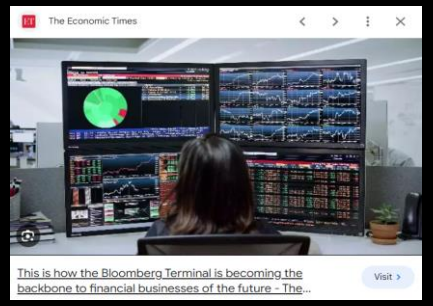
CHICAGO, IL, Metro – 4 P18+ Profiles of HUBBARD RADIO Listeners!

Brand New Data as of September 30, 2024!

Complete Demographic & Media Use Profiles















P18+

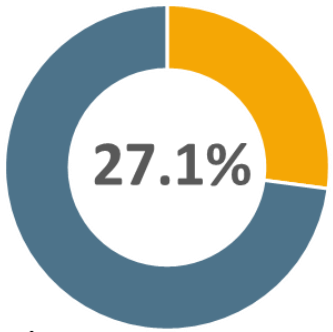
(Radio Stations: WDRV-FM OR Radio Stations: WTBC-FM OR Radio Stations: WTMX-FM)
Radio Stations: WDRV-FM
Radio Stations: WTBC-FM
Radio Stations: WTMX-FM

#3

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

27.1% or 1,990,503 of CHICAGO Metro Adults 18 or older listened to HUBBARD RADIO in the past 7 days. Typical Adults 18 or older who listened to HUBBARD RADIO in the past 7 days are 46.7 years old (3.4% younger than average) and have a $117,373 (10.% higher than average) annual household income.

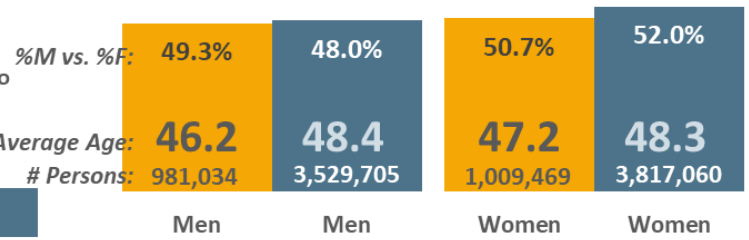
Percent of Market: Adults 18 or older



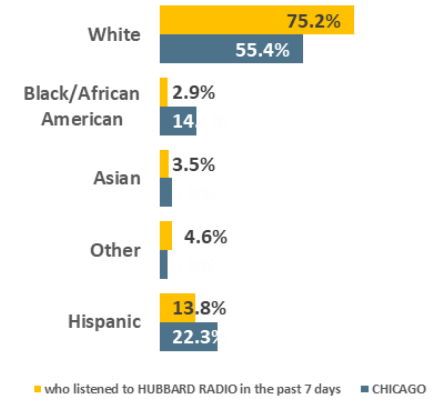
Total Persons:



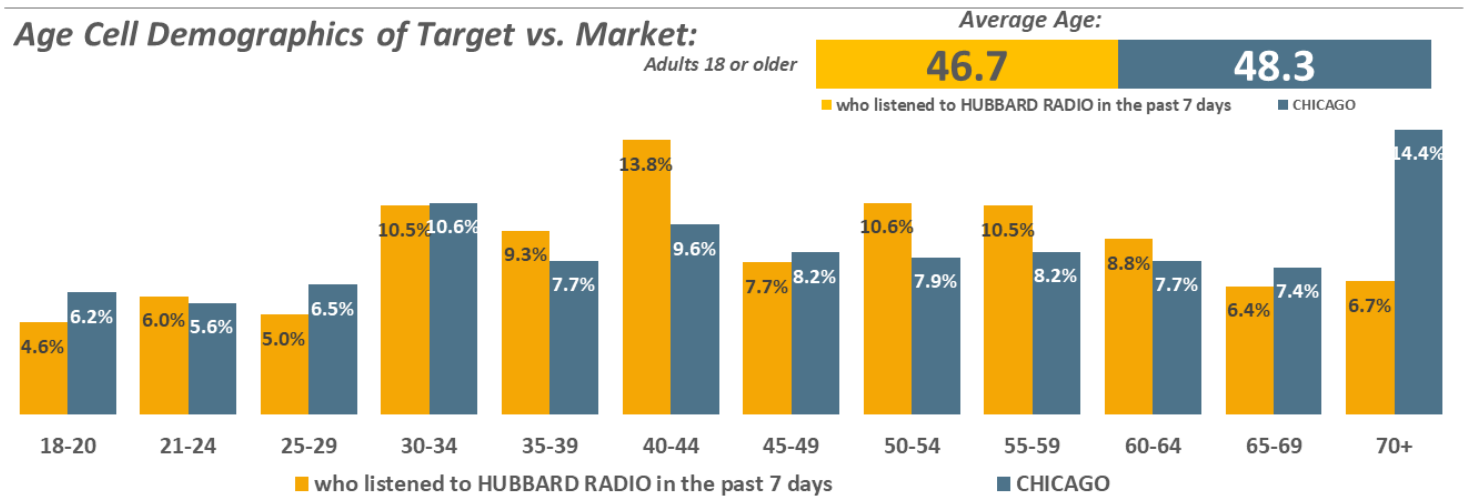
Gender of Target vs. Market: Adults 18 or older



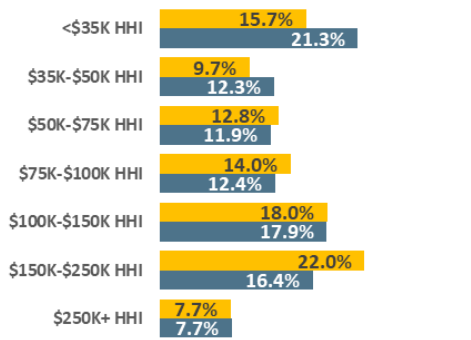
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: $117,373 | $106,734

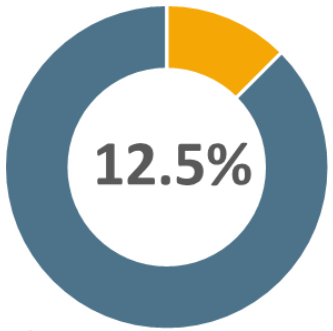
CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 919

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(Radio Stations: WDRV-FM OR Radio Stations: WTBC-FM OR Radio Stations: WTMX-FM)

12.5% or 920,291 of CHICAGO Metro Adults 18 or older listened to WDRV-FM in the past 7 days.
Typical Adults 18 or older who listened to WDRV-FM in the past 7 days are 51.8 years old (7.1% older than average) and have a $107,867 (1.1% higher than average) annual household income.

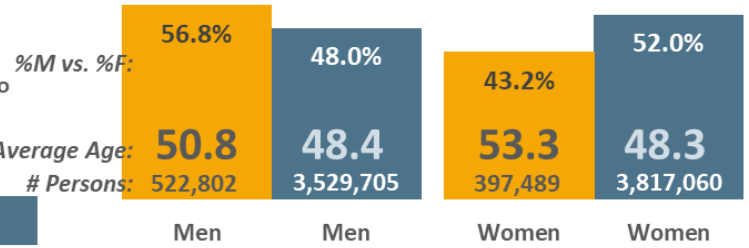
Percent of Market: Adults 18 or older



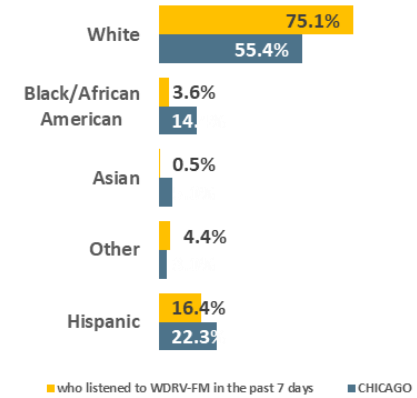
Total Persons:



Gender of Target vs. Market: Adults 18 or older



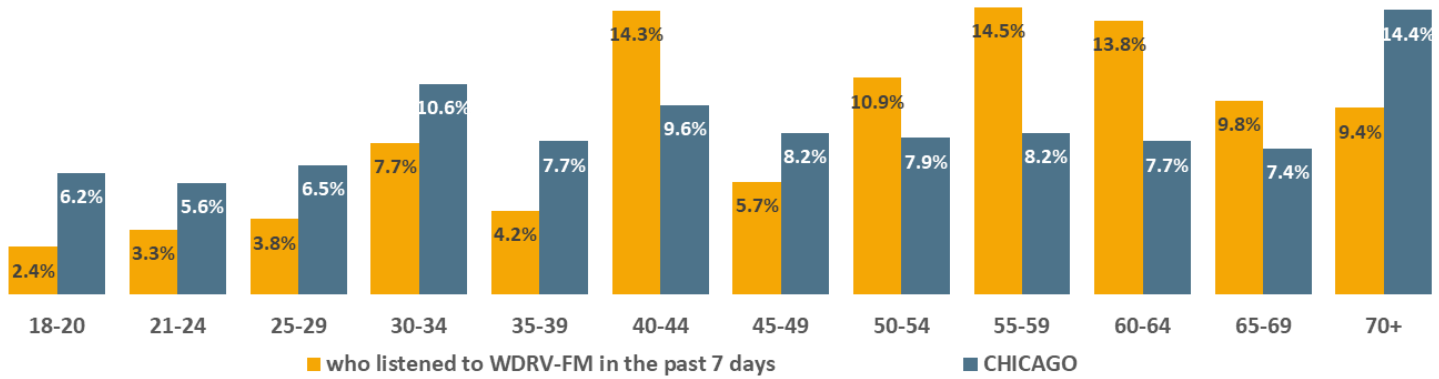
Ethnicity of Target vs. Market:



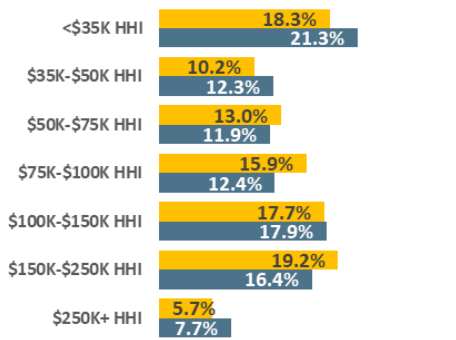
Age Cell Demographics of Target vs. Market:

Average Age:





HHI of Target vs. Market:



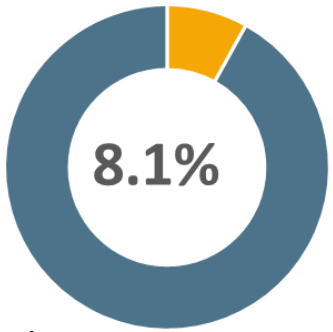
Avg HHI: $107,867 | $106,734

CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 471

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8.1% or 593,512 of CHICAGO Metro Adults 18 or older listened to WTBC-FM in the past 7 days.
Typical Adults 18 or older who listened to WTBC-FM in the past 7 days are 46.8 years old (3.2% younger than average) and have a $120,900 (13.3% higher than average) annual household income.

