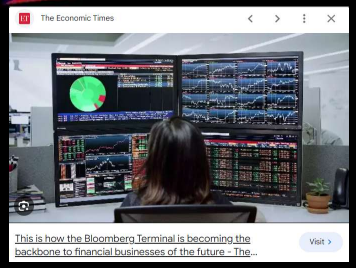
USA–5 Demos of the CINCINNATI, OH DMA vs. the USA...

Brand New Data as of JULY 31, 2025!

Complete Demographic & Media Use Profiles













P18+



P25-54



W25-54



M25-54



P35-64

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

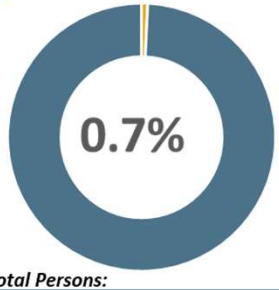
HUBBARD BROADCASTING INC. HB INC.



P18+

.7% or 1,933,484 of USA Adults 18 or older Live in the CINCINNATI, OH, DMA.
Typical Adults 18 or older who Live in the CINCINNATI, OH, DMA are 48.7 years old (.1% younger than average) and have a $100,373 (6.% higher than average) annual household income.

Percent of Market: Adults 18 or older



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

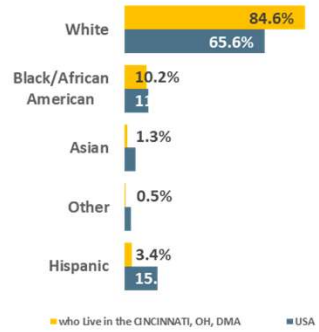
Total Persons:

1,933,484 | 260,241,016

Gender of Target vs. Market: Adults 18 or older

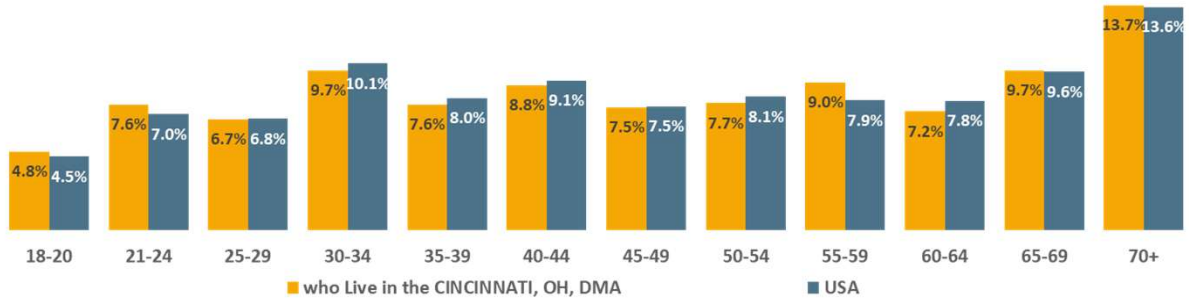
	Men	Men	Women	Women
%M vs. %F:	49.0%	49.1%	51.0%	50.9%
Average Age:	48.7	48.7	48.6	48.8
# Persons:	947,183	128,598,6...	986,301	133,575,8...

Ethnicity of Target vs. Market:

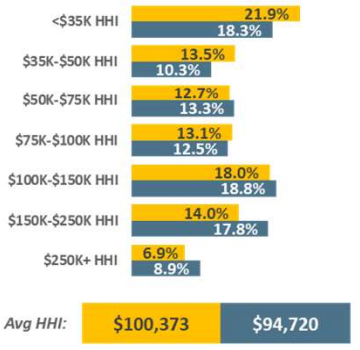


Age Cell Demographics of Target vs. Market:

	Average Age:	
Adults 18 or older	48.7	48.7



HHI of Target vs. Market:



Avg HHI:	$100,373	$94,720

USA | USA DMA Projection | Scarborough R2 2025: Sep24-Jul25 | Qual Intab | 2,033

All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

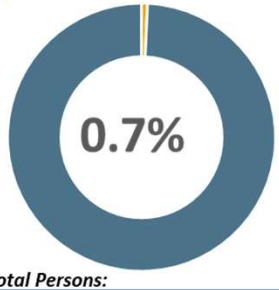
USA Projection | Scarborough R1 2024: Jan23-Aug24 | Qual Intab | 25,039



P25-54

.7% or 928,326 of USA Adults 25 - 54 Live in the CINCINNATI, OH, DMA.
Typical Adults 25 - 54 who Live in the CINCINNATI, OH, DMA are 40. years old (.1% younger than average) and have a $109,376 (8.6% higher than average) annual household income.

Percent of Market: Adults 25 - 54



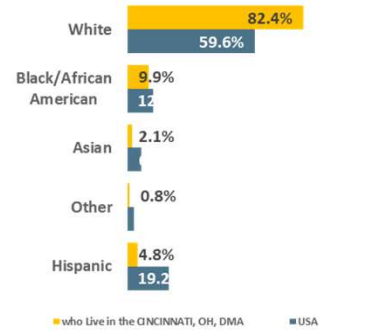
Total Persons:

928,326 | 129,001,163

Gender of Target vs. Market: Adults 25 - 54

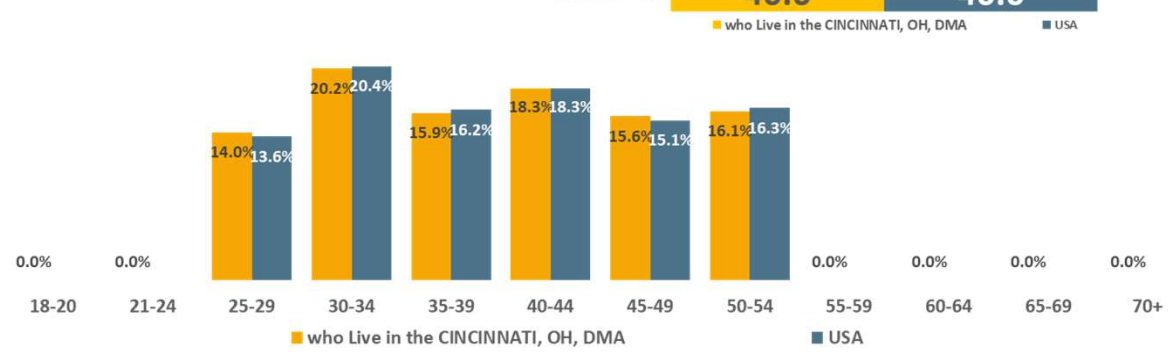
	Men	Men	Women	Women
%M vs. %F:	50.3%	50.4%	49.7%	49.6%
Average Age:	40.0	40.0	39.9	40.0
# Persons:	466,499	65,439,016	461,827	64,490,473

Ethnicity of Target vs. Market:

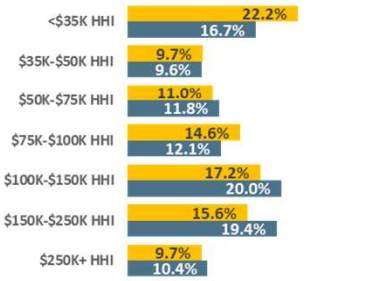


Age Cell Demographics of Target vs. Market:

	Average Age:	
Adults 25 - 54	40.0	40.0



HHI of Target vs. Market:



Avg HHI:	$109,376	$100,722

USA USA DMA Projection Scarborough R2 2025: Sep24-Jul25 Qual Intab 2,033

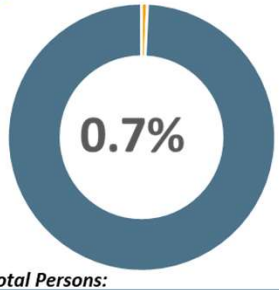
All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 25,039



.7% or 461,827 of USA Women 25 - 54 Live in the CINCINNATI, OH, DMA.
Typical Women 25 - 54 who Live in the CINCINNATI, OH, DMA are 39.9 years old (.3% younger than average) and have a $98,524 (8.2% higher than average) annual household income.

Percent of Market: Women 25 - 54

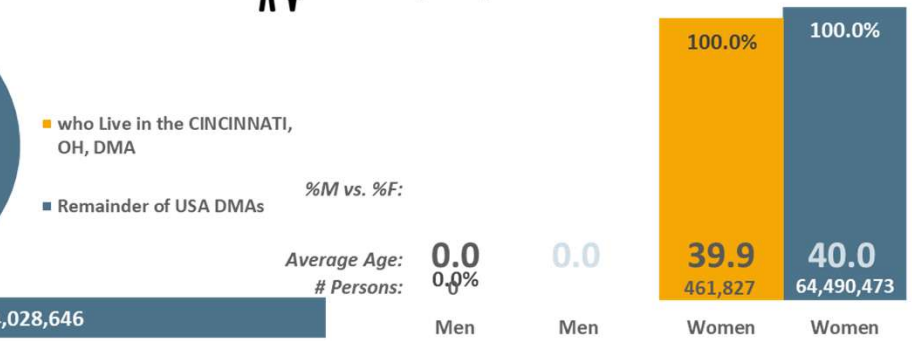


- who Live in the CINCINNATI, OH, DMA
- Remainder of USA DMAs

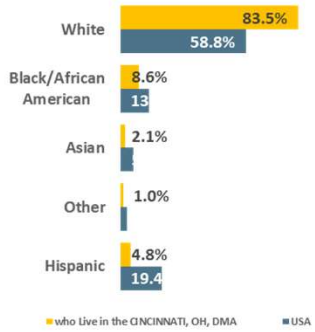
Total Persons:

461,827 | 64,028,646

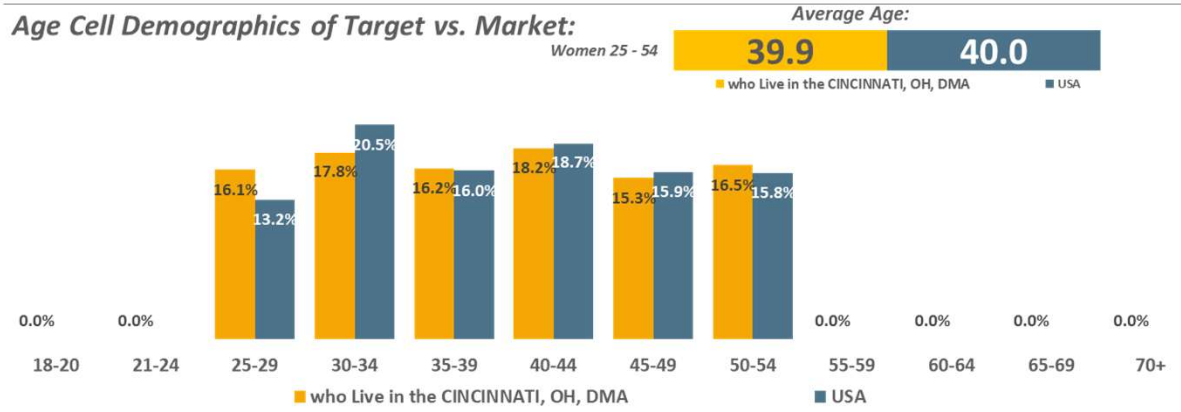
Gender of Target vs. Market: Women 25 - 54



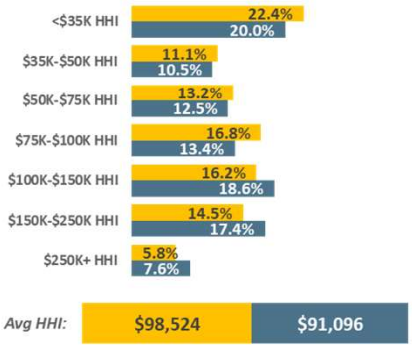
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



USA USA DMA Projection Scarborough R2 2025: Sep24-Jul25 Qual Intab 2,033

All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

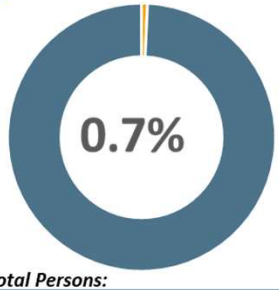
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 25,039



M25-54

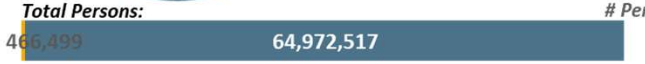
.7% or 466,499 of USA Men 25 - 54 Live in the CINCINNATI, OH, DMA.
Typical Men 25 - 54 who Live in the CINCINNATI, OH, DMA are 40. years old (.2% older than average) and have a $120,121 (9.% higher than average) annual household income.

Percent of Market: Men 25 - 54

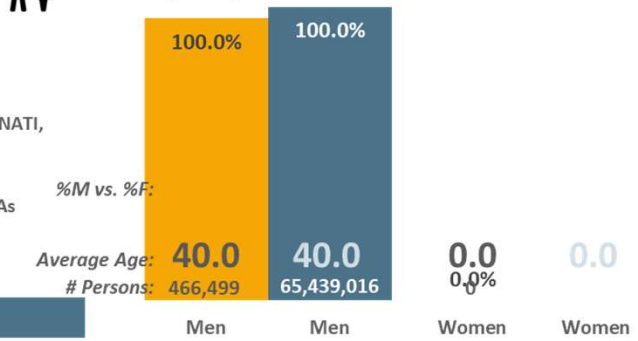


- who Live in the CINCINNATI, OH, DMA
- Remainder of USA DMAs

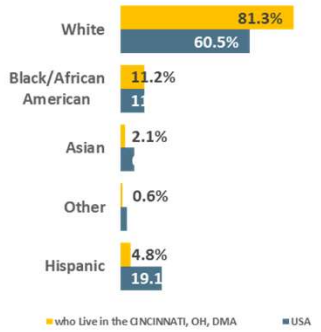
Total Persons:



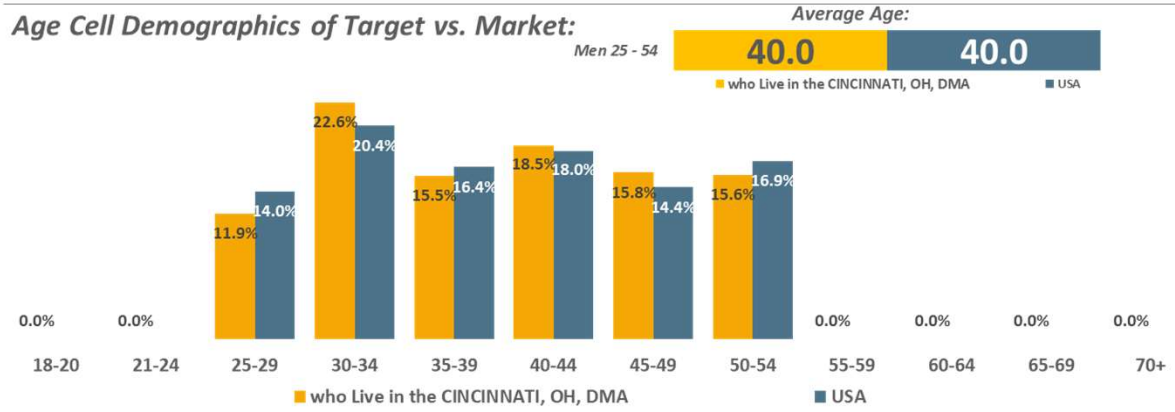
Gender of Target vs. Market: Men 25 - 54



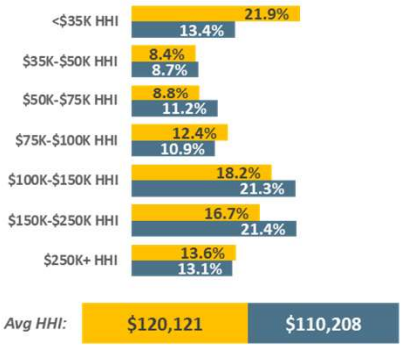
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



USA USA DMA Projection Scarborough R2 2025: Sep24-Jul25 Qual Intab 2,033

All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

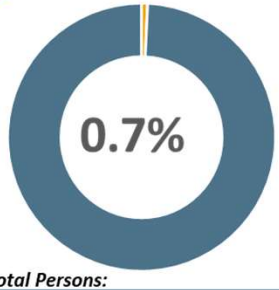
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 25,039



P35-64

.7% or 923,238 of USA Adults 35 - 64 Live in the CINCINNATI, OH, DMA.
Typical Adults 35 - 64 who Live in the CINCINNATI, OH, DMA are 49.9 years old (.3% older than average) and have a $116,686 (10.2% higher than average) annual household income.

Percent of Market: Adults 35 - 64



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

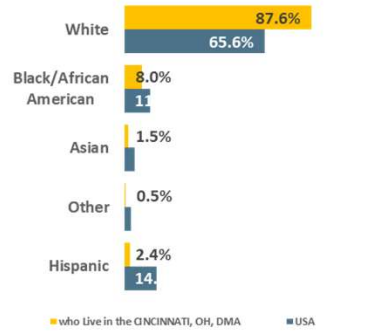
Total Persons:

923,238	125,973,311

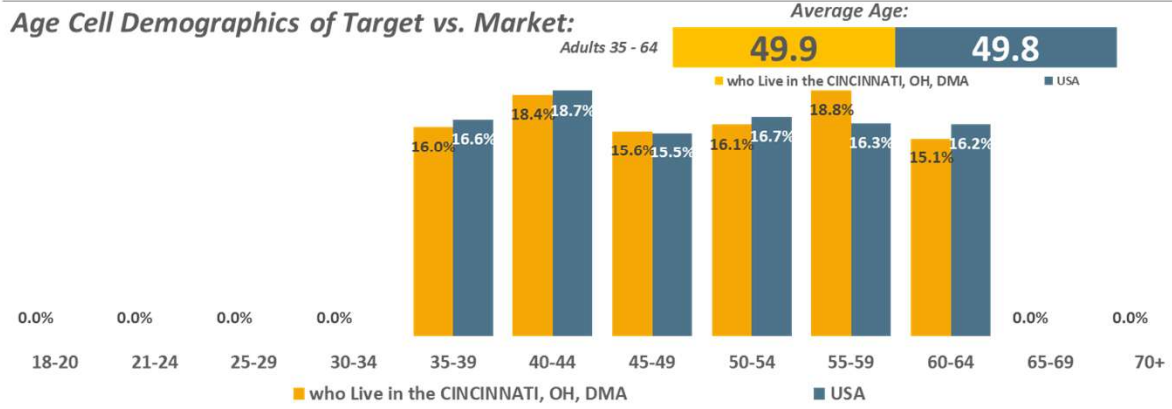
Gender of Target vs. Market: Adults 35 - 64

	Men	Men	Women	Women
%M vs. %F:	49.8%	49.8%	50.2%	50.2%
Average Age:	50.0	49.7	49.9	49.9
# Persons:	459,424	63,185,700	463,814	63,710,849

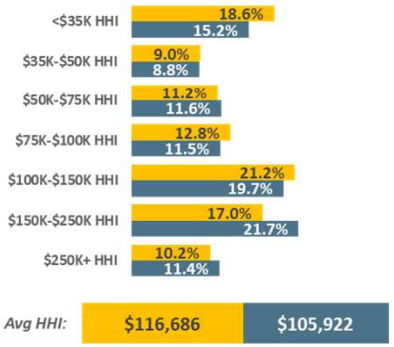
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI:	$116,686	$105,922

USA USA DMA Projection Scarborough R2 2025: Sep24-Jul25 Qual Intab 2,033

All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

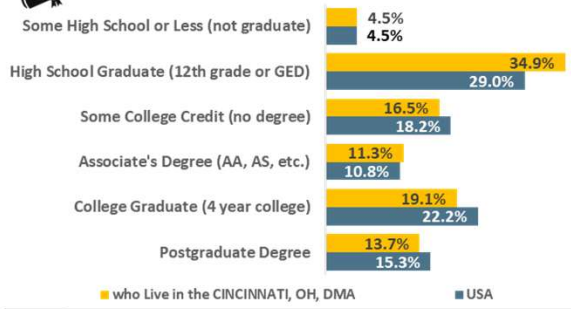
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 25,039



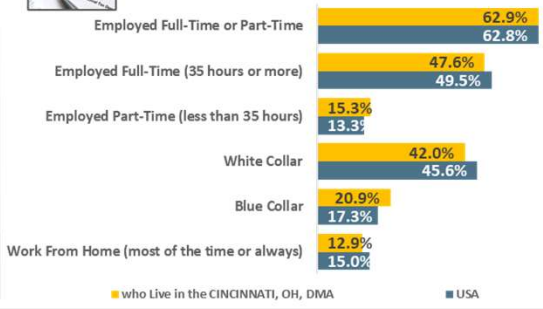
P18+

.7% or 1,933,484 of USA Adults 18 or older Live in the CINCINNATI, OH, DMA.
Adults 18 or older who Live in the CINCINNATI, OH, DMA are 12.6% less likely to be a college graduate, 3.9% less likely to work full-time, 2.8% more likely to be married, 6.5% more likely to be a parent of 1 or more children under 18.

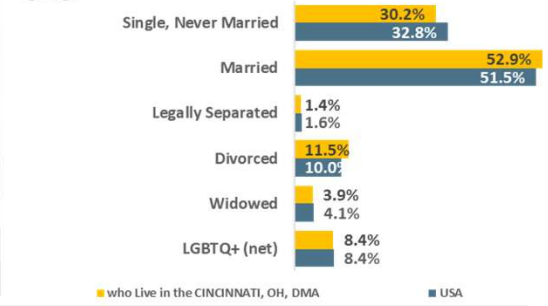
Education Levels: Adults 18 or older



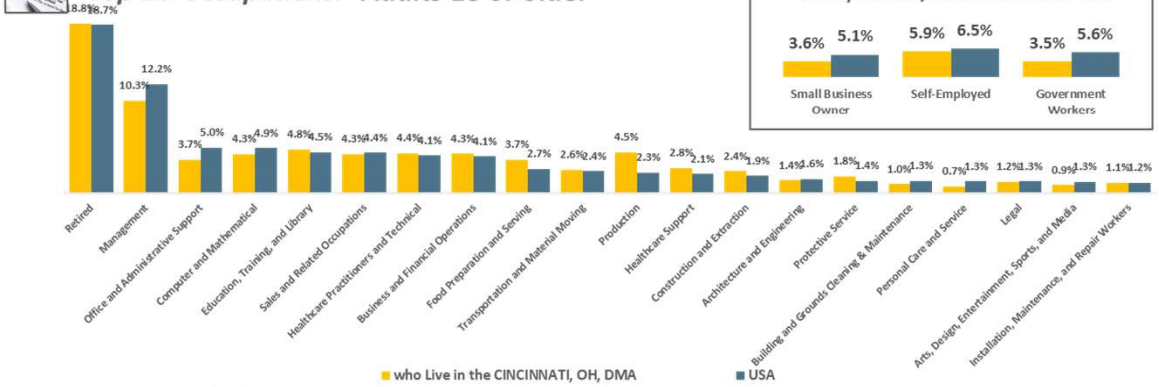
Employment: Adults 18 or older



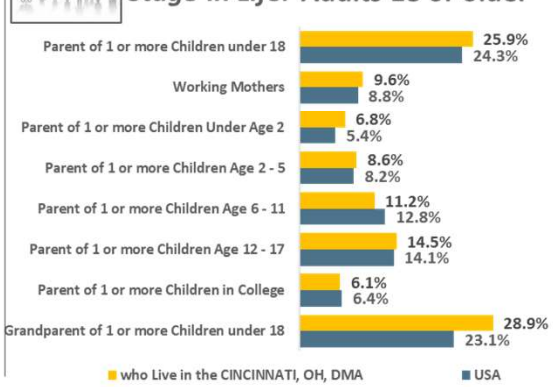
Marital Status: Adults 18 or older



Top-20 Occupations: Adults 18 or older



Stage in Life: Adults 18 or older



USA USA DMA Projection Scarborough R2 2025: Sep24-Jul25 Qual Intab 2,033

All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

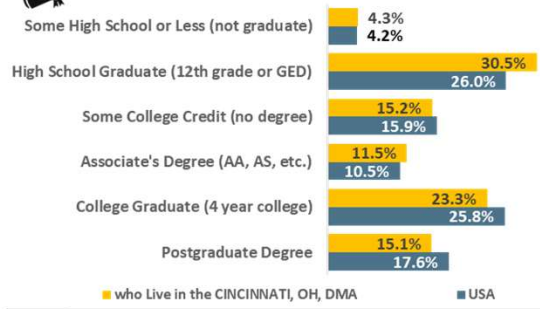
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 25,039



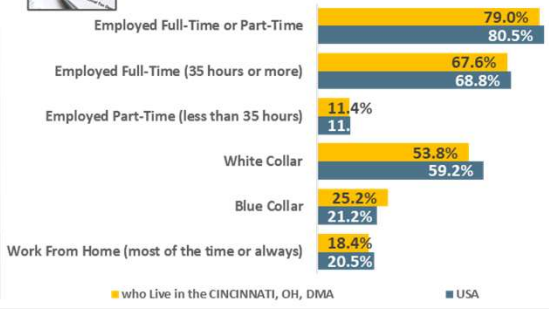
P25-54

.7% or 928,326 of USA Adults 25 - 54 Live in the CINCINNATI, OH, DMA.
Adults 25 - 54 who Live in the CINCINNATI, OH, DMA are 11.6% less likely to be a college graduate, 1.8% less likely to work full-time, 3.3% more likely to be married, 7.1% more likely to be a parent of 1 or more children under 18.

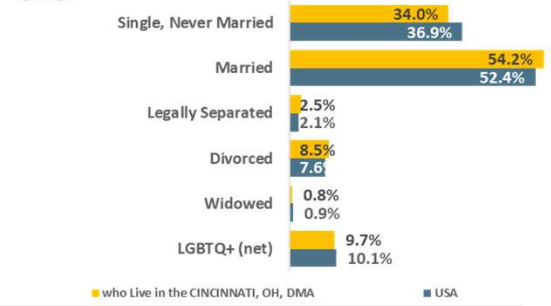
Education Levels: Adults 25 - 54



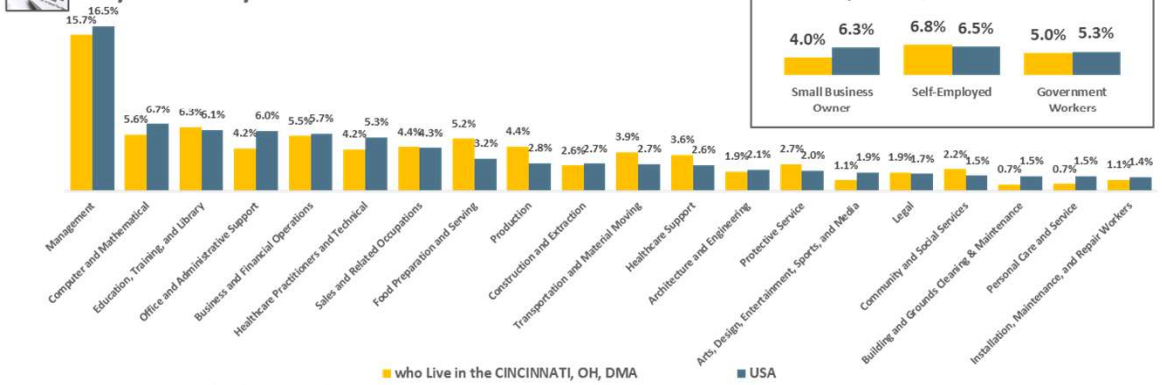
Employment: Adults 25 - 54



Marital Status: Adults 25 - 54

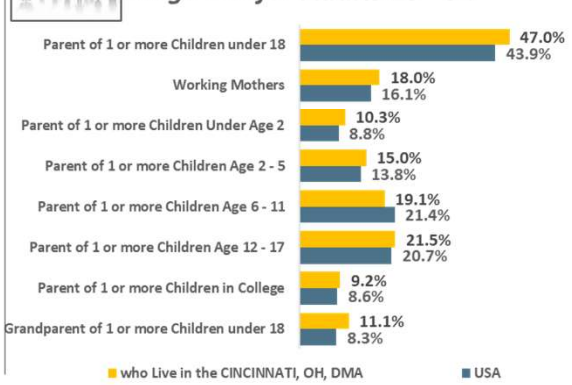


Top-20 Occupations: Adults 25 - 54



Entrepreneurs/Government Workers

Stage in Life: Adults 25 - 54



USA USA DMA Projection Scarborough R2 2025: Sep24-Jul25 Qual Intab 2,033

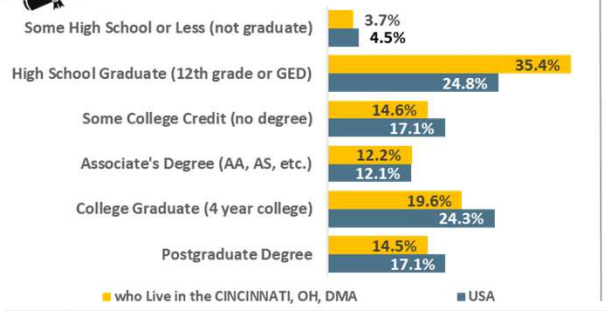
All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 25,039

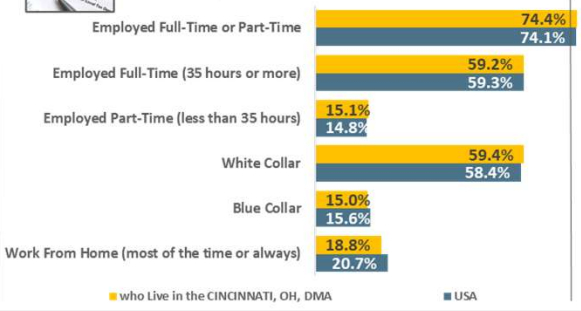


.7% or 461,827 of USA Women 25 - 54 Live in the CINCINNATI, OH, DMA.
Women 25 - 54 who Live in the CINCINNATI, OH, DMA are 17.9% less likely to be a college graduate, .1% less likely to work full-time, 12.% more likely to be married, 23.6% more likely to be a grandparent of 1 or more children under 18.

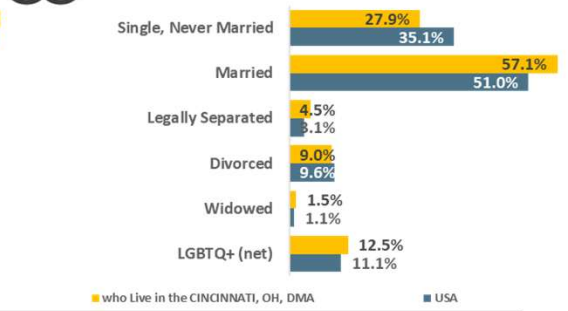
Education Levels: Women 25 - 54



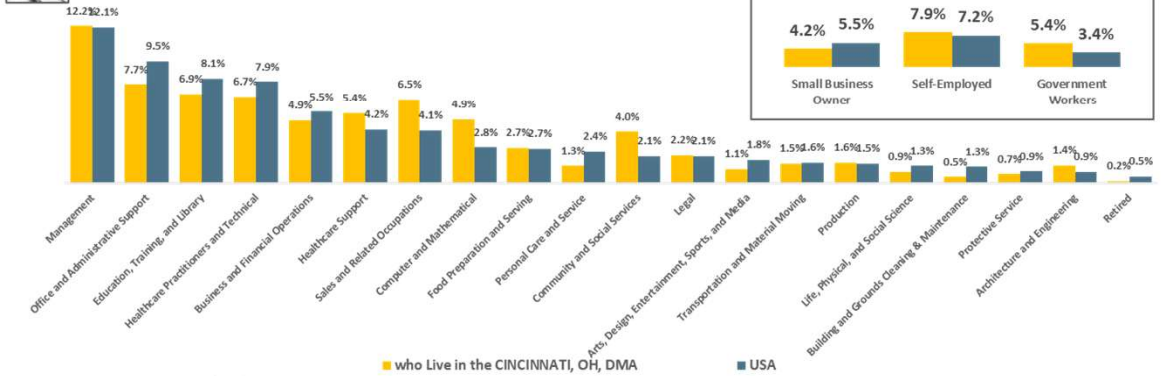
Employment: Women 25 - 54



Marital Status: Women 25 - 54

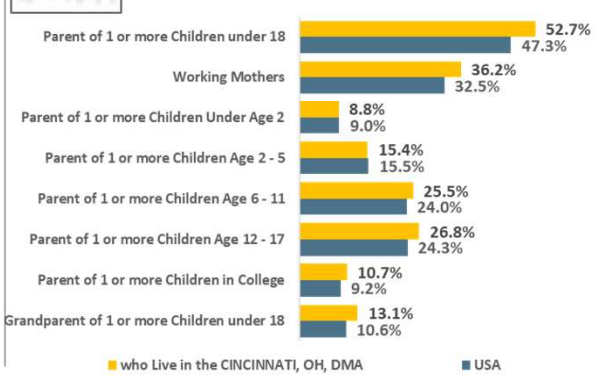


Top-20 Occupations: Women 25 - 54



Entrepreneurs/Government Workers

Stage in Life: Women 25 - 54



USA USA DMA Projection Scarborough R2 2025: Sep24-Jul25 Qual Intab 2,033

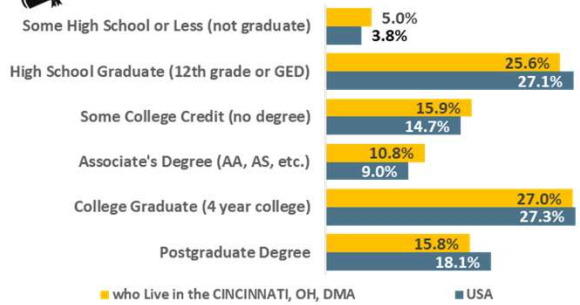
All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 25,039

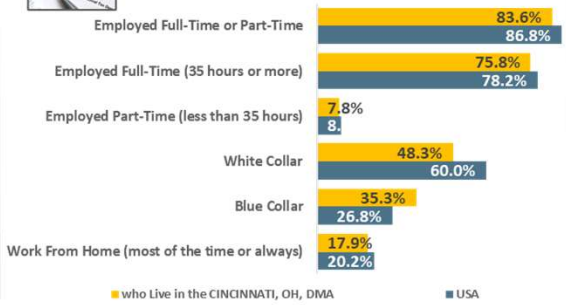


.7% or 466,499 of USA Men 25 - 54 Live in the CINCINNATI, OH, DMA.
Men 25 - 54 who Live in the CINCINNATI, OH, DMA are 5.9% less likely to be a college graduate, 3.% less likely to work full-time, 4.8% less likely to be married, 2.% more likely to be a parent of 1 or more children under 18.

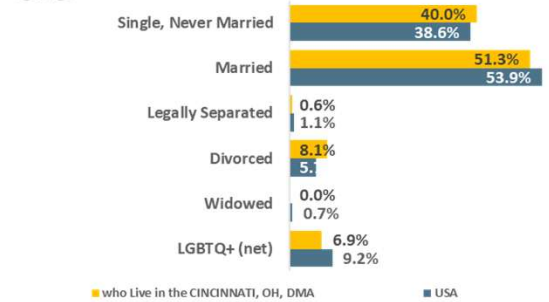
Education Levels: Men 25 - 54



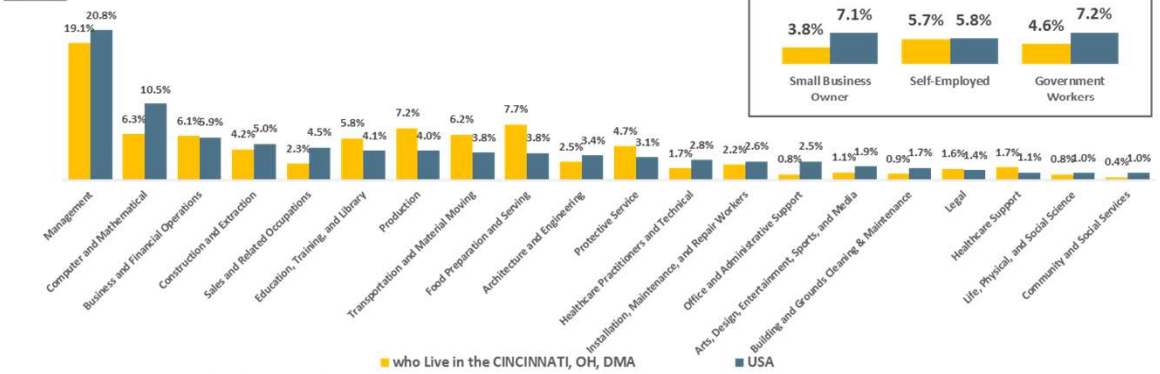
Employment: Men 25 - 54



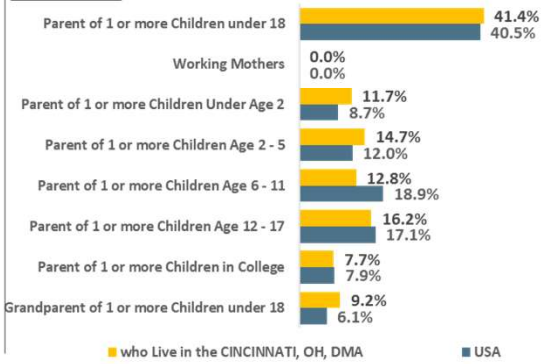
Marital Status: Men 25 - 54



Top-20 Occupations: Men 25 - 54



Stage in Life: Men 25 - 54



USA USA DMA Projection Scarborough R2 2025: Sep24-Jul25 Qual Intab 2,033

All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

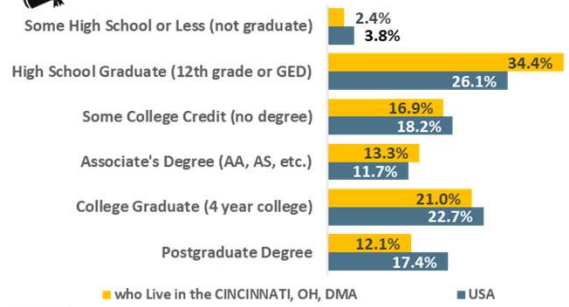
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 25,039



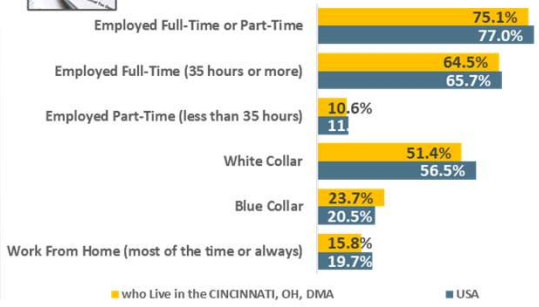
P35-64

.7% or 923,238 of USA Adults 35 - 64 Live in the CINCINNATI, OH, DMA.
Adults 35 - 64 who Live in the CINCINNATI, OH, DMA are 17.7% less likely to be a college graduate, 1.7% less likely to work full-time, .5% less likely to be married, 37.9% more likely to be a grandparent of 1 or more children under 18.

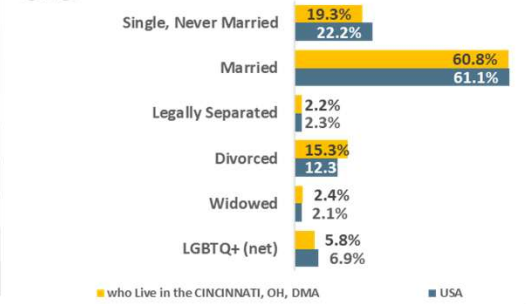
Education Levels: Adults 35 - 64



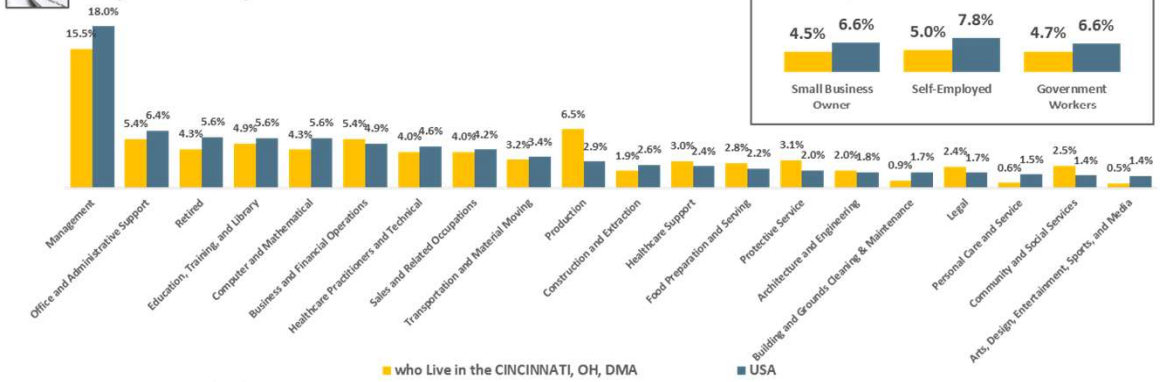
Employment: Adults 35 - 64



Marital Status: Adults 35 - 64

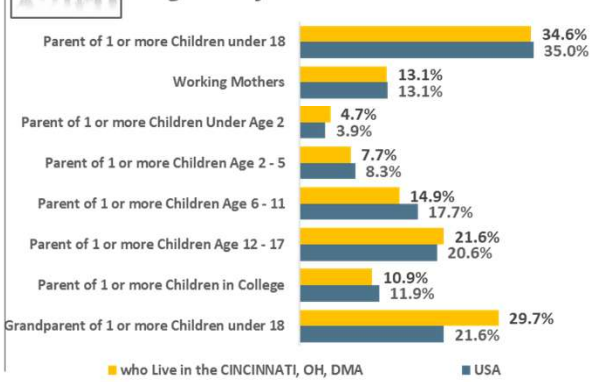


Top-20 Occupations: Adults 35 - 64



Entrepreneurs/Government Workers

Stage in Life: Adults 35 - 64



USA USA DMA Projection Scarborough R2 2025: Sep24-Jul25 Qual Intab 2,033

All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

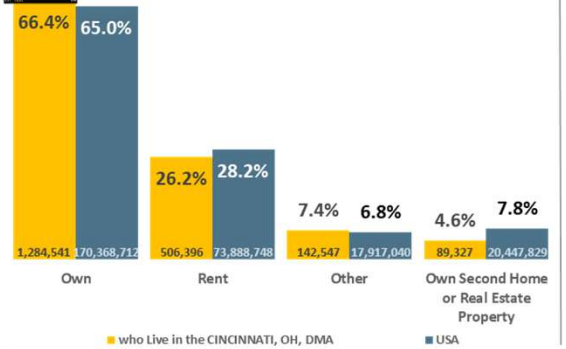
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 25,039



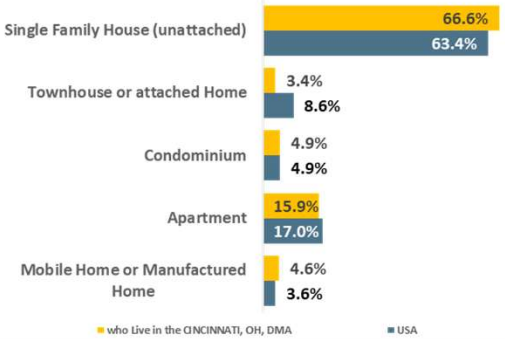
P18+

.7% or 1,933,484 of USA Adults 18 or older Live in the CINCINNATI, OH, DMA.
Adults 18 or older who Live in the CINCINNATI, OH, DMA are 2.2% more likely to own their home, 19.3% more likely to own a lower valued home, 5.1% more likely to have a single-family home, 11.9% more likely to have a dog.

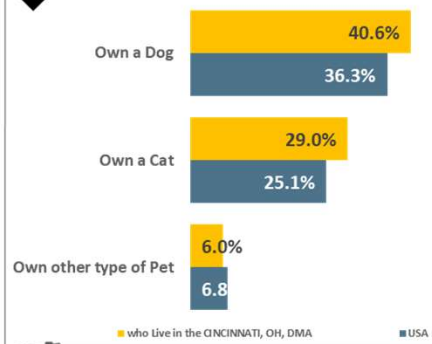
Own/Rent/Other: Adults 18 or older



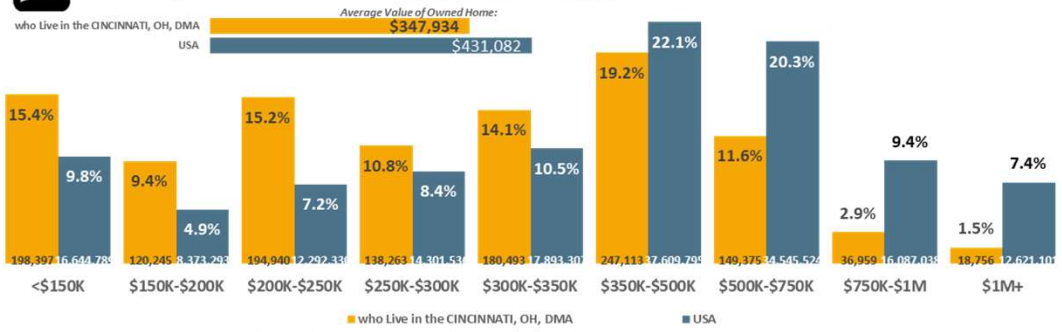
Type of Home: Adults 18 or older



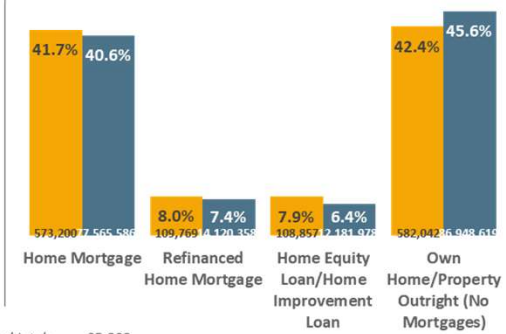
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



USA *USA DMA Projection* *Scarborough R2 2025: Sep24-Jul25* *Qual Intab* *2,033*

All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

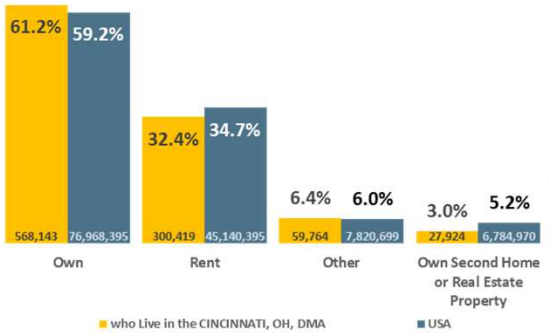
USA Projection *Scarborough R1 2024: Jan23-Aug24* *Qual Intab* *25,039*



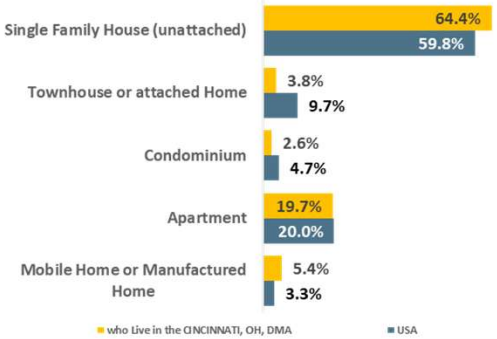
P25-54

.7% or 928,326 of USA Adults 25 - 54 Live in the CINCINNATI, OH, DMA.
Adults 25 - 54 who Live in the CINCINNATI, OH, DMA are 3.3% more likely to own their home, 15.5% more likely to own a lower valued home, 7.8% more likely to have a single-family home, 15.5% more likely to have a dog.

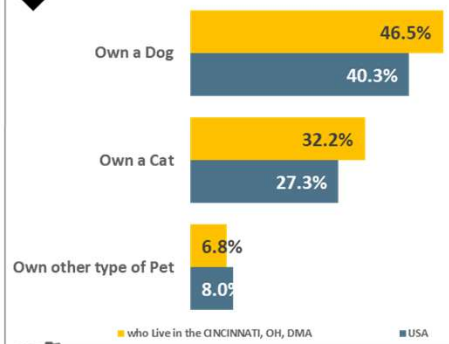
Own/Rent/Other: Adults 25 - 54



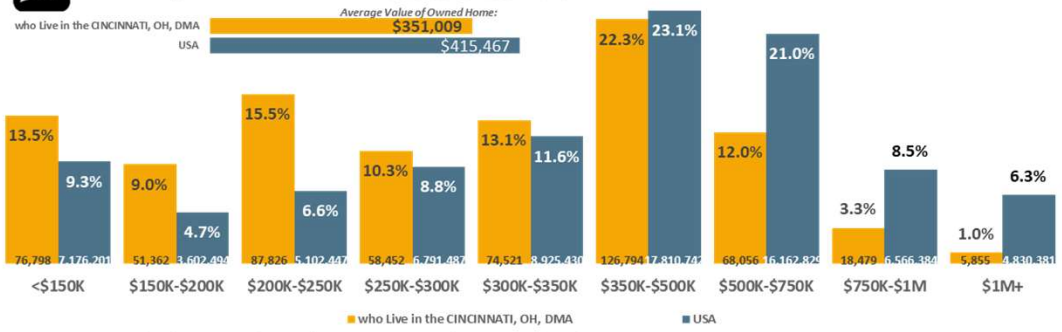
Type of Home: Adults 25 - 54



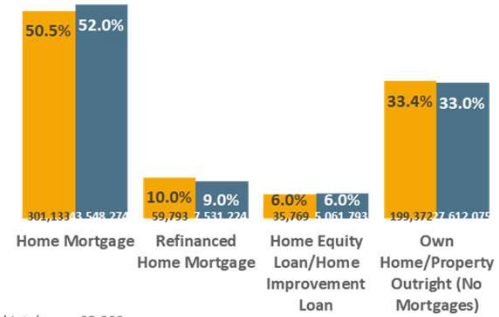
Pets in Home: Adults 25 - 54



Value of Owned Home: Adults 25 - 54



Home Loans: Adults 25 - 54



USA USA DMA Projection Scarborough R2 2025: Sep24-Jul25 Qual Intab 2,033

All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

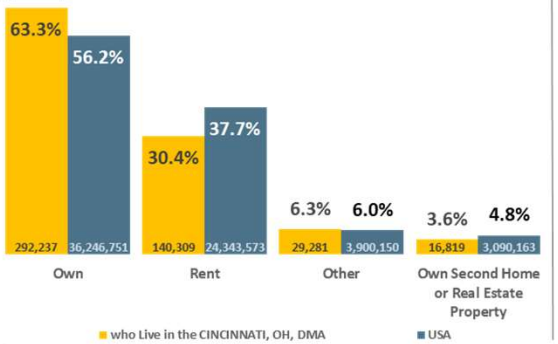
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 25,039



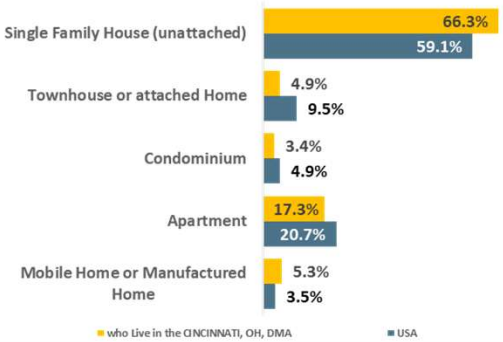
W25-54

.7% or 461,827 of USA Women 25 - 54 Live in the CINCINNATI, OH, DMA.
Women 25 - 54 who Live in the CINCINNATI, OH, DMA are 12.6% more likely to own their home, 16.4% more likely to own a lower valued home, 12.3% more likely to have a single-family home, 12.1% more likely to have a dog.

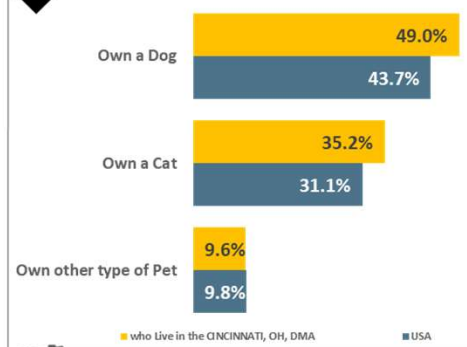
Own/Rent/Other: Women 25 - 54



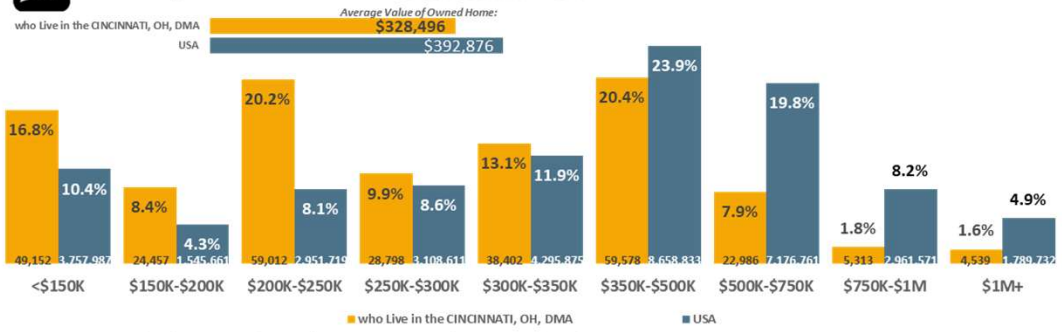
Type of Home: Women 25 - 54



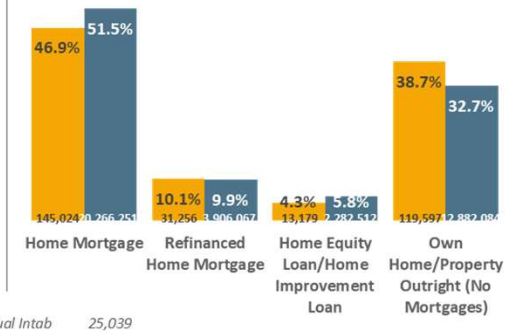
Pets in Home: Women 25 - 54



Value of Owned Home: Women 25 - 54



Home Loans: Women 25 - 54



USA *USA DMA Projection* *Scarborough R2 2025: Sep24-Jul25* *Qual Intab* *2,033*

All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

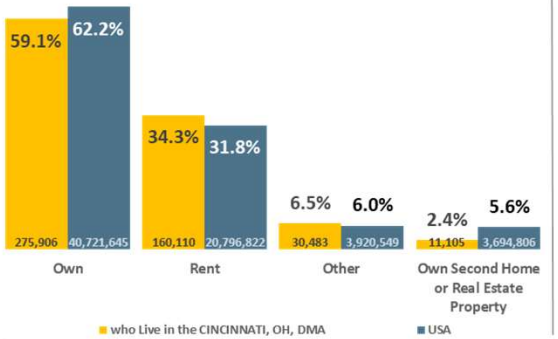
USA Projection *Scarborough R1 2024: Jan23-Aug24* *Qual Intab* *25,039*



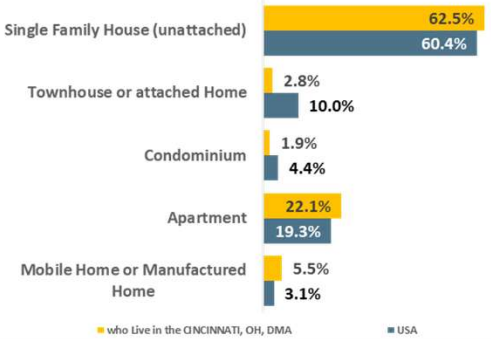
M25-54

.7% or 466,499 of USA Men 25 - 54 Live in the CINCINNATI, OH, DMA.
Men 25 - 54 who Live in the CINCINNATI, OH, DMA are 5.% less likely to own their home, 13.9% more likely to own a lower valued home, 3.5% more likely to have a single-family home, 19.4% more likely to have a dog.

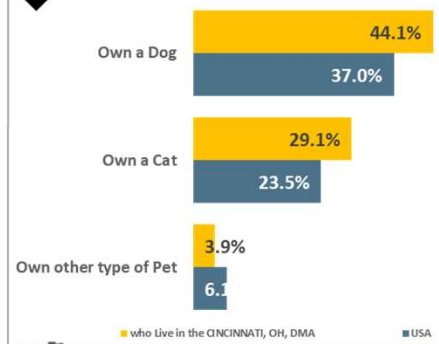
Own/Rent/Other: Men 25 - 54



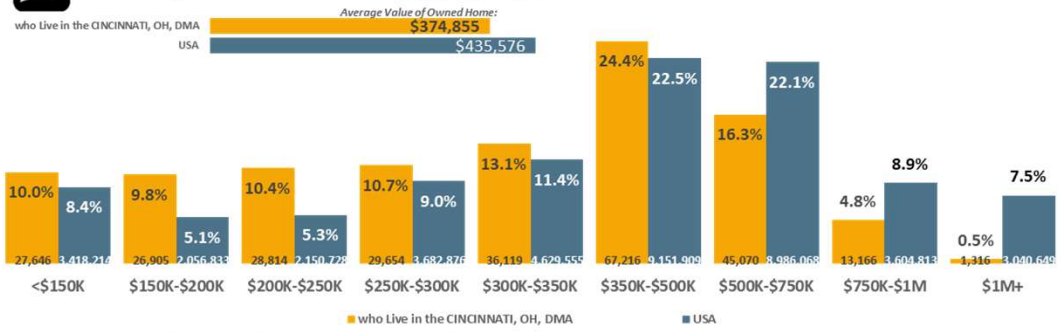
Type of Home: Men 25 - 54



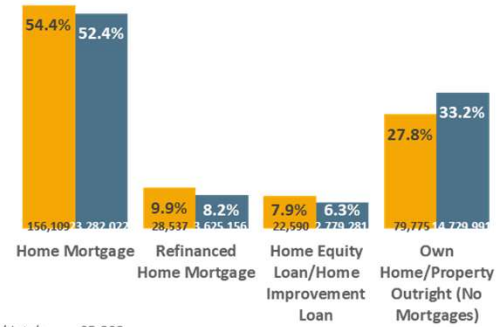
Pets in Home: Men 25 - 54



Value of Owned Home: Men 25 - 54



Home Loans: Men 25 - 54



USA USA DMA Projection Scarborough R2 2025: Sep24-Jul25 Qual Intab 2,033

All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

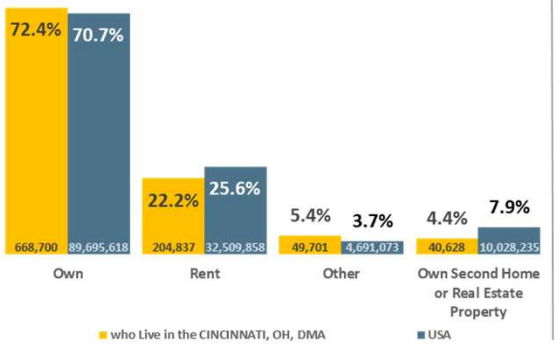
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 25,039



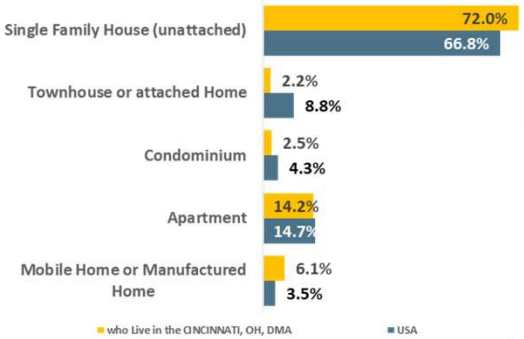
P35-64

.7% or 923,238 of USA Adults 35 - 64 Live in the CINCINNATI, OH, DMA.
Adults 35 - 64 who Live in the CINCINNATI, OH, DMA are 2.5% more likely to own their home, 20.1% more likely to own a lower valued home, 7.8% more likely to have a single-family home, 11.8% more likely to have a dog.

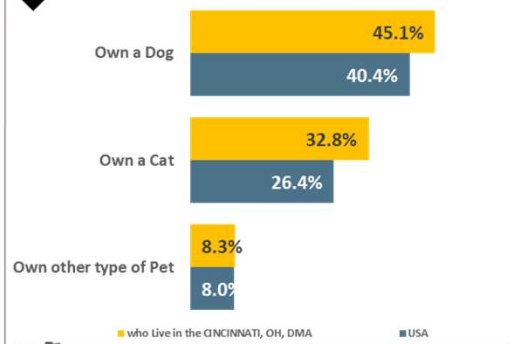
Own/Rent/Other: Adults 35 - 64



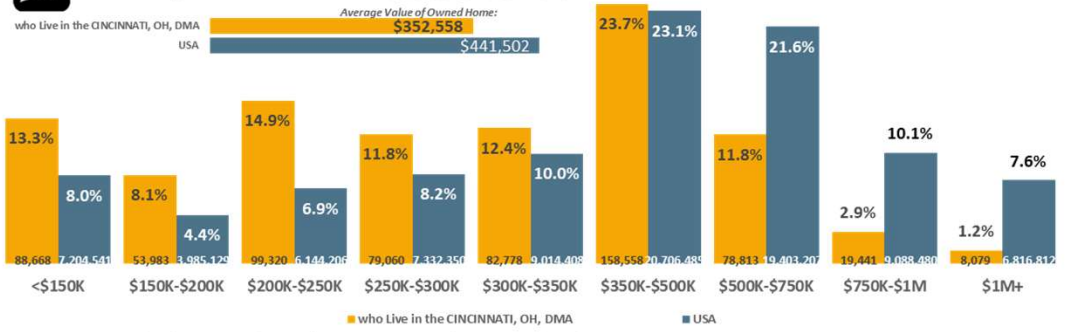
Type of Home: Adults 35 - 64



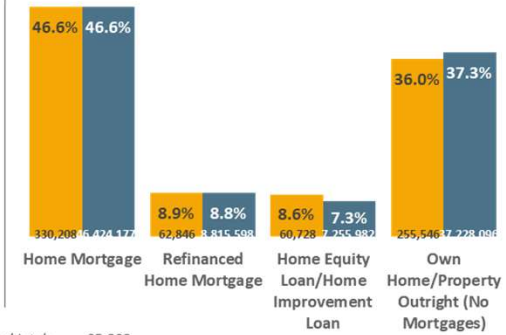
Pets in Home: Adults 35 - 64



Value of Owned Home: Adults 35 - 64



Home Loans: Adults 35 - 64



USA USA DMA Projection Scarborough R2 2025: Sep24-Jul25 Qual Intab 2,033

All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

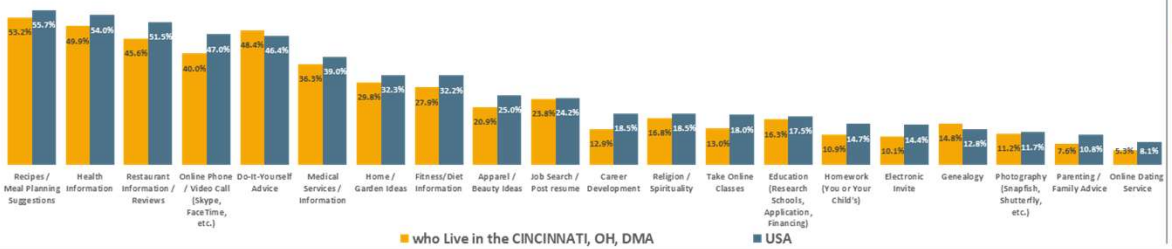
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 25,039



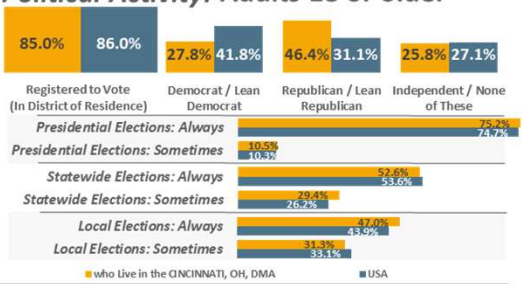
P18+

.7% or 1,933,484 of USA Adults 18 or older Live in the CINCINNATI, OH, DMA.
Adults 18 or older who Live in the CINCINNATI, OH, DMA are 4.2% more likely to look up D-I-Y advice online, 7.% more likely to always vote in local elections, 17.1% less likely to belong to a gym, 16.1% less likely to fly domestic past yr.

