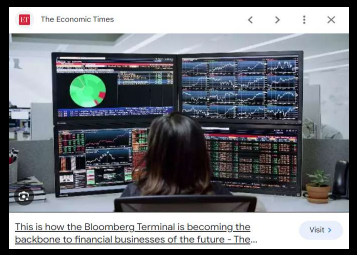
CHICAGO, IL, Metro – 5 P18+ Profiles of AUDACY RADIO Listeners!

Brand New Data as of September 30, 2024!

Complete Demographic & Media Use Profiles















P18+

(Radio Stations: WBBM-AM OR Radio Stations: WBBM-FM OR Radio Stations: WBMX-FM OR Radio Stations: WSCR-AM OR Radio Stations: WUSN-FM OR Radio Stations: WXRT-FM)
Radio Stations: WBBM-AM
Radio Stations: WBBM-FM
Radio Stations: WUSN-FM
Radio Stations: WXRT-FM

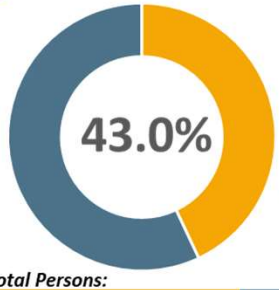
#3

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

HUBBARD BROADCASTING INC. HB INC.

43.% or 3,159,130 of CHICAGO Metro Adults 18 or older listened to AUDACY RADIO in the past 7 days. Typical Adults 18 or older who listened to AUDACY RADIO in the past 7 days are 49.3 years old (2.% older than average) and have a $114,561 (7.3% higher than average) annual household income.

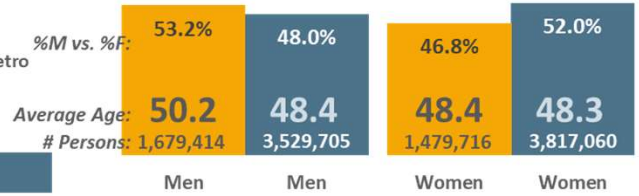
Percent of Market: Adults 18 or older



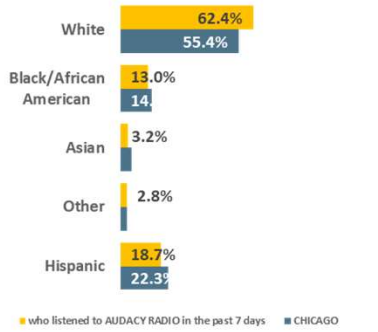
Total Persons:

3,159,130	4,187,635

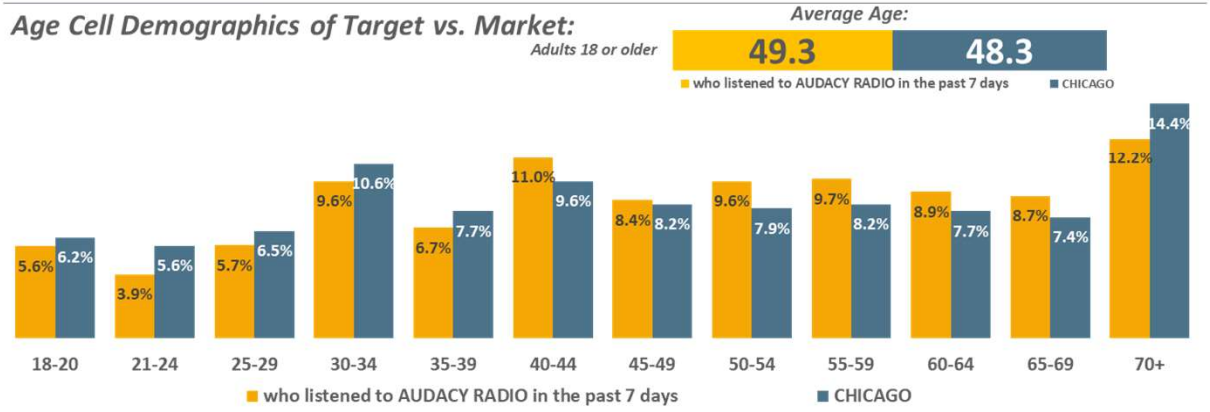
Gender of Target vs. Market: Adults 18 or older



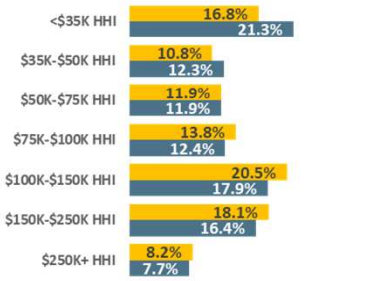
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI:	$114,561	$106,734

CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,464

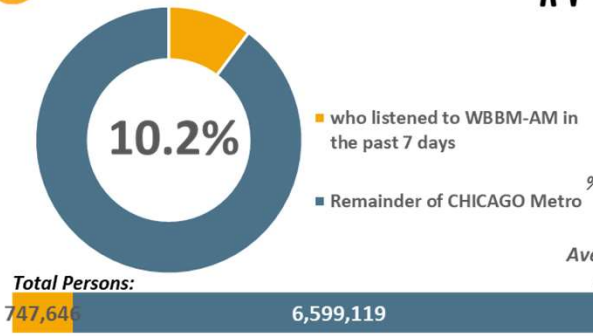
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(Radio Stations: WBBM-AM OR Radio Stations: WBBM-FM OR Radio Stations: WBMX-FM OR Radio Stations: WSCR-AM OR Radio Stations: WUSN-FM OR Radio Stations: WXRT-FM)

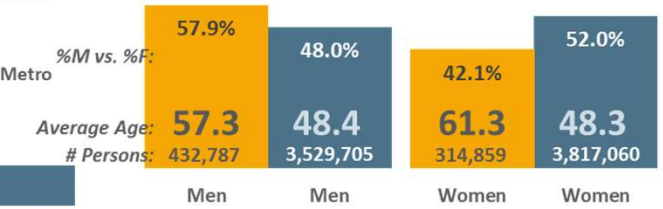
WBBM NEWSRADIO
780AM · 105.9FM

10.2% or 747,646 of CHICAGO Metro Adults 18 or older listened to WBBM-AM in the past 7 days.
Typical Adults 18 or older who listened to WBBM-AM in the past 7 days are 59.1 years old (22.3% older than average) and have a $104,534 (2.1% lower than average) annual household income.

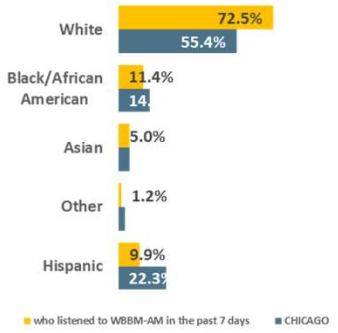
Percent of Market: Adults 18 or older



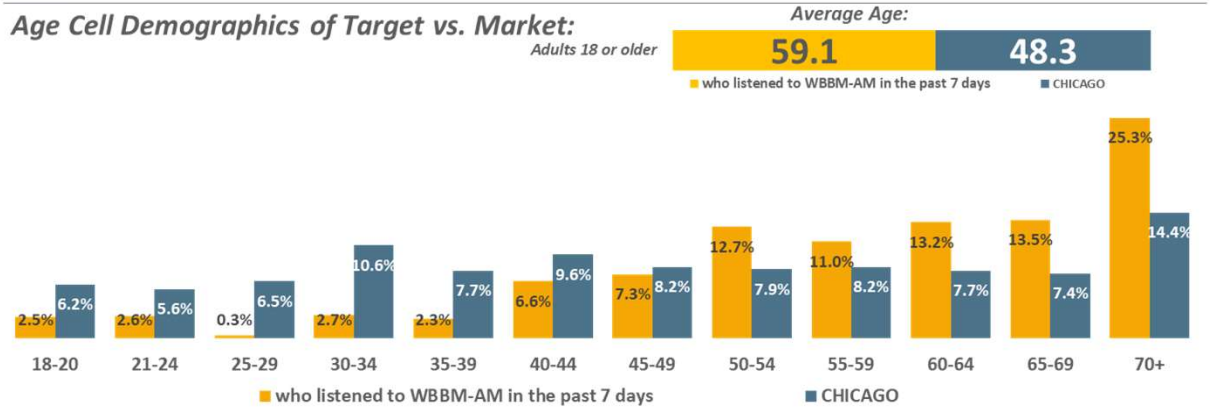
Gender of Target vs. Market: Adults 18 or older



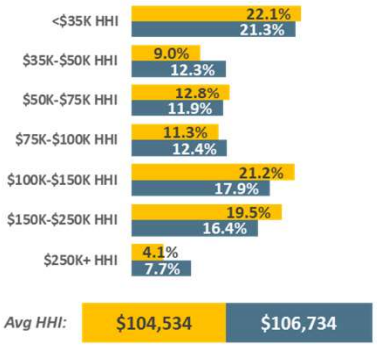
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 408

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10.5% or 767,752 of CHICAGO Metro Adults 18 or older listened to WBBM-FM in the past 7 days.
Typical Adults 18 or older who listened to WBBM-FM in the past 7 days are 42.3 years old (12.5% younger than average) and have a $118,483 (11.% higher than average) annual household income.

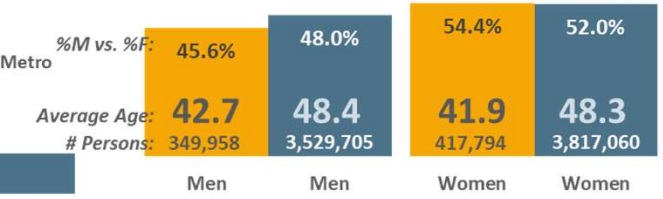
Percent of Market: Adults 18 or older



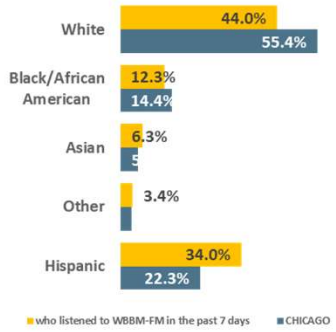
Total Persons:



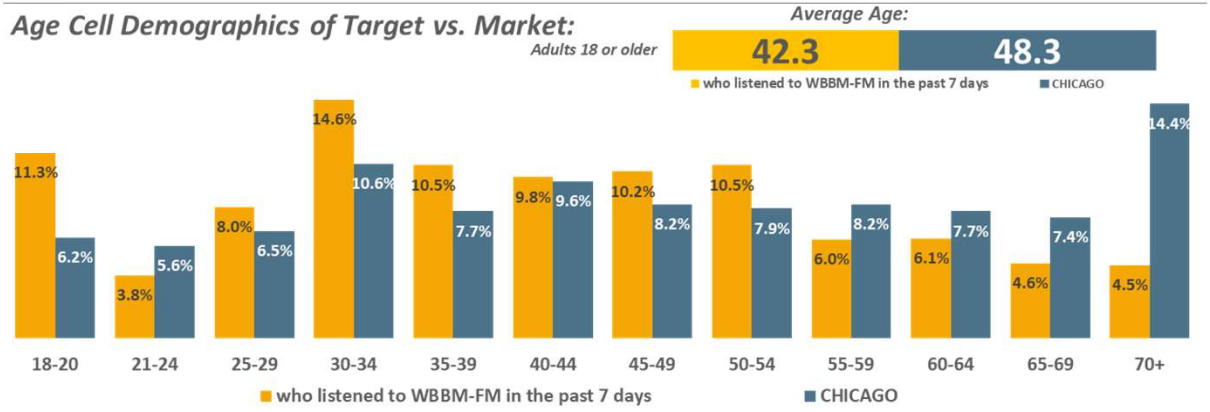
Gender of Target vs. Market: Adults 18 or older



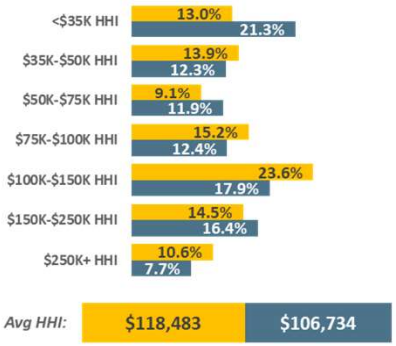
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: $118,483 | $106,734

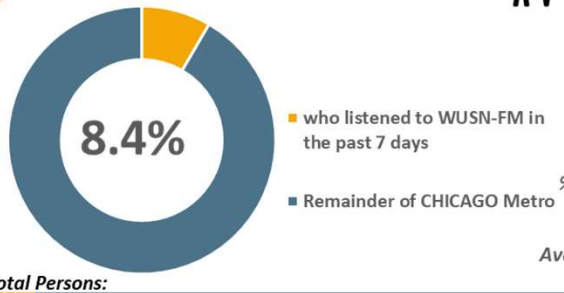
CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 305

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US99 * CHICAGO'S HOTTEST COUNTRY *

8.4% or 615,522 of CHICAGO Metro Adults 18 or older listened to WUSN-FM in the past 7 days.
Typical Adults 18 or older who listened to WUSN-FM in the past 7 days are 47.7 years old (1.4% younger than average) and have a $112,971 (5.8% higher than average) annual household income.

Percent of Market: Adults 18 or older

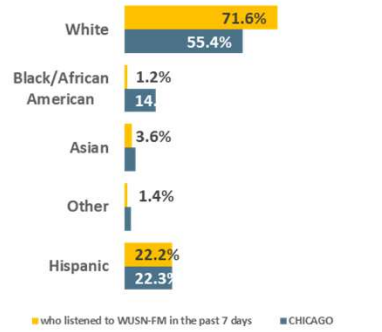


Total Persons:
615,522 | 6,731,243

Gender of Target vs. Market: Adults 18 or older

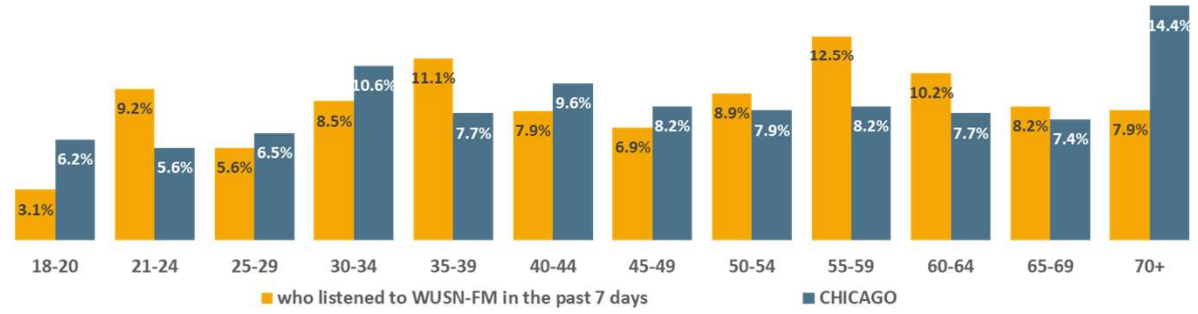
	Men	Men	Women	Women
%M vs. %F:	48.5%	48.0%	51.5%	52.0%
Average Age:	46.0	48.4	49.4	48.3
# Persons:	298,311	3,529,705	317,211	3,817,060

Ethnicity of Target vs. Market:

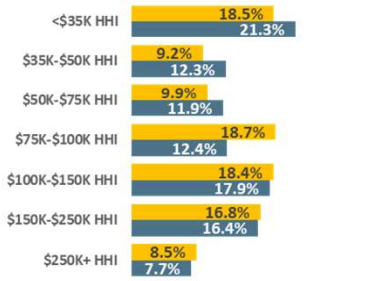


Age Cell Demographics of Target vs. Market:

	Average Age:	
Adults 18 or older	47.7	48.3



HHI of Target vs. Market:



Avg HHI:	$112,971	$106,734

CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 294

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93 XRT
CHICAGO'S FINEST ROCK

10.6% or 782,226 of CHICAGO Metro Adults 18 or older listened to WXRT-FM in the past 7 days.
Typical Adults 18 or older who listened to WXRT-FM in the past 7 days are 54.1 years old (12.% older than average) and have a $120,627 (13.% higher than average) annual household income.

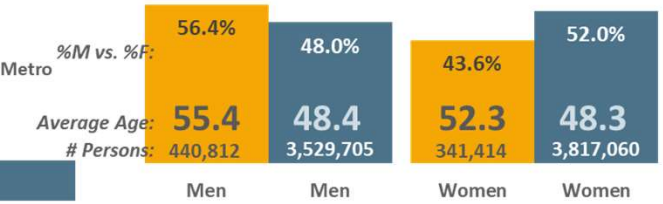
Percent of Market: Adults 18 or older



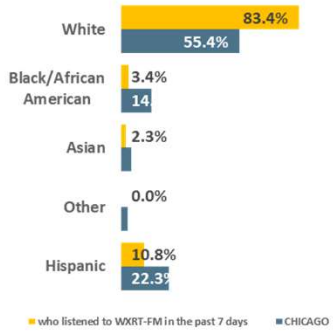
Total Persons:

who listened to WXRT-FM in the past 7 days	Remainder of CHICAGO Metro
782,226	6,564,539

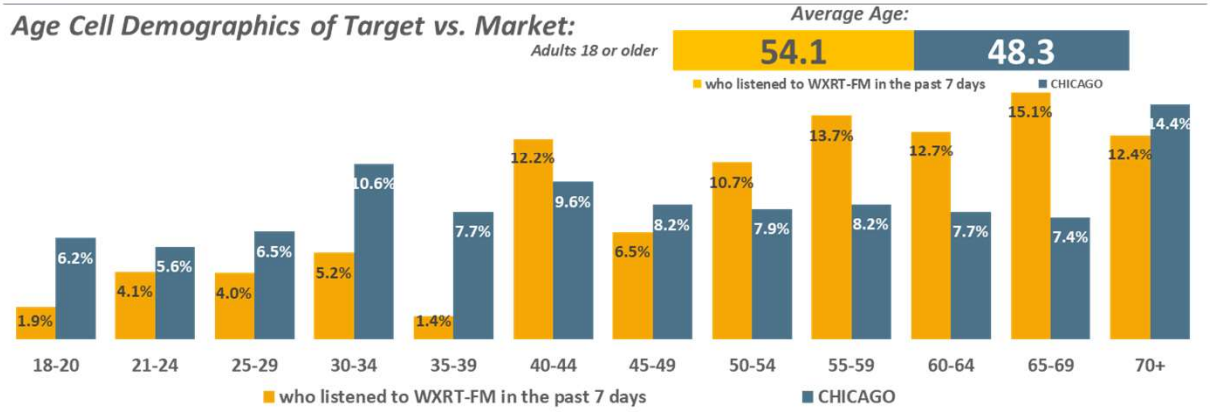
Gender of Target vs. Market: Adults 18 or older



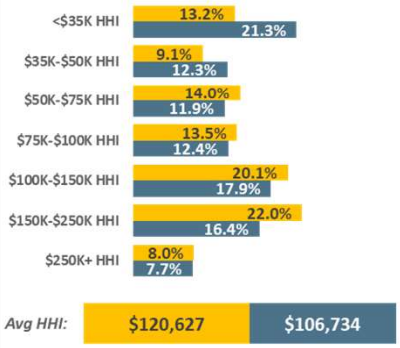
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



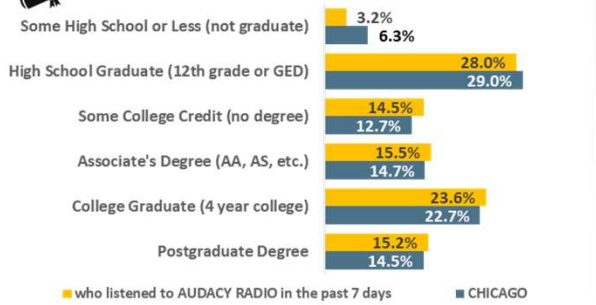
Avg HHI:	$120,627	$106,734

CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 410

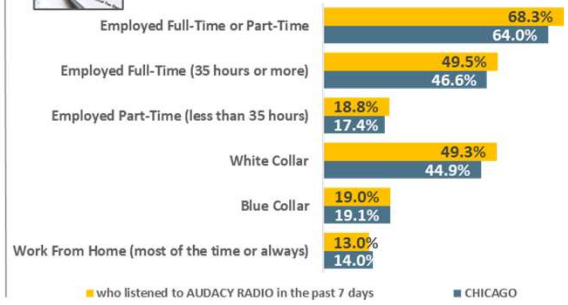
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43.% or 3,159,130 of CHICAGO Metro Adults 18 or older listened to AUDACY RADIO in the past 7 days. Adults 18 or older who listened to AUDACY RADIO in the past 7 days are 4.% more likely to be a college graduate, 6.2% more likely to work full-time, 7.5% more likely to be married, 7.9% more likely to be a parent of 1 or more children under 18.

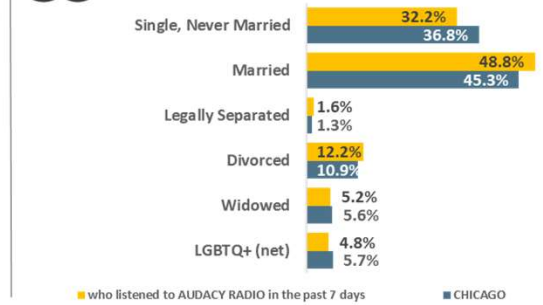
Education Levels: Adults 18 or older



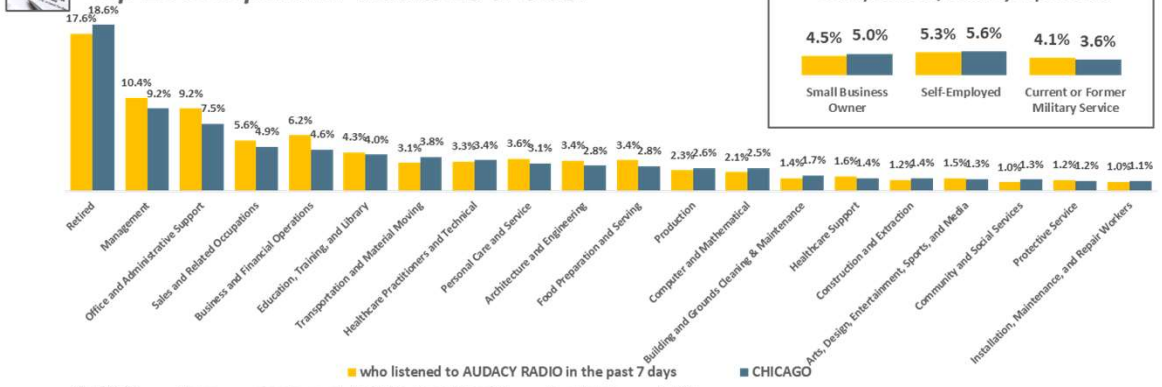
Employment: Adults 18 or older



Marital Status: Adults 18 or older

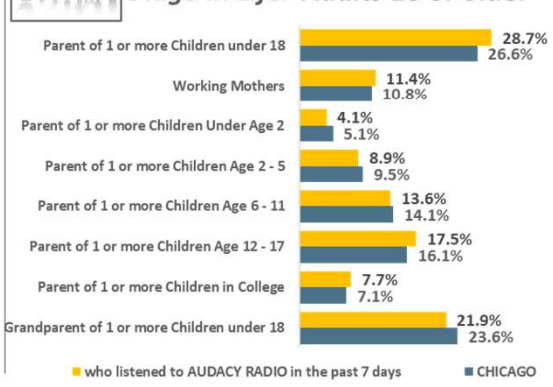


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,464

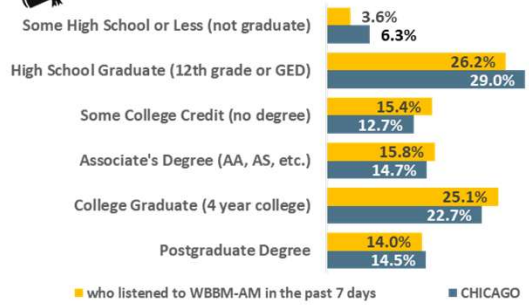
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(Radio Stations: WBBM-AM OR Radio Stations: WBBM-FM OR Radio Stations: WBMX-FM OR Radio Stations: WSCR-AM OR Radio Stations: WUSN-FM OR Radio Stations: WXRT-FM)

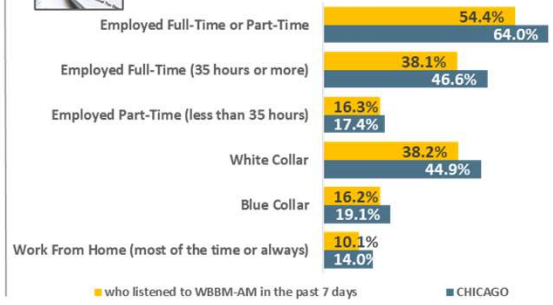
WBBM NEWSRADIO
780AM · 105.9FM

10.2% or 747,646 of CHICAGO Metro Adults 18 or older listened to WBBM-AM in the past 7 days. Adults 18 or older who listened to WBBM-AM in the past 7 days are 4.7% more likely to be a college graduate, 18.2% less likely to work full-time, 21.8% more likely to be married, 28.6% less likely to be a parent of 1 or more children under 18.

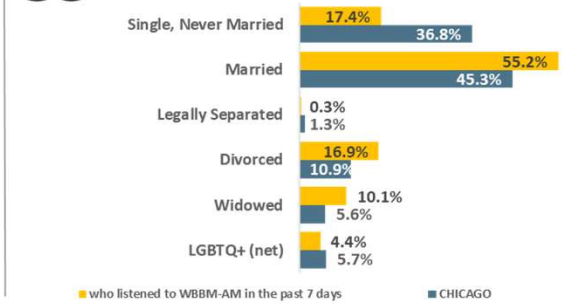
Education Levels: Adults 18 or older



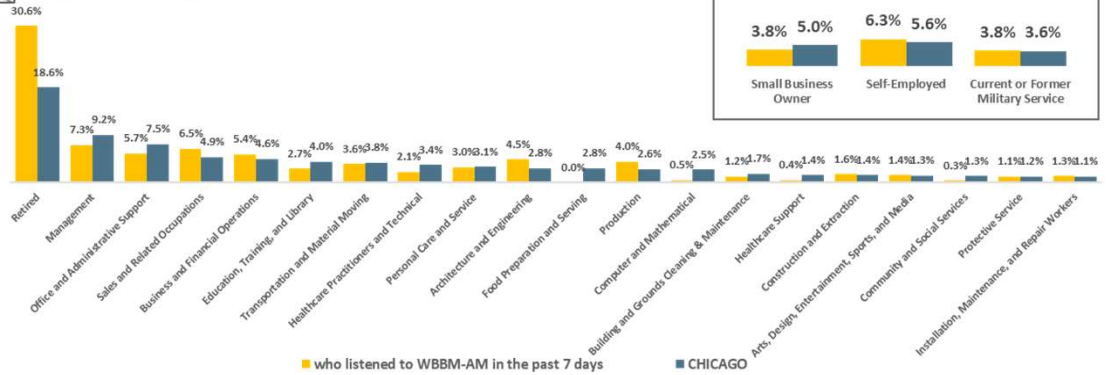
Employment: Adults 18 or older



Marital Status: Adults 18 or older

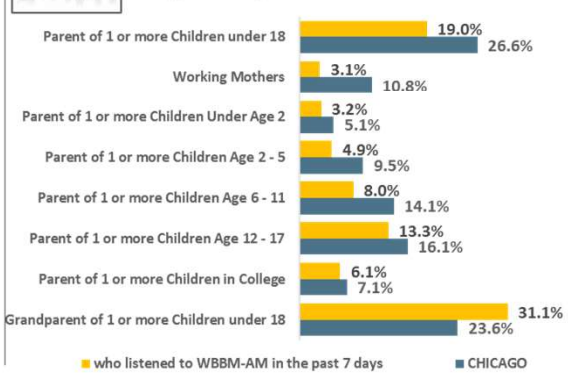


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



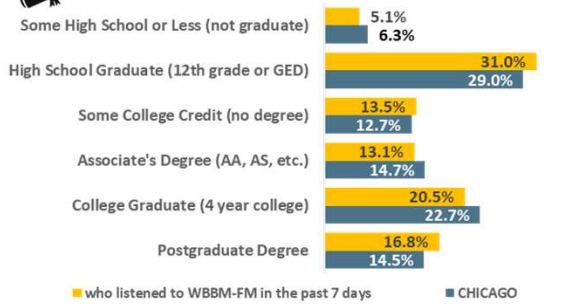
CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 408

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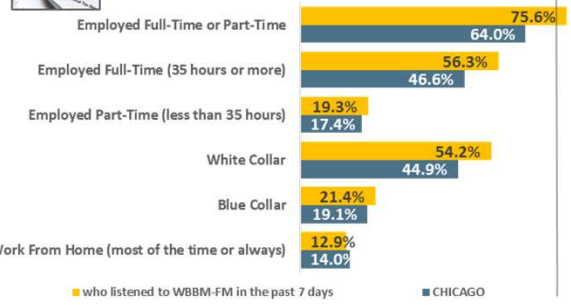
Radio Stations: WBBM-AM

10.5% or 767,752 of CHICAGO Metro Adults 18 or older listened to WBBM-FM in the past 7 days. Adults 18 or older who listened to WBBM-FM in the past 7 days are .1% more likely to be a college graduate, 20.8% more likely to work full-time, 4.9% less likely to be married, 26.6% more likely to be a parent of 1 or more children under 18.

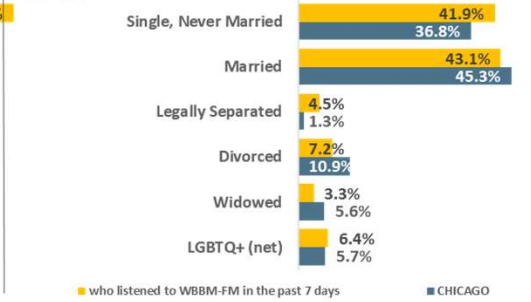
Education Levels: Adults 18 or older



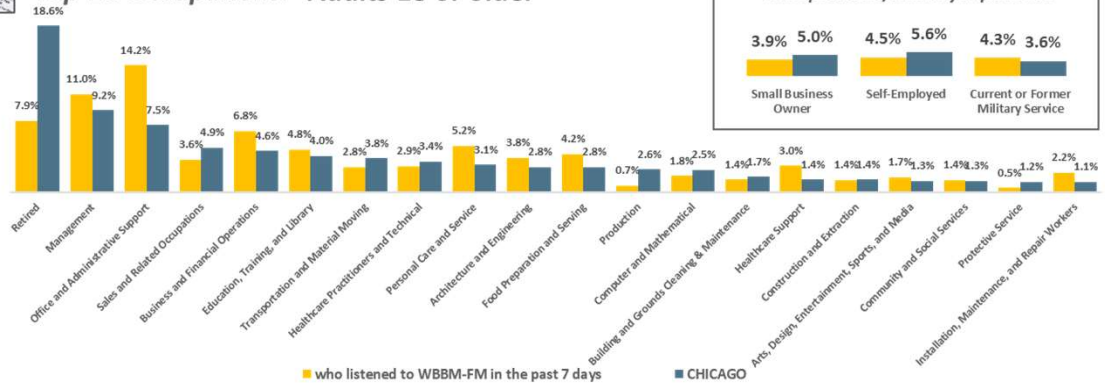
Employment: Adults 18 or older



Marital Status: Adults 18 or older

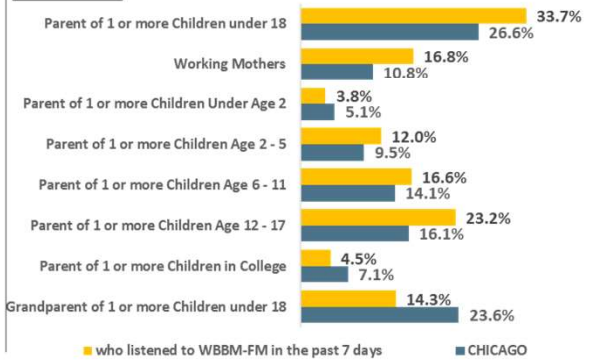


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 305

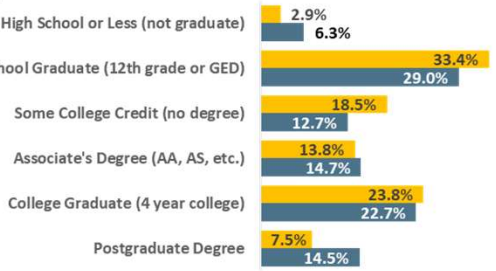
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Radio Stations: WBBM-FM

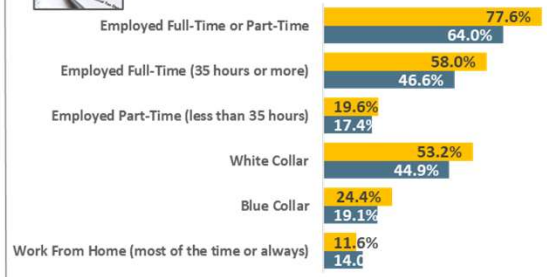
US99 — CHICAGO'S HOTTEST COUNTRY

8.4% or 615,522 of CHICAGO Metro Adults 18 or older listened to WUSN-FM in the past 7 days. Adults 18 or older who listened to WUSN-FM in the past 7 days are 15.9% less likely to be a college graduate, 24.6% more likely to work full-time, 6.% more likely to be married, 15.7% more likely to be a parent of 1 or more children under 18.

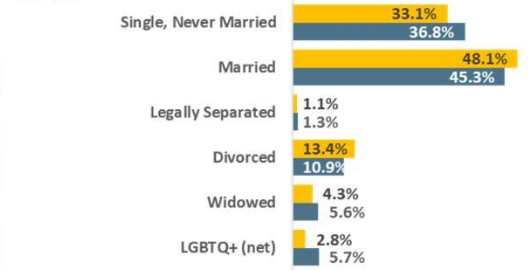
Education Levels: Adults 18 or older



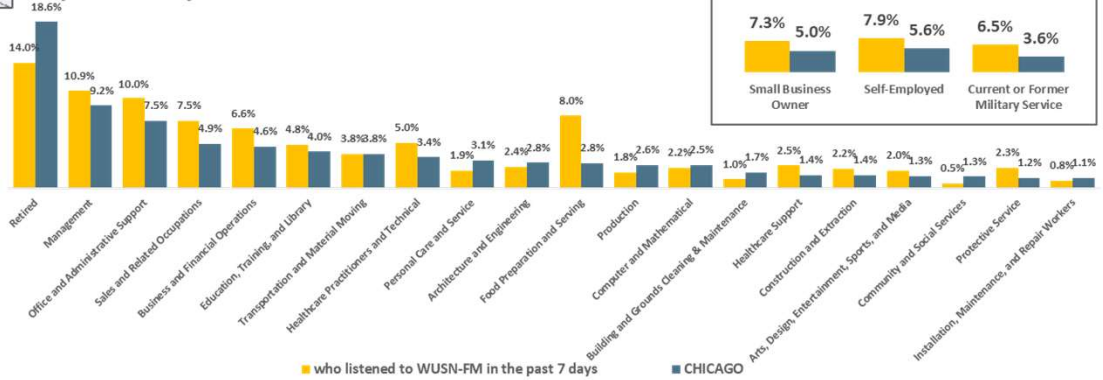
Employment: Adults 18 or older



Marital Status: Adults 18 or older

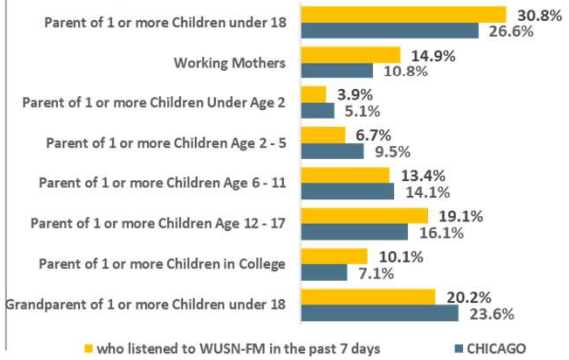


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 294

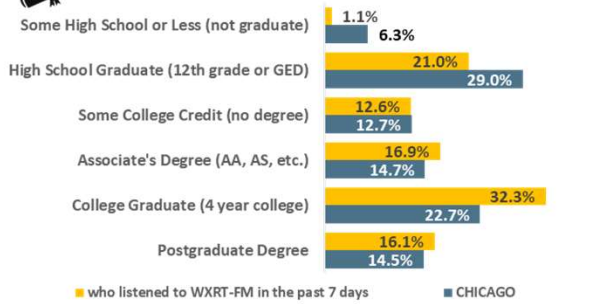
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Radio Stations: WUSN-FM

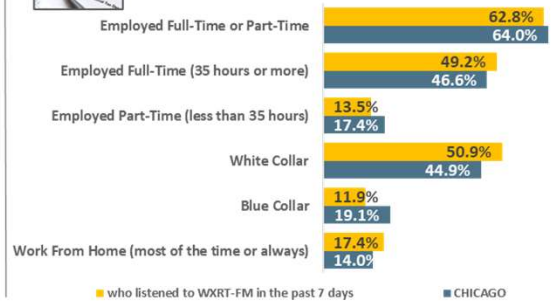
93 XRT
CHICAGO'S FINEST ROCK

10.6% or 782,226 of CHICAGO Metro Adults 18 or older listened to WXRT-FM in the past 7 days. Adults 18 or older who listened to WXRT-FM in the past 7 days are 30.% more likely to be a college graduate, 5.6% more likely to work full-time, 27.5% more likely to be married, 7.4% more likely to be a parent of 1 or more children under 18.

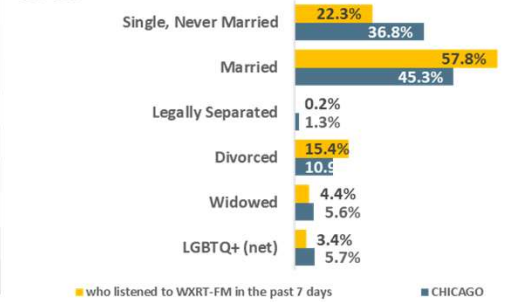
Education Levels: Adults 18 or older



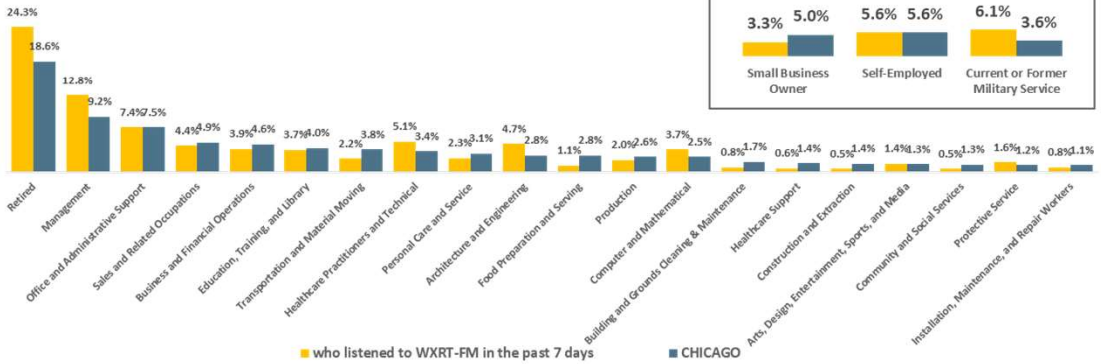
Employment: Adults 18 or older



Marital Status: Adults 18 or older

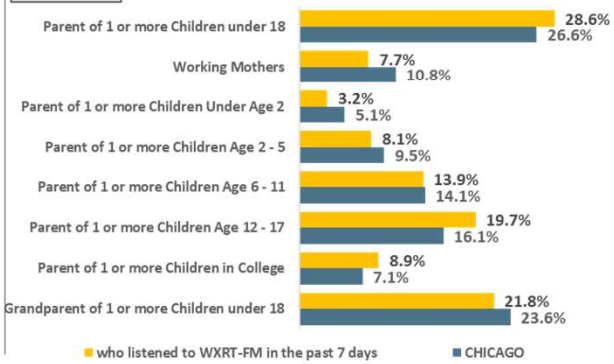


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 410

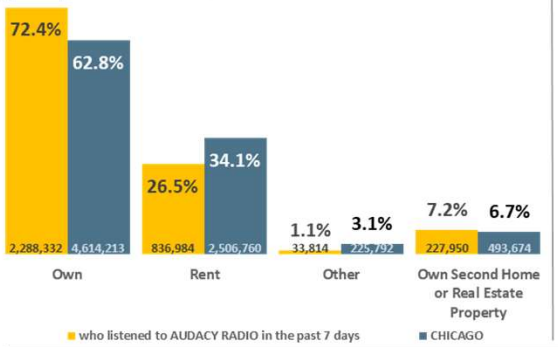
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Radio Stations: WXRT-FM

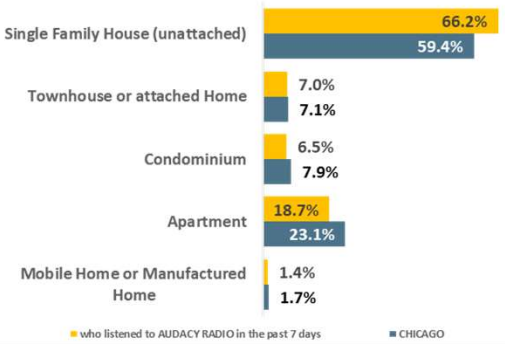
Audacy

43.% or 3,159,130 of CHICAGO Metro Adults 18 or older listened to AUDACY RADIO in the past 7 days. Adults 18 or older who listened to AUDACY RADIO in the past 7 days are 15.3% more likely to own their home, 1.2% more likely to own a higher valued home, 11.5% more likely to have a single-family home, 10.% more likely to have a dog.

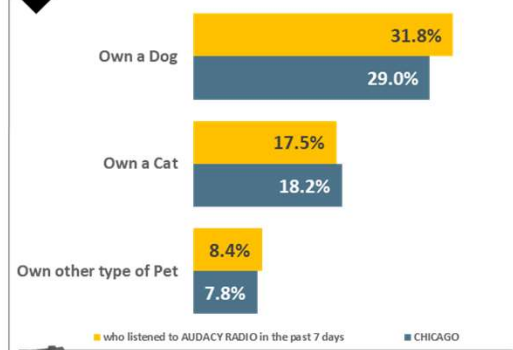
Own/Rent/Other: Adults 18 or older



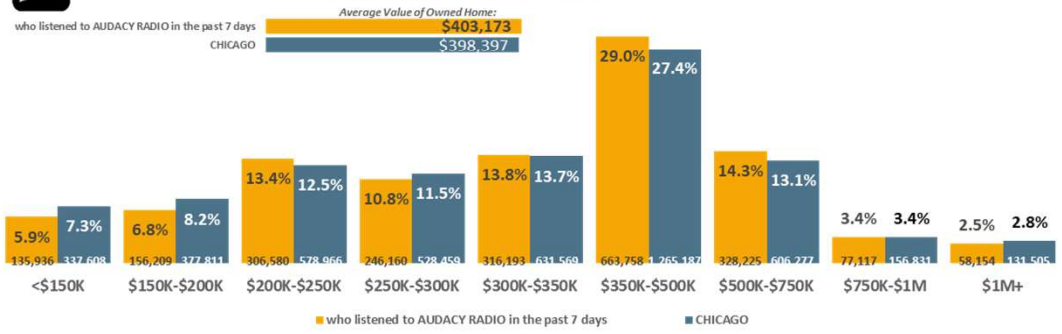
Type of Home: Adults 18 or older



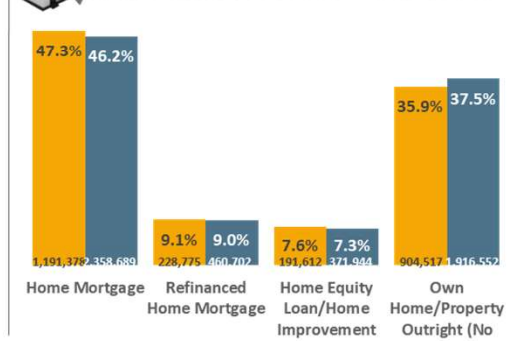
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,464

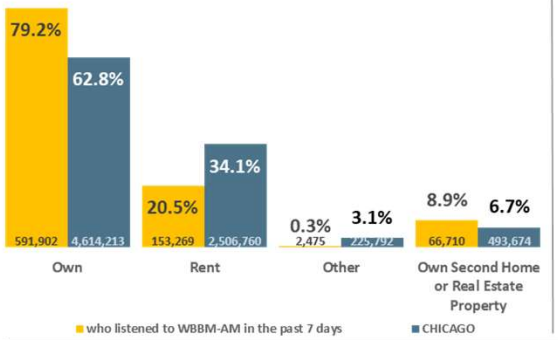
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(Radio Stations: WBBM-AM OR Radio Stations: WBBM-FM OR Radio Stations: WBMX-FM OR Radio Stations: WSCR-AM OR Radio Stations: WUSN-FM OR Radio Stations: WXRT-FM)

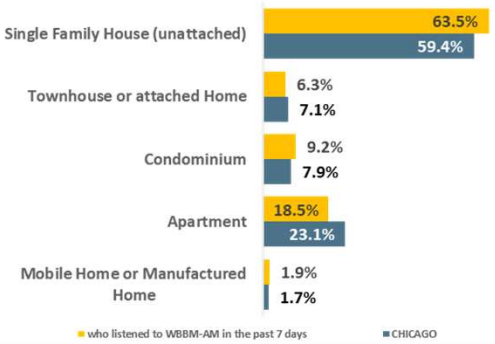
WBBM NEWSRADIO
780AM · 105.9FM

10.2% or 747,646 of CHICAGO Metro Adults 18 or older listened to WBBM-AM in the past 7 days.
Adults 18 or older who listened to WBBM-AM in the past 7 days are 26.1% more likely to own their home, 5.5% more likely to own a lower valued home, 7.% more likely to have a single-family home, 9.3% less likely to have a dog.

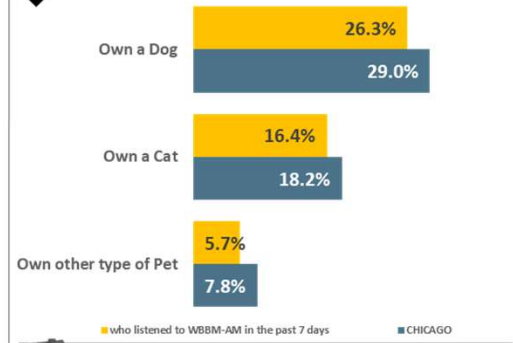
Own/Rent/Other: Adults 18 or older



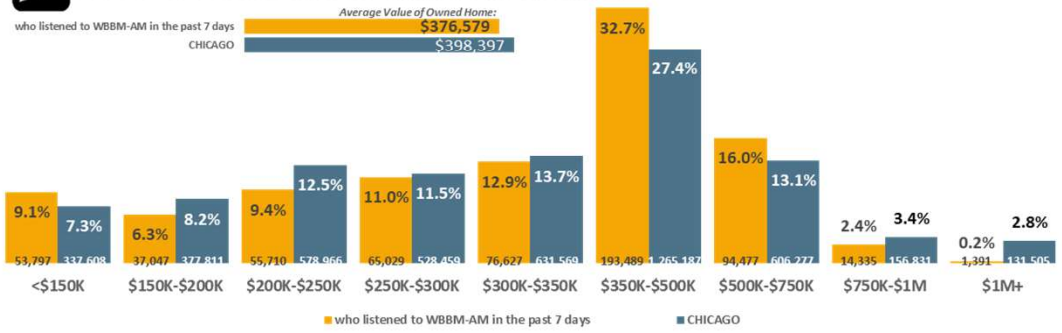
Type of Home: Adults 18 or older



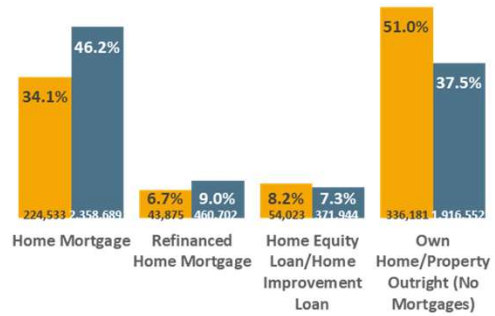
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



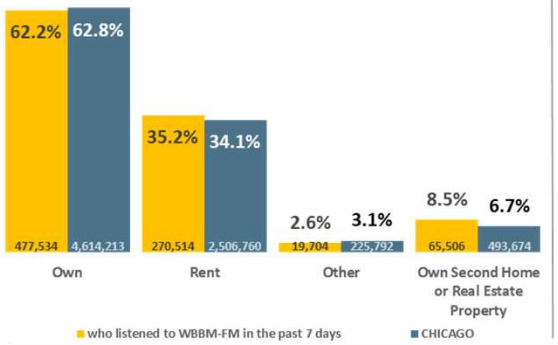
CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 408

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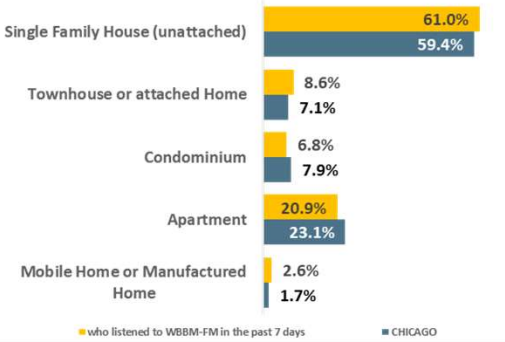
Radio Stations: WBBM-AM

10.5% or 767,752 of CHICAGO Metro Adults 18 or older listened to WBBM-FM in the past 7 days.
Adults 18 or older who listened to WBBM-FM in the past 7 days are 1.% less likely to own their home, 5.5% more likely to own a higher valued home, 2.7% more likely to have a single-family home, 7.5% more likely to have a dog.

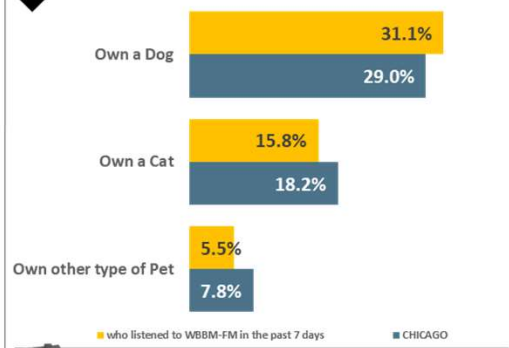
Own/Rent/Other: Adults 18 or older



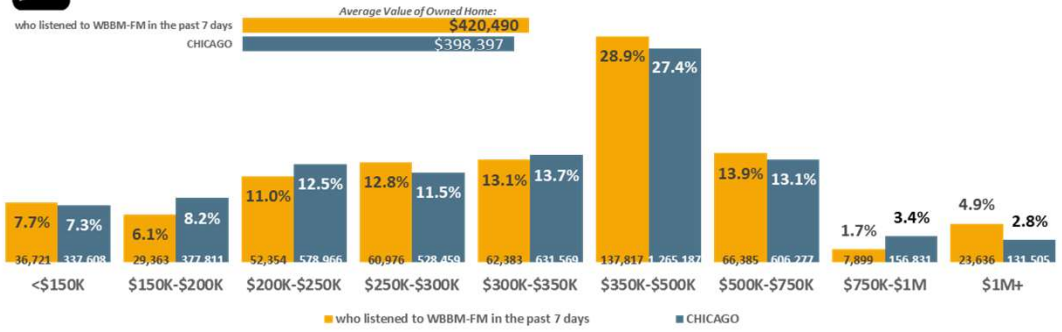
Type of Home: Adults 18 or older



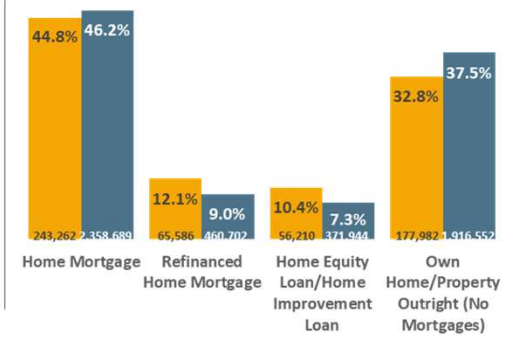
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 305

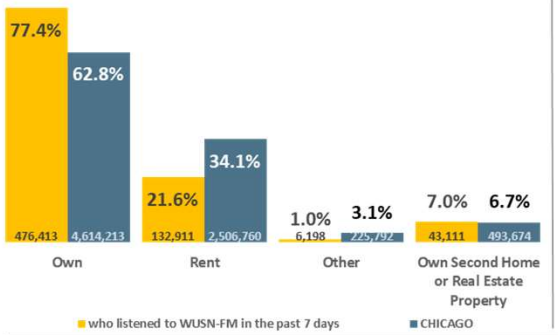
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Radio Stations: WBBM-FM

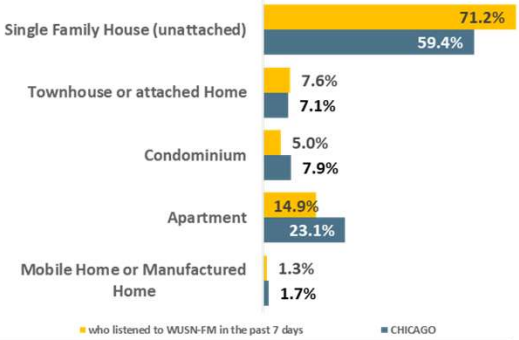
US99 * CHICAGO'S HOTTEST COUNTRY *

8.4% or 615,522 of CHICAGO Metro Adults 18 or older listened to WUSN-FM in the past 7 days.
Adults 18 or older who listened to WUSN-FM in the past 7 days are 23.2% more likely to own their home, 7.4% more likely to own a lower valued home, 19.9% more likely to have a single-family home, 31.4% more likely to have a dog.

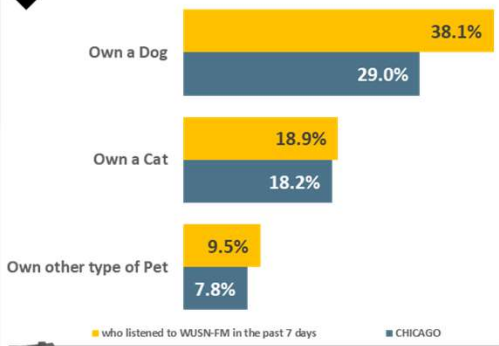
Own/Rent/Other: Adults 18 or older



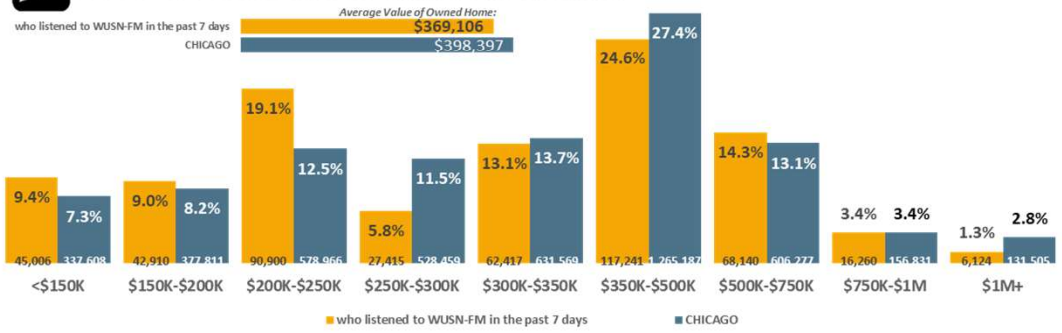
Type of Home: Adults 18 or older



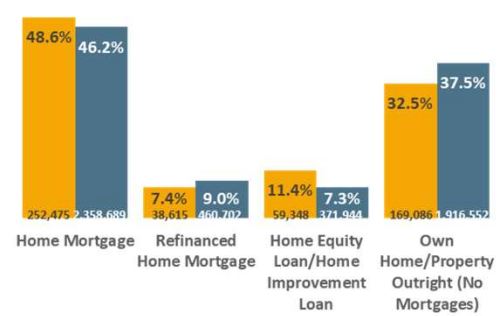
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 294

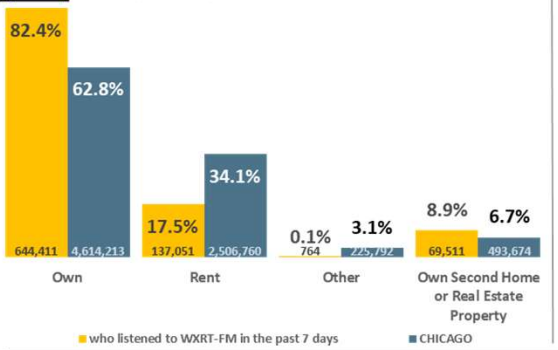
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Radio Stations: WUSN-FM

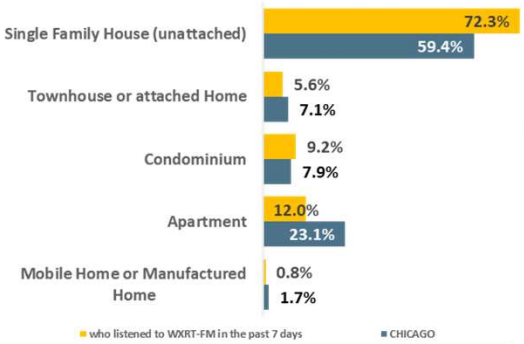
93 XRT
CHICAGO'S FINEST ROCK

10.6% or 782,226 of CHICAGO Metro Adults 18 or older listened to WXRT-FM in the past 7 days.
Adults 18 or older who listened to WXRT-FM in the past 7 days are 31.2% more likely to own their home, 5.2% more likely to own a higher valued home, 21.8% more likely to have a single-family home, 37.9% more likely to have a dog.

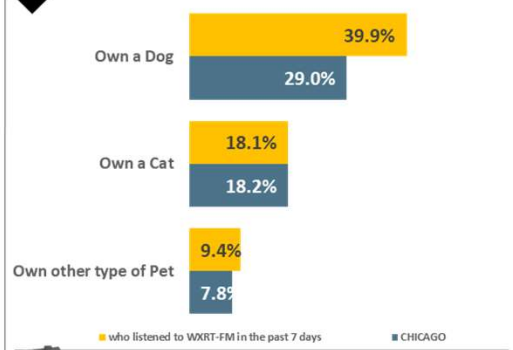
Own/Rent/Other: Adults 18 or older



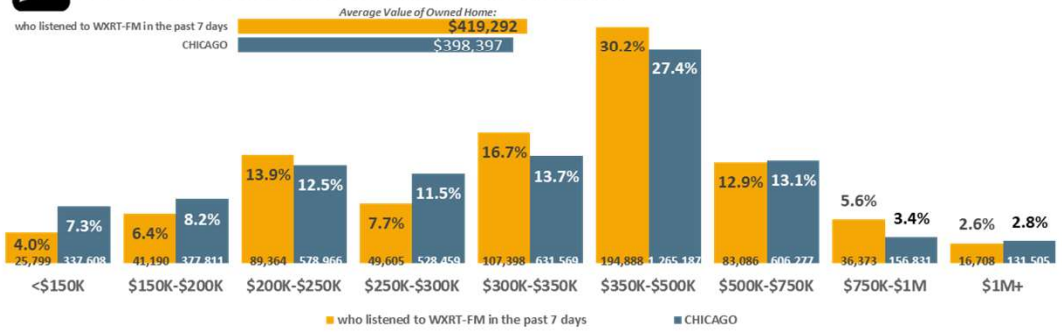
Type of Home: Adults 18 or older



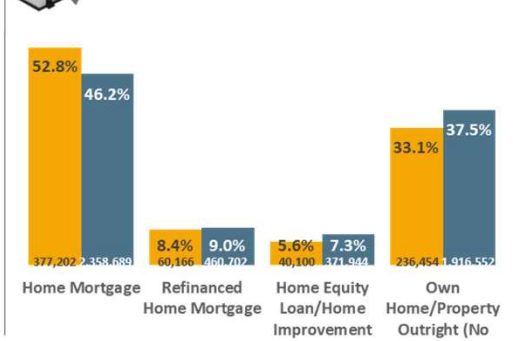
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 410

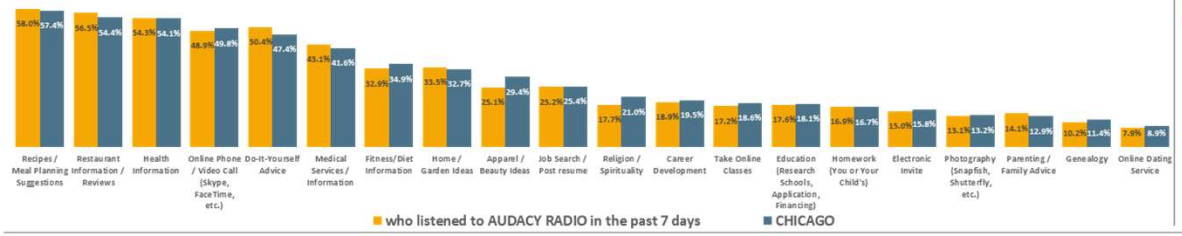
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Radio Stations: WXRT-FM

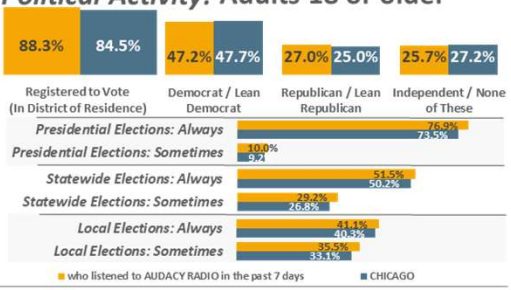
Audacy

43.% or 3,159,130 of CHICAGO Metro Adults 18 or older listened to AUDACY RADIO in the past 7 days. Adults 18 or older who listened to AUDACY RADIO in the past 7 days are 6.4% more likely to look up D-I-Y advice online, 2.1% more likely to always vote in local elections, 6.8% more likely to belong to a gym, 2.4% more likely to fly domestic past yr.

