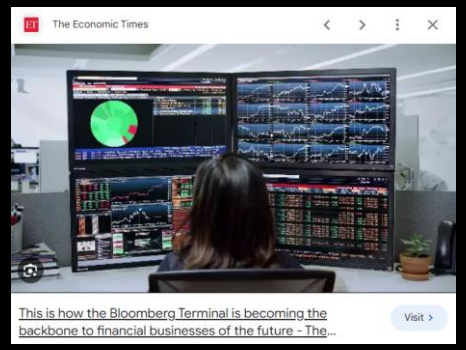
USA –CINCINNATI, OH DMA as of February 2024!

Complete Demographic & Media Use Profiles



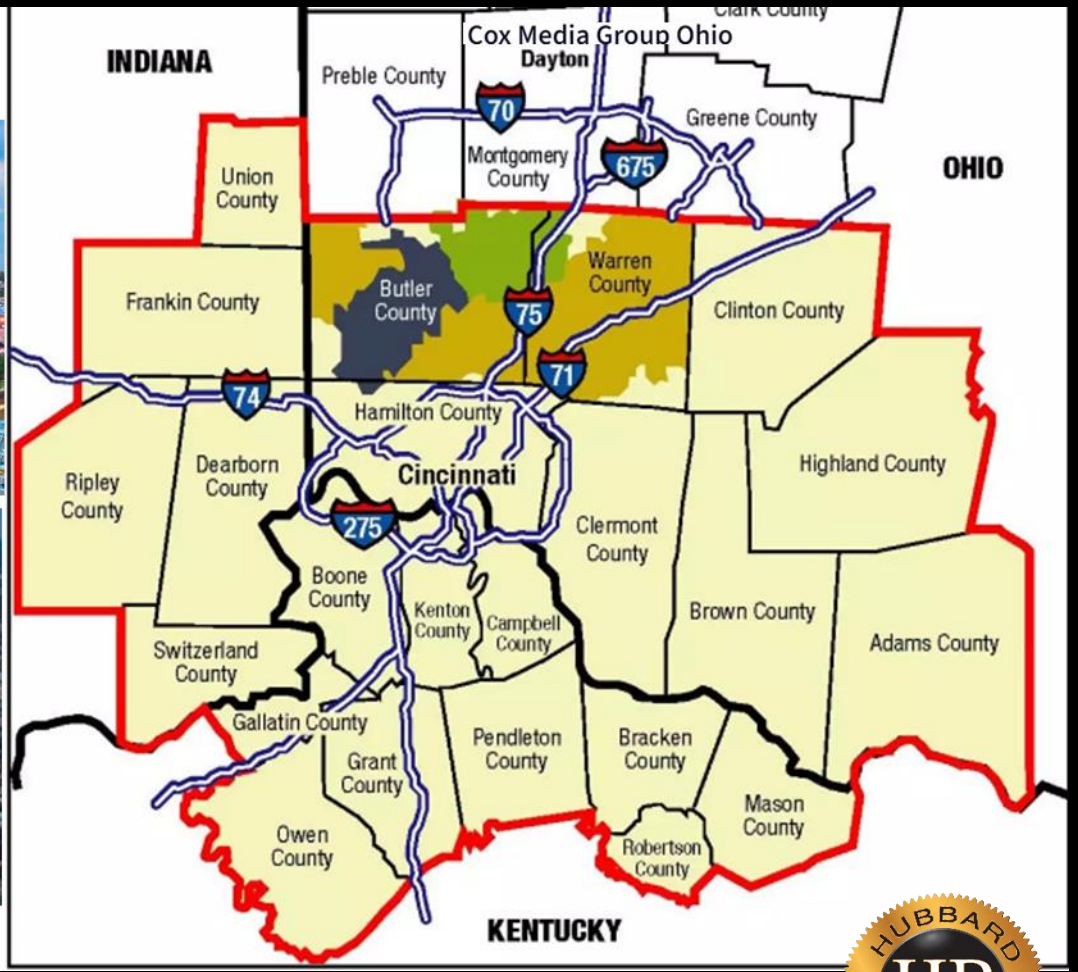
Complete Demographic, Psychographic, and Total Media Usage Profiles of the P18+, P25-64, W25-64, M25-64, P35+ Residents of the Cincinnati, DMA (#36) vs. Same Demos of USA Avg.



The Cincinnati DMA







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

HUBBARD BROADCASTING INC. HB INC.

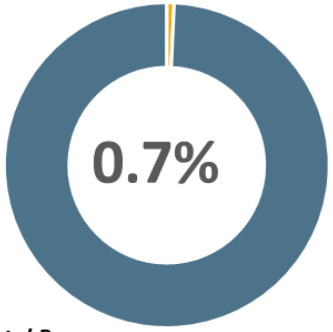


Cincinnati, OH, DMA

P18+

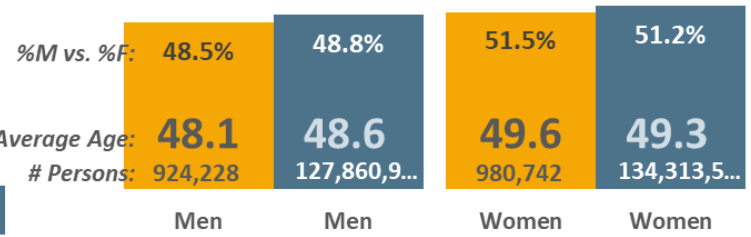
.7% or 1,904,970 of USA Adults 18 or older Live in the CINCINNATI, OH, DMA.
Typical Adults 18 or older who Live in the CINCINNATI, OH, DMA are 48.8 years old (.3% younger than average) and have a $94,732 (8.1% higher than average) annual household income.

Percent of Market: Adults 18 or older

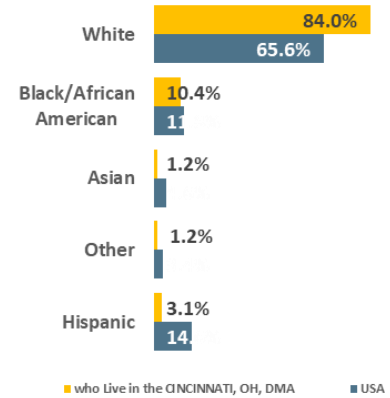




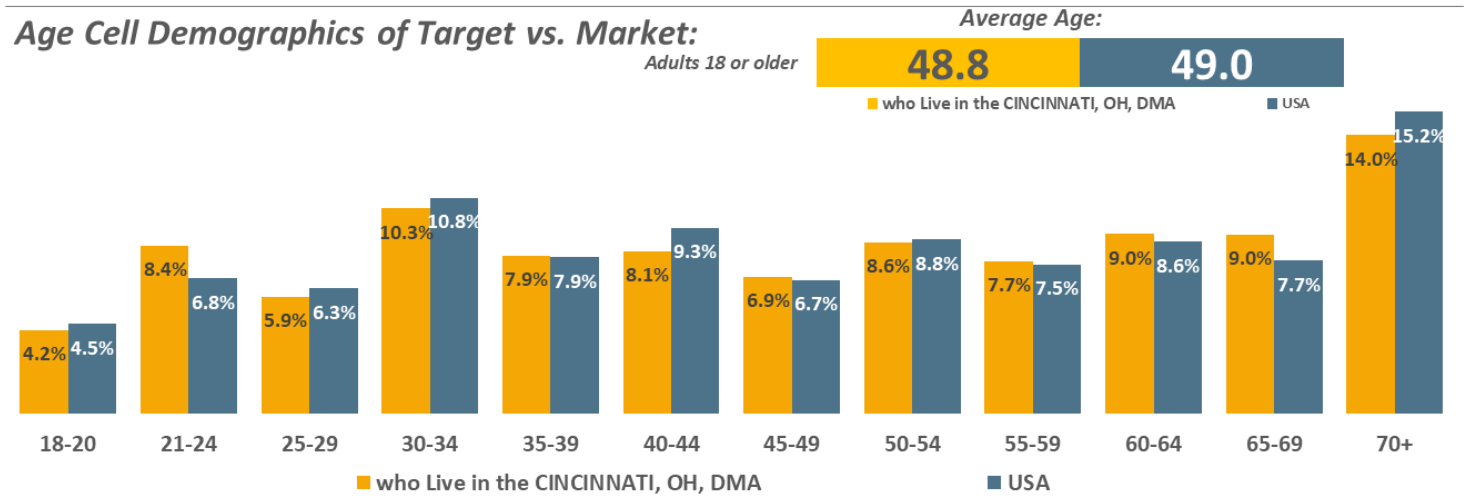
Gender of Target vs. Market: Adults 18 or older



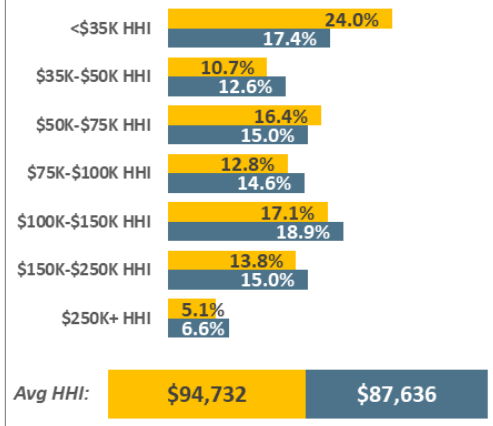
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 1,928

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USA Jan23-Oct23 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,338

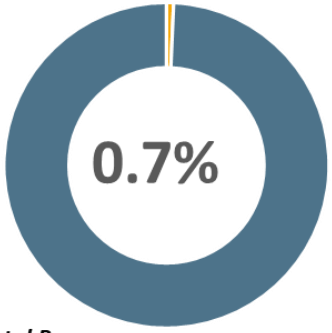


Cincinnati, OH, DMA

P25-64

.7% or 1,226,657 of USA Adults 25 - 64 Live in the CINCINNATI, OH, DMA.
Typical Adults 25 - 64 who Live in the CINCINNATI, OH, DMA are 45.4 years old (.8% older than average) and have a $101,558 (5.6% higher than average) annual household income.

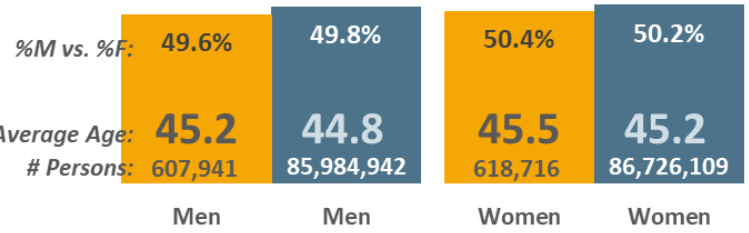
Percent of Market: Adults 25 - 64



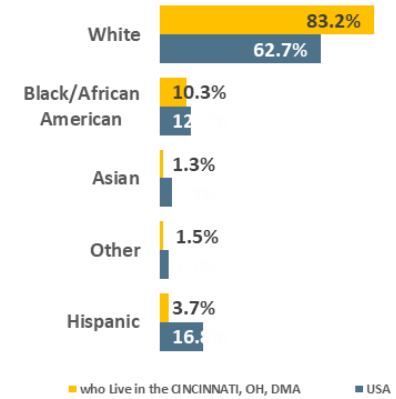
Total Persons:

1,226,657	171,484,394

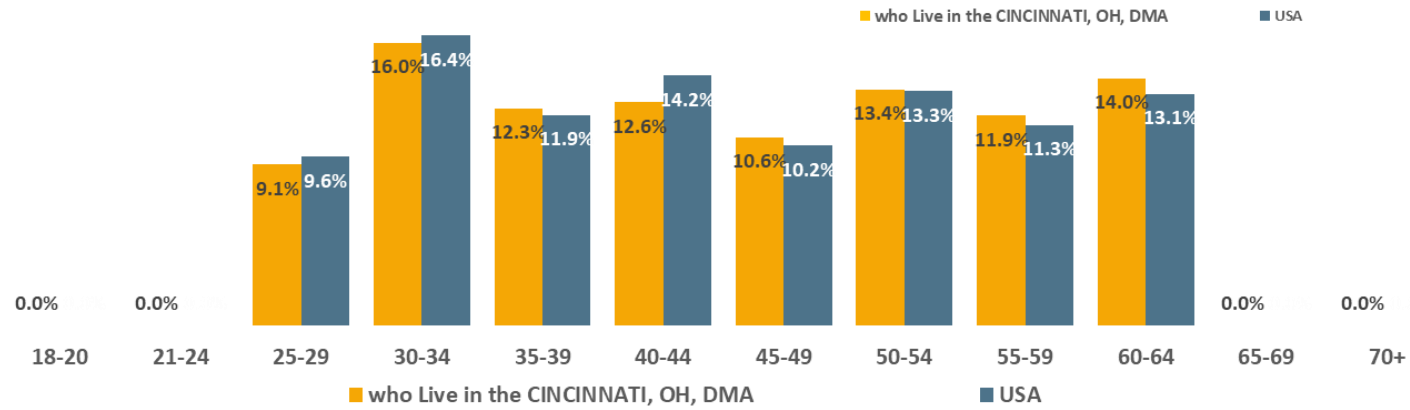
Gender of Target vs. Market: Adults 25 - 64



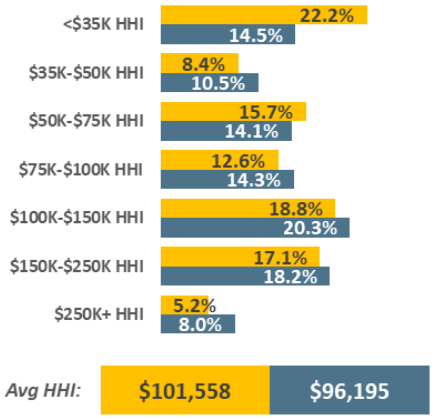
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI:	$101,558	$96,195

USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 1,928

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USA Jan23-Oct23 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,338

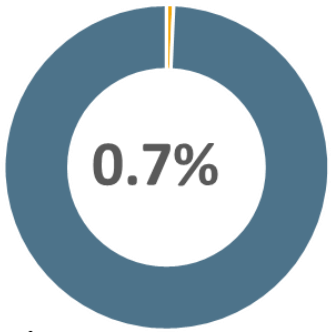


Cincinnati, OH, DMA

W25-64

.7% or 618,716 of USA Women 25 - 64 Live in the CINCINNATI, OH, DMA.
Typical Women 25 - 64 who Live in the CINCINNATI, OH, DMA are 45.5 years old (.9% older than average) and have a $95,135 (8.9% higher than average) annual household income.

Percent of Market: Women 25 - 64

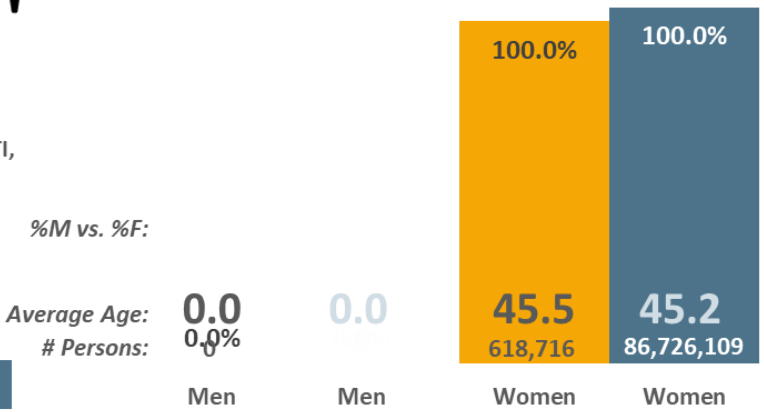


- who Live in the CINCINNATI, OH, DMA
- Remainder of USA Metro

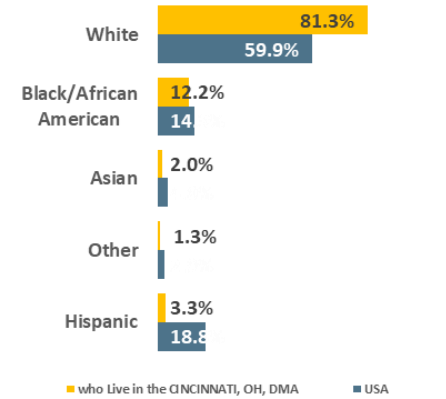
Total Persons:

618,716 | 86,107,393

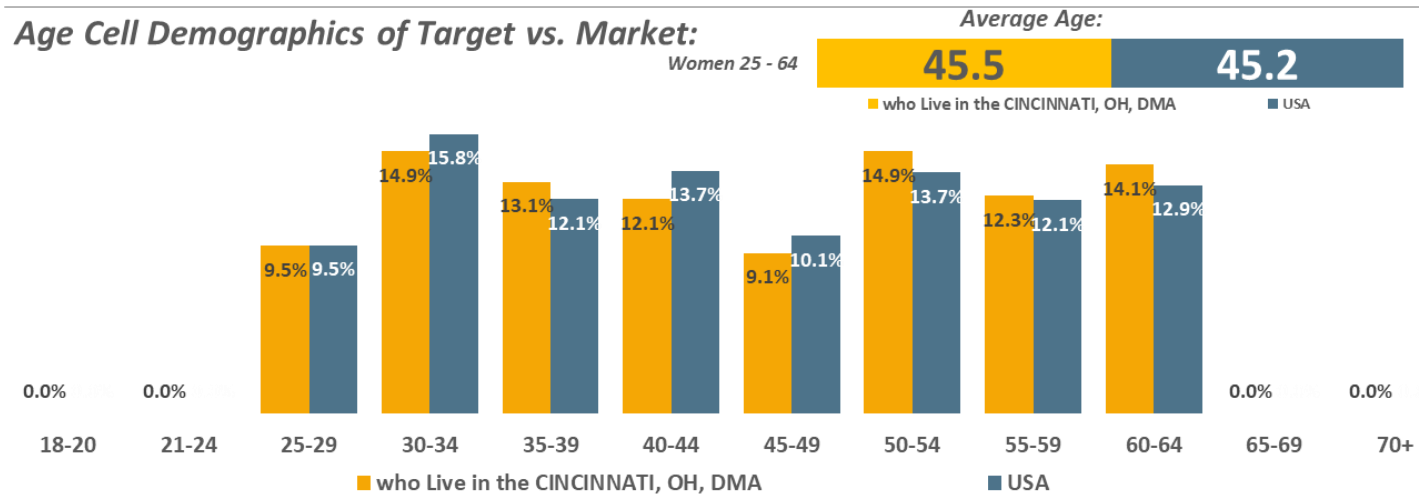
Gender of Target vs. Market: Women 25 - 64



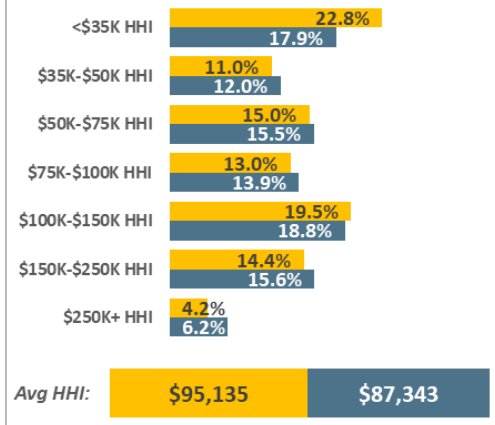
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: $95,135 | $87,343

USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 1,928

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USA Jan23-Oct23 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,338

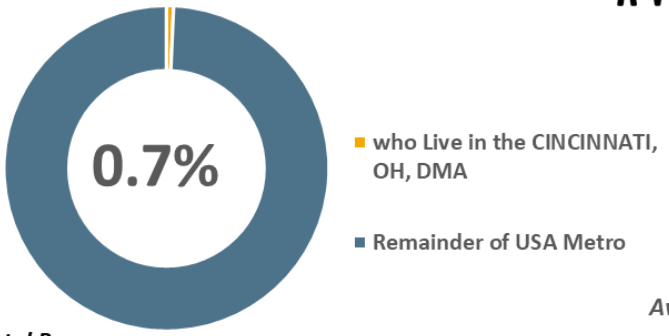


Cincinnati, OH, DMA

M25-64

.7% or 607,941 of USA Men 25 - 64 Live in the CINCINNATI, OH, DMA.
Typical Men 25 - 64 who Live in the CINCINNATI, OH, DMA are 45.2 years old (.8% older than average) and have a $108,094 (2.8% higher than average) annual household income.

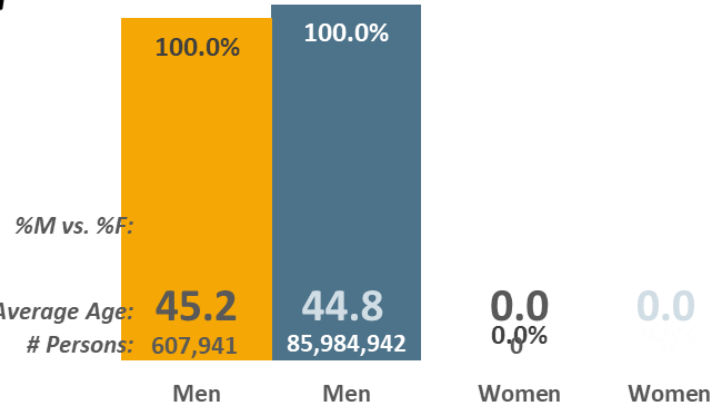
Percent of Market: Men 25 - 64



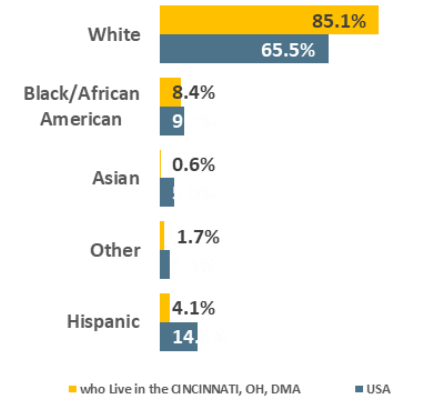
Total Persons:



Gender of Target vs. Market: Men 25 - 64

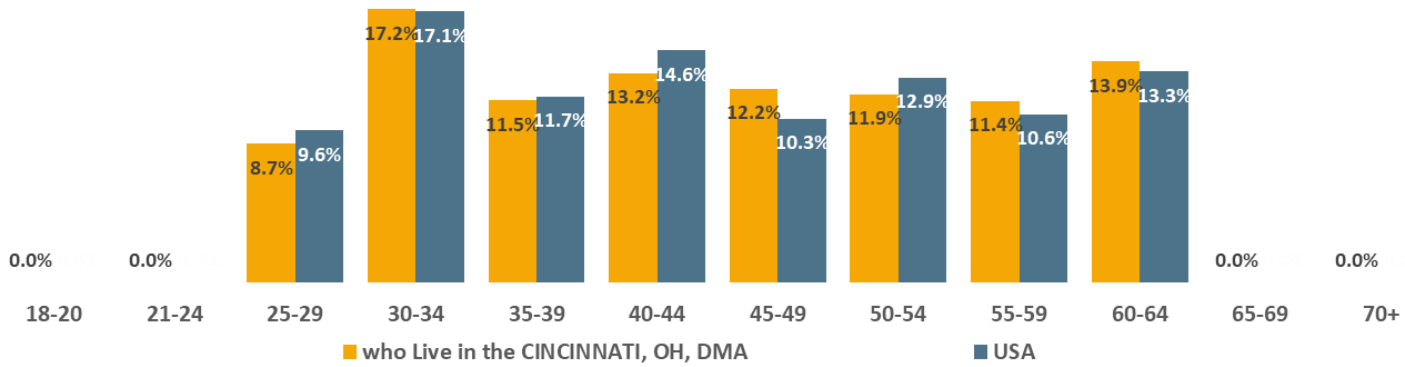


Ethnicity of Target vs. Market:

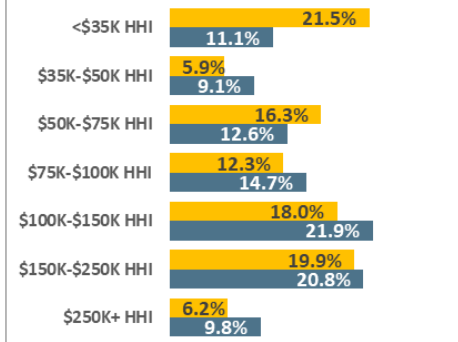


Age Cell Demographics of Target vs. Market:





HHI of Target vs. Market:



Avg HHI: $108,094 | $105,124

USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 1,928

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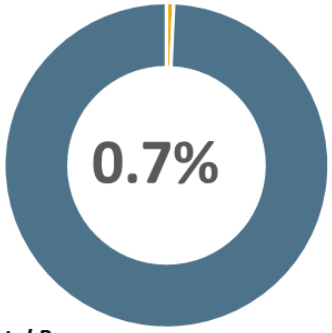


Cincinnati, OH, DMA

P35+

.7% or 1,356,590 of USA Adults 35 or older Live in the CINCINNATI, OH, DMA.
Typical Adults 35 or older who Live in the CINCINNATI, OH, DMA are 57.8 years old (.2% older than average) and have a $97,129 (7.7% higher than average) annual household income.

Percent of Market: Adults 35 or older



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

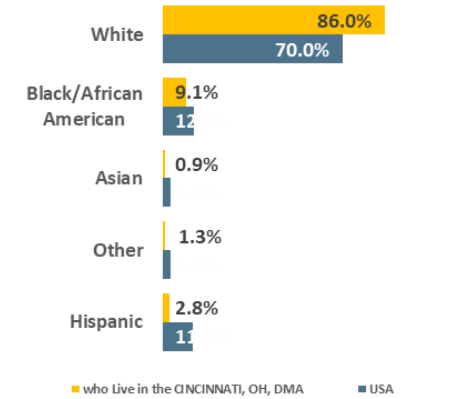
Total Persons:

1,356,590 | 186,376,778

Gender of Target vs. Market: Adults 35 or older

	Men	Men	Women	Women
%M vs. %F:	47.6%	47.9%	52.4%	52.1%
Average Age:	57.2	57.2	58.4	58.2
# Persons:	646,194	89,924,383	710,396	97,808,985

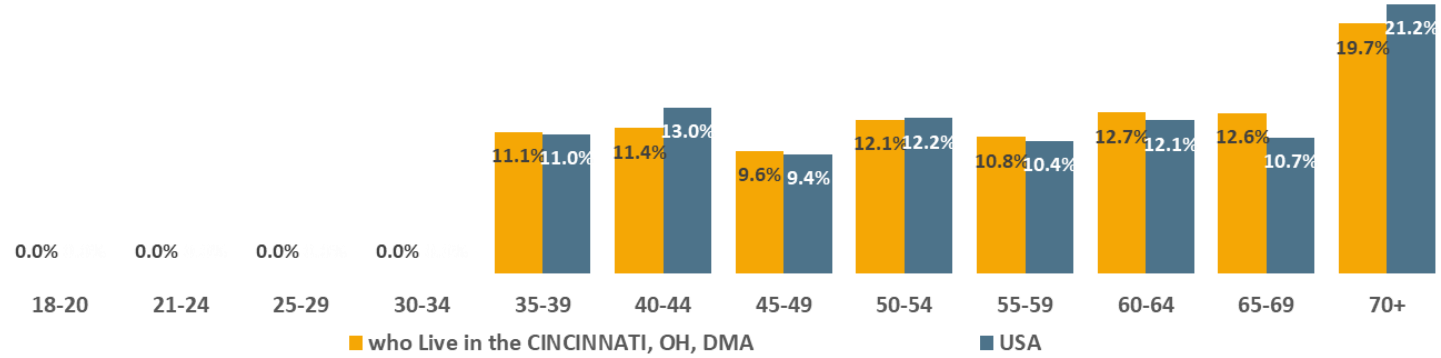
Ethnicity of Target vs. Market:



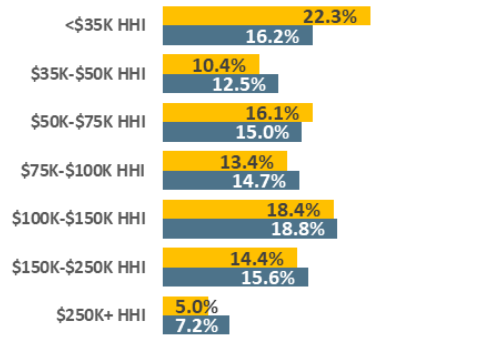
Age Cell Demographics of Target vs. Market:

	Average Age:	
Adults 35 or older	57.8	57.7

who Live in the CINCINNATI, OH, DMA | USA



HHI of Target vs. Market:



Avg HHI:	$97,129	$90,182

USA *USA Projection* *Scarborough R1 2024: Jan23-Feb24* *Qual Intab* *1,928*

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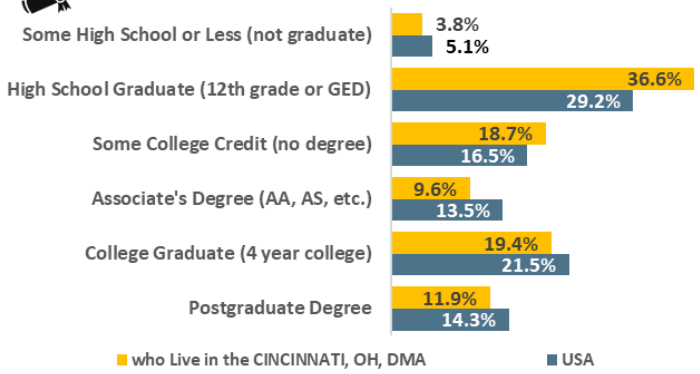


Cincinnati, OH, DMA

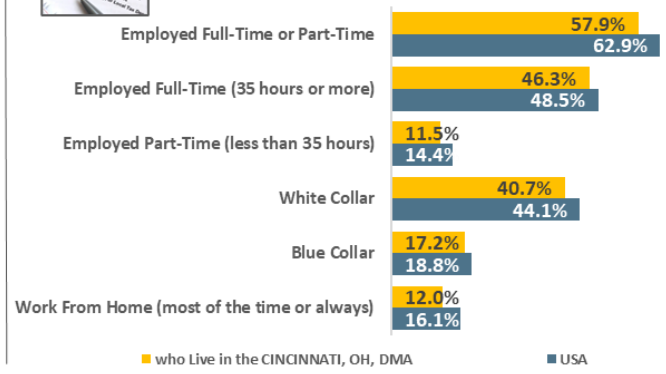
P18+

.7% or 1,904,970 of USA Adults 18 or older Live in the CINCINNATI, OH, DMA.
Adults 18 or older who Live in the CINCINNATI, OH, DMA are 12.4% less likely to be a college graduate, 4.4% less likely to work full-time, 6.8% more likely to be married, 1.6% less likely to be a parent of 1 or more children under 18.

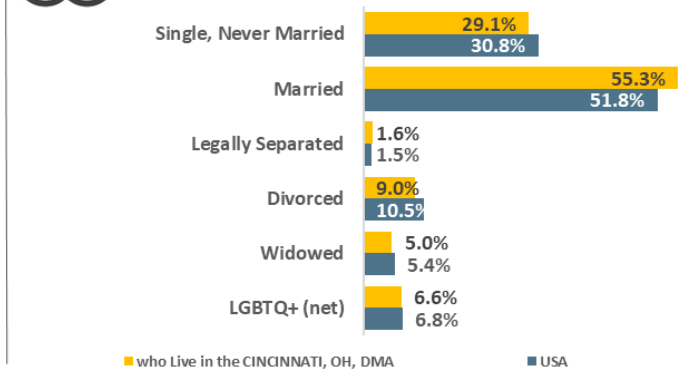
Education Levels: Adults 18 or older



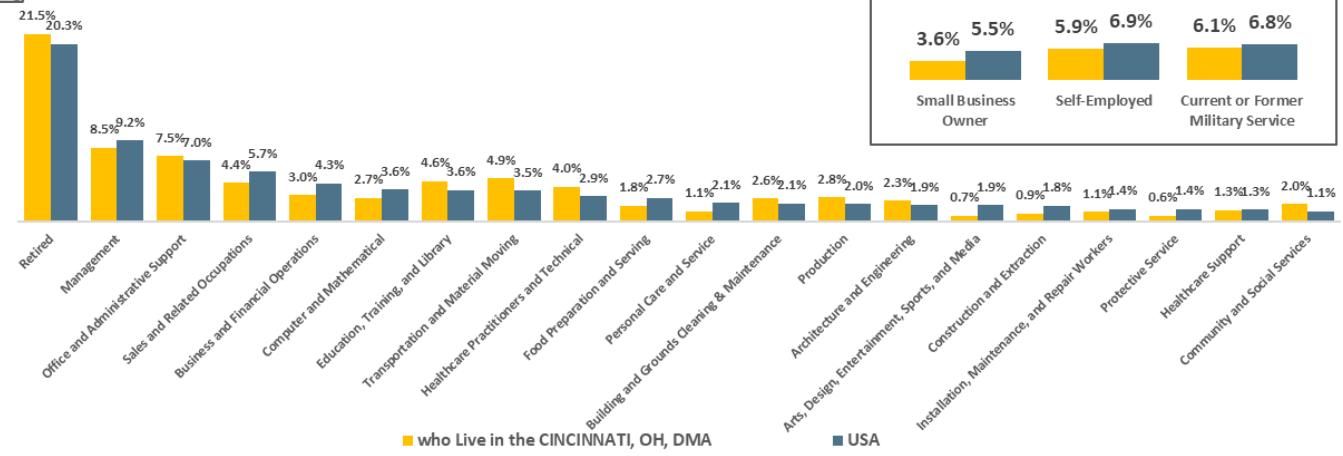
Employment: Adults 18 or older



Marital Status: Adults 18 or older

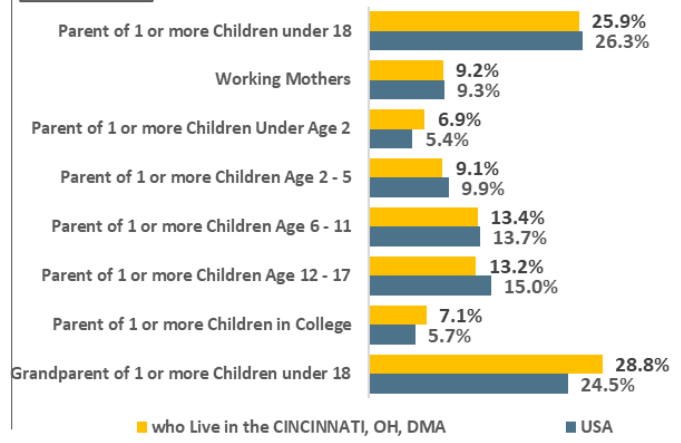


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 1,928

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USA Jan23-Oct23 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,338

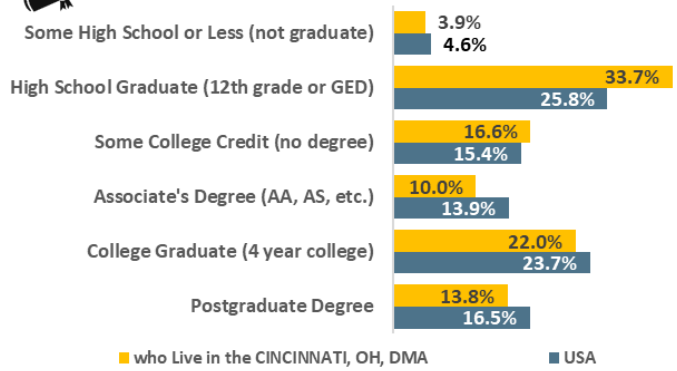
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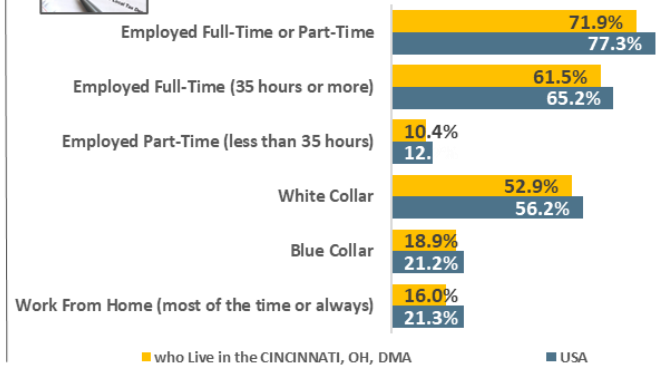
Cincinnati, OH, DMA
P25-64

.7% or 1,226,657 of USA Adults 25 - 64 Live in the CINCINNATI, OH, DMA.
Adults 25 - 64 who Live in the CINCINNATI, OH, DMA are 10.9% less likely to be a college graduate, 5.6% less likely to work full-time, 4.9% more likely to be married, .9% less likely to be a parent of 1 or more children under 18.

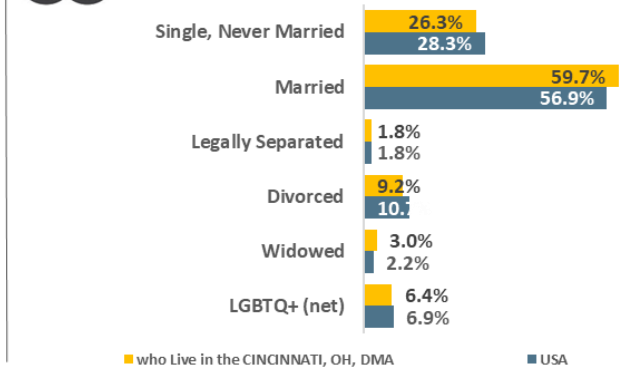
Education Levels: Adults 25 - 64



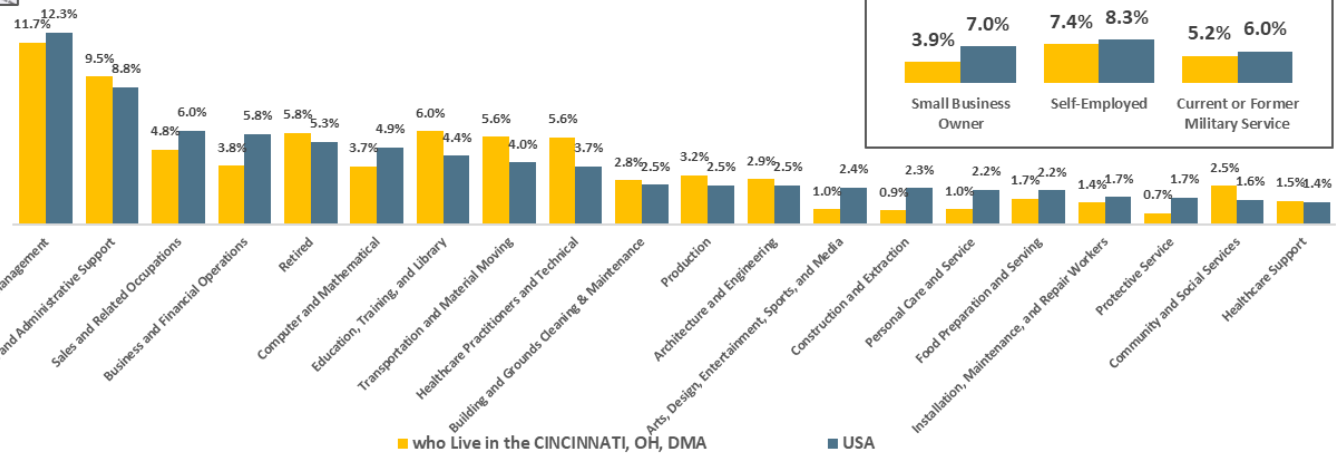
Employment: Adults 25 - 64



Marital Status: Adults 25 - 64

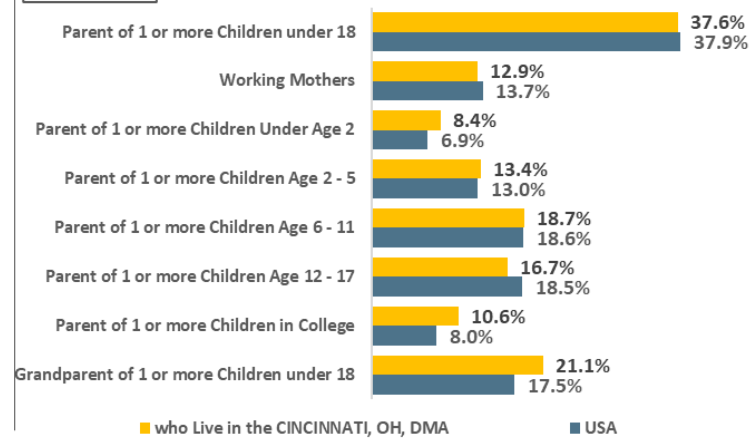


Top-20 Occupations: Adults 25 - 64



Entrepreneurs/Military Experience

Stage in Life: Adults 25 - 64



USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 1,928

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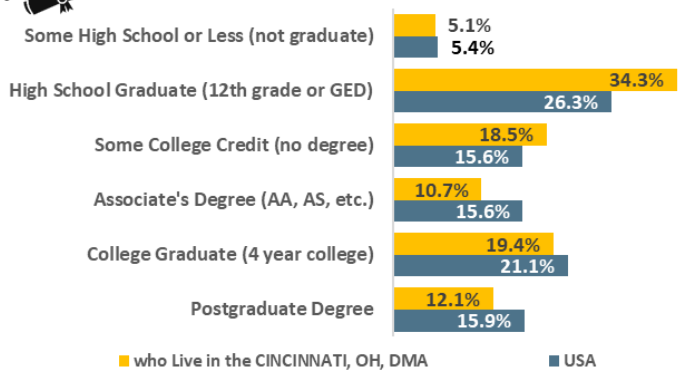
USA Jan23-Oct23 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,338



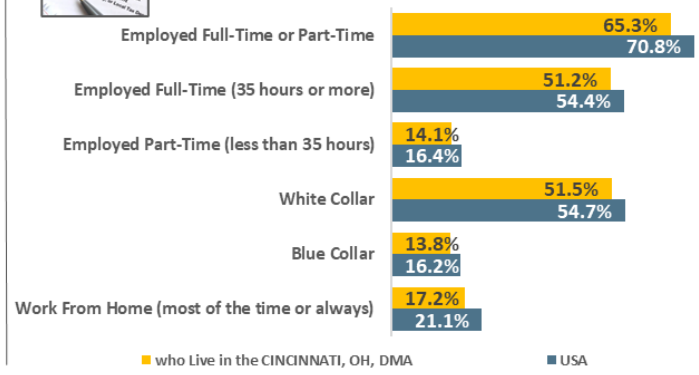
Cincinnati, OH, DMA
W25-64

.7% or 618,716 of USA Women 25 - 64 Live in the CINCINNATI, OH, DMA.
Women 25 - 64 who Live in the CINCINNATI, OH, DMA are 15.1% less likely to be a college graduate, 5.9% less likely to work full-time, 3.5% more likely to be married, 2.9% less likely to be a parent of 1 or more children under 18.

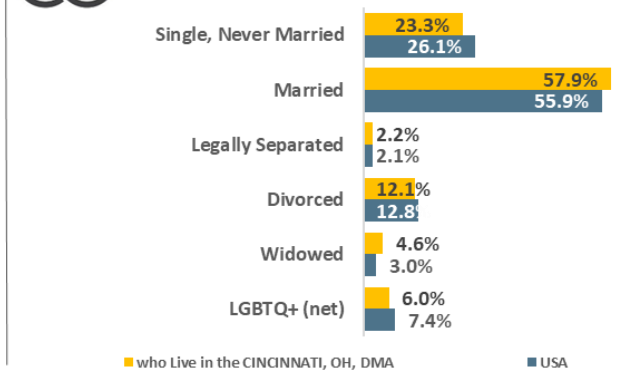
Education Levels: Women 25 - 64



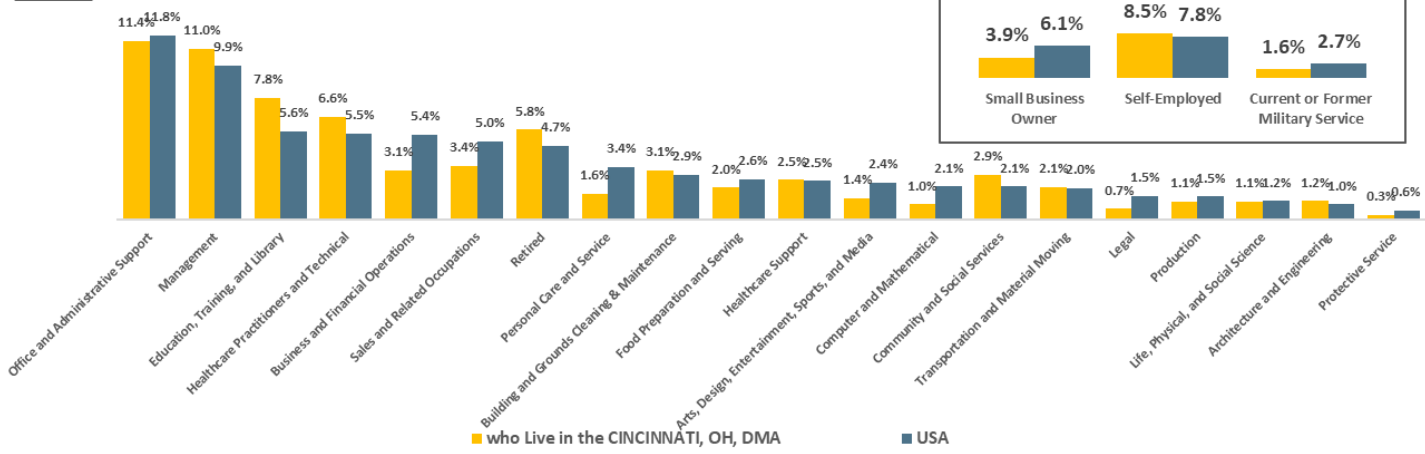
Employment: Women 25 - 64



Marital Status: Women 25 - 64

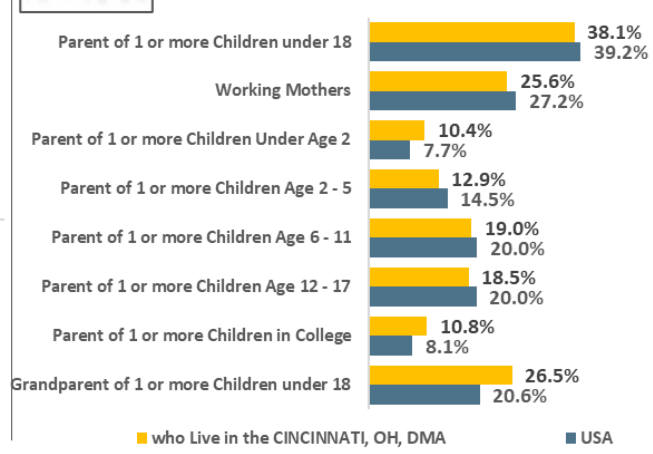


Top-20 Occupations: Women 25 - 64



Entrepreneurs/Military Experience

Stage in Life: Women 25 - 64



USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 1,928

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USA Jan23-Oct23 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,338

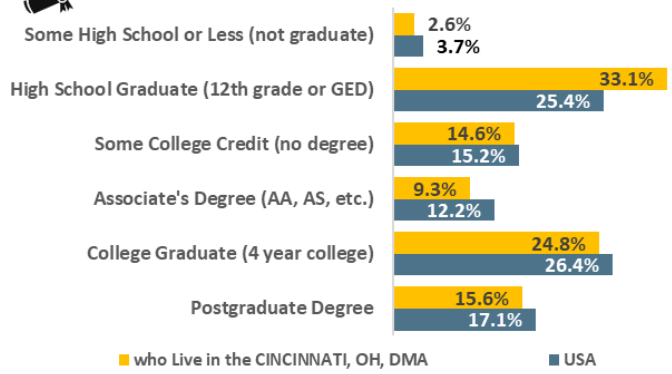
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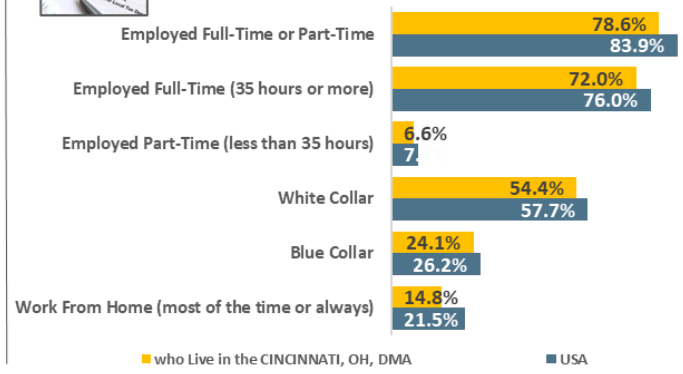
Cincinnati, OH, DMA
M25-64

.7% or 607,941 of USA Men 25 - 64 Live in the CINCINNATI, OH, DMA.
Men 25 - 64 who Live in the CINCINNATI, OH, DMA are 7.3% less likely to be a college graduate, 5.3% less likely to work full-time, 6.4% more likely to be married, 1.3% more likely to be a parent of 1 or more children under 18.

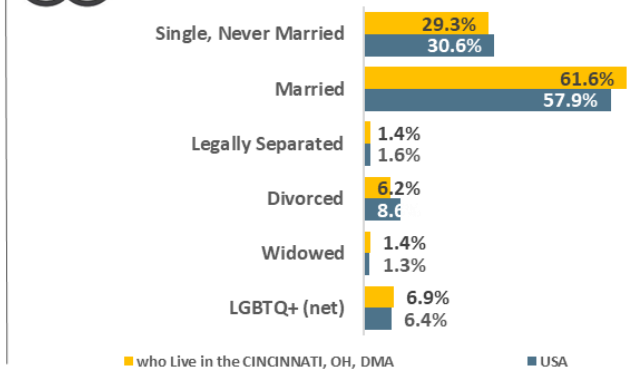
Education Levels: Men 25 - 64



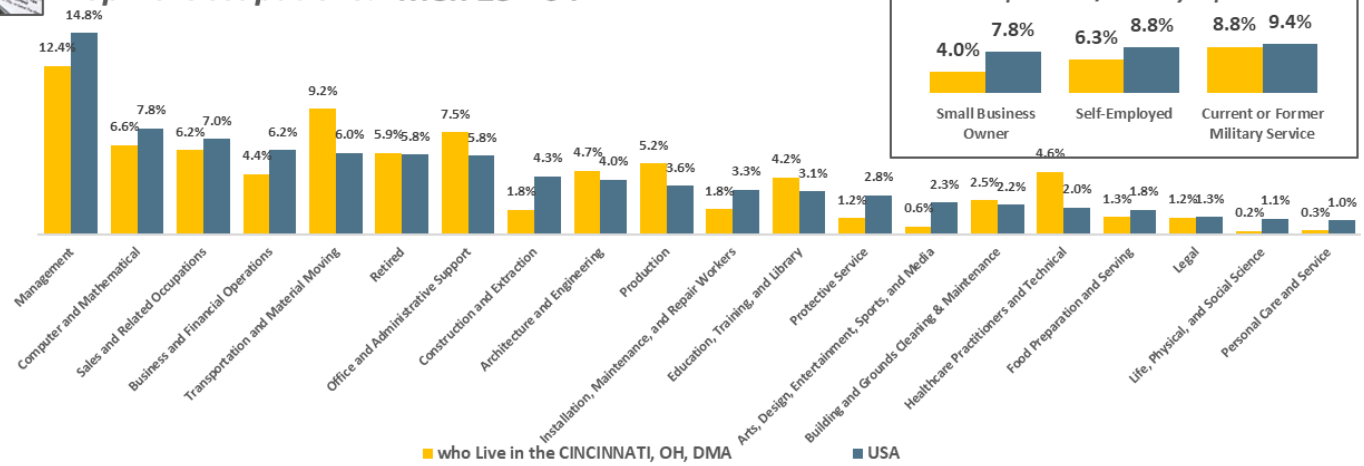
Employment: Men 25 - 64



Marital Status: Men 25 - 64

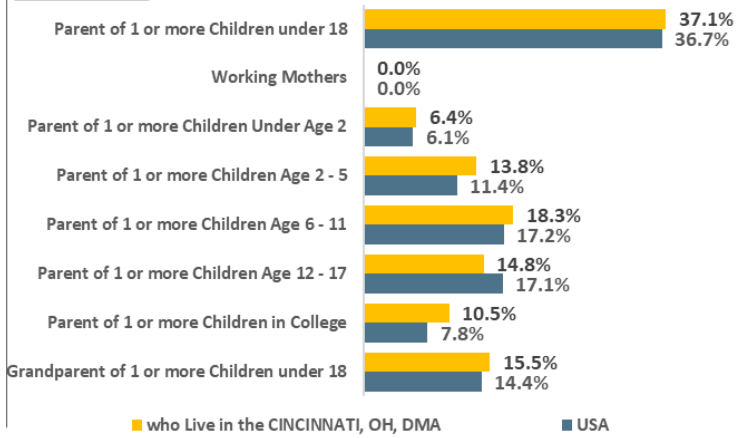


Top-20 Occupations: Men 25 - 64



Entrepreneurs/Military Experience

Stage in Life: Men 25 - 64



USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 1,928

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USA Jan23-Oct23 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,338

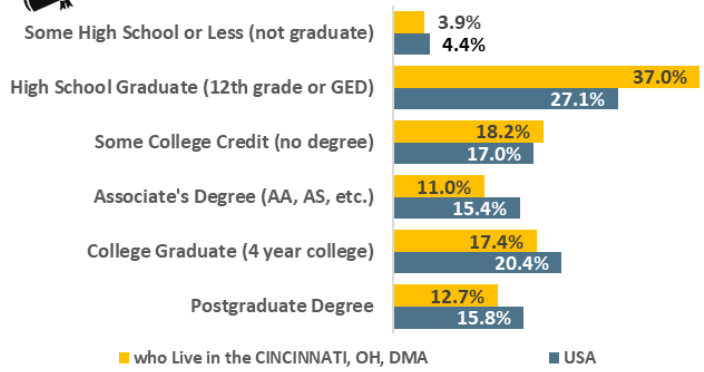


Cincinnati, OH, DMA

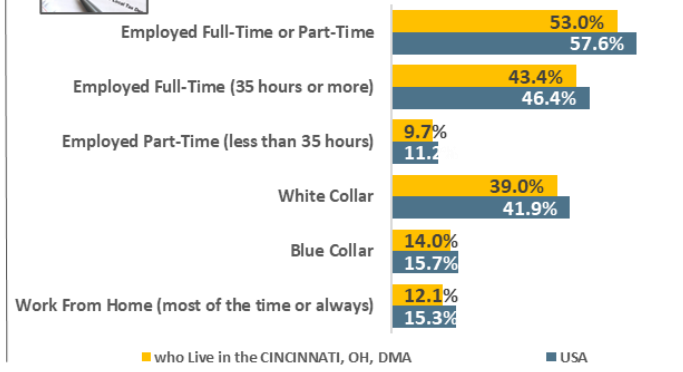
P35+

.7% or 1,356,590 of USA Adults 35 or older Live in the CINCINNATI, OH, DMA.
Adults 35 or older who Live in the CINCINNATI, OH, DMA are 16.9% less likely to be a college graduate, 6.6% less likely to work full-time, 5.2% more likely to be married, 18.5% more likely to be a grandparent of 1 or more children under 18.

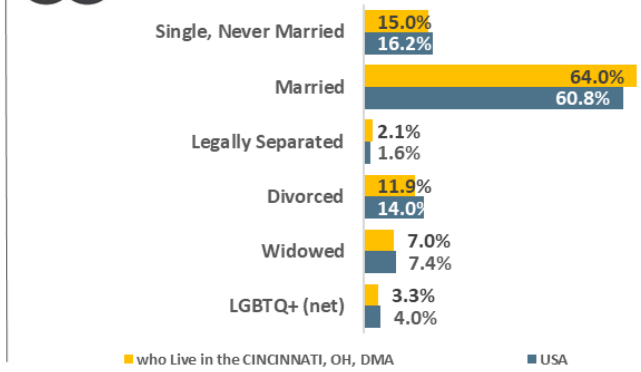
Education Levels: Adults 35 or older



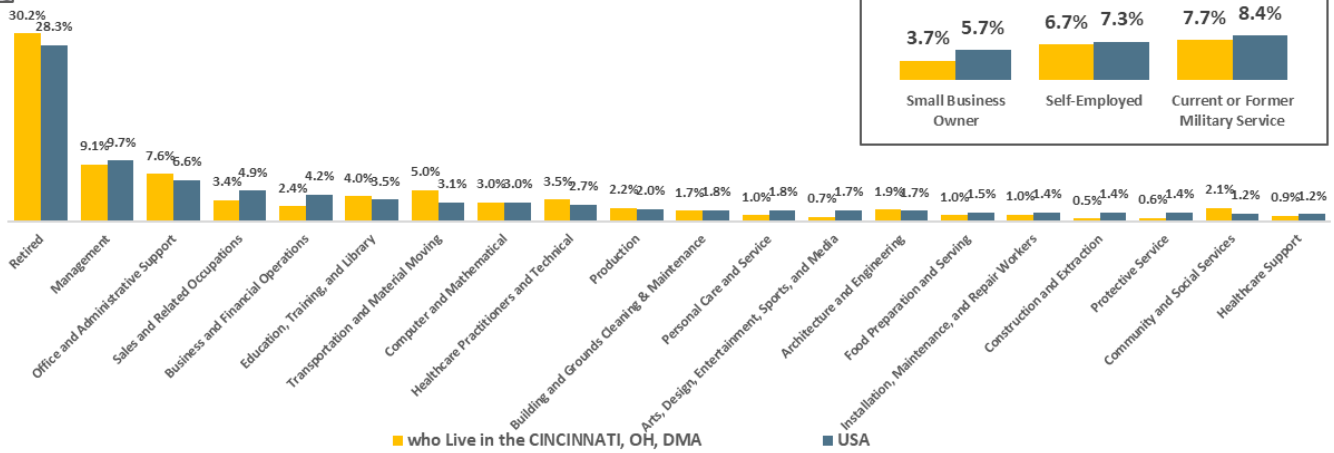
Employment: Adults 35 or older



Marital Status: Adults 35 or older

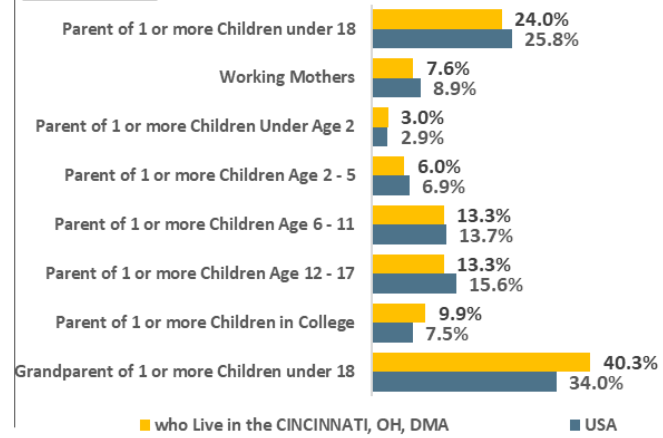


Top-20 Occupations: Adults 35 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 35 or older



USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 1,928

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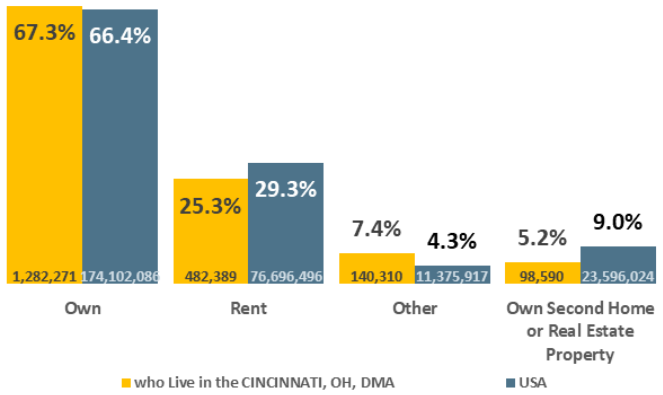
USA Jan23-Oct23 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,338



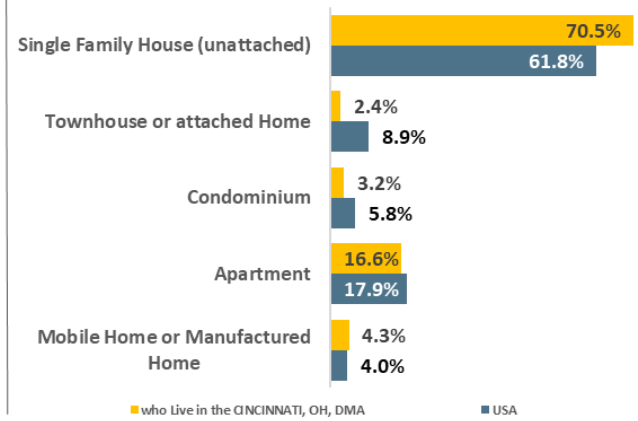
Cincinnati, OH, DMA
P18+

.7% or 1,904,970 of USA Adults 18 or older Live in the CINCINNATI, OH, DMA.
Adults 18 or older who Live in the CINCINNATI, OH, DMA are 1.4% more likely to own their home, 22.2% more likely to own a lower valued home, 13.9% more likely to have a single-family home, 26.2% more likely to have a dog.

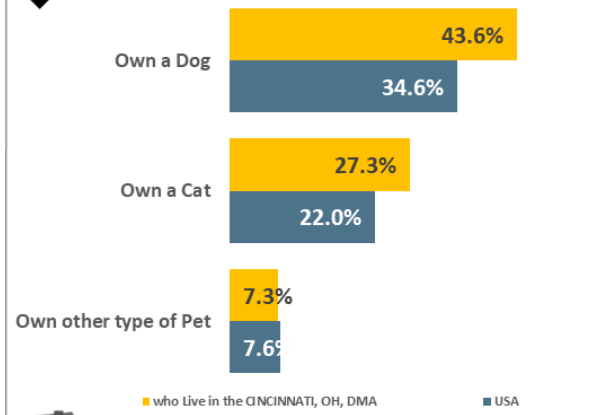
Own/Rent/Other: Adults 18 or older



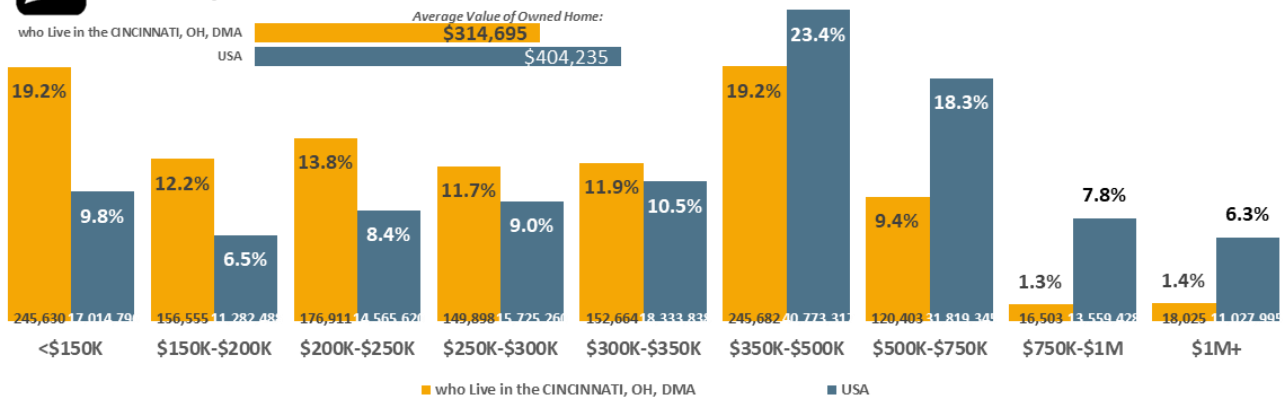
Type of Home: Adults 18 or older



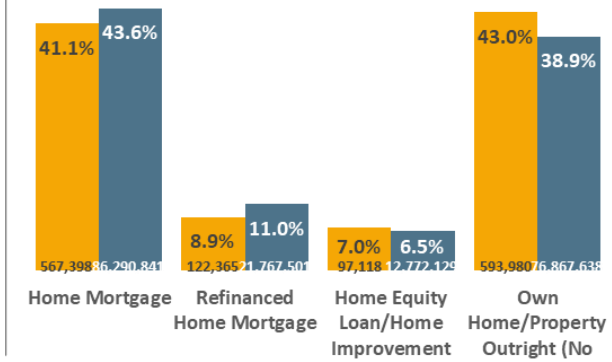
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



USA *USA Projection* *Scarborough R1 2024: Jan23-Feb24* *Qual Intab* *1,928*

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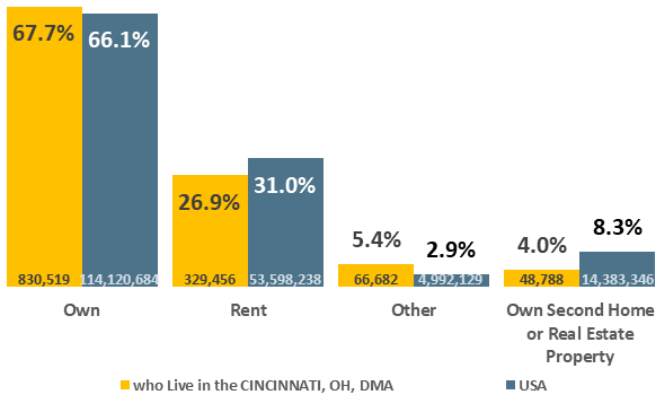
USA Jan23-Oct23 *USA Projection* *Scarborough R1 2024: Jan23-Feb24* *Qual Intab* *23,338*



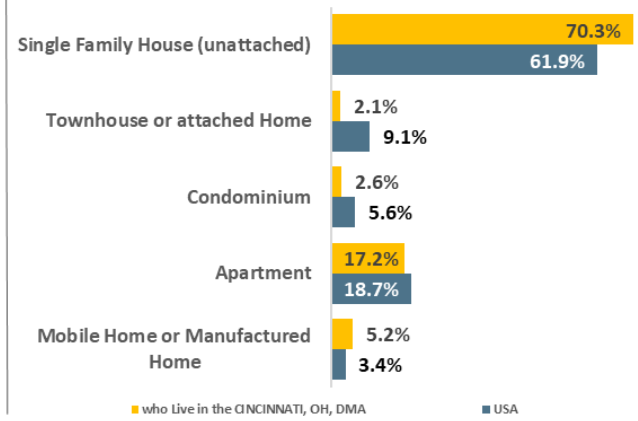
Cincinnati, OH, DMA
P25-64

.7% or 1,226,657 of USA Adults 25 - 64 Live in the CINCINNATI, OH, DMA.
Adults 25 - 64 who Live in the CINCINNATI, OH, DMA are 2.5% more likely to own their home, 23.% more likely to own a lower valued home, 13.6% more likely to have a single-family home, 20.8% more likely to have a dog.

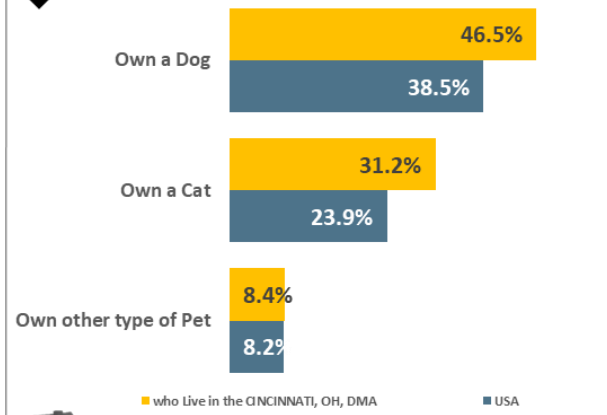
Own/Rent/Other: Adults 25 - 64



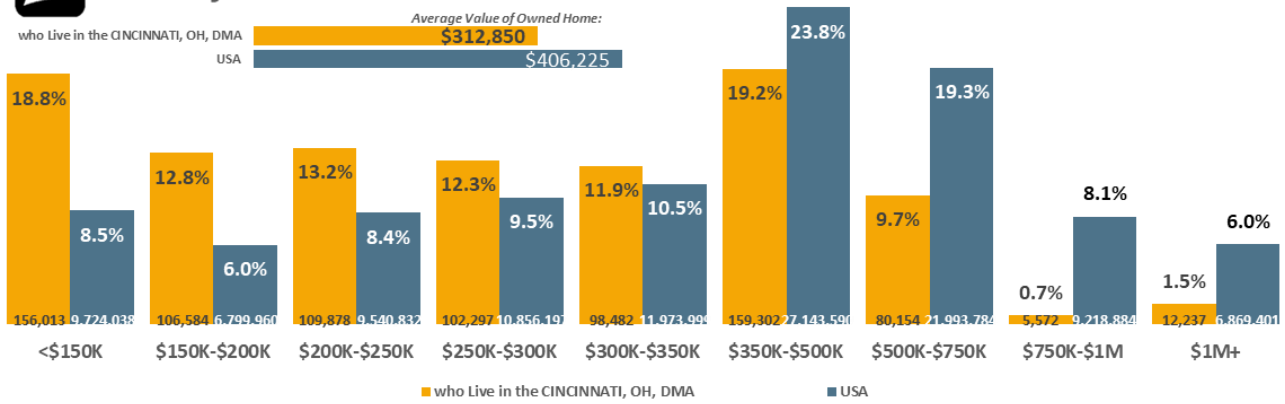
Type of Home: Adults 25 - 64



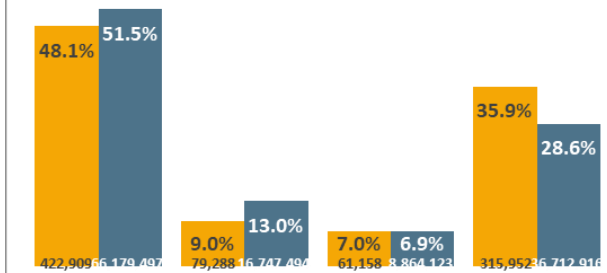
Pets in Home: Adults 25 - 64



Value of Owned Home: Adults 25 - 64



Home Loans: Adults 25 - 64



USA *USA Projection* *Scarborough R1 2024: Jan23-Feb24* *Qual Intab* *1,928*

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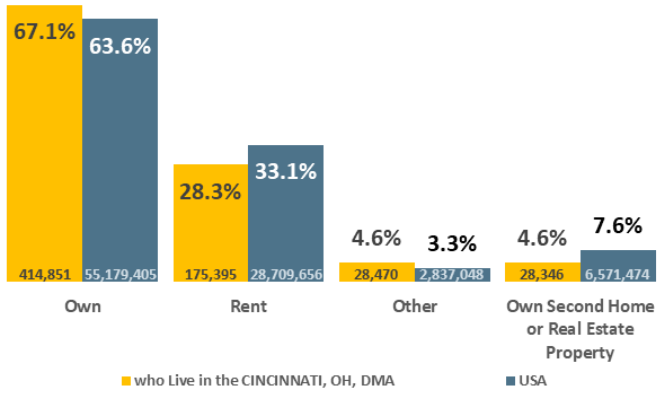
USA Jan23-Oct23 *USA Projection* *Scarborough R1 2024: Jan23-Feb24* *Qual Intab* *23,338*



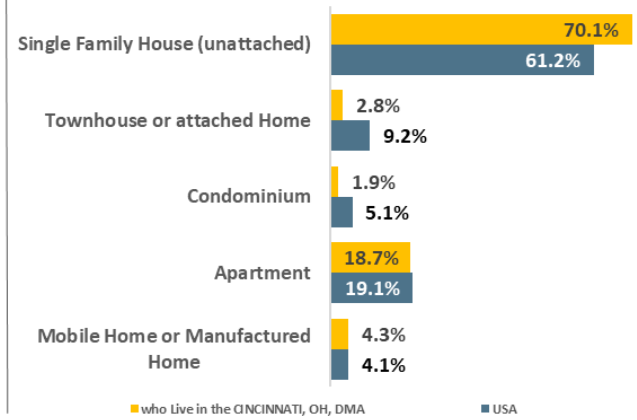
Cincinnati, OH, DMA
W25-64

.7% or 618,716 of USA Women 25 - 64 Live in the CINCINNATI, OH, DMA.
Women 25 - 64 who Live in the CINCINNATI, OH, DMA are 5.4% more likely to own their home, 18.4% more likely to own a lower valued home, 14.5% more likely to have a single-family home, 22.9% more likely to have a dog.

