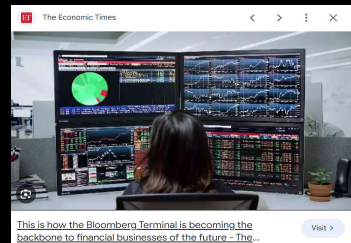


CHICAGO, IL, Metro – 5 P18+ Profiles of AUDACY RADIO Listeners! Brand New Data as of February 28, 2026! **Complete Demographic & Media Use Profiles**



**Metro
#3 P18+**

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





36.0% or 2,661,660 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 52.3 years old (8.5% older than average) and have a \$125,533 (11.1% higher than average) annual household income.

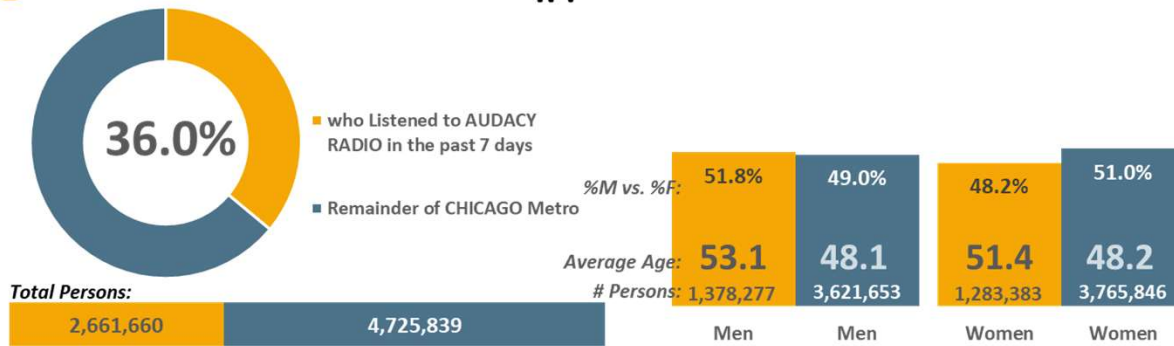


Percent of Market: Adults 18 or older

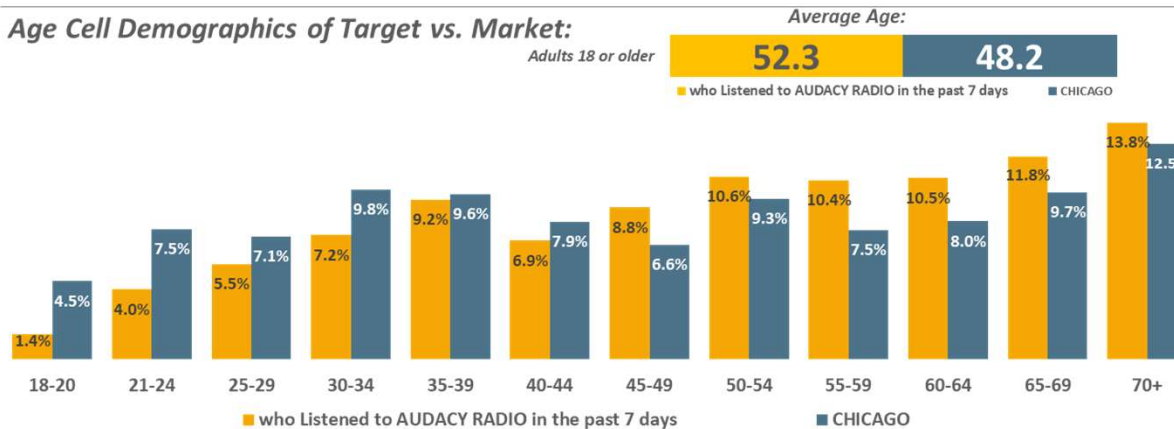


Gender of Target vs. Market: Adults 18 or older

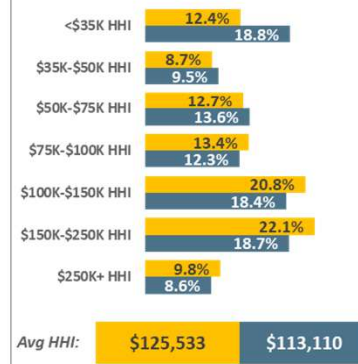
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



CHICAGO Metro Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,529
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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)



9.8% or 723,008 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 58.3 years old (21.% older than average) and have a \$124,261 (9.9% higher than average) annual household income.

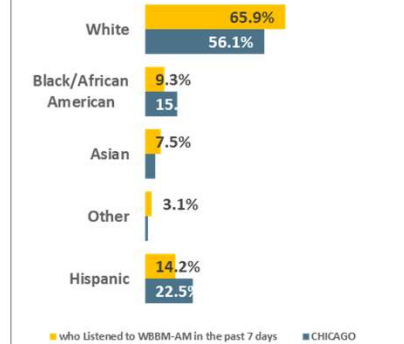
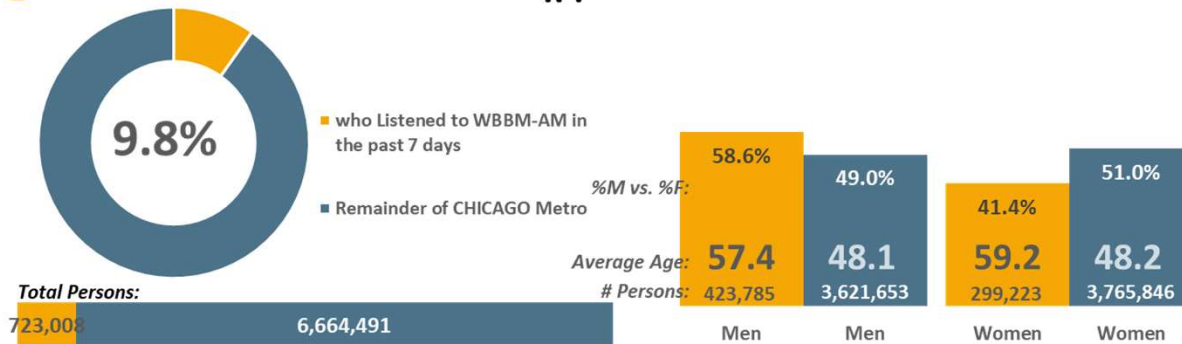


Percent of Market: Adults 18 or older

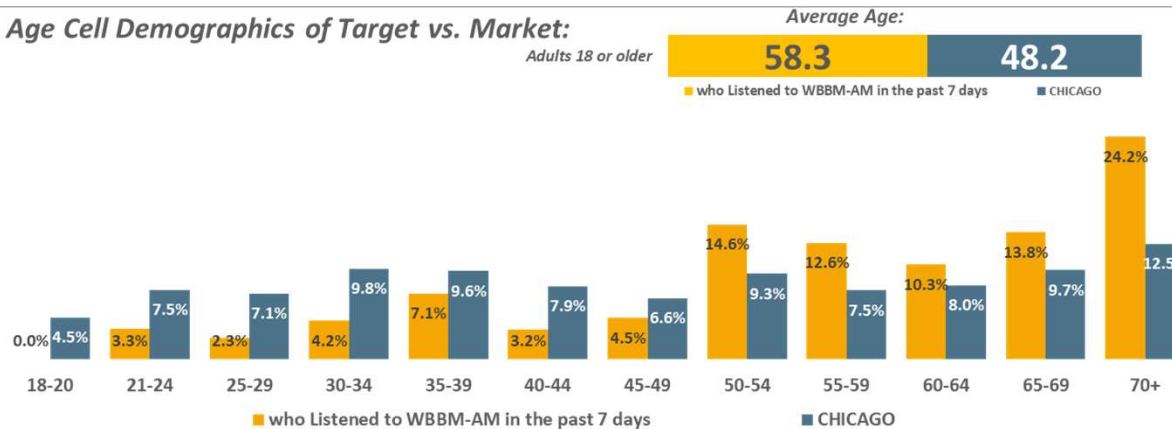


Gender of Target vs. Market: Adults 18 or older

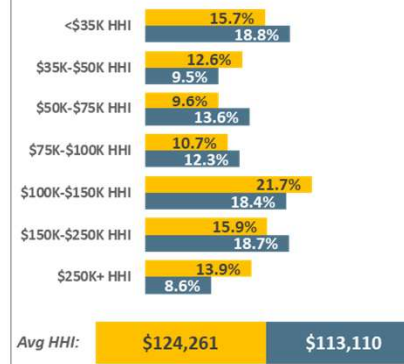
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:





9.7% or 718,101 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 44.4 years old (7.9% younger than average) and have a \$134,308 (18.7% higher than average) annual household income.

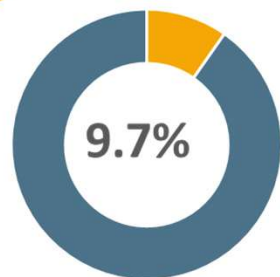


Percent of Market: Adults 18 or older



Gender of Target vs. Market: Adults 18 or older

Ethnicity of Target vs. Market:



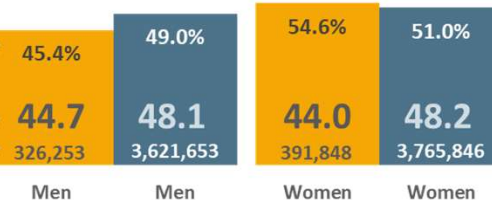
Total Persons:



%M vs. %F:

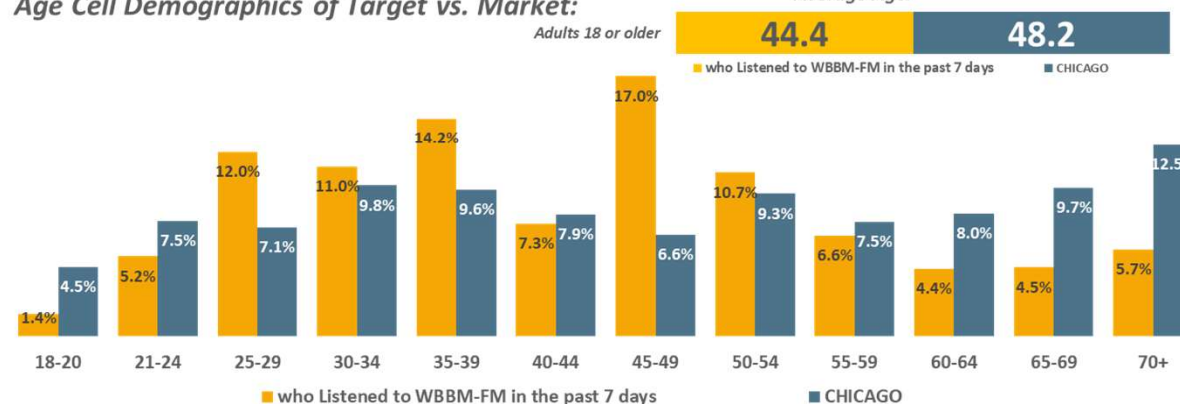
Average Age:

Persons:

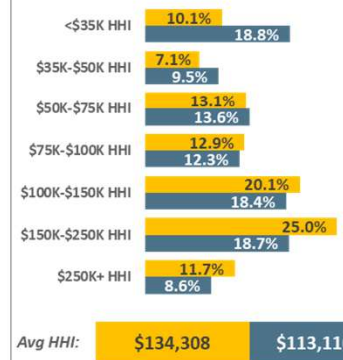


Age Cell Demographics of Target vs. Market:

Average Age:



HHI of Target vs. Market:



CHICAGO Metro Scarborough R1 2026: Feb25-Feb26 Qual Intab 393
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Radio Stations: WBBM-FM



9.9% or 732,558 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 52.1 years old (8.1% older than average) and have a \$125,105 (10.6% higher than average) annual household income.

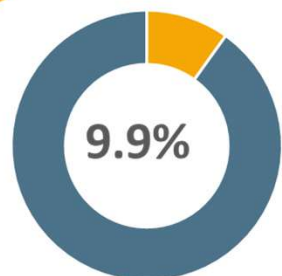


Percent of Market: Adults 18 or older



Gender of Target vs. Market: Adults 18 or older

Ethnicity of Target vs. Market:



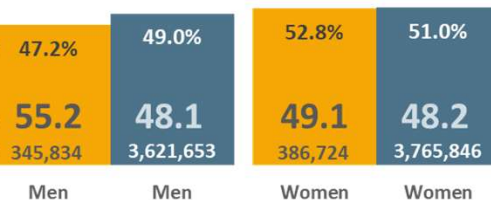
Total Persons:



%M vs. %F:

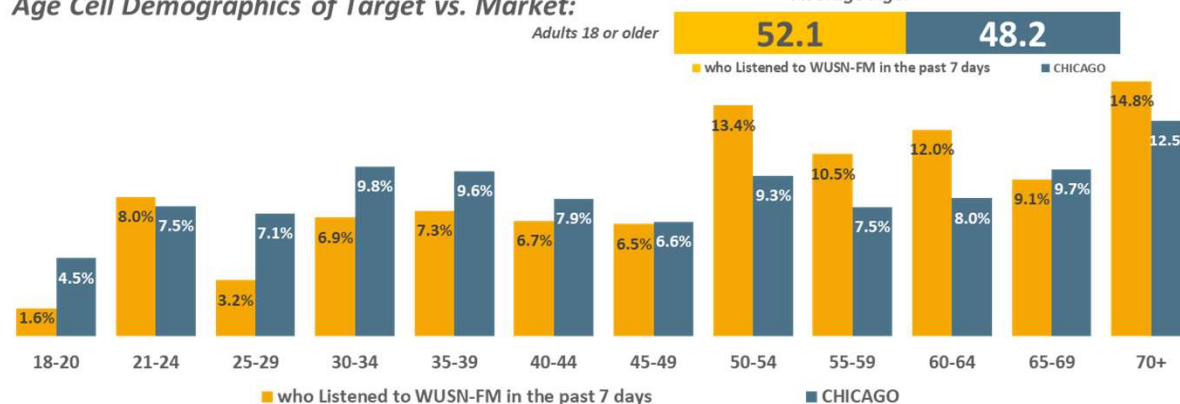
Average Age:

Persons:

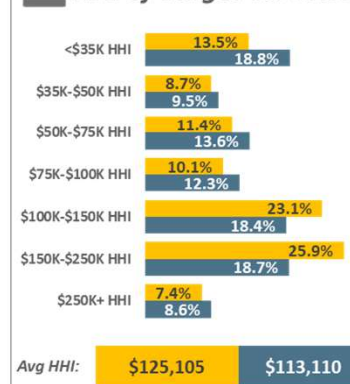


Age Cell Demographics of Target vs. Market:

Average Age:



HHI of Target vs. Market:





10.9% or 804,059 of CHICAGO Metro Adults 18 or older Listened to WXRT-FM in the past 7 days.
Typical Adults 18 or older who Listened to WXRT-FM in the past 7 days are 54.9 years old (13.9% older than average) and have a \$123,815 (9.5% higher than average) annual household income.

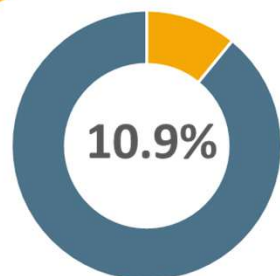


Percent of Market: Adults 18 or older



Gender of Target vs. Market: Adults 18 or older

Ethnicity of Target vs. Market:



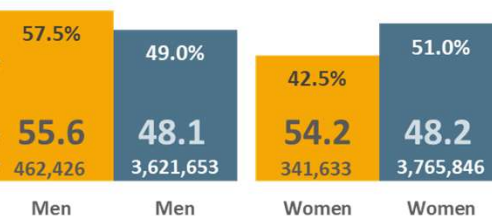
Total Persons:



%M vs. %F:

Average Age:

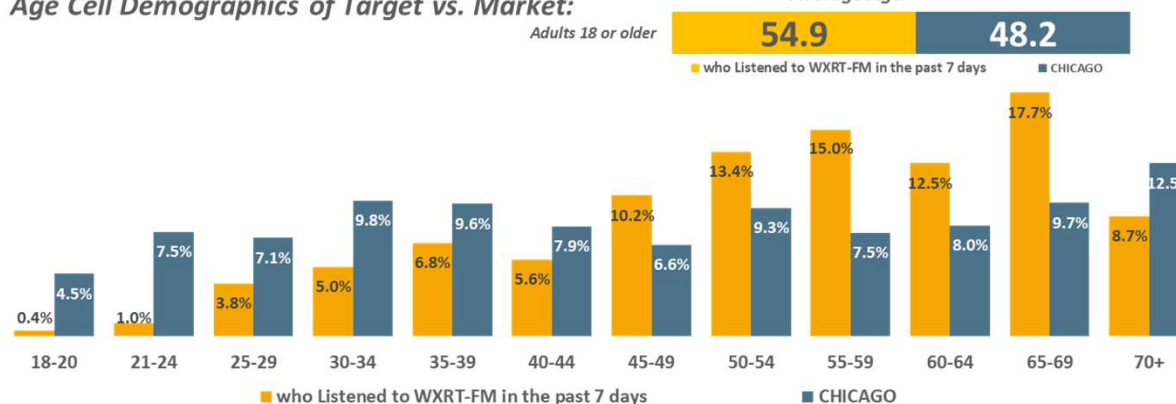
Persons:



Age Cell Demographics of Target vs. Market:

Adults 18 or older

Average Age:

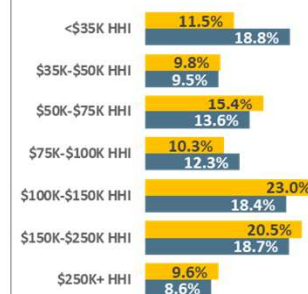


who Listened to WXRT-FM in the past 7 days

CHICAGO



HHI of Target vs. Market:



Avg HHI:

\$123,815

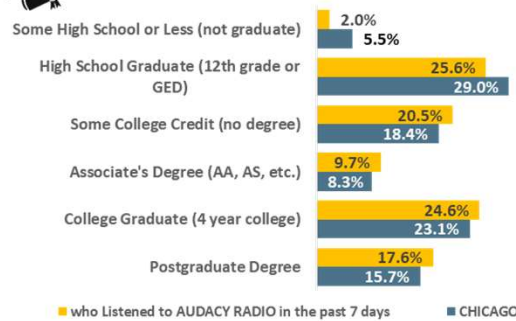
\$113,110



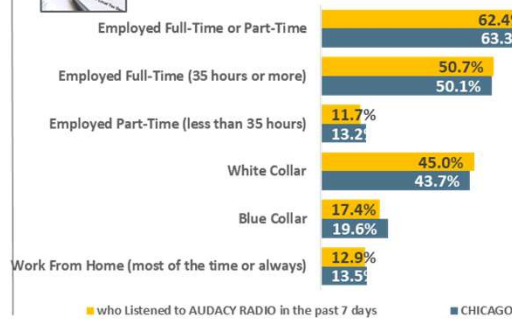
36.% or 2,661,660 of CHICAGO Metro Adults 18 or older Listened to AUDACY RADIO in the past 7 days. Adults 18 or older who Listened to AUDACY RADIO in the past 7 days are 8.8% more likely to be a college graduate, 1.2% more likely to work full-time, 18.8% more likely to be married, 7.1% more likely to be a parent of 1 or more children under 18.



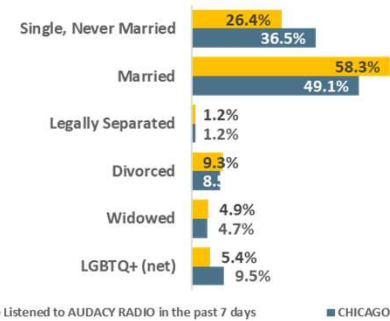
Education Levels: Adults 18 or older



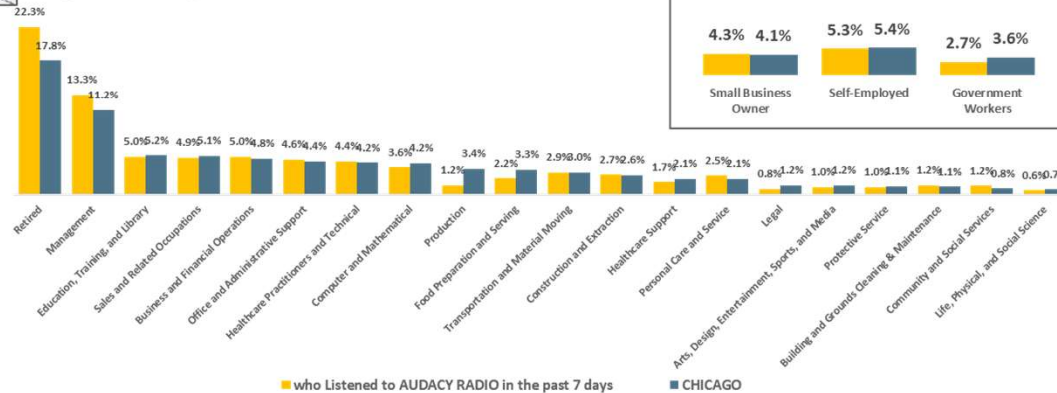
Employment: Adults 18 or older



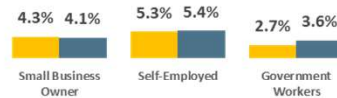
Marital Status: Adults 18 or older



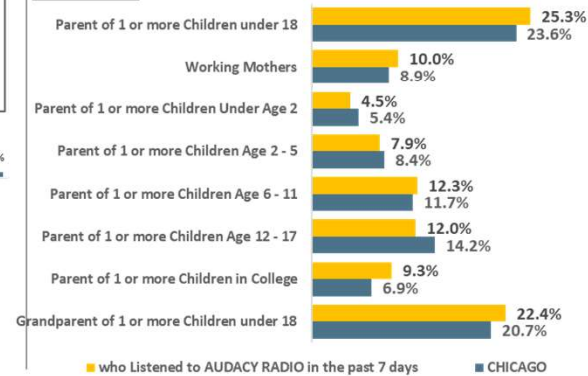
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older



CHICAGO Metro Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,529
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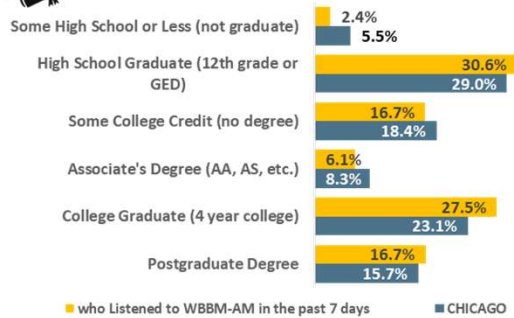
(Radio Stations: WBBM-AM OR Radio Stations: WBBM-FM OR Radio Stations: WBMX-FM OR Radio Stations: WSCR-AM OR Radio Stations: WUSN-FM OR Radio Stations: WXRT-FM)



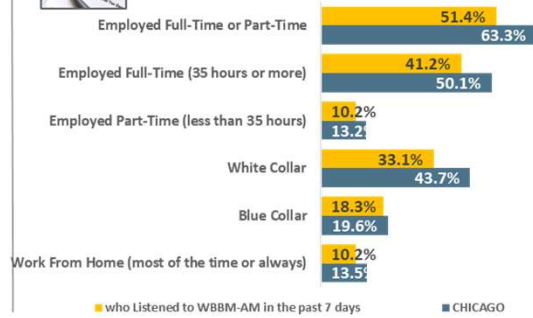
9.8% or 723,008 of CHICAGO Metro Adults 18 or older Listened to WBBM-AM in the past 7 days. Adults 18 or older who Listened to WBBM-AM in the past 7 days are 14.1% more likely to be a college graduate, 17.8% less likely to work full-time, 31.6% more likely to be married, 21.6% less likely to be a parent of 1 or more children under 18.



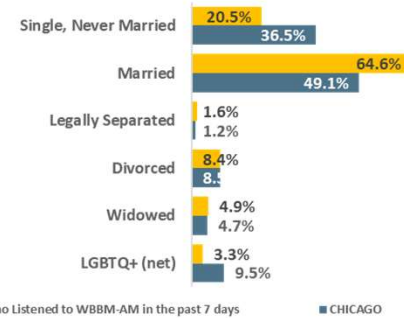
Education Levels: Adults 18 or older



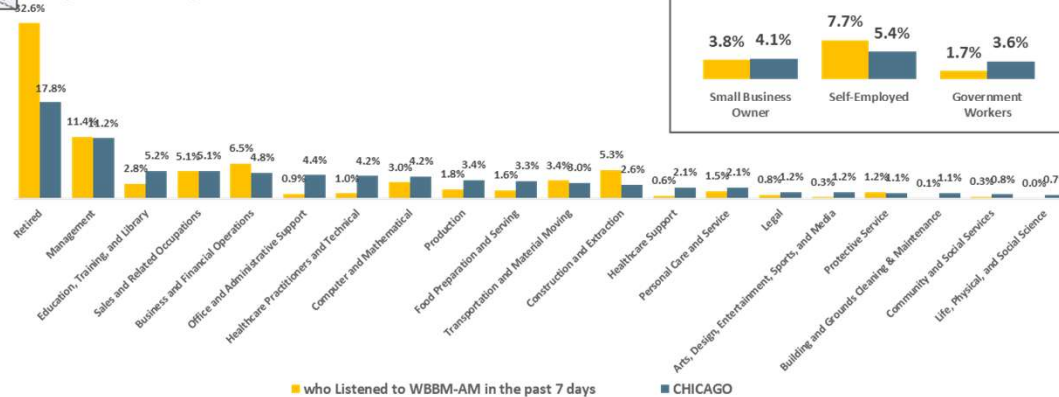
Employment: Adults 18 or older



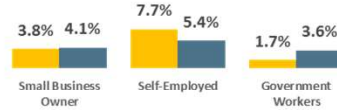
Marital Status: Adults 18 or older



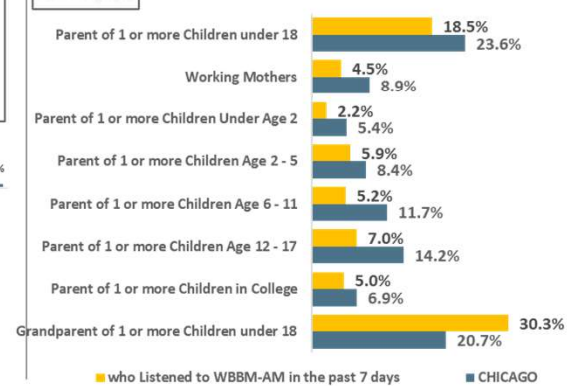
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older

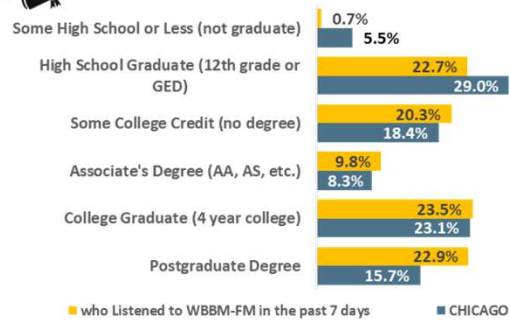




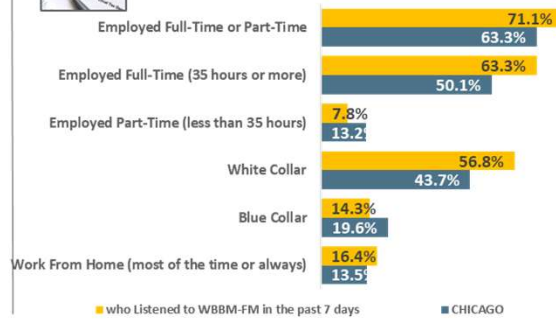
9.7% or 718,101 of CHICAGO Metro Adults 18 or older Listened to WBBM-FM in the past 7 days. Adults 18 or older who Listened to WBBM-FM in the past 7 days are 19.8% more likely to be a college graduate, 26.3% more likely to work full-time, 5.8% more likely to be married, 42.% more likely to be a parent of 1 or more children under 18.



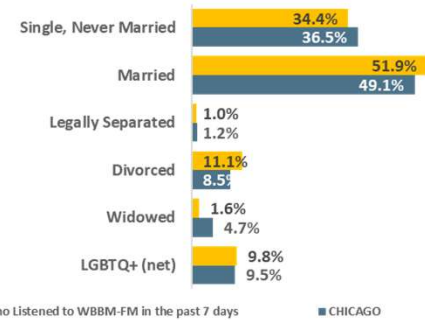
Education Levels: Adults 18 or older



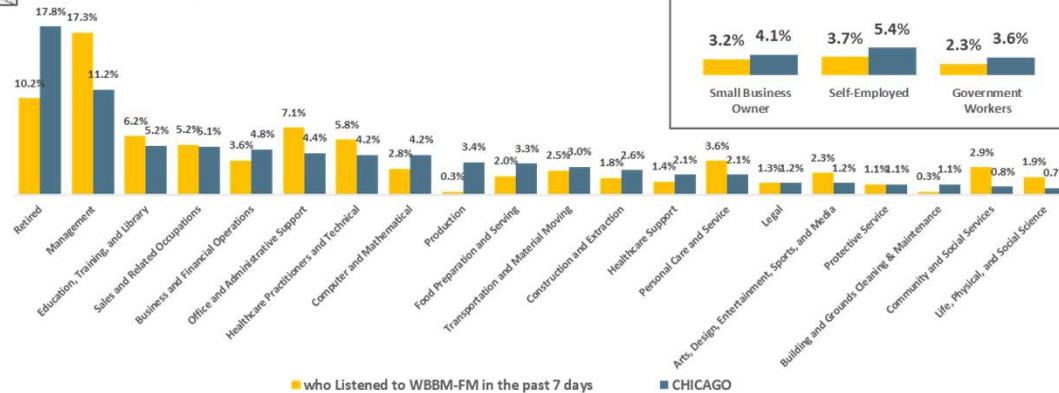
Employment: Adults 18 or older



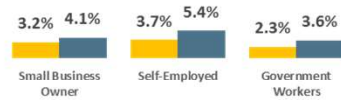
Marital Status: Adults 18 or older



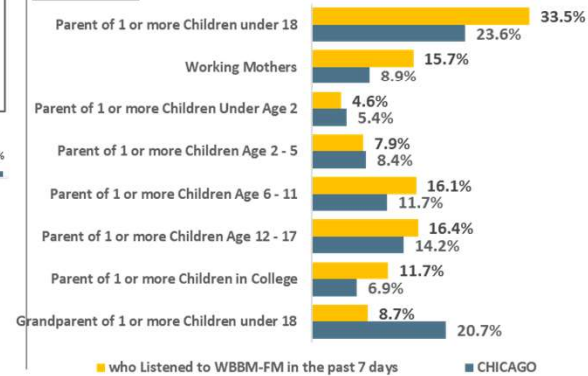
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older

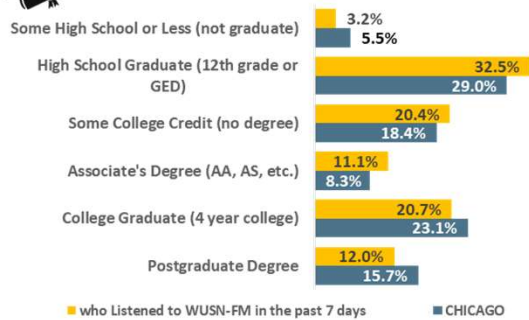




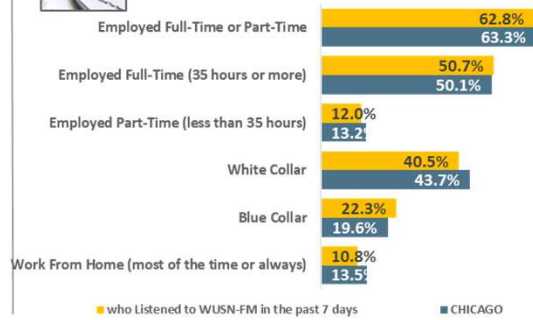
9.9% or 732,558 of CHICAGO Metro Adults 18 or older Listened to WUSN-FM in the past 7 days. Adults 18 or older who Listened to WUSN-FM in the past 7 days are 15.5% less likely to be a college graduate, 1.3% more likely to work full-time, 16.% more likely to be married, 22.% more likely to be a parent of 1 or more children under 18.



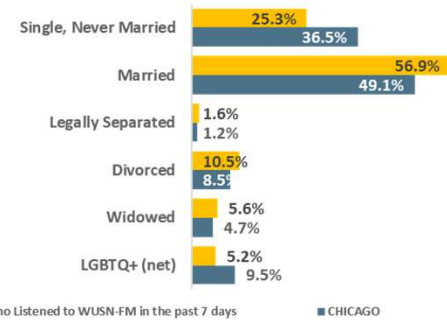
Education Levels: Adults 18 or older



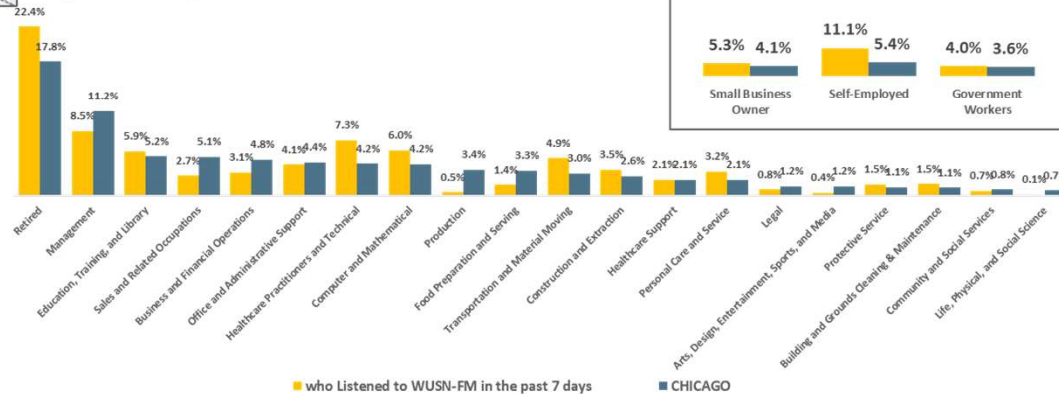
Employment: Adults 18 or older



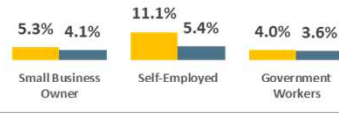
Marital Status: Adults 18 or older



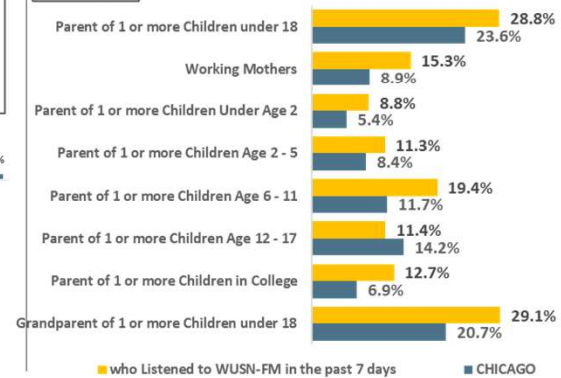
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older

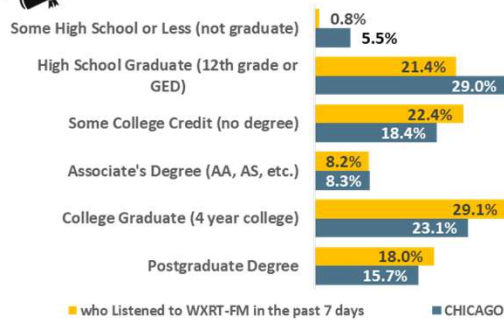




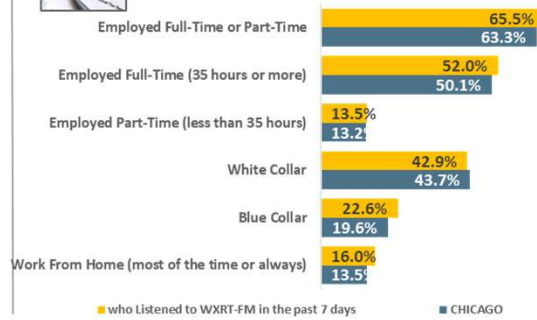
10.9% or 804,059 of CHICAGO Metro Adults 18 or older Listened to WXRT-FM in the past 7 days. Adults 18 or older who Listened to WXRT-FM in the past 7 days are 21.6% more likely to be a college graduate, 3.8% more likely to work full-time, 41.5% more likely to be married, 3.7% less likely to be a parent of 1 or more children under 18.



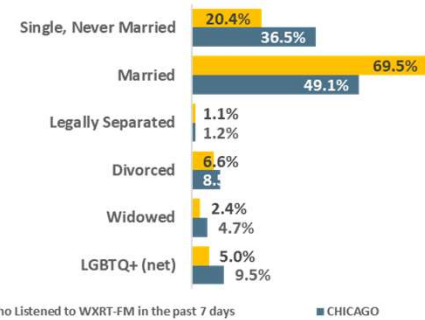
Education Levels: Adults 18 or older



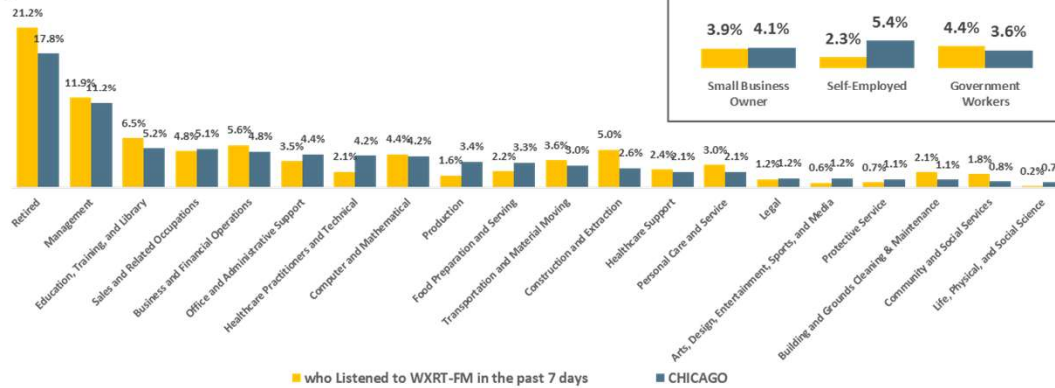
Employment: Adults 18 or older



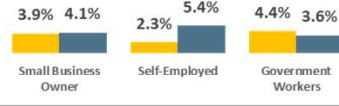
Marital Status: Adults 18 or older



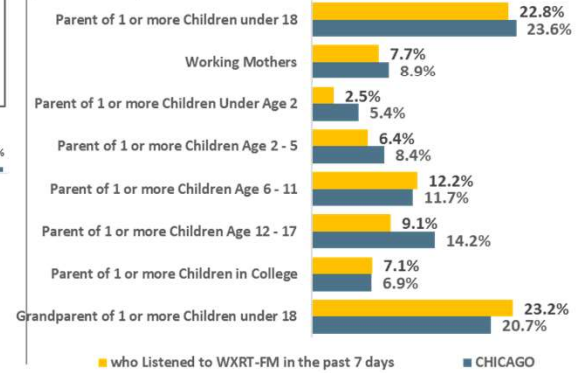
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older

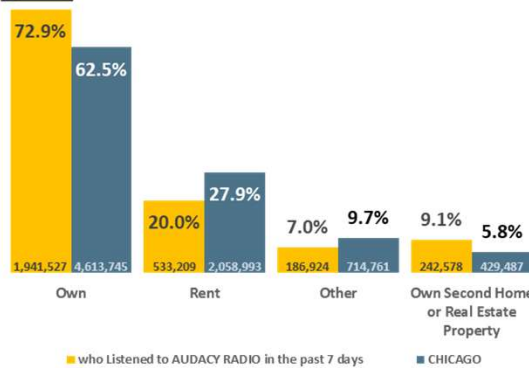




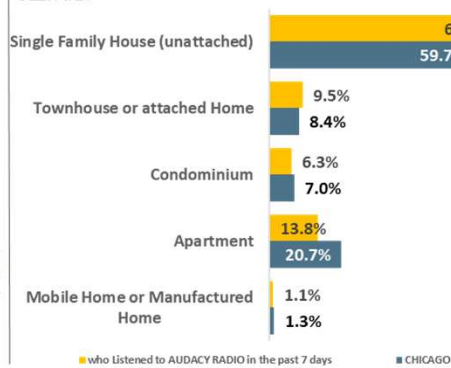
36.6% or 2,661,660 of CHICAGO Metro Adults 18 or older Listened to AUDACY RADIO in the past 7 days. Adults 18 or older who Listened to AUDACY RADIO in the past 7 days are 16.8% more likely to own their home, 3.5% more likely to own a higher valued home, 11.7% more likely to have a single-family home, 19.9% more likely to have a dog.



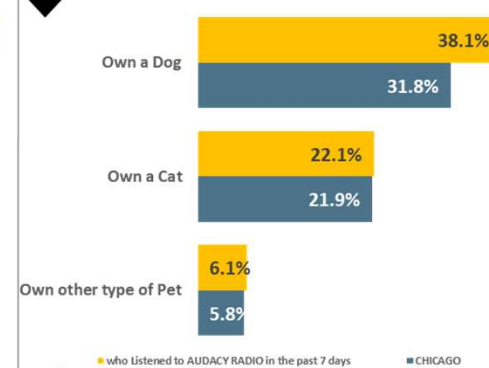
Own/Rent/Other: Adults 18 or older



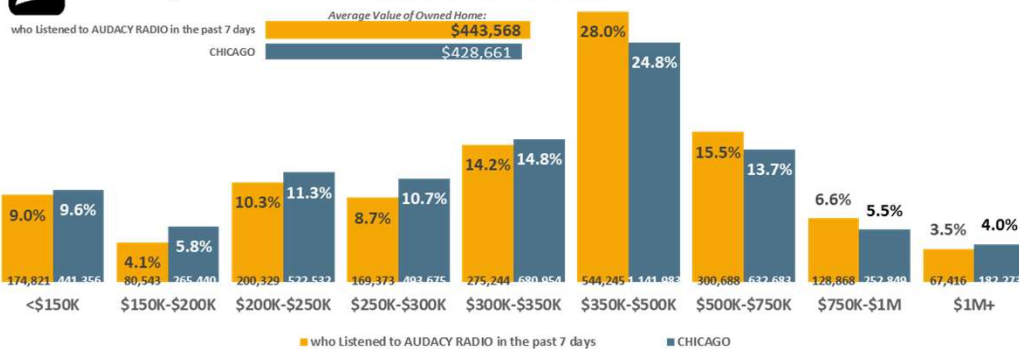
Type of Home: Adults 18 or older



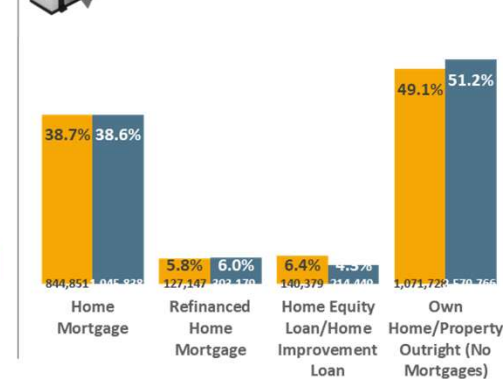
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



CHICAGO Metro Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,529
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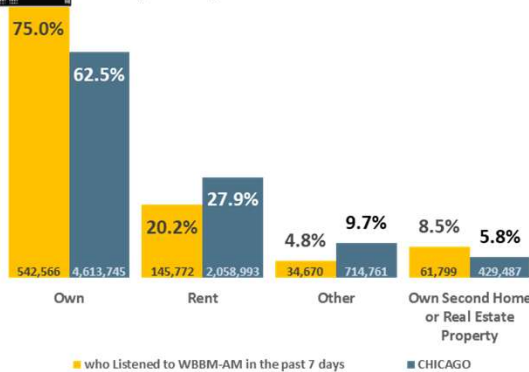
(Radio Stations: WBBM-AM OR Radio Stations: WBBM-FM OR Radio Stations: WBMX-FM OR Radio Stations: WSCR-AM OR Radio Stations: WUSN-FM OR Radio Stations: WXRT-FM)



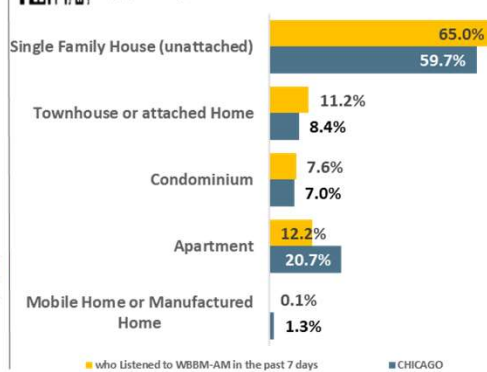
9.8% or 723,008 of CHICAGO Metro Adults 18 or older Listened to WBBM-AM in the past 7 days. Adults 18 or older who Listened to WBBM-AM in the past 7 days are 20.2% more likely to own their home, 4.5% more likely to own a higher valued home, 8.8% more likely to have a single-family home, .1% more likely to have a dog.



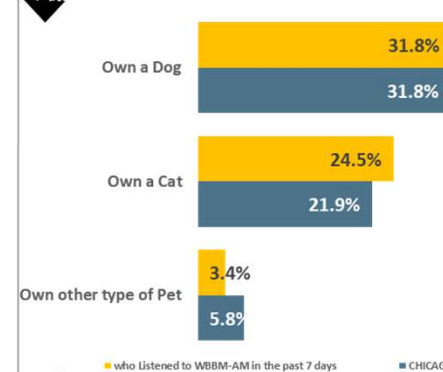
Own/Rent/Other: Adults 18 or older



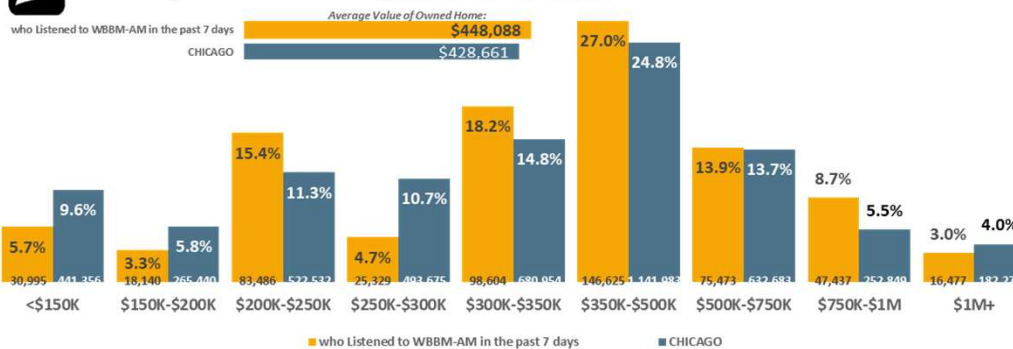
Type of Home: Adults 18 or older



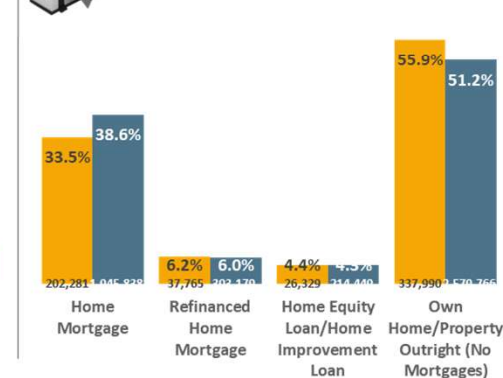
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older

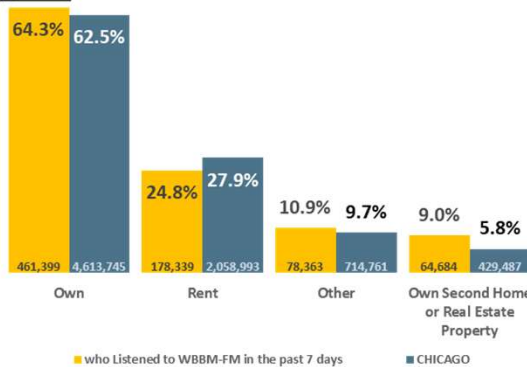




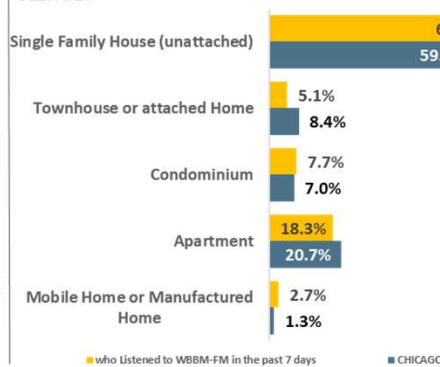
9.7% or 718,101 of CHICAGO Metro Adults 18 or older Listened to WBBM-FM in the past 7 days. Adults 18 or older who Listened to WBBM-FM in the past 7 days are 2.9% more likely to own their home, 8.2% more likely to own a higher valued home, 7.7% more likely to have a single-family home, 26.5% more likely to have a dog.



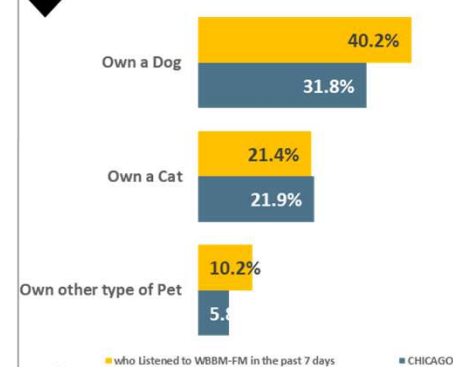
Own/Rent/Other: Adults 18 or older



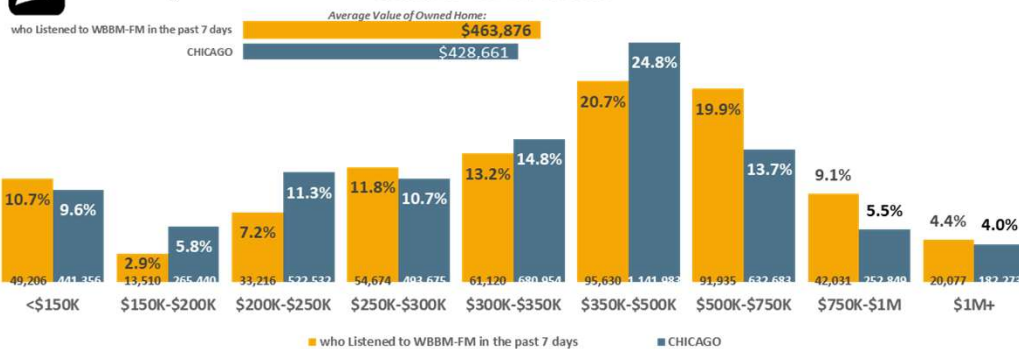
Type of Home: Adults 18 or older



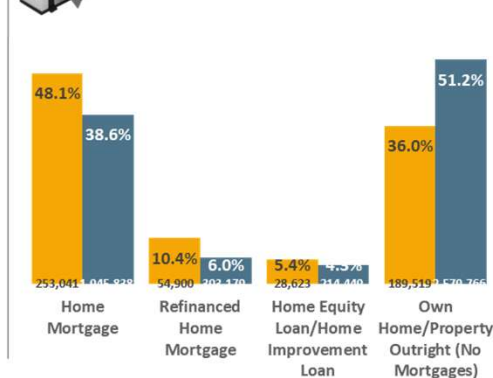
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older

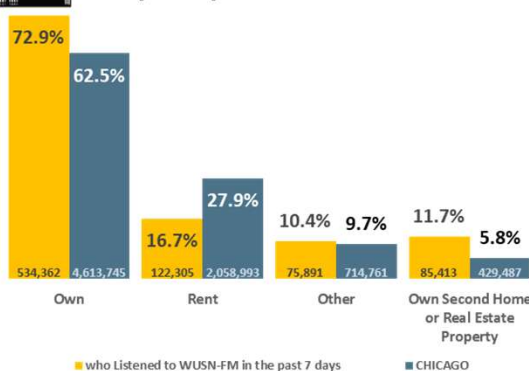




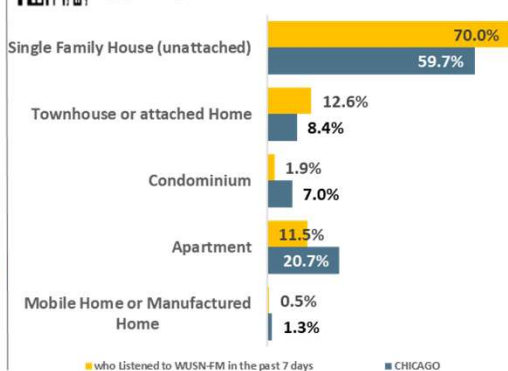
9.9% or 732,558 of CHICAGO Metro Adults 18 or older Listened to WUSN-FM in the past 7 days. Adults 18 or older who Listened to WUSN-FM in the past 7 days are 16.8% more likely to own their home, 5.5% more likely to own a lower valued home, 17.2% more likely to have a single-family home, 27.8% more likely to have a dog.



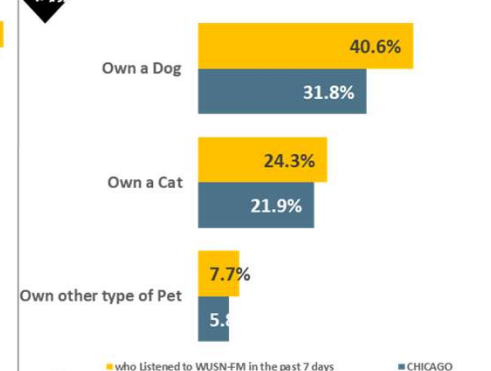
Own/Rent/Other: Adults 18 or older



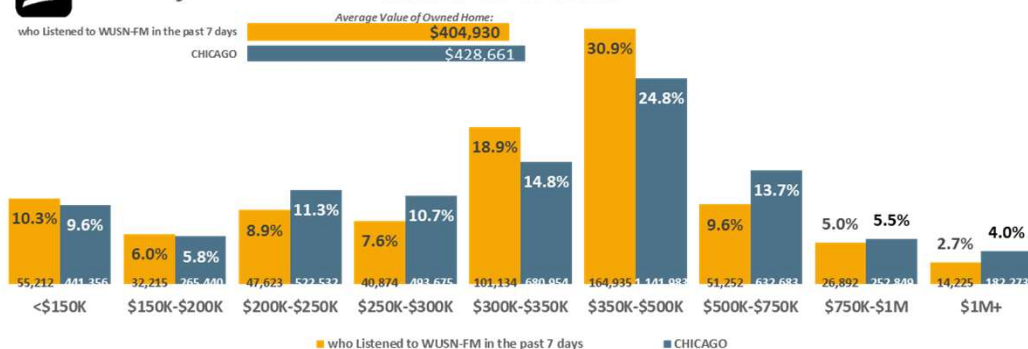
Type of Home: Adults 18 or older



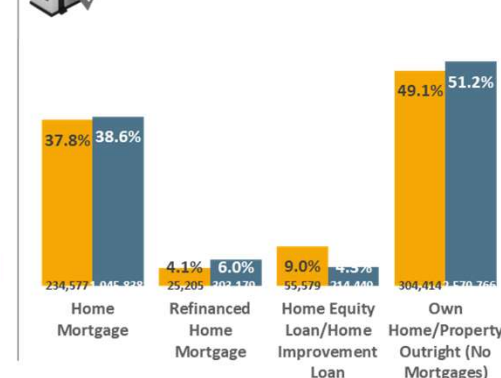
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older

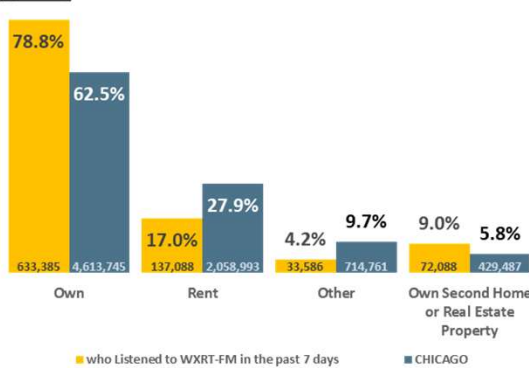




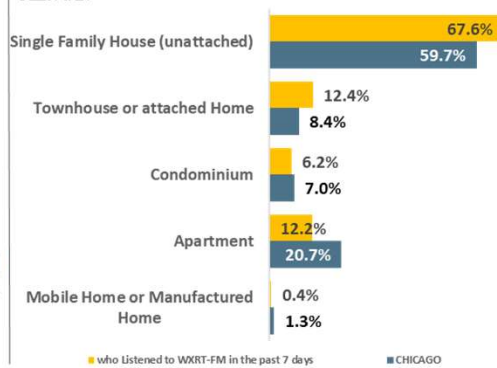
10.9% or 804,059 of CHICAGO Metro Adults 18 or older Listened to WXRT-FM in the past 7 days. Adults 18 or older who Listened to WXRT-FM in the past 7 days are 26.1% more likely to own their home, .4% more likely to own a lower valued home, 13.2% more likely to have a single-family home, 18.5% more likely to have a dog.



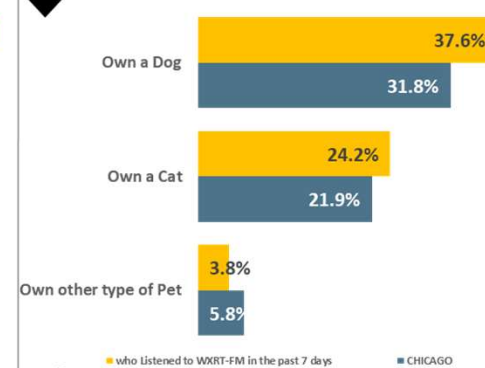
Own/Rent/Other: Adults 18 or older



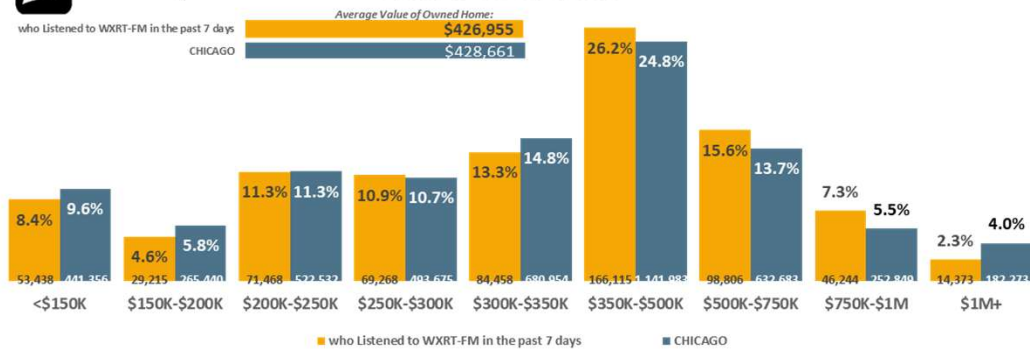
Type of Home: Adults 18 or older



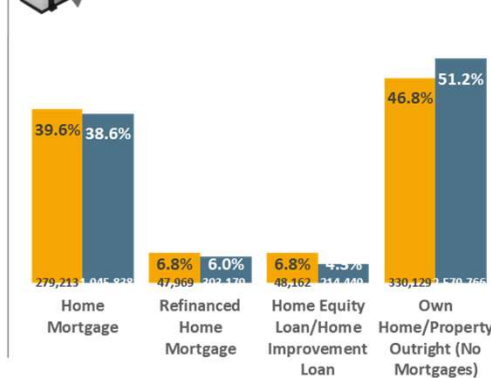
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older

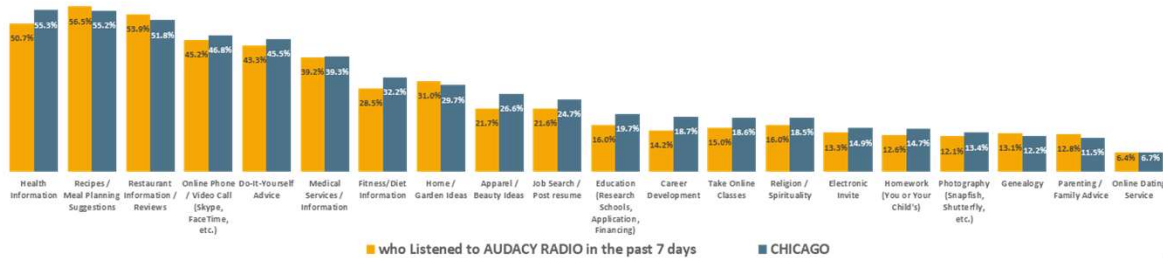




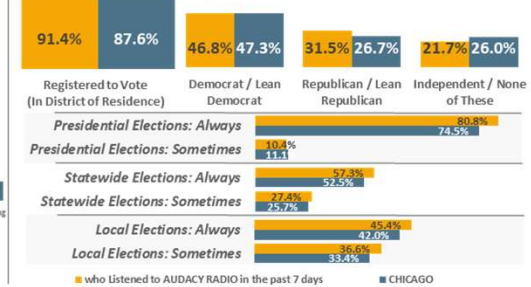
36.% or 2,661,660 of CHICAGO Metro Adults 18 or older Listened to AUDACY RADIO in the past 7 days. Adults 18 or older who Listened to AUDACY RADIO in the past 7 days are 4.9% less likely to look up D-I-Y advice online, 8.2% more likely to always vote in local elections, 6.4% more likely to belong to a gym, 7.% more likely to fly domestic past yr.



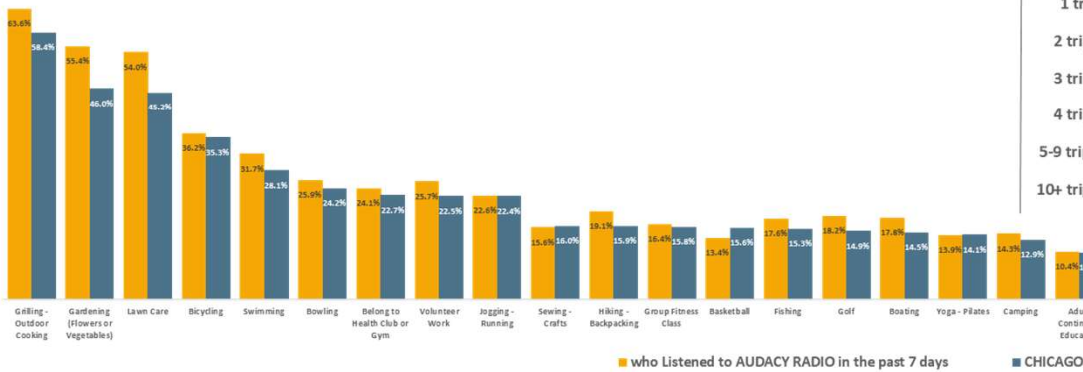
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



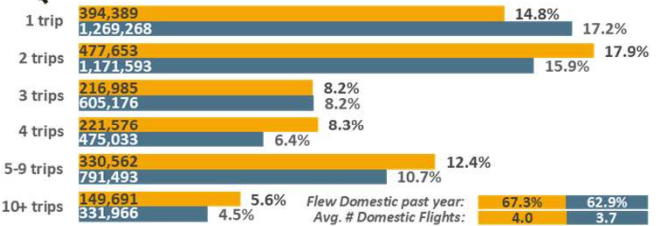
Political Activity: Adults 18 or older



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



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



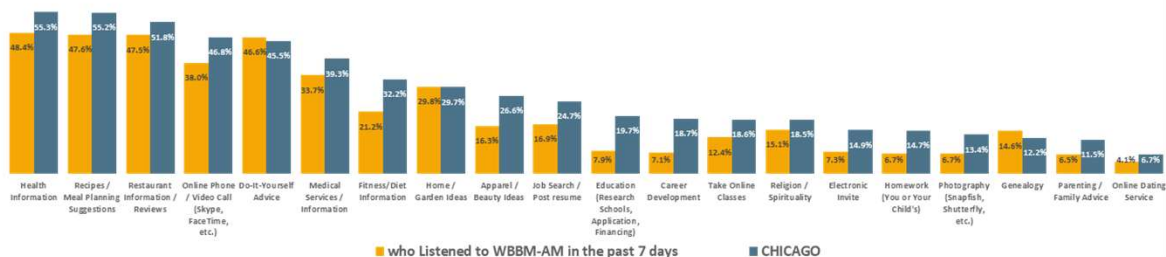
Flew Domestic past year: 67.3%
Avg. # Domestic Flights: 4.0



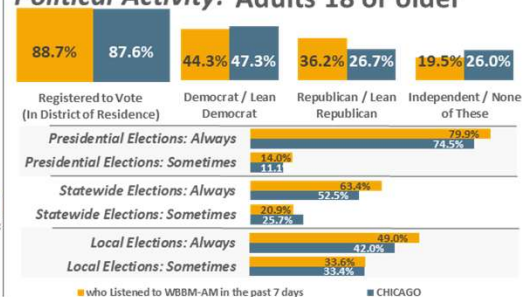
9.8% or 723,008 of CHICAGO Metro Adults 18 or older Listened to WBBM-AM in the past 7 days. Adults 18 or older who Listened to WBBM-AM in the past 7 days are 2.4% more likely to look up D-I-Y advice online, 16.8% more likely to always vote in local elections, 4.5% less likely to belong to a gym, 2.5% more likely to fly domestic past yr.



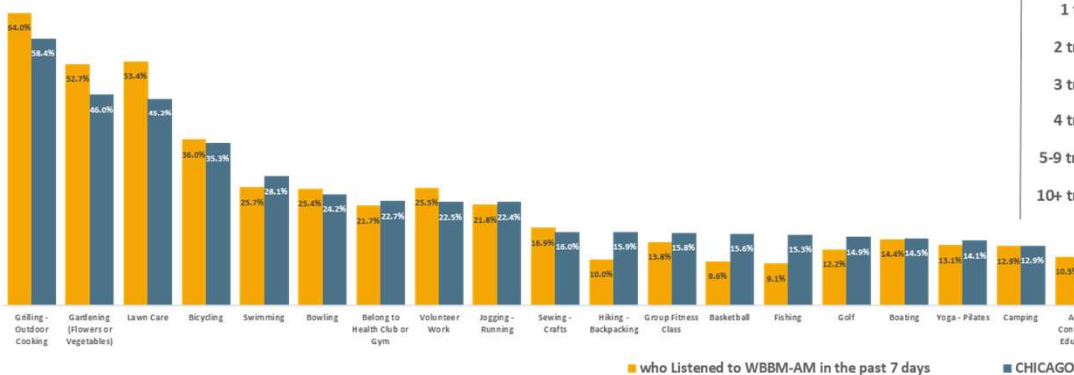
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



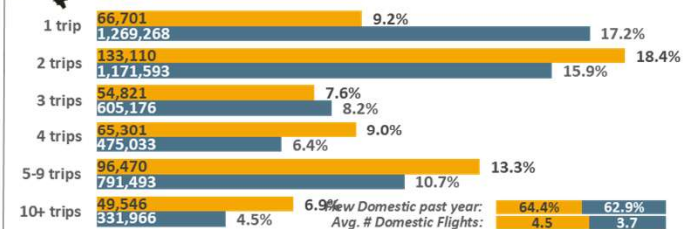
Political Activity: Adults 18 or older



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



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



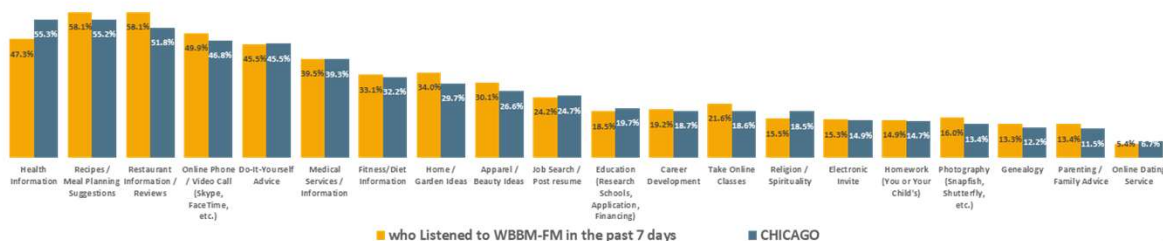
New Domestic past year: 64.4%
Avg. # Domestic Flights: 4.5



9.7% or 718,101 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% less likely to look up D-I-Y advice online, 20.3% less likely to always vote in local elections, 29.8% more likely to belong to a gym, 15.9% more likely to fly domestic past yr.