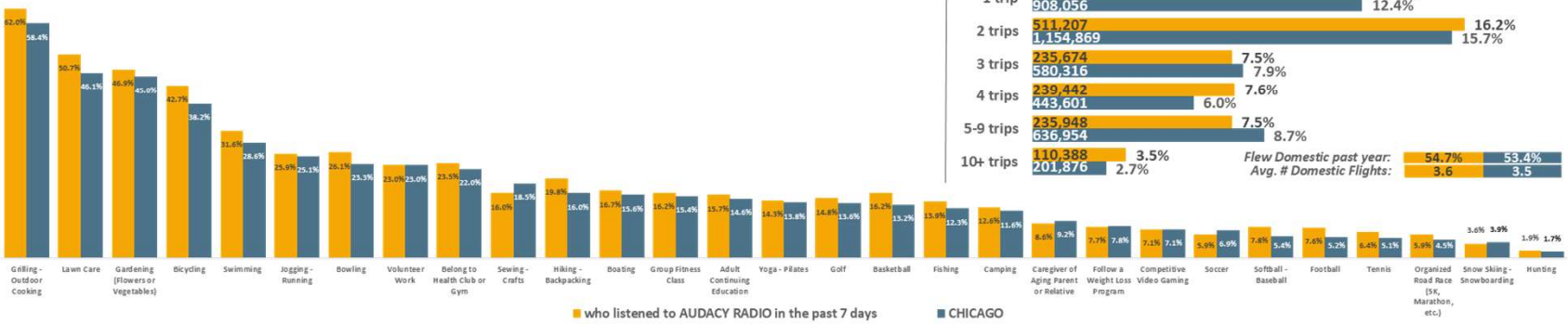
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,464

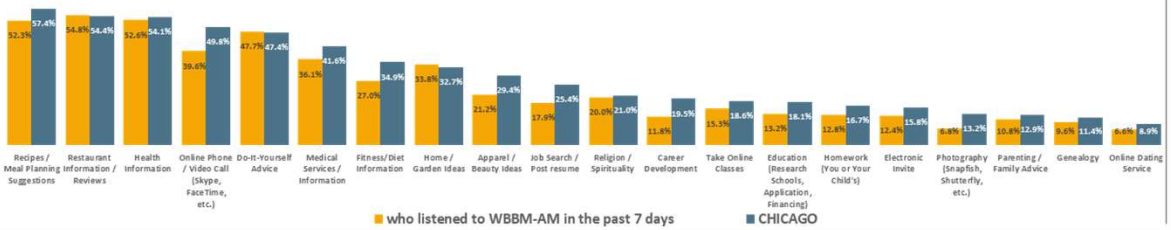
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(Radio Stations: WBBM-AM OR Radio Stations: WBBM-FM OR Radio Stations: WBMX-FM OR Radio Stations: WSCR-AM OR Radio Stations: WUSN-FM OR Radio Stations: WXRT-FM)

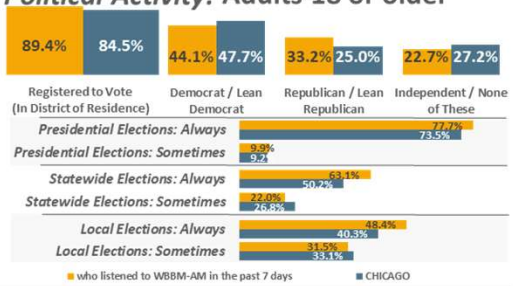
WBBM NEWSRADIO
780AM · 105.9FM

10.2% or 747,646 of CHICAGO Metro Adults 18 or older listened to WBBM-AM in the past 7 days.
Adults 18 or older who listened to WBBM-AM in the past 7 days are .7% more likely to look up D-I-Y advice online, 20.3% more likely to always vote in local elections, 14.3% less likely to belong to a gym, 2.6% less likely to fly domestic past yr.

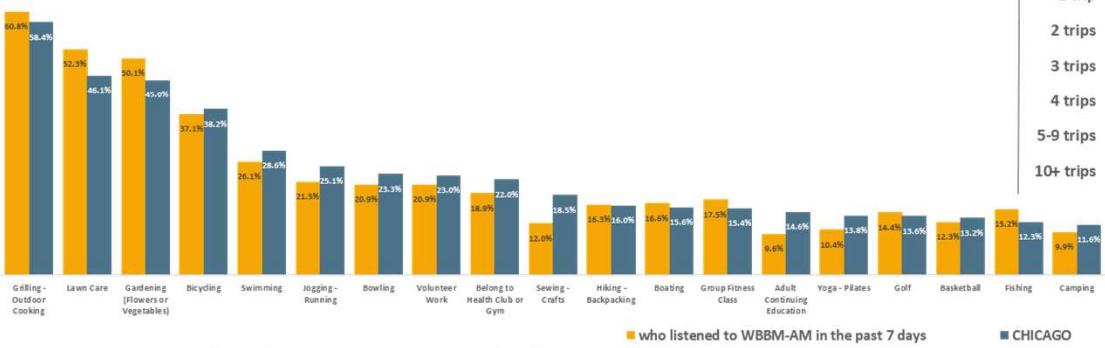
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



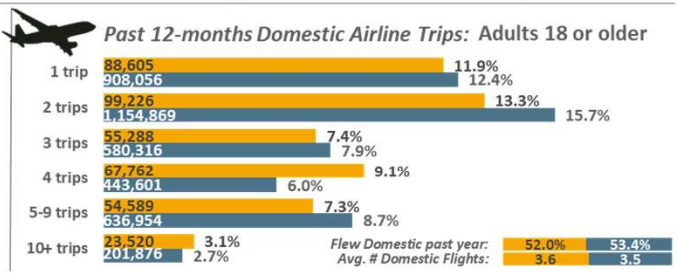
Political Activity: Adults 18 or older



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



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



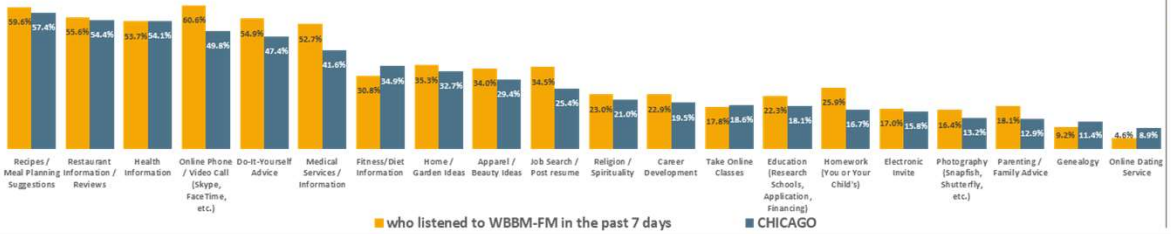
CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 408

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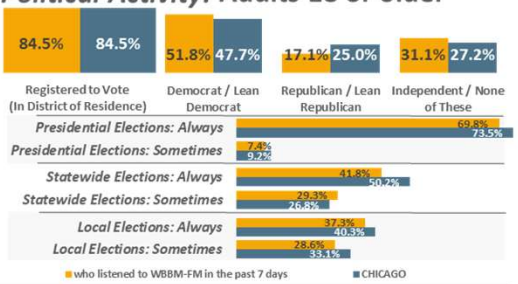
Radio Stations: WBBM-AM

10.5% or 767,752 of CHICAGO Metro Adults 18 or older listened to WBBM-FM in the past 7 days. Adults 18 or older who listened to WBBM-FM in the past 7 days are 15.9% more likely to look up D-I-Y advice online, 7.4% less likely to always vote in local elections, 23.6% more likely to belong to a gym, 8.2% more likely to fly domestic past yr.

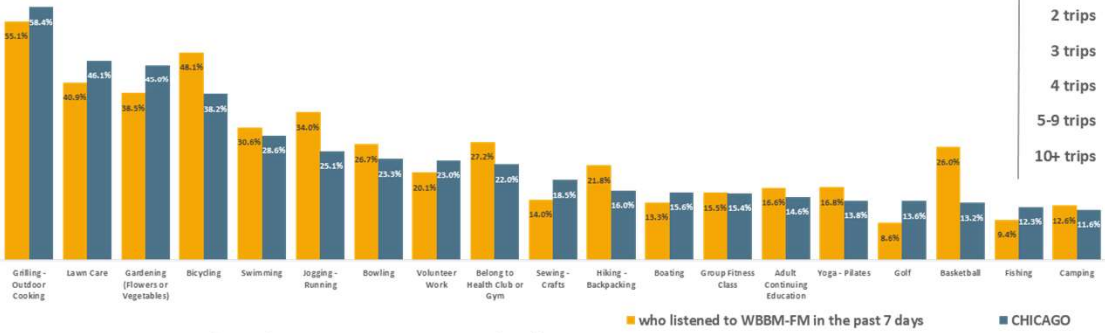
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



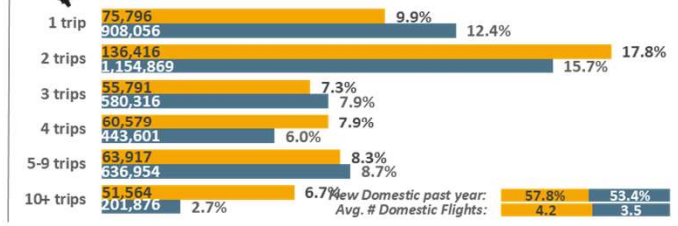
Political Activity: Adults 18 or older

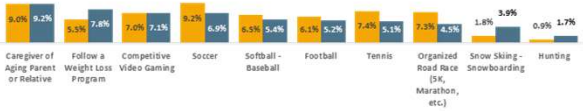


Top-30 past 12-months Active Lifestyle Activites: Adults 18 or older



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





CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 305

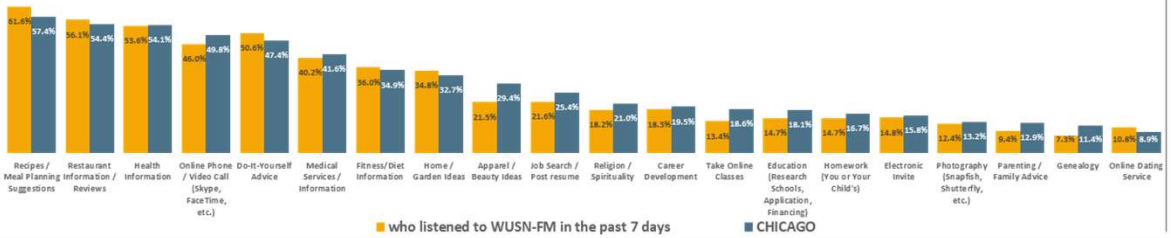
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Radio Stations: WBBM-FM

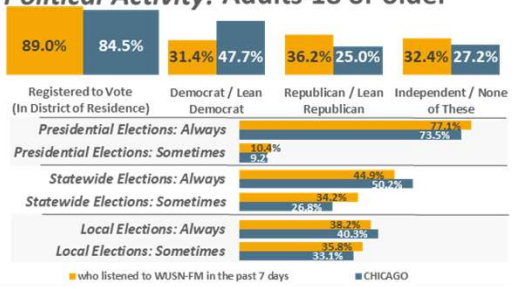
US 99 — CHICAGO'S HOTTEST COUNTRY

8.4% or 615,522 of CHICAGO Metro Adults 18 or older listened to WUSN-FM in the past 7 days.
Adults 18 or older who listened to WUSN-FM in the past 7 days are 6.8% more likely to look up D-I-Y advice online, 5.5% less likely to always vote in local elections, 11.5% more likely to belong to a gym, 11.7% more likely to fly domestic past yr.

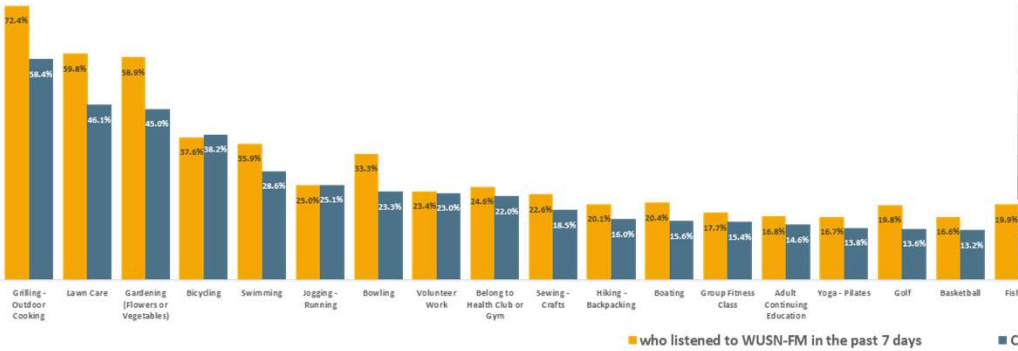
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



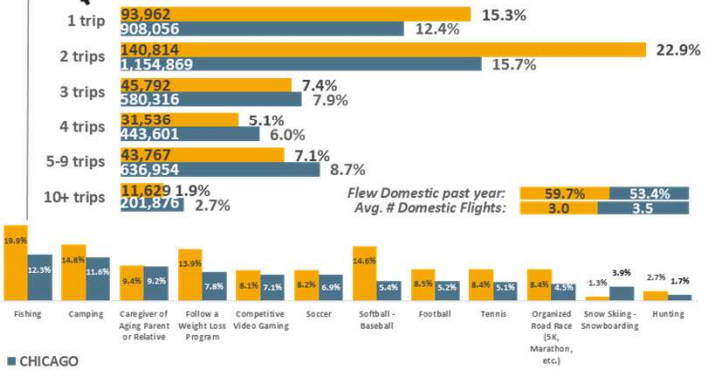
Political Activity: Adults 18 or older



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



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



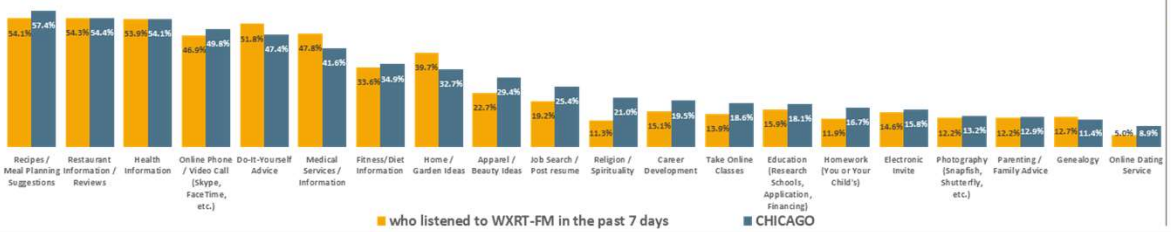
CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 294

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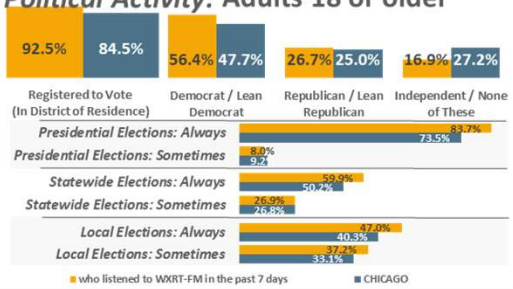
Radio Stations: WUSN-FM

10.6% or 782,226 of CHICAGO Metro Adults 18 or older listened to WXRT-FM in the past 7 days.
Adults 18 or older who listened to WXRT-FM in the past 7 days are 9.4% more likely to look up D-I-Y advice online, 16.9% more likely to always vote in local elections, 9.1% less likely to belong to a gym, 2.4% less likely to fly domestic past yr.

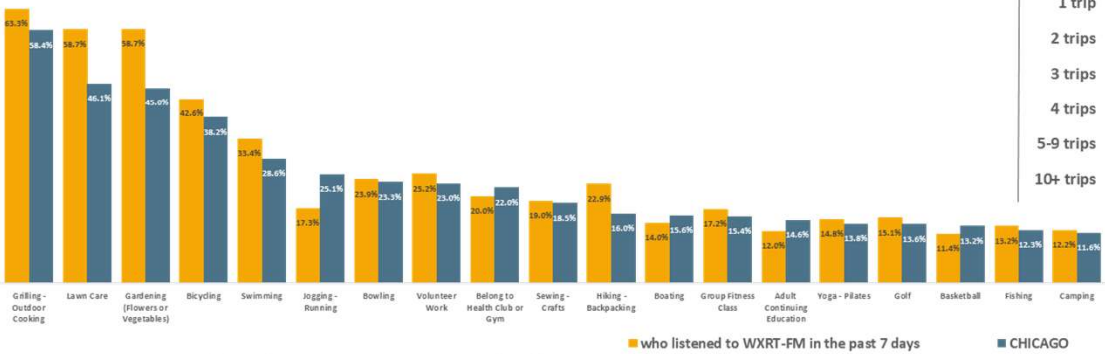
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



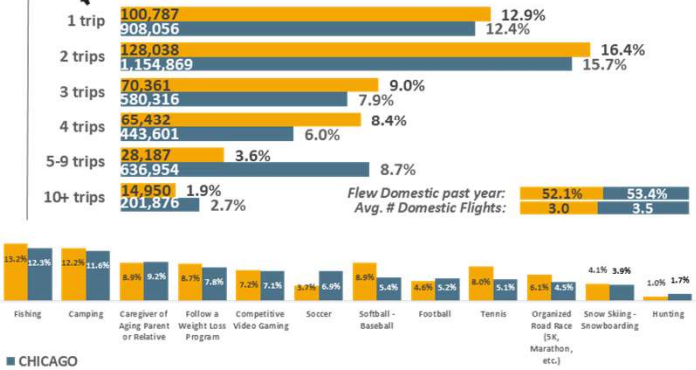
Political Activity: Adults 18 or older



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



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



CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 410

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Radio Stations: WXRT-FM

43.% or 3,159,130 of CHICAGO Metro Adults 18 or older listened to AUDACY RADIO in the past 7 days. Adults 18 or older who listened to AUDACY RADIO in the past 7 days are 1.4% more likely to use QSRs past mo., 4.8% more likely to use Sit-Down Restaurants past mo., 8.3% more likely to use Casinos past yr., 17.% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



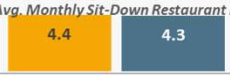
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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

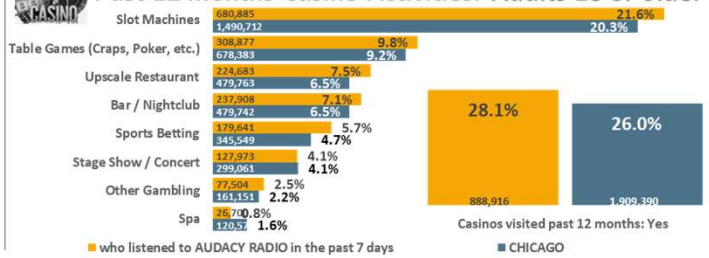


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,464

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(Radio Stations: WBBM-AM OR Radio Stations: WBBM-FM OR Radio Stations: WBMX-FM OR Radio Stations: WSCR-AM OR Radio Stations: WUSN-FM OR Radio Stations: WXRT-FM)

WBBM NEWSRADIO
780AM · 105.9FM

10.2% or 747,646 of CHICAGO Metro Adults 18 or older listened to WBBM-AM in the past 7 days.
Adults 18 or older who listened to WBBM-AM in the past 7 days are 1.3% more likely to use QSRs past mo., 2.5% more likely to use Sit-Down Restaurants past mo., 6.2% more likely to use Casinos past yr., 3.7% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



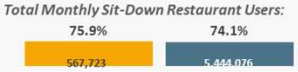
Avg. Monthly QSR Meals:



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



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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

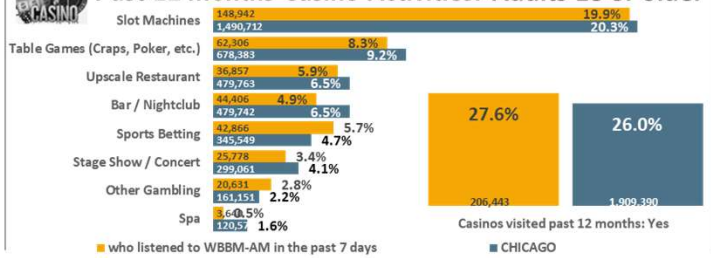


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 408

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Radio Stations: WBBM-AM

10.5% or 767,752 of CHICAGO Metro Adults 18 or older listened to WBBM-FM in the past 7 days.
Adults 18 or older who listened to WBBM-FM in the past 7 days are .9% more likely to use QSRs past mo., 13.2% more likely to use Sit-Down Restaurants past mo., 28.2% more likely to use Casinos past yr., 24.5% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



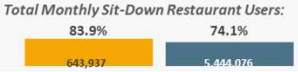
Avg. Monthly QSR Meals:



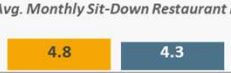
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 18 or older

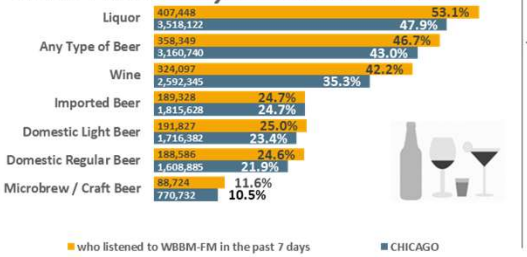
(Sit-Down Restaurants Used Past 30-days)



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

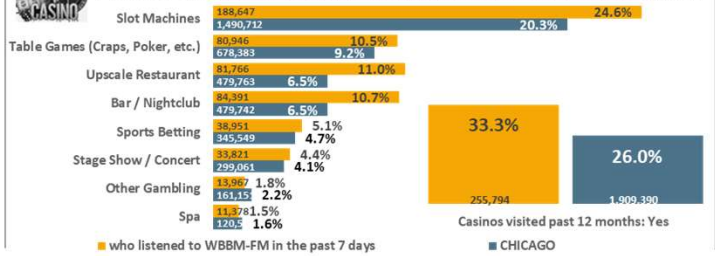


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 305

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Radio Stations: WBBM-FM

US99 * CHICAGO'S HOTTEST COUNTRY *

8.4% or 615,522 of CHICAGO Metro Adults 18 or older listened to WUSN-FM in the past 7 days.
Adults 18 or older who listened to WUSN-FM in the past 7 days are .6% less likely to use QSRs past mo., 2.2% more likely to use Sit-Down Restaurants past mo., 21.1% more likely to use Casinos past yr., 29.% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 89.3% 549,715 | 89.9% 6,602,426

Avg. Monthly QSR Meals: 6.7 | 7.1

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



Total Monthly Sit-Down Restaurant Users: 75.7% 466,022 | 74.1% 5,444,076

Avg. Monthly Sit-Down Restaurant Meals: 4.6 | 4.3

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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

who listened to WUSN-FM in the past 7 days: 127,076 20.6%

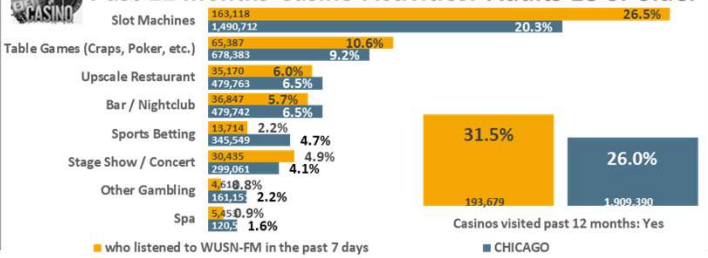
CHICAGO: 1,580,286 21.5%

Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Casinos visited past 12 months: Yes

31.5% 193,679 | 26.0% 1,909,390

Used Past 30-days: Adults 18 or older



CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 294

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Radio Stations: WUSN-FM

93 XRT
CHICAGO'S FINEST ROCK

10.6% or 782,226 of CHICAGO Metro Adults 18 or older listened to WXRT-FM in the past 7 days.
Adults 18 or older who listened to WXRT-FM in the past 7 days are .9% less likely to use QSRs past mo., 5.7% more likely to use Sit-Down Restaurants past mo., 18.2% less likely to use Casinos past yr., 45.8% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



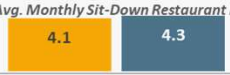
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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

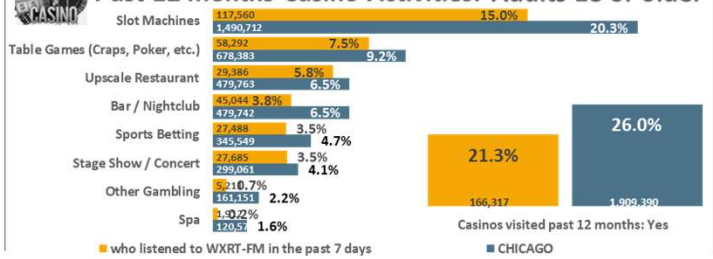
who listened to WXRT-FM in the past 7 days	152,182	19.5%
CHICAGO	1,580,286	21.5%

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



CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 410

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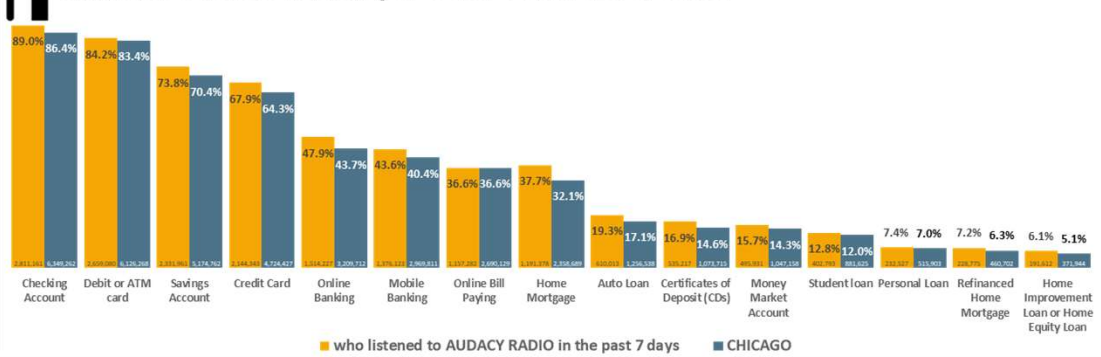
Radio Stations: WXRT-FM

43.% or 3,159,130 of CHICAGO Metro Adults 18 or older listened to AUDACY RADIO in the past 7 days. Adults 18 or older who listened to AUDACY RADIO in the past 7 days are 7.9% more likely to have a 401K, 12.9% more likely to have an Auto Loan, 13.7% more likely to Invest/Trade Stocks Online, 3.7% less likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



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

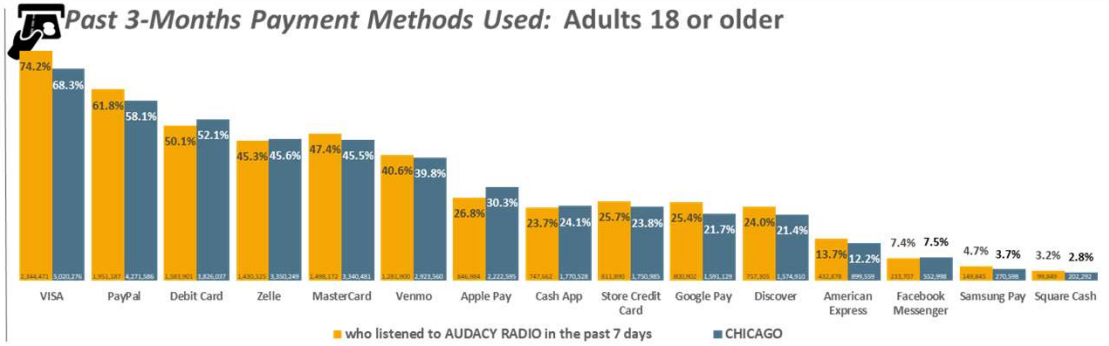


Professional Services Used:* Adults 18 or older



*(*Past 12 Months)*

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



CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,464

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(Radio Stations: WBBM-AM OR Radio Stations: WBBM-FM OR Radio Stations: WBMX-FM OR Radio Stations: WSCR-AM OR Radio Stations: WUSN-FM OR Radio Stations: WXRT-FM)

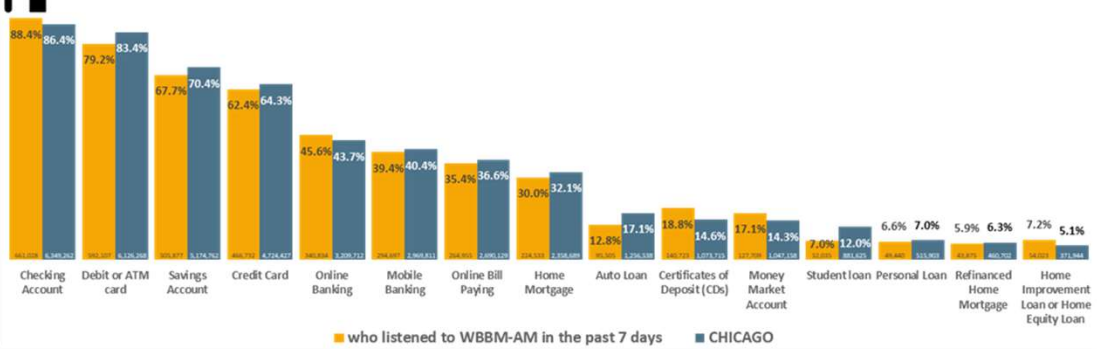
WBBM NEWSRADIO
780AM · 105.9FM

10.2% or 747,646 of CHICAGO Metro Adults 18 or older listened to WBBM-AM in the past 7 days.
Adults 18 or older who listened to WBBM-AM in the past 7 days are 9.9% less likely to have a 401K, 25.3% less likely to have an Auto Loan, 19.8% more likely to Invest/Trade Stocks Online, 5.6% less likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



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

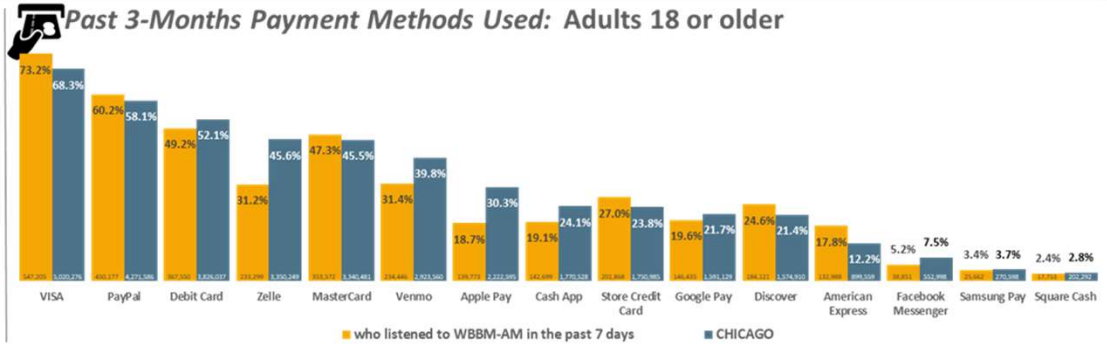


Professional Services Used:* Adults 18 or older



*(*Past 12 Months)*

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



CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 408

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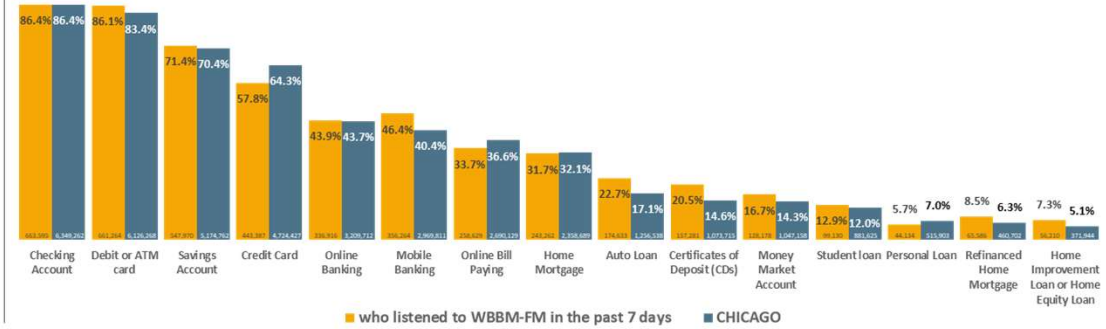
Radio Stations: WBBM-AM

10.5% or 767,752 of CHICAGO Metro Adults 18 or older listened to WBBM-FM in the past 7 days.
Adults 18 or older who listened to WBBM-FM in the past 7 days are 8.3% less likely to have a 401K, 33.% more likely to have an Auto Loan, 10.6% more likely to Invest/Trade Stocks Online, .9% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



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

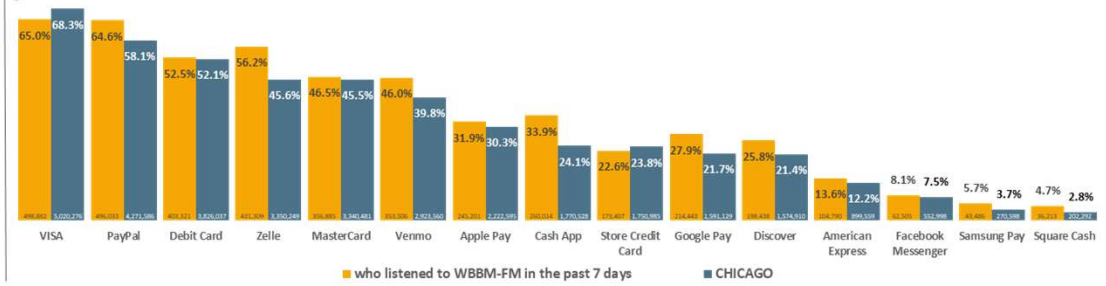


Professional Services Used:* Adults 18 or older



*(*Past 12 Months)*

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



CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 305

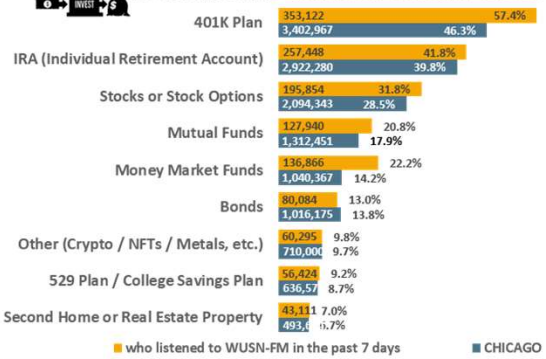
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Radio Stations: WBBM-FM

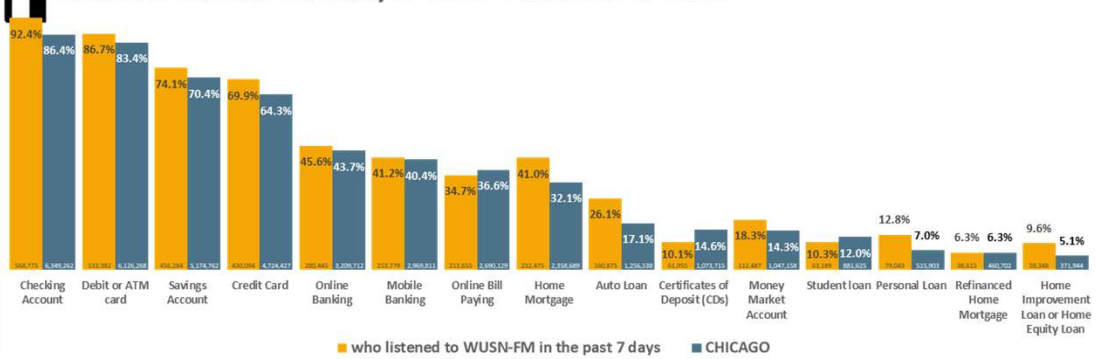
US 99 — CHICAGO'S HOTTEST COUNTRY

8.4% or 615,522 of CHICAGO Metro Adults 18 or older listened to WUSN-FM in the past 7 days.
Adults 18 or older who listened to WUSN-FM in the past 7 days are 23.9% more likely to have a 401K, 52.8% more likely to have an Auto Loan, 28.9% more likely to Invest/Trade Stocks Online, 4.8% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



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

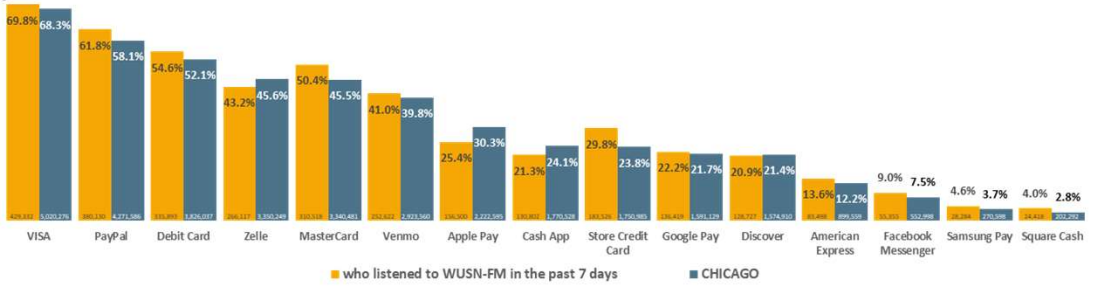


Professional Services Used:* Adults 18 or older



*(*Past 12 Months)*

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



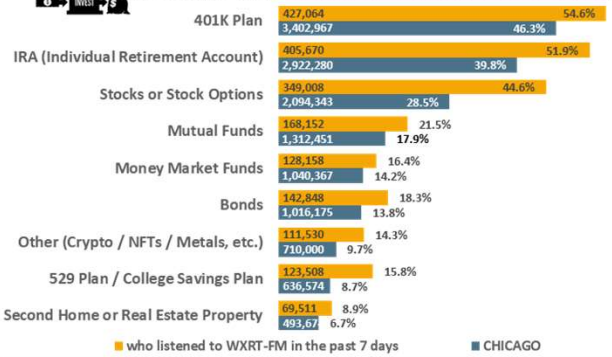
CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 294

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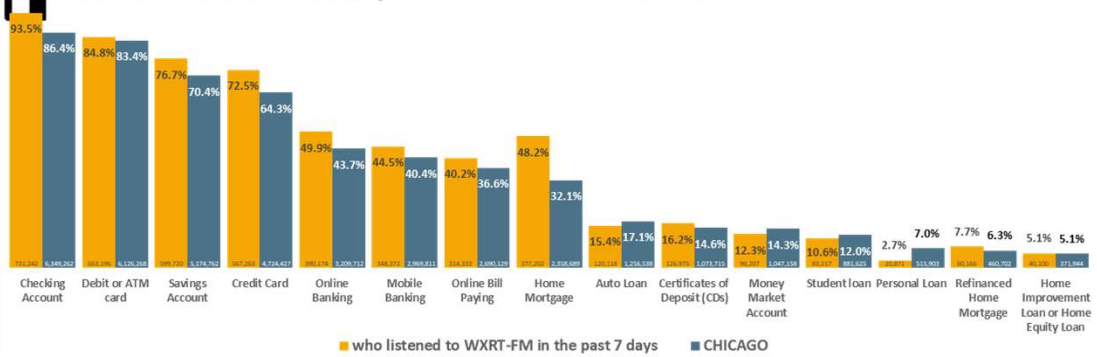
Radio Stations: WUSN-FM

10.6% or 782,226 of CHICAGO Metro Adults 18 or older listened to WXRT-FM in the past 7 days.
Adults 18 or older who listened to WXRT-FM in the past 7 days are 17.9% more likely to have a 401K, 10.2% less likely to have an Auto Loan, 1.7% more likely to Invest/Trade Stocks Online, 6.7% less likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



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

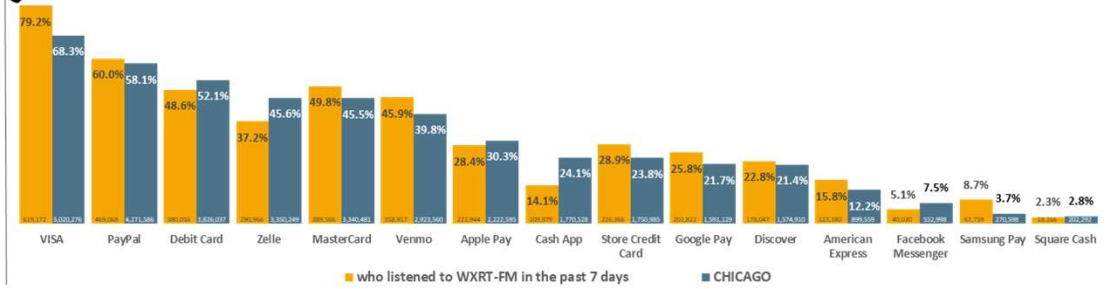


Professional Services Used:* Adults 18 or older



*(*Past 12 Months)*

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



CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 410

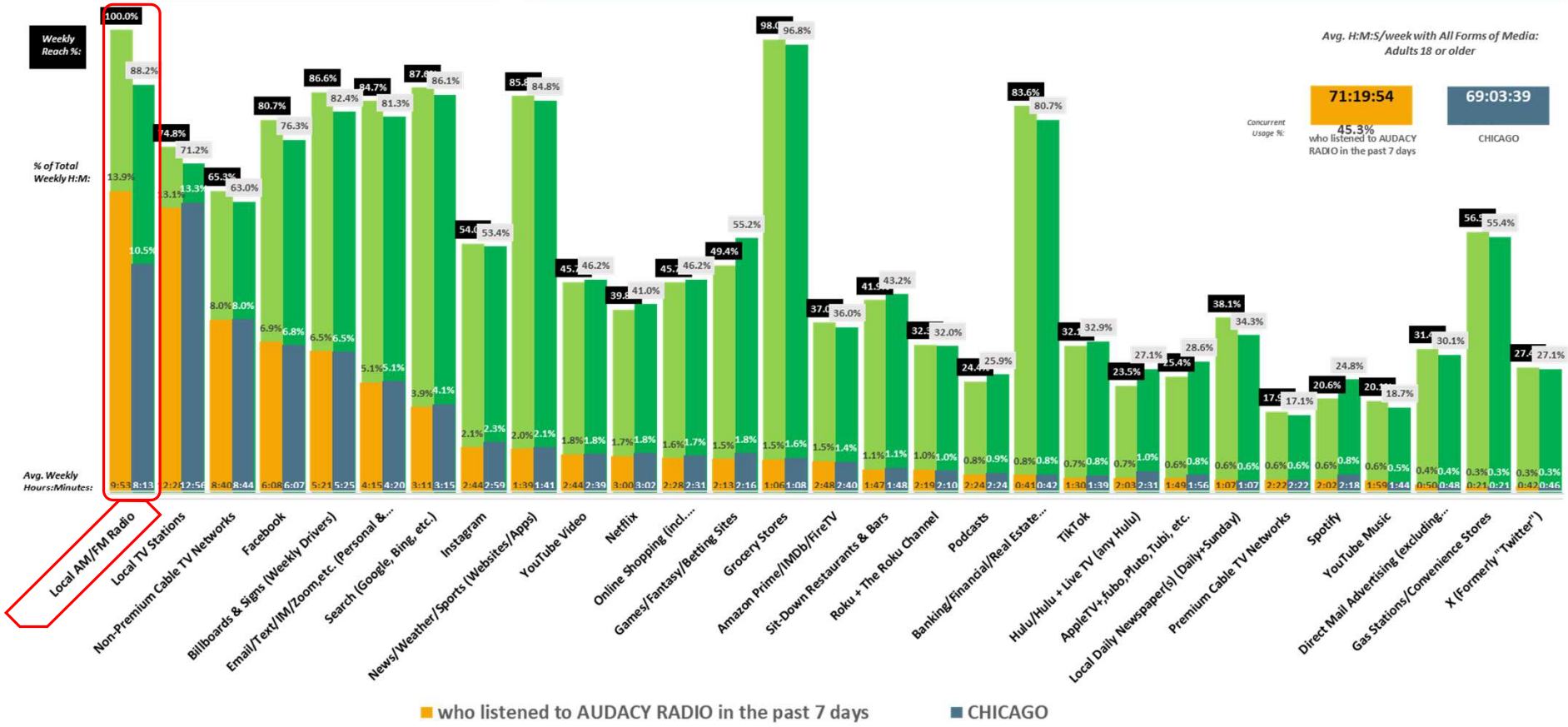
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Radio Stations: WXRT-FM

Audacy

Adults 18 or older who listened to AUDACY RADIO in the past 7 days spend an average of 2 days, 23 hours, 19 minutes and 54 seconds each week with All Forms of Media.

100.% of Adults 18 or older who listened to AUDACY RADIO in the past 7 days spend an avg. of 9 hours and 53 minutes each week listening to All Local AM/FM Radio, representing 13.9% of total time spent with all forms of Media.



CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,464 CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 3,379

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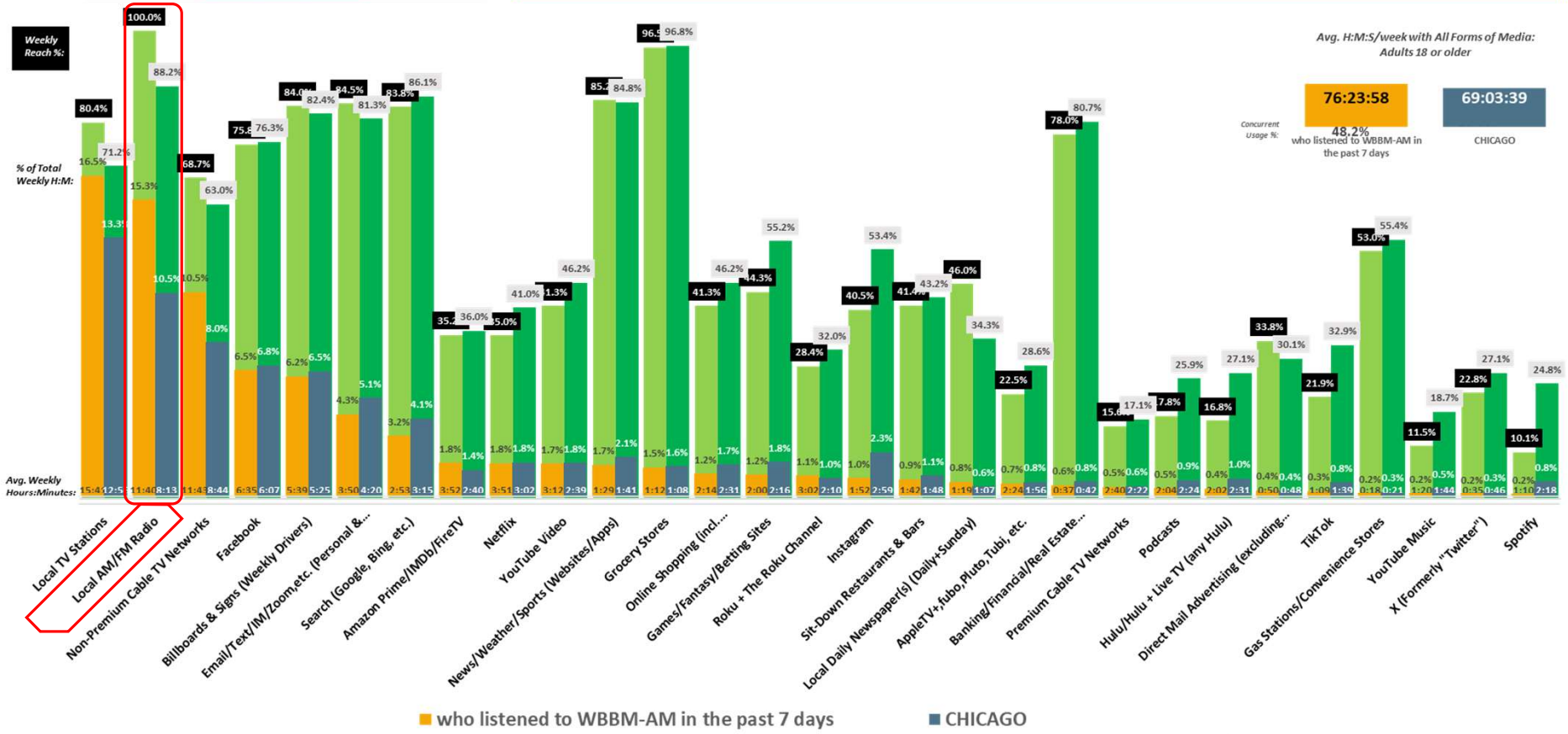
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(Radio Stations: WBBM-AM OR Radio Stations: WBBM-FM OR Radio Stations: WBMX-FM OR Radio Stations: WSCR-AM OR Radio Stations: WUSN-FM OR Radio Stations: WXRT-FM)

WBBM NEWSRADIO
780AM · 105.9FM

Adults 18 or older who listened to WBBM-AM in the past 7 days spend an average of 3 days, 4 hours, 23 minutes and 58 seconds each week with All Forms of Media.

100.% of Adults 18 or older who listened to WBBM-AM in the past 7 days spend an avg. of 11 hours and 40 minutes each week listening to All Local AM/FM Radio, representing 15.3% of total time spent with all forms of Media.

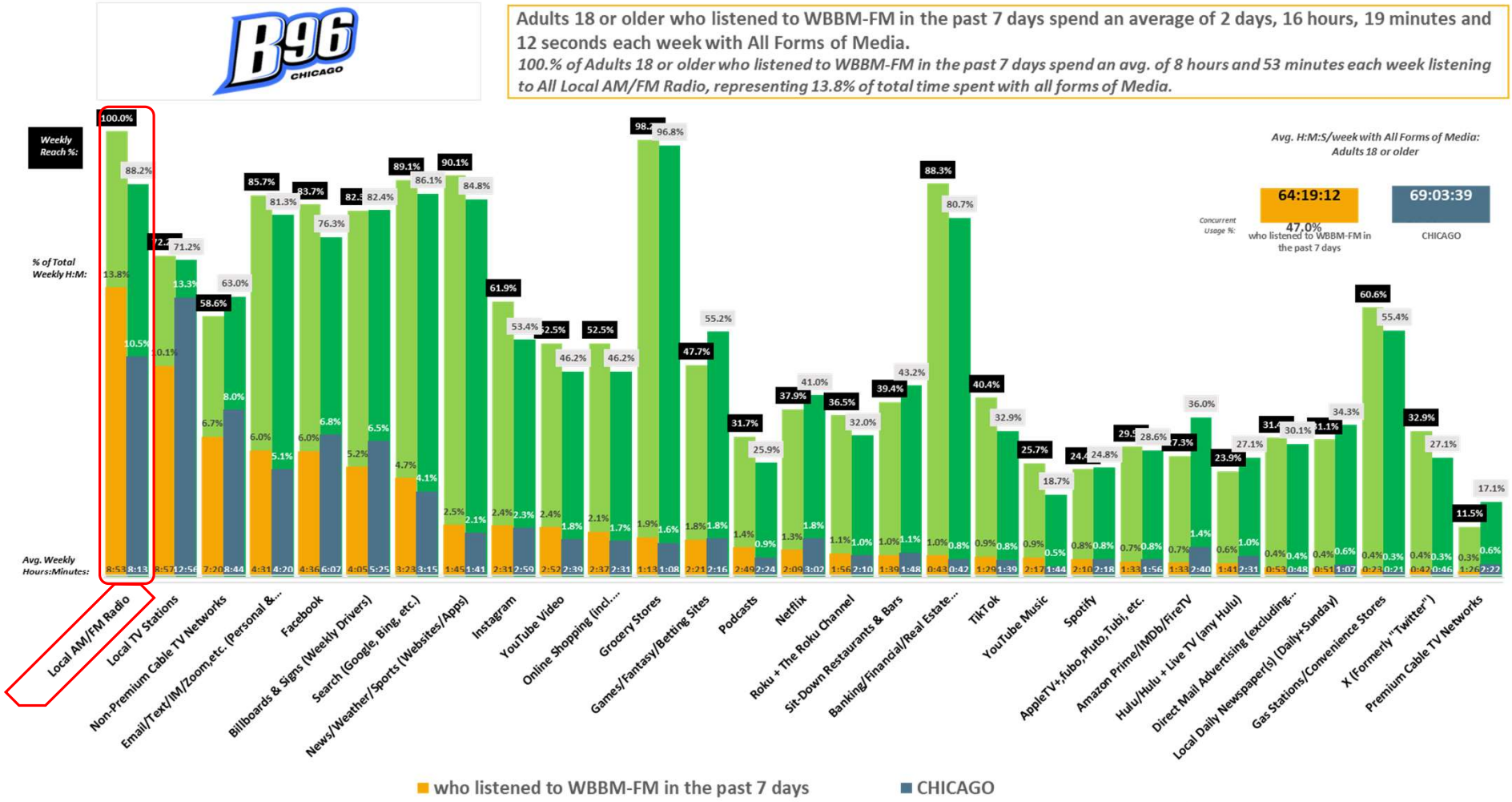


CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 408 CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 3,379

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Radio Stations: WBBM-AM



CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 305 CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 3,379

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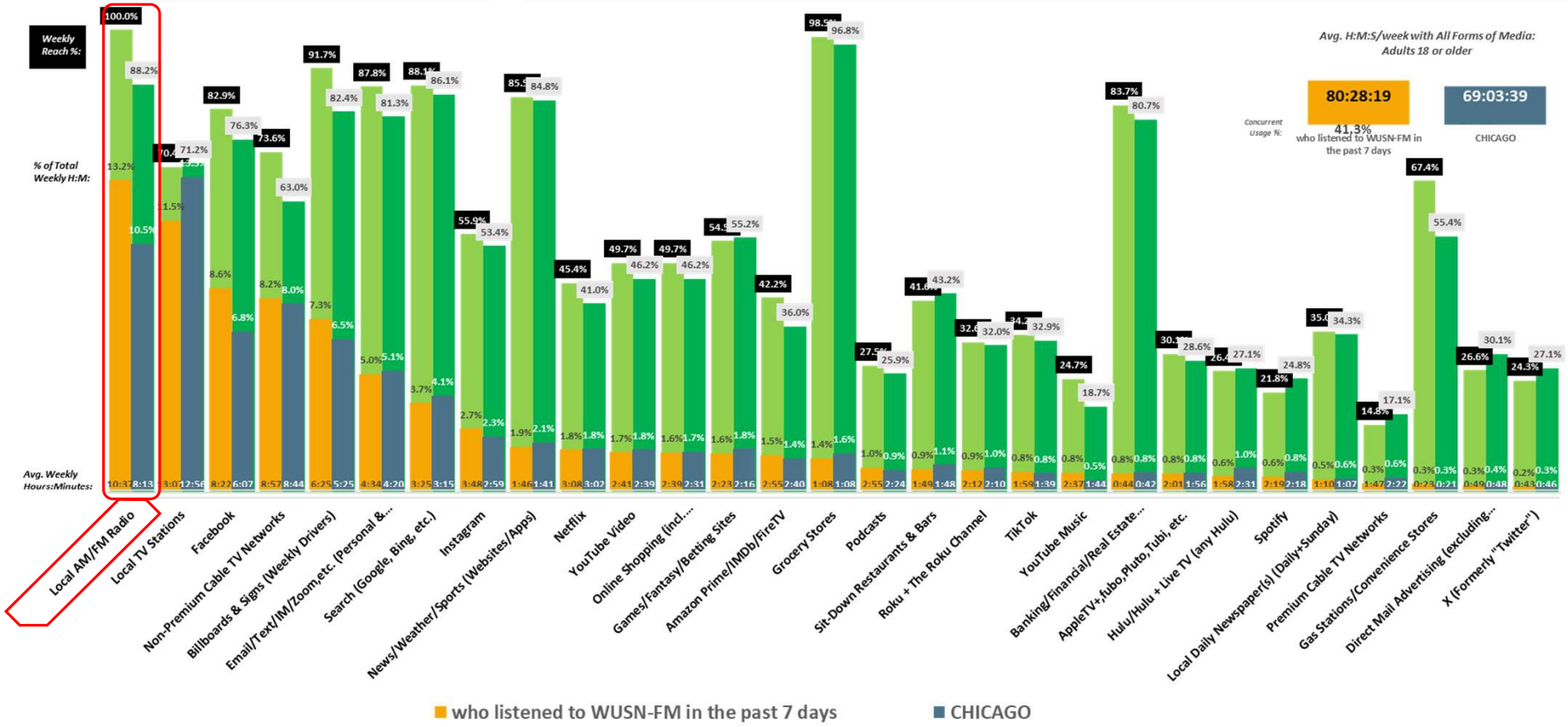
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Radio Stations: WBBM-FM

US99
CHICAGO'S HOTTEST COUNTRY

Adults 18 or older who listened to WUSN-FM in the past 7 days spend an average of 3 days, 8 hours, 28 minutes and 19 seconds each week with All Forms of Media.

100.% of Adults 18 or older who listened to WUSN-FM in the past 7 days spend an avg. of 10 hours and 37 minutes each week listening to All Local AM/FM Radio, representing 13.2% of total time spent with all forms of Media.



CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 294 CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 3,379

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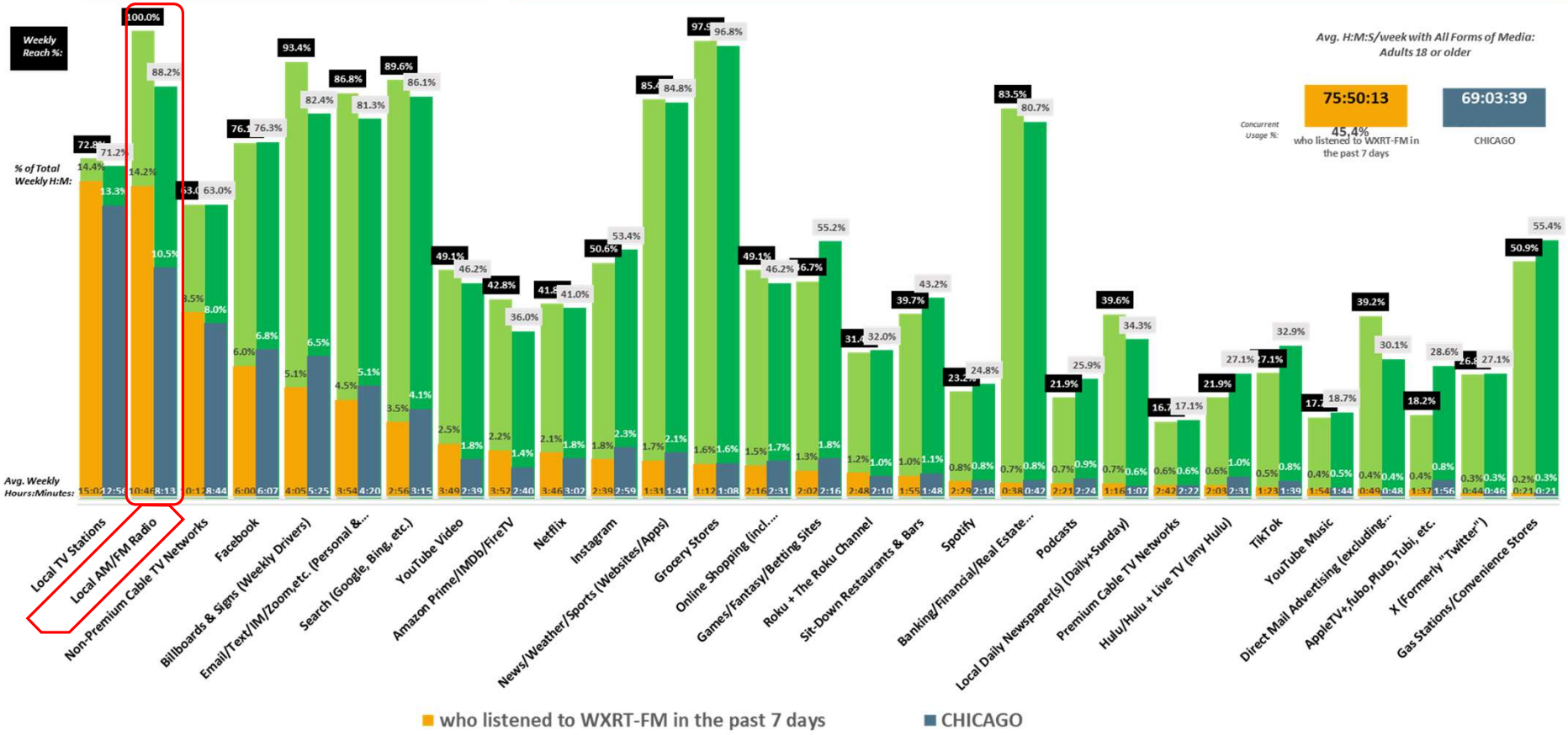
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Radio Stations: WUSN-FM

93 XRT
CHICAGO'S FINEST ROCK

Adults 18 or older who listened to WXRT-FM in the past 7 days spend an average of 3 days, 3 hours, 50 minutes and 13 seconds each week with All Forms of Media.

100.% of Adults 18 or older who listened to WXRT-FM in the past 7 days spend an avg. of 10 hours and 46 minutes each week listening to All Local AM/FM Radio, representing 14.2% of total time spent with all forms of Media.



CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 410 CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 3,379

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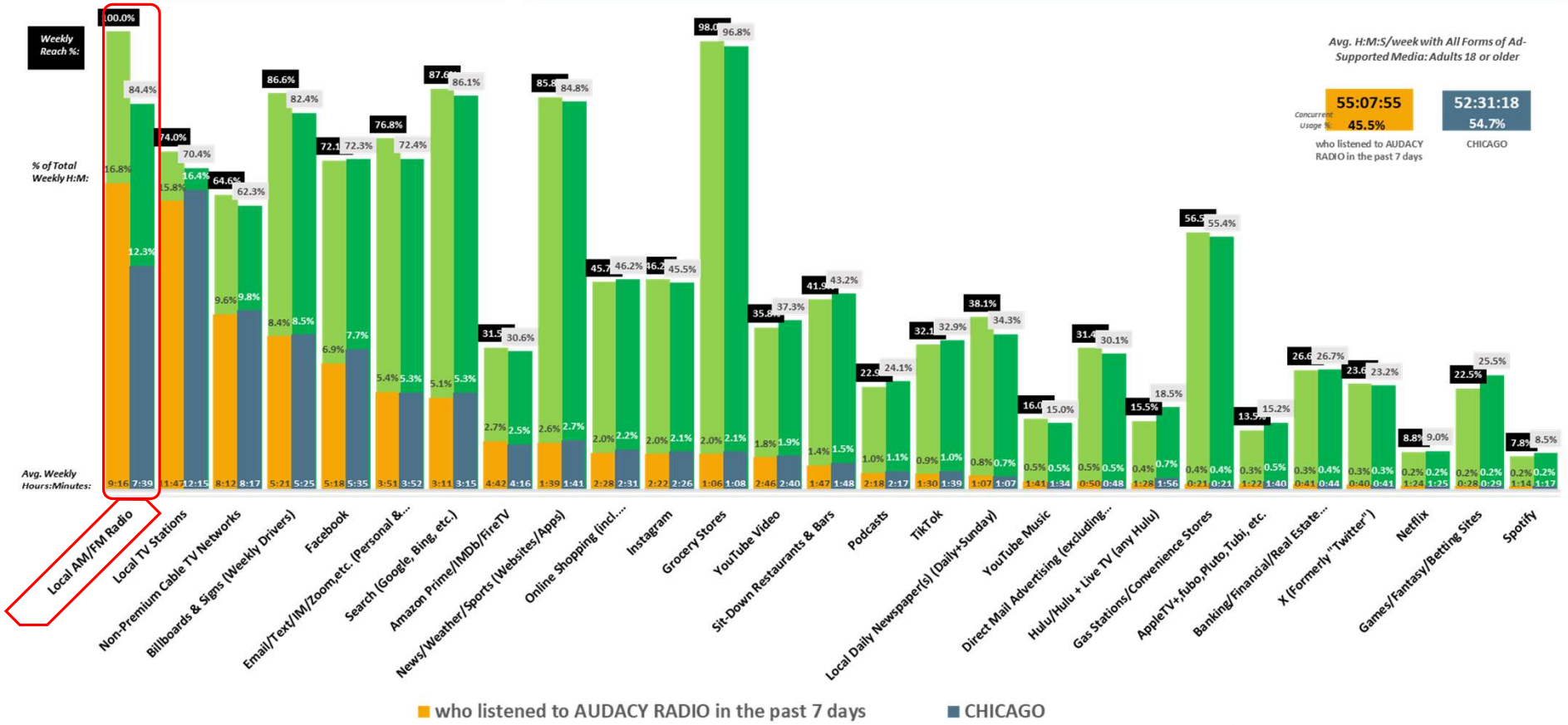
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Radio Stations: WXRT-FM

Audacy

Adults 18 or older who listened to AUDACY RADIO in the past 7 days spend an average of 2 days, 7 hours, 7 minutes and 55 seconds each week with All Forms of Ad-Supported Media.