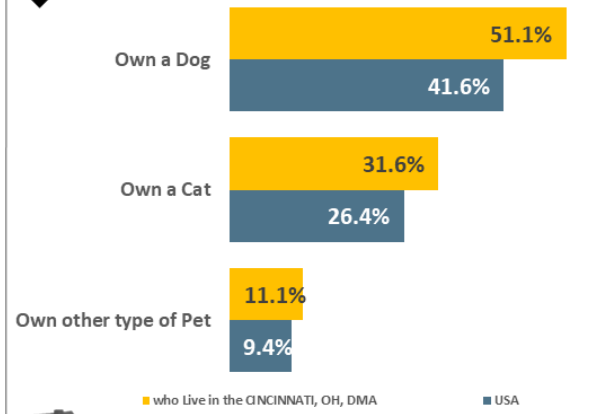
Own/Rent/Other: Women 25 - 64



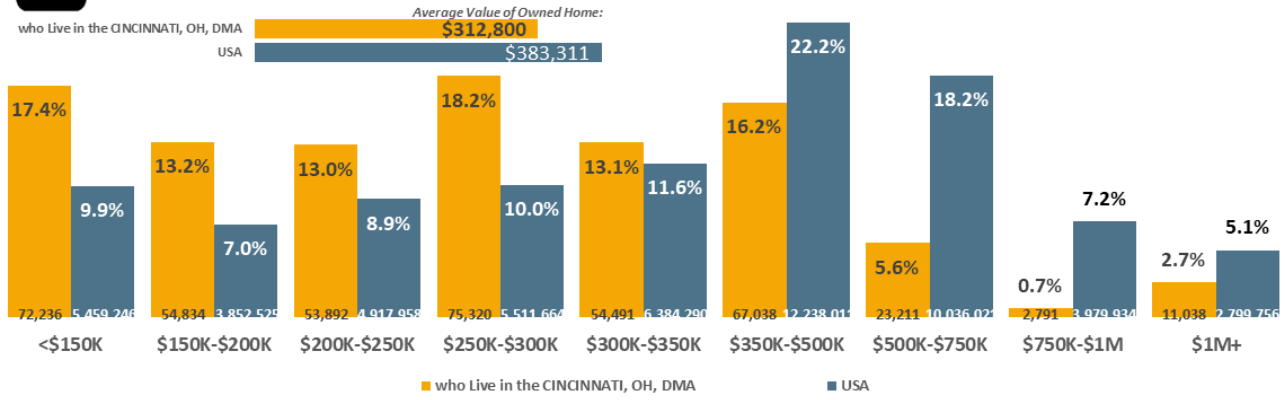
Type of Home: Women 25 - 64



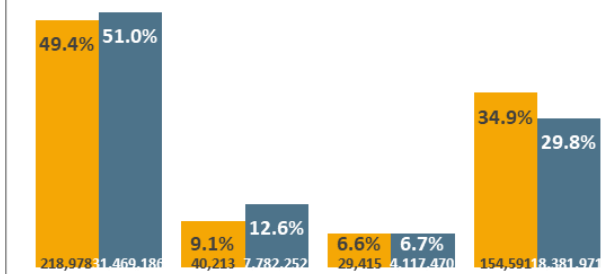
Pets in Home: Women 25 - 64



Value of Owned Home: Women 25 - 64



Home Loans: Women 25 - 64



USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 1,928

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USA Jan23-Oct23 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,338

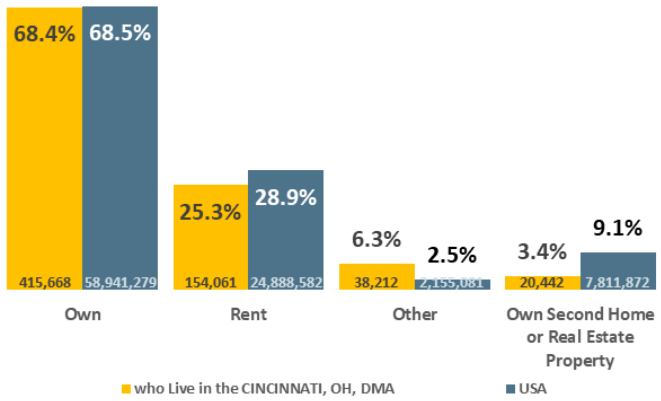


Cincinnati, OH, DMA

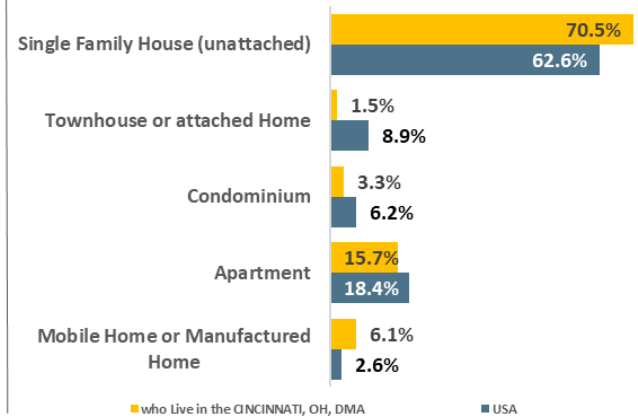
M25-64

.7% or 607,941 of USA Men 25 - 64 Live in the CINCINNATI, OH, DMA.
Men 25 - 64 who Live in the CINCINNATI, OH, DMA are .3% less likely to own their home, 26.8% more likely to own a lower valued home, 12.6% more likely to have a single-family home, 18.2% more likely to have a dog.

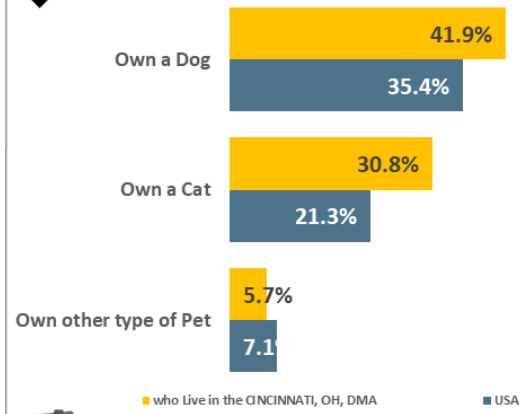
Own/Rent/Other: Men 25 - 64



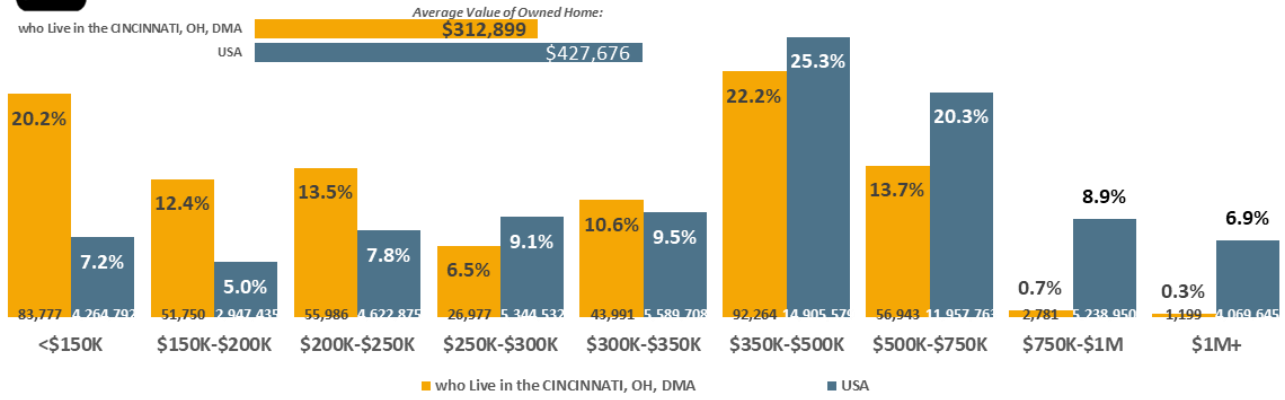
Type of Home: Men 25 - 64



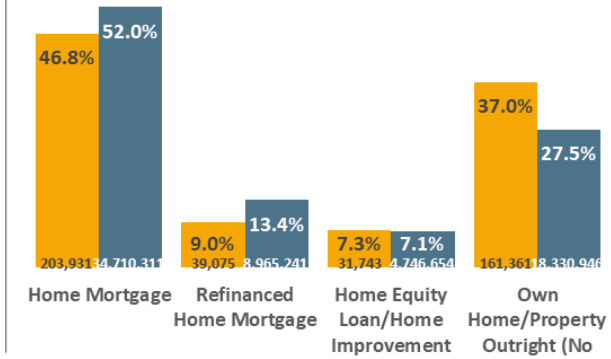
Pets in Home: Men 25 - 64



Value of Owned Home: Men 25 - 64



Home Loans: Men 25 - 64



USA *USA Projection* *Scarborough R1 2024: Jan23-Feb24* *Qual Intab* *1,928*

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USA Jan23-Oct23 *USA Projection* *Scarborough R1 2024: Jan23-Feb24* *Qual Intab* *23,338*

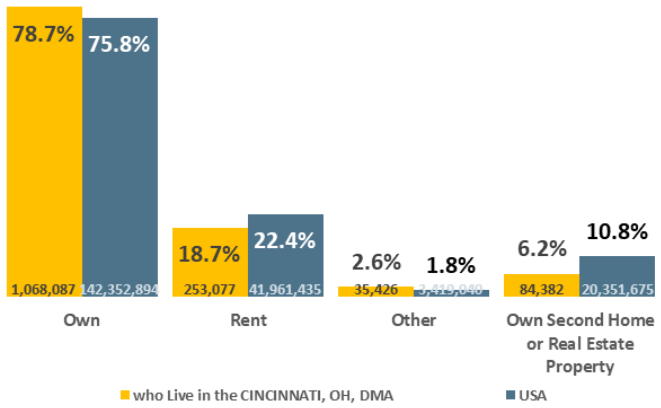


Cincinnati, OH, DMA

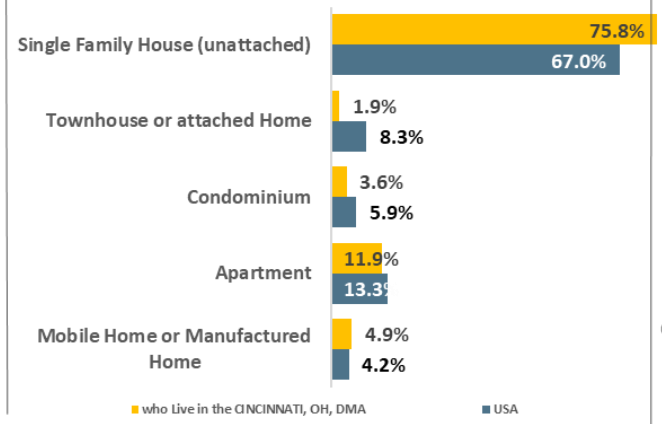
P35+

.7% or 1,356,590 of USA Adults 35 or older Live in the CINCINNATI, OH, DMA.
Adults 35 or older who Live in the CINCINNATI, OH, DMA are 3.8% more likely to own their home, 22.3% more likely to own a lower valued home, 13.% more likely to have a single-family home, 24.9% more likely to have a dog.

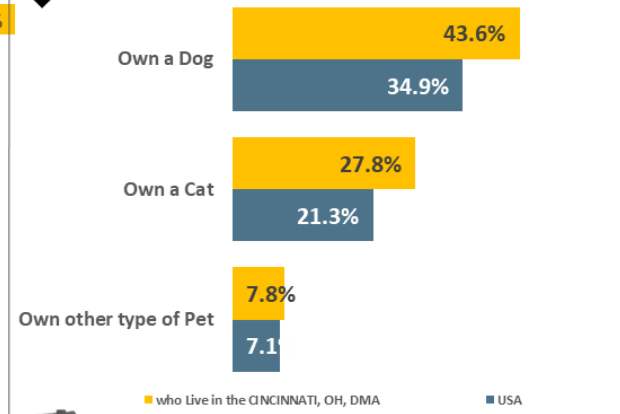
Own/Rent/Other: Adults 35 or older



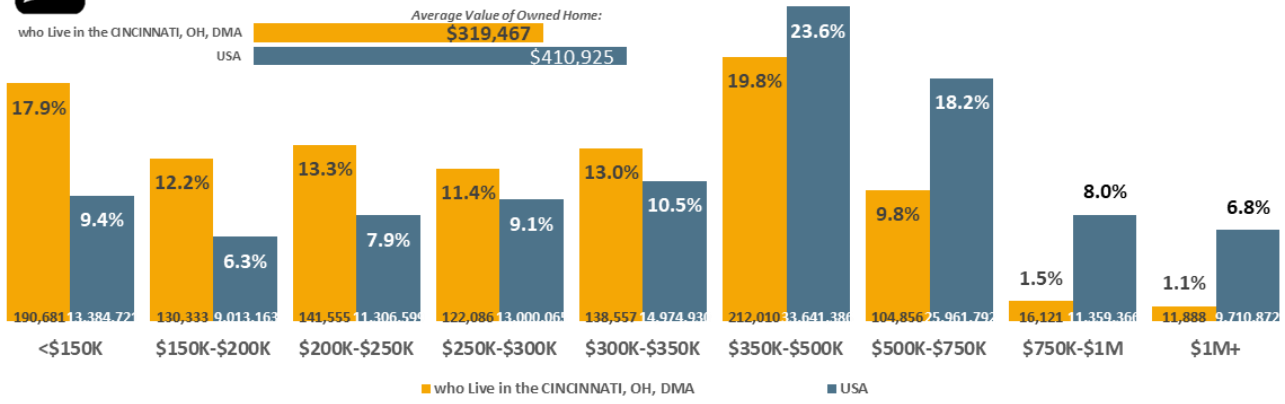
Type of Home: Adults 35 or older



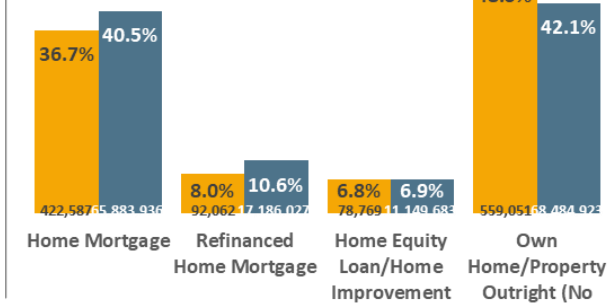
Pets in Home: Adults 35 or older



Value of Owned Home: Adults 35 or older



Home Loans: Adults 35 or older



USA *USA Projection* *Scarborough R1 2024: Jan23-Feb24* *Qual Intab* *1,928*

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USA Jan23-Oct23 *USA Projection* *Scarborough R1 2024: Jan23-Feb24* *Qual Intab* *23,338*

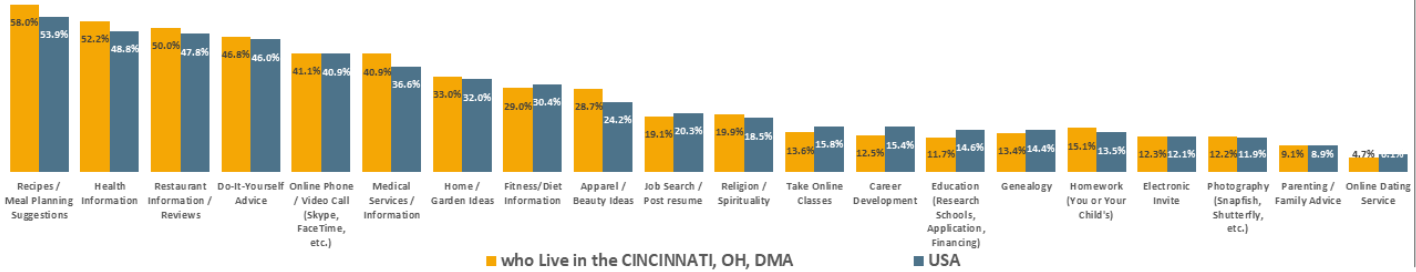


Cincinnati, OH, DMA

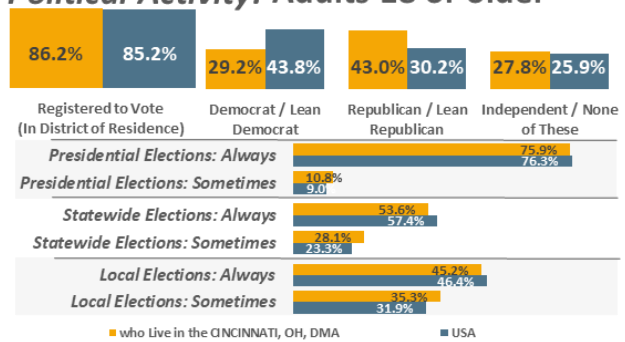
P18+

.7% or 1,904,970 of USA Adults 18 or older Live in the CINCINNATI, OH, DMA.
Adults 18 or older who Live in the CINCINNATI, OH, DMA are 1.7% more likely to look up D-I-Y advice online, 2.7% less likely to always vote in local elections, 6.7% less likely to belong to a gym, 9.9% less likely to fly domestic past yr.

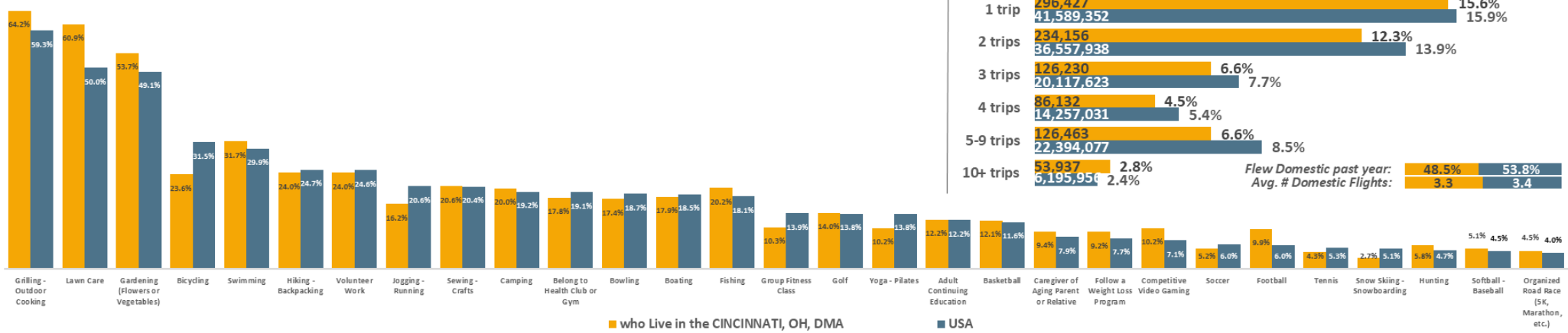
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

USA *USA Projection* *Scarborough R1 2024: Jan23-Feb24* *Qual Intab* *1,928*

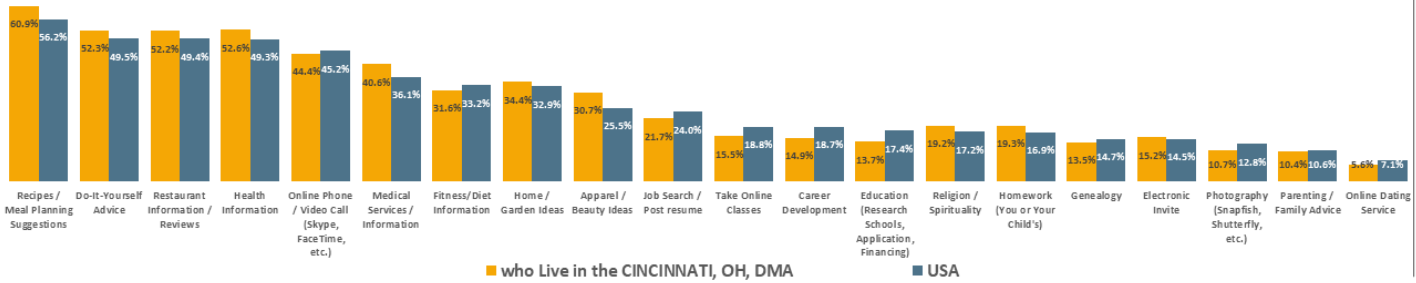
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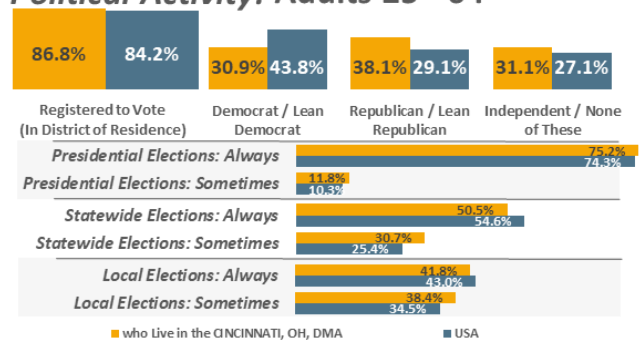
Cincinnati, OH, DMA
P25-64

.7% or 1,226,657 of USA Adults 25 - 64 Live in the CINCINNATI, OH, DMA.
Adults 25 - 64 who Live in the CINCINNATI, OH, DMA are 5.6% more likely to look up D-I-Y advice online, 2.7% less likely to always vote in local elections, 13.1% less likely to belong to a gym, 10.6% less likely to fly domestic past yr.

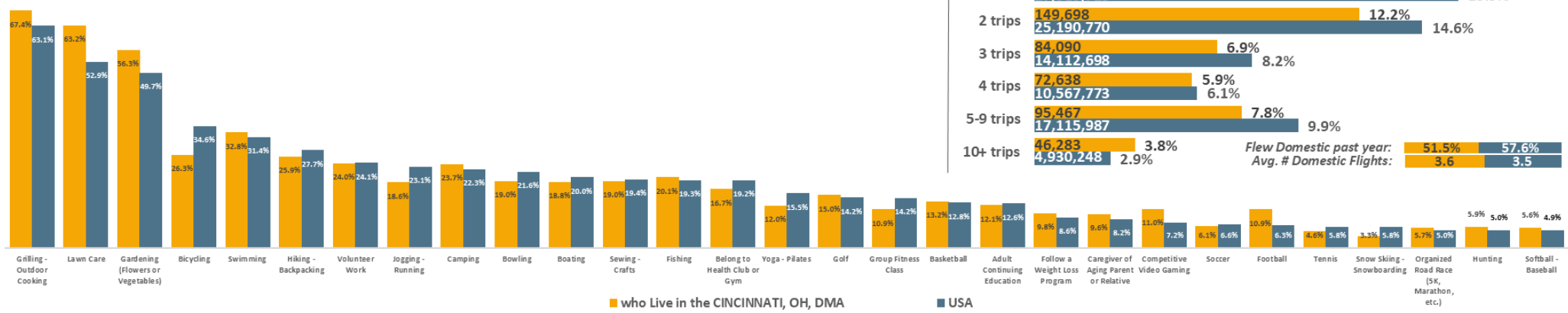
Top-20 past 30-days Online Lifestyle Activites: Adults 25 - 64



Political Activity: Adults 25 - 64



Top-30 past 12-months Active Lifestyle Activites: Adults 25 - 64



Past 12-months Domestic Airline Trips: Adults 25 - 64

USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 1,928

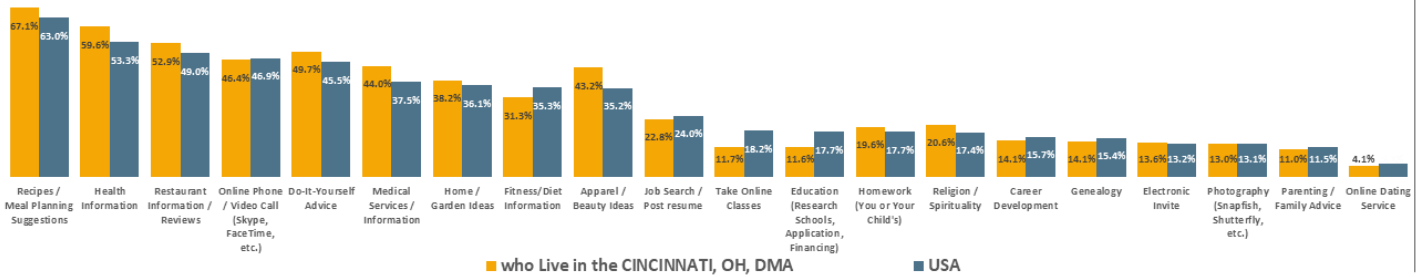
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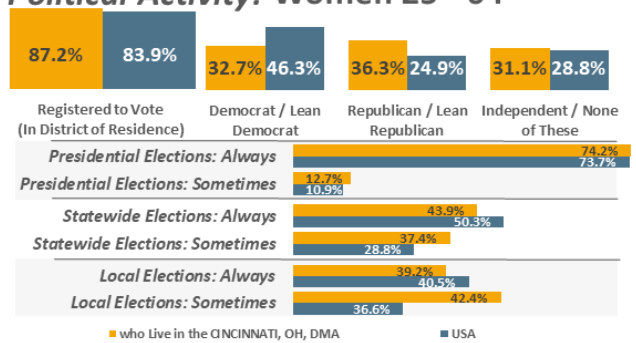
Cincinnati, OH, DMA
W25-64

.7% or 618,716 of USA Women 25 - 64 Live in the CINCINNATI, OH, DMA.
Women 25 - 64 who Live in the CINCINNATI, OH, DMA are 9.2% more likely to look up D-I-Y advice online, 3.3% less likely to always vote in local elections, 9.4% less likely to belong to a gym, 8.9% less likely to fly domestic past yr.

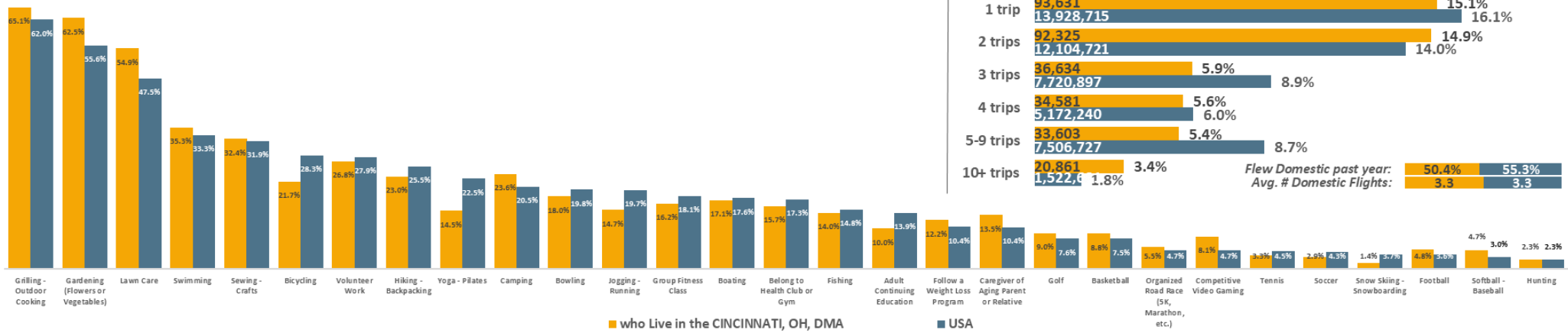
Top-20 past 30-days Online Lifestyle Activites: Women 25 - 64



Political Activity: Women 25 - 64



Top-30 past 12-months Active Lifestyle Activites: Women 25 - 64



Past 12-months Domestic Airline Trips: Women 25 - 64

USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 1,928

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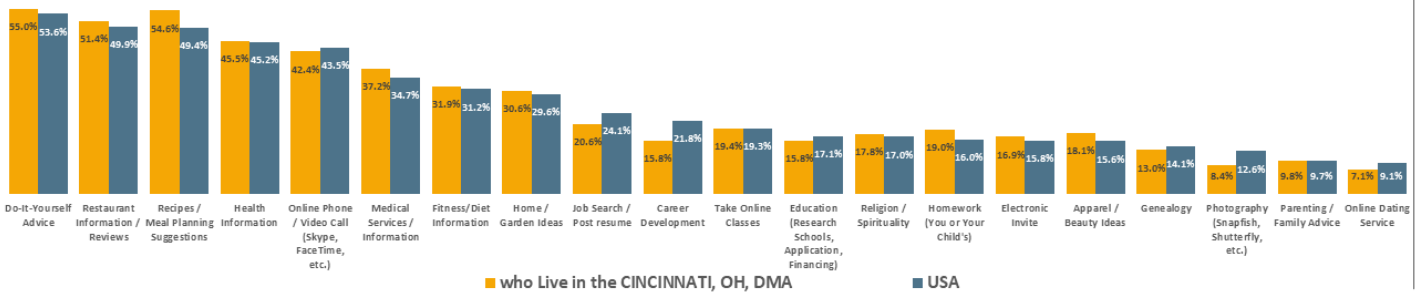


Cincinnati, OH, DMA

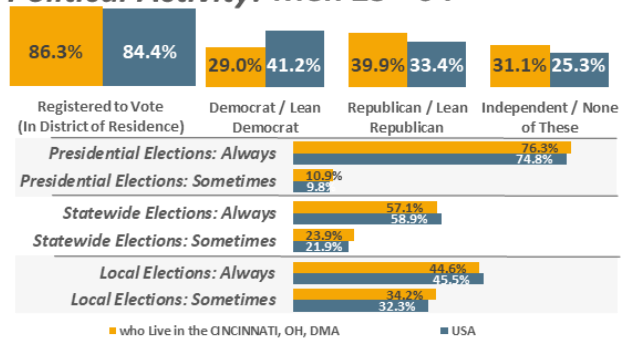
M25-64

.7% or 607,941 of USA Men 25 - 64 Live in the CINCINNATI, OH, DMA.
Men 25 - 64 who Live in the CINCINNATI, OH, DMA are 2.6% more likely to look up D-I-Y advice online, 2.1% less likely to always vote in local elections, 16.1% less likely to belong to a gym, 12.1% less likely to fly domestic past yr.

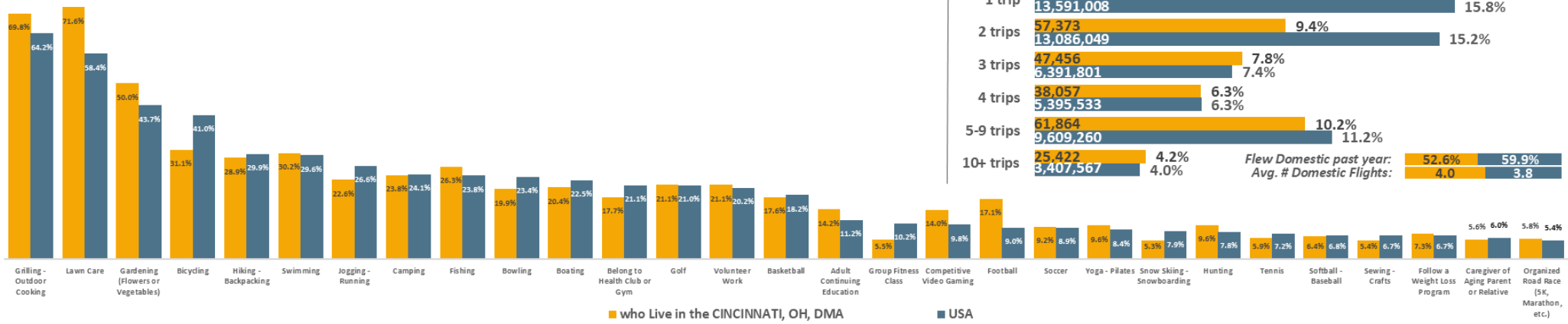
Top-20 past 30-days Online Lifestyle Activites: Men 25 - 64



Political Activity: Men 25 - 64



Top-30 past 12-months Active Lifestyle Activites: Men 25 - 64



Past 12-months Domestic Airline Trips: Men 25 - 64

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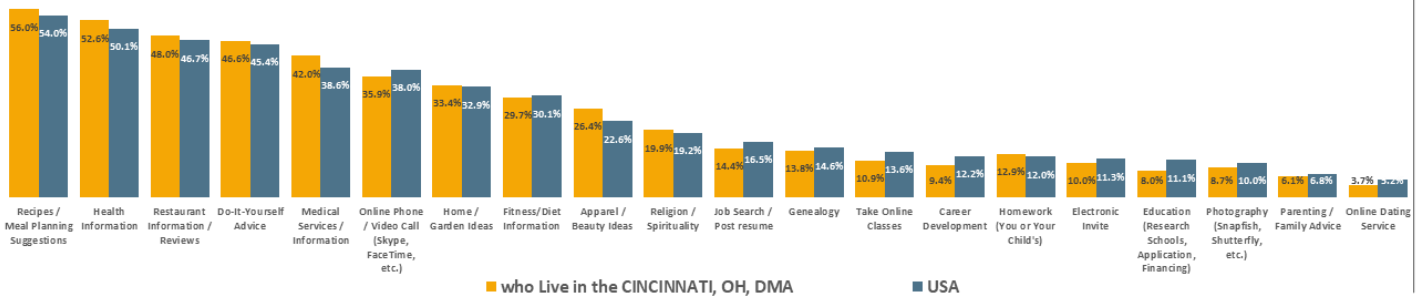


Cincinnati, OH, DMA

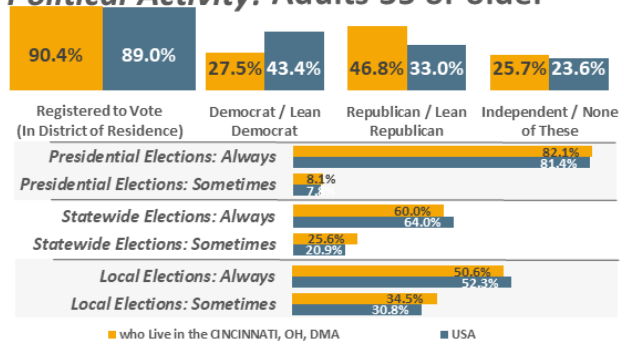
P35+

.7% or 1,356,590 of USA Adults 35 or older Live in the CINCINNATI, OH, DMA.
Adults 35 or older who Live in the CINCINNATI, OH, DMA are 2.5% more likely to look up D-I-Y advice online, 3.3% less likely to always vote in local elections, 4.9% less likely to belong to a gym, 10.6% less likely to fly domestic past yr.

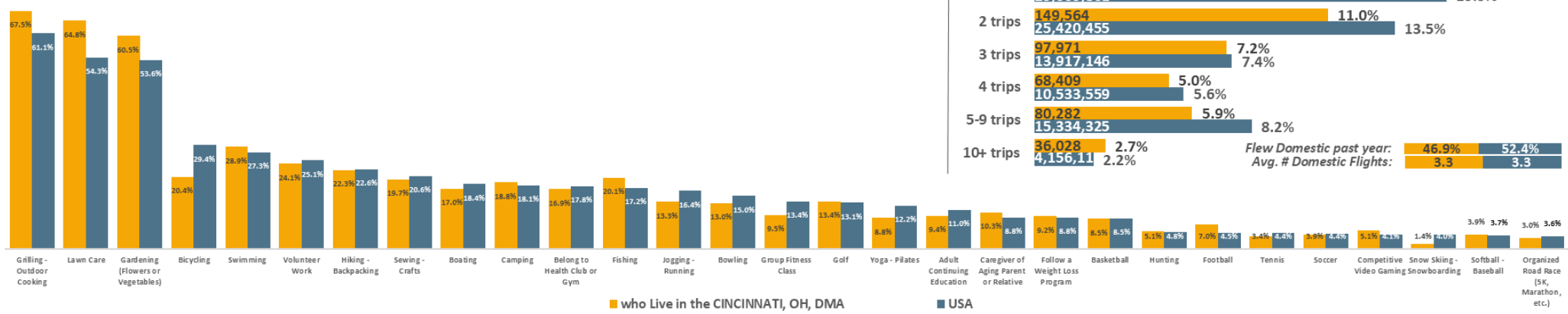
Top-20 past 30-days Online Lifestyle Activites: Adults 35 or older



Political Activity: Adults 35 or older



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



Past 12-months Domestic Airline Trips: Adults 35 or older

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Cincinnati, OH, DMA
P18+

.7% or 1,904,970 of USA Adults 18 or older Live in the CINCINNATI, OH, DMA.
Adults 18 or older who Live in the CINCINNATI, OH, DMA are .5% more likely to use QSRs past mo., 4.% more likely to use Sit-Down Restaurants past mo., 13.1% more likely to use Casinos past yr., 32.2% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 89.1% 1,697,724 | 88.6% 232,380,988

Avg. Monthly QSR Meals: 6.2 | 6.5

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



Total Monthly Sit-Down Restaurant Users: 79.6% 1,516,231 | 76.5% 200,682,886

Avg. Monthly Sit-Down Restaurant Meals: 4.1 | 4.0

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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

who Live in the CINCINNATI, OH, DMA 288,739 15.2%

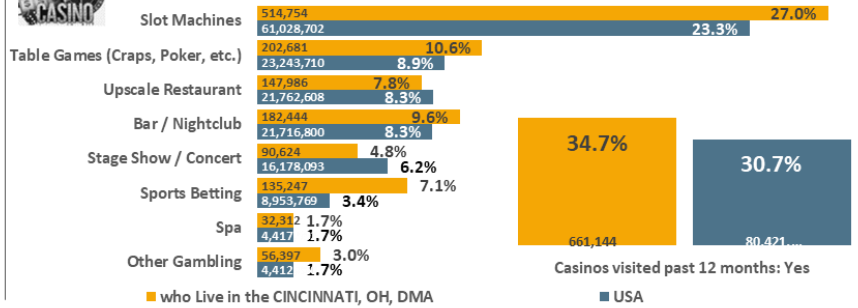
USA 18.0%

Drank Past 30-days: Adults 18 or older



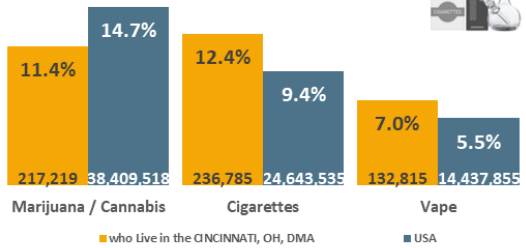
Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older





USA *USA Projection* *Scarborough R1 2024: Jan23-Feb24* *Qual Intab* *1,928*

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Cincinnati, OH, DMA
P25-64

.7% or 1,226,657 of USA Adults 25 - 64 Live in the CINCINNATI, OH, DMA.
Adults 25 - 64 who Live in the CINCINNATI, OH, DMA are 1.5% less likely to use QSRs past mo., .6% more likely to use Sit-Down Restaurants past mo., 15.5% more likely to use Casinos past yr., 37.5% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 25 - 64



Total Monthly QSR Users:
88.5% 89.9%
1,085,883 155,253,4 53

Avg. Monthly QSR Meals:
6.5 6.6

Past 30-days Sit-Down Restaurant Users: Adults 25 - 64



Total Monthly Sit-Down Restaurant Users:
77.5% 77.0%
950,692 133,072,7 12

Avg. Monthly Sit-Down Restaurant Meals:
4.1 4.0

Top-10 Cuisines: Adults 25 - 64

(Sit-Down Restaurants Used Past 30-days)



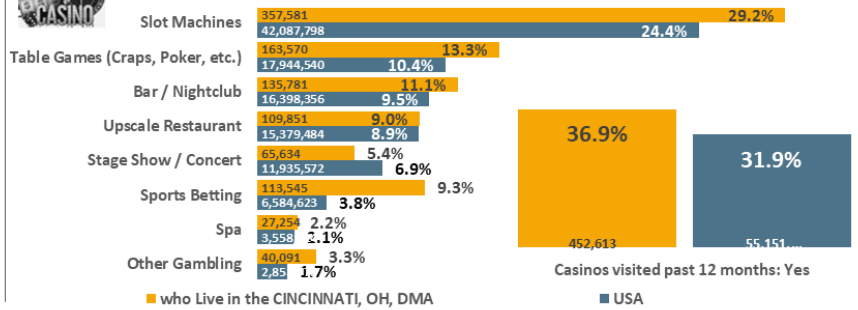
Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
who Live in the CINCINNATI, OH, DMA 197,592 16.1%
USA 20.4%

Drank Past 30-days: Adults 25 - 64



Past 12 months Casino Activities: Adults 25 - 64





Used Past 30-days: Adults 25 - 64



USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 1,928

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Cincinnati, OH, DMA
W25-64

.7% or 618,716 of USA Women 25 - 64 Live in the CINCINNATI, OH, DMA.
Women 25 - 64 who Live in the CINCINNATI, OH, DMA are .2% less likely to use QSRs past mo., 2.% more likely to use Sit-Down Restaurants past mo., 18.4% more likely to use Casinos past yr., 51.6% more likely to smoke cigarettes.

Past 30-days QSR Users: Women 25 - 64

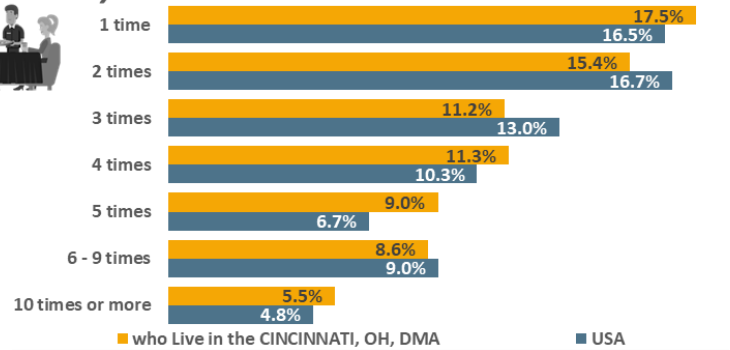


Total Monthly QSR Users:
90.5% 90.7%
560,043 78,643,96 1

Avg. Monthly QSR Meals:
6.5 6.5

Past 30-days Sit-Down Restaurant Users: Women 25 - 64





Total Monthly Sit-Down Restaurant Users:
78.6% 77.0%
486,040 66,762,25 0

Avg. Monthly Sit-Down Restaurant Meals:
4.1 3.9

Top-10 Cuisines: Women 25 - 64

(Sit-Down Restaurants Used Past 30-days)



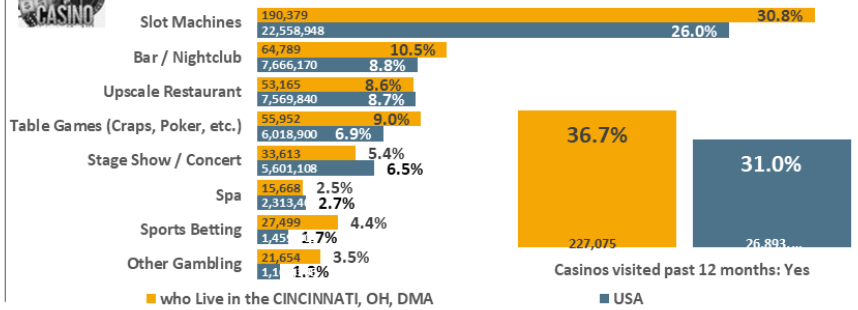
Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
who Live in the CINCINNATI, OH, DMA 104,122 16.8%
USA 20.5%

Drank Past 30-days: Women 25 - 64



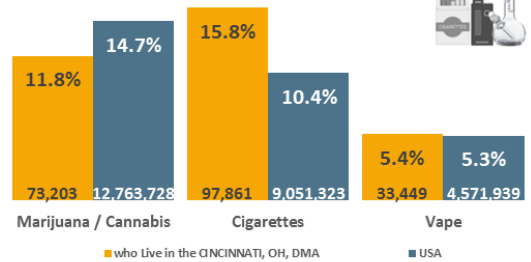
Past 12 months Casino Activities: Women 25 - 64





Used Past 30-days: Women 25 - 64





USA *USA Projection* *Scarborough R1 2024: Jan23-Feb24* *Qual Intab* *1,928*

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Cincinnati, OH, DMA
M25-64

.7% or 607,941 of USA Men 25 - 64 Live in the CINCINNATI, OH, DMA.
Men 25 - 64 who Live in the CINCINNATI, OH, DMA are 2.9% less likely to use QSRs past mo., .9% less likely to use Sit-Down Restaurants past mo., 12.9% more likely to use Casinos past yr., 23.3% more likely to smoke cigarettes.

Past 30-days QSR Users: Men 25 - 64



Total Monthly QSR Users:
86.5%
525,840
89.1%
76,609,49
1

Avg. Monthly QSR Meals:
6.5
6.7

Past 30-days Sit-Down Restaurant Users: Men 25 - 64



Total Monthly Sit-Down Restaurant Users:
76.4%
464,652
77.1%
66,310,46
2

Avg. Monthly Sit-Down Restaurant Meals:
4.1
4.1

Top-10 Cuisines: Men 25 - 64

(Sit-Down Restaurants Used Past 30-days)



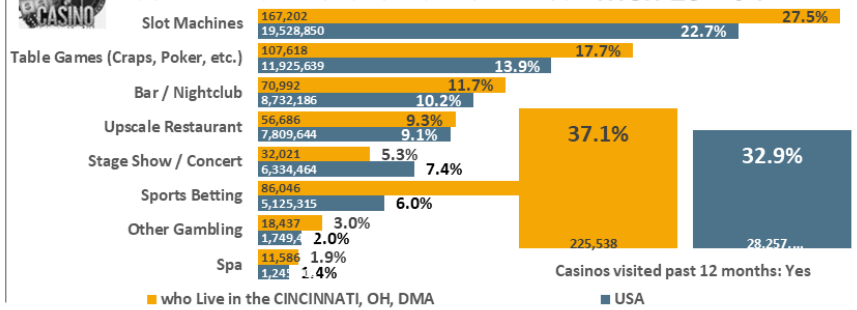
Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
who Live in the CINCINNATI, OH, DMA 93,470 15.4%
USA 20.4%

Drank Past 30-days: Men 25 - 64



Past 12 months Casino Activities: Men 25 - 64





Used Past 30-days: Men 25 - 64



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Cincinnati, OH, DMA
P35+

.7% or 1,356,590 of USA Adults 35 or older Live in the CINCINNATI, OH, DMA.
Adults 35 or older who Live in the CINCINNATI, OH, DMA are .7% more likely to use QSRs past mo., 3.1% more likely to use Sit-Down Restaurants past mo., 8.7% more likely to use Casinos past yr., 17.8% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 35 or older



Total Monthly QSR Users:
87.5% 1,187,532
86.9% 163,177,211

Avg. Monthly QSR Meals:
5.8
6.1

Past 30-days Sit-Down Restaurant Users: Adults 35 or older



Total Monthly Sit-Down Restaurant Users:
78.7% 1,068,164
76.3% 143,307,097

Avg. Monthly Sit-Down Restaurant Meals:
4.3
4.0

Top-10 Cuisines: Adults 35 or older

(Sit-Down Restaurants Used Past 30-days)



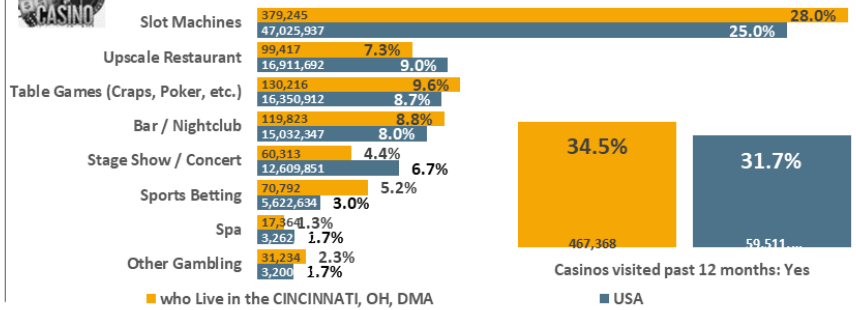
Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
who Live in the CINCINNATI, OH, DMA 134,850 9.9%
USA 13.6%

Drank Past 30-days: Adults 35 or older



Past 12 months Casino Activities: Adults 35 or older





Used Past 30-days: Adults 35 or older



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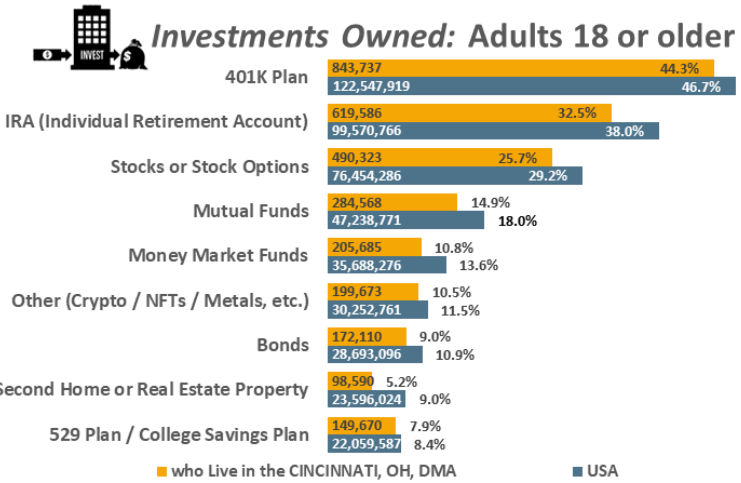


Cincinnati, OH, DMA

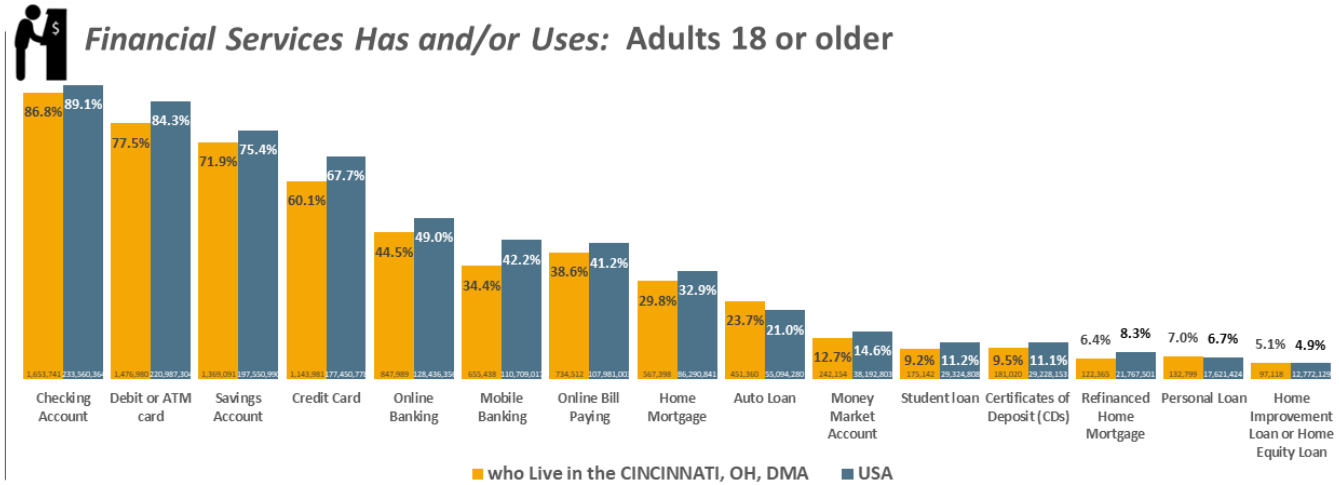
P18+

.7% or 1,904,970 of USA Adults 18 or older Live in the CINCINNATI, OH, DMA.
Adults 18 or older who Live in the CINCINNATI, OH, DMA are 5.2% less likely to have a 401K, 12.8% more likely to have an Auto Loan, 31.8% less likely to Invest/Trade Stocks Online, 11.% less likely to pay with their Debit Card.

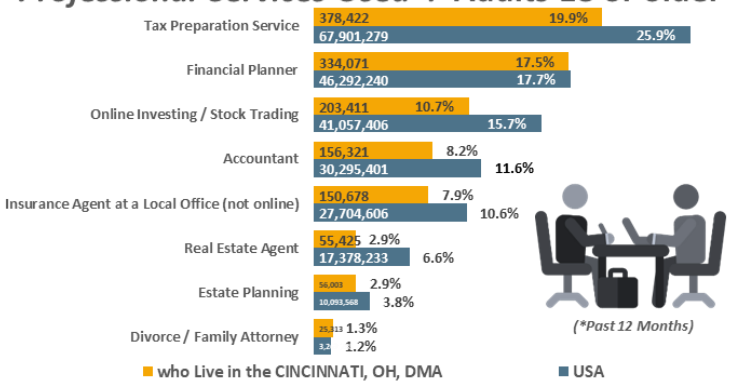
Investments Owned: Adults 18 or older



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

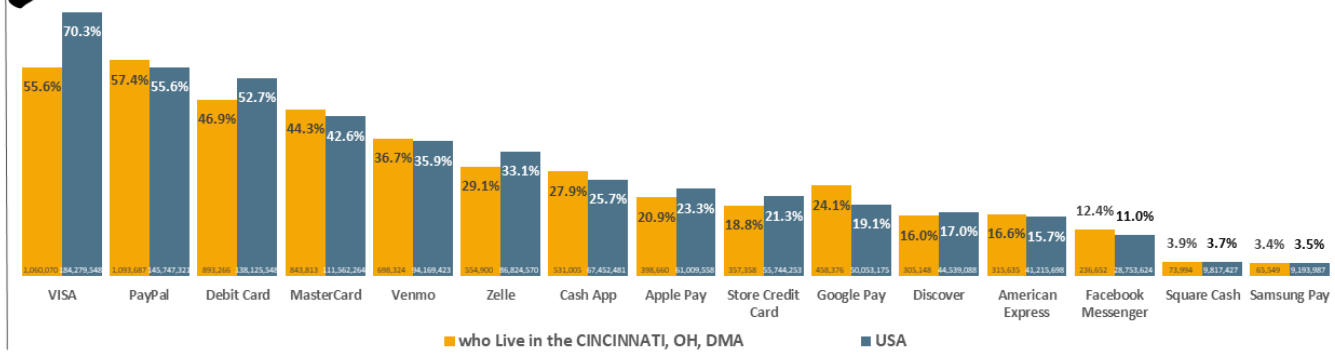


Professional Services Used:* Adults 18 or older



*(*Past 12 Months)*

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



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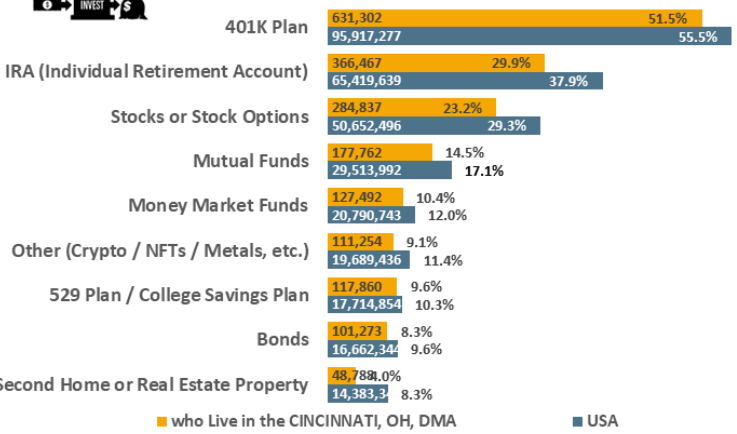


Cincinnati, OH, DMA
P25-64

.7% or 1,226,657 of USA Adults 25 - 64 Live in the CINCINNATI, OH, DMA.
Adults 25 - 64 who Live in the CINCINNATI, OH, DMA are 7.3% less likely to have a 401K, 5.8% more likely to have an Auto Loan, 30.8% less likely to Invest/Trade Stocks Online, 9.% less likely to pay with their Debit Card.

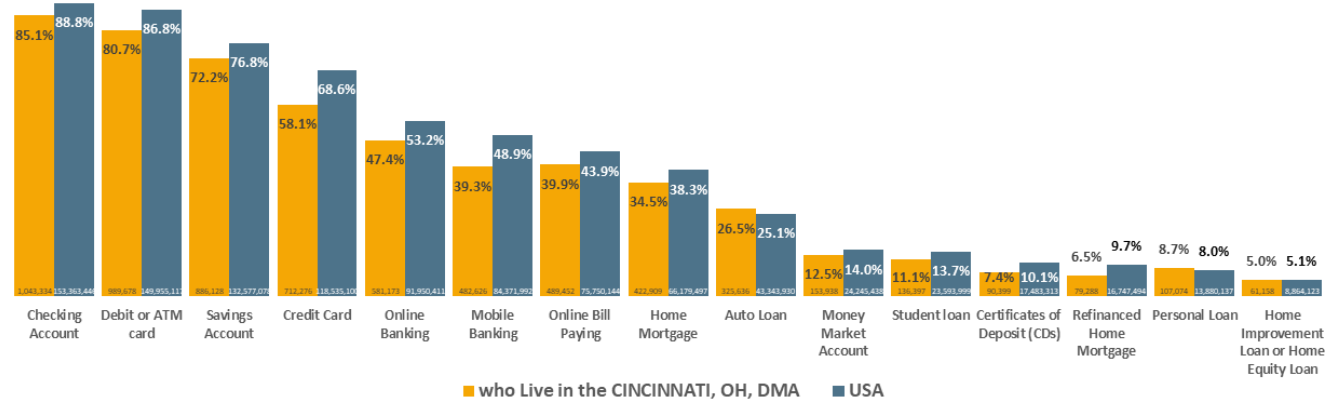
Investments Owned: Adults 25 - 64



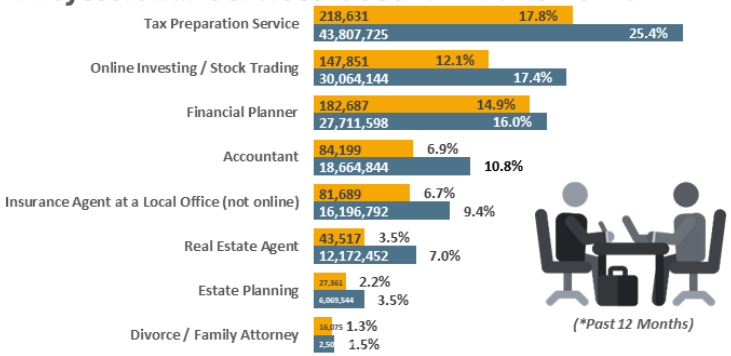


Financial Services Has and/or Uses: Adults 25 - 64





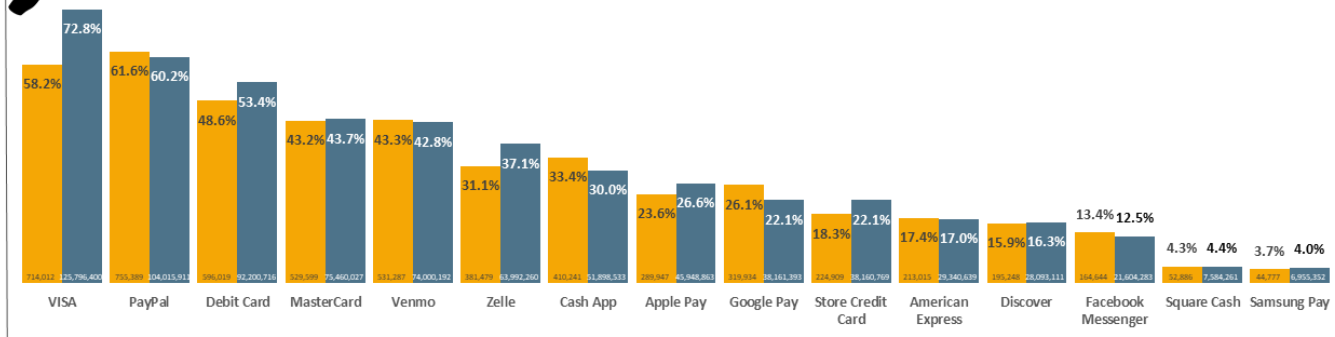
Professional Services Used:* Adults 25 - 64



*(*Past 12 Months)*

Past 3-Months Payment Methods Used: Adults 25 - 64





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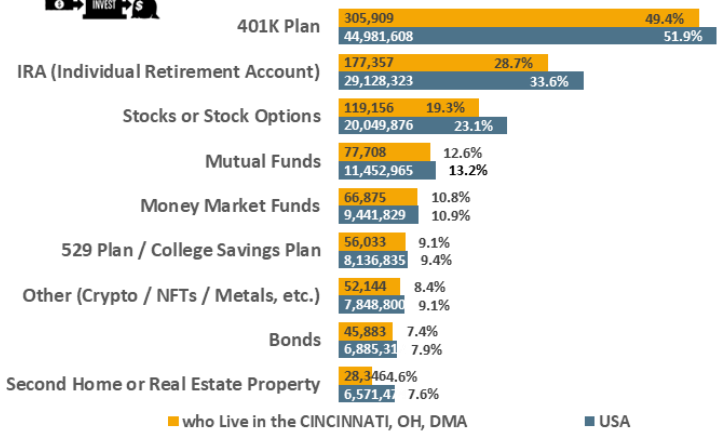


Cincinnati, OH, DMA
W25-64

.7% or 618,716 of USA Women 25 - 64 Live in the CINCINNATI, OH, DMA.
Women 25 - 64 who Live in the CINCINNATI, OH, DMA are 4.7% less likely to have a 401K, 13.7% more likely to have an Auto Loan, 31.1% less likely to Invest/Trade Stocks Online, 16.9% less likely to pay with their Debit Card.

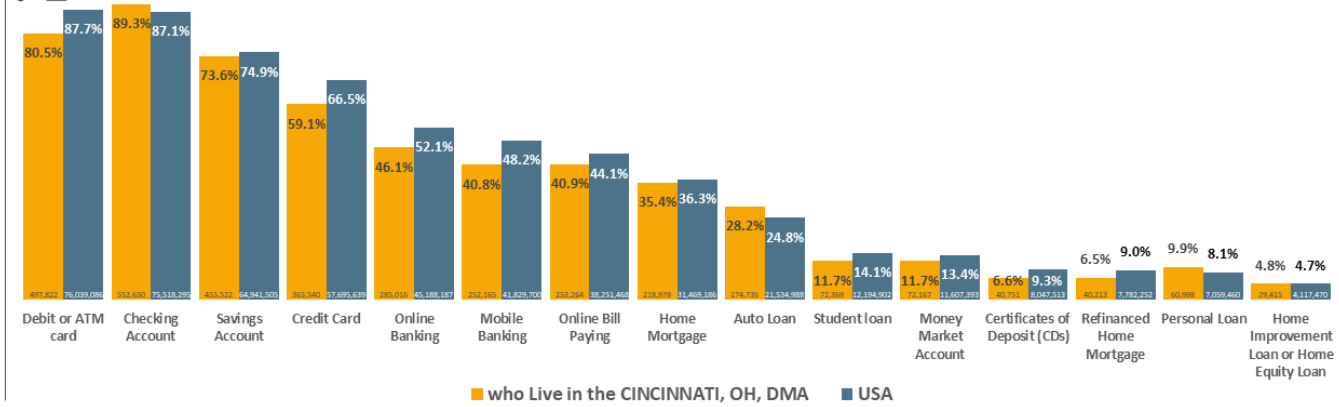
Investments Owned: Women 25 - 64



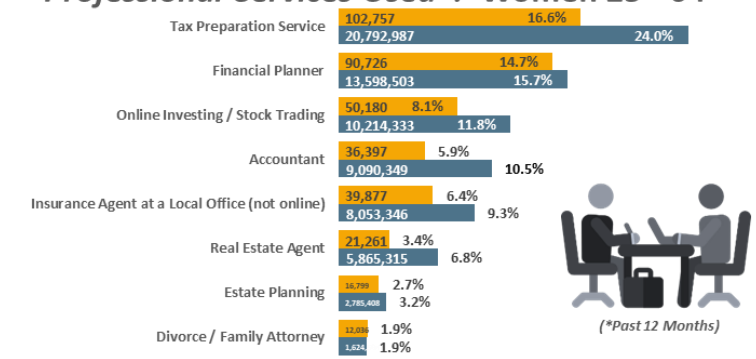


Financial Services Has and/or Uses: Women 25 - 64





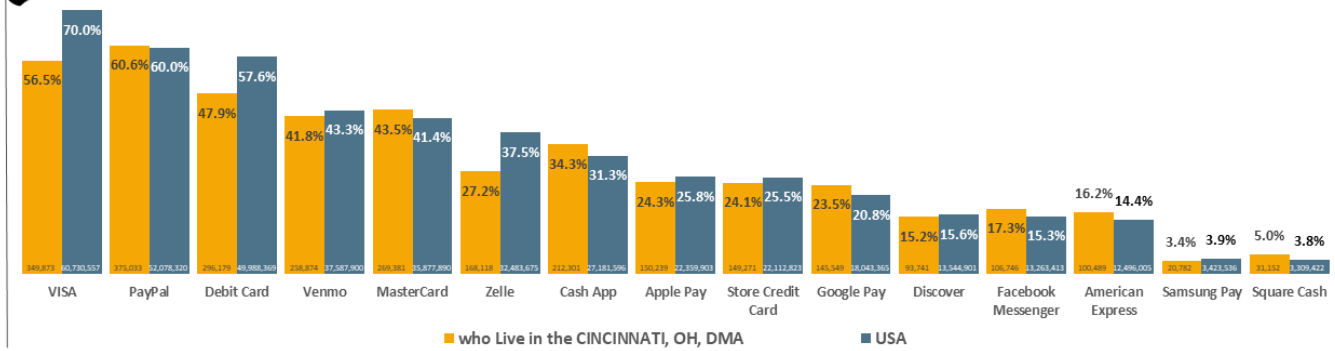
Professional Services Used:* Women 25 - 64



*(*Past 12 Months)*

Past 3-Months Payment Methods Used: Women 25 - 64





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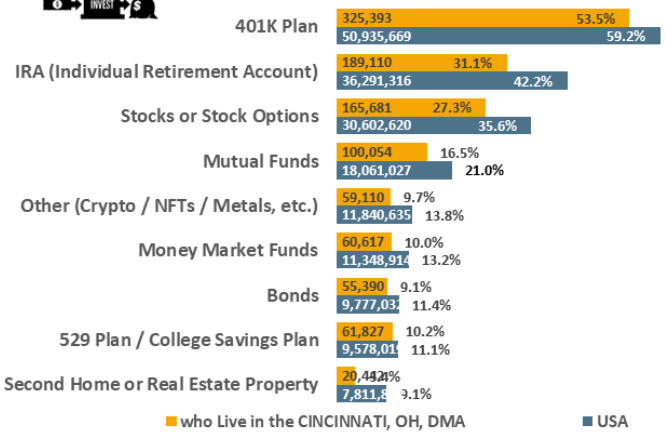


Cincinnati, OH, DMA
M25-64

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Men 25 - 64 who Live in the CINCINNATI, OH, DMA are 9.6% less likely to have a 401K, 2.1% less likely to have an Auto Loan, 30.4% less likely to Invest/Trade Stocks Online, .5% more likely to pay with their Debit Card.

