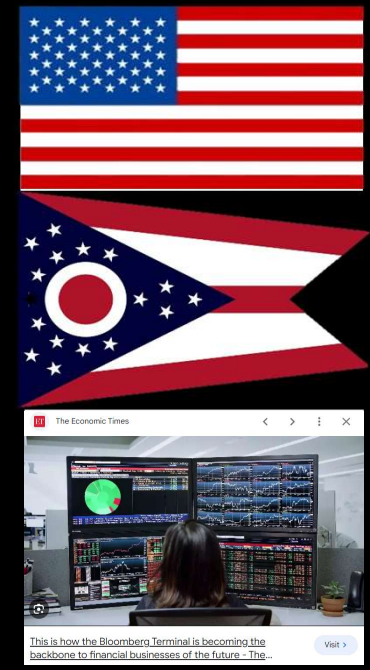


USA-5 Demos of the CINCINNATI, OH DMA vs. the USA... Brand New Data as of February 28, 2026! **Complete Demographic & Media Use Profiles**



Five small maps of the Cincinnati, OH DMA area, each with a demographic label and the number 38. The labels are: P18+, P25-54, W25-54, M25-54, and P35-64. Each map shows the DMA boundary and the number 38 in the center.

DMA
#38

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

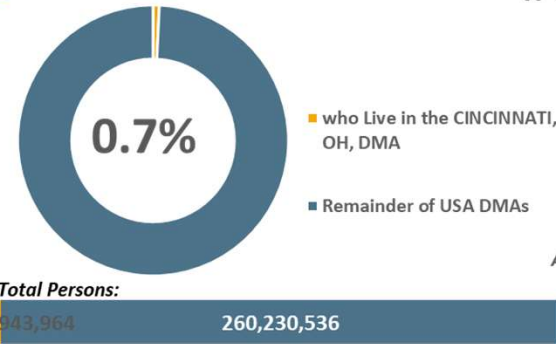




P18+

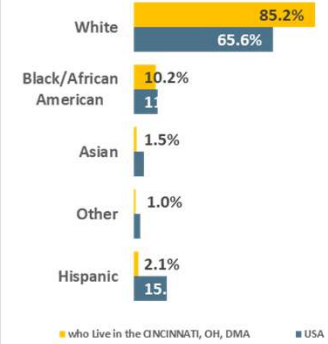
.7% or 1,943,964 of USA Adults 18 or older Live in the CINCINNATI, OH, DMA.
 Typical Adults 18 or older who Live in the CINCINNATI, OH, DMA are 48.7 years old (.3% younger than average) and have a \$103,481 (7.2% higher than average) annual household income.

Percent of Market: Adults 18 or older **Gender of Target vs. Market: Adults 18 or older**

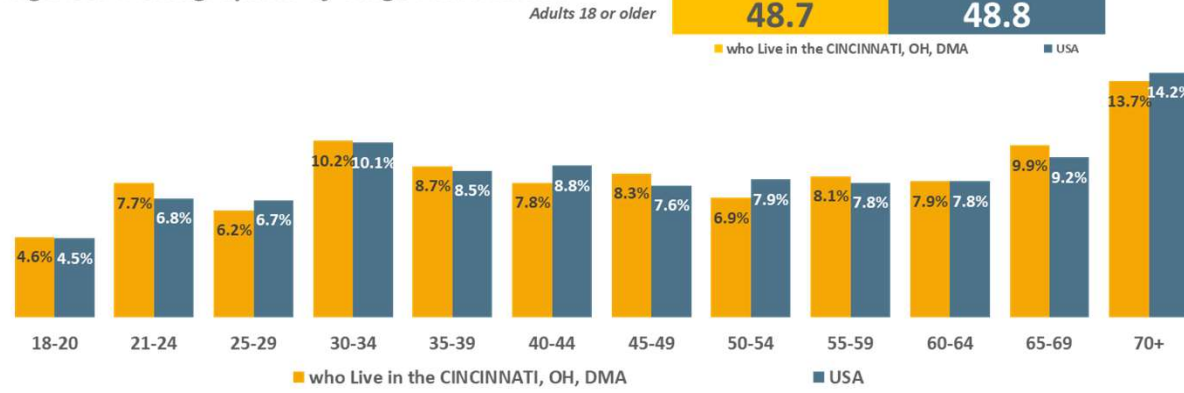


	Men	Men	Women	Women
%M vs. %F:	48.9%	49.2%	51.1%	50.8%
Average Age:	48.6	48.7	48.8	48.9
# Persons:	951,112	128,990,8...	992,852	133,183,6...

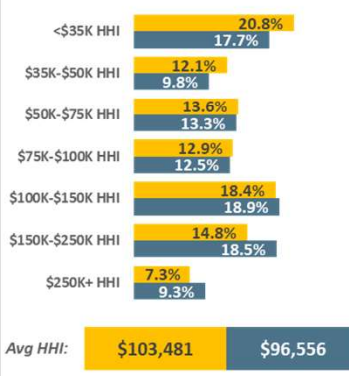
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:

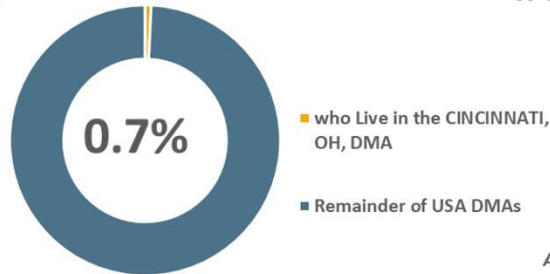


USA USA Projection Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,900
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.7% or 933,400 of USA Adults 25 - 54 Live in the CINCINNATI, OH, DMA.
 Typical Adults 25 - 54 who Live in the CINCINNATI, OH, DMA are 39.8 years old (.3% younger than average) and have a \$112,151 (9.6% higher than average) annual household income.

Percent of Market: Adults 25 - 54

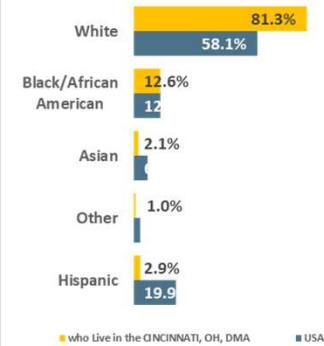


Total Persons:
 933,400 (Cincinnati, OH, DMA)
 129,042,072 (Remainder of USA DMAs)

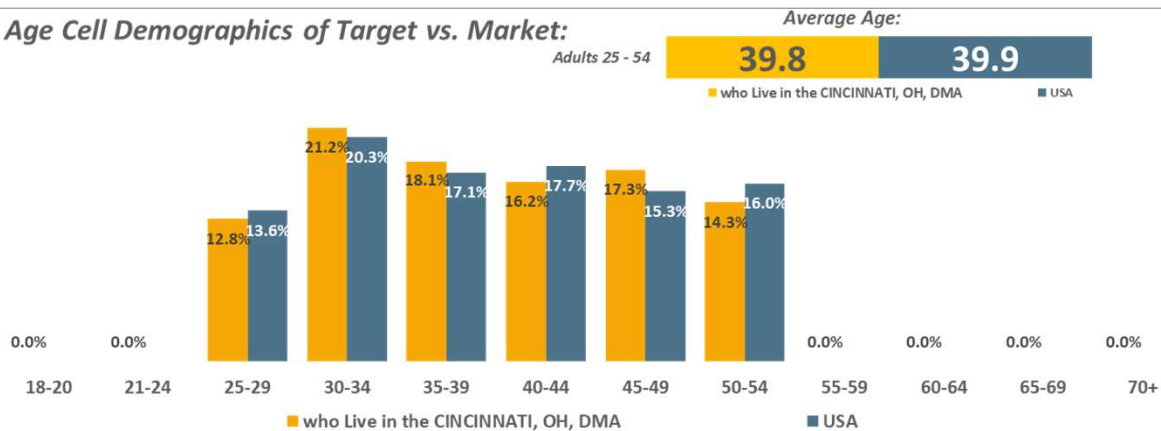
Gender of Target vs. Market: Adults 25 - 54

	Men	Men	Women	Women
%M vs. %F:	50.1%	50.6%	49.9%	49.4%
Average Age:	39.8	39.9	39.9	40.0
# Persons:	467,745	65,752,490	465,655	64,222,982

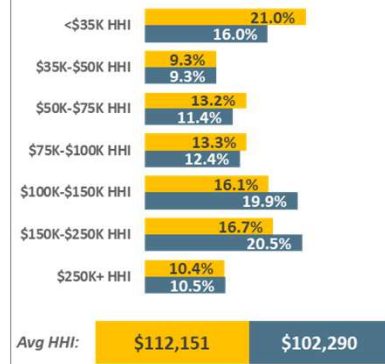
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:

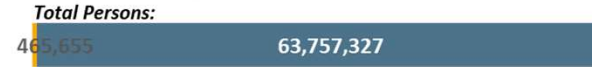
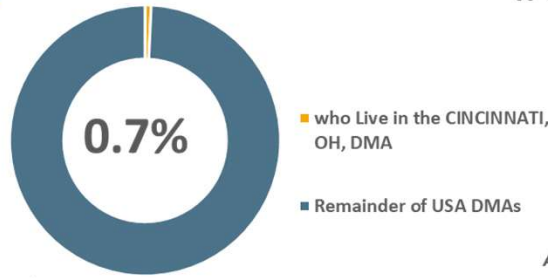


USA USA Projection Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,900
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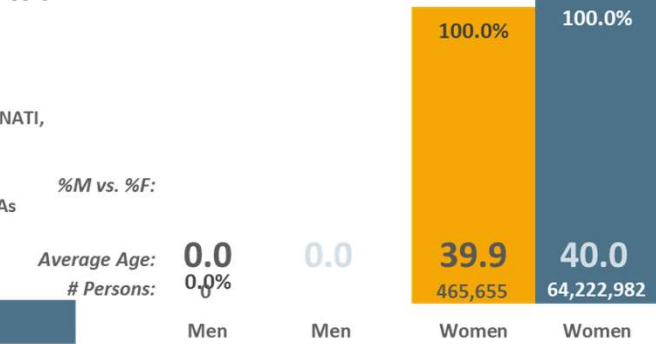


.7% or 465,655 of USA Women 25 - 54 Live in the CINCINNATI, OH, DMA.
 Typical Women 25 - 54 who Live in the CINCINNATI, OH, DMA are 39.9 years old (.2% younger than average) and have a \$96,090 (3.2% higher than average) annual household income.

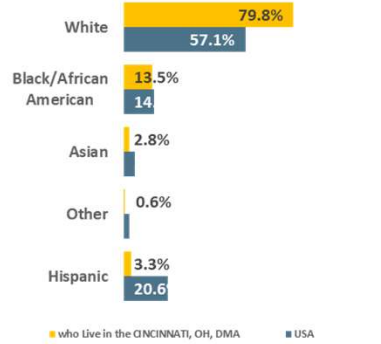
Percent of Market: Women 25 - 54



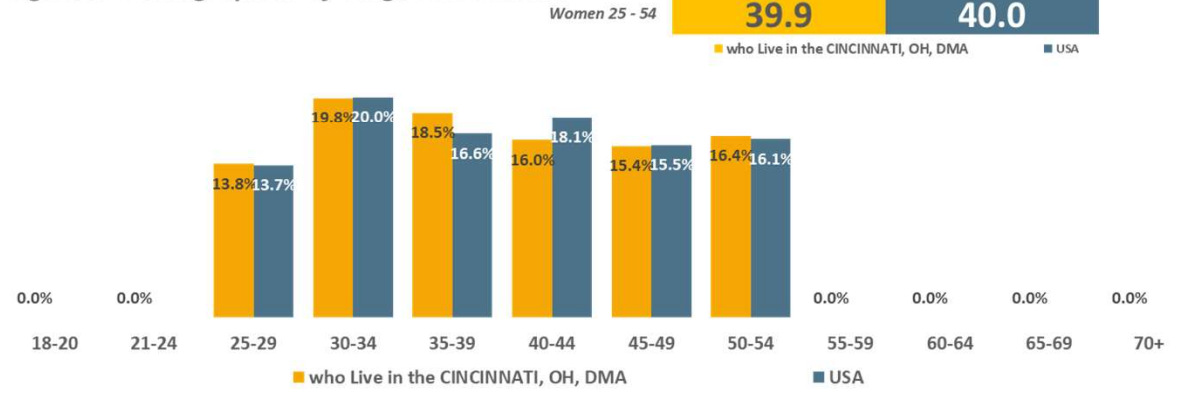
Gender of Target vs. Market: Women 25 - 54



Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:

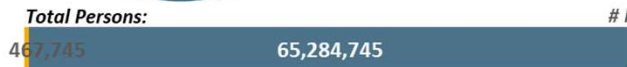
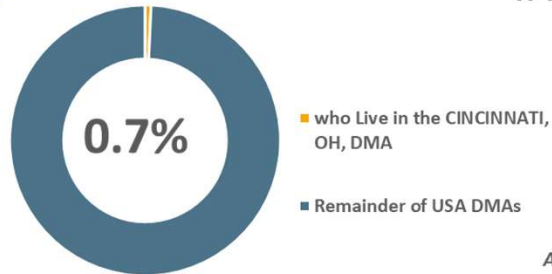


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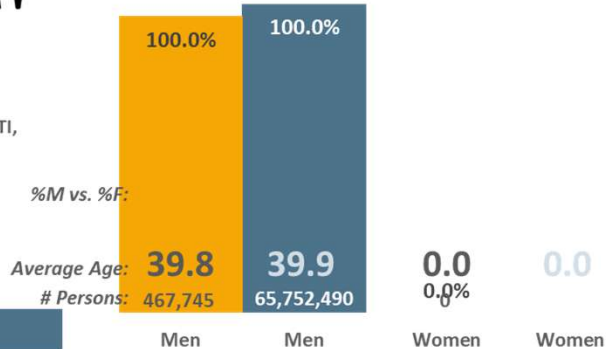


.7% or 467,745 of USA Men 25 - 54 Live in the CINCINNATI, OH, DMA.
 Typical Men 25 - 54 who Live in the CINCINNATI, OH, DMA are 39.8 years old (.3% younger than average)
 and have a \$128,140 (15.2% higher than average) annual household income.

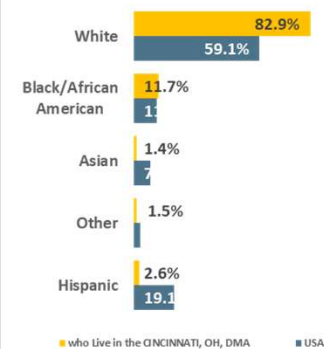
Percent of Market: Men 25 - 54



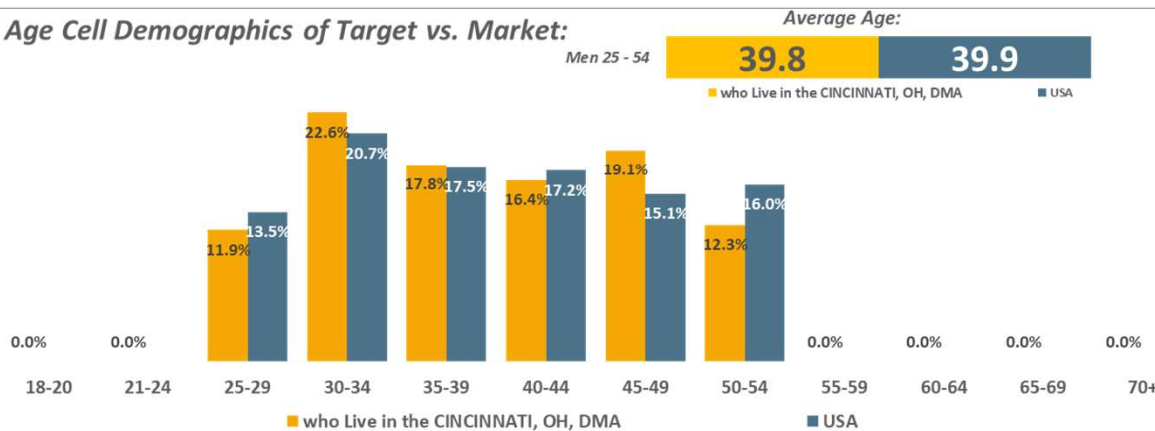
Gender of Target vs. Market: Men 25 - 54



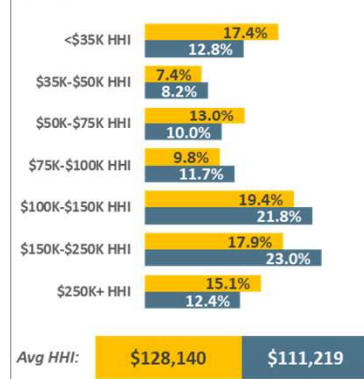
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:

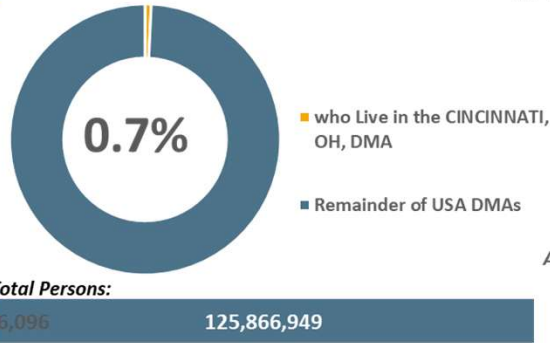


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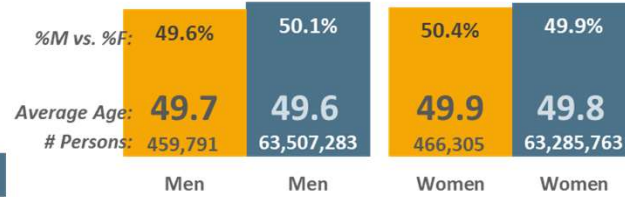


.7% or 926,096 of USA Adults 35 - 64 Live in the CINCINNATI, OH, DMA.
 Typical Adults 35 - 64 who Live in the CINCINNATI, OH, DMA are 49.8 years old (.1% older than average) and have a \$118,407 (10.% higher than average) annual household income.

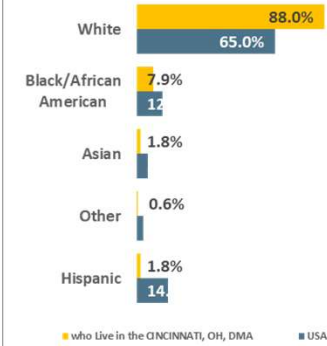
Percent of Market: Adults 35 - 64



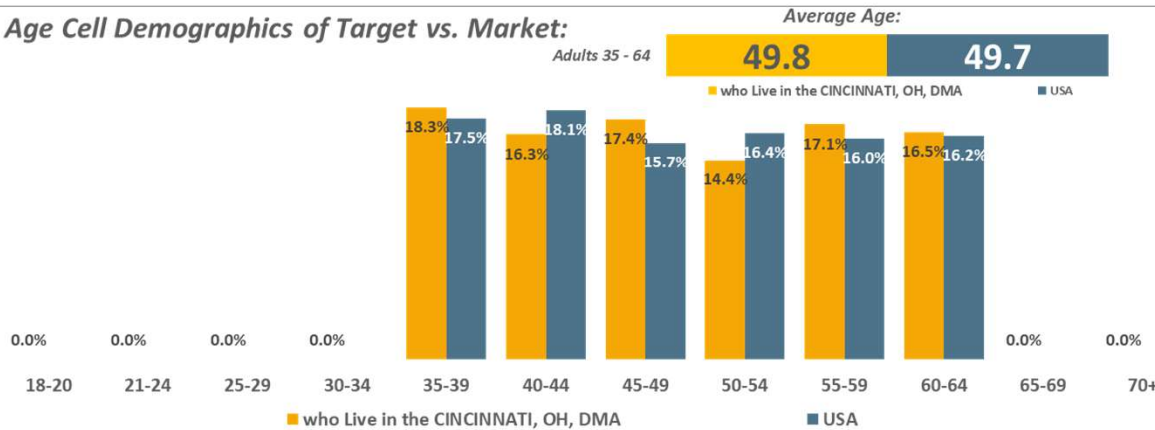
Gender of Target vs. Market: Adults 35 - 64



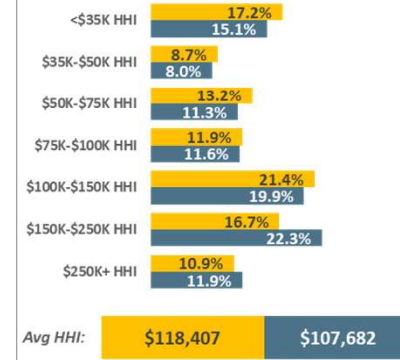
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



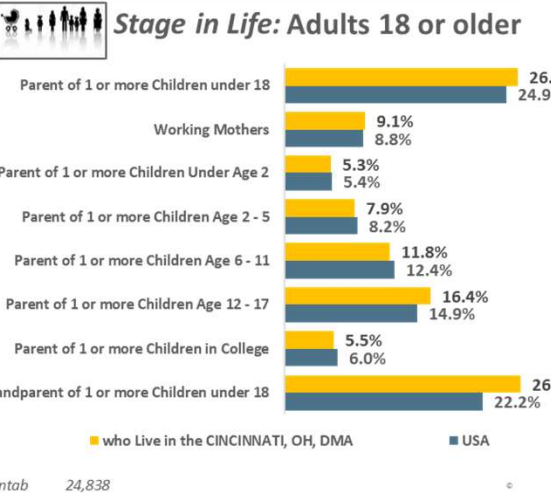
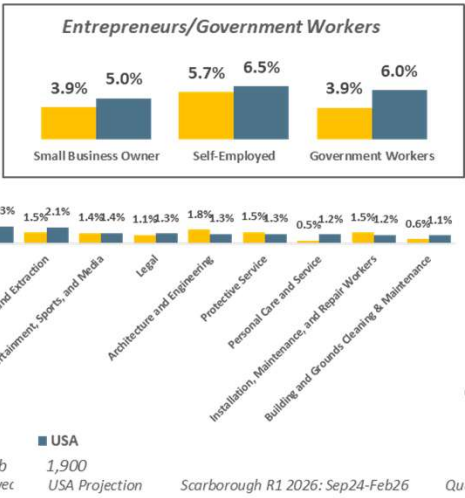
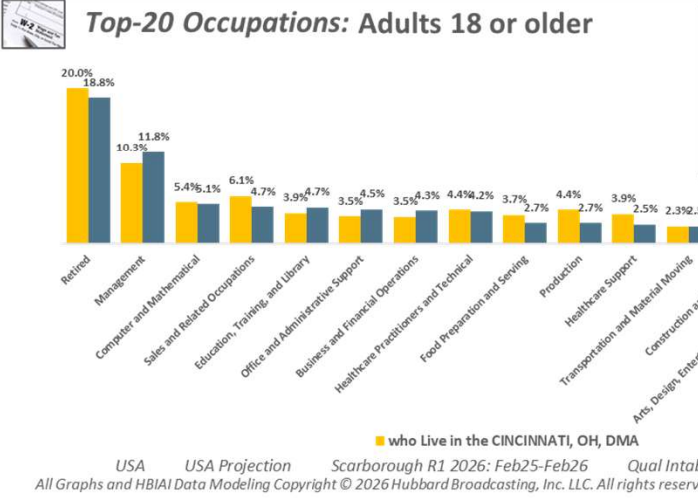
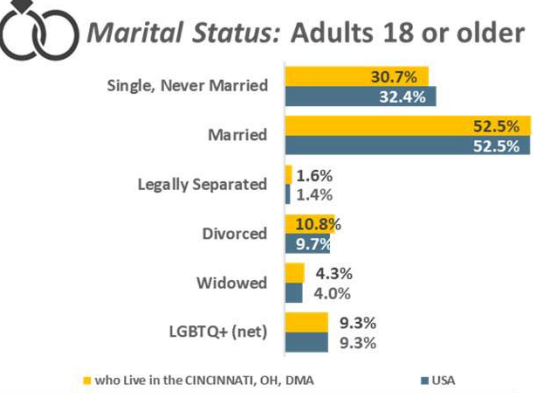
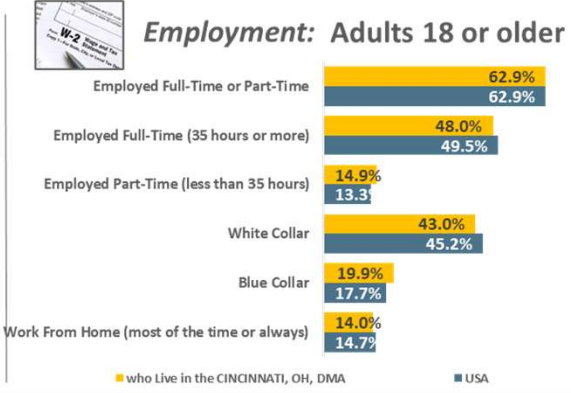
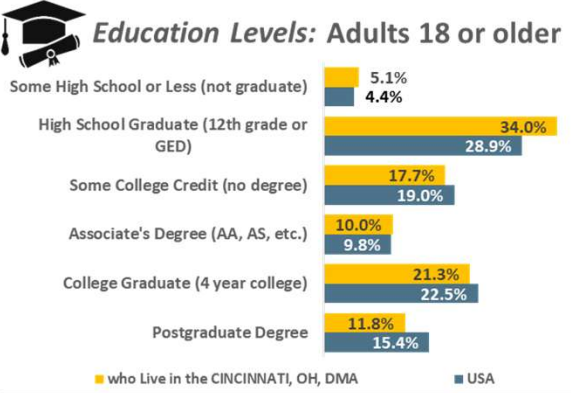
HHI of Target vs. Market:



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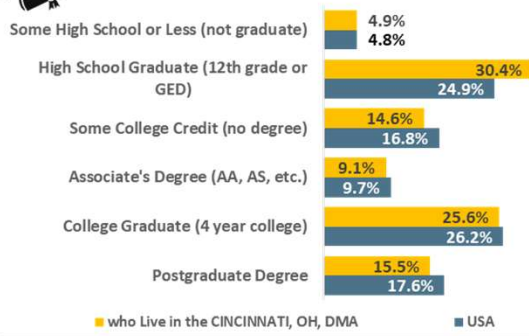
.7% or 1,943,964 of USA Adults 18 or older Live in the CINCINNATI, OH, DMA.
 Adults 18 or older who Live in the CINCINNATI, OH, DMA are 12.4% less likely to be a college graduate, 3.0% less likely to work full-time, .2% more likely to be married, 5.2% more likely to be a parent of 1 or more children under 18.



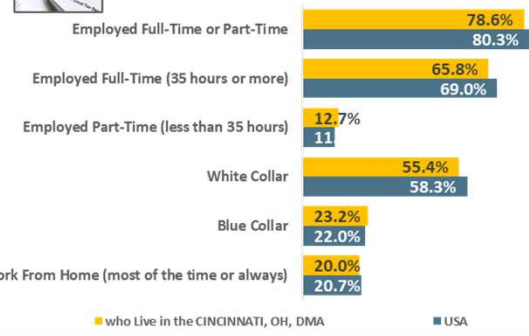


.7% or 933,400 of USA Adults 25 - 54 Live in the CINCINNATI, OH, DMA.
 Adults 25 - 54 who Live in the CINCINNATI, OH, DMA are 6.1% less likely to be a college graduate, 4.6% less likely to work full-time, 1.4% more likely to be married, 8.6% more likely to be a parent of 1 or more children under 18.

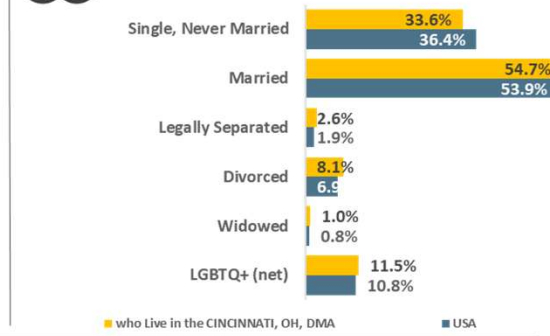
Education Levels: Adults 25 - 54



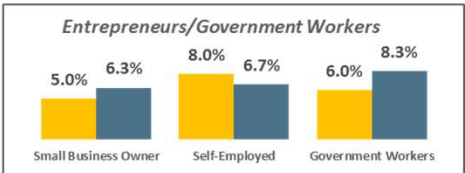
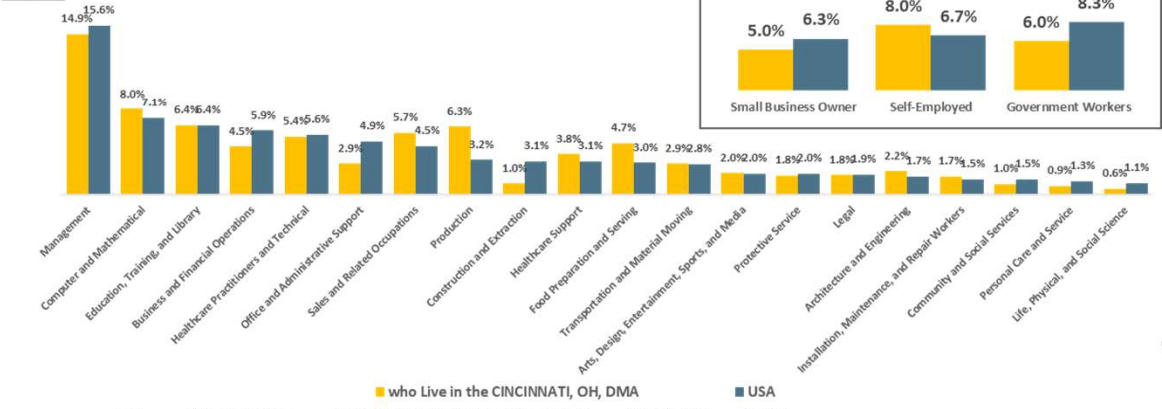
Employment: Adults 25 - 54



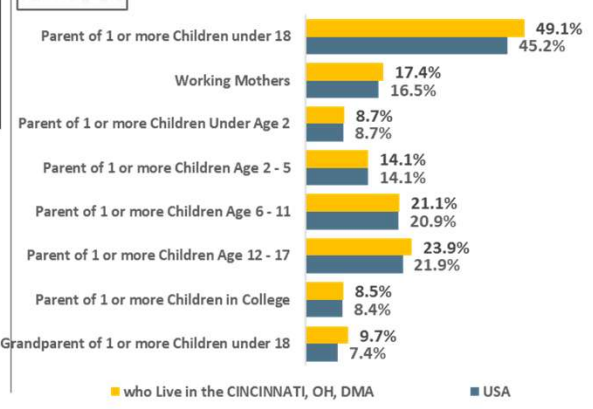
Marital Status: Adults 25 - 54



Top-20 Occupations: Adults 25 - 54



Stage in Life: Adults 25 - 54

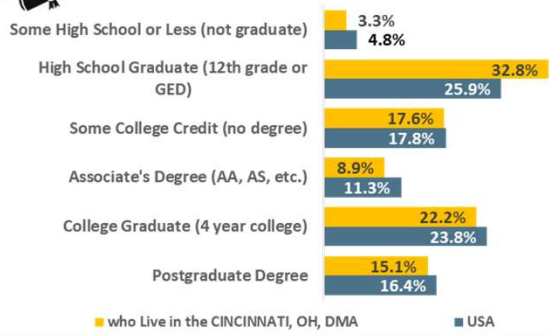


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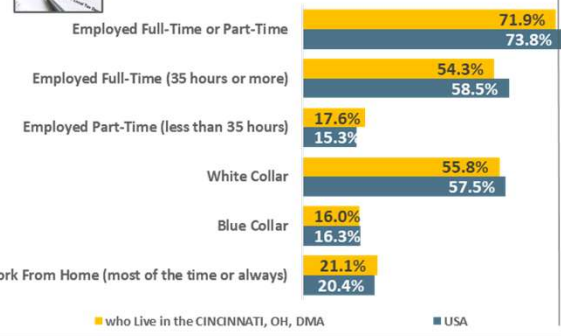


.7% or 465,655 of USA Women 25 - 54 Live in the CINCINNATI, OH, DMA.
 Women 25 - 54 who Live in the CINCINNATI, OH, DMA are 7.2% less likely to be a college graduate, 7.1% less likely to work full-time, 9.5% more likely to be married, 6.1% more likely to be a parent of 1 or more children under 18.

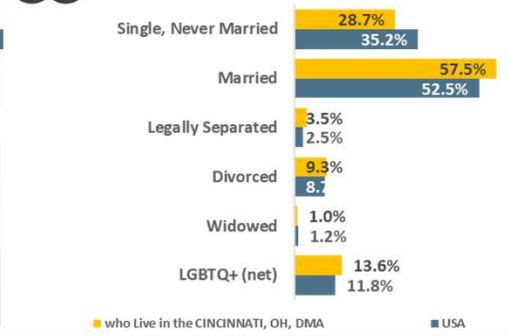
Education Levels: Women 25 - 54



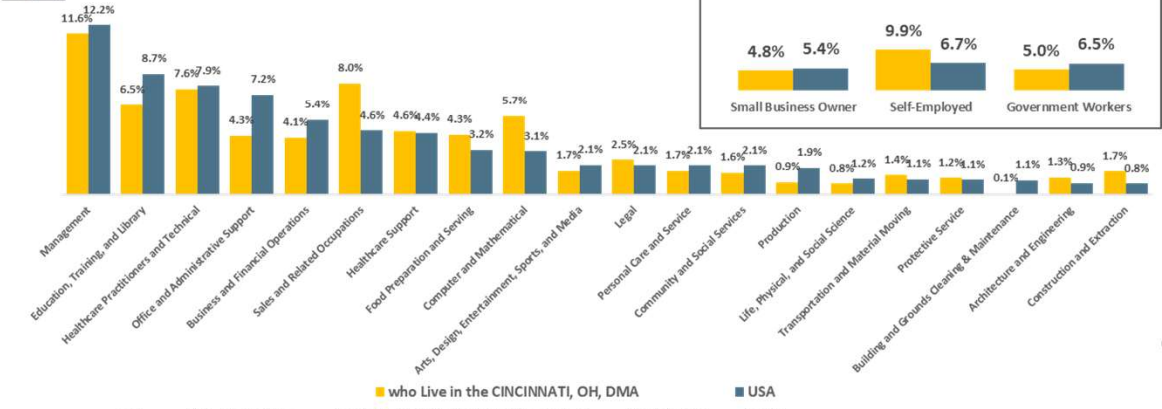
Employment: Women 25 - 54



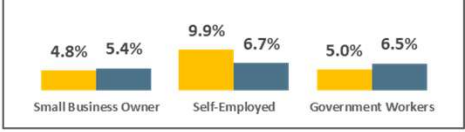
Marital Status: Women 25 - 54



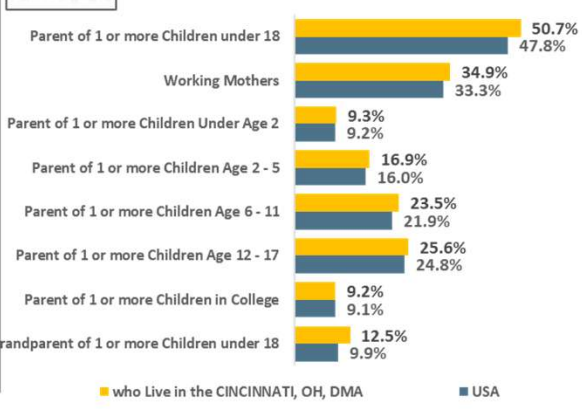
Top-20 Occupations: Women 25 - 54



Entrepreneurs/Government Workers

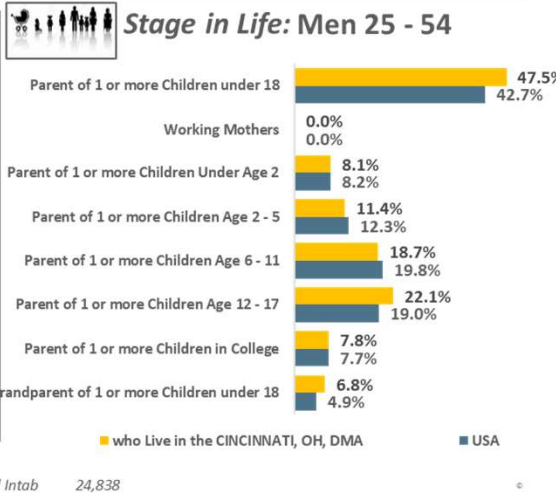
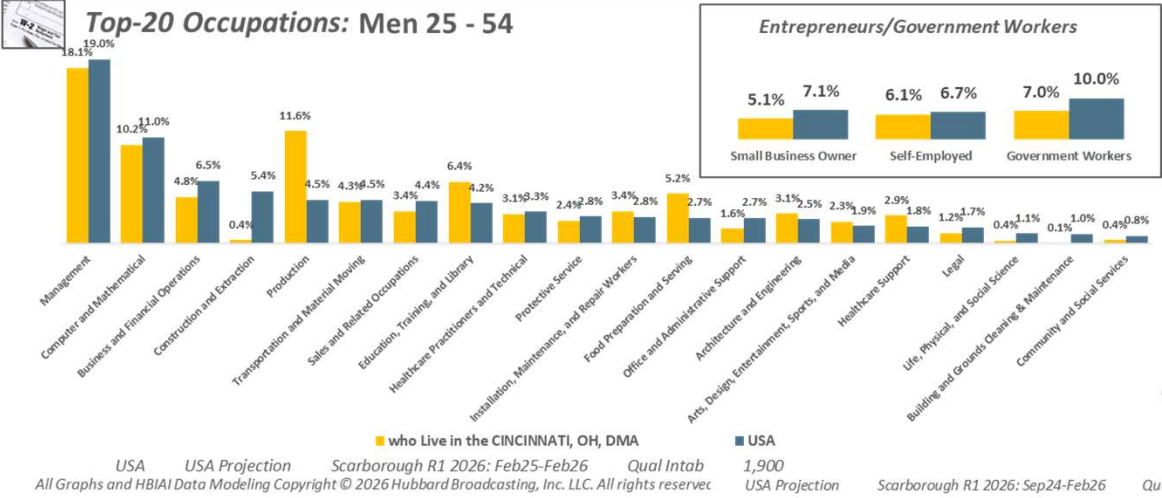
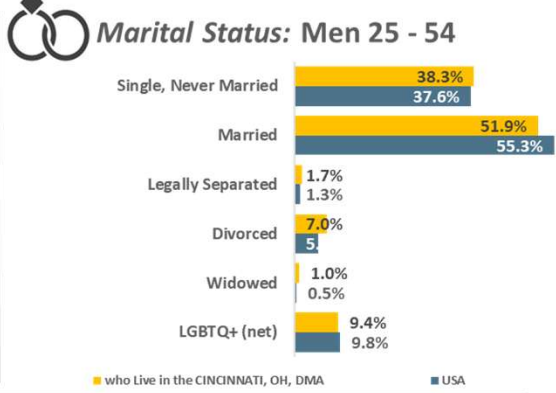
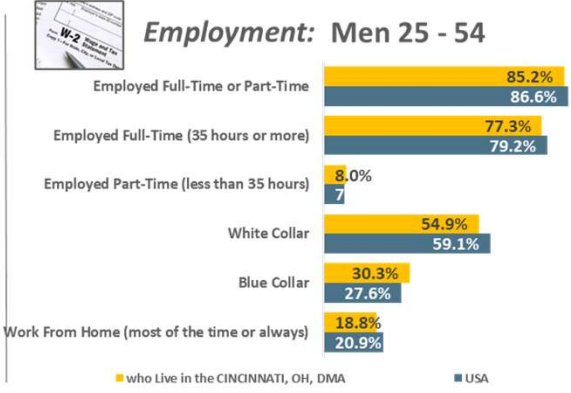
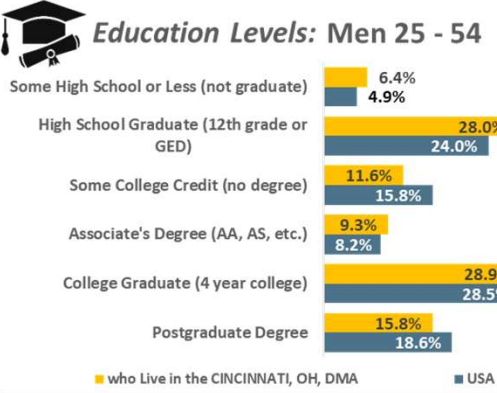


Stage in Life: Women 25 - 54



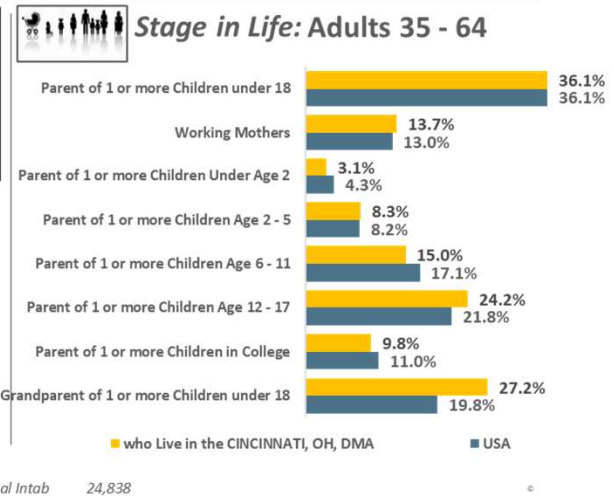
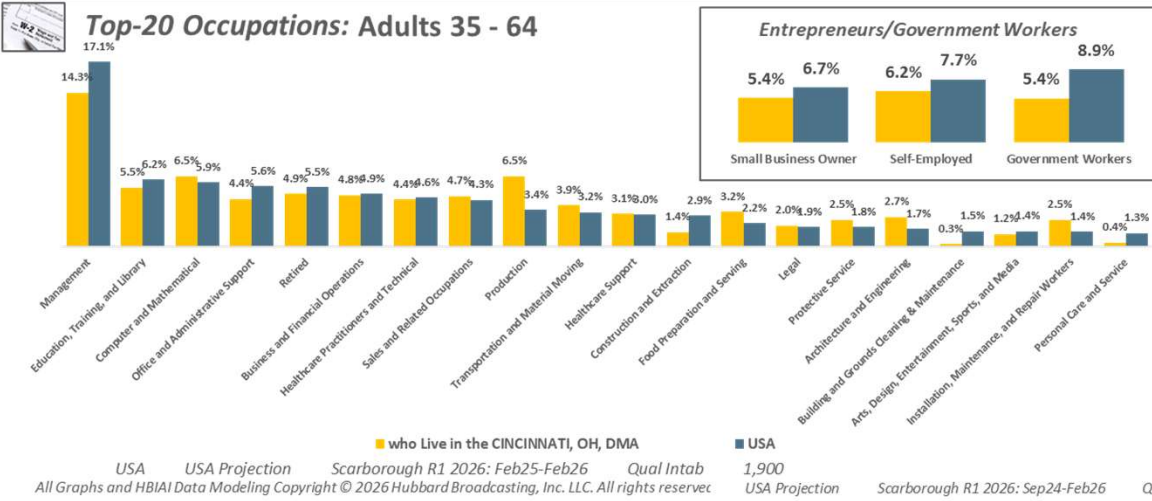
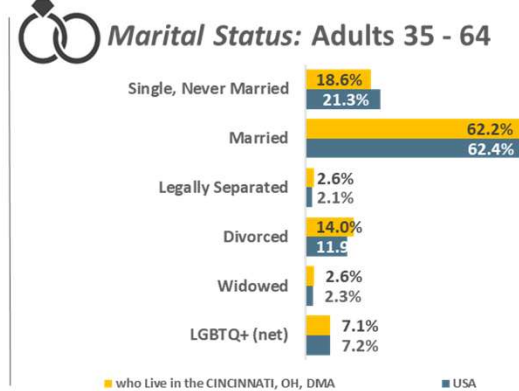
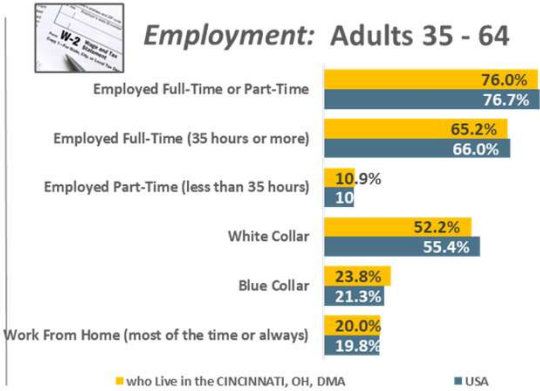
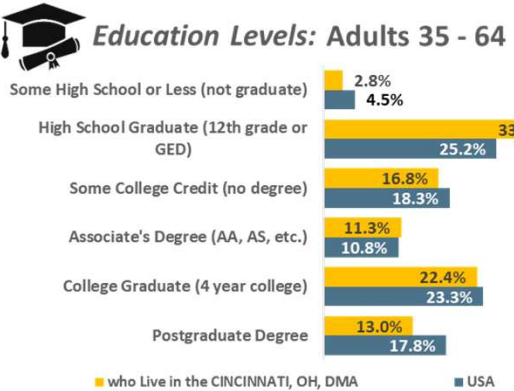


.7% or 467,745 of USA Men 25 - 54 Live in the CINCINNATI, OH, DMA.
 Men 25 - 54 who Live in the CINCINNATI, OH, DMA are 5.1% less likely to be a college graduate, 2.5% less likely to work full-time, 6.1% less likely to be married, 11.2% more likely to be a parent of 1 or more children under 18.





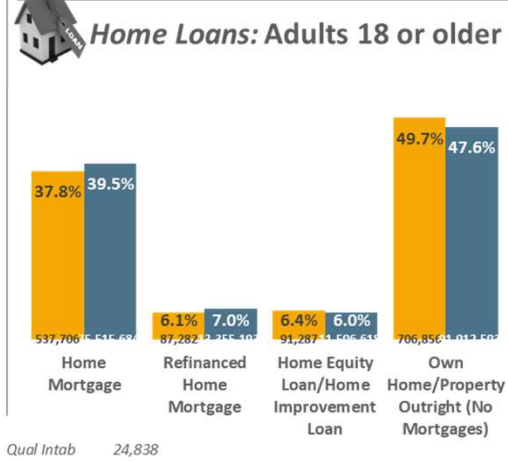
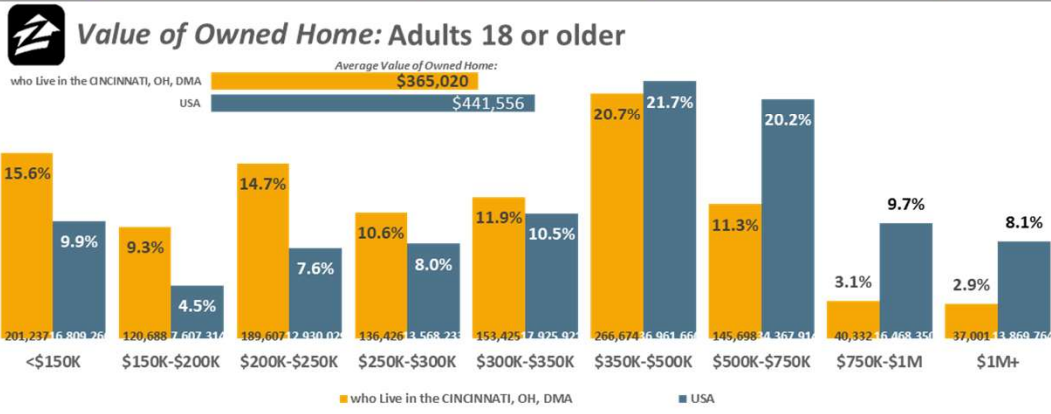
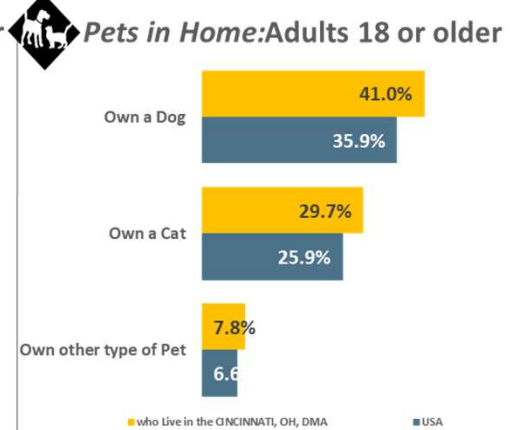
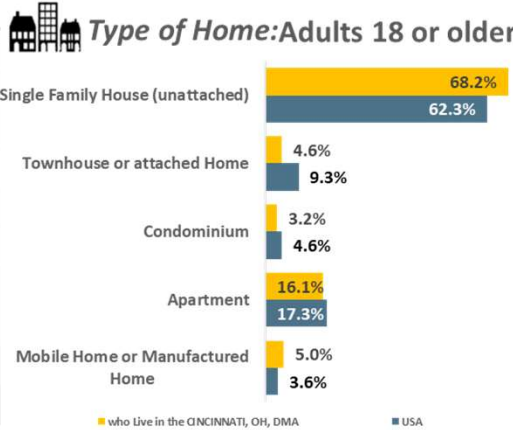
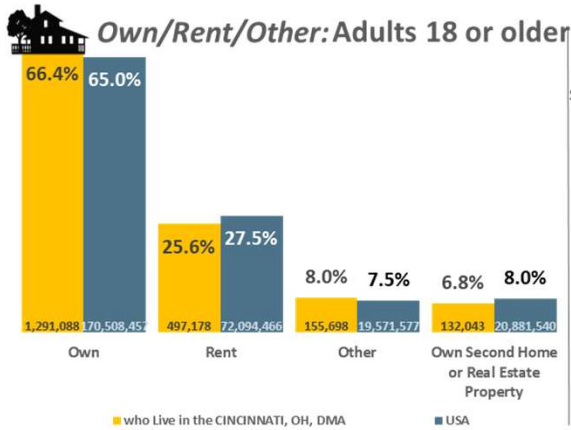
.7% or 926,096 of USA Adults 35 - 64 Live in the CINCINNATI, OH, DMA.
 Adults 35 - 64 who Live in the CINCINNATI, OH, DMA are 14.% less likely to be a college graduate, 1.3% less likely to work full-time, .4% less likely to be married, .1% more likely to be a parent of 1 or more children under 18.





P18+

.7% or 1,943,964 of USA Adults 18 or older Live in the CINCINNATI, OH, DMA.
 Adults 18 or older who Live in the CINCINNATI, OH, DMA are 2.1% more likely to own their home, 17.3% more likely to own a lower valued home, 9.4% more likely to have a single-family home, 14.2% more likely to have a dog.



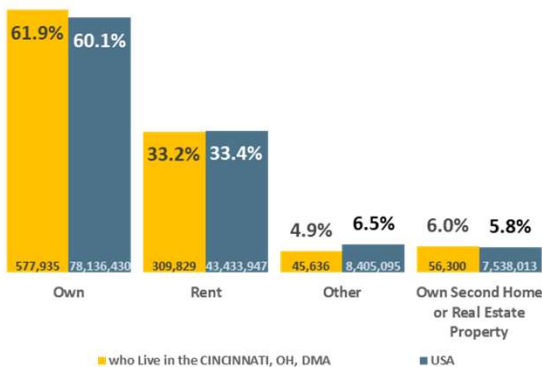
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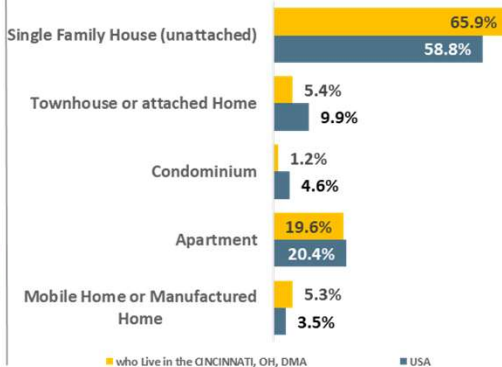
P25-54

.7% or 933,400 of USA Adults 25 - 54 Live in the CINCINNATI, OH, DMA.
 Adults 25 - 54 who Live in the CINCINNATI, OH, DMA are 3.0% more likely to own their home, 13.4% more likely to own a lower valued home, 12.1% more likely to have a single-family home, 25.2% more likely to have a dog.

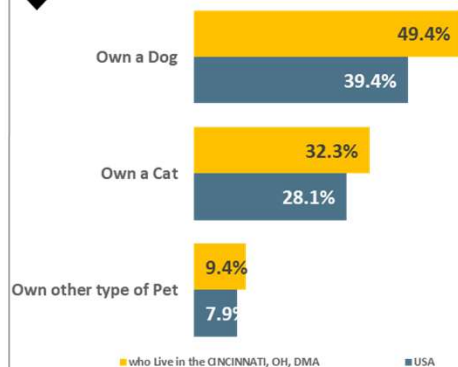
Own/Rent/Other: Adults 25 - 54



Type of Home: Adults 25 - 54



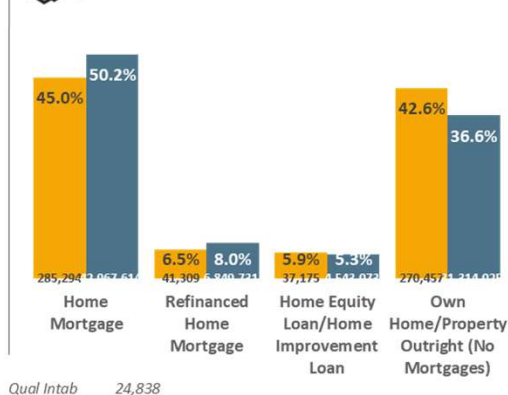
Pets in Home: Adults 25 - 54



Value of Owned Home: Adults 25 - 54



Home Loans: Adults 25 - 54

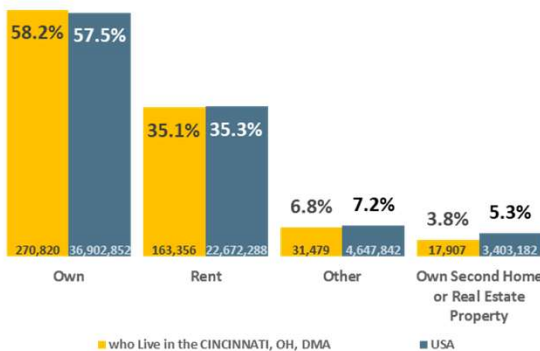


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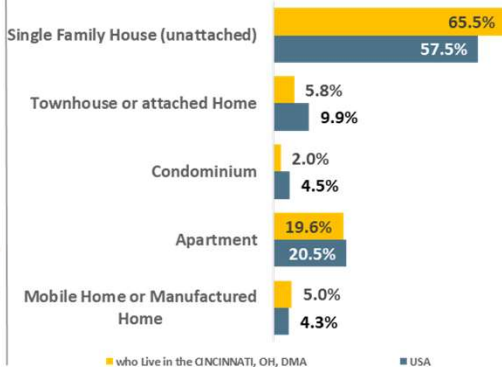


.7% or 465,655 of USA Women 25 - 54 Live in the CINCINNATI, OH, DMA.
 Women 25 - 54 who Live in the CINCINNATI, OH, DMA are 1.2% more likely to own their home, 15.4% more likely to own a lower valued home, 13.8% more likely to have a single-family home, 18.6% more likely to have a dog.

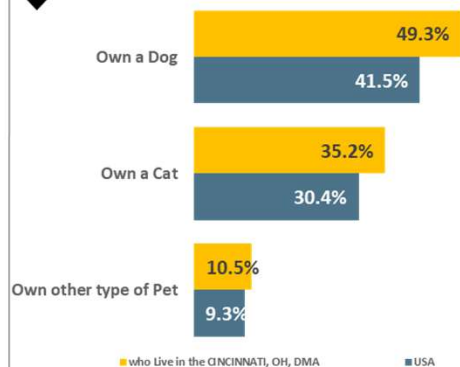
Own/Rent/Other: Women 25 - 54



Type of Home: Women 25 - 54



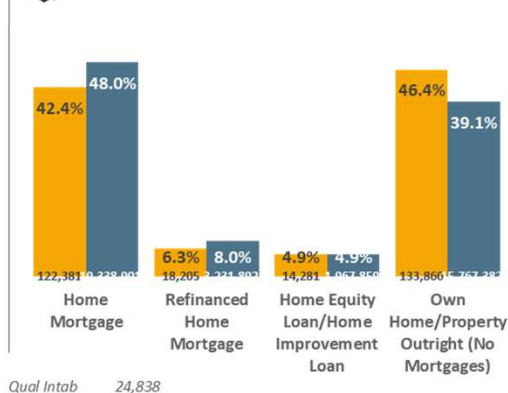
Pets in Home: Women 25 - 54



Value of Owned Home: Women 25 - 54



Home Loans: Women 25 - 54

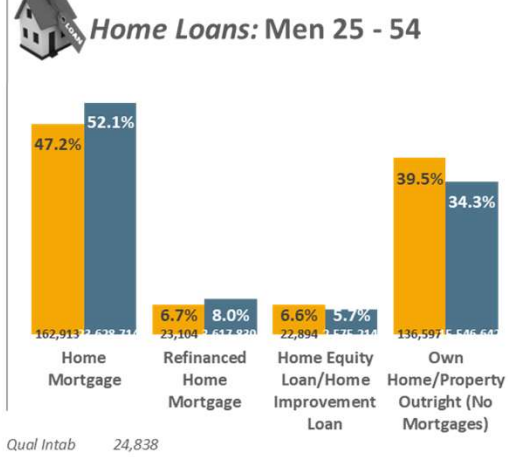
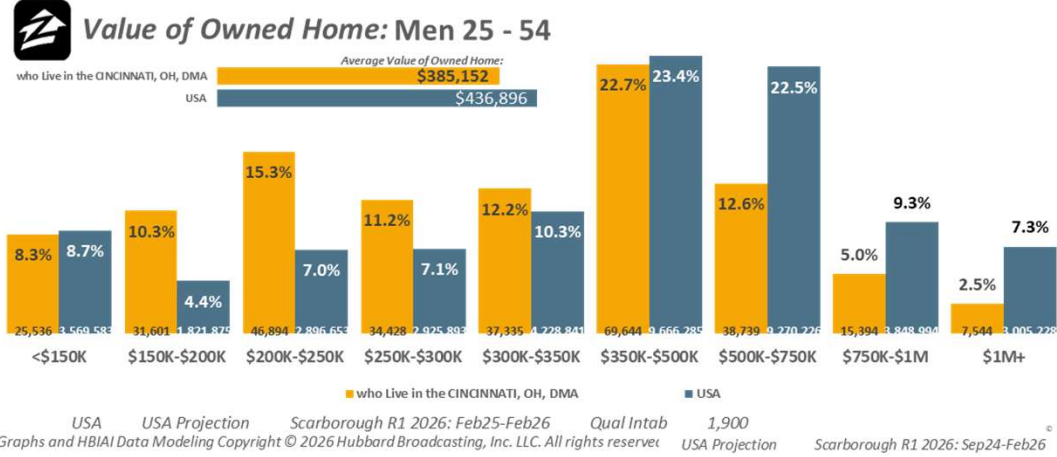
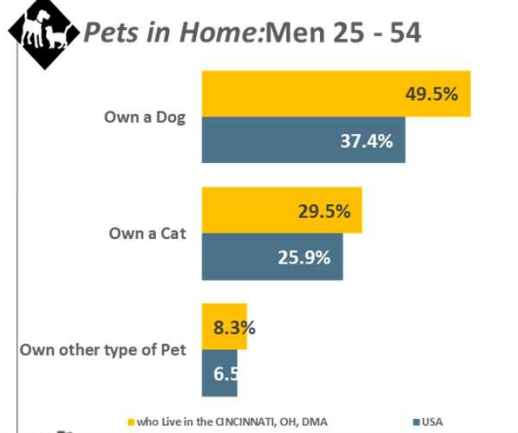
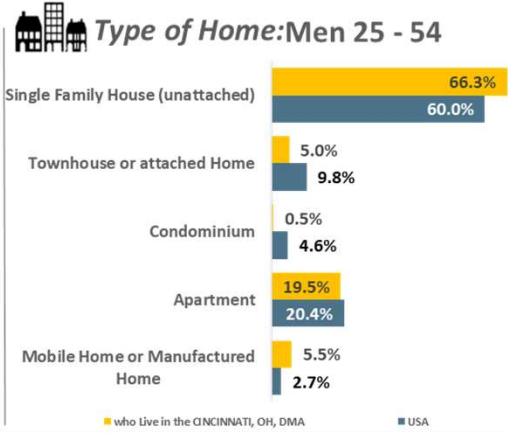
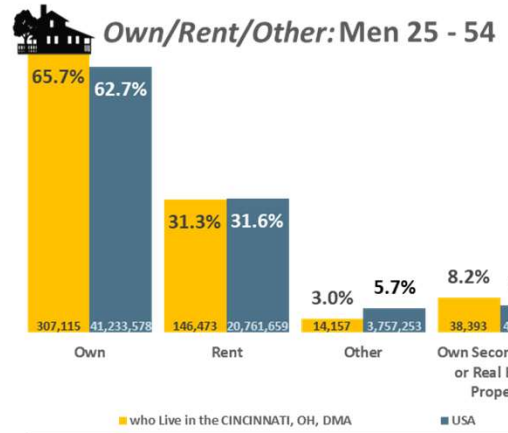


USA Projection Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,900
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M25-54

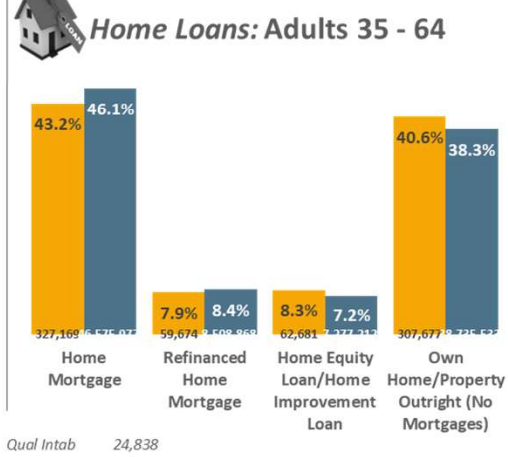
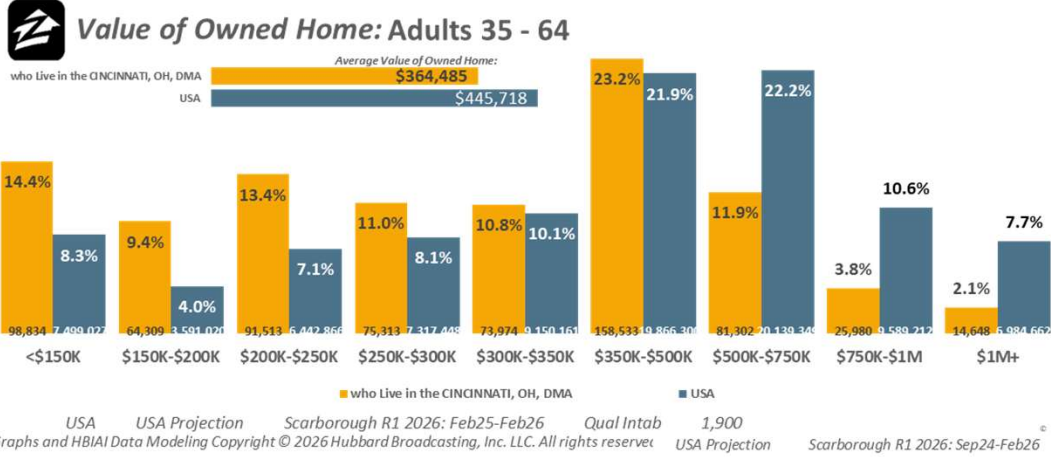
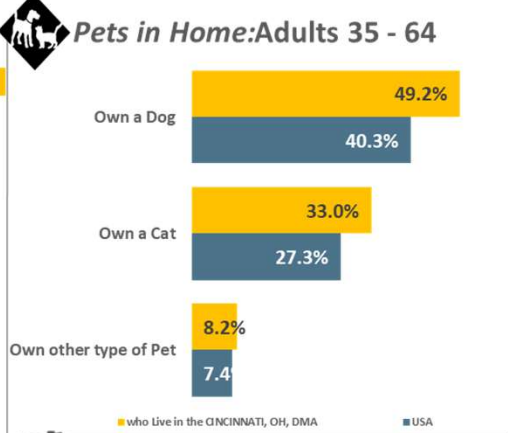
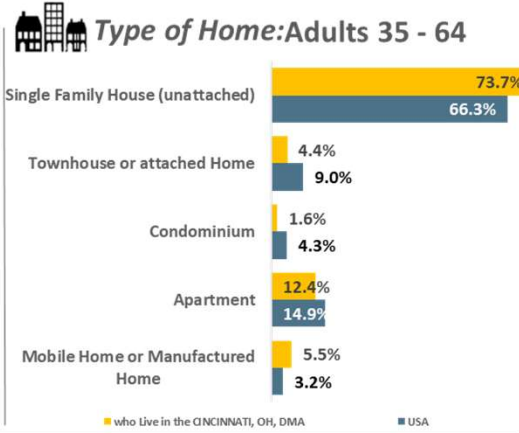
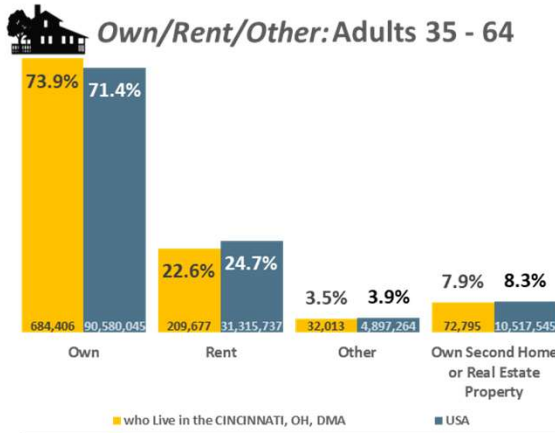
.7% or 467,745 of USA Men 25 - 54 Live in the CINCINNATI, OH, DMA.
 Men 25 - 54 who Live in the CINCINNATI, OH, DMA are 4.7% more likely to own their home, 11.8% more likely to own a lower valued home, 10.5% more likely to have a single-family home, 32.3% more likely to have a dog.



