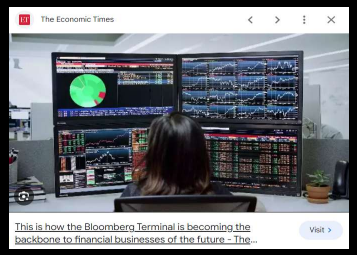
CHICAGO, IL, Metro – 5 P18+ Profiles of AUDACY RADIO Listeners!

Brand New Data as of JULY 31, 2025!

Complete Demographic & Media Use Profiles











Audacy

WBBM NEWSRADIO 780AM · 105.9FM

B96 CHICAGO

US 99 CHICAGO'S HOTTEST COUNTRY

93 XRT CHICAGO'S FINEST ROCK

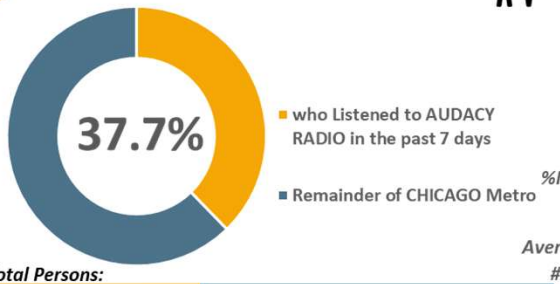
And, Yes! You ARE Smart Enough to Read a Bloomberg Terminal. So get ready to Learn!

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

HUBBARD BROADCASTING INC. HB

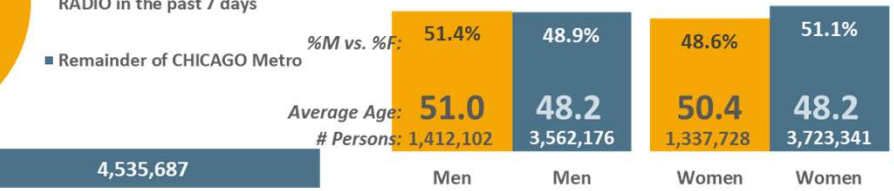
37.7% or 2,749,830 of CHICAGO Metro Adults 18 or older Listened to AUDACY RADIO in the past 7 days. Typical Adults 18 or older who Listened to AUDACY RADIO in the past 7 days are 50.7 years old (5.1% older than average) and have a $116,829 (8.% higher than average) annual household income.

Percent of Market: Adults 18 or older

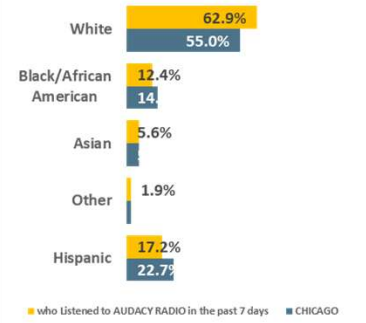


Total Persons:	who Listened to AUDACY RADIO in the past 7 days	Remainder of CHICAGO Metro
	2,749,830	4,535,687

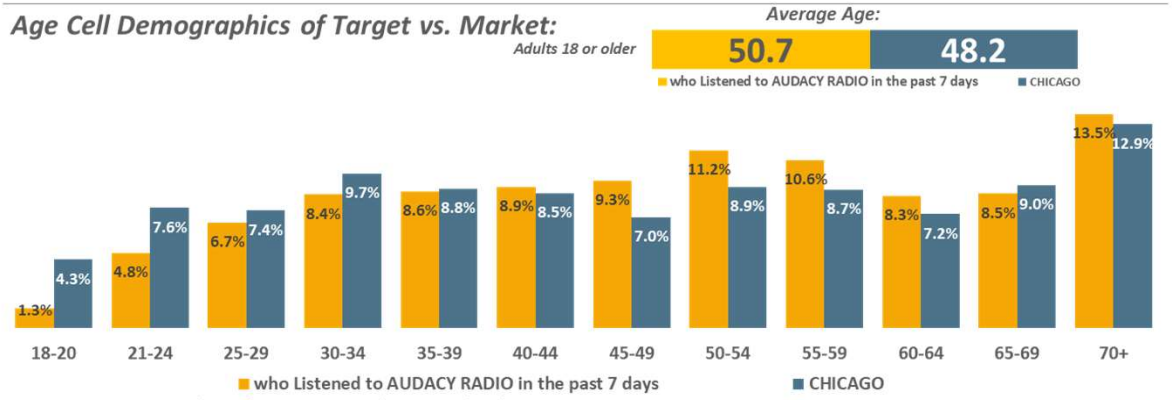
Gender of Target vs. Market: Adults 18 or older



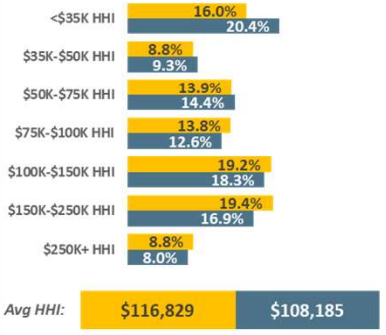
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 1,650

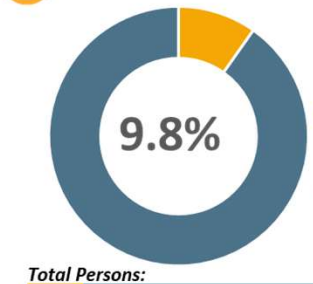
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(Radio Stations: WBBM-AM OR Radio Stations: WBBM-FM OR Radio Stations: WBMX-FM OR Radio Stations: WSCR-AM OR Radio Stations: WUSN-FM OR Radio Stations: WXRT-FM)

WBBM NEWSRADIO 780AM · 105.9FM

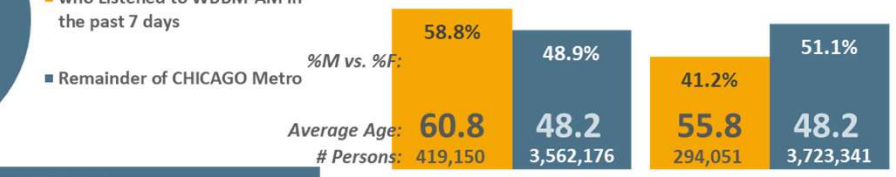
9.8% or 713,201 of CHICAGO Metro Adults 18 or older Listened to WBBM-AM in the past 7 days.
Typical Adults 18 or older who Listened to WBBM-AM in the past 7 days are 58.9 years old (22.3% older than average) and have a $114,708 (6.% higher than average) annual household income.

Percent of Market: Adults 18 or older

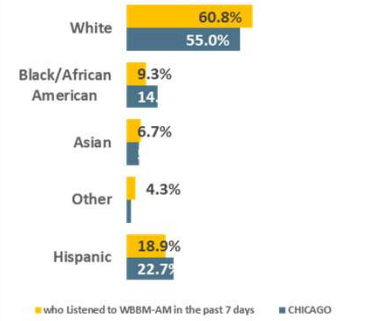


Total Persons:
713,201 | 6,572,316

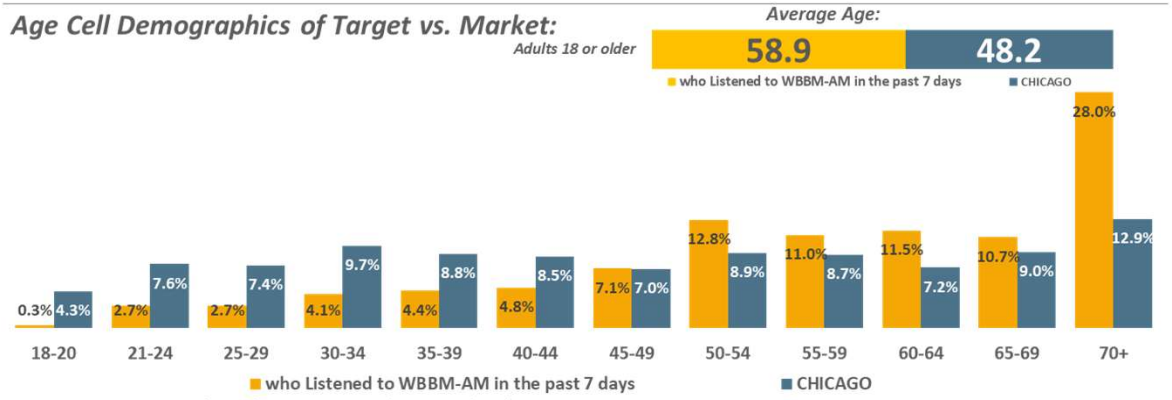
Gender of Target vs. Market: Adults 18 or older



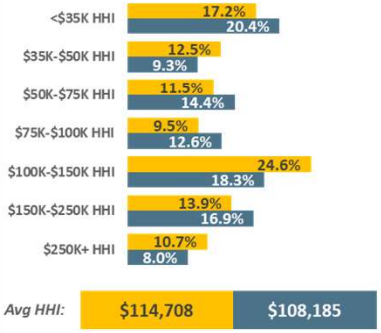
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: $114,708 | $108,185

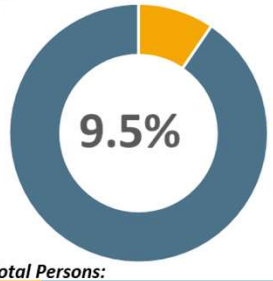
CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 438

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Radio Stations: WBBM-AM

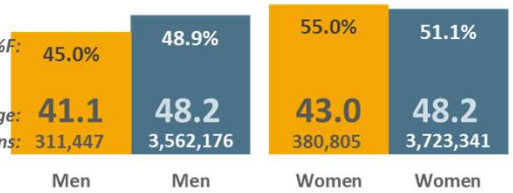
9.5% or 692,252 of CHICAGO Metro Adults 18 or older Listened to WBBM-FM in the past 7 days.
Typical Adults 18 or older who Listened to WBBM-FM in the past 7 days are 42.2 years old (12.5% younger than average) and have a $119,843 (10.8% higher than average) annual household income.

Percent of Market: Adults 18 or older

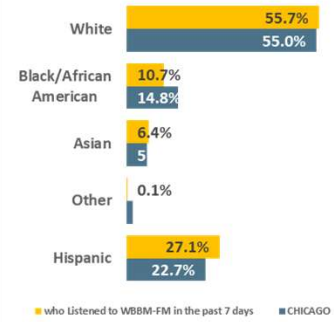


Total Persons:
692,252 | 6,593,265

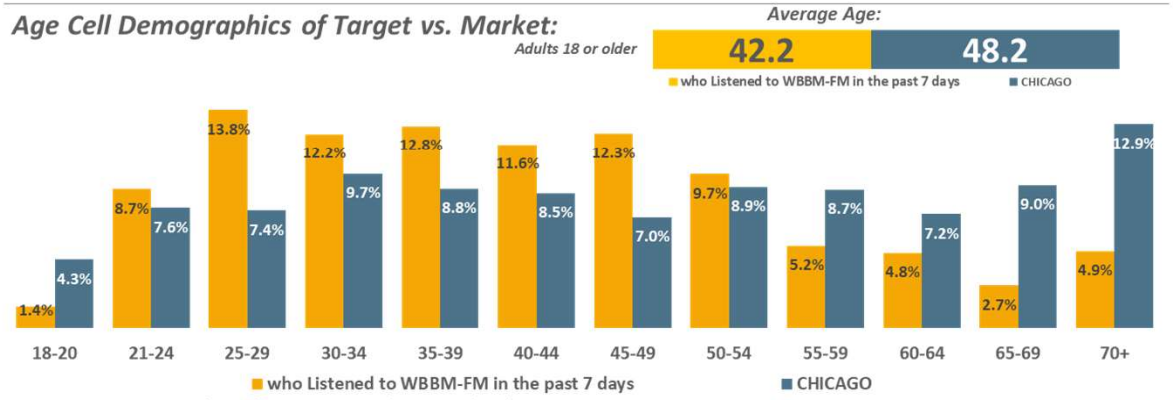
Gender of Target vs. Market: Adults 18 or older



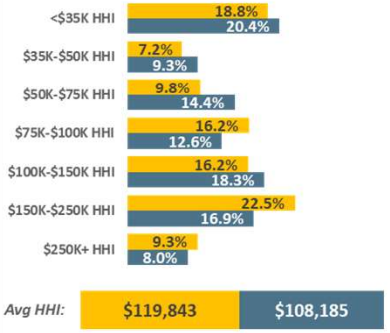
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: $119,843 | $108,185

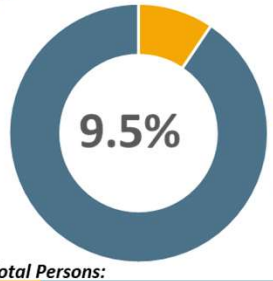
CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 407

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Radio Stations: WBBM-FM

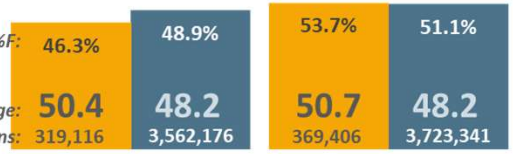
9.5% or 688,522 of CHICAGO Metro Adults 18 or older Listened to WUSN-FM in the past 7 days.
Typical Adults 18 or older who Listened to WUSN-FM in the past 7 days are 50.6 years old (4.9% older than average) and have a $124,910 (15.5% higher than average) annual household income.

Percent of Market: Adults 18 or older

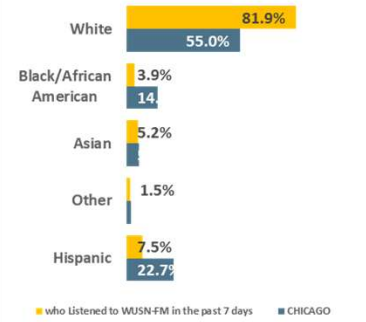


Total Persons:
688,522 | 6,596,995

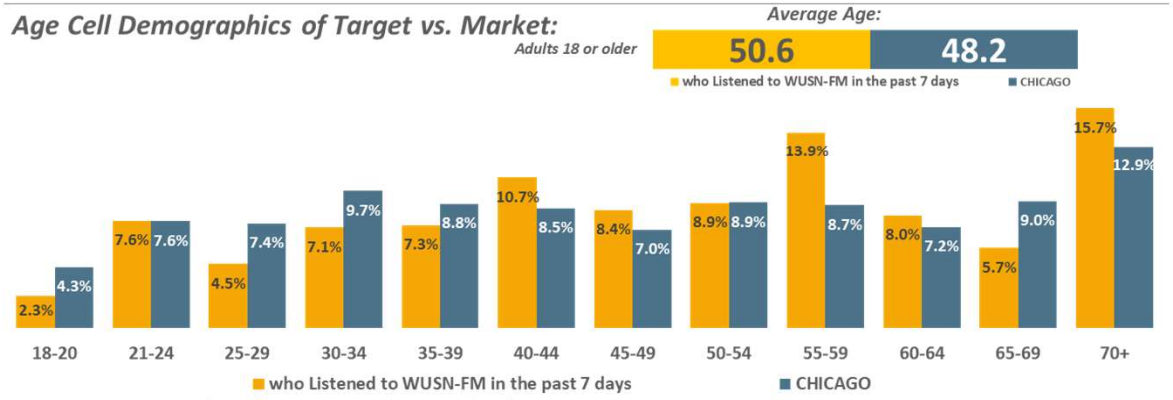
Gender of Target vs. Market: Adults 18 or older



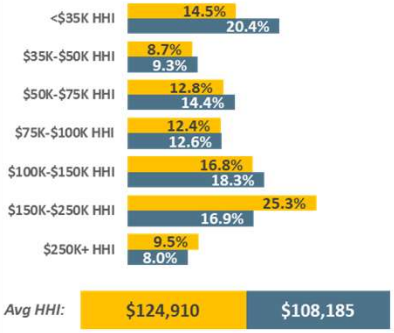
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 421

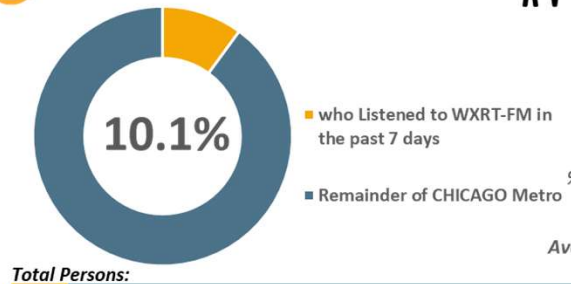
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Radio Stations: WUSN-FM

93 XRT
CHICAGO'S FINEST ROCK

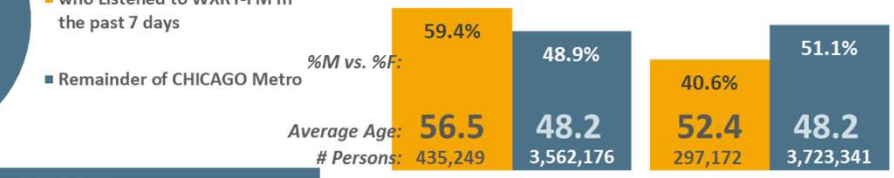
10.1% or 732,421 of CHICAGO Metro Adults 18 or older Listened to WXRT-FM in the past 7 days.
Typical Adults 18 or older who Listened to WXRT-FM in the past 7 days are 55.1 years old (14.3% older than average) and have a $127,172 (17.6% higher than average) annual household income.

Percent of Market: Adults 18 or older

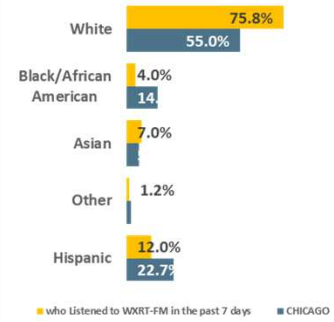


Total Persons:
732,421 | 6,553,096

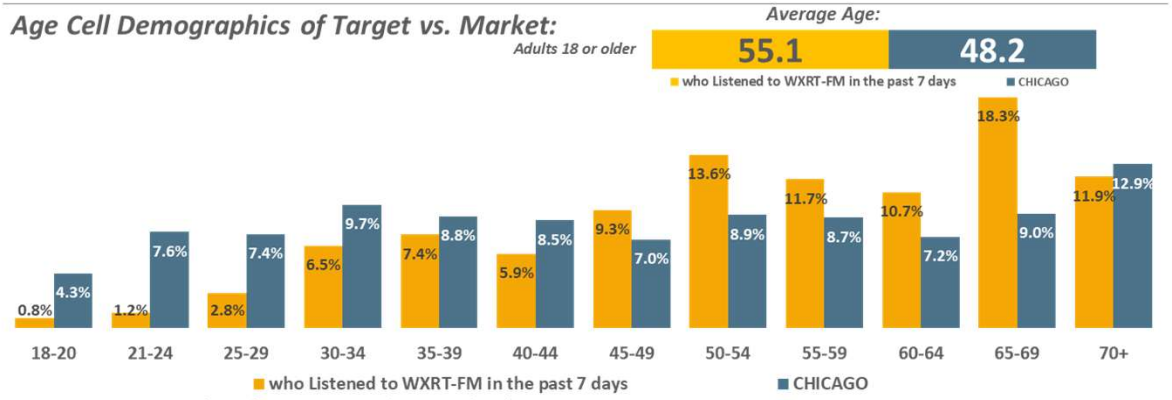
Gender of Target vs. Market: Adults 18 or older



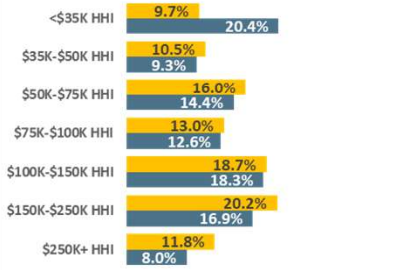
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



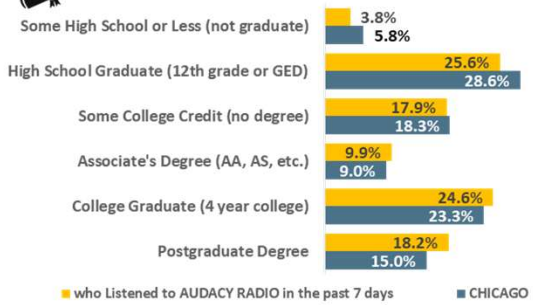
Avg HHI: $127,172 | $108,185

CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 446

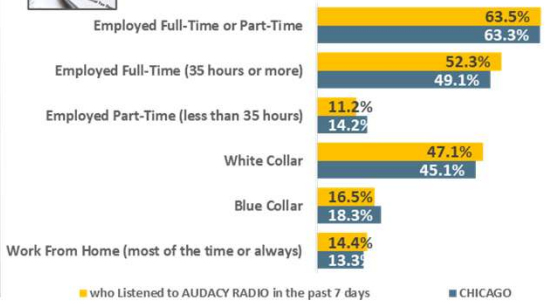
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37.7% or 2,749,830 of CHICAGO Metro Adults 18 or older Listened to AUDACY RADIO in the past 7 days. Adults 18 or older who Listened to AUDACY RADIO in the past 7 days are 11.9% more likely to be a college graduate, 6.5% more likely to work full-time, 15.2% more likely to be married, 10.5% more likely to be a parent of 1 or more children under 18.

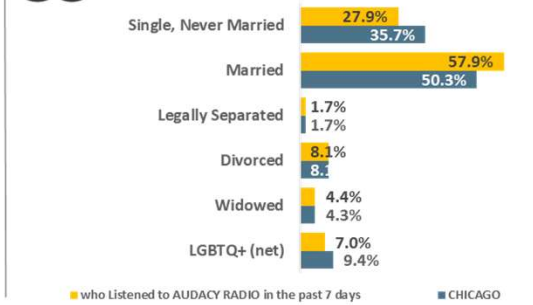
Education Levels: Adults 18 or older



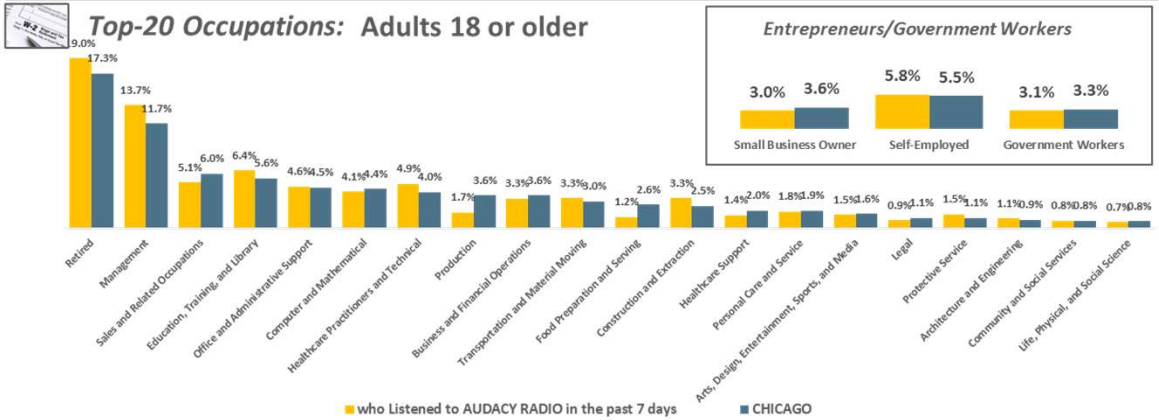
Employment: Adults 18 or older



Marital Status: Adults 18 or older

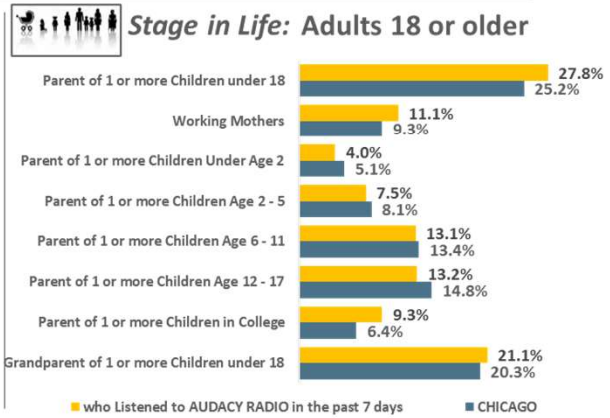


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older



CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 1,650

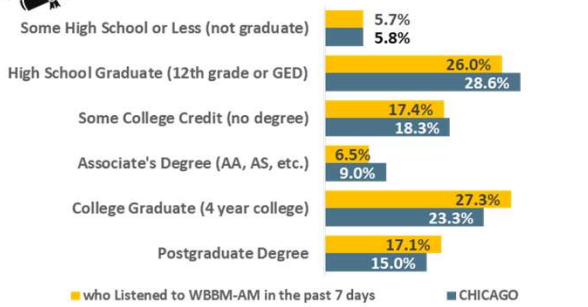
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(Radio Stations: WBBM-AM OR Radio Stations: WBBM-FM OR Radio Stations: WBMX-FM OR Radio Stations: WSCR-AM OR Radio Stations: WUSN-FM OR Radio Stations: WXRT-FM)

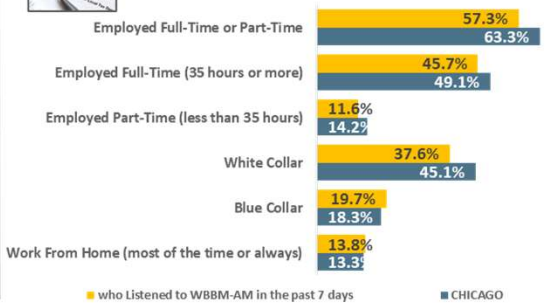
WBBM NEWSRADIO 780AM · 105.9FM

9.8% or 713,201 of CHICAGO Metro Adults 18 or older Listened to WBBM-AM in the past 7 days. Adults 18 or older who Listened to WBBM-AM in the past 7 days are 15.9% more likely to be a college graduate, 6.9% less likely to work full-time, 29.8% more likely to be married, 16.4% less likely to be a parent of 1 or more children under 18.

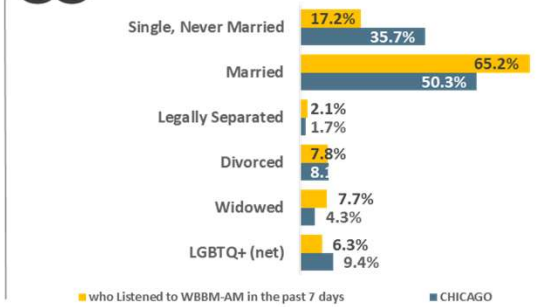
Education Levels: Adults 18 or older



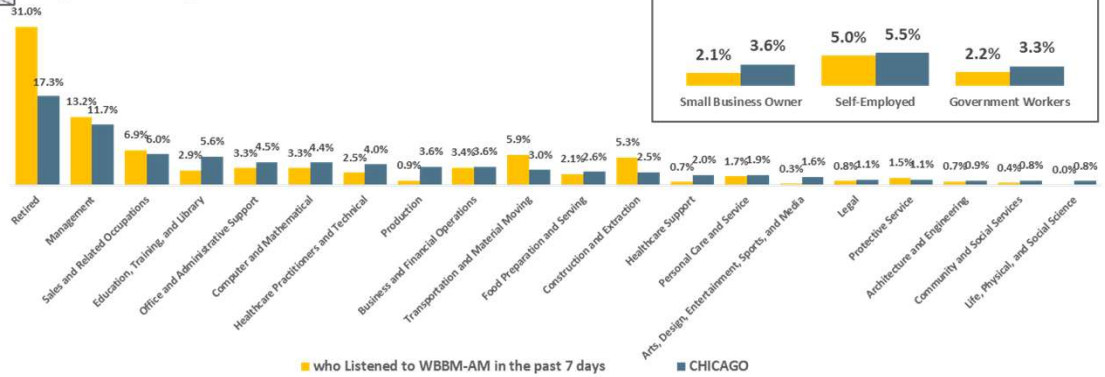
Employment: Adults 18 or older



Marital Status: Adults 18 or older

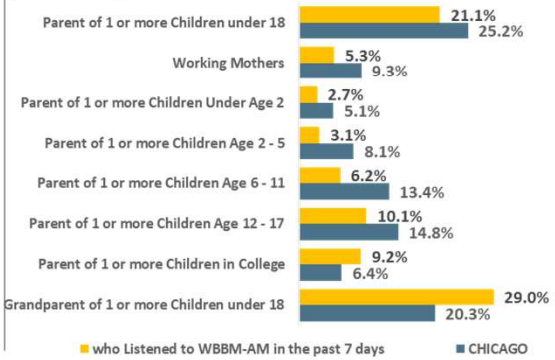


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older

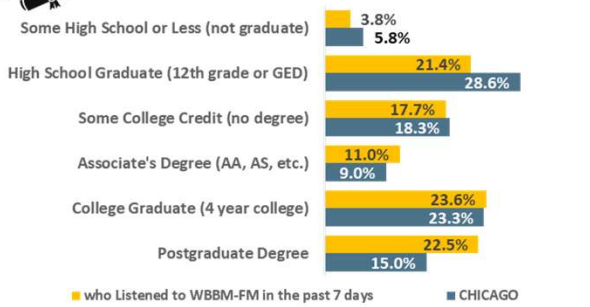


CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 438

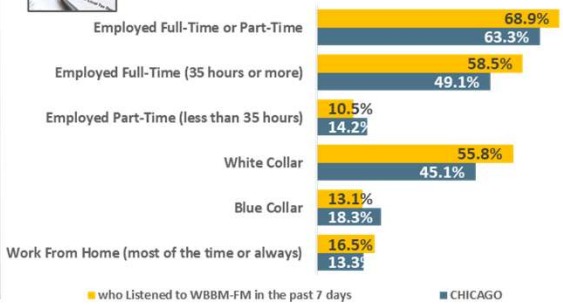
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9.5% or 692,252 of CHICAGO Metro Adults 18 or older Listened to WBBM-FM in the past 7 days. Adults 18 or older who Listened to WBBM-FM in the past 7 days are 20.5% more likely to be a college graduate, 19.% more likely to work full-time, 6.7% more likely to be married, 42.5% more likely to be a parent of 1 or more children under 18.

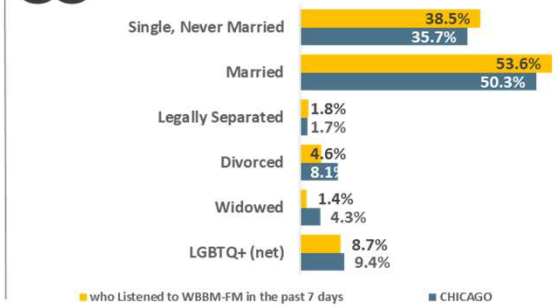
Education Levels: Adults 18 or older



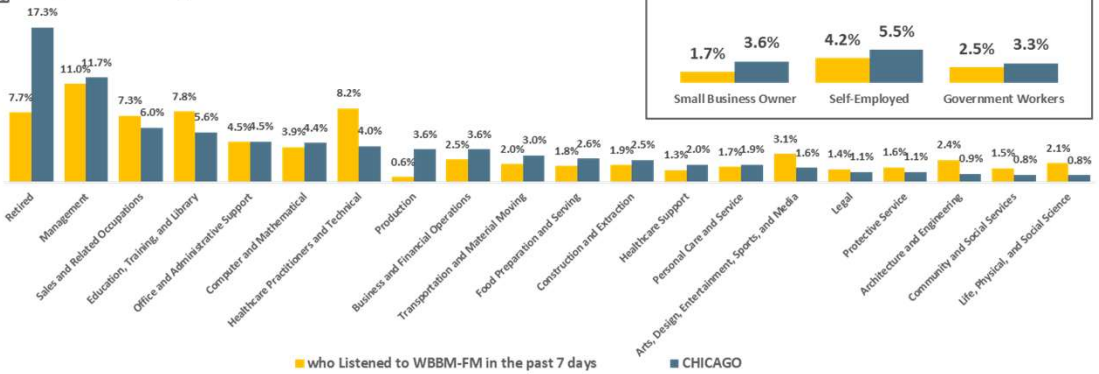
Employment: Adults 18 or older



Marital Status: Adults 18 or older

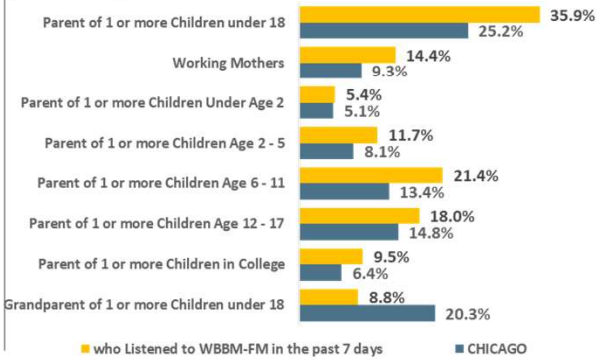


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older



CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 407

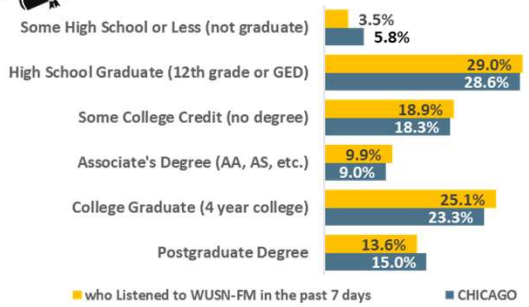
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Radio Stations: WBBM-FM

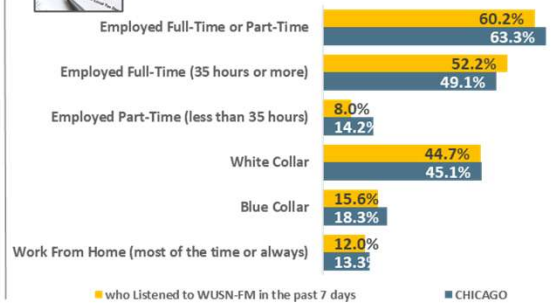
US99 • CHICAGO'S HOTTEST COUNTRY •

9.5% or 688,522 of CHICAGO Metro Adults 18 or older Listened to WUSN-FM in the past 7 days. Adults 18 or older who Listened to WUSN-FM in the past 7 days are 1.1% more likely to be a college graduate, 6.3% more likely to work full-time, 14.7% more likely to be married, 11.% more likely to be a parent of 1 or more children under 18.

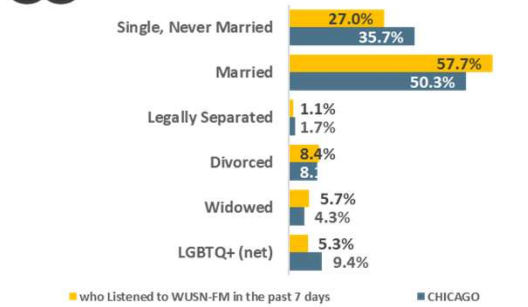
Education Levels: Adults 18 or older



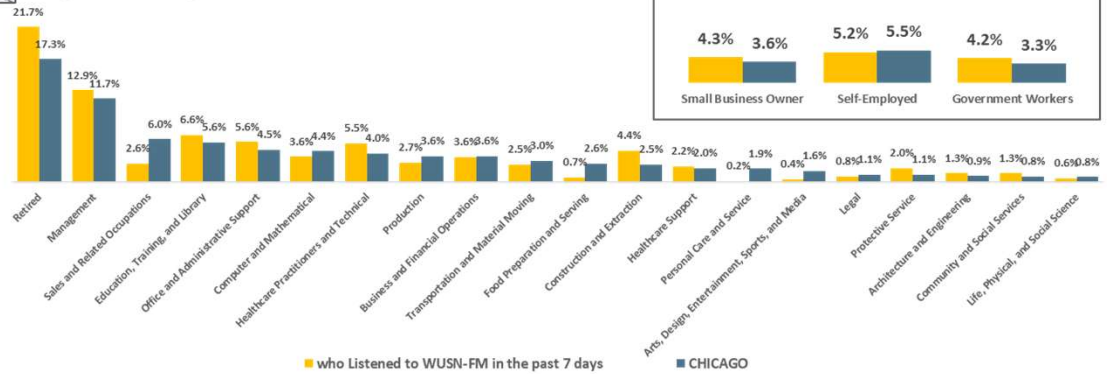
Employment: Adults 18 or older



Marital Status: Adults 18 or older

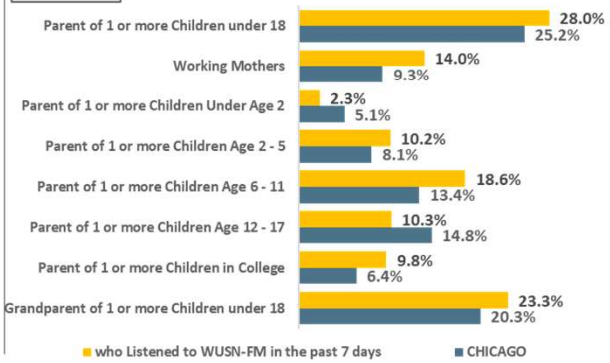


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older



CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 421

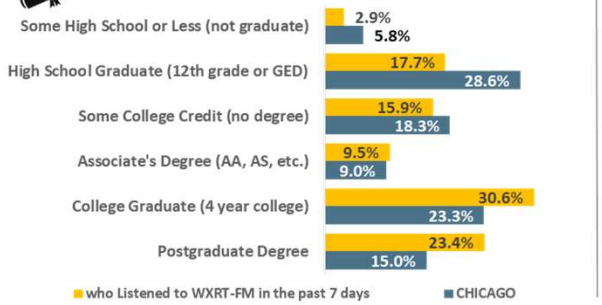
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Radio Stations: WUSN-FM

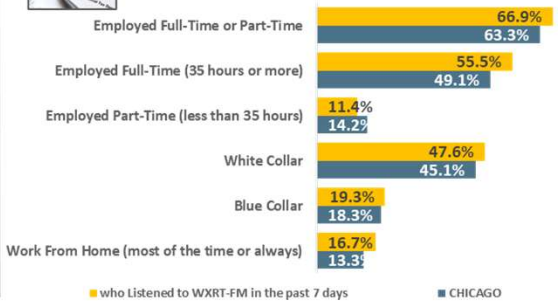
93 XRT
CHICAGO'S FINEST ROCK

10.1% or 732,421 of CHICAGO Metro Adults 18 or older Listened to WXRT-FM in the past 7 days. Adults 18 or older who Listened to WXRT-FM in the past 7 days are 41.1% more likely to be a college graduate, 13.% more likely to work full-time, 27.6% more likely to be married, 9.6% less likely to be a parent of 1 or more children under 18.

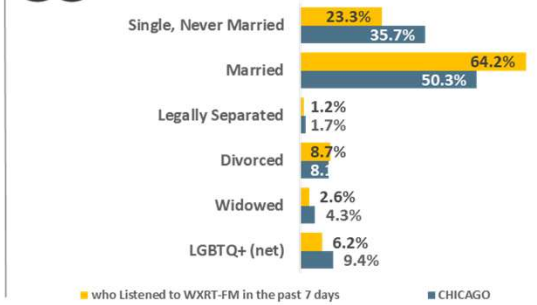
Education Levels: Adults 18 or older



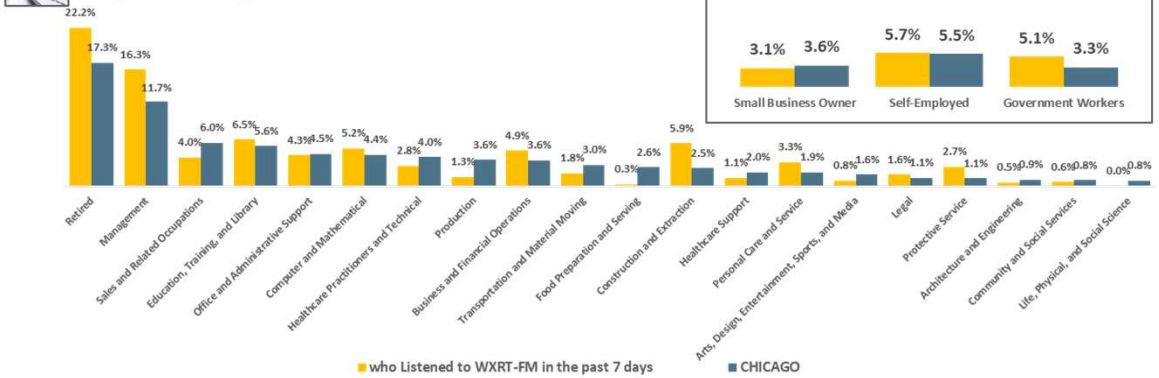
Employment: Adults 18 or older



Marital Status: Adults 18 or older

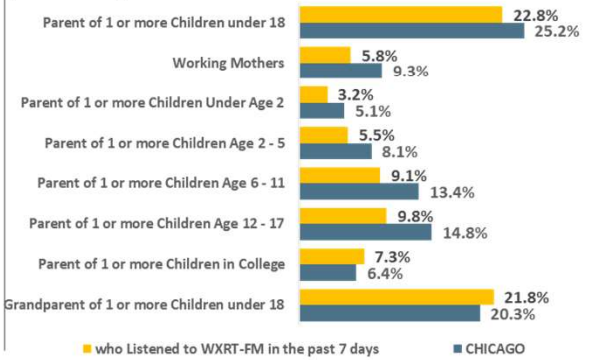


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older



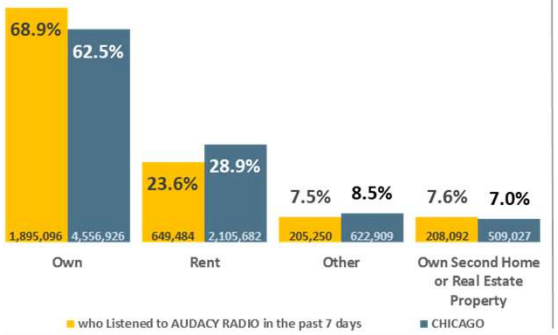
CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 446

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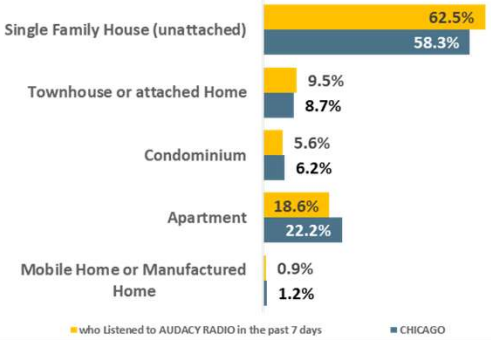
Radio Stations: WXRT-FM

37.7% or 2,749,830 of CHICAGO Metro Adults 18 or older Listened to AUDACY RADIO in the past 7 days. Adults 18 or older who Listened to AUDACY RADIO in the past 7 days are 10.2% more likely to own their home, 3.% more likely to own a higher valued home, 7.3% more likely to have a single-family home, 9.6% more likely to have a dog.

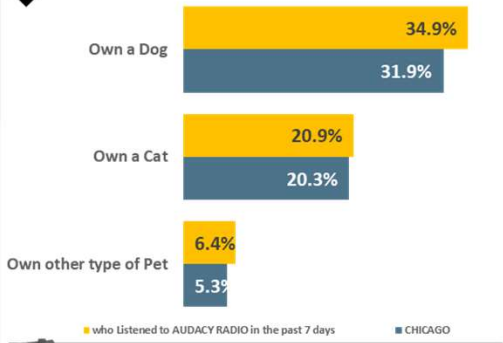
Own/Rent/Other: Adults 18 or older



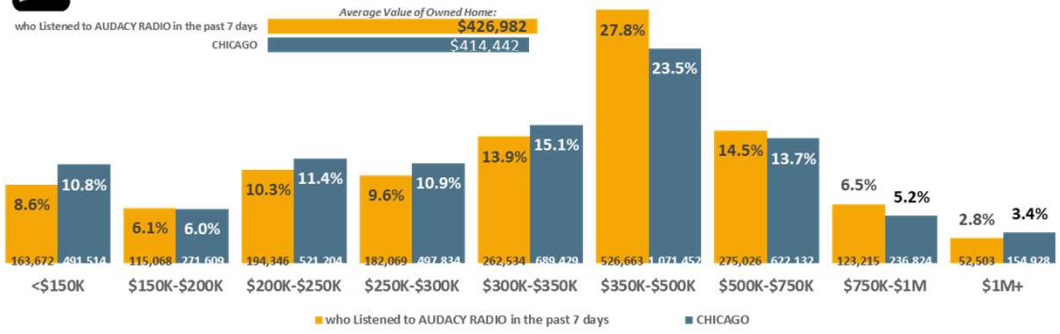
Type of Home: Adults 18 or older



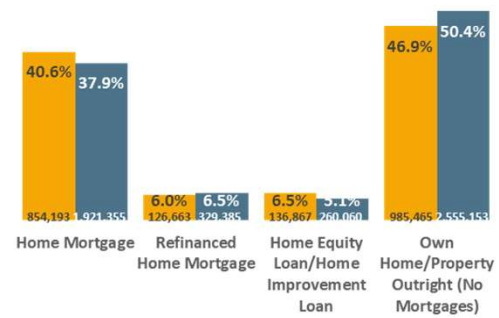
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 1,650

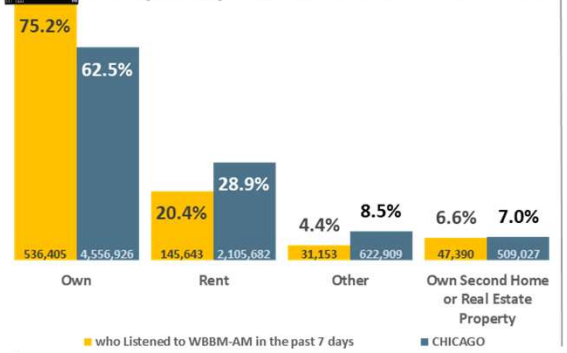
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(Radio Stations: WBBM-AM OR Radio Stations: WBBM-FM OR Radio Stations: WBMX-FM OR Radio Stations: WSCR-AM OR Radio Stations: WUSN-FM OR Radio Stations: WXRT-FM)

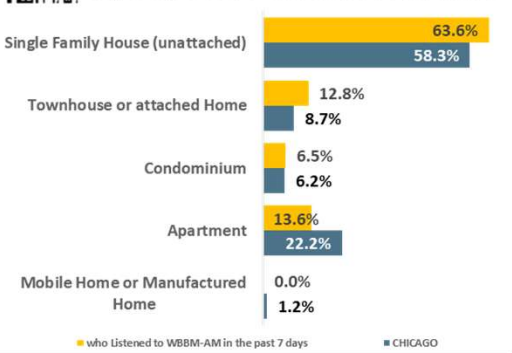
WBBM NEWSRADIO 780AM · 105.9FM

9.8% or 713,201 of CHICAGO Metro Adults 18 or older Listened to WBBM-AM in the past 7 days.
Adults 18 or older who Listened to WBBM-AM in the past 7 days are 20.2% more likely to own their home, 4.2% more likely to own a higher valued home, 9.2% more likely to have a single-family home, 15.3% less likely to have a dog.

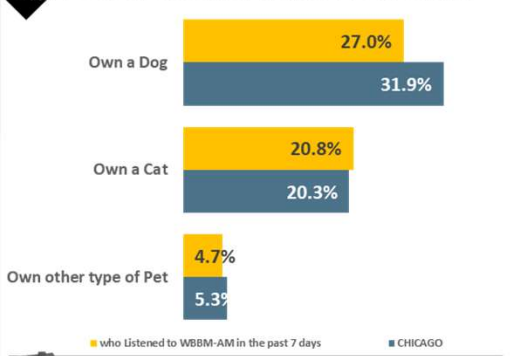
Own/Rent/Other: Adults 18 or older



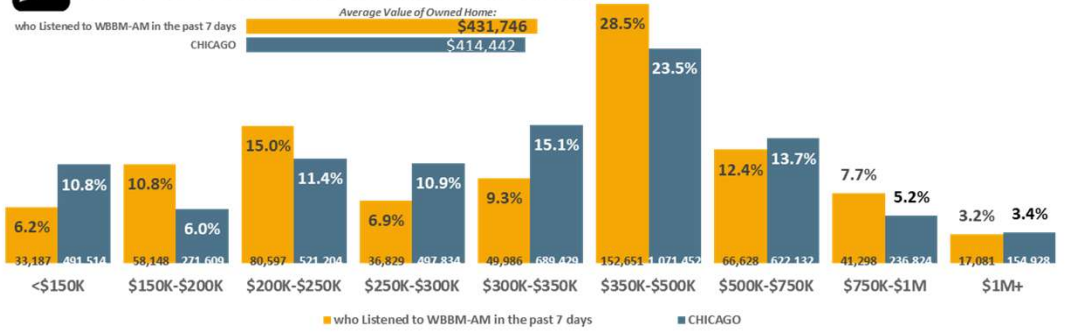
Type of Home: Adults 18 or older



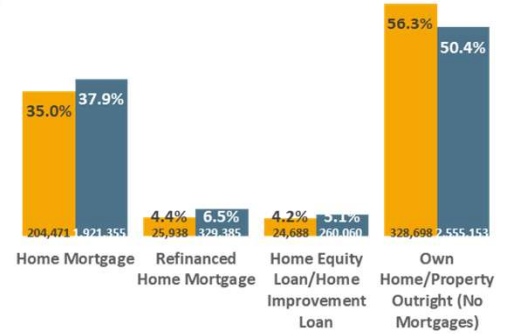
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



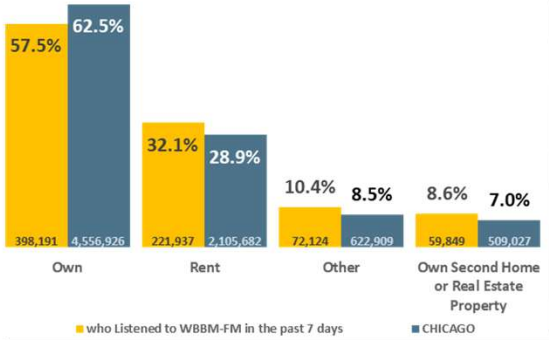
CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 438

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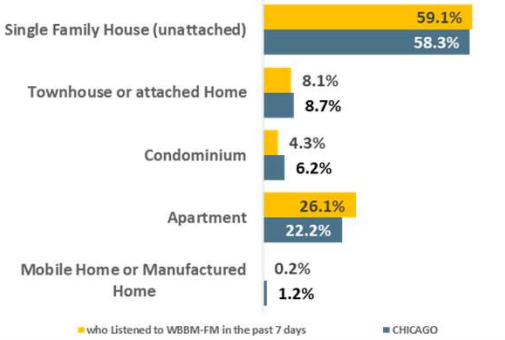
Radio Stations: WBBM-AM

9.5% or 692,252 of CHICAGO Metro Adults 18 or older Listened to WBBM-FM in the past 7 days.
Adults 18 or older who Listened to WBBM-FM in the past 7 days are 8.% less likely to own their home, 10.4% more likely to own a higher valued home, 1.4% more likely to have a single-family home, 21.2% more likely to have a dog.

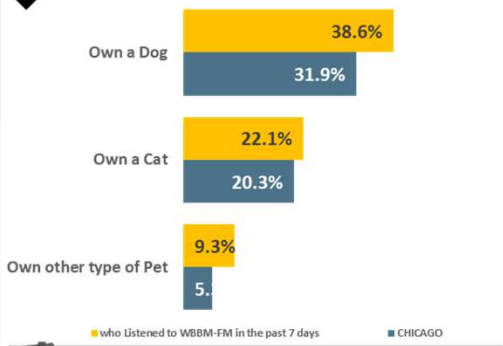
Own/Rent/Other: Adults 18 or older



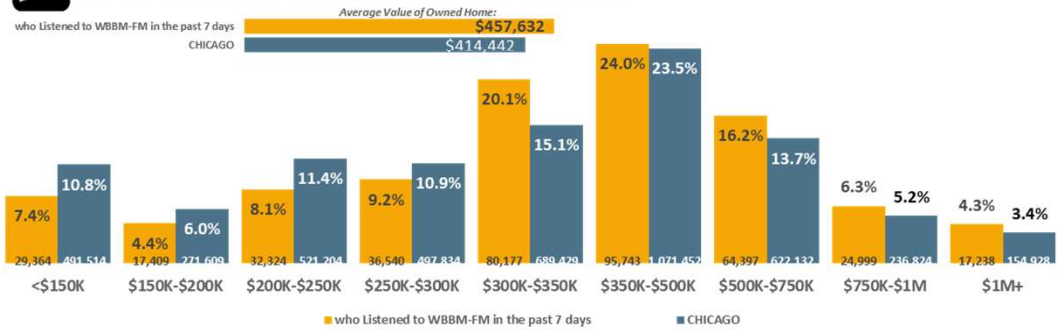
Type of Home: Adults 18 or older



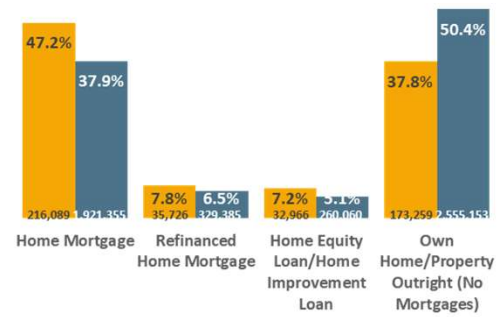
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



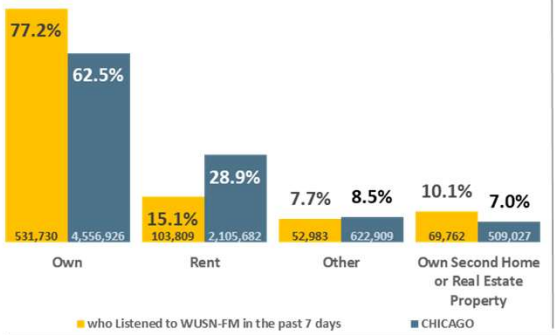
CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 407

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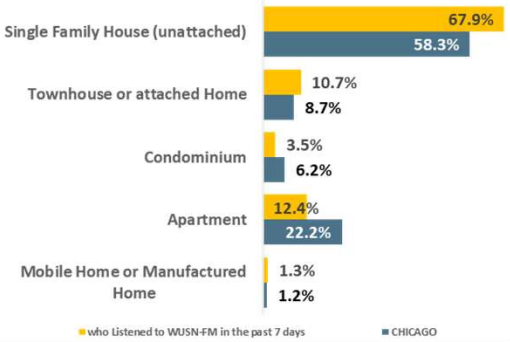
Radio Stations: WBBM-FM

9.5% or 688,522 of CHICAGO Metro Adults 18 or older Listened to WUSN-FM in the past 7 days.
Adults 18 or older who Listened to WUSN-FM in the past 7 days are 23.5% more likely to own their home, 7.6% more likely to own a higher valued home, 16.6% more likely to have a single-family home, 26.3% more likely to have a dog.

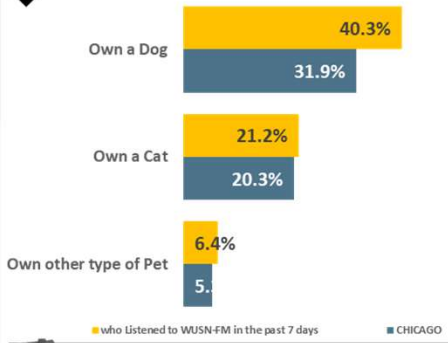
Own/Rent/Other: Adults 18 or older



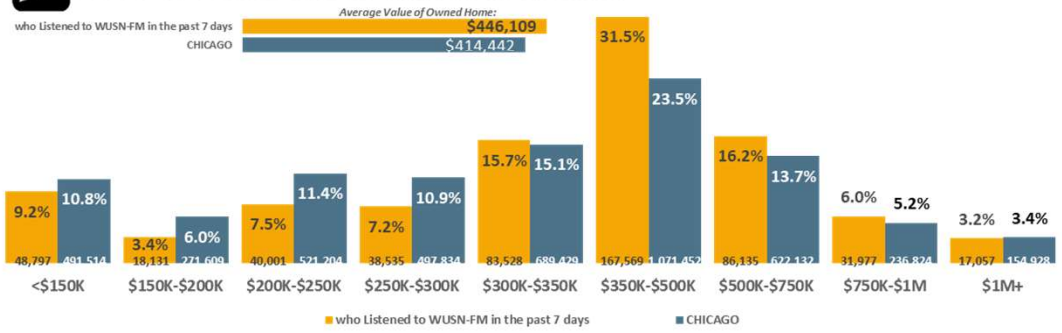
Type of Home: Adults 18 or older



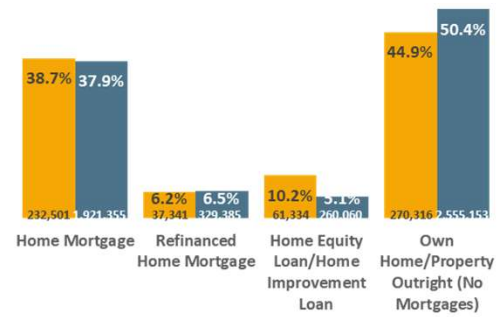
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



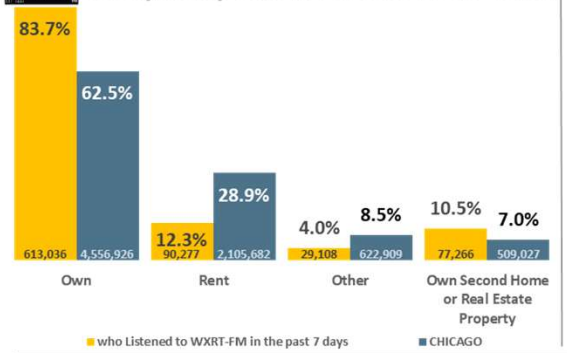
CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 421

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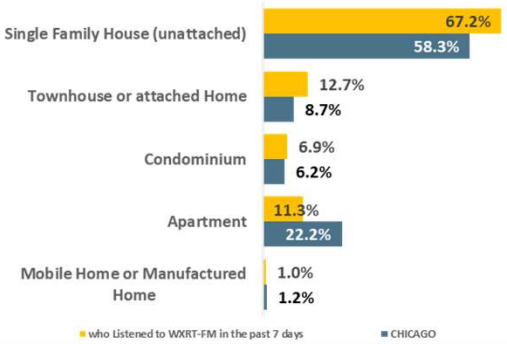
Radio Stations: WUSN-FM

10.1% or 732,421 of CHICAGO Metro Adults 18 or older Listened to WXRT-FM in the past 7 days.
Adults 18 or older who Listened to WXRT-FM in the past 7 days are 33.8% more likely to own their home, 2.2% more likely to own a higher valued home, 15.3% more likely to have a single-family home, 4.6% less likely to have a dog.

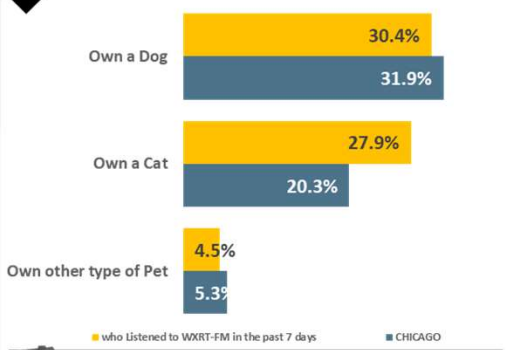
Own/Rent/Other: Adults 18 or older



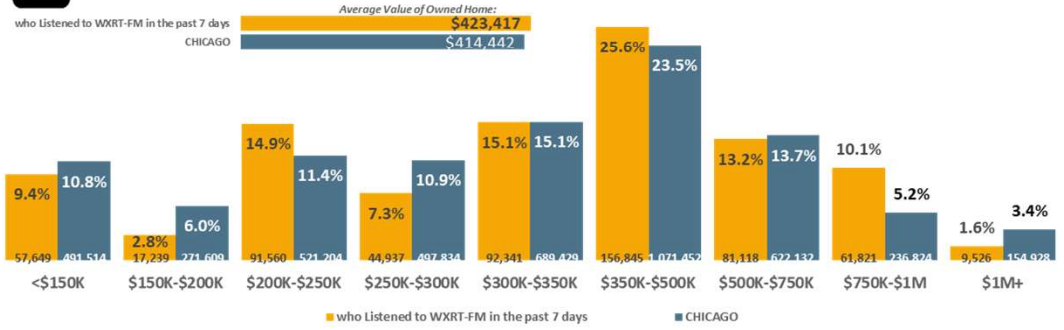
Type of Home: Adults 18 or older



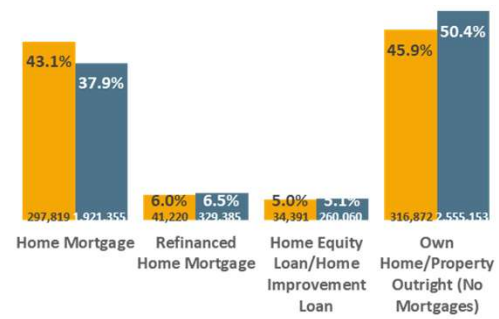
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



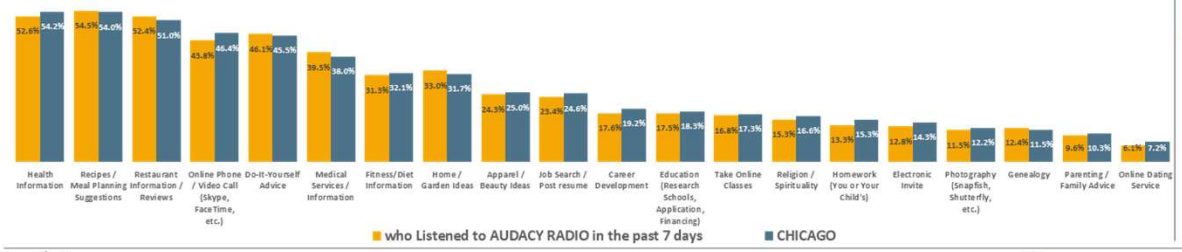
CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 446

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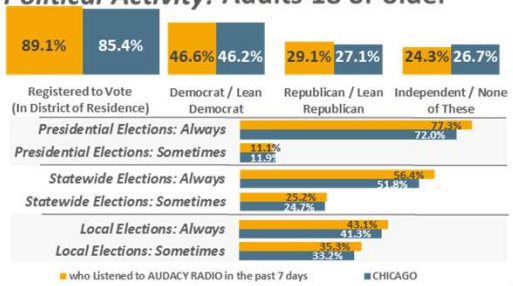
Radio Stations: WXRT-FM

37.7% or 2,749,830 of CHICAGO Metro Adults 18 or older Listened to AUDACY RADIO in the past 7 days. Adults 18 or older who Listened to AUDACY RADIO in the past 7 days are 1.2% more likely to look up D-I-Y advice online, 4.4% more likely to always vote in local elections, .3% more likely to belong to a gym, 5.% more likely to fly domestic past yr.

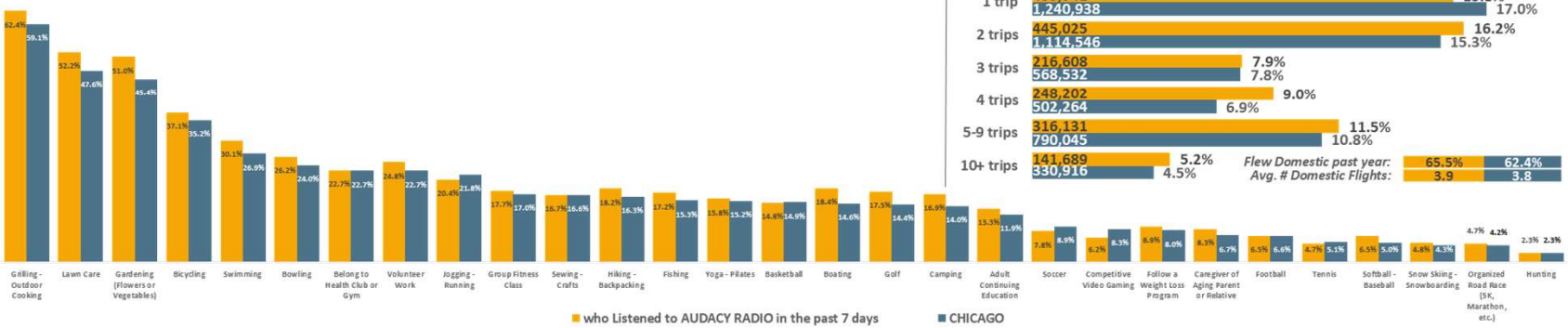
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 1,650

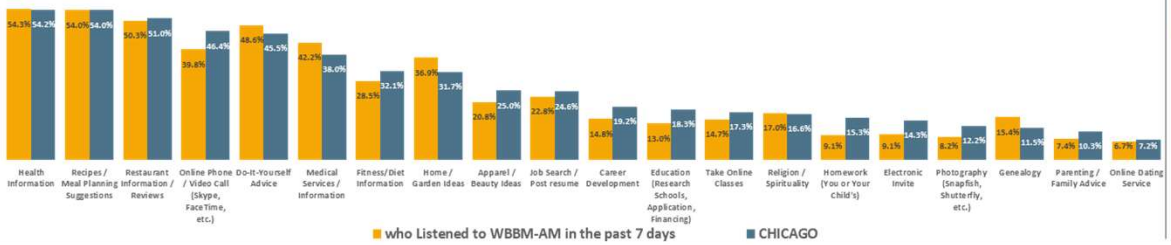
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(Radio Stations: WBBM-AM OR Radio Stations: WBBM-FM OR Radio Stations: WBMX-FM OR Radio Stations: WSCR-AM OR Radio Stations: WUSN-FM OR Radio Stations: WXRT-FM)

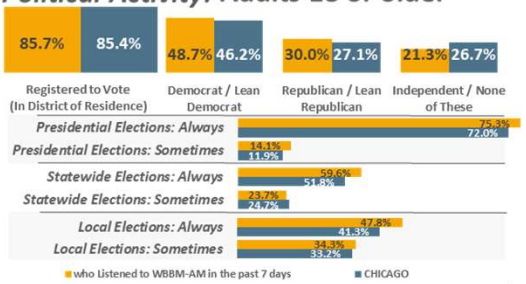
WBBM NEWSRADIO 780AM · 105.9FM

9.8% or 713,201 of CHICAGO Metro Adults 18 or older Listened to WBBM-AM in the past 7 days. Adults 18 or older who Listened to WBBM-AM in the past 7 days are 6.8% more likely to look up D-I-Y advice online, 15.8% more likely to always vote in local elections, 18.6% less likely to belong to a gym, 3.2% more likely to fly domestic past yr.