Percent of Market: Adults 18 or older

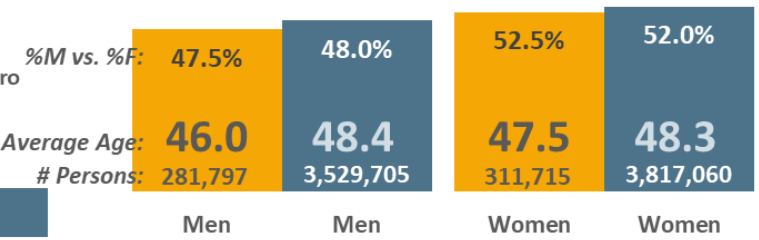


- who listened to WTBC-FM in the past 7 days
- Remainder of CHICAGO Metro

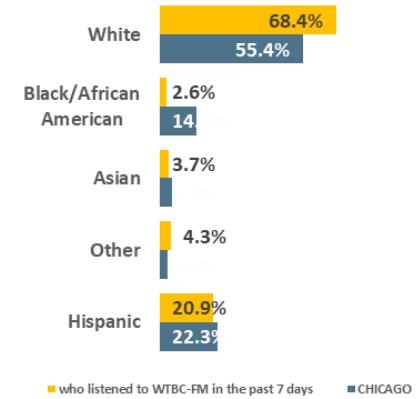
Total Persons:



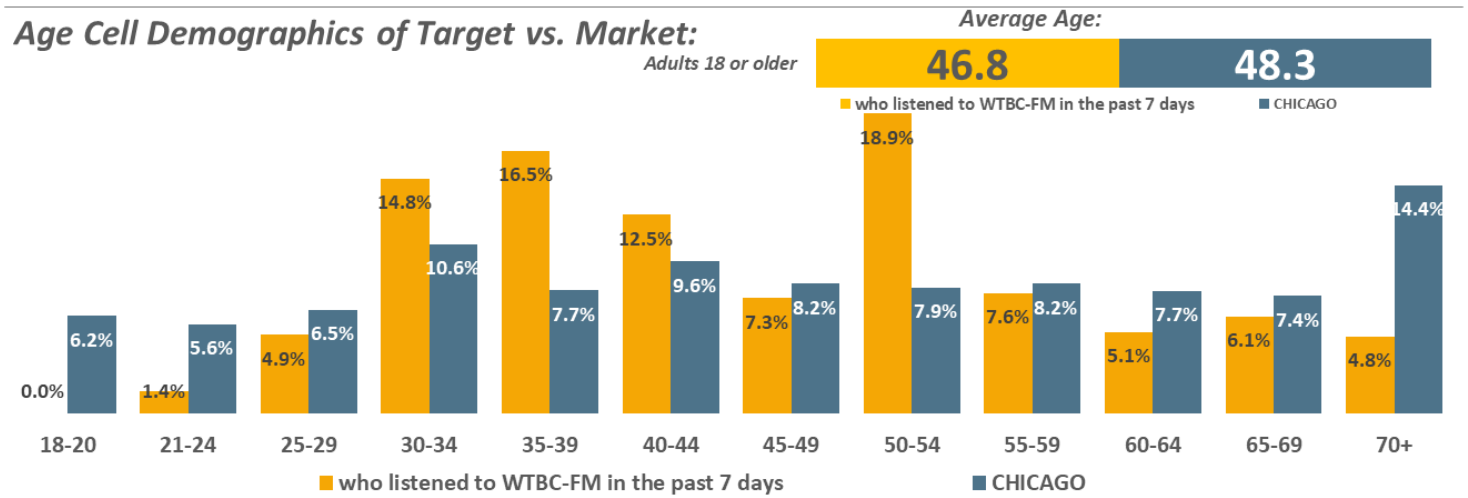
Gender of Target vs. Market: Adults 18 or older



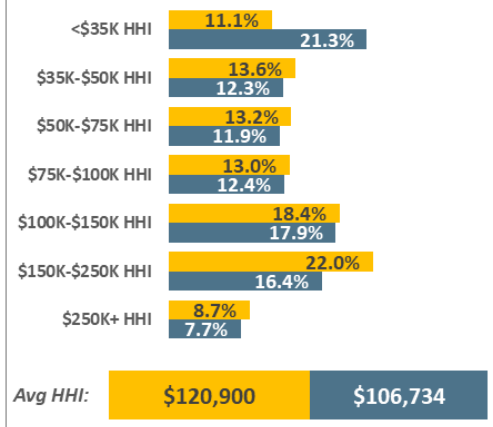
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:

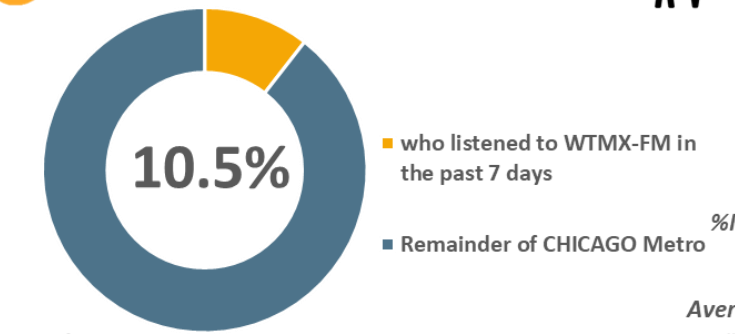


CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 286

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10.5% or 774,480 of CHICAGO Metro Adults 18 or older listened to WTMX-FM in the past 7 days.
Typical Adults 18 or older who listened to WTMX-FM in the past 7 days are 40.6 years old (16.% younger than average) and have a $135,824 (27.3% higher than average) annual household income.

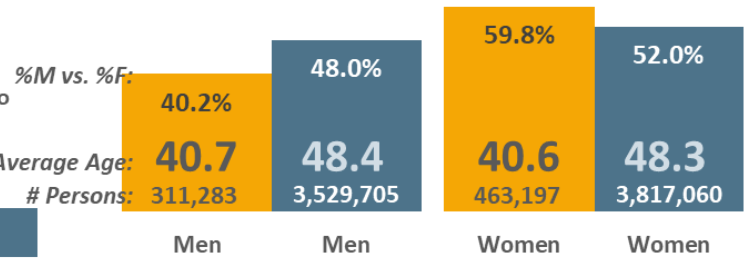
Percent of Market: Adults 18 or older



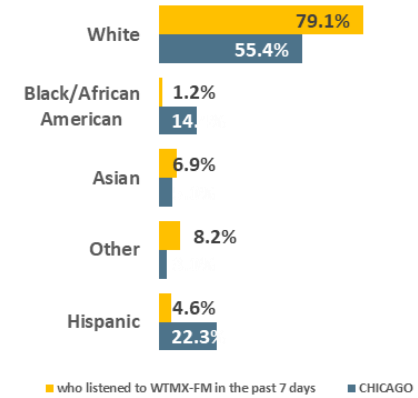
Total Persons:



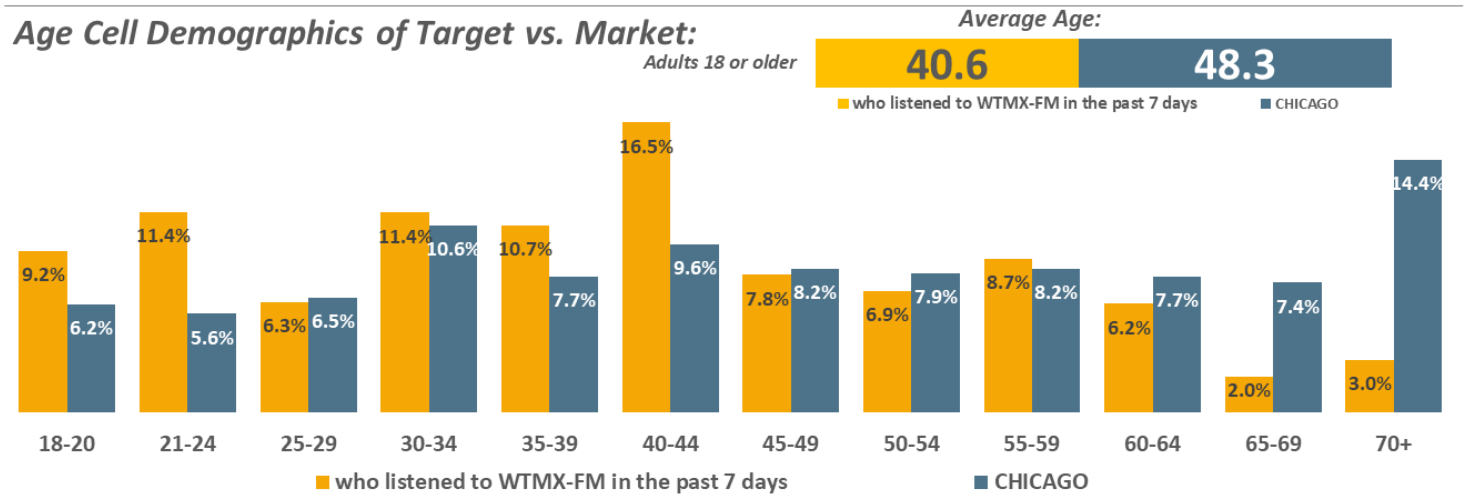
Gender of Target vs. Market: Adults 18 or older



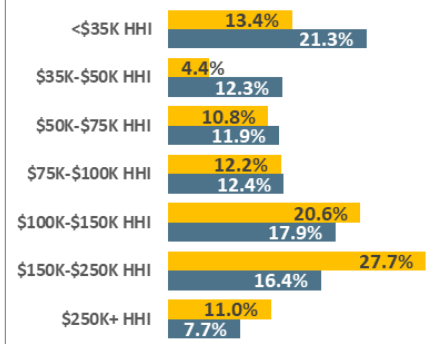
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: $135,824 $106,734

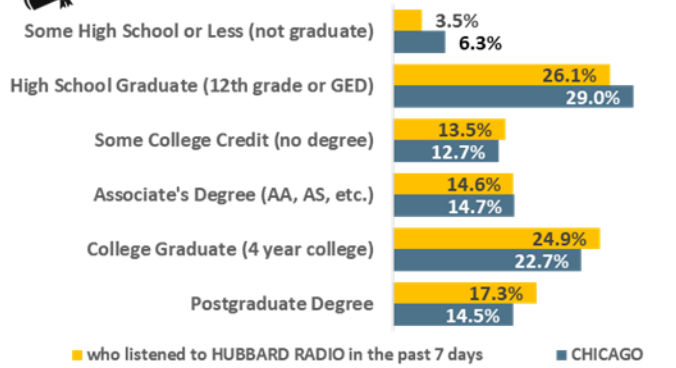
CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 314

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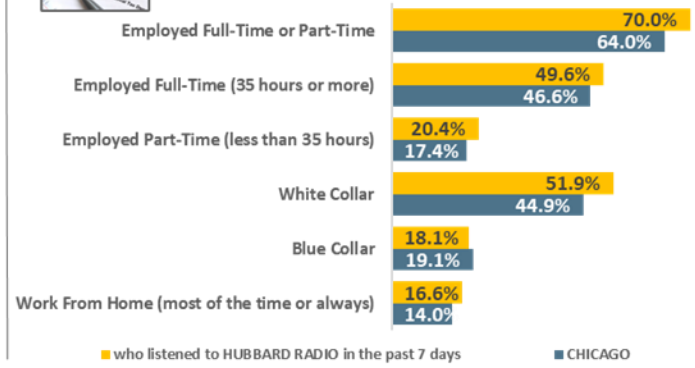
HUBBARD RADIO

27.1% or 1,990,503 of CHICAGO Metro Adults 18 or older listened to HUBBARD RADIO in the past 7 days. Adults 18 or older who listened to HUBBARD RADIO in the past 7 days are 13.4% more likely to be a college graduate, 6.4% more likely to work full-time, 13.2% more likely to be married, 13.6% more likely to be a parent of 1 or more children under 18.