USA Projection Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,900
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CINCINNATI DMA #37 P35-64

.7% or 926,096 of USA Adults 35 - 64 Live in the CINCINNATI, OH, DMA.
 Adults 35 - 64 who Live in the CINCINNATI, OH, DMA are 3.4% more likely to own their home, 18.2% more likely to own a lower valued home, 11.3% more likely to have a single-family home, 22.3% more likely to have a dog.

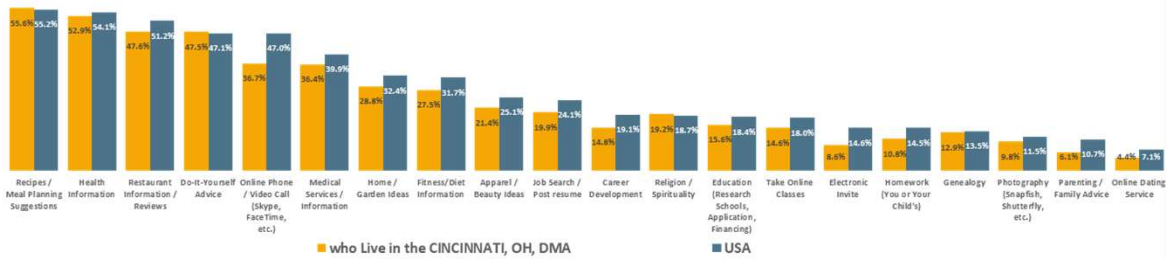


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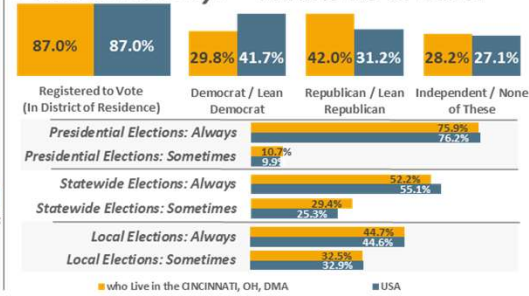


.7% or 1,943,964 of USA Adults 18 or older Live in the CINCINNATI, OH, DMA.
 Adults 18 or older who Live in the CINCINNATI, OH, DMA are .9% more likely to look up D-I-Y advice online, .1% more likely to always vote in local elections, 2.5% more likely to belong to a gym, 15.2% less likely to fly domestic past yr.

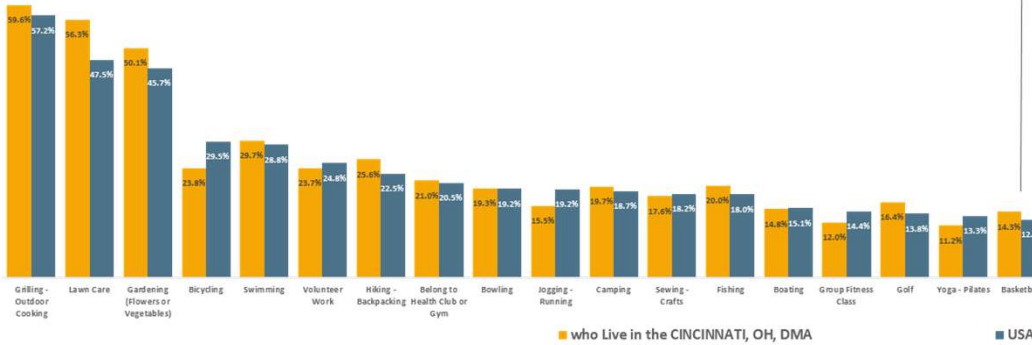
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



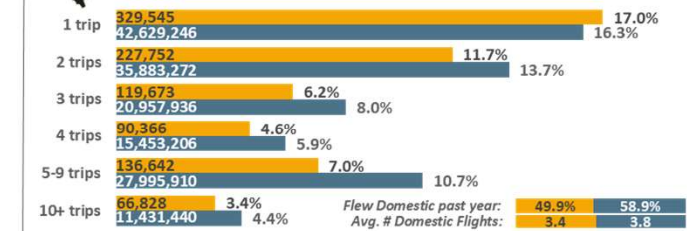
Political Activity: Adults 18 or older



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



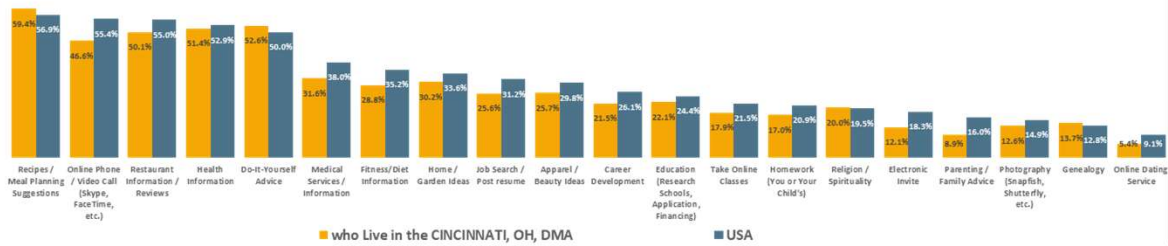
Past 12-months Domestic Airline Trips: Adults 18 or older



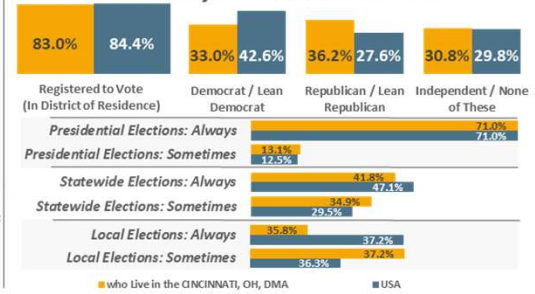


.7% or 933,400 of USA Adults 25 - 54 Live in the CINCINNATI, OH, DMA.
 Adults 25 - 54 who Live in the CINCINNATI, OH, DMA are 5.2% more likely to look up D-I-Y advice online,
 3.7% less likely to always vote in local elections, 1.4% more likely to belong to a gym, 11.6% less likely to fly
 domestic past yr.

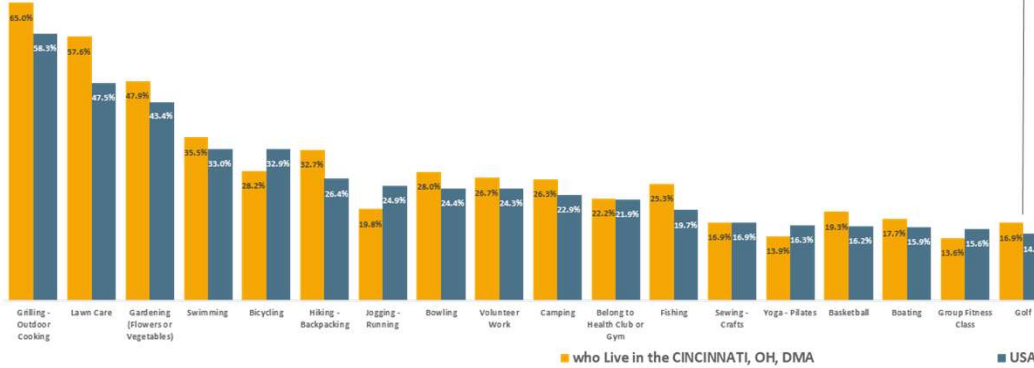
Top-20 past 30-days Online Lifestyle Activities: Adults 25 - 54



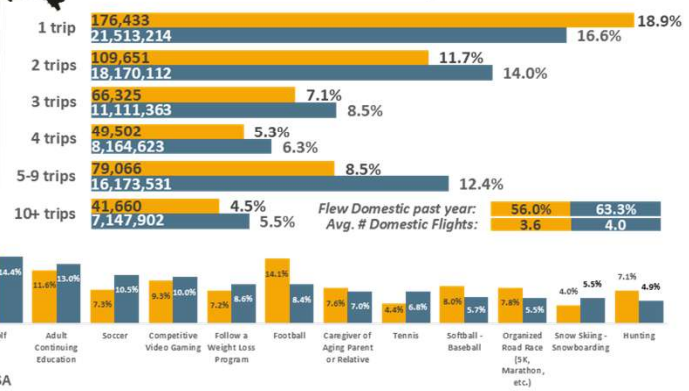
Political Activity: Adults 25 - 54



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



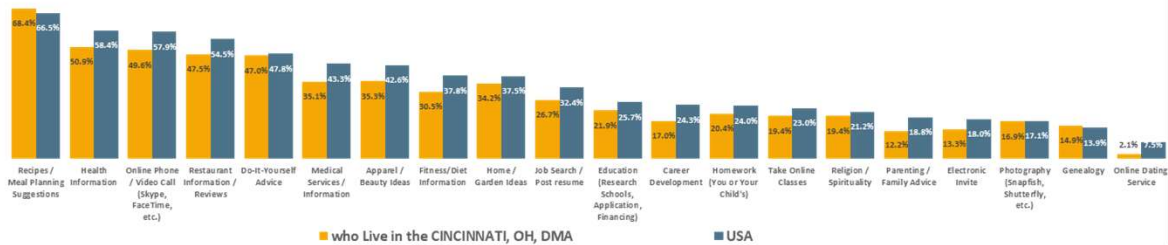
Past 12-months Domestic Airline Trips: Adults 25 - 54



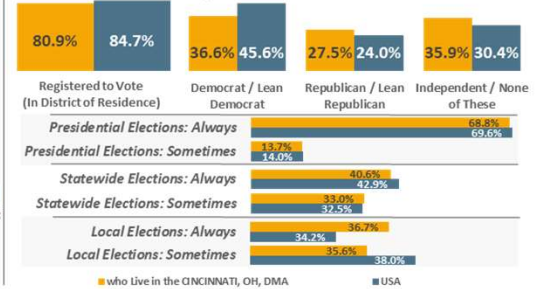


.7% or 465,655 of USA Women 25 - 54 Live in the CINCINNATI, OH, DMA.
 Women 25 - 54 who Live in the CINCINNATI, OH, DMA are 1.8% less likely to look up D-I-Y advice online,
 7.5% more likely to always vote in local elections, 14.9% less likely to belong to a gym, 13.9% less likely to fly domestic past yr.

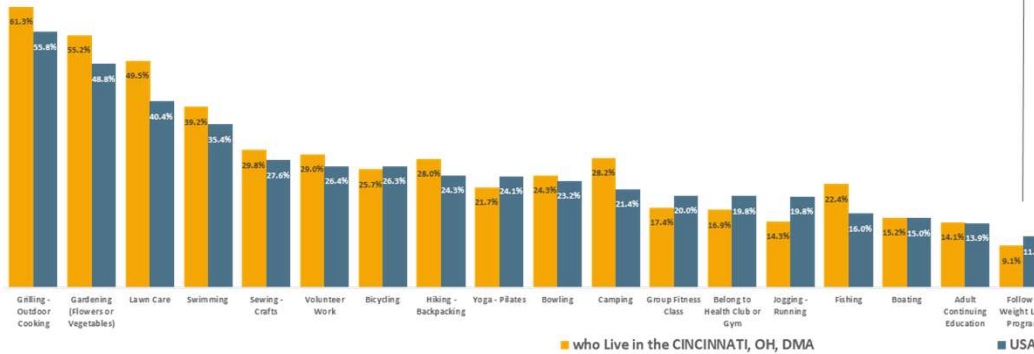
Top-20 past 30-days Online Lifestyle Activities: Women 25 - 54



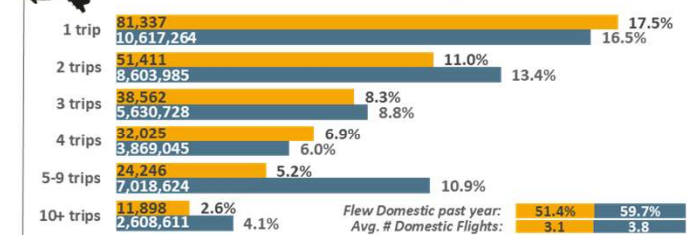
Political Activity: Women 25 - 54



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



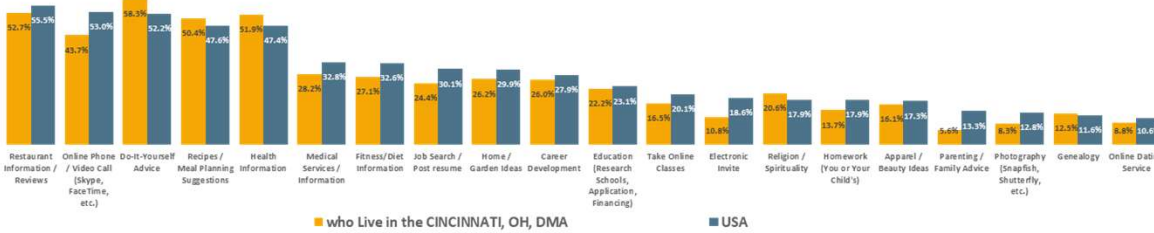
Past 12-months Domestic Airline Trips: Women 25 - 54



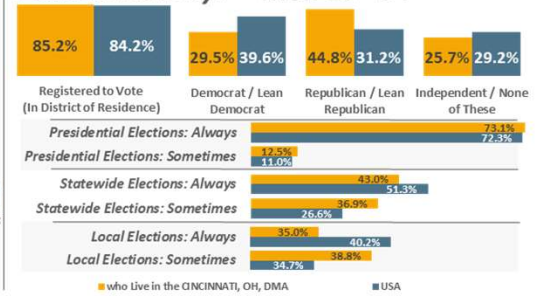


.7% or 467,745 of USA Men 25 - 54 Live in the CINCINNATI, OH, DMA.
 Men 25 - 54 who Live in the CINCINNATI, OH, DMA are 11.6% more likely to look up D-I-Y advice online, 13.1% less likely to always vote in local elections, 14.9% more likely to belong to a gym, 9.4% less likely to fly domestic past yr.

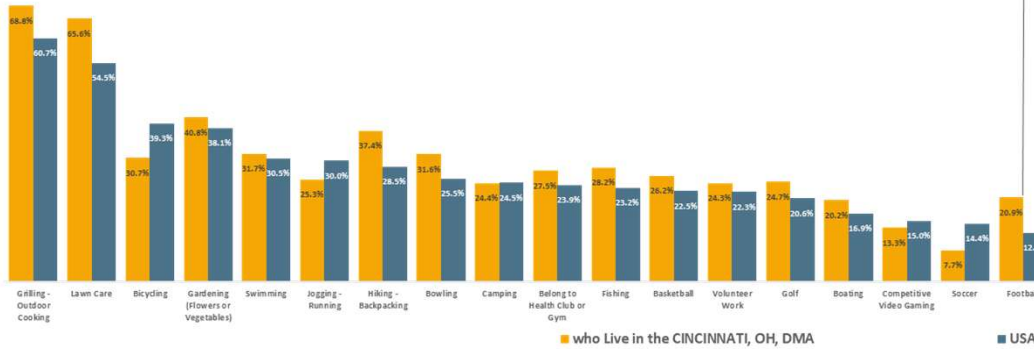
Top-20 past 30-days Online Lifestyle Activities: Men 25 - 54



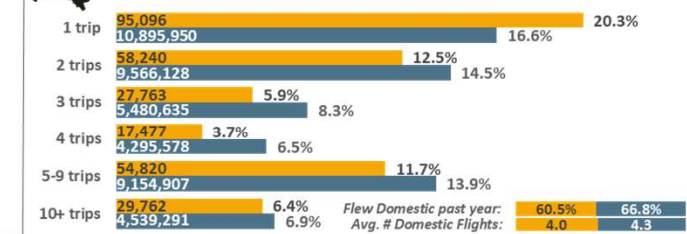
Political Activity: Men 25 - 54



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



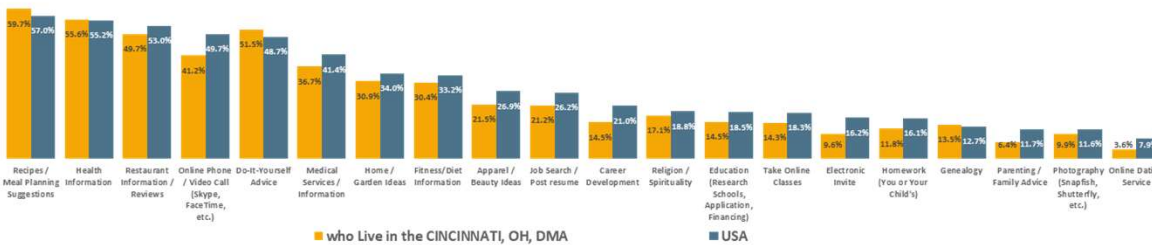
Past 12-months Domestic Airline Trips: Men 25 - 54



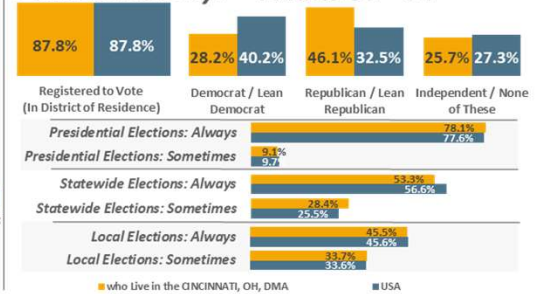


.7% or 926,096 of USA Adults 35 - 64 Live in the CINCINNATI, OH, DMA.
 Adults 35 - 64 who Live in the CINCINNATI, OH, DMA are 5.8% more likely to look up D-I-Y advice online,
 .2% less likely to always vote in local elections, 3.5% less likely to belong to a gym, 11.4% less likely to fly
 domestic past yr.

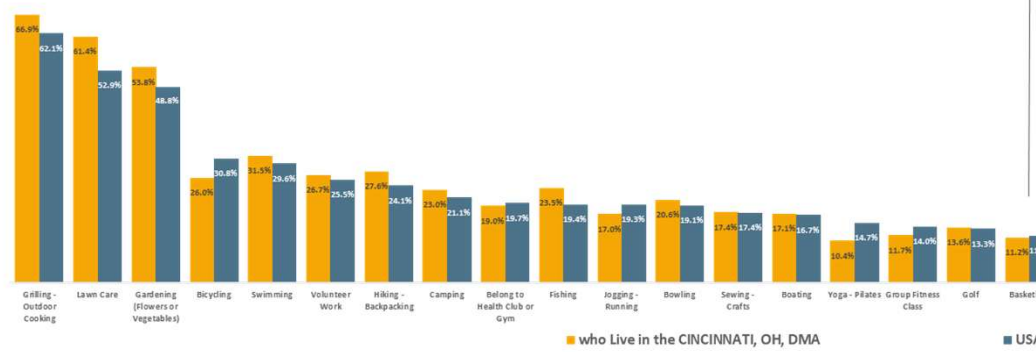
Top-20 past 30-days Online Lifestyle Activities: Adults 35 - 64



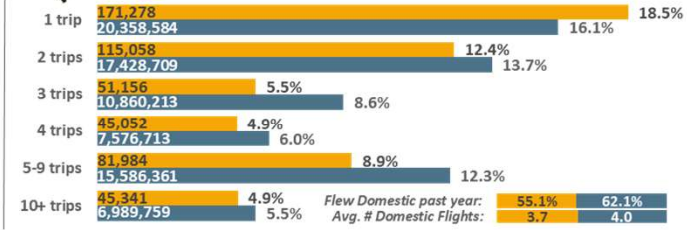
Political Activity: Adults 35 - 64



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



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

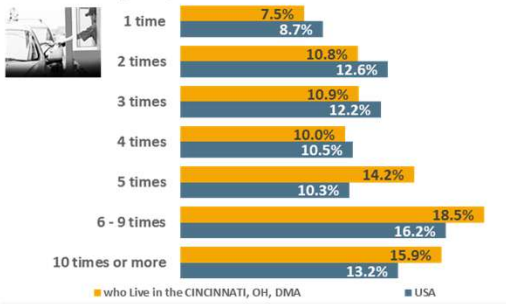




P18+

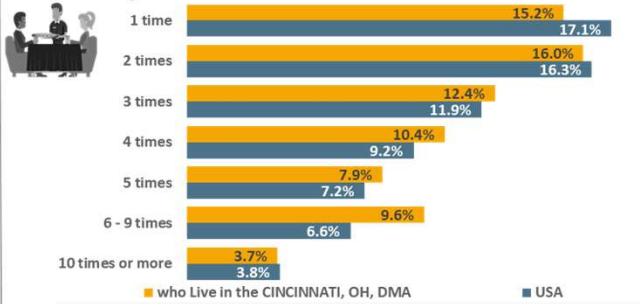
.7% or 1,943,964 of USA Adults 18 or older Live in the CINCINNATI, OH, DMA.
 Adults 18 or older who Live in the CINCINNATI, OH, DMA are 4.9% more likely to use QSRs past mo., 4.4% more likely to use Sit-Down Restaurants past mo., 3.1% more likely to use Casinos past yr., 68.5% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



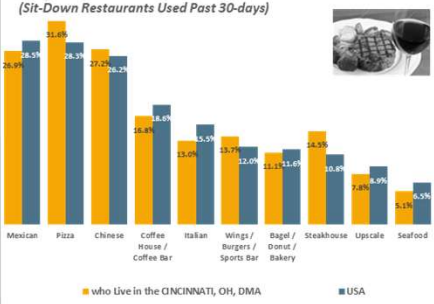
Metric	Cincinnati, OH, DMA	USA
Total Monthly QSR Users:	87.7%	83.6%
Avg. Monthly QSR Meals:	6.3	5.8
Count	1,705,828	219,274,270

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



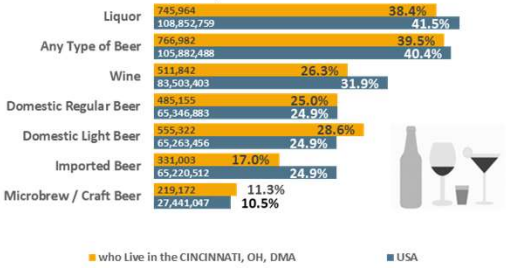
Metric	Cincinnati, OH, DMA	USA
Total Monthly Sit-Down Restaurant Users:	75.2%	72.1%
Avg. Monthly Sit-Down Restaurant Meals:	3.9	3.7
Count	1,462,672	188,904,111

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



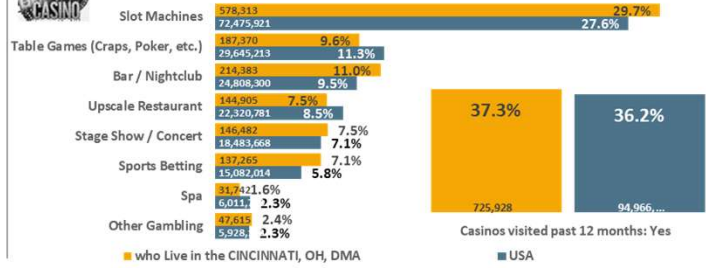
Metric	Cincinnati, OH, DMA	USA
Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.):	412,644	21,212,777
Percentage	21.2%	20.0%

Drank Past 30-days: Adults 18 or older



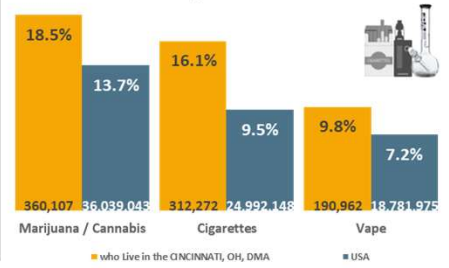
USA USA Projection Scarborough R1 2026: Feb25-Feb26 Qual Intab
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Past 12 months Casino Activities: Adults 18 or older



USA USA Projection Scarborough R1 2026: Sep24-Feb26 Qual Intab 24,838

Used Past 30-days: Adults 18 or older

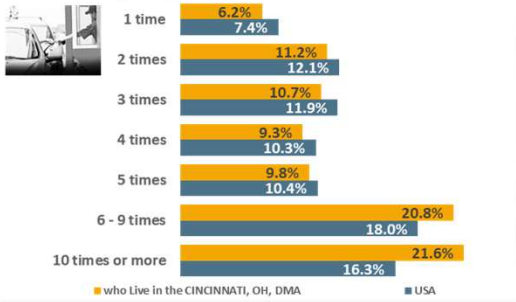


USA USA Projection Scarborough R1 2026: Sep24-Feb26 Qual Intab 24,838

CINCINNATI, OH DMA #37 P25-54

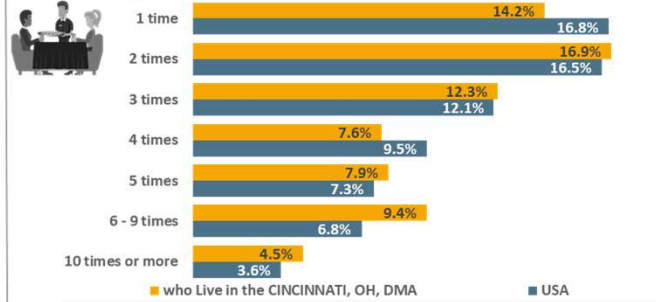
.7% or 933,400 of USA Adults 25 - 54 Live in the CINCINNATI, OH, DMA.
 Adults 25 - 54 who Live in the CINCINNATI, OH, DMA are 3.5% more likely to use QSRs past mo., .3% more likely to use Sit-Down Restaurants past mo., 13.2% more likely to use Casinos past yr., 68.7% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 25 - 54



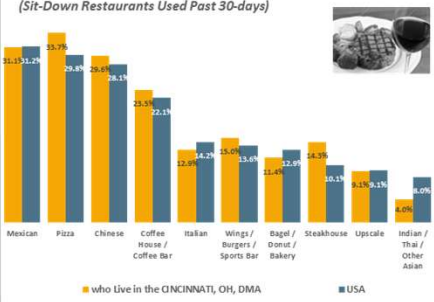
Metric	CINCINNATI, OH, DMA	USA
Total Monthly QSR Users	89.5%	86.5%
Avg. Monthly QSR Meals	7.0	6.3

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



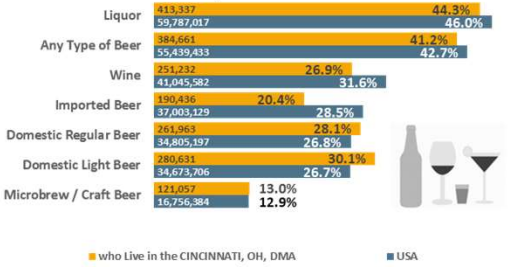
Metric	CINCINNATI, OH, DMA	USA
Total Monthly Sit-Down Restaurant Users	72.8%	72.6%
Avg. Monthly Sit-Down Restaurant Meals	4.0	3.7

Top-10 Cuisines: Adults 25 - 54

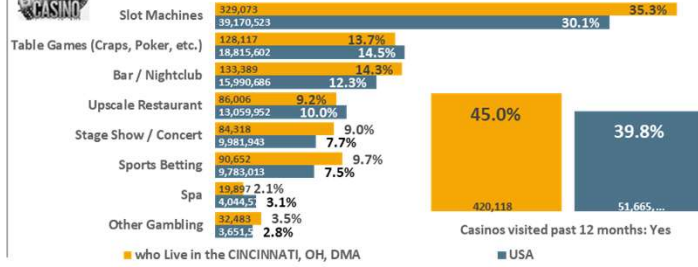


Metric	CINCINNATI, OH, DMA	USA
Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)	235,687 (25.3%)	277,454,202 (25.2%)

Drank Past 30-days: Adults 25 - 54

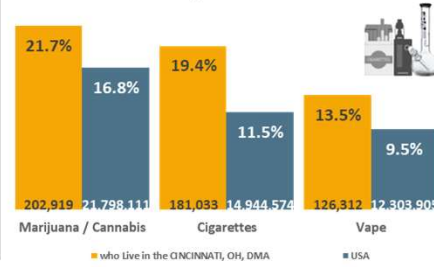


Past 12 months Casino Activities: Adults 25 - 54



Metric	CINCINNATI, OH, DMA	USA
Casinos visited past 12 months: Yes	45.0%	39.8%

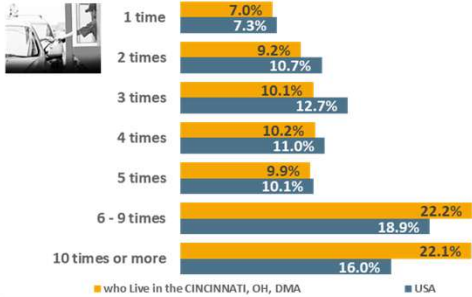
Used Past 30-days: Adults 25 - 54



CINCINNATI OH DMA #37 W25-54

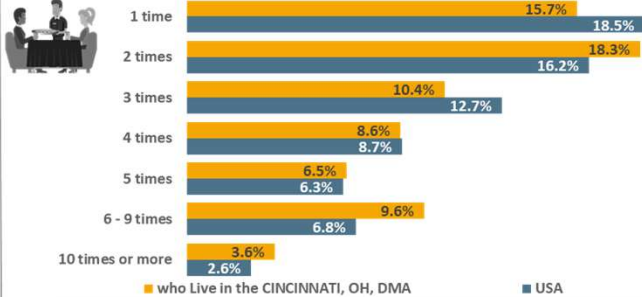
.7% or 465,655 of USA Women 25 - 54 Live in the CINCINNATI, OH, DMA.
 Women 25 - 54 who Live in the CINCINNATI, OH, DMA are 4.5% more likely to use QSRs past mo., 1.1% more likely to use Sit-Down Restaurants past mo., 8.7% more likely to use Casinos past yr., 80.2% more likely to smoke cigarettes.

Past 30-days QSR Users: Women 25 - 54



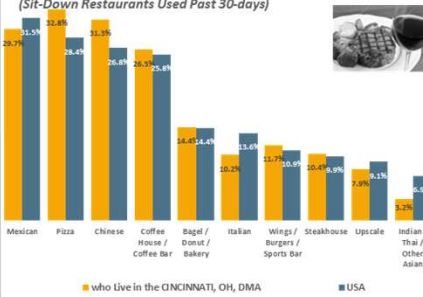
Metric	Cincinnati, OH, DMA	USA
Total Monthly QSR Users:	90.7%	86.8%
Avg. Monthly QSR Meals:	7.1	6.3

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



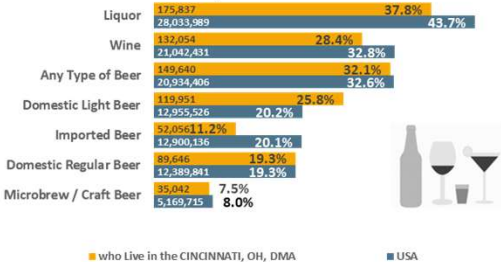
Metric	Cincinnati, OH, DMA	USA
Total Monthly Sit-Down Restaurant Users:	72.7%	71.9%
Avg. Monthly Sit-Down Restaurant Meals:	3.8	3.4

Top-10 Cuisines: Women 25 - 54 (Sit-Down Restaurants Used Past 30-days)

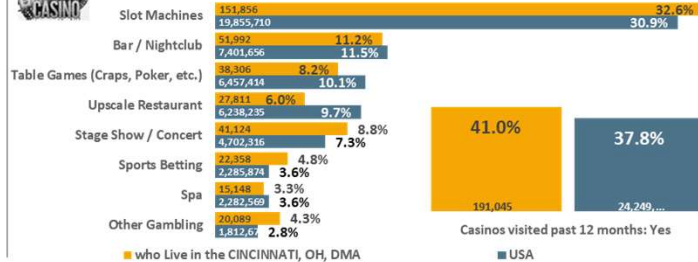


Metric	Cincinnati, OH, DMA	USA
Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.):	141,277	26.6%
who Live in the CINCINNATI, OH, DMA	30.3%	

Drank Past 30-days: Women 25 - 54

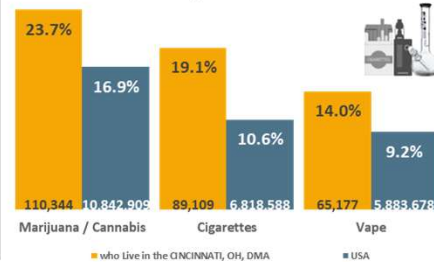


Past 12 months Casino Activities: Women 25 - 54



Metric	Cincinnati, OH, DMA	USA
Casinos visited past 12 months: Yes	41.0%	37.8%

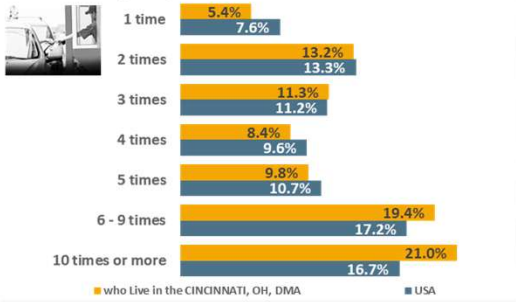
Used Past 30-days: Women 25 - 54



CINCINNATI, OH DMA #37 M25-54

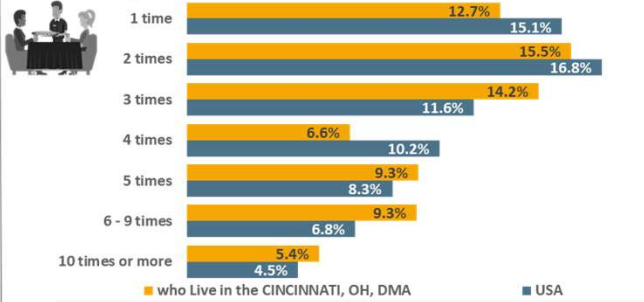
.7% or 467,745 of USA Men 25 - 54 Live in the CINCINNATI, OH, DMA.
 Men 25 - 54 who Live in the CINCINNATI, OH, DMA are 2.5% more likely to use QSRs past mo., .4% less likely to use Sit-Down Restaurants past mo., 17.5% more likely to use Casinos past yr., 59.% more likely to smoke cigarettes.

Past 30-days QSR Users: Men 25 - 54



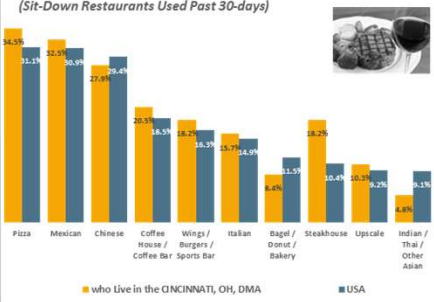
Total Monthly QSR Users:	88.4%	86.2%
Avg. Monthly QSR Meals:	6.9	6.2
	413,365	56,692,414

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



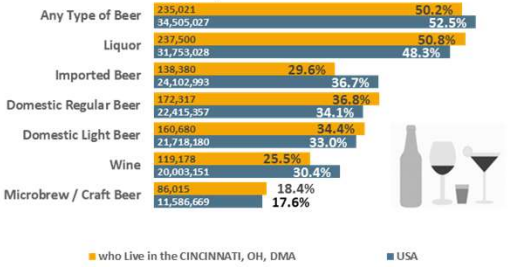
Total Monthly Sit-Down Restaurant Users:	73.0%	73.3%
Avg. Monthly Sit-Down Restaurant Meals:	4.2	3.9
	341,261	48,180,027

Top-10 Cuisines: Men 25 - 54 (Sit-Down Restaurants Used Past 30-days)

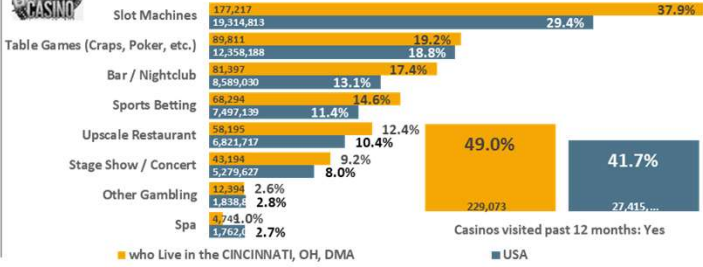


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)	20.2%	23.9%
	94,410	12,254,254

Drank Past 30-days: Men 25 - 54

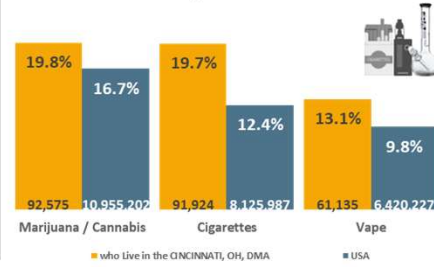


Past 12 months Casino Activities: Men 25 - 54



Casinos visited past 12 months: Yes	49.0%	41.7%
	229,073	27,415,000

Used Past 30-days: Men 25 - 54



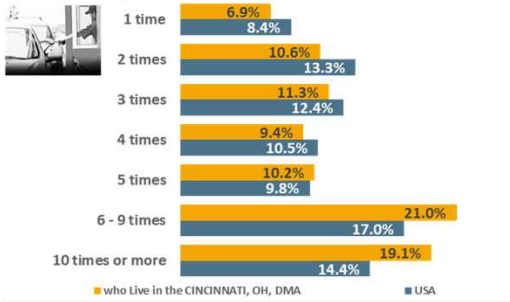
	92,575	10,955,202
	91,924	8,125,987
	61,135	6,420,227

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CINCINNATI, OH DMA #37 P35-64

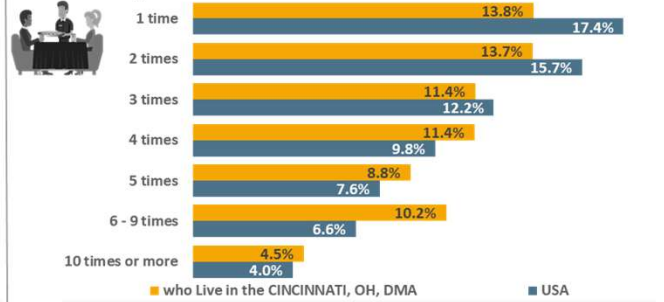
.7% or 926,096 of USA Adults 35 - 64 Live in the CINCINNATI, OH, DMA.
 Adults 35 - 64 who Live in the CINCINNATI, OH, DMA are 2.9% more likely to use QSRs past mo., .7% more likely to use Sit-Down Restaurants past mo., 4.7% more likely to use Casinos past yr., 47.2% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 35 - 64



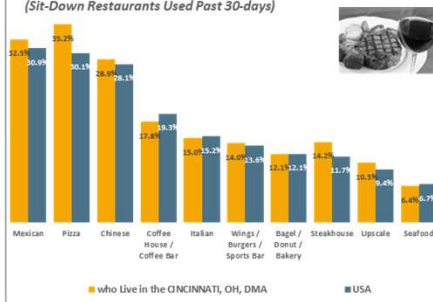
Metric	Cincinnati, OH DMA	USA
Total Monthly QSR Users:	88.4%	85.9%
Avg. Monthly QSR Meals:	6.7	5.9
Count	818,604	108,893,617

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



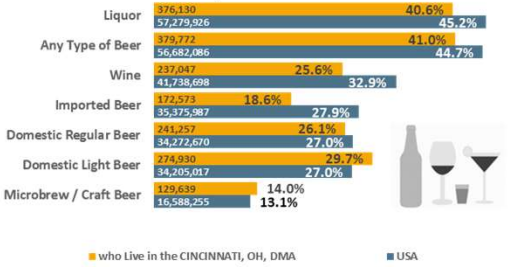
Metric	Cincinnati, OH DMA	USA
Total Monthly Sit-Down Restaurant Users:	73.8%	73.2%
Avg. Monthly Sit-Down Restaurant Meals:	4.2	3.7
Count	683,242	92,856,081

Top-10 Cuisines: Adults 35 - 64

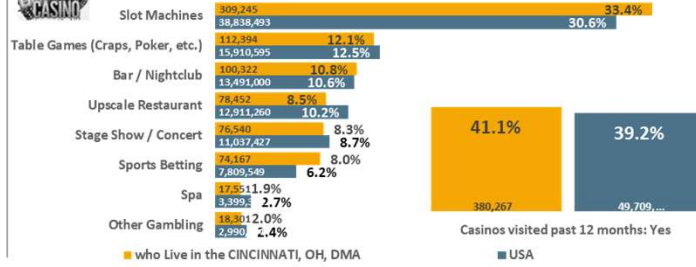


Metric	Cincinnati, OH DMA	USA
Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.):	19.9%	20.0%
Count	184,057	107,707,111

Drank Past 30-days: Adults 35 - 64

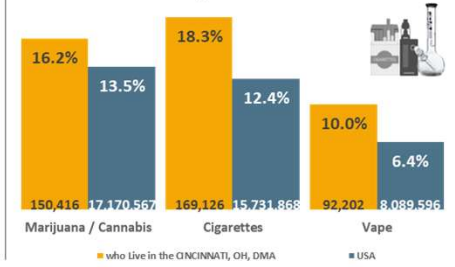


Past 12 months Casino Activities: Adults 35 - 64



Metric	Cincinnati, OH DMA	USA
Casinos visited past 12 months: Yes	41.1%	39.2%
Count	380,267	49,709,000

Used Past 30-days: Adults 35 - 64

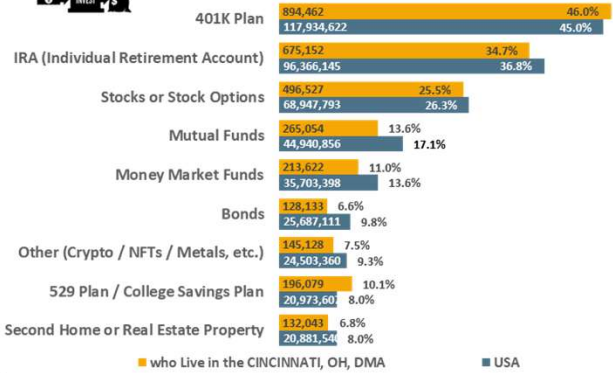


Metric	Cincinnati, OH DMA	USA
Marijuana / Cannabis	150,416	17,170,557
Cigarettes	169,126	15,731,868
Vape	92,202	8,089,596

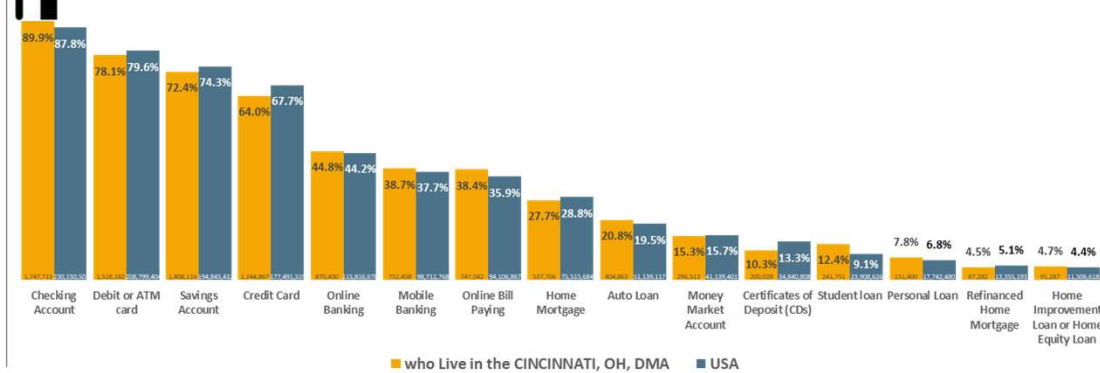


.7% or 1,943,964 of USA Adults 18 or older Live in the CINCINNATI, OH, DMA.
 Adults 18 or older who Live in the CINCINNATI, OH, DMA are 2.3% more likely to have a 401K, 6.8% more likely to have an Auto Loan, 19.5% less likely to Invest/Trade Stocks Online, 1.6% less likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



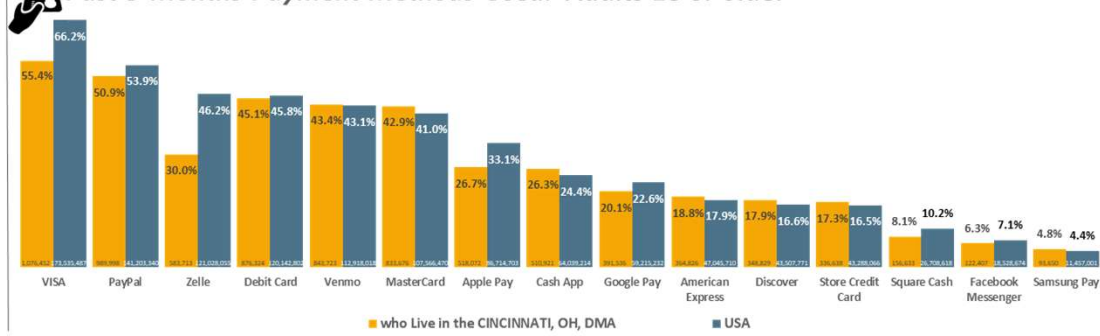
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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

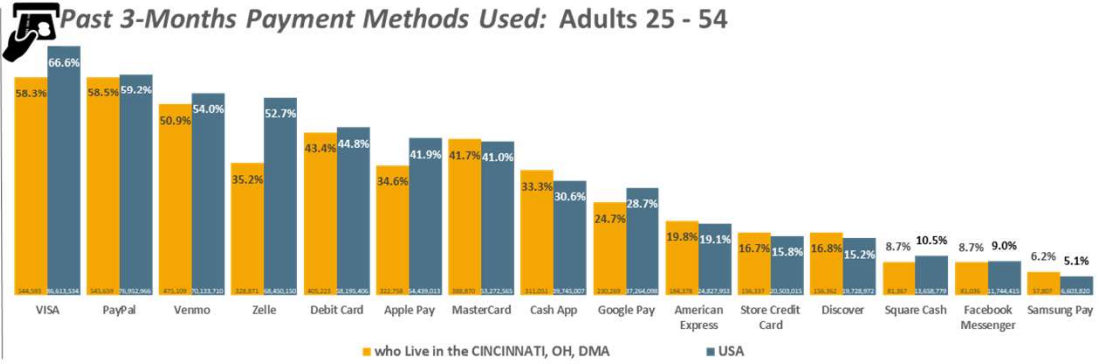
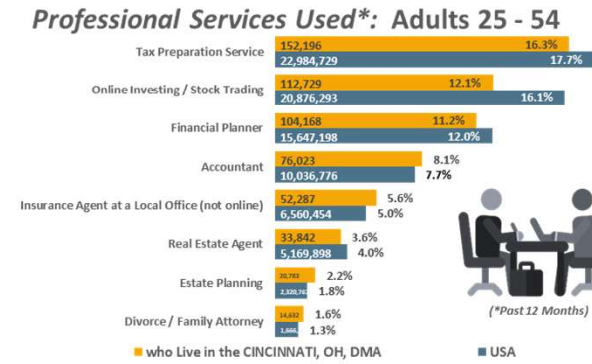
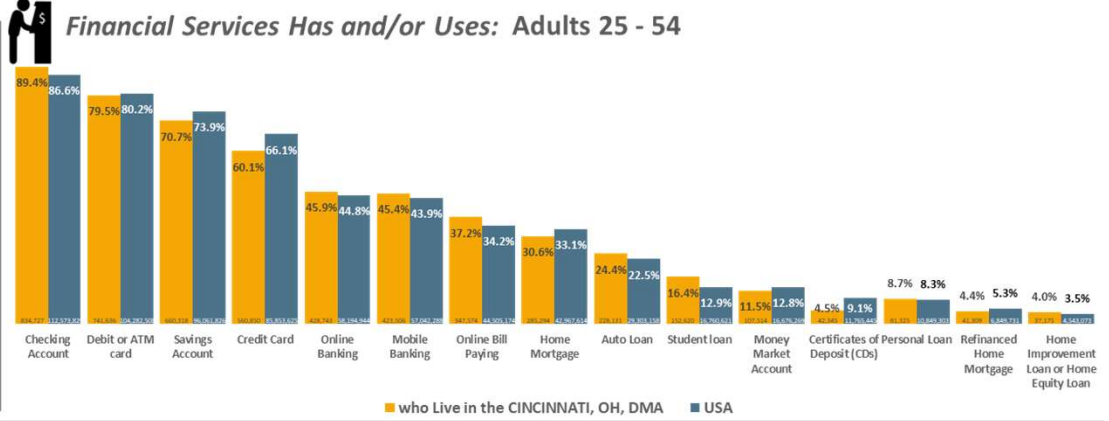
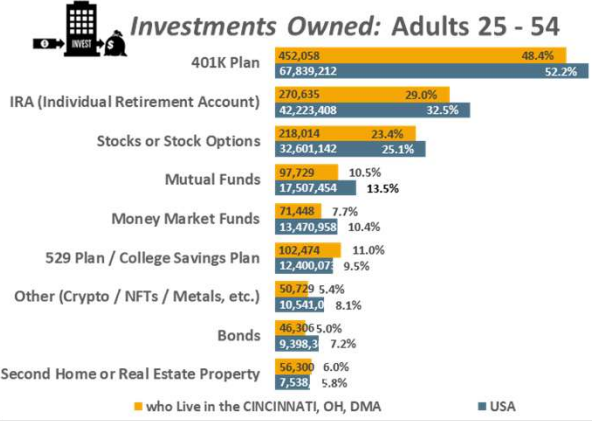


USA USA Projection Scarborough R1 2026: Feb25-Feb26 Qual Intab
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1,900 USA Projection Scarborough R1 2026: Sep24-Feb26 Qual Intab 24,838



.7% or 933,400 of USA Adults 25 - 54 Live in the CINCINNATI, OH, DMA.
 Adults 25 - 54 who Live in the CINCINNATI, OH, DMA are 7.2% less likely to have a 401K, 8.4% more likely to have an Auto Loan, 24.8% less likely to Invest/Trade Stocks Online, 3% less likely to pay with their Debit Card.



USA USA Projection Scarborough R1 2026: Feb25-Feb26 Qual Intab
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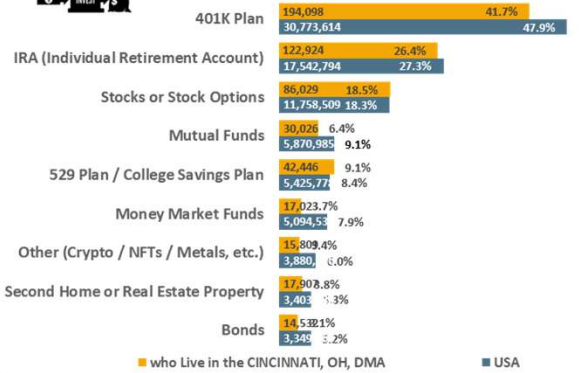
1,900 USA Projection Scarborough R1 2026: Sep24-Feb26 Qual Intab 24,838



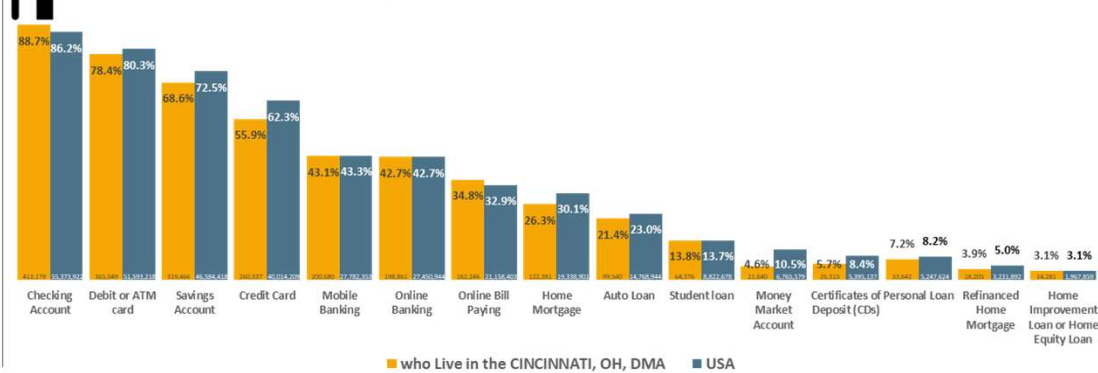
.7% or 465,655 of USA Women 25 - 54 Live in the CINCINNATI, OH, DMA.
 Women 25 - 54 who Live in the CINCINNATI, OH, DMA are 13.% less likely to have a 401K, 7.% less likely to have an Auto Loan, 26.1% less likely to Invest/Trade Stocks Online, 4.3% less likely to pay with their Debit Card.



Investments Owned: Women 25 - 54



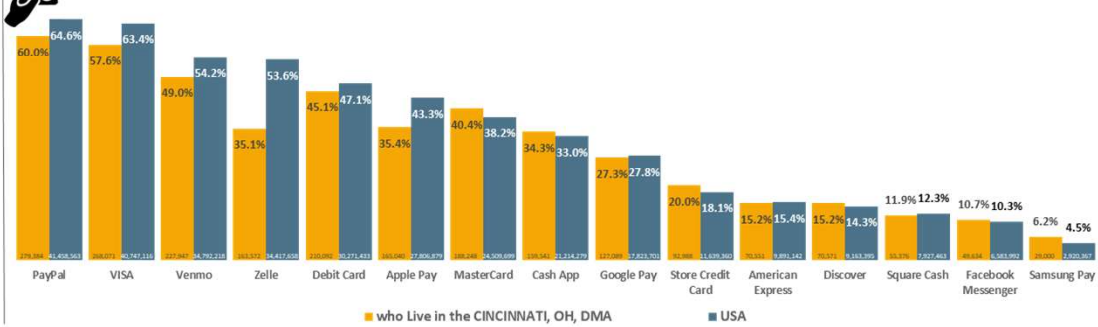
Financial Services Has and/or Uses: Women 25 - 54



Professional Services Used*: Women 25 - 54



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

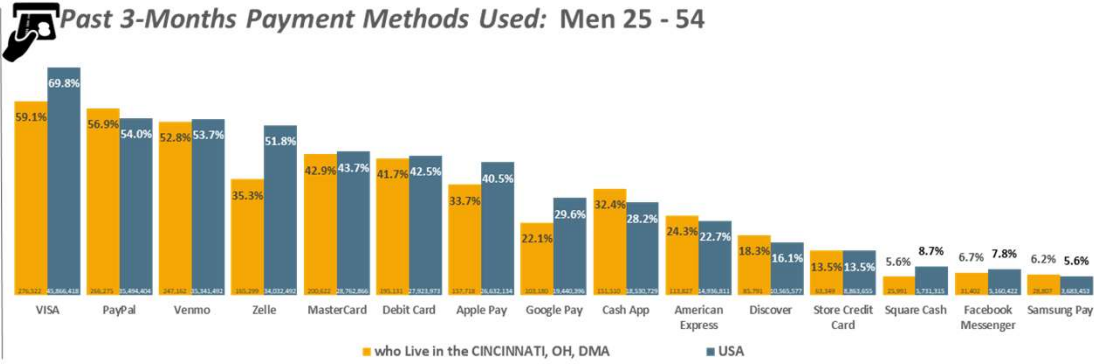
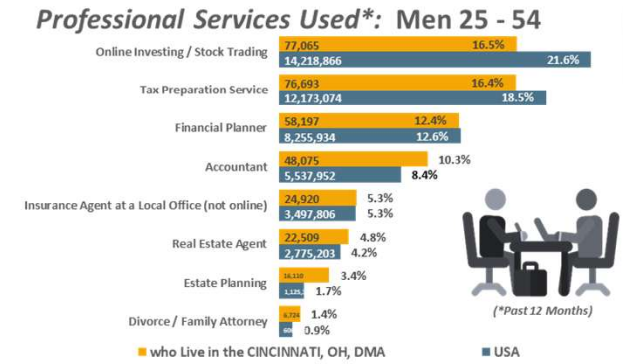
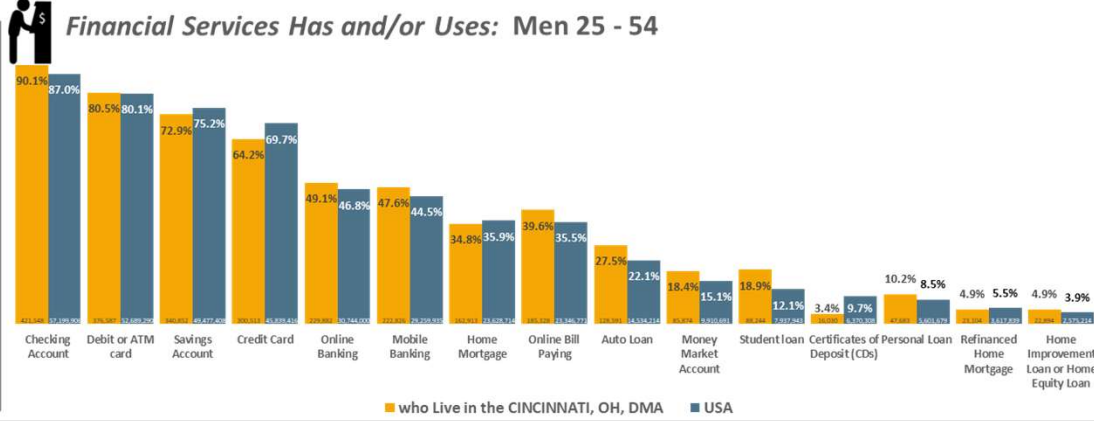
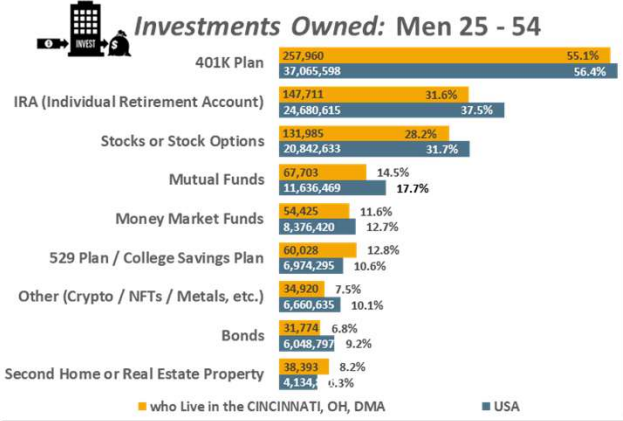


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1,900 USA Projection Scarborough R1 2026: Sep24-Feb26 Qual Intab 24,838



.7% or 467,745 of USA Men 25 - 54 Live in the CINCINNATI, OH, DMA.
 Men 25 - 54 who Live in the CINCINNATI, OH, DMA are 2.2% less likely to have a 401K, 24.4% more likely to have an Auto Loan, 23.8% less likely to Invest/Trade Stocks Online, 1.8% less likely to pay with their Debit Card.



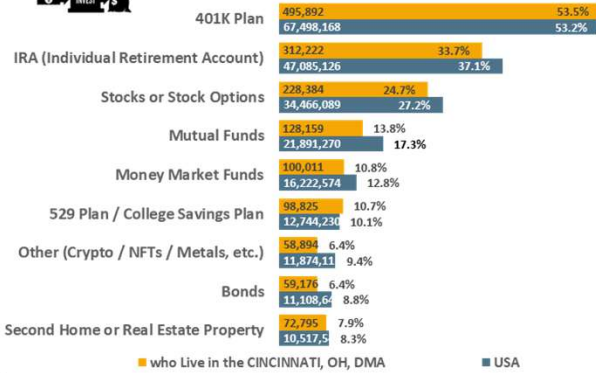
USA USA Projection Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,900
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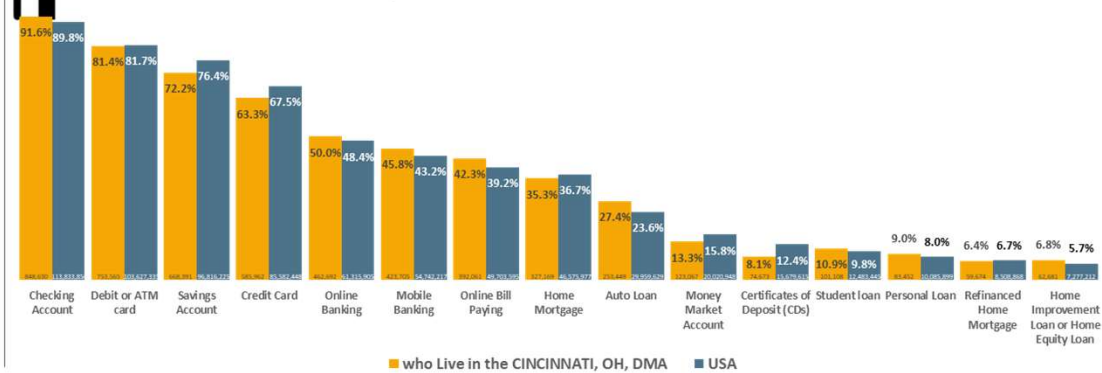
.7% or 926,096 of USA Adults 35 - 64 Live in the CINCINNATI, OH, DMA.
 Adults 35 - 64 who Live in the CINCINNATI, OH, DMA are .6% more likely to have a 401K, 15.8% more likely to have an Auto Loan, 13.6% less likely to Invest/Trade Stocks Online, .4% less likely to pay with their Debit Card.