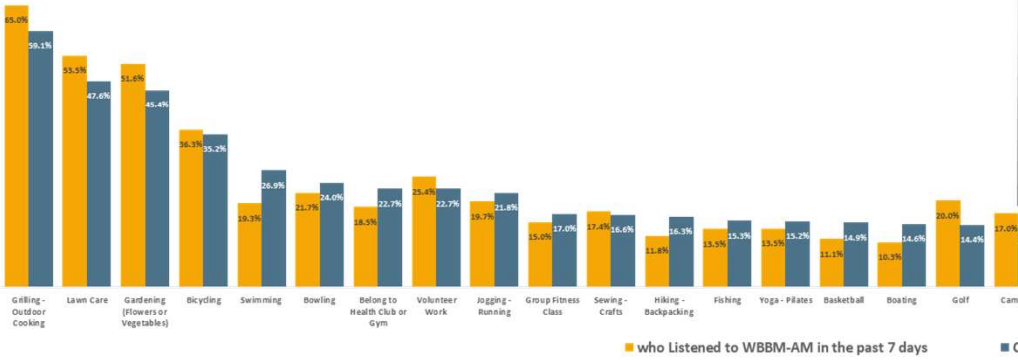
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



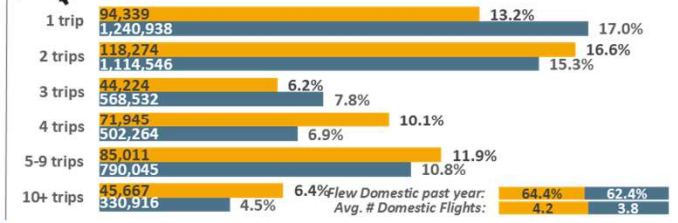
Political Activity: Adults 18 or older



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



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

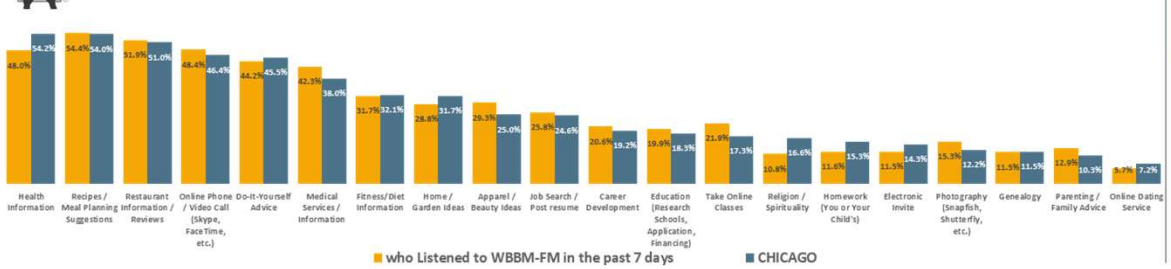


CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 438

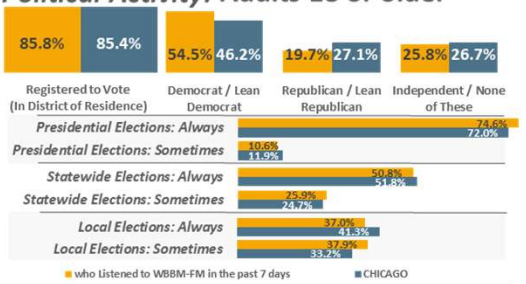
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9.5% or 692,252 of CHICAGO Metro Adults 18 or older Listened to WBBM-FM in the past 7 days.
Adults 18 or older who Listened to WBBM-FM in the past 7 days are 2.9% less likely to look up D-I-Y advice online, 10.3% less likely to always vote in local elections, 17.4% more likely to belong to a gym, 15.7% more likely to fly domestic past yr.

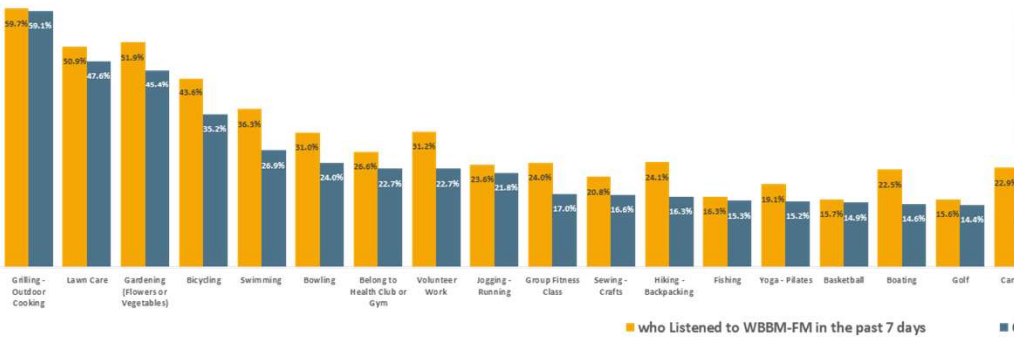
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



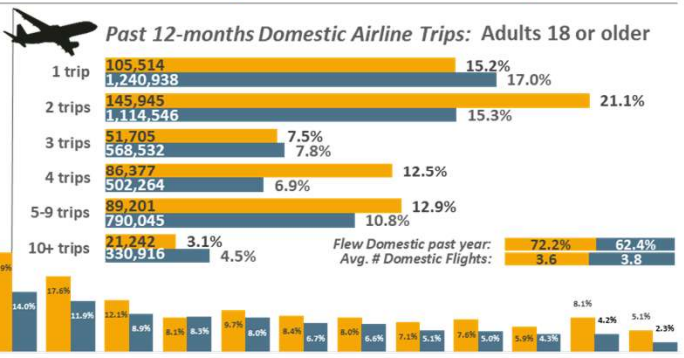
Political Activity: Adults 18 or older



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



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



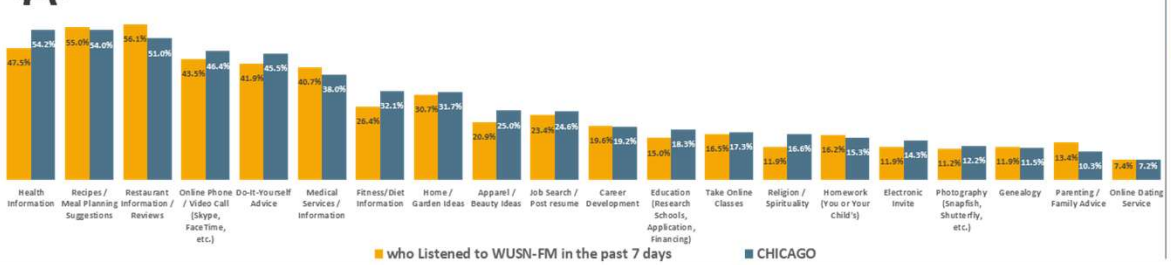
CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 407

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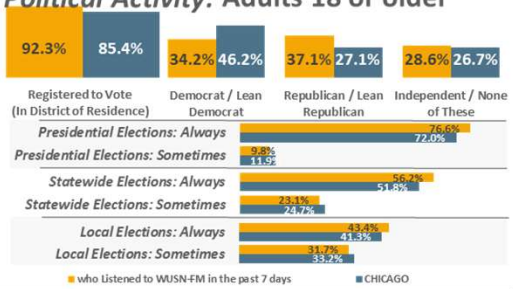
Radio Stations: WBBM-FM

9.5% or 688,522 of CHICAGO Metro Adults 18 or older Listened to WUSN-FM in the past 7 days.
Adults 18 or older who Listened to WUSN-FM in the past 7 days are 8.% less likely to look up D-I-Y advice online, 5.1% more likely to always vote in local elections, 12.5% more likely to belong to a gym, 5.6% less likely to fly domestic past yr.

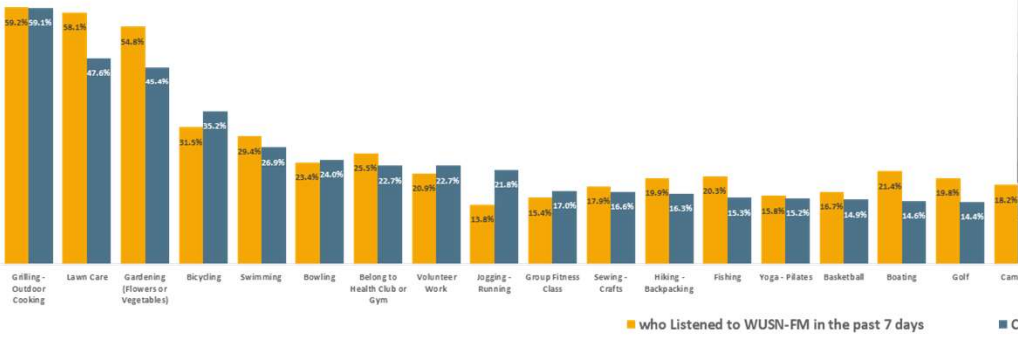
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



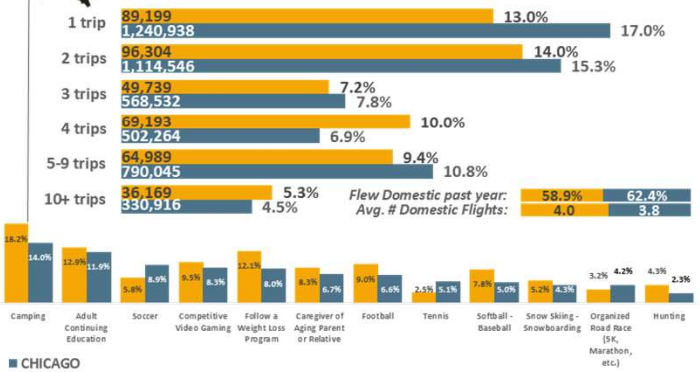
Political Activity: Adults 18 or older



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



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



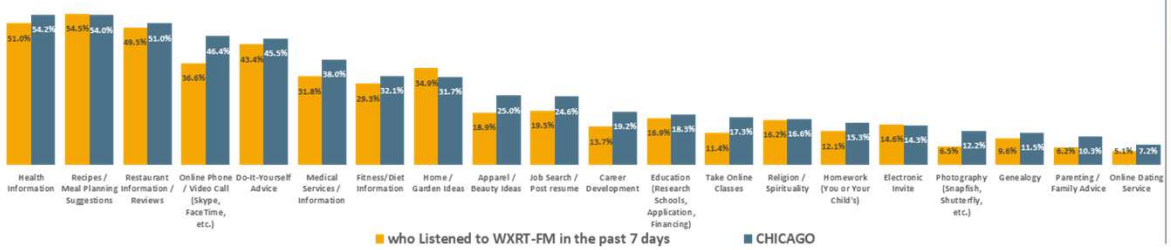
CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 421

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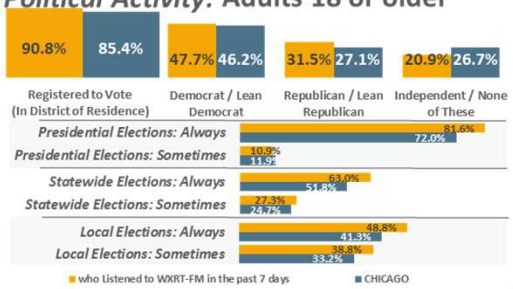
Radio Stations: WUSN-FM

10.1% or 732,421 of CHICAGO Metro Adults 18 or older Listened to WXRT-FM in the past 7 days.
Adults 18 or older who Listened to WXRT-FM in the past 7 days are 4.7% less likely to look up D-I-Y advice online, 18.2% more likely to always vote in local elections, 7.6% more likely to belong to a gym, 16.4% more likely to fly domestic past yr.

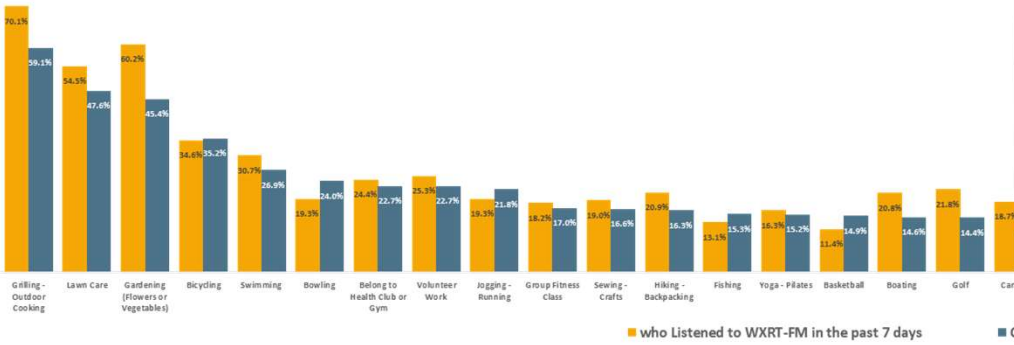
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



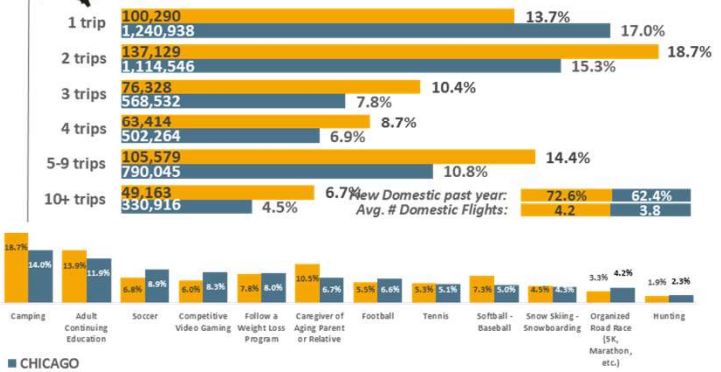
Political Activity: Adults 18 or older



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



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



CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 446

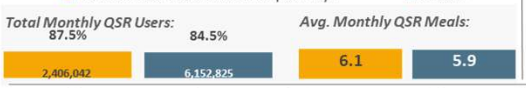
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Radio Stations: WXRT-FM

37.7% or 2,749,830 of CHICAGO Metro Adults 18 or older Listened to AUDACY RADIO in the past 7 days. Adults 18 or older who Listened to AUDACY RADIO in the past 7 days are 3.6% more likely to use QSRs past mo., 6.6% more likely to use Sit-Down Restaurants past mo., 18.4% more likely to use Casinos past yr., 26.6% more likely to smoke cigarettes.

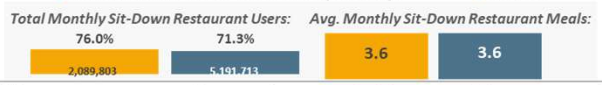
Past 30-days QSR Users: Adults 18 or older





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





Top-10 Cuisines: Adults 18 or older

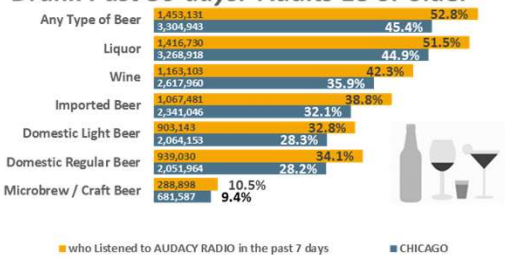
(Sit-Down Restaurants Used Past 30-days)



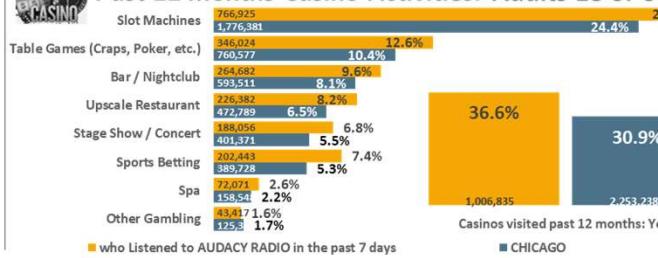
Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)

who Listened to AUDACY RADIO in the past 7 days	646,678	23.5%
CHICAGO	1,707,942	23.4%

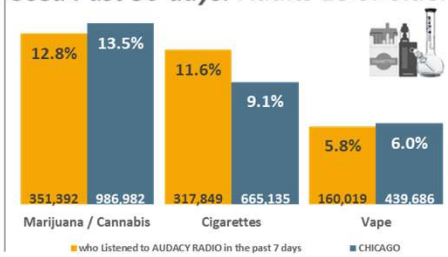
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



Used Past 30-days: Adults 18 or older



CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 1,650

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

WBBM NEWSRADIO
780AM · 105.9FM

9.8% or 713,201 of CHICAGO Metro Adults 18 or older Listened to WBBM-AM in the past 7 days.
Adults 18 or older who Listened to WBBM-AM in the past 7 days are 1.% less likely to use QSRs past mo., 4.9% more likely to use Sit-Down Restaurants past mo., 38.8% more likely to use Casinos past yr., 5.7% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:

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



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:

Top-10 Cuisines: Adults 18 or older

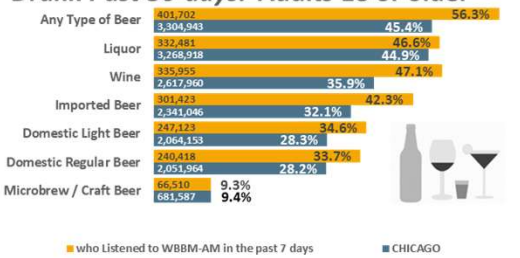
(Sit-Down Restaurants Used Past 30-days)



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

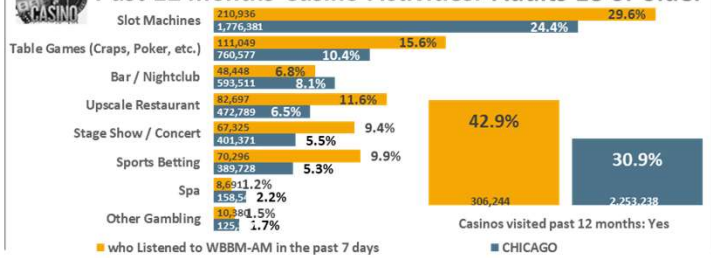


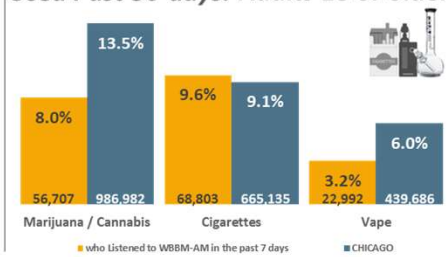
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older







Used Past 30-days: Adults 18 or older

CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 438

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Radio Stations: WBBM-AM

9.5% or 692,252 of CHICAGO Metro Adults 18 or older Listened to WBBM-FM in the past 7 days.
Adults 18 or older who Listened to WBBM-FM in the past 7 days are 7.7% more likely to use QSRs past mo., 6.7% more likely to use Sit-Down Restaurants past mo., 16.8% more likely to use Casinos past yr., 8.5% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



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



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 18 or older

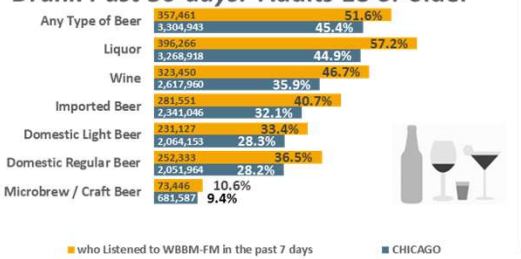
(Sit-Down Restaurants Used Past 30-days)



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

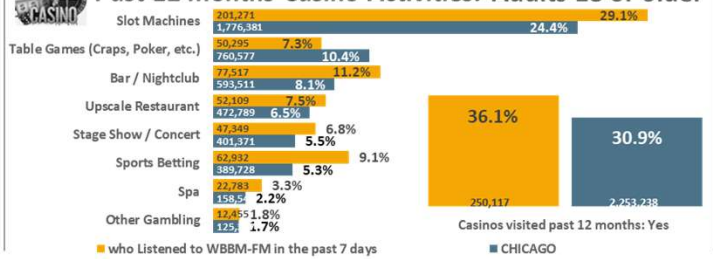


Drank Past 30-days: Adults 18 or older



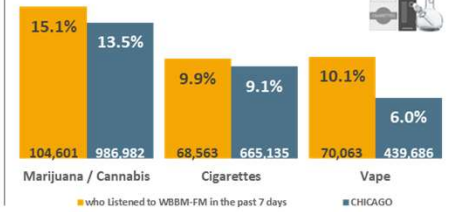
Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older





CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 407

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Radio Stations: WBBM-FM

9.5% or 688,522 of CHICAGO Metro Adults 18 or older Listened to WUSN-FM in the past 7 days.
Adults 18 or older who Listened to WUSN-FM in the past 7 days are 3.9% more likely to use QSRs past mo., 9.7% more likely to use Sit-Down Restaurants past mo., .5% more likely to use Casinos past yr., 71.4% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:

Avg. Monthly QSR Meals:

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



Total Monthly Sit-Down Restaurant Users:

Avg. Monthly Sit-Down Restaurant Meals:

Top-10 Cuisines: Adults 18 or older

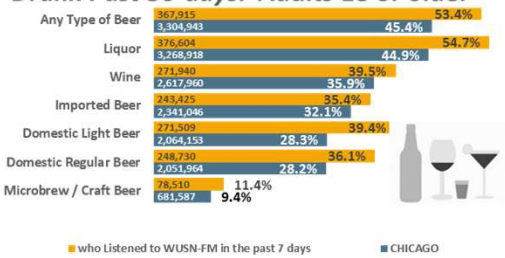
(Sit-Down Restaurants Used Past 30-days)



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

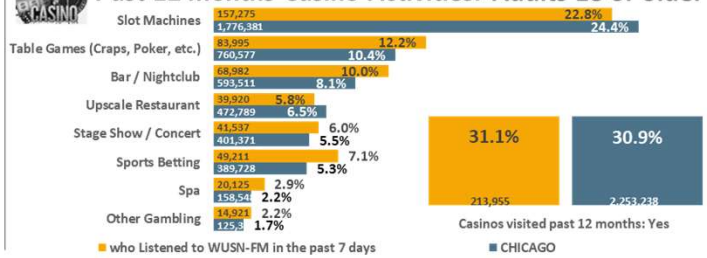


Drank Past 30-days: Adults 18 or older



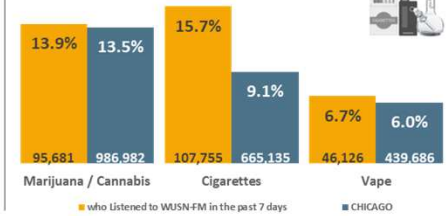
Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older





CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 421

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Radio Stations: WUSN-FM

93 XRT
CHICAGO'S FINEST ROCK

10.1% or 732,421 of CHICAGO Metro Adults 18 or older Listened to WXRT-FM in the past 7 days.
Adults 18 or older who Listened to WXRT-FM in the past 7 days are 3.6% more likely to use QSRs past mo., 14.4% more likely to use Sit-Down Restaurants past mo., 7.4% more likely to use Casinos past yr., 5.5% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



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



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 18 or older

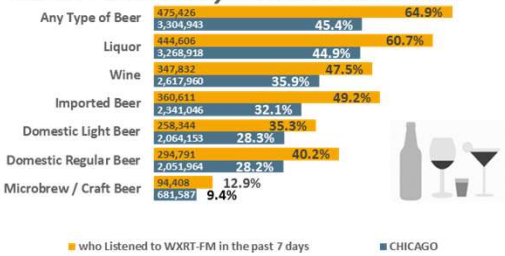
(Sit-Down Restaurants Used Past 30-days)



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

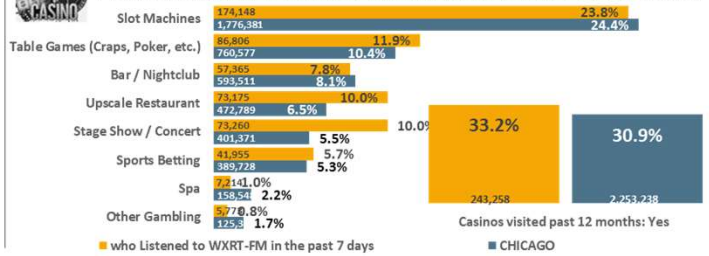


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 446

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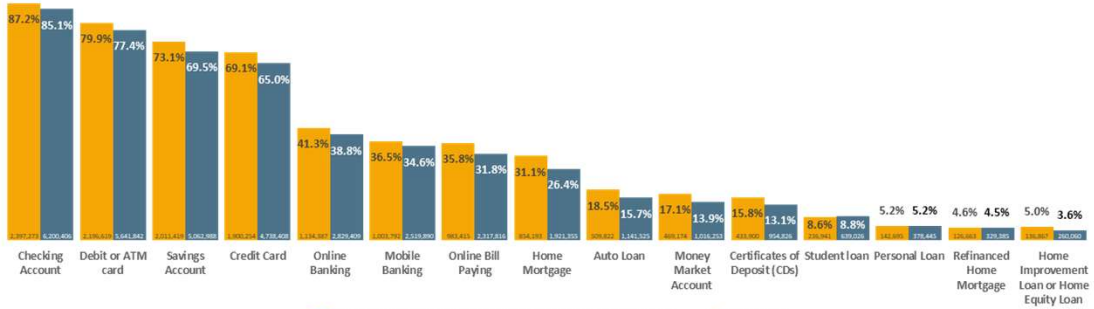
Radio Stations: WXRT-FM

37.7% or 2,749,830 of CHICAGO Metro Adults 18 or older Listened to AUDACY RADIO in the past 7 days. Adults 18 or older who Listened to AUDACY RADIO in the past 7 days are 10.5% more likely to have a 401K, 18.3% more likely to have an Auto Loan, .3% more likely to Invest/Trade Stocks Online, 2.2% less likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



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

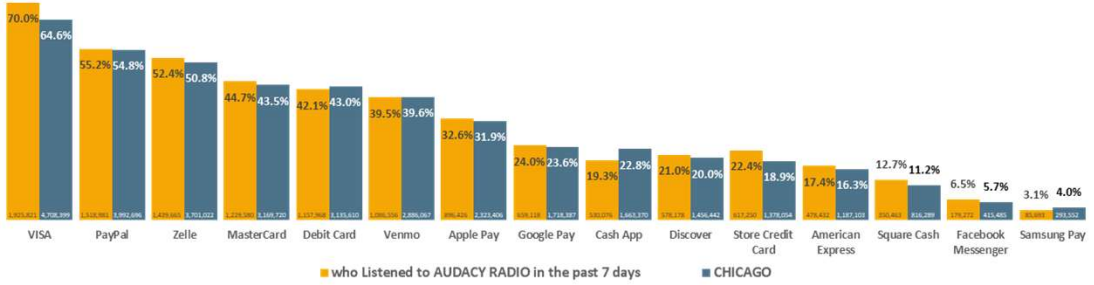


Professional Services Used:* Adults 18 or older



*(*Past 12 Months)*

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



CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 1,650

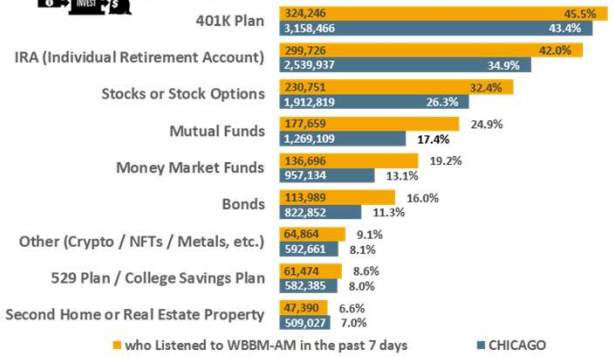
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(Radio Stations: WBBM-AM OR Radio Stations: WBBM-FM OR Radio Stations: WBMX-FM OR Radio Stations: WSCR-AM OR Radio Stations: WUSN-FM OR Radio Stations: WXRT-FM)

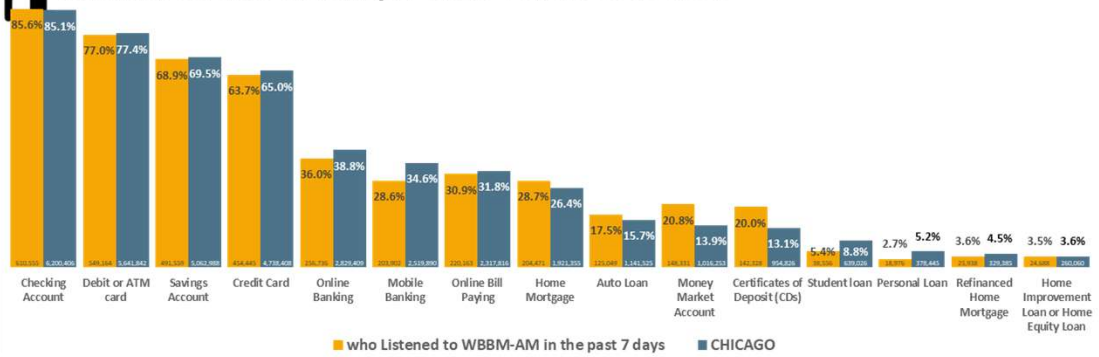
WBBM NEWSRADIO
780AM · 105.9FM

9.8% or 713,201 of CHICAGO Metro Adults 18 or older Listened to WBBM-AM in the past 7 days.
Adults 18 or older who Listened to WBBM-AM in the past 7 days are 4.9% more likely to have a 401K, 11.9% more likely to have an Auto Loan, 21.5% less likely to Invest/Trade Stocks Online, 4.3% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



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

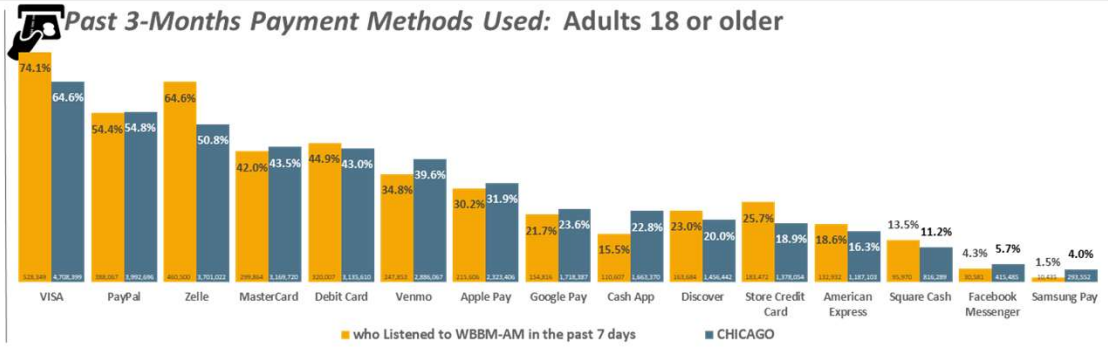


Professional Services Used:* Adults 18 or older



*(*Past 12 Months)*

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



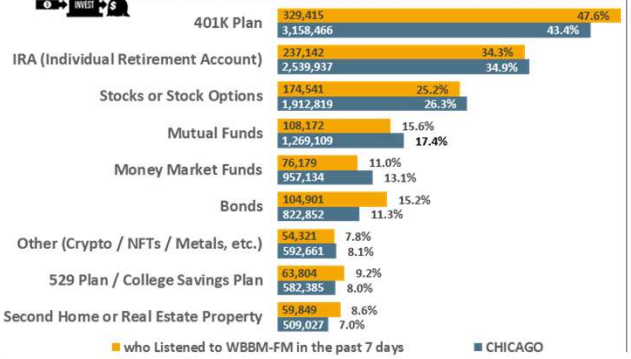
CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 438

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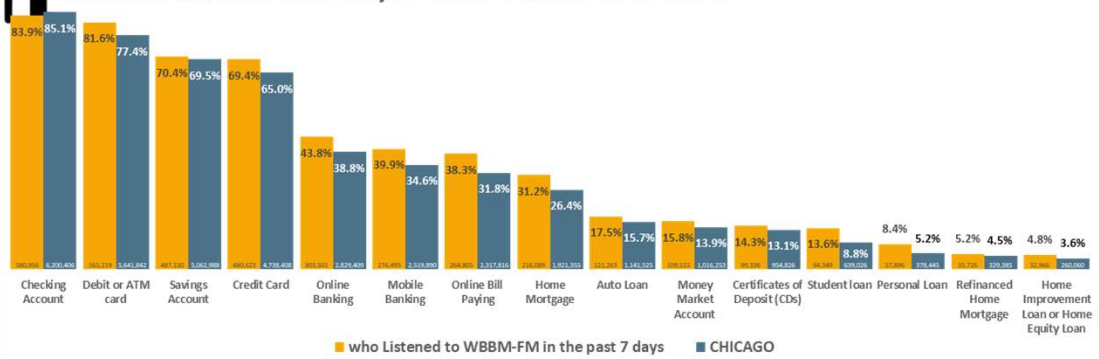
Radio Stations: WBBM-AM

9.5% or 692,252 of CHICAGO Metro Adults 18 or older Listened to WBBM-FM in the past 7 days.
Adults 18 or older who Listened to WBBM-FM in the past 7 days are 9.8% more likely to have a 401K, 11.8% more likely to have an Auto Loan, .8% less likely to Invest/Trade Stocks Online, .1% less likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



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

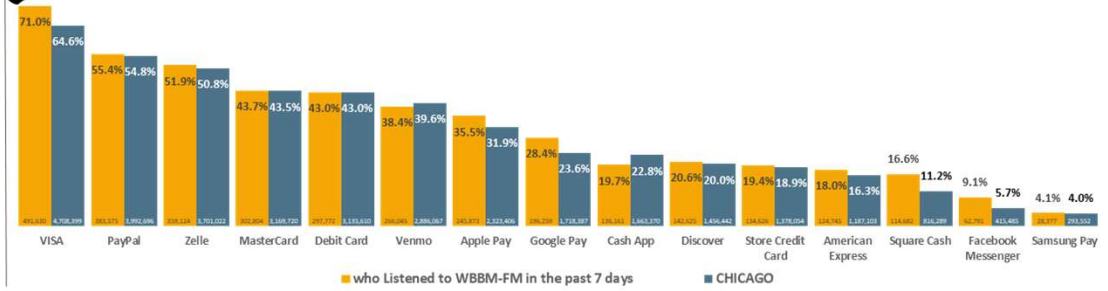


Professional Services Used:* Adults 18 or older



*(*Past 12 Months)*

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



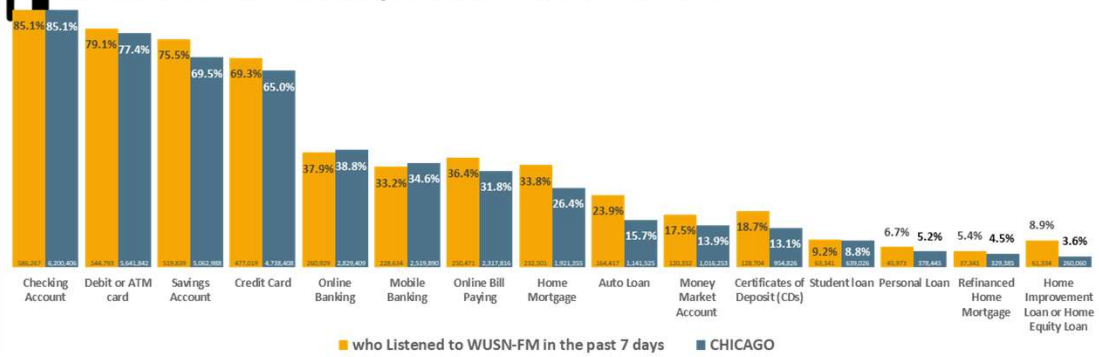
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9.5% or 688,522 of CHICAGO Metro Adults 18 or older Listened to WUSN-FM in the past 7 days.
Adults 18 or older who Listened to WUSN-FM in the past 7 days are 16.7% more likely to have a 401K, 52.4% more likely to have an Auto Loan, 21.7% less likely to Invest/Trade Stocks Online, 14.6% less likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



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

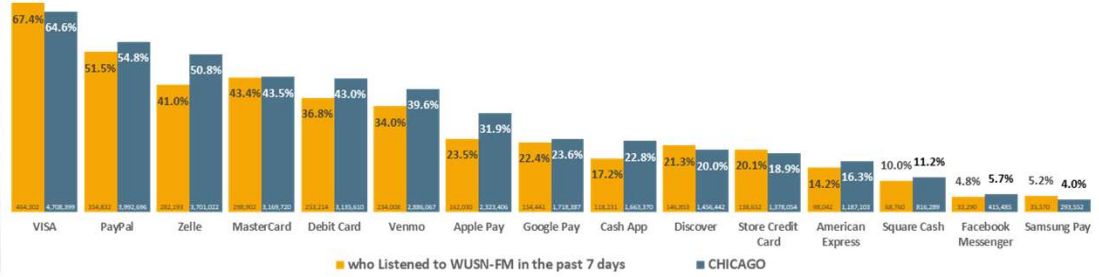


Professional Services Used:* Adults 18 or older



*(*Past 12 Months)*

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



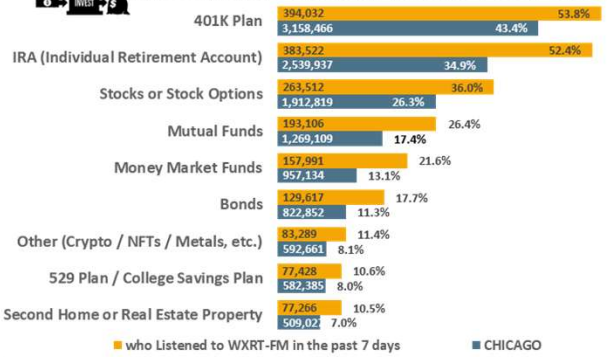
CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 421

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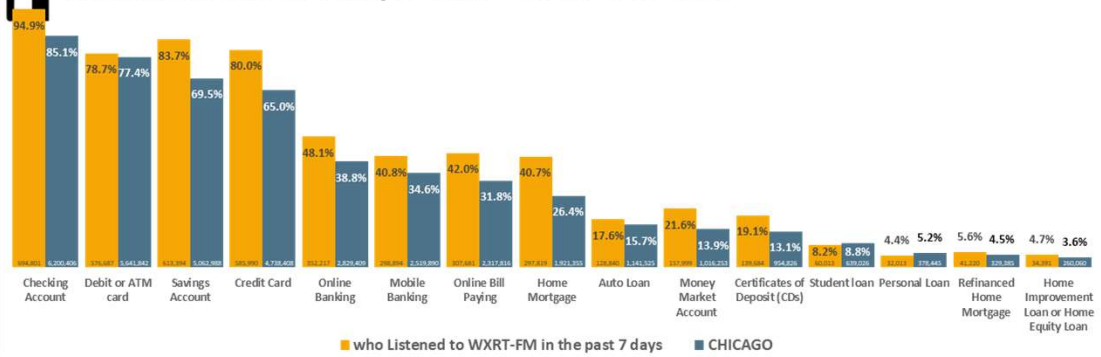
Radio Stations: WUSN-FM

10.1% or 732,421 of CHICAGO Metro Adults 18 or older Listened to WXRT-FM in the past 7 days.
Adults 18 or older who Listened to WXRT-FM in the past 7 days are 24.1% more likely to have a 401K, 12.3% more likely to have an Auto Loan, 21.7% more likely to Invest/Trade Stocks Online, 12.7% less likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



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

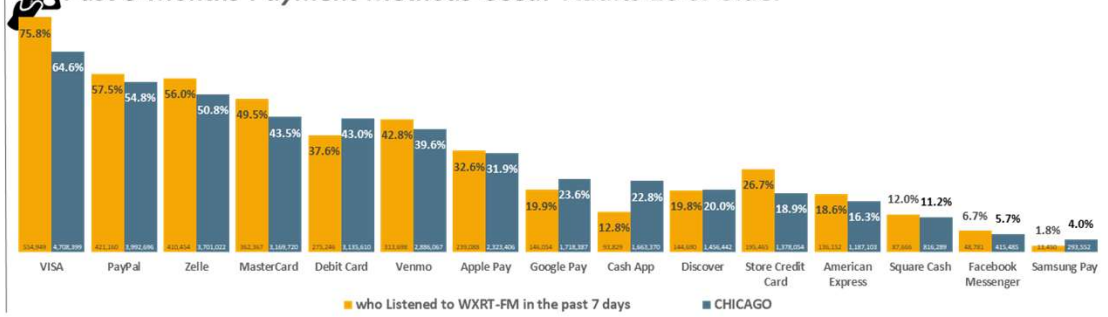


Professional Services Used:* Adults 18 or older



*(*Past 12 Months)*

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



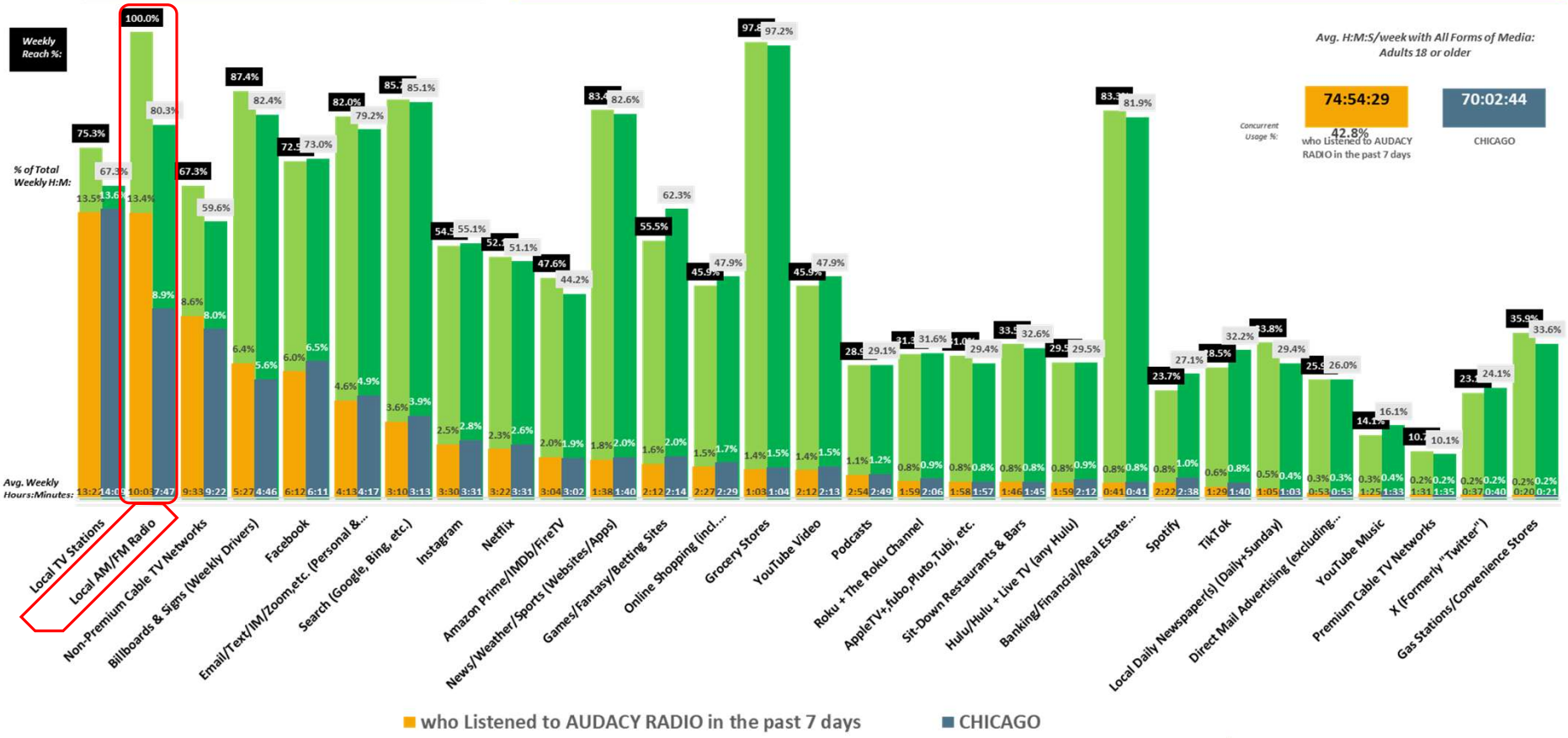
CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 446

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Audacy

Adults 18 or older who Listened to AUDACY RADIO in the past 7 days spend an average of 3 days, 2 hours, 54 minutes and 29 seconds each week with All Forms of Media.

100.% of Adults 18 or older who Listened to AUDACY RADIO in the past 7 days spend an avg. of 10 hours and 3 minutes each week listening to All Local AM/FM Radio, representing 13.4% of total time spent with all forms of Media.



CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 1,650 CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 4,132

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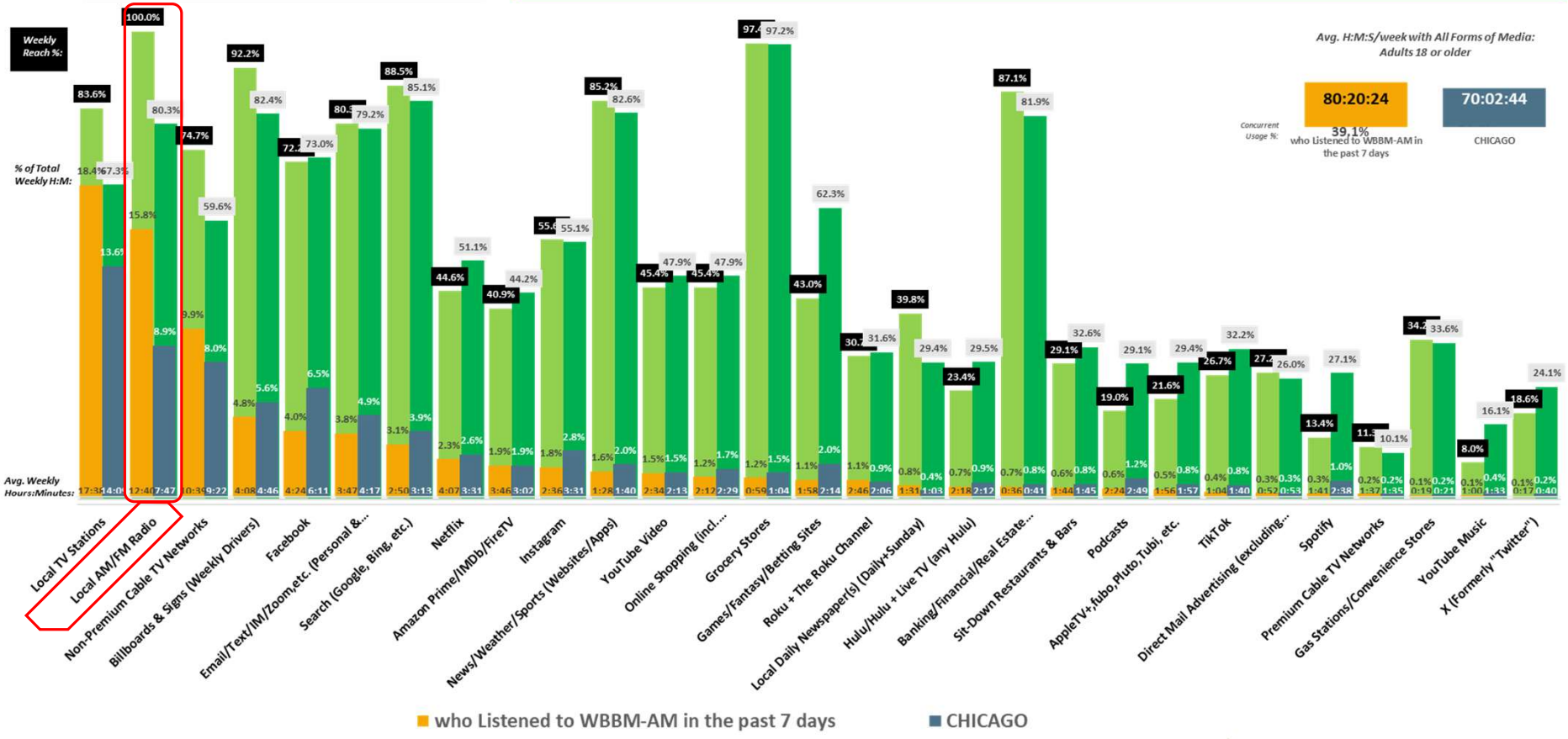
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(Radio Stations: WBBM-AM OR Radio Stations: WBBM-FM OR Radio Stations: WBMX-FM OR Radio Stations: WSCR-AM OR Radio Stations: WUSN-FM OR Radio Stations: WXRT-FM)

WBBM NEWSRADIO
780AM · 105.9FM

Adults 18 or older who Listened to WBBM-AM in the past 7 days spend an average of 3 days, 8 hours, 20 minutes and 24 seconds each week with All Forms of Media.

100.% of Adults 18 or older who Listened to WBBM-AM in the past 7 days spend an avg. of 12 hours and 40 minutes each week listening to All Local AM/FM Radio, representing 15.8% of total time spent with all forms of Media.

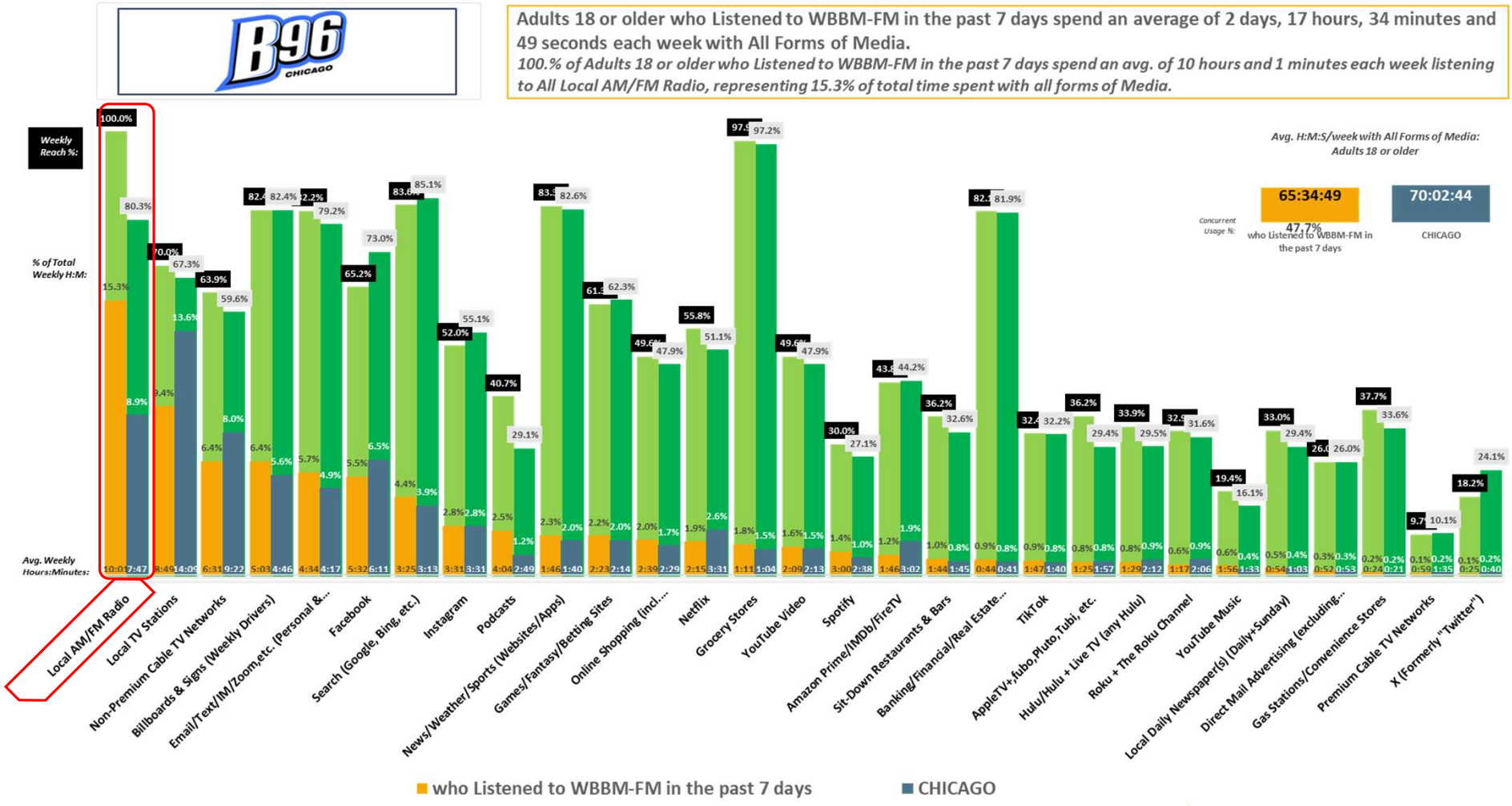


CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 438 CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 4,132

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Radio Stations: WBBM-AM

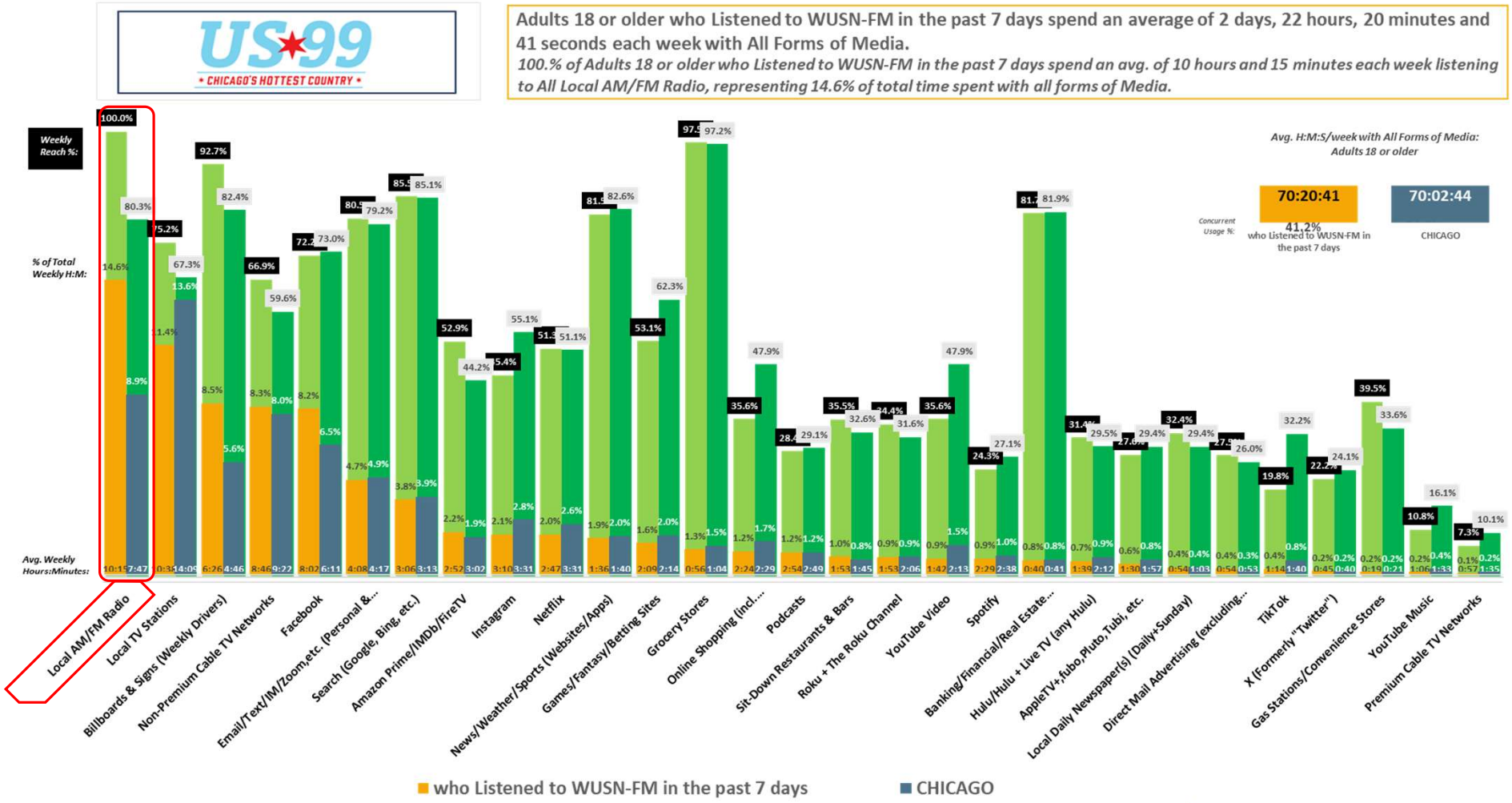


CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 407 CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 4,132

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Radio Stations: WBBM-FM



CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 421 CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 4,132

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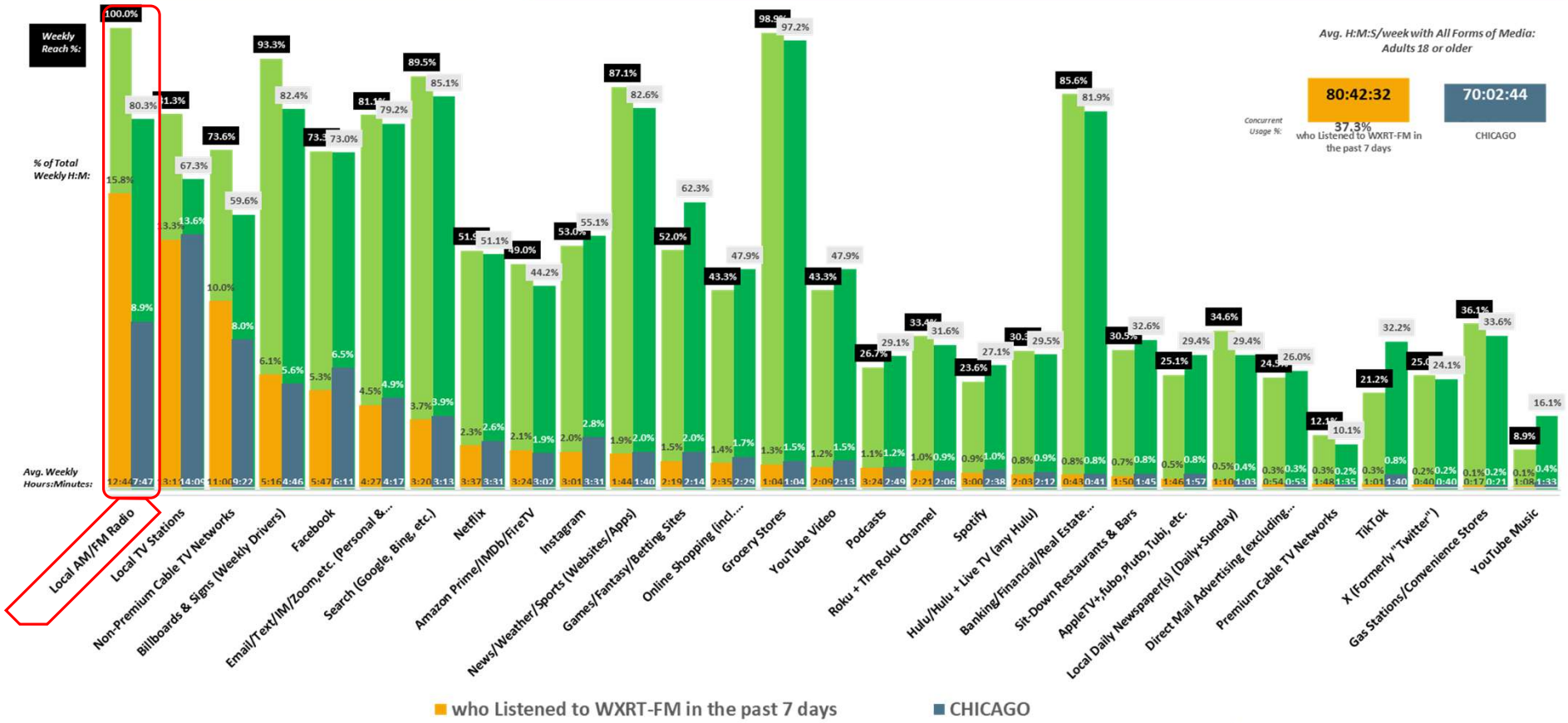
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Radio Stations: WUSN-FM

93 XRT
CHICAGO'S FINEST ROCK

Adults 18 or older who Listened to WXRT-FM in the past 7 days spend an average of 3 days, 8 hours, 42 minutes and 32 seconds each week with All Forms of Media.

100.% of Adults 18 or older who Listened to WXRT-FM in the past 7 days spend an avg. of 12 hours and 44 minutes each week listening to All Local AM/FM Radio, representing 15.8% of total time spent with all forms of Media.

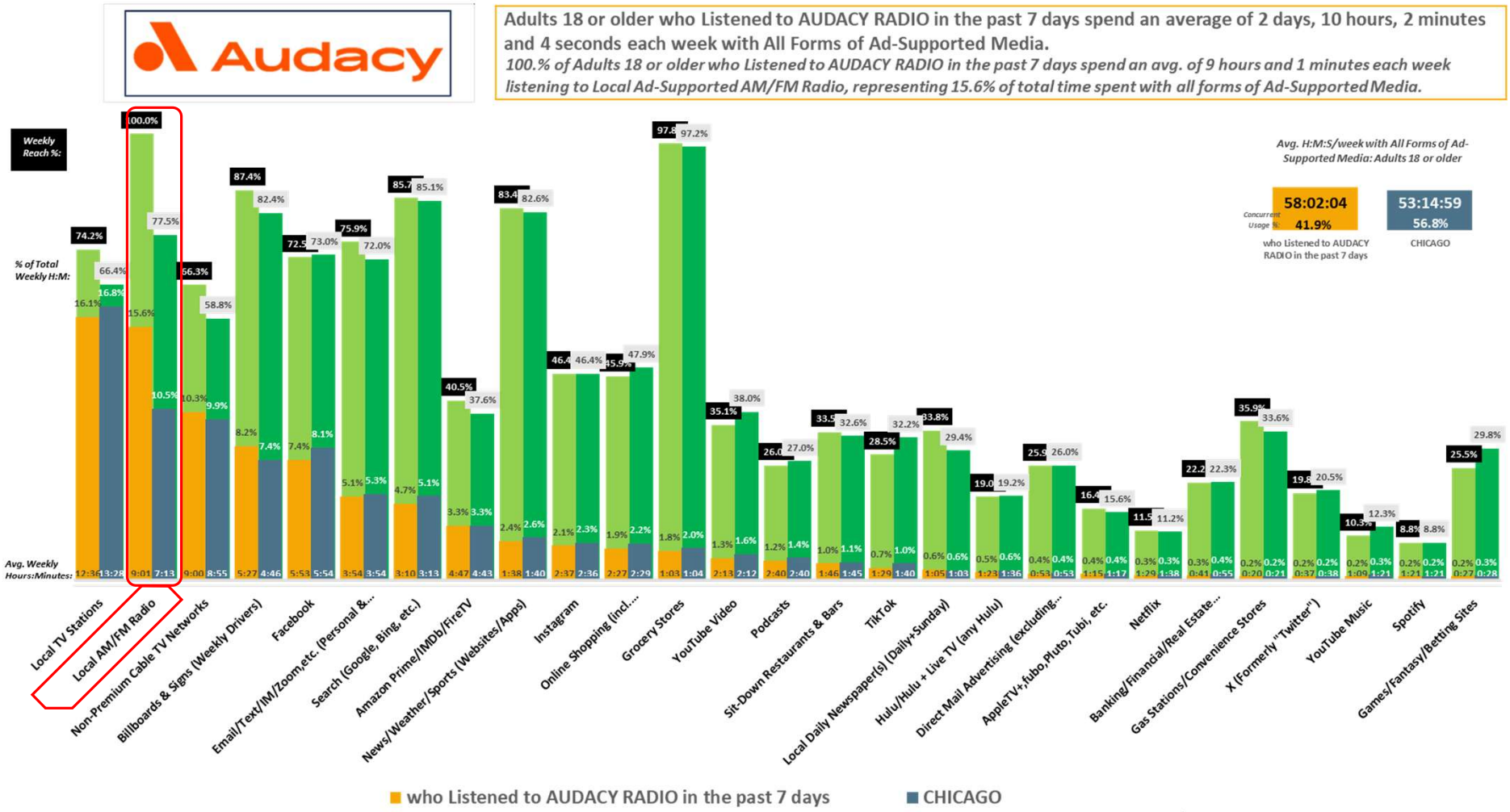


CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 446 CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 4,132

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Radio Stations: WXRT-FM



CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 1,650 CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 4,132

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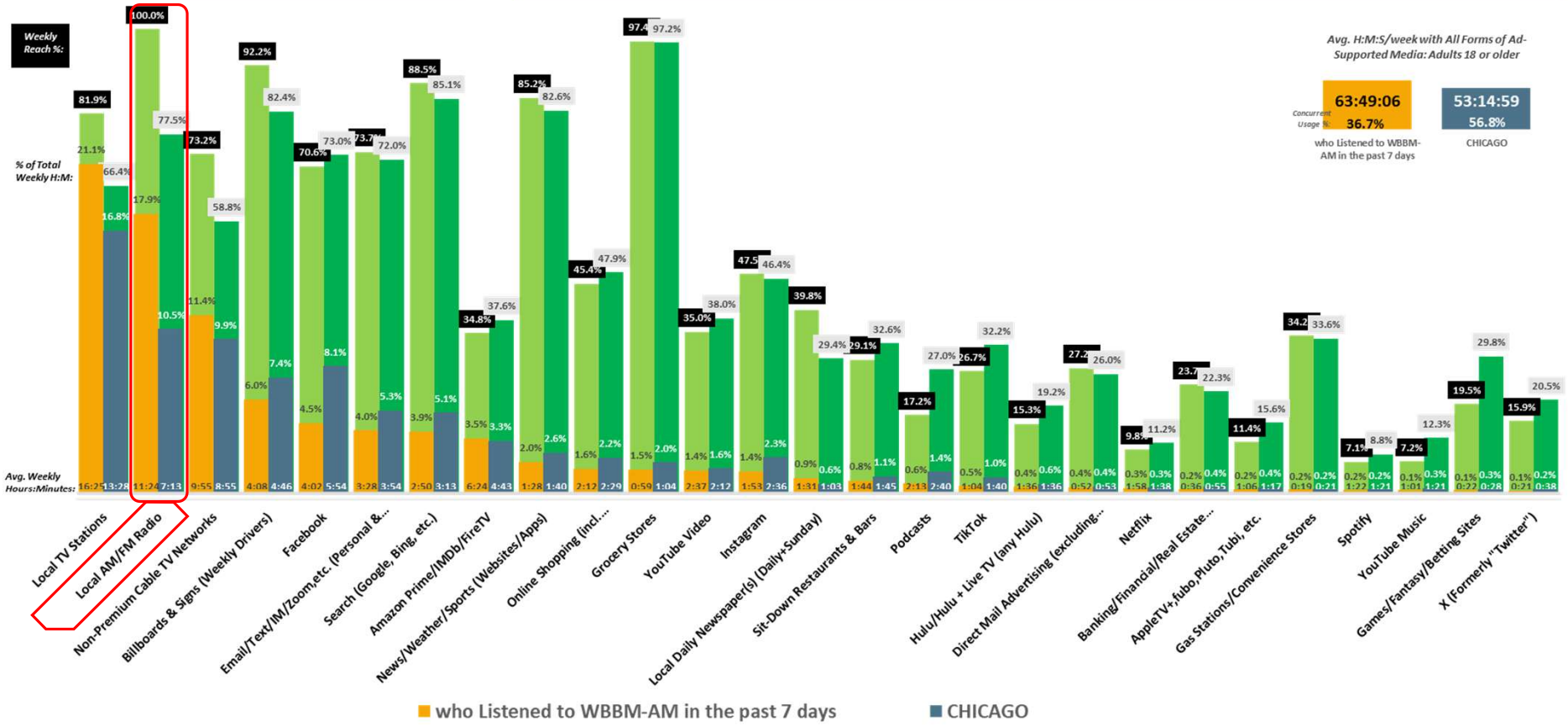
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(Radio Stations: WBBM-AM OR Radio Stations: WBBM-FM OR Radio Stations: WBMX-FM OR Radio Stations: WSCR-AM OR Radio Stations: WUSN-FM OR Radio Stations: WXRT-FM)

WBBM NEWSRADIO
780AM · 105.9FM

Adults 18 or older who Listened to WBBM-AM in the past 7 days spend an average of 2 days, 15 hours, 49 minutes and 6 seconds each week with All Forms of Ad-Supported Media.