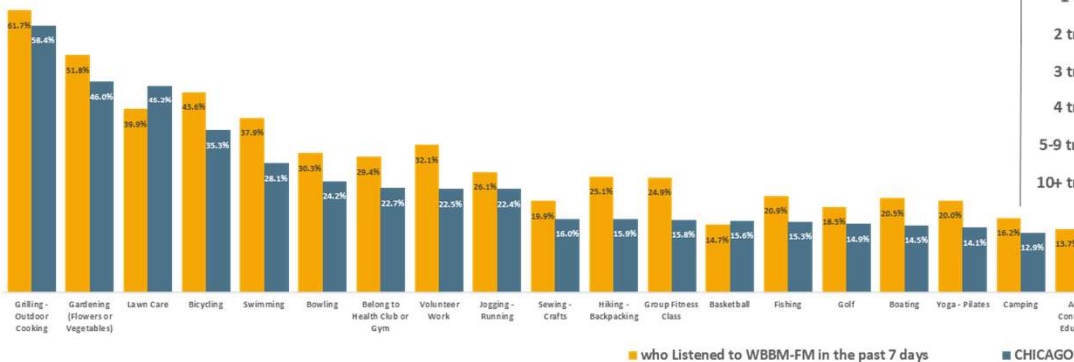
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



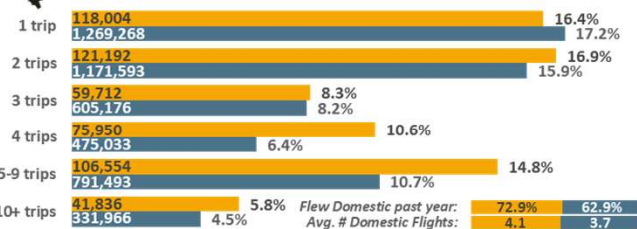
Political Activity: Adults 18 or older



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



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



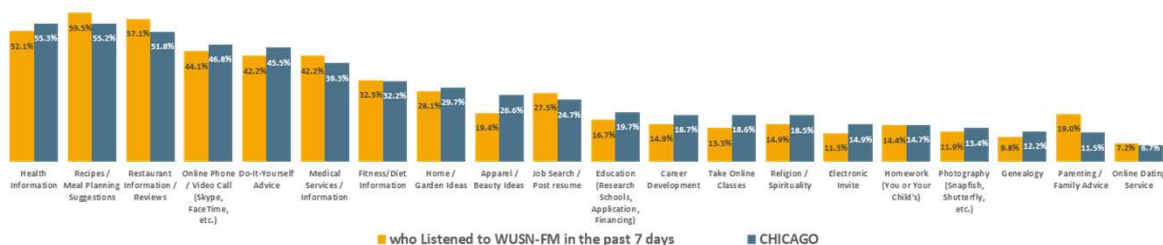
Flew Domestic past year: 72.9%
 Avg. # Domestic Flights: 4.1



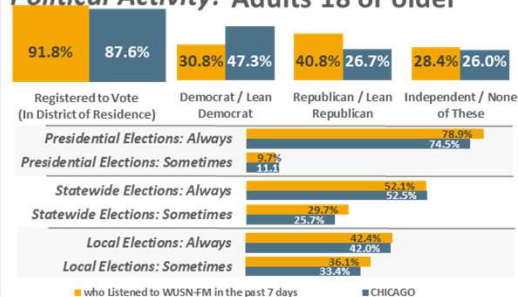
9.9% or 732,558 of CHICAGO Metro Adults 18 or older Listened to WUSN-FM in the past 7 days.
Adults 18 or older who Listened to WUSN-FM in the past 7 days are 7.3% less likely to look up D-I-Y advice online, 1.% more likely to always vote in local elections, 8.% more likely to belong to a gym, 4.6% less likely to fly domestic past yr.



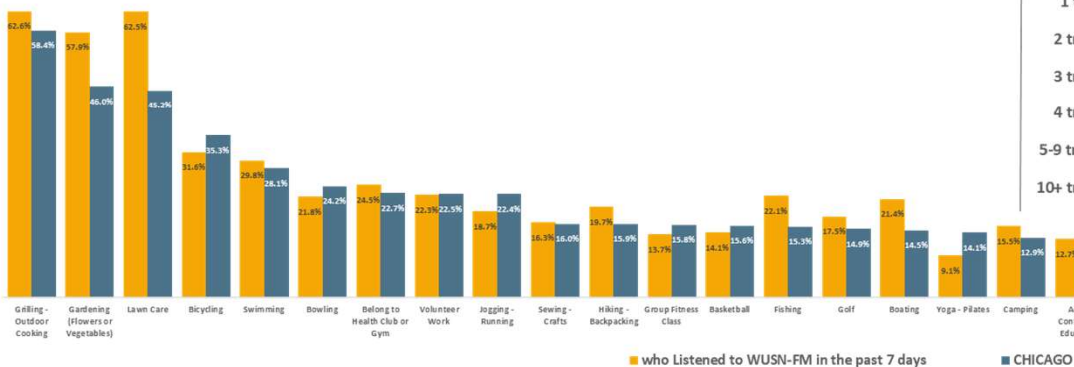
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



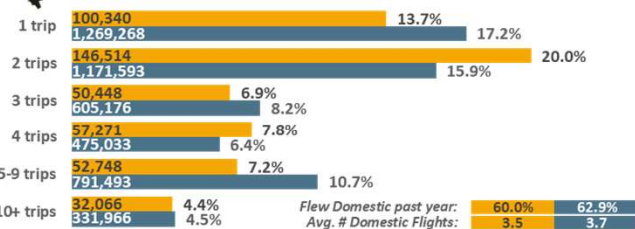
Political Activity: Adults 18 or older



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



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

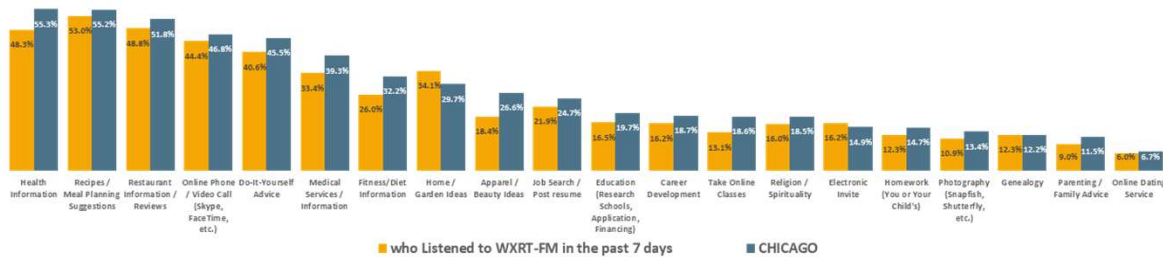




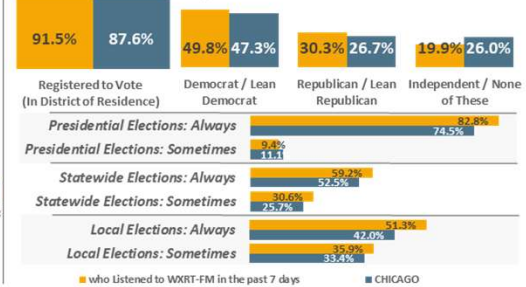
10.9% or 804,059 of CHICAGO Metro Adults 18 or older Listened to WXRT-FM in the past 7 days. Adults 18 or older who Listened to WXRT-FM in the past 7 days are 10.8% less likely to look up D-I-Y advice online, 22.2% more likely to always vote in local elections, 24.3% less likely to belong to a gym, 5.9% more likely to fly domestic past yr.



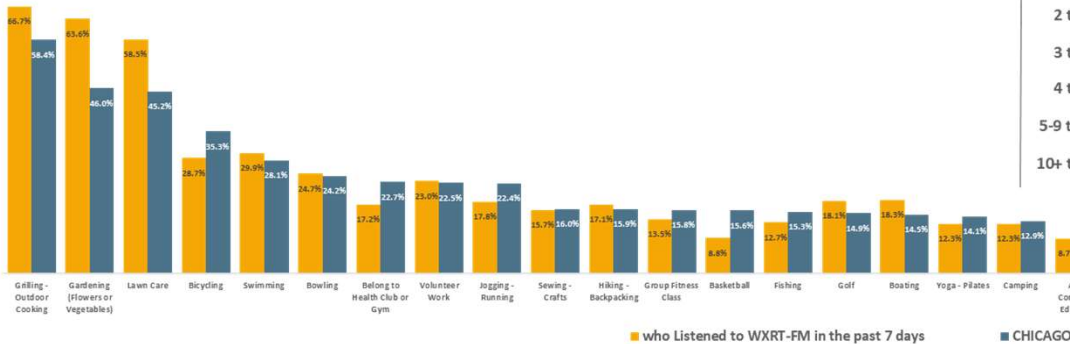
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



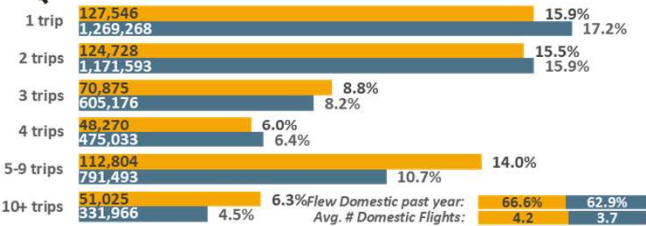
Political Activity: Adults 18 or older



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



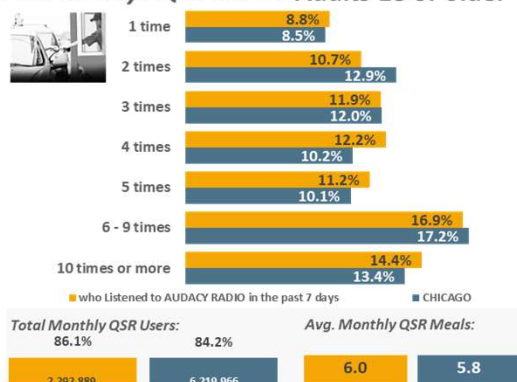
Past 12-months Domestic Airline Trips: Adults 18 or older



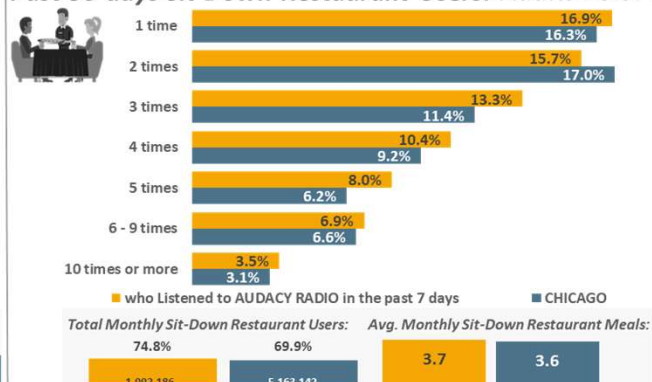


36.% or 2,661,660 of CHICAGO Metro Adults 18 or older Listened to AUDACY RADIO in the past 7 days.
Adults 18 or older who Listened to AUDACY RADIO in the past 7 days are 2.3% more likely to use QSRs past mo., 7.1% more likely to use Sit-Down Restaurants past mo., 23.4% more likely to use Casinos past yr., 9.2% more likely to smoke cigarettes.

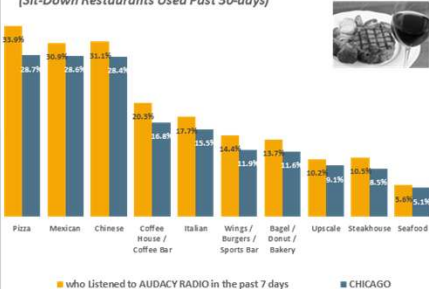
Past 30-days QSR Users: Adults 18 or older



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

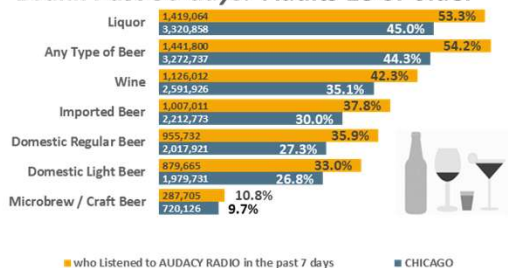


Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)

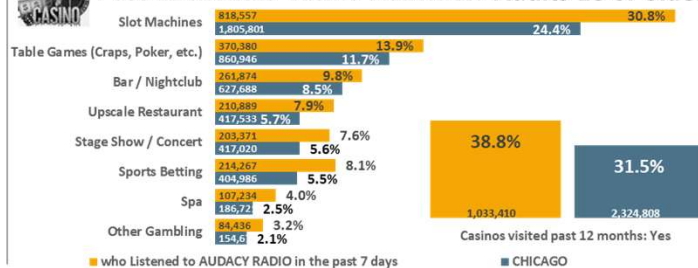


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
who Listened to AUDACY RADIO in the past 7 days: 546,963 (20.5%)
CHICAGO: 1,676,401 (22.7%)

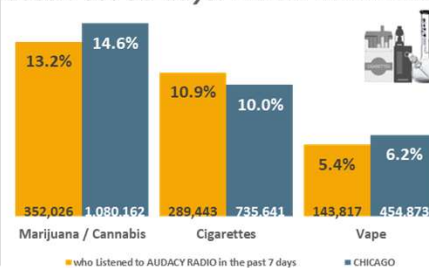
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



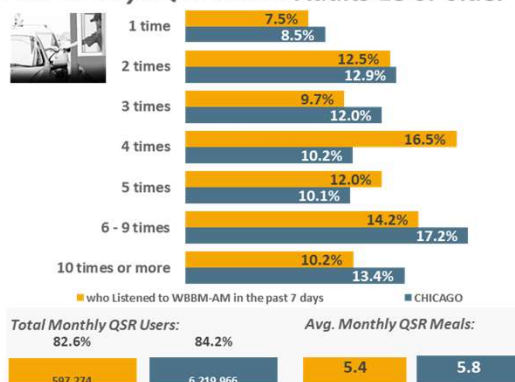
Used Past 30-days: Adults 18 or older



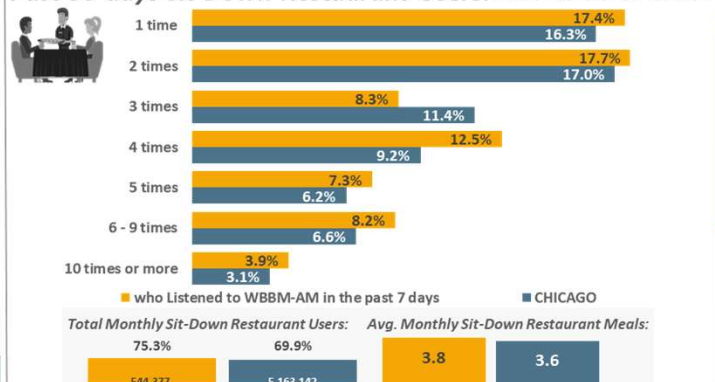


9.8% or 723,008 of CHICAGO Metro Adults 18 or older Listened to WBBM-AM in the past 7 days. Adults 18 or older who Listened to WBBM-AM in the past 7 days are 1.9% less likely to use QSRs past mo., 7.7% more likely to use Sit-Down Restaurants past mo., 38.% more likely to use Casinos past yr., 21.7% less likely to smoke cigarettes.

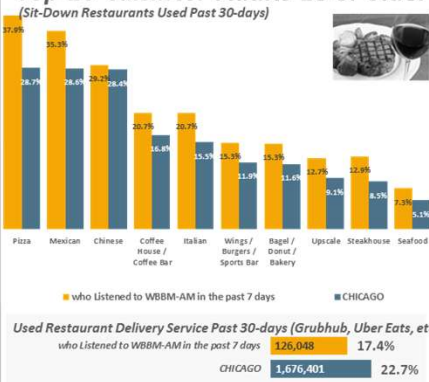
Past 30-days QSR Users: Adults 18 or older



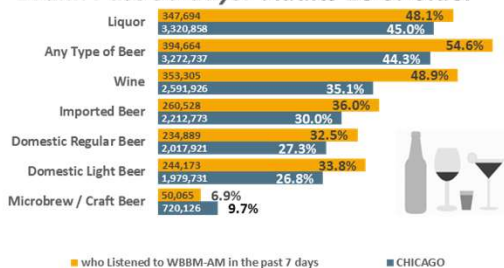
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



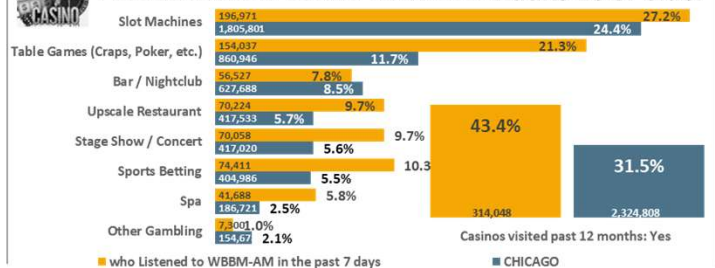
Top-10 Cuisines: Adults 18 or older



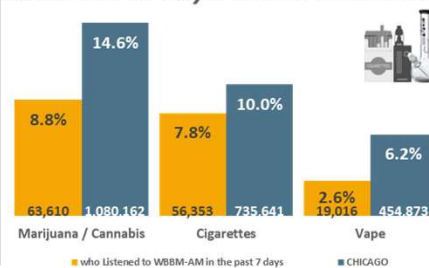
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



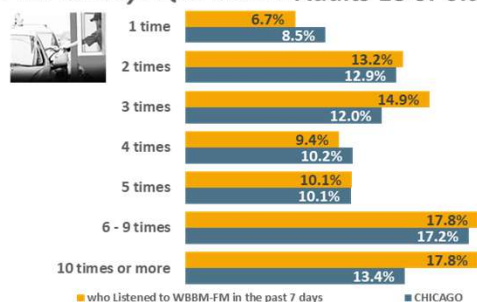
Used Past 30-days: Adults 18 or older





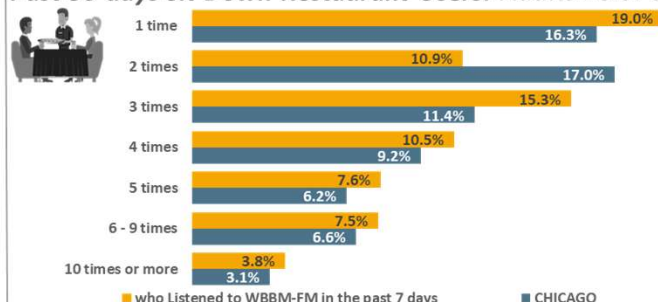
9.7% or 718,101 of CHICAGO Metro Adults 18 or older Listened to WBBM-FM in the past 7 days.
Adults 18 or older who Listened to WBBM-FM in the past 7 days are 6.8% more likely to use QSRs past mo.,
6.7% more likely to use Sit-Down Restaurants past mo., 24.9% more likely to use Casinos past yr., 4.5% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



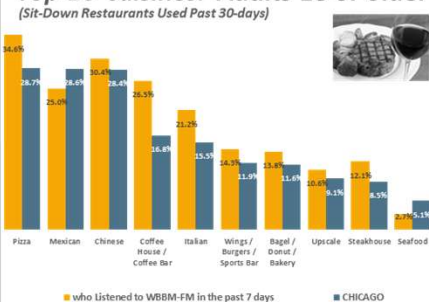
Total Monthly QSR Users: 89.9% (645,706) vs 84.2% (6,219,066)
Avg. Monthly QSR Meals: 6.3 vs 5.8

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



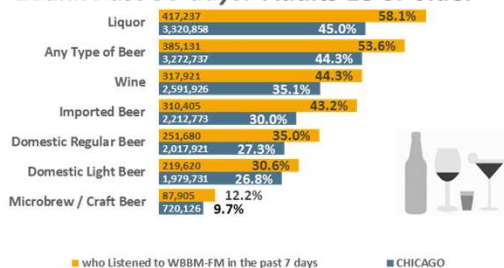
Total Monthly Sit-Down Restaurant Users: 74.6% (535,453) vs 69.9% (5,163,142)
Avg. Monthly Sit-Down Restaurant Meals: 3.7 vs 3.6

Top-10 Cuisines: Adults 18 or older

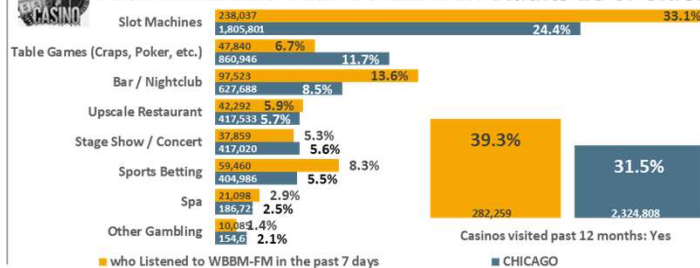


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.): who Listened to WBBM-FM in the past 7 days: 214,983 (29.9%) vs CHICAGO: 1,676,401 (22.7%)

Drank Past 30-days: Adults 18 or older

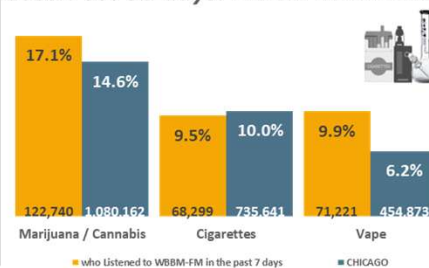


Past 12 months Casino Activities: Adults 18 or older



Casinos visited past 12 months: Yes
39.3% (282,259) vs 31.5% (2,324,808)

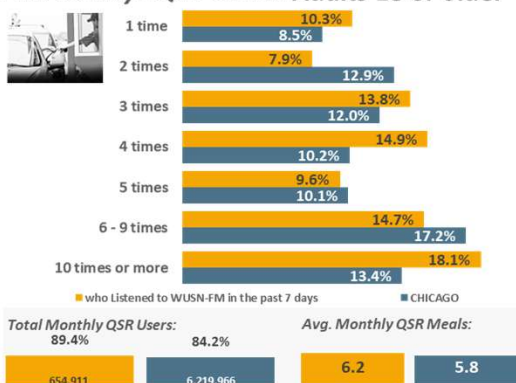
Used Past 30-days: Adults 18 or older



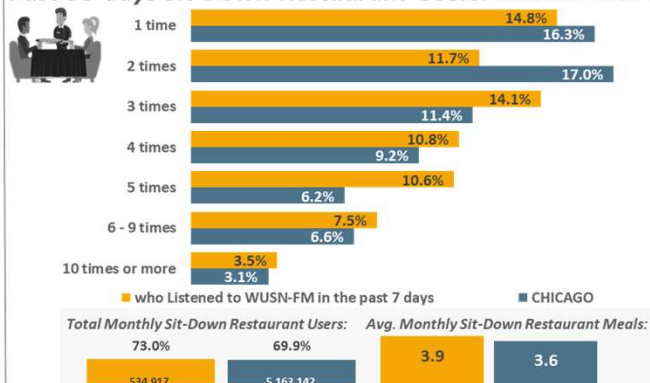


9.9% or 732,558 of CHICAGO Metro Adults 18 or older Listened to WUSN-FM in the past 7 days.
 Adults 18 or older who Listened to WUSN-FM in the past 7 days are 6.2% more likely to use QSRs past mo.,
 4.5% more likely to use Sit-Down Restaurants past mo., 23.4% more likely to use Casinos past yr., 36.7%
 more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older

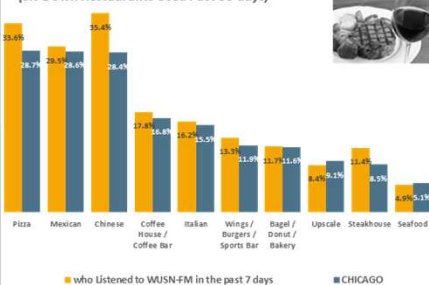


Past 30-days Sit-Down Restaurant Users: Adults 18 or older



Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)

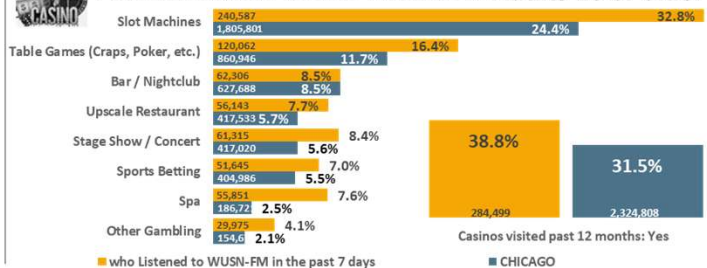


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
 who Listened to WUSN-FM in the past 7 days: 108,735 (14.8%)
 CHICAGO: 1,676,401 (22.7%)

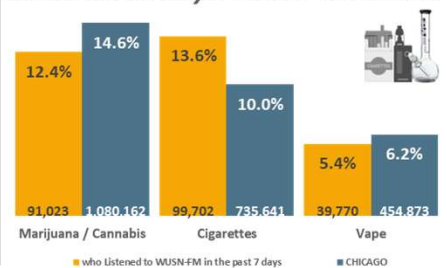
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



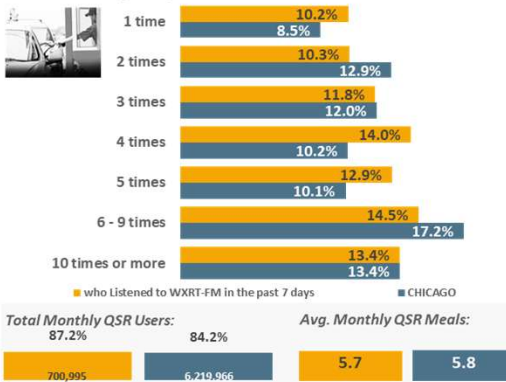
Used Past 30-days: Adults 18 or older



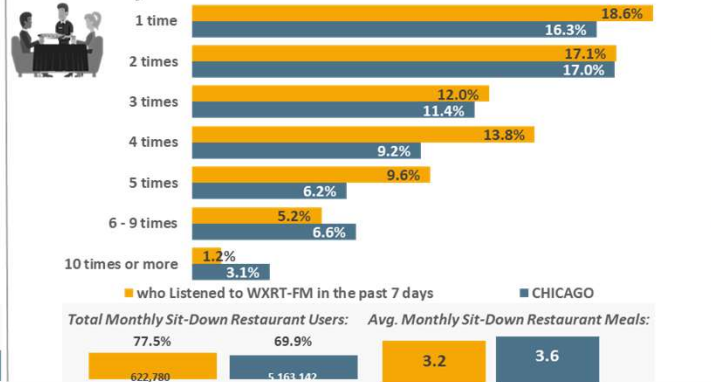


10.9% or 804,059 of CHICAGO Metro Adults 18 or older Listened to WXRT-FM in the past 7 days.
 Adults 18 or older who Listened to WXRT-FM in the past 7 days are 3.5% more likely to use QSRs past mo.,
 10.8% more likely to use Sit-Down Restaurants past mo., 3.2% more likely to use Casinos past yr., .3% more likely to smoke cigarettes.

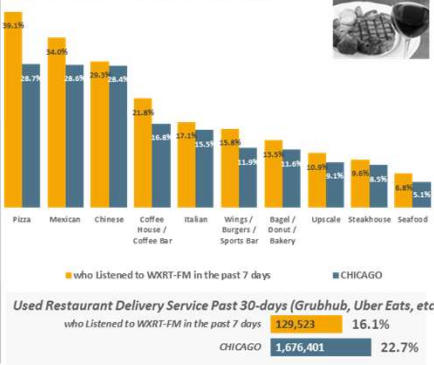
Past 30-days QSR Users: Adults 18 or older



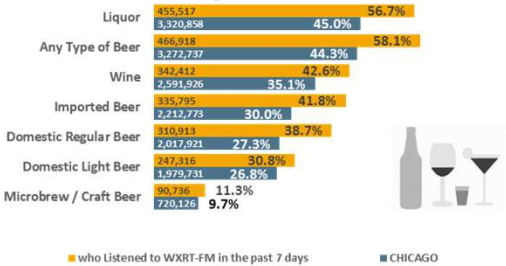
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



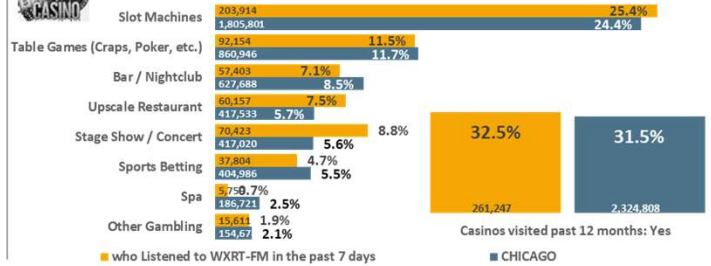
Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



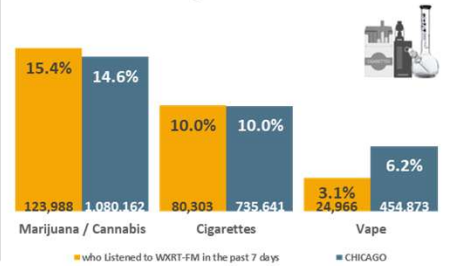
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



Used Past 30-days: Adults 18 or older

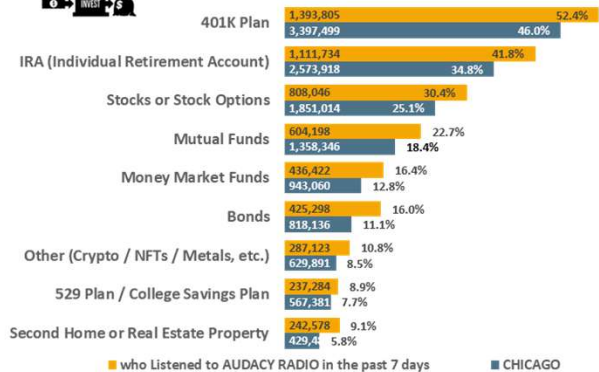




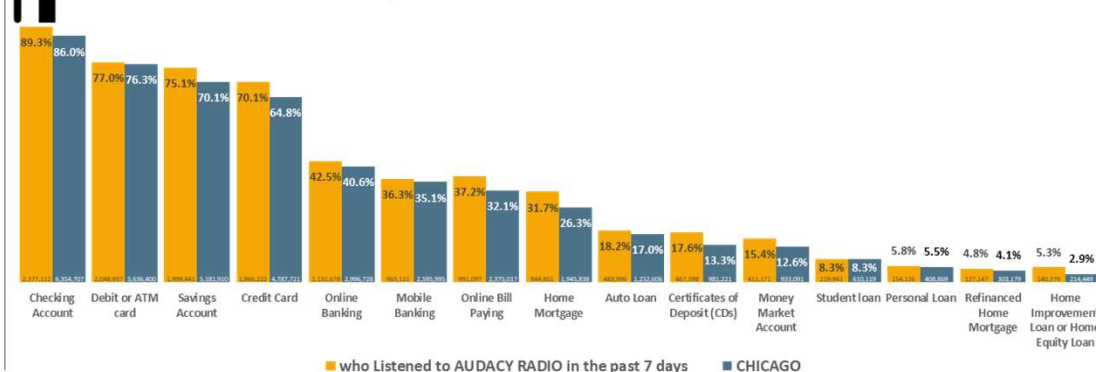
36.% or 2,661,660 of CHICAGO Metro Adults 18 or older Listened to AUDACY RADIO in the past 7 days. Adults 18 or older who Listened to AUDACY RADIO in the past 7 days are 13.9% more likely to have a 401K, 7.2% more likely to have an Auto Loan, 23.2% more likely to Invest/Trade Stocks Online, .3% more likely to pay with their Debit Card.



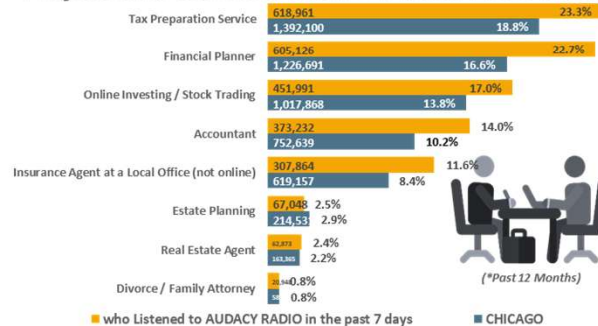
Investments Owned: Adults 18 or older



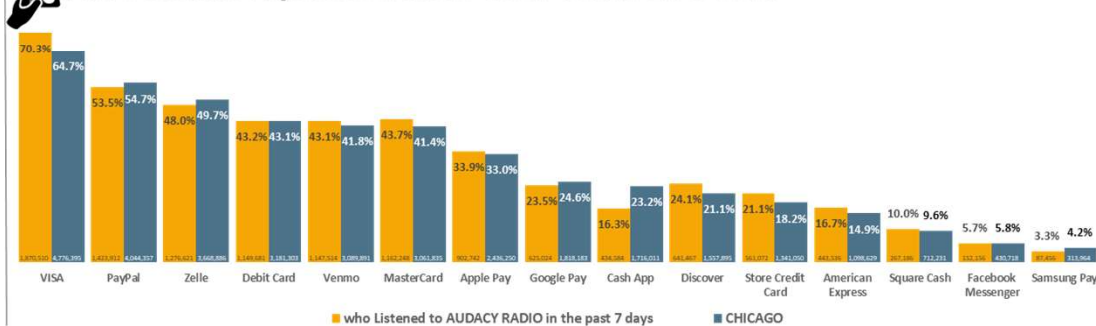
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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



CHICAGO Metro Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,529
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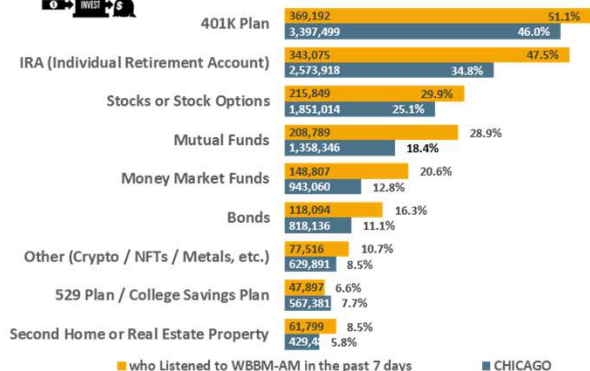
(Radio Stations: WBBM-AM OR Radio Stations: WBBM-FM OR Radio Stations: WBMX-FM OR Radio Stations: WSCR-AM OR Radio Stations: WUSN-FM OR Radio Stations: WXRT-FM)



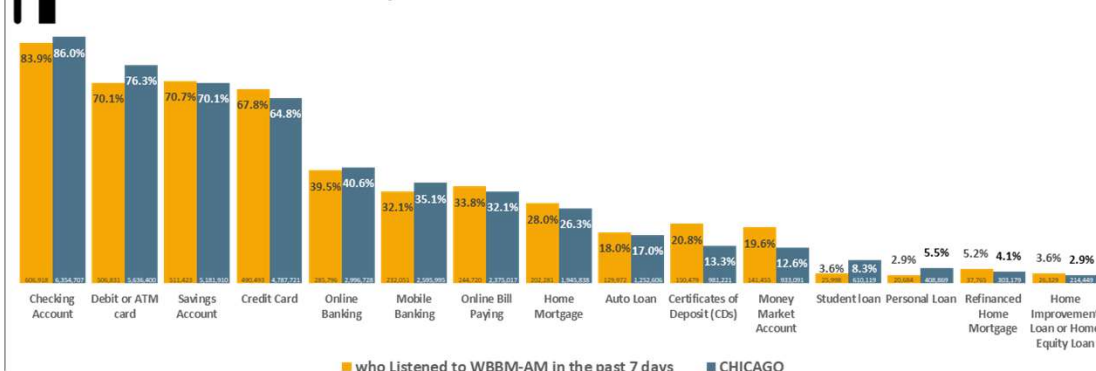
9.8% or 723,008 of CHICAGO Metro Adults 18 or older Listened to WBBM-AM in the past 7 days. Adults 18 or older who Listened to WBBM-AM in the past 7 days are 11.1% more likely to have a 401K, 6% more likely to have an Auto Loan, 17.9% more likely to Invest/Trade Stocks Online, 1.4% more likely to pay with their Debit Card.



Investments Owned: Adults 18 or older



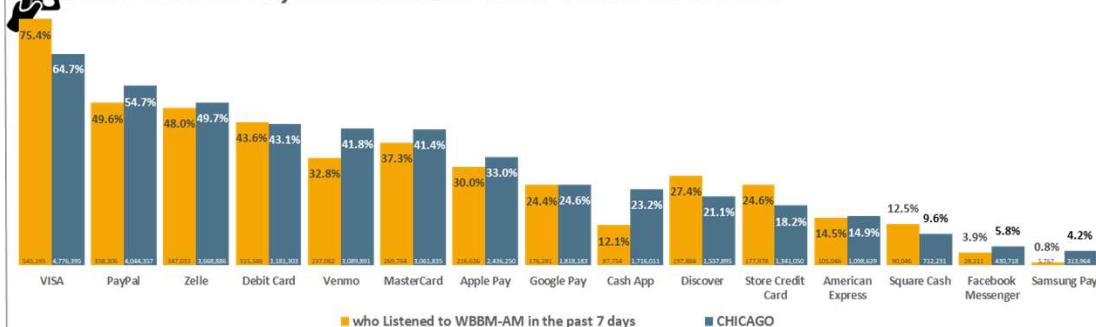
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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

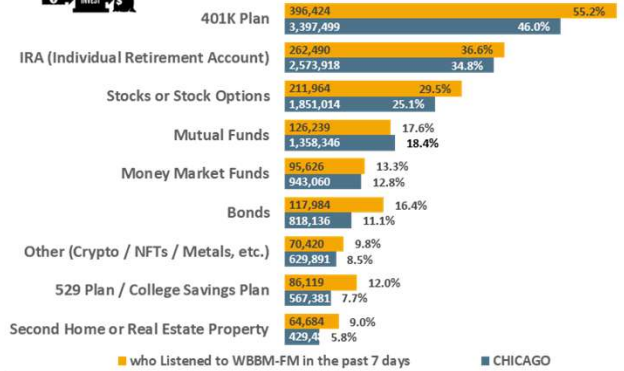




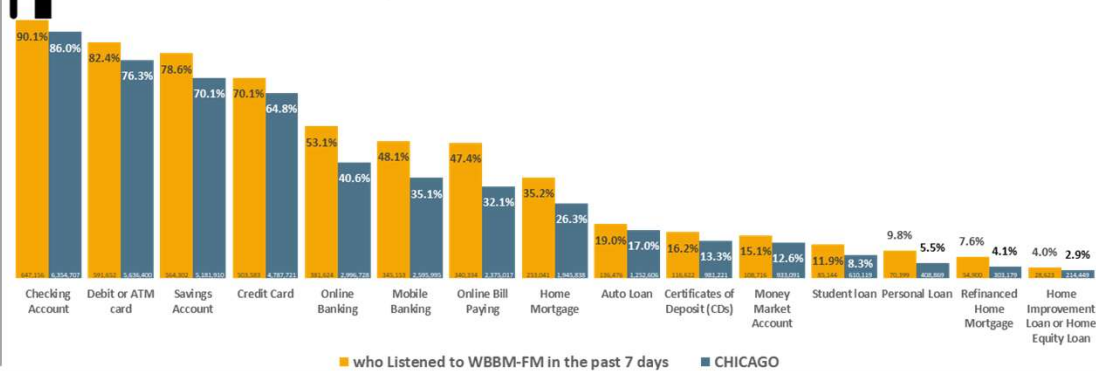
9.7% or 718,101 of CHICAGO Metro Adults 18 or older Listened to WBBM-FM in the past 7 days. Adults 18 or older who Listened to WBBM-FM in the past 7 days are 20.% more likely to have a 401K, 12.1% more likely to have an Auto Loan, 51.3% more likely to Invest/Trade Stocks Online, 1.1% more likely to pay with their Debit Card.



Investments Owned: Adults 18 or older



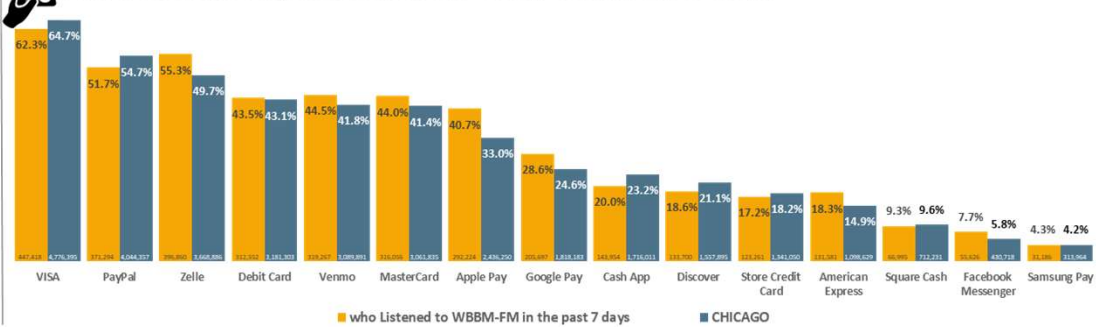
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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

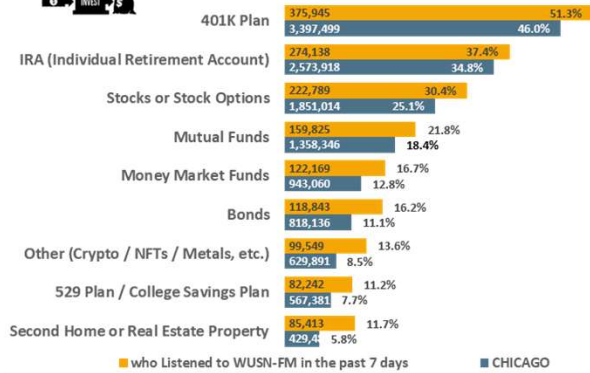




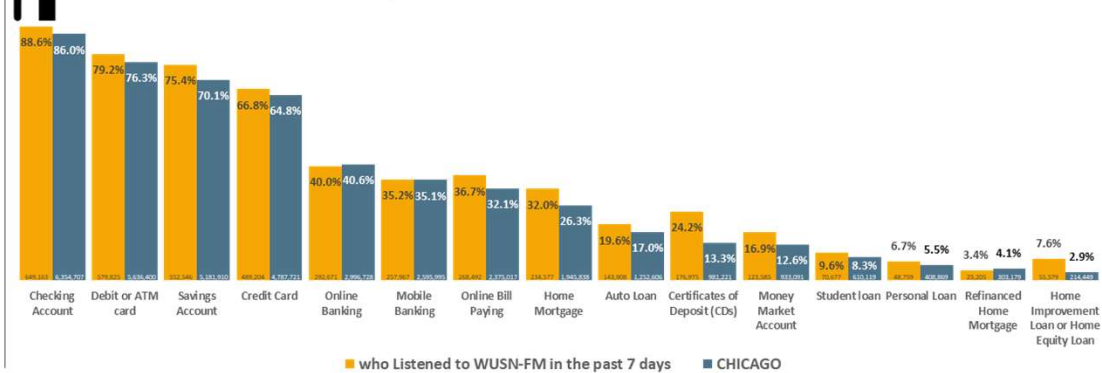
9.9% or 732,558 of CHICAGO Metro Adults 18 or older Listened to WUSN-FM in the past 7 days. Adults 18 or older who Listened to WUSN-FM in the past 7 days are 11.6% more likely to have a 401K, 15.9% more likely to have an Auto Loan, 19.9% more likely to Invest/Trade Stocks Online, 5.6% more likely to pay with their Debit Card.



Investments Owned: Adults 18 or older



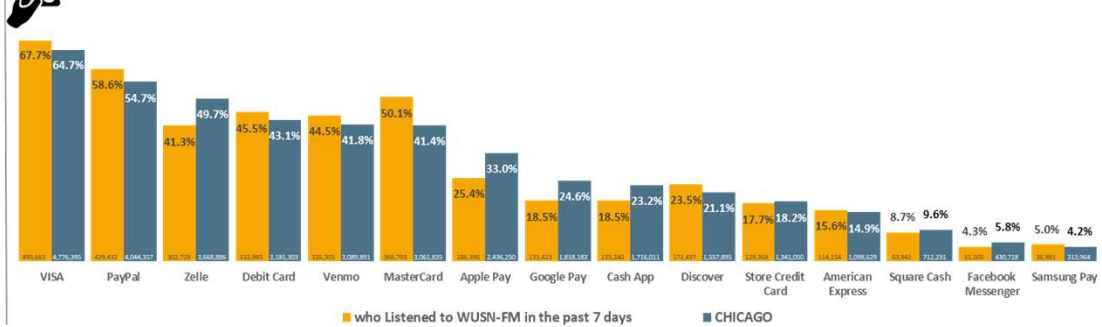
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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





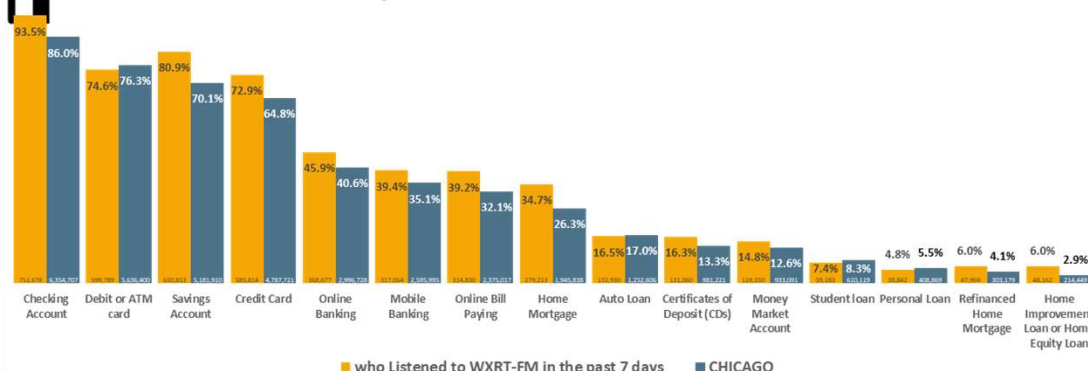
10.9% or 804,059 of CHICAGO Metro Adults 18 or older Listened to WXRT-FM in the past 7 days. Adults 18 or older who Listened to WXRT-FM in the past 7 days are 23.5% more likely to have a 401K, 2.5% less likely to have an Auto Loan, 20.2% more likely to Invest/Trade Stocks Online, 4.8% less likely to pay with their Debit Card.



Investments Owned: Adults 18 or older



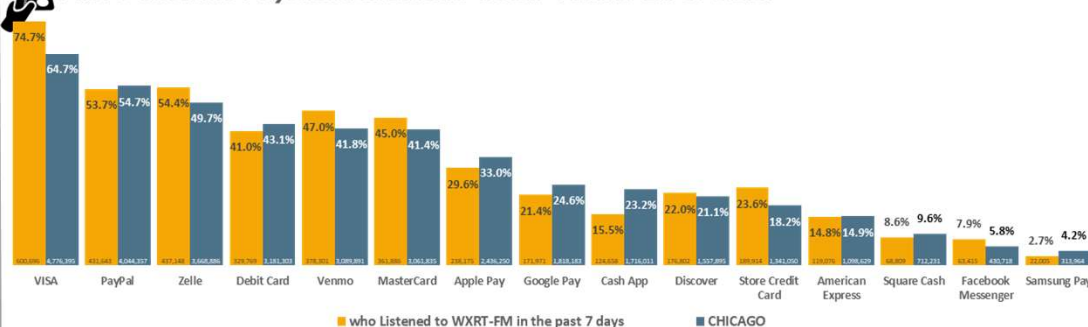
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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

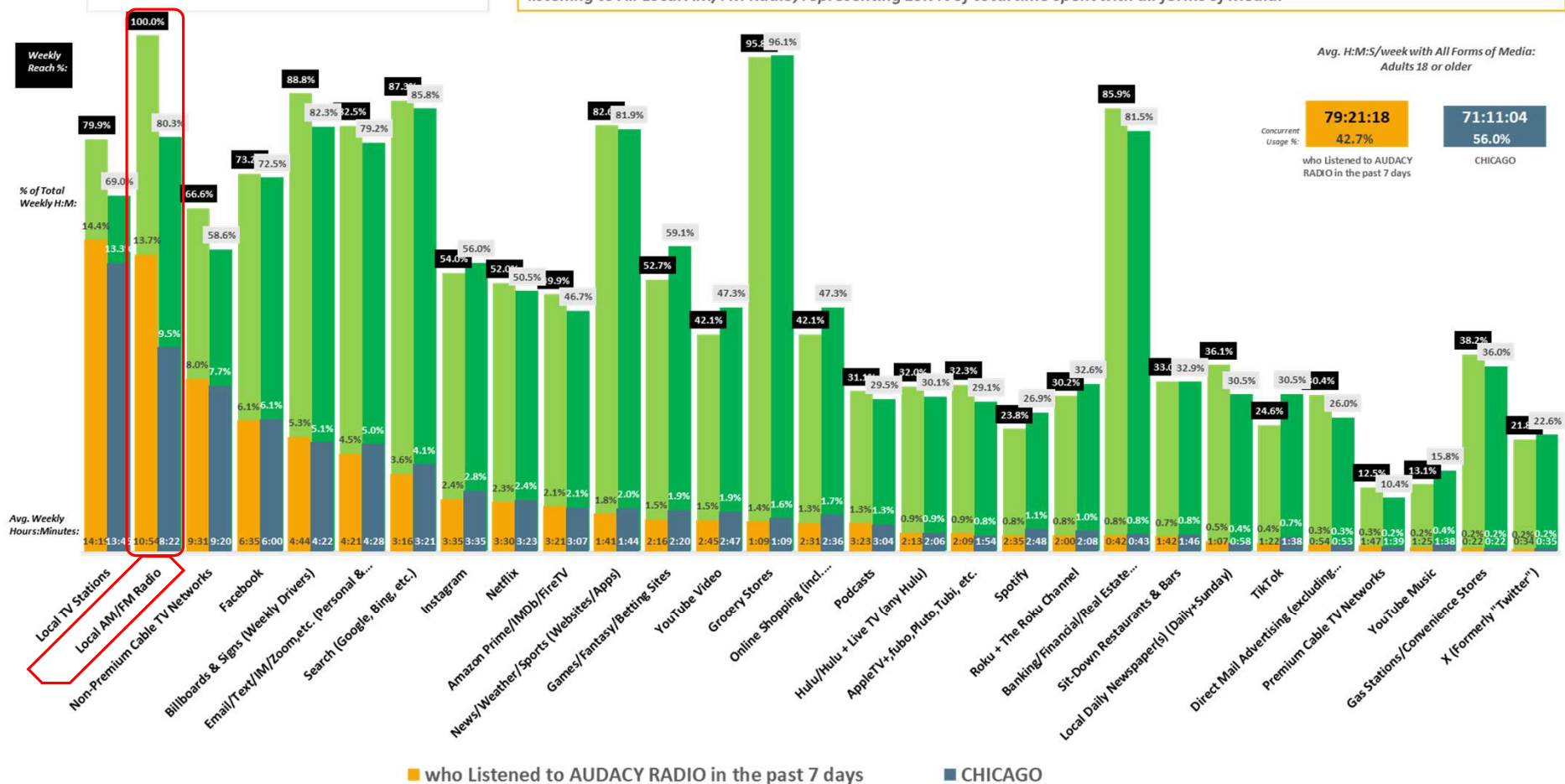




Adults 18 or older who Listened to AUDACY RADIO in the past 7 days spend an average of 3 days, 7 hours, 21 minutes and 18 seconds each week with All Forms of Media.

100.% of Adults 18 or older who Listened to AUDACY RADIO in the past 7 days spend an avg. of 10 hours and 54 minutes each week listening to All Local AM/FM Radio, representing 13.7% of total time spent 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 54 minutes each week listening to All Local AM/FM Radio, representing 13.7% of total time spent with all forms of Media.



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CHICAGO	Metro	Scarborough R1 2026: Feb25-Feb26	Qual Intab	3,973
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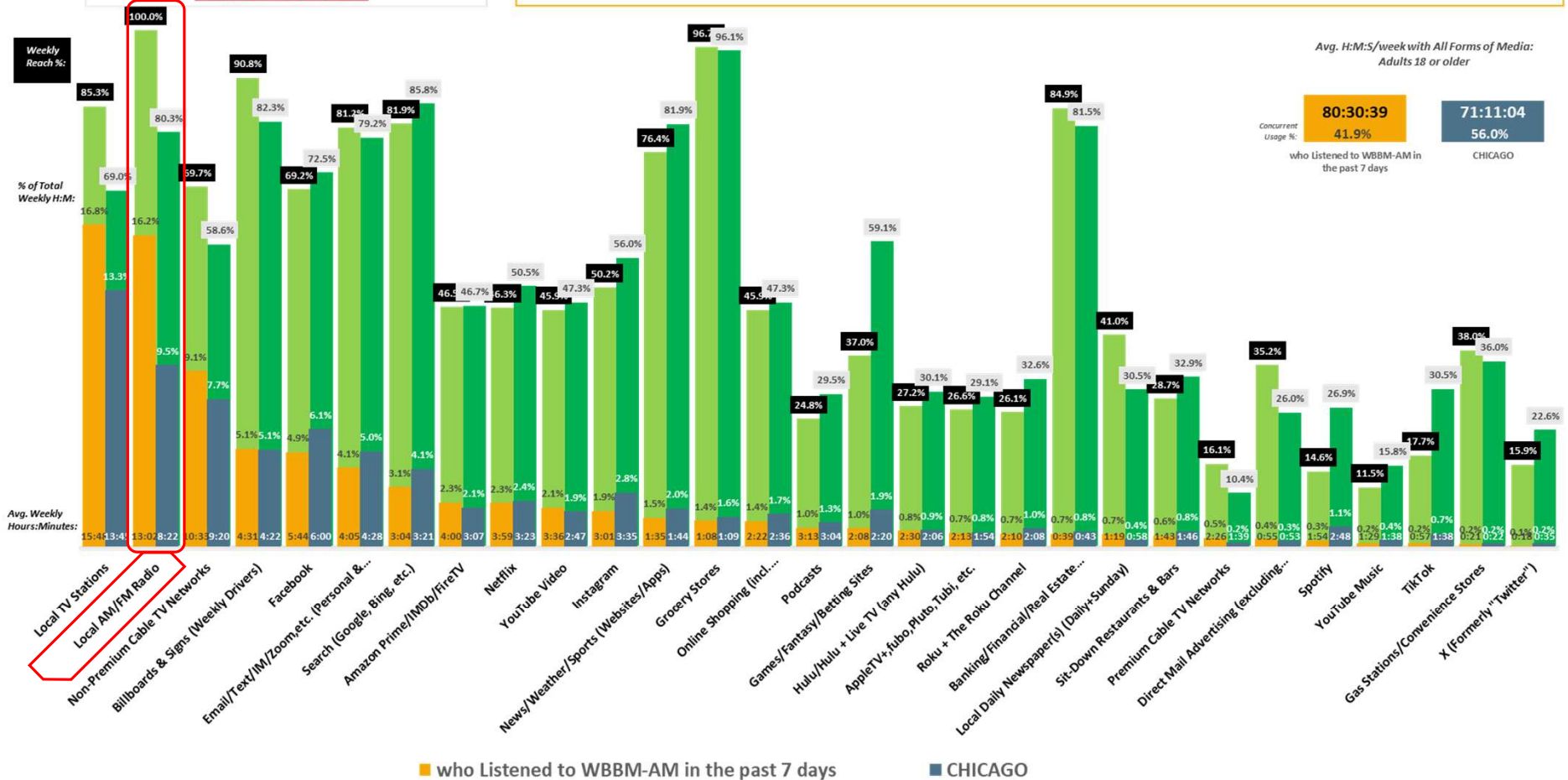


Share of Everything
for Anything

(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)

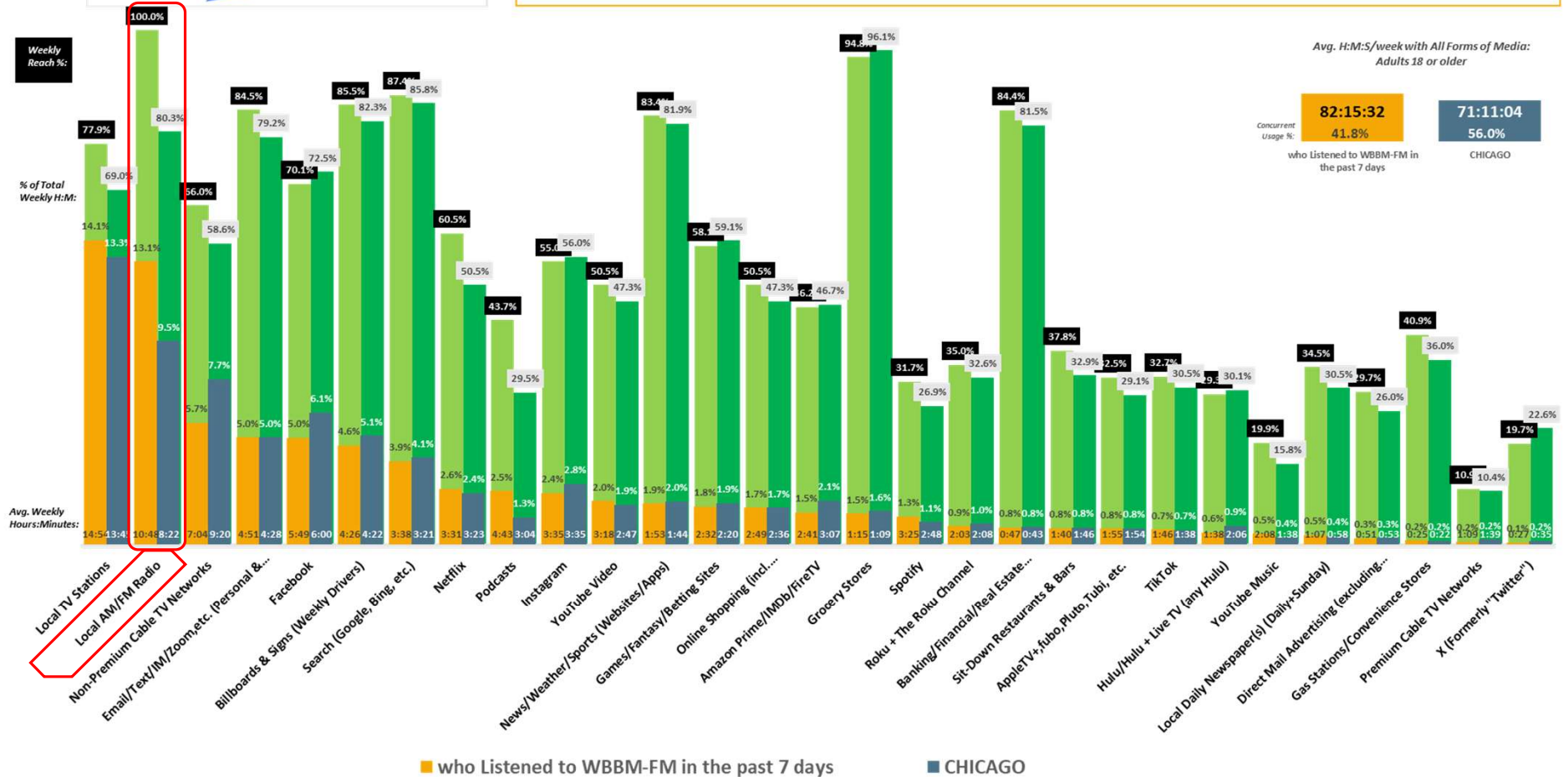
WBBM NEWSRADIO 780AM • 105.9FM

Adults 18 or older who Listened to WBBM-AM in the past 7 days spend an average of 3 days, 8 hours, 30 minutes and 39 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 13 hours and 2 minutes each week listening to All Local AM/FM Radio, representing 16.2% of total time spent with all forms of Media.



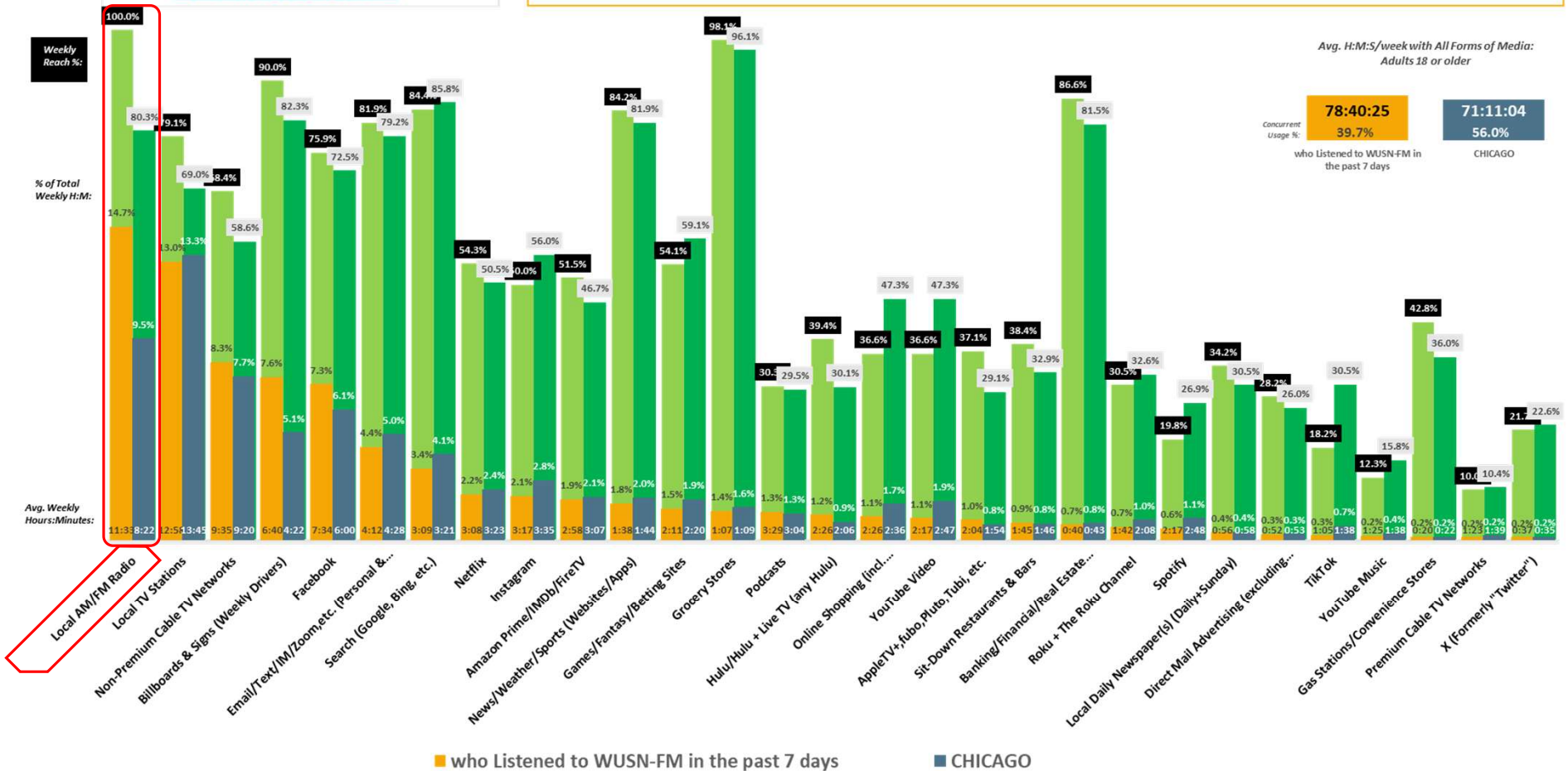


Adults 18 or older who Listened to WBBM-FM in the past 7 days spend an average of 3 days, 10 hours, 15 minutes and 32 seconds each week with All Forms of Media.
100.% of Adults 18 or older who Listened to WBBM-FM in the past 7 days spend an avg. of 10 hours and 48 minutes each week listening to All Local AM/FM Radio, representing 13.1% of total time spent with all forms of Media.



