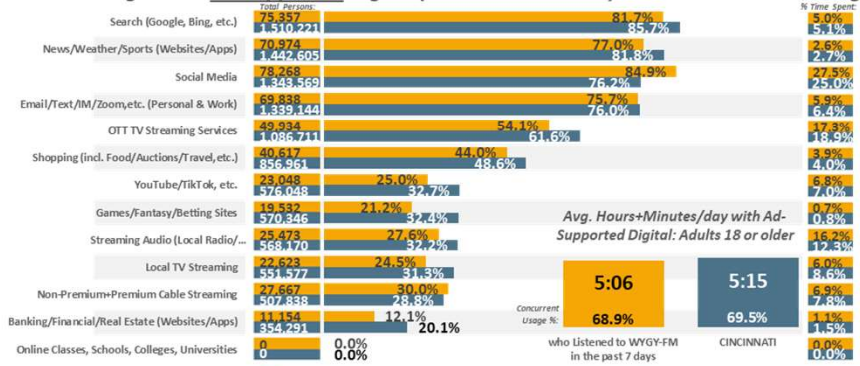
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



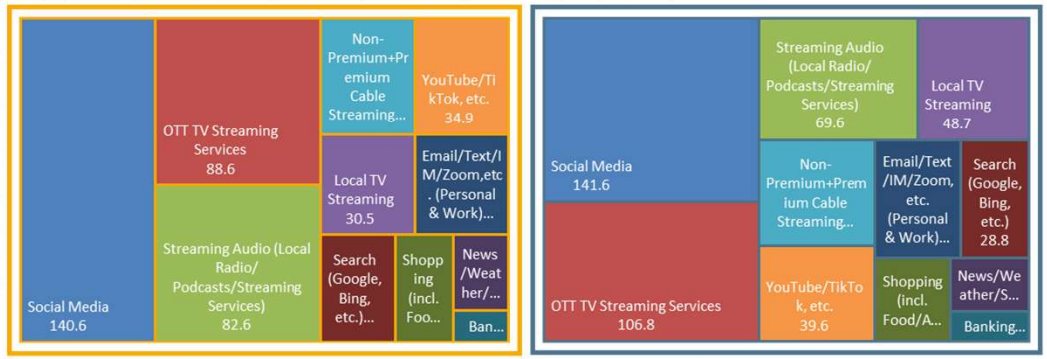
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 95

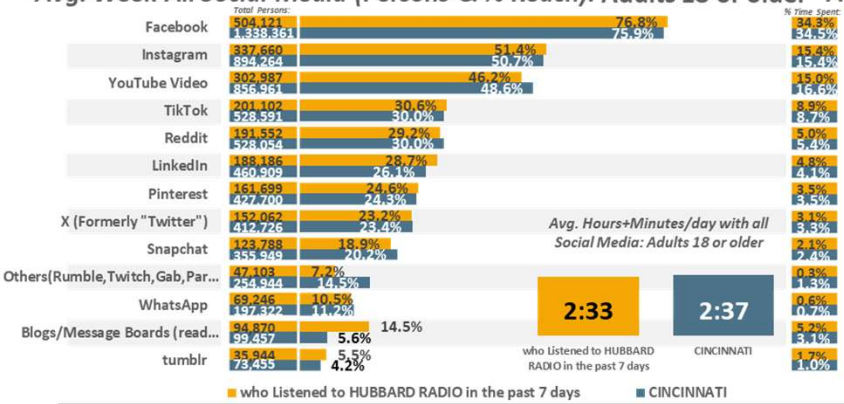
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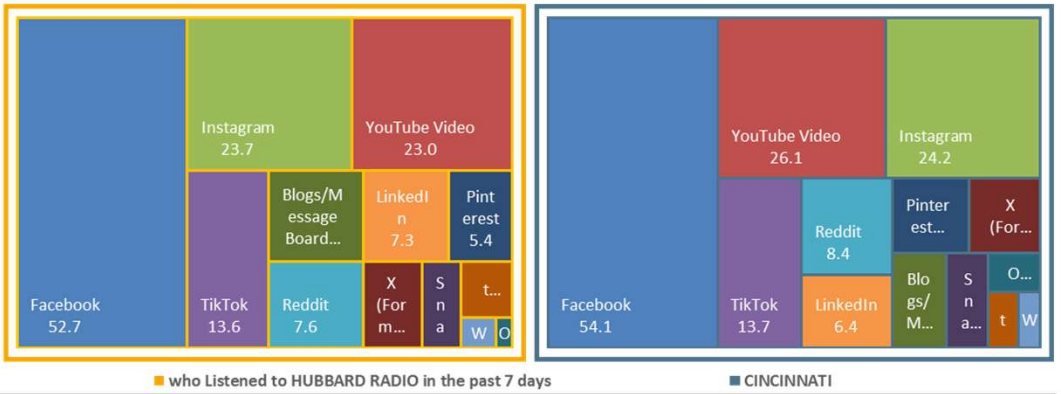
Radio Stations: WYGY-FM

497,262 or 75.7% of Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days use Ad-Supported Facebook for an average of 47.3 minutes every day representing 34.8% of all time spent daily with Ad-Supported Social Media.

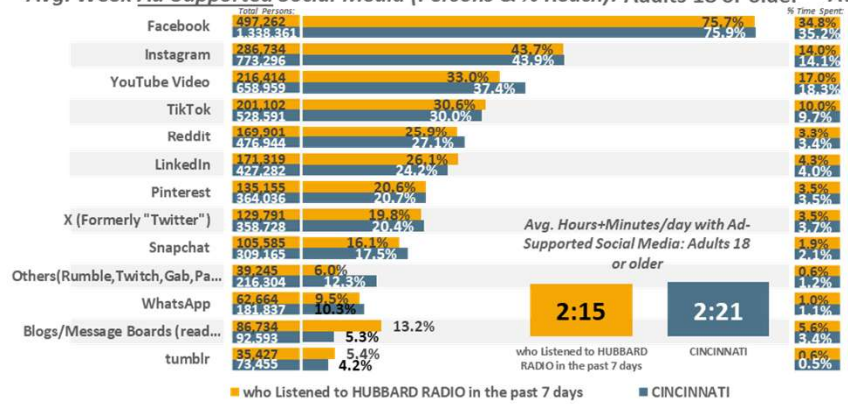
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



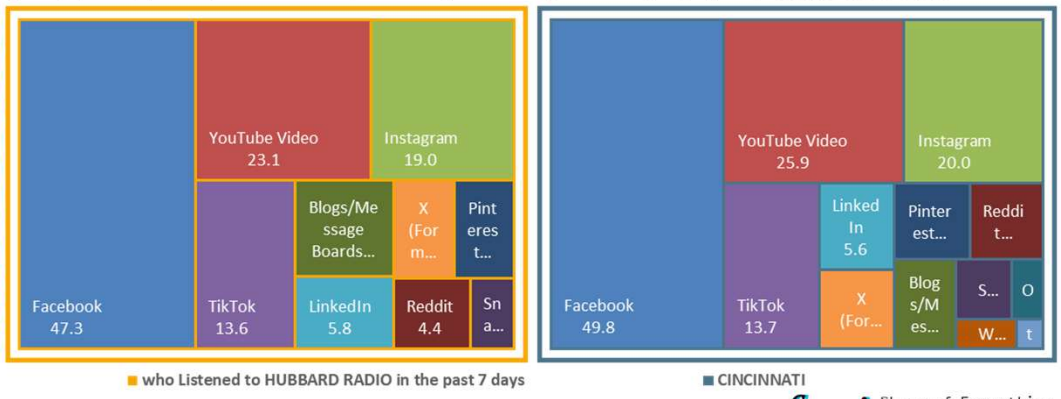
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 671

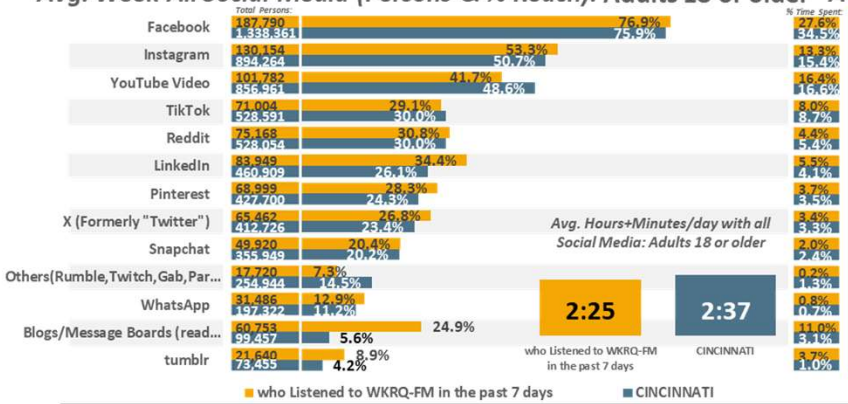
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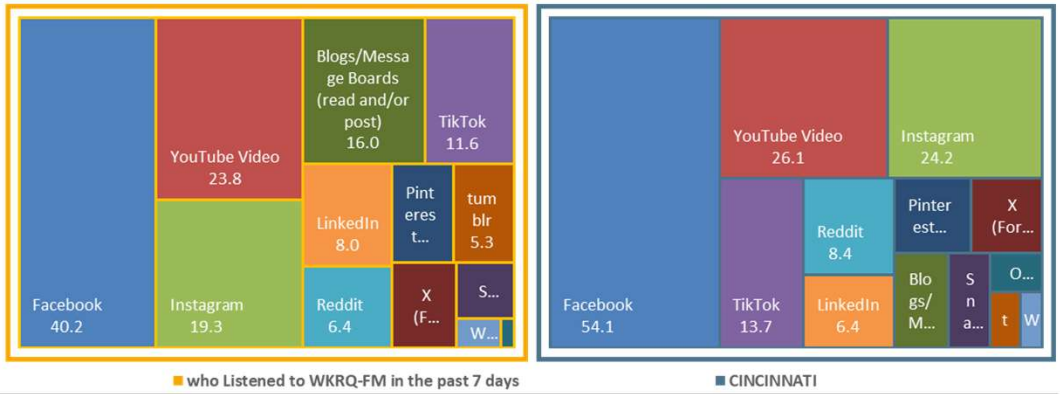
(Radio Stations: WKRQ-FM OR Radio Stations: WREW-FM OR Radio Stations: WUBE-FM OR Radio Stations: WYGY-FM)

181,906 or 74.5% of Adults 18 or older who Listened to WKRQ-FM in the past 7 days use Ad-Supported Facebook for an average of 37.5 minutes every day representing 29.9% of all time spent daily with Ad-Supported Social Media.

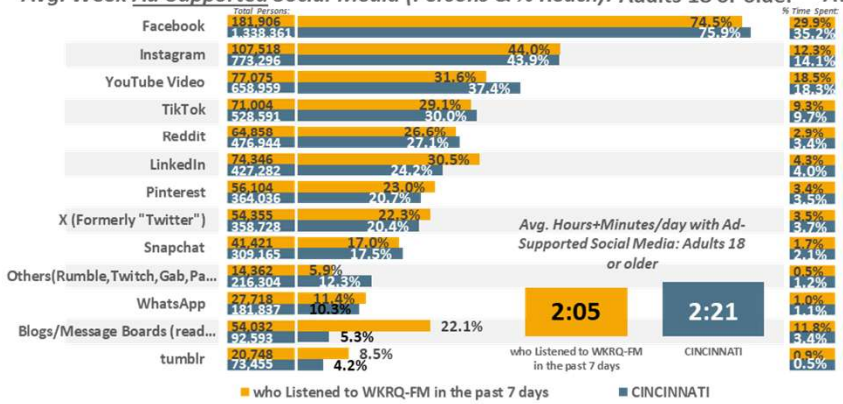
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



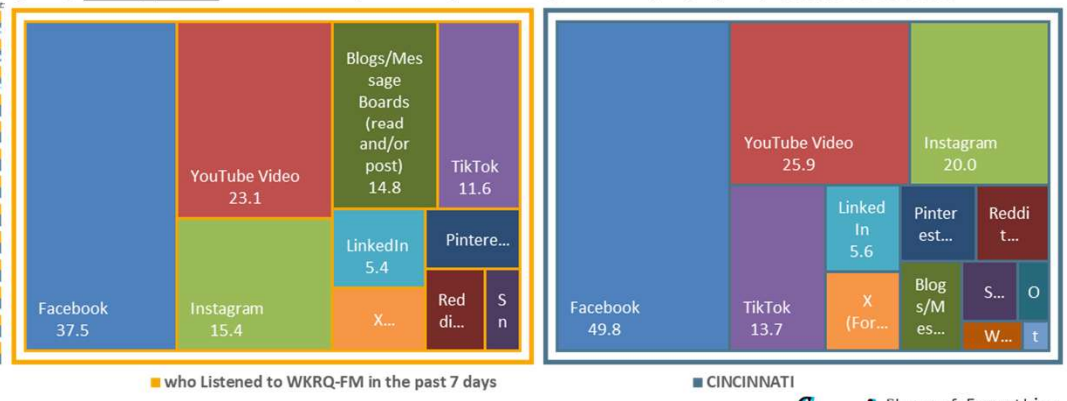
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 272

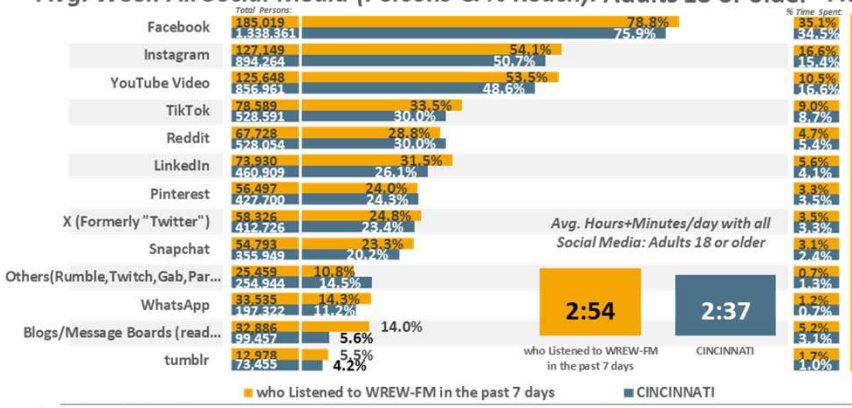
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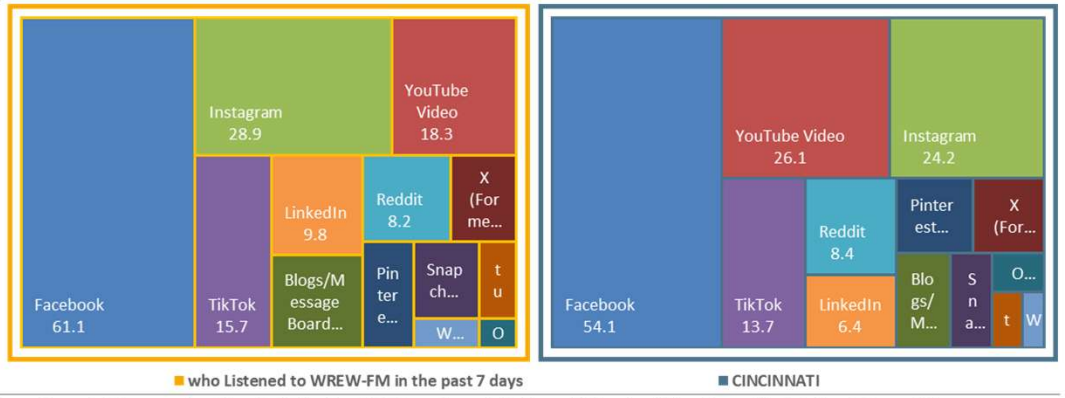
Radio Stations: WKRQ-FM

165,607 or 70.5% of Adults 18 or older who Listened to WREW-FM in the past 7 days use Ad-Supported Facebook for an average of 52.4 minutes every day representing 34.7% of all time spent daily with Ad-Supported Social Media.

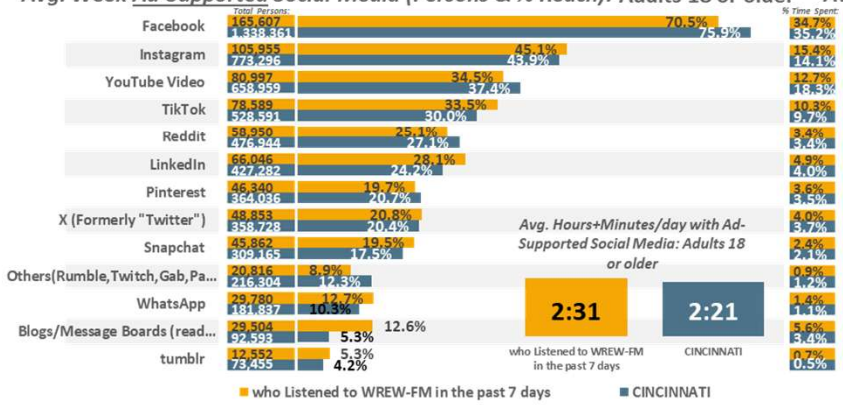
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



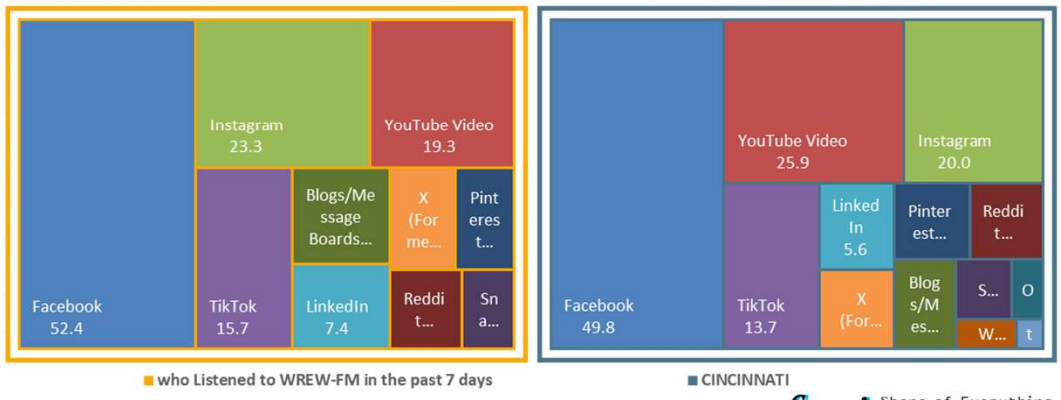
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 247

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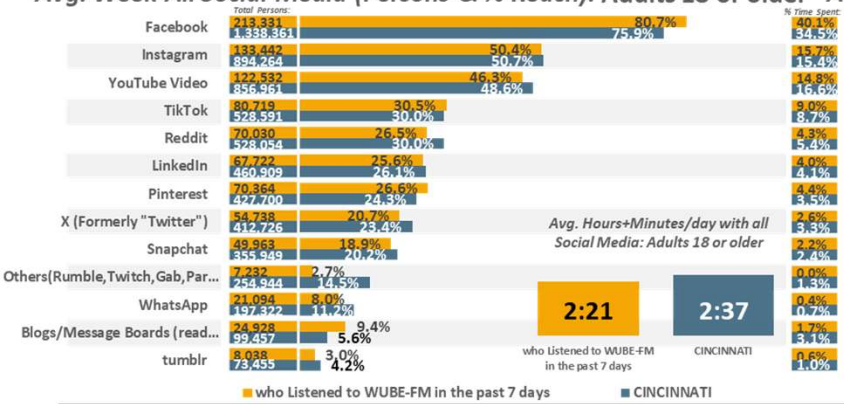
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Radio Stations: WREW-FM

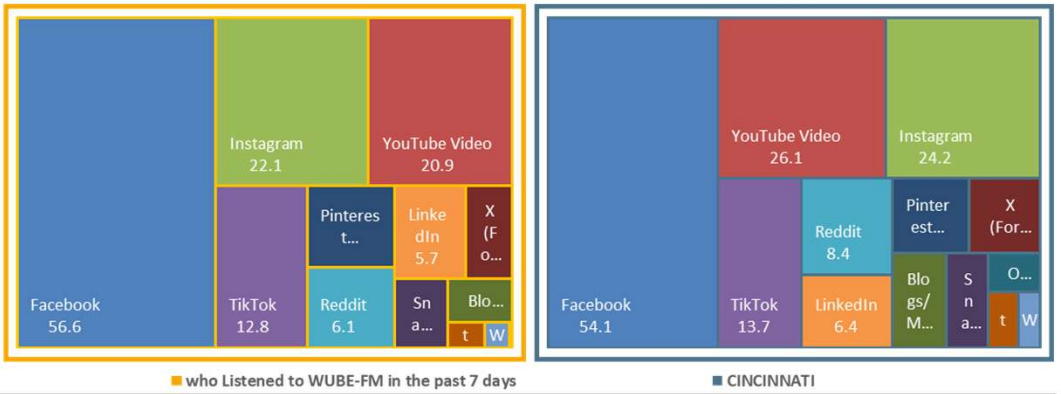
B-105.1
CINCINNATI'S NEW COUNTRY!

207,877 or 78.6% of Adults 18 or older who Listened to WUBE-FM in the past 7 days use Ad-Supported Facebook for an average of 48.7 minutes every day representing 38.6% of all time spent daily with Ad-Supported Social Media.

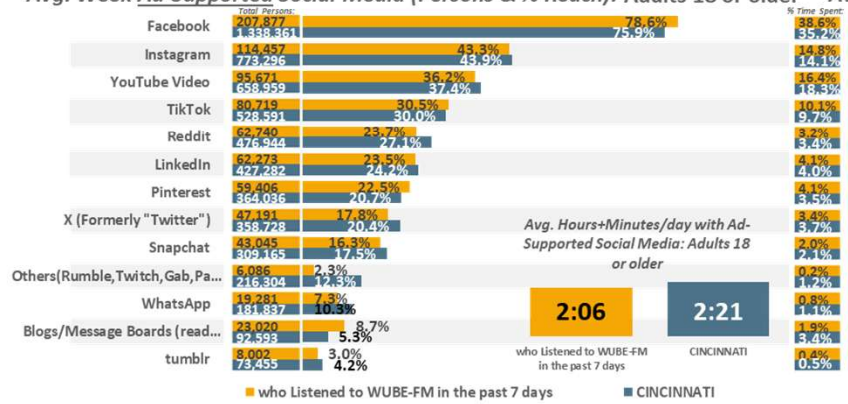
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



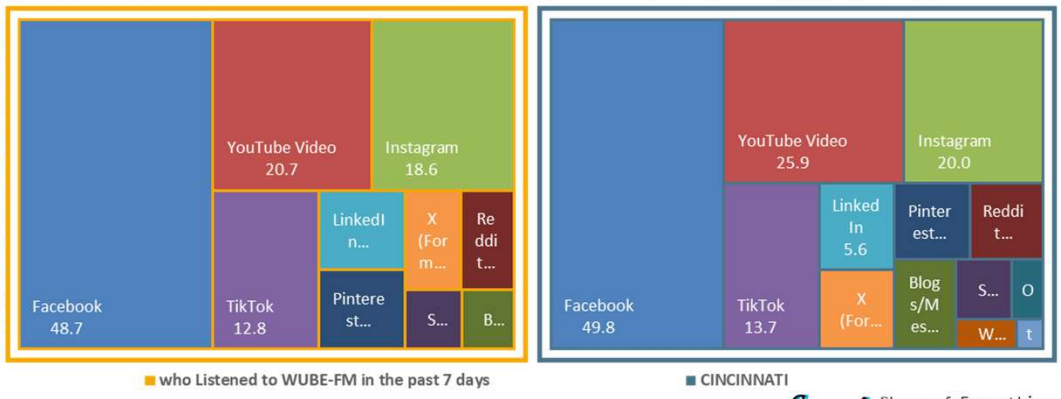
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 281

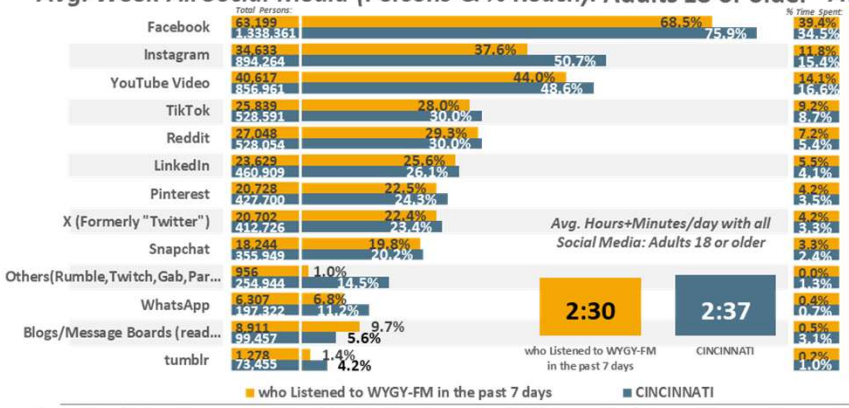
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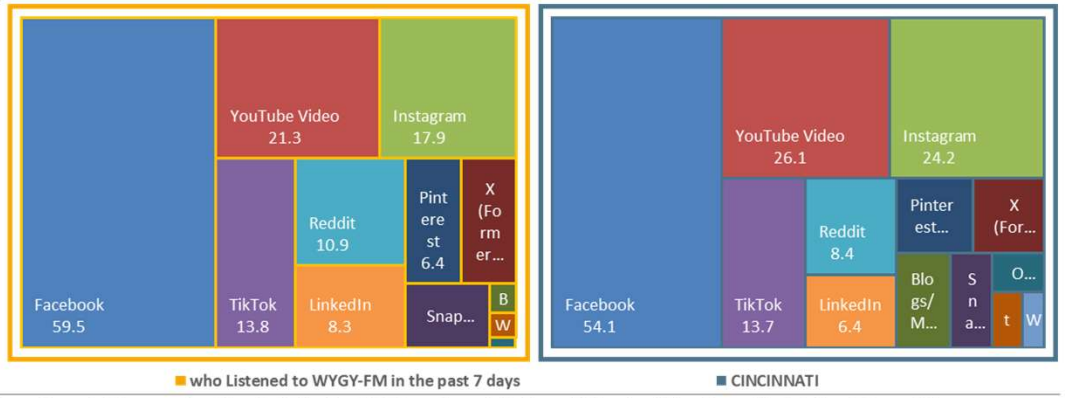
Radio Stations: WUBE-FM

63,199 or 68.5% of Adults 18 or older who Listened to WYGY-FM in the past 7 days use Ad-Supported Facebook for an average of 55.5 minutes every day representing 39.4% of all time spent daily with Ad-Supported Social Media.