100.% of Adults 18 or older who listened to AUDACY RADIO in the past 7 days spend an avg. of 9 hours and 16 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 16.8% of total time spent with all forms of Ad-Supported Media.

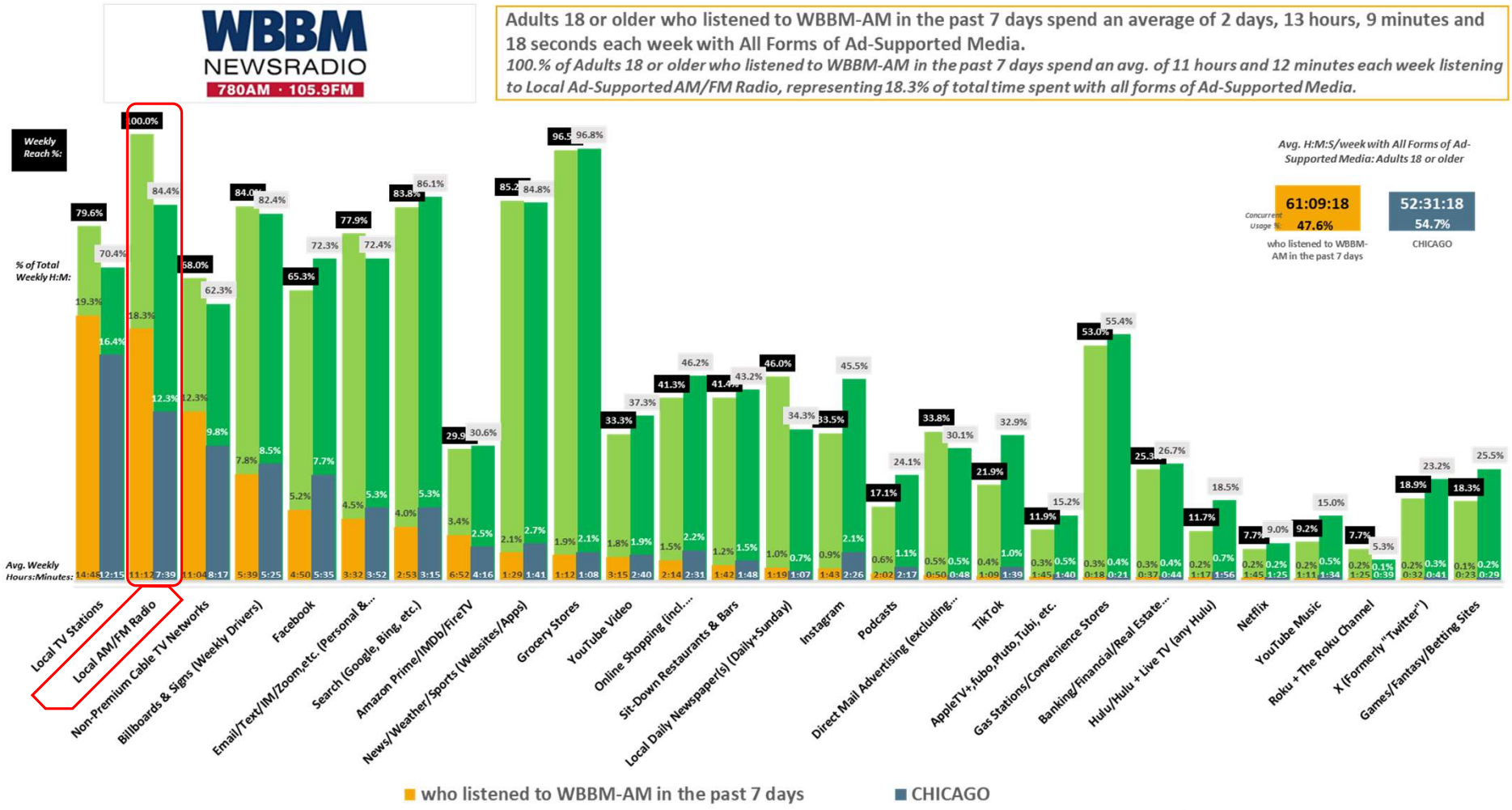


CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,464 CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 3,379

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(Radio Stations: WBBM-AM OR Radio Stations: WBBM-FM OR Radio Stations: WBMX-FM OR Radio Stations: WSCR-AM OR Radio Stations: WUSN-FM OR Radio Stations: WXRT-FM)

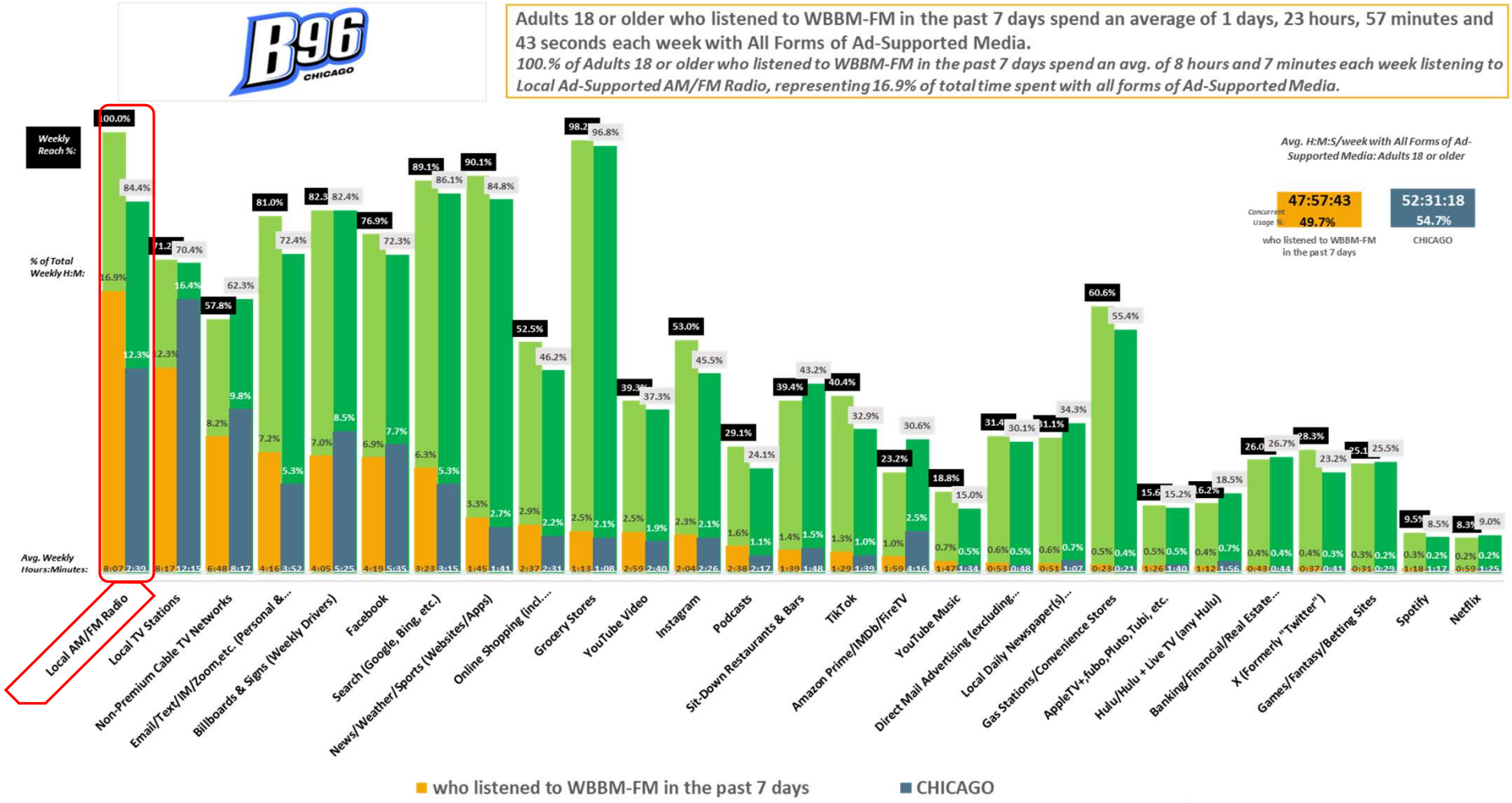


CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 408 CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 3,379

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Radio Stations: WBBM-AM



CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 305 CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 3,379

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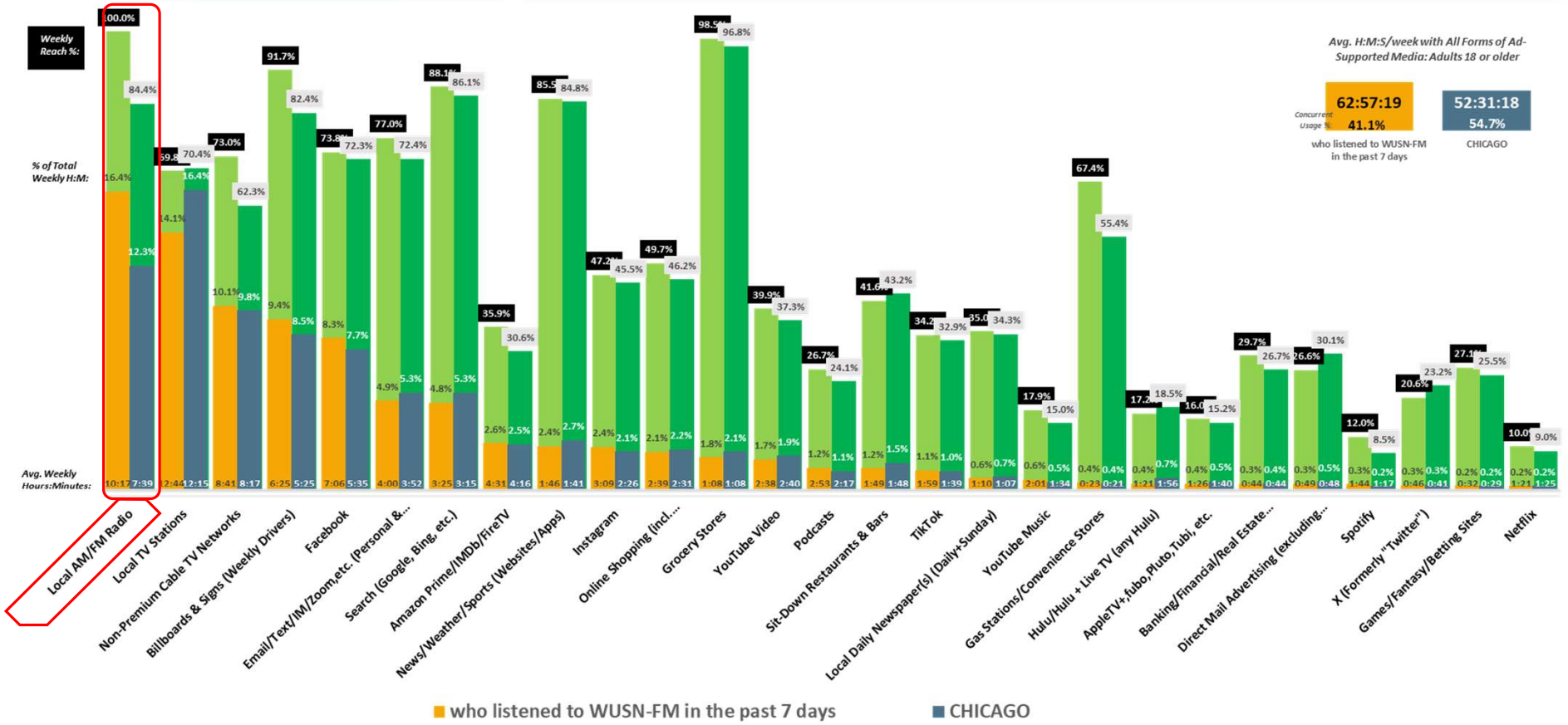
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Radio Stations: WBBM-FM

US99 * CHICAGO'S HOTTEST COUNTRY *

Adults 18 or older who listened to WUSN-FM in the past 7 days spend an average of 2 days, 14 hours, 57 minutes and 19 seconds each week with All Forms of Ad-Supported Media.

100.% of Adults 18 or older who listened to WUSN-FM in the past 7 days spend an avg. of 10 hours and 17 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 16.4% of total time spent with all forms of Ad-Supported Media.



CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 294 CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 3,379

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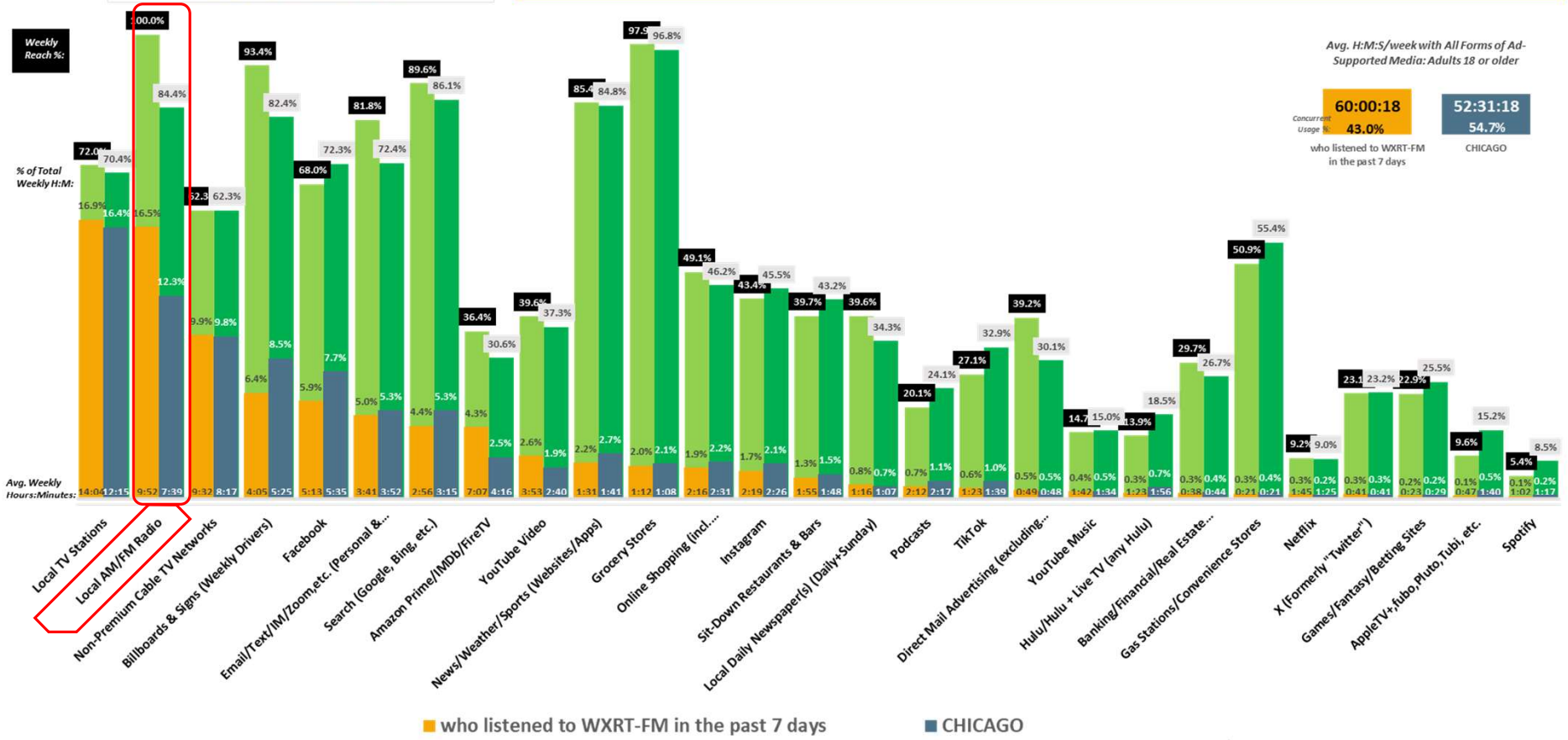
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Radio Stations: WUSN-FM

93XRT
CHICAGO'S FINEST ROCK

Adults 18 or older who listened to WXRT-FM in the past 7 days spend an average of 2 days, 12 hours, 0 minutes and 18 seconds each week with All Forms of Ad-Supported Media.

100.% of Adults 18 or older who listened to WXRT-FM in the past 7 days spend an avg. of 9 hours and 52 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 16.5% of total time spent with all forms of Ad-Supported Media.



CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 410 CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 3,379

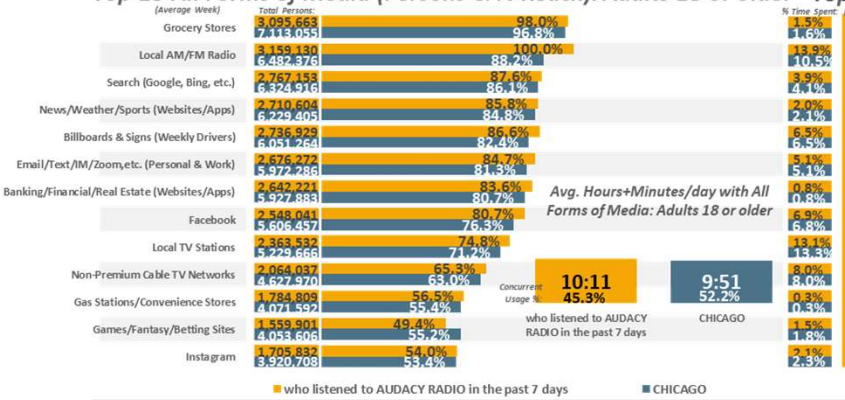
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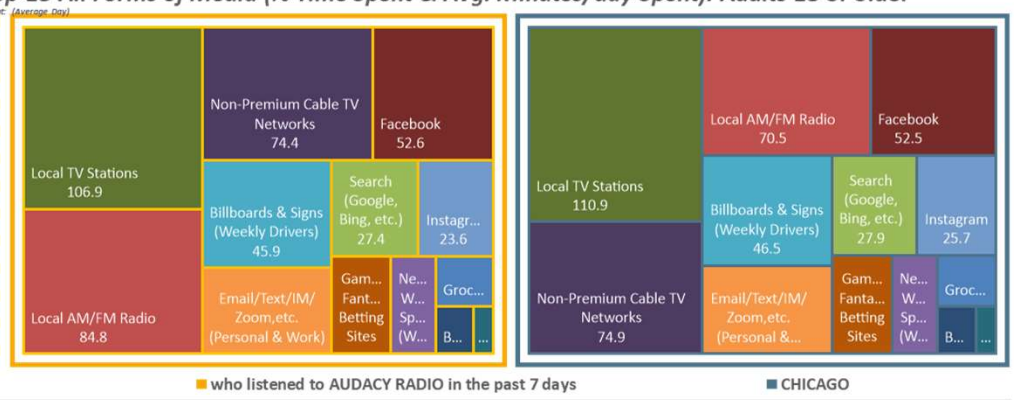
Radio Stations: WXRT-FM

Adults 18 or older who listened to AUDACY RADIO in the past 7 days spend an average of 7 hours and 52 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 79.5 minutes/day. *(Local Radio delivers 16.8% of Time with Ad-Supported Media.)*

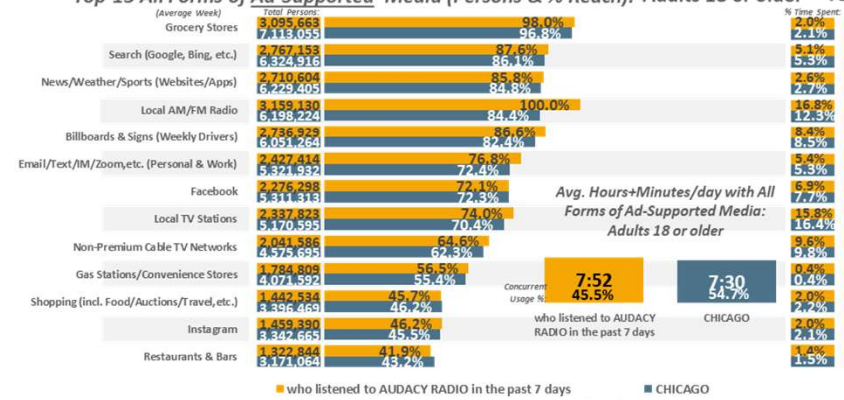
Top-13 All Forms of Media (Persons & % Reach): **Adults 18 or older**



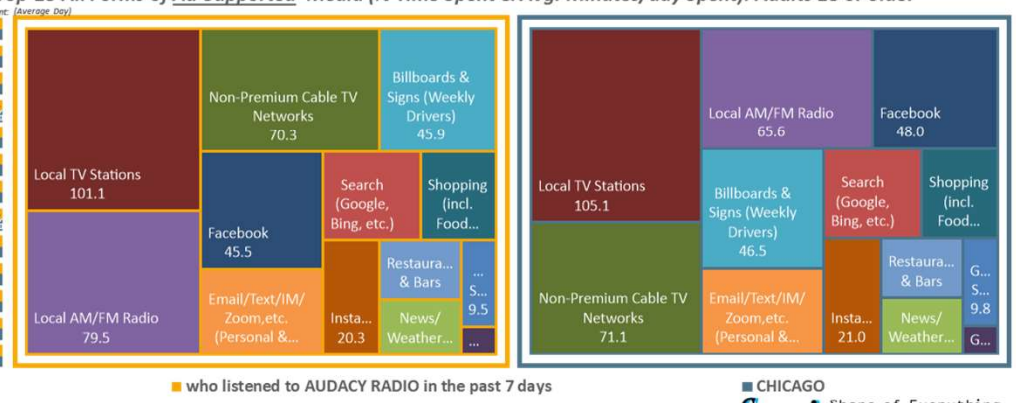
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): **Adults 18 or older**



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



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



CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,464

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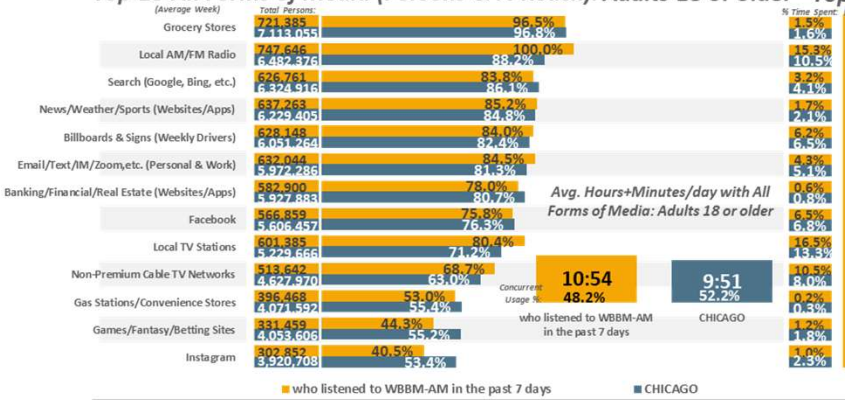
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(Radio Stations: WBBM-AM OR Radio Stations: WBBM-FM OR Radio Stations: WBMX-FM OR Radio Stations: WSCR-AM OR Radio Stations: WUSN-FM OR Radio Stations: WXRT-FM)

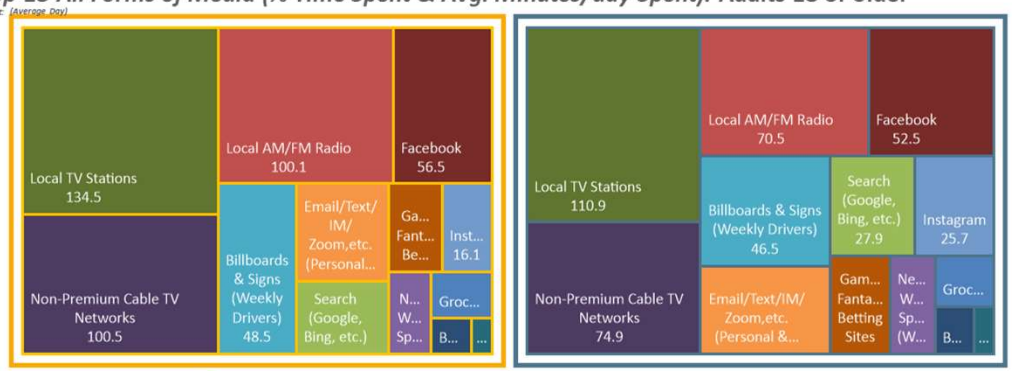
WBBM NEWSRADIO 780AM · 105.9FM

Adults 18 or older who listened to WBBM-AM in the past 7 days spend an average of 8 hours and 44 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 96. minutes/day. *(Local Radio delivers 18.3% of Time with Ad-Supported Media.)*

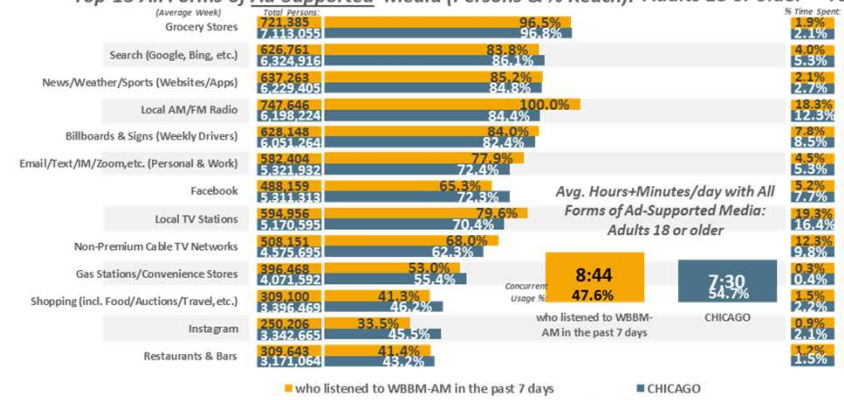
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



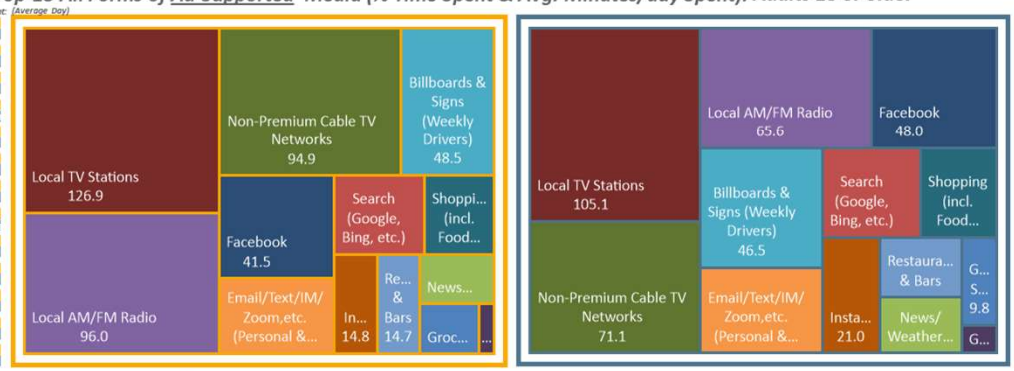
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 408

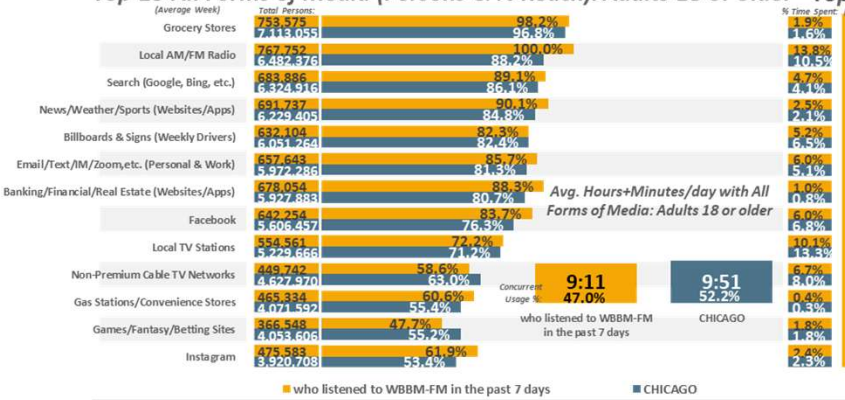
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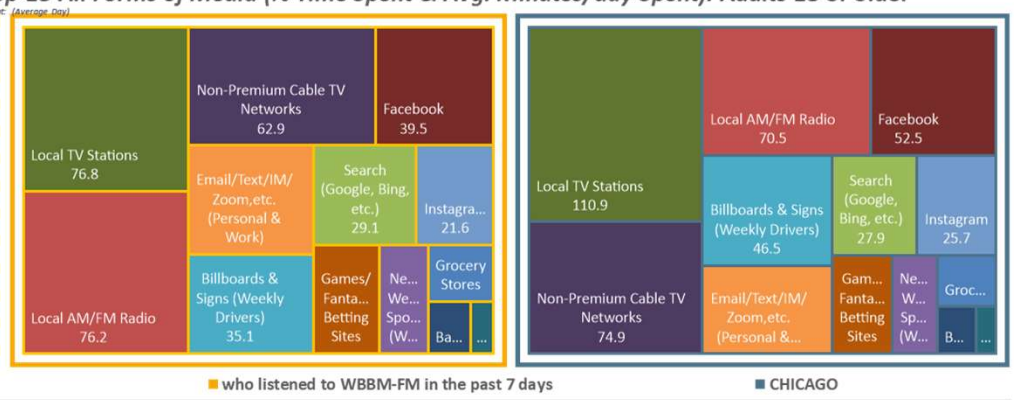
Radio Stations: WBBM-AM

Adults 18 or older who listened to WBBM-FM in the past 7 days spend an average of 6 hours and 51 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 69.7 minutes/day. *(Local Radio delivers 16.9% of Time with Ad-Supported Media.)*

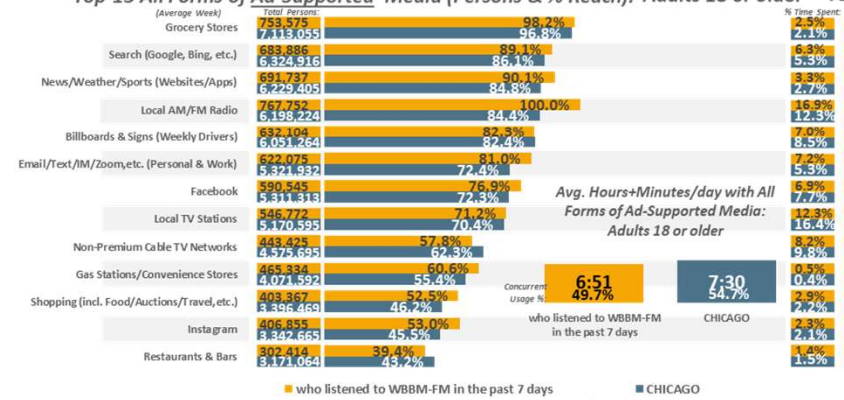
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



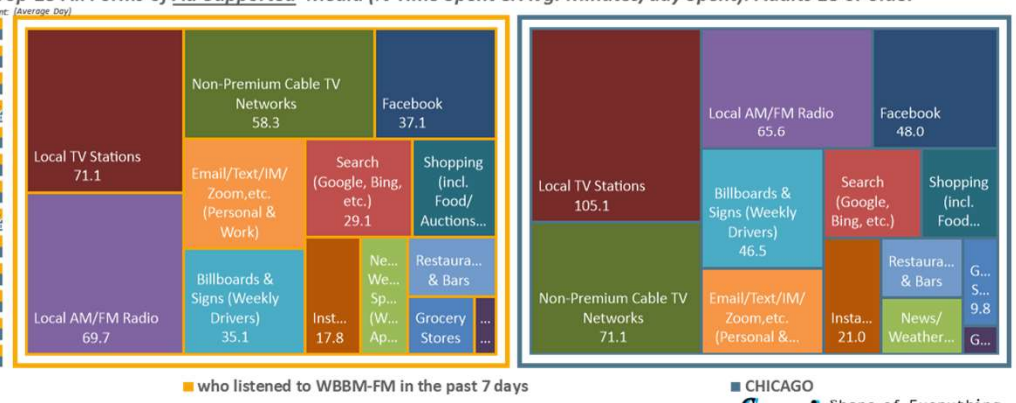
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 305

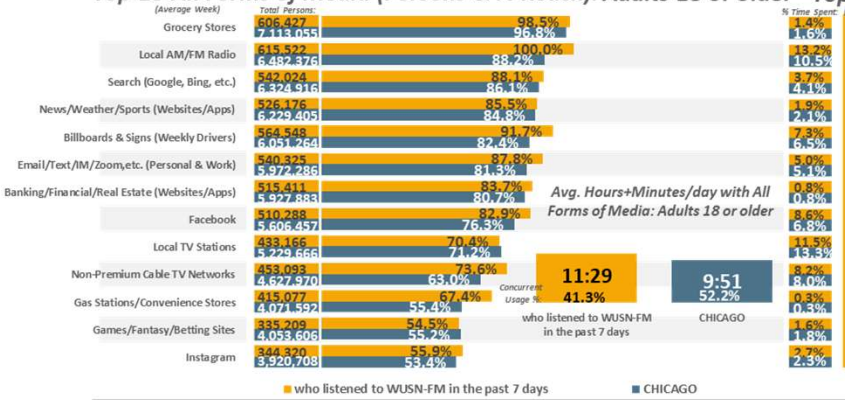
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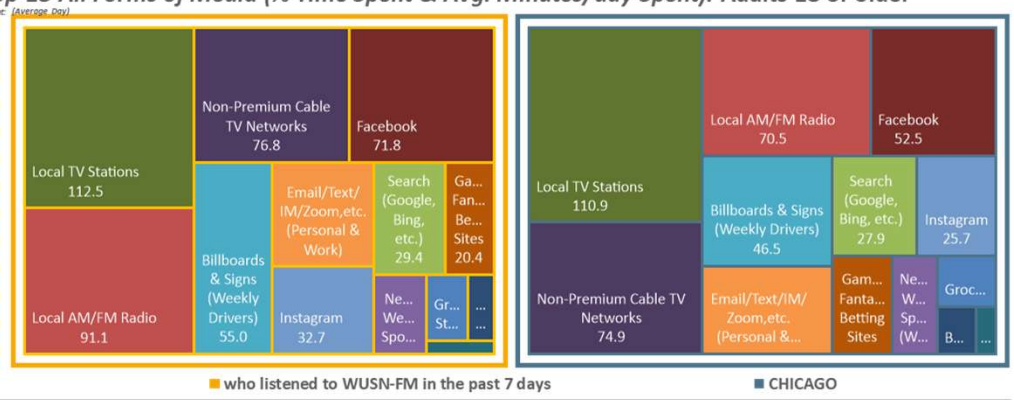
Radio Stations: WBBM-FM

Adults 18 or older who listened to WUSN-FM in the past 7 days spend an average of 8 hours and 59 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 88.3 minutes/day. *(Local Radio delivers 16.4% of Time with Ad-Supported Media.)*

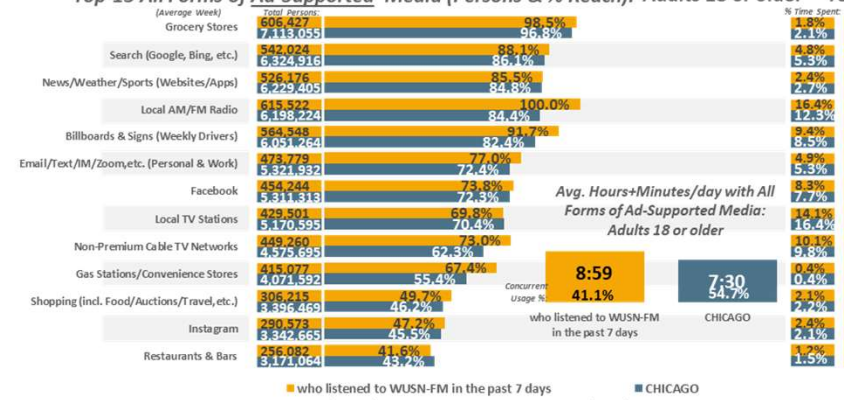
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



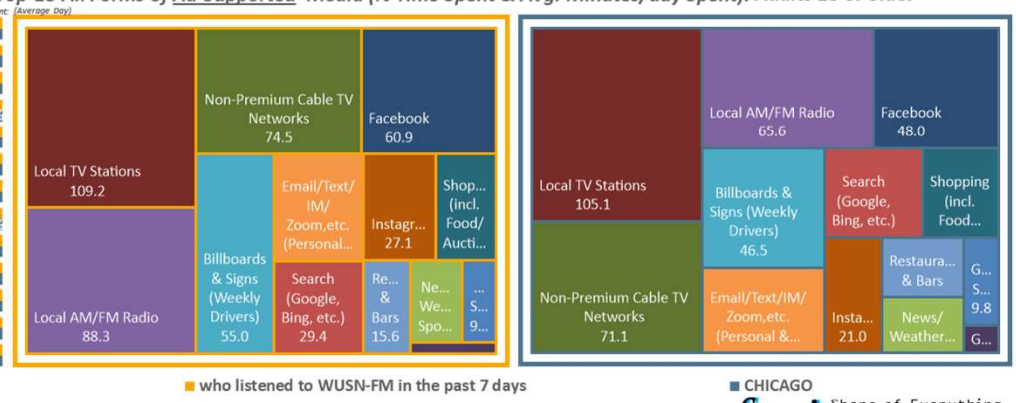
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 294

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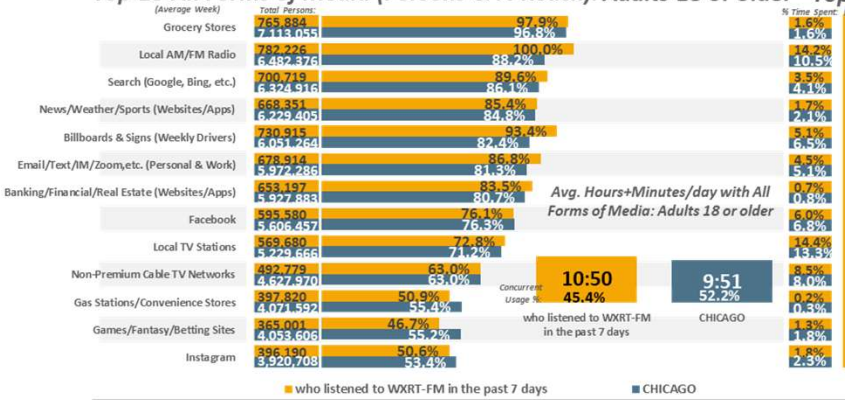
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Radio Stations: WUSN-FM

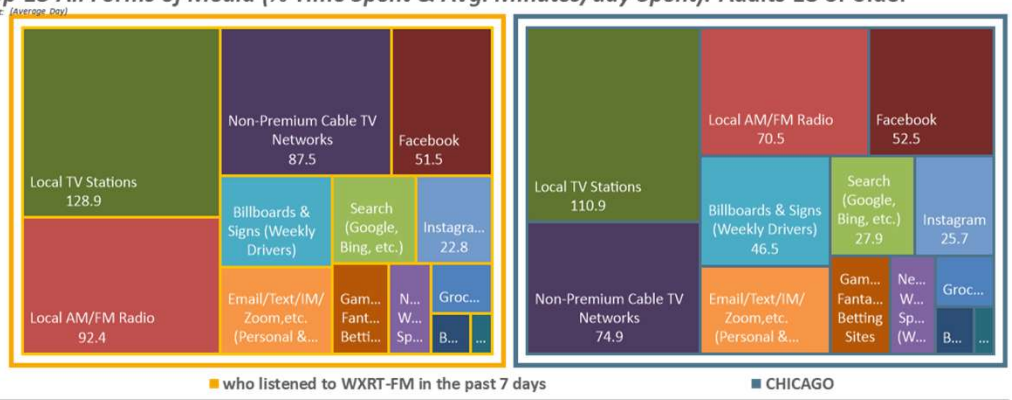
93 XRT
CHICAGO'S FINEST ROCK

Adults 18 or older who listened to WXRT-FM in the past 7 days spend an average of 8 hours and 34 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 84.7 minutes/day. *(Local Radio delivers 16.5% of Time with Ad-Supported Media.)*

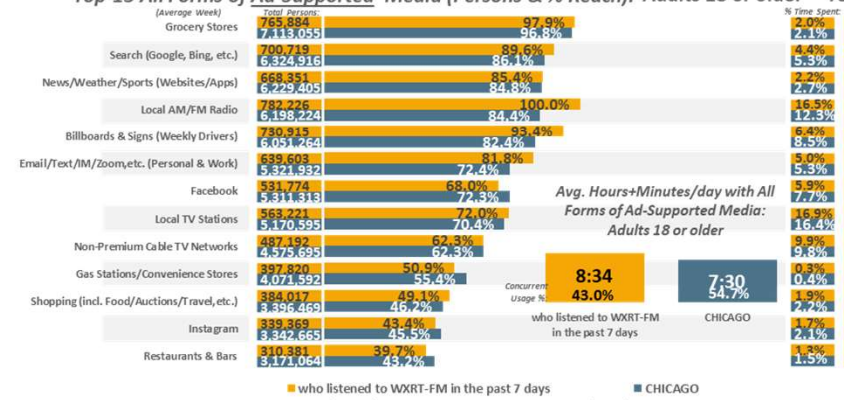
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



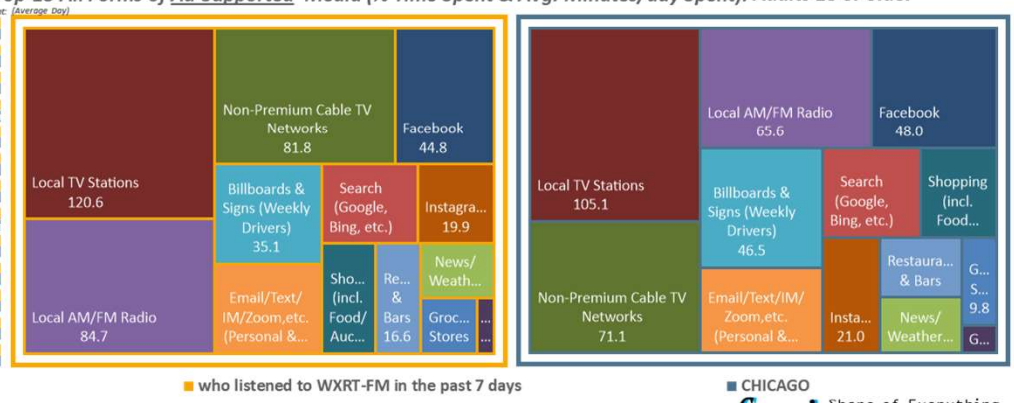
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 410

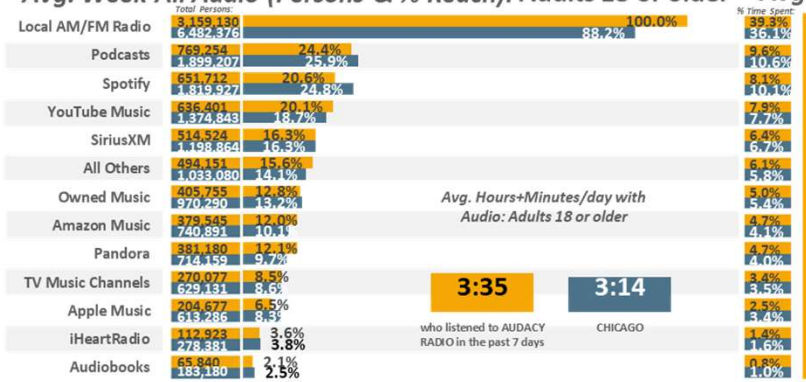
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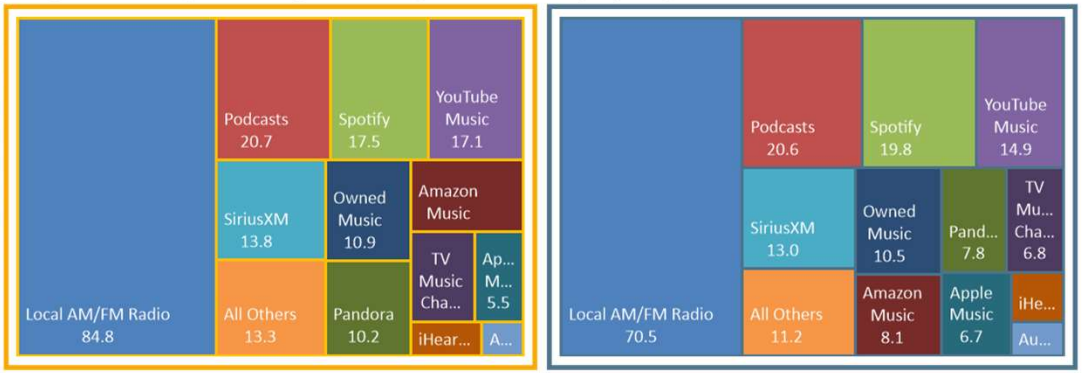
Radio Stations: WXRT-FM

3,159,130 or 100.% of Adults 18 or older who listened to AUDACY RADIO in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 79.5 minutes every day representing 48.4% of all time spent daily with Ad-Supported Audio.

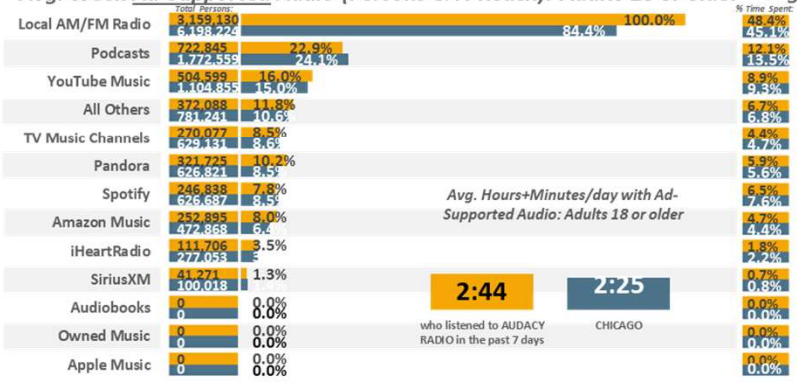
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



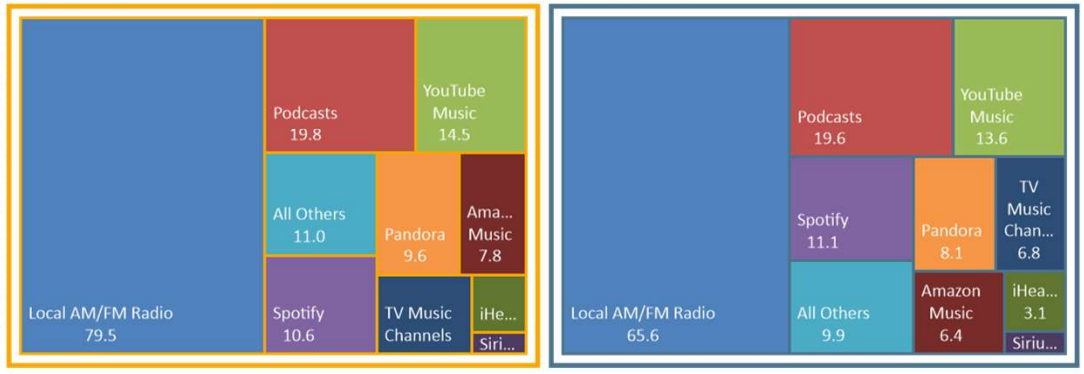
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,464

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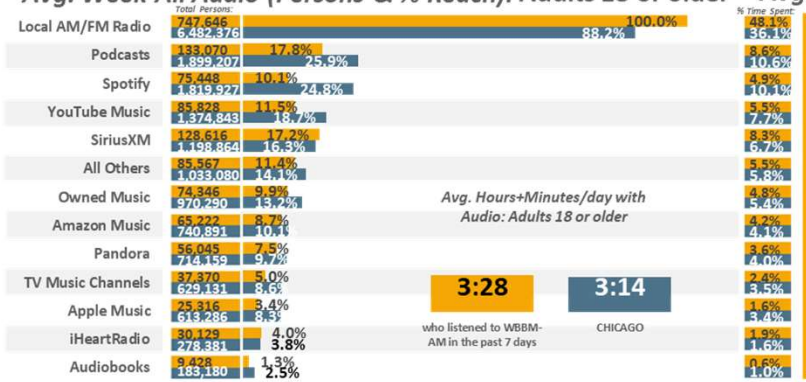
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(Radio Stations: WBBM-AM OR Radio Stations: WBBM-FM OR Radio Stations: WBMX-FM OR Radio Stations: WSCR-AM OR Radio Stations: WUSN-FM OR Radio Stations: WXRT-FM)

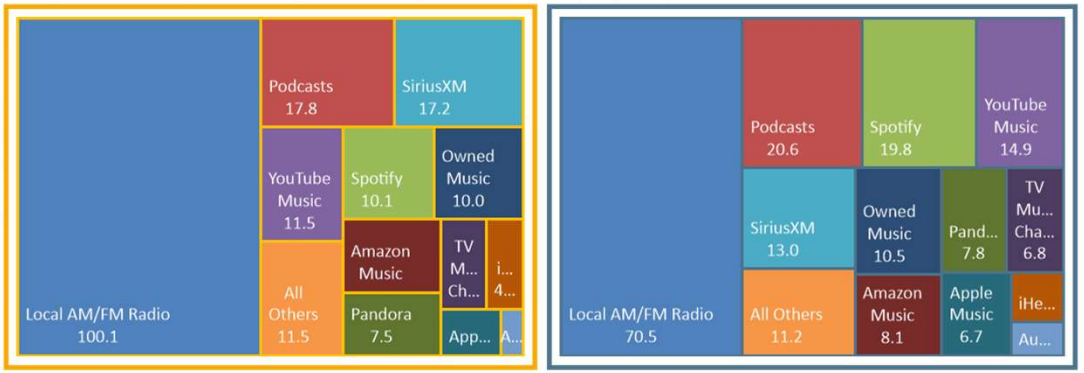
WBBM NEWSRADIO
780AM · 105.9FM

747,646 or 100.% of Adults 18 or older who listened to WBBM-AM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 96. minutes every day representing 57.9% of all time spent daily with Ad-Supported Audio.

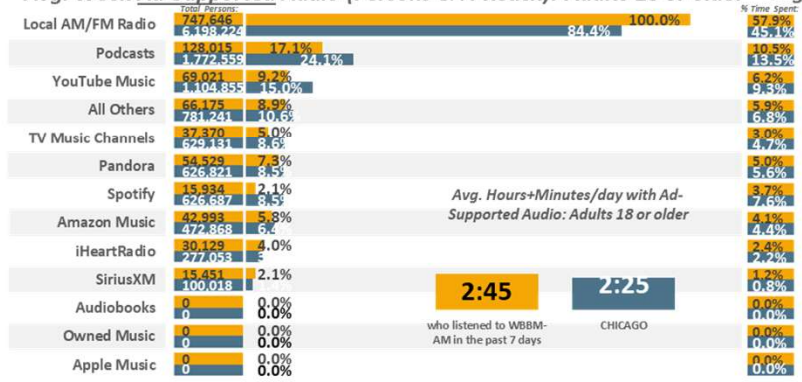
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



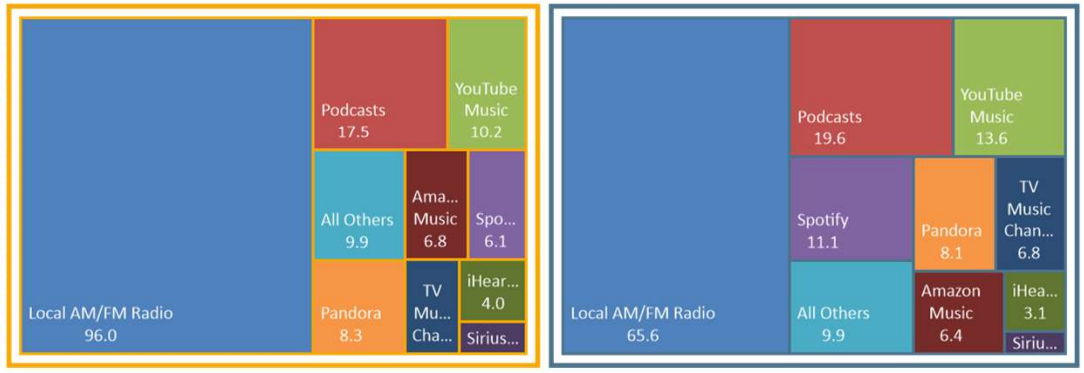
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 408

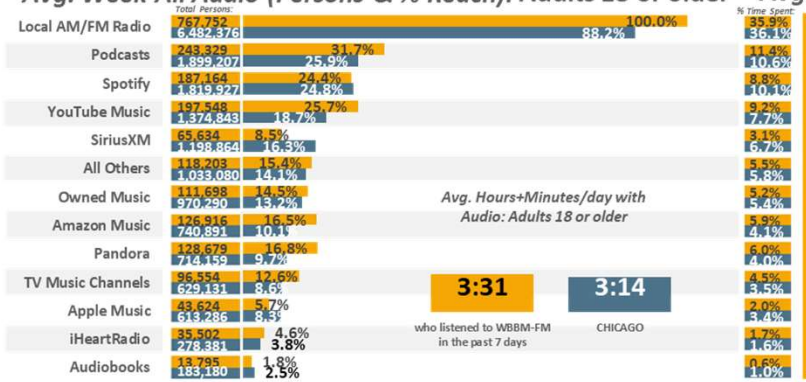
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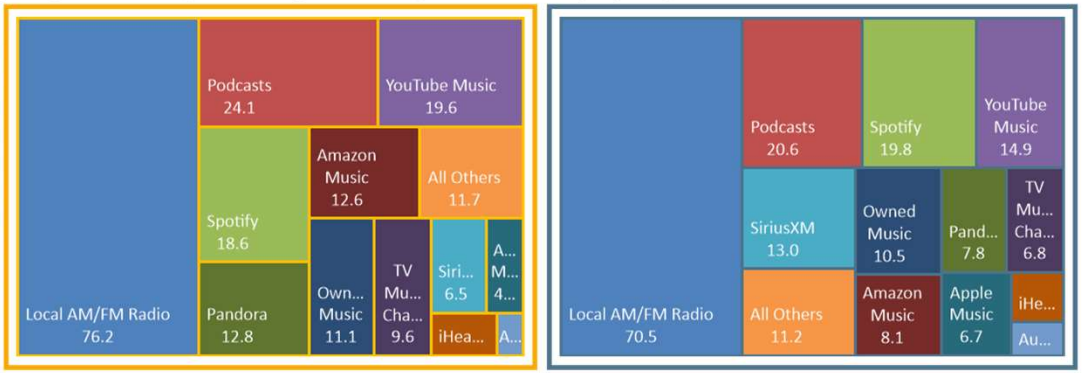
Radio Stations: WBBM-AM

767,752 or 100.% of Adults 18 or older who listened to WBBM-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 69.7 minutes every day representing 42.2% of all time spent daily with Ad-Supported Audio.

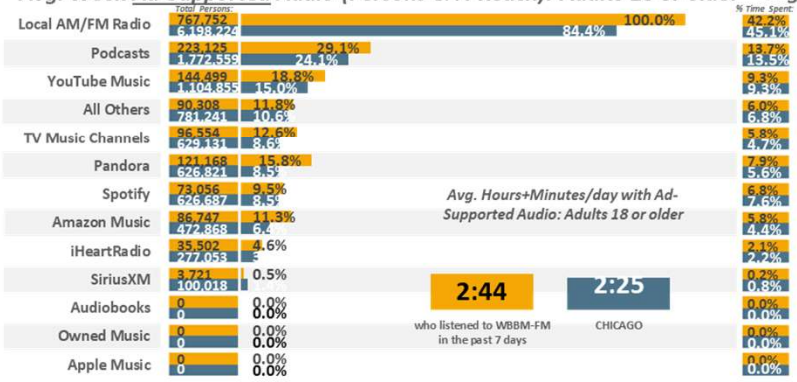
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



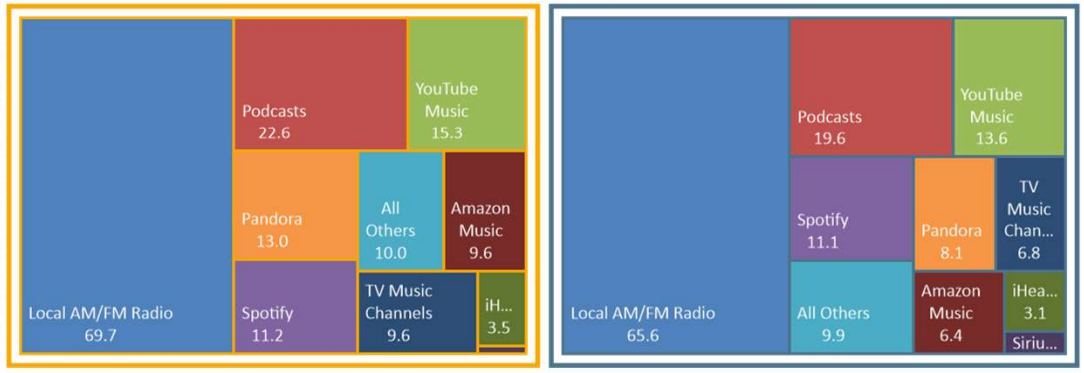
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 305

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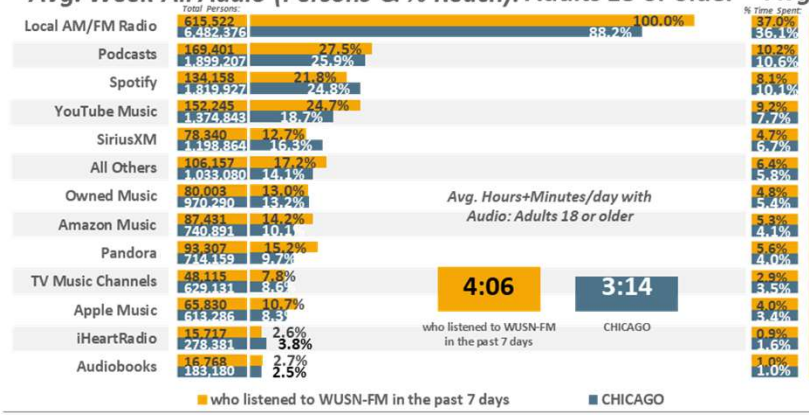
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Radio Stations: WBBM-FM

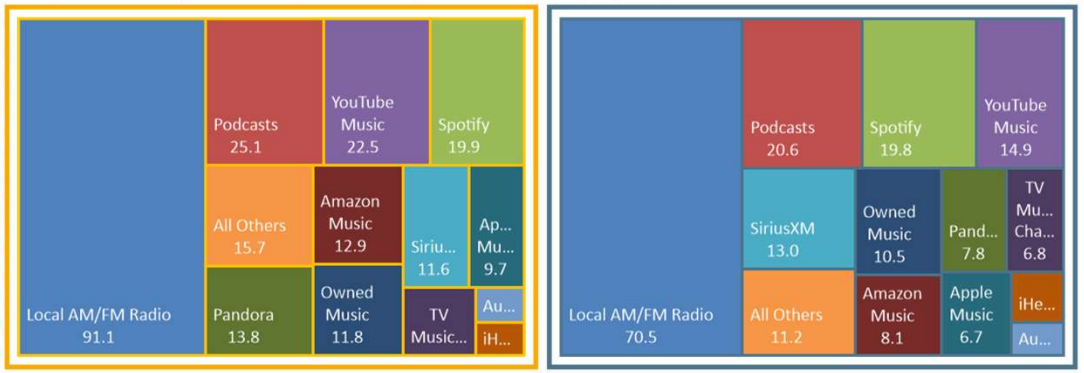
US99 — CHICAGO'S HOTTEST COUNTRY

615,522 or 100.% of Adults 18 or older who listened to WUSN-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 88.3 minutes every day representing 46.4% of all time spent daily with Ad-Supported Audio.

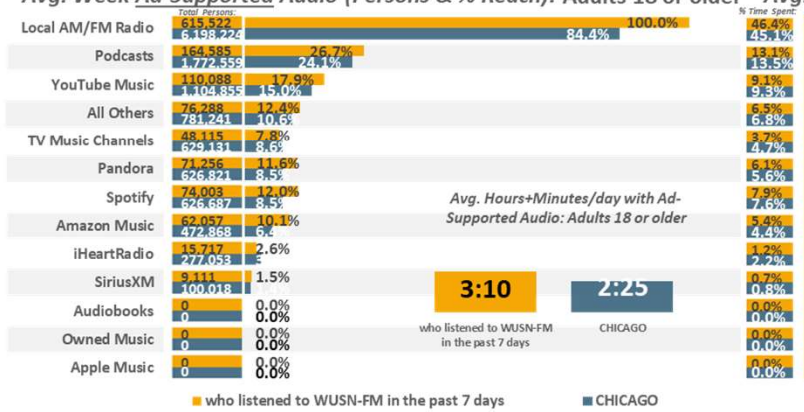
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



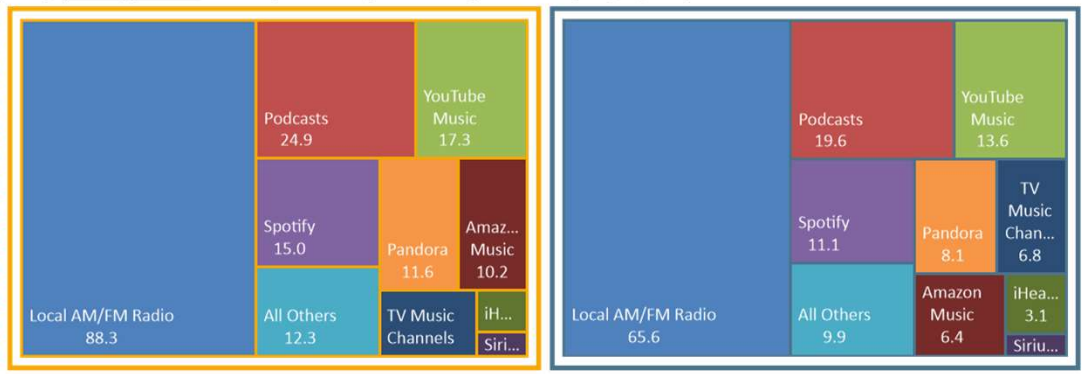
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 294

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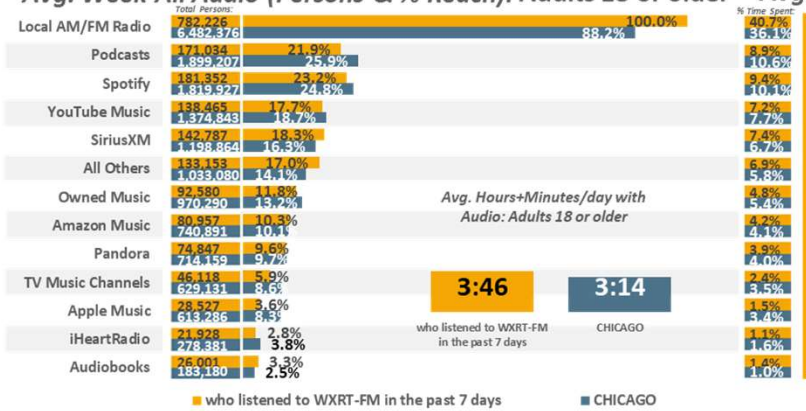
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Radio Stations: WUSN-FM

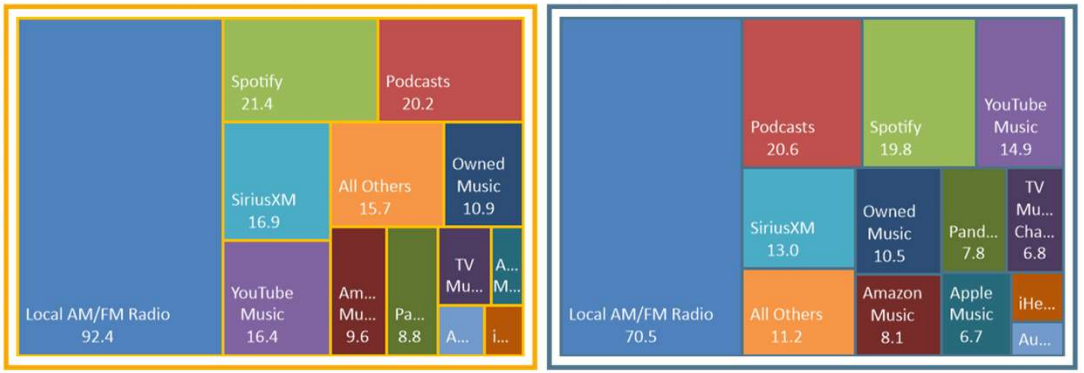
93 XRT
CHICAGO'S FINEST ROCK

782,226 or 100.% of Adults 18 or older who listened to WXRT-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 84.7 minutes every day representing 51.9% of all time spent daily with Ad-Supported Audio.