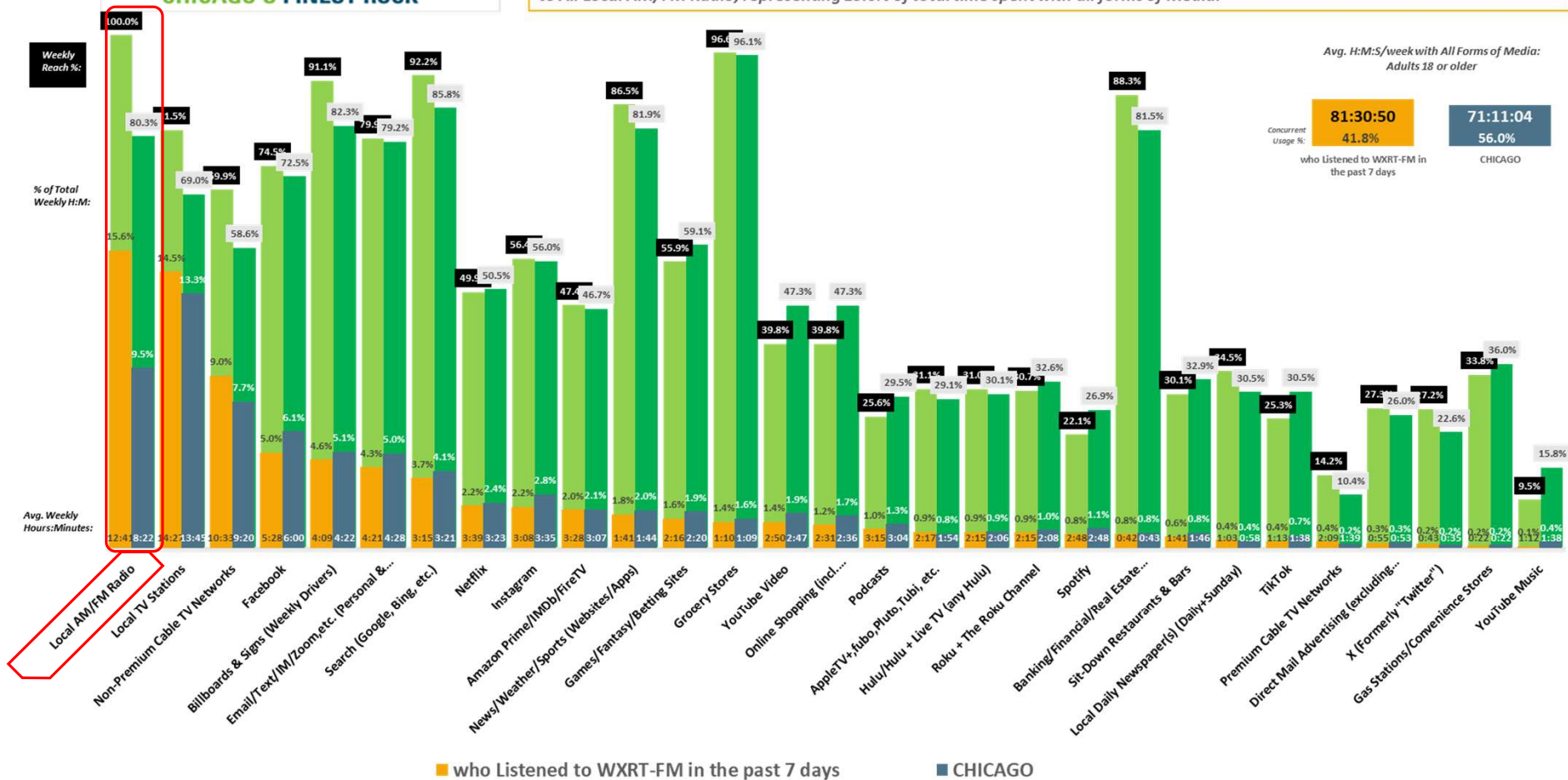


Adults 18 or older who Listened to WUSN-FM in the past 7 days spend an average of 3 days, 6 hours, 40 minutes and 25 seconds each week with All Forms of Media.
100.% of Adults 18 or older who Listened to WUSN-FM in the past 7 days spend an avg. of 11 hours and 33 minutes each week listening to All Local AM/FM Radio, representing 14.7% of total time spent with all forms of Media.



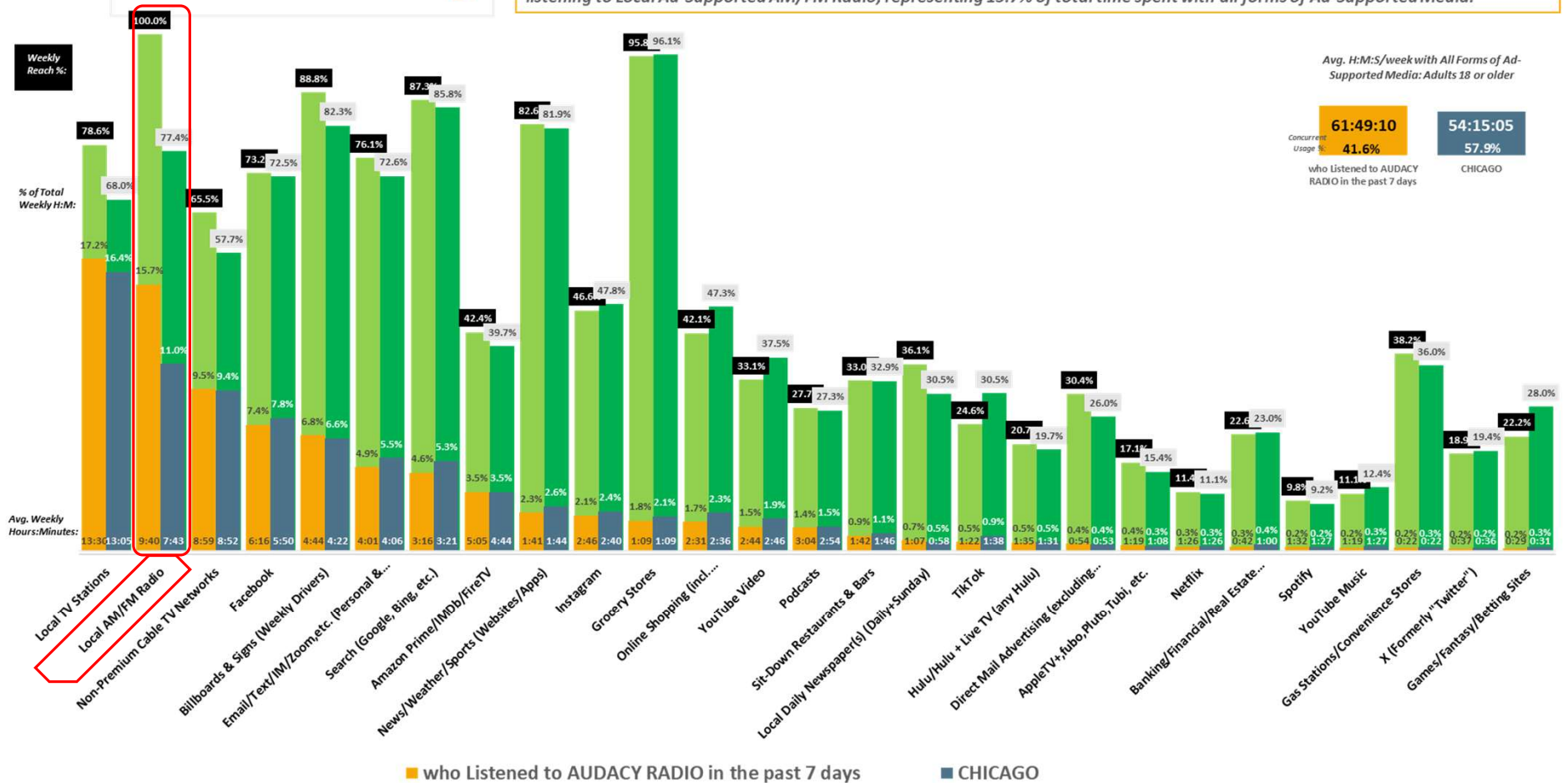


Adults 18 or older who Listened to WXRT-FM in the past 7 days spend an average of 3 days, 9 hours, 30 minutes and 50 seconds each week with All Forms of Media.
 100.% of Adults 18 or older who Listened to WXRT-FM in the past 7 days spend an avg. of 12 hours and 41 minutes each week listening to All Local AM/FM Radio, representing 15.6% of total time spent with all forms of Media.





Adults 18 or older who Listened to AUDACY RADIO in the past 7 days spend an average of 2 days, 13 hours, 49 minutes and 10 seconds each week with All Forms of Ad-Supported Media.
 100.% of Adults 18 or older who Listened to AUDACY RADIO in the past 7 days spend an avg. of 9 hours and 40 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 15.7% of total time spent with all forms of Ad-Supported Media.



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CHICAGO Metro Scarborough R1 2026: Feb25-Feb26 Qual Intab 3,973

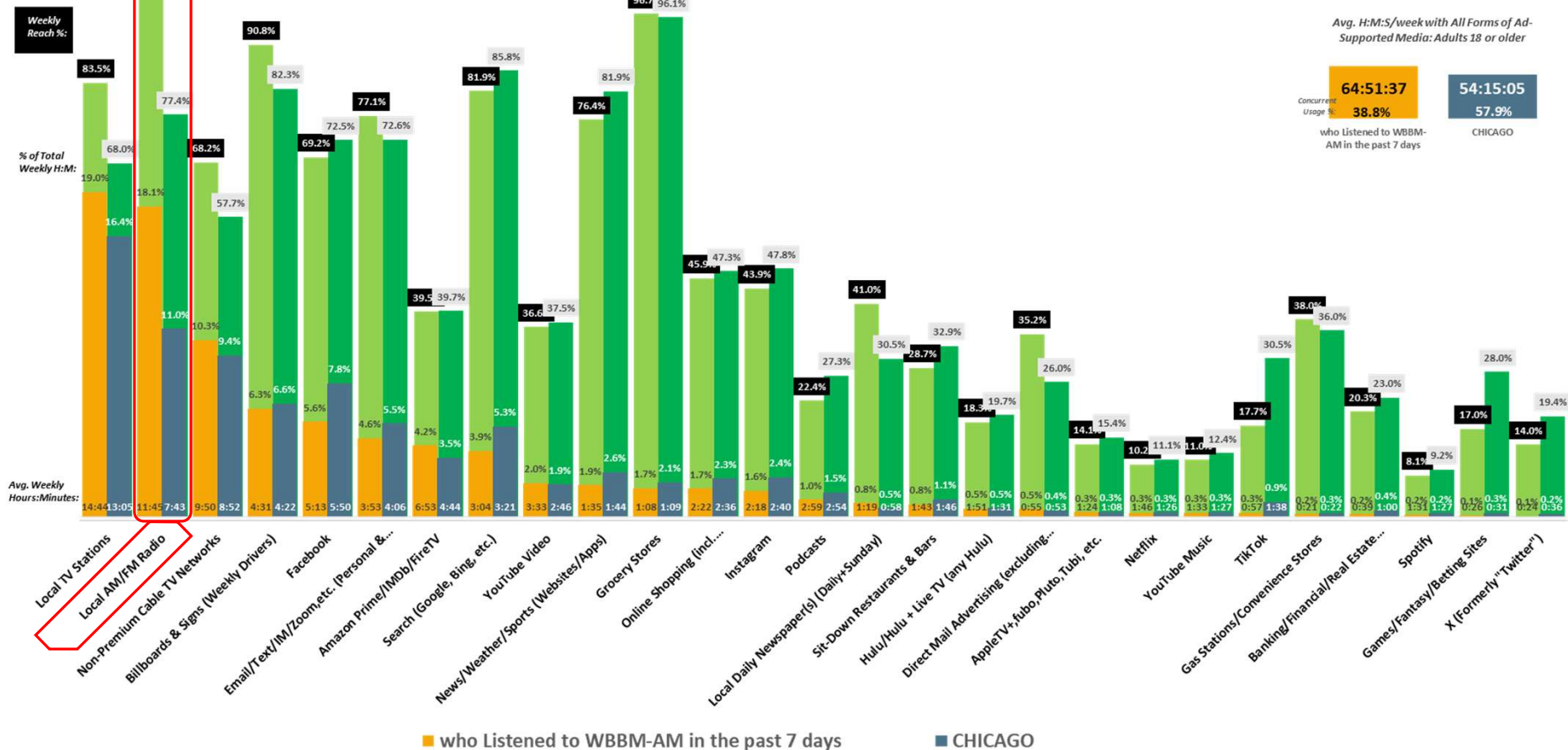


Share of Everything
 for Anything.

(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)

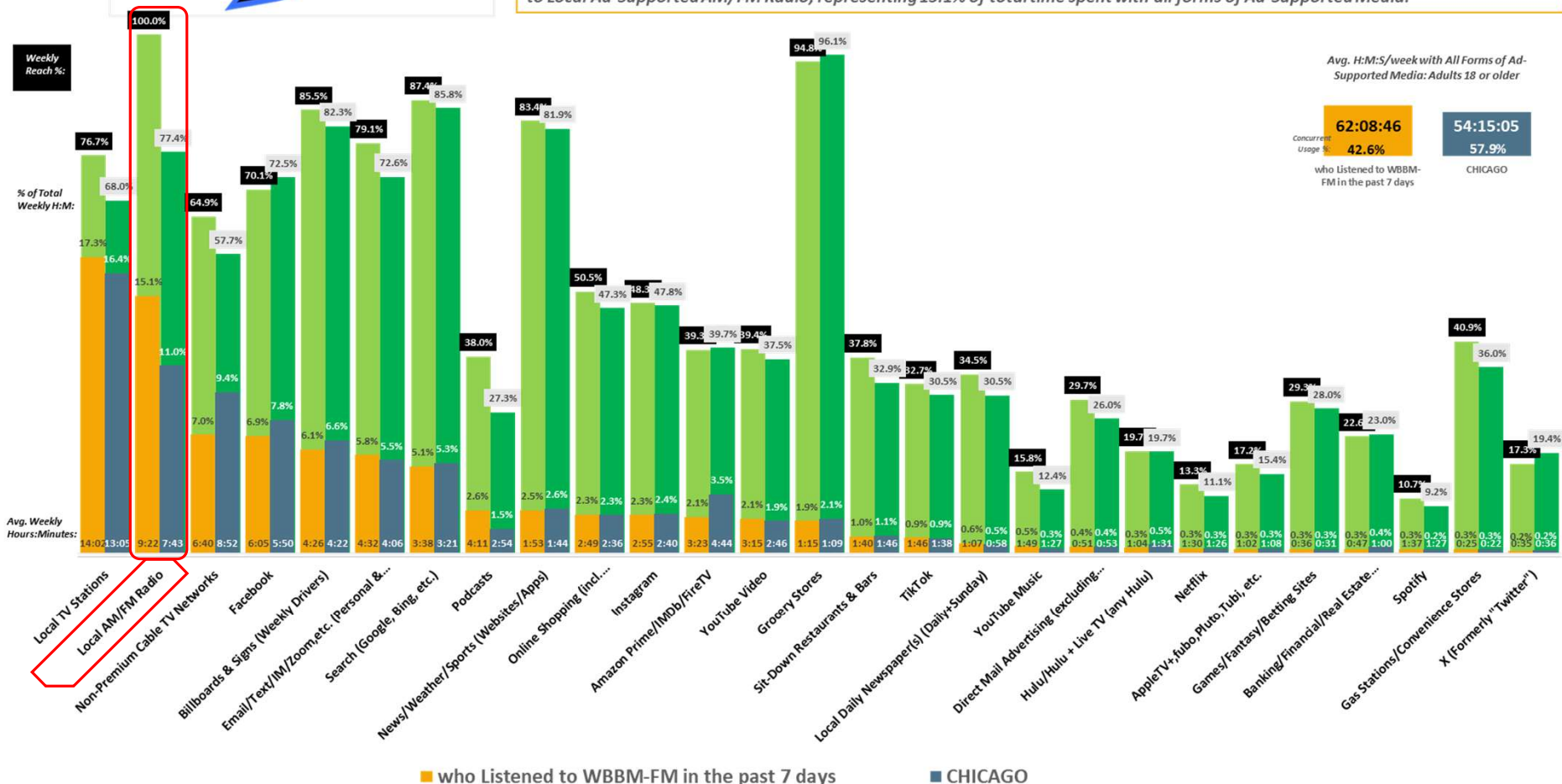
WBBM NEWSRADIO 780AM - 105.9FM

Adults 18 or older who Listened to WBBM-AM in the past 7 days spend an average of 2 days, 16 hours, 51 minutes and 37 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 45 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 18.1% of total time spent with all forms of Ad-Supported Media.





Adults 18 or older who Listened to WBBM-FM in the past 7 days spend an average of 2 days, 14 hours, 8 minutes and 46 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 9 hours and 22 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 15.1% of total time spent with all forms of Ad-Supported Media.



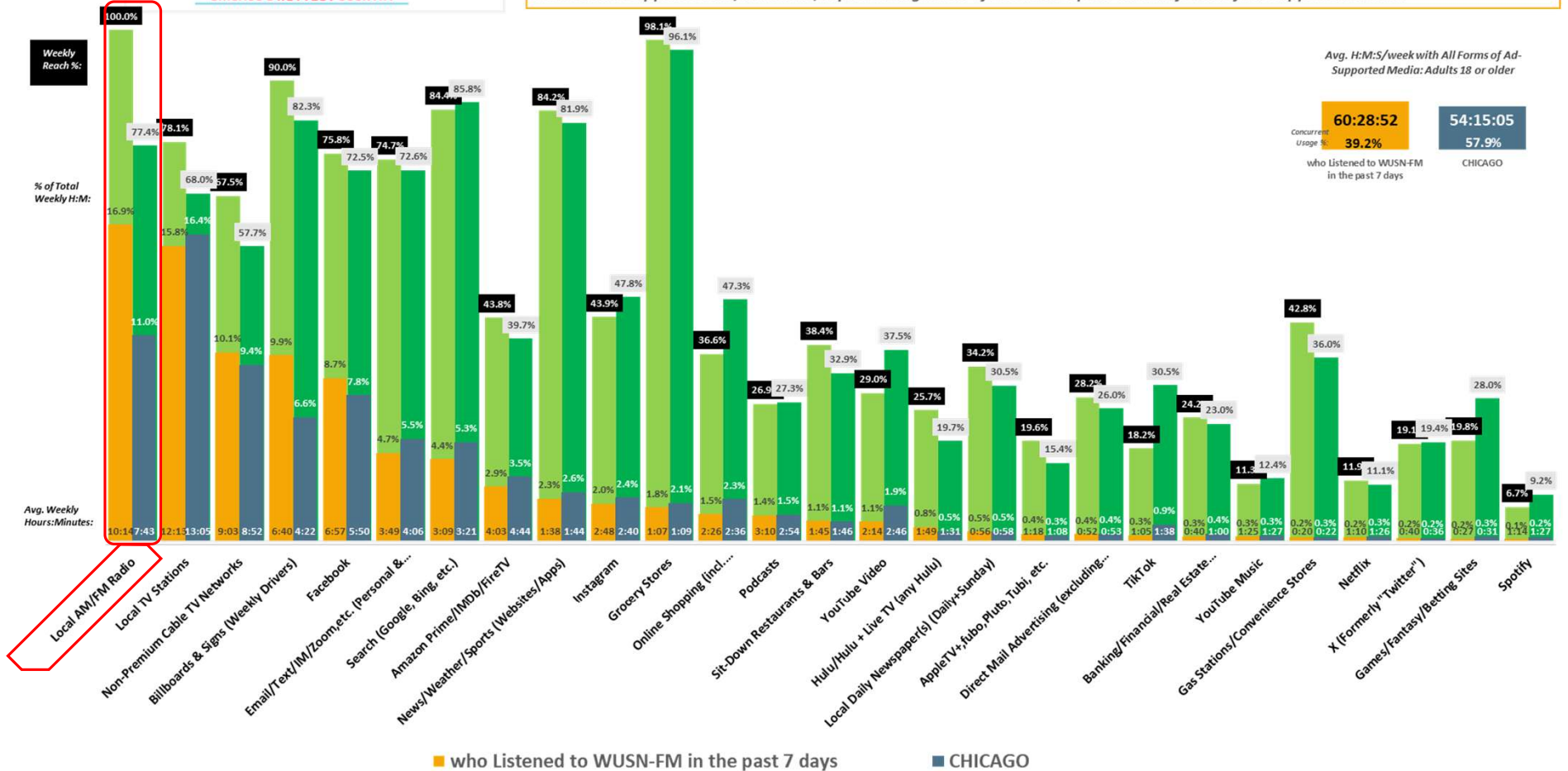
Avg. H:M:S/week with All Forms of Ad-Supported Media: Adults 18 or older

Concurrent Usage %	62:08:46	54:15:05
who Listened to WBBM-FM in the past 7 days	42.6%	57.9%
CHICAGO		



Adults 18 or older who Listened to WUSN-FM in the past 7 days spend an average of 2 days, 12 hours, 28 minutes and 52 seconds each week with All Forms of Ad-Supported Media.

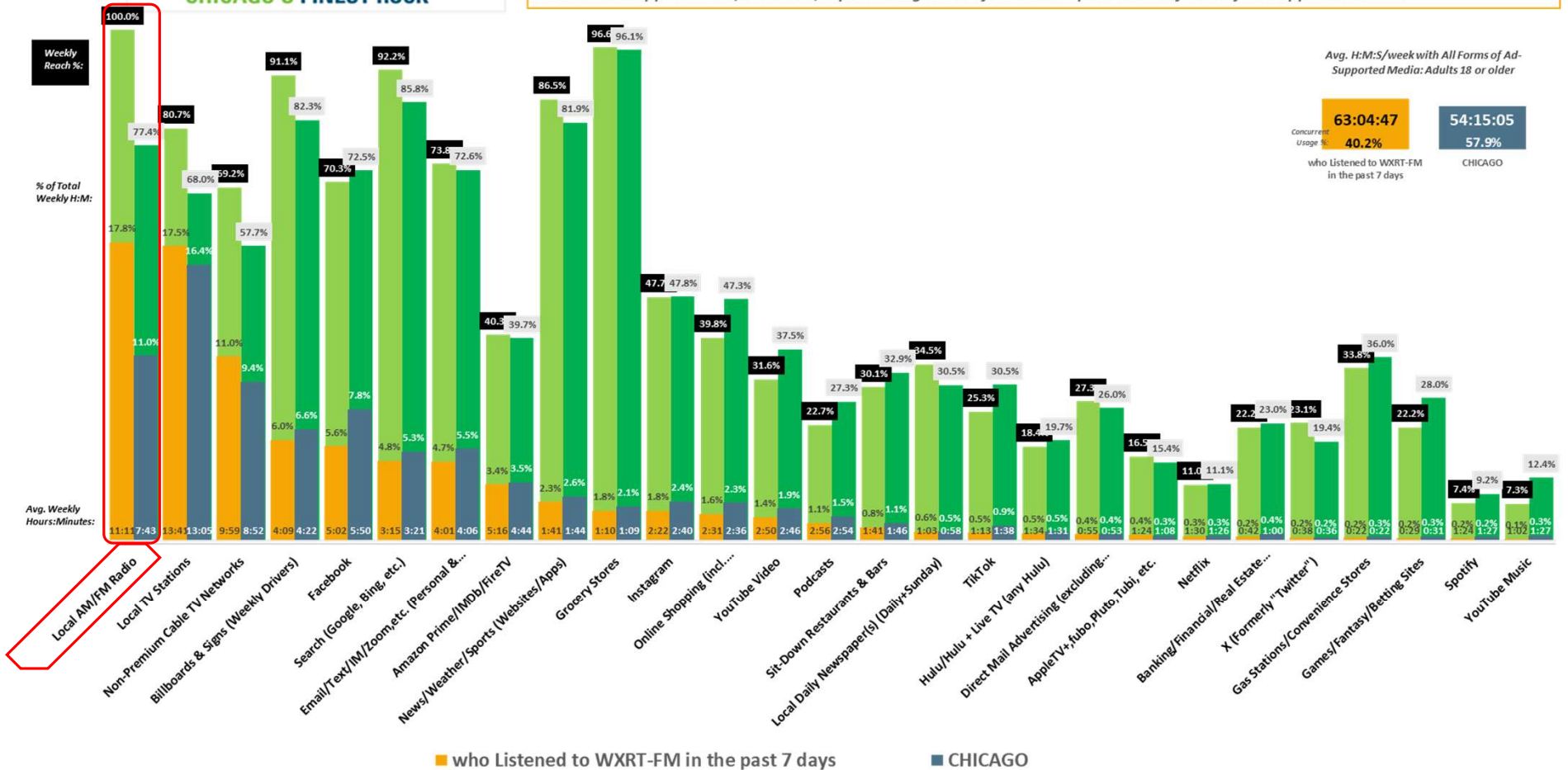
100.% of Adults 18 or older who Listened to WUSN-FM in the past 7 days spend an avg. of 10 hours and 14 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 16.9% of total time spent with all forms of Ad-Supported Media.





Adults 18 or older who Listened to WXRT-FM in the past 7 days spend an average of 2 days, 15 hours, 4 minutes and 47 seconds each week with All Forms of Ad-Supported Media.

100.% of Adults 18 or older who Listened to WXRT-FM in the past 7 days spend an avg. of 11 hours and 11 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 17.8% of total time spent with all forms of Ad-Supported Media.



Avg. H:M:S/week with All Forms of Ad-Supported Media: Adults 18 or older

Concurrent Usage %: 40.2%

who Listened to WXRT-FM in the past 7 days

63:04:47

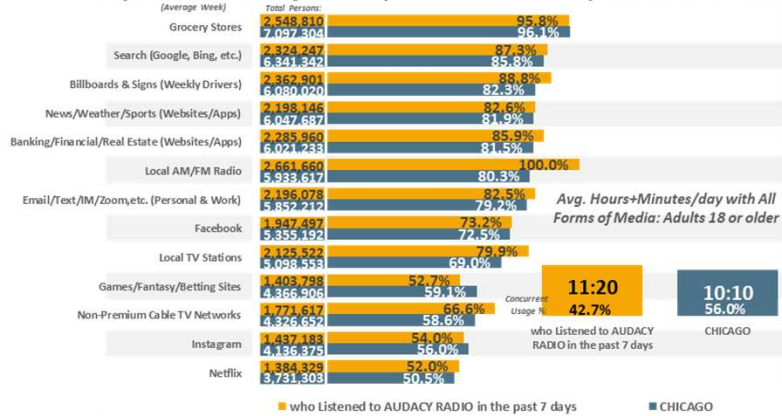
54:15:05

CHICAGO

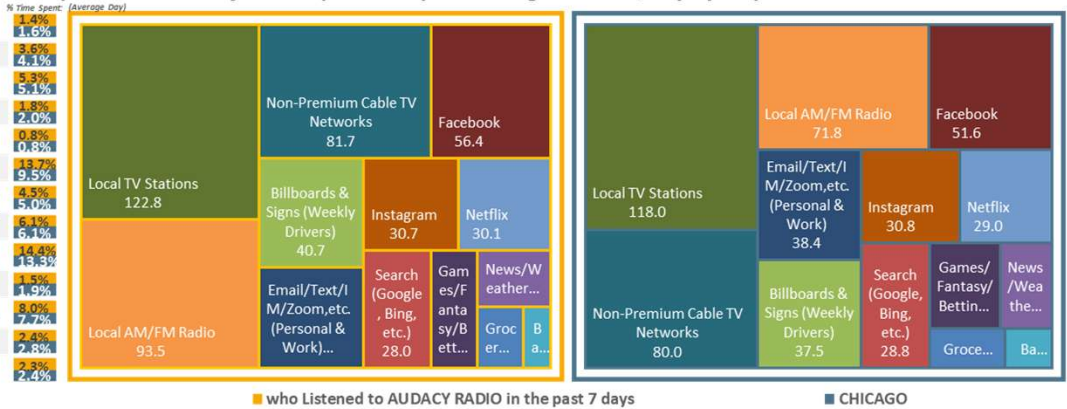


Adults 18 or older who Listened to AUDACY RADIO in the past 7 days spend an average of 8 hours and 49 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 83. minutes/day. (Local Radio delivers 15.7% of Time with Ad-Supported Media.)

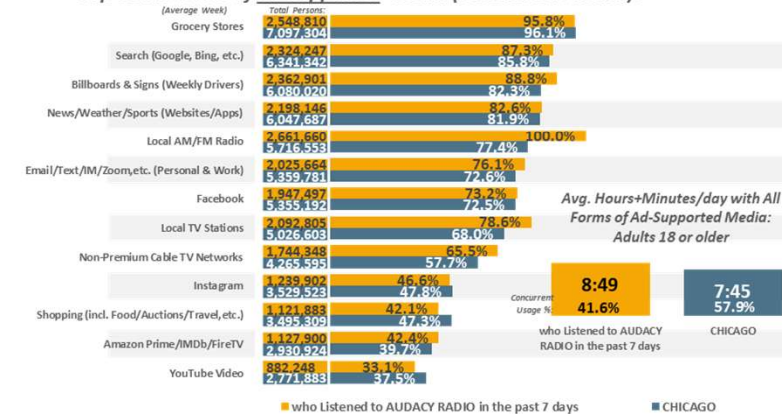
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



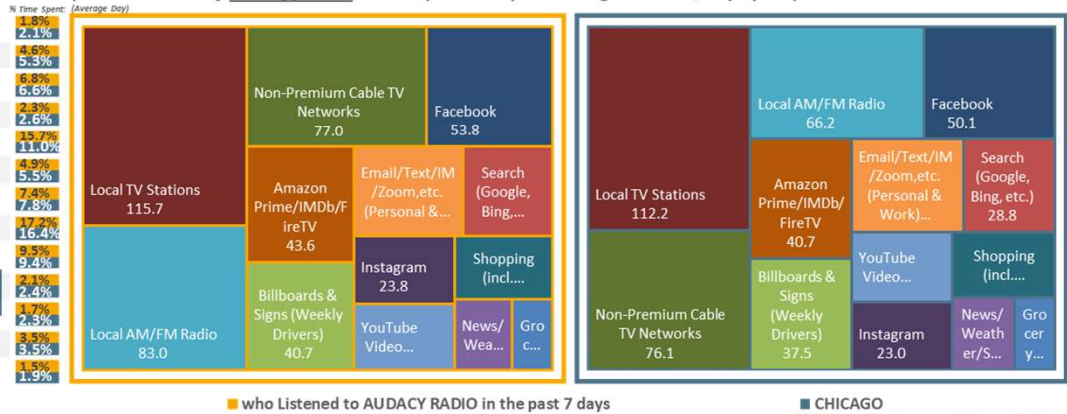
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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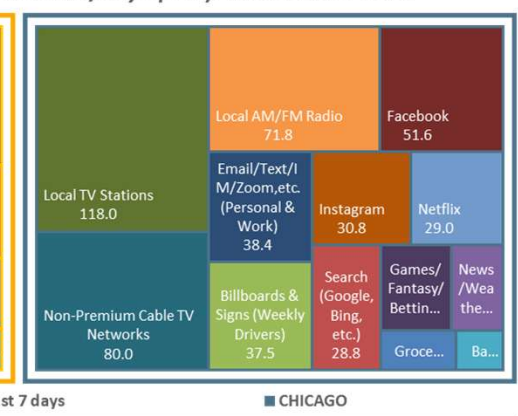
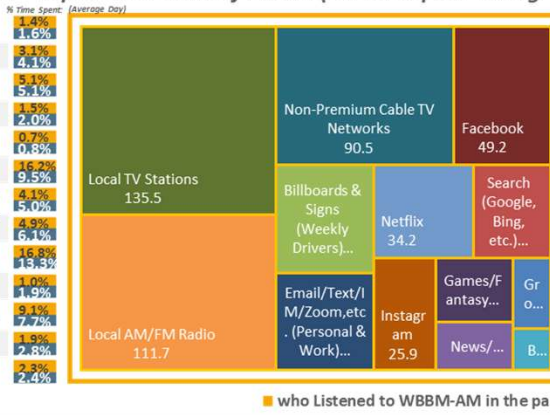
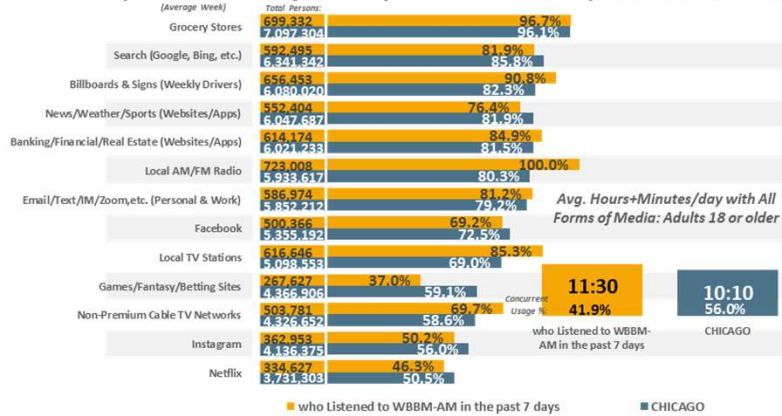
soefa.ai Share of Everything for Anything

(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)

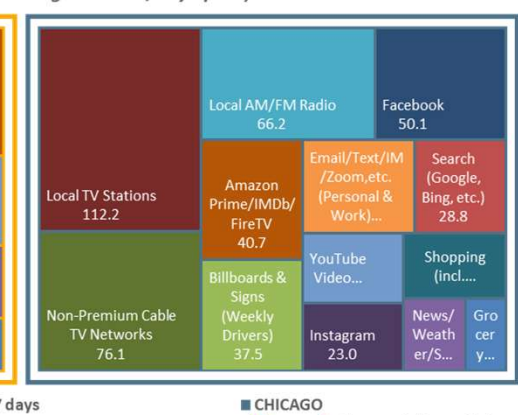
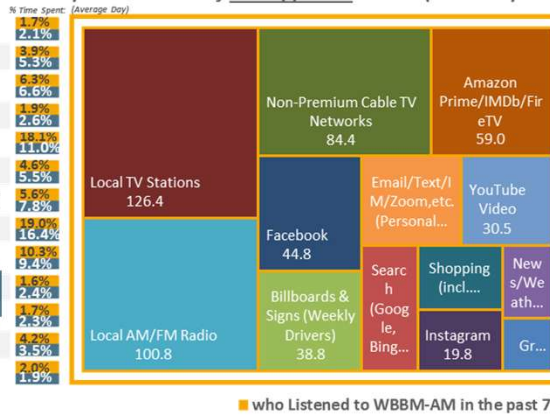
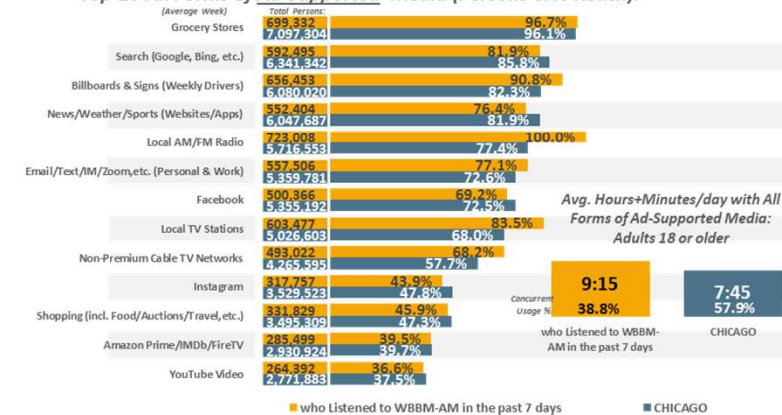


Adults 18 or older who Listened to WBBM-AM in the past 7 days spend an average of 9 hours and 15 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 100.8 minutes/day. *(Local Radio delivers 18.1% of Time with Ad-Supported Media.)*

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



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



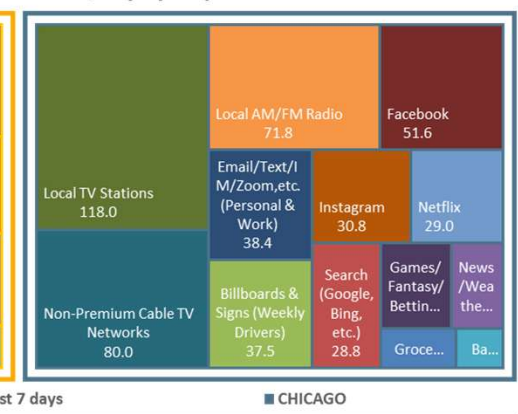
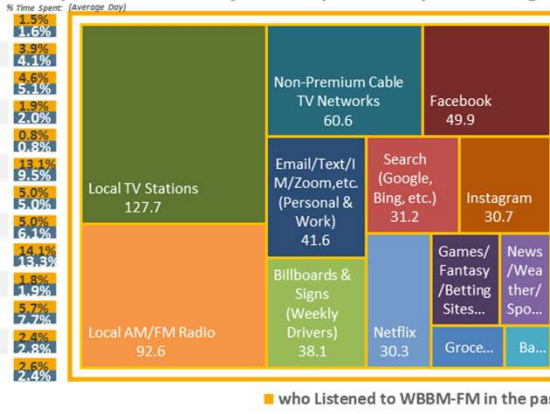
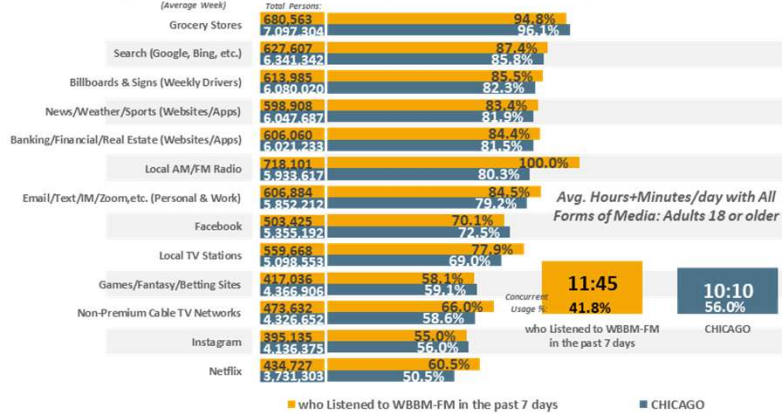
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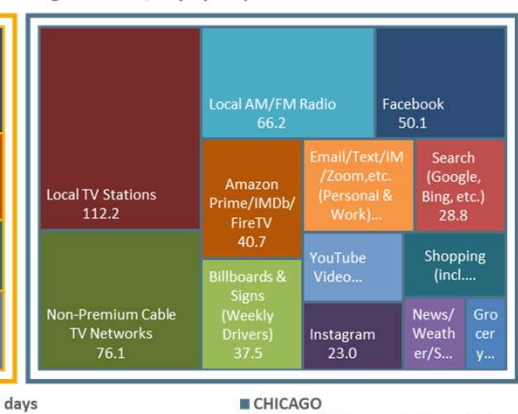
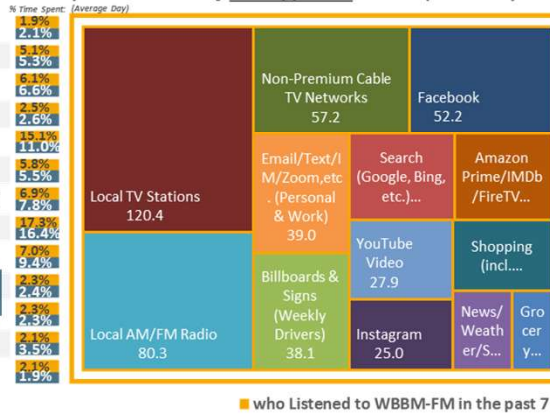
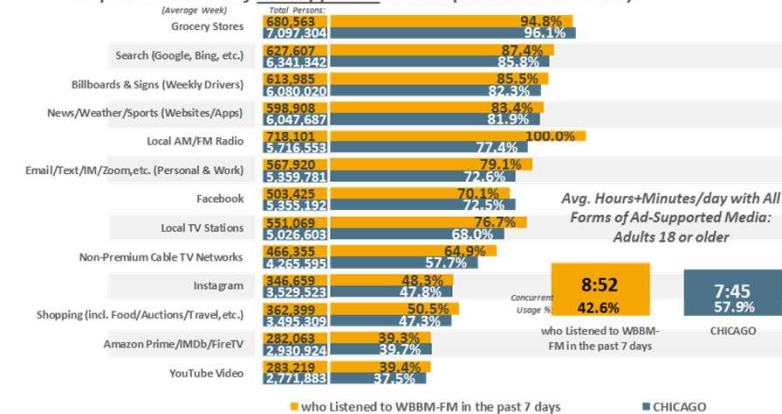


Adults 18 or older who Listened to WBBM-FM in the past 7 days spend an average of 8 hours and 52 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 80.3 minutes/day. (Local Radio delivers 15.1% of Time with Ad-Supported Media.)

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



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



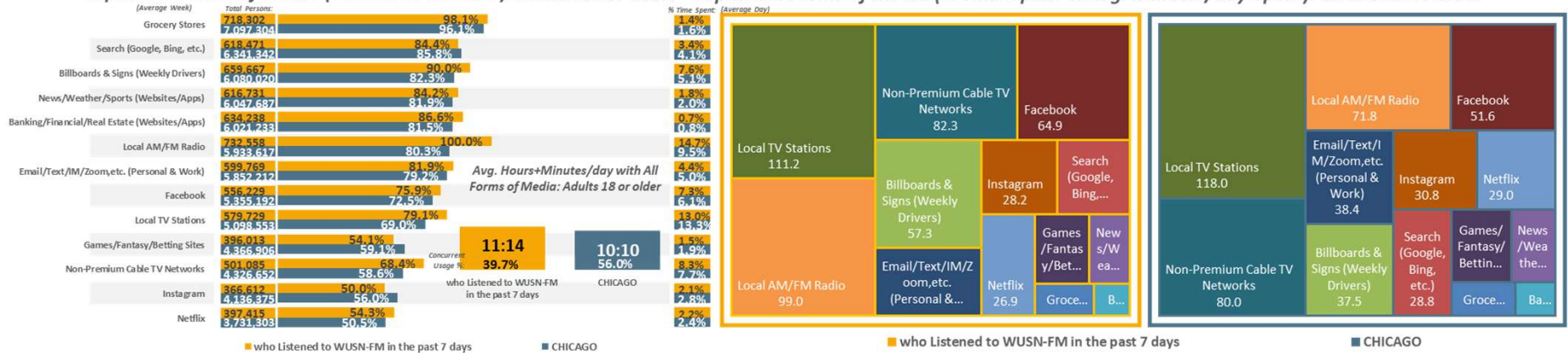
CHICAGO Metro Scarborough R1 2026: Feb25-Feb26 Qual Intab 393
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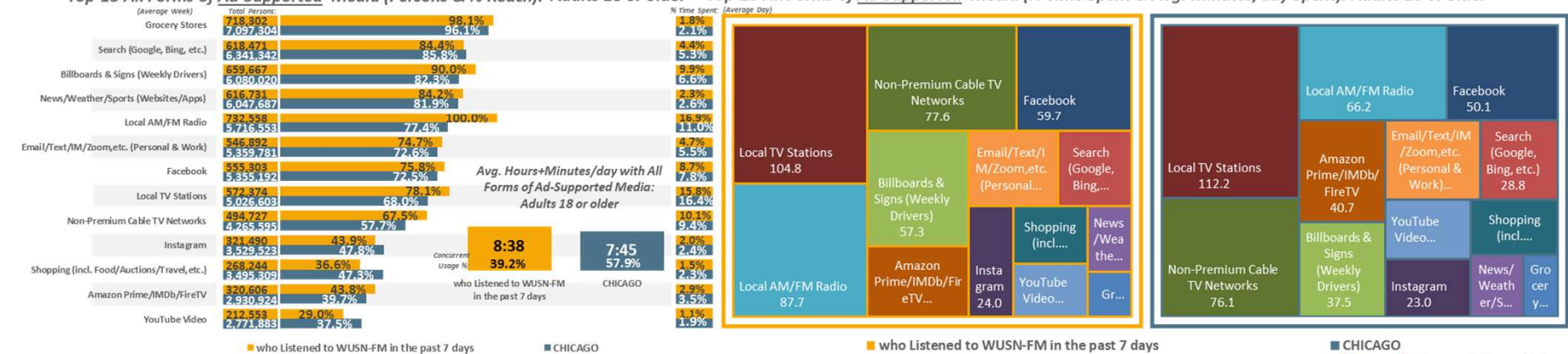


Adults 18 or older who Listened to WUSN-FM in the past 7 days spend an average of 8 hours and 38 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 87.7 minutes/day. (Local Radio delivers 16.9% of Time with Ad-Supported Media.)

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



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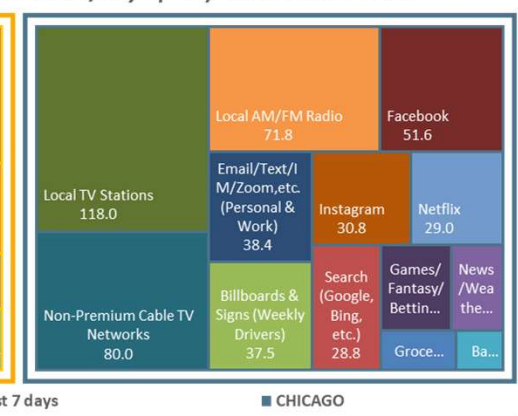
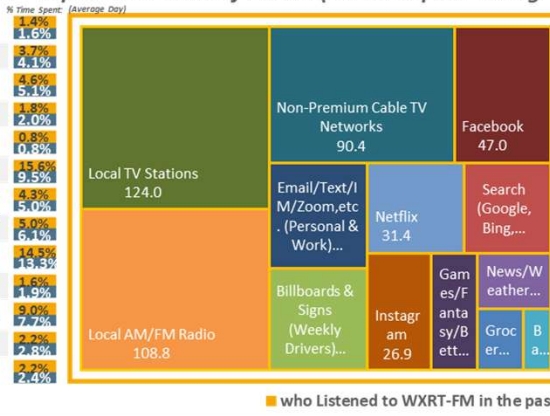
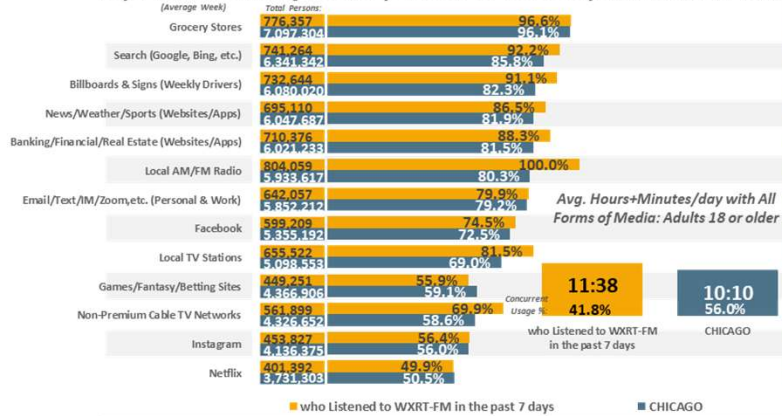


Adults 18 or older who Listened to WXRT-FM in the past 7 days spend an average of 9 hours and 0 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 96. minutes/day.

(Local Radio delivers 17.8% of Time with Ad-Supported Media.)

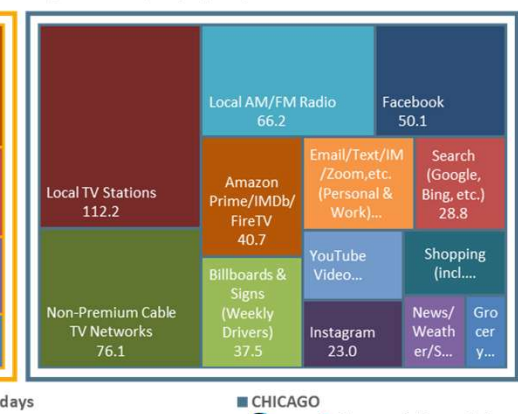
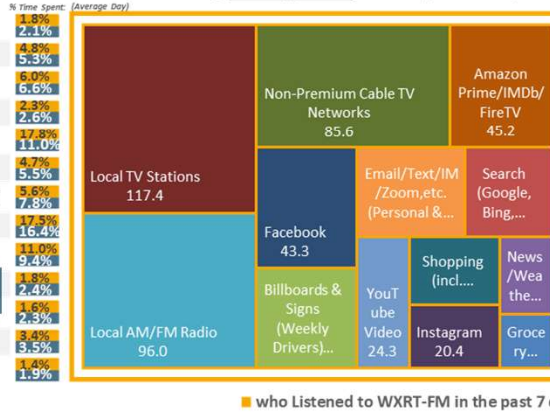
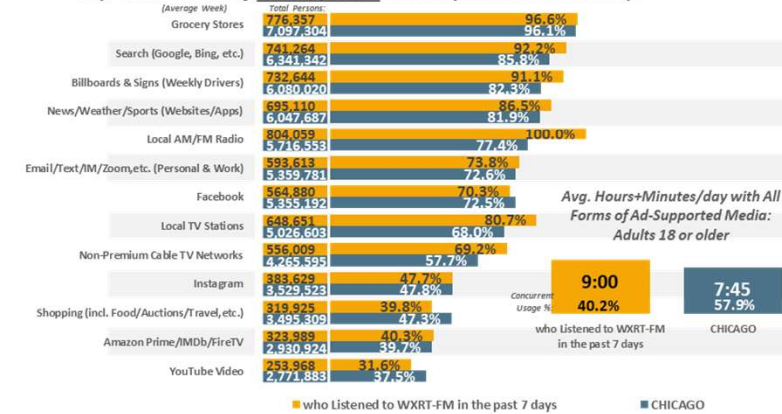
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older

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



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

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



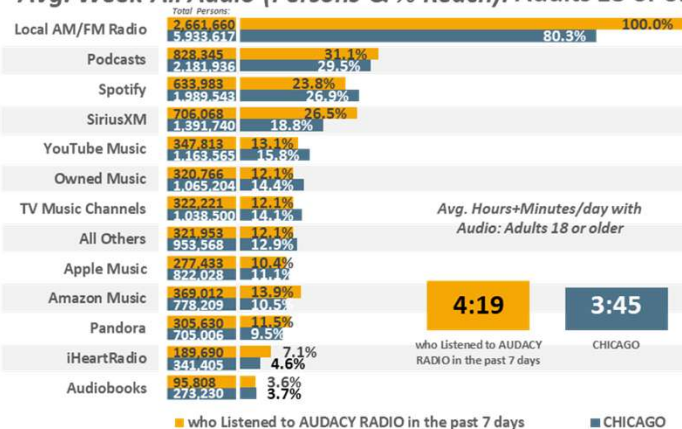
CHICAGO Metro Scarborough R1 2026: Feb25-Feb26 Qual Intab 481
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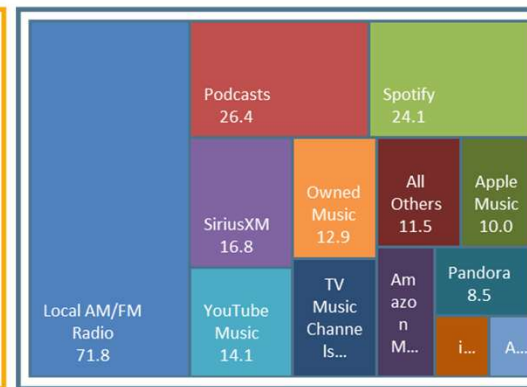
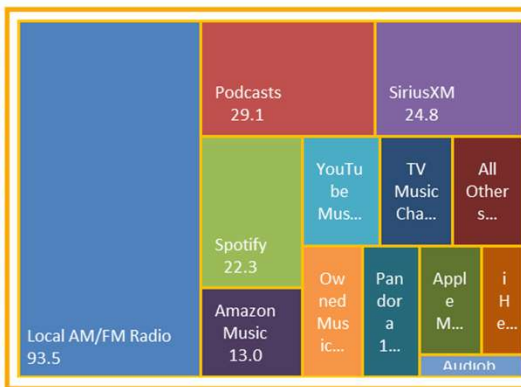


2,661,660 or 100.% of Adults 18 or older who Listened to AUDACY RADIO in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 83. minutes every day representing 45.8% of all time spent daily with Ad-Supported Audio.

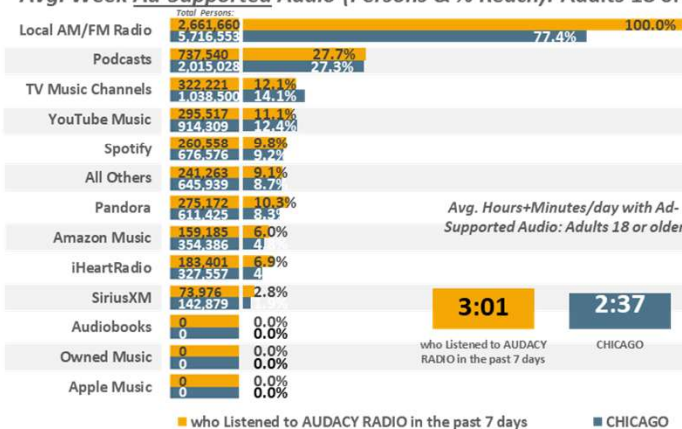
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



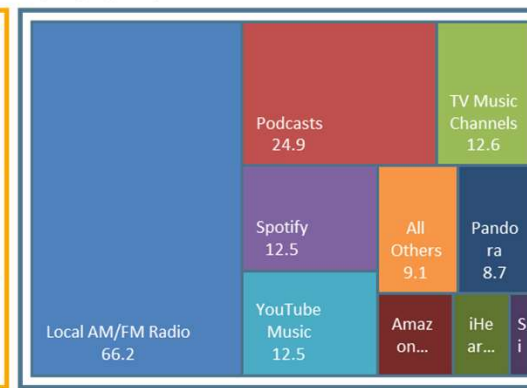
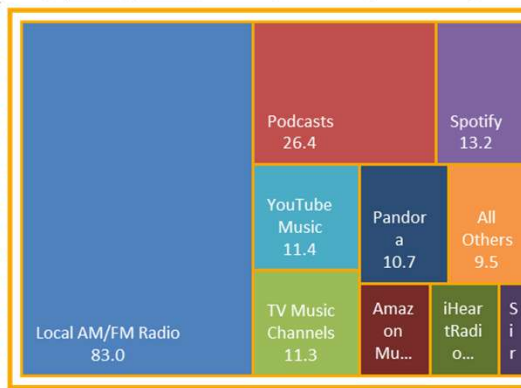
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 R1 2026: Feb25-Feb26 Qual Intab 1,529

■ who Listened to AUDACY RADIO in the past 7 days

■ CHICAGO

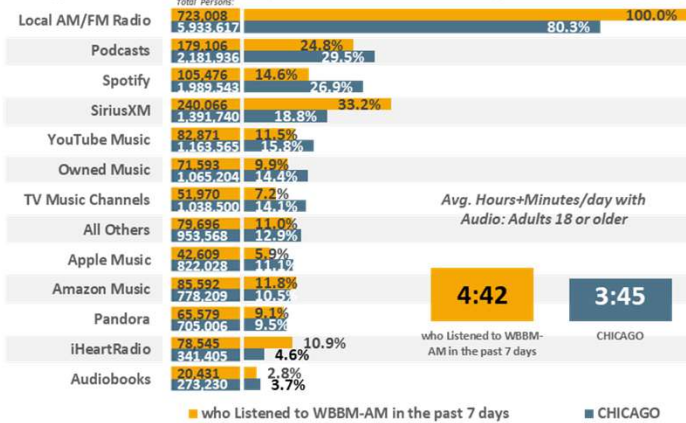
soefa.ai Share of Everything
for Anything

(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)

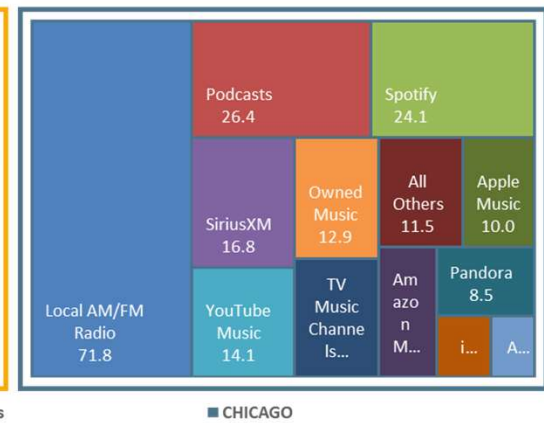
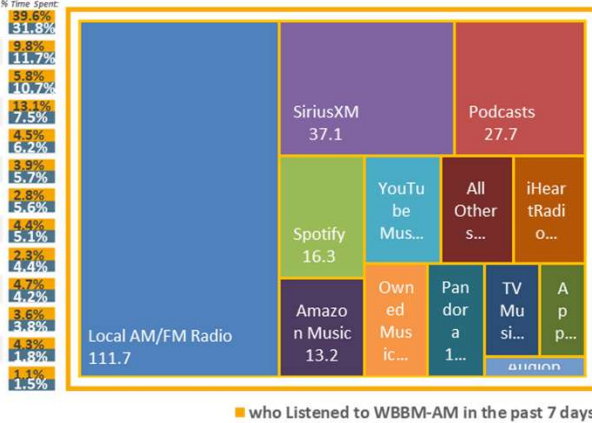


723,008 or 100.% of Adults 18 or older who Listened to WBBM-AM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 100.8 minutes every day representing 48.9% of all time spent daily with Ad-Supported Audio.

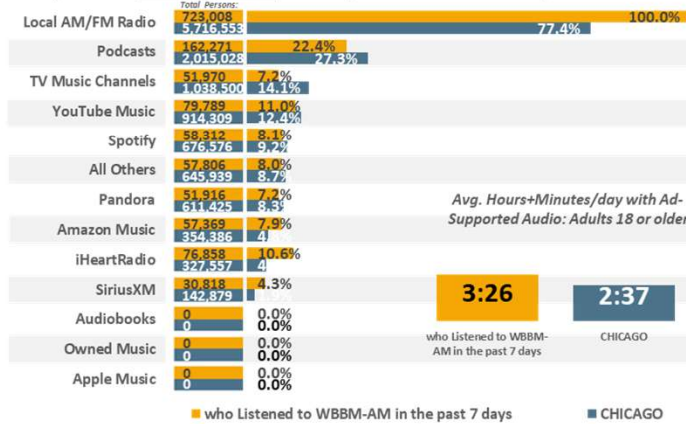
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



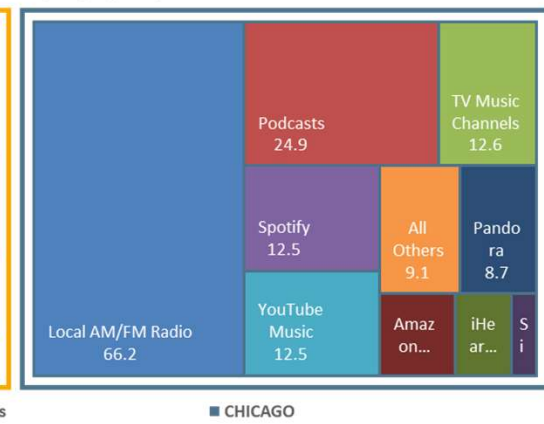
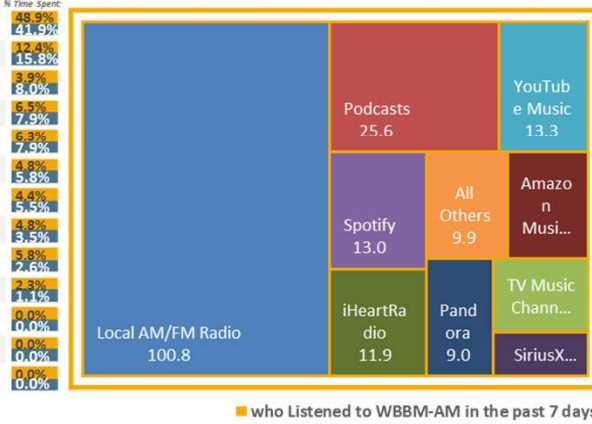
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



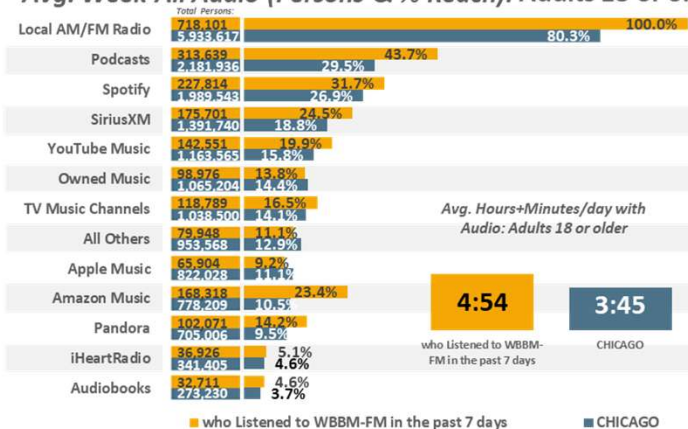
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



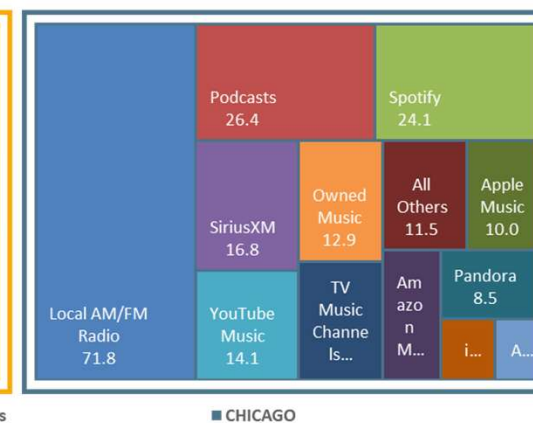
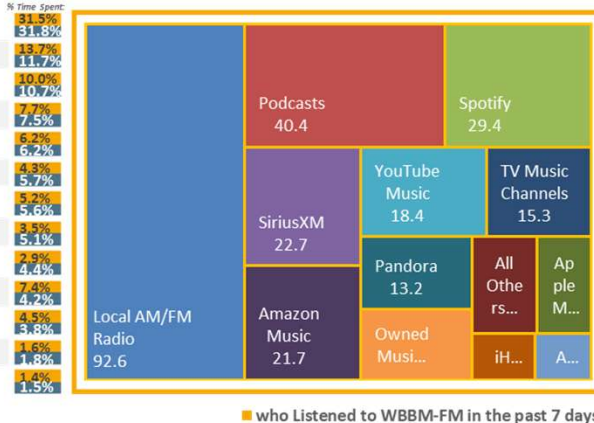


718,101 or 100.% of Adults 18 or older who Listened to WBBM-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 80.3 minutes every day representing 40.9% of all time spent daily with Ad-Supported Audio.

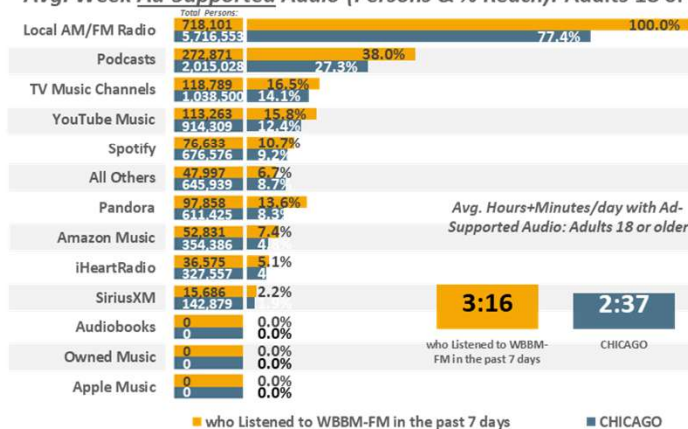
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



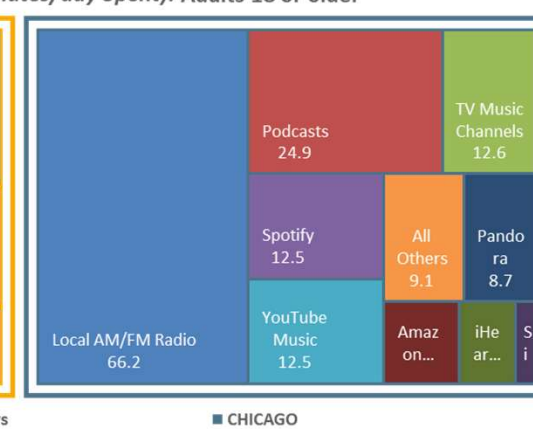
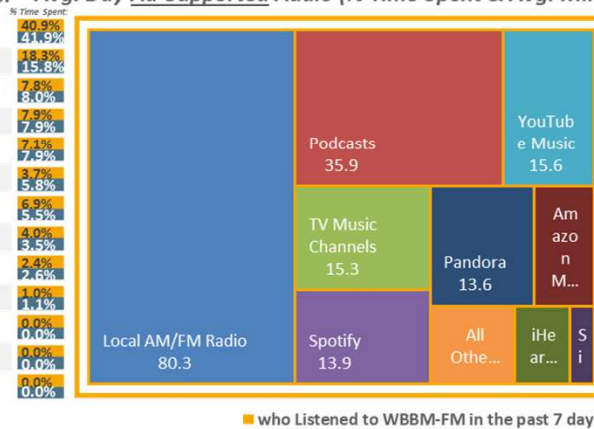
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



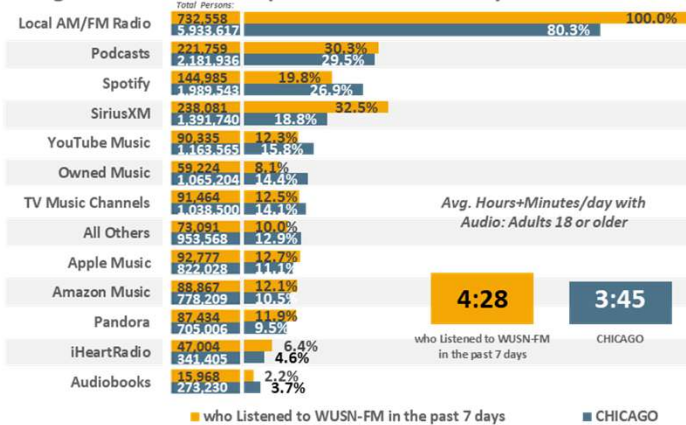
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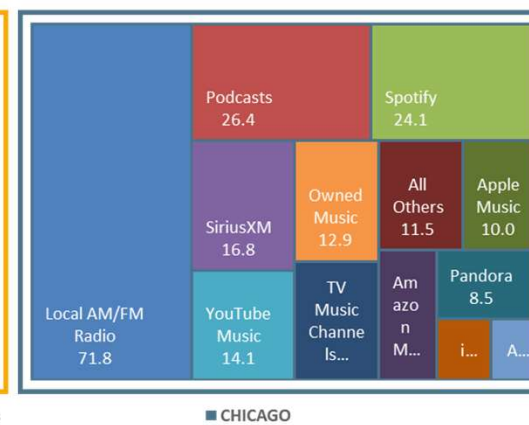
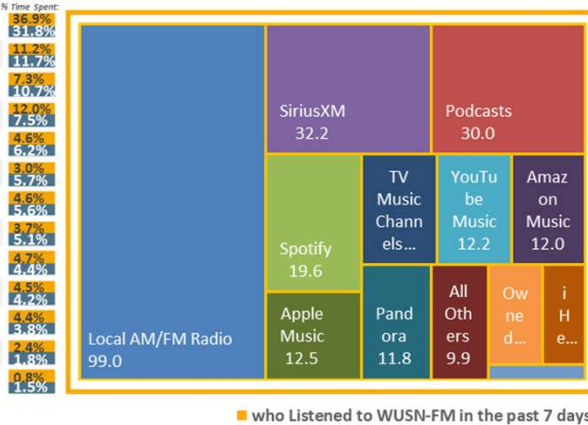


732,558 or 100.% of Adults 18 or older who Listened to WUSN-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 87.7 minutes every day representing 47.% of all time spent daily with Ad-Supported Audio.