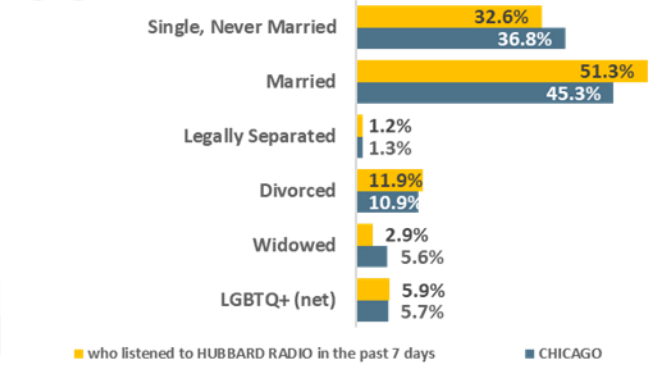
Education Levels: Adults 18 or older



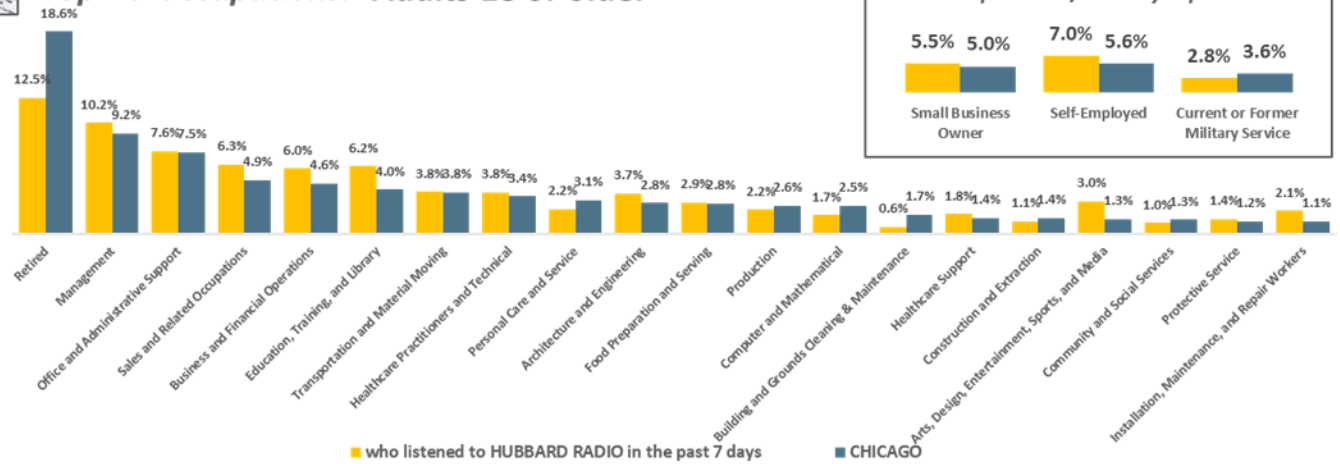
Employment: Adults 18 or older



Marital Status: Adults 18 or older

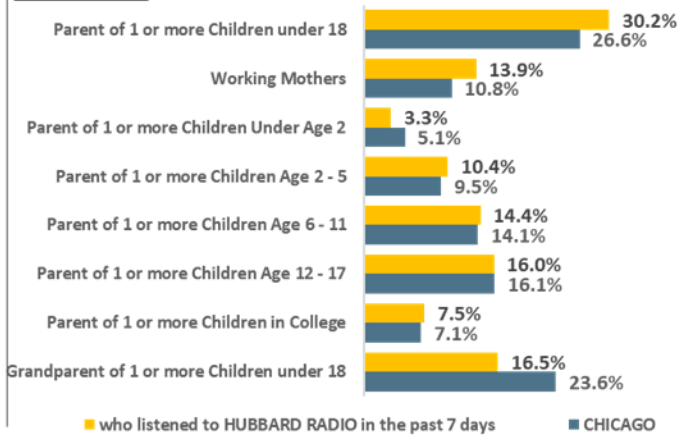


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



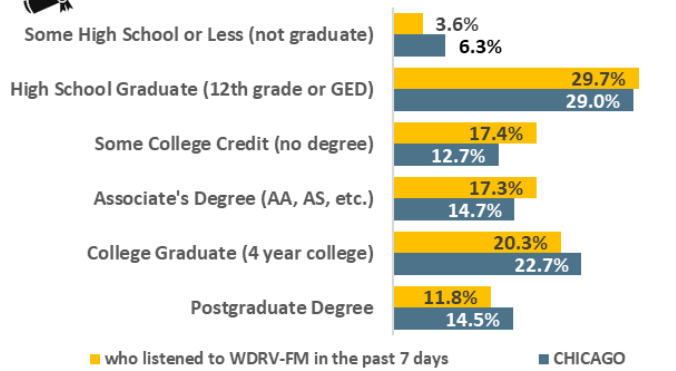
CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 919

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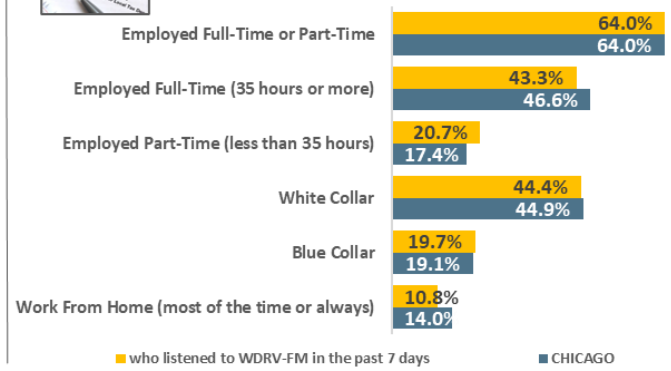
(Radio Stations: WDRV-FM OR Radio Stations: WTBC-FM OR Radio Stations: WTMX-FM)

12.5% or 920,291 of CHICAGO Metro Adults 18 or older listened to WDRV-FM in the past 7 days. Adults 18 or older who listened to WDRV-FM in the past 7 days are 13.8% less likely to be a college graduate, 7.1% less likely to work full-time, 12.% more likely to be married, 17.6% less likely to be a parent of 1 or more children under 18.

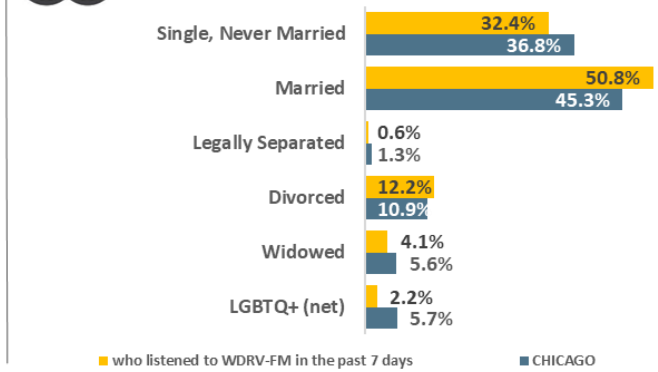
Education Levels: Adults 18 or older



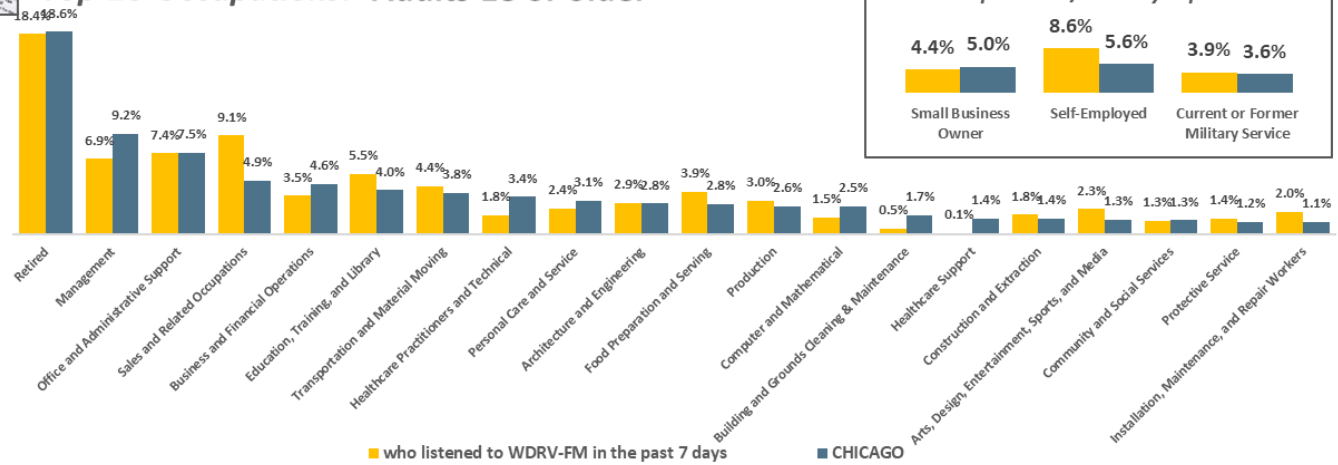
Employment: Adults 18 or older



Marital Status: Adults 18 or older

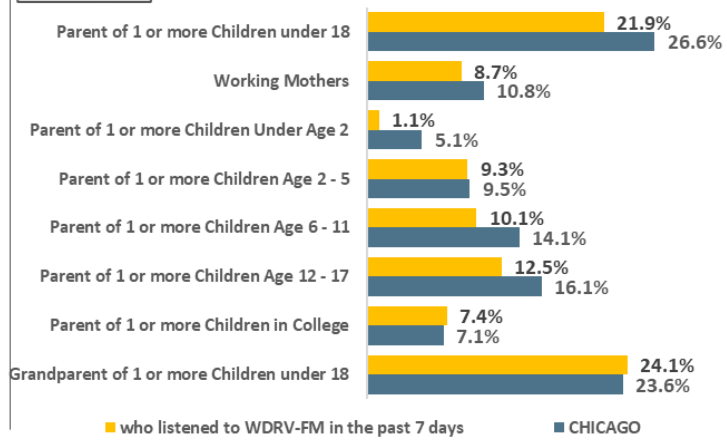


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older

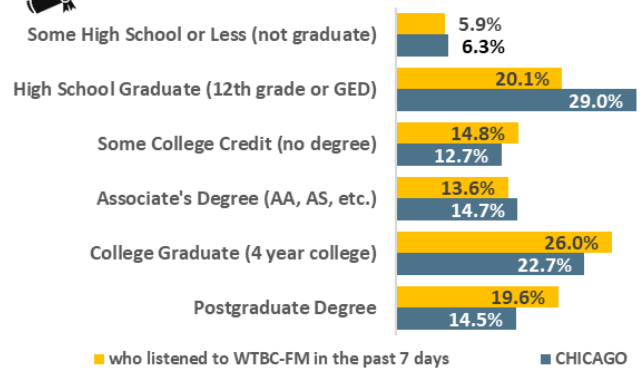


CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 471

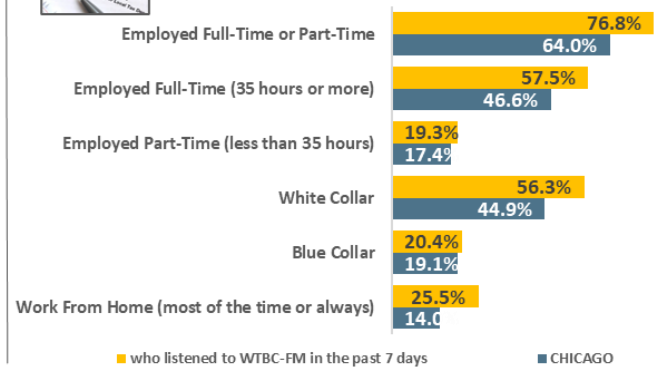
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8.1% or 593,512 of CHICAGO Metro Adults 18 or older listened to WTBC-FM in the past 7 days.
Adults 18 or older who listened to WTBC-FM in the past 7 days are 22.5% more likely to be a college graduate, 23.5% more likely to work full-time, 15.7% more likely to be married, 51.5% more likely to be a parent of 1 or more children under 18.