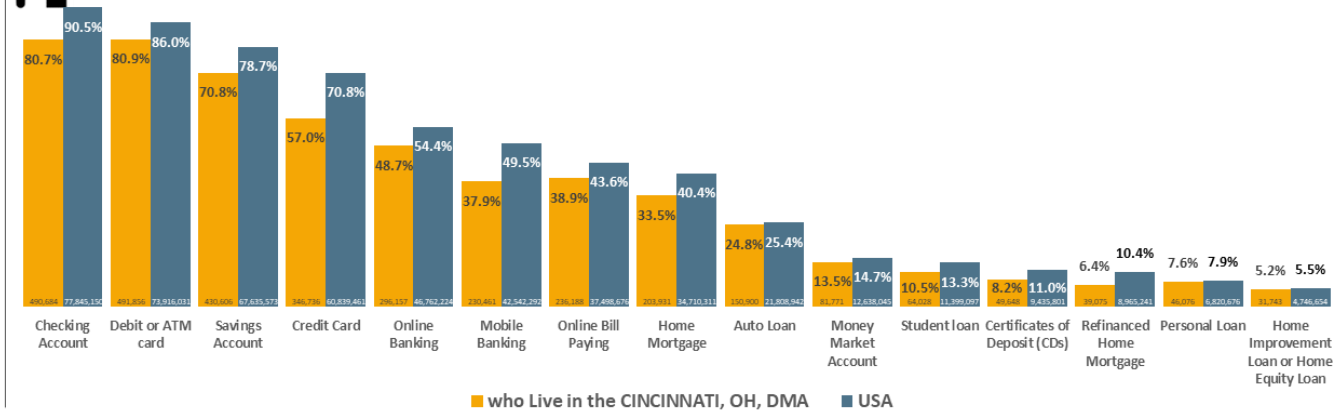
Investments Owned: Men 25 - 64



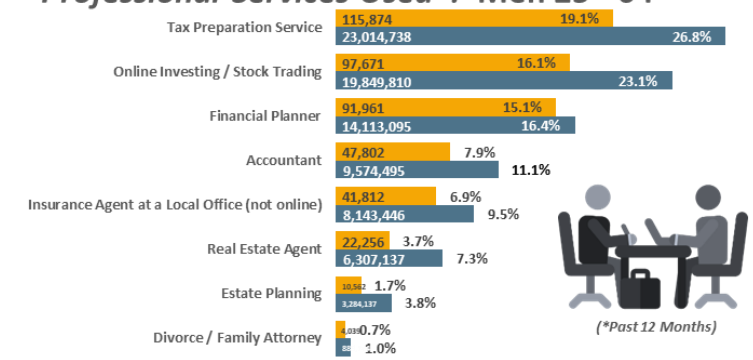


Financial Services Has and/or Uses: Men 25 - 64





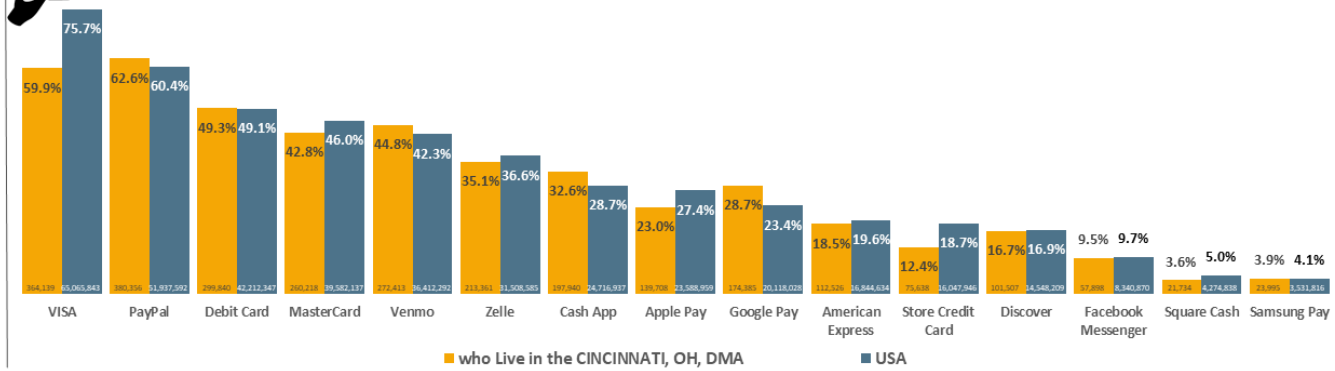
Professional Services Used:* Men 25 - 64



*(*Past 12 Months)*

Past 3-Months Payment Methods Used: Men 25 - 64





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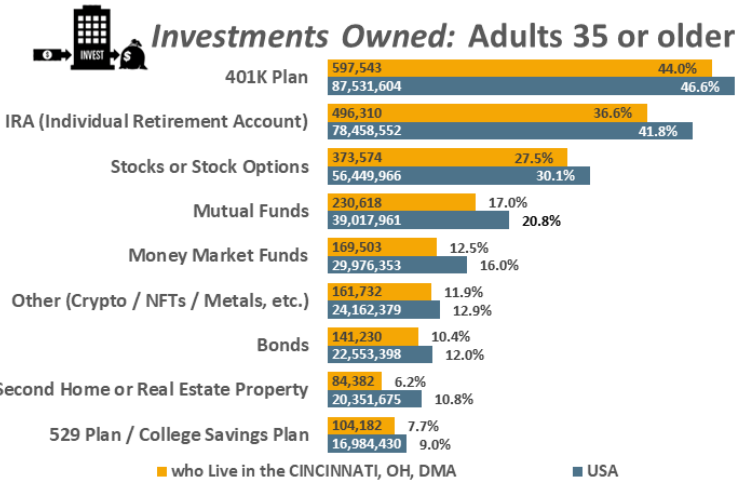


Cincinnati, OH, DMA

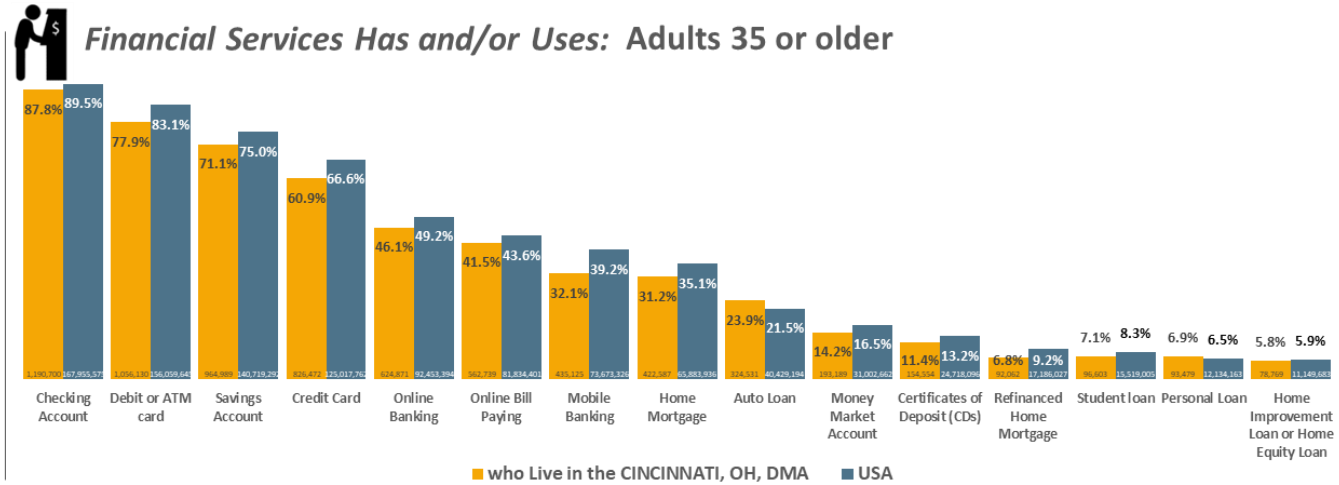
P35+

.7% or 1,356,590 of USA Adults 35 or older Live in the CINCINNATI, OH, DMA.
Adults 35 or older who Live in the CINCINNATI, OH, DMA are 5.5% less likely to have a 401K, 11.1% more likely to have an Auto Loan, 27.4% less likely to Invest/Trade Stocks Online, 10.9% less likely to pay with their Debit Card.

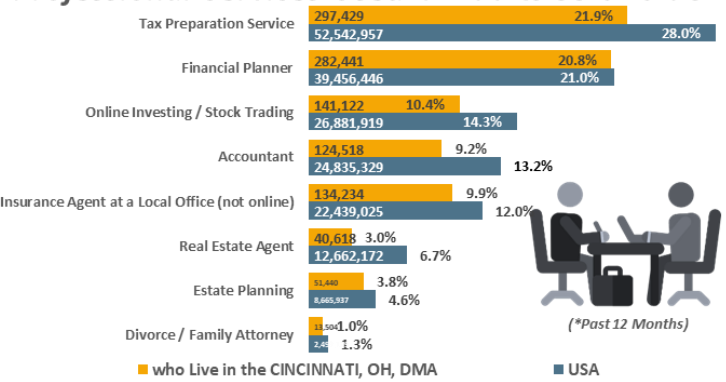
Investments Owned: Adults 35 or older



Financial Services Has and/or Uses: Adults 35 or older

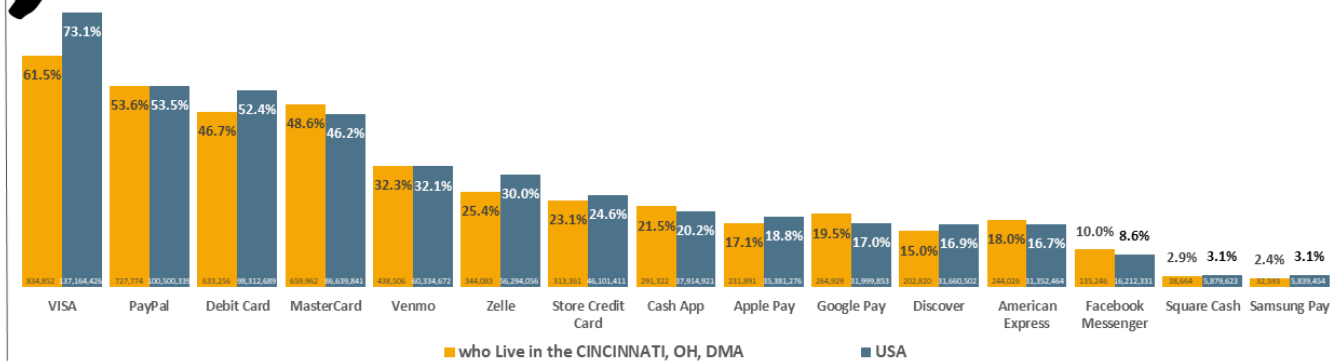


Professional Services Used:* Adults 35 or older



*(*Past 12 Months)*

Past 3-Months Payment Methods Used: Adults 35 or older



USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 1,928

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USA Jan23-Oct23 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,338

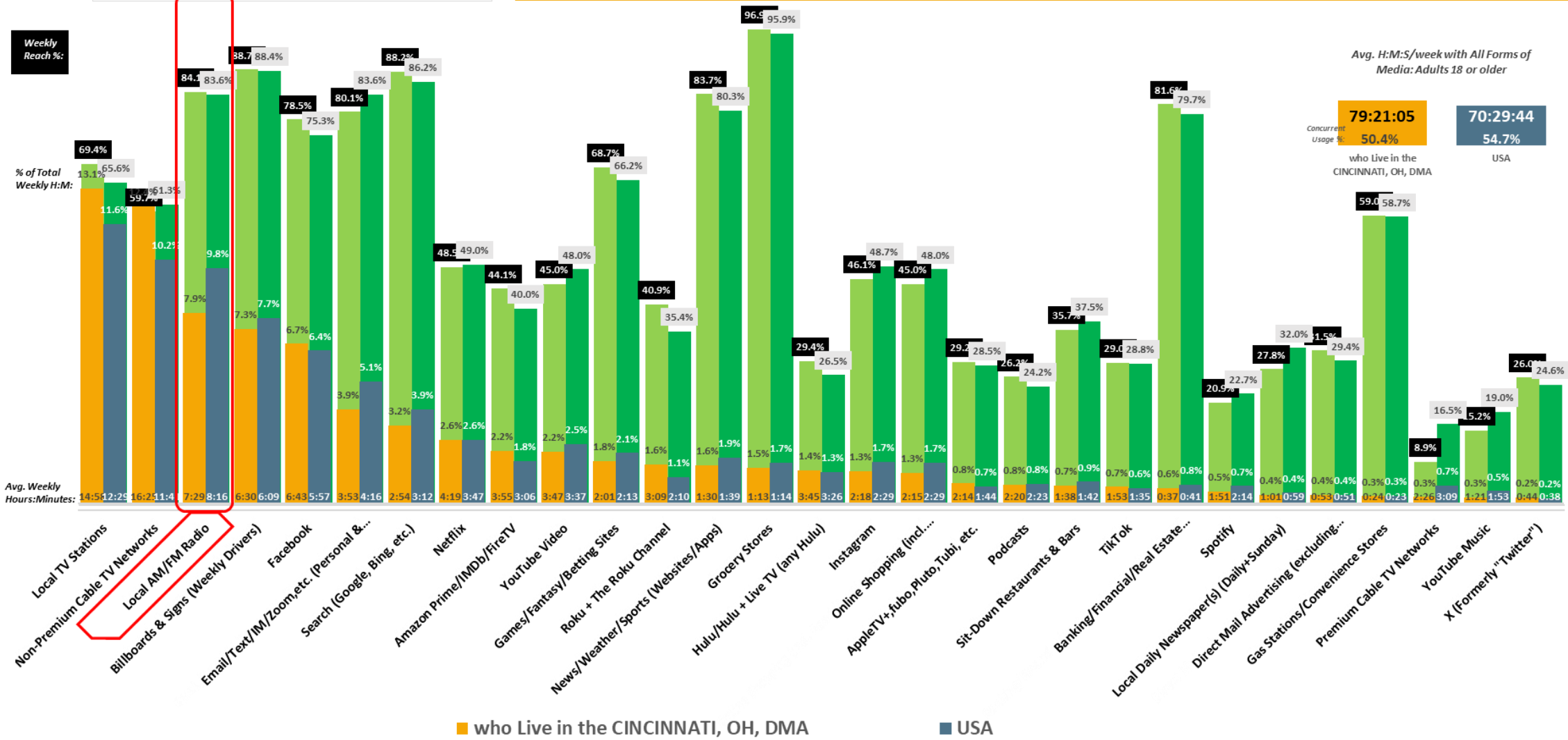


Cincinnati, OH, DMA

P18+

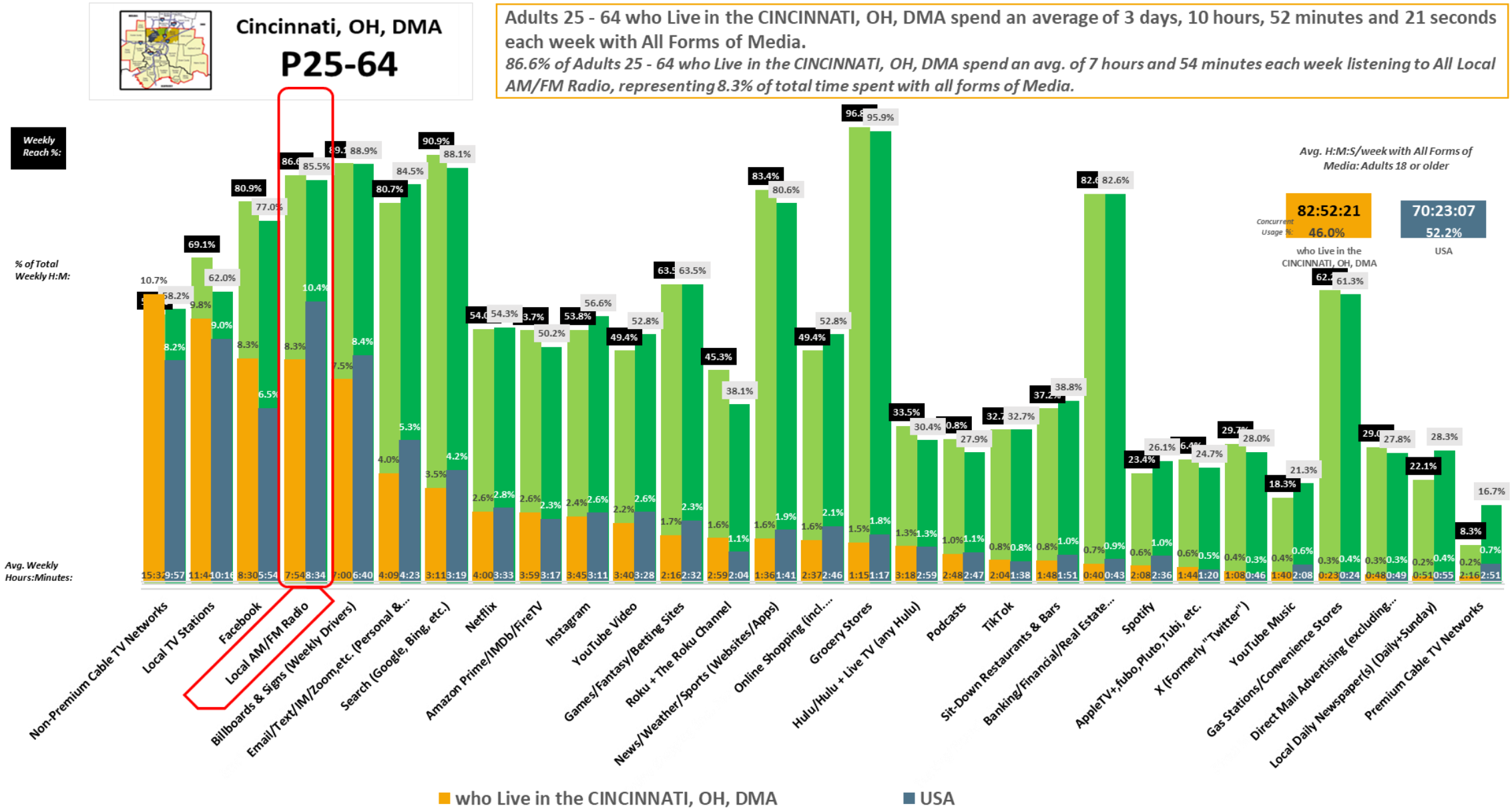
Adults 18 or older who Live in the CINCINNATI, OH, DMA spend an average of 3 days, 7 hours, 21 minutes and 5 seconds each week with All Forms of Media.

84.1% of Adults 18 or older who Live in the CINCINNATI, OH, DMA spend an avg. of 7 hours and 29 minutes each week listening to All Local AM/FM Radio, representing 7.9% of total time spent with all forms of Media.



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USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 1,928USA Jan23-Oct23 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,338

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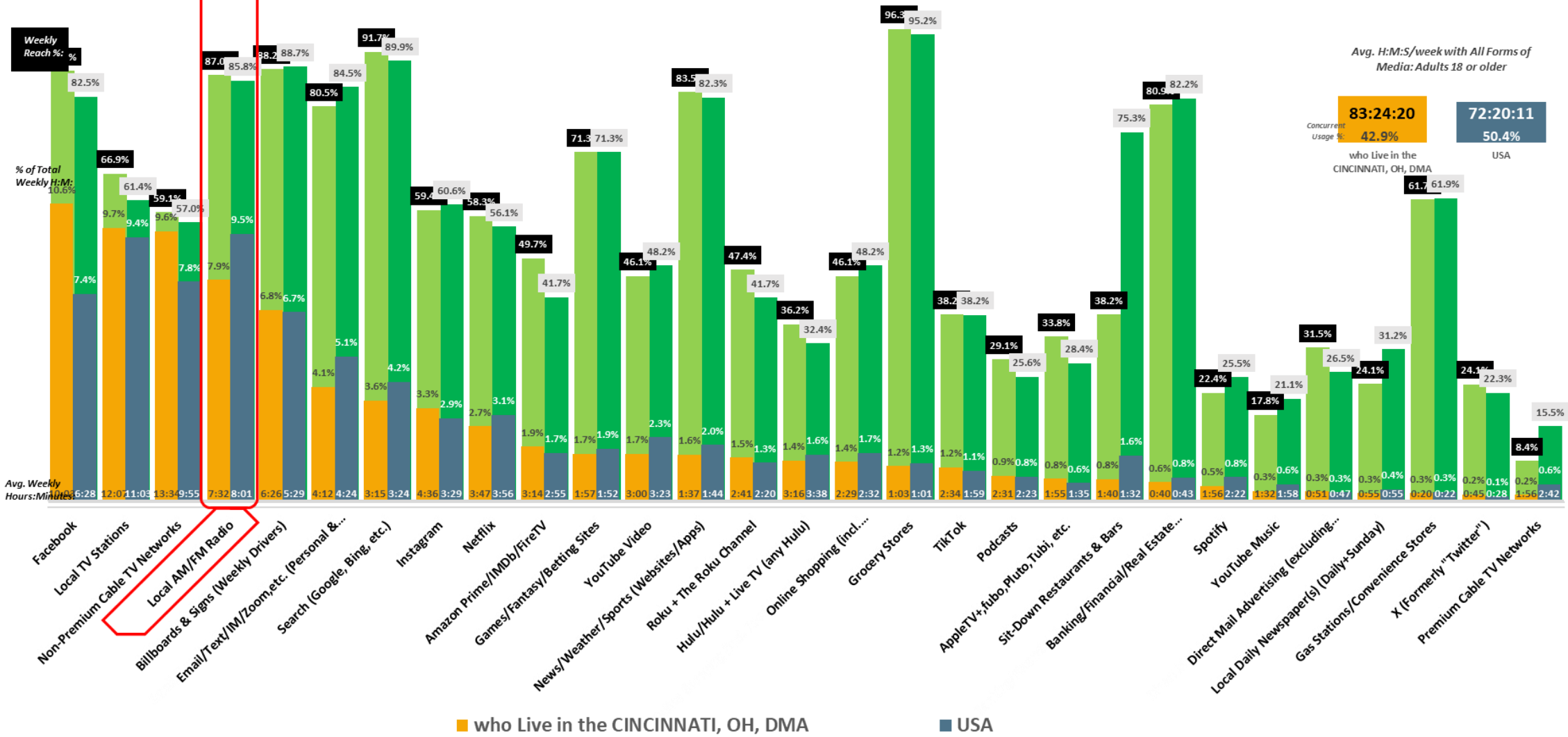
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Cincinnati, OH, DMA
W25-64

Women 25 - 64 who Live in the CINCINNATI, OH, DMA spend an average of 3 days, 11 hours, 24 minutes and 20 seconds each week with All Forms of Media.

87.% of Women 25 - 64 who Live in the CINCINNATI, OH, DMA spend an avg. of 7 hours and 32 minutes each week listening to All Local AM/FM Radio, representing 7.9% of total time spent with all forms of Media.



USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 1,928 USA Jan23-Oct23 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,338

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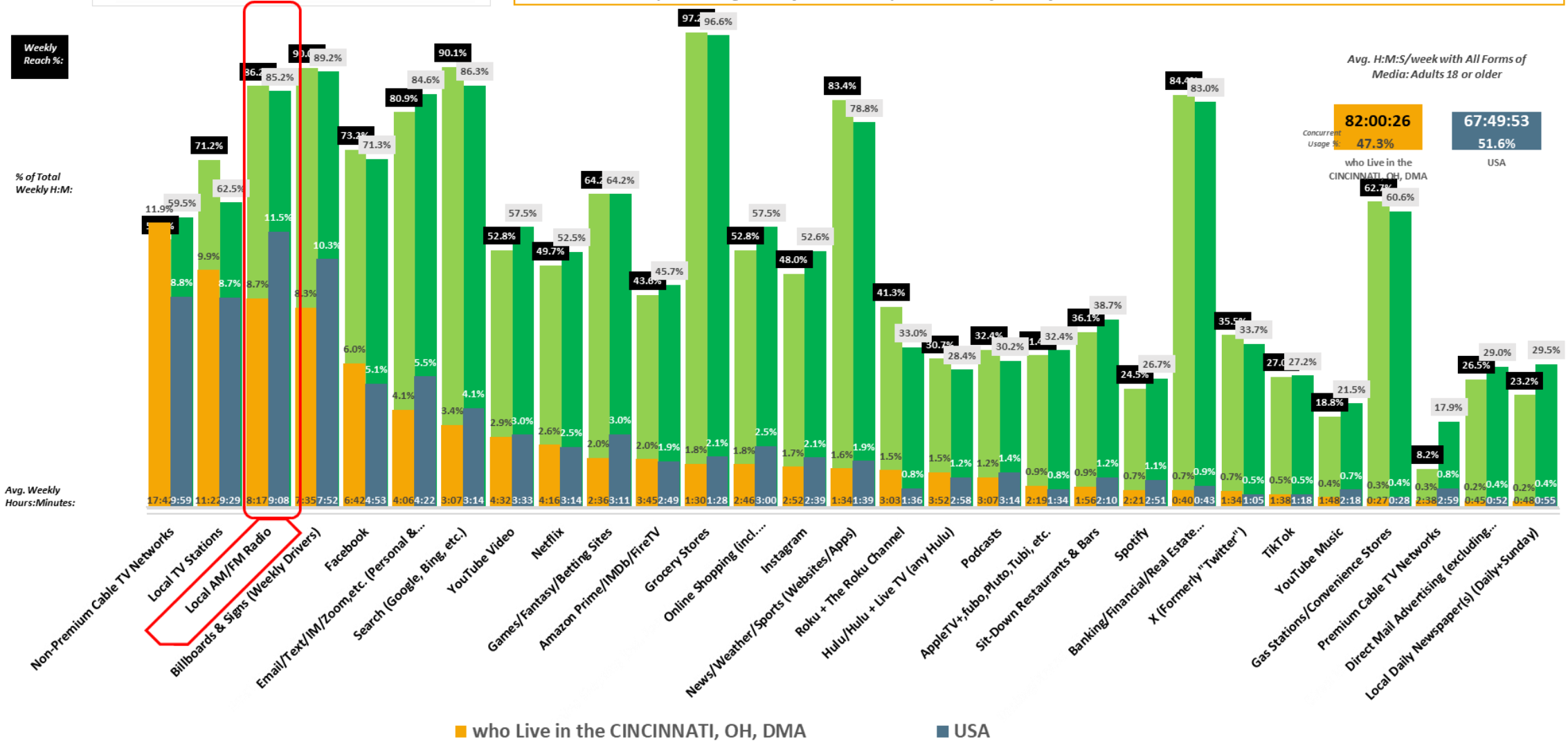
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Cincinnati, OH, DMA
M25-64

Men 25 - 64 who Live in the CINCINNATI, OH, DMA spend an average of 3 days, 10 hours, 0 minutes and 26 seconds each week with All Forms of Media.

86.2% of Men 25 - 64 who Live in the CINCINNATI, OH, DMA spend an avg. of 8 hours and 17 minutes each week listening to All Local AM/FM Radio, representing 8.7% of total time spent with all forms of Media.

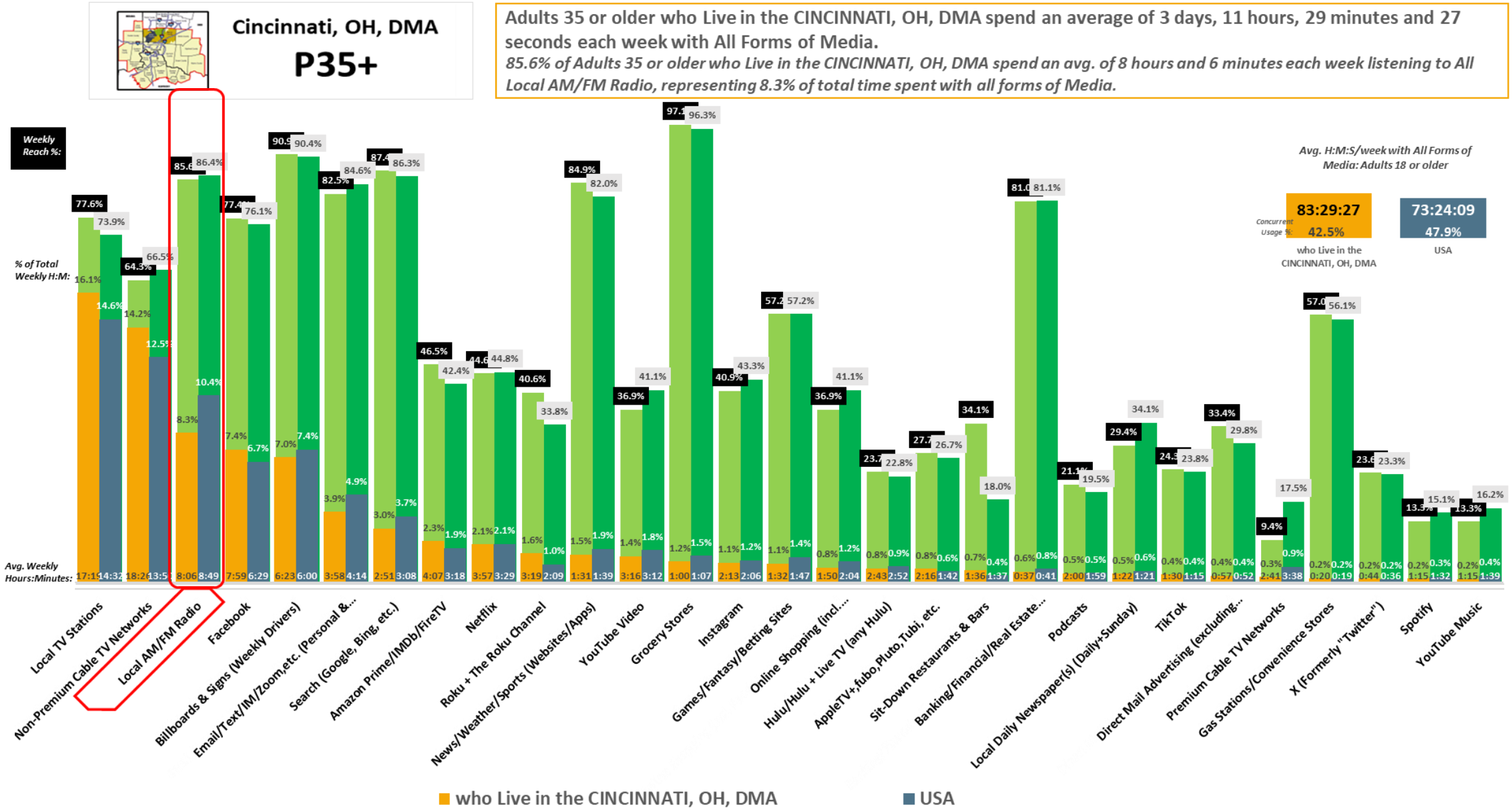


USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 1,928 USA Jan23-Oct23 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,338

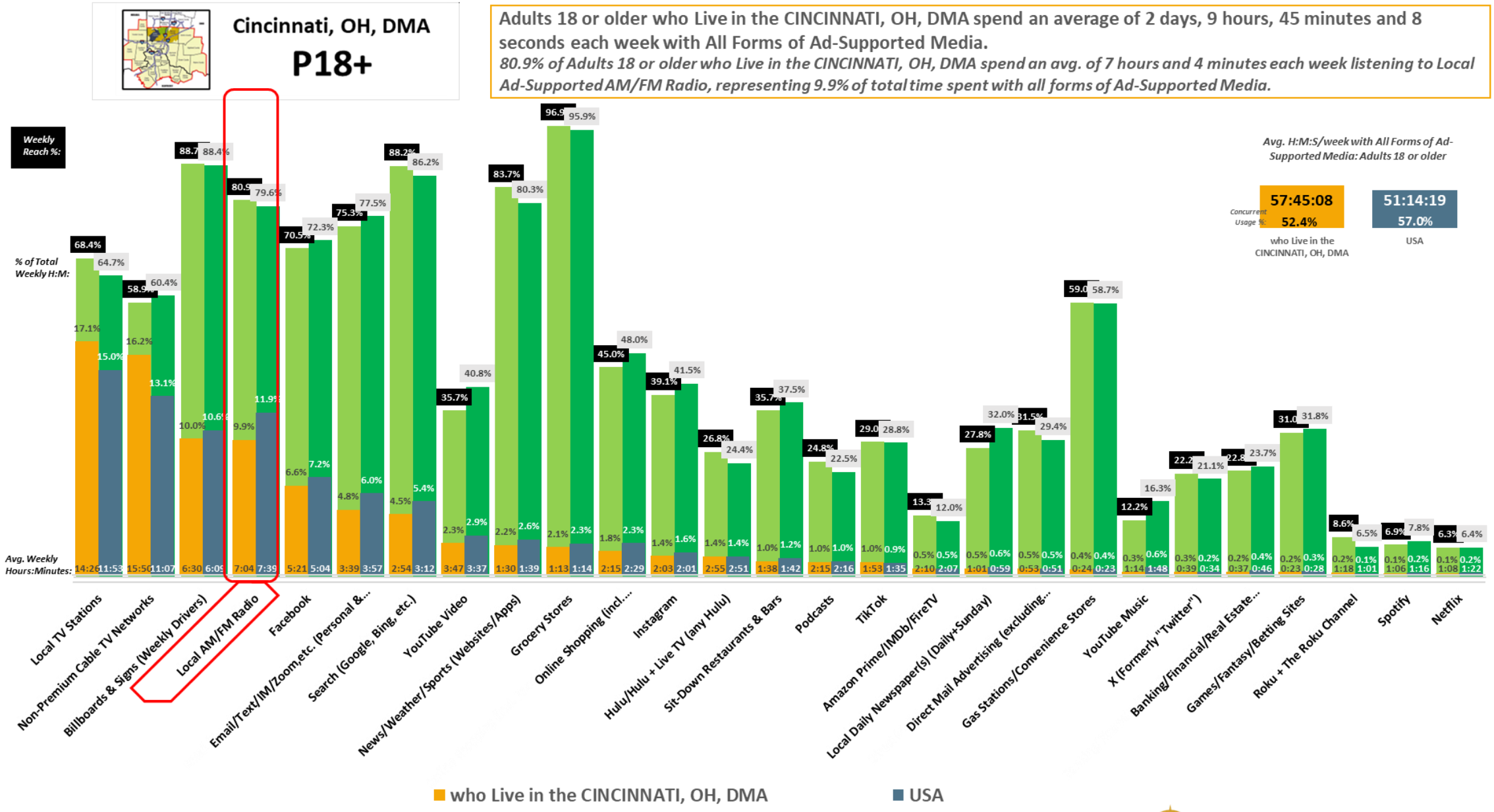
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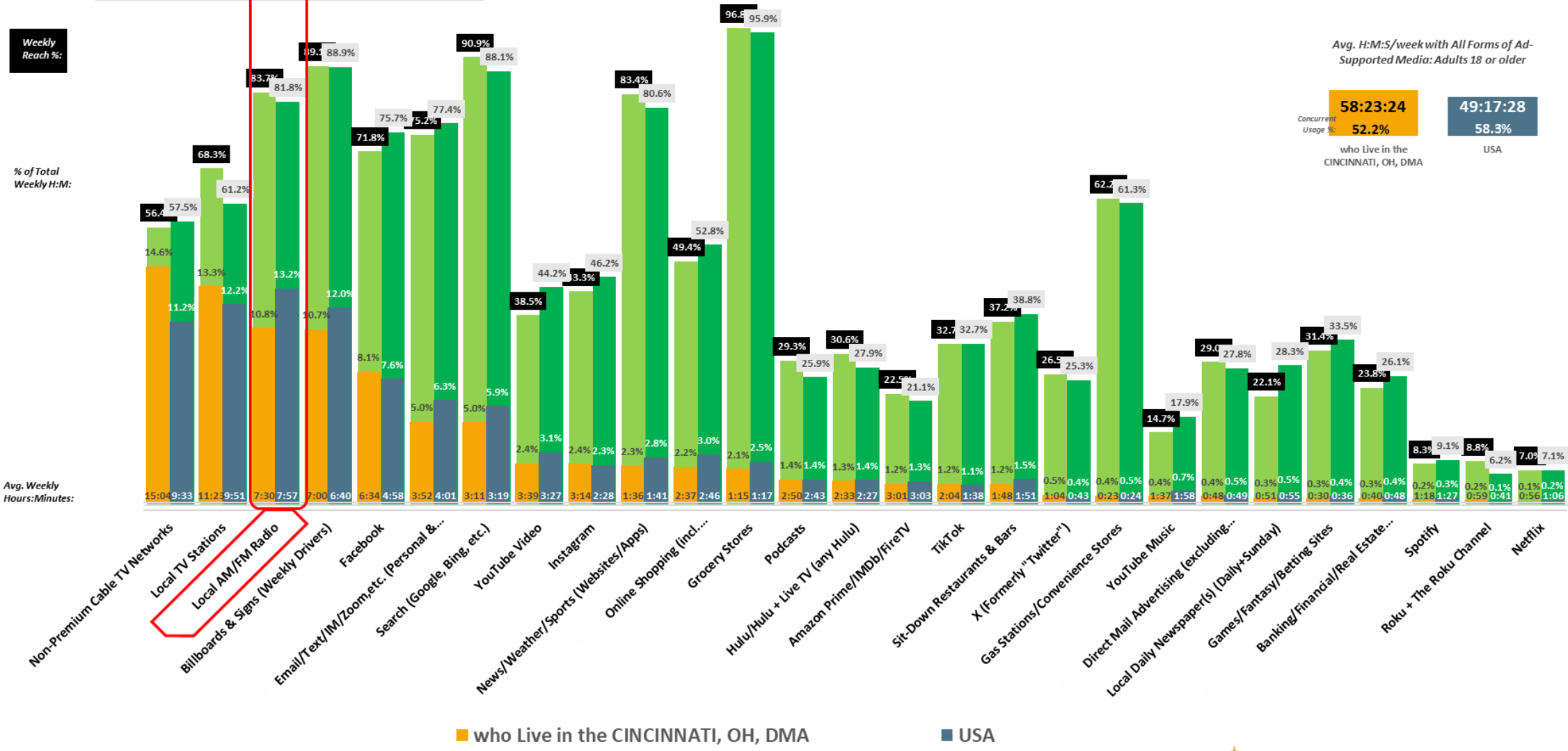


Cincinnati, OH, DMA

P25-64

Adults 25 - 64 who Live in the CINCINNATI, OH, DMA spend an average of 2 days, 10 hours, 23 minutes and 24 seconds each week with All Forms of Ad-Supported Media.

83.7% of Adults 25 - 64 who Live in the CINCINNATI, OH, DMA spend an avg. of 7 hours and 30 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.8% of total time spent with all forms of Ad-Supported Media.



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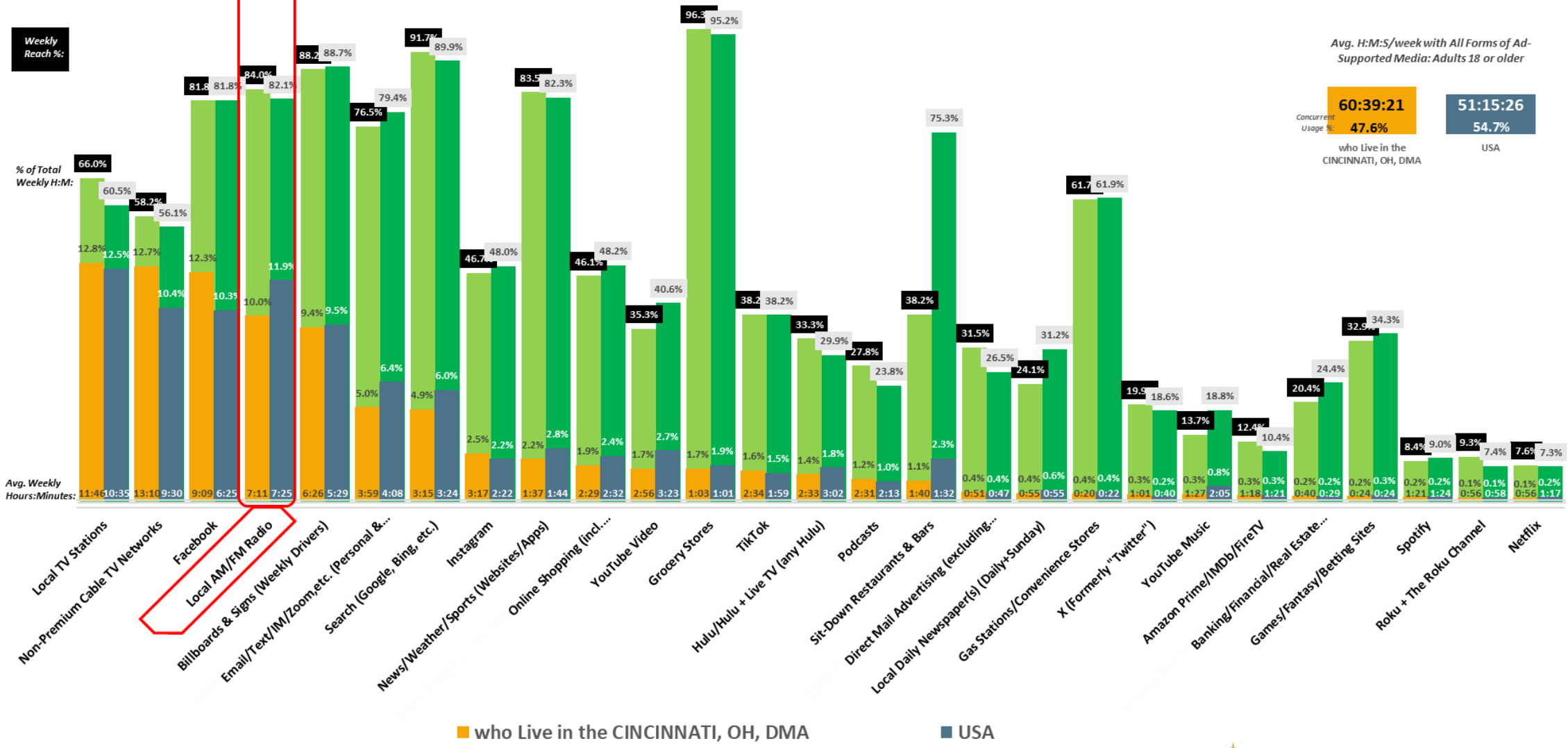
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Cincinnati, OH, DMA
W25-64

Women 25 - 64 who Live in the CINCINNATI, OH, DMA spend an average of 2 days, 12 hours, 39 minutes and 21 seconds each week with All Forms of Ad-Supported Media.

84.% of Women 25 - 64 who Live in the CINCINNATI, OH, DMA spend an avg. of 7 hours and 11 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.% of total time spent with all forms of Ad-Supported Media.



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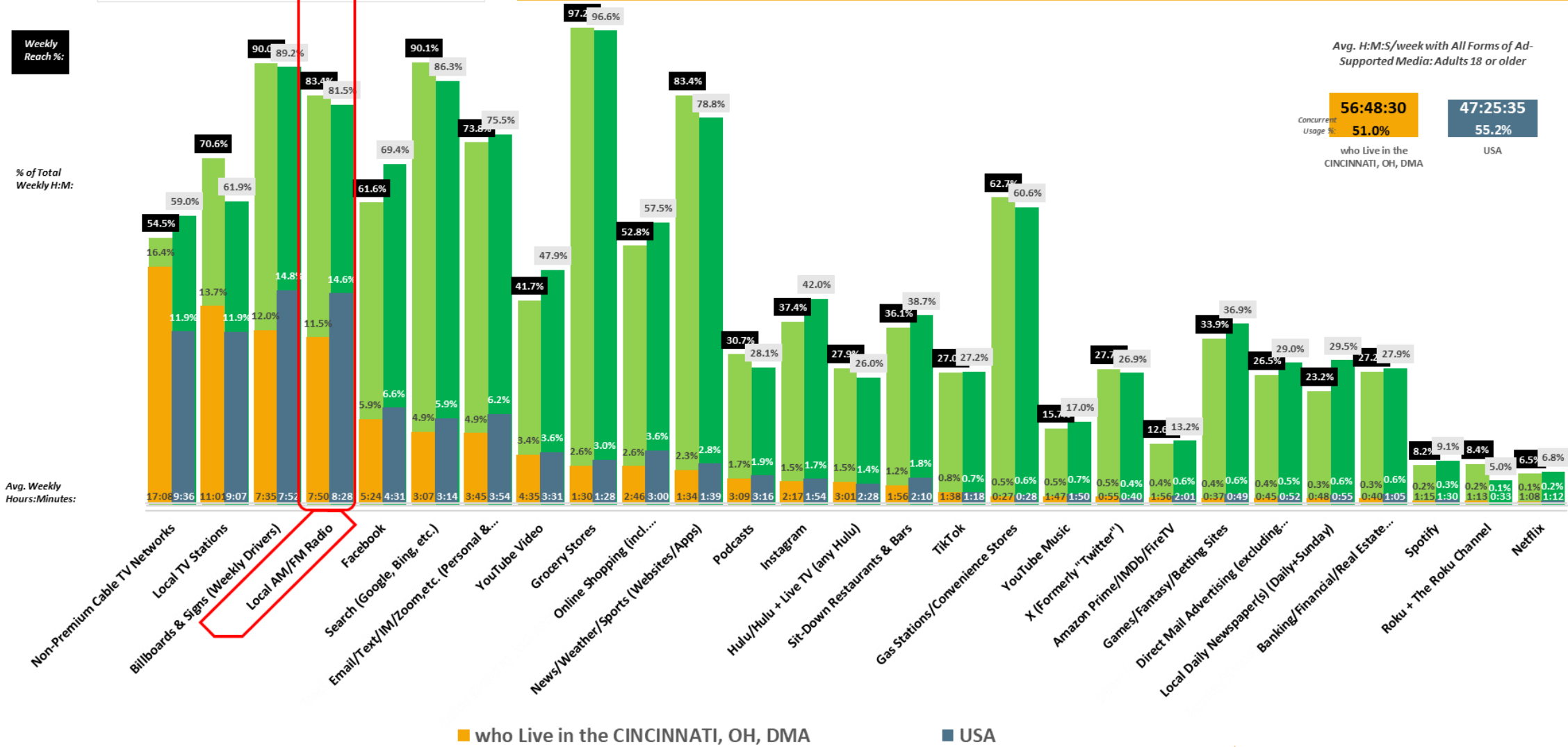
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Cincinnati, OH, DMA
M25-64

Men 25 - 64 who Live in the CINCINNATI, OH, DMA spend an average of 2 days, 8 hours, 48 minutes and 30 seconds each week with All Forms of Ad-Supported Media.

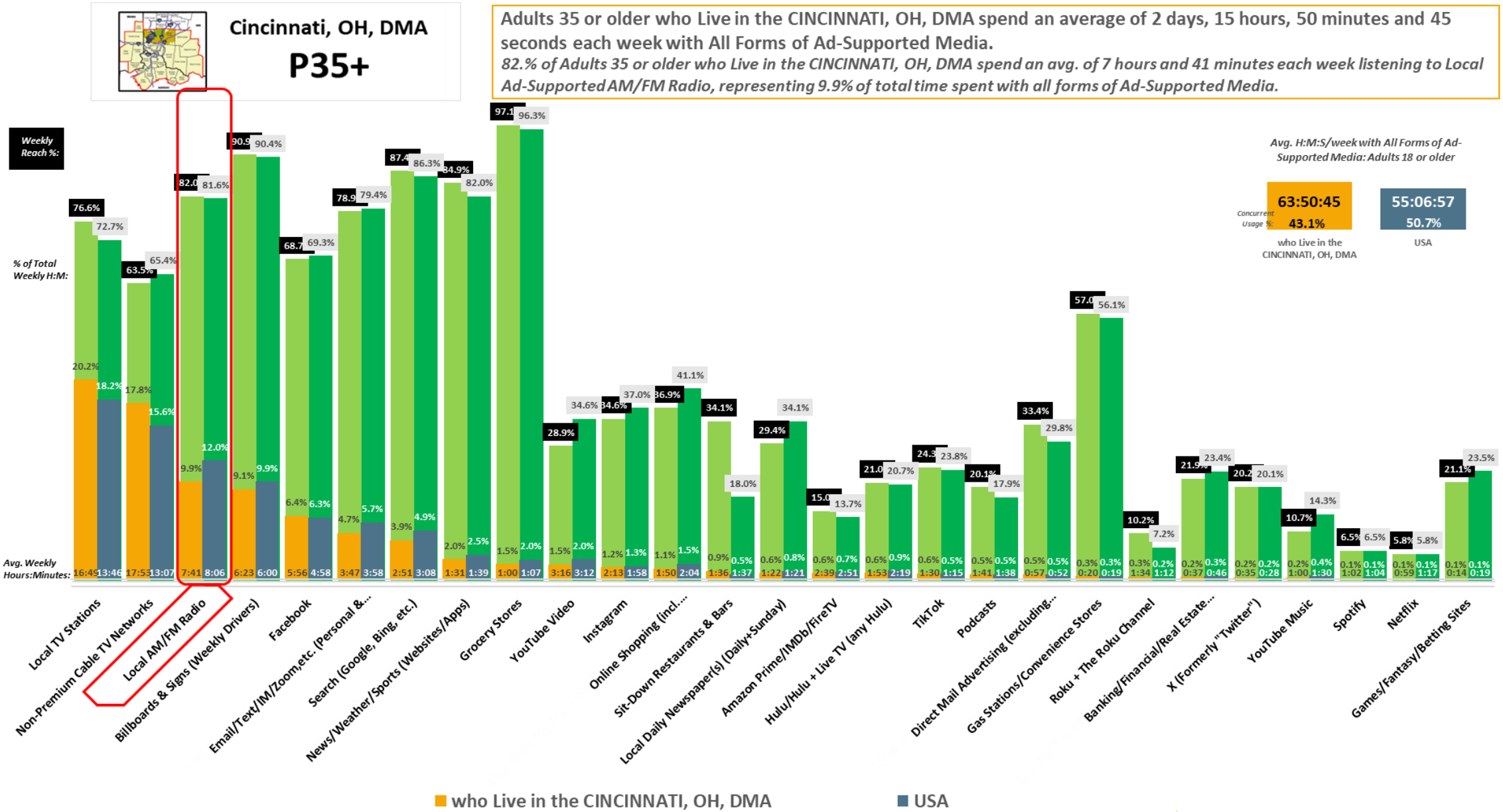
83.4% of Men 25 - 64 who Live in the CINCINNATI, OH, DMA spend an avg. of 7 hours and 50 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.5% of total time spent with all forms of Ad-Supported Media.



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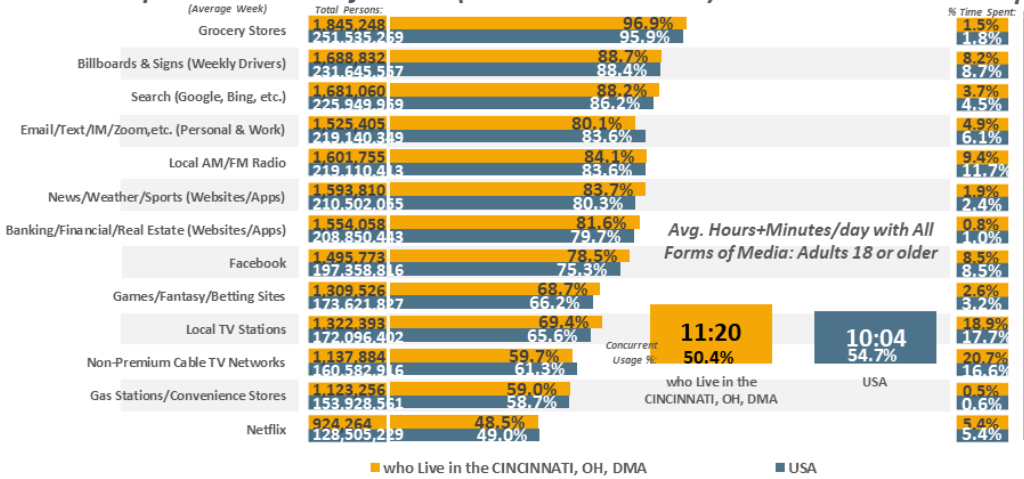
USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 1,928 USA Jan23-Oct23 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,338
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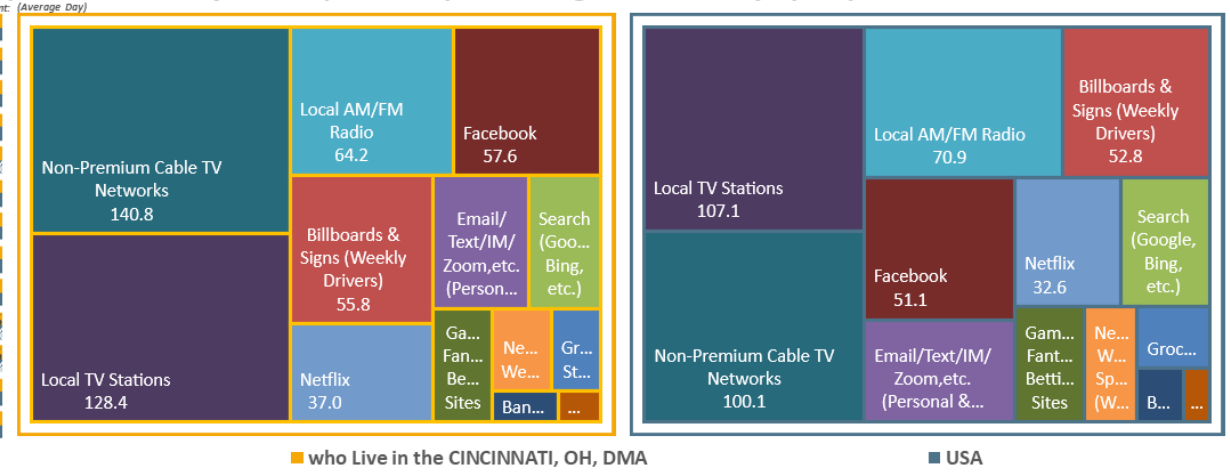
Cincinnati, OH, DMA
P18+

Adults 18 or older who Live in the CINCINNATI, OH, DMA spend an average of 8 hours and 15 minutes each day with All Forms of Ad-Supported Media. 80.9% listen to Local AM/FM Radio for an avg. of 60.7 minutes/day. *(Local Radio delivers 9.9% of Time with Ad-Supported Media.)*

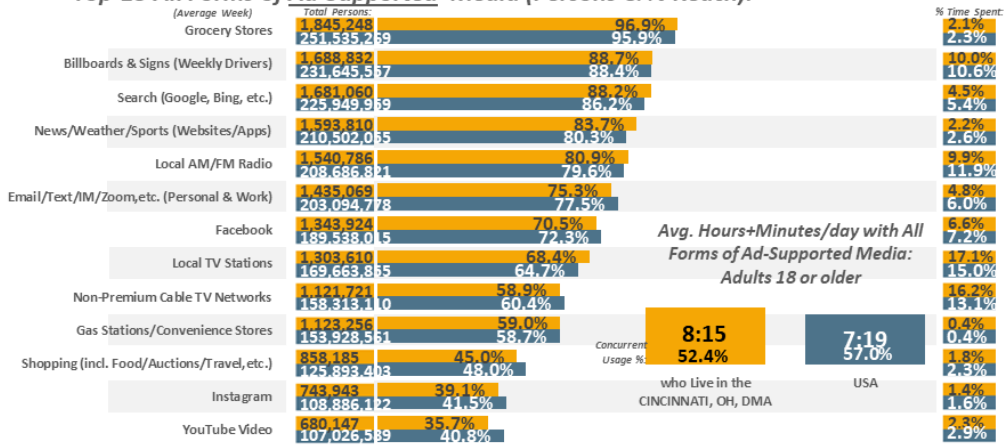
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



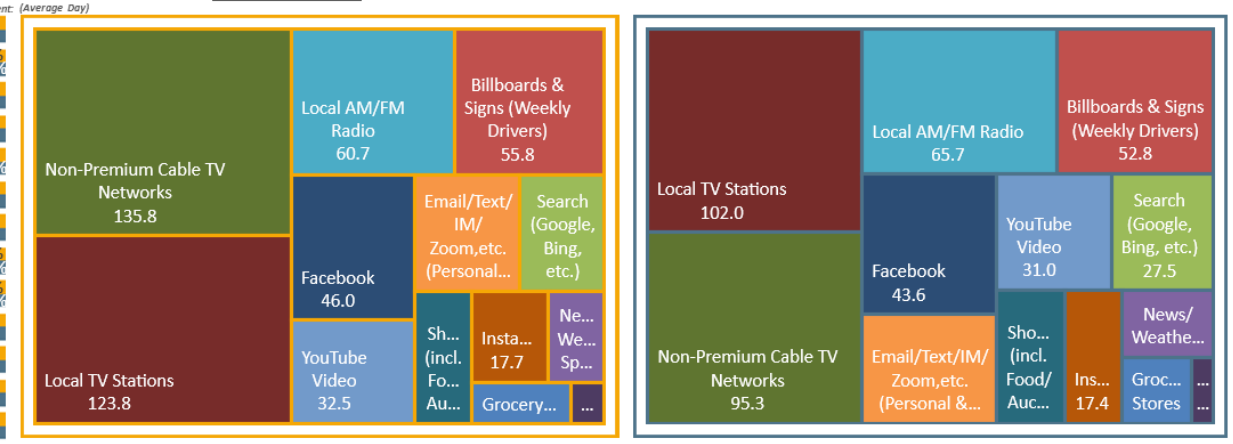
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 1,928

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USA Jan23-Oct23 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,338

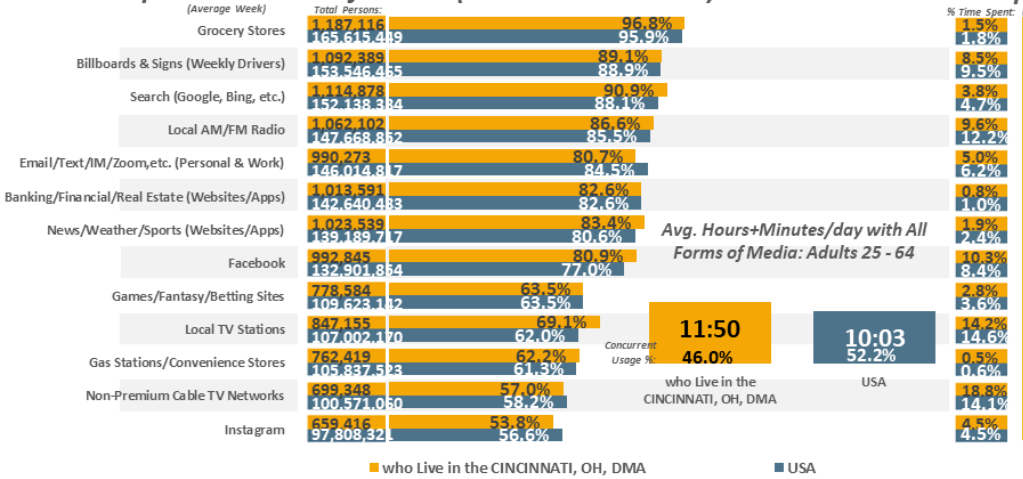
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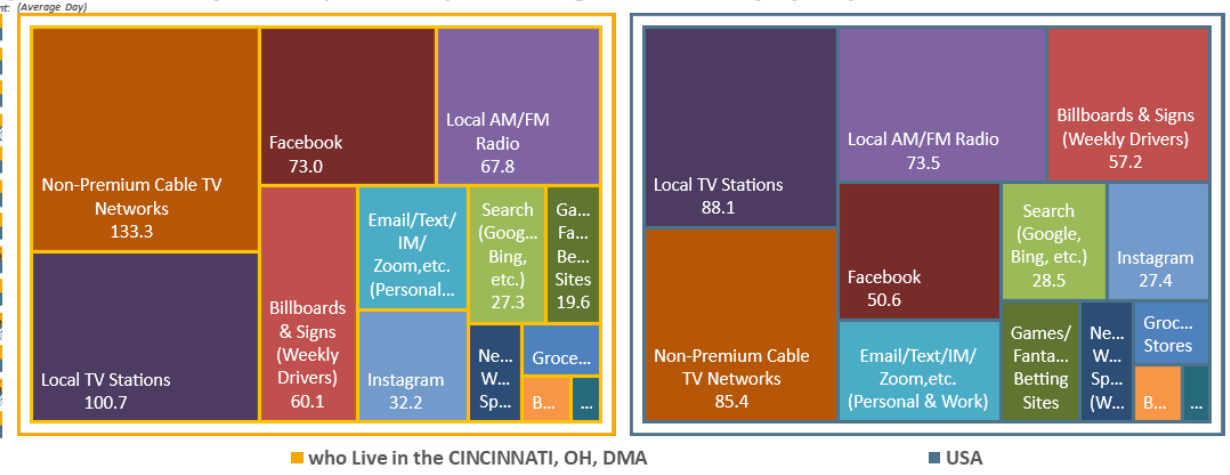
Cincinnati, OH, DMA
P25-64

Adults 25 - 64 who Live in the CINCINNATI, OH, DMA spend an average of 8 hours and 20 minutes each day with All Forms of Ad-Supported Media. 83.7% listen to Local AM/FM Radio for an avg. of 64.4 minutes/day. *(Local Radio delivers 10.8% of Time with Ad-Supported Media.)*

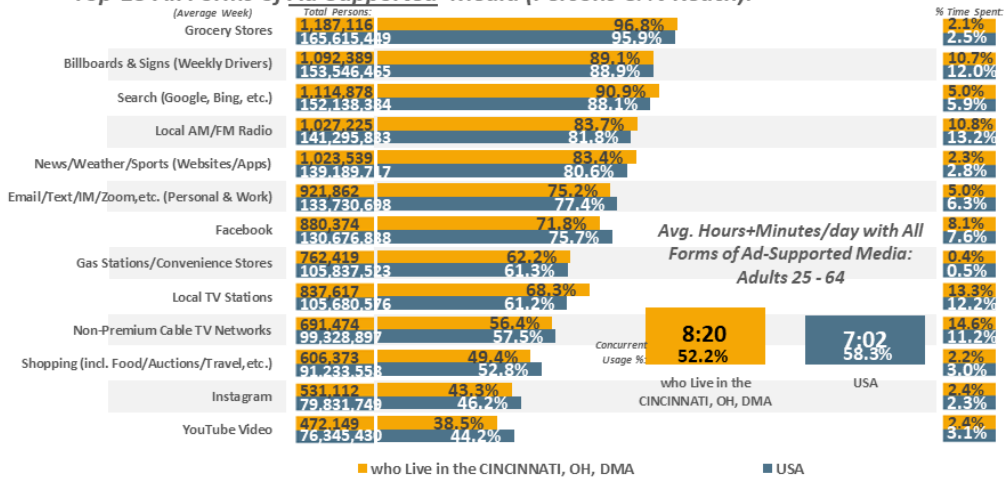
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 64



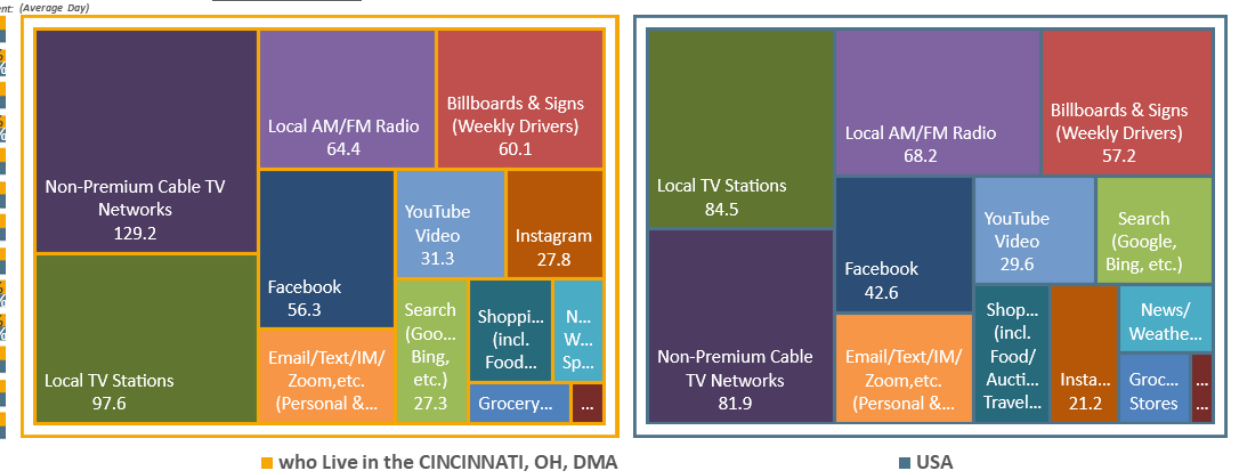
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 25 - 64



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 1,928

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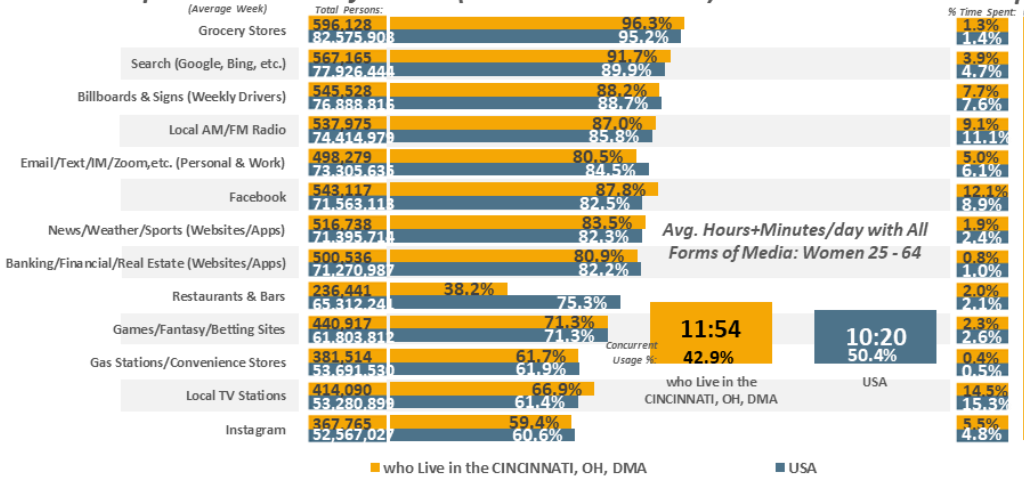
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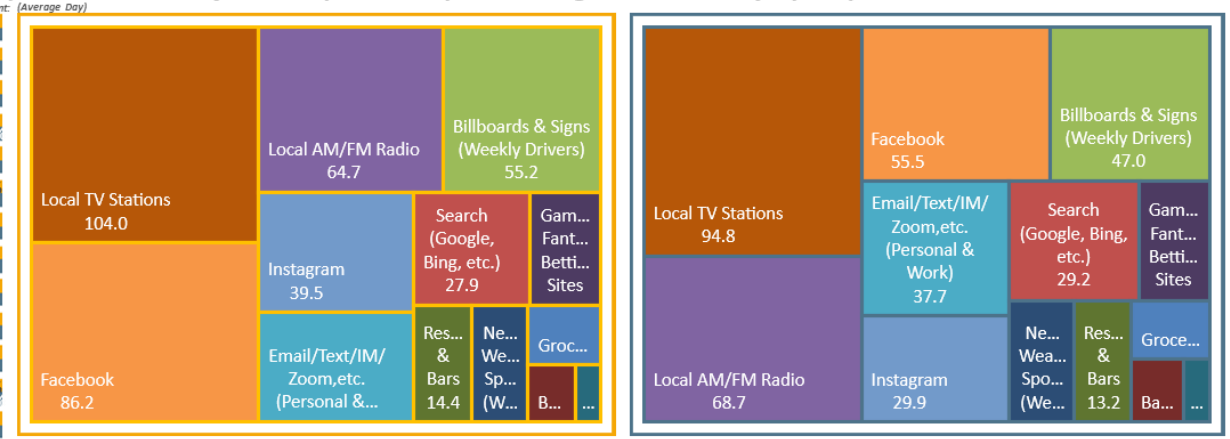
Cincinnati, OH, DMA
W25-64

Women 25 - 64 who Live in the CINCINNATI, OH, DMA spend an average of 8 hours and 39 minutes each day with All Forms of Ad-Supported Media. 84.% listen to Local AM/FM Radio for an avg. of 61.7 minutes/day. *(Local Radio delivers 10.% of Time with Ad-Supported Media.)*

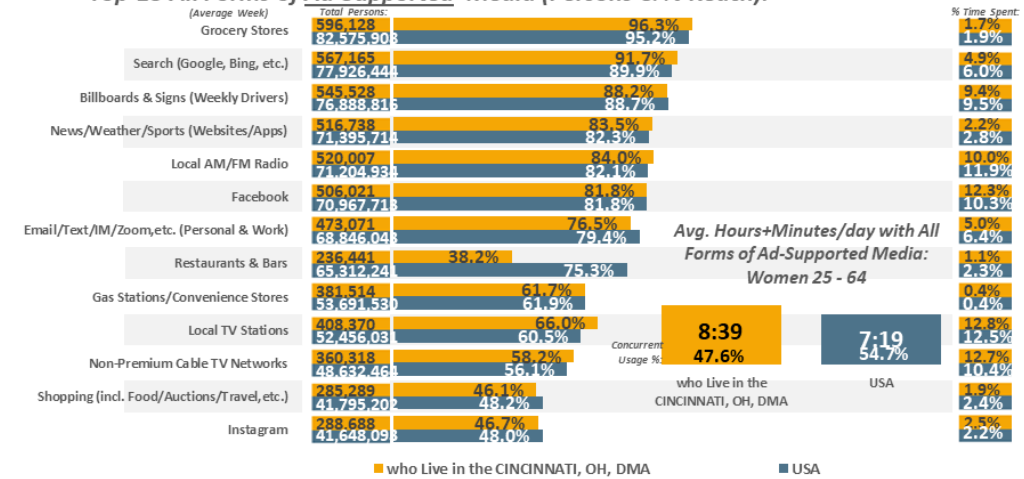
Top-13 All Forms of Media (Persons & % Reach): Women 25 - 64



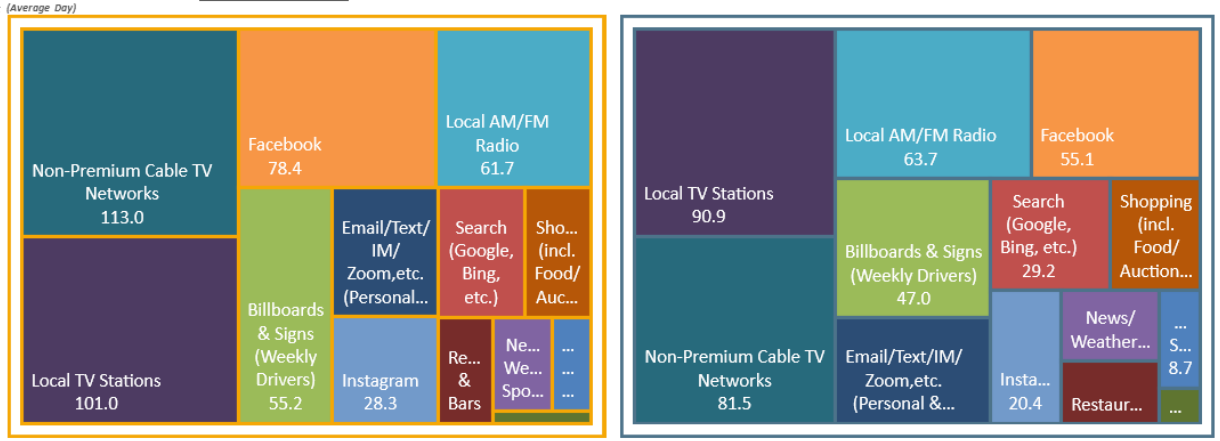
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Women 25 - 64