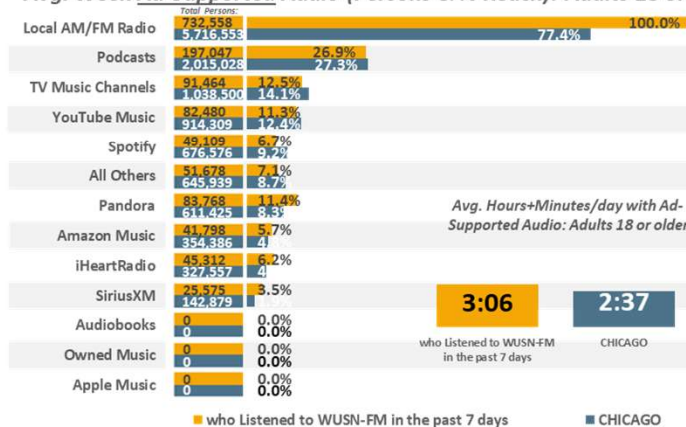
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



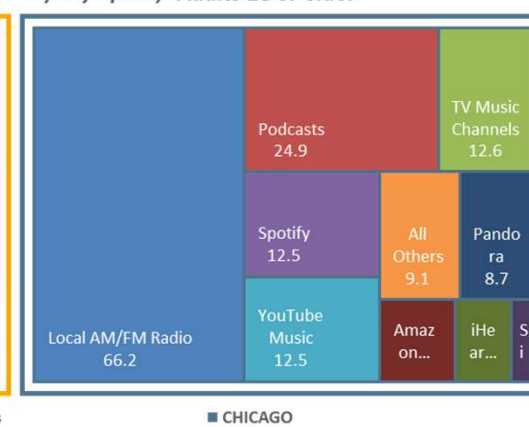
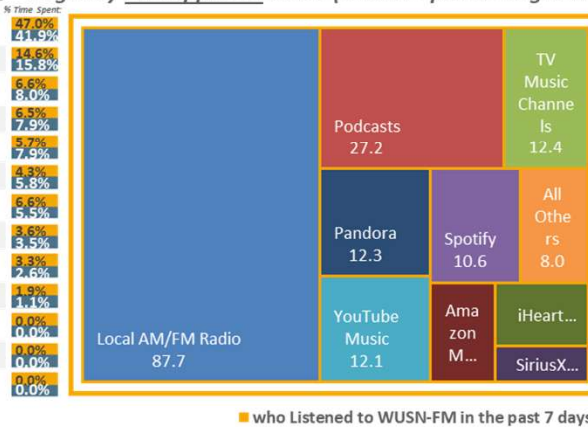
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



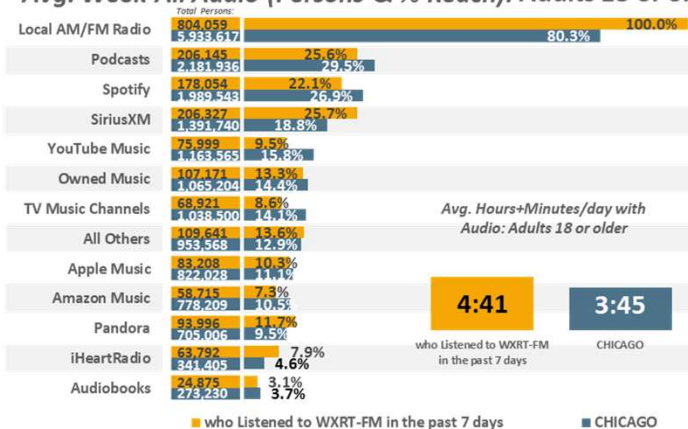
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



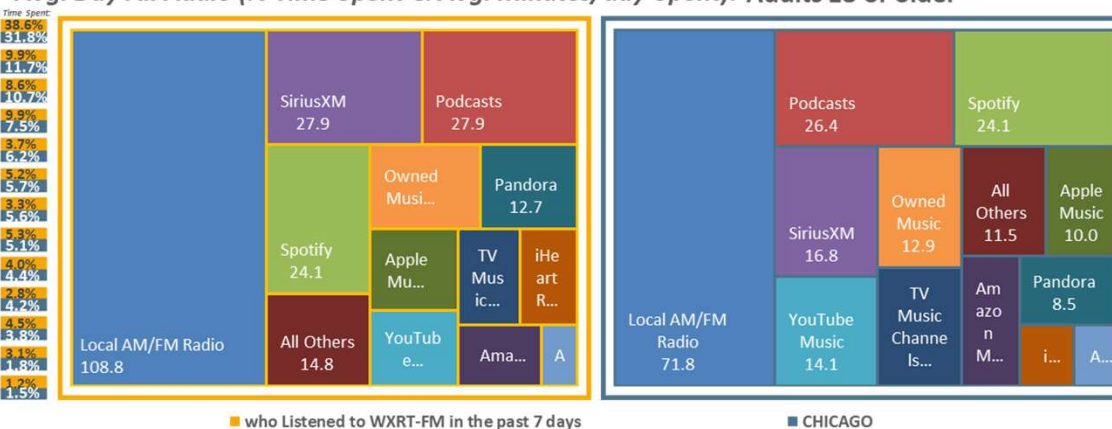


804,059 or 100.% of Adults 18 or older who Listened to WXRT-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 96. minutes every day representing 50.% of all time spent daily with Ad-Supported Audio.

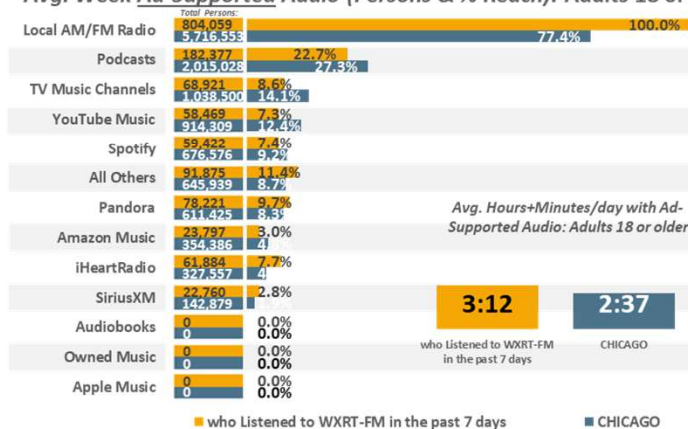
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



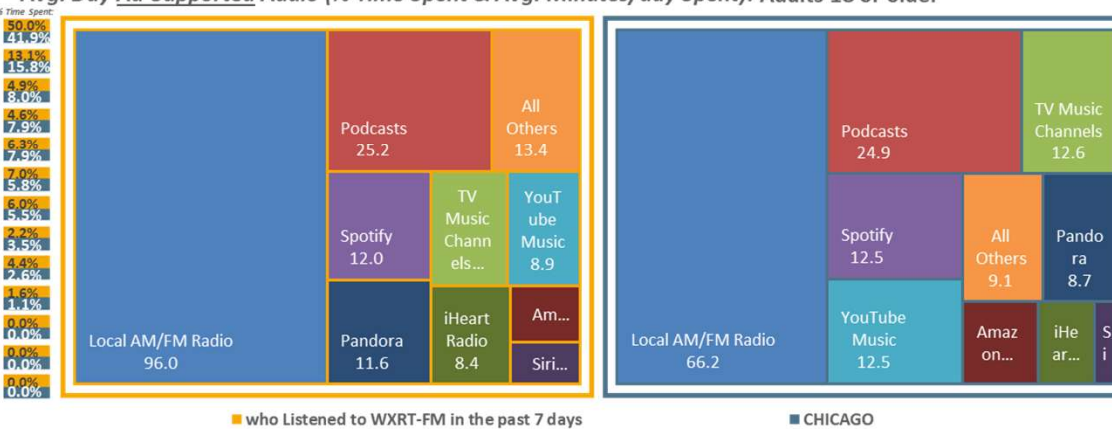
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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

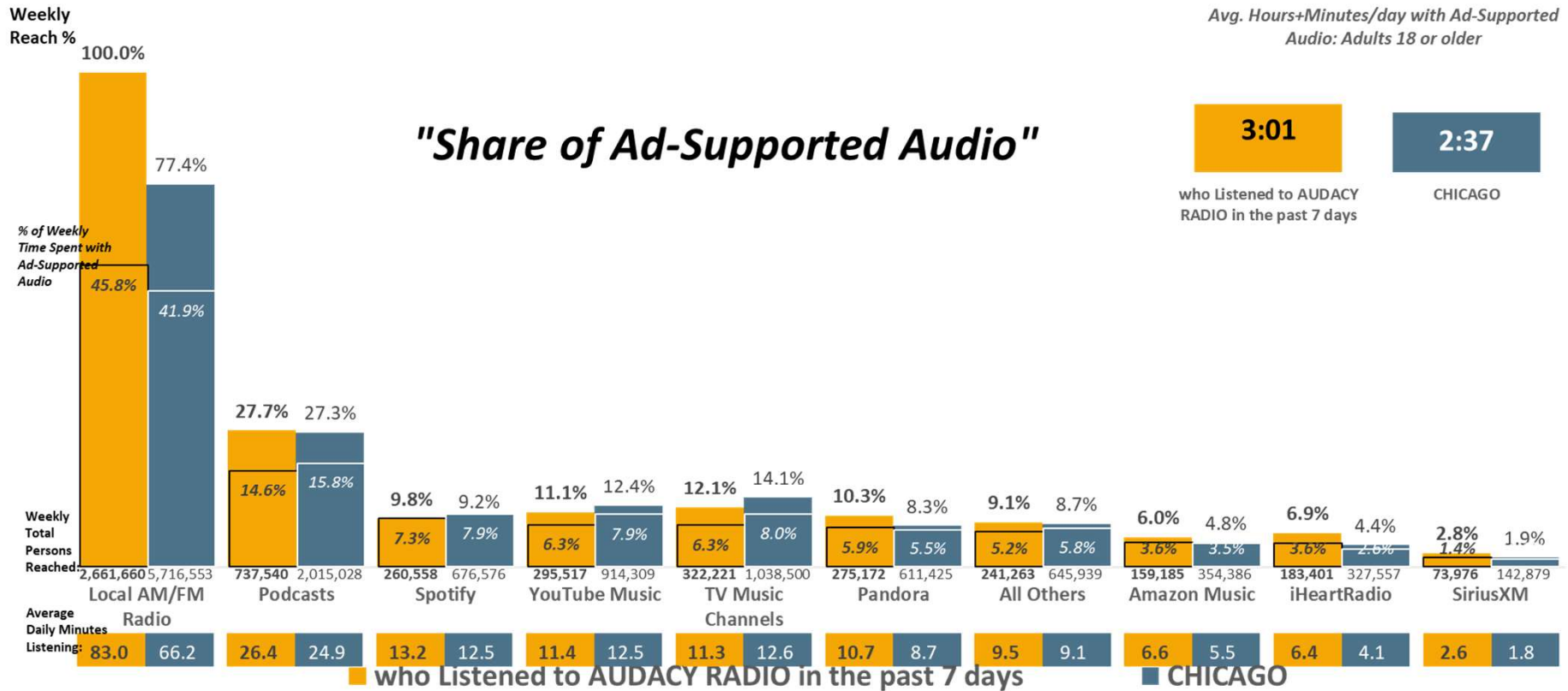


Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



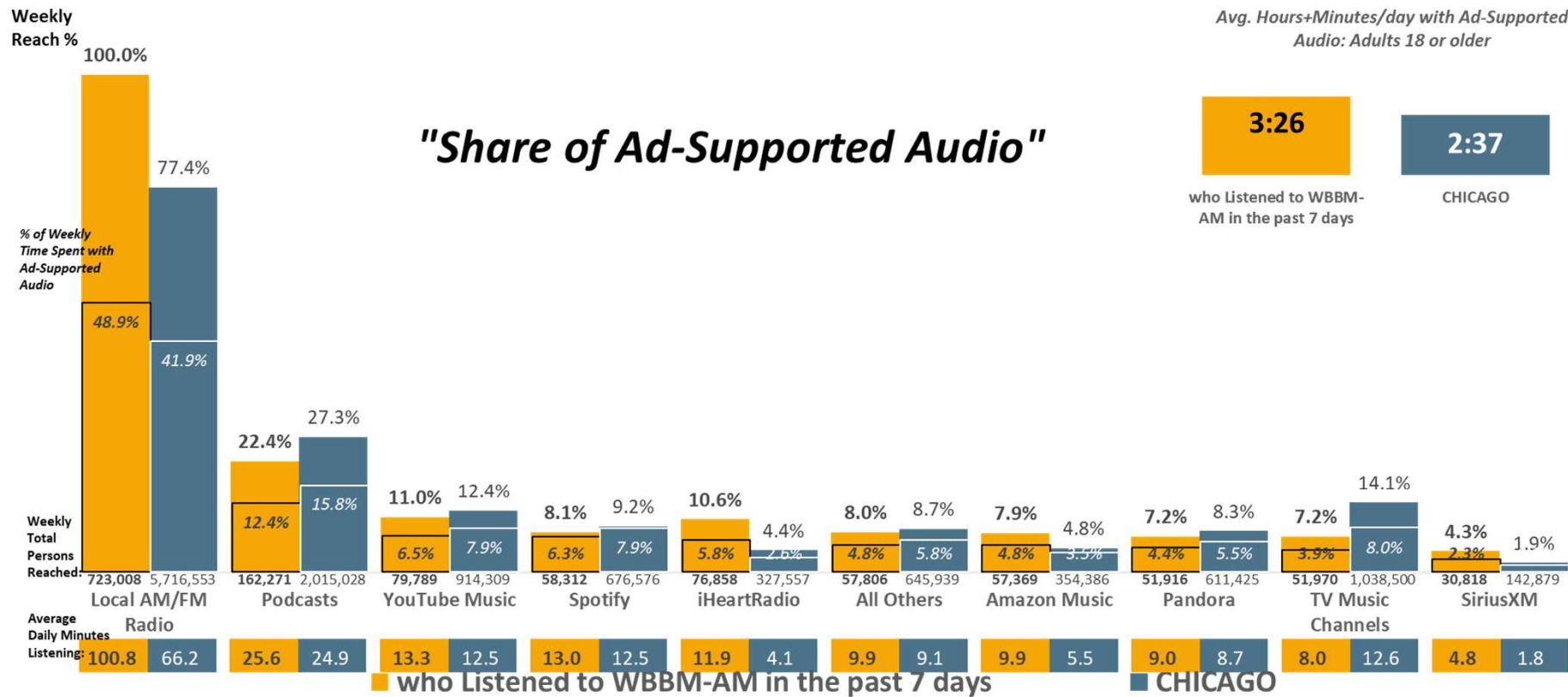


2,661,660 or 100.% of Adults 18 or older who Listened to AUDACY RADIO in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 83. minutes every day representing 45.8% of all time spent daily with Ad-Supported Audio.



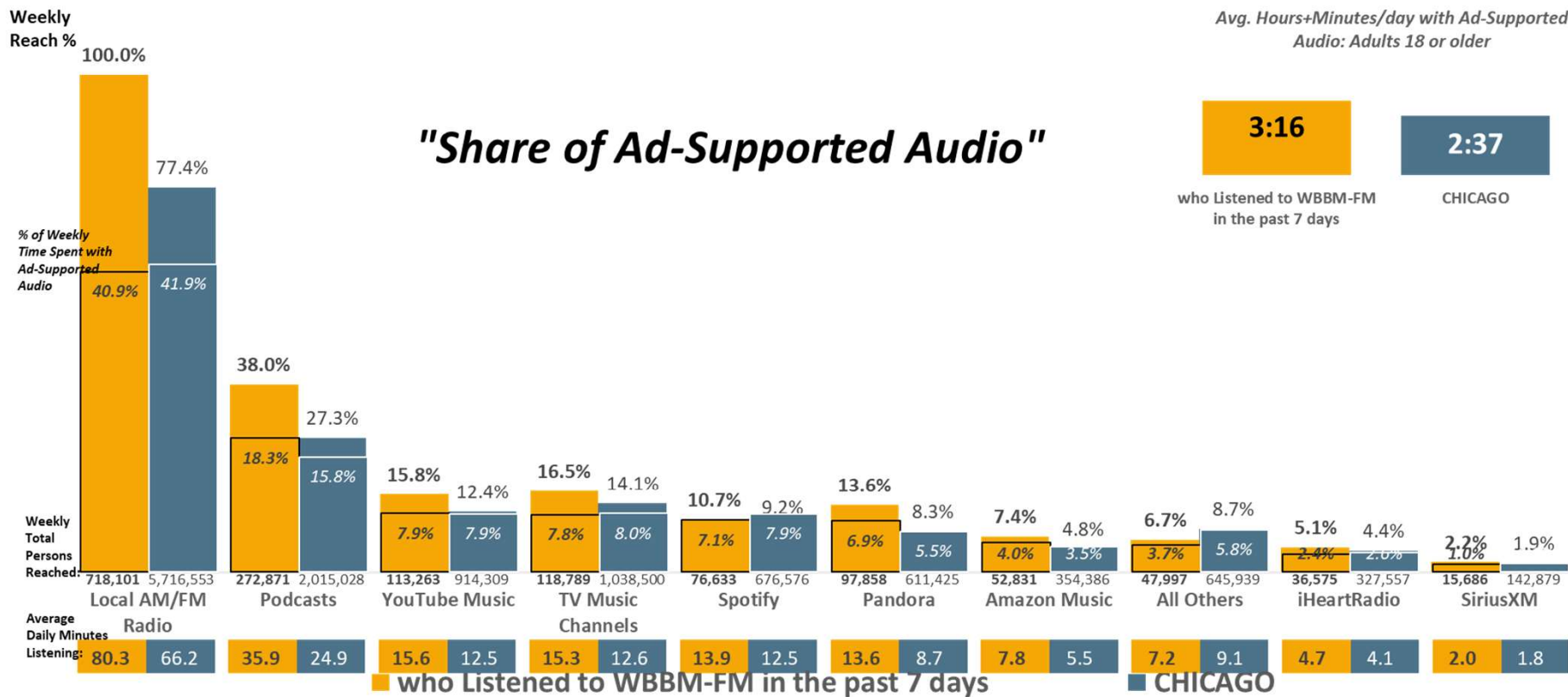


723,008 or 100.0% of Adults 18 or older who Listened to WBBM-AM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 100.8 minutes every day representing 48.9% of all time spent daily with Ad-Supported Audio.



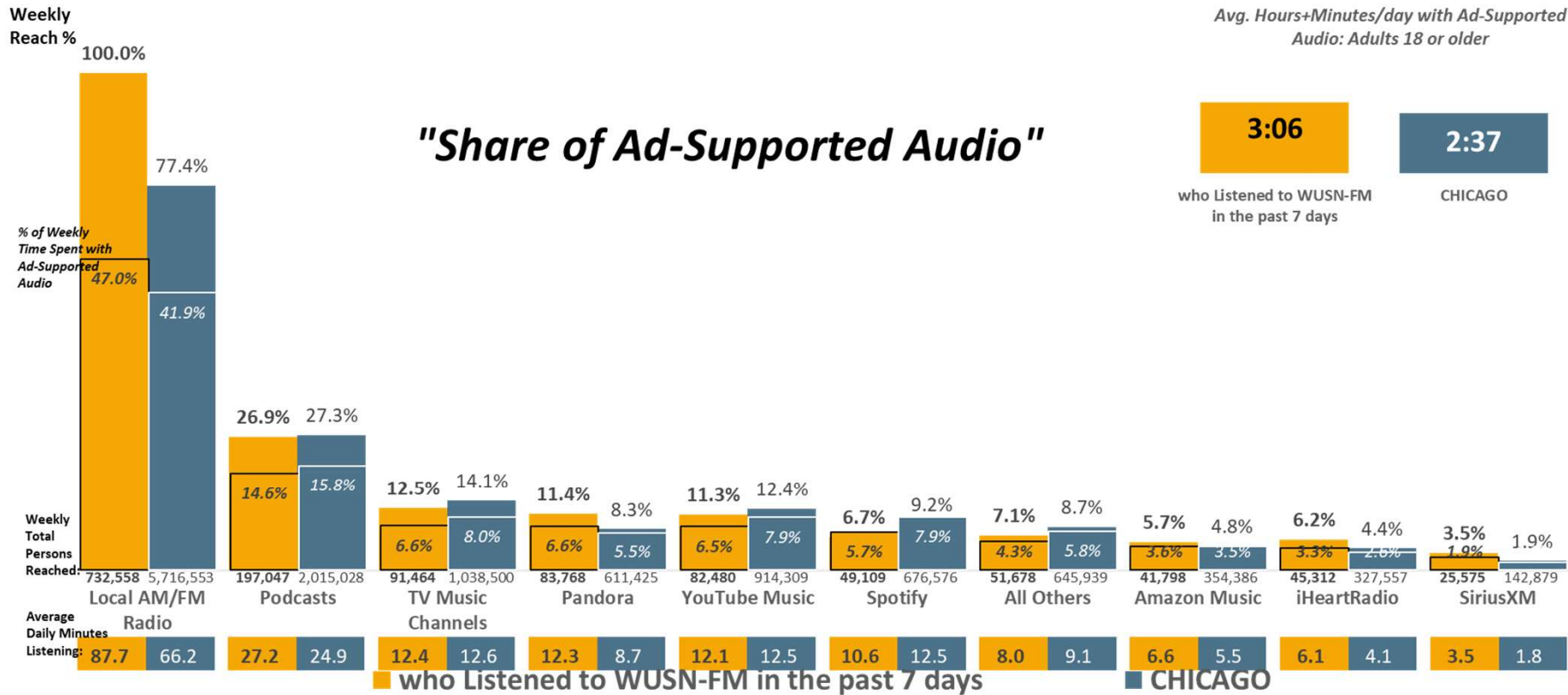


718,101 or 100.0% of Adults 18 or older who Listened to WBBM-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 80.3 minutes every day representing 40.9% of all time spent daily with Ad-Supported Audio.



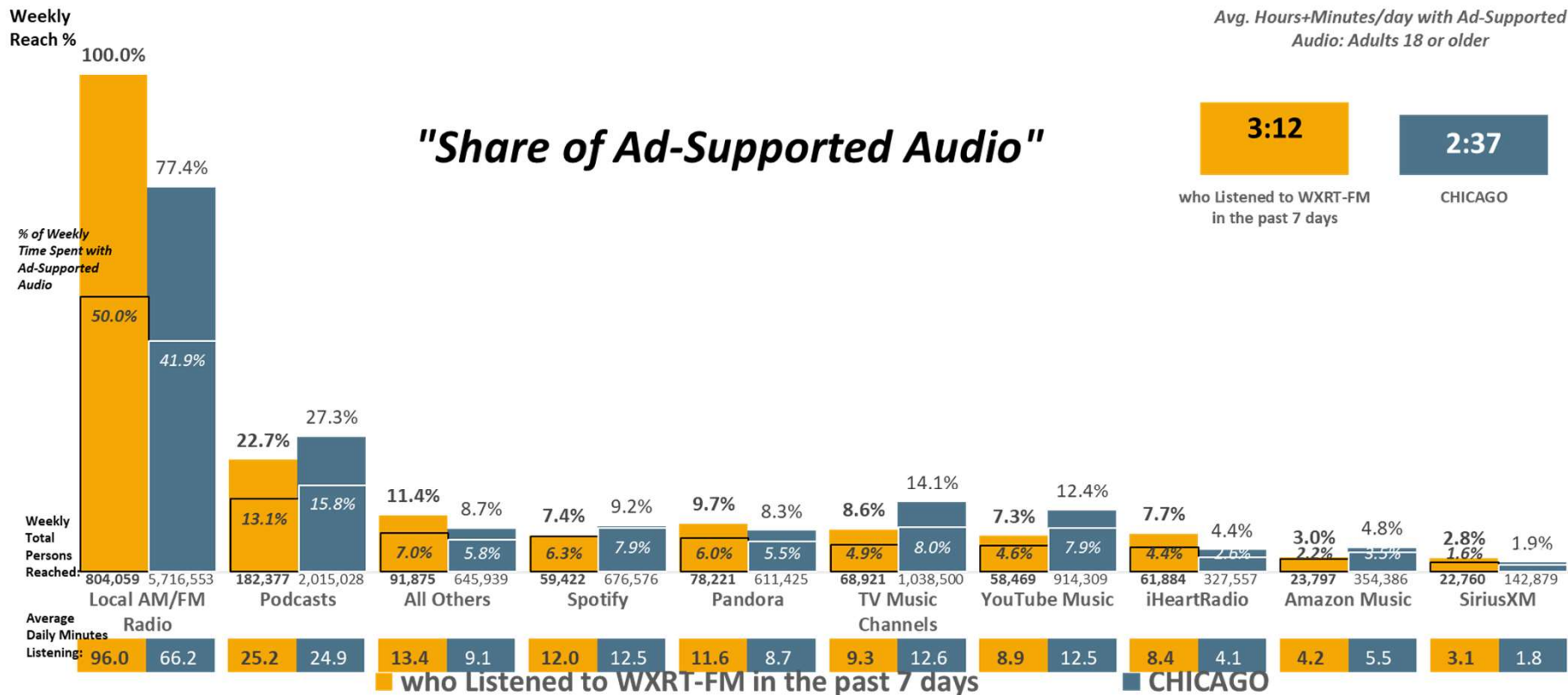


732,558 or 100.% of Adults 18 or older who Listened to WUSN-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 87.7 minutes every day representing 47.% of all time spent daily with Ad-Supported Audio.





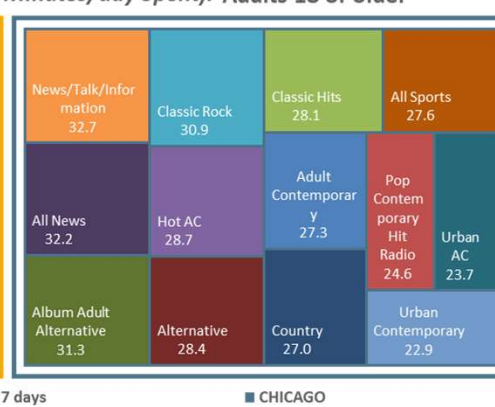
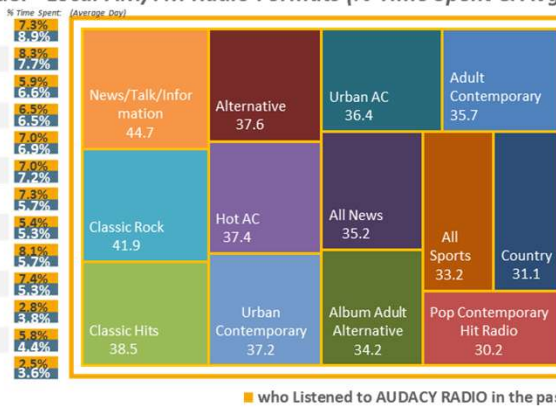
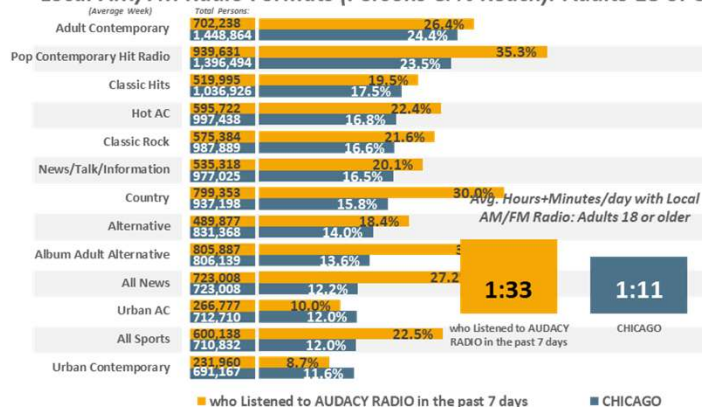
804,059 or 100.% of Adults 18 or older who Listened to WXRT-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 96. minutes every day representing 50.% of all time spent daily with Ad-Supported Audio.



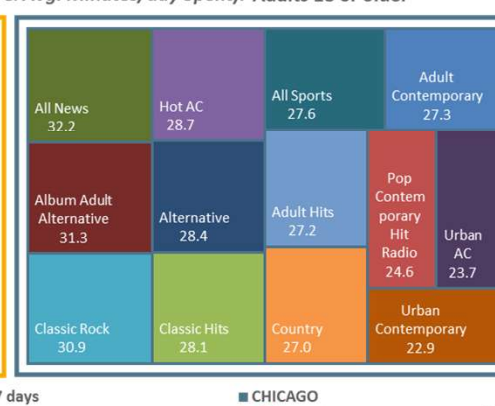
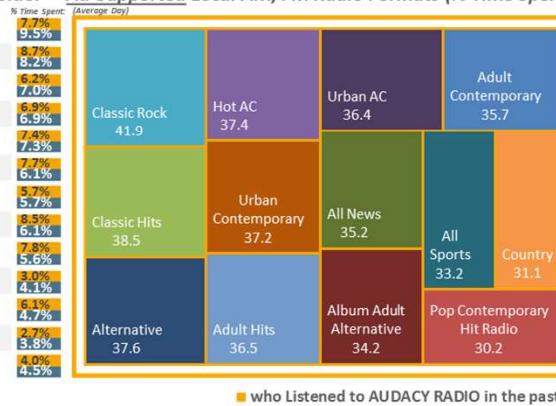
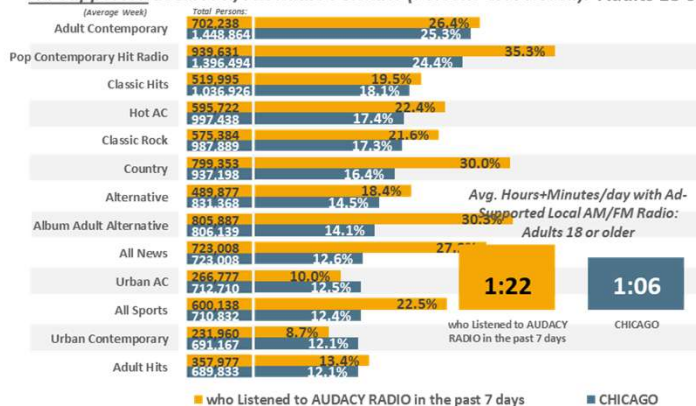


2,661,660 or 100.% of Adults 18 or older who Listened to AUDACY RADIO in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Pop Contemporary Hit Radio, Album Adult Alternative, Country, All News, and Adult Contemporary.

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**



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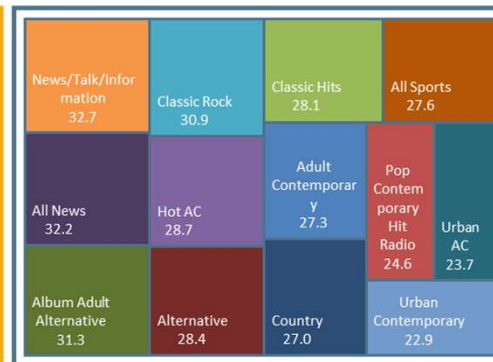
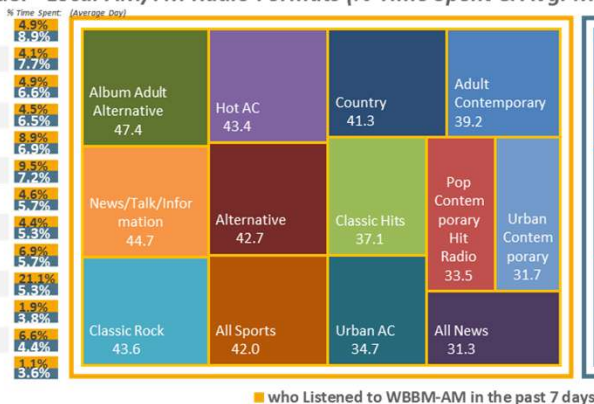
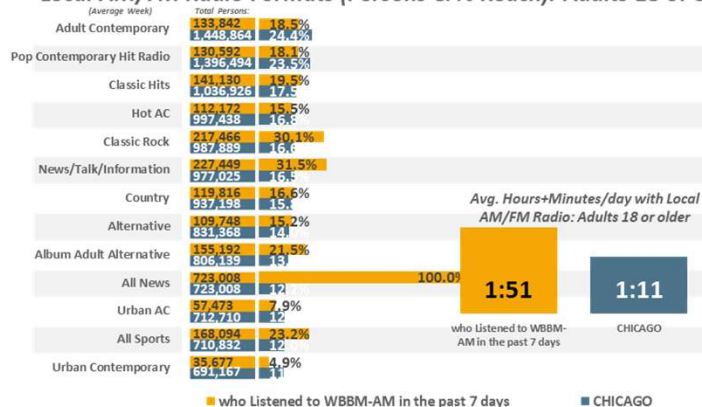
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(Radio Stations: WBBM-AM OR Radio Stations: WBBM-FM OR Radio Stations: WBMX-FM OR Radio Stations: WSCR-AM OR Radio Stations: WUSN-FM OR Radio Stations: WXRT-FM)

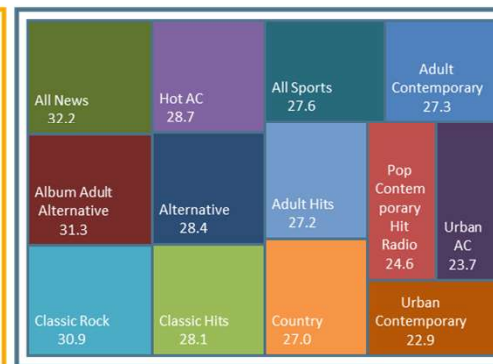
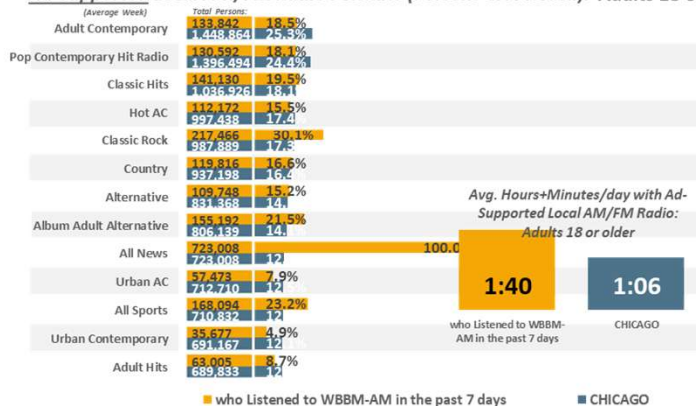


723,008 or 100.0% of Adults 18 or older who Listened to WBBM-AM in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are All News, Classic Rock, All Sports, Album Adult Alternative, and News/Talk/Information.

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



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



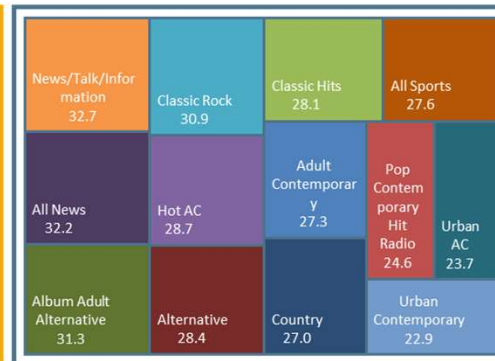
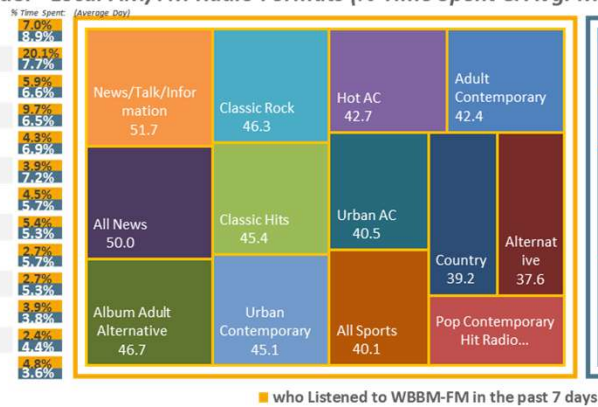
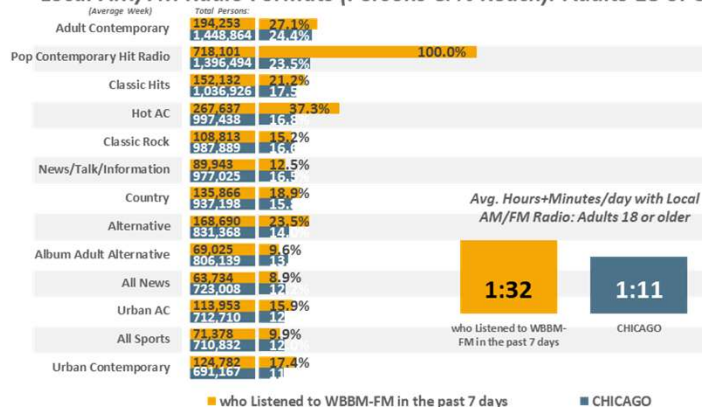
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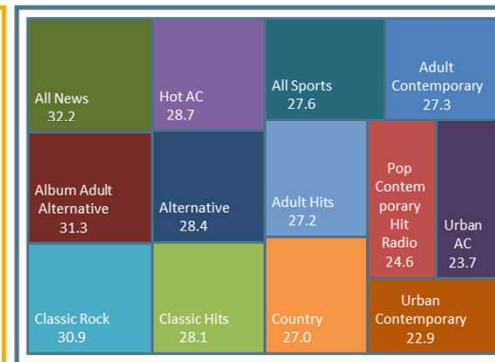
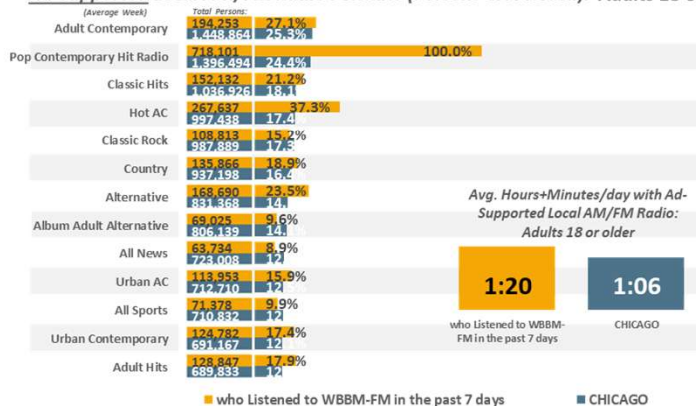


718,101 or 100.0% of Adults 18 or older who Listened to WBBM-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Pop Contemporary Hit Radio, Hot AC, Adult Contemporary, Alternative, and Classic Hits.

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**



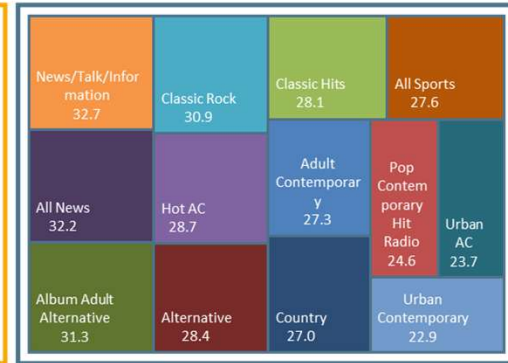
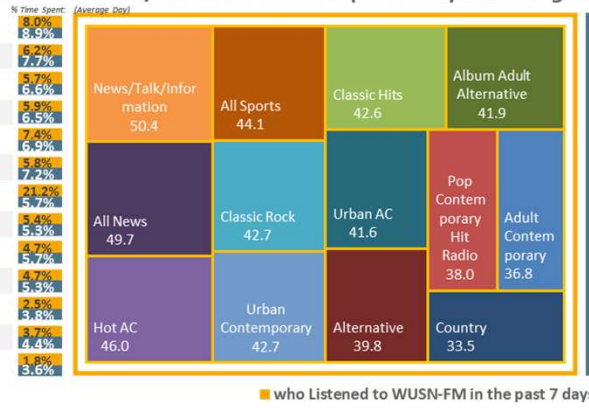
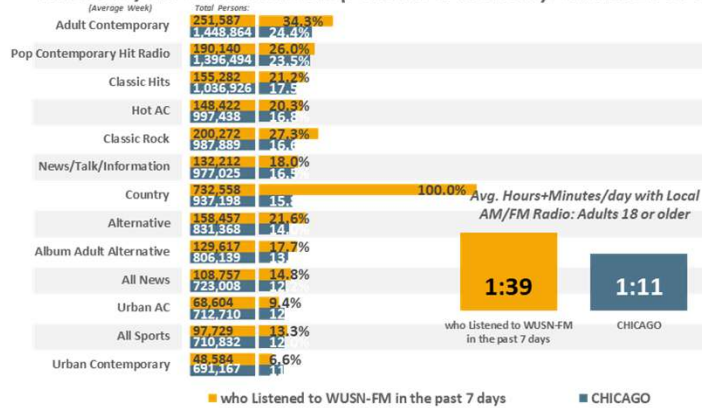
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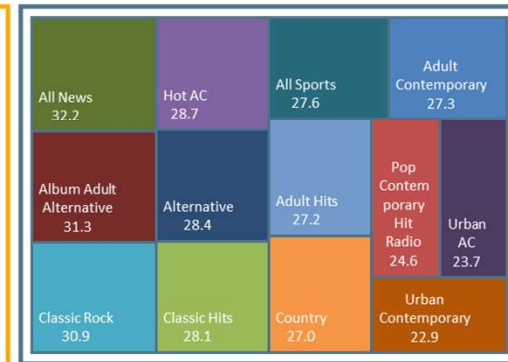
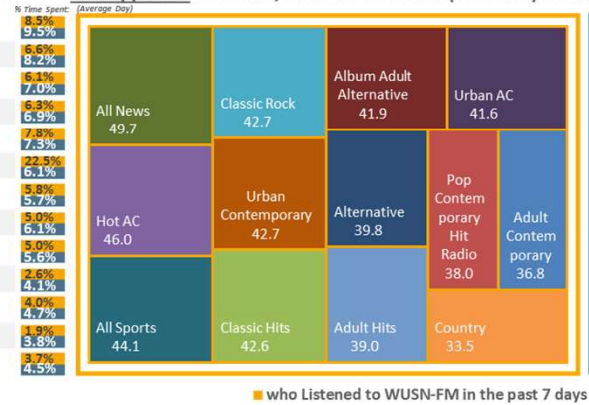
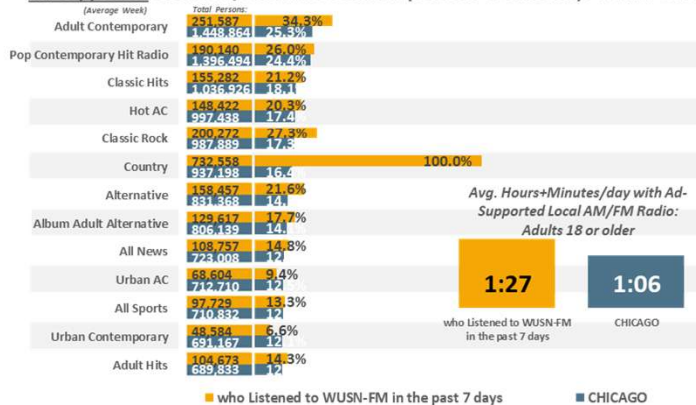


732,558 or 100.0% of Adults 18 or older who Listened to WUSN-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, Adult Contemporary, Classic Rock, Pop Contemporary Hit Radio, and Alternative.

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**



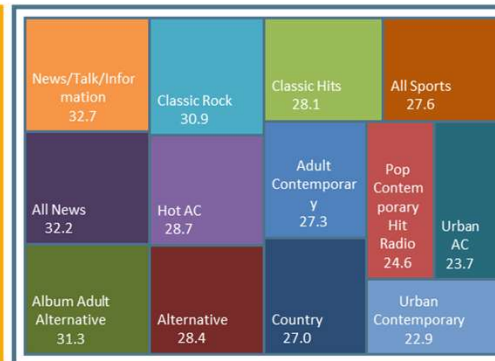
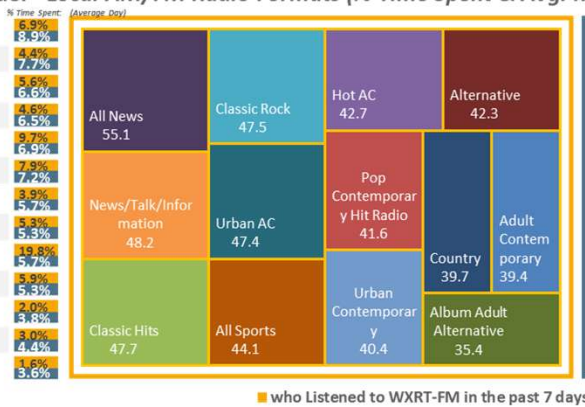
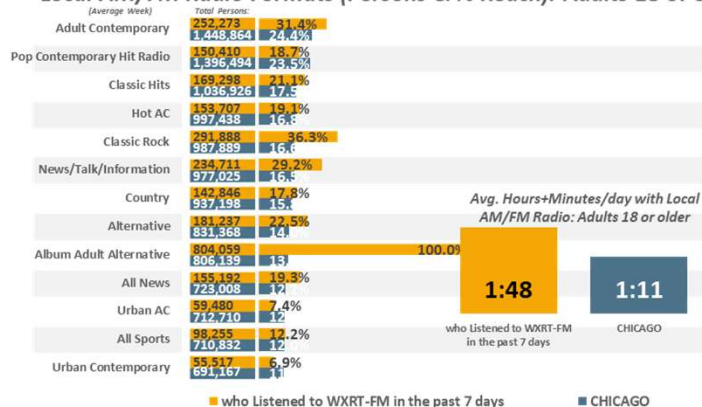
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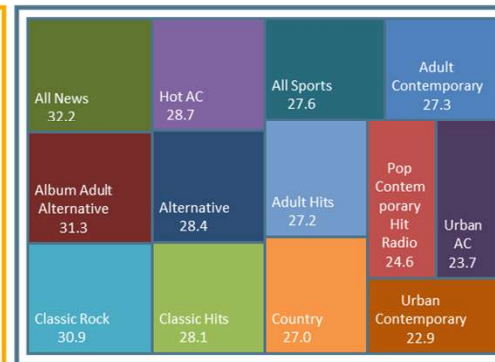
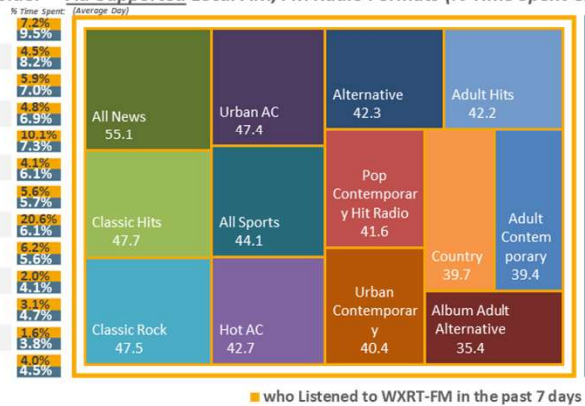
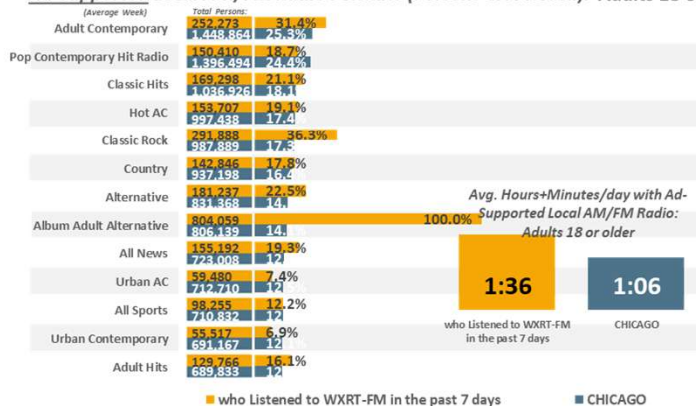


804,059 or 100.% of Adults 18 or older who Listened to WXRT-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Album Adult Alternative, Classic Rock, Adult Contemporary, Alternative, and Classic Hits.

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**



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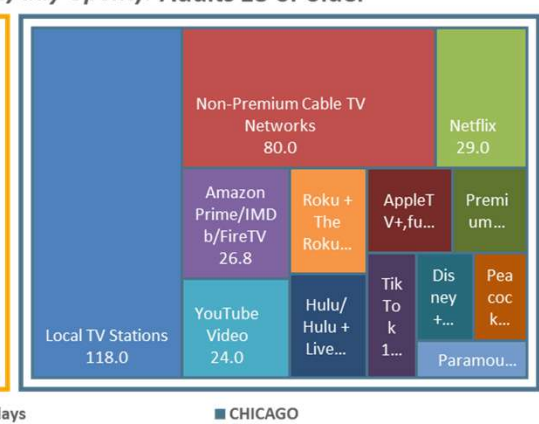
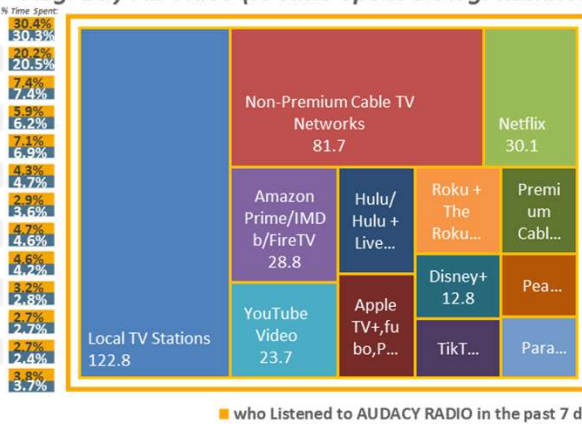
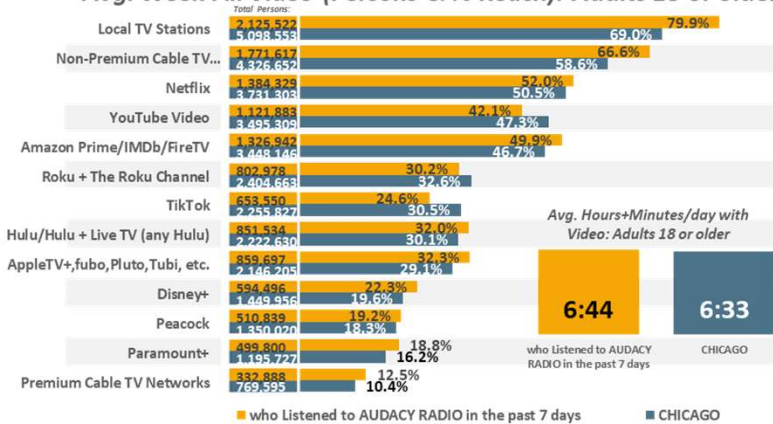
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2,092,805 or 78.6% of Adults 18 or older who Listened to AUDACY RADIO in the past 7 days watch Ad-Supported Local TV Stations for an average of 115.7 minutes every day representing 35.2% of all time spent daily with Ad-Supported Video.

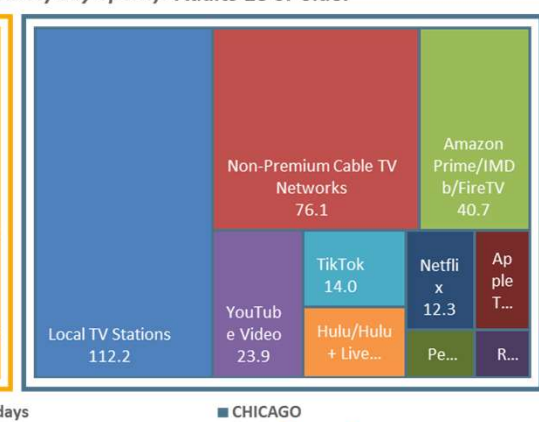
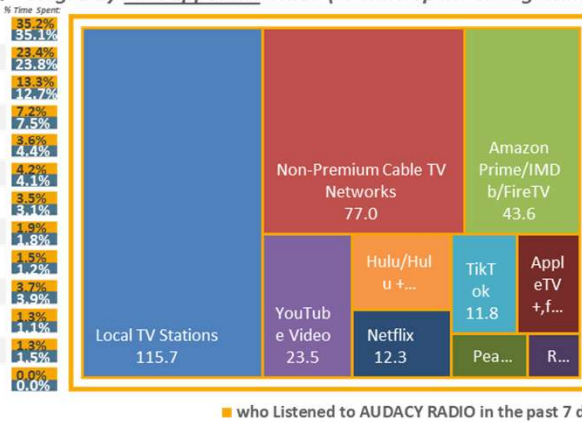
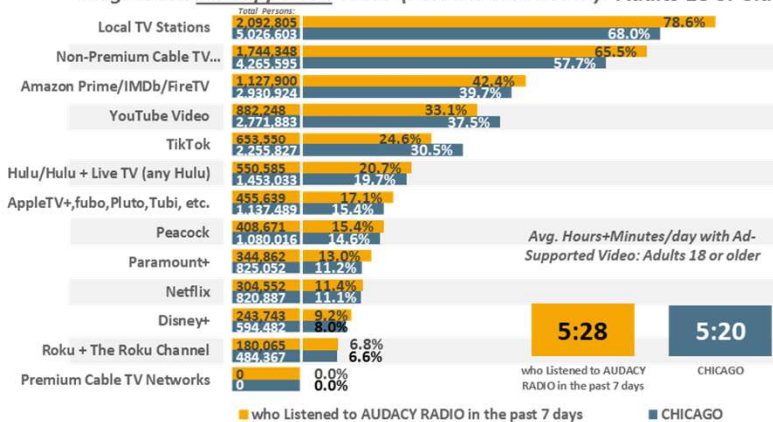
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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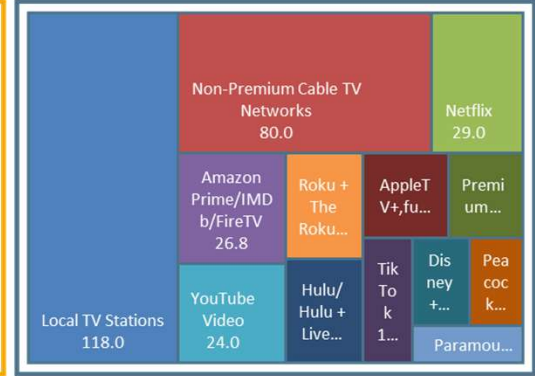
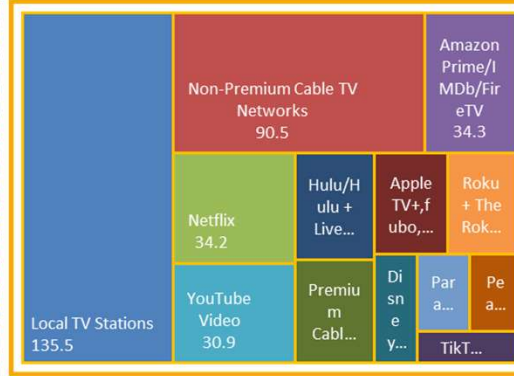
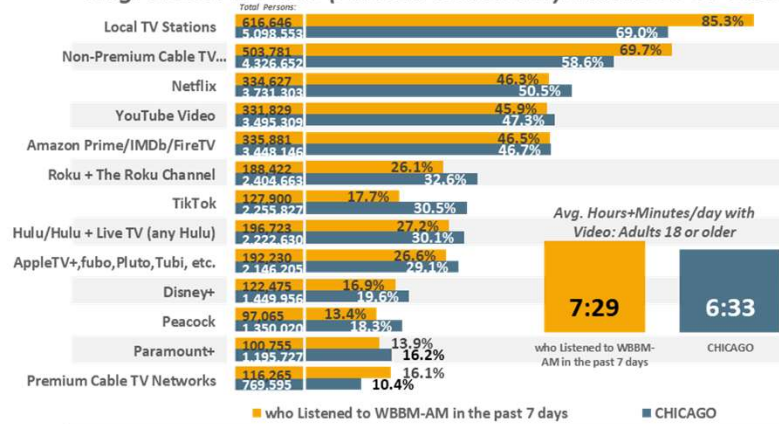
(Radio Stations: WBBM-AM OR Radio Stations: WBBM-FM OR Radio Stations: WBMX-FM OR Radio Stations: WSCR-AM OR Radio Stations: WUSN-FM OR Radio Stations: WXRT-FM)



603,477 or 83.5% 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 126.4 minutes every day representing 34.2% of all time spent daily with Ad-Supported Video.

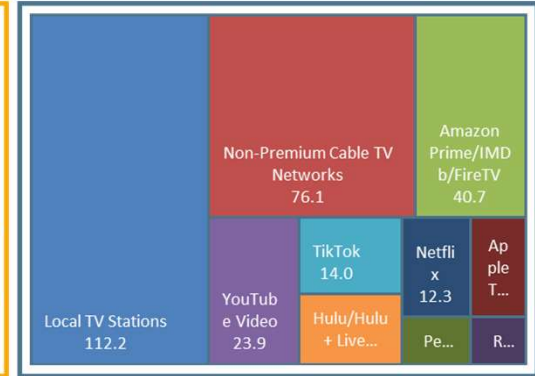
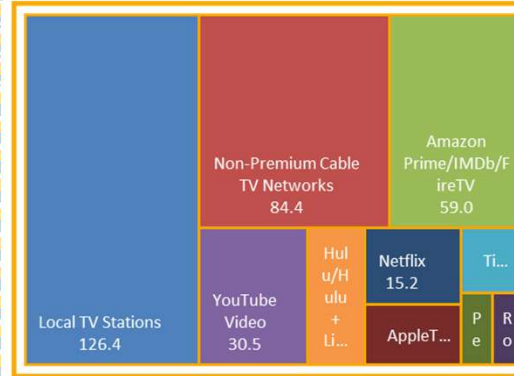
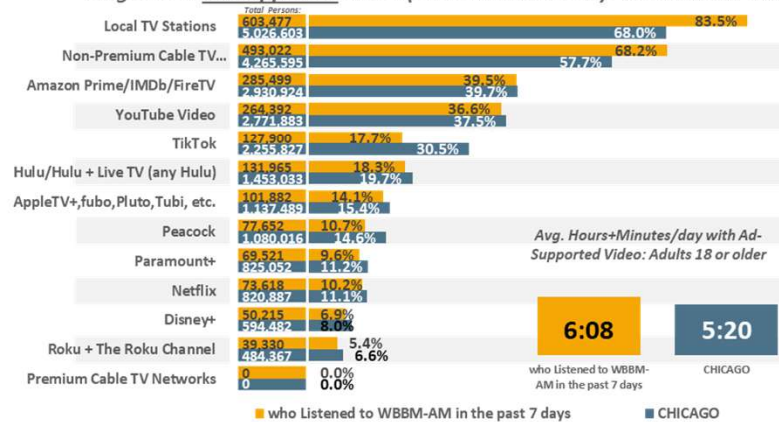
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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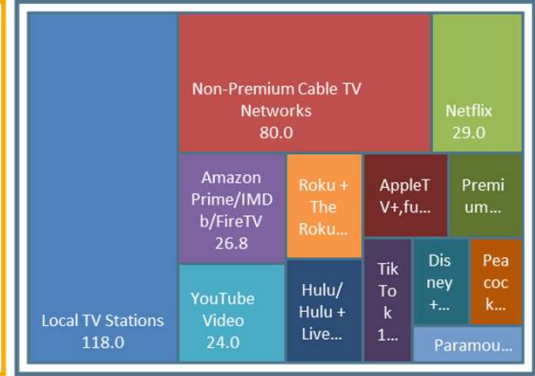
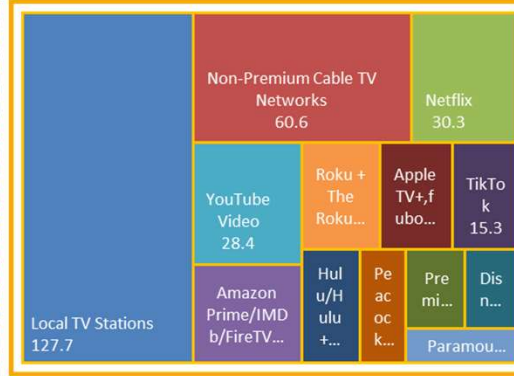
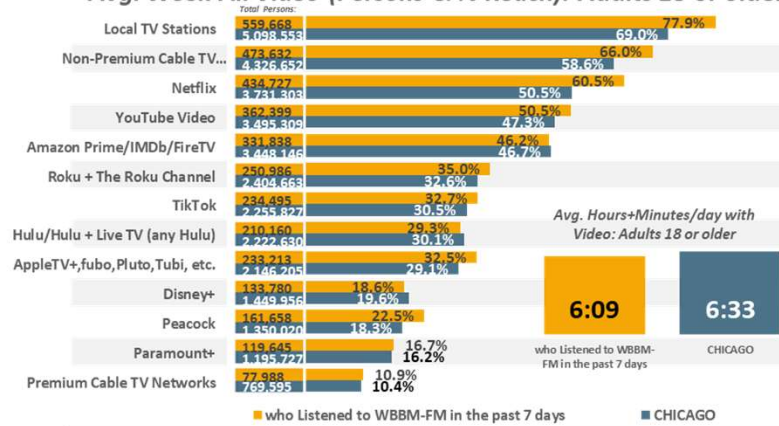
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551,069 or 76.7% of Adults 18 or older who Listened to WBBM-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 120.4 minutes every day representing 40.5% of all time spent daily with Ad-Supported Video.

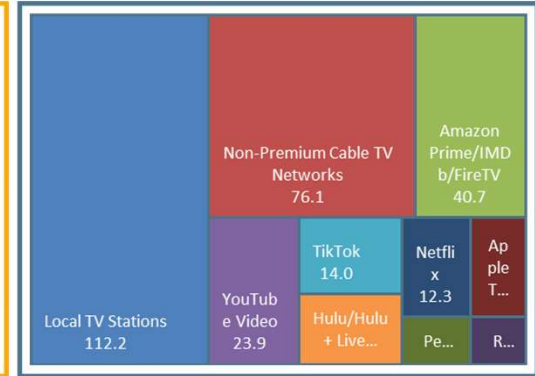
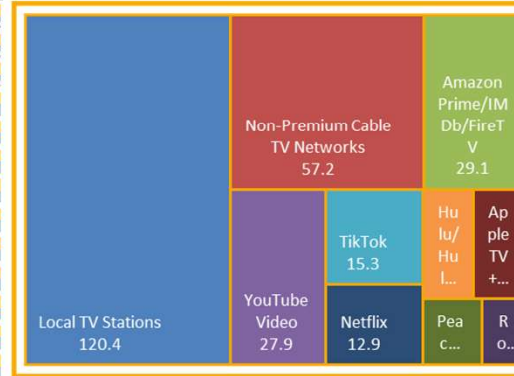
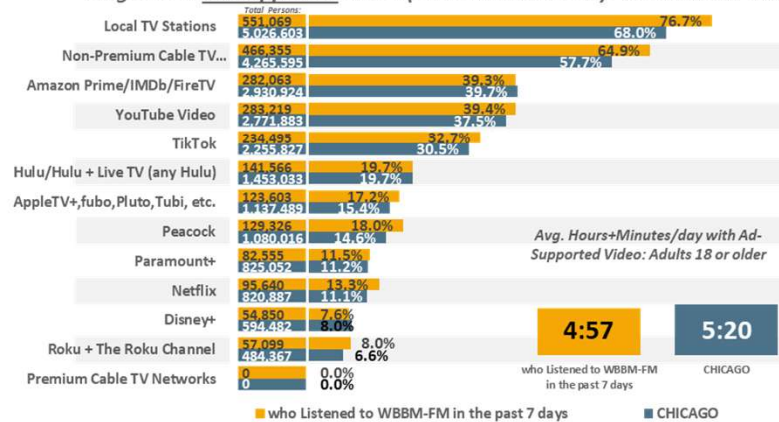
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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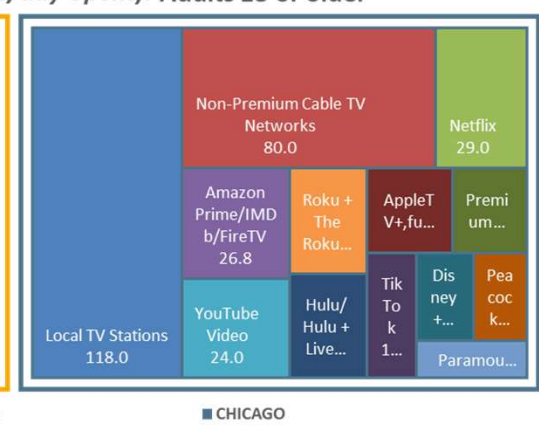
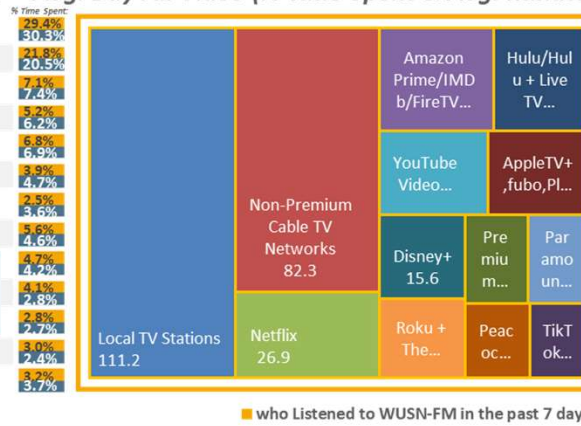
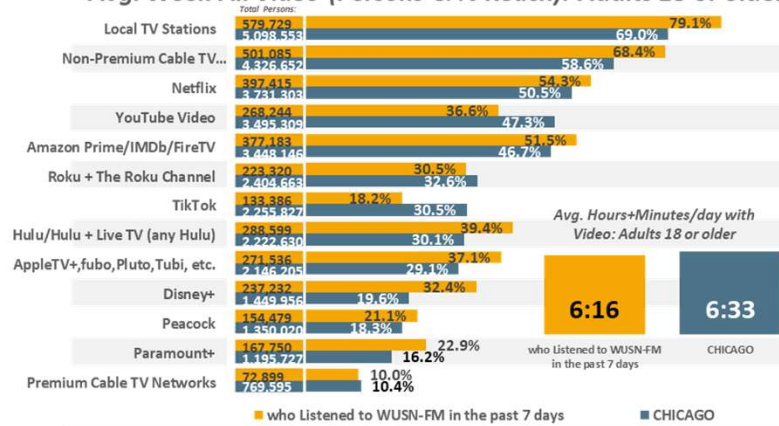
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572,374 or 78.1% of Adults 18 or older who Listened to WUSN-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 104.8 minutes every day representing 34.5% of all time spent daily with Ad-Supported Video.