100.% of Adults 18 or older who Listened to WBBM-AM in the past 7 days spend an avg. of 11 hours and 24 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 17.9% of total time spent with all forms of Ad-Supported Media.



CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 438 CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 4,132

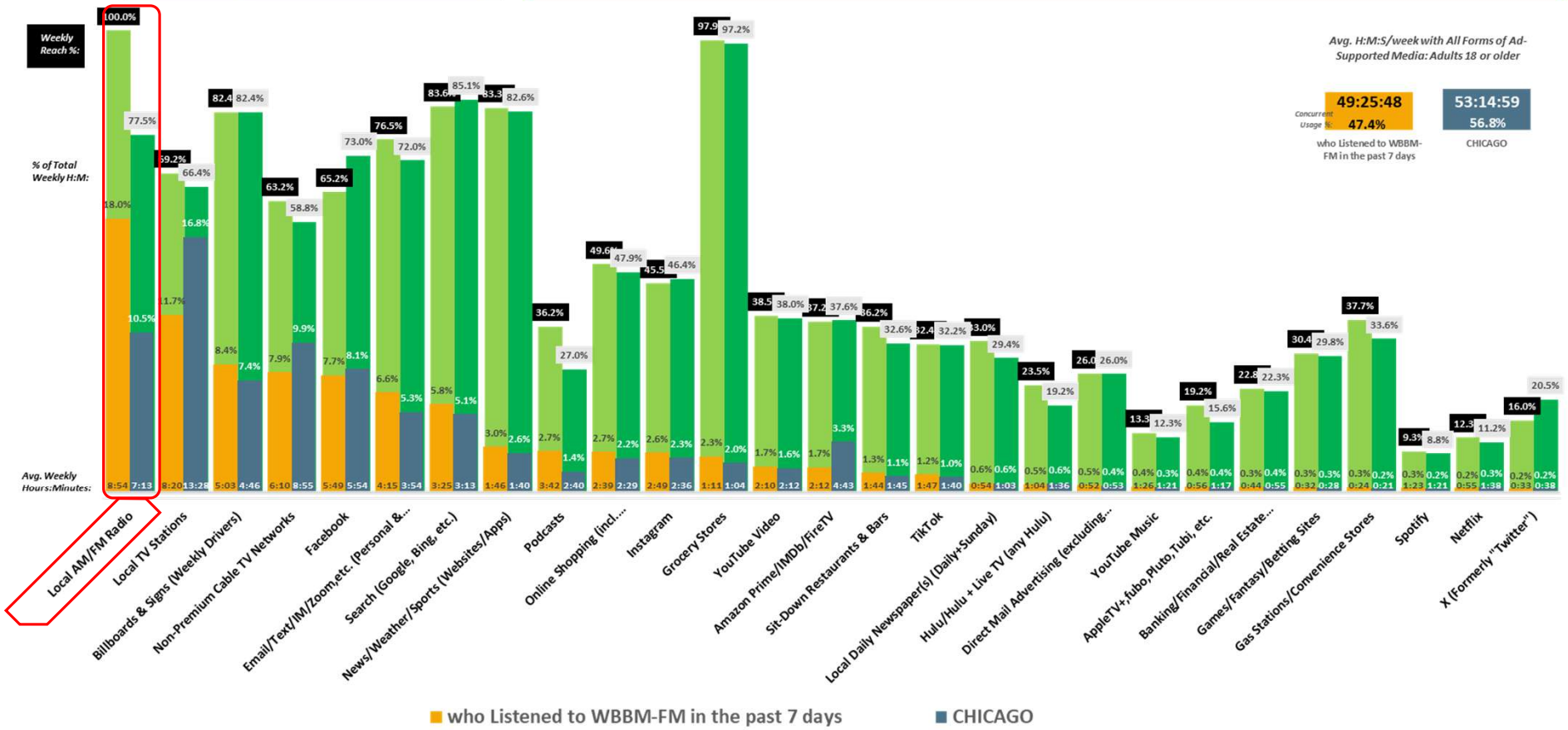
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Radio Stations: WBBM-AM

Adults 18 or older who Listened to WBBM-FM in the past 7 days spend an average of 2 days, 1 hours, 25 minutes and 48 seconds each week with All Forms of Ad-Supported Media.

100.% of Adults 18 or older who Listened to WBBM-FM in the past 7 days spend an avg. of 8 hours and 54 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 18.% of total time spent with all forms of Ad-Supported Media.



CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 407 CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 4,132

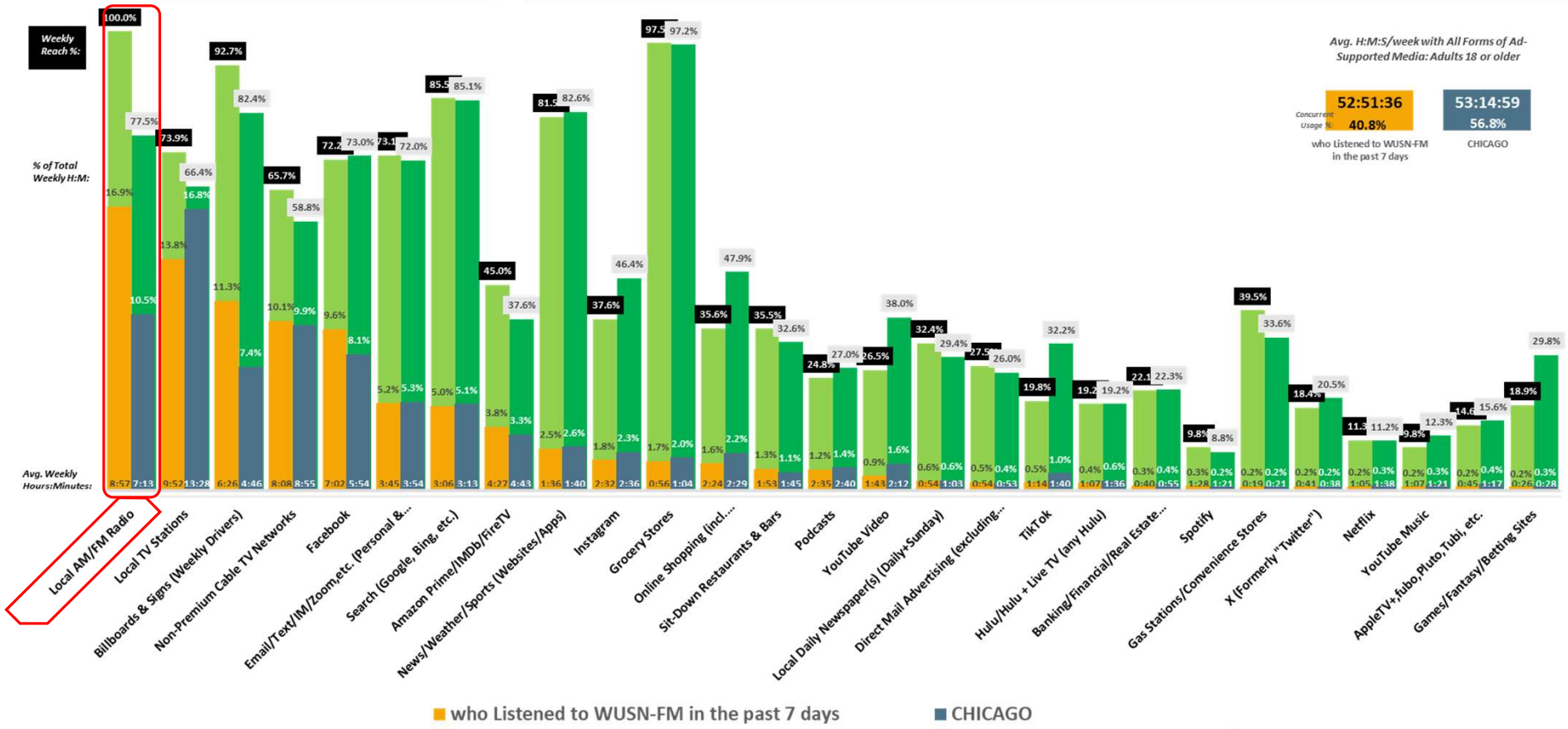
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Radio Stations: WBBM-FM

Adults 18 or older who Listened to WUSN-FM in the past 7 days spend an average of 2 days, 4 hours, 51 minutes and 36 seconds each week with All Forms of Ad-Supported Media.

100.% of Adults 18 or older who Listened to WUSN-FM in the past 7 days spend an avg. of 8 hours and 57 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 16.9% of total time spent with all forms of Ad-Supported Media.

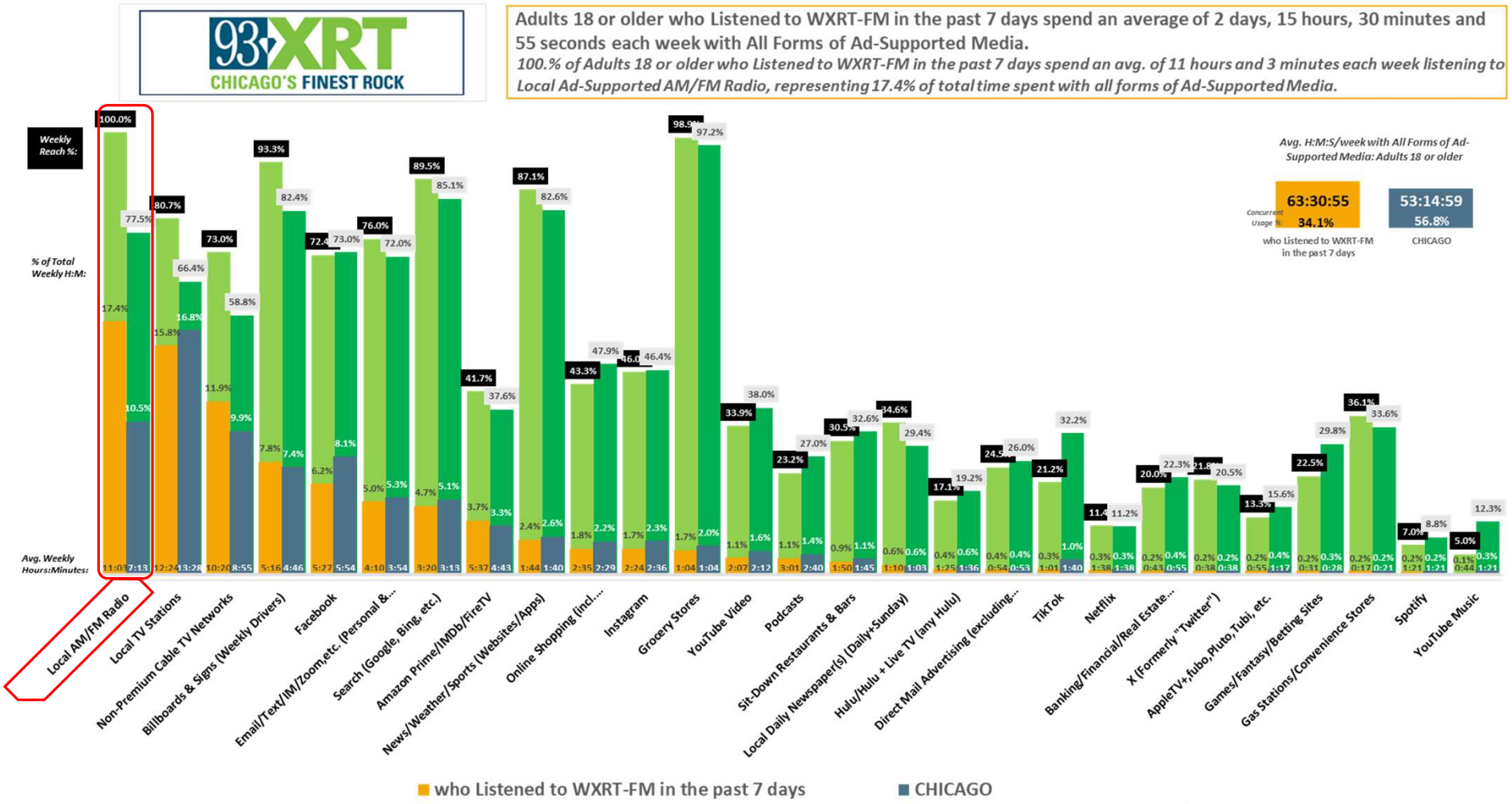


CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 421 CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 4,132

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Radio Stations: WUSN-FM



CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 446 CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 4,132

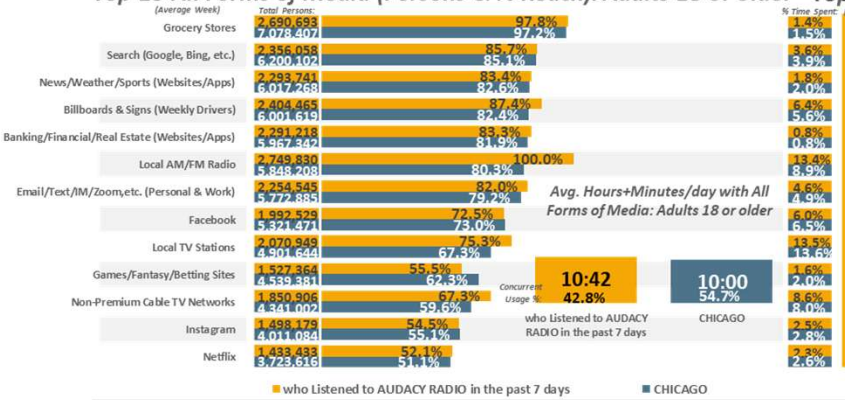
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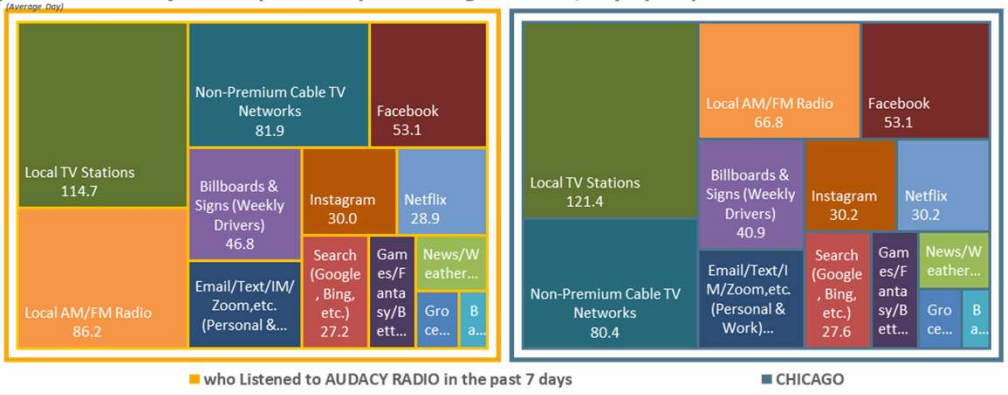
Radio Stations: WXRT-FM

Adults 18 or older who Listened to AUDACY RADIO in the past 7 days spend an average of 8 hours and 17 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 77.4 minutes/day. *(Local Radio delivers 15.6% of Time with Ad-Supported Media.)*

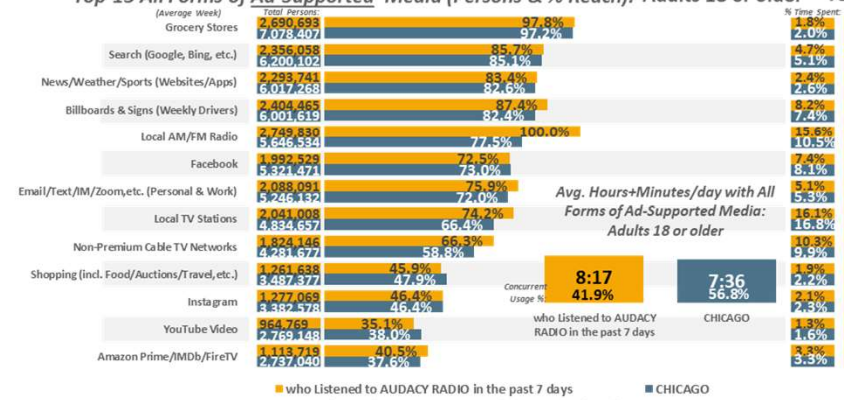
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



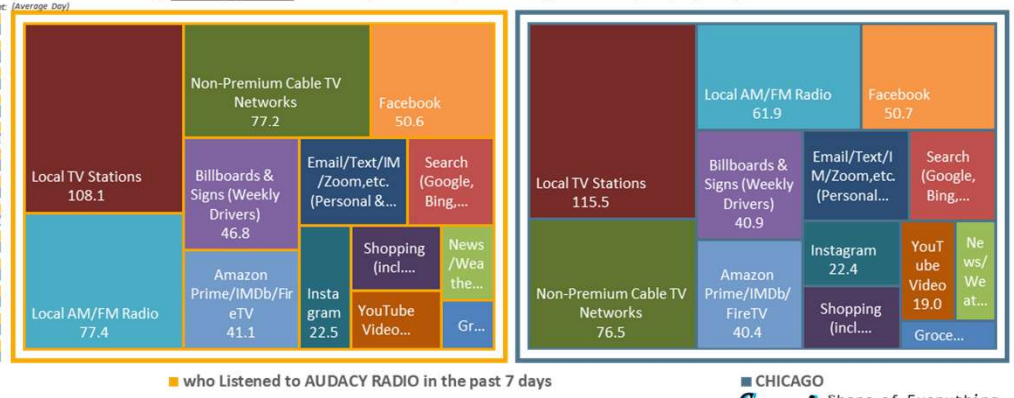
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 1,650

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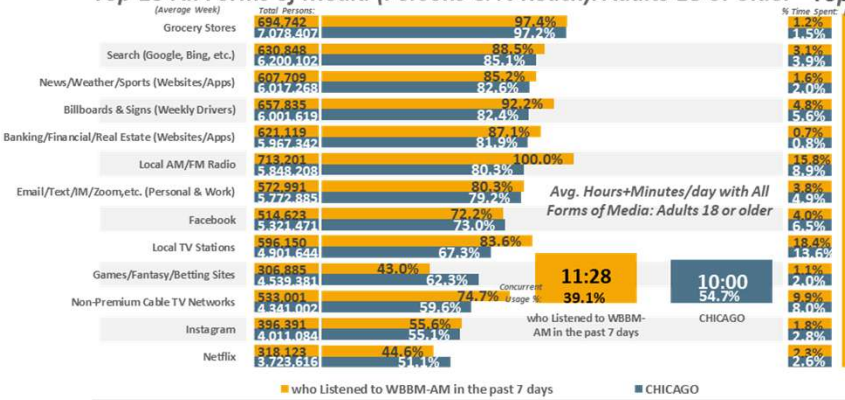
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(Radio Stations: WBBM-AM OR Radio Stations: WBBM-FM OR Radio Stations: WBMX-FM OR Radio Stations: WSCR-AM OR Radio Stations: WUSN-FM OR Radio Stations: WXRT-FM)

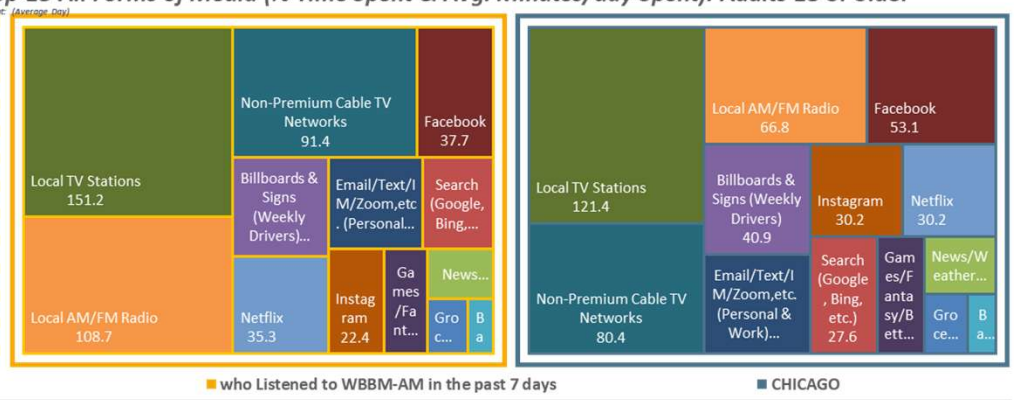
WBBM NEWSRADIO 780AM · 105.9FM

Adults 18 or older who Listened to WBBM-AM in the past 7 days spend an average of 9 hours and 7 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 97.8 minutes/day. *(Local Radio delivers 17.9% of Time with Ad-Supported Media.)*

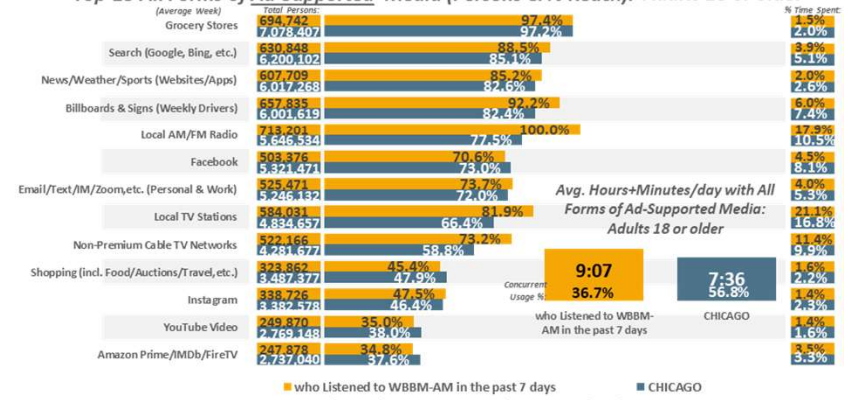
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



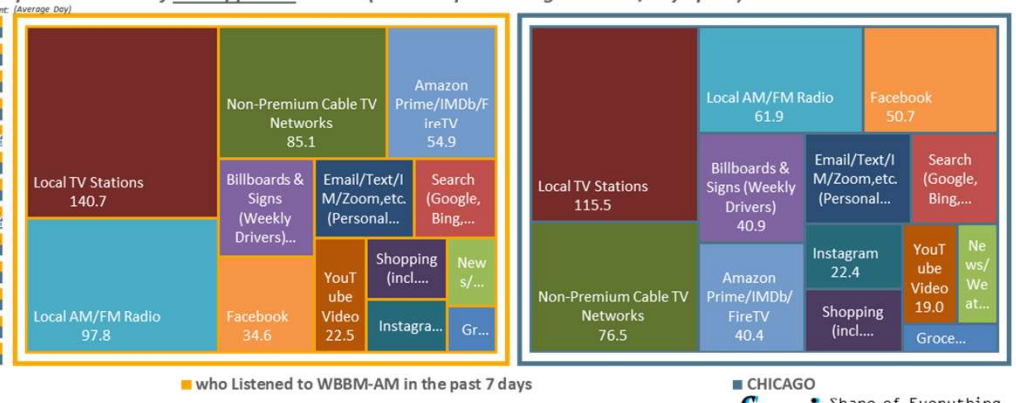
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 438

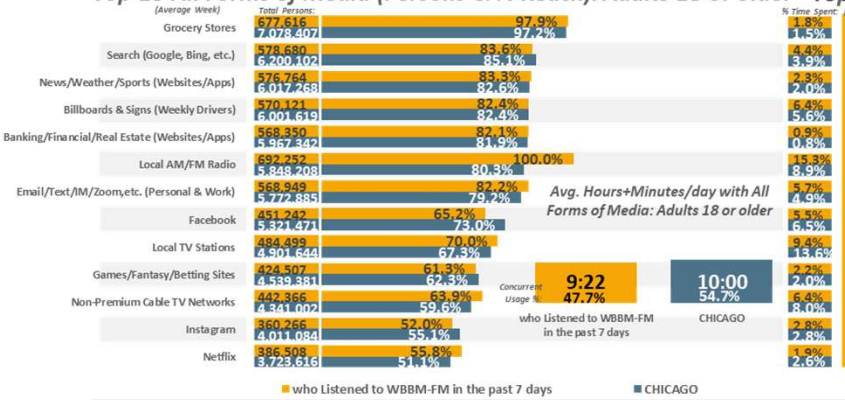
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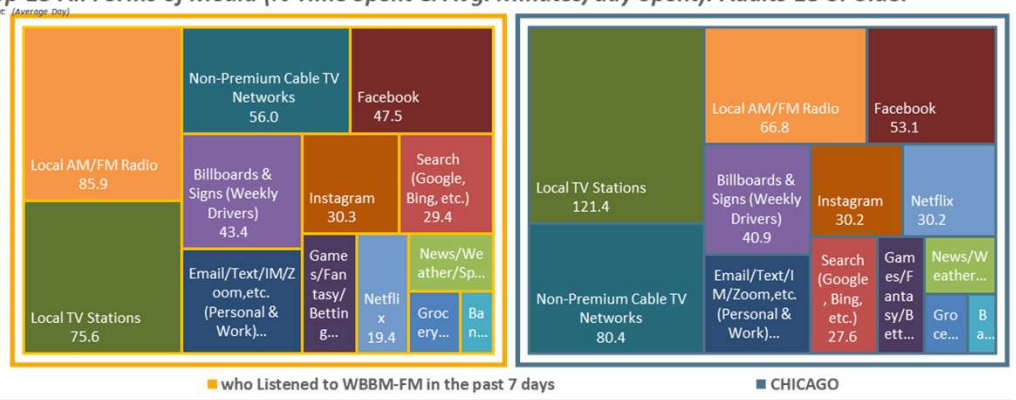
Radio Stations: WBBM-AM

Adults 18 or older who Listened to WBBM-FM in the past 7 days spend an average of 7 hours and 3 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 76.3 minutes/day. *(Local Radio delivers 18.% of Time with Ad-Supported Media.)*

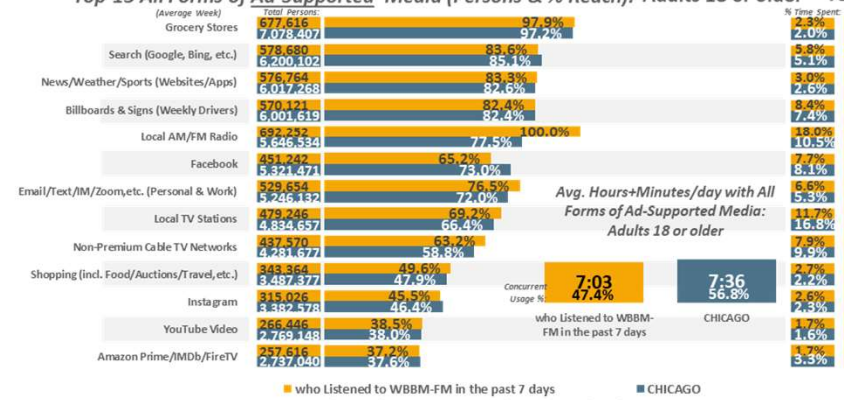
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



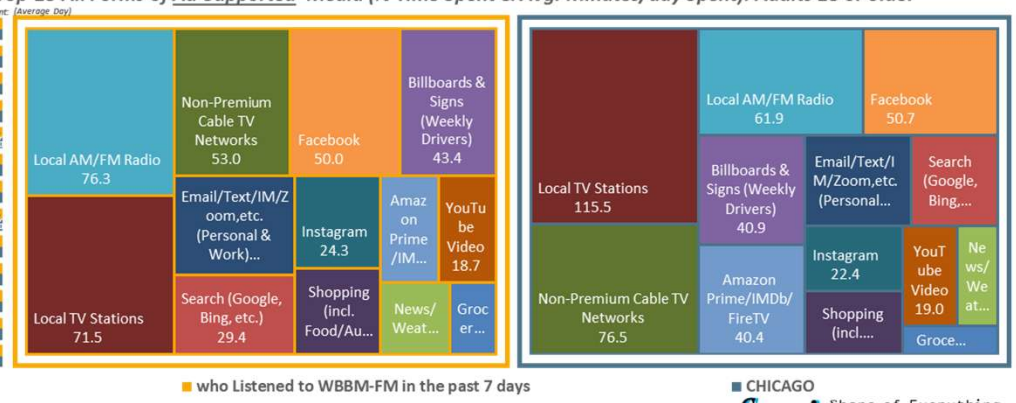
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 407

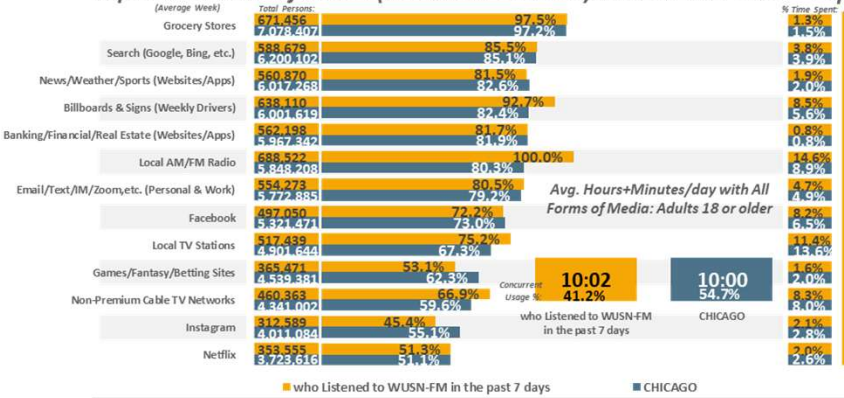
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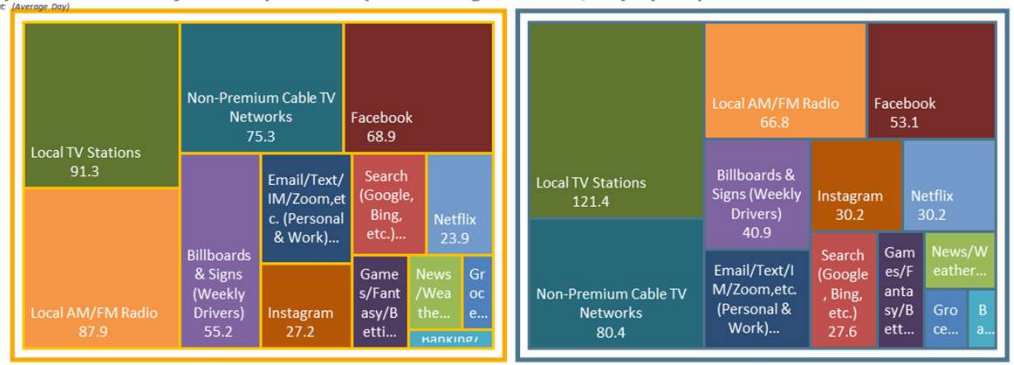
Radio Stations: WBBM-FM

Adults 18 or older who Listened to WUSN-FM in the past 7 days spend an average of 7 hours and 33 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 76.7 minutes/day. *(Local Radio delivers 16.9% of Time with Ad-Supported Media.)*

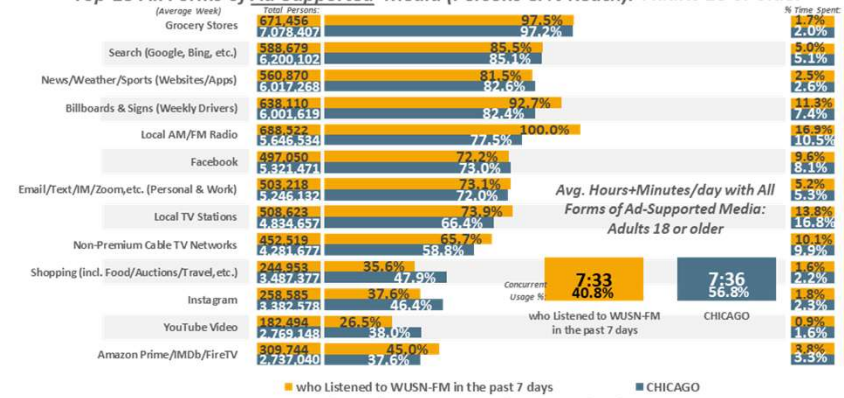
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



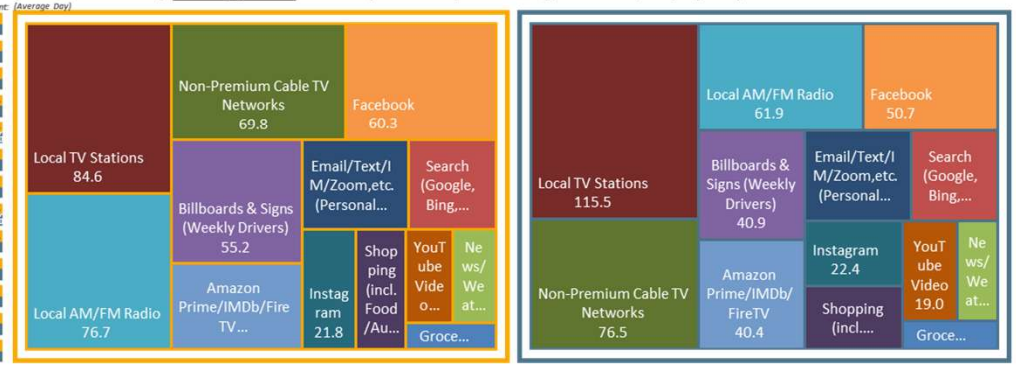
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 421

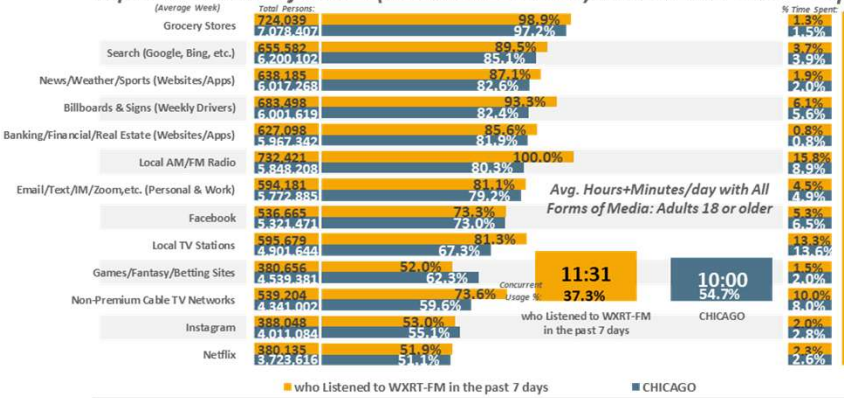
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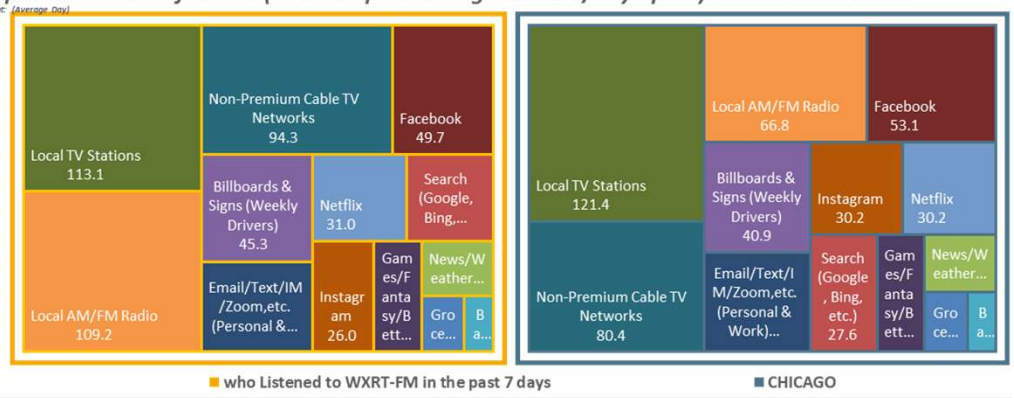
Radio Stations: WUSN-FM

Adults 18 or older who Listened to WXRT-FM in the past 7 days spend an average of 9 hours and 4 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 94.7 minutes/day. *(Local Radio delivers 17.4% of Time with Ad-Supported Media.)*

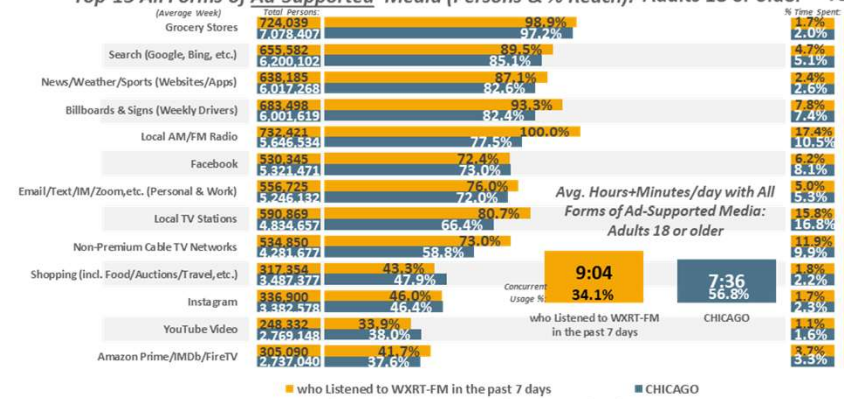
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



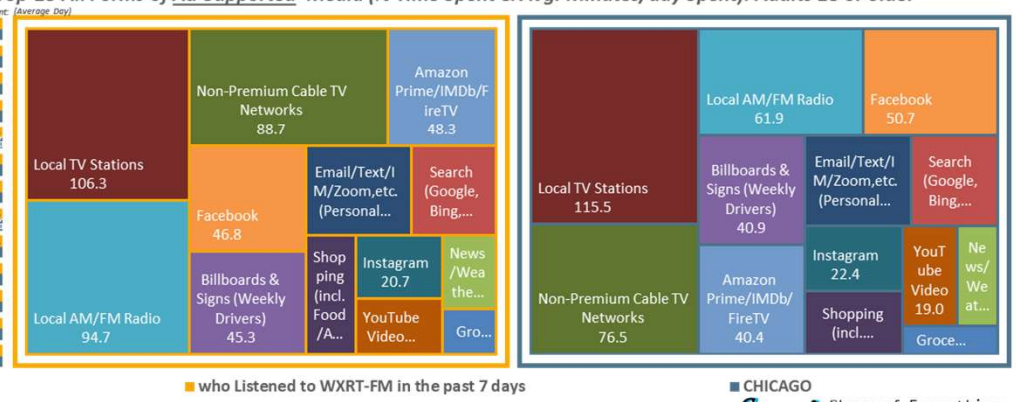
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 446

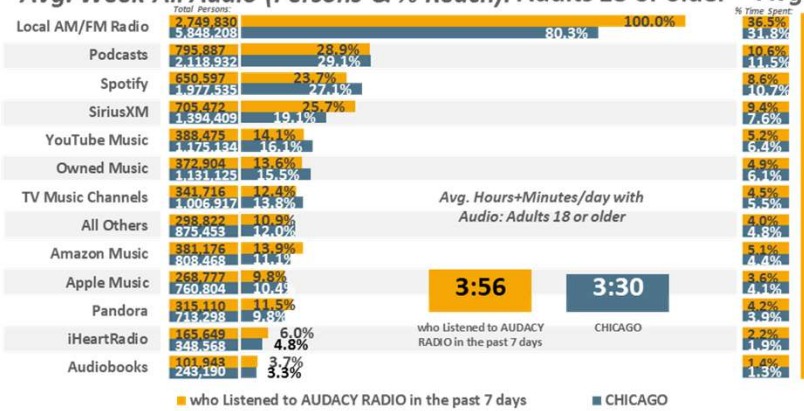
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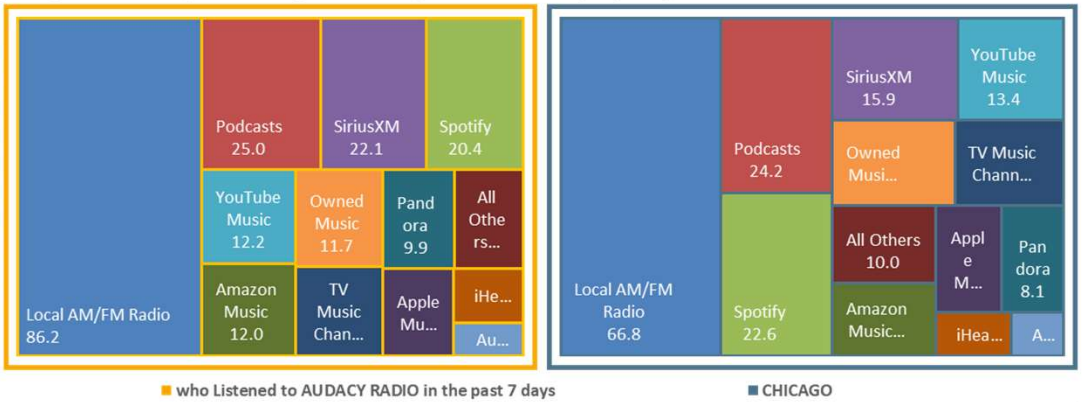
Radio Stations: WXRT-FM

2,749,830 or 100.% of Adults 18 or older who Listened to AUDACY RADIO in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 77.4 minutes every day representing 47.1% of all time spent daily with Ad-Supported Audio.

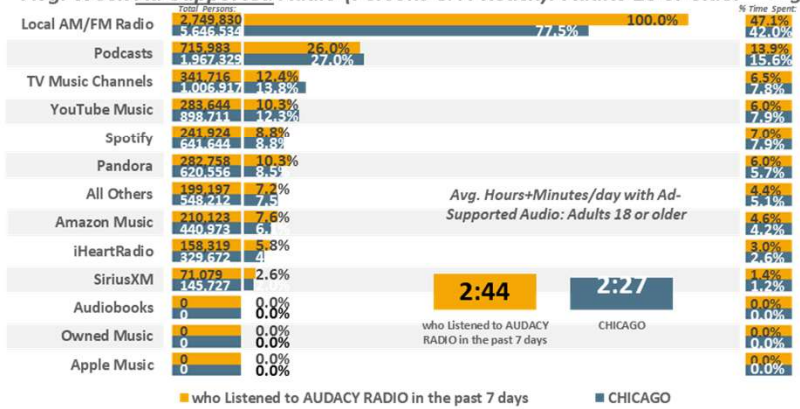
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



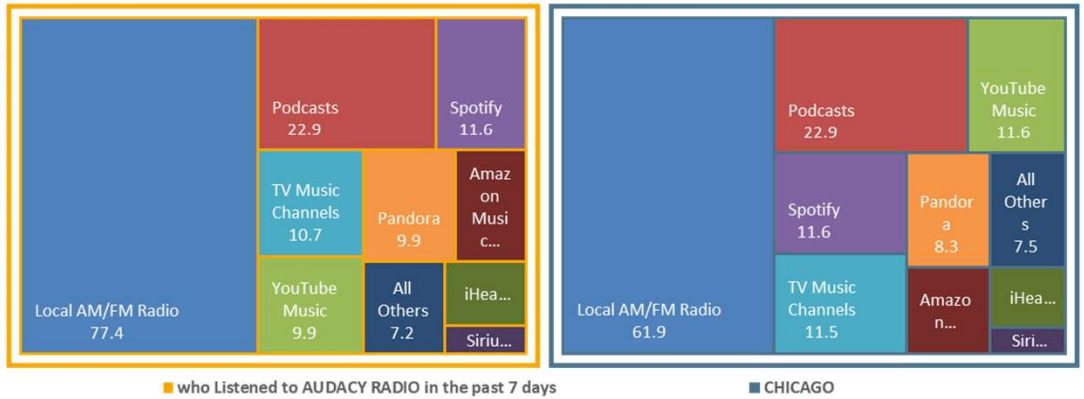
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 1,650

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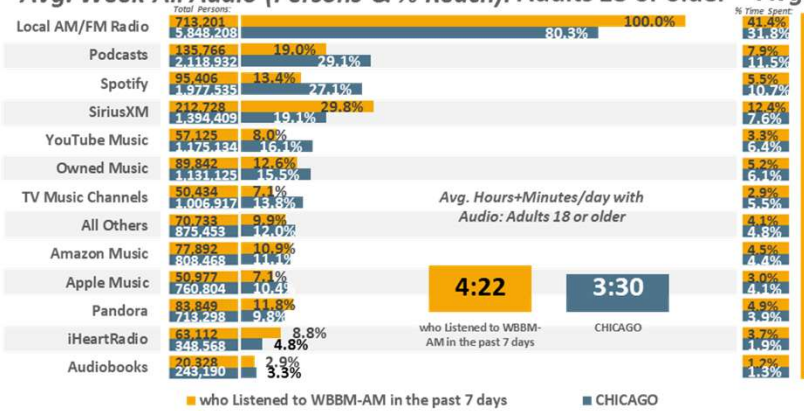
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(Radio Stations: WBBM-AM OR Radio Stations: WBBM-FM OR Radio Stations: WBMX-FM OR Radio Stations: WSCR-AM OR Radio Stations: WUSN-FM OR Radio Stations: WXRT-FM)

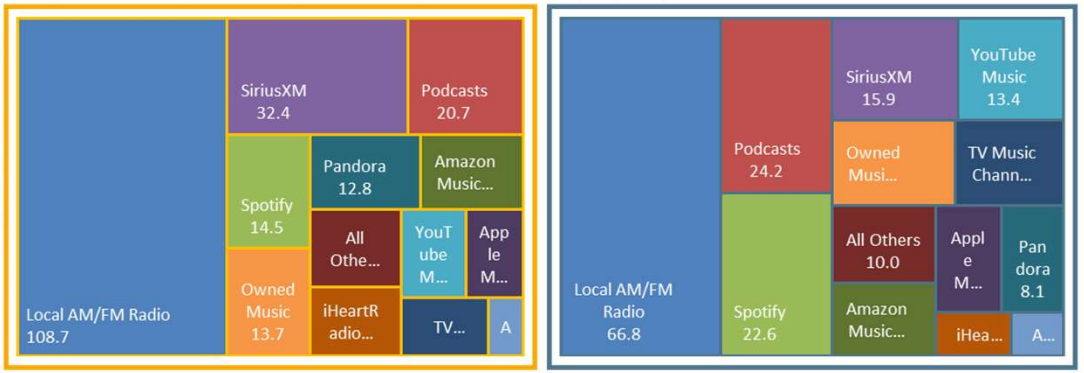
WBBM NEWSRADIO
780AM · 105.9FM

713,201 or 100.% of Adults 18 or older who Listened to WBBM-AM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 97.8 minutes every day representing 52.3% of all time spent daily with Ad-Supported Audio.

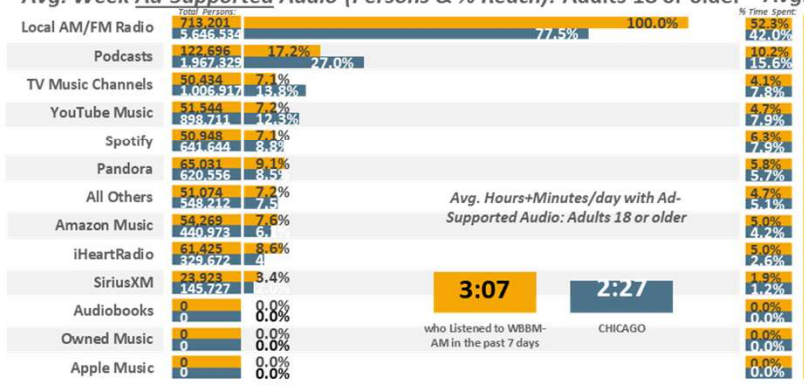
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



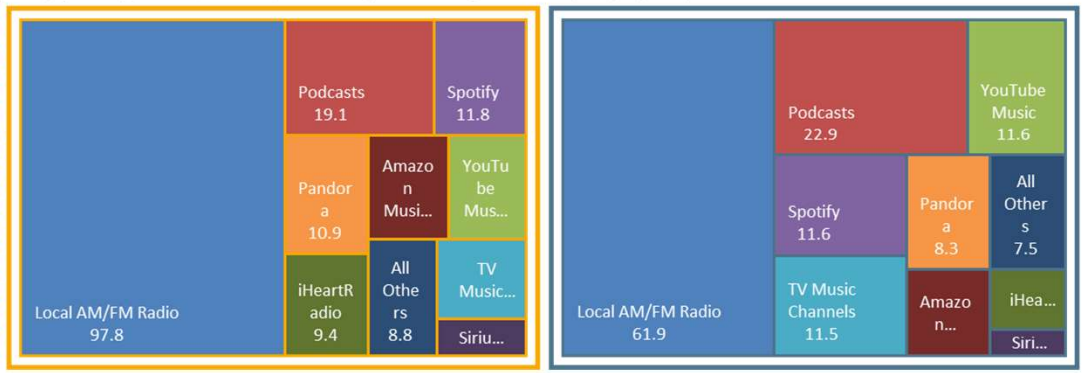
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 438

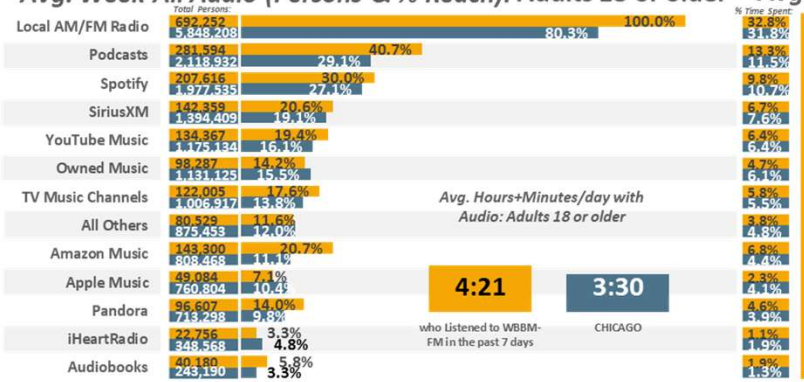
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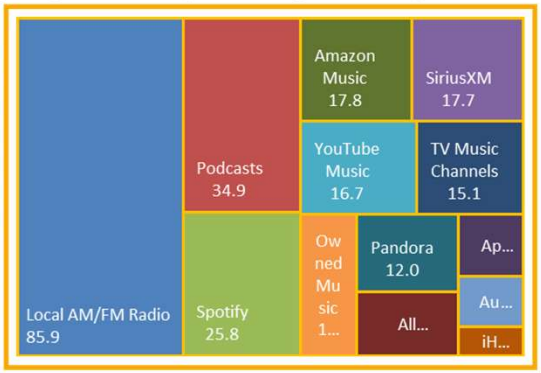
Radio Stations: WBBM-AM

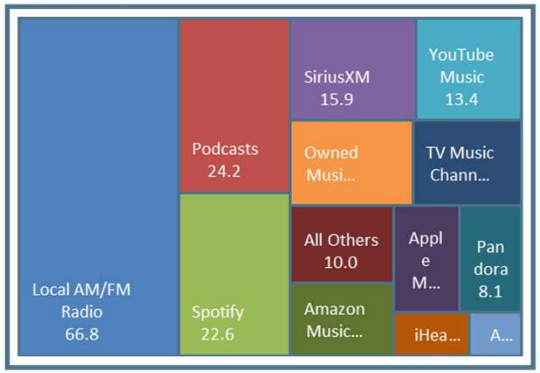
692,252 or 100.% of Adults 18 or older who Listened to WBBM-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 76.3 minutes every day representing 42.8% of all time spent daily with Ad-Supported Audio.

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

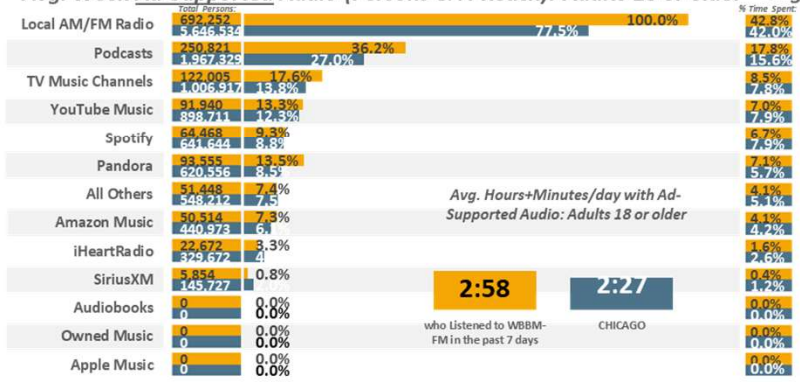


Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

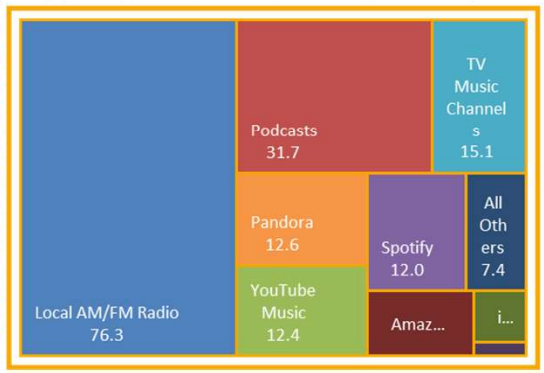


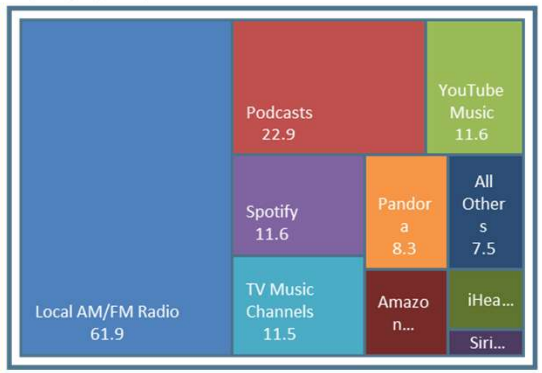


Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older



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





CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 407

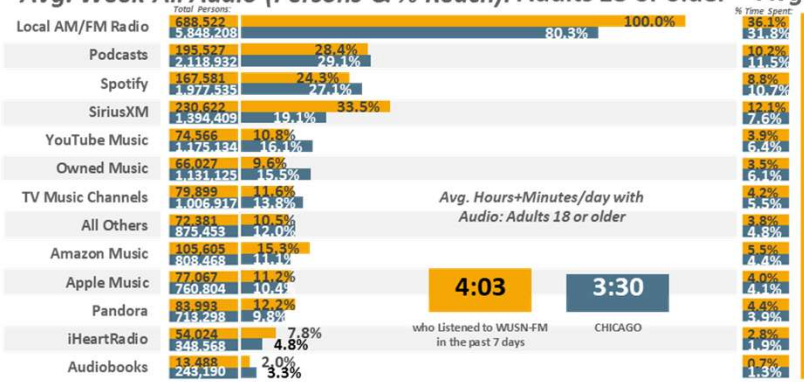
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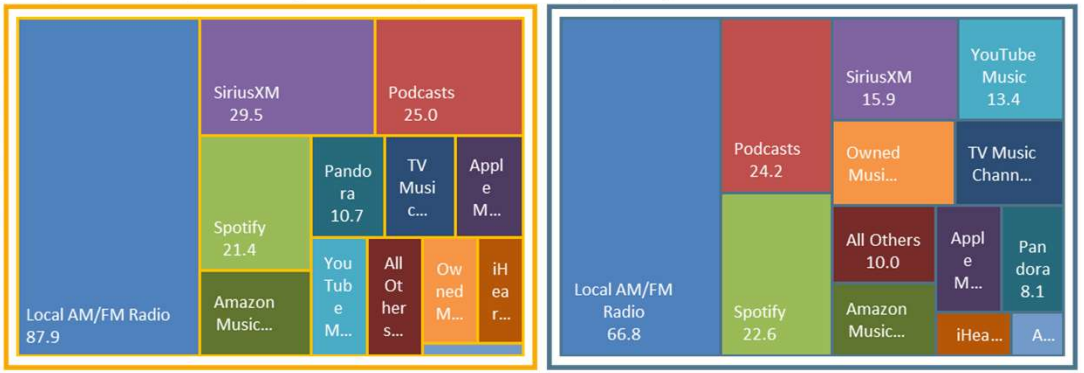
Radio Stations: WBBM-FM

688,522 or 100.% of Adults 18 or older who Listened to WUSN-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 76.7 minutes every day representing 45.8% of all time spent daily with Ad-Supported Audio.

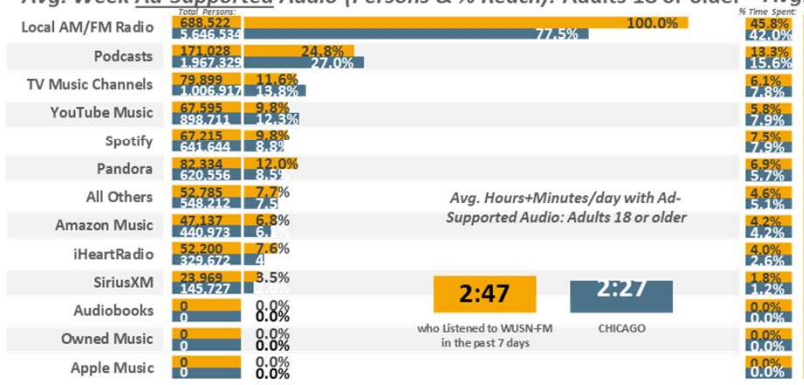
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



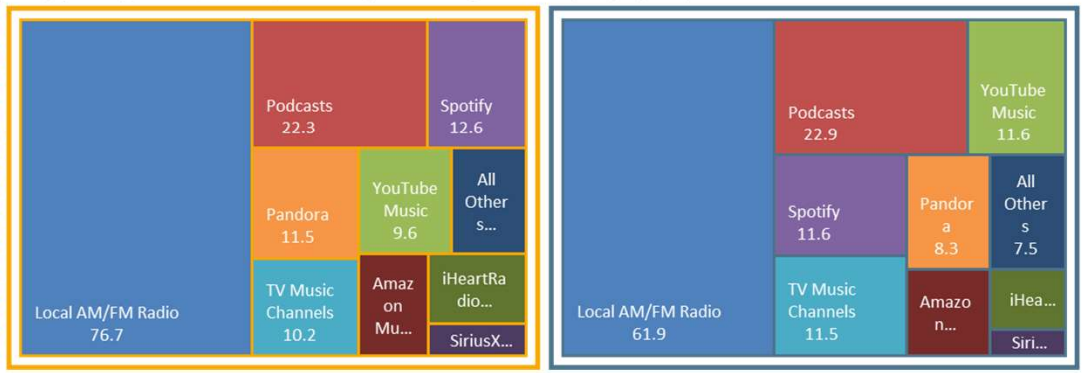
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 421

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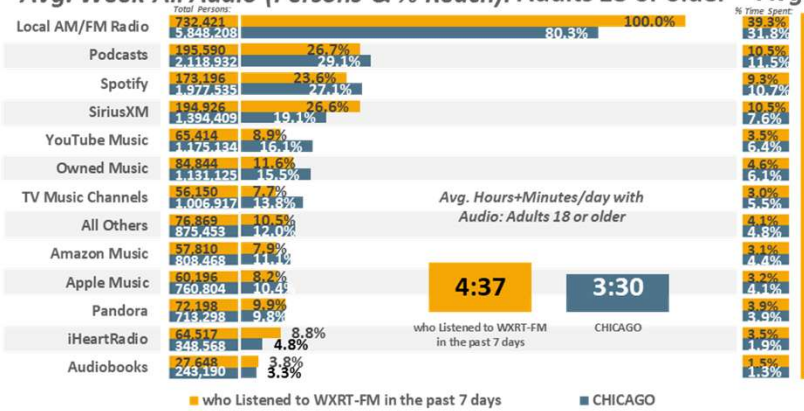
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Radio Stations: WUSN-FM

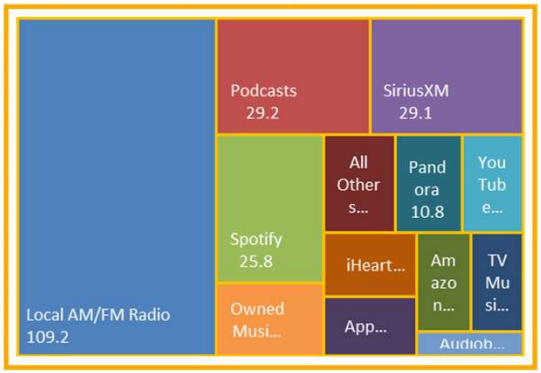
93 XRT
CHICAGO'S FINEST ROCK

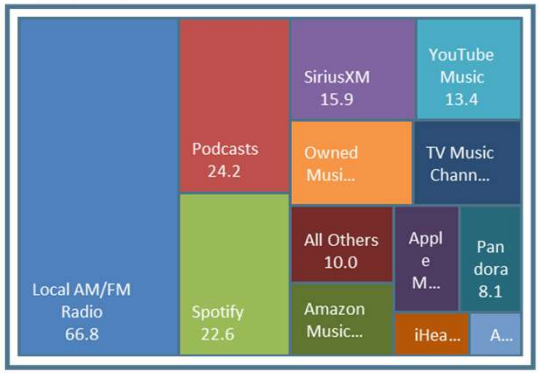
732,421 or 100.% of Adults 18 or older who Listened to WXRT-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 94.7 minutes every day representing 51.6% of all time spent daily with Ad-Supported Audio.

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

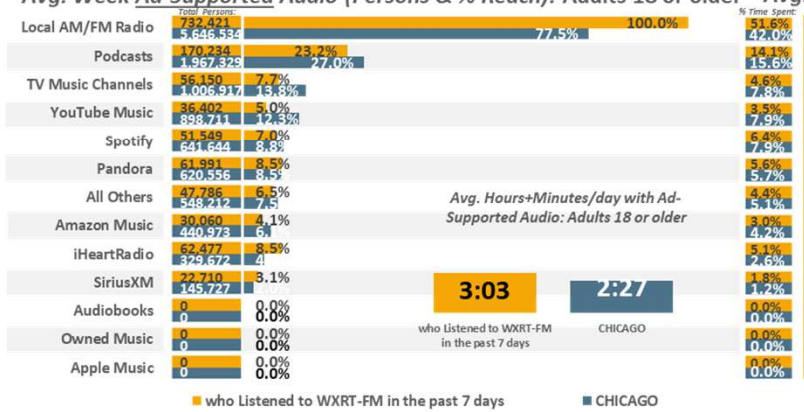


Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

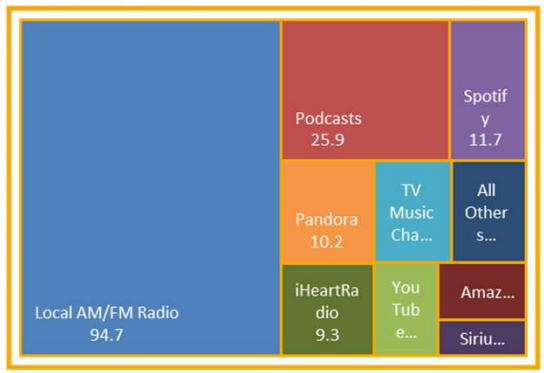


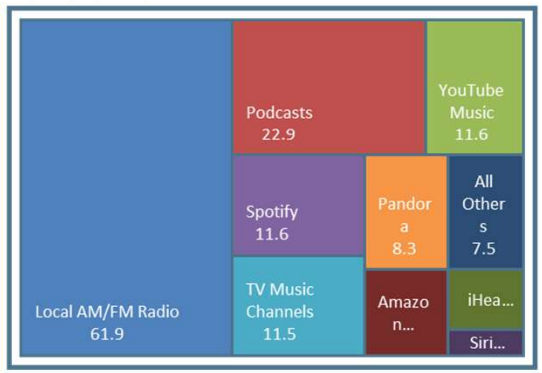


Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older



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





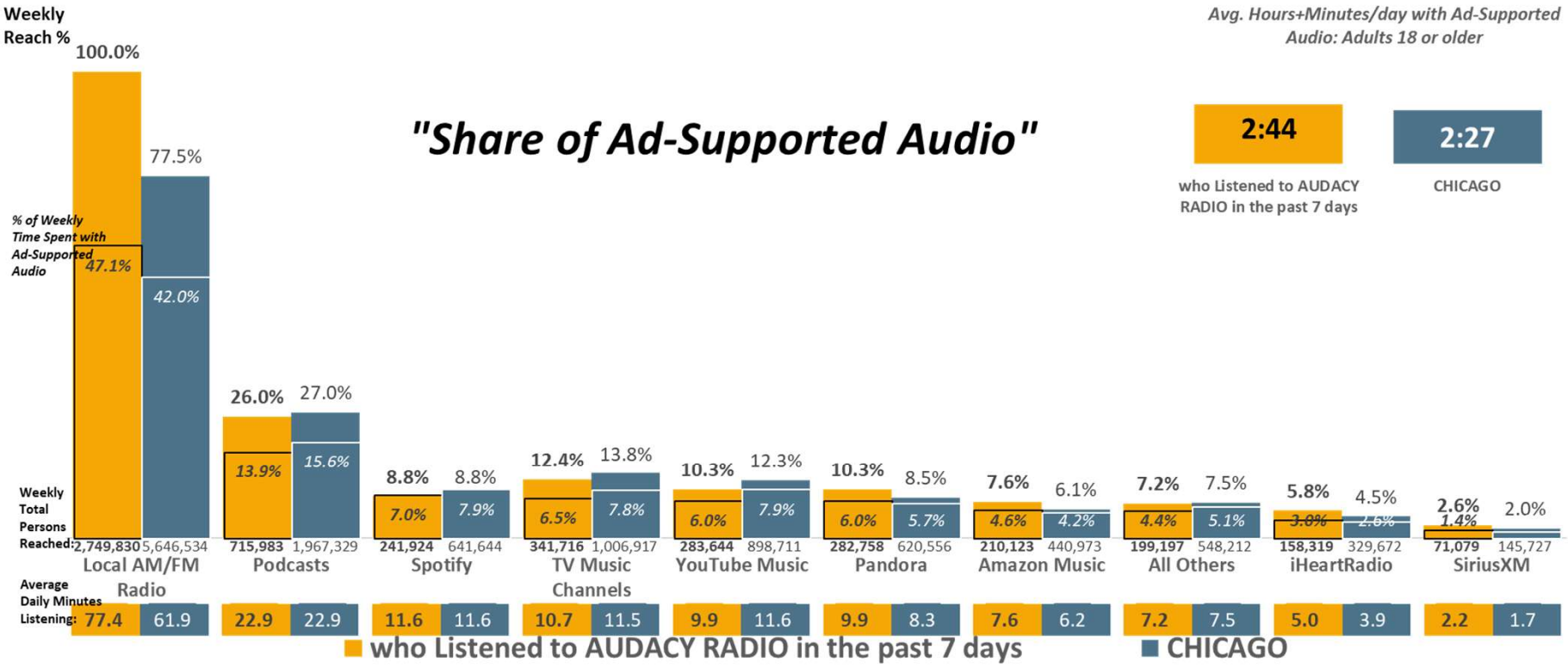
CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 446

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Radio Stations: WXRT-FM

2,749,830 or 100.% of Adults 18 or older who Listened to AUDACY RADIO in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 77.4 minutes every day representing 47.1% of all time spent daily with Ad-Supported Audio.



CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 1,650 CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 4,132

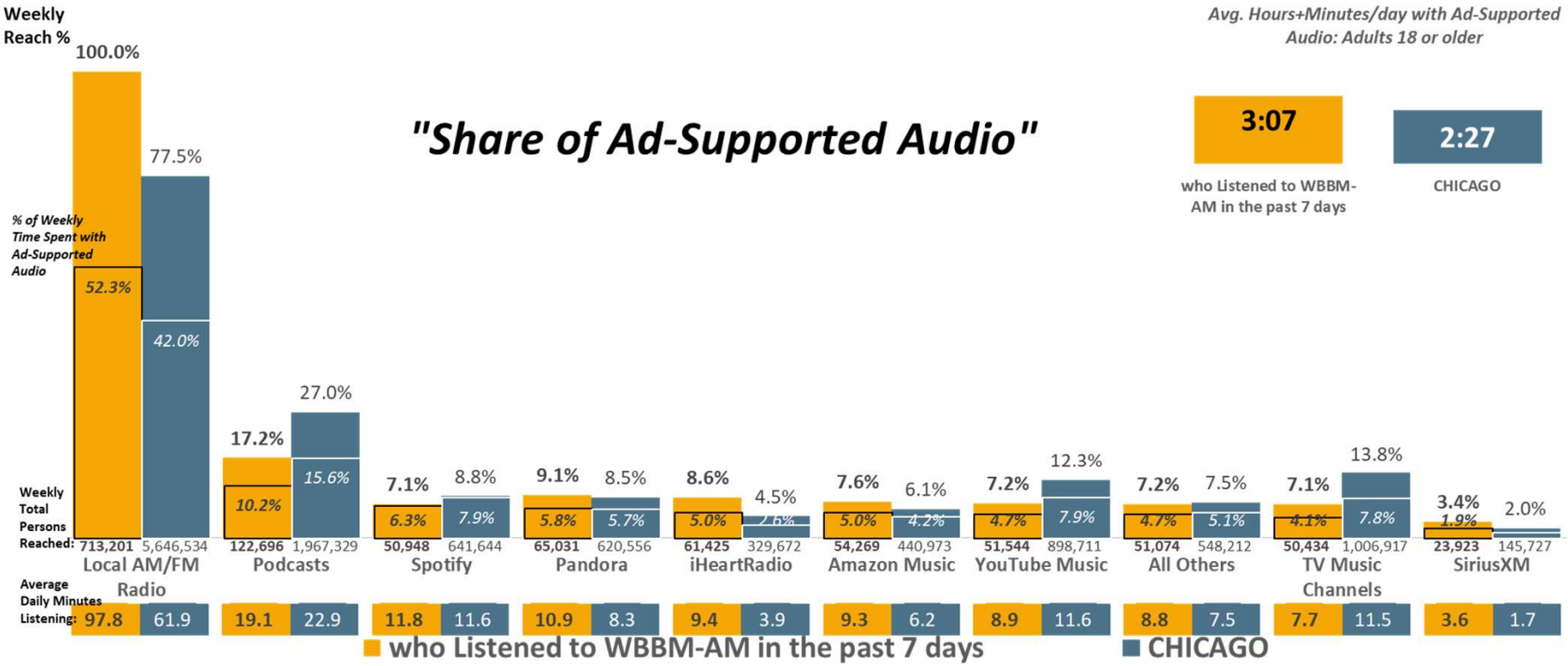
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(Radio Stations: WBBM-AM OR Radio Stations: WBBM-FM OR Radio Stations: WBMX-FM OR Radio Stations: WSCR-AM OR Radio Stations: WUSN-FM OR Radio Stations: WXRT-FM)

WBBM NEWSRADIO 780AM · 105.9FM

713,201 or 100.% of Adults 18 or older who Listened to WBBM-AM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 97.8 minutes every day representing 52.3% of all time spent daily with Ad-Supported Audio.



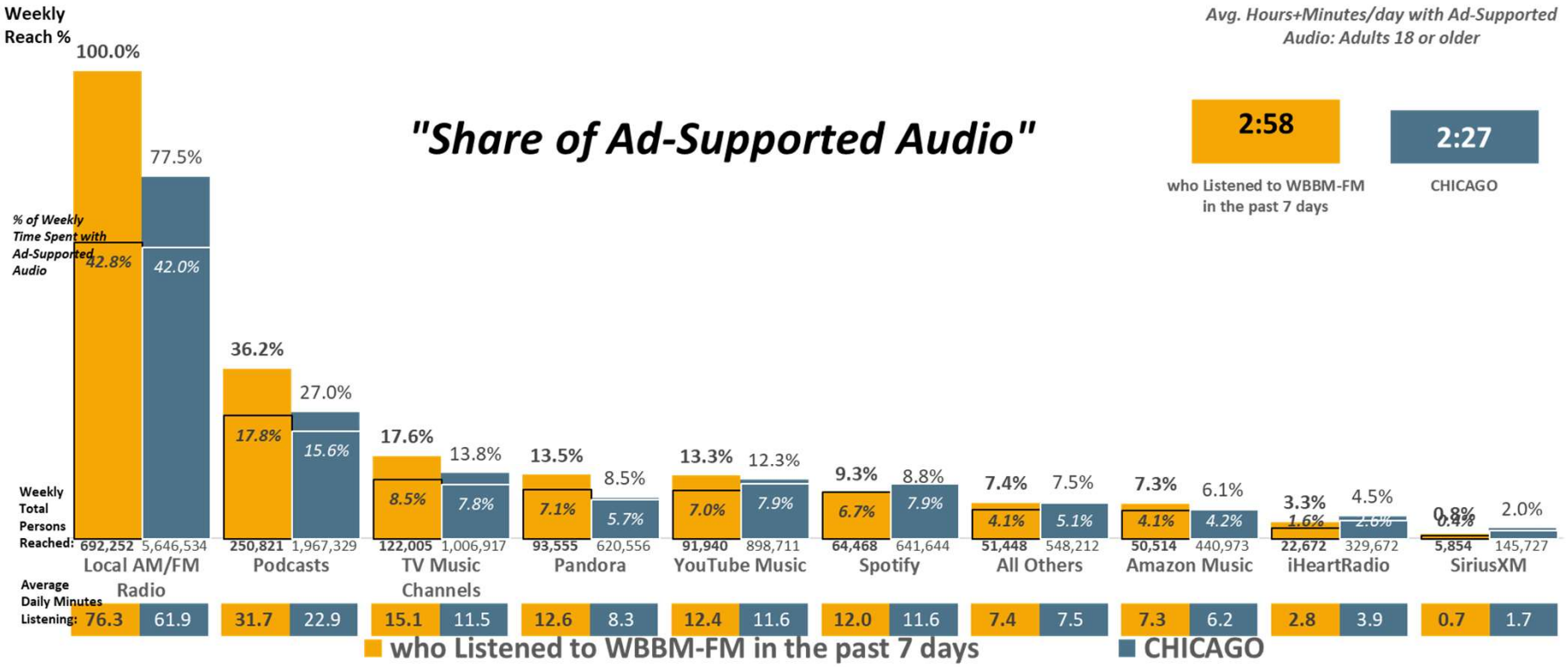
CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 438 CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 4,132

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Radio Stations: WBBM-AM

692,252 or 100.% of Adults 18 or older who Listened to WBBM-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 76.3 minutes every day representing 42.8% of all time spent daily with Ad-Supported Audio.



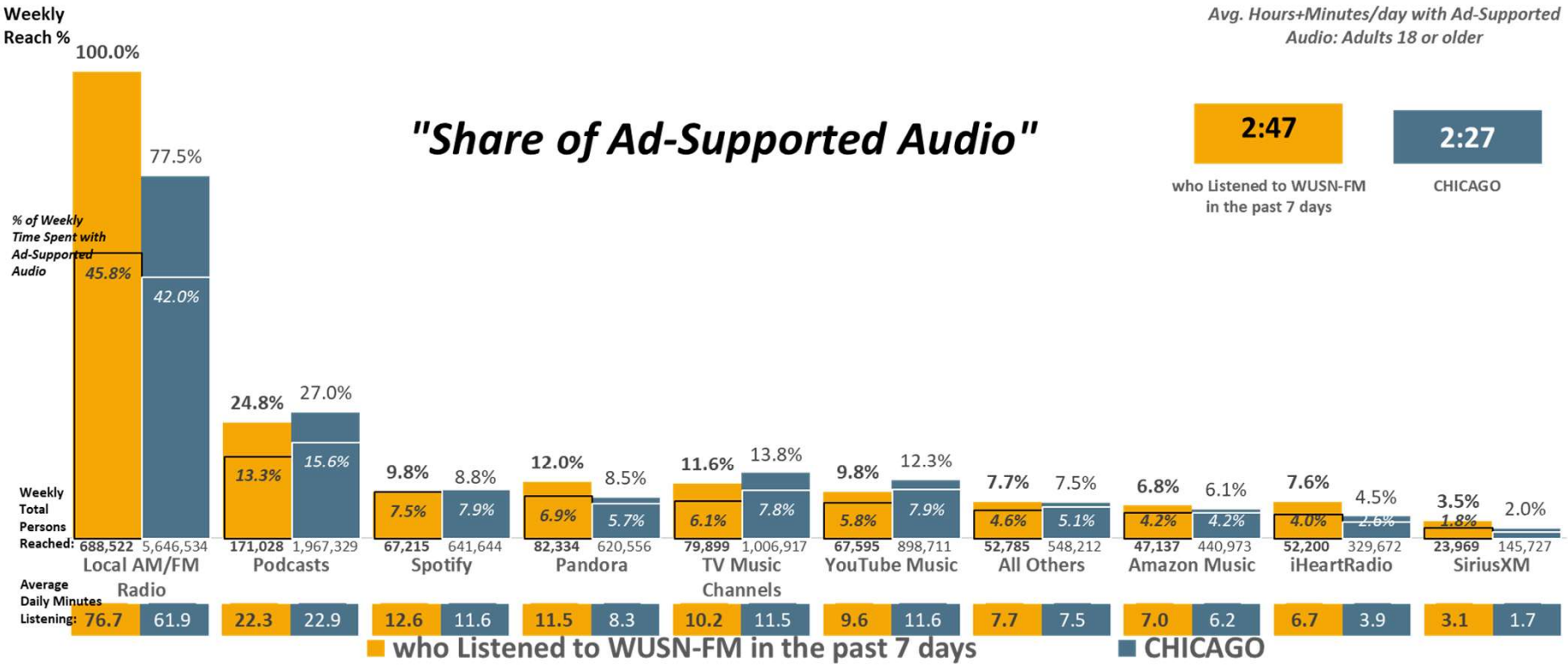
CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 407 CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 4,132

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Radio Stations: WBBM-FM

688,522 or 100.% of Adults 18 or older who Listened to WUSN-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 76.7 minutes every day representing 45.8% of all time spent daily with Ad-Supported Audio.



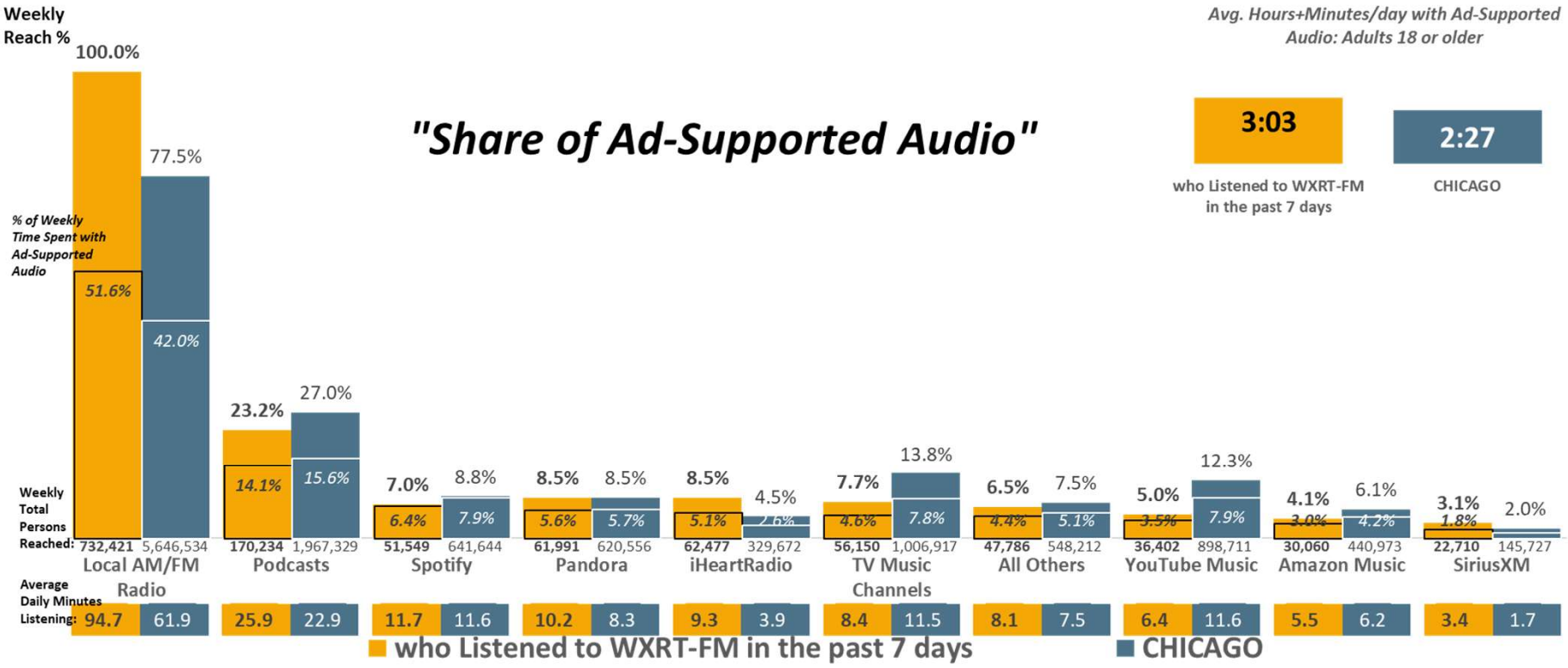
CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 421 CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 4,132

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Radio Stations: WUSN-FM

732,421 or 100.% of Adults 18 or older who Listened to WXRT-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 94.7 minutes every day representing 51.6% of all time spent daily with Ad-Supported Audio.



CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 446 CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 4,132

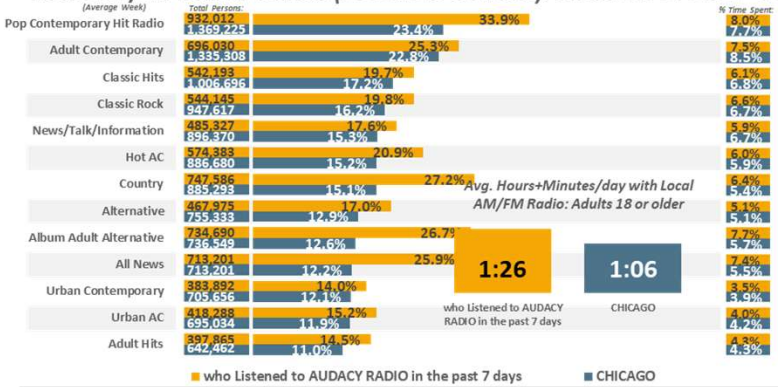
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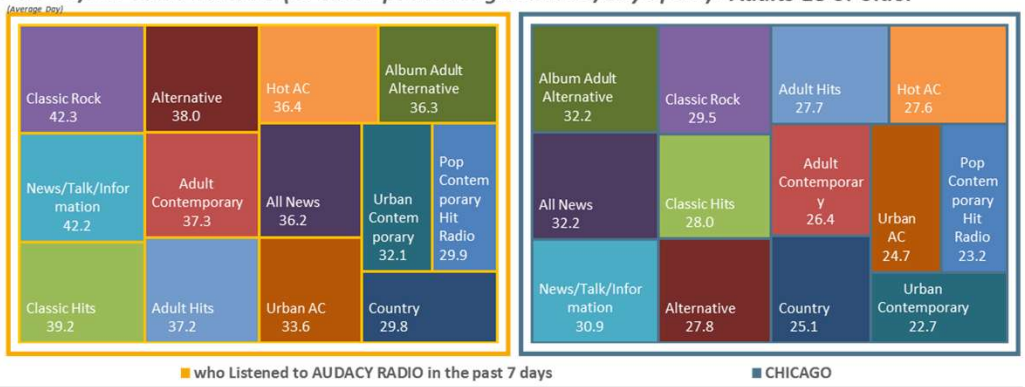
Radio Stations: WXRT-FM

2,749,830 or 100.% of Adults 18 or older who Listened to AUDACY RADIO in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Pop Contemporary Hit Radio, Country, Album Adult Alternative, All News, and Adult Contemporary.

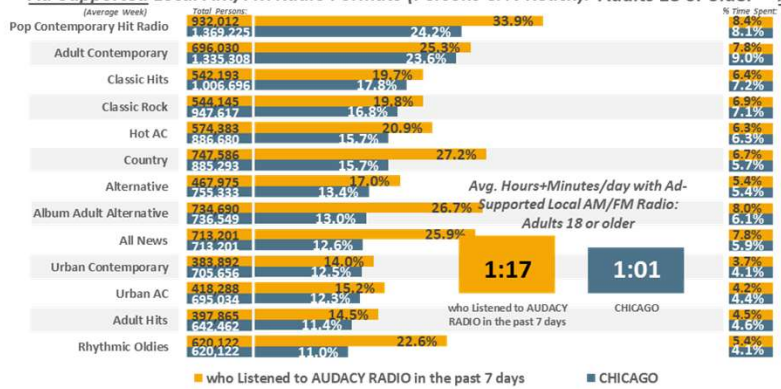
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



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



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



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



CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 1,650

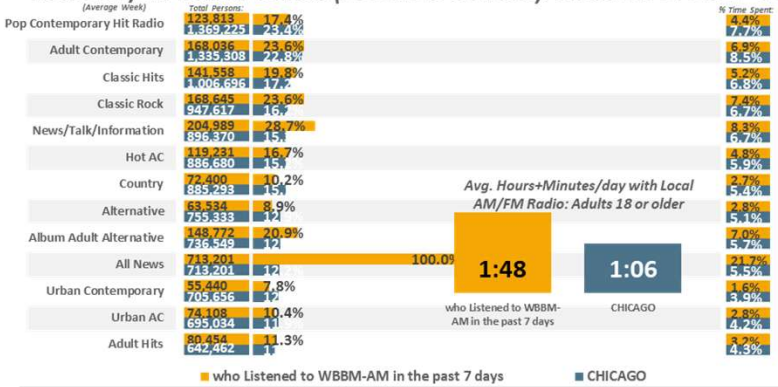
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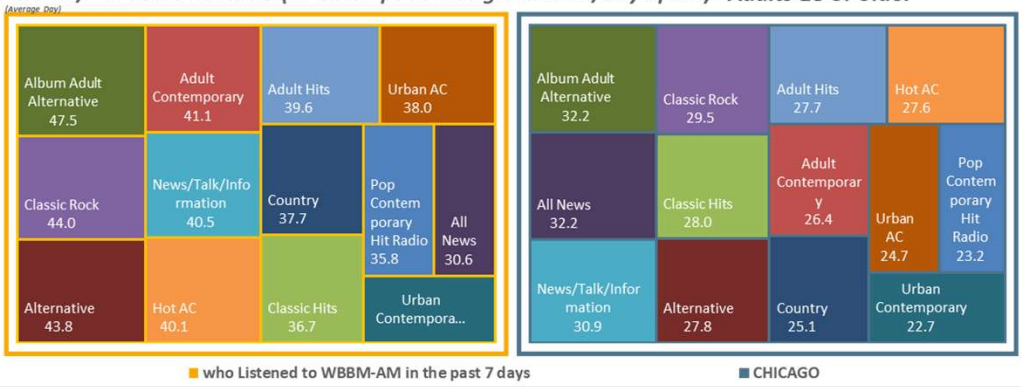
(Radio Stations: WBBM-AM OR Radio Stations: WBBM-FM OR Radio Stations: WBMX-FM OR Radio Stations: WSCR-AM OR Radio Stations: WUSN-FM OR Radio Stations: WXRT-FM)

713,201 or 100.% of Adults 18 or older who Listened to WBBM-AM in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are All News, Classic Rock, Adult Contemporary, Album Adult Alternative, and Classic Hits.

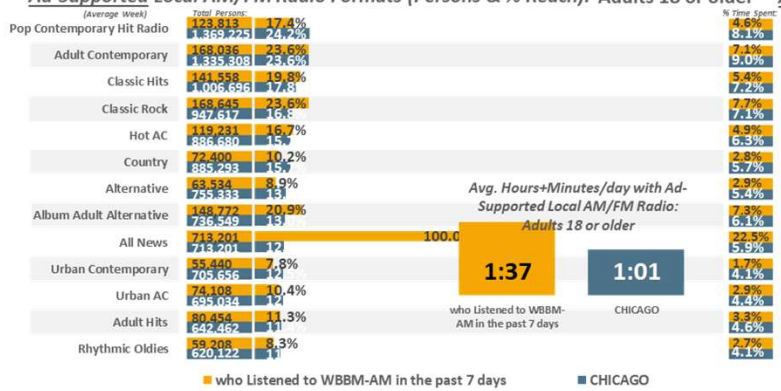
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



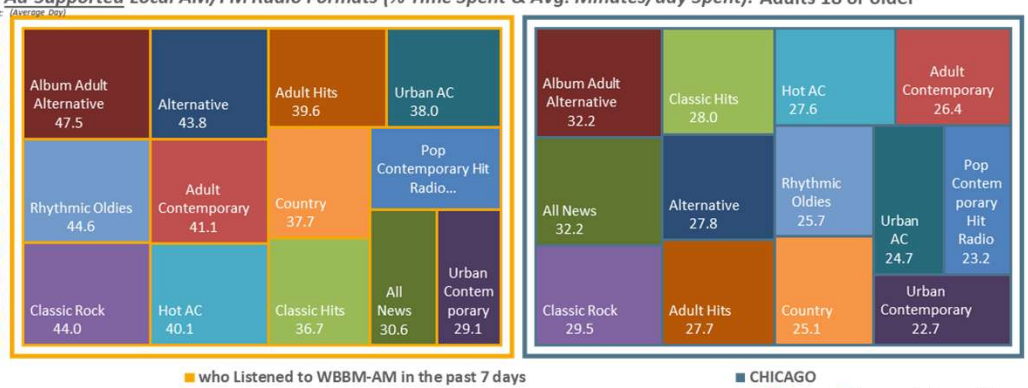
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 438

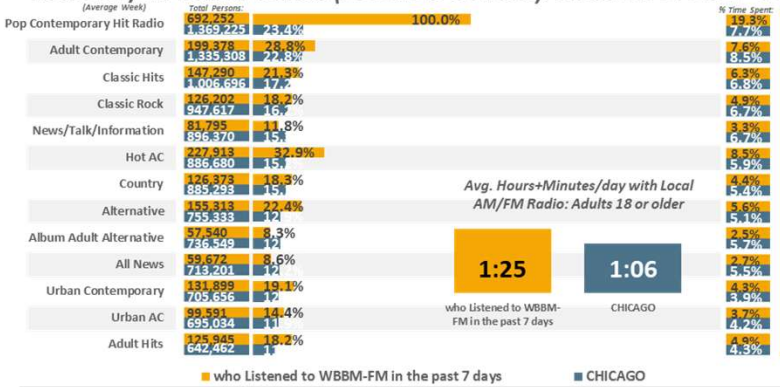
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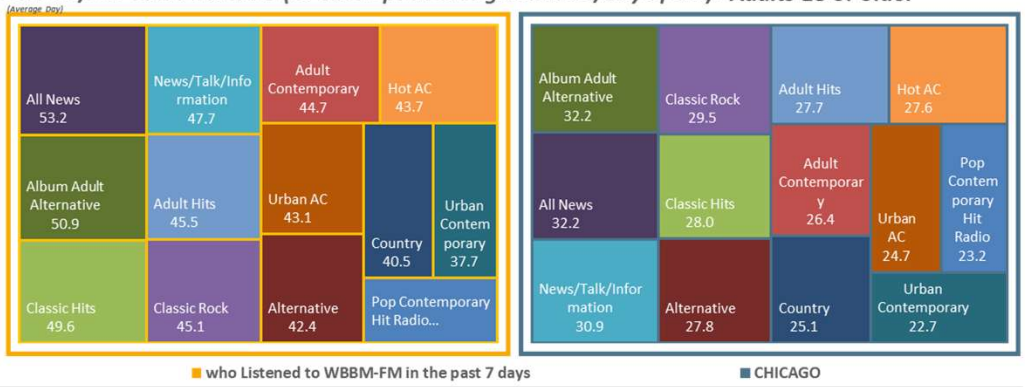
Radio Stations: WBBM-AM

692,252 or 100.% of Adults 18 or older who Listened to WBBM-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Pop Contemporary Hit Radio, Hot AC, Adult Contemporary, Rhythmic Oldies, and Alternative.

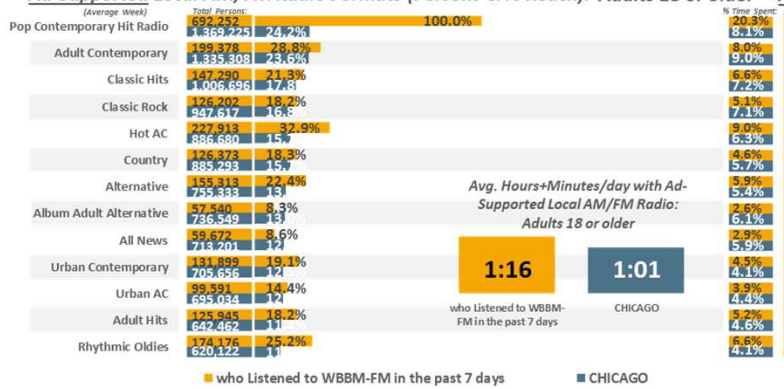
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



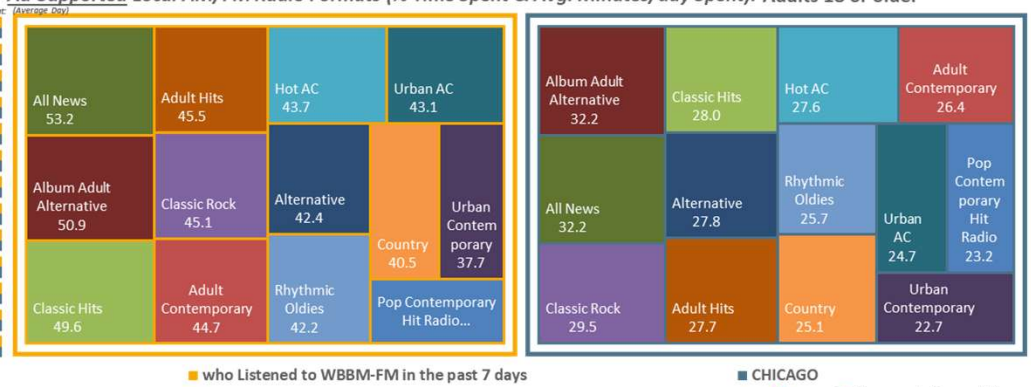
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 407

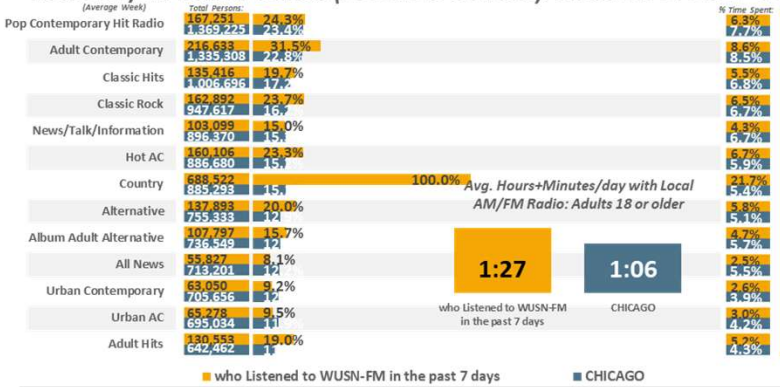
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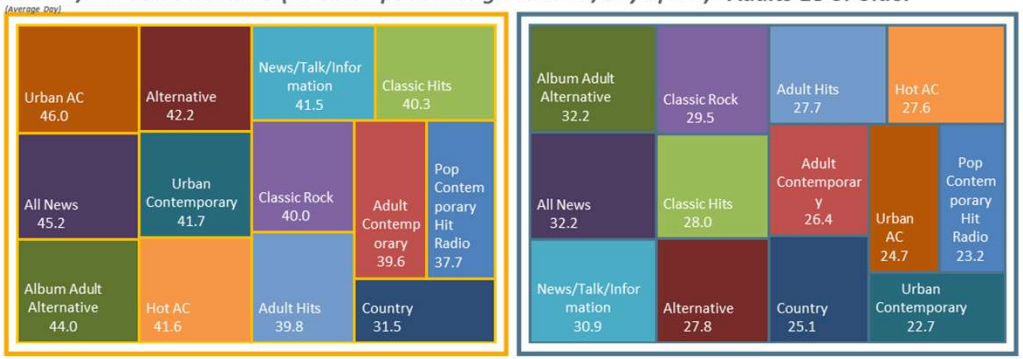
Radio Stations: WBBM-FM

688,522 or 100.% of Adults 18 or older who Listened to WUSN-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, Adult Contemporary, Pop Contemporary Hit Radio, Classic Rock, and Hot AC.

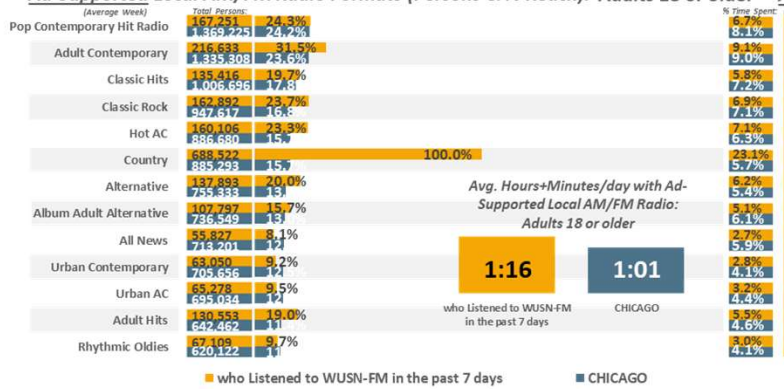
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



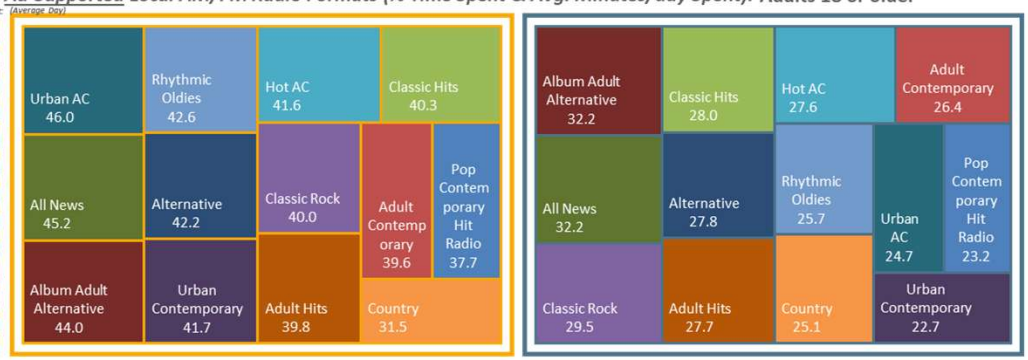
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 421

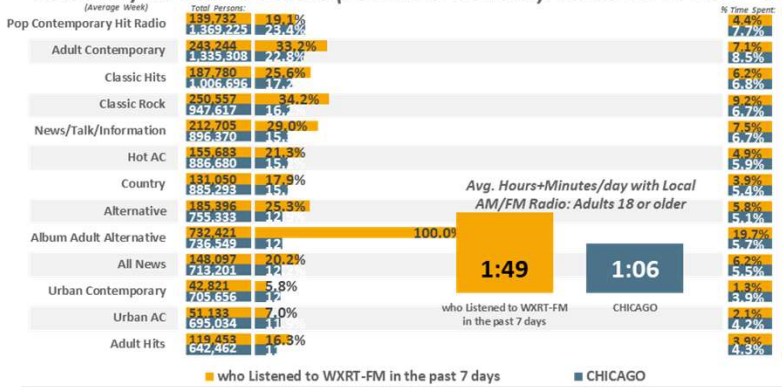
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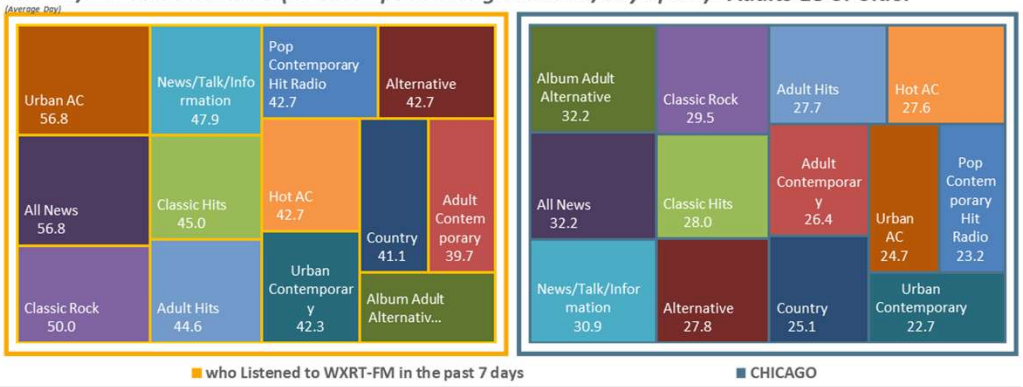
Radio Stations: WUSN-FM

732,421 or 100.% of Adults 18 or older who Listened to WXRT-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Album Adult Alternative, Classic Rock, Adult Contemporary, Classic Hits, and Alternative.

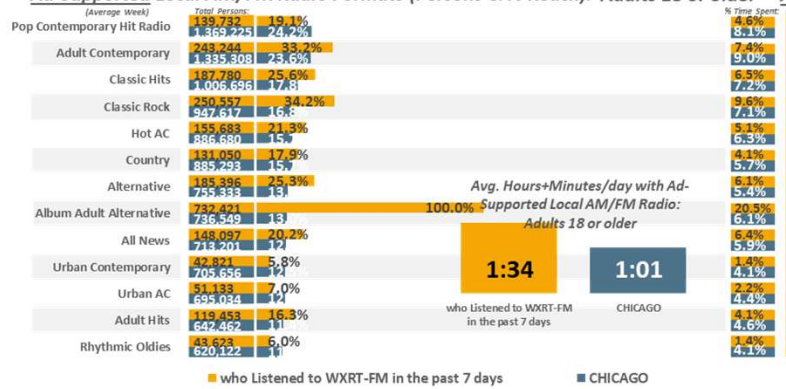
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



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



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



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



CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 446

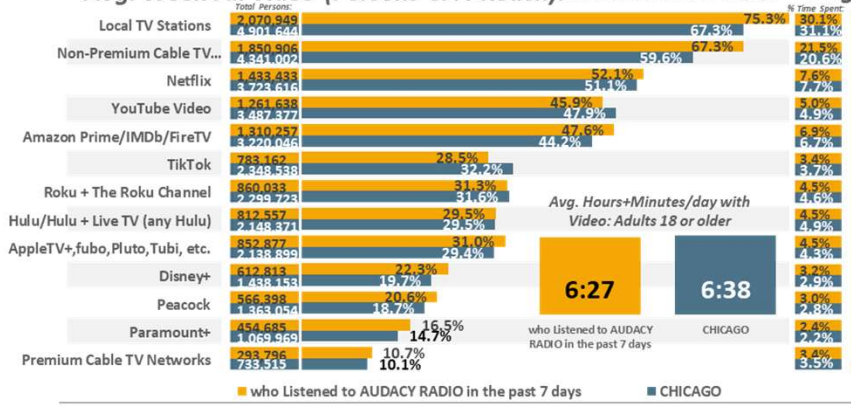
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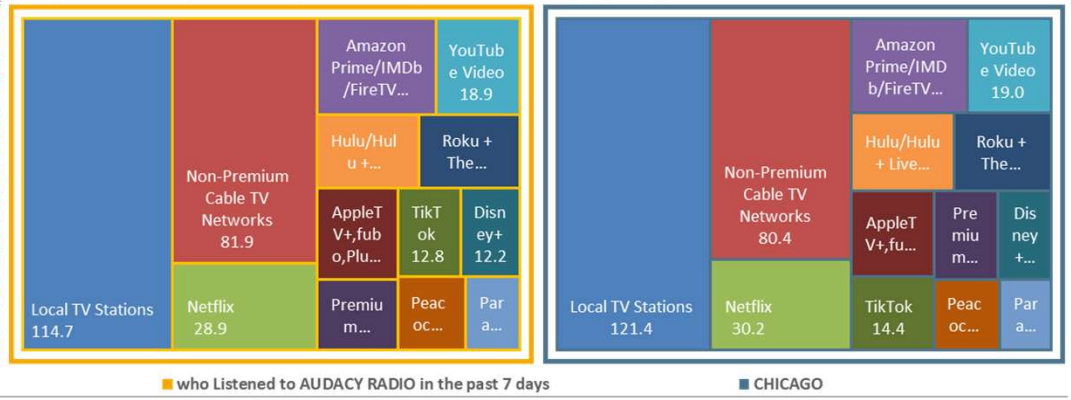
Radio Stations: WXRT-FM

2,041,008 or 74.2% of Adults 18 or older who Listened to AUDACY RADIO in the past 7 days watch Ad-Supported Local TV Stations for an average of 108.1 minutes every day representing 34.5% of all time spent daily with Ad-Supported Video.

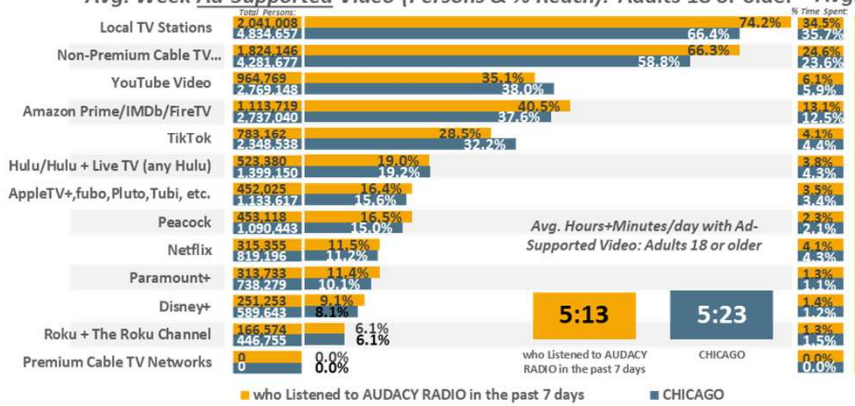
Avg. Week All Video (Persons & % Reach): Adults 18 or older



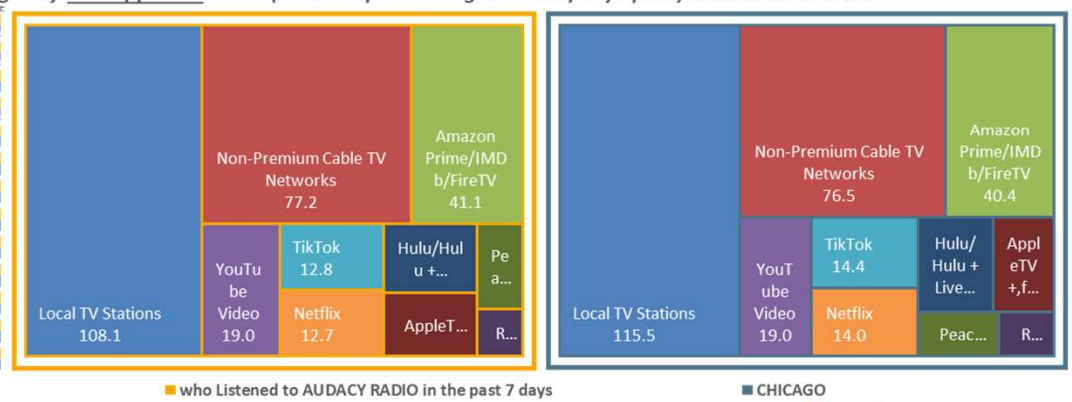
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 1,650

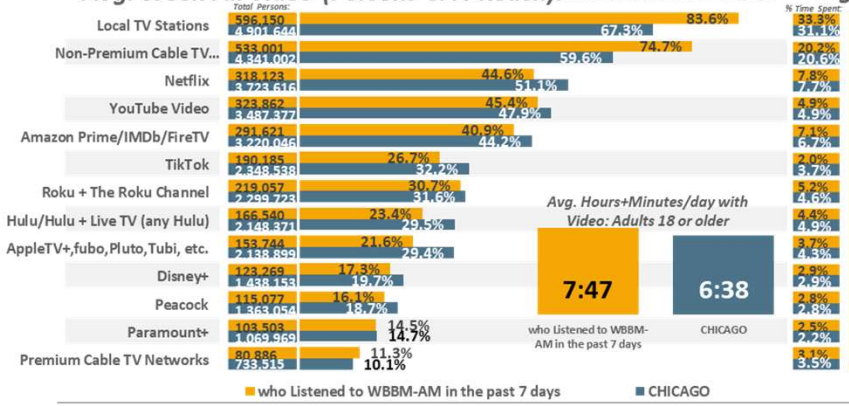
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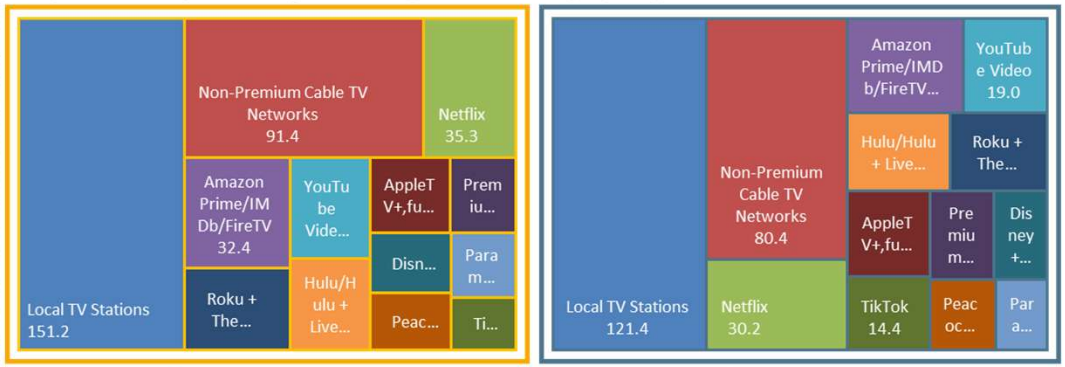
(Radio Stations: WBBM-AM OR Radio Stations: WBBM-FM OR Radio Stations: WBMX-FM OR Radio Stations: WSCR-AM OR Radio Stations: WUSN-FM OR Radio Stations: WXRT-FM)

584,031 or 81.9% of Adults 18 or older who Listened to WBBM-AM in the past 7 days watch Ad-Supported Local TV Stations for an average of 140.7 minutes every day representing 37.2% of all time spent daily with Ad-Supported Video.

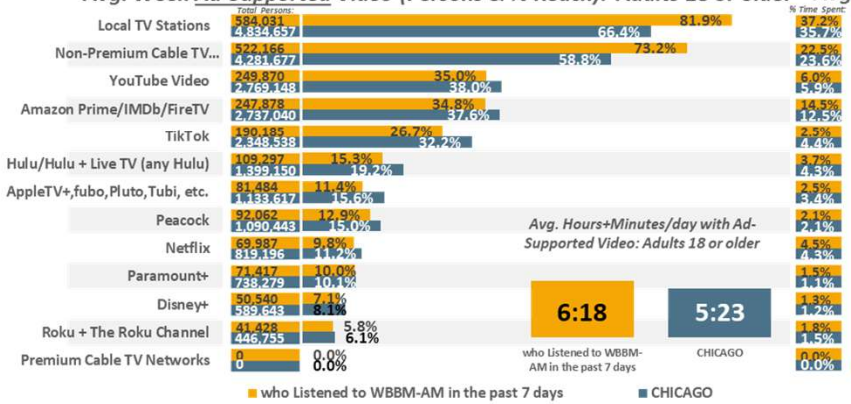
Avg. Week All Video (Persons & % Reach): Adults 18 or older



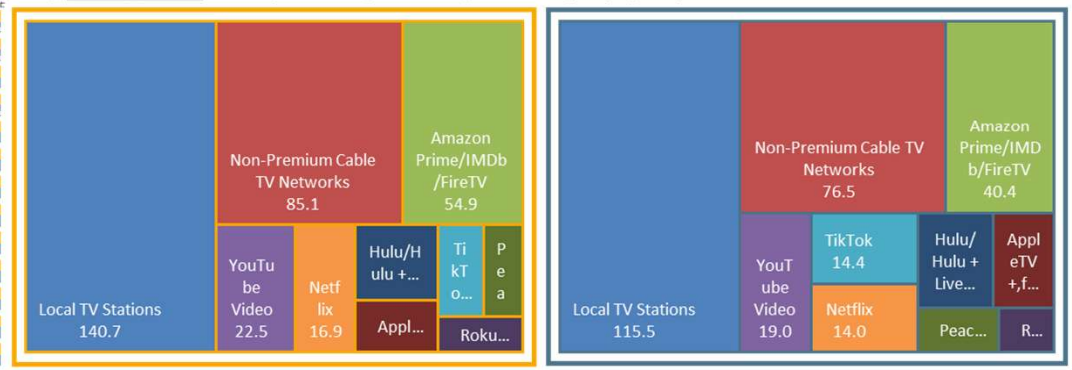
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 438

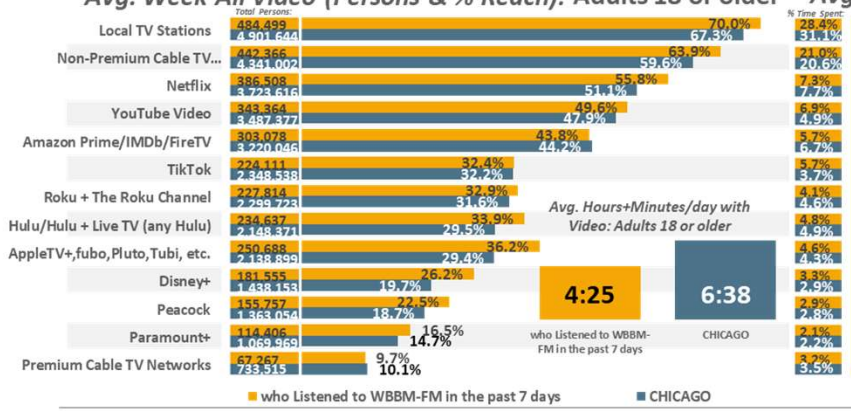
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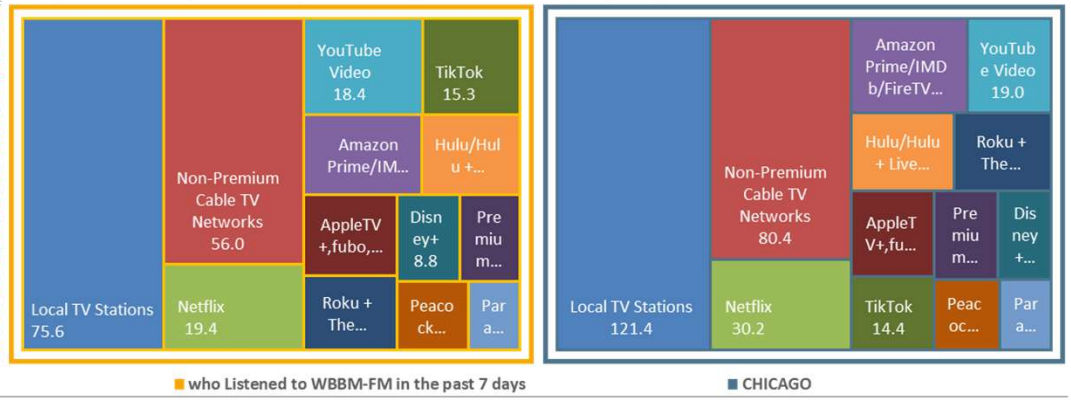
Radio Stations: WBBM-AM

479,246 or 69.2% of Adults 18 or older who Listened to WBBM-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 71.5 minutes every day representing 33.2% of all time spent daily with Ad-Supported Video.

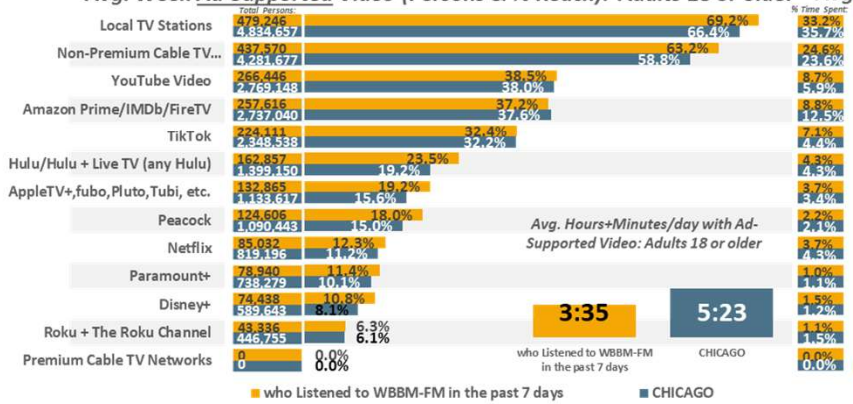
Avg. Week All Video (Persons & % Reach): Adults 18 or older



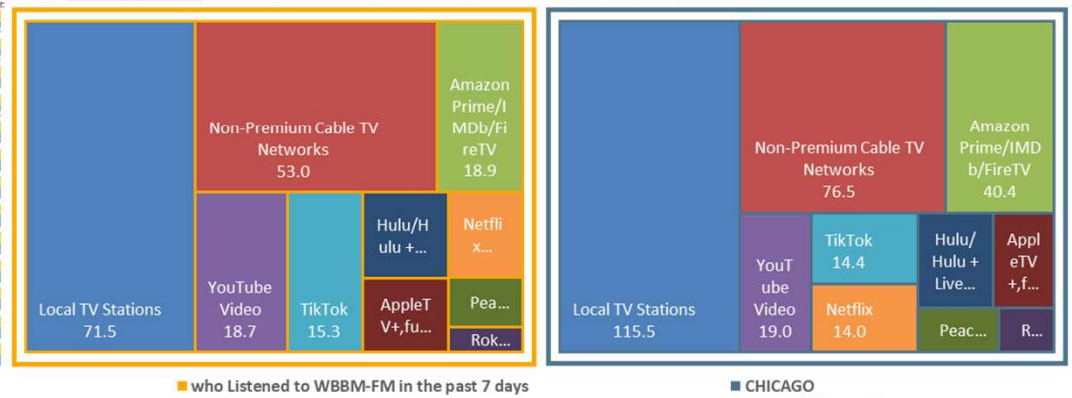
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 407

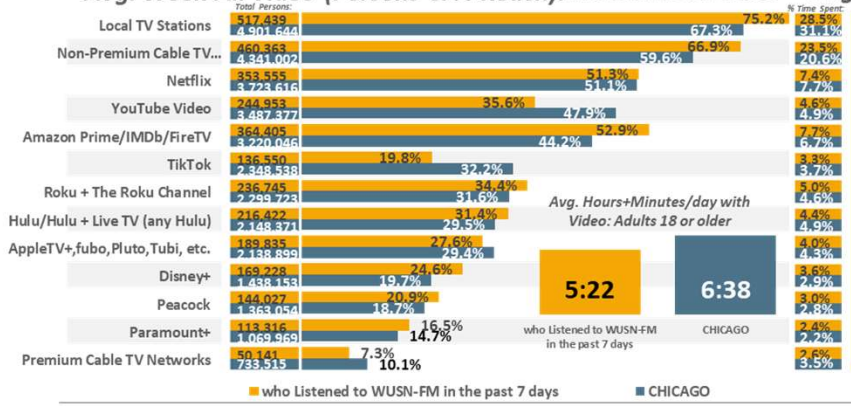
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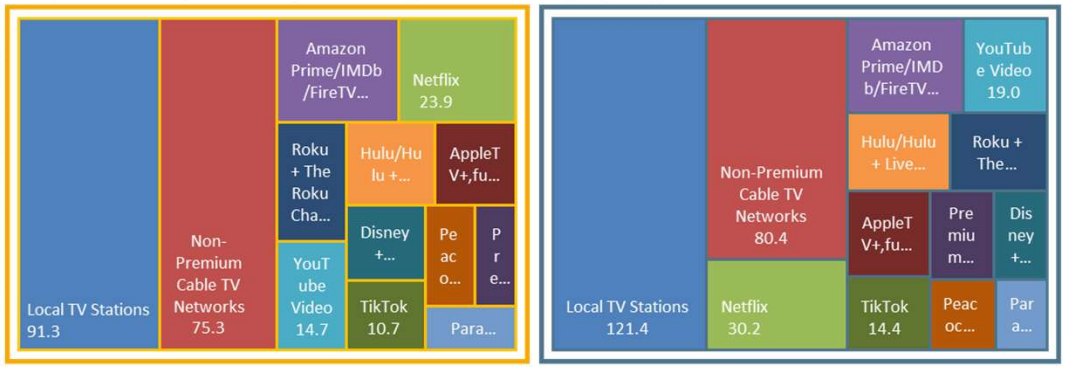
Radio Stations: WBBM-FM

508,623 or 73.9% of Adults 18 or older who Listened to WUSN-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 84.6 minutes every day representing 32.6% of all time spent daily with Ad-Supported Video.

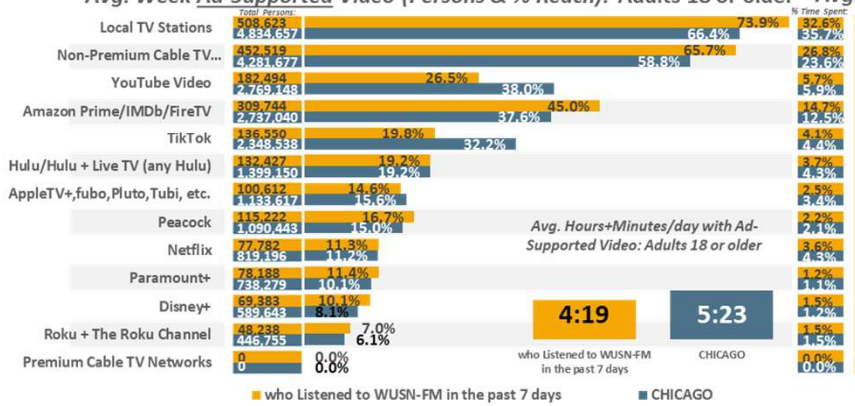
Avg. Week All Video (Persons & % Reach): Adults 18 or older



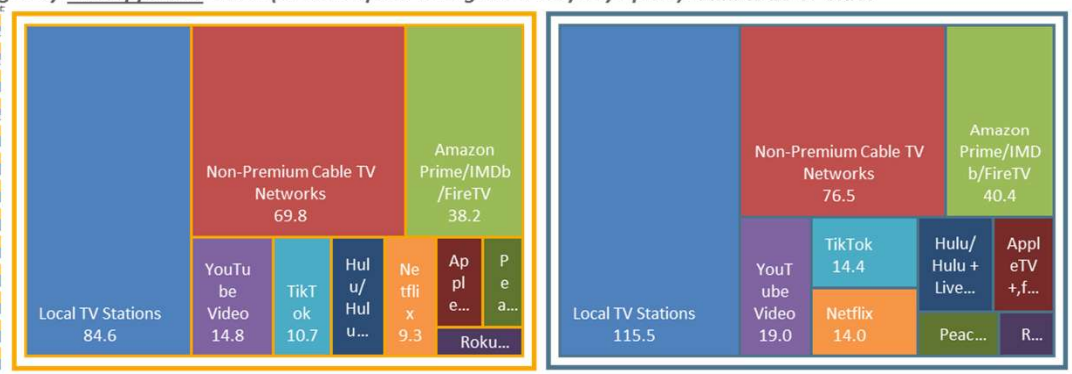
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 421

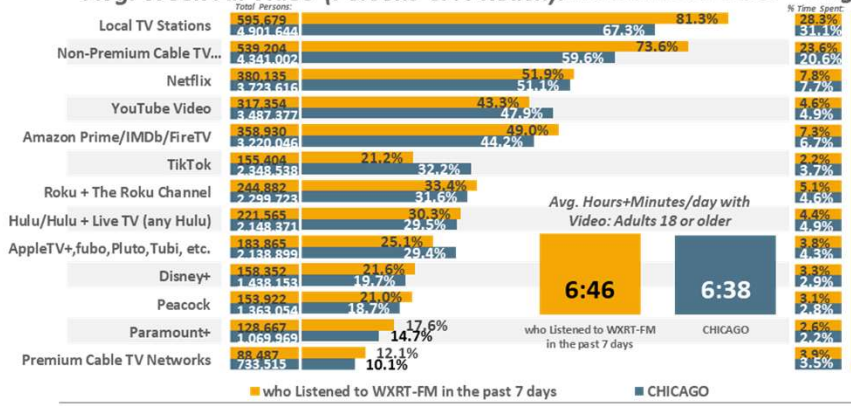
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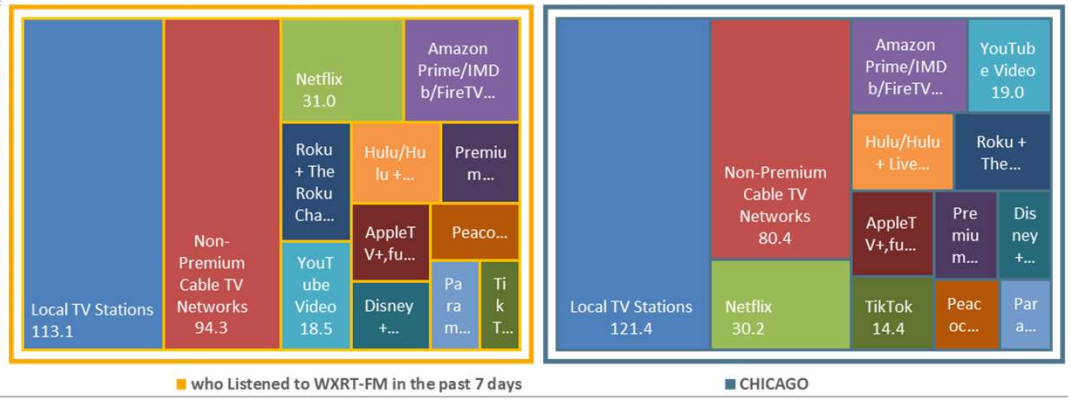
Radio Stations: WUSN-FM

590,869 or 80.7% of Adults 18 or older who Listened to WXRT-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 106.3 minutes every day representing 32.5% of all time spent daily with Ad-Supported Video.

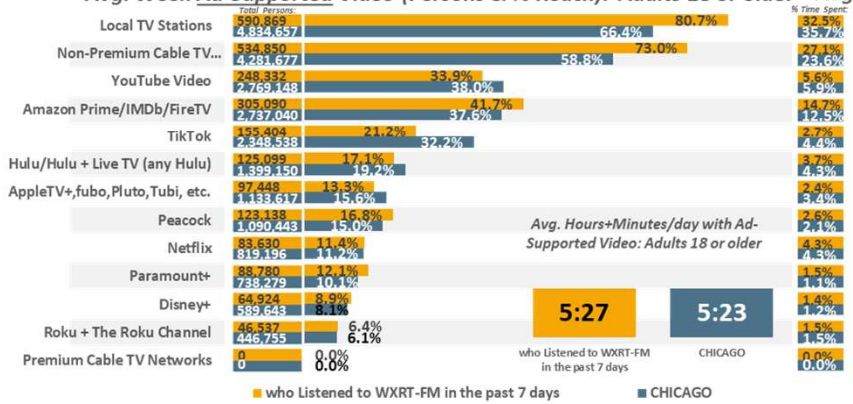
Avg. Week All Video (Persons & % Reach): Adults 18 or older



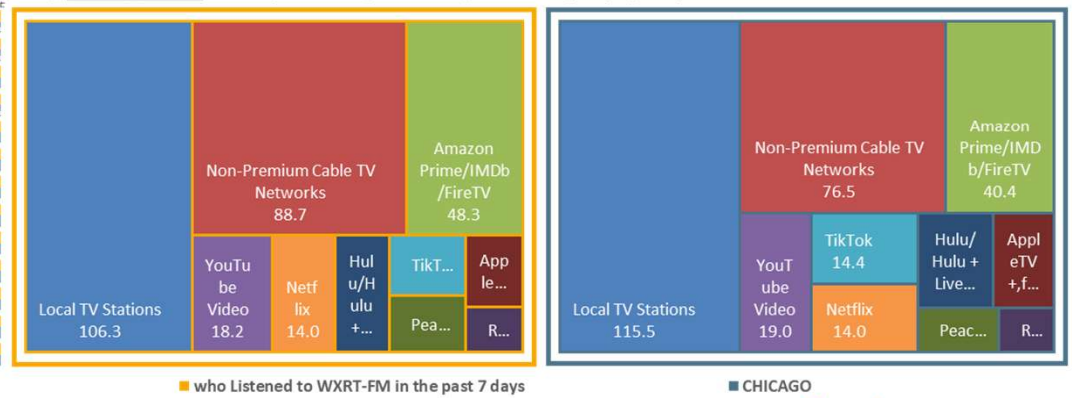
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



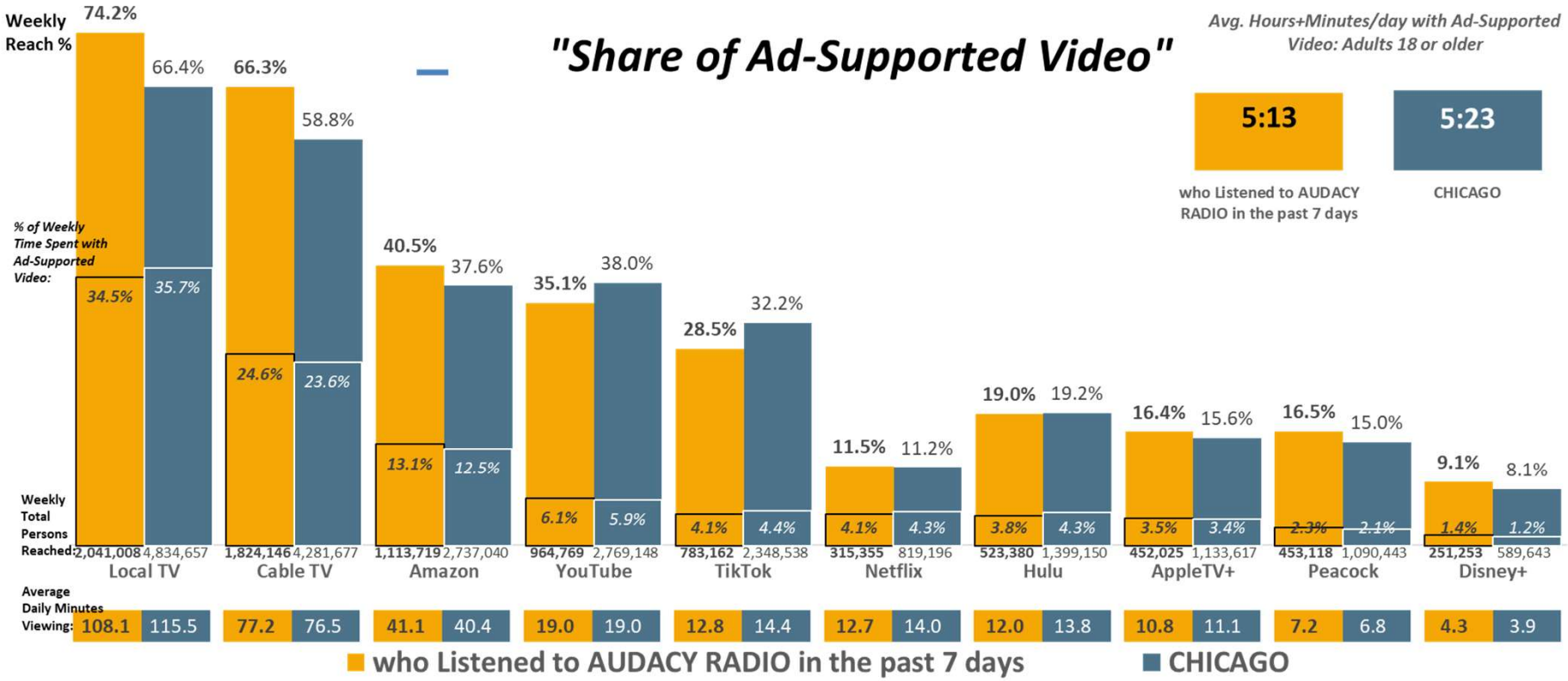
CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 446

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Radio Stations: WXRT-FM

2,041,008 or 74.2% of Adults 18 or older who Listened to AUDACY RADIO in the past 7 days watch Ad-Supported Local TV Stations for an average of 108.1 minutes every day representing 34.5% of all time spent daily with Ad-Supported Video.