Investments Owned: Adults 35 - 64



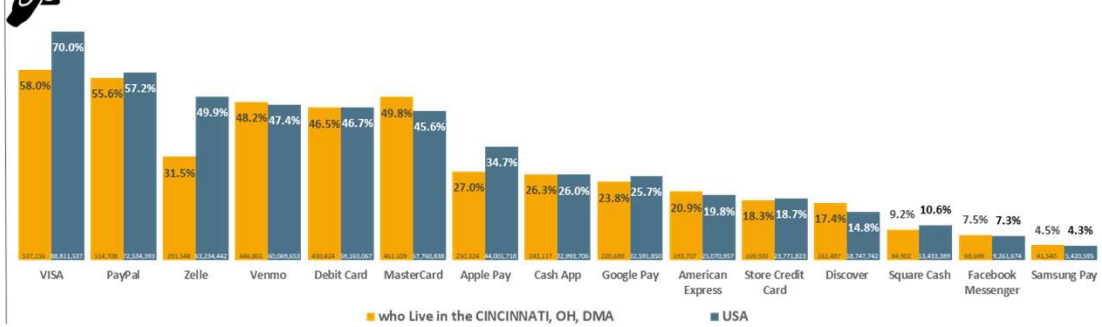
Financial Services Has and/or Uses: Adults 35 - 64



Professional Services Used*: Adults 35 - 64



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

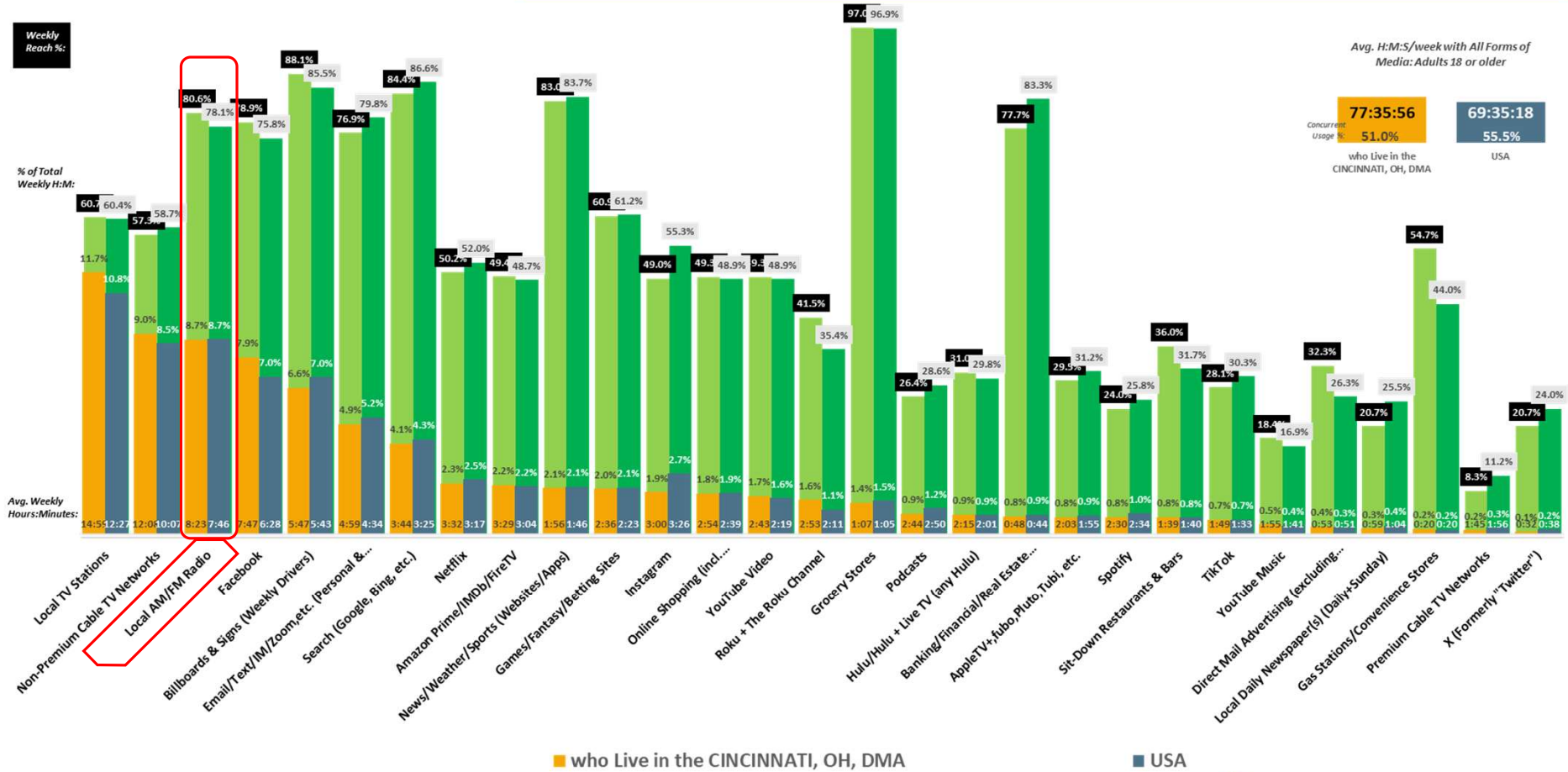


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1,900 USA Projection Scarborough R1 2026: Sep24-Feb26 Qual Intab 24,838

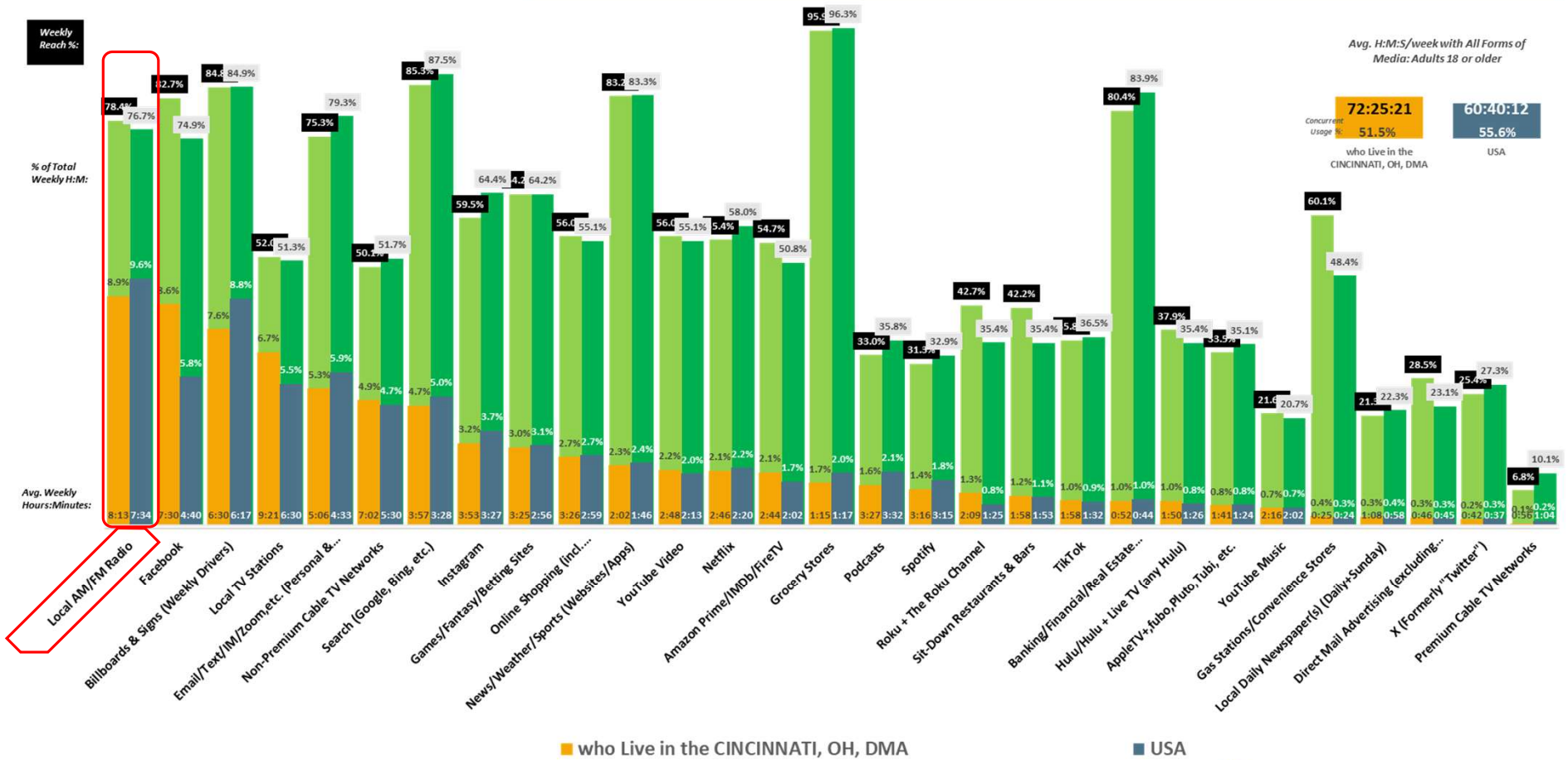


Adults 18 or older who Live in the CINCINNATI, OH, DMA spend an average of 3 days, 5 hours, 35 minutes and 56 seconds each week with All Forms of Media.
 80.6% of Adults 18 or older who Live in the CINCINNATI, OH, DMA spend an avg. of 8 hours and 23 minutes each week listening to All Local AM/FM Radio, representing 8.7% of total time spent with all forms of Media.





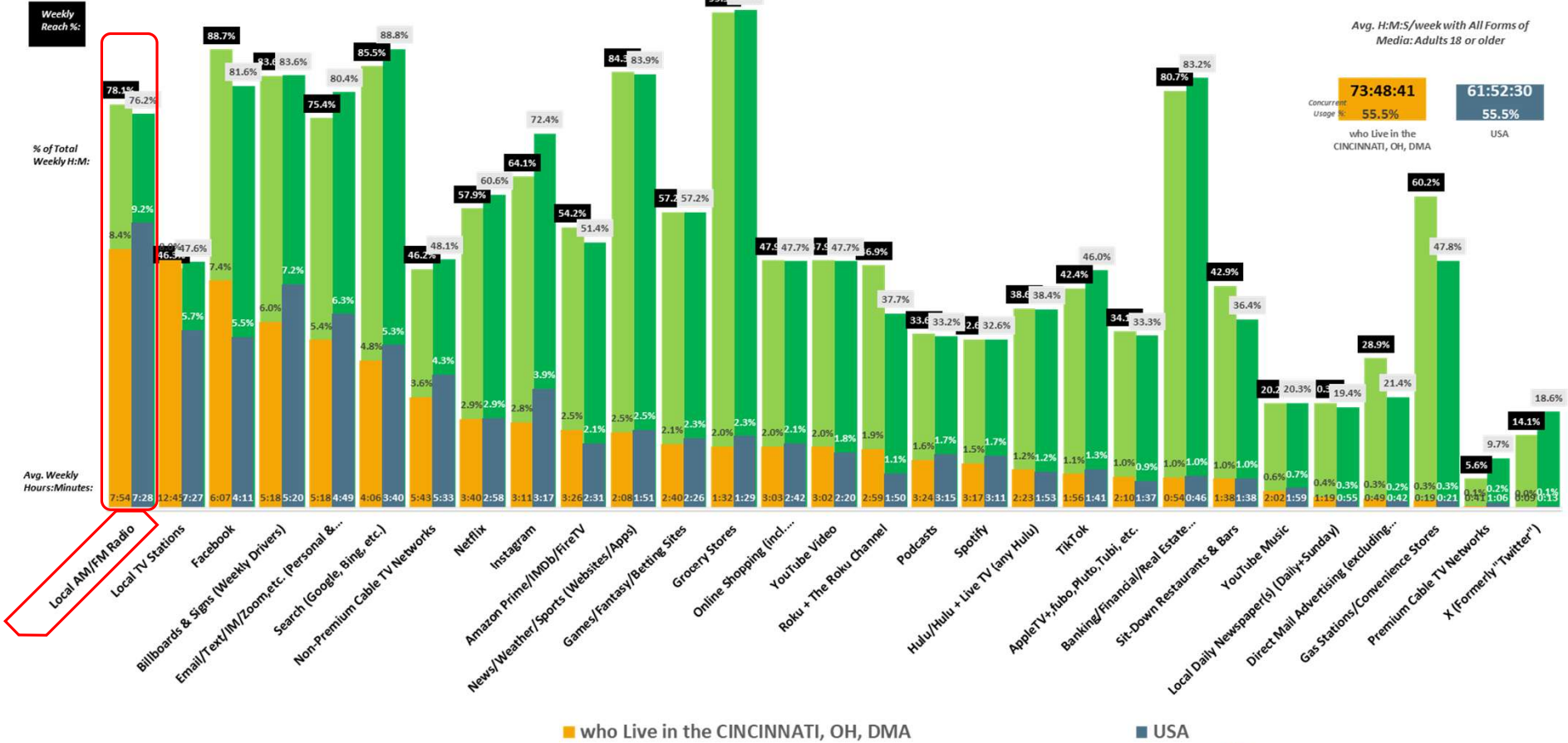
Adults 25 - 54 who Live in the CINCINNATI, OH, DMA spend an average of 3 days, 0 hours, 25 minutes and 21 seconds each week with All Forms of Media.
 78.4% of Adults 25 - 54 who Live in the CINCINNATI, OH, DMA spend an avg. of 8 hours and 13 minutes each week listening to All Local AM/FM Radio, representing 8.9% of total time spent with all forms of Media.



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Women 25 - 54 who Live in the CINCINNATI, OH, DMA spend an average of 3 days, 1 hours, 48 minutes and 41 seconds each week with All Forms of Media.
 78.1% of Women 25 - 54 who Live in the CINCINNATI, OH, DMA spend an avg. of 7 hours and 54 minutes each week listening to All Local AM/FM Radio, representing 8.4% of total time spent with all forms of Media.



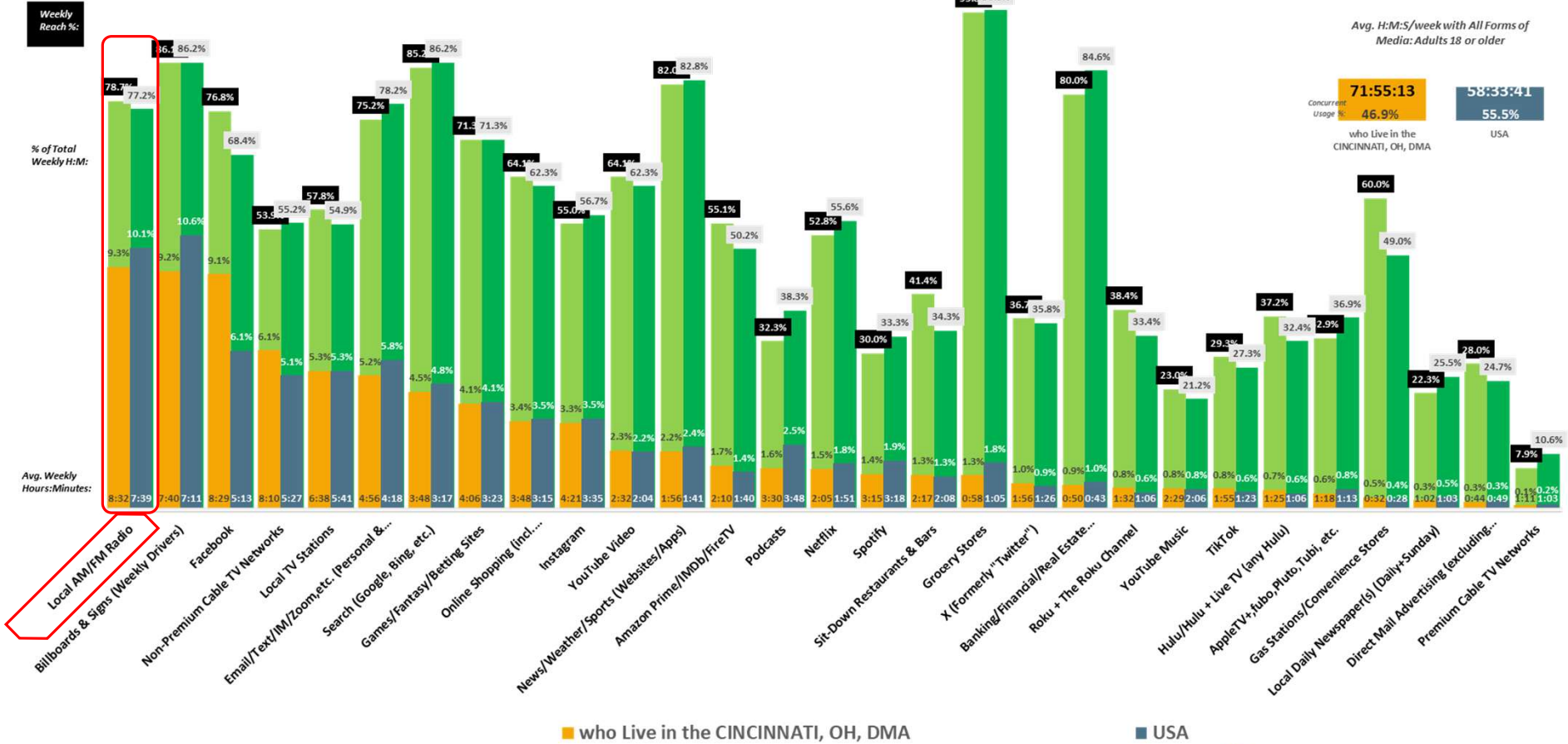
Avg. H:M:S/week with All Forms of Media: Adults 18 or older

CINCINNATI, OH, DMA	73:48:41
USA	61:52:30

Concurrent Usage %: 55.5%



Men 25 - 54 who Live in the CINCINNATI, OH, DMA spend an average of 2 days, 23 hours, 55 minutes and 13 seconds each week with All Forms of Media.
 78.7% of Men 25 - 54 who Live in the CINCINNATI, OH, DMA spend an avg. of 8 hours and 32 minutes each week listening to All Local AM/FM Radio, representing 9.3% of total time spent with all forms of Media.

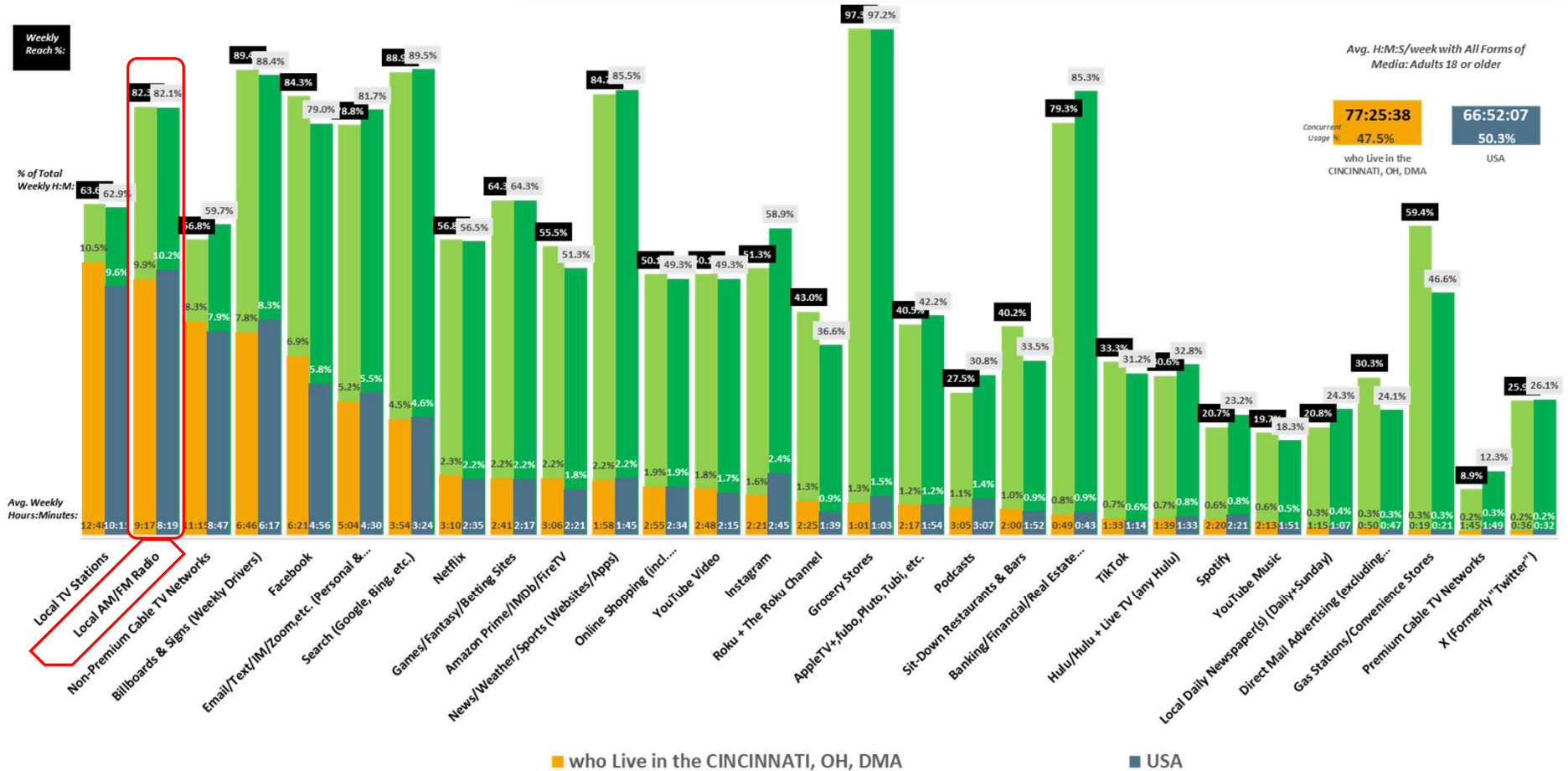


Avg. H:M:S/week with All Forms of Media: Adults 18 or older

Concurrent Usage:	71:55:13	58:33:41
who Live in the CINCINNATI, OH, DMA	46.9%	55.5%
USA		



Adults 35 - 64 who Live in the CINCINNATI, OH, DMA spend an average of 3 days, 5 hours, 25 minutes and 38 seconds each week with All Forms of Media.
 82.3% of Adults 35 - 64 who Live in the CINCINNATI, OH, DMA spend an avg. of 9 hours and 17 minutes each week listening to All Local AM/FM Radio, representing 9.9% of total time spent with all forms of Media.



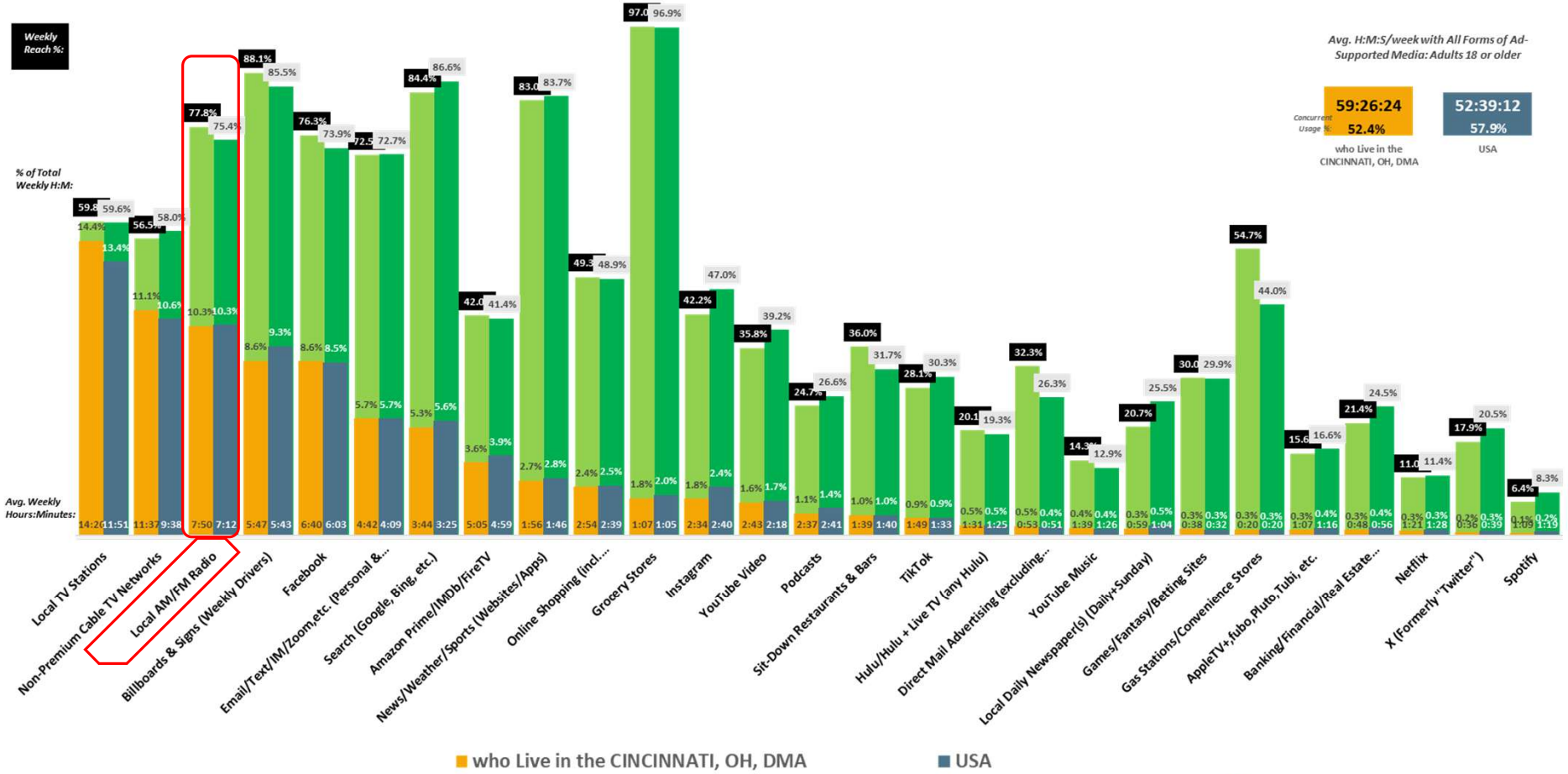
Avg. H:M:S/week with All Forms of Media: Adults 18 or older

Concurrent Usage: **77:25:38** (47.5%)
66:52:07 (50.3%)
 who Live in the CINCINNATI, OH, DMA vs USA





Adults 18 or older who Live in the CINCINNATI, OH, DMA spend an average of 2 days, 11 hours, 26 minutes and 24 seconds each week with All Forms of Ad-Supported Media.
 77.8% of Adults 18 or older who Live in the CINCINNATI, OH, DMA spend an avg. of 7 hours and 50 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.3% of total time spent with all forms of Ad-Supported Media.



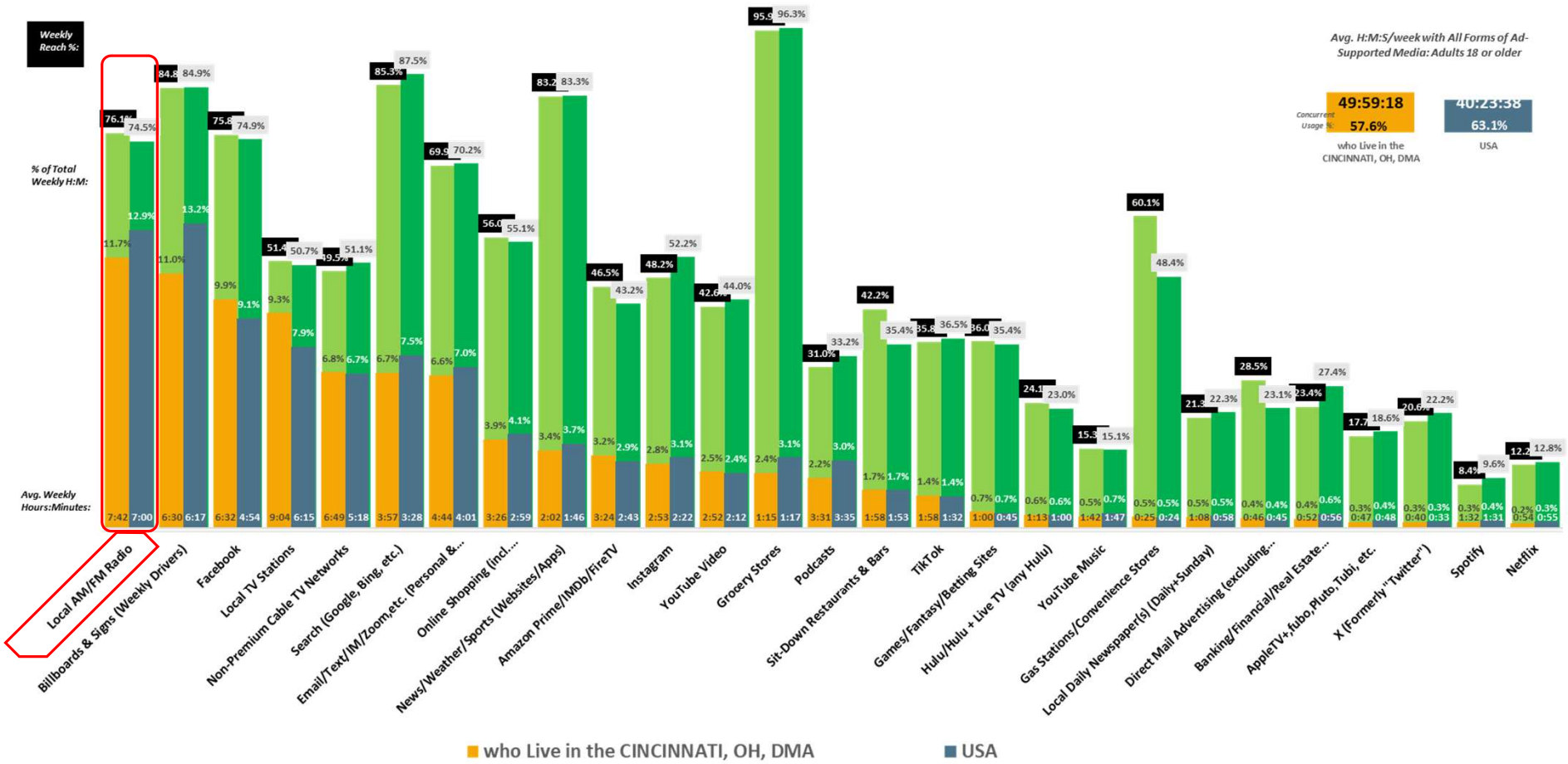
Avg. H:M:S/week with All Forms of Ad-Supported Media: Adults 18 or older

Cincinnati, OH, DMA	59:26:24
USA	52:39:12

Concurrent Usage %: 52.4%



Adults 25 - 54 who Live in the CINCINNATI, OH, DMA spend an average of 2 days, 1 hours, 59 minutes and 18 seconds each week with All Forms of Ad-Supported Media.
 76.1% of Adults 25 - 54 who Live in the CINCINNATI, OH, DMA spend an avg. of 7 hours and 42 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.7% of total time spent with all forms of Ad-Supported Media.

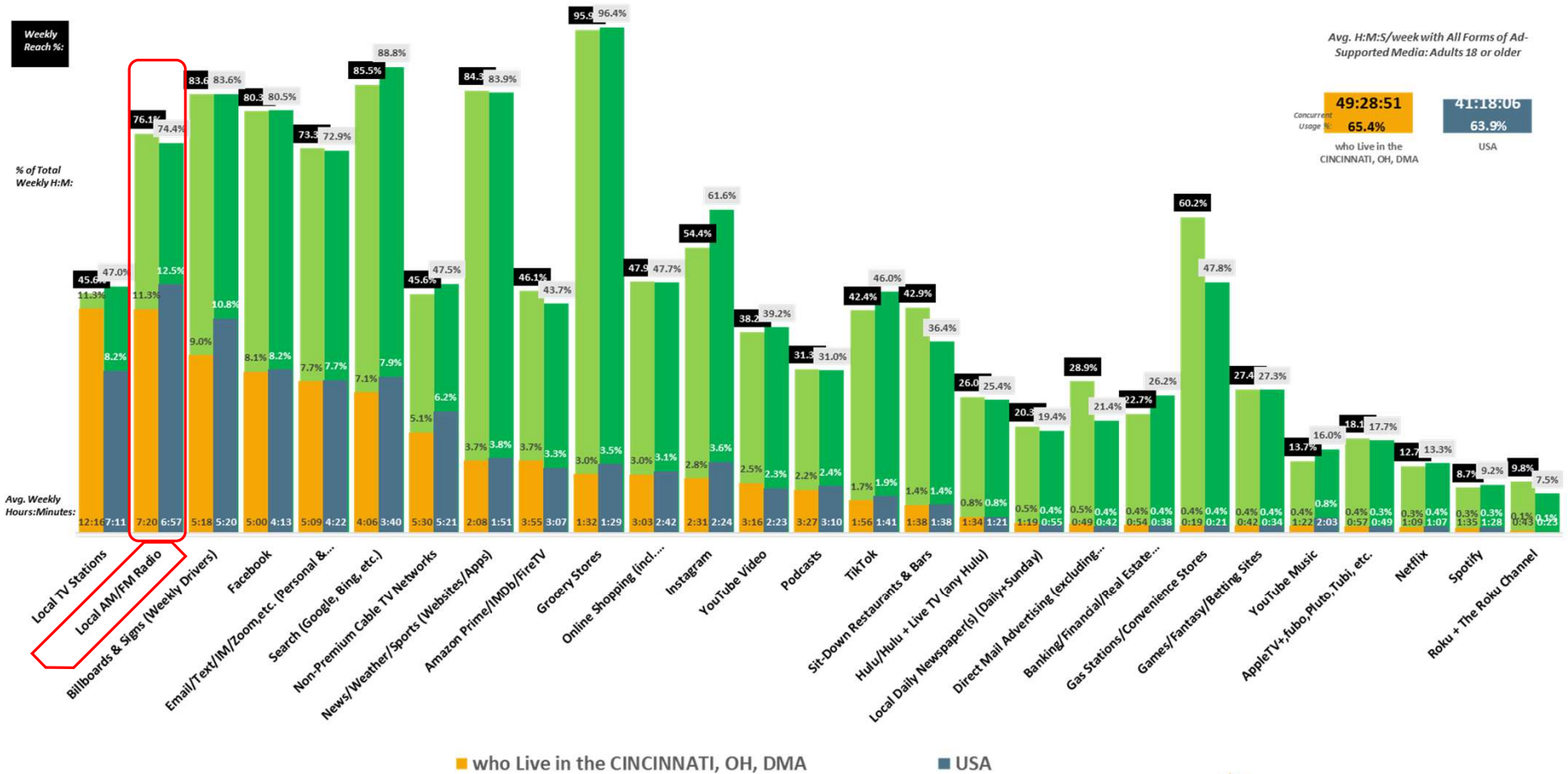


Avg. H:M:S/week with All Forms of Ad-Supported Media: Adults 18 or older

49:59:18	40:23:38
Concurrent Usage %: 57.6%	65.1%
who Live in the CINCINNATI, OH, DMA	USA



Women 25 - 54 who Live in the CINCINNATI, OH, DMA spend an average of 2 days, 1 hours, 28 minutes and 51 seconds each week with All Forms of Ad-Supported Media.
 76.1% of Women 25 - 54 who Live in the CINCINNATI, OH, DMA spend an avg. of 7 hours and 20 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.3% of total time spent with all forms of Ad-Supported Media.

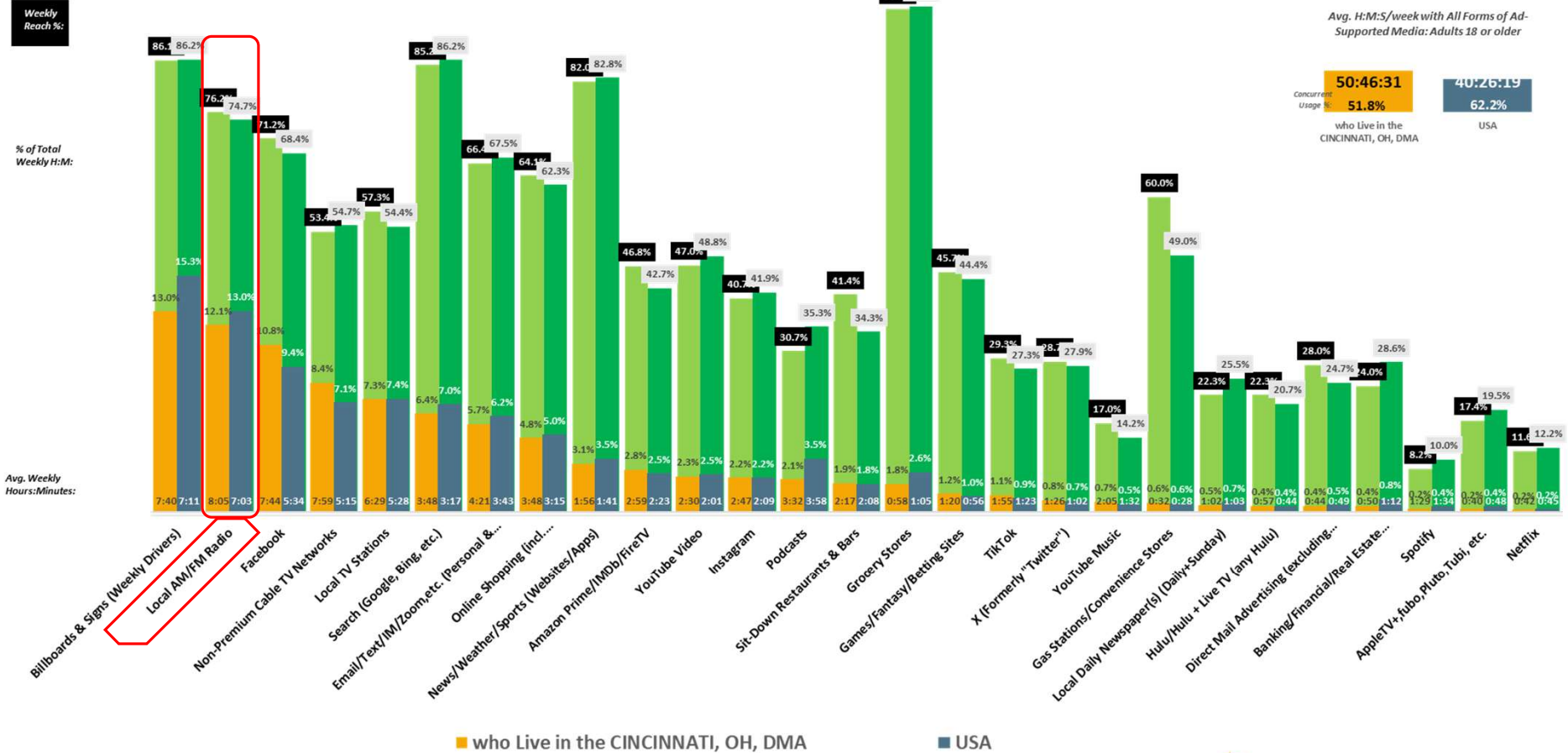


Avg. H:M:S/week with All Forms of Ad-Supported Media: Adults 18 or older

Concurrent Usage %	49:28:51	41:18:06
	65.4%	63.9%
	who Live in the CINCINNATI, OH, DMA	USA

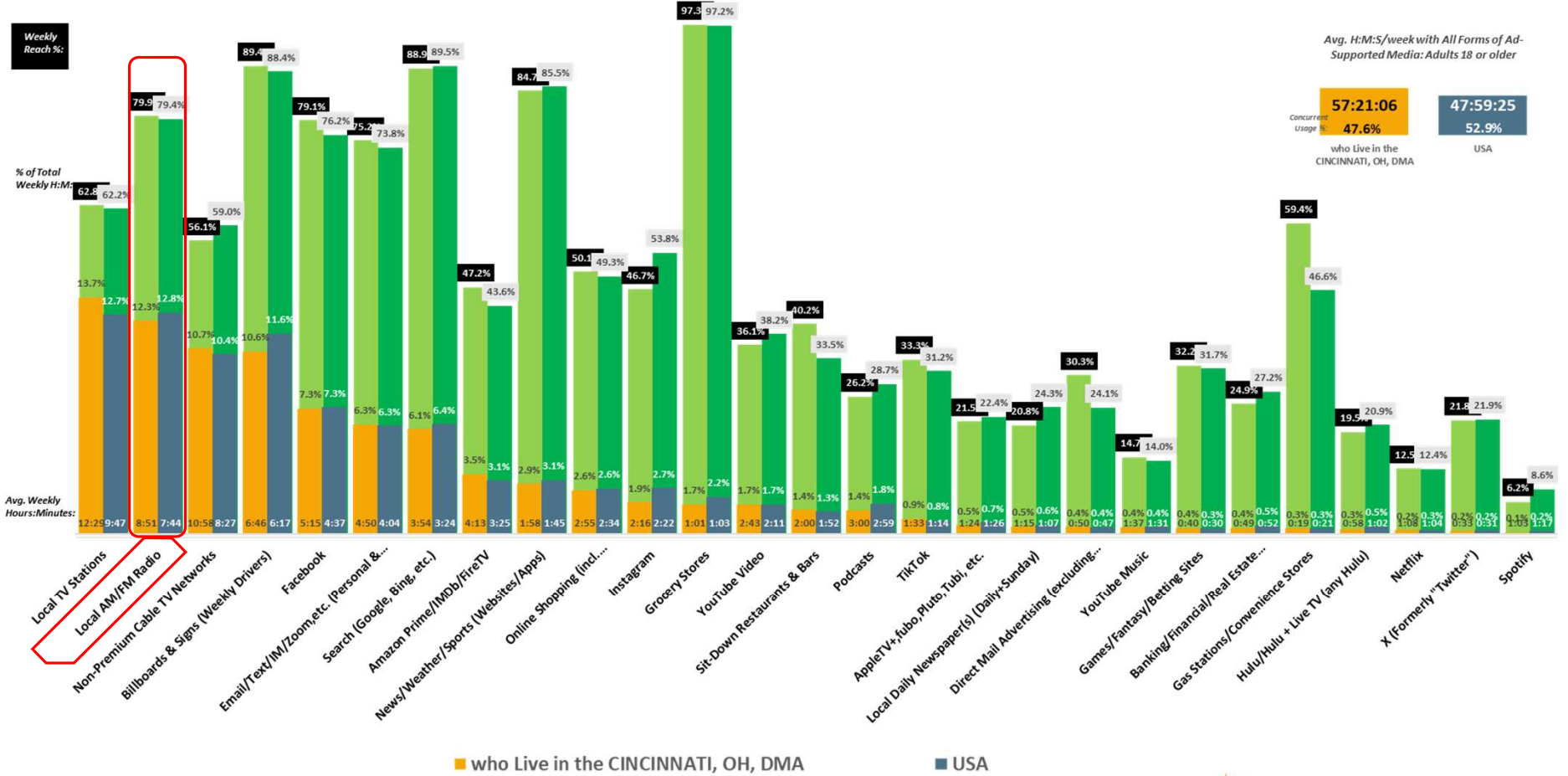


Men 25 - 54 who Live in the CINCINNATI, OH, DMA spend an average of 2 days, 2 hours, 46 minutes and 31 seconds each week with All Forms of Ad-Supported Media.
 76.2% of Men 25 - 54 who Live in the CINCINNATI, OH, DMA spend an avg. of 8 hours and 5 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 12.1% of total time spent with all forms of Ad-Supported Media.





Adults 35 - 64 who Live in the CINCINNATI, OH, DMA spend an average of 2 days, 9 hours, 21 minutes and 6 seconds each week with All Forms of Ad-Supported Media.
 79.9% of Adults 35 - 64 who Live in the CINCINNATI, OH, DMA spend an avg. of 8 hours and 51 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 12.3% 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

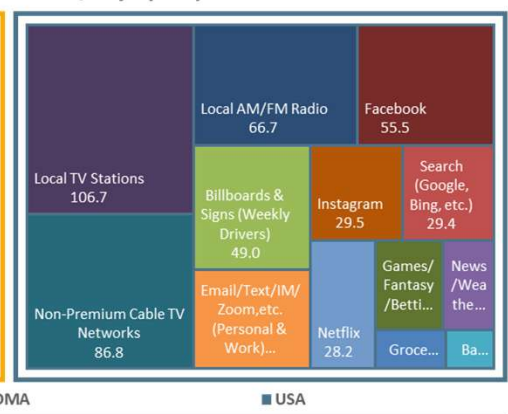
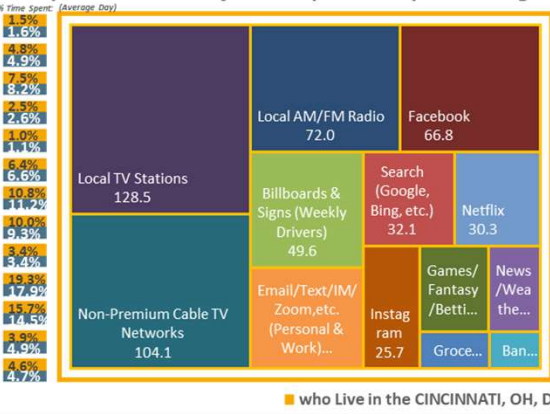
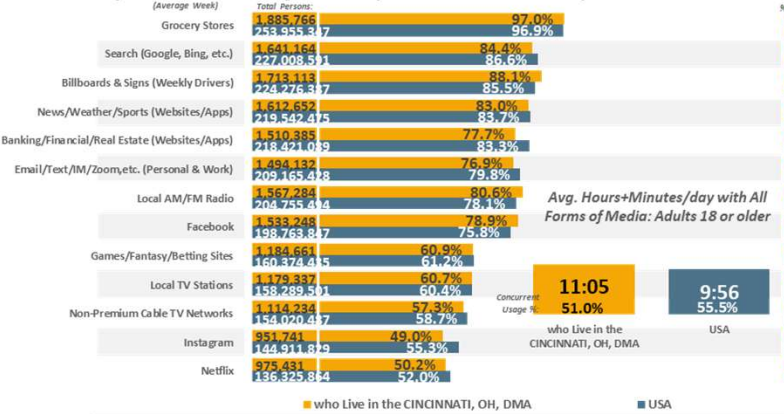
Concurrent Usage %: **47.6%** (Cincinnati, OH, DMA) vs **52.9%** (USA)

USA USA Projection Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,900 USA Projection Scarborough R1 2026: Sep24-Feb26 Qual Intab 24,838

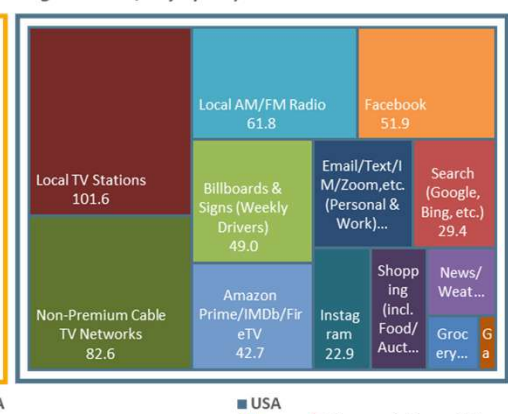
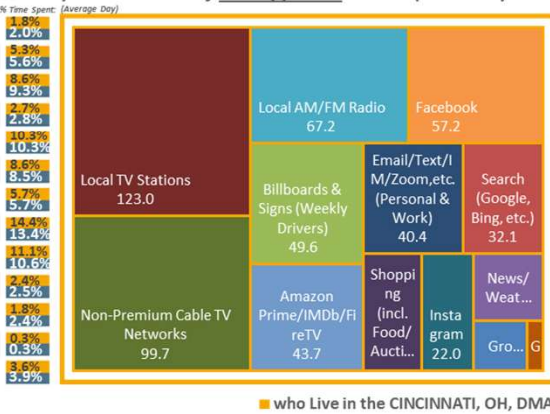
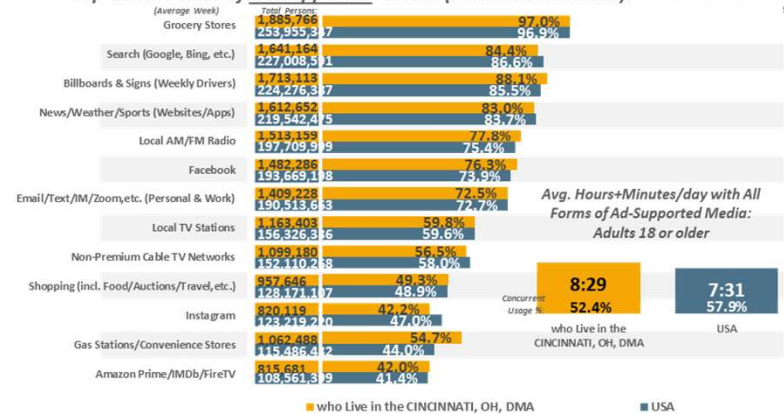


Adults 18 or older who Live in the CINCINNATI, OH, DMA spend an average of 8 hours and 29 minutes each day with All Forms of Ad-Supported Media. 77.8% listen to Local AM/FM Radio for an avg. of 67.2 minutes/day. (Local Radio delivers 10.3% of Time with Ad-Supported Media.)

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



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

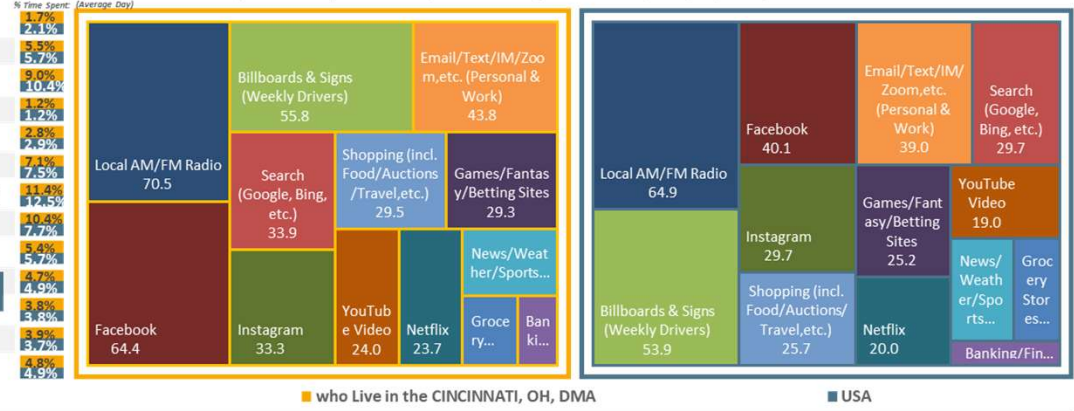
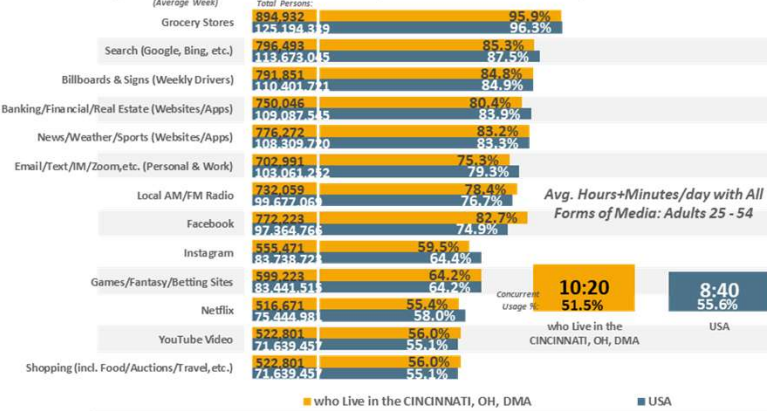




Adults 25 - 54 who Live in the CINCINNATI, OH, DMA spend an average of 7 hours and 8 minutes each day with All Forms of Ad-Supported Media. 76.1% listen to Local AM/FM Radio for an avg. of 66.1 minutes/day. (Local Radio delivers 11.7% of Time with Ad-Supported Media.)

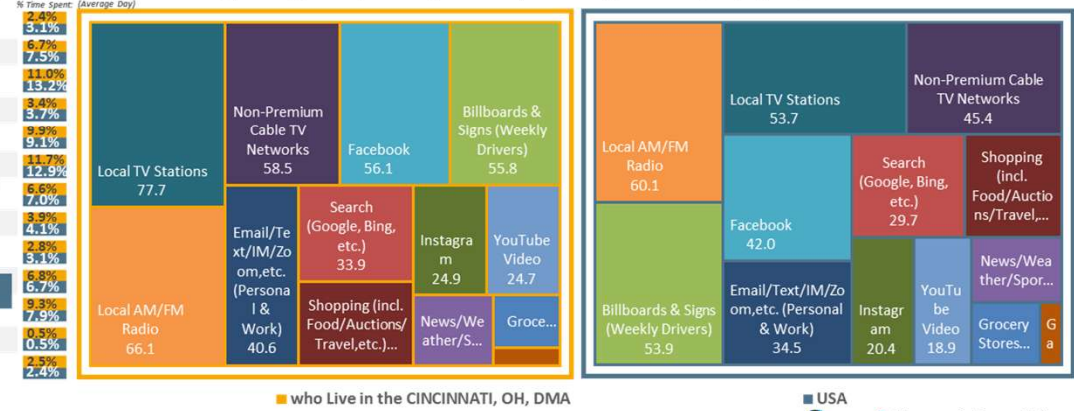
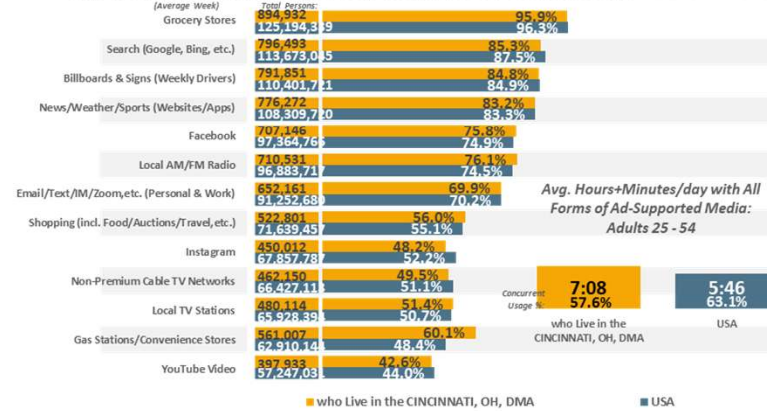
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 54

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



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

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

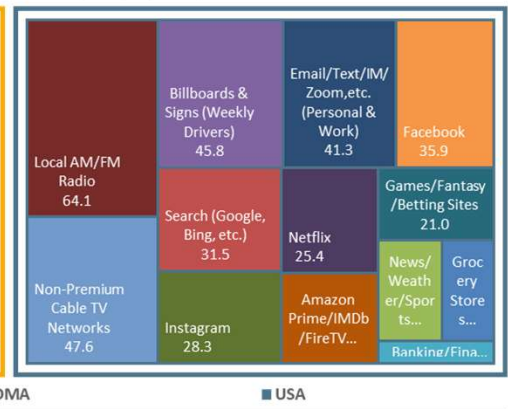
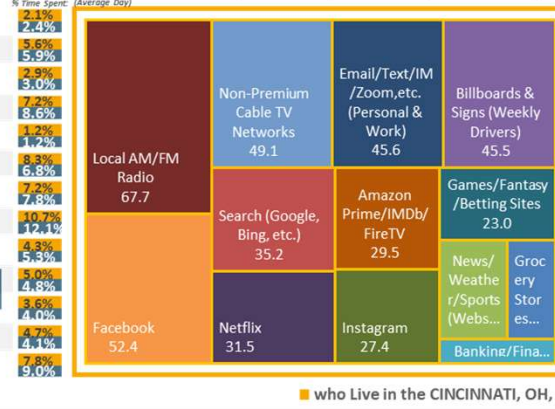
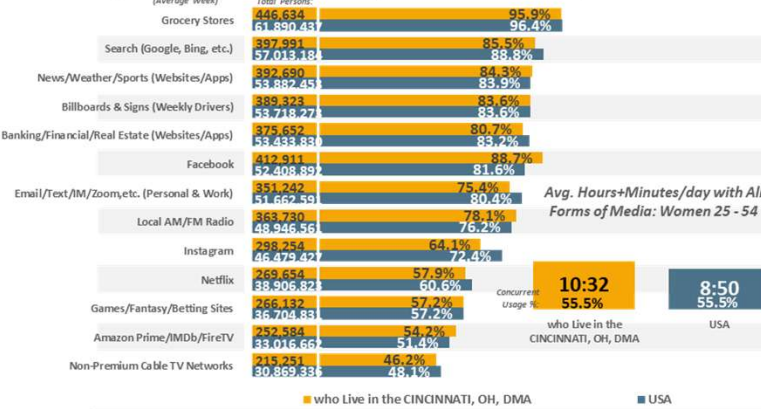




Women 25 - 54 who Live in the CINCINNATI, OH, DMA spend an average of 7 hours and 4 minutes each day with All Forms of Ad-Supported Media. 76.1% listen to Local AM/FM Radio for an avg. of 62.9 minutes/day. *(Local Radio delivers 11.3% of Time with Ad-Supported Media.)*

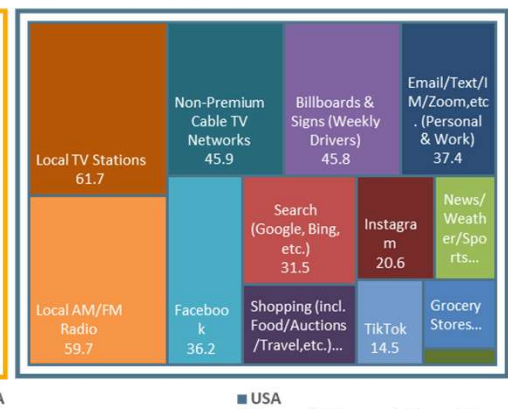
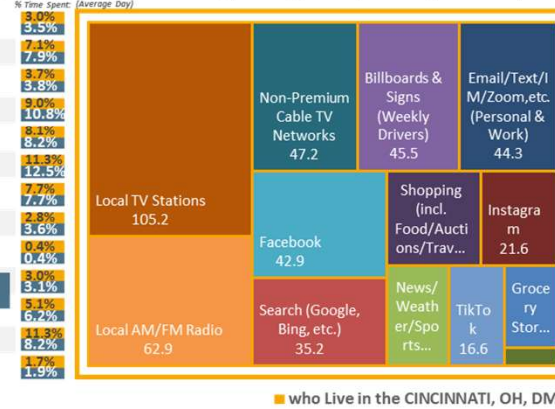
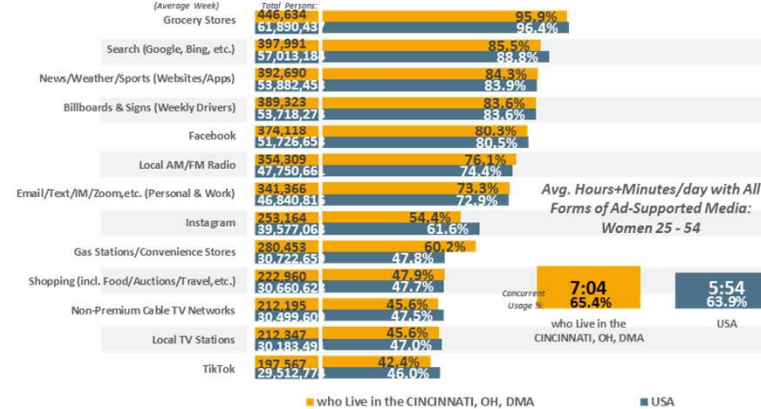
Top-13 All Forms of Media (Persons & % Reach): Women 25 - 54

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



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

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

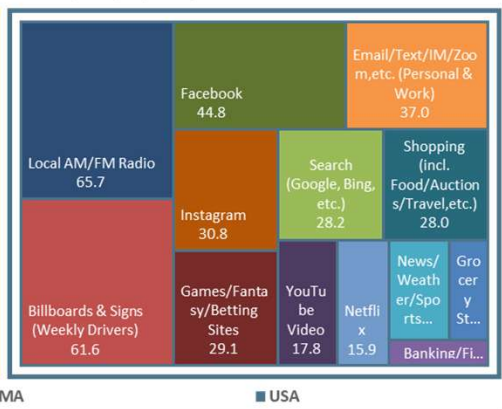
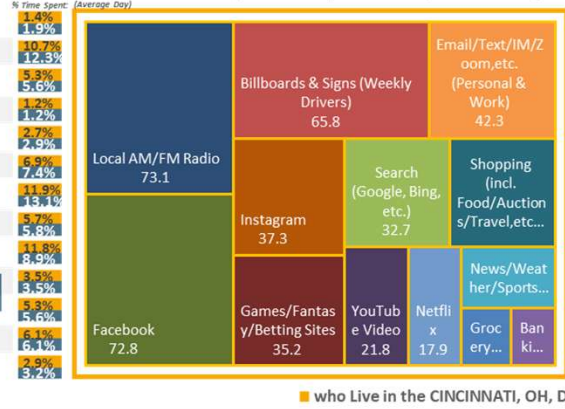
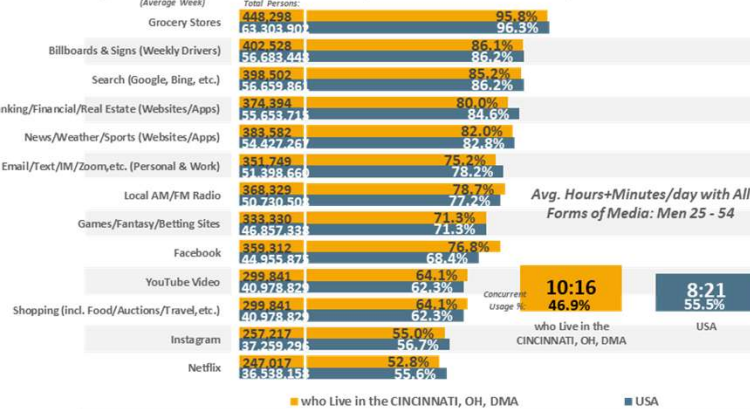




Men 25 - 54 who Live in the CINCINNATI, OH, DMA spend an average of 7 hours and 15 minutes each day with All Forms of Ad-Supported Media. 76.2% listen to Local AM/FM Radio for an avg. of 69.3 minutes/day. (Local Radio delivers 12.1% of Time with Ad-Supported Media.)