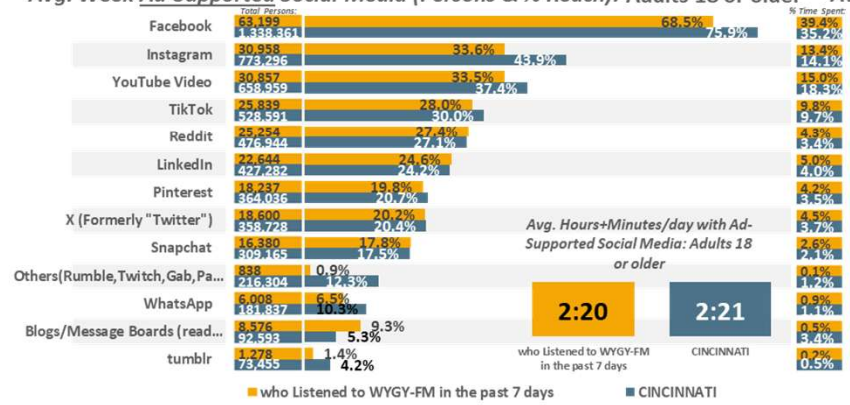
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



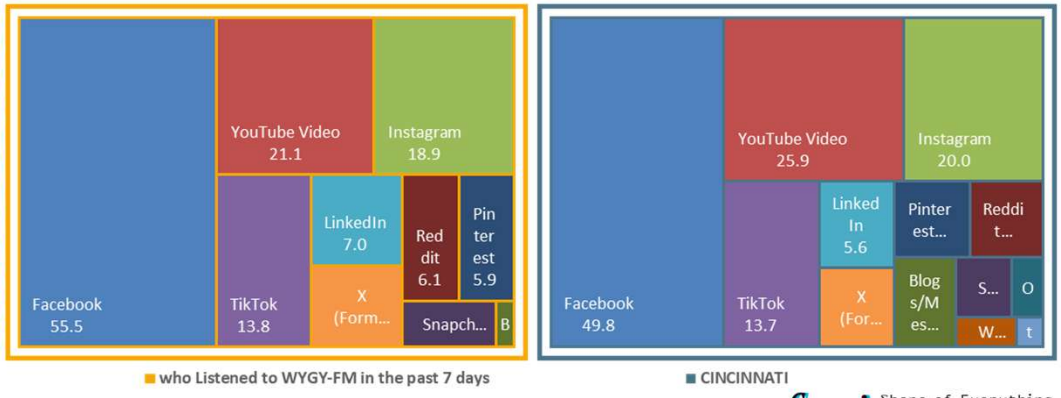
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



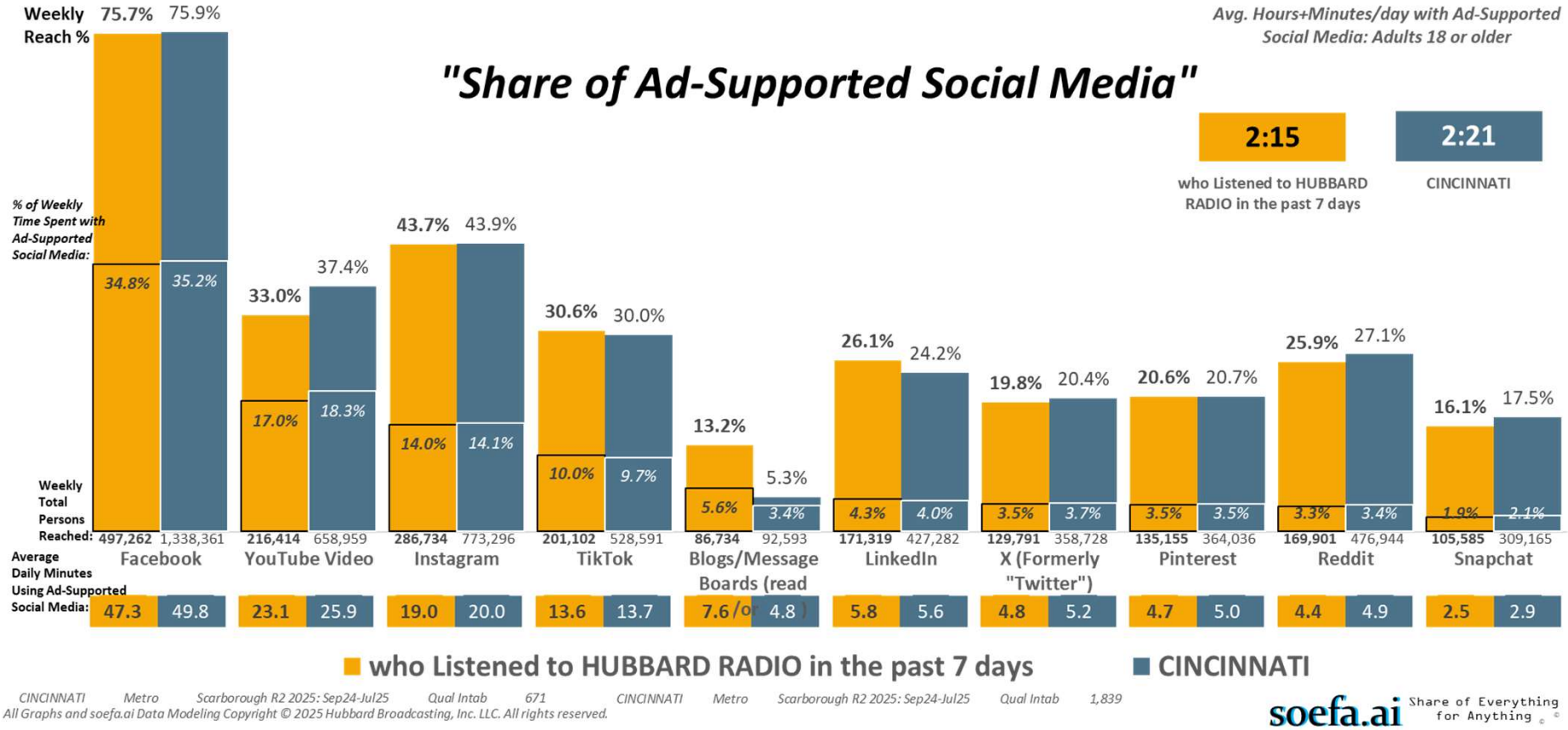
CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 95

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Radio Stations: WYGY-FM

497,262 or 75.7% of Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days use Ad-Supported Facebook for an average of 47.3 minutes every day representing 34.8% of all time spent daily with Ad-Supported Social Media.



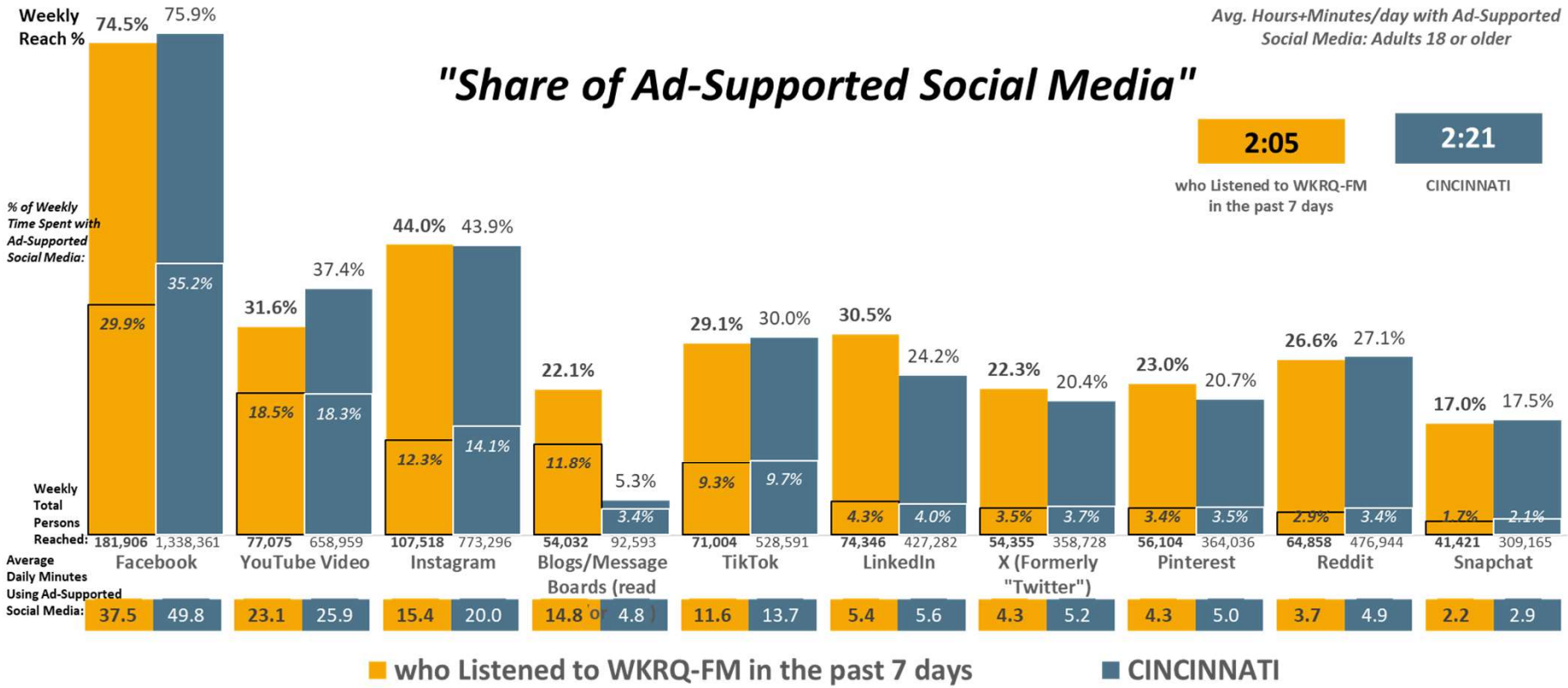
CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 671 CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 1,839

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

181,906 or 74.5% of Adults 18 or older who Listened to WKRQ-FM in the past 7 days use Ad-Supported Facebook for an average of 37.5 minutes every day representing 29.9% of all time spent daily with Ad-Supported Social Media.



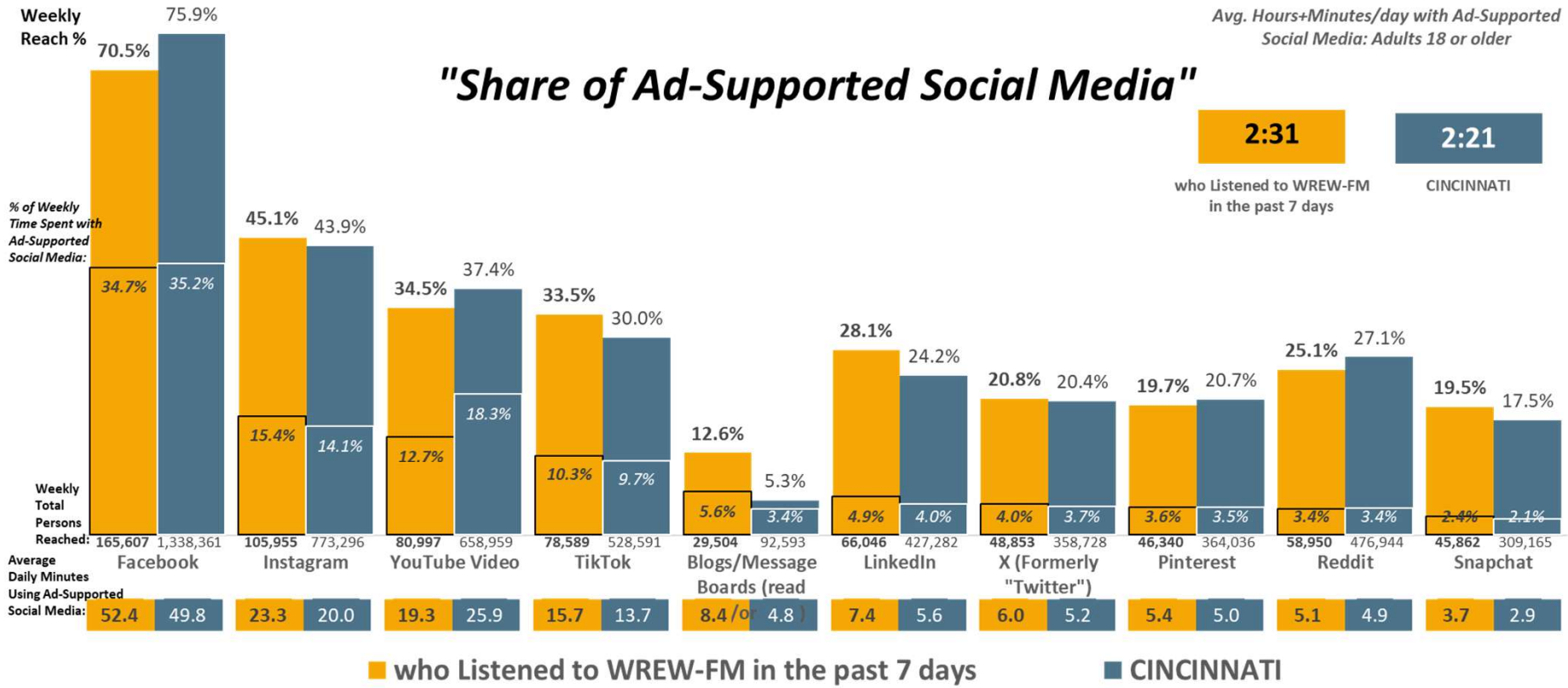
CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 272 CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 1,839

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Radio Stations: WKRQ-FM

165,607 or 70.5% of Adults 18 or older who Listened to WREW-FM in the past 7 days use Ad-Supported Facebook for an average of 52.4 minutes every day representing 34.7% of all time spent daily with Ad-Supported Social Media.



CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 247 CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 1,839

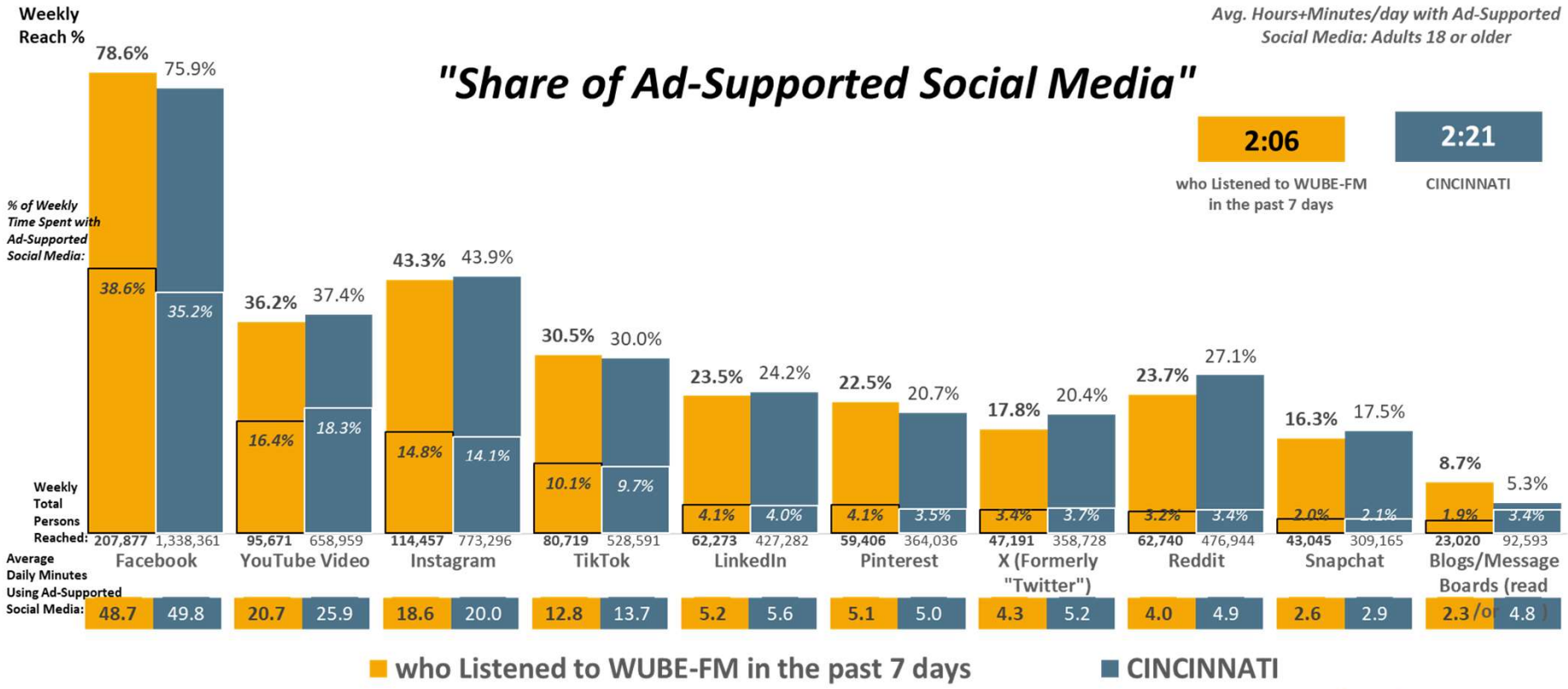
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Radio Stations: WREW-FM

B-105.1
CINCINNATI'S NEW COUNTRY!

207,877 or 78.6% of Adults 18 or older who Listened to WUBE-FM in the past 7 days use Ad-Supported Facebook for an average of 48.7 minutes every day representing 38.6% of all time spent daily with Ad-Supported Social Media.



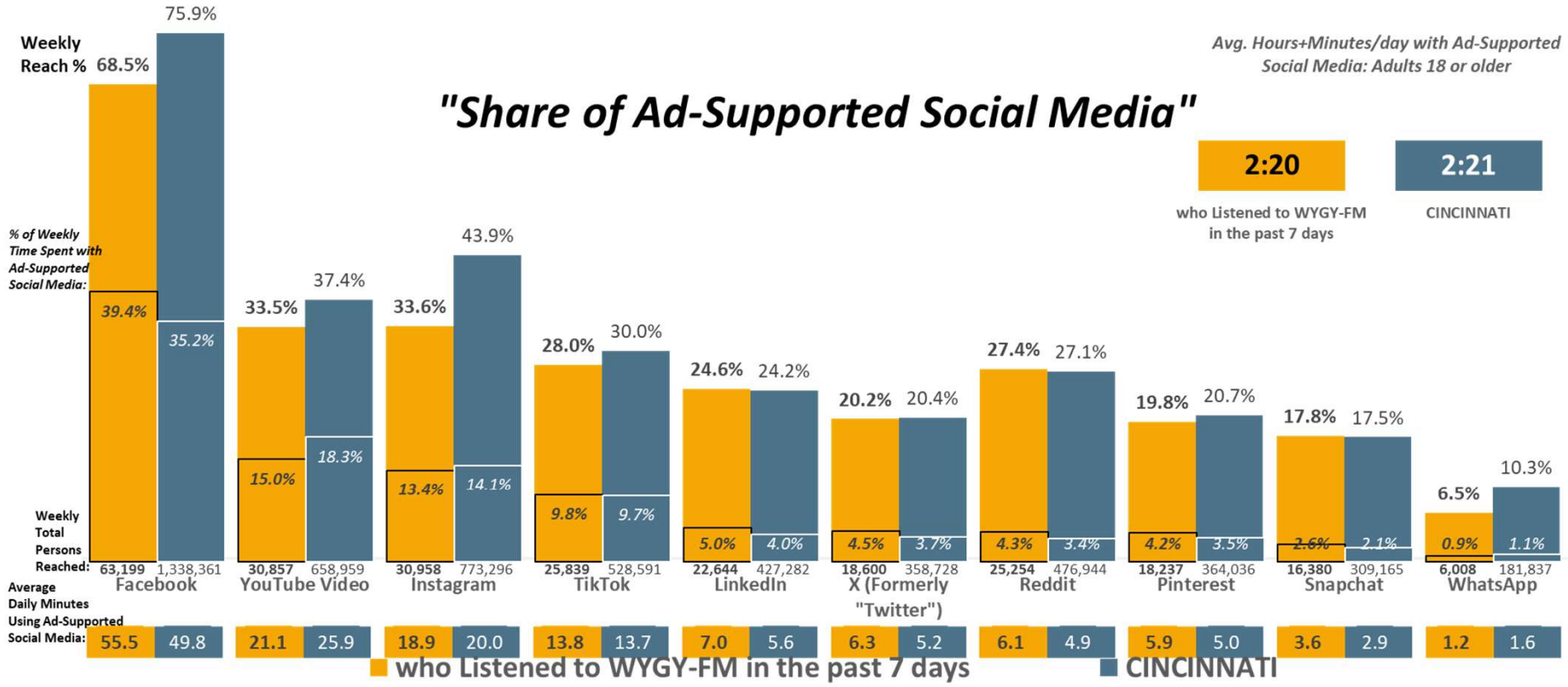
CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 281 CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 1,839

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Radio Stations: WUBE-FM

63,199 or 68.5% of Adults 18 or older who Listened to WYGY-FM in the past 7 days use Ad-Supported Facebook for an average of 55.5 minutes every day representing 39.4% of all time spent daily with Ad-Supported Social Media.



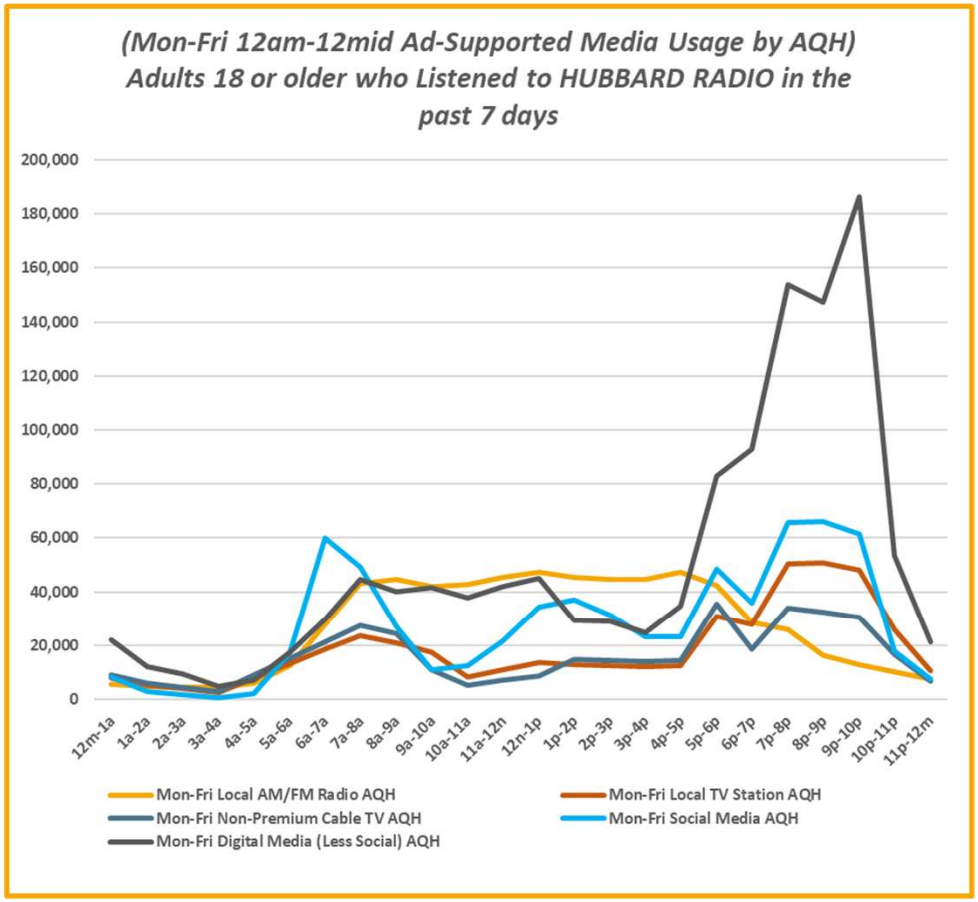
CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 95 CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 1,839

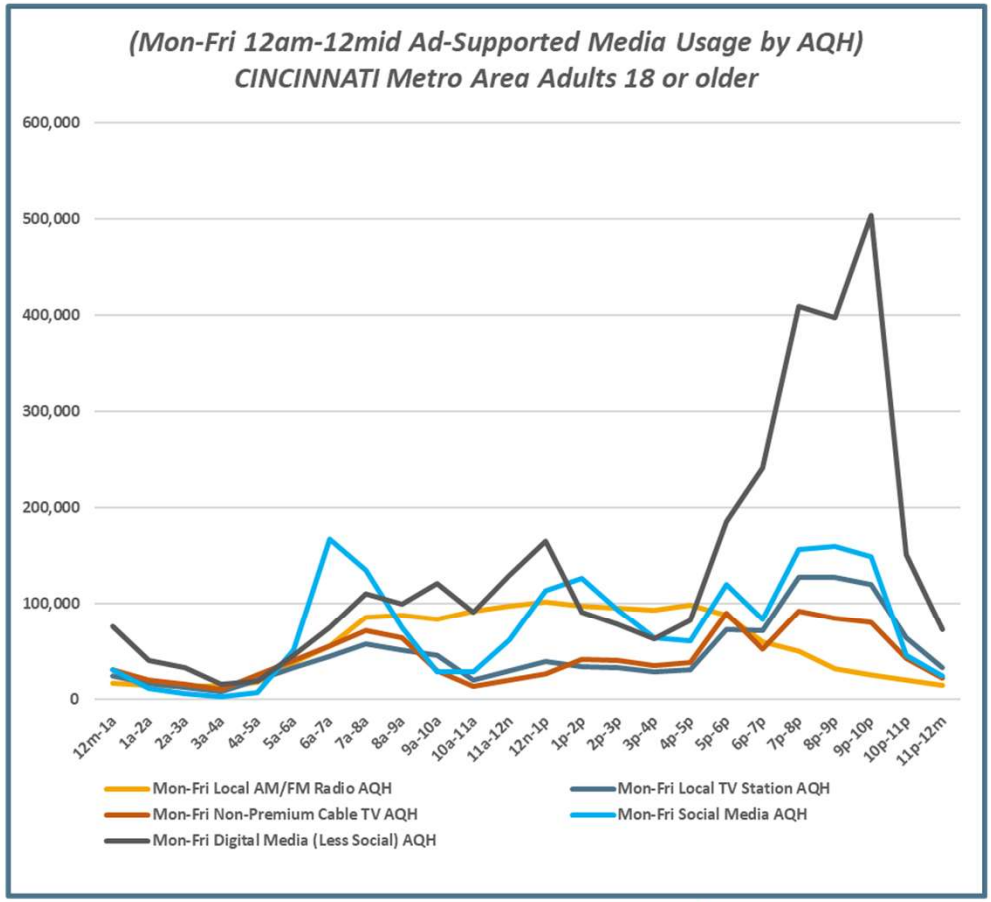
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Radio Stations: WYGY-FM

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 44,179; Local Radio: 41,993; Social Media: 31,865; Local TV: 17,022; Non-Prem. Cable: 16,586 reaching Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days.