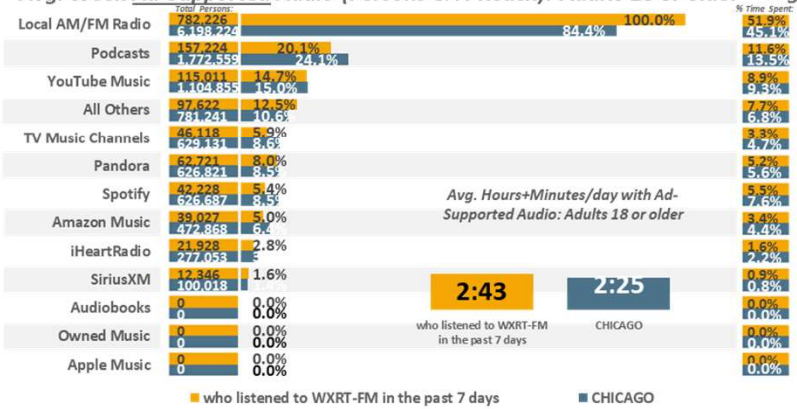
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



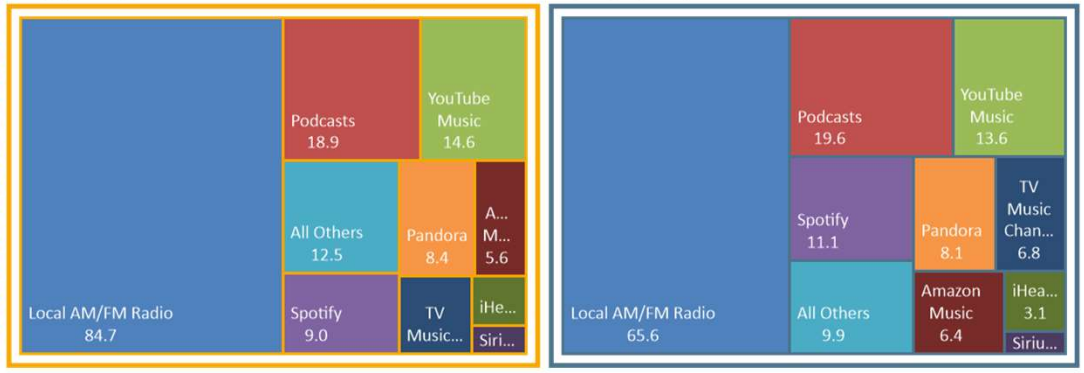
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



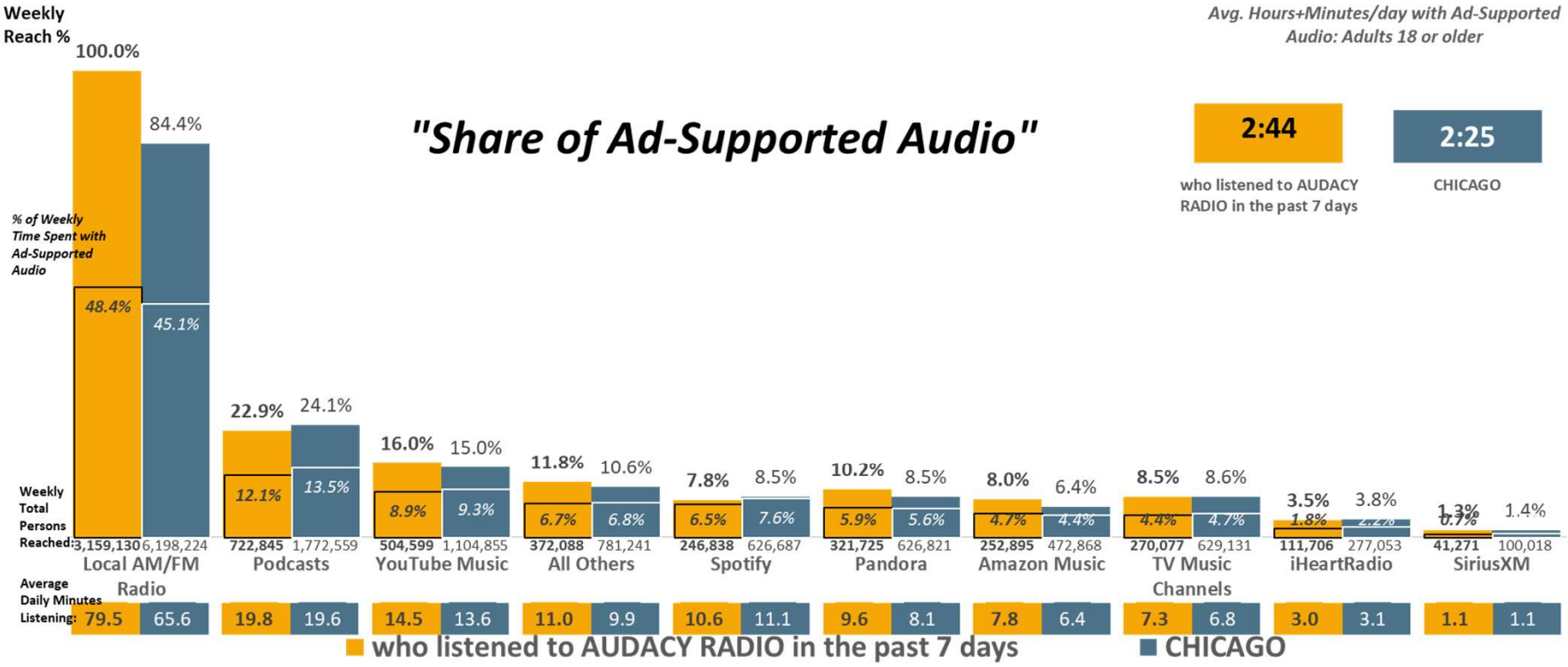
CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 410

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Radio Stations: WXRT-FM

3,159,130 or 100.% of Adults 18 or older who listened to AUDACY RADIO in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 79.5 minutes every day representing 48.4% of all time spent daily with Ad-Supported Audio.



CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,464 CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 3,379

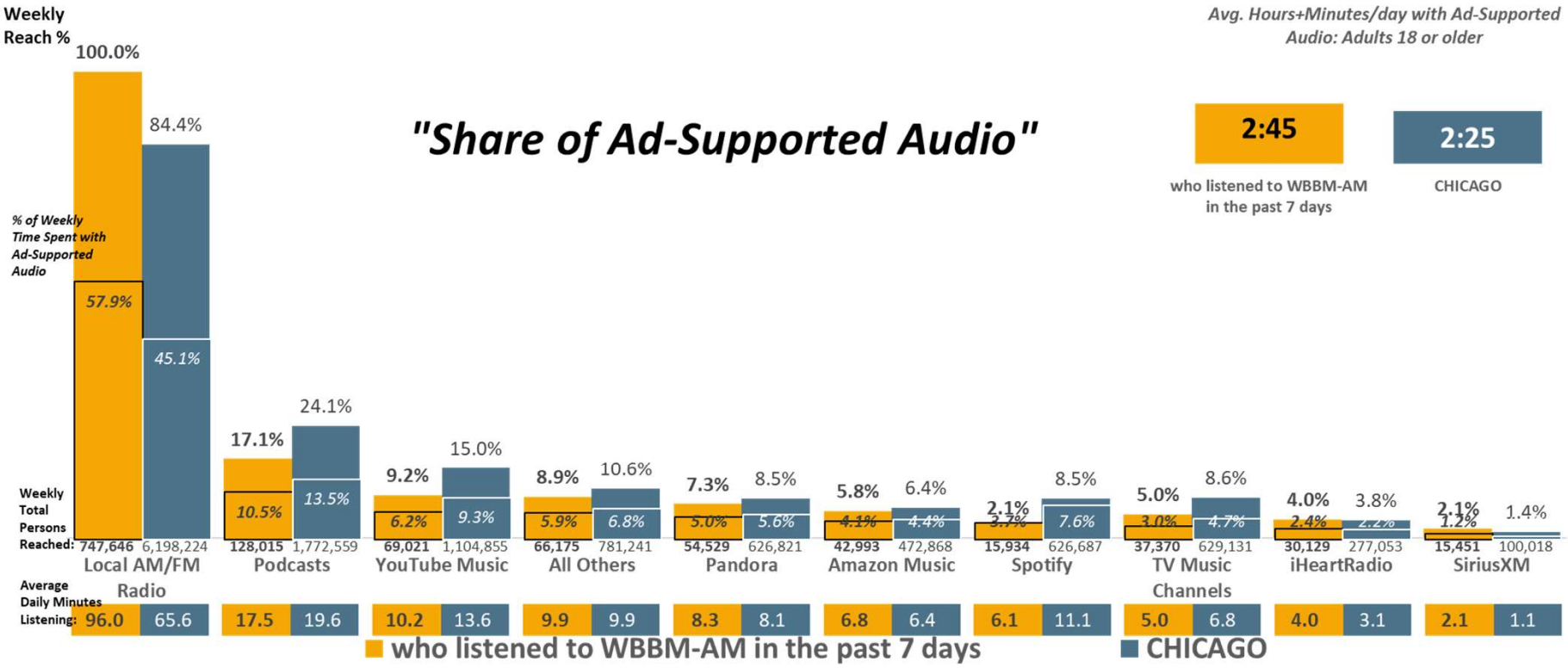
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(Radio Stations: WBBM-AM OR Radio Stations: WBBM-FM OR Radio Stations: WBMX-FM OR Radio Stations: WSCR-AM OR Radio Stations: WUSN-FM OR Radio Stations: WXRT-FM)

WBBM NEWSRADIO 780AM · 105.9FM

747,646 or 100.% of Adults 18 or older who listened to WBBM-AM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 96. minutes every day representing 57.9% of all time spent daily with Ad-Supported Audio.



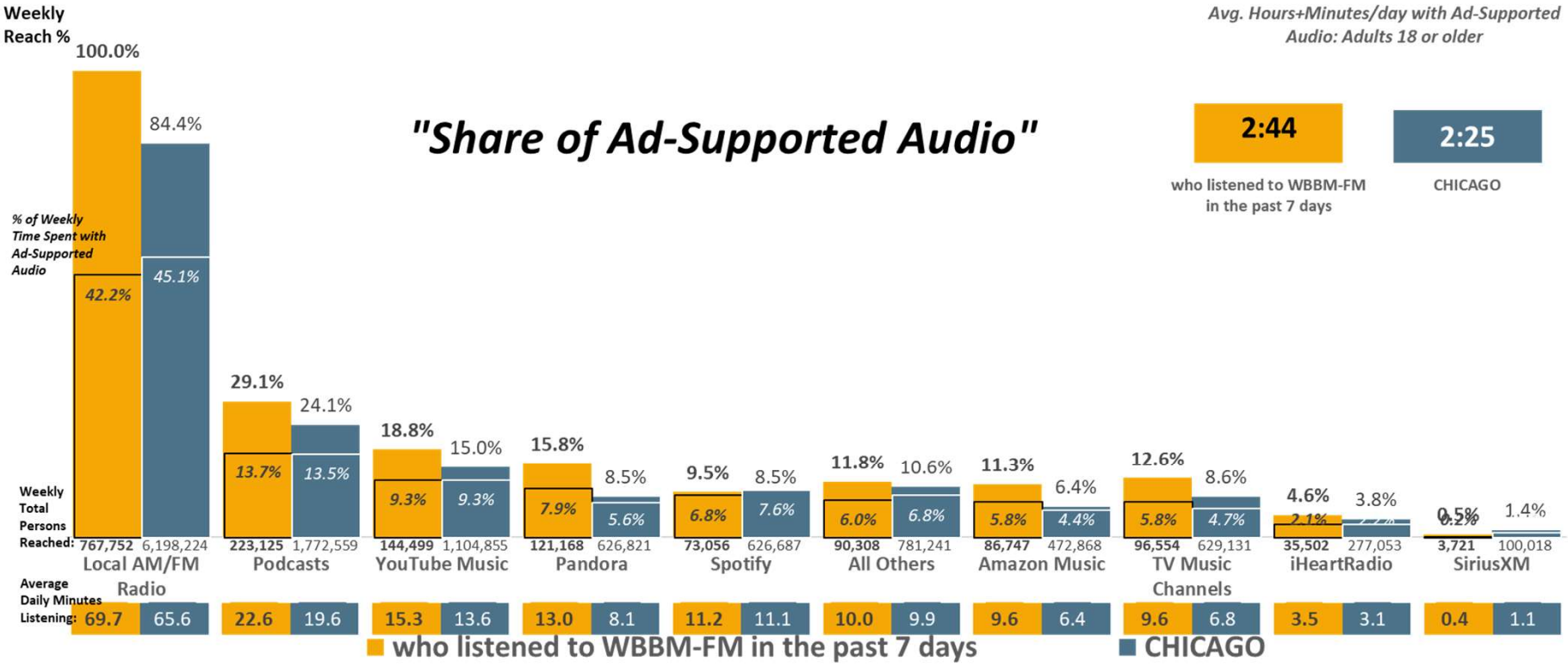
CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 408 CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 3,379

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Radio Stations: WBBM-AM

767,752 or 100.% of Adults 18 or older who listened to WBBM-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 69.7 minutes every day representing 42.2% of all time spent daily with Ad-Supported Audio.



	Local AM/FM Radio	Podcasts	YouTube Music	Pandora	Spotify	All Others	Amazon Music	TV Music Channels	iHeartRadio	SiriusXM
Weekly Reach %	100.0%	29.1%	18.8%	15.8%	9.5%	11.8%	11.3%	12.6%	4.6%	0.5%
	84.4%	24.1%	15.0%	8.5%	8.5%	10.6%	6.4%	8.6%	3.8%	1.4%
% of Weekly Time Spent with Ad-Supported Audio	42.2%	13.7%	9.3%	7.9%	6.8%	6.0%	5.8%	5.8%	2.1%	0.2%
	45.1%	13.5%	9.3%	5.6%	7.6%	6.8%	4.4%	4.7%		
Weekly Total Persons Reached:	767,752	223,125	144,499	121,168	73,056	90,308	86,747	96,554	35,502	3,721
	6,198,224	1,772,559	1,104,855	626,821	626,687	781,241	472,868	629,131	277,053	100,018
Average Daily Minutes Listening:	69.7	22.6	15.3	13.0	11.2	10.0	9.6	9.6	3.5	0.4
	65.6	19.6	13.6	8.1	11.1	9.9	6.4	6.8	3.1	1.1

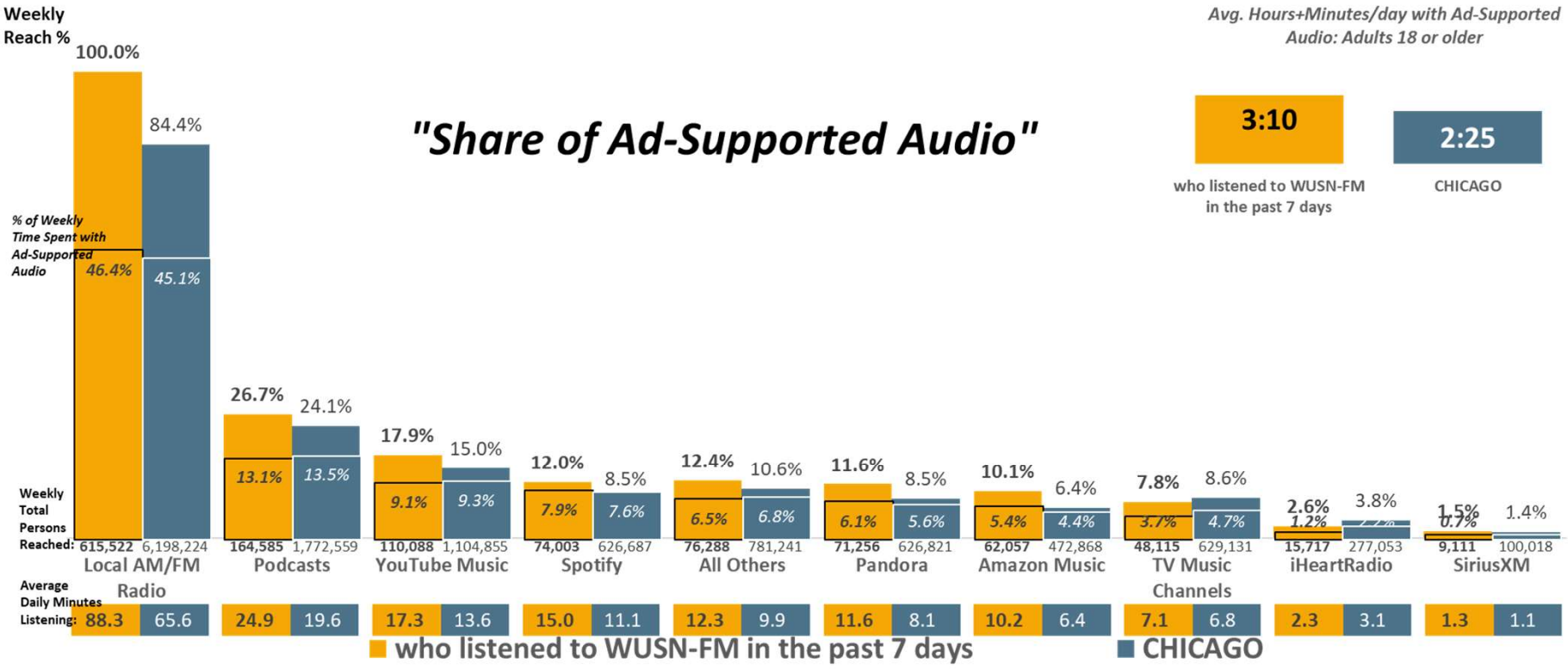
CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 305 CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 3,379

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Radio Stations: WBBM-FM

615,522 or 100.% of Adults 18 or older who listened to WUSN-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 88.3 minutes every day representing 46.4% of all time spent daily with Ad-Supported Audio.



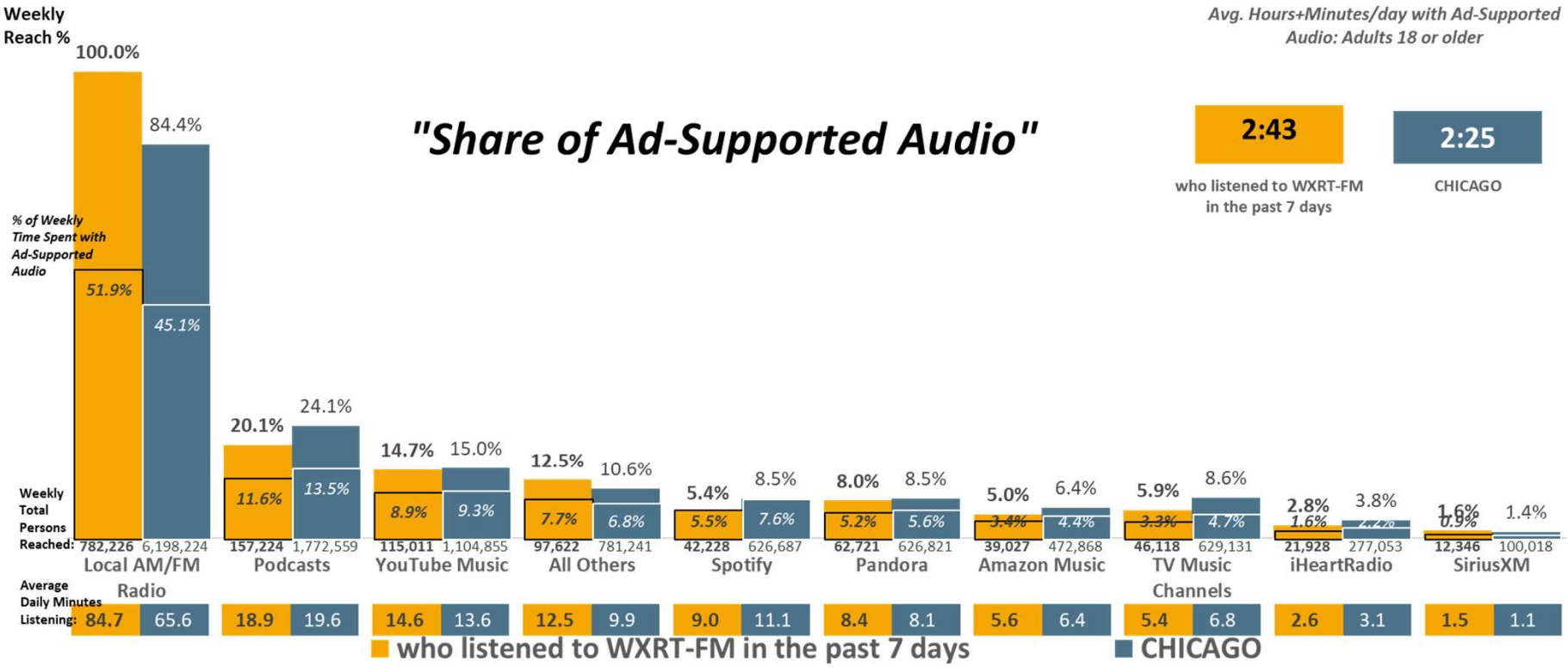
CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 294 CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 3,379

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Radio Stations: WUSN-FM

782,226 or 100.% of Adults 18 or older who listened to WXRT-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 84.7 minutes every day representing 51.9% of all time spent daily with Ad-Supported Audio.

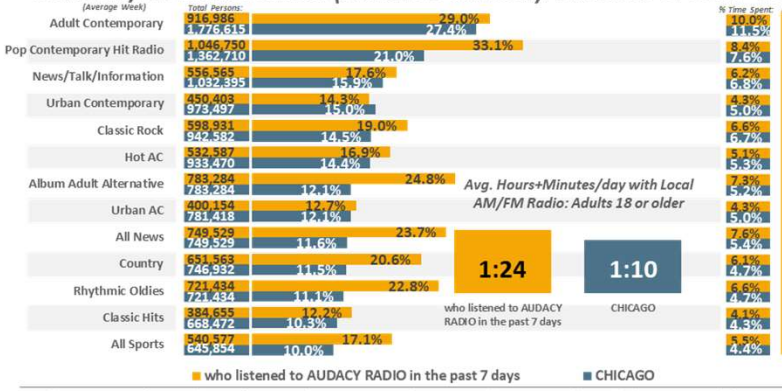


CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 410 CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 3,379
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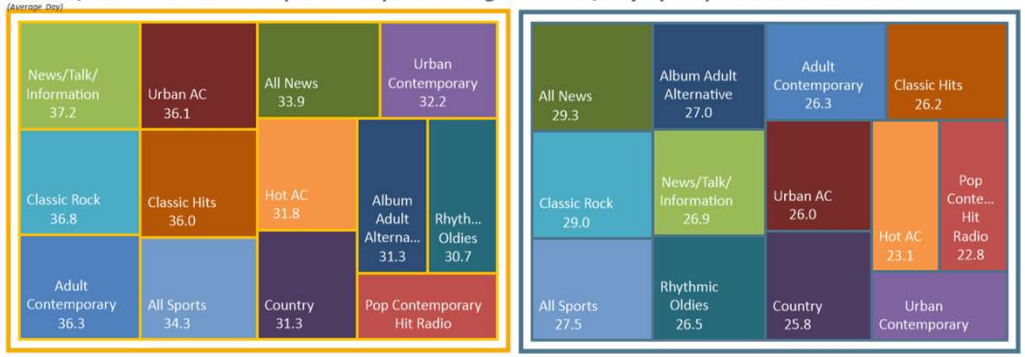
Radio Stations: WXRT-FM

3,159,130 or 100.% of Adults 18 or older who listened to AUDACY RADIO in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Pop Contemporary Hit Radio, Adult Contemporary, Album Adult Alternative, All News, and Rhythmic Oldies

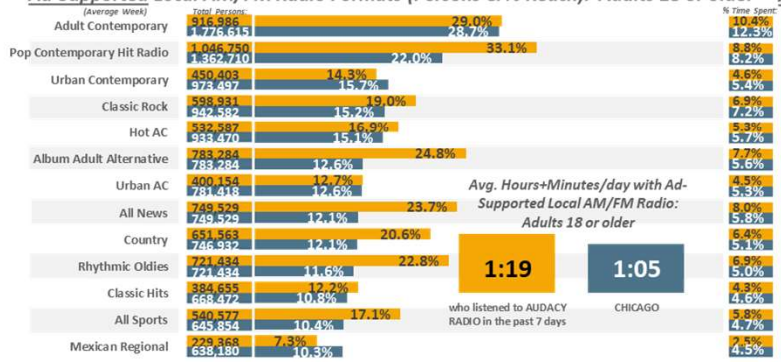
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



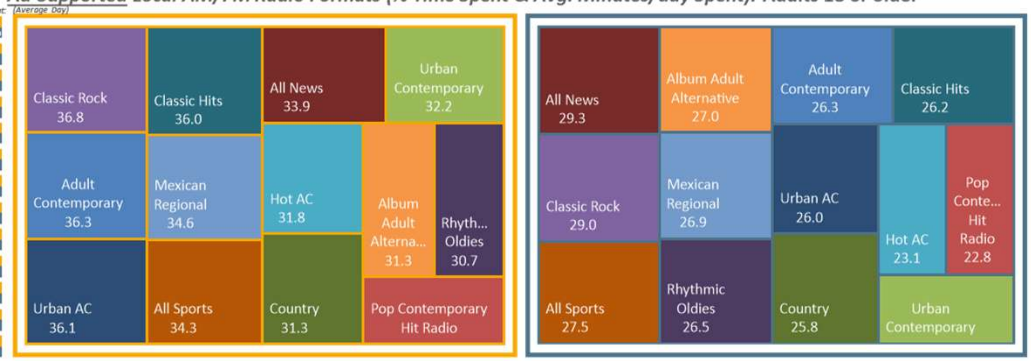
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,464

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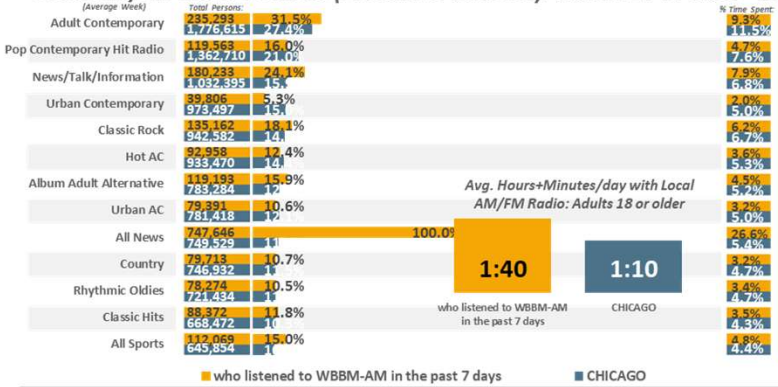
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(Radio Stations: WBBM-AM OR Radio Stations: WBBM-FM OR Radio Stations: WBMX-FM OR Radio Stations: WSCR-AM OR Radio Stations: WUSN-FM OR Radio Stations: WXRT-FM)

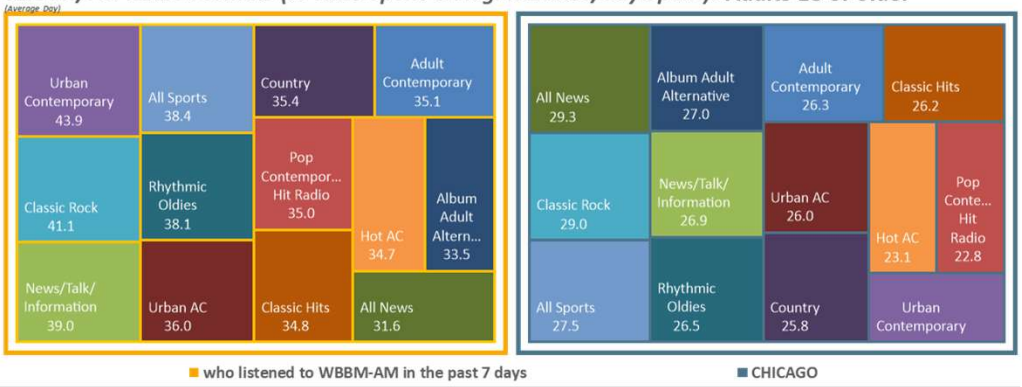
WBBM NEWSRADIO
780AM · 105.9FM

747,646 or 100.% of Adults 18 or older who listened to WBBM-AM in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are All News, Adult Contemporary, News/Talk/Information, Classic Rock, and Pop Contemporary Hit Radio.

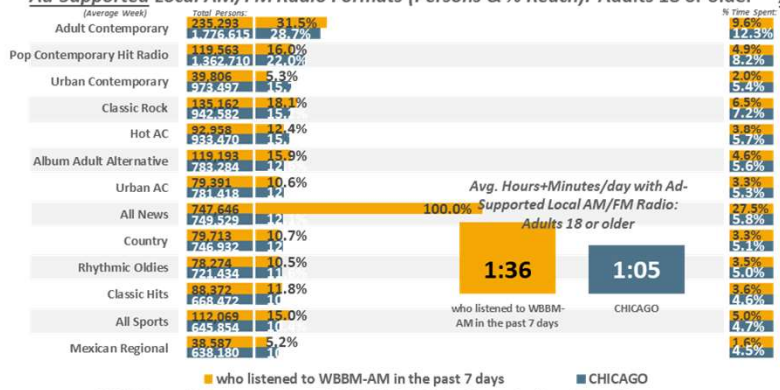
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



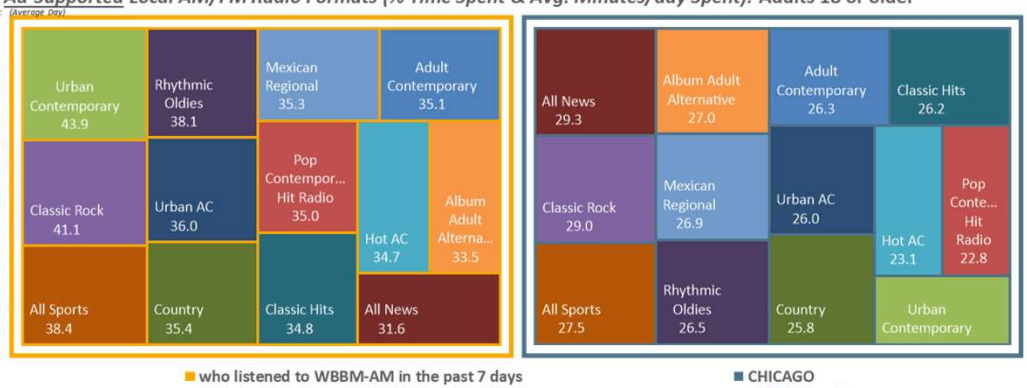
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 408

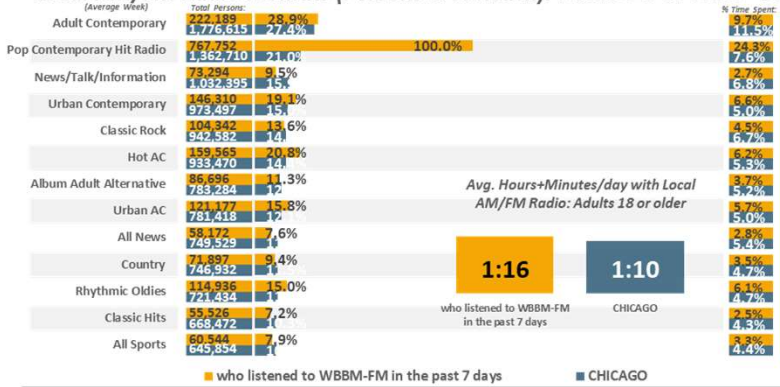
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Radio Stations: WBBM-AM

767,752 or 100.% of Adults 18 or older who listened to WBBM-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Pop Contemporary Hit Radio, Adult Contemporary, Hot AC, Urban Contemporary, and Urban AC.

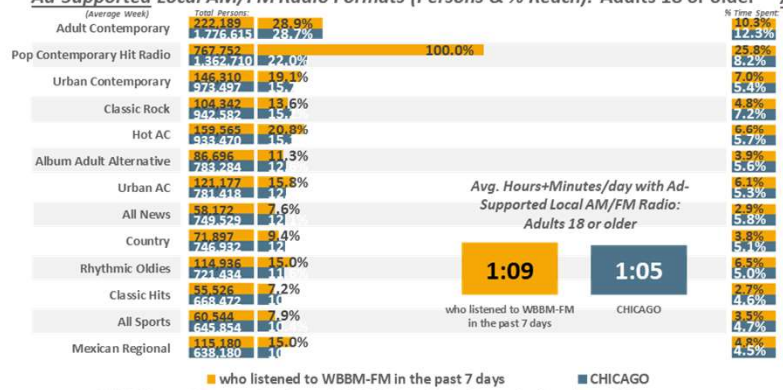
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



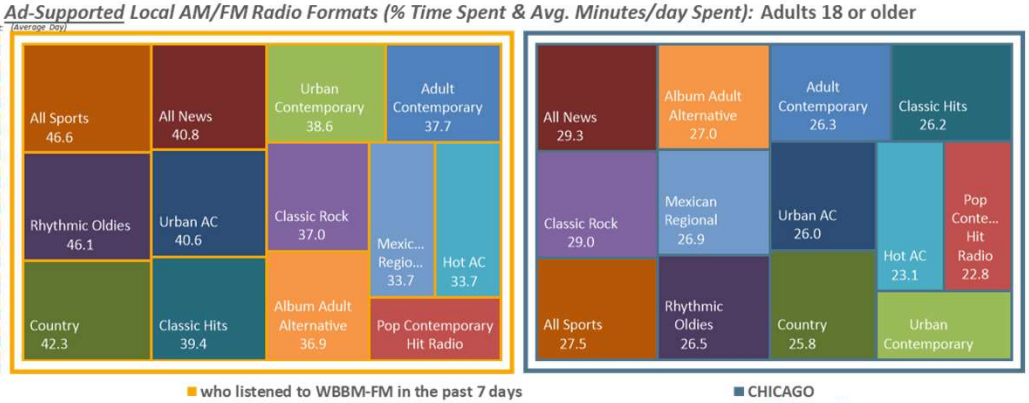
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 305

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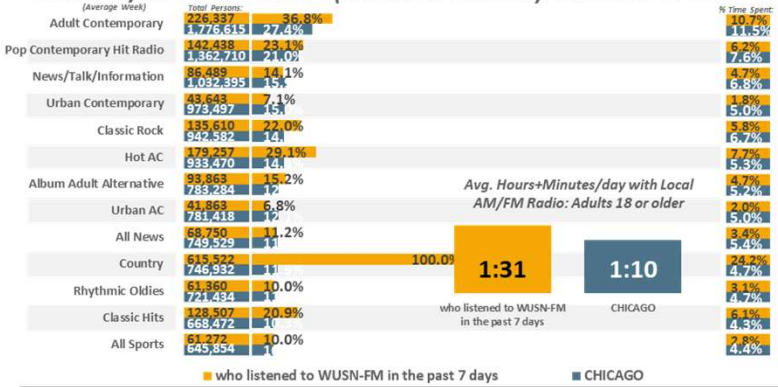
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Radio Stations: WBBM-FM

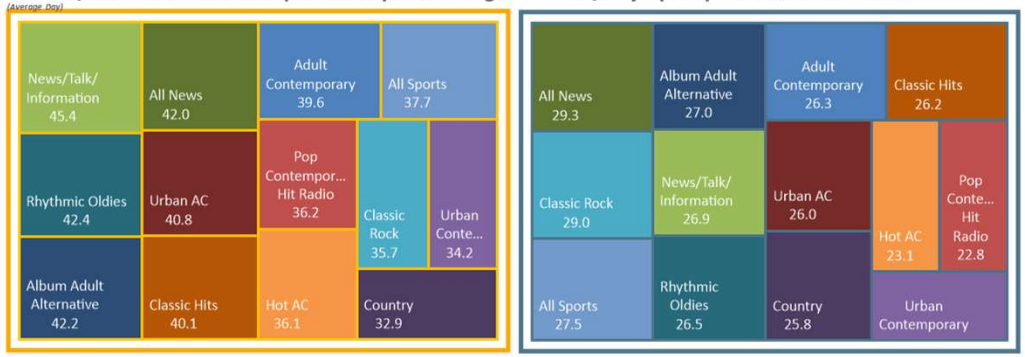
US99 * CHICAGO'S HOTTEST COUNTRY *

615,522 or 100.% of Adults 18 or older who listened to WUSN-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, Adult Contemporary, Hot AC, Pop Contemporary Hit Radio, and Classic Rock.

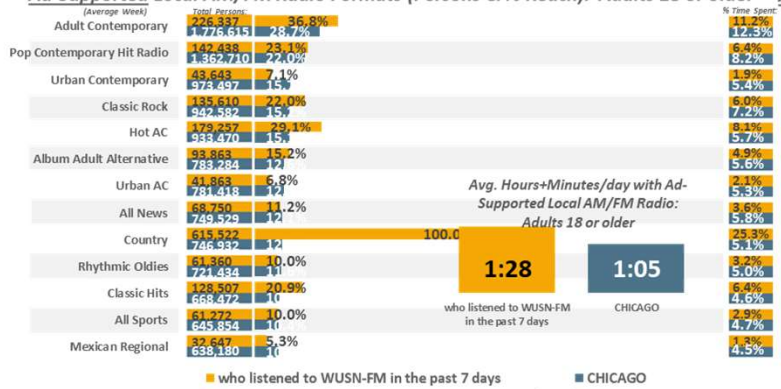
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



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



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



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



CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 294

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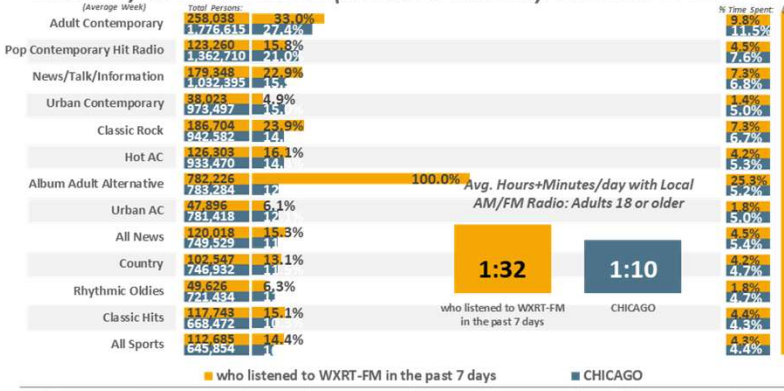
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Radio Stations: WUSN-FM

93 XRT
CHICAGO'S FINEST ROCK

782,226 or 100.% of Adults 18 or older who listened to WXRT-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Album Adult Alternative, Adult Contemporary, Classic Rock, Alternative, and Hot AC.

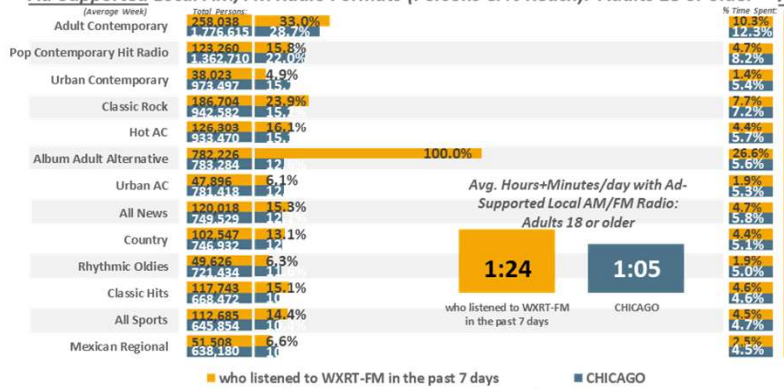
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



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



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



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



CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 410

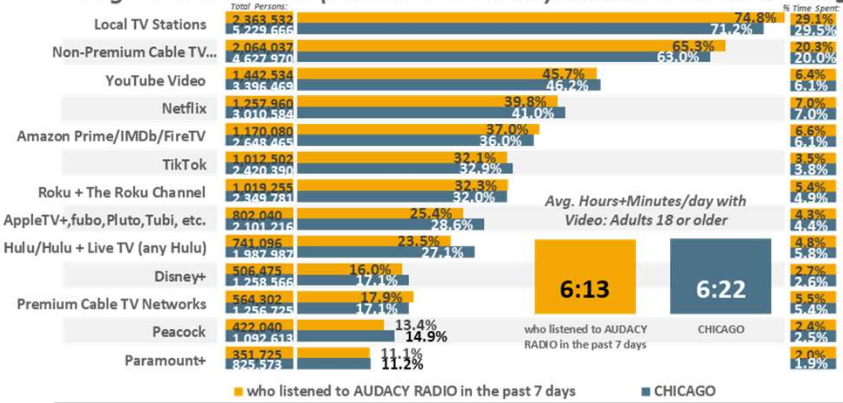
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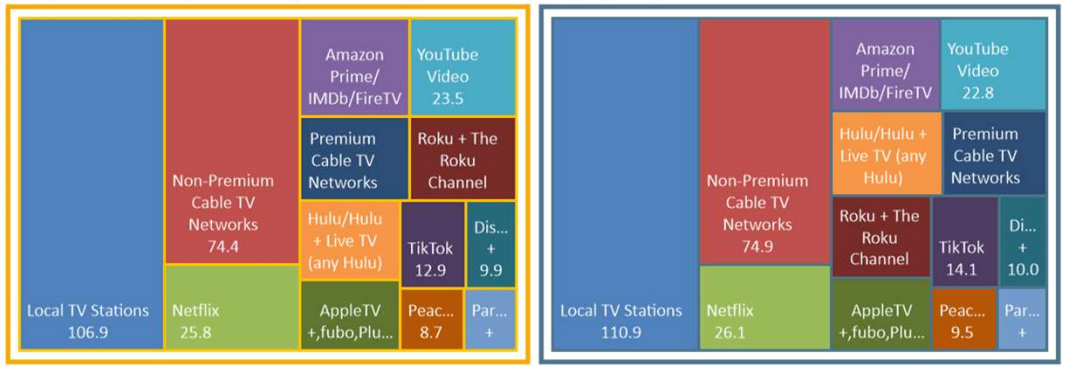
Radio Stations: WXRT-FM

2,337,823 or 74.% of Adults 18 or older who listened to AUDACY RADIO in the past 7 days watch Ad-Supported Local TV Stations for an average of 101.1 minutes every day representing 33.4% of all time spent daily with Ad-Supported Video.

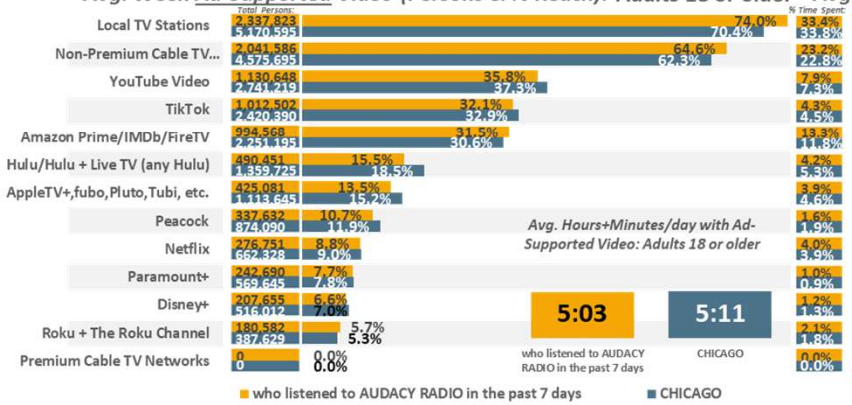
Avg. Week All Video (Persons & % Reach): Adults 18 or older



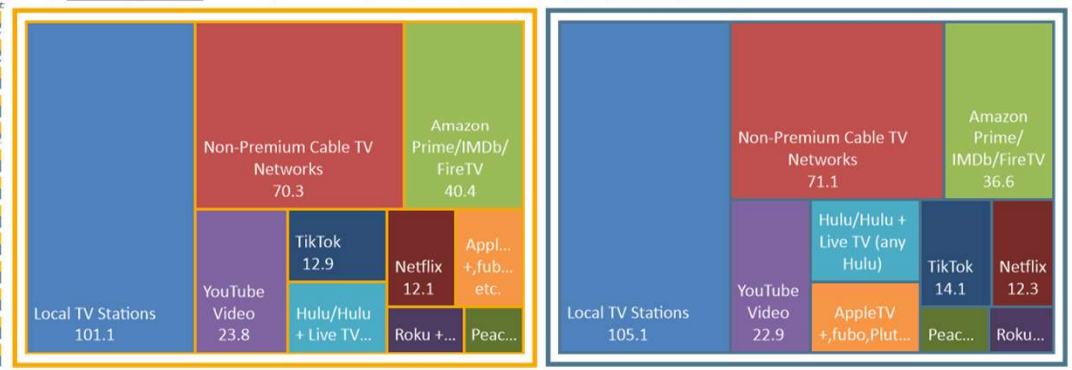
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,464

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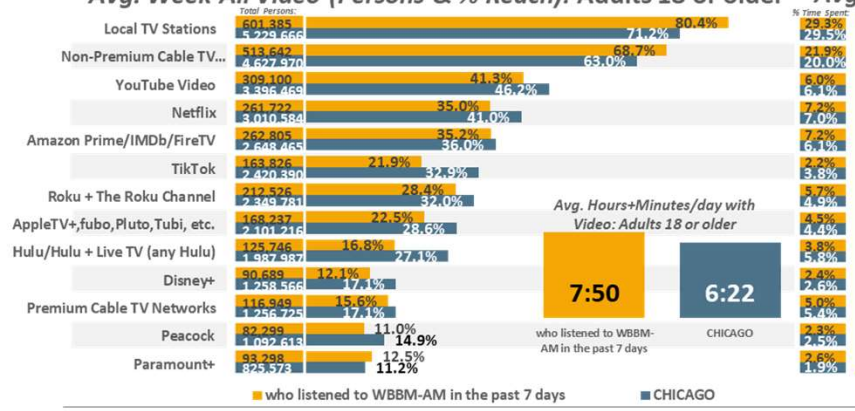
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(Radio Stations: WBBM-AM OR Radio Stations: WBBM-FM OR Radio Stations: WBMX-FM OR Radio Stations: WSCR-AM OR Radio Stations: WUSN-FM OR Radio Stations: WXRT-FM)

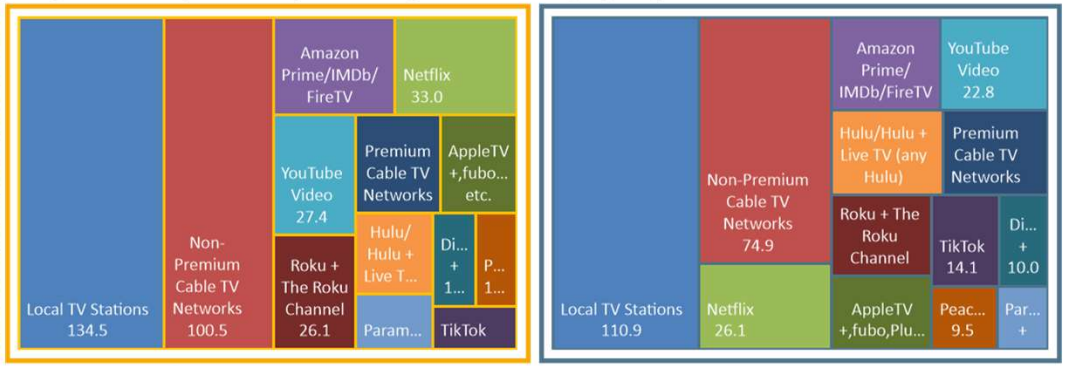
WBBM NEWSRADIO 780AM · 105.9FM

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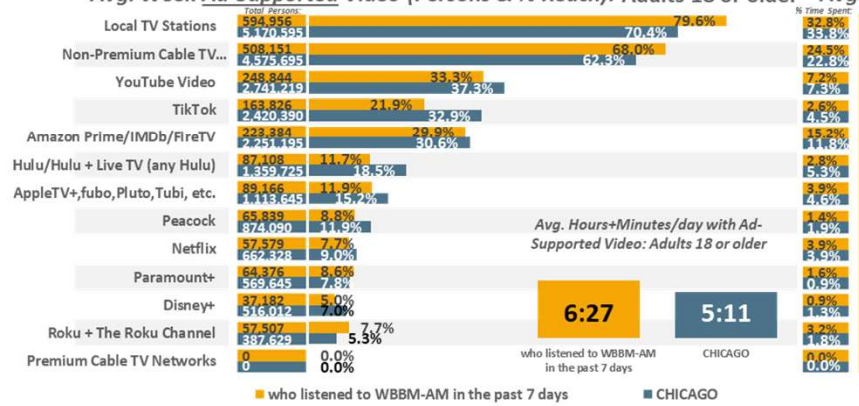
Avg. Week All Video (Persons & % Reach): Adults 18 or older



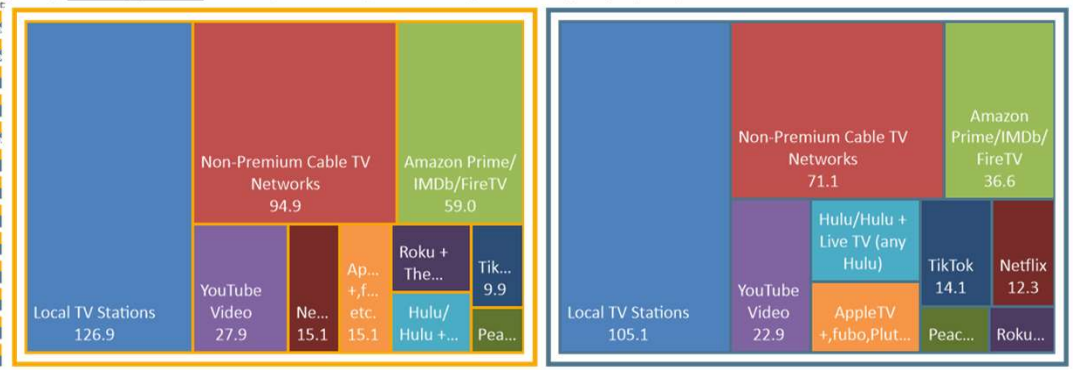
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 408

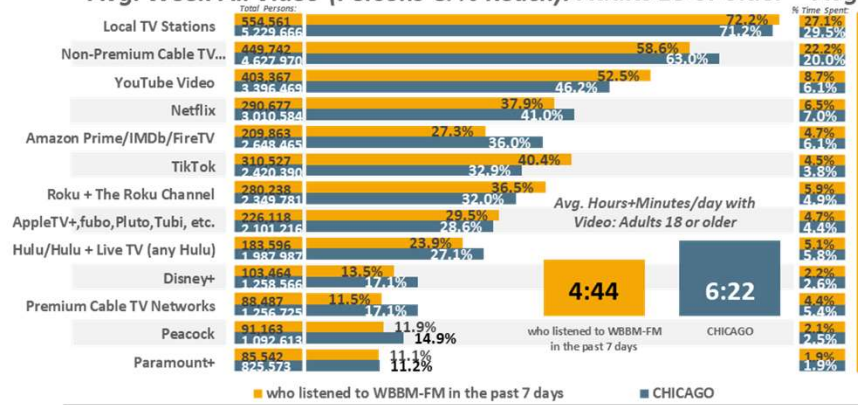
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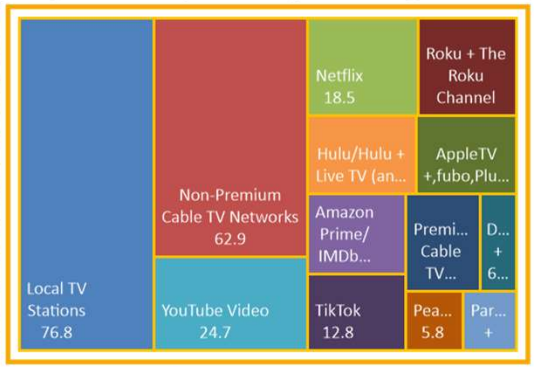
Radio Stations: WBBM-AM

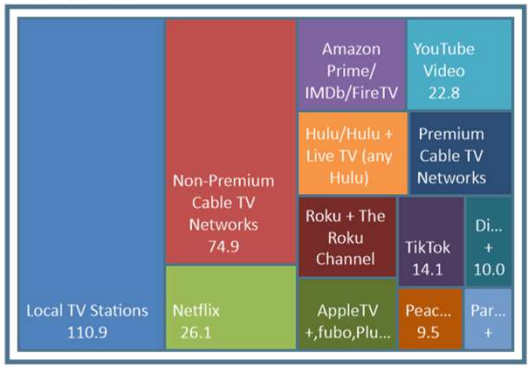
546,772 or 71.2% of Adults 18 or older who listened to WBBM-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 71.1 minutes every day representing 31.3% of all time spent daily with Ad-Supported Video.