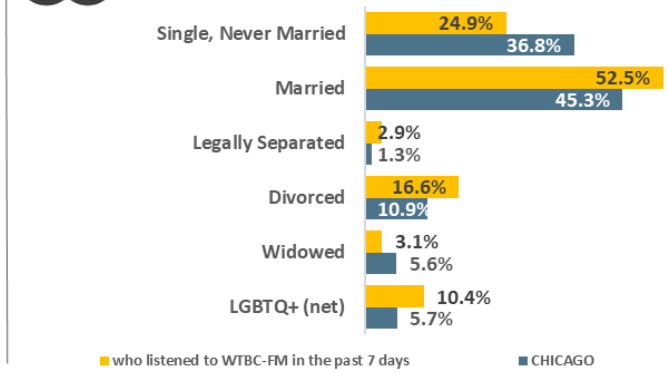
Education Levels: Adults 18 or older



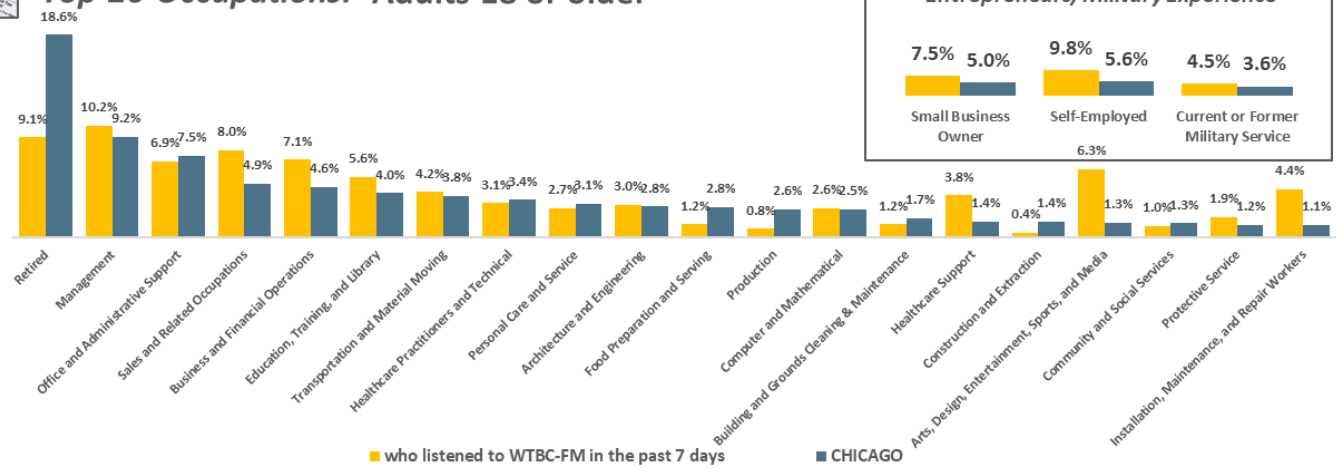
Employment: Adults 18 or older



Marital Status: Adults 18 or older

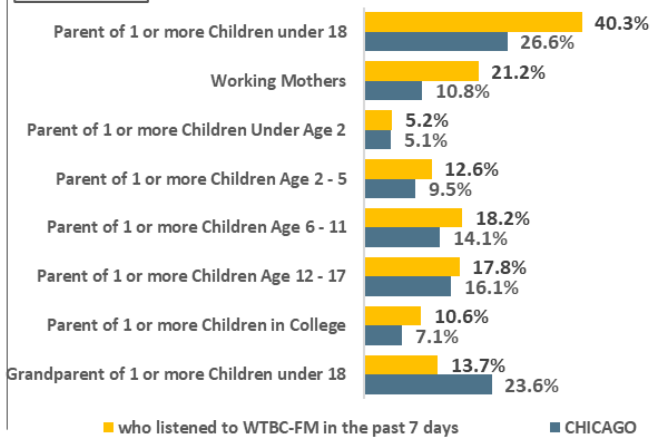


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older

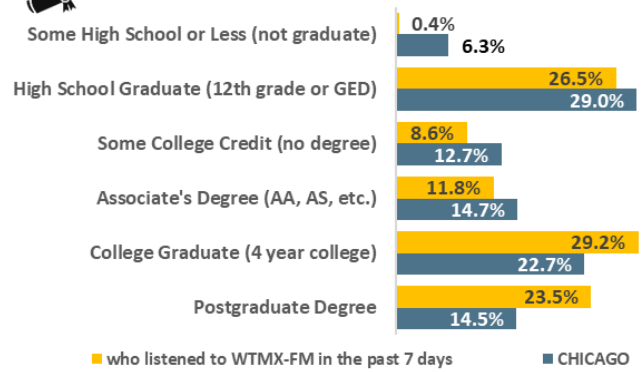


CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 286

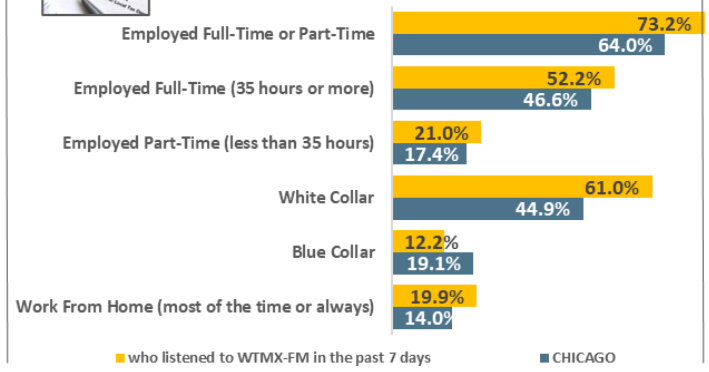
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10.5% or 774,480 of CHICAGO Metro Adults 18 or older listened to WTMX-FM in the past 7 days. Adults 18 or older who listened to WTMX-FM in the past 7 days are 41.5% more likely to be a college graduate, 12.1% more likely to work full-time, 7.9% more likely to be married, 14.% more likely to be a parent of 1 or more children under 18.

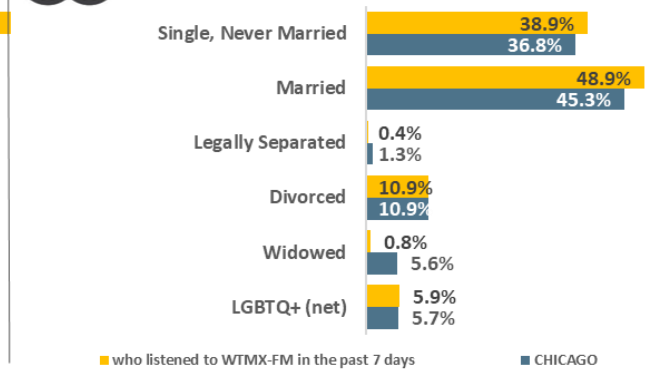
Education Levels: Adults 18 or older



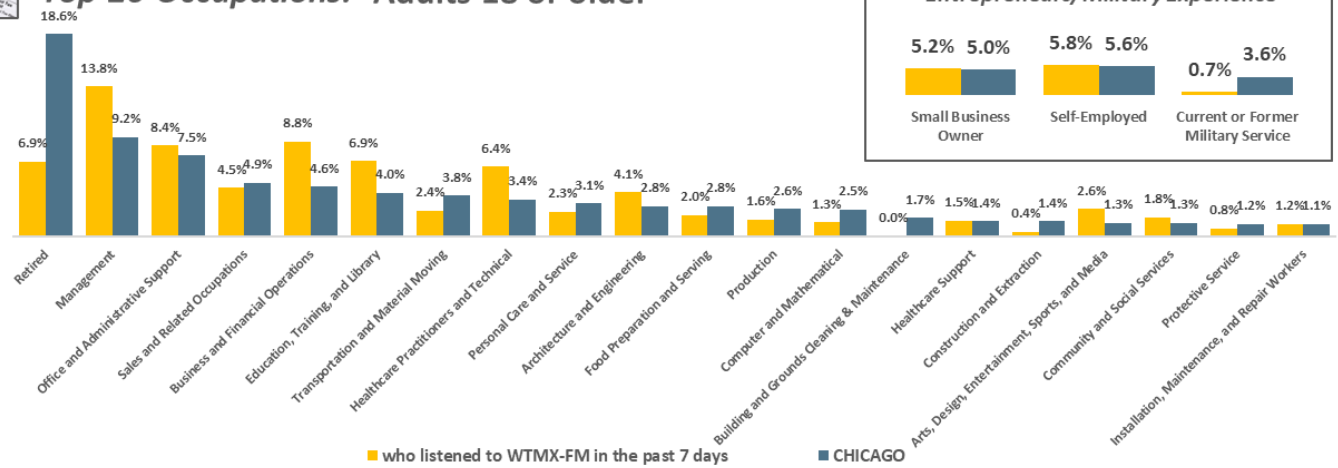
Employment: Adults 18 or older



Marital Status: Adults 18 or older

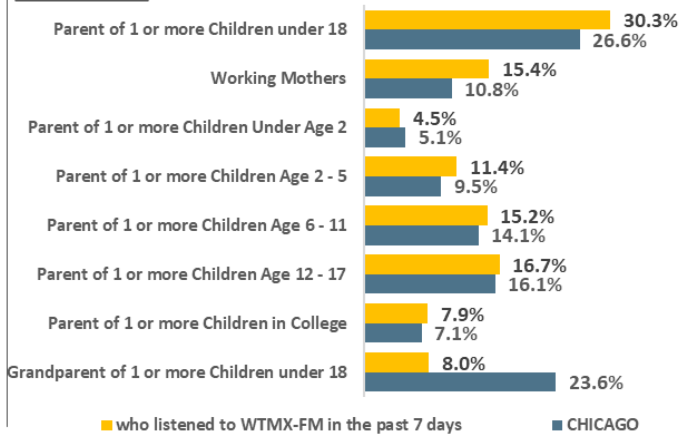


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 314

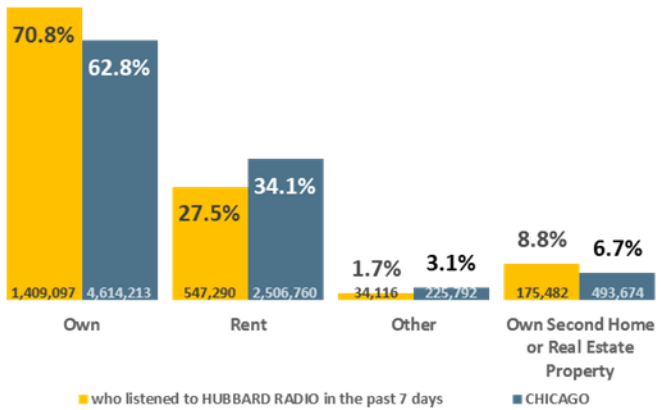
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Radio Stations: WTMX-FM