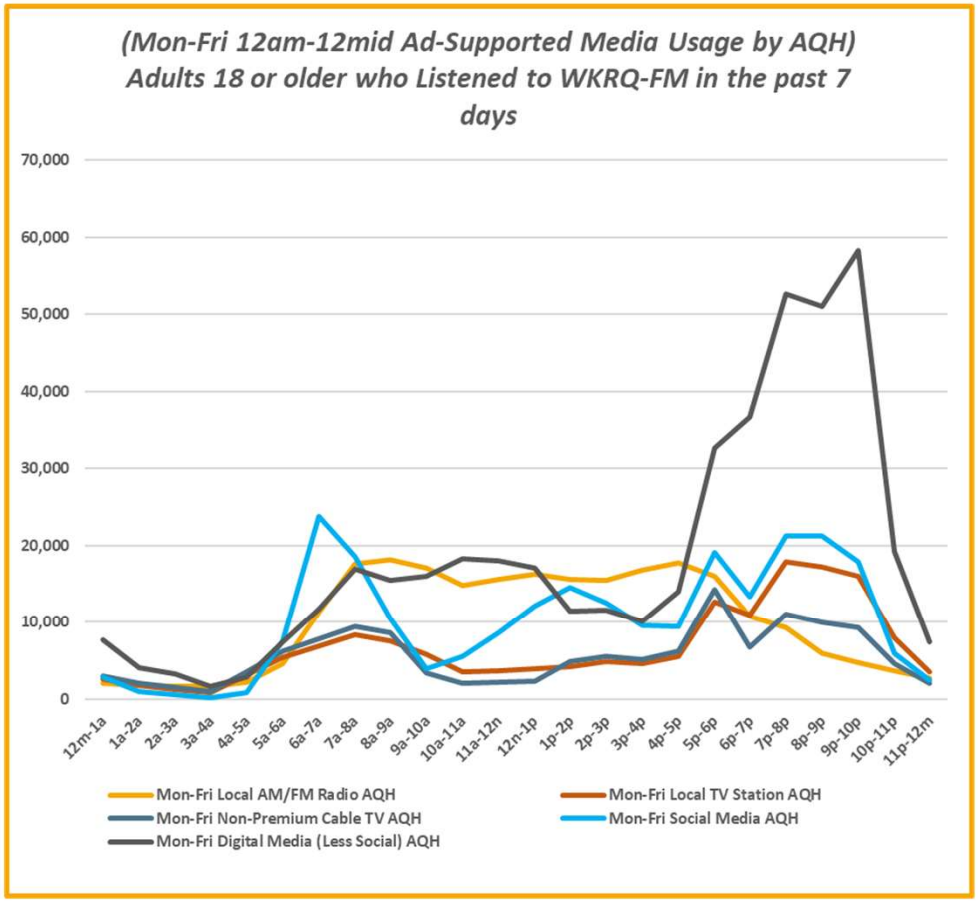
CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 671

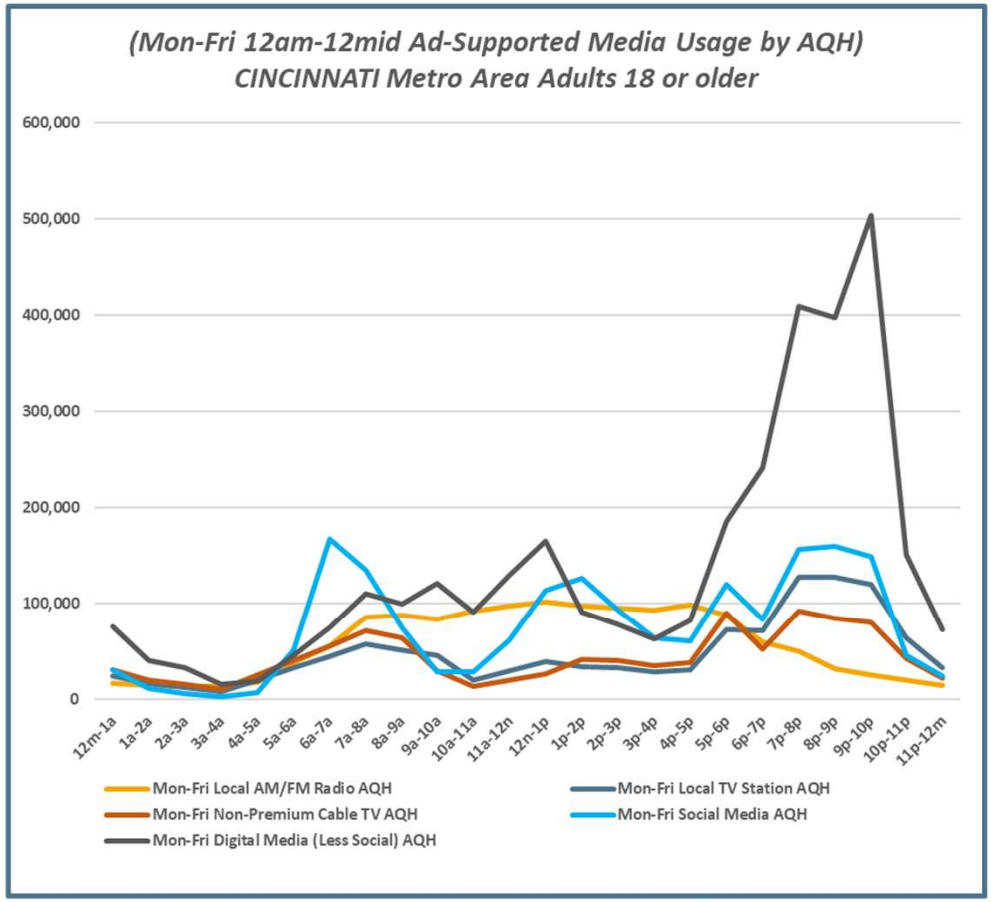
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(Radio Stations: WKRQ-FM OR Radio Stations: WREW-FM OR Radio Stations: WUBE-FM OR Radio Stations: WYGY-FM)

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 17,702; Local Radio: 15,661; Social Media: 12,433; Local TV: 6,363; Non-Prem. Cable: 6,055 reaching Adults 18 or older who Listened to WKRQ-FM in the past 7 days.





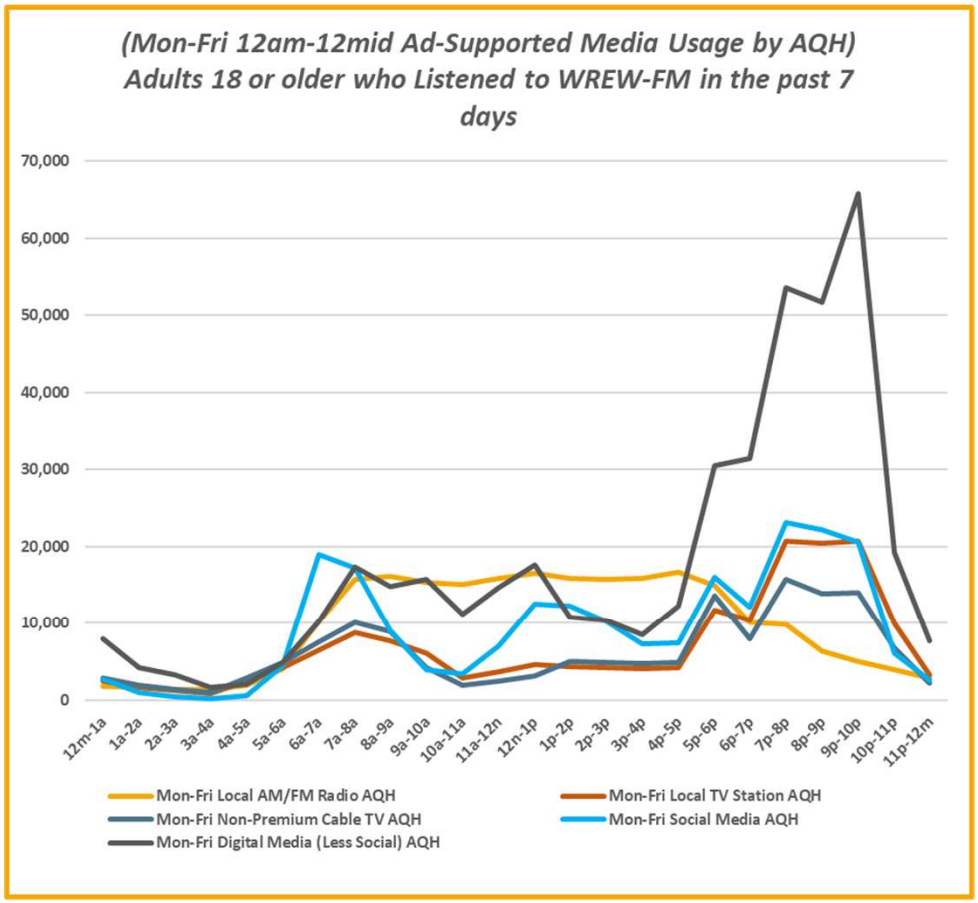
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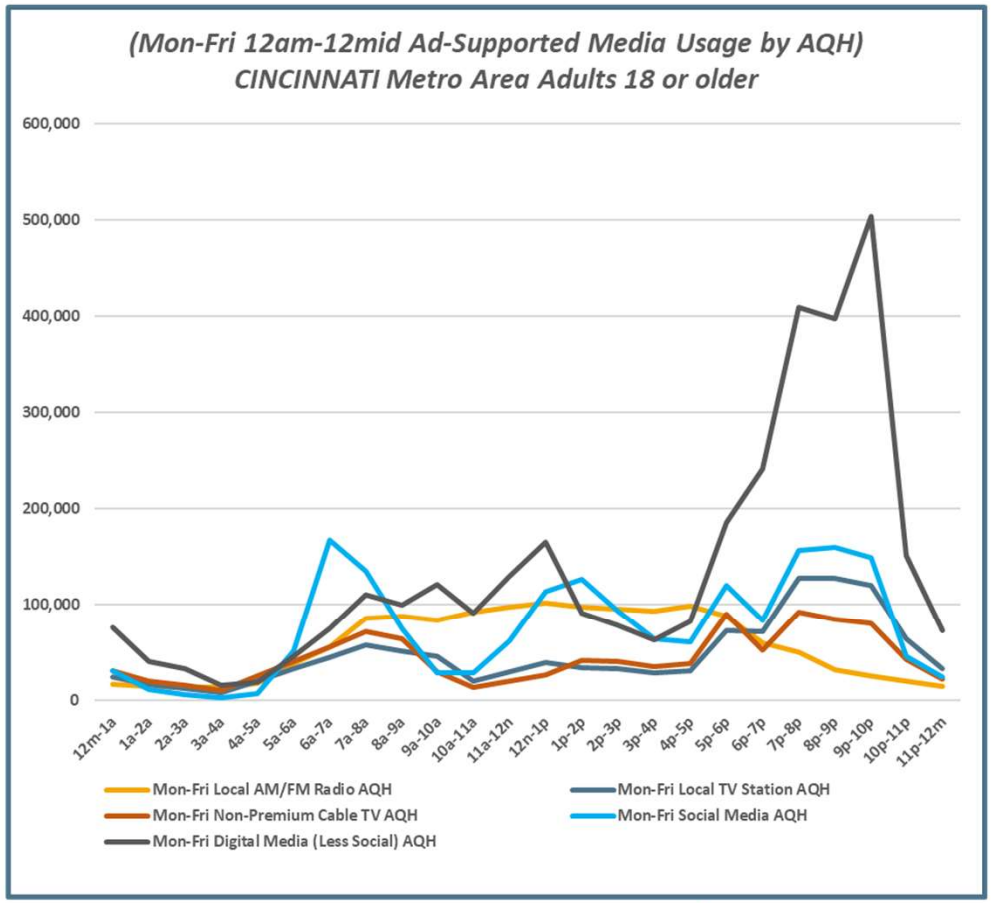
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Radio Stations: WKRQ-FM

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 15,822; Local Radio: 14,955; Social Media: 10,605; Non-Prem. Cable: 6,119; Local TV: 6,115 reaching Adults 18 or older who Listened to WREW-FM in the past 7 days.





CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 247

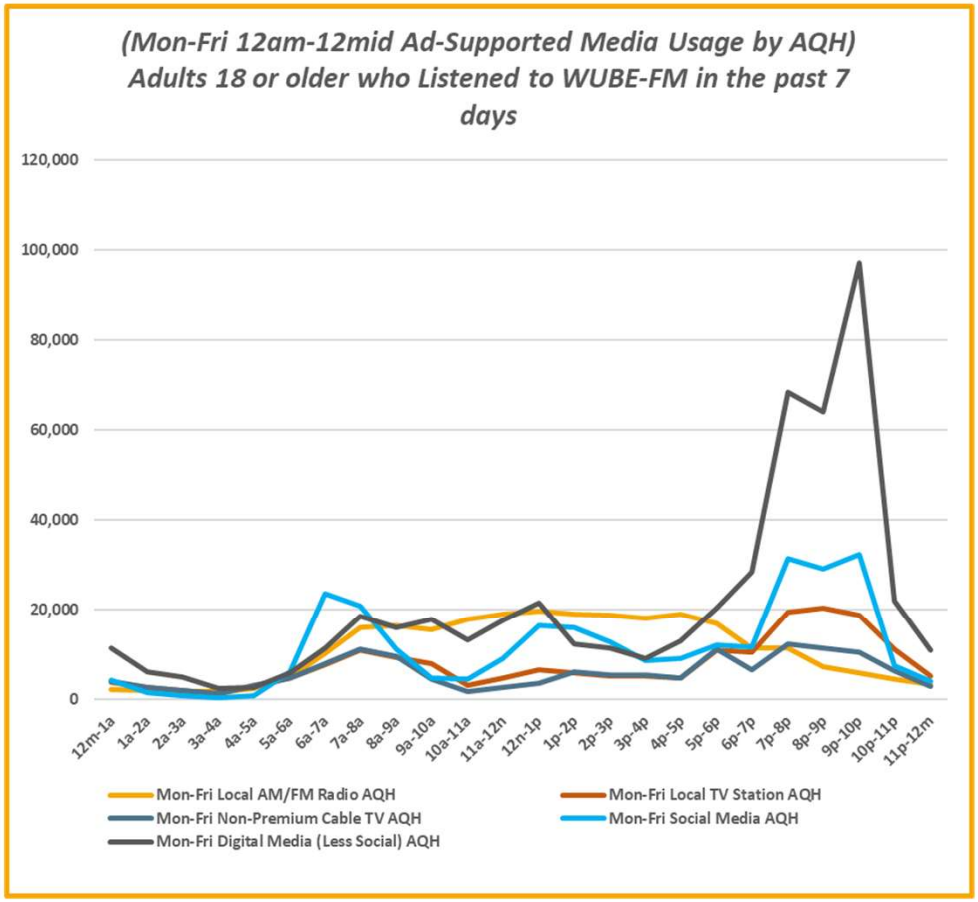
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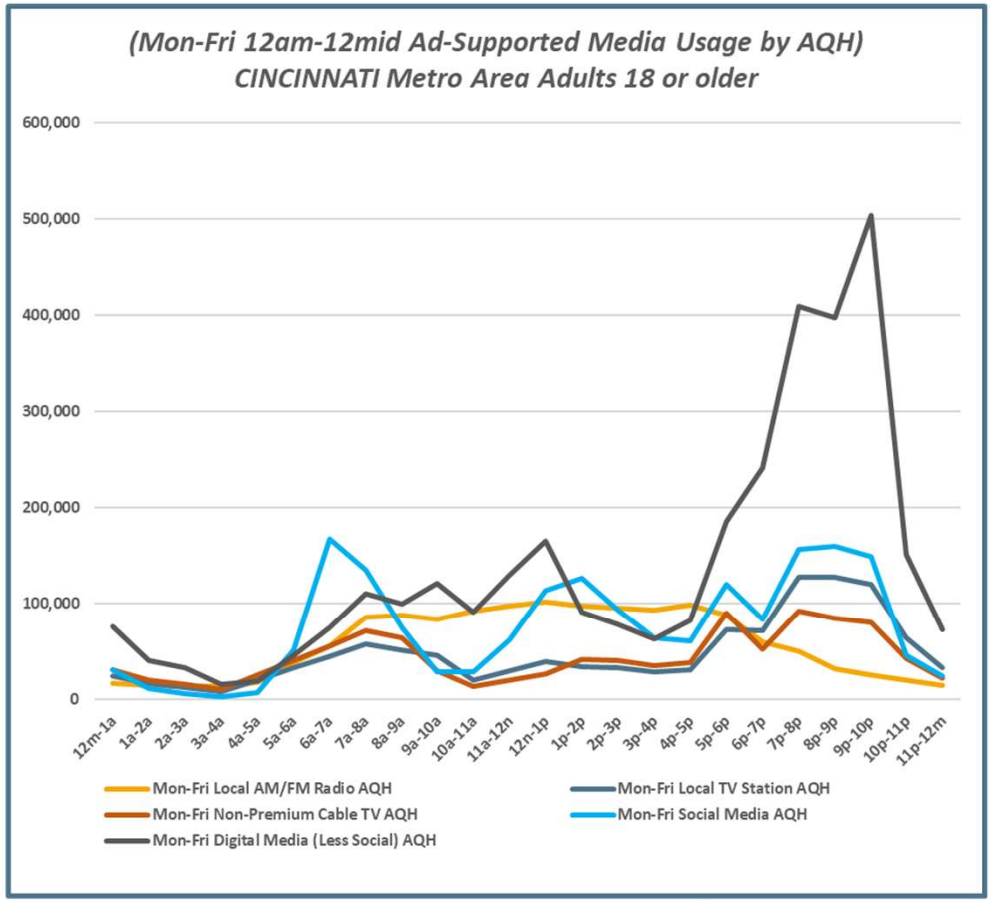
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Radio Stations: WREW-FM

B-105.1
CINCINNATI'S NEW COUNTRY!

M-F 6a-7p Avg. Available Impressions per 15-min. are... Local Radio: 16,713; All Other Digital Media: 16,198; Social Media: 12,333; Local TV: 7,100; Non-Prem. Cable: 6,217 reaching Adults 18 or older who Listened to WUBE-FM in the past 7 days.





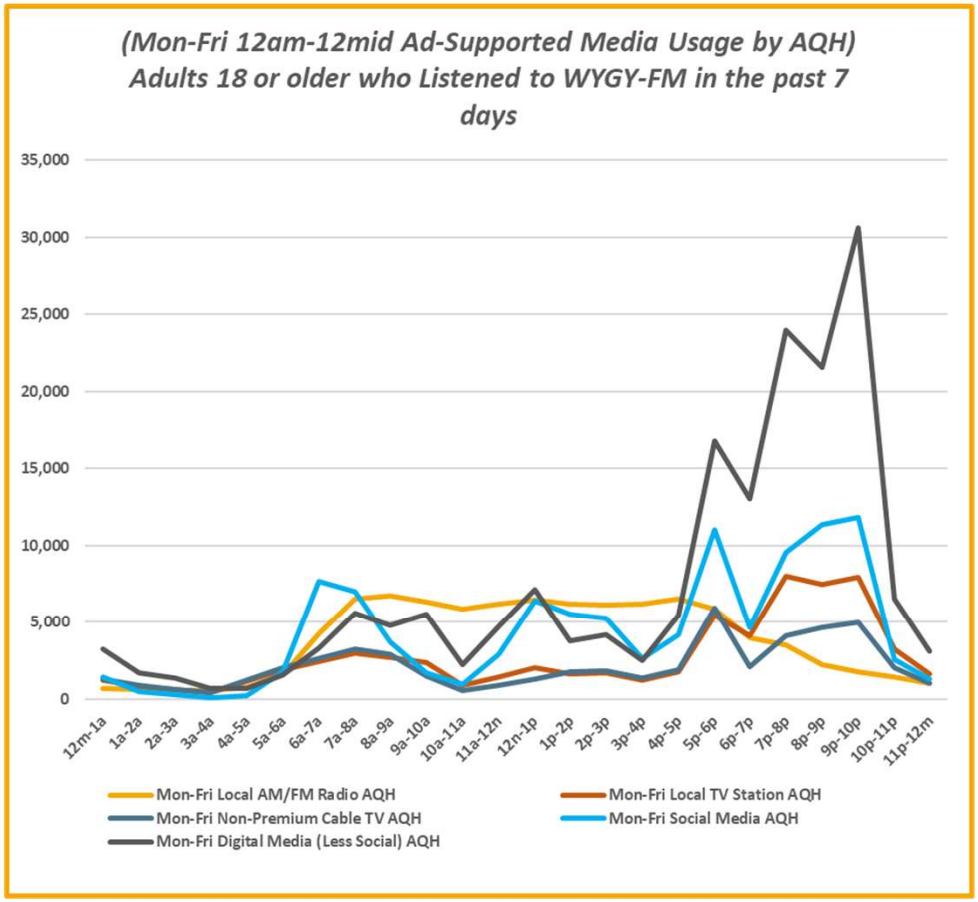
CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 281

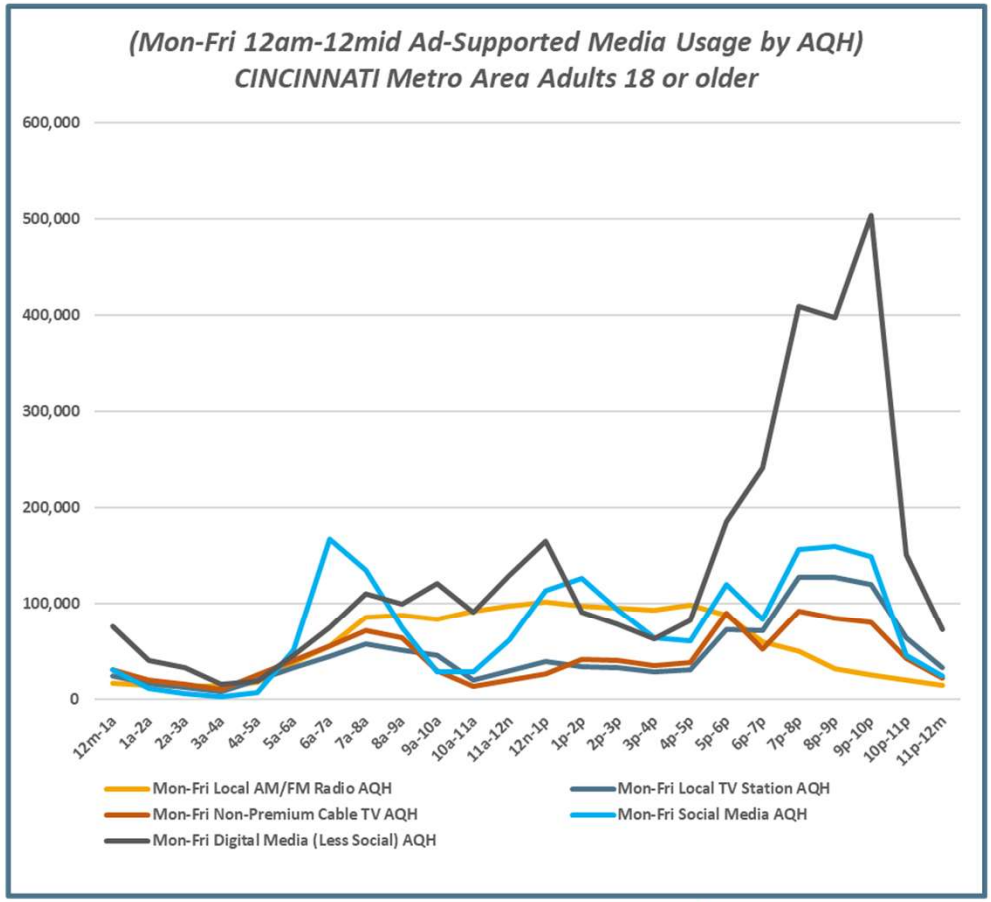
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Radio Stations: WUBE-FM

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 6,087; Local Radio: 5,962; Social Media: 4,908; Local TV: 2,361; Non-Prem. Cable: 2,153 reaching Adults 18 or older who Listened to WYGY-FM in the past 7 days.





CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 95

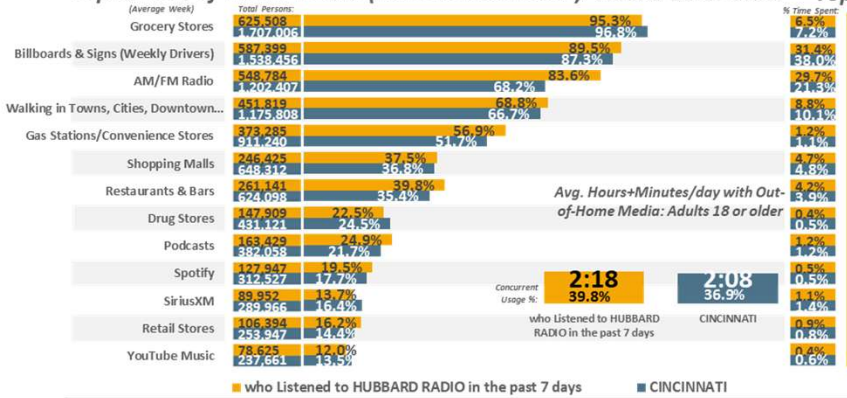
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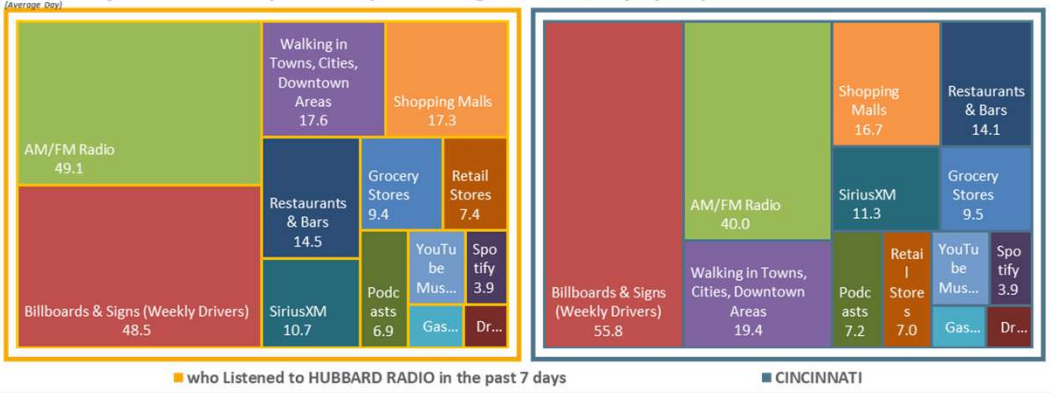
Radio Stations: WYGY-FM

587,399 or 89.5% of Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days spend an average of 48.5 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 46. minutes/day.

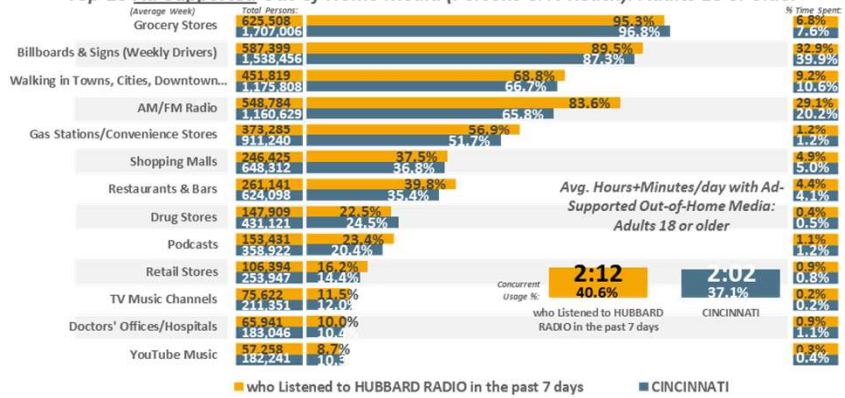
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



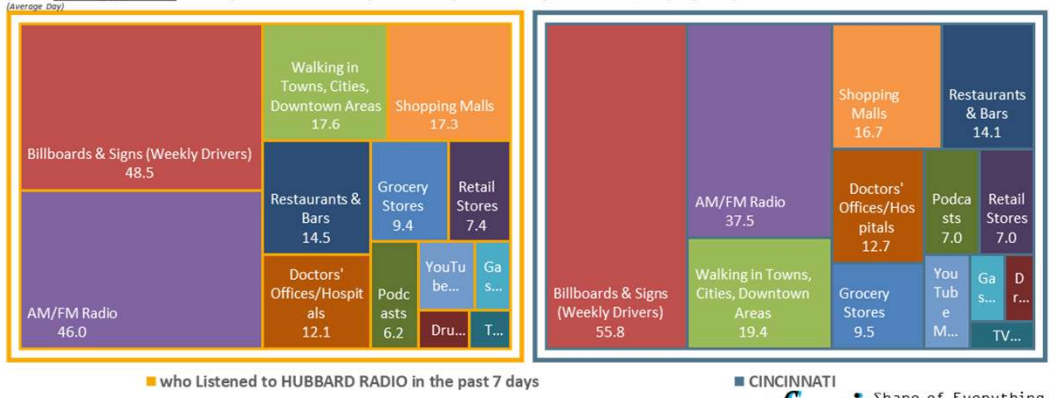
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 671

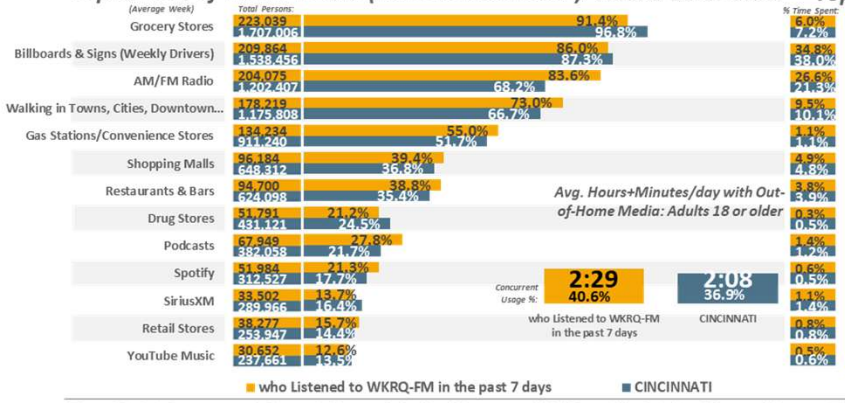
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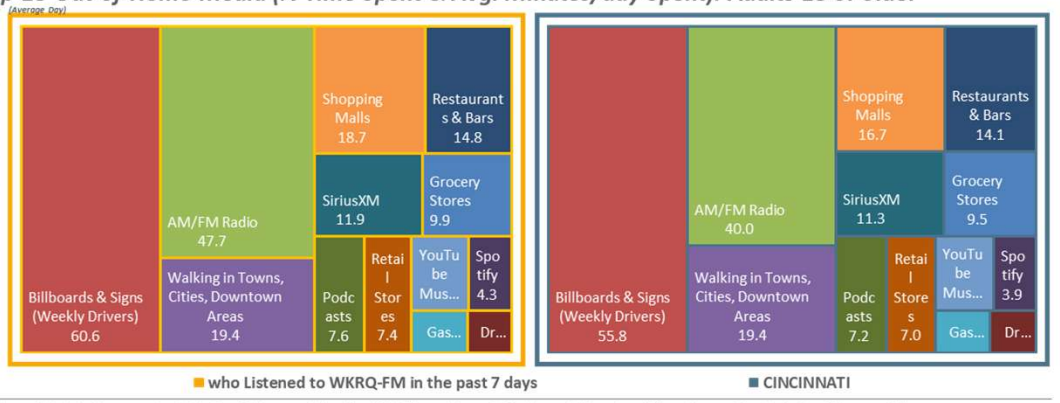
(Radio Stations: WKRQ-FM OR Radio Stations: WREW-FM OR Radio Stations: WUBE-FM OR Radio Stations: WYGY-FM)

209,864 or 86.% of Adults 18 or older who Listened to WKRQ-FM in the past 7 days spend an average of 60.6 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 45. minutes/day.

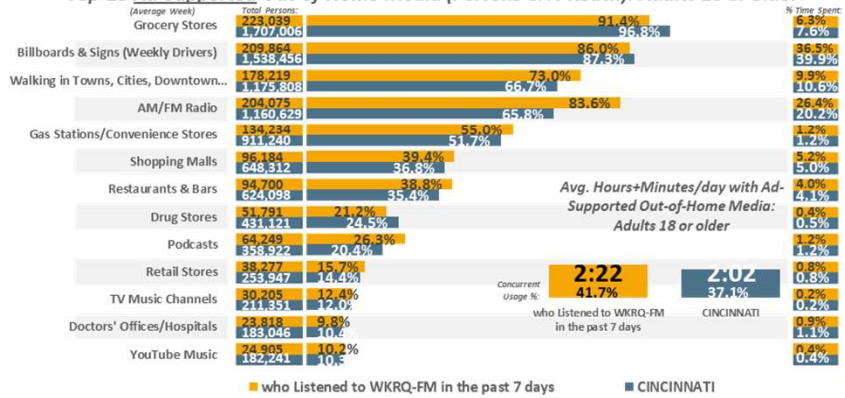
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



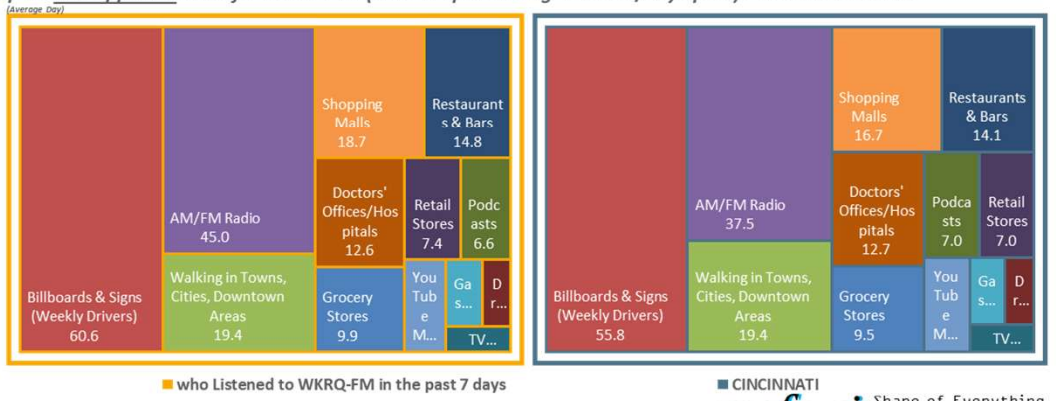
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 272

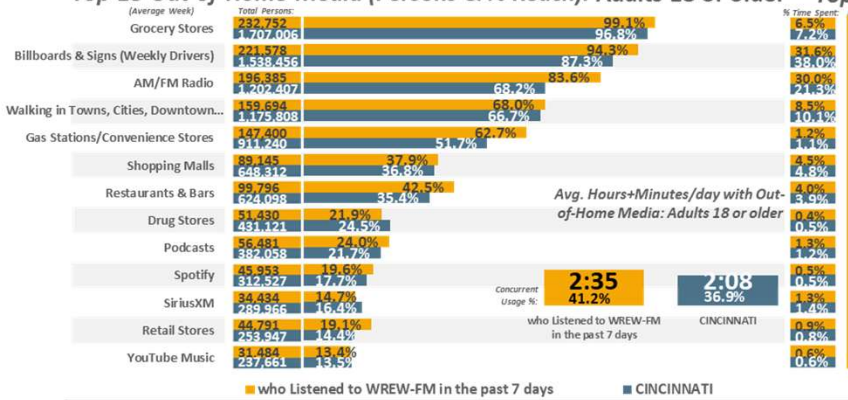
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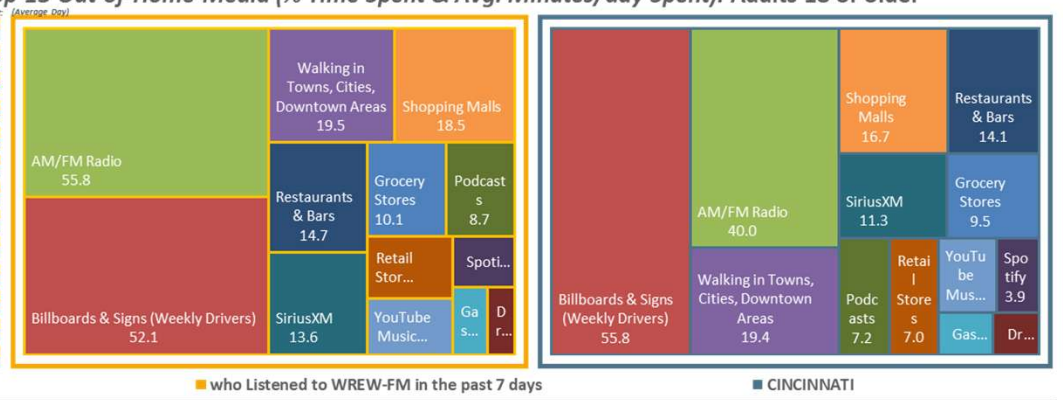
Radio Stations: WKRQ-FM

221,578 or 94.3% of Adults 18 or older who Listened to WREW-FM in the past 7 days spend an average of 52.1 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 52.8 minutes/day.

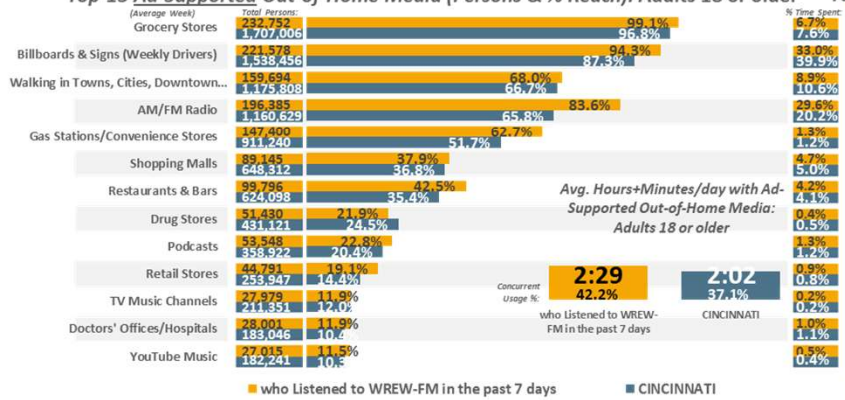
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



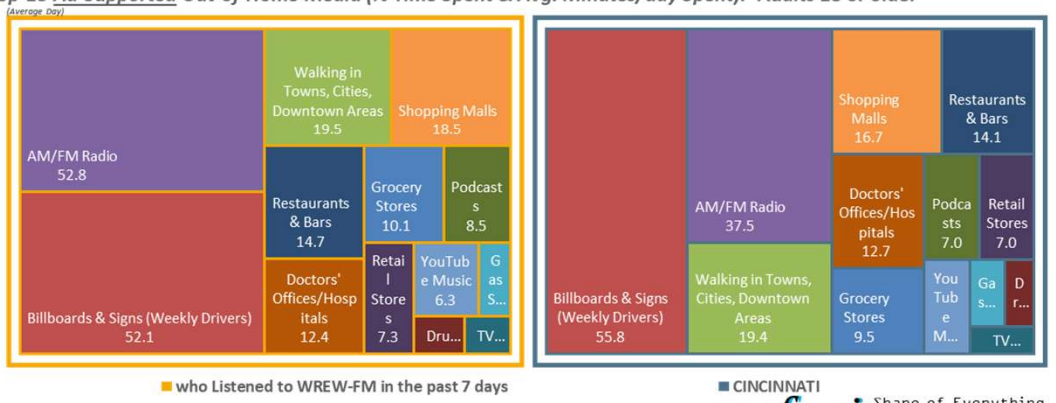
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 247

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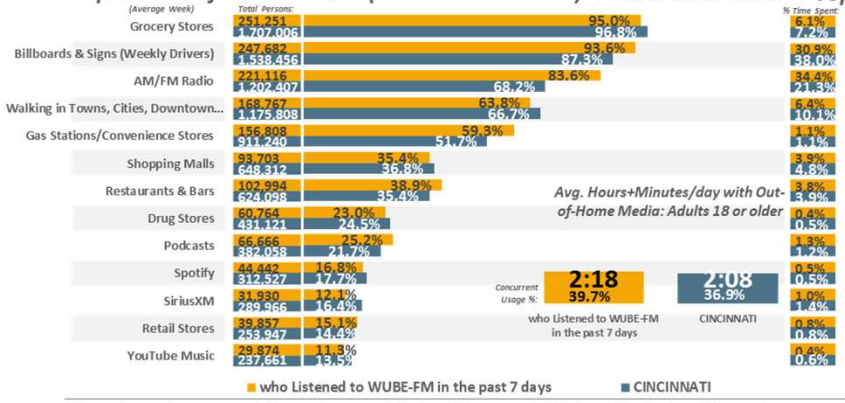
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Radio Stations: WREW-FM

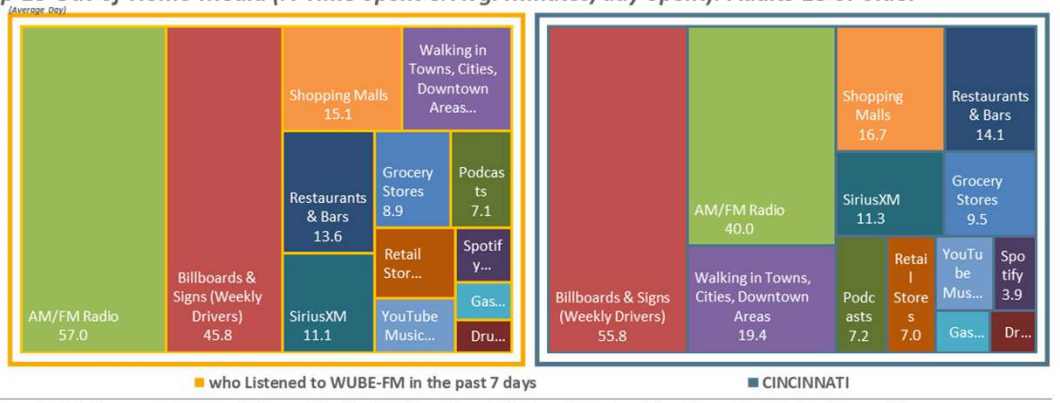
B-105.1
CINCINNATI'S NEW COUNTRY!

247,682 or 93.6% of Adults 18 or older who Listened to WUBE-FM in the past 7 days spend an average of 45.8 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 54.4 minutes/day.

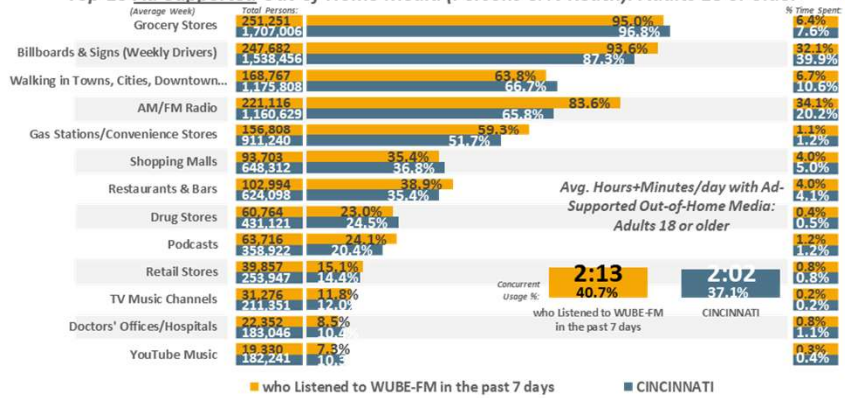
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



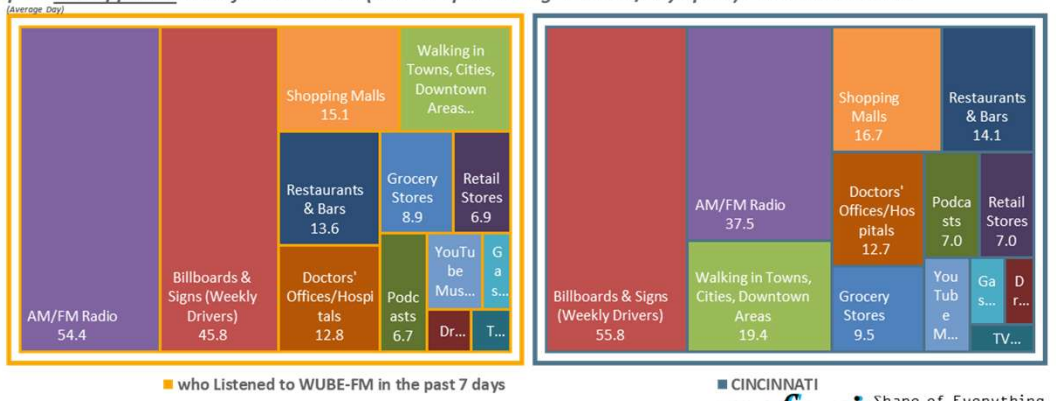
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 281

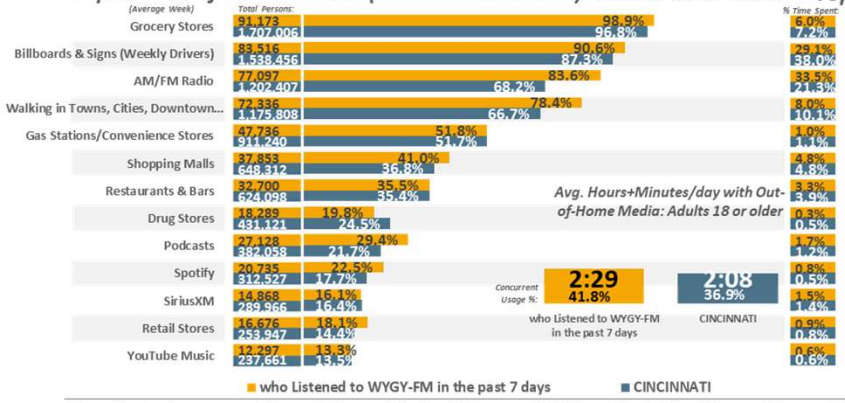
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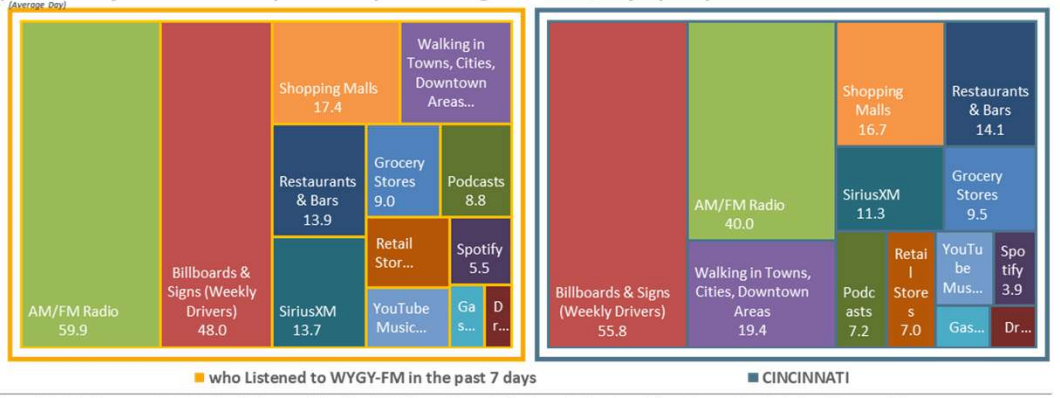
Radio Stations: WUBE-FM

83,516 or 90.6% of Adults 18 or older who Listened to WYGY-FM in the past 7 days spend an average of 48. minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 53.6 minutes/day.