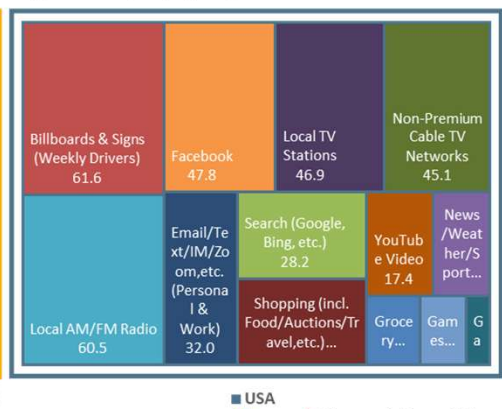
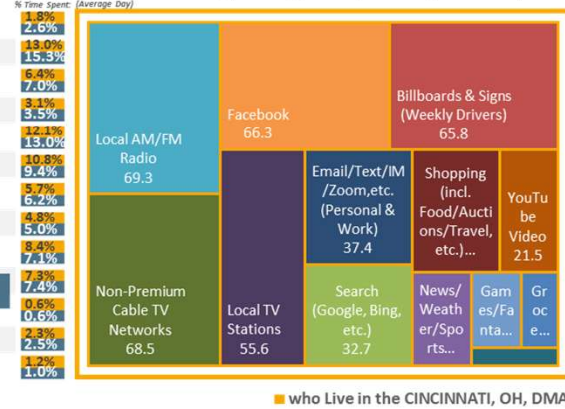
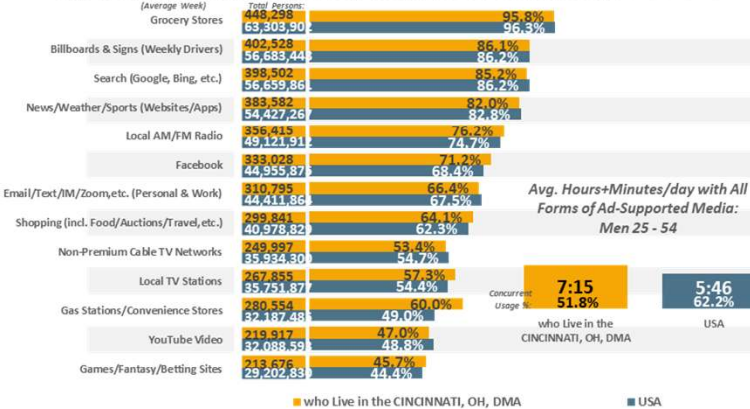
Top-13 All Forms of Media (Persons & % Reach): Men 25 - 54

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



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

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

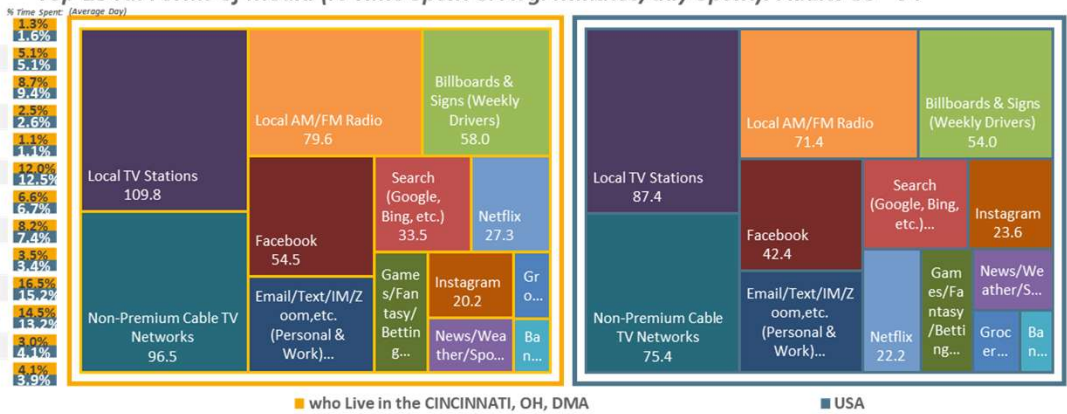
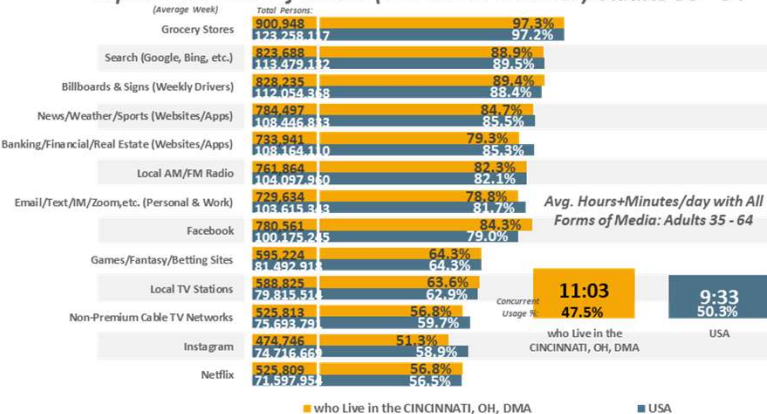




Adults 35 - 64 who Live in the CINCINNATI, OH, DMA spend an average of 8 hours and 11 minutes each day with All Forms of Ad-Supported Media. 79.9% listen to Local AM/FM Radio for an avg. of 75.9 minutes/day. (Local Radio delivers 12.3% of Time with Ad-Supported Media.)

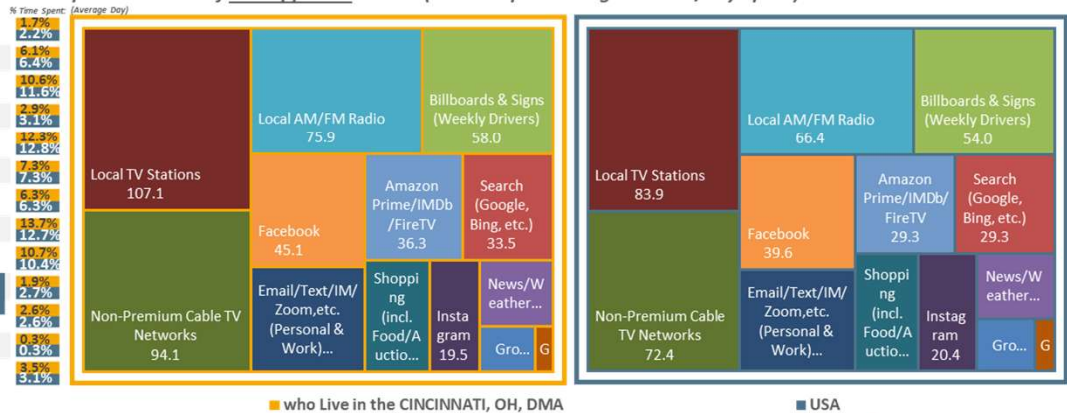
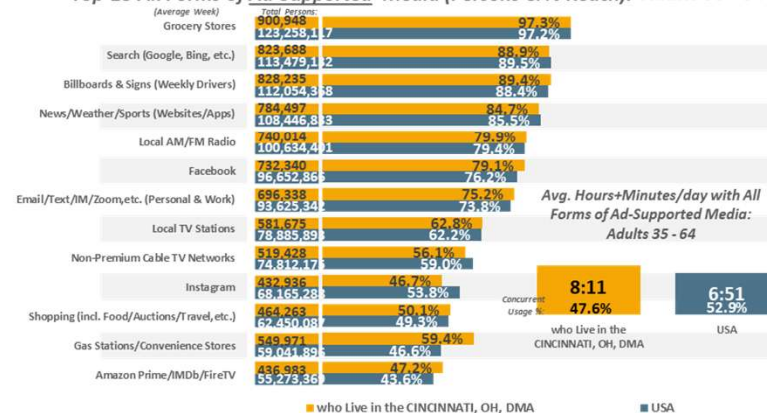
Top-13 All Forms of Media (Persons & % Reach): Adults 35 - 64

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



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

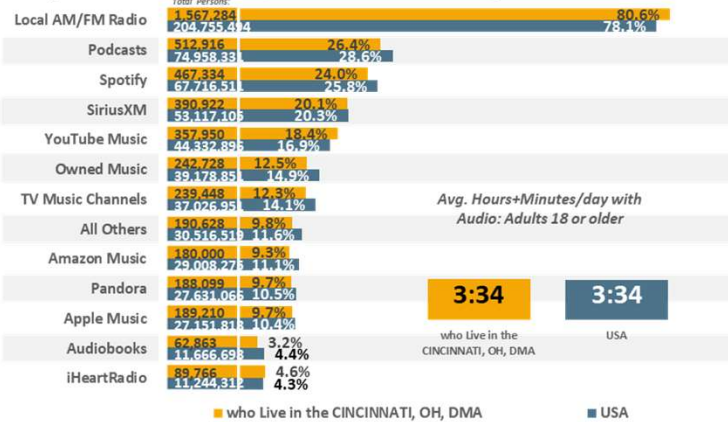
Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



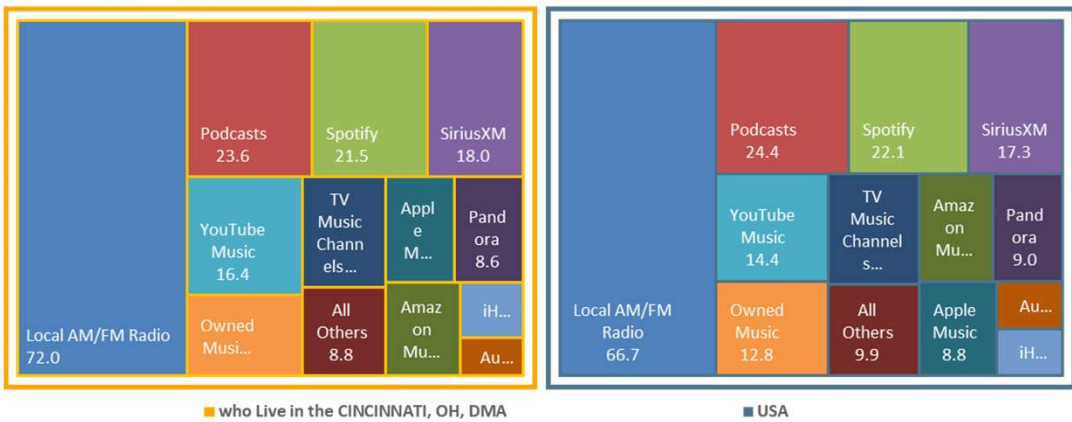


1,513,159 or 77.8% of Adults 18 or older who Live in the CINCINNATI, OH, DMA listen to Ad-Supported Local AM/FM Radio for an average of 67.2 minutes every day representing 44.1% of all time spent daily with Ad-Supported Audio.

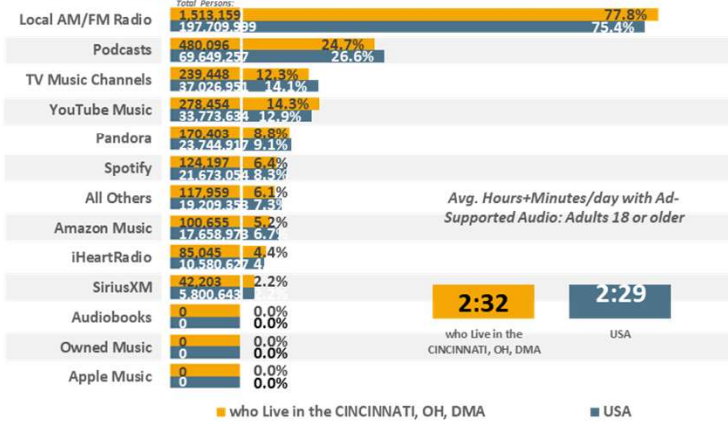
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



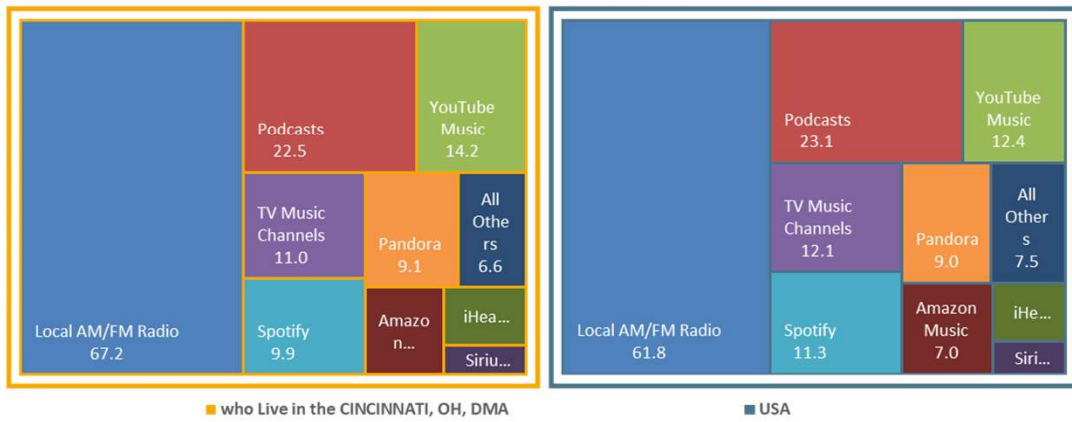
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



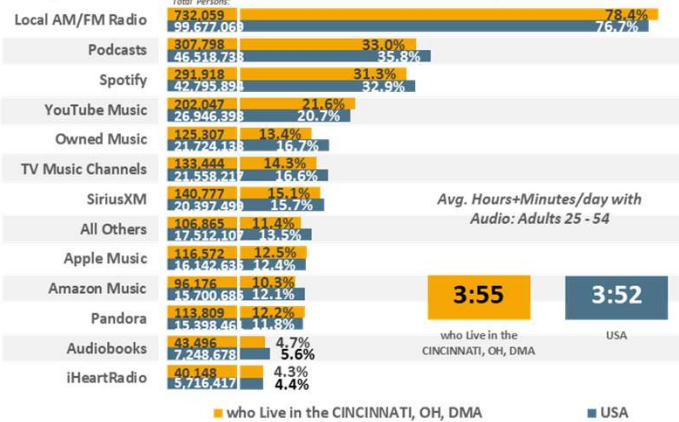
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



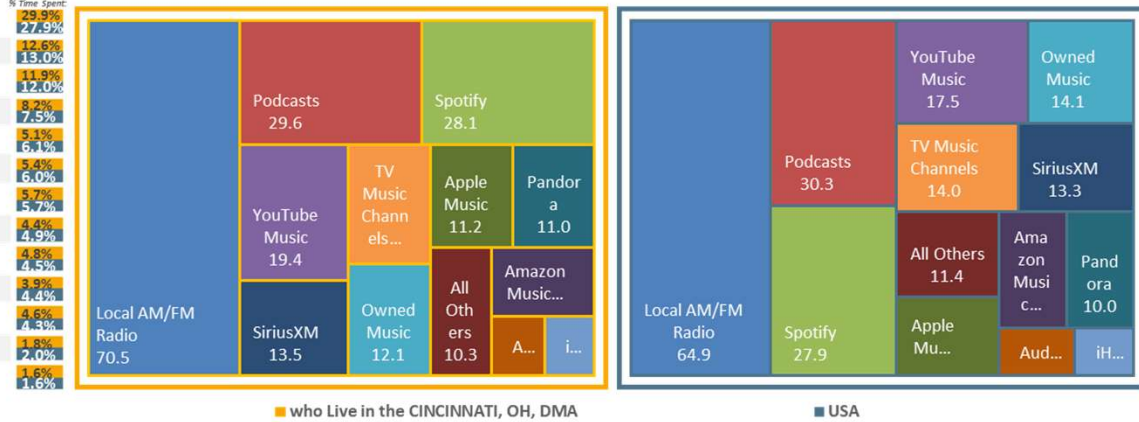


710,531 or 76.1% of Adults 25 - 54 who Live in the CINCINNATI, OH, DMA listen to Ad-Supported Local AM/FM Radio for an average of 66.1 minutes every day representing 38.6% of all time spent daily with Ad-Supported Audio.

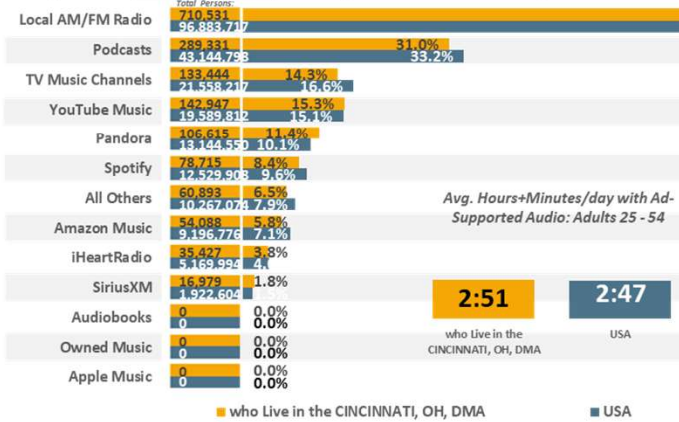
Avg. Week All Audio (Persons & % Reach): Adults 25 - 54



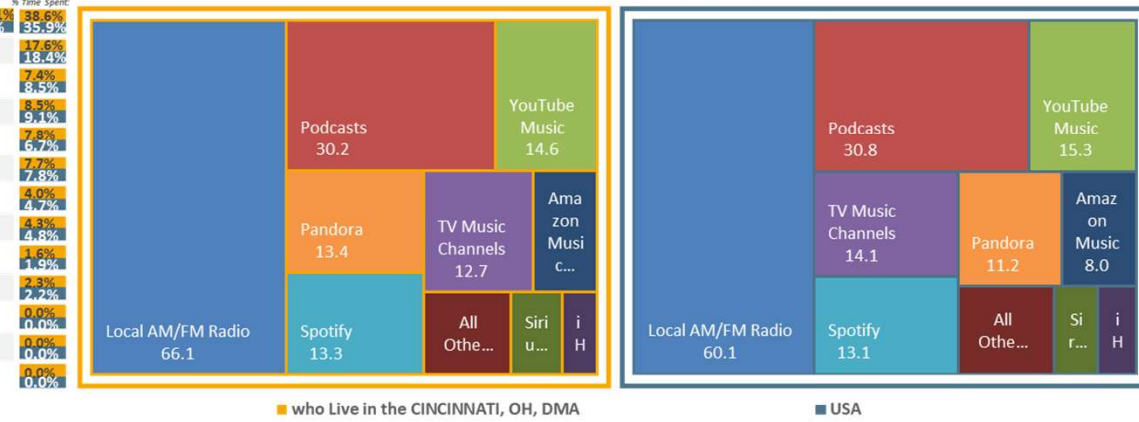
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



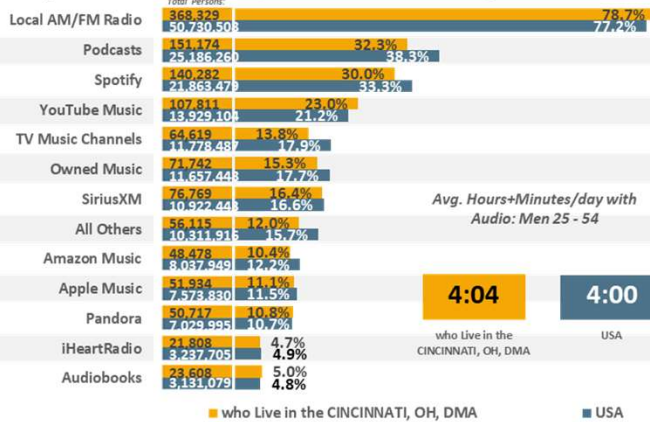
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



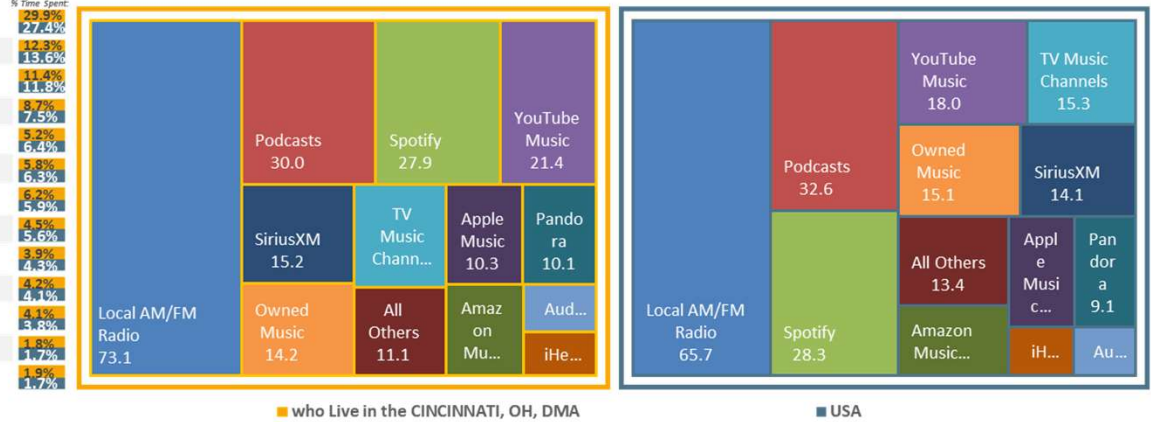


356,415 or 76.2% of Men 25 - 54 who Live in the CINCINNATI, OH, DMA listen to Ad-Supported Local AM/FM Radio for an average of 69.3 minutes every day representing 38.9% of all time spent daily with Ad-Supported Audio.

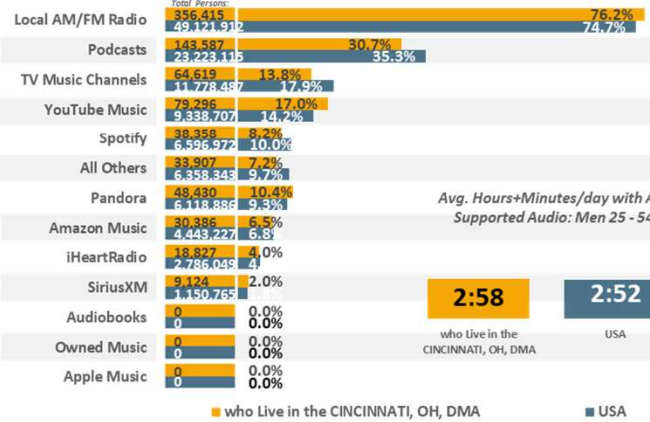
Avg. Week All Audio (Persons & % Reach): Men 25 - 54



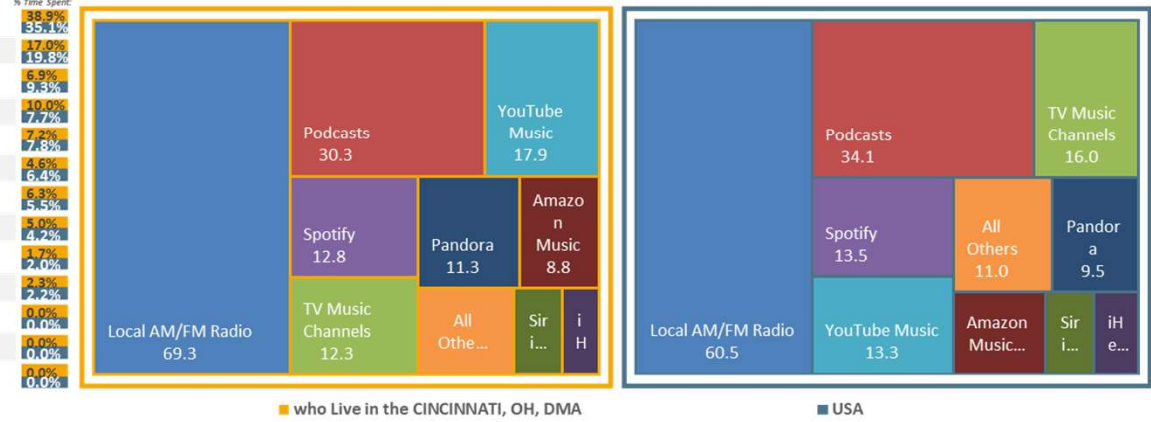
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



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

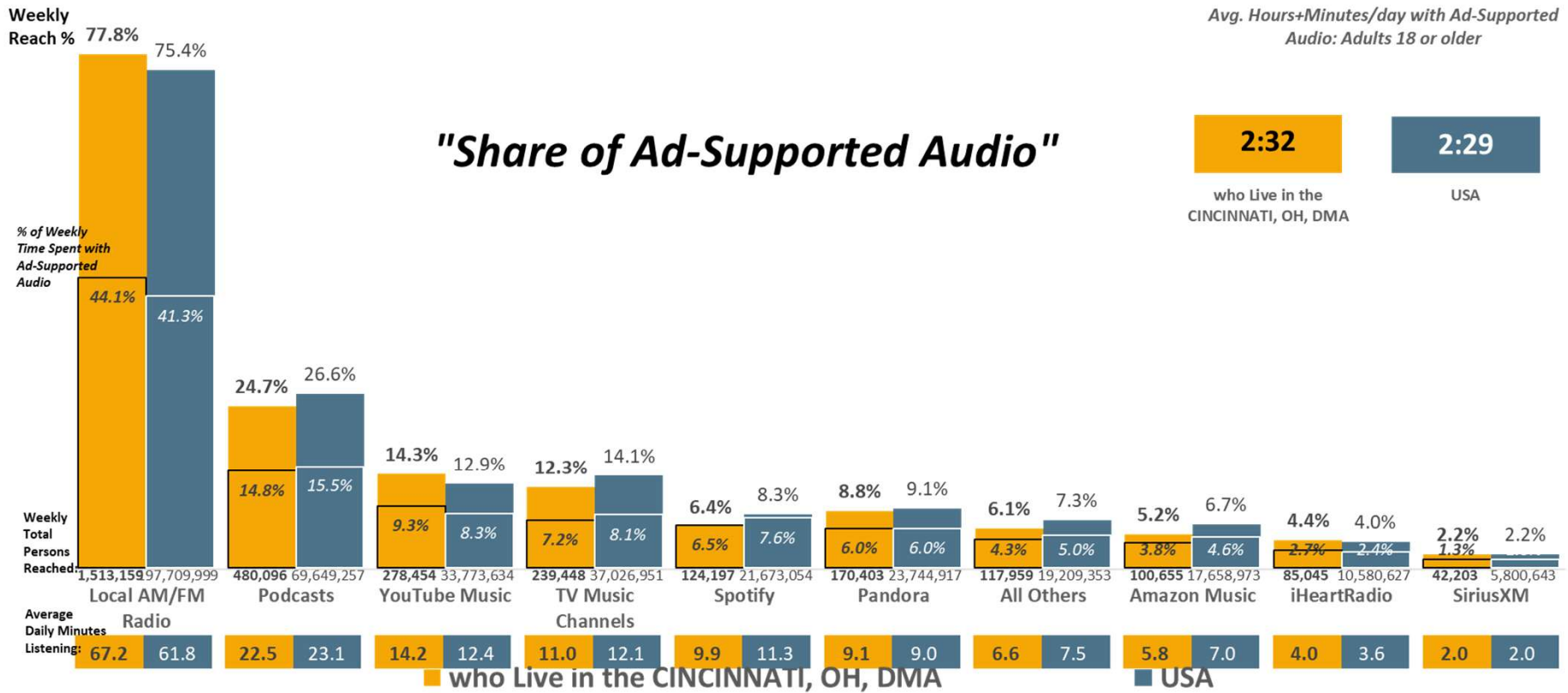


Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54





1,513,159 or 77.8% of Adults 18 or older who Live in the CINCINNATI, OH, DMA listen to Ad-Supported Local AM/FM Radio for an average of 67.2 minutes every day representing 44.1% of all time spent daily with Ad-Supported Audio.

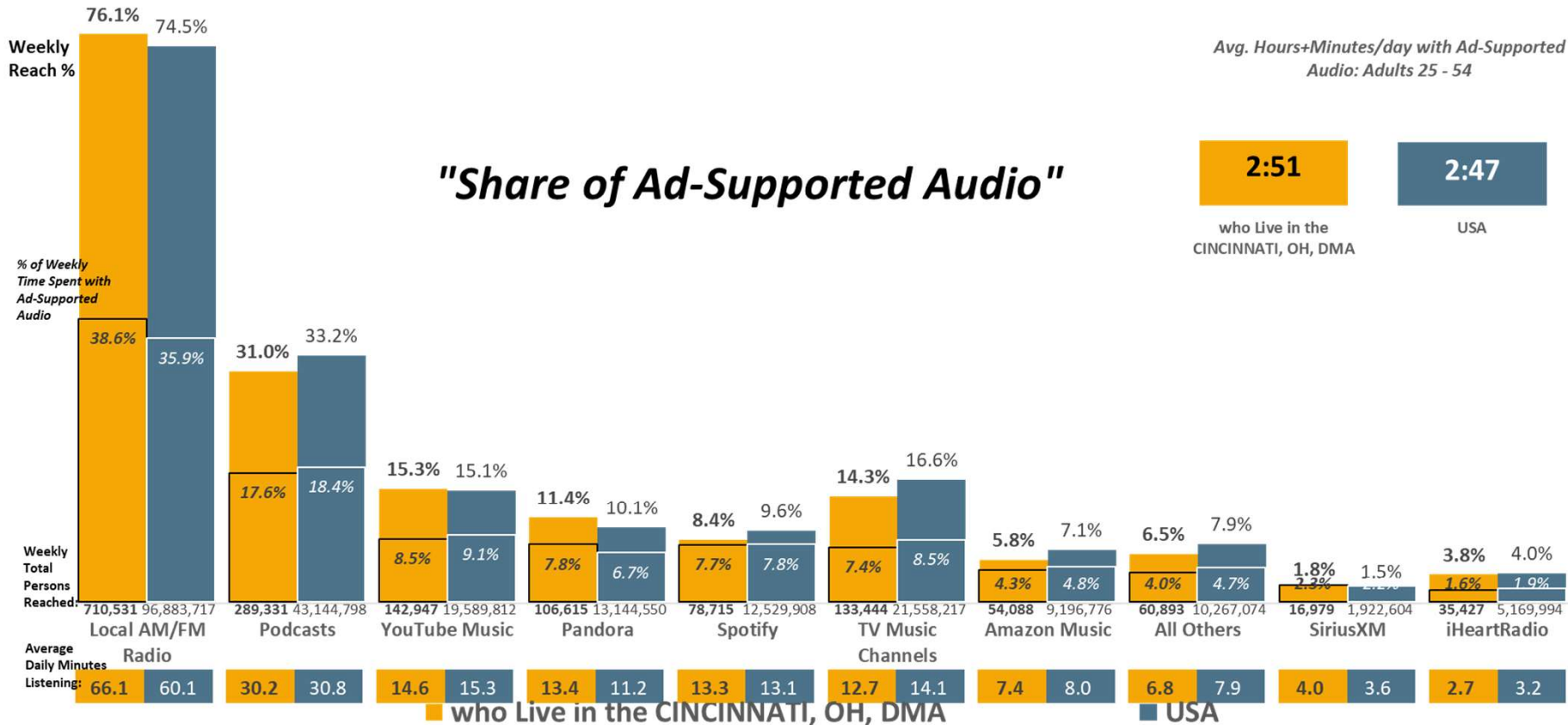


USA USA Projection Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,900
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USA Projection Scarborough R1 2026: Sep24-Feb26 Qual Intab 24,838

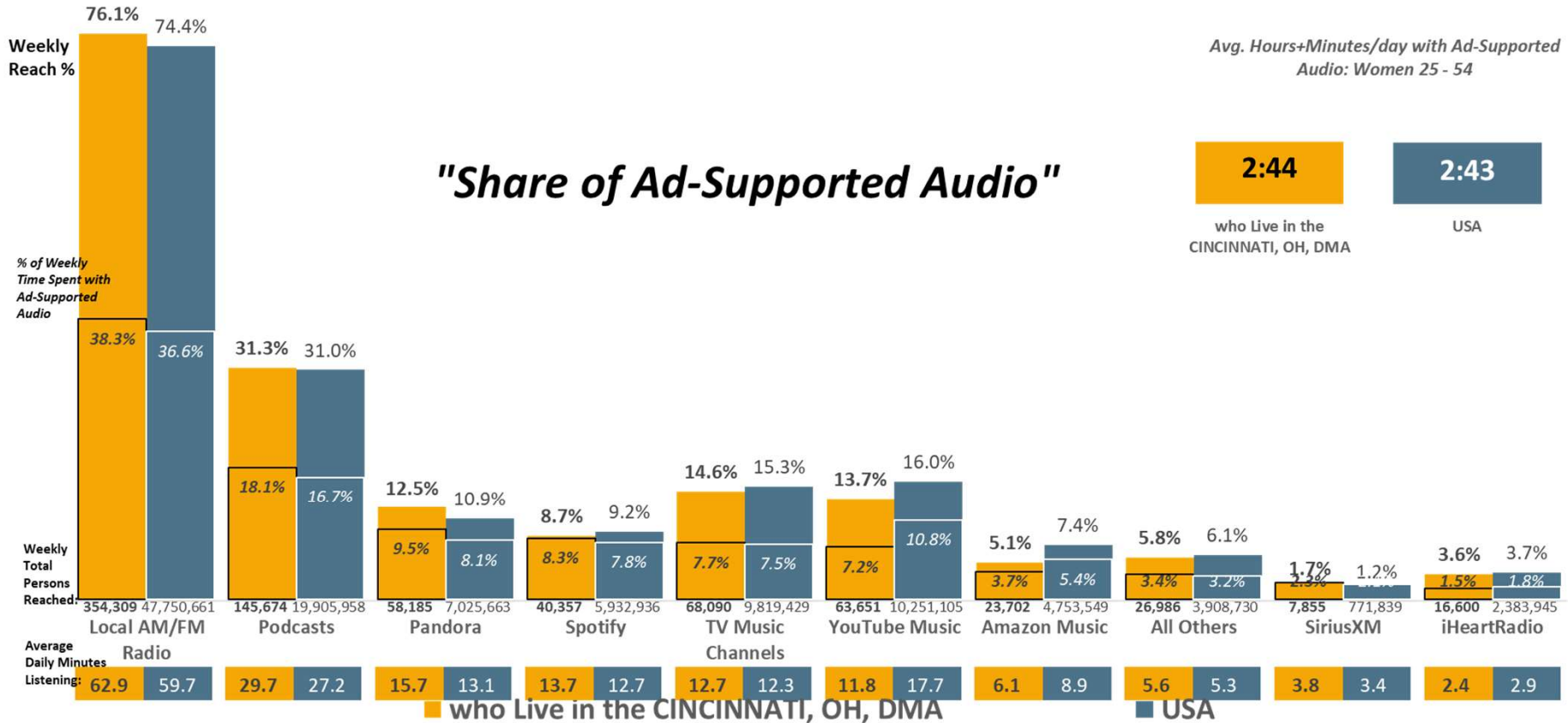


710,531 or 76.1% of Adults 25 - 54 who Live in the CINCINNATI, OH, DMA listen to Ad-Supported Local AM/FM Radio for an average of 66.1 minutes every day representing 38.6% of all time spent daily with Ad-Supported Audio.



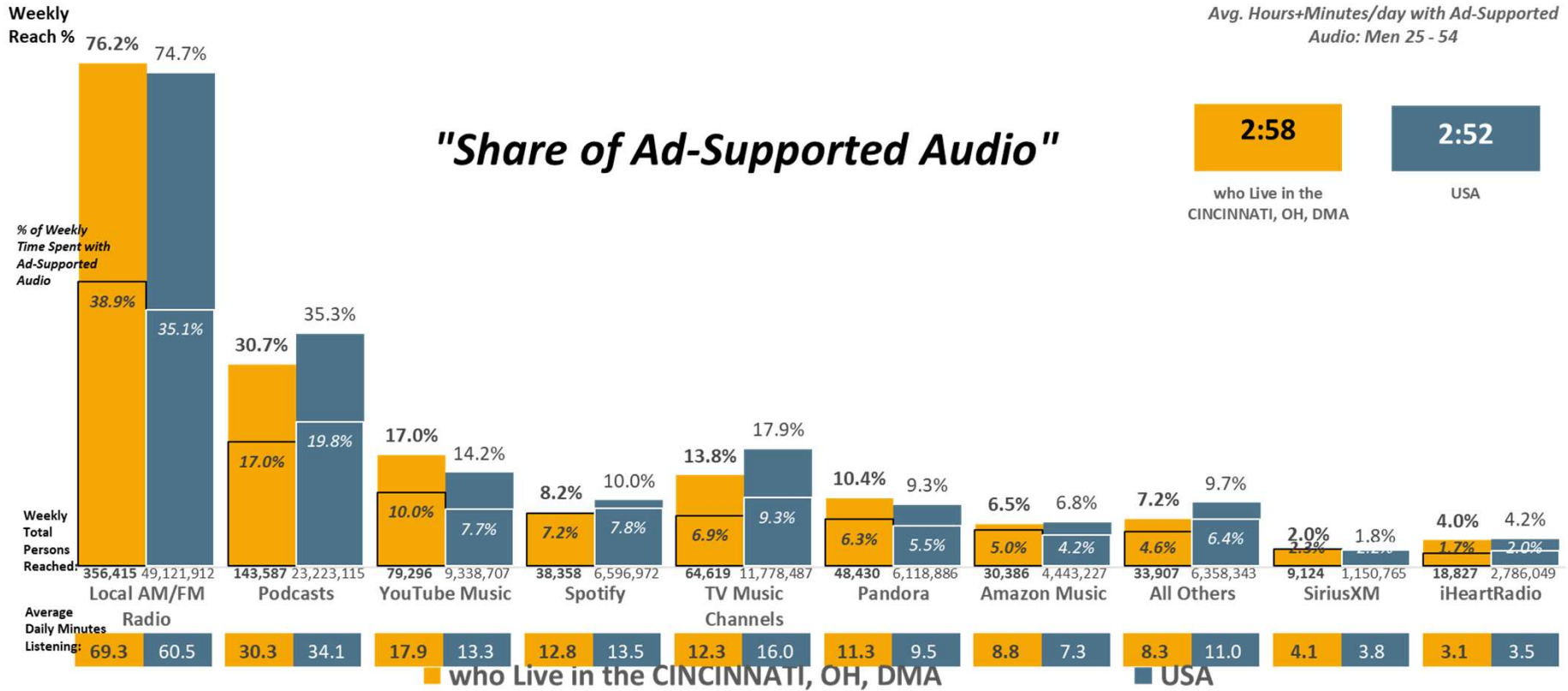


354,309 or 76.1% of Women 25 - 54 who Live in the CINCINNATI, OH, DMA listen to Ad-Supported Local AM/FM Radio for an average of 62.9 minutes every day representing 38.3% of all time spent daily with Ad-Supported Audio.



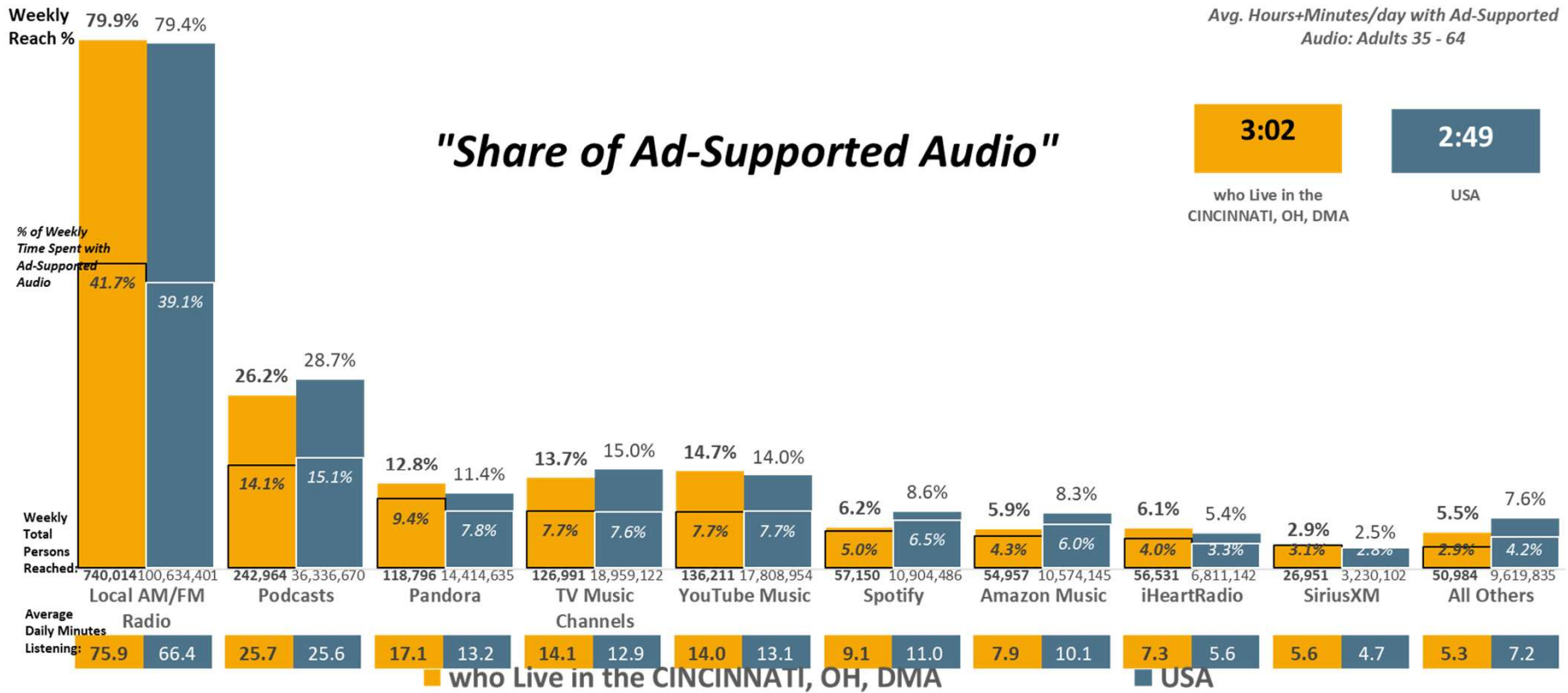


356,415 or 76.2% of Men 25 - 54 who Live in the CINCINNATI, OH, DMA listen to Ad-Supported Local AM/FM Radio for an average of 69.3 minutes every day representing 38.9% of all time spent daily with Ad-Supported Audio.





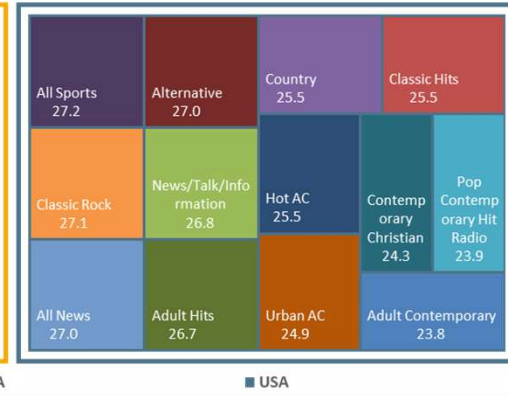
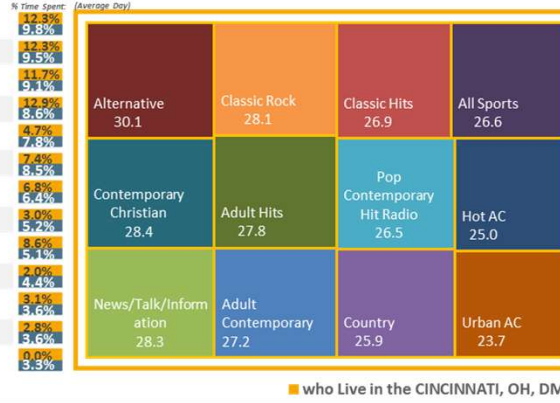
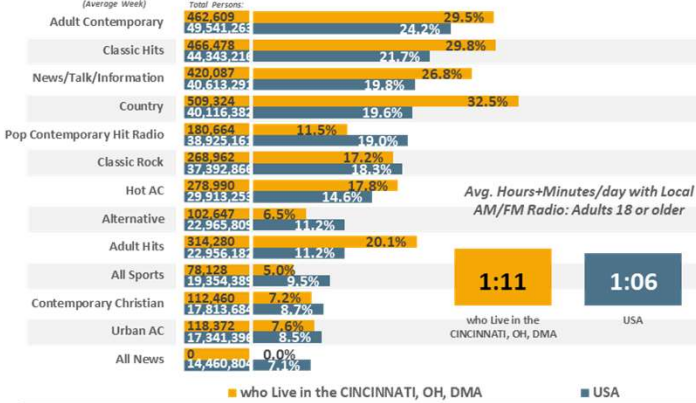
740,014 or 79.9% of Adults 35 - 64 who Live in the CINCINNATI, OH, DMA listen to Ad-Supported Local AM/FM Radio for an average of 75.9 minutes every day representing 41.7% of all time spent daily with Ad-Supported Audio.



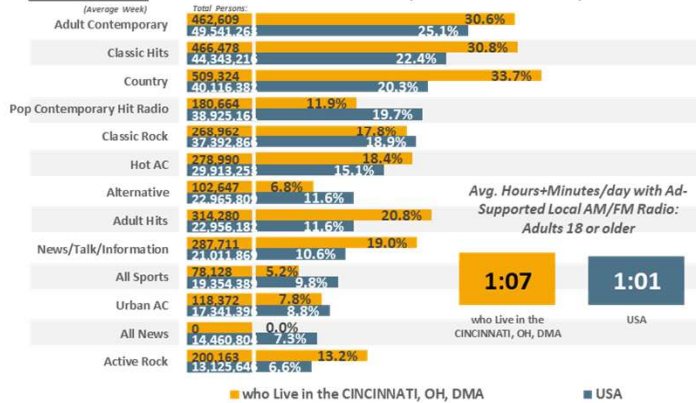


1,513,159 or 77.8% of Adults 18 or older who Live in the CINCINNATI, OH, DMA listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, Classic Hits, Adult Contemporary, Adult Hits, and News/Talk/Information.

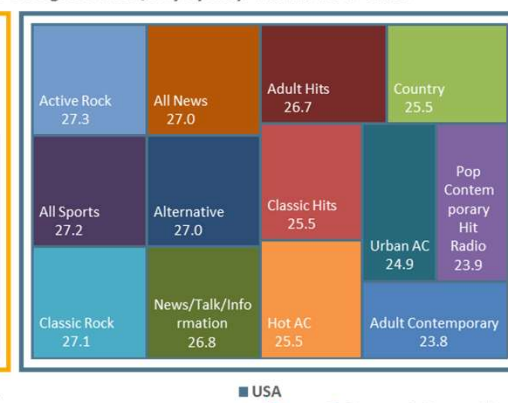
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older **Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



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



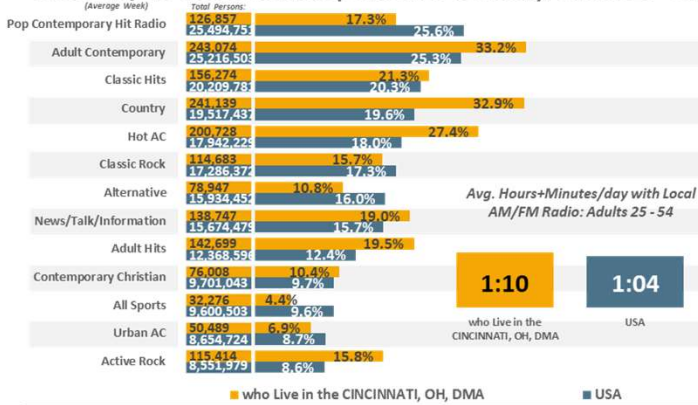
Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



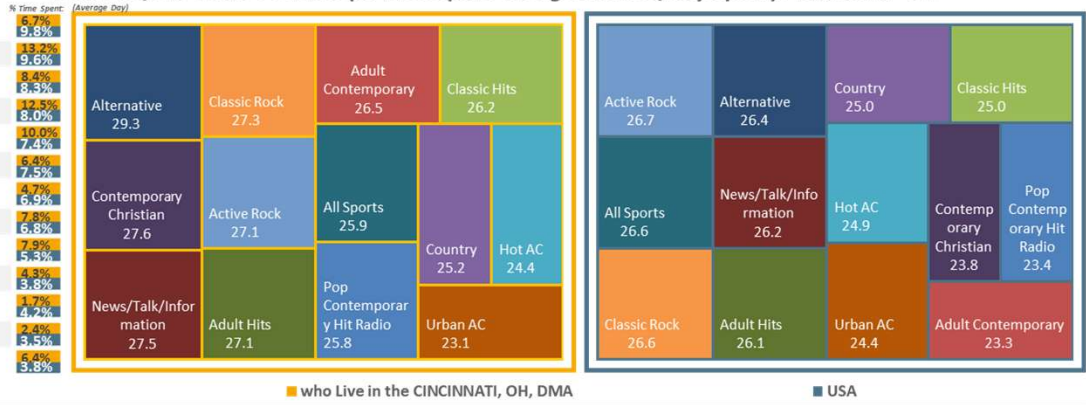


710,531 or 76.1% of Adults 25 - 54 who Live in the CINCINNATI, OH, DMA listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Country, Hot AC, Classic Hits, and Adult Hits.

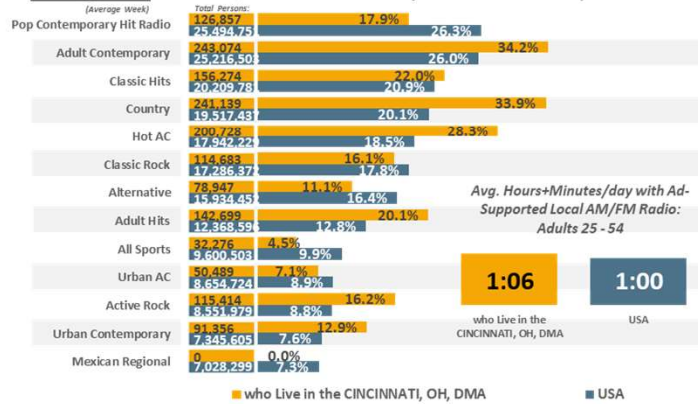
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 54



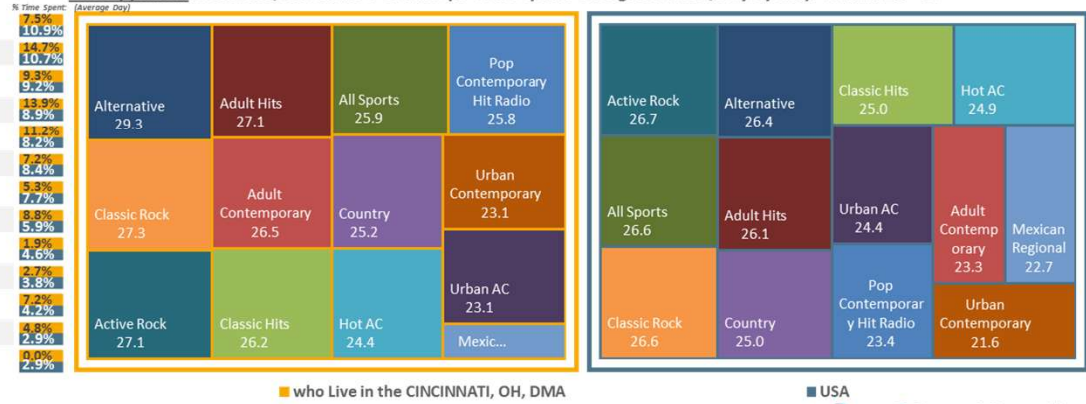
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



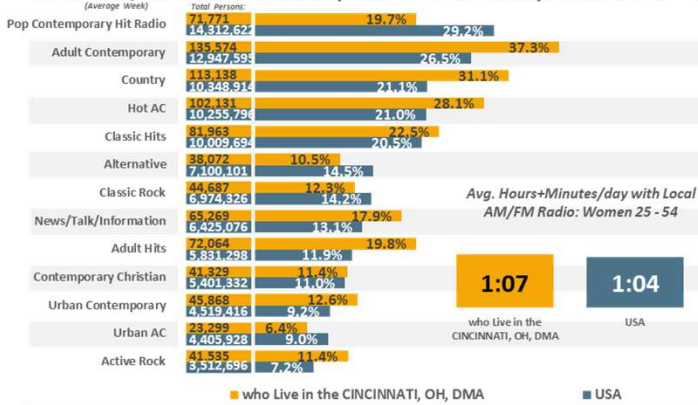
Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



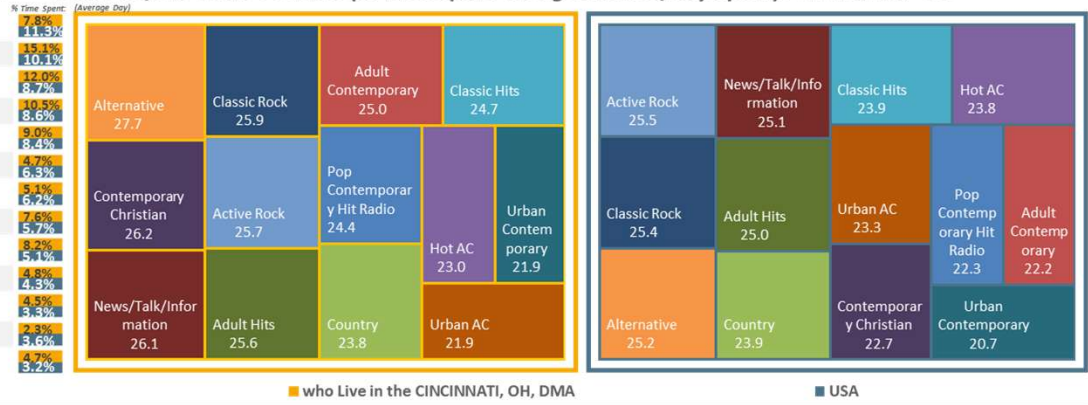


354,309 or 76.1% of Women 25 - 54 who Live in the CINCINNATI, OH, DMA listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Country, Hot AC, Classic Hits, and Adult Hits.

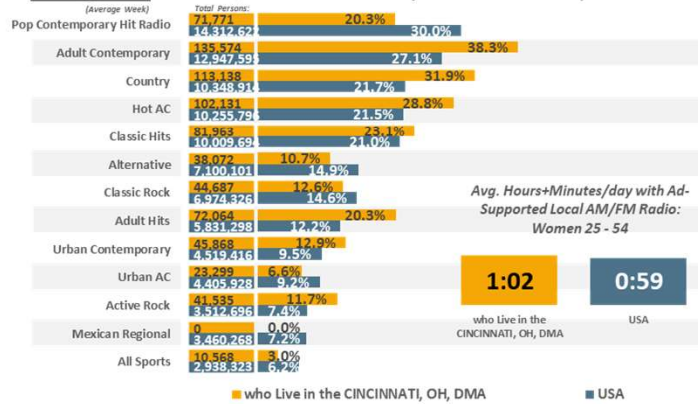
Local AM/FM Radio Formats (Persons & % Reach): Women 25 - 54



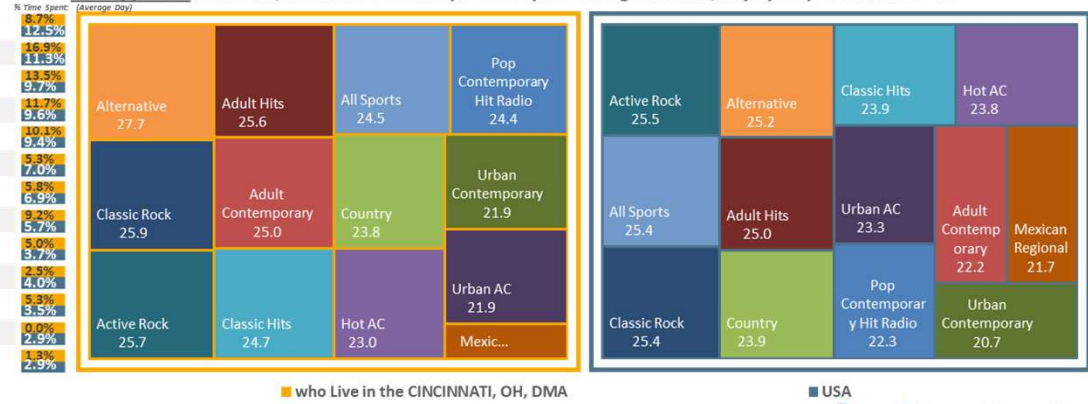
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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



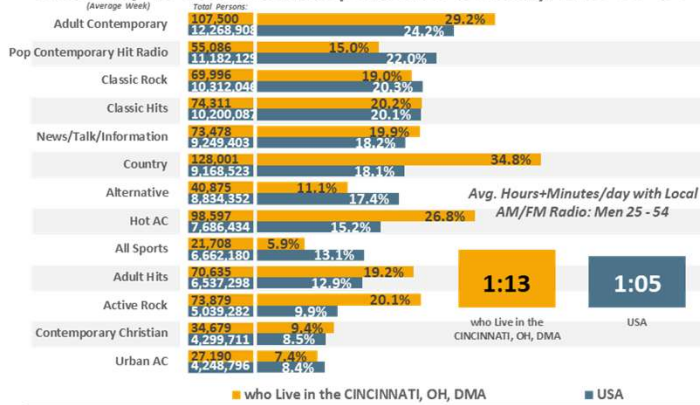
Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



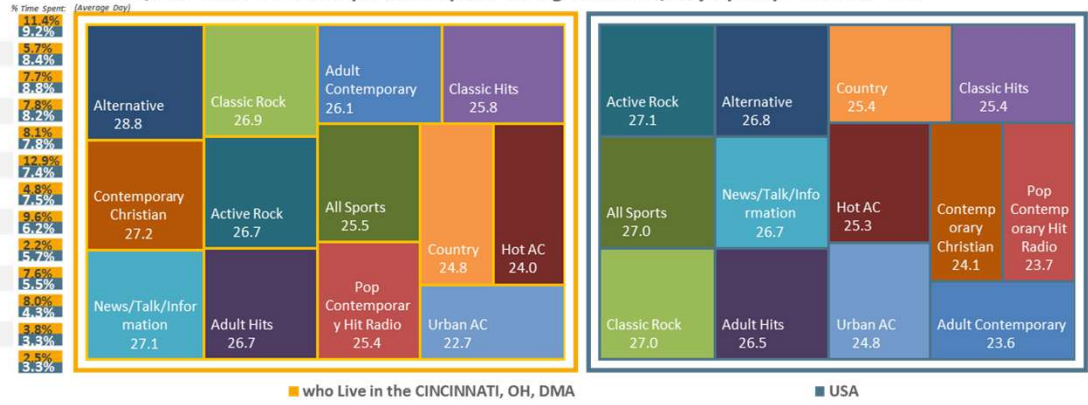


356,415 or 76.2% of Men 25 - 54 who Live in the CINCINNATI, OH, DMA listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, Adult Contemporary, Hot AC, Classic Hits, and Active Rock.

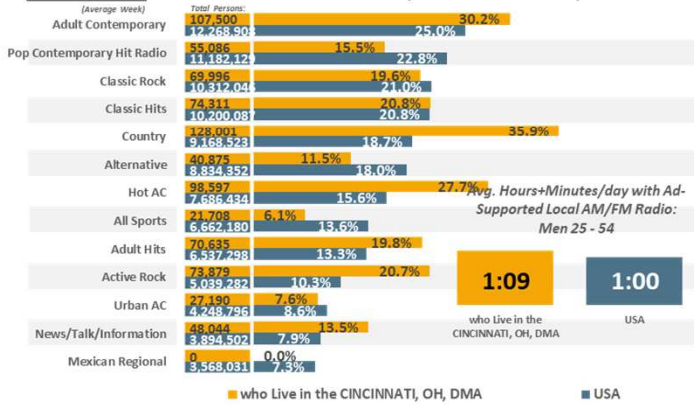
Local AM/FM Radio Formats (Persons & % Reach): Men 25 - 54



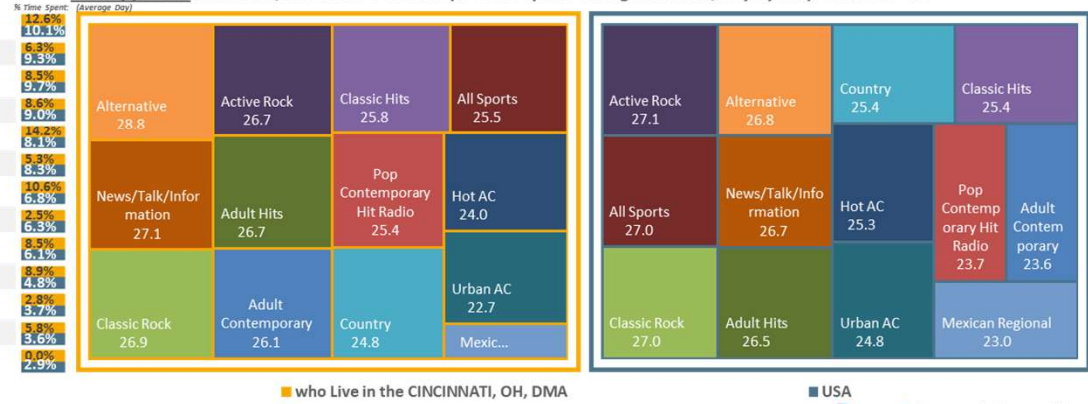
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



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



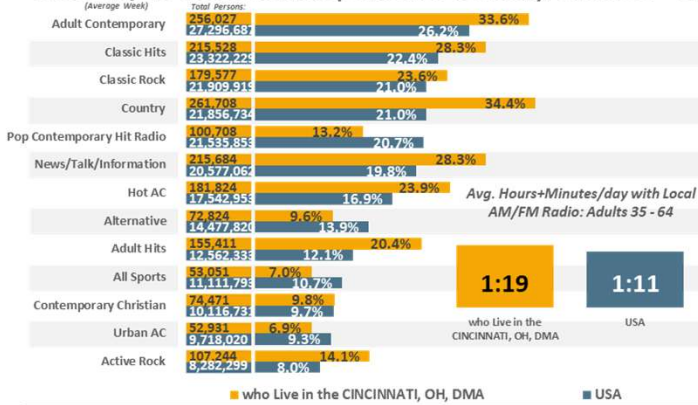
Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



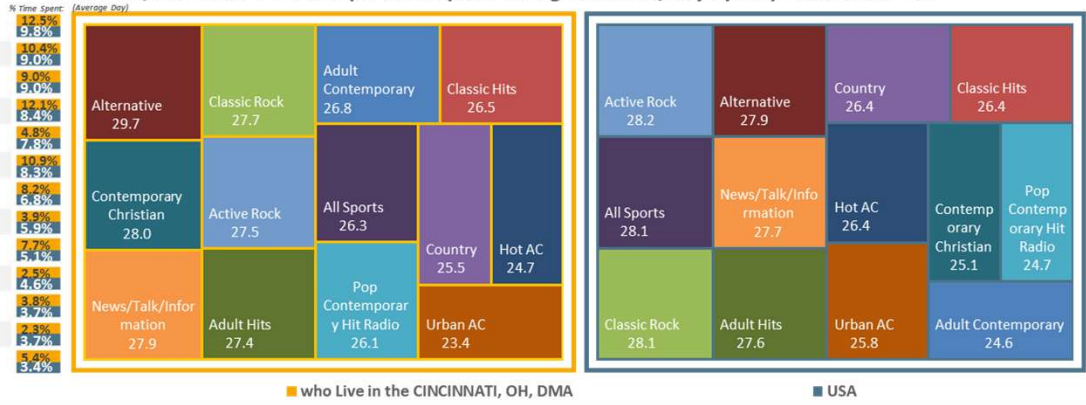


740,014 or 79.9% of Adults 35 - 64 who Live in the CINCINNATI, OH, DMA listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, Adult Contemporary, Classic Hits, Hot AC, and Classic Rock.