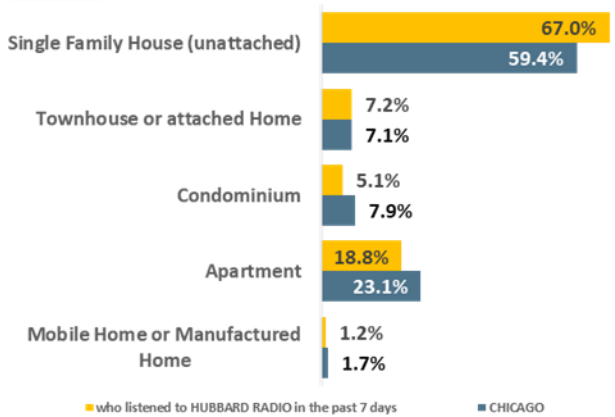
HUBBARD RADIO

27.1% or 1,990,503 of CHICAGO Metro Adults 18 or older listened to HUBBARD RADIO in the past 7 days. Adults 18 or older who listened to HUBBARD RADIO in the past 7 days are 12.7% more likely to own their home, 6.8% more likely to own a higher valued home, 12.9% more likely to have a single-family home, 11.5% more likely to have a dog.

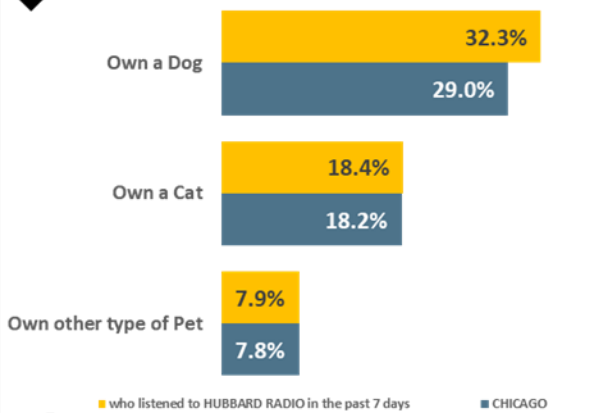
Own/Rent/Other: Adults 18 or older



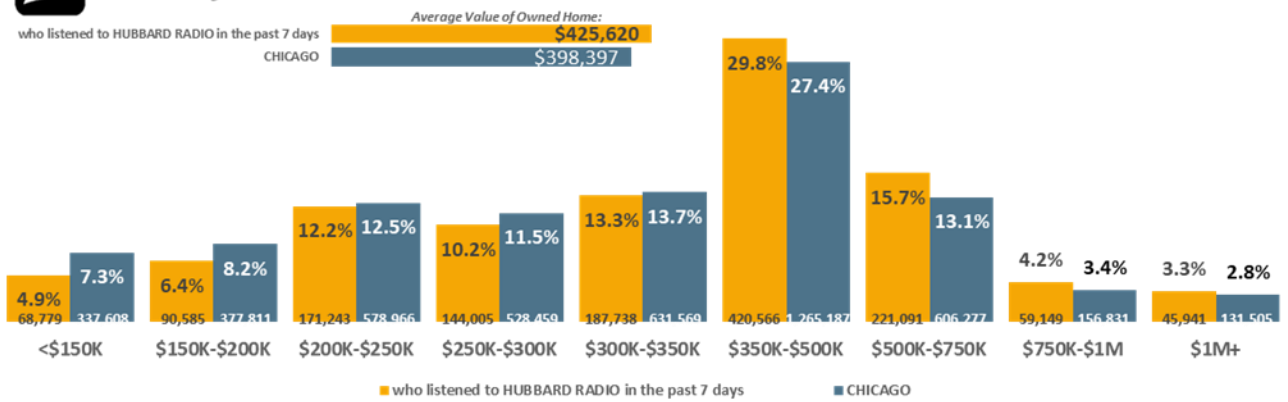
Type of Home: Adults 18 or older



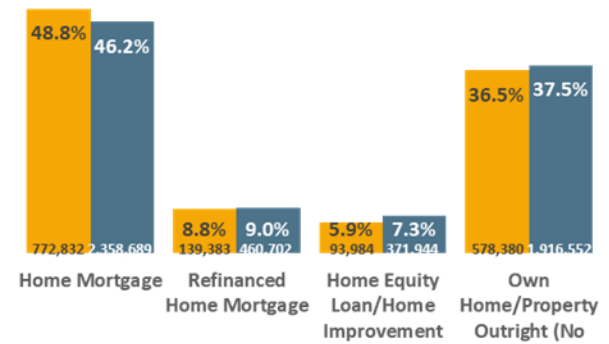
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



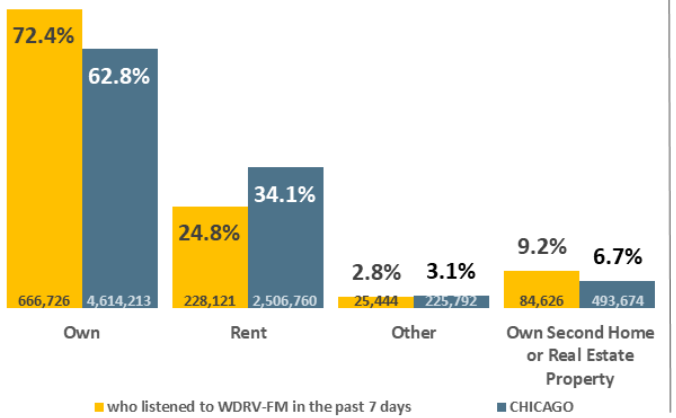
CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 919

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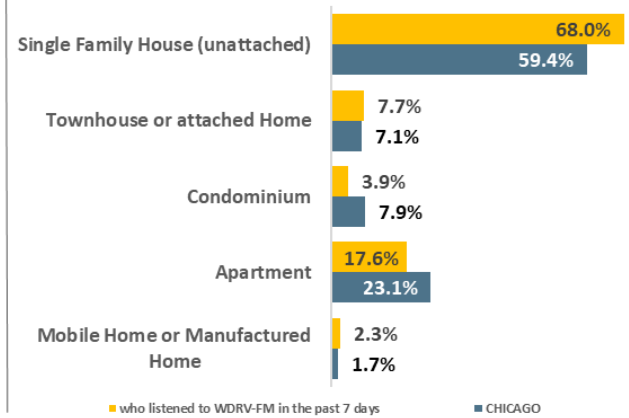
(Radio Stations: WDRV-FM OR Radio Stations: WTBC-FM OR Radio Stations: WTMX-FM)

12.5% or 920,291 of CHICAGO Metro Adults 18 or older listened to WDRV-FM in the past 7 days.
Adults 18 or older who listened to WDRV-FM in the past 7 days are 15.4% more likely to own their home, .7% more likely to own a lower valued home, 14.6% more likely to have a single-family home, 14.4% more likely to have a dog.

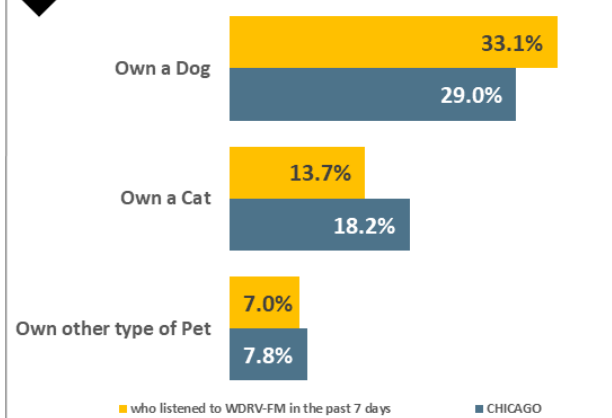
Own/Rent/Other: Adults 18 or older



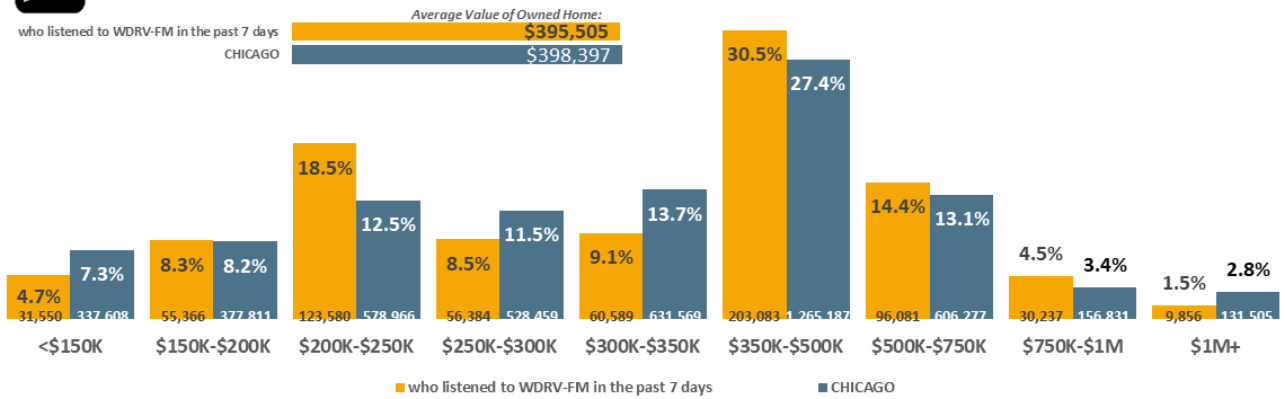
Type of Home: Adults 18 or older



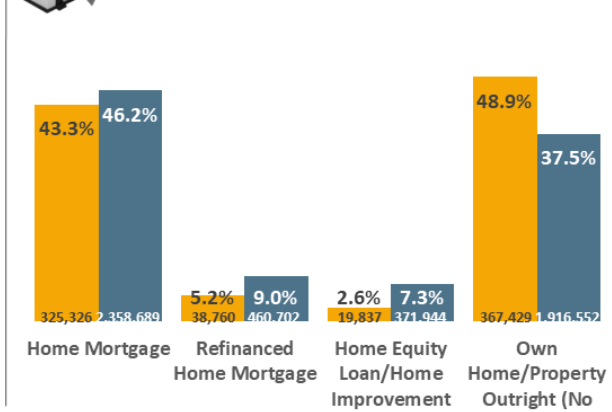
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