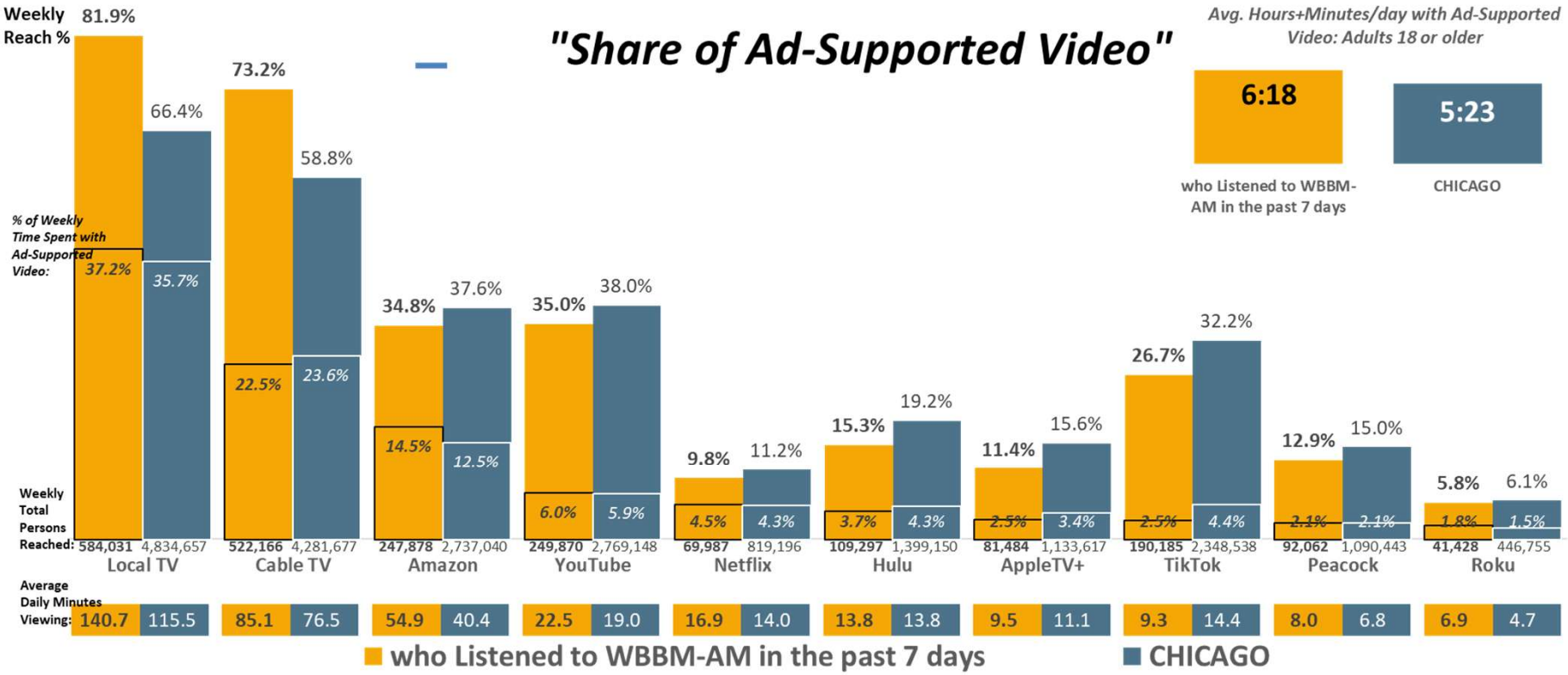
CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 1,650 CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 4,132

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

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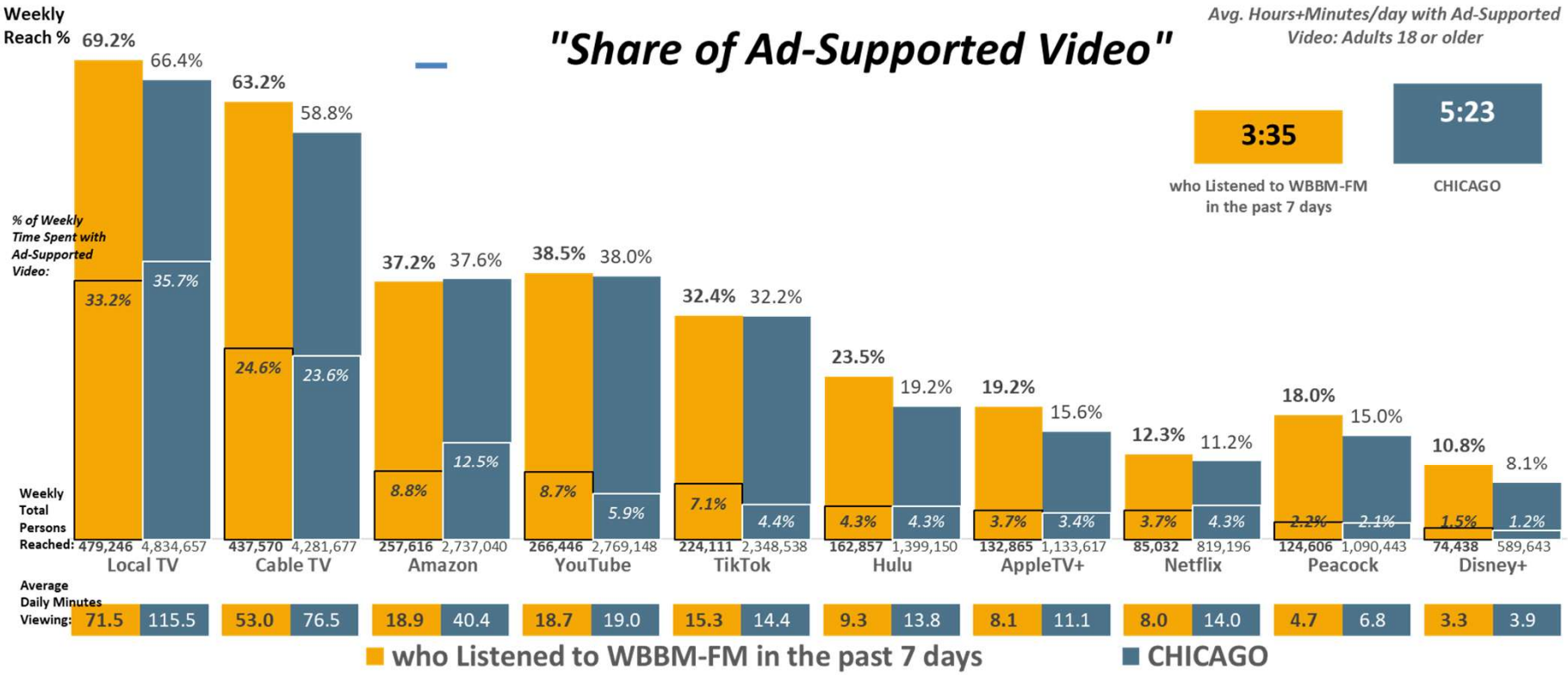
CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 438 CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 4,132

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Radio Stations: WBBM-AM

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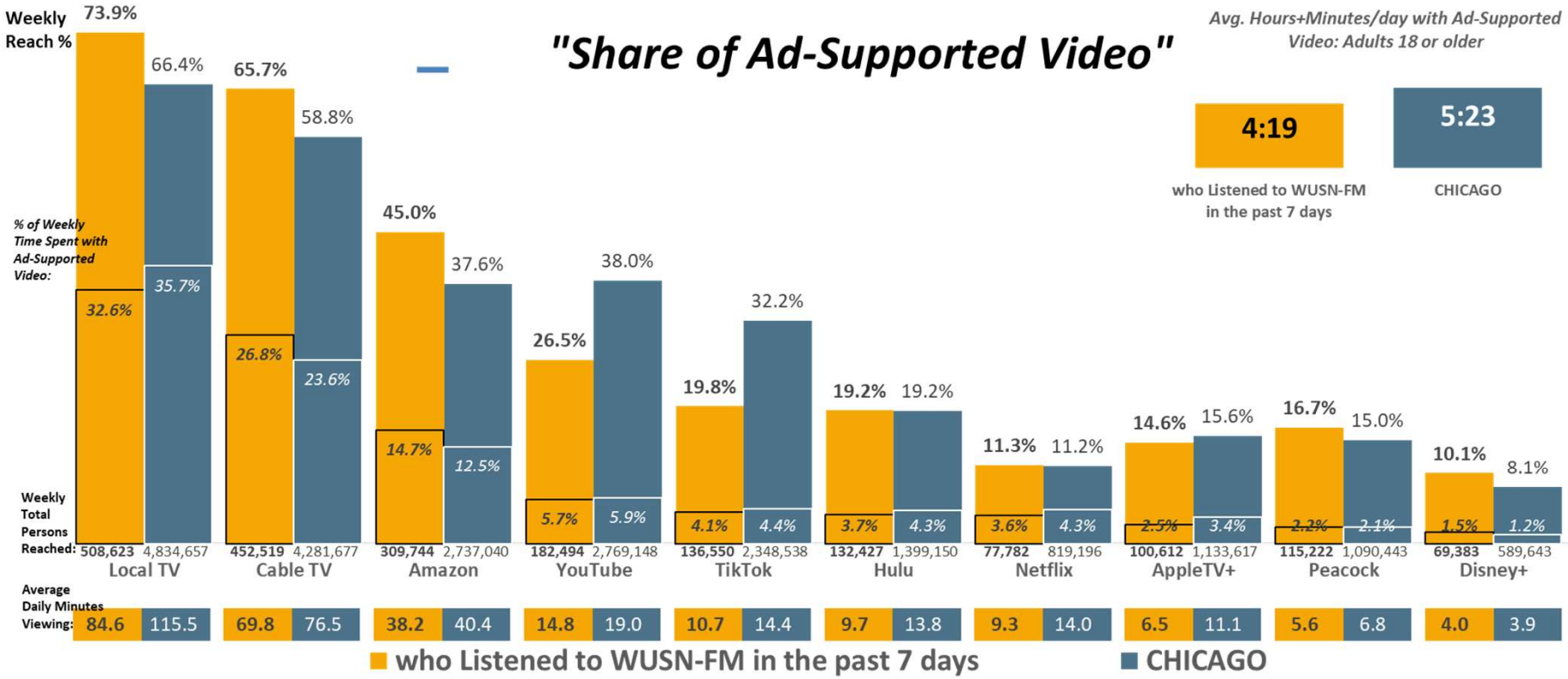
CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 407 CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 4,132

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Radio Stations: WBBM-FM

508,623 or 73.9% of Adults 18 or older who Listened to WUSN-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 84.6 minutes every day representing 32.6% of all time spent daily with Ad-Supported Video.



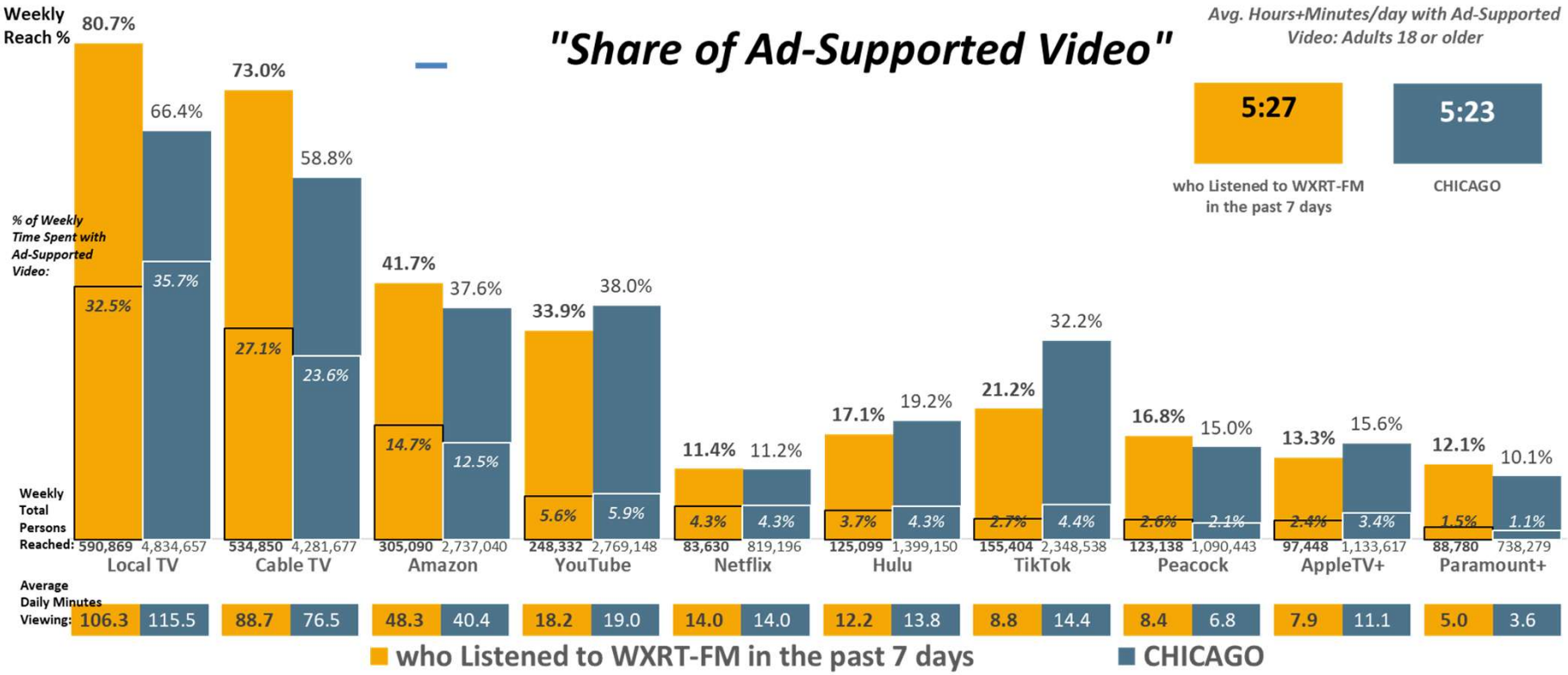
CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 421 CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 4,132

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Radio Stations: WUSN-FM

590,869 or 80.7% of Adults 18 or older who Listened to WXRT-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 106.3 minutes every day representing 32.5% of all time spent daily with Ad-Supported Video.



CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 446 CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 4,132

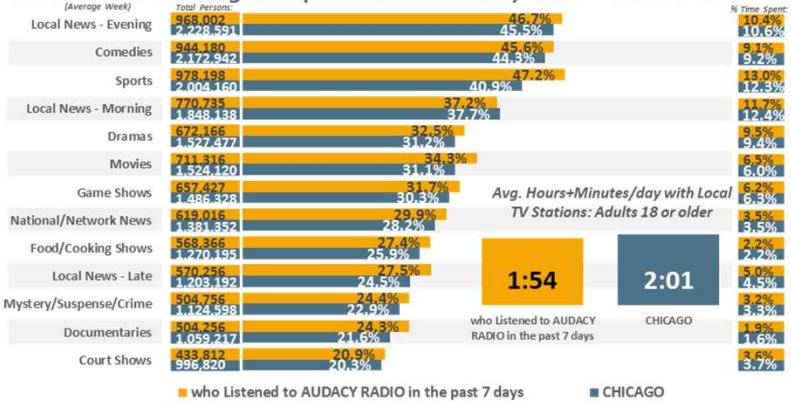
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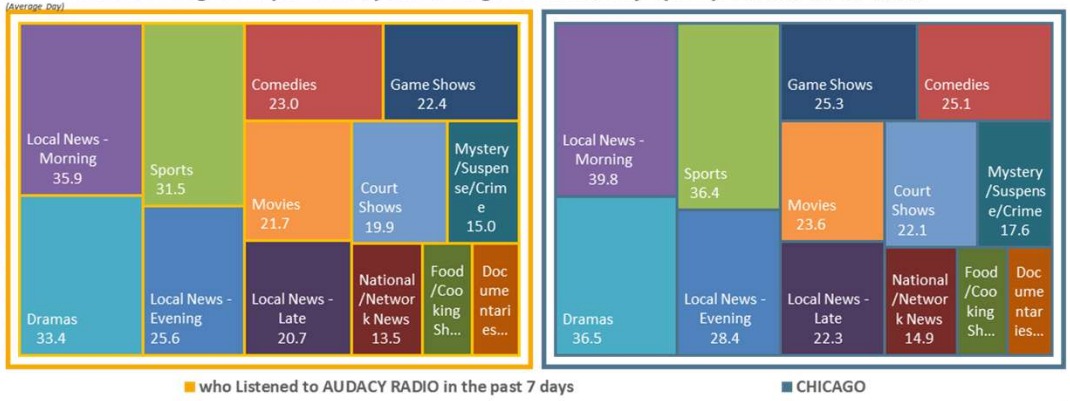
Radio Stations: WXRT-FM

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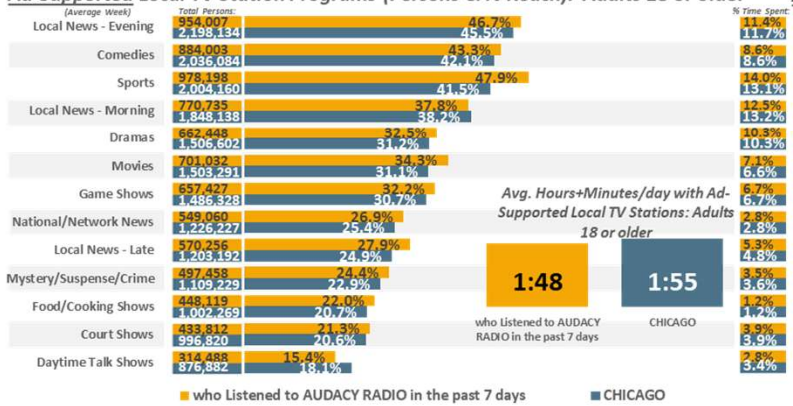
Local TV Station Programs (Persons & % Reach): Adults 18 or older



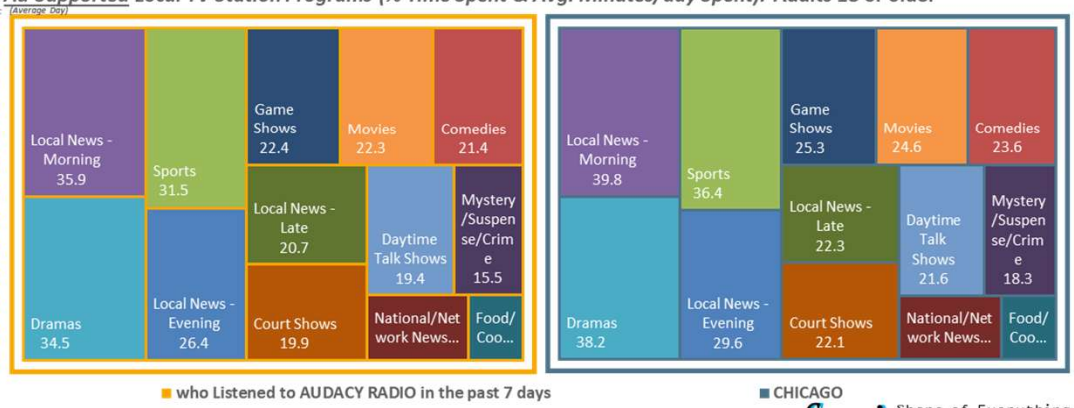
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 1,650

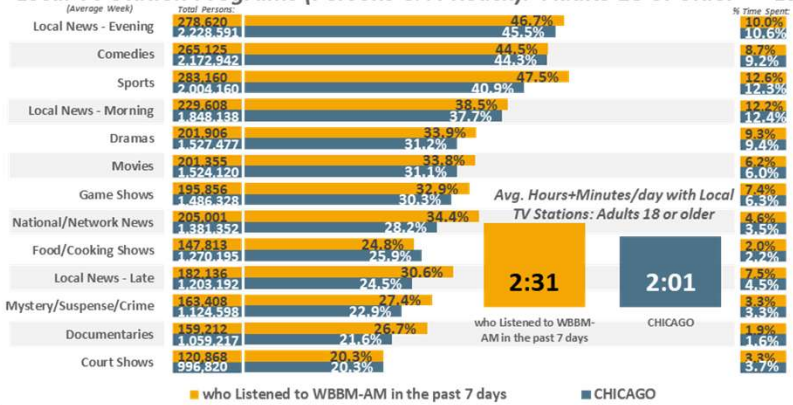
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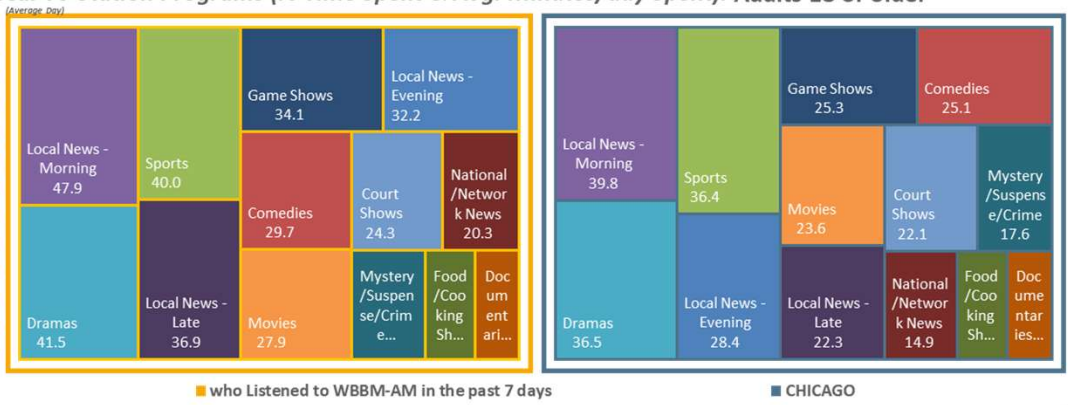
(Radio Stations: WBBM-AM OR Radio Stations: WBBM-FM OR Radio Stations: WBMX-FM OR Radio Stations: WSCR-AM OR Radio Stations: WUSN-FM OR Radio Stations: WXRT-FM)

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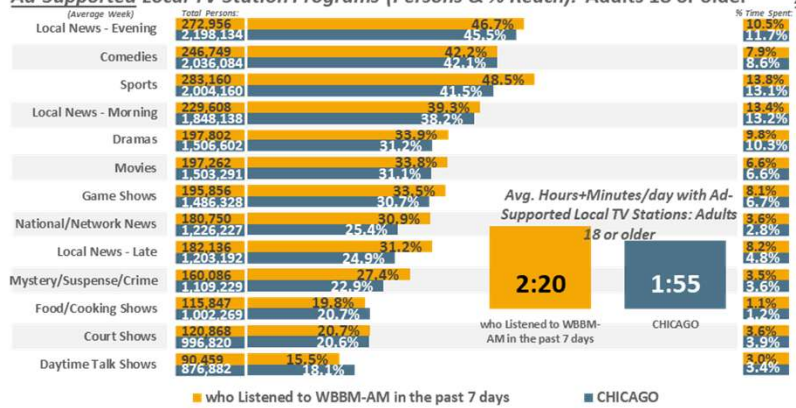
Local TV Station Programs (Persons & % Reach): Adults 18 or older



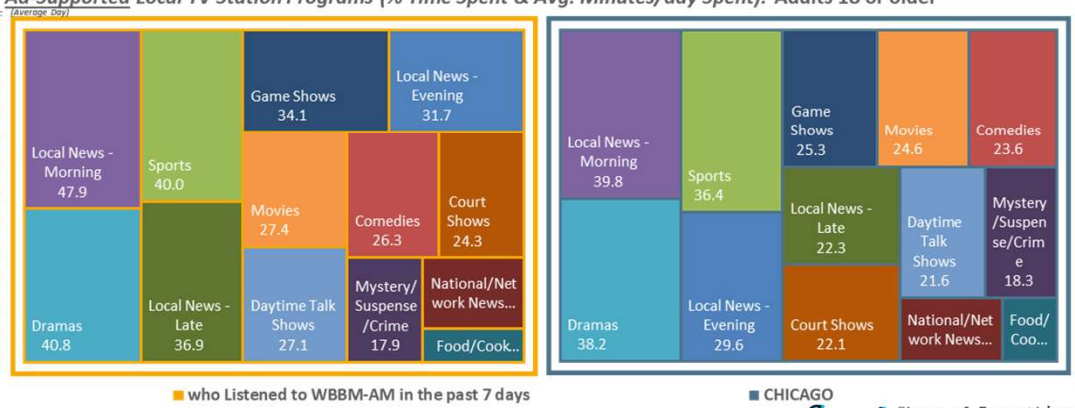
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 438

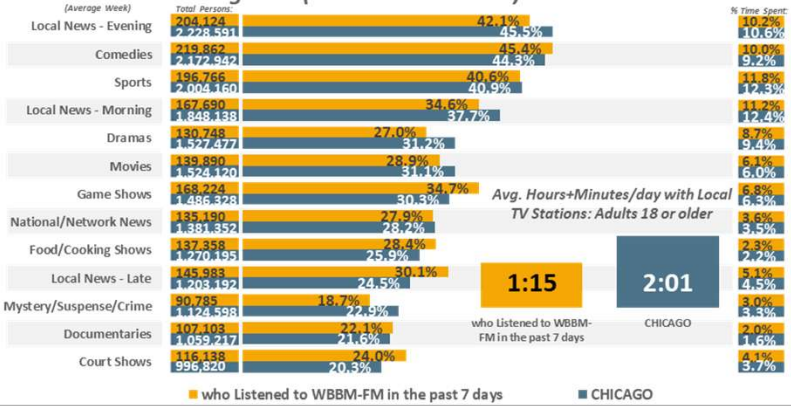
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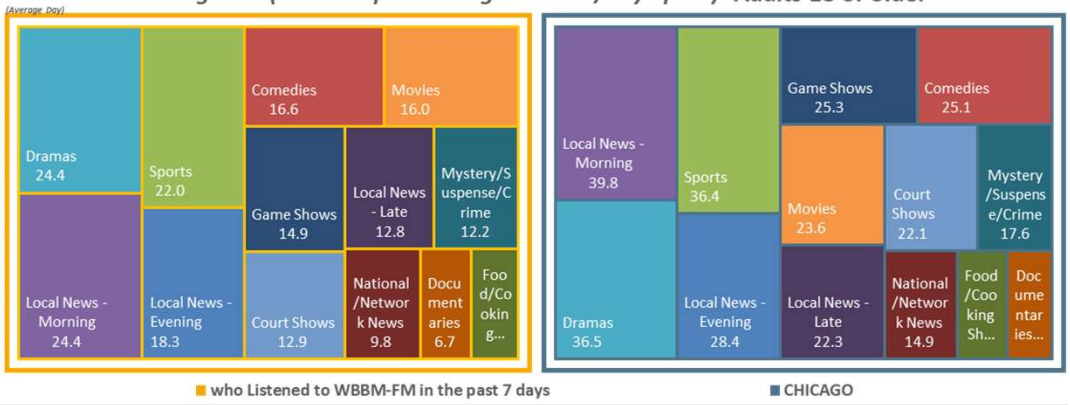
Radio Stations: WBBM-AM

479,246 or 69.2% of Adults 18 or older who Listened to WBBM-FM in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Comedies, Local News - Evening, Sports, Game Shows, Local News - Morning, and Local News - Late.

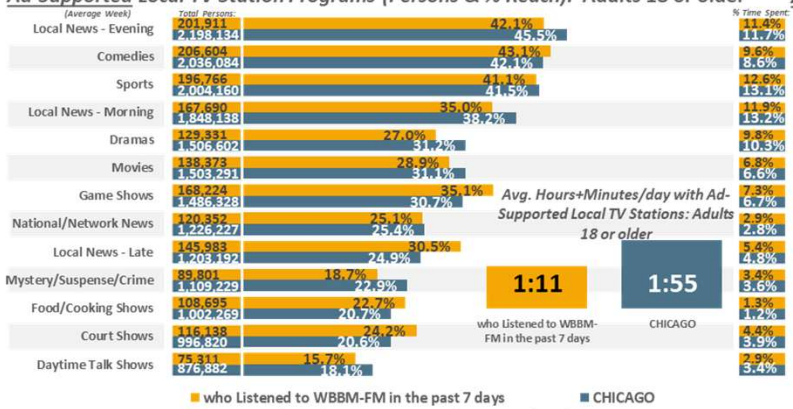
Local TV Station Programs (Persons & % Reach): Adults 18 or older



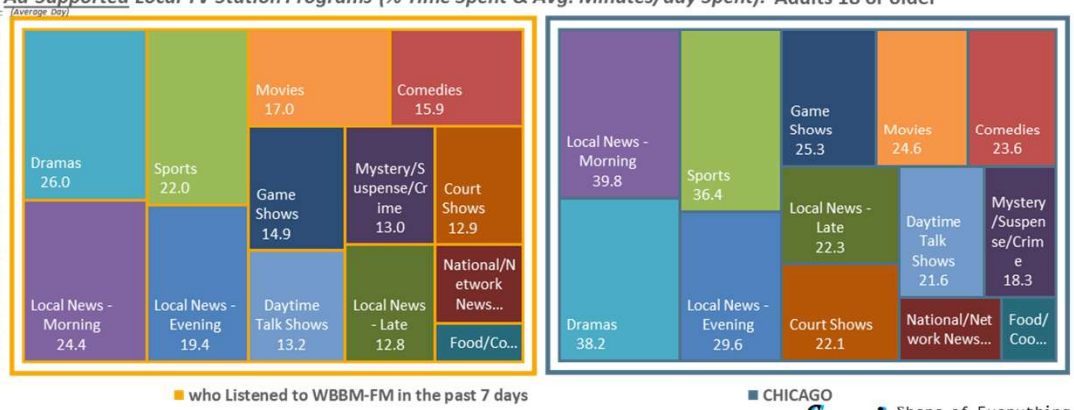
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 407

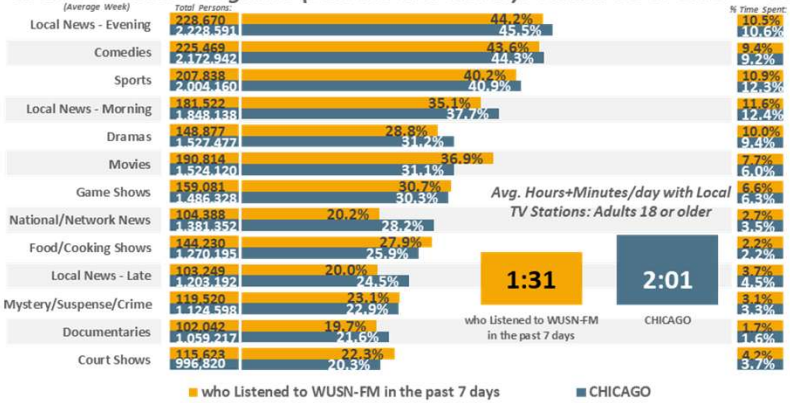
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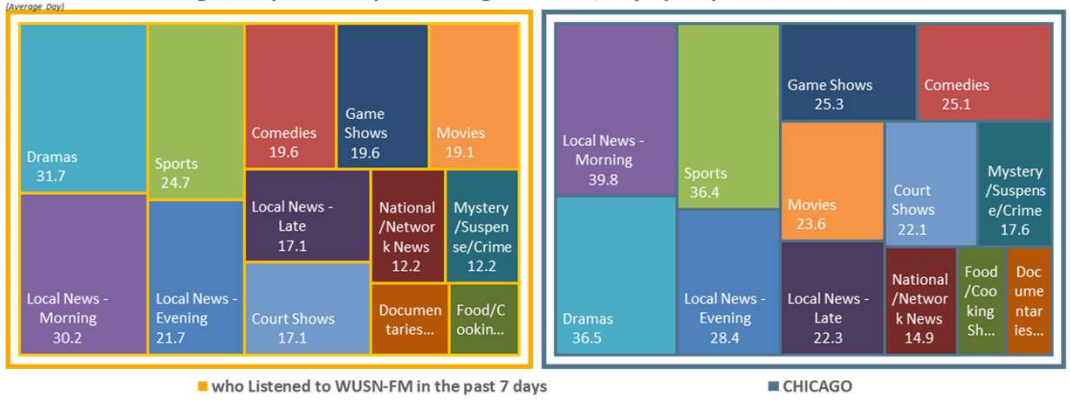
Radio Stations: WBBM-FM

508,623 or 73.9% of Adults 18 or older who Listened to WUSN-FM in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Comedies, Sports, Movies, Local News - Morning, and Game Shows.

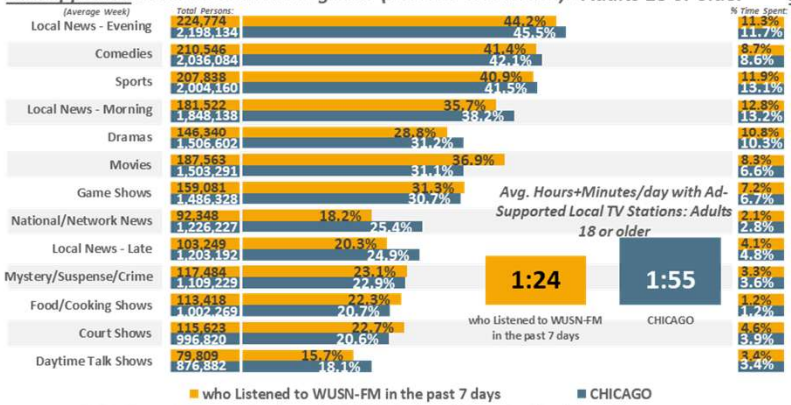
Local TV Station Programs (Persons & % Reach): Adults 18 or older



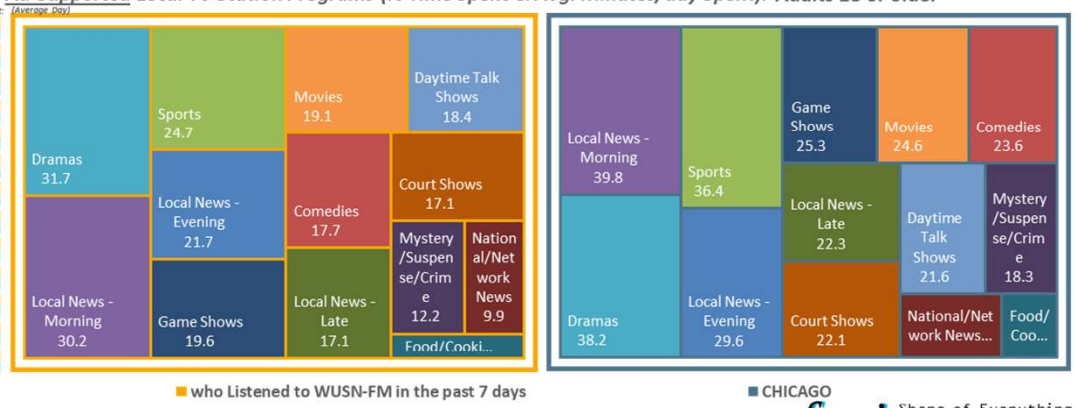
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 421

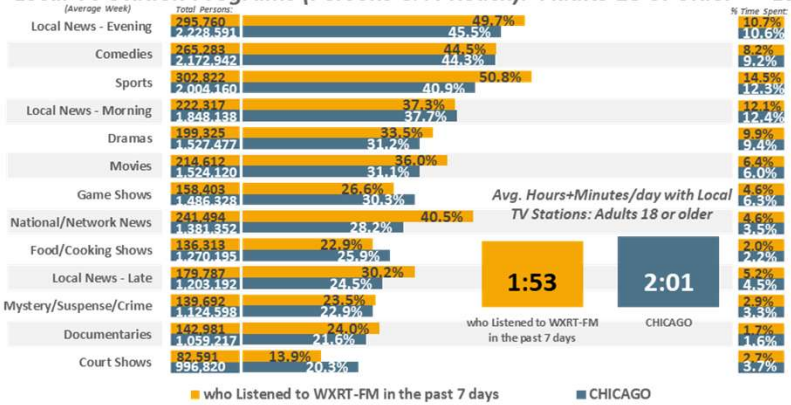
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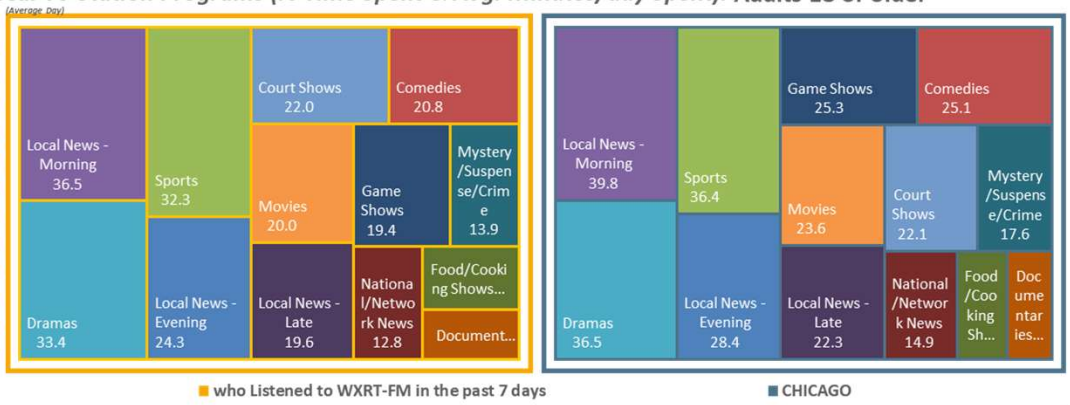
Radio Stations: WUSN-FM

590,869 or 80.7% of Adults 18 or older who Listened to WXRT-FM in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Comedies, Local News - Morning, National/Network News, and Movies.

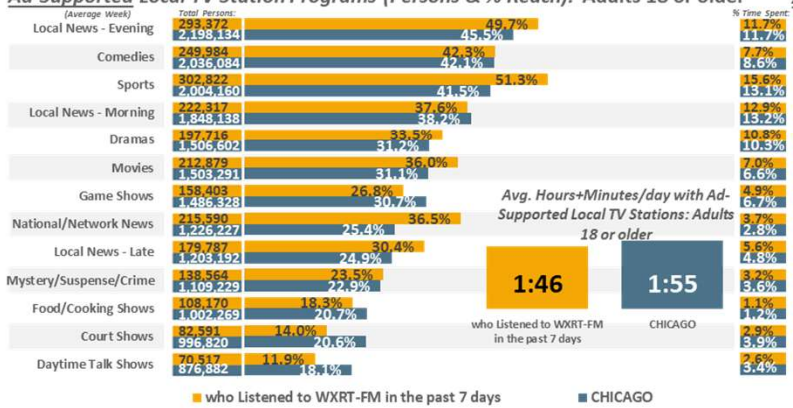
Local TV Station Programs (Persons & % Reach): Adults 18 or older



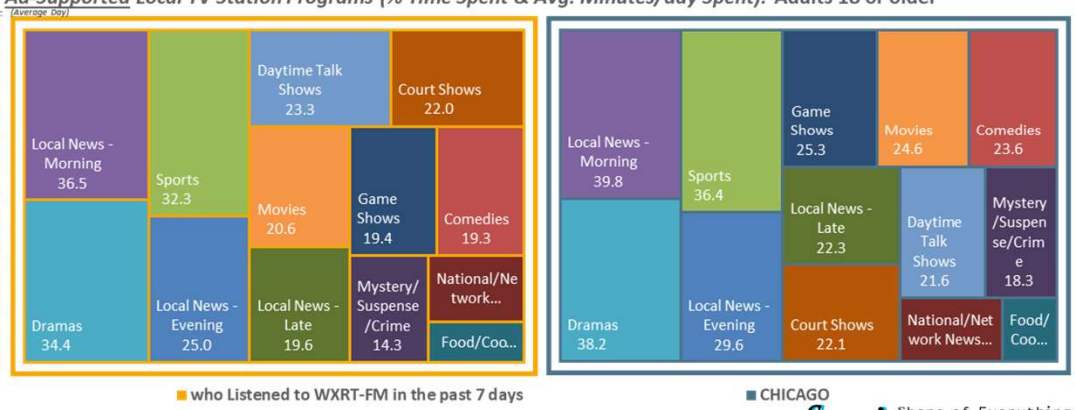
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 446

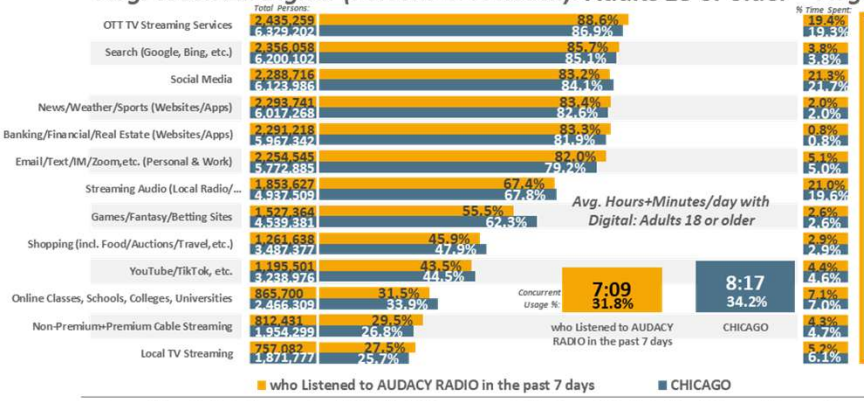
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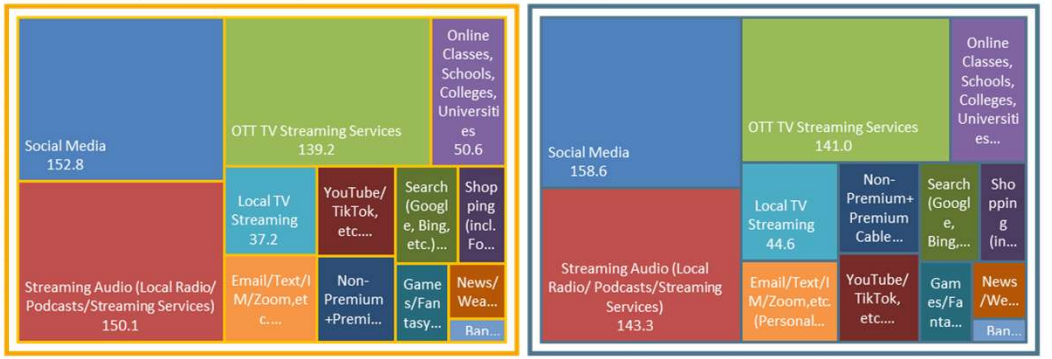
Radio Stations: WXRT-FM

2,033,580 or 74.% of Adults 18 or older who Listened to AUDACY RADIO in the past 7 days use Ad-Supported Social Media for an average of 135.8 minutes every day representing 26.5% of all time spent daily with Ad-Supported Digital Media.

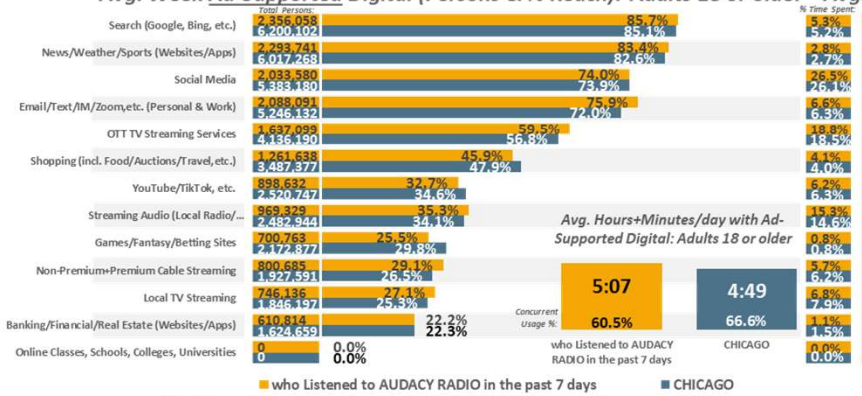
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



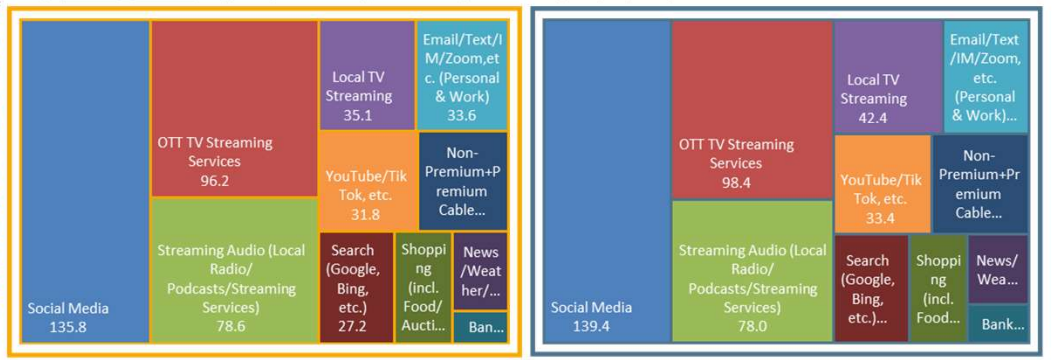
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 1,650

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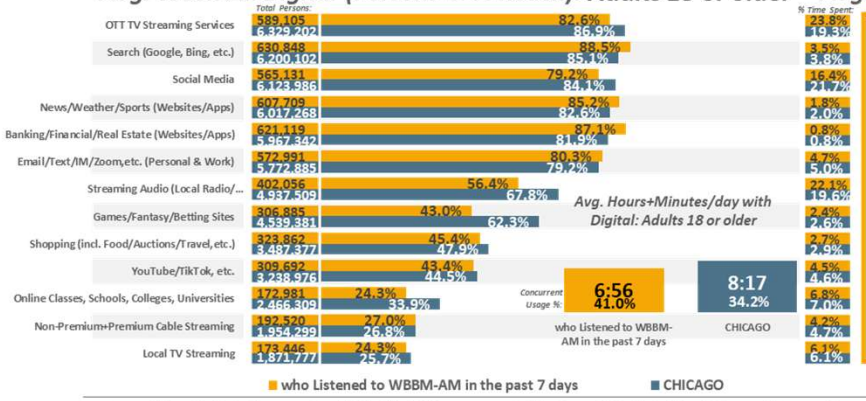
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(Radio Stations: WBBM-AM OR Radio Stations: WBBM-FM OR Radio Stations: WBMX-FM OR Radio Stations: WSCR-AM OR Radio Stations: WUSN-FM OR Radio Stations: WXRT-FM)

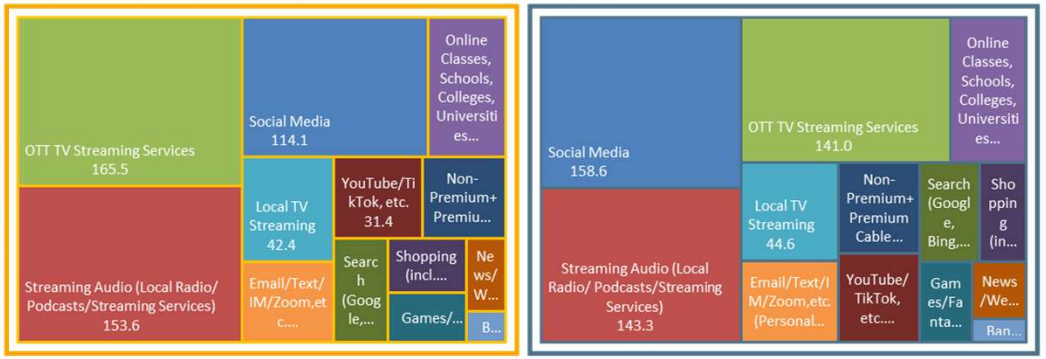
WBBM NEWSRADIO 780AM · 105.9FM

503,376 or 70.6% of Adults 18 or older who Listened to WBBM-AM in the past 7 days use Ad-Supported Social Media for an average of 101.6 minutes every day representing 20.5% of all time spent daily with Ad-Supported Digital Media.

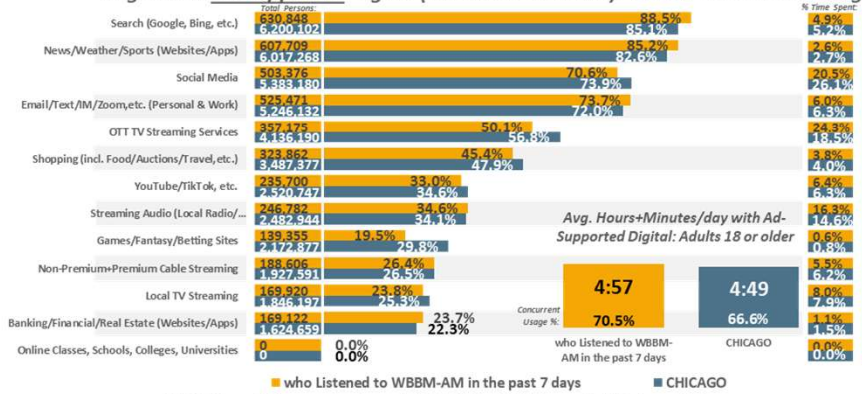
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



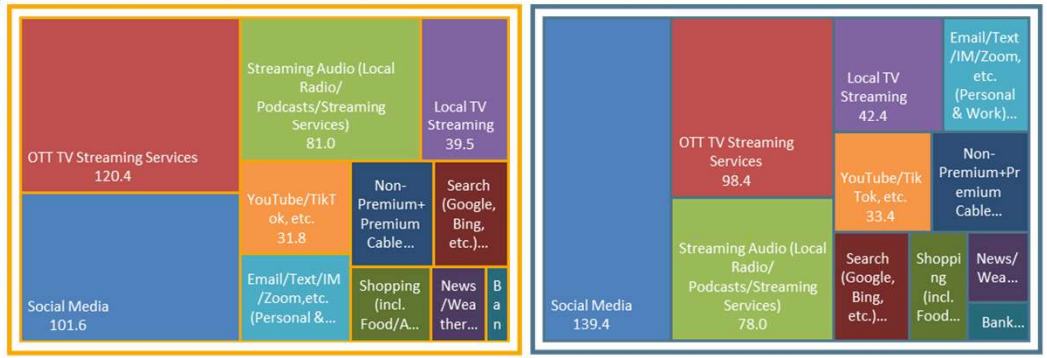
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 438

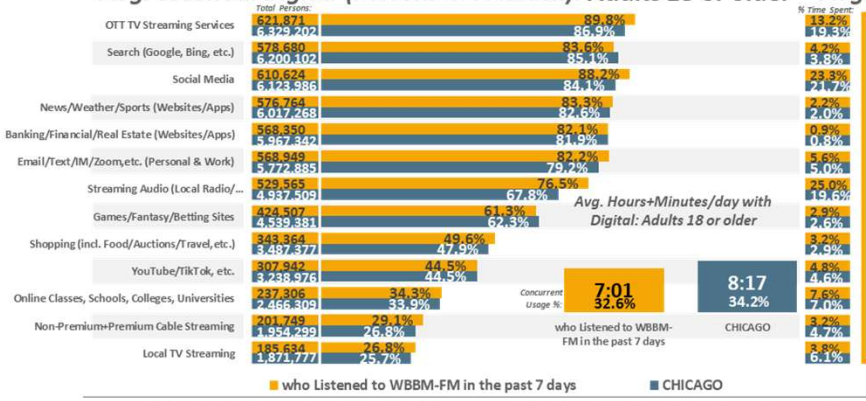
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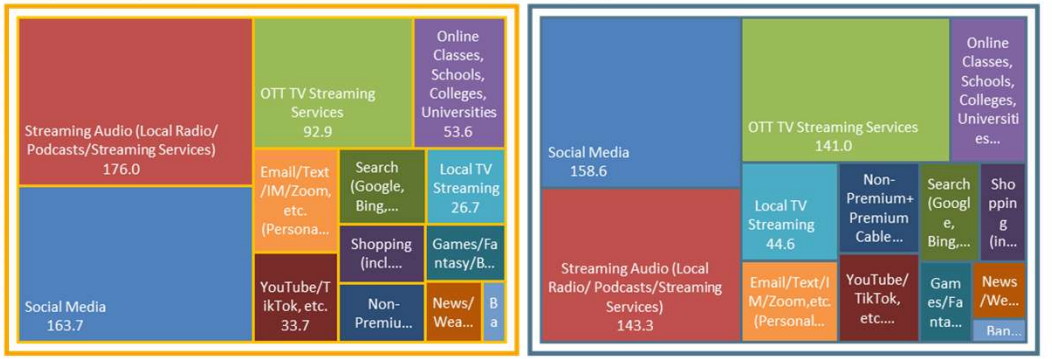
Radio Stations: WBBM-AM

556,564 or 80.4% of Adults 18 or older who Listened to WBBM-FM in the past 7 days use Ad-Supported Social Media for an average of 149.2 minutes every day representing 30.1% of all time spent daily with Ad-Supported Digital Media.

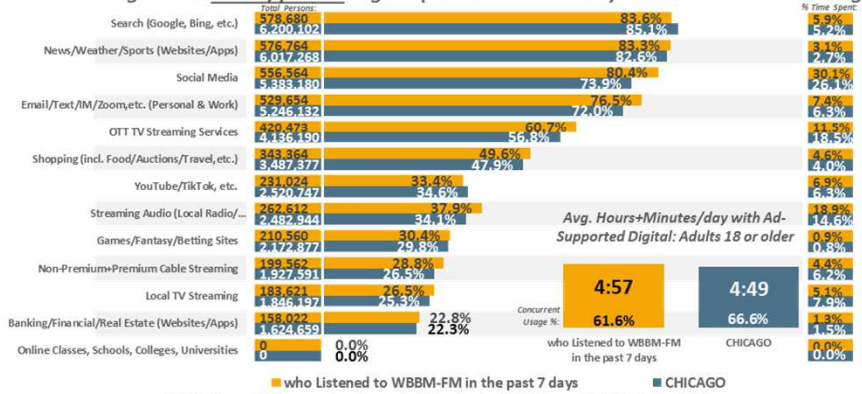
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



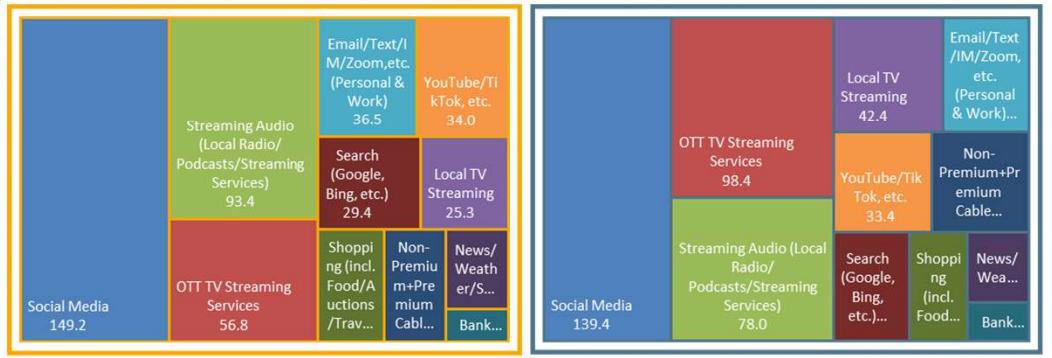
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 407

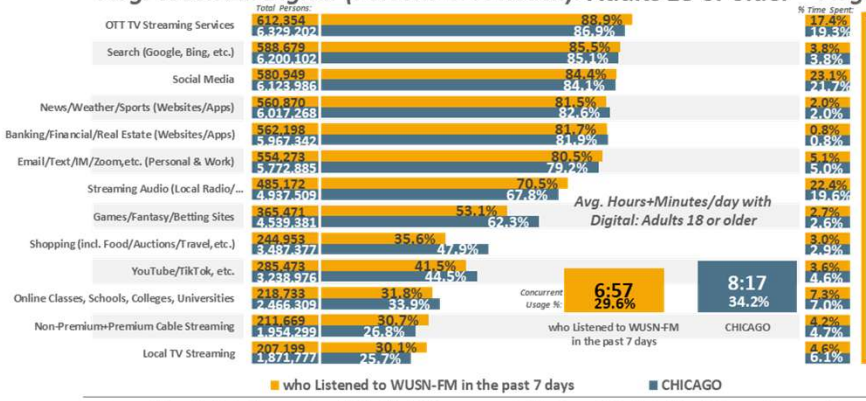
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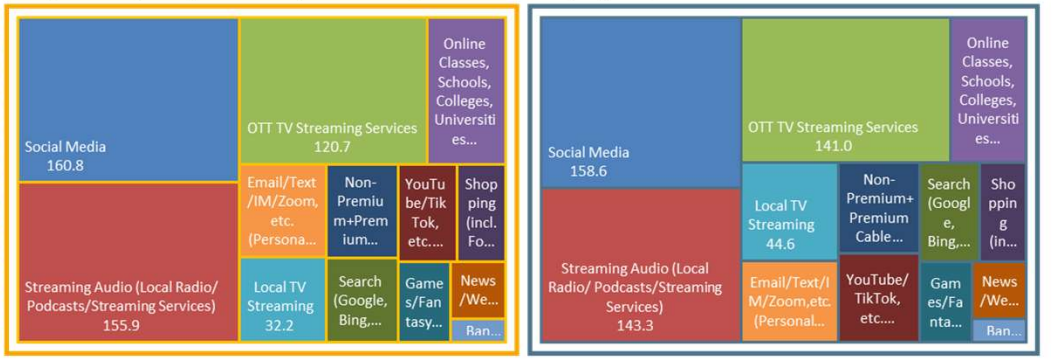
Radio Stations: WBBM-FM

500,941 or 72.8% of Adults 18 or older who Listened to WUSN-FM in the past 7 days use Ad-Supported Social Media for an average of 138.7 minutes every day representing 28.5% of all time spent daily with Ad-Supported Digital Media.

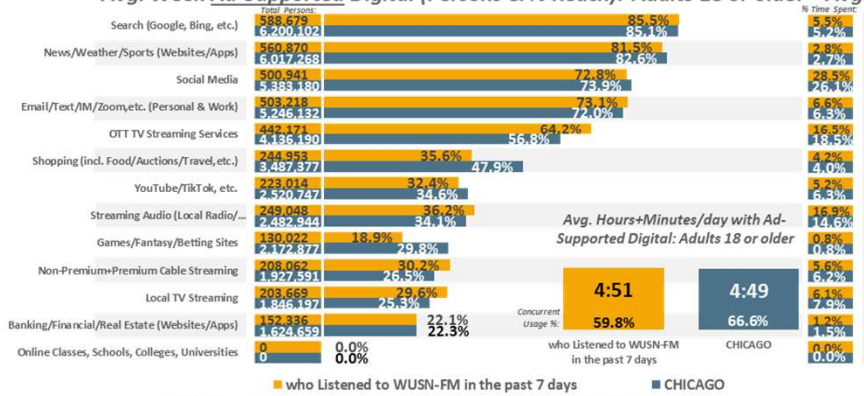
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



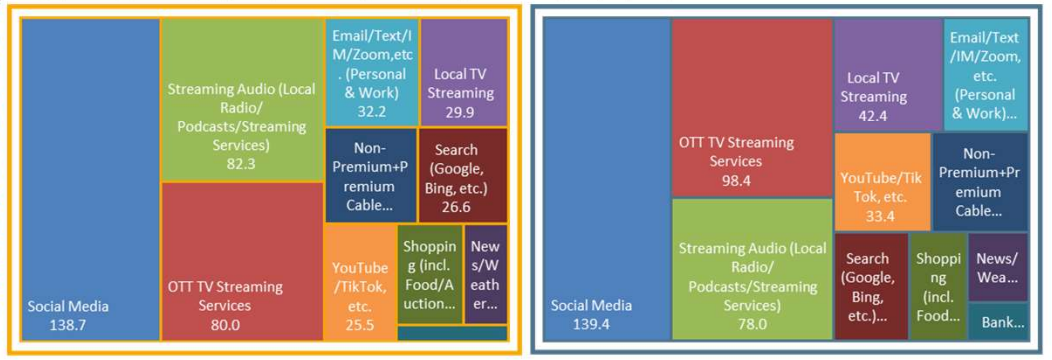
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 421

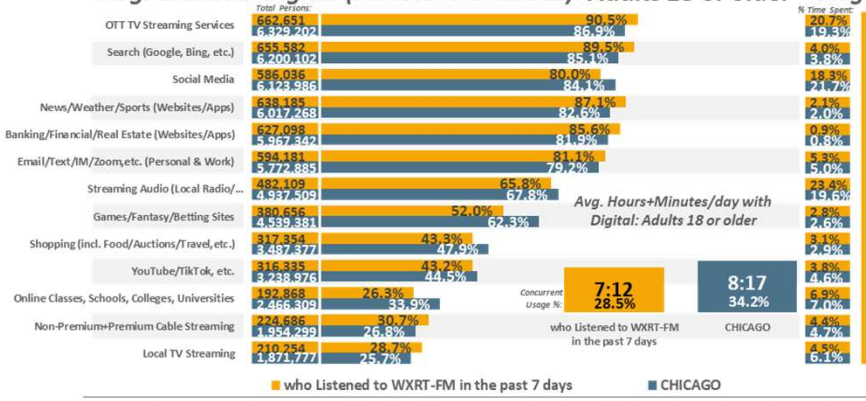
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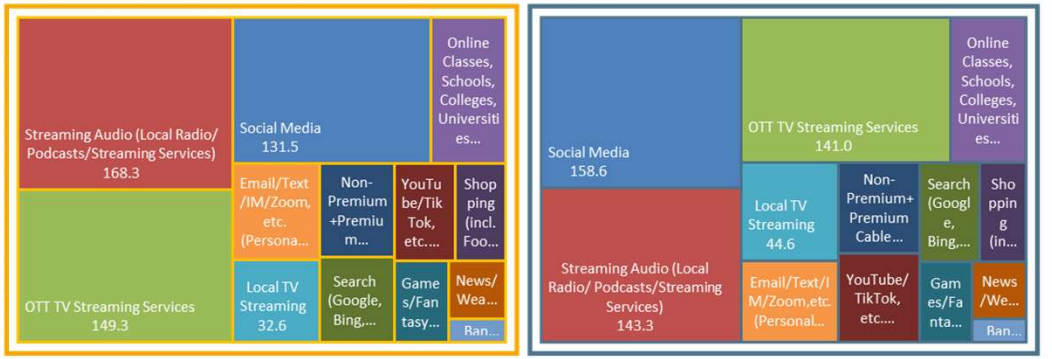
Radio Stations: WUSN-FM

530,345 or 72.4% of Adults 18 or older who Listened to WXRT-FM in the past 7 days use Ad-Supported Social Media for an average of 119. minutes every day representing 23.6% of all time spent daily with Ad-Supported Digital Media.

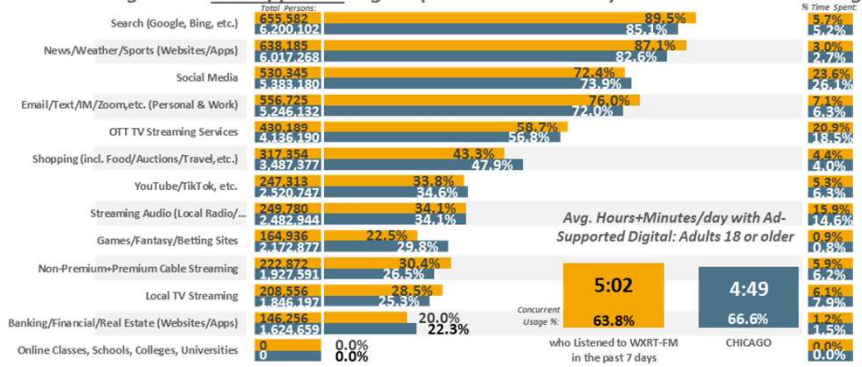
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



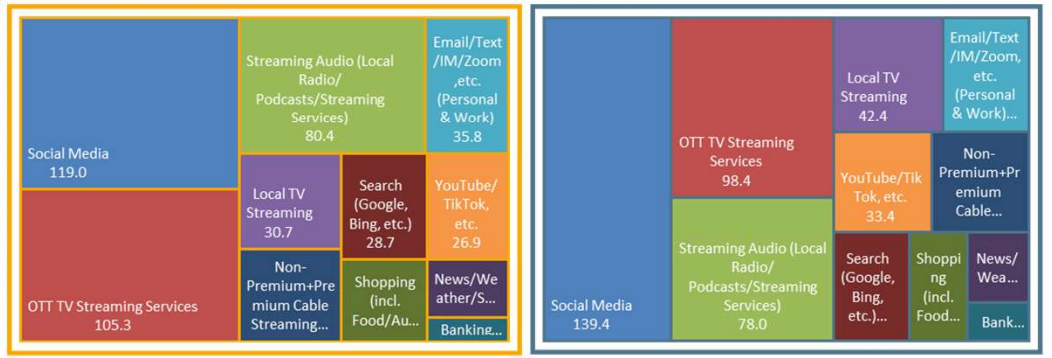
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 446

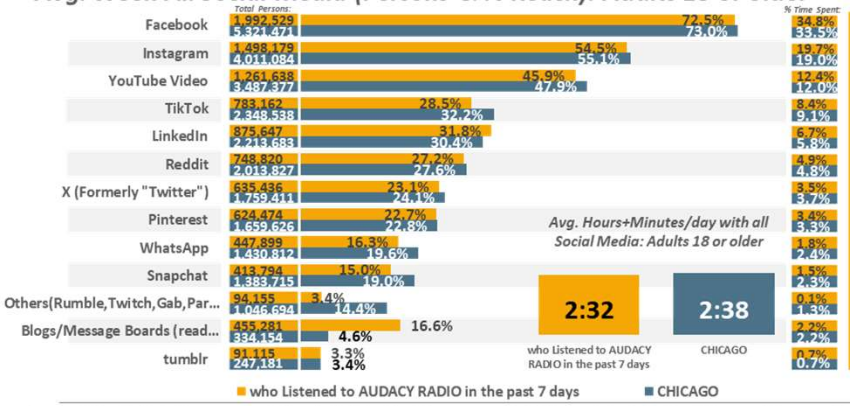
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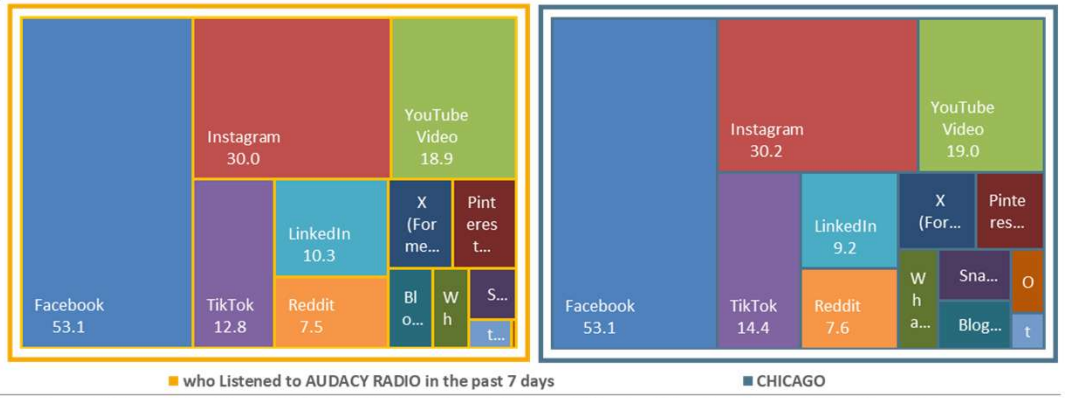
Radio Stations: WXRT-FM

1,992,529 or 72.5% of Adults 18 or older who Listened to AUDACY RADIO in the past 7 days use Ad-Supported Facebook for an average of 50.6 minutes every day representing 37.2% of all time spent daily with Ad-Supported Social Media.