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

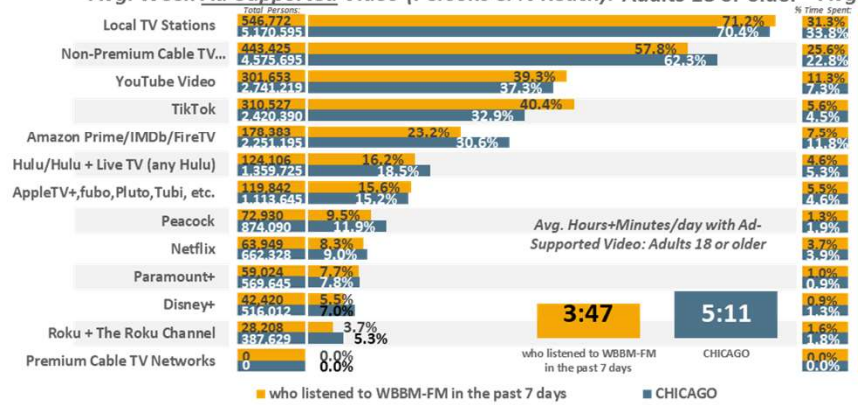


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

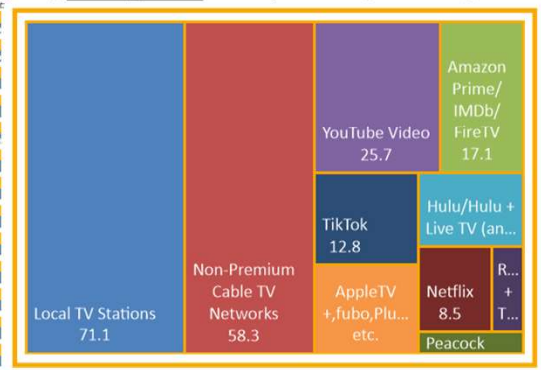


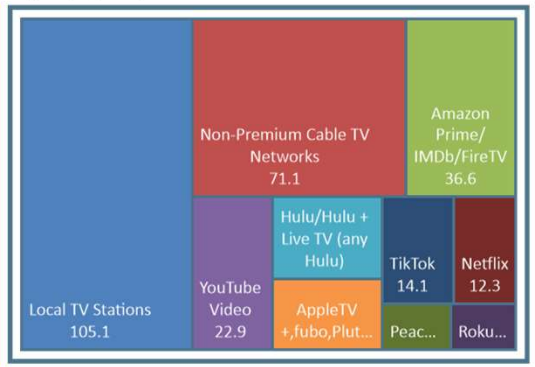


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



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





CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 305

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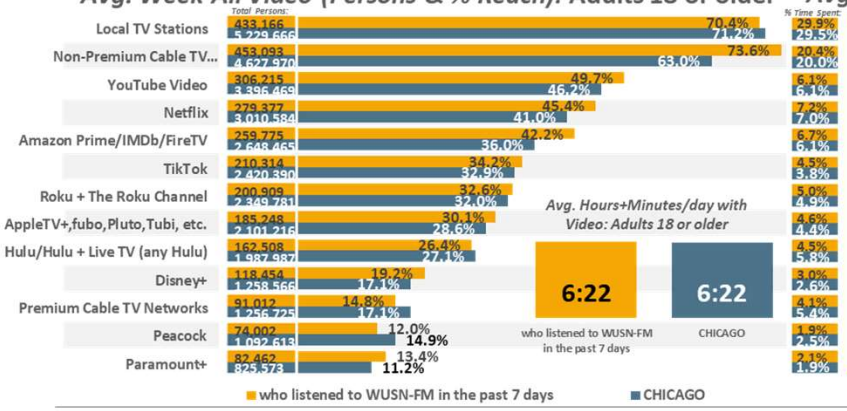
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Radio Stations: WBBM-FM

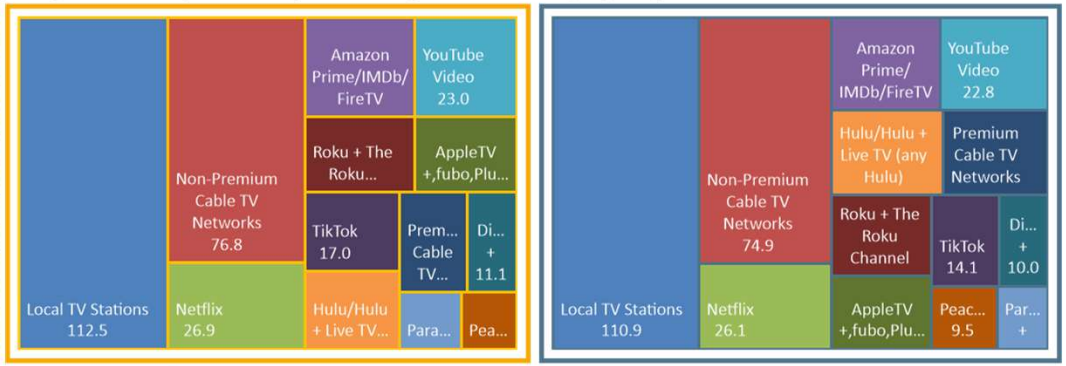
US99 * CHICAGO'S HOTTEST COUNTRY *

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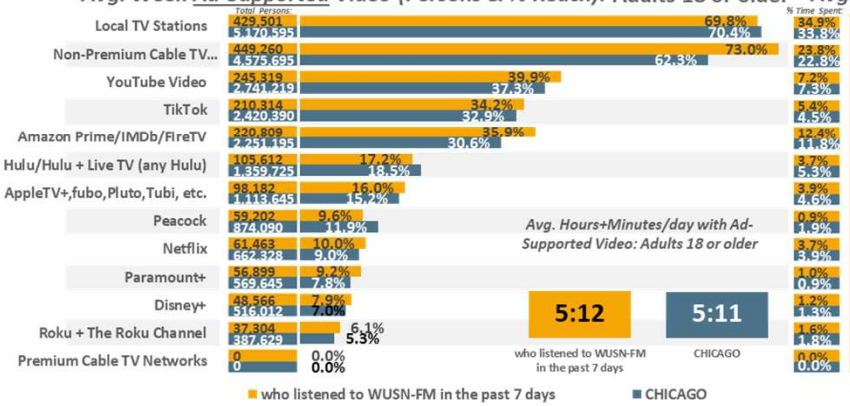
Avg. Week All Video (Persons & % Reach): Adults 18 or older



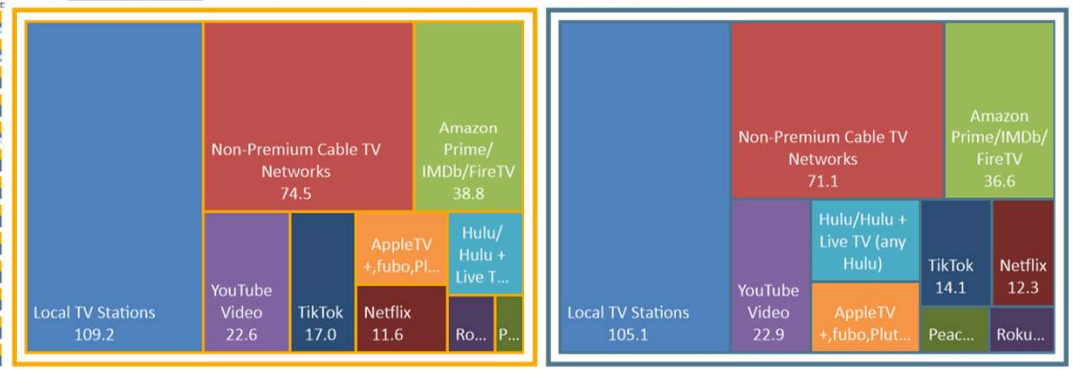
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 294

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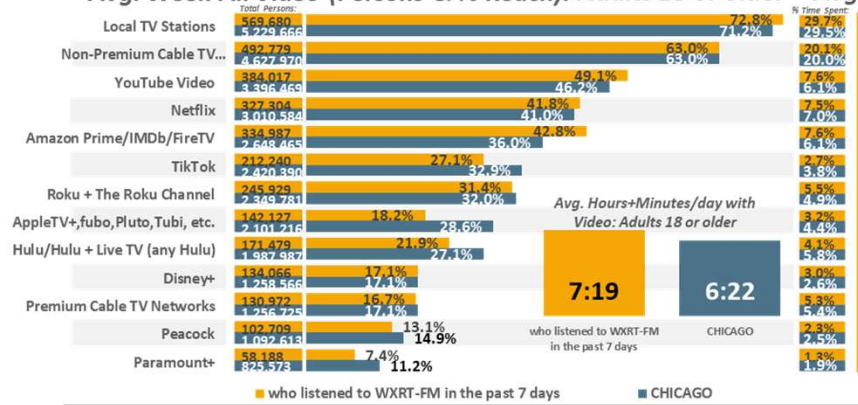
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Radio Stations: WUSN-FM

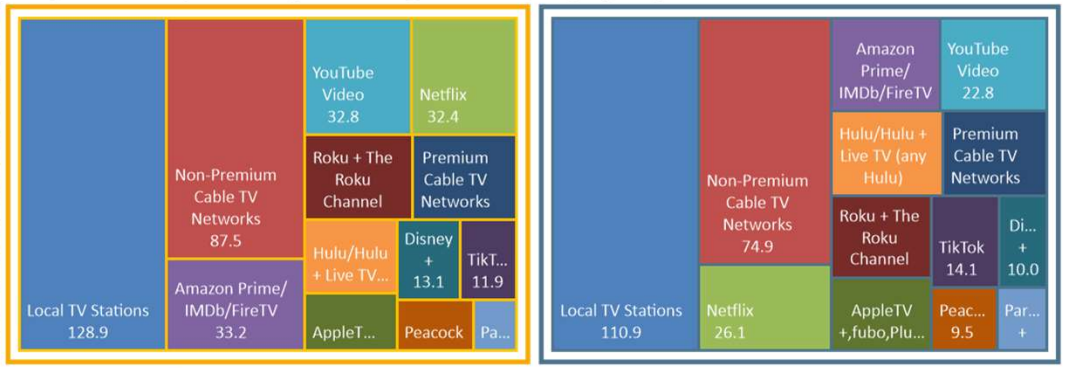
93 XRT
CHICAGO'S FINEST ROCK

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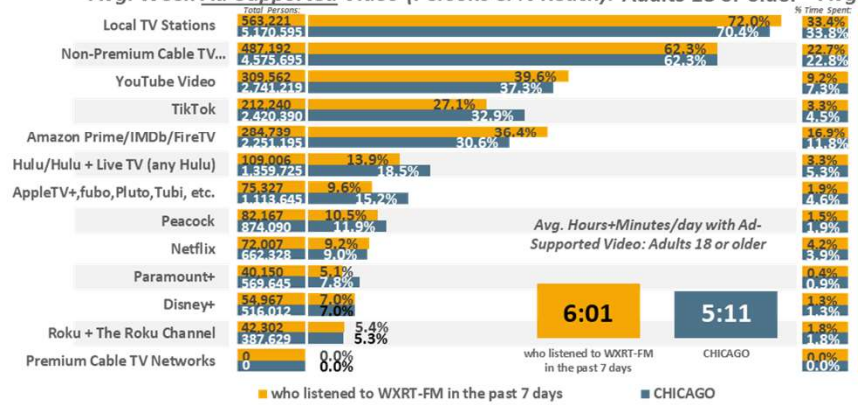
Avg. Week All Video (Persons & % Reach): Adults 18 or older



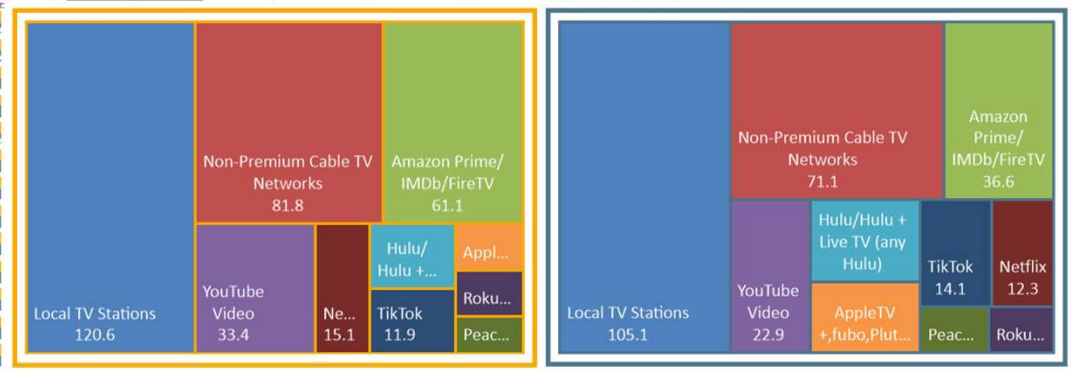
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



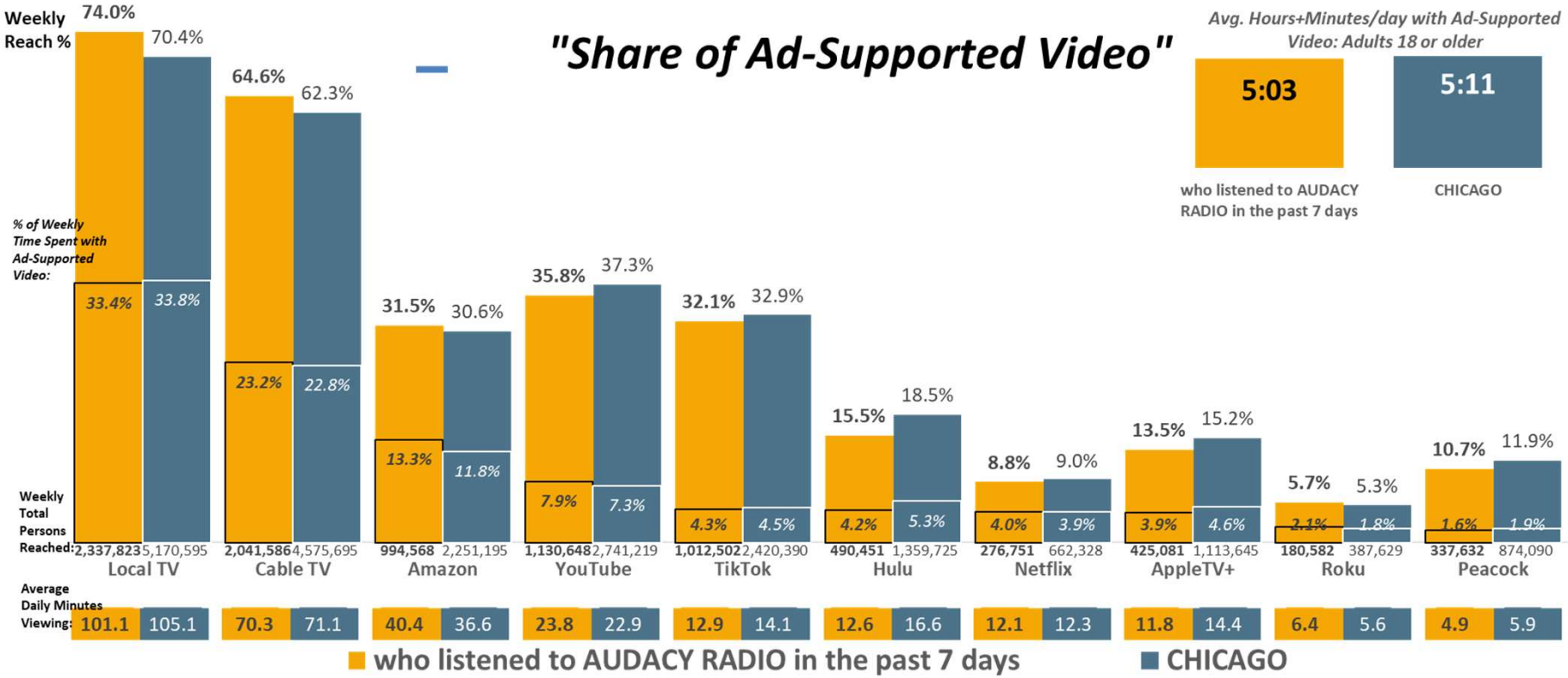
CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 410

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Radio Stations: WXRT-FM

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CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,464 CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 3,379

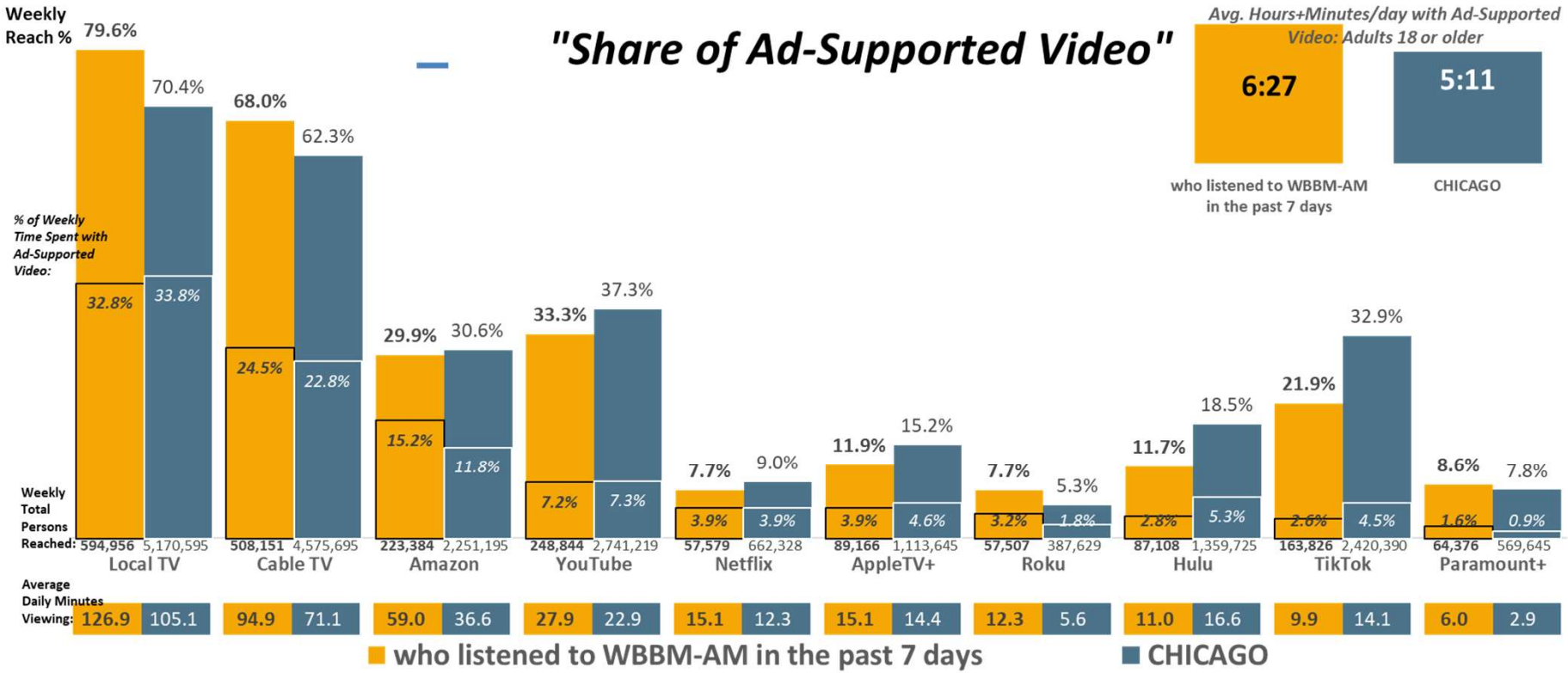
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WBBM NEWSRADIO
780AM · 105.9FM

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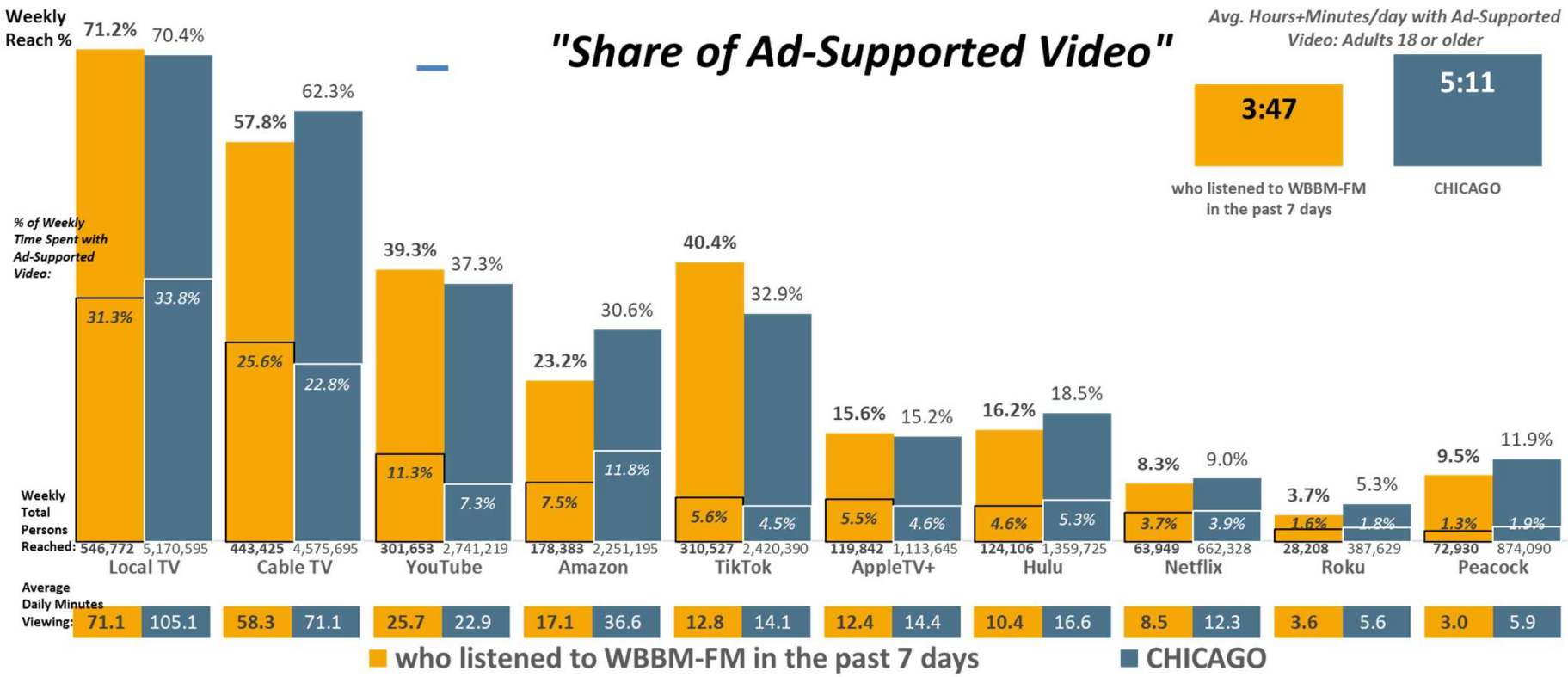
CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 408 CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 3,379

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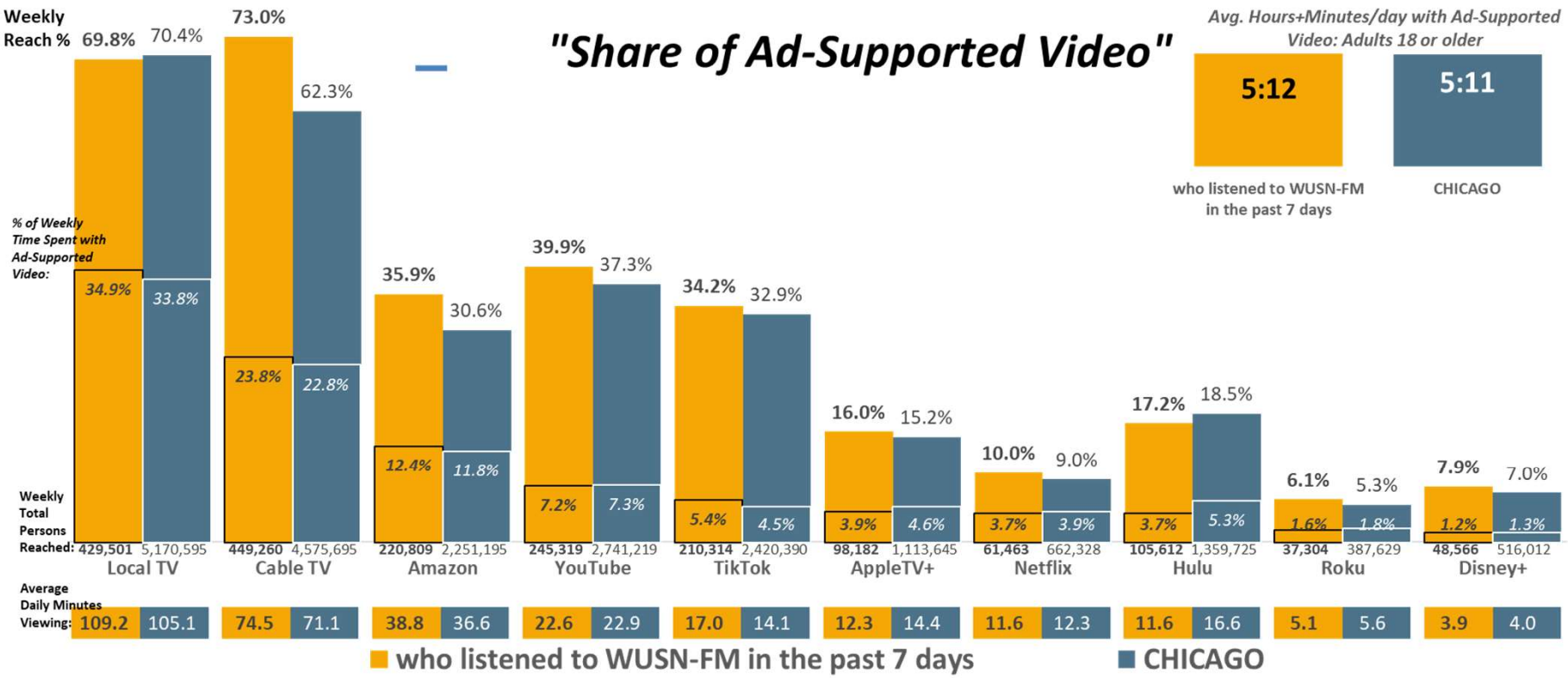
CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 305 CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 3,379

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Radio Stations: WBBM-FM

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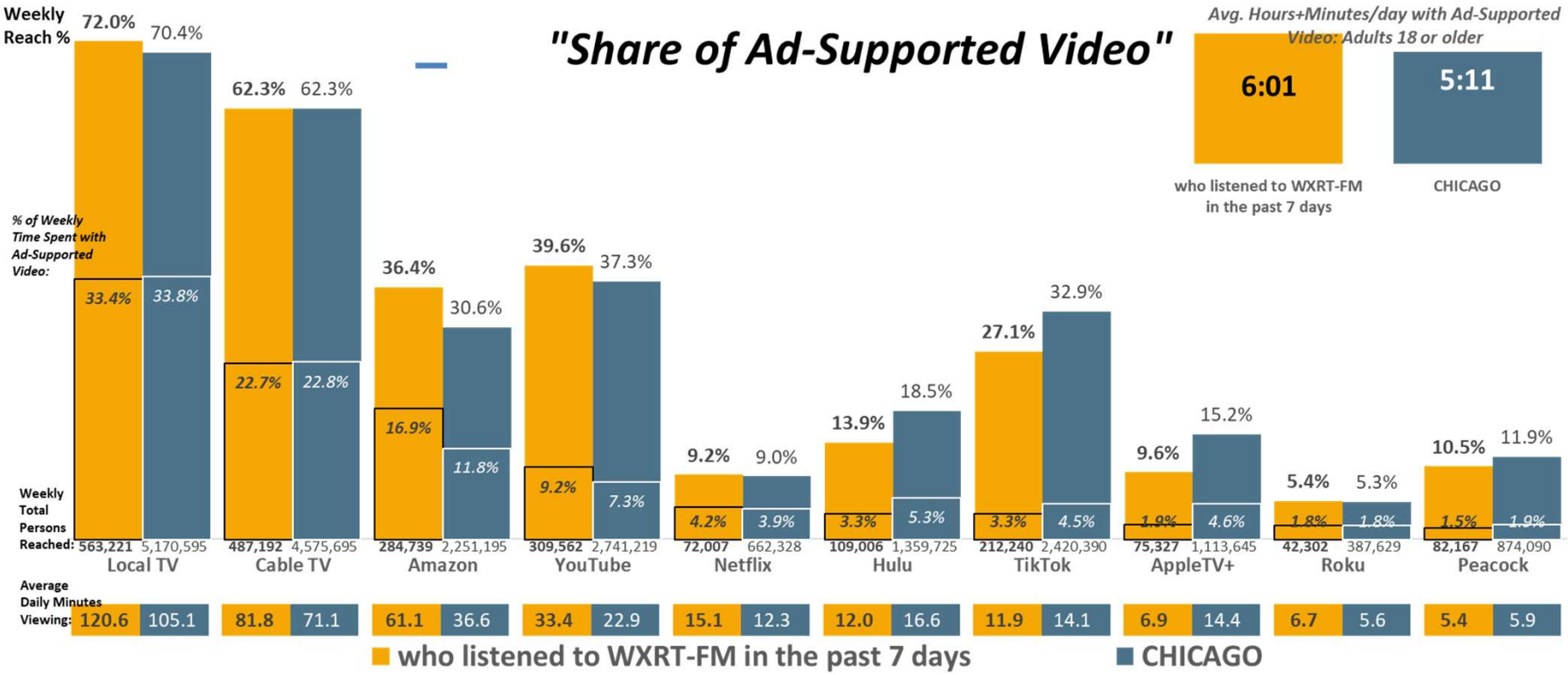
CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 294 CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 3,379

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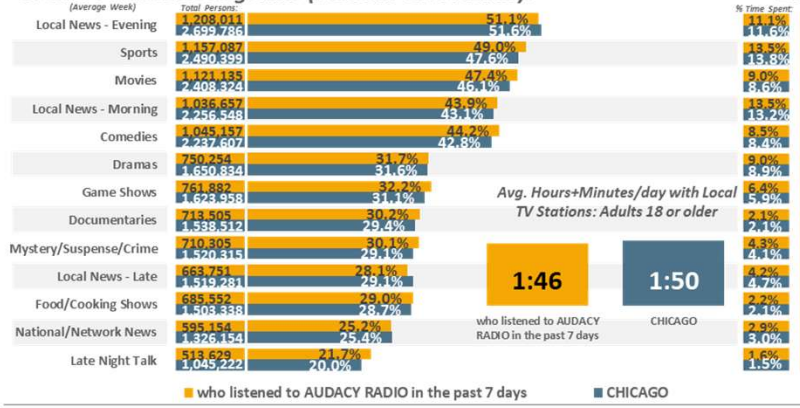
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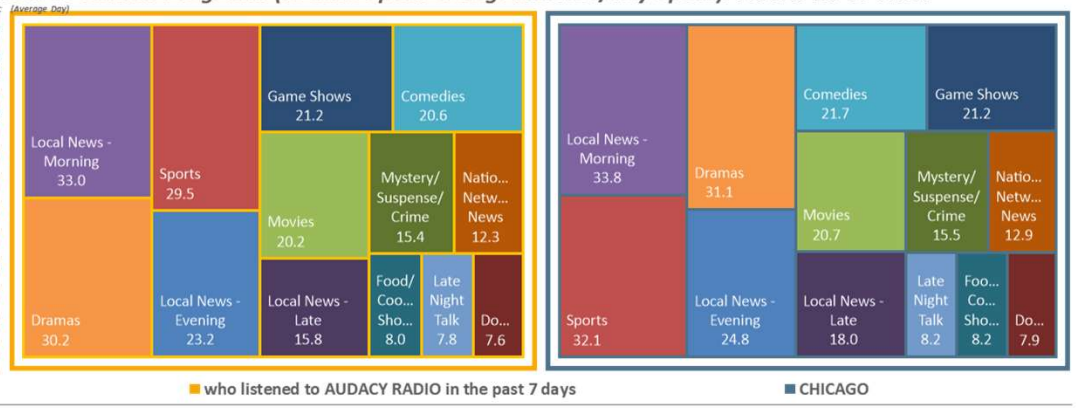
Radio Stations: WXRT-FM

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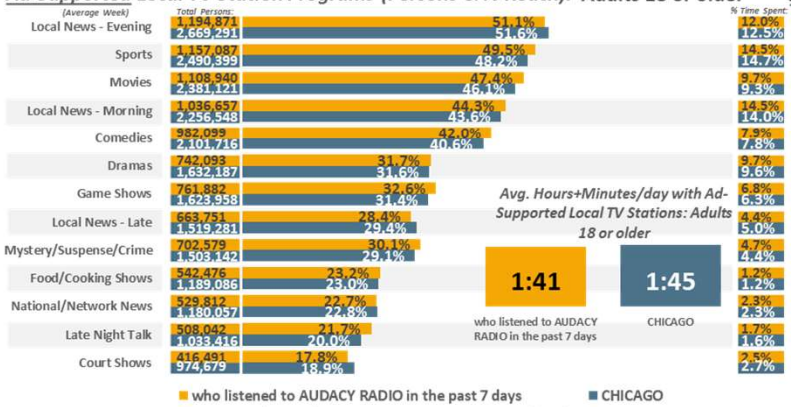
Local TV Station Programs (Persons & % Reach): Adults 18 or older



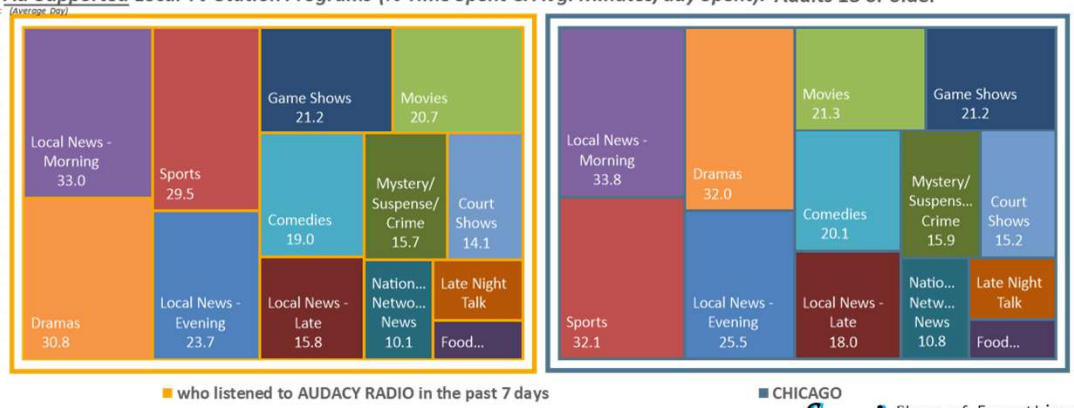
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,464

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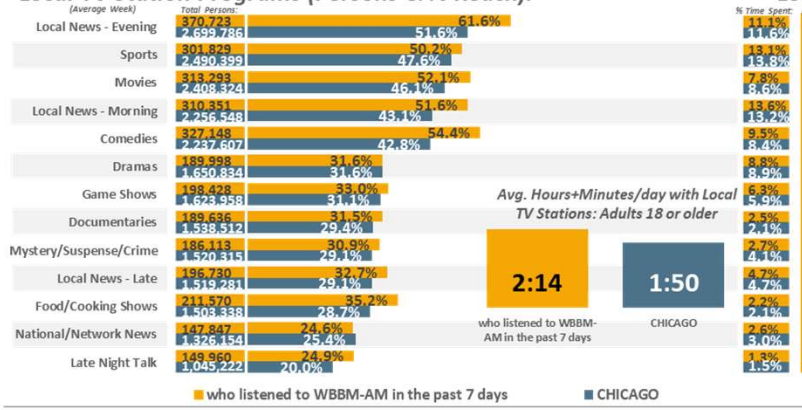
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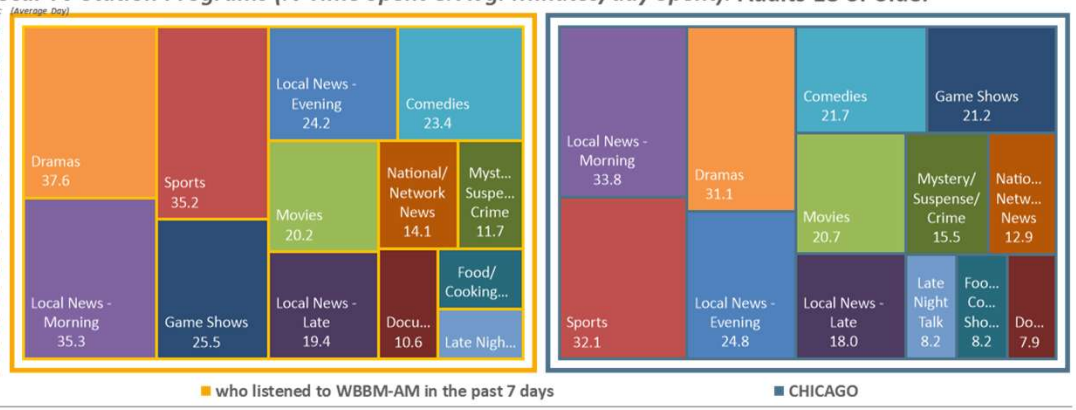
WBBM NEWSRADIO
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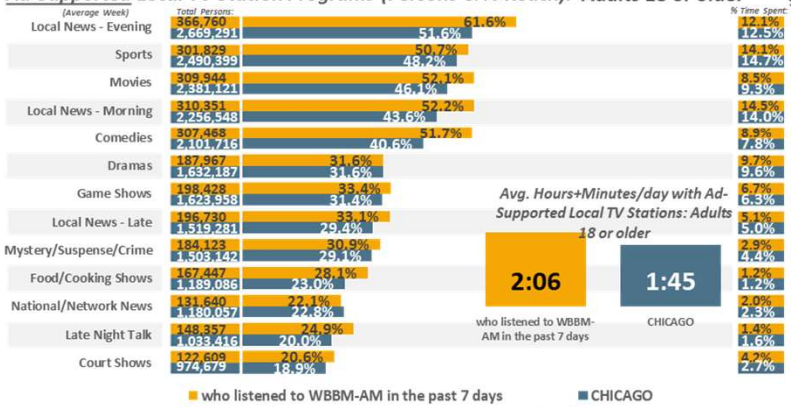
Local TV Station Programs (Persons & % Reach): Adults 18 or older



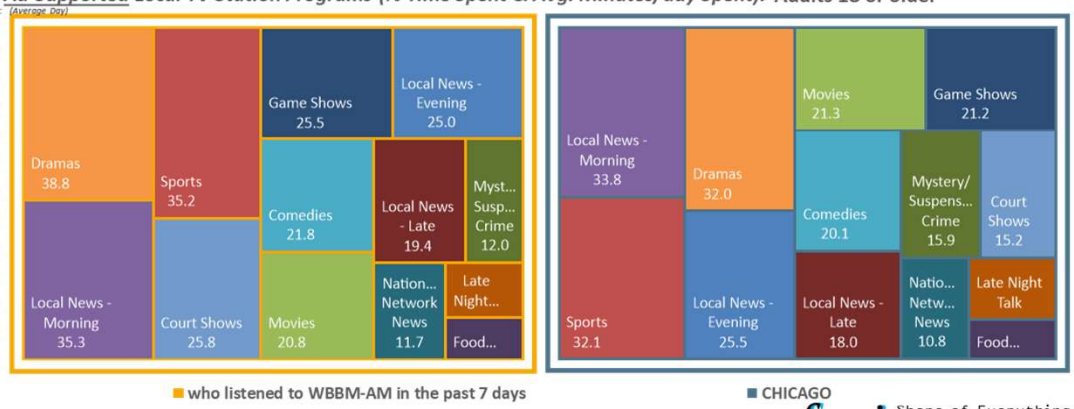
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 408

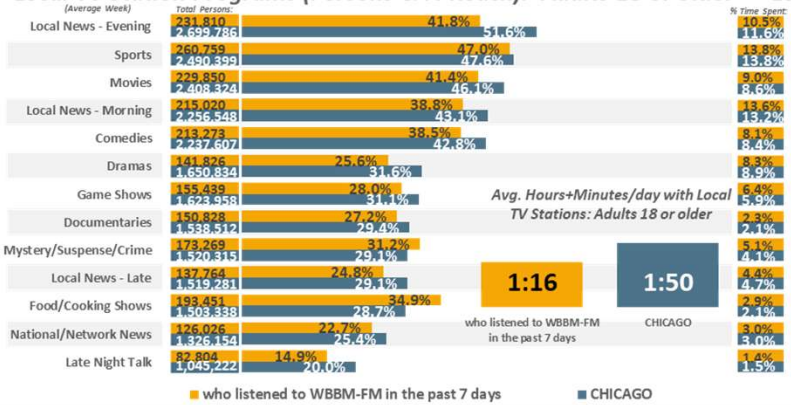
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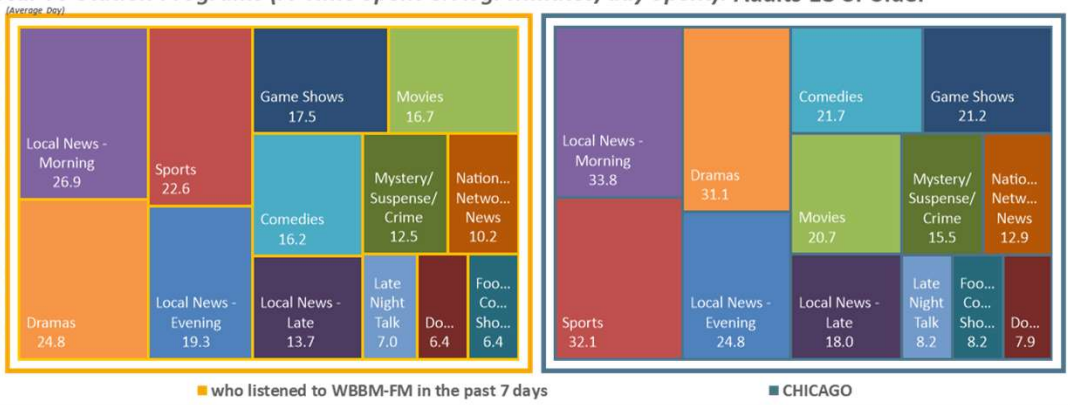
Radio Stations: WBBM-AM

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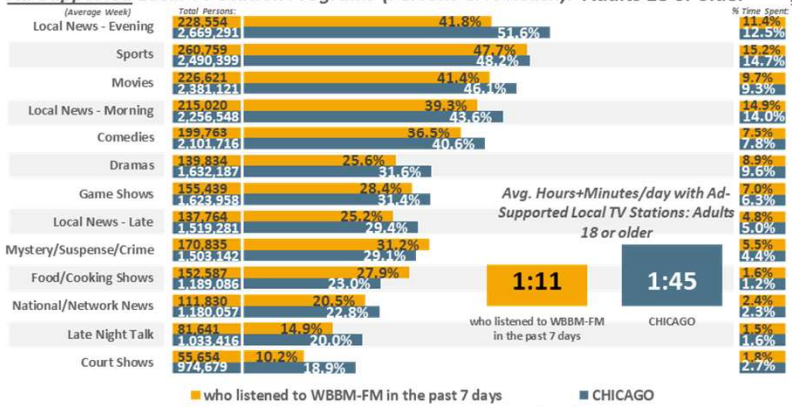
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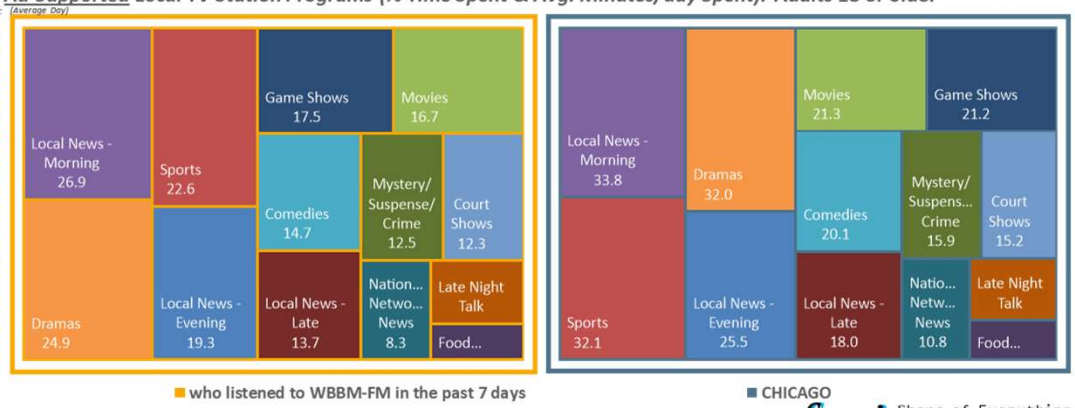
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Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 18 or older



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



CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 305

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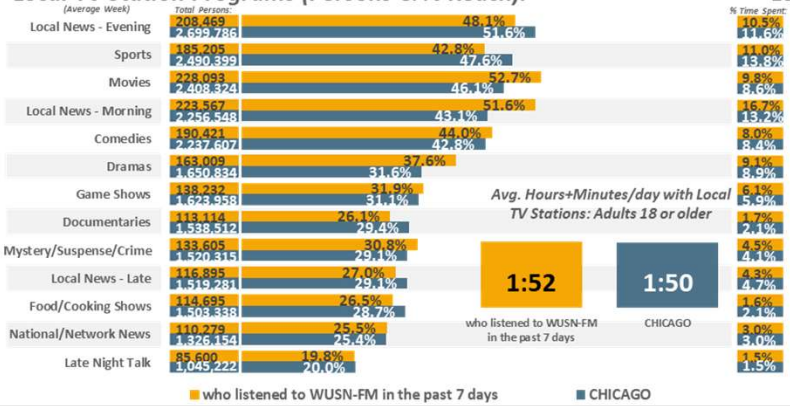
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Radio Stations: WBBM-FM

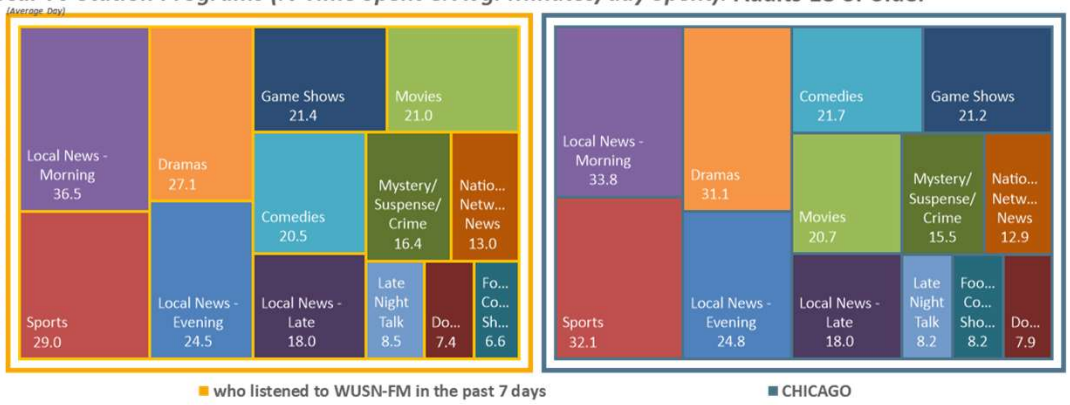
US 99 — CHICAGO'S HOTTEST COUNTRY

429,501 or 69.8% of Adults 18 or older who listened to WUSN-FM in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Movies, Local News - Morning, Local News - Evening, Sports, Comedies, and Dramas.

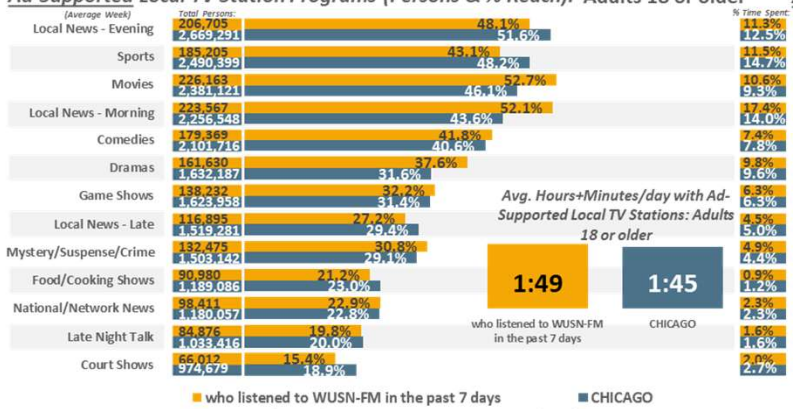
Local TV Station Programs (Persons & % Reach): Adults 18 or older



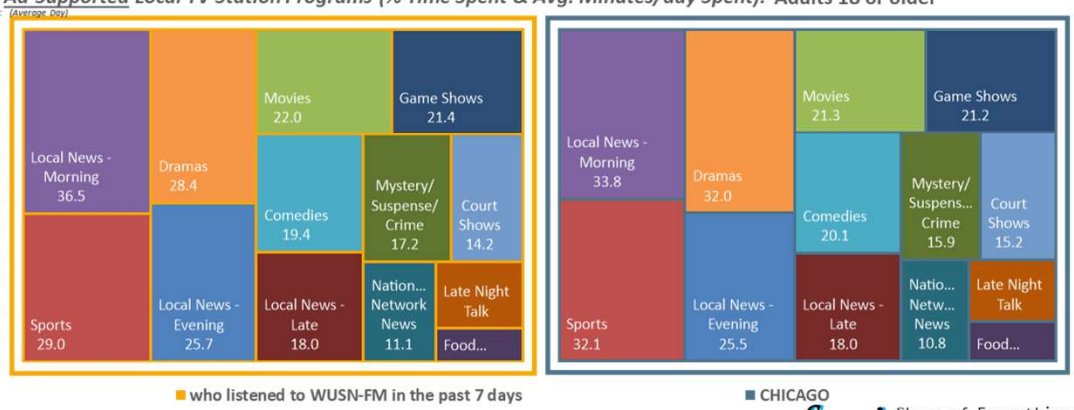
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 294

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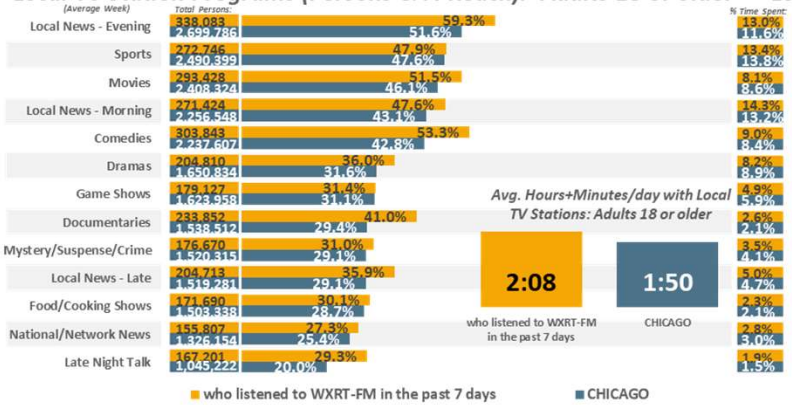
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Radio Stations: WUSN-FM

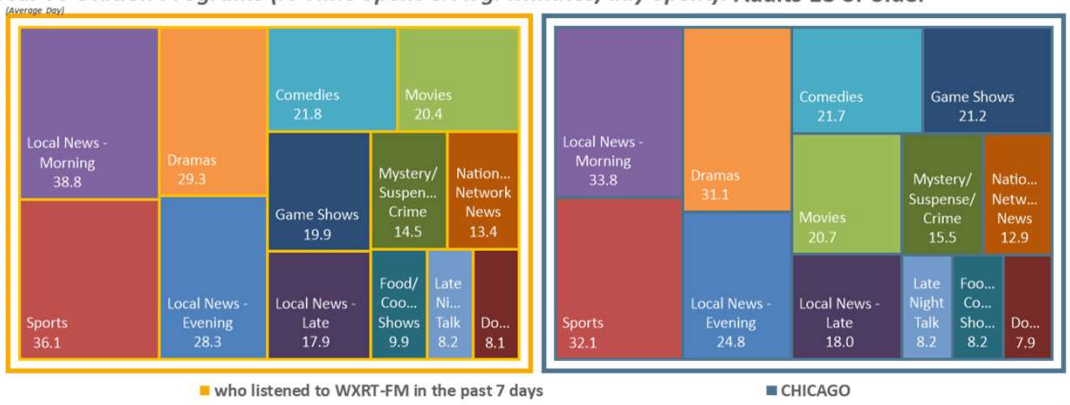
93 XRT
CHICAGO'S FINEST ROCK

563,221 or 72.% of Adults 18 or older who listened to WXRT-FM in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Movies, Comedies, Sports, Local News - Morning, and Local News - Late.

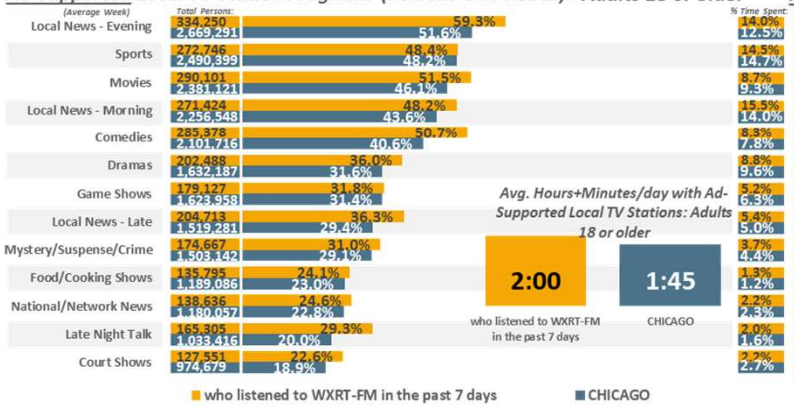
Local TV Station Programs (Persons & % Reach): Adults 18 or older



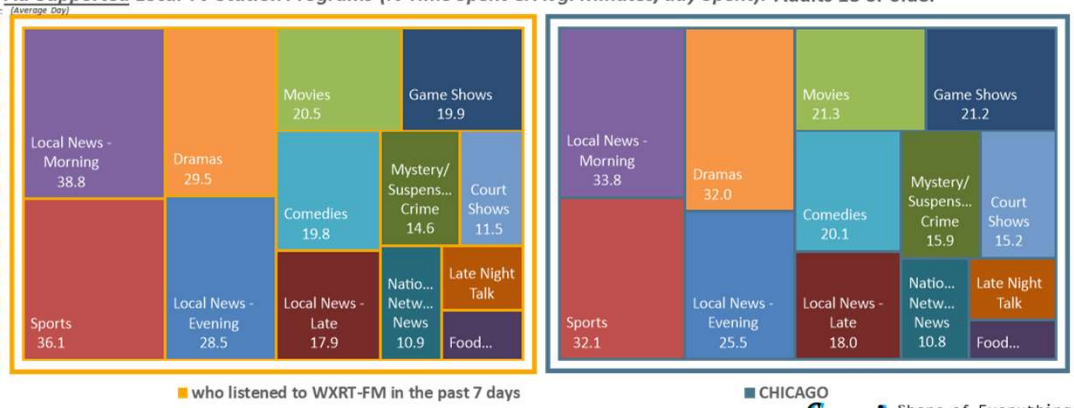
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 410

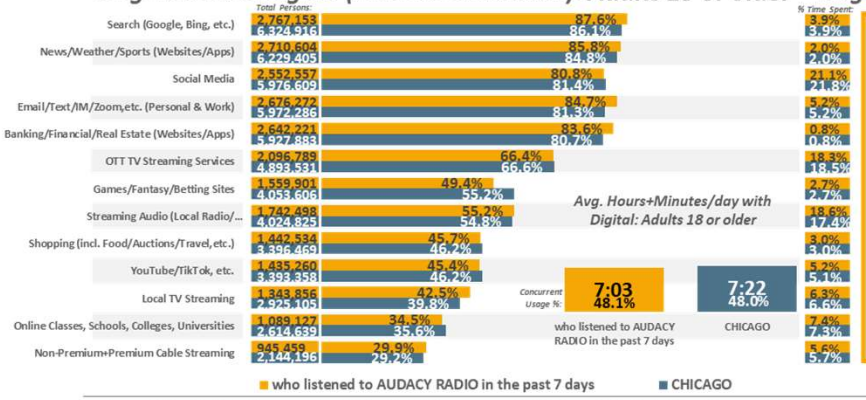
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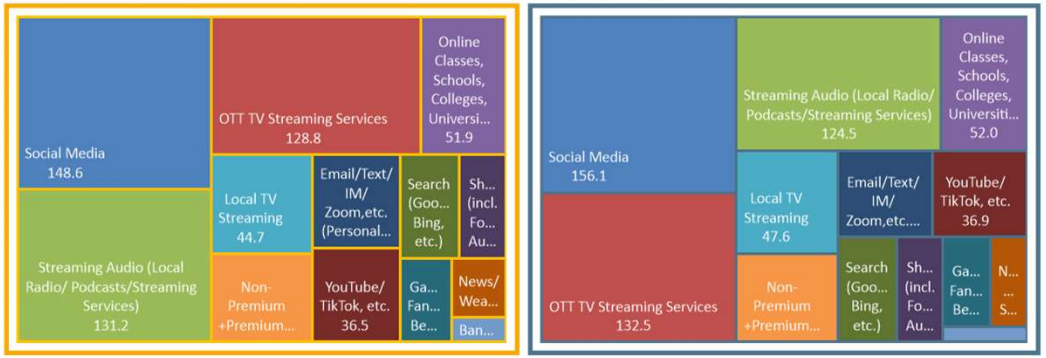
Radio Stations: WXRT-FM

2,276,298 or 72.1% of Adults 18 or older who listened to AUDACY RADIO in the past 7 days use Ad-Supported Social Media for an average of 132.5 minutes every day representing 25.2% of all time spent daily with Ad-Supported Digital Media.

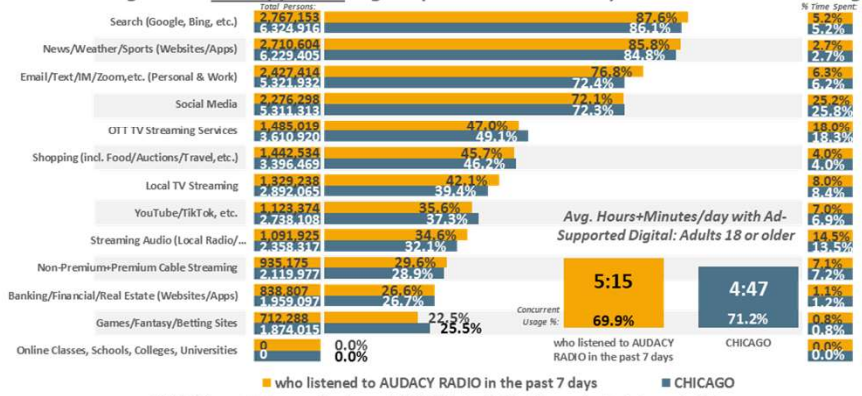
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



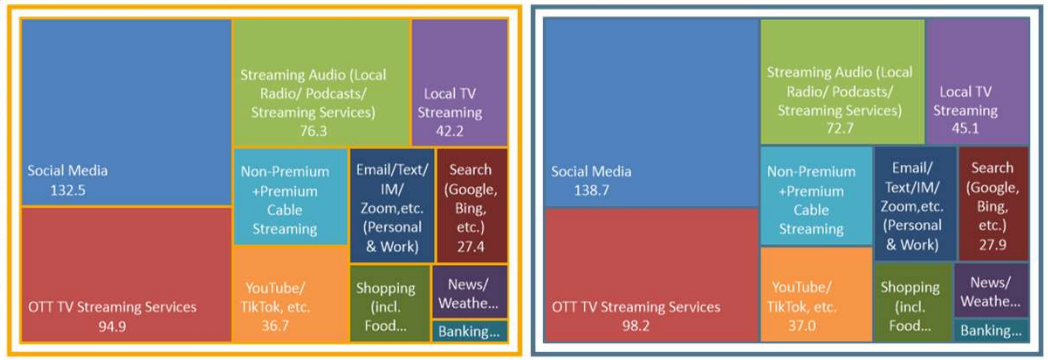
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,464

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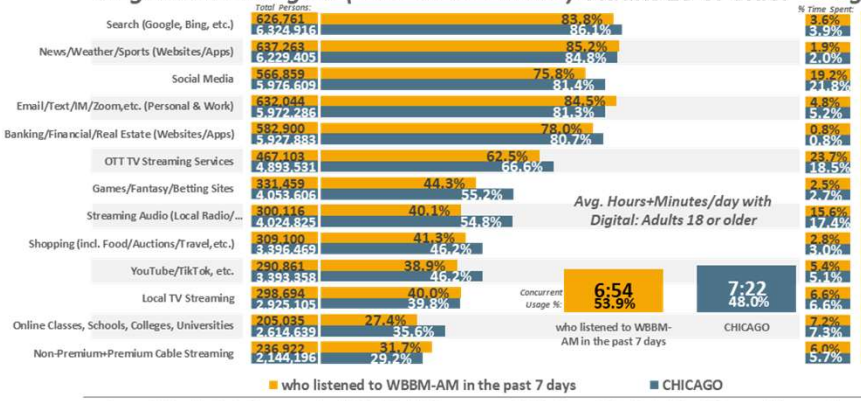
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(Radio Stations: WBBM-AM OR Radio Stations: WBBM-FM OR Radio Stations: WBMX-FM OR Radio Stations: WSCR-AM OR Radio Stations: WUSN-FM OR Radio Stations: WXRT-FM)

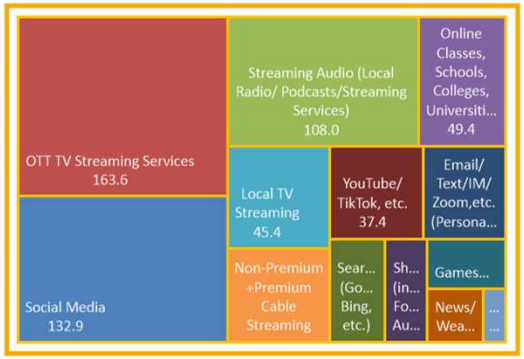
WBBM NEWSRADIO
780AM · 105.9FM

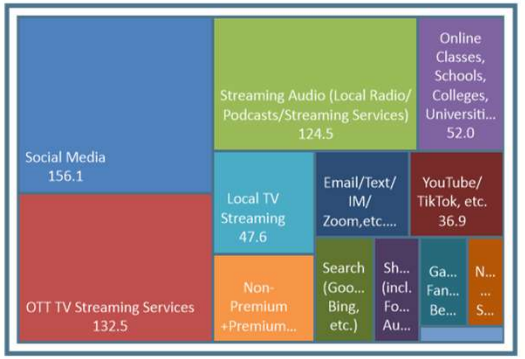
488,159 or 65.3% of Adults 18 or older who listened to WBBM-AM in the past 7 days use Ad-Supported Social Media for an average of 114.4 minutes every day representing 22.% of all time spent daily with Ad-Supported Digital Media.

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

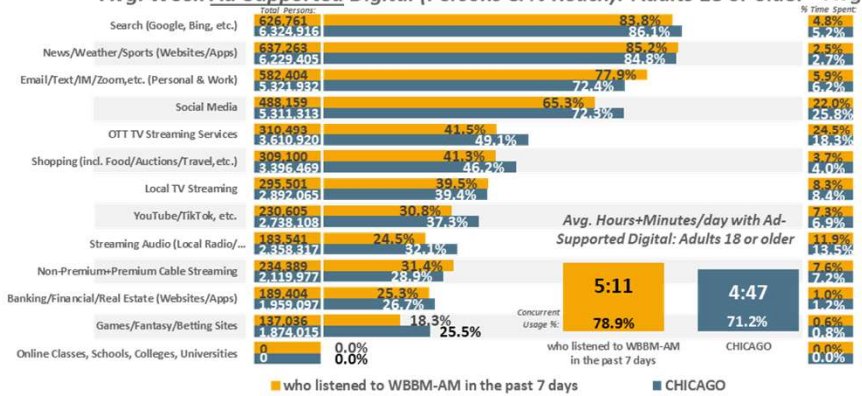


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



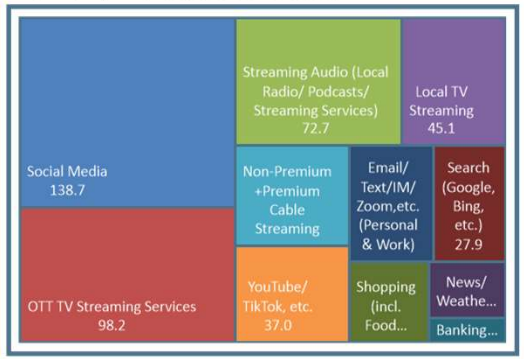


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 408

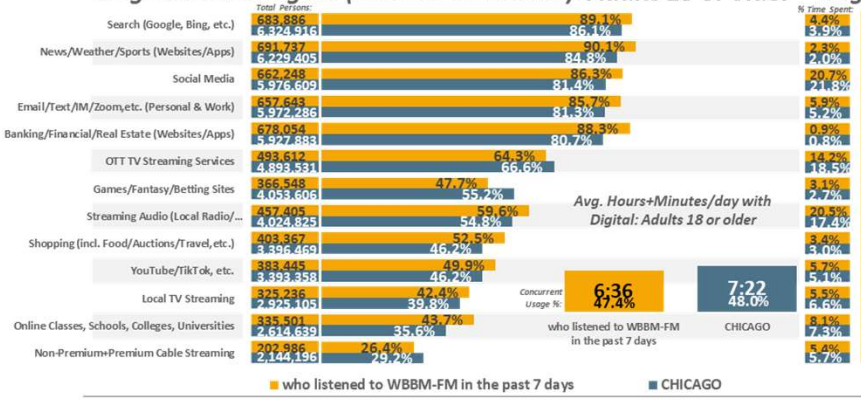
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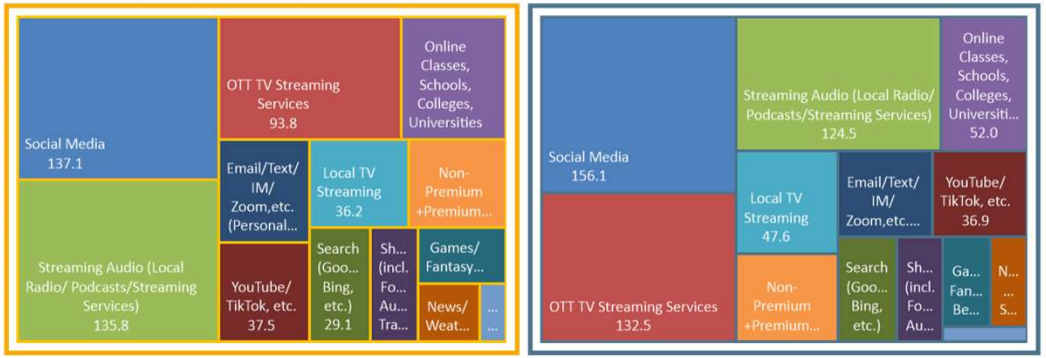
Radio Stations: WBBM-AM

590,545 or 76.9% of Adults 18 or older who listened to WBBM-FM in the past 7 days use Ad-Supported Social Media for an average of 122.2 minutes every day representing 25.1% of all time spent daily with Ad-Supported Digital Media.

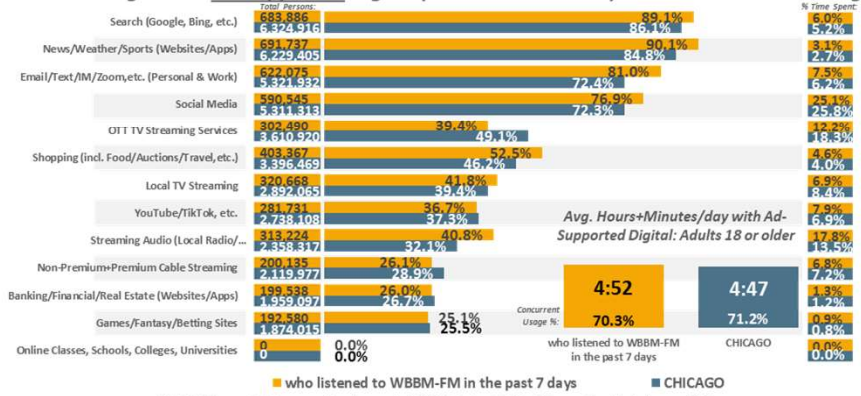
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



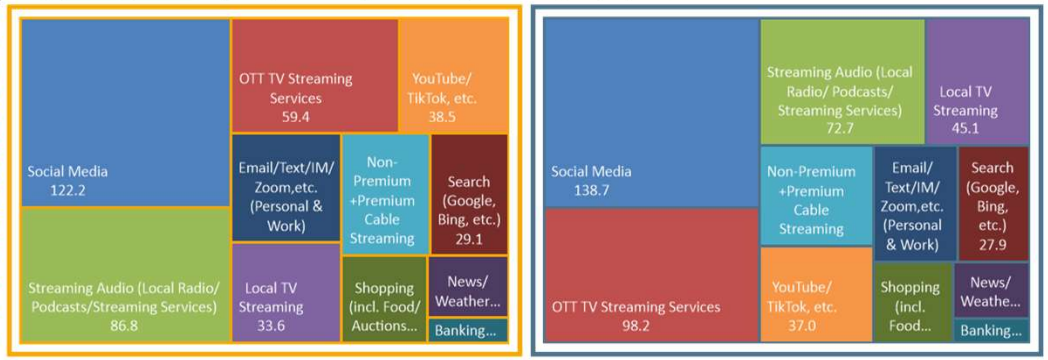
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 305

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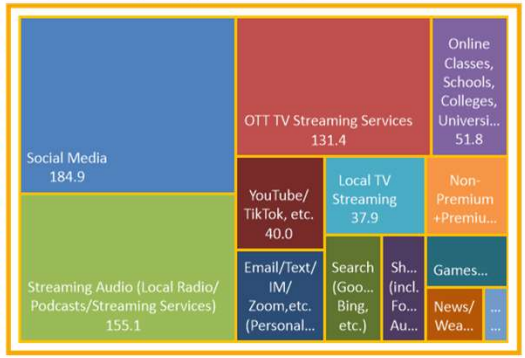
Radio Stations: WBBM-FM

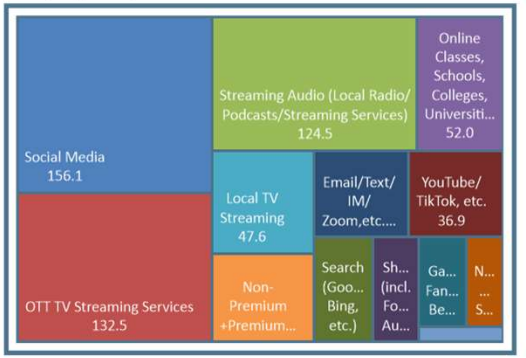
454,244 or 73.8% of Adults 18 or older who listened to WUSN-FM in the past 7 days use Ad-Supported Social Media for an average of 162.7 minutes every day representing 28.8% of all time spent daily with Ad-Supported Digital Media.