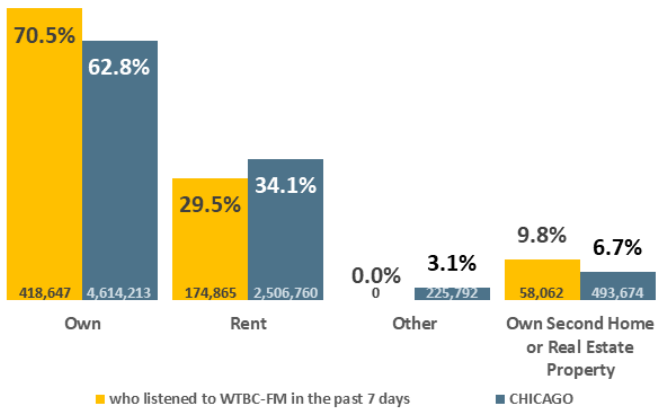
CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 471

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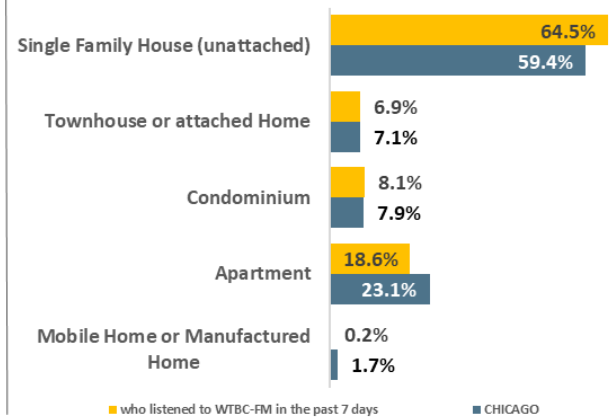
Radio Stations: WDRV-FM

8.1% or 593,512 of CHICAGO Metro Adults 18 or older listened to WTBC-FM in the past 7 days.
Adults 18 or older who listened to WTBC-FM in the past 7 days are 12.3% more likely to own their home, .3% more likely to own a higher valued home, 8.7% more likely to have a single-family home, 32.1% more likely to have a dog.

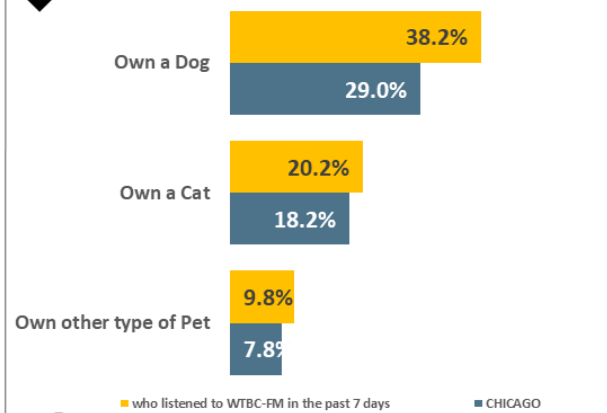
Own/Rent/Other: Adults 18 or older



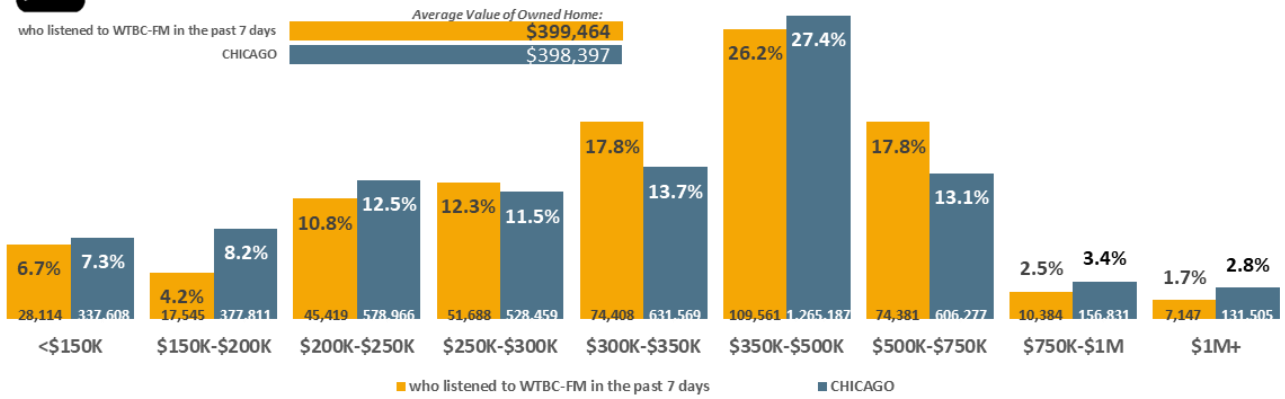
Type of Home: Adults 18 or older



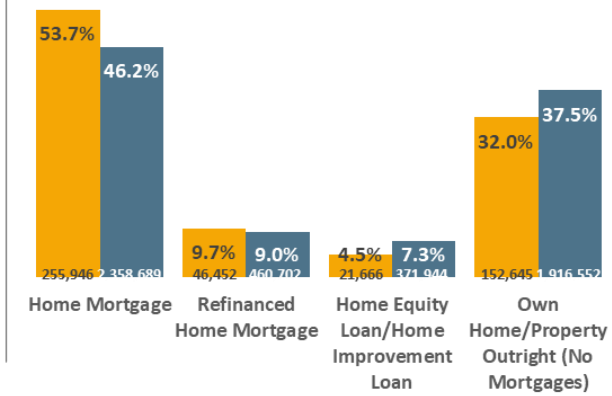
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



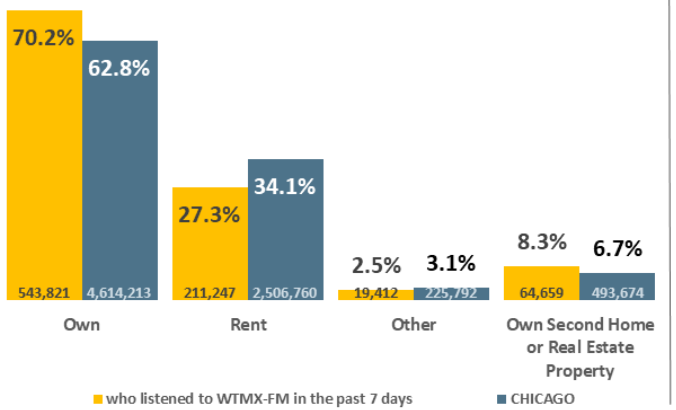
CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 286

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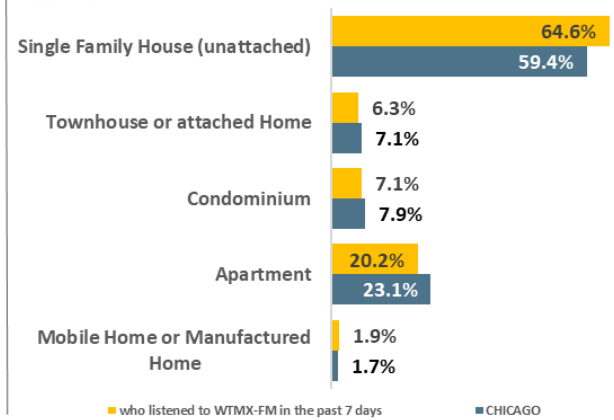
Radio Stations: WTBC-FM

10.5% or 774,480 of CHICAGO Metro Adults 18 or older listened to WTMX-FM in the past 7 days.
Adults 18 or older who listened to WTMX-FM in the past 7 days are 11.8% more likely to own their home, 19.2% more likely to own a higher valued home, 8.8% more likely to have a single-family home, 6.5% more likely to have a dog.

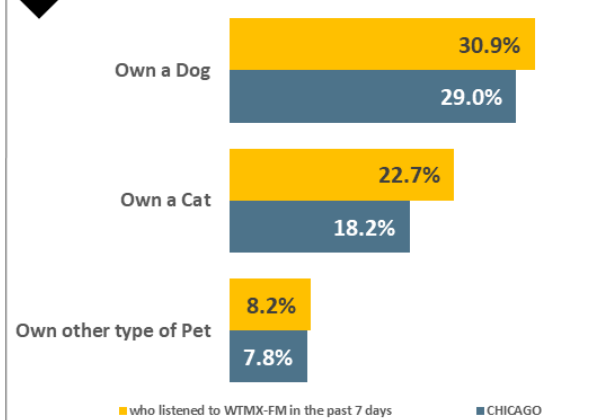
Own/Rent/Other: Adults 18 or older



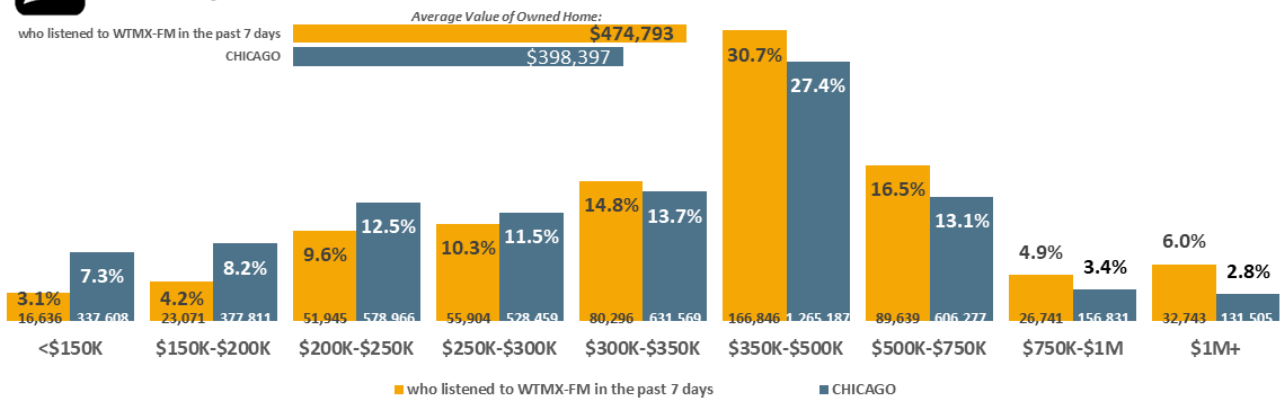
Type of Home: Adults 18 or older



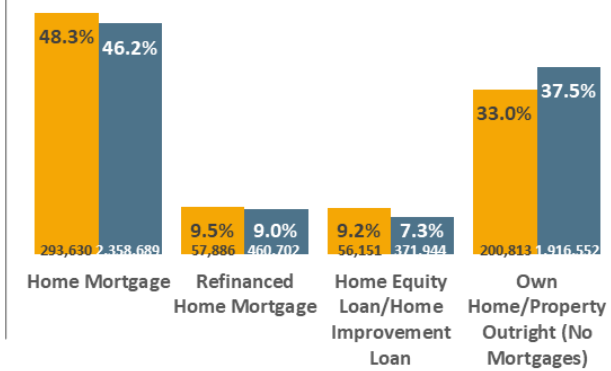
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 314