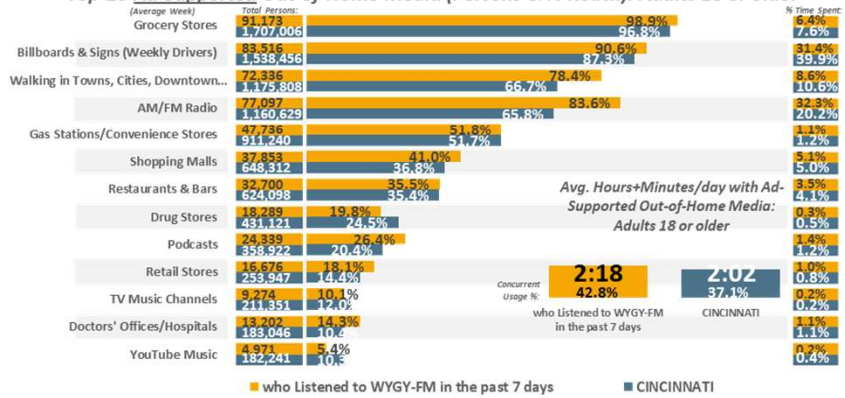
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



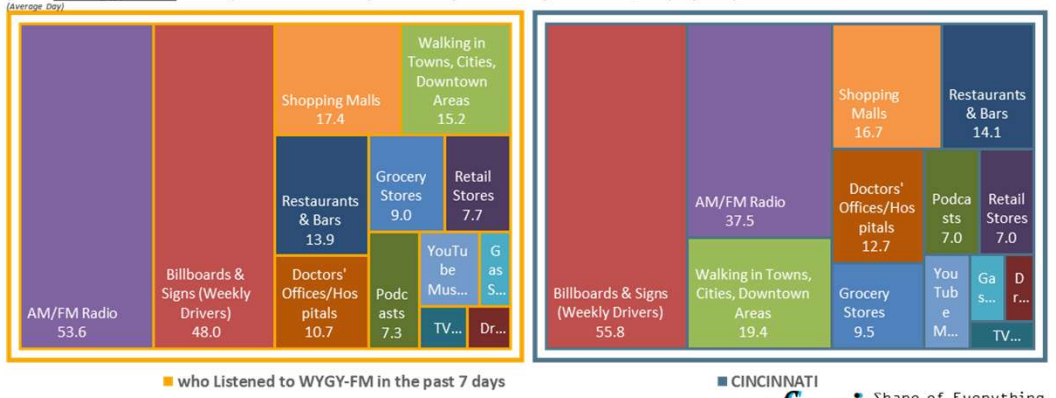
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 95

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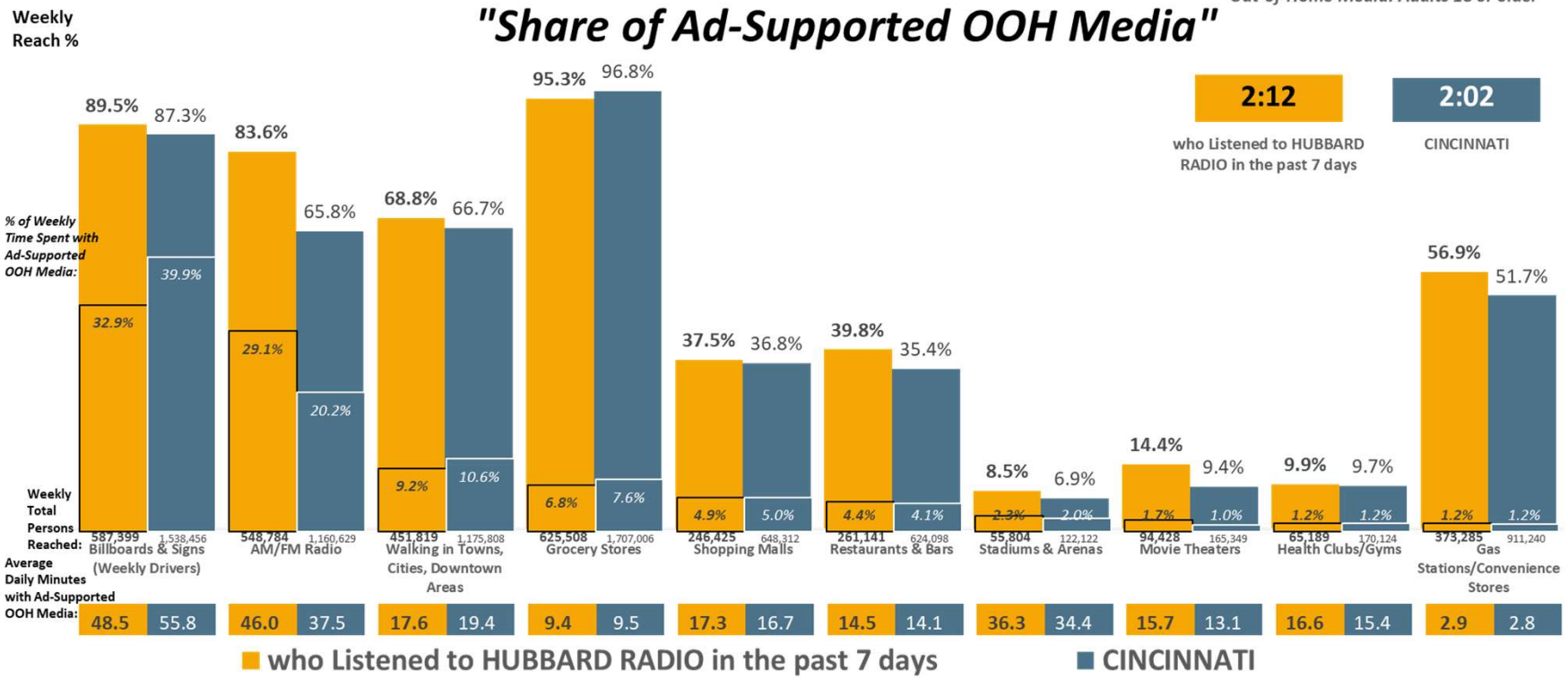
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Radio Stations: WYGY-FM

587,399 or 89.5% of Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days spend an average of 48.5 minutes per day driving, seeing Billboards and Signs representing 32.9% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 671 CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 1,839

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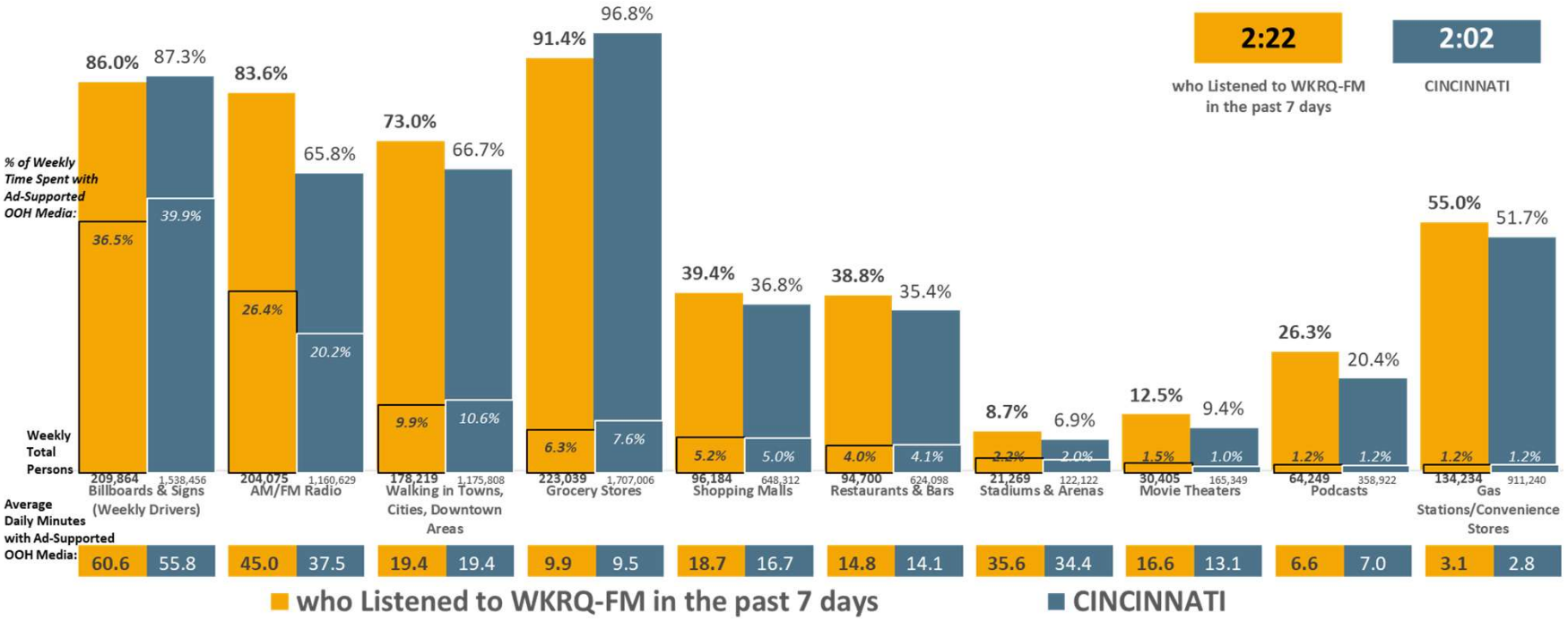
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(Radio Stations: WKRQ-FM OR Radio Stations: WREW-FM OR Radio Stations: WUBE-FM OR Radio Stations: WYGY-FM)

209,864 or 86.% of Adults 18 or older who Listened to WKRQ-FM in the past 7 days spend an average of 60.6 minutes per day driving, seeing Billboards and Signs representing 36.5% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 272 CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 1,839

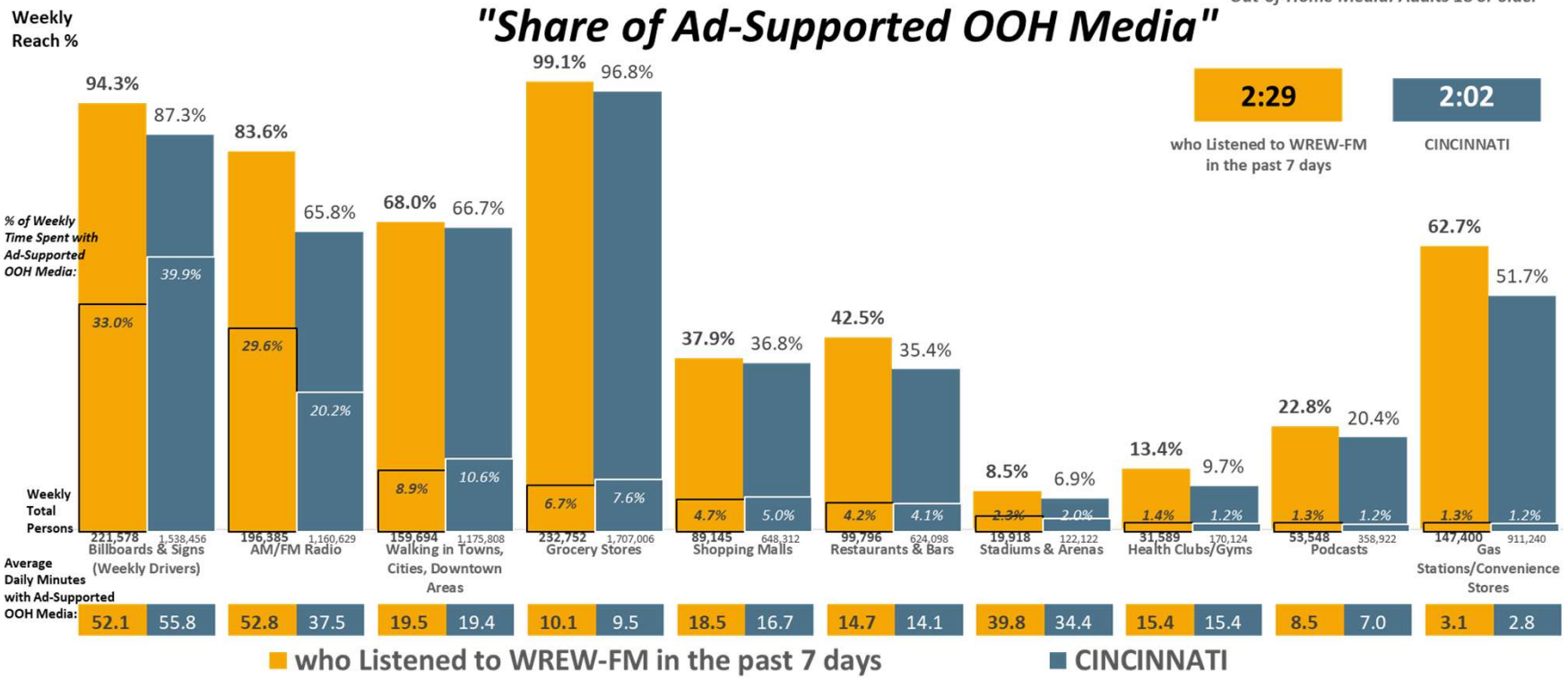
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Radio Stations: WKRQ-FM

221,578 or 94.3% of Adults 18 or older who Listened to WREW-FM in the past 7 days spend an average of 52.1 minutes per day driving, seeing Billboards and Signs representing 33.% of all Time Spent with Ad-Supported Out-of-Home Media.

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



CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 247 CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 1,839

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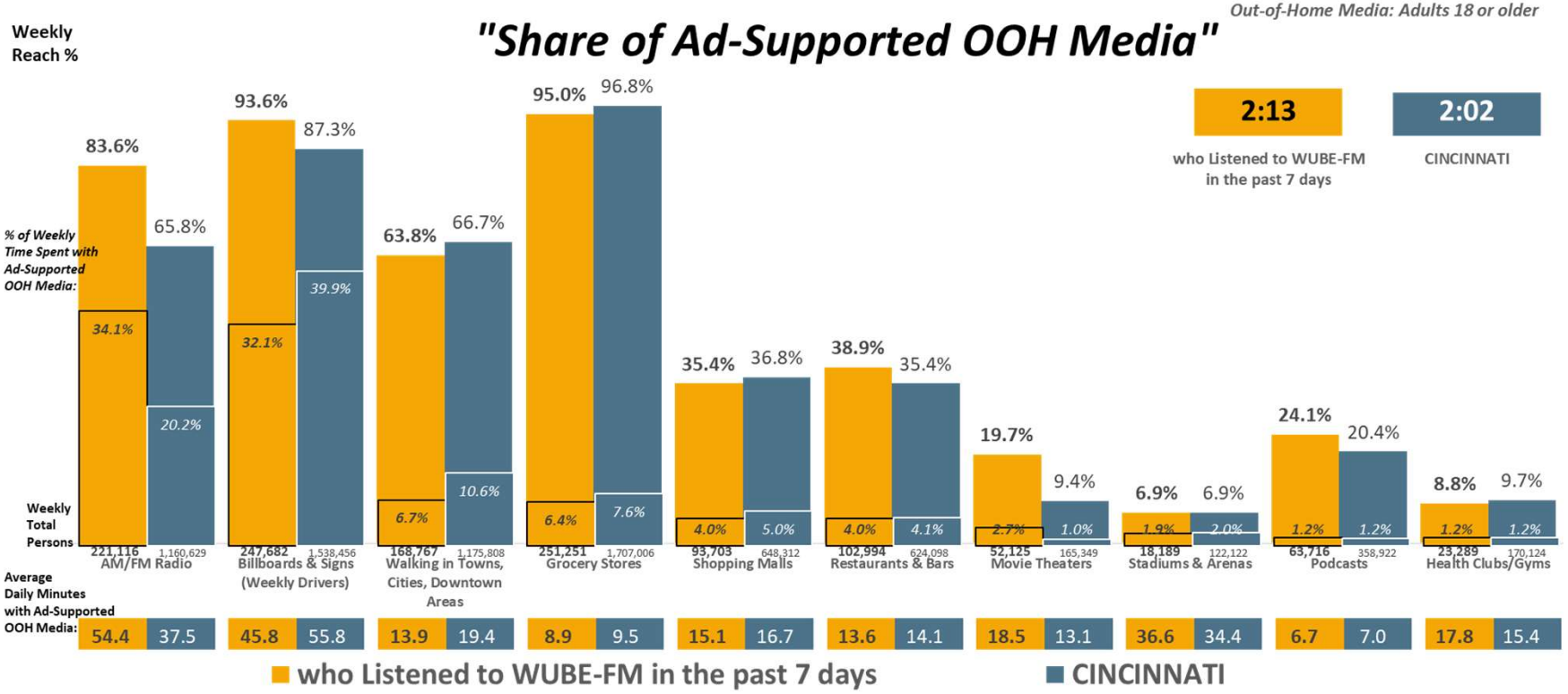
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Radio Stations: WREW-FM

B-105.1
CINCINNATI'S NEW COUNTRY!

247,682 or 93.6% of Adults 18 or older who Listened to WUBE-FM in the past 7 days spend an average of 45.8 minutes per day driving, seeing Billboards and Signs representing 32.1% 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



	AM/FM Radio	Billboards & Signs (Weekly Drivers)	Walking in Towns, Cities, Downtown Areas	Grocery Stores	Shopping Malls	Restaurants & Bars	Movie Theaters	Stadiums & Arenas	Podcasts	Health Clubs/Gyms
Weekly Reach %	83.6% / 65.8%	93.6% / 87.3%	63.8% / 66.7%	95.0% / 96.8%	35.4% / 36.8%	38.9% / 35.4%	19.7% / 9.4%	6.9% / 6.9%	24.1% / 20.4%	8.8% / 9.7%
% of Weekly Time Spent with Ad-Supported OOH Media:	34.1% / 20.2%	32.1% / 39.9%	6.7% / 10.6%	6.4% / 7.6%	4.0% / 5.0%	4.0% / 4.1%	2.7% / 1.0%	1.9% / 2.0%	1.2% / 1.2%	1.2% / 1.2%
Weekly Total Persons	221,116 / 1,160,629	247,682 / 1,538,456	168,767 / 1,175,808	251,251 / 1,707,006	93,703 / 648,312	102,994 / 624,098	52,125 / 165,349	18,189 / 122,122	63,716 / 358,922	23,289 / 170,124
Average Daily Minutes with Ad-Supported OOH Media:	54.4 / 37.5	45.8 / 55.8	13.9 / 19.4	8.9 / 9.5	15.1 / 16.7	13.6 / 14.1	18.5 / 13.1	36.6 / 34.4	6.7 / 7.0	17.8 / 15.4

CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 281 CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 1,839

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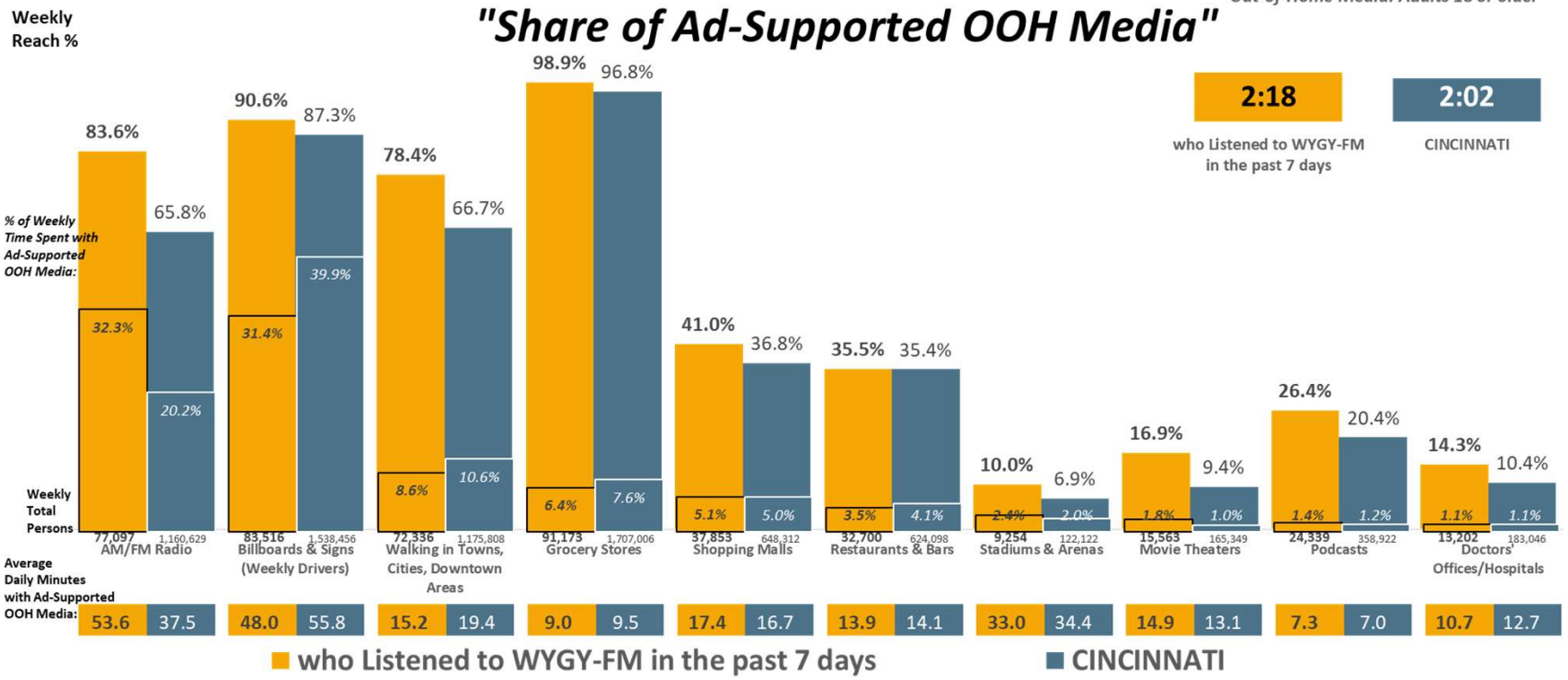
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Radio Stations: WUBE-FM

83,516 or 90.6% of Adults 18 or older who Listened to WYGY-FM in the past 7 days spend an average of 48. minutes per day driving, seeing Billboards and Signs representing 31.4% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 95 CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 1,839

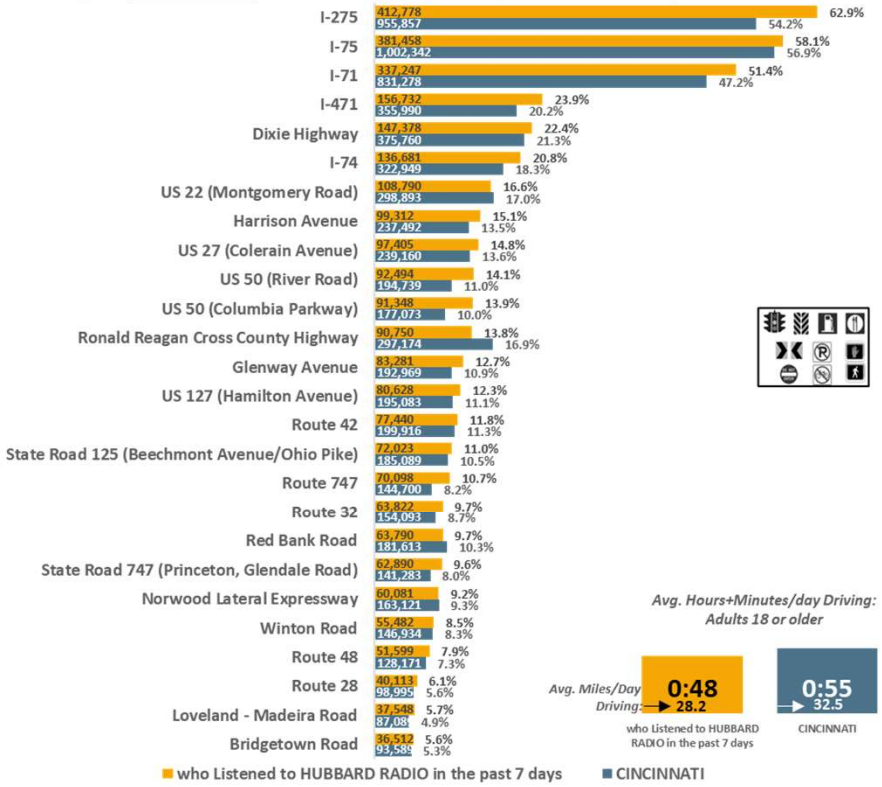
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Radio Stations: WYGY-FM

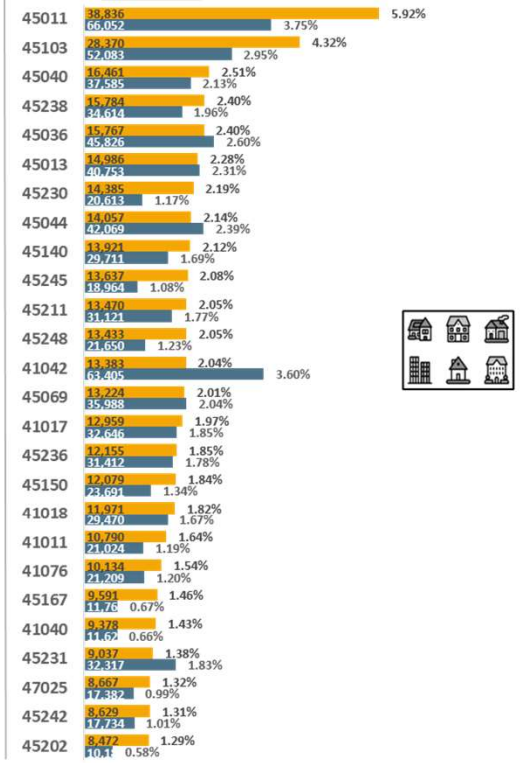
587,399 or 89.5% of Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days spend an average of 48.5 minutes per day driving an average of 28.2 miles each day and are 38.5% more likely to use US 50 (Columbia Parkway) than the Metro average.