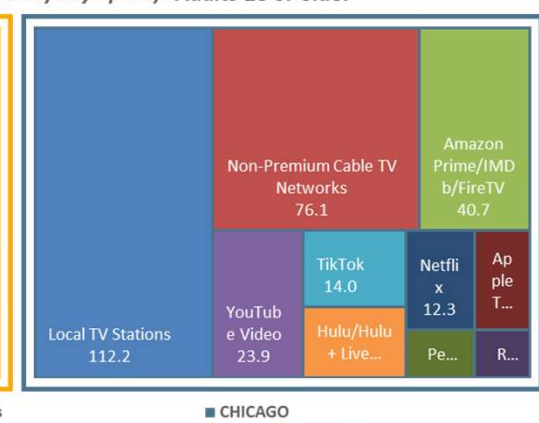
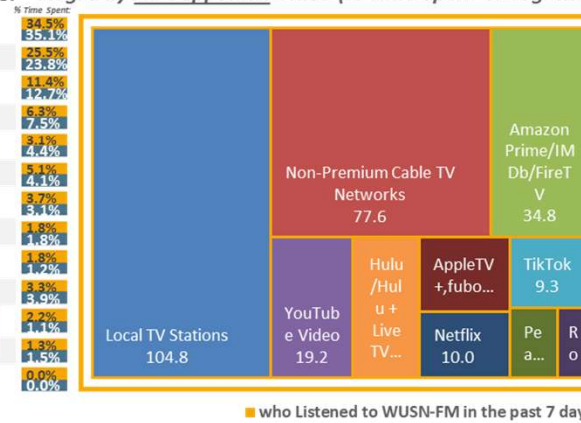
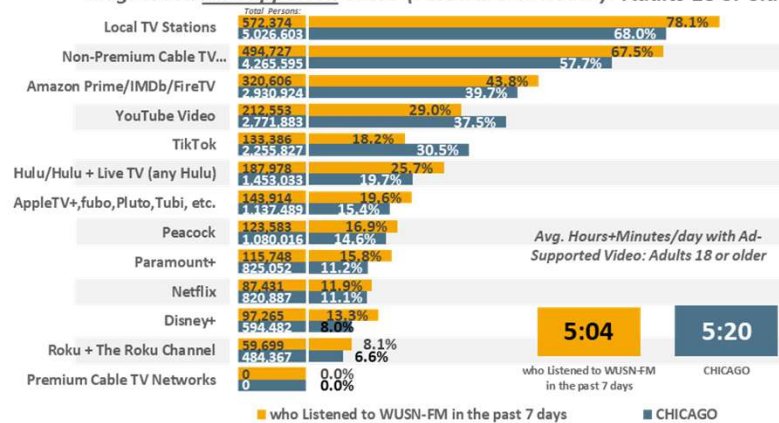
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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 R1 2026: Feb25-Feb26 Qual Intab 431
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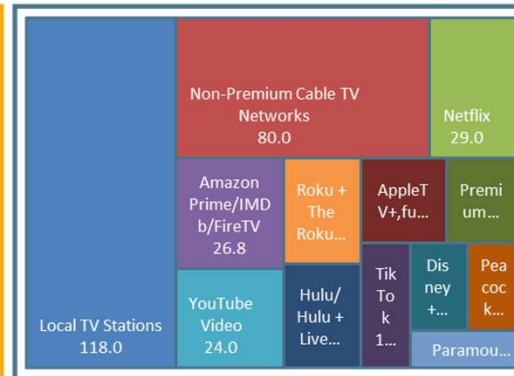
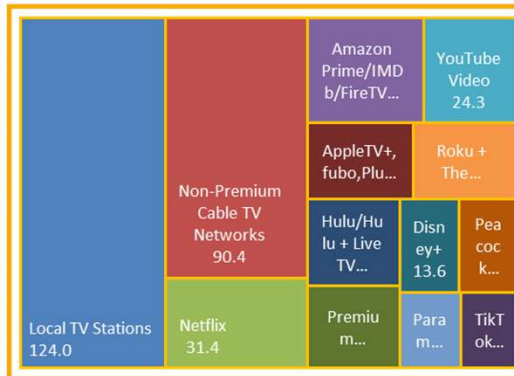
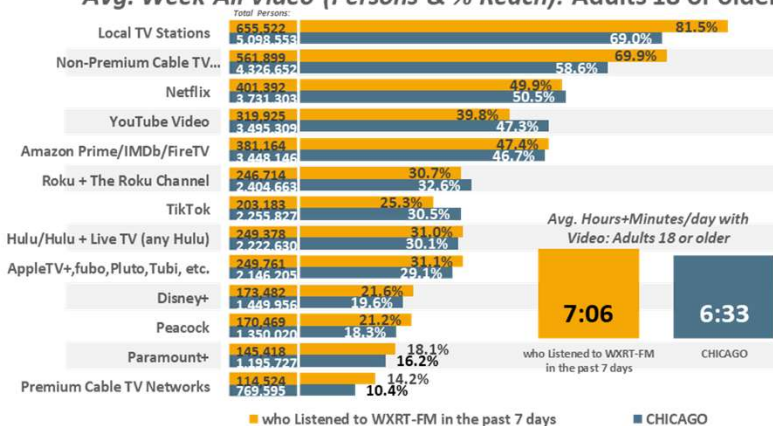
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648,651 or 80.7% of Adults 18 or older who Listened to WXRT-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 117.4 minutes every day representing 34.1% of all time spent daily with Ad-Supported Video.

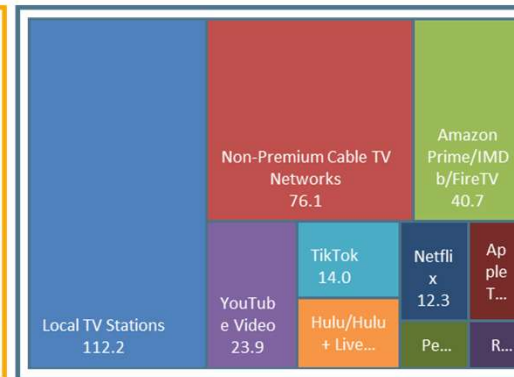
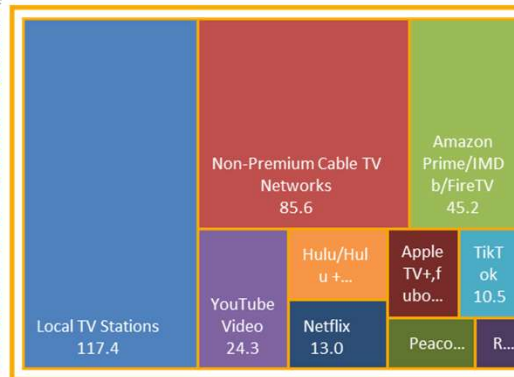
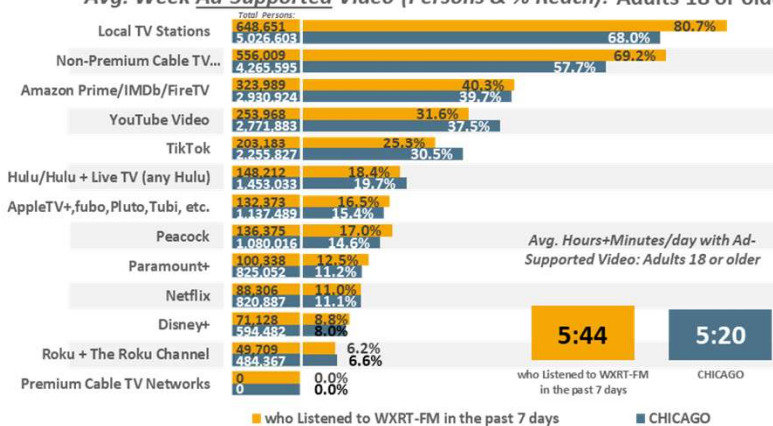
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



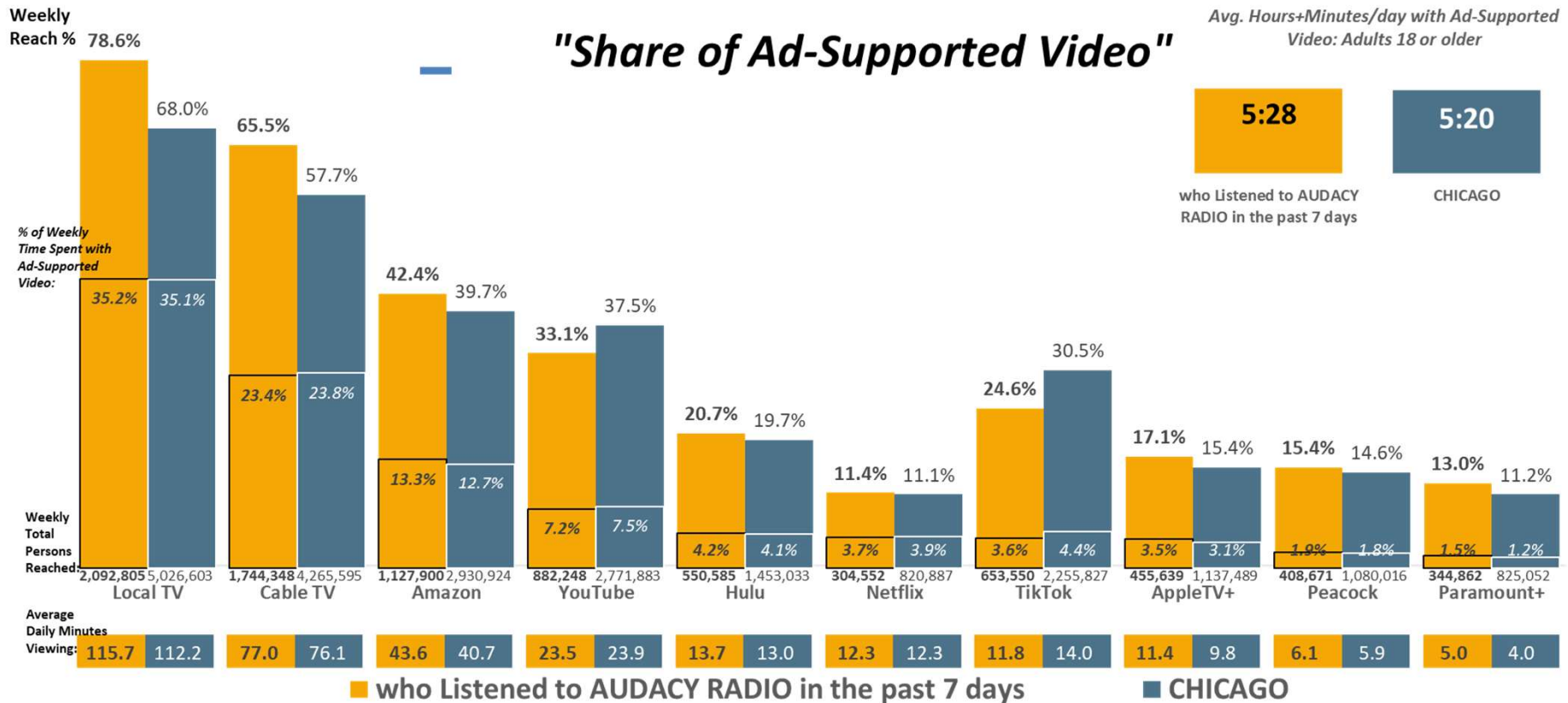
CHICAGO Metro Scarborough R1 2026: Feb25-Feb26 Qual Intab 481
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2,092,805 or 78.6% of Adults 18 or older who Listened to AUDACY RADIO in the past 7 days watch Ad-Supported Local TV Stations for an average of 115.7 minutes every day representing 35.2% of all time spent daily with Ad-Supported Video.

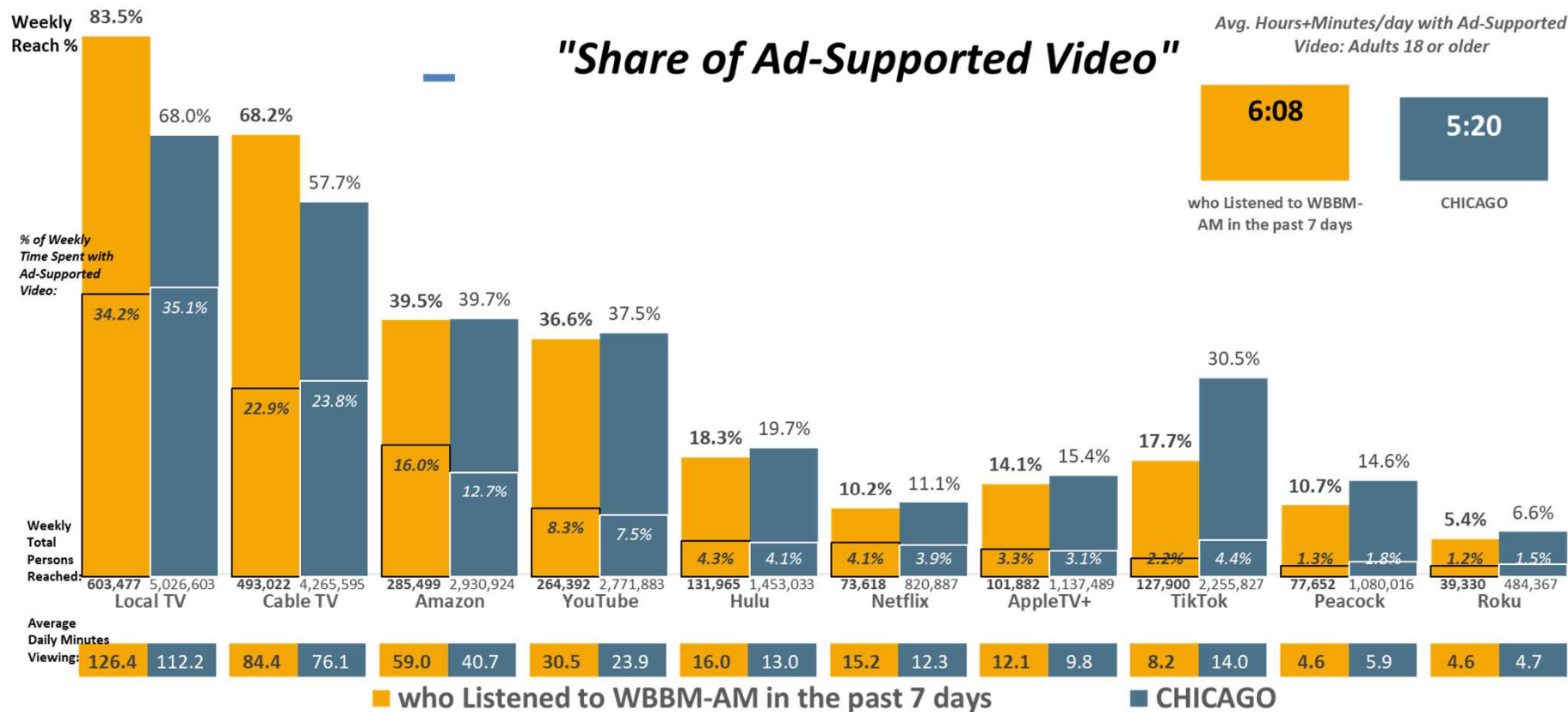
"Share of Ad-Supported Video"





603,477 or 83.5% 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 126.4 minutes every day representing 34.2% of all time spent daily with Ad-Supported Video.

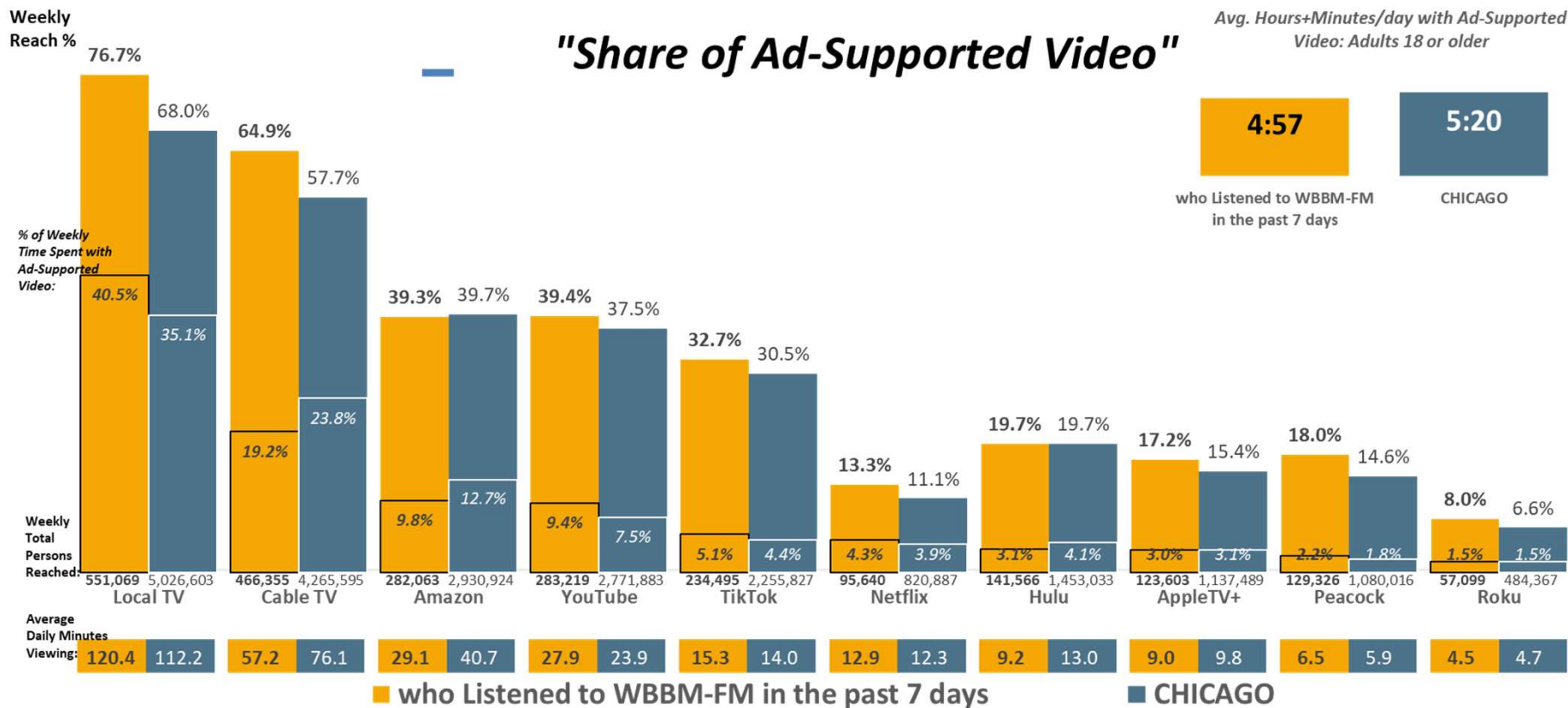
"Share of Ad-Supported Video"





551,069 or 76.7% 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 120.4 minutes every day representing 40.5% of all time spent daily with Ad-Supported Video.

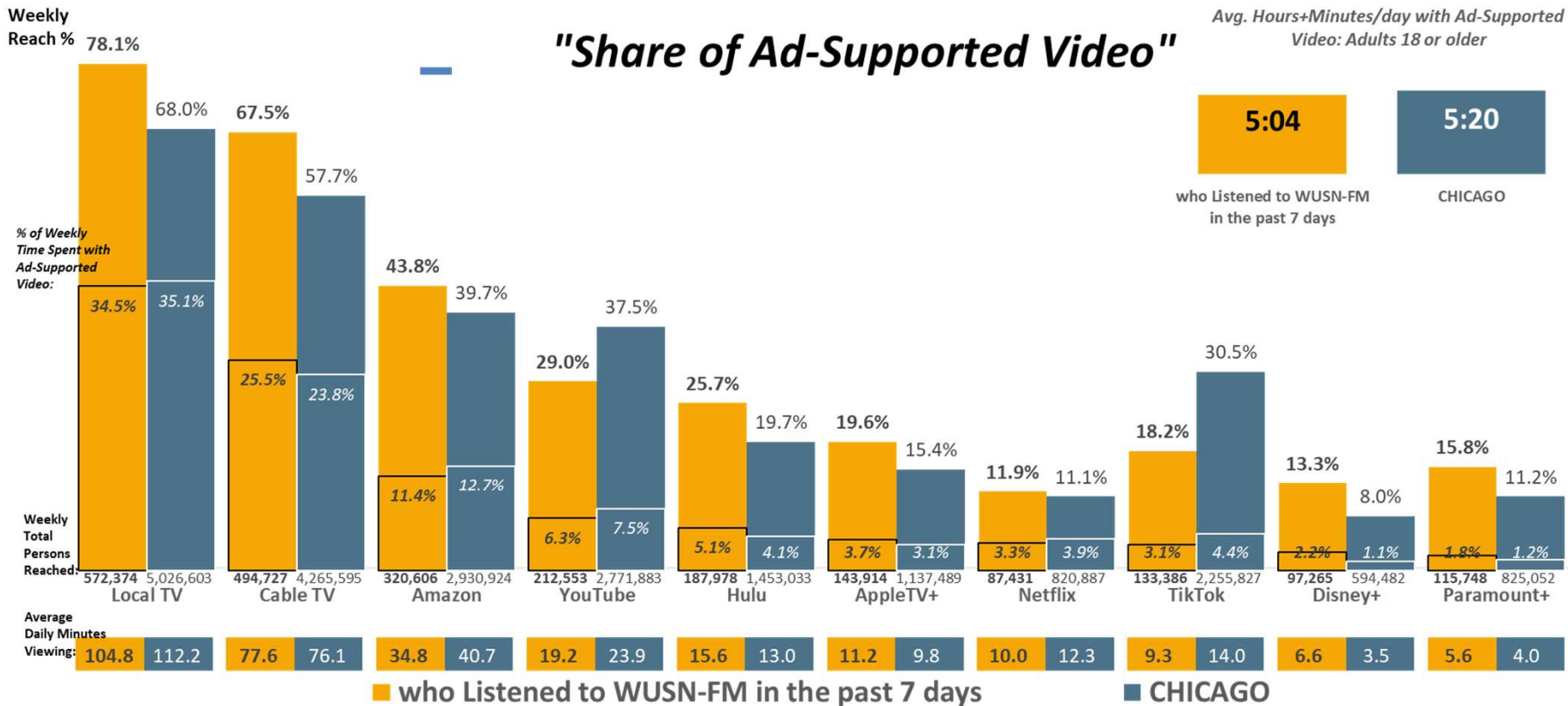
"Share of Ad-Supported Video"





572,374 or 78.1% 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 104.8 minutes every day representing 34.5% of all time spent daily with Ad-Supported Video.

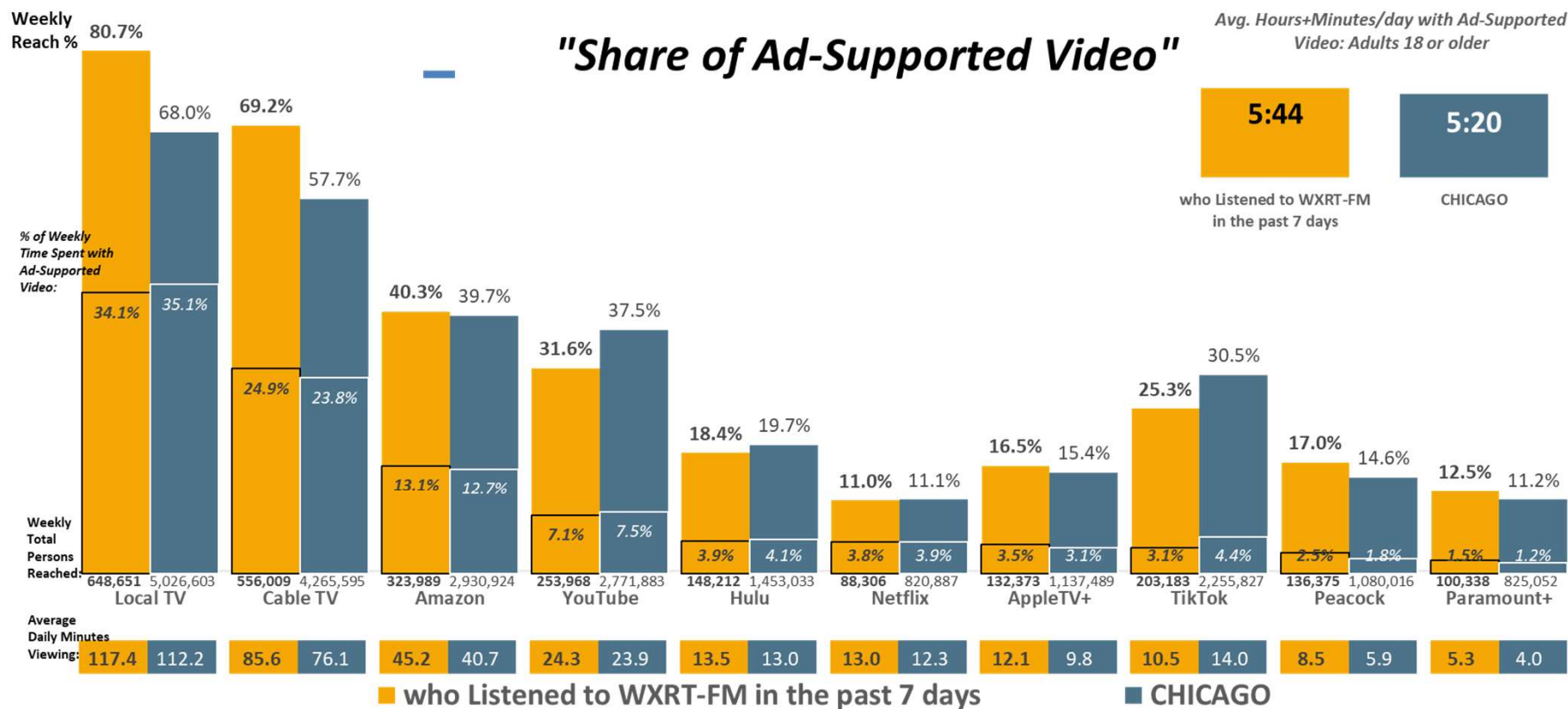
"Share of Ad-Supported Video"





648,651 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 117.4 minutes every day representing 34.1% of all time spent daily with Ad-Supported Video.

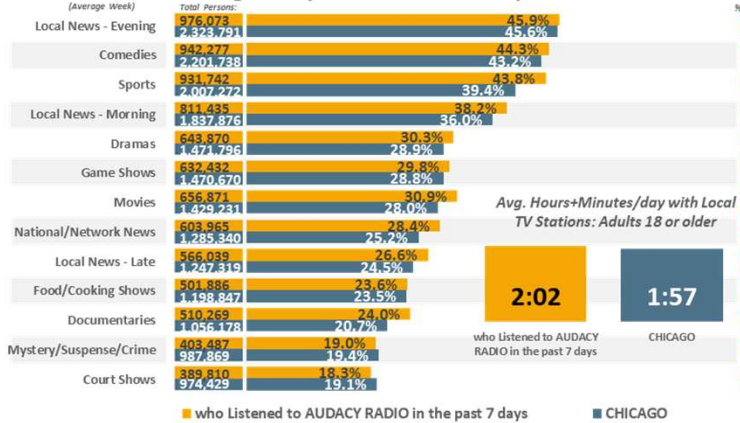
"Share of Ad-Supported Video"



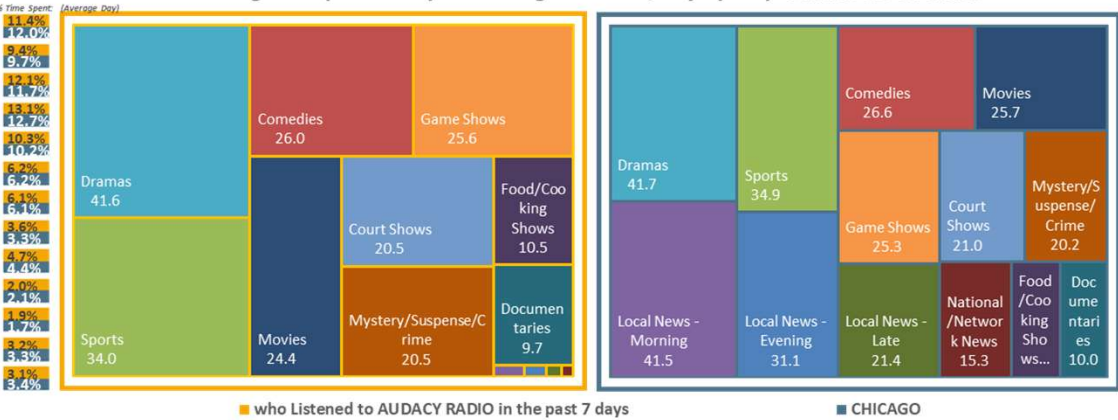


2,092,805 or 78.6% of Adults 18 or older who Listened to AUDACY RADIO in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Comedies, Local News - Morning, Movies, and Dramas.

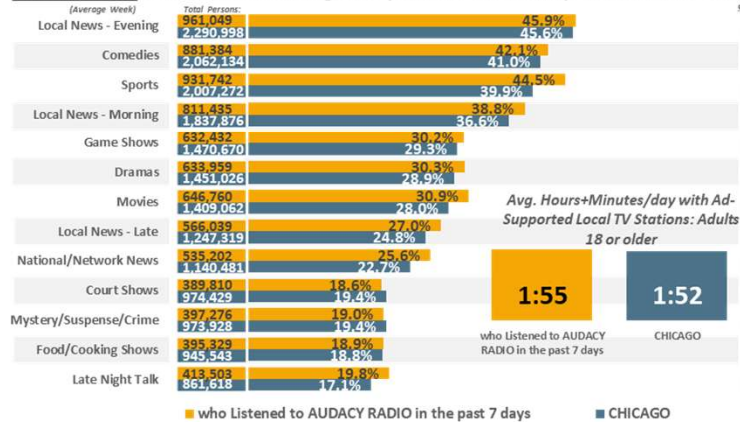
Local TV Station Programs (Persons & % Reach): Adults 18 or older



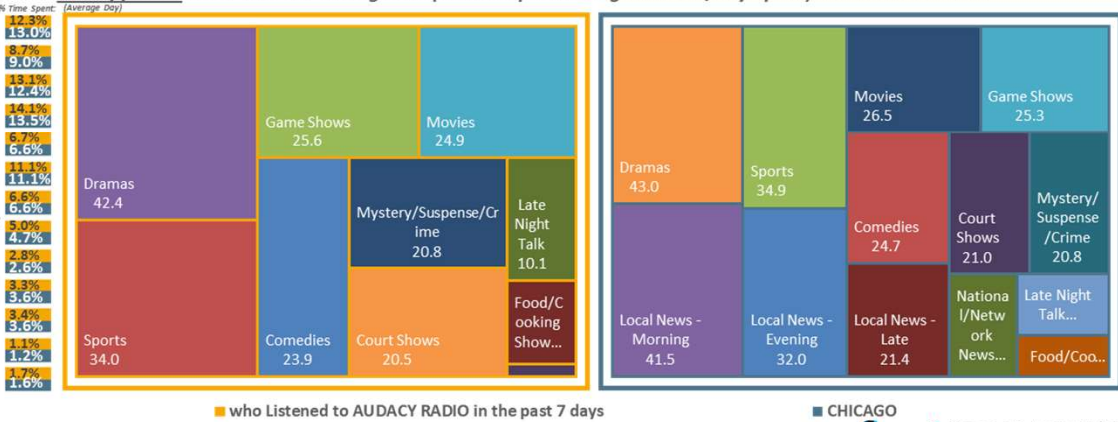
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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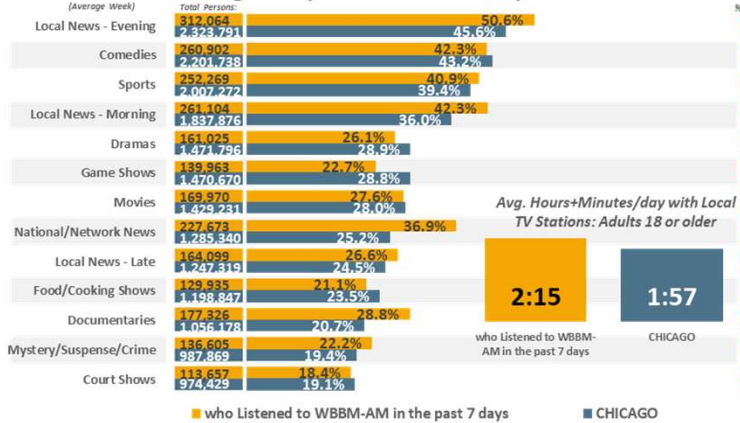
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(Radio Stations: WBBM-AM OR Radio Stations: WBBM-FM OR Radio Stations: WBMX-FM OR Radio Stations: WSCR-AM OR Radio Stations: WUSN-FM OR Radio Stations: WXRT-FM)

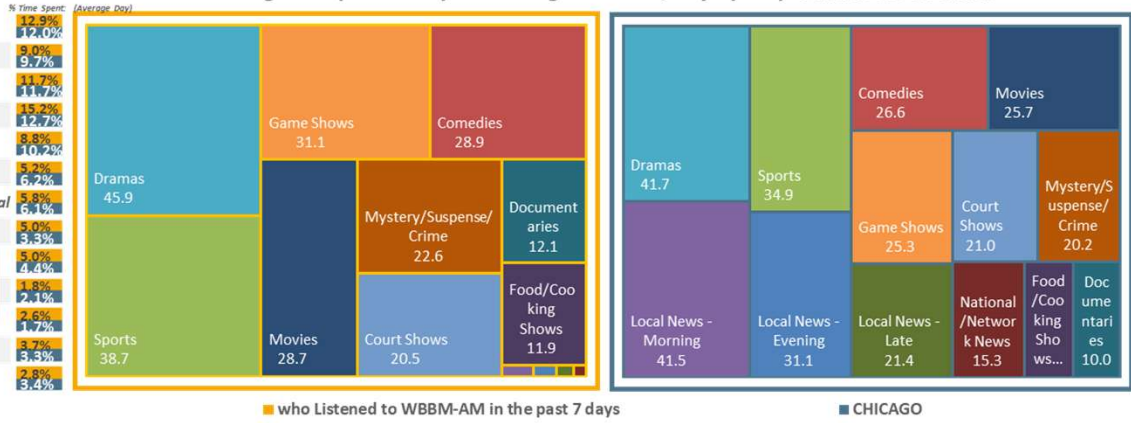


603,477 or 83.5% of Adults 18 or older who Listened to WBBM-AM in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Local News - Morning, Sports, Comedies, National/Network News, and Movies.

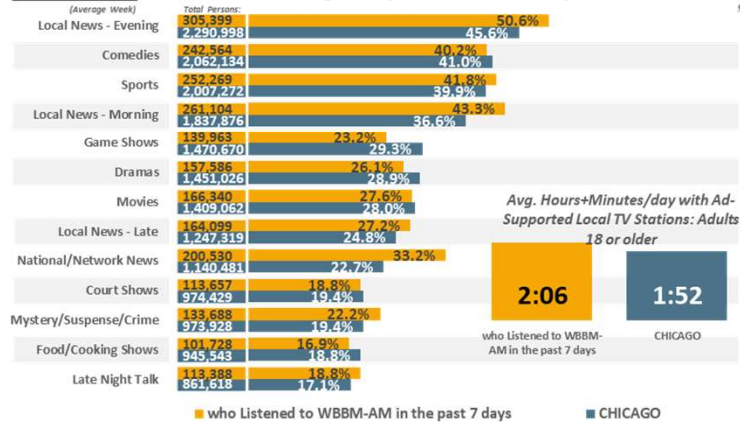
Local TV Station Programs (Persons & % Reach): Adults 18 or older



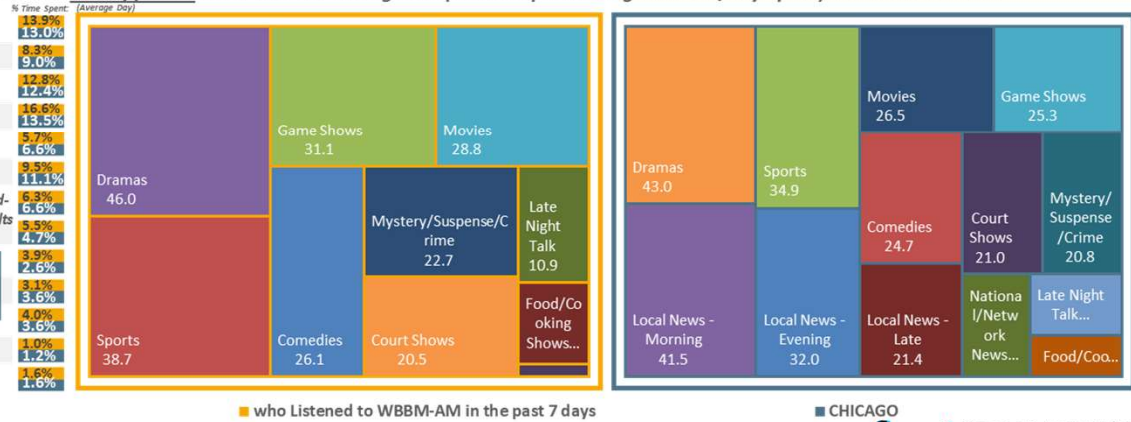
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



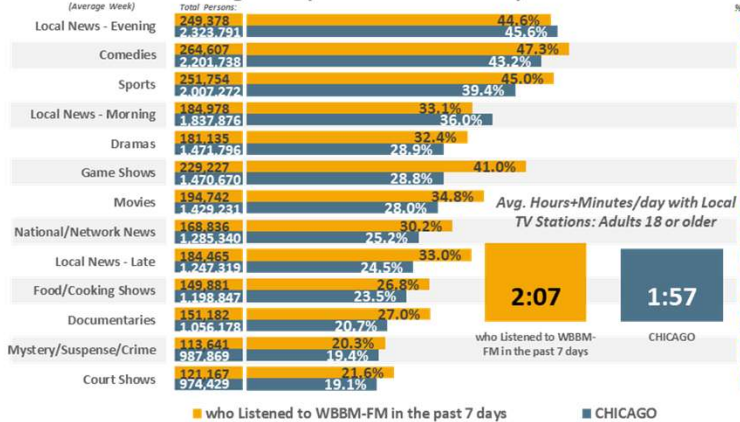
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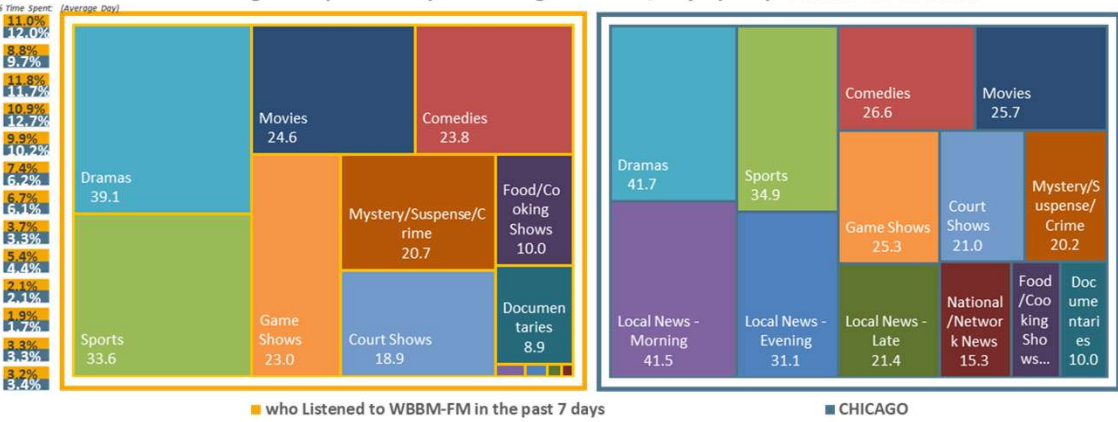


551,069 or 76.7% of Adults 18 or older who Listened to WBBM-FM in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Comedies, Local News - Evening, Game Shows, Movies, and Local News - Morning.

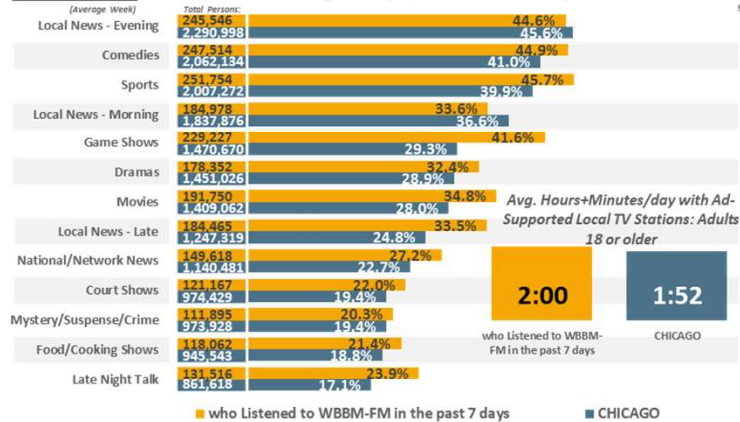
Local TV Station Programs (Persons & % Reach): Adults 18 or older



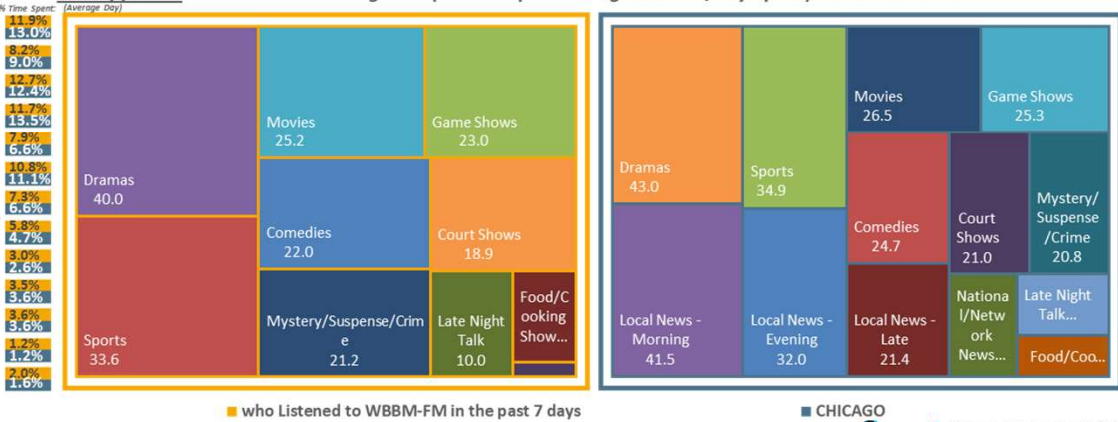
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



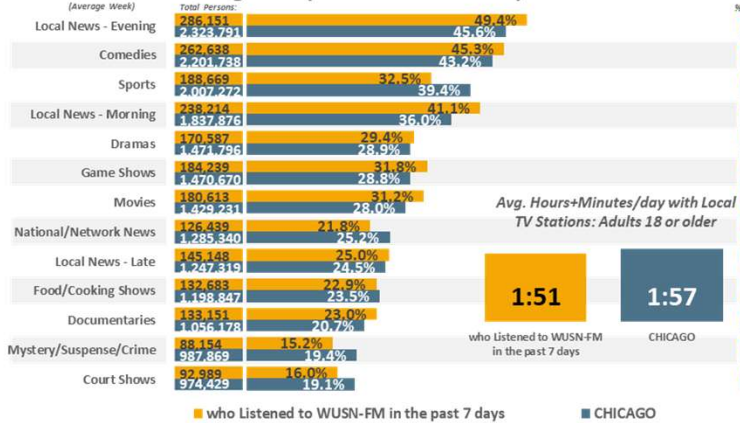
CHICAGO Metro Scarborough R1 2026: Feb25-Feb26 Qual Intab 393
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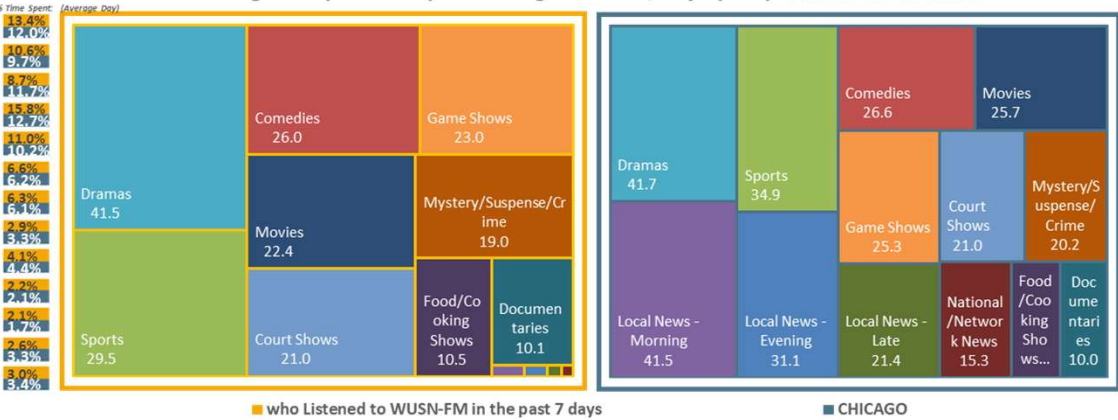


572,374 or 78.1% of Adults 18 or older who Listened to WUSN-FM in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Comedies, Local News - Morning, Sports, Game Shows, and Movies.

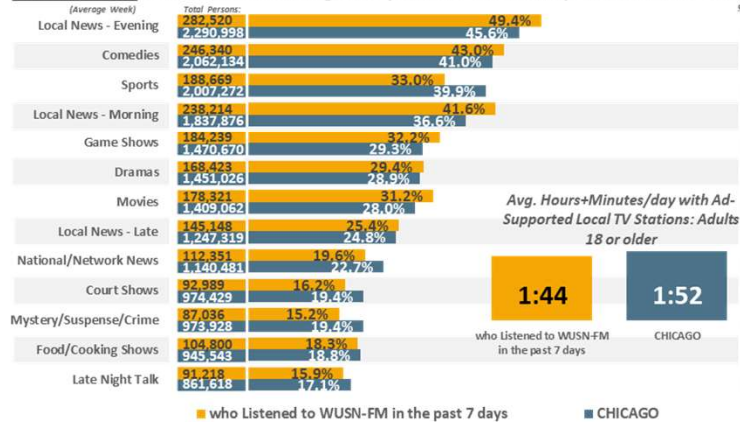
Local TV Station Programs (Persons & % Reach): Adults 18 or older



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



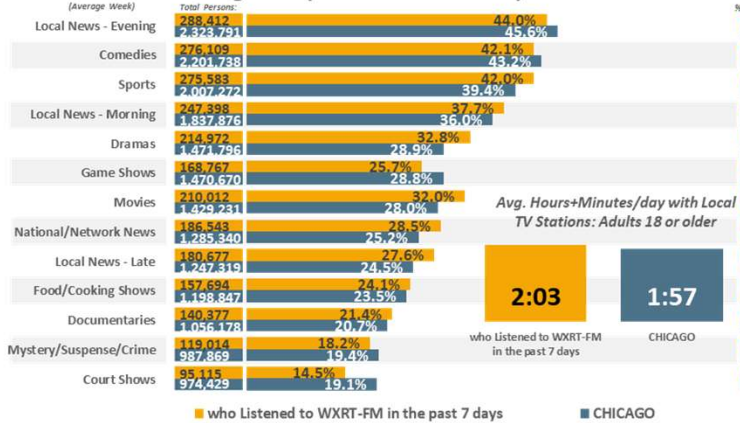
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



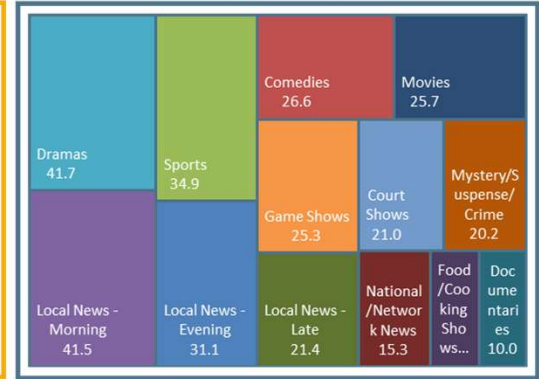
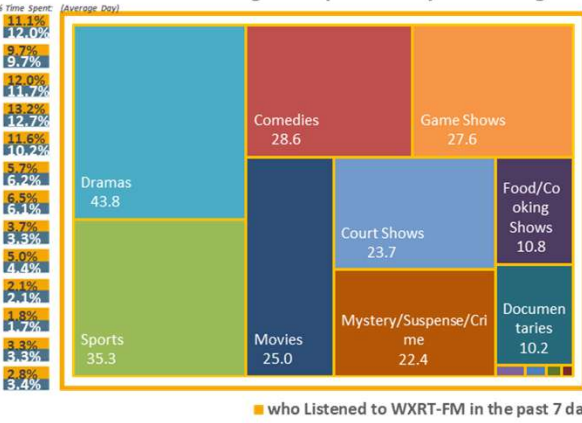


648,651 or 80.7% of Adults 18 or older who Listened to WXRT-FM in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Comedies, Local News - Morning, Dramas, and Movies.

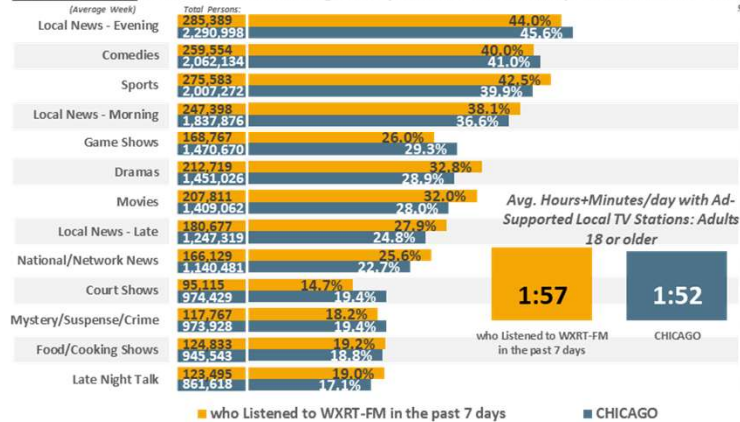
Local TV Station Programs (Persons & % Reach): Adults 18 or older



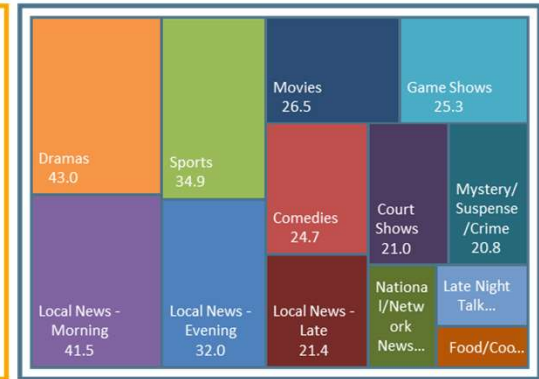
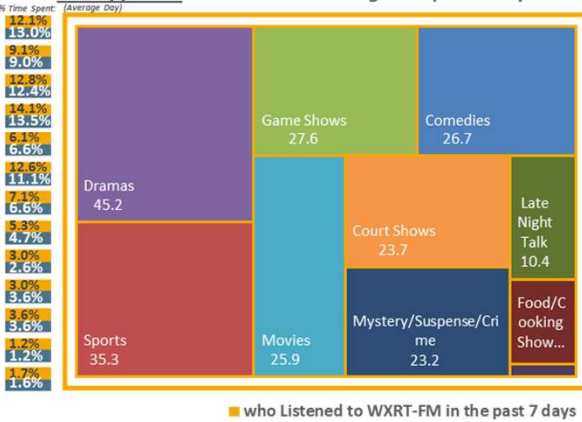
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



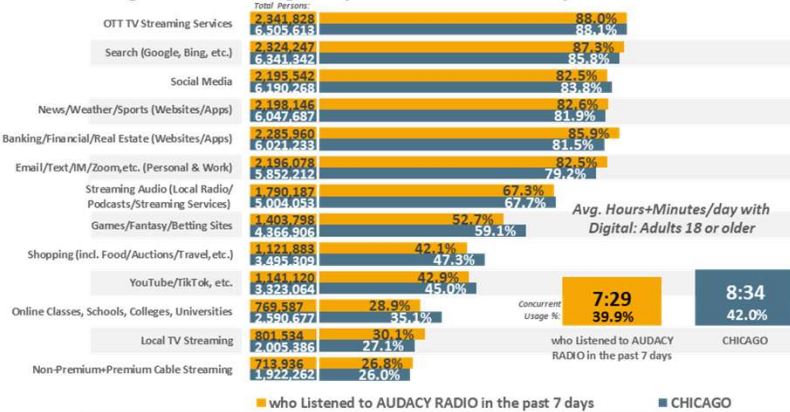
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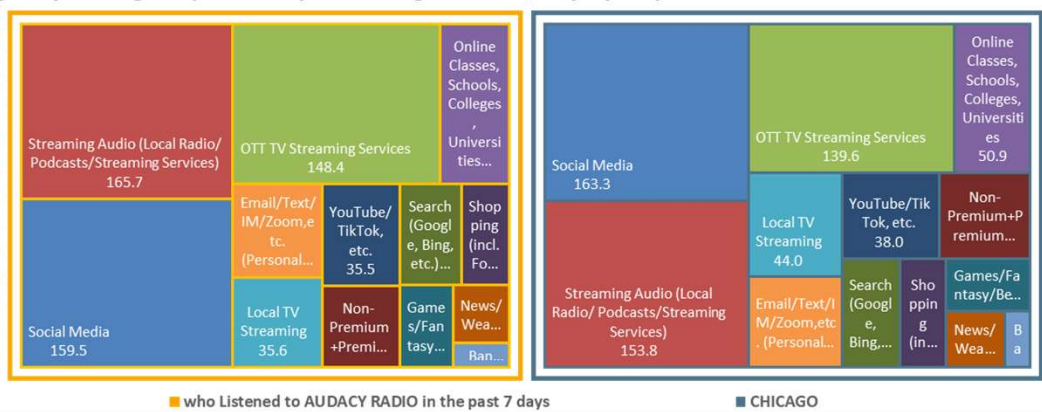


1,974,402 or 74.2% of Adults 18 or older who Listened to AUDACY RADIO in the past 7 days use Ad-Supported Social Media for an average of 143.5 minutes every day representing 26.7% of all time spent daily with Ad-Supported Digital Media.

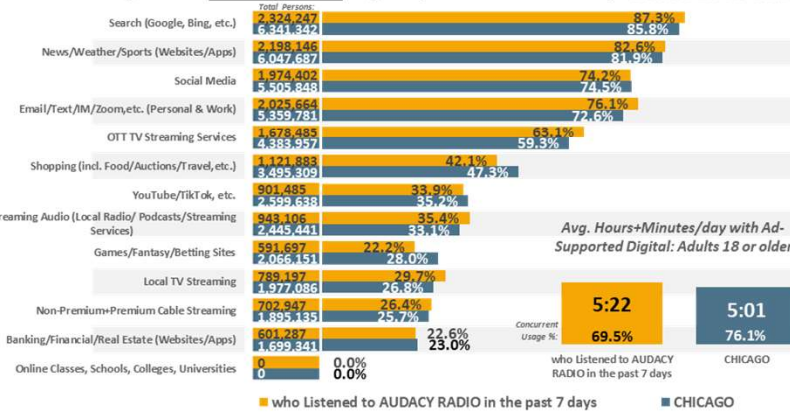
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



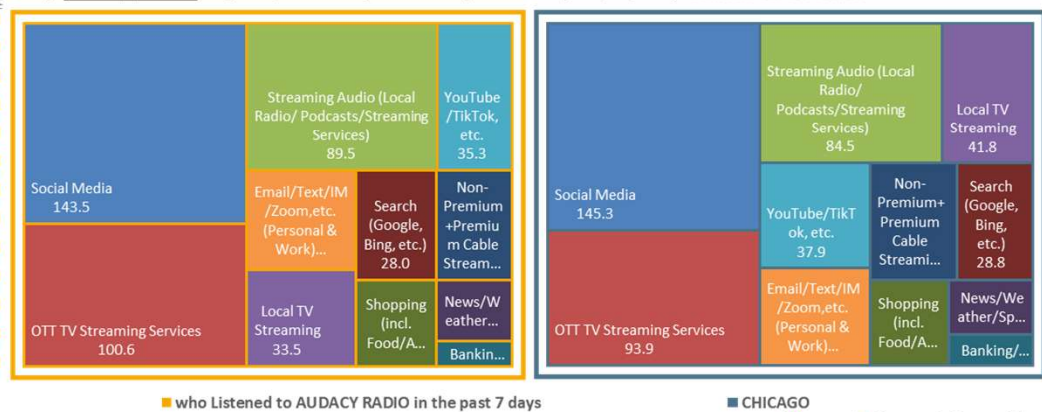
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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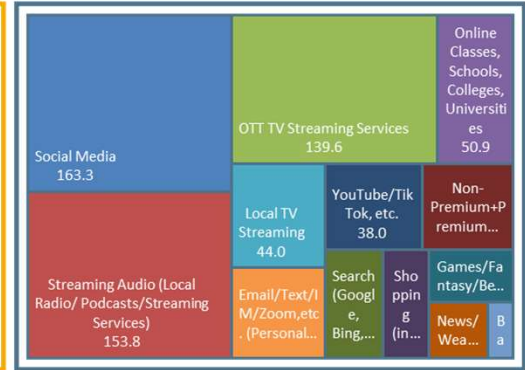
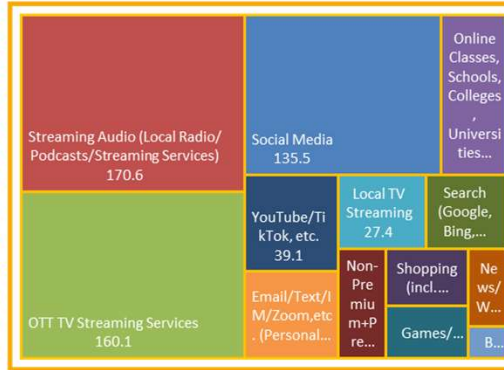
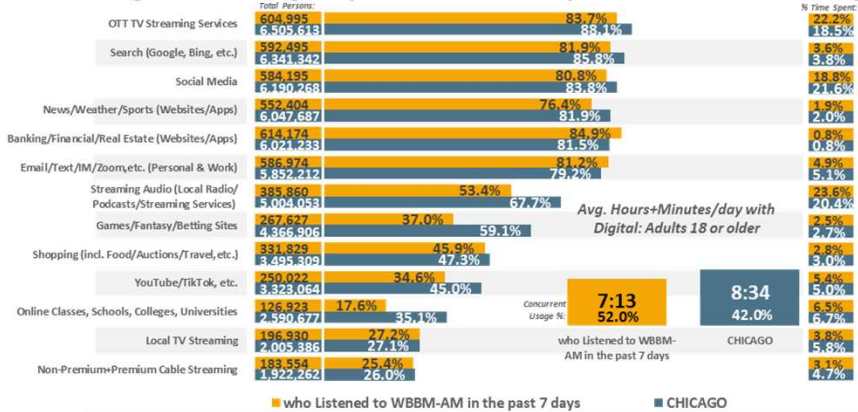
(Radio Stations: WBBM-AM OR Radio Stations: WBBM-FM OR Radio Stations: WBMX-FM OR Radio Stations: WSCR-AM OR Radio Stations: WUSN-FM OR Radio Stations: WXRT-FM)



533,115 or 73.7% of Adults 18 or older who Listened to WBBM-AM in the past 7 days use Ad-Supported Social Media for an average of 123.7 minutes every day representing 23.4% of all time spent daily with Ad-Supported Digital Media.

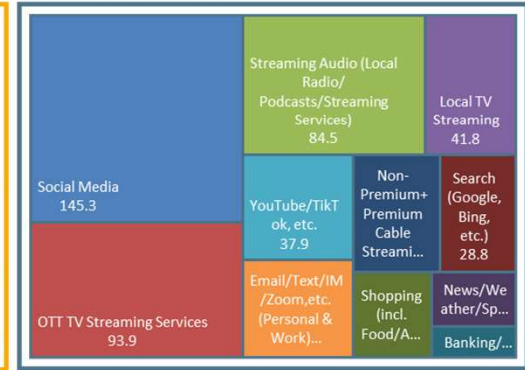
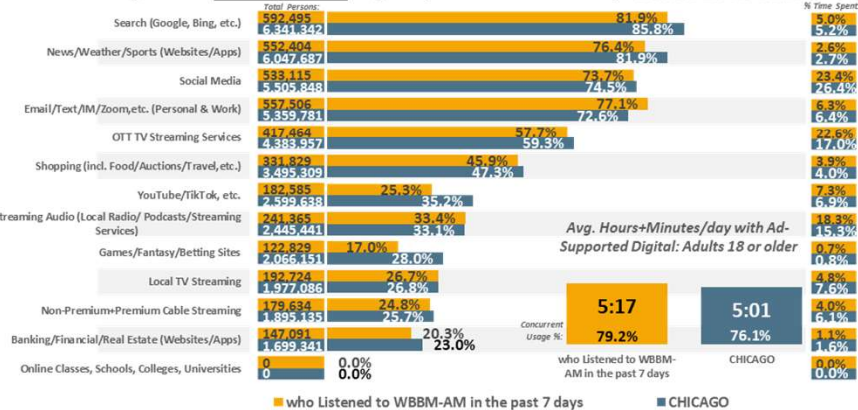
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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 R1 2026: Feb25-Feb26 Qual Intab 387
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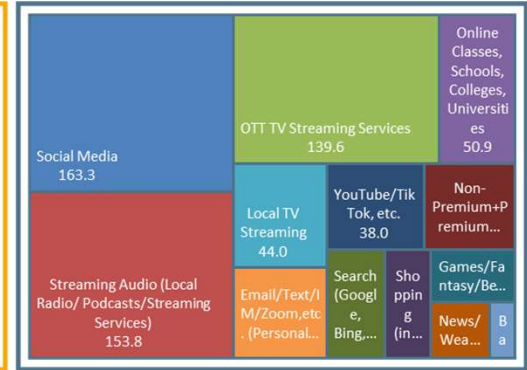
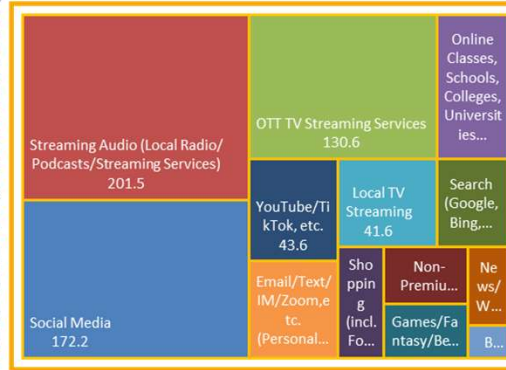
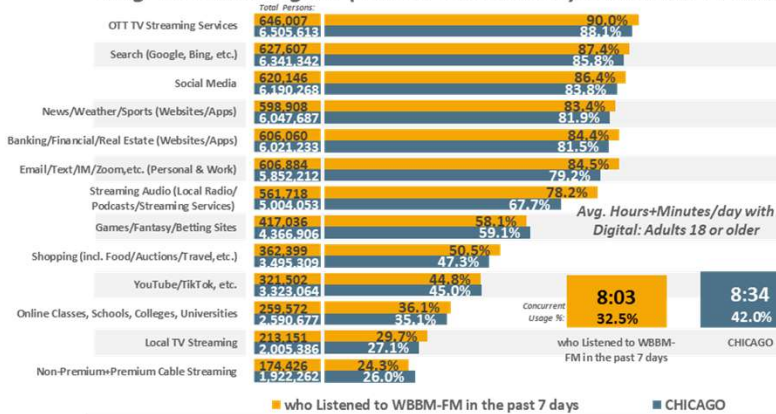
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567,113 or 79.0% of Adults 18 or older who Listened to WBBM-FM in the past 7 days use Ad-Supported Social Media for an average of 157.5 minutes every day representing 27.7% of all time spent daily with Ad-Supported Digital Media.

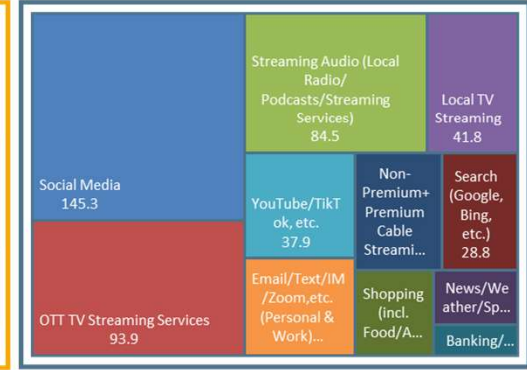
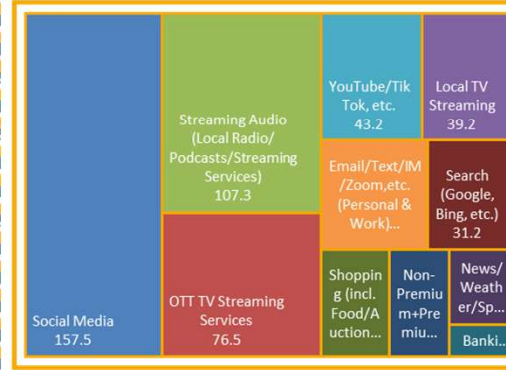
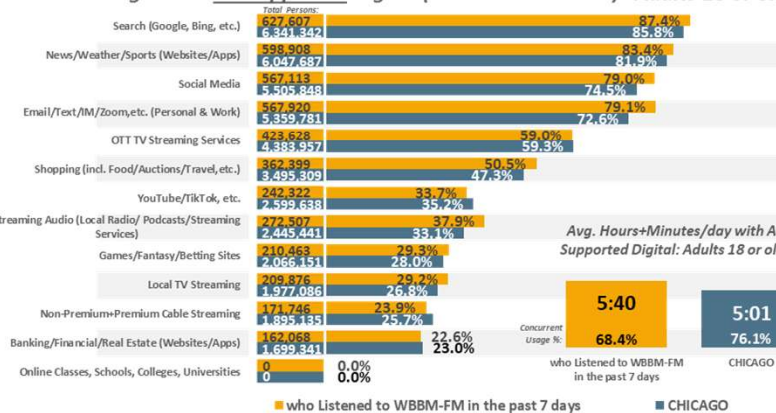
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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

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



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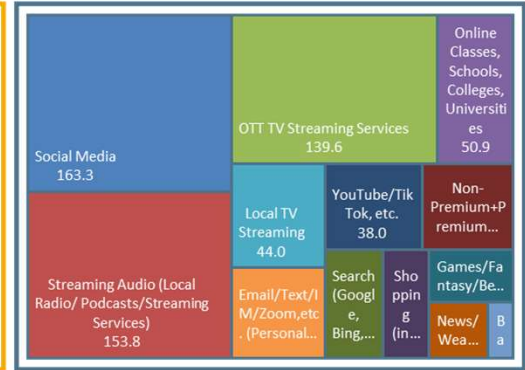
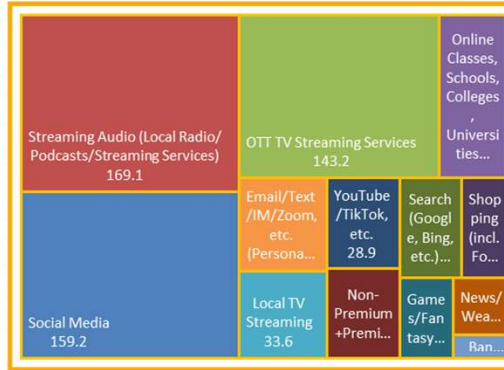
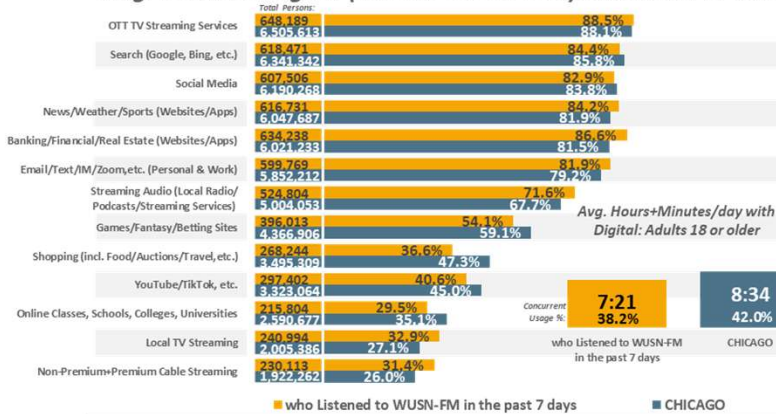
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555,303 or 75.8% of Adults 18 or older who Listened to WUSN-FM in the past 7 days use Ad-Supported Social Media for an average of 145.5 minutes every day representing 27.9% of all time spent daily with Ad-Supported Digital Media.