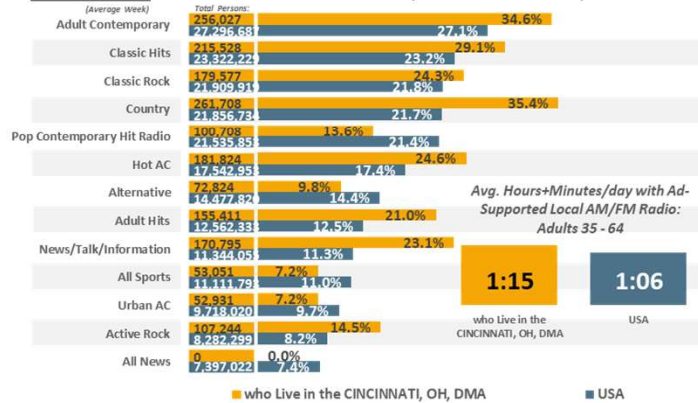
Local AM/FM Radio Formats (Persons & % Reach): Adults 35 - 64



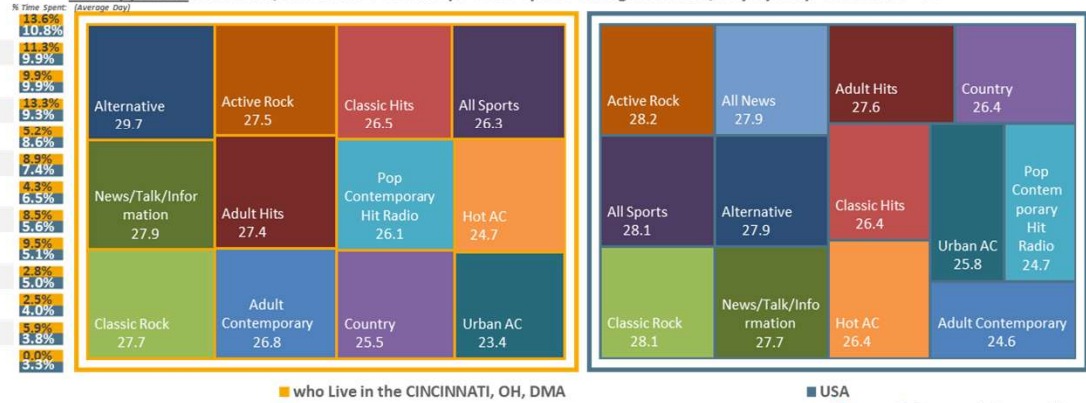
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



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



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

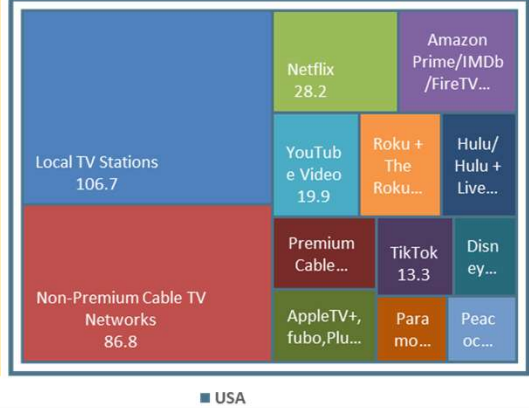
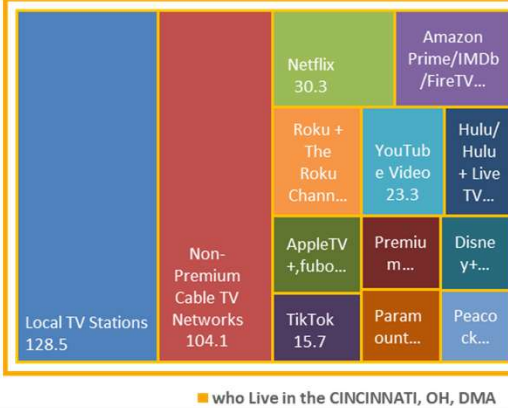
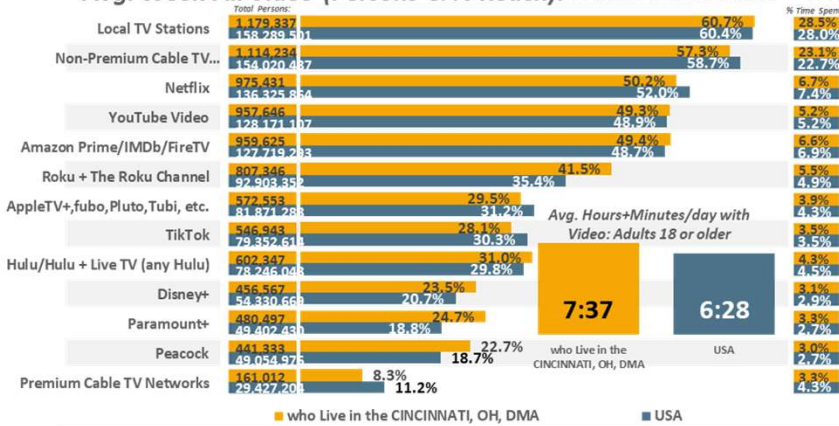




1,163,403 or 59.8% of Adults 18 or older who Live in the CINCINNATI, OH, DMA watch Ad-Supported Local TV Stations for an average of 123. minutes every day representing 33.3% of all time spent daily with Ad-Supported Video.

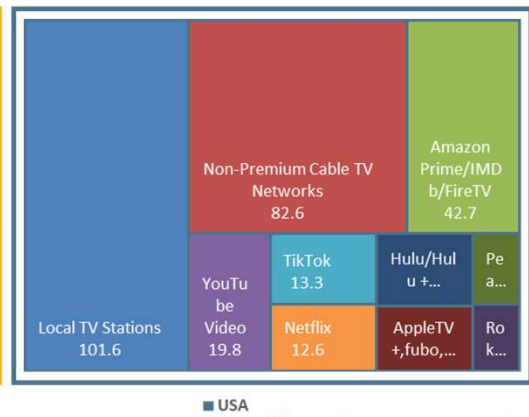
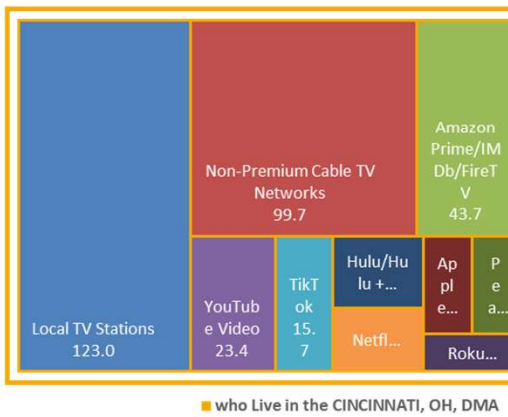
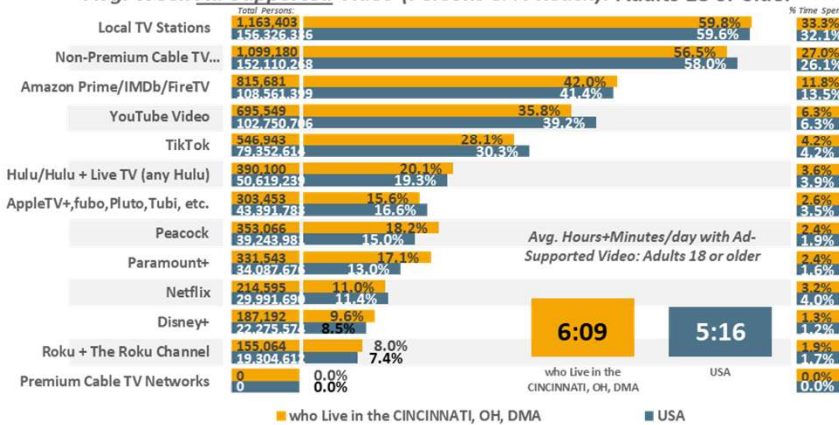
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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

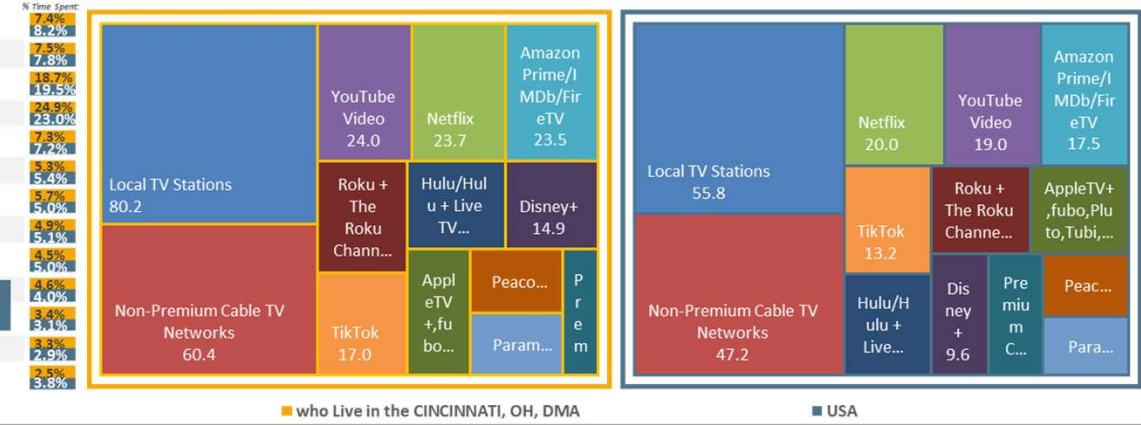
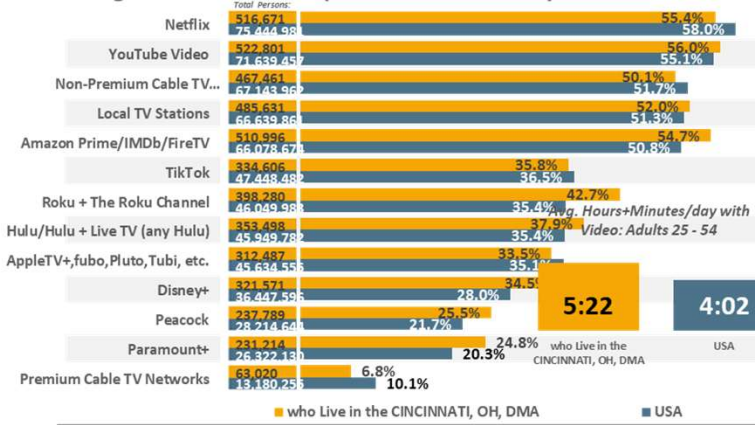




480,114 or 51.4% of Adults 25 - 54 who Live in the CINCINNATI, OH, DMA watch Ad-Supported Local TV Stations for an average of 77.7 minutes every day representing 30.8% of all time spent daily with Ad-Supported Video.

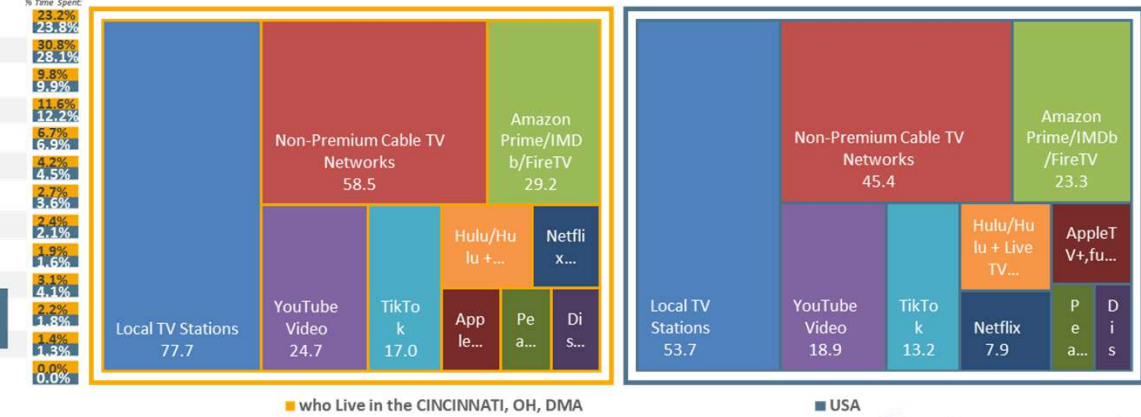
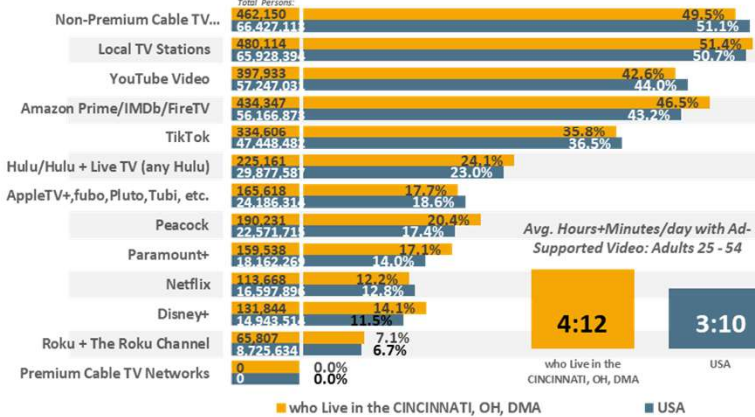
Avg. Week All Video (Persons & % Reach): Adults 25 - 54

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



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

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

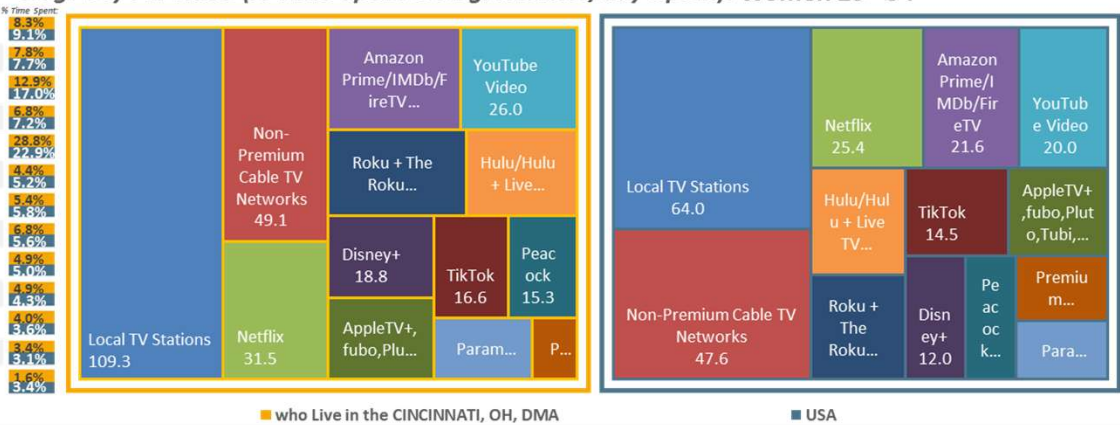
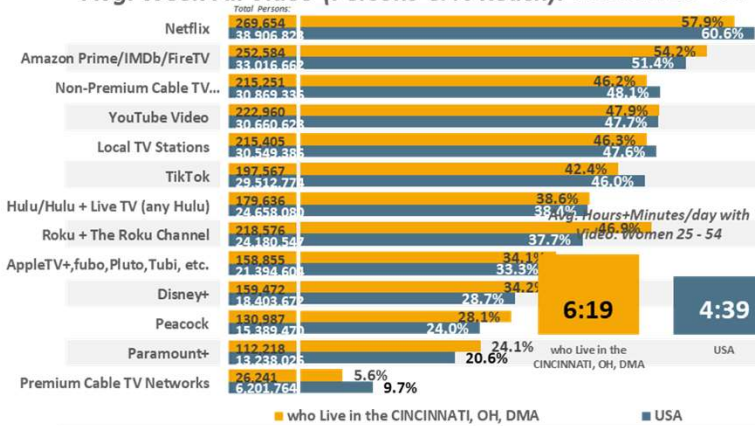




212,347 or 45.6% of Women 25 - 54 who Live in the CINCINNATI, OH, DMA watch Ad-Supported Local TV Stations for an average of 105.2 minutes every day representing 36.4% of all time spent daily with Ad-Supported Video.

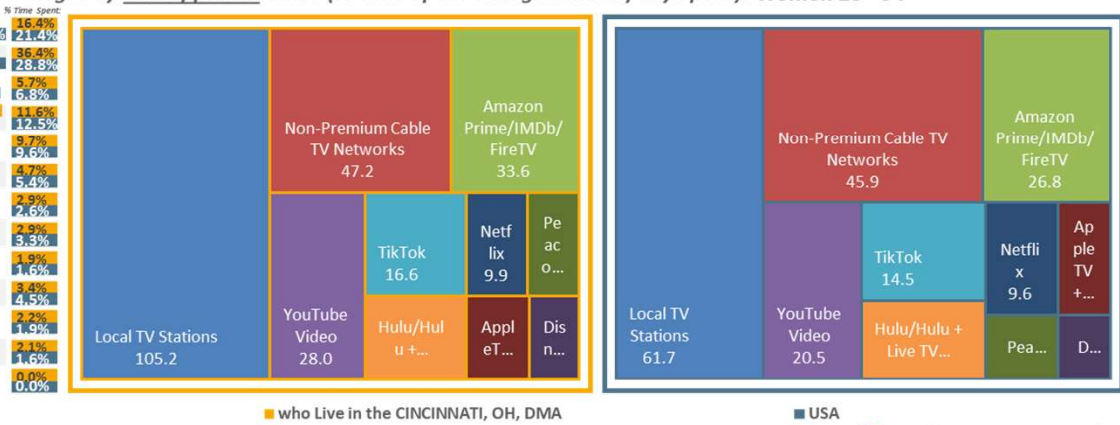
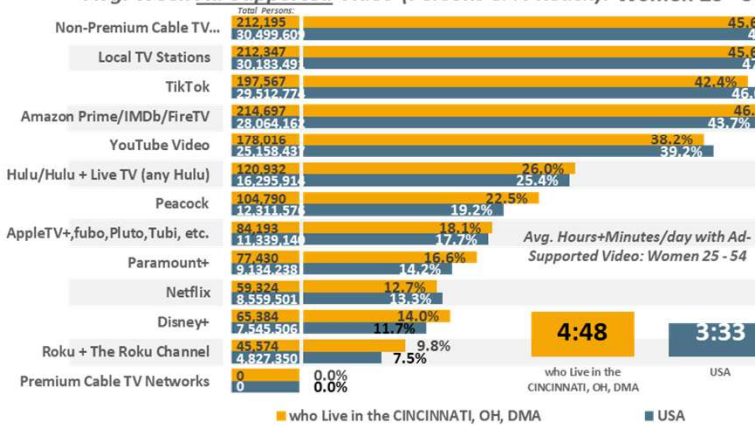
Avg. Week All Video (Persons & % Reach): Women 25 - 54

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



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

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

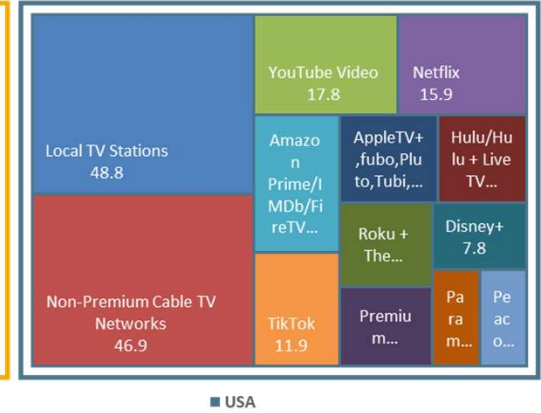
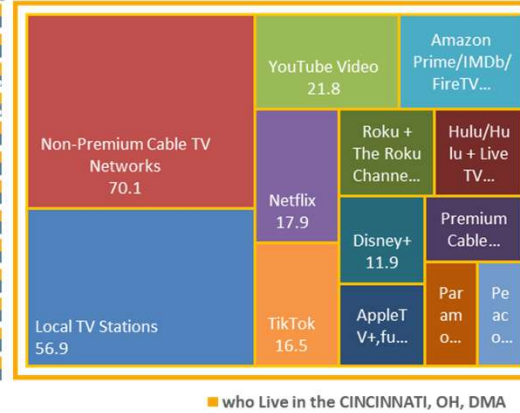
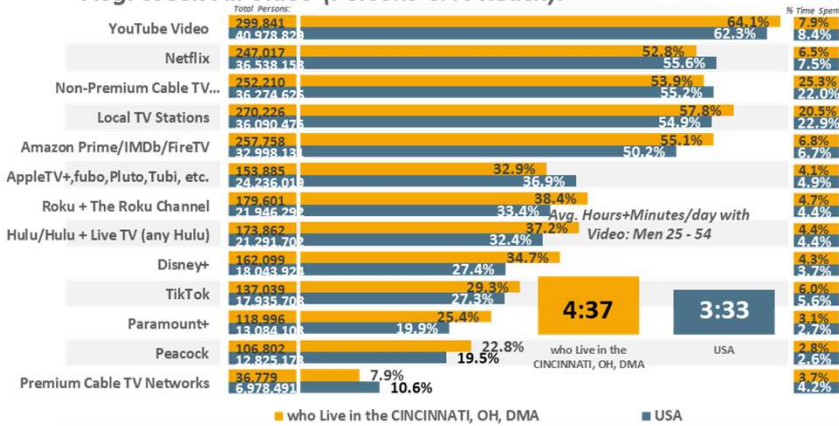




267,855 or 57.3% of Men 25 - 54 who Live in the CINCINNATI, OH, DMA watch Ad-Supported Local TV Stations for an average of 55.6 minutes every day representing 24.9% of all time spent daily with Ad-Supported Video.

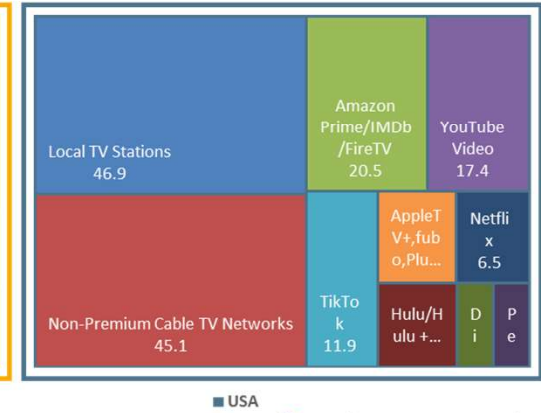
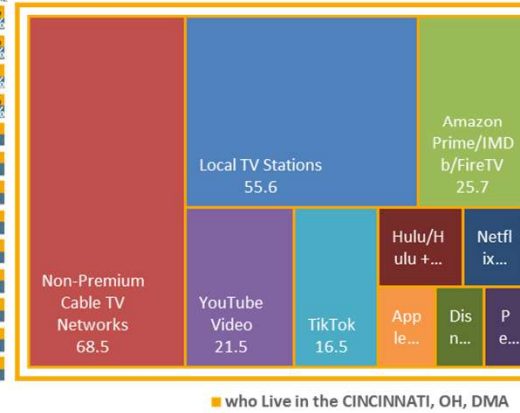
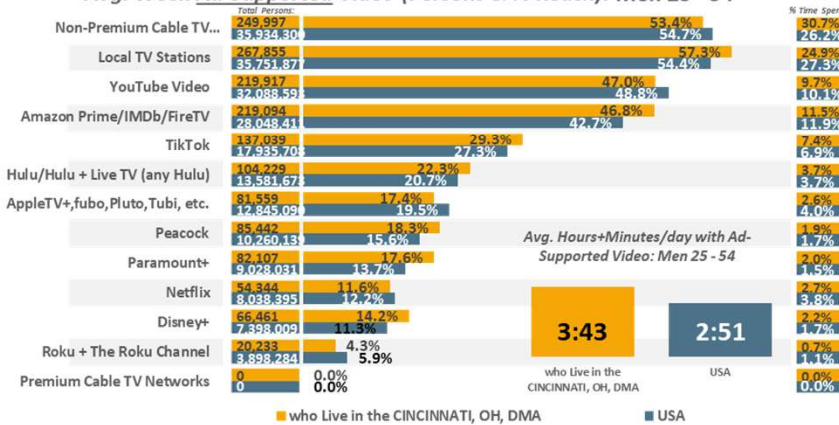
Avg. Week All Video (Persons & % Reach): Men 25 - 54

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



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

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

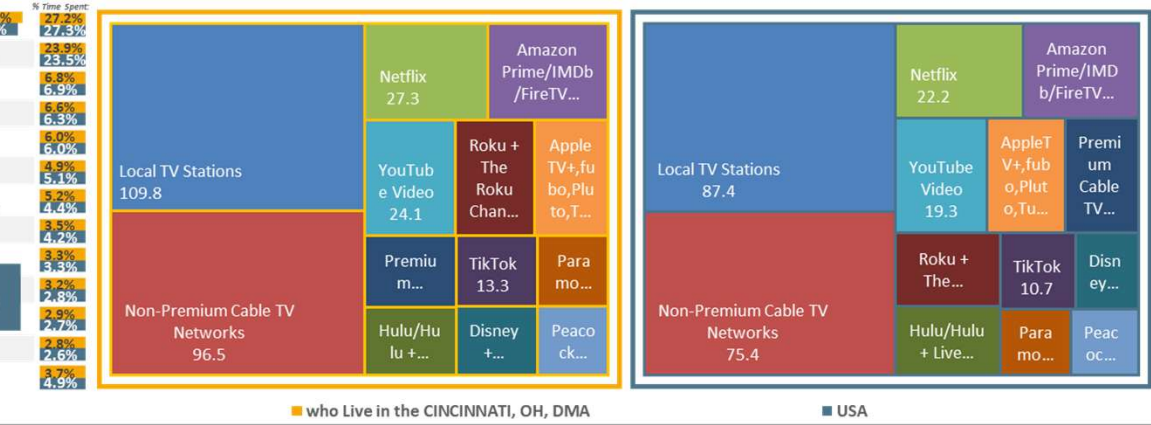
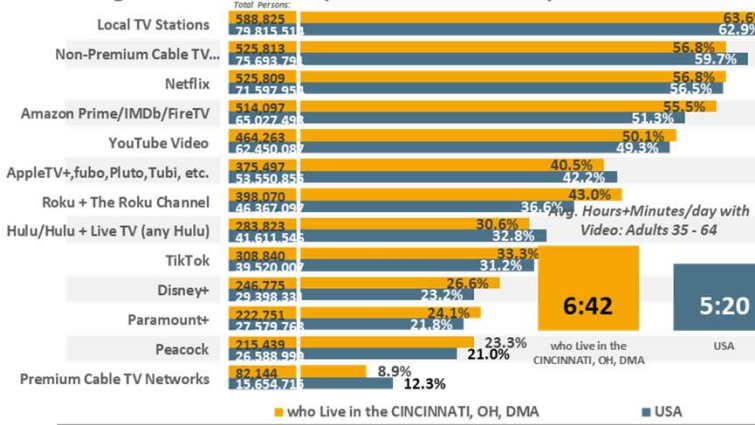




581,675 or 62.8% of Adults 35 - 64 who Live in the CINCINNATI, OH, DMA watch Ad-Supported Local TV Stations for an average of 107.1 minutes every day representing 33.0% of all time spent daily with Ad-Supported Video.

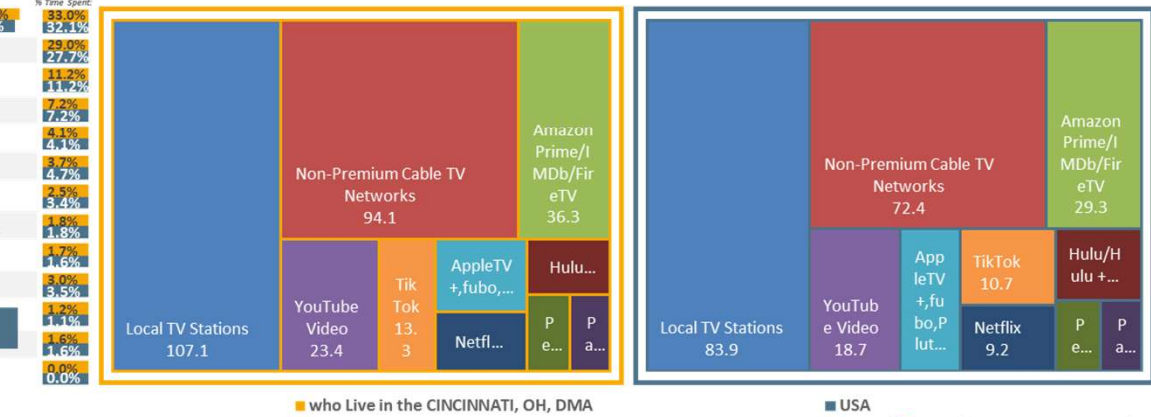
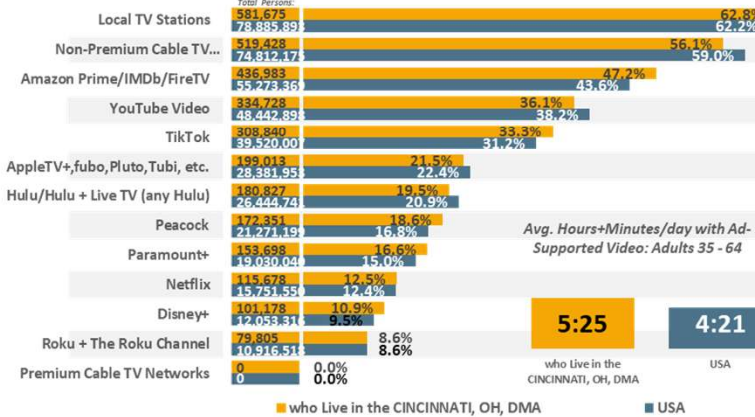
Avg. Week All Video (Persons & % Reach): Adults 35 - 64

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



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

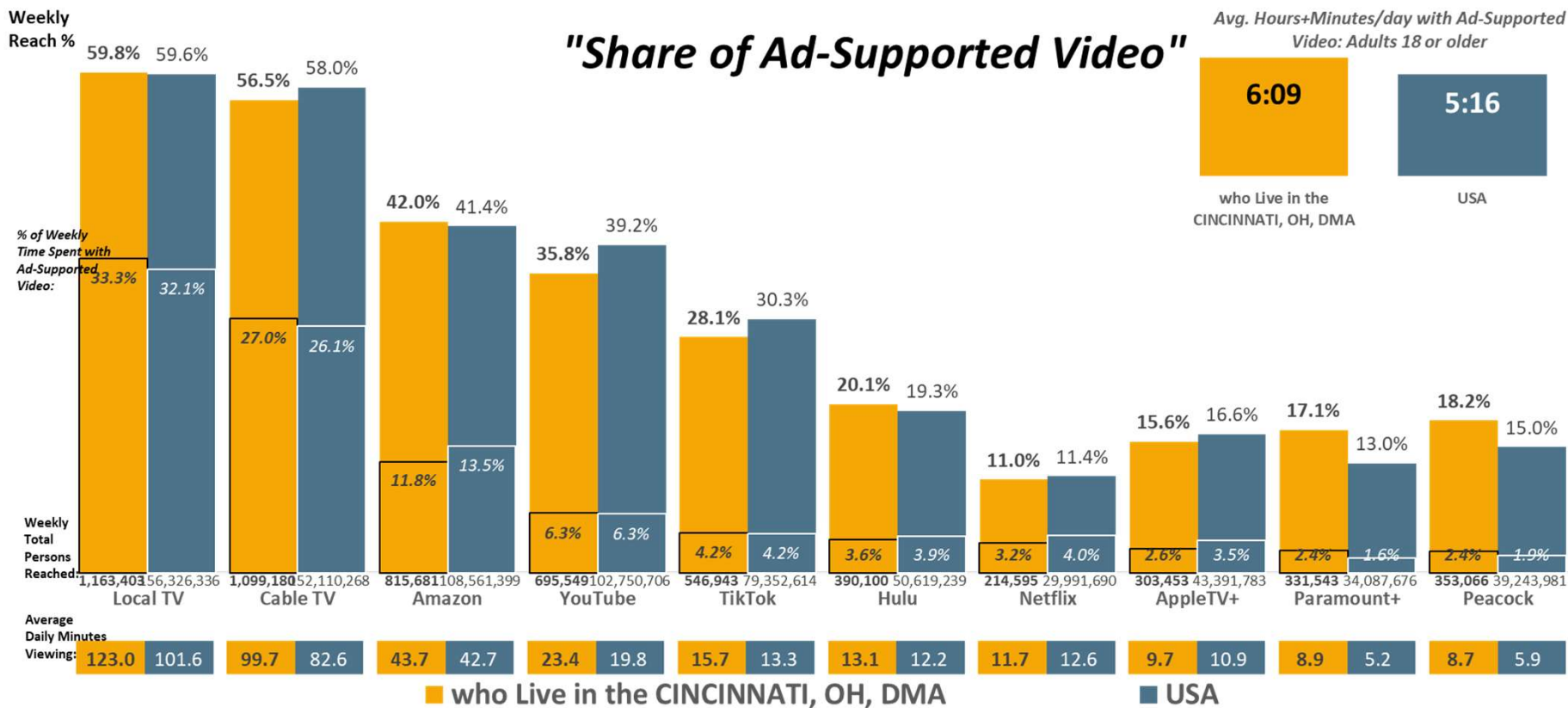
Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



USA USA Projection Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,900
 All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

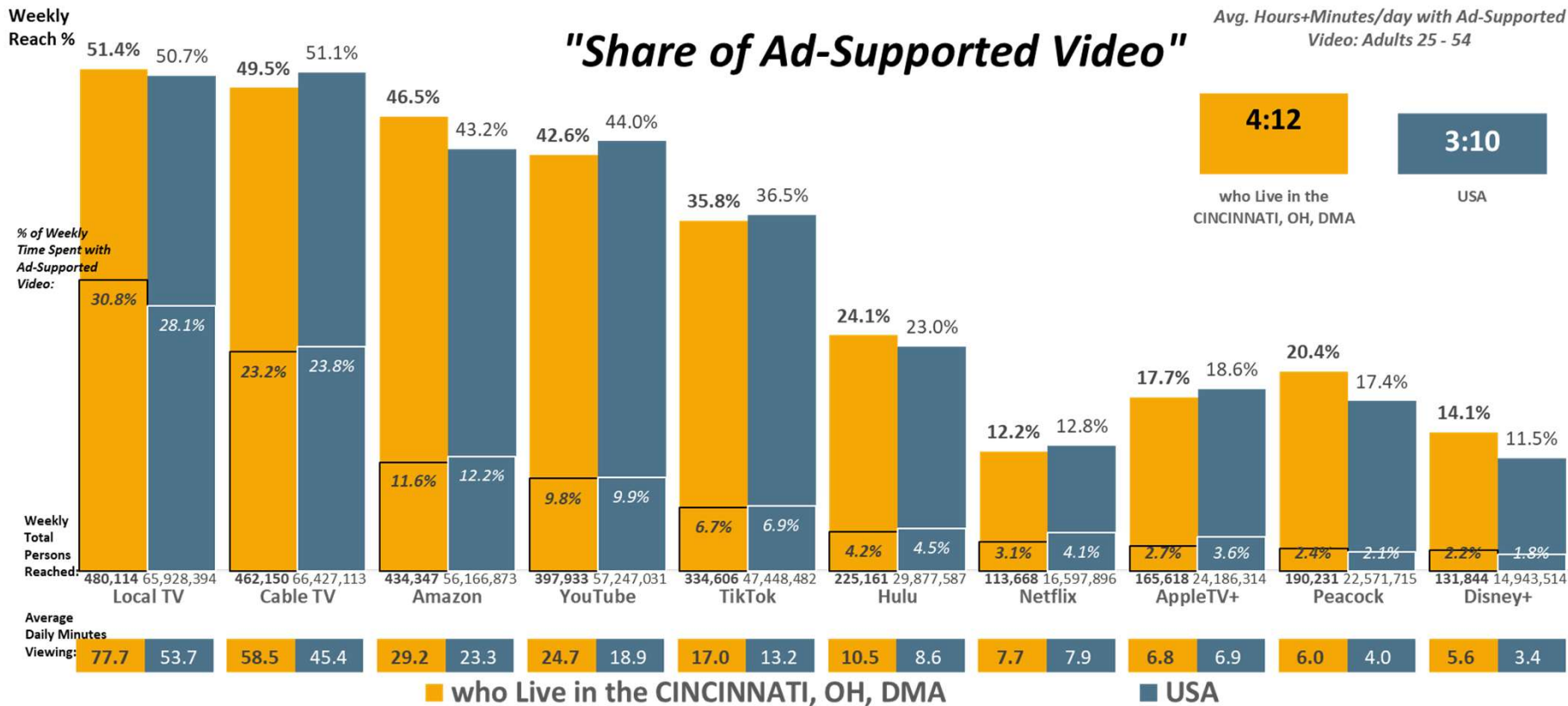


1,163,403 or 59.8% of Adults 18 or older who Live in the CINCINNATI, OH, DMA watch Ad-Supported Local TV Stations for an average of 123. minutes every day representing 33.3% of all time spent daily with Ad-Supported Video.



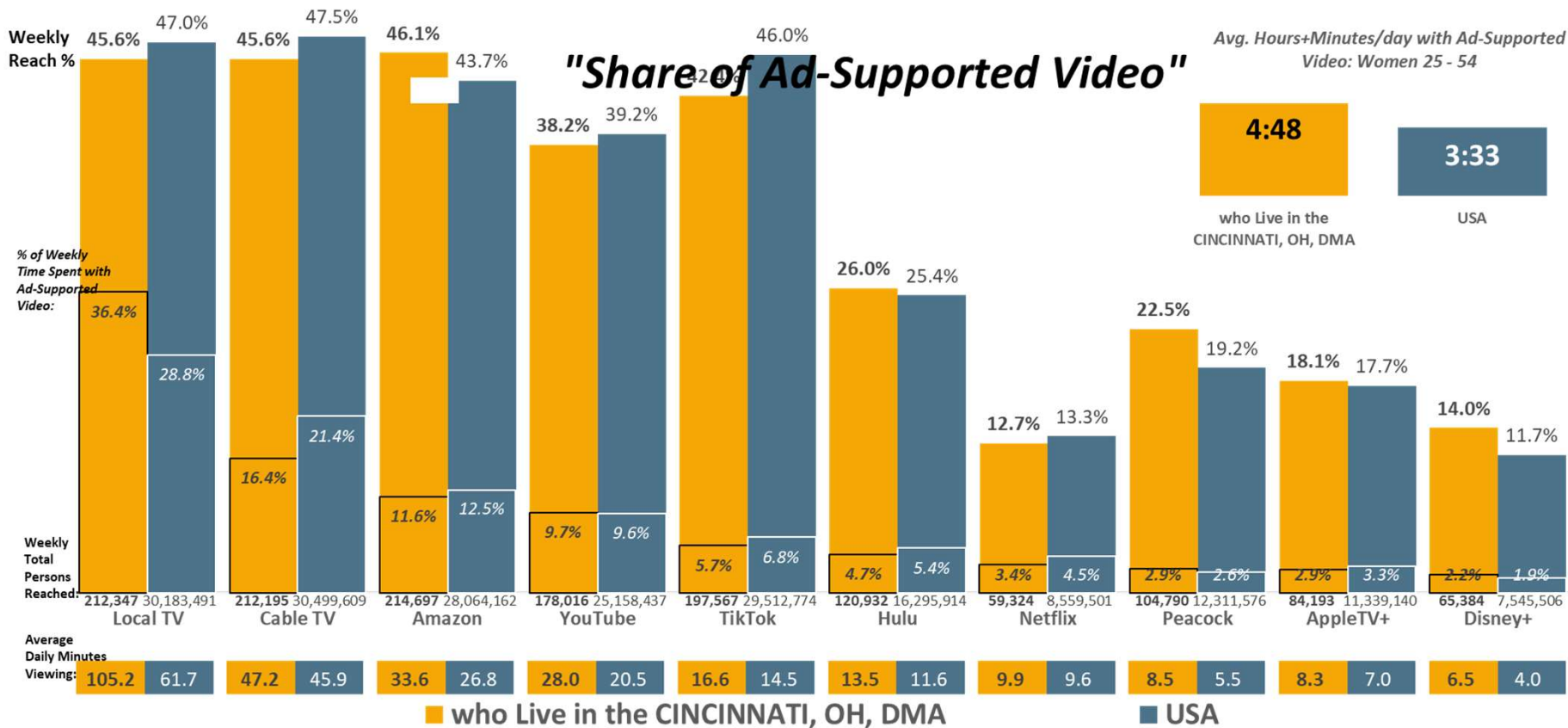


480,114 or 51.4% of Adults 25 - 54 who Live in the CINCINNATI, OH, DMA watch Ad-Supported Local TV Stations for an average of 77.7 minutes every day representing 30.8% of all time spent daily with Ad-Supported Video.





212,347 or 45.6% of Women 25 - 54 who Live in the CINCINNATI, OH, DMA watch Ad-Supported Local TV Stations for an average of 105.2 minutes every day representing 36.4% of all time spent daily with Ad-Supported Video.



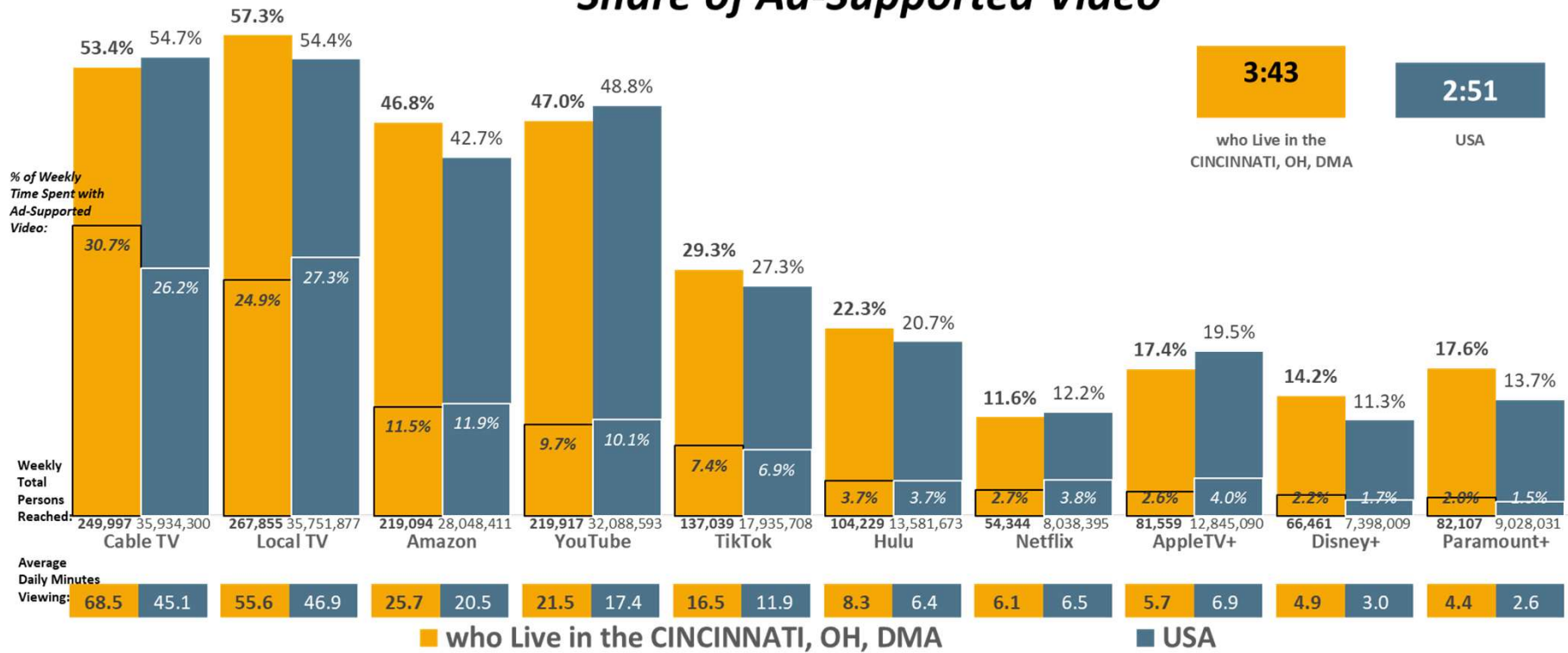


267,855 or 57.3% of Men 25 - 54 who Live in the CINCINNATI, OH, DMA watch Ad-Supported Local TV Stations for an average of 55.6 minutes every day representing 24.9% of all time spent daily with Ad-Supported Video.

Weekly Reach %

"Share of Ad-Supported Video"

Avg. Hours+Minutes/day with Ad-Supported Video: Men 25 - 54



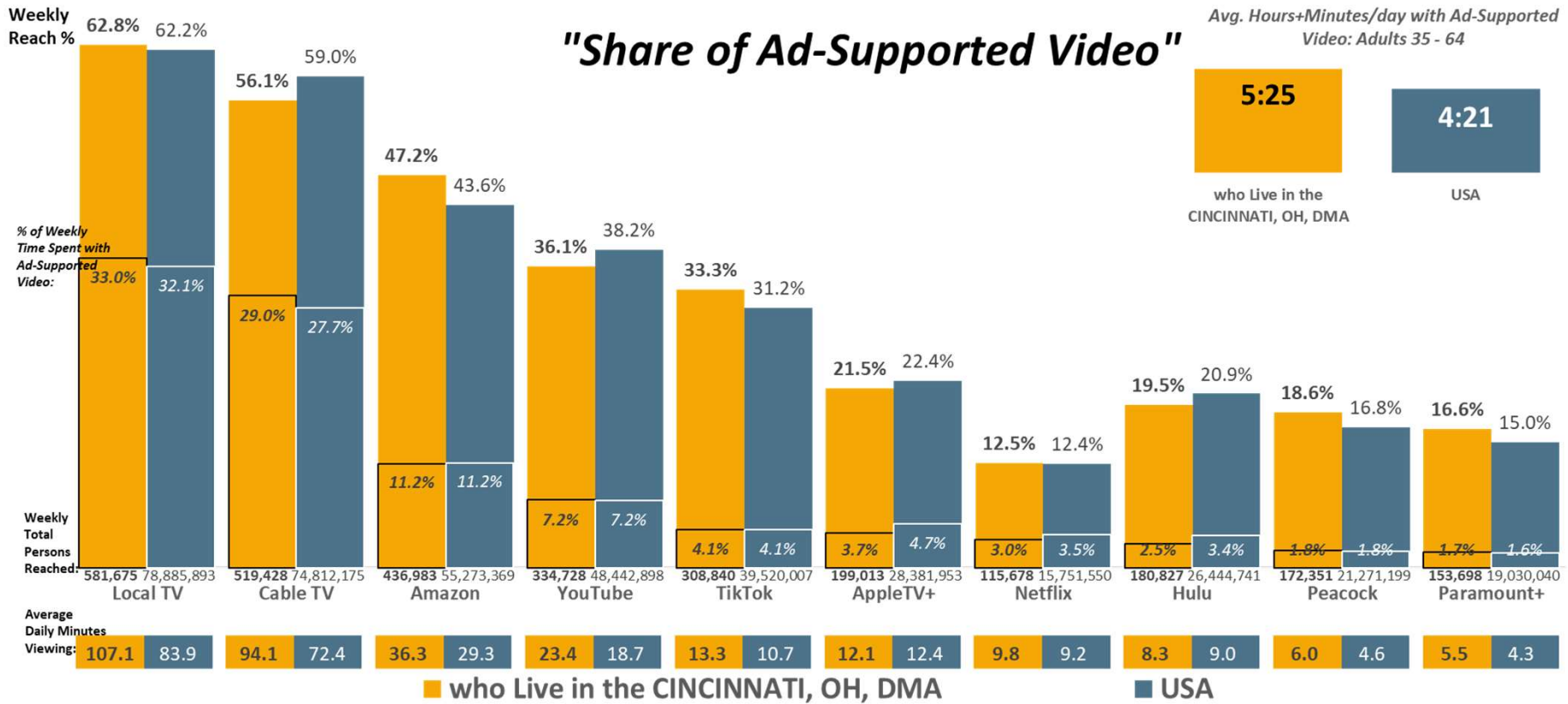
3:43
who Live in the CINCINNATI, OH, DMA

2:51
USA



581,675 or 62.8% of Adults 35 - 64 who Live in the CINCINNATI, OH, DMA watch Ad-Supported Local TV Stations for an average of 107.1 minutes every day representing 33.0% of all time spent daily with Ad-Supported Video.

"Share of Ad-Supported Video"



Avg. Hours+Minutes/day with Ad-Supported Video: Adults 35 - 64

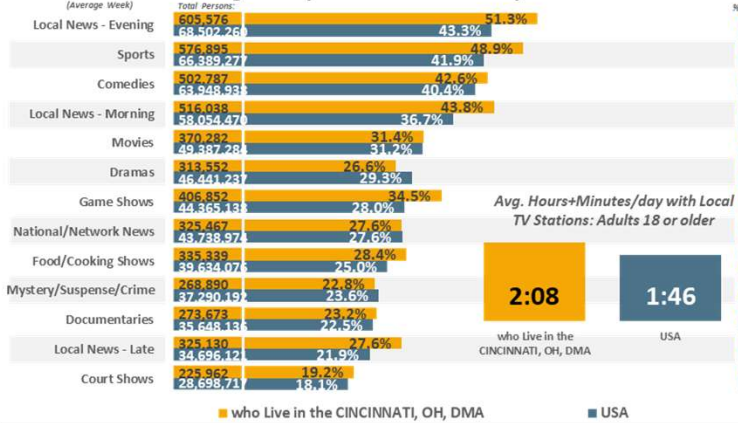
5:25 who Live in the CINCINNATI, OH, DMA

4:21 USA

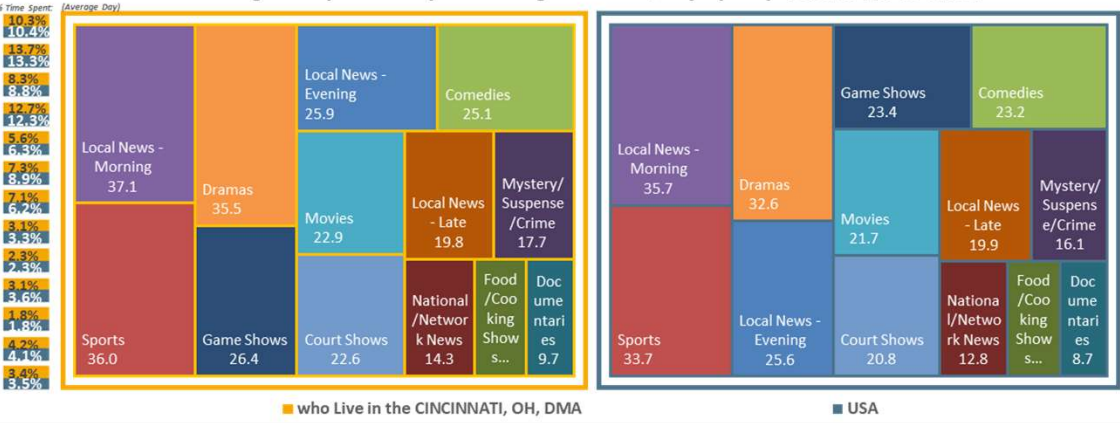


1,163,403 or 59.8% of Adults 18 or older who Live in the CINCINNATI, OH, DMA watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Local News - Morning, Comedies, Game Shows, and Movies.

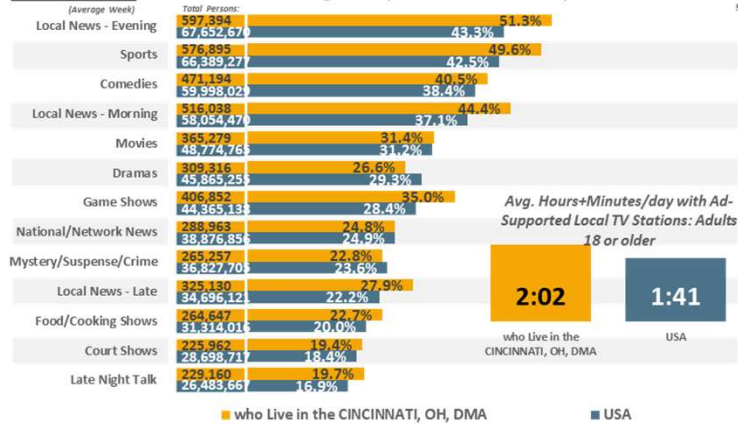
Local TV Station Programs (Persons & % Reach): Adults 18 or older



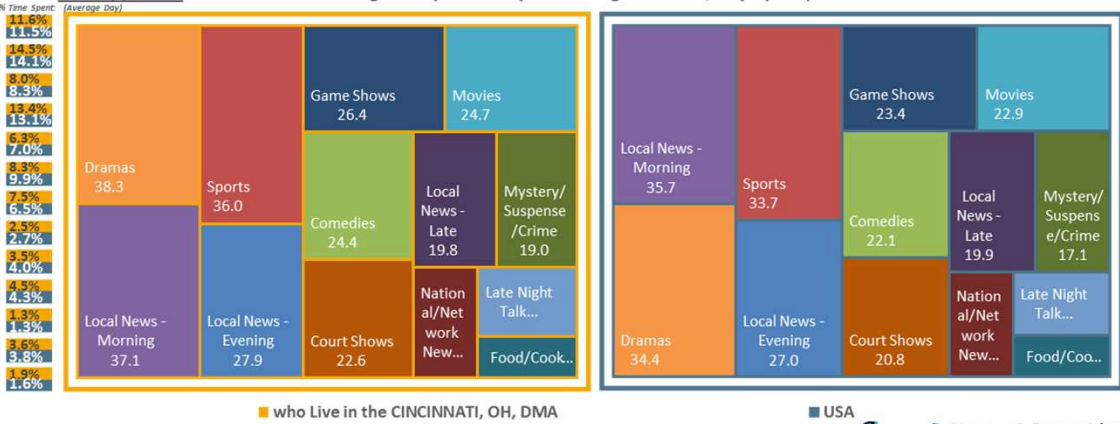
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



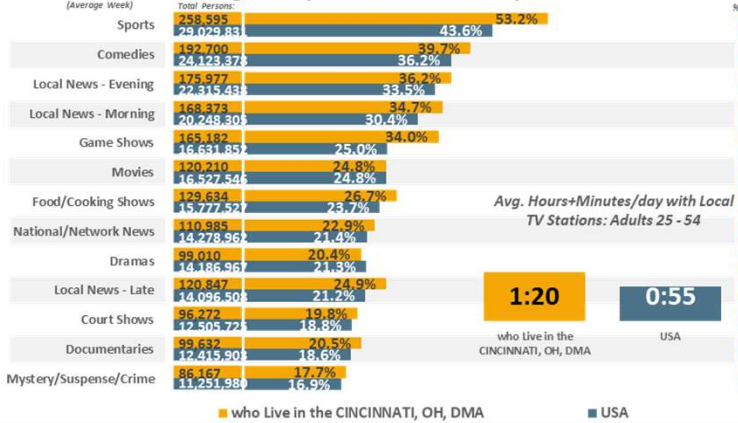
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



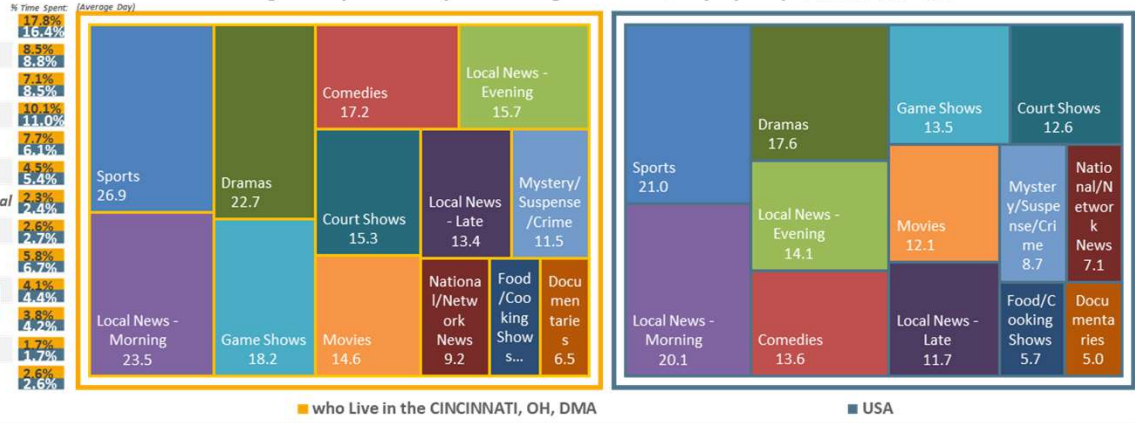


480,114 or 51.4% of Adults 25 - 54 who Live in the CINCINNATI, OH, DMA watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Comedies, Local News - Evening, Local News - Morning, Game Shows, and Local News - Late.

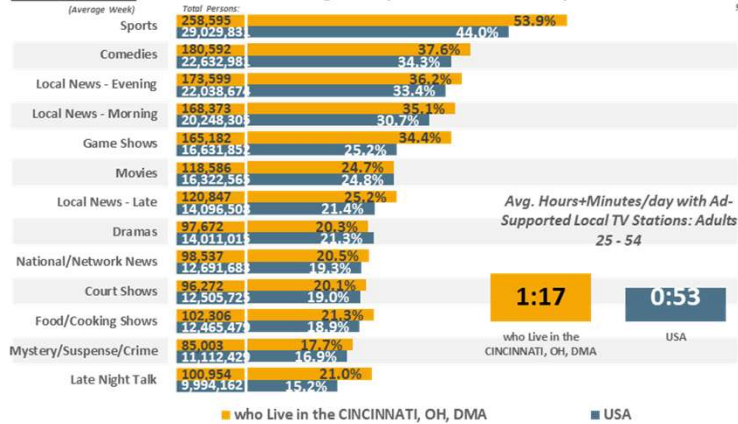
Local TV Station Programs (Persons & % Reach): Adults 25 - 54



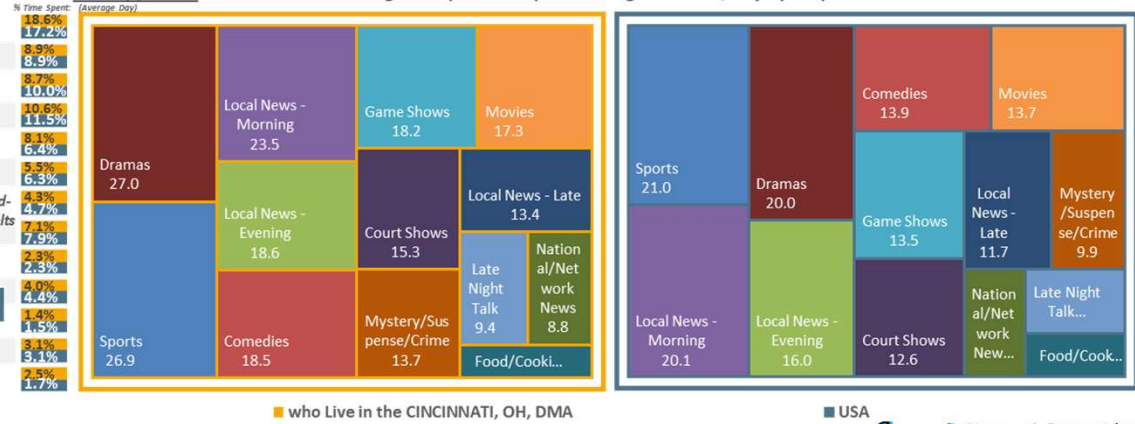
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



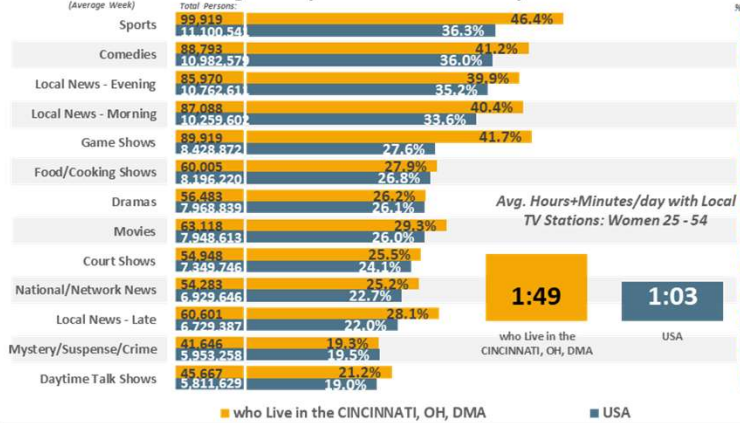
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



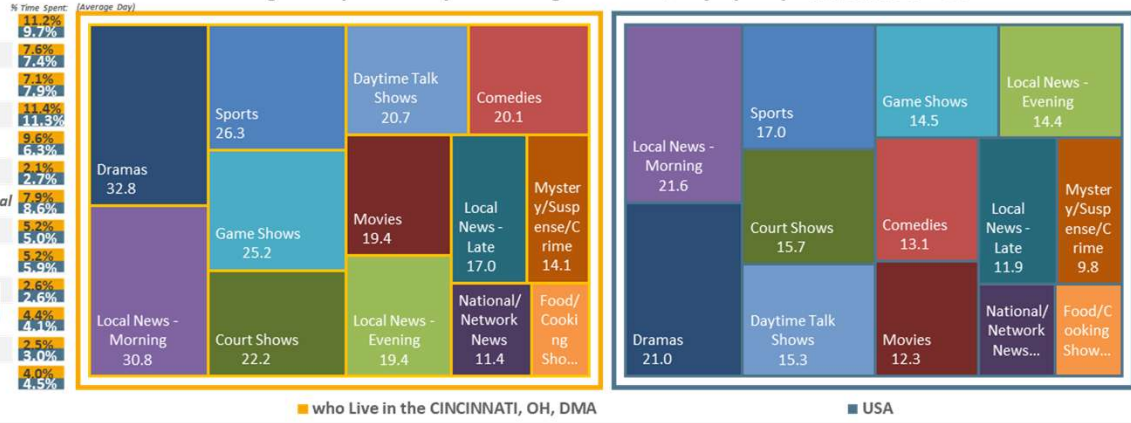


212,347 or 45.6% of Women 25 - 54 who Live in the CINCINNATI, OH, DMA watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Game Shows, Local News - Morning, Local News - Evening, Comedies, and Movies.

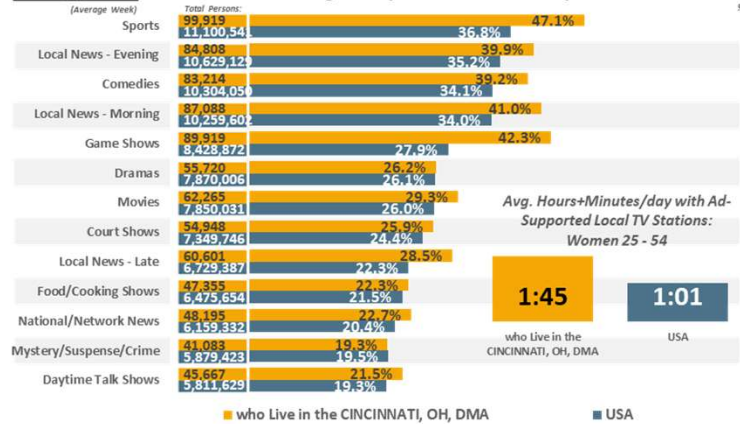
Local TV Station Programs (Persons & % Reach): Women 25 - 54



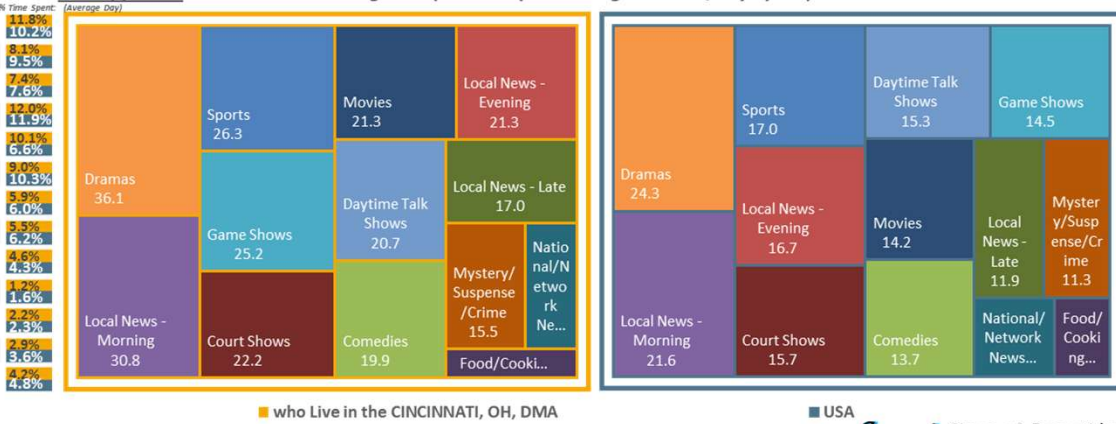
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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



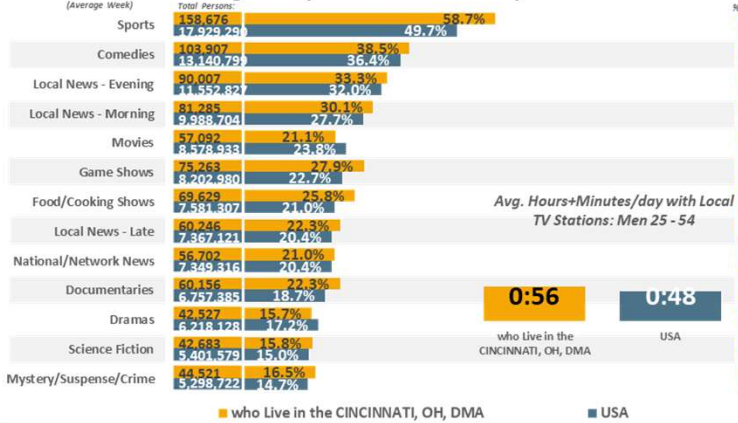
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



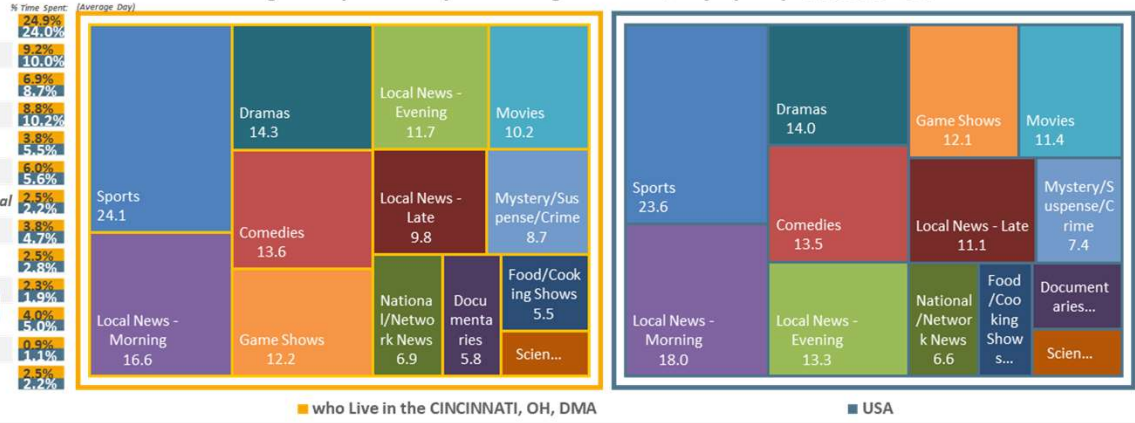


267,855 or 57.3% of Men 25 - 54 who Live in the CINCINNATI, OH, DMA watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Comedies, Local News - Evening, Local News - Morning, Game Shows, and Local News - Late.