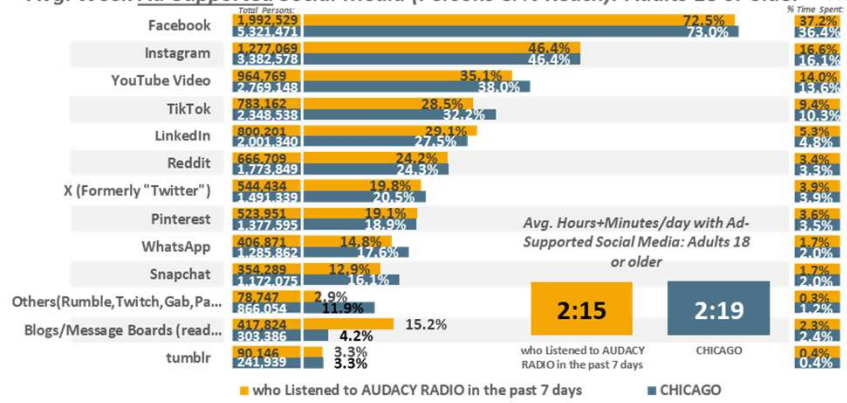
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



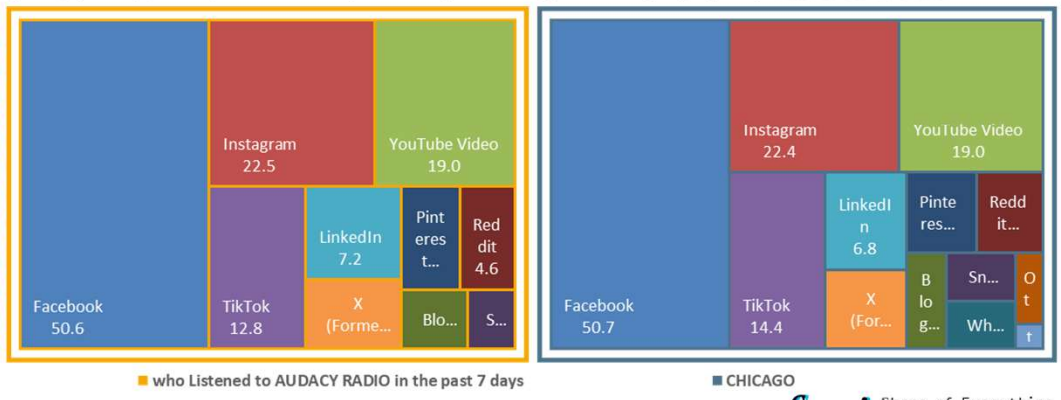
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 1,650

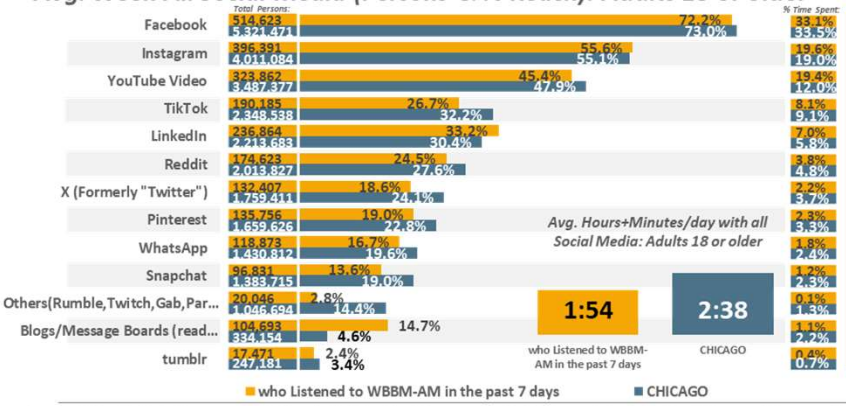
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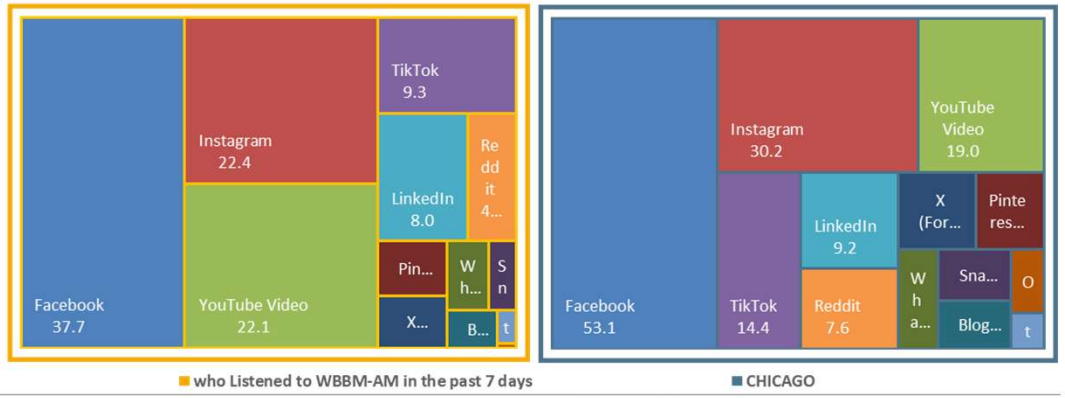
(Radio Stations: WBBM-AM OR Radio Stations: WBBM-FM OR Radio Stations: WBMX-FM OR Radio Stations: WSCR-AM OR Radio Stations: WUSN-FM OR Radio Stations: WXRT-FM)

503,376 or 70.6% of Adults 18 or older who Listened to WBBM-AM in the past 7 days use Ad-Supported Facebook for an average of 34.6 minutes every day representing 34.% of all time spent daily with Ad-Supported Social Media.

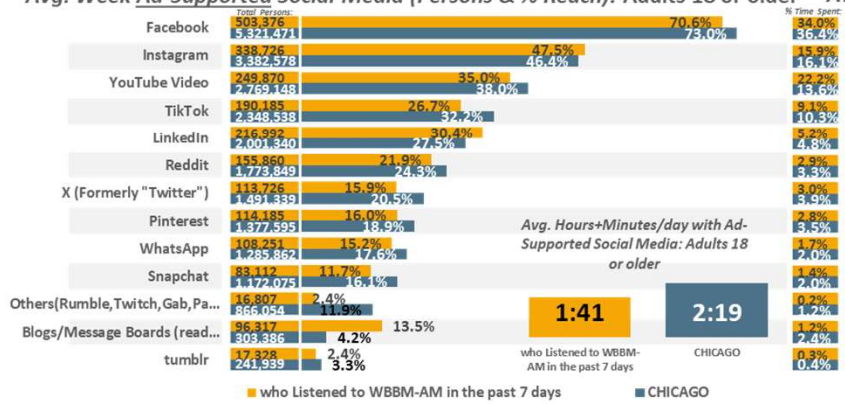
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



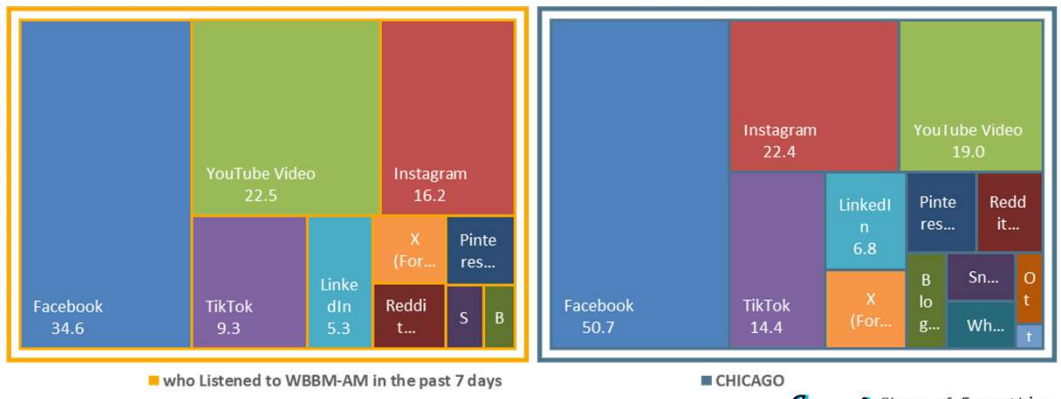
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 438

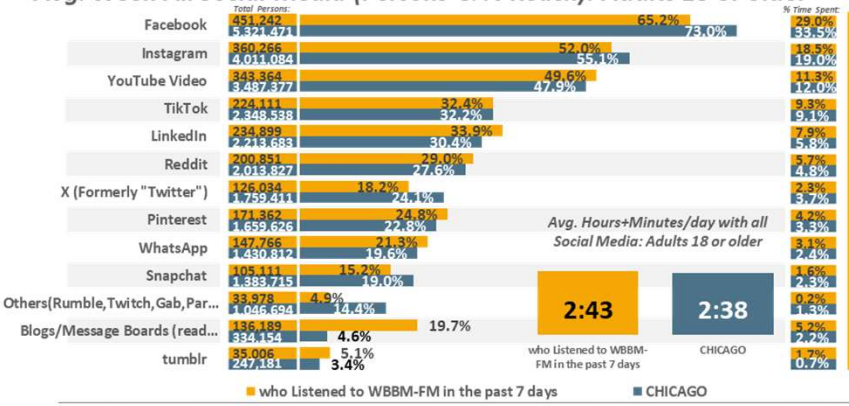
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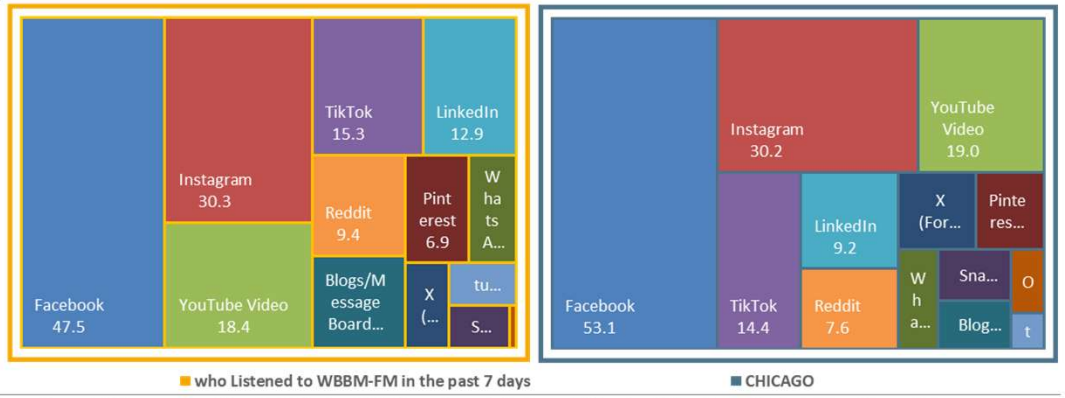
Radio Stations: WBBM-AM

451,242 or 65.2% of Adults 18 or older who Listened to WBBM-FM in the past 7 days use Ad-Supported Facebook for an average of 50. minutes every day representing 33.5% of all time spent daily with Ad-Supported Social Media.

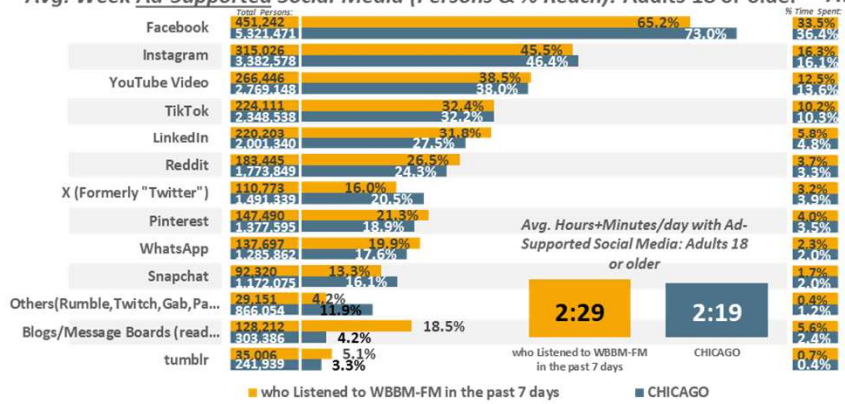
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



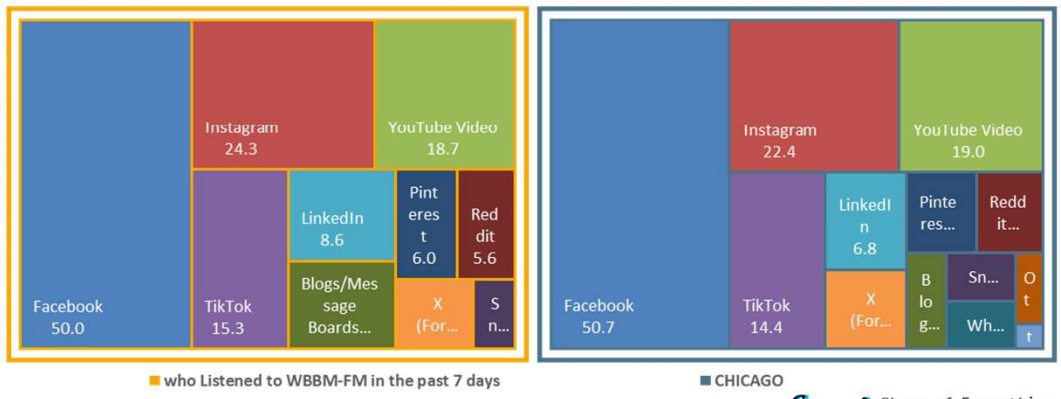
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 407

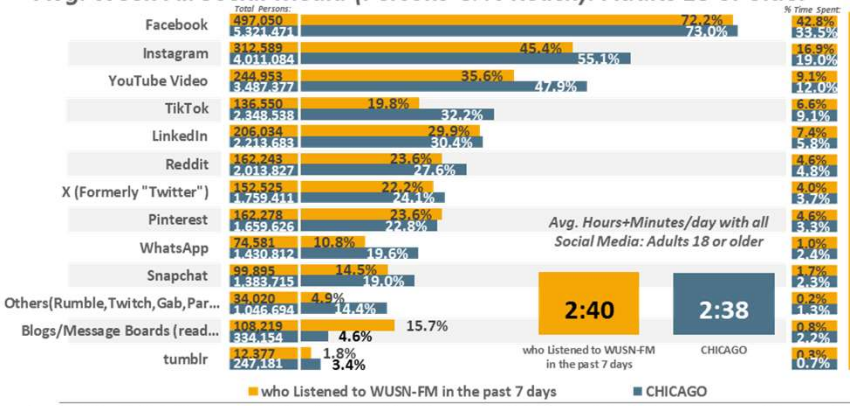
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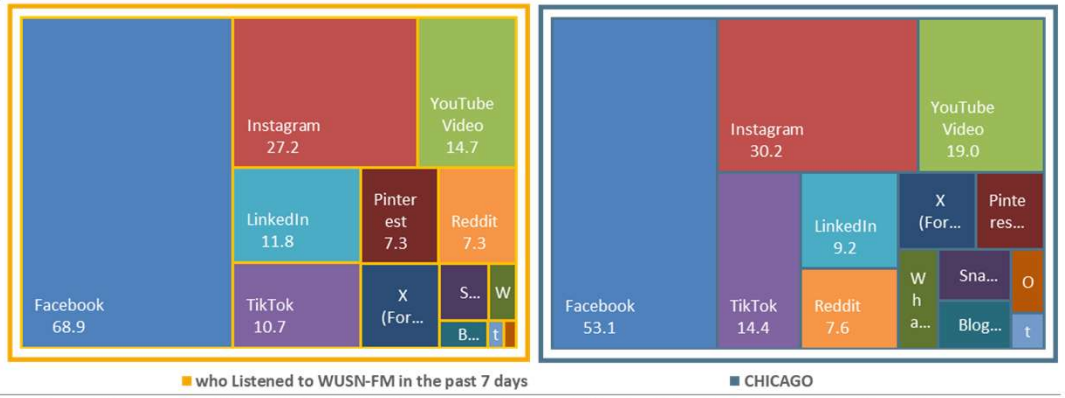
Radio Stations: WBBM-FM

497,050 or 72.2% of Adults 18 or older who Listened to WUSN-FM in the past 7 days use Ad-Supported Facebook for an average of 60.3 minutes every day representing 43.5% of all time spent daily with Ad-Supported Social Media.

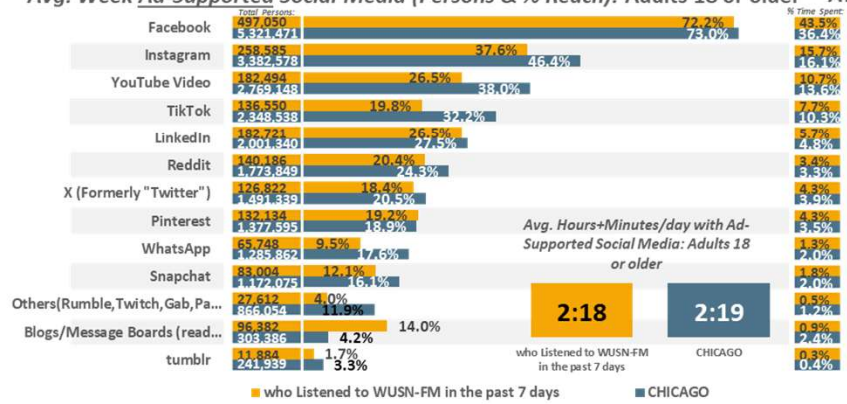
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



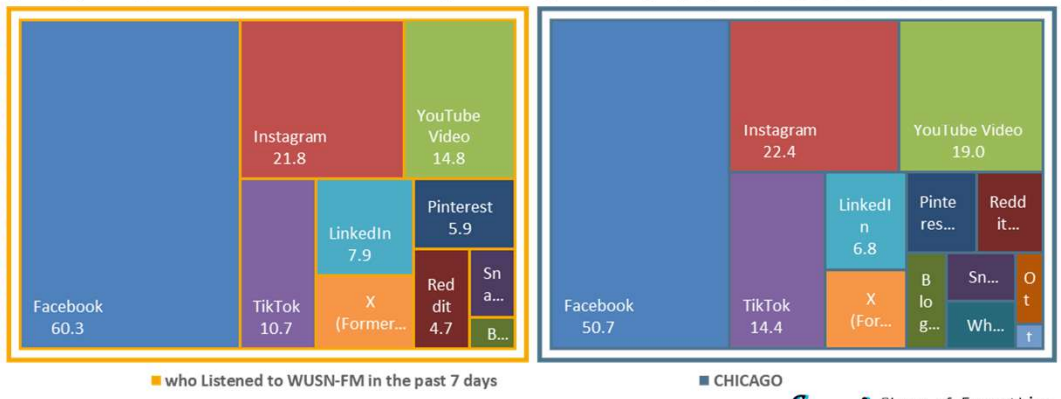
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 421

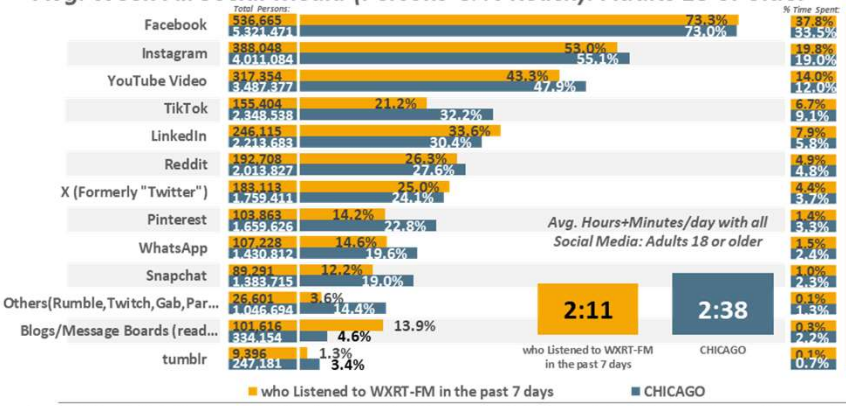
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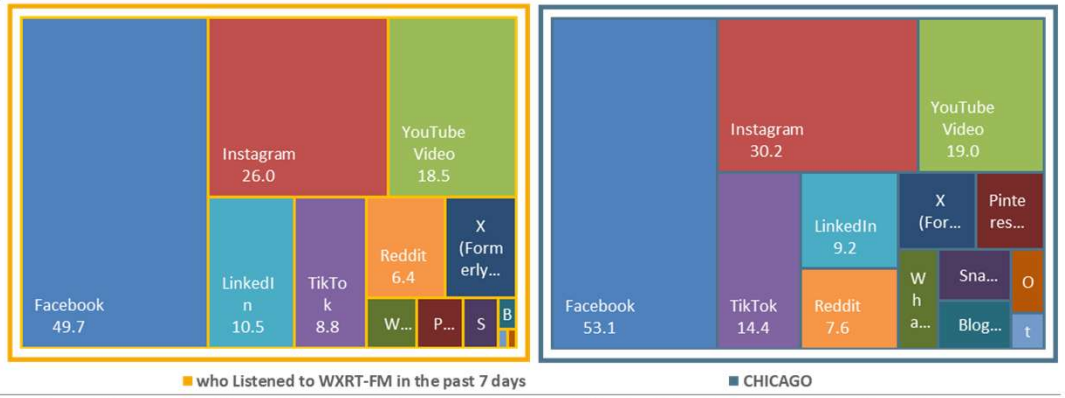
Radio Stations: WUSN-FM

530,345 or 72.4% of Adults 18 or older who Listened to WXRT-FM in the past 7 days use Ad-Supported Facebook for an average of 46.8 minutes every day representing 39.3% of all time spent daily with Ad-Supported Social Media.

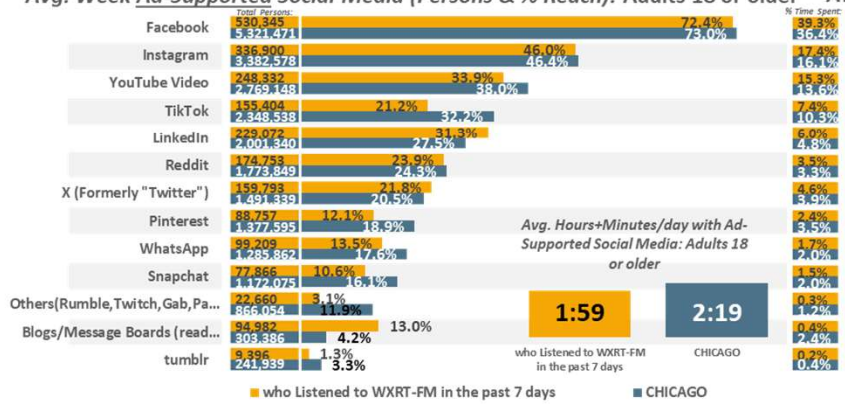
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



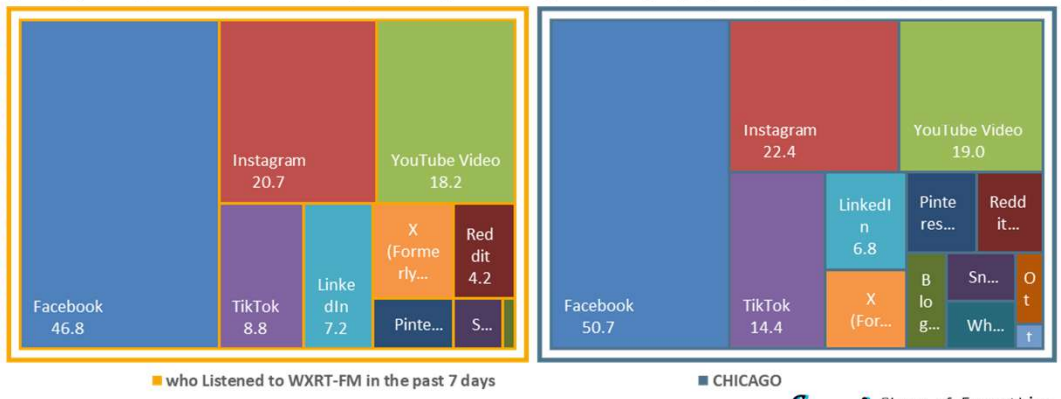
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



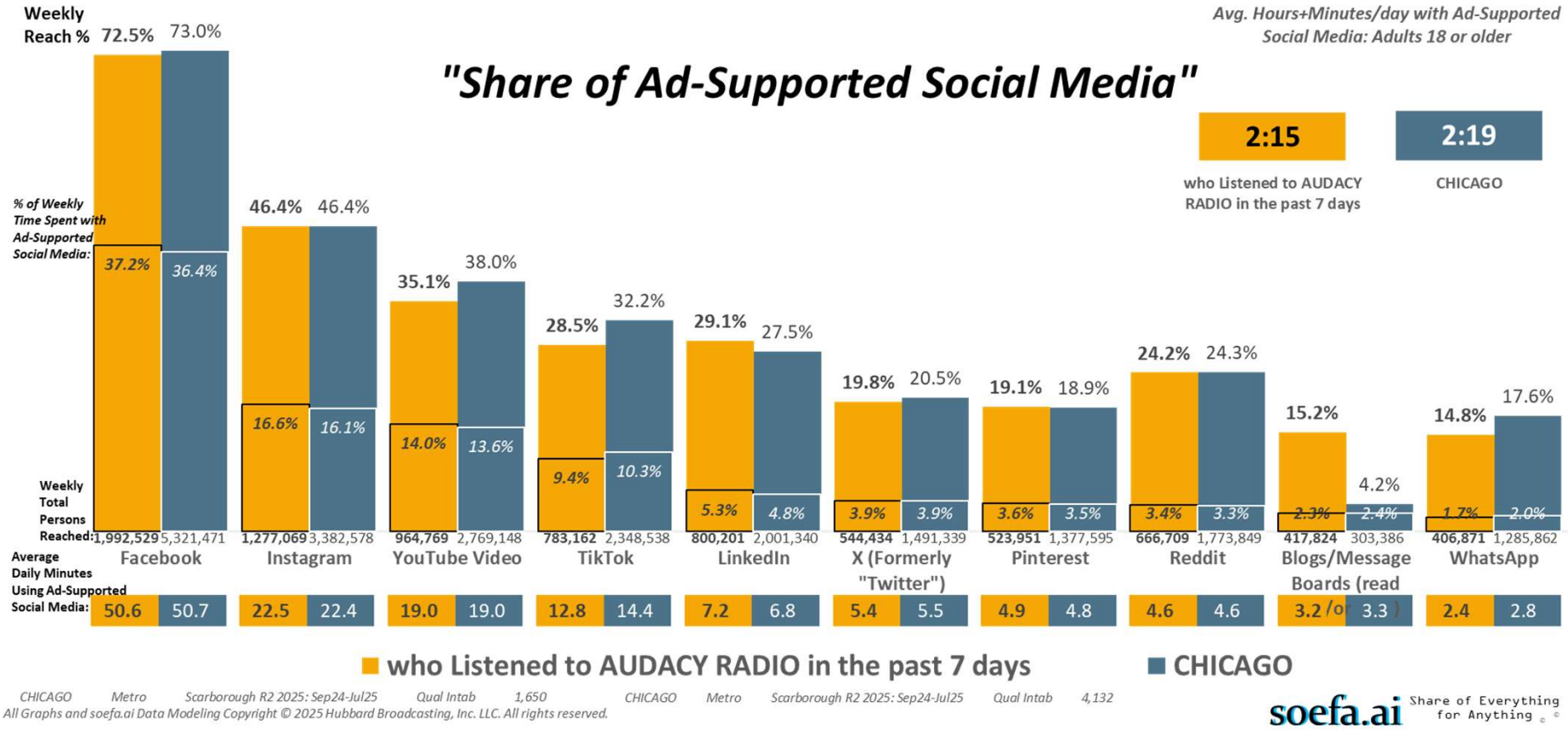
CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 446

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Radio Stations: WXRT-FM

1,992,529 or 72.5% of Adults 18 or older who Listened to AUDACY RADIO in the past 7 days use Ad-Supported Facebook for an average of 50.6 minutes every day representing 37.2% of all time spent daily with Ad-Supported Social Media.



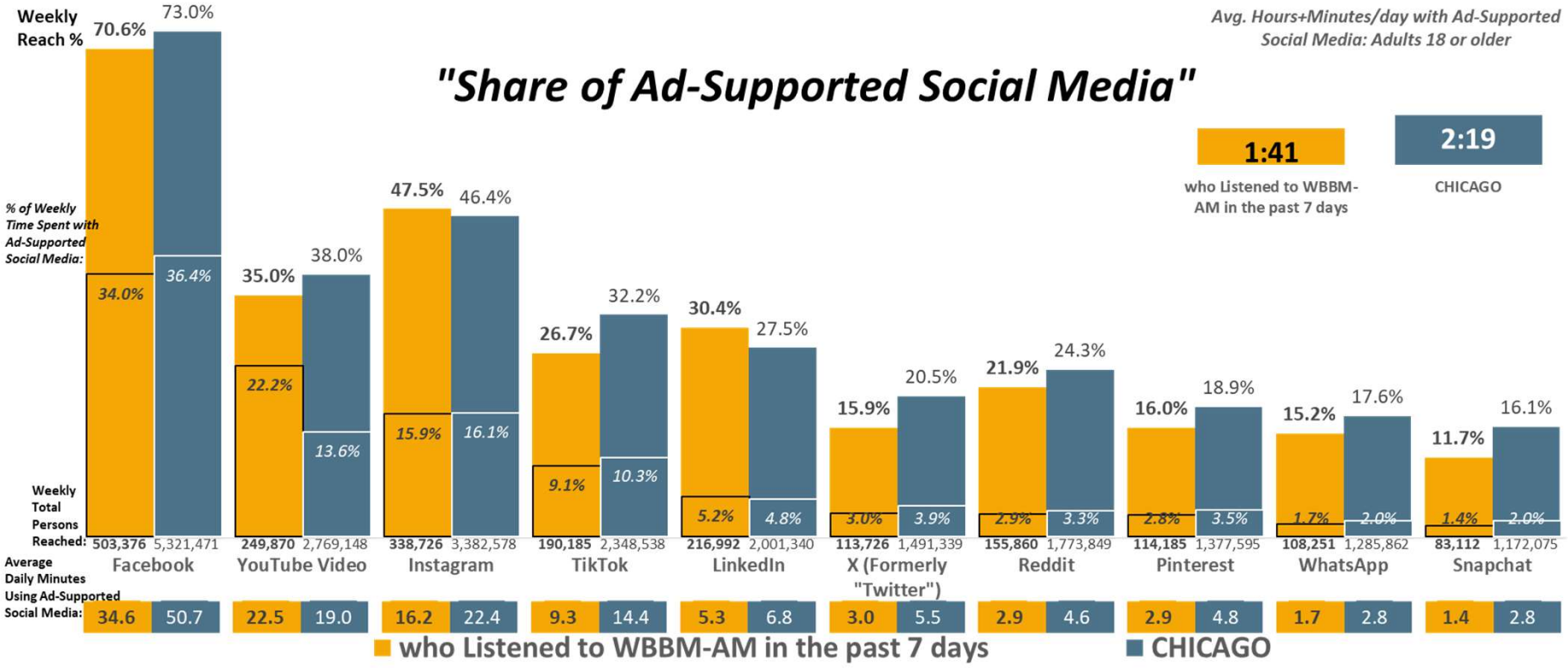
CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 1,650 CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 4,132

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

503,376 or 70.6% of Adults 18 or older who Listened to WBBM-AM in the past 7 days use Ad-Supported Facebook for an average of 34.6 minutes every day representing 34.% of all time spent daily with Ad-Supported Social Media.



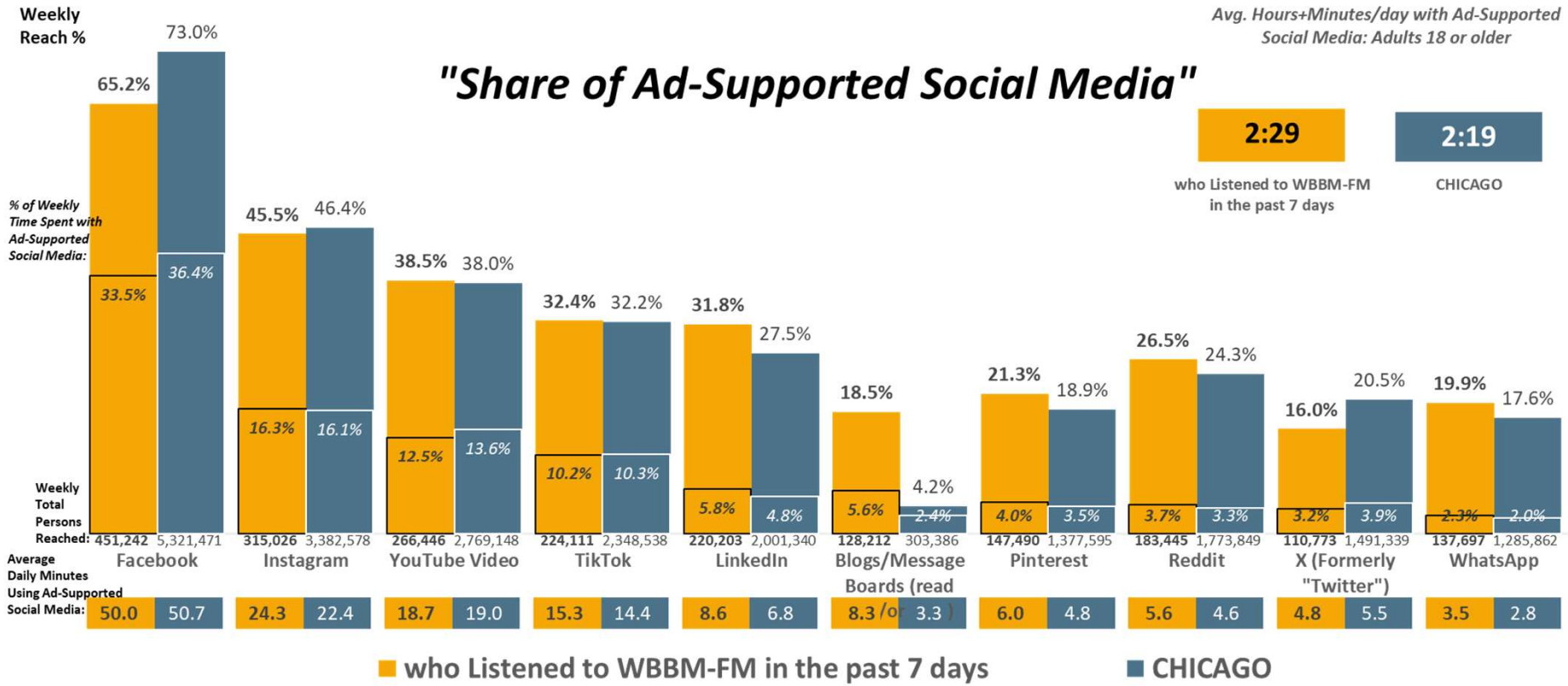
CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 438 CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 4,132

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Radio Stations: WBBM-AM

451,242 or 65.2% of Adults 18 or older who Listened to WBBM-FM in the past 7 days use Ad-Supported Facebook for an average of 50. minutes every day representing 33.5% of all time spent daily with Ad-Supported Social Media.



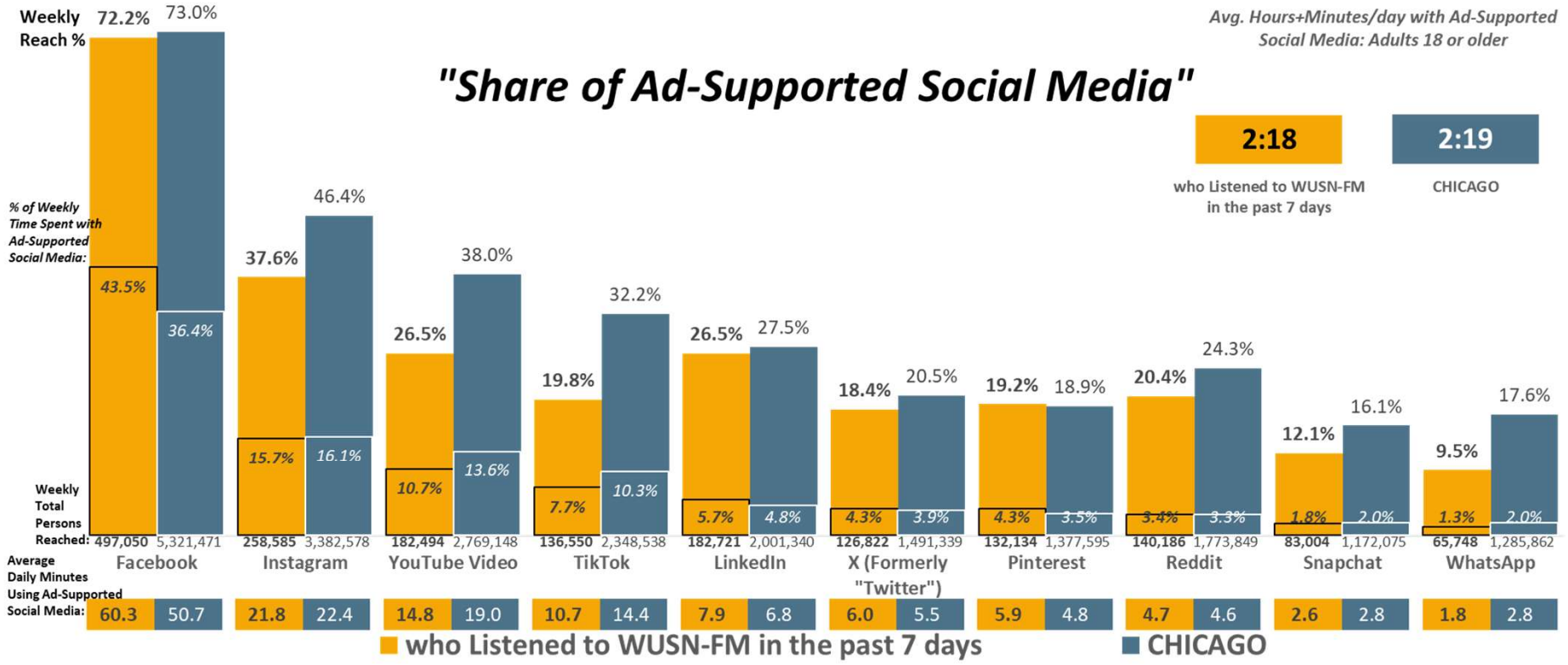
CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 407 CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 4,132

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Radio Stations: WBBM-FM

497,050 or 72.2% of Adults 18 or older who Listened to WUSN-FM in the past 7 days use Ad-Supported Facebook for an average of 60.3 minutes every day representing 43.5% of all time spent daily with Ad-Supported Social Media.



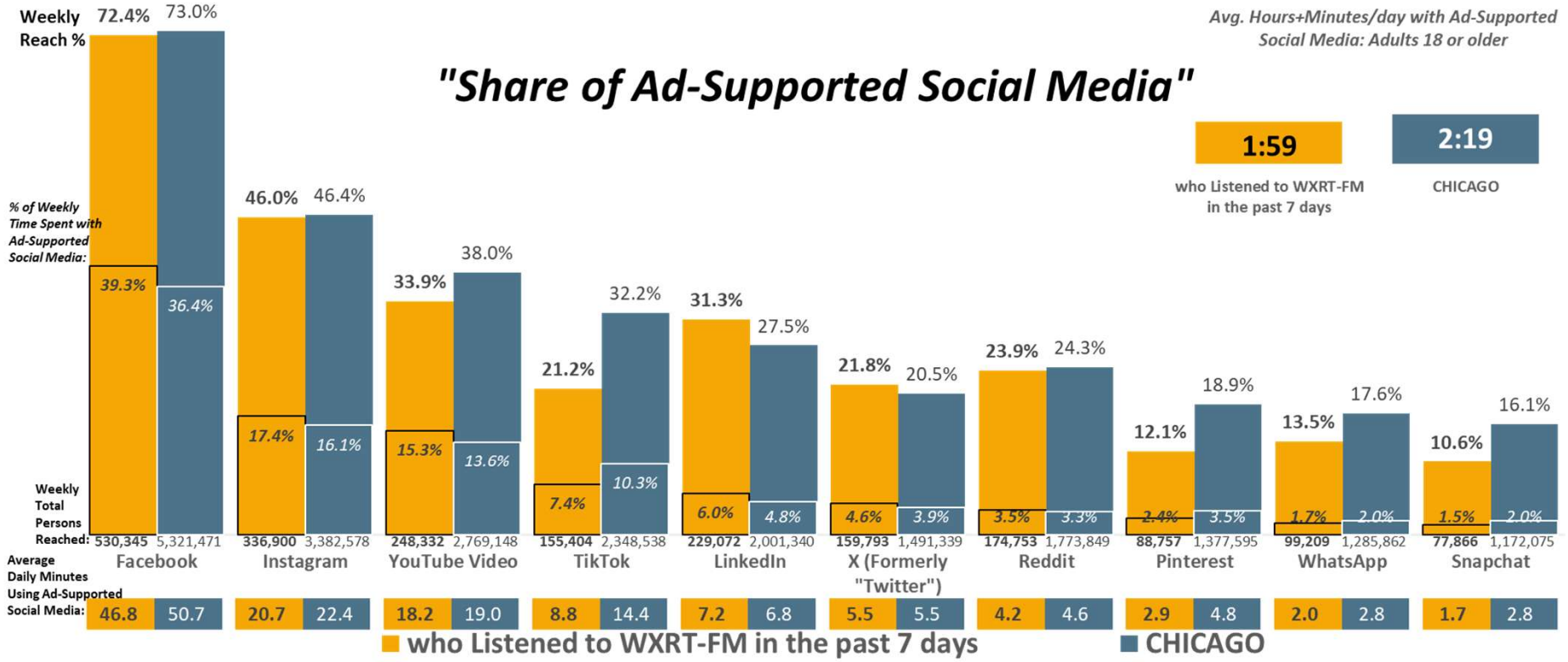
CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 421 CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 4,132

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Radio Stations: WUSN-FM

530,345 or 72.4% of Adults 18 or older who Listened to WXRT-FM in the past 7 days use Ad-Supported Facebook for an average of 46.8 minutes every day representing 39.3% of all time spent daily with Ad-Supported Social Media.



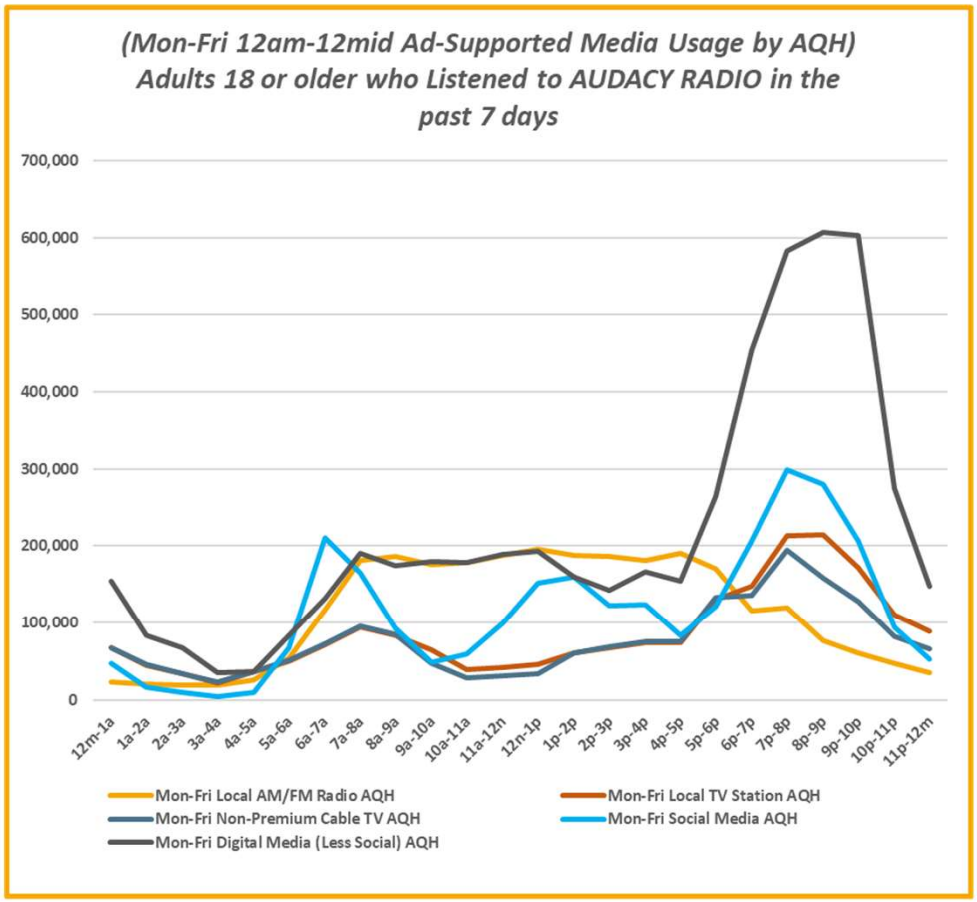
CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 446 CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 4,132

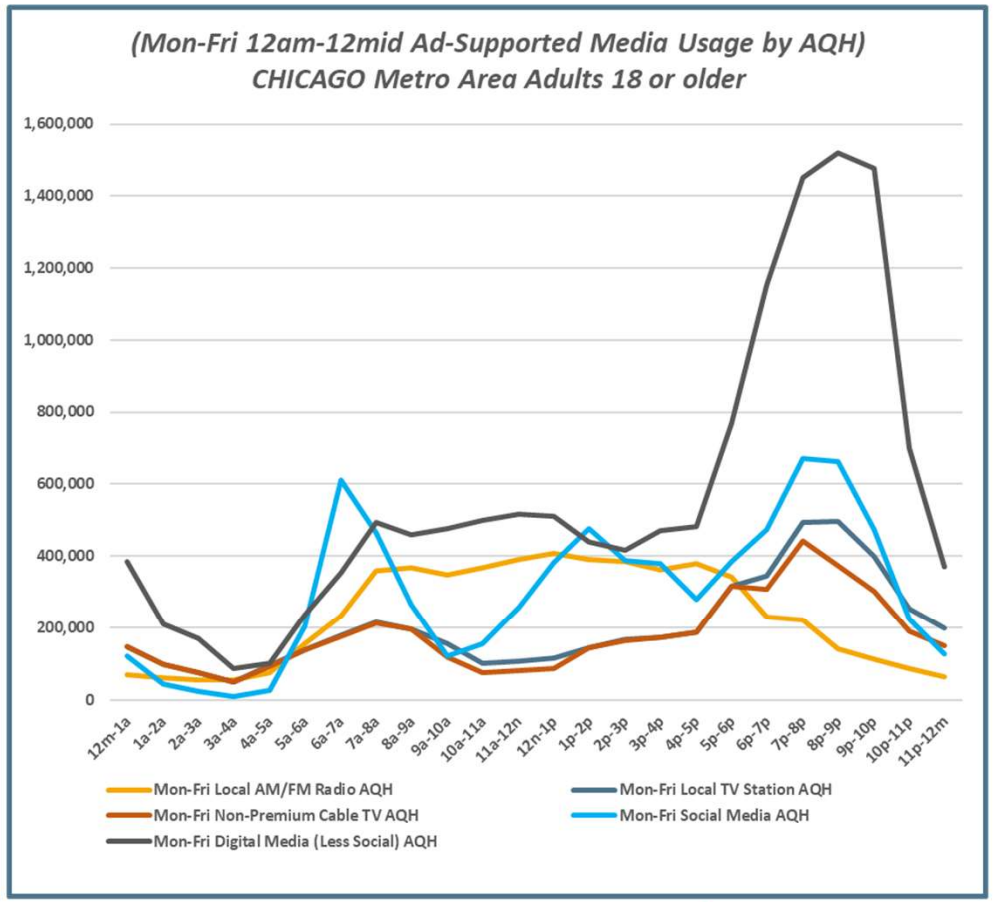
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Radio Stations: WXRT-FM

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 198,034; Local Radio: 173,238; Social Media: 126,268; Local TV: 76,257; Non-Prem. Cable: 72,365 reaching Adults 18 or older who Listened to AUDACY RADIO in the past 7 day





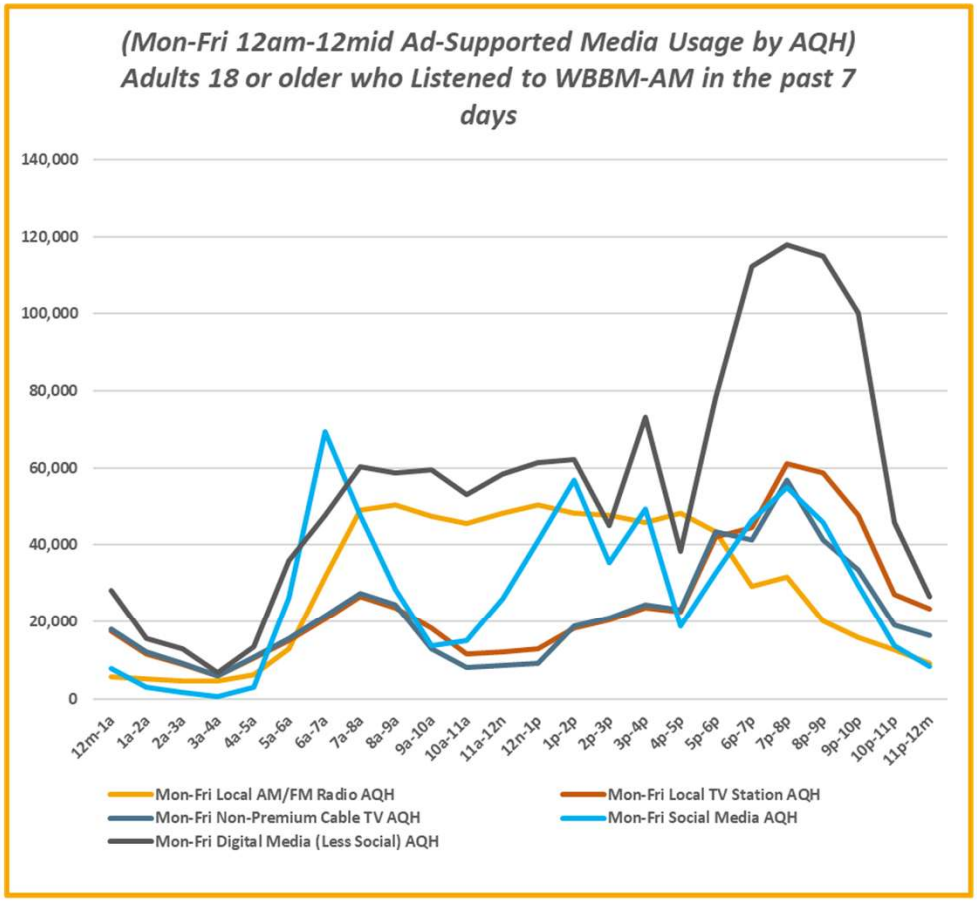
CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 1,650

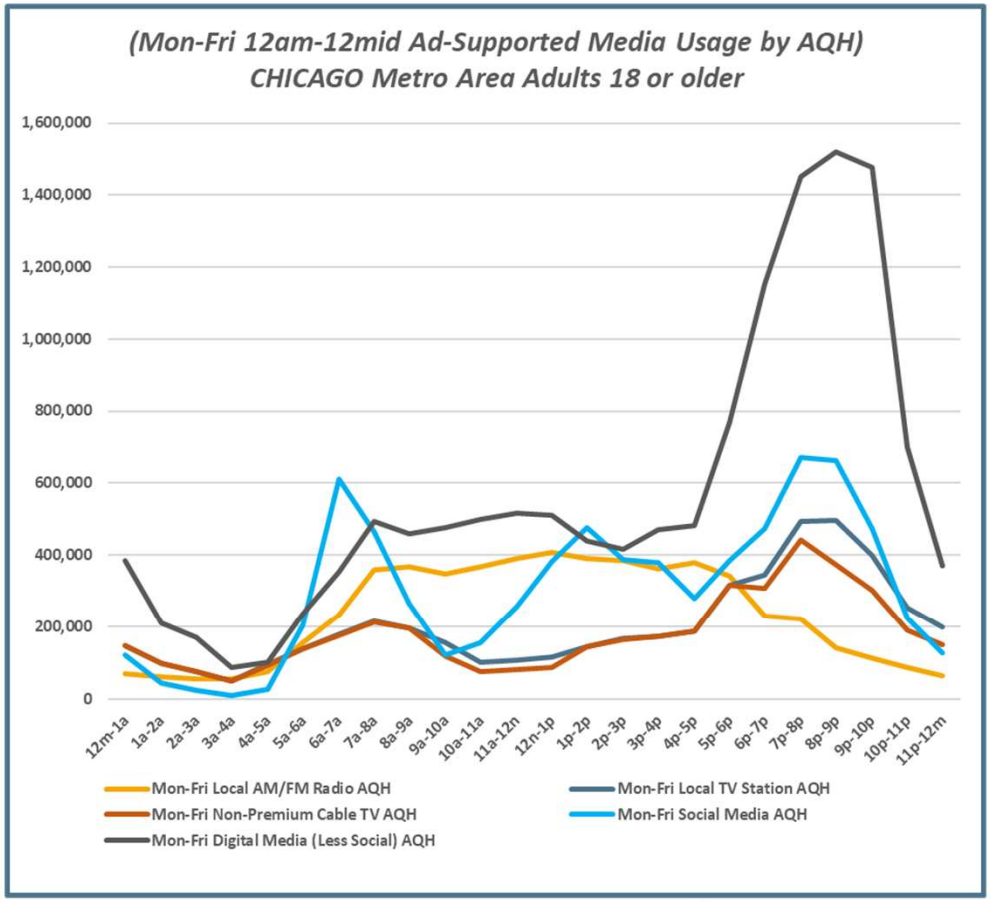
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(Radio Stations: WBBM-AM OR Radio Stations: WBBM-FM OR Radio Stations: WBMX-FM OR Radio Stations: WSCR-AM OR Radio Stations: WUSN-FM OR Radio Stations: WXRT-FM)

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 62,189; Local Radio: 45,005; Social Media: 36,931; Local TV: 22,839; Non-Prem. Cable: 21,844 reaching Adults 18 or older who Listened to WBBM-AM in the past 7 days.





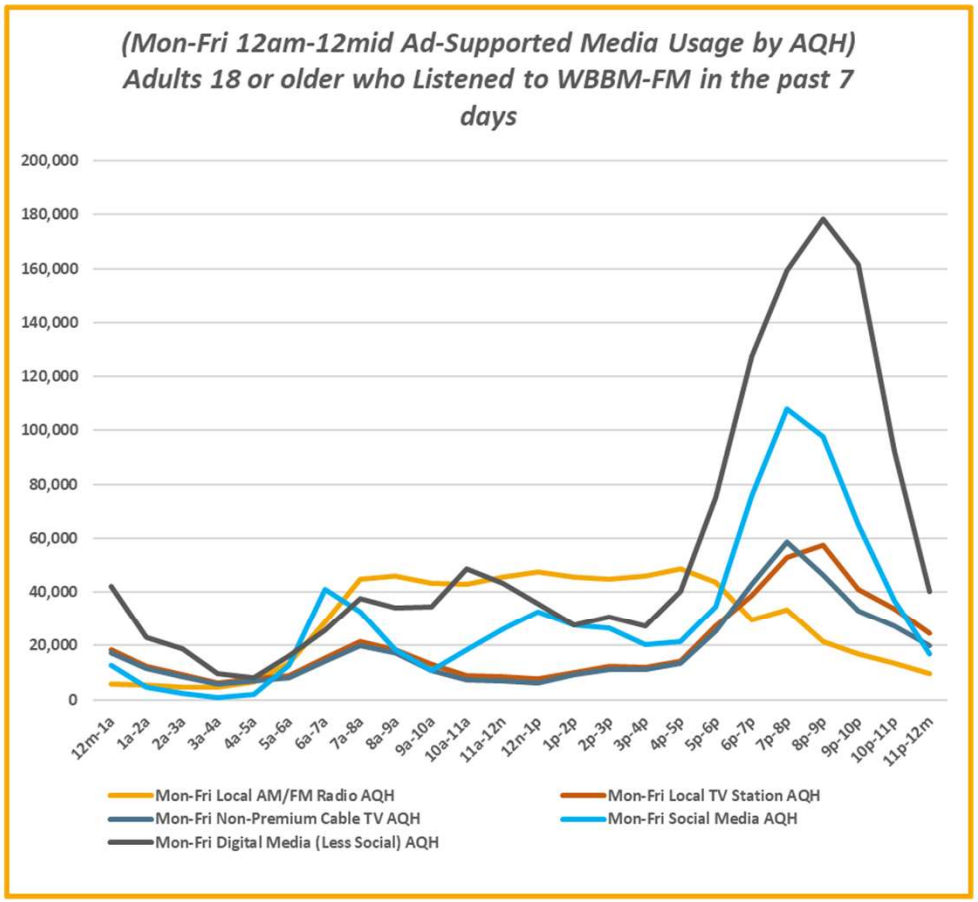
CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 438

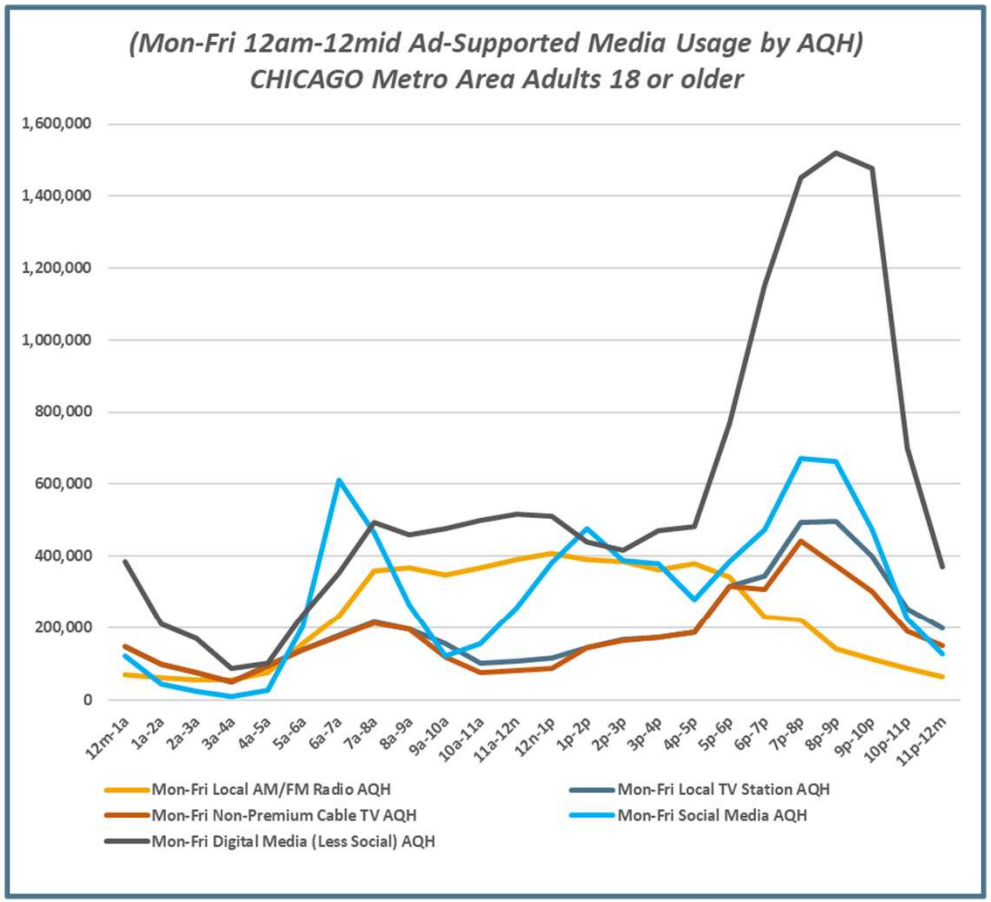
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Radio Stations: WBBM-AM

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 45,135; Local Radio: 42,875; Social Media: 29,690; Local TV: 15,954; Non-Prem. Cable: 14,980 reaching Adults 18 or older who Listened to WBBM-FM in the past 7 days.





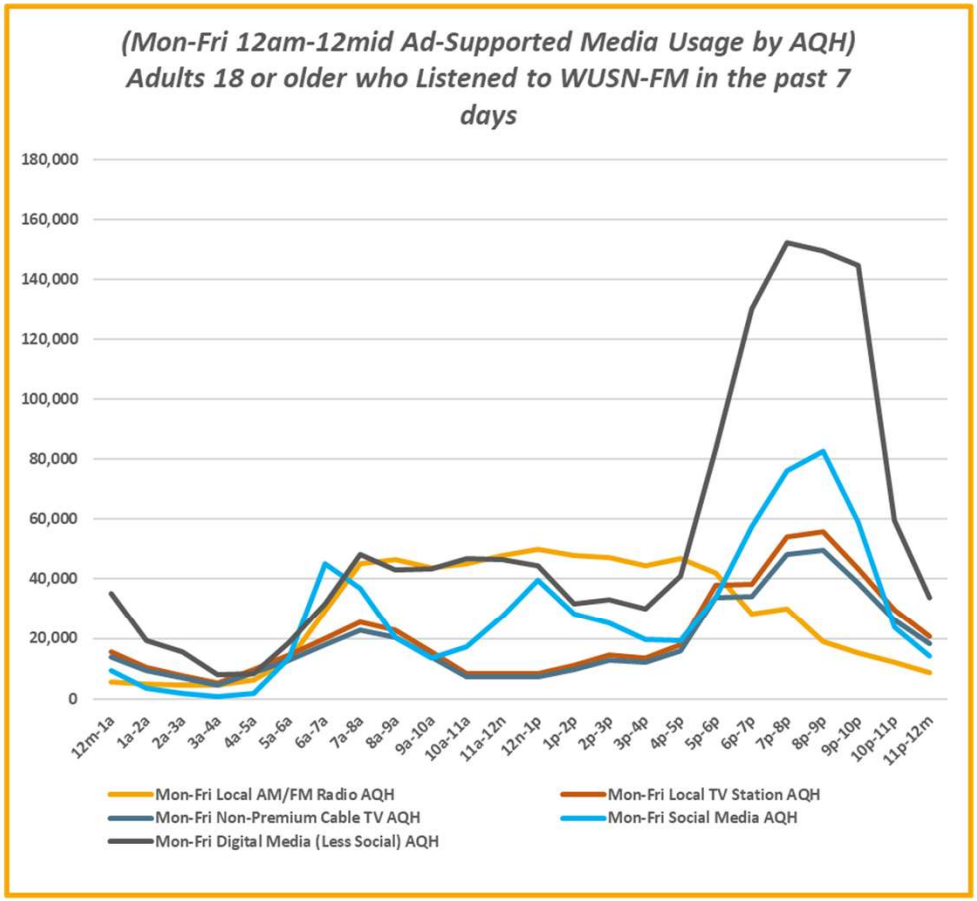
CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 407

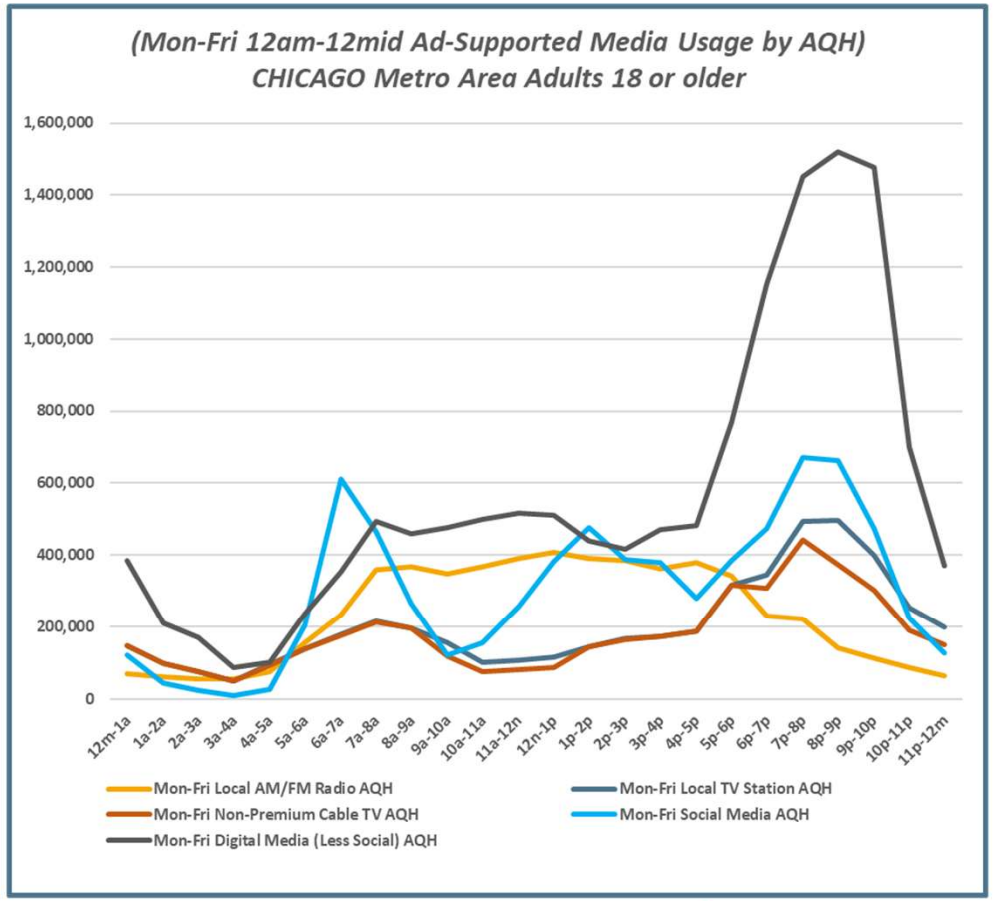
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Radio Stations: WBBM-FM

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 50,306; Local Radio: 43,490; Social Media: 29,606; Local TV: 18,616; Non-Prem. Cable: 16,558 reaching Adults 18 or older who Listened to WUSN-FM in the past 7 days.