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 1,928

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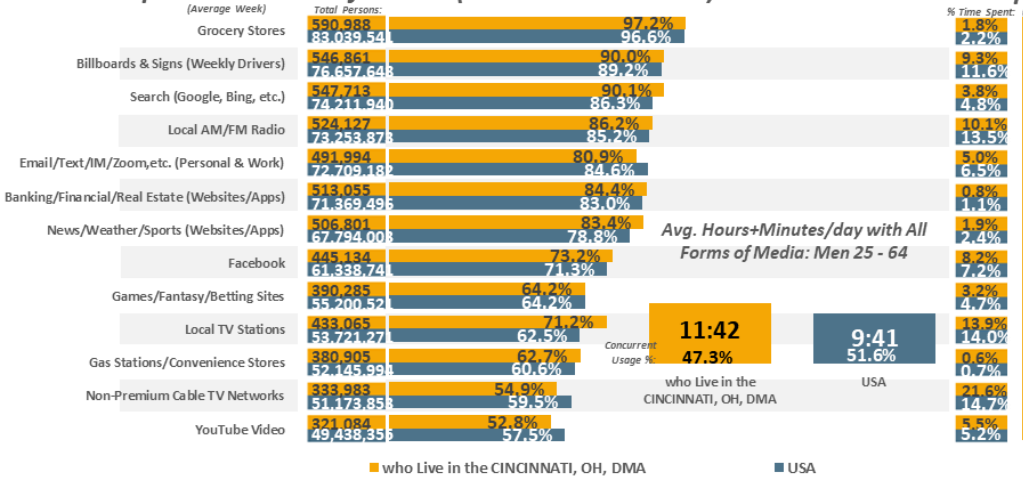
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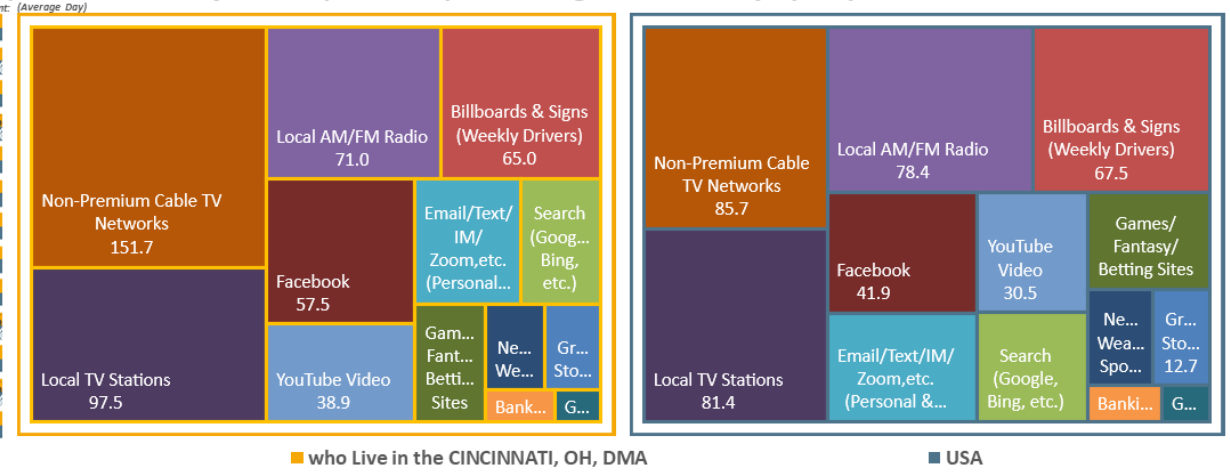
Cincinnati, OH, DMA
M25-64

Men 25 - 64 who Live in the CINCINNATI, OH, DMA spend an average of 8 hours and 6 minutes each day with All Forms of Ad-Supported Media. 83.4% listen to Local AM/FM Radio for an avg. of 67.2 minutes/day. *(Local Radio delivers 11.5% of Time with Ad-Supported Media.)*

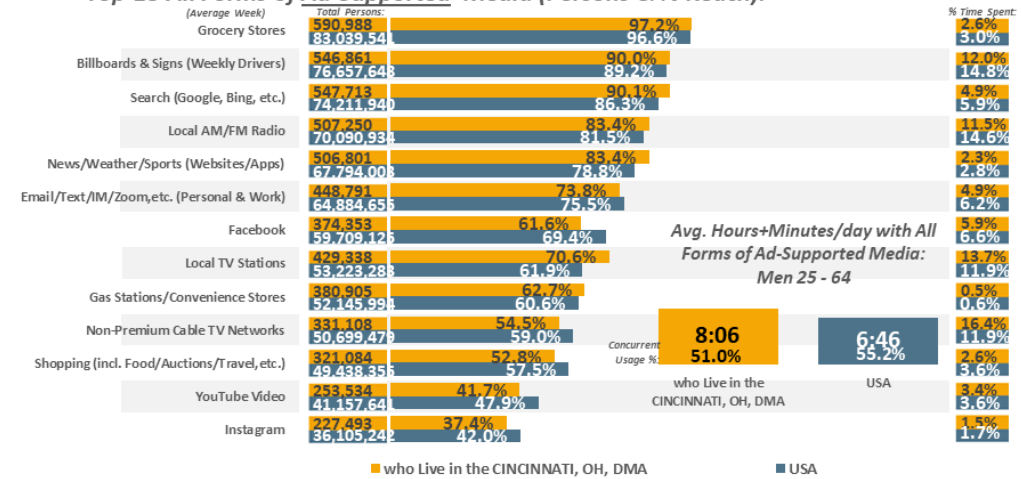
Top-13 All Forms of Media (Persons & % Reach): Men 25 - 64



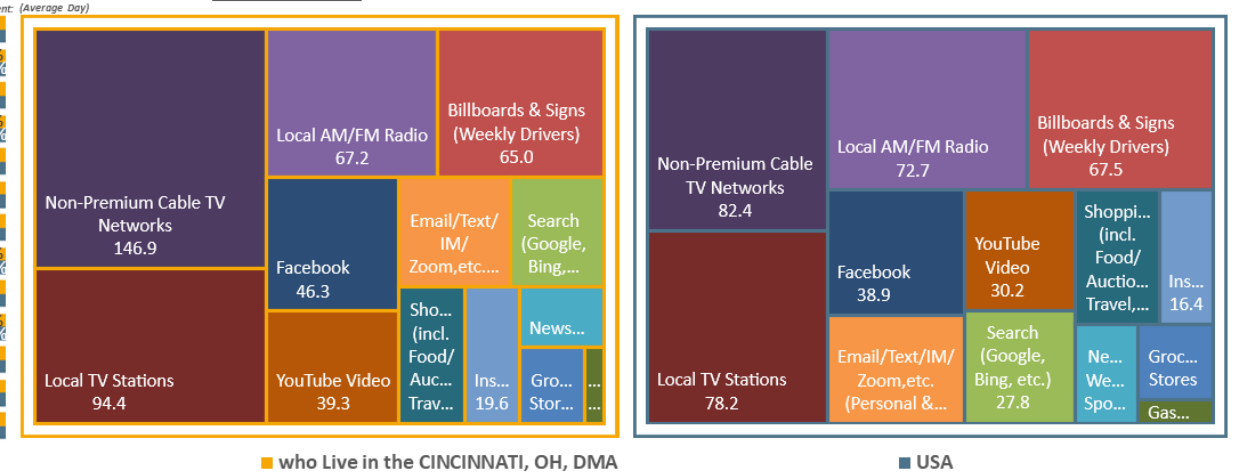
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 64



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Men 25 - 64



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 64



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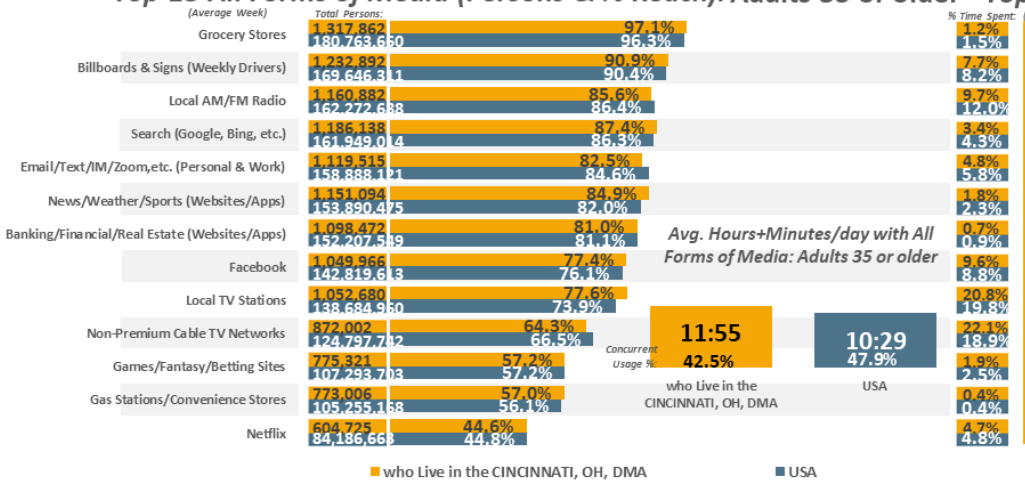


Cincinnati, OH, DMA

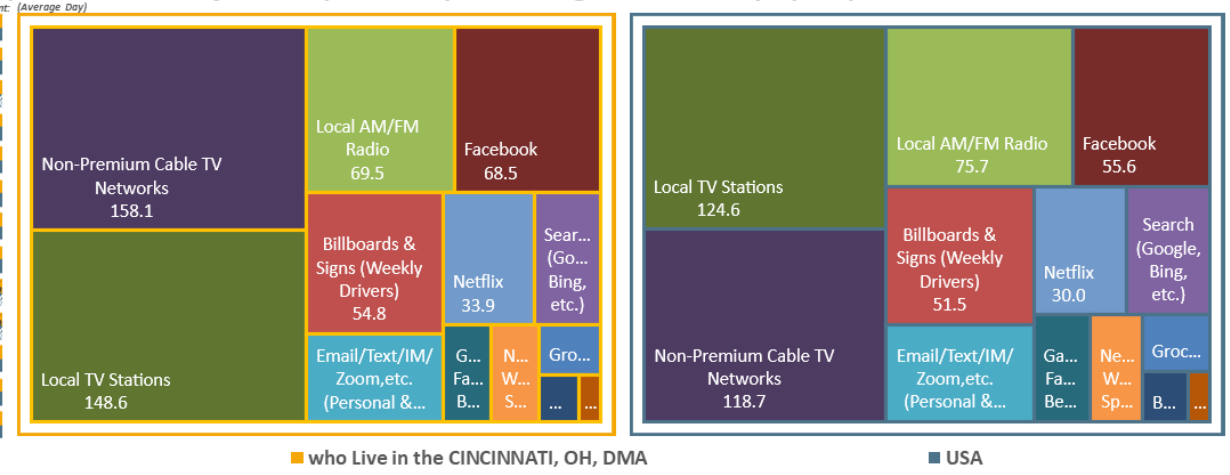
P35+

Adults 35 or older who Live in the CINCINNATI, OH, DMA spend an average of 9 hours and 7 minutes each day with All Forms of Ad-Supported Media. 82.% listen to Local AM/FM Radio for an avg. of 65.9 minutes/day. *(Local Radio delivers 9.9% of Time with Ad-Supported Media.)*

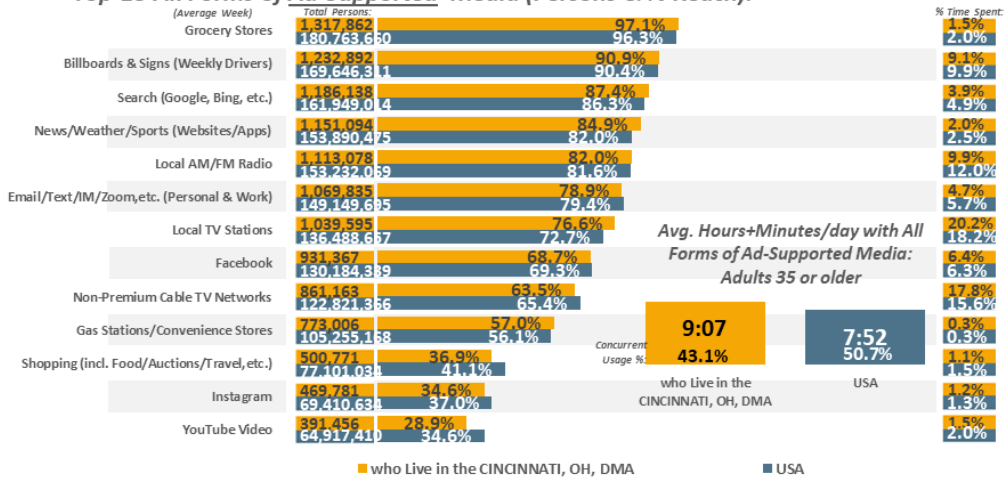
Top-13 All Forms of Media (Persons & % Reach): Adults 35 or older



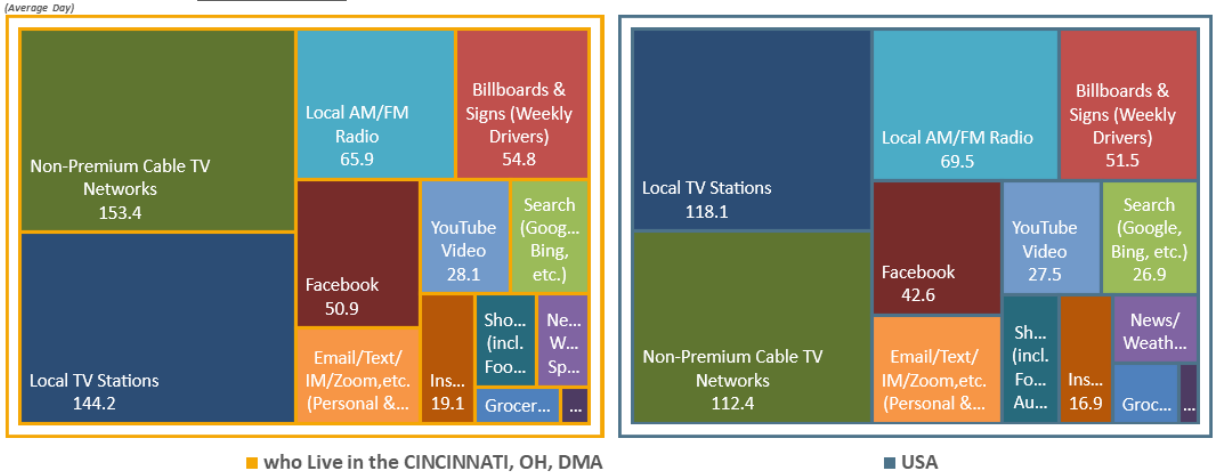
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



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



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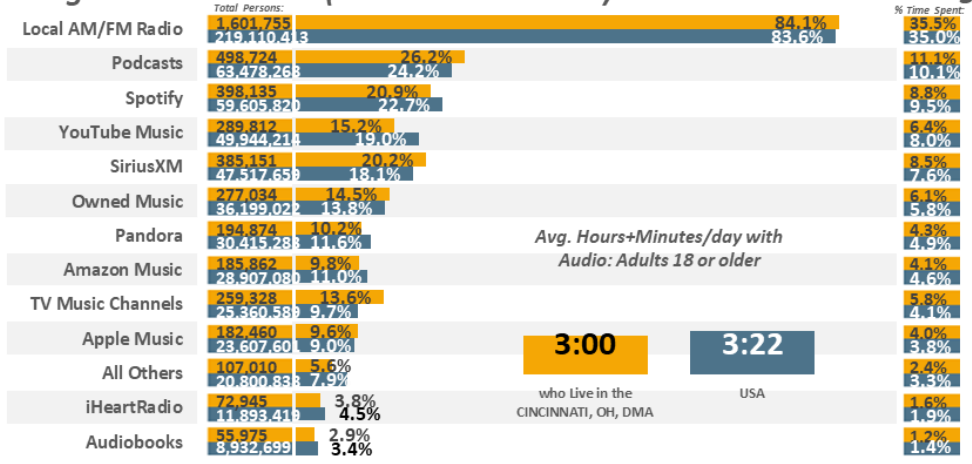


Cincinnati, OH, DMA

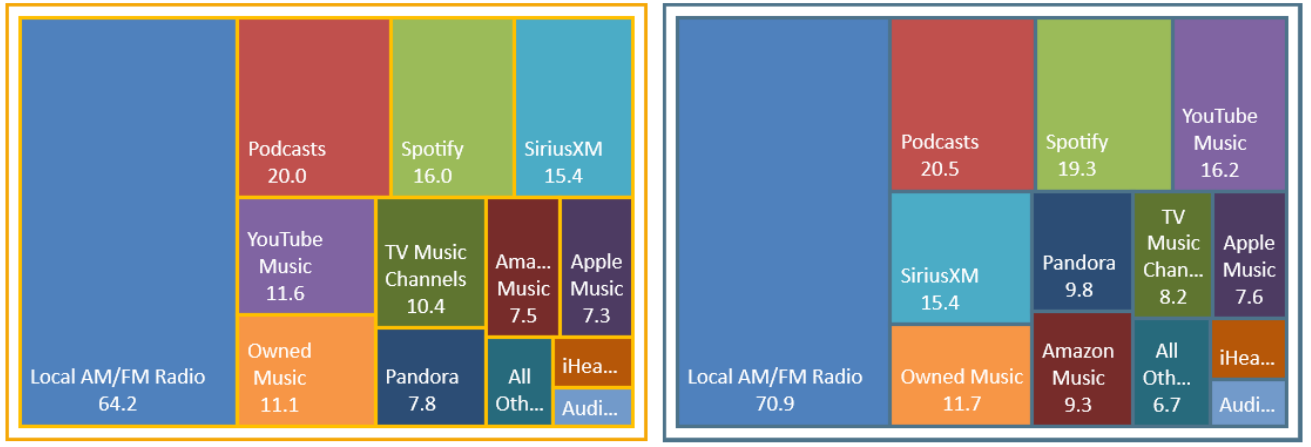
P18+

1,540,786 or 80.9% of Adults 18 or older who Live in the CINCINNATI, OH, DMA listen to Ad-Supported Local AM/FM Radio for an average of 60.7 minutes every day representing 45.3% of all time spent daily with Ad-Supported Audio.

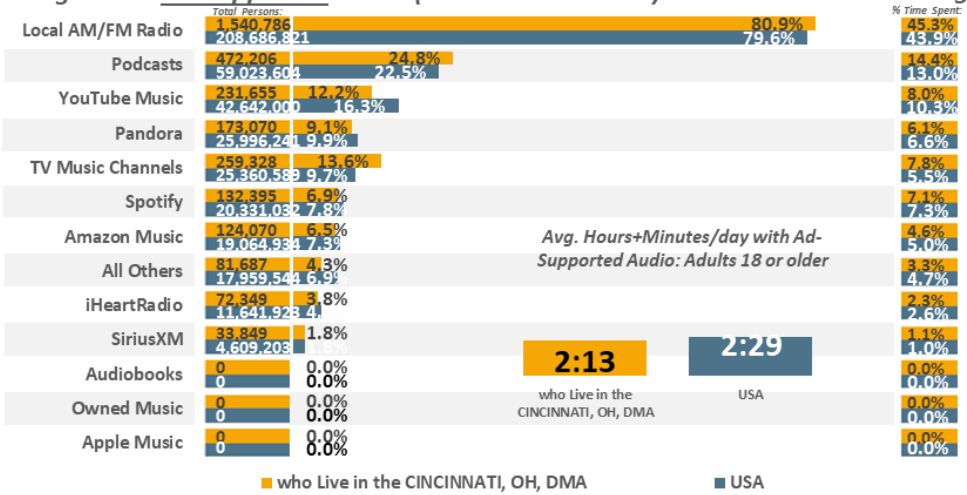
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



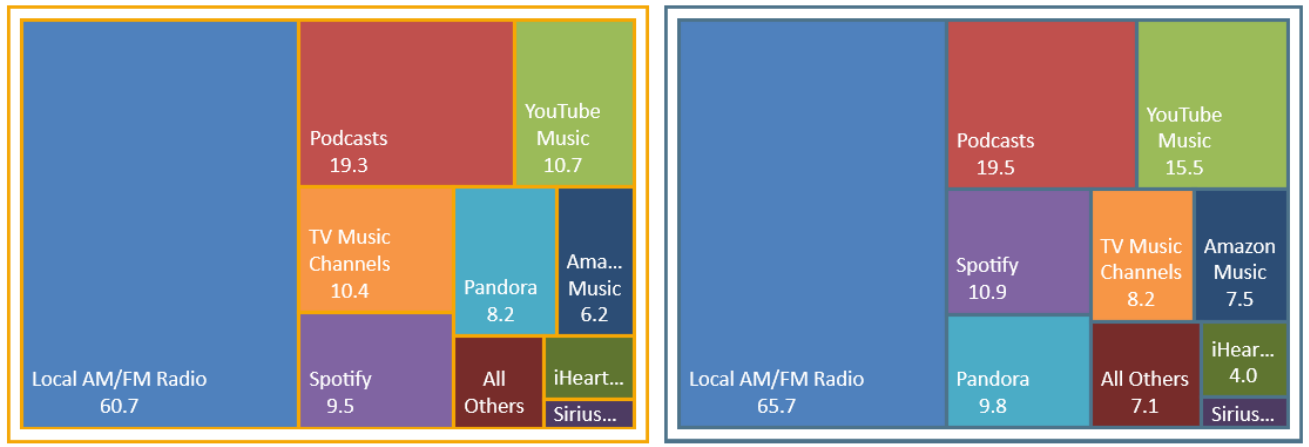
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 1,928

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USA Jan23-Oct23 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,338

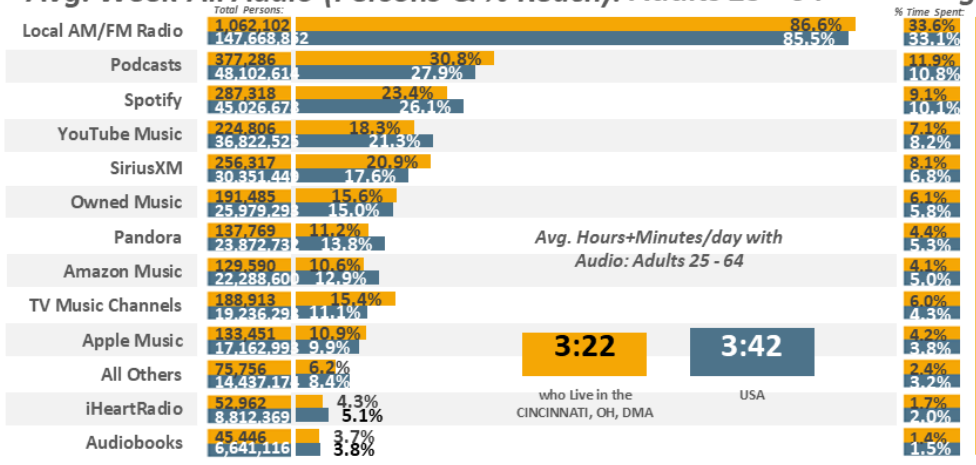
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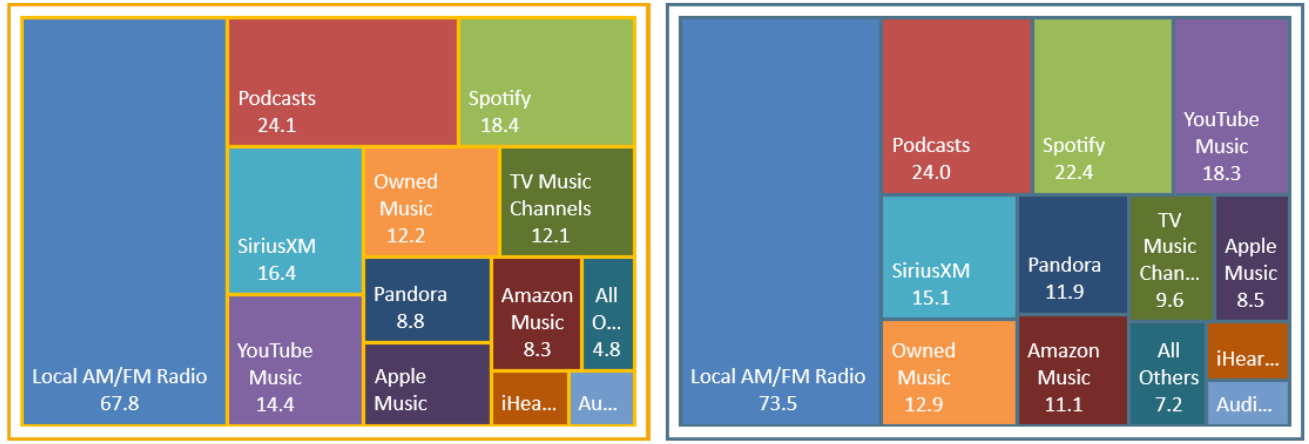
Cincinnati, OH, DMA
P25-64

1,027,225 or 83.7% of Adults 25 - 64 who Live in the CINCINNATI, OH, DMA listen to Ad-Supported Local AM/FM Radio for an average of 64.4 minutes every day representing 40.9% of all time spent daily with Ad-Supported Audio.

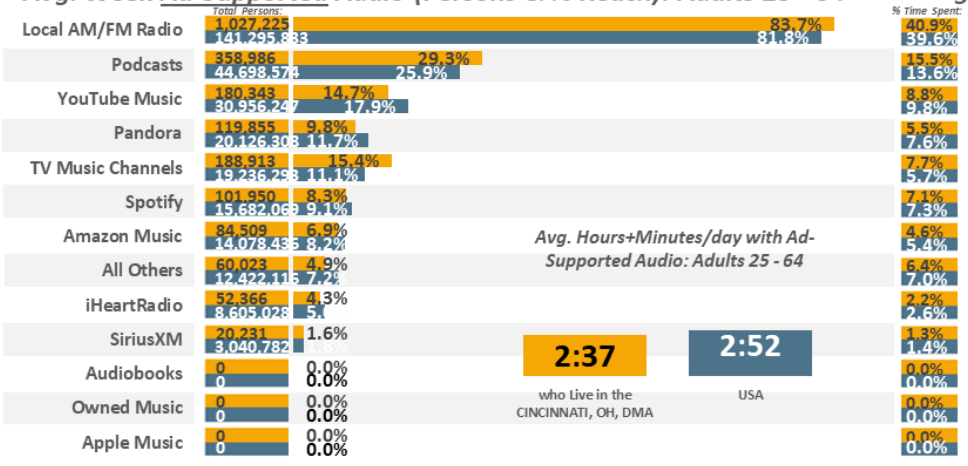
Avg. Week All Audio (Persons & % Reach): Adults 25 - 64



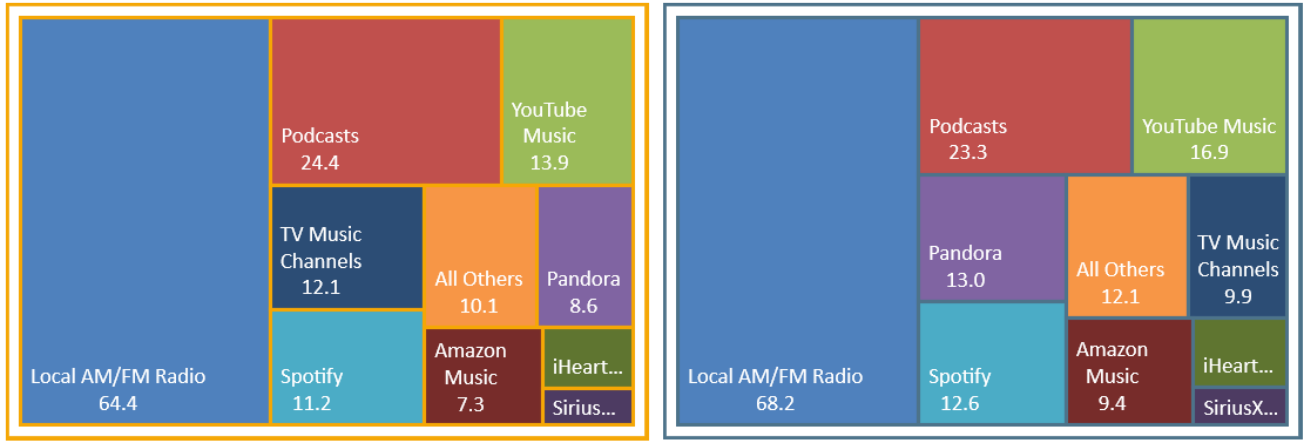
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 25 - 64



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 1,928

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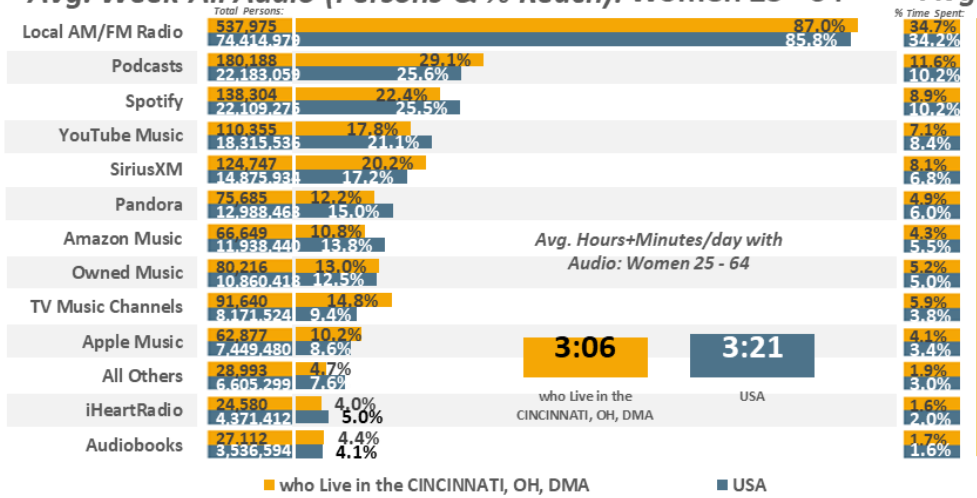


Cincinnati, OH, DMA

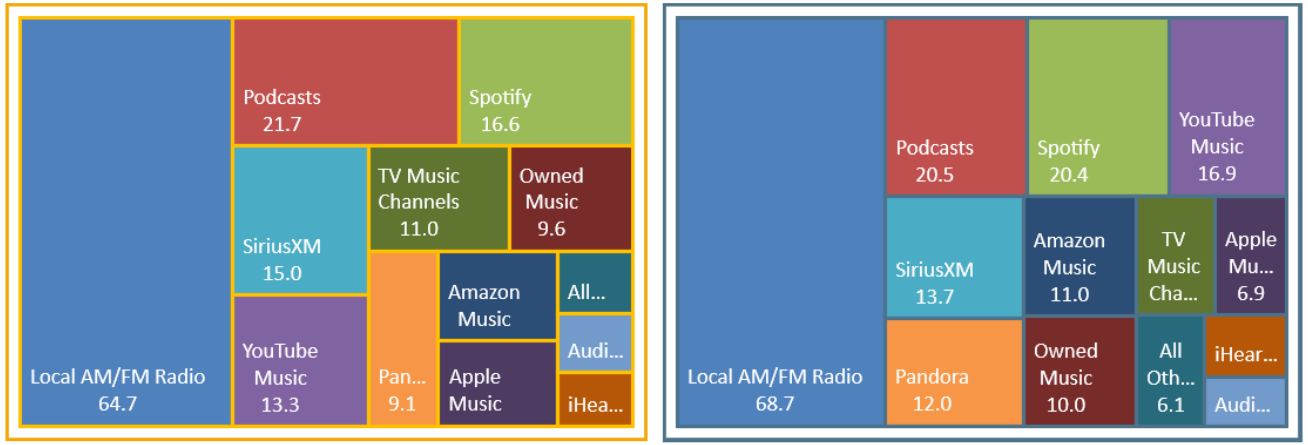
W25-64

520,007 or 84.% of Women 25 - 64 who Live in the CINCINNATI, OH, DMA listen to Ad-Supported Local AM/FM Radio for an average of 61.7 minutes every day representing 42.3% of all time spent daily with Ad-Supported Audio.

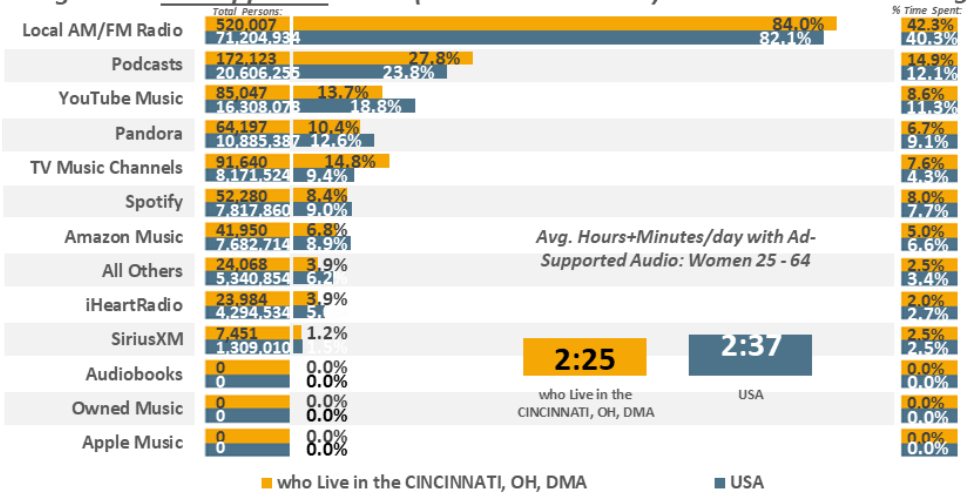
Avg. Week All Audio (Persons & % Reach): Women 25 - 64



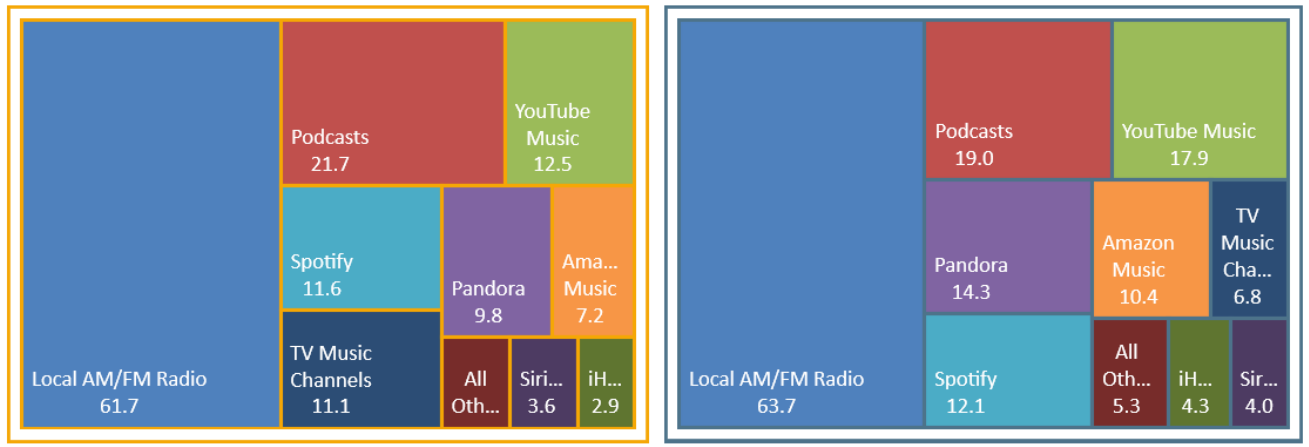
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



Avg. Week Ad-Supported Audio (Persons & % Reach): Women 25 - 64



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 1,928

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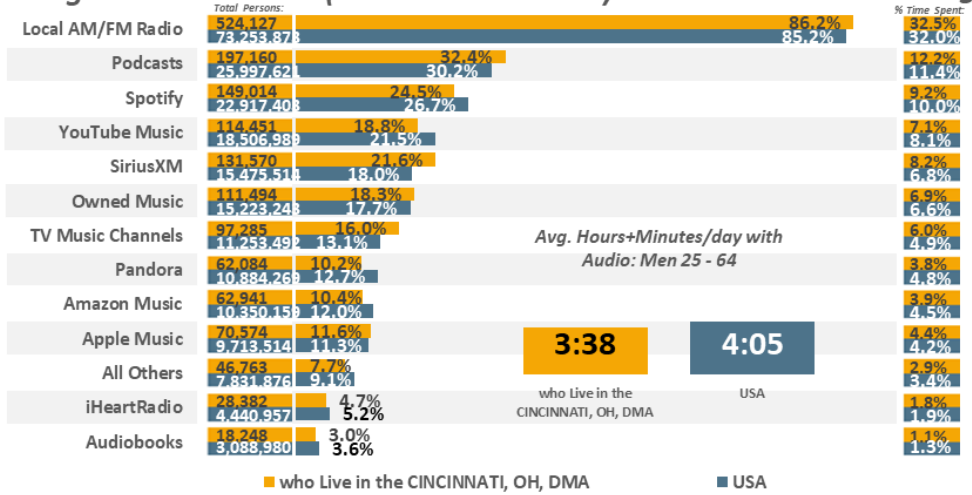
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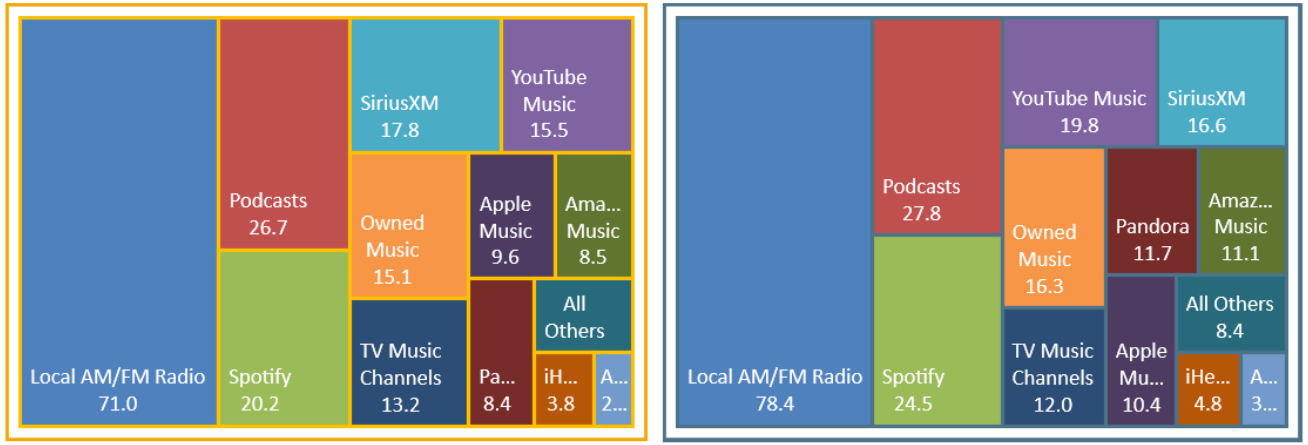
Cincinnati, OH, DMA
M25-64

507,250 or 83.4% of Men 25 - 64 who Live in the CINCINNATI, OH, DMA listen to Ad-Supported Local AM/FM Radio for an average of 67.2 minutes every day representing 40.9% of all time spent daily with Ad-Supported Audio.

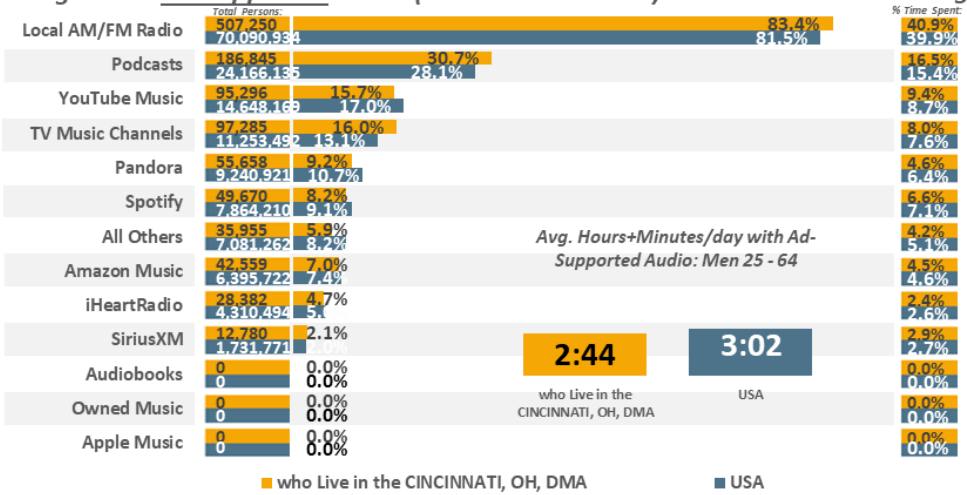
Avg. Week All Audio (Persons & % Reach): Men 25 - 64



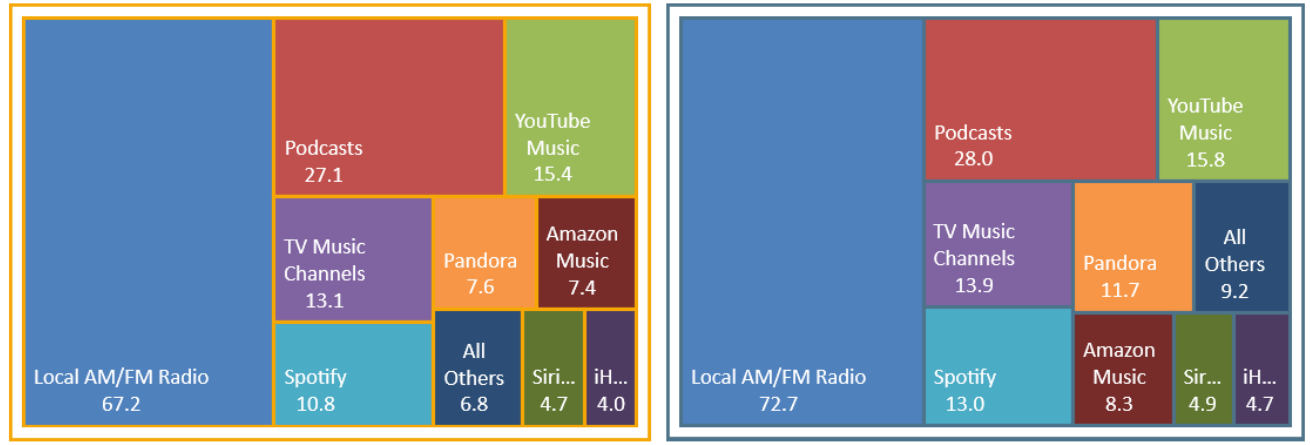
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Men 25 - 64



Avg. Week Ad-Supported Audio (Persons & % Reach): Men 25 - 64



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Men 25 - 64



USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 1,928

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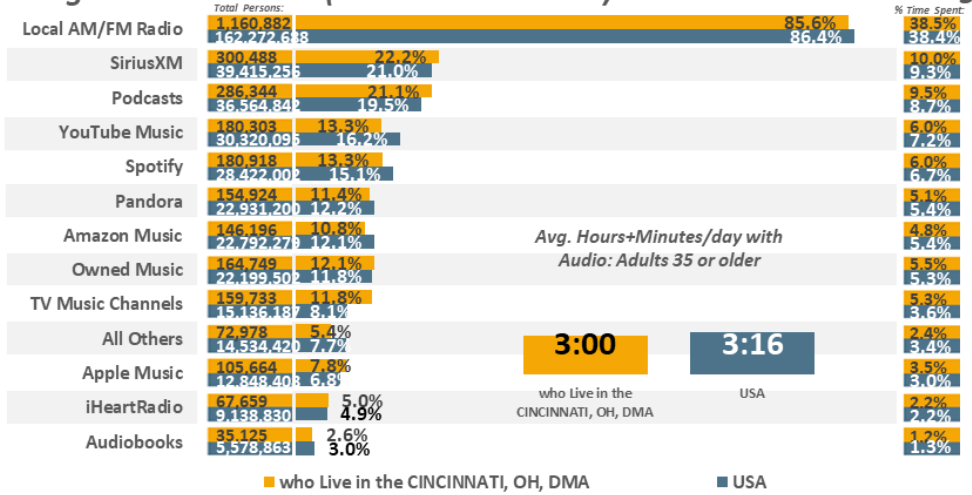


Cincinnati, OH, DMA

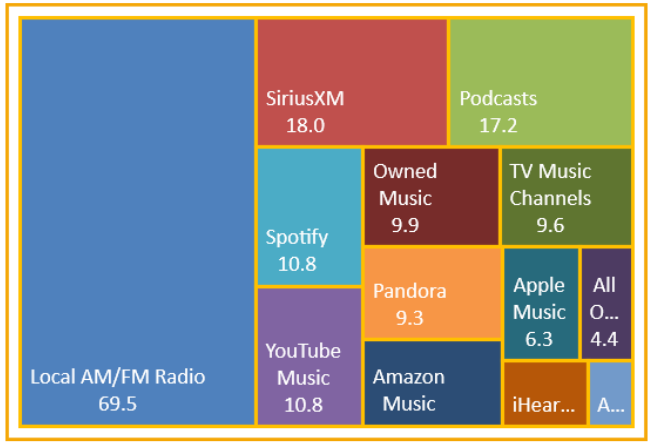
P35+

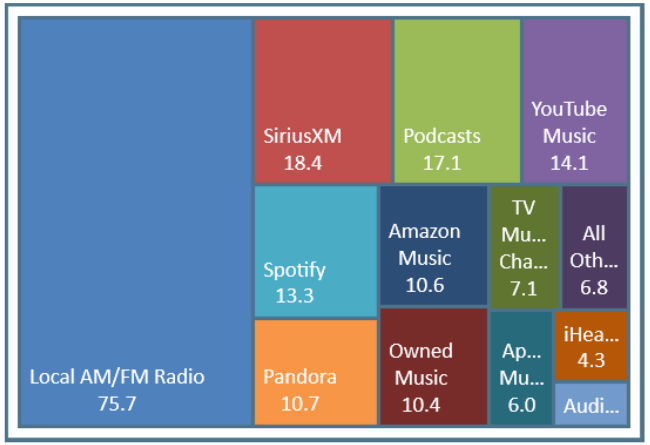
1,113,078 or 82.% of Adults 35 or older who Live in the CINCINNATI, OH, DMA listen to Ad-Supported Local AM/FM Radio for an average of 65.9 minutes every day representing 46.5% of all time spent daily with Ad-Supported Audio.

Avg. Week All Audio (Persons & % Reach): Adults 35 or older

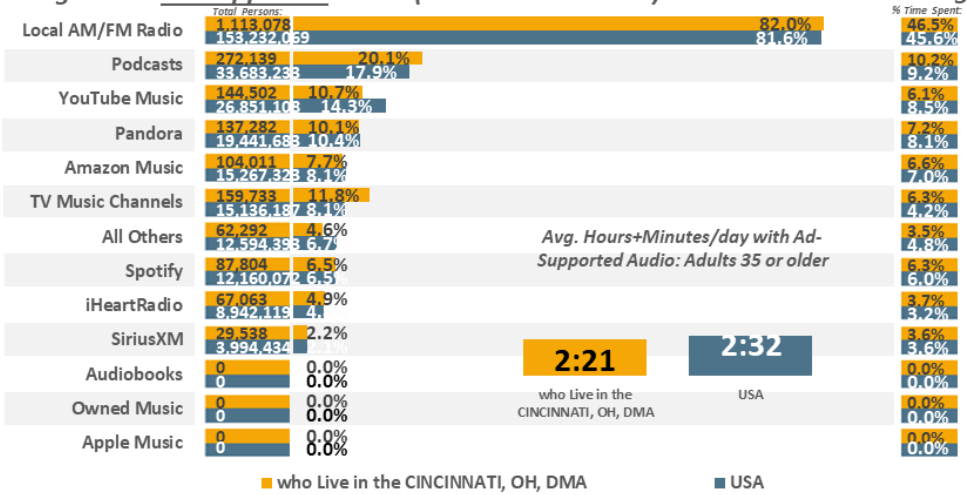


Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older

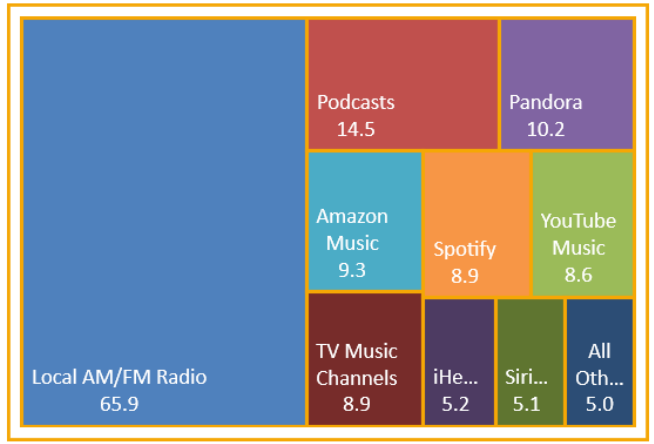


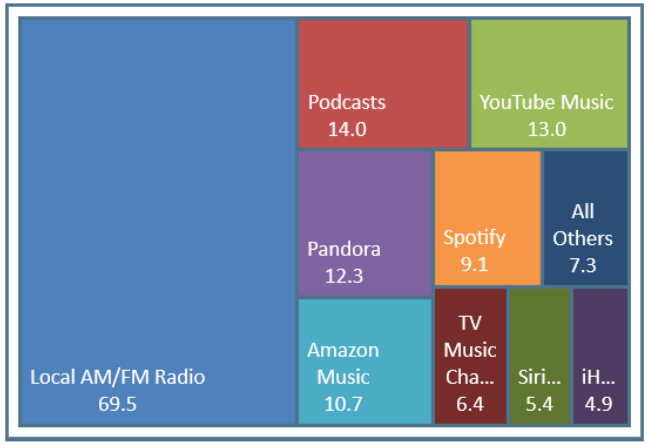


Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 35 or older



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





USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 1,928

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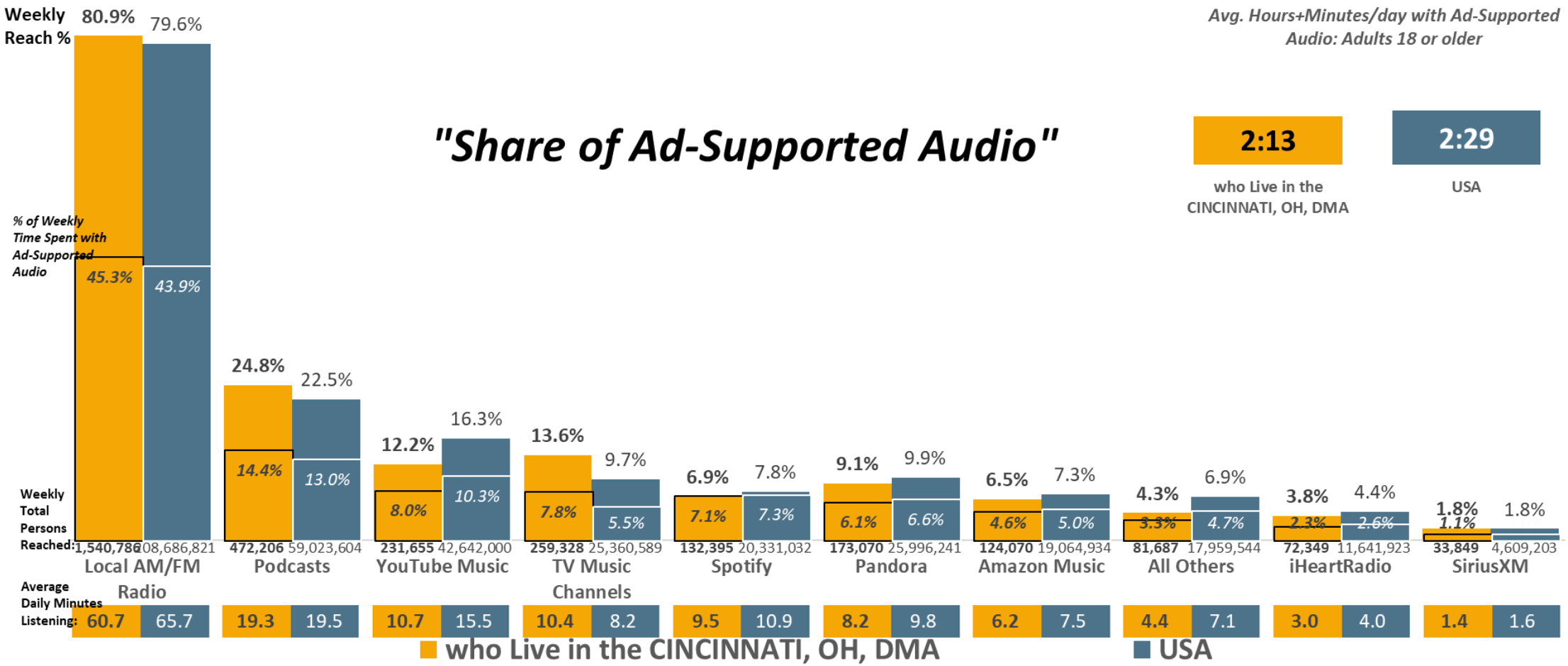
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Cincinnati, OH, DMA

P18+

1,540,786 or 80.9% of Adults 18 or older who Live in the CINCINNATI, OH, DMA listen to Ad-Supported Local AM/FM Radio for an average of 60.7 minutes every day representing 45.3% of all time spent daily with Ad-Supported Audio.



"Share of Ad-Supported Audio"

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

2:13 who Live in the CINCINNATI, OH, DMA

2:29 USA

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Cincinnati, OH, DMA

P25-64

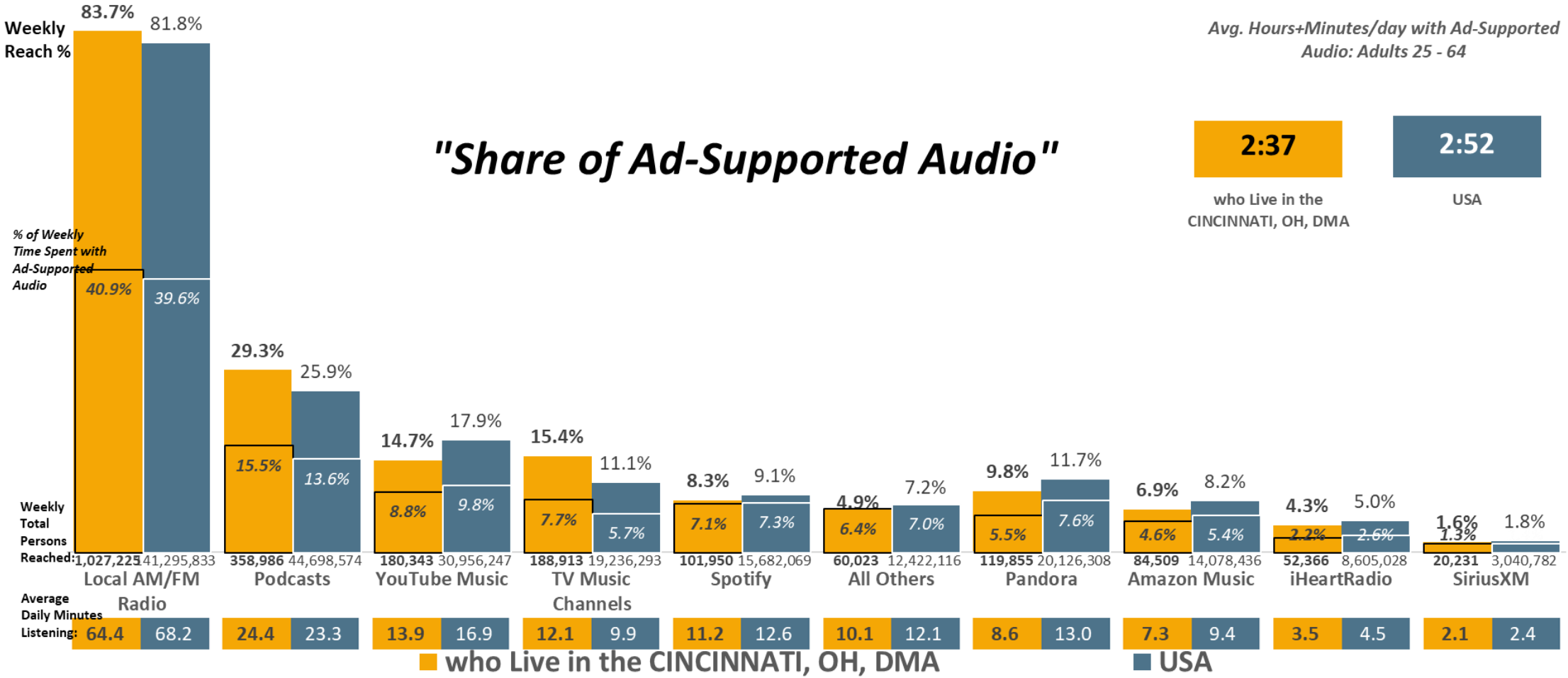
1,027,225 or 83.7% of Adults 25 - 64 who Live in the CINCINNATI, OH, DMA listen to Ad-Supported Local AM/FM Radio for an average of 64.4 minutes every day representing 40.9% of all time spent daily with Ad-Supported Audio.

"Share of Ad-Supported Audio"

Avg. Hours+Minutes/day with Ad-Supported Audio: Adults 25 - 64

2:37 who Live in the CINCINNATI, OH, DMA

2:52 USA



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Cincinnati, OH, DMA

W25-64

520,007 or 84.% of Women 25 - 64 who Live in the CINCINNATI, OH, DMA listen to Ad-Supported Local AM/FM Radio for an average of 61.7 minutes every day representing 42.3% of all time spent daily with Ad-Supported Audio.

"Share of Ad-Supported Audio"

Avg. Hours+Minutes/day with Ad-Supported Audio: Women 25 - 64

2:25	2:37
who Live in the CINCINNATI, OH, DMA	USA

	Local AM/FM Radio	Podcasts	YouTube Music	Spotify	TV Music Channels	Pandora	Amazon Music	All Others	SiriusXM	iHeartRadio
Weekly Reach %	84.0% / 82.1%	27.8% / 23.8%	13.7% / 18.8%	8.4% / 9.0%	14.8% / 9.4%	10.4% / 12.6%	6.8% / 8.9%	3.9% / 6.2%	1.2% / 1.5%	3.9% / 5.0%
% of Weekly Time Spent with Ad-Supported Audio	42.3% / 40.3%	14.9% / 12.1%	8.6% / 11.3%	8.0% / 7.7%	7.6% / 4.3%	6.7% / 9.1%	5.0% / 6.6%	2.5% / 3.4%	2.5% / 2.5%	2.0% / 2.7%
Weekly Total Persons Reached:	520,007 / 71,204,934	172,123 / 20,606,255	85,047 / 16,308,078	52,280 / 7,817,860	91,640 / 8,171,524	64,197 / 10,885,387	41,950 / 7,682,714	24,068 / 5,340,854	7,451 / 1,309,010	23,984 / 4,294,534
Average Daily Minutes Listening:	61.7 / 63.7	21.7 / 19.0	12.5 / 17.9	11.6 / 12.1	11.1 / 6.8	9.8 / 14.3	7.2 / 10.4	3.6 / 5.3	3.6 / 4.0	2.9 / 4.3

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

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Cincinnati, OH, DMA

M25-64

507,250 or 83.4% of Men 25 - 64 who Live in the CINCINNATI, OH, DMA listen to Ad-Supported Local AM/FM Radio for an average of 67.2 minutes every day representing 40.9% of all time spent daily with Ad-Supported Audio.

"Share of Ad-Supported Audio"

Avg. Hours+Minutes/day with Ad-Supported Audio: Men 25 - 64

2:44	3:02
who Live in the CINCINNATI, OH, DMA	USA

	Local AM/FM Radio	Podcasts	YouTube Music	TV Music Channels	Spotify	Pandora	Amazon Music	All Others	SiriusXM	iHeartRadio
Weekly Reach %	83.4% / 81.5%	30.7% / 28.1%	15.7% / 17.0%	16.0% / 13.1%	8.2% / 9.1%	9.2% / 10.7%	7.0% / 7.4%	5.9% / 8.2%	2.1% / 2.0%	4.7% / 5.0%
% of Weekly Time Spent with Ad-Supported Audio	40.9% / 39.9%	16.5% / 15.4%	9.4% / 8.7%	8.0% / 7.6%	6.6% / 7.1%	4.6% / 6.4%	4.5% / 4.6%	4.2% / 5.1%	2.9% / 2.7%	2.4% / 2.6%
Weekly Total Persons Reached:	507,250 / 70,090,934	186,845 / 24,166,135	95,296 / 14,648,169	97,285 / 11,253,492	49,670 / 7,864,210	55,658 / 9,240,921	42,559 / 6,395,722	35,955 / 7,081,262	12,780 / 1,731,771	28,382 / 4,310,494
Average Daily Minutes Listening:	67.2 / 72.7	27.1 / 28.0	15.4 / 15.8	13.1 / 13.9	10.8 / 13.0	7.6 / 11.7	7.4 / 8.3	6.8 / 9.2	4.7 / 4.9	4.0 / 4.7

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

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Cincinnati, OH, DMA

P35+

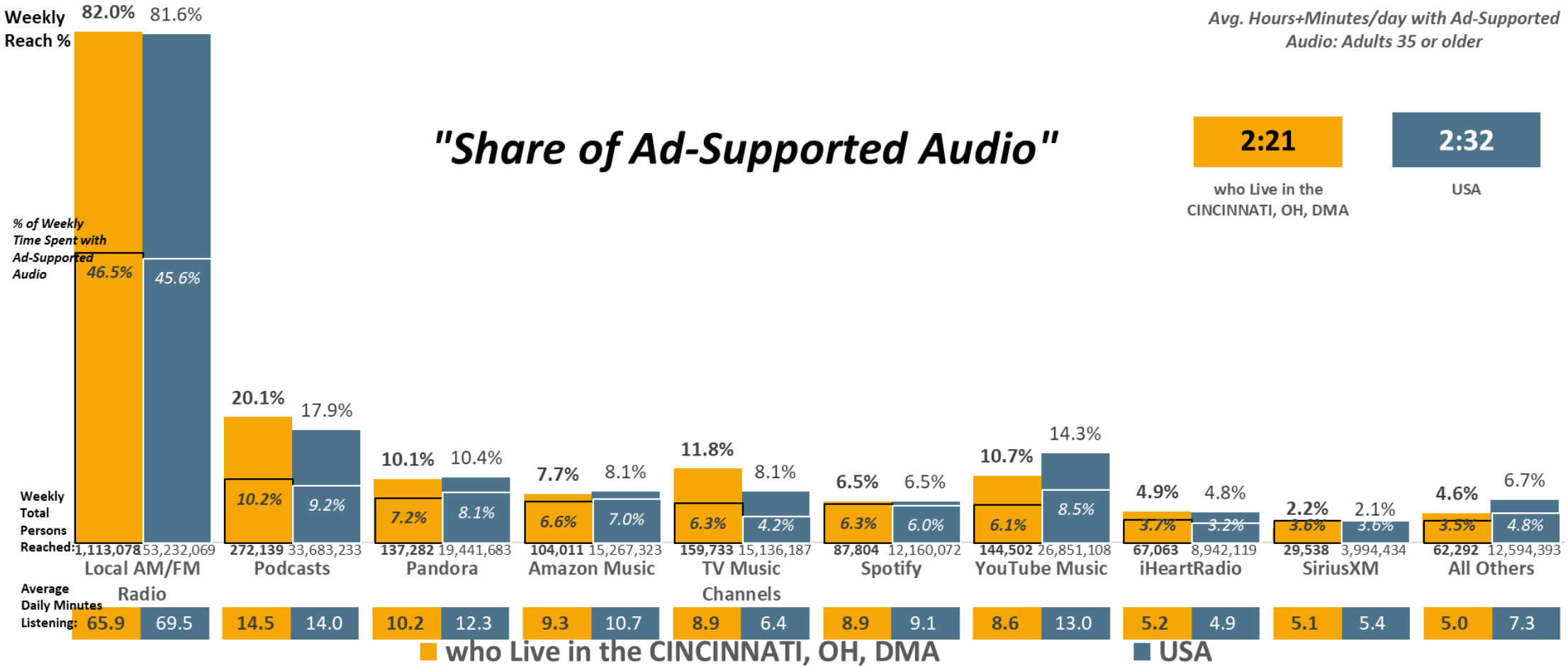
1,113,078 or 82.% of Adults 35 or older who Live in the CINCINNATI, OH, DMA listen to Ad-Supported Local AM/FM Radio for an average of 65.9 minutes every day representing 46.5% of all time spent daily with Ad-Supported Audio.

Avg. Hours+Minutes/day with Ad-Supported Audio: Adults 35 or older

"Share of Ad-Supported Audio"

2:21 who Live in the CINCINNATI, OH, DMA

2:32 USA



	Local AM/FM Radio	Podcasts	Pandora	Amazon Music	TV Music Channels	Spotify	YouTube Music	iHeartRadio	SiriusXM	All Others
Weekly Reach %	82.0% / 81.6%	20.1% / 17.9%	10.1% / 10.4%	7.7% / 8.1%	11.8% / 8.1%	6.5% / 6.5%	10.7% / 14.3%	4.9% / 4.8%	2.2% / 2.1%	4.6% / 6.7%
% of Weekly Time Spent with Ad-Supported Audio	46.5% / 45.6%	10.2% / 9.2%	7.2% / 8.1%	6.6% / 7.0%	6.3% / 4.2%	6.3% / 6.0%	6.1% / 8.5%	3.7% / 3.2%	3.6% / 3.6%	3.5% / 4.8%
Weekly Total Persons Reached:	1,113,078 / 53,232,069	272,139 / 33,683,233	137,282 / 19,441,683	104,011 / 15,267,323	159,733 / 15,136,187	87,804 / 12,160,072	144,502 / 26,851,108	67,063 / 8,942,119	29,538 / 3,994,434	62,292 / 12,594,393
Average Daily Minutes Listening:	65.9 / 69.5	14.5 / 14.0	10.2 / 12.3	9.3 / 10.7	8.9 / 6.4	8.9 / 9.1	8.6 / 13.0	5.2 / 4.9	5.1 / 5.4	5.0 / 7.3

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

USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 1,928

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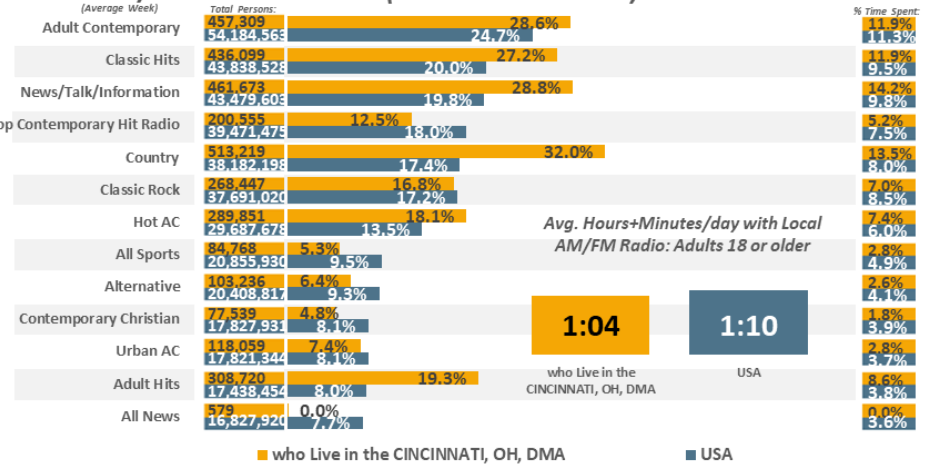


Cincinnati, OH, DMA

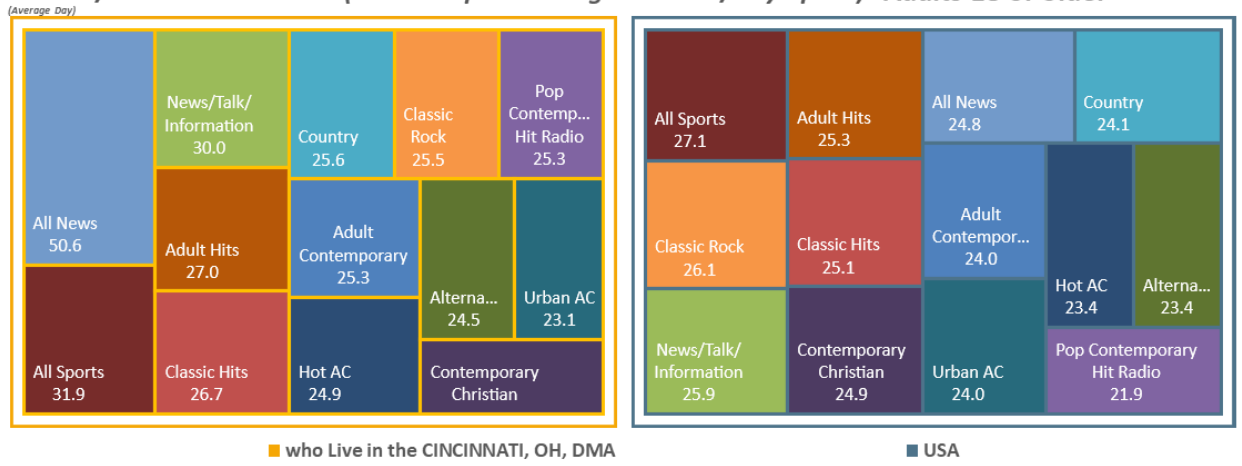
P18+

1,540,786 or 80.9% of Adults 18 or older who Live in the CINCINNATI, OH, DMA listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, Adult Contemporary, Classic Hits, News/Talk/Information, and Adult Hits.