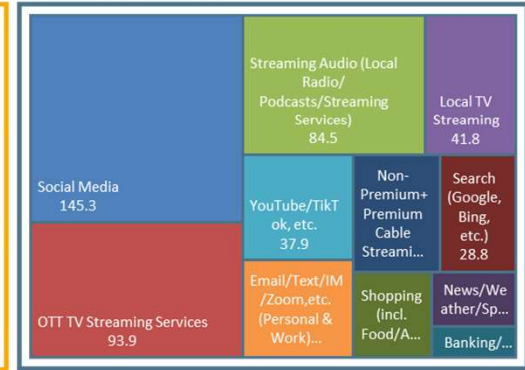
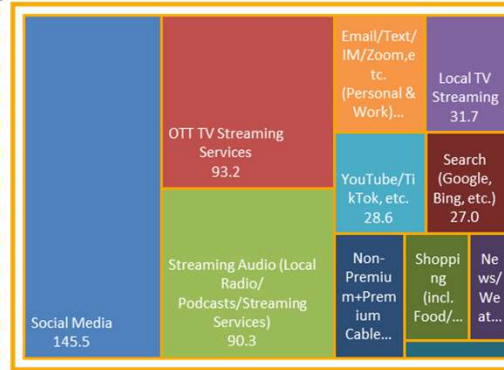
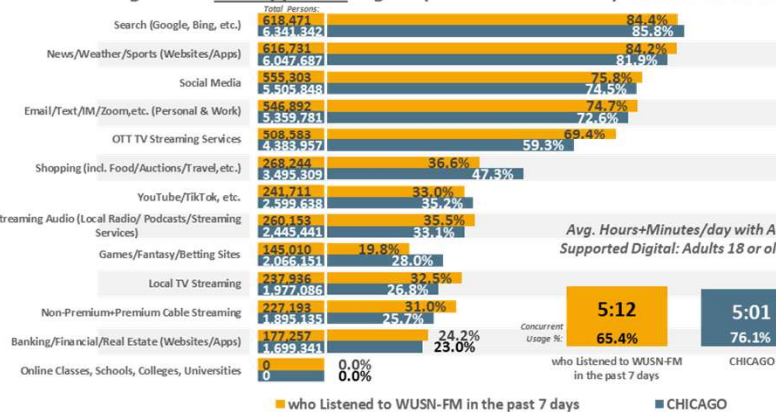
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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

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



CHICAGO Metro Scarborough R1 2026: Feb25-Feb26 Qual Intab 431
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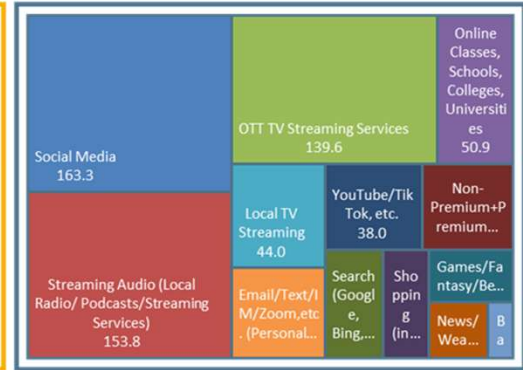
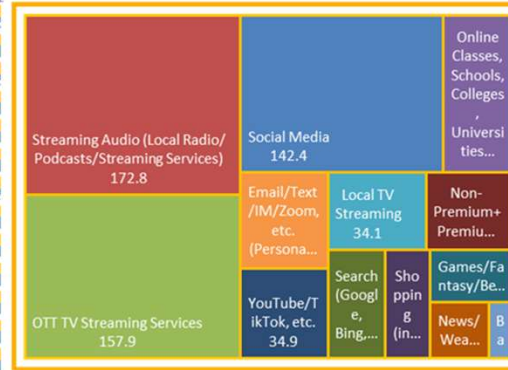
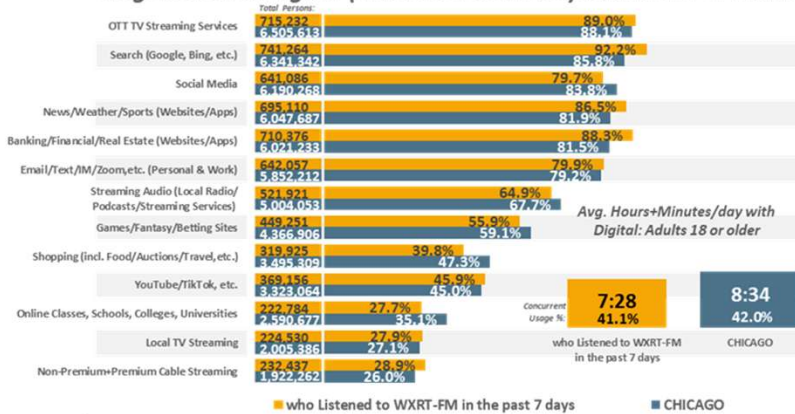
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564,880 or 70.3% of Adults 18 or older who Listened to WXRT-FM in the past 7 days use Ad-Supported Social Media for an average of 125.5 minutes every day representing 23.9% of all time spent daily with Ad-Supported Digital Media.

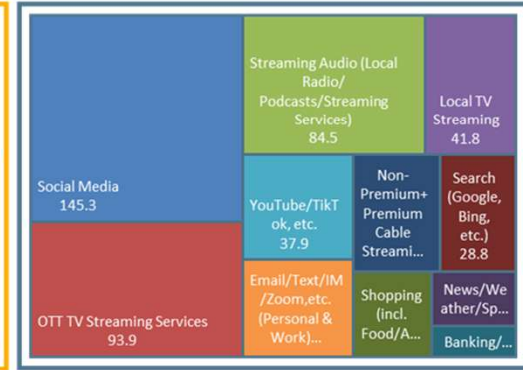
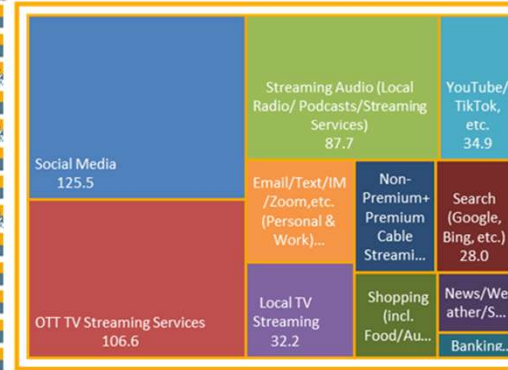
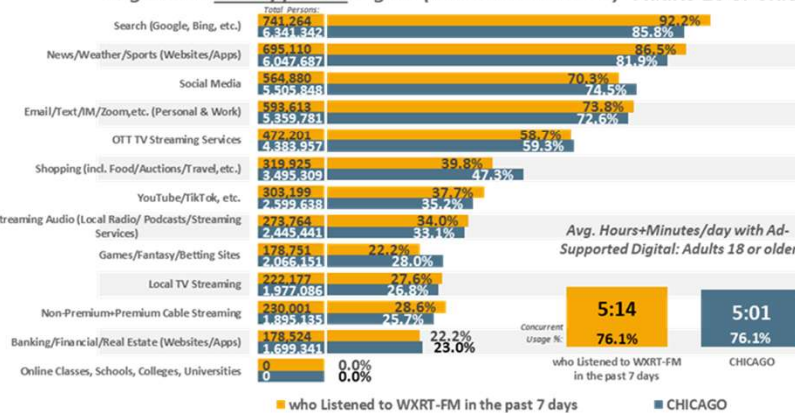
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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

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



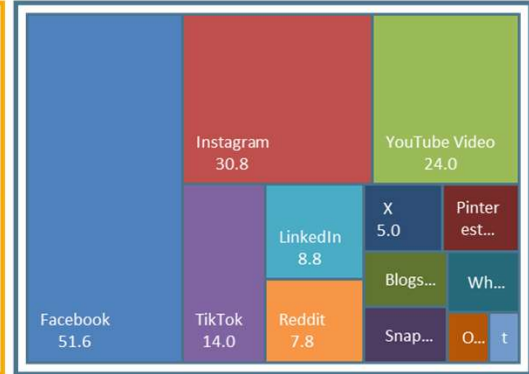
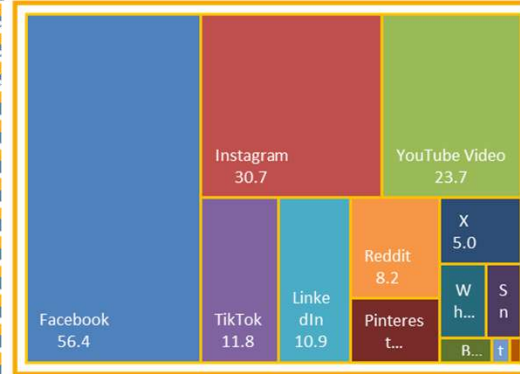
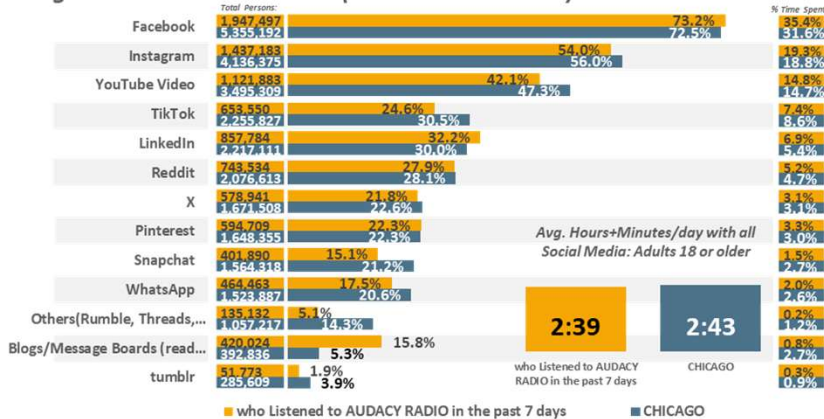
CHICAGO Metro Scarborough R1 2026: Feb25-Feb26 Qual Intab 481
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CHICAGO
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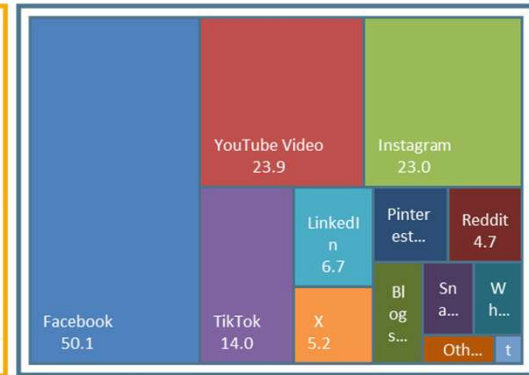
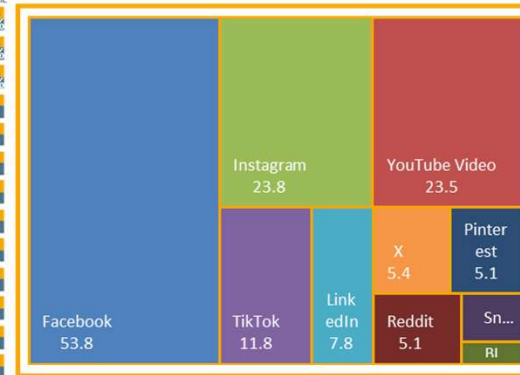
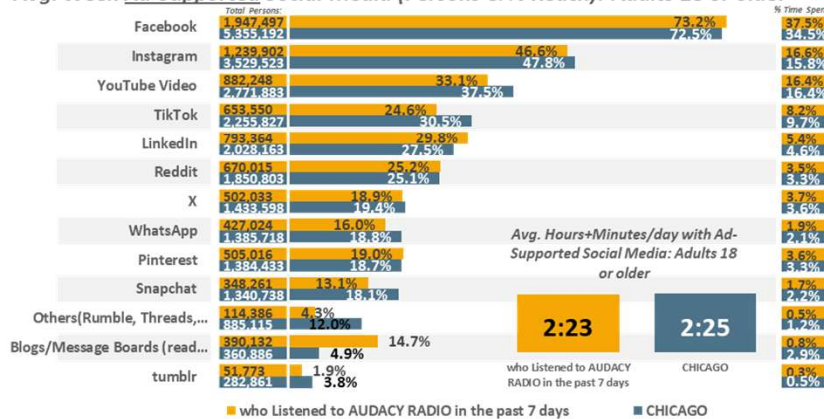


1,947,497 or 73.2% of Adults 18 or older who Listened to AUDACY RADIO in the past 7 days use Ad-Supported Facebook for an average of 53.8 minutes every day representing 37.5% of all time spent daily with Ad-Supported Social Media.

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 R1 2026: Feb25-Feb26 Qual Intab 1,529
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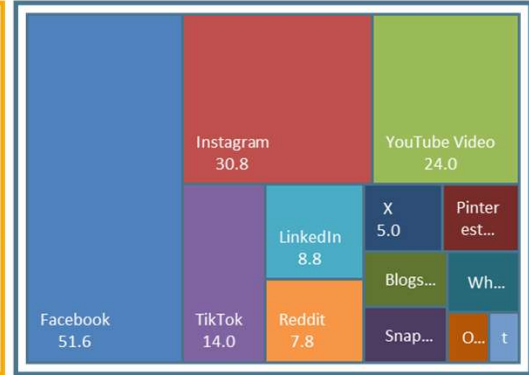
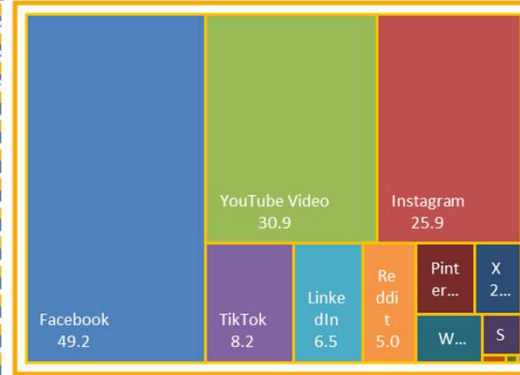
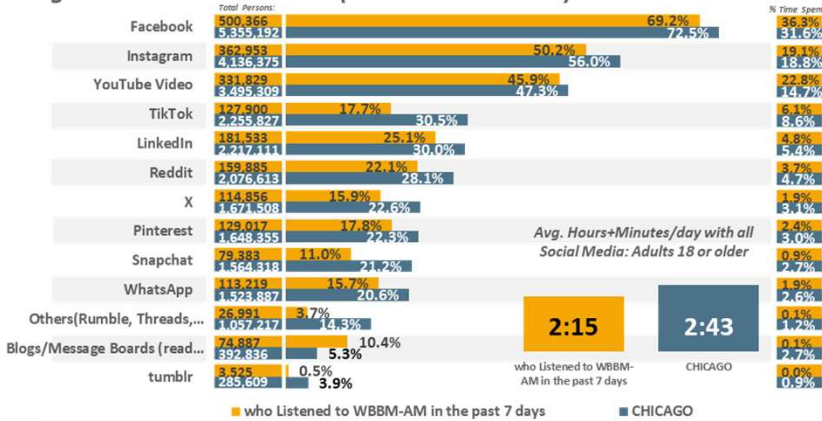
soefa.ai Share of Everything for Anything

(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)

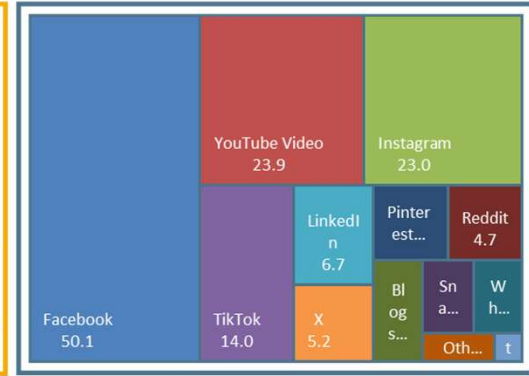
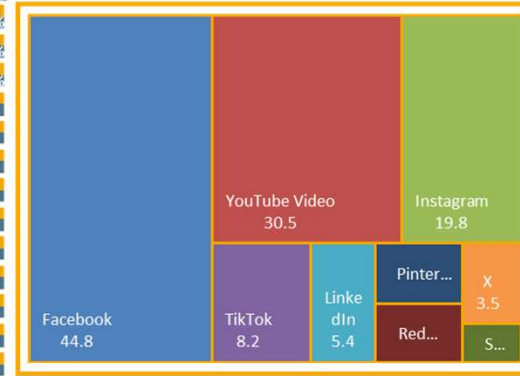
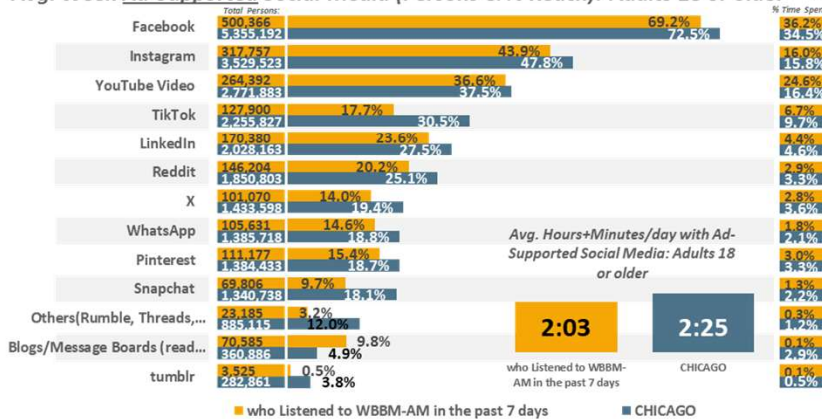


500,366 or 69.2% of Adults 18 or older who Listened to WBBM-AM in the past 7 days use Ad-Supported Facebook for an average of 44.8 minutes every day representing 36.2% of all time spent daily with Ad-Supported Social Media.

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**



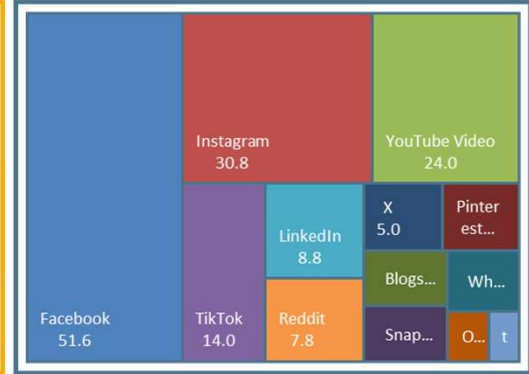
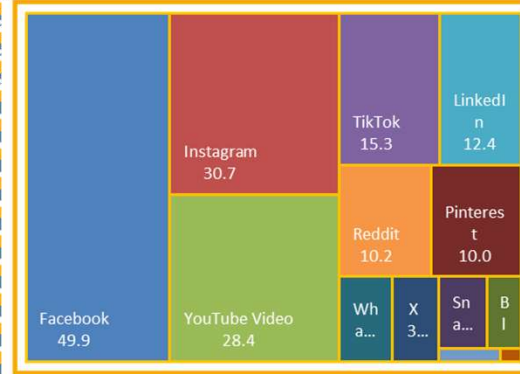
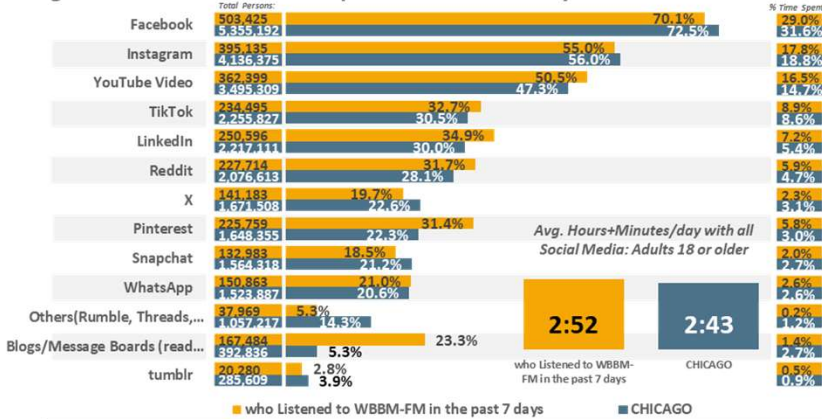
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



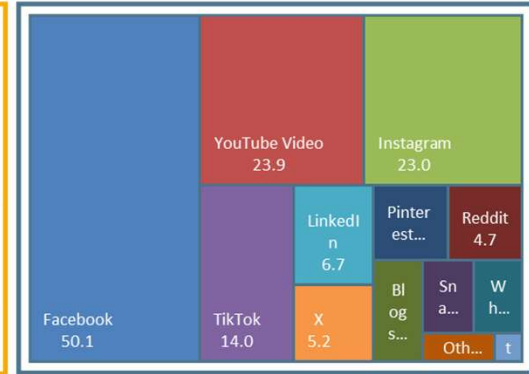
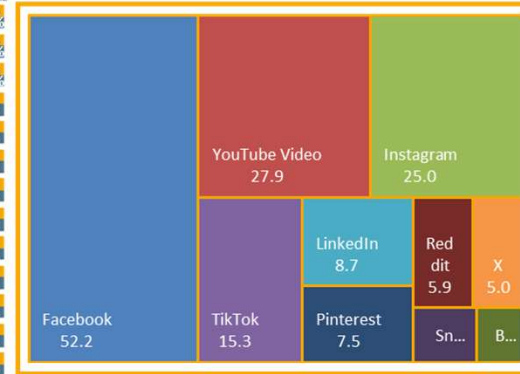
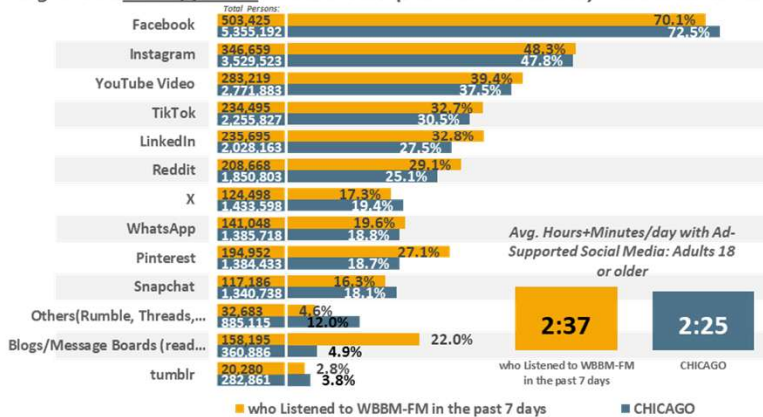


503,425 or 70.1% of Adults 18 or older who Listened to WBBM-FM in the past 7 days use Ad-Supported Facebook for an average of 52.2 minutes every day representing 33.2% of all time spent daily with Ad-Supported Social Media.

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**



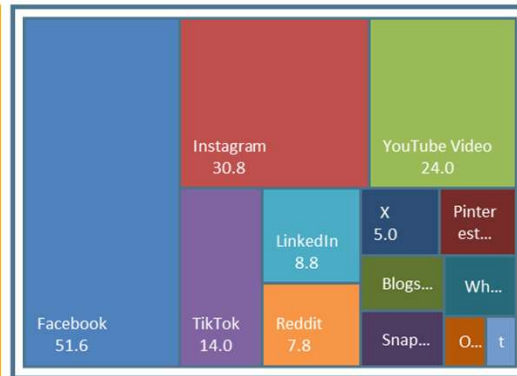
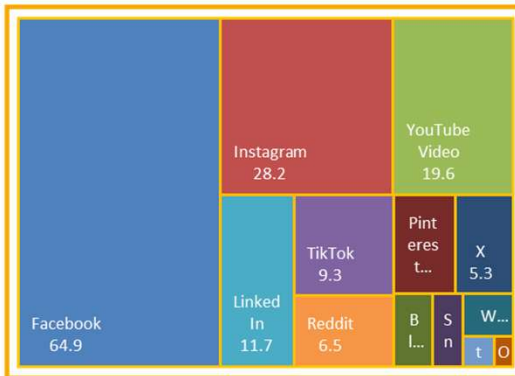
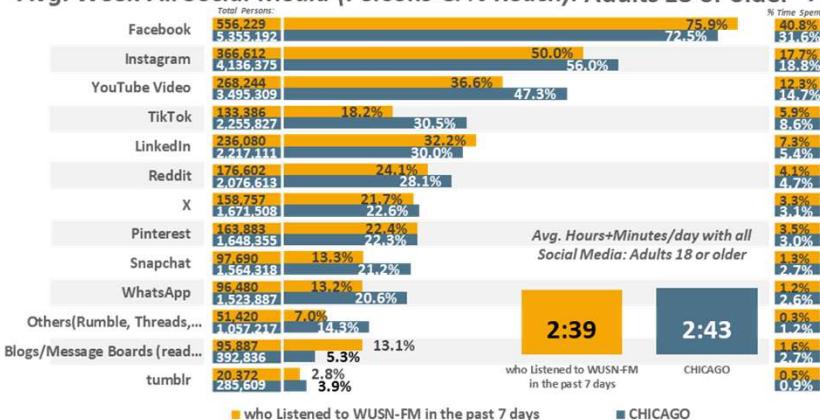
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



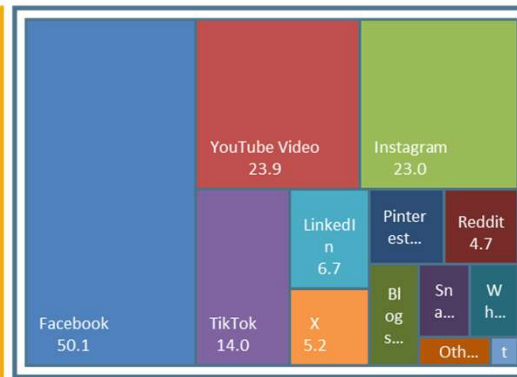
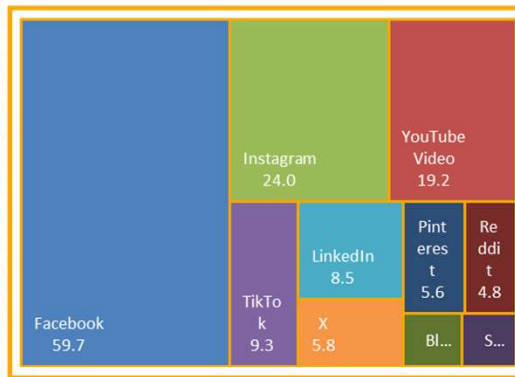
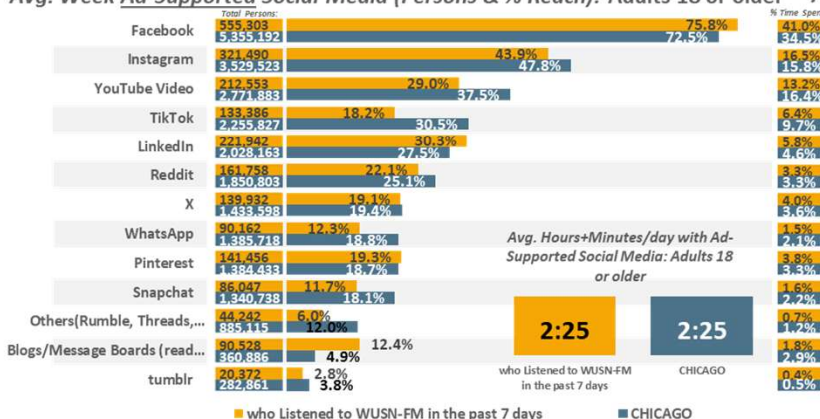


555,303 or 75.8% of Adults 18 or older who Listened to WUSN-FM in the past 7 days use Ad-Supported Facebook for an average of 59.7 minutes every day representing 41.0% of all time spent daily with Ad-Supported Social Media.

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**



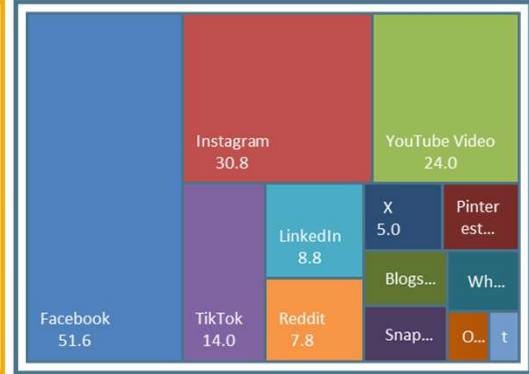
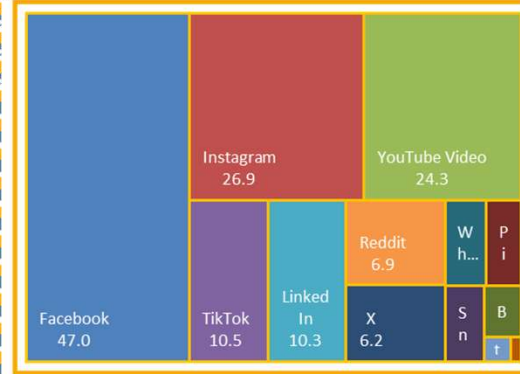
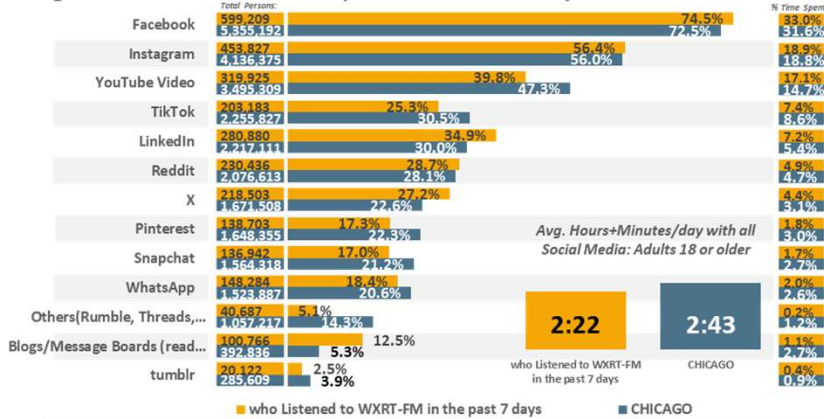
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



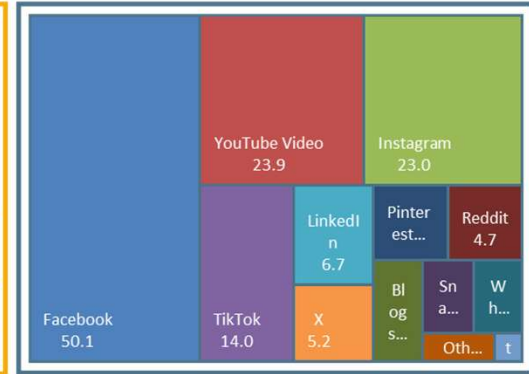
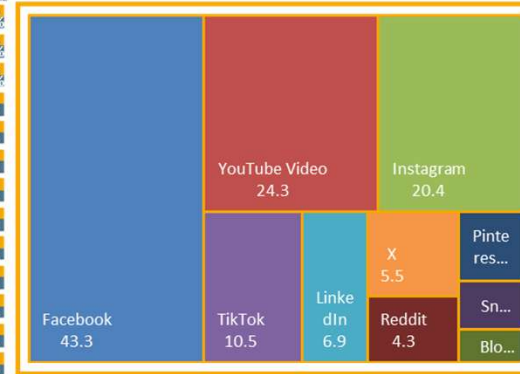
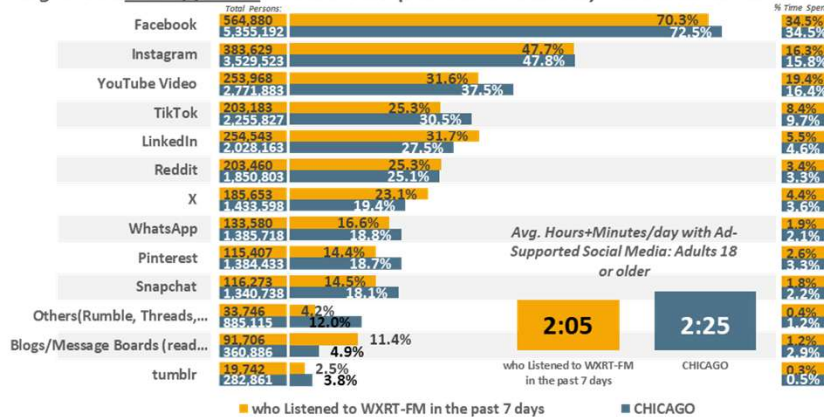


564,880 or 70.3% of Adults 18 or older who Listened to WXRT-FM in the past 7 days use Ad-Supported Facebook for an average of 43.3 minutes every day representing 34.5% of all time spent daily with Ad-Supported Social Media.

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**



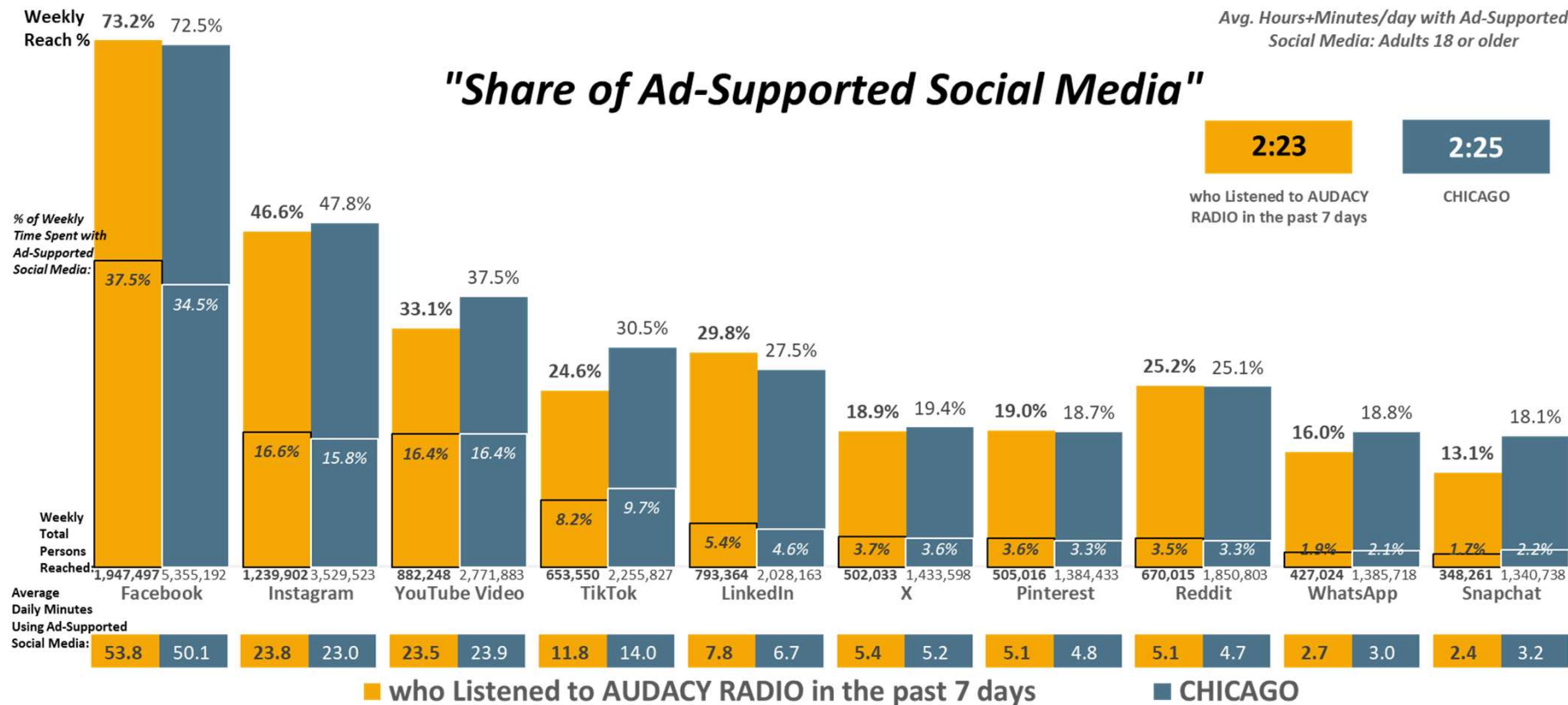
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**





1,947,497 or 73.2% of Adults 18 or older who Listened to AUDACY RADIO in the past 7 days use Ad-Supported Facebook for an average of 53.8 minutes every day representing 37.5% of all time spent daily with Ad-Supported Social Media.

"Share of Ad-Supported Social Media"



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CHICAGO Metro Scarborough R1 2026: Feb25-Feb26 Qual Intab 3,973

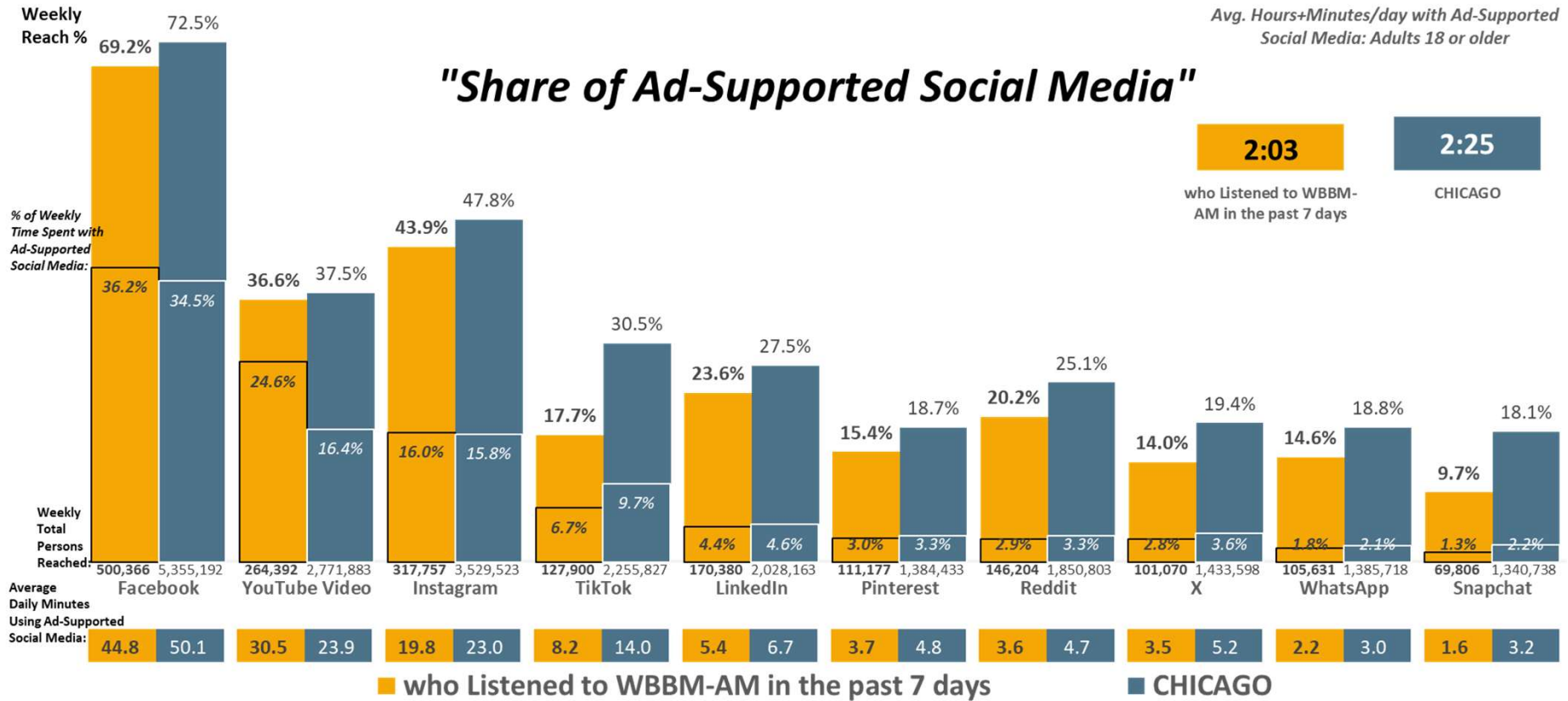
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(Radio Stations: WBBM-AM OR Radio Stations: WBBM-FM OR Radio Stations: WBMX-FM OR Radio Stations: WSCR-AM OR Radio Stations: WUSN-FM OR Radio Stations: WXRT-FM)



500,366 or 69.2% of Adults 18 or older who Listened to WBBM-AM in the past 7 days use Ad-Supported Facebook for an average of 44.8 minutes every day representing 36.2% of all time spent daily with Ad-Supported Social Media.

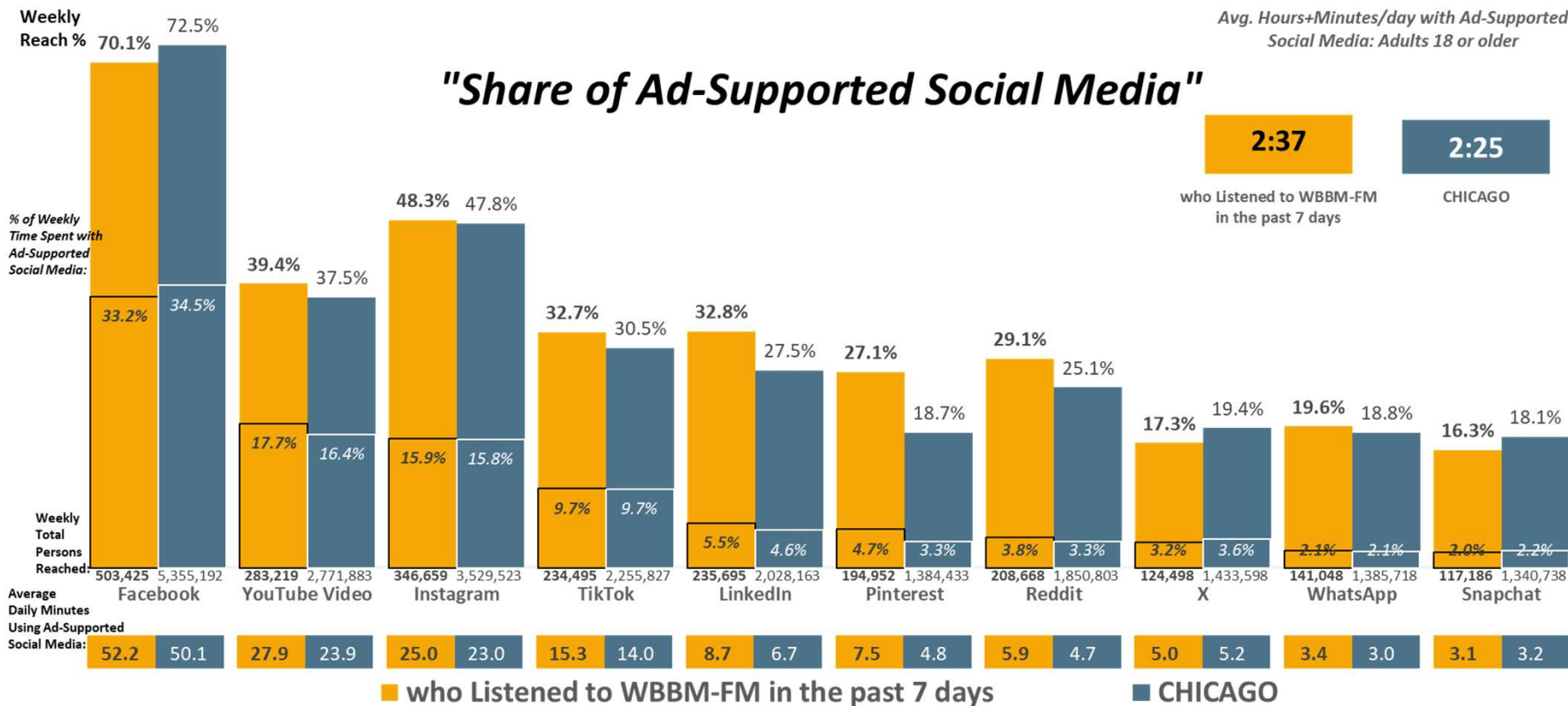
"Share of Ad-Supported Social Media"





503,425 or 70.1% of Adults 18 or older who Listened to WBBM-FM in the past 7 days use Ad-Supported Facebook for an average of 52.2 minutes every day representing 33.2% of all time spent daily with Ad-Supported Social Media.

"Share of Ad-Supported Social Media"



CHICAGO Metro Scarborough R1 2026: Feb25-Feb26 Qual Intab 393
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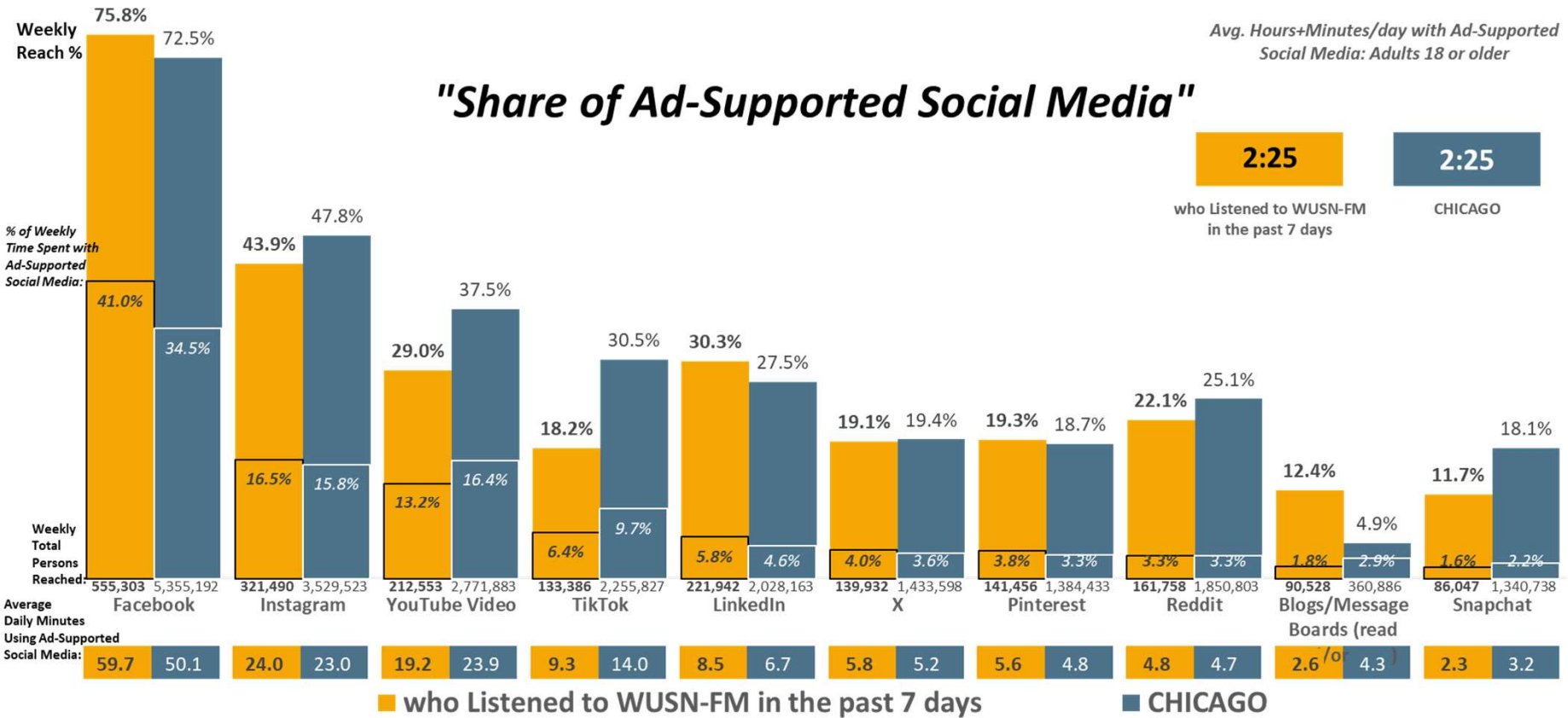
CHICAGO Metro Scarborough R1 2026: Feb25-Feb26 Qual Intab 3,973

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Radio Stations: WBBM-FM



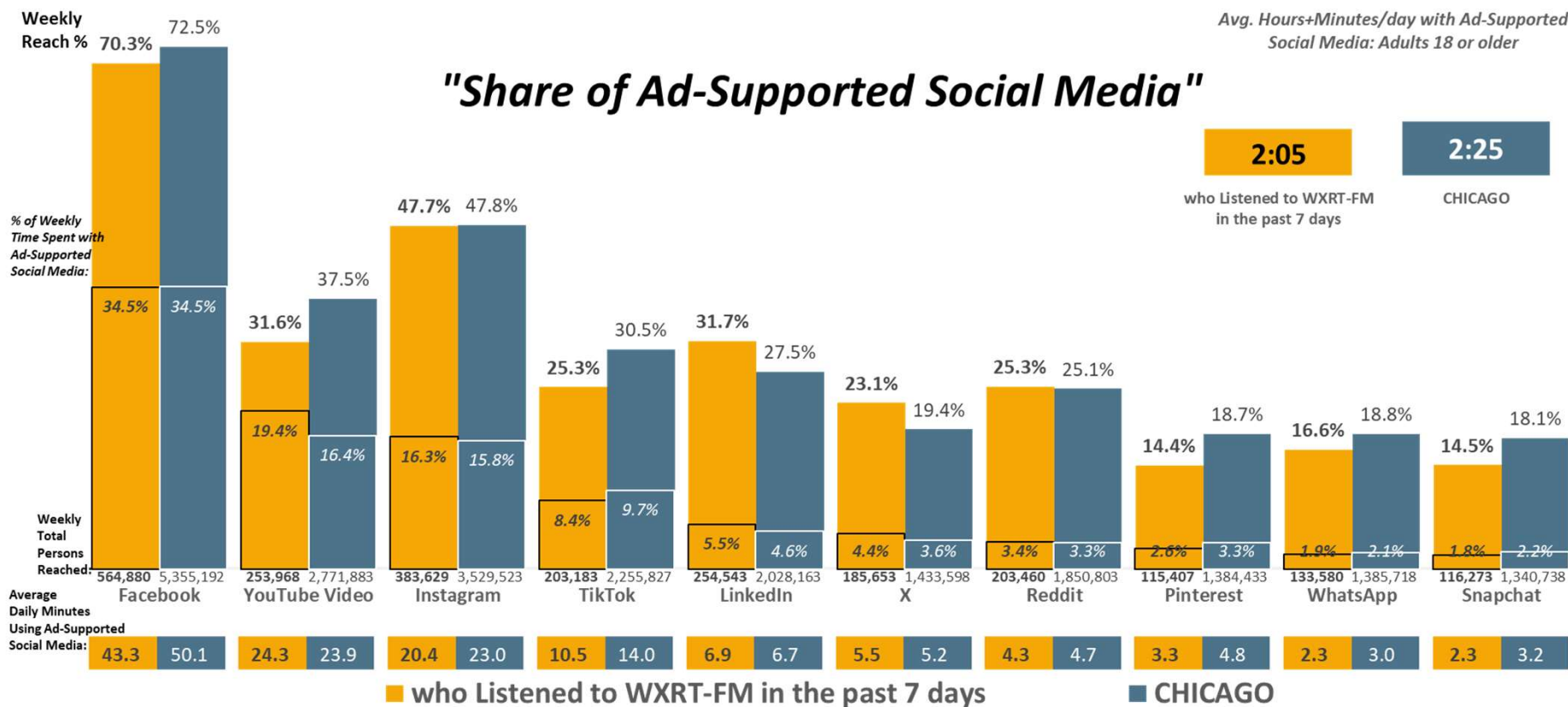
555,303 or 75.8% of Adults 18 or older who Listened to WUSN-FM in the past 7 days use Ad-Supported Facebook for an average of 59.7 minutes every day representing 41.0% of all time spent daily with Ad-Supported Social Media.





564,880 or 70.3% of Adults 18 or older who Listened to WXRT-FM in the past 7 days use Ad-Supported Facebook for an average of 43.3 minutes every day representing 34.5% of all time spent daily with Ad-Supported Social Media.

"Share of Ad-Supported Social Media"



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CHICAGO Metro Scarborough R1 2026: Feb25-Feb26 Qual Intab 3,973

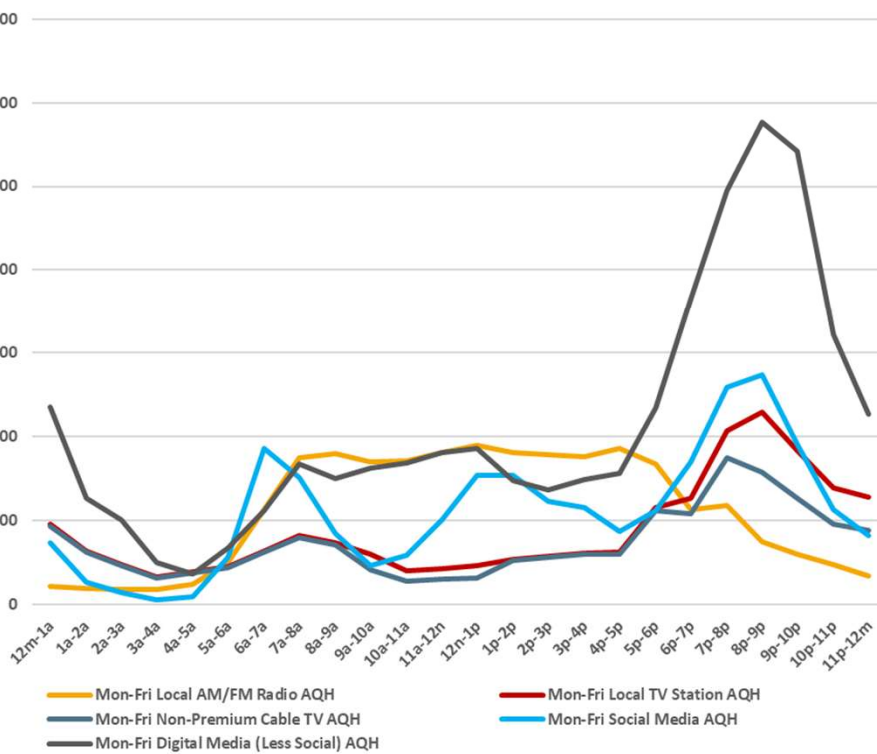
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Radio Stations: WXRT-FM

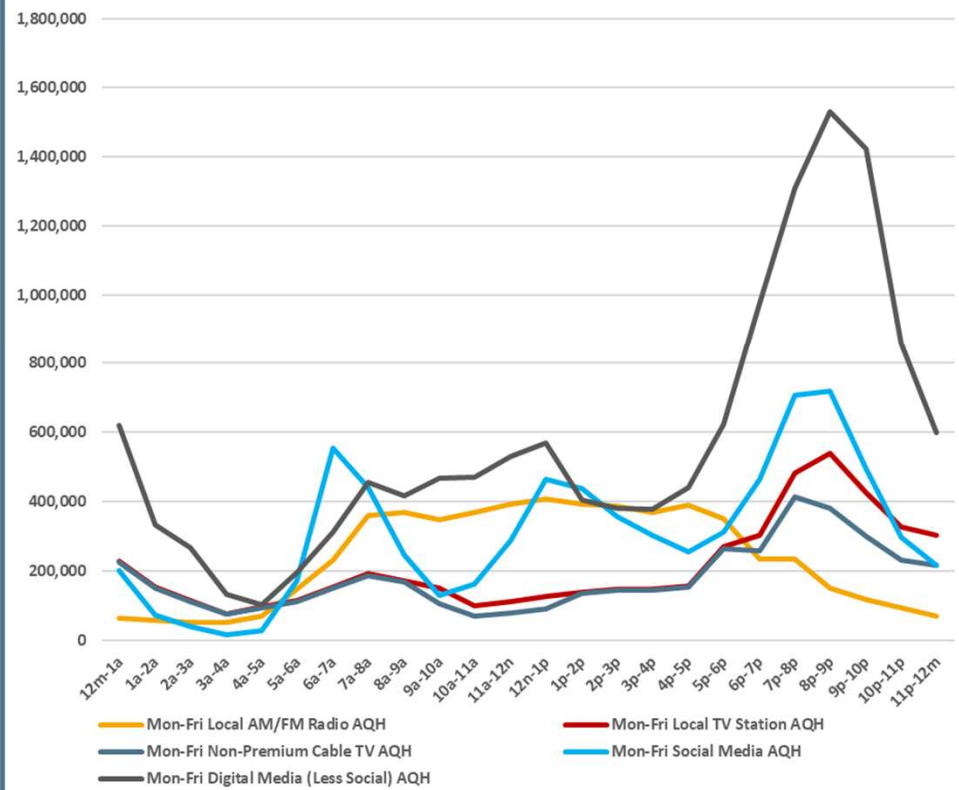


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 177,898;
Local Radio: 167,696; Social Media: 118,629; Local TV: 68,007; Non-Prem. Cable: 60,682
reaching Adults 18 or older who Listened to AUDACY RADIO in the past 7 days

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who Listened to AUDACY RADIO in the
past 7 days



(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
CHICAGO Metro Area Adults 18 or older



CHICAGO Metro Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,529
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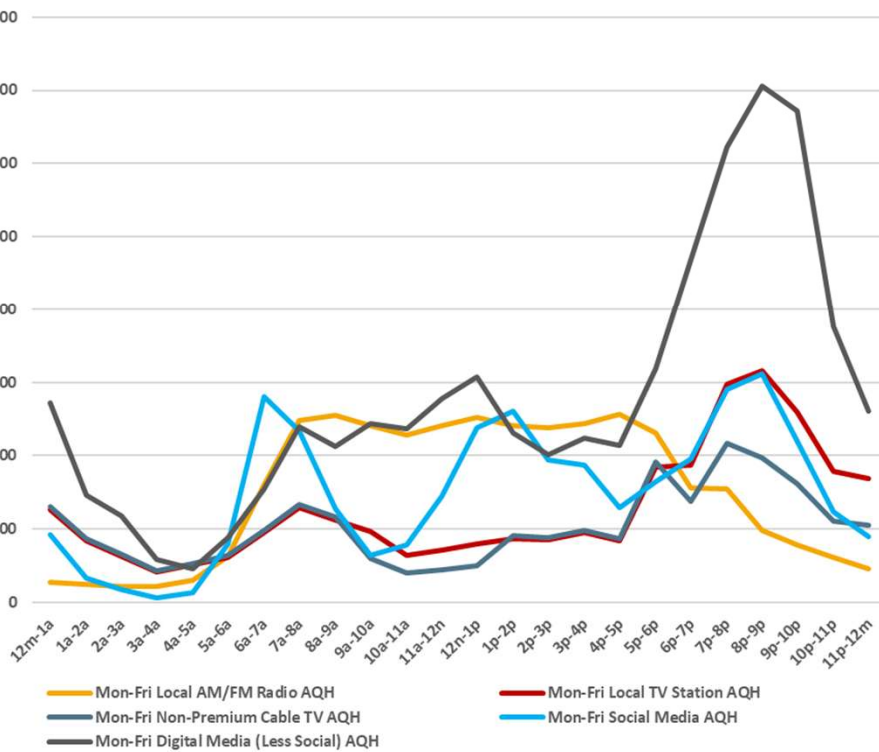
(Radio Stations: WBBM-AM OR Radio Stations: WBBM-FM OR Radio Stations: WBMX-FM OR Radio Stations: WSCR-AM OR Radio Stations: WUSN-FM OR Radio Stations: WXRT-FM)

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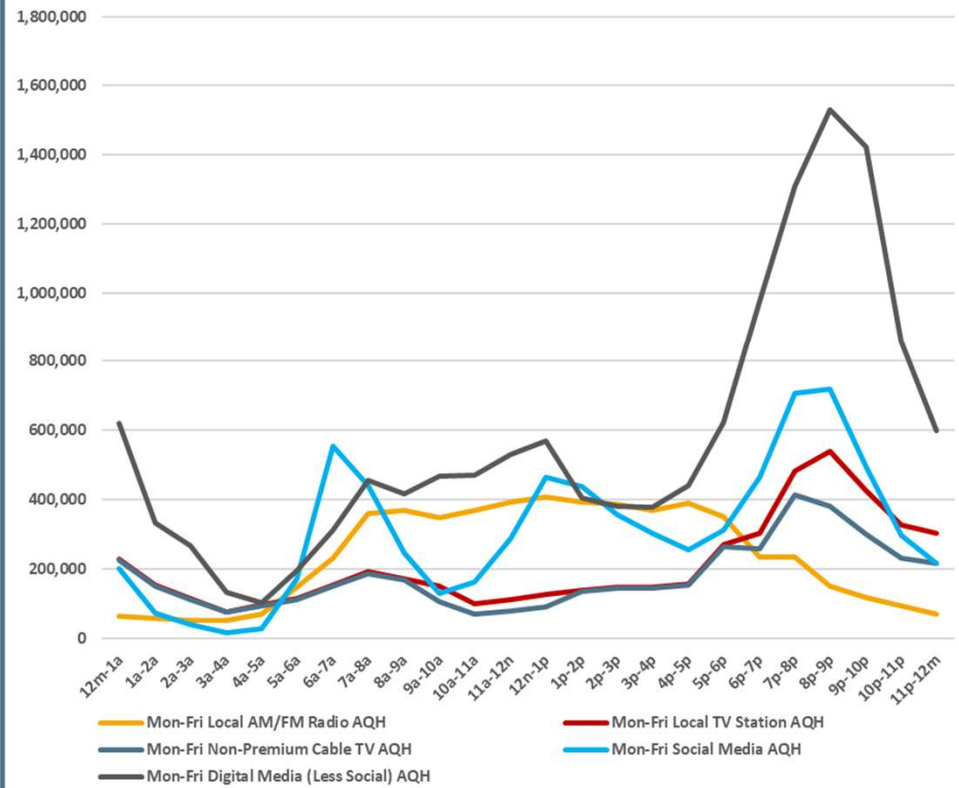


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 51,179;
Local Radio: 45,959; Social Media: 35,351; Local TV: 21,073; Non-Prem. Cable: 18,952
reaching Adults 18 or older who Listened to WBBM-AM in the past 7 days.

*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who Listened to WBBM-AM in the past 7 days*



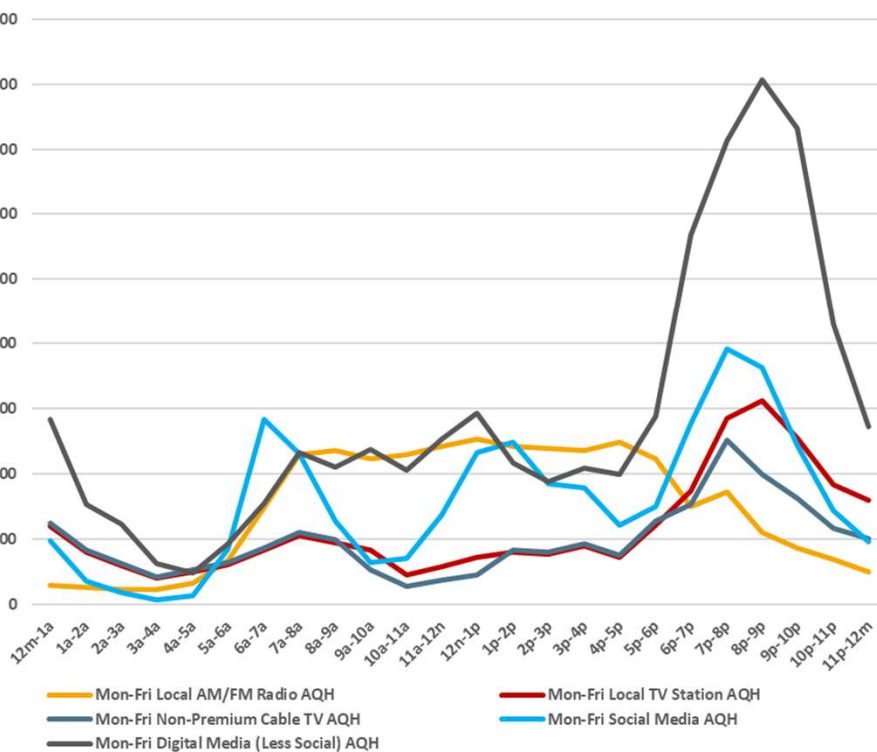
*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
CHICAGO Metro Area Adults 18 or older*



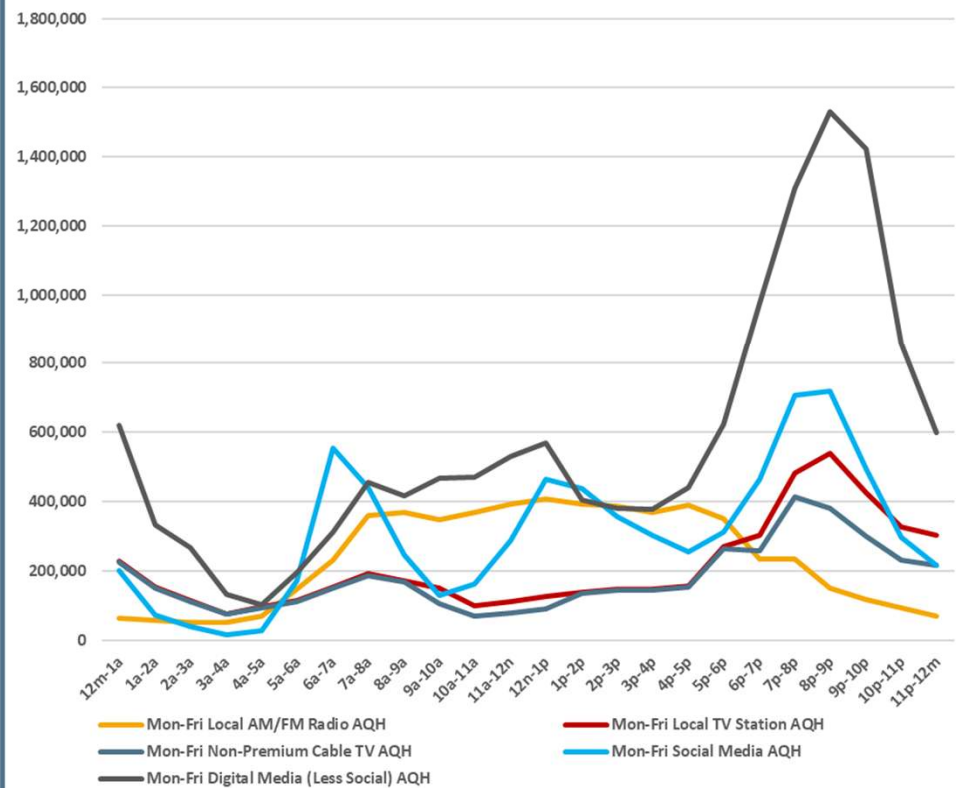


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 50,129;
Local Radio: 44,619; Social Media: 35,495; Local TV: 17,733; Non-Prem. Cable: 16,510
reaching Adults 18 or older who Listened to WBBM-FM in the past 7 days.