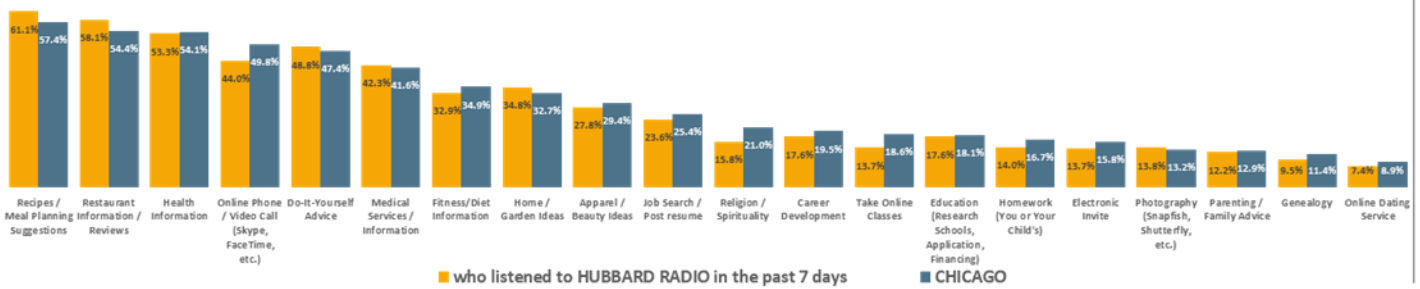
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Radio Stations: WTMX-FM

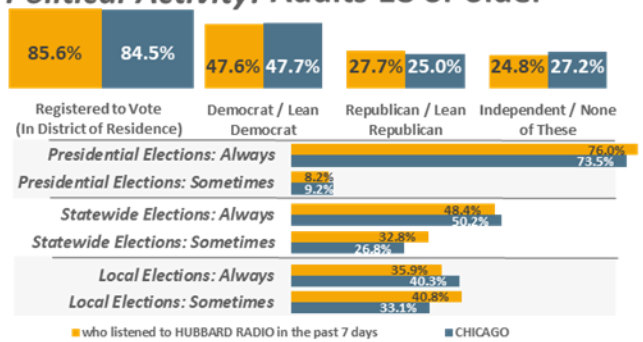
HUBBARD RADIO

27.1% or 1,990,503 of CHICAGO Metro Adults 18 or older listened to HUBBARD RADIO in the past 7 days. Adults 18 or older who listened to HUBBARD RADIO in the past 7 days are 3.% more likely to look up D-I-Y advice online, 10.9% less likely to always vote in local elections, 9.3% more likely to belong to a gym, 13.3% more likely to fly domestic past yr.

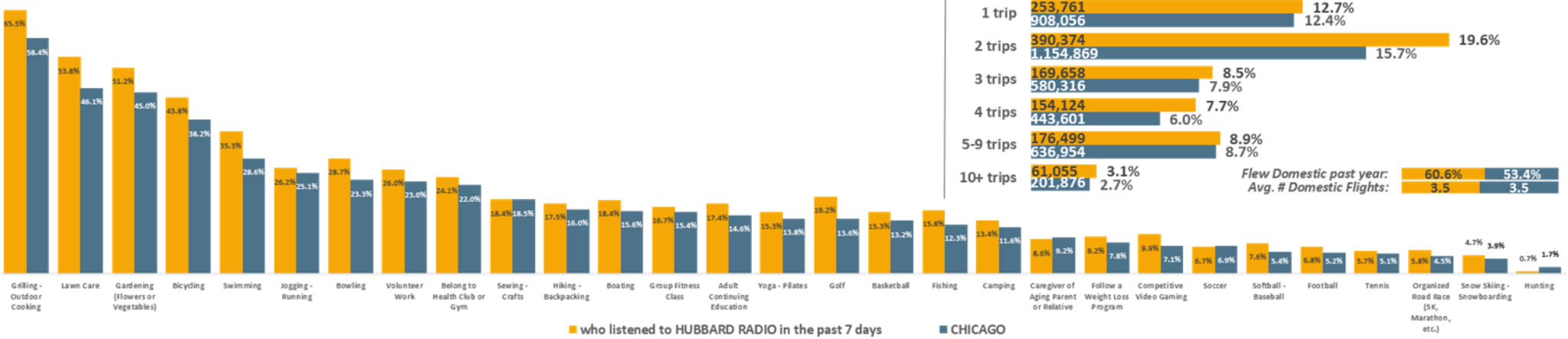
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

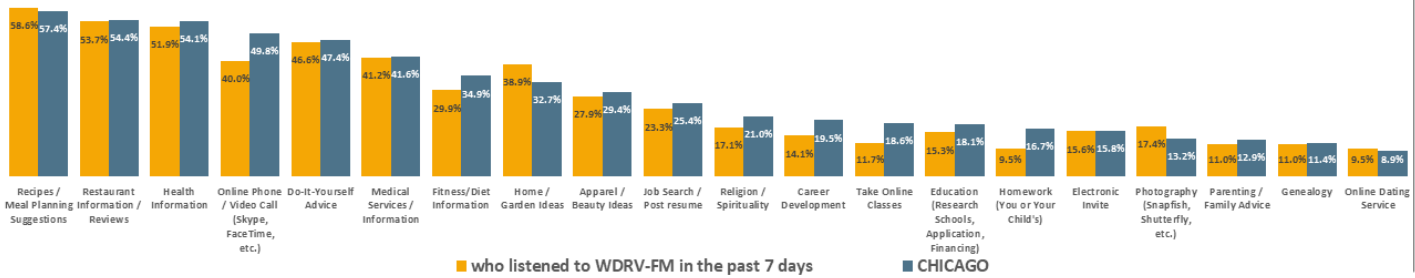
CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 919

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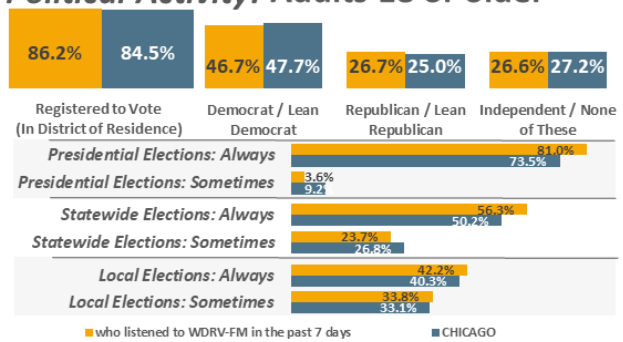
(Radio Stations: WDRV-FM OR Radio Stations: WTBC-FM OR Radio Stations: WTMX-FM)

12.5% or 920,291 of CHICAGO Metro Adults 18 or older listened to WDRV-FM in the past 7 days.
Adults 18 or older who listened to WDRV-FM in the past 7 days are 1.6% less likely to look up D-I-Y advice online, 4.8% more likely to always vote in local elections, 11.% less likely to belong to a gym, 1.2% more likely to fly domestic past yr.

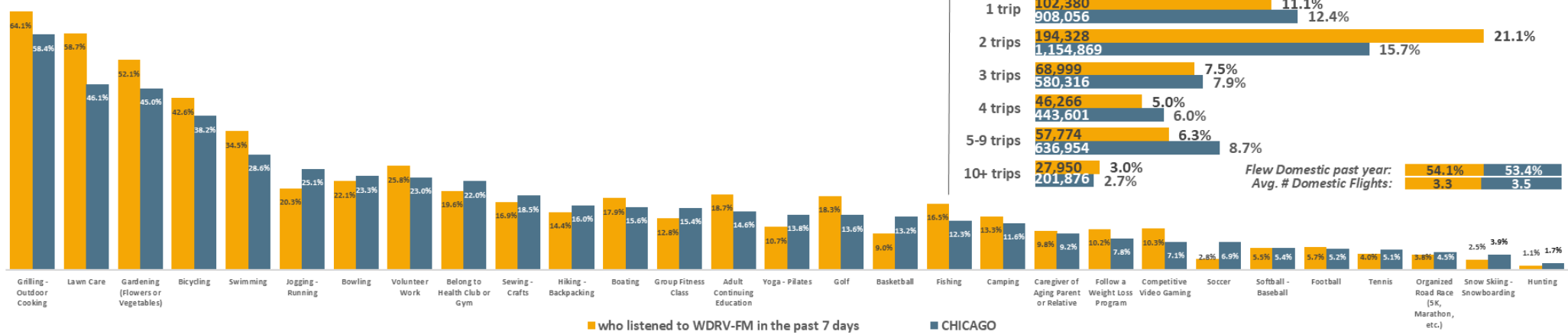
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



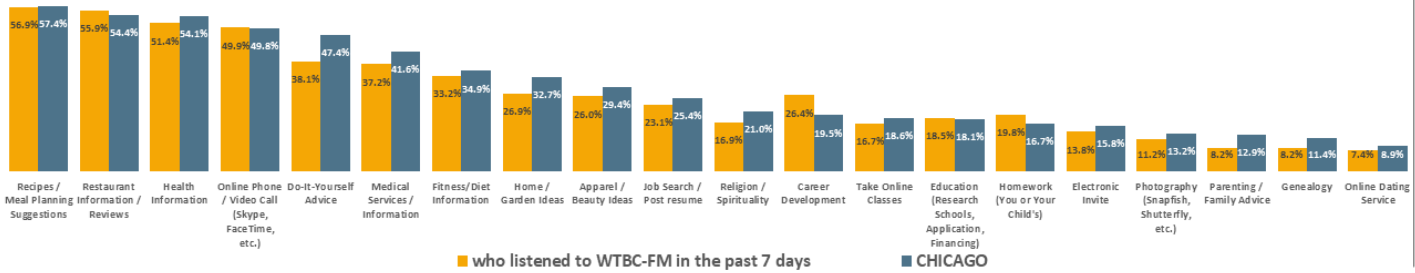
Past 12-months Domestic Airline Trips: Adults 18 or older

CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 471

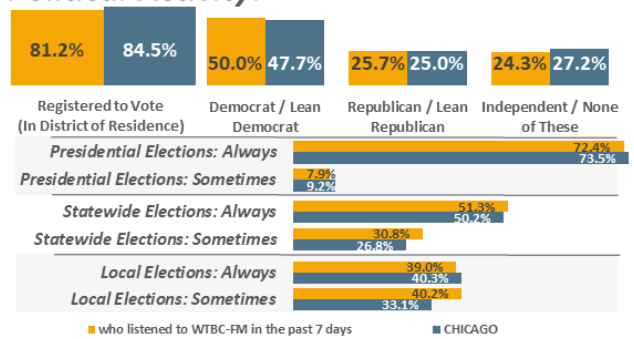
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8.1% or 593,512 of CHICAGO Metro Adults 18 or older listened to WTBC-FM in the past 7 days.
Adults 18 or older who listened to WTBC-FM in the past 7 days are 19.5% less likely to look up D-I-Y advice online, 3.2% less likely to always vote in local elections, 30.5% more likely to belong to a gym, 18.1% more likely to fly domestic past yr.