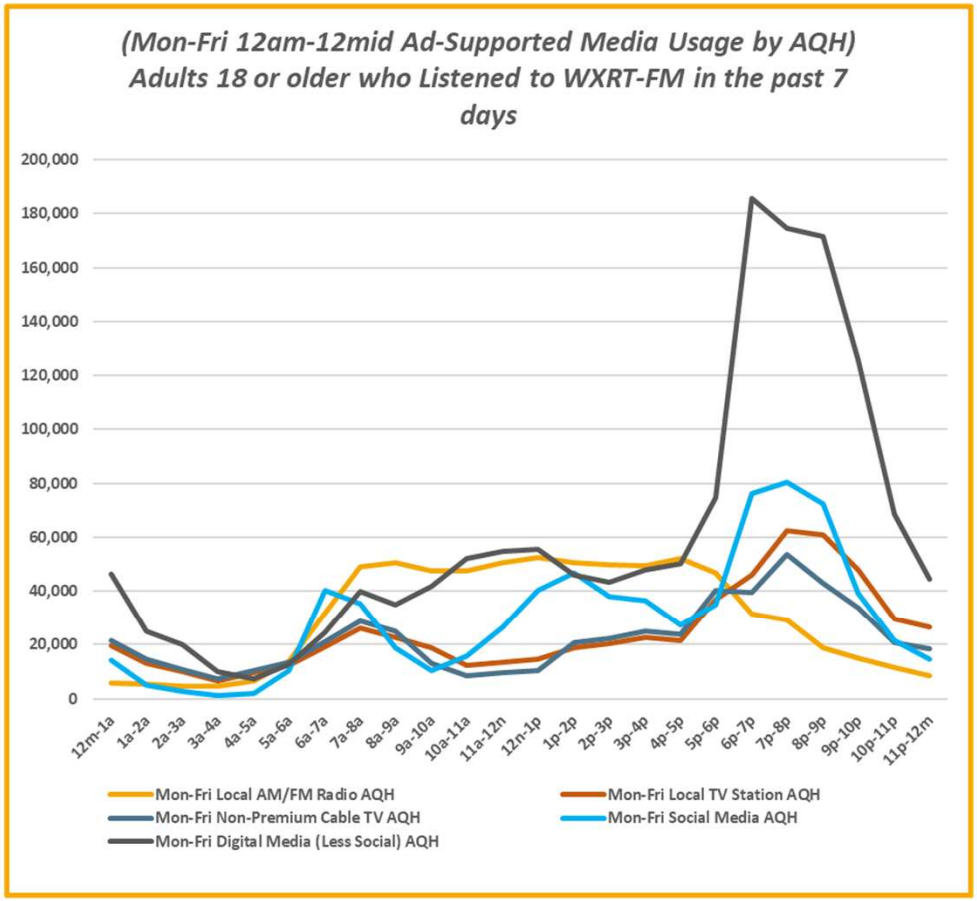
CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 421

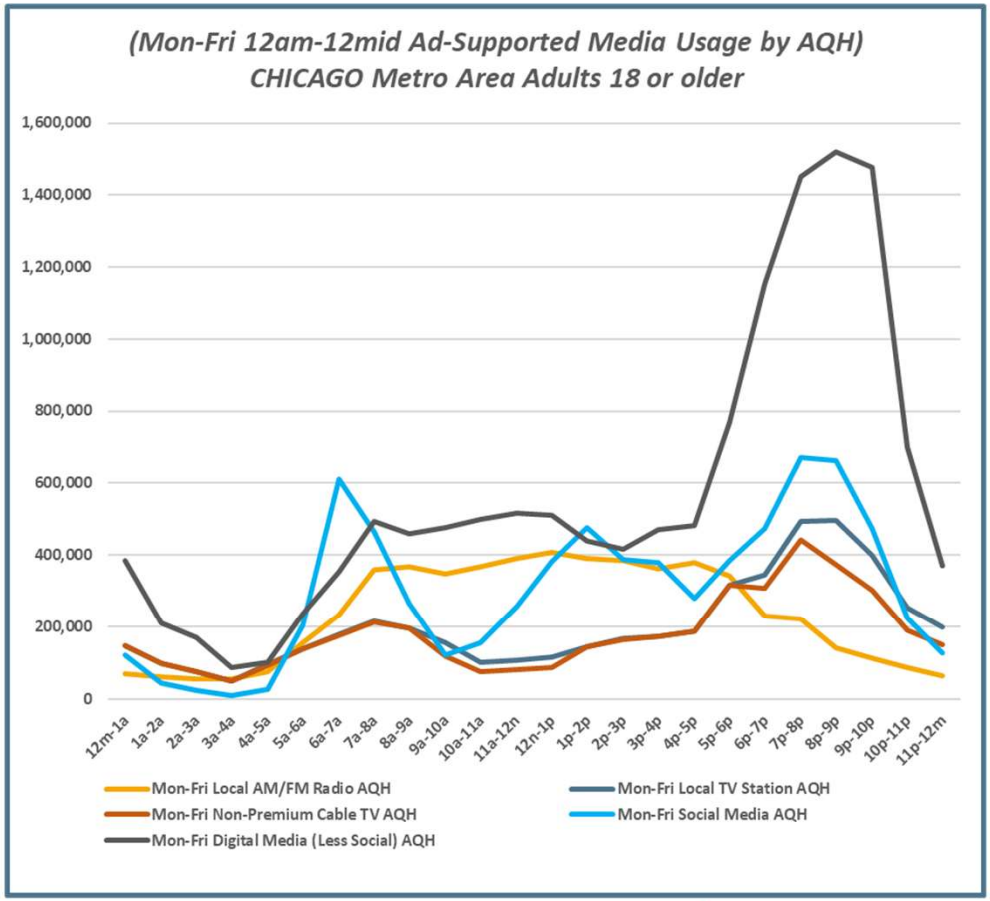
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Radio Stations: WUSN-FM

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 57,689; Local Radio: 46,801; Social Media: 34,407; Local TV: 22,549; Non-Prem. Cable: 22,113 reaching Adults 18 or older who Listened to WXRT-FM in the past 7 days.





CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 446

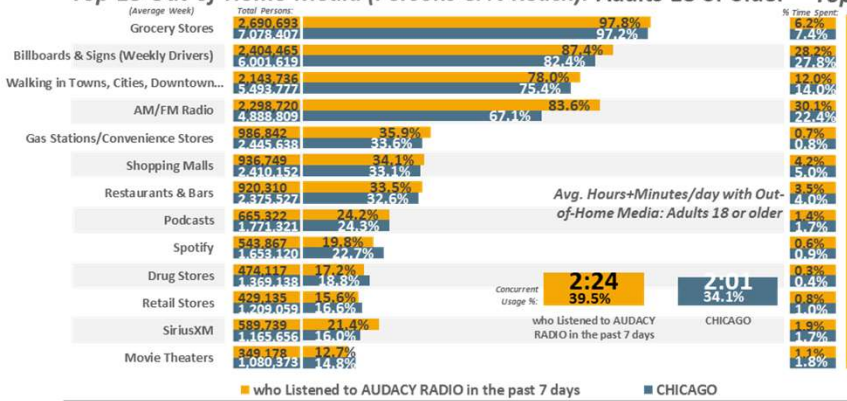
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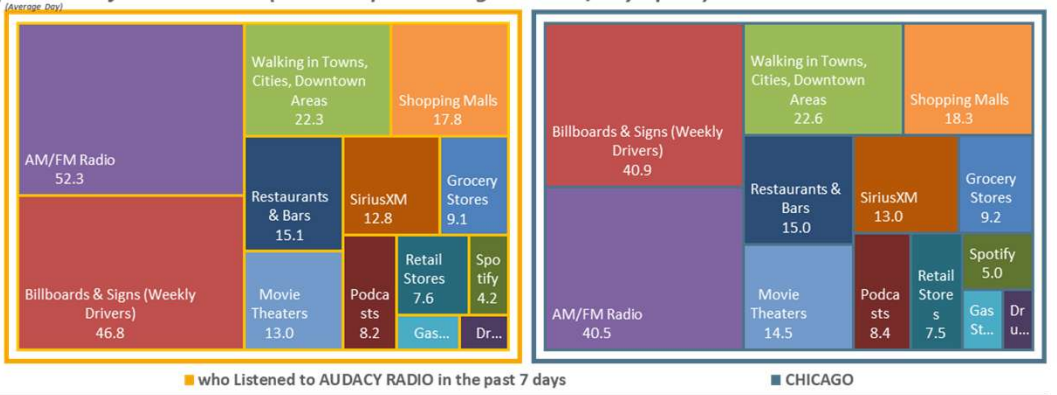
Radio Stations: WXRT-FM

2,404,465 or 87.4% of Adults 18 or older who Listened to AUDACY RADIO in the past 7 days spend an average of 46.8 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 46.9 minutes/day.

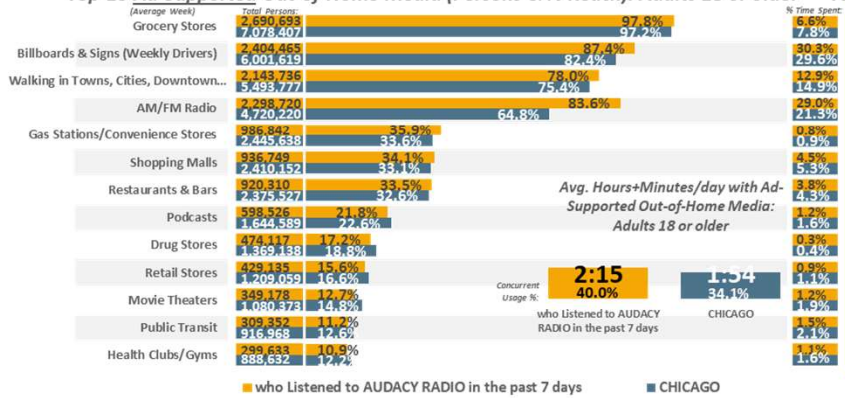
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



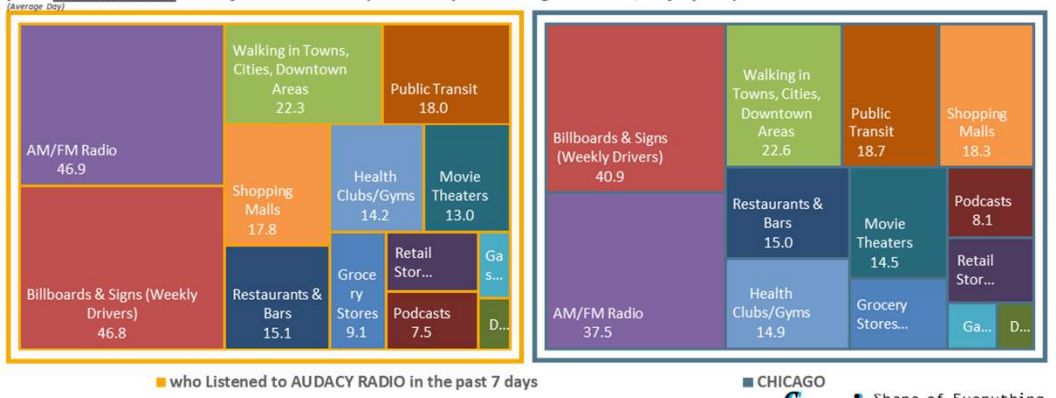
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 1,650

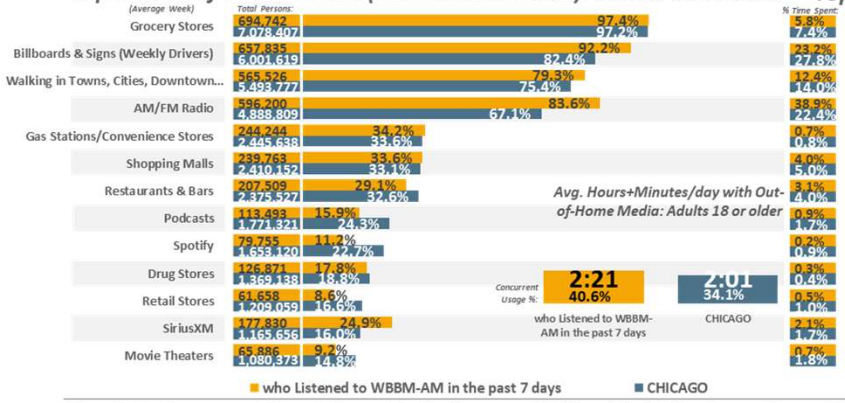
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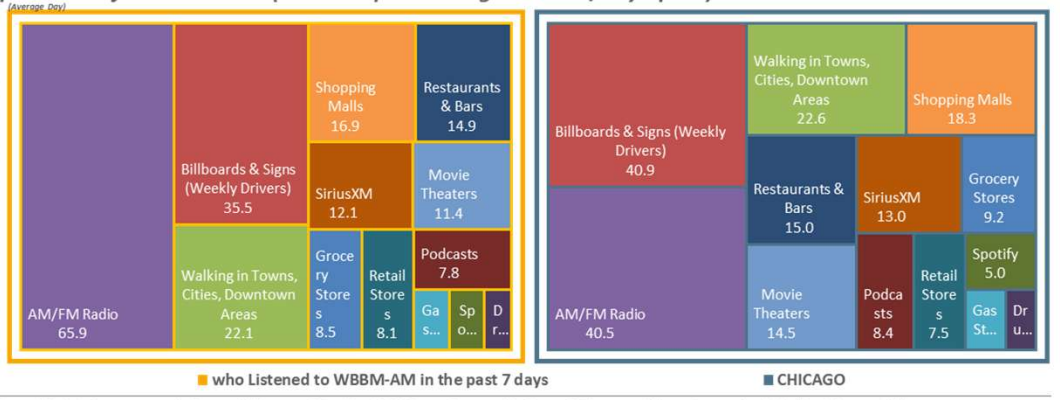
(Radio Stations: WBBM-AM OR Radio Stations: WBBM-FM OR Radio Stations: WBMX-FM OR Radio Stations: WSCR-AM OR Radio Stations: WUSN-FM OR Radio Stations: WXRT-FM)

657,835 or 92.2% of Adults 18 or older who Listened to WBBM-AM in the past 7 days spend an average of 35.5 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 59.3 minutes/day.

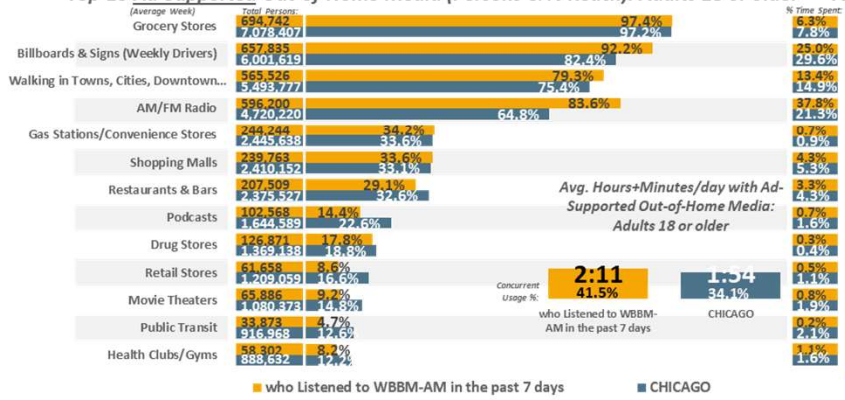
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



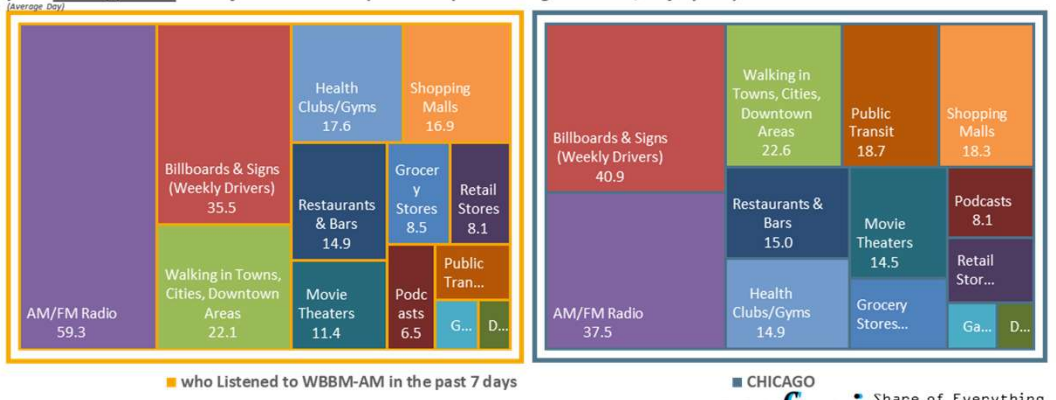
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 438

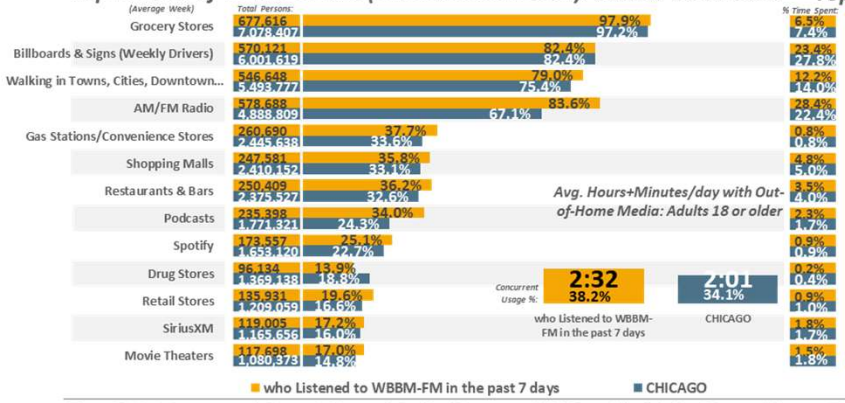
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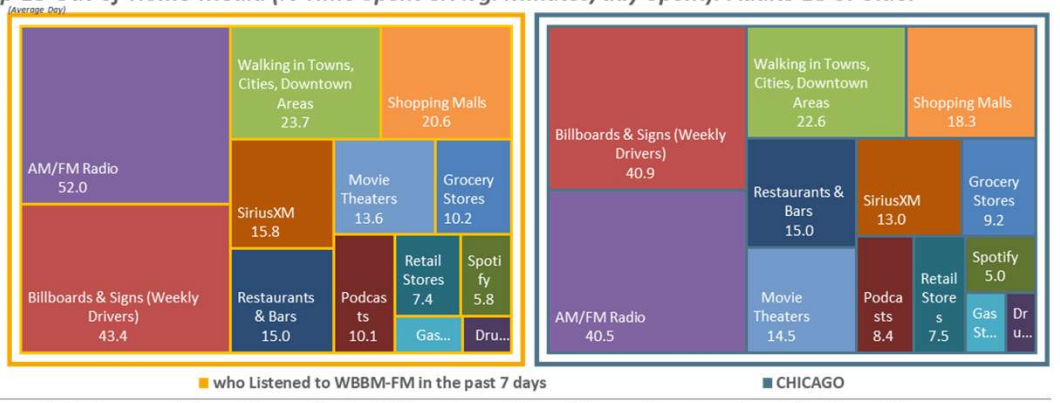
Radio Stations: WBBM-AM

570,121 or 82.4% of Adults 18 or older who Listened to WBBM-FM in the past 7 days spend an average of 43.4 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 46.2 minutes/day.

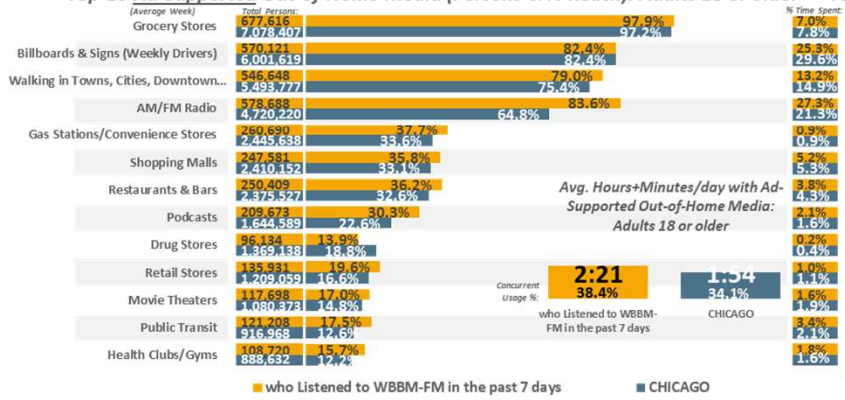
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



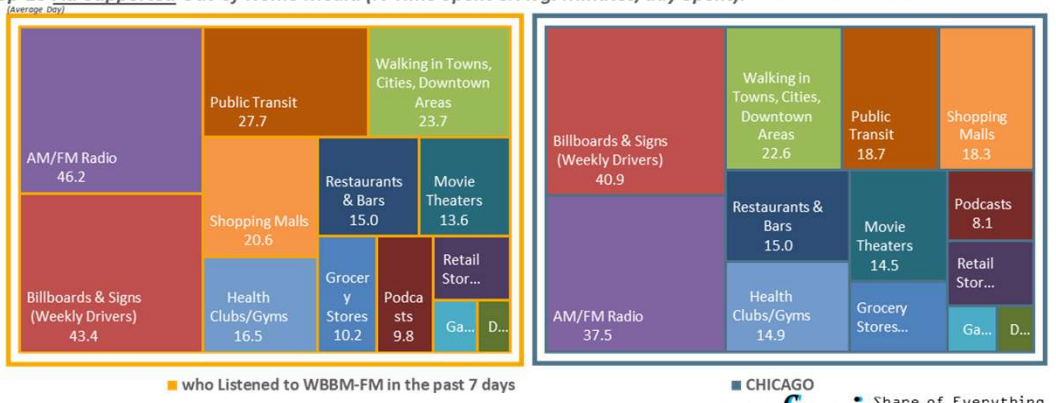
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 407

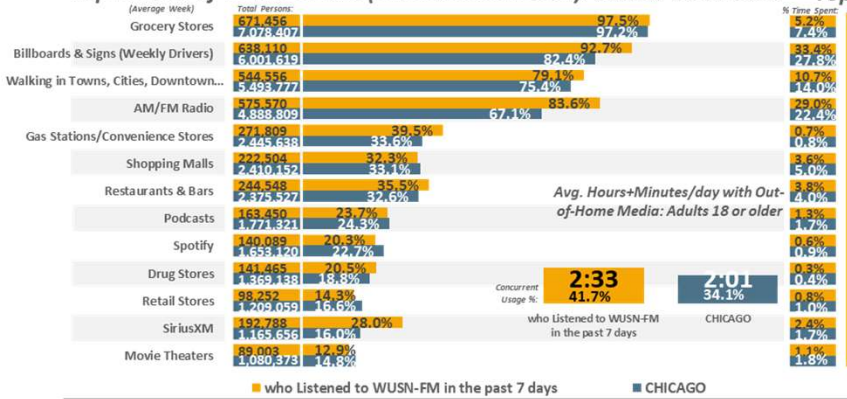
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Radio Stations: WBBM-FM

638,110 or 92.7% of Adults 18 or older who Listened to WUSN-FM in the past 7 days spend an average of 55.2 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 46.5 minutes/day.

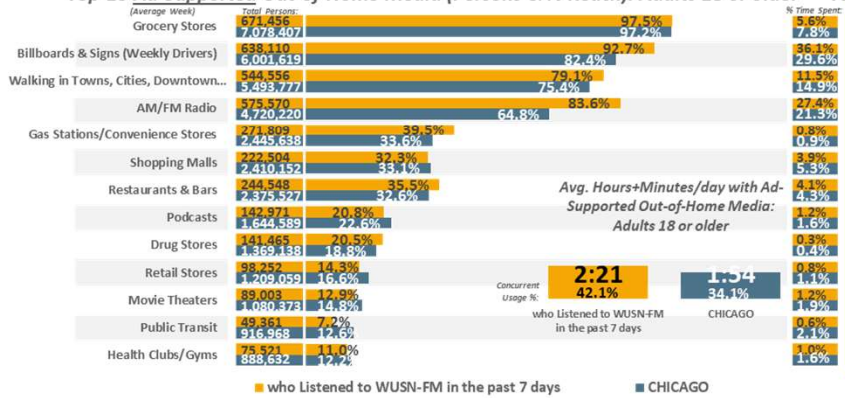
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



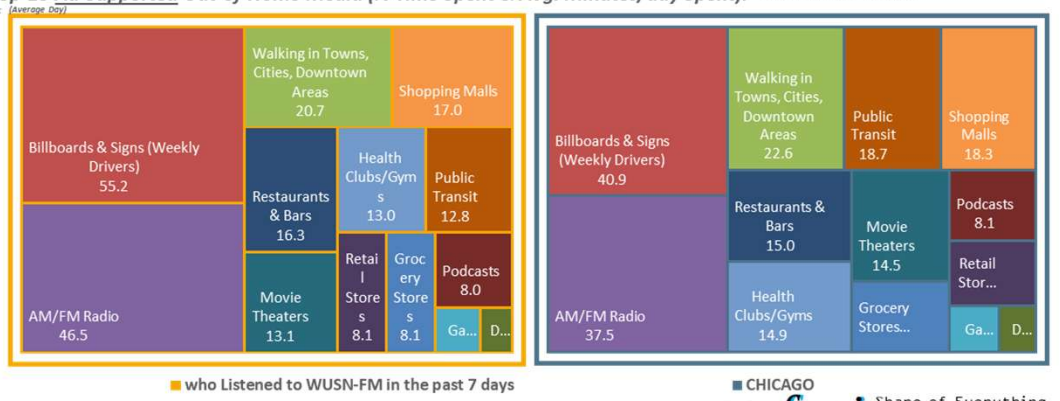
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 421

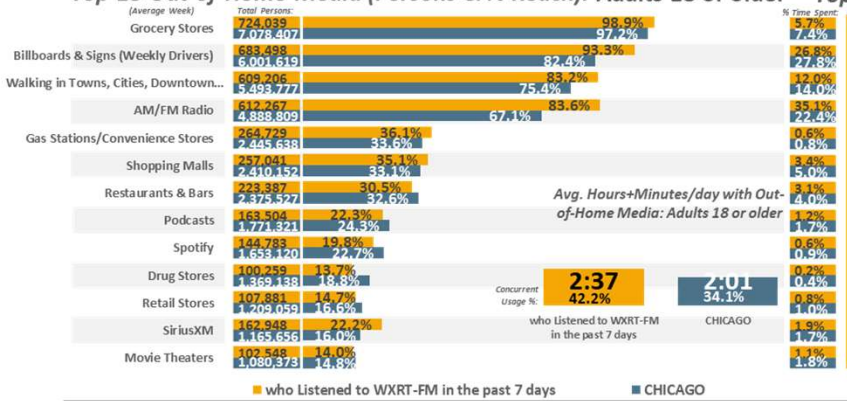
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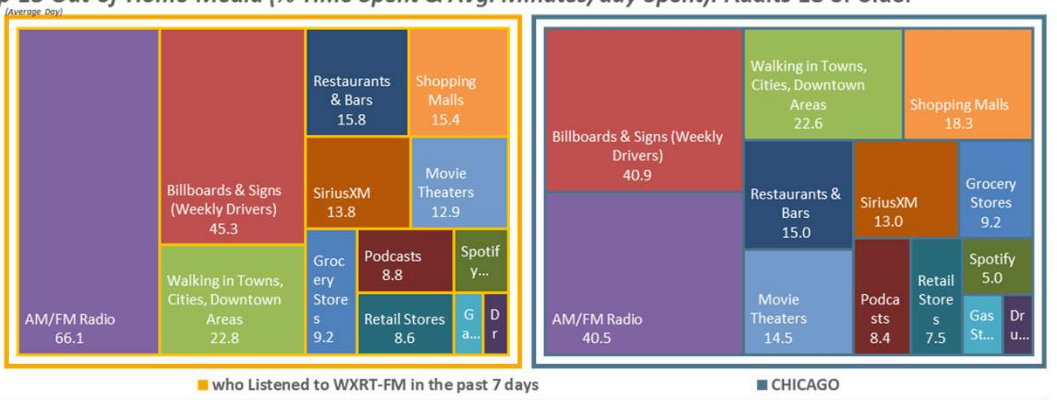
Radio Stations: WUSN-FM

683,498 or 93.3% of Adults 18 or older who Listened to WXRT-FM in the past 7 days spend an average of 45.3 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 57.4 minutes/day.

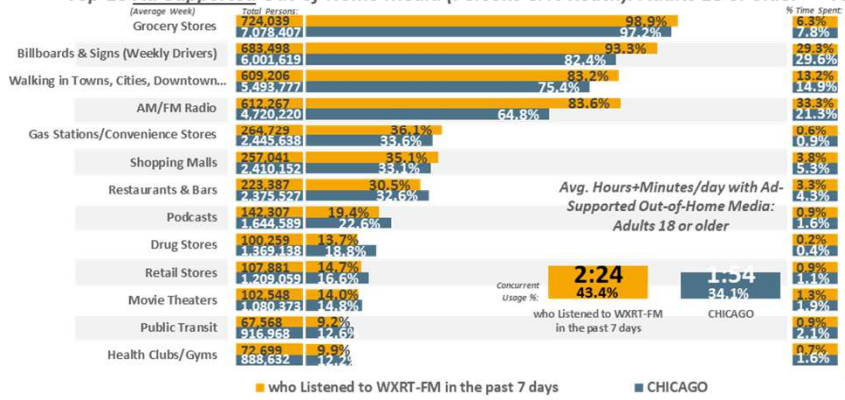
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



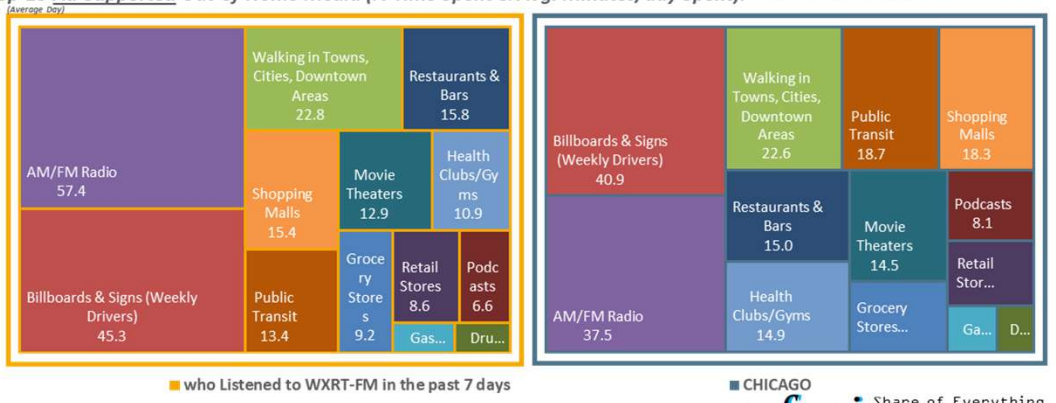
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 446

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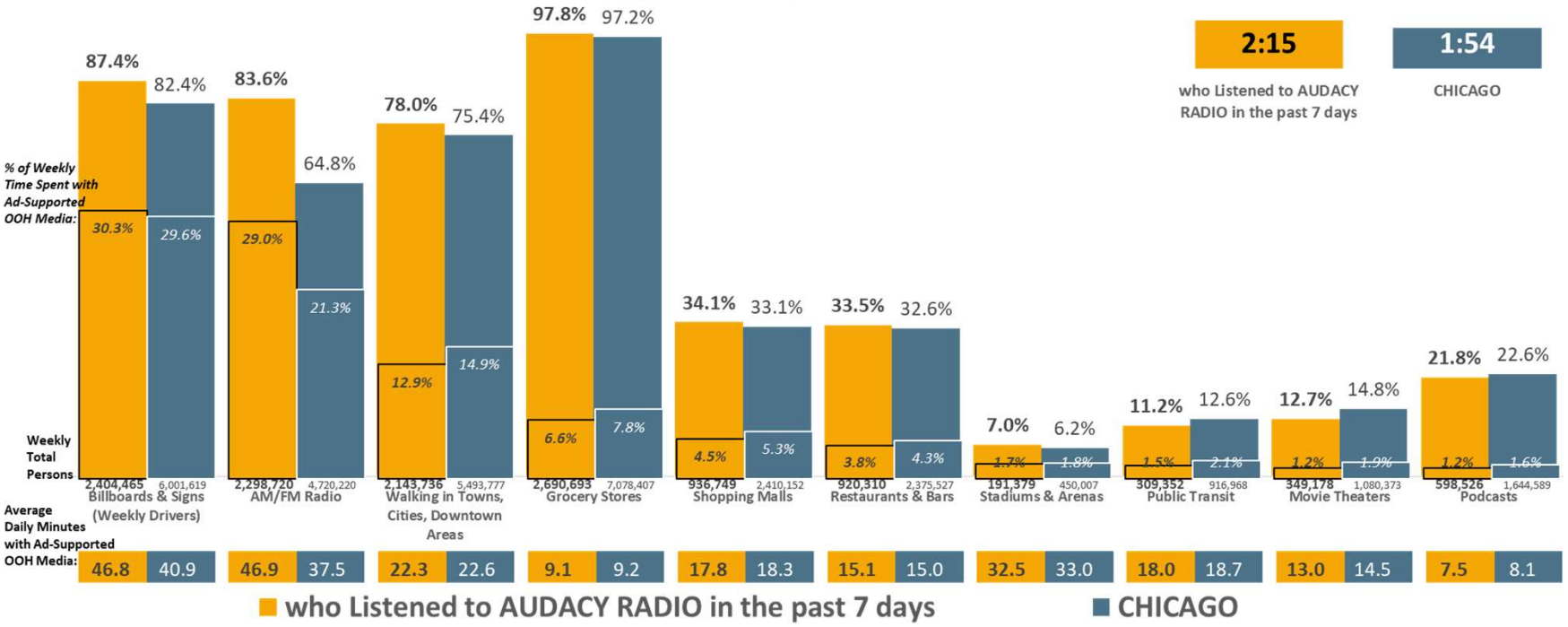
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Radio Stations: WXRT-FM

2,404,465 or 87.4% of Adults 18 or older who Listened to AUDACY RADIO in the past 7 days spend an average of 46.8 minutes per day driving, seeing Billboards and Signs representing 30.3% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 1,650 CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 4,132

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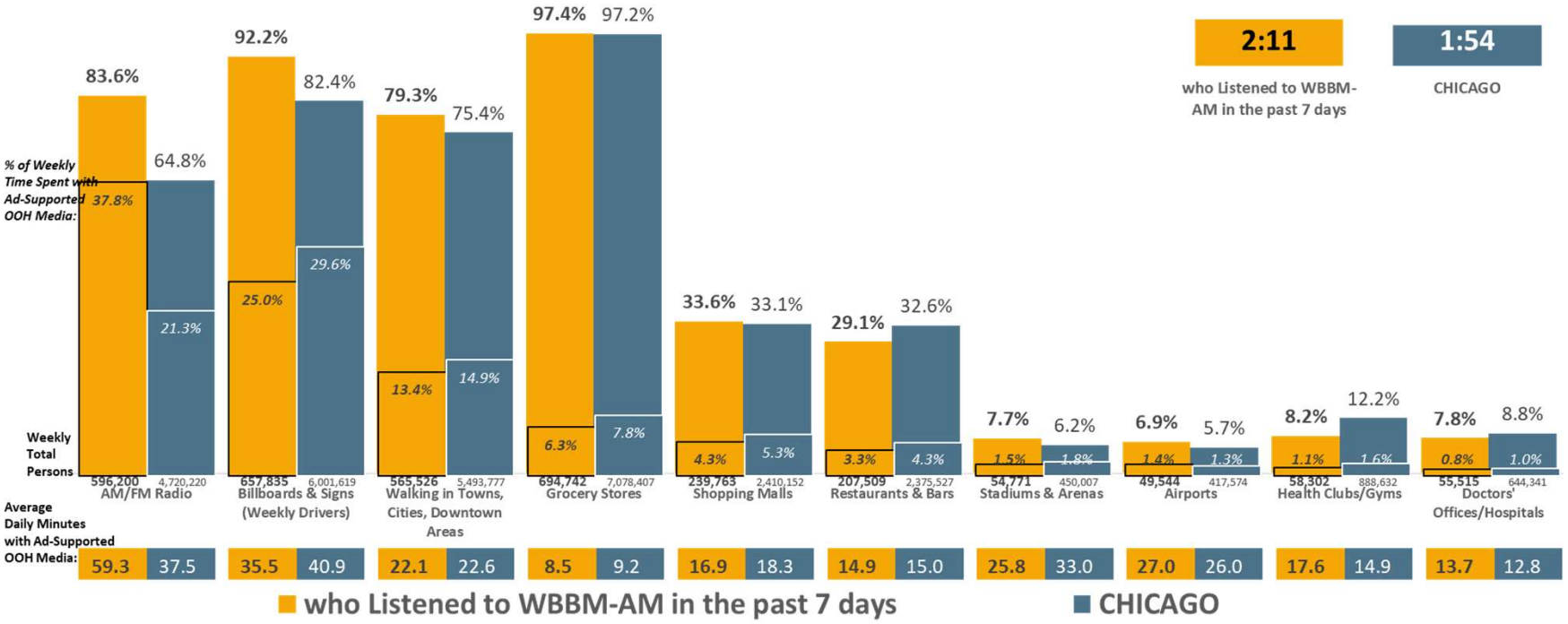
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(Radio Stations: WBBM-AM OR Radio Stations: WBBM-FM OR Radio Stations: WBMX-FM OR Radio Stations: WSCR-AM OR Radio Stations: WUSN-FM OR Radio Stations: WXRT-FM)

657,835 or 92.2% of Adults 18 or older who Listened to WBBM-AM in the past 7 days spend an average of 35.5 minutes per day driving, seeing Billboards and Signs representing 25.% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



	AM/FM Radio	Billboards & Signs (Weekly Drivers)	Walking in Towns, Cities, Downtown Areas	Grocery Stores	Shopping Malls	Restaurants & Bars	Stadiums & Arenas	Airports	Health Clubs/Gyms	Doctors' Offices/Hospitals
Weekly Reach %	83.6% / 64.8%	92.2% / 82.4%	79.3% / 75.4%	97.4% / 97.2%	33.6% / 33.1%	29.1% / 32.6%	7.7% / 6.2%	6.9% / 5.7%	8.2% / 12.2%	7.8% / 8.8%
% of Weekly Time Spent with Ad-Supported OOH Media:	37.8% / 21.3%	25.0% / 29.6%	13.4% / 14.9%	6.3% / 7.8%	4.3% / 5.3%	3.3% / 4.3%	1.5% / 1.8%	1.4% / 1.3%	1.1% / 1.6%	0.8% / 1.0%
Weekly Total Persons	596,200 / 4,720,220	657,835 / 6,001,619	565,526 / 5,493,777	694,742 / 7,078,407	239,763 / 2,410,152	207,509 / 2,375,527	54,771 / 450,007	49,544 / 417,574	58,302 / 888,632	55,515 / 644,341
Average Daily Minutes with Ad-Supported OOH Media:	59.3 / 37.5	35.5 / 40.9	22.1 / 22.6	8.5 / 9.2	16.9 / 18.3	14.9 / 15.0	25.8 / 33.0	27.0 / 26.0	17.6 / 14.9	13.7 / 12.8

■ who Listened to WBBM-AM in the past 7 days ■ CHICAGO

CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 438 CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 4,132

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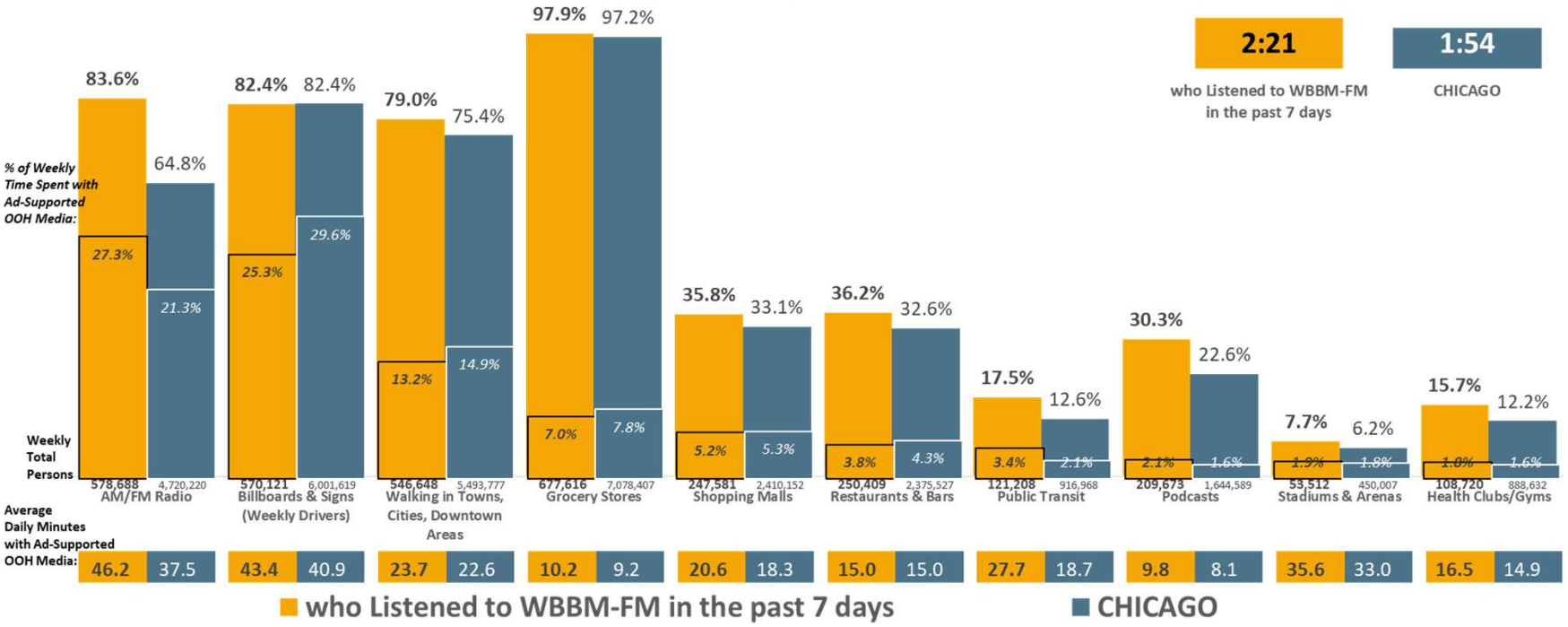
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Radio Stations: WBBM-AM

570,121 or 82.4% of Adults 18 or older who Listened to WBBM-FM in the past 7 days spend an average of 43.4 minutes per day driving, seeing Billboards and Signs representing 25.3% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 407 CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 4,132

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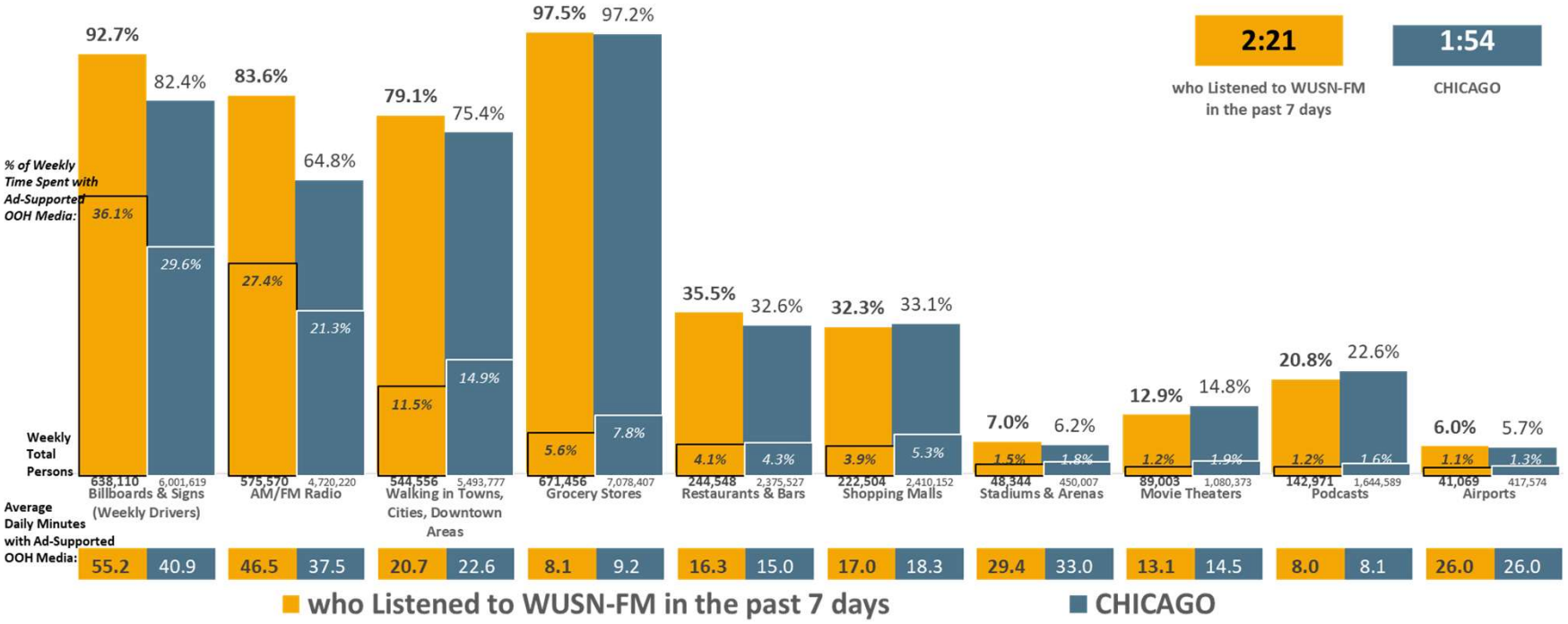
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Radio Stations: WBBM-FM

638,110 or 92.7% of Adults 18 or older who Listened to WUSN-FM in the past 7 days spend an average of 55.2 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 18 or older

"Share of Ad-Supported OOH Media"



CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 421 CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 4,132

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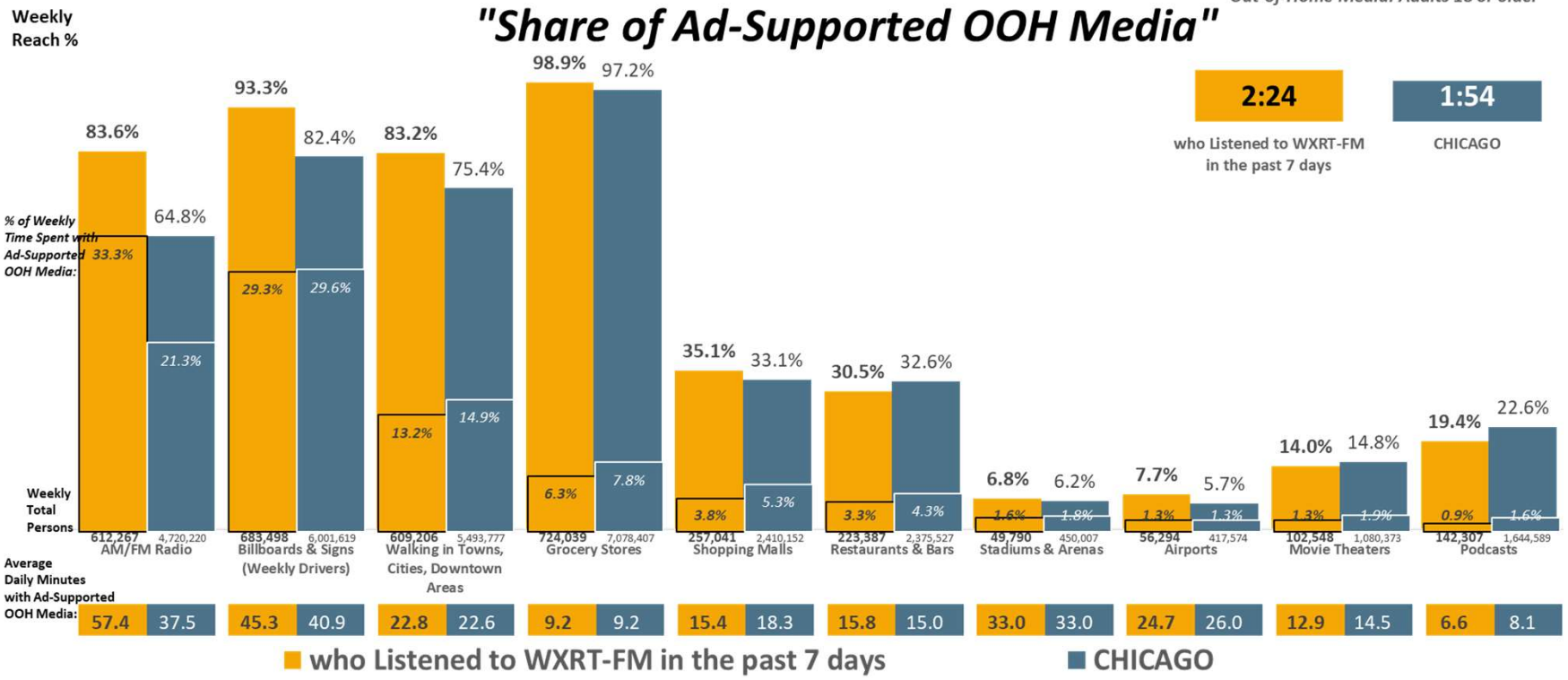
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Radio Stations: WUSN-FM

683,498 or 93.3% of Adults 18 or older who Listened to WXRT-FM in the past 7 days spend an average of 45.3 minutes per day driving, seeing Billboards and Signs representing 29.3% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 446 CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 4,132

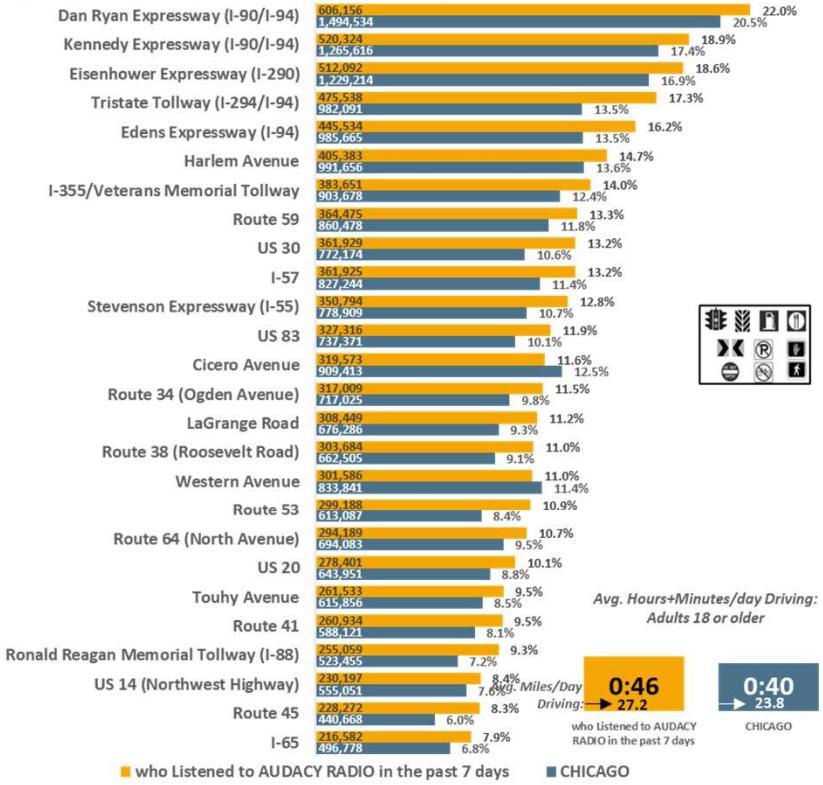
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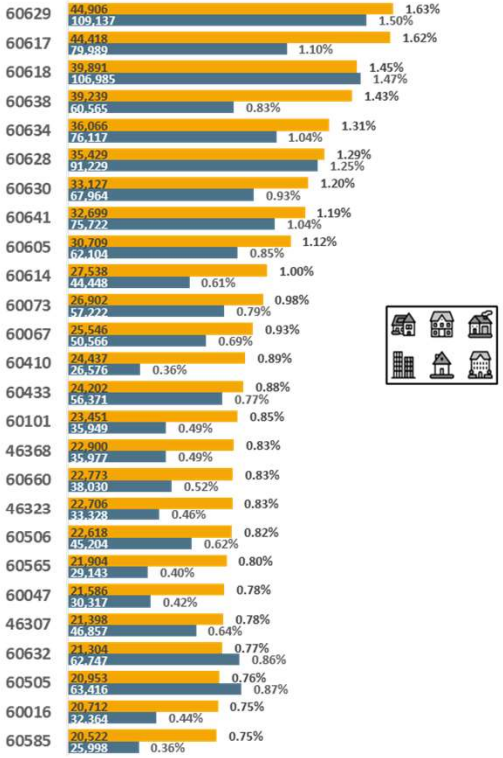
Radio Stations: WXRT-FM

2,404,465 or 87.4% of Adults 18 or older who Listened to AUDACY RADIO in the past 7 days spend an average of 46.8 minutes per day driving an average of 27.2 miles each day and are 29.3% more likely to use Route 53 than the Metro average.

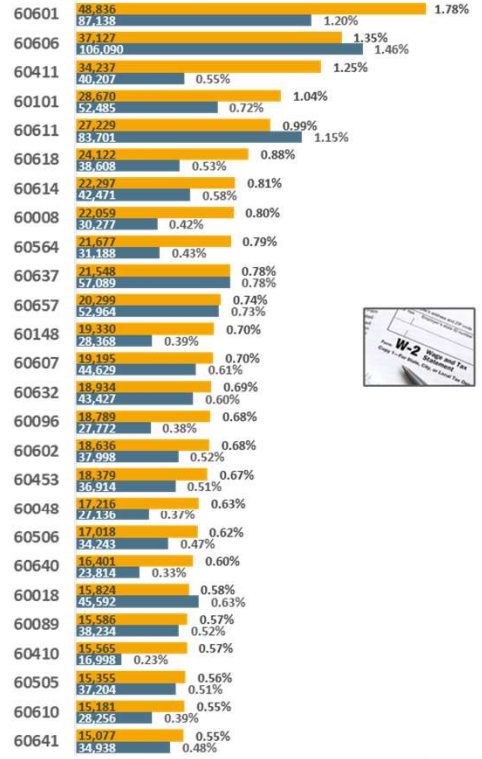
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 1,650

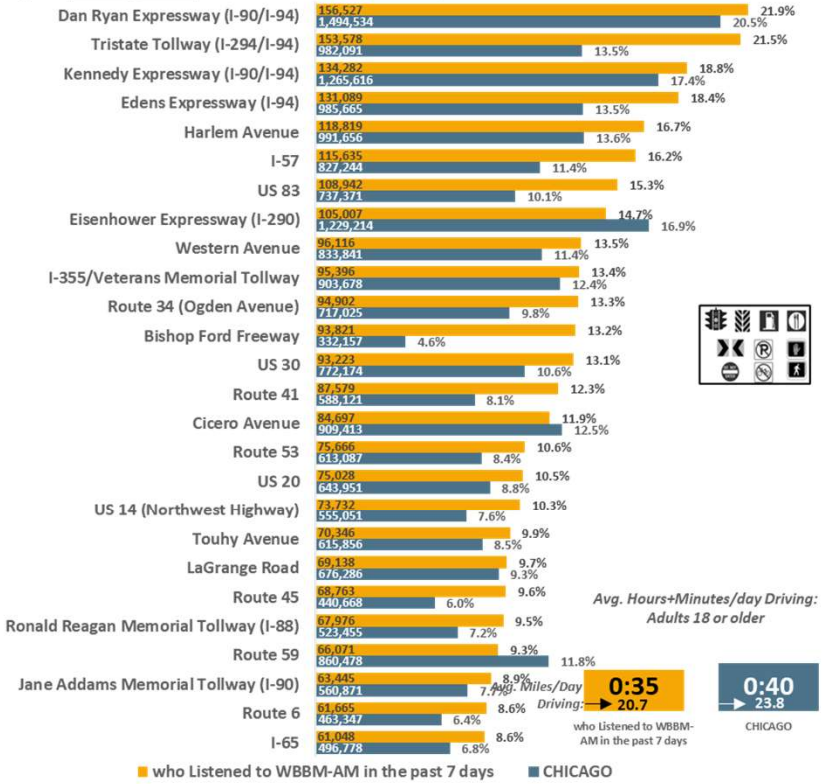
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(Radio Stations: WBBM-AM OR Radio Stations: WBBM-FM OR Radio Stations: WBMX-FM OR Radio Stations: WSCR-AM OR Radio Stations: WUSN-FM OR Radio Stations: WXRT-FM)

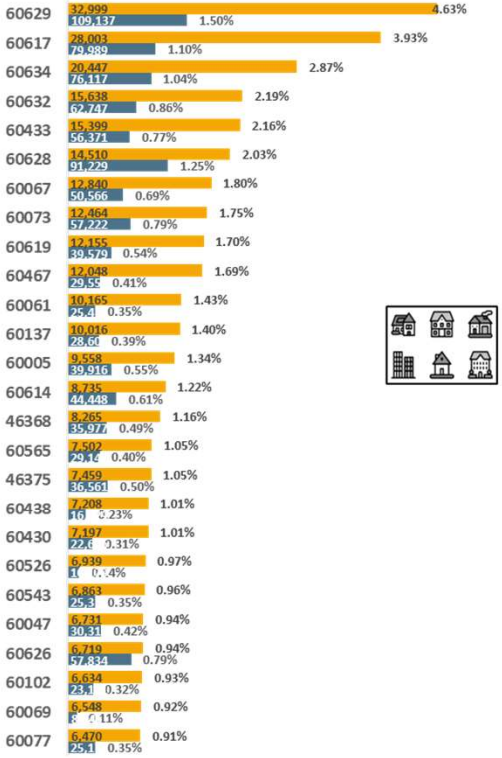
WBBM NEWSRADIO 780AM · 105.9FM

657,835 or 92.2% of Adults 18 or older who Listened to WBBM-AM in the past 7 days spend an average of 35.5 minutes per day driving an average of 20.7 miles each day and are 188.5% more likely to use Bishop Ford Freeway than the Metro average.

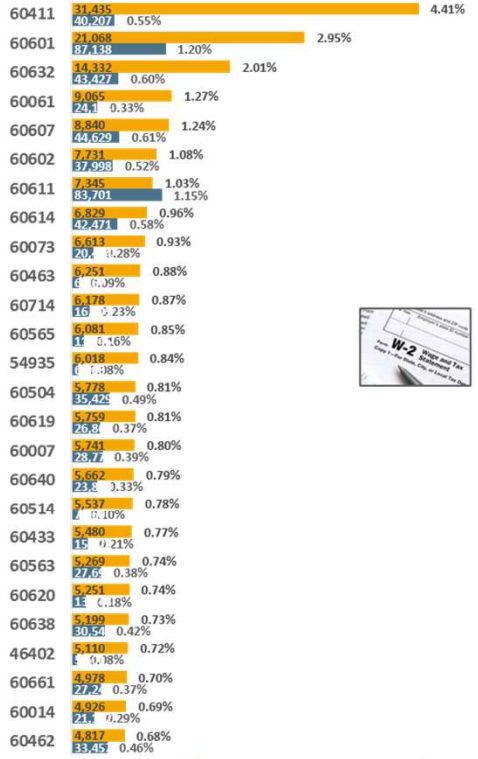
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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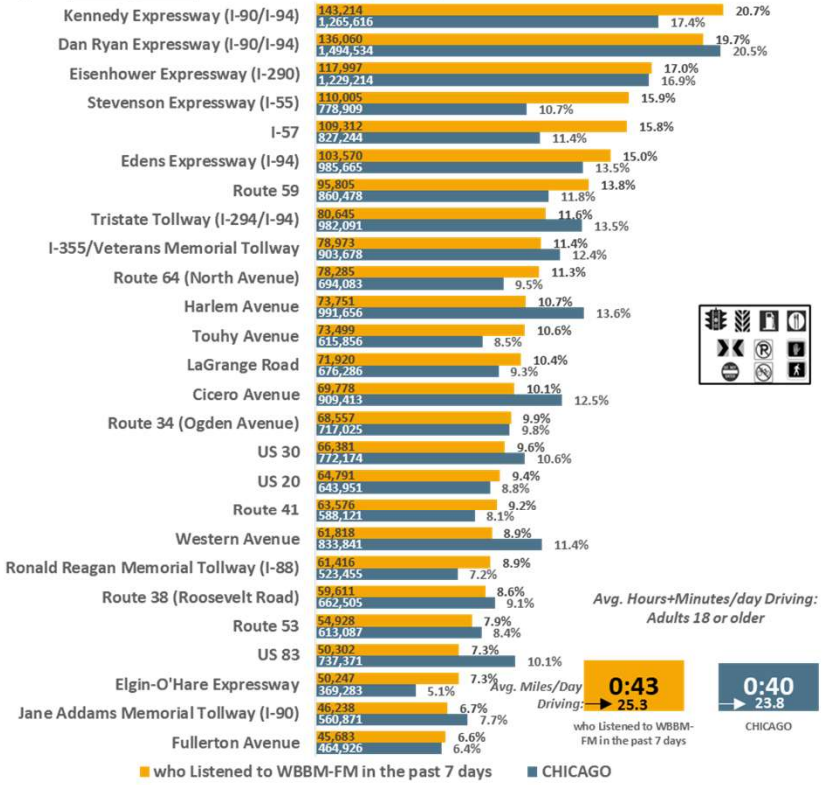
CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 438

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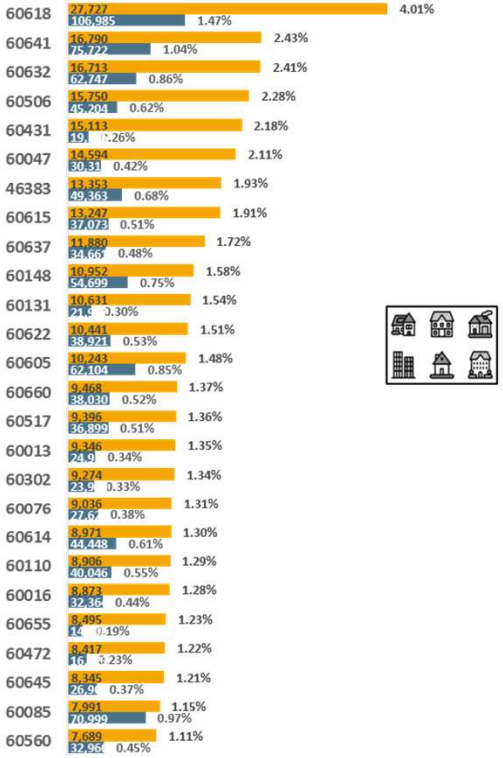
Radio Stations: WBBM-AM

570,121 or 82.4% of Adults 18 or older who Listened to WBBM-FM in the past 7 days spend an average of 43.4 minutes per day driving an average of 25.3 miles each day and are 48.6% more likely to use Stevenson Expressway (I-55) than the Metro average.