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

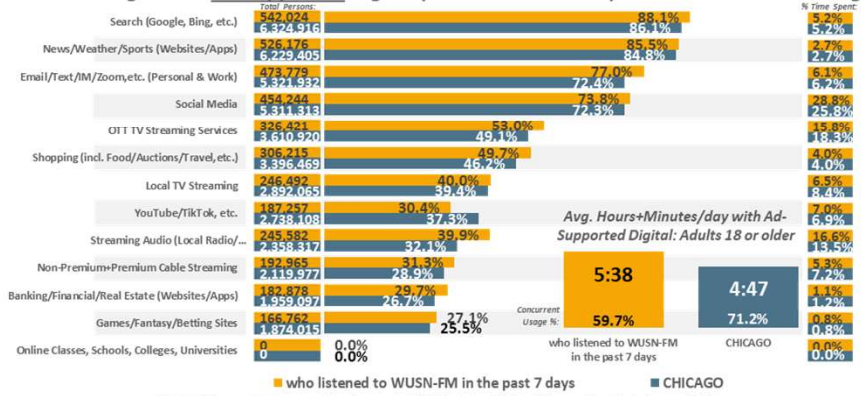


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

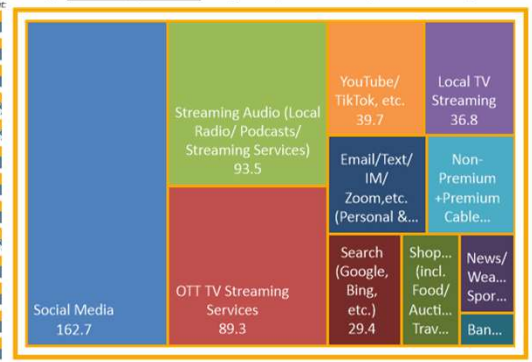


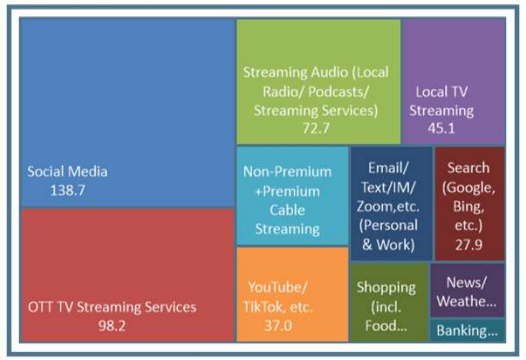


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 294

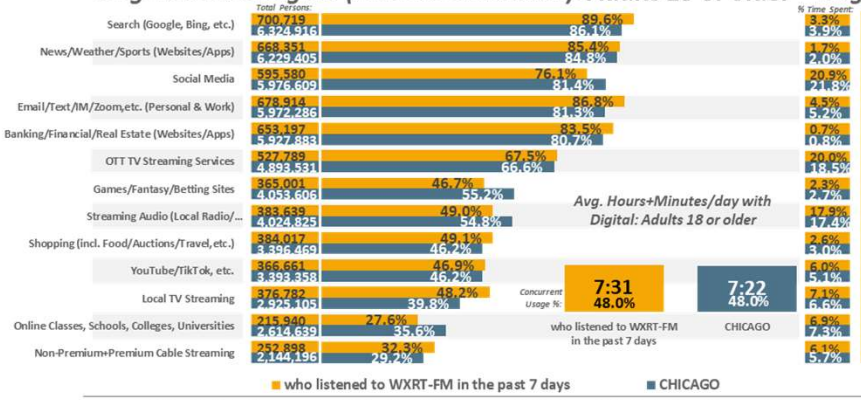
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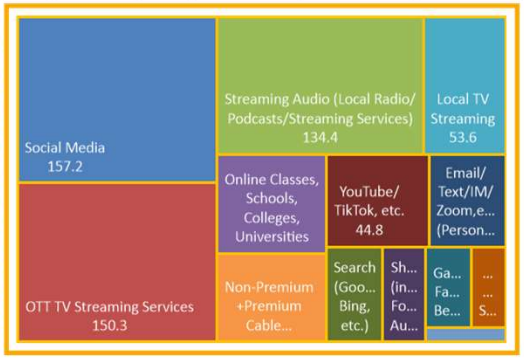
Radio Stations: WUSN-FM

531,774 or 68.% of Adults 18 or older who listened to WXRT-FM in the past 7 days use Ad-Supported Social Media for an average of 140.4 minutes every day representing 25.% of all time spent daily with Ad-Supported Digital Media.

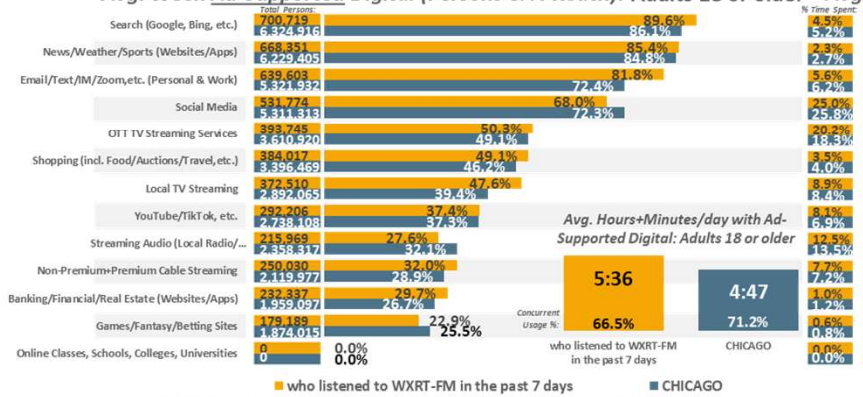
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



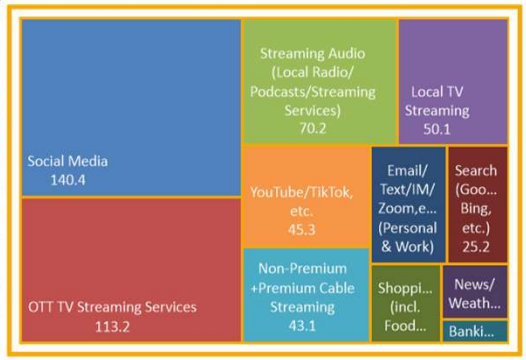
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 410

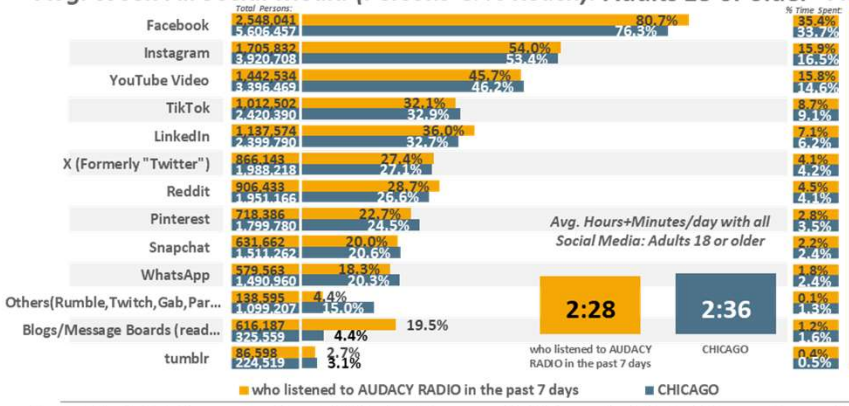
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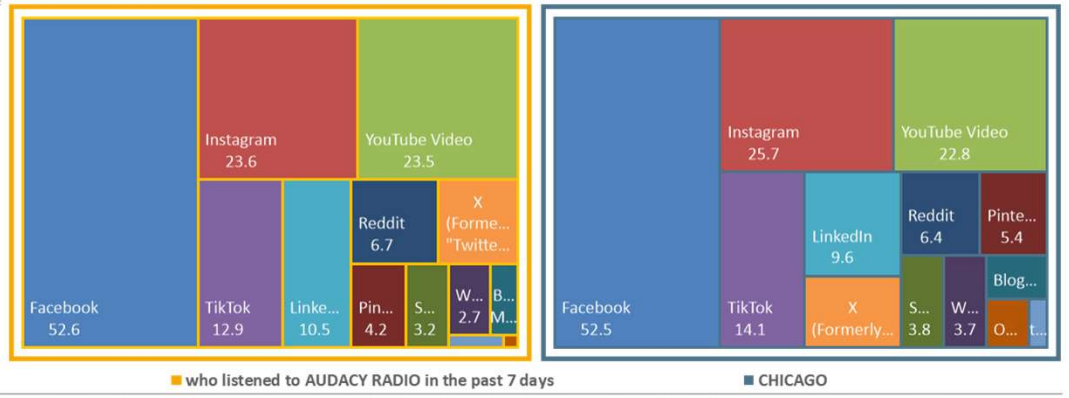
Radio Stations: WXRT-FM

2,276,298 or 72.1% of Adults 18 or older who listened to AUDACY RADIO in the past 7 days use Ad-Supported Facebook for an average of 45.5 minutes every day representing 34.4% of all time spent daily with Ad-Supported Social Media.

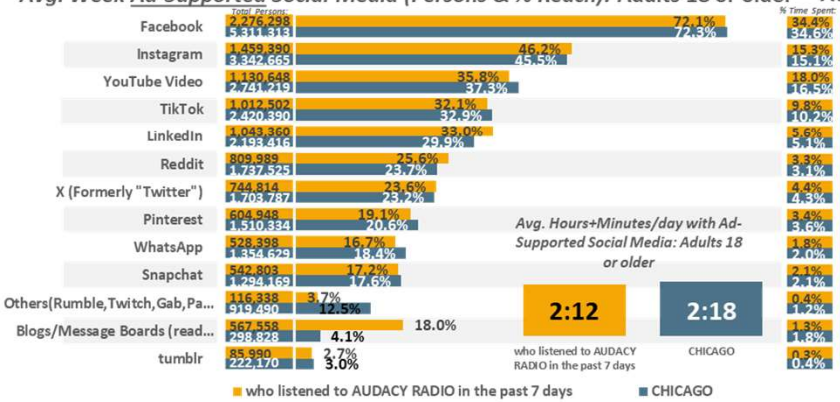
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



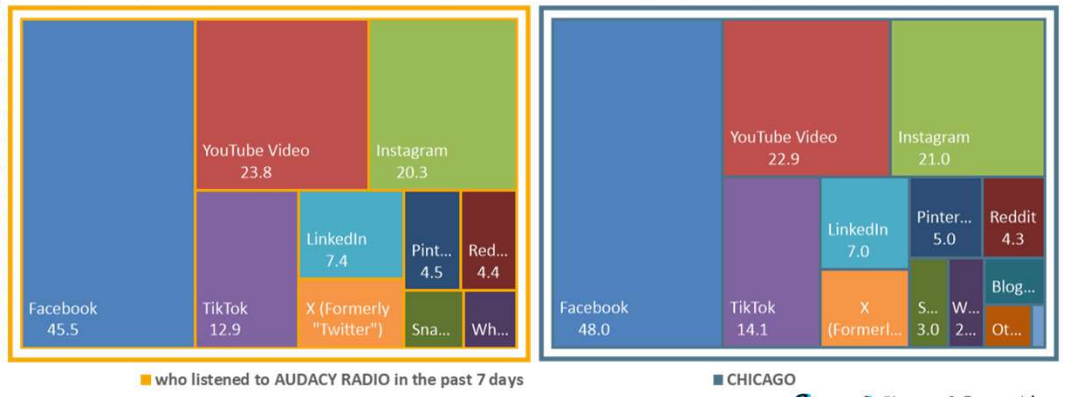
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,464

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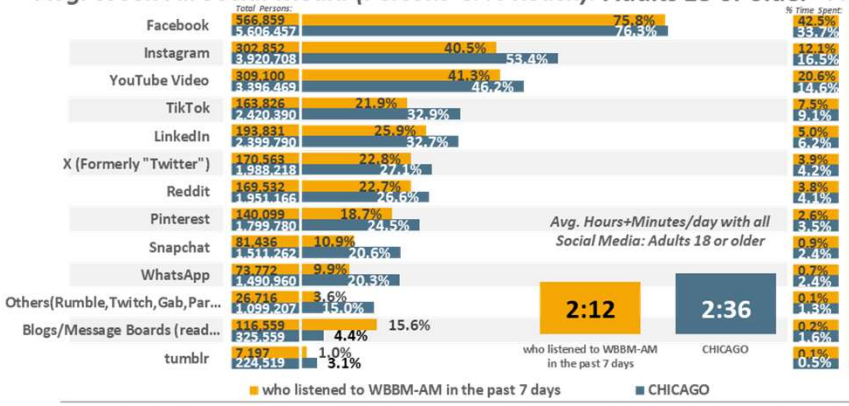
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(Radio Stations: WBBM-AM OR Radio Stations: WBBM-FM OR Radio Stations: WBMX-FM OR Radio Stations: WSCR-AM OR Radio Stations: WUSN-FM OR Radio Stations: WXRT-FM)

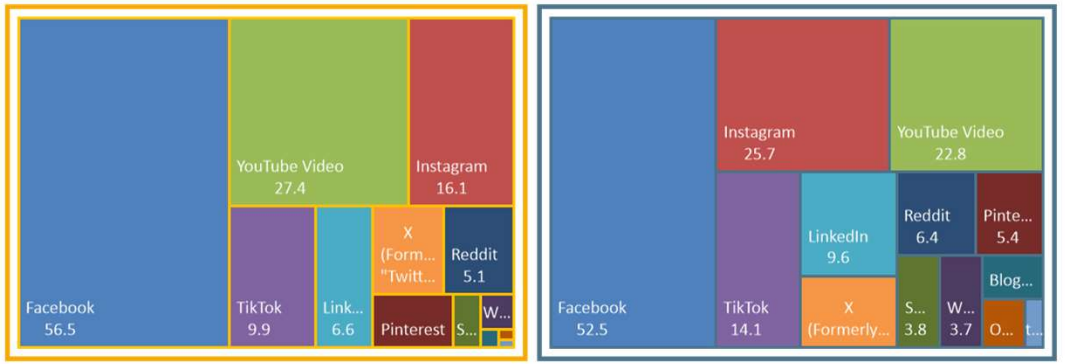
WBBM NEWSRADIO
780AM · 105.9FM

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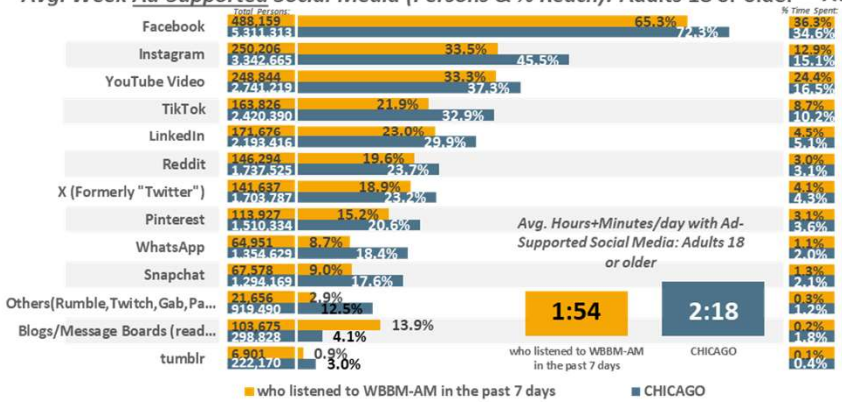
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



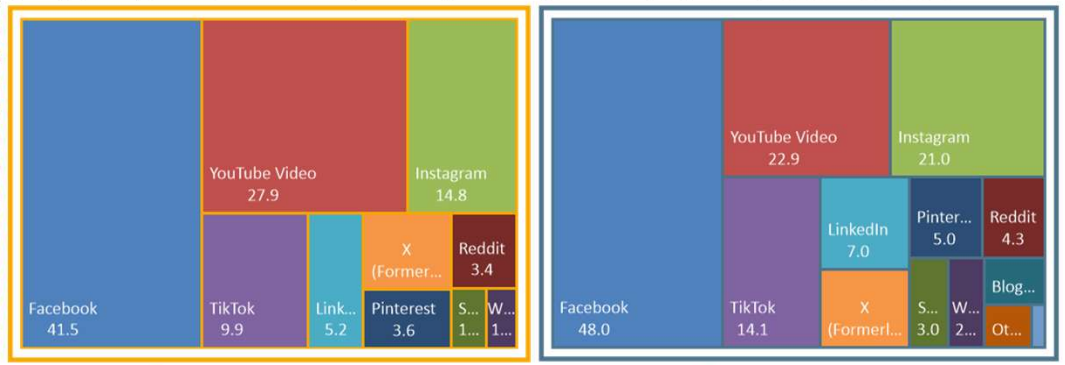
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 408

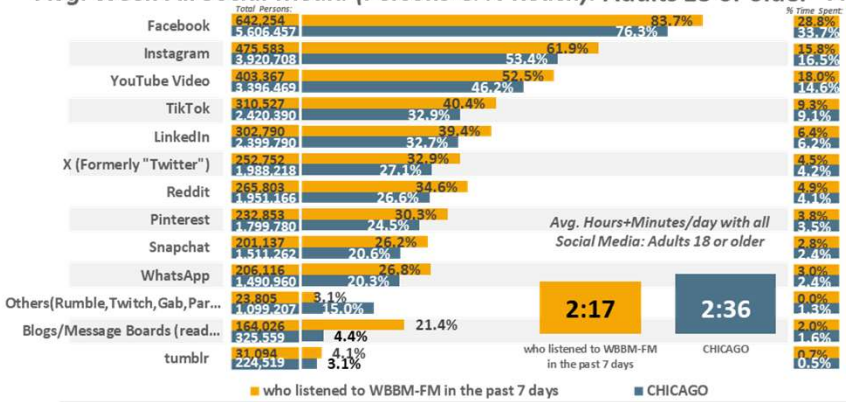
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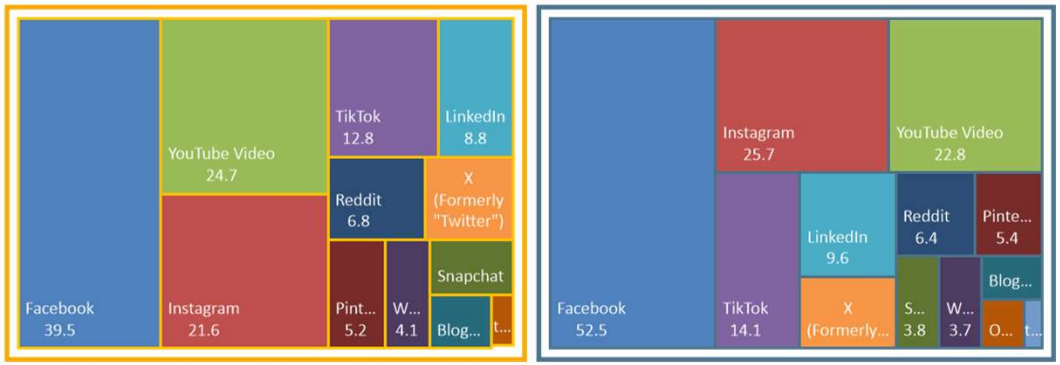
Radio Stations: WBBM-AM

590,545 or 76.9% of Adults 18 or older who listened to WBBM-FM in the past 7 days use Ad-Supported Facebook for an average of 37.1 minutes every day representing 30.3% of all time spent daily with Ad-Supported Social Media.

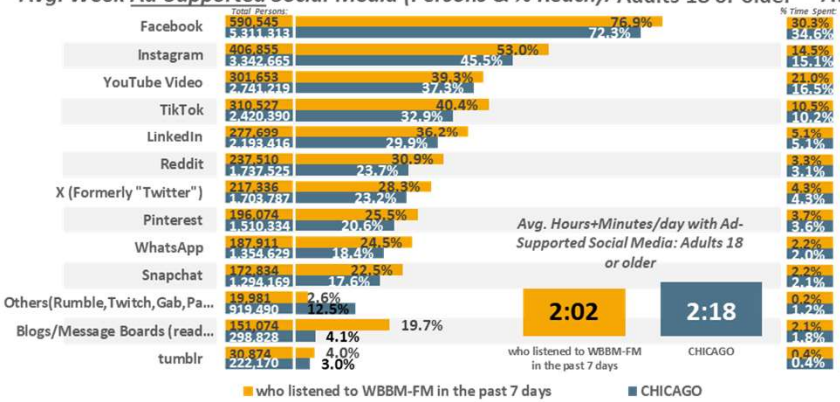
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



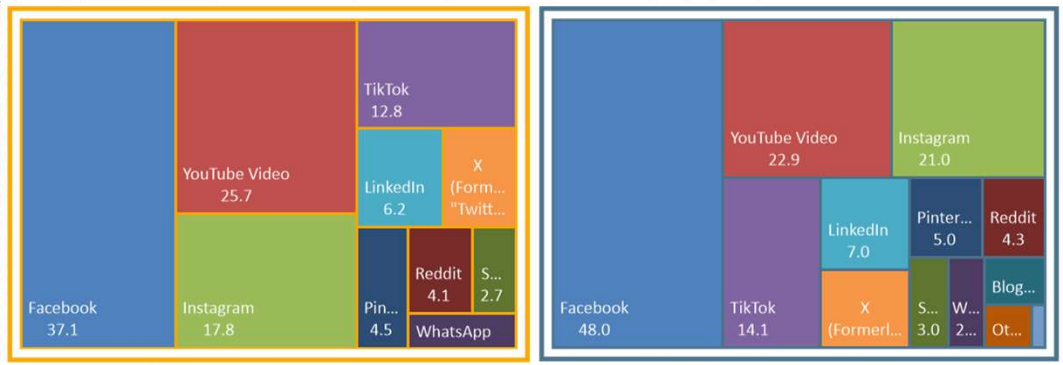
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 305

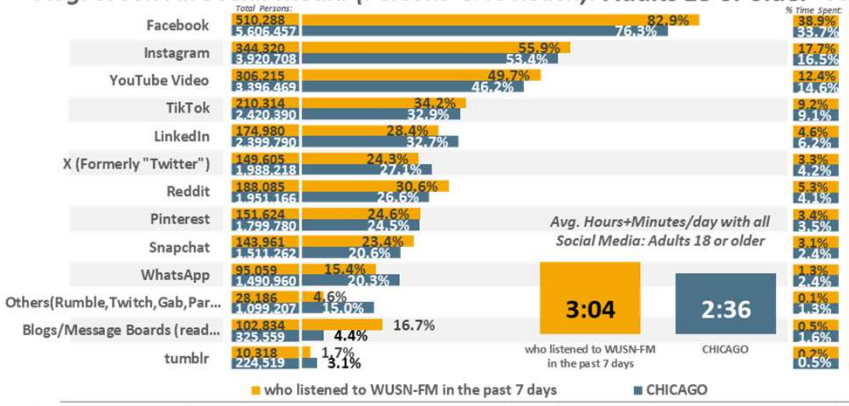
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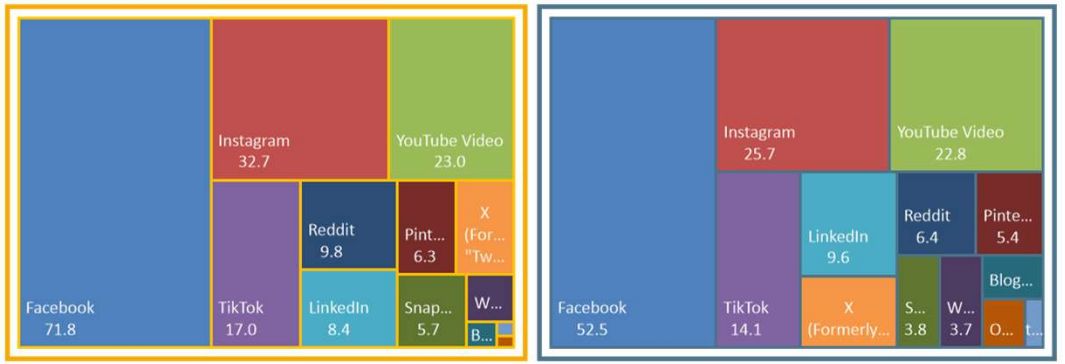
Radio Stations: WBBM-FM

454,244 or 73.8% of Adults 18 or older who listened to WUSN-FM in the past 7 days use Ad-Supported Facebook for an average of 60.9 minutes every day representing 37.4% of all time spent daily with Ad-Supported Social Media.

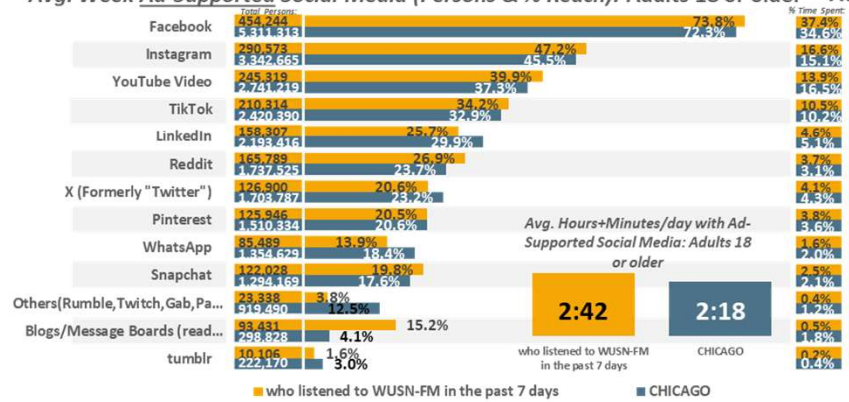
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



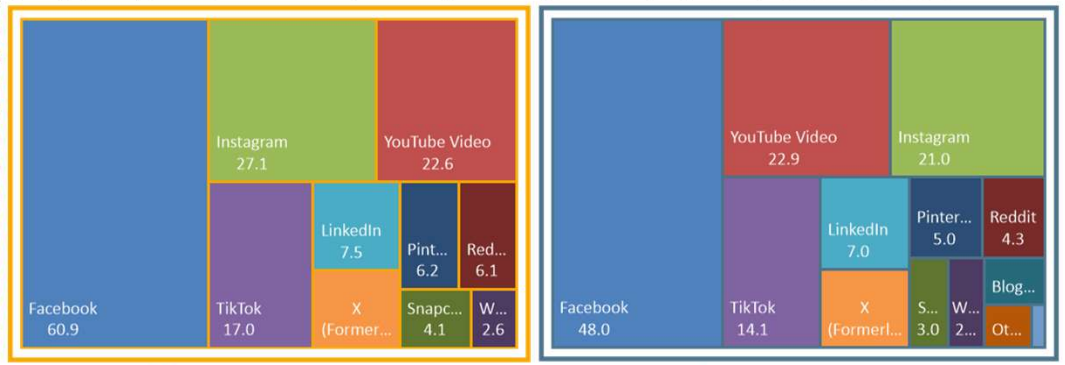
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 294

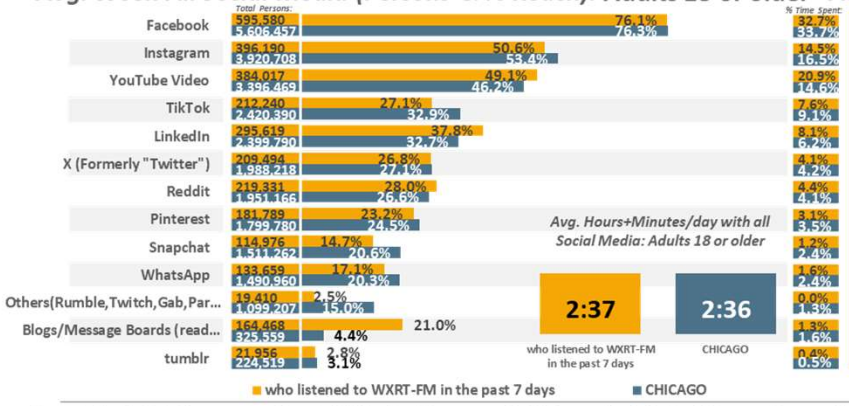
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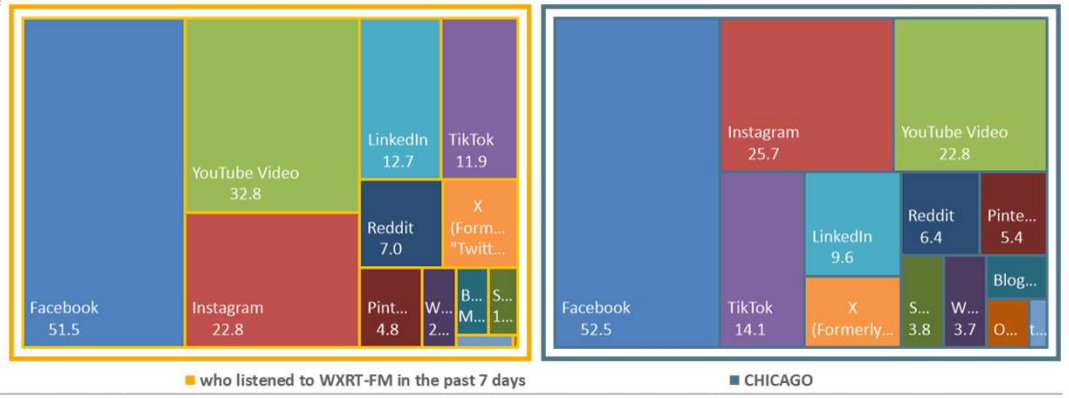
Radio Stations: WUSN-FM

531,774 or 68.% of Adults 18 or older who listened to WXRT-FM in the past 7 days use Ad-Supported Facebook for an average of 44.8 minutes every day representing 31.9% of all time spent daily with Ad-Supported Social Media.

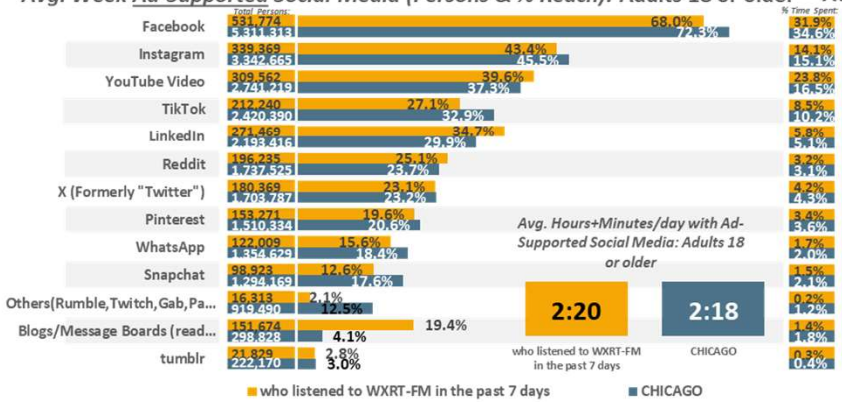
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



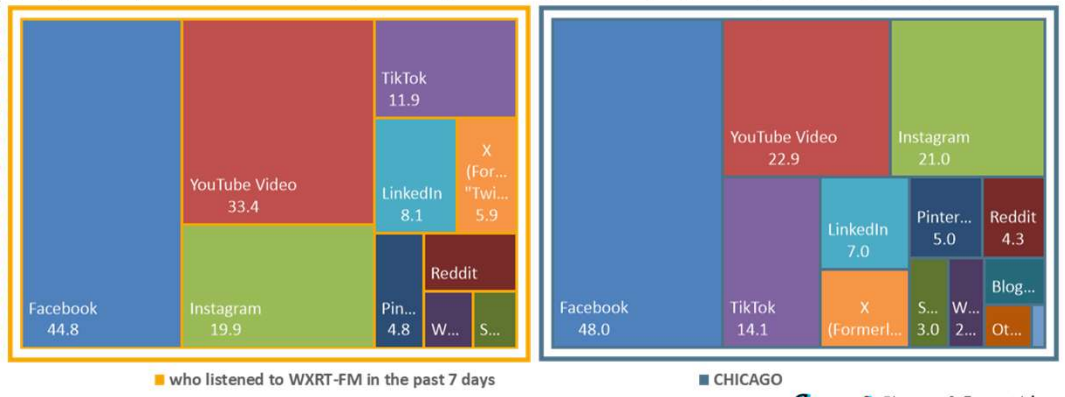
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



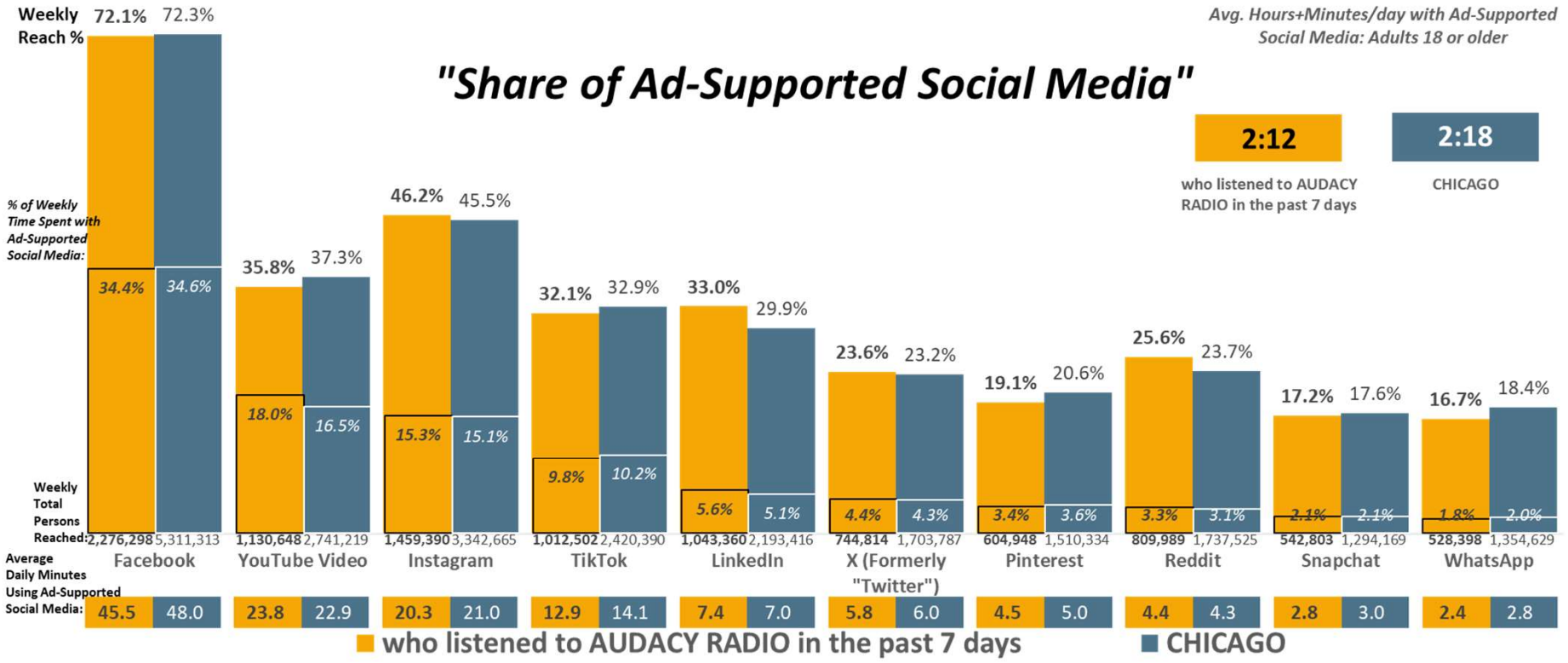
CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 410

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Radio Stations: WXRT-FM

2,276,298 or 72.1% of Adults 18 or older who listened to AUDACY RADIO in the past 7 days use Ad-Supported Facebook for an average of 45.5 minutes every day representing 34.4% of all time spent daily with Ad-Supported Social Media.



CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,464 CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 3,379

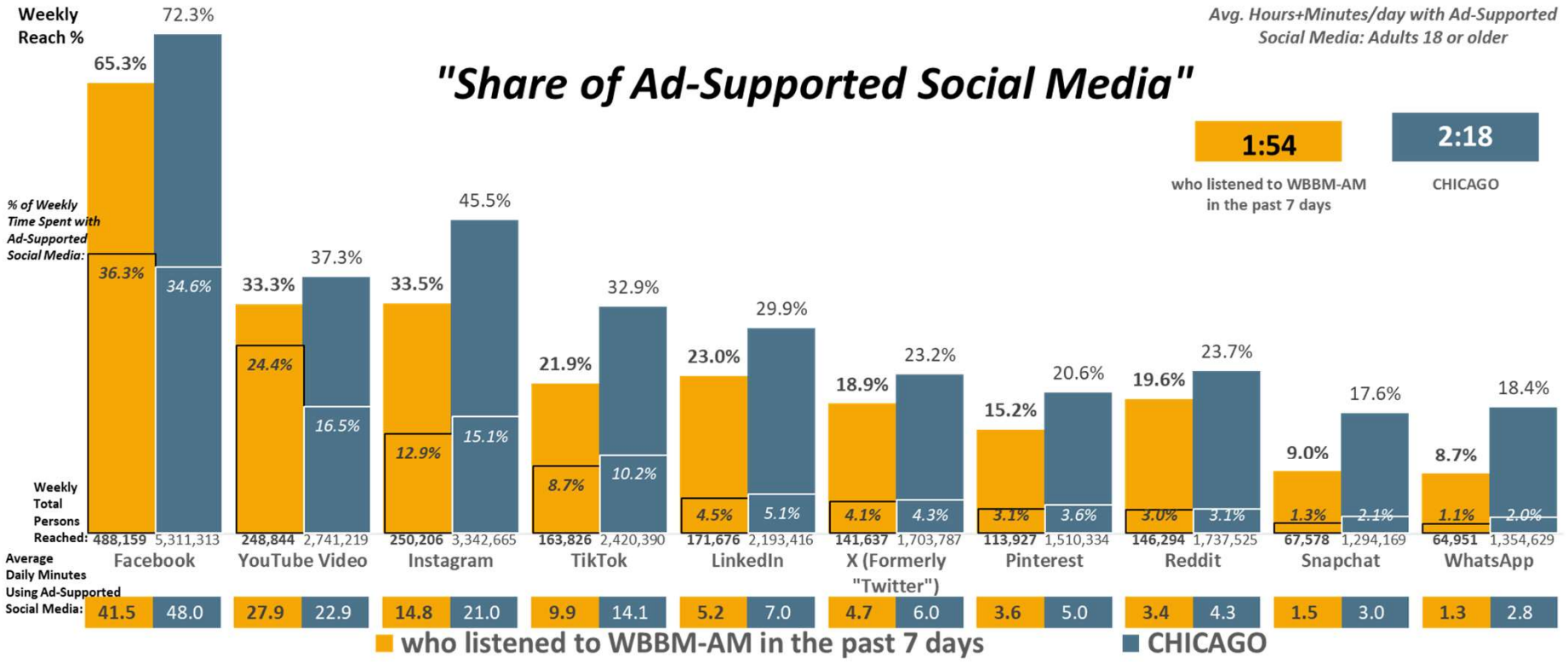
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(Radio Stations: WBBM-AM OR Radio Stations: WBBM-FM OR Radio Stations: WBMX-FM OR Radio Stations: WSCR-AM OR Radio Stations: WUSN-FM OR Radio Stations: WXRT-FM)

WBBM NEWSRADIO 780AM · 105.9FM

488,159 or 65.3% of Adults 18 or older who listened to WBBM-AM in the past 7 days use Ad-Supported Facebook for an average of 41.5 minutes every day representing 36.3% of all time spent daily with Ad-Supported Social Media.



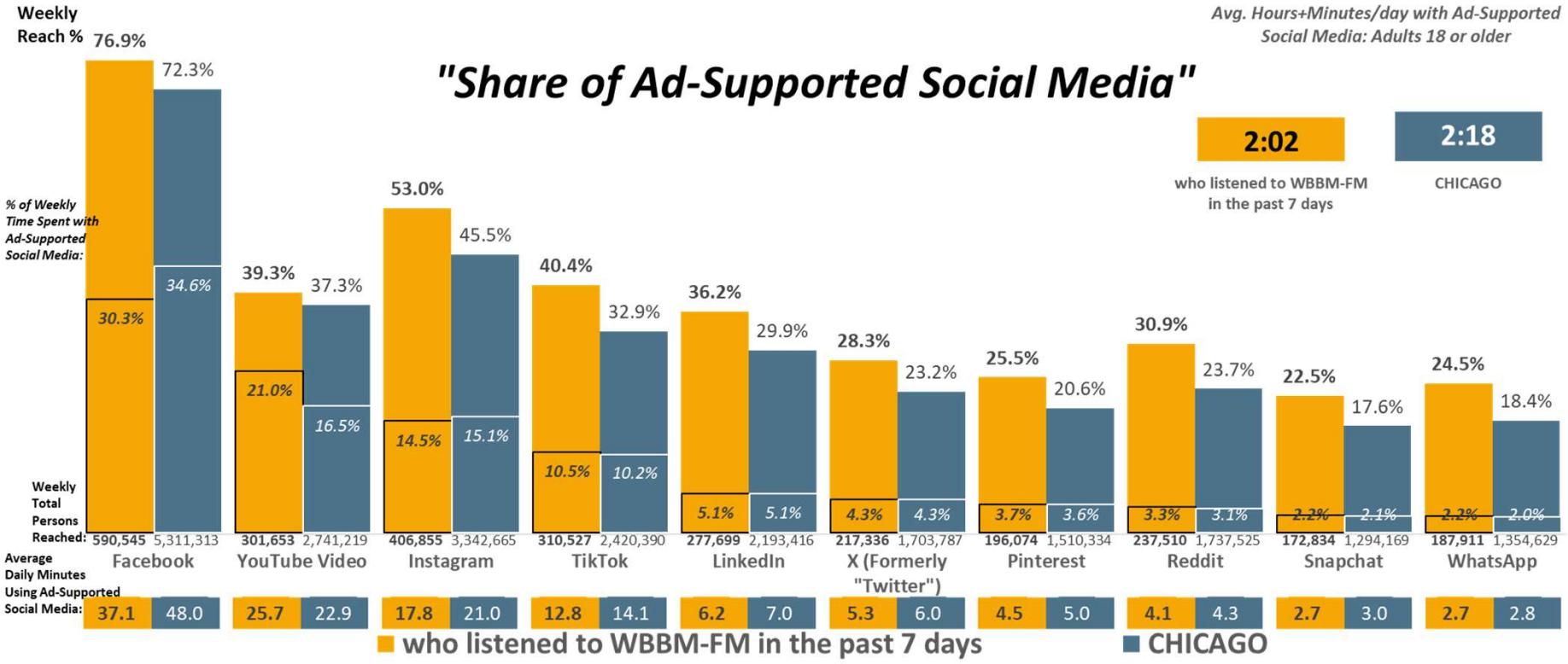
CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 408 CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 3,379

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Radio Stations: WBBM-AM

590,545 or 76.9% of Adults 18 or older who listened to WBBM-FM in the past 7 days use Ad-Supported Facebook for an average of 37.1 minutes every day representing 30.3% of all time spent daily with Ad-Supported Social Media.



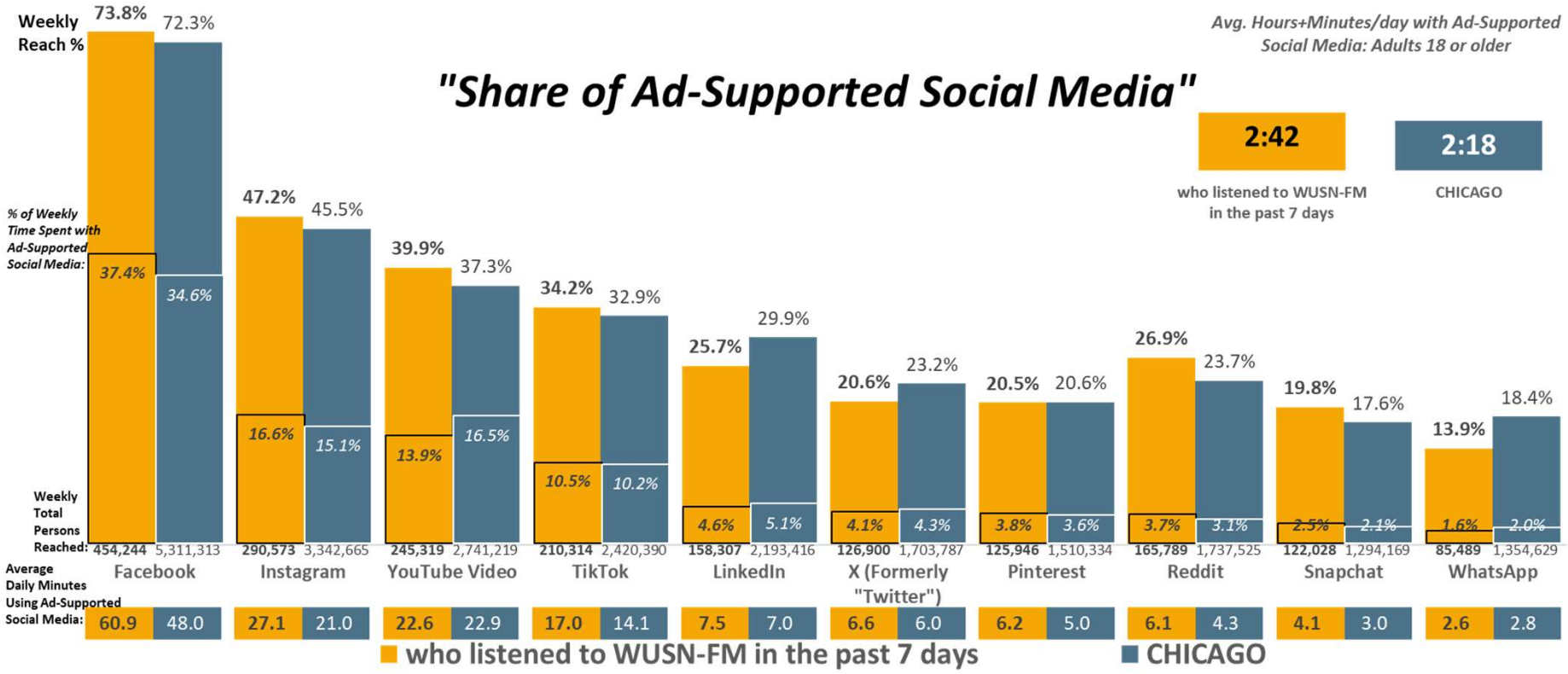
CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 305 CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 3,379

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Radio Stations: WBBM-FM

454,244 or 73.8% of Adults 18 or older who listened to WUSN-FM in the past 7 days use Ad-Supported Facebook for an average of 60.9 minutes every day representing 37.4% of all time spent daily with Ad-Supported Social Media.



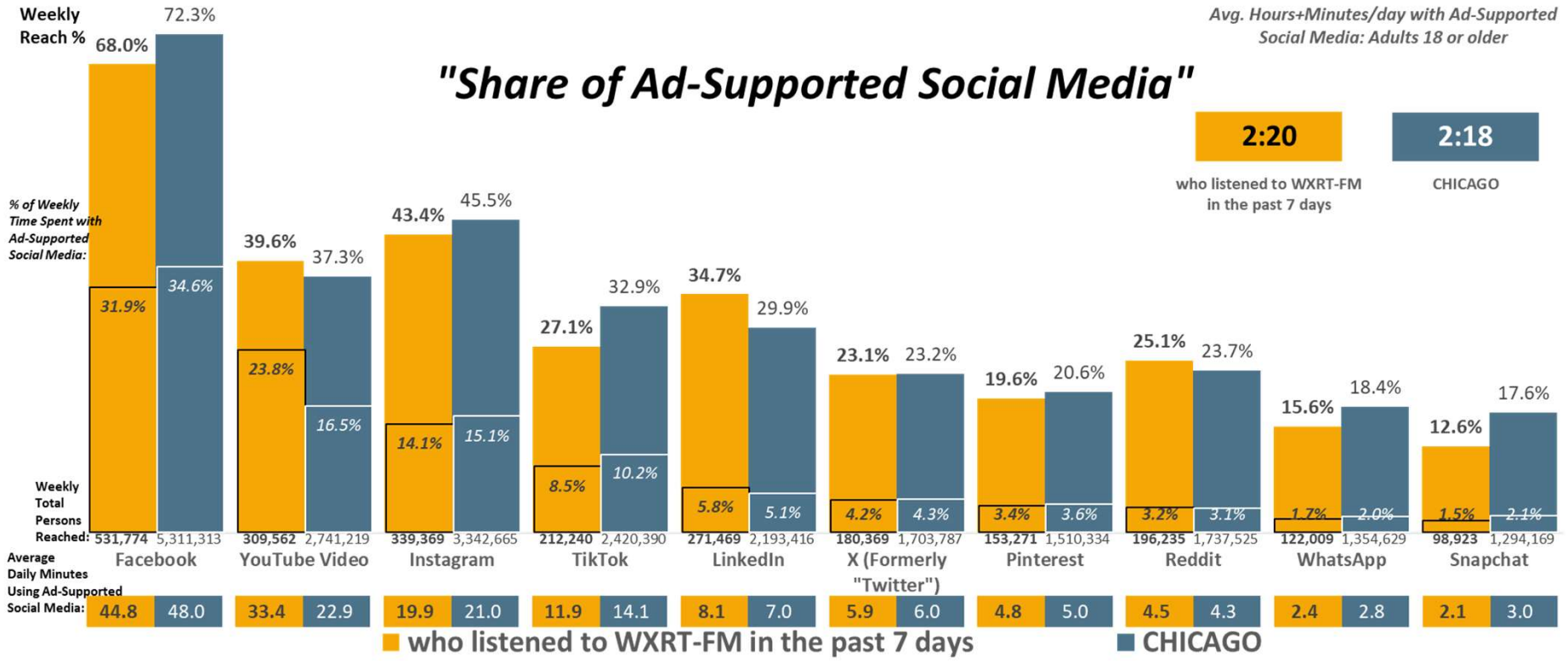
CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 294 CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 3,379

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Radio Stations: WUSN-FM

531,774 or 68.% of Adults 18 or older who listened to WXRT-FM in the past 7 days use Ad-Supported Facebook for an average of 44.8 minutes every day representing 31.9% of all time spent daily with Ad-Supported Social Media.



CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 410 CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 3,379

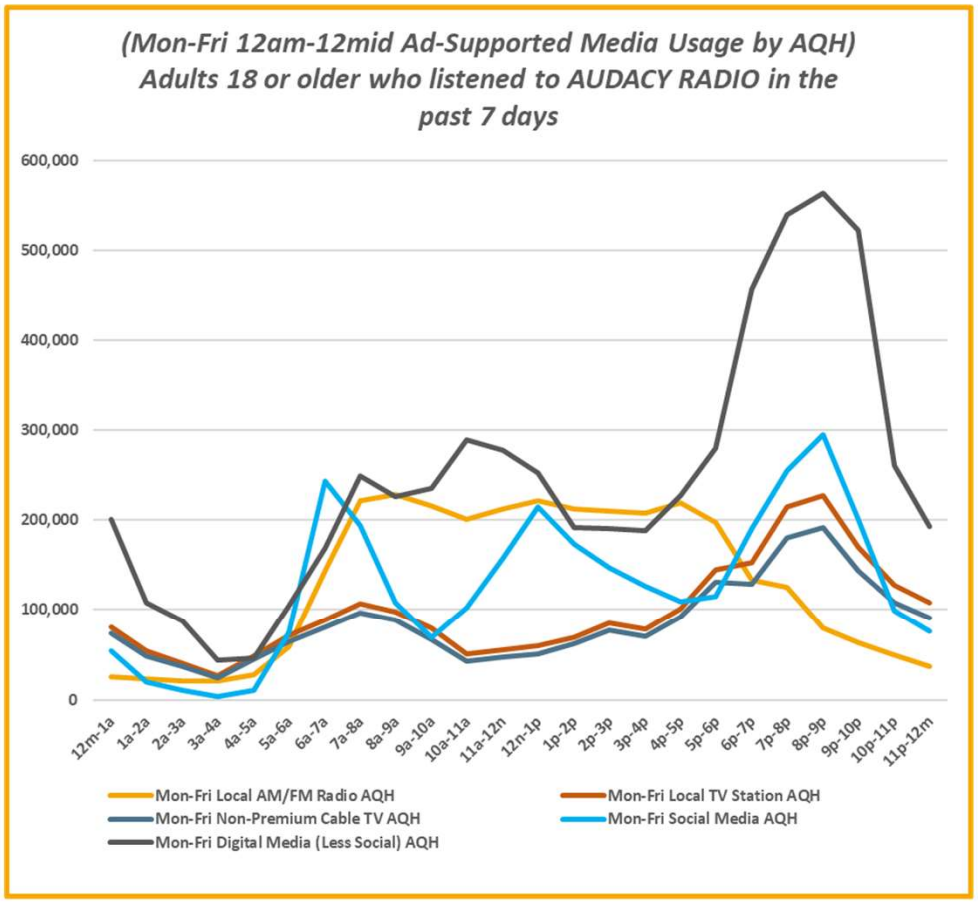
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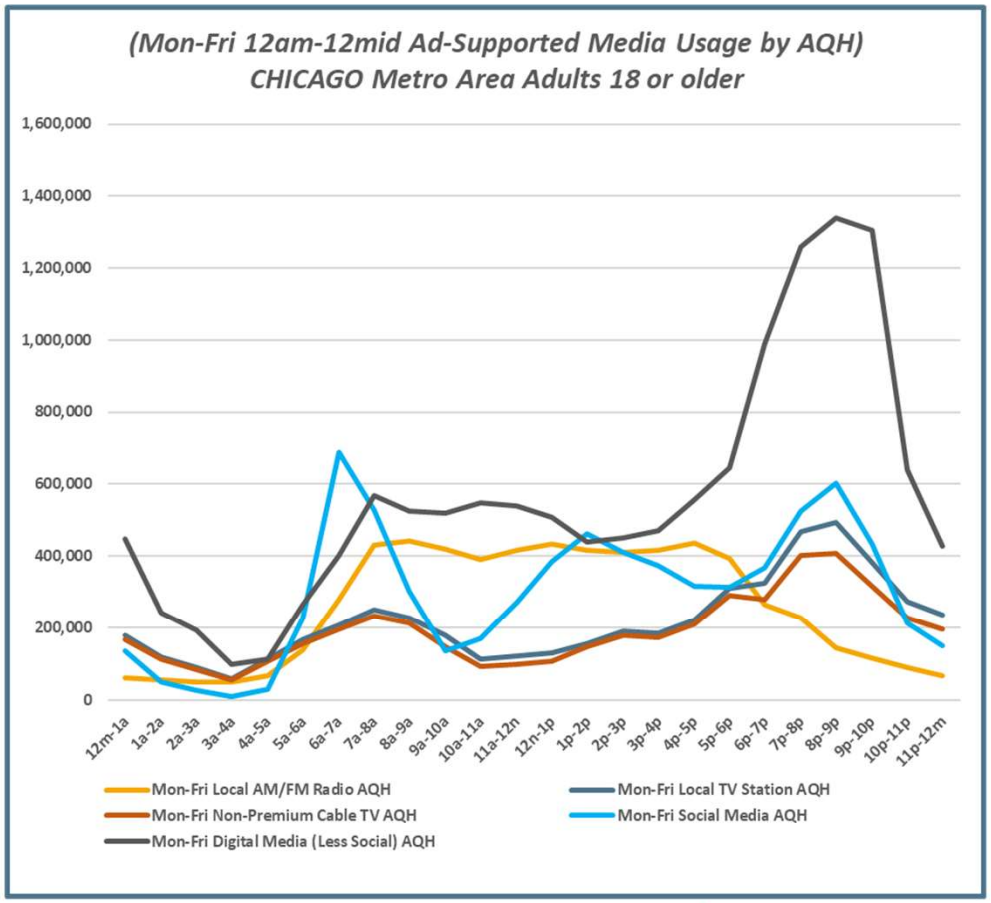
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Radio Stations: WXRT-FM

Audacy

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 248,990; Local Radio: 202,120; Social Media: 150,098; Local TV: 89,885; Non-Prem. Cable: 79,596 reaching Adults 18 or older who listened to AUDACY RADIO in the past 7 day





CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,464

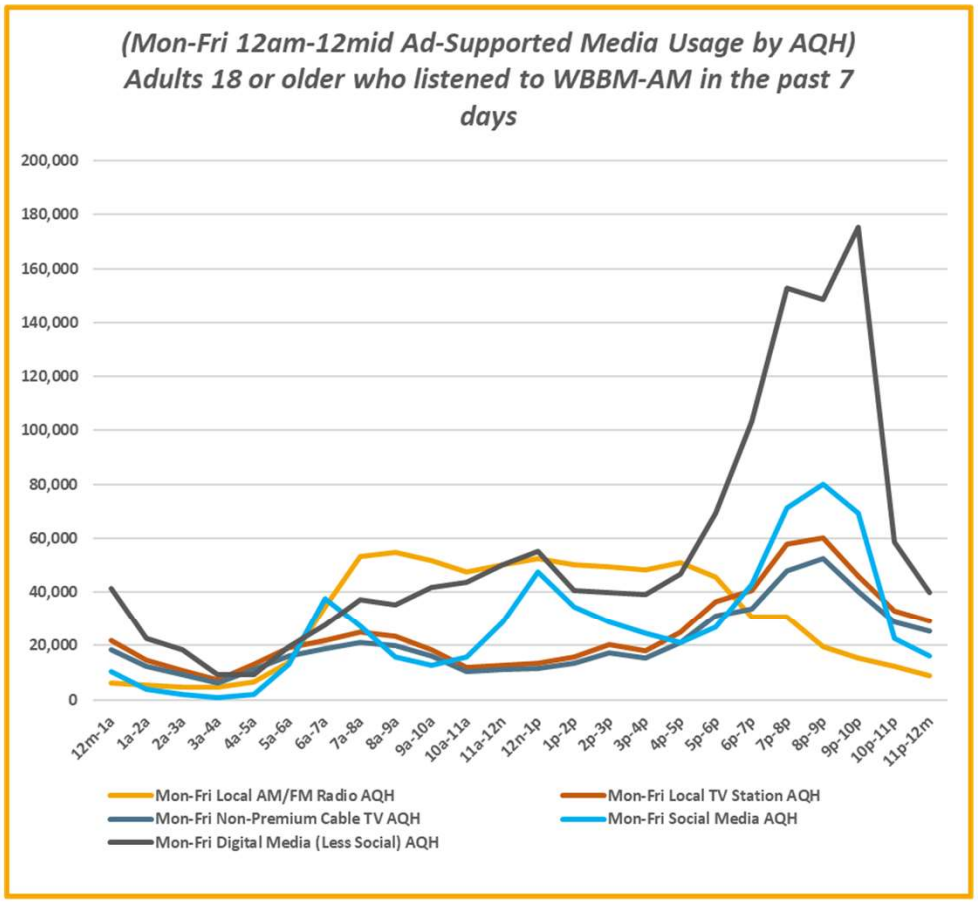
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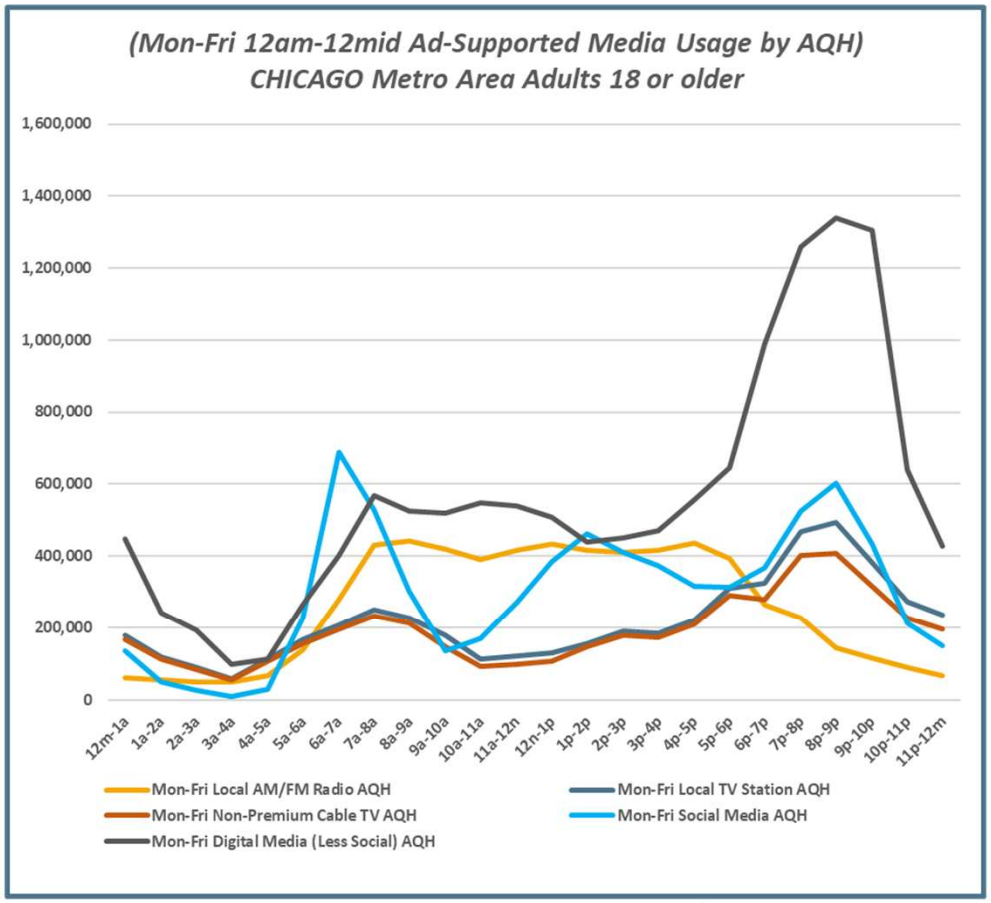
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(Radio Stations: WBBM-AM OR Radio Stations: WBBM-FM OR Radio Stations: WBMX-FM OR Radio Stations: WSCR-AM OR Radio Stations: WUSN-FM OR Radio Stations: WXRT-FM)

WBBM NEWSRADIO
780AM · 105.9FM

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 48,490; Local Radio: 47,645; Social Media: 27,911; Local TV: 21,697; Non-Prem. Cable: 18,443 reaching Adults 18 or older who listened to WBBM-AM in the past 7 days.