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

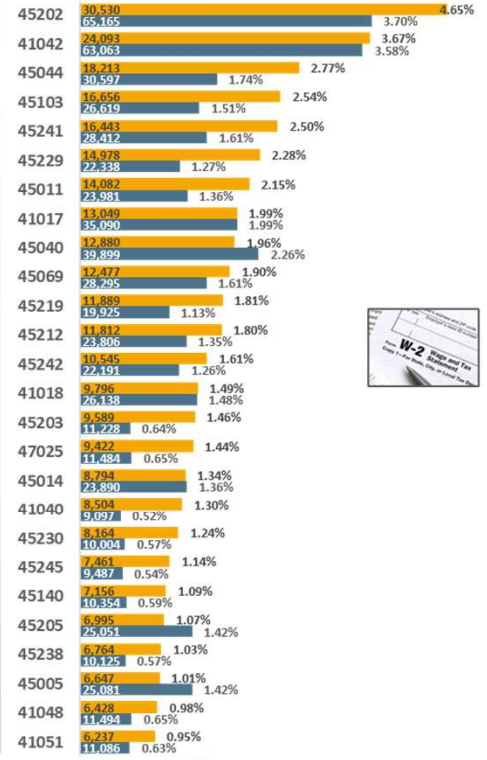


Avg. Hours+Minutes/day Driving: Adults 18 or older

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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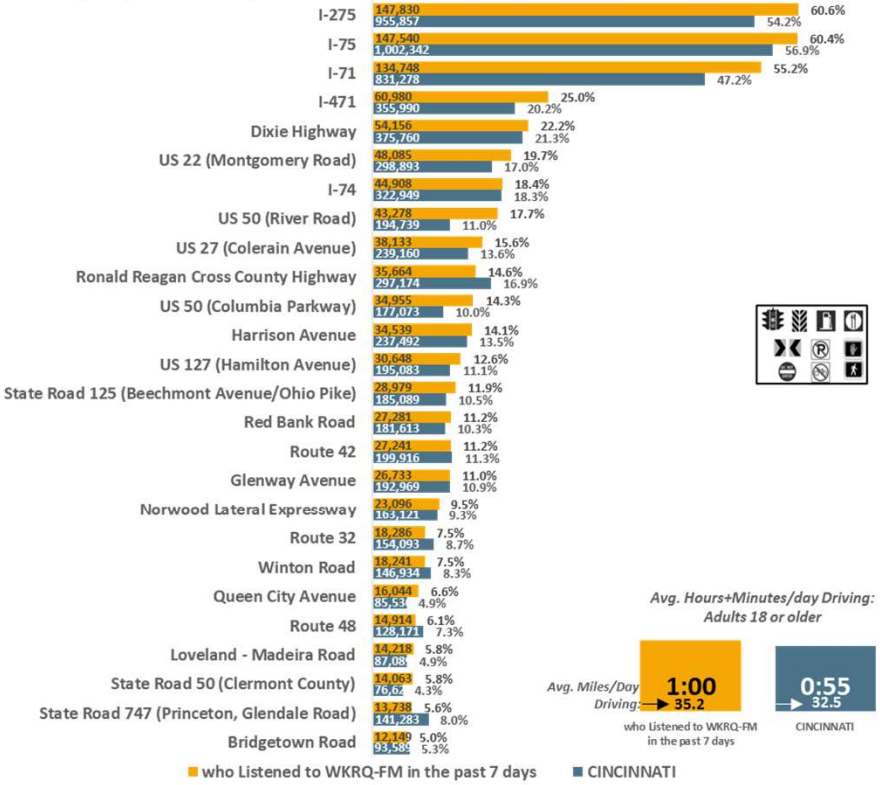
CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 671

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

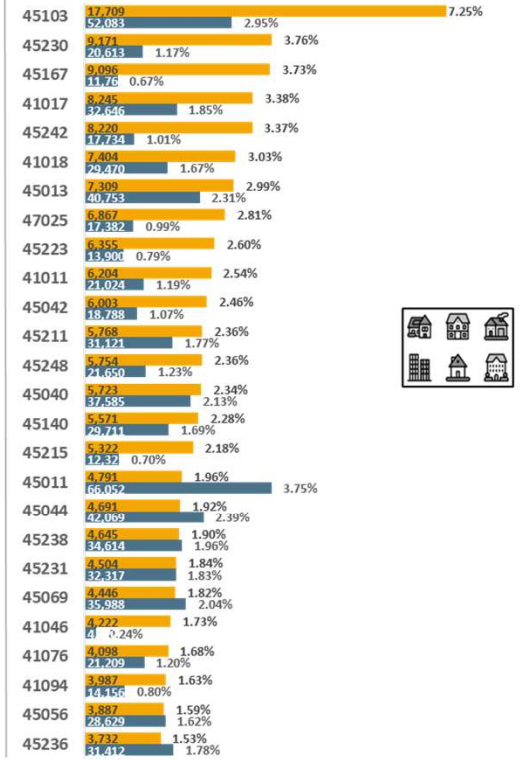
209,864 or 86.% of Adults 18 or older who Listened to WKRQ-FM in the past 7 days spend an average of 60.6 minutes per day driving an average of 35.2 miles each day and are 60.5% more likely to use US 50 (River Road) than the Metro average.

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

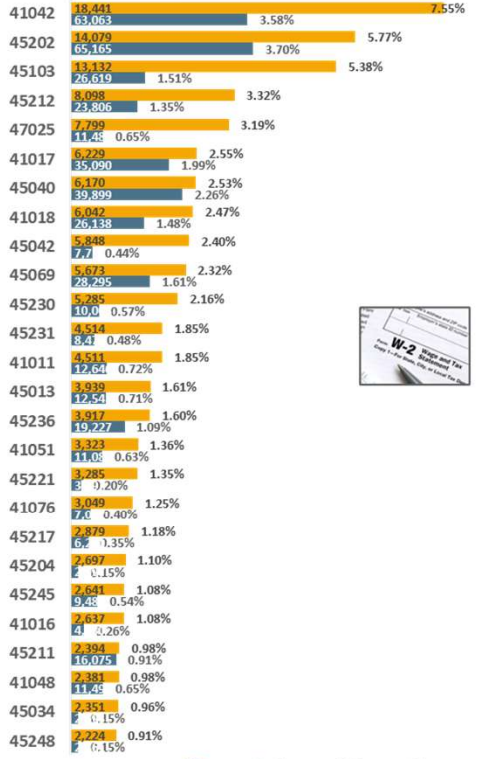


Avg. Hours+Minutes/day Driving: Adults 18 or older

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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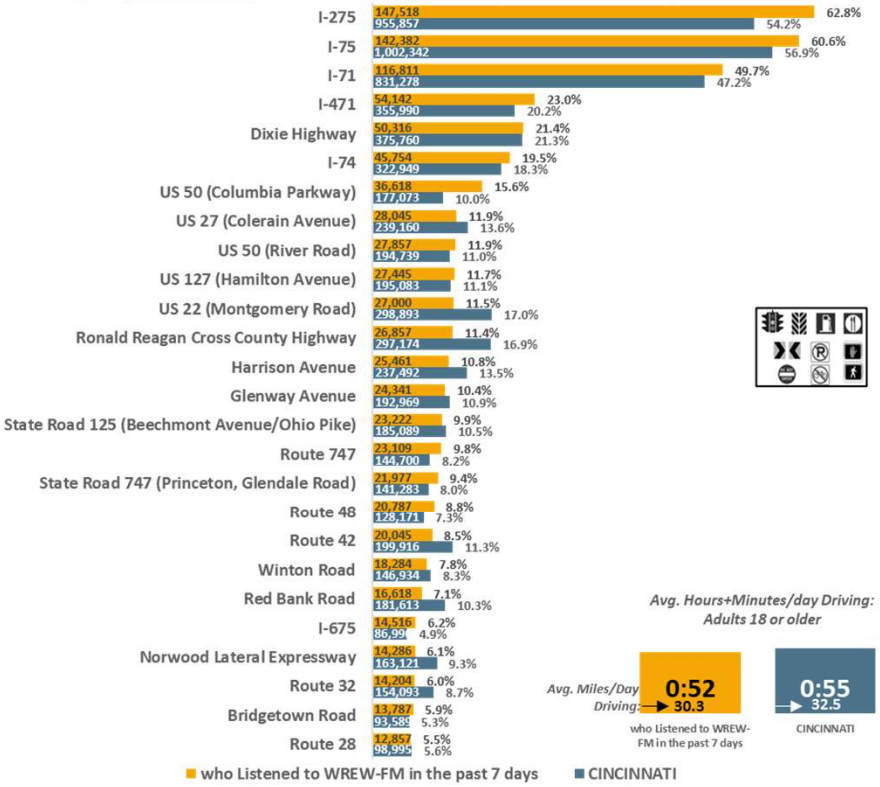
CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 272

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Radio Stations: WKRQ-FM

221,578 or 94.3% of Adults 18 or older who Listened to WREW-FM in the past 7 days spend an average of 52.1 minutes per day driving an average of 30.3 miles each day and are 55.2% more likely to use US 50 (Columbia Parkway) than the Metro average.

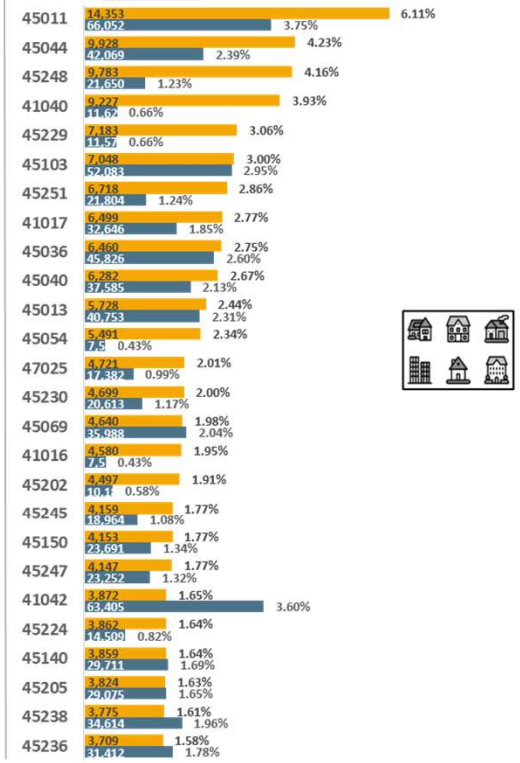
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



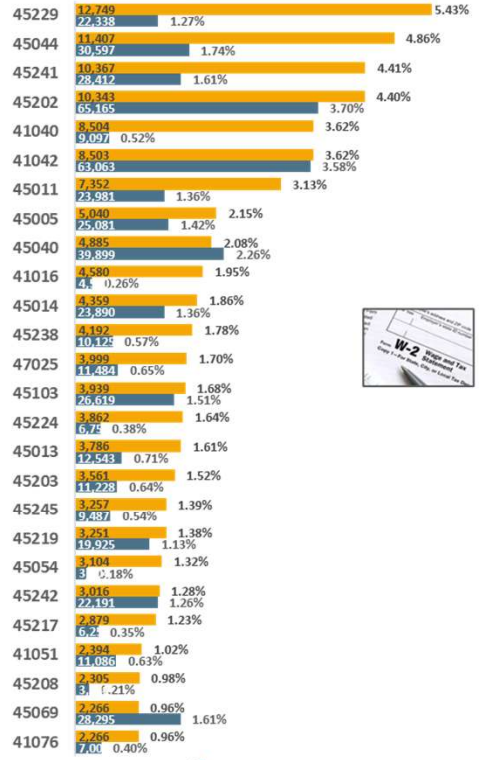
Avg. Hours+Minutes/day Driving: Adults 18 or older

Avg. Miles/Day Driving: 30.3

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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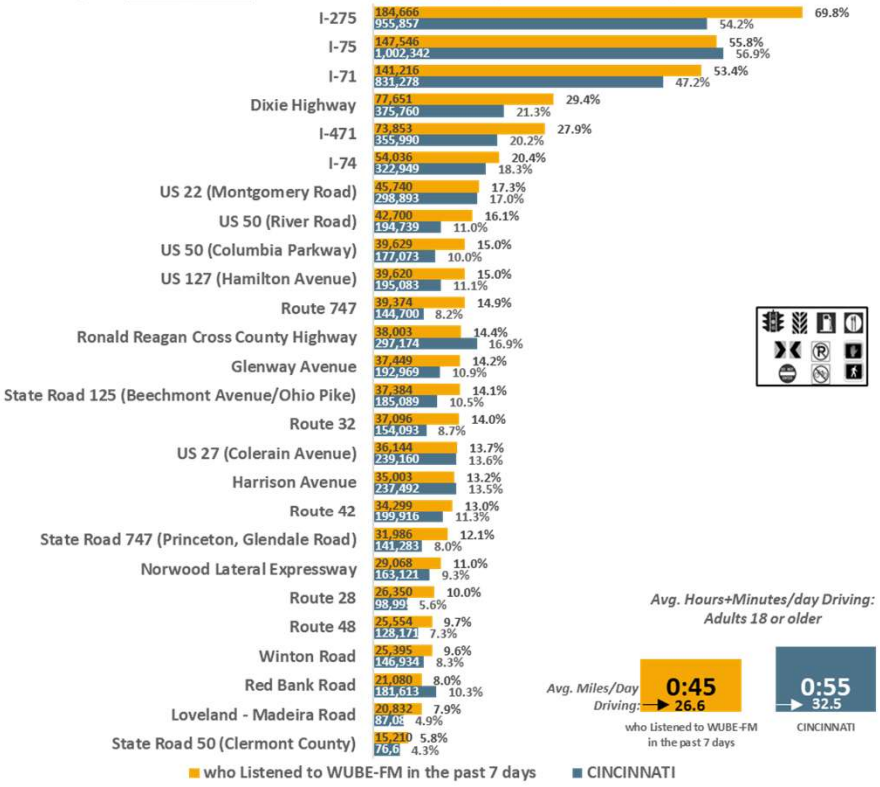
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Radio Stations: WREW-FM

B-105.1
CINCINNATI'S NEW COUNTRY!

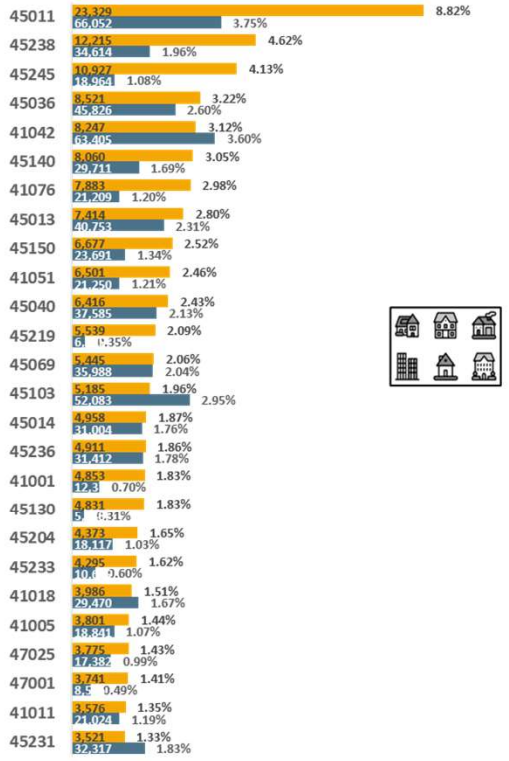
247,682 or 93.6% of Adults 18 or older who Listened to WUBE-FM in the past 7 days spend an average of 45.8 minutes per day driving an average of 26.6 miles each day and are 81.3% more likely to use Route 747 than the Metro average.

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

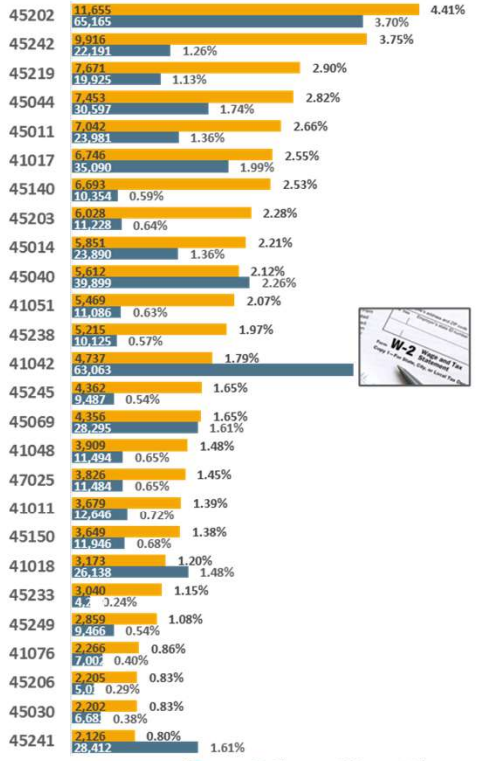


Avg. Hours+Minutes/day Driving: Adults 18 or older

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 281

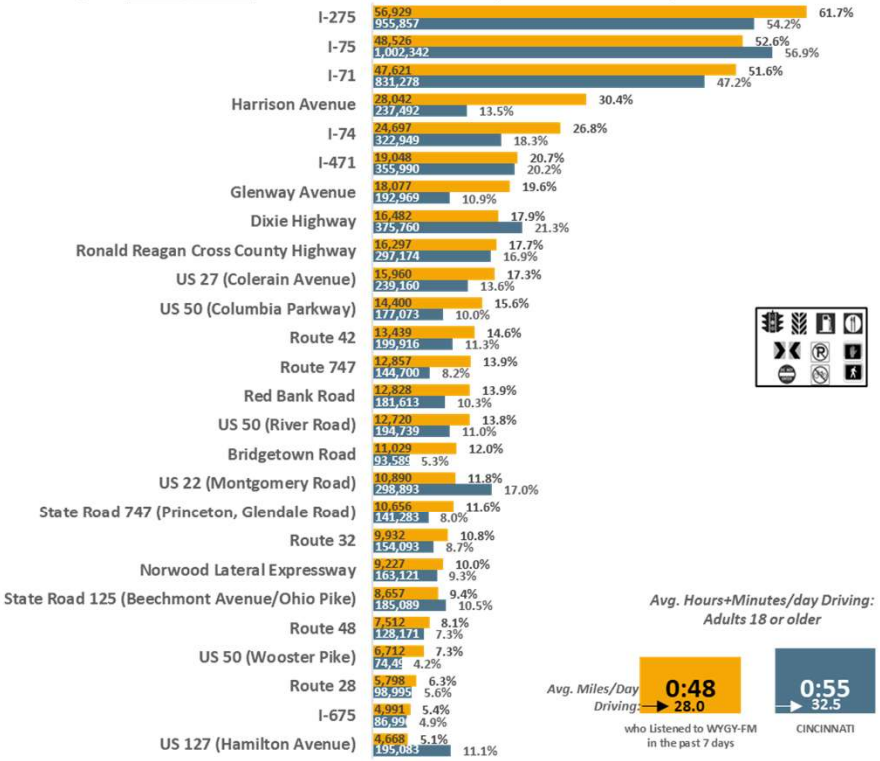
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Radio Stations: WUBE-FM



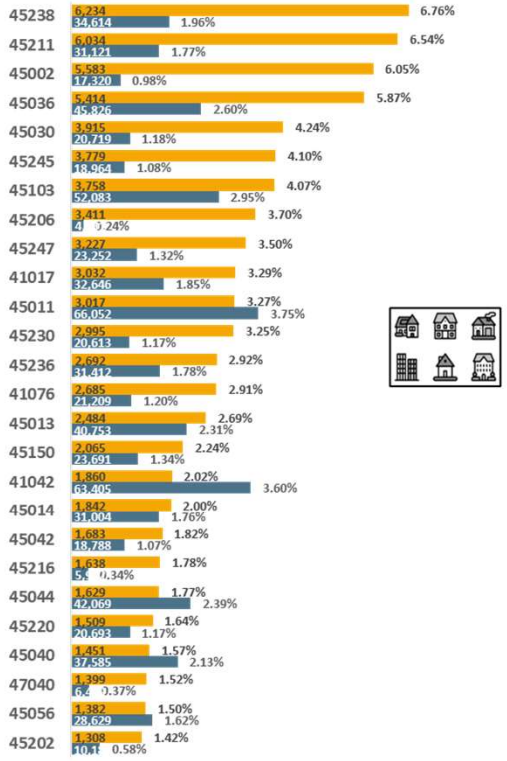
83,516 or 90.6% of Adults 18 or older who Listened to WYGY-FM in the past 7 days spend an average of 48. minutes per day driving an average of 28. miles each day and are 125.7% more likely to use Harrison Avenue than the Metro average.

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

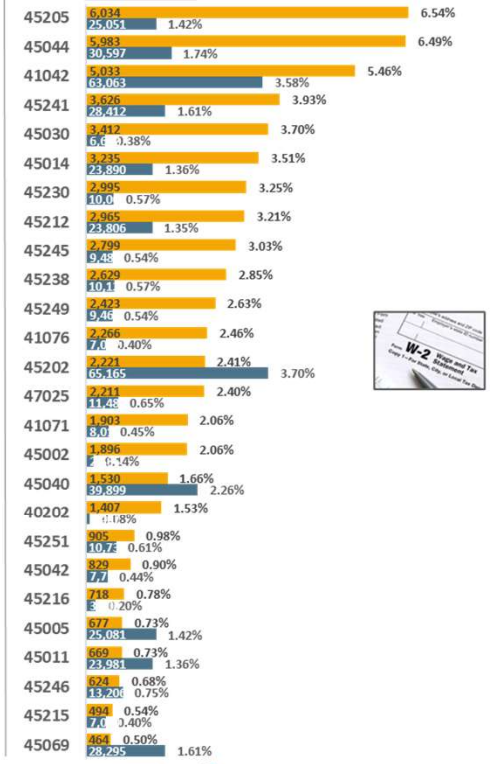


Avg. Hours+Minutes/day Driving: Adults 18 or older

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



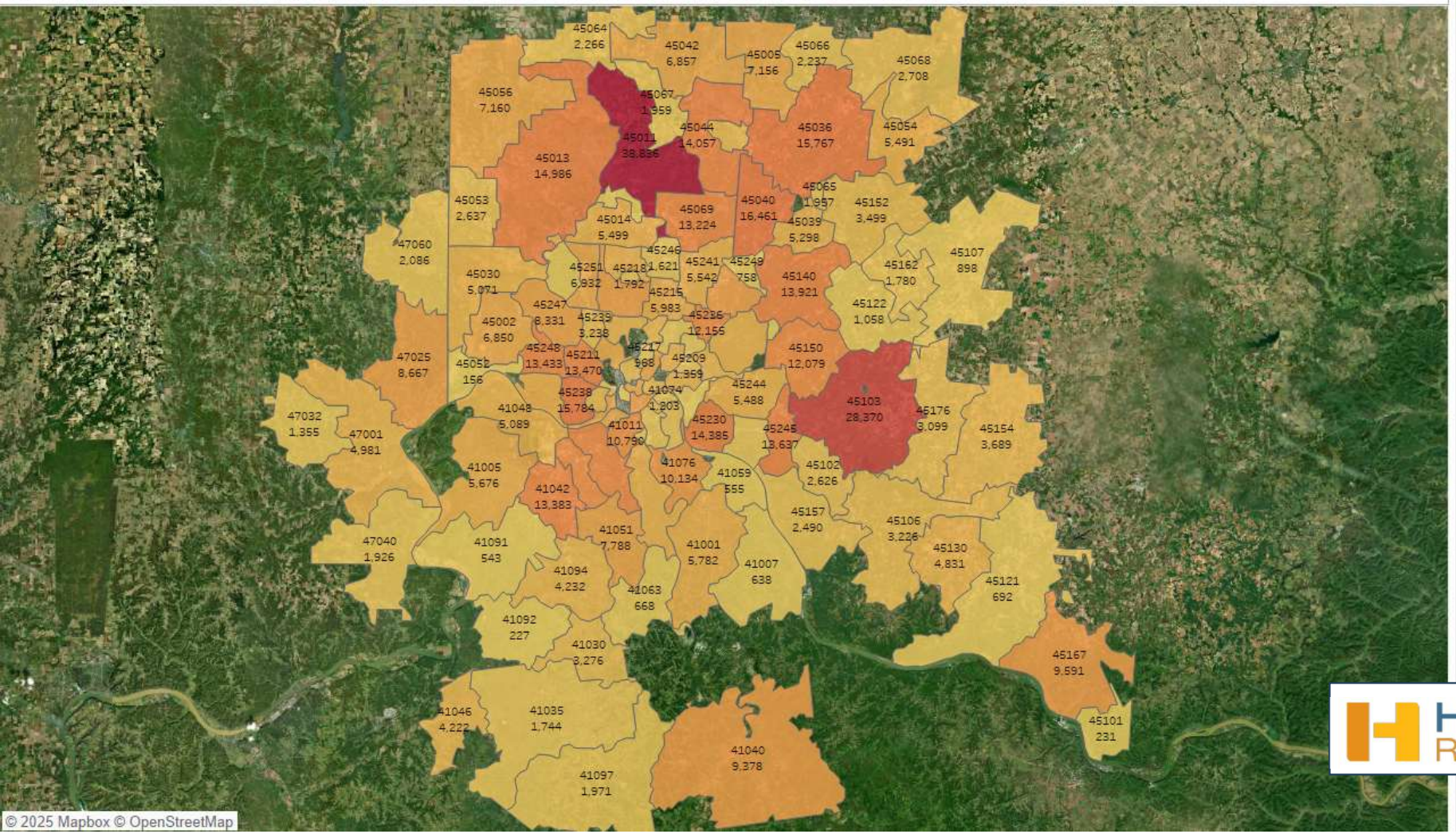
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CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 95

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Radio Stations: WYGY-FM

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



SUM(Adults 18 or older ...