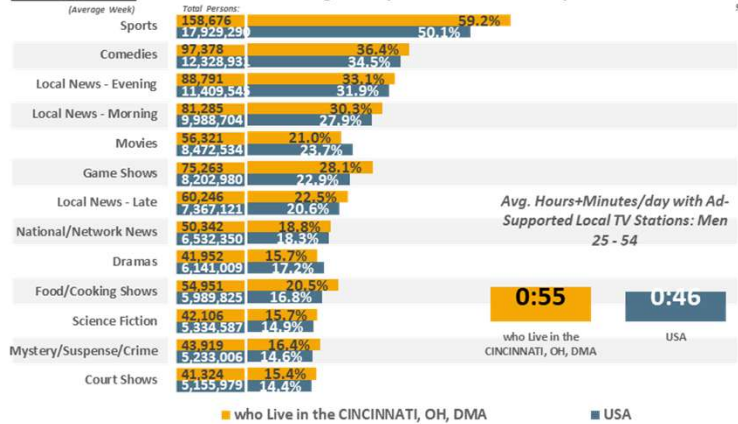
Local TV Station Programs (Persons & % Reach): Men 25 - 54



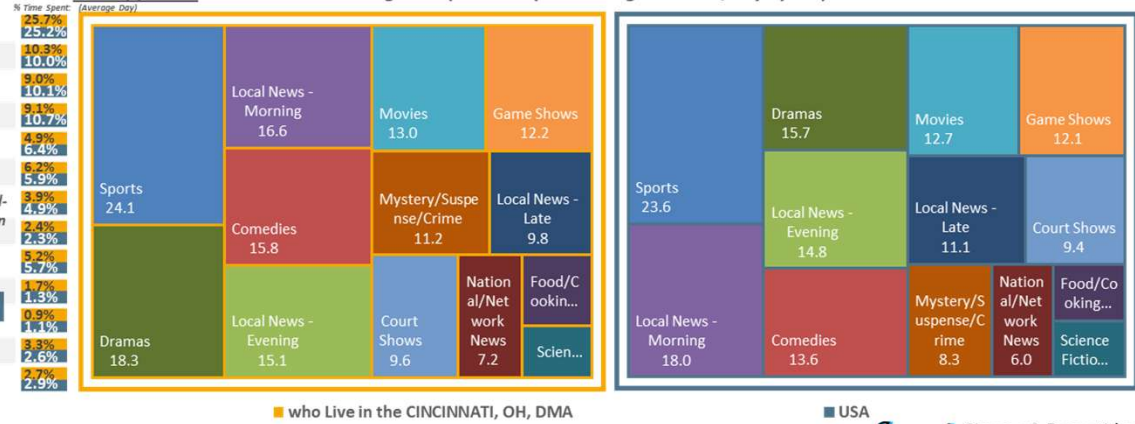
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



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



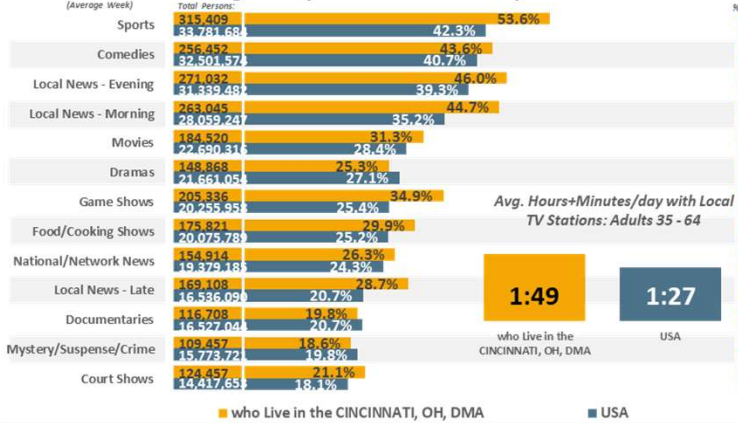
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



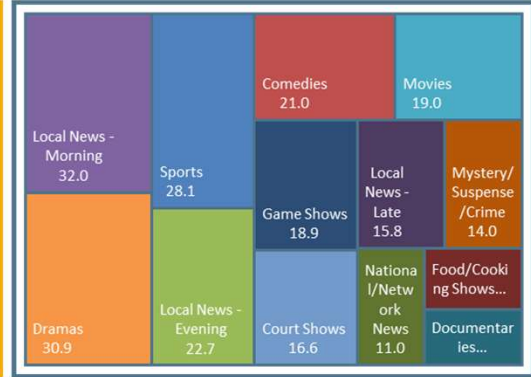
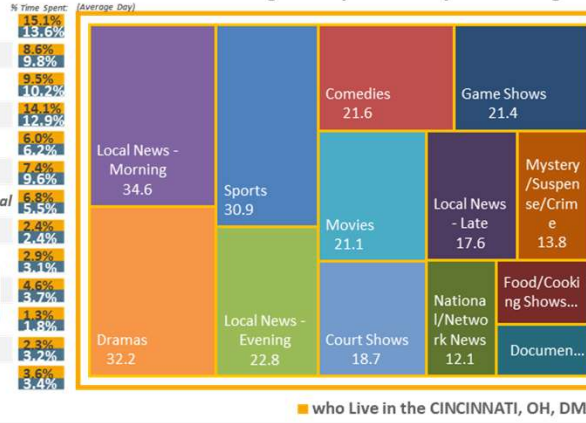


581,675 or 62.8% of Adults 35 - 64 who Live in the CINCINNATI, OH, DMA watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Comedies, Game Shows, and Movies.

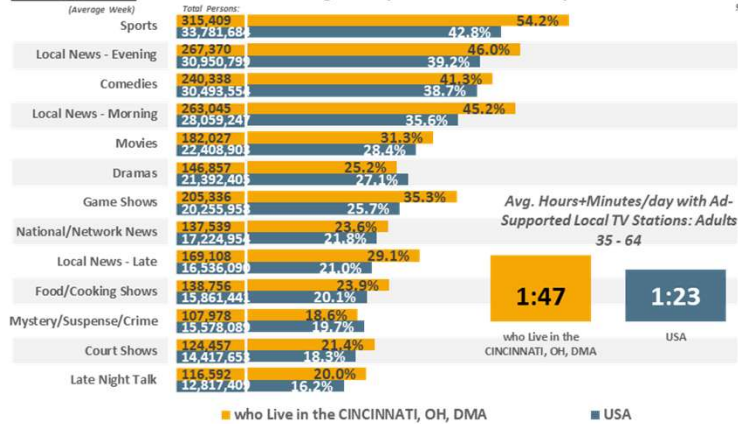
Local TV Station Programs (Persons & % Reach): Adults 35 - 64



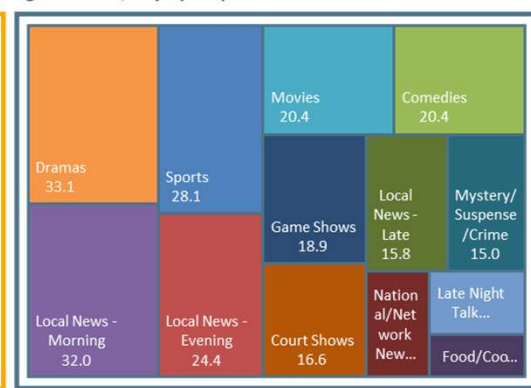
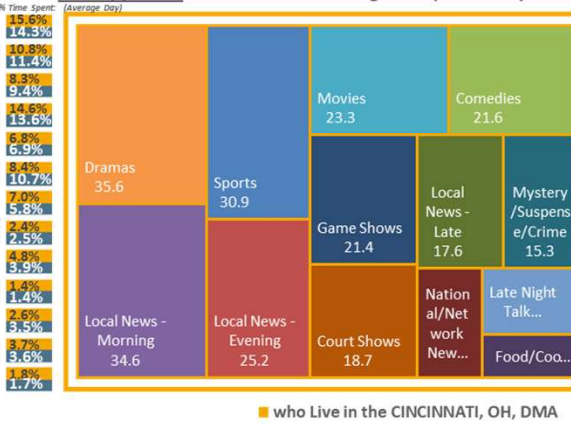
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



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



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

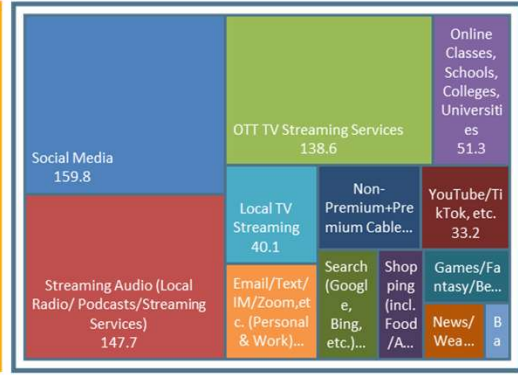
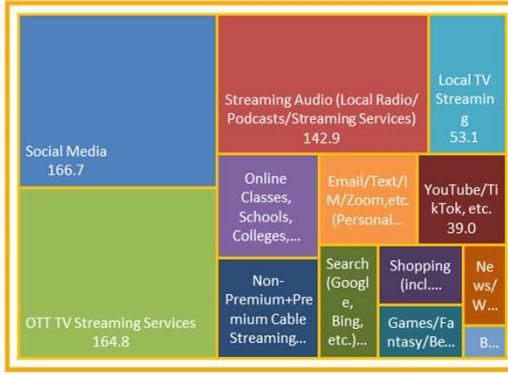
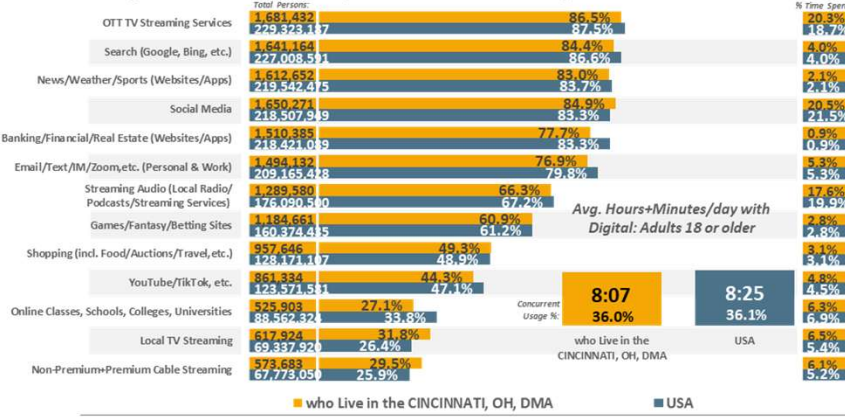




1,482,286 or 76.3% of Adults 18 or older who Live in the CINCINNATI, OH, DMA use Ad-Supported Social Media for an average of 149.8 minutes every day representing 25.% of all time spent daily with Ad-Supported Digital Media.

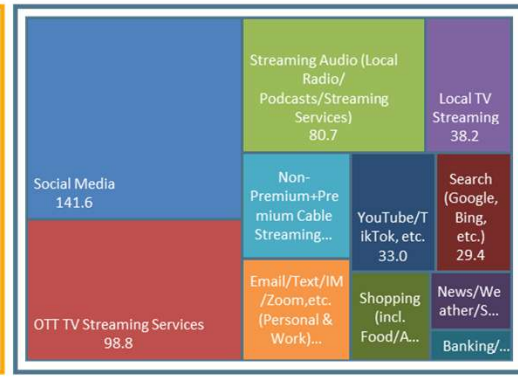
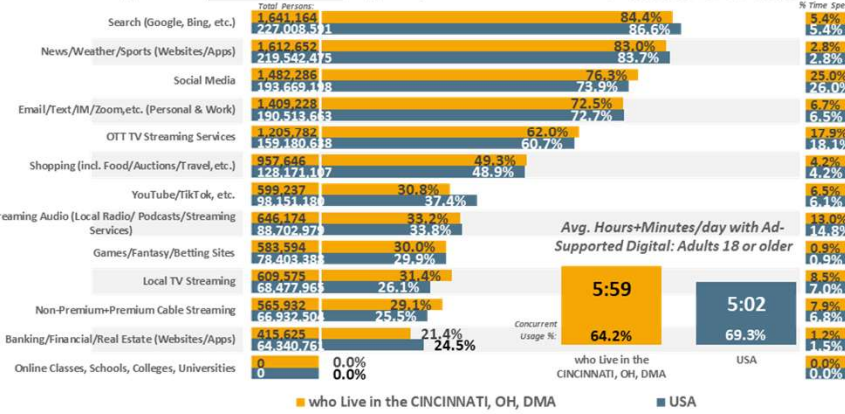
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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

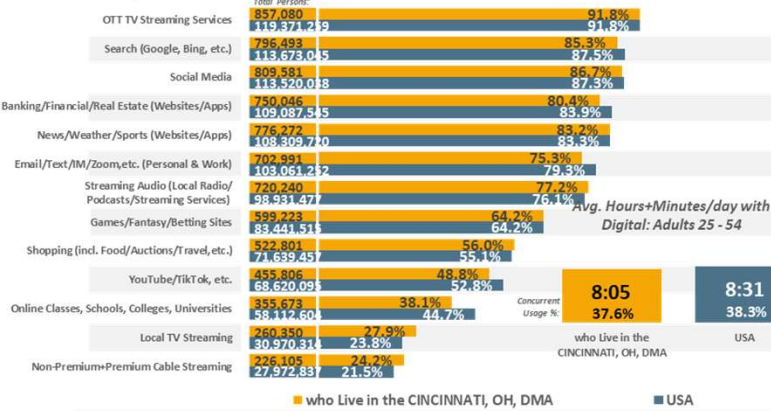
Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



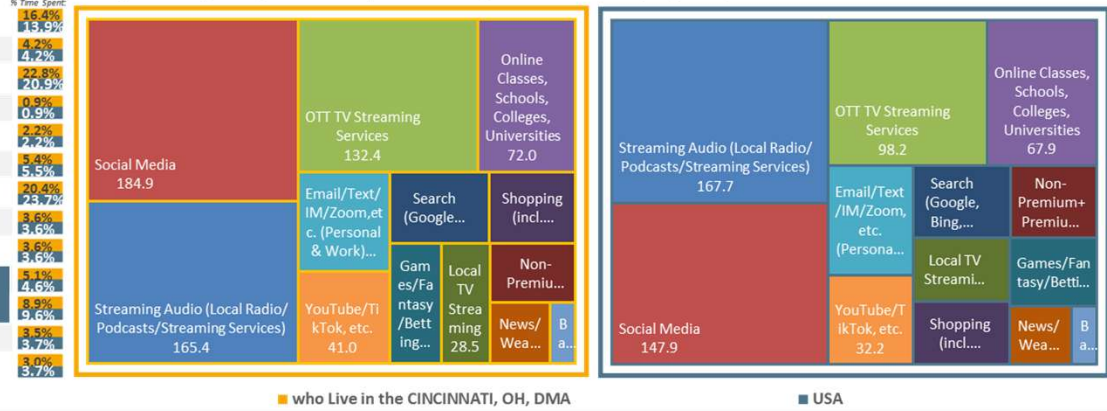


707,146 or 75.8% of Adults 25 - 54 who Live in the CINCINNATI, OH, DMA use Ad-Supported Social Media for an average of 170.1 minutes every day representing 30.1% of all time spent daily with Ad-Supported Digital Media.

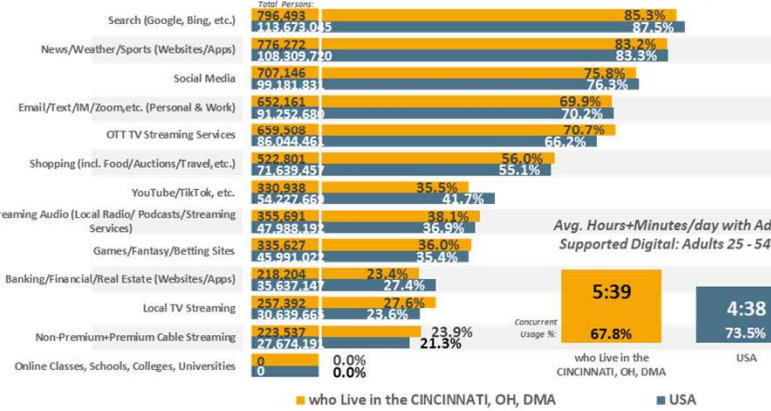
Avg. Week All Digital (Persons & % Reach): Adults 25 - 54



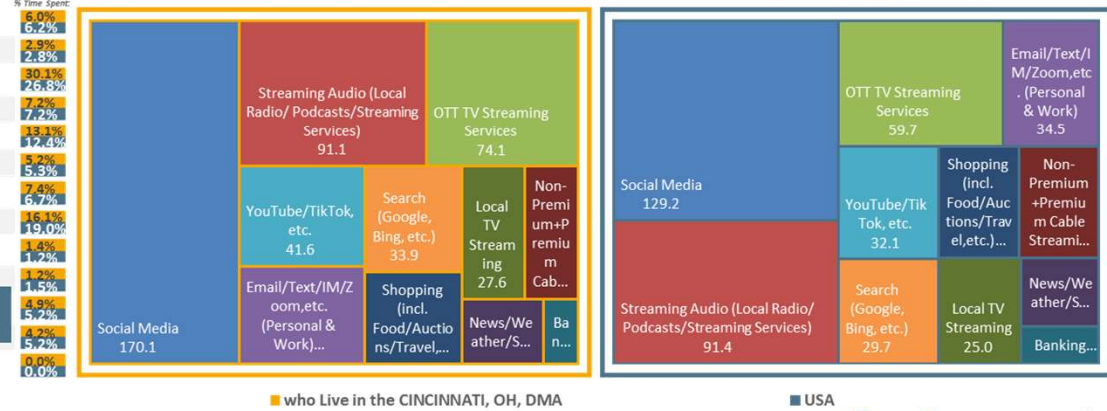
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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

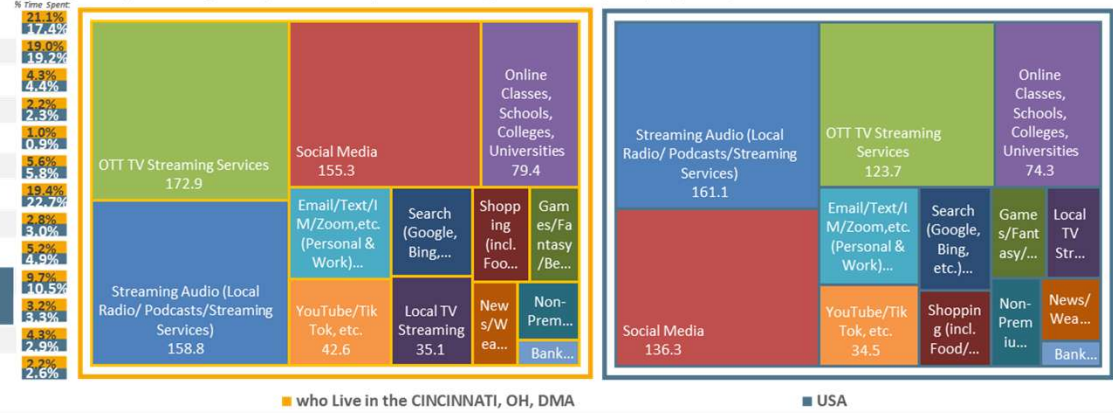
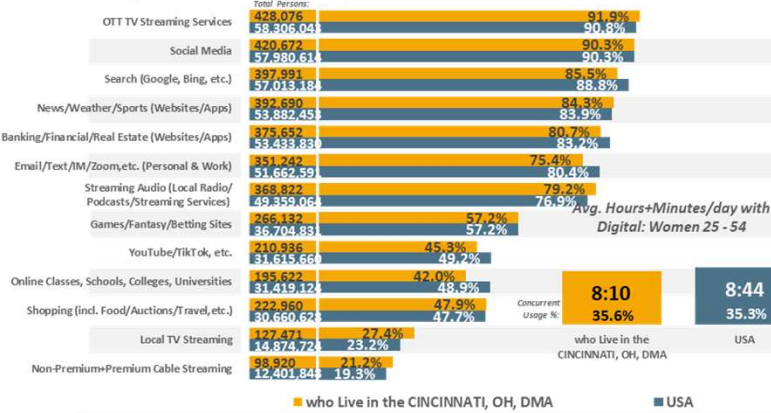




374,118 or 80.3% of Women 25 - 54 who Live in the CINCINNATI, OH, DMA use Ad-Supported Social Media for an average of 142.9 minutes every day representing 25.8% of all time spent daily with Ad-Supported Digital Media.

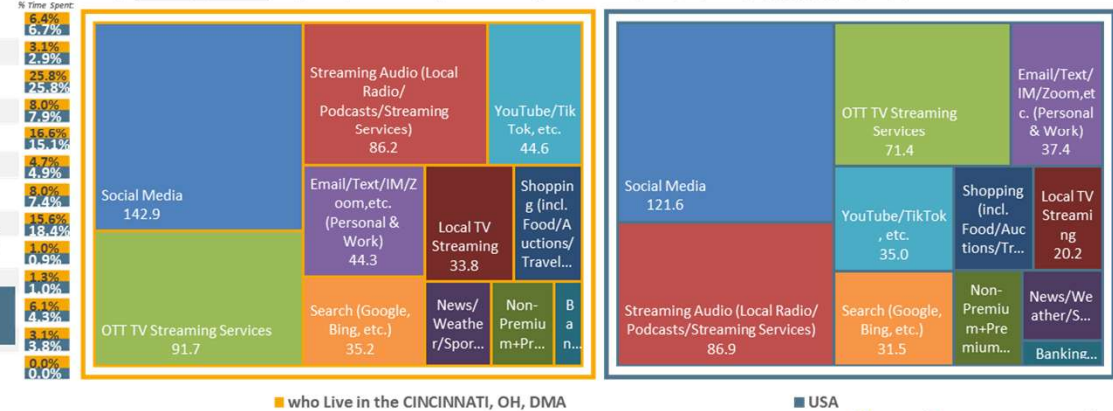
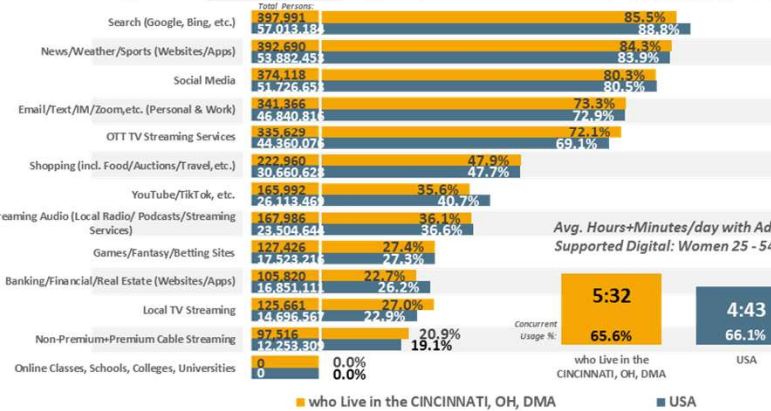
Avg. Week All Digital (Persons & % Reach): Women 25 - 54

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



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

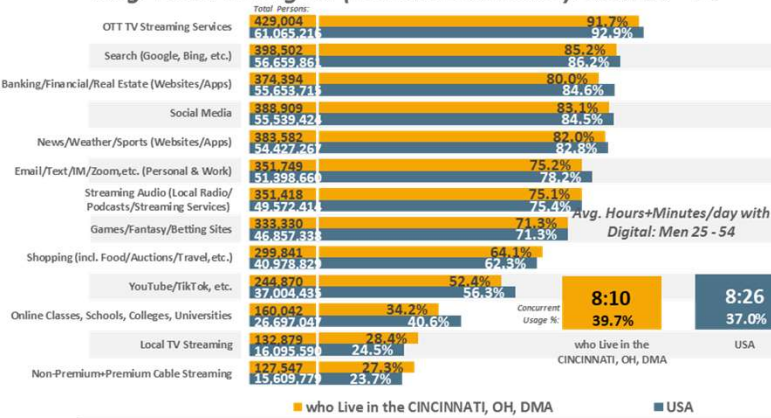
Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



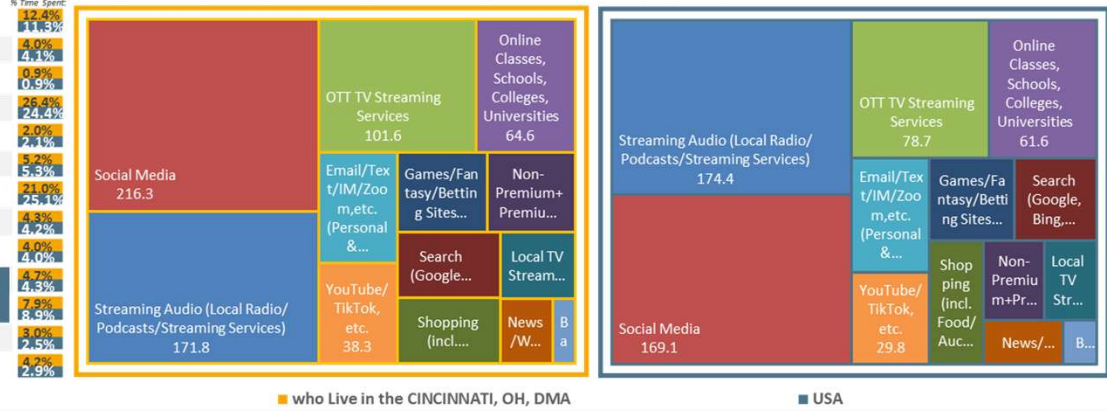


333,028 or 71.2% of Men 25 - 54 who Live in the CINCINNATI, OH, DMA use Ad-Supported Social Media for an average of 199. minutes every day representing 33.8% of all time spent daily with Ad-Supported Digital Media.

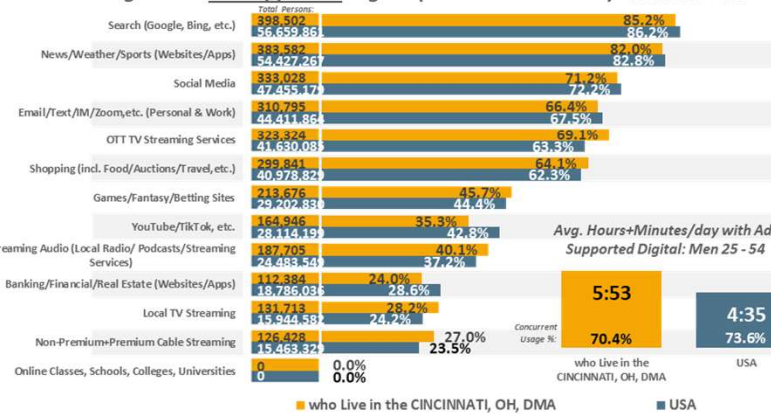
Avg. Week All Digital (Persons & % Reach): Men 25 - 54



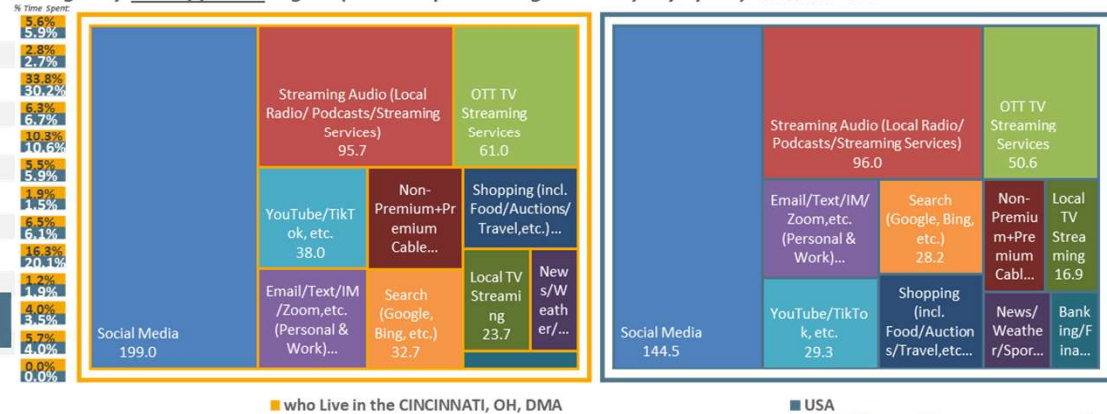
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



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



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

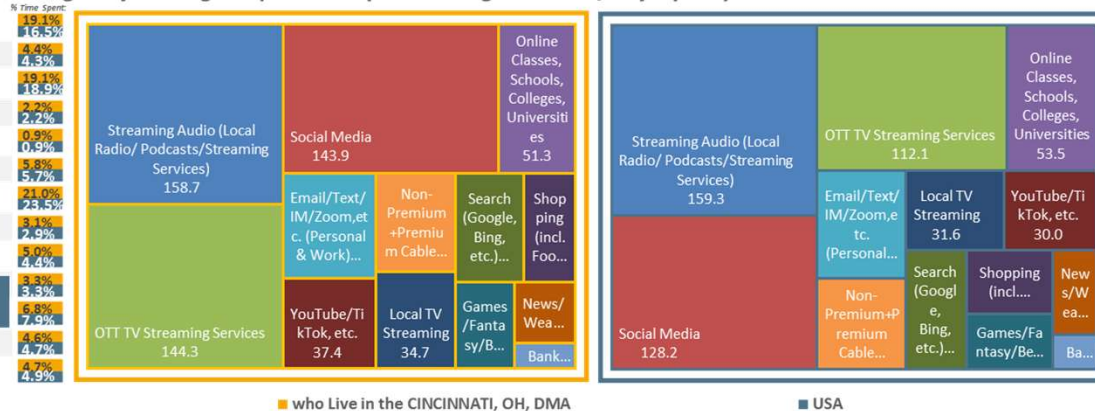
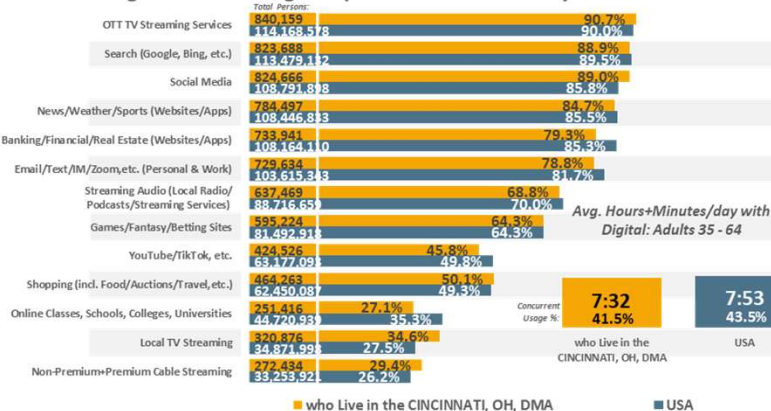




732,340 or 79.1% of Adults 35 - 64 who Live in the CINCINNATI, OH, DMA use Ad-Supported Social Media for an average of 132.4 minutes every day representing 24.2% of all time spent daily with Ad-Supported Digital Media.

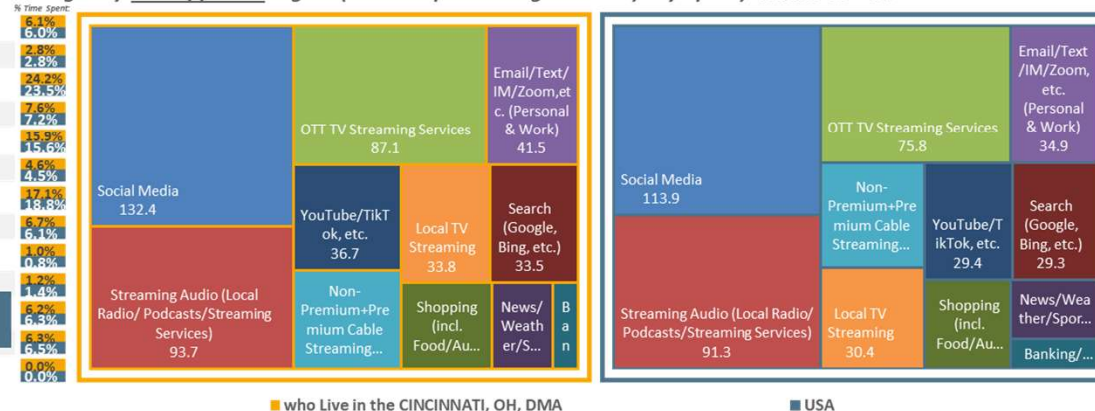
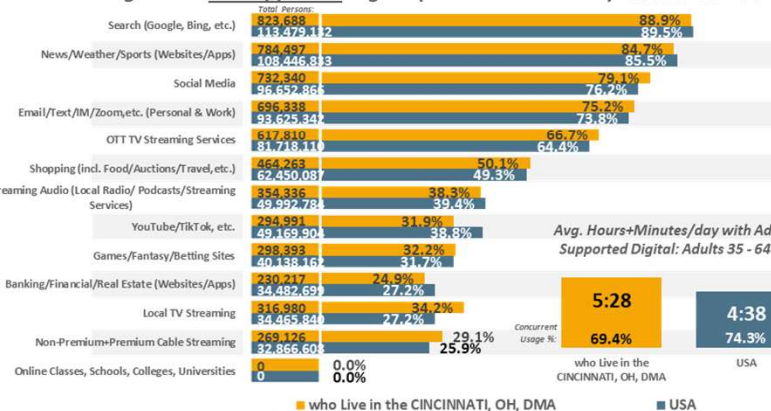
Avg. Week All Digital (Persons & % Reach): Adults 35 - 64

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



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

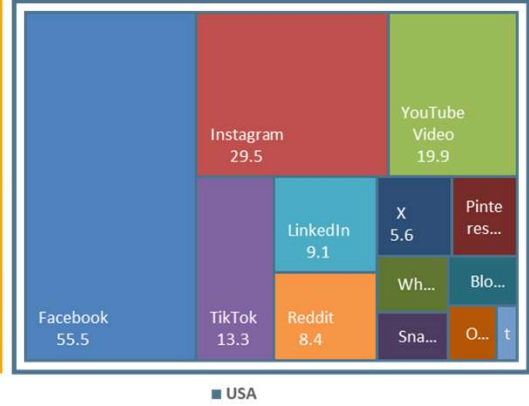
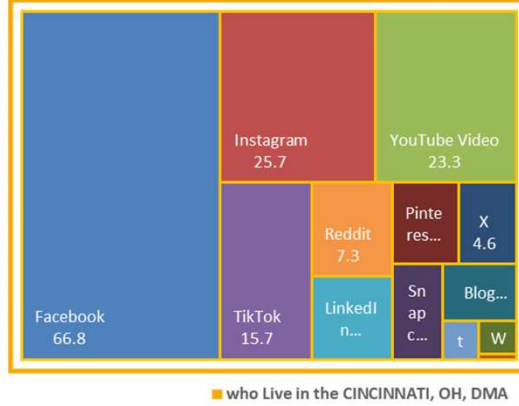
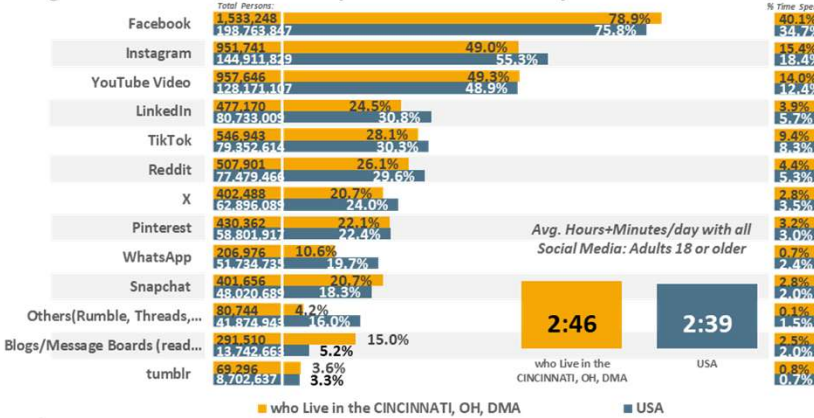
Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



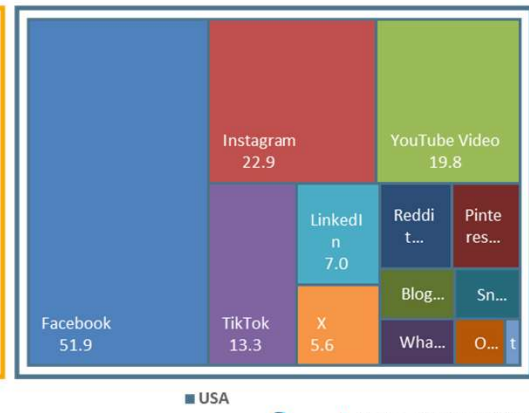
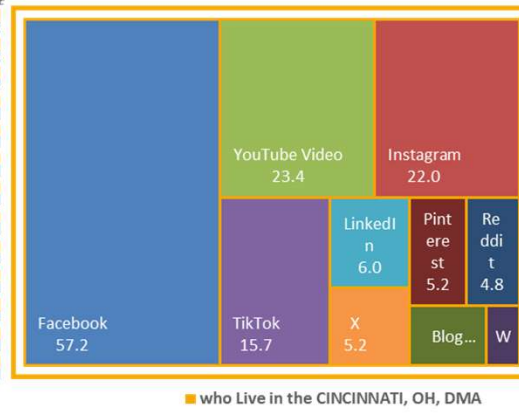
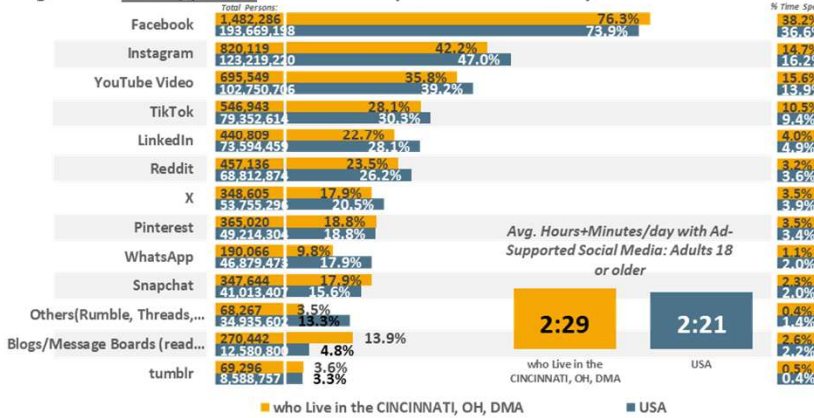


1,482,286 or 76.3% of Adults 18 or older who Live in the CINCINNATI, OH, DMA use Ad-Supported Facebook for an average of 57.2 minutes every day representing 38.2% of all time spent daily with Ad-Supported Social Media.

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**



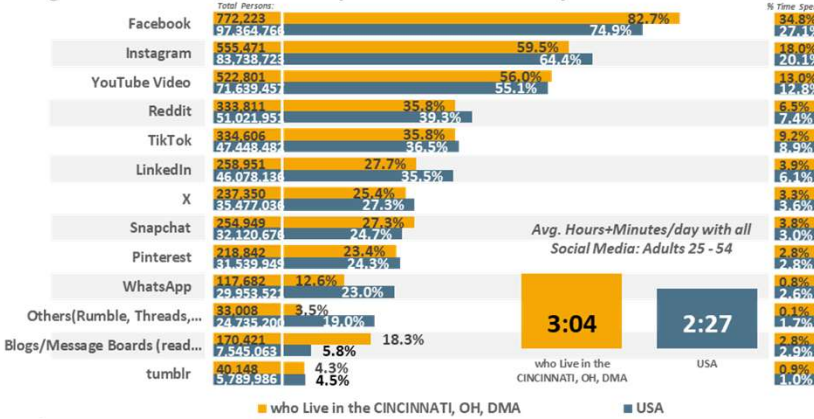
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



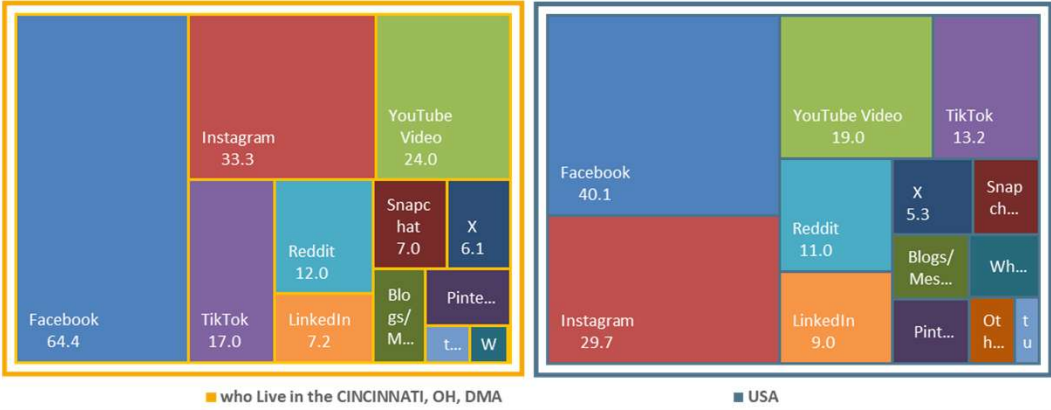


707,146 or 75.8% of Adults 25 - 54 who Live in the CINCINNATI, OH, DMA use Ad-Supported Facebook for an average of 56.1 minutes every day representing 34.7% of all time spent daily with Ad-Supported Social Media.

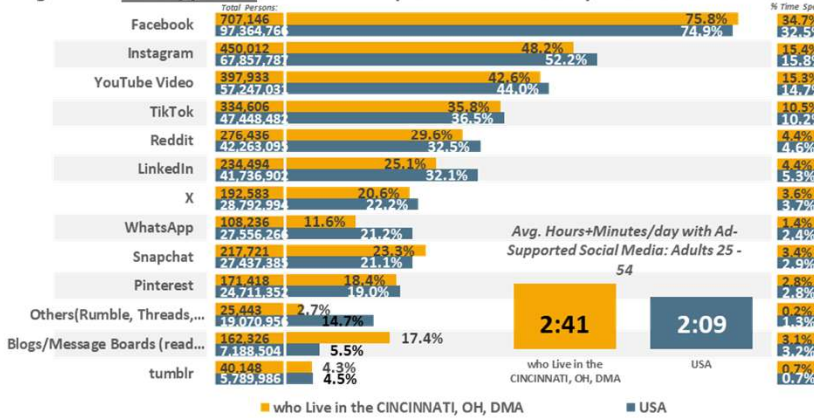
Avg. Week All Social Media (Persons & % Reach): Adults 25 - 54



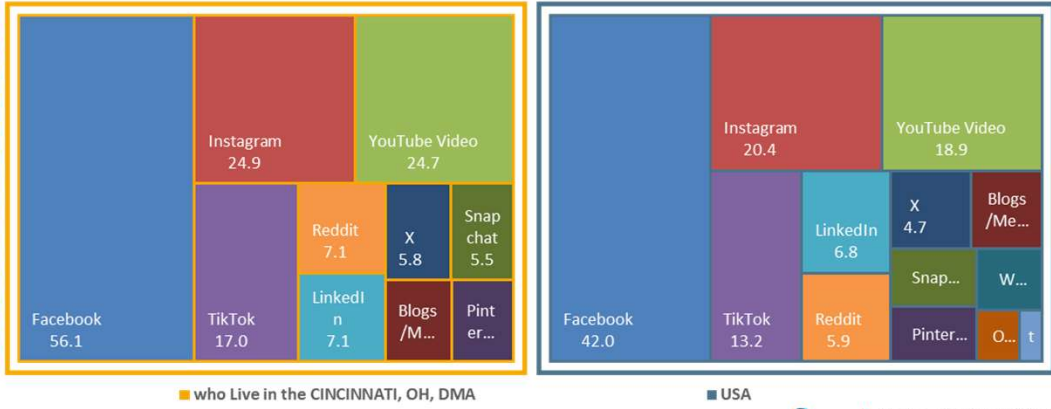
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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

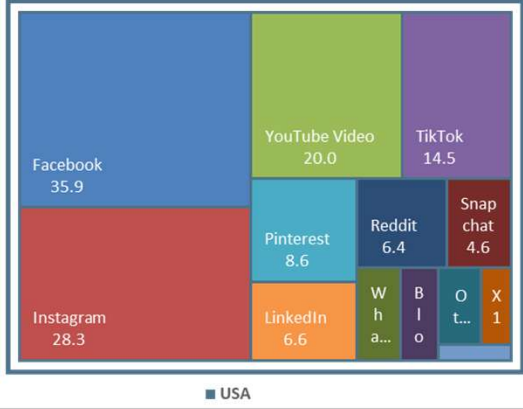
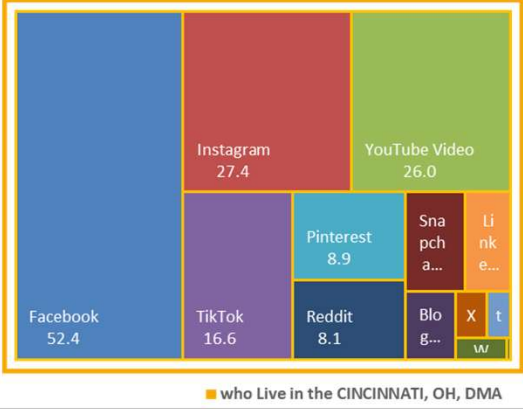
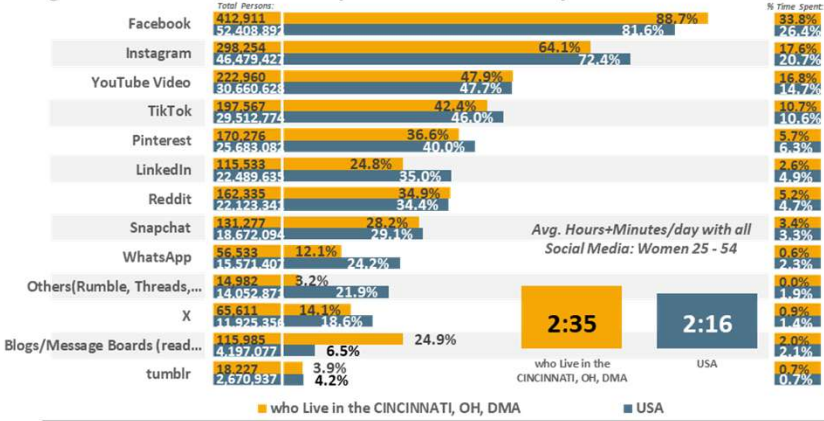




374,118 or 80.3% of Women 25 - 54 who Live in the CINCINNATI, OH, DMA use Ad-Supported Facebook for an average of 42.9 minutes every day representing 31.1% of all time spent daily with Ad-Supported Social Media.

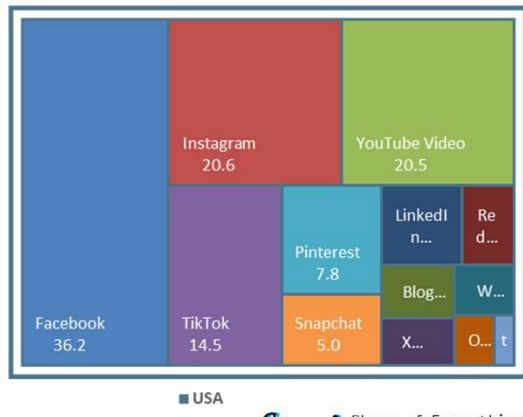
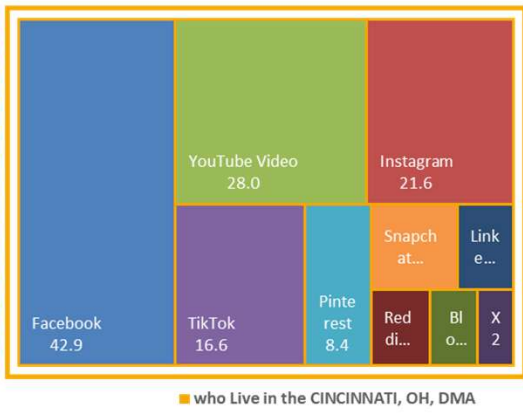
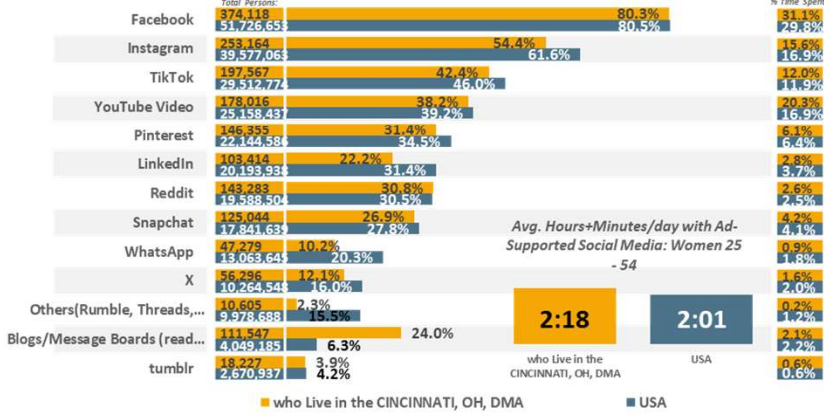
Avg. Week All Social Media (Persons & % Reach): Women 25 - 54

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



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

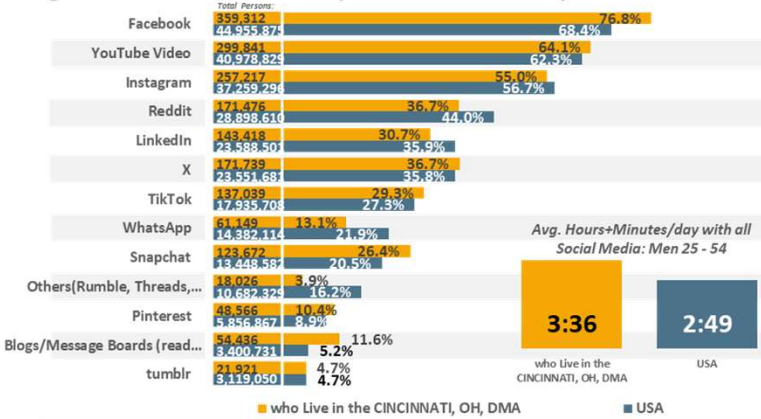
Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



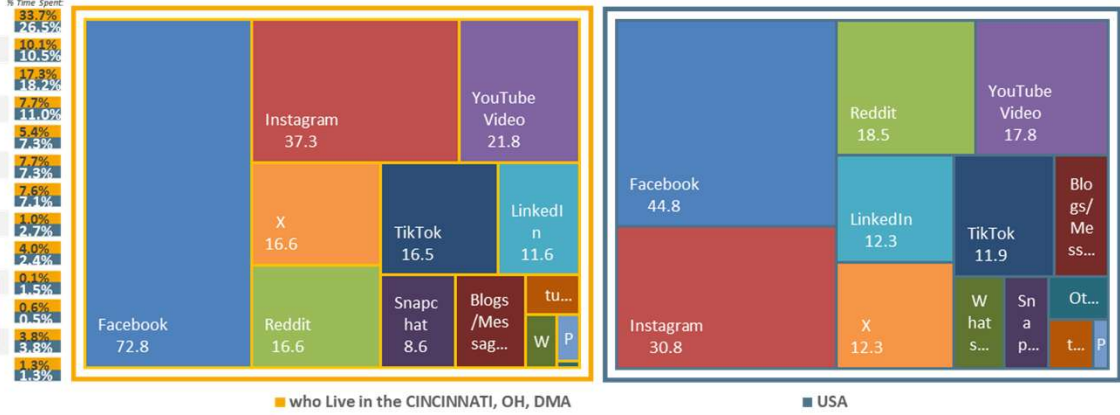


333,028 or 71.2% of Men 25 - 54 who Live in the CINCINNATI, OH, DMA use Ad-Supported Facebook for an average of 66.3 minutes every day representing 35.8% of all time spent daily with Ad-Supported Social Media.

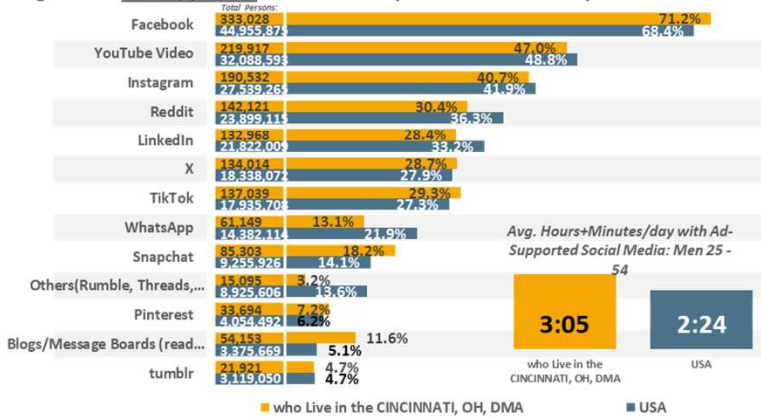
Avg. Week All Social Media (Persons & % Reach): Men 25 - 54



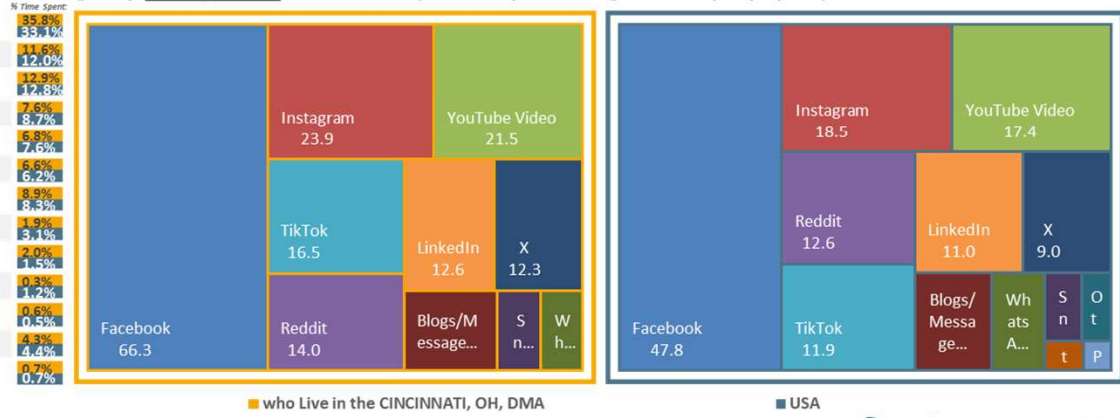
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



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



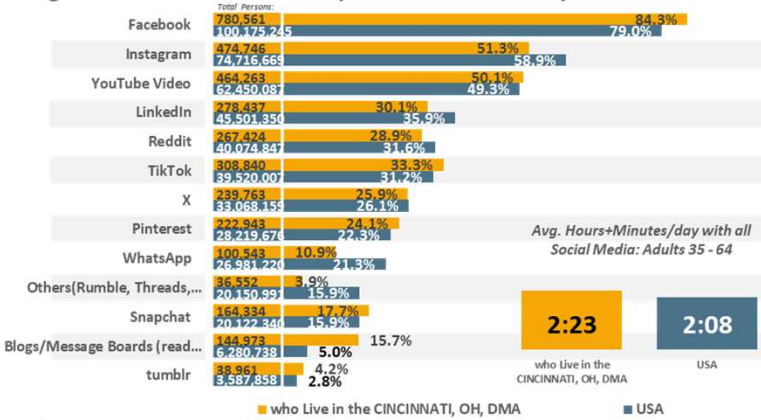
Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



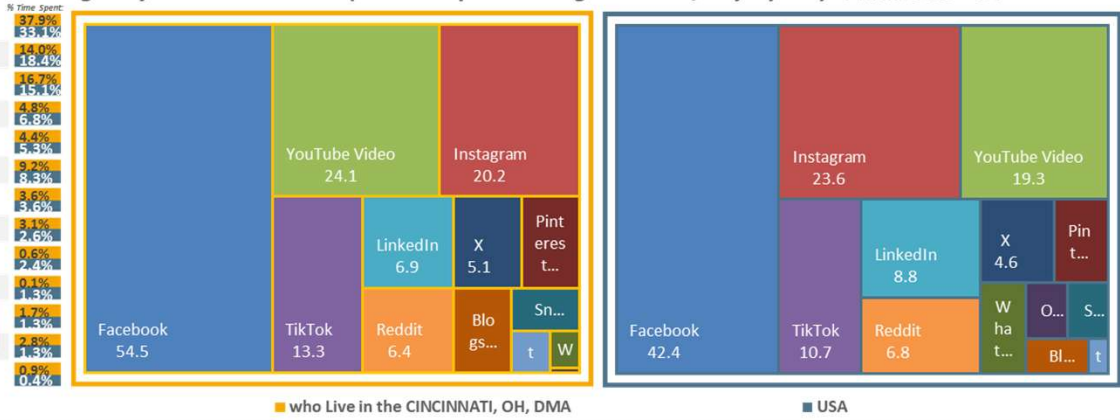


732,340 or 79.1% of Adults 35 - 64 who Live in the CINCINNATI, OH, DMA use Ad-Supported Facebook for an average of 45.1 minutes every day representing 35.7% of all time spent daily with Ad-Supported Social Media.

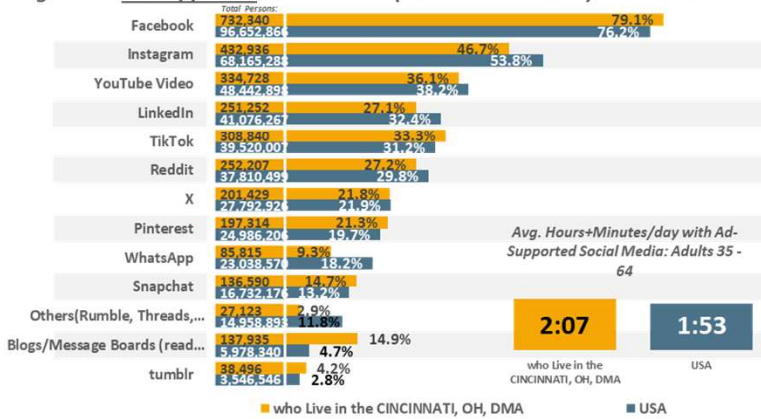
Avg. Week All Social Media (Persons & % Reach): Adults 35 - 64



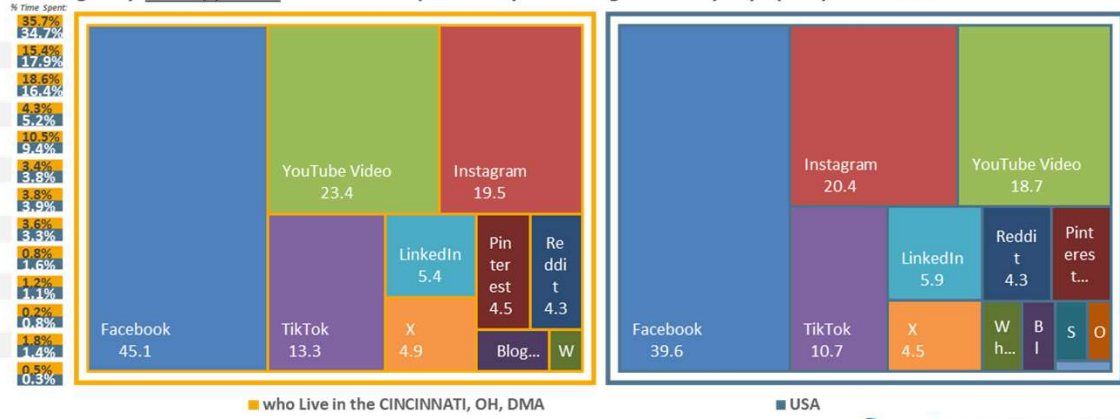
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



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

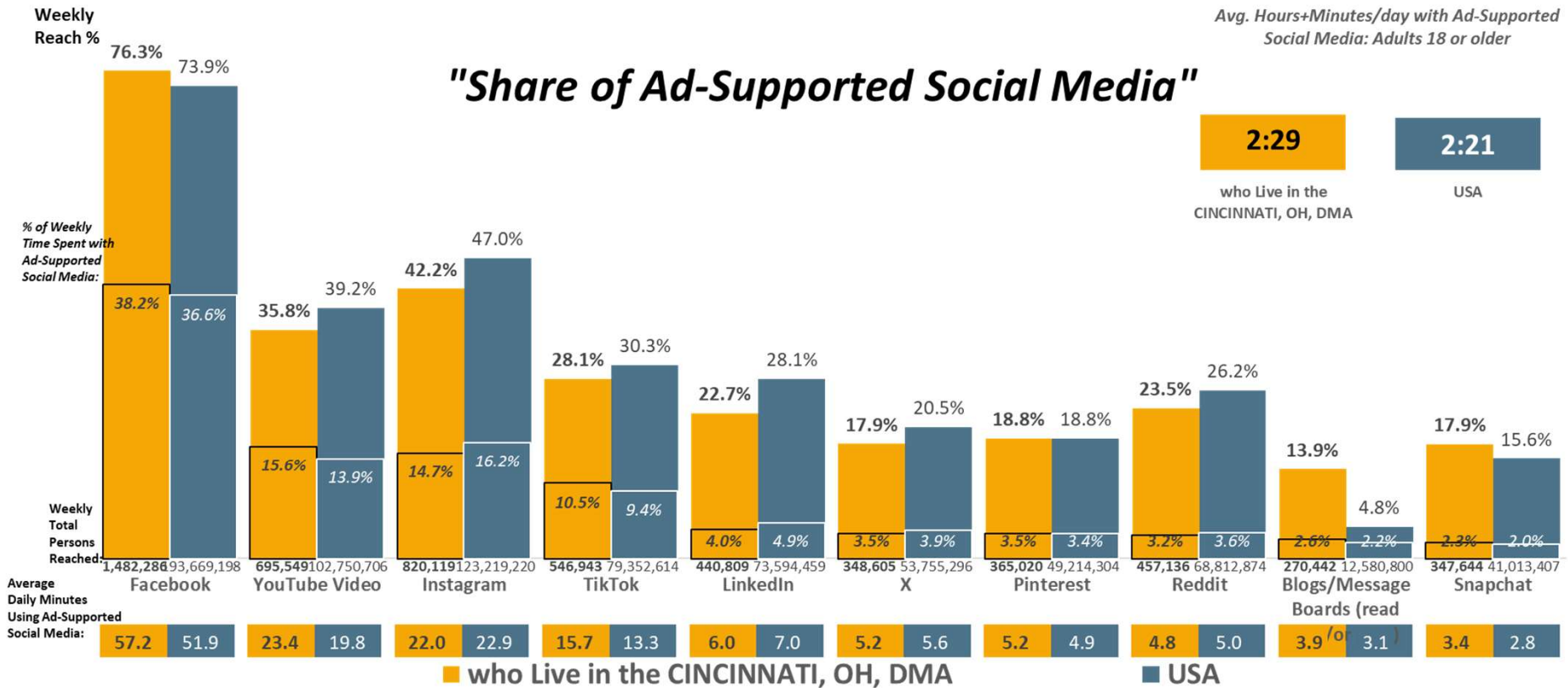


Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64





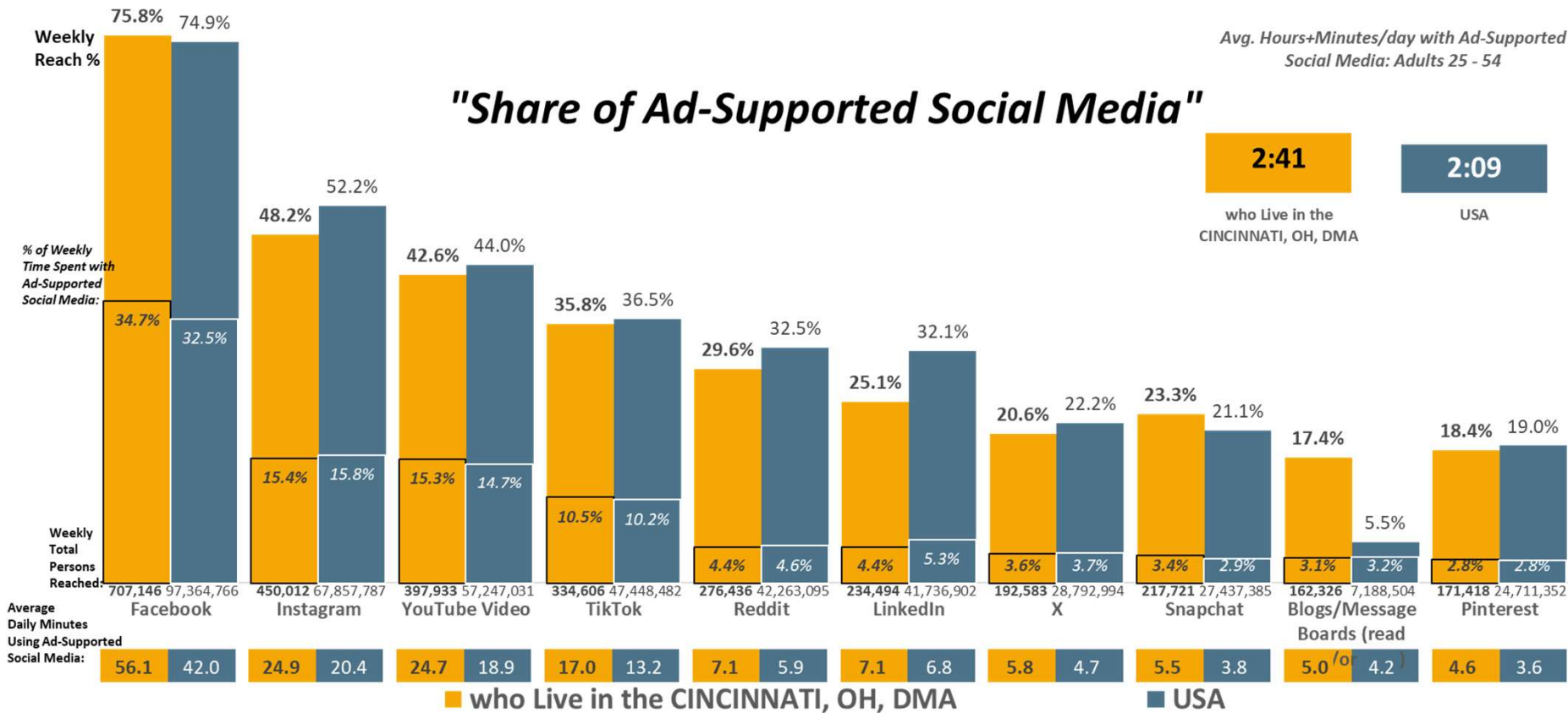
1,482,286 or 76.3% of Adults 18 or older who Live in the CINCINNATI, OH, DMA use Ad-Supported Facebook for an average of 57.2 minutes every day representing 38.2% of all time spent daily with Ad-Supported Social Media.