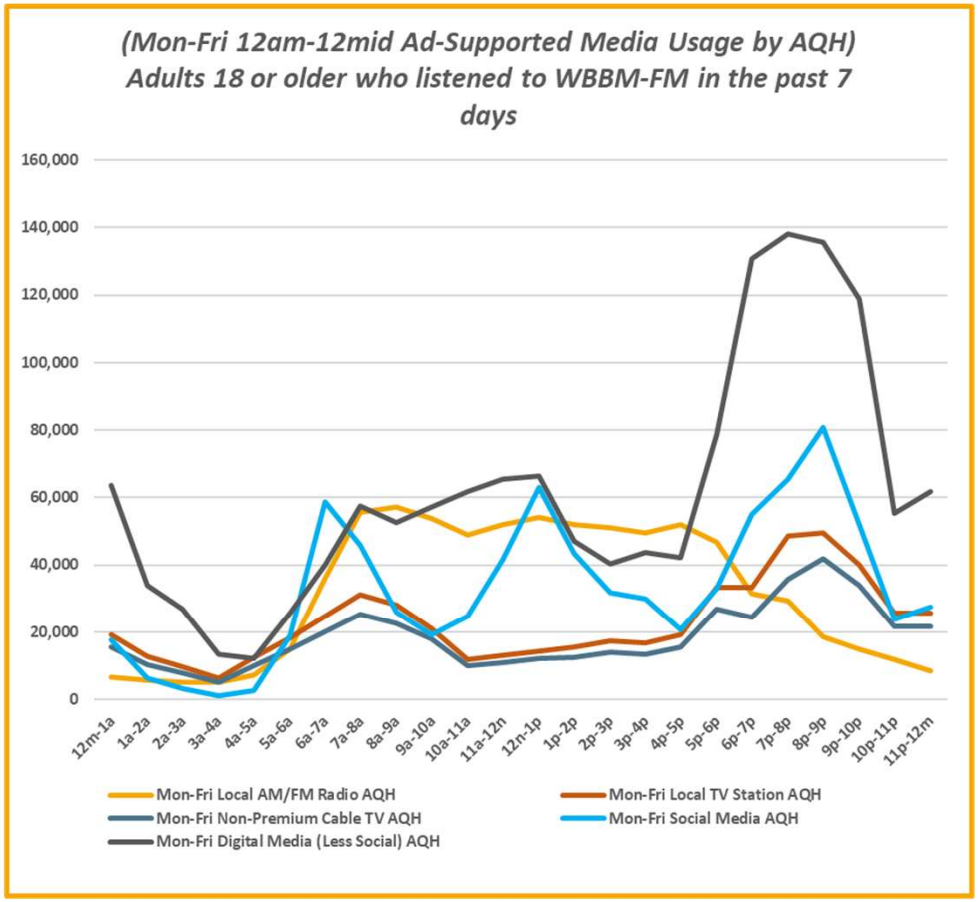
CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 408

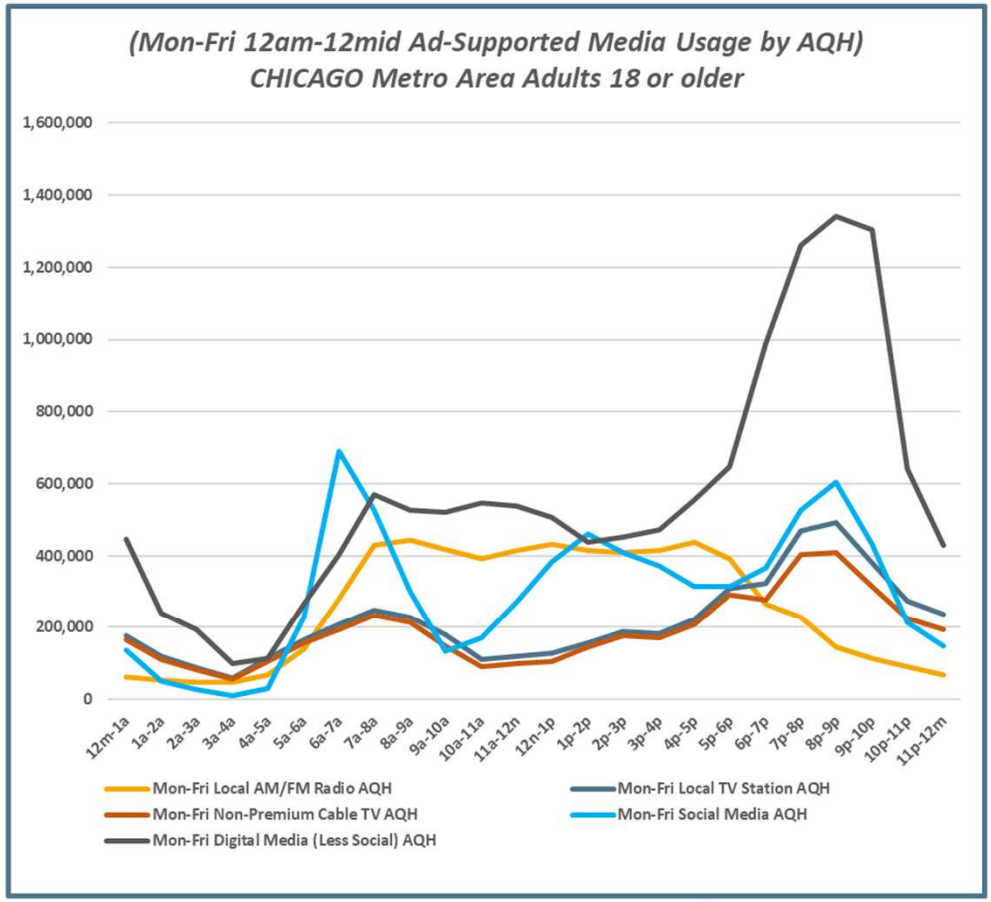
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Radio Stations: WBBM-AM

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 60,259; Local Radio: 49,250; Social Media: 37,845; Local TV: 21,456; Non-Prem. Cable: 17,333 reaching Adults 18 or older who listened to WBBM-FM in the past 7 days.





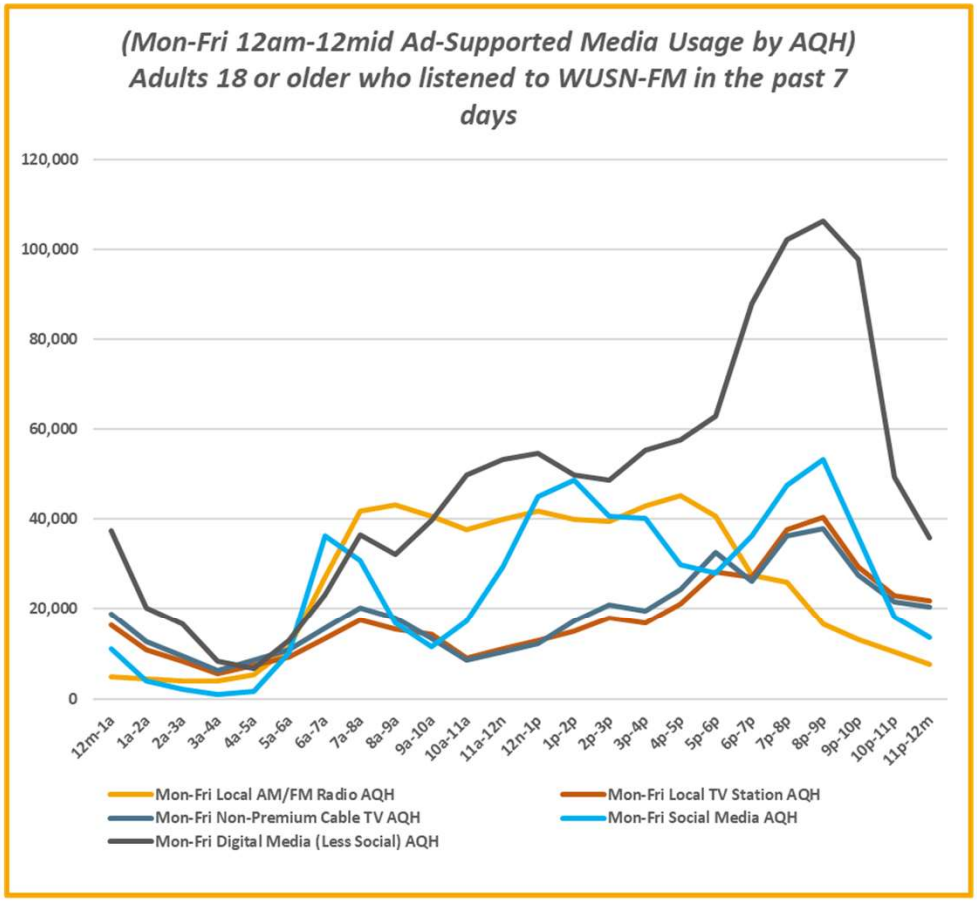
CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 305

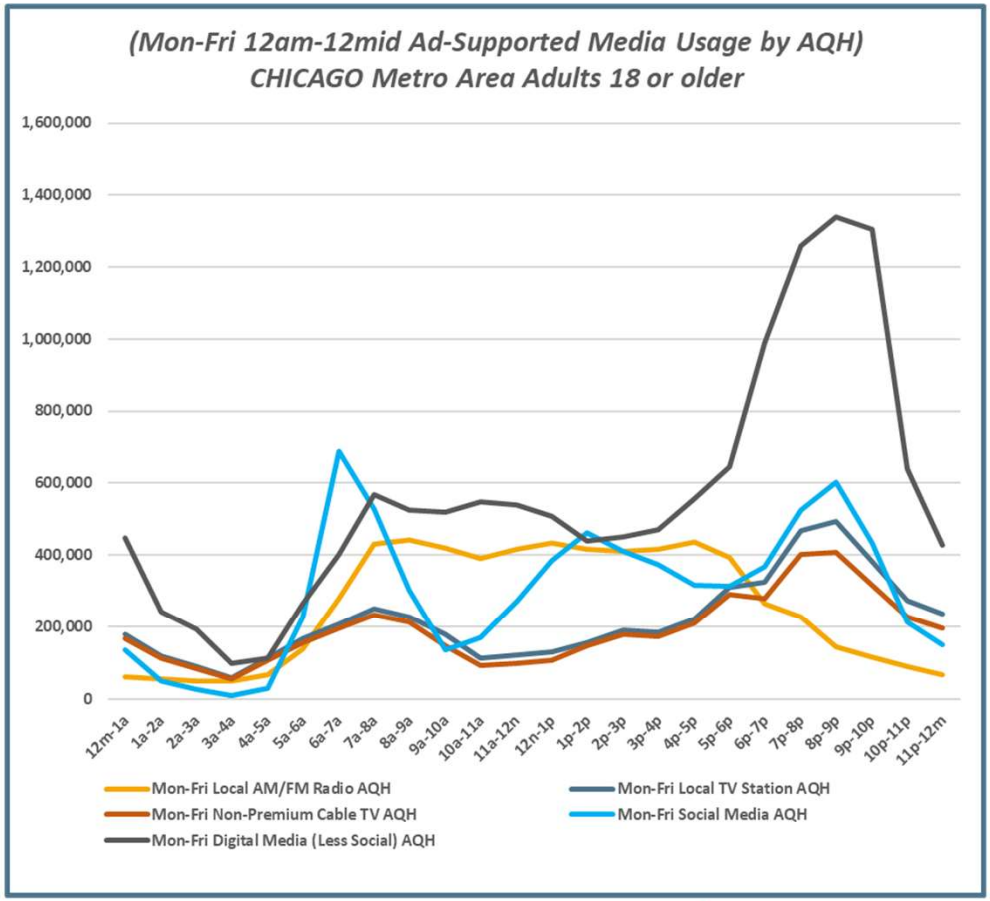
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Radio Stations: WBBM-FM

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 50,140; Local Radio: 39,124; Social Media: 31,585; Non-Prem. Cable: 18,366; Local TV: 16,895 reaching Adults 18 or older who listened to WUSN-FM in the past 7 days.





CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 294

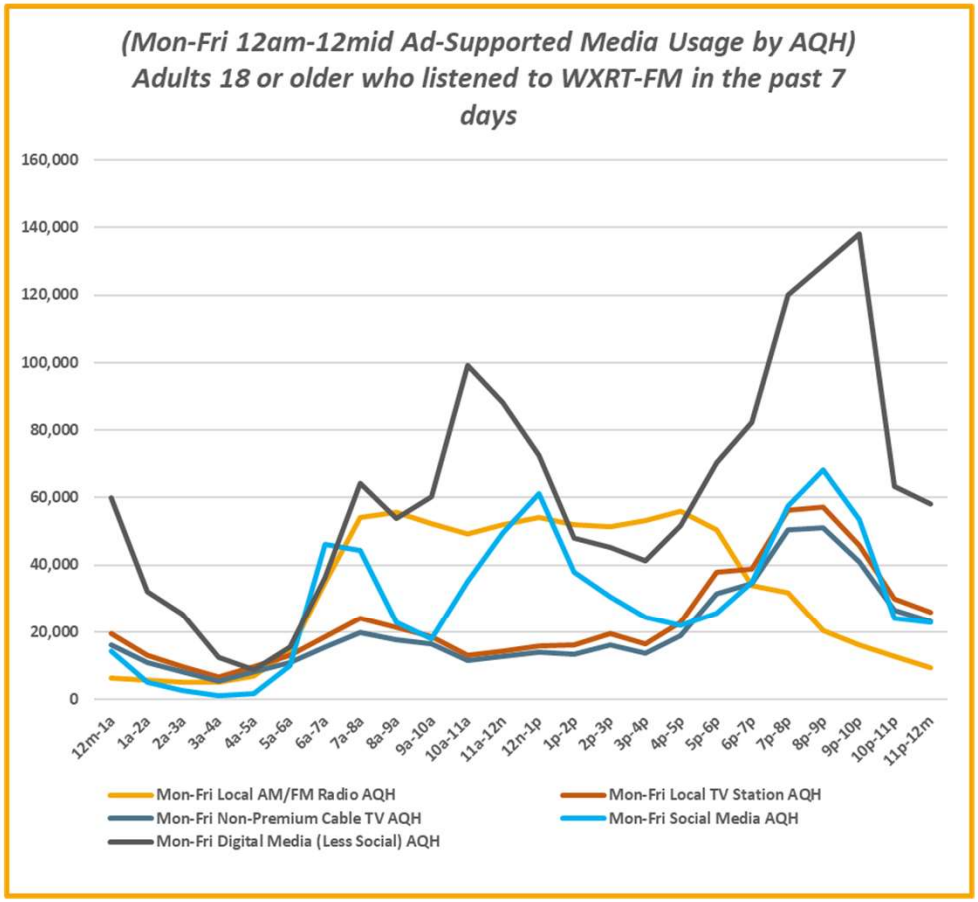
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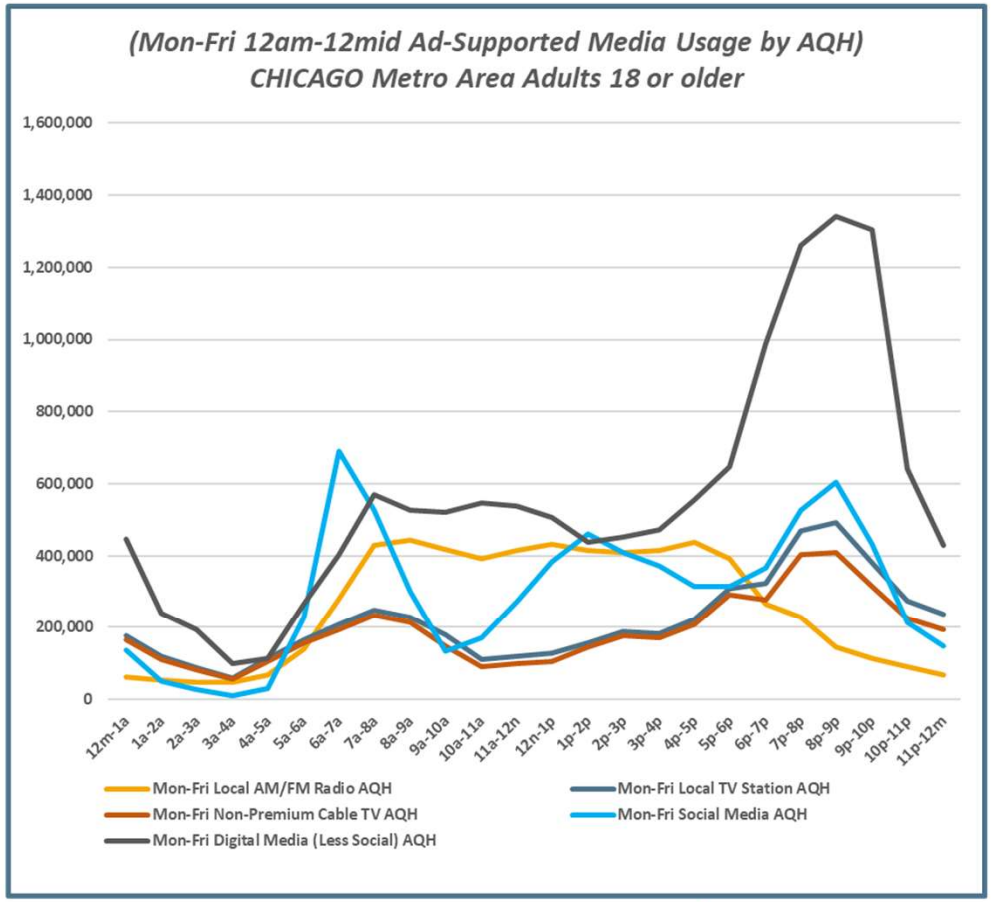
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Radio Stations: WUSN-FM

93XRT
CHICAGO'S FINEST ROCK

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 62,545; Local Radio: 49,949; Social Media: 34,763; Local TV: 21,251; Non-Prem. Cable: 18,119 reaching Adults 18 or older who listened to WXRT-FM in the past 7 days.





CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 410

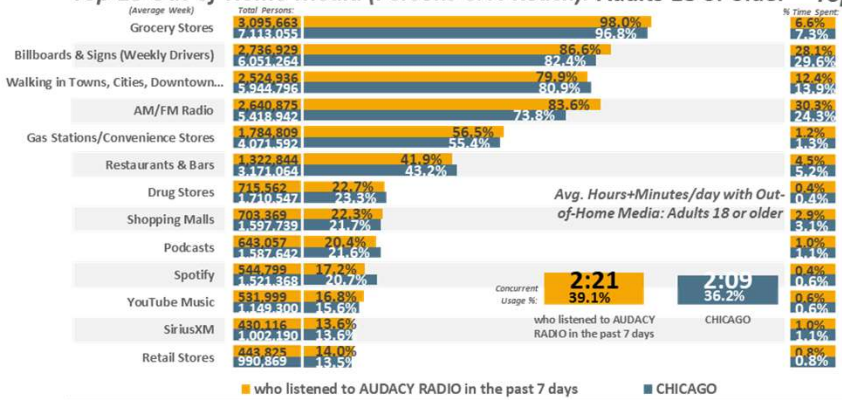
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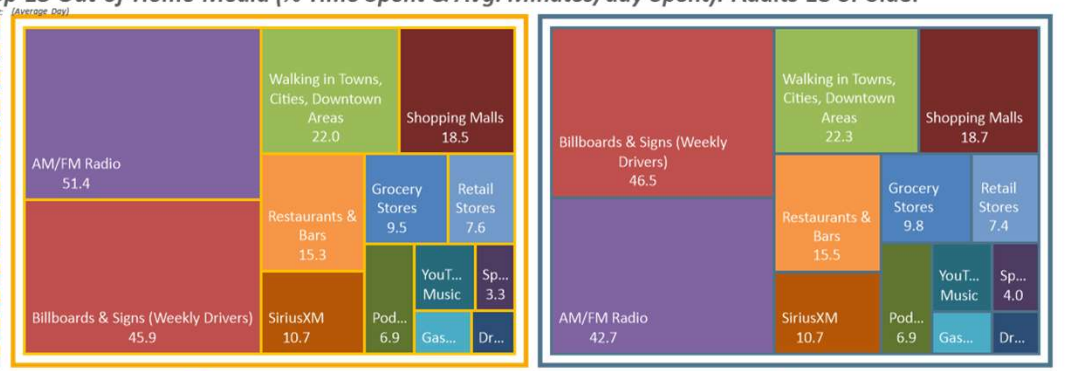
Radio Stations: WXRT-FM

2,736,929 or 86.6% of Adults 18 or older who listened to AUDACY RADIO in the past 7 days spend an average of 45.9 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 48.1 minutes/day.

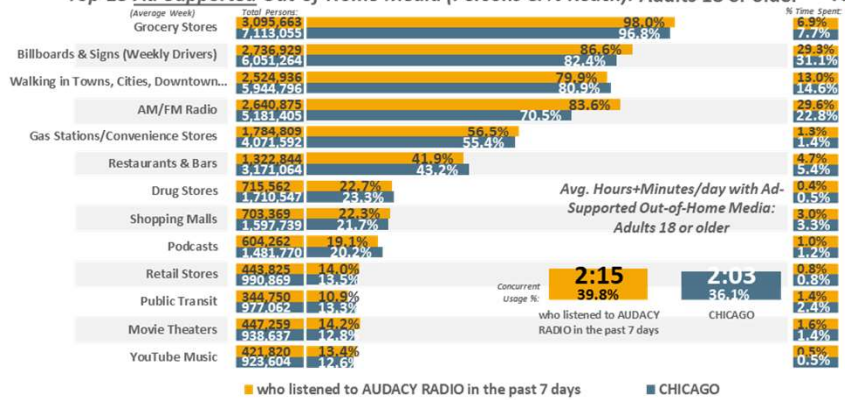
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



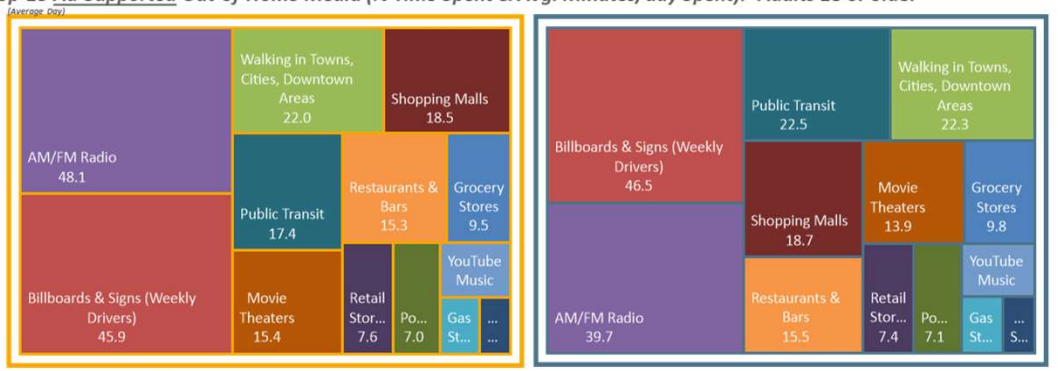
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,464

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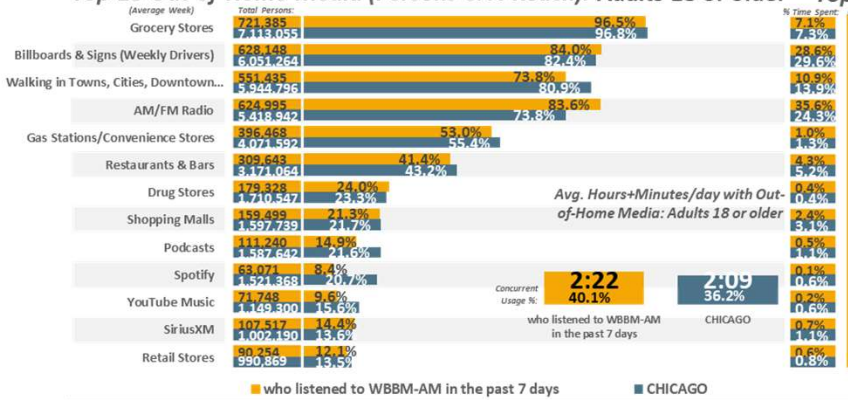
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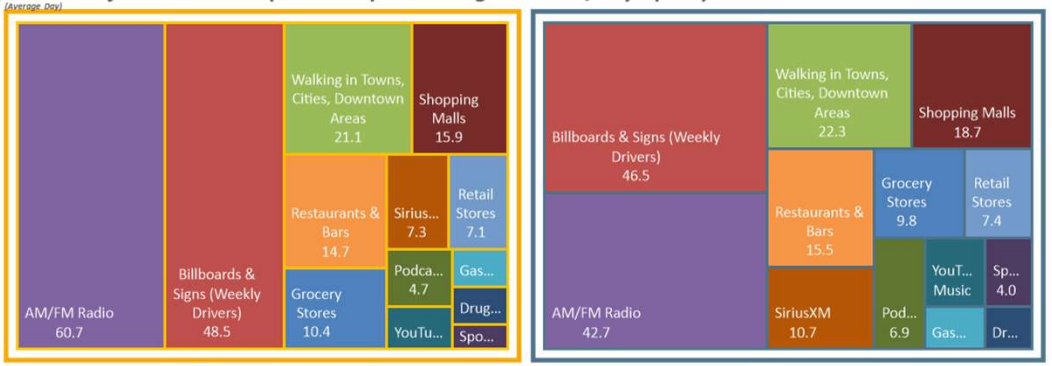
WBBM NEWSRADIO
780AM · 105.9FM

628,148 or 84.% of Adults 18 or older who listened to WBBM-AM in the past 7 days spend an average of 48.5 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 58.2 minutes/day.

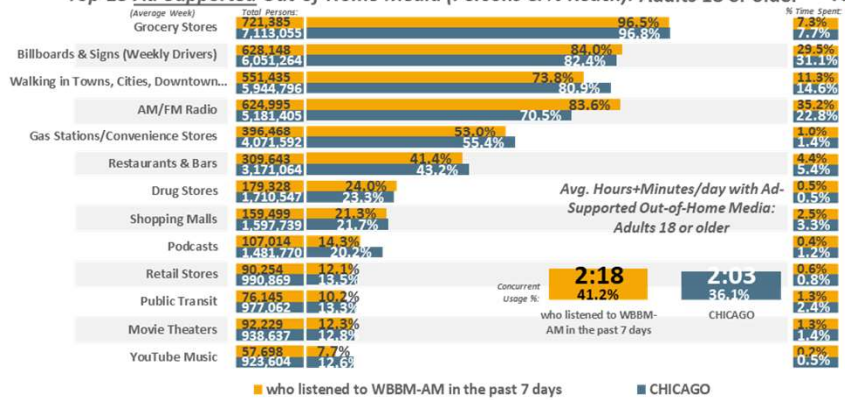
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



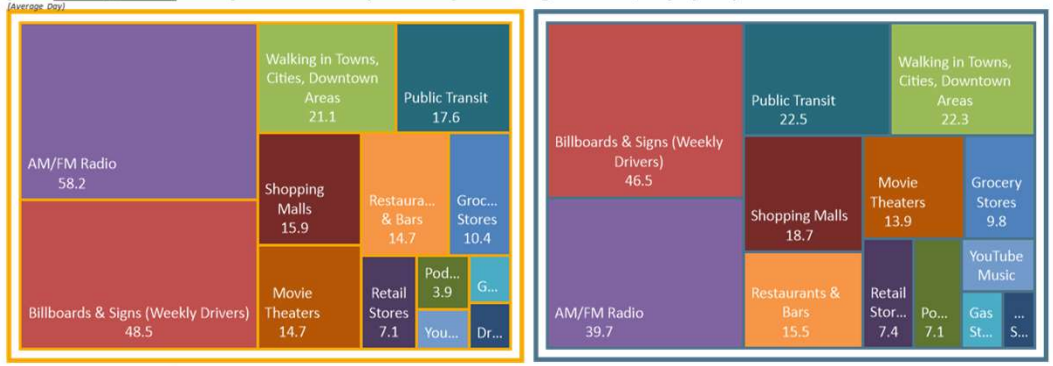
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 408

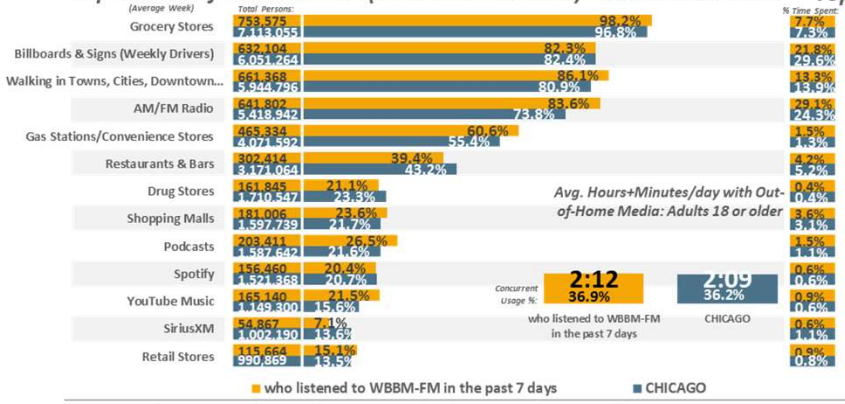
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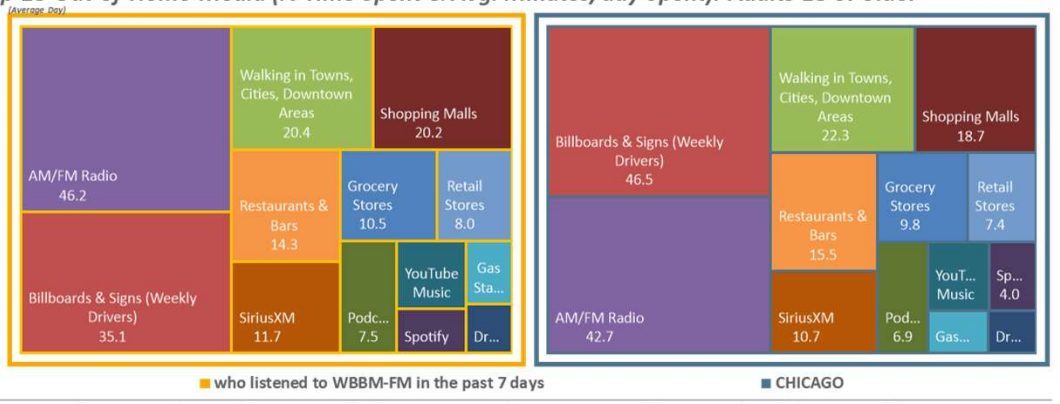
Radio Stations: WBBM-AM

632,104 or 82.3% of Adults 18 or older who listened to WBBM-FM in the past 7 days spend an average of 35.1 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 42.2 minutes/day.

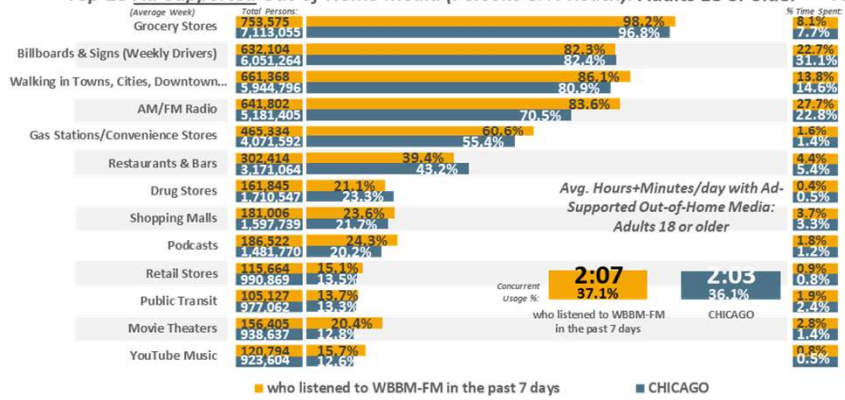
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



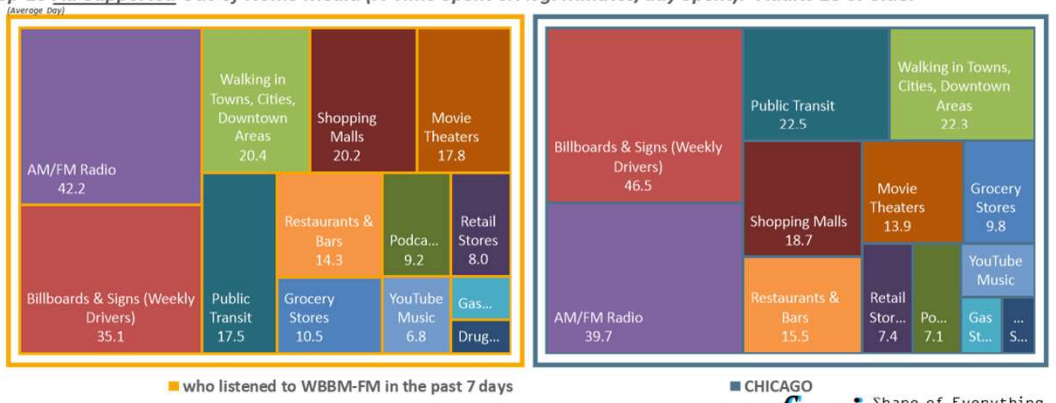
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 305

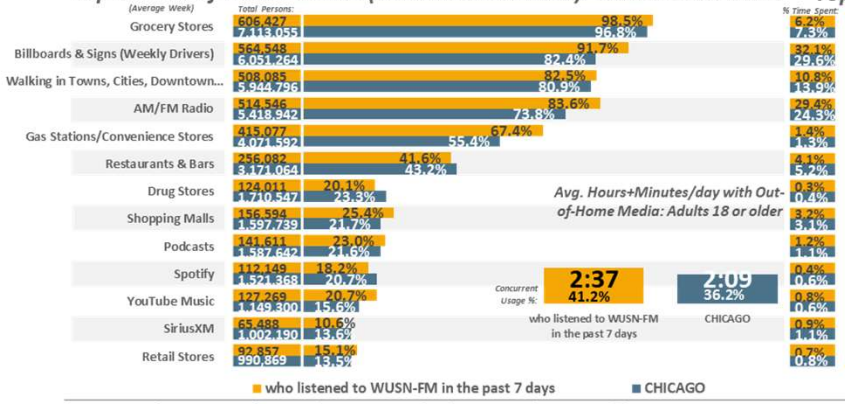
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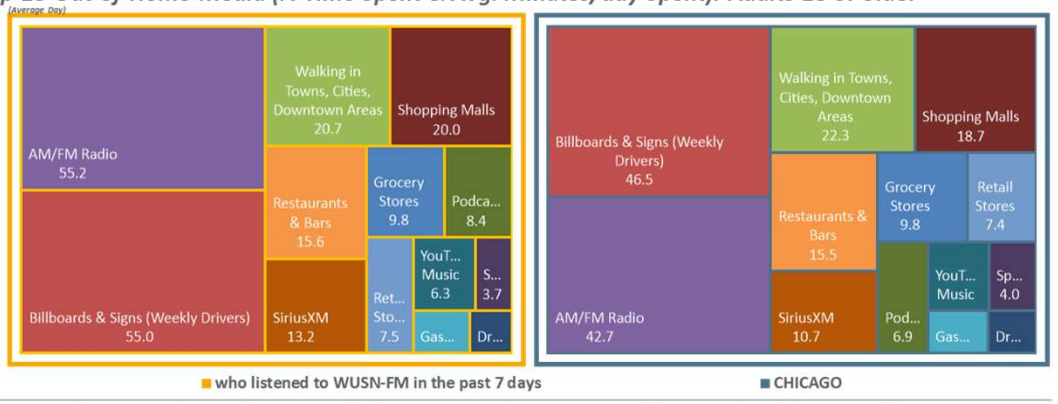
Radio Stations: WBBM-FM

564,548 or 91.7% of Adults 18 or older who listened to WUSN-FM in the past 7 days spend an average of 55. minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 53.5 minutes/day.

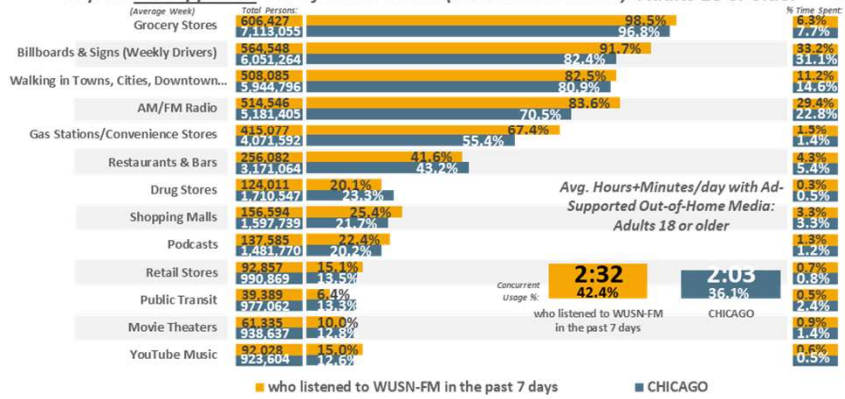
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



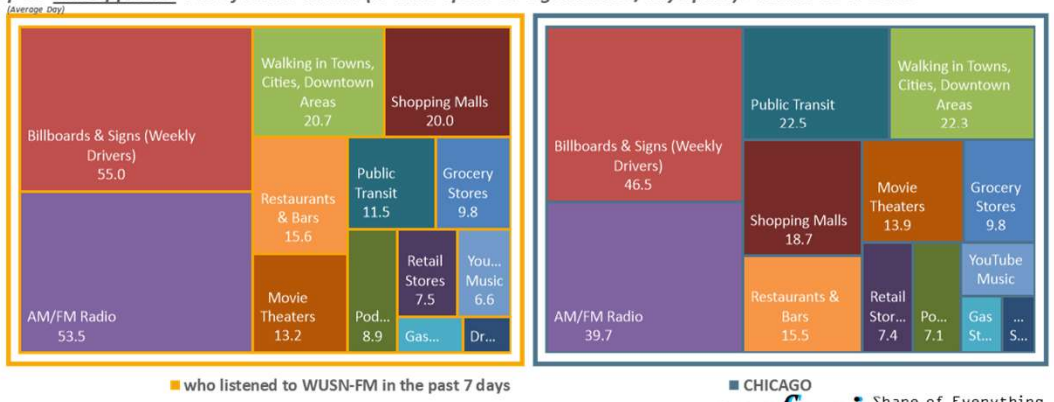
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 294

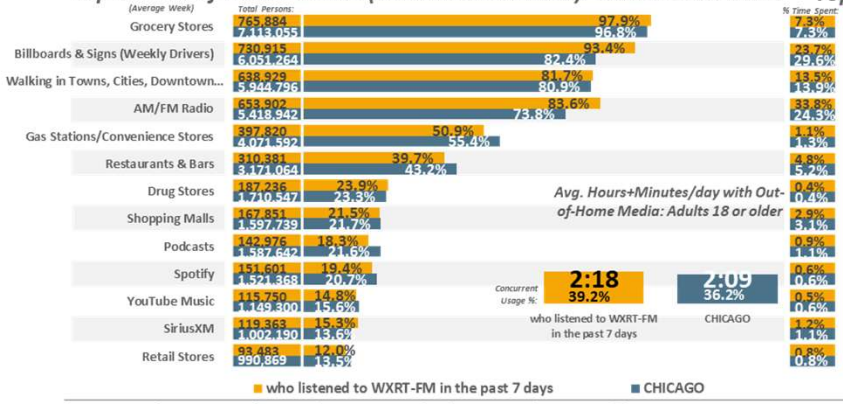
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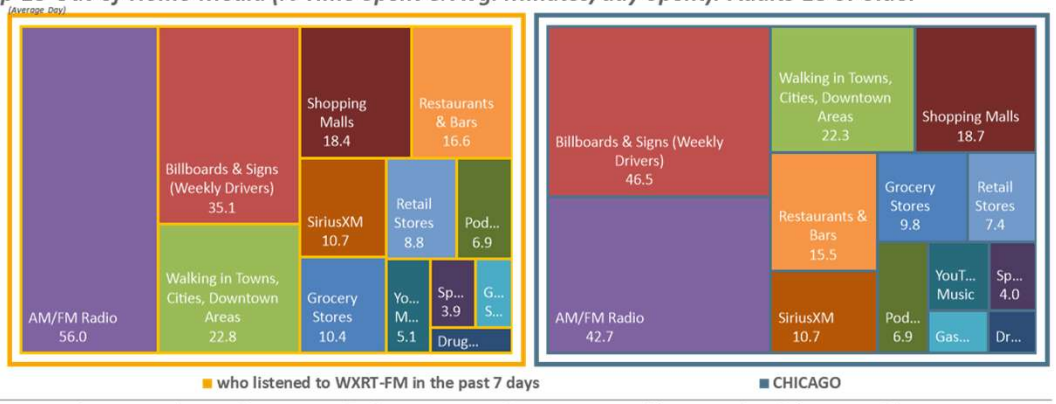
Radio Stations: WUSN-FM

730,915 or 93.4% of Adults 18 or older who listened to WXRT-FM in the past 7 days spend an average of 35.1 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 51.3 minutes/day.

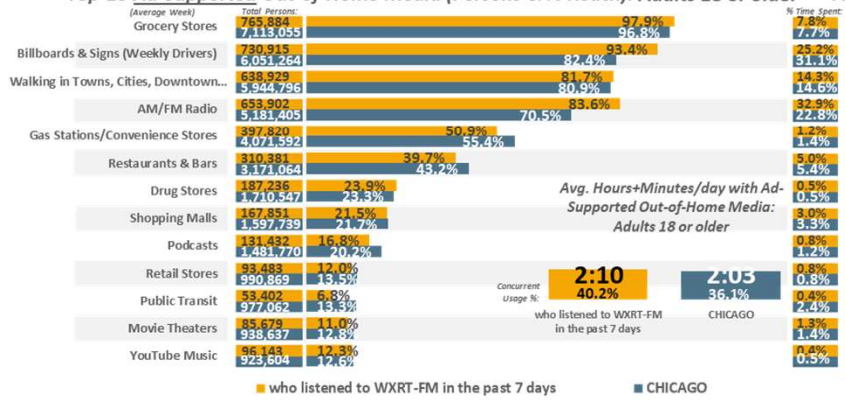
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



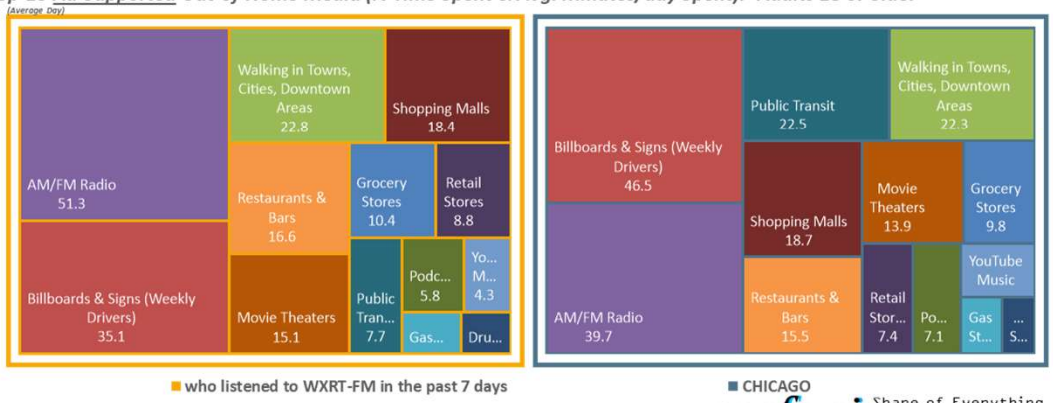
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 410

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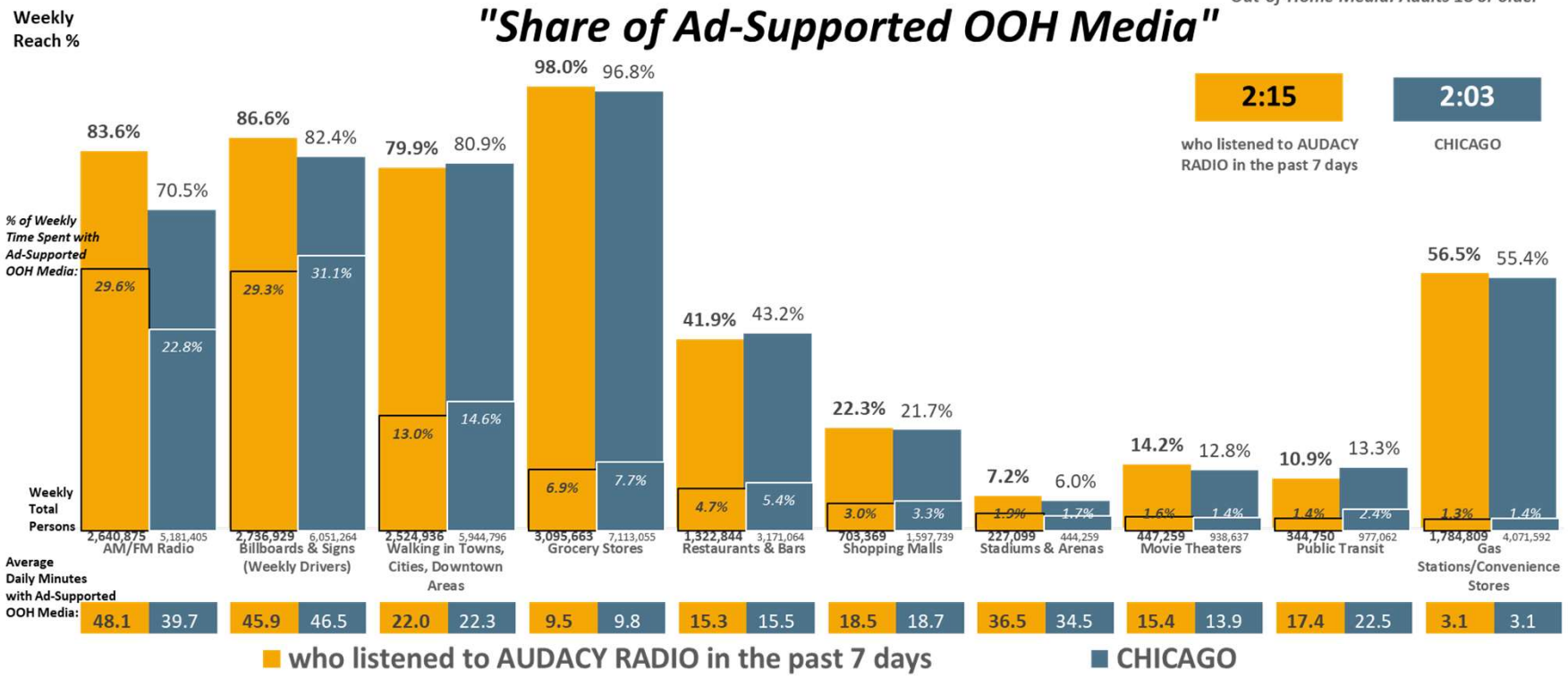
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Radio Stations: WXRT-FM

2,736,929 or 86.6% of Adults 18 or older who listened to AUDACY RADIO in the past 7 days spend an average of 45.9 minutes per day driving, seeing Billboards and Signs representing 29.3% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,464 CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 3,379

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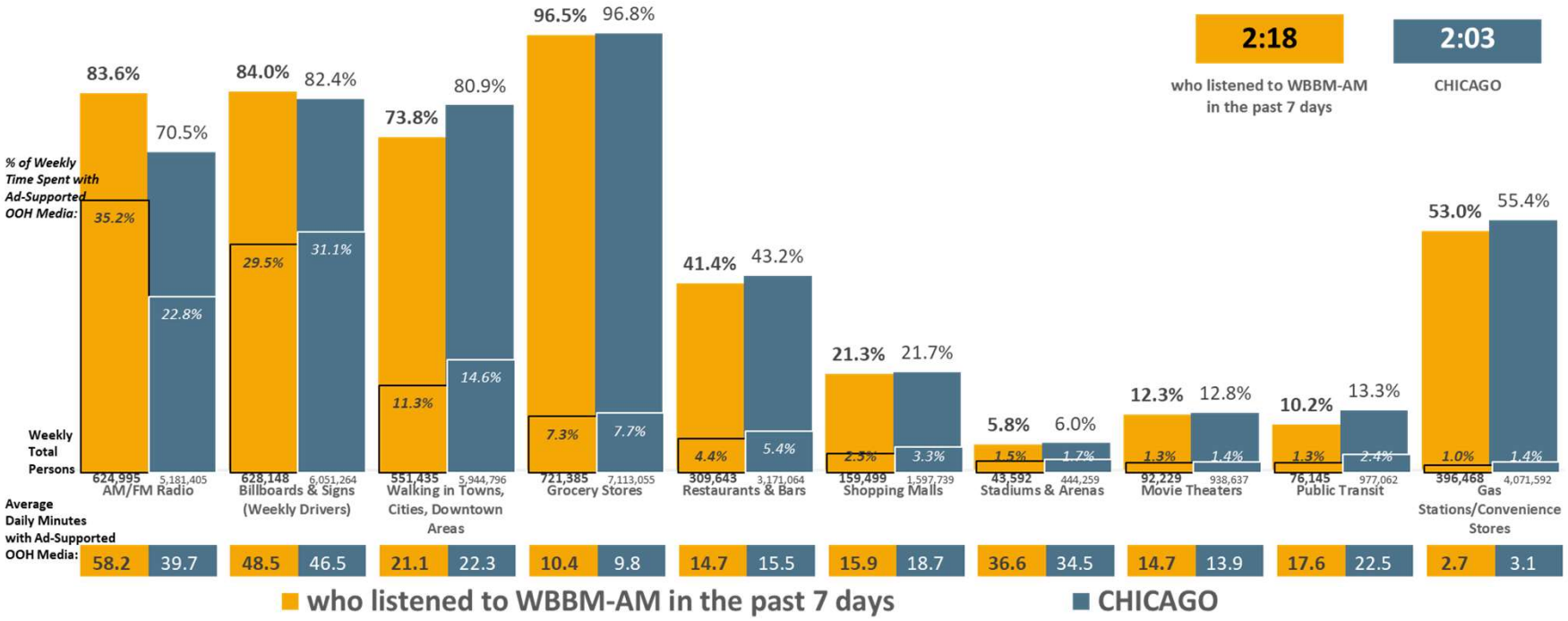
(Radio Stations: WBBM-AM OR Radio Stations: WBBM-FM OR Radio Stations: WBMX-FM OR Radio Stations: WSCR-AM OR Radio Stations: WUSN-FM OR Radio Stations: WXRT-FM)

WBBM NEWSRADIO 780AM · 105.9FM

628,148 or 84.% of Adults 18 or older who listened to WBBM-AM in the past 7 days spend an average of 48.5 minutes per day driving, seeing Billboards and Signs representing 29.5% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



	AM/FM Radio	Billboards & Signs (Weekly Drivers)	Walking in Towns, Cities, Downtown Areas	Grocery Stores	Restaurants & Bars	Shopping Malls	Stadiums & Arenas	Movie Theaters	Public Transit	Gas Stations/Convenience Stores
who listened to WBBM-AM in the past 7 days: % of Weekly Time Spent with Ad-Supported OOH Media	35.2%	29.5%	11.3%	7.3%	4.4%	2.3%	1.5%	1.3%	1.3%	1.0%
who listened to WBBM-AM in the past 7 days: Weekly Total Persons	624,995	628,148	551,435	721,385	309,643	159,499	43,592	92,229	76,145	396,468
who listened to WBBM-AM in the past 7 days: Average Daily Minutes with Ad-Supported OOH Media	58.2	48.5	21.1	10.4	14.7	15.9	36.6	14.7	17.6	2.7
CHICAGO: % of Weekly Time Spent with Ad-Supported OOH Media	22.8%	31.1%	14.6%	7.7%	5.4%	3.3%	1.7%	1.4%	2.4%	1.4%
CHICAGO: Weekly Total Persons	5,181,405	6,051,264	5,944,796	7,113,055	3,171,064	1,597,739	444,259	938,637	977,062	4,071,592
CHICAGO: Average Daily Minutes with Ad-Supported OOH Media	39.7	46.5	22.3	9.8	15.5	18.7	34.5	13.9	22.5	3.1
Weekly Reach %	83.6% / 70.5%	84.0% / 82.4%	73.8% / 80.9%	96.5% / 96.8%	41.4% / 43.2%	21.3% / 21.7%	5.8% / 6.0%	12.3% / 12.8%	10.2% / 13.3%	53.0% / 55.4%

CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 408 CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 3,379

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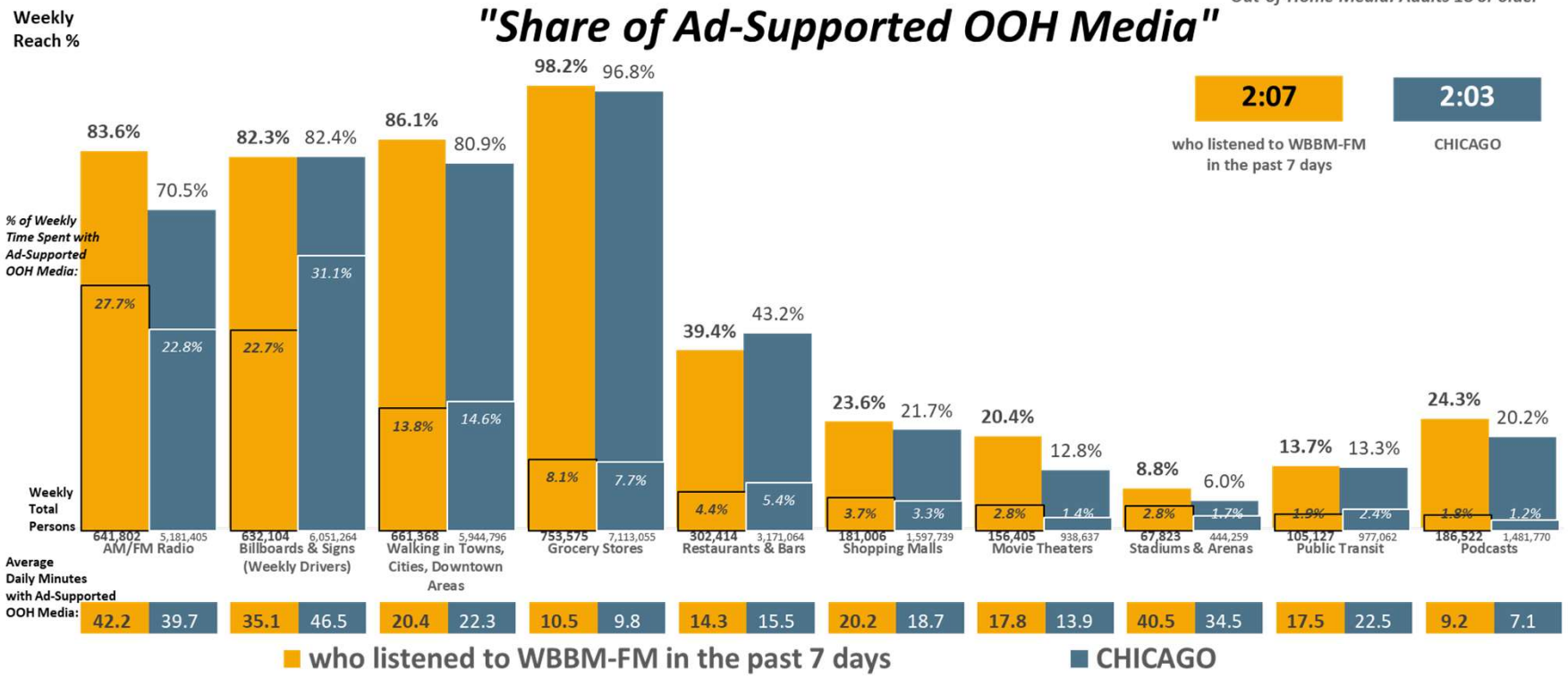
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Radio Stations: WBBM-AM

632,104 or 82.3% of Adults 18 or older who listened to WBBM-FM in the past 7 days spend an average of 35.1 minutes per day driving, seeing Billboards and Signs representing 22.7% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 305 CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 3,379

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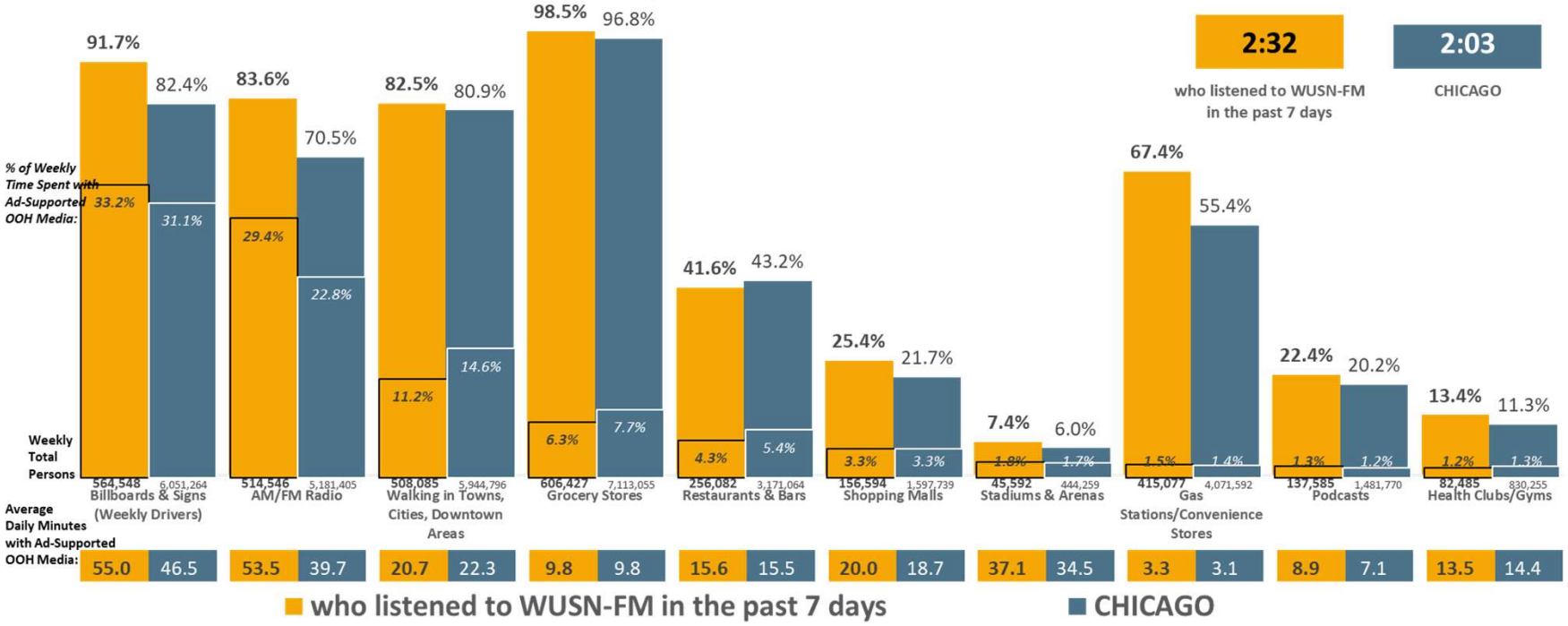
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Radio Stations: WBBM-FM

564,548 or 91.7% of Adults 18 or older who listened to WUSN-FM in the past 7 days spend an average of 55. minutes per day driving, seeing Billboards and Signs representing 33.2% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 294 CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 3,379

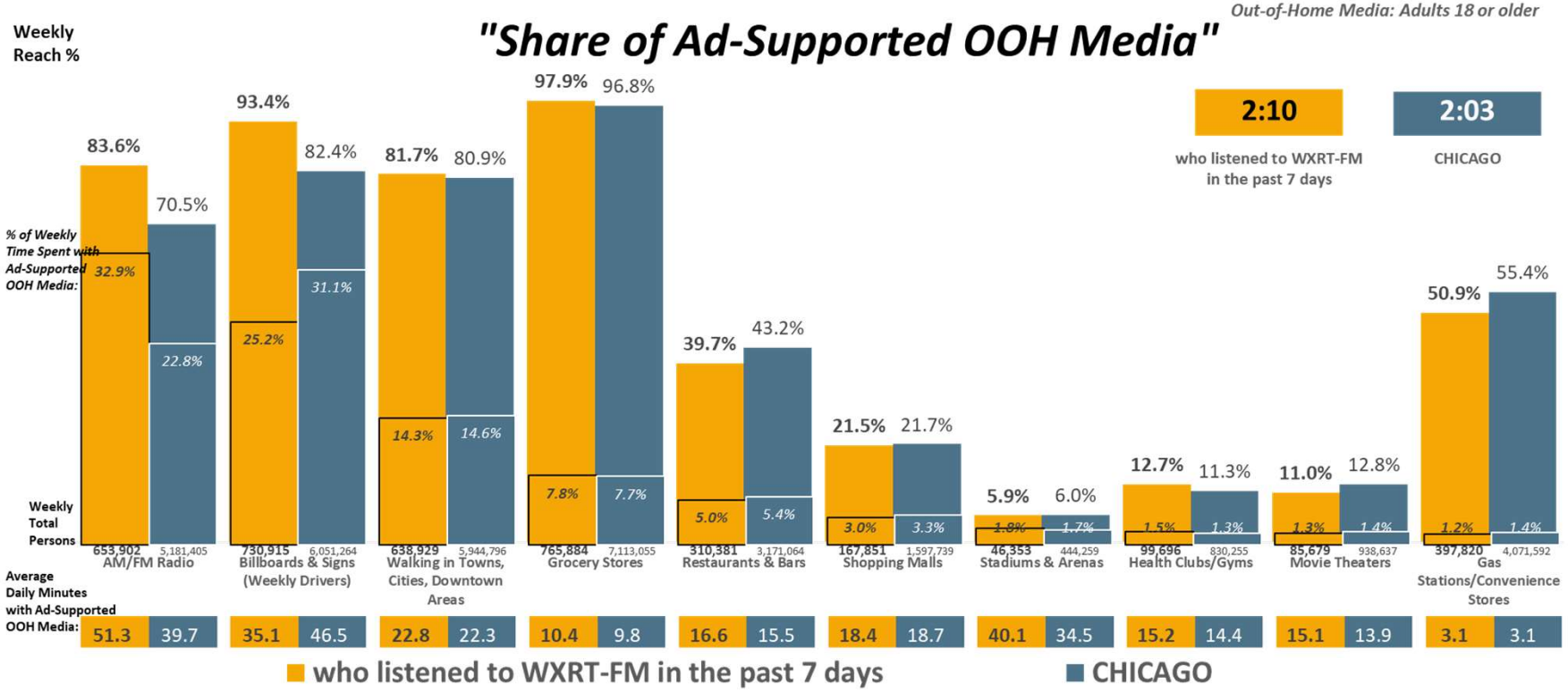
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Radio Stations: WUSN-FM

730,915 or 93.4% of Adults 18 or older who listened to WXRT-FM in the past 7 days spend an average of 35.1 minutes per day driving, seeing Billboards and Signs representing 25.2% of all Time Spent with Ad-Supported Out-of-Home Media.