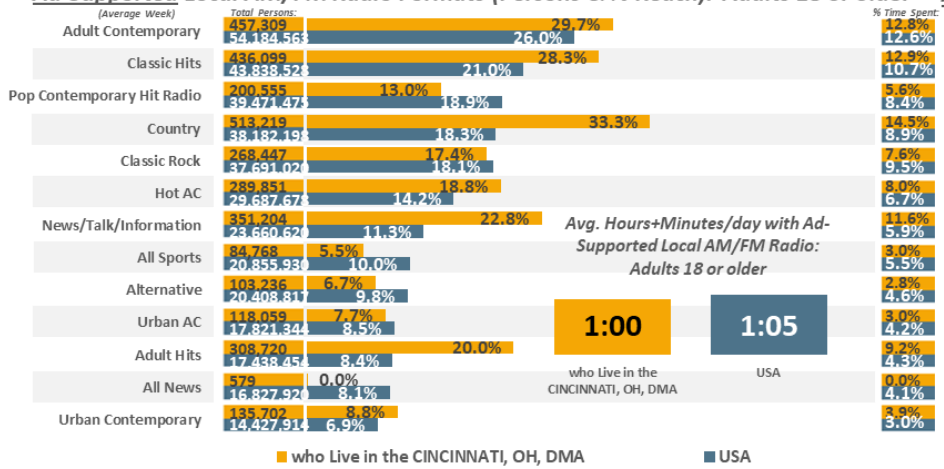
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



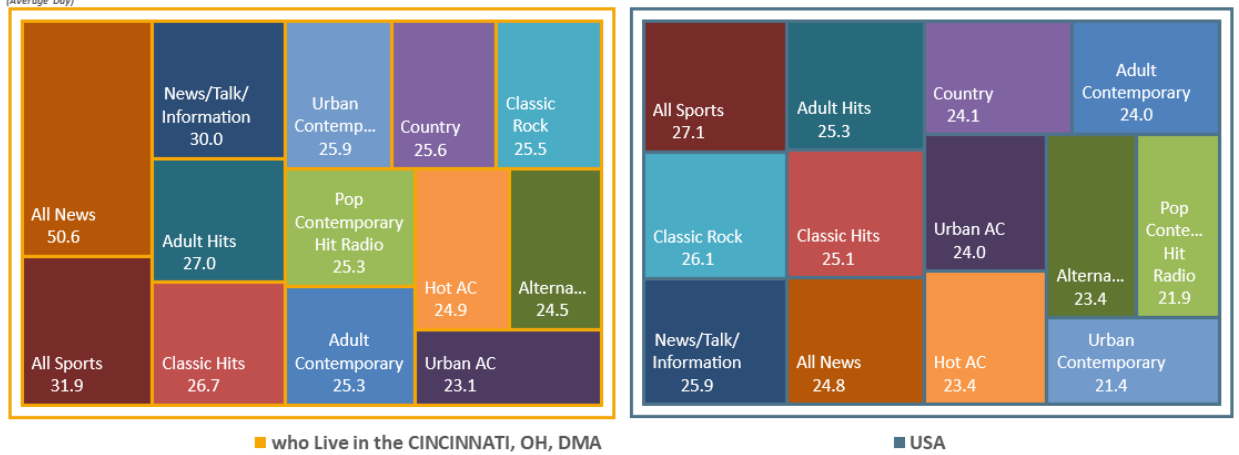
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 1,928

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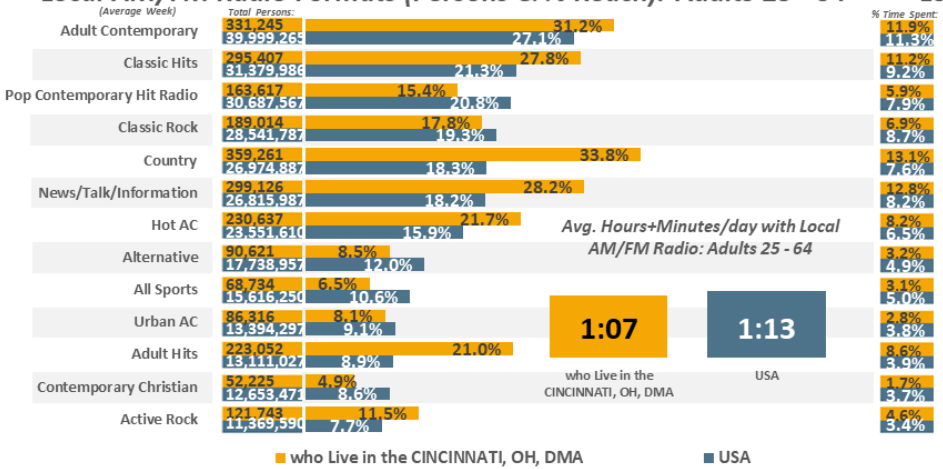
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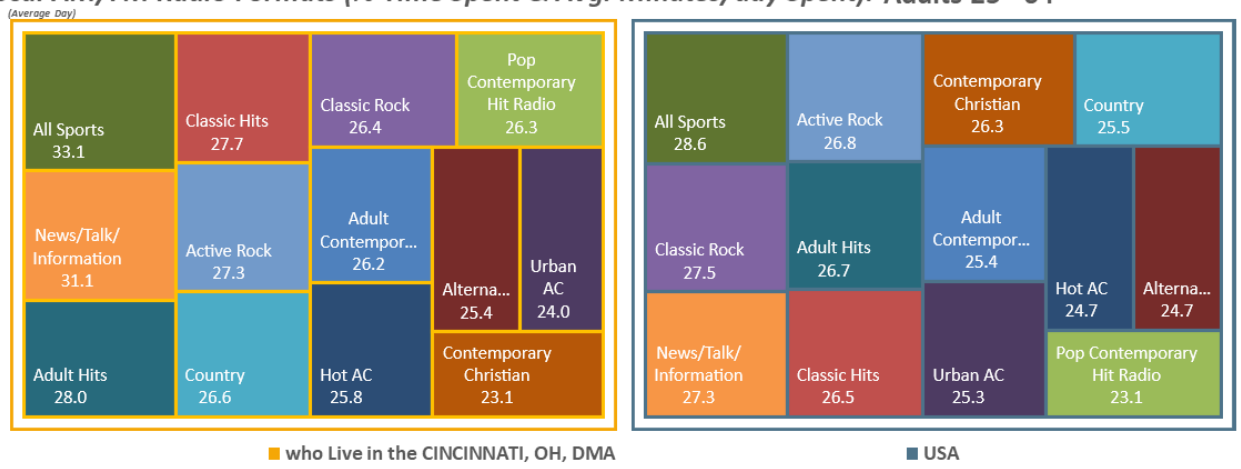
Cincinnati, OH, DMA
P25-64

1,027,225 or 83.7% of Adults 25 - 64 who Live in the CINCINNATI, OH, DMA listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, Adult Contemporary, Classic Hits, News/Talk/Information, and Hot AC.

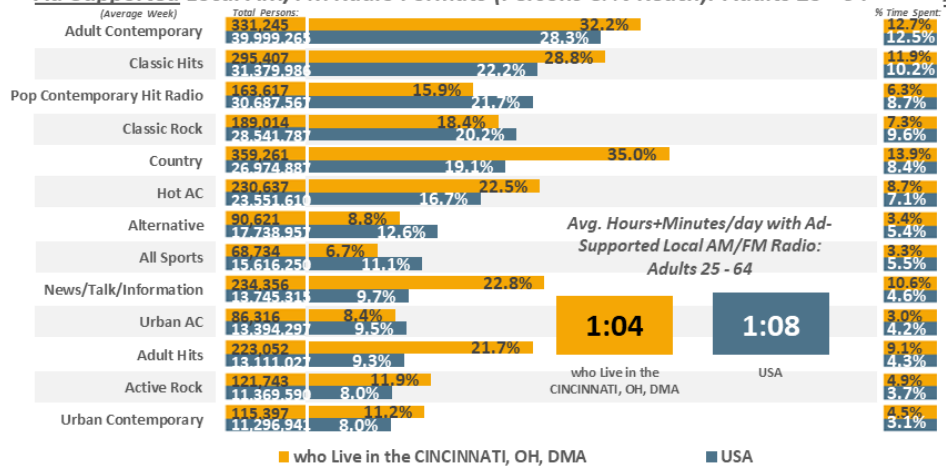
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 64



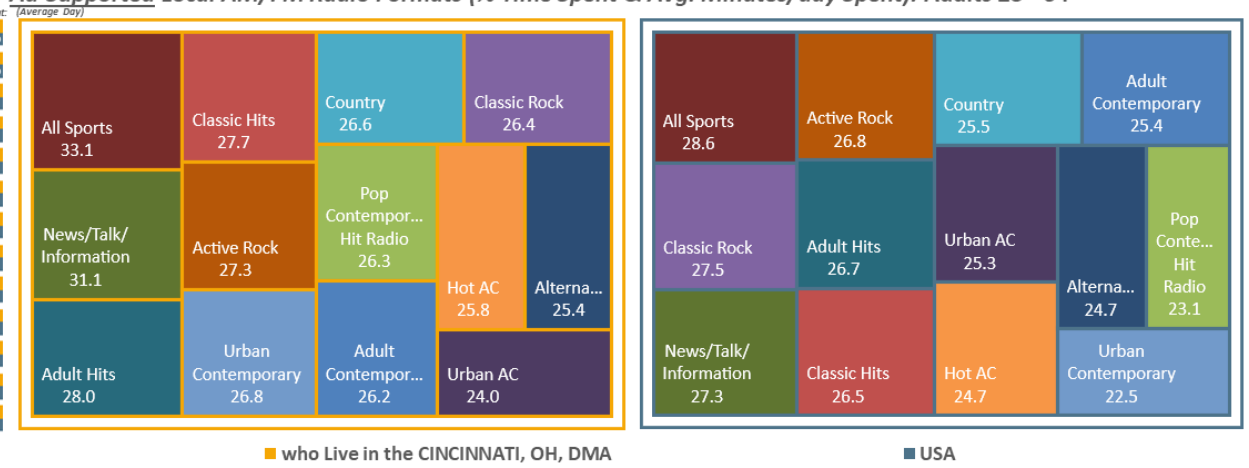
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 64



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 1,928

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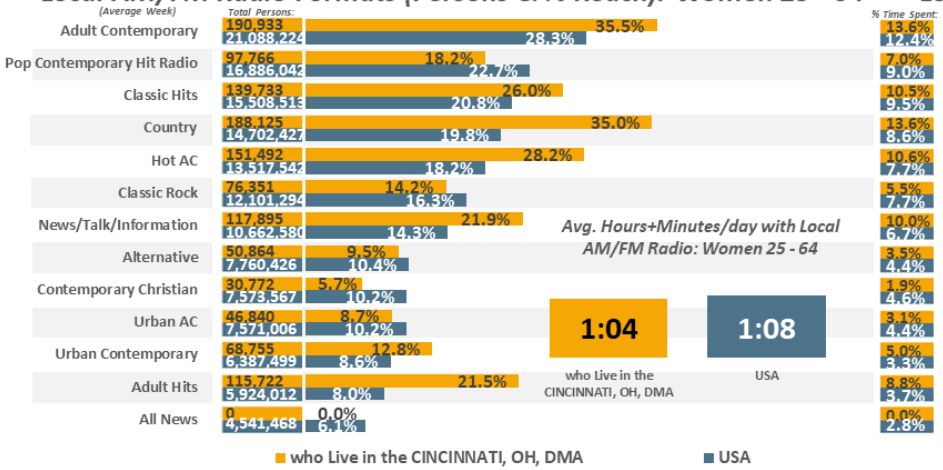
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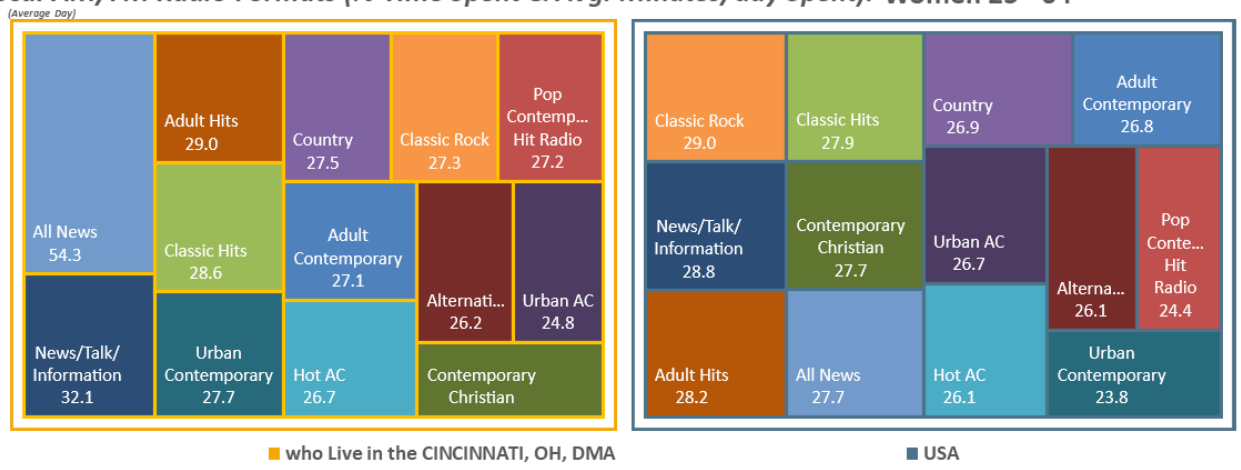
Cincinnati, OH, DMA
W25-64

520,007 or 84.% of Women 25 - 64 who Live in the CINCINNATI, OH, DMA listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Country, Hot AC, Classic Hits, and Adult Hits.

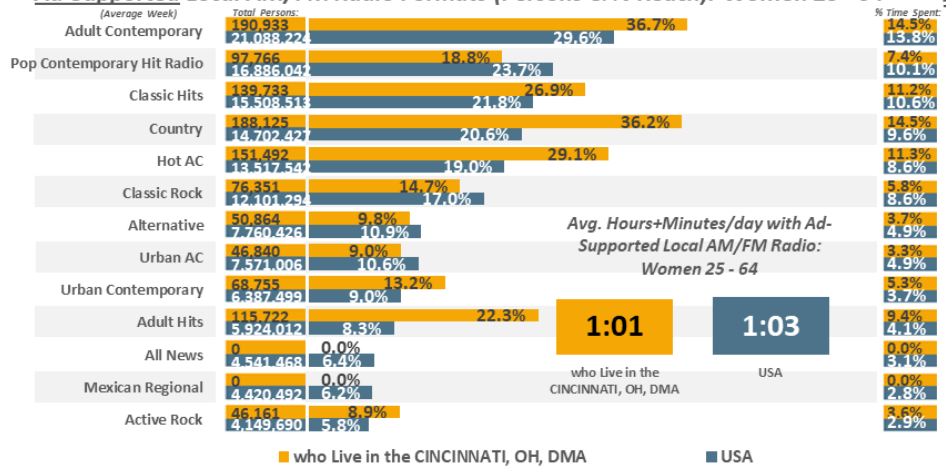
Local AM/FM Radio Formats (Persons & % Reach): Women 25 - 64



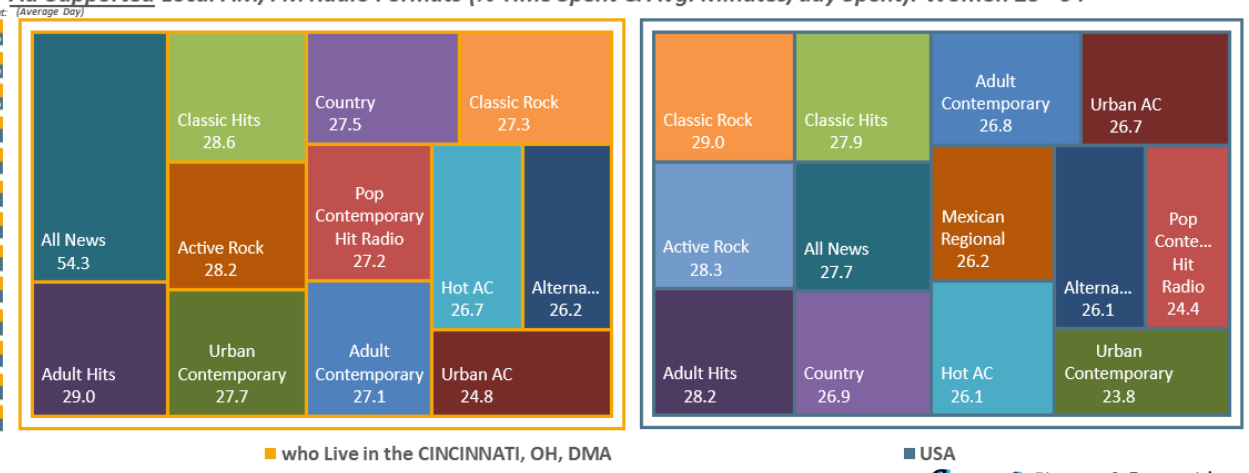
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Women 25 - 64



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 1,928

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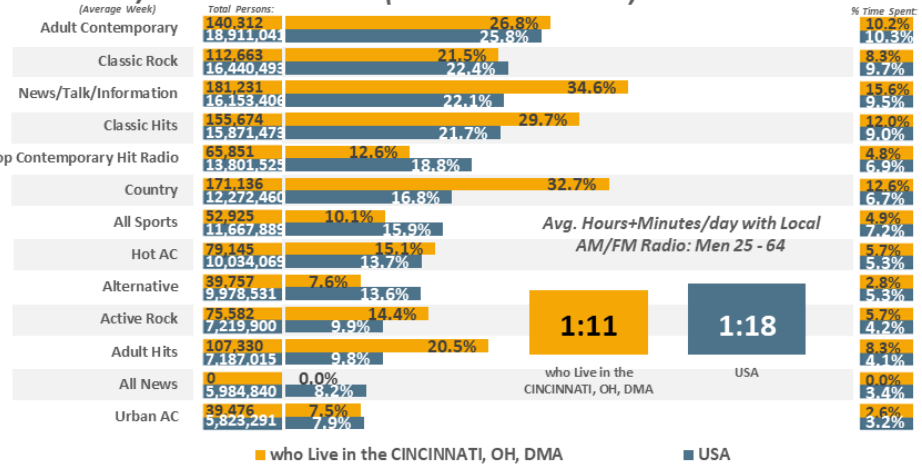
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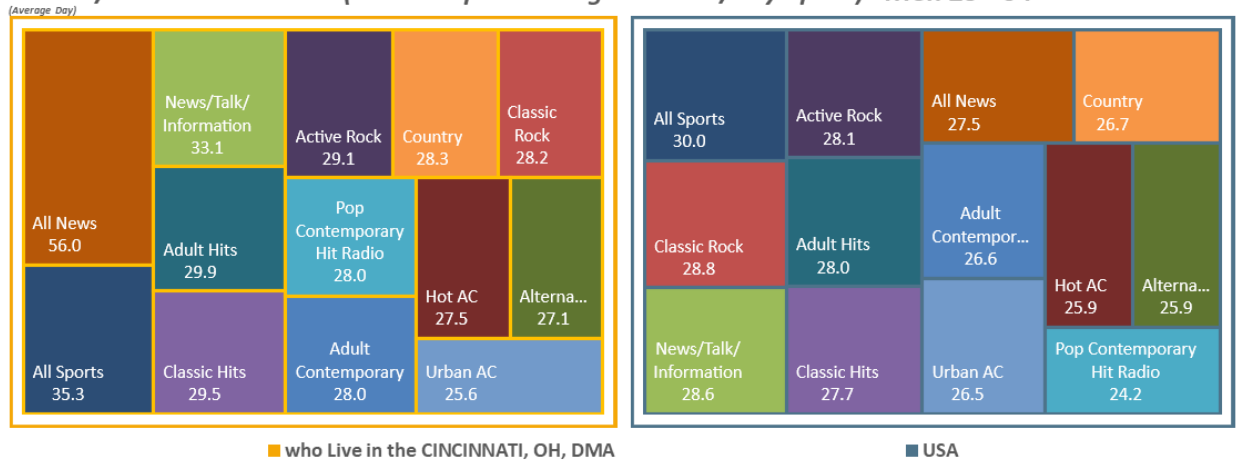
Cincinnati, OH, DMA
M25-64

507,250 or 83.4% of Men 25 - 64 who Live in the CINCINNATI, OH, DMA listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, Classic Hits, News/Talk/Information, Adult Contemporary, and Classic Rock.

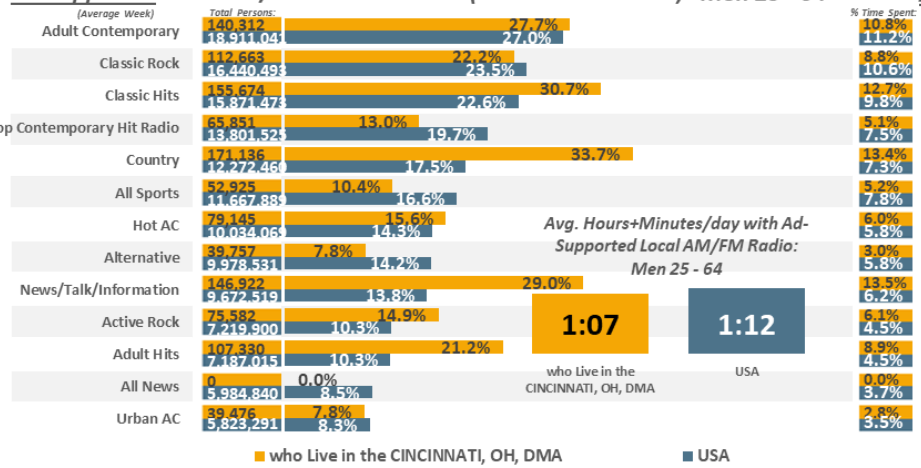
Local AM/FM Radio Formats (Persons & % Reach): Men 25 - 64



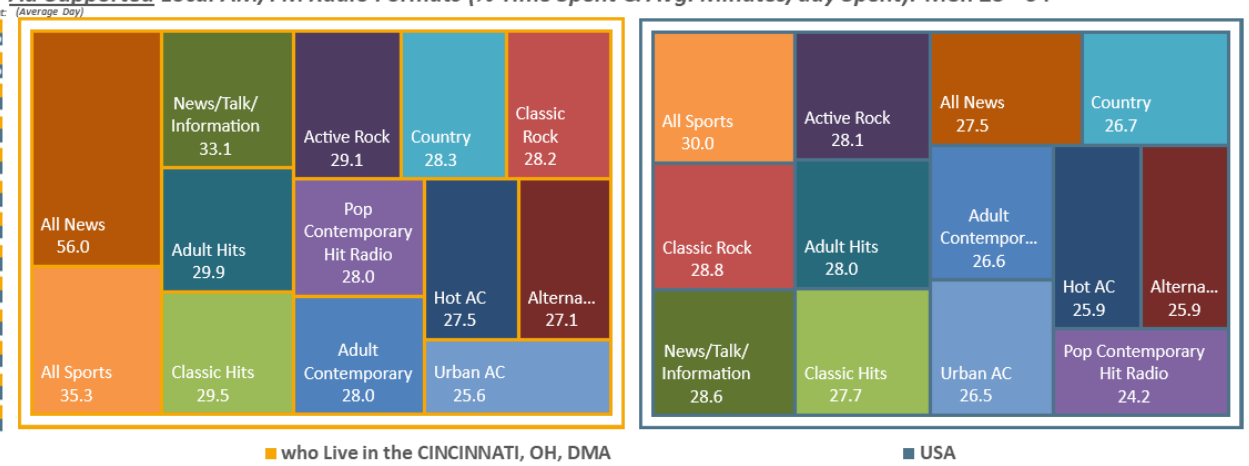
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Men 25 - 64



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Men 25 - 64



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Men 25 - 64



USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 1,928

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USA Jan23-Oct23 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,338

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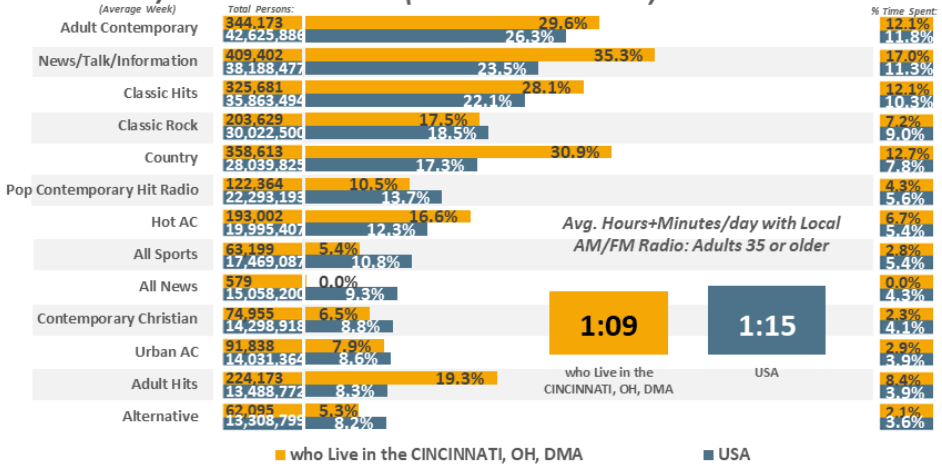


Cincinnati, OH, DMA

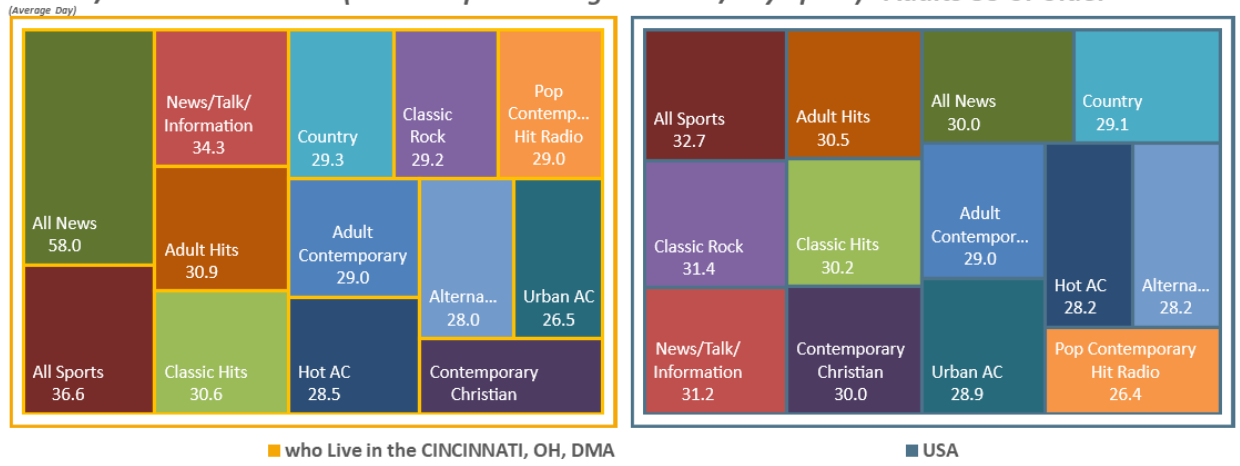
P35+

1,113,078 or 82.% of Adults 35 or older who Live in the CINCINNATI, OH, DMA listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, Adult Contemporary, News/Talk/Information, Classic Hits, and Adult Hits.

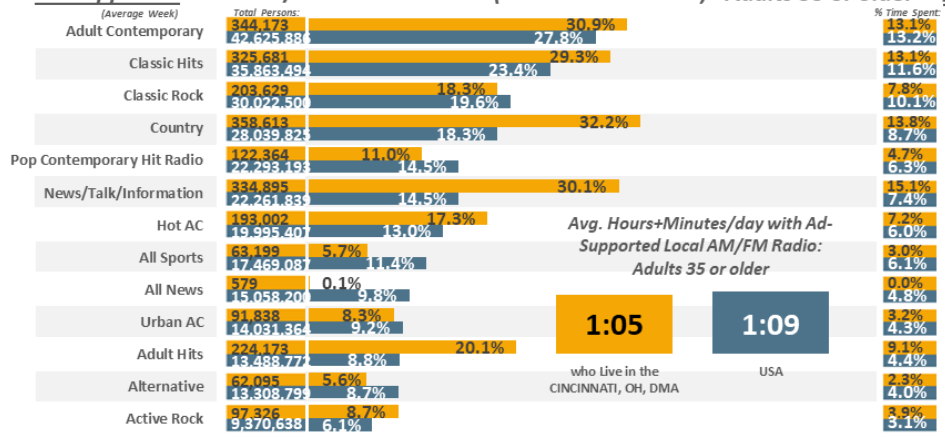
Local AM/FM Radio Formats (Persons & % Reach): Adults 35 or older



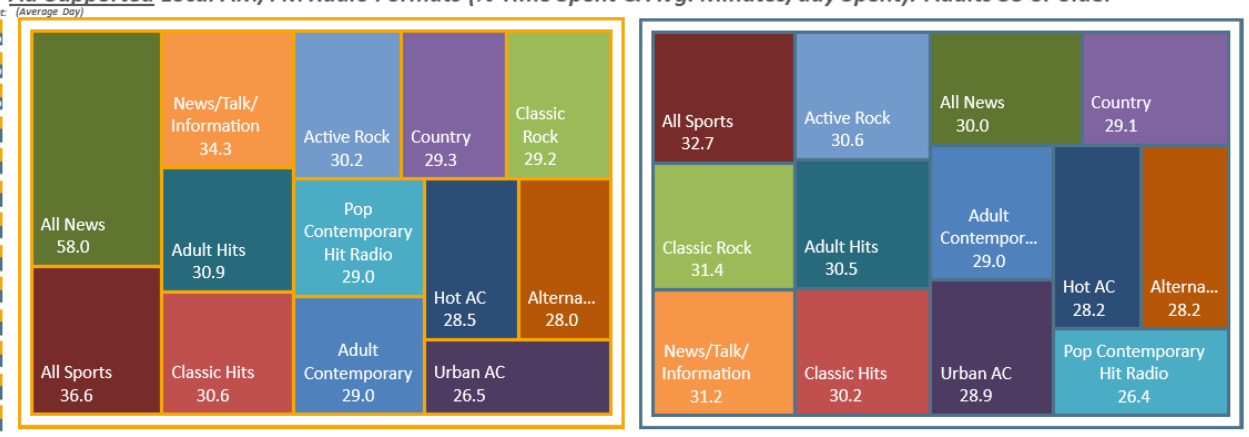
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



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



USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 1,928

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USA Jan23-Oct23 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,338

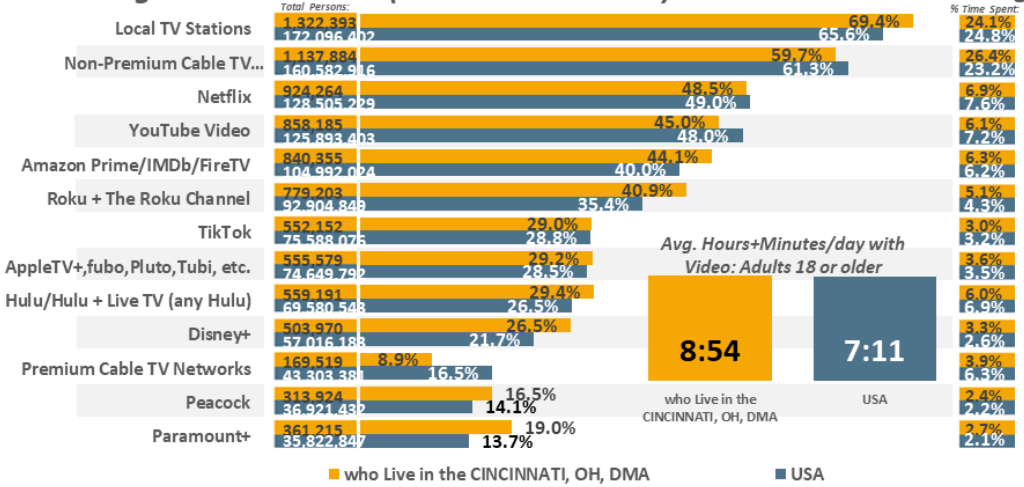
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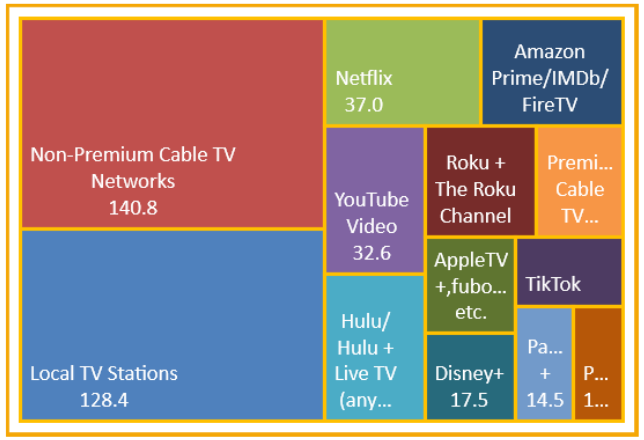
Cincinnati, OH, DMA
P18+

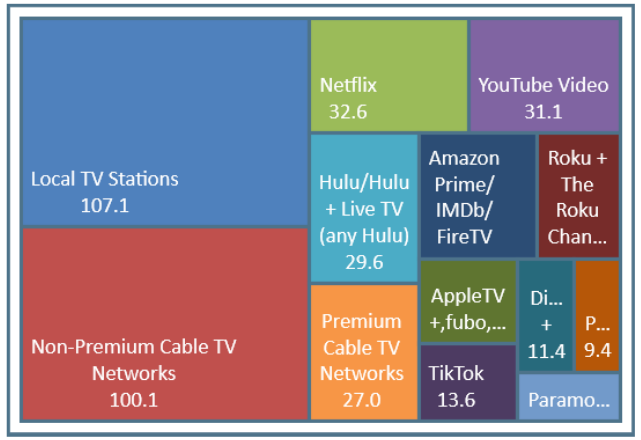
1,303,610 or 68.4% of Adults 18 or older who Live in the CINCINNATI, OH, DMA watch Ad-Supported Local TV Stations for an average of 123.8 minutes every day representing 31.2% of all time spent daily with Ad-Supported Video.

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

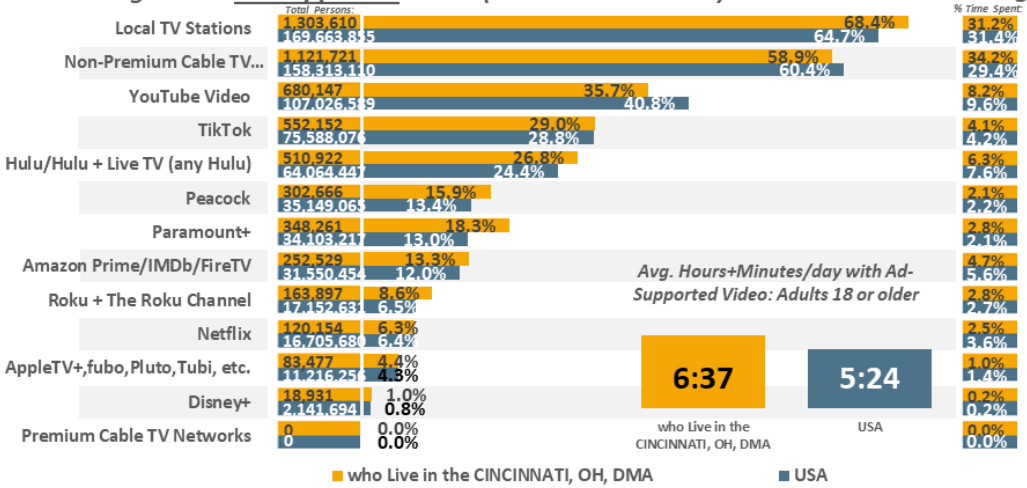


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

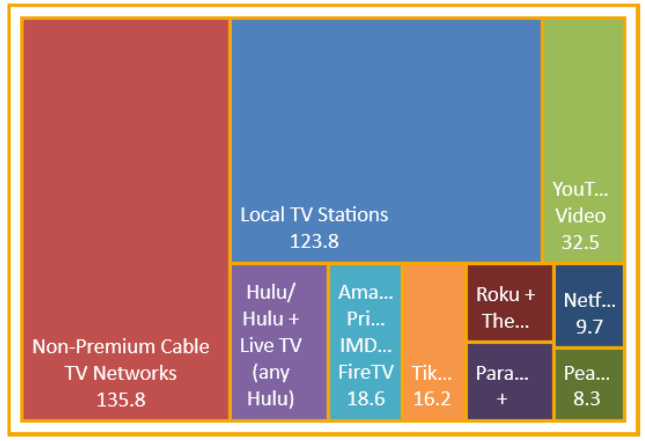


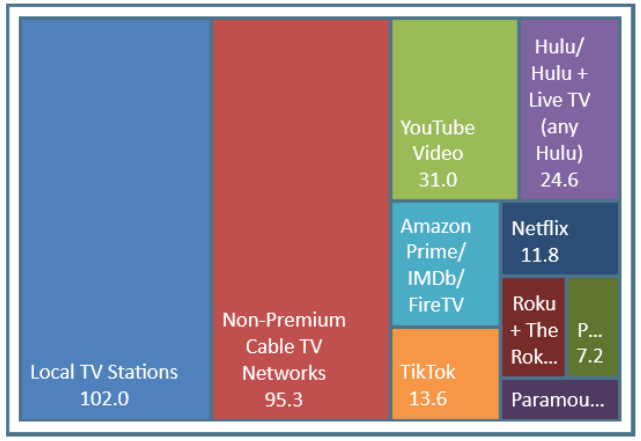


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



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





USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 1,928

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USA Jan23-Oct23 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,338

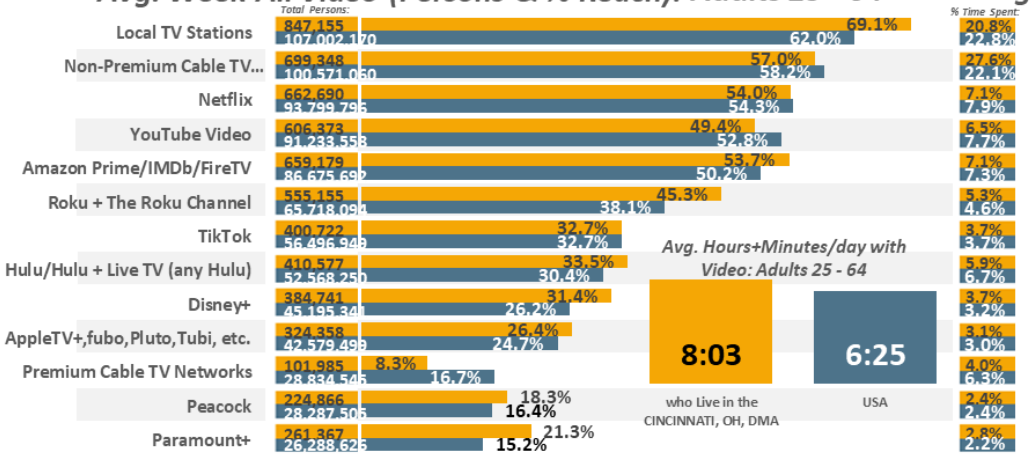
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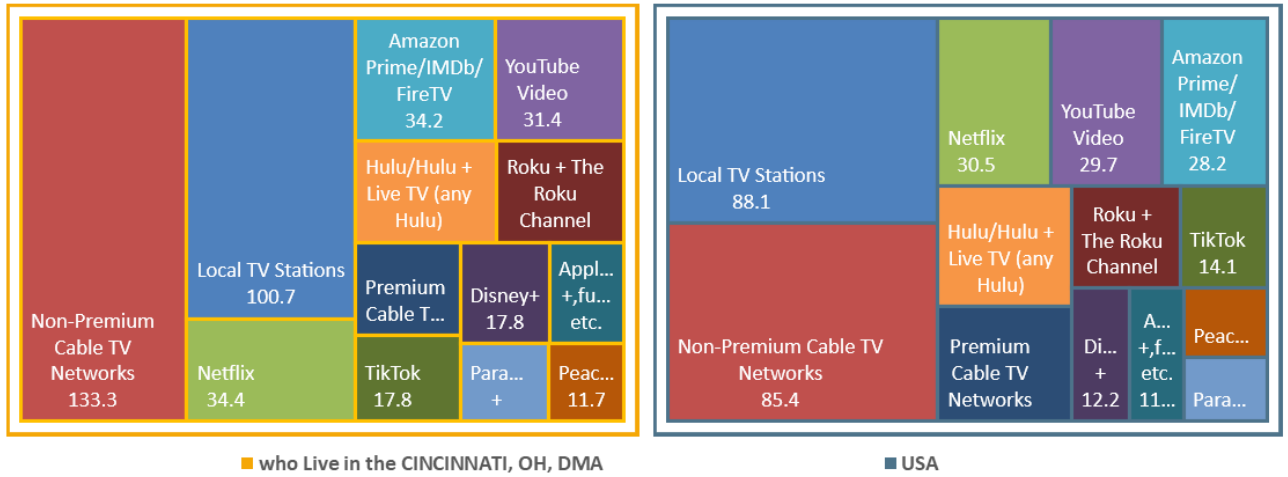
Cincinnati, OH, DMA
P25-64

837,617 or 68.3% of Adults 25 - 64 who Live in the CINCINNATI, OH, DMA watch Ad-Supported Local TV Stations for an average of 97.6 minutes every day representing 27.% of all time spent daily with Ad-Supported Video.

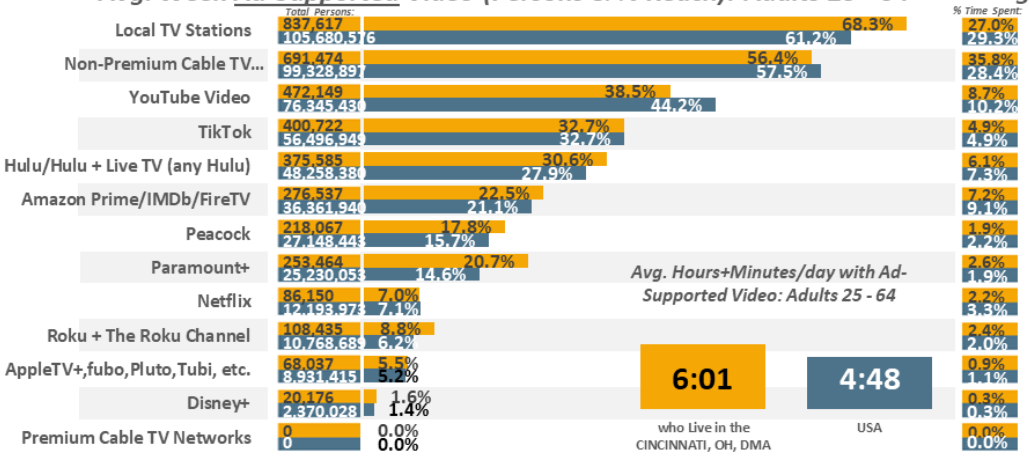
Avg. Week All Video (Persons & % Reach): Adults 25 - 64



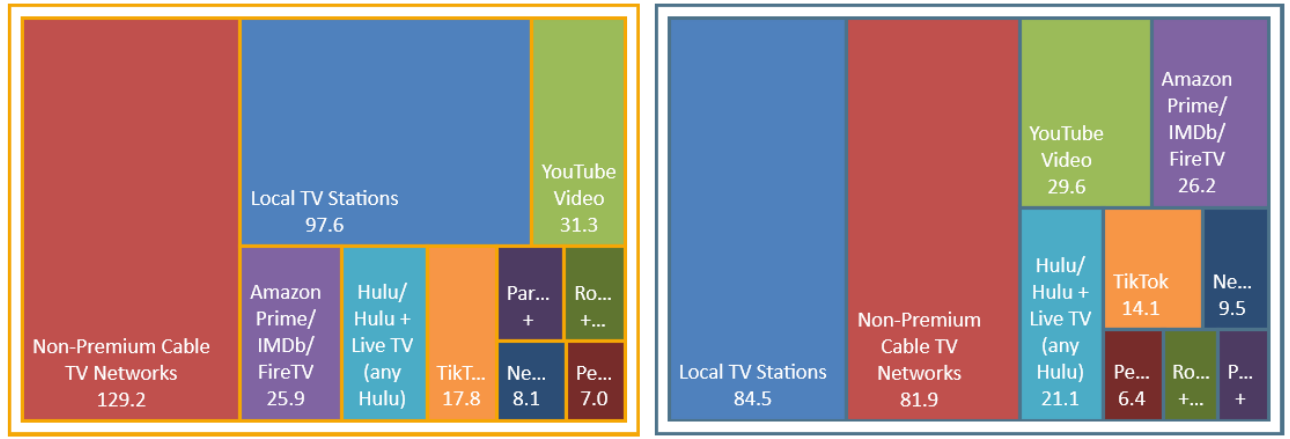
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported Video (Persons & % Reach): Adults 25 - 64



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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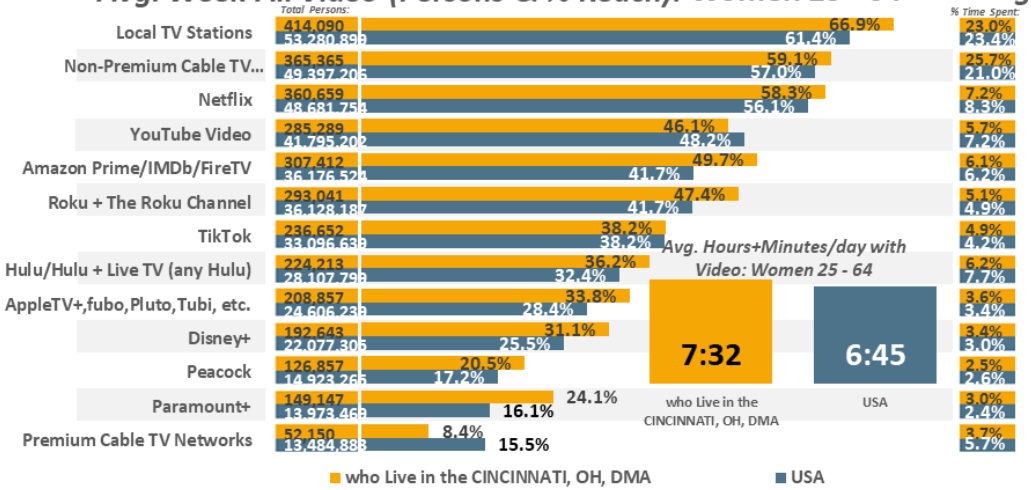


Cincinnati, OH, DMA

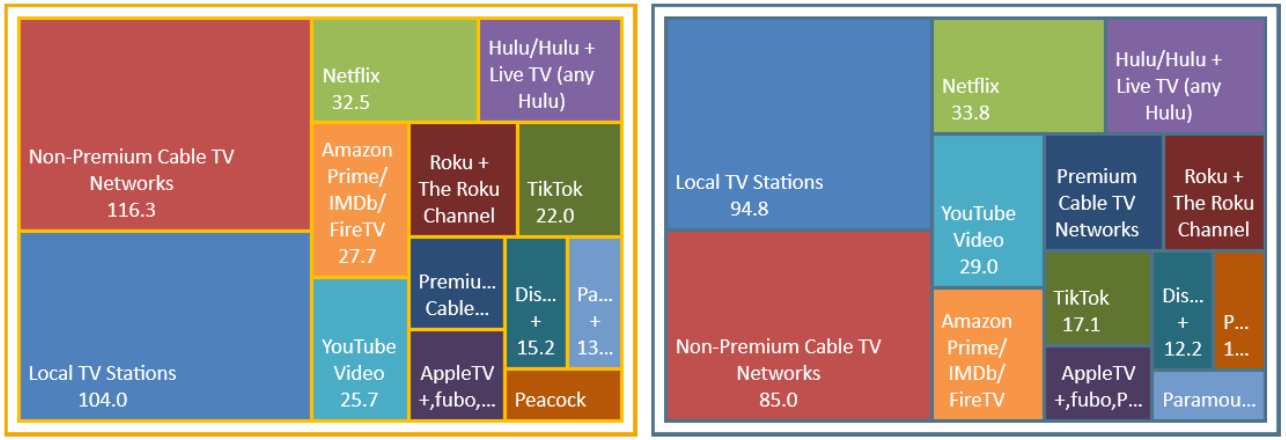
W25-64

408,370 or 66.4% of Women 25 - 64 who Live in the CINCINNATI, OH, DMA watch Ad-Supported Local TV Stations for an average of 101. minutes every day representing 30.5% of all time spent daily with Ad-Supported Video.

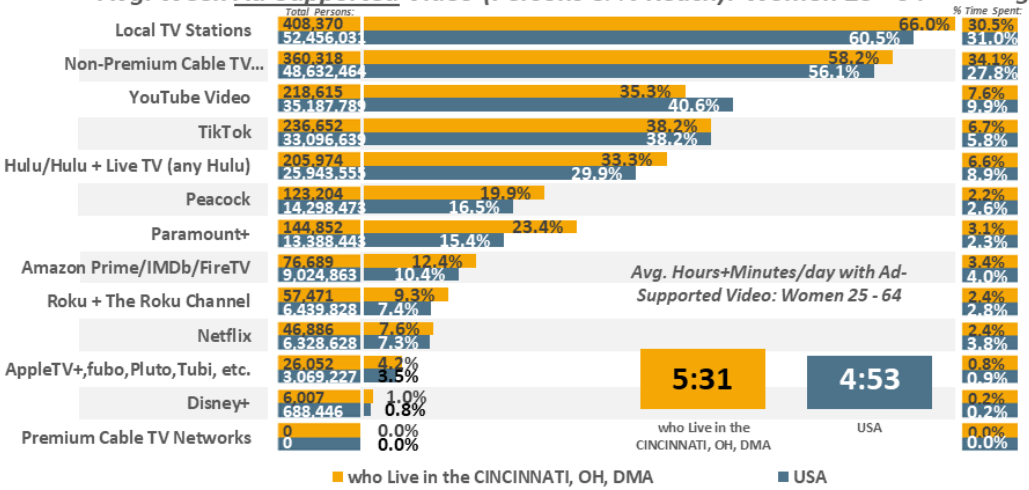
Avg. Week All Video (Persons & % Reach): Women 25 - 64



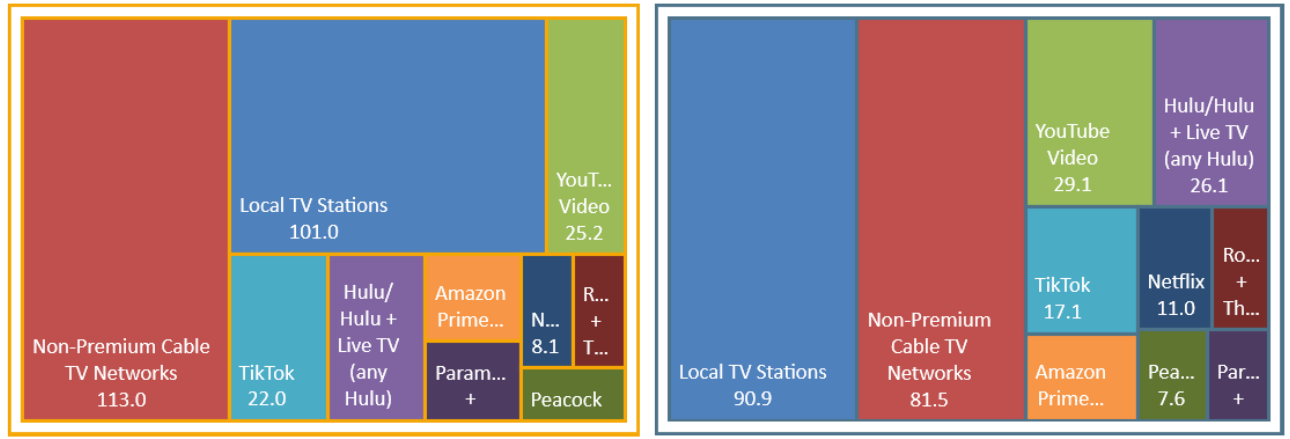
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



Avg. Week <u>Ad-Supported</u> Video (Persons & % Reach): Women 25 - 64



Avg. Day <u>Ad-Supported</u> Video (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



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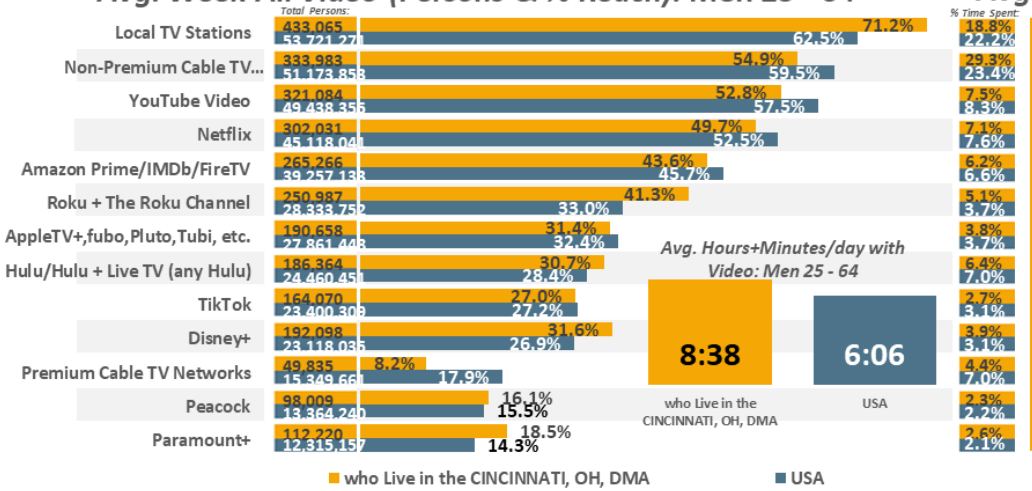


Cincinnati, OH, DMA

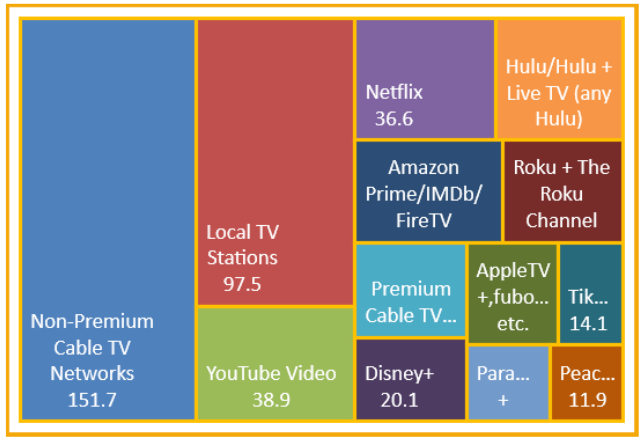
M25-64

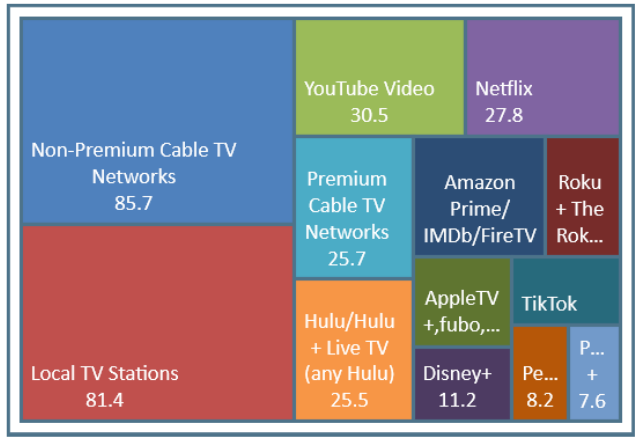
429,338 or 70.6% of Men 25 - 64 who Live in the CINCINNATI, OH, DMA watch Ad-Supported Local TV Stations for an average of 94.4 minutes every day representing 24.8% of all time spent daily with Ad-Supported Video.

Avg. Week All Video (Persons & % Reach): Men 25 - 64

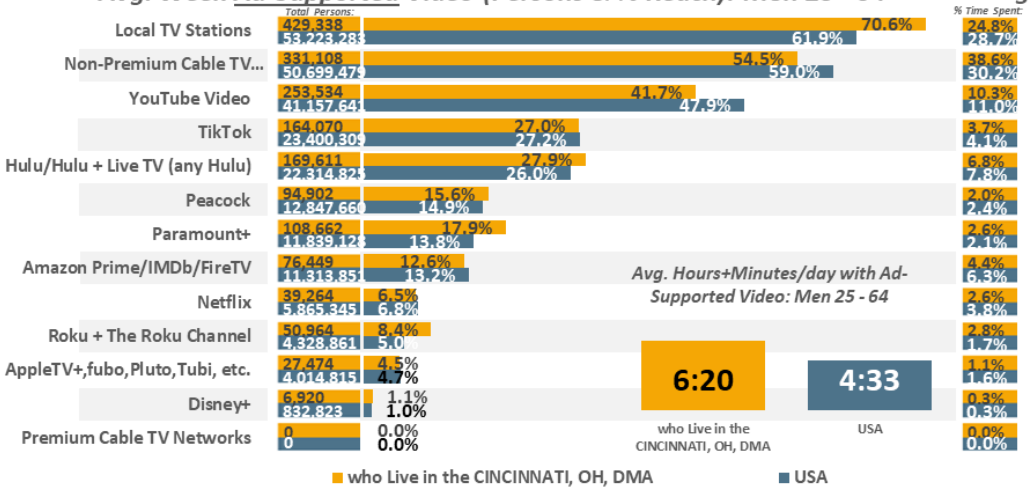


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Men 25 - 64

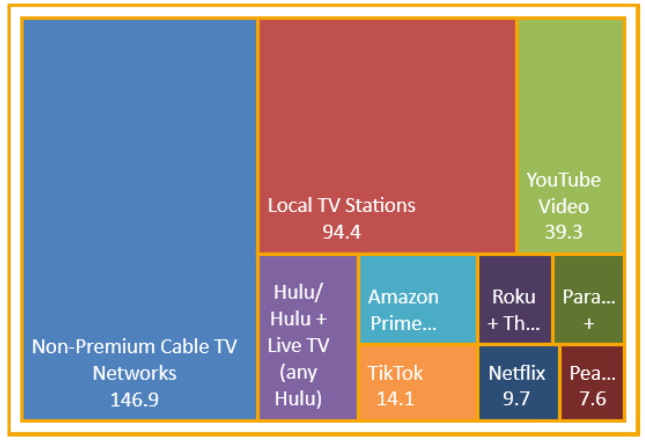


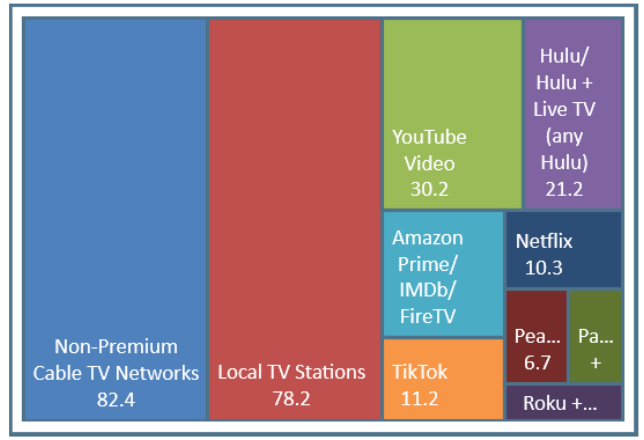


Avg. Week Ad-Supported Video (Persons & % Reach): Men 25 - 64



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Men 25 - 64





USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 1,928

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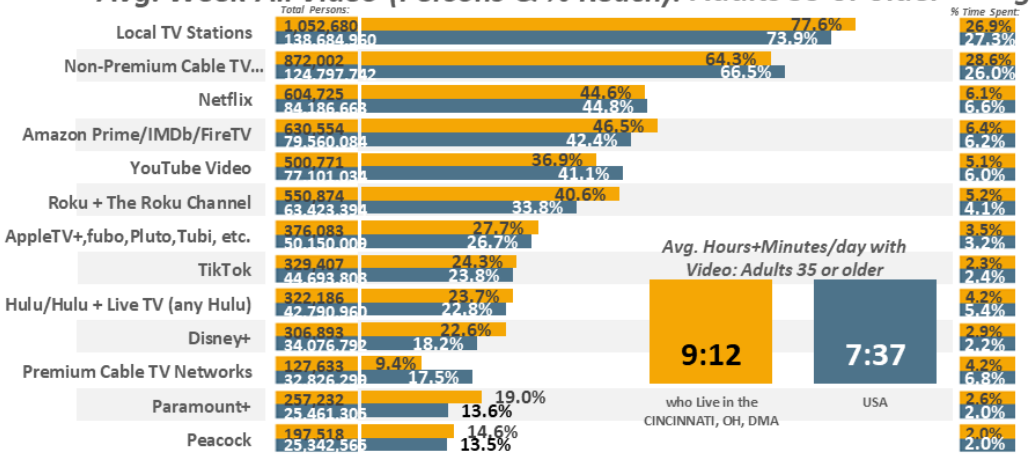


Cincinnati, OH, DMA

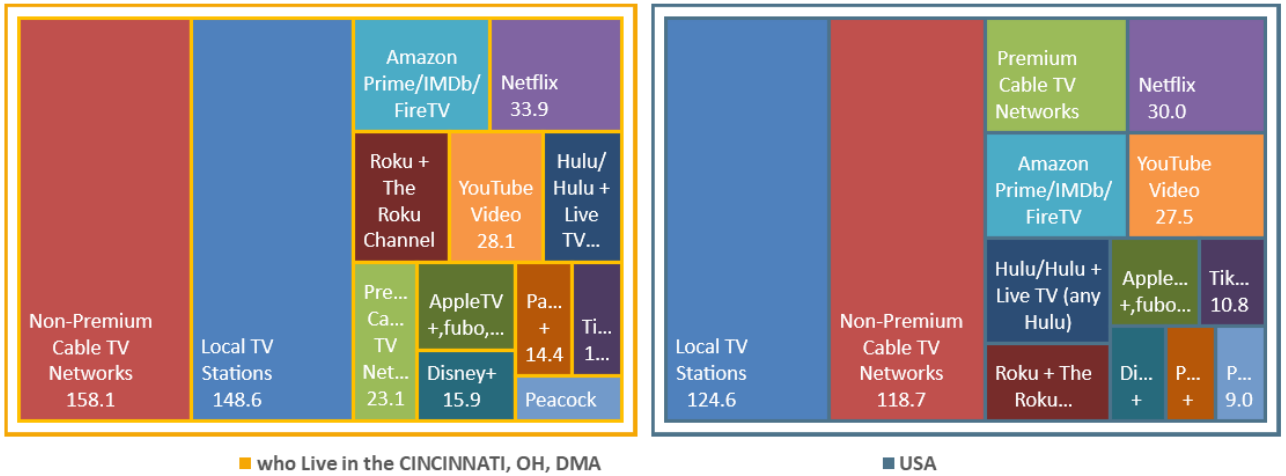
P35+

1,039,595 or 76.6% of Adults 35 or older who Live in the CINCINNATI, OH, DMA watch Ad-Supported Local TV Stations for an average of 144.2 minutes every day representing 34.1% of all time spent daily with Ad-Supported Video.

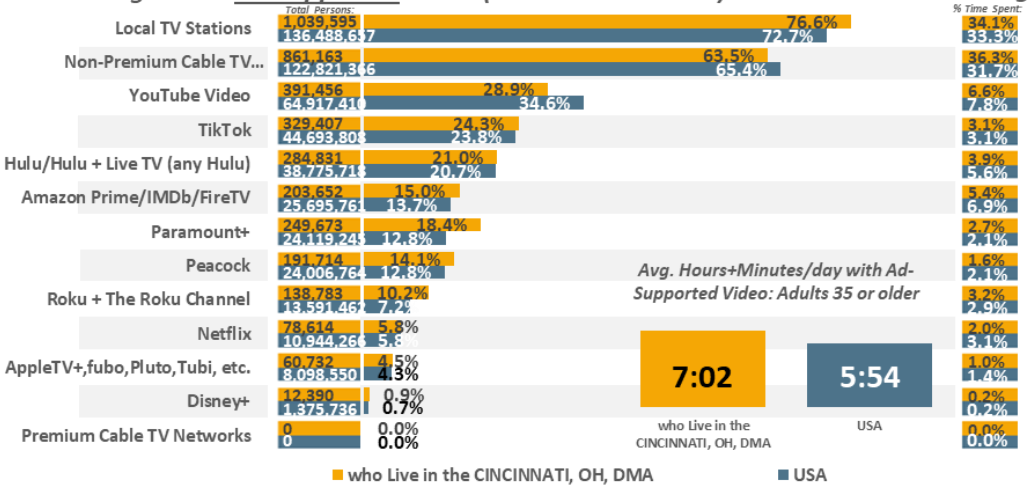
Avg. Week All Video (Persons & % Reach): Adults 35 or older



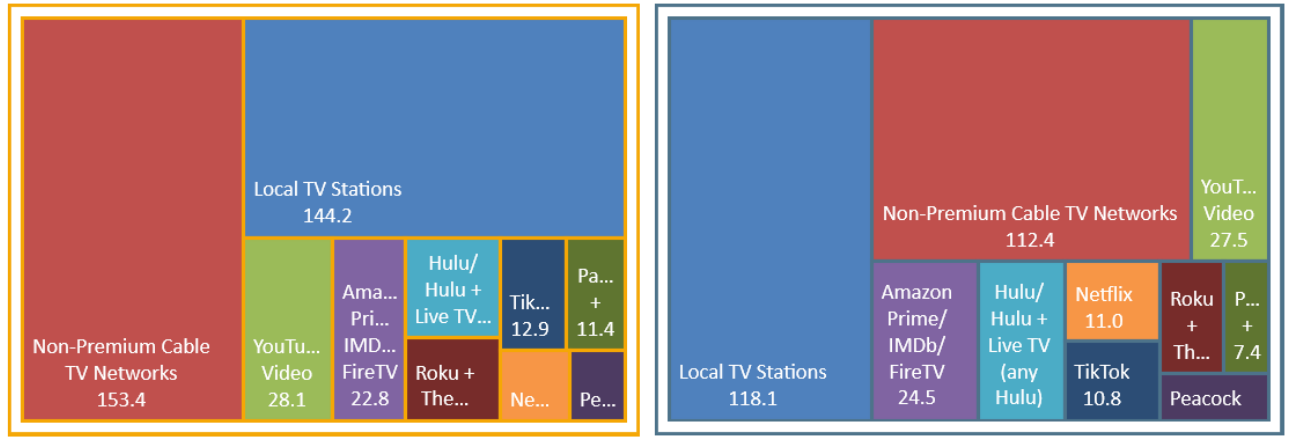
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



Avg. Week Ad-Supported Video (Persons & % Reach): Adults 35 or older



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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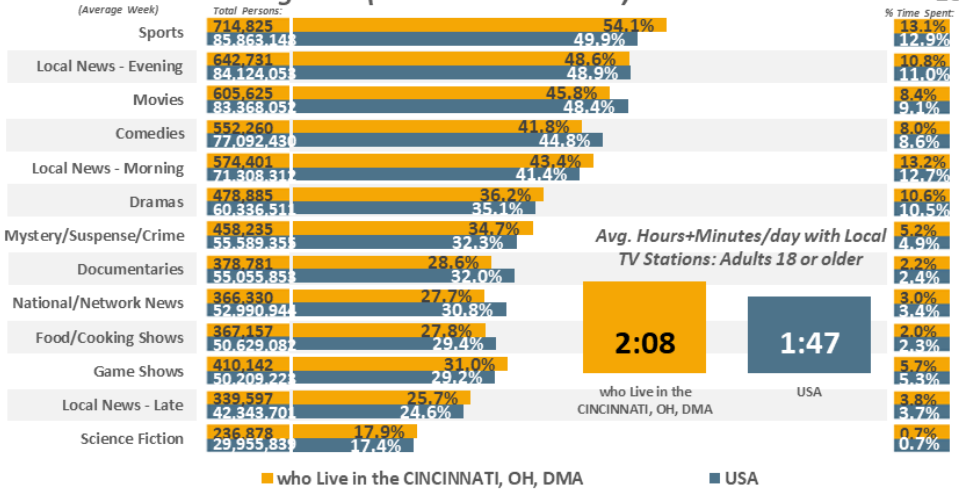


Cincinnati, OH, DMA

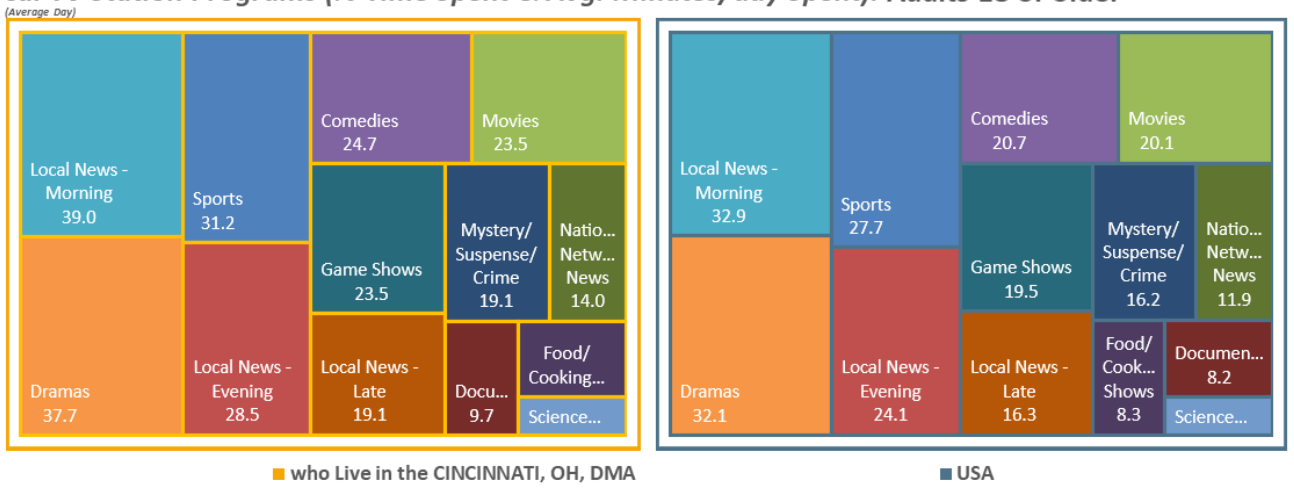
P18+

1,303,610 or 68.4% of Adults 18 or older who Live in the CINCINNATI, OH, DMA watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Movies, Local News - Morning, Comedies, and Dramas.