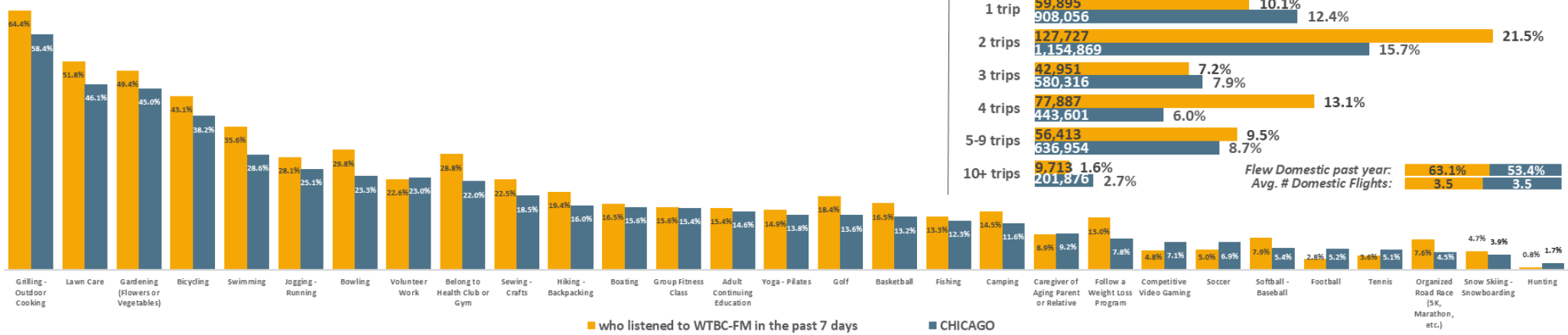
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



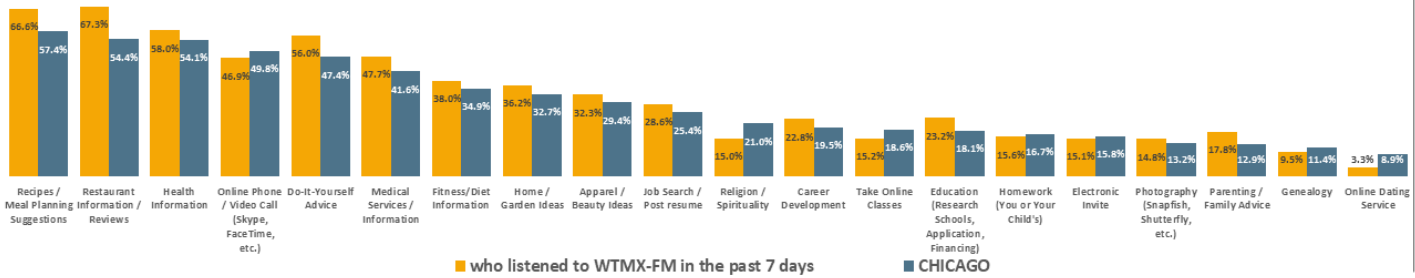
Past 12-months Domestic Airline Trips: Adults 18 or older

CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 286

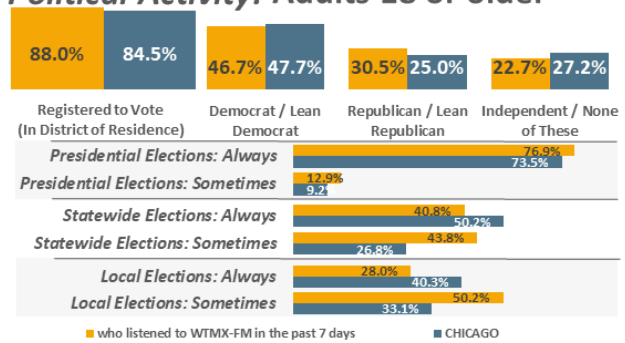
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10.5% or 774,480 of CHICAGO Metro Adults 18 or older listened to WTMX-FM in the past 7 days.
Adults 18 or older who listened to WTMX-FM in the past 7 days are 18.4% more likely to look up D-I-Y advice online, 30.3% less likely to always vote in local elections, 32.3% more likely to belong to a gym, 32.2% more likely to fly domestic past yr.

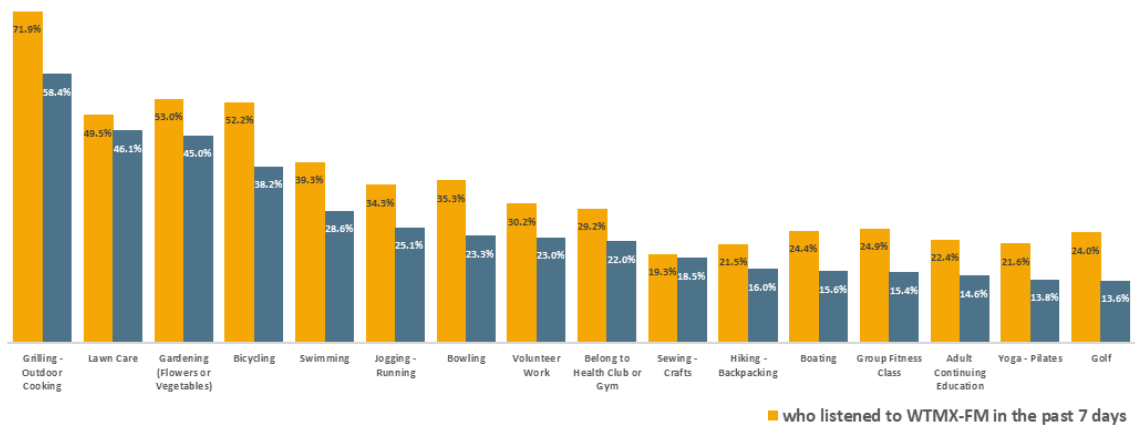
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



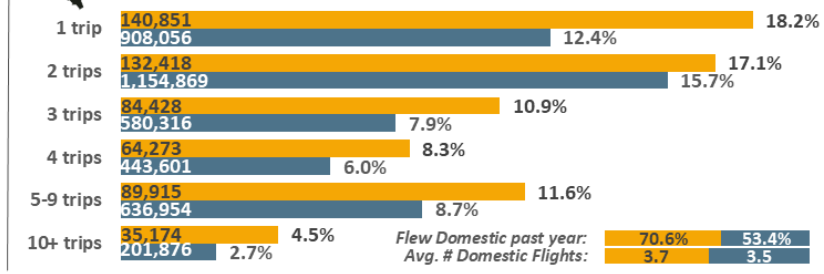
Political Activity: Adults 18 or older



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



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



CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 314

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HUBBARD RADIO

27.1% or 1,990,503 of CHICAGO Metro Adults 18 or older listened to HUBBARD RADIO in the past 7 days. Adults 18 or older who listened to HUBBARD RADIO in the past 7 days are 4.1% more likely to use QSRs past mo., 1.6% more likely to use Sit-Down Restaurants past mo., 19.8% more likely to use Casinos past yr., .2% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



	who listened to HUBBARD RADIO in the past 7 days	CHICAGO
1 time	6.9%	6.1%
2 times	7.4%	8.4%
3 times	12.3%	11.1%
4 times	10.1%	11.2%
5 times	8.6%	8.9%
6 - 9 times	22.6%	23.0%
10 times or more	25.6%	21.2%

Total Monthly QSR Users:		*Avg. Monthly QSR Meals:*	
93.5%	89.9%		
1,861,469	6,602,426	7.4	7.1

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



	who listened to HUBBARD RADIO in the past 7 days	CHICAGO
1 time	11.6%	14.2%
2 times	14.1%	13.2%
3 times	16.1%	14.6%
4 times	8.1%	9.6%
5 times	8.5%	6.7%
6 - 9 times	11.1%	10.1%
10 times or more	5.8%	5.7%

Total Monthly Sit-Down Restaurant Users:		*Avg. Monthly Sit-Down Restaurant Meals:*	
75.3%	74.1%		
1,498,649	5,444,076	4.4	4.3

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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

who listened to HUBBARD RADIO in the past 7 days	476,155	23.9%
CHICAGO	1,580,286	21.5%

Drank Past 30-days: Adults 18 or older



	who listened to HUBBARD RADIO in the past 7 days		CHICAGO	
Liquor	1,064,631	53.5%	3,518,122	47.9%
Any Type of Beer	1,010,485	50.8%	3,160,740	43.0%
Wine	805,098	40.4%	2,592,345	35.3%
Imported Beer	529,933	26.6%	1,815,628	24.7%
Domestic Light Beer	582,072	29.2%	1,716,382	23.4%
Domestic Regular Beer	482,045	24.2%	1,608,885	21.9%
Microbrew / Craft Beer	257,142	12.9%	770,732	10.5%

Past 12 months Casino Activities: Adults 18 or older



	who listened to HUBBARD RADIO in the past 7 days		CHICAGO	
Slot Machines	476,643	23.9%	1,490,712	20.3%
Table Games (Craps, Poker, etc.)	268,602	13.5%	678,383	9.2%
Upscale Restaurant	158,391	8.7%	479,763	6.5%
Bar / Nightclub	173,841	8.0%	479,742	6.5%
Sports Betting	129,728	6.5%	345,549	4.7%
Stage Show / Concert	93,991	4.7%	299,061	4.1%
Other Gambling	63,020	3.2%	161,15	2.2%
Spa	29,809	1.5%	120,5	1.6%

Casinos visited past 12 months: Yes	
31.1%	26.0%
619,527	1,909,390

Used Past 30-days: Adults 18 or older



CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 919

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(Radio Stations: WDRV-FM OR Radio Stations: WTBC-FM OR Radio Stations: WTMX-FM)

12.5% or 920,291 of CHICAGO Metro Adults 18 or older listened to WDRV-FM in the past 7 days.
Adults 18 or older who listened to WDRV-FM in the past 7 days are 3.% more likely to use QSRs past mo., 1.8% less likely to use Sit-Down Restaurants past mo., 30.% more likely to use Casinos past yr., 41.4% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:

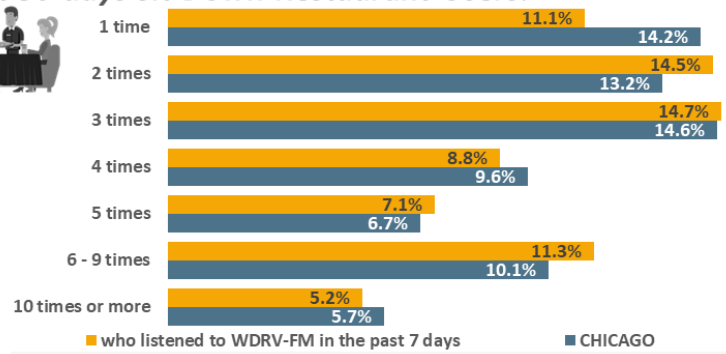


Avg. Monthly QSR Meals:



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





Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:

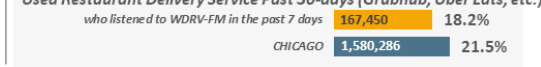


Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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