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



CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 410 CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 3,379

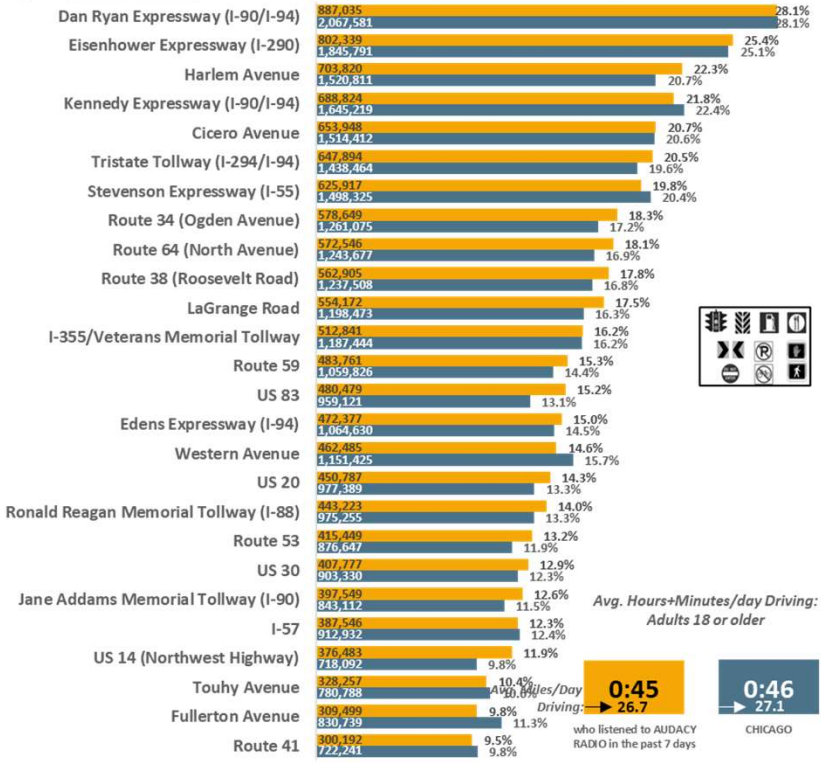
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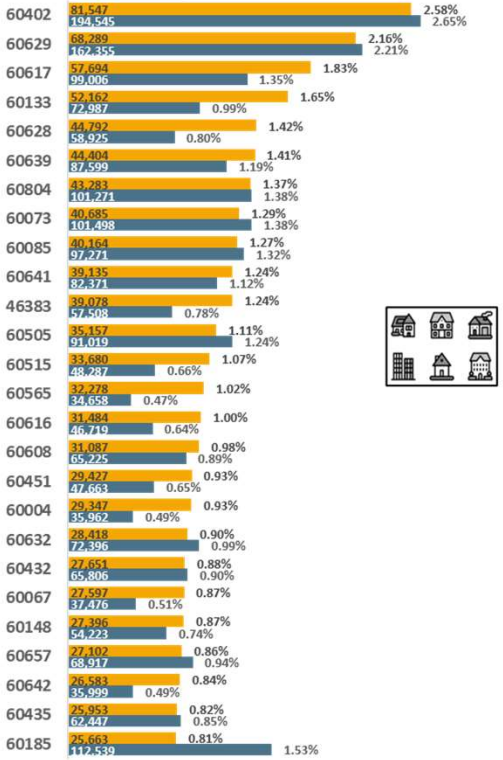
Radio Stations: WXRT-FM

2,736,929 or 86.6% of Adults 18 or older who listened to AUDACY RADIO in the past 7 days spend an average of 45.9 minutes per day driving an average of 26.7 miles each day and are 16.5% more likely to use US 83 than the Metro average.

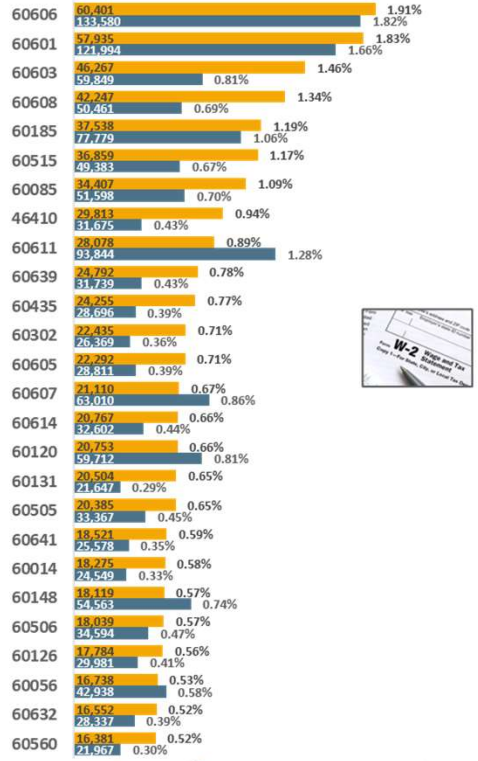
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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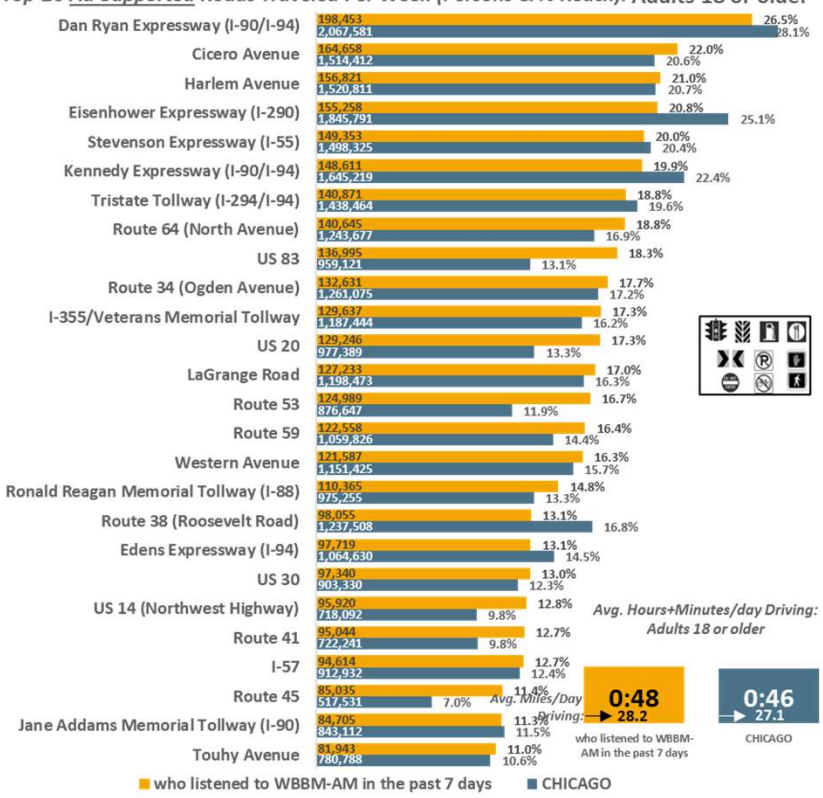
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(Radio Stations: WBBM-AM OR Radio Stations: WBBM-FM OR Radio Stations: WBMX-FM OR Radio Stations: WSCR-AM OR Radio Stations: WUSN-FM OR Radio Stations: WXRT-FM)

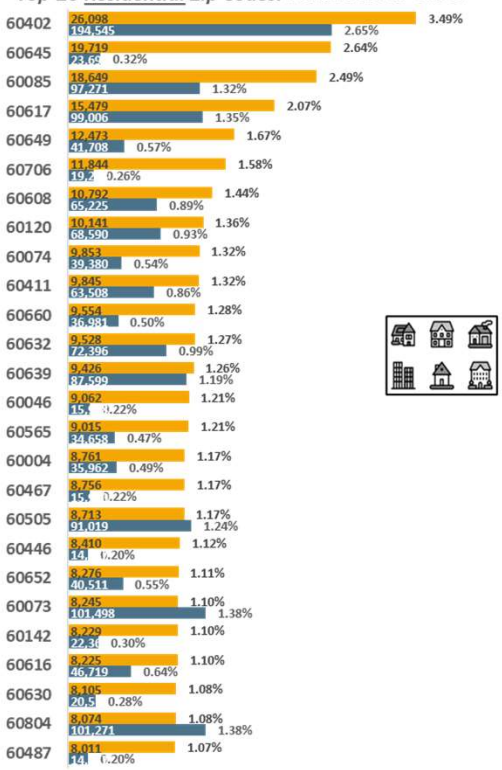
WBBM NEWSRADIO
780AM · 105.9FM

628,148 or 84.4% of Adults 18 or older who listened to WBBM-AM in the past 7 days spend an average of 48.5 minutes per day driving an average of 28.2 miles each day and are 40.4% more likely to use US 83 than the Metro average.

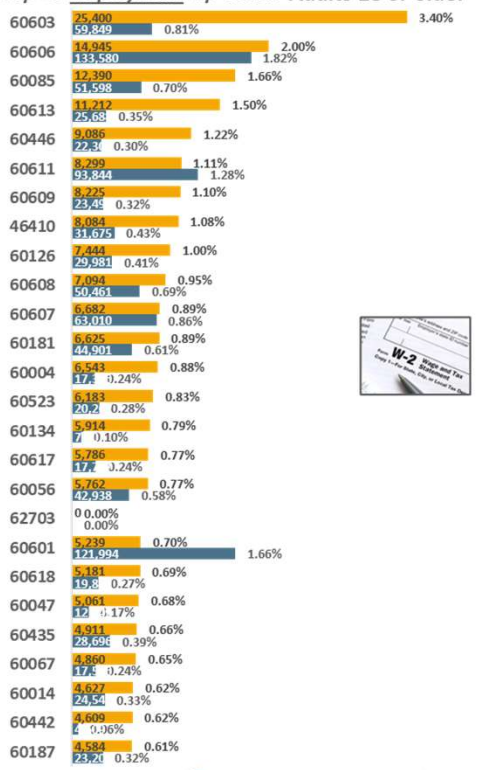
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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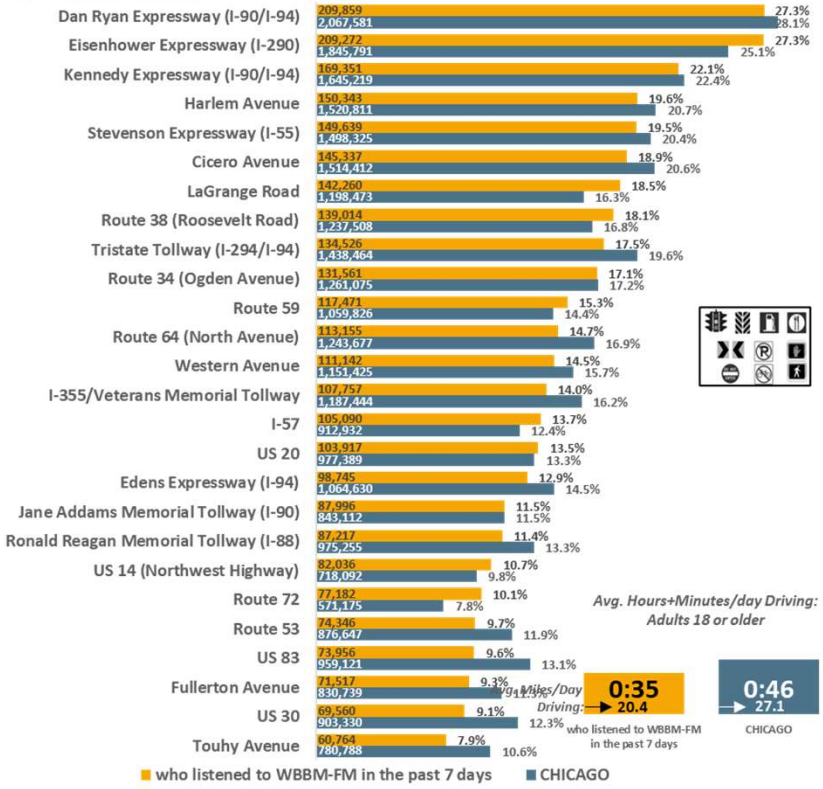
CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 408

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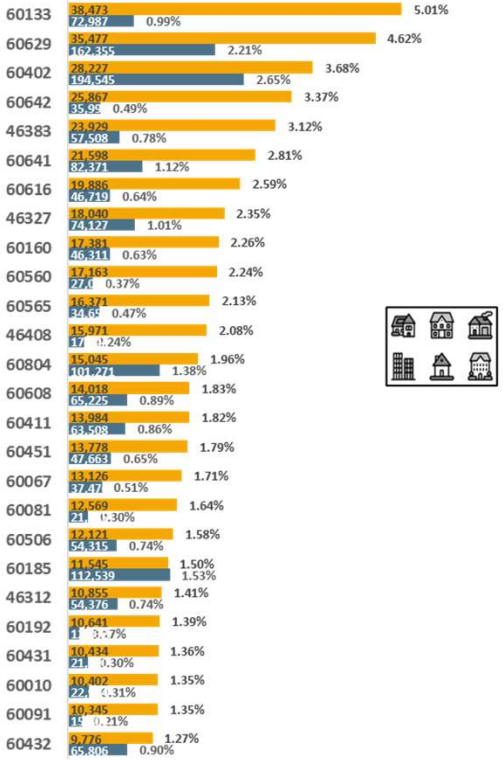
Radio Stations: WBBM-AM

632,104 or 82.3% of Adults 18 or older who listened to WBBM-FM in the past 7 days spend an average of 35.1 minutes per day driving an average of 20.4 miles each day and are 13.6% more likely to use LaGrange Road than the Metro average.

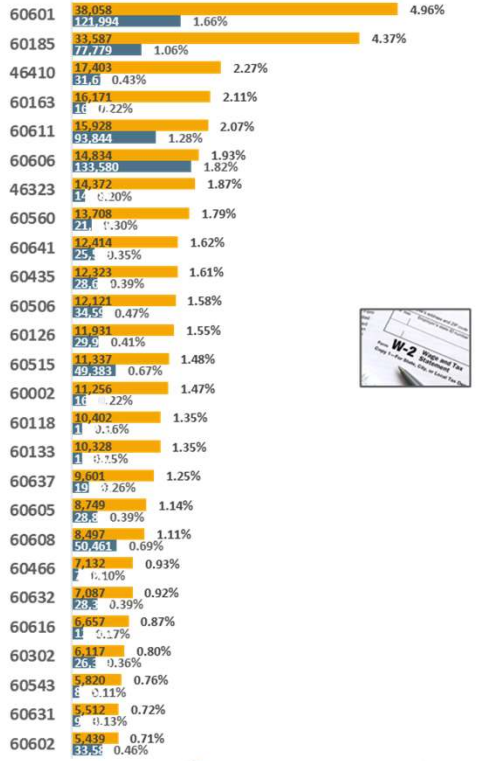
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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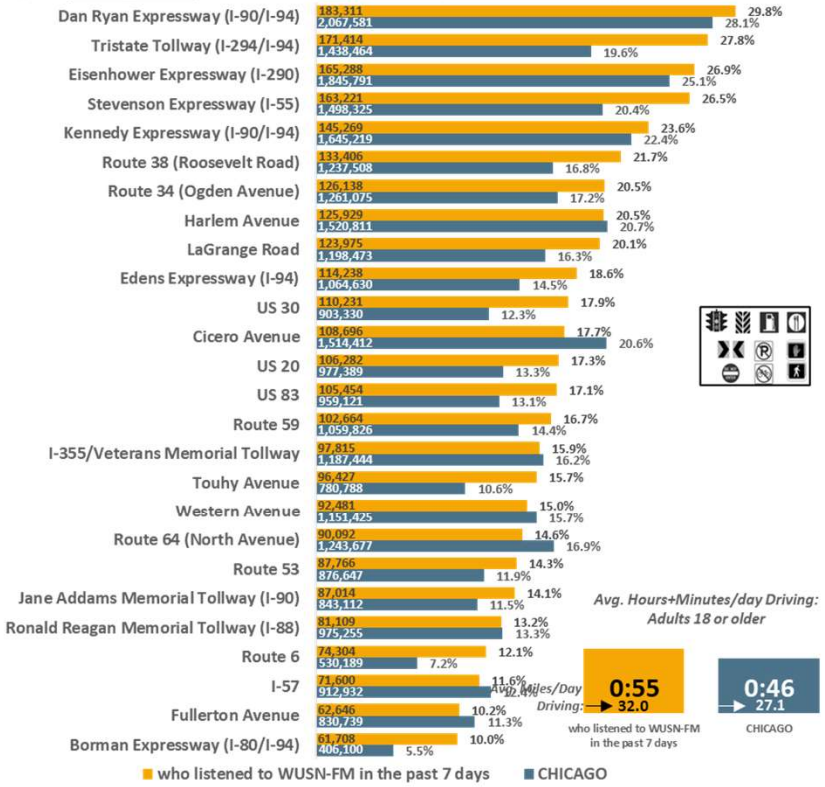
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Radio Stations: WBBM-FM

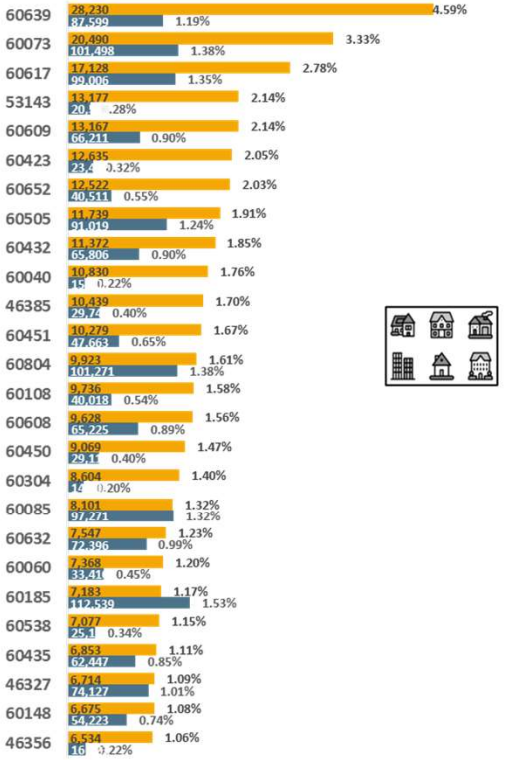
US99 * CHICAGO'S HOTTEST COUNTRY *

564,548 or 91.7% of Adults 18 or older who listened to WUSN-FM in the past 7 days spend an average of 55. minutes per day driving an average of 32. miles each day and are 47.4% more likely to use Touhy Avenue than the Metro average.

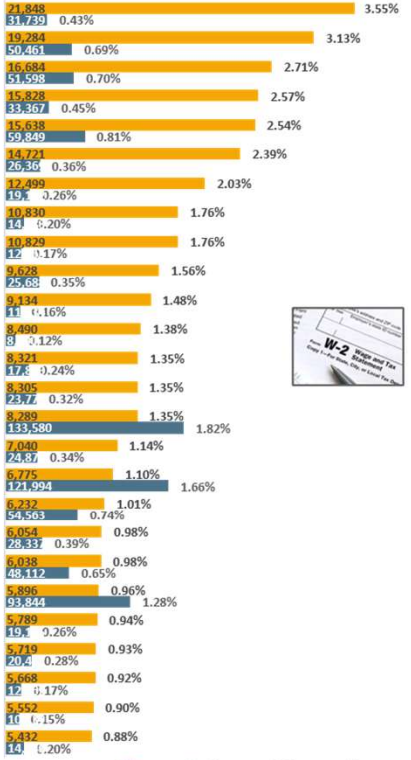
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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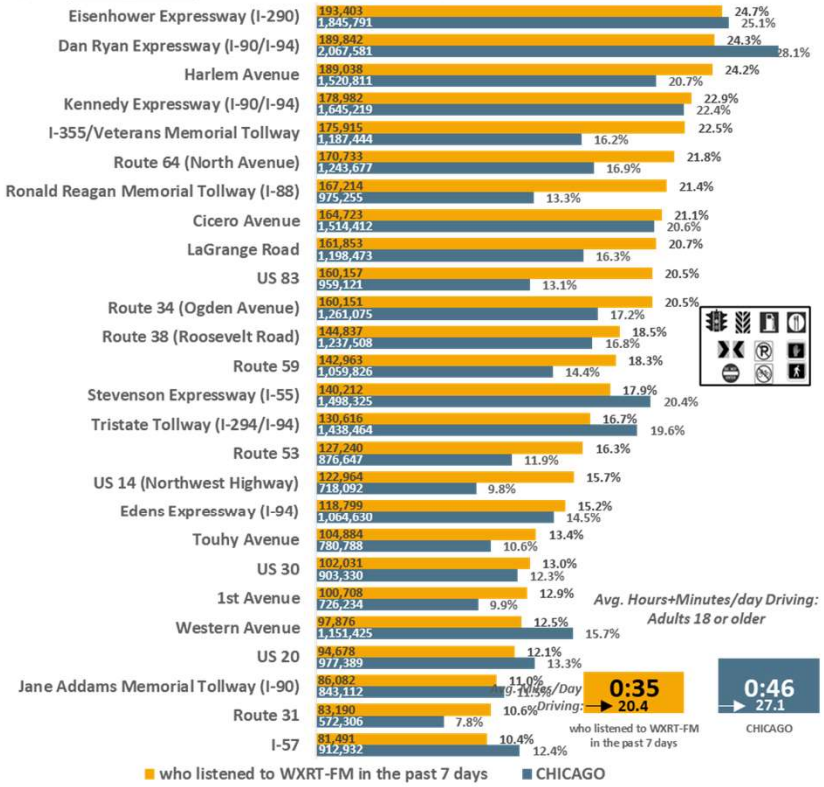
CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 294

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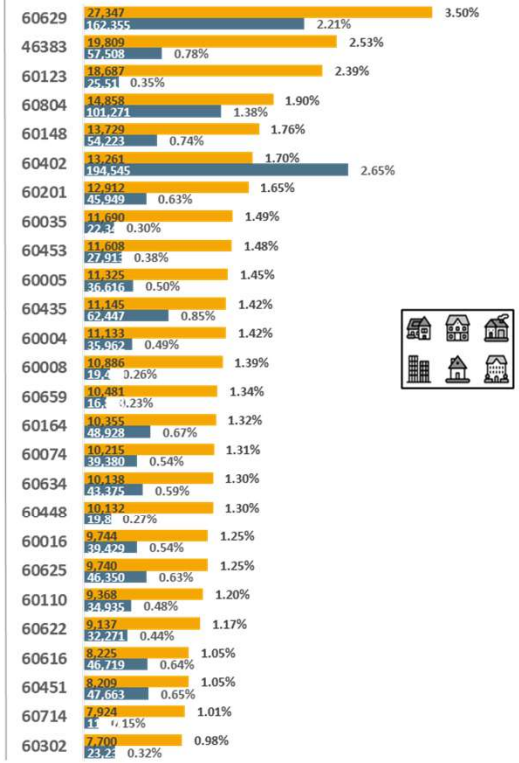
Radio Stations: WUSN-FM

730,915 or 93.4% of Adults 18 or older who listened to WXRT-FM in the past 7 days spend an average of 35.1 minutes per day driving an average of 20.4 miles each day and are 61.% more likely to use Ronald Reagan Memorial Tollway (I-88) than the Metro avera

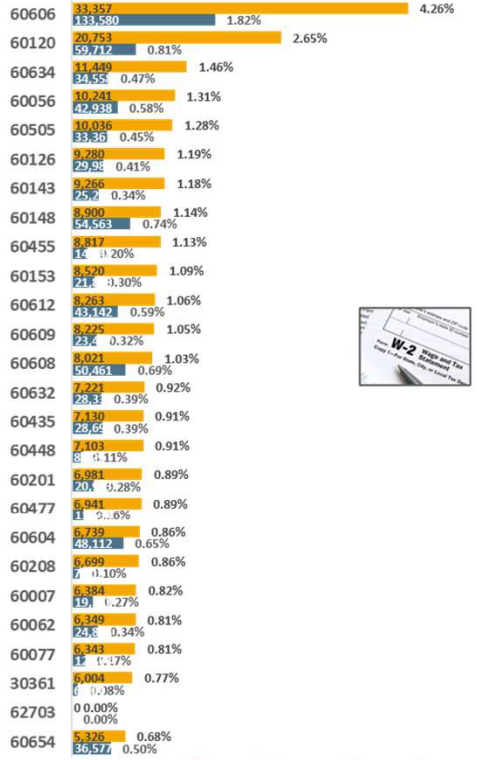
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older

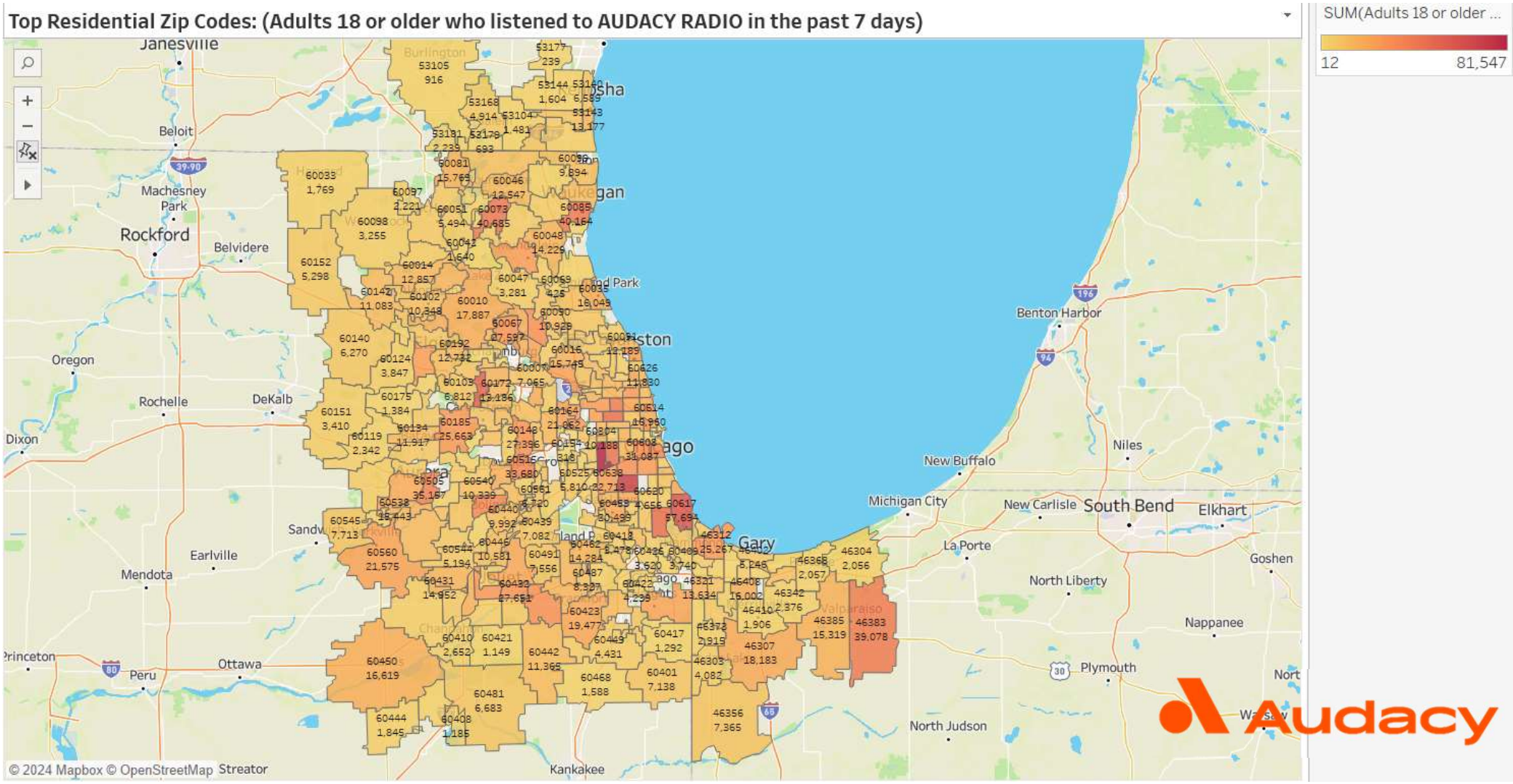


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CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 410
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Radio Stations: WXRT-FM

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



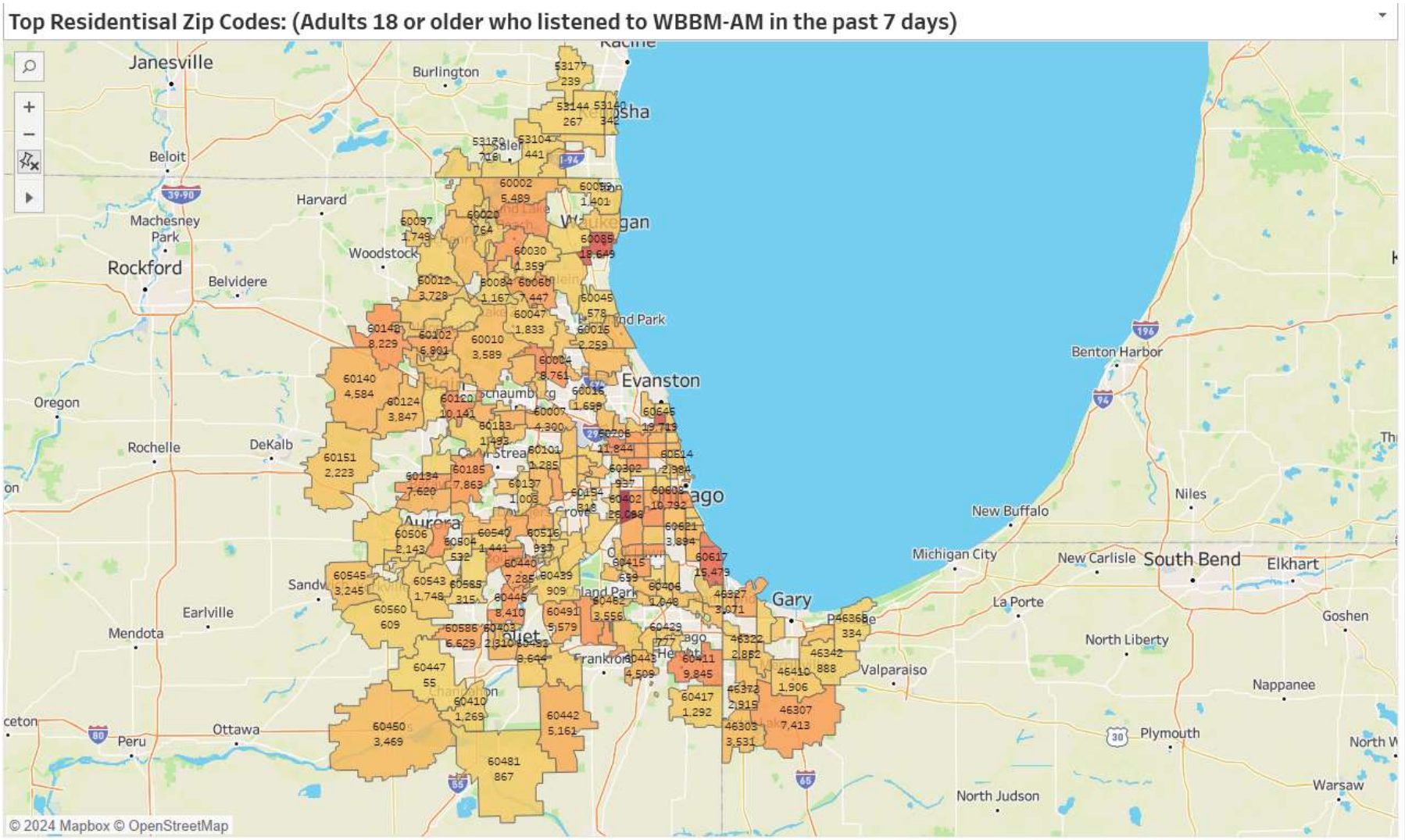
CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,464

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(Radio Stations: WBBM-AM OR Radio Stations: WBBM-FM OR Radio Stations: WBMX-FM OR Radio Stations: WSCR-AM OR Radio Stations: WUSN-FM OR Radio Stations: WXRT-FM)

Top Residentisal Zip Codes: (Adults 18 or older who listened to WBBM-AM in the past 7 days)

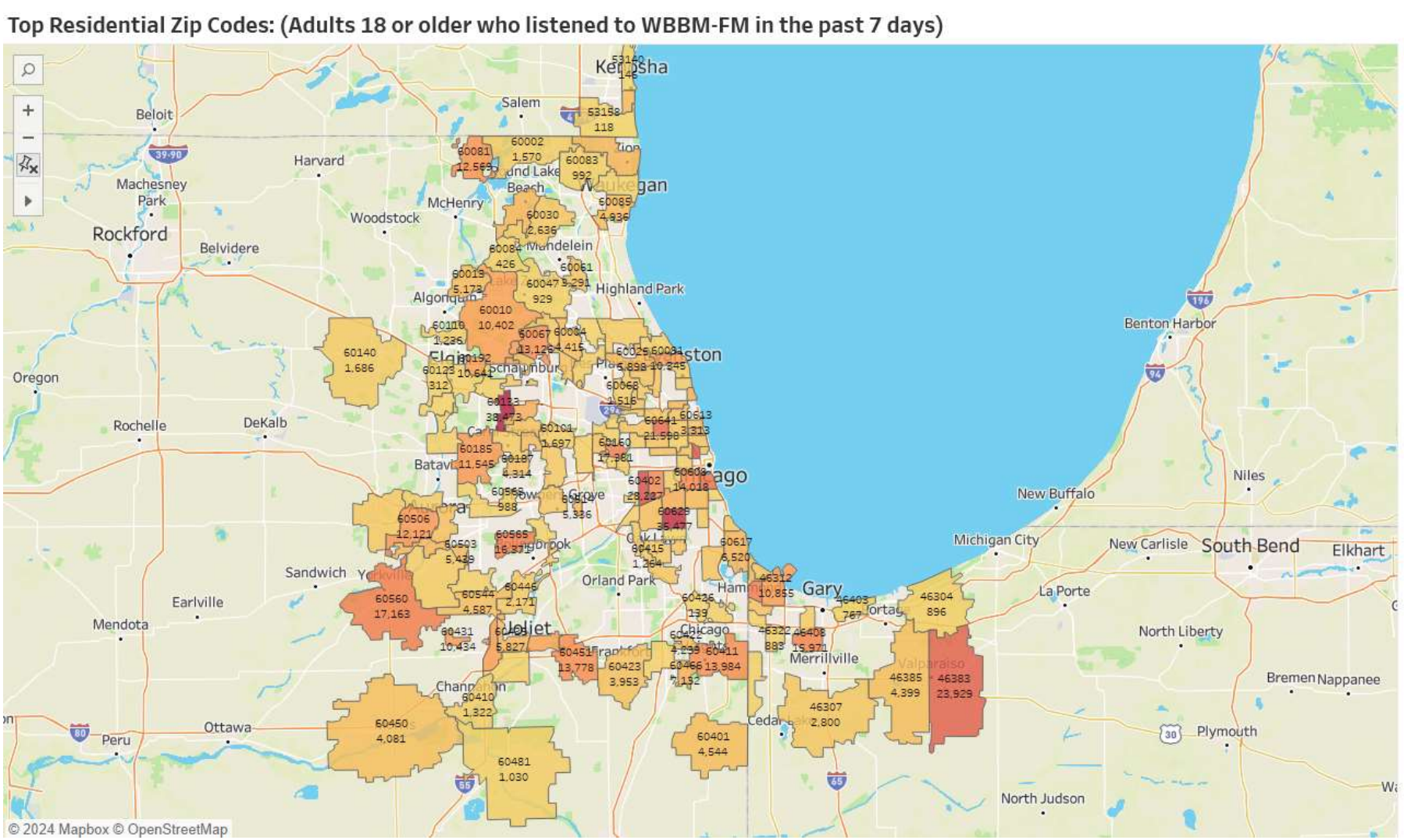


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Radio Stations: WBBM-AM

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

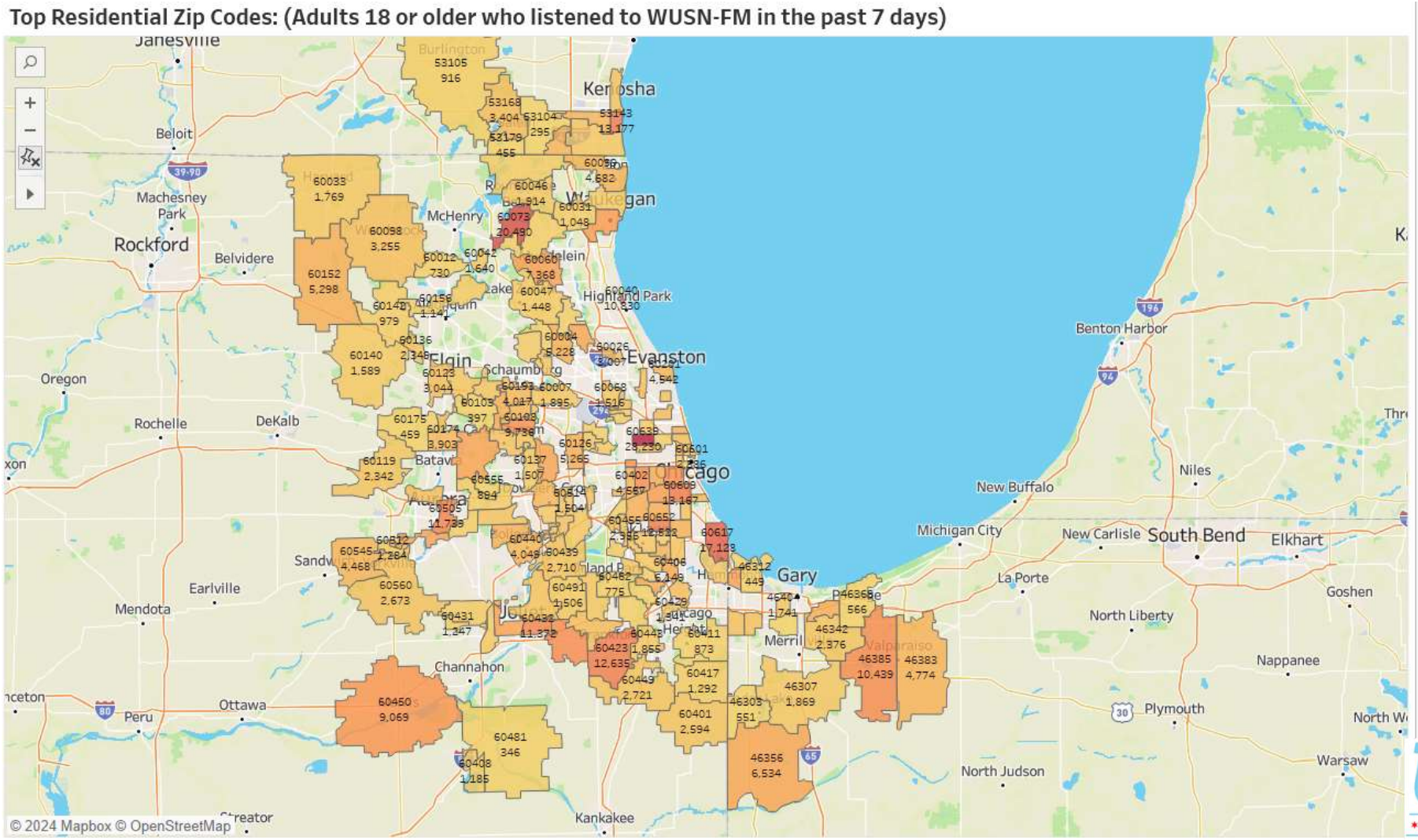


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Radio Stations: WBBM-FM

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



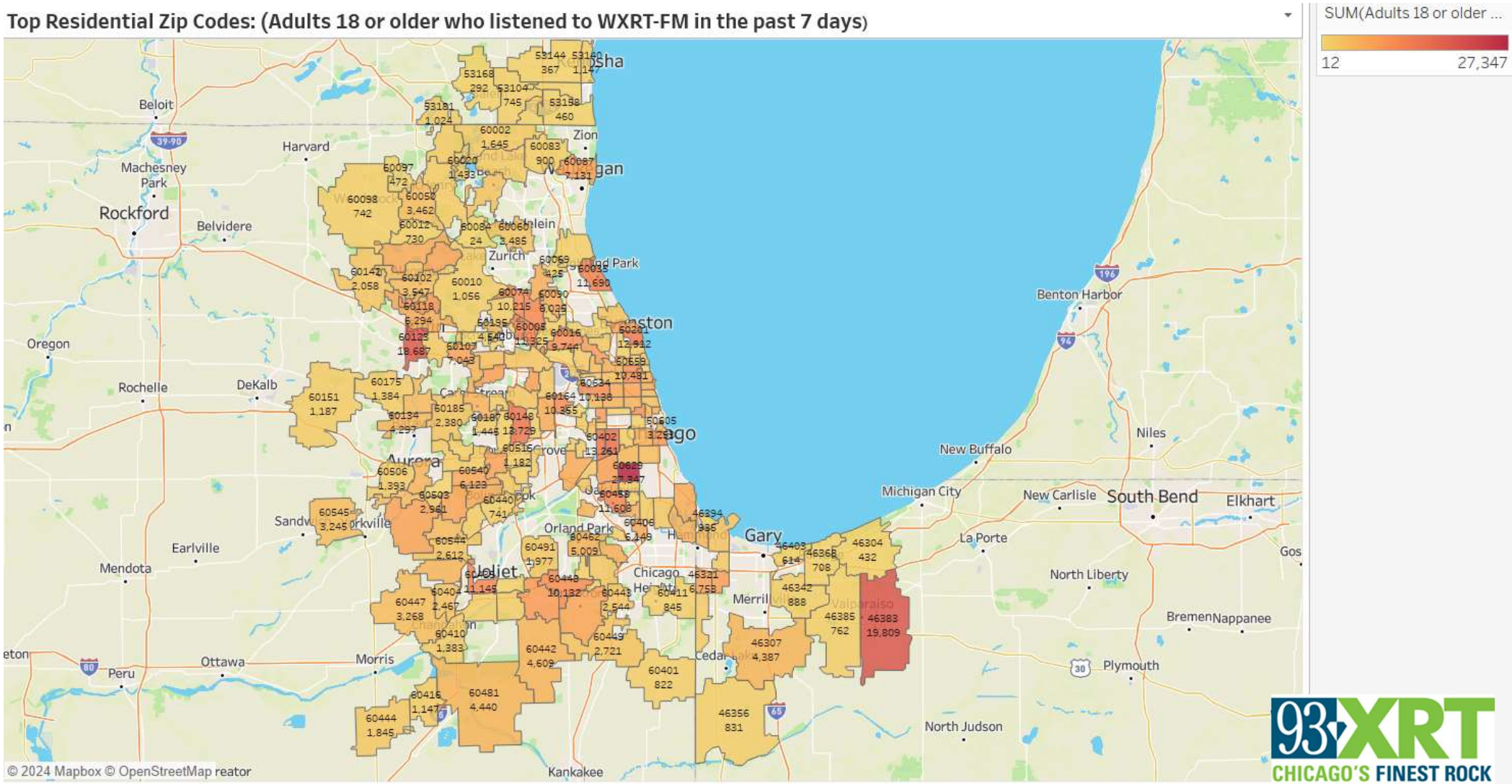
US-99
* CHICAGO'S HOTTEST COUNTRY *

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Radio Stations: WUSN-FM

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

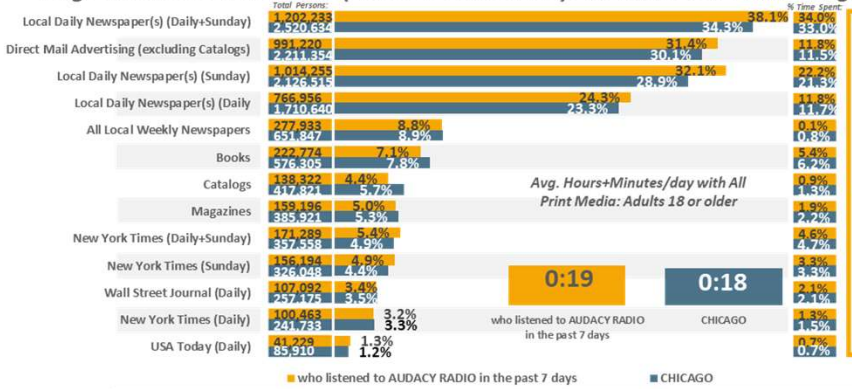


93 XRT
CHICAGO'S FINEST ROCK

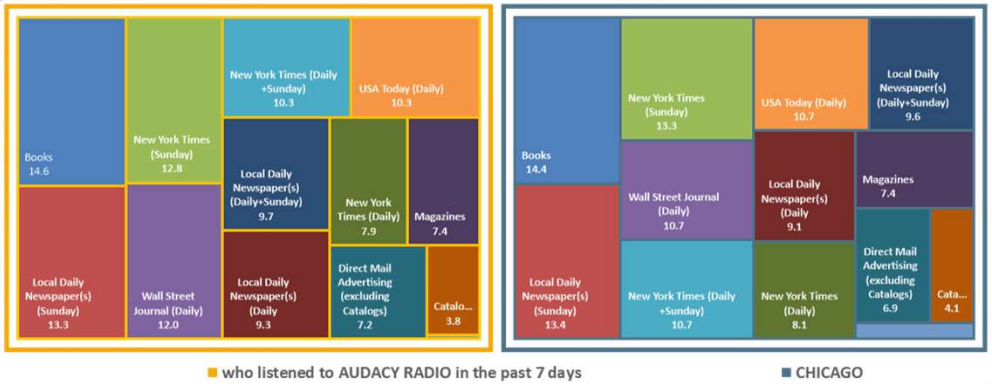
Radio Stations: WXRT-FM

1,202,233 or 38.1% of Adults 18 or older who listened to AUDACY RADIO in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.7 minutes every day representing 35.9% of all time spent daily with All forms of Print Media.

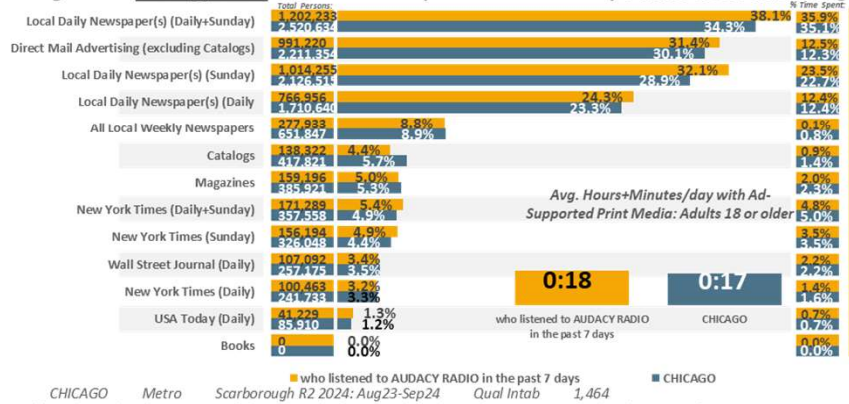
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



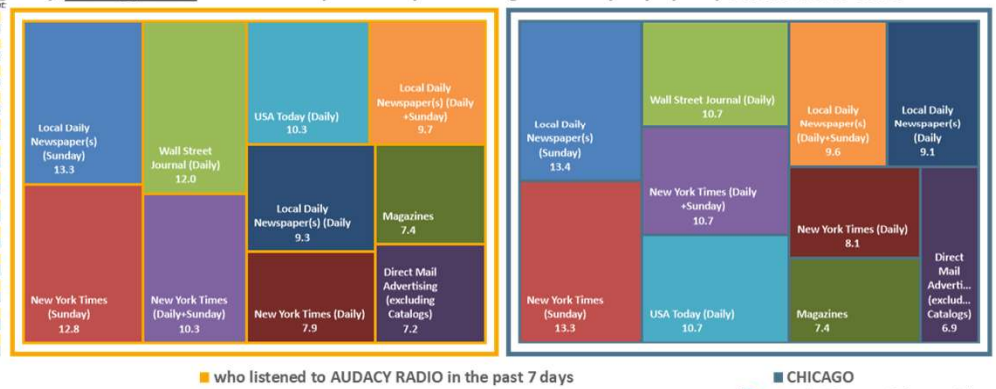
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,464

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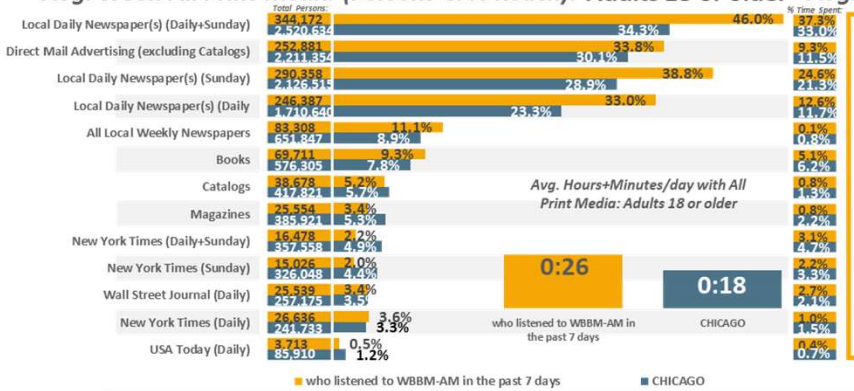
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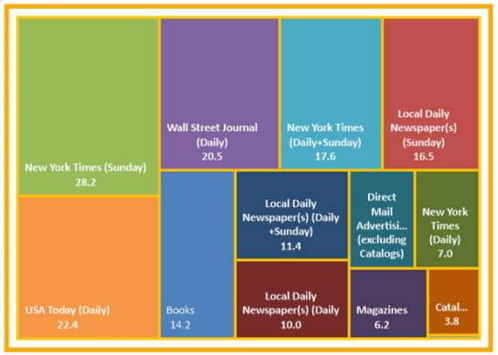
(Radio Stations: WBBM-AM OR Radio Stations: WBBM-FM OR Radio Stations: WBMX-FM OR Radio Stations: WSCR-AM OR Radio Stations: WUSN-FM OR Radio Stations: WXRT-FM)

WBBM NEWSRADIO
780AM · 105.9FM

344,172 or 46.% of Adults 18 or older who listened to WBBM-AM in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 11.4 minutes every day representing 39.3% of all time spent daily with All forms of Print Media.

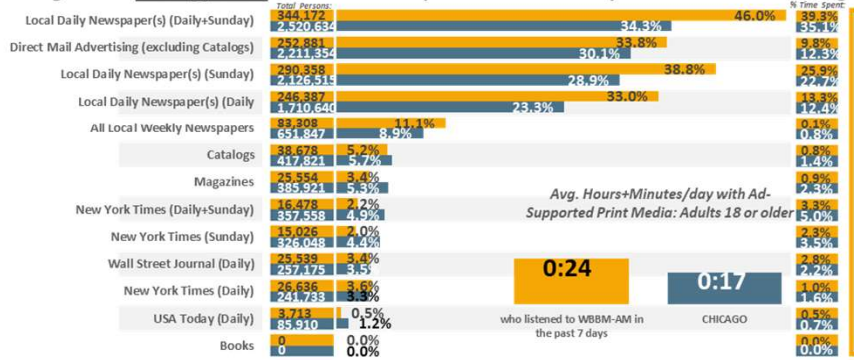
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older

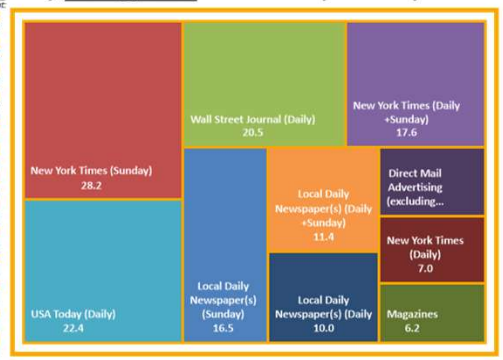






Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older







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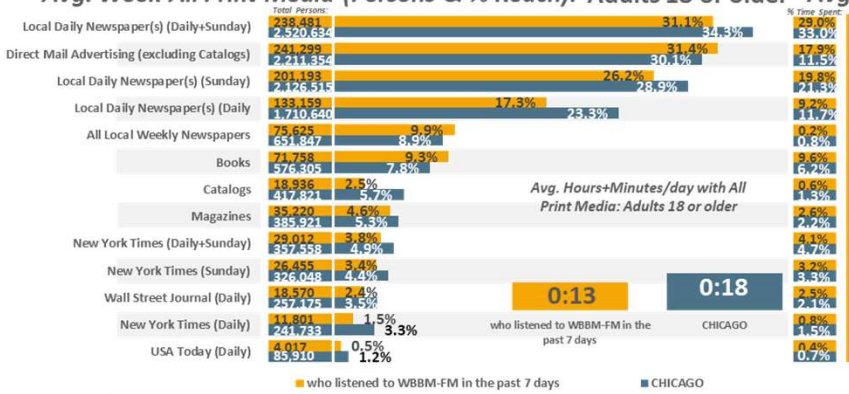
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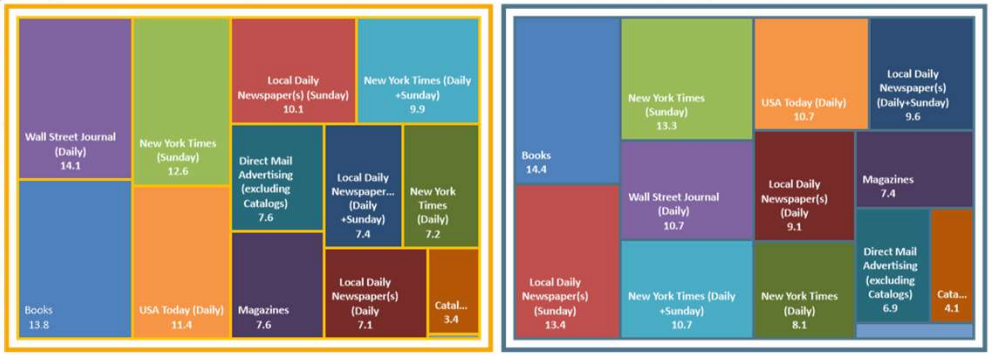
Radio Stations: WBBM-AM

238,481 or 31.1% of Adults 18 or older who listened to WBBM-FM in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7.4 minutes every day representing 32.1% of all time spent daily with All forms of Print Media.

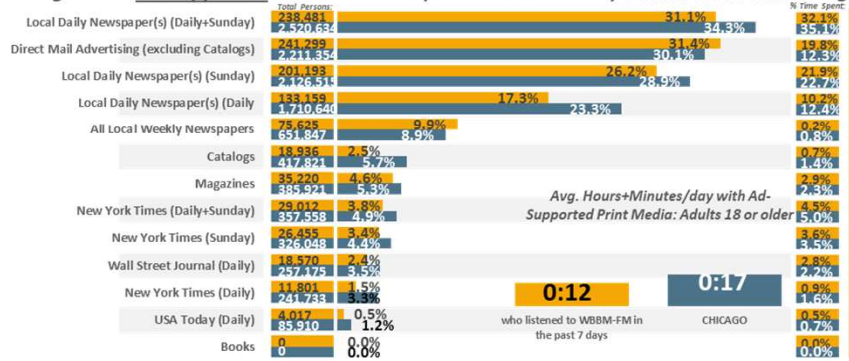
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



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



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



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



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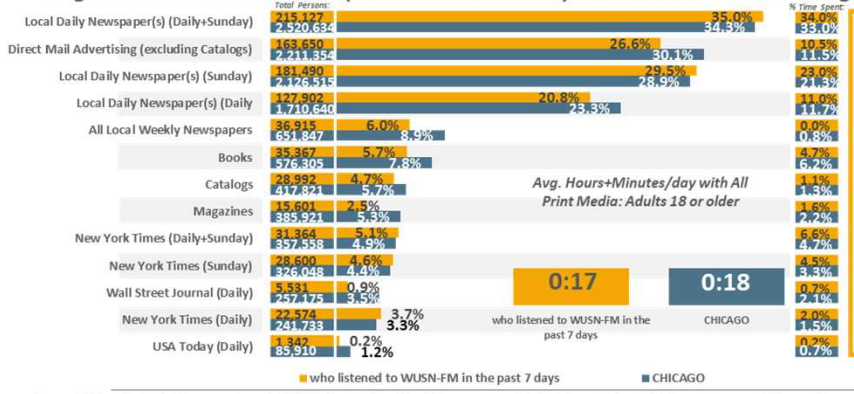
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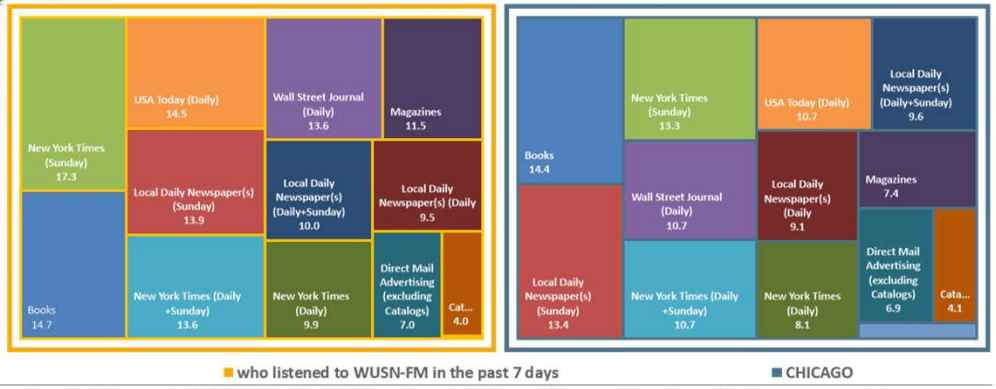
Radio Stations: WBBM-FM

215,127 or 35.% of Adults 18 or older who listened to WUSN-FM in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10. minutes every day representing 35.7% of all time spent daily with All forms of Print Media.

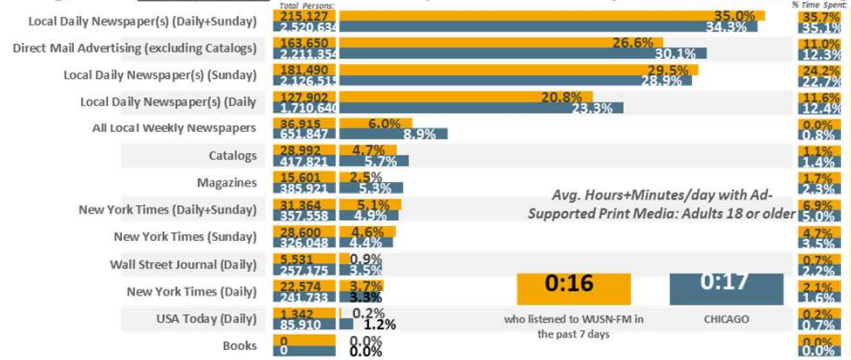
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



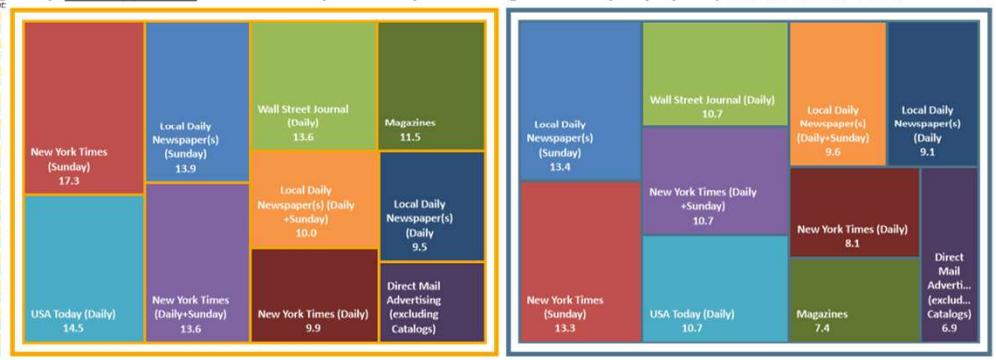
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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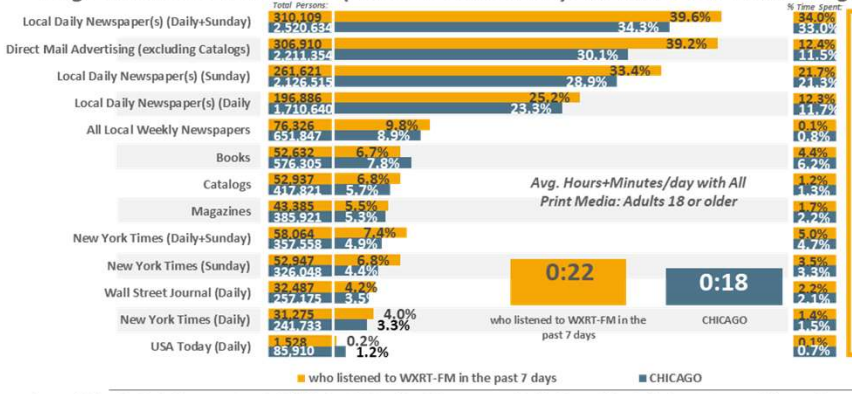
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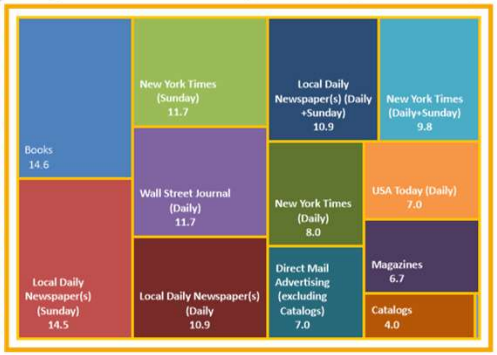
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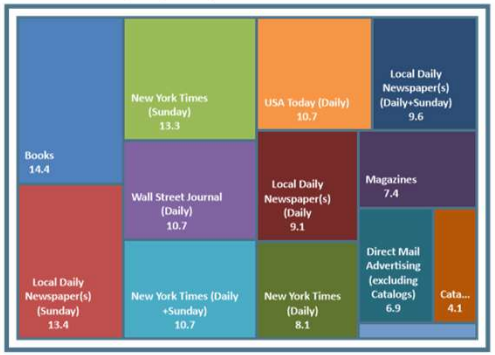
Radio Stations: WUSN-FM

310,109 or 39.6% of Adults 18 or older who listened to WXRT-FM in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.9 minutes every day representing 35.6% of all time spent daily with All forms of Print Media.

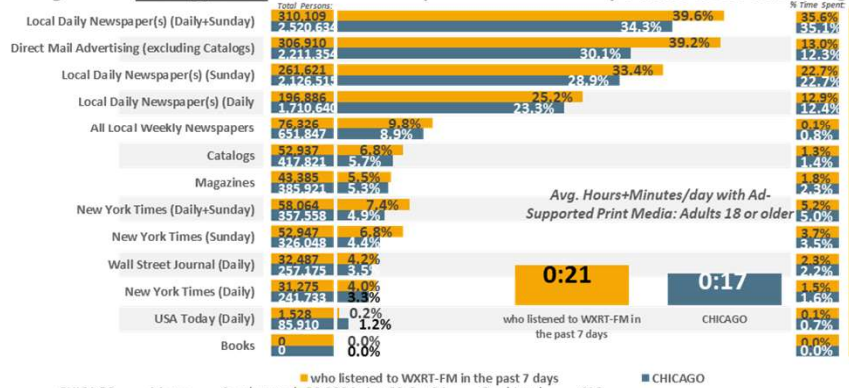
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older







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







CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 410

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Radio Stations: WXRT-FM