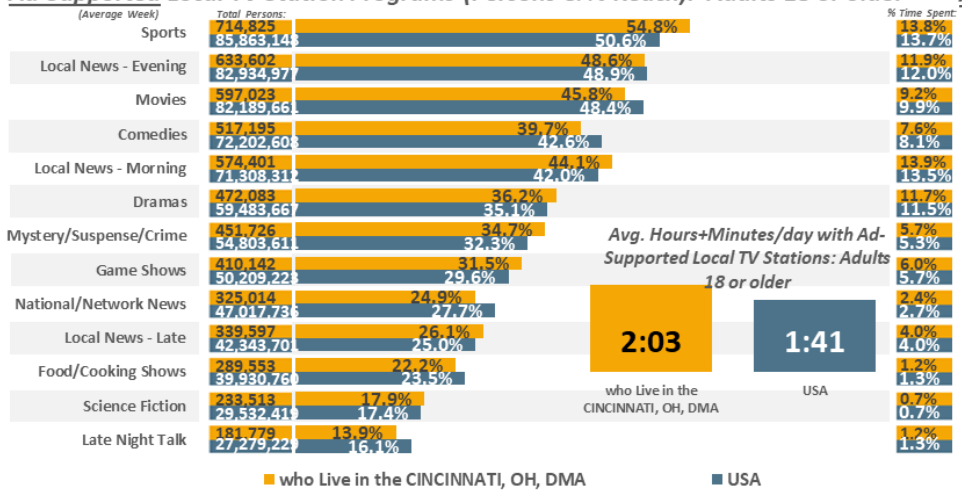
Local TV Station Programs (Persons & % Reach): Adults 18 or older



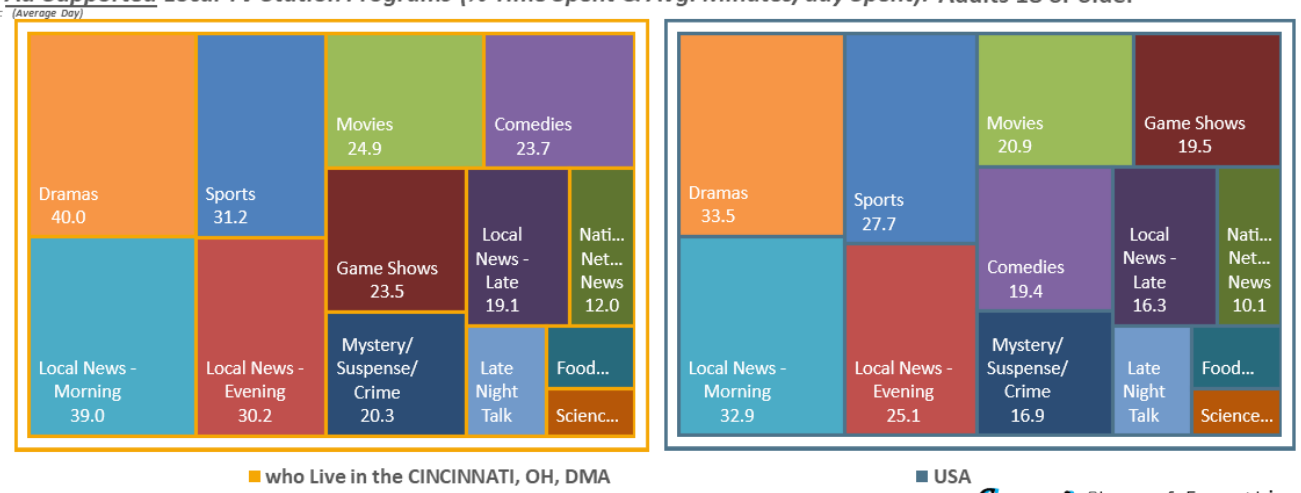
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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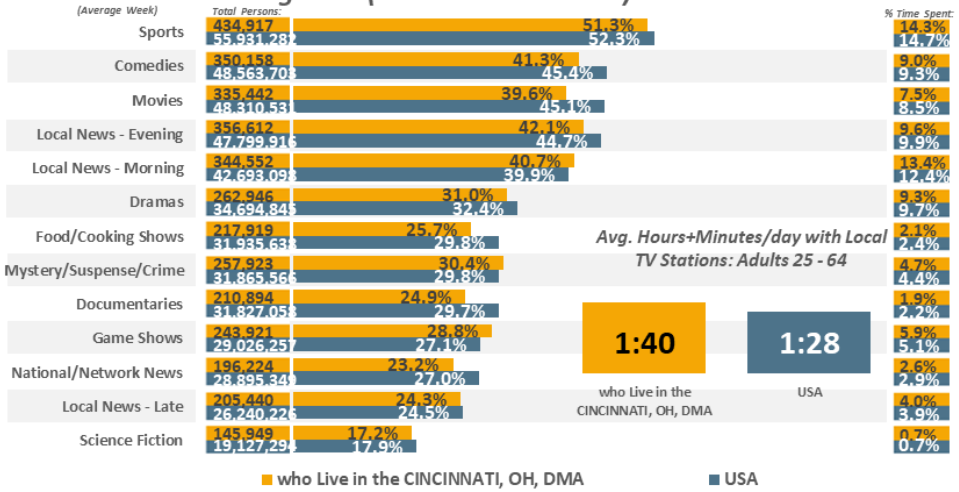
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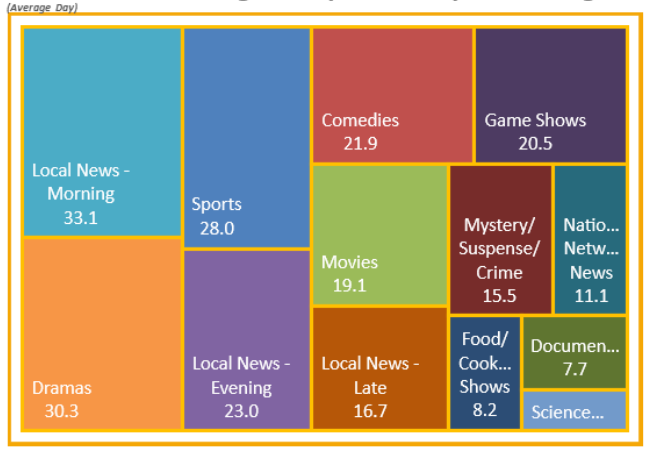
Cincinnati, OH, DMA
P25-64

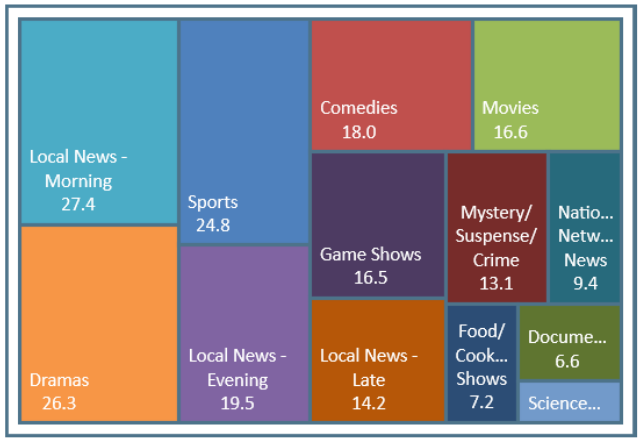
837,617 or 68.3% of Adults 25 - 64 who Live in the CINCINNATI, OH, DMA watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Movies, Comedies, and Dramas.

Local TV Station Programs (Persons & % Reach): Adults 25 - 64

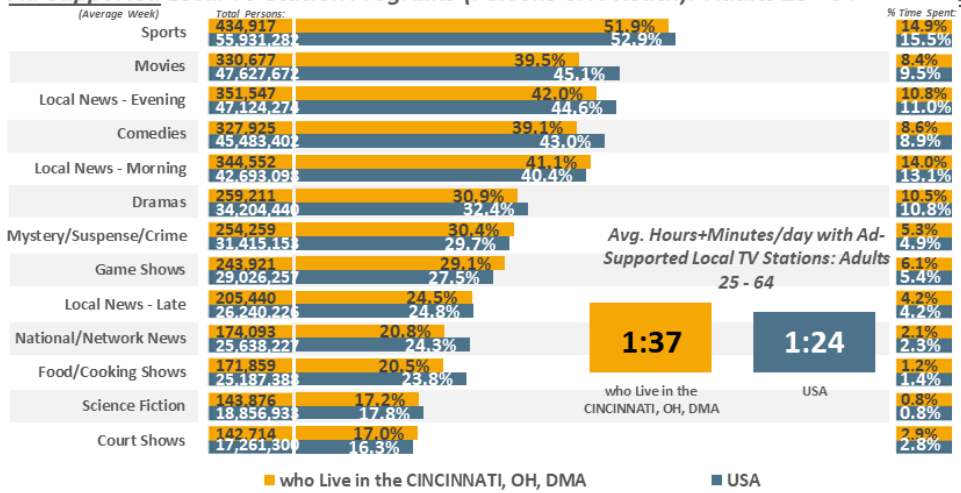


Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64

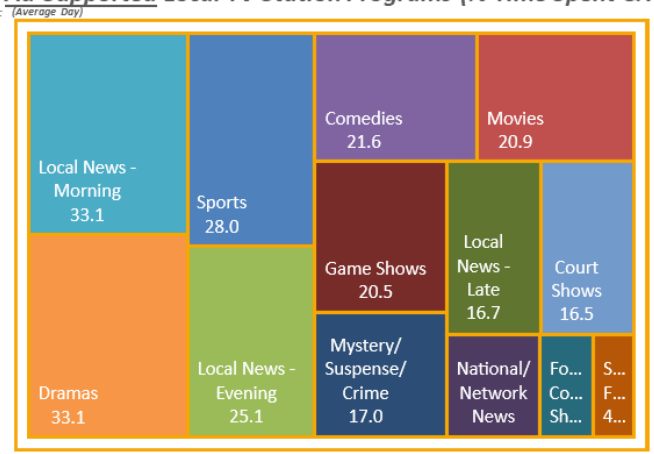


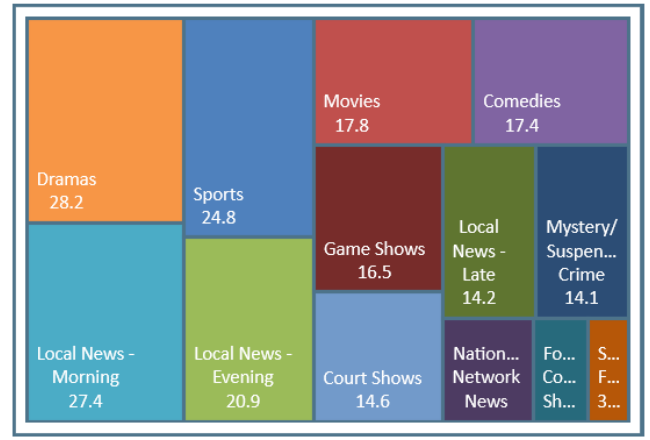


Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 25 - 64



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64





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USA Jan23-Oct23 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,338

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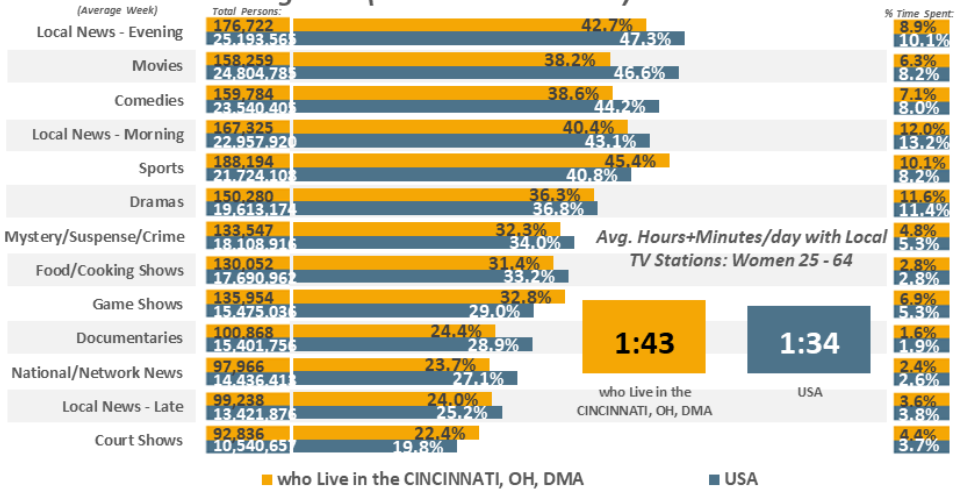


Cincinnati, OH, DMA

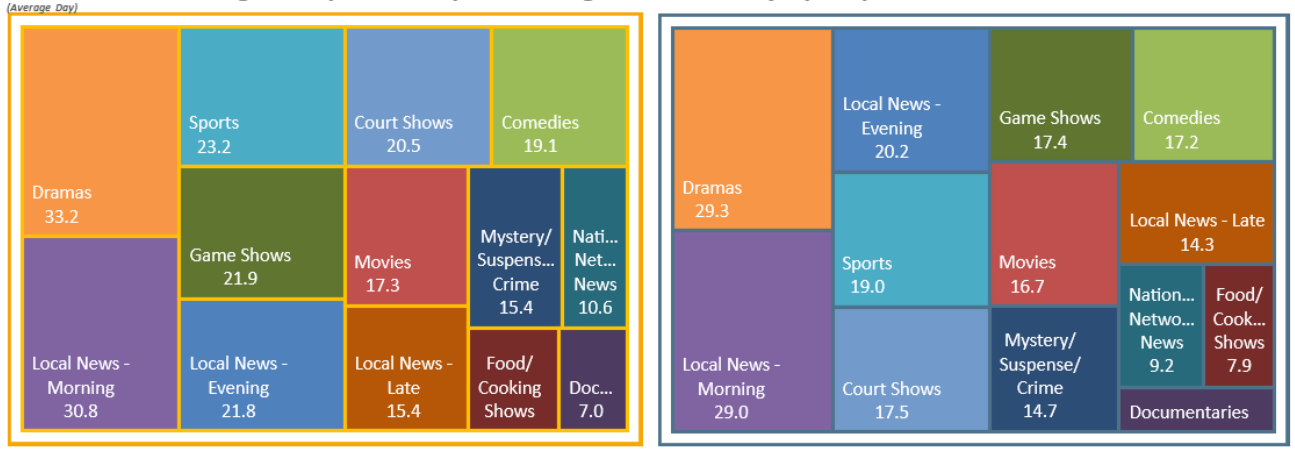
W25-64

408,370 or 66.% of Women 25 - 64 who Live in the CINCINNATI, OH, DMA watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Movies, Comedies, and Dramas.

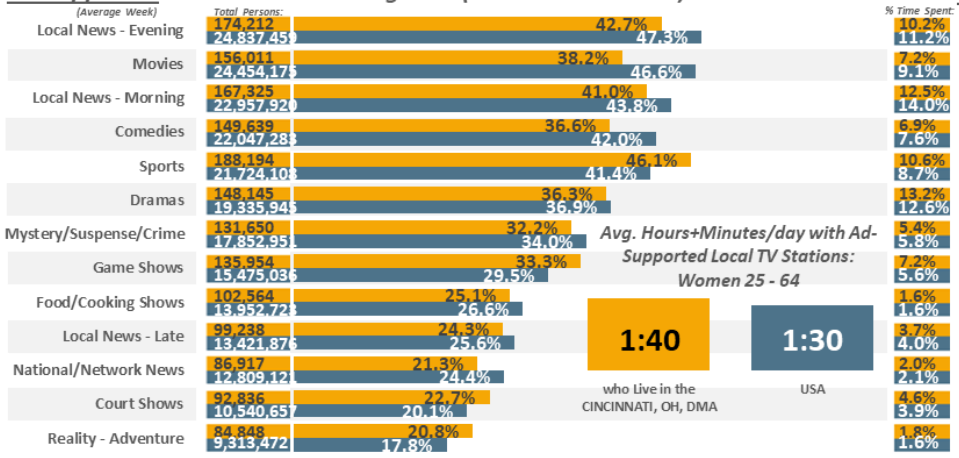
Local TV Station Programs (Persons & % Reach): Women 25 - 64



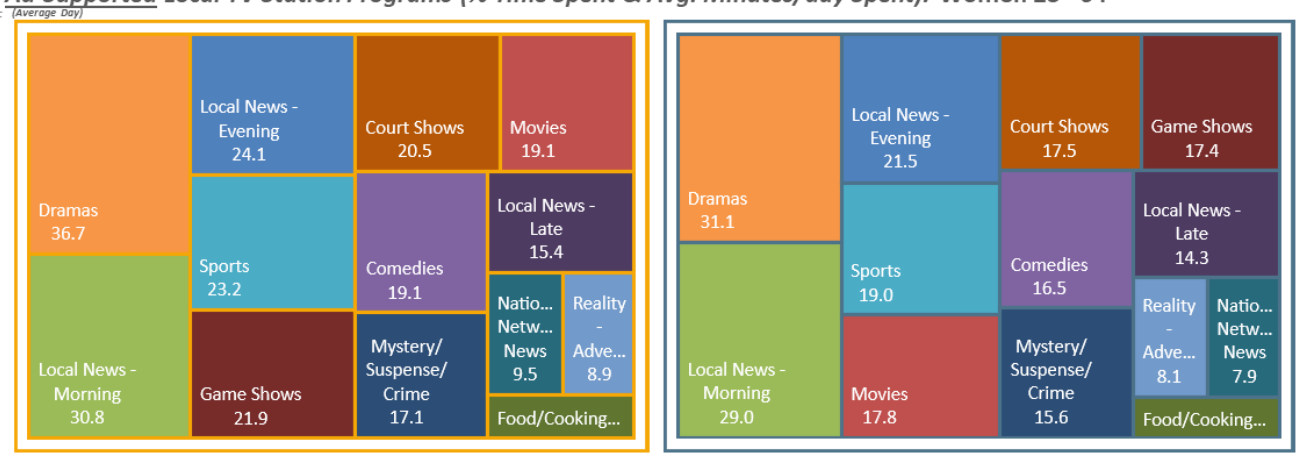
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



Ad-Supported Local TV Station Programs (Persons & % Reach): Women 25 - 64



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



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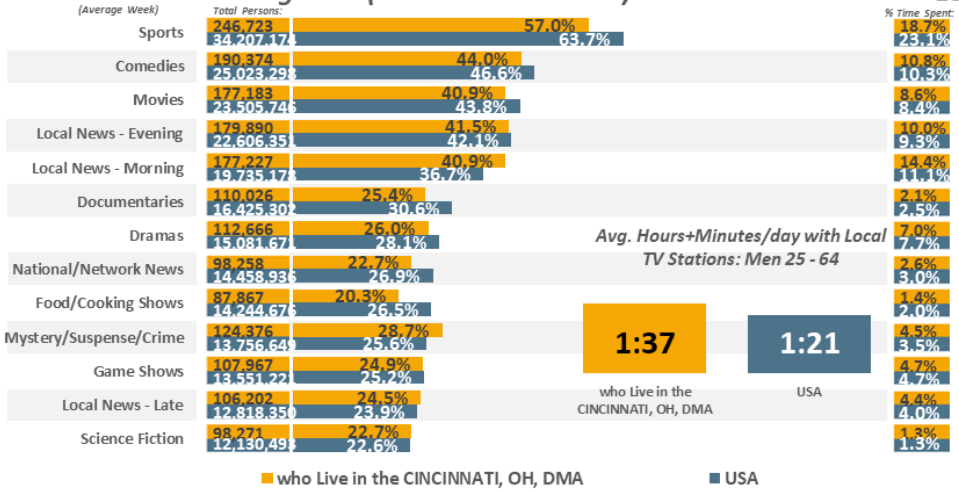


Cincinnati, OH, DMA

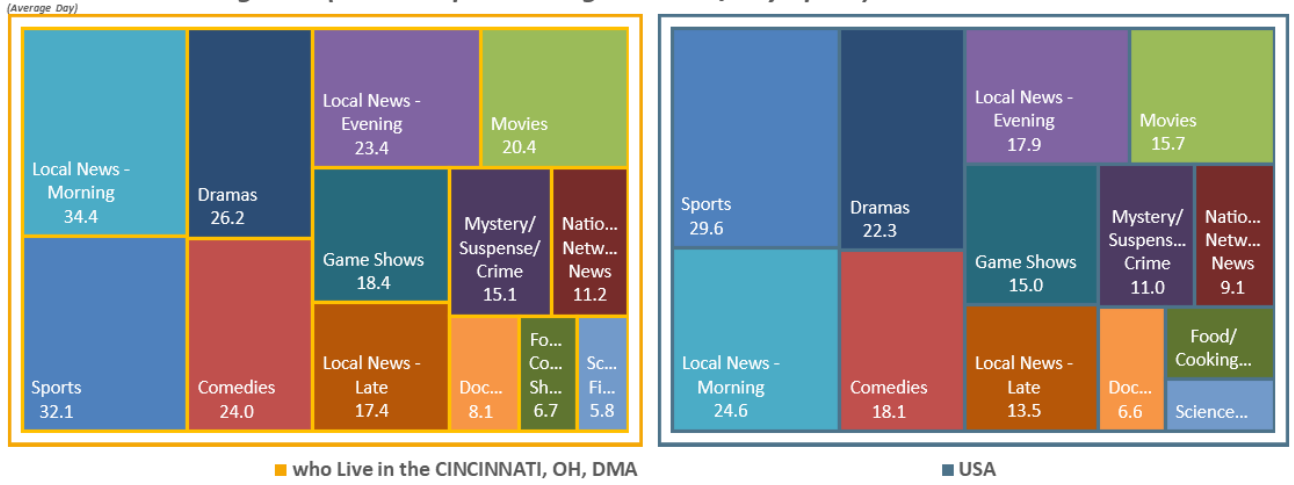
M25-64

429,338 or 70.6% of Men 25 - 64 who Live in the CINCINNATI, OH, DMA watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Comedies, Local News - Evening, Local News - Morning, Movies, and Mystery/Suspense/Crime.

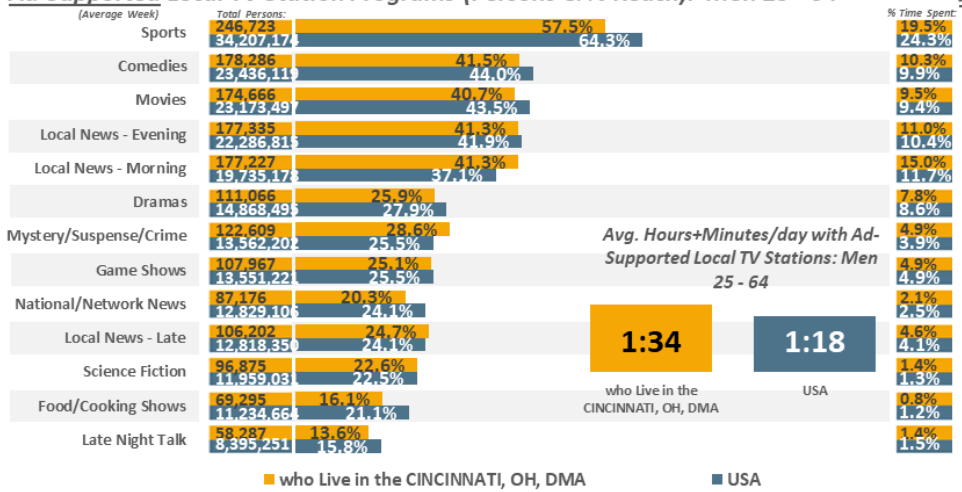
Local TV Station Programs (Persons & % Reach): Men 25 - 64



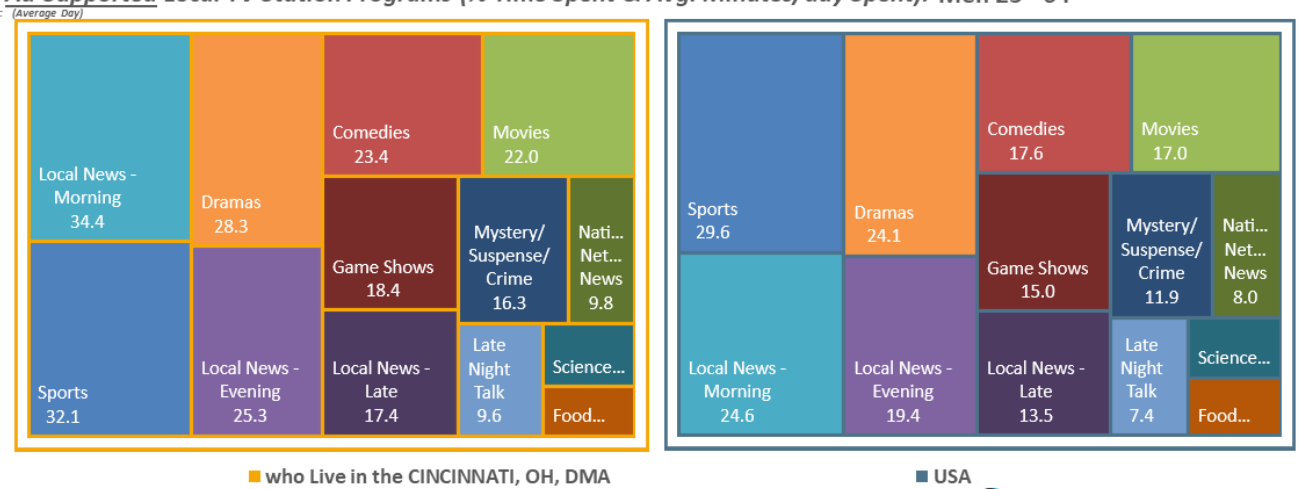
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Men 25 - 64



Ad-Supported Local TV Station Programs (Persons & % Reach): Men 25 - 64



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Men 25 - 64



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USA Jan23-Oct23 *USA Projection* *Scarborough R1 2024: Jan23-Feb24* *Qual Intab* *23,338*

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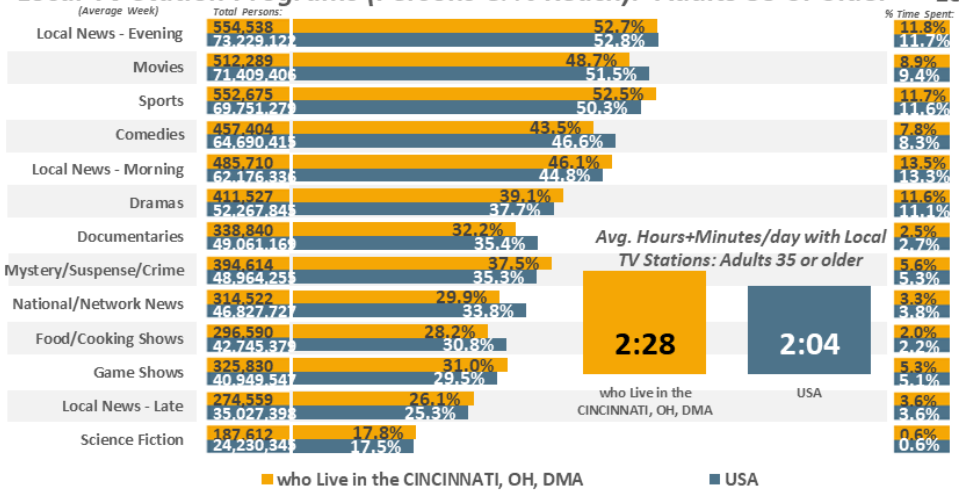


Cincinnati, OH, DMA

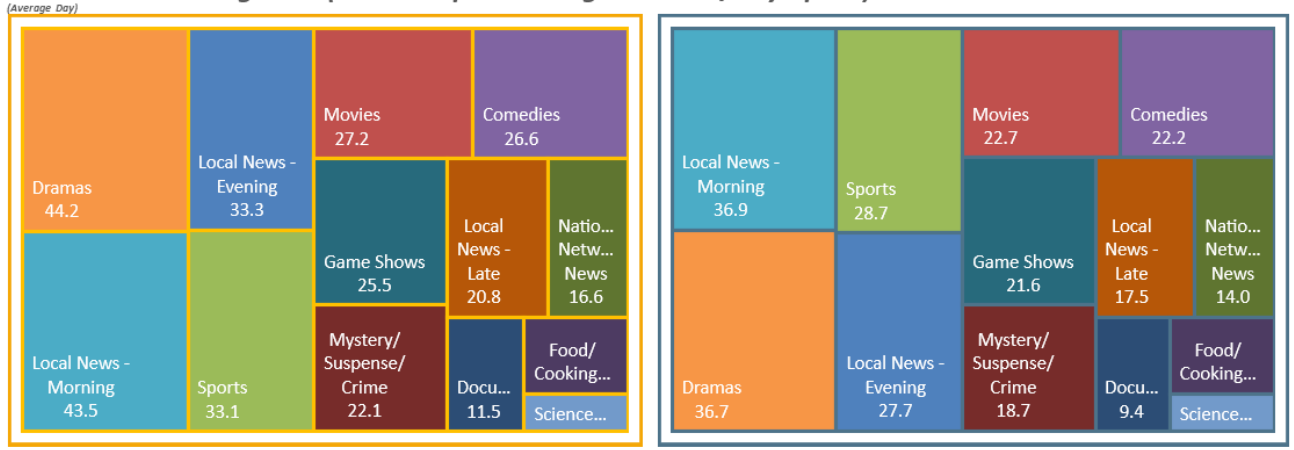
P35+

1,039,595 or 76.6% of Adults 35 or older who Live in the CINCINNATI, OH, DMA watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Movies, Local News - Morning, Comedies, and Dramas.

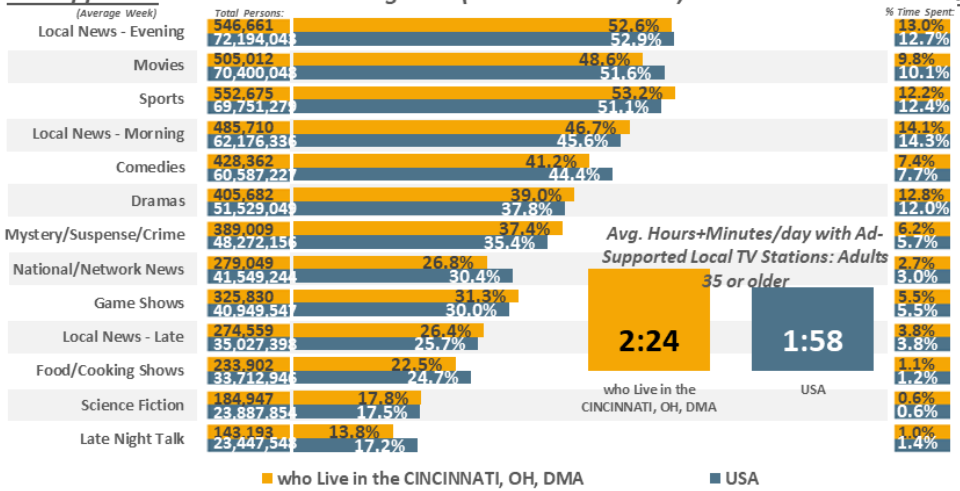
Local TV Station Programs (Persons & % Reach): Adults 35 or older



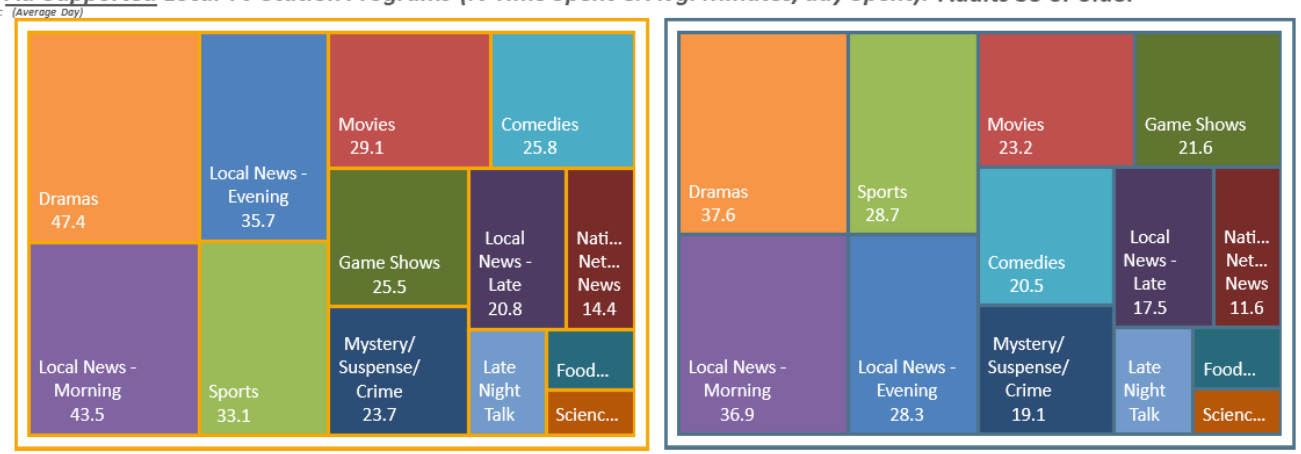
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



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



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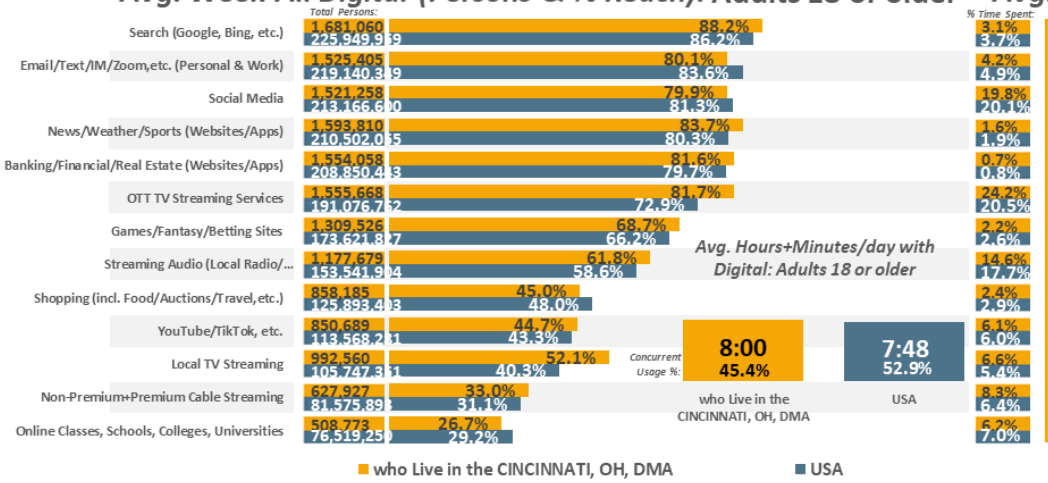
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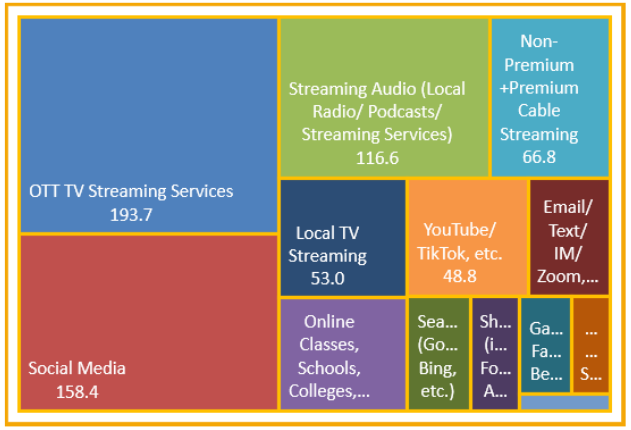
Cincinnati, OH, DMA
P18+

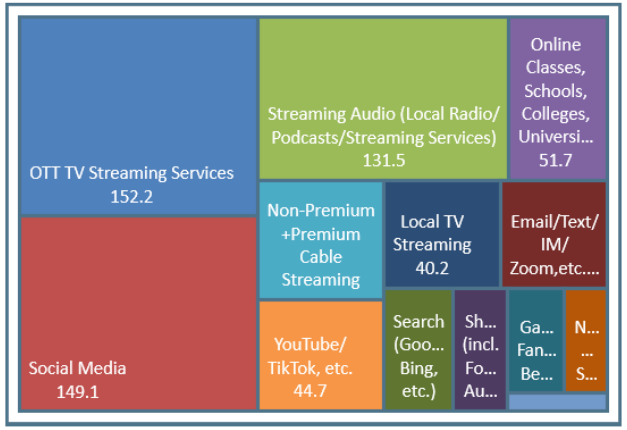
1,343,924 or 70.5% of Adults 18 or older who Live in the CINCINNATI, OH, DMA use Ad-Supported Social Media for an average of 140. minutes every day representing 25.1% of all time spent daily with Ad-Supported Digital Media.

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

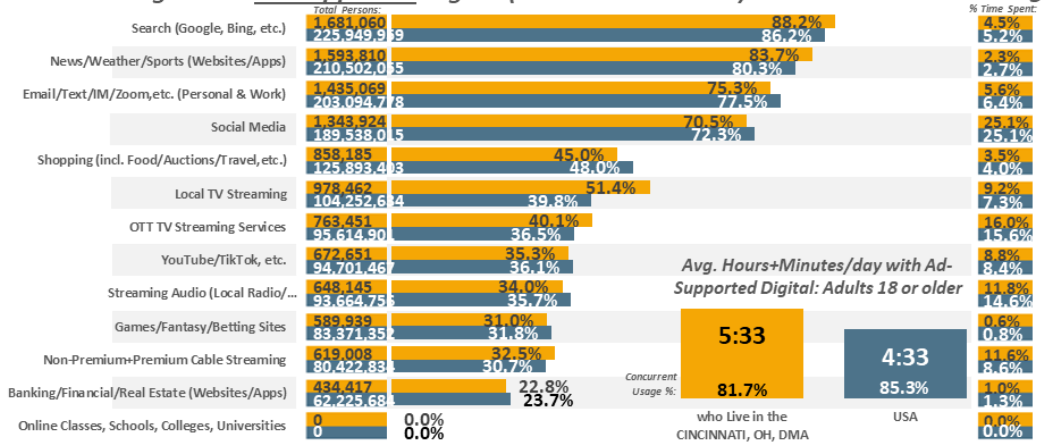


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

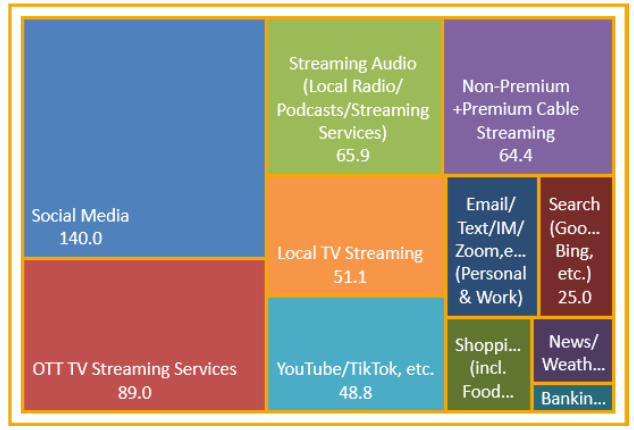


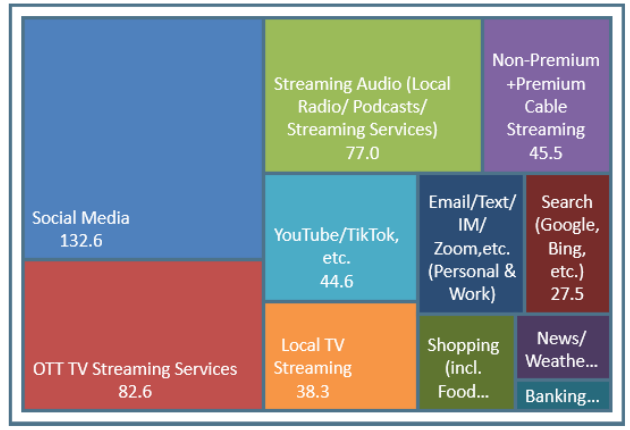


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





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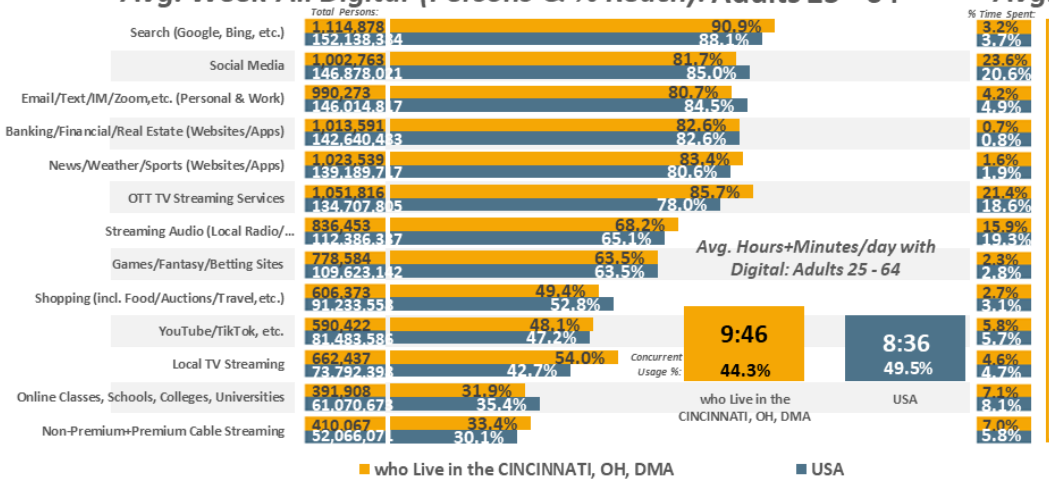


Cincinnati, OH, DMA

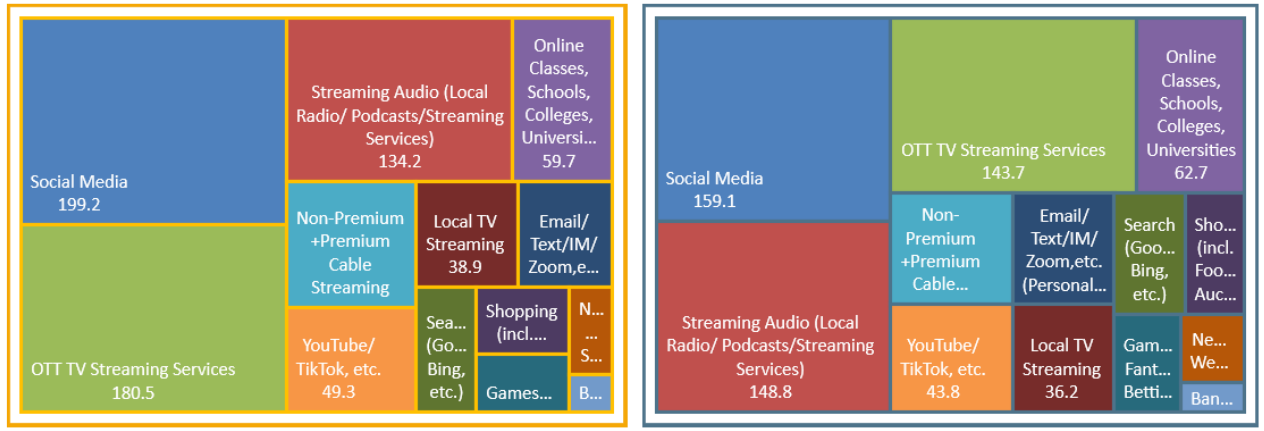
P25-64

880,374 or 71.8% of Adults 25 - 64 who Live in the CINCINNATI, OH, DMA use Ad-Supported Social Media for an average of 183.3 minutes every day representing 30.7% of all time spent daily with Ad-Supported Digital Media.

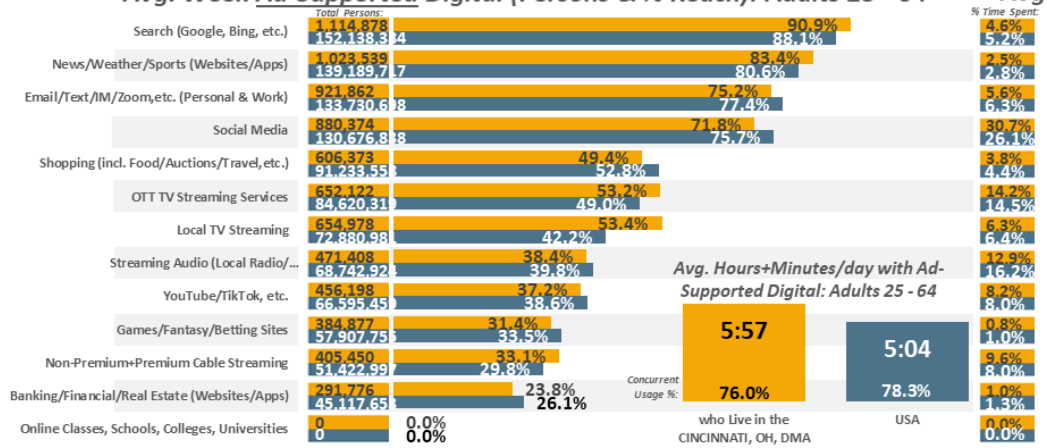
Avg. Week All Digital (Persons & % Reach): Adults 25 - 64



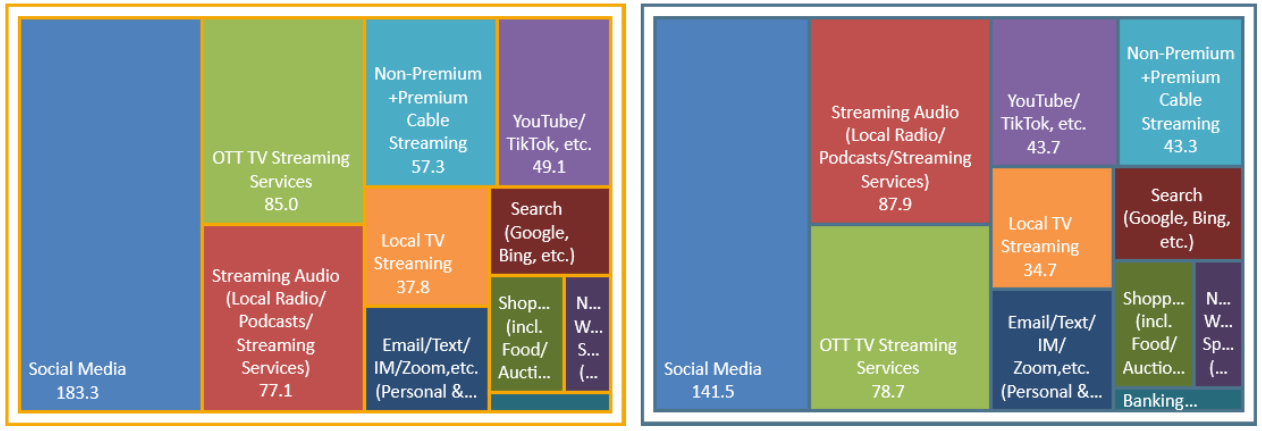
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 25 - 64



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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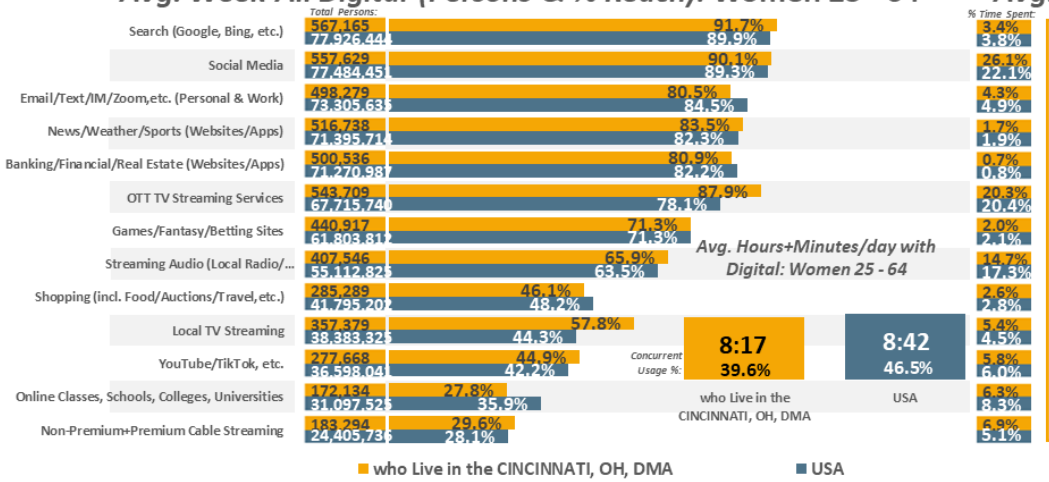


Cincinnati, OH, DMA

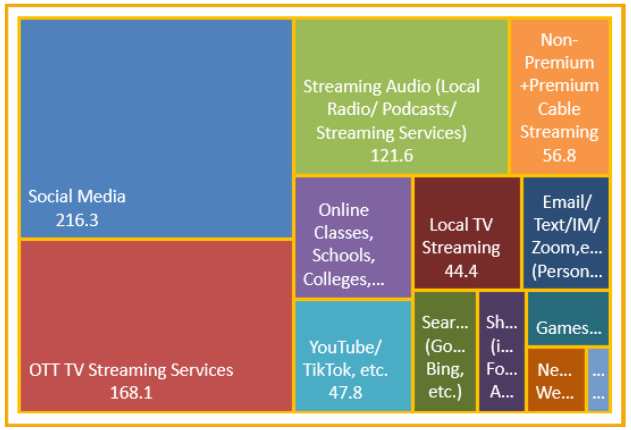
W25-64

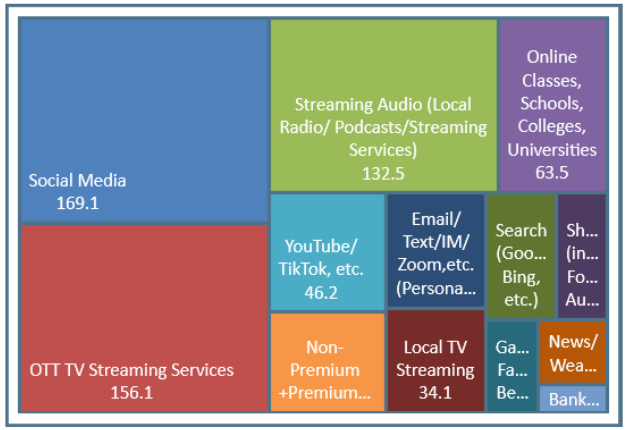
506,021 or 81.8% of Women 25 - 64 who Live in the CINCINNATI, OH, DMA use Ad-Supported Social Media for an average of 199. minutes every day representing 33.7% of all time spent daily with Ad-Supported Digital Media.

Avg. Week All Digital (Persons & % Reach): Women 25 - 64

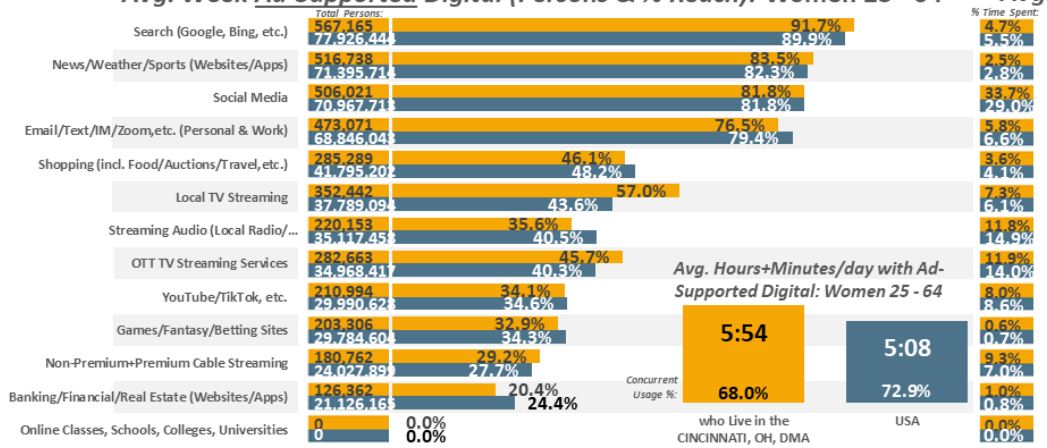


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64

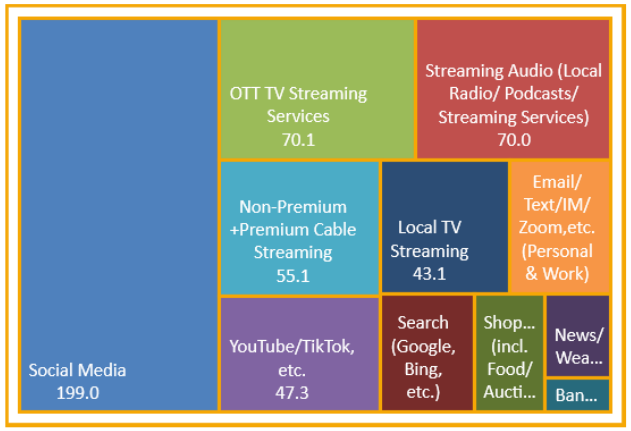


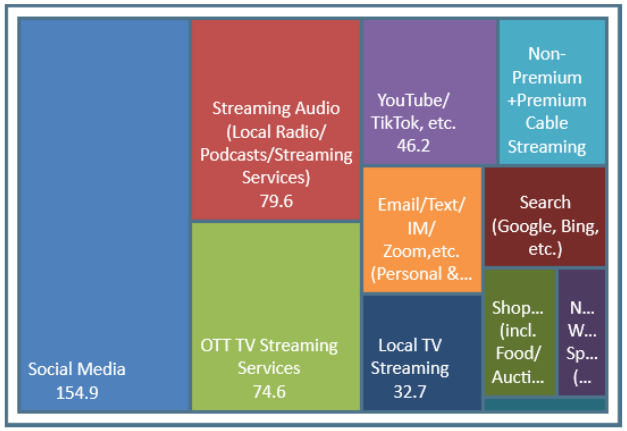


Avg. Week Ad-Supported Digital (Persons & % Reach): Women 25 - 64



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64





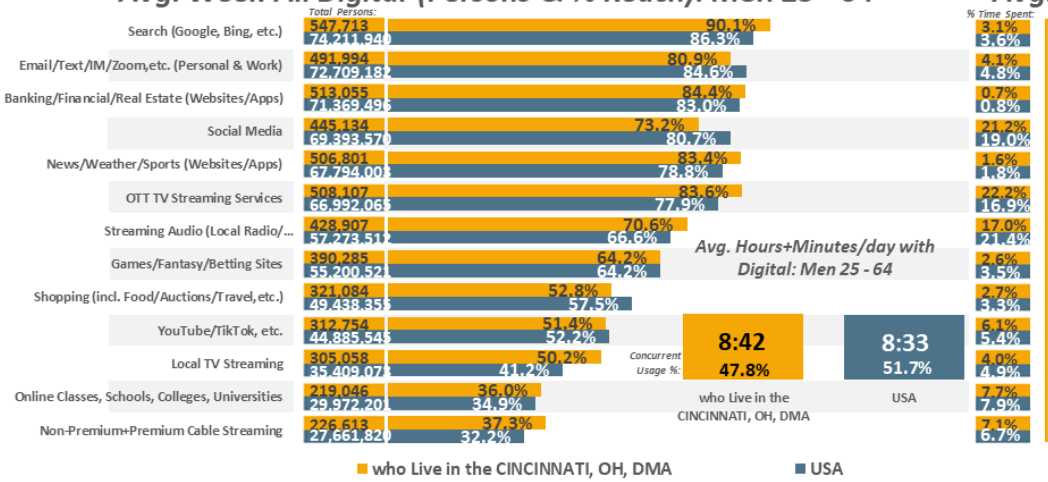
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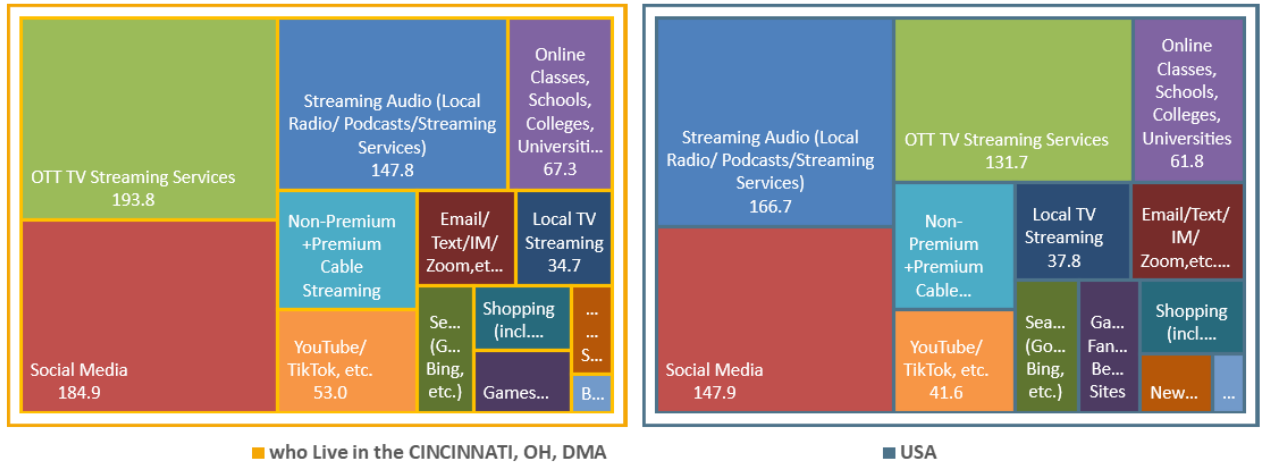
Cincinnati, OH, DMA
M25-64

374,353 or 61.6% of Men 25 - 64 who Live in the CINCINNATI, OH, DMA use Ad-Supported Social Media for an average of 170.1 minutes every day representing 28.6% of all time spent daily with Ad-Supported Digital Media.

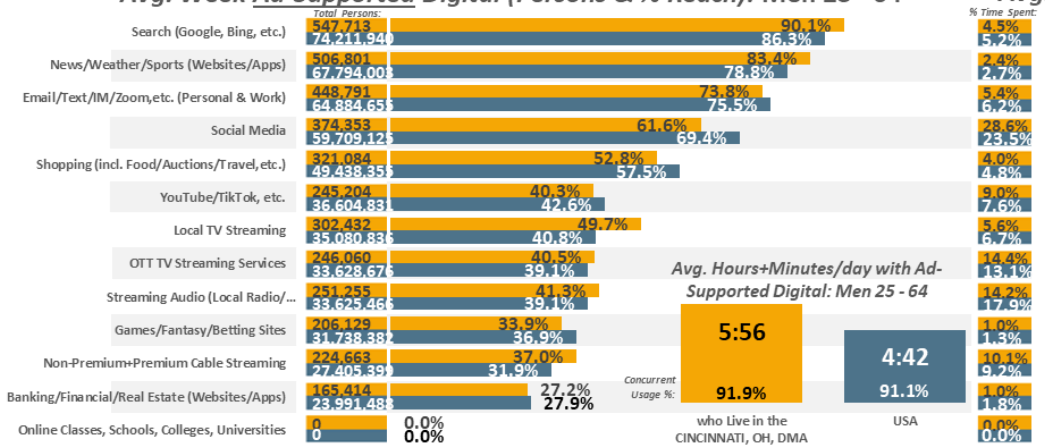
Avg. Week All Digital (Persons & % Reach): Men 25 - 64



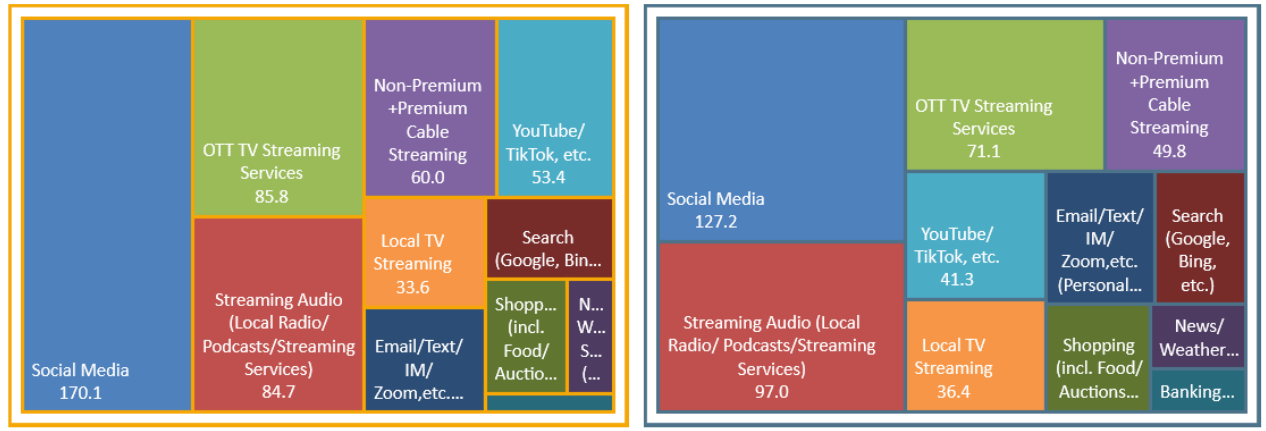
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Men 25 - 64



Avg. Week <u>Ad-Supported</u> Digital (Persons & % Reach): Men 25 - 64



Avg. Day <u>Ad-Supported</u> Digital (% Time Spent & Avg. Minutes/day Spent): Men 25 - 64



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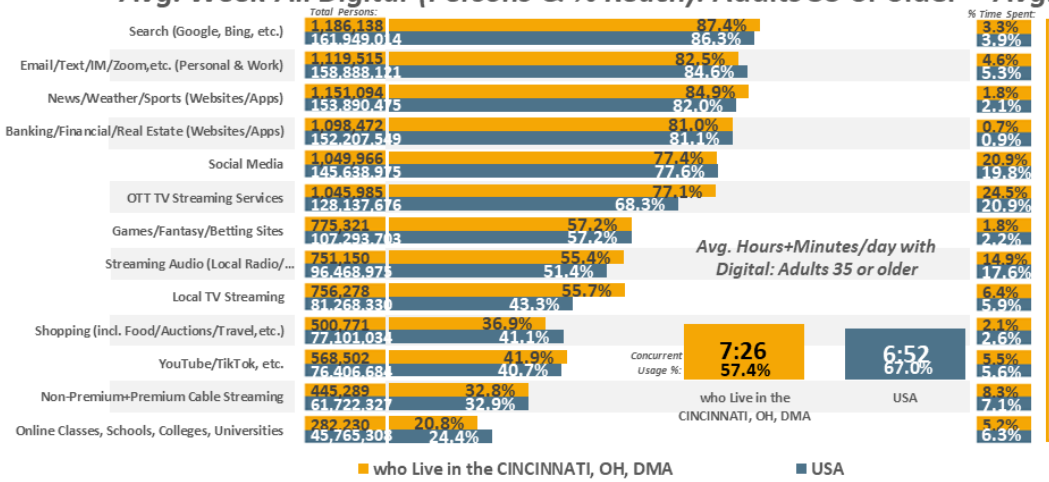


Cincinnati, OH, DMA

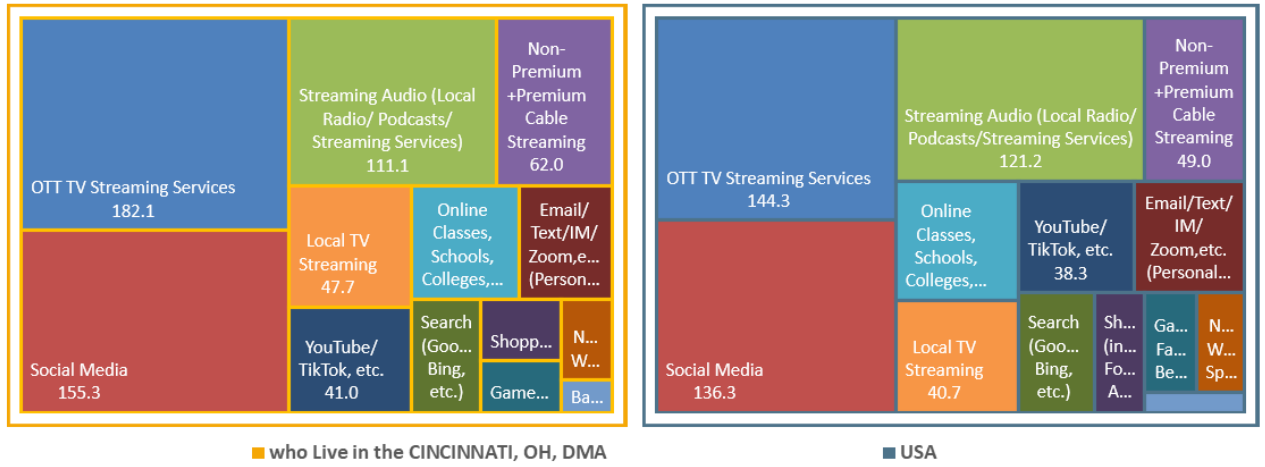
P35+

931,367 or 68.7% of Adults 35 or older who Live in the CINCINNATI, OH, DMA use Ad-Supported Social Media for an average of 142.9 minutes every day representing 26.8% of all time spent daily with Ad-Supported Digital Media.

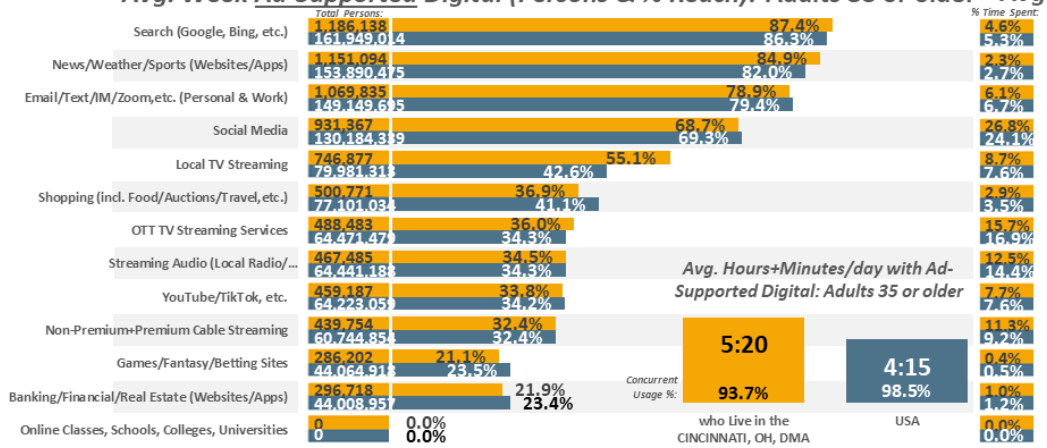
Avg. Week All Digital (Persons & % Reach): Adults 35 or older



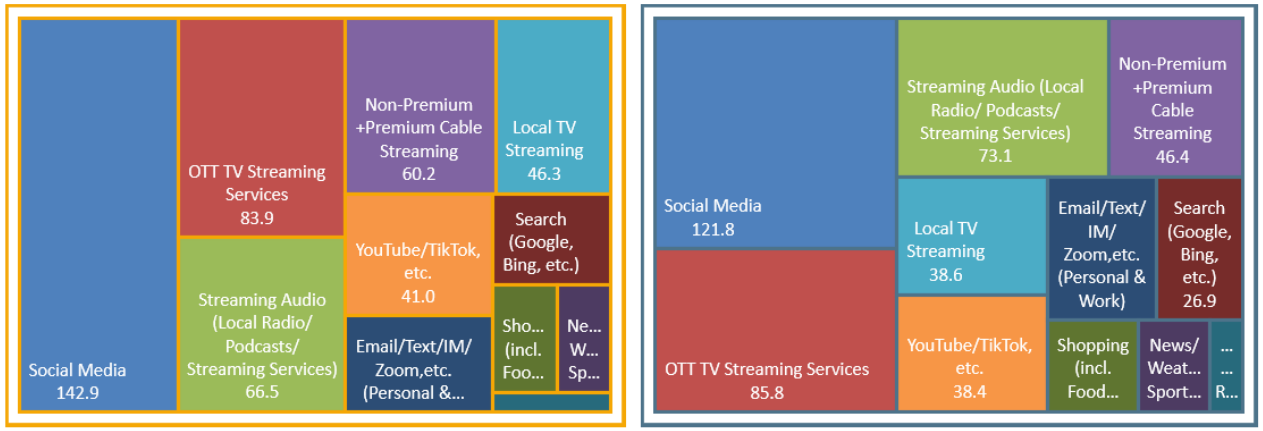
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



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



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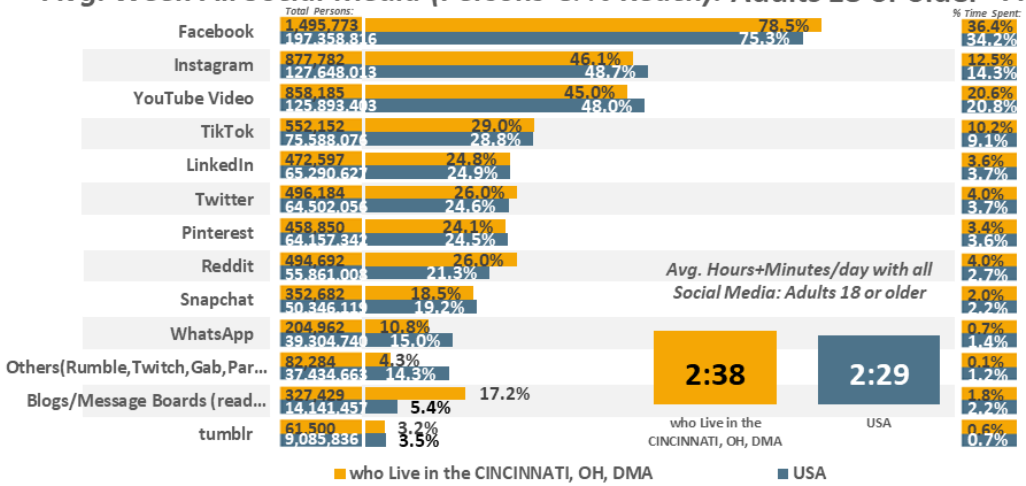
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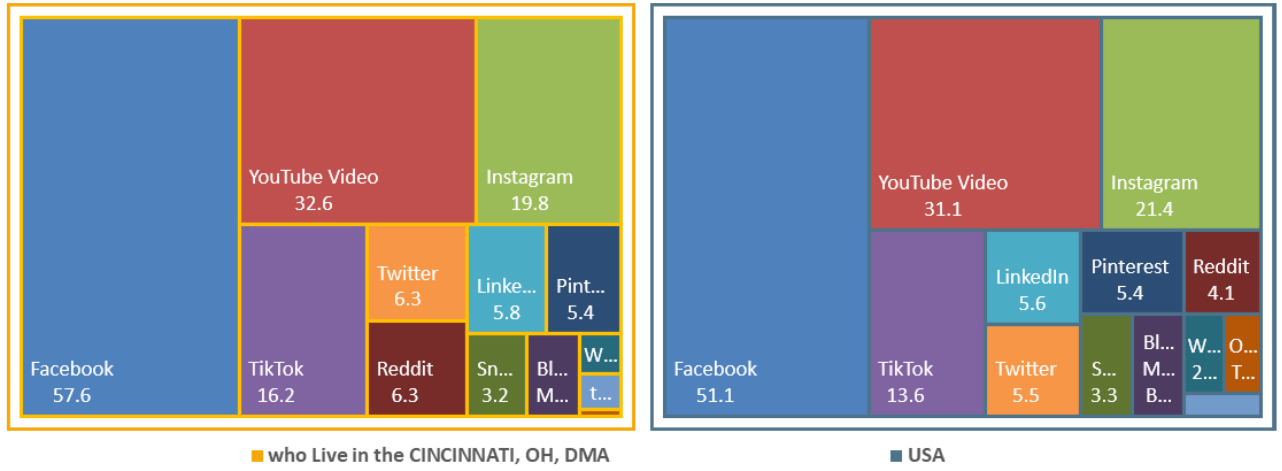
Cincinnati, OH, DMA
P18+

1,343,924 or 70.5% of Adults 18 or older who Live in the CINCINNATI, OH, DMA use Ad-Supported Facebook for an average of 46. minutes every day representing 32.9% of all time spent daily with Ad-Supported Social Media.