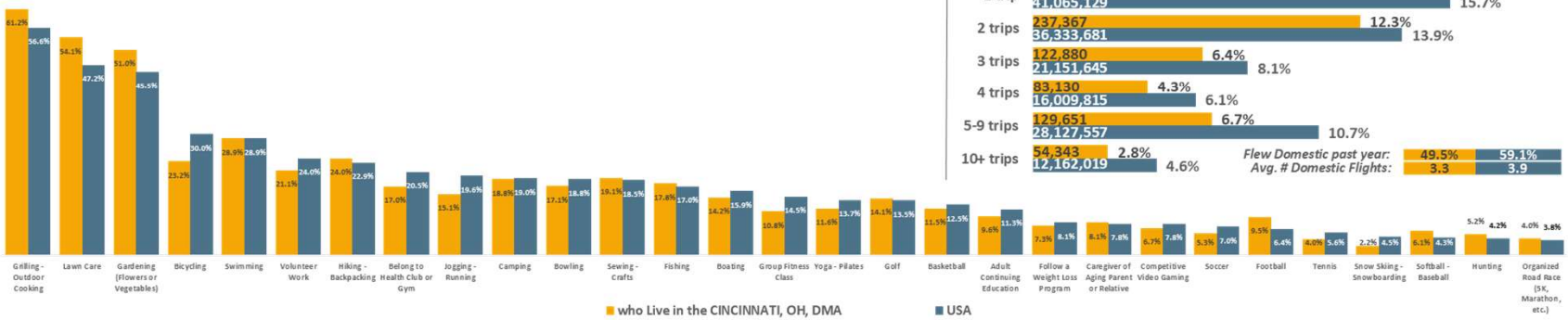
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

USA USA DMA Projection Scarborough R2 2025: Sep24-Jul25 Qual Intab 2,033

All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

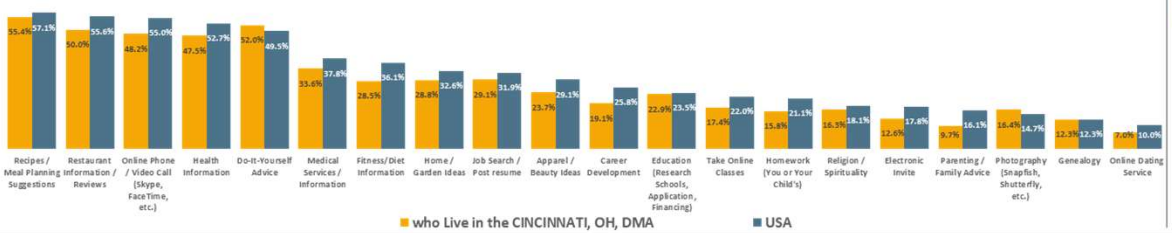
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 25,039



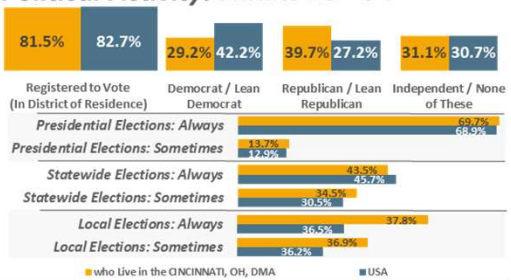
P25-54

.7% or 928,326 of USA Adults 25 - 54 Live in the CINCINNATI, OH, DMA.
Adults 25 - 54 who Live in the CINCINNATI, OH, DMA are 5.% more likely to look up D-I-Y advice online, 3.3% more likely to always vote in local elections, 23.% less likely to belong to a gym, 15.6% less likely to fly domestic past yr.

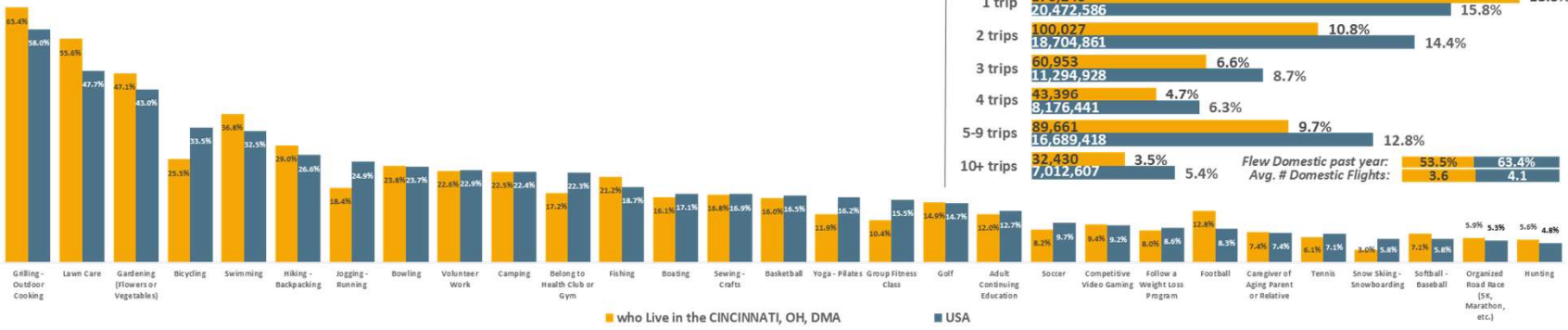
Top-20 past 30-days Online Lifestyle Activites: Adults 25 - 54



Political Activity: Adults 25 - 54



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



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

USA USA DMA Projection Scarborough R2 2025: Sep24-Jul25 Qual Intab 2,033

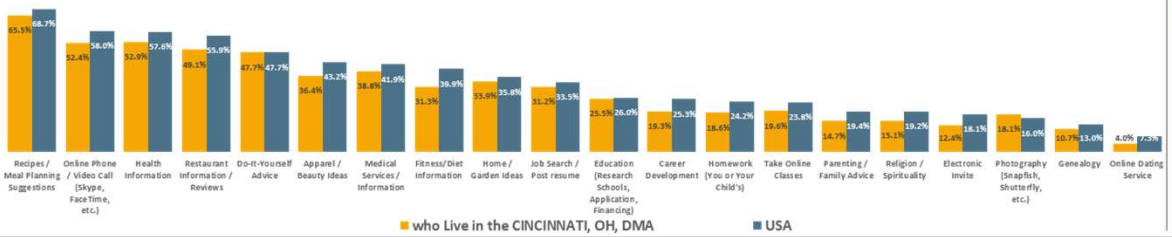
All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 25,039

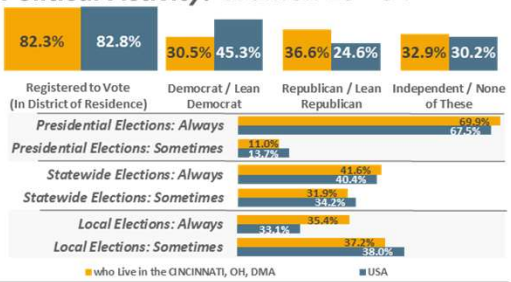


.7% or 461,827 of USA Women 25 - 54 Live in the CINCINNATI, OH, DMA.
Women 25 - 54 who Live in the CINCINNATI, OH, DMA are .1% less likely to look up D-I-Y advice online, 7.1% more likely to always vote in local elections, 19.% less likely to belong to a gym, 18.3% less likely to fly domestic past yr.

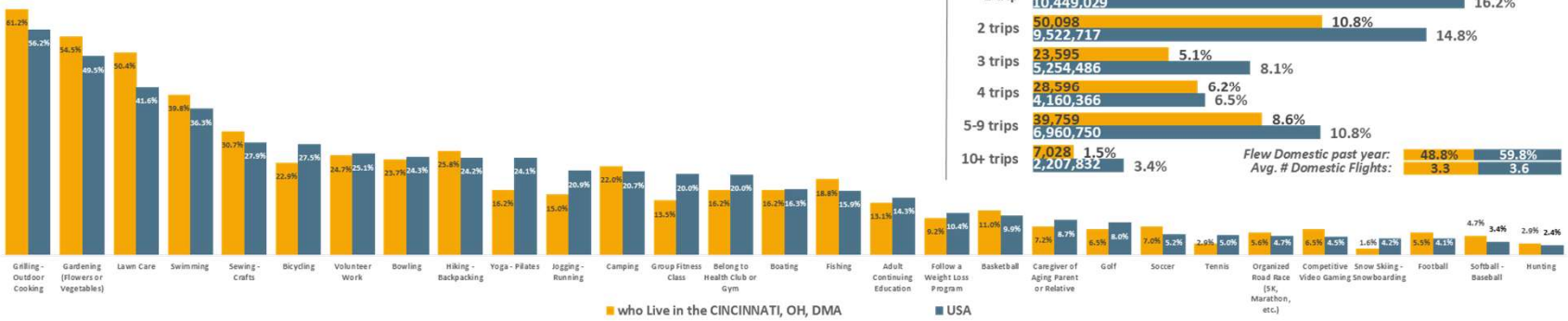
Top-20 past 30-days Online Lifestyle Activites: Women 25 - 54



Political Activity: Women 25 - 54



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



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

USA USA DMA Projection Scarborough R2 2025: Sep24-Jul25 Qual Intab 2,033

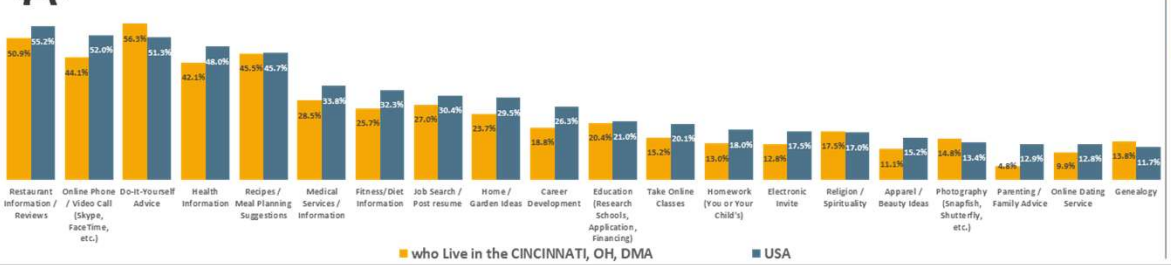
All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 25,039

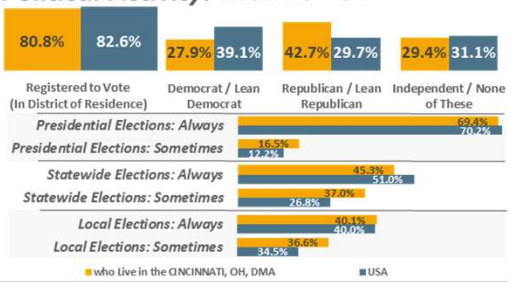


.7% or 466,499 of USA Men 25 - 54 Live in the CINCINNATI, OH, DMA.
Men 25 - 54 who Live in the CINCINNATI, OH, DMA are 9.8% more likely to look up D-I-Y advice online, .3% more likely to always vote in local elections, 26.3% less likely to belong to a gym, 13.2% less likely to fly domestic past yr.

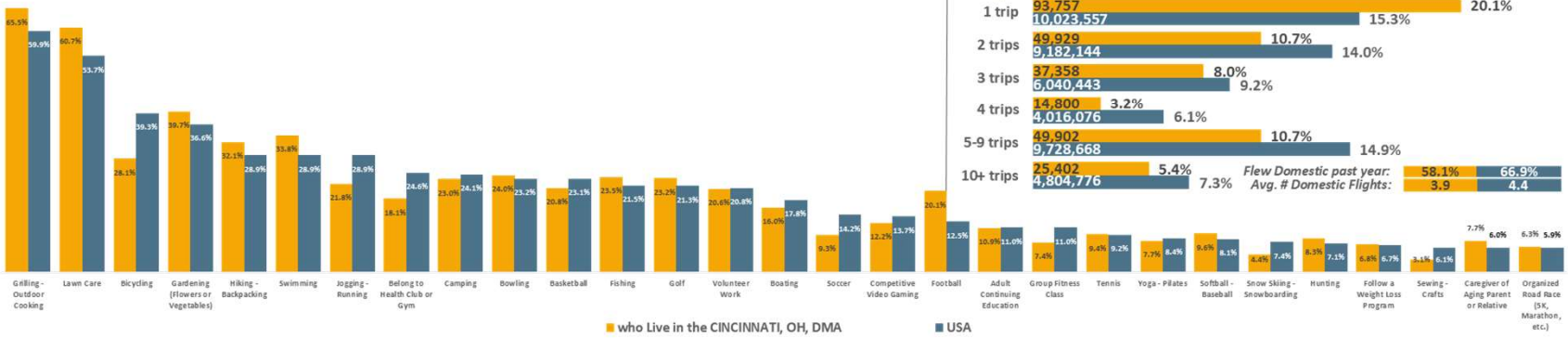
Top-20 past 30-days Online Lifestyle Activites: Men 25 - 54



Political Activity: Men 25 - 54



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



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

USA USA DMA Projection Scarborough R2 2025: Sep24-Jul25 Qual Intab 2,033

All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

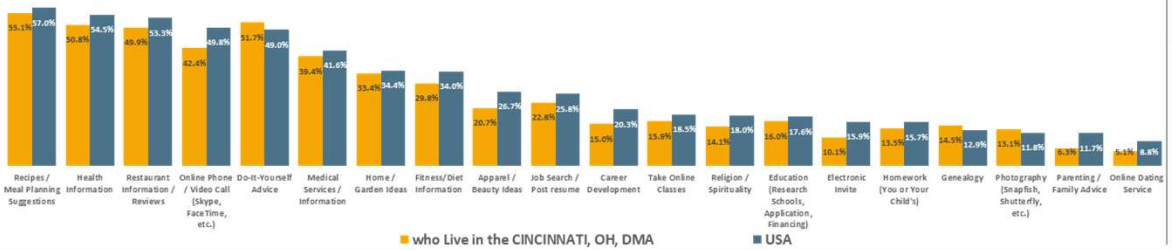
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 25,039



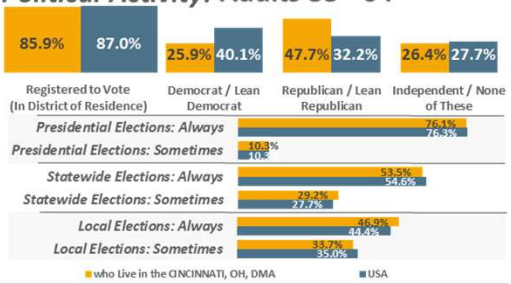
P35-64

.7% or 923,238 of USA Adults 35 - 64 Live in the CINCINNATI, OH, DMA.
Adults 35 - 64 who Live in the CINCINNATI, OH, DMA are 5.5% more likely to look up D-I-Y advice online, 5.7% more likely to always vote in local elections, 23.% less likely to belong to a gym, 16.% less likely to fly domestic past yr.

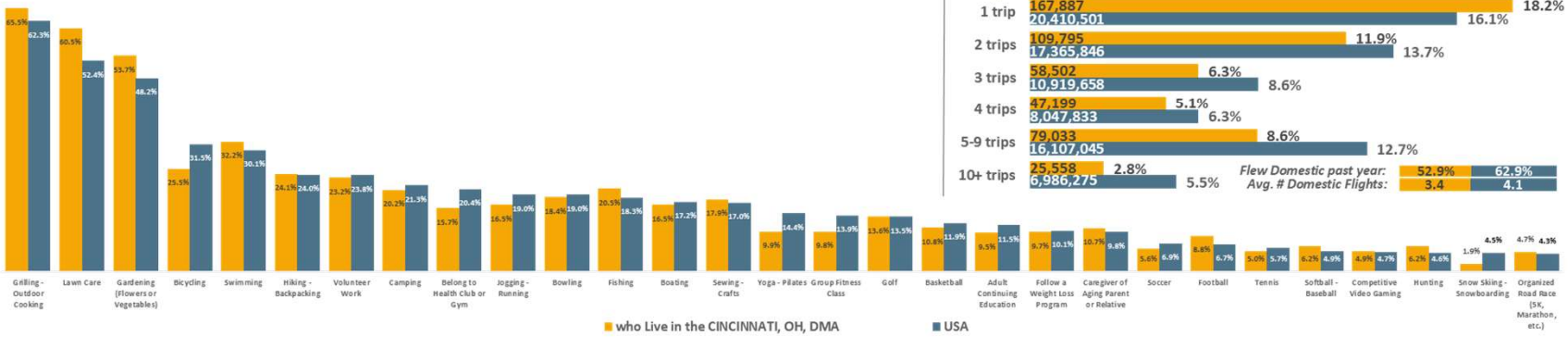
Top-20 past 30-days Online Lifestyle Activites: Adults 35 - 64



Political Activity: Adults 35 - 64



Top-30 past 12-months Active Lifestyle Activites: Adults 35 - 64



Past 12-months Domestic Airline Trips: Adults 35 - 64

USA USA DMA Projection Scarborough R2 2025: Sep24-Jul25 Qual Intab 2,033

All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 25,039

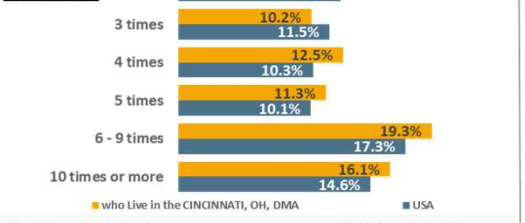


P18+

.7% or 1,933,484 of USA Adults 18 or older Live in the CINCINNATI, OH, DMA.
Adults 18 or older who Live in the CINCINNATI, OH, DMA are 3.% more likely to use QSRs past mo., 5.5% more likely to use Sit-Down Restaurants past mo., 8.2% more likely to use Casinos past yr., 47.2% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



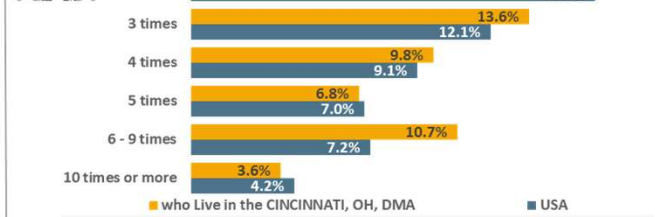


Total Monthly QSR Users:
86.9% 84.4%
1,680,883 221,201,340

Avg. Monthly QSR Meals:
6.3 6.0

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





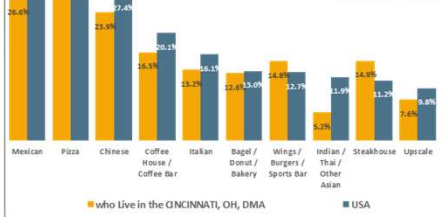
Total Monthly Sit-Down Restaurant Users:
76.4% 72.4%
1,476,397 189,722,485

Avg. Monthly Sit-Down Restaurant Meals:
3.9 3.8

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)





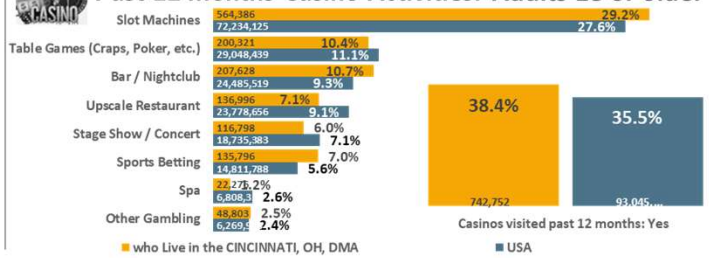
Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
who Live in the CINCINNATI, OH, DMA 366,382 18.9%
USA 19.6%

Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



USA *USA DMA Projection* *Scarborough R2 2025: Sep24-Jul25* *Qual Intab* *2,033*

All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Projection *Scarborough R1 2024: Jan23-Aug24* *Qual Intab* *25,039*

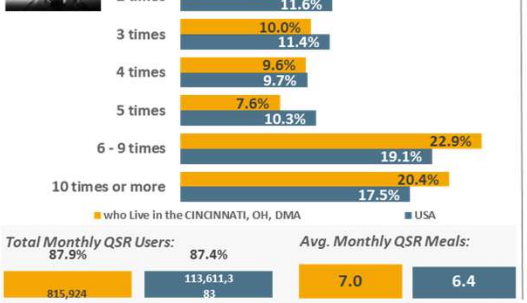


P25-54

.7% or 928,326 of USA Adults 25 - 54 Live in the CINCINNATI, OH, DMA.
Adults 25 - 54 who Live in the CINCINNATI, OH, DMA are .5% more likely to use QSRs past mo., 1.2% less likely to use Sit-Down Restaurants past mo., 19.8% more likely to use Casinos past yr., 54.5% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 25 - 54



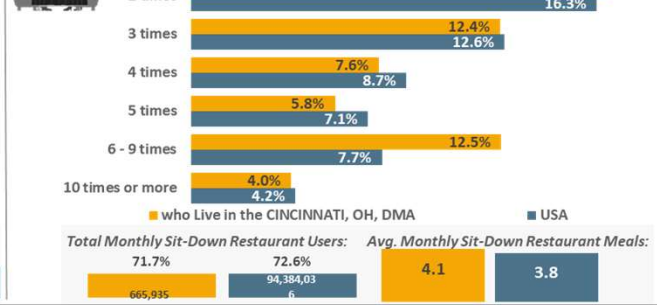


Total Monthly QSR Users:

Avg. Monthly QSR Meals:

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





Total Monthly Sit-Down Restaurant Users:

Avg. Monthly Sit-Down Restaurant Meals:

Top-10 Cuisines: Adults 25 - 54

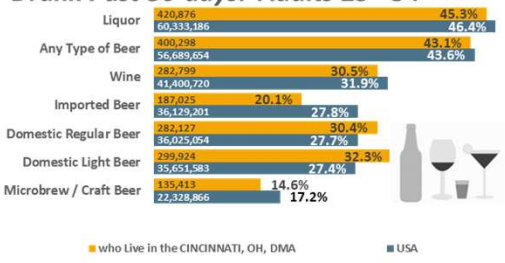
(Sit-Down Restaurants Used Past 30-days)



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

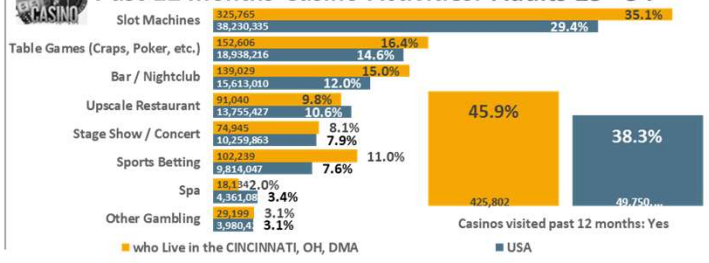


Drank Past 30-days: Adults 25 - 54



Past 12 months Casino Activities: Adults 25 - 54





Used Past 30-days: Adults 25 - 54



USA USA DMA Projection Scarborough R2 2025: Sep24-Jul25 Qual Intab 2,033

All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 25,039



.7% or 461,827 of USA Women 25 - 54 Live in the CINCINNATI, OH, DMA.
Women 25 - 54 who Live in the CINCINNATI, OH, DMA are 3.8% more likely to use QSRs past mo., 1.9% more likely to use Sit-Down Restaurants past mo., 12.% more likely to use Casinos past yr., 58.9% more likely to smoke cigarettes.

Past 30-days QSR Users: Women 25 - 54



Total Monthly QSR Users:
91.7%
423,605
88.4%
56,986,366

Avg. Monthly QSR Meals:
7.1
6.4

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



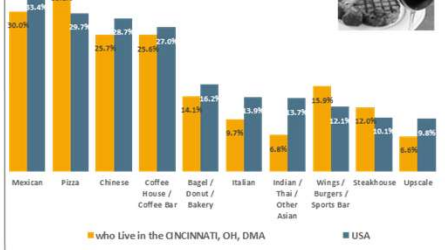
Total Monthly Sit-Down Restaurant Users:
73.9%
341,118
72.5%
46,761,392

Avg. Monthly Sit-Down Restaurant Meals:
3.8
3.6

Top-10 Cuisines: Women 25 - 54

(Sit-Down Restaurants Used Past 30-days)





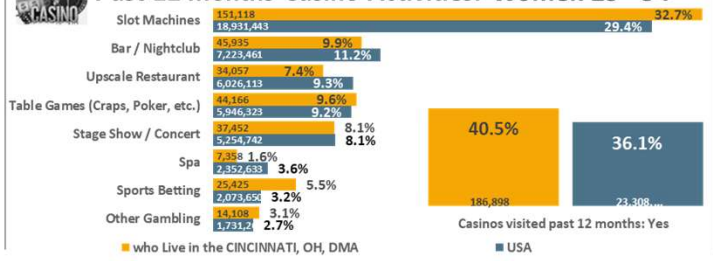
Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
who Live in the CINCINNATI, OH, DMA 114,025 24.7%
USA 26.3%

Drank Past 30-days: Women 25 - 54



Past 12 months Casino Activities: Women 25 - 54





Used Past 30-days: Women 25 - 54



USA *USA DMA Projection* *Scarborough R2 2025: Sep24-Jul25* *Qual Intab* *2,033*

All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Projection *Scarborough R1 2024: Jan23-Aug24* *Qual Intab* *25,039*



M25-54

.7% or 466,499 of USA Men 25 - 54 Live in the CINCINNATI, OH, DMA.
Men 25 - 54 who Live in the CINCINNATI, OH, DMA are 2.8% less likely to use QSRs past mo., 4.3% less likely to use Sit-Down Restaurants past mo., 26.7% more likely to use Casinos past yr., 50.7% more likely to smoke cigarettes.

Past 30-days QSR Users: Men 25 - 54



Total Monthly QSR Users:

84.1% | 86.5%

392,319 | 56,625,018

Avg. Monthly QSR Meals:

6.8 | 6.5

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



Total Monthly Sit-Down Restaurant Users:

69.6% | 72.8%

324,817 | 47,622,644

Avg. Monthly Sit-Down Restaurant Meals:

4.5 | 4.0

Top-10 Cuisines: Men 25 - 54

(Sit-Down Restaurants Used Past 30-days)

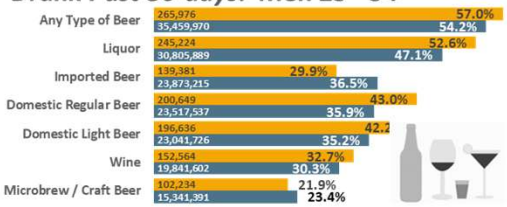


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)

who Live in the CINCINNATI, OH, DMA 104,407 22.4%

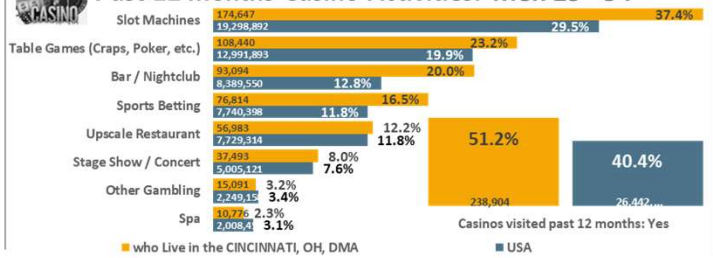
USA 23.7%

Drank Past 30-days: Men 25 - 54



Past 12 months Casino Activities: Men 25 - 54





Used Past 30-days: Men 25 - 54



USA *USA DMA Projection* *Scarborough R2 2025: Sep24-Jul25* *Qual Intab* *2,033*

All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Projection *Scarborough R1 2024: Jan23-Aug24* *Qual Intab* *25,039*



P35-64

.7% or 923,238 of USA Adults 35 - 64 Live in the CINCINNATI, OH, DMA.
Adults 35 - 64 who Live in the CINCINNATI, OH, DMA are 1.5% less likely to use QSRs past mo., 4.8% less likely to use Sit-Down Restaurants past mo., 8.2% more likely to use Casinos past yr., 39.5% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 35 - 64



Total Monthly QSR Users:
85.6% 86.9%
790,077 110,255,23

Avg. Monthly QSR Meals:
6.4 6.2

Past 30-days Sit-Down Restaurant Users: Adults 35 - 64



Total Monthly Sit-Down Restaurant Users:
70.5% 74.1%
651,021 94,032,124

Avg. Monthly Sit-Down Restaurant Meals:
4.1 3.8

Top-10 Cuisines: Adults 35 - 64

(Sit-Down Restaurants Used Past 30-days)



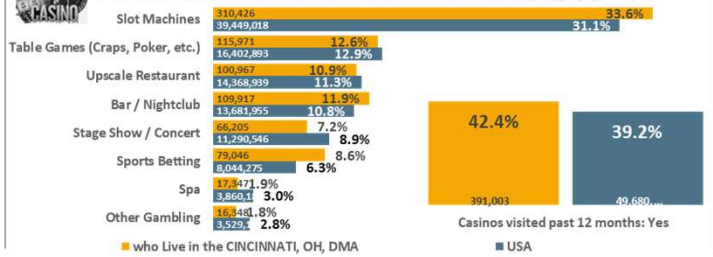
Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
who Live in the CINCINNATI, OH, DMA 157,766 17.1%
USA 20.5%

Drank Past 30-days: Adults 35 - 64



Past 12 months Casino Activities: Adults 35 - 64





Used Past 30-days: Adults 35 - 64



USA *USA DMA Projection* *Scarborough R2 2025: Sep24-Jul25* *Qual Intab* *2,033*

All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

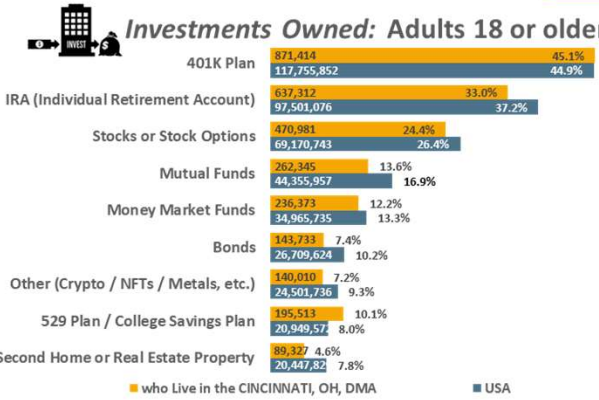
USA Projection *Scarborough R1 2024: Jan23-Aug24* *Qual Intab* *25,039*



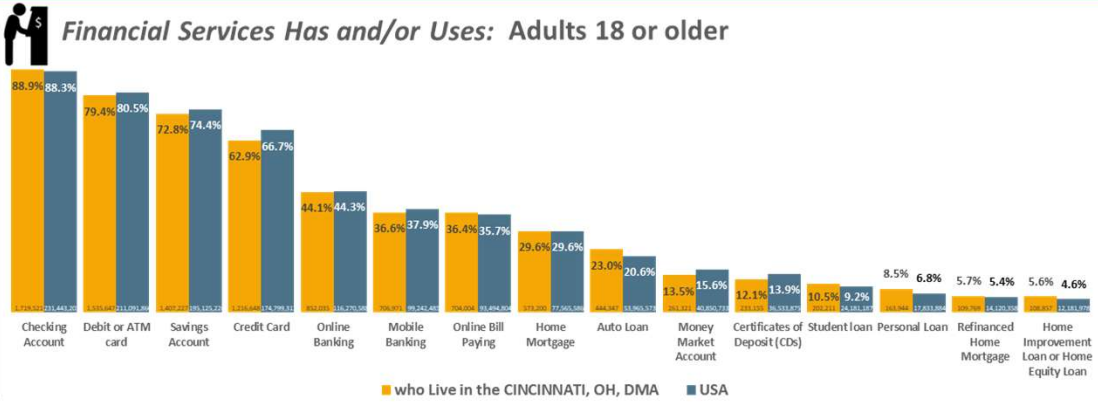
P18+

.7% or 1,933,484 of USA Adults 18 or older Live in the CINCINNATI, OH, DMA.
Adults 18 or older who Live in the CINCINNATI, OH, DMA are .3% more likely to have a 401K, 11.6% more likely to have an Auto Loan, 17.9% less likely to Invest/Trade Stocks Online, 4.9% less likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



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

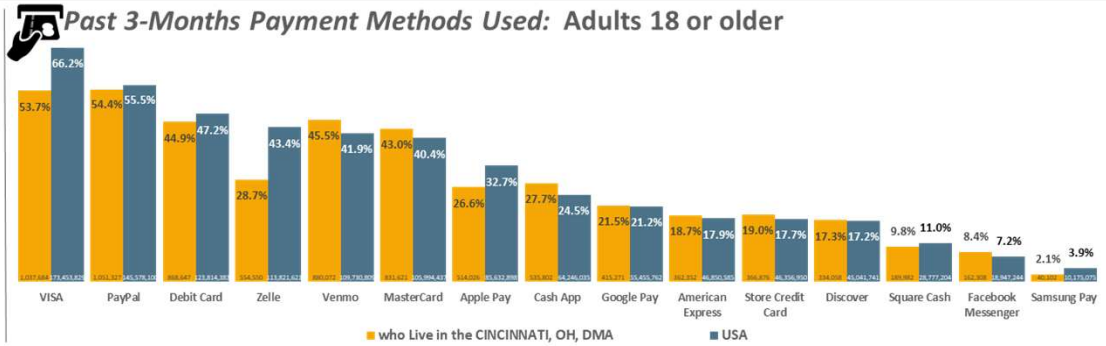


Professional Services Used:* Adults 18 or older



*(*Past 12 Months)*

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



USA USA DMA Projection Scarborough R2 2025: Sep24-Jul25 Qual Intab 2,033

All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

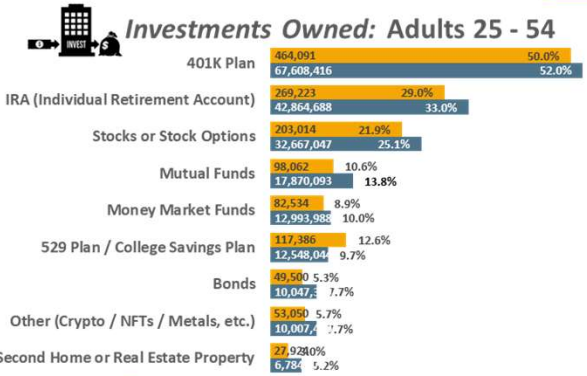
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 25,039



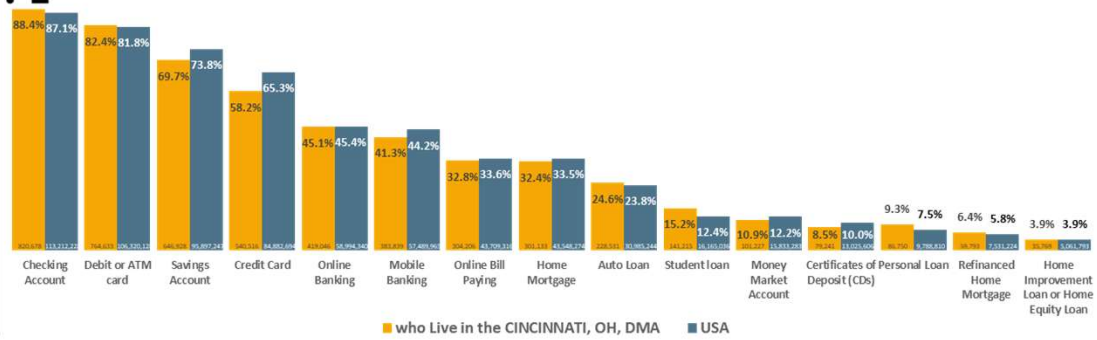
P25-54

.7% or 928,326 of USA Adults 25 - 54 Live in the CINCINNATI, OH, DMA.
Adults 25 - 54 who Live in the CINCINNATI, OH, DMA are 3.9% less likely to have a 401K, 3.2% more likely to have an Auto Loan, 22.9% less likely to Invest/Trade Stocks Online, .3% less likely to pay with their Debit Card.

Investments Owned: Adults 25 - 54



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

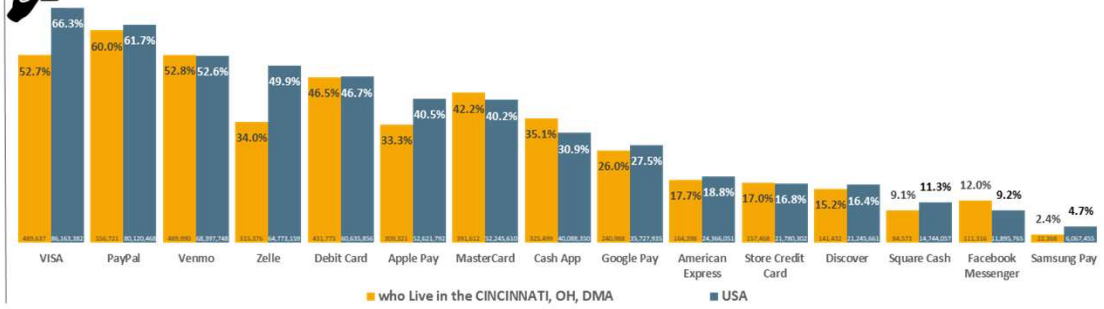


Professional Services Used:* Adults 25 - 54



*(*Past 12 Months)*

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



USA USA DMA Projection Scarborough R2 2025: Sep24-Jul25 Qual Intab 2,033

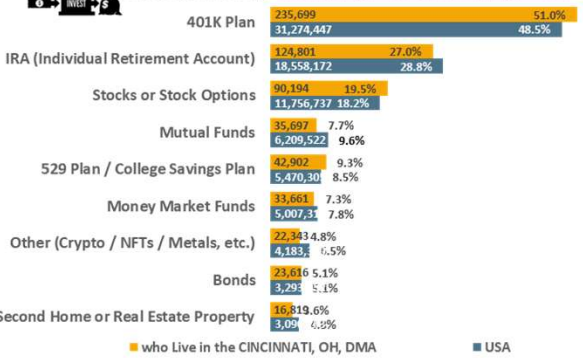
All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 25,039

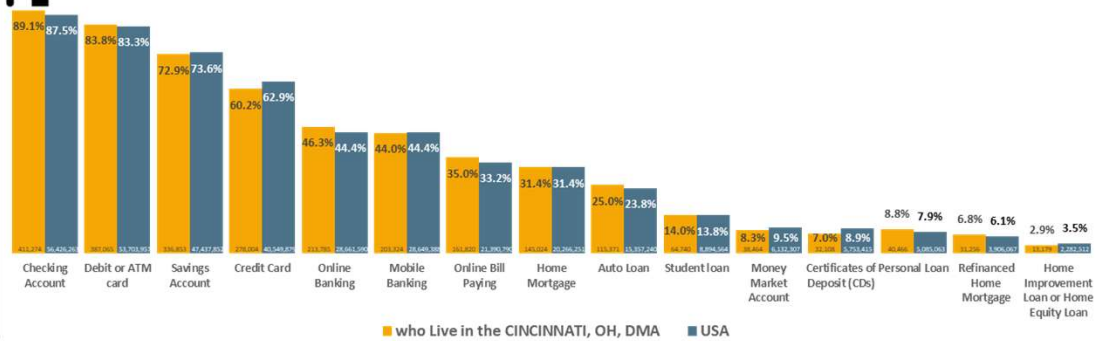


.7% or 461,827 of USA Women 25 - 54 Live in the CINCINNATI, OH, DMA.
Women 25 - 54 who Live in the CINCINNATI, OH, DMA are 5.2% more likely to have a 401K, 4.9% more likely to have an Auto Loan, 7.3% less likely to Invest/Trade Stocks Online, 2.% less likely to pay with their Debit Card.

Investments Owned: Women 25 - 54



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

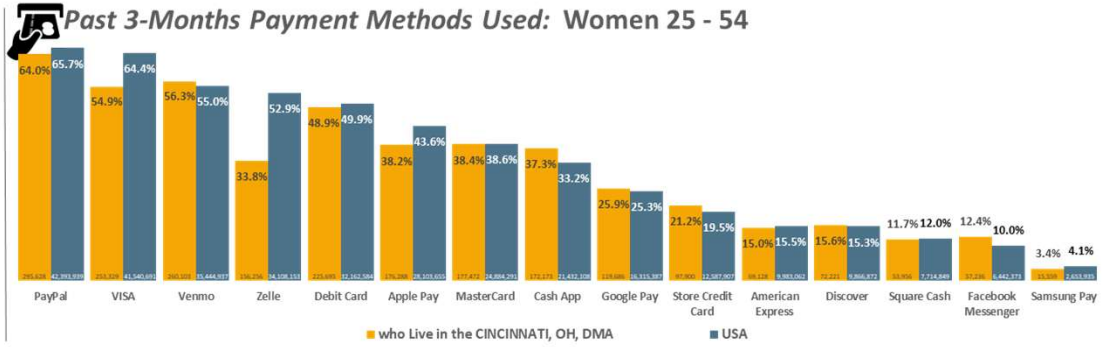


Professional Services Used:* Women 25 - 54



*(*Past 12 Months)*

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



USA USA DMA Projection Scarborough R2 2025: Sep24-Jul25 Qual Intab 2,033

All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

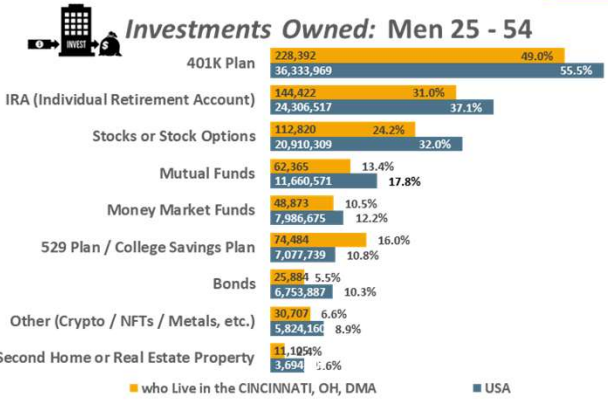
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 25,039



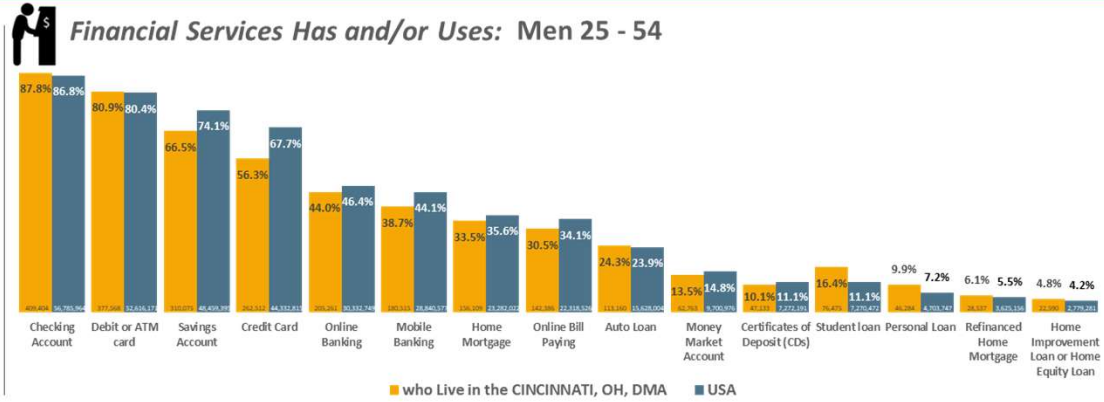
M25-54

.7% or 466,499 of USA Men 25 - 54 Live in the CINCINNATI, OH, DMA.
Men 25 - 54 who Live in the CINCINNATI, OH, DMA are 11.8% less likely to have a 401K, 1.6% more likely to have an Auto Loan, 30.% less likely to Invest/Trade Stocks Online, 1.5% more likely to pay with their Debit Card.

Investments Owned: Men 25 - 54



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

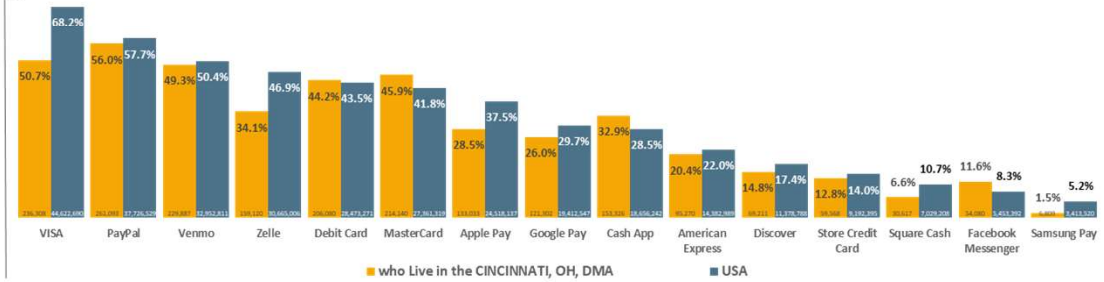


Professional Services Used:* Men 25 - 54



*(*Past 12 Months)*

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



USA USA DMA Projection Scarborough R2 2025: Sep24-Jul25 Qual Intab 2,033

All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

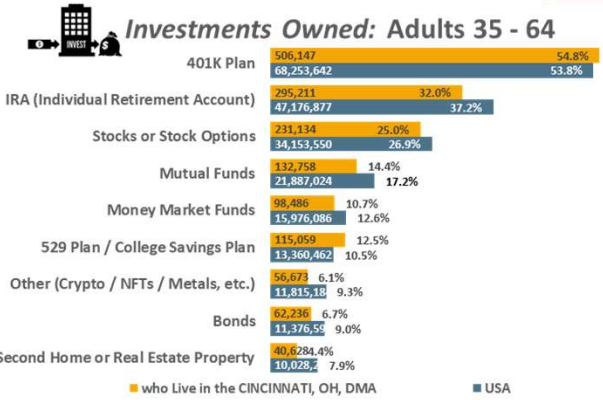
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 25,039



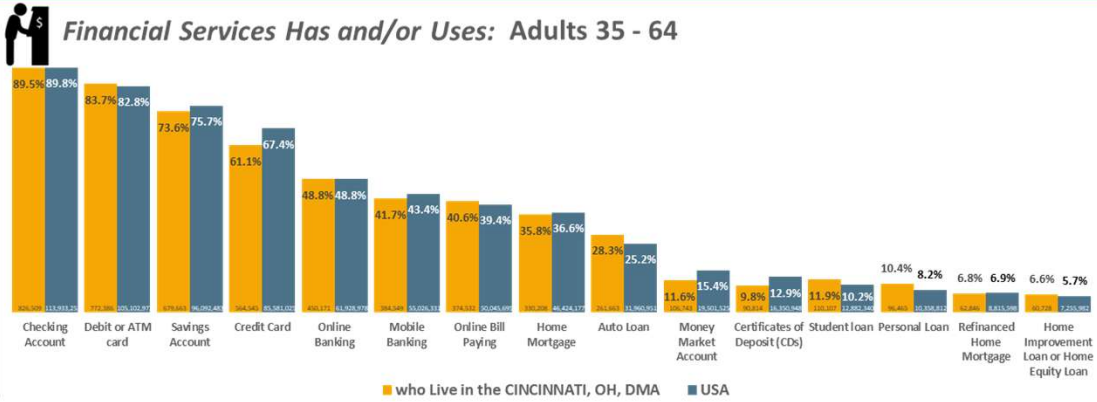
P35-64

.7% or 923,238 of USA Adults 35 - 64 Live in the CINCINNATI, OH, DMA.
Adults 35 - 64 who Live in the CINCINNATI, OH, DMA are 1.9% more likely to have a 401K, 12.5% more likely to have an Auto Loan, 16.2% less likely to Invest/Trade Stocks Online, 1.1% less likely to pay with their Debit Card.

Investments Owned: Adults 35 - 64



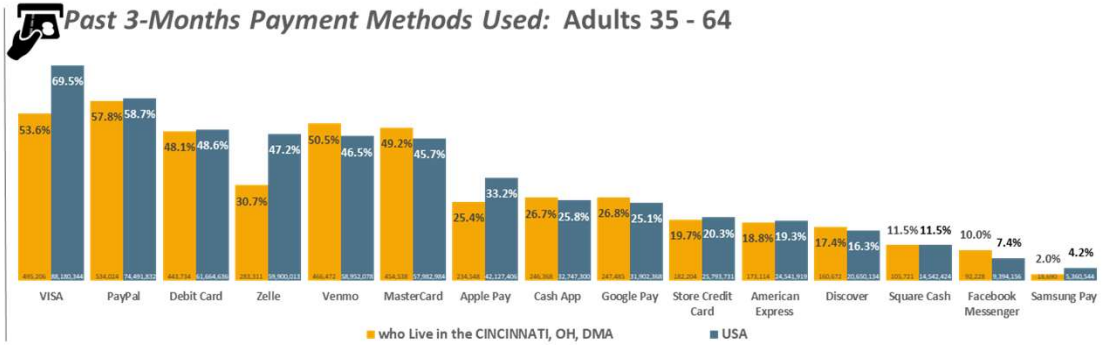
Financial Services Has and/or Uses: Adults 35 - 64



Professional Services Used:* Adults 35 - 64



Past 3-Months Payment Methods Used: Adults 35 - 64



USA USA DMA Projection Scarborough R2 2025: Sep24-Jul25 Qual Intab 2,033

All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

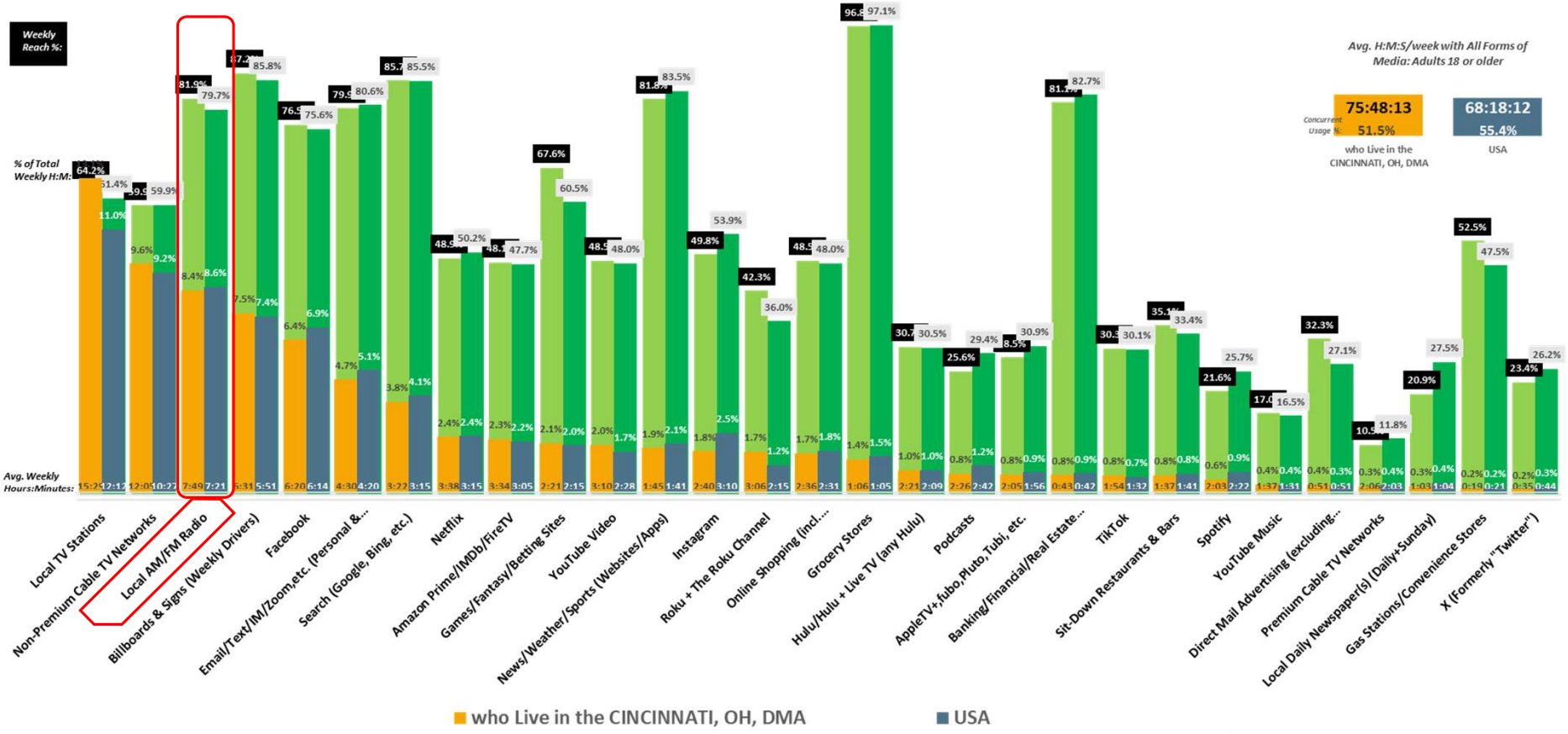
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 25,039



P18+

Adults 18 or older who Live in the CINCINNATI, OH, DMA spend an average of 3 days, 3 hours, 48 minutes and 13 seconds each week with All Forms of Media.

81.9% of Adults 18 or older who Live in the CINCINNATI, OH, DMA spend an avg. of 7 hours and 49 minutes each week listening to All Local AM/FM Radio, representing 8.4% of total time spent with all forms of Media.



USA USA DMA Projection Scarborough R2 2025: Sep24-Jul25 Qual Intab 2,033 USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 25,039

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

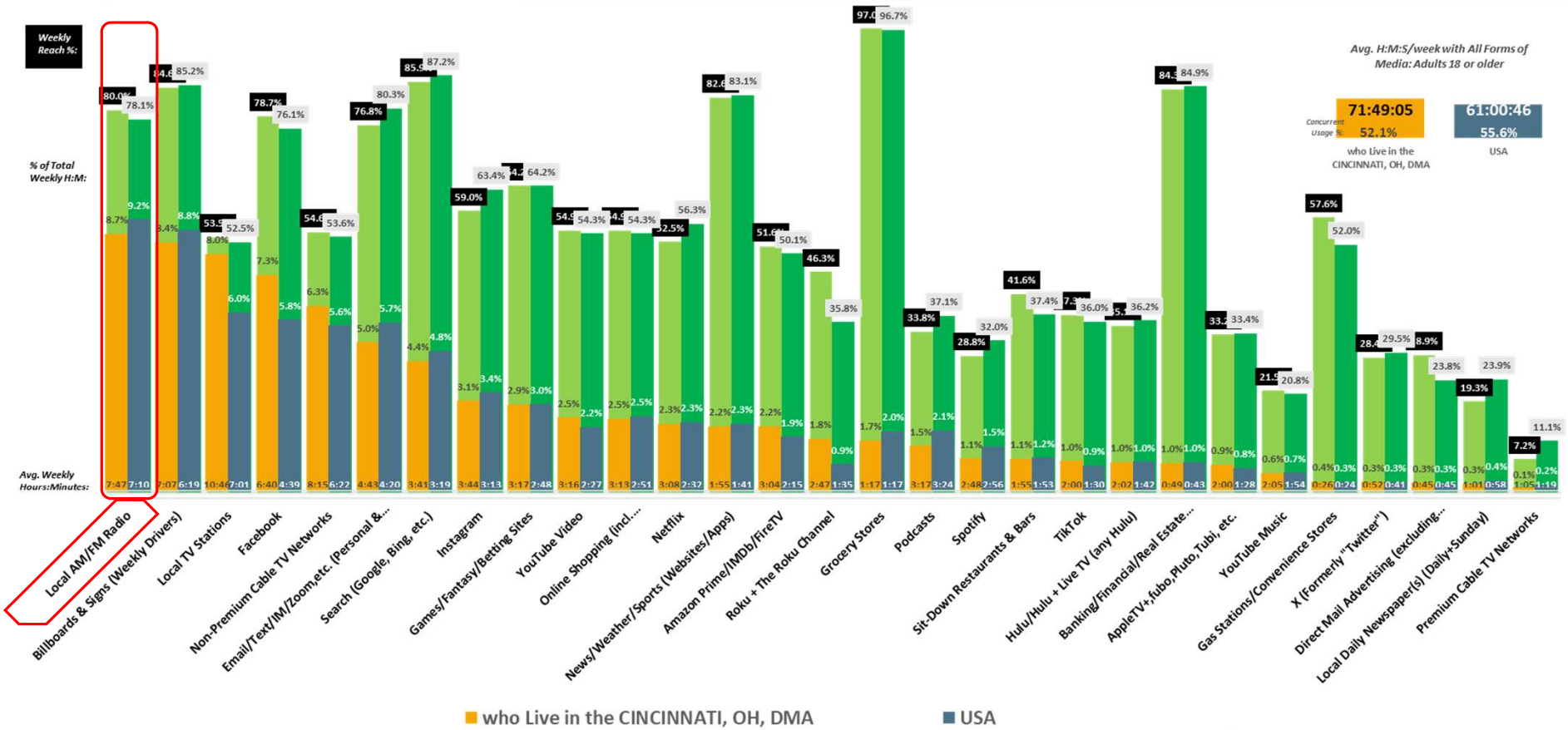
Hubbard BROADCASTING — Share of Everything for Anything ©



P25-54

Adults 25 - 54 who Live in the CINCINNATI, OH, DMA spend an average of 2 days, 23 hours, 49 minutes and 5 seconds each week with All Forms of Media.

80.% of Adults 25 - 54 who Live in the CINCINNATI, OH, DMA spend an avg. of 7 hours and 47 minutes each week listening to All Local AM/FM Radio, representing 8.7% of total time spent with all forms of Media.



USA USA DMA Projection Scarborough R2 2025: Sep24-Jul25 Qual Intab 2,033 USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 25,039

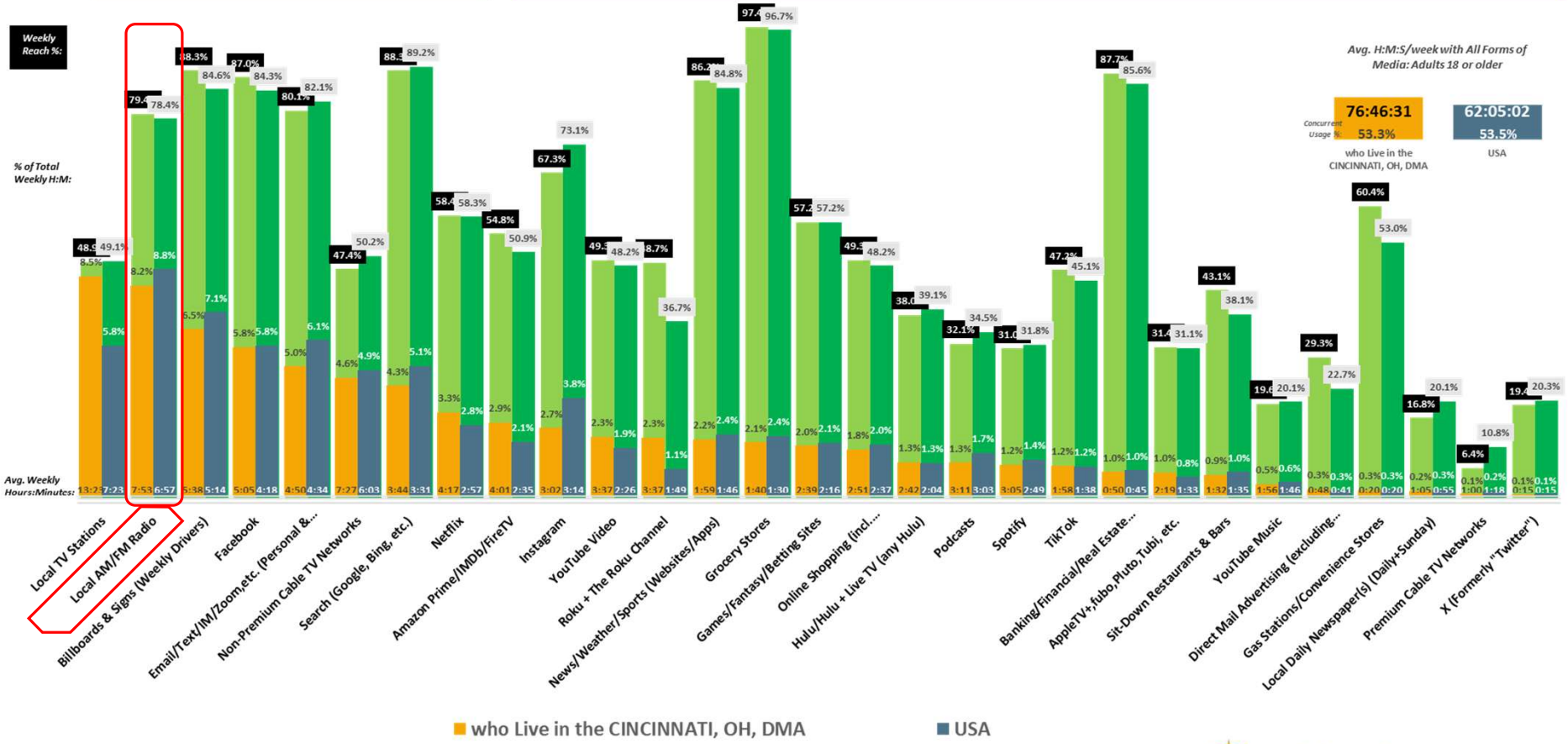
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Hubbard BROADCASTING Share of Everything for Anything ©



Women 25 - 54 who Live in the CINCINNATI, OH, DMA spend an average of 3 days, 4 hours, 46 minutes and 31 seconds each week with All Forms of Media.

79.4% of Women 25 - 54 who Live in the CINCINNATI, OH, DMA spend an avg. of 7 hours and 53 minutes each week listening to All Local AM/FM Radio, representing 8.2% of total time spent with all forms of Media.