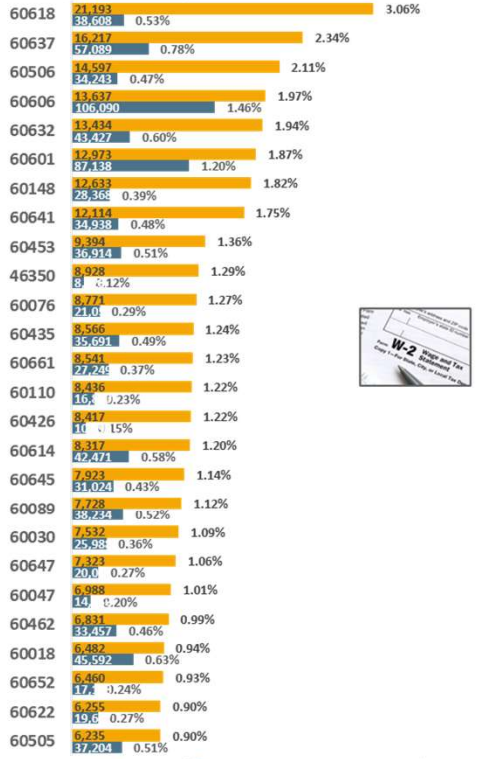
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 407

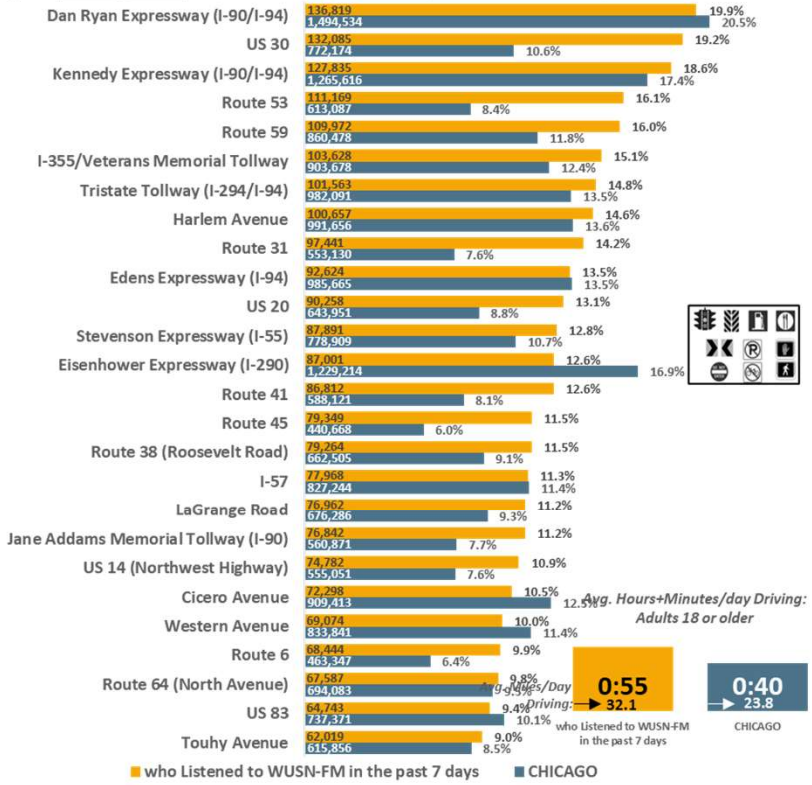
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Radio Stations: WBBM-FM

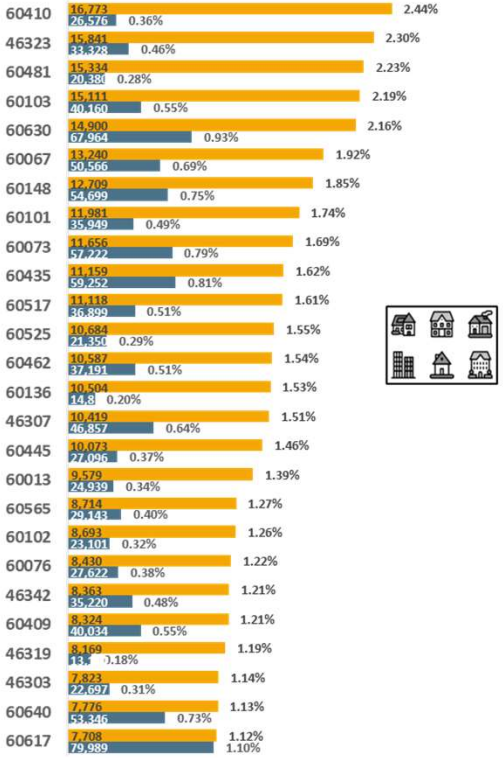
US99 • CHICAGO'S HOTTEST COUNTRY •

638,110 or 92.7% of Adults 18 or older who Listened to WUSN-FM in the past 7 days spend an average of 55.2 minutes per day driving an average of 32.1 miles each day and are 91.9% more likely to use Route 53 than the Metro average.

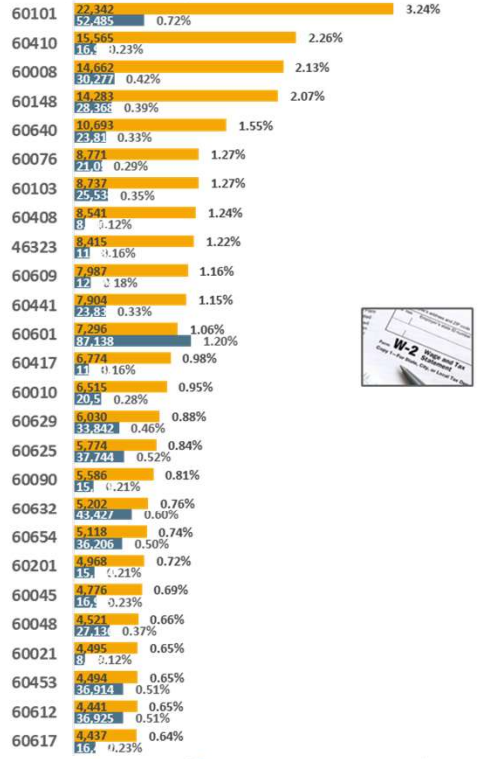
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 421

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Radio Stations: WUSN-FM

683,498 or 93.3% of Adults 18 or older who Listened to WXRT-FM in the past 7 days spend an average of 45.3 minutes per day driving an average of 26.3 miles each day and are 95.% more likely to use Ronald Reagan Memorial Tollway (I-88) than the Metro avera

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

	who Listened to WXRT-FM in the past 7 days		CHICAGO	
Tristate Tollway (I-294/I-94)	163,885	22.4%	982,091	13.5%
Eisenhower Expressway (I-290)	157,094	21.4%	1,229,214	16.9%
Edens Expressway (I-94)	154,036	21.0%	985,665	13.5%
Dan Ryan Expressway (I-90/I-94)	150,069	20.5%	1,494,534	20.5%
Kennedy Expressway (I-90/I-94)	127,770	17.4%	1,265,616	17.4%
Route 59	121,959	16.7%	860,478	11.8%
I-355/Veterans Memorial Tollway	118,767	16.2%	903,678	12.4%
Route 64 (North Avenue)	110,525	15.1%	694,083	9.5%
LaGrange Road	109,327	14.9%	676,286	9.3%
US 83	104,345	14.2%	737,371	10.1%
Ronald Reagan Memorial Tollway (I-88)	102,640	14.0%	523,455	7.2%
Route 38 (Roosevelt Road)	101,405	13.8%	662,505	9.1%
Route 34 (Ogden Avenue)	100,407	13.7%	717,025	9.8%
Stevenson Expressway (I-55)	98,929	13.5%	778,909	10.7%
Harlem Avenue	98,914	13.5%	991,656	13.6%
Route 53	93,614	12.8%	613,087	8.4%
US 20	92,866	12.7%	643,951	8.8%
Cicero Avenue	89,719	12.2%	909,413	12.5%
Touhy Avenue	89,044	12.2%	615,856	8.5%
US 14 (Northwest Highway)	85,432	11.7%	555,051	7.6%
Route 31	79,288	10.8%	553,130	7.6%
US 30	78,220	10.7%	772,174	10.6%
Western Avenue	71,791	9.8%	833,841	11.4%
Route 45	66,403	9.1%	440,668	6.0%
Jane Addams Memorial Tollway (I-90)	65,411	8.9%	560,871	7.7%
Route 41	63,293	8.6%	588,121	8.1%

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

Avg. Miles/Day Driving:

0:45 → 26.3 who Listened to WXRT-FM in the past 7 days

0:40 → 23.8 CHICAGO

Top-26 Residential Zip Codes: Adults 18 or older

60629	33,281	4.54%	109,137	1.50%
60630	17,684	2.41%	67,964	0.93%
60638	15,619	2.13%	60,565	0.83%
46368	15,094	2.06%	35,977	0.49%
60089	14,560	1.99%	35,419	0.49%
60187	13,479	1.84%	39,477	0.54%
60409	12,496	1.71%	40,034	0.55%
60430	12,485	1.70%	22,6	0.31%
60202	12,371	1.69%	38,958	0.53%
46307	11,948	1.63%	46,857	0.64%
60067	11,123	1.52%	50,566	0.69%
60103	10,880	1.49%	40,160	0.55%
60626	10,570	1.44%	57,834	0.79%
60174	10,204	1.39%	26,4	0.36%
60050	9,843	1.34%	22,8	0.31%
60073	9,115	1.24%	57,222	0.79%
46375	8,751	1.19%	36,561	0.50%
60659	8,561	1.17%	20	0.28%
60025	8,474	1.16%	25,2	0.35%
60605	8,284	1.13%	62,104	0.85%
60614	8,038	1.10%	44,448	0.61%
60514	7,326	1.00%	1	0.26%
60014	7,273	0.99%	31,66	0.43%
60402	6,940	0.95%	46,638	0.64%
60565	6,784	0.93%	29,1	0.40%
60657	6,601	0.90%	66,944	0.92%

Top-26 Employment Zip Codes: Adults 18 or older

60411	30,613	4.18%	40,207	0.55%
60606	19,382	2.65%	106,090	1.46%
60657	15,263	2.08%	52,964	0.73%
60601	12,780	1.74%	87,138	1.20%
60201	11,980	1.64%	15	0.21%
60609	9,982	1.36%	12	0.18%
60010	9,933	1.36%	20	0.28%
60614	9,295	1.27%	42,471	0.58%
60008	9,073	1.24%	30,7	0.42%
60103	8,303	1.13%	25,5	0.35%
60624	8,291	1.13%	17	0.25%
60602	7,981	1.09%	37,998	0.52%
60089	7,802	1.07%	38,234	0.52%
60607	7,293	1.00%	44,629	0.61%
60441	7,273	0.99%	23,8	0.33%
60625	7,088	0.97%	37,744	0.52%
60174	7,005	0.96%	26,6	0.37%
60523	6,766	0.92%	20	0.29%
60611	6,615	0.90%	83,701	1.15%
60134	6,549	0.89%	19	0.27%
60045	6,411	0.88%	16	0.23%
60025	6,375	0.87%	25,4	0.35%
60096	6,325	0.86%	27,7	0.38%
60640	6,068	0.83%	23,8	0.33%
60654	5,831	0.80%	36,2	0.50%
60050	5,540	0.76%	1	0.18%

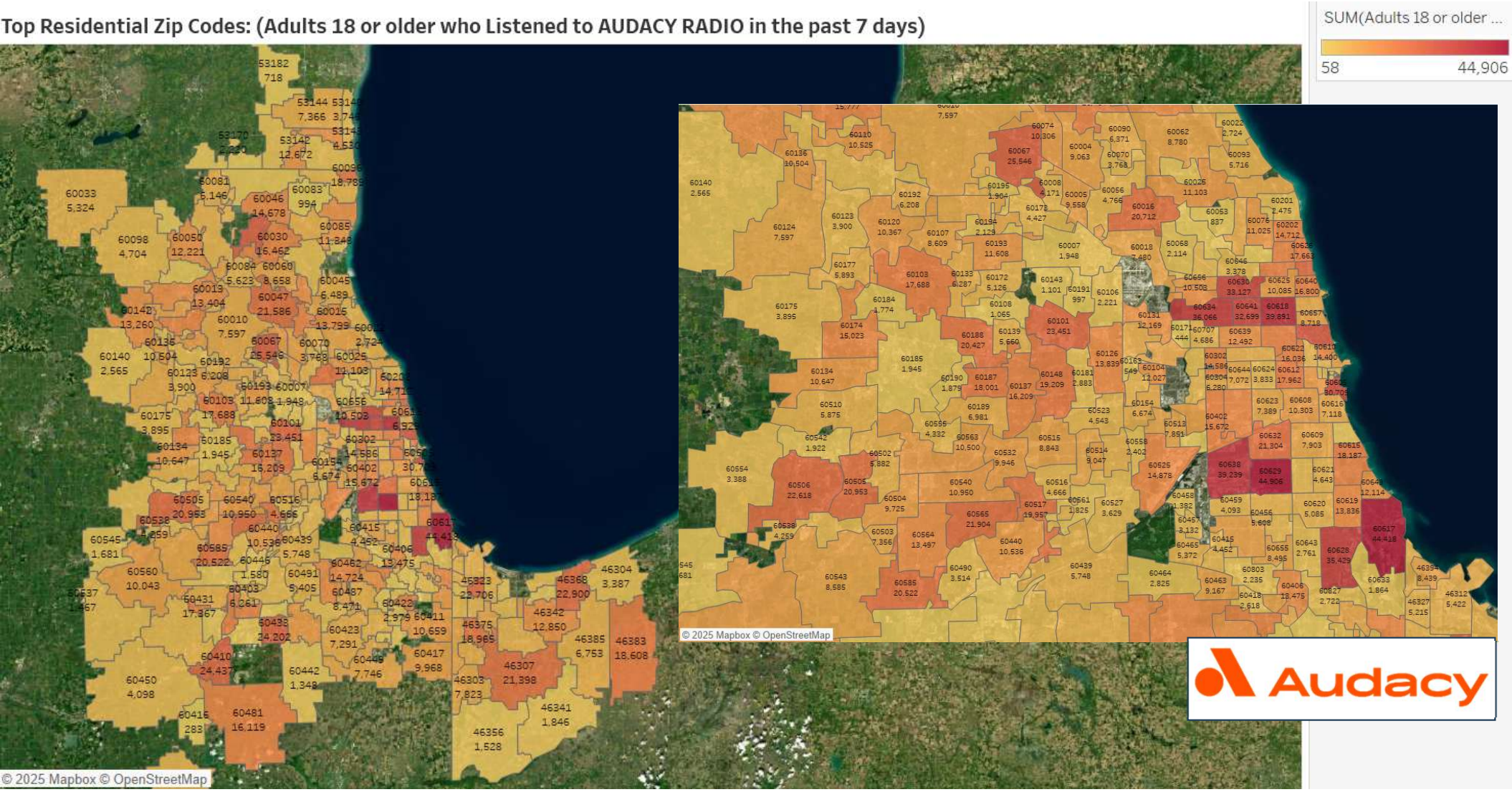
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CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 446

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Radio Stations: WXRT-FM

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

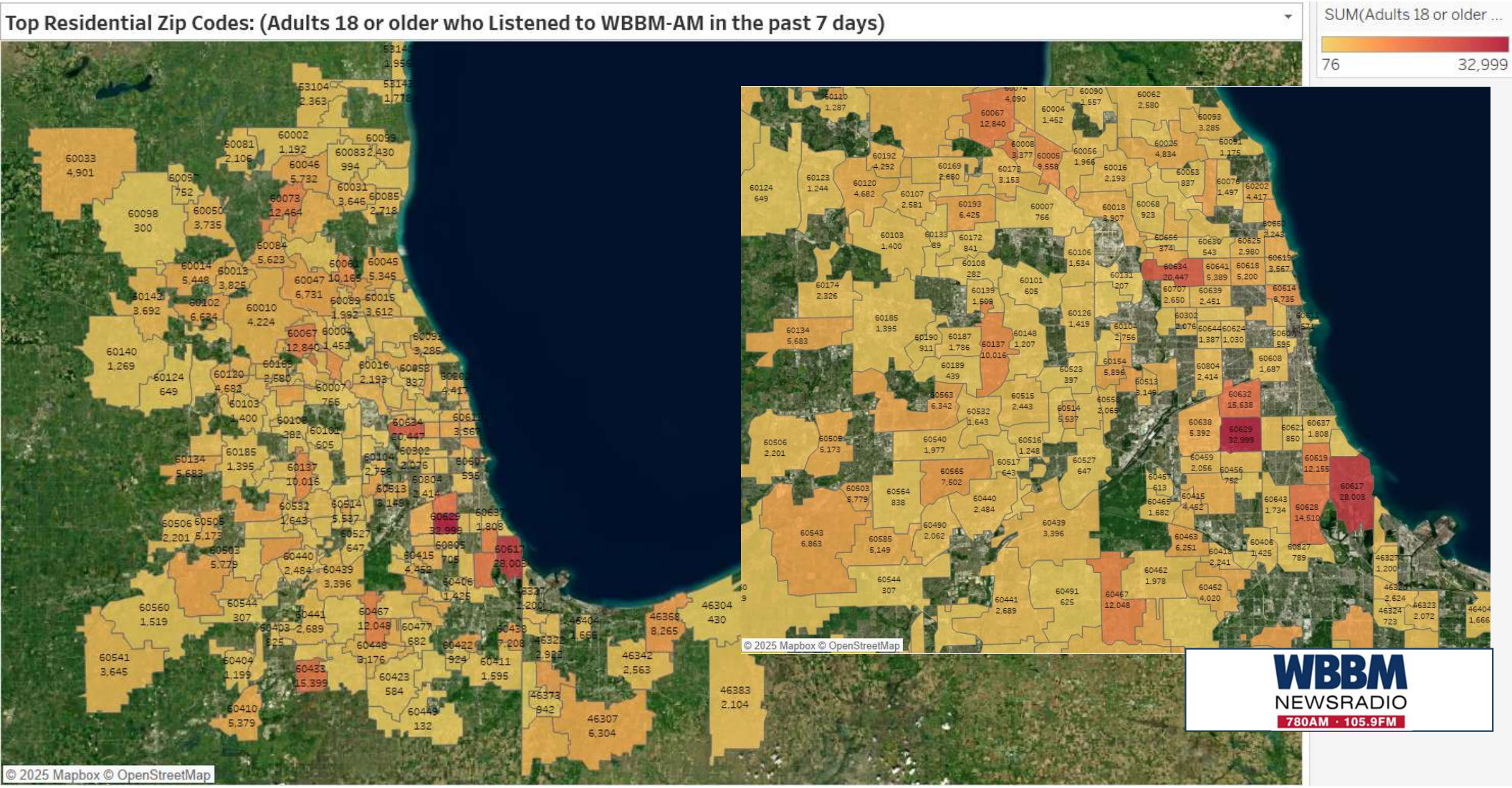


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(Radio Stations: WBBM-AM OR Radio Stations: WBBM-FM OR Radio Stations: WBMX-FM OR Radio Stations: WSCR-AM OR Radio Stations: WUSN-FM OR Radio Stations: WXRT-FM)

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

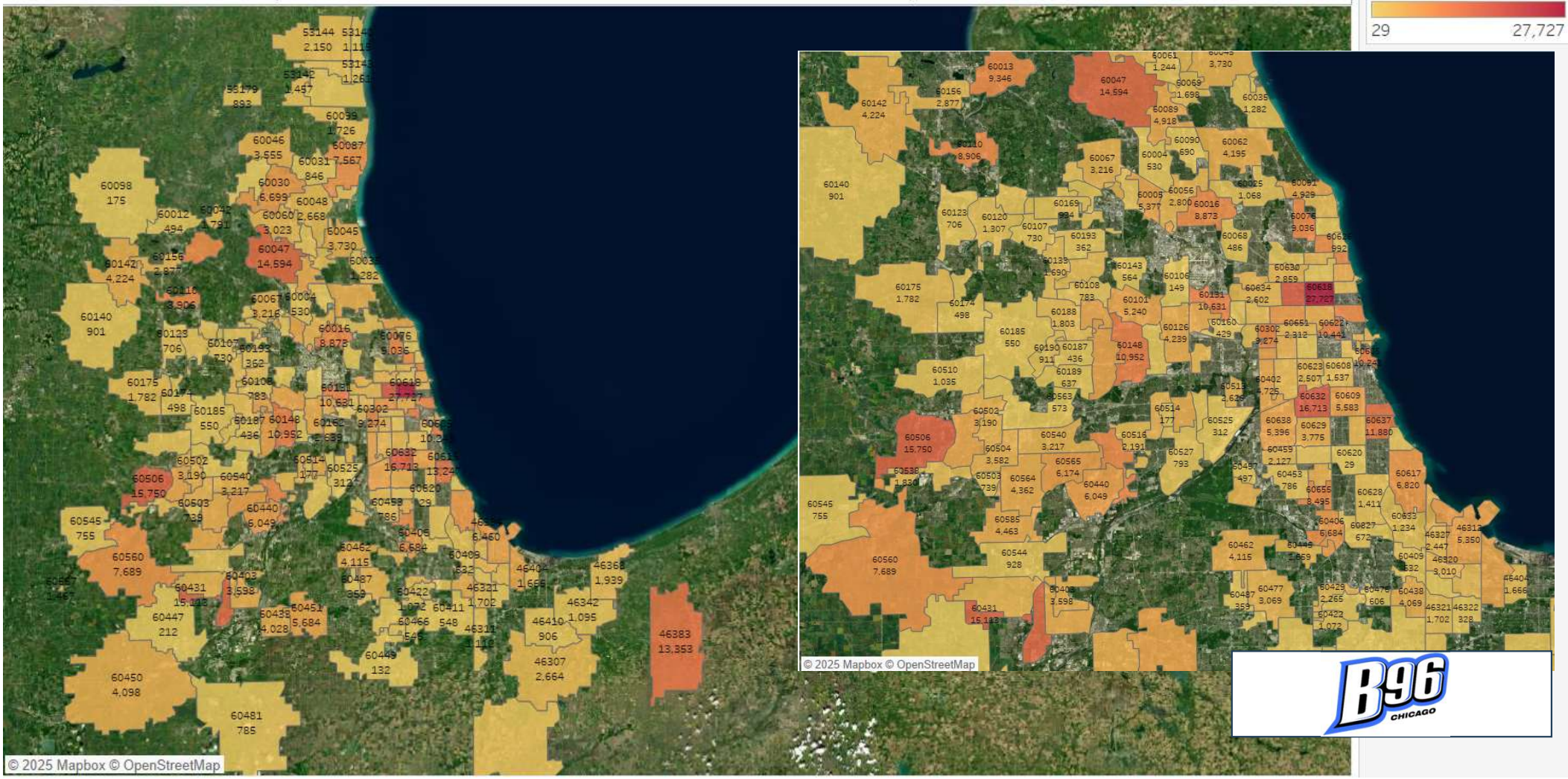


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Radio Stations: WBBM-AM

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



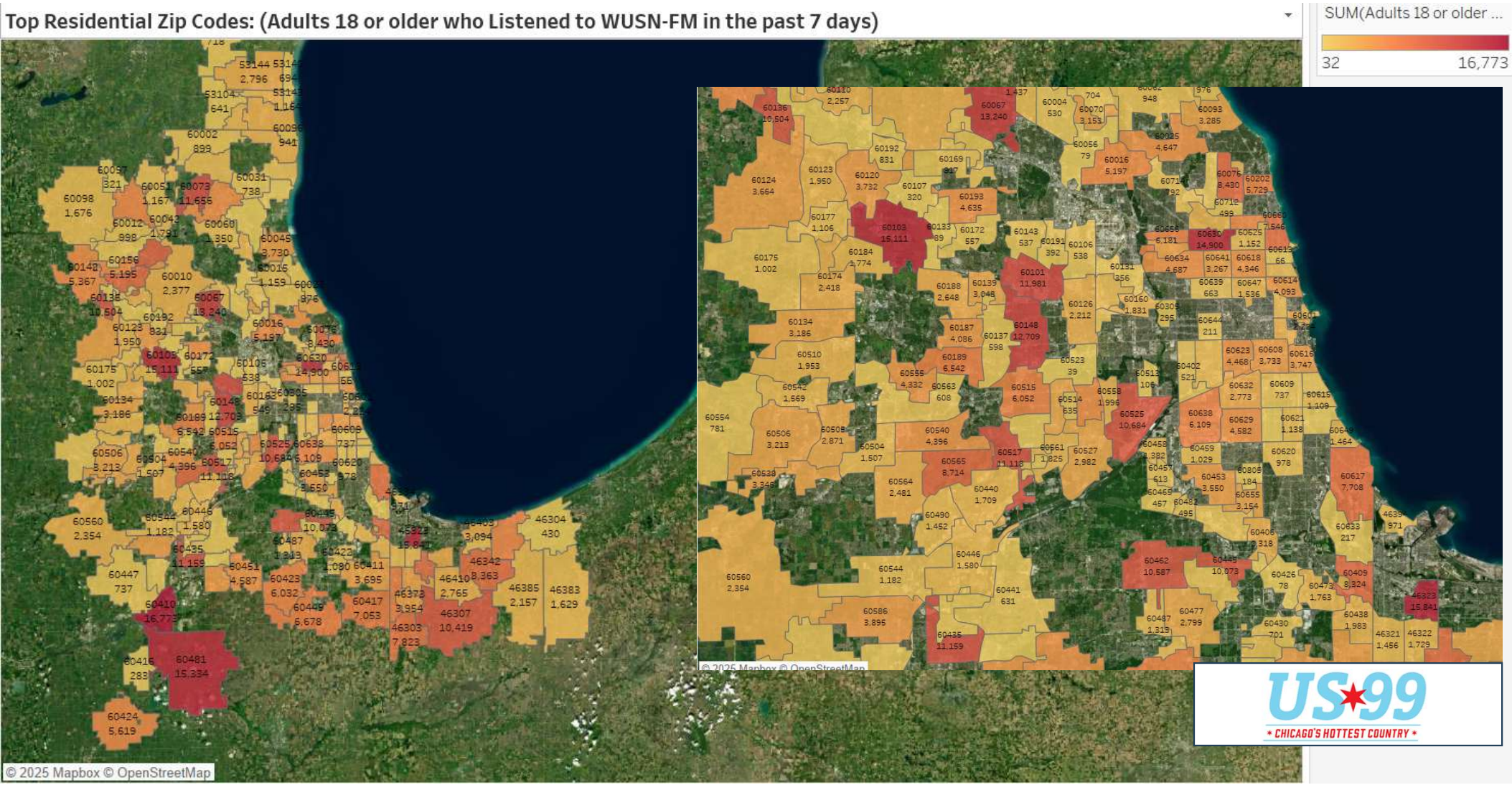
CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 407

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Radio Stations: WBBM-FM

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

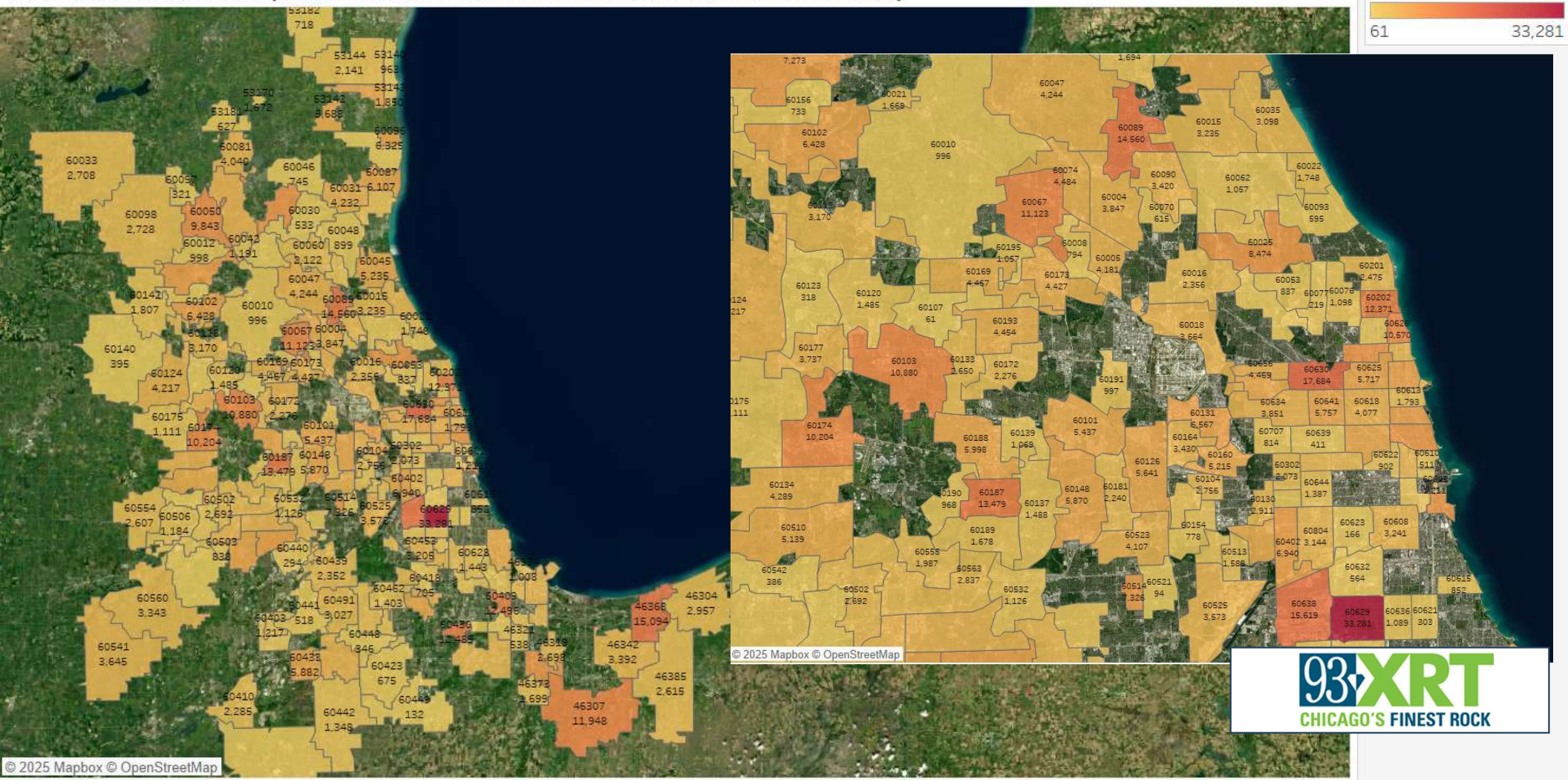


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Radio Stations: WUSN-FM

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



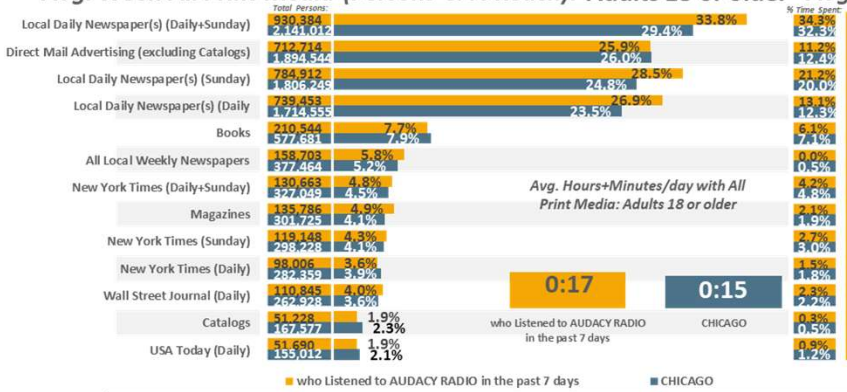
CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 446
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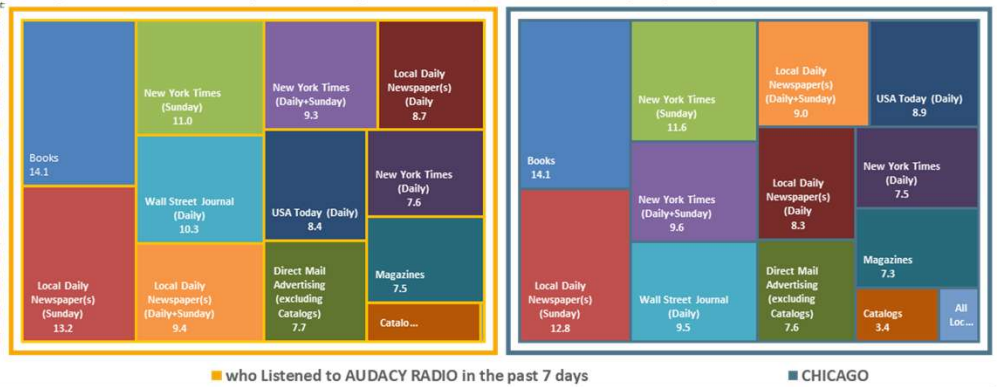
Radio Stations: WXRT-FM

930,384 or 33.8% of Adults 18 or older who Listened to AUDACY RADIO in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.4 minutes every day representing 36.5% of all time spent daily with All forms of Print Media.

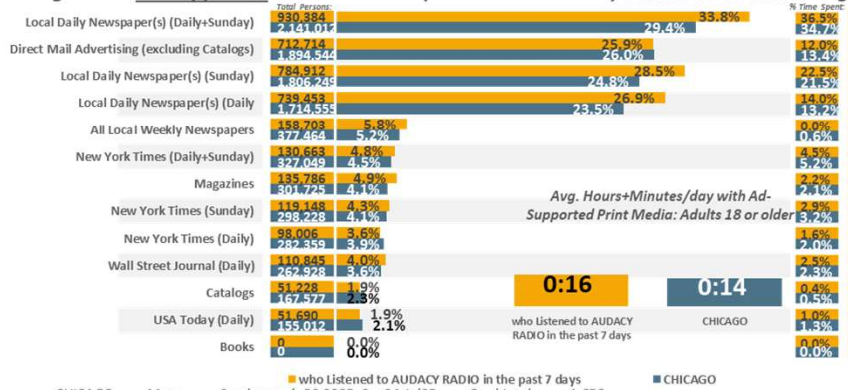
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



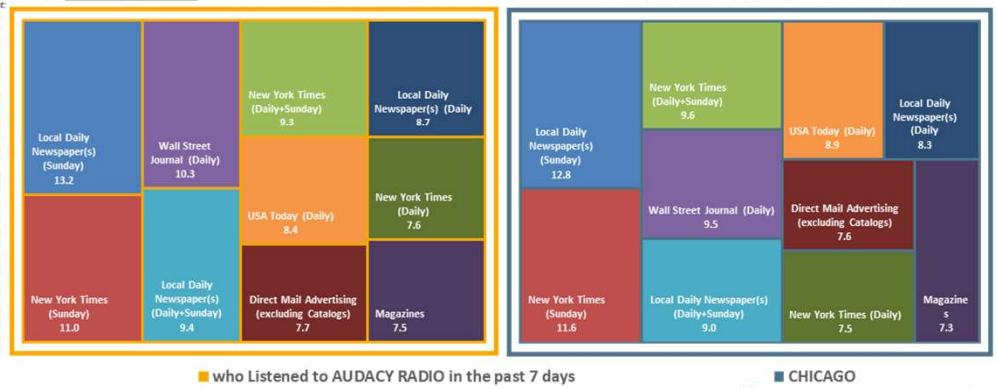
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 1,650

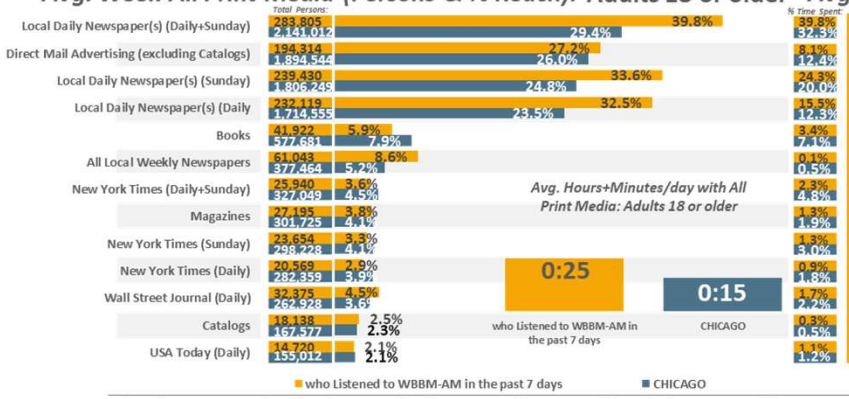
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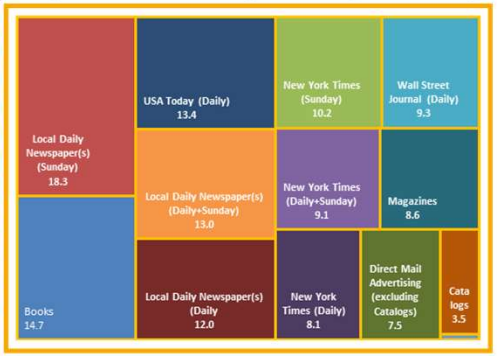
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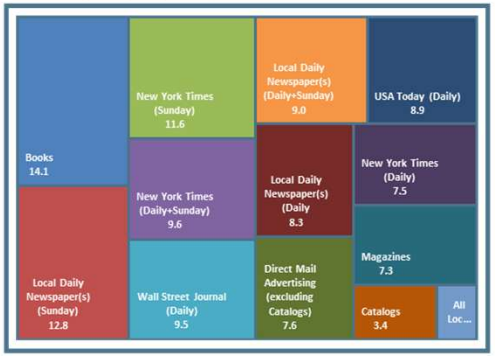
(Radio Stations: WBBM-AM OR Radio Stations: WBBM-FM OR Radio Stations: WBMX-FM OR Radio Stations: WSCR-AM OR Radio Stations: WUSN-FM OR Radio Stations: WXRT-FM)

283,805 or 39.8% of Adults 18 or older who Listened to WBBM-AM in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 13. minutes every day representing 41.2% of all time spent daily with All forms of Print Media.

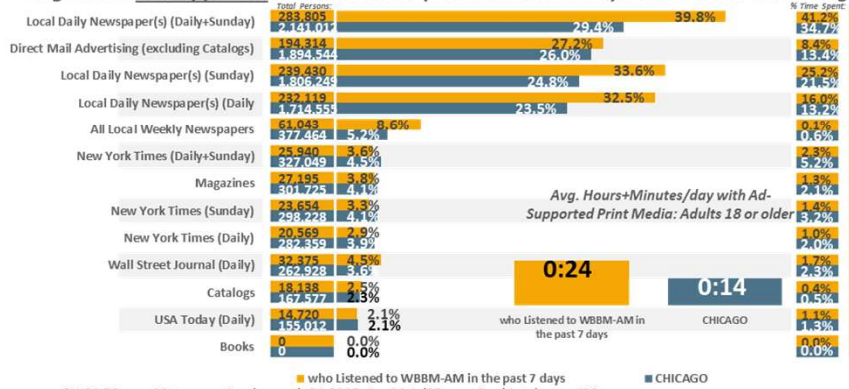
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older

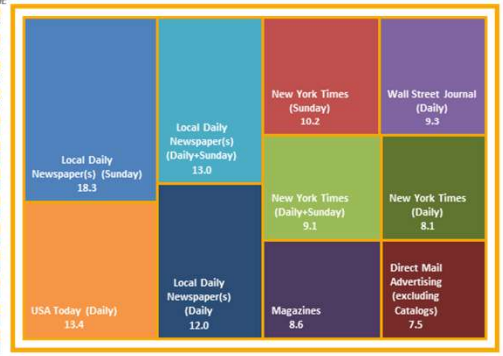


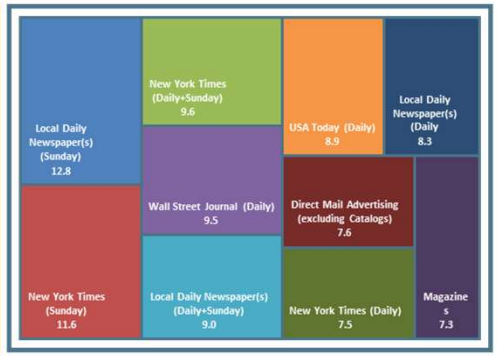




Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older







CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 438

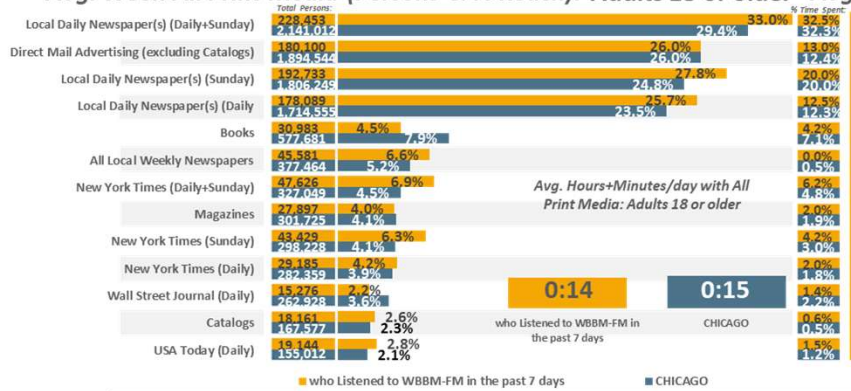
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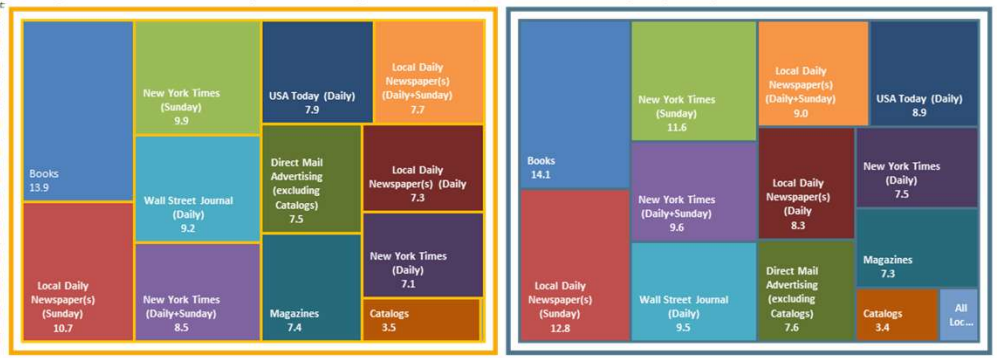
Radio Stations: WBBM-AM

228,453 or 33.% of Adults 18 or older who Listened to WBBM-FM in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7.7 minutes every day representing 33.9% of all time spent daily with All forms of Print Media.

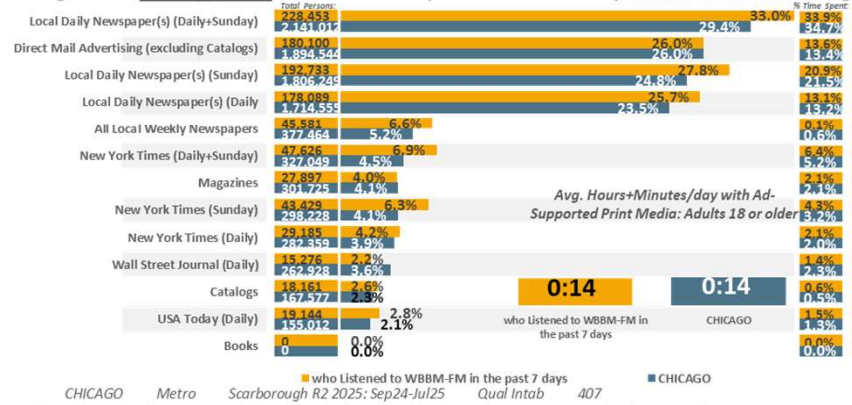
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



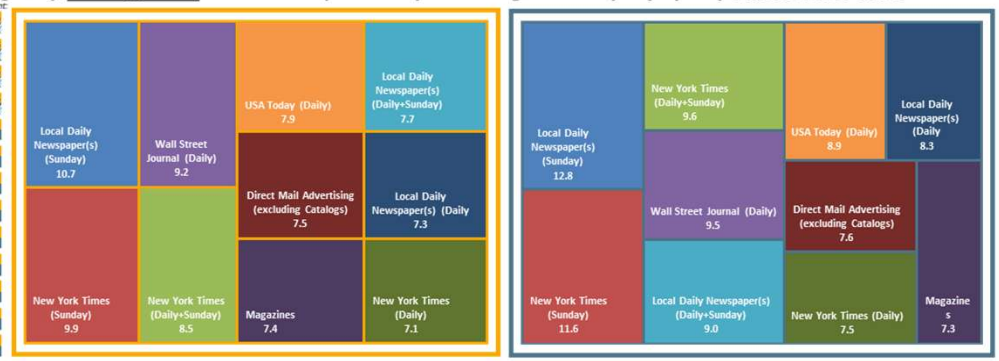
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 407

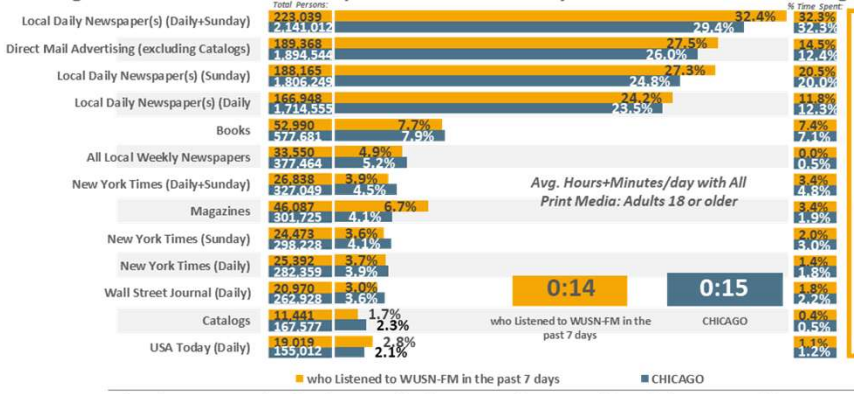
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Radio Stations: WBBM-FM

223,039 or 32.4% of Adults 18 or older who Listened to WUSN-FM in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7.8 minutes every day representing 34.8% of all time spent daily with All forms of Print Media.

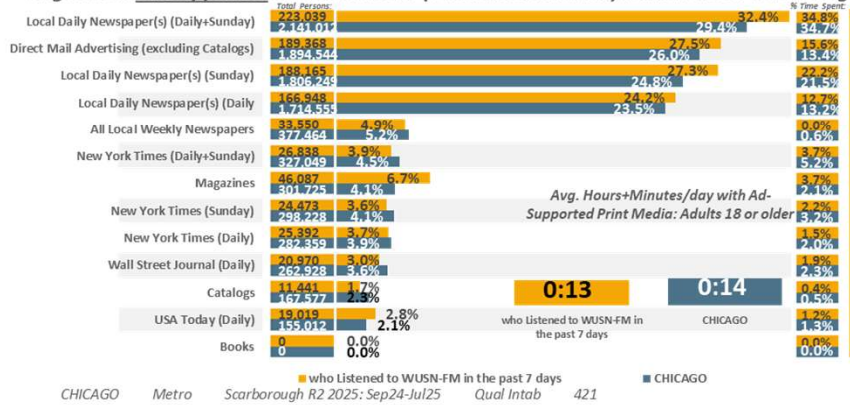
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



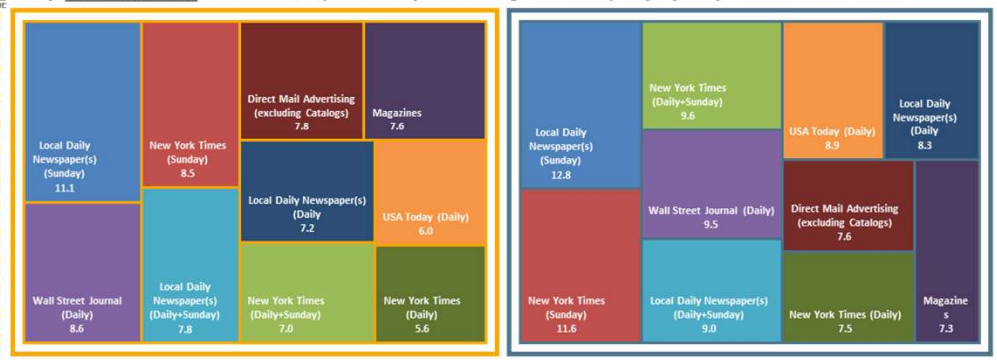
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 421

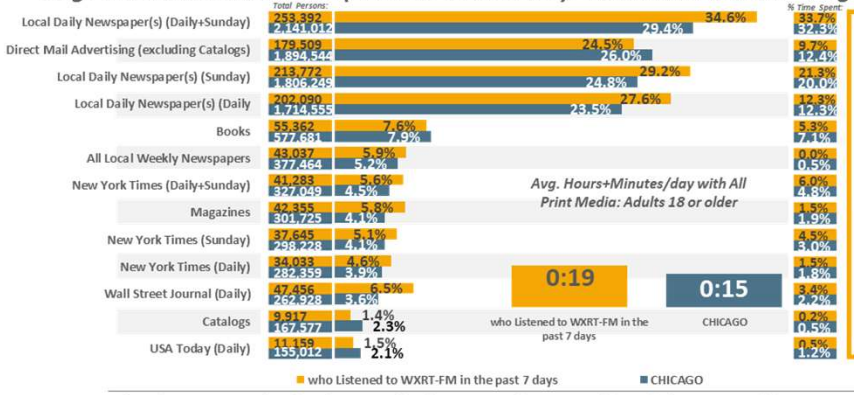
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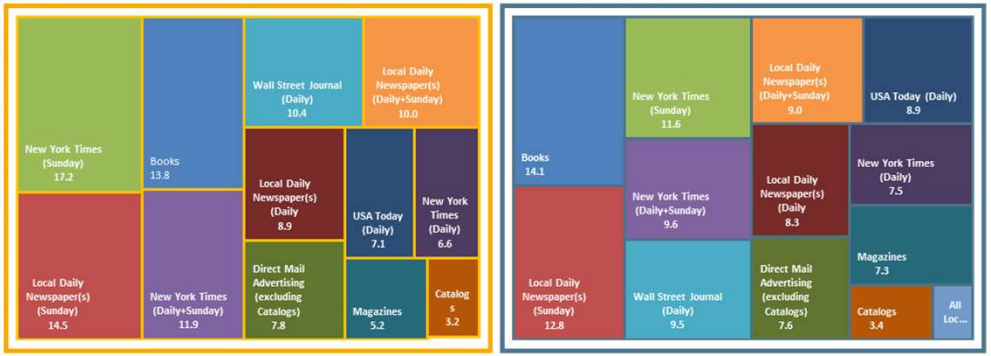
Radio Stations: WUSN-FM

253,392 or 34.6% of Adults 18 or older who Listened to WXRT-FM in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10. minutes every day representing 35.5% of all time spent daily with All forms of Print Media.

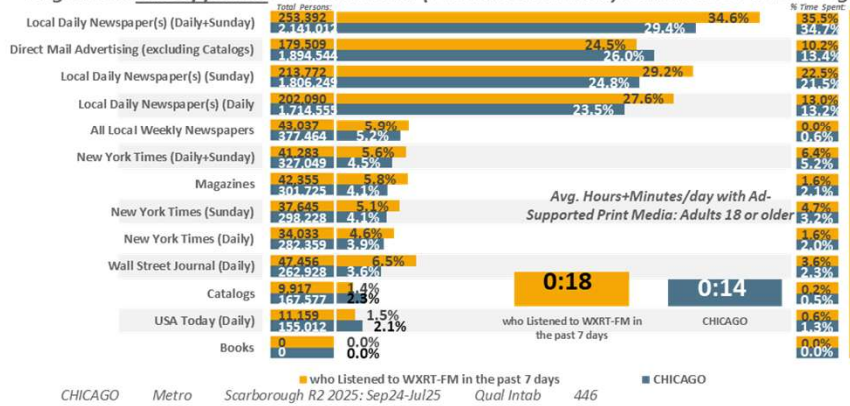
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



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



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



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



CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 446

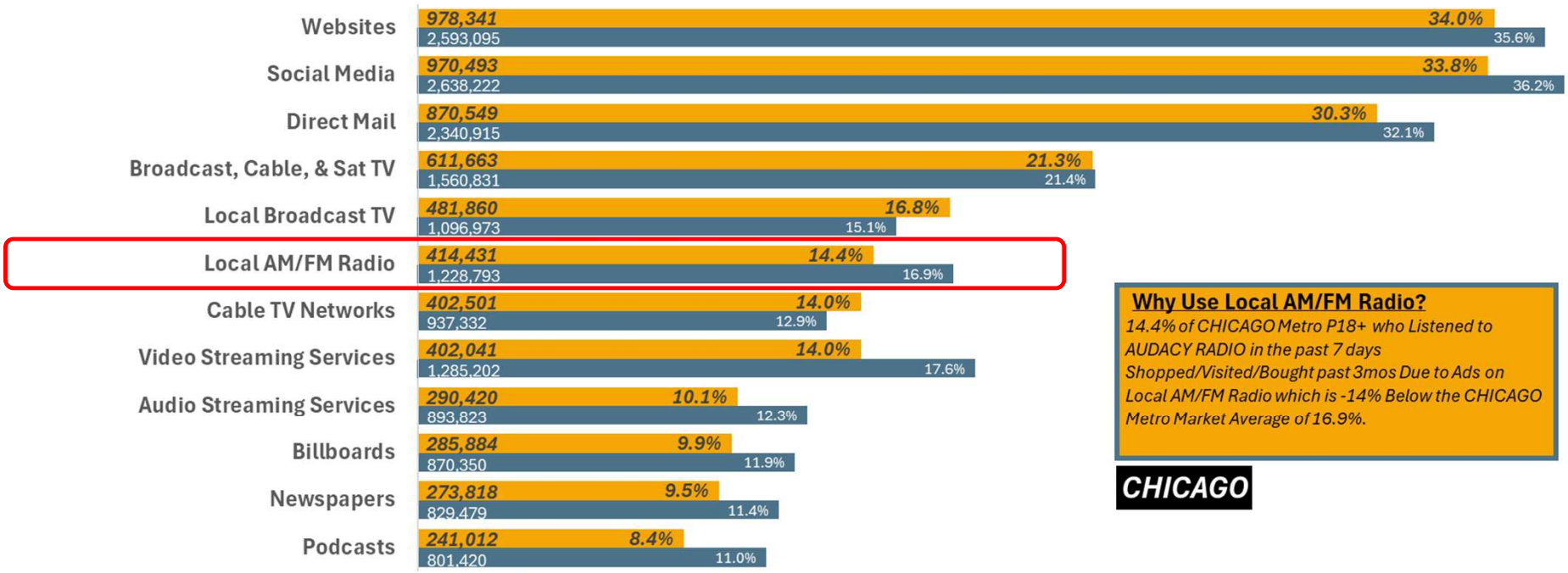
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Radio Stations: WXRT-FM

"Advertising Actions"

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



Why Use Local AM/FM Radio?

14.4% of CHICAGO Metro P18+ who Listened to AUDACY RADIO in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -14% Below the CHICAGO Metro Market Average of 16.9%.

CHICAGO

CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab: 1730

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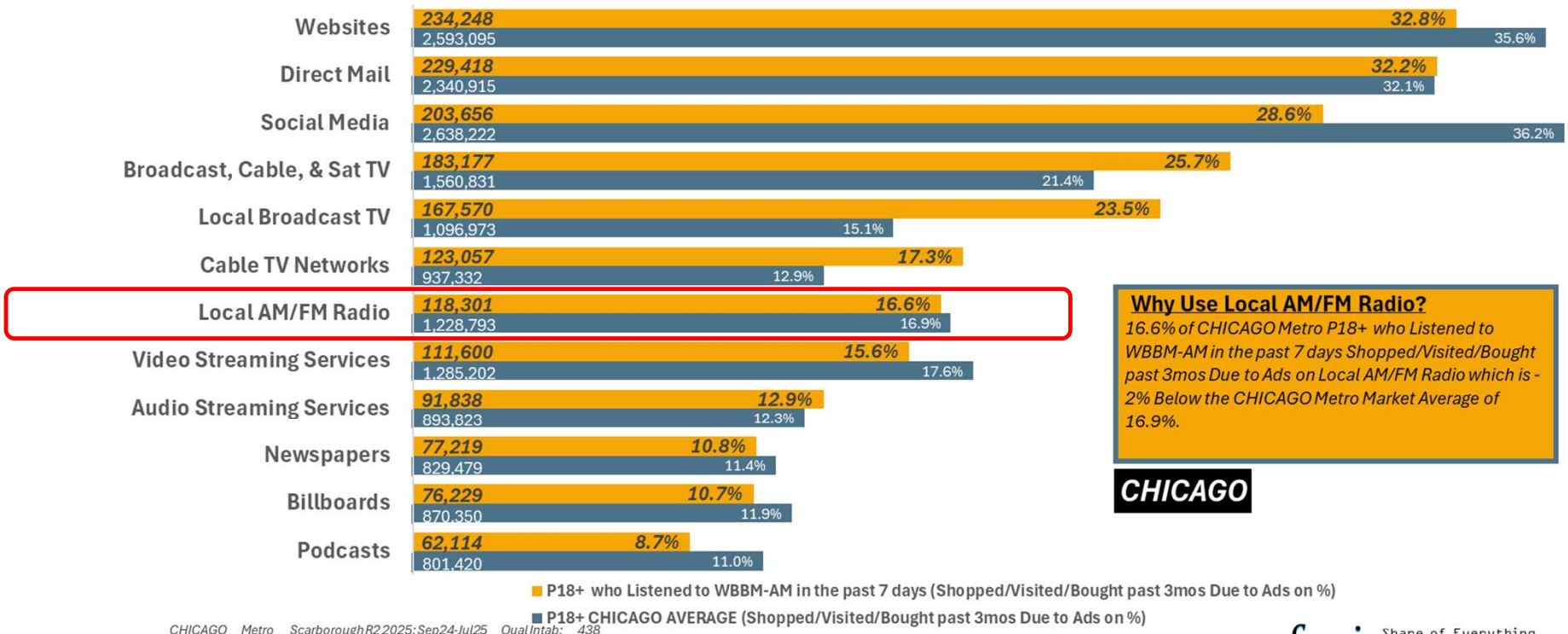
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(Radio Stations: WBBM-AM OR Radio Stations: WBBM-FM OR Radio Stations: WBMX-FM OR Radio Stations: WSCR-AM OR Radio Stations: WUSN-FM OR Radio Stations: WXRT-FM)

WBBM NEWSRADIO 780AM · 105.9FM

"Advertising Actions"

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



Why Use Local AM/FM Radio?

16.6% of CHICAGO Metro P18+ who Listened to WBBM-AM in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -2% Below the CHICAGO Metro Market Average of 16.9%.

CHICAGO

CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab: 438

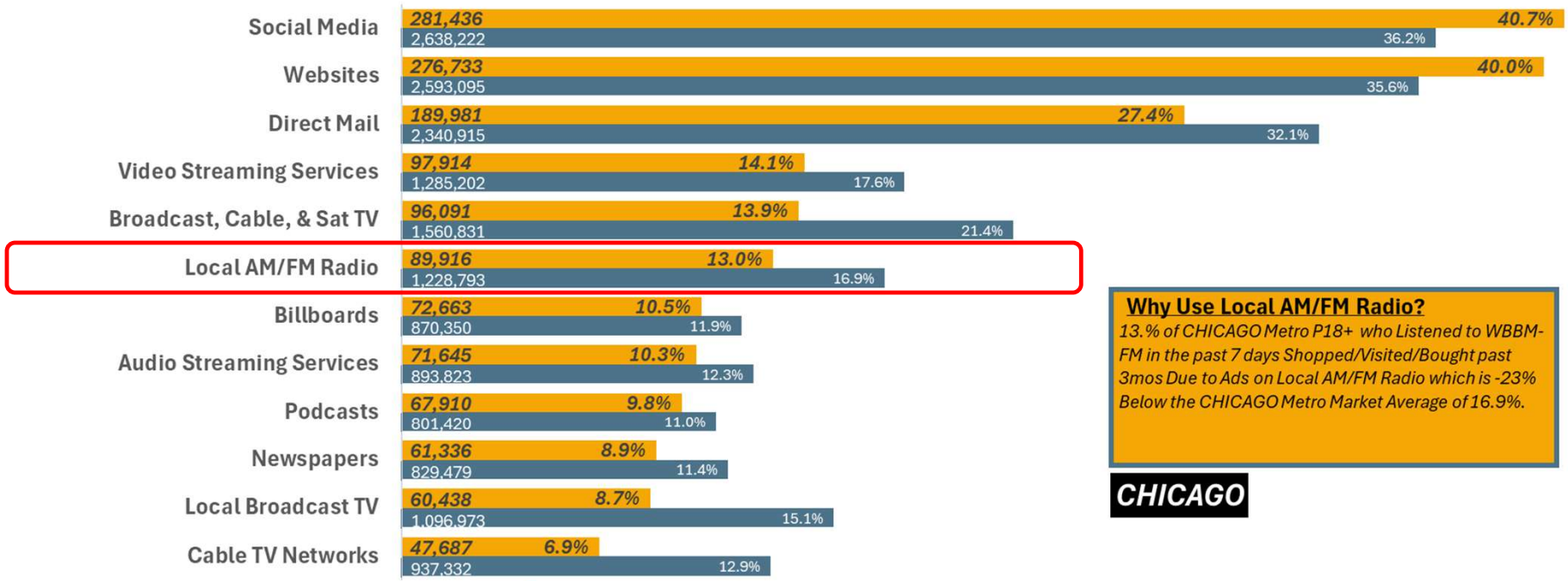
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Radio Stations: WBBM-AM

"Advertising Actions"

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



Why Use Local AM/FM Radio?

13.% of CHICAGO Metro P18+ who Listened to WBBM-FM in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -23% Below the CHICAGO Metro Market Average of 16.9%.

CHICAGO

CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab: 407

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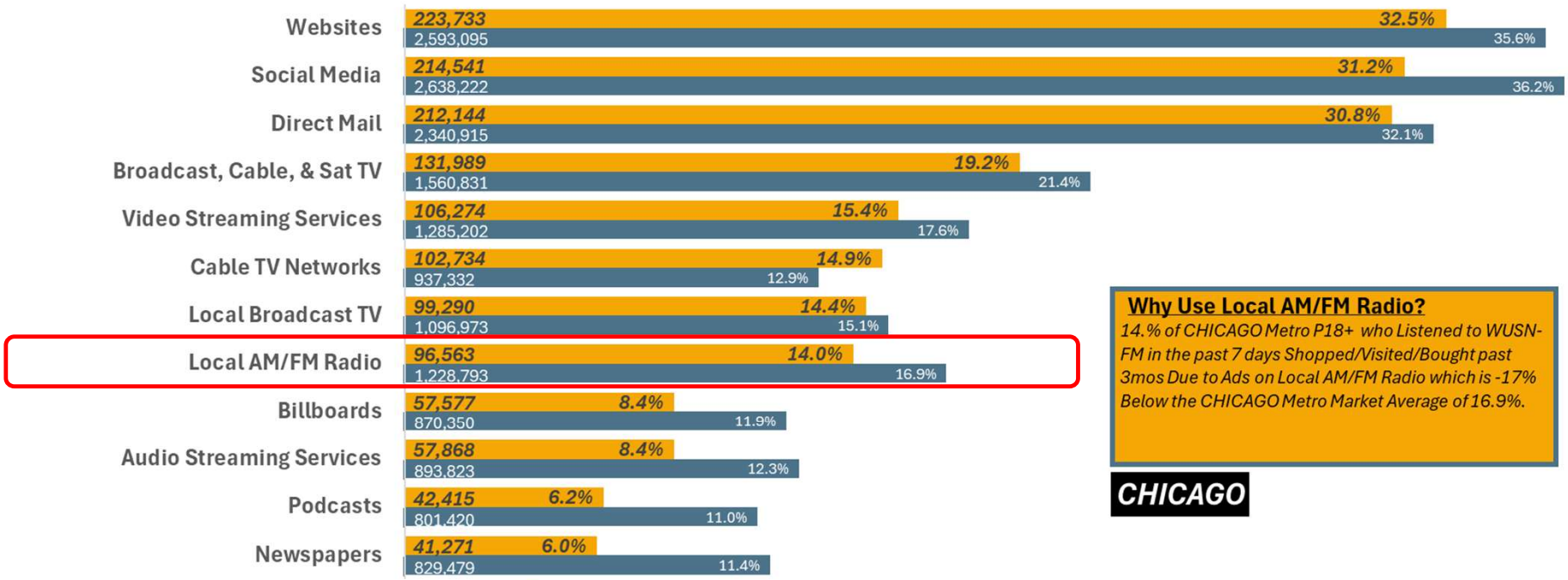
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Radio Stations: WBBM-FM

US 99 — CHICAGO'S HOTTEST COUNTRY

"Advertising Actions"

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



Why Use Local AM/FM Radio?

14.% of CHICAGO Metro P18+ who Listened to WUSN-FM in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -17% Below the CHICAGO Metro Market Average of 16.9%.

CHICAGO

CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab: 421

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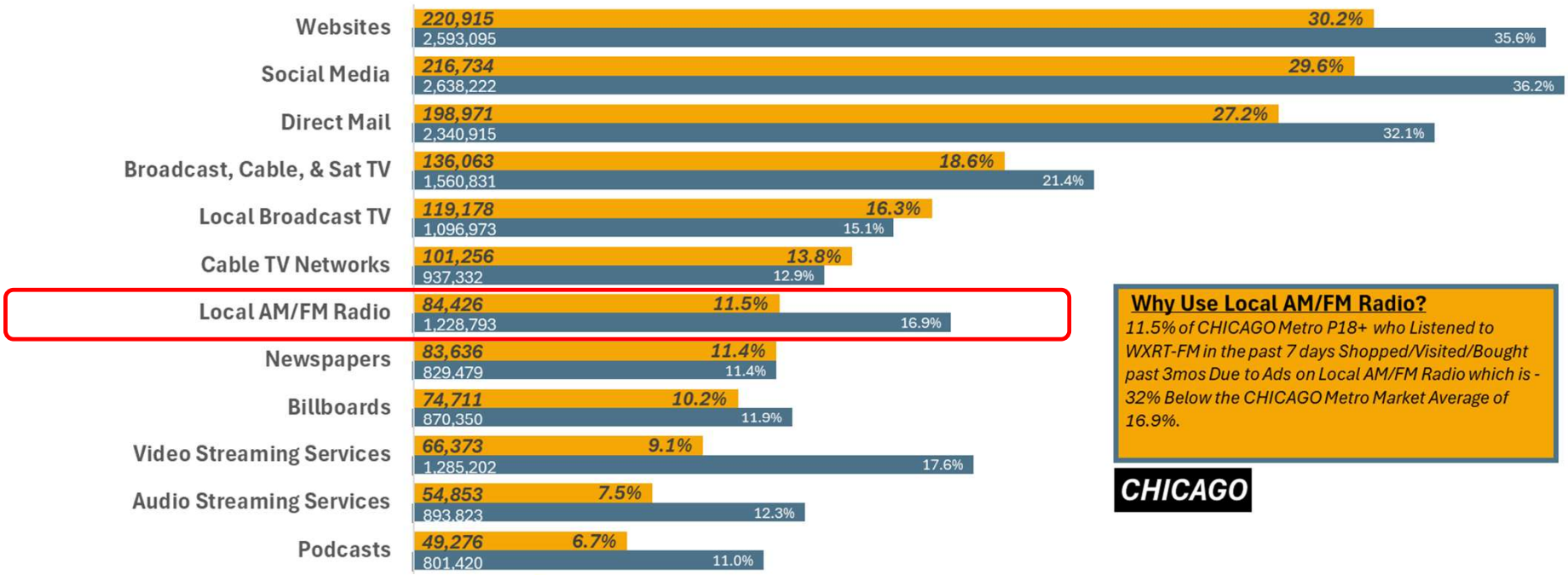
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Radio Stations: WUSN-FM

93 XRT
CHICAGO'S FINEST ROCK

"Advertising Actions"

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



Why Use Local AM/FM Radio?

11.5% of CHICAGO Metro P18+ who Listened to WXRT-FM in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -32% Below the CHICAGO Metro Market Average of 16.9%.

CHICAGO

CHICAGO Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab: 446

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Radio Stations: WXRT-FM