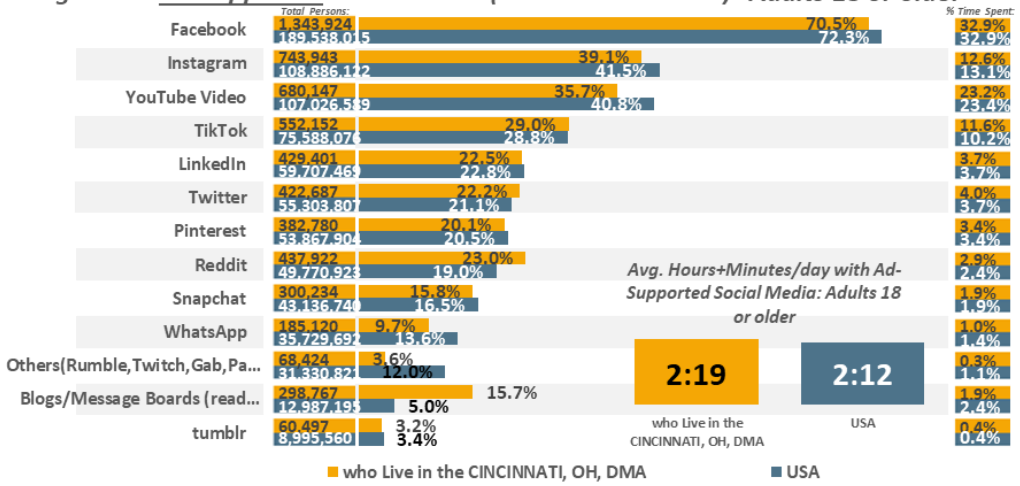
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



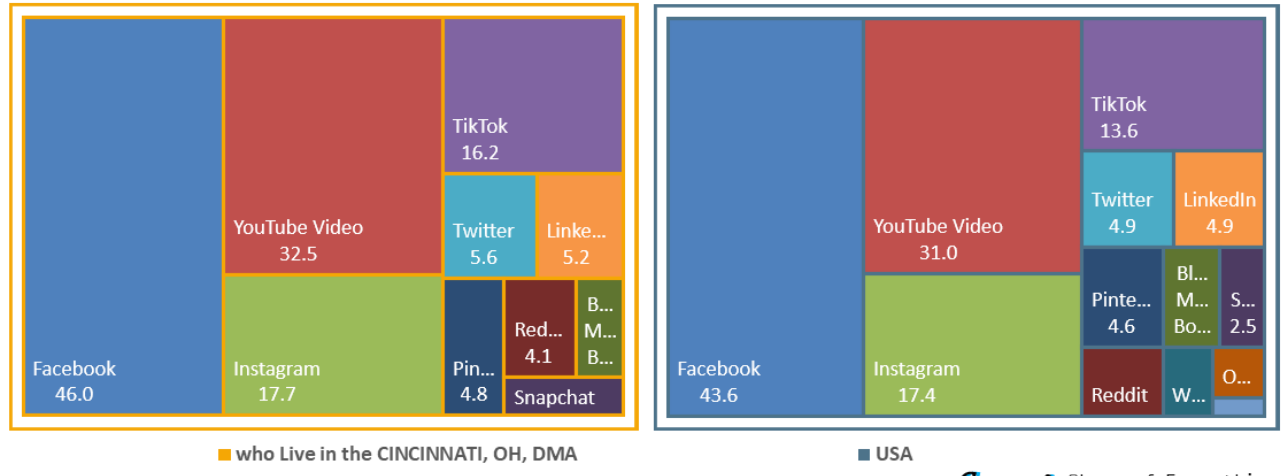
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 1,928

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USA Jan23-Oct23 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,338

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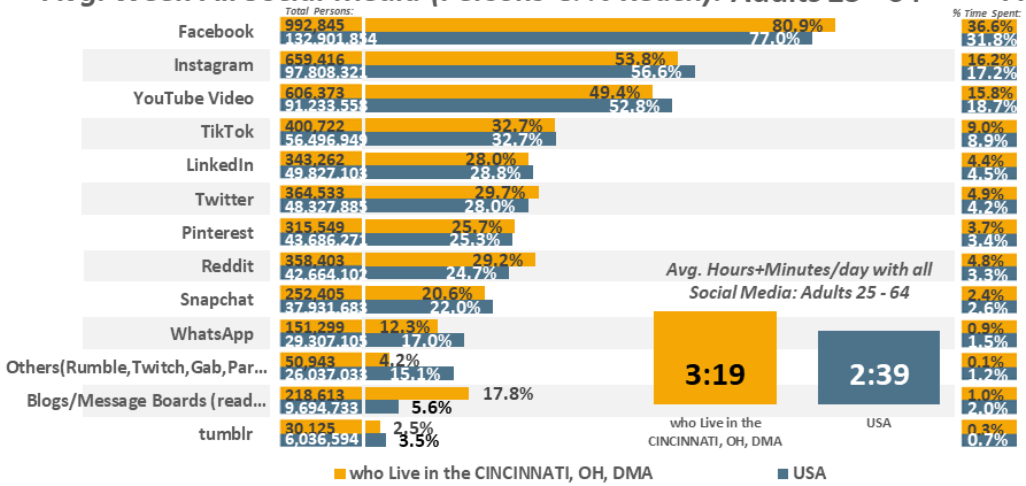


Cincinnati, OH, DMA

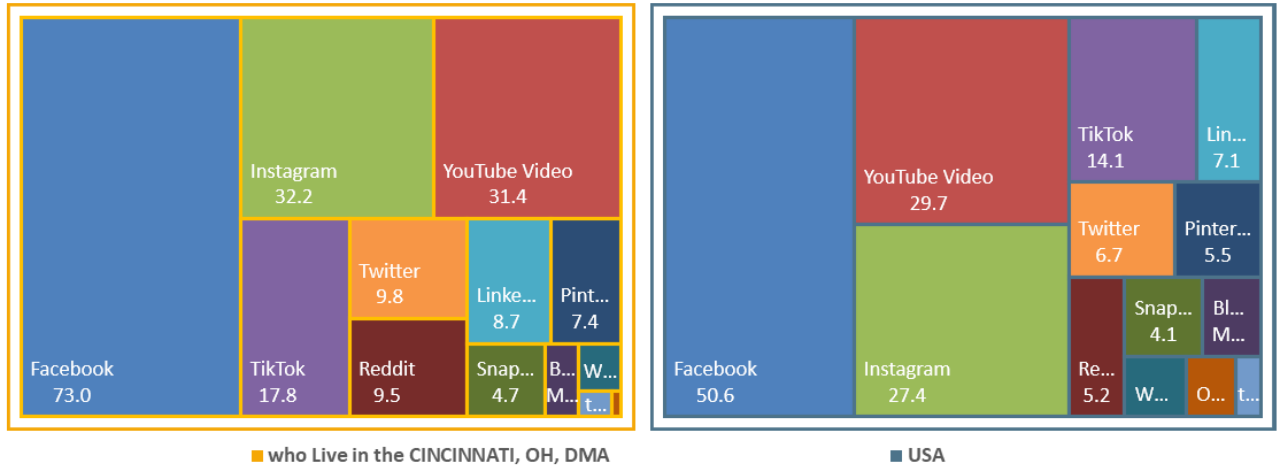
P25-64

880,374 or 71.8% of Adults 25 - 64 who Live in the CINCINNATI, OH, DMA use Ad-Supported Facebook for an average of 56.3 minutes every day representing 32.2% of all time spent daily with Ad-Supported Social Media.

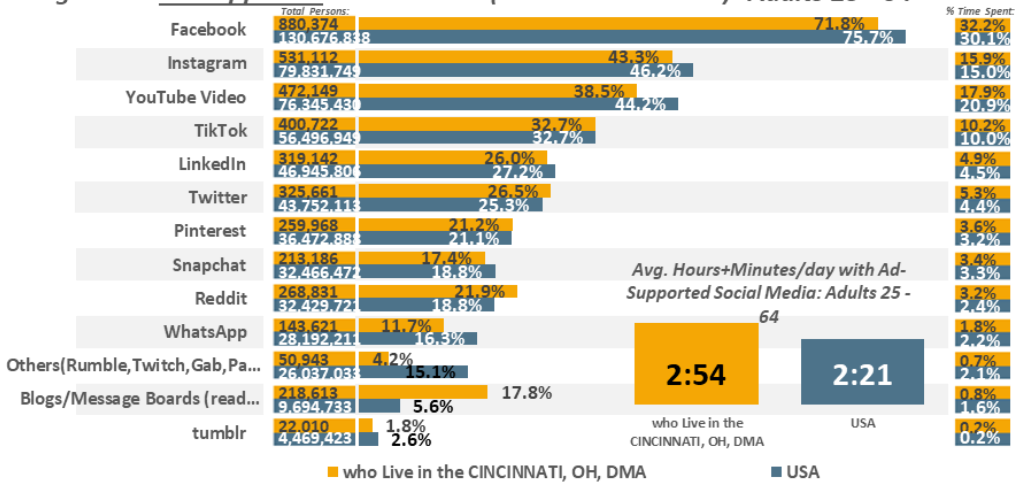
Avg. Week All Social Media (Persons & % Reach): Adults 25 - 64



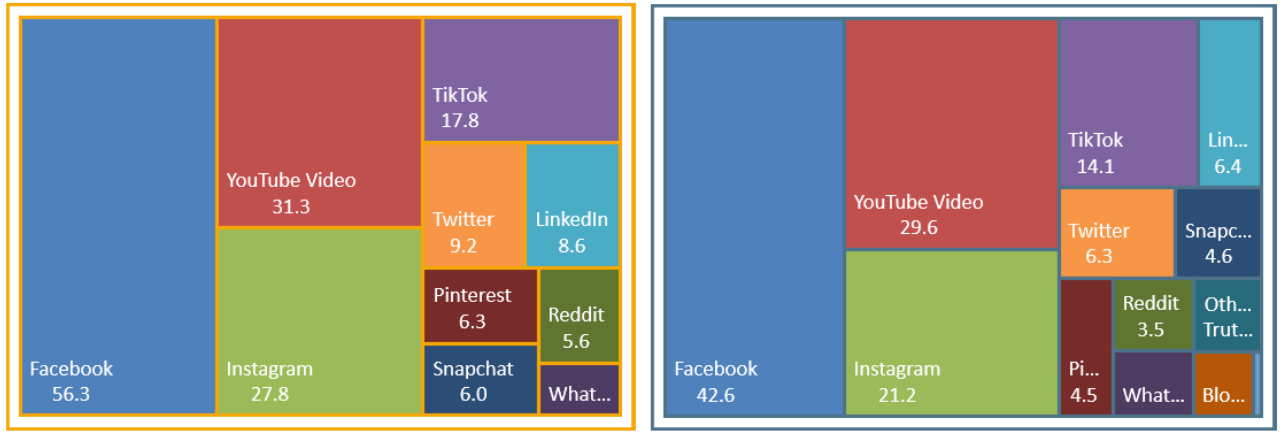
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 25 - 64



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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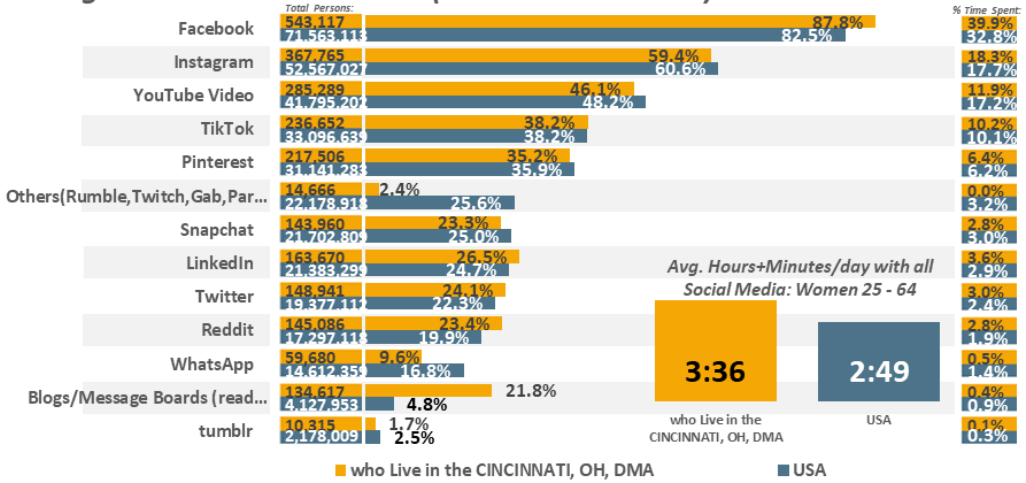
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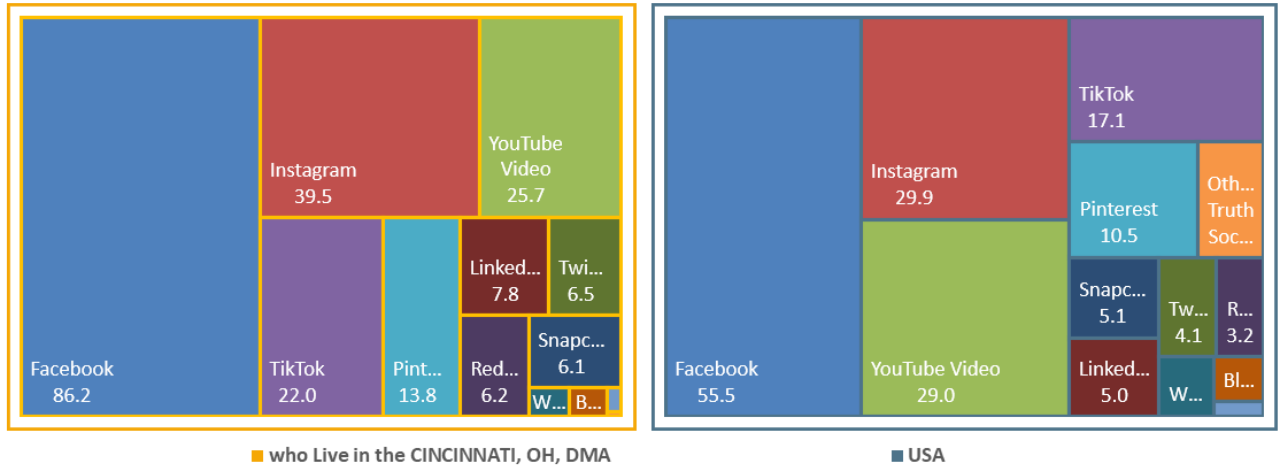
Cincinnati, OH, DMA
W25-64

506,021 or 81.8% of Women 25 - 64 who Live in the CINCINNATI, OH, DMA use Ad-Supported Facebook for an average of 78.4 minutes every day representing 40.7% of all time spent daily with Ad-Supported Social Media.

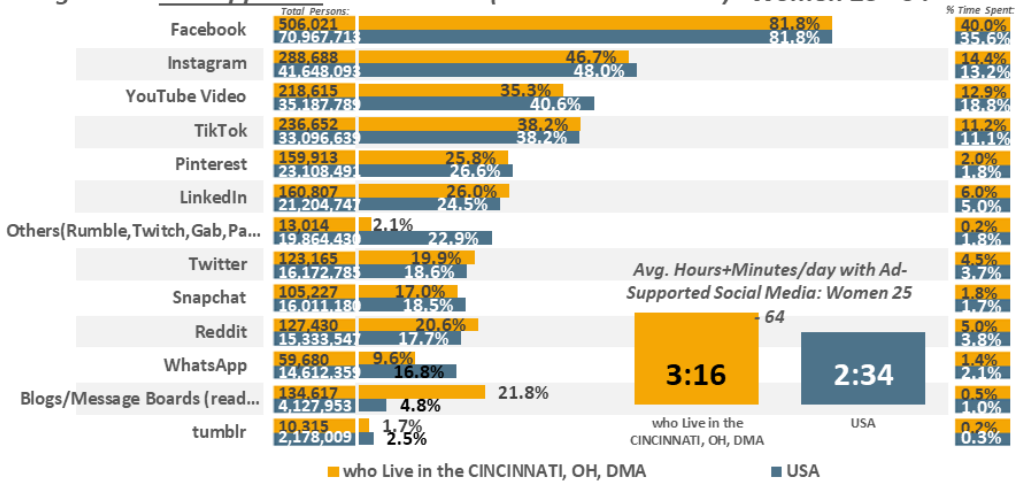
Avg. Week All Social Media (Persons & % Reach): Women 25 - 64



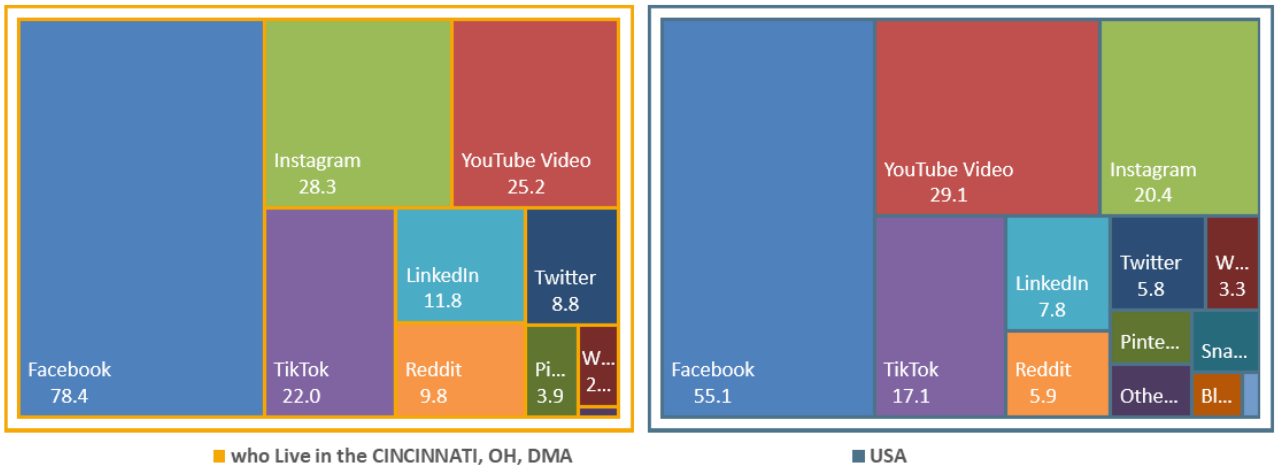
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



Avg. Week Ad-Supported Social Media (Persons & % Reach): Women 25 - 64



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 1,928

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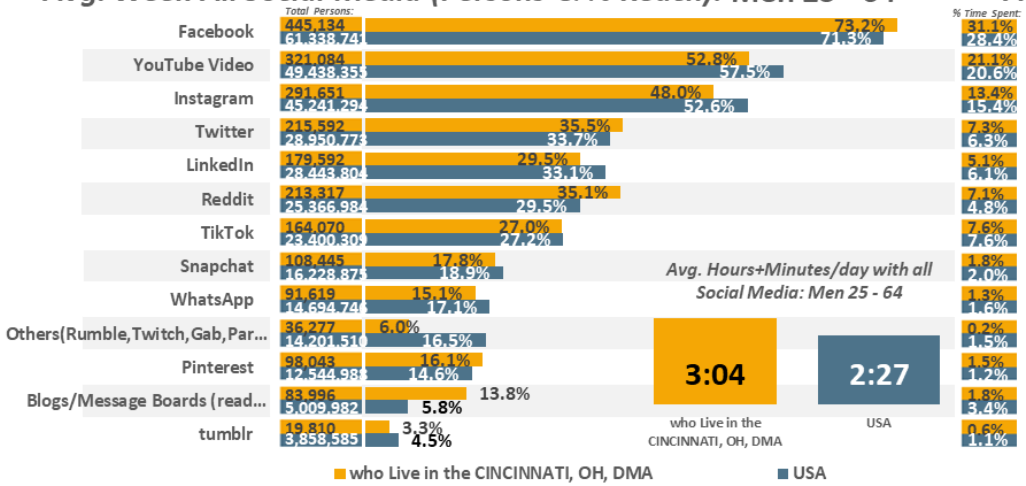
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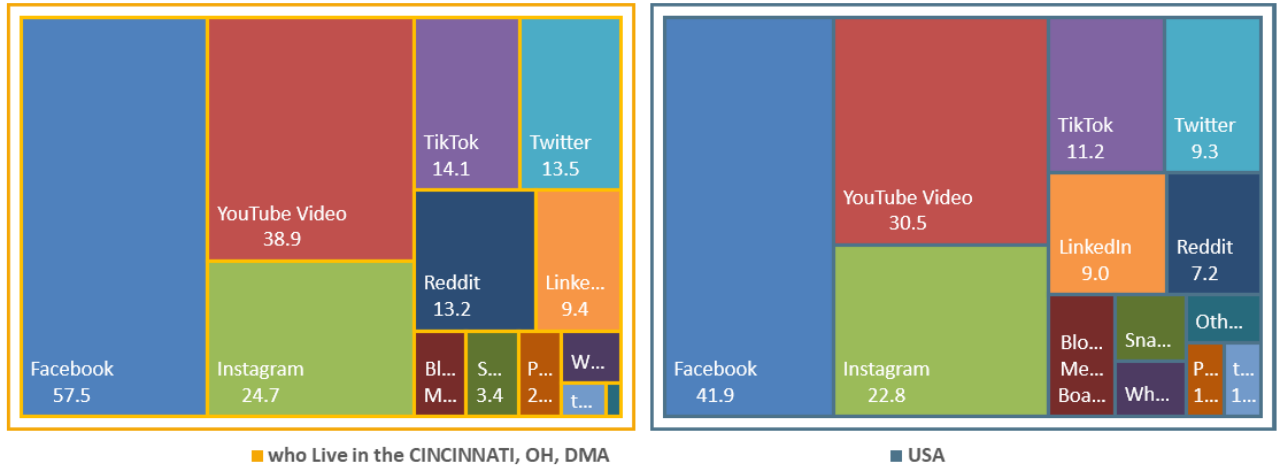
Cincinnati, OH, DMA
M25-64

374,353 or 61.6% of Men 25 - 64 who Live in the CINCINNATI, OH, DMA use Ad-Supported Facebook for an average of 46.3 minutes every day representing 29.8% of all time spent daily with Ad-Supported Social Media.

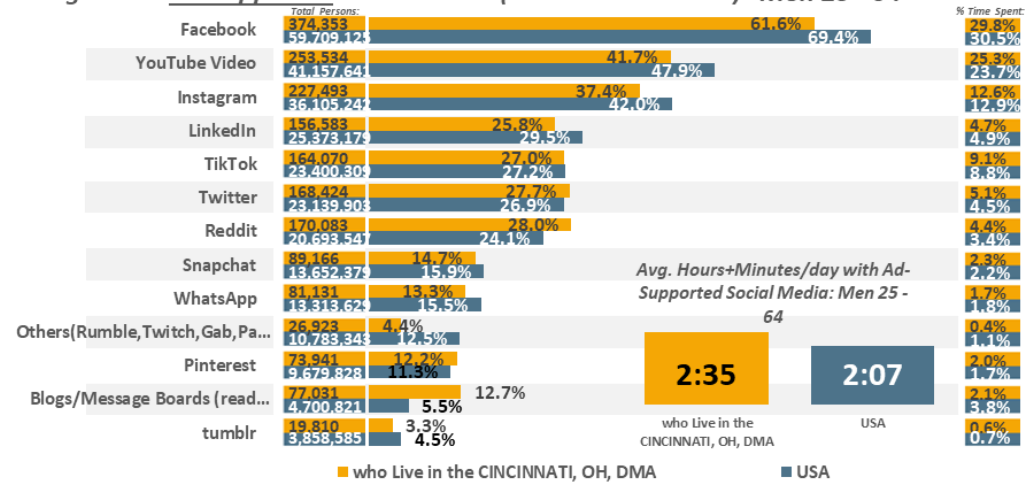
Avg. Week All Social Media (Persons & % Reach): Men 25 - 64



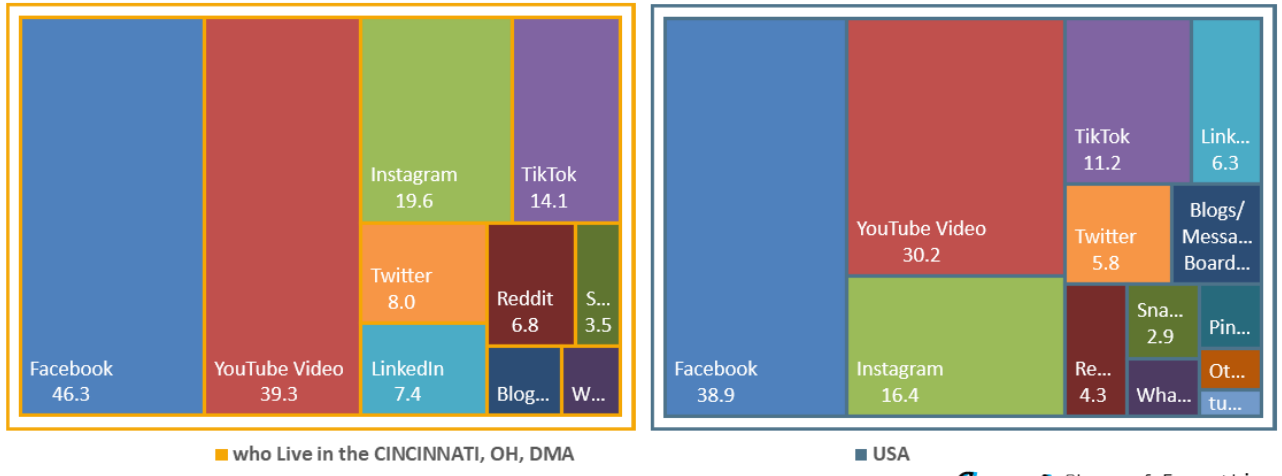
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 64



Avg. Week Ad-Supported Social Media (Persons & % Reach): Men 25 - 64



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 64



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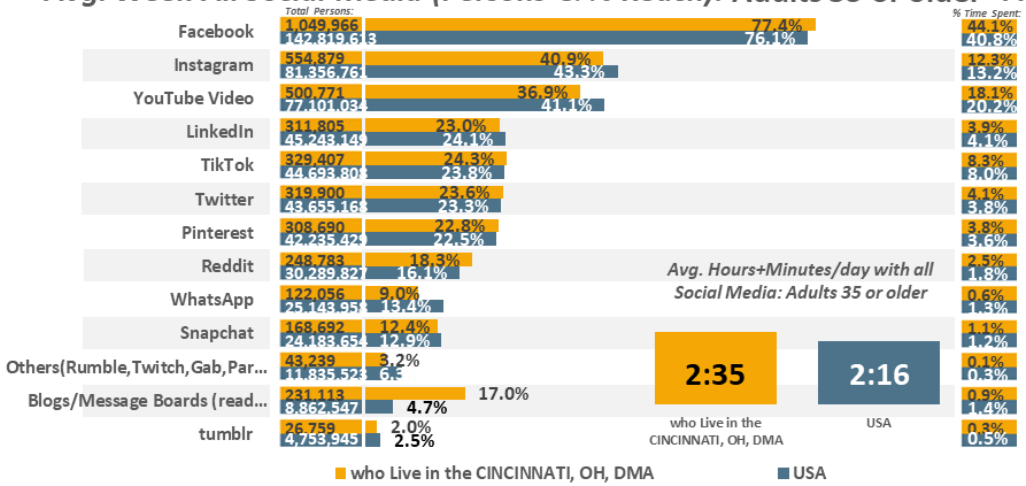


Cincinnati, OH, DMA

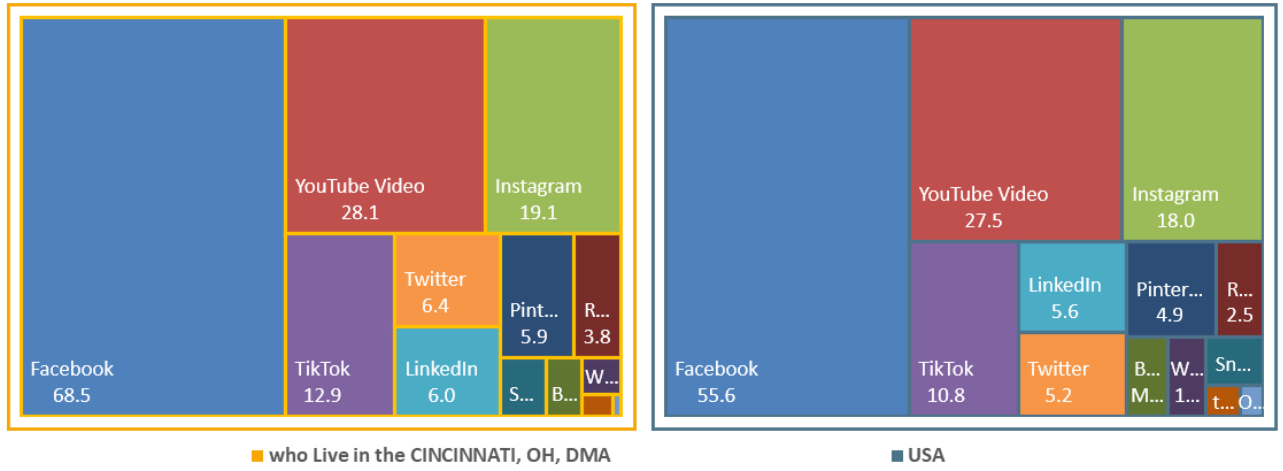
P35+

931,367 or 68.7% of Adults 35 or older who Live in the CINCINNATI, OH, DMA use Ad-Supported Facebook for an average of 50.9 minutes every day representing 37.7% of all time spent daily with Ad-Supported Social Media.

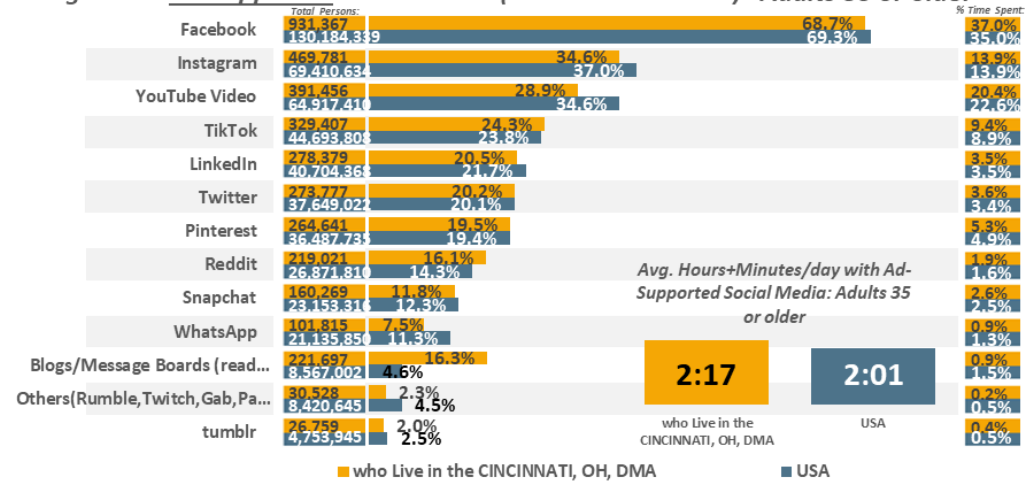
Avg. Week All Social Media (Persons & % Reach): Adults 35 or older



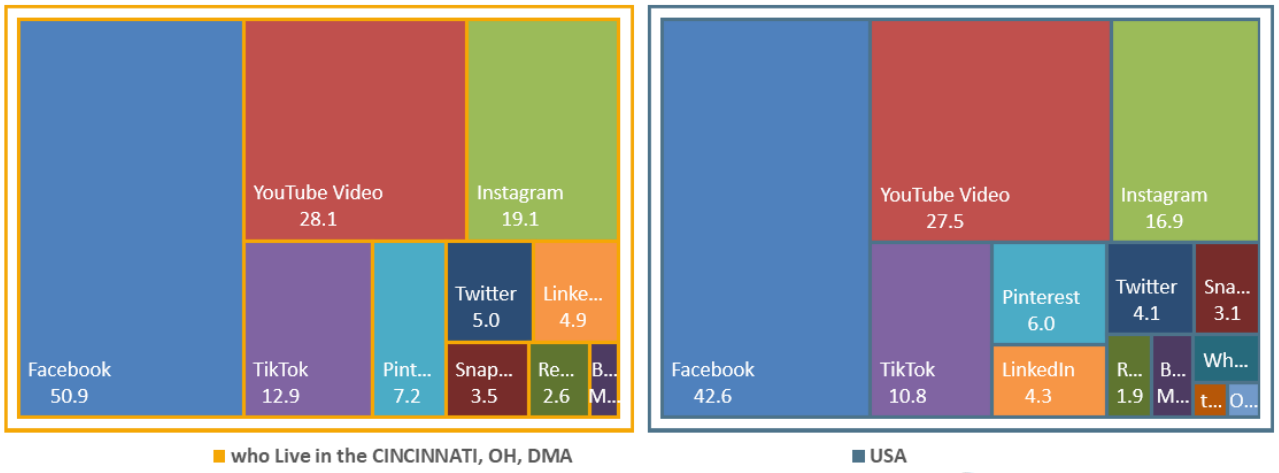
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



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



USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 1,928

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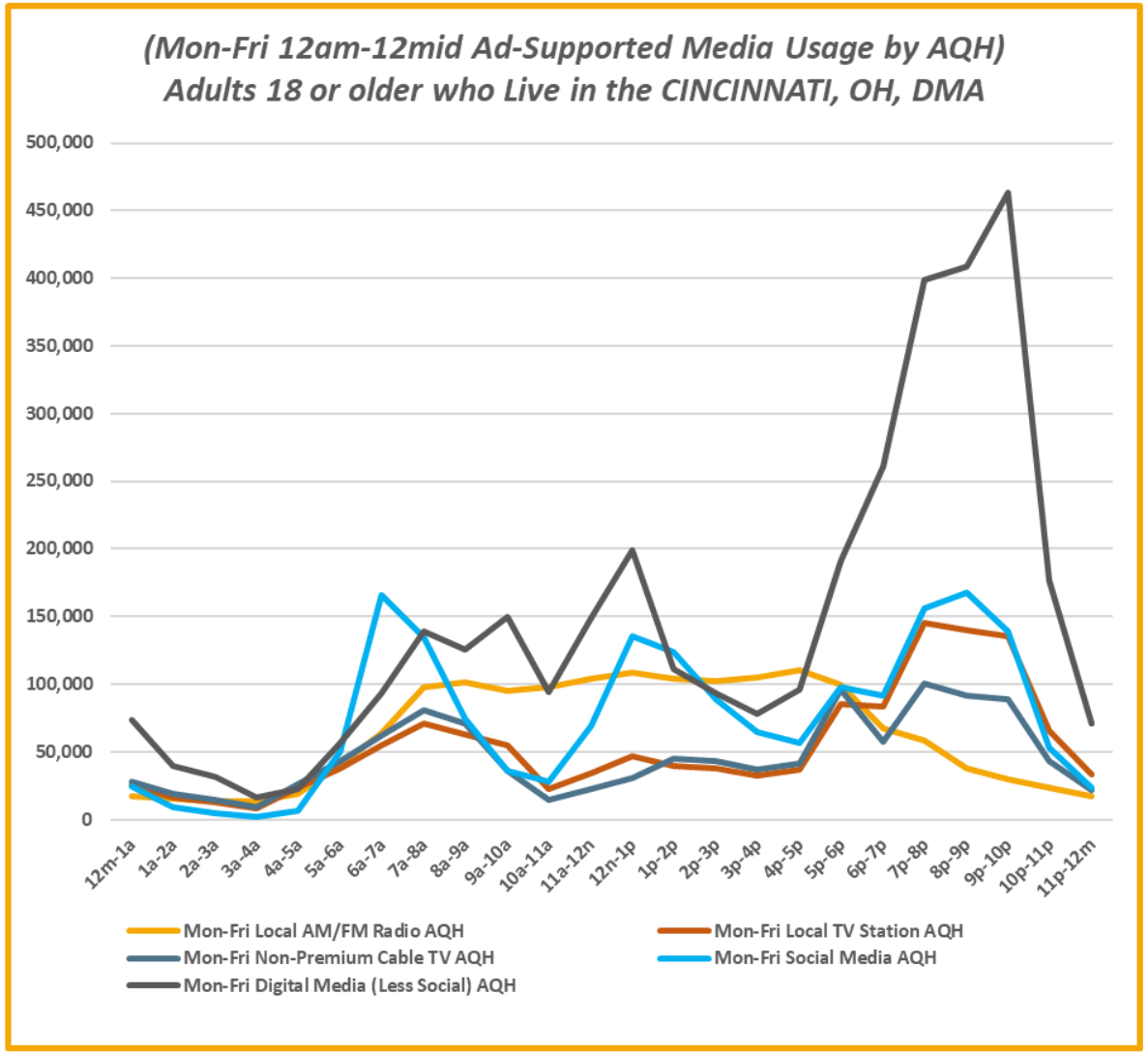
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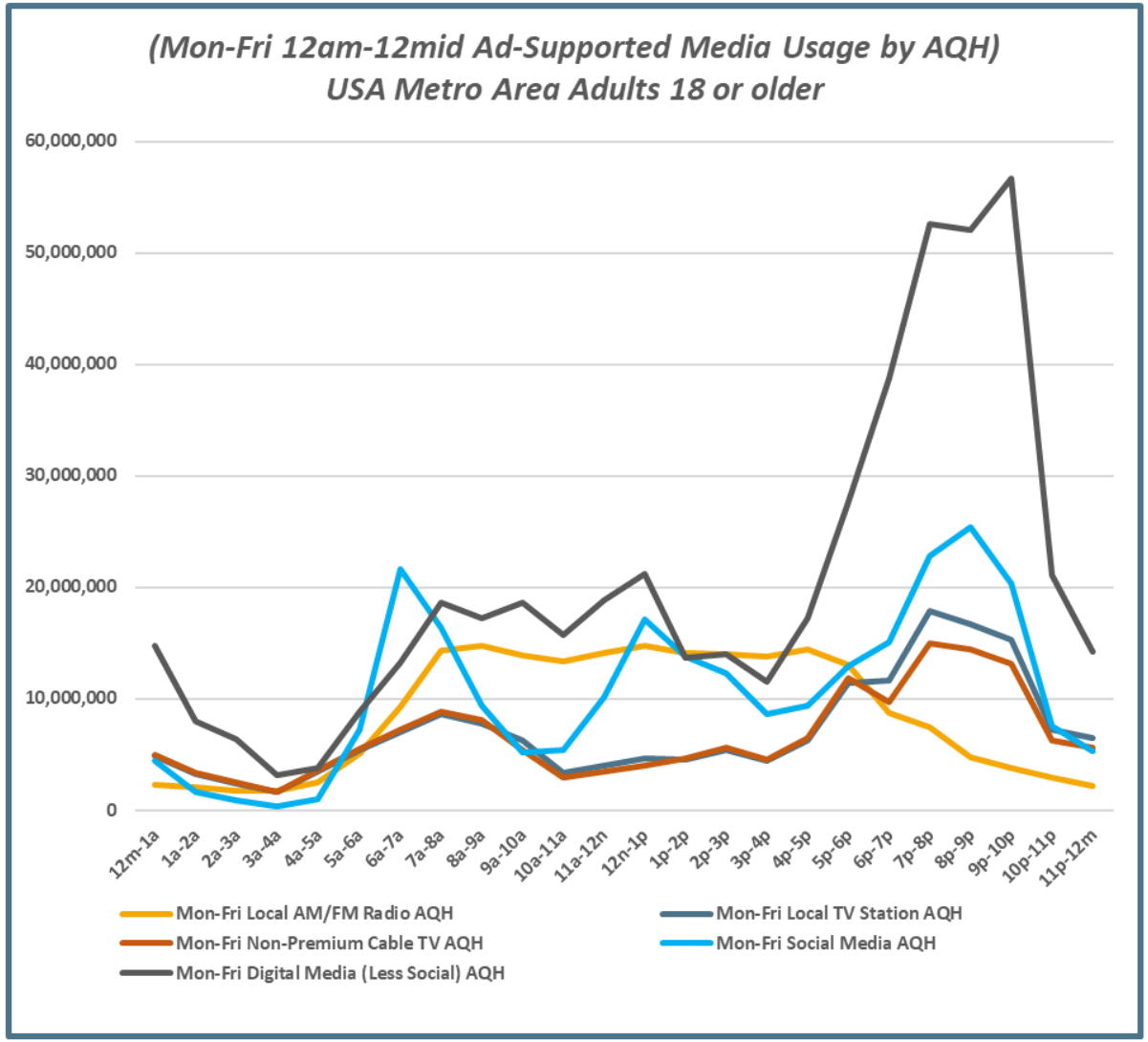


Cincinnati, OH, DMA

P18+

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 136,817; Local Radio: 96,564; Social Media: 89,649; Local TV: 50,901; Non-Prem. Cable: 49,009 reaching Adults 18 or older who Live in the CINCINNATI, OH, DMA.





USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 1,928

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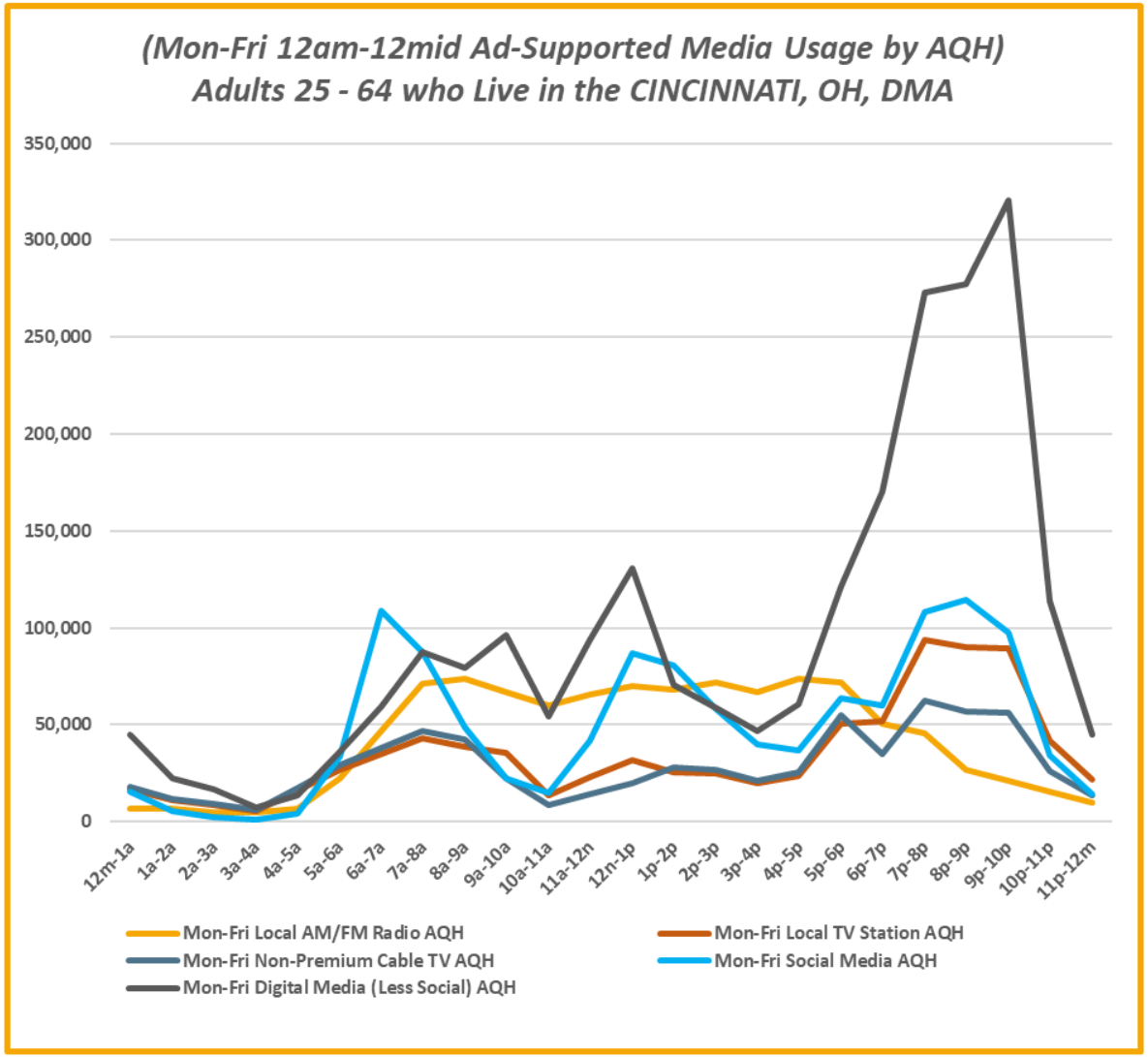
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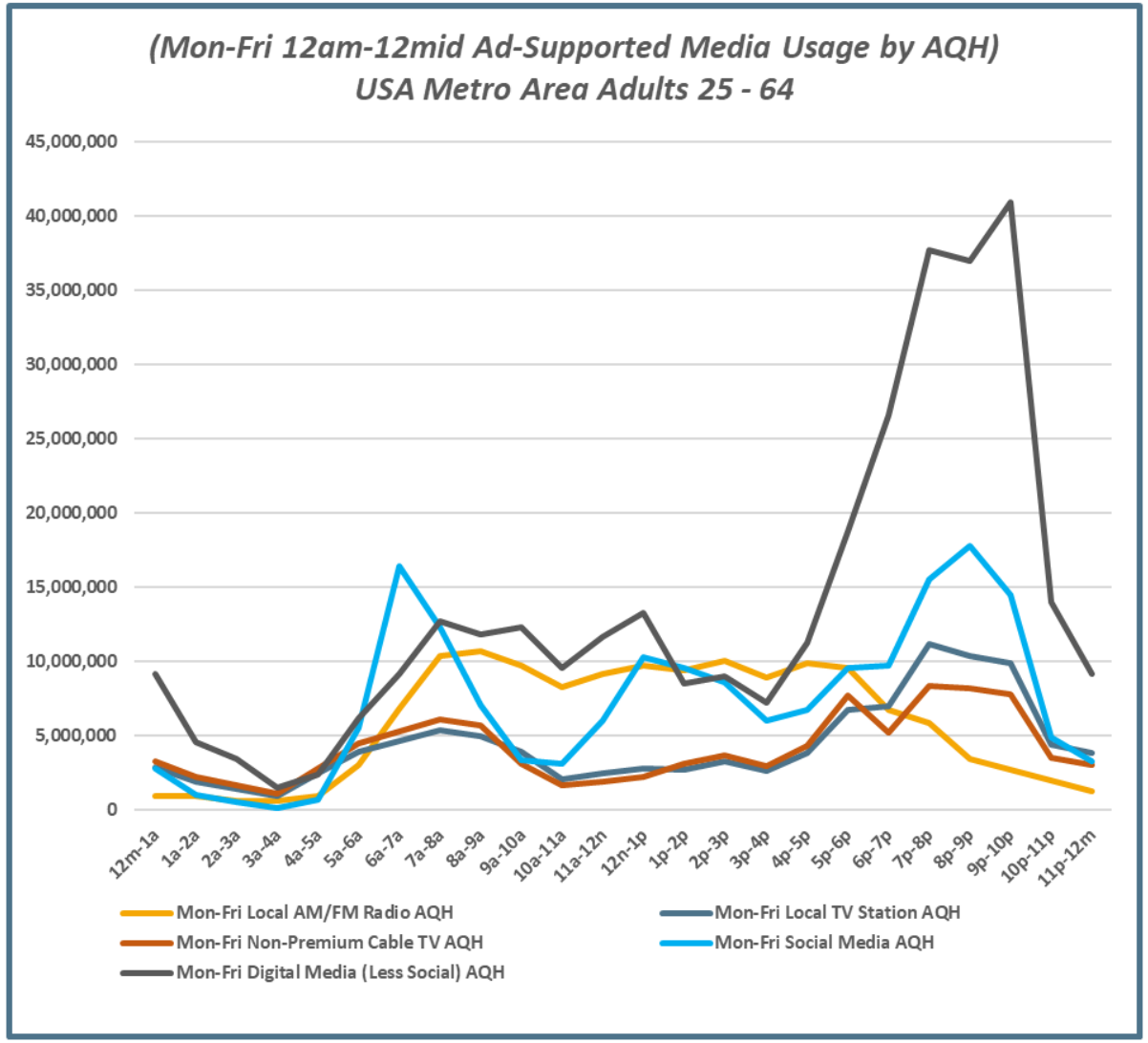


Cincinnati, OH, DMA

P25-64

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 86,903; Local Radio: 65,909; Social Media: 57,715; Local TV: 32,043; Non-Prem. Cable: 29,555 reaching Adults 25 - 64 who Live in the CINCINNATI, OH, DMA.





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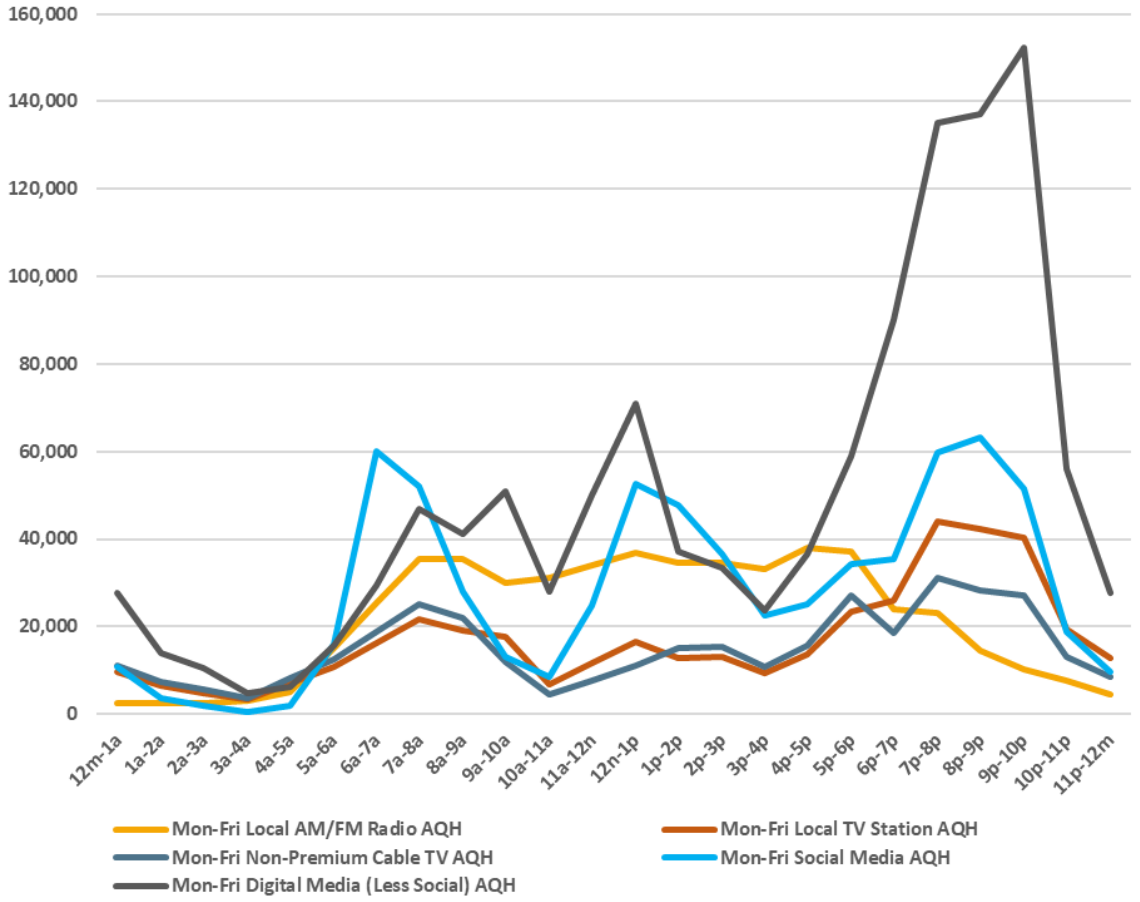


Cincinnati, OH, DMA

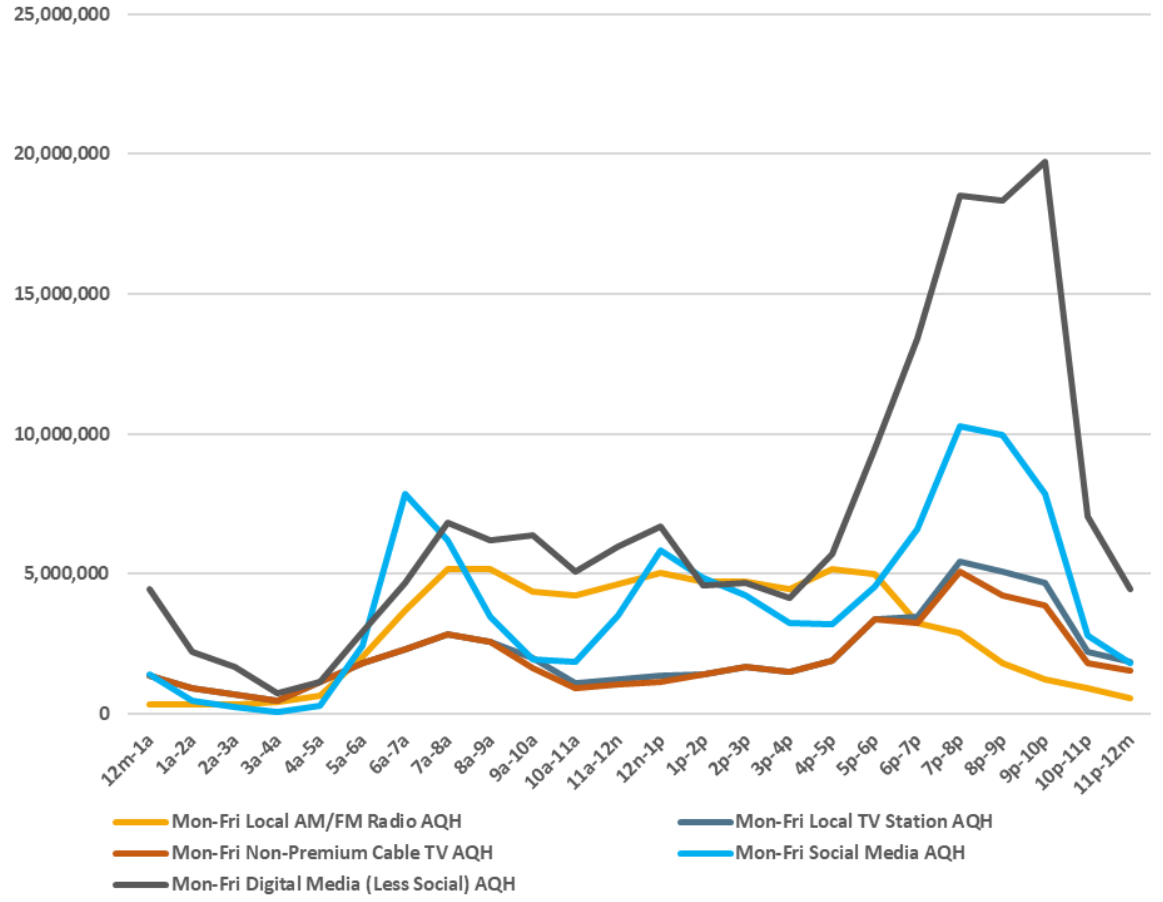
W25-64

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 45,921; Social Media: 33,898; Local Radio: 33,012; Local TV: 15,968; Non-Prem. Cable: 15,649 reaching Women 25 - 64 who Live in the CINCINNATI, OH, DMA.

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH) Women 25 - 64 who Live in the CINCINNATI, OH, DMA



(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH) USA Metro Area Women 25 - 64



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USA Jan23-Oct23 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,338

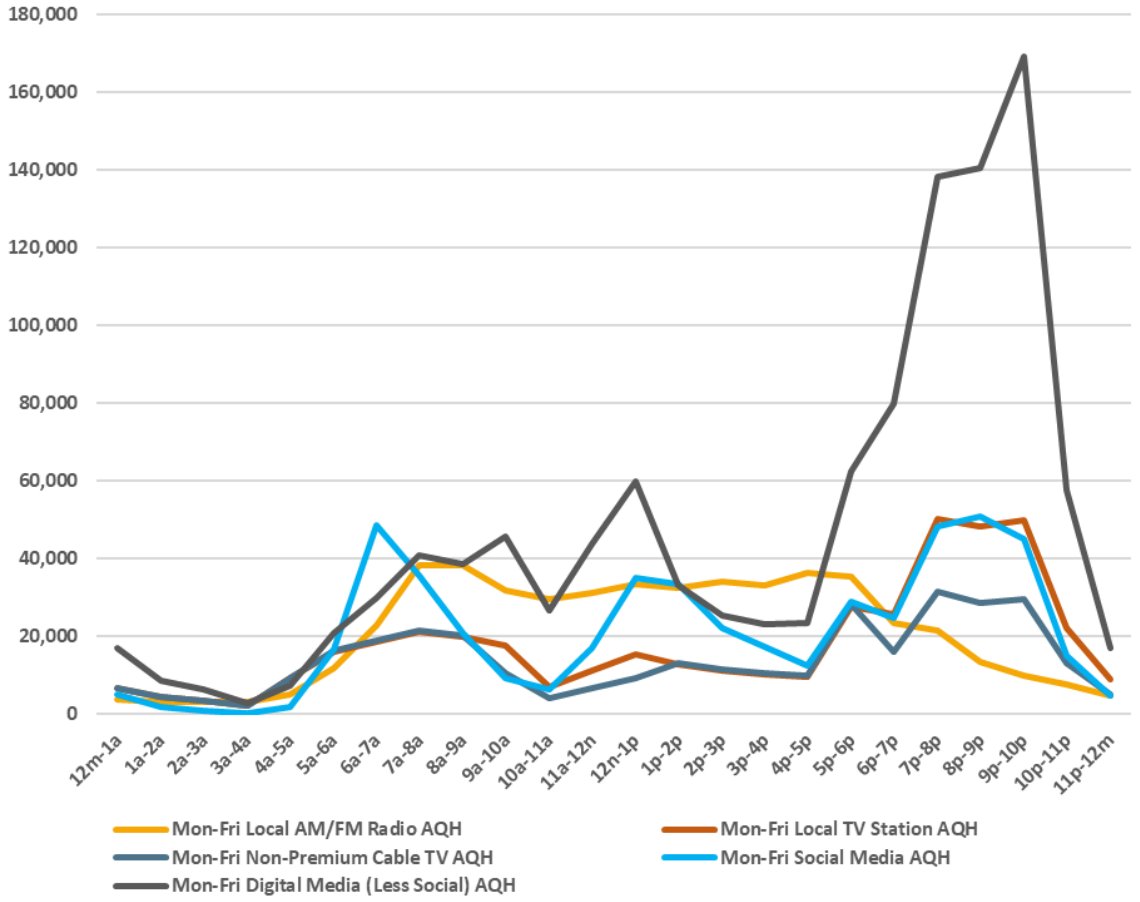


Cincinnati, OH, DMA

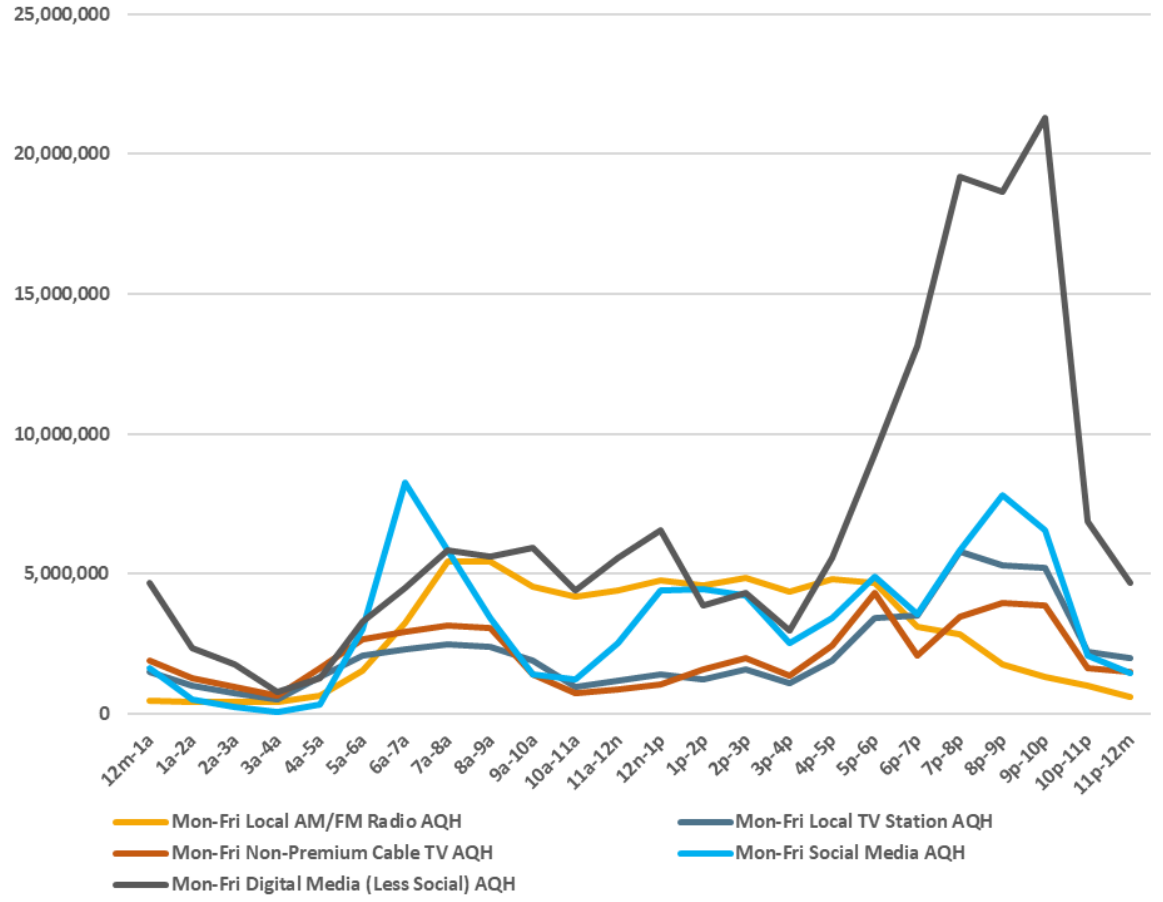
M25-64

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 40,912; Local Radio: 32,288; Social Media: 23,935; Local TV: 16,016; Non-Prem. Cable: 13,893 reaching Men 25 - 64 who Live in the CINCINNATI, OH, DMA.

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH) Men 25 - 64 who Live in the CINCINNATI, OH, DMA



(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH) USA Metro Area Men 25 - 64



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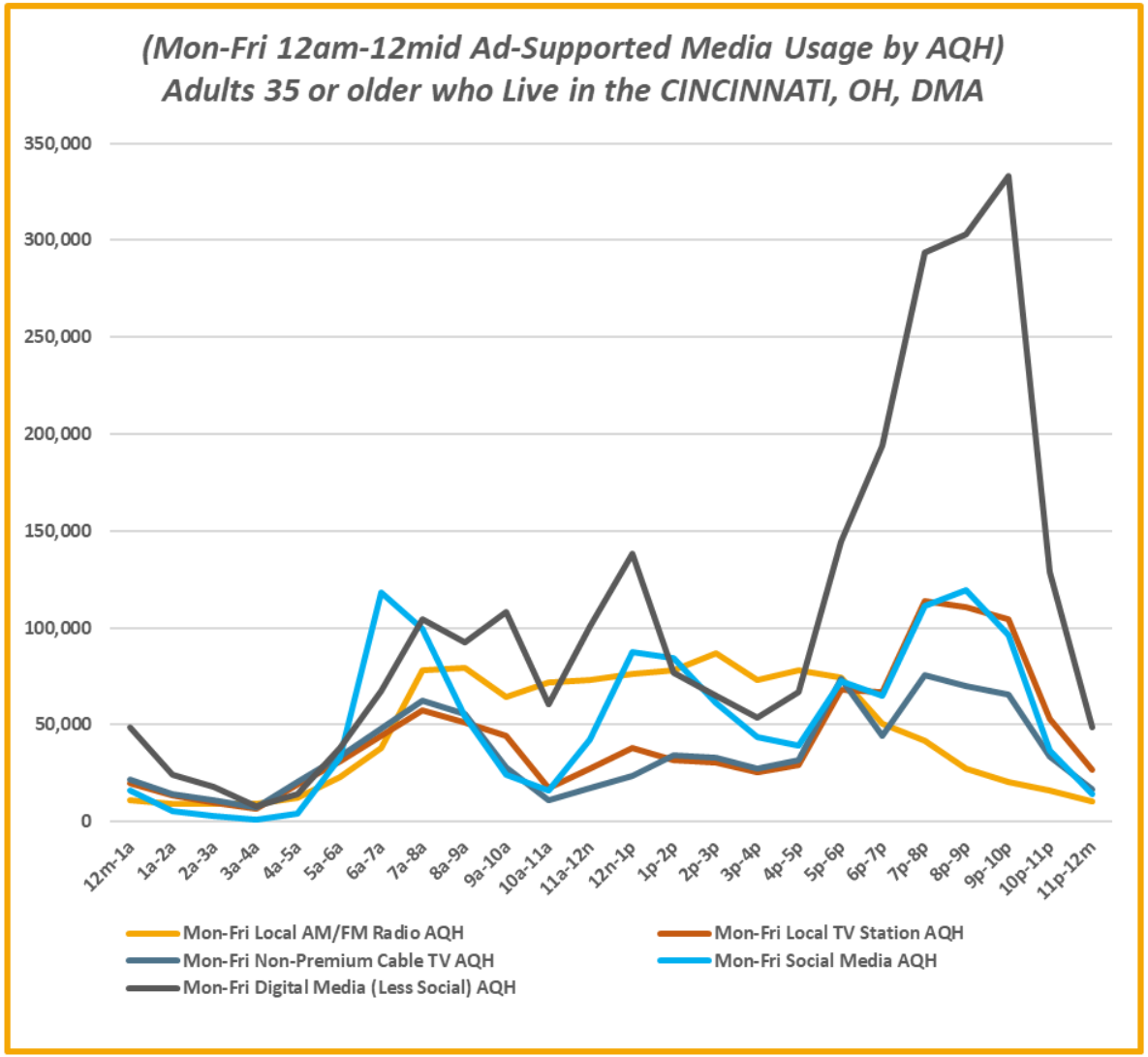
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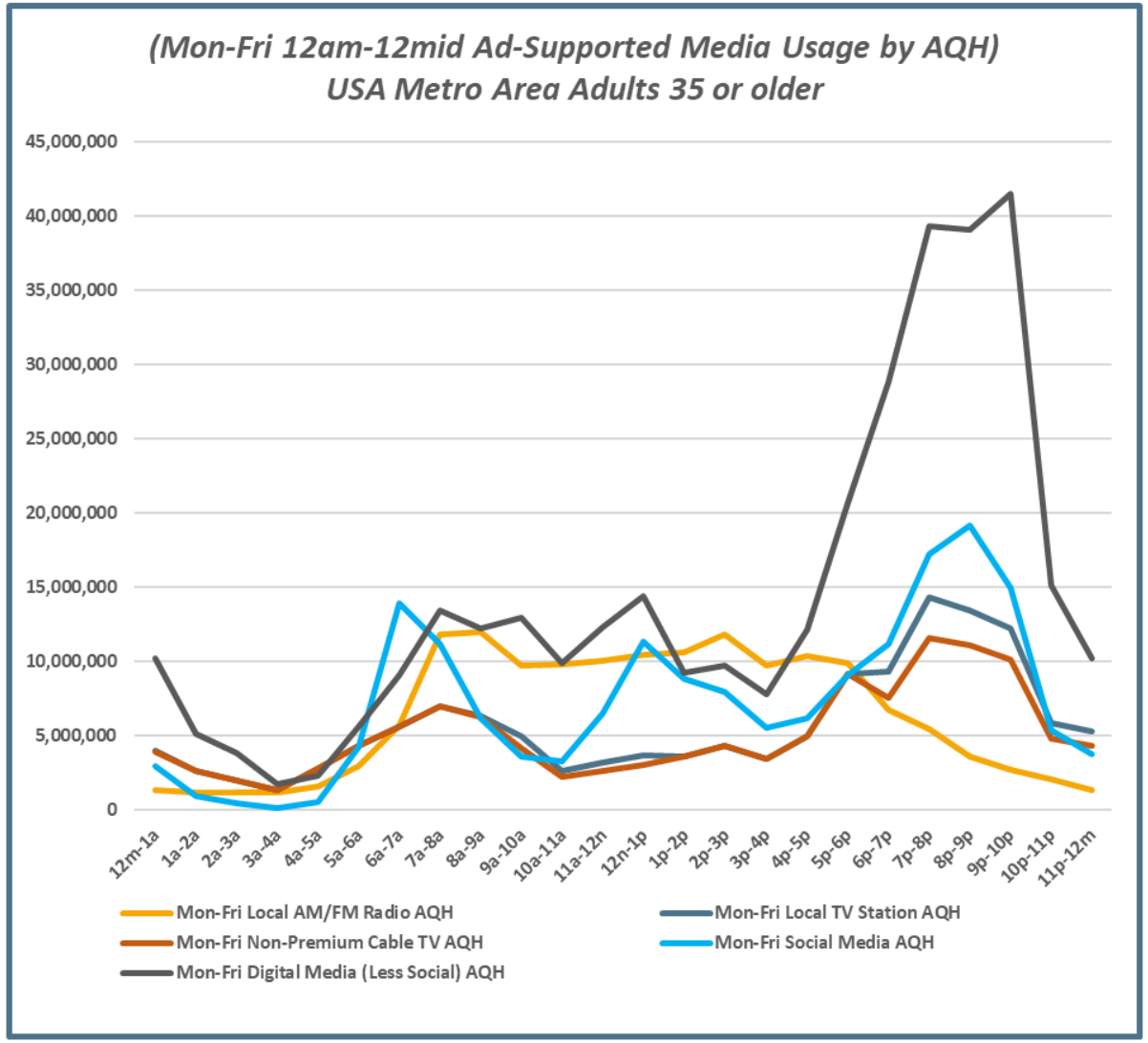


Cincinnati, OH, DMA

P35+

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 97,962; Local Radio: 71,028; Social Media: 62,138; Local TV: 40,863; Non-Prem. Cable: 37,800 reaching Adults 35 or older who Live in the CINCINNATI, OH, DMA.