156 38,836

HUBBARD RADIO

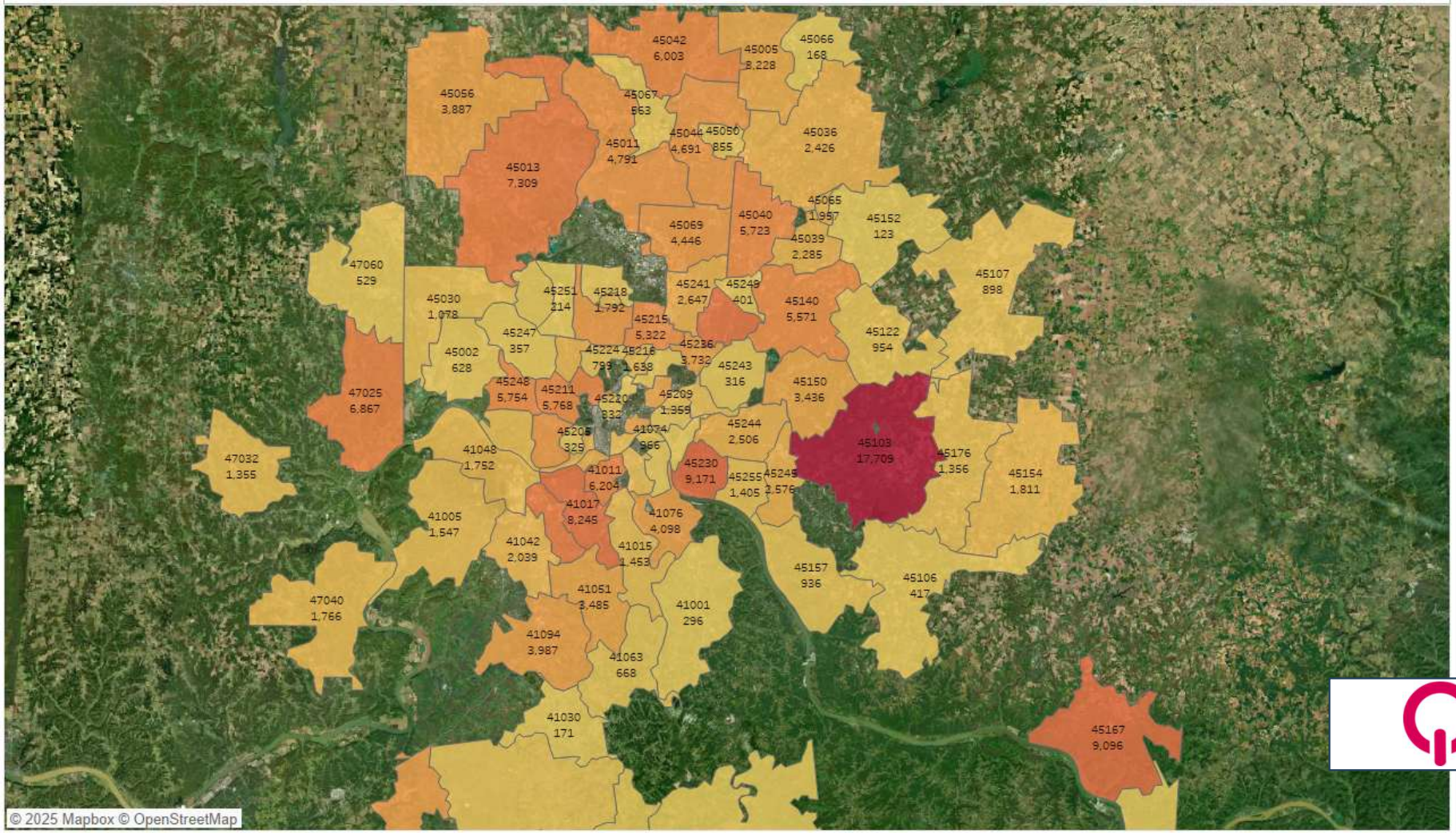
CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 671

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

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



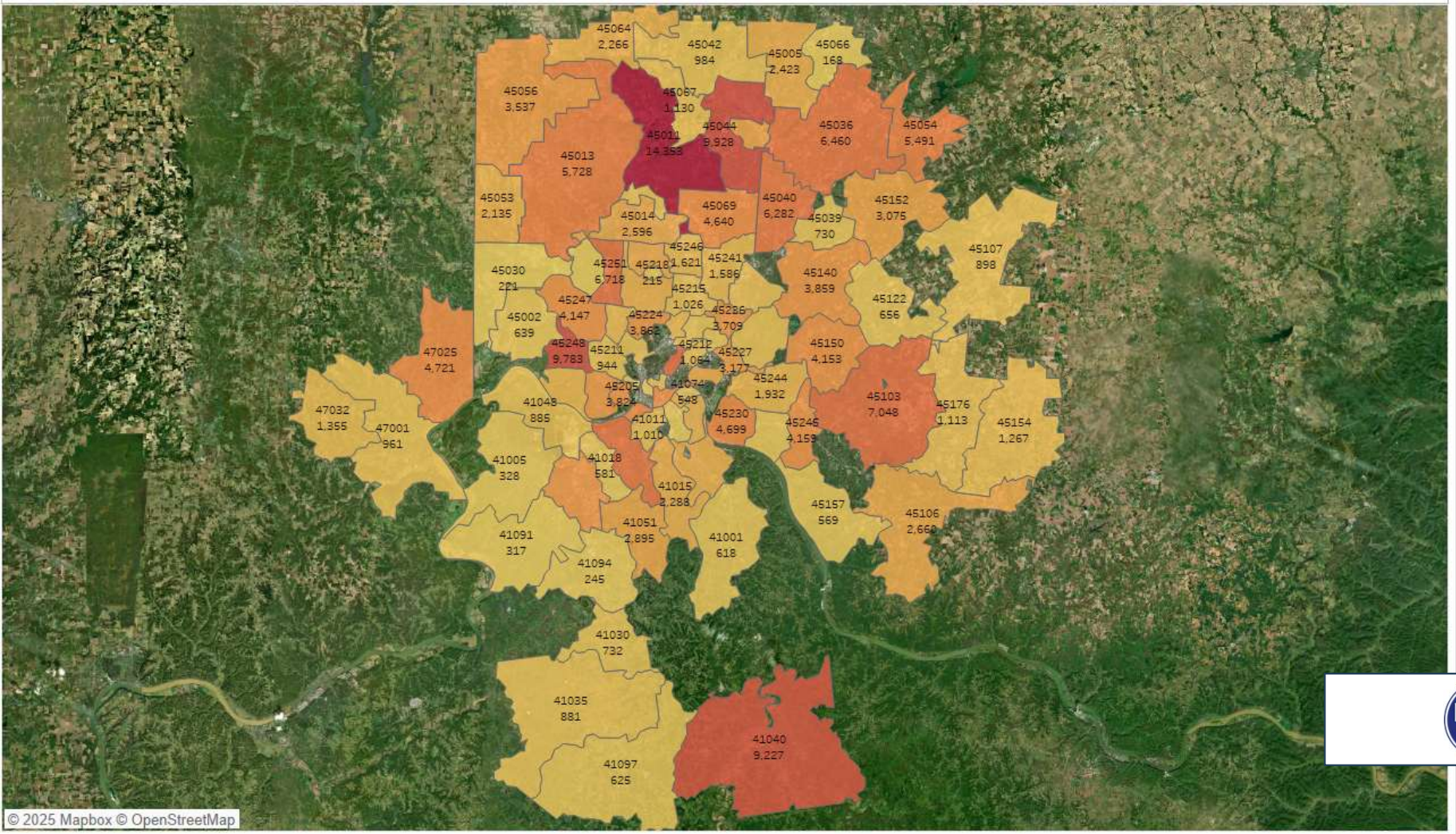
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Radio Stations: WKRQ-FM

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



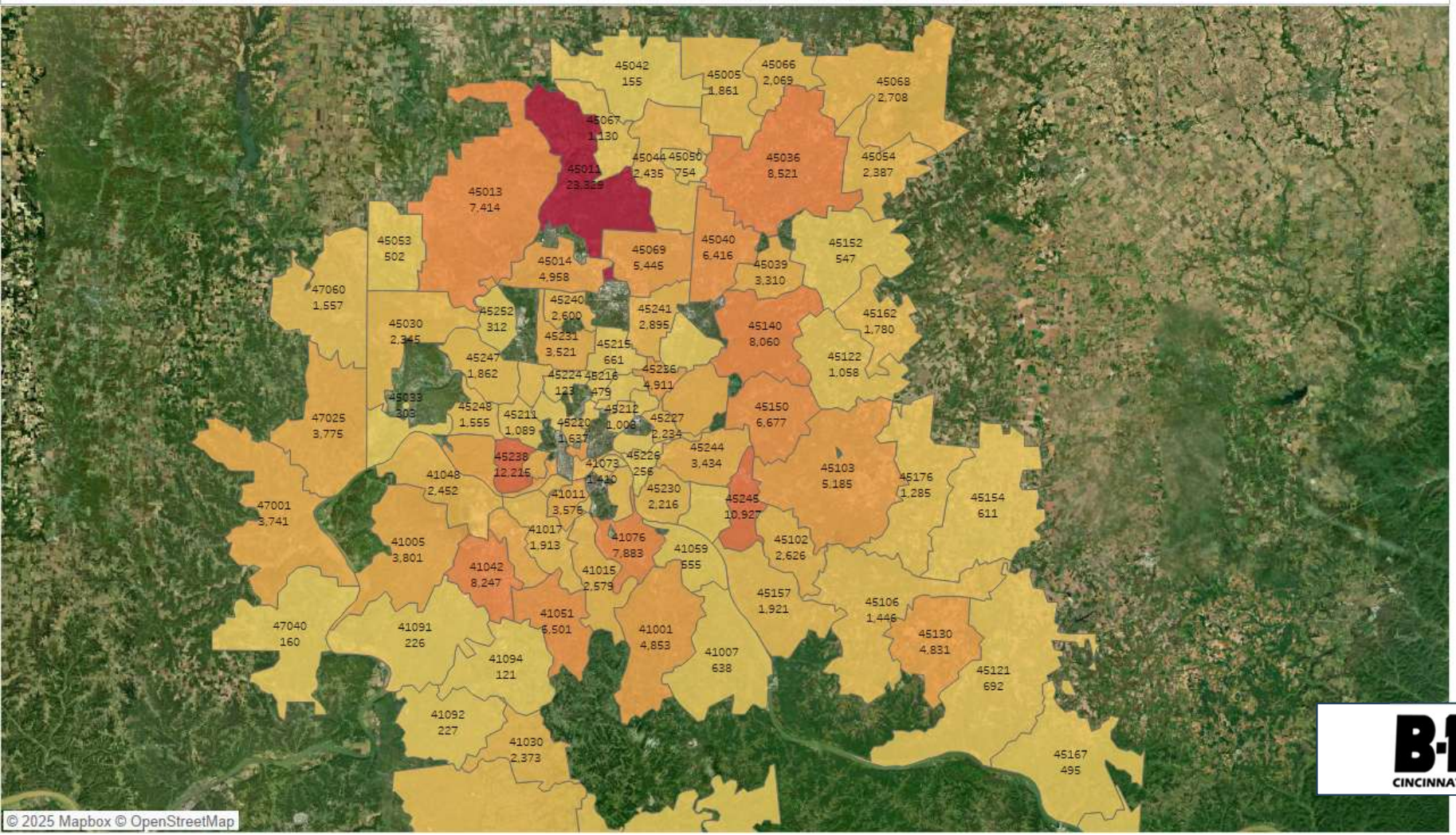
CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 247

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Radio Stations: WREW-FM

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



SUM(Adults 18 or older ...

69 23,329

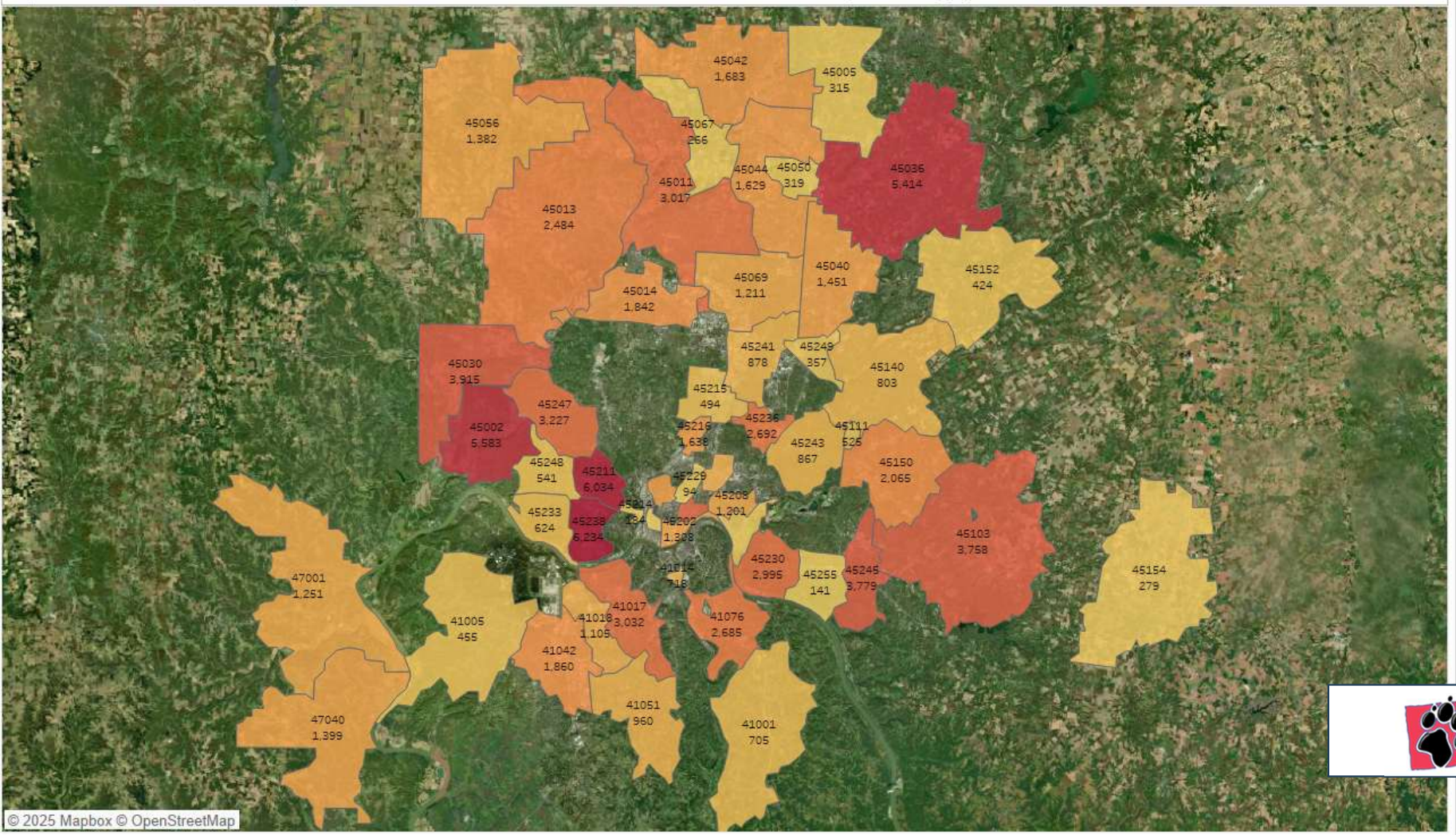
B-105.1
CINCINNATI'S NEW COUNTRY!

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Radio Stations: WUBE-FM

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



SUM(Adults 18 or older ...

94 6,234

97.3 THE WOLF

CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 95

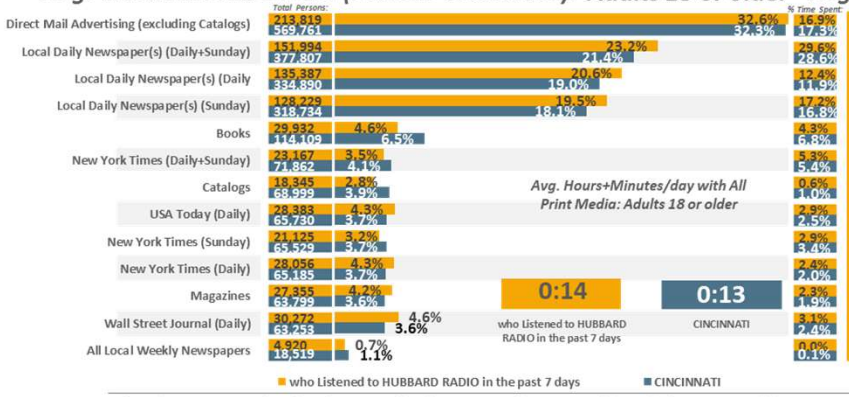
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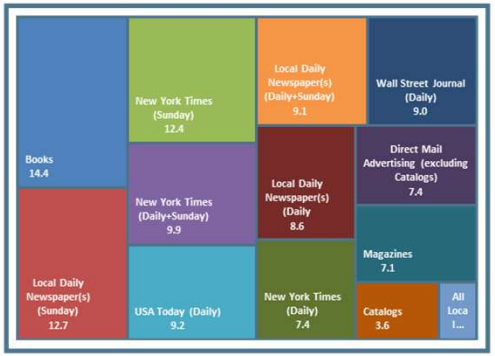
Radio Stations: WYGY-FM

151,994 or 23.2% of Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.3 minutes every day representing 31.% of all time spent daily with All forms of Print Media.

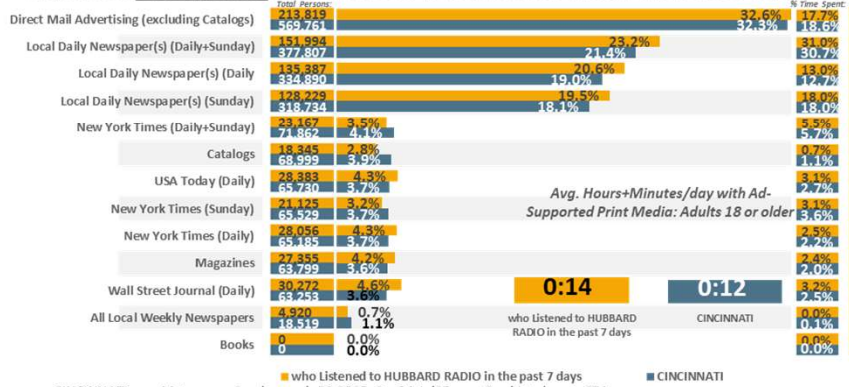
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



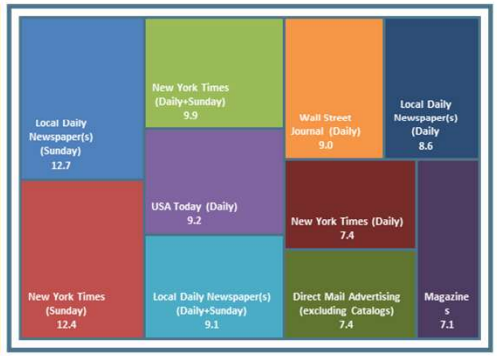




Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older







CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 671

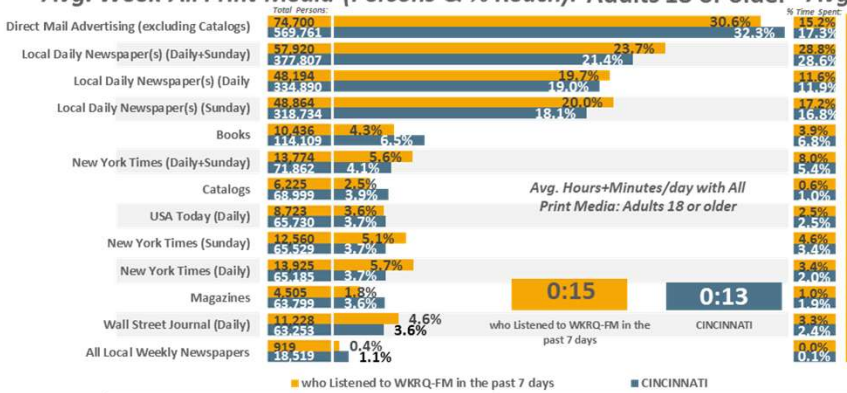
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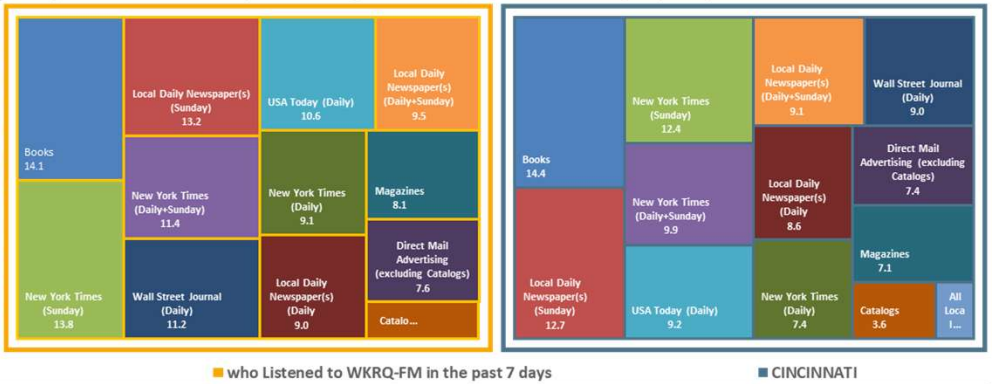
(Radio Stations: WKRQ-FM OR Radio Stations: WREW-FM OR Radio Stations: WUBE-FM OR Radio Stations: WYGY-FM)

57,920 or 23.7% of Adults 18 or older who Listened to WKRQ-FM in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.5 minutes every day representing 30.% of all time spent daily with All forms of Print Media.

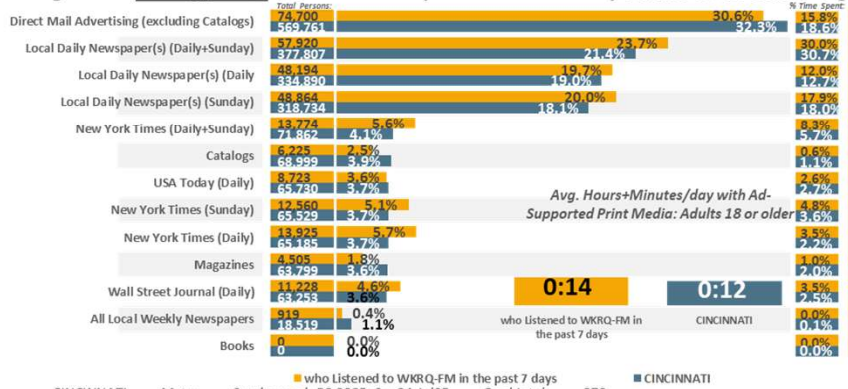
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



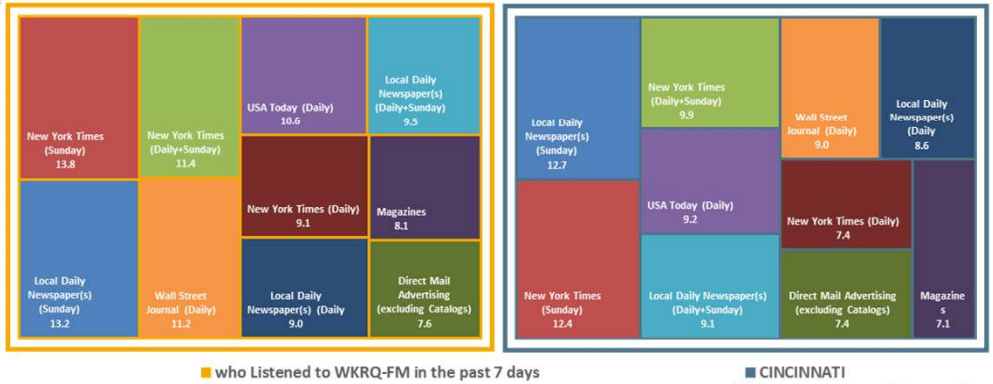
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 272

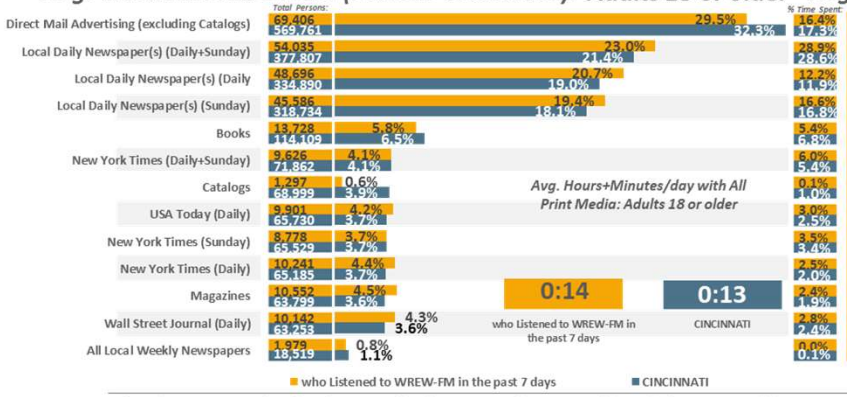
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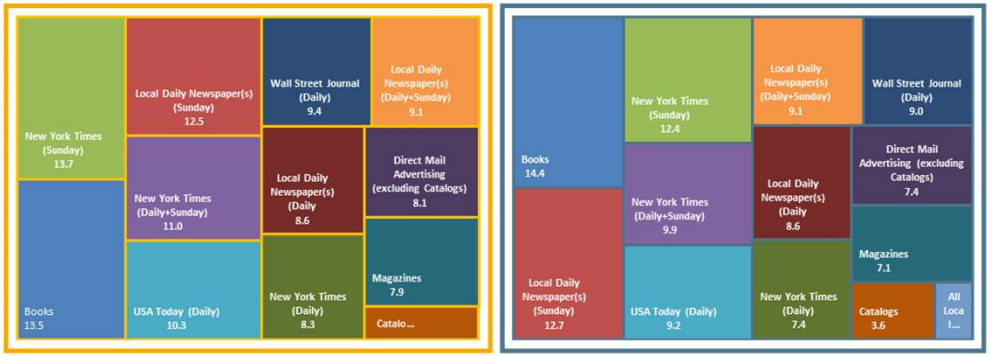
Radio Stations: WKRQ-FM

54,035 or 23.% of Adults 18 or older who Listened to WREW-FM in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.1 minutes every day representing 30.5% of all time spent daily with All forms of Print Media.