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who Listened to WBBM-FM in the past 7
days



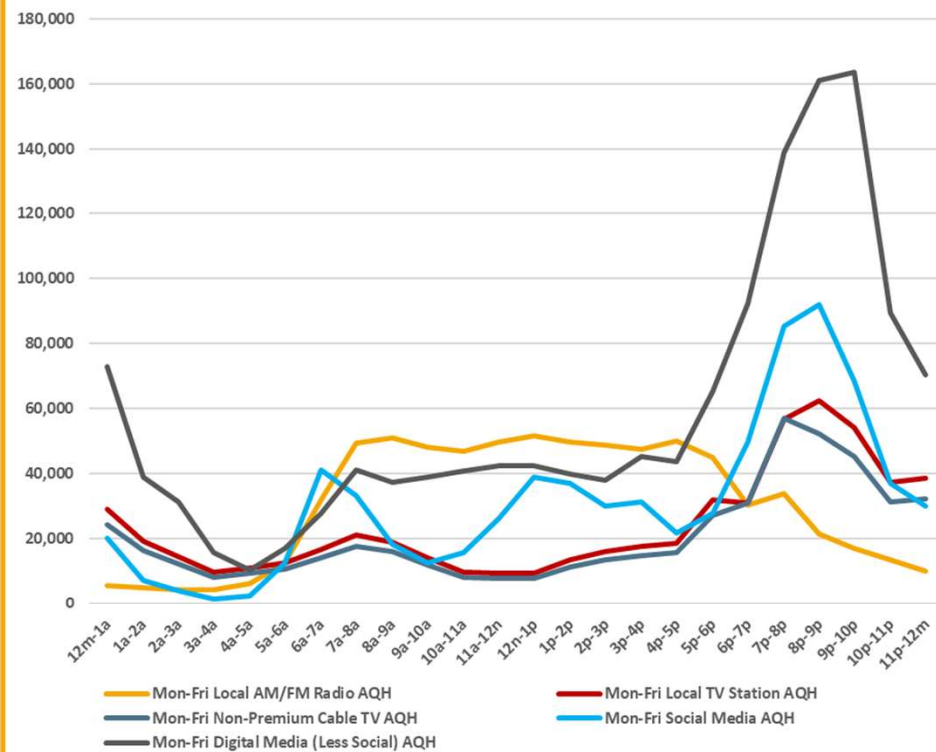
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
CHICAGO Metro Area Adults 18 or older



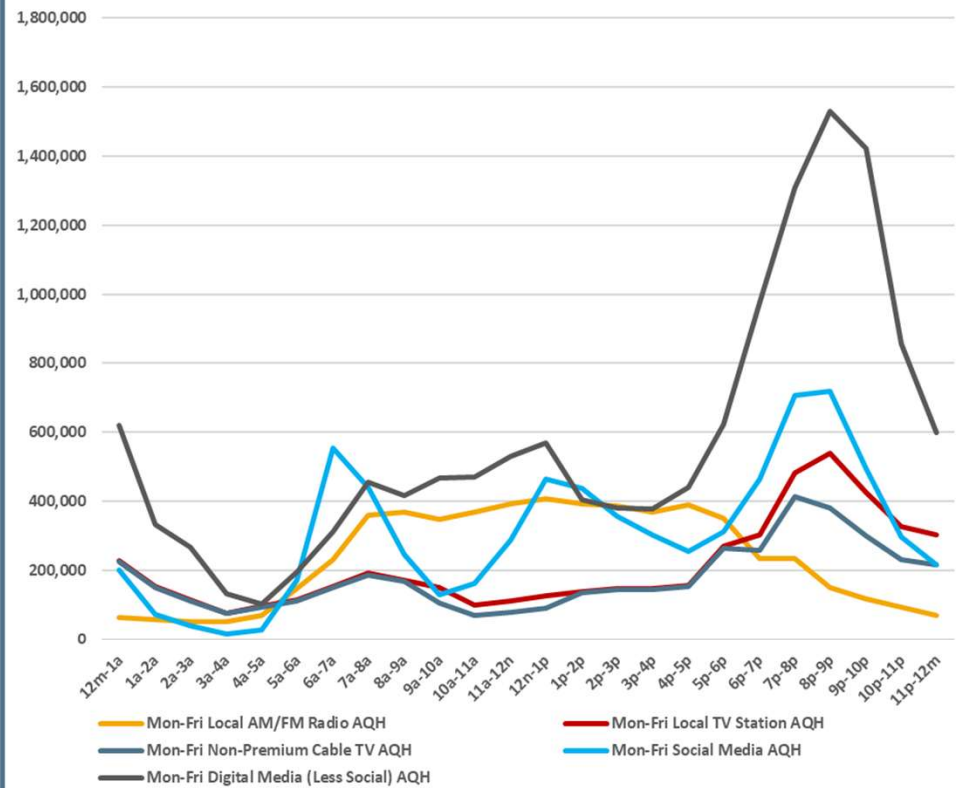


M-F 6a-7p Avg. Available Impressions per 15-min. are... Local Radio: 46,102; All Other Digital Media: 45,776; Social Media: 29,492; Local TV: 17,465; Non-Prem. Cable: 15,083 reaching Adults 18 or older who Listened to WUSN-FM in the past 7 days.

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who Listened to WUSN-FM in the past 7 days



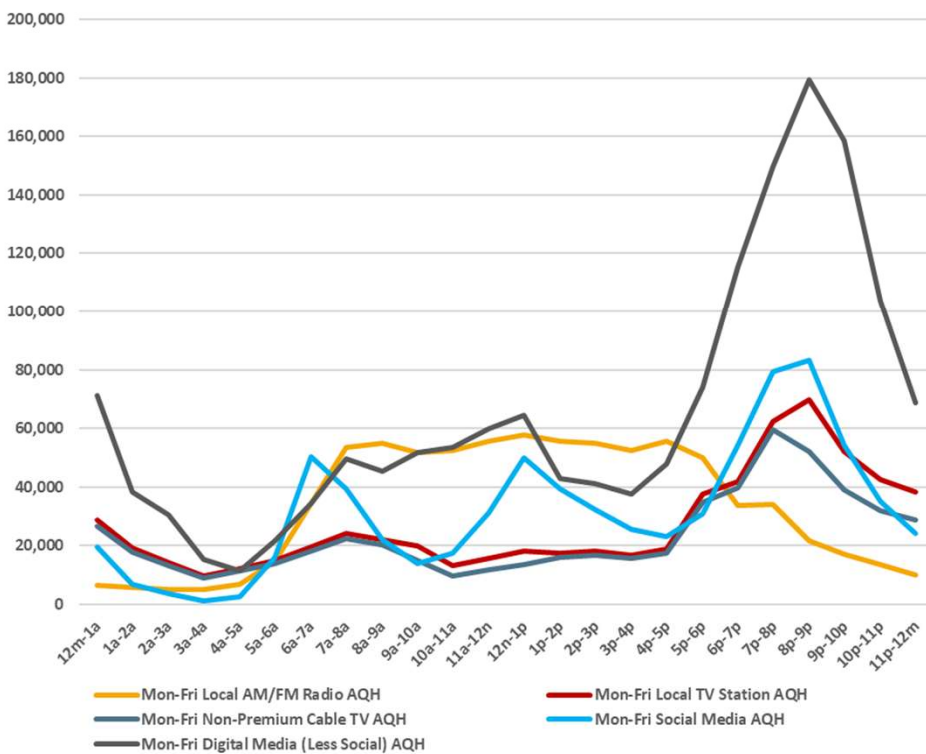
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
CHICAGO Metro Area Adults 18 or older



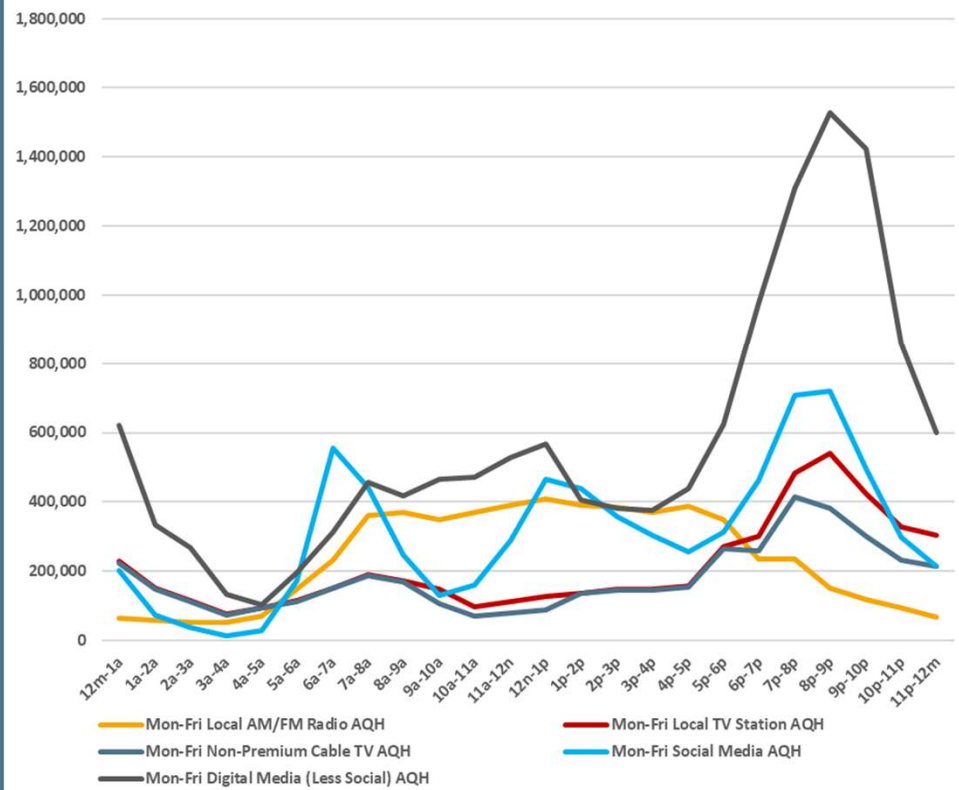


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 55,259;
Local Radio: 51,000; Social Media: 33,091; Local TV: 21,831; Non-Prem. Cable: 19,413
reaching Adults 18 or older who Listened to WXRT-FM in the past 7 days.

*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who Listened to WXRT-FM in the past 7 days*



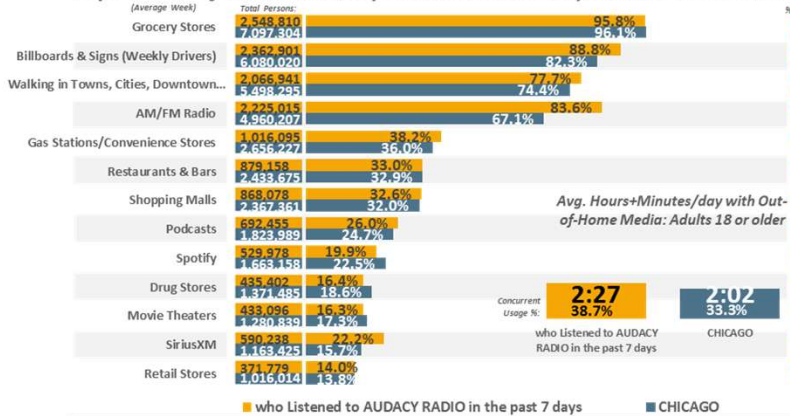
*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
CHICAGO Metro Area Adults 18 or older*



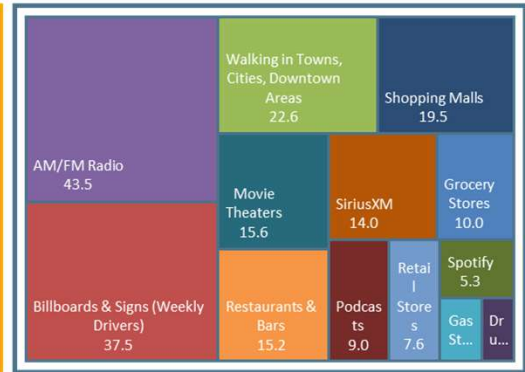
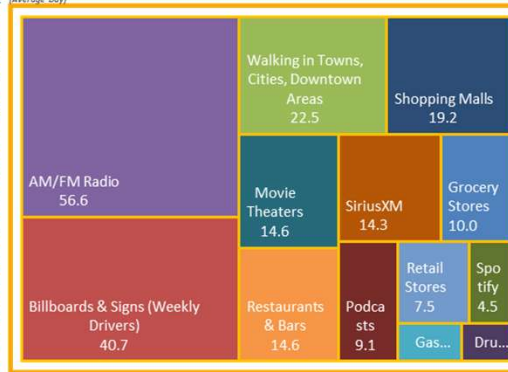


2,362,901 or 88.8% of Adults 18 or older who Listened to AUDACY RADIO in the past 7 days spend an average of 40.7 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 50.3 minutes/day.

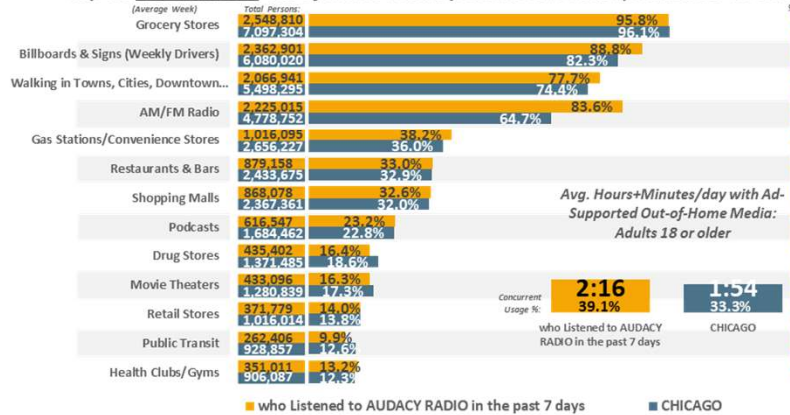
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



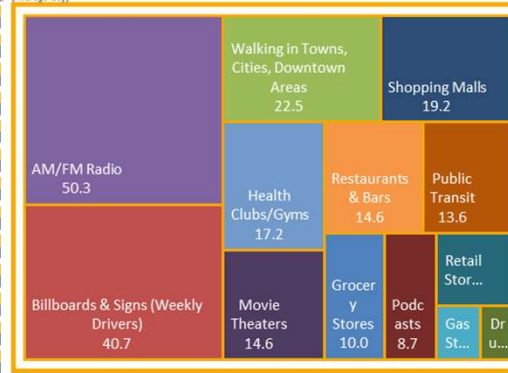
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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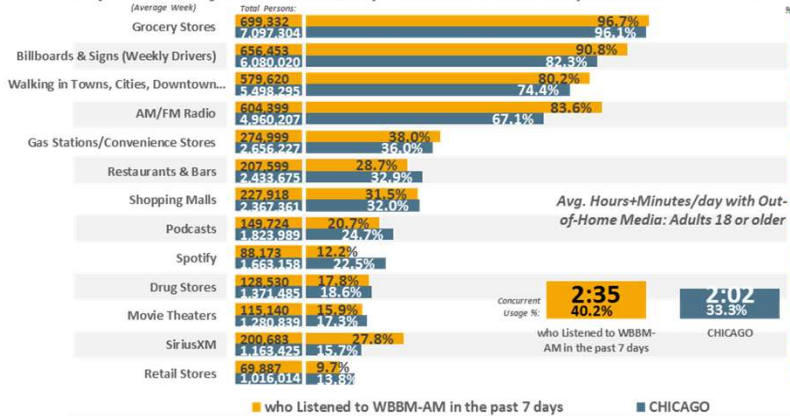
soefa.ai Share of Everything for Anything

(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)

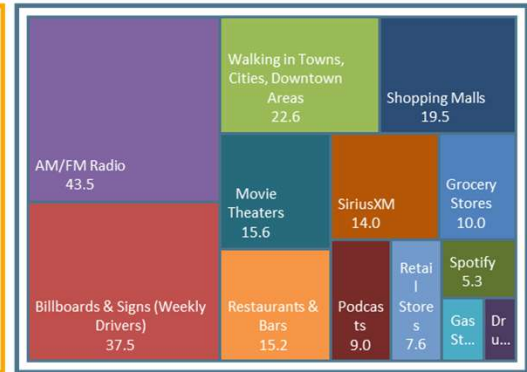


656,453 or 90.8% of Adults 18 or older who Listened to WBBM-AM in the past 7 days spend an average of 38.8 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 61.1 minutes/day.

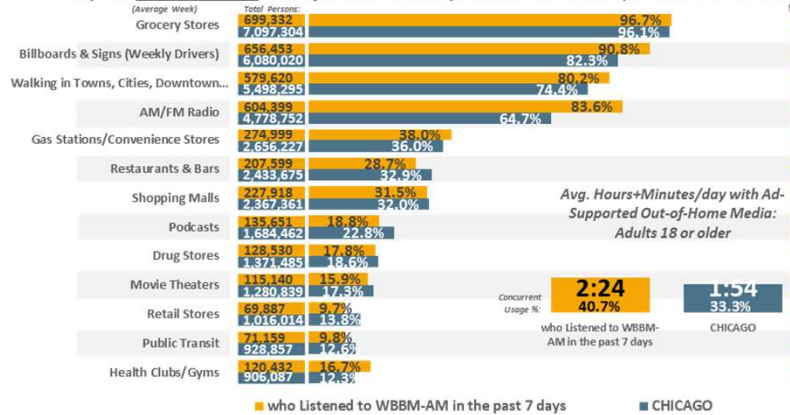
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



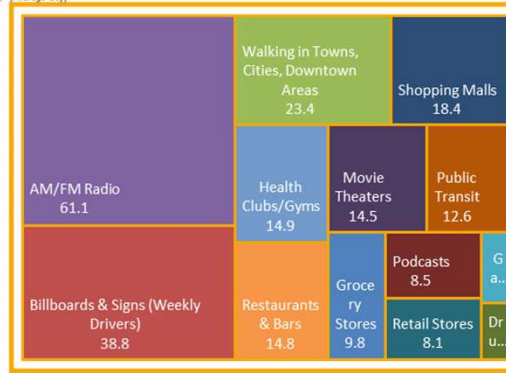
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



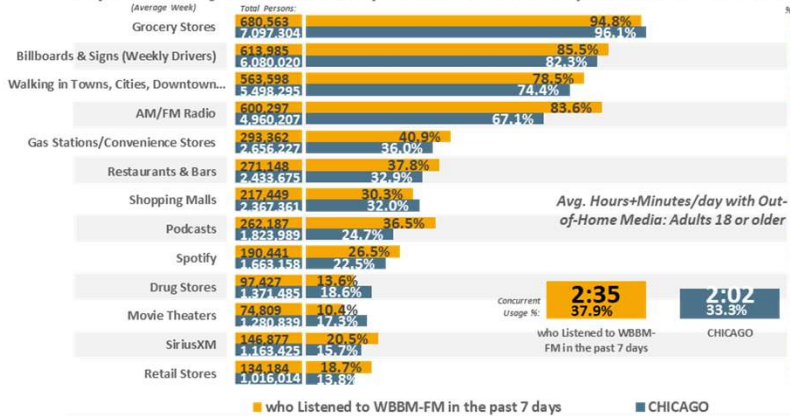
CHICAGO Metro Scarborough R1 2026: Feb25-Feb26 Qual Intab 387
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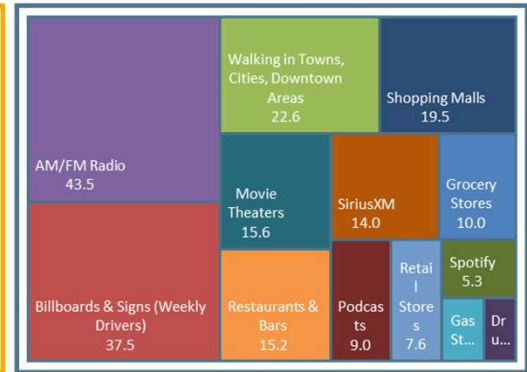
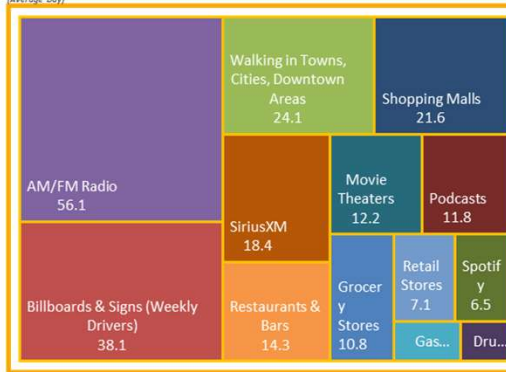


613,985 or 85.5% of Adults 18 or older who Listened to WBBM-FM in the past 7 days spend an average of 38.1 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 48.7 minutes/day.

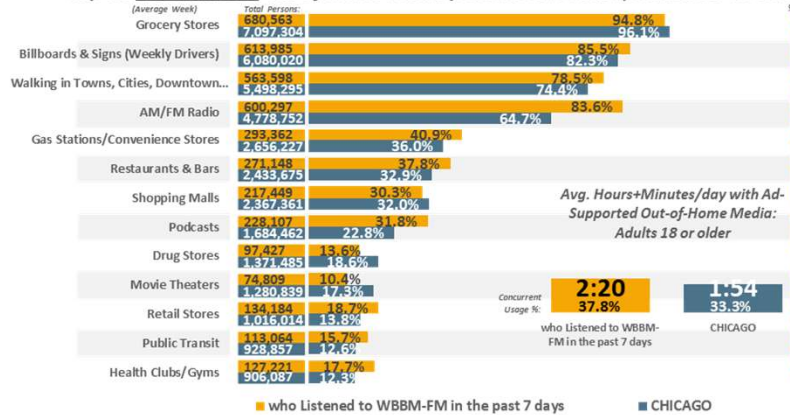
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



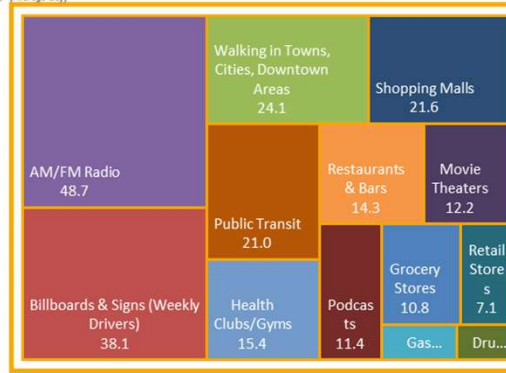
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



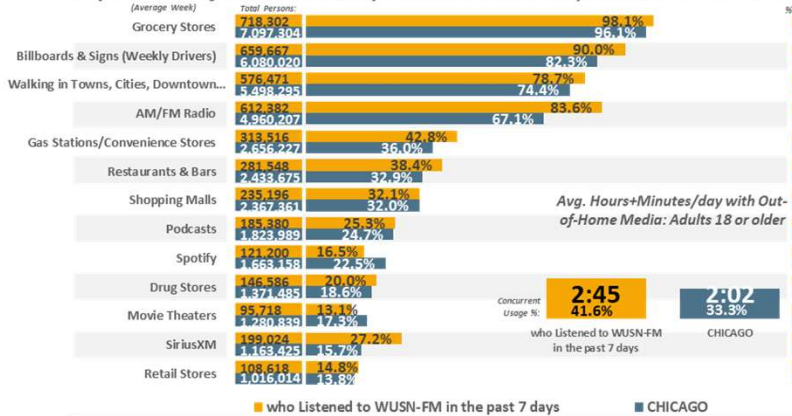
CHICAGO Metro Scarborough R1 2026: Feb25-Feb26 Qual Intab 393
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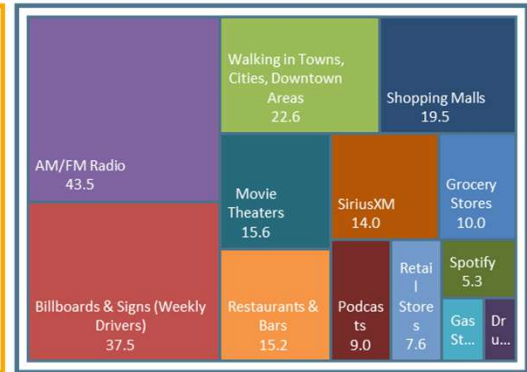
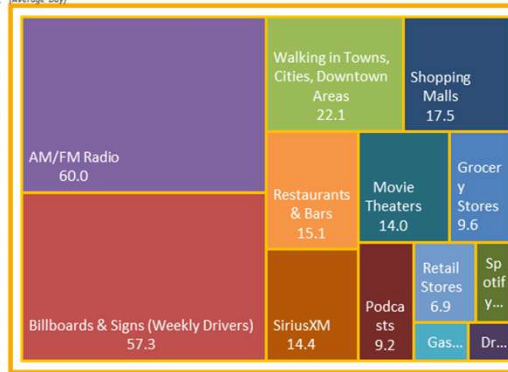


659,667 or 90.% of Adults 18 or older who Listened to WUSN-FM in the past 7 days spend an average of 57.3 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 53.2 minutes/day.

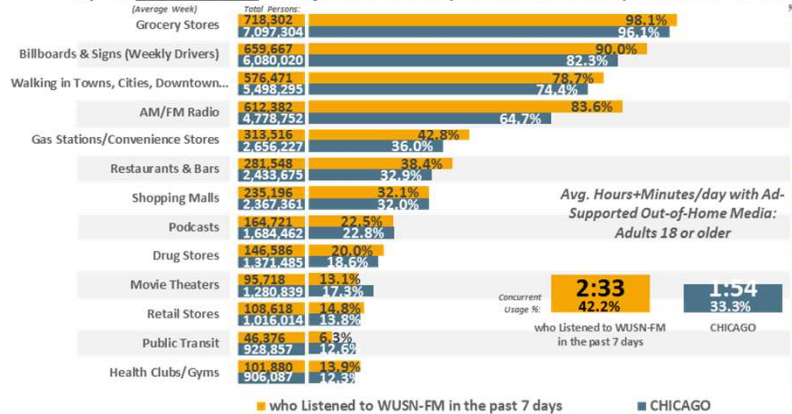
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



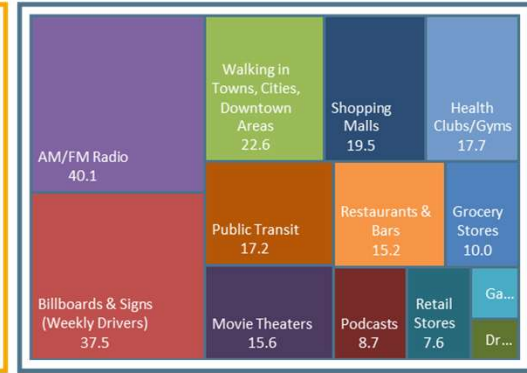
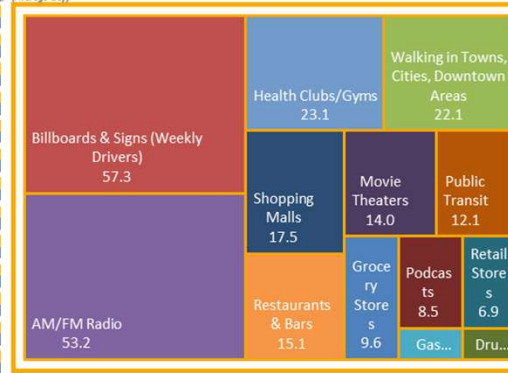
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



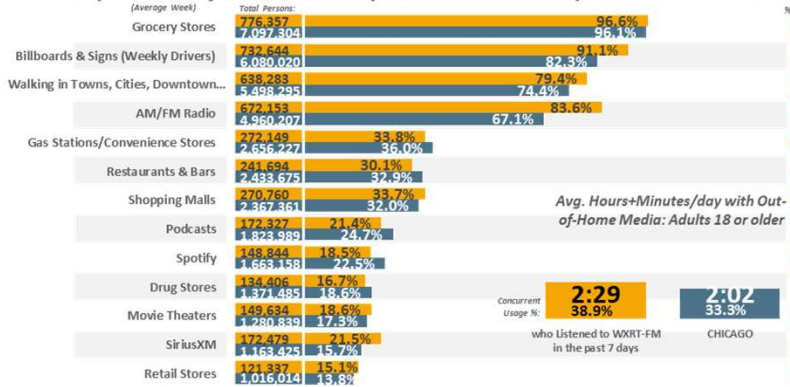
CHICAGO Metro Scarborough R1 2026: Feb25-Feb26 Qual Intab 431
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732,644 or 91.1% of Adults 18 or older who Listened to WXRT-FM in the past 7 days spend an average of 35.6 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 58.2 minutes/day.

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

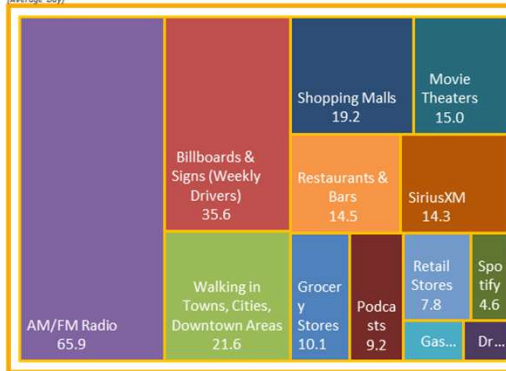


Avg. Hours+Minutes/day with Out-of-Home Media: Adults 18 or older

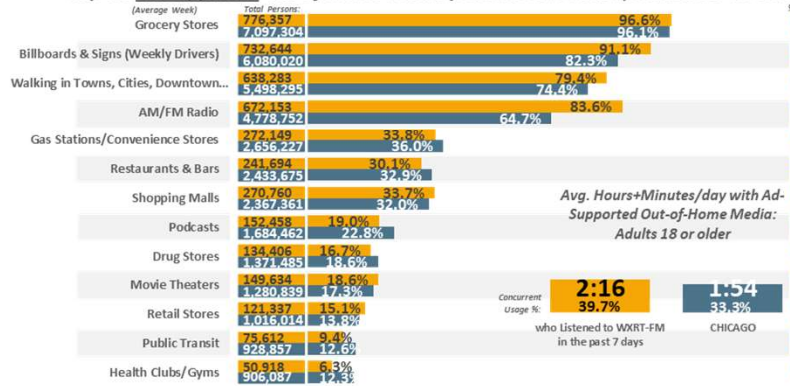
Concurrent Usage %: 2:29 38.9% who Listened to WXRT-FM in the past 7 days

2:02 33.3% CHICAGO

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

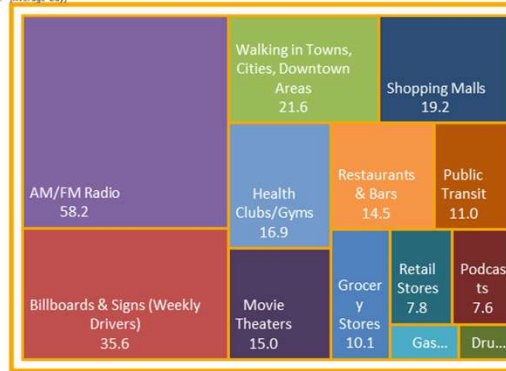


Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 18 or older

Concurrent Usage %: 2:16 39.7% who Listened to WXRT-FM in the past 7 days

1:54 33.3% CHICAGO

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



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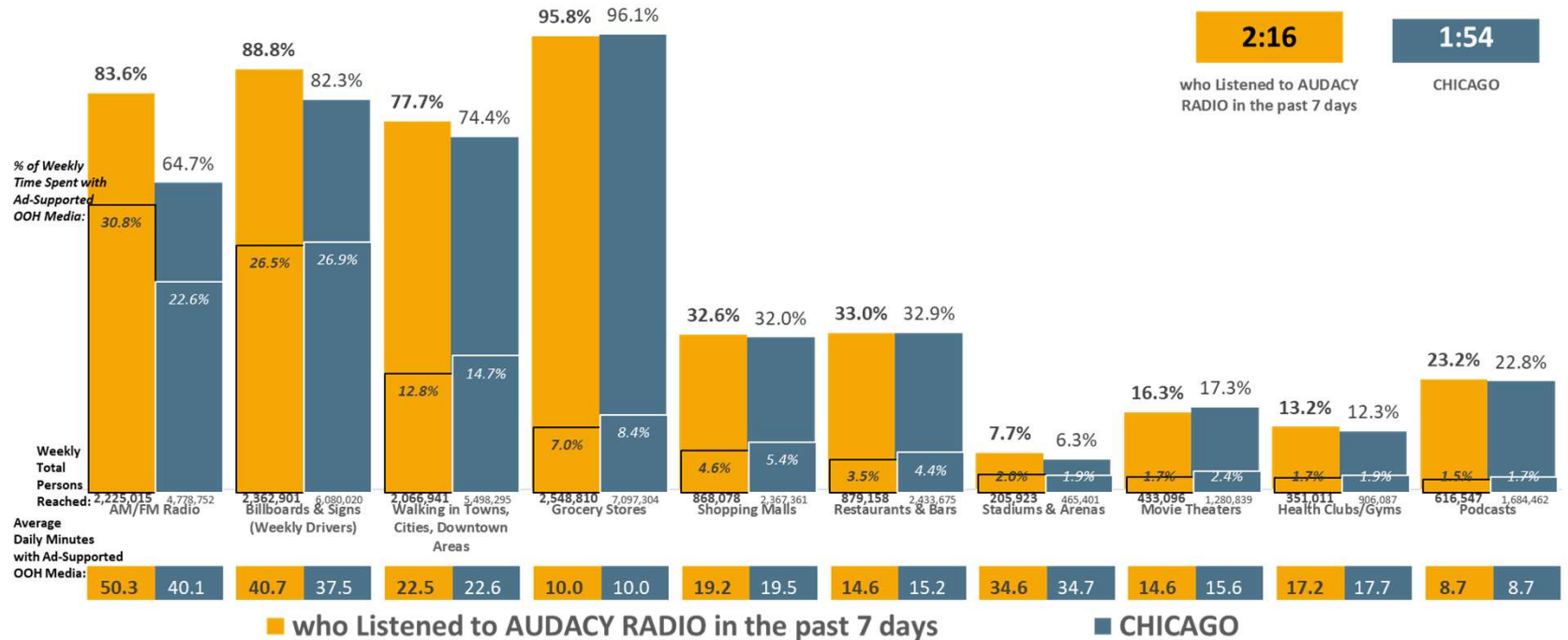


2,362,901 or 88.8% of Adults 18 or older who Listened to AUDACY RADIO in the past 7 days spend an average of 40.7 minutes per day driving, seeing Billboards and Signs representing 26.5% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



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CHICAGO Metro Scarborough R1 2026: Feb25-Feb26 Qual Intab 3,973

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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)

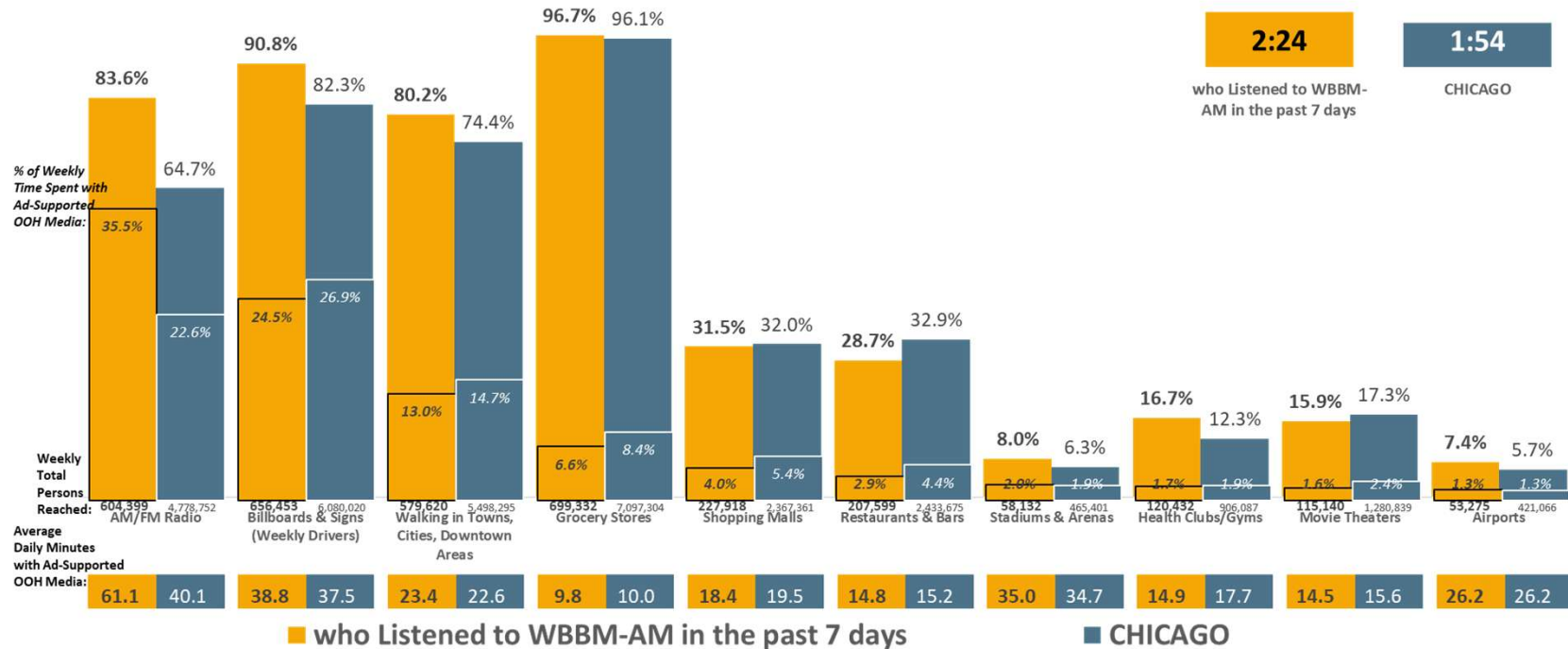


656,453 or 90.8% of Adults 18 or older who Listened to WBBM-AM in the past 7 days spend an average of 38.8 minutes per day driving, seeing Billboards and Signs representing 24.5% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly
Reach %

"Share of Ad-Supported OOH Media"



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CHICAGO Metro Scarborough R1 2026: Feb25-Feb26 Qual Intab 3,973

soefa.ai Share of Everything for Anything

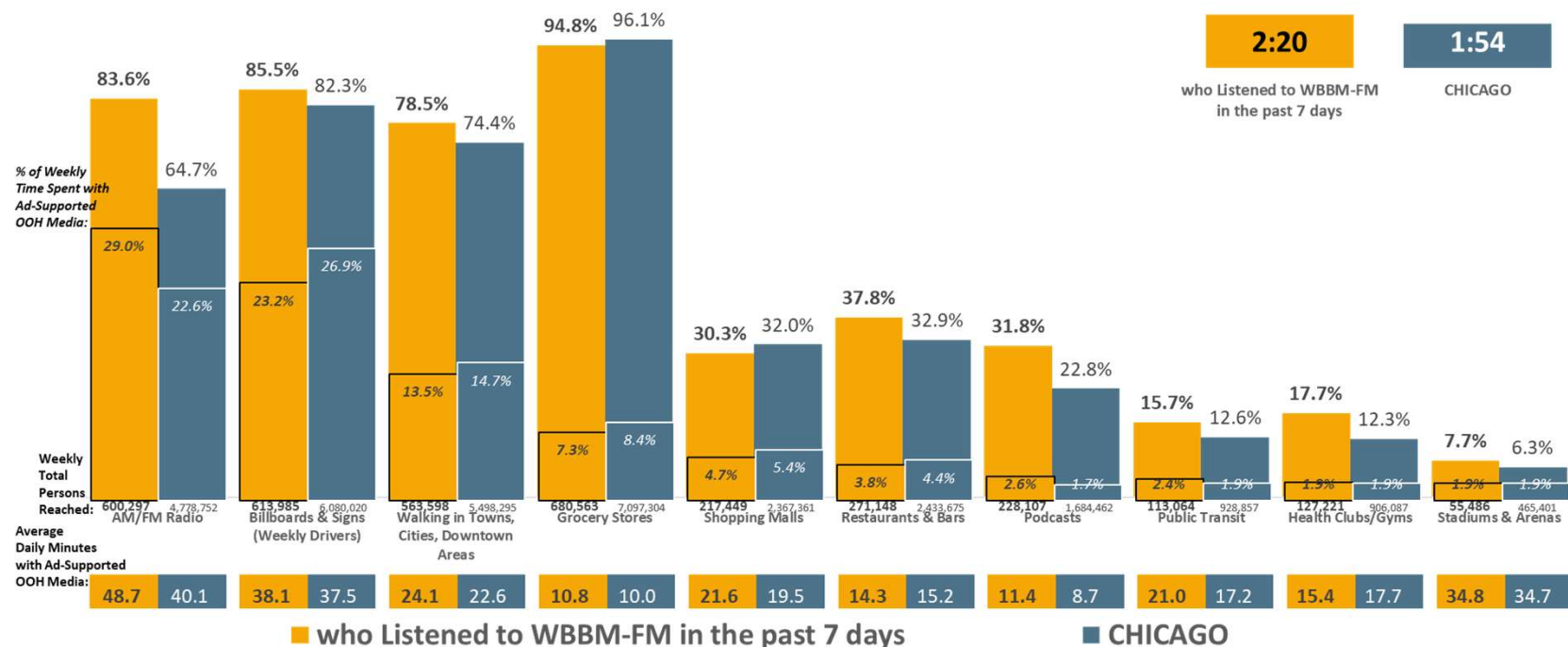


613,985 or 85.5% of Adults 18 or older who Listened to WBBM-FM in the past 7 days spend an average of 38.1 minutes per day driving, seeing Billboards and Signs representing 23.2% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly
Reach %

"Share of Ad-Supported OOH Media"



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CHICAGO Metro Scarborough R1 2026: Feb25-Feb26 Qual Intab 3,973

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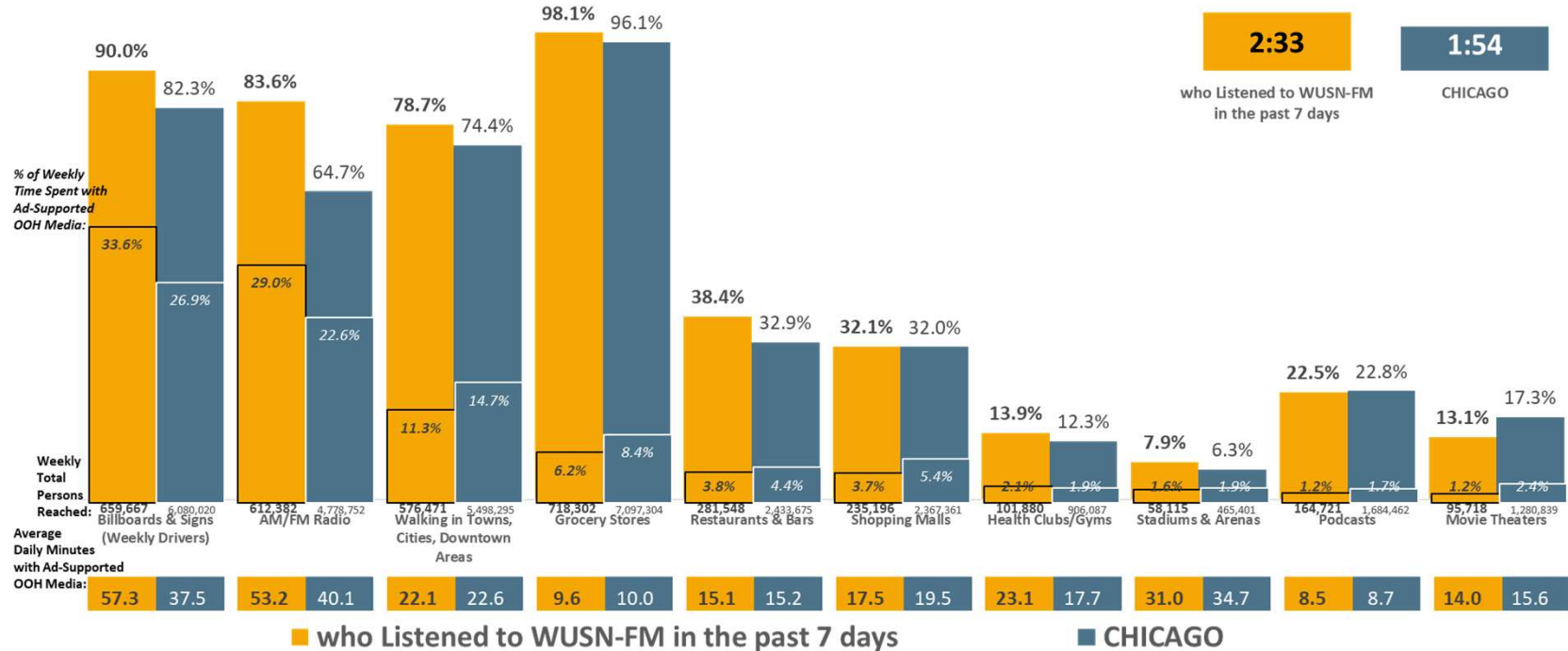


659,667 or 90.0% of Adults 18 or older who Listened to WUSN-FM in the past 7 days spend an average of 57.3 minutes per day driving, seeing Billboards and Signs representing 33.6% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly
Reach %

"Share of Ad-Supported OOH Media"



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CHICAGO Metro Scarborough R1 2026: Feb25-Feb26 Qual Intab 3,973

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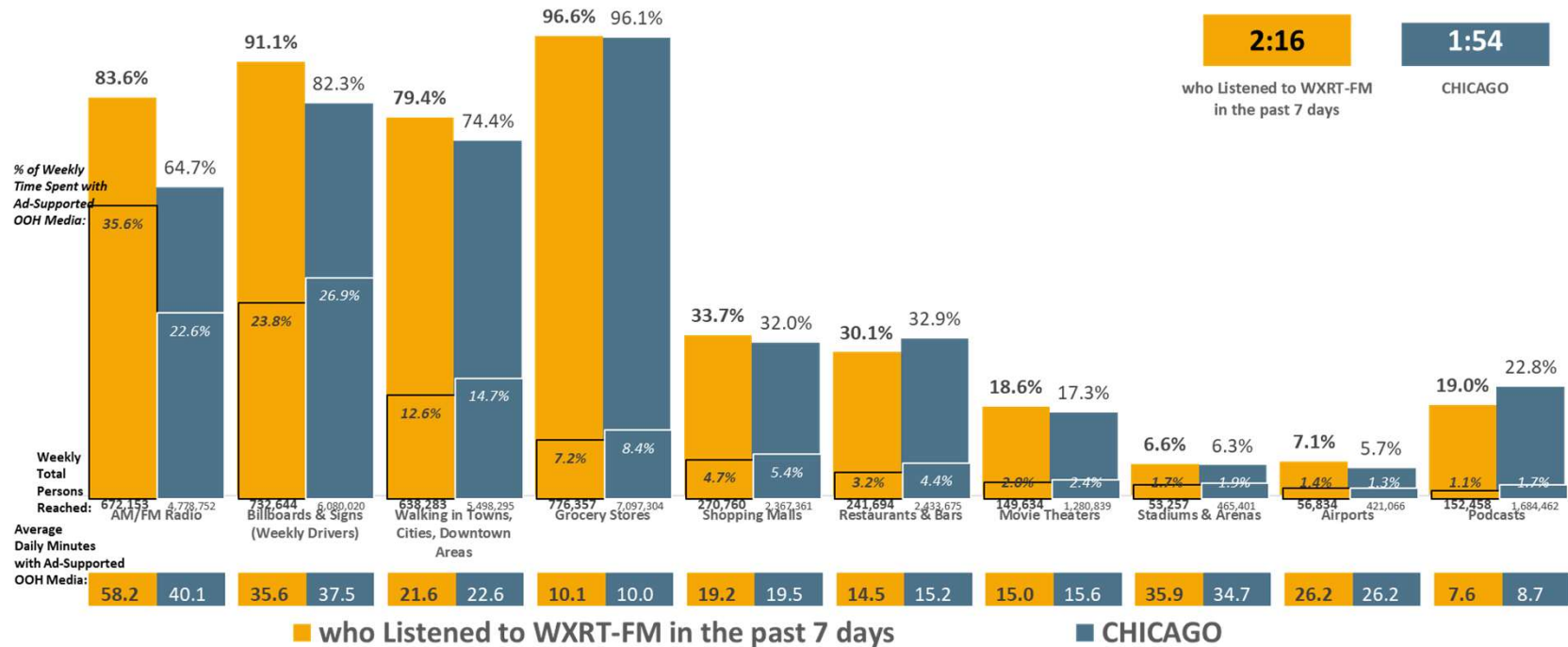


732,644 or 91.1% of Adults 18 or older who Listened to WXRT-FM in the past 7 days spend an average of 35.6 minutes per day driving, seeing Billboards and Signs representing 23.8% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



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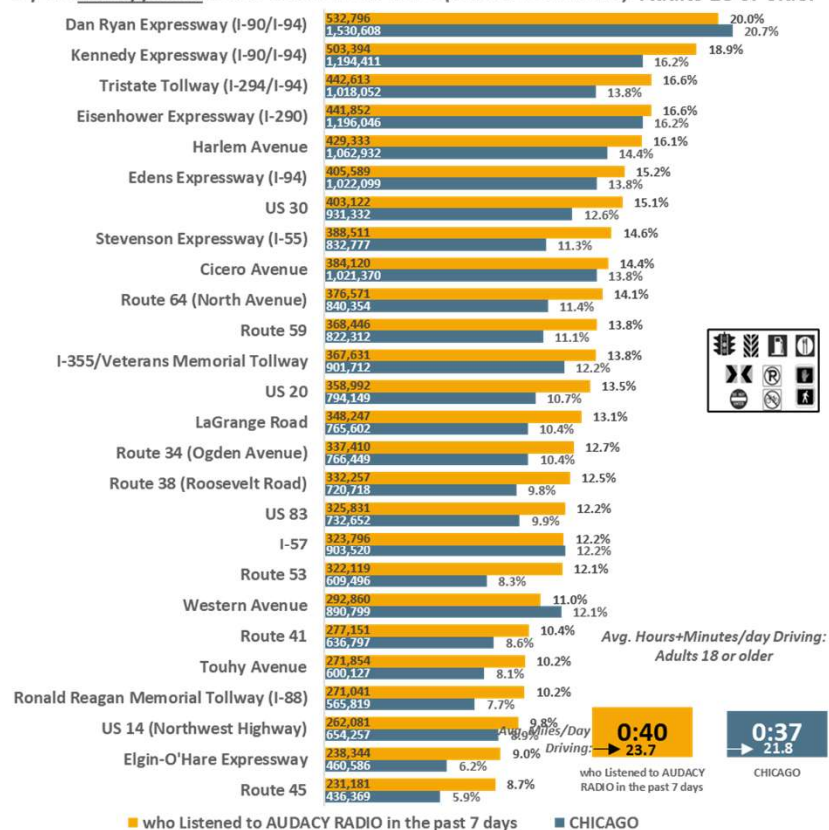
CHICAGO Metro Scarborough R1 2026: Feb25-Feb26 Qual Intab 3,973

soefa.ai Share of Everything for Anything

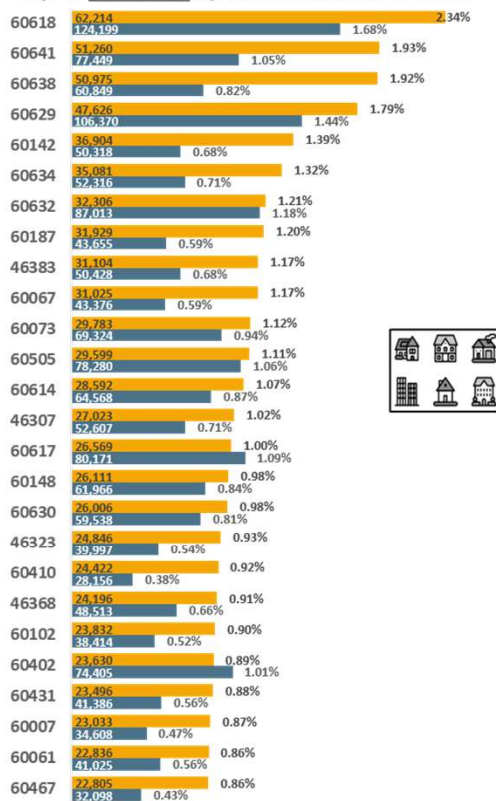


2,362,901 or 88.8% of Adults 18 or older who Listened to AUDACY RADIO in the past 7 days spend an average of 40.7 minutes per day driving an average of 23.7 miles each day and are 46.7% more likely to use Route 53 than the Metro average.

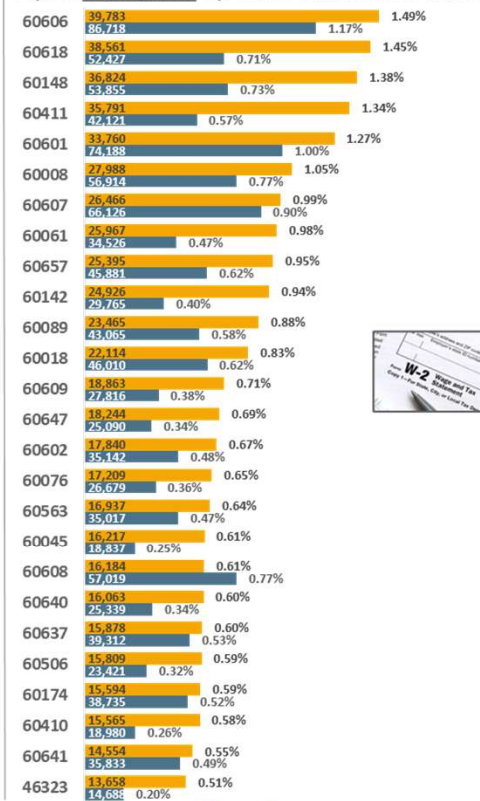
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



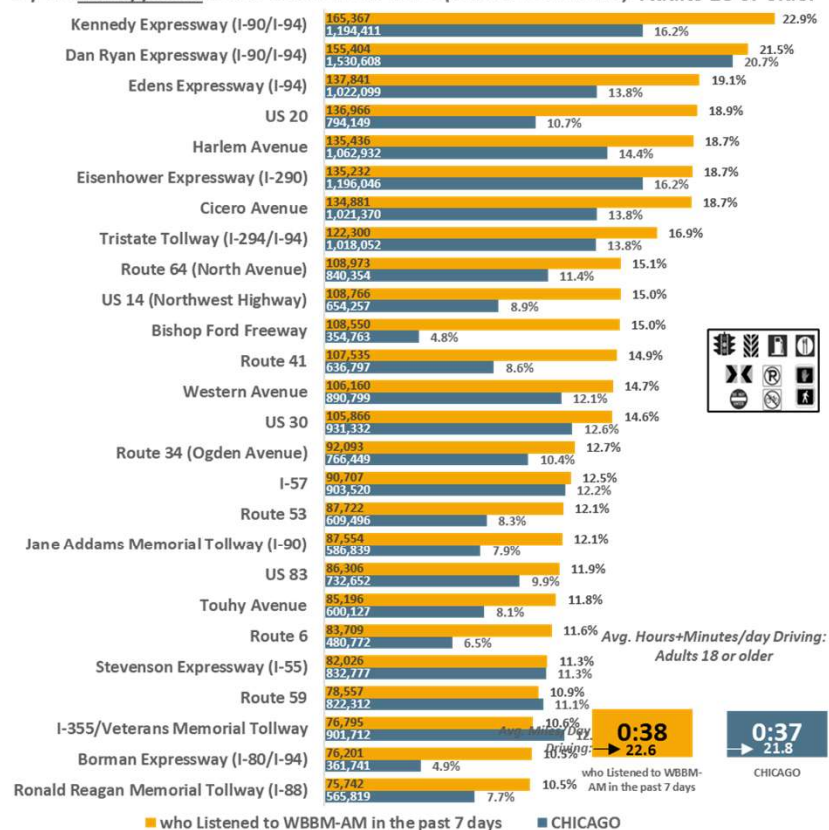
Top-26 Employment Zip Codes: Adults 18 or older



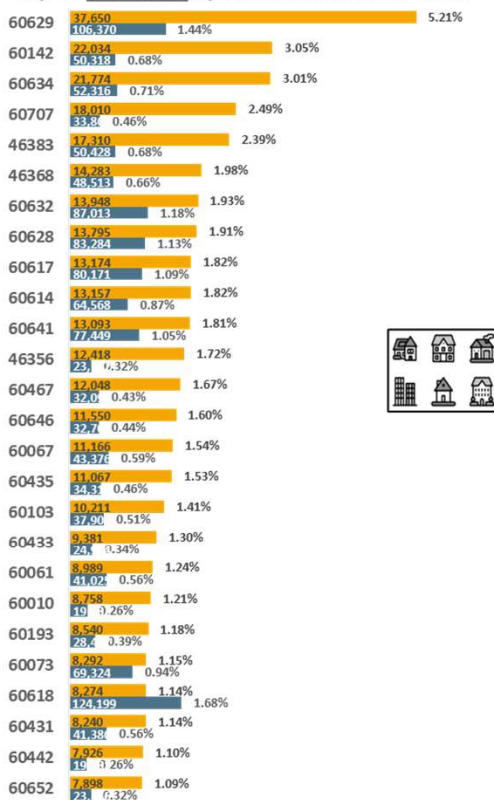


656,453 or 90.8% of Adults 18 or older who Listened to WBBM-AM in the past 7 days spend an average of 38.8 minutes per day driving an average of 22.6 miles each day and are 212.6% more likely to use Bishop Ford Freeway than the Metro average.

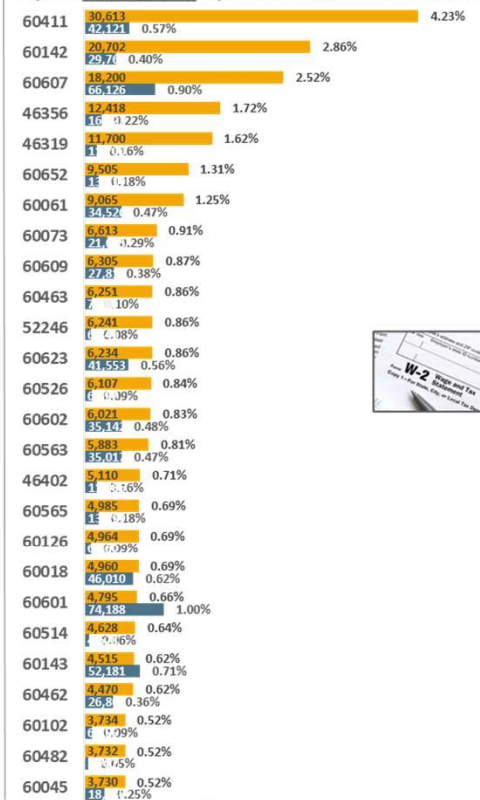
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



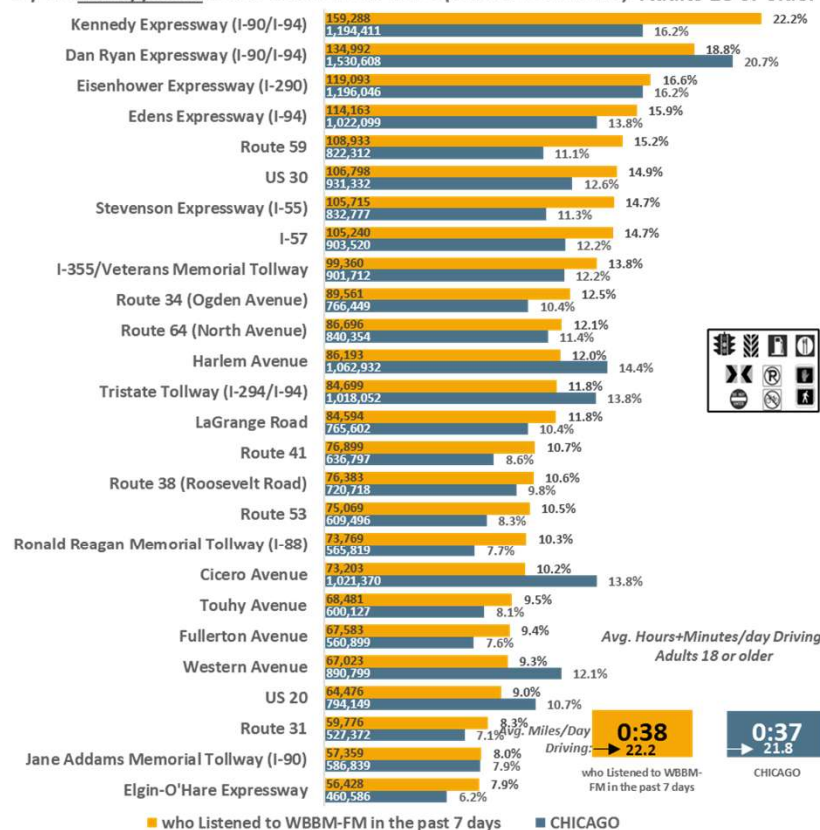
Top-26 Employment Zip Codes: Adults 18 or older



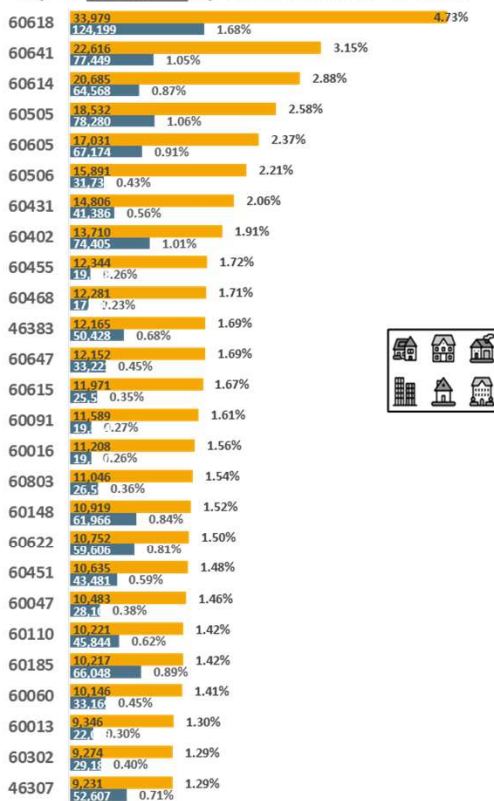


613,985 or 85.5% of Adults 18 or older who Listened to WBBM-FM in the past 7 days spend an average of 38.1 minutes per day driving an average of 22.2 miles each day and are 37.2% more likely to use Kennedy Expressway (I-90/I-94) than the Metro average.

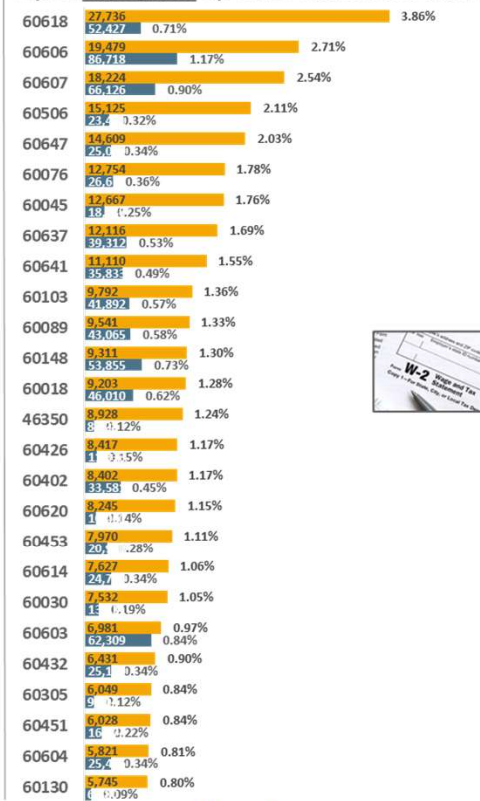
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



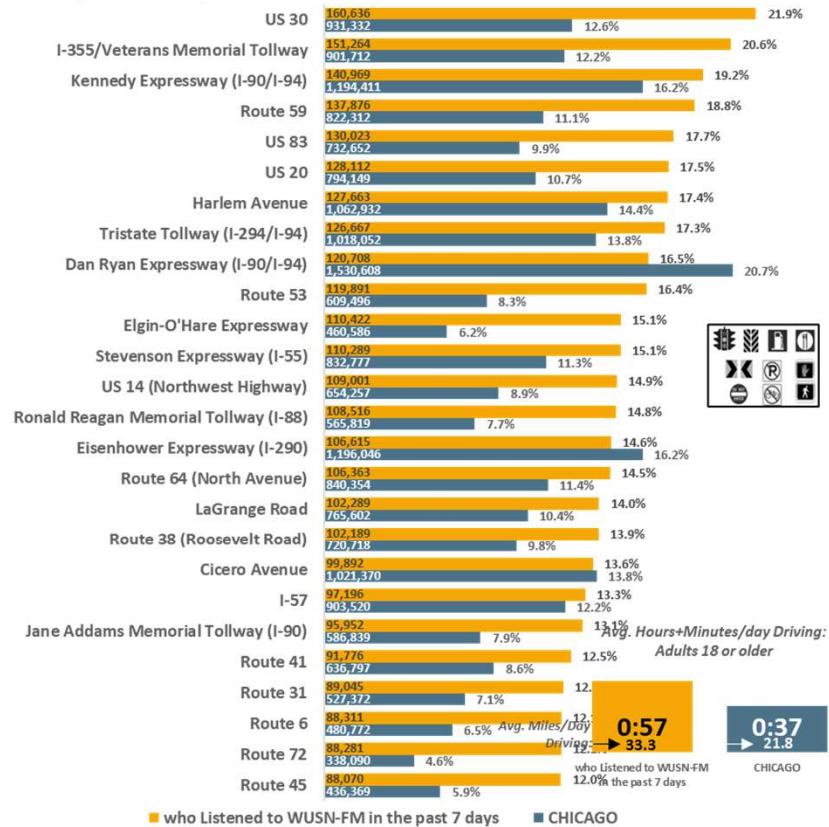
Top-26 Employment Zip Codes: Adults 18 or older





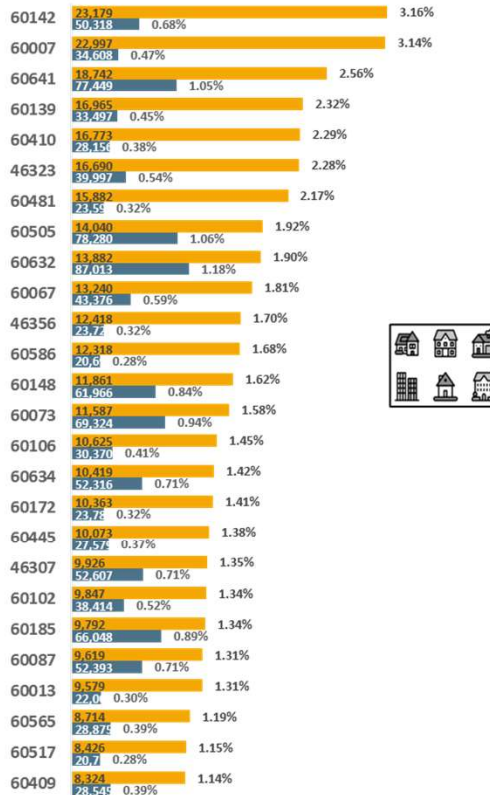
659,667 or 90.0% of Adults 18 or older who Listened to WUSN-FM in the past 7 days spend an average of 57.3 minutes per day driving an average of 33.3 miles each day and are 141.8% more likely to use Elgin-O'Hare Expressway than the Metro average.

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

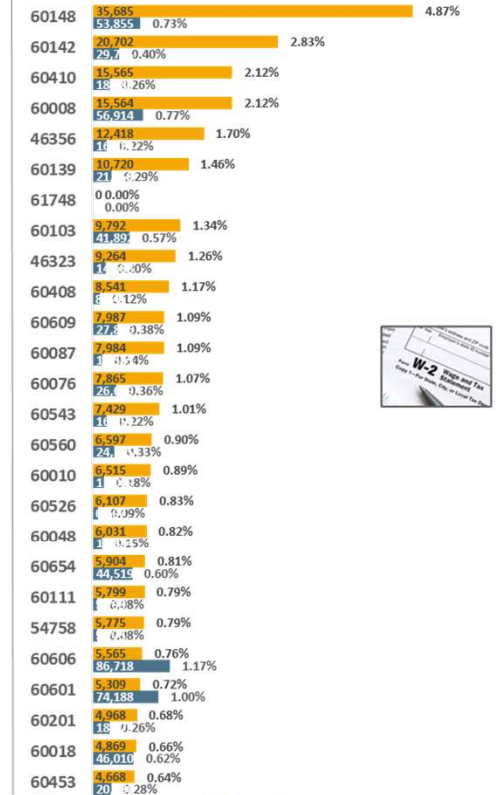


Avg. Hours+Minutes/day Driving:
Adults 18 or older
0:57
33.3
0:37
21.8
CHICAGO

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older

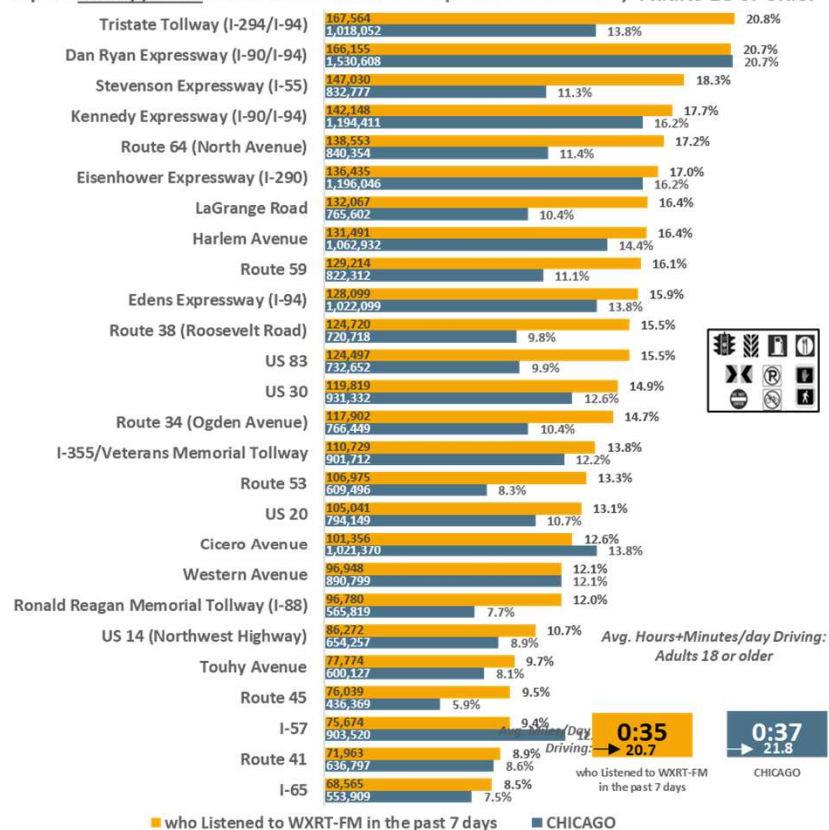


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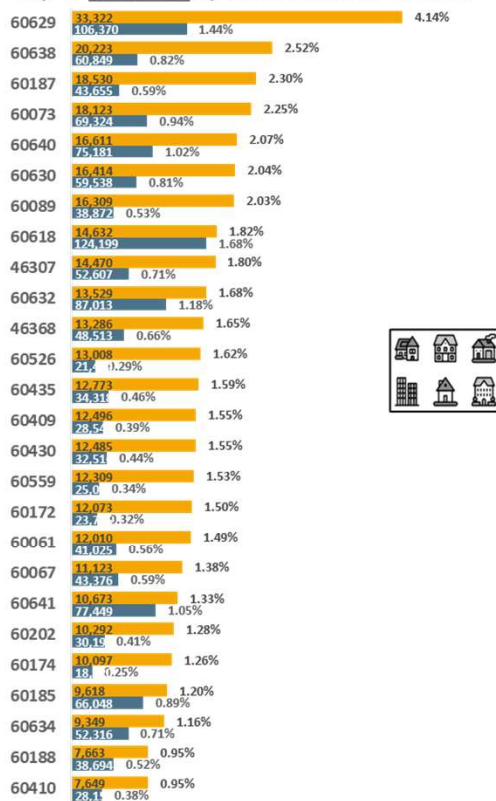


732,644 or 91.1% of Adults 18 or older who Listened to WXRT-FM in the past 7 days spend an average of 35.6 minutes per day driving an average of 20.7 miles each day and are 62.2% more likely to use Stevenson Expressway (I-55) than the Metro average.

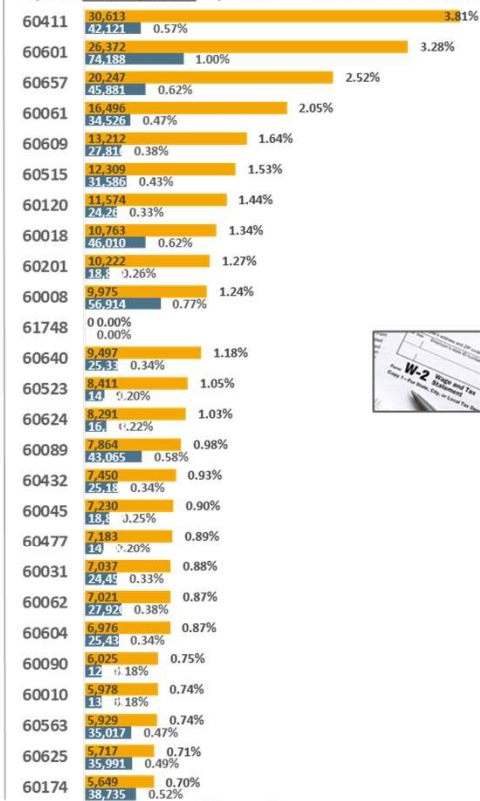
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



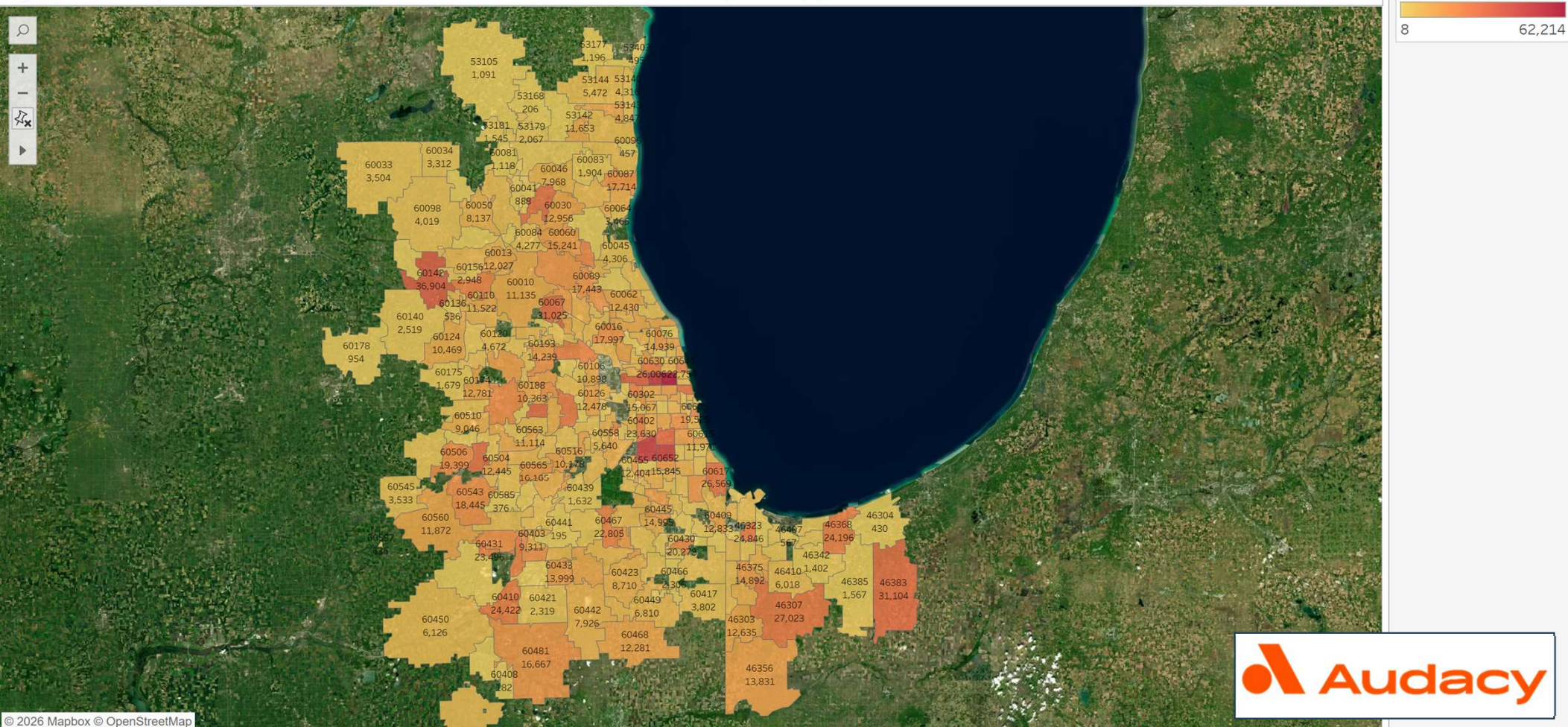
Top-26 Residential Zip Codes: Adults 18 or older



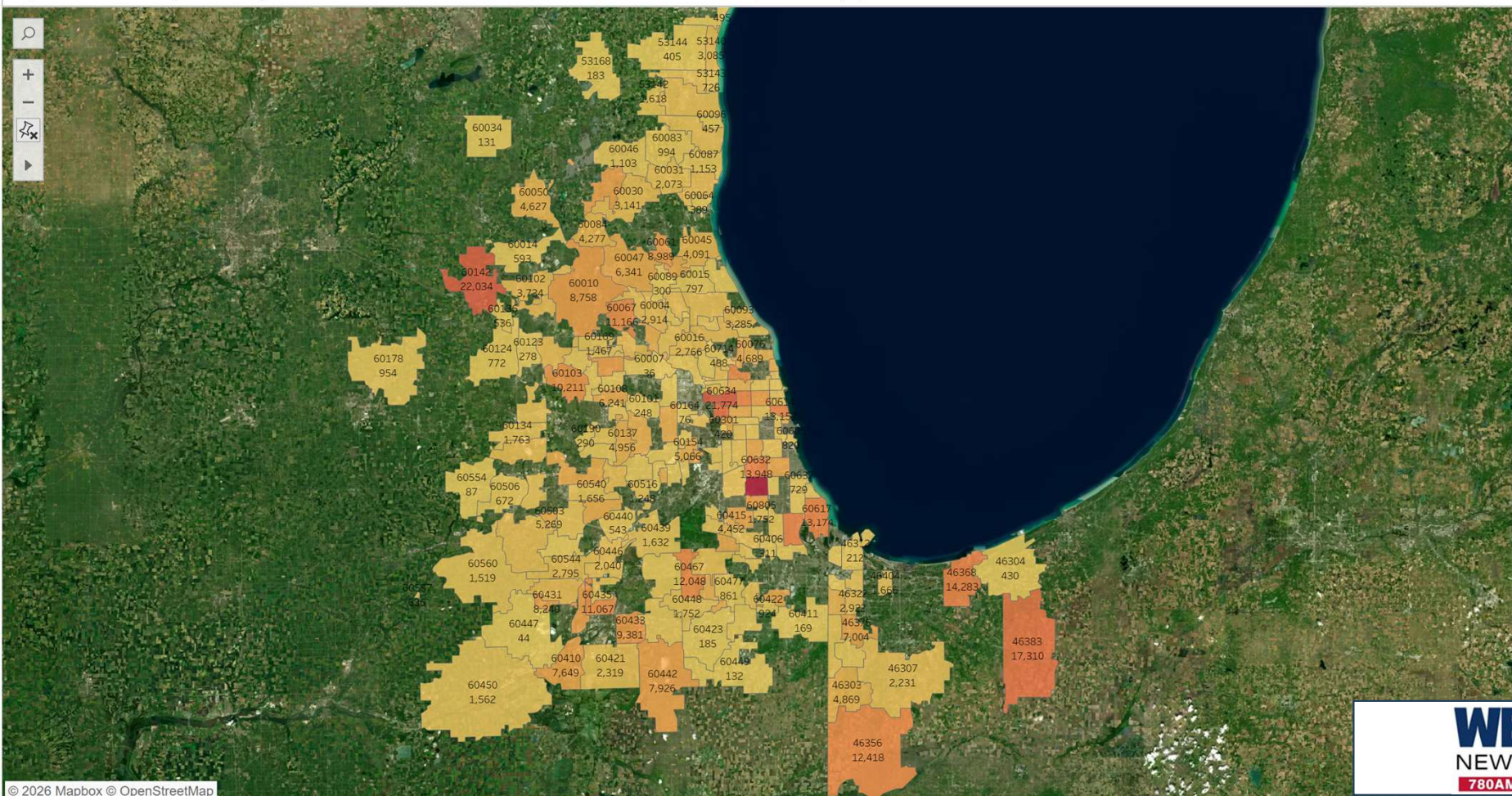
Top-26 Employment Zip Codes: Adults 18 or older



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



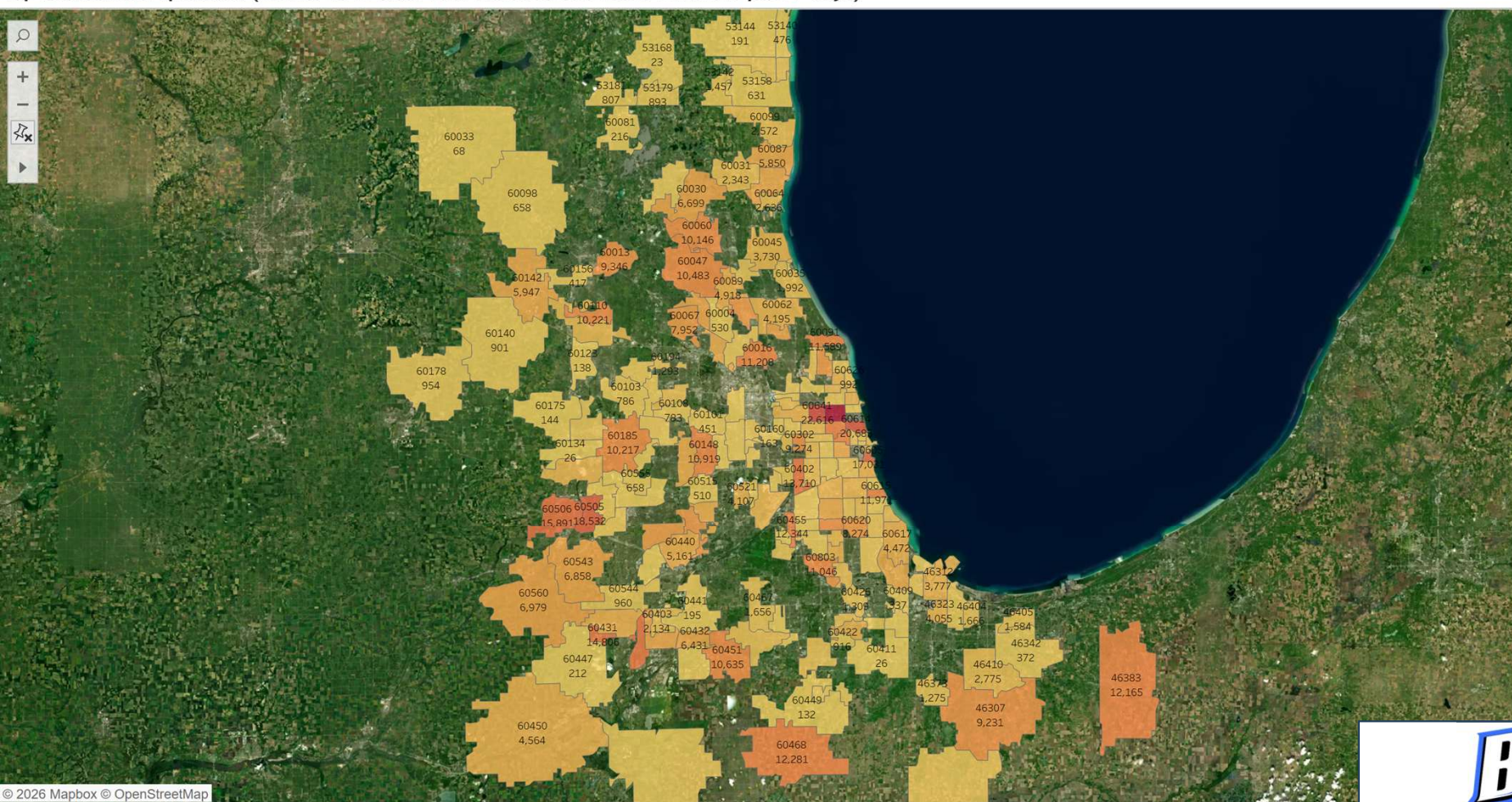
Top Residential Zip Codes: (Adults 18 or older who Listened to WBBM-AM in the past 7 days)



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WBBM
NEWSRADIO
780AM • 105.9FM

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



SUM(Adults 18 or older...



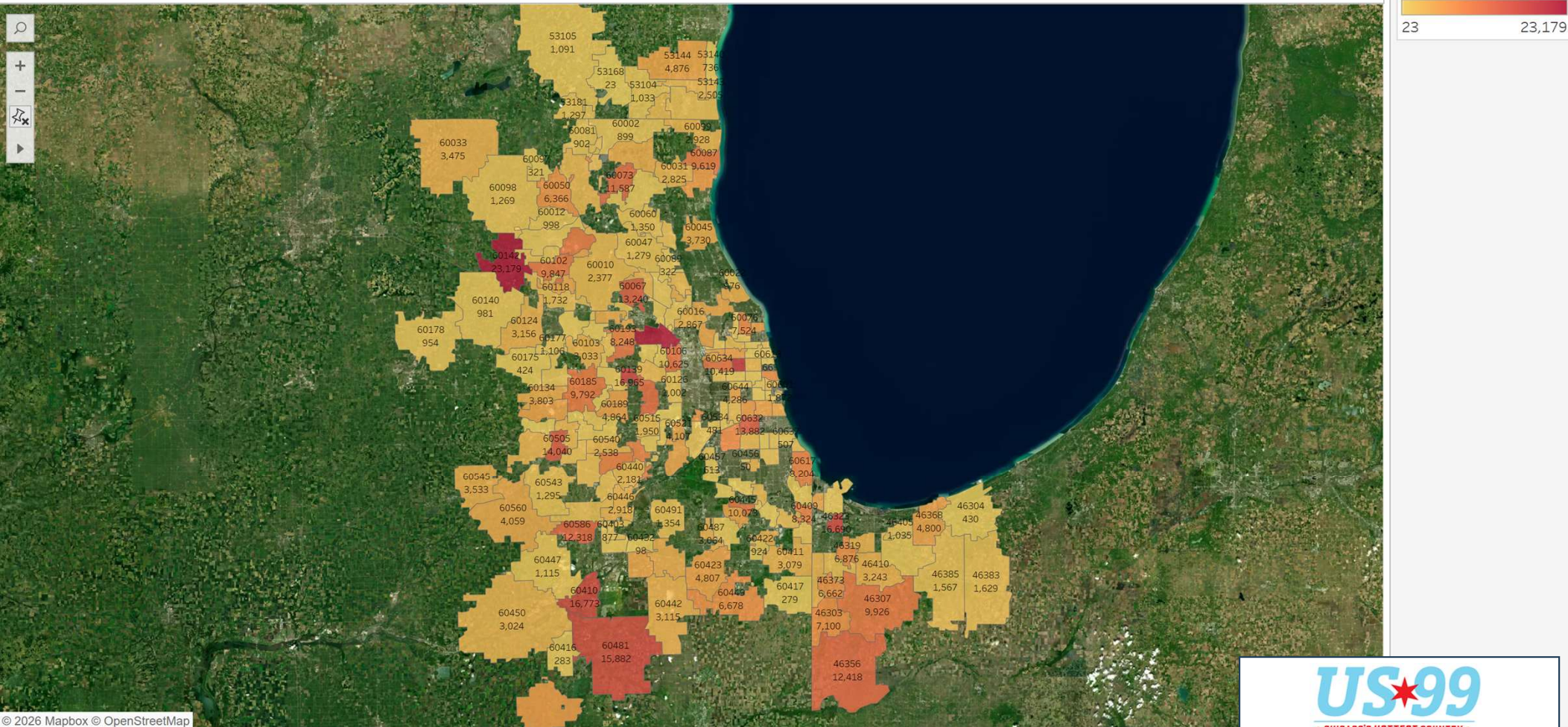
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Radio Stations: WBBM-FM

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

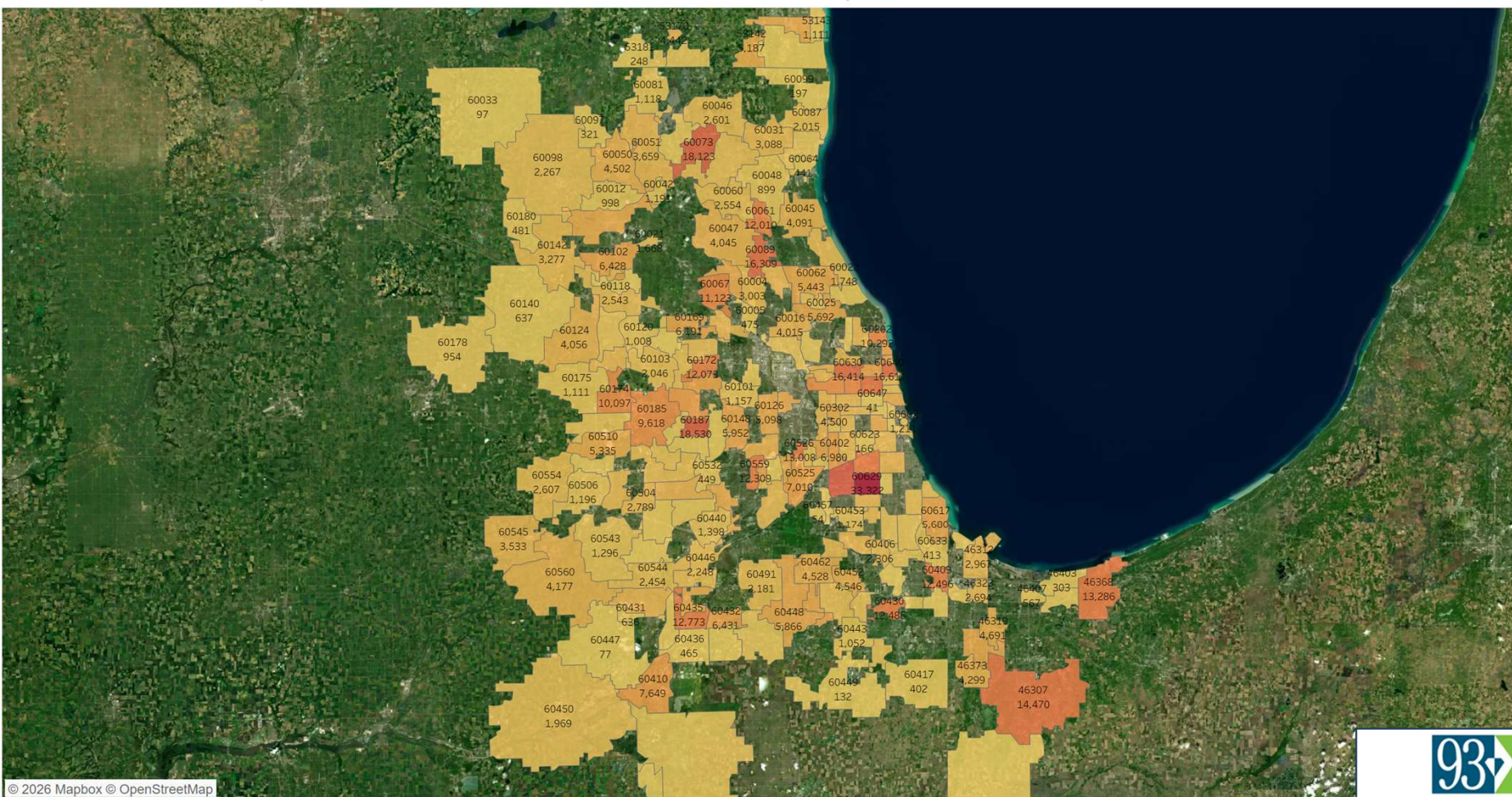


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Radio Stations: WUSN-FM

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



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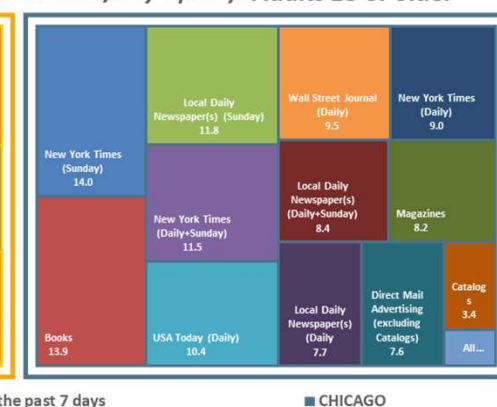
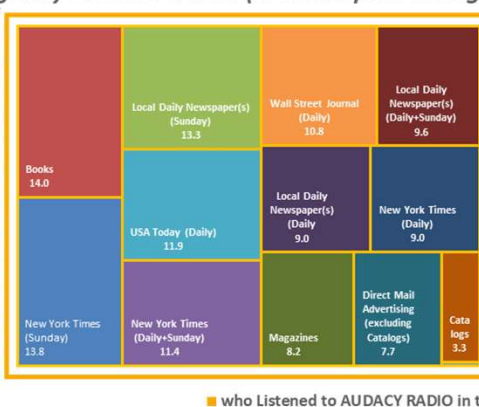
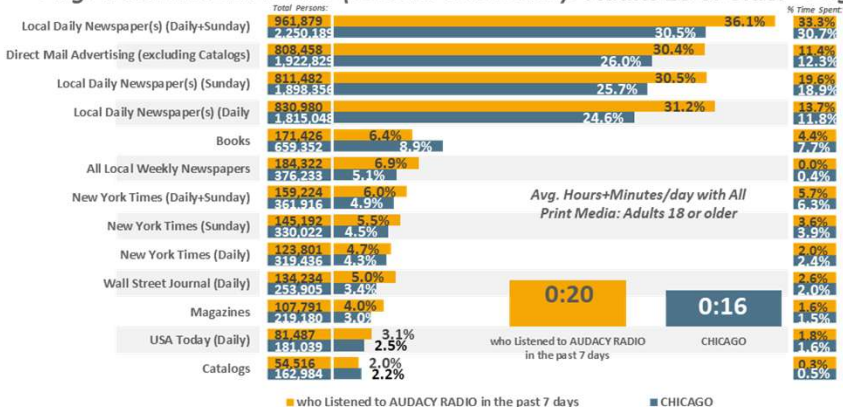
Radio Stations: WXRT-FM

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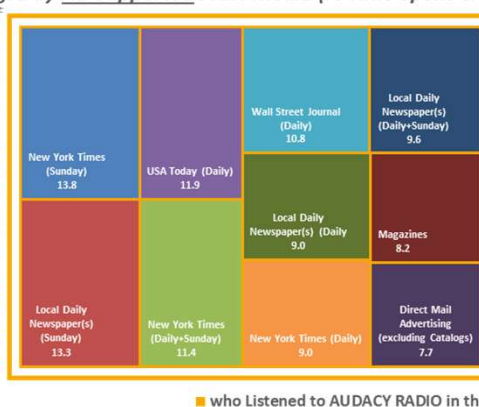
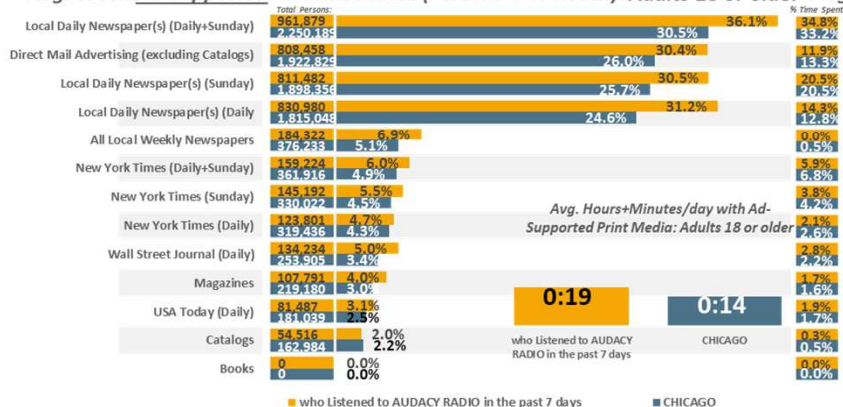


961,879 or 36.1% of Adults 18 or older who Listened to AUDACY RADIO in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.6 minutes every day representing 34.8% of all time spent daily with All forms of Print Media.

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 R1 2026: Feb25-Feb26 Qual Intab 1,529
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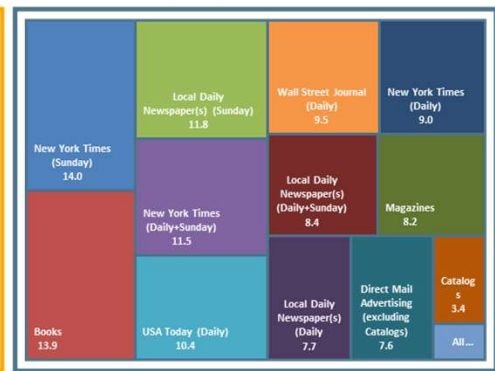
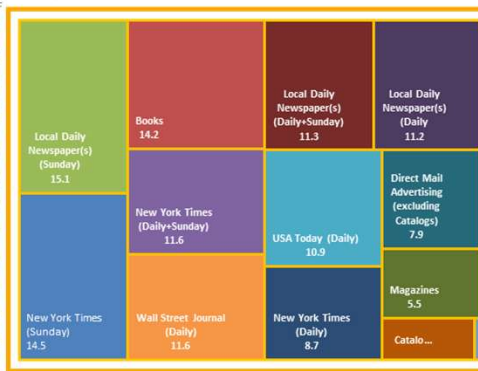
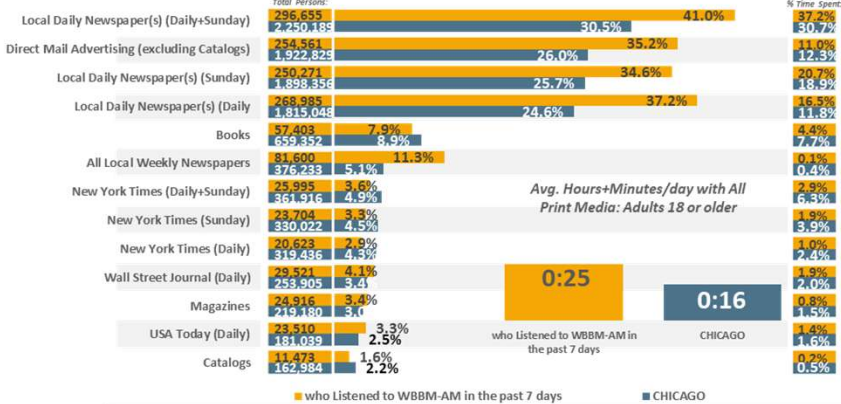
soefa.ai Share of Everything for Anything

(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)

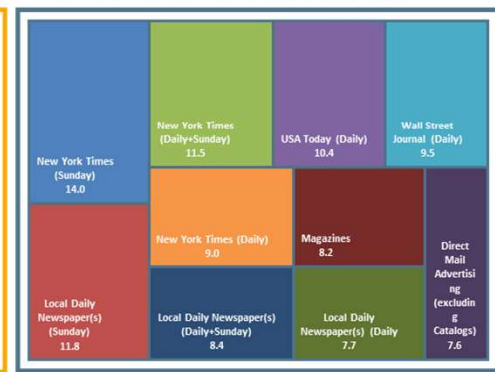
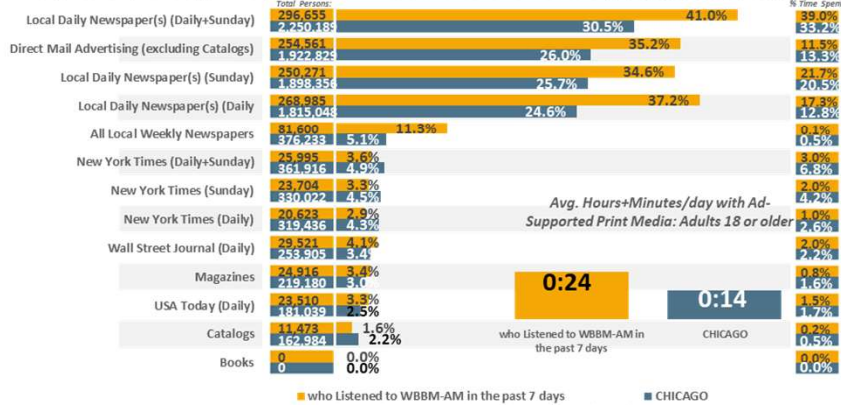


296,655 or 41.% of Adults 18 or older who Listened to WBBM-AM in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 11.3 minutes every day representing 39.% of all time spent daily with All forms of Print Media.

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**



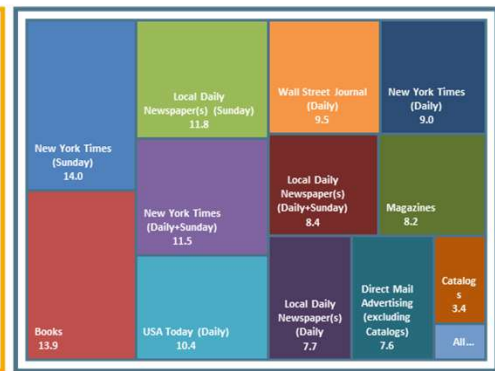
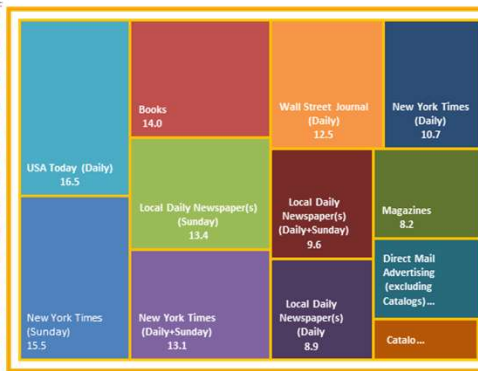
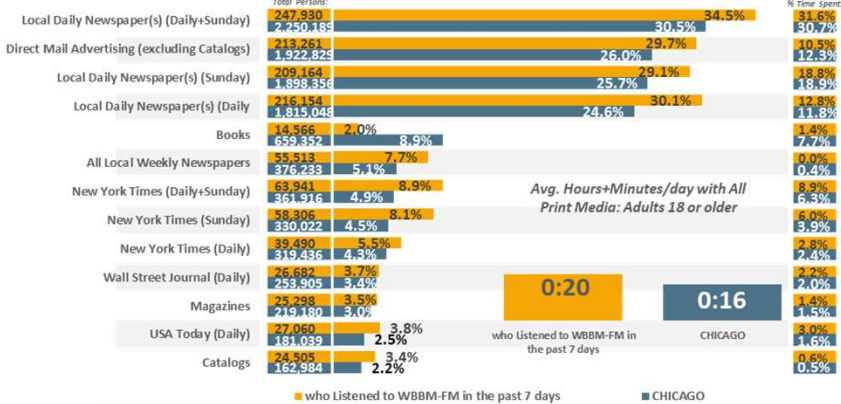
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



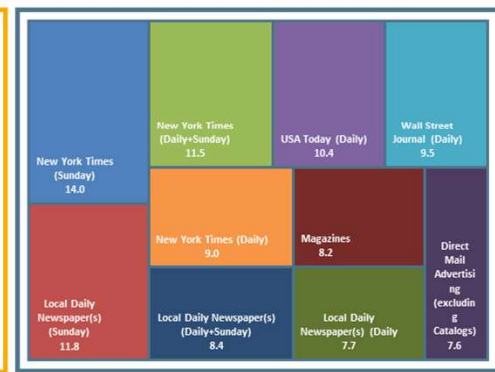
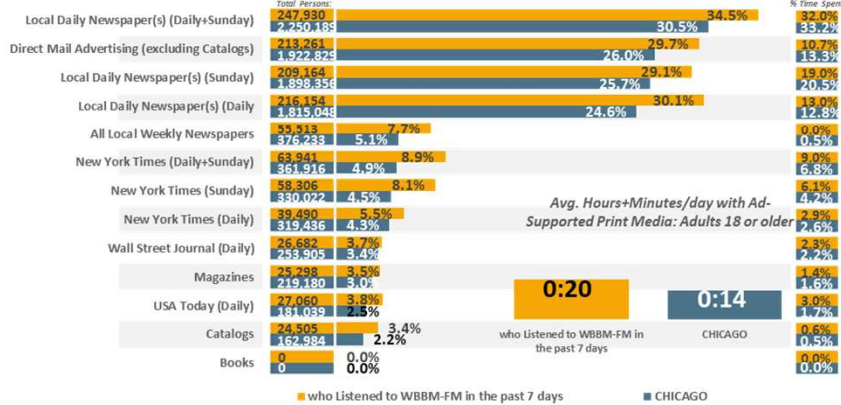


247,930 or 34.5% of Adults 18 or older who Listened to WBBM-FM in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.6 minutes every day representing 32.% of all time spent daily with All forms of Print Media.

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**



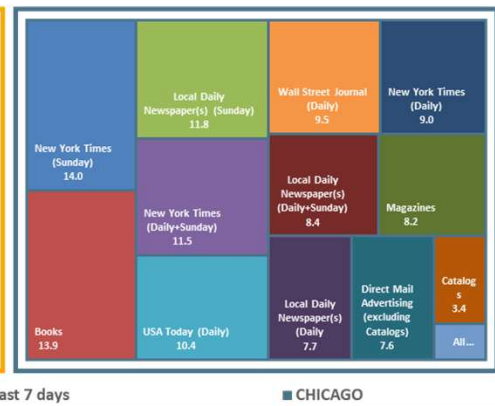
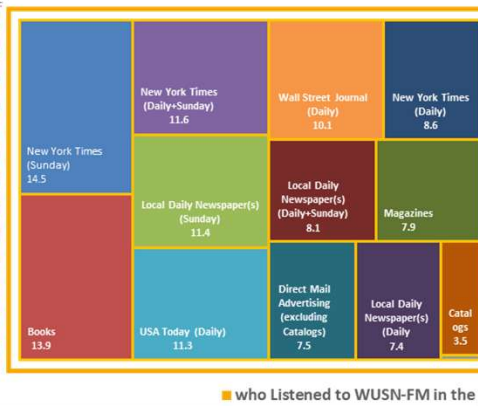
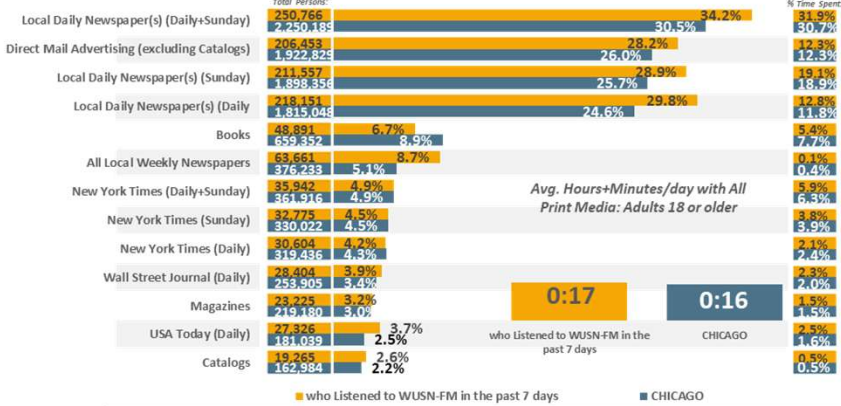
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



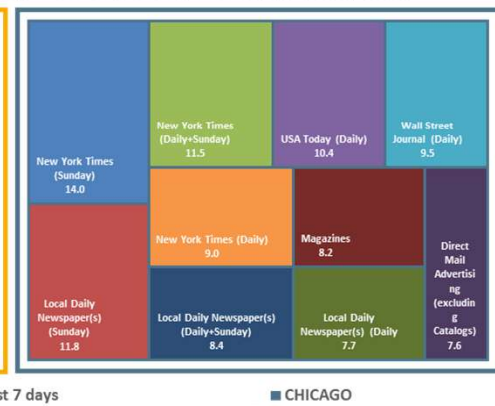
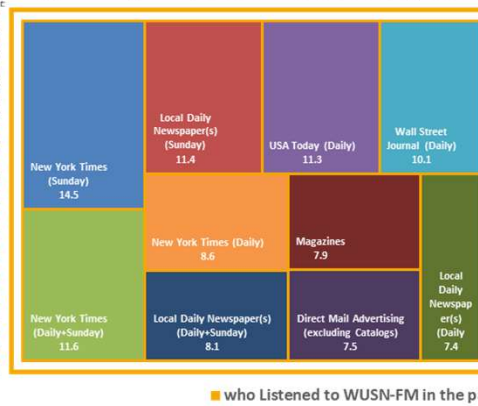
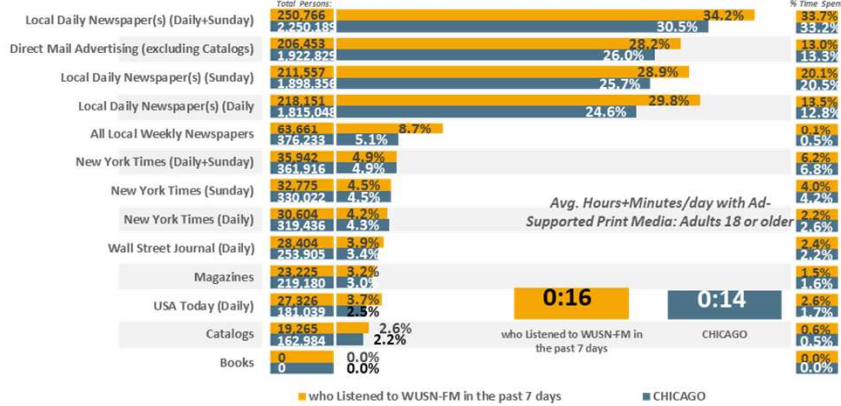


250,766 or 34.2% of Adults 18 or older who Listened to WUSN-FM in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.1 minutes every day representing 33.7% of all time spent daily with All forms of Print Media.

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



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



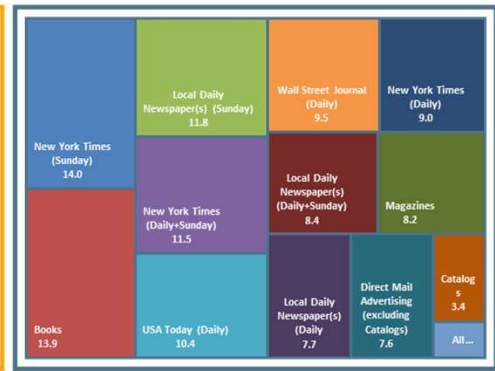
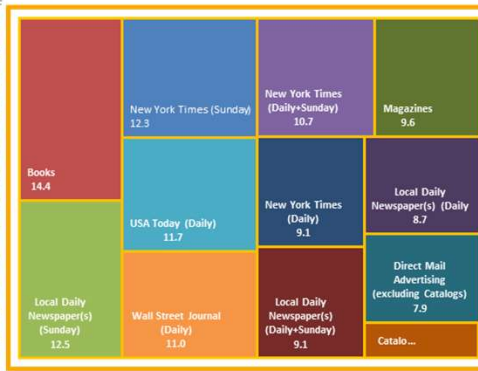
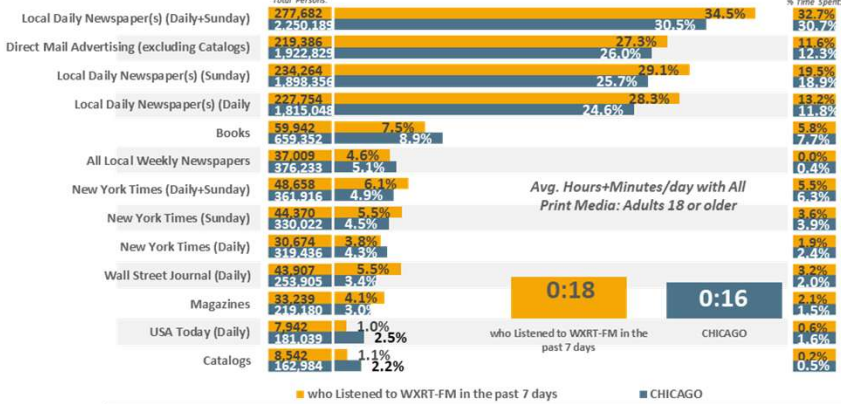
CHICAGO Metro Scarborough R1 2026: Feb25-Feb26 Qual Intab 431
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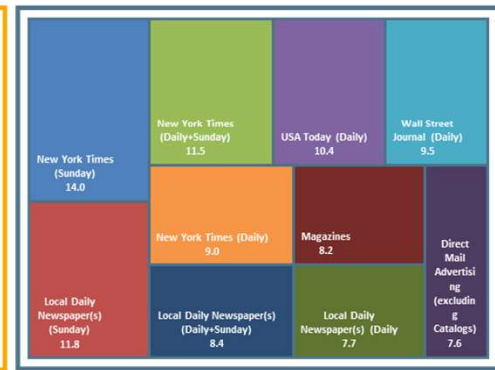
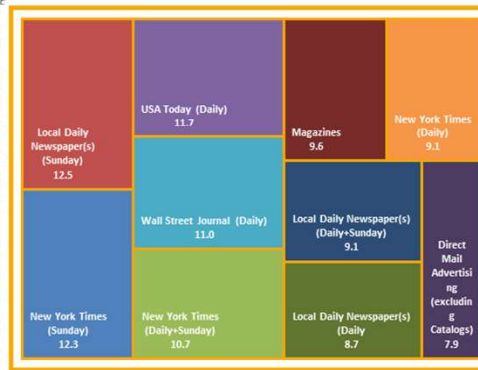
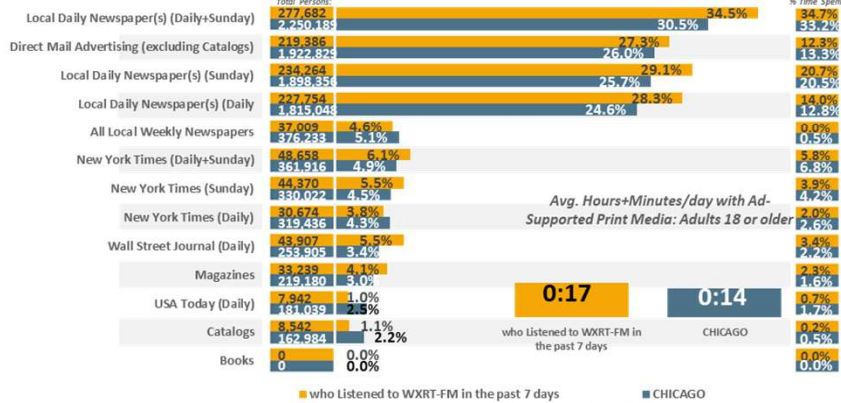


277,682 or 34.5% of Adults 18 or older who Listened to WXRT-FM in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.1 minutes every day representing 34.7% of all time spent daily with All forms of Print Media.

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



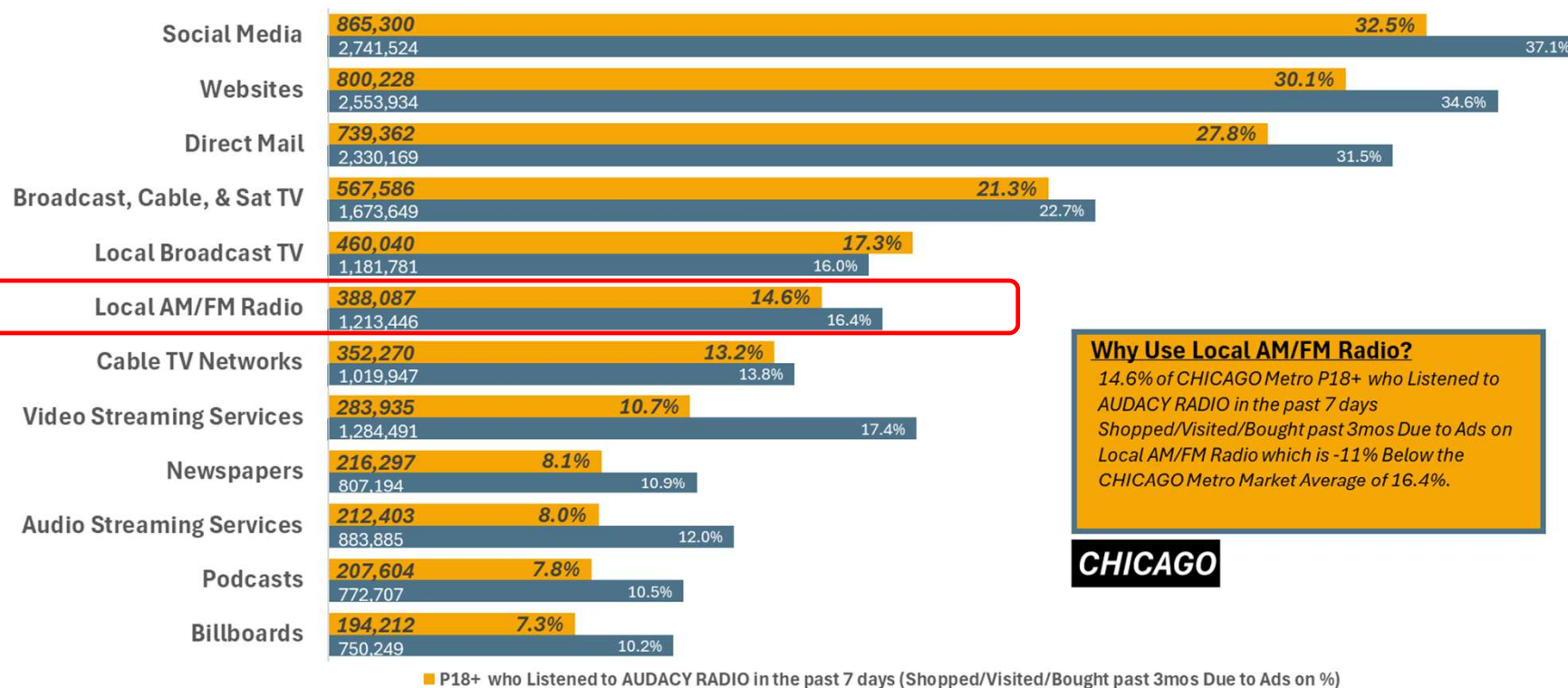
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**





"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?

14.6% 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 -11% Below the CHICAGO Metro Market Average of 16.4%.

CHICAGO

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

■ P18+ CHICAGO AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

CHICAGO Metro Scarborough R1 2026: Feb 25-Feb 26 Qual Intab: 1529
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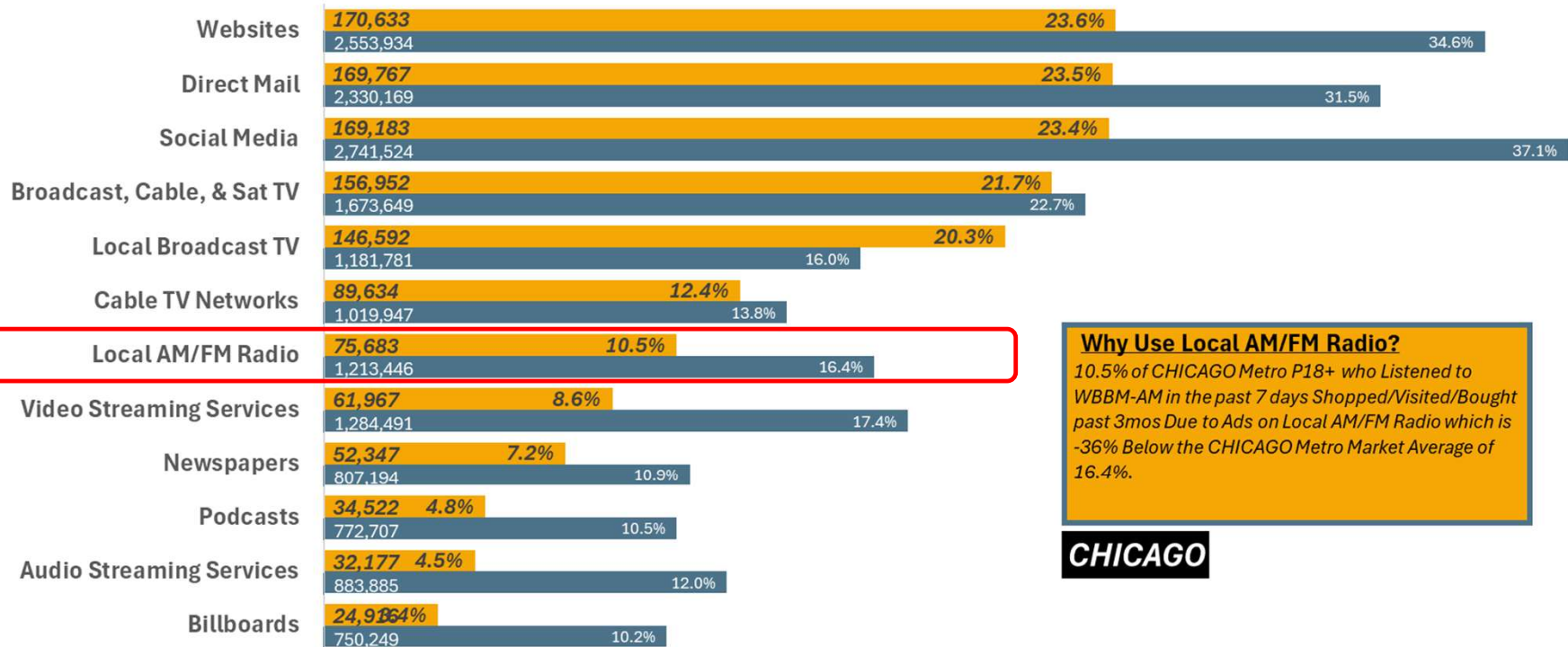
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(Radio Stations: WBBM-AM OR Radio Stations: WBBM-FM OR Radio Stations: WBMX-FM OR Radio Stations: WSCR-AM OR Radio Stations: WUSN-FM OR Radio Stations: WXRT-FM)



"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?

10.5% 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 -36% Below the CHICAGO Metro Market Average of 16.4%.

CHICAGO

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

■ P18+ CHICAGO AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

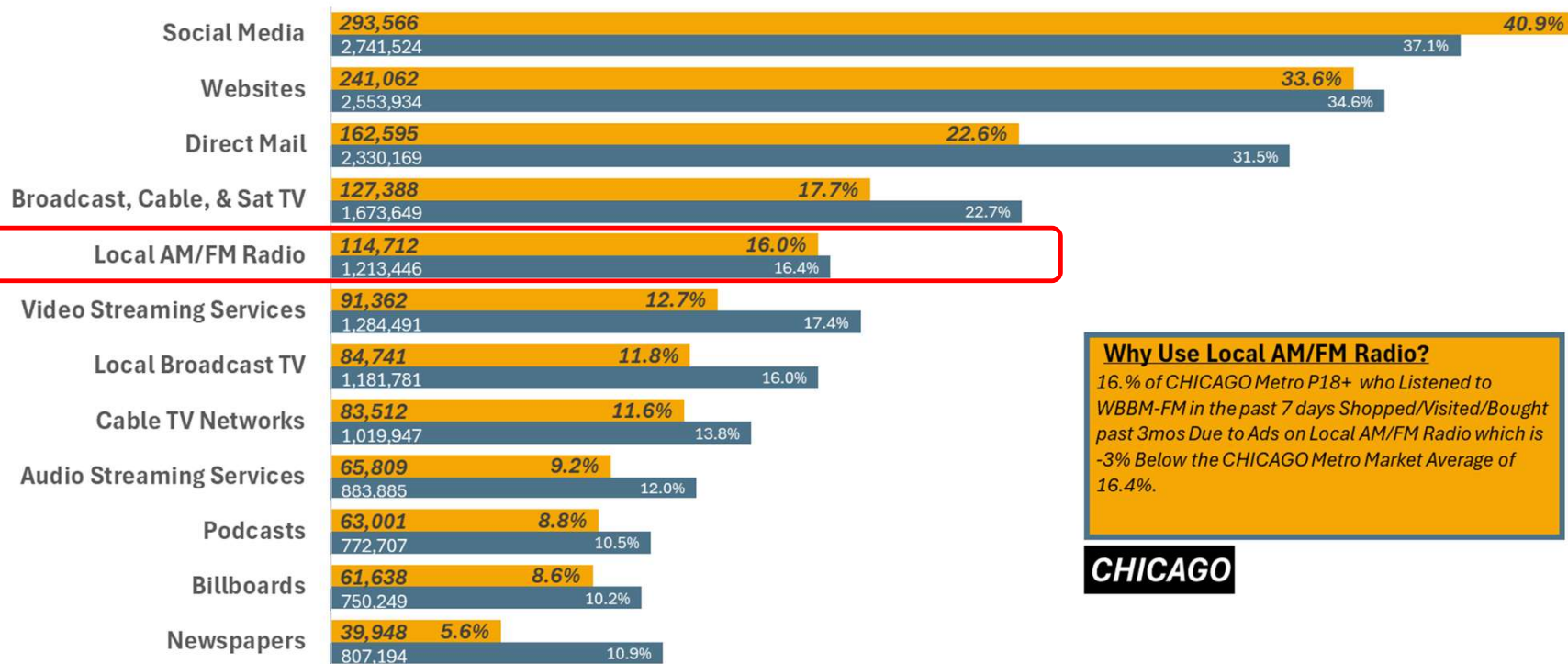
CHICAGO Metro Scarborough R1 2026: Feb25-Feb26 Qual Intab: 387
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"Advertising Actions"

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?

16. % 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 -3% Below the CHICAGO Metro Market Average of 16.4%.

CHICAGO

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

■ P18+ CHICAGO AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

CHICAGO Metro ScarboroughR1 2026: Feb25-Feb26 Qual Intab: 393
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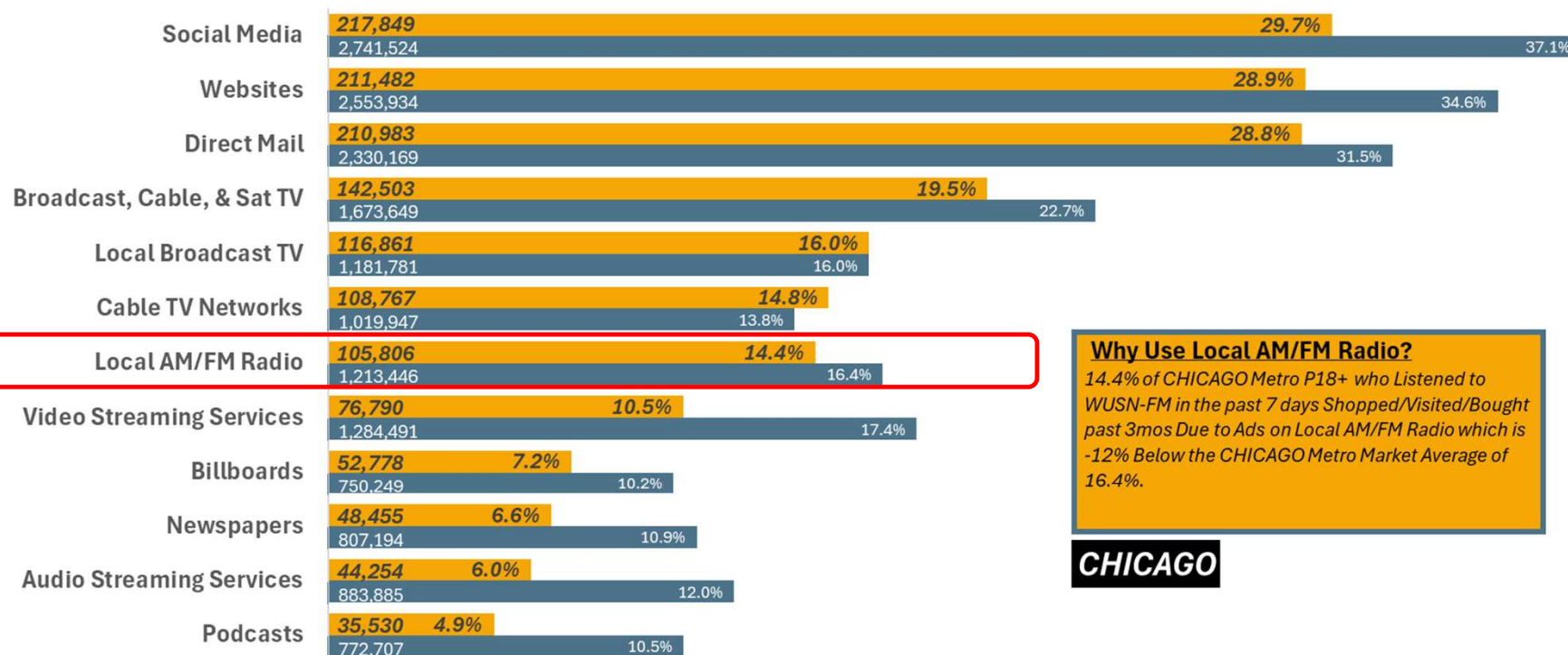
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Radio Stations: WBBM-FM



"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?

14.4% 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 -12% Below the CHICAGO Metro Market Average of 16.4%.

CHICAGO

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

■ P18+ CHICAGO AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

CHICAGO Metro Scarborough R1 2026: Feb25-Feb26 Qual Intab: 431
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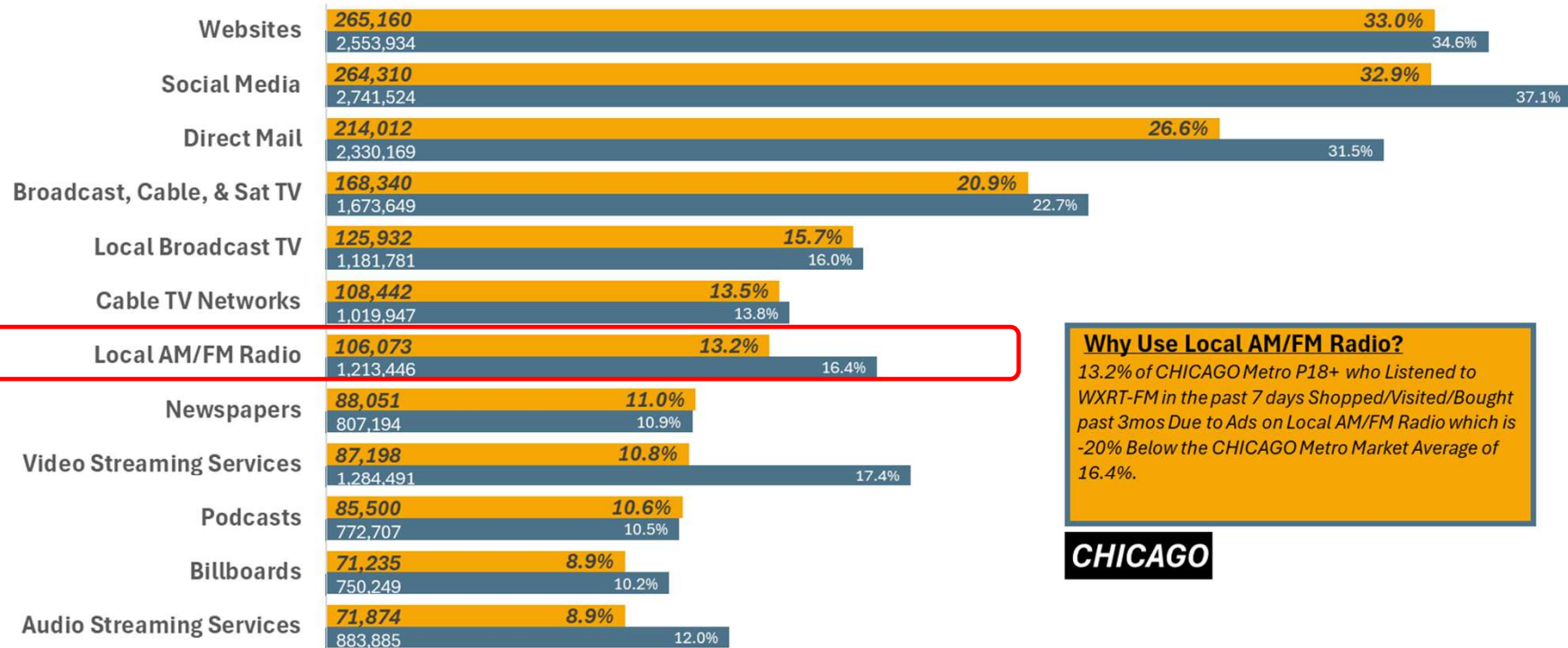
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Radio Stations: WUSN-FM



"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?

13.2% 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 -20% Below the CHICAGO Metro Market Average of 16.4%.

CHICAGO

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

■ P18+ CHICAGO AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

CHICAGO Metro ScarboroughR1 2026: Feb25-Feb26 Qual Intab: 481
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Radio Stations: WXRT-FM