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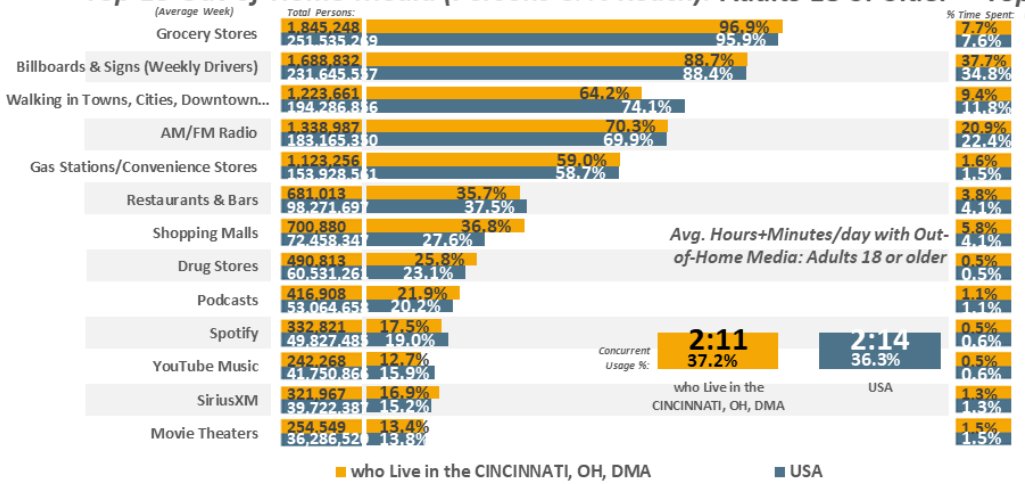


Cincinnati, OH, DMA

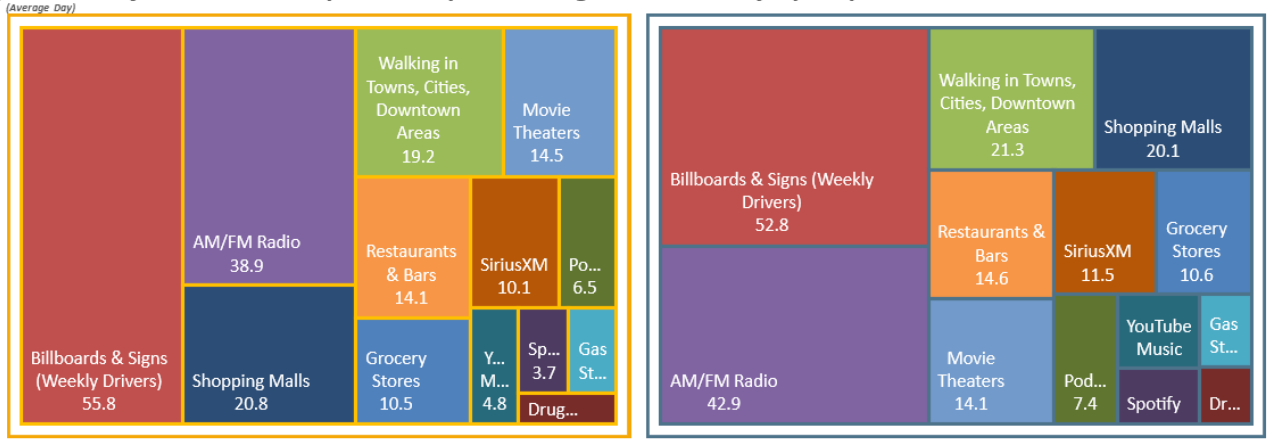
P18+

1,688,832 or 88.7% of Adults 18 or older who Live in the CINCINNATI, OH, DMA spend an average of 55.8 minutes per day driving, seeing Billboards and Signs. 67.6% Listen to Local Radio Stations Out-of-Home for an average of 36.8 minutes/day.

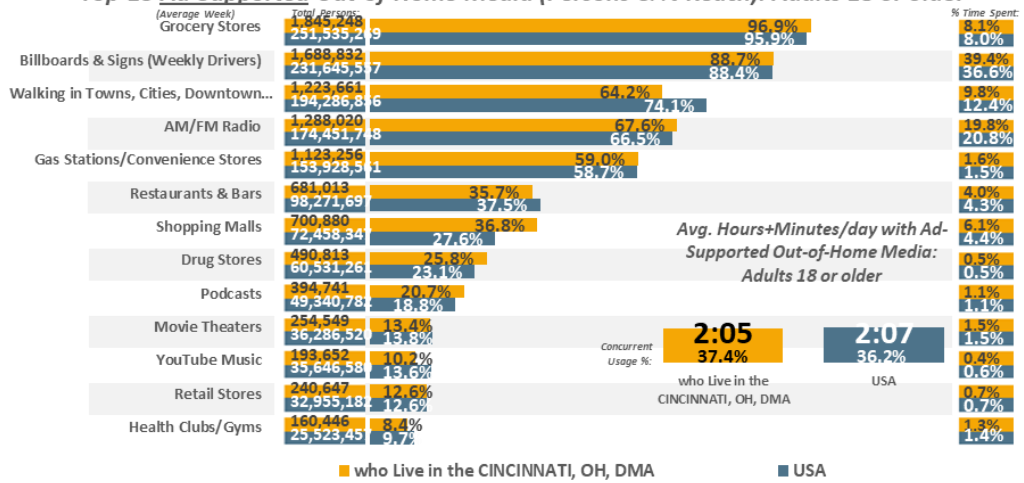
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



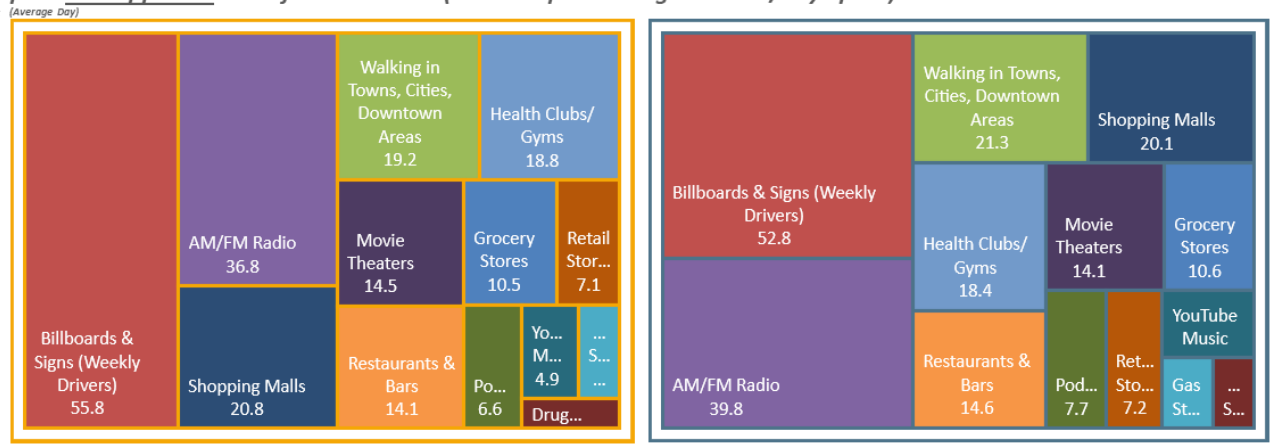
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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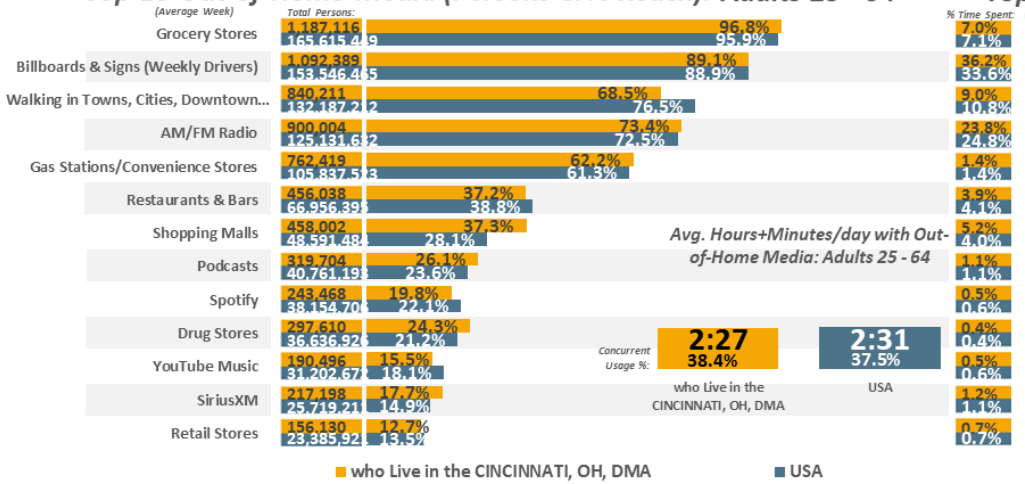
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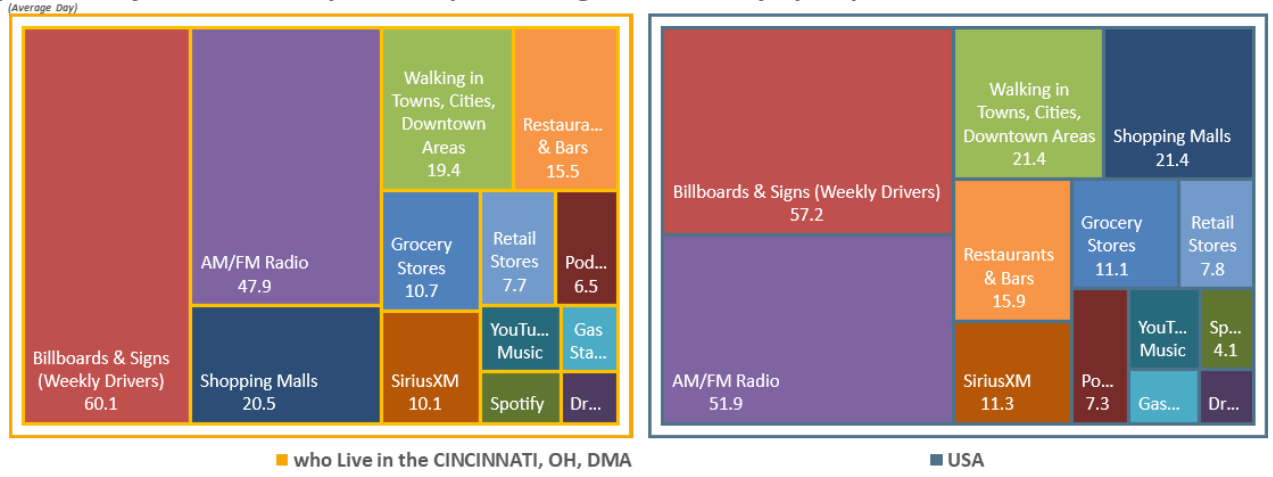
Cincinnati, OH, DMA
P25-64

1,092,389 or 89.1% of Adults 25 - 64 who Live in the CINCINNATI, OH, DMA spend an average of 60.1 minutes per day driving, seeing Billboards and Signs. 71.% Listen to Local Radio Stations Out-of-Home for an average of 45.4 minutes/day.

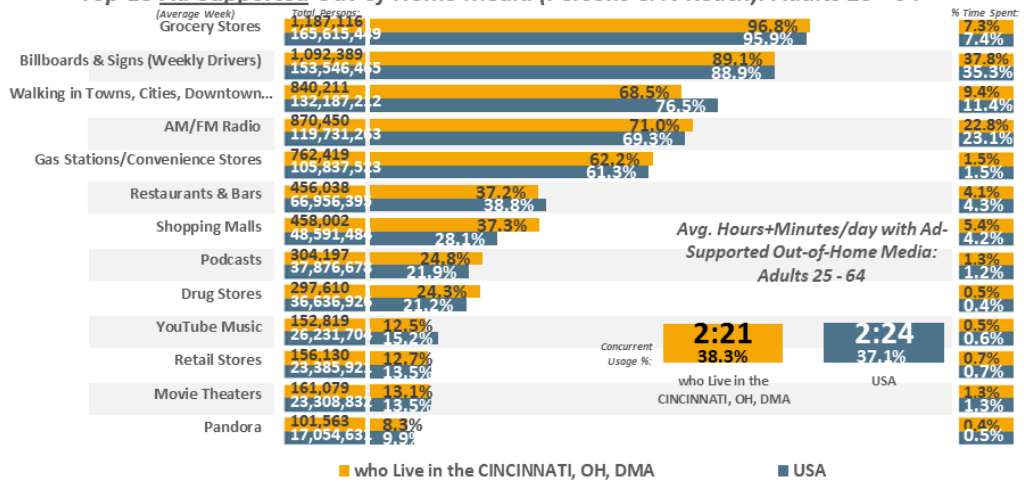
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 - 64



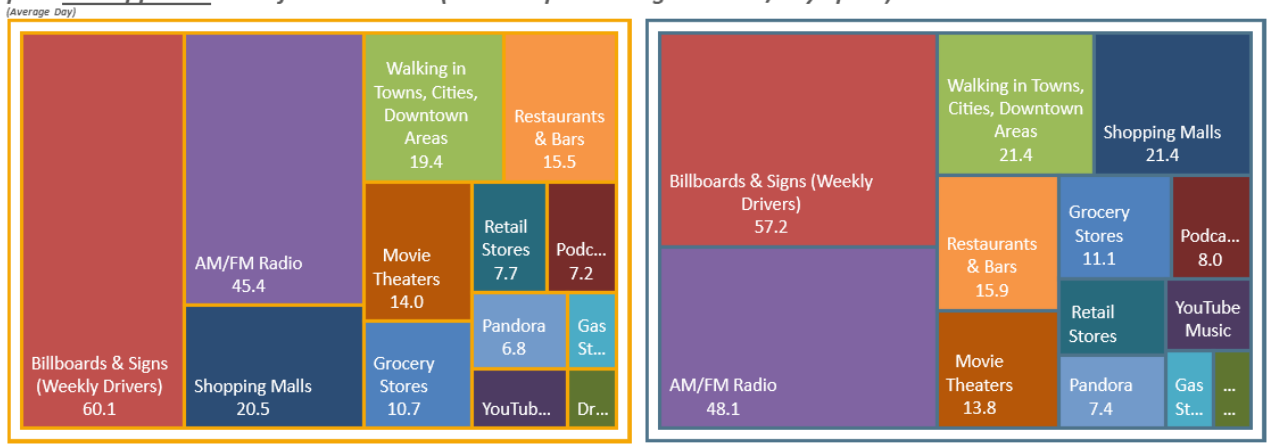
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 25 - 64



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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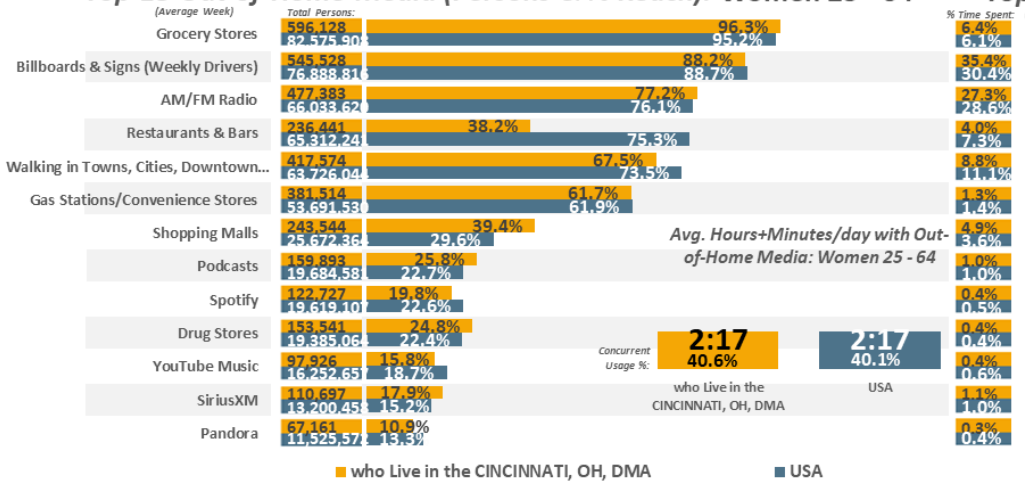
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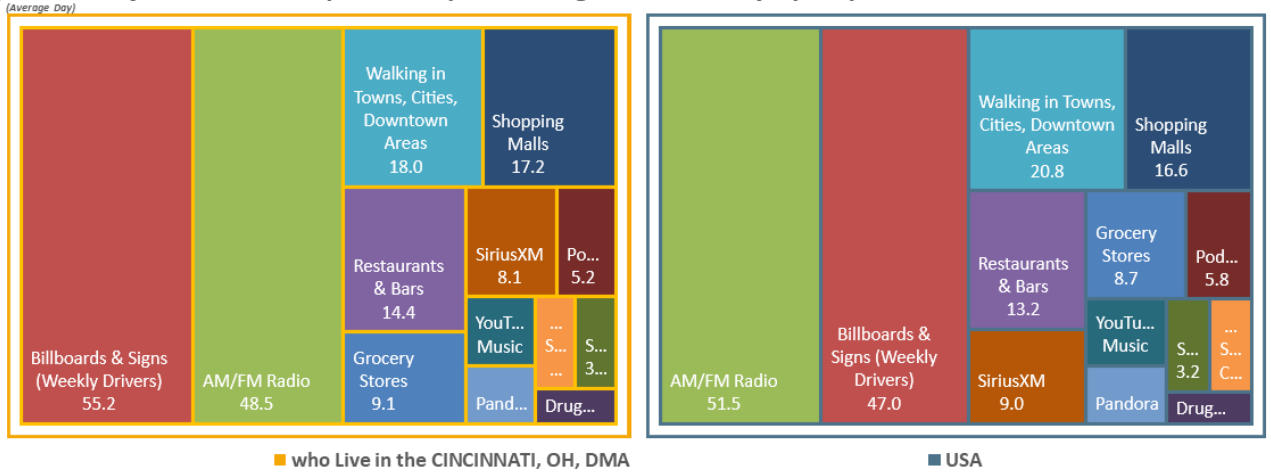
Cincinnati, OH, DMA
W25-64

545,528 or 88.2% of Women 25 - 64 who Live in the CINCINNATI, OH, DMA spend an average of 55.2 minutes per day driving, seeing Billboards and Signs. 74.6% Listen to Local Radio Stations Out-of-Home for an average of 46.2 minutes/day.

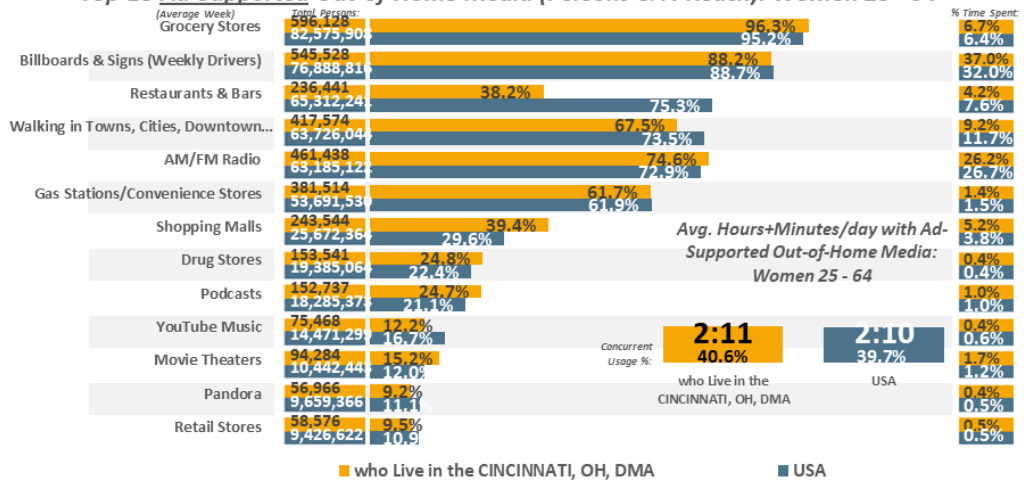
Top-13 Out-of-Home Media (Persons & % Reach): Women 25 - 64



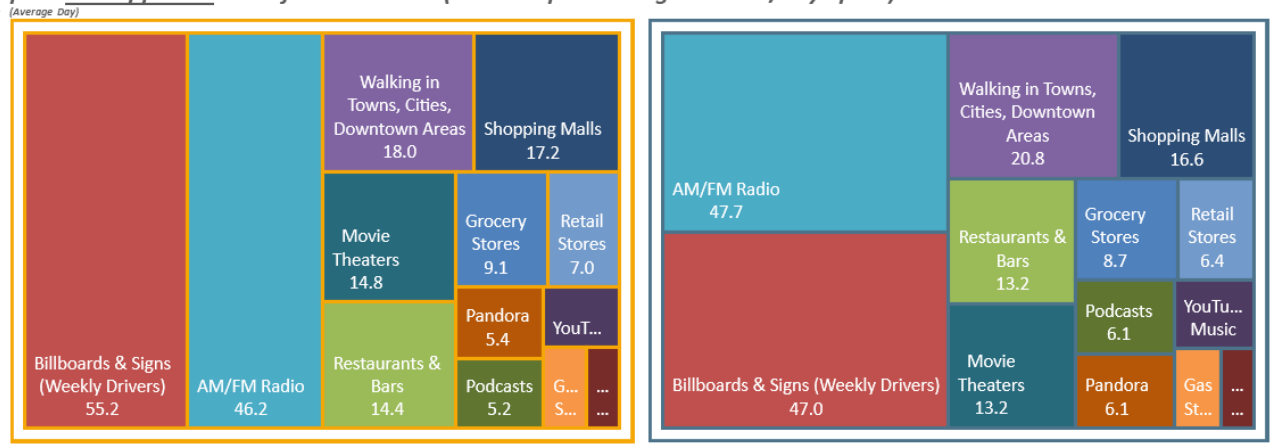
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Women 25 - 64



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



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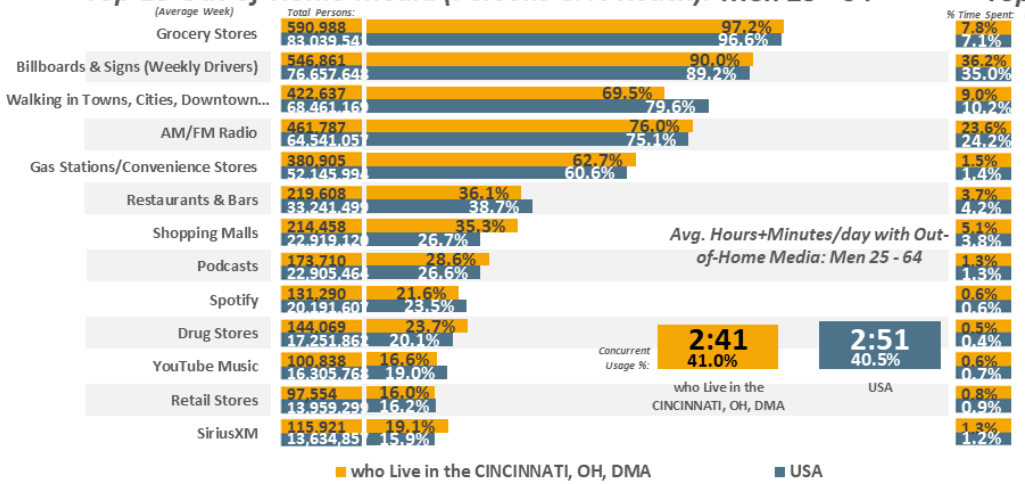
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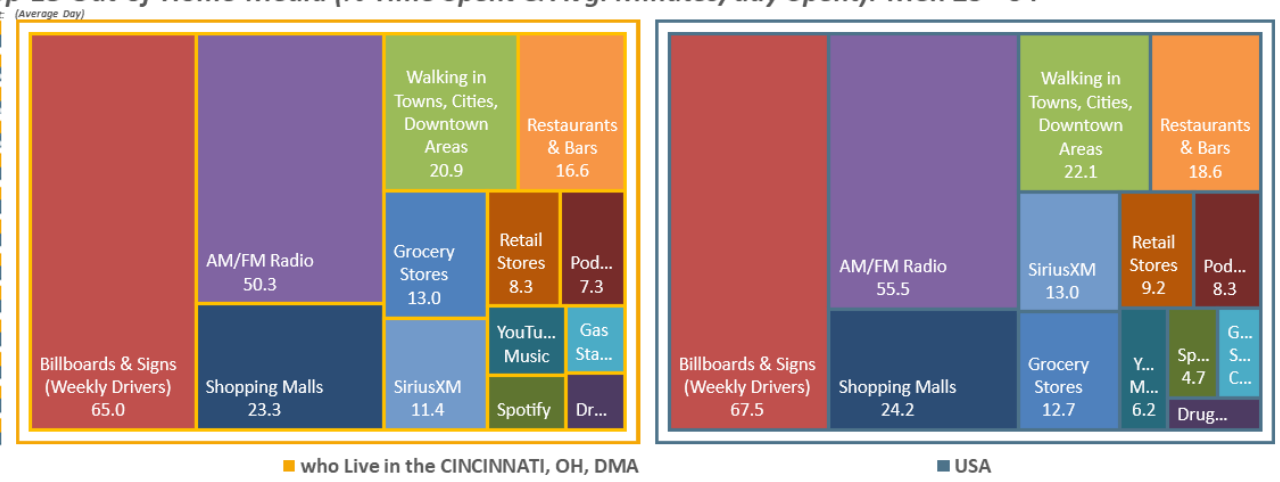
Cincinnati, OH, DMA
M25-64

546,861 or 90.% of Men 25 - 64 who Live in the CINCINNATI, OH, DMA spend an average of 65. minutes per day driving, seeing Billboards and Signs. 73.5% Listen to Local Radio Stations Out-of-Home for an average of 47.5 minutes/day.

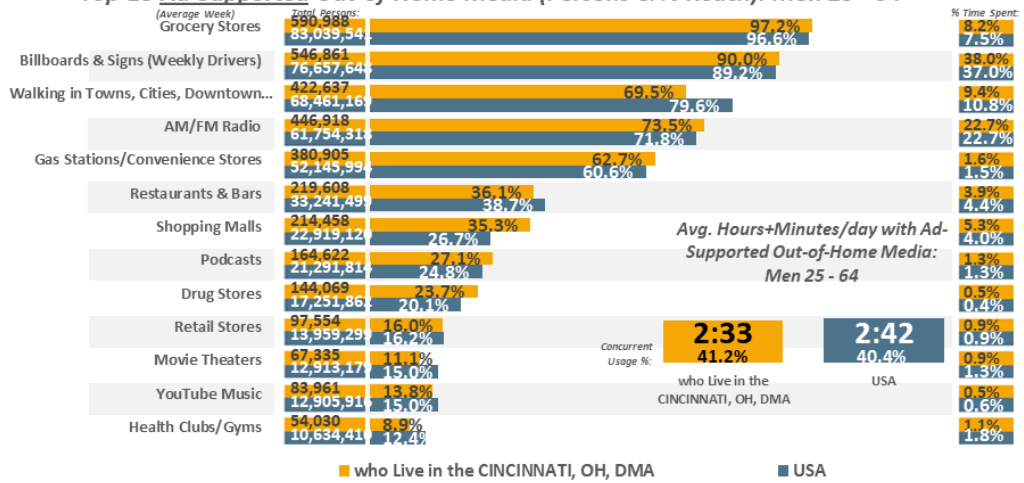
Top-13 Out-of-Home Media (Persons & % Reach): Men 25 - 64



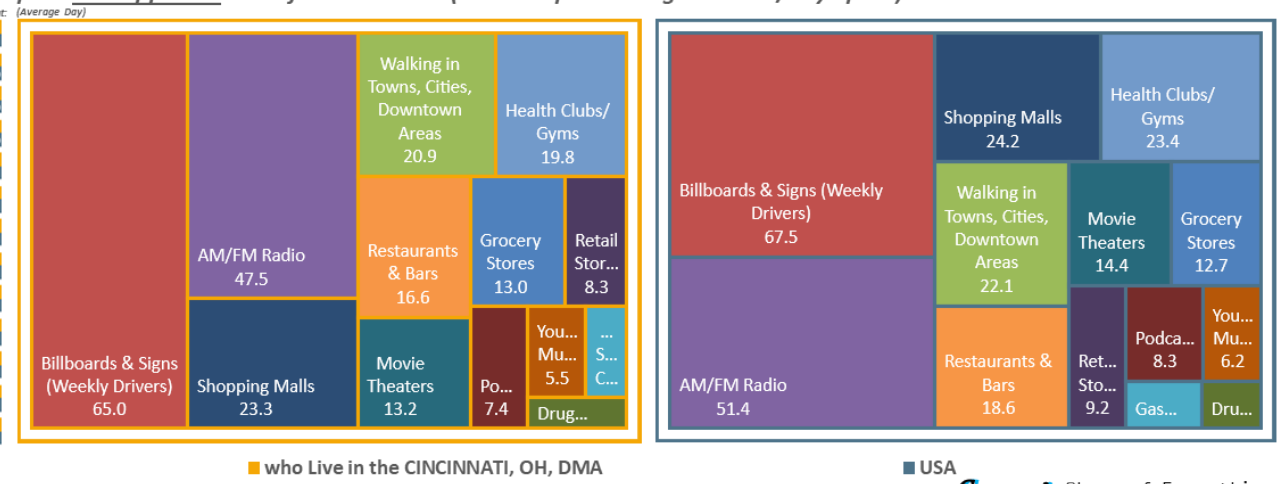
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 64



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Men 25 - 64



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 64



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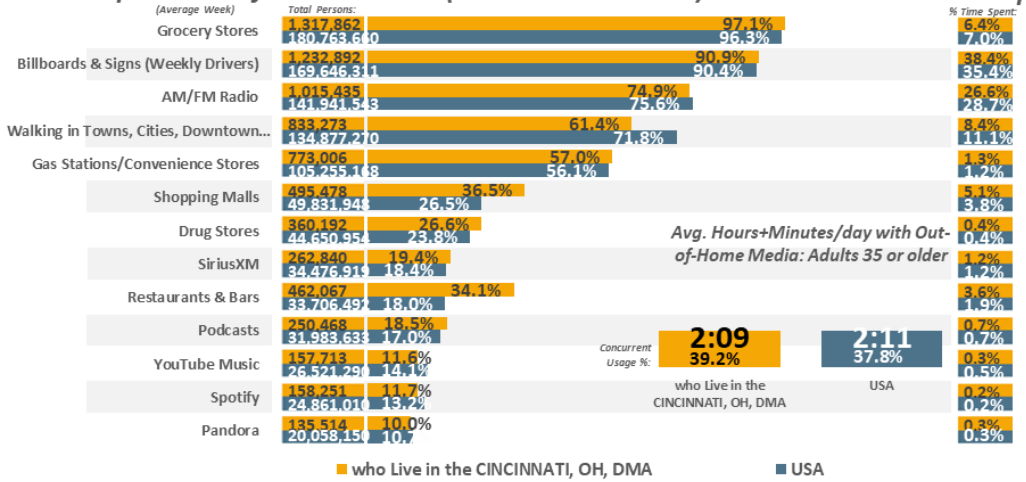


Cincinnati, OH, DMA

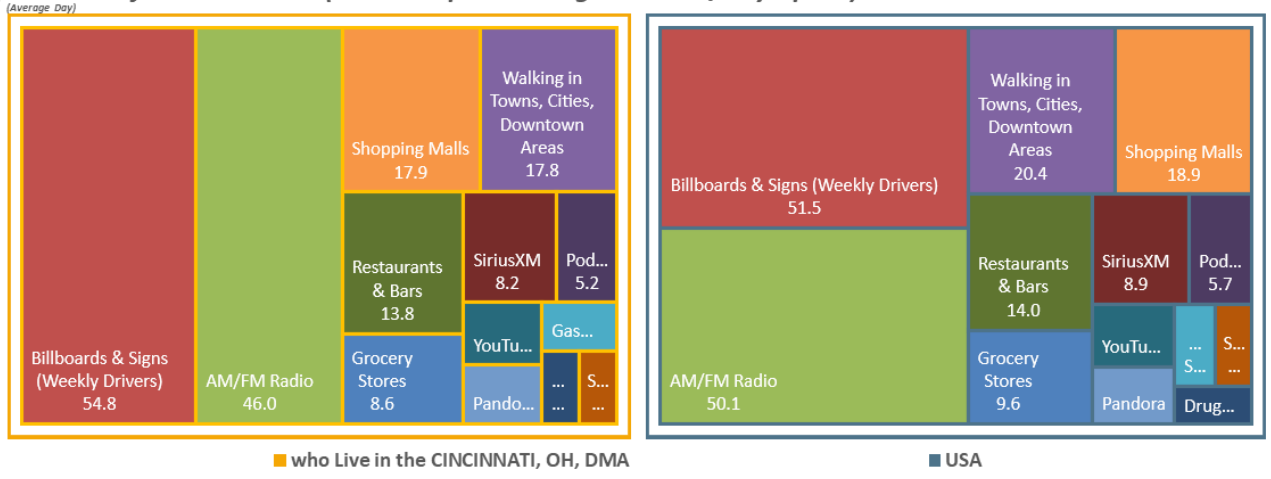
P35+

1,232,892 or 90.9% of Adults 35 or older who Live in the CINCINNATI, OH, DMA spend an average of 54.8 minutes per day driving, seeing Billboards and Signs. 71.8% Listen to Local Radio Stations Out-of-Home for an average of 43.6 minutes/day.

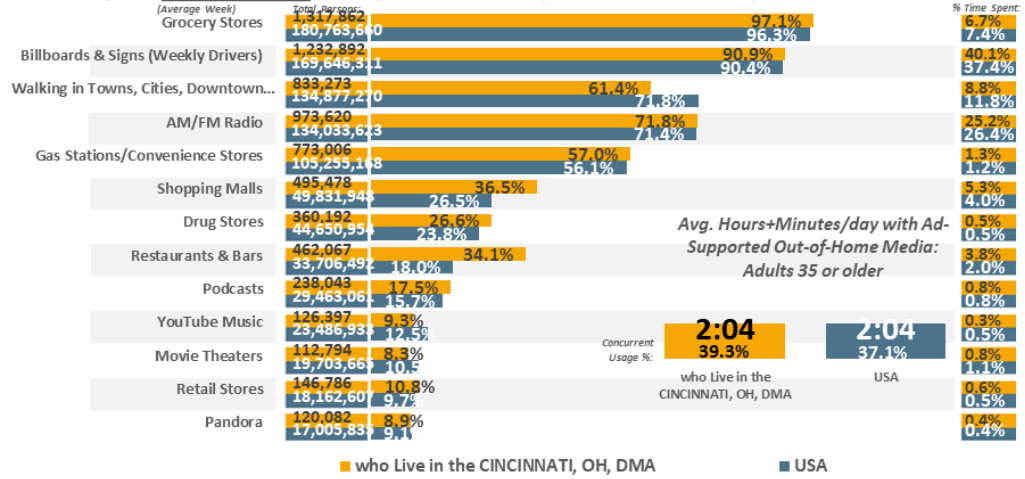
Top-13 Out-of-Home Media (Persons & % Reach): Adults 35 or older



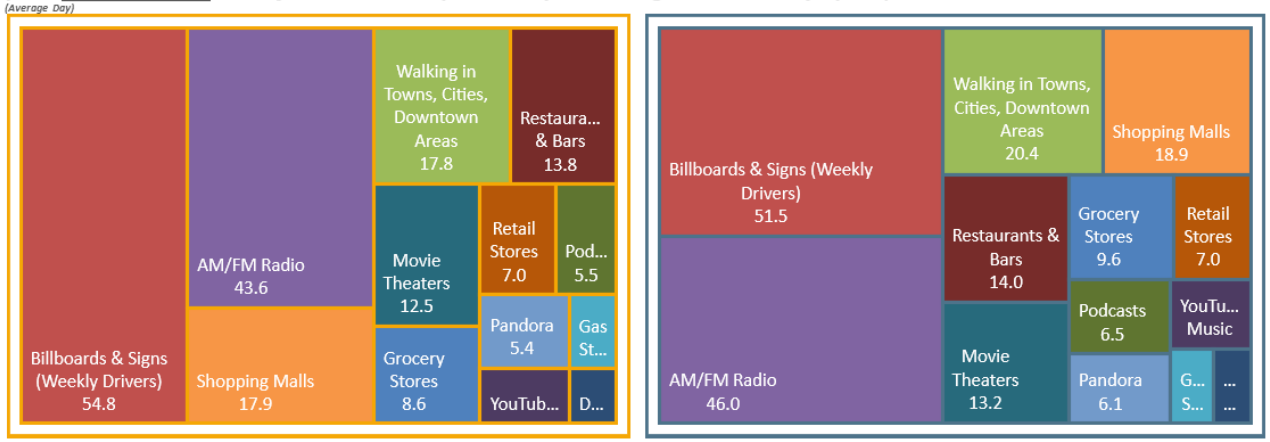
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



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



USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 1,928

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USA Jan23-Oct23 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,338

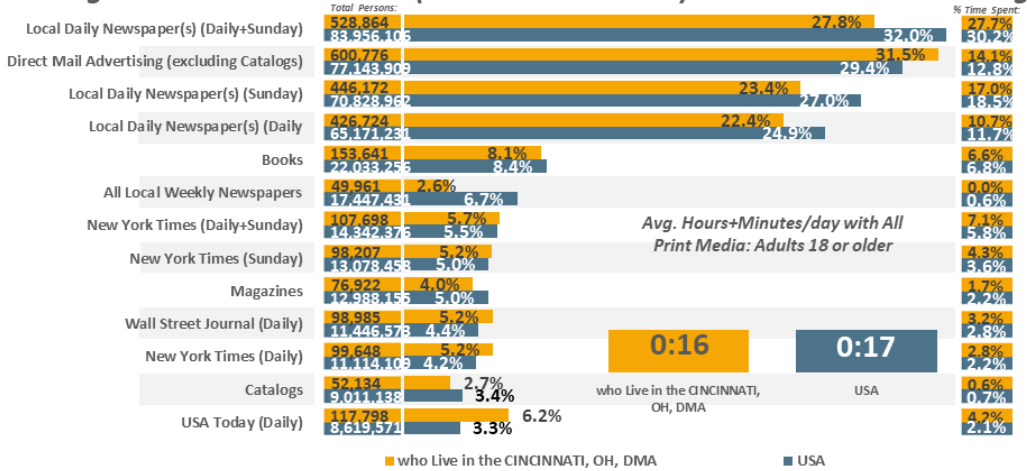
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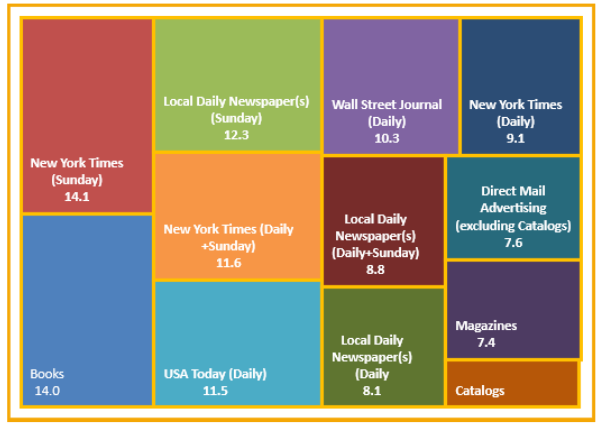
Cincinnati, OH, DMA
P18+

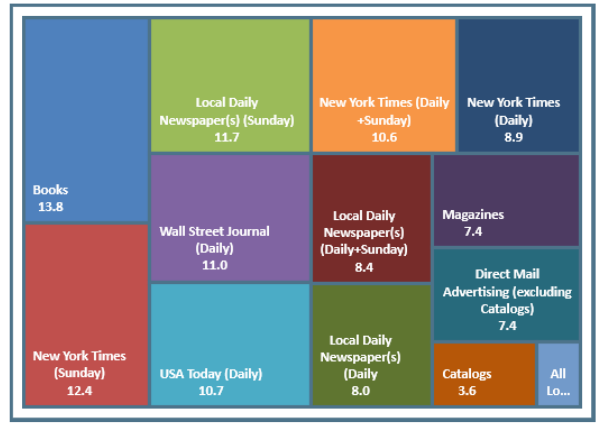
528,864 or 27.8% of Adults 18 or older who Live in the CINCINNATI, OH, DMA read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.8 minutes every day representing 29.7% of all time spent daily with All forms of Print Media.

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

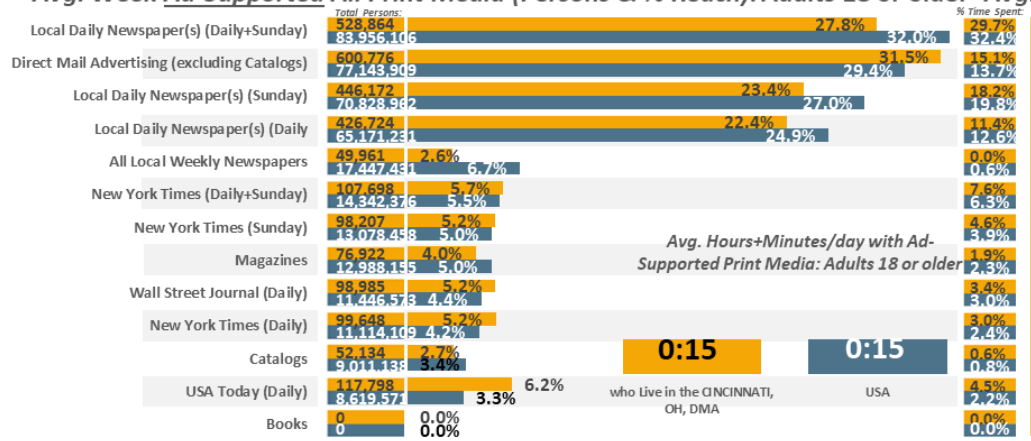


Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

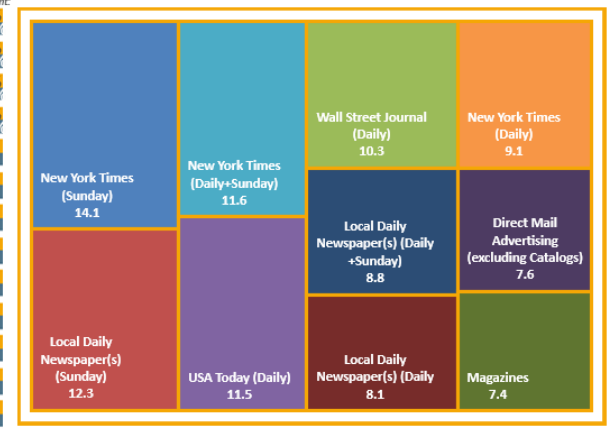


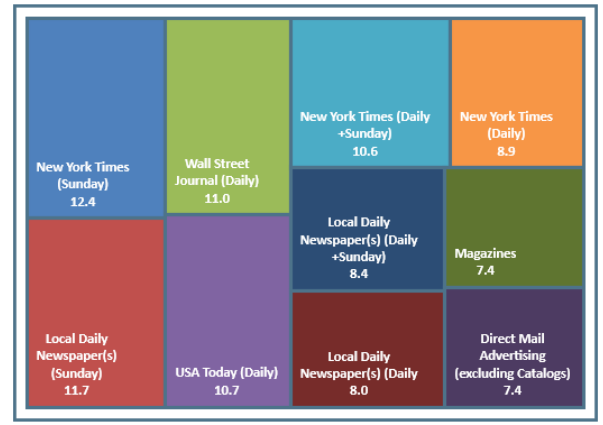


Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older



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





USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 1,928

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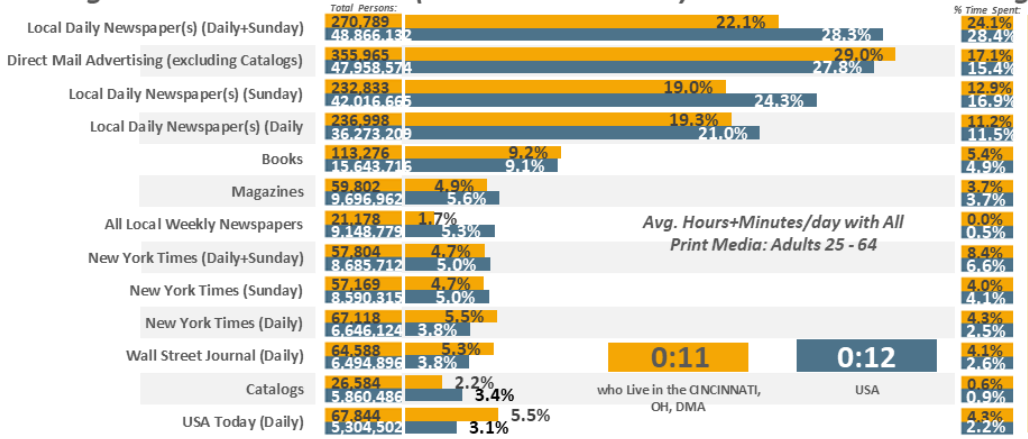


Cincinnati, OH, DMA

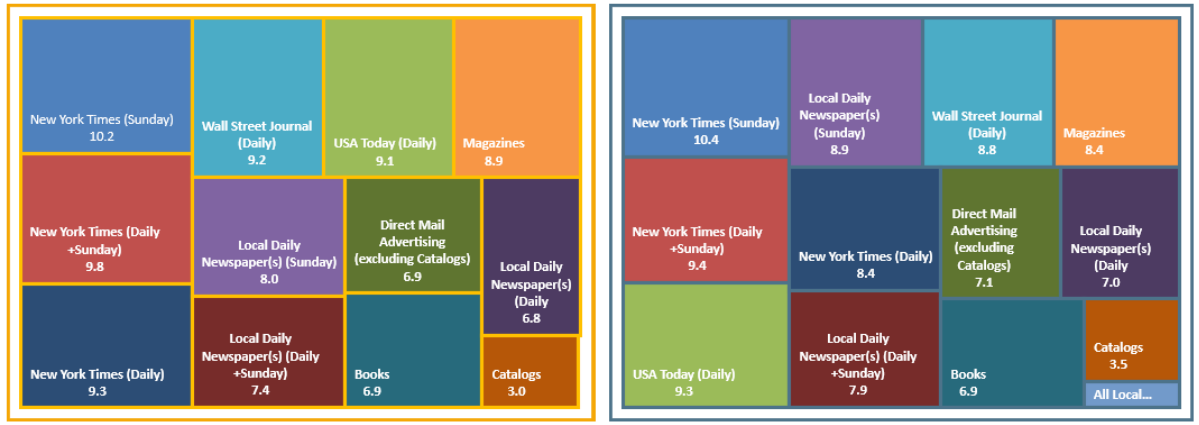
P25-64

270,789 or 22.1% of Adults 25 - 64 who Live in the CINCINNATI, OH, DMA read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7.4 minutes every day representing 25.4% of all time spent daily with All forms of Print Media.

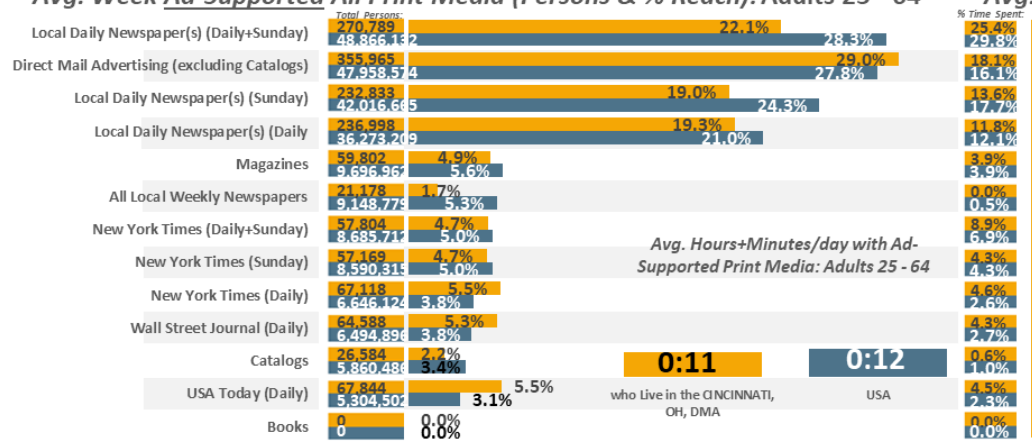
Avg. Week All Print Media (Persons & % Reach): Adults 25 - 64



Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 25 - 64



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 1,928

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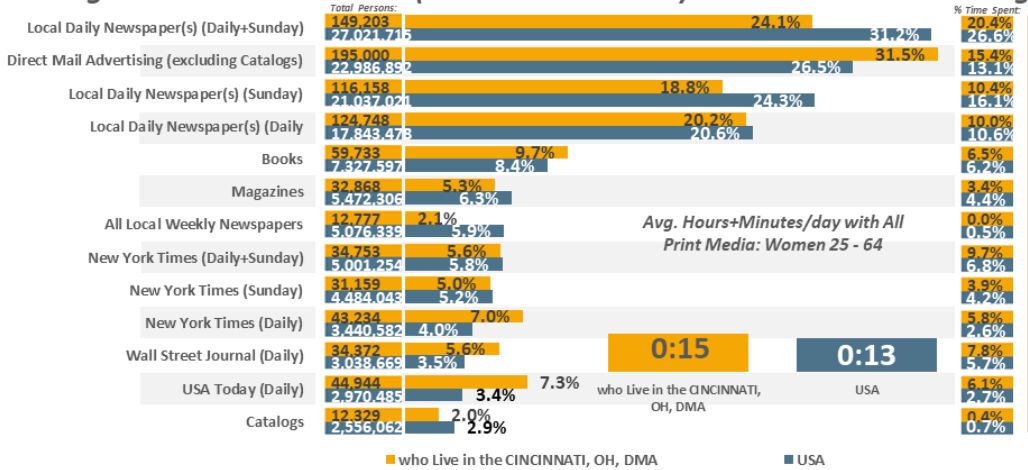


Cincinnati, OH, DMA

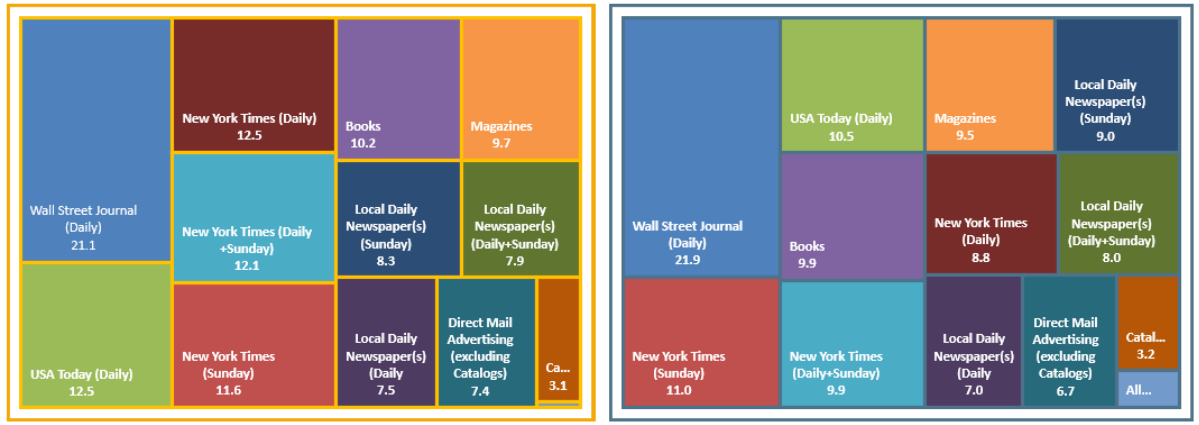
W25-64

149,203 or 24.1% of Women 25 - 64 who Live in the CINCINNATI, OH, DMA read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7.9 minutes every day representing 21.9% of all time spent daily with All forms of Print Media.

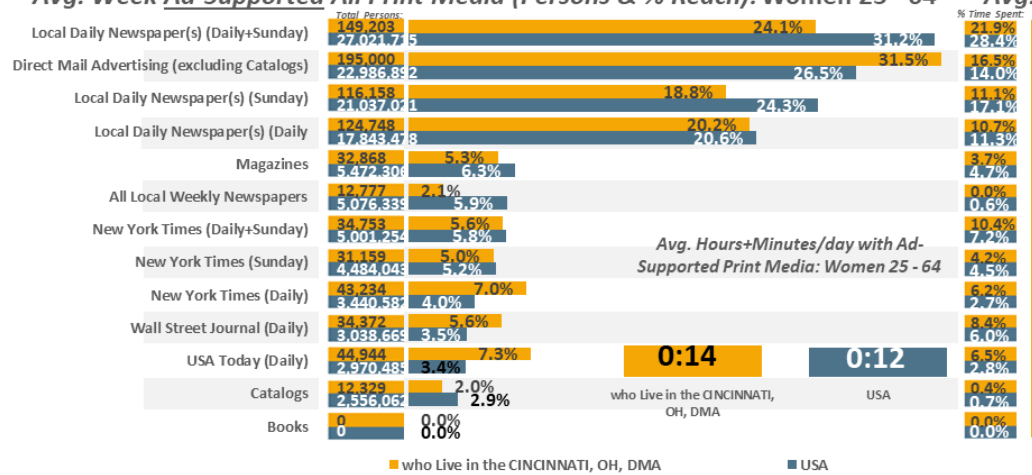
Avg. Week All Print Media (Persons & % Reach): Women 25 - 64



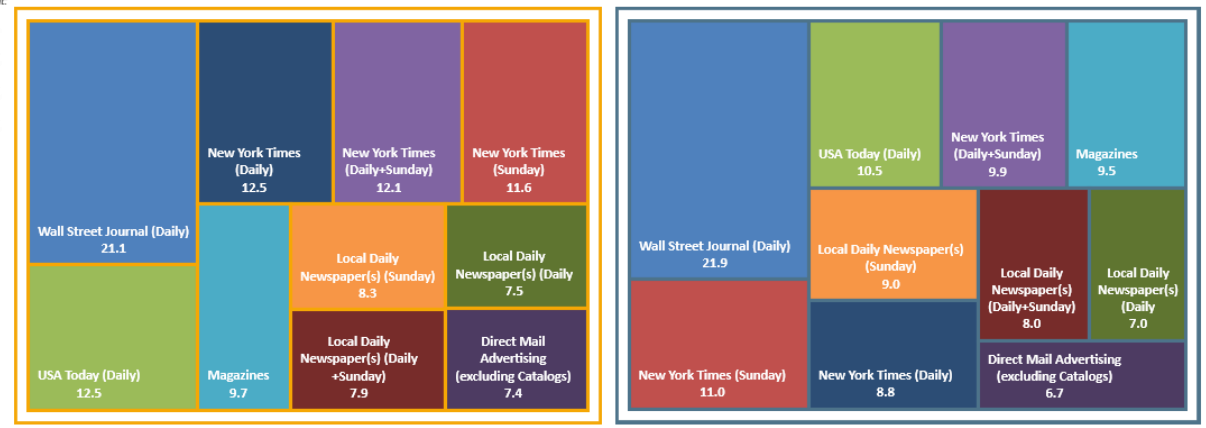
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Women 25 - 64



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



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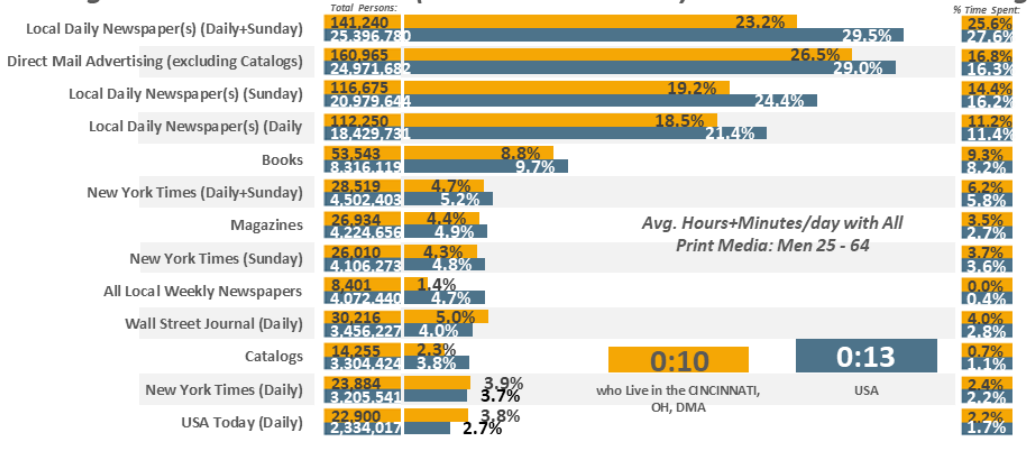
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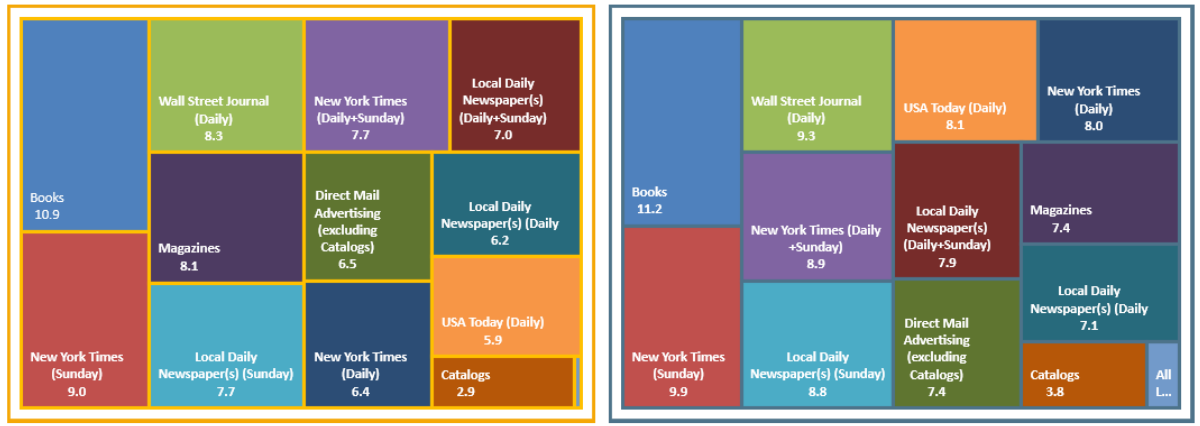
Cincinnati, OH, DMA
M25-64

141,240 or 23.2% of Men 25 - 64 who Live in the CINCINNATI, OH, DMA read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7. minutes every day representing 28.2% of all time spent daily with All forms of Print Media.

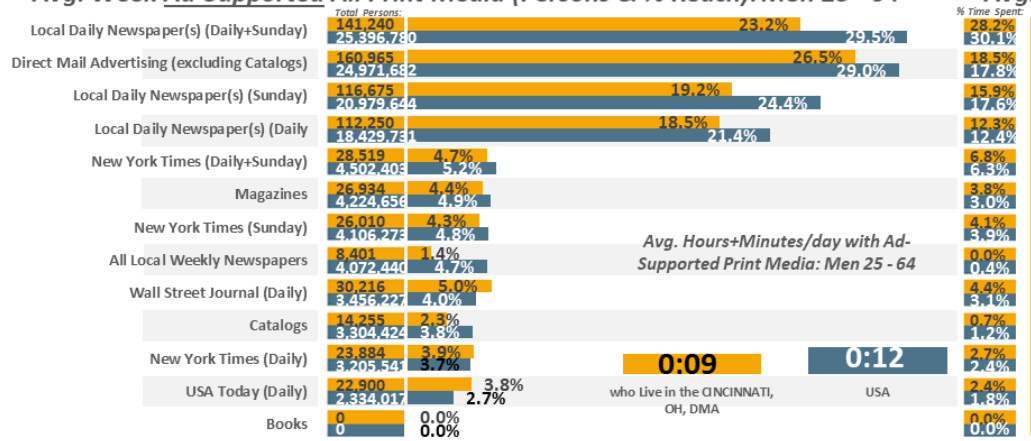
Avg. Week All Print Media (Persons & % Reach): Men 25 - 64



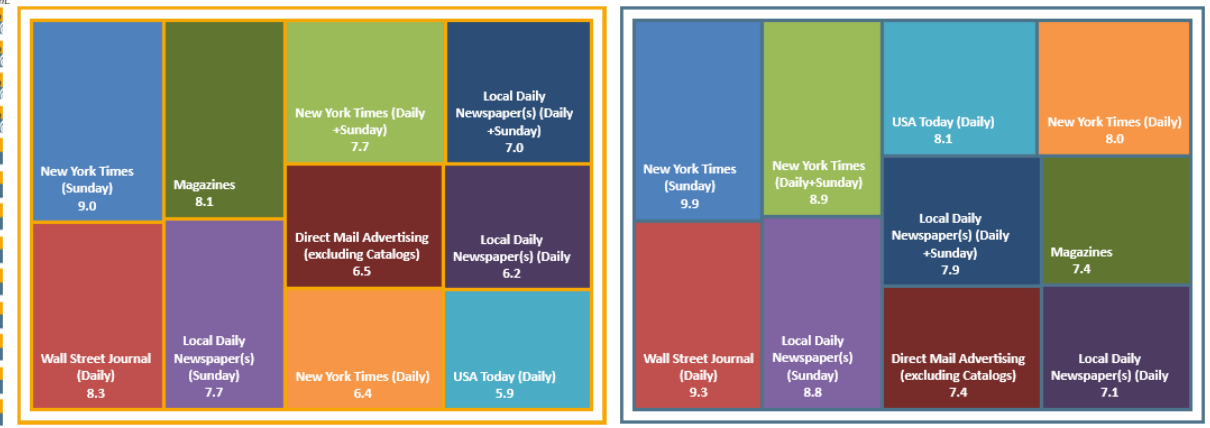
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 64



Avg. Week <u>Ad-Supported</u> All Print Media (Persons & % Reach): Men 25 - 64



Avg. Day <u>Ad-Supported</u> Print Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 64



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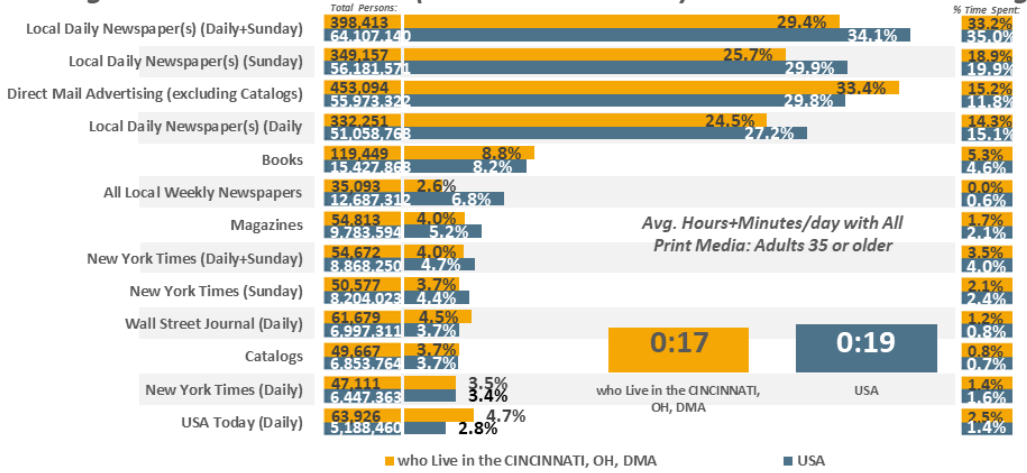


Cincinnati, OH, DMA

P35+

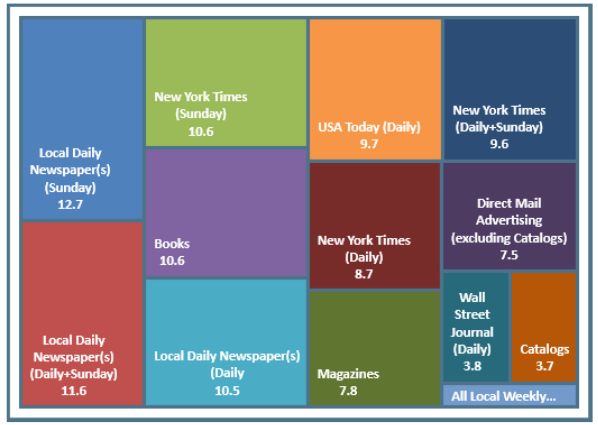
398,413 or 29.4% of Adults 35 or older who Live in the CINCINNATI, OH, DMA read Local Daily Newspaper(s) (Daily+Sunday) for an average of 11.8 minutes every day representing 35.1% of all time spent daily with All forms of Print Media.

Avg. Week All Print Media (Persons & % Reach): Adults 35 or older

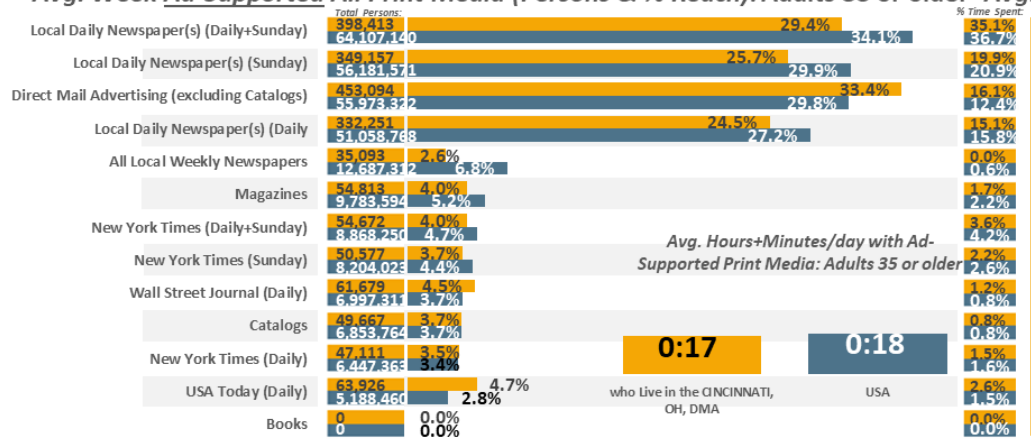


Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older

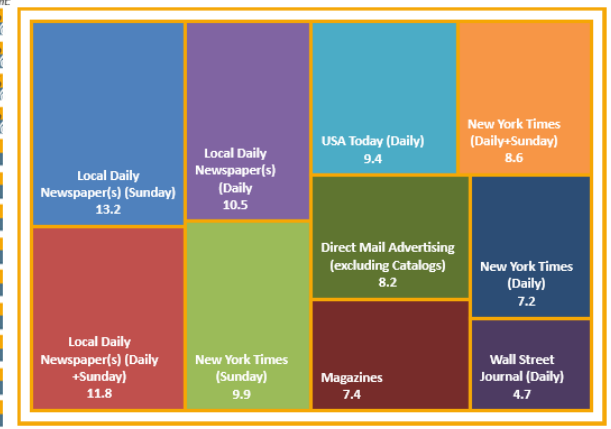


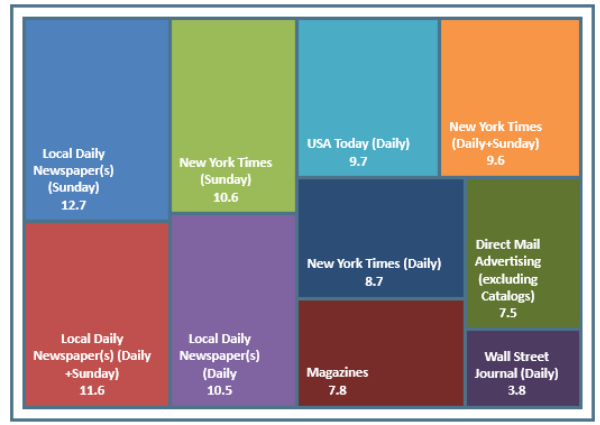


Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 35 or older



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





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