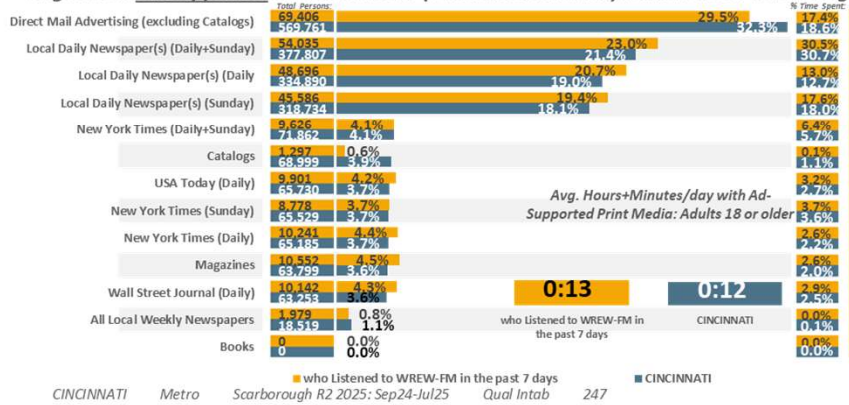
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



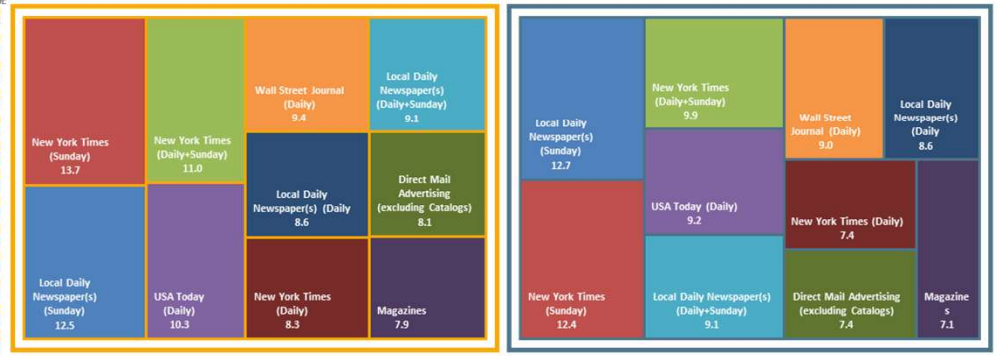
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 247

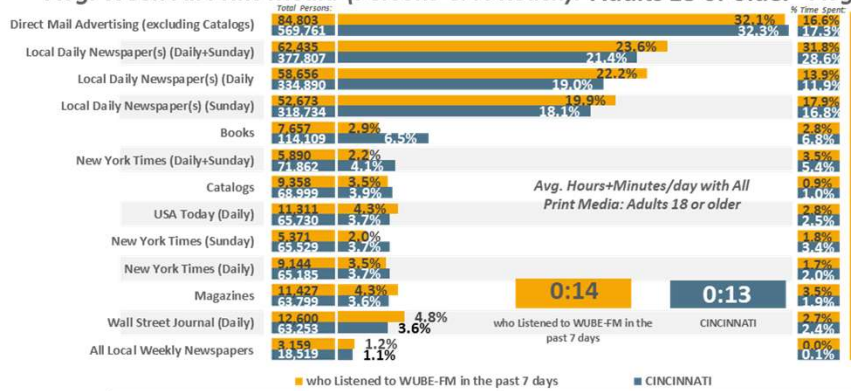
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Radio Stations: WREW-FM

62,435 or 23.6% of Adults 18 or older who Listened to WUBE-FM in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.4 minutes every day representing 32.7% of all time spent daily with All forms of Print Media.

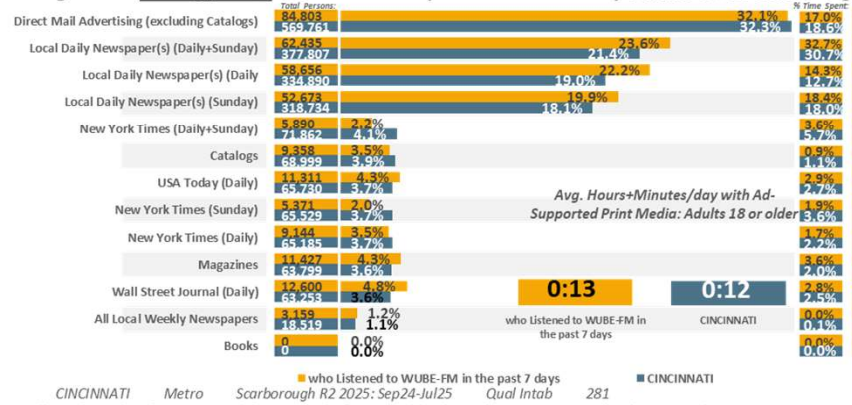
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



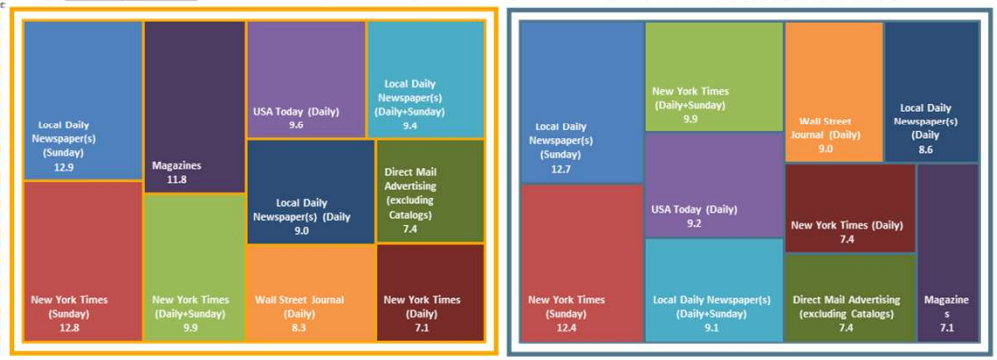
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 281

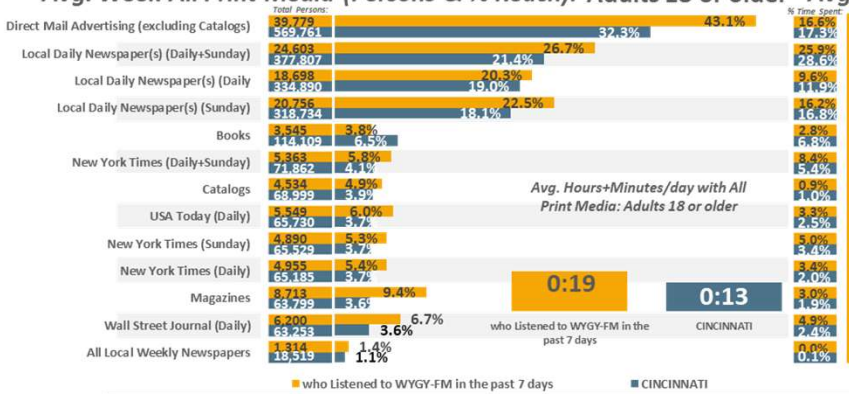
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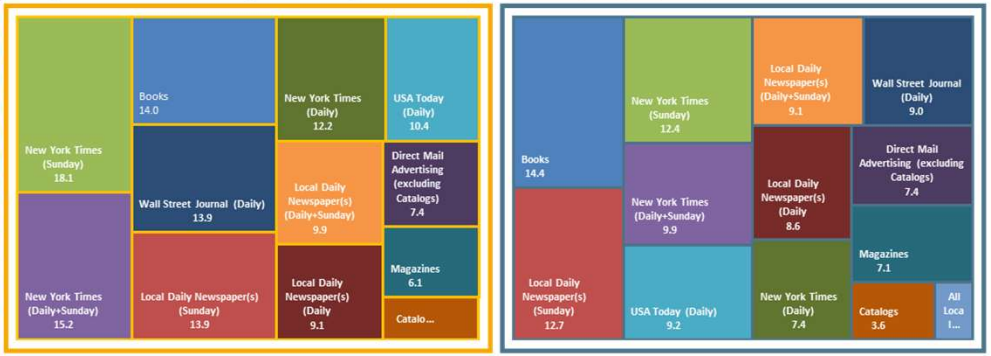
Radio Stations: WUBE-FM

24,603 or 26.7% of Adults 18 or older who Listened to WYGY-FM in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.9 minutes every day representing 26.6% of all time spent daily with All forms of Print Media.

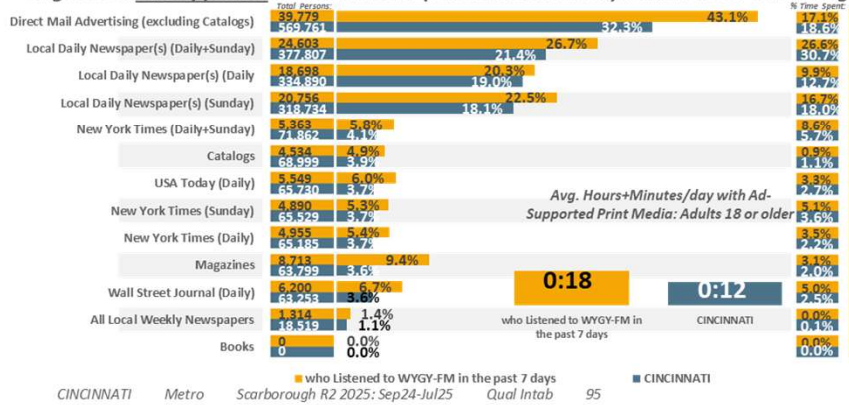
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



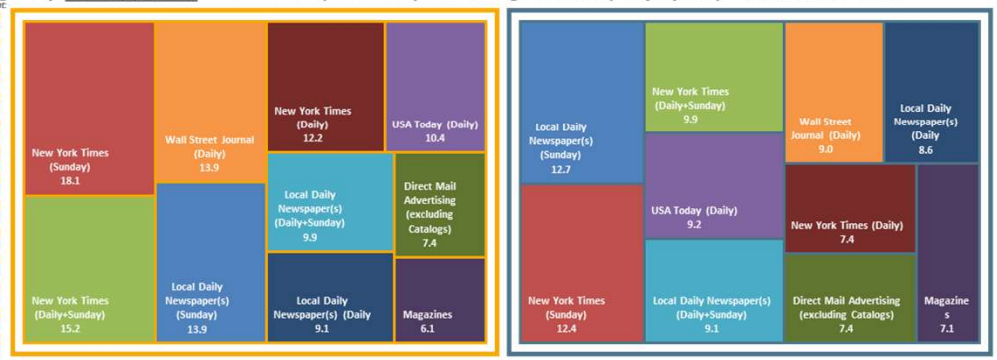
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 95

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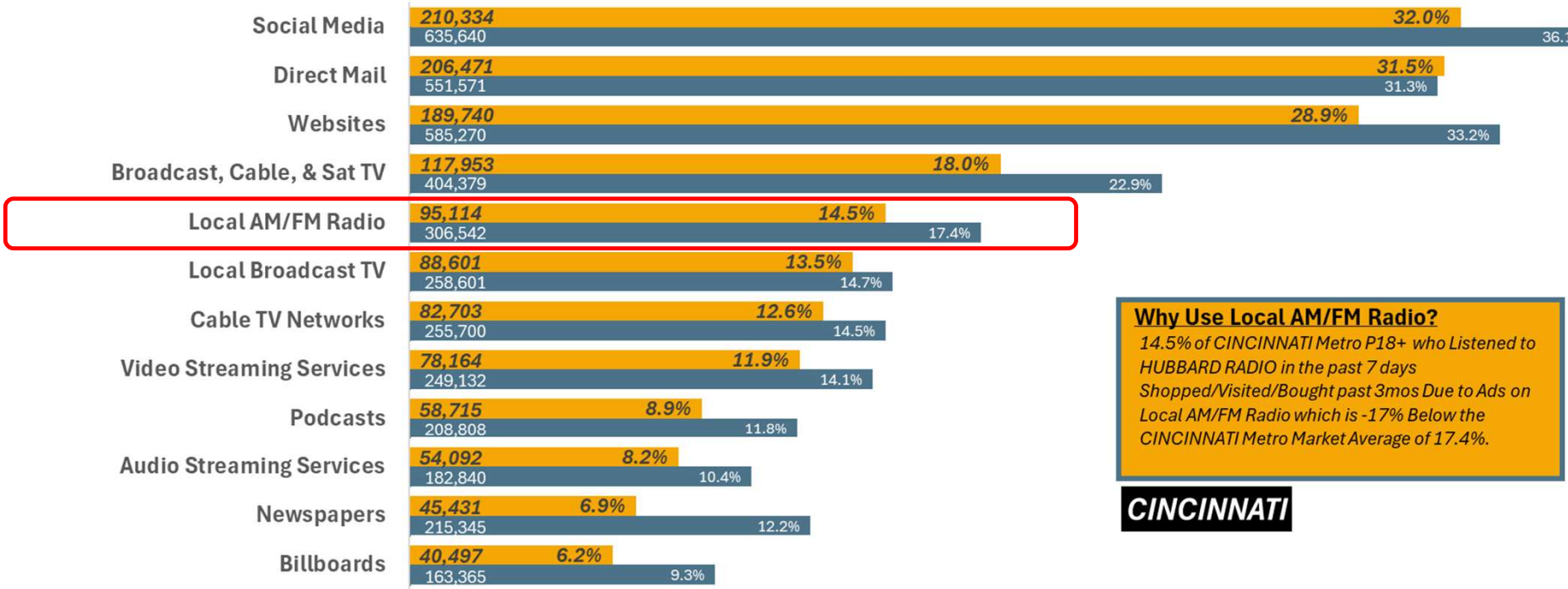
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Radio Stations: WYGY-FM

HUBBARD RADIO

"Advertising Actions"

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



Why Use Local AM/FM Radio?

14.5% of CINCINNATI Metro P18+ who Listened to HUBBARD RADIO in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -17% Below the CINCINNATI Metro Market Average of 17.4%.

CINCINNATI

CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab: 671

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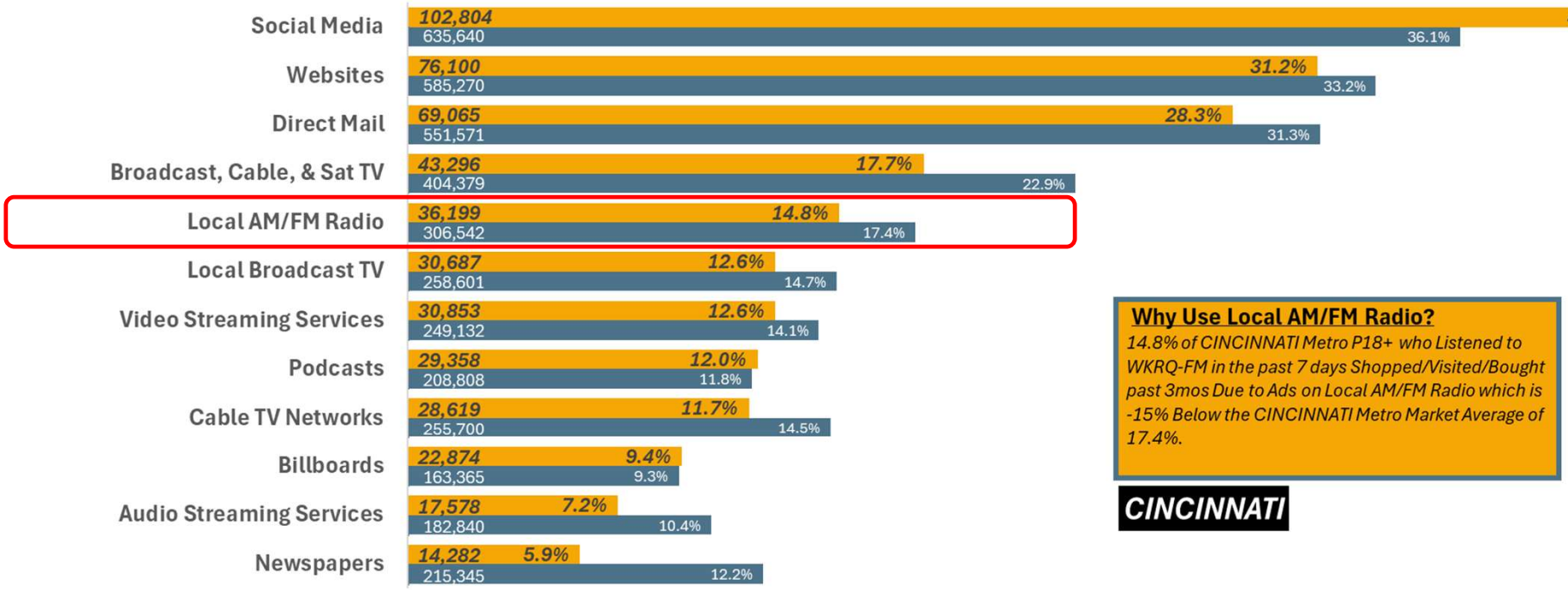
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(Radio Stations: WKRQ-FM OR Radio Stations: WREW-FM OR Radio Stations: WUBE-FM OR Radio Stations: WYGY-FM)

Q102 CINCINNATI'S HIT MUSIC

"Advertising Actions"

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



Why Use Local AM/FM Radio?

14.8% of CINCINNATI Metro P18+ who Listened to WKRQ-FM in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -15% Below the CINCINNATI Metro Market Average of 17.4%.

CINCINNATI

CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab: 272

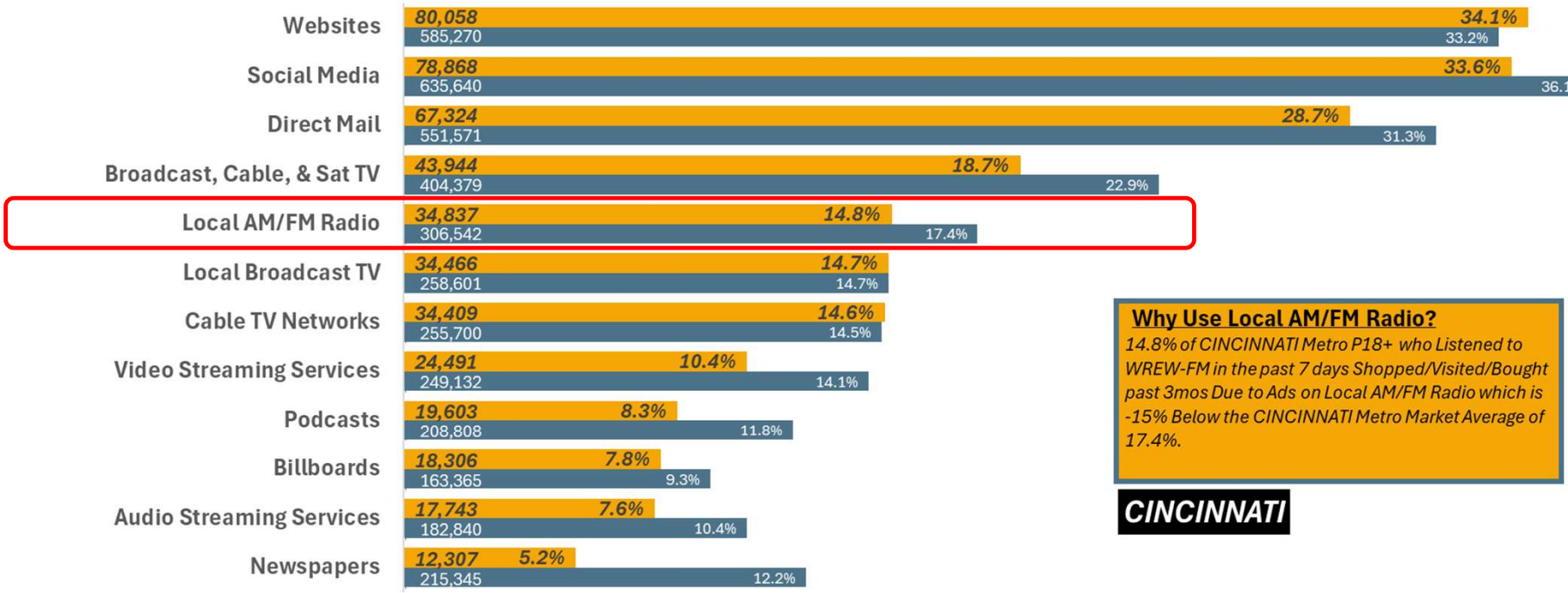
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Radio Stations: WKRQ-FM

"Advertising Actions"

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



Why Use Local AM/FM Radio?

14.8% of CINCINNATI Metro P18+ who Listened to WREW-FM in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -15% Below the CINCINNATI Metro Market Average of 17.4%.

CINCINNATI

CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab: 247

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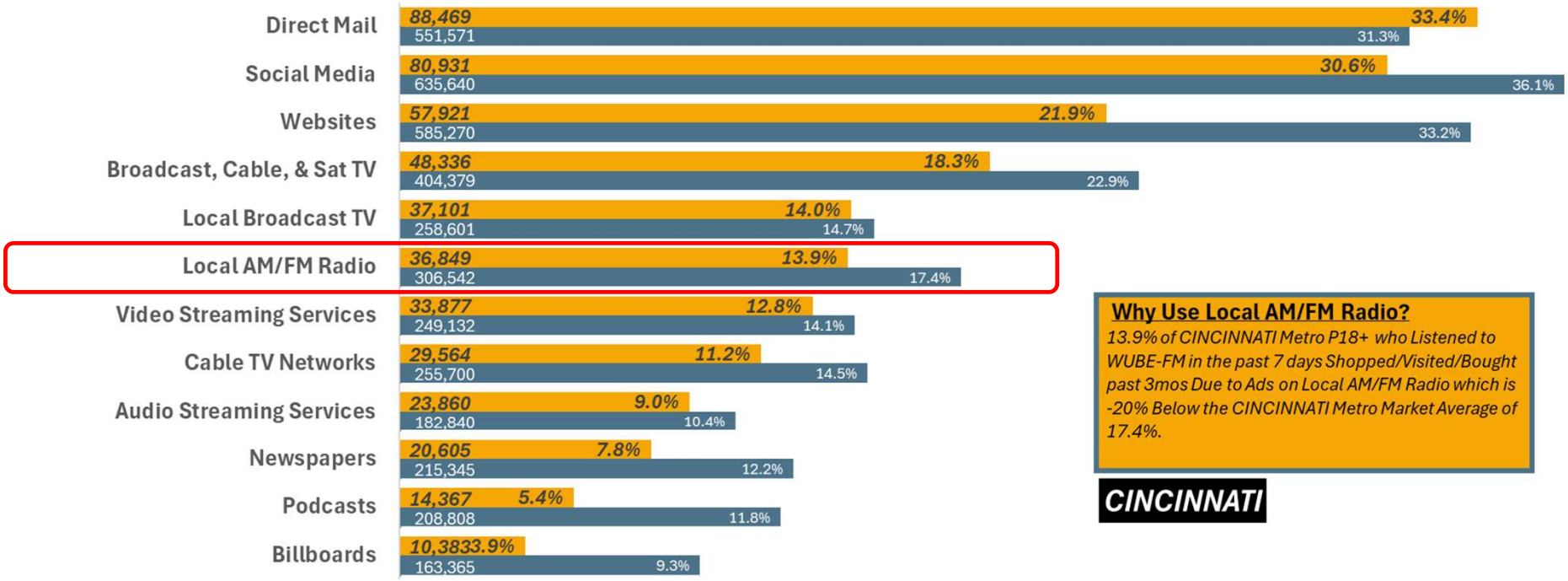
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Radio Stations: WREW-FM

B-105.1
CINCINNATI'S NEW COUNTRY!

"Advertising Actions"

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



Why Use Local AM/FM Radio?

13.9% of CINCINNATI Metro P18+ who Listened to WUBE-FM in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -20% Below the CINCINNATI Metro Market Average of 17.4%.

CINCINNATI

CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab: 281

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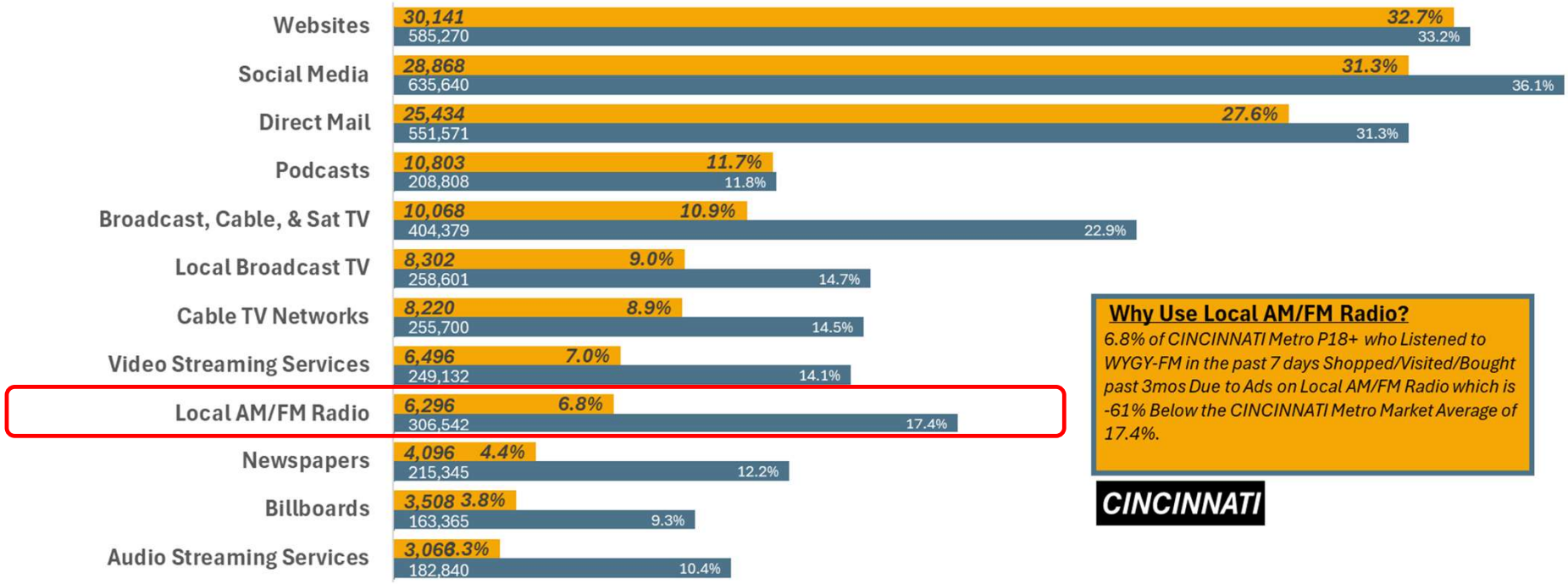
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Radio Stations: WUBE-FM

97.3 THE WOLF

"Advertising Actions"

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



Why Use Local AM/FM Radio?

6.8% of CINCINNATI Metro P18+ who Listened to WYGY-FM in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -61% Below the CINCINNATI Metro Market Average of 17.4%.

CINCINNATI

CINCINNATI Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab: 95

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Radio Stations: WYGY-FM