USA USA DMA Projection Scarborough R2 2025: Sep24-Jul25 Qual Intab 2,033 USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 25,039

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

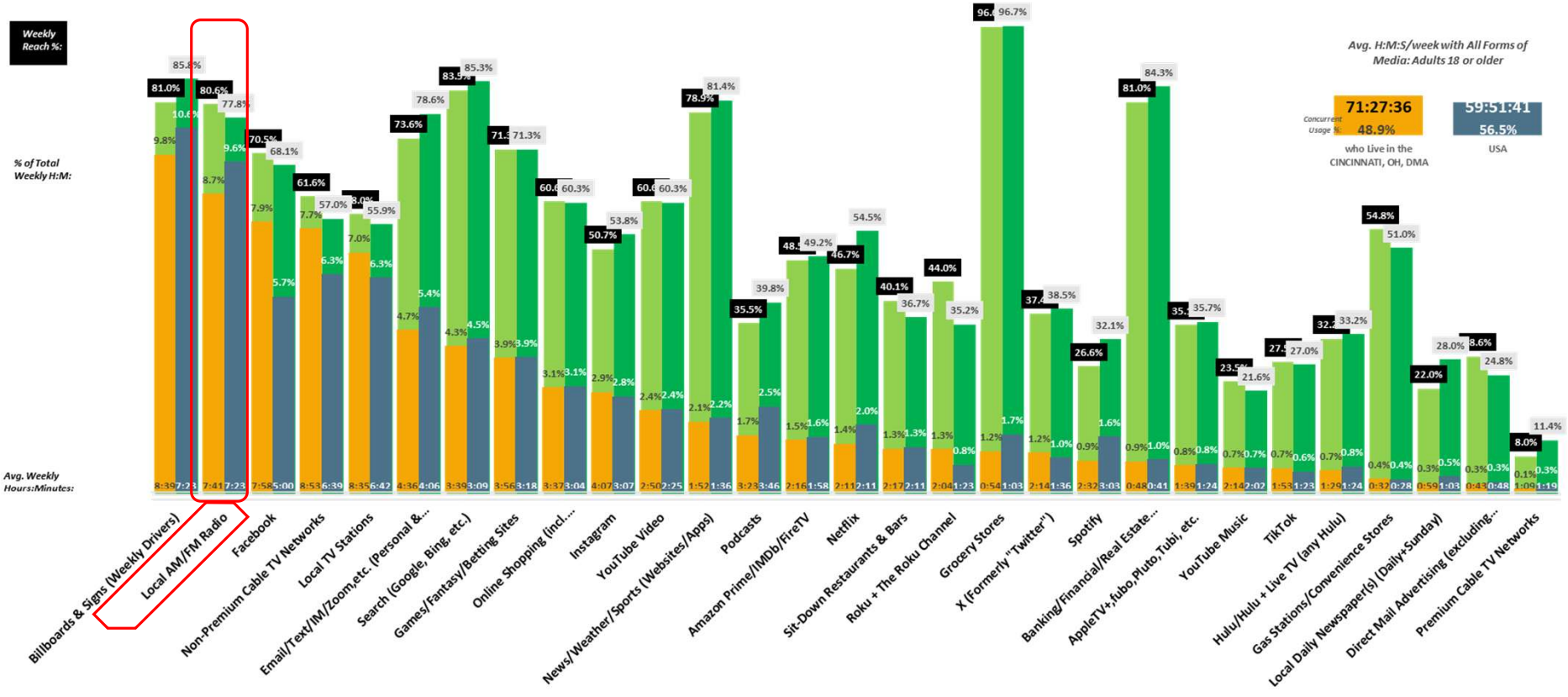
Hubbard BROADCASTING Share of Everything for Anything ©



M25-54

Men 25 - 54 who Live in the CINCINNATI, OH, DMA spend an average of 2 days, 23 hours, 27 minutes and 36 seconds each week with All Forms of Media.

80.6% of Men 25 - 54 who Live in the CINCINNATI, OH, DMA spend an avg. of 7 hours and 41 minutes each week listening to All Local AM/FM Radio, representing 8.7% of total time spent with all forms of Media.



USA USA DMA Projection Scarborough R2 2025: Sep24-Jul25 Qual Intab 2,033 USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 25,039

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

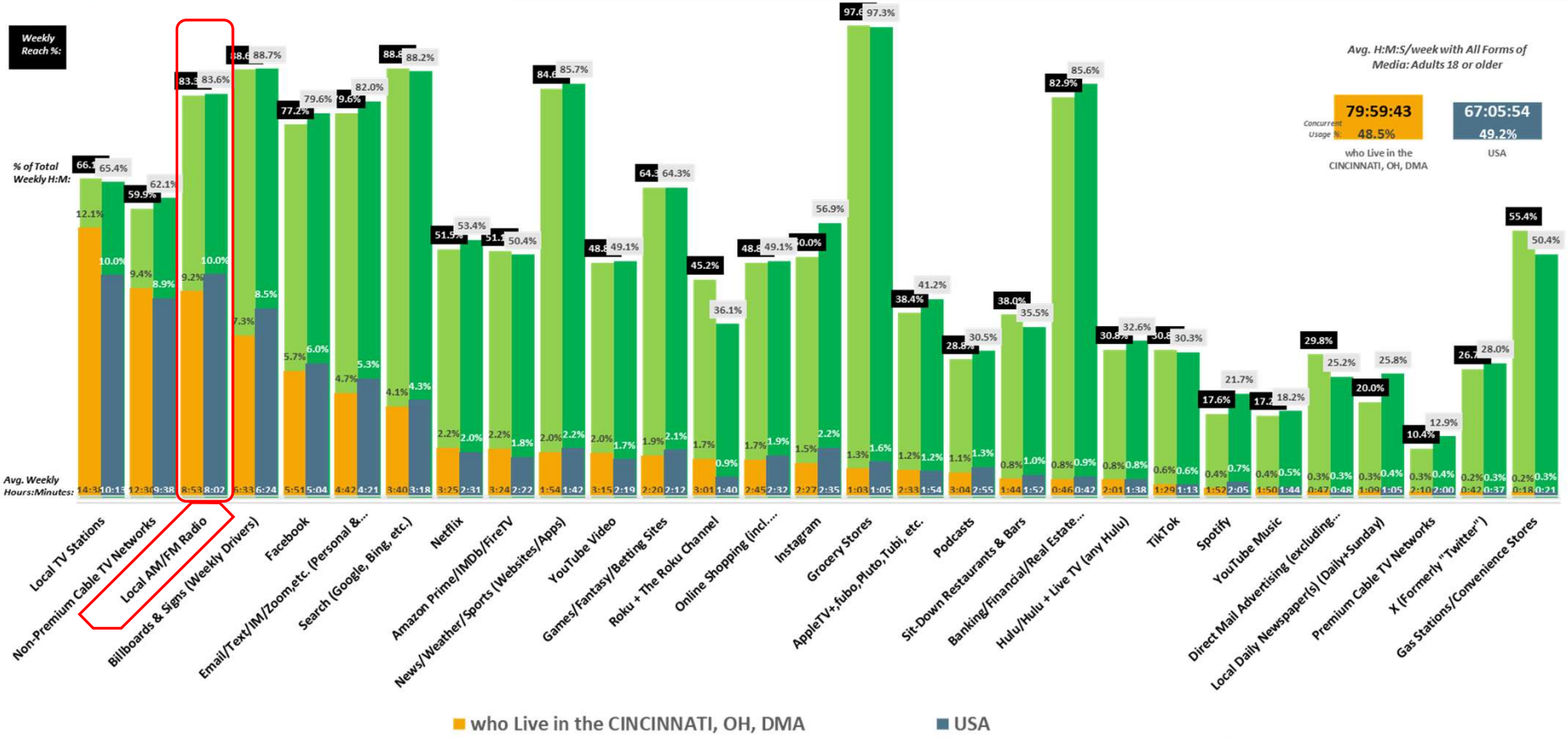
Hubbard BROADCASTING Share of Everything for Anything ©



P35-64

Adults 35 - 64 who Live in the CINCINNATI, OH, DMA spend an average of 3 days, 7 hours, 59 minutes and 43 seconds each week with All Forms of Media.

83.3% of Adults 35 - 64 who Live in the CINCINNATI, OH, DMA spend an avg. of 8 hours and 53 minutes each week listening to All Local AM/FM Radio, representing 9.2% of total time spent with all forms of Media.



USA USA DMA Projection Scarborough R2 2025: Sep24-Jul25 Qual Intab 2,033 USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 25,039

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

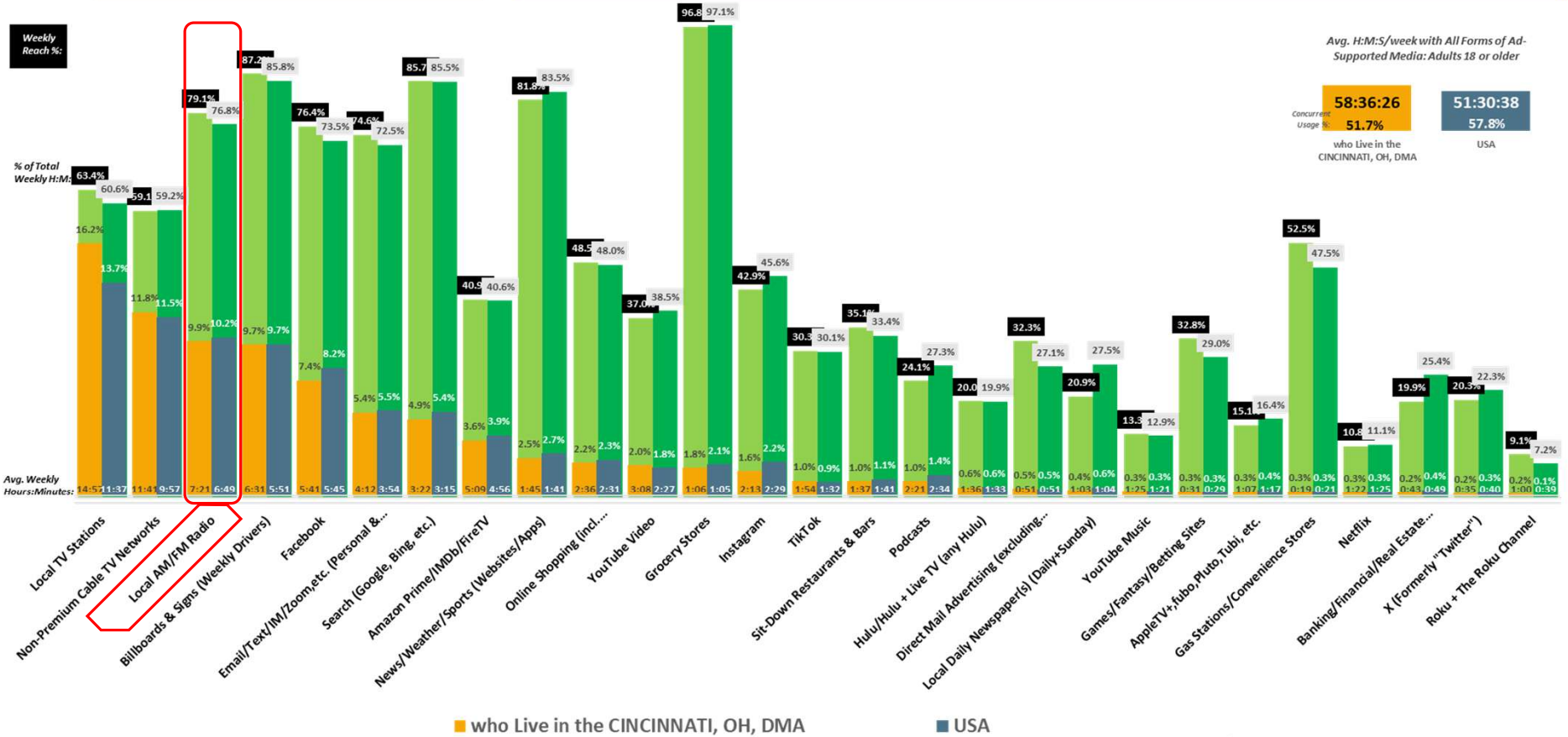
Hubbard BROADCASTING Share of Everything for Anything ©



P18+

Adults 18 or older who Live in the CINCINNATI, OH, DMA spend an average of 2 days, 10 hours, 36 minutes and 26 seconds each week with All Forms of Ad-Supported Media.

79.1% of Adults 18 or older who Live in the CINCINNATI, OH, DMA spend an avg. of 7 hours and 21 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.9% of total time spent with all forms of Ad-Supported Media.



USA USA DMA Projection Scarborough R2 2025: Sep24-Jul25 Qual Intab 2,033 USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 25,039

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

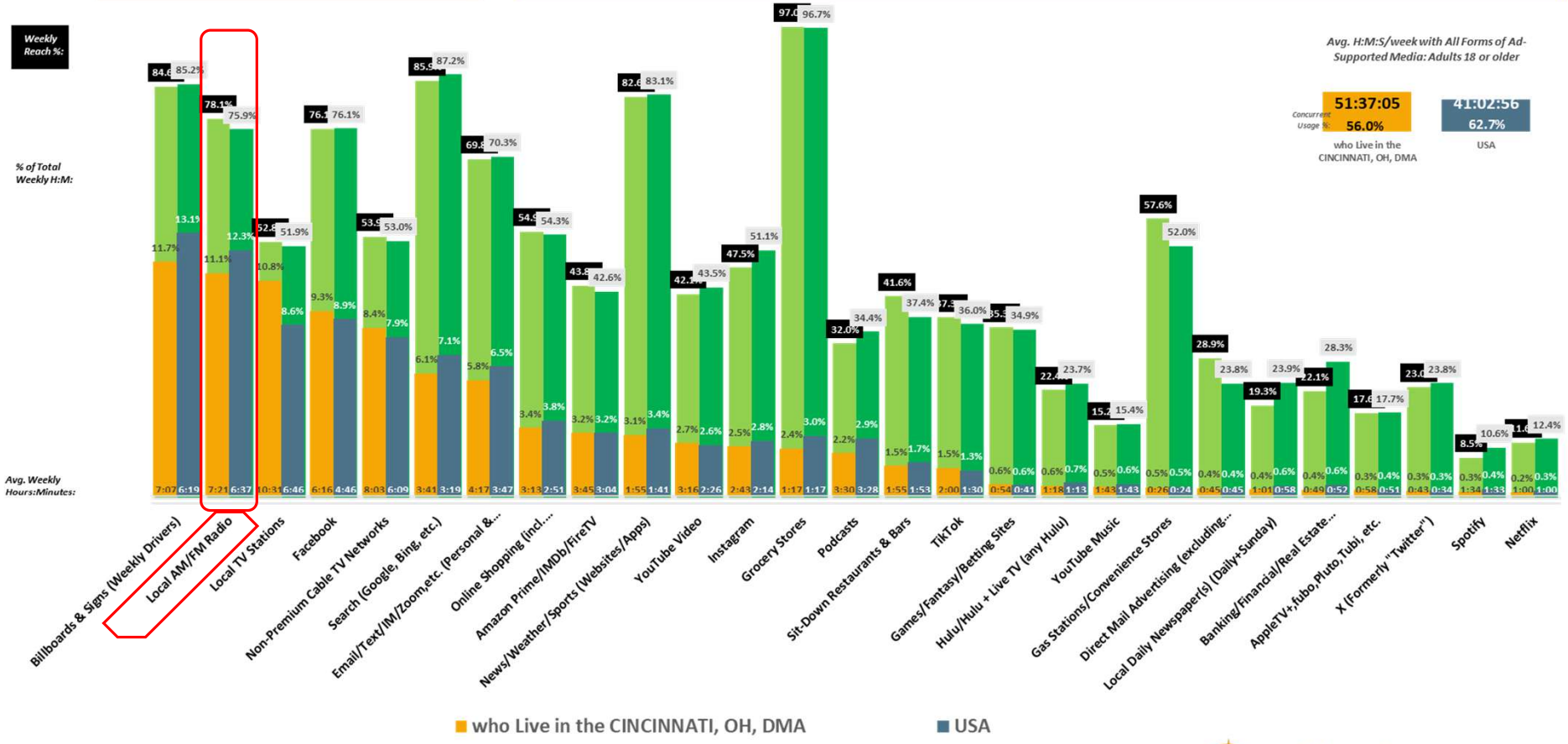
Hubbard BROADCASTING Share of Everything for Anything ©



P25-54

Adults 25 - 54 who Live in the CINCINNATI, OH, DMA spend an average of 2 days, 3 hours, 37 minutes and 5 seconds each week with All Forms of Ad-Supported Media.

78.1% of Adults 25 - 54 who Live in the CINCINNATI, OH, DMA spend an avg. of 7 hours and 21 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.1% of total time spent with all forms of Ad-Supported Media.



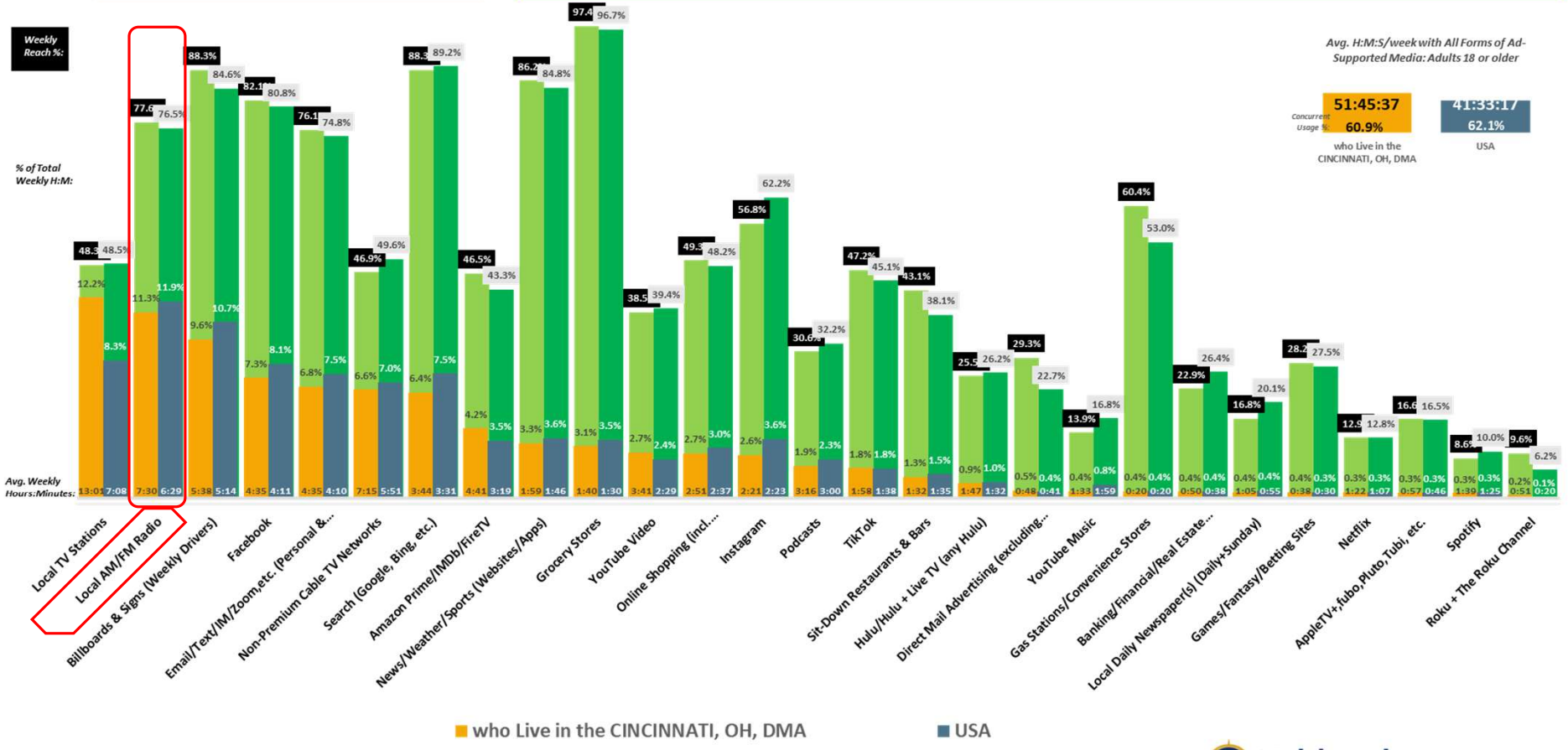
USA USA DMA Projection Scarborough R2 2025: Sep24-Jul25 Qual Intab 2,033 USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 25,039
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Hubbard BROADCASTING Share of Everything for Anything ©



Women 25 - 54 who Live in the CINCINNATI, OH, DMA spend an average of 2 days, 3 hours, 45 minutes and 37 seconds each week with All Forms of Ad-Supported Media.

77.6% of Women 25 - 54 who Live in the CINCINNATI, OH, DMA spend an avg. of 7 hours and 30 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.3% of total time spent with all forms of Ad-Supported Media.



USA USA DMA Projection Scarborough R2 2025: Sep24-Jul25 Qual Intab 2,033 USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 25,039

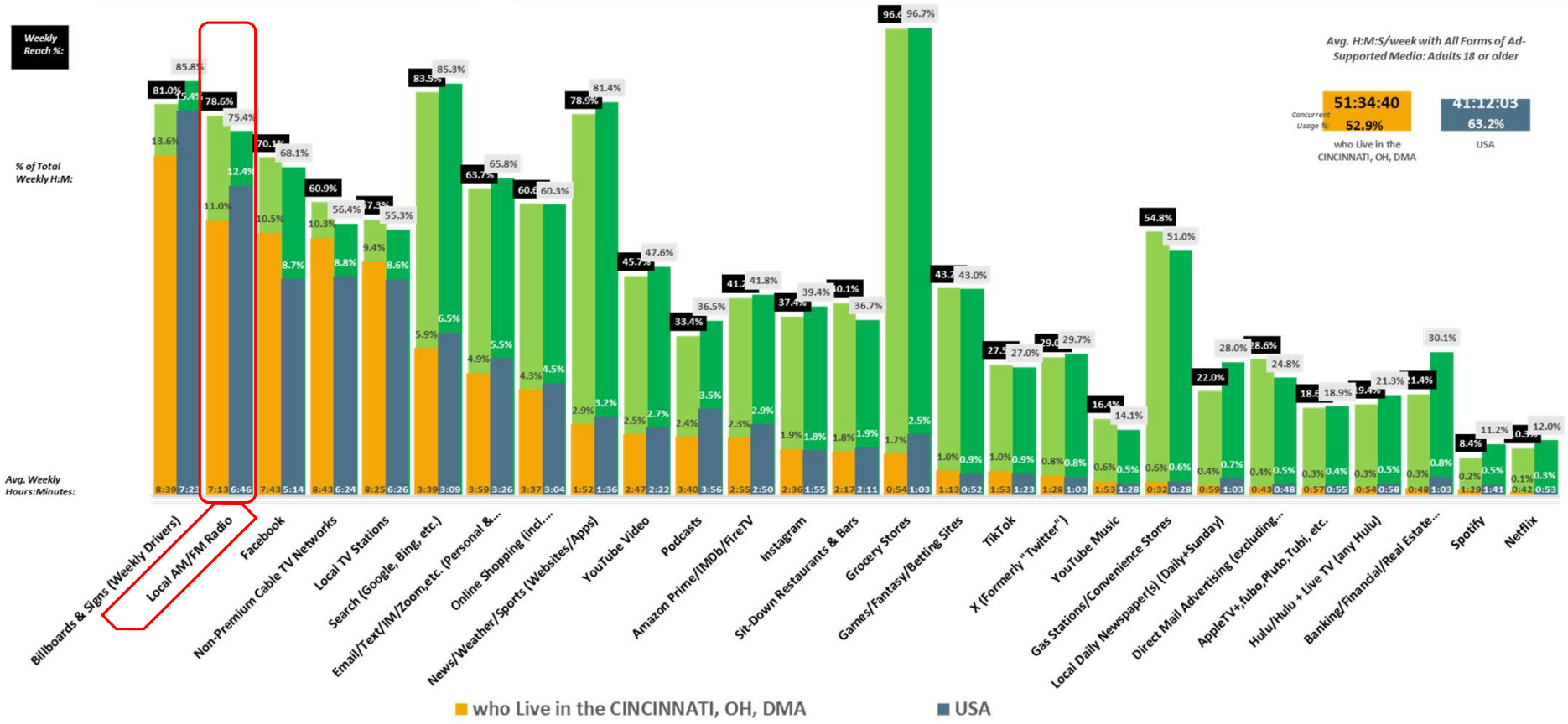
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Hubbard BROADCASTING Share of Everything for Anything ©



Men 25 - 54 who Live in the CINCINNATI, OH, DMA spend an average of 2 days, 3 hours, 34 minutes and 40 seconds each week with All Forms of Ad-Supported Media.

78.6% of Men 25 - 54 who Live in the CINCINNATI, OH, DMA spend an avg. of 7 hours and 13 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.% of total time spent with all forms of Ad-Supported Media.



USA USA DMA Projection Scarborough R2 2025: Sep24-Jul25 Qual Intab 2,033 USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 25,039
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

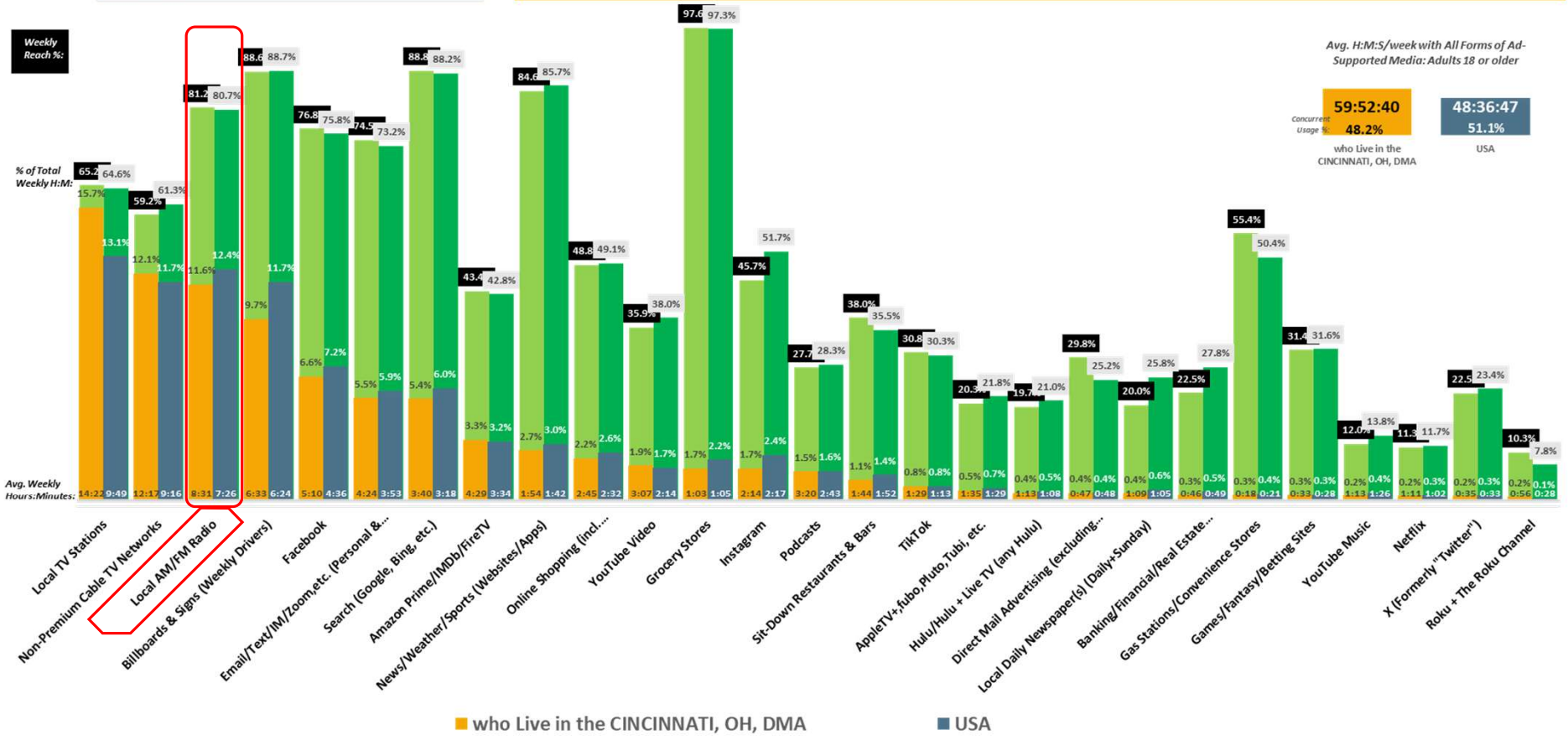
Hubbard BROADCASTING Share of Everything for Anything ©



P35-64

Adults 35 - 64 who Live in the CINCINNATI, OH, DMA spend an average of 2 days, 11 hours, 52 minutes and 40 seconds each week with All Forms of Ad-Supported Media.

81.2% of Adults 35 - 64 who Live in the CINCINNATI, OH, DMA spend an avg. of 8 hours and 31 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.6% of total time spent with all forms of Ad-Supported Media.



USA USA DMA Projection Scarborough R2 2025: Sep24-Jul25 Qual Intab 2,033 USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 25,039

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

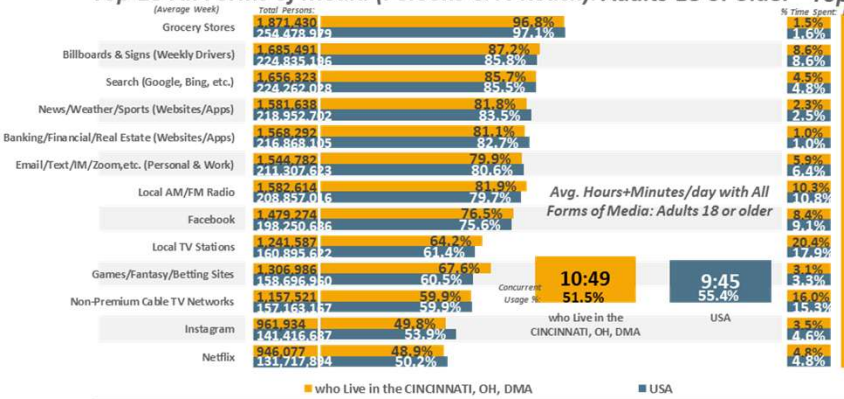
Hubbard BROADCASTING Share of Everything for Anything ©



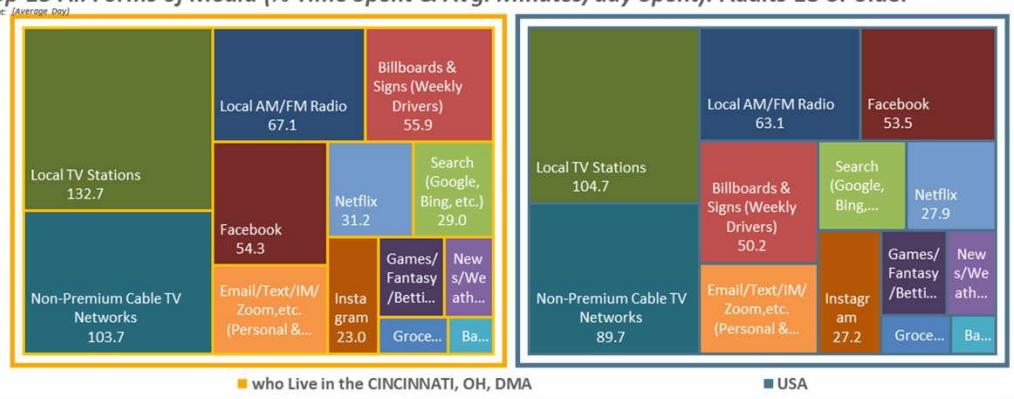
P18+

Adults 18 or older who Live in the CINCINNATI, OH, DMA spend an average of 8 hours and 22 minutes each day with All Forms of Ad-Supported Media. 79.1% listen to Local AM/FM Radio for an avg. of 63.1 minutes/day. *(Local Radio delivers 9.9% of Time with Ad-Supported Media.)*

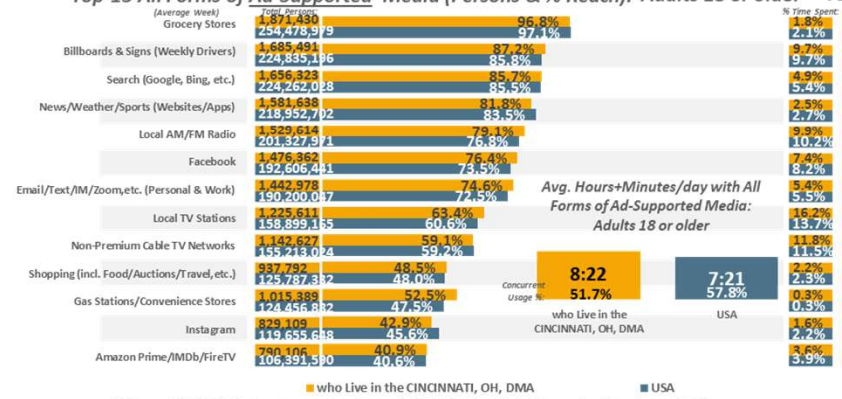
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



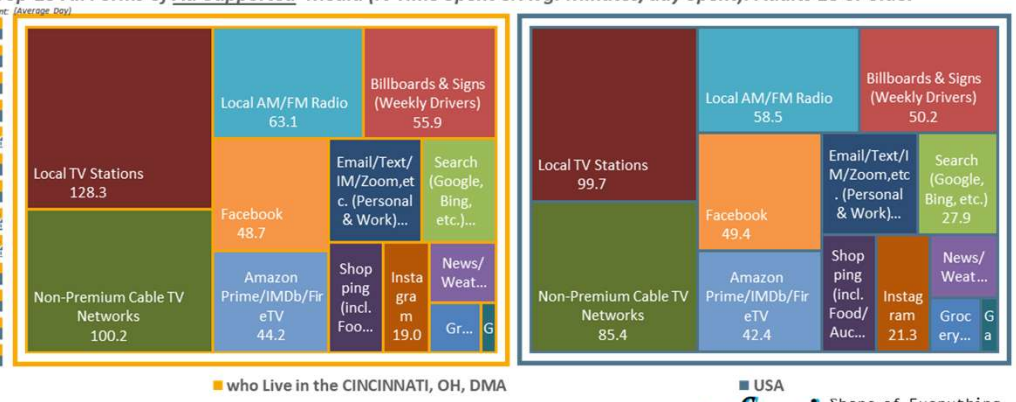
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA DMA Projection Scarborough R2 2025: Sep24-Jul25 Qual Intab 2,033

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 25,039

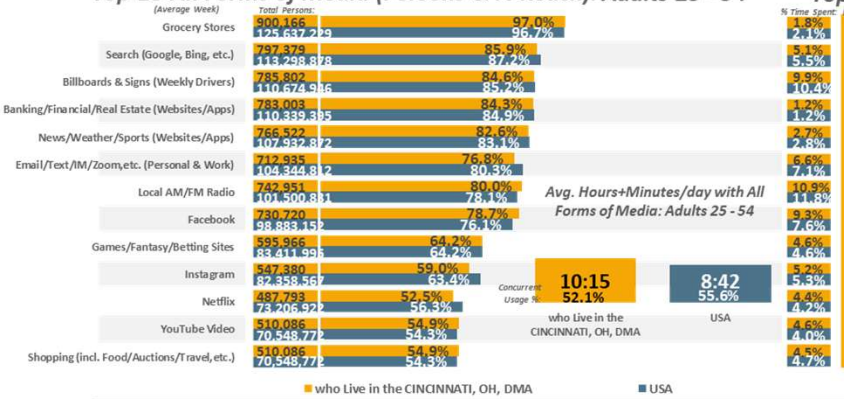
soefa.ai Share of Everything for Anything ©



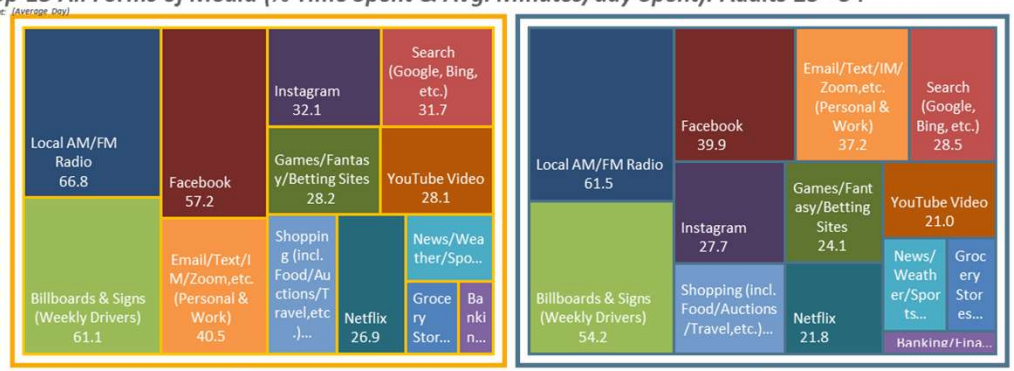
P25-54

Adults 25 - 54 who Live in the CINCINNATI, OH, DMA spend an average of 7 hours and 22 minutes each day with All Forms of Ad-Supported Media. 78.1% listen to Local AM/FM Radio for an avg. of 63.1 minutes/day. *(Local Radio delivers 11.1% of Time with Ad-Supported Media.)*

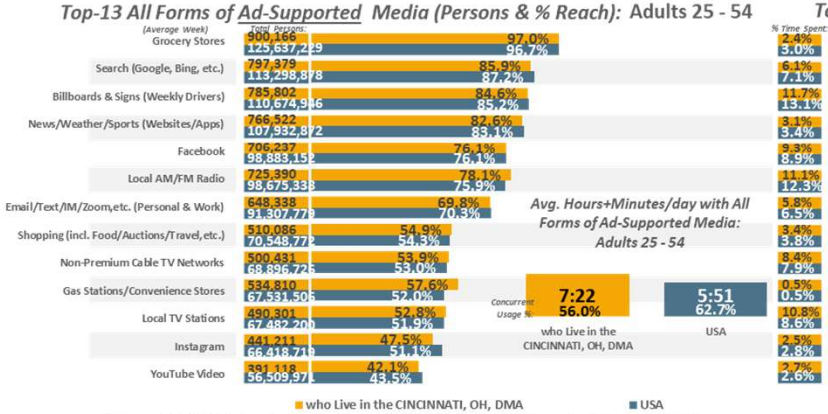
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 54



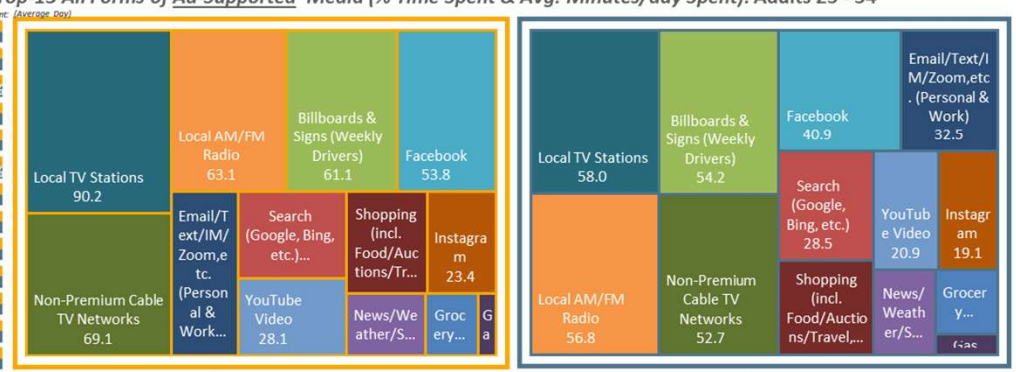
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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



USA USA DMA Projection Scarborough R2 2025: Sep24-Jul25 Qual Intab 2,033

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

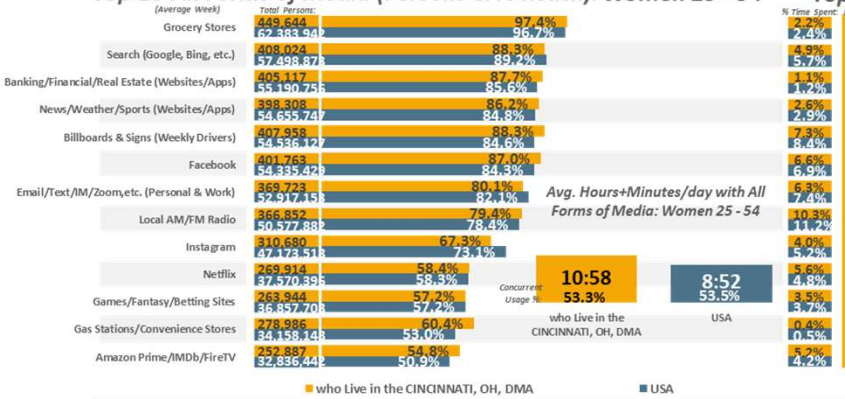
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 25,039

soefa.ai Share of Everything for Anything ©

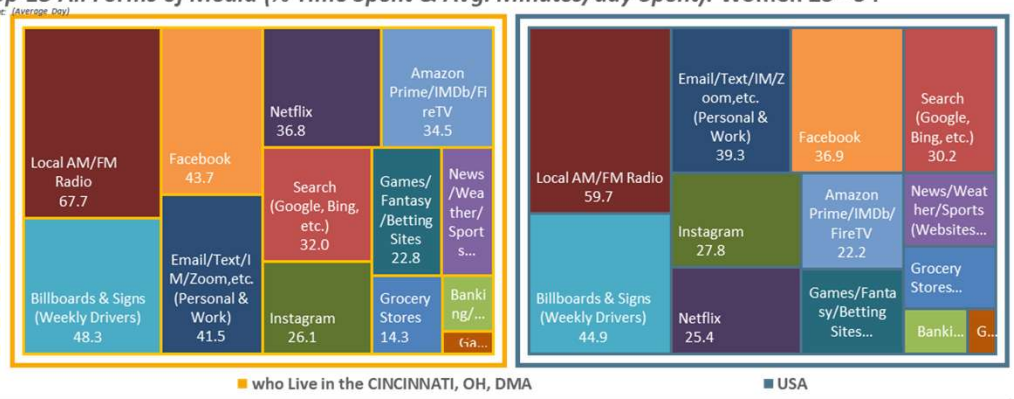


Women 25 - 54 who Live in the CINCINNATI, OH, DMA spend an average of 7 hours and 23 minutes each day with All Forms of Ad-Supported Media. 77.6% listen to Local AM/FM Radio for an avg. of 64.4 minutes/day. *(Local Radio delivers 11.3% of Time with Ad-Supported Media.)*

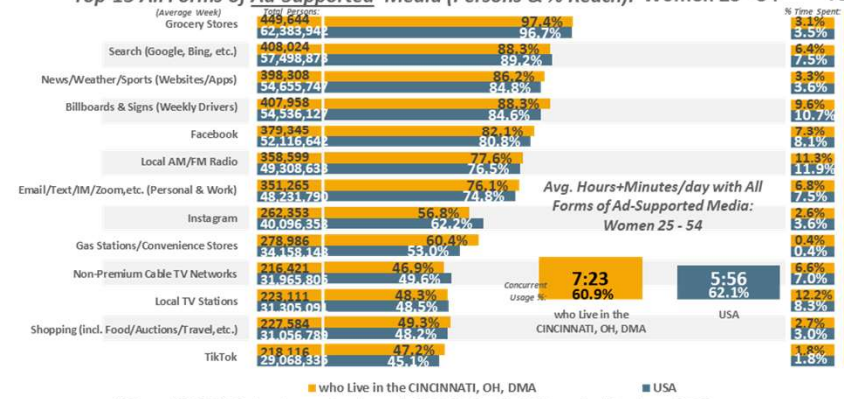
Top-13 All Forms of Media (Persons & % Reach): Women 25 - 54



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



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



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



USA USA DMA Projection Scarborough R2 2025: Sep24-Jul25 Qual Intab 2,033

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

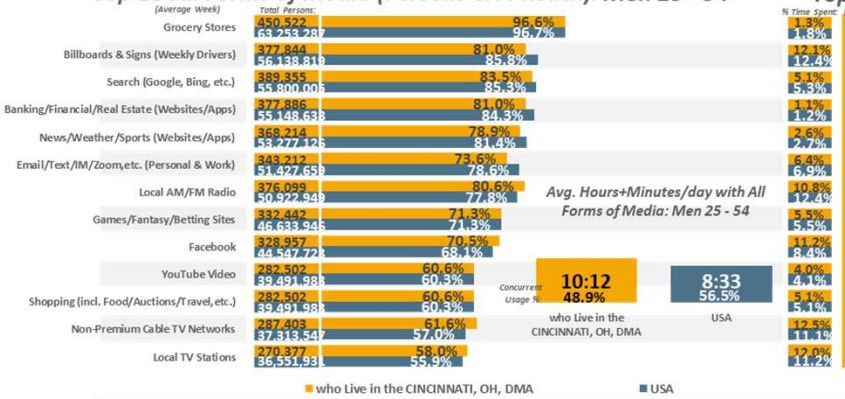
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 25,039

soefa.ai Share of Everything for Anything ©

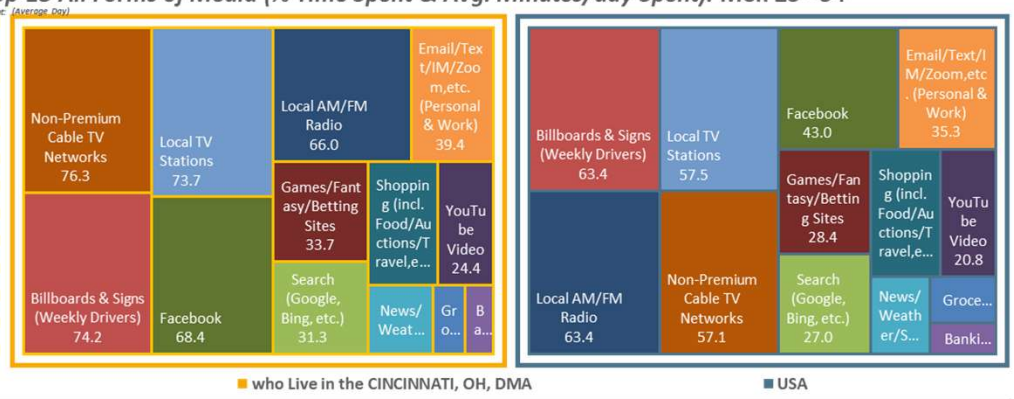


Men 25 - 54 who Live in the CINCINNATI, OH, DMA spend an average of 7 hours and 22 minutes each day with All Forms of Ad-Supported Media. 78.6% listen to Local AM/FM Radio for an avg. of 61.9 minutes/day. *(Local Radio delivers 11.% of Time with Ad-Supported Media.)*

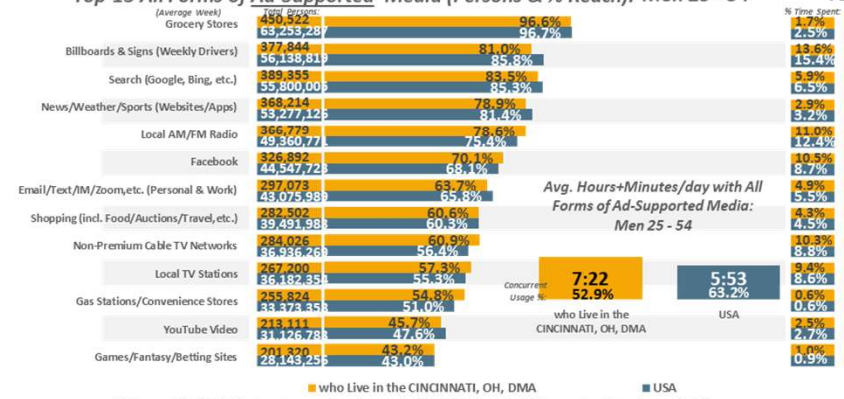
Top-13 All Forms of Media (Persons & % Reach): Men 25 - 54



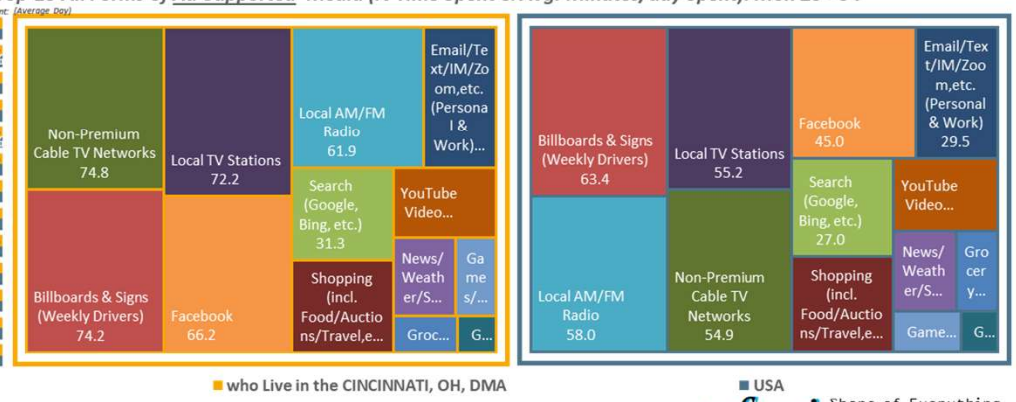
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



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



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



USA USA DMA Projection Scarborough R2 2025: Sep24-Jul25 Qual Intab 2,033

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 25,039

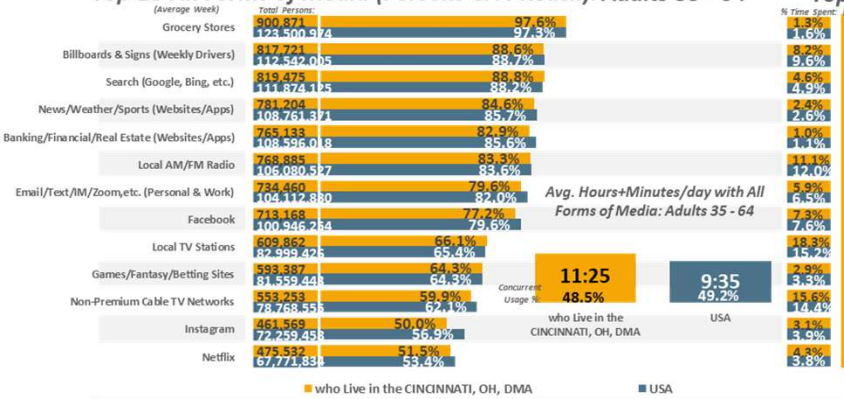
soefa.ai Share of Everything for Anything ©



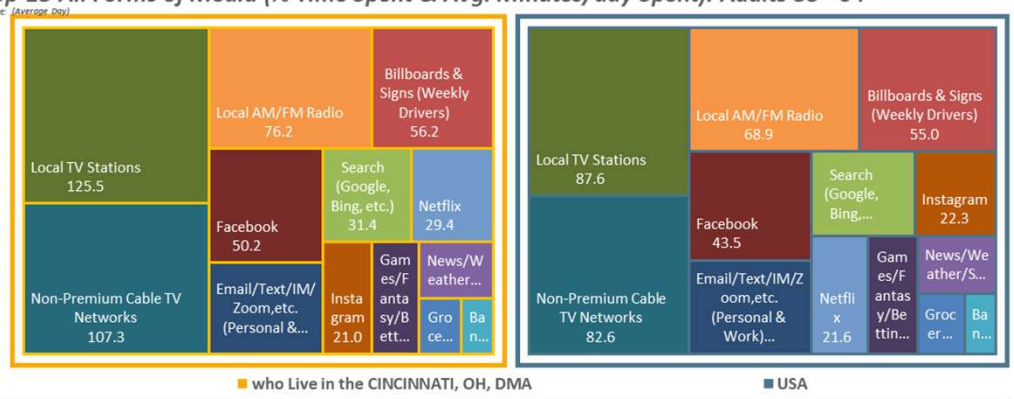
P35-64

Adults 35 - 64 who Live in the CINCINNATI, OH, DMA spend an average of 8 hours and 33 minutes each day with All Forms of Ad-Supported Media. 81.2% listen to Local AM/FM Radio for an avg. of 73.1 minutes/day. *(Local Radio delivers 11.6% of Time with Ad-Supported Media.)*

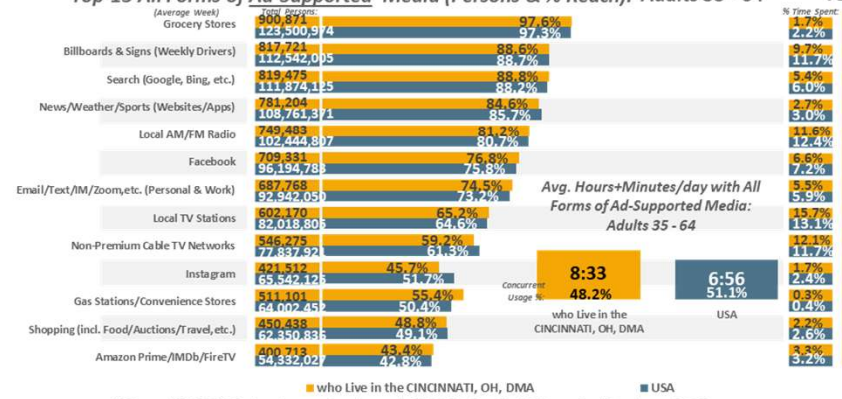
Top-13 All Forms of Media (Persons & % Reach): Adults 35 - 64



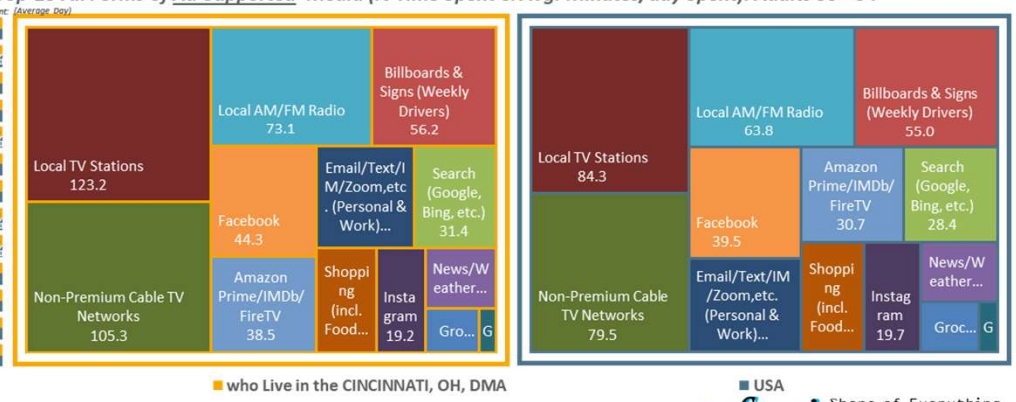
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 35 - 64



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



USA USA DMA Projection Scarborough R2 2025: Sep24-Jul25 Qual Intab 2,033

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 25,039

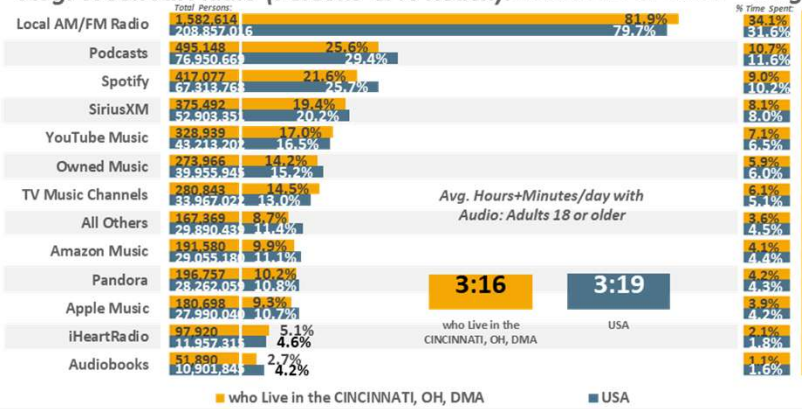
soefa.ai Share of Everything for Anything ©



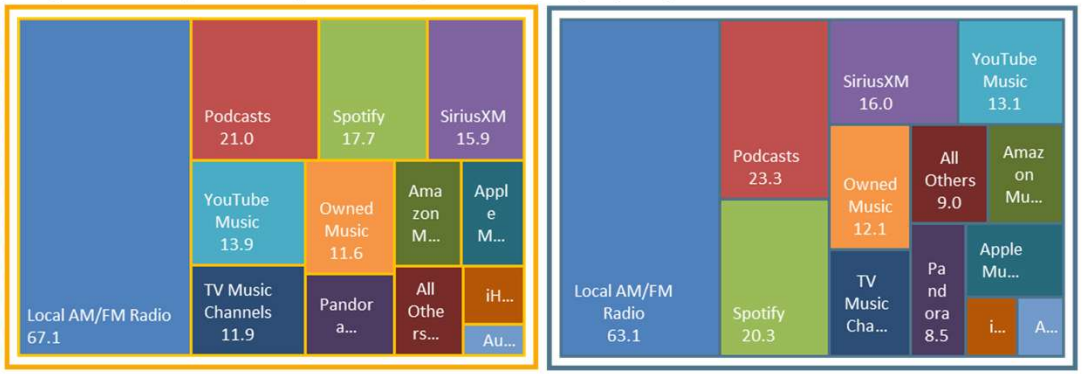
P18+

1,529,614 or 79.1% of Adults 18 or older who Live in the CINCINNATI, OH, DMA listen to Ad-Supported Local AM/FM Radio for an average of 63.1 minutes every day representing 44.6% of all time spent daily with Ad-Supported Audio.

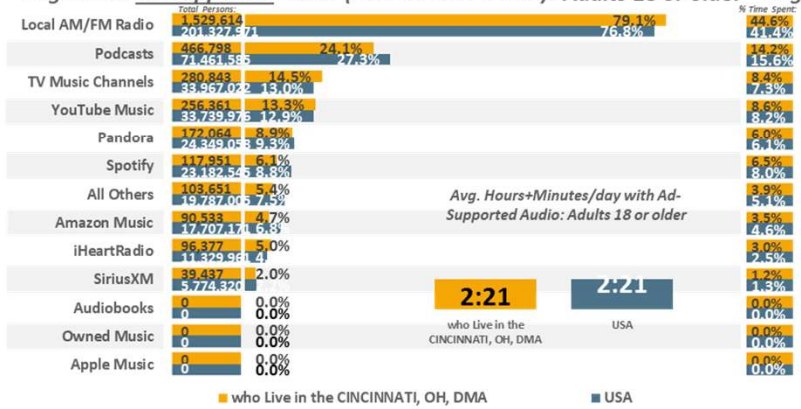
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



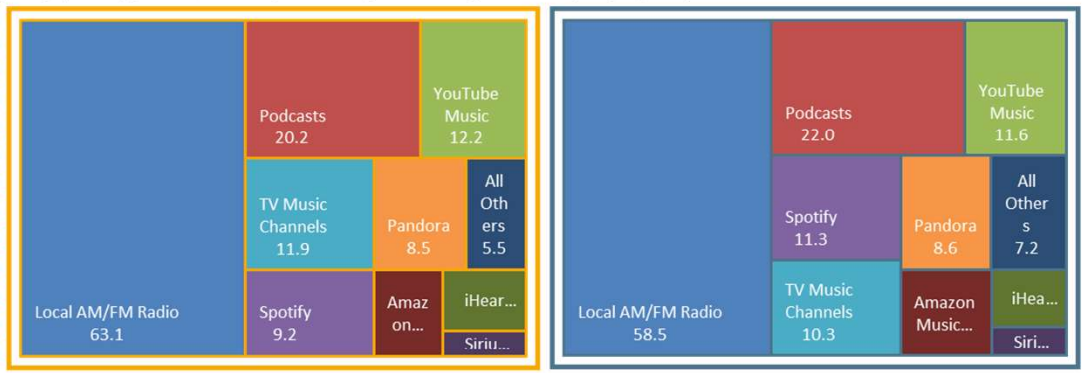
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA DMA Projection Scarborough R2 2025: Sep24-Jul25 Qual Intab 2,033

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Scarborough R2 2025: Feb24-Jun25 USA Projection Scarborough R1 2024: Jan23-Aug24

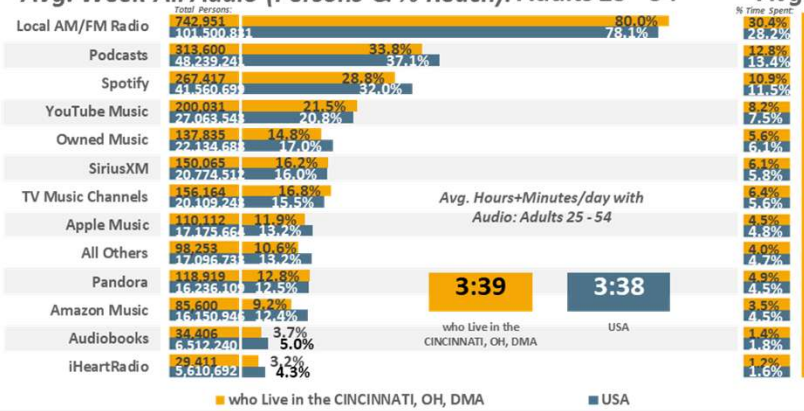
soefa.ai Share of Everything for Anything ©



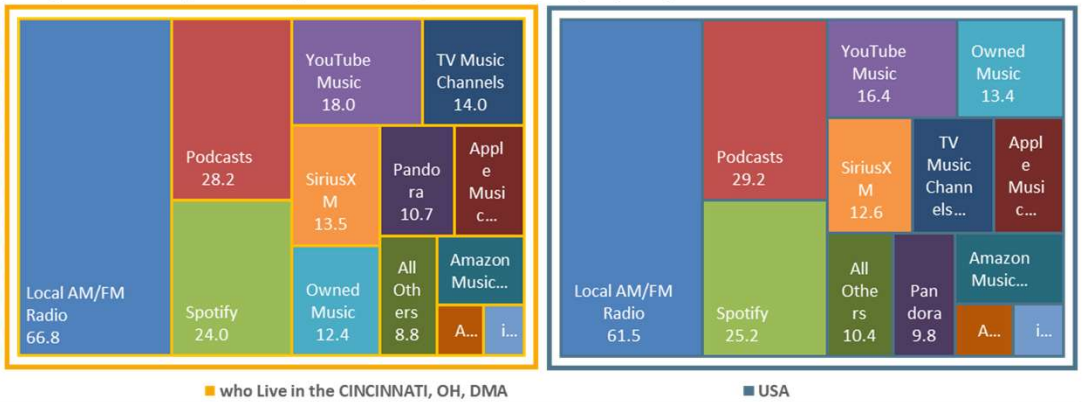
P25-54

725,390 or 78.1% of Adults 25 - 54 who Live in the CINCINNATI, OH, DMA listen to Ad-Supported Local AM/FM Radio for an average of 63.1 minutes every day representing 38.7% of all time spent daily with Ad-Supported Audio.