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707,146 or 75.8% of Adults 25 - 54 who Live in the CINCINNATI, OH, DMA use Ad-Supported Facebook for an average of 56.1 minutes every day representing 34.7% of all time spent daily with Ad-Supported Social Media.

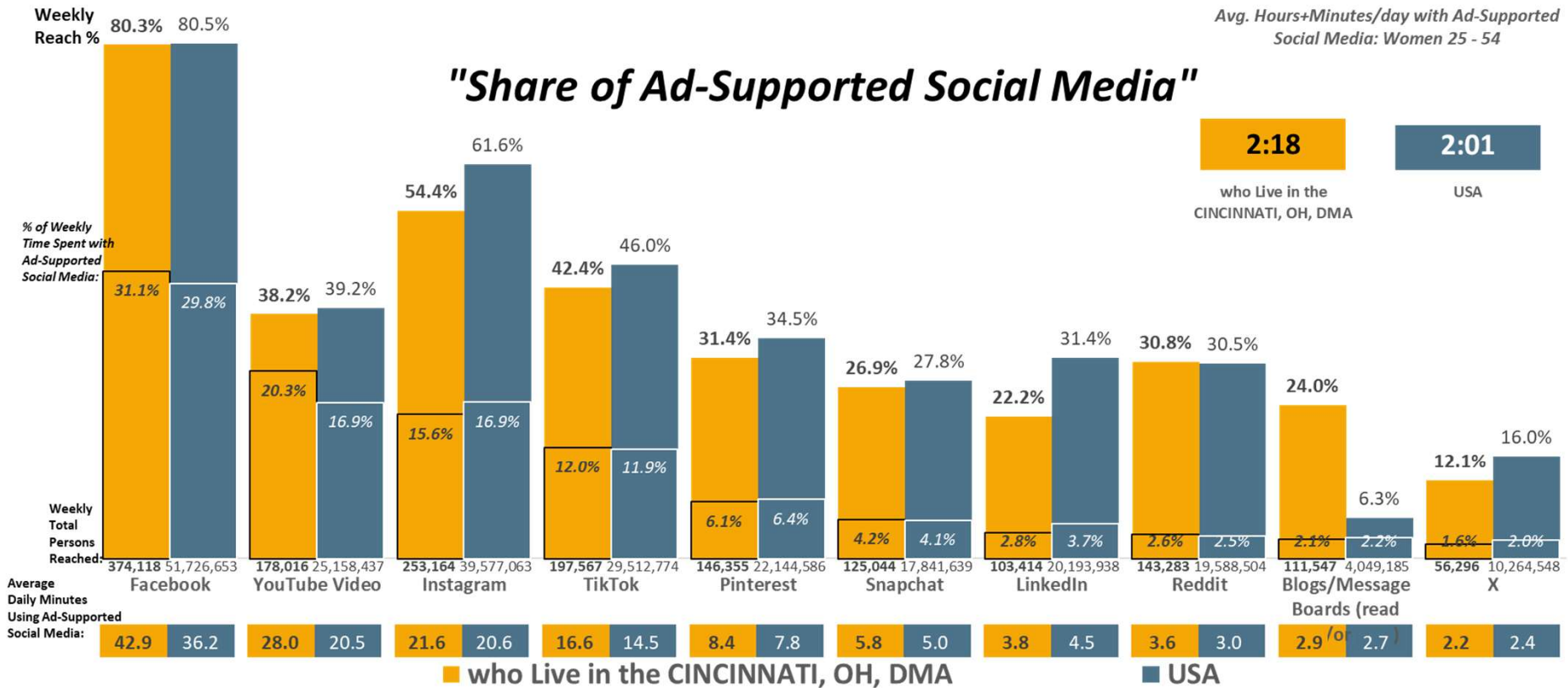


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374,118 or 80.3% of Women 25 - 54 who Live in the CINCINNATI, OH, DMA use Ad-Supported Facebook for an average of 42.9 minutes every day representing 31.1% of all time spent daily with Ad-Supported Social Media.

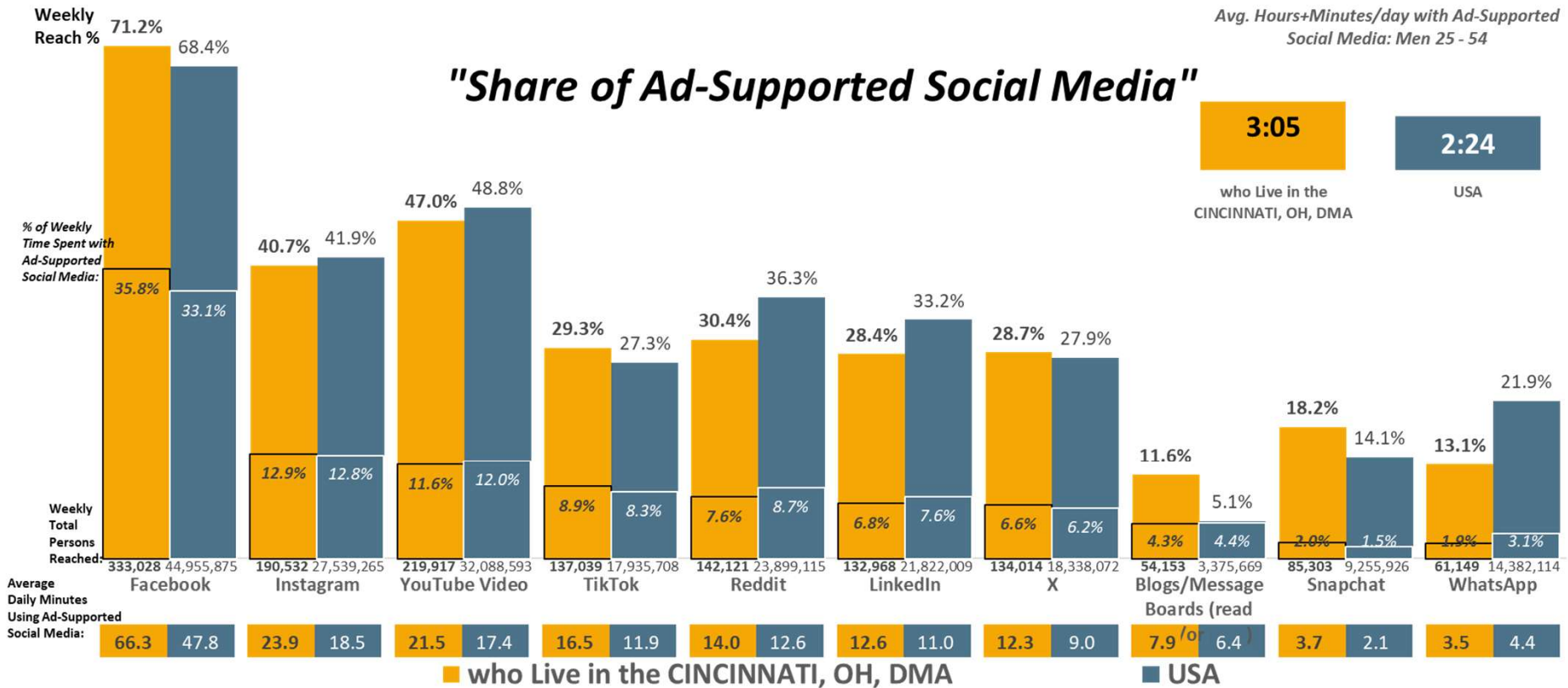


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333,028 or 71.2% of Men 25 - 54 who Live in the CINCINNATI, OH, DMA use Ad-Supported Facebook for an average of 66.3 minutes every day representing 35.8% of all time spent daily with Ad-Supported Social Media.

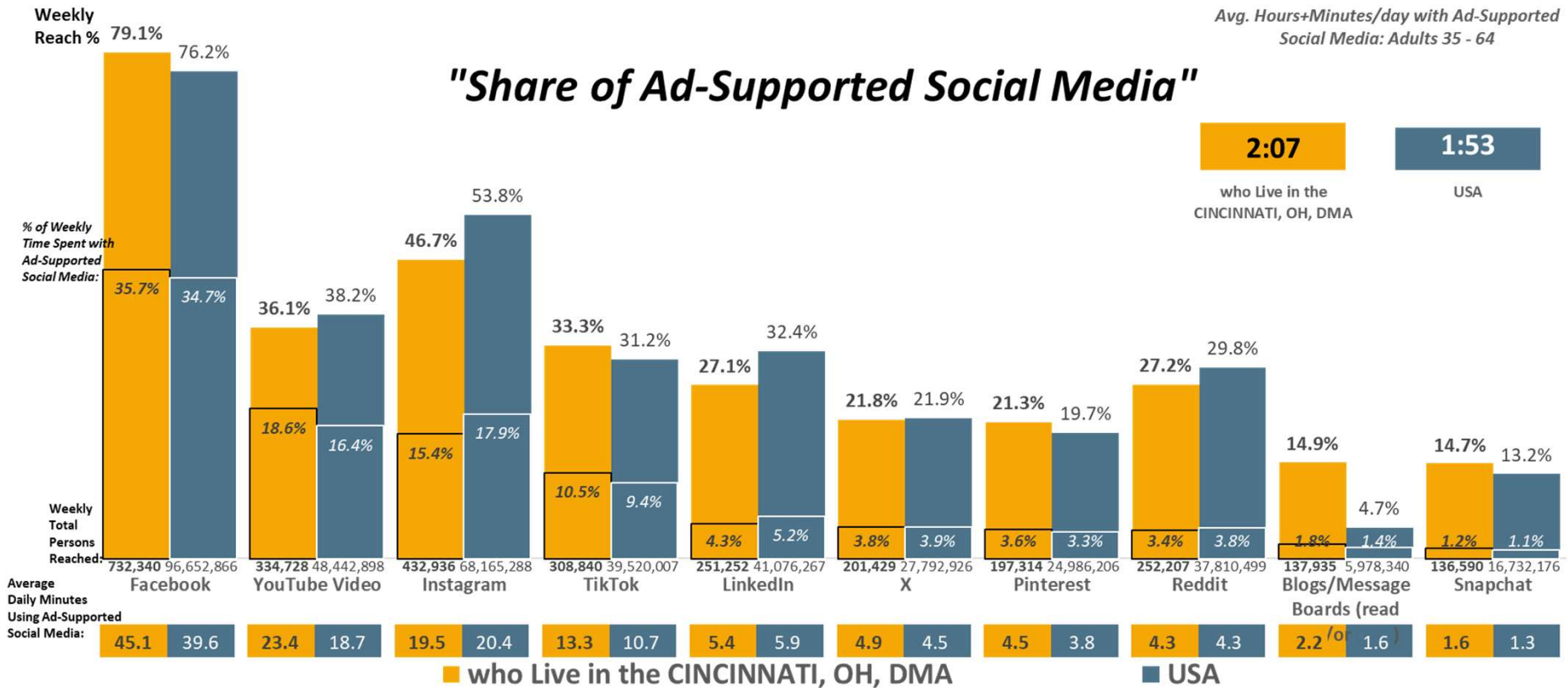


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USA Projection Scarborough R1 2026: Sep24-Feb26 Qual Intab 24,838



732,340 or 79.1% of Adults 35 - 64 who Live in the CINCINNATI, OH, DMA use Ad-Supported Facebook for an average of 45.1 minutes every day representing 35.7% of all time spent daily with Ad-Supported Social Media.



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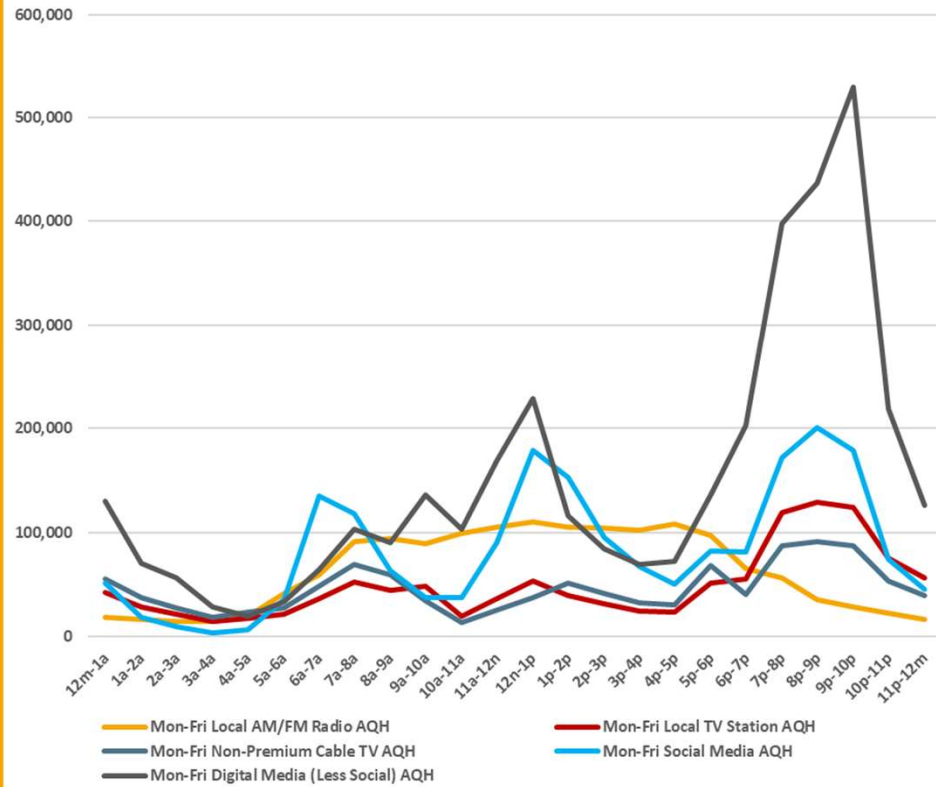




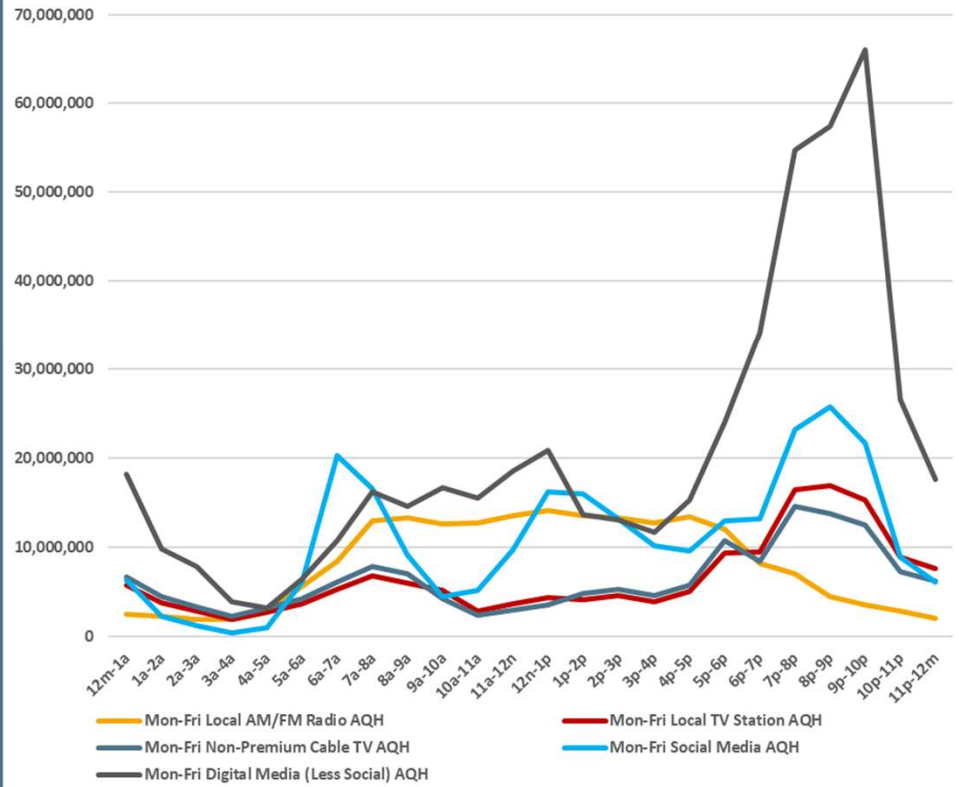
P18+

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 121,085; Local Radio: 94,734; Social Media: 91,528; Non-Prem. Cable: 42,472; Local TV: 39,744 reaching Adults 18 or older who Live in the CINCINNATI, OH, DMA.

*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who Live in the CINCINNATI, OH, DMA*



*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
USA 210 DMA Area Adults 18 or older*

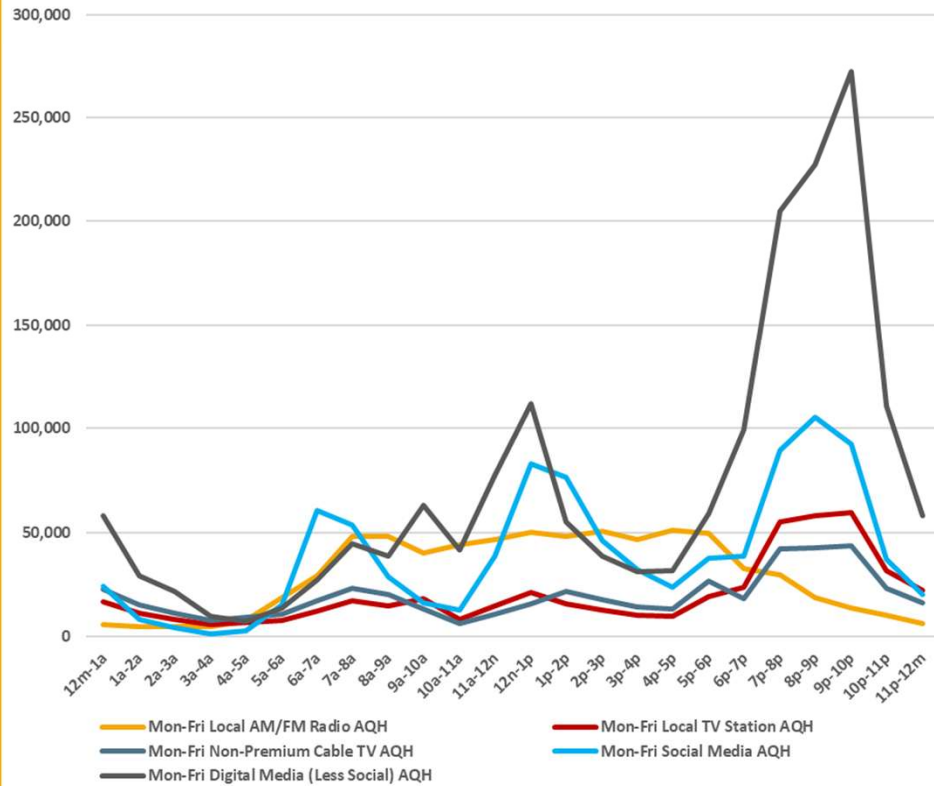




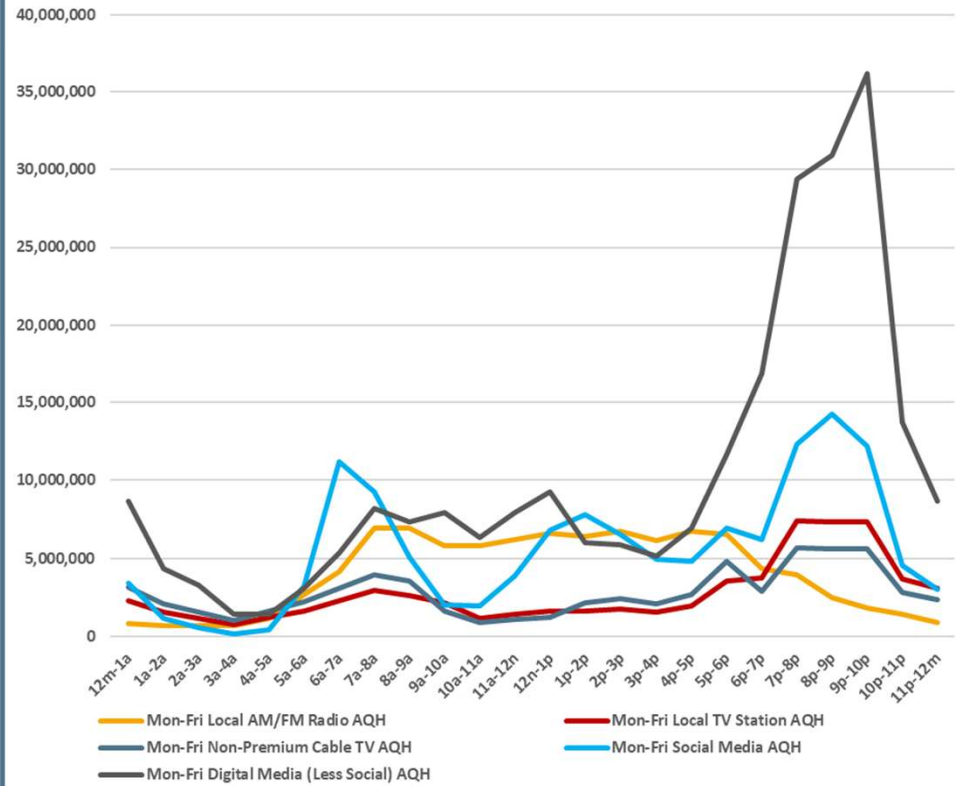
P25-54

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 55,289; Local Radio: 44,977; Social Media: 42,133; Non-Prem. Cable: 16,719; Local TV: 15,211 reaching Adults 25 - 54 who Live in the CINCINNATI, OH, DMA.

*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 25 - 54 who Live in the CINCINNATI, OH, DMA*



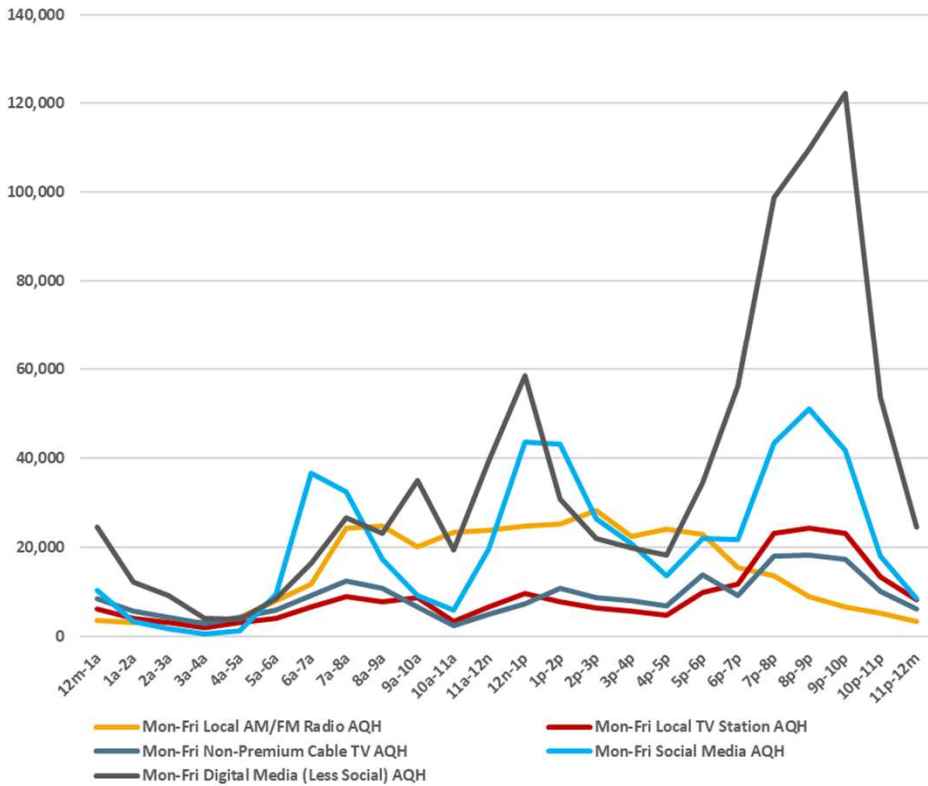
*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
USA 210 DMA Area Adults 25 - 54*



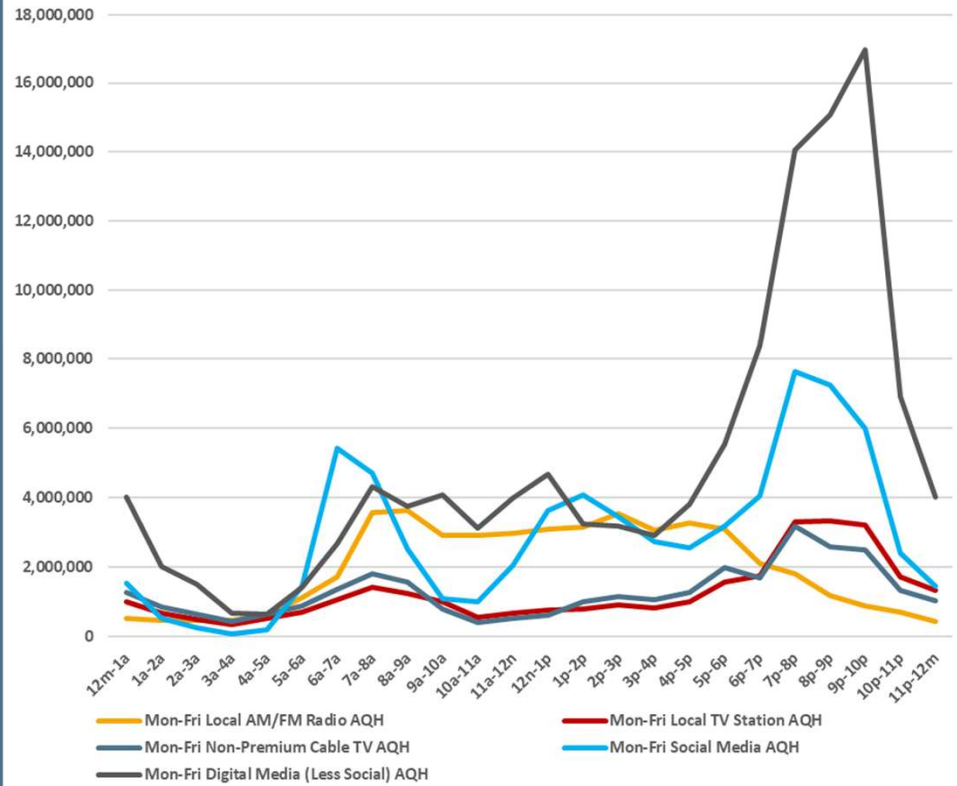


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 30,766; Social Media: 24,022; Local Radio: 22,409; Non-Prem. Cable: 8,530; Local TV: 7,504 reaching Women 25 - 54 who Live in the CINCINNATI, OH, DMA.

**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Women 25 - 54 who Live in the CINCINNATI, OH, DMA**



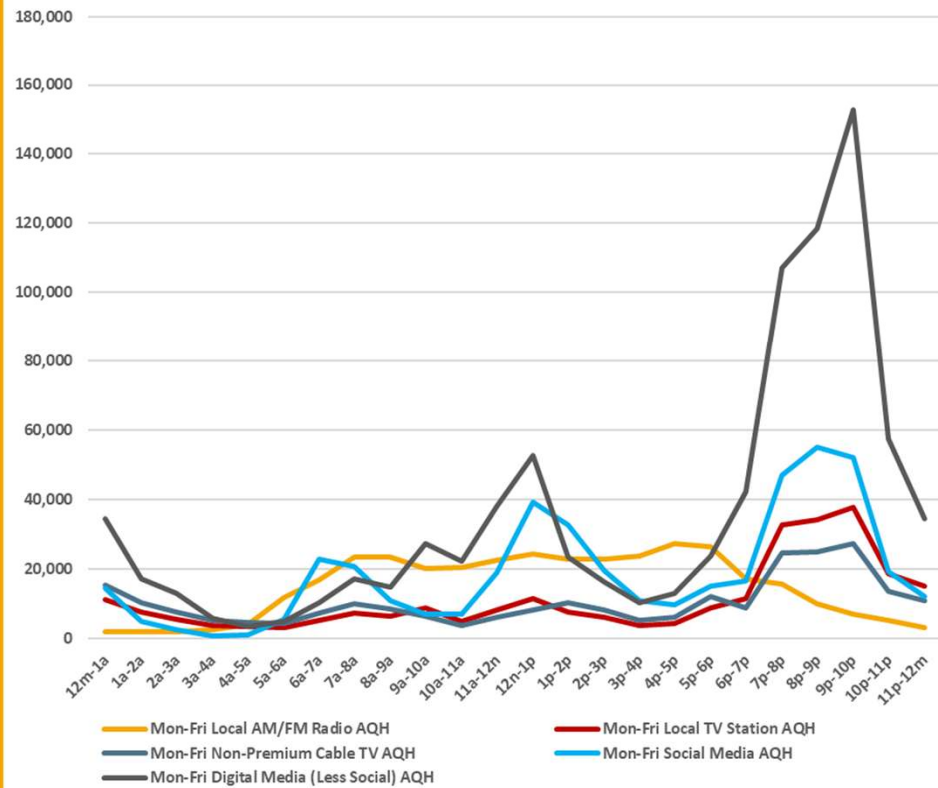
**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
USA 210 DMA Area Women 25 - 54**



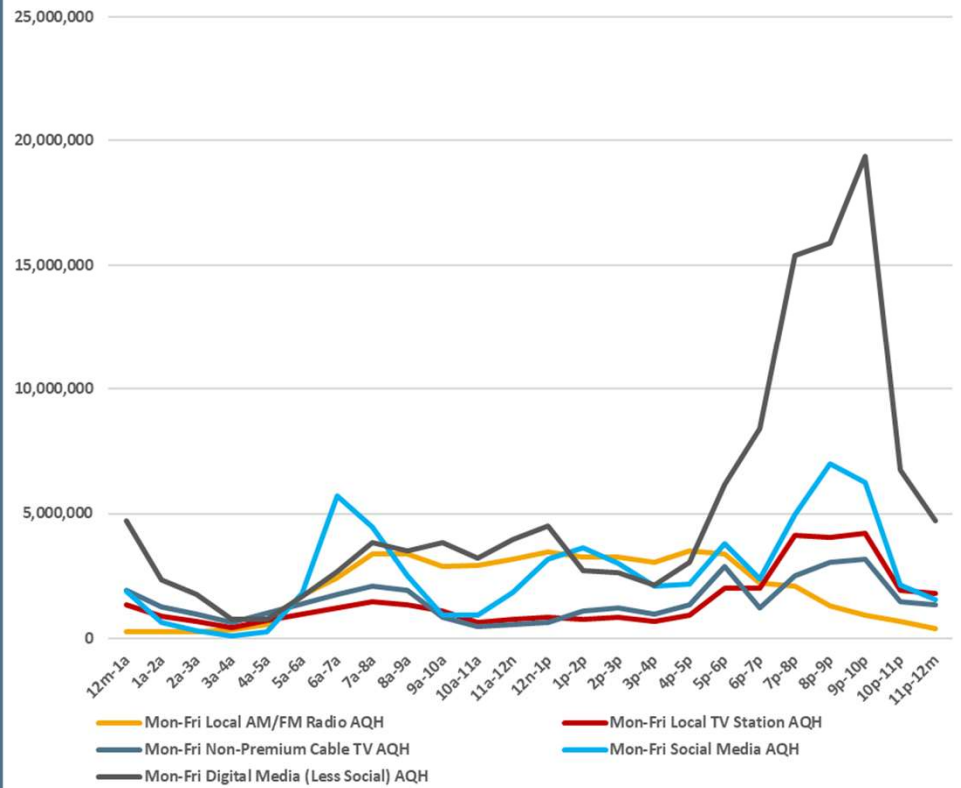


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 23,982; Local Radio: 22,446; Social Media: 17,797; Non-Prem. Cable: 7,771; Local TV: 7,295 reaching Men 25 - 54 who Live in the CINCINNATI, OH, DMA.

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Men 25 - 54 who Live in the CINCINNATI, OH, DMA



(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
USA 210 DMA Area Men 25 - 54

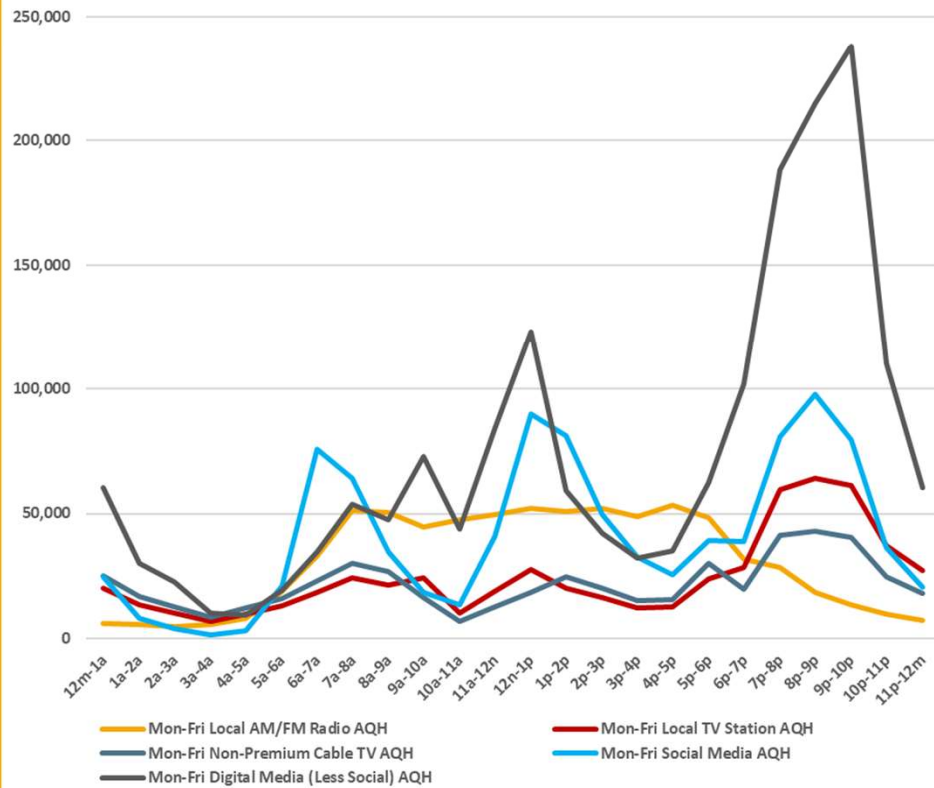




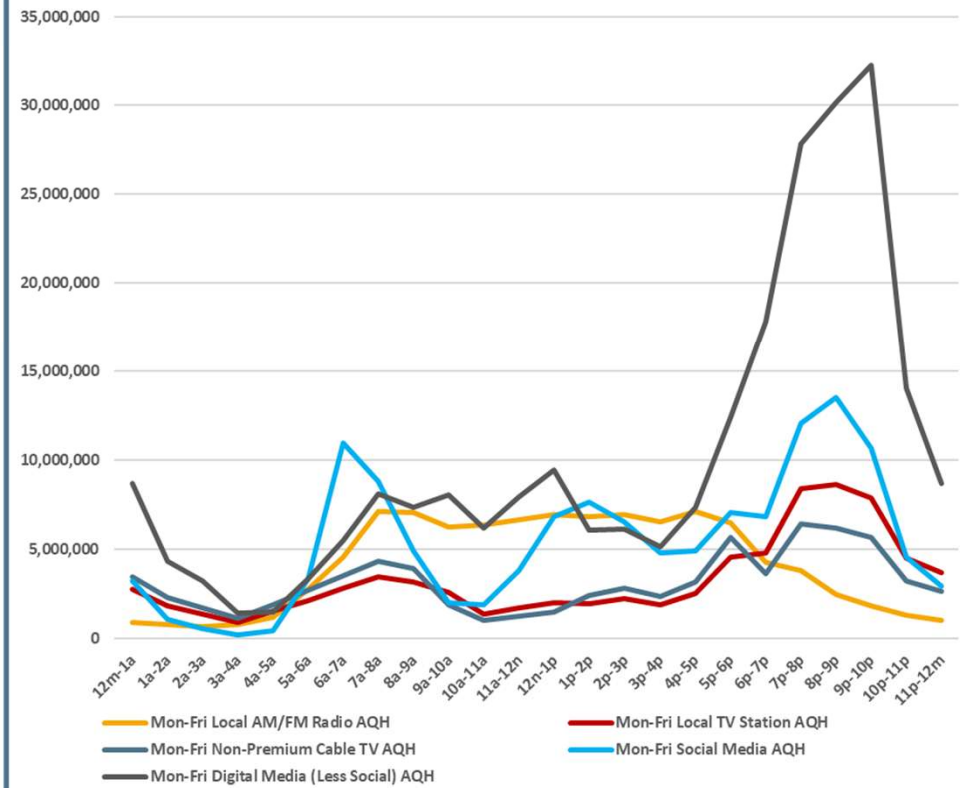
P35-64

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 60,974; Local Radio: 47,151; Social Media: 46,443; Non-Prem. Cable: 20,009; Local TV: 19,927 reaching Adults 35 - 64 who Live in the CINCINNATI, OH, DMA.

*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 35 - 64 who Live in the CINCINNATI, OH, DMA*



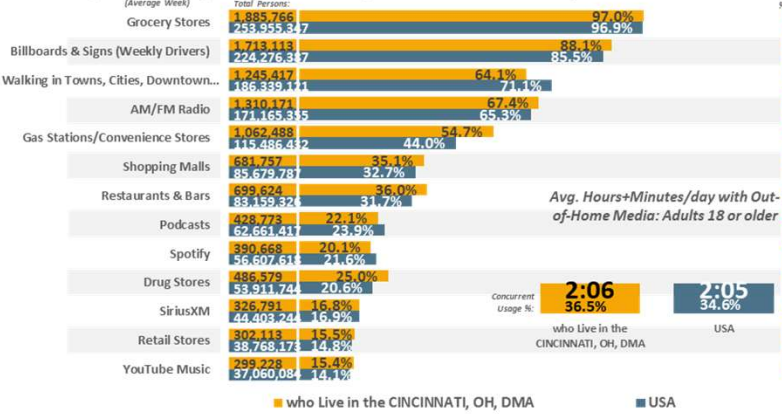
*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
USA 210 DMA Area Adults 35 - 64*



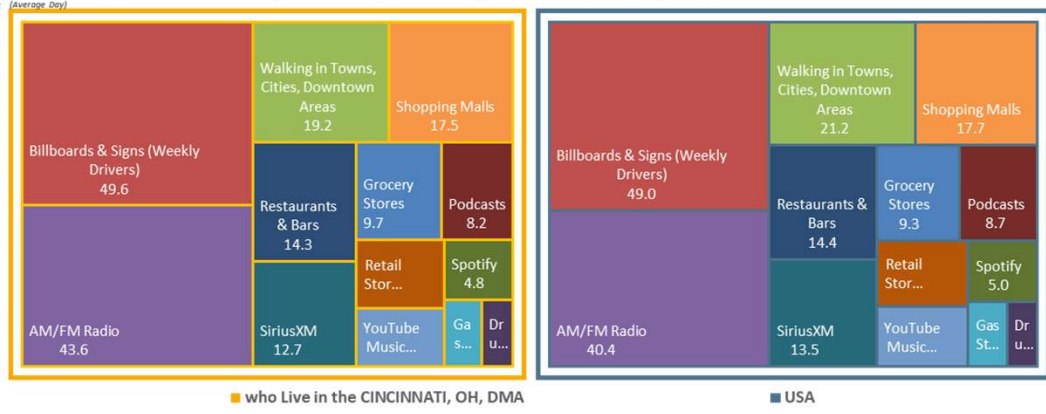


1,713,113 or 88.1% of Adults 18 or older who Live in the CINCINNATI, OH, DMA spend an average of 49.6 minutes per day driving, seeing Billboards and Signs. 65.1% Listen to Local Radio Stations Out-of-Home for an average of 40.7 minutes/day.

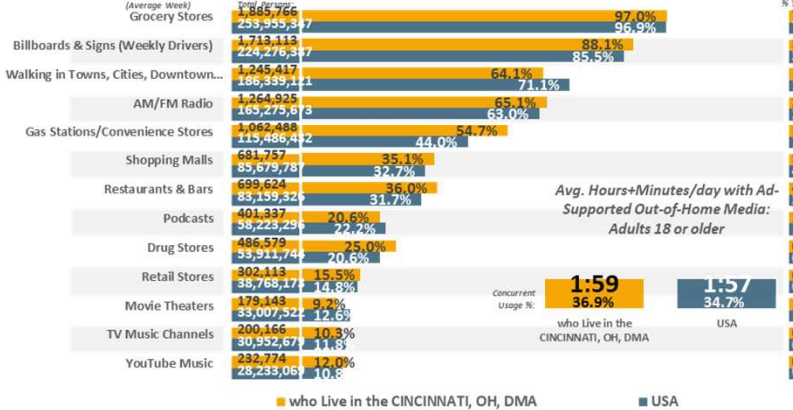
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



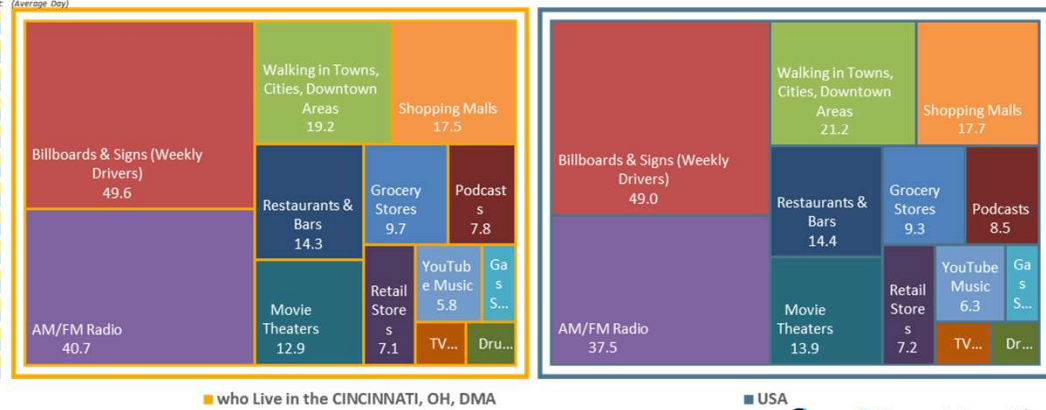
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



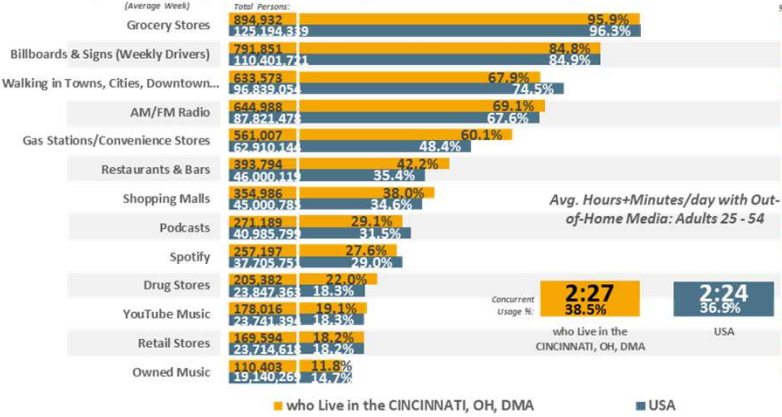
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



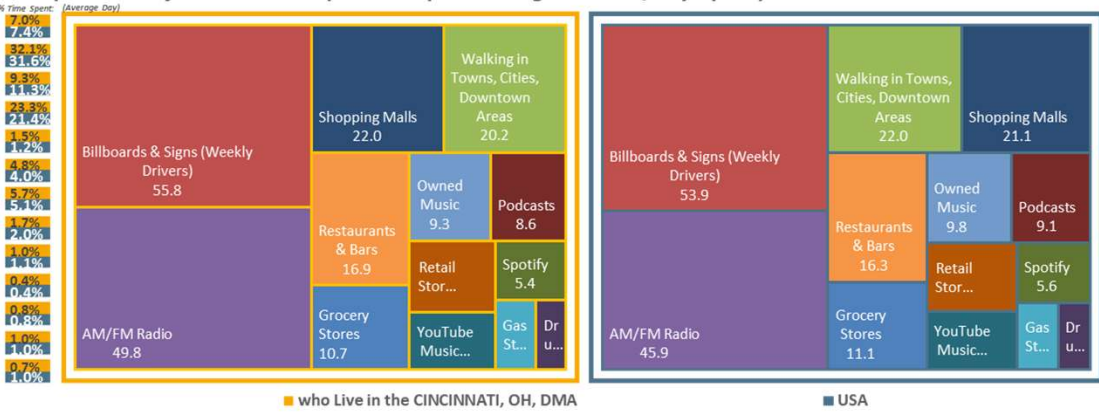


791,851 or 84.8% of Adults 25 - 54 who Live in the CINCINNATI, OH, DMA spend an average of 55.8 minutes per day driving, seeing Billboards and Signs. 67.1% Listen to Local Radio Stations Out-of-Home for an average of 46.8 minutes/day.

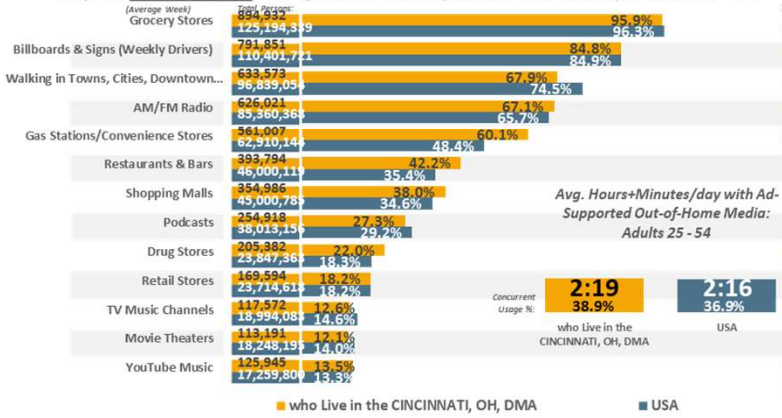
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 - 54



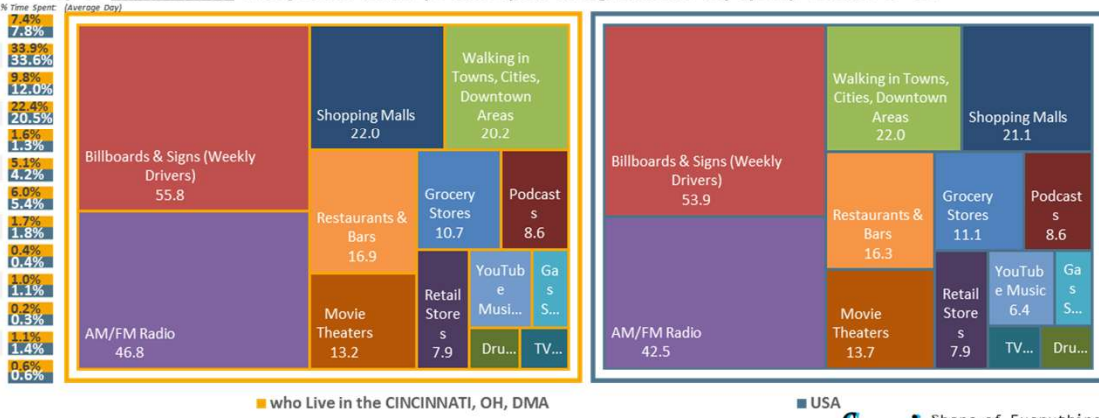
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



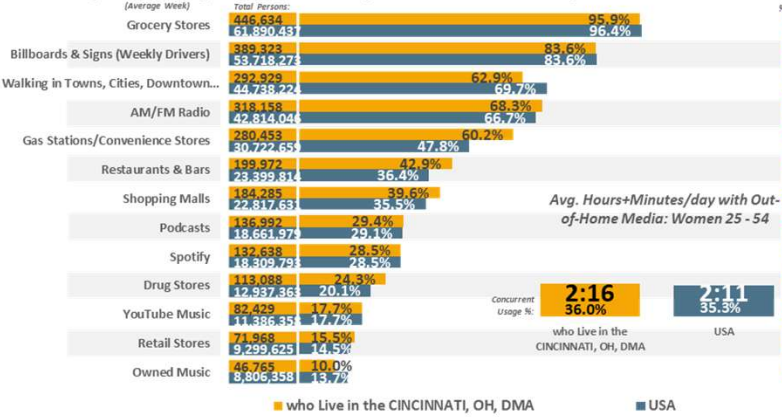
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



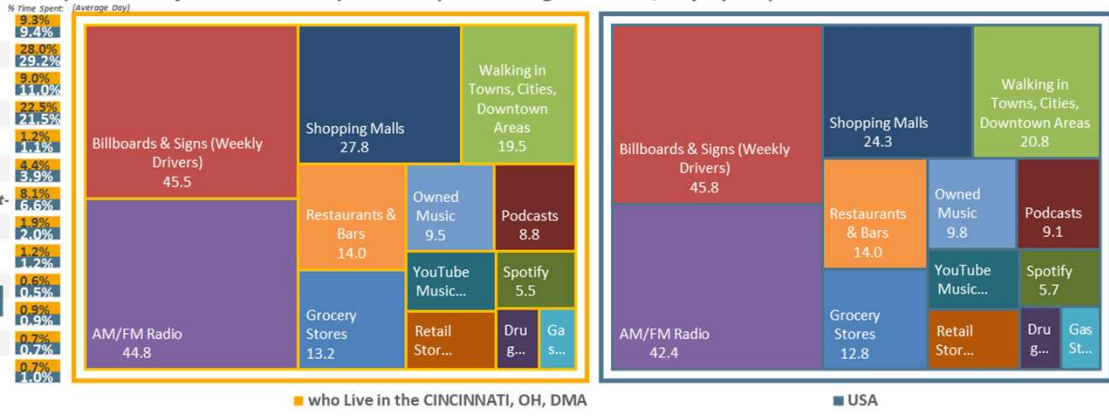


389,323 or 83.6% of Women 25 - 54 who Live in the CINCINNATI, OH, DMA spend an average of 45.5 minutes per day driving, seeing Billboards and Signs. 66.6% Listen to Local Radio Stations Out-of-Home for an average of 41.6 minutes/day.

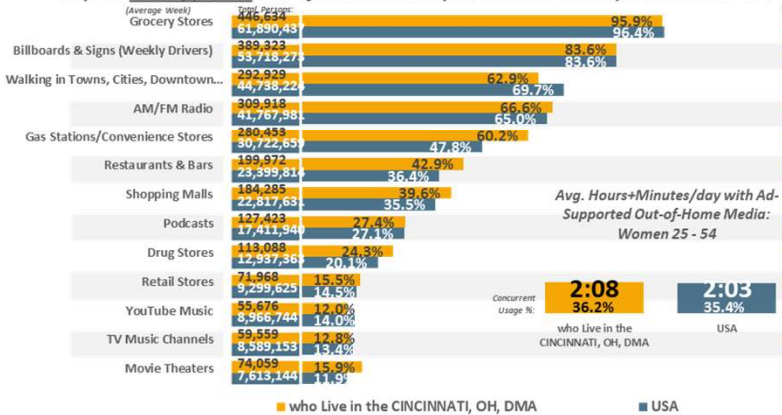
Top-13 Out-of-Home Media (Persons & % Reach): Women 25 - 54



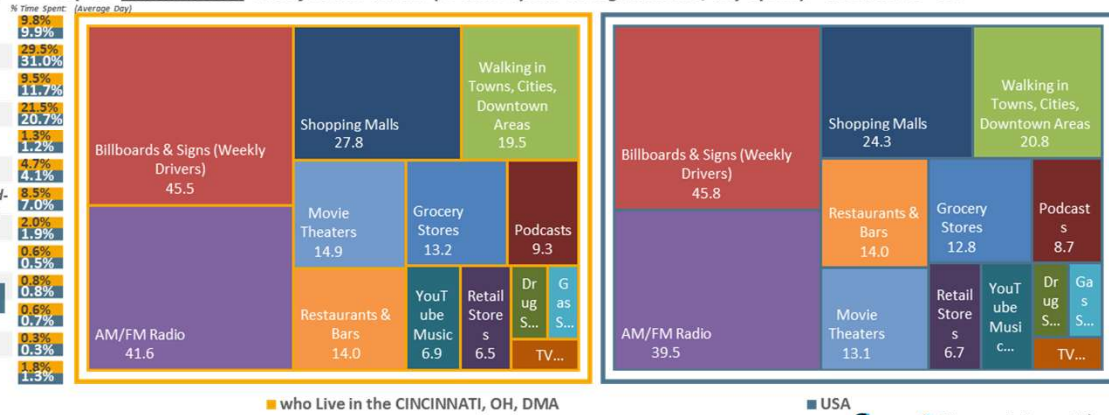
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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



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



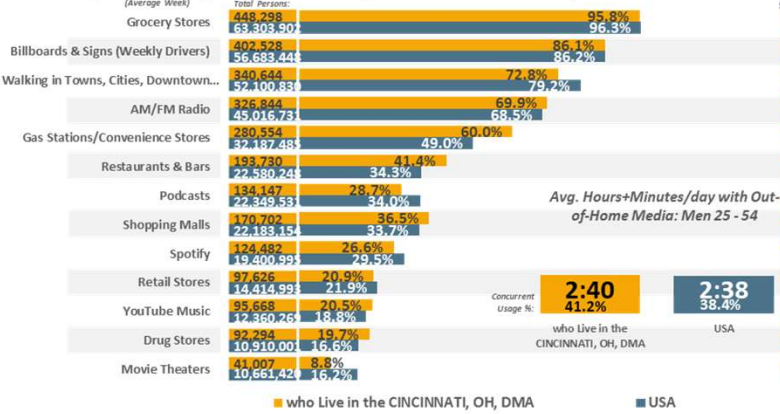
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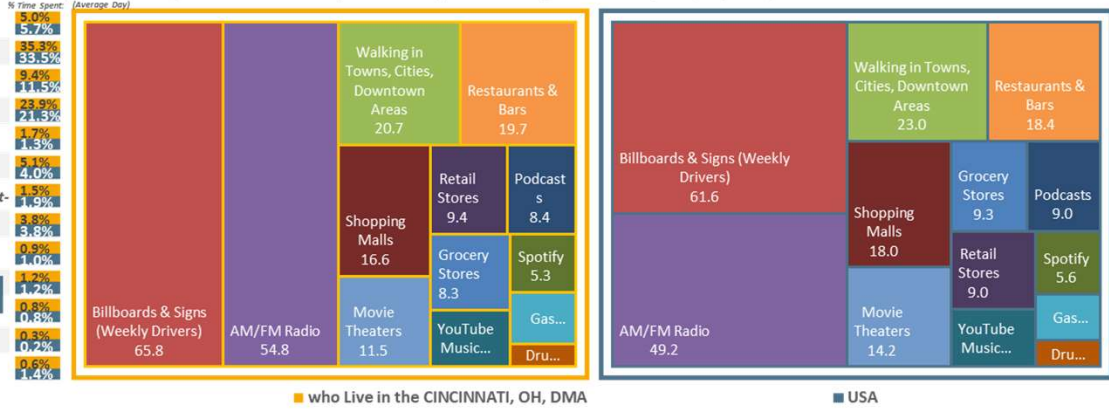


402,528 or 86.1% of Men 25 - 54 who Live in the CINCINNATI, OH, DMA spend an average of 65.8 minutes per day driving, seeing Billboards and Signs. 67.6% Listen to Local Radio Stations Out-of-Home for an average of 52. minutes/day.

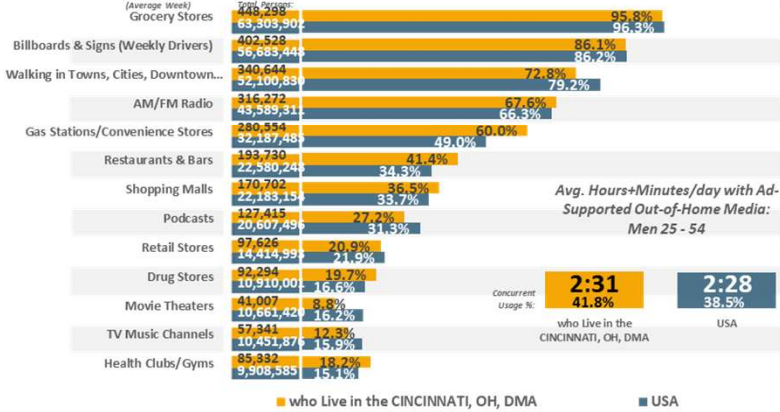
Top-13 Out-of-Home Media (Persons & % Reach): Men 25 - 54



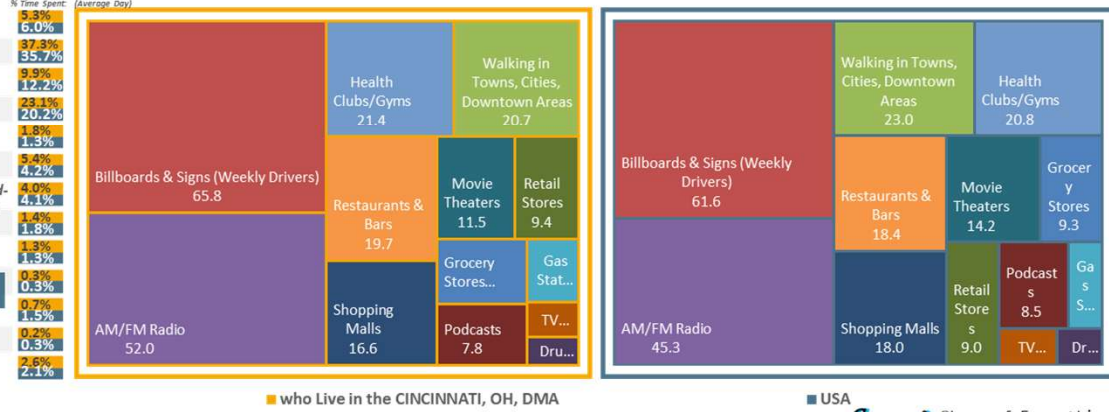
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



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



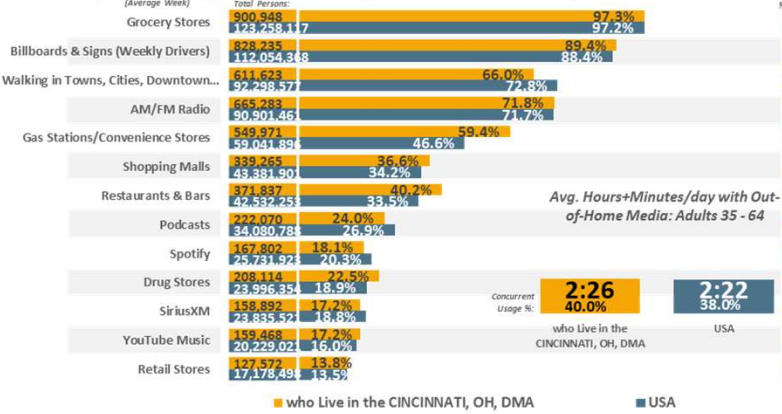
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



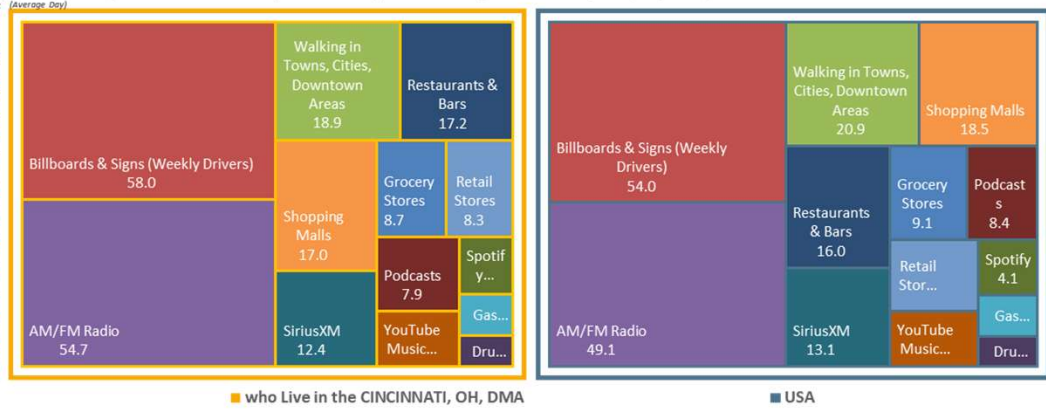


828,235 or 89.4% of Adults 35 - 64 who Live in the CINCINNATI, OH, DMA spend an average of 58. minutes per day driving, seeing Billboards and Signs. 69.8% Listen to Local Radio Stations Out-of-Home for an average of 52.1 minutes/day.