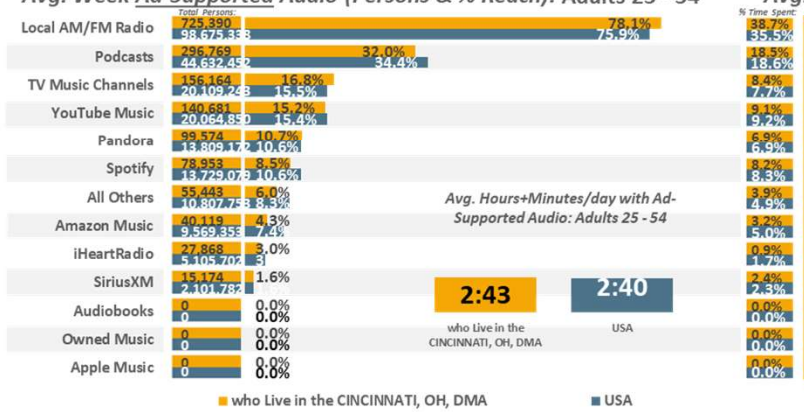
Avg. Week All Audio (Persons & % Reach): Adults 25 - 54



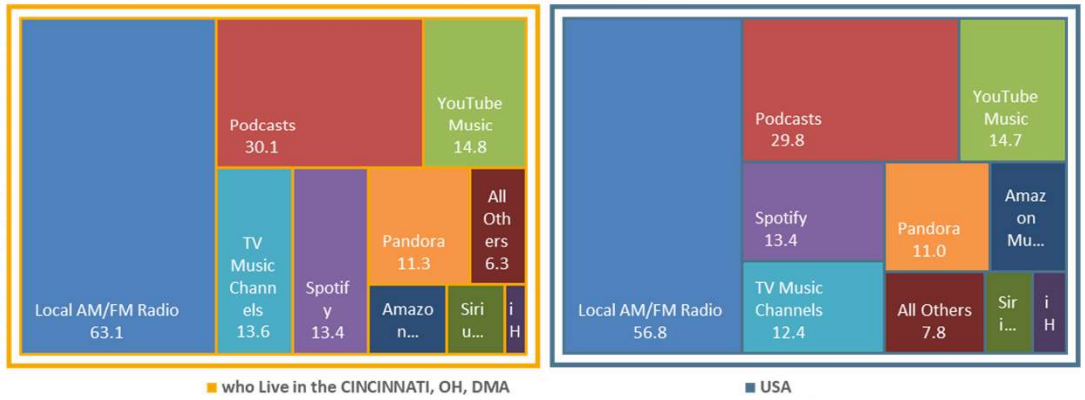
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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



USA USA DMA Projection Scarborough R2 2025: Sep24-Jul25 Qual Intab 2,033

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

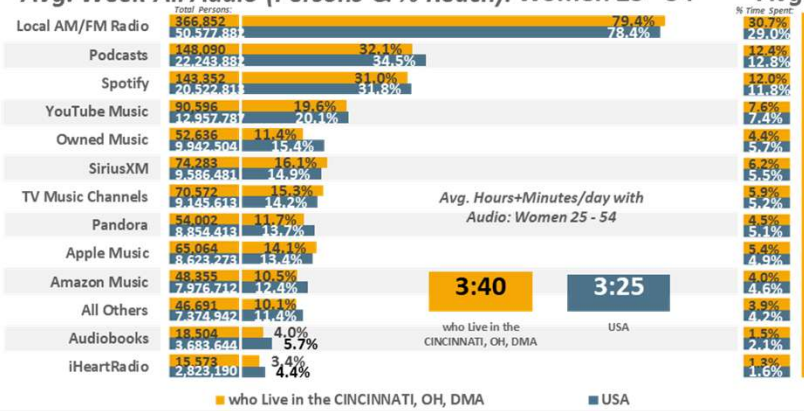
Scarborough R2 2025: Feb24-Jun25 USA Projection Scarborough R1 2024: Jan23-Aug24

soefa.ai Share of Everything for Anything

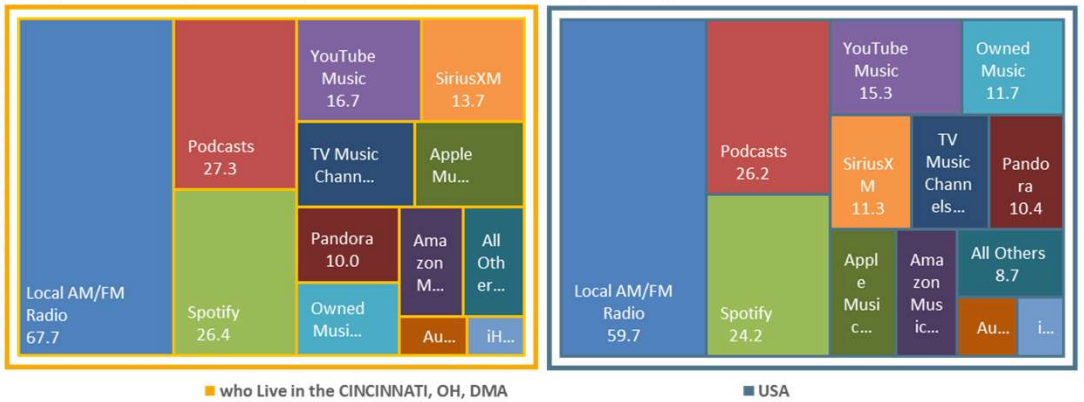


358,599 or 77.6% of Women 25 - 54 who Live in the CINCINNATI, OH, DMA listen to Ad-Supported Local AM/FM Radio for an average of 64.4 minutes every day representing 40.6% of all time spent daily with Ad-Supported Audio.

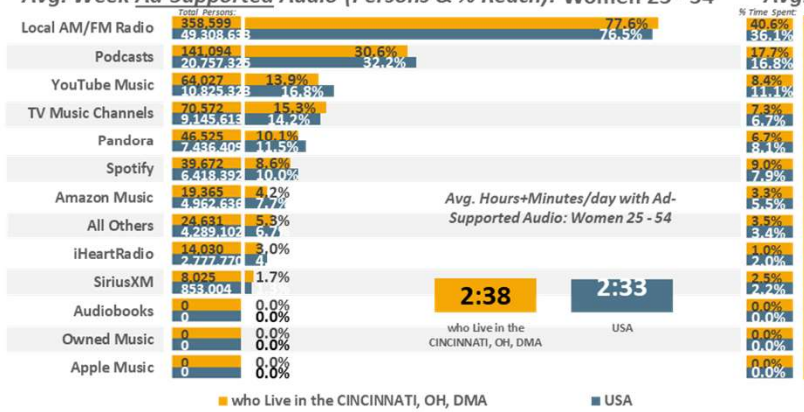
Avg. Week All Audio (Persons & % Reach): Women 25 - 54



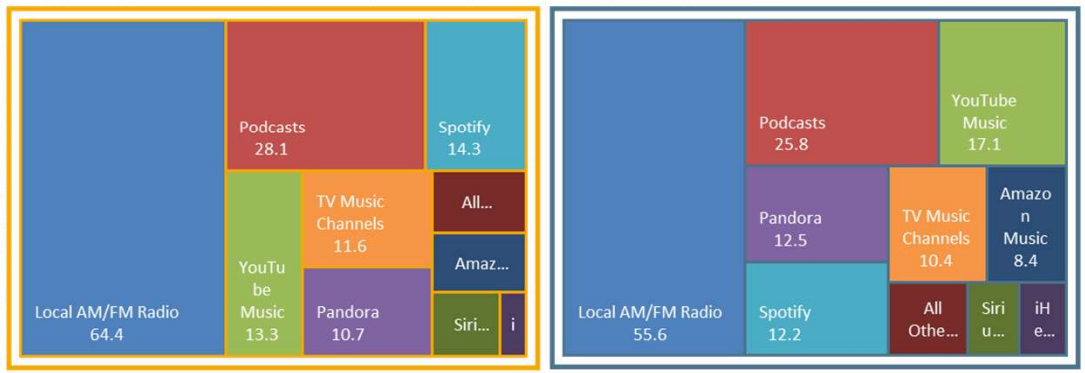
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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



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



USA USA DMA Projection Scarborough R2 2025: Sep24-Jul25 Qual Intab 2,033

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

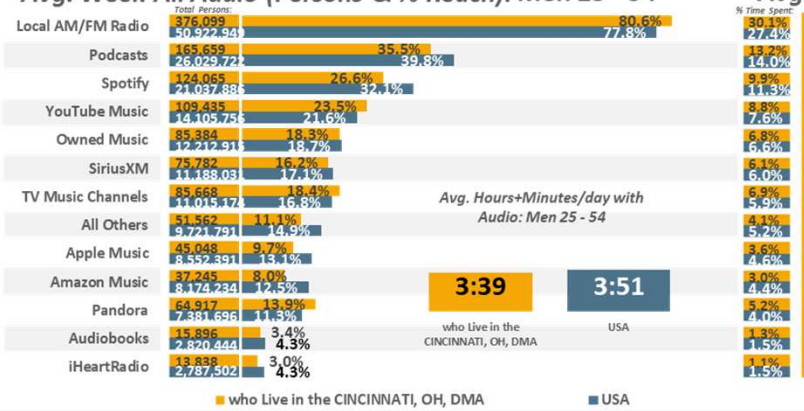
Scarborough R2 2025: Feb24-Jun25 USA Projection Scarborough R1 2024: Jan23-Aug24

soefa.ai Share of Everything for Anything ©

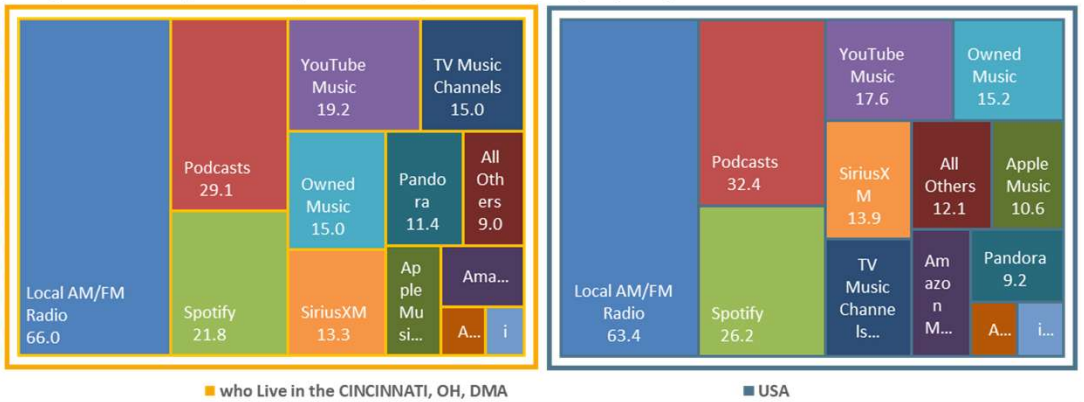


366,779 or 78.6% of Men 25 - 54 who Live in the CINCINNATI, OH, DMA listen to Ad-Supported Local AM/FM Radio for an average of 61.9 minutes every day representing 37.1% of all time spent daily with Ad-Supported Audio.

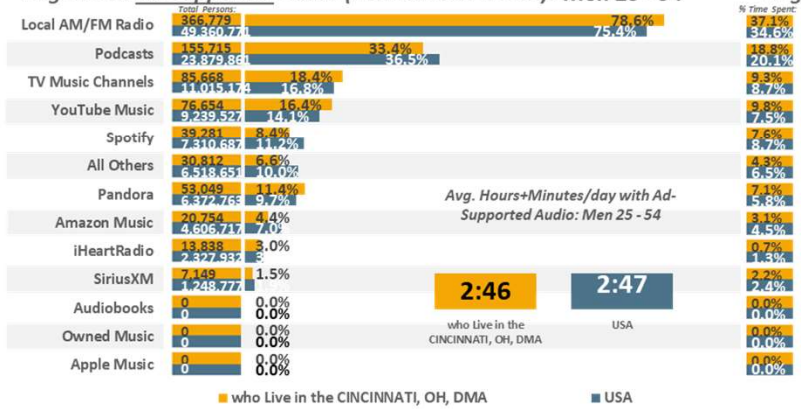
Avg. Week All Audio (Persons & % Reach): Men 25 - 54



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



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



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



USA USA DMA Projection Scarborough R2 2025: Sep24-Jul25 Qual Intab 2,033

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Scarborough R2 2025: Feb24-Jun25 USA Projection Scarborough R1 2024: Jan23-Aug24

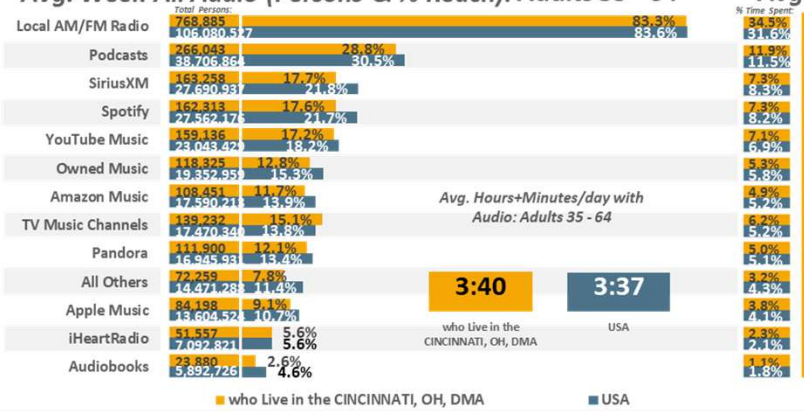
soefa.ai Share of Everything for Anything



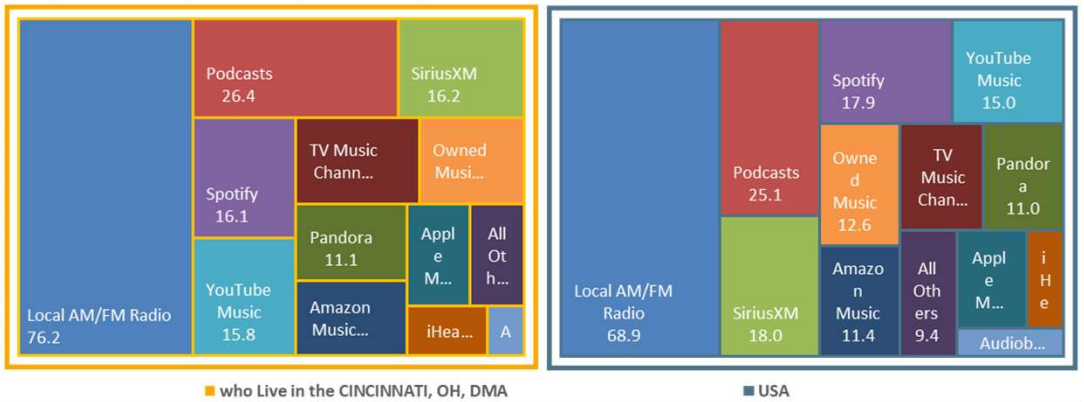
P35-64

749,483 or 81.2% of Adults 35 - 64 who Live in the CINCINNATI, OH, DMA listen to Ad-Supported Local AM/FM Radio for an average of 73.1 minutes every day representing 42.7% of all time spent daily with Ad-Supported Audio.

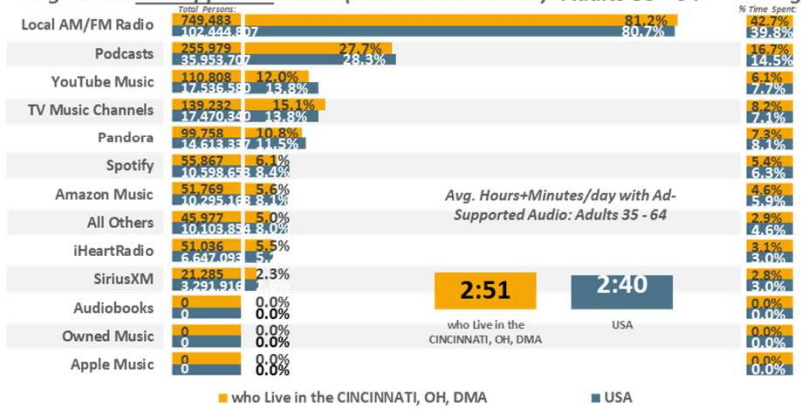
Avg. Week All Audio (Persons & % Reach): Adults 35 - 64



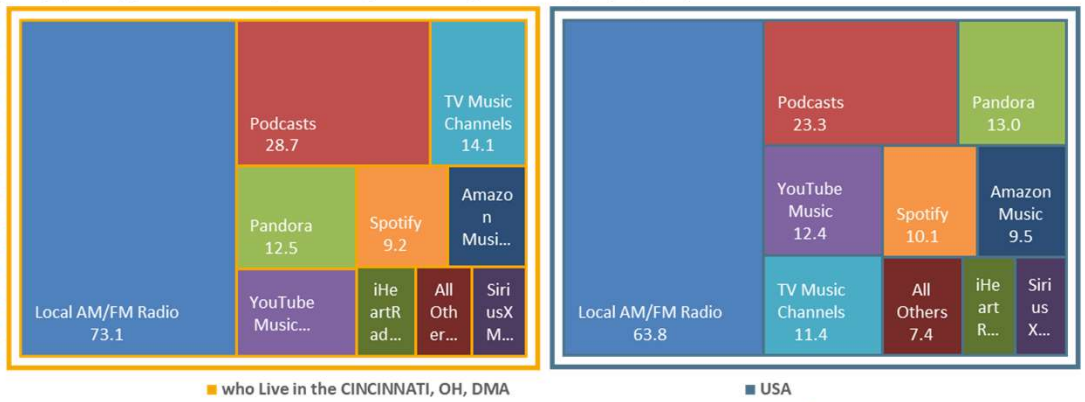
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 35 - 64



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



USA USA DMA Projection Scarborough R2 2025: Sep24-Jul25 Qual Intab 2,033

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

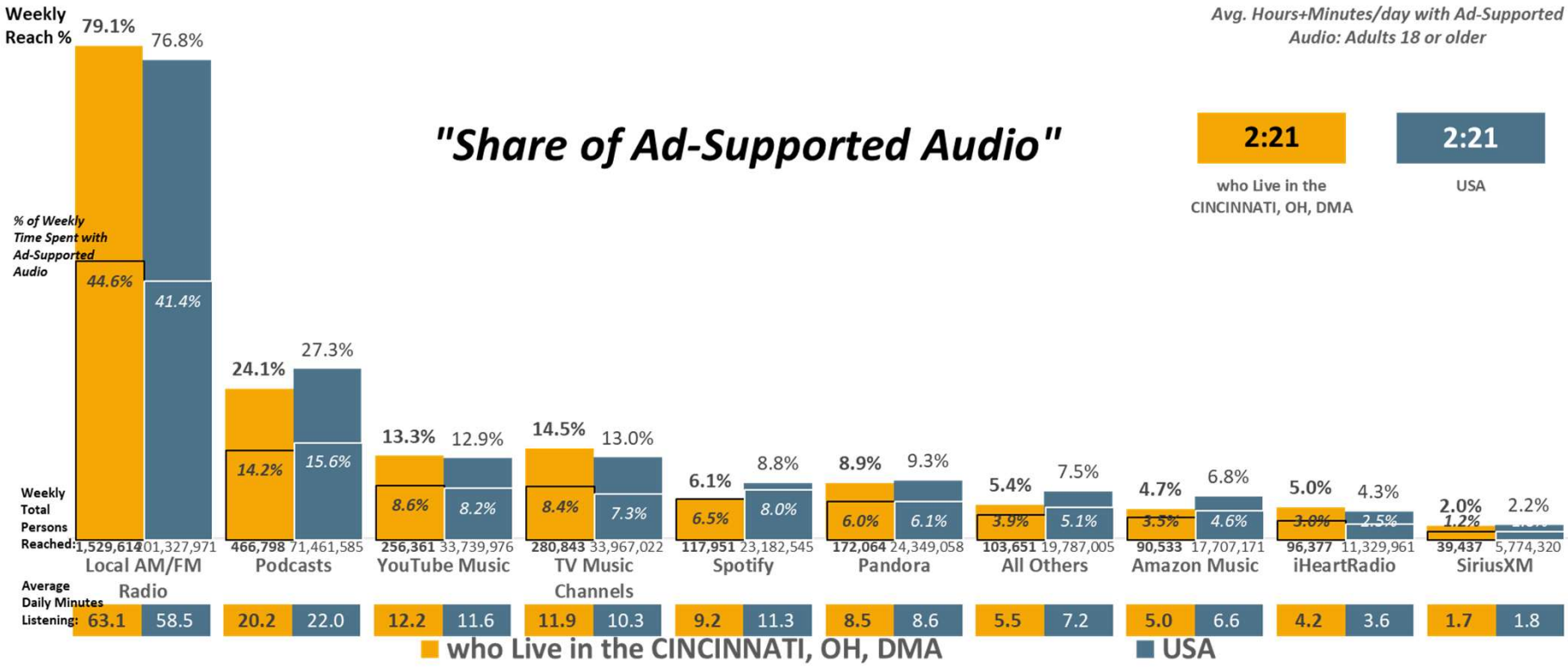
Scarborough R2 2025: Feb24-Jun25 USA Projection Scarborough R1 2024: Jan23-Aug24

soefa.ai Share of Everything for Anything



P18+

1,529,614 or 79.1% of Adults 18 or older who Live in the CINCINNATI, OH, DMA listen to Ad-Supported Local AM/FM Radio for an average of 63.1 minutes every day representing 44.6% of all time spent daily with Ad-Supported Audio.



USA USA DMA Projection Scarborough R2 2025: Sep24-Jul25 Qual Intab 2,033

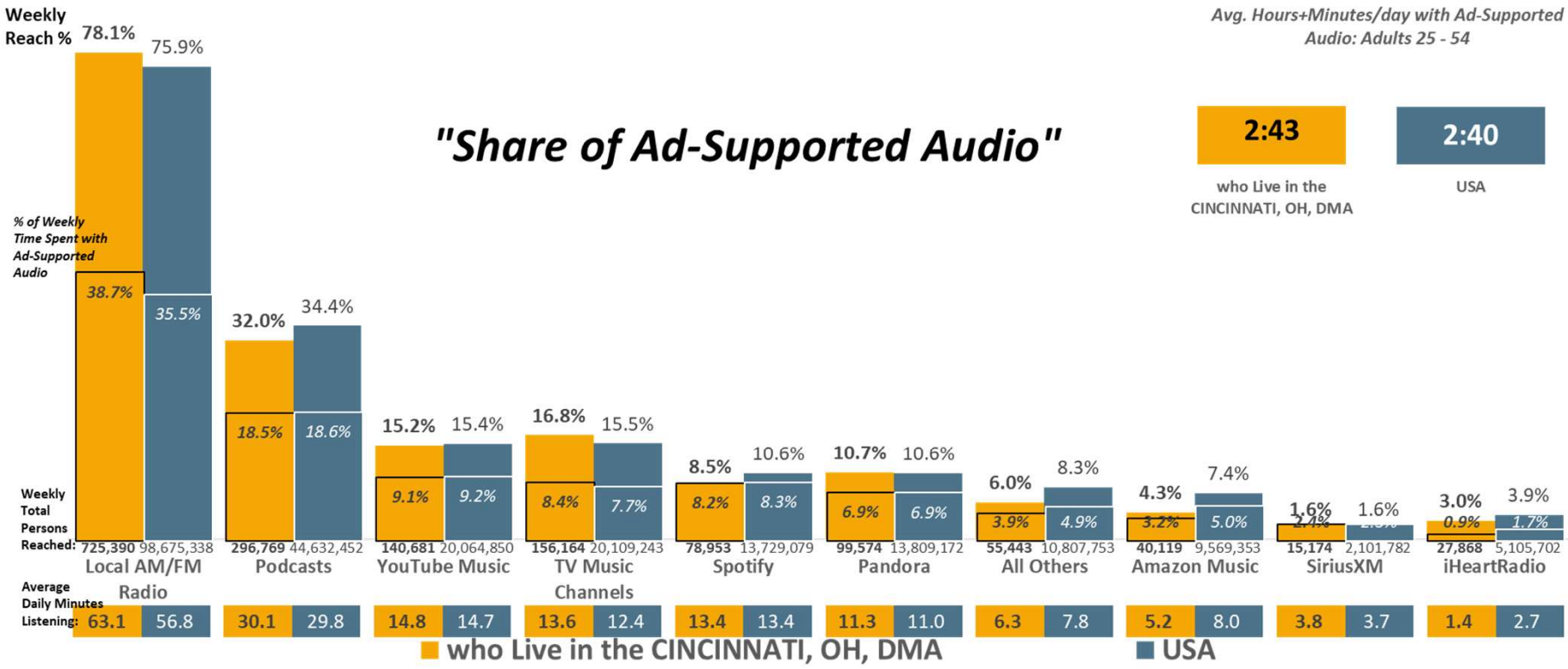
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 25,039

soefa.ai Share of Everything for Anything ©



725,390 or 78.1% of Adults 25 - 54 who Live in the CINCINNATI, OH, DMA listen to Ad-Supported Local AM/FM Radio for an average of 63.1 minutes every day representing 38.7% of all time spent daily with Ad-Supported Audio.



USA USA DMA Projection Scarborough R2 2025: Sep24-Jul25 Qual Intab 2,033

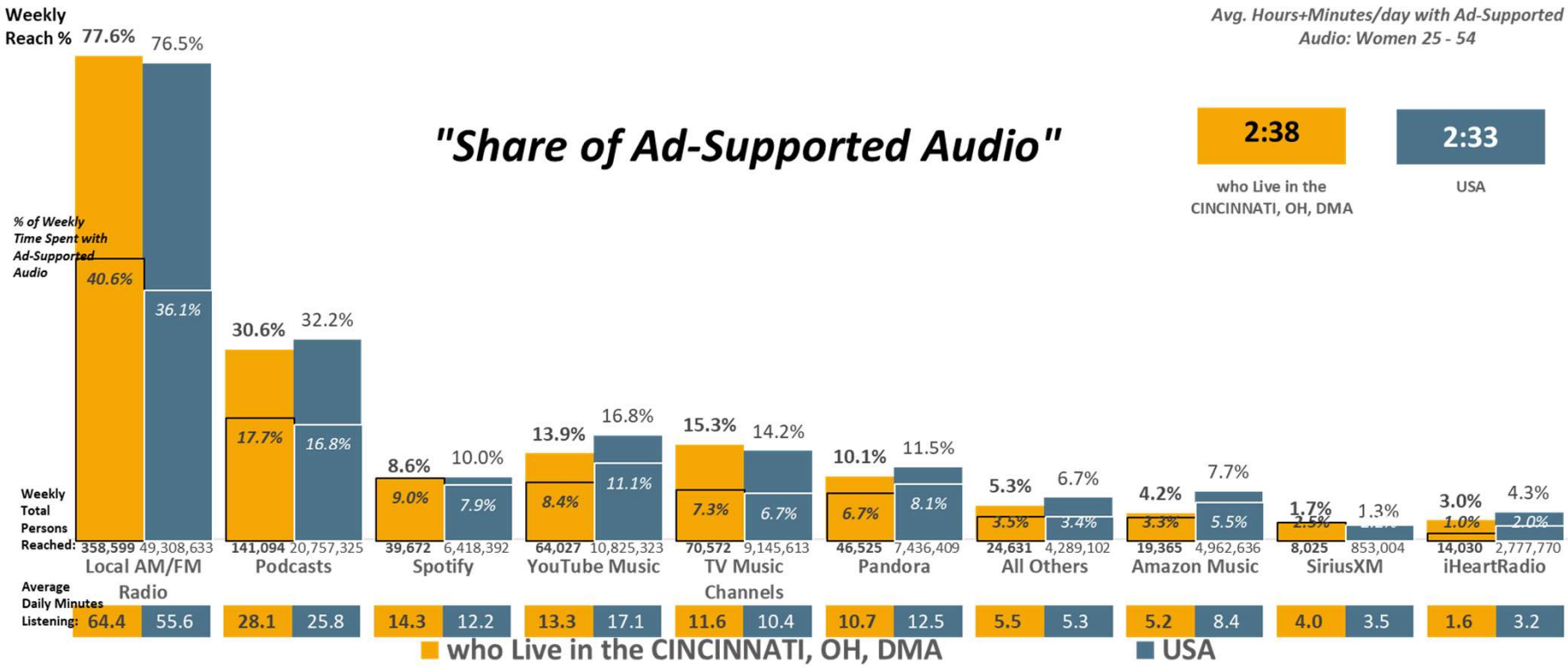
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 25,039

soefa.ai Share of Everything for Anything



358,599 or 77.6% of Women 25 - 54 who Live in the CINCINNATI, OH, DMA listen to Ad-Supported Local AM/FM Radio for an average of 64.4 minutes every day representing 40.6% of all time spent daily with Ad-Supported Audio.



USA USA DMA Projection Scarborough R2 2025: Sep24-Jul25 Qual Intab 2,033

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

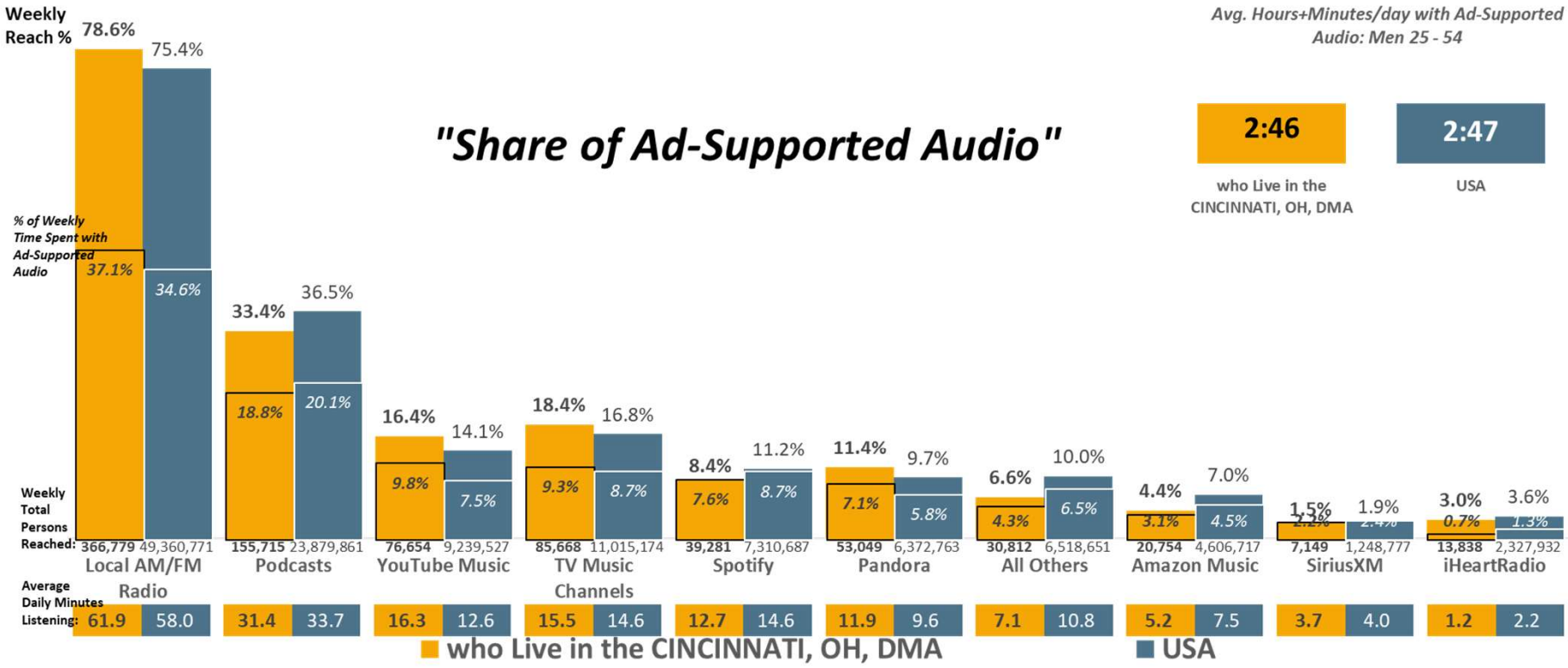
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 25,039

soefa.ai Share of Everything for Anything



M25-54

366,779 or 78.6% of Men 25 - 54 who Live in the CINCINNATI, OH, DMA listen to Ad-Supported Local AM/FM Radio for an average of 61.9 minutes every day representing 37.1% of all time spent daily with Ad-Supported Audio.



USA USA DMA Projection Scarborough R2 2025: Sep24-Jul25 Qual Intab 2,033

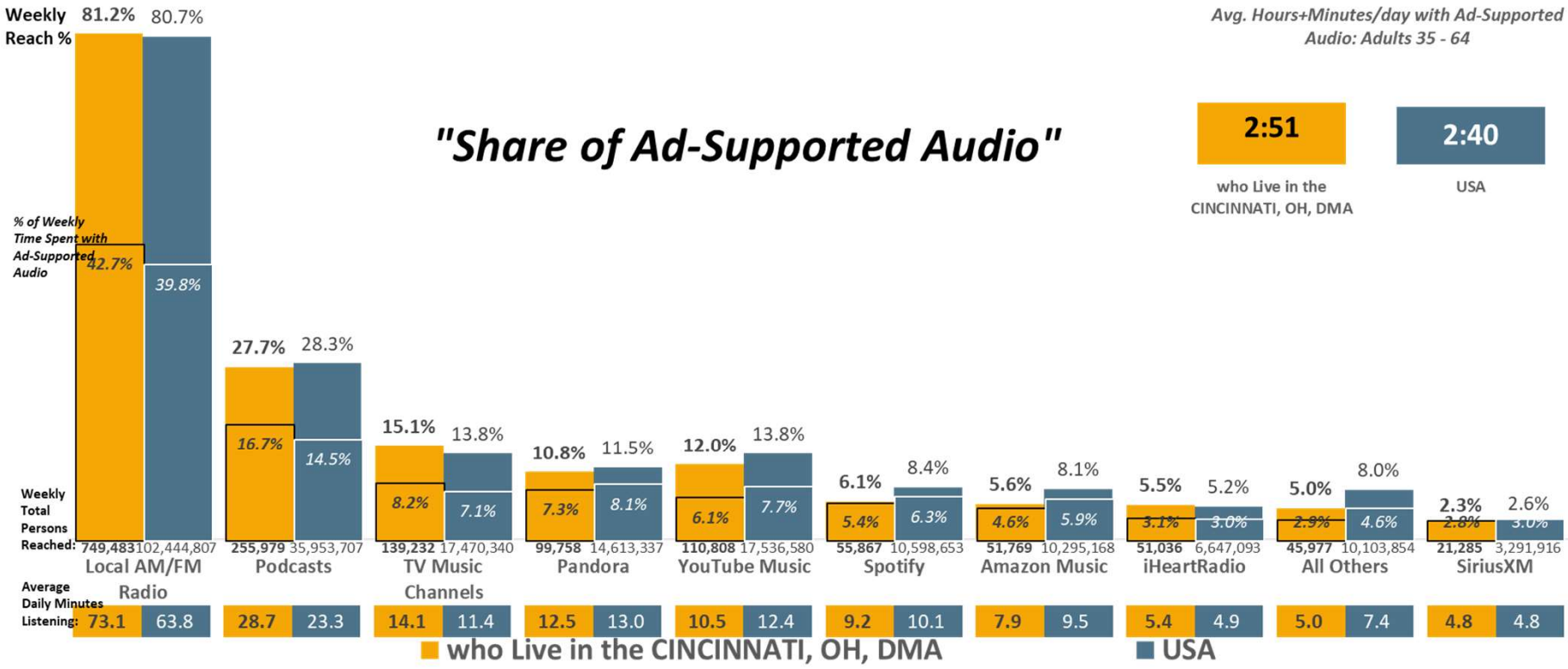
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 25,039

soefa.ai Share of Everything for Anything



749,483 or 81.2% of Adults 35 - 64 who Live in the CINCINNATI, OH, DMA listen to Ad-Supported Local AM/FM Radio for an average of 73.1 minutes every day representing 42.7% of all time spent daily with Ad-Supported Audio.



	Local AM/FM Radio	Podcasts	TV Music Channels	Pandora	YouTube Music	Spotify	Amazon Music	iHeartRadio	All Others	SiriusXM
Weekly Reach % (who Live in the CINCINNATI, OH, DMA)	81.2%	27.7%	15.1%	10.8%	12.0%	6.1%	5.6%	5.5%	5.0%	2.3%
Weekly Reach % (USA)	80.7%	28.3%	13.8%	11.5%	13.8%	8.4%	8.1%	5.2%	8.0%	2.6%
% of Weekly Time Spent with Ad-Supported Audio (who Live in the CINCINNATI, OH, DMA)	42.7%	16.7%	8.2%	7.3%	6.1%	5.4%	4.6%	3.1%	2.9%	2.8%
% of Weekly Time Spent with Ad-Supported Audio (USA)	39.8%	14.5%	7.1%	8.1%	7.7%	6.3%	5.9%	3.0%	4.6%	3.0%
Weekly Total Persons Reached: (who Live in the CINCINNATI, OH, DMA)	749,483	255,979	139,232	99,758	110,808	55,867	51,769	51,036	45,977	21,285
Weekly Total Persons Reached: (USA)	102,444,807	35,953,707	17,470,340	14,613,337	17,536,580	10,598,653	10,295,168	6,647,093	10,103,854	3,291,916
Average Daily Minutes Listening: (who Live in the CINCINNATI, OH, DMA)	73.1	28.7	14.1	12.5	10.5	9.2	7.9	5.4	5.0	4.8
Average Daily Minutes Listening: (USA)	63.8	23.3	11.4	13.0	12.4	10.1	9.5	4.9	7.4	4.8

USA USA DMA Projection Scarborough R2 2025: Sep24-Jul25 Qual Intab 2,033

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 25,039

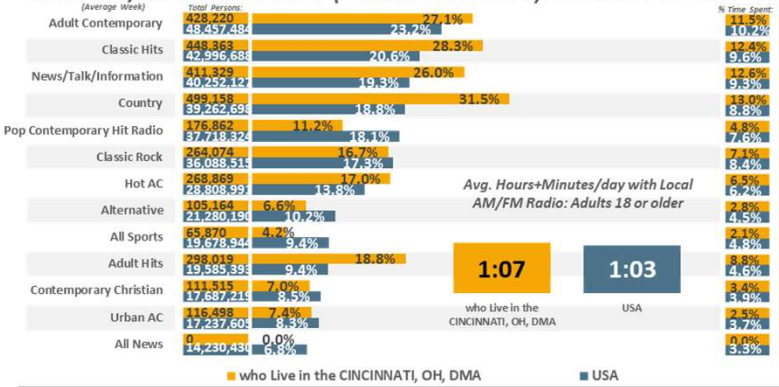
soefa.ai Share of Everything for Anything



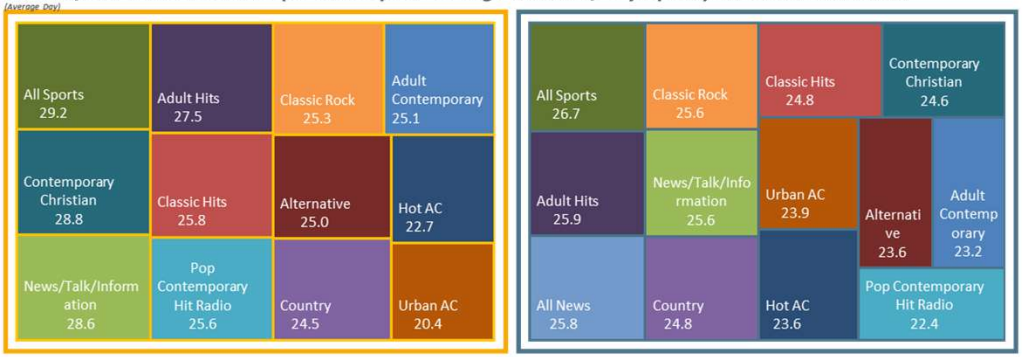
P18+

1,529,614 or 79.1% of Adults 18 or older who Live in the CINCINNATI, OH, DMA listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, Classic Hits, Adult Contemporary, Adult Hits, and News/Talk/Information.

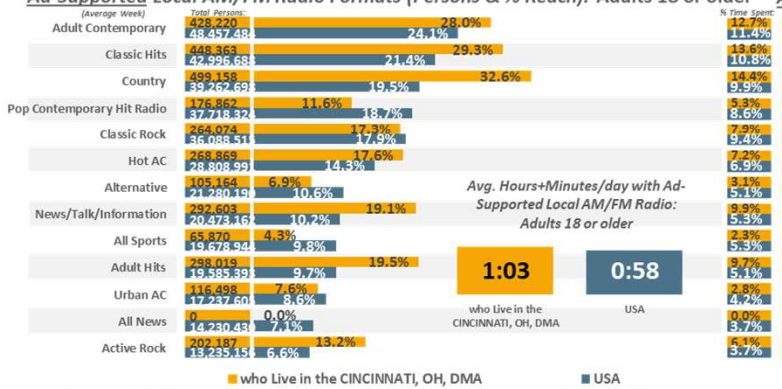
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



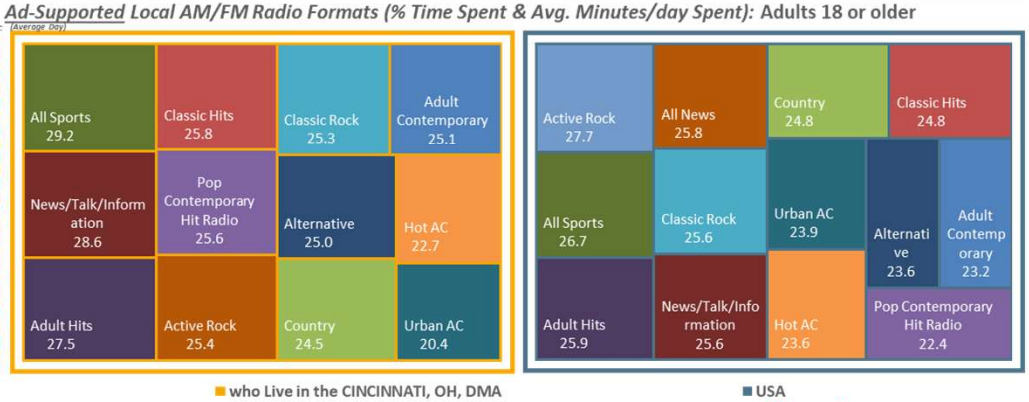
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA DMA Projection Scarborough R2 2025: Sep24-Jul25 Qual Intab 2,033

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 25,039

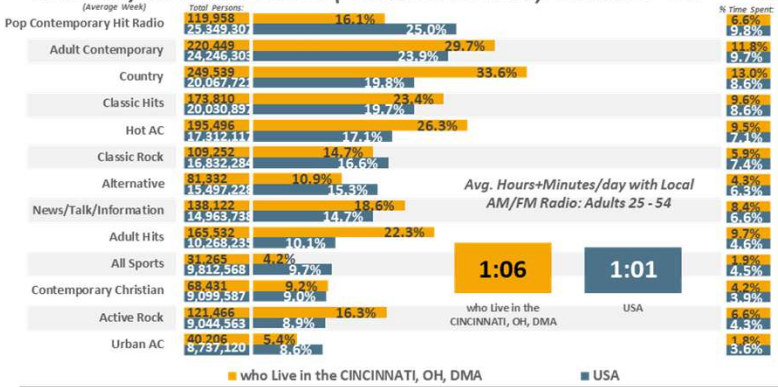
soefa.ai Share of Everything for Anything ©



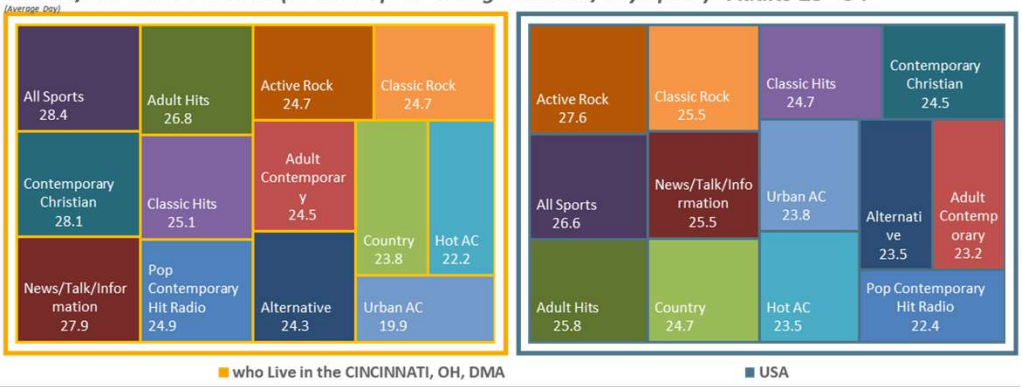
P25-54

725,390 or 78.1% of Adults 25 - 54 who Live in the CINCINNATI, OH, DMA listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, Adult Contemporary, Hot AC, Classic Hits, and Adult Hits.

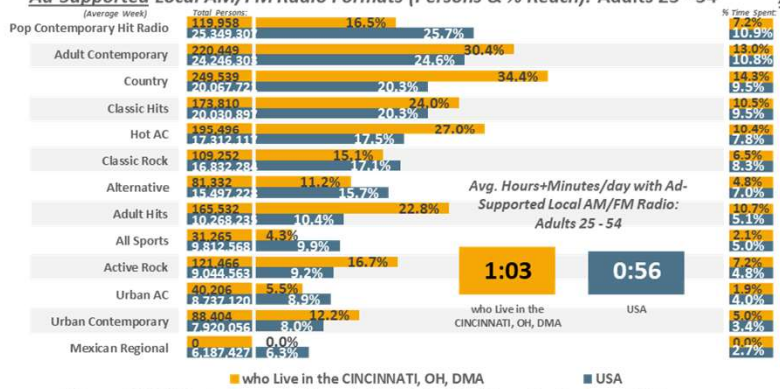
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 54



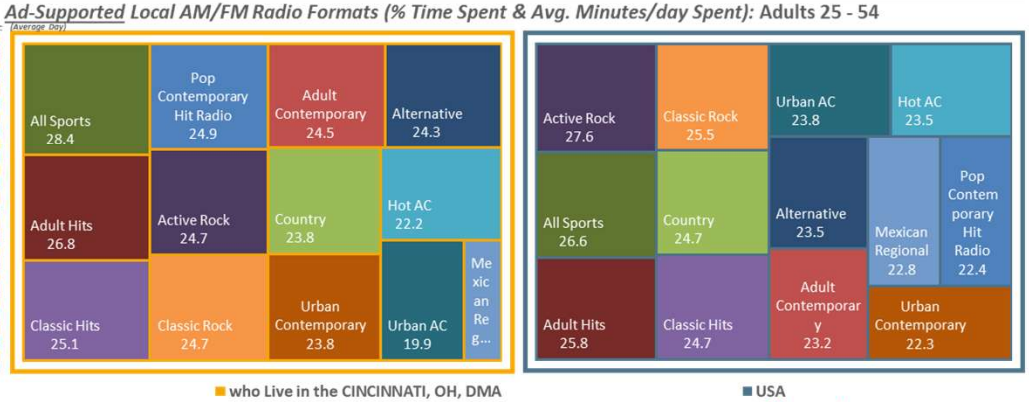
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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



USA USA DMA Projection Scarborough R2 2025: Sep24-Jul25 Qual Intab 2,033

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

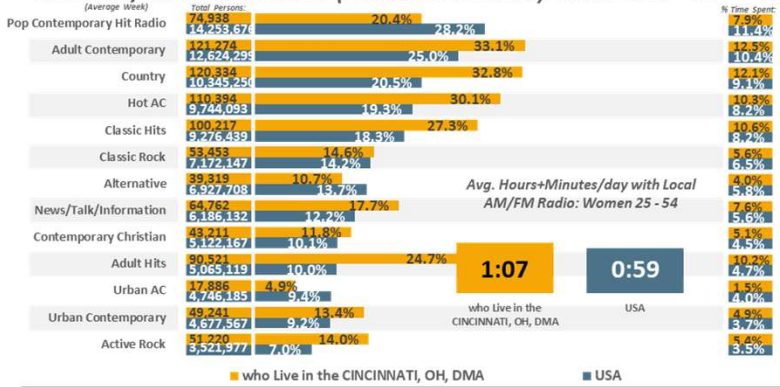
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 25,039

soefa.ai Share of Everything for Anything ©



358,599 or 77.6% of Women 25 - 54 who Live in the CINCINNATI, OH, DMA listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Country, Hot AC, Classic Hits, and Adult Hits.

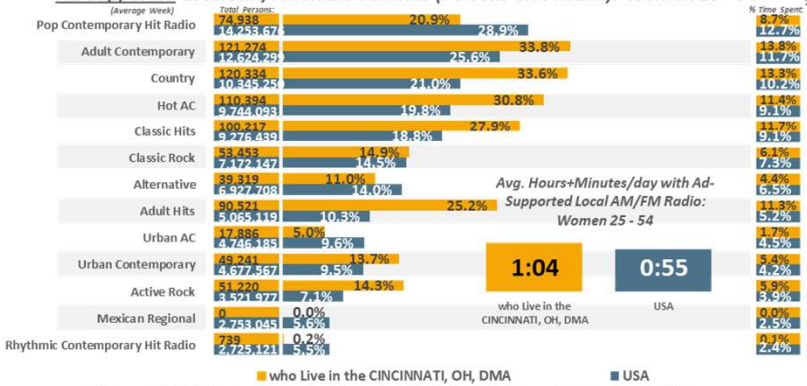
Local AM/FM Radio Formats (Persons & % Reach): Women 25 - 54



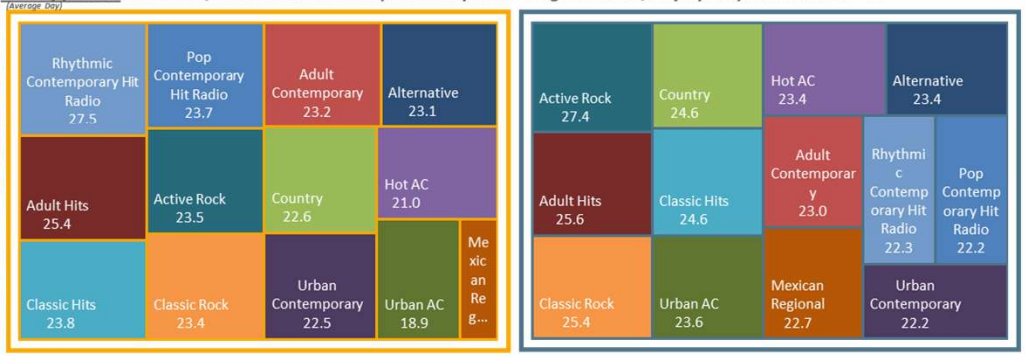
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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



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



USA USA DMA Projection Scarborough R2 2025: Sep24-Jul25 Qual Intab 2,033

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 25,039

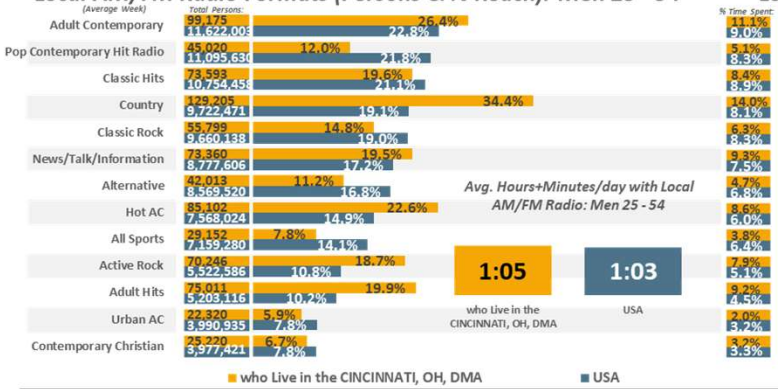
soefa.ai Share of Everything for Anything ©



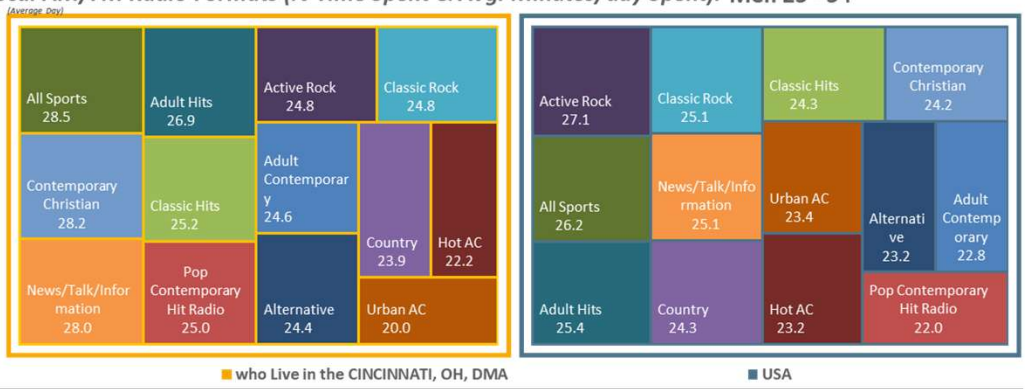
M25-54

366,779 or 78.6% of Men 25 - 54 who Live in the CINCINNATI, OH, DMA listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, Adult Contemporary, Hot AC, Adult Hits, and Classic Hits.

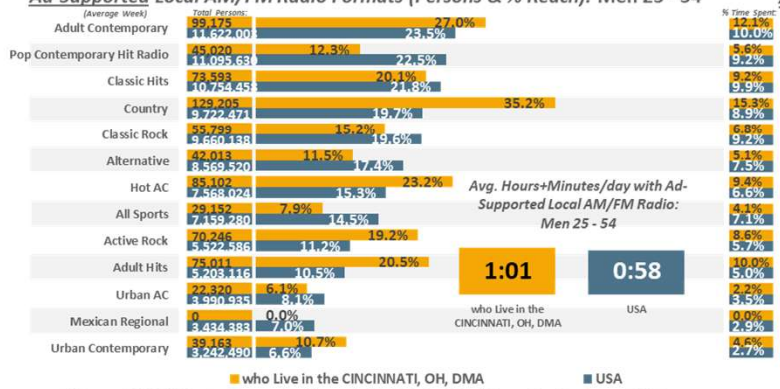
Local AM/FM Radio Formats (Persons & % Reach): Men 25 - 54



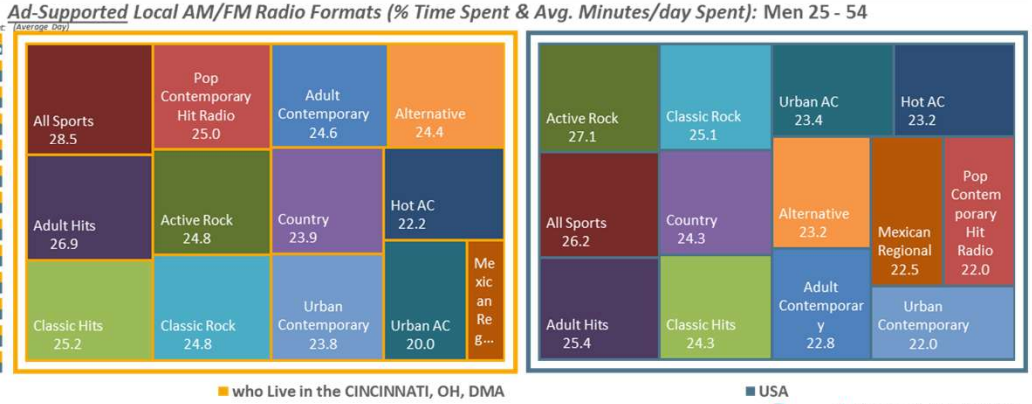
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



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



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



USA USA DMA Projection Scarborough R2 2025: Sep24-Jul25 Qual Intab 2,033

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 25,039

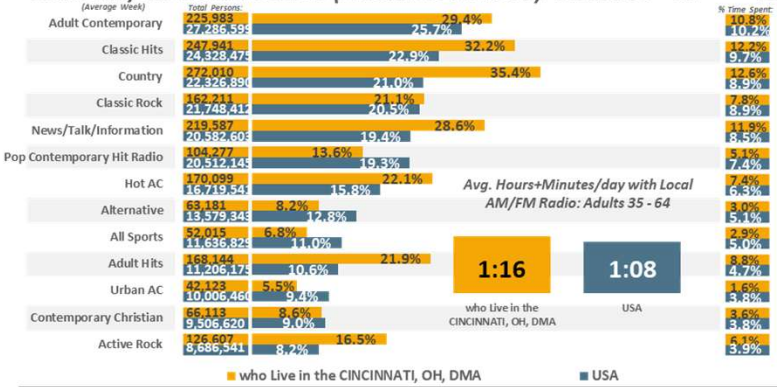
soefa.ai Share of Everything for Anything ©



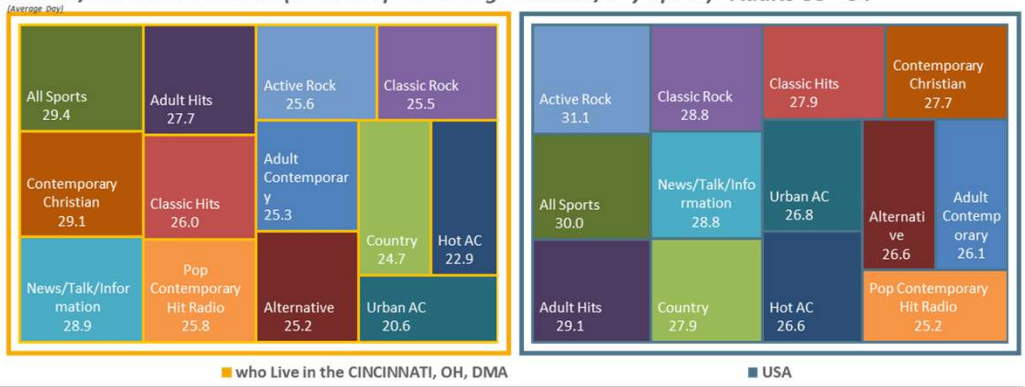
P35-64

749,483 or 81.2% of Adults 35 - 64 who Live in the CINCINNATI, OH, DMA listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, Classic Hits, Adult Contemporary, News/Talk/Information, and Hot AC.

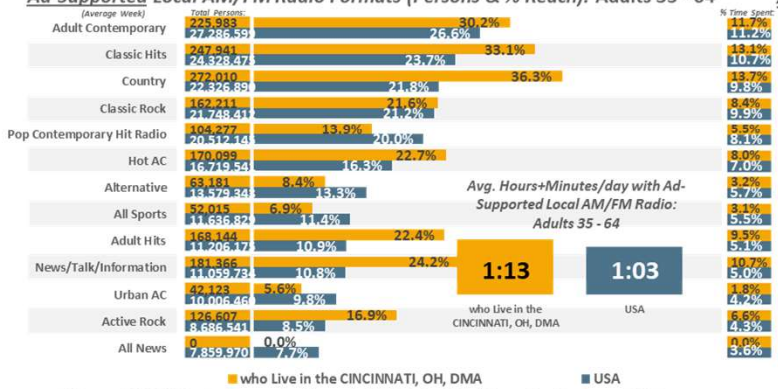
Local AM/FM Radio Formats (Persons & % Reach): Adults 35 - 64



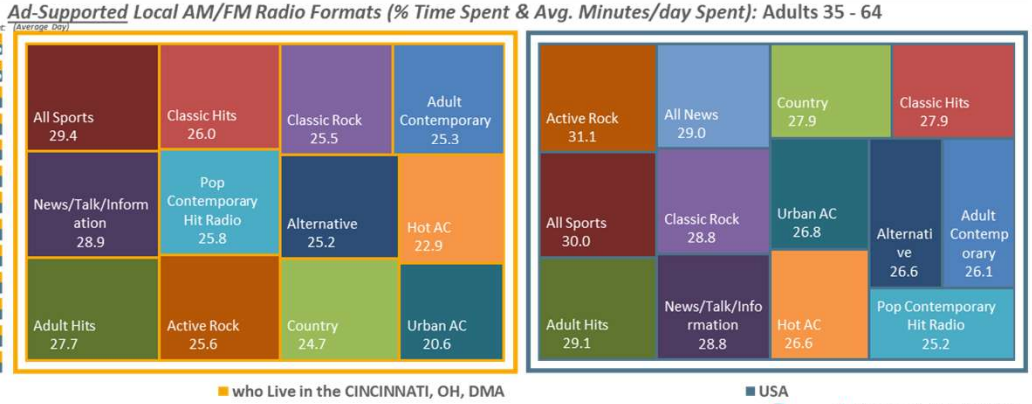
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 35 - 64



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



USA *USA DMA Projection* *Scarborough R2 2025: Sep24-Jul25* *Qual Intab* *2,033*

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Projection *Scarborough R1 2024: Jan23-Aug24* *Qual Intab* *25,039*

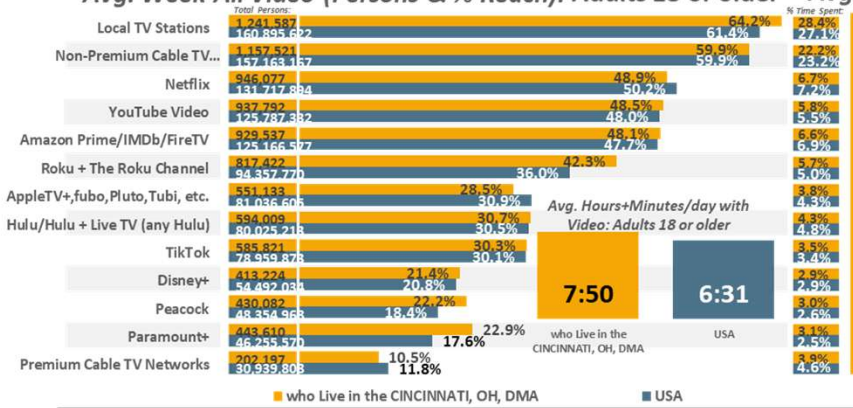
soefa.ai Share of Everything for Anything ©



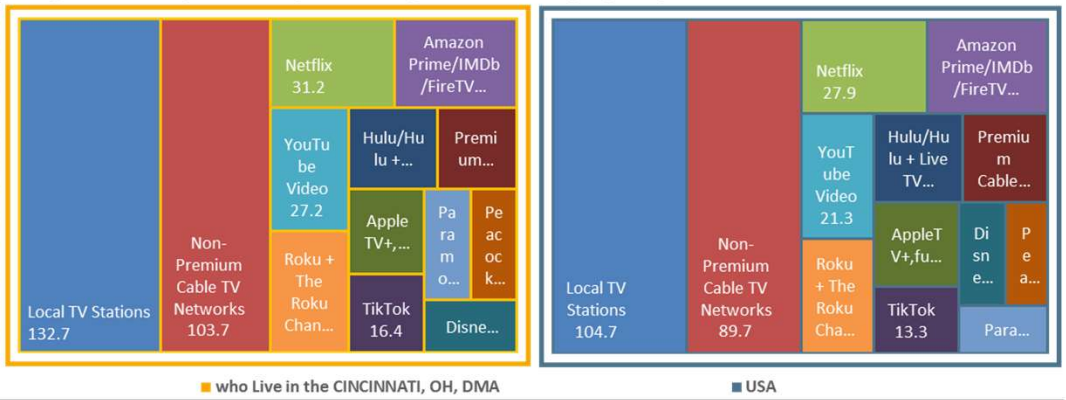
P18+

1,225,611 or 63.4% of Adults 18 or older who Live in the CINCINNATI, OH, DMA watch Ad-Supported Local TV Stations for an average of 128.3 minutes every day representing 33.6% of all time spent daily with Ad-Supported Video.

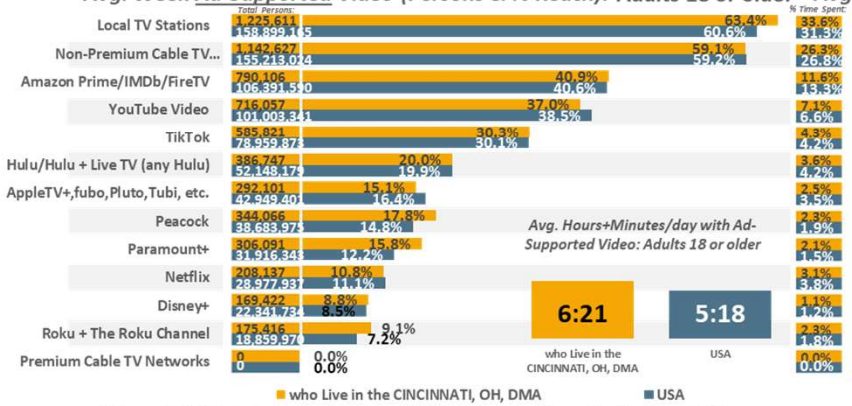
Avg. Week All Video (Persons & % Reach): Adults 18 or older



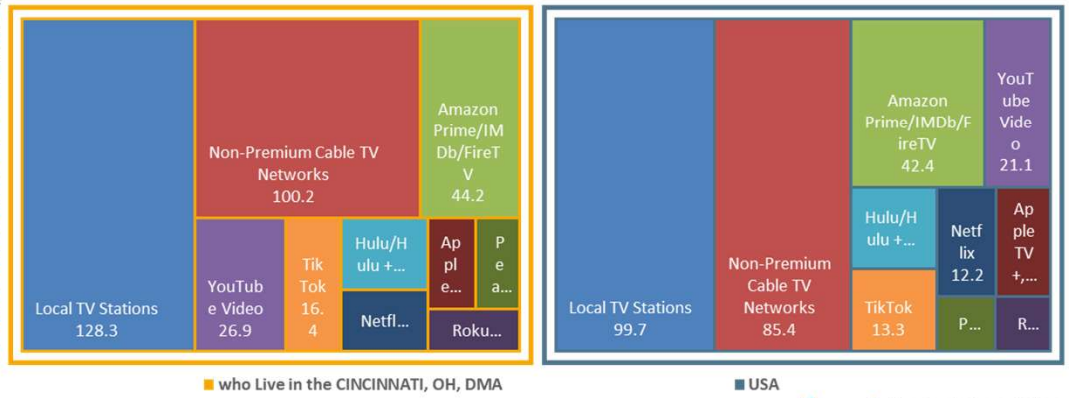
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA DMA Projection Scarborough R2 2025: Sep24-Jul25 Qual Intab 2,033

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

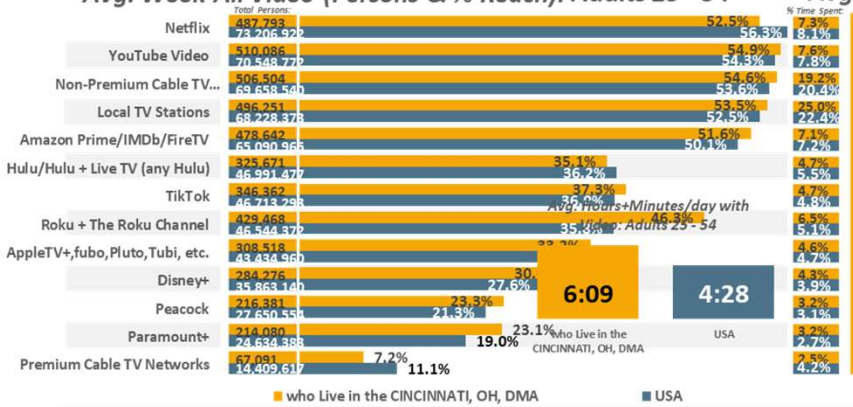
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 25,039

soefa.ai Share of Everything for Anything ©

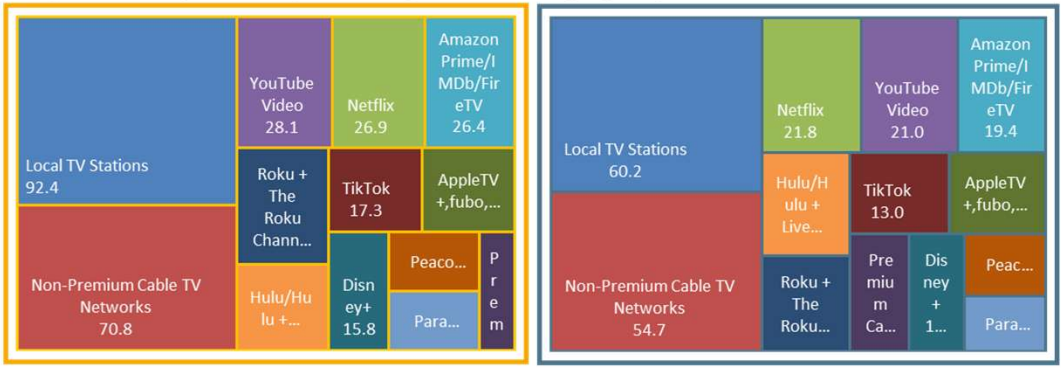


490,301 or 52.8% of Adults 25 - 54 who Live in the CINCINNATI, OH, DMA watch Ad-Supported Local TV Stations for an average of 90.2 minutes every day representing 31.3% of all time spent daily with Ad-Supported Video.

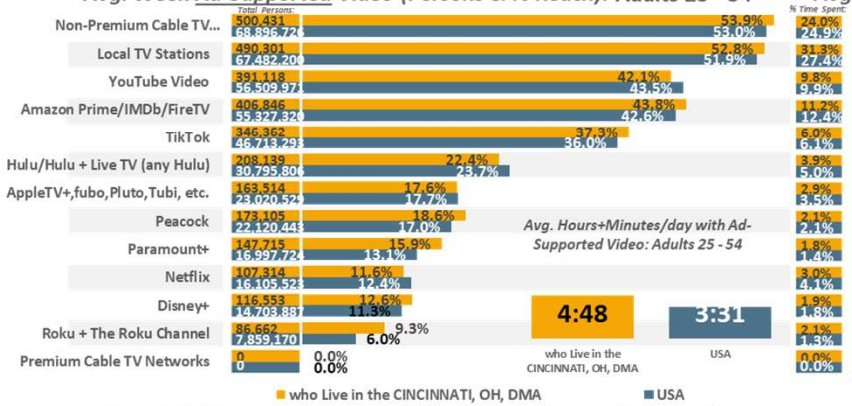
Avg. Week All Video (Persons & % Reach): Adults 25 - 54



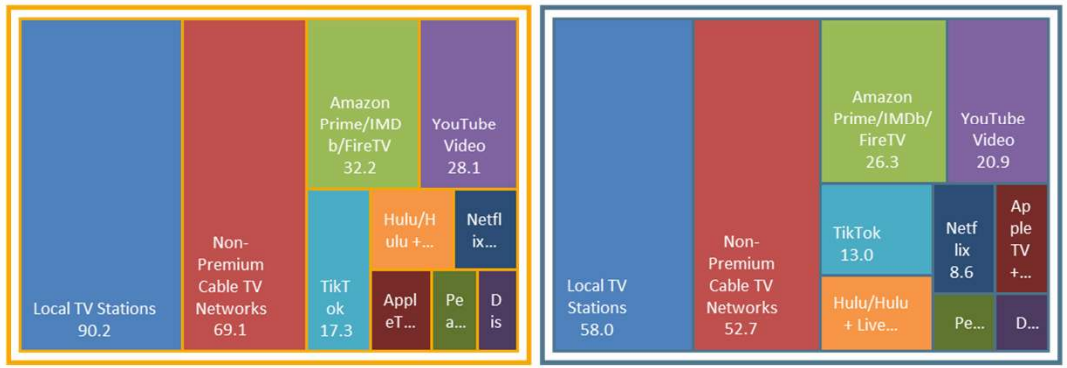
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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



USA USA DMA Projection Scarborough R2 2025: Sep24-Jul25 Qual Intab 2,033

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

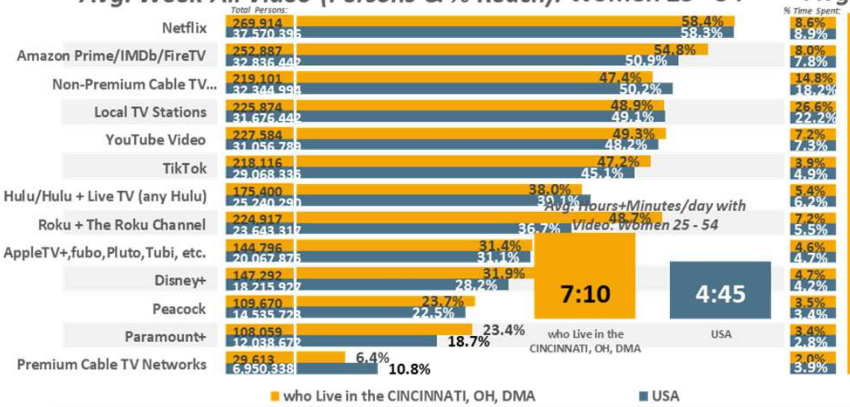
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 25,039

soefa.ai Share of Everything for Anything ©

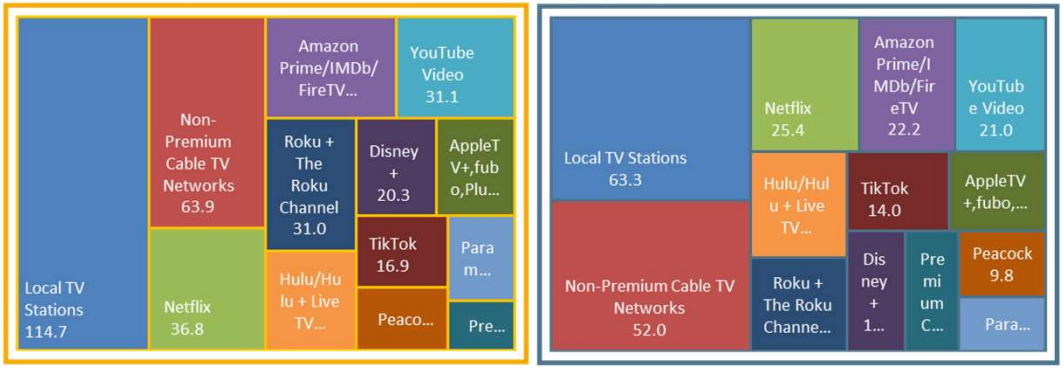


223,111 or 48.3% of Women 25 - 54 who Live in the CINCINNATI, OH, DMA watch Ad-Supported Local TV Stations for an average of 111.7 minutes every day representing 34.4% of all time spent daily with Ad-Supported Video.

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

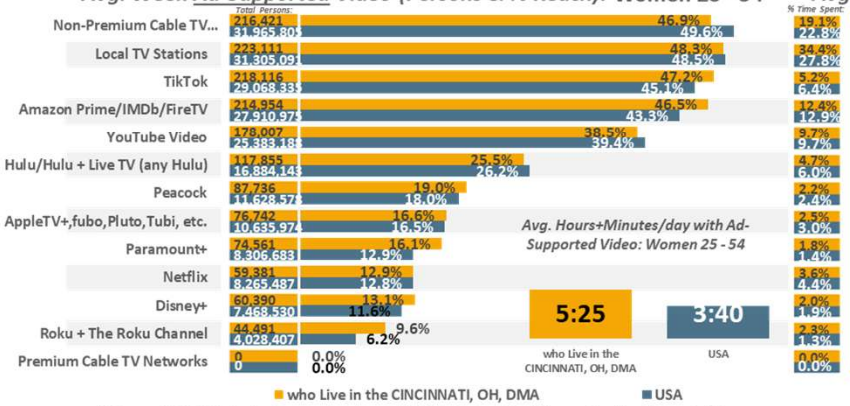


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54

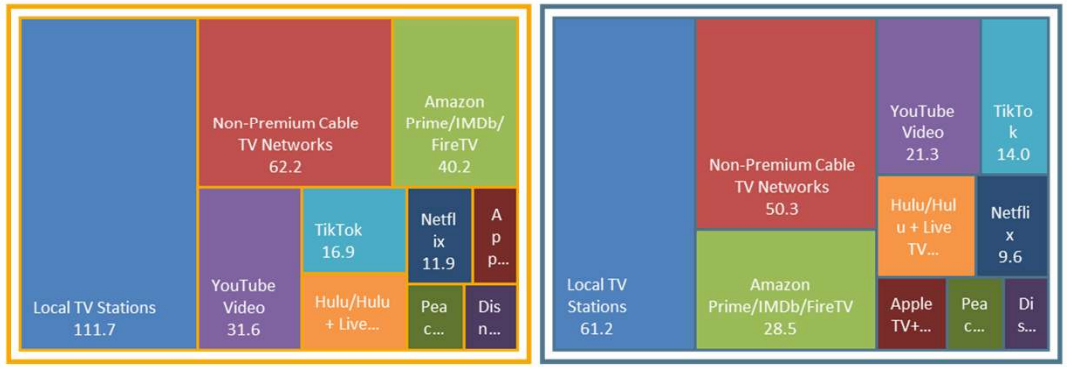


who Live in the CINCINNATI, OH, DMA ■ USA

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



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



who Live in the CINCINNATI, OH, DMA ■ USA

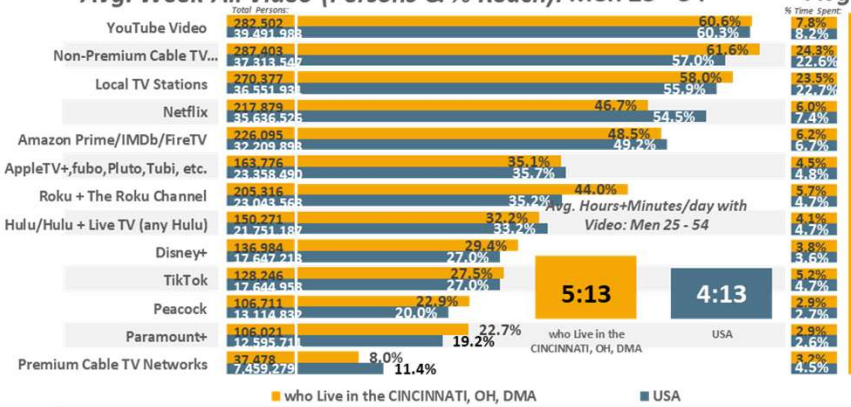
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

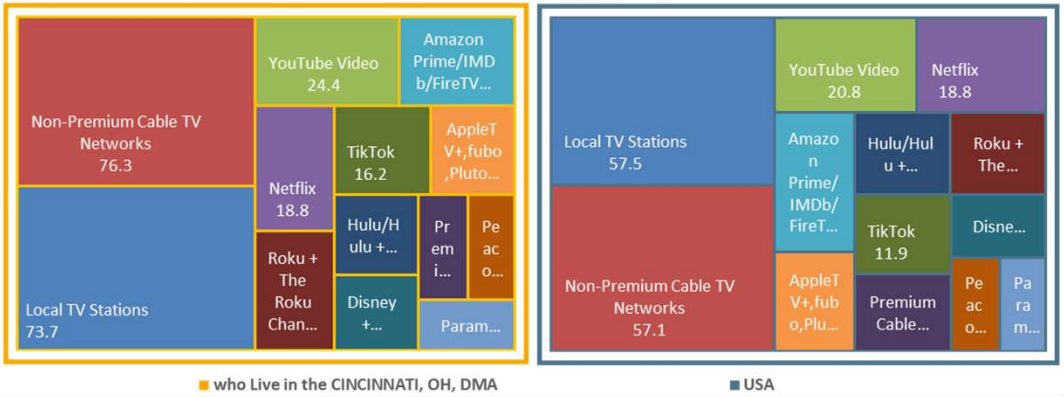


267,200 or 57.3% of Men 25 - 54 who Live in the CINCINNATI, OH, DMA watch Ad-Supported Local TV Stations for an average of 72.2 minutes every day representing 28.5% of all time spent daily with Ad-Supported Video.

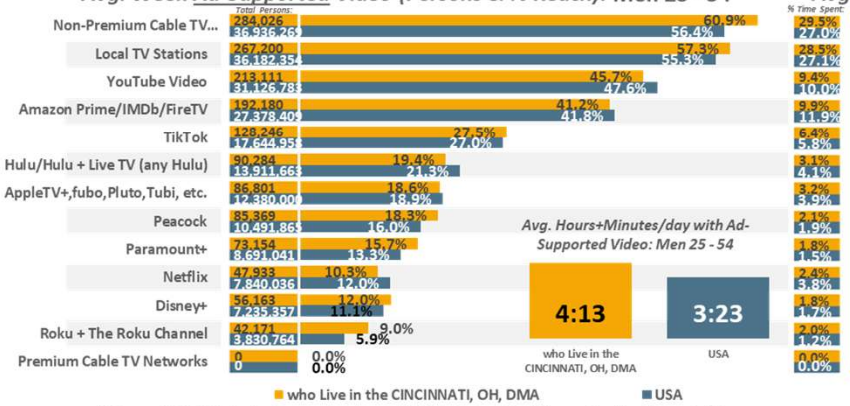
Avg. Week All Video (Persons & % Reach): Men 25 - 54



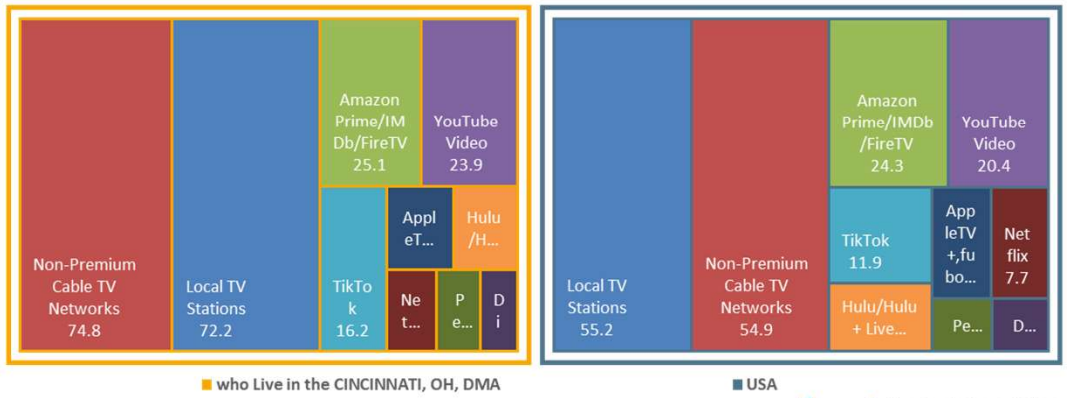
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



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



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



USA USA DMA Projection Scarborough R2 2025: Sep24-Jul25 Qual Intab 2,033

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

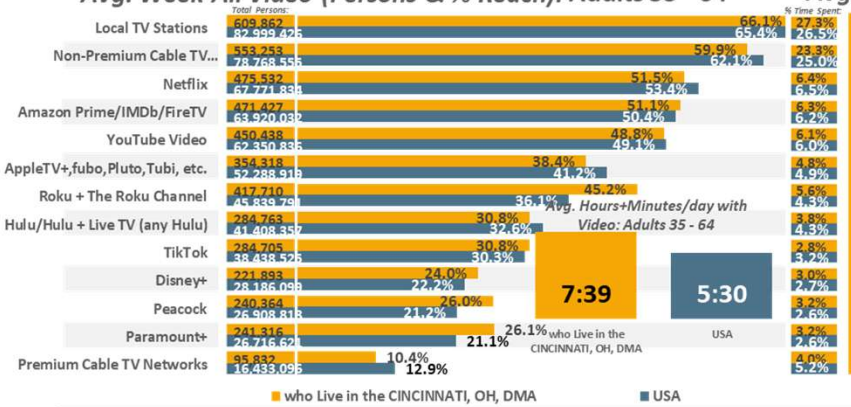
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 25,039

soefa.ai Share of Everything for Anything ©

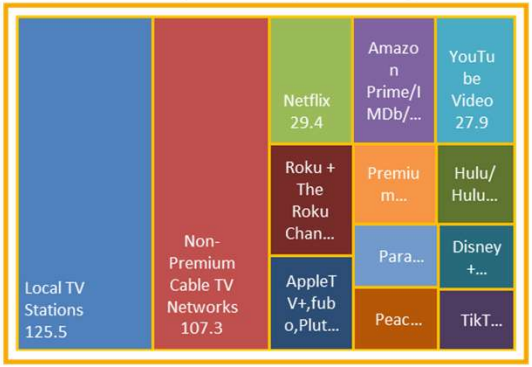


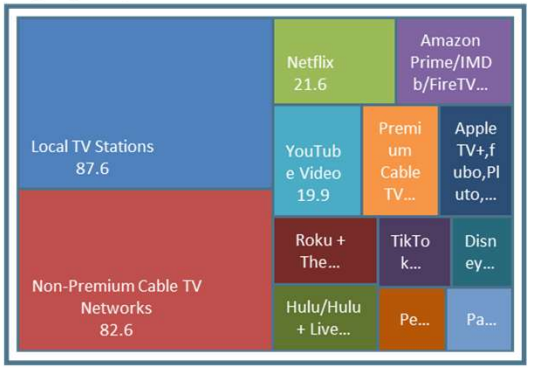
602,170 or 65.2% of Adults 35 - 64 who Live in the CINCINNATI, OH, DMA watch Ad-Supported Local TV Stations for an average of 123.2 minutes every day representing 33.2% of all time spent daily with Ad-Supported Video.

Avg. Week All Video (Persons & % Reach): Adults 35 - 64

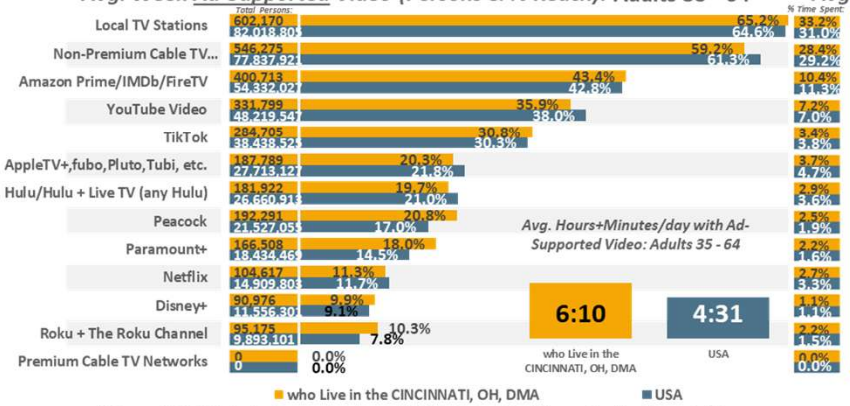


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64

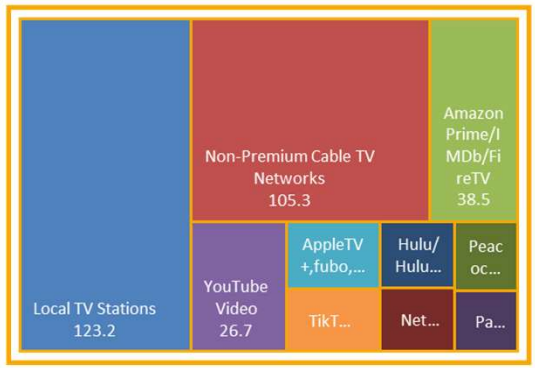


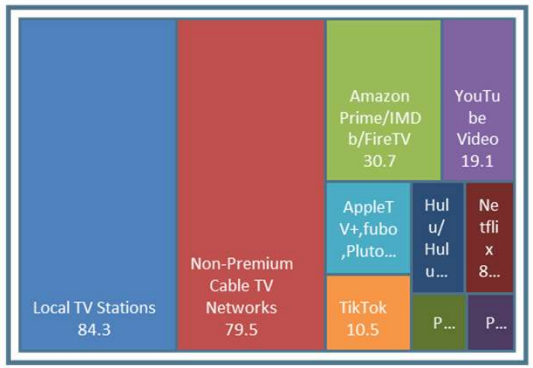


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 35 - 64



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64





USA USA DMA Projection Scarborough R2 2025: Sep24-Jul25 Qual Intab 2,033

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

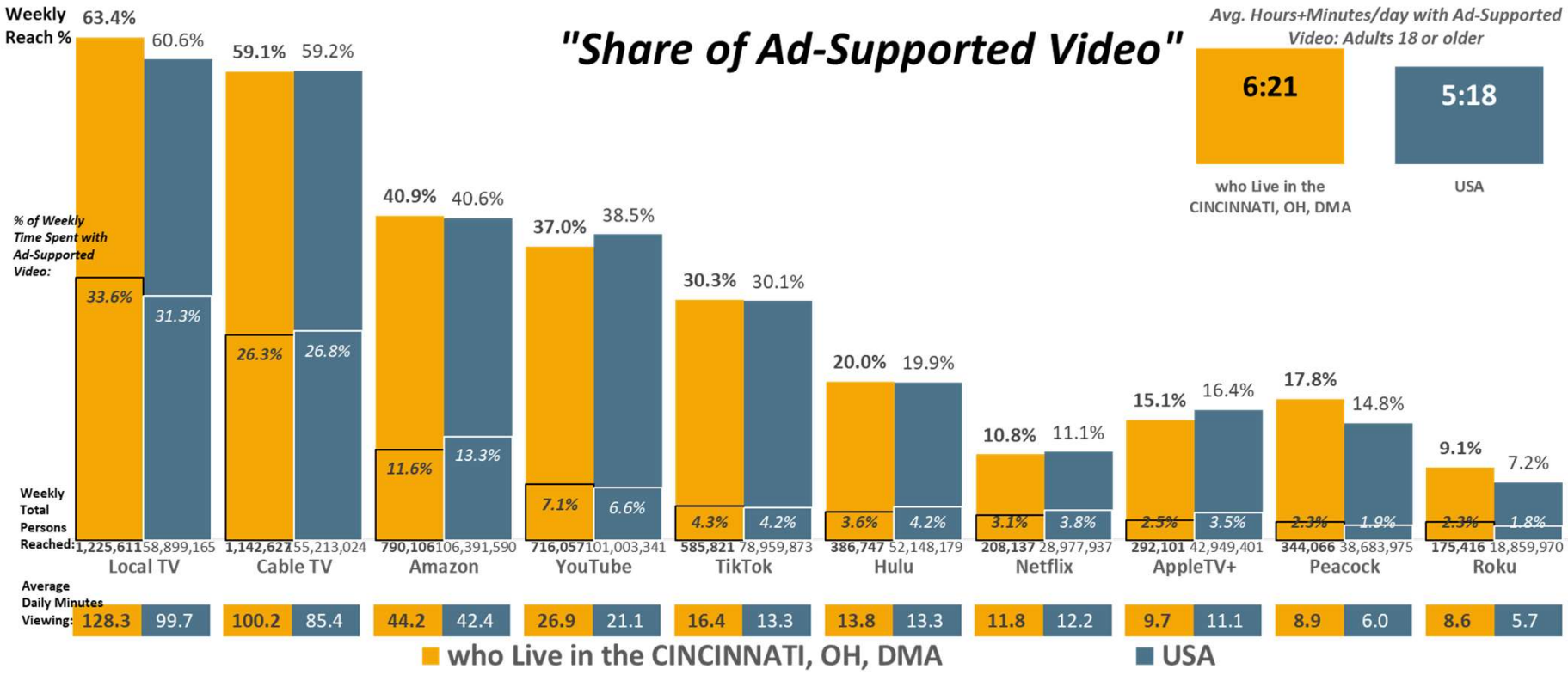
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 25,039

soefa.ai Share of Everything for Anything ©



P18+

1,225,611 or 63.4% of Adults 18 or older who Live in the CINCINNATI, OH, DMA watch Ad-Supported Local TV Stations for an average of 128.3 minutes every day representing 33.6% of all time spent daily with Ad-Supported Video.



USA USA DMA Projection Scarborough R2 2025: Sep24-Jul25 Qual Intab 2,033

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

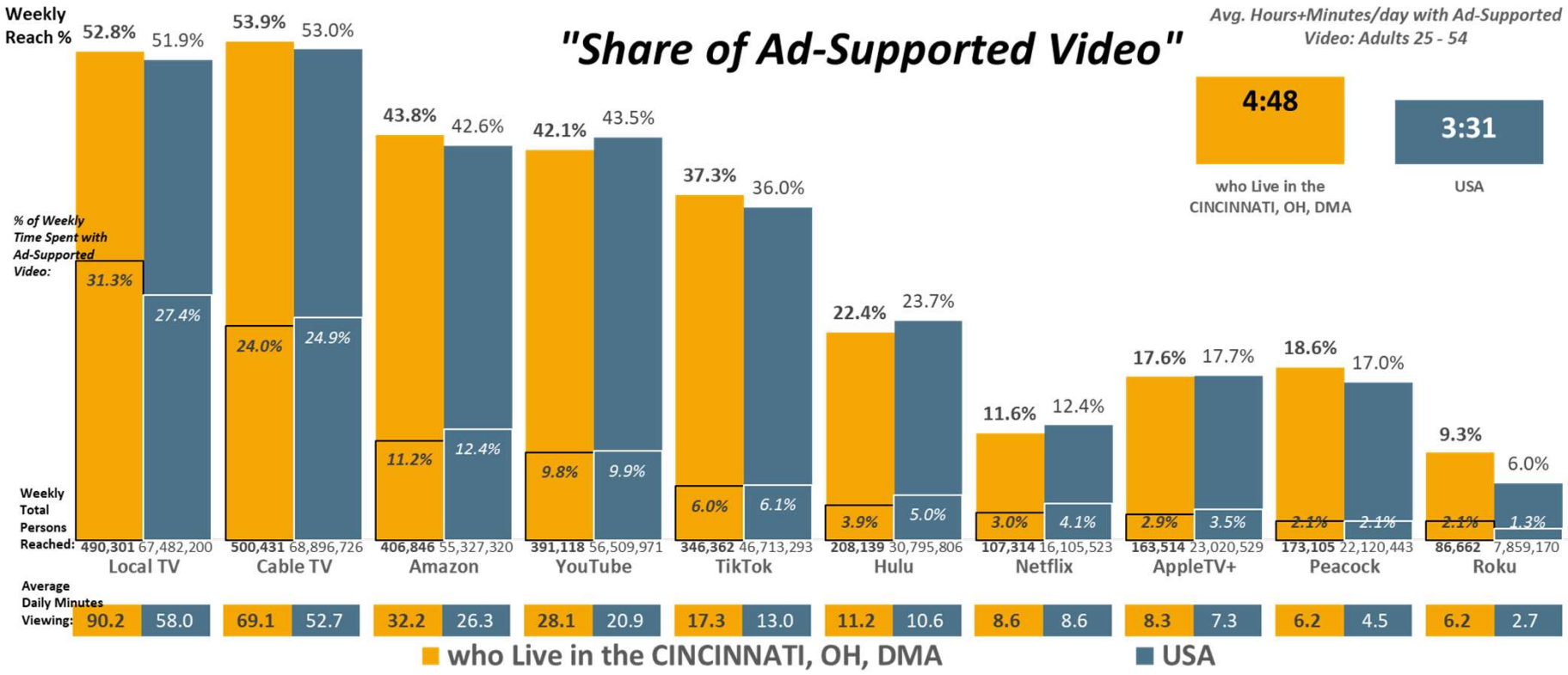
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 25,039

soefa.ai Share of Everything for Anything ©



P25-54

490,301 or 52.8% of Adults 25 - 54 who Live in the CINCINNATI, OH, DMA watch Ad-Supported Local TV Stations for an average of 90.2 minutes every day representing 31.3% of all time spent daily with Ad-Supported Video.



USA USA DMA Projection Scarborough R2 2025: Sep24-Jul25 Qual Intab 2,033

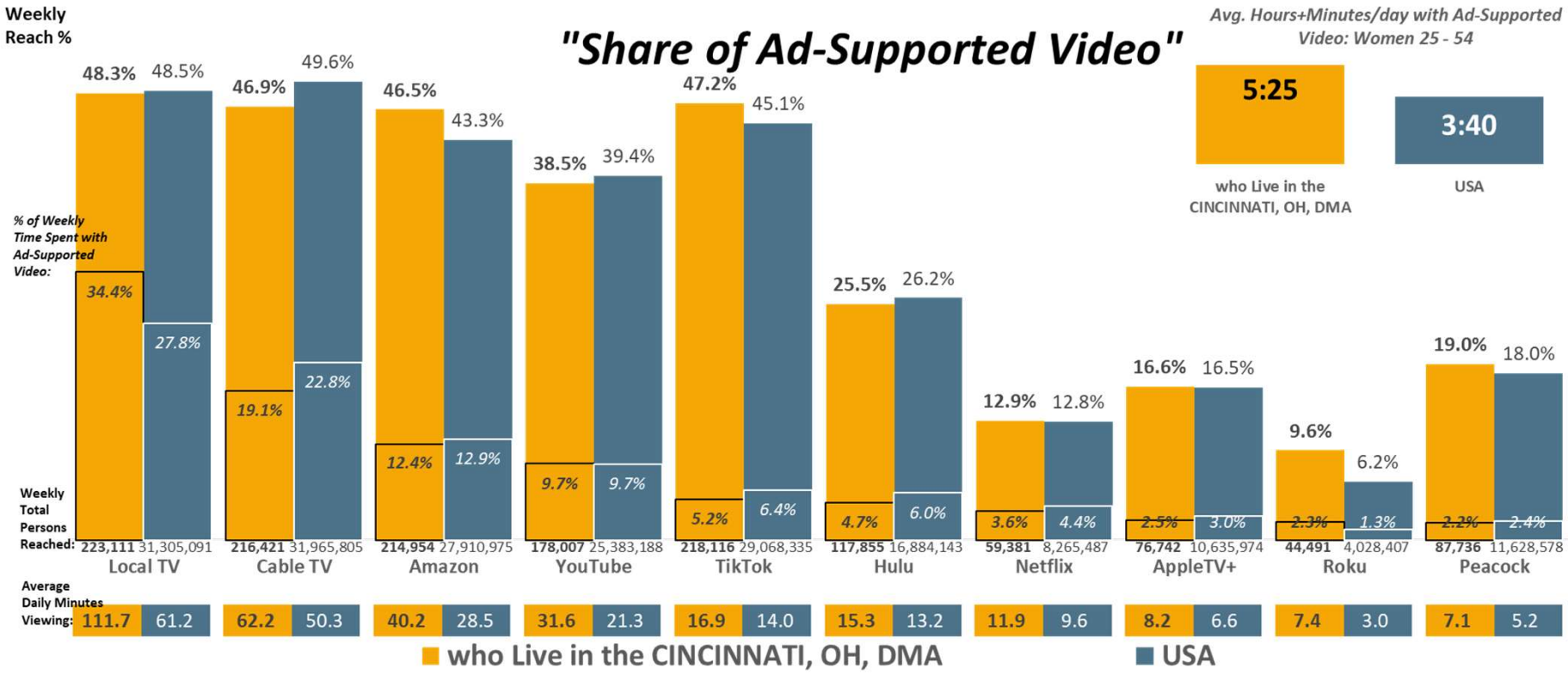
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 25,039

soefa.ai Share of Everything for Anything ©



223,111 or 48.3% of Women 25 - 54 who Live in the CINCINNATI, OH, DMA watch Ad-Supported Local TV Stations for an average of 111.7 minutes every day representing 34.4% of all time spent daily with Ad-Supported Video.



USA USA DMA Projection Scarborough R2 2025: Sep24-Jul25 Qual Intab 2,033

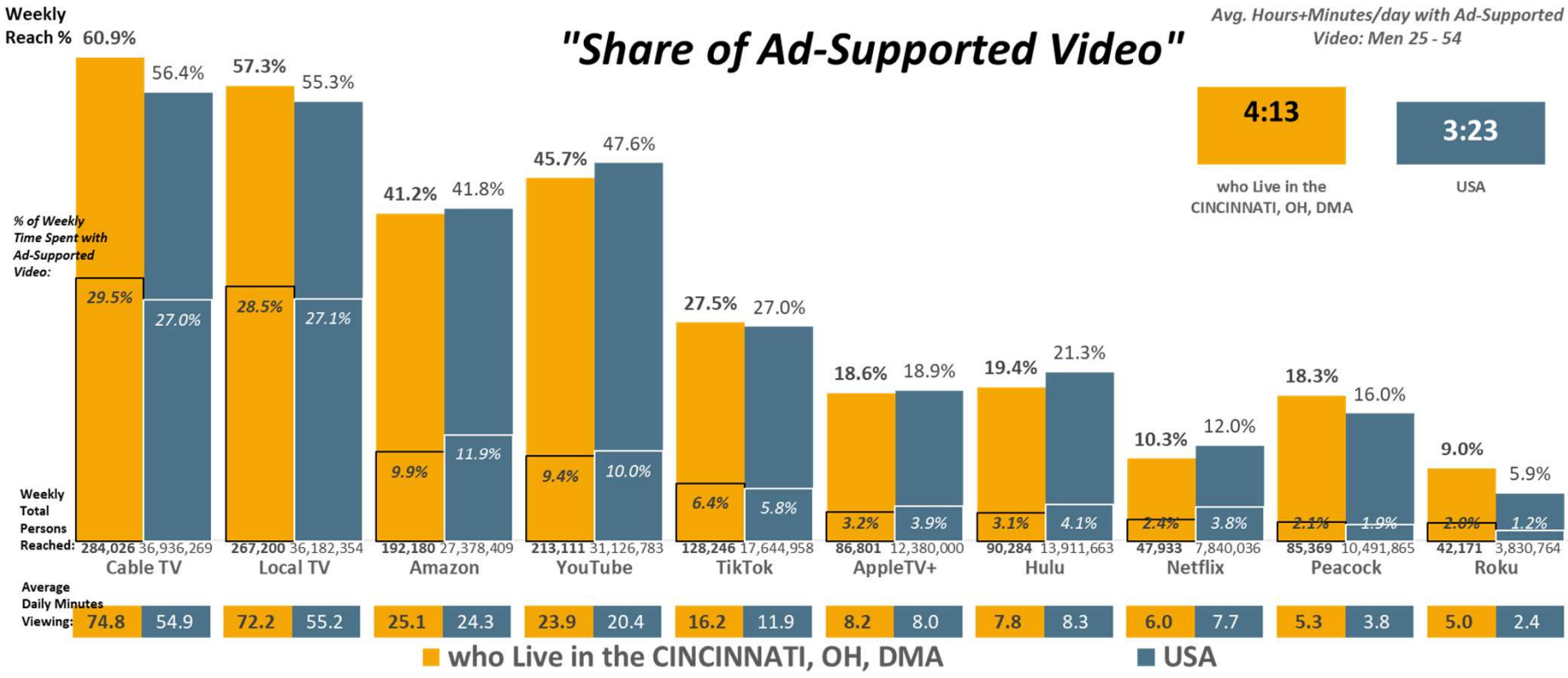
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 25,039

soefa.ai Share of Everything for Anything ©



267,200 or 57.3% of Men 25 - 54 who Live in the CINCINNATI, OH, DMA watch Ad-Supported Local TV Stations for an average of 72.2 minutes every day representing 28.5% of all time spent daily with Ad-Supported Video.



USA USA DMA Projection Scarborough R2 2025: Sep24-Jul25 Qual Intab 2,033

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

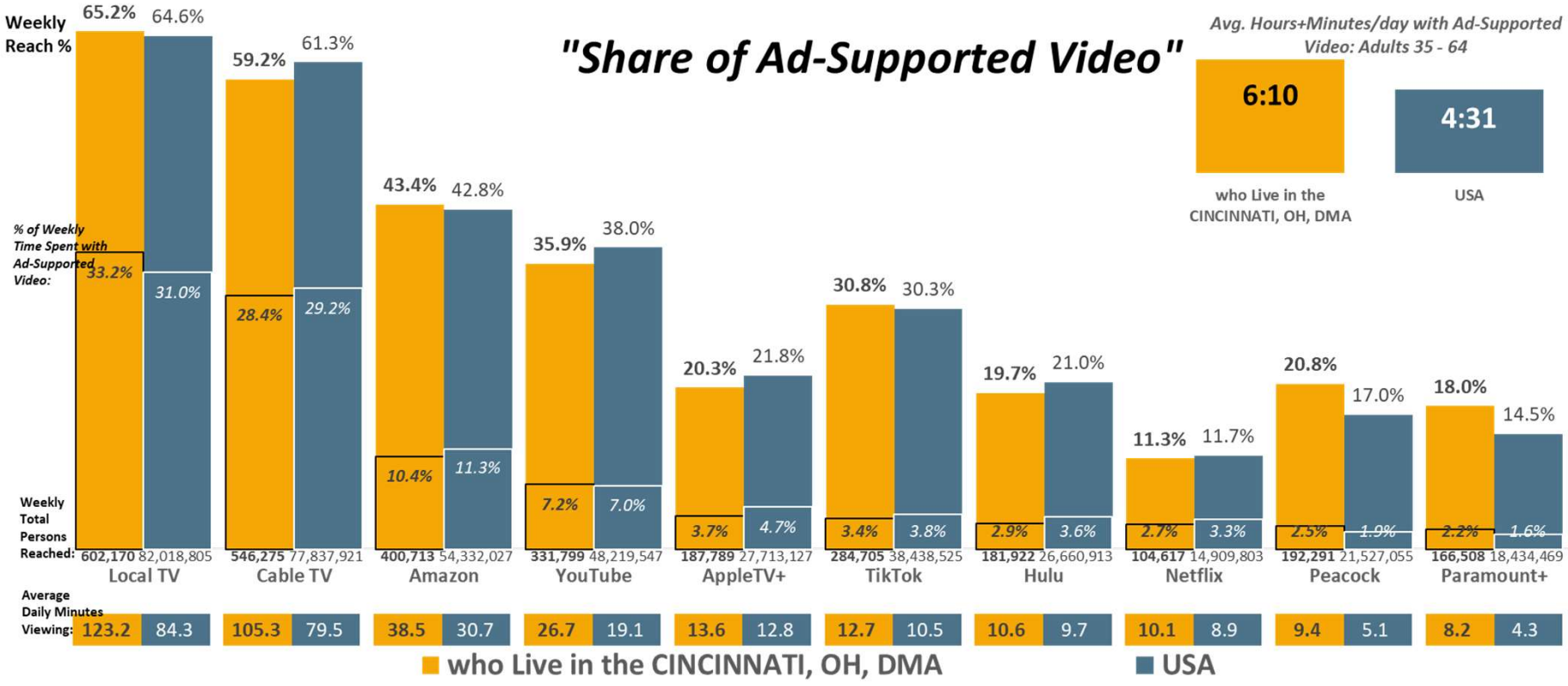
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 25,039

soefa.ai Share of Everything for Anything ©



P35-64

602,170 or 65.2% of Adults 35 - 64 who Live in the CINCINNATI, OH, DMA watch Ad-Supported Local TV Stations for an average of 123.2 minutes every day representing 33.2% of all time spent daily with Ad-Supported Video.



USA USA DMA Projection Scarborough R2 2025: Sep24-Jul25 Qual Intab 2,033

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 25,039

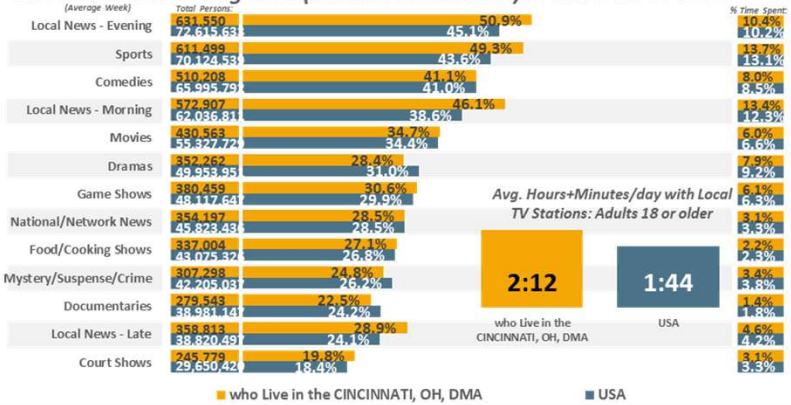
soefa.ai Share of Everything for Anything ©



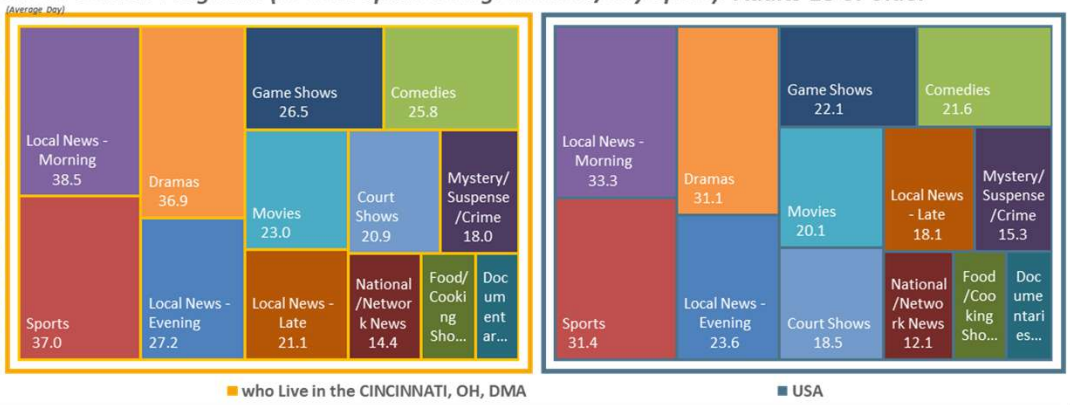
P18+

1,225,611 or 63.4% of Adults 18 or older who Live in the CINCINNATI, OH, DMA watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Local News - Morning, Comedies, Movies, and Game Shows.

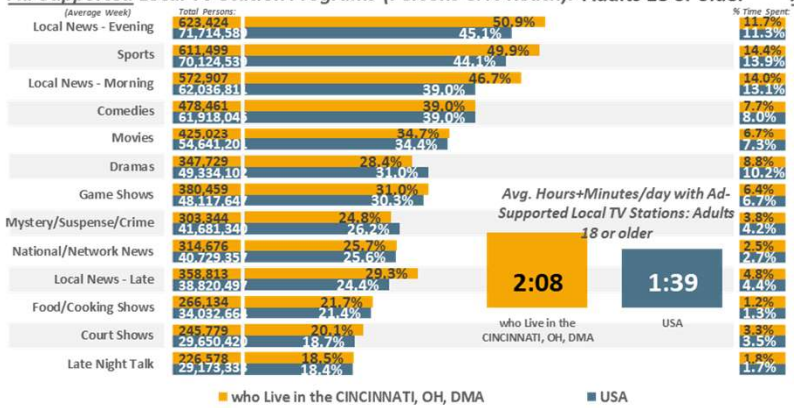
Local TV Station Programs (Persons & % Reach): Adults 18 or older



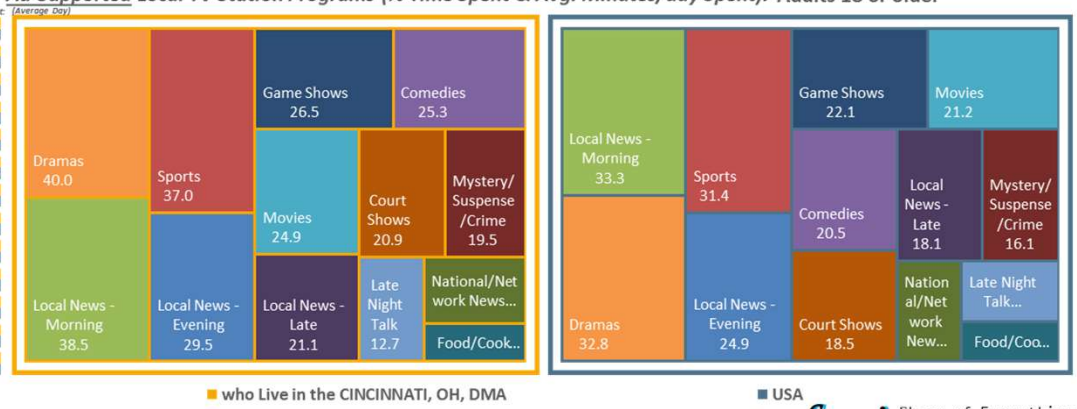
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA DMA Projection Scarborough R2 2025: Sep24-Jul25 Qual Intab 2,033

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

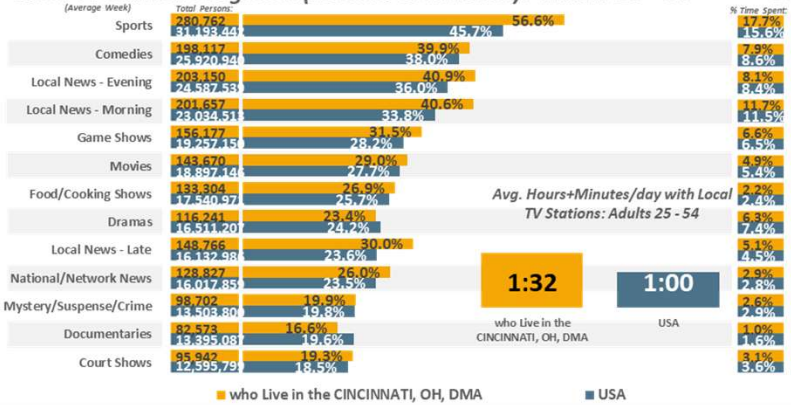
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 25,039

soefa.ai Share of Everything for Anything ©

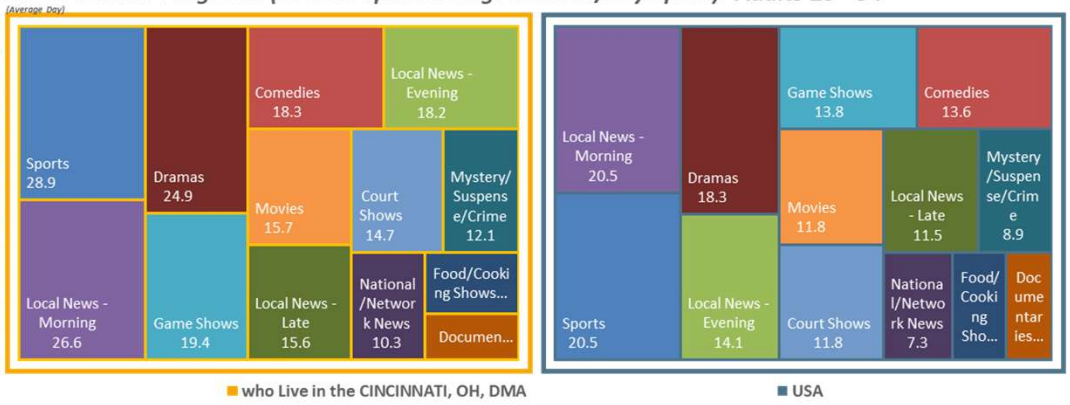


490,301 or 52.8% of Adults 25 - 54 who Live in the CINCINNATI, OH, DMA watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Morning, Local News - Evening, Comedies, Game Shows, and Local News - Late.

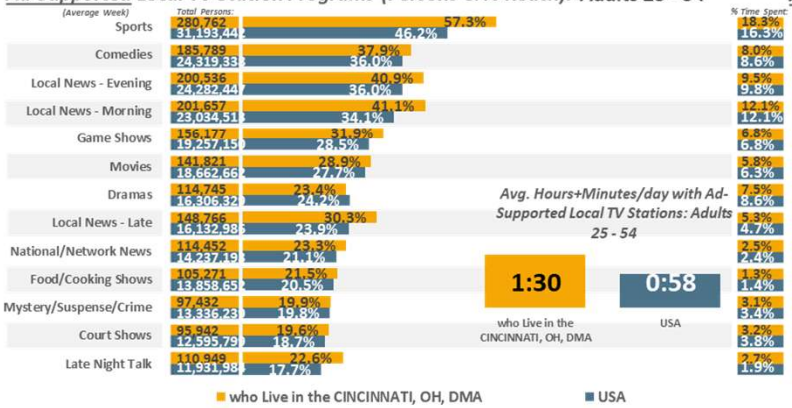
Local TV Station Programs (Persons & % Reach): Adults 25 - 54



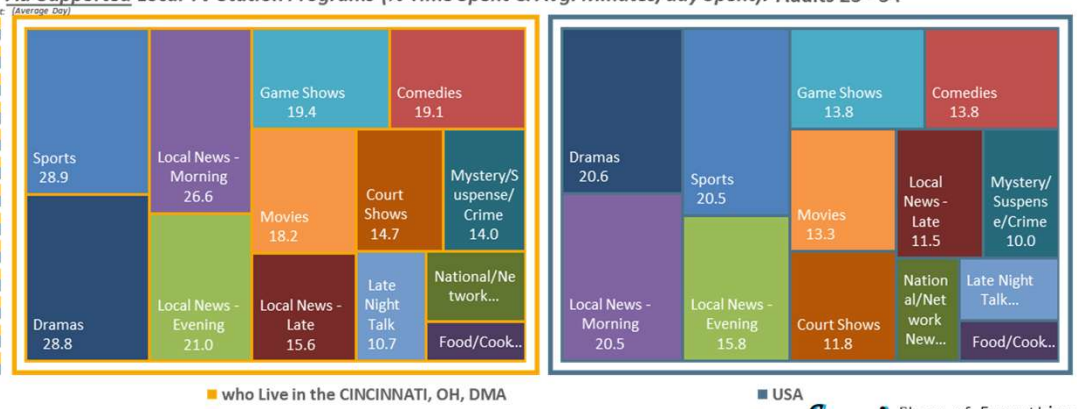
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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



USA USA DMA Projection Scarborough R2 2025: Sep24-Jul25 Qual Intab 2,033

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

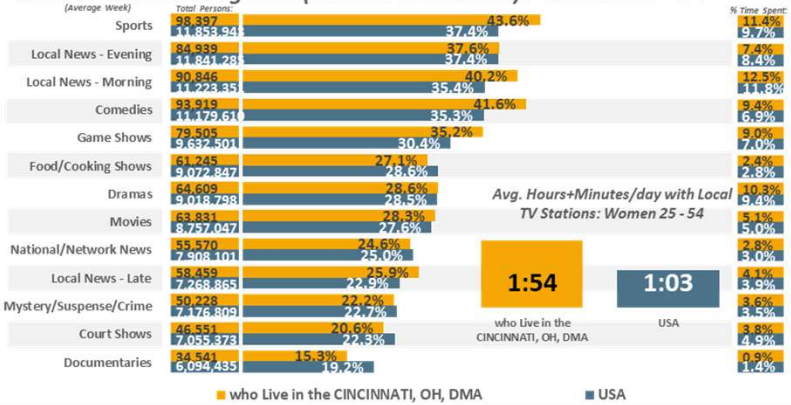
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 25,039

soefa.ai Share of Everything for Anything ©

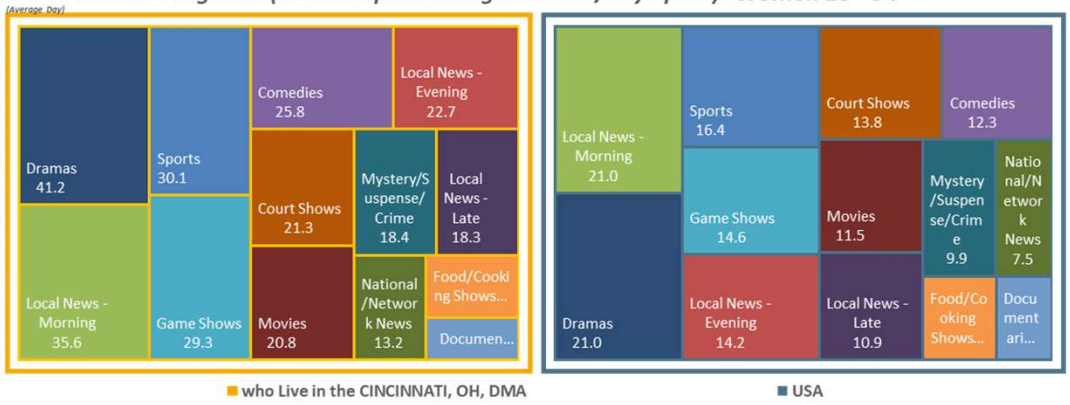


223,111 or 48.3% of Women 25 - 54 who Live in the CINCINNATI, OH, DMA watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Morning, Comedies, Local News - Evening, Game Shows, and Dramas.

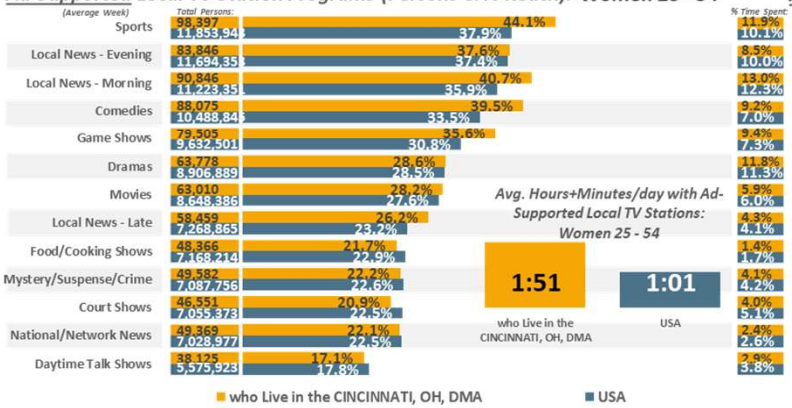
Local TV Station Programs (Persons & % Reach): Women 25 - 54



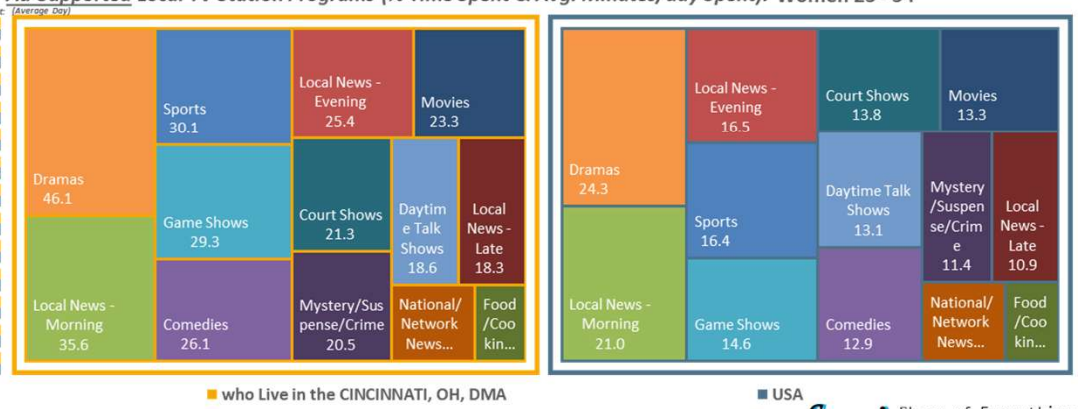
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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



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



USA USA DMA Projection Scarborough R2 2025: Sep24-Jul25 Qual Intab 2,033

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

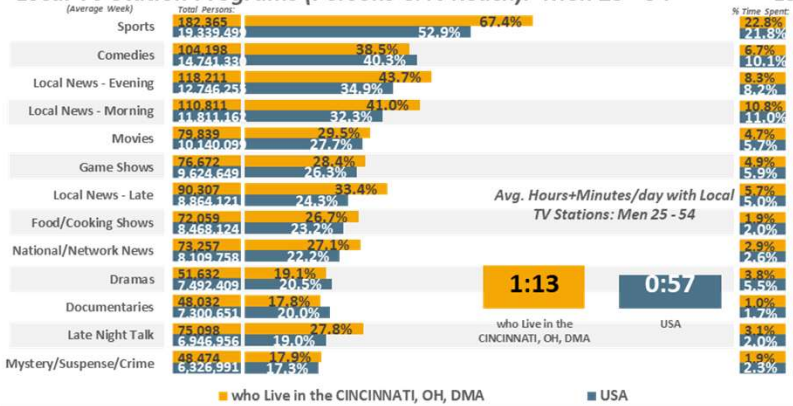
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 25,039

soefa.ai Share of Everything for Anything ©

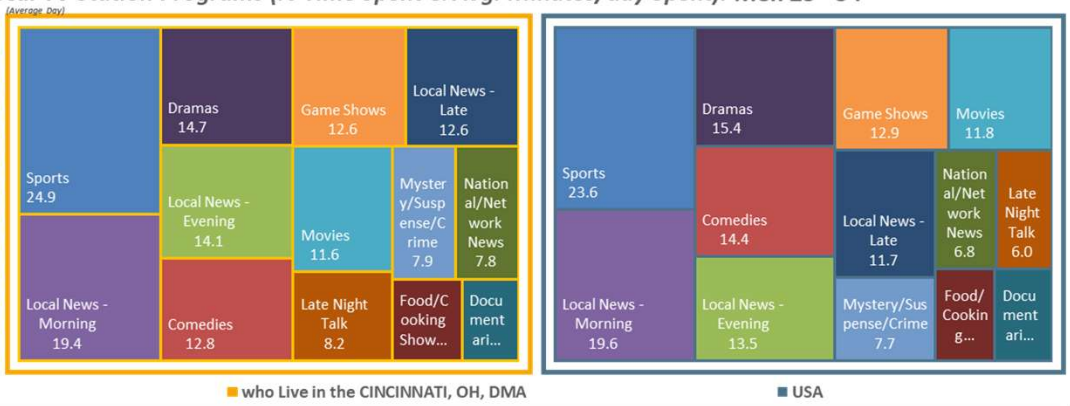


267,200 or 57.3% of Men 25 - 54 who Live in the CINCINNATI, OH, DMA watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Comedies, Local News - Late, and Movies.

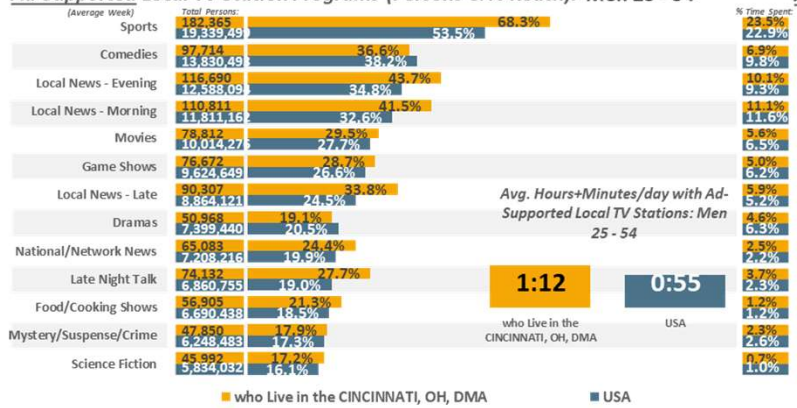
Local TV Station Programs (Persons & % Reach): Men 25 - 54



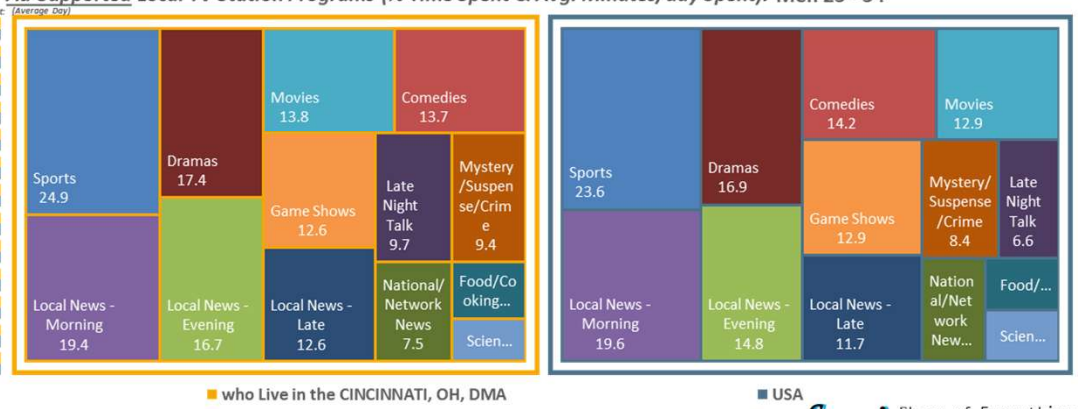
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



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



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



USA USA DMA Projection Scarborough R2 2025: Sep24-Jul25 Qual Intab 2,033

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 25,039

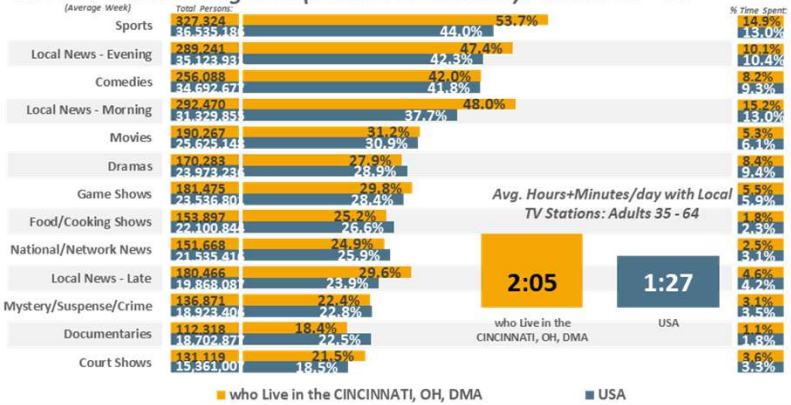
soefa.ai Share of Everything for Anything ©



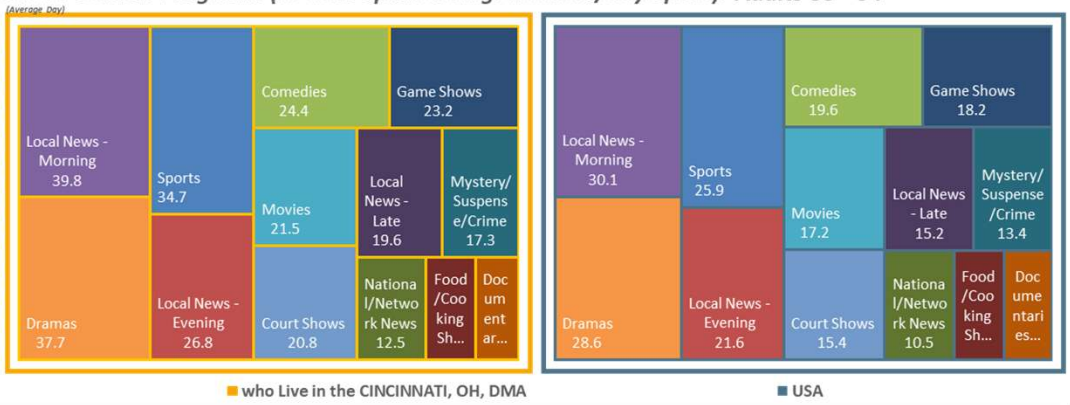
P35-64

602,170 or 65.2% of Adults 35 - 64 who Live in the CINCINNATI, OH, DMA watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Morning, Local News - Evening, Comedies, Movies, and Game Shows.

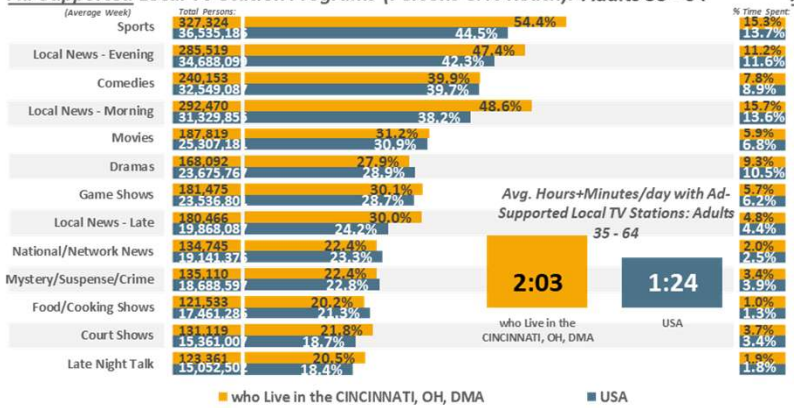
Local TV Station Programs (Persons & % Reach): Adults 35 - 64



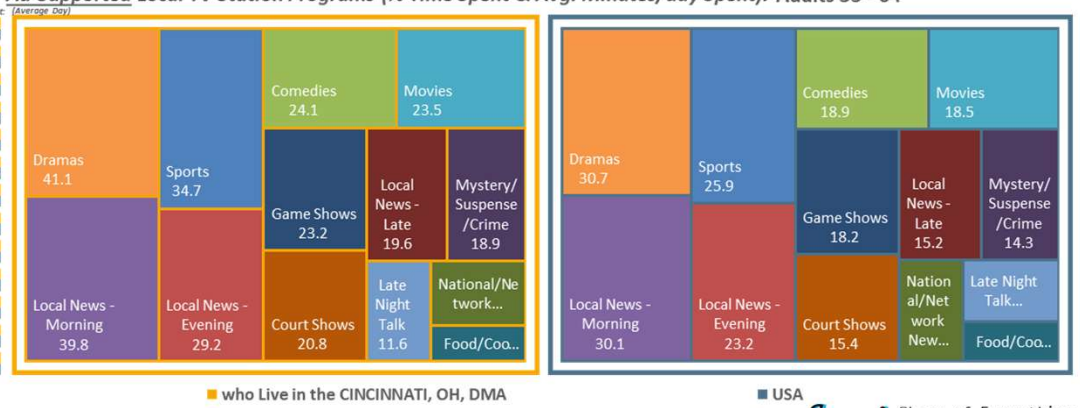
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 35 - 64



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



USA USA DMA Projection Scarborough R2 2025: Sep24-Jul25 Qual Intab 2,033

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

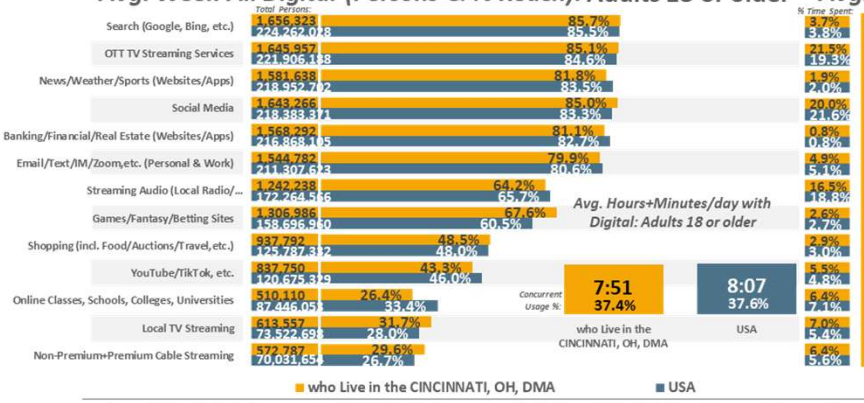
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 25,039

soefa.ai Share of Everything for Anything ©

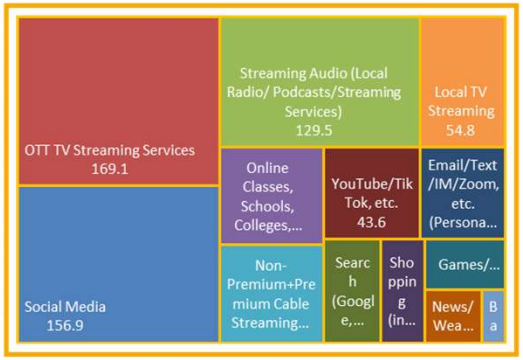


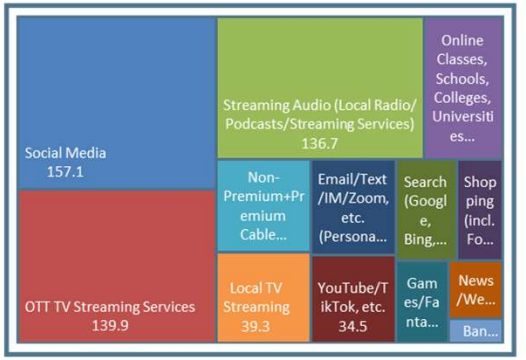
1,476,362 or 76.4% of Adults 18 or older who Live in the CINCINNATI, OH, DMA use Ad-Supported Social Media for an average of 140.9 minutes every day representing 24.3% of all time spent daily with Ad-Supported Digital Media.

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



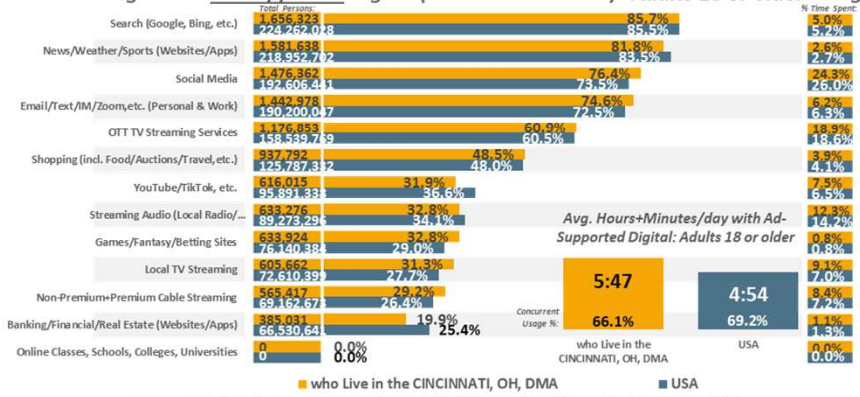
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



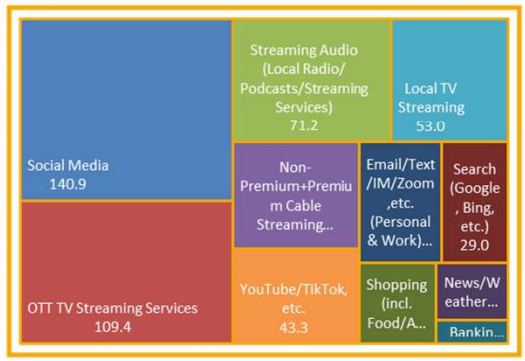


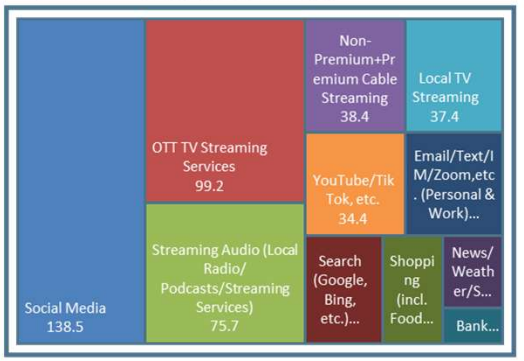
who Live in the CINCINNATI, OH, DMA ■ USA

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





who Live in the CINCINNATI, OH, DMA ■ USA

USA USA DMA Projection Scarborough R2 2025: Sep24-Jul25 Qual Intab 2,033

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 25,039

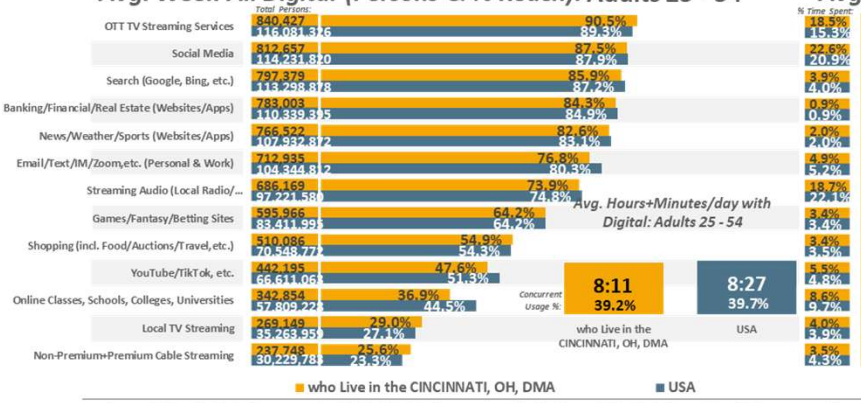
soefa.ai Share of Everything for Anything ©



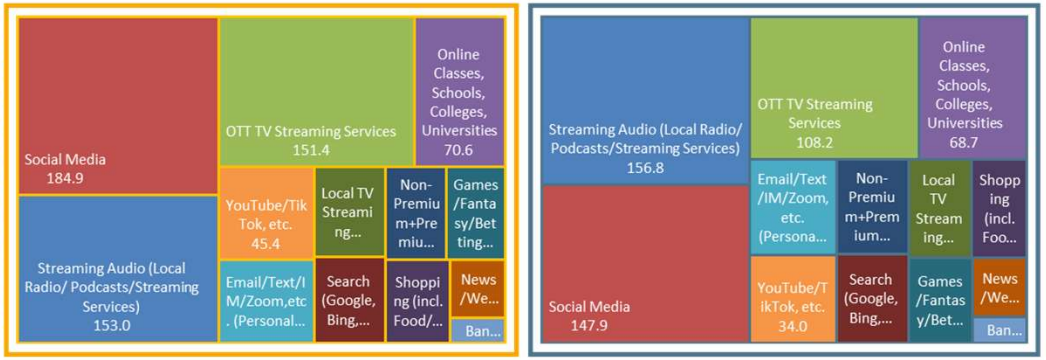
P25-54

706,237 or 76.1% of Adults 25 - 54 who Live in the CINCINNATI, OH, DMA use Ad-Supported Social Media for an average of 170.1 minutes every day representing 29.8% of all time spent daily with Ad-Supported Digital Media.

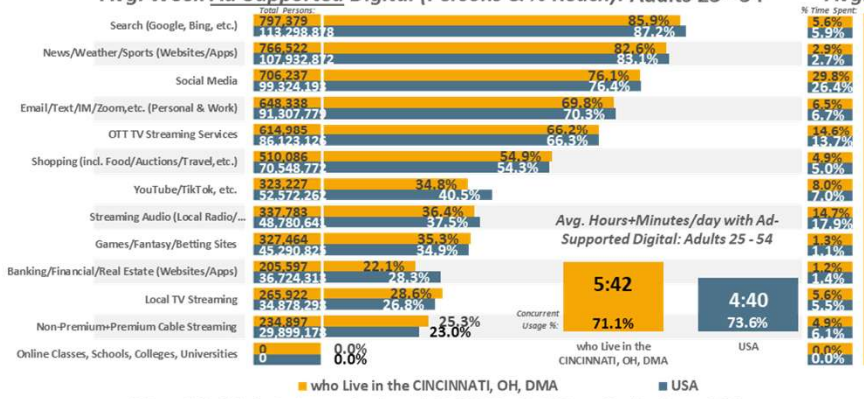
Avg. Week All Digital (Persons & % Reach): Adults 25 - 54



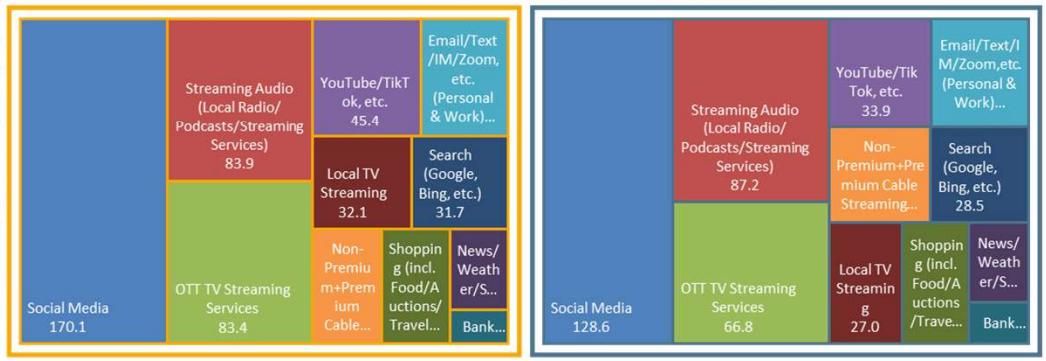
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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



USA USA DMA Projection Scarborough R2 2025: Sep24-Jul25 Qual Intab 2,033

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

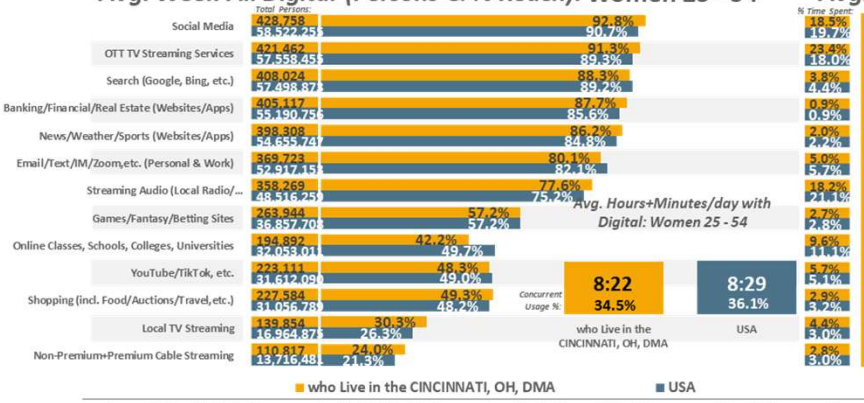
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 25,039

soefa.ai Share of Everything for Anything ©

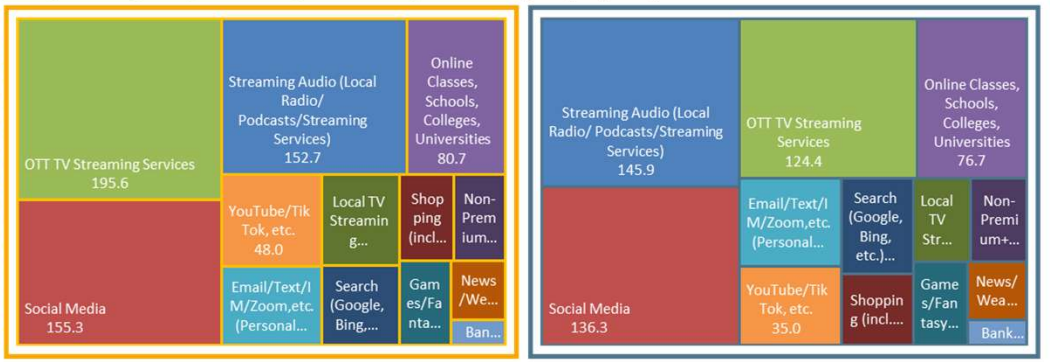


379,345 or 82.1% of Women 25 - 54 who Live in the CINCINNATI, OH, DMA use Ad-Supported Social Media for an average of 142.9 minutes every day representing 25.6% of all time spent daily with Ad-Supported Digital Media.

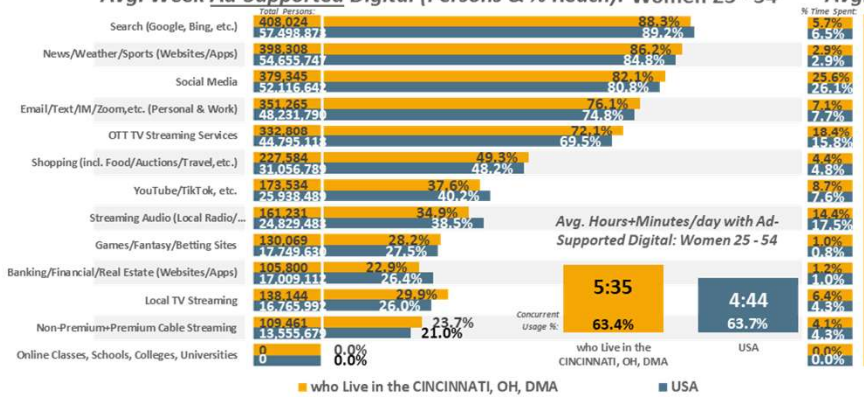
Avg. Week All Digital (Persons & % Reach): Women 25 - 54



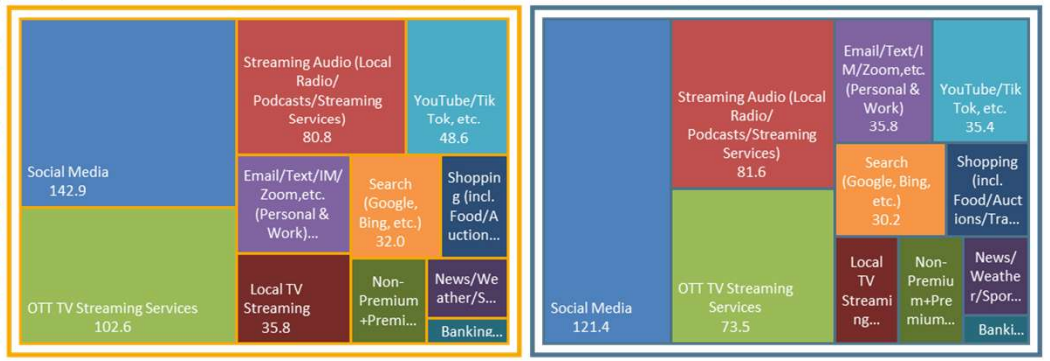
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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



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



USA USA DMA Projection Scarborough R2 2025: Sep24-Jul25 Qual Intab 2,033

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

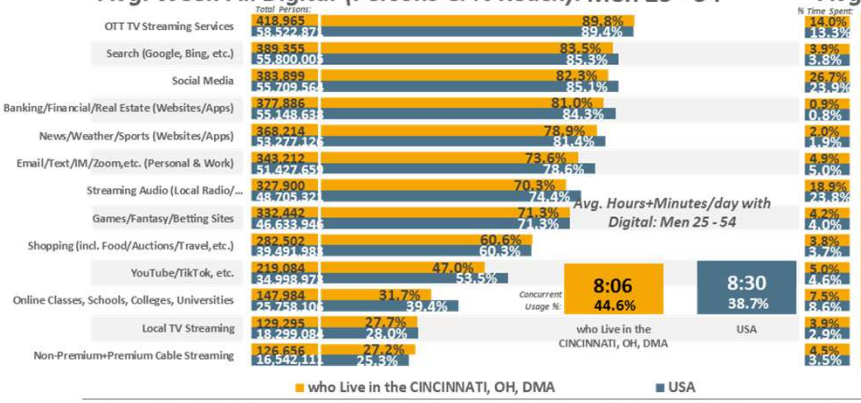
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 25,039

soefa.ai Share of Everything for Anything ©

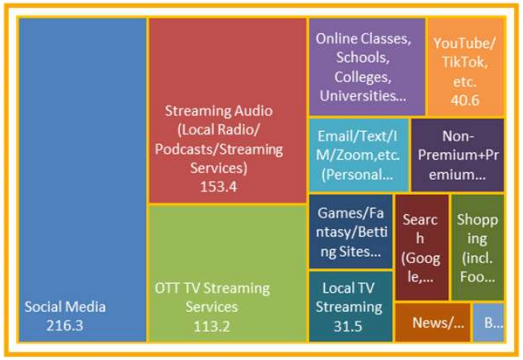


326,892 or 70.1% of Men 25 - 54 who Live in the CINCINNATI, OH, DMA use Ad-Supported Social Media for an average of 199. minutes every day representing 33.8% of all time spent daily with Ad-Supported Digital Media.

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

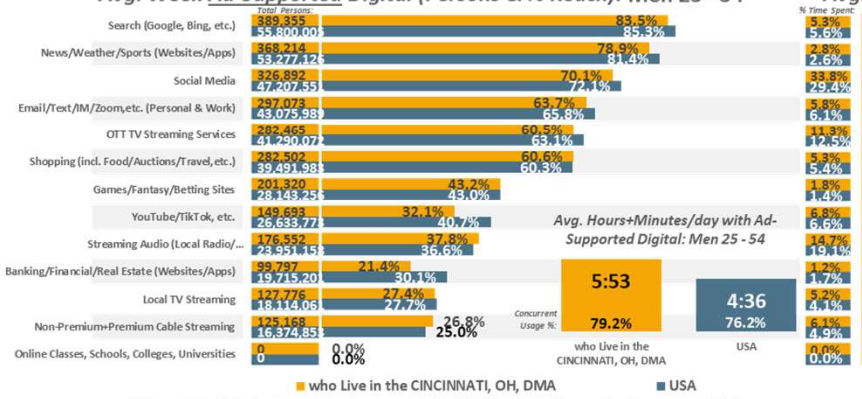


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54

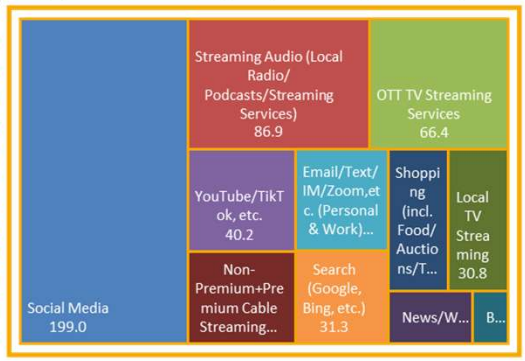


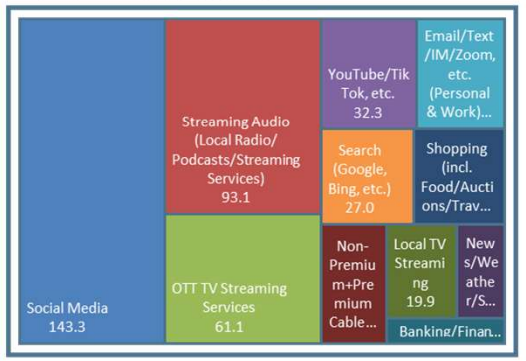


Avg. Week Ad-Supported Digital (Persons & % Reach): Men 25 - 54



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





USA USA DMA Projection Scarborough R2 2025: Sep24-Jul25 Qual Intab 2,033

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 25,039

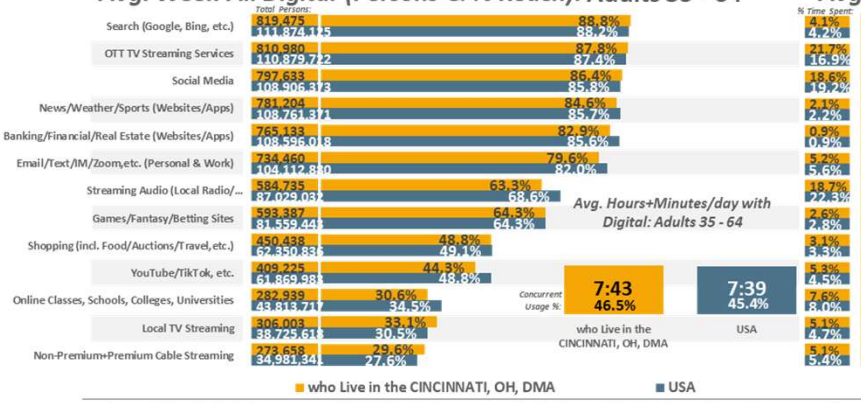
soefa.ai Share of Everything for Anything ©



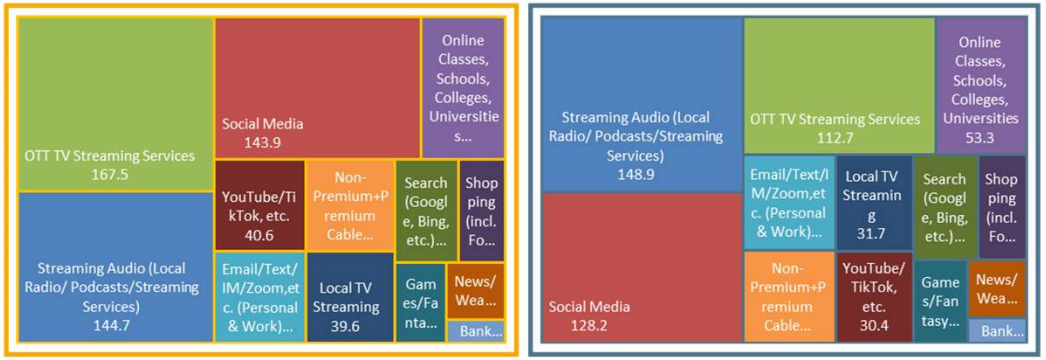
P35-64

709,331 or 76.8% of Adults 35 - 64 who Live in the CINCINNATI, OH, DMA use Ad-Supported Social Media for an average of 132.4 minutes every day representing 23.7% of all time spent daily with Ad-Supported Digital Media.

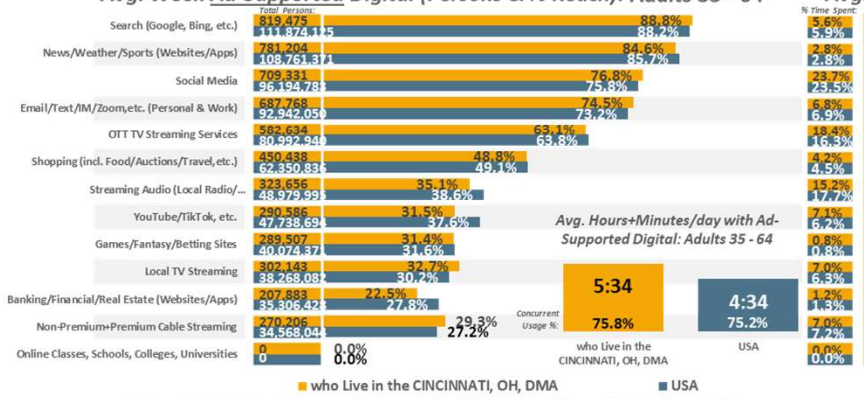
Avg. Week All Digital (Persons & % Reach): Adults 35 - 64



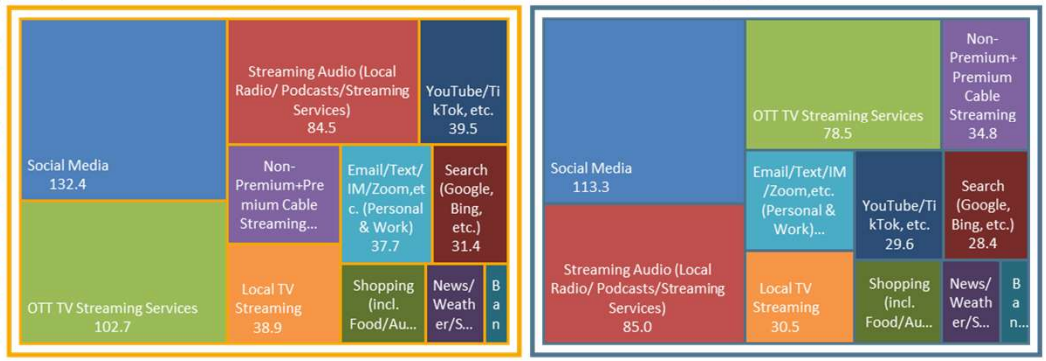
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 35 - 64



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

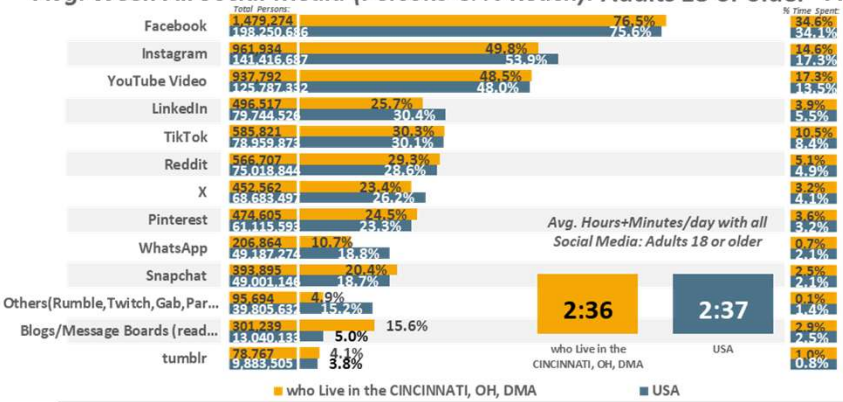
soefa.ai Share of Everything for Anything ©



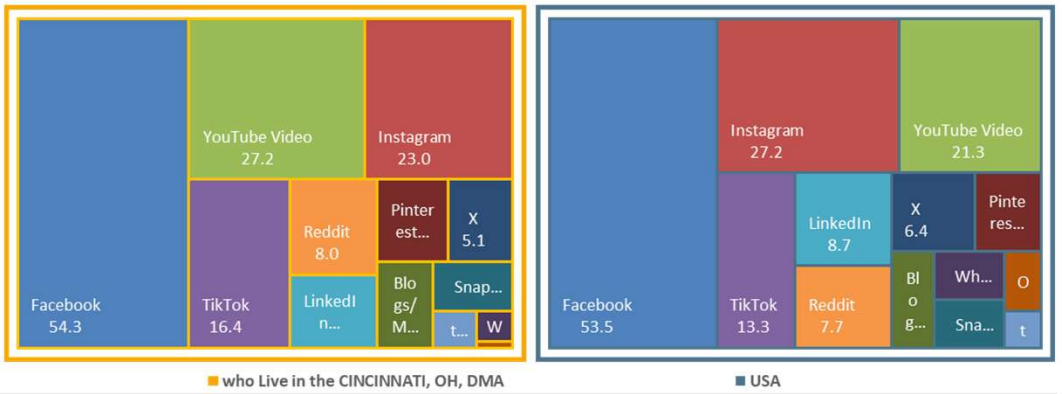
P18+

1,476,362 or 76.4% of Adults 18 or older who Live in the CINCINNATI, OH, DMA use Ad-Supported Facebook for an average of 48.7 minutes every day representing 34.6% of all time spent daily with Ad-Supported Social Media.

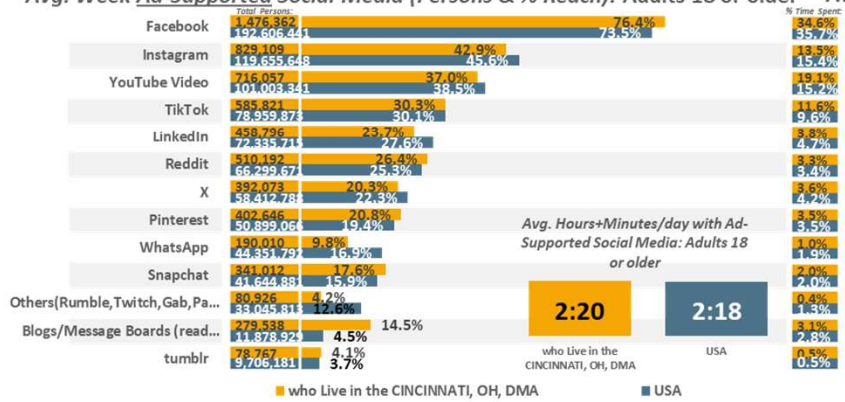
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



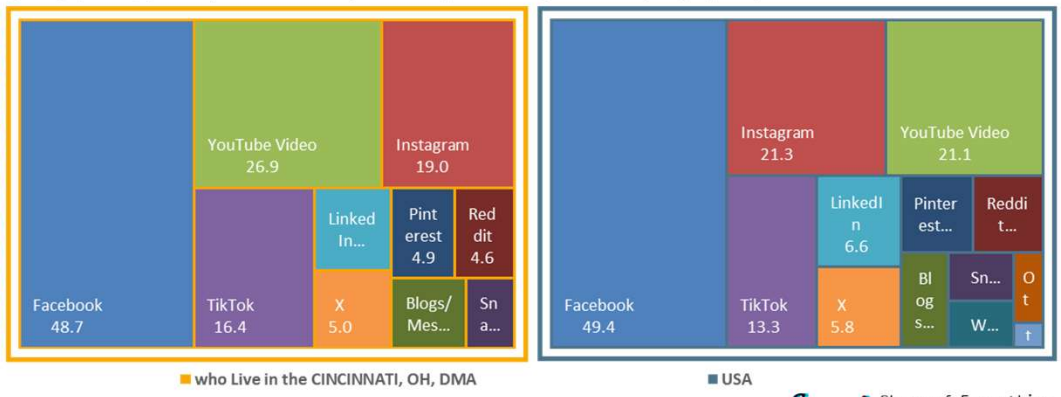
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA DMA Projection Scarborough R2 2025: Sep24-Jul25 Qual Intab 2,033

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

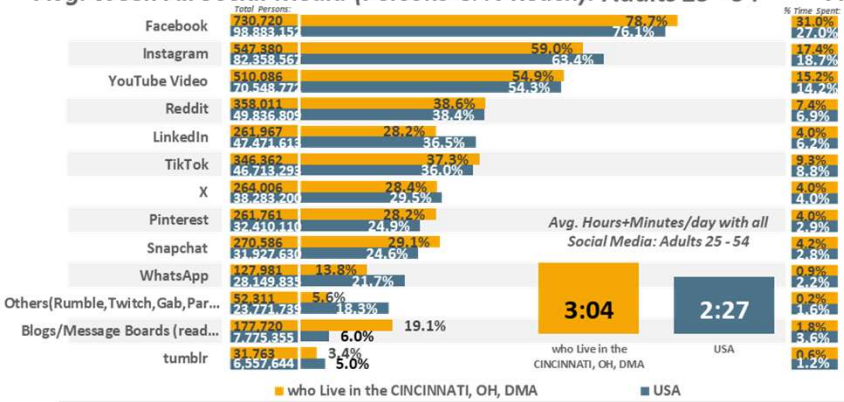
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 25,039

soefa.ai Share of Everything for Anything ©

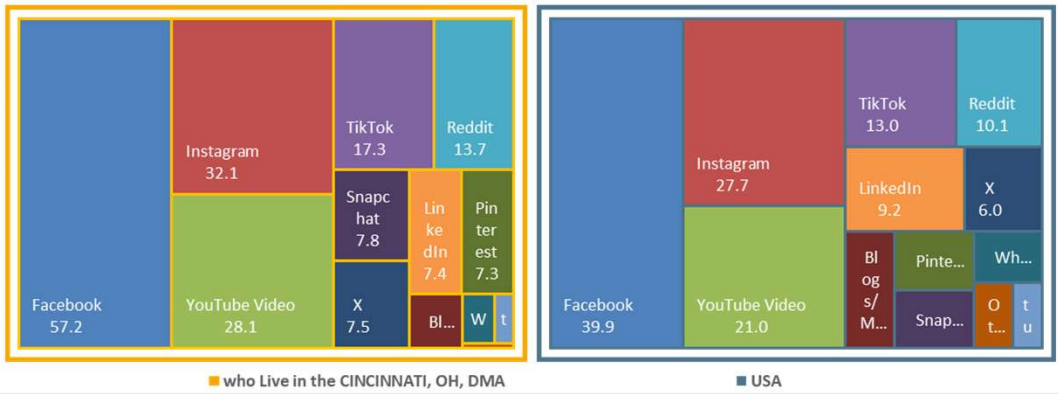


706,237 or 76.1% of Adults 25 - 54 who Live in the CINCINNATI, OH, DMA use Ad-Supported Facebook for an average of 53.8 minutes every day representing 33.5% of all time spent daily with Ad-Supported Social Media.

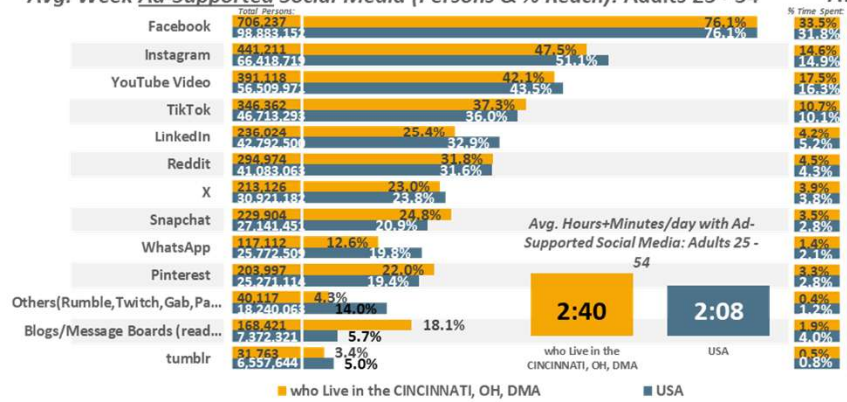
Avg. Week All Social Media (Persons & % Reach): Adults 25 - 54



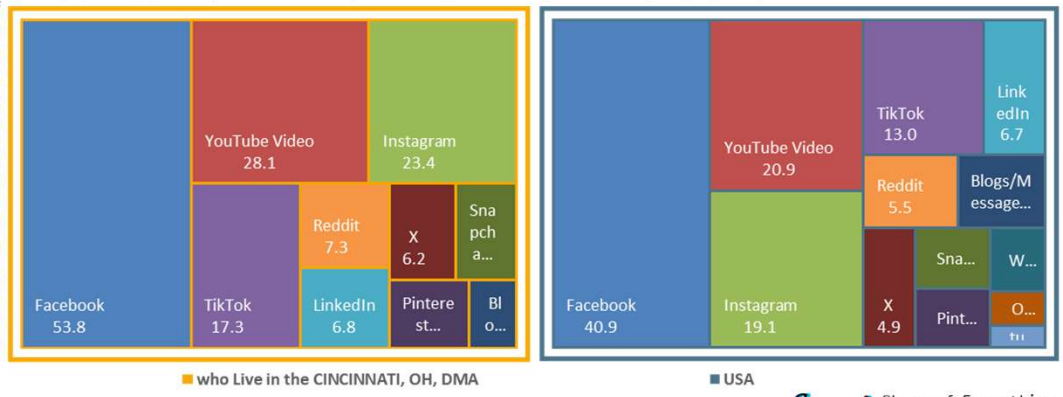
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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



USA USA DMA Projection Scarborough R2 2025: Sep24-Jul25 Qual Intab 2,033

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

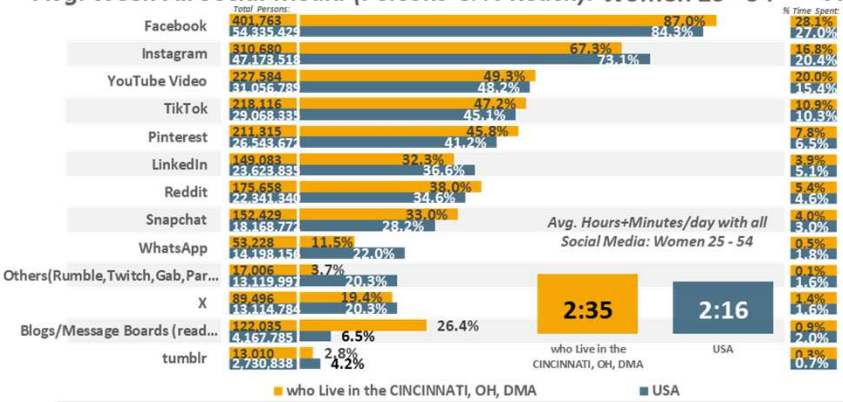
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 25,039

soefa.ai Share of Everything for Anything ©

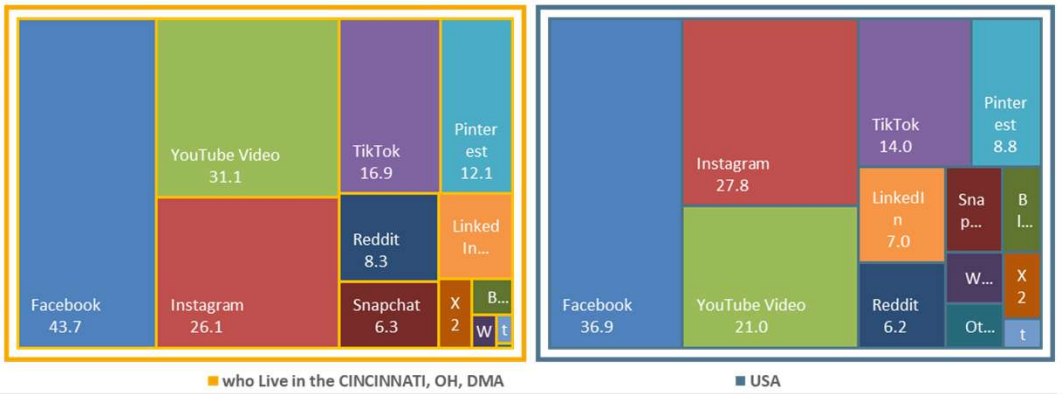


379,345 or 82.1% of Women 25 - 54 who Live in the CINCINNATI, OH, DMA use Ad-Supported Facebook for an average of 39.4 minutes every day representing 28.7% of all time spent daily with Ad-Supported Social Media.

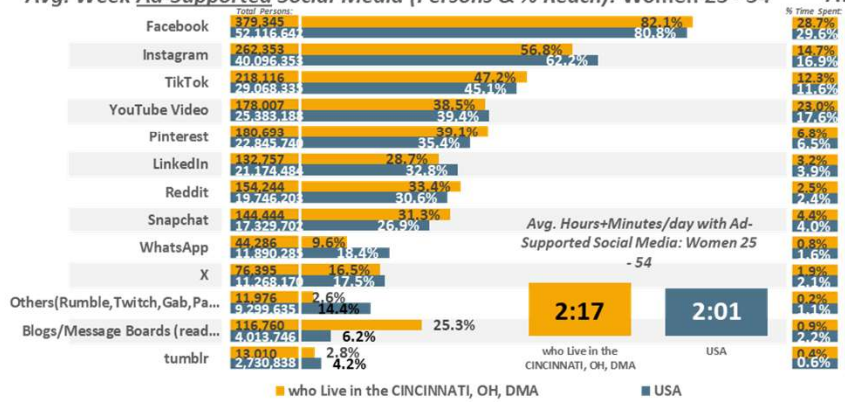
Avg. Week All Social Media (Persons & % Reach): Women 25 - 54



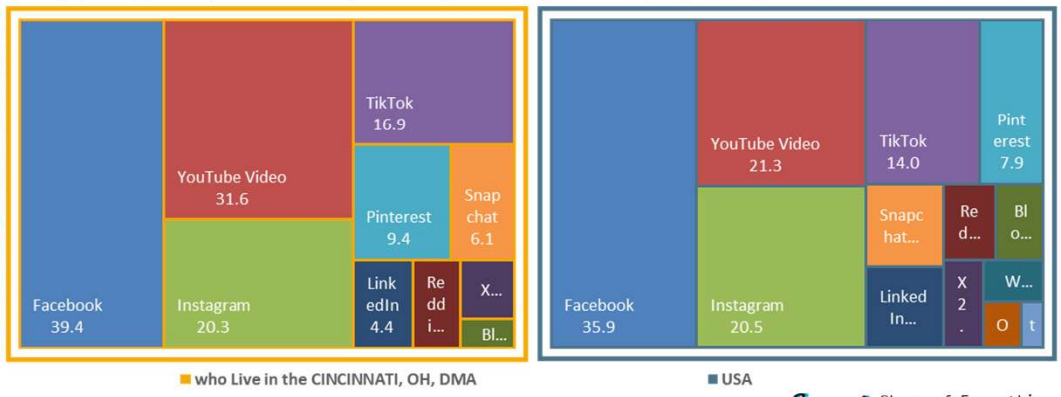
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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



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



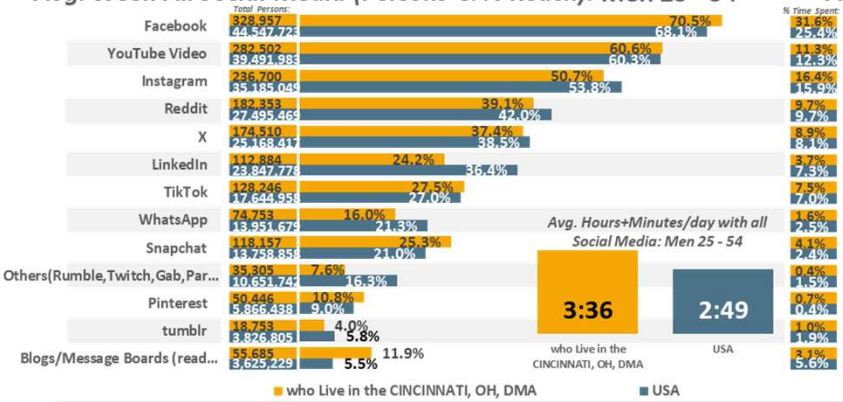
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

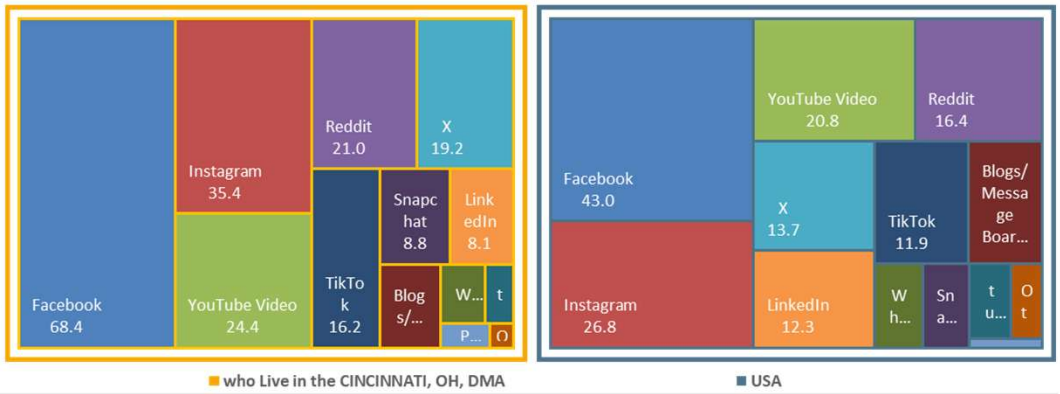


326,892 or 70.1% of Men 25 - 54 who Live in the CINCINNATI, OH, DMA use Ad-Supported Facebook for an average of 66.2 minutes every day representing 36.% of all time spent daily with Ad-Supported Social Media.

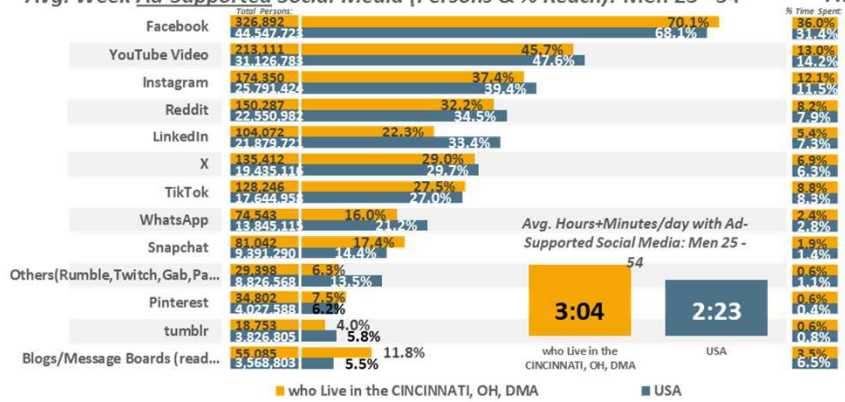
Avg. Week All Social Media (Persons & % Reach): Men 25 - 54



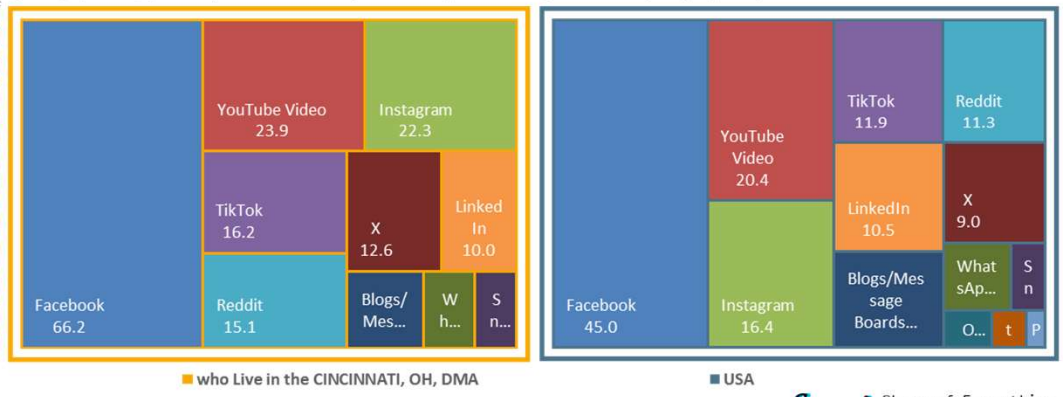
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



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



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



USA USA DMA Projection Scarborough R2 2025: Sep24-Jul25 Qual Intab 2,033

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

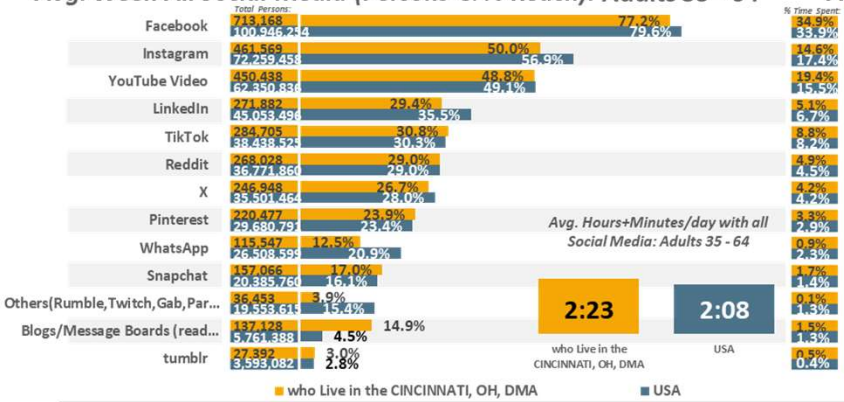
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 25,039

soefa.ai Share of Everything for Anything ©

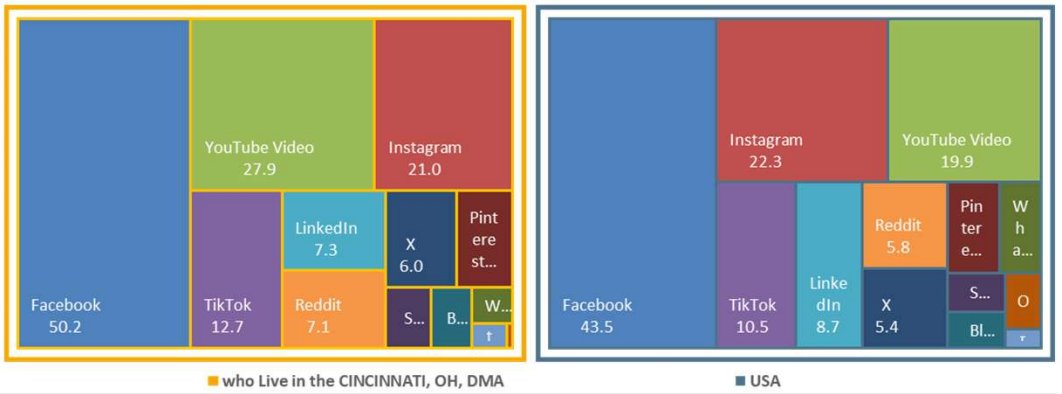


709,331 or 76.8% of Adults 35 - 64 who Live in the CINCINNATI, OH, DMA use Ad-Supported Facebook for an average of 44.3 minutes every day representing 34.9% of all time spent daily with Ad-Supported Social Media.

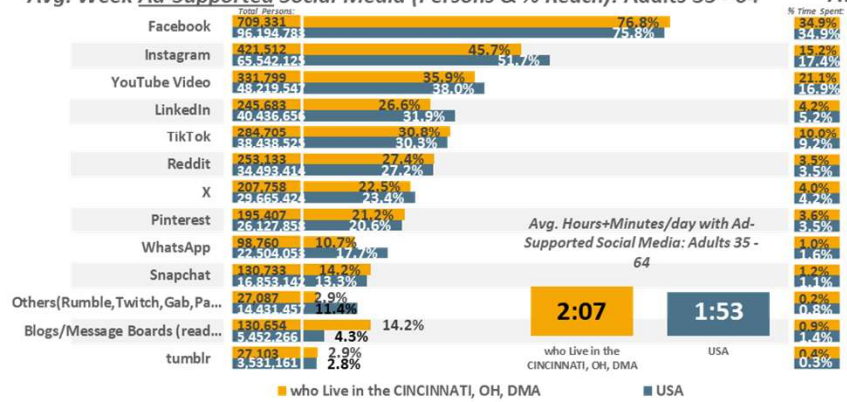
Avg. Week All Social Media (Persons & % Reach): Adults 35 - 64



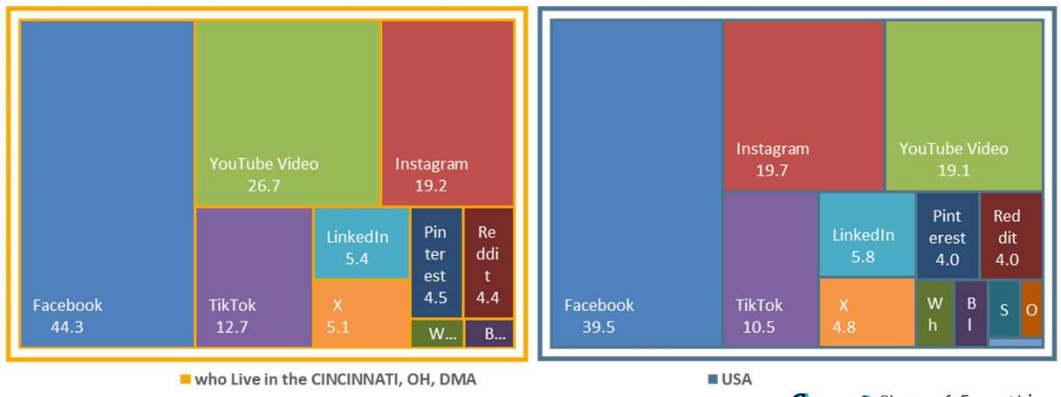
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 35 - 64



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



USA USA DMA Projection Scarborough R2 2025: Sep24-Jul25 Qual Intab 2,033

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

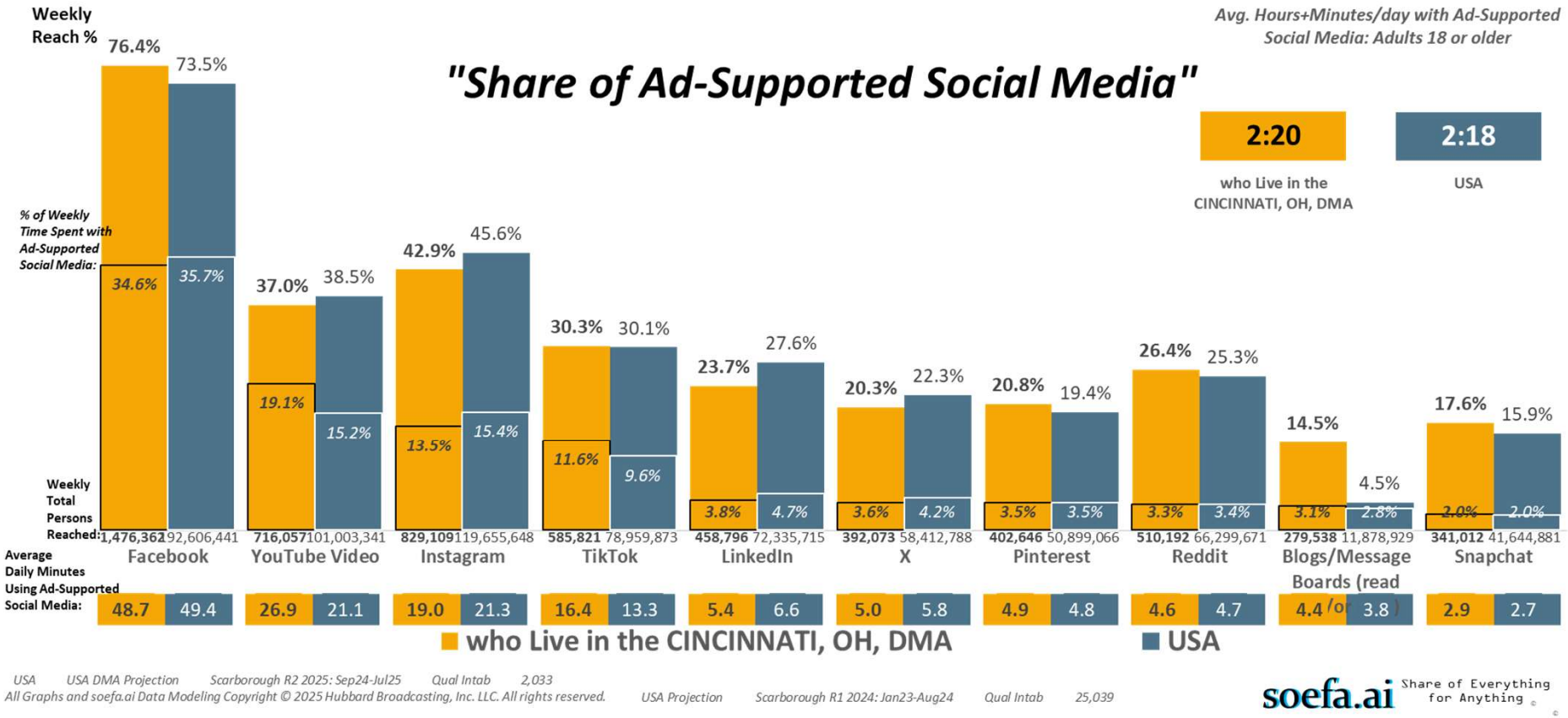
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 25,039

soefa.ai Share of Everything for Anything ©



P18+

1,476,362 or 76.4% of Adults 18 or older who Live in the CINCINNATI, OH, DMA use Ad-Supported Facebook for an average of 48.7 minutes every day representing 34.6% of all time spent daily with Ad-Supported Social Media.



USA USA DMA Projection Scarborough R2 2025: Sep24-Jul25 Qual Intab 2,033

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

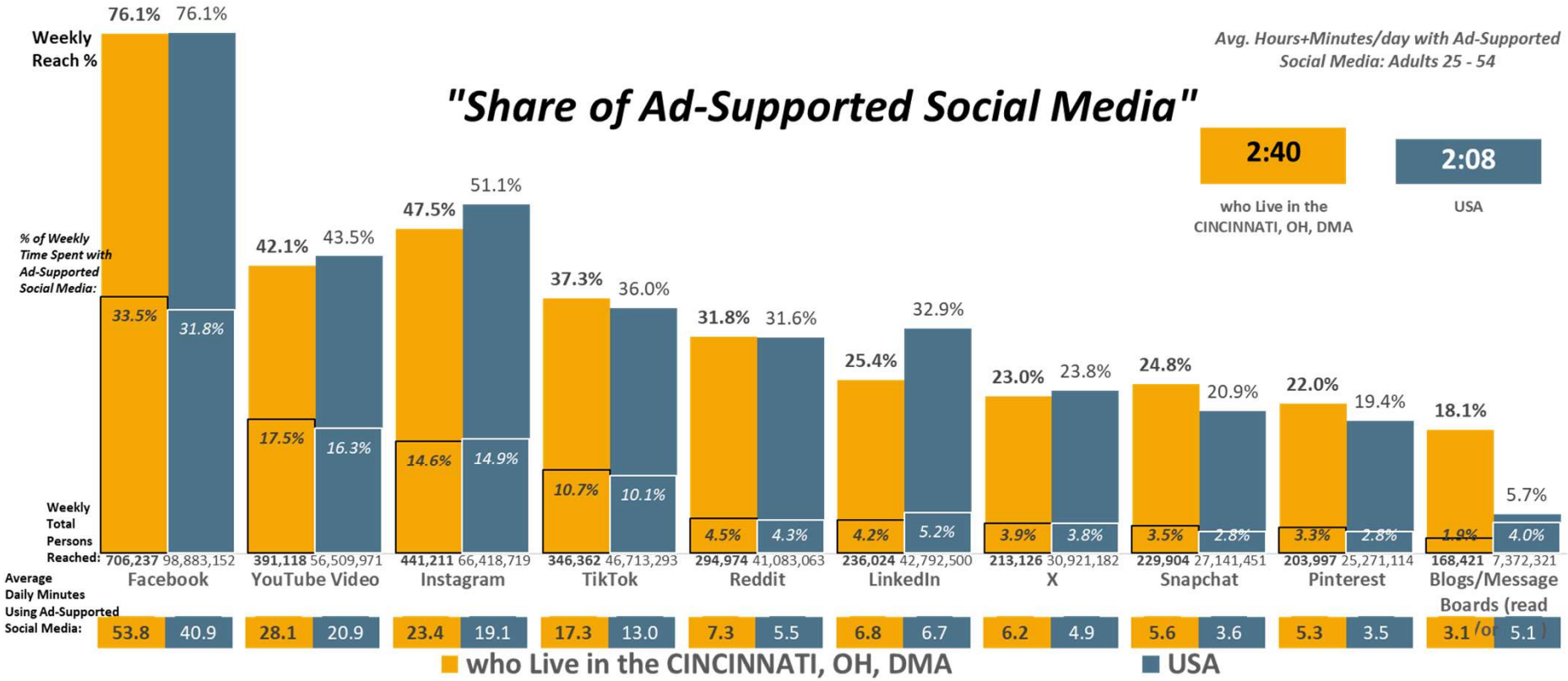
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 25,039

soefa.ai Share of Everything for Anything



P25-54

706,237 or 76.1% of Adults 25 - 54 who Live in the CINCINNATI, OH, DMA use Ad-Supported Facebook for an average of 53.8 minutes every day representing 33.5% of all time spent daily with Ad-Supported Social Media.



USA USA DMA Projection Scarborough R2 2025: Sep24-Jul25 Qual Intab 2,033

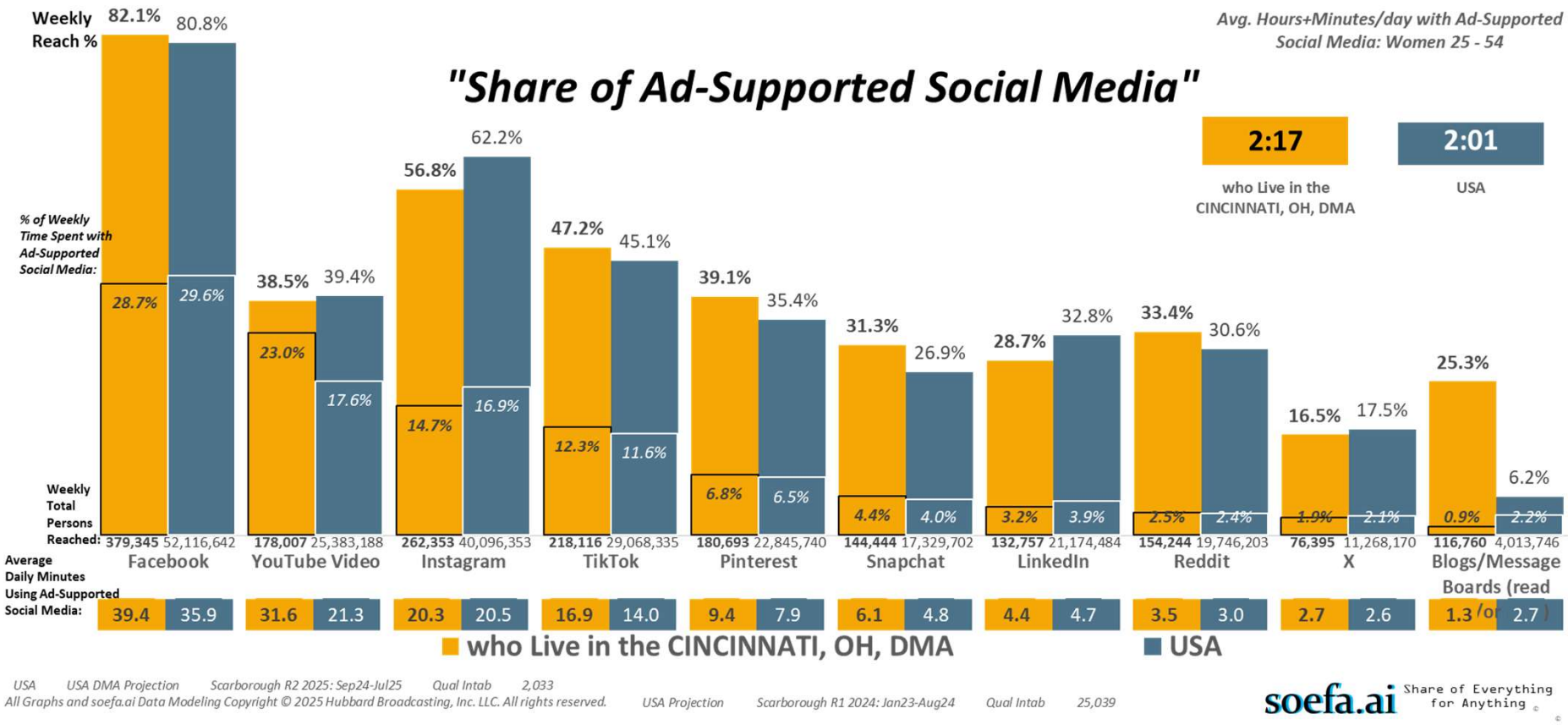
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 25,039

soefa.ai Share of Everything for Anything ©



379,345 or 82.1% of Women 25 - 54 who Live in the CINCINNATI, OH, DMA use Ad-Supported Facebook for an average of 39.4 minutes every day representing 28.7% of all time spent daily with Ad-Supported Social Media.



USA USA DMA Projection Scarborough R2 2025: Sep24-Jul25 Qual Intab 2,033

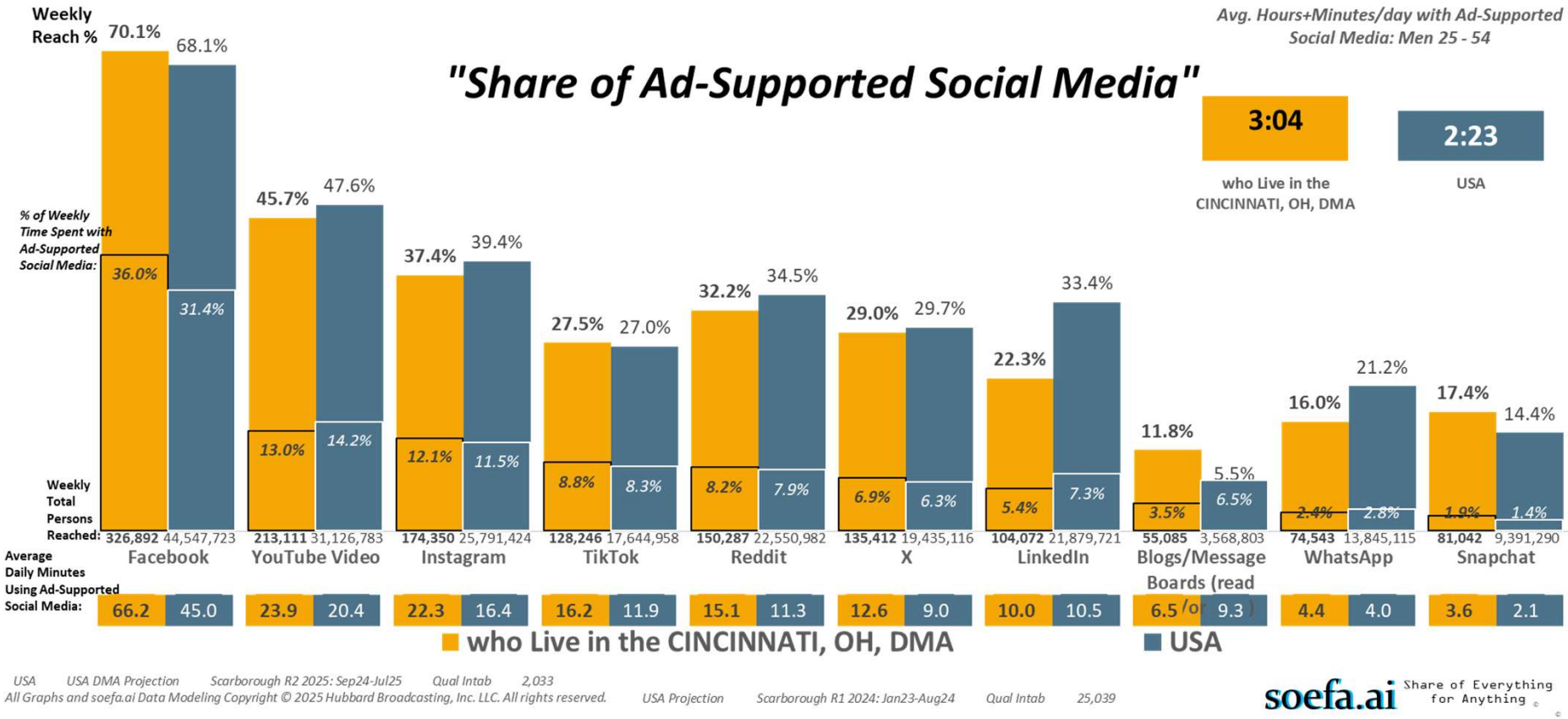
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 25,039

soefa.ai Share of Everything for Anything ©



326,892 or 70.1% of Men 25 - 54 who Live in the CINCINNATI, OH, DMA use Ad-Supported Facebook for an average of 66.2 minutes every day representing 36.% of all time spent daily with Ad-Supported Social Media.



USA USA DMA Projection Scarborough R2 2025: Sep24-Jul25 Qual Intab 2,033

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

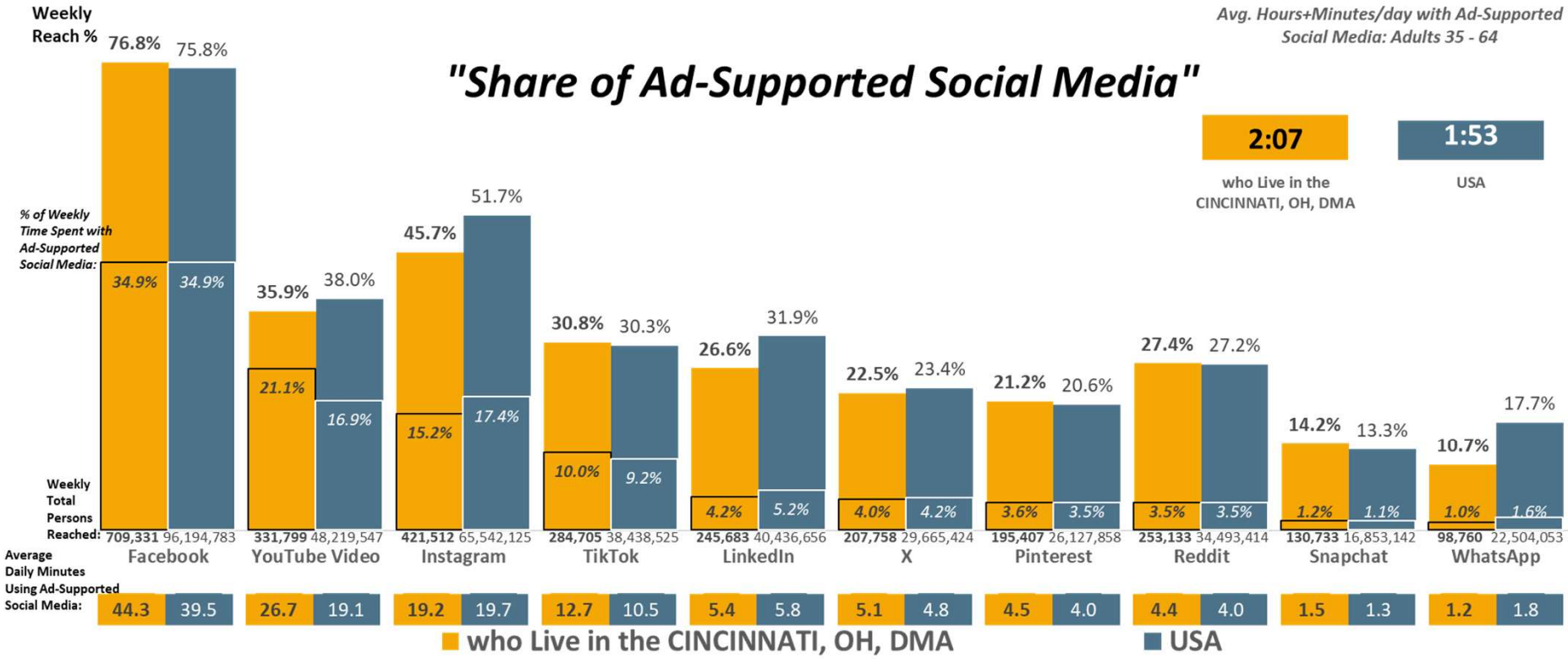
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 25,039

soefa.ai Share of Everything for Anything



P35-64

709,331 or 76.8% of Adults 35 - 64 who Live in the CINCINNATI, OH, DMA use Ad-Supported Facebook for an average of 44.3 minutes every day representing 34.9% of all time spent daily with Ad-Supported Social Media.



USA USA DMA Projection Scarborough R2 2025: Sep24-Jul25 Qual Intab 2,033

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

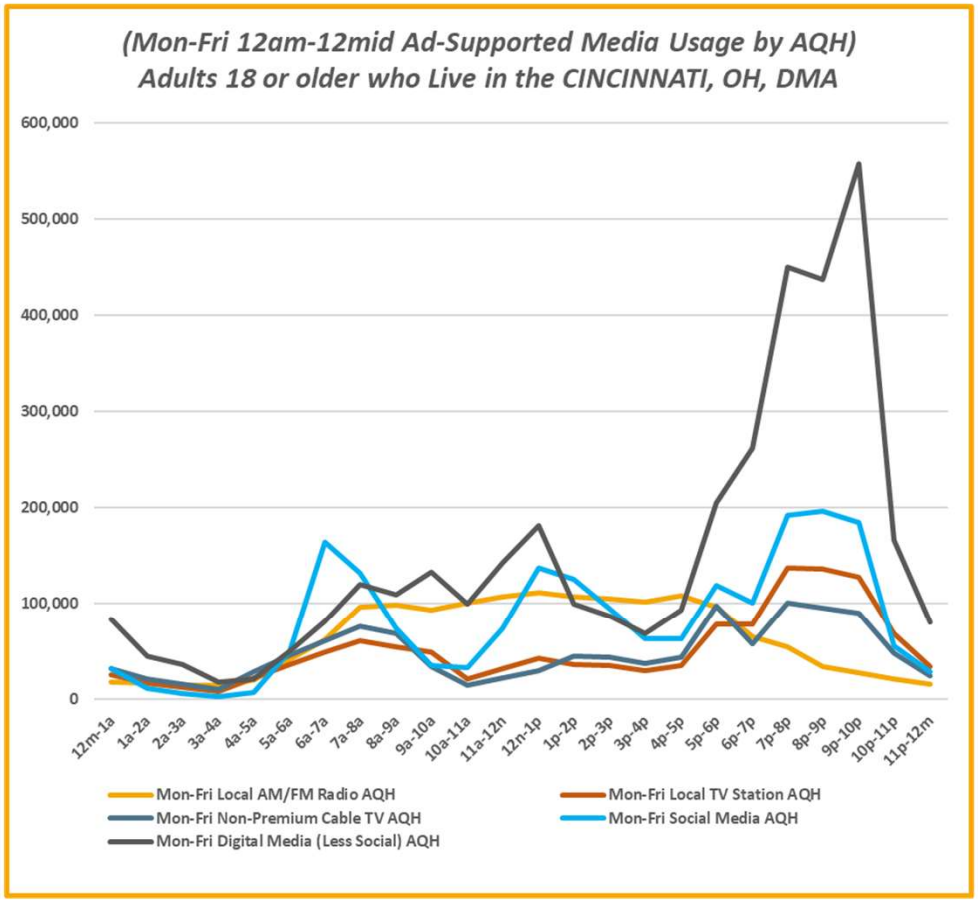
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 25,039

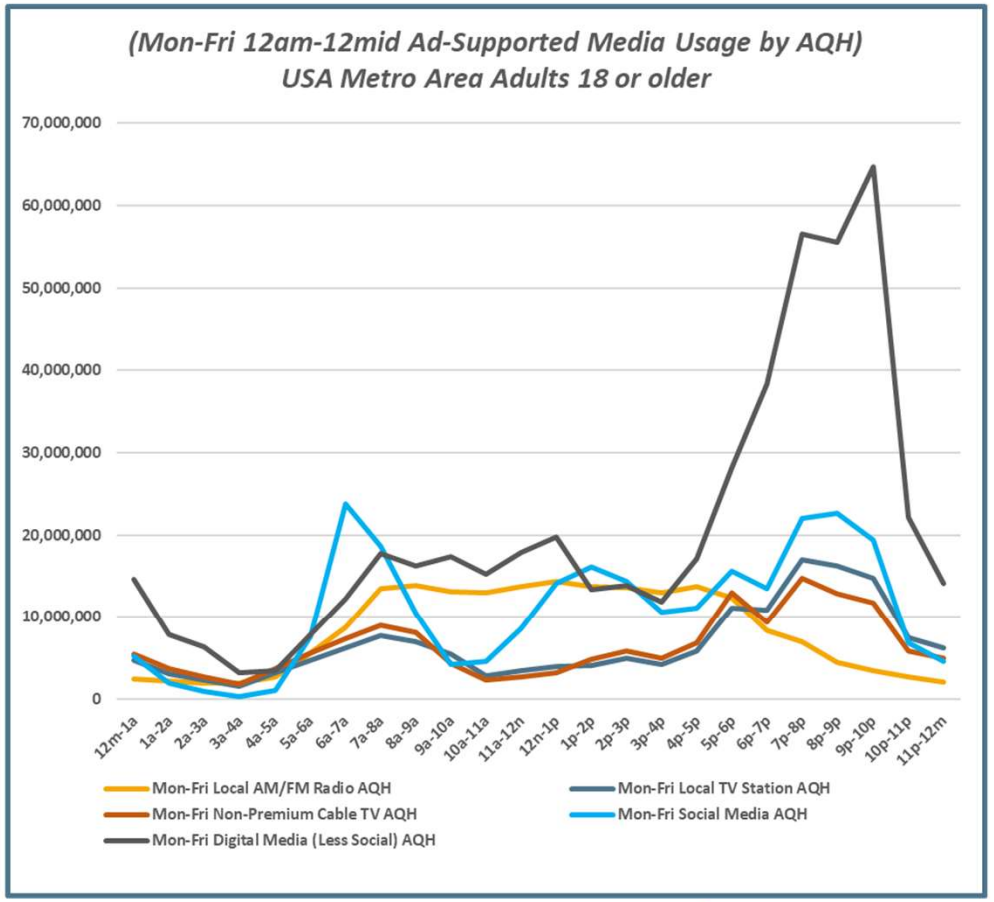
soefa.ai Share of Everything for Anything ©



P18+

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 129,502; Local Radio: 96,385; Social Media: 93,314; Non-Prem. Cable: 48,560; Local TV: 46,085 reaching Adults 18 or older who Live in the CINCINNATI, OH, DMA.





USA USA DMA Projection Scarborough R2 2025: Sep24-Jul25 Qual Intab 2,033

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

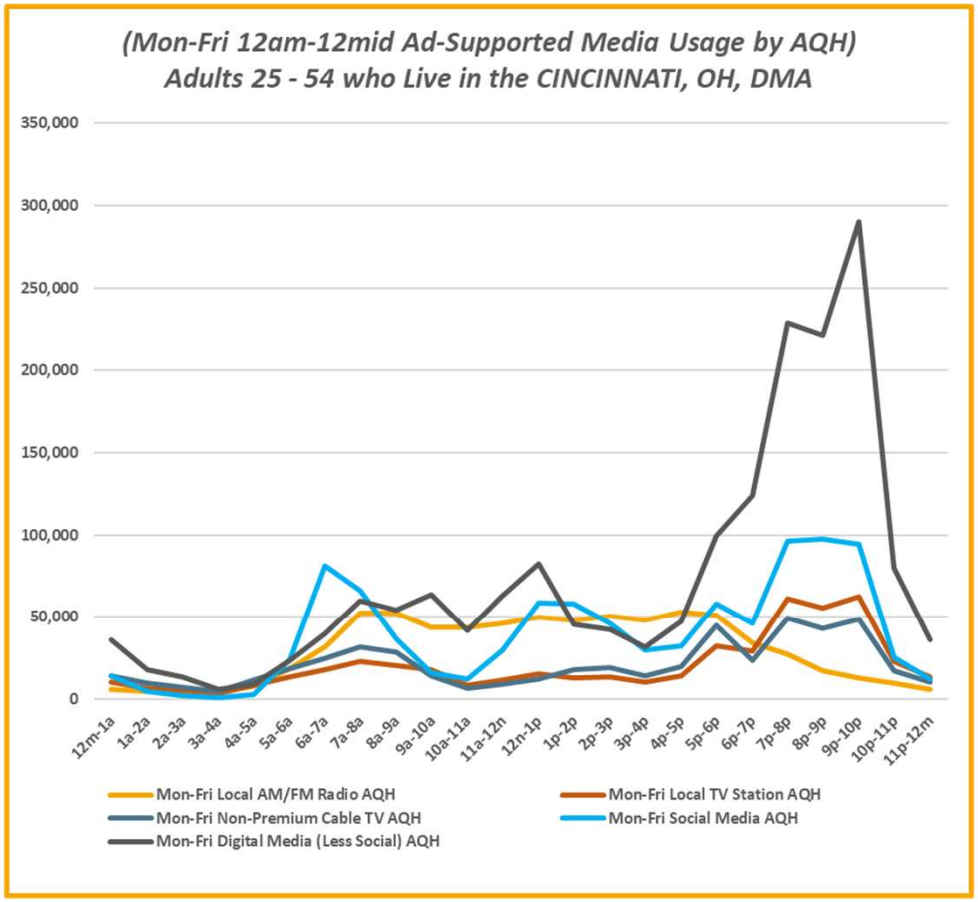
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 25,039

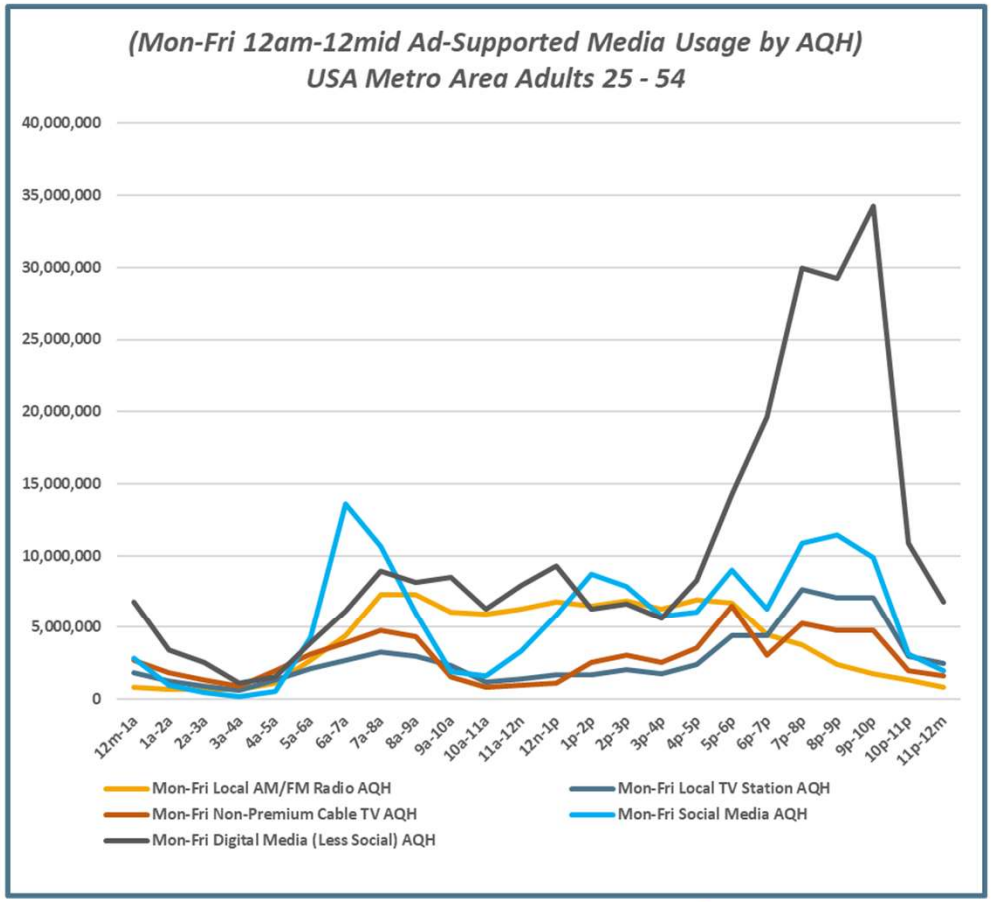
soefa.ai Share of Everything for Anything ©



P25-54

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 61,185; Local Radio: 46,544; Social Media: 43,965; Non-Prem. Cable: 20,421; Local TV: 17,487 reaching Adults 25 - 54 who Live in the CINCINNATI, OH, DMA.





USA USA DMA Projection Scarborough R2 2025: Sep24-Jul25 Qual Intab 2,033

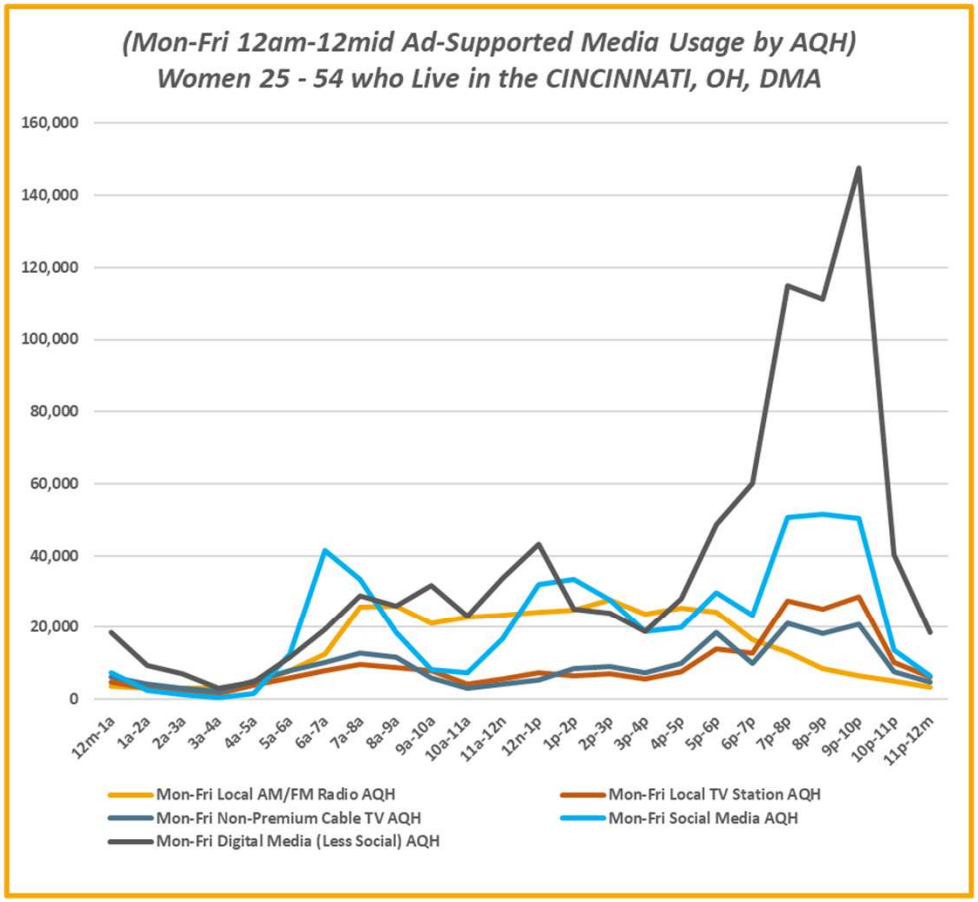
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

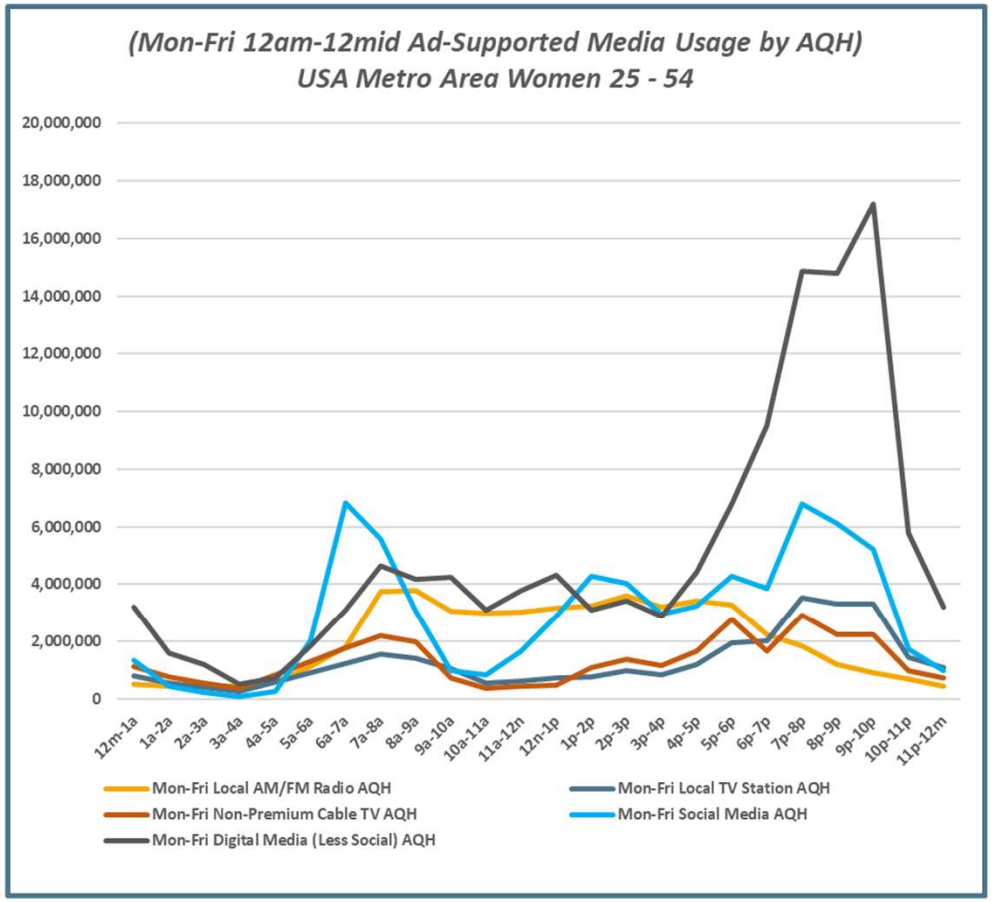
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 25,039

soefa.ai Share of Everything for Anything ©



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 31,591; Social Media: 23,871; Local Radio: 22,888; Non-Prem. Cable: 8,915; Local TV: 8,035 reaching Women 25 - 54 who Live in the CINCINNATI, OH, DMA.





USA USA DMA Projection Scarborough R2 2025: Sep24-Jul25 Qual Intab 2,033

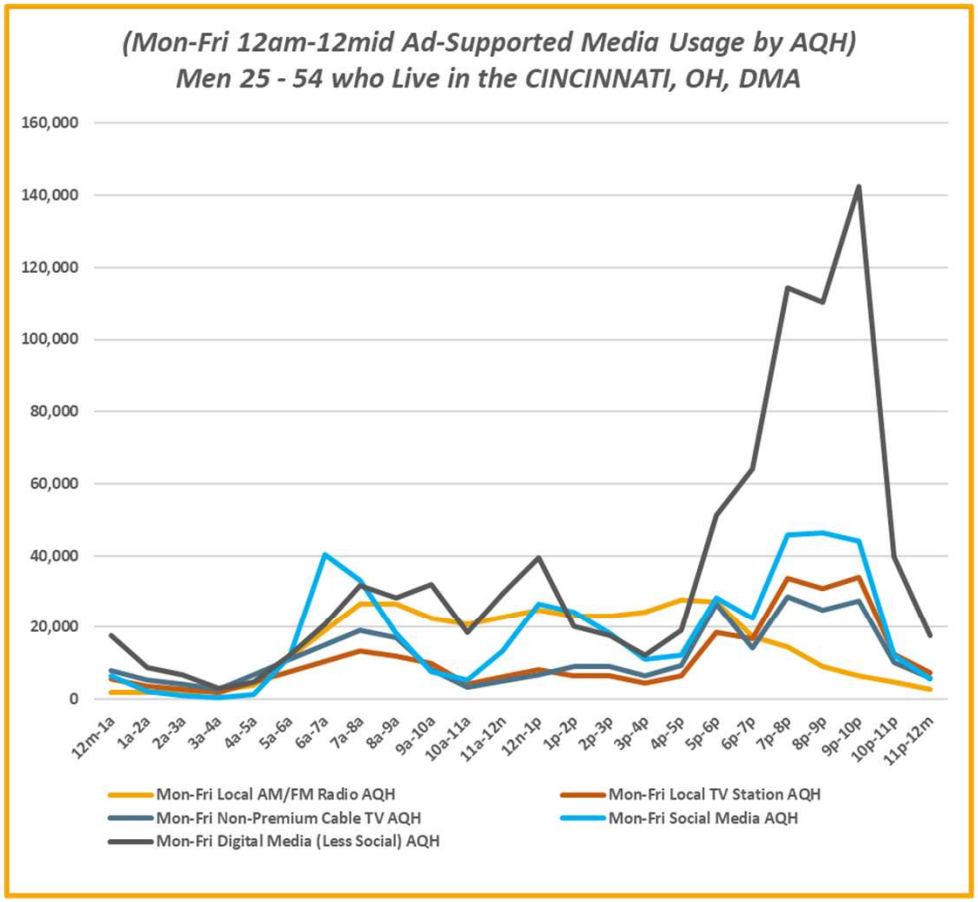
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

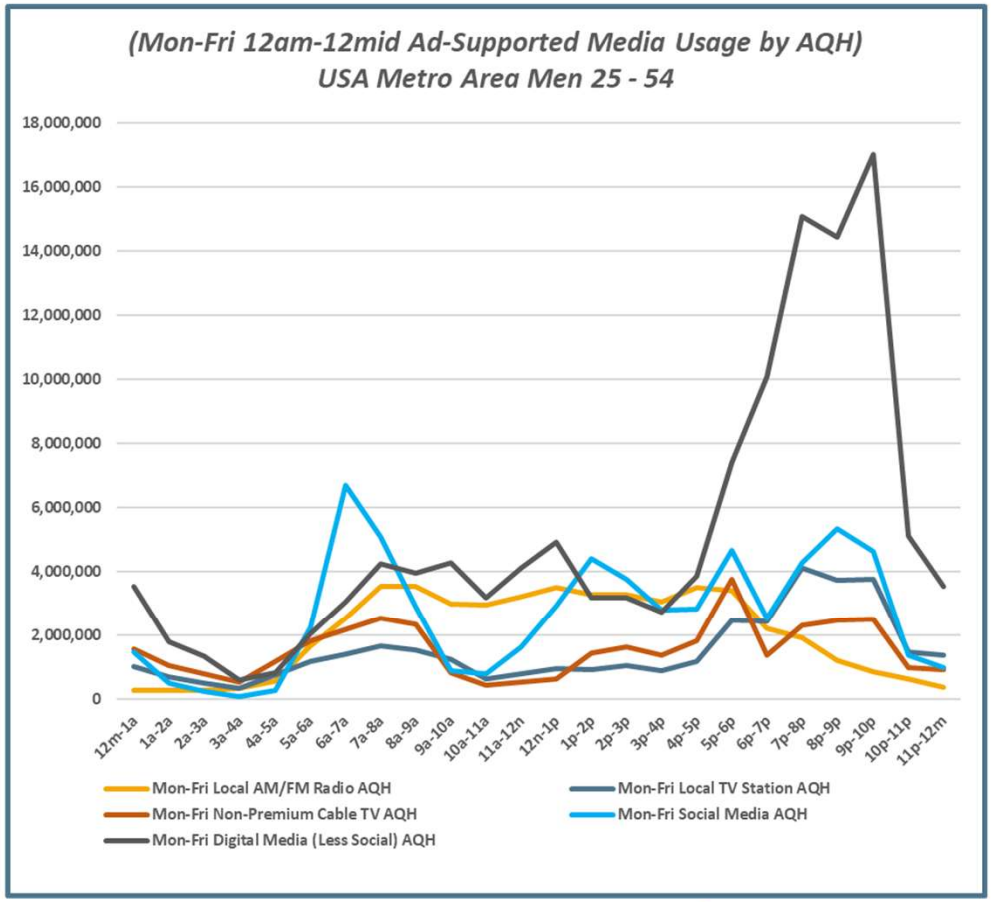
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 25,039

soefa.ai Share of Everything for Anything ©



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 29,544; Local Radio: 23,522; Social Media: 20,088; Non-Prem. Cable: 11,460; Local TV: 9,420 reaching Men 25 - 54 who Live in the CINCINNATI, OH, DMA.





USA USA DMA Projection Scarborough R2 2025: Sep24-Jul25 Qual Intab 2,033

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

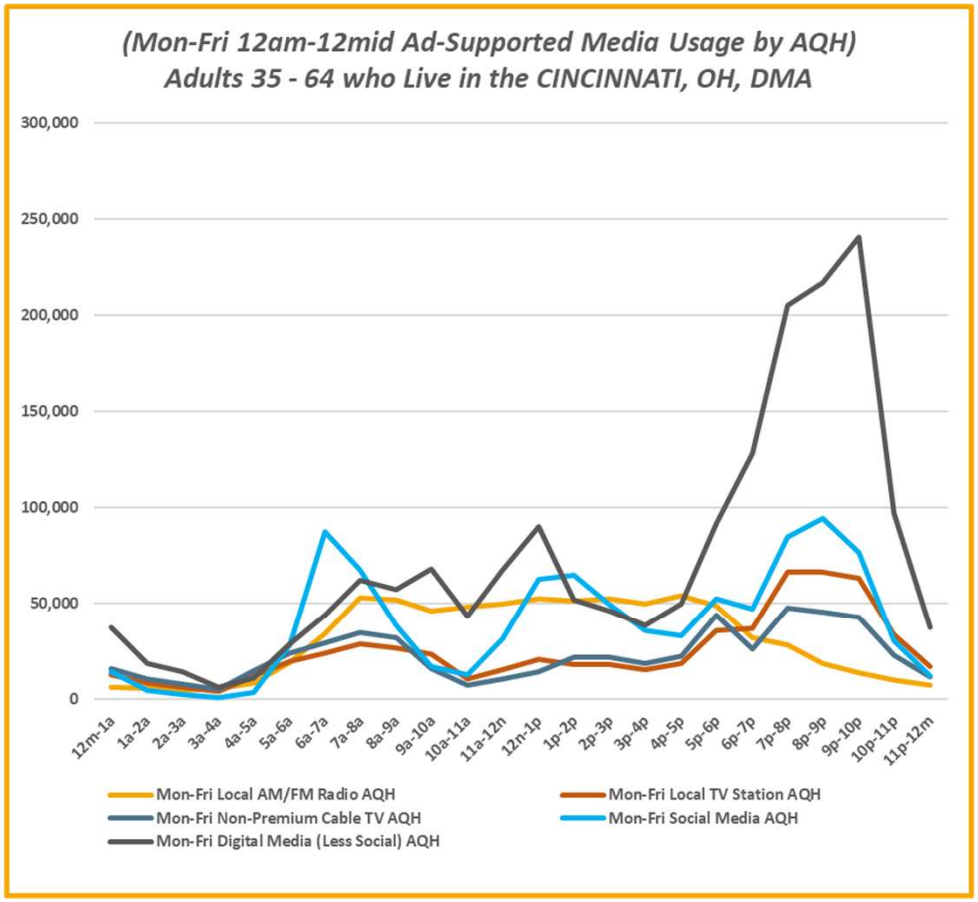
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 25,039

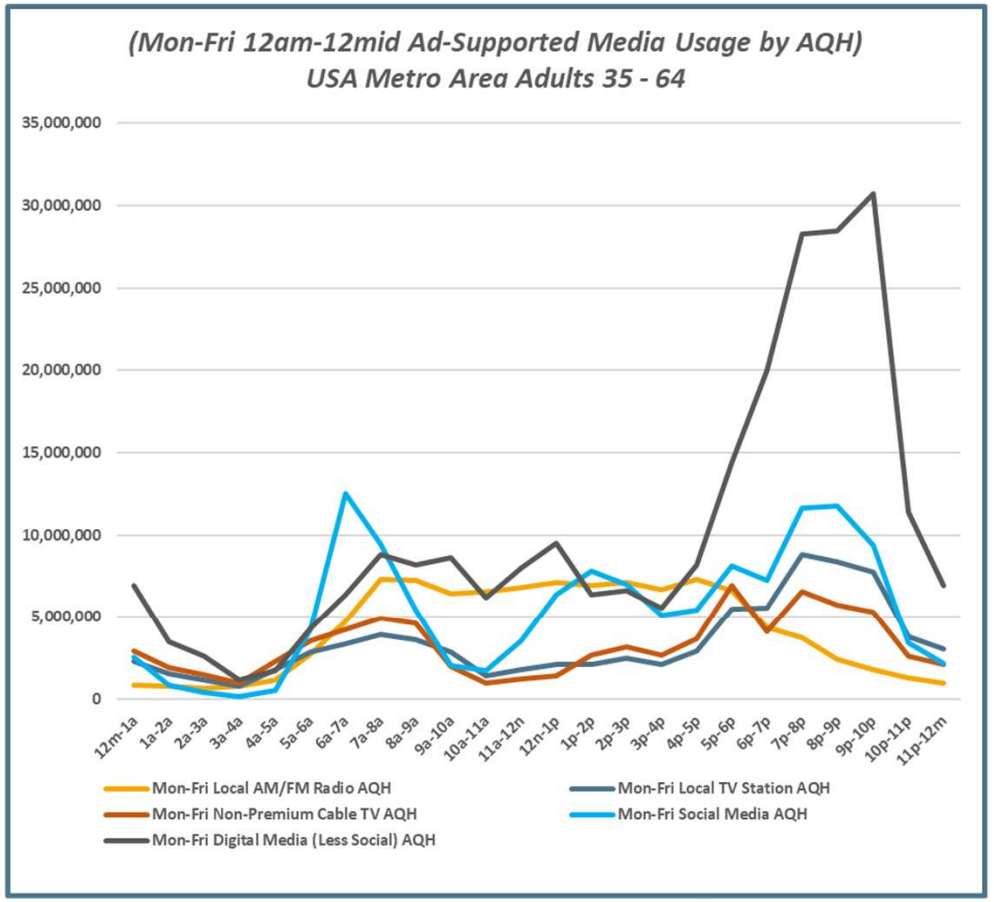
soefa.ai Share of Everything for Anything ©



P35-64

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 64,502; Local Radio: 47,963; Social Media: 46,043; Non-Prem. Cable: 22,968; Local TV: 22,423 reaching Adults 35 - 64 who Live in the CINCINNATI, OH, DMA.





USA USA DMA Projection Scarborough R2 2025: Sep24-Jul25 Qual Intab 2,033

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

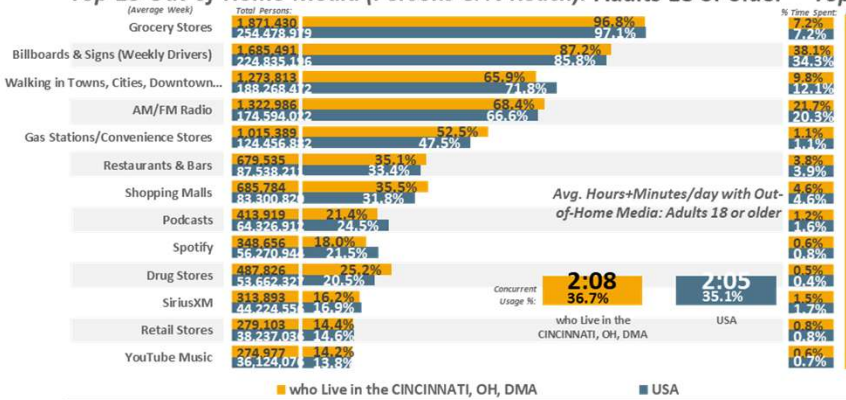
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 25,039

soefa.ai Share of Everything for Anything ©

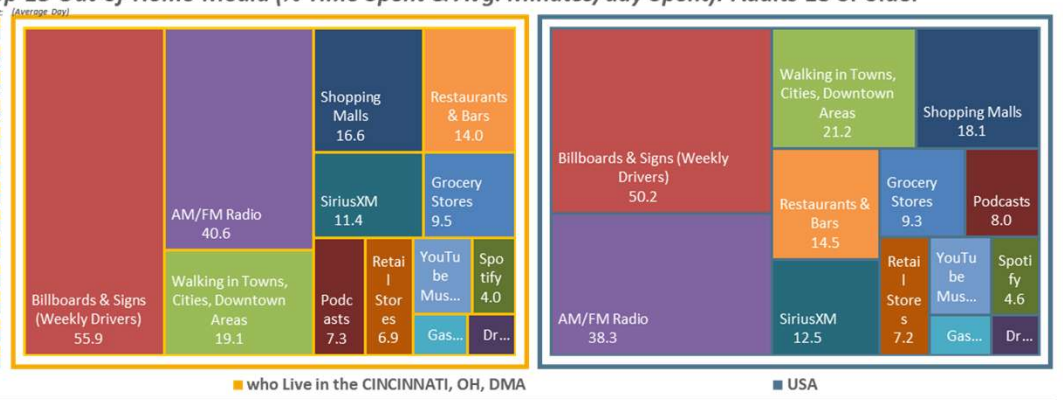


1,685,491 or 87.2% of Adults 18 or older who Live in the CINCINNATI, OH, DMA spend an average of 55.9 minutes per day driving, seeing Billboards and Signs. 66.1% Listen to Local Radio Stations Out-of-Home for an average of 38.2 minutes/day.

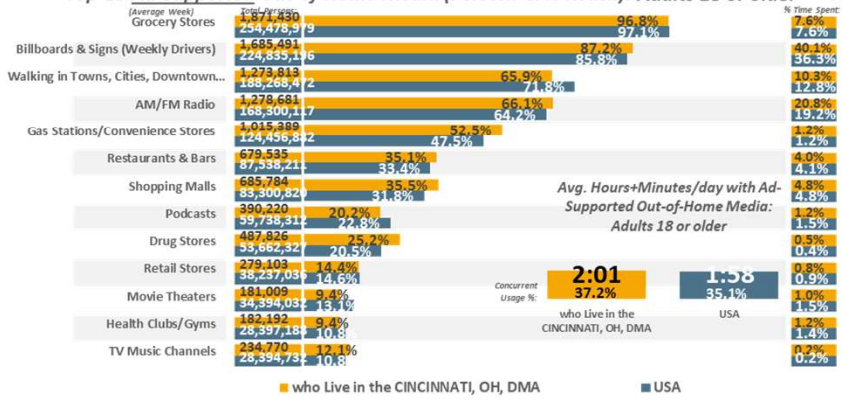
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



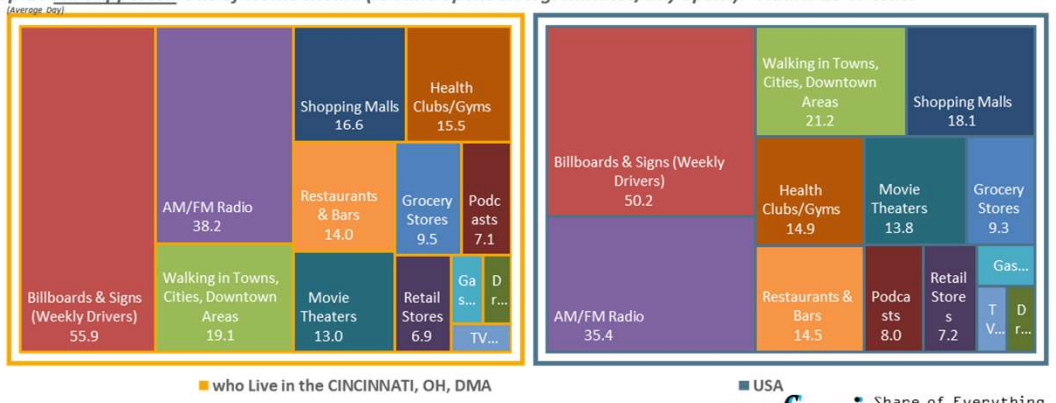
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



USA USA DMA Projection Scarborough R2 2025: Sep24-Jul25 Qual Intab 2,033

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

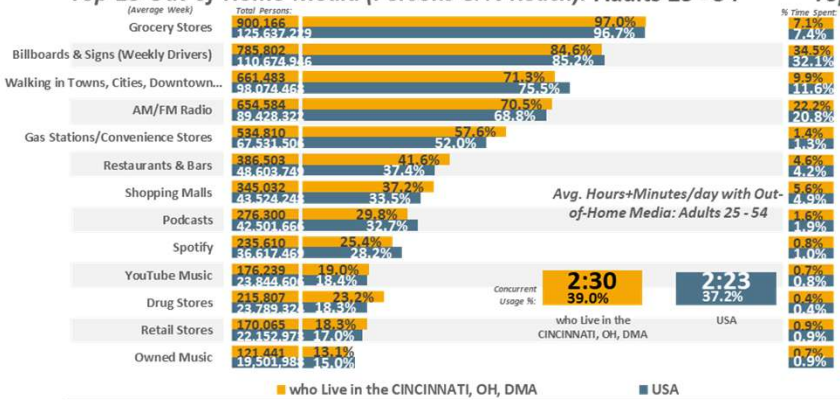
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 25,039

soefa.ai Share of Everything for Anything ©

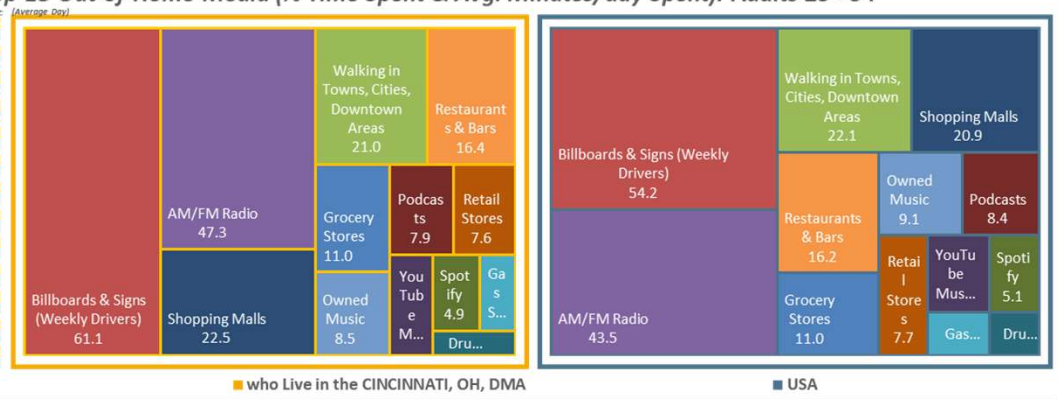


785,802 or 84.6% of Adults 25 - 54 who Live in the CINCINNATI, OH, DMA spend an average of 61.1 minutes per day driving, seeing Billboards and Signs. 68.8% Listen to Local Radio Stations Out-of-Home for an average of 44.6 minutes/day.

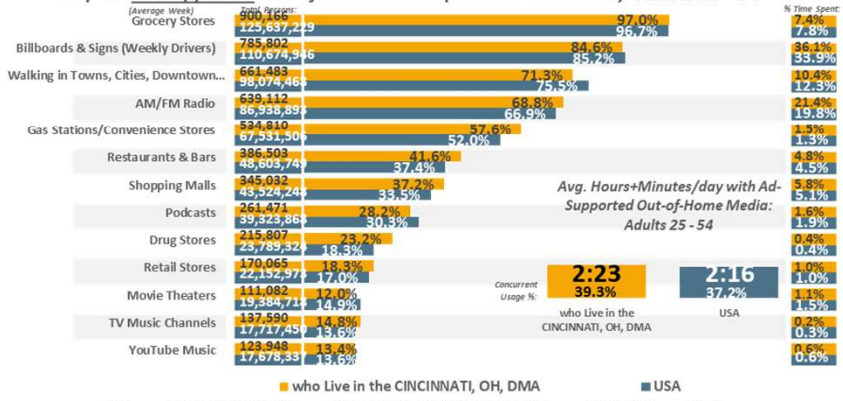
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 - 54



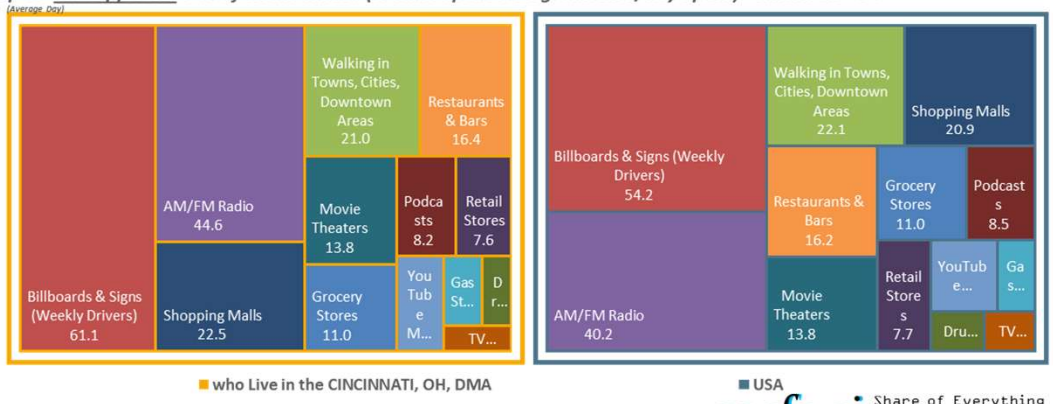
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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



USA USA DMA Projection Scarborough R2 2025: Sep24-Jul25 Qual Intab 2,033

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

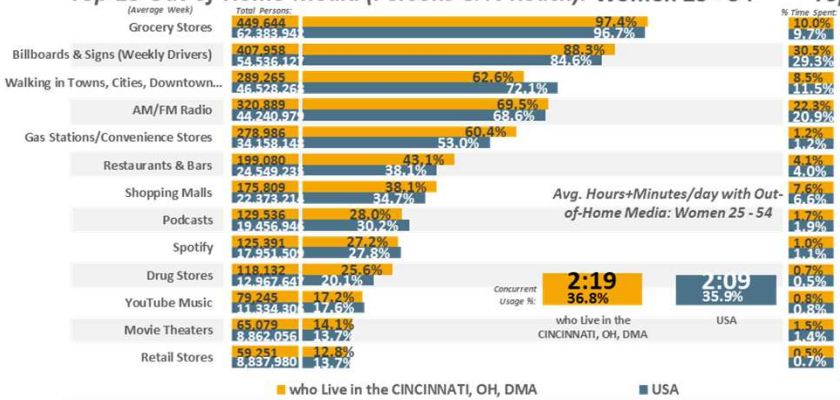
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 25,039

soefa.ai Share of Everything for Anything ©

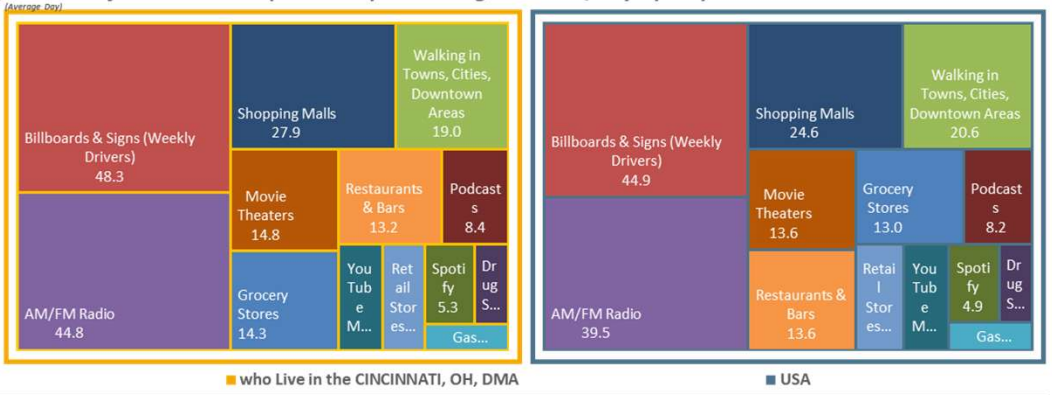


407,958 or 88.3% of Women 25 - 54 who Live in the CINCINNATI, OH, DMA spend an average of 48.3 minutes per day driving, seeing Billboards and Signs. 67.9% Listen to Local Radio Stations Out-of-Home for an average of 42.6 minutes/day.

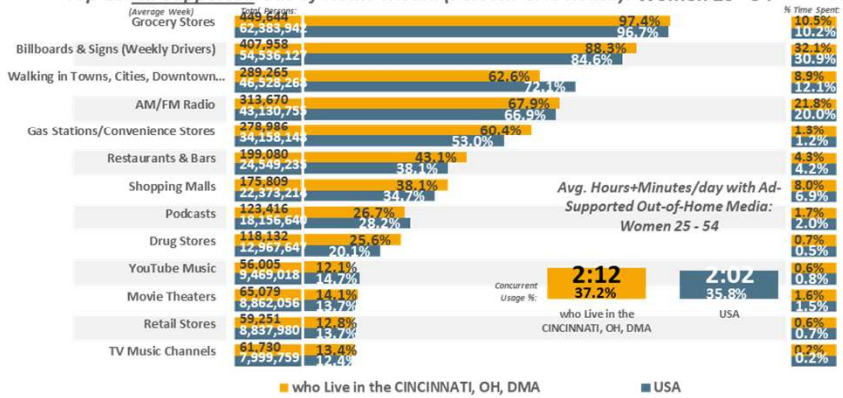
Top-13 Out-of-Home Media (Persons & % Reach): Women 25 - 54



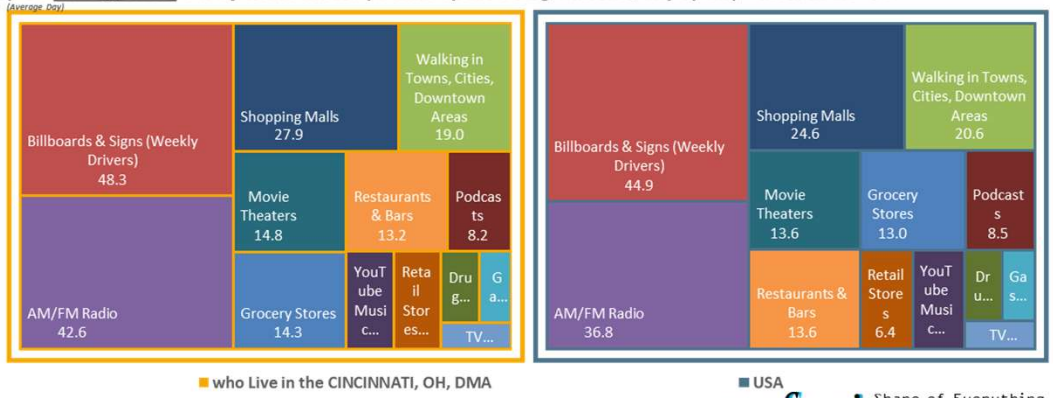
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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



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



USA USA DMA Projection Scarborough R2 2025: Sep24-Jul25 Qual Intab 2,033

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

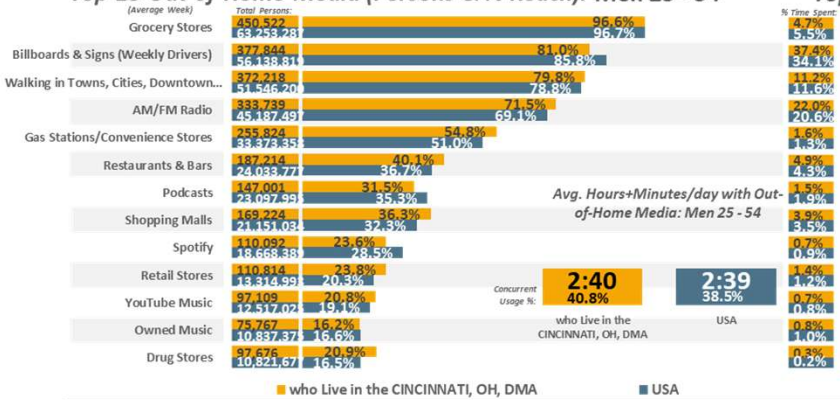
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 25,039

soefa.ai Share of Everything for Anything ©



377,844 or 81.% of Men 25 - 54 who Live in the CINCINNATI, OH, DMA spend an average of 74.2 minutes per day driving, seeing Billboards and Signs. 69.8% Listen to Local Radio Stations Out-of-Home for an average of 46.4 minutes/day.

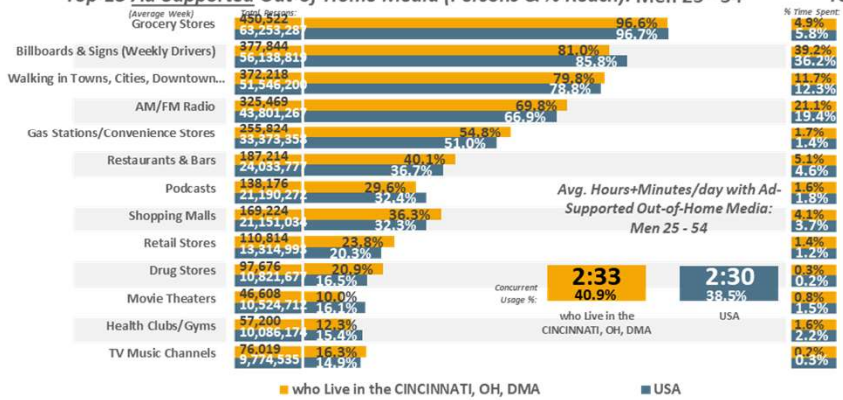
Top-13 Out-of-Home Media (Persons & % Reach): Men 25 - 54



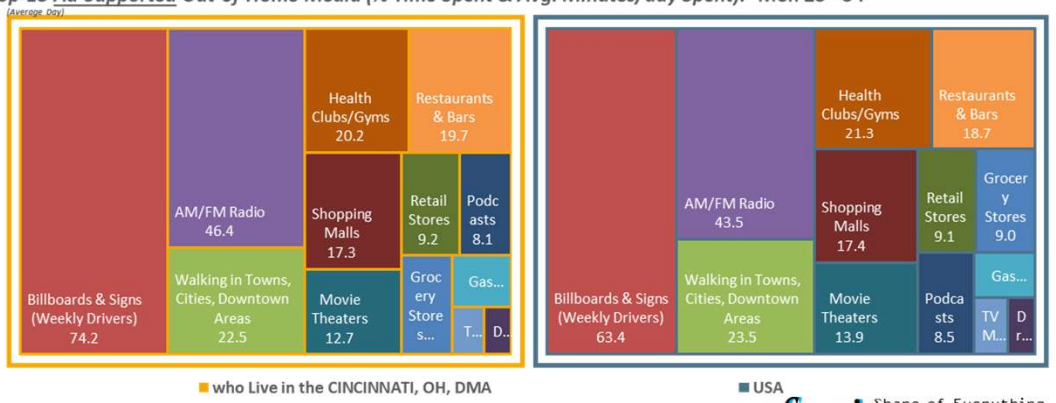
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



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



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



USA USA DMA Projection Scarborough R2 2025: Sep24-Jul25 Qual Intab 2,033

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

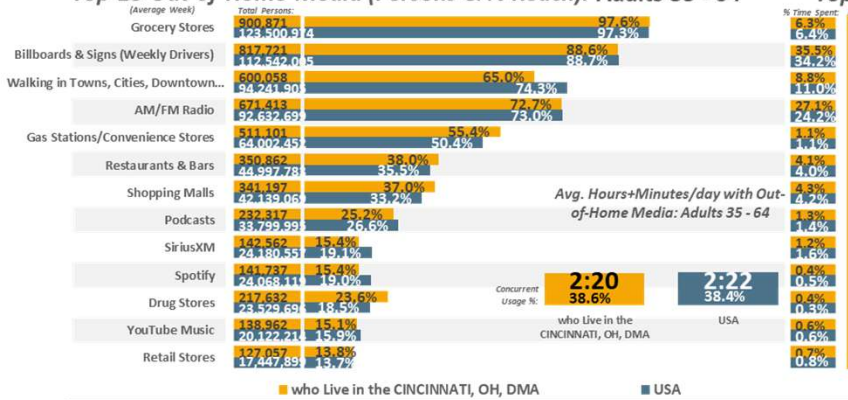
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 25,039

soefa.ai Share of Everything for Anything ©

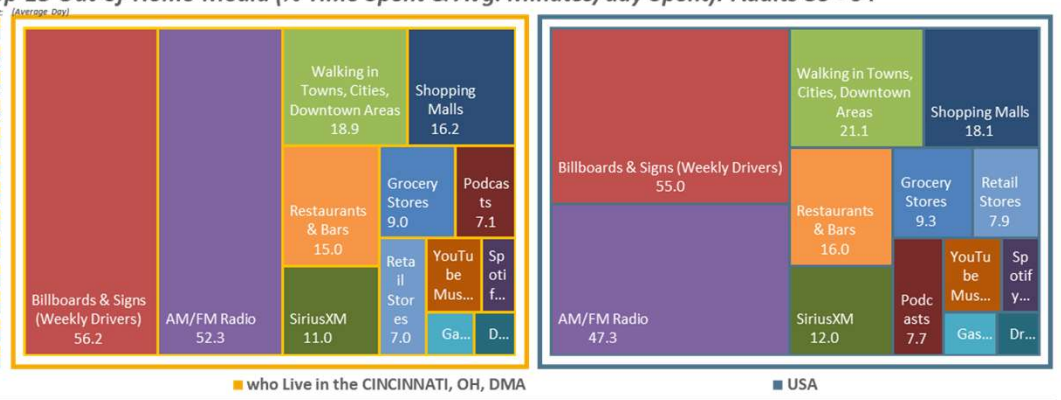


817,721 or 88.6% of Adults 35 - 64 who Live in the CINCINNATI, OH, DMA spend an average of 56.2 minutes per day driving, seeing Billboards and Signs. 70.9% Listen to Local Radio Stations Out-of-Home for an average of 50.3 minutes/day.

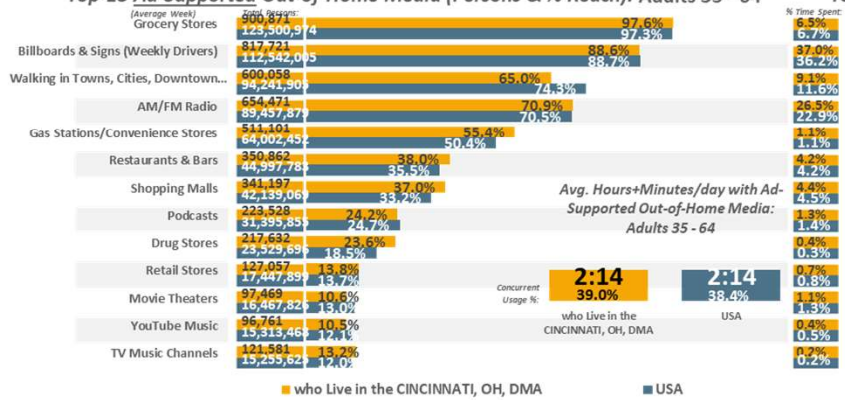
Top-13 Out-of-Home Media (Persons & % Reach): Adults 35 - 64



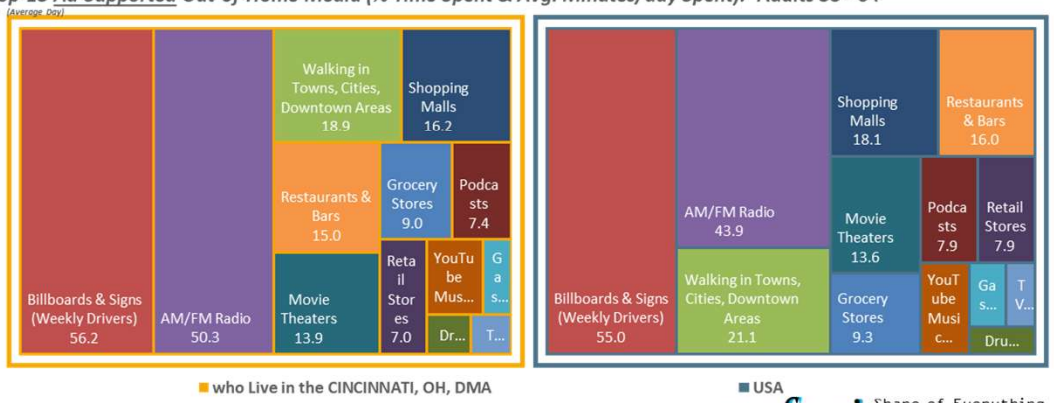
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 35 - 64



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



USA USA DMA Projection Scarborough R2 2025: Sep24-Jul25 Qual Intab 2,033

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 25,039

soefa.ai Share of Everything for Anything ©

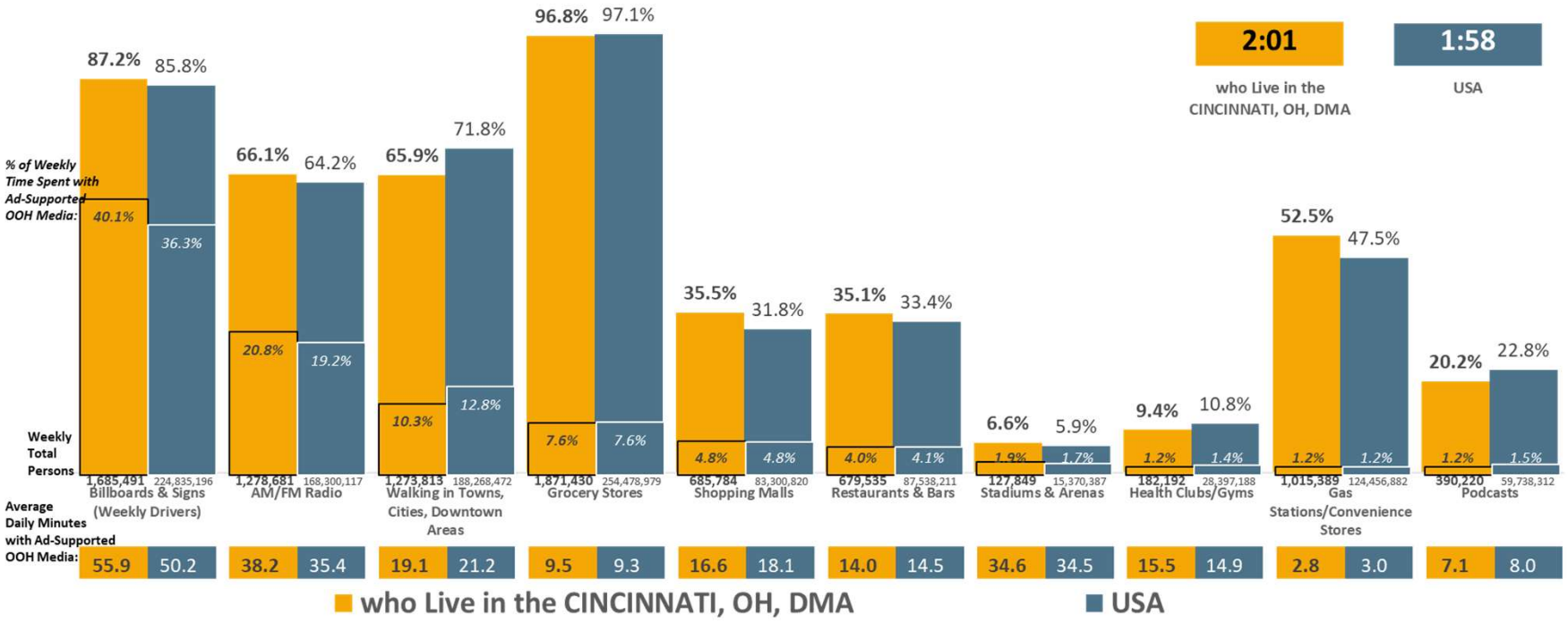


P18+

1,685,491 or 87.2% of Adults 18 or older who Live in the CINCINNATI, OH, DMA spend an average of 55.9 minutes per day driving, seeing Billboards and Signs representing 40.1% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



USA USA DMA Projection Scarborough R2 2025: Sep24-Jul25 Qual Intab 2,033

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 25,039

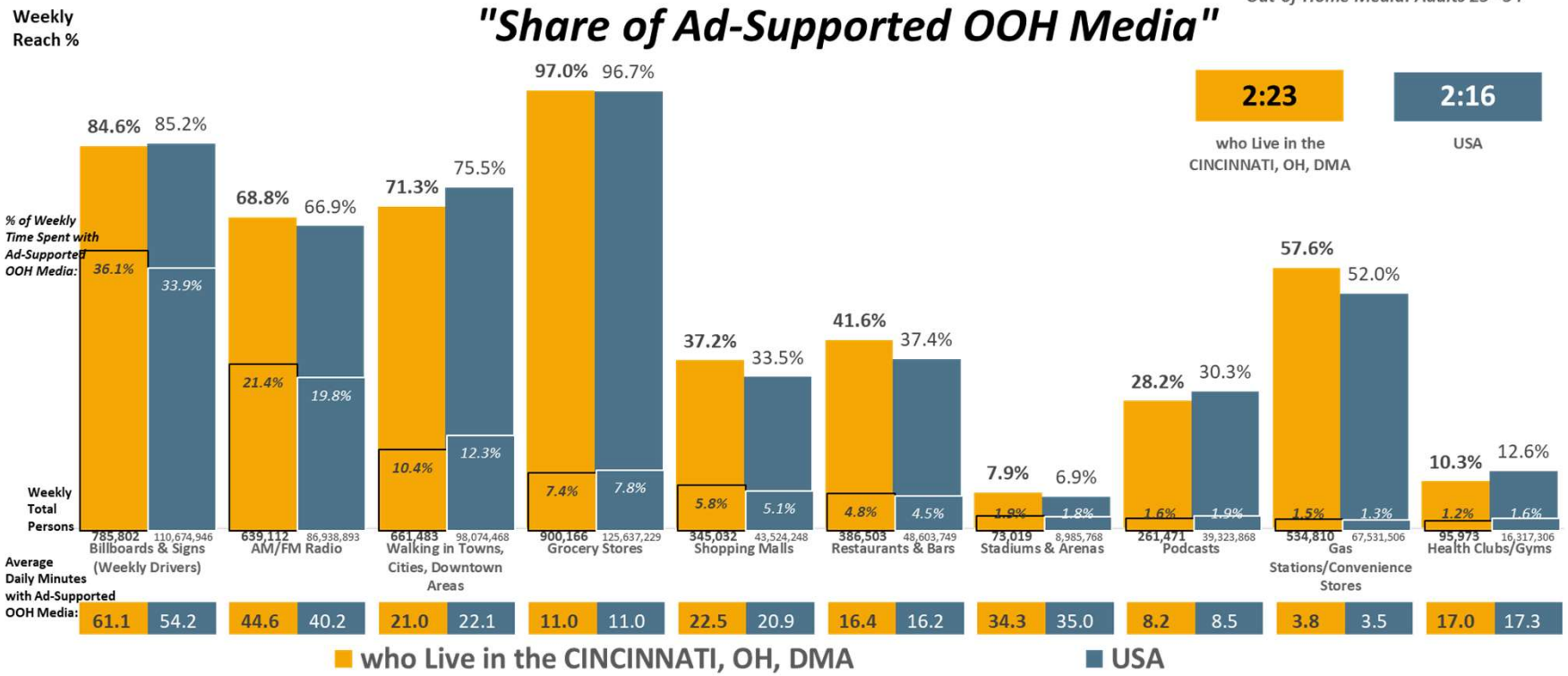
soefa.ai Share of Everything for Anything ©



785,802 or 84.6% of Adults 25 - 54 who Live in the CINCINNATI, OH, DMA spend an average of 61.1 minutes per day driving, seeing Billboards and Signs representing 36.1% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



USA USA DMA Projection Scarborough R2 2025: Sep24-Jul25 Qual Intab 2,033

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 25,039

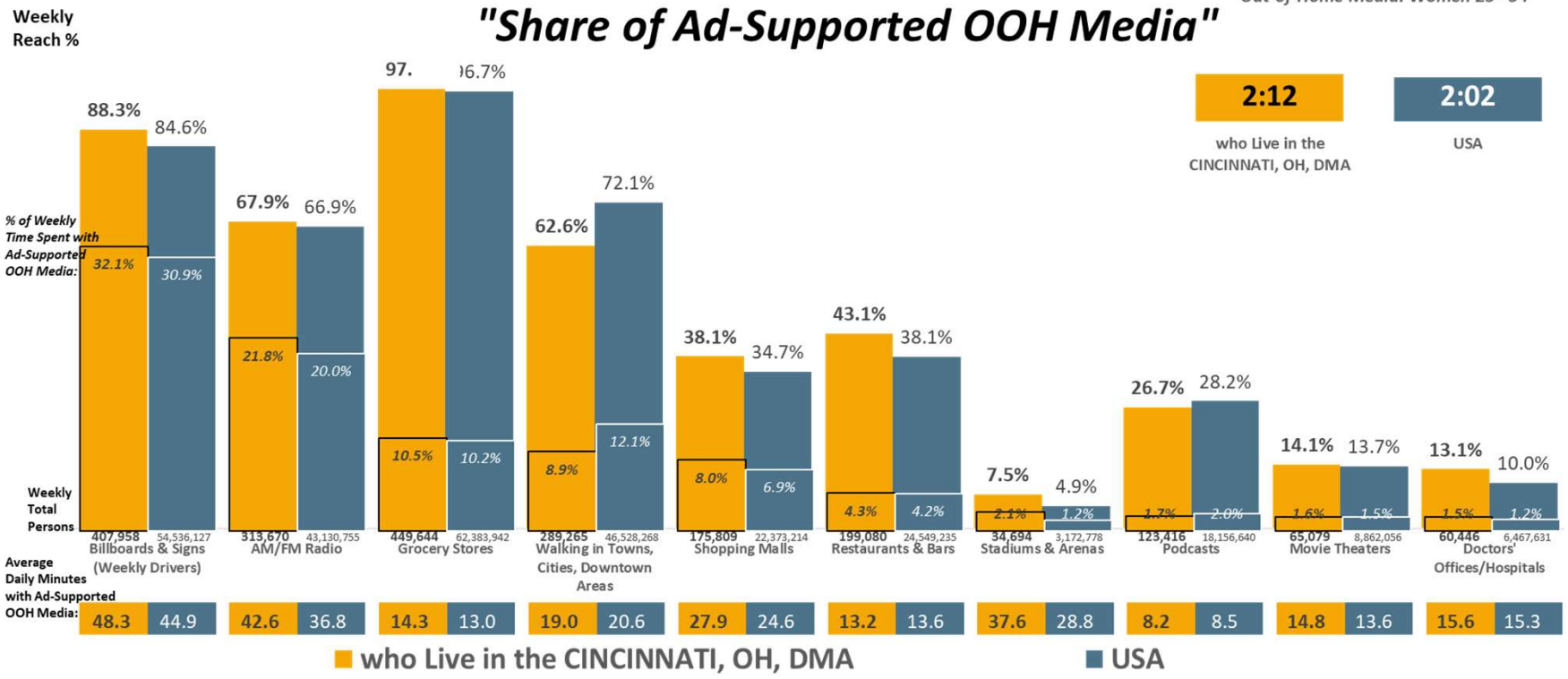
soefa.ai Share of Everything for Anything ©



407,958 or 88.3% of Women 25 - 54 who Live in the CINCINNATI, OH, DMA spend an average of 48.3 minutes per day driving, seeing Billboards and Signs representing 32.1% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



USA USA DMA Projection Scarborough R2 2025: Sep24-Jul25 Qual Intab 2,033

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 25,039

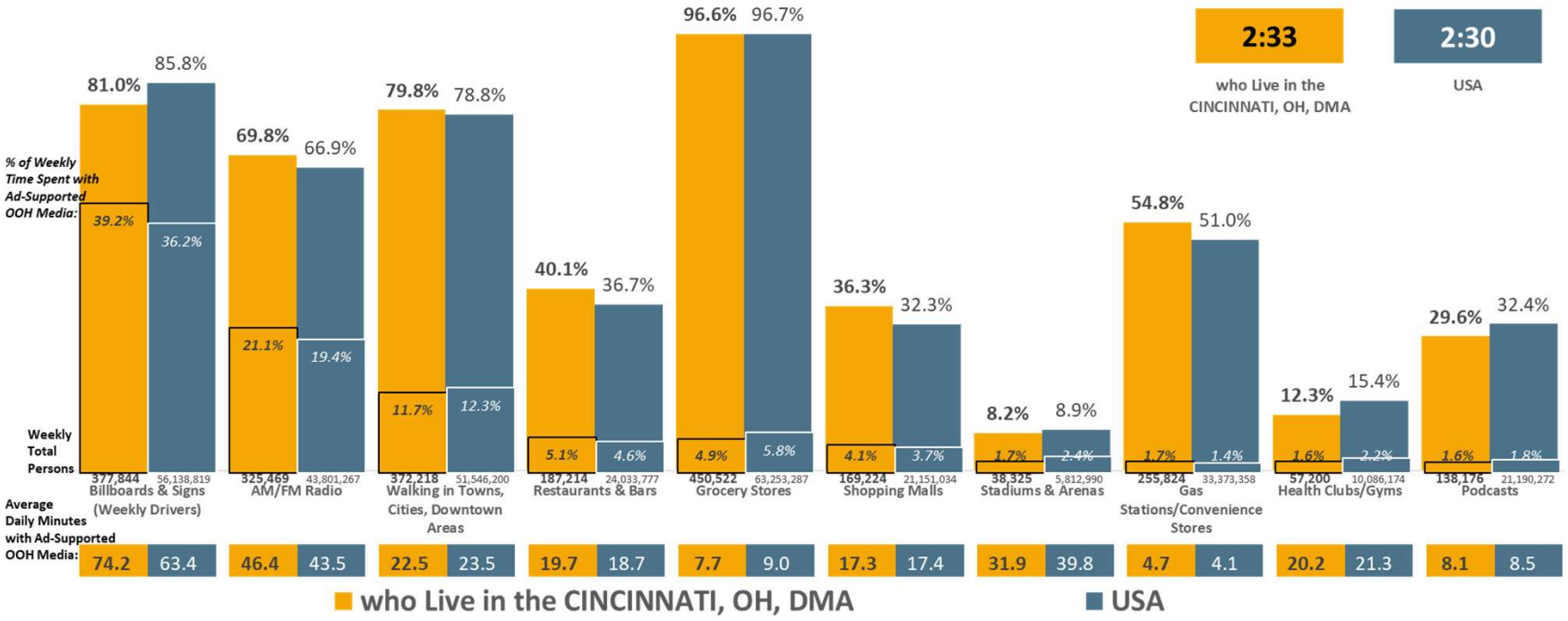
soefa.ai Share of Everything for Anything ©



377,844 or 81.% of Men 25 - 54 who Live in the CINCINNATI, OH, DMA spend an average of 74.2 minutes per day driving, seeing Billboards and Signs representing 39.2% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



USA USA DMA Projection Scarborough R2 2025: Sep24-Jul25 Qual Intab 2,033

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

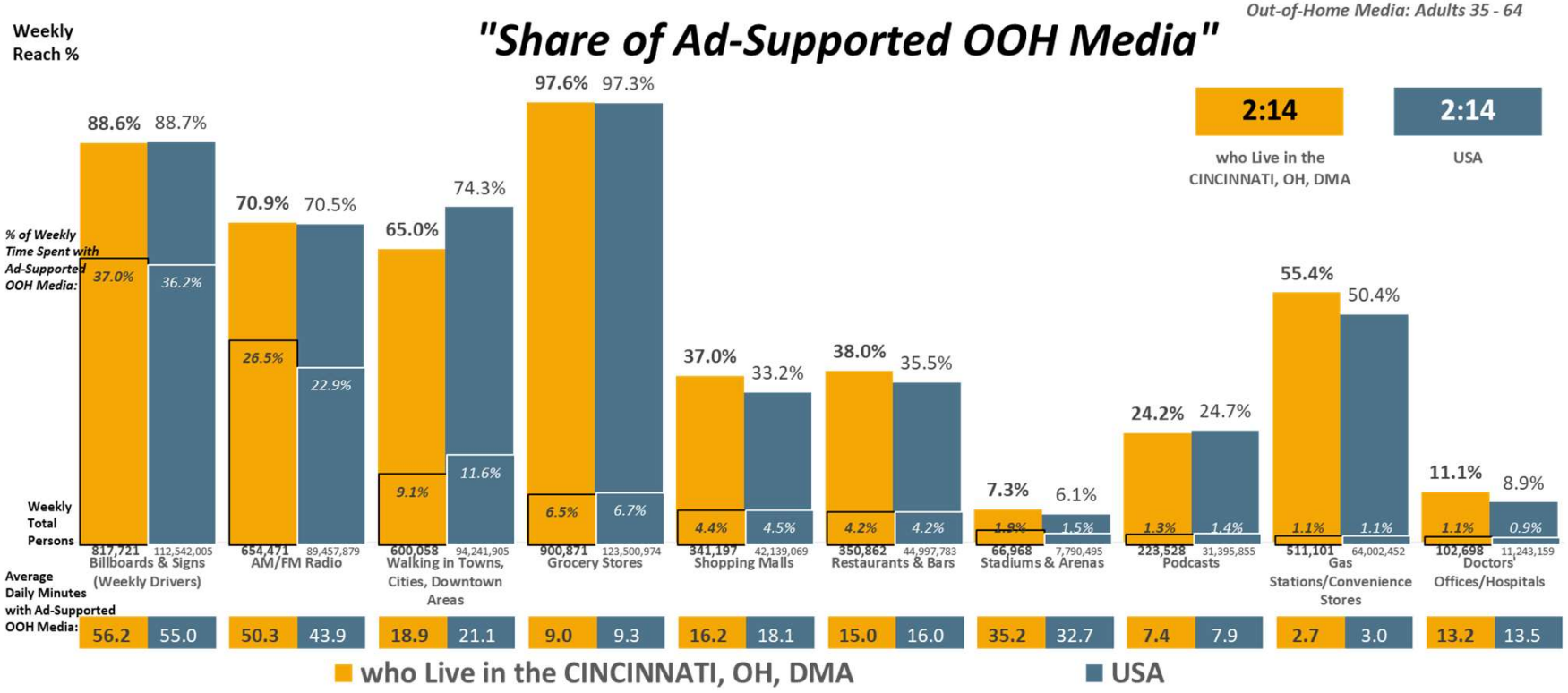
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 25,039

soefa.ai Share of Everything for Anything ©



817,721 or 88.6% of Adults 35 - 64 who Live in the CINCINNATI, OH, DMA spend an average of 56.2 minutes per day driving, seeing Billboards and Signs representing 37.% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 35 - 64



USA USA DMA Projection Scarborough R2 2025: Sep24-Jul25 Qual Intab 2,033

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 25,039

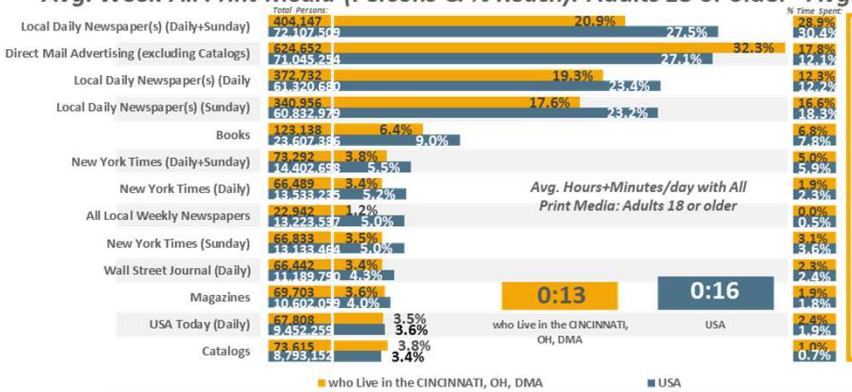
soefa.ai Share of Everything for Anything ©



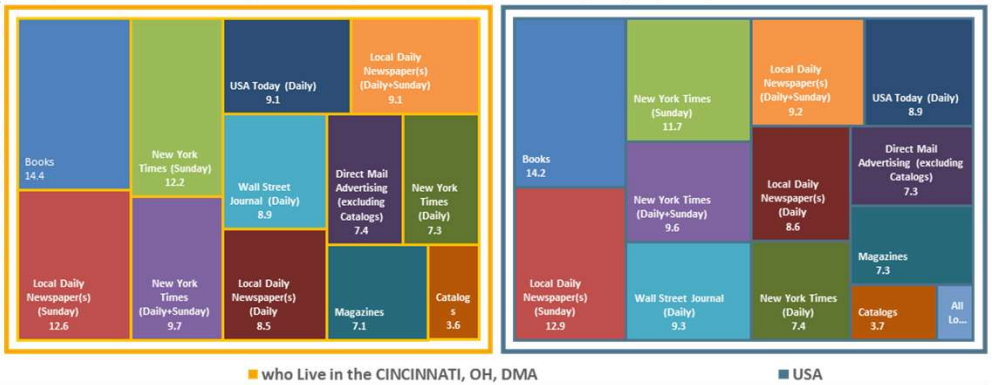
P18+

404,147 or 20.9% of Adults 18 or older who Live in the CINCINNATI, OH, DMA read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.1 minutes every day representing 31.% of all time spent daily with All forms of Print Media.

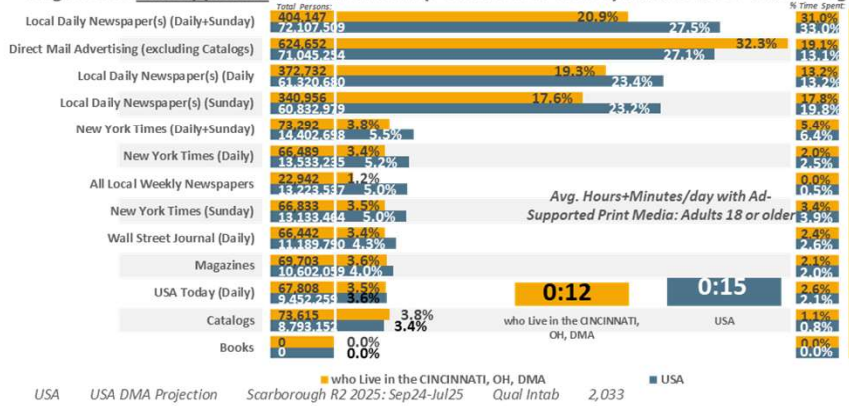
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



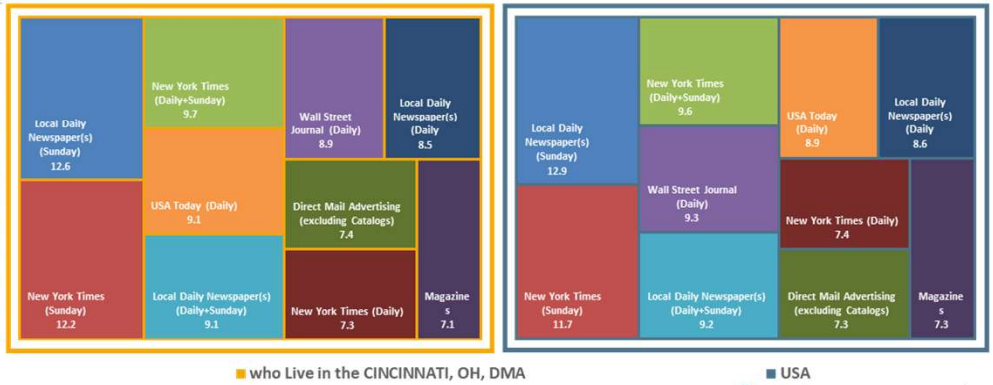
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA DMA Projection Scarborough R2 2025: Sep24-Jul25 Qual Intab 2,033

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

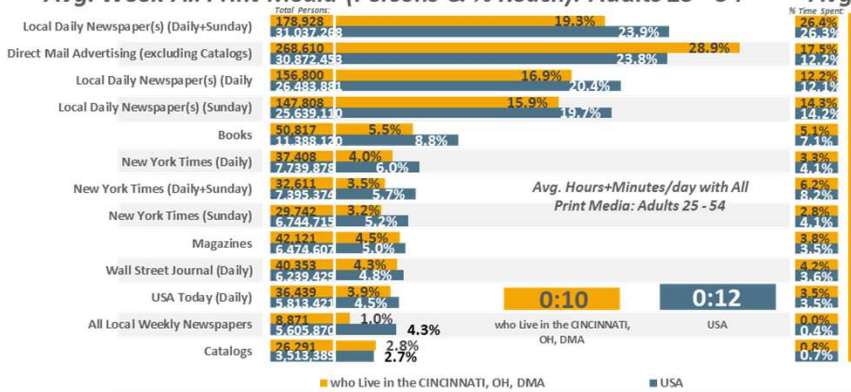
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 25,039

soefa.ai Share of Everything for Anything ©

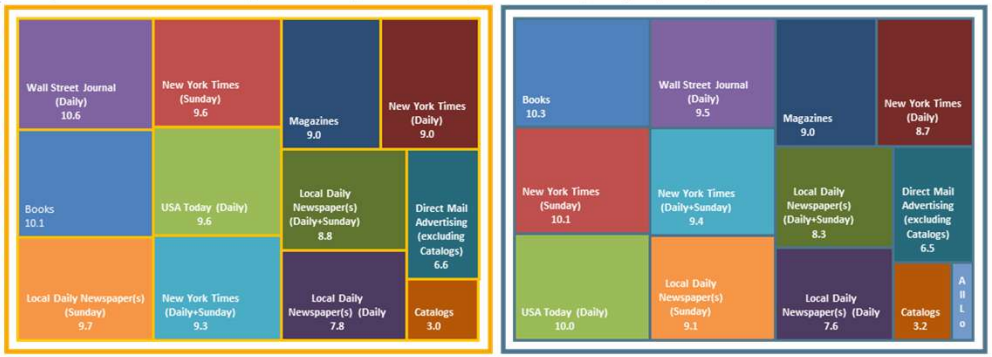


178,928 or 19.3% of Adults 25 - 54 who Live in the CINCINNATI, OH, DMA read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.8 minutes every day representing 27.9% of all time spent daily with All forms of Print Media.

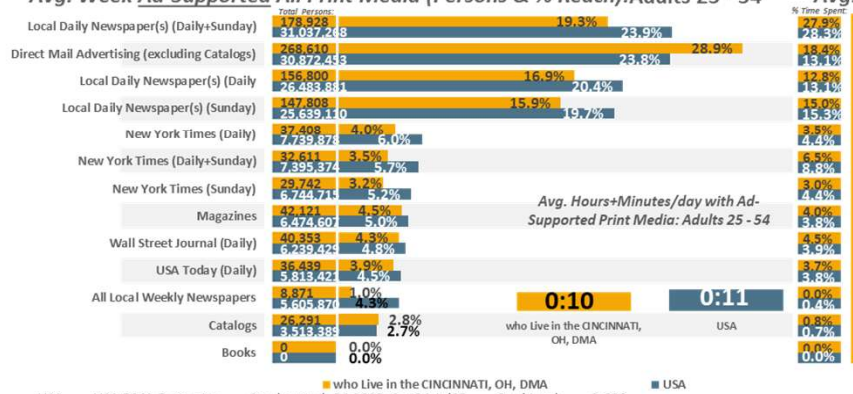
Avg. Week All Print Media (Persons & % Reach): Adults 25 - 54



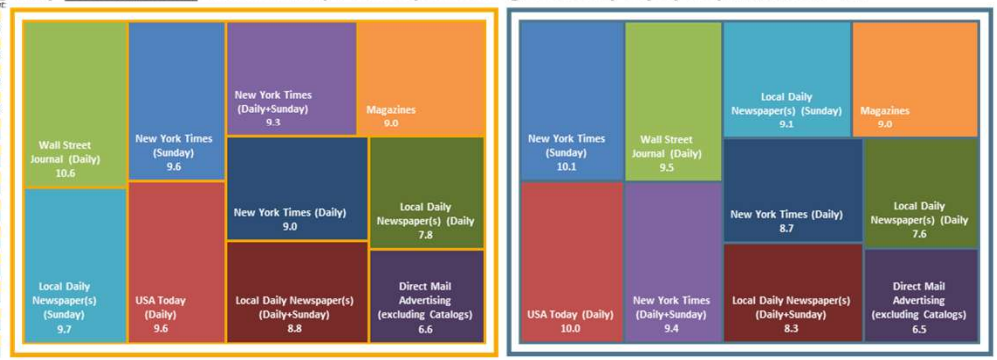
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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



USA USA DMA Projection Scarborough R2 2025: Sep24-Jul25 Qual Intab 2,033

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

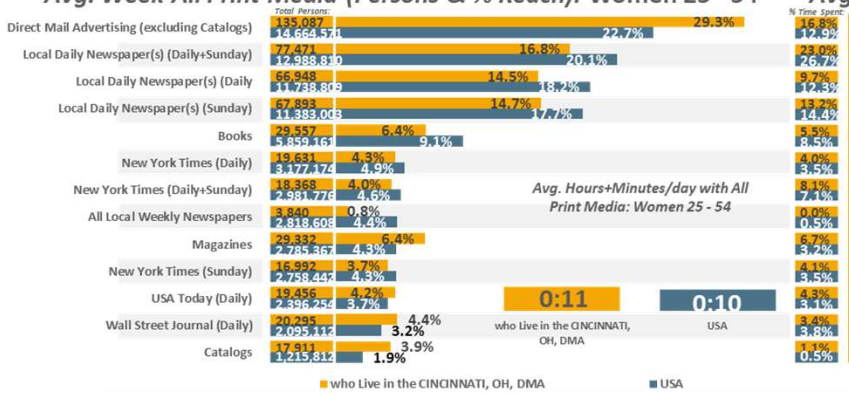
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 25,039

soefa.ai Share of Everything for Anything ©



77,471 or 16.8% of Women 25 - 54 who Live in the CINCINNATI, OH, DMA read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.4 minutes every day representing 24.3% of all time spent daily with All forms of Print Media.

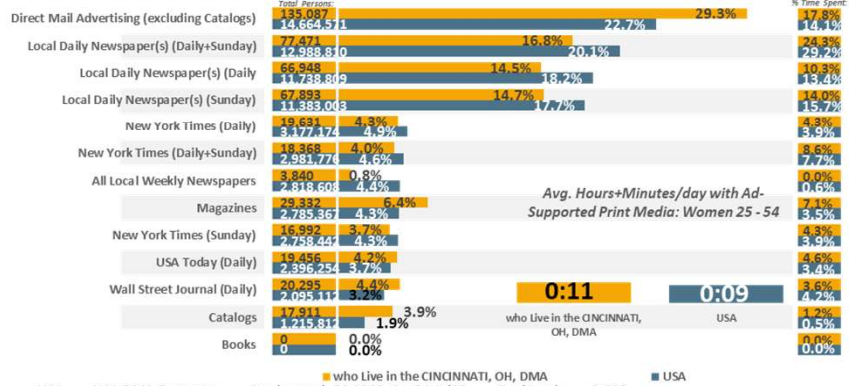
Avg. Week All Print Media (Persons & % Reach): Women 25 - 54



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



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



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



USA USA DMA Projection Scarborough R2 2025: Sep24-Jul25 Qual Intab 2,033

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

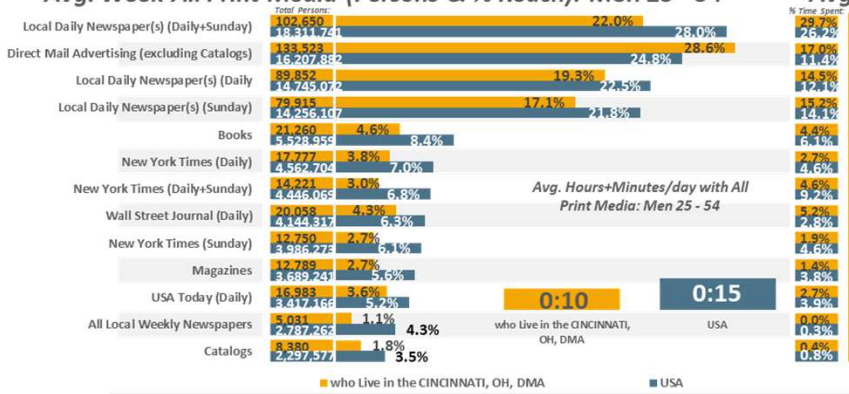
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 25,039

soefa.ai Share of Everything for Anything ©



102,650 or 22.% of Men 25 - 54 who Live in the CINCINNATI, OH, DMA read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.5 minutes every day representing 31.1% of all time spent daily with All forms of Print Media.

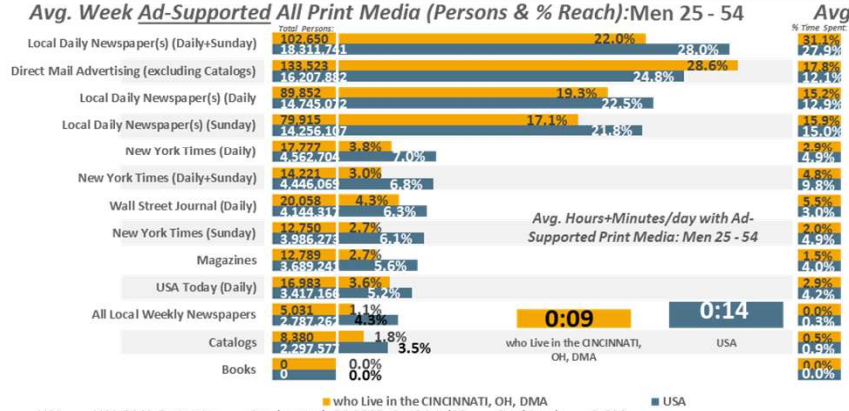
Avg. Week All Print Media (Persons & % Reach): Men 25 - 54



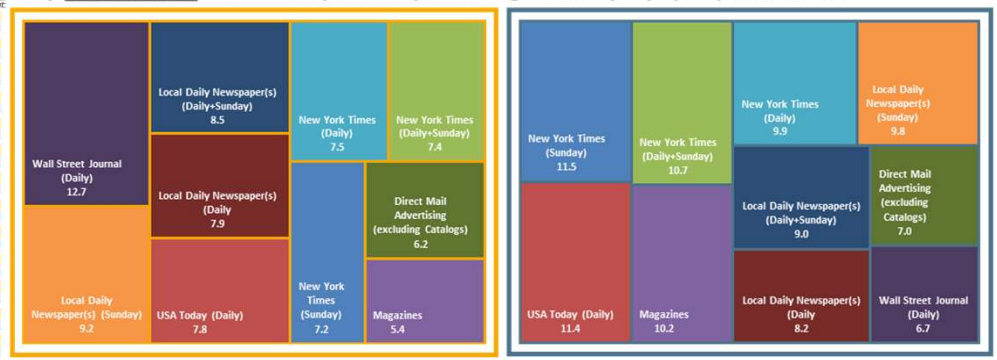
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



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



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



USA USA DMA Projection Scarborough R2 2025: Sep24-Jul25 Qual Intab 2,033

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 25,039

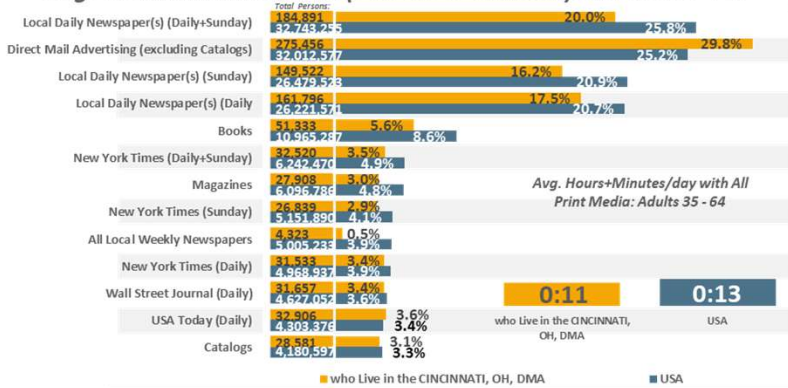
soefa.ai Share of Everything for Anything ©



P35-64

184,891 or 20.% of Adults 35 - 64 who Live in the CINCINNATI, OH, DMA read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.9 minutes every day representing 31.% of all time spent daily with All forms of Print Media.

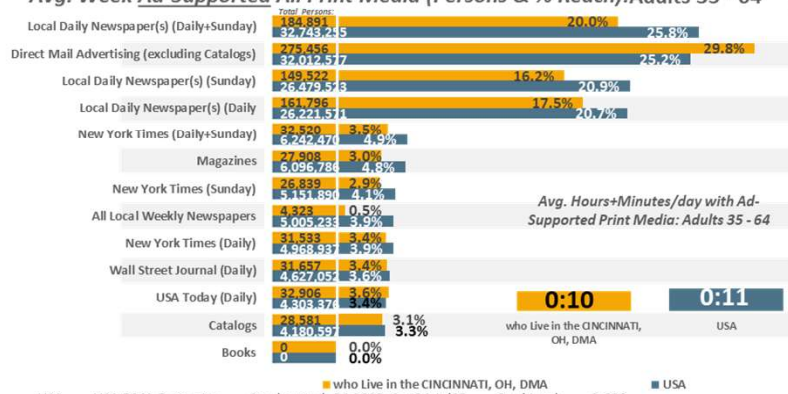
Avg. Week All Print Media (Persons & % Reach): Adults 35 - 64



Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 35 - 64



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



USA USA DMA Projection Scarborough R2 2025: Sep24-Jul25 Qual Intab 2,033

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 25,039

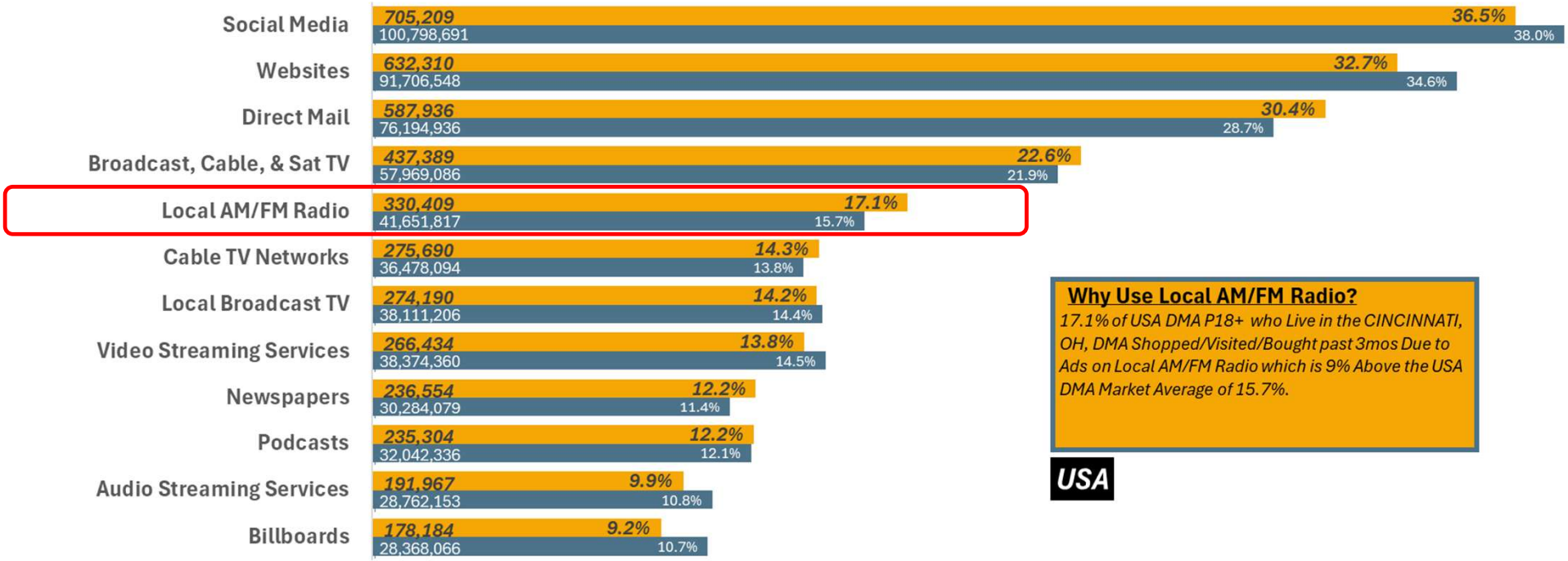
soefa.ai Share of Everything for Anything ©



P18+

"Advertising Actions"

P18+ who Live in the CINCINNATI, OH, DMA (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

17.1% of USA DMA P18+ who Live in the CINCINNATI, OH, DMA Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 9% Above the USA DMA Market Average of 15.7%.

USA

P18+ who Live in the CINCINNATI, OH, DMA (Shopped/Visited/Bought past 3mos Due to Ads on %) ■ P18+ USA AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

USA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab: 25039

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

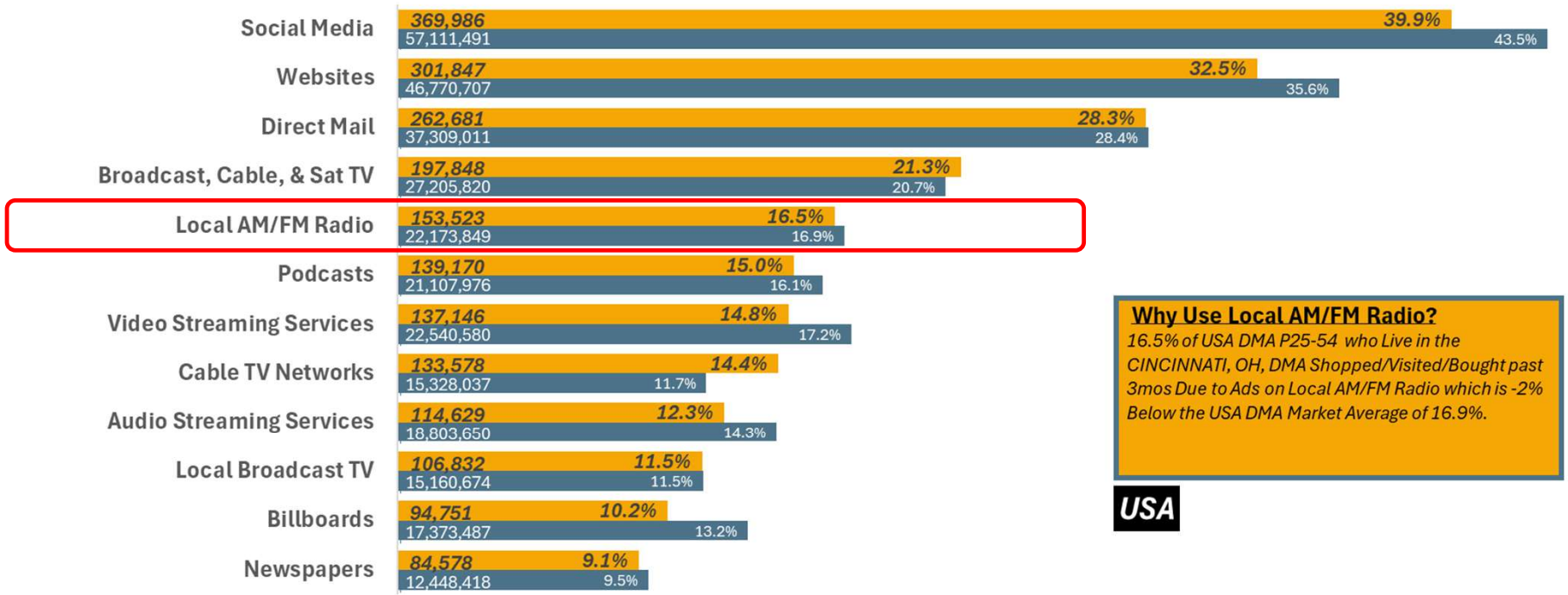
soefa.ai Share of Everything for Anything ©



P25-54

"Advertising Actions"

P25-54 who Live in the CINCINNATI, OH, DMA (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

16.5% of USA DMA P25-54 who Live in the CINCINNATI, OH, DMA Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -2% Below the USA DMA Market Average of 16.9%.

USA

USA DMA ScarboroughR2 2025: Sep24-Jul25 Qual Intab: 11559

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

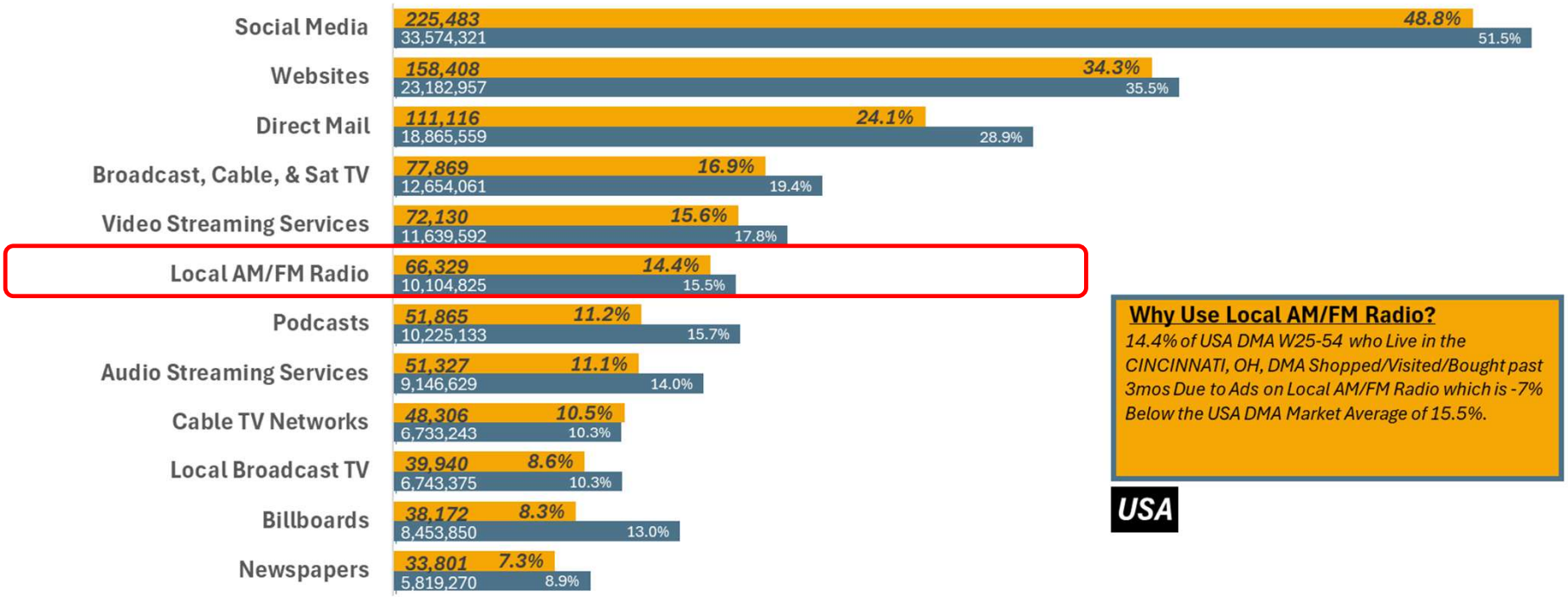
soefa.ai Share of Everything for Anything ©



W25-54

"Advertising Actions"

W25-54 who Live in the CINCINNATI, OH, DMA (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

14.4% of USA DMA W25-54 who Live in the CINCINNATI, OH, DMA Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -7% Below the USA DMA Market Average of 15.5%.

USA

USA DMA ScarboroughR2 2025: Sep24-Jul25 Qual Intab: 6961

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

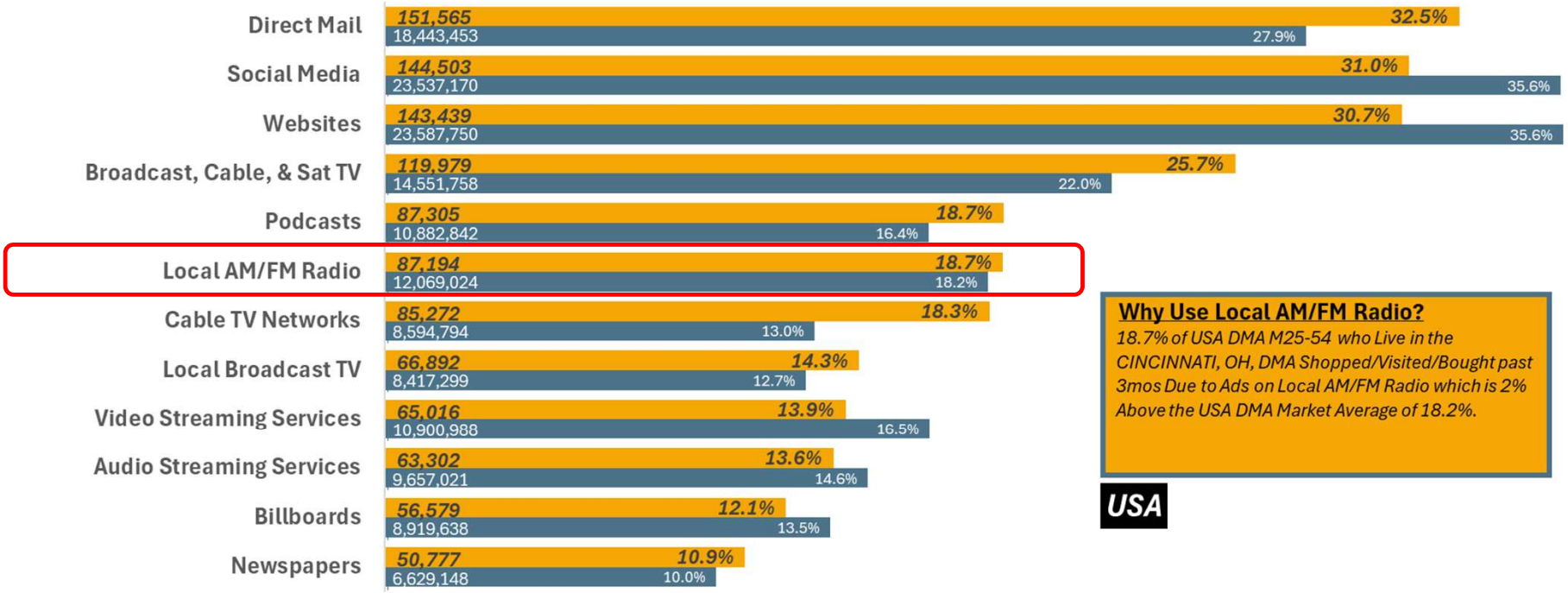
soefa.ai Share of Everything for Anything ©



M25-54

"Advertising Actions"

M25-54 who Live in the CINCINNATI, OH, DMA (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

18.7% of USA DMA M25-54 who Live in the CINCINNATI, OH, DMA Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 2% Above the USA DMA Market Average of 18.2%.

USA

USA DMA ScarboroughR2 2025: Sep24-Jul25 Qual Intab: 4598

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

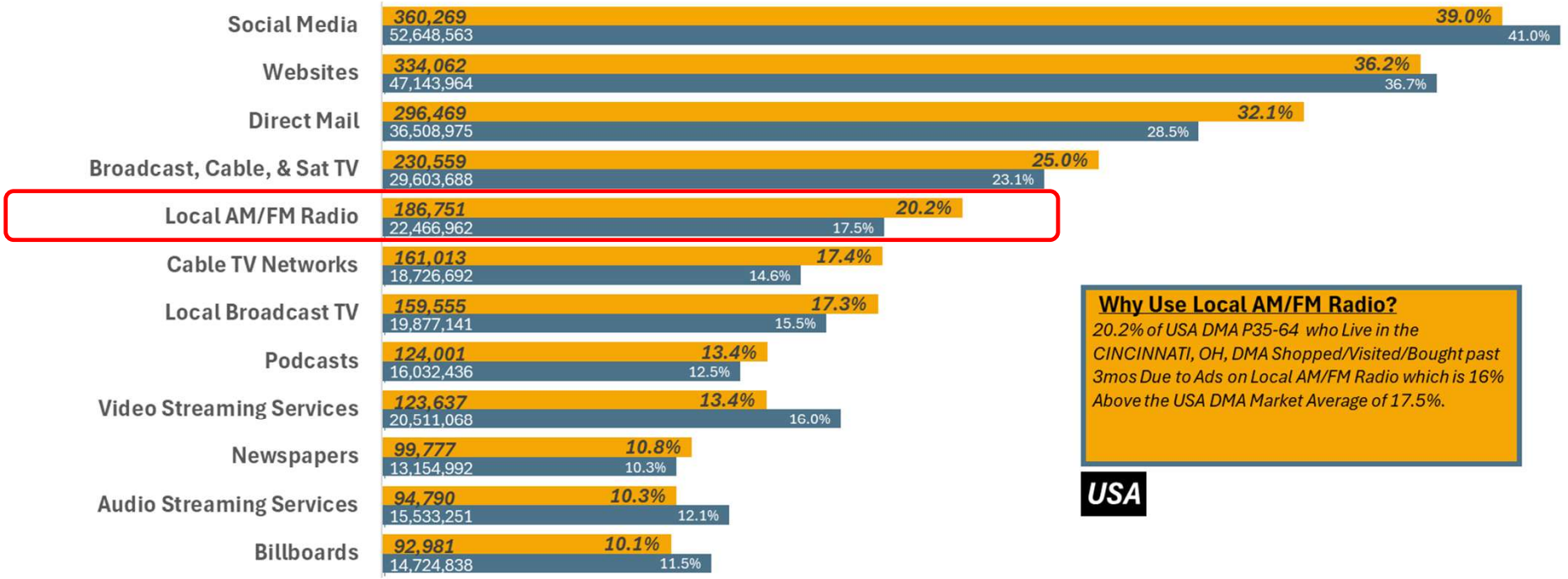
soefa.ai Share of Everything for Anything ©



P35-64

"Advertising Actions"

P35-64 who Live in the CINCINNATI, OH, DMA (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

20.2% of USA DMA P35-64 who Live in the CINCINNATI, OH, DMA Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 16% Above the USA DMA Market Average of 17.5%.

USA

USA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab: 12993

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©