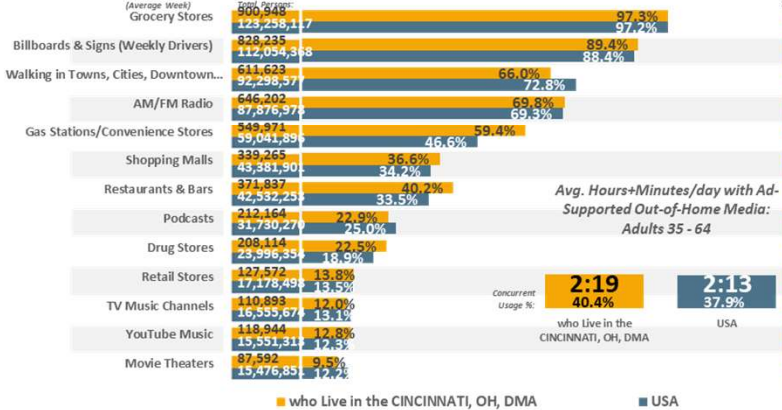
Top-13 Out-of-Home Media (Persons & % Reach): Adults 35 - 64



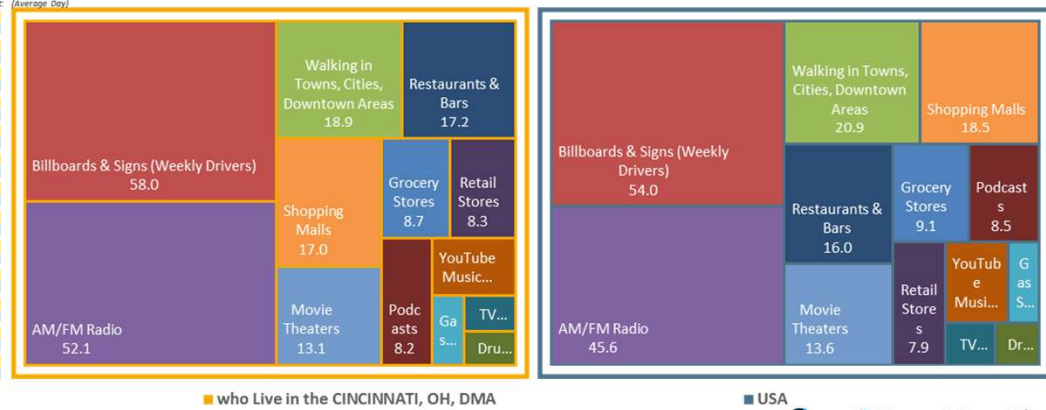
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



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



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



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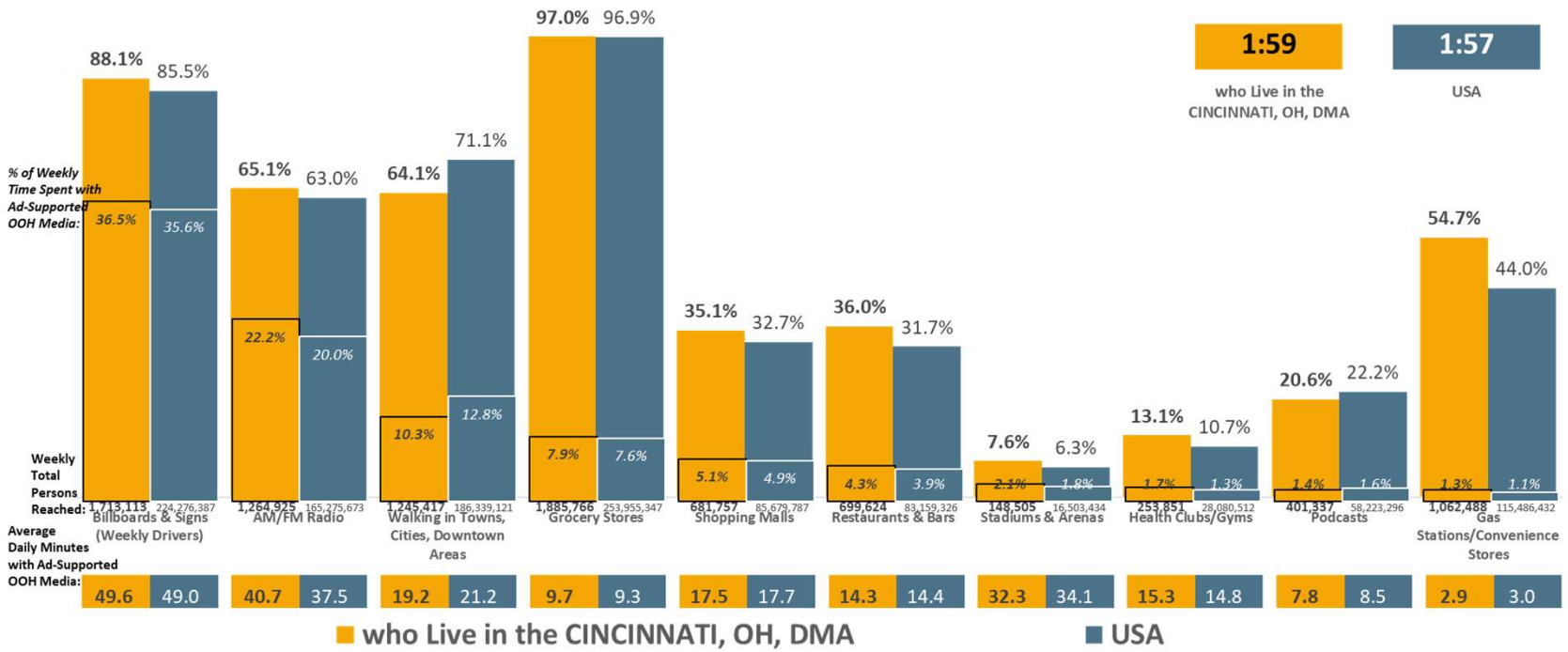


1,713,113 or 88.1% of Adults 18 or older who Live in the CINCINNATI, OH, DMA spend an average of 49.6 minutes per day driving, seeing Billboards and Signs representing 36.5% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



1:59
who Live in the CINCINNATI, OH, DMA

1:57
USA

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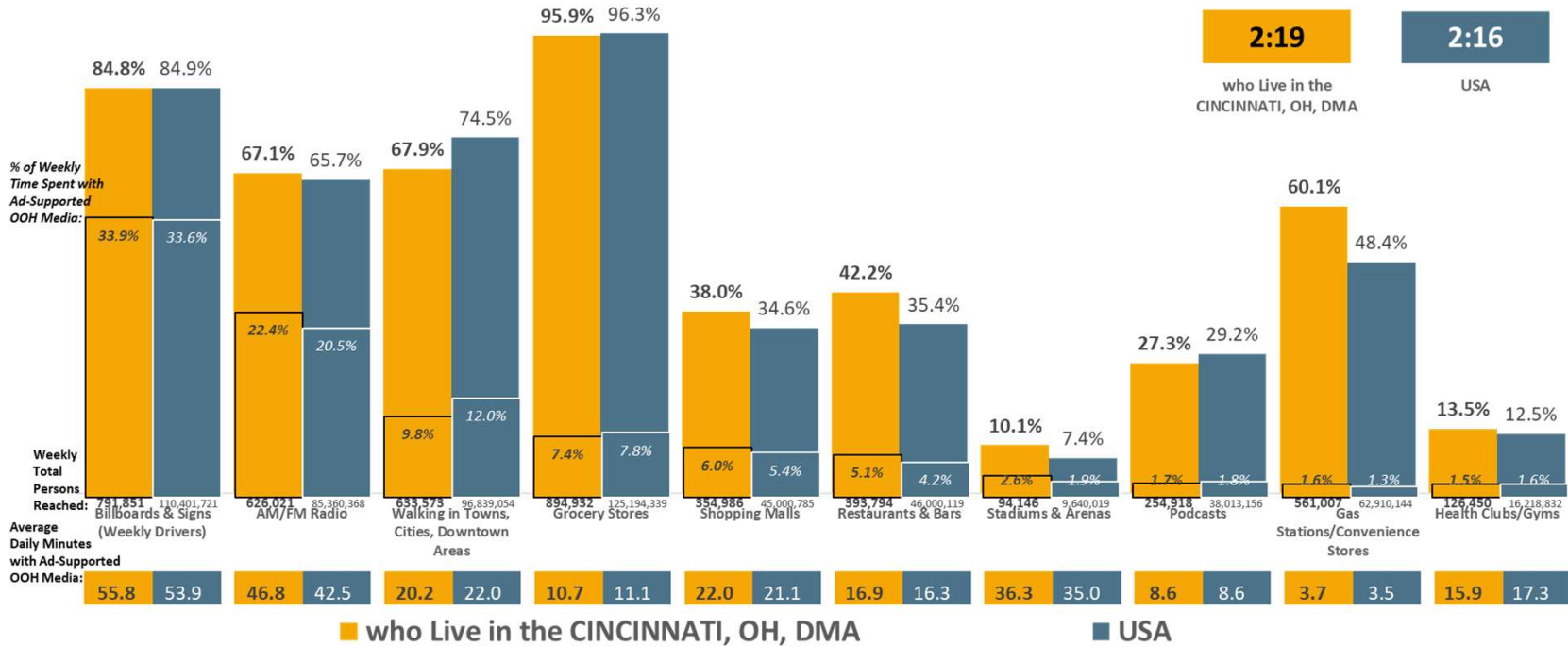


791,851 or 84.8% of Adults 25 - 54 who Live in the CINCINNATI, OH, DMA spend an average of 55.8 minutes per day driving, seeing Billboards and Signs representing 33.9% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



2:19
who Live in the CINCINNATI, OH, DMA

2:16
USA

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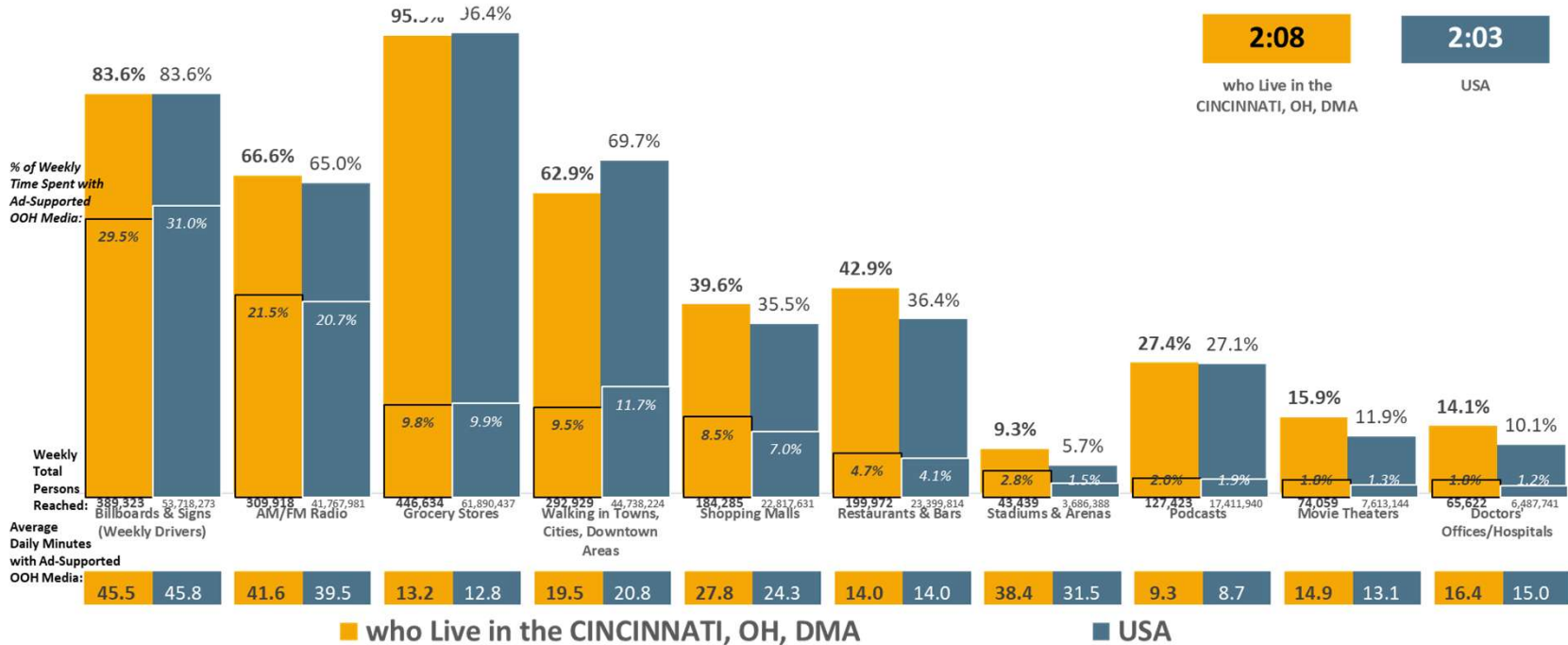


389,323 or 83.6% of Women 25 - 54 who Live in the CINCINNATI, OH, DMA spend an average of 45.5 minutes per day driving, seeing Billboards and Signs representing 29.5% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



2:08
who Live in the CINCINNATI, OH, DMA

2:03
USA

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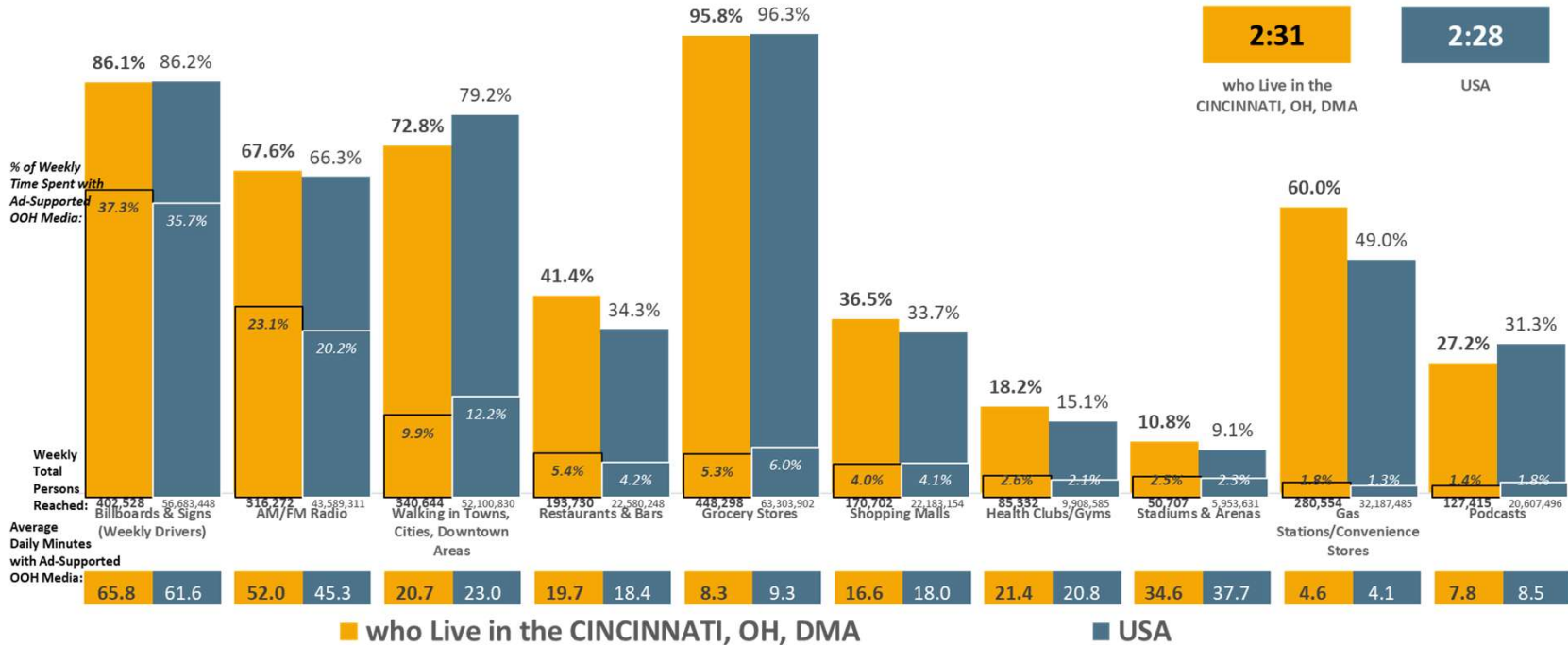


402,528 or 86.1% of Men 25 - 54 who Live in the CINCINNATI, OH, DMA spend an average of 65.8 minutes per day driving, seeing Billboards and Signs representing 37.3% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



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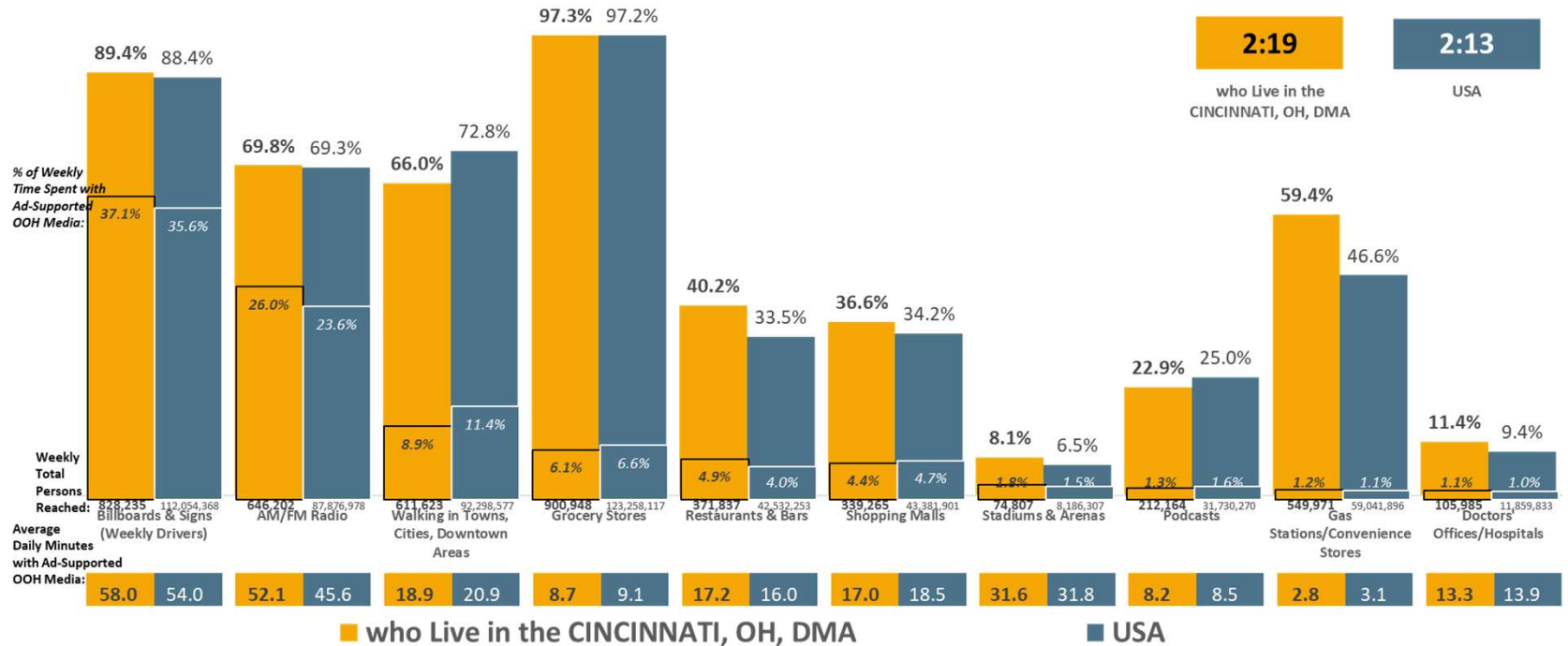


828,235 or 89.4% of Adults 35 - 64 who Live in the CINCINNATI, OH, DMA spend an average of 58. minutes per day driving, seeing Billboards and Signs representing 37.1% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"

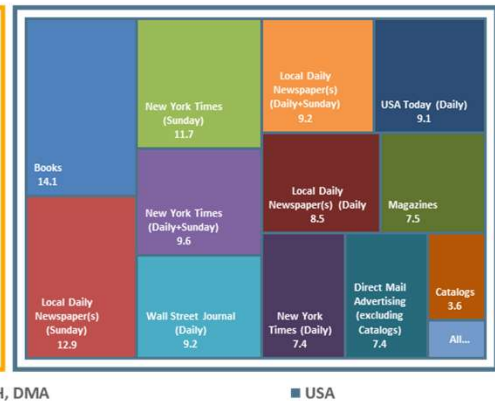
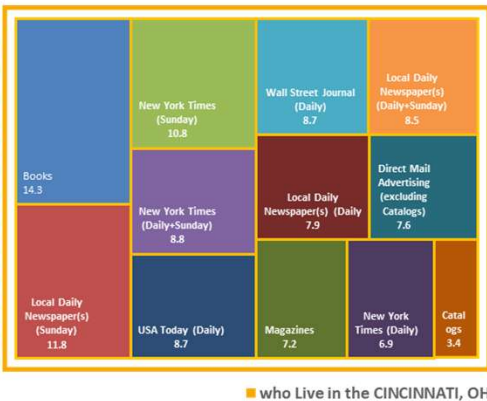
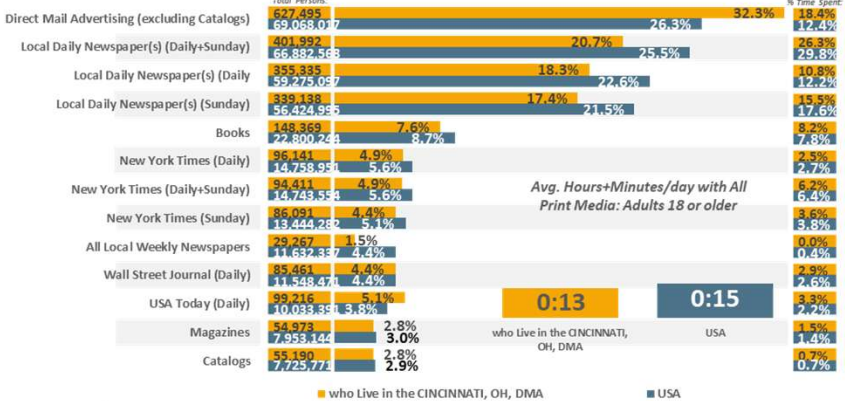


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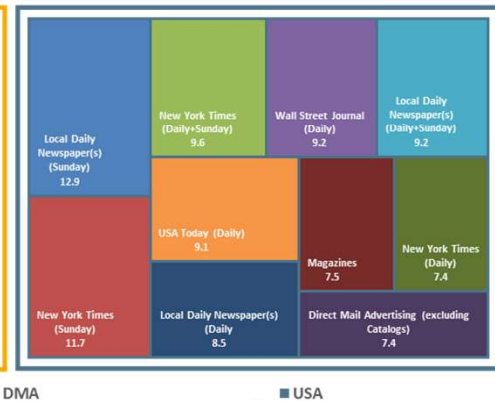
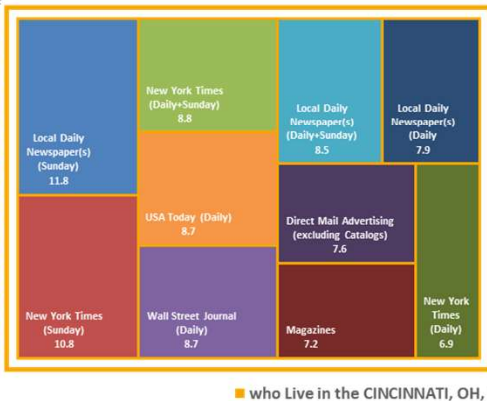
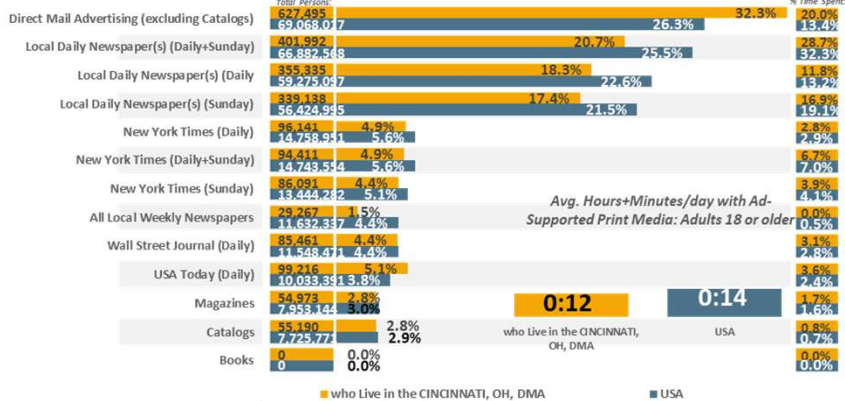


401,992 or 20.7% of Adults 18 or older who Live in the CINCINNATI, OH, DMA read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.5 minutes every day representing 28.7% of all time spent daily with All forms of Print Media.

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



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



USA USA Projection Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,900
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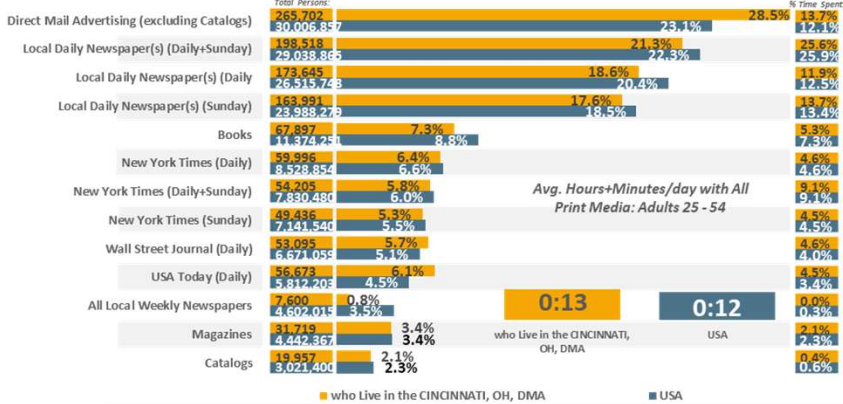
USA Projection Scarborough R1 2026: Sep24-Feb26 Qual Intab 24,838



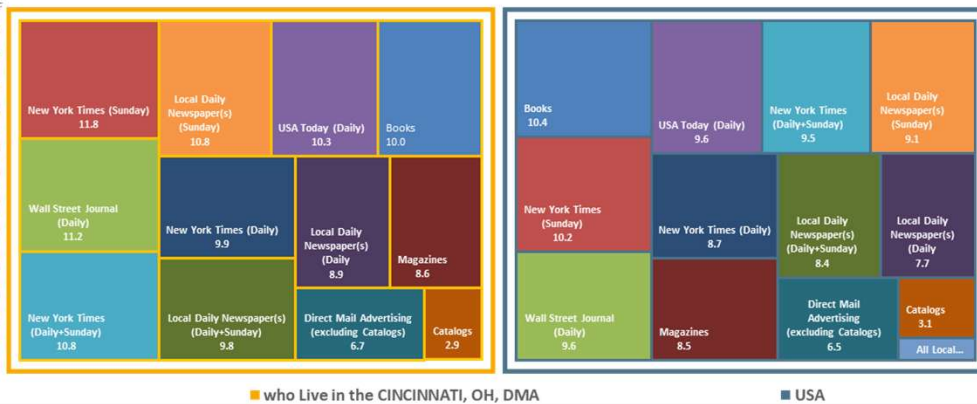


198,518 or 21.3% of Adults 25 - 54 who Live in the CINCINNATI, OH, DMA read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.8 minutes every day representing 27.% of all time spent daily with All forms of Print Media.

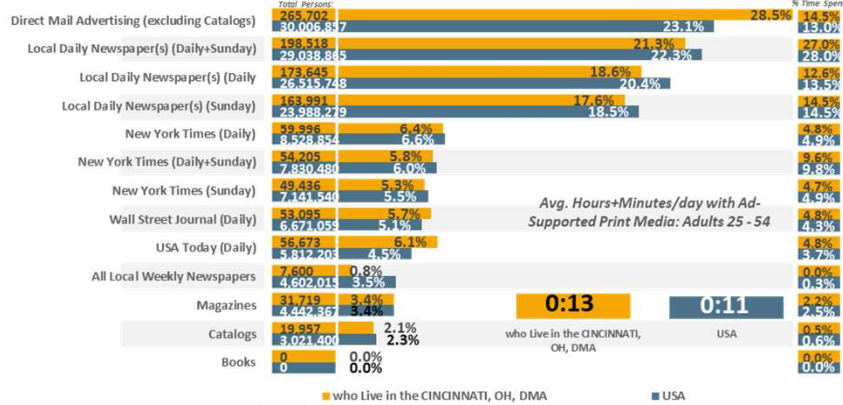
Avg. Week All Print Media (Persons & % Reach): Adults 25 - 54



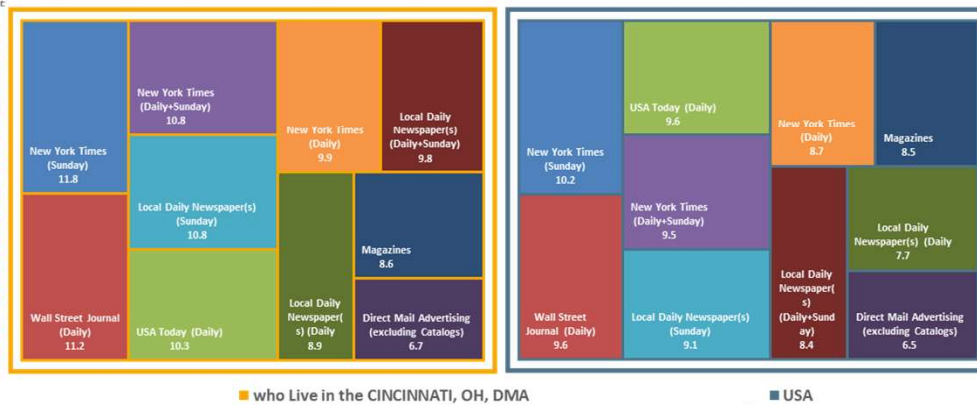
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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



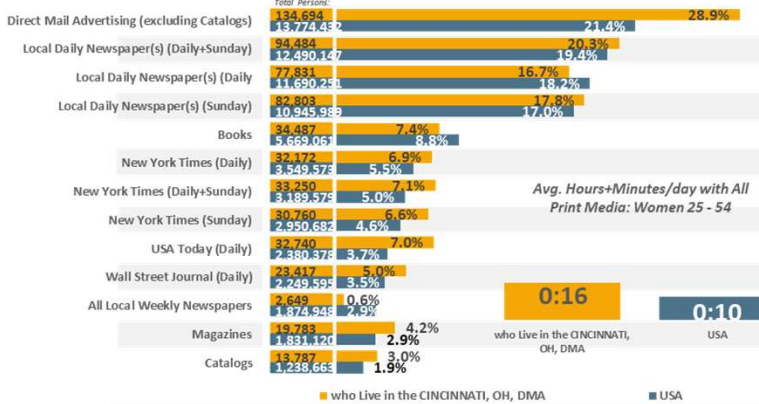
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USA Projection Scarborough R1 2026: Sep24-Feb26 Qual Intab 24,838

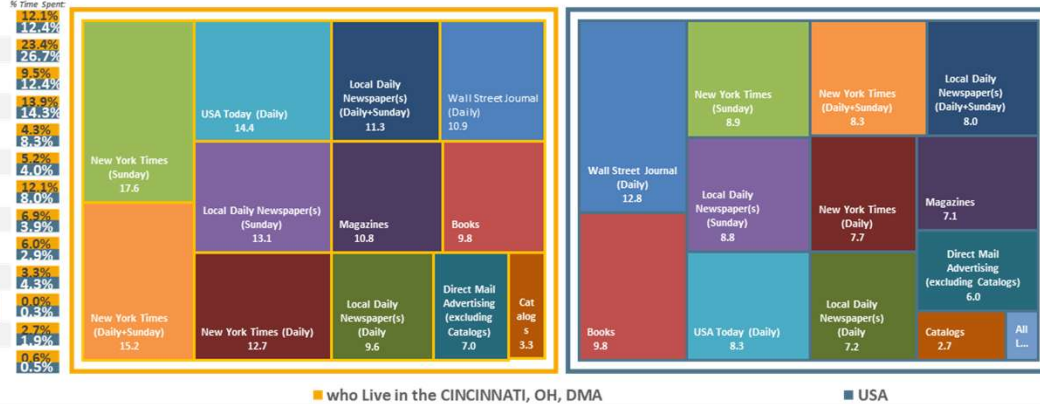


94,484 or 20.3% of Women 25 - 54 who Live in the CINCINNATI, OH, DMA read Local Daily Newspaper(s) (Daily+Sunday) for an average of 11.3 minutes every day representing 24.4% of all time spent daily with All forms of Print Media.

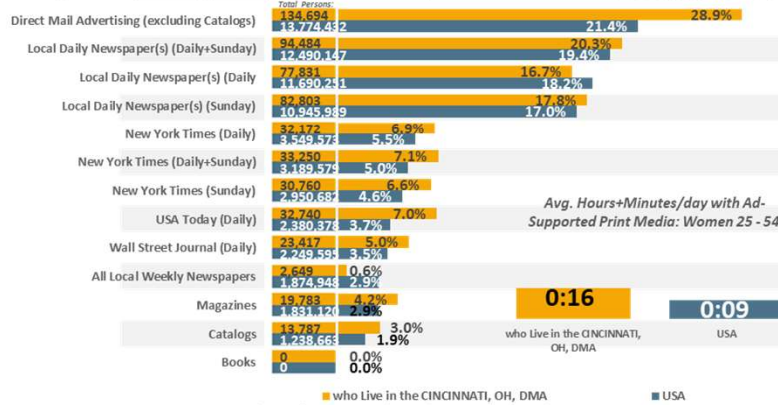
Avg. Week All Print Media (Persons & % Reach): Women 25 - 54



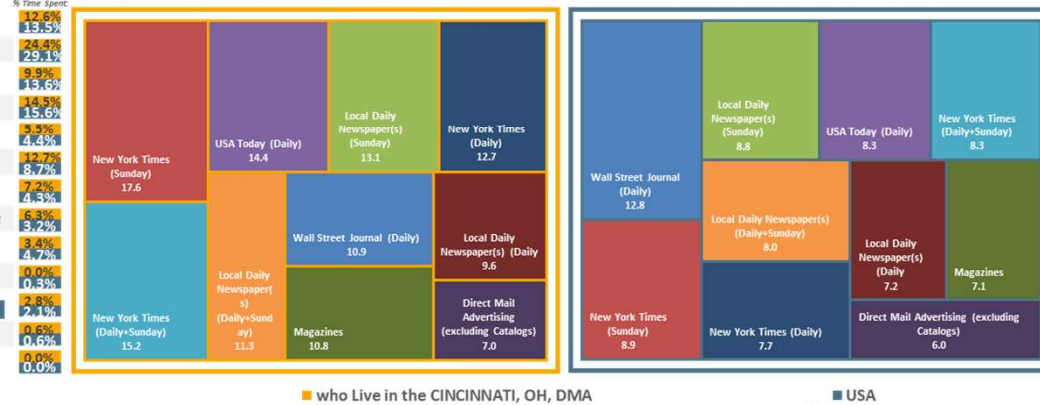
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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



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



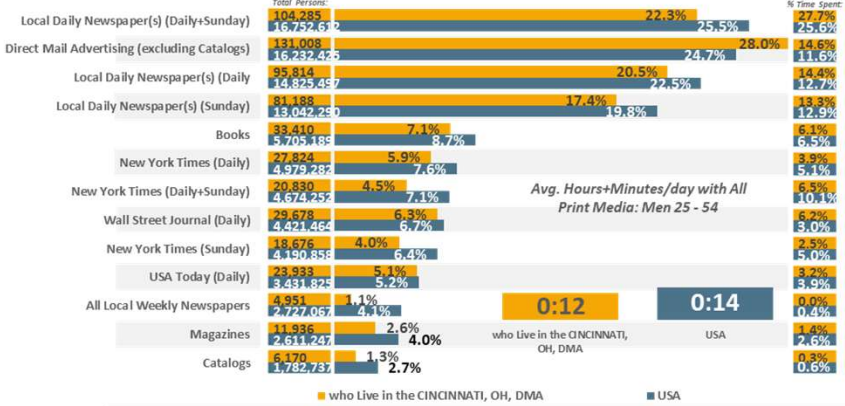
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USA Projection Scarborough R1 2026: Sep24-Feb26 Qual Intab 24,838

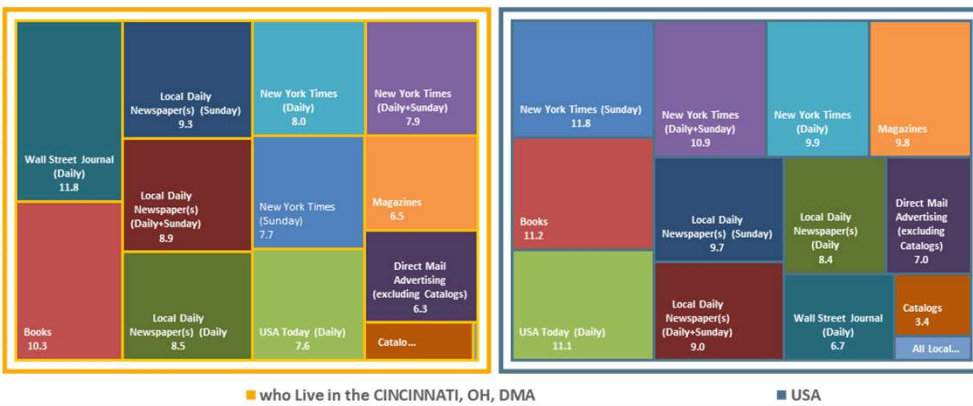


104,285 or 22.3% of Men 25 - 54 who Live in the CINCINNATI, OH, DMA read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.9 minutes every day representing 29.5% of all time spent daily with All forms of Print Media.

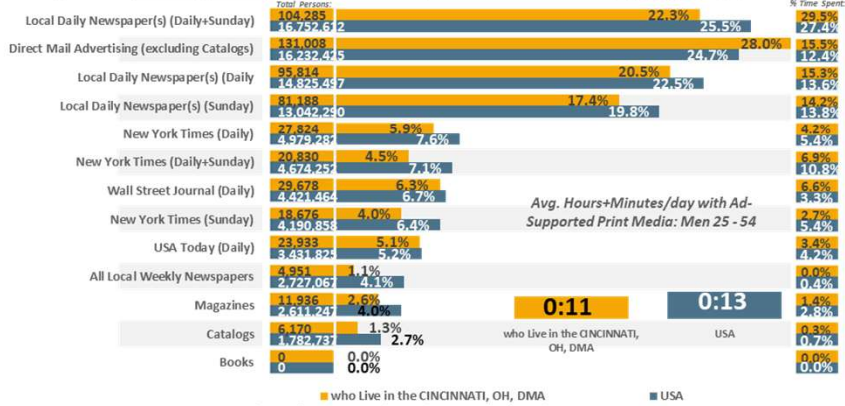
Avg. Week All Print Media (Persons & % Reach): Men 25 - 54



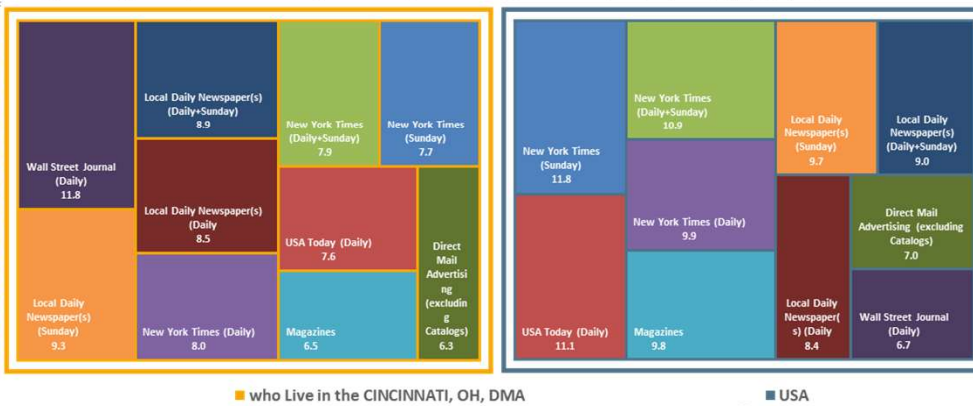
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



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



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



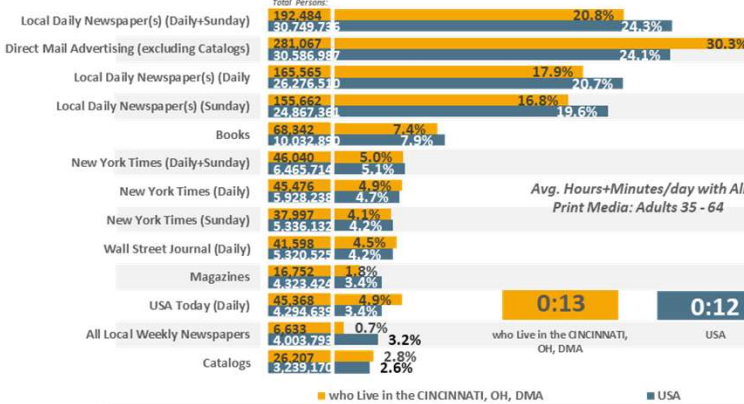
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USA Projection Scarborough R1 2026: Sep24-Feb26 Qual Intab 24,838

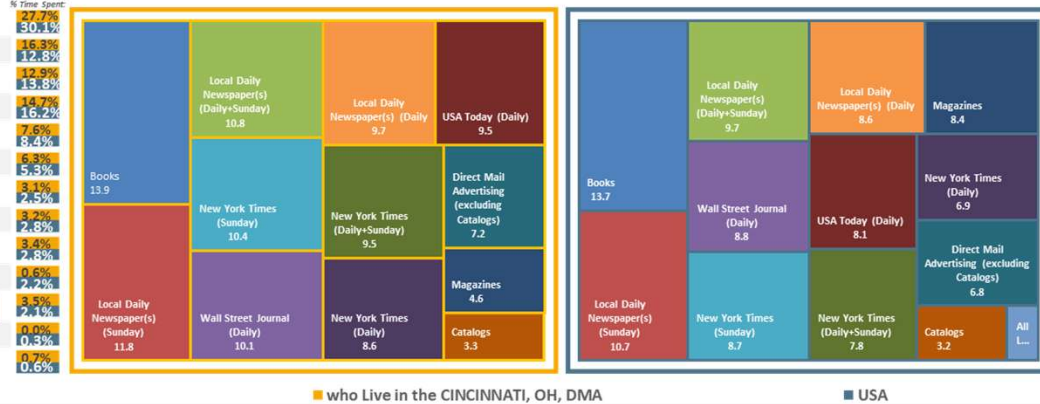


192,484 or 20.8% of Adults 35 - 64 who Live in the CINCINNATI, OH, DMA read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.8 minutes every day representing 30.0% of all time spent daily with All forms of Print Media.

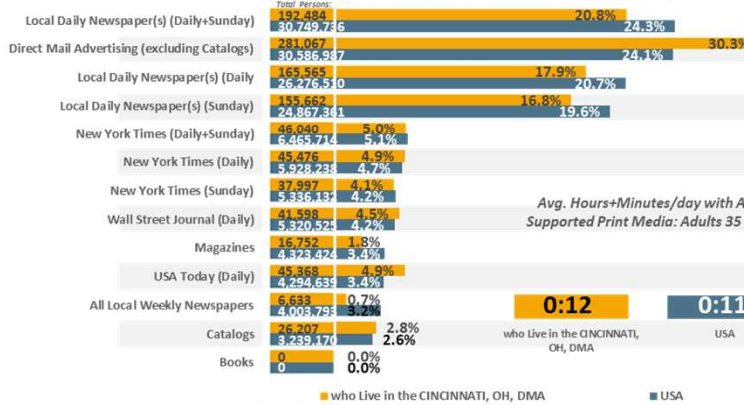
Avg. Week All Print Media (Persons & % Reach): Adults 35 - 64



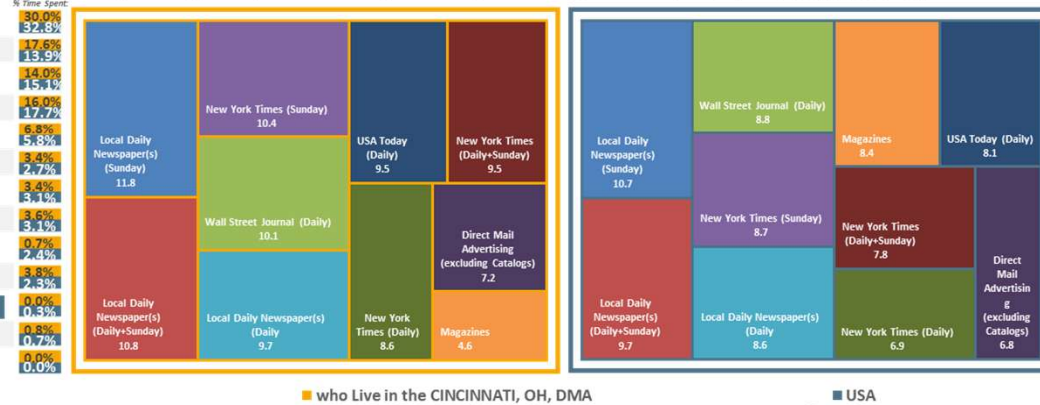
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



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



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



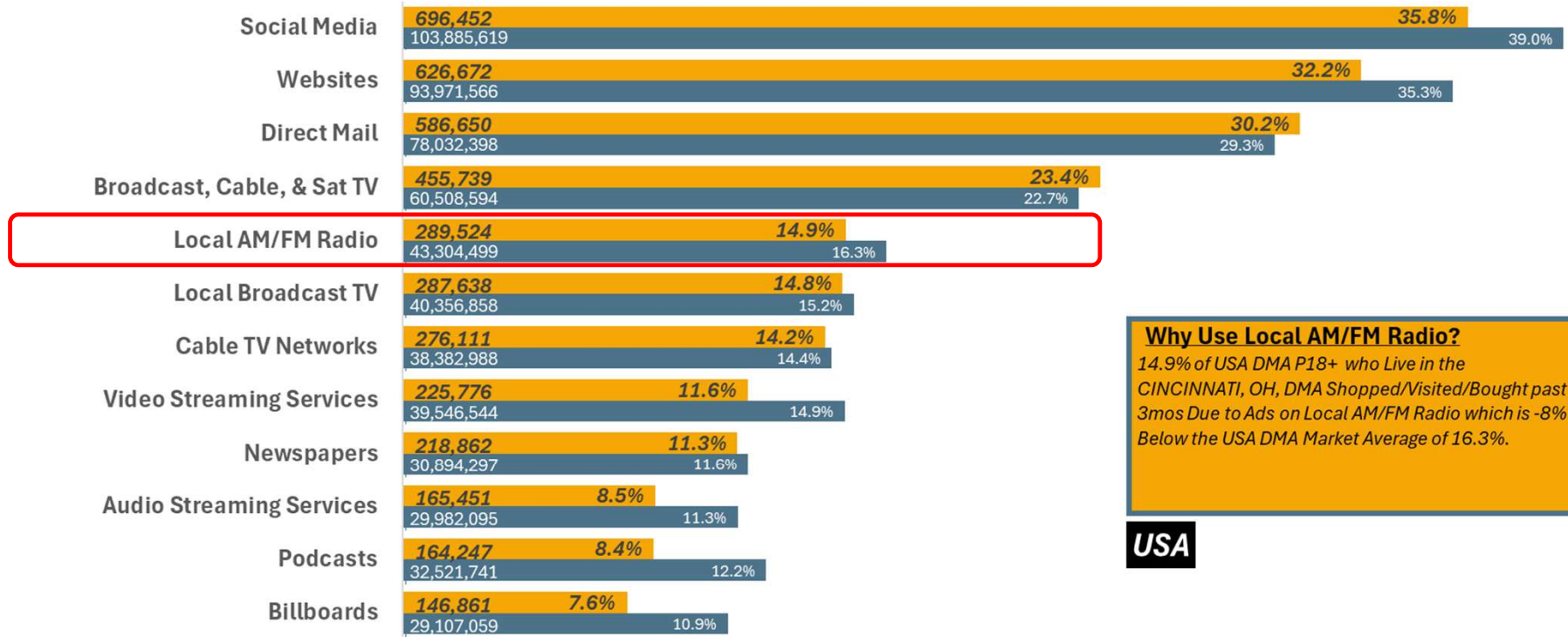
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USA Projection Scarborough R1 2026: Sep24-Feb26 Qual Intab 24,838



"Advertising Actions"

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



Why Use Local AM/FM Radio?
 14.9% of USA DMA P18+ who Live in the CINCINNATI, OH, DMA Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -8% Below the USA DMA Market Average of 16.3%.

USA

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

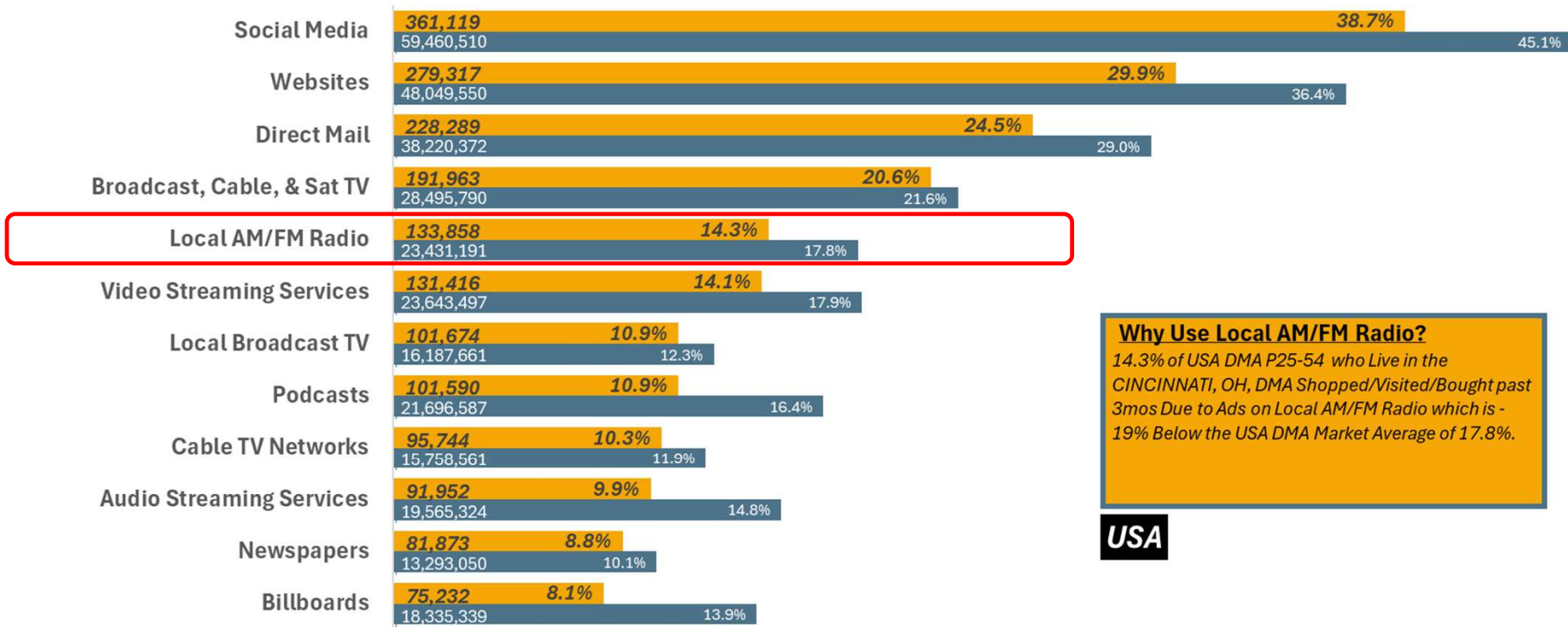
■ P18+ USA AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

USA DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 24370
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"Advertising Actions"

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



Why Use Local AM/FM Radio?
 14.3% of USA DMA P25-54 who Live in the CINCINNATI, OH, DMA Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is - 19% Below the USA DMA Market Average of 17.8%.

USA

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

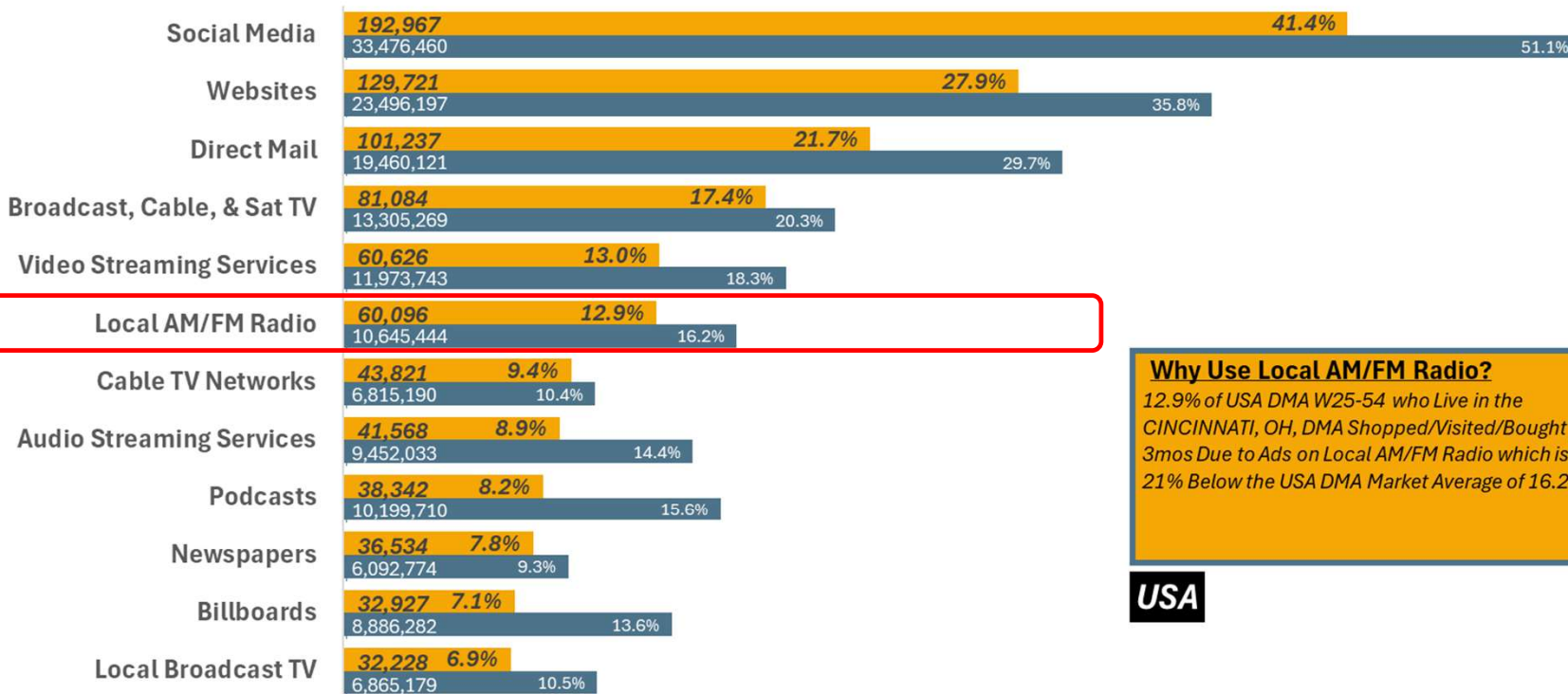
■ P25-54 USA AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

USA DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 11141
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"Advertising Actions"

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



Why Use Local AM/FM Radio?
 12.9% of USA DMA W25-54 who Live in the CINCINNATI, OH, DMA Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is - 21% Below the USA DMA Market Average of 16.2%.

USA

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

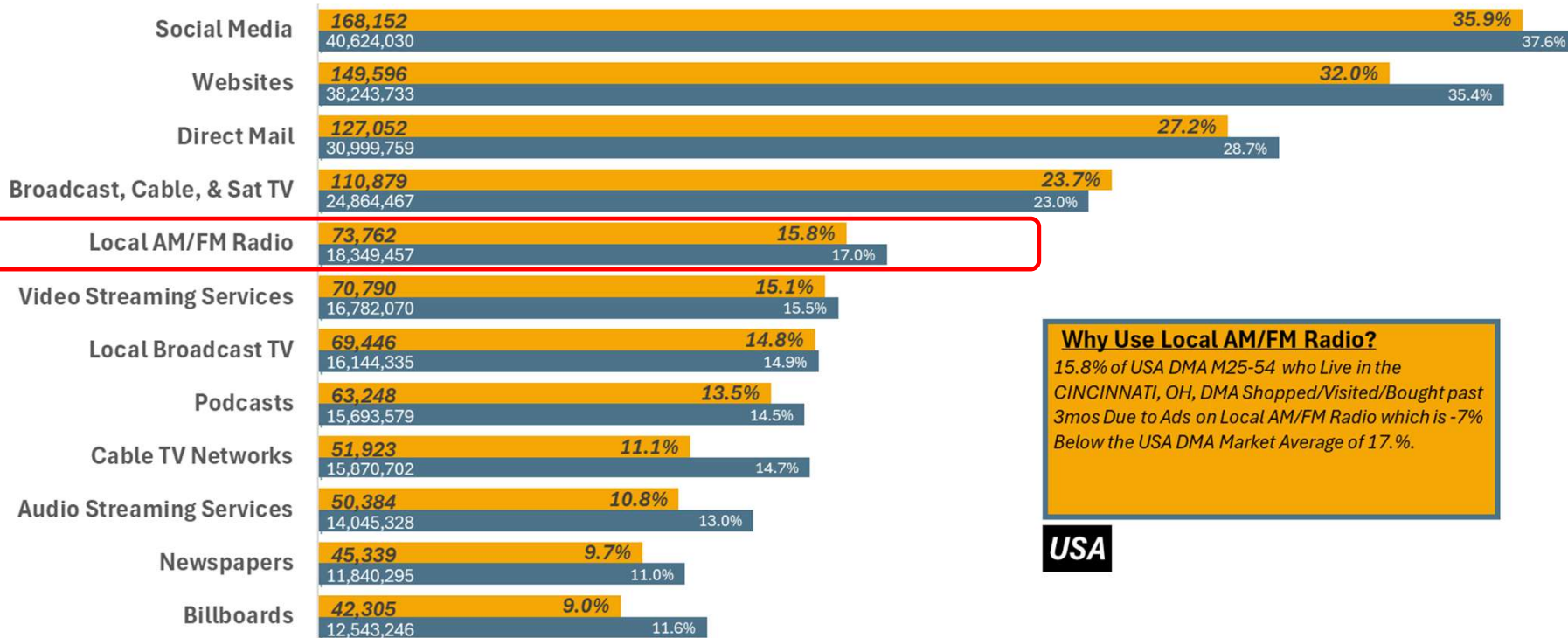
■ W25-54 USA AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

USA DMA ScarboroughR1 2026:Feb25-Feb26 Qual Intab: 6653
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"Advertising Actions"

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



Why Use Local AM/FM Radio?
 15.8% of USA DMA M25-54 who Live in the CINCINNATI, OH, DMA Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -7% Below the USA DMA Market Average of 17.0%.

USA

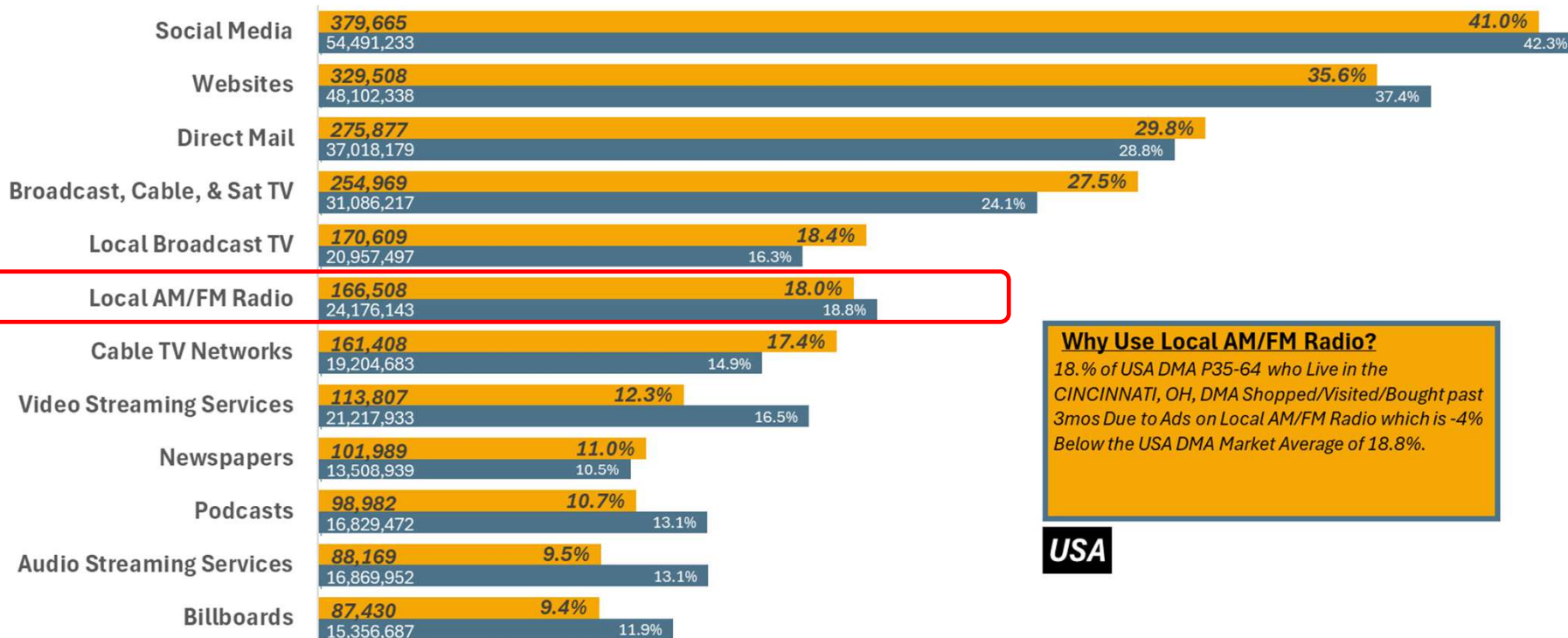
■ M25-54 who Live in the CINCINNATI, OH, DMA (Shopped/Visited/Bought past 3mos Due to Ads on %)

■ M25-54 USA AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)



"Advertising Actions"

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



Why Use Local AM/FM Radio?
 18.0% of USA DMA P35-64 who Live in the CINCINNATI, OH, DMA Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -4% Below the USA DMA Market Average of 18.8%.

USA

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

■ P35-64 USA AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

USA DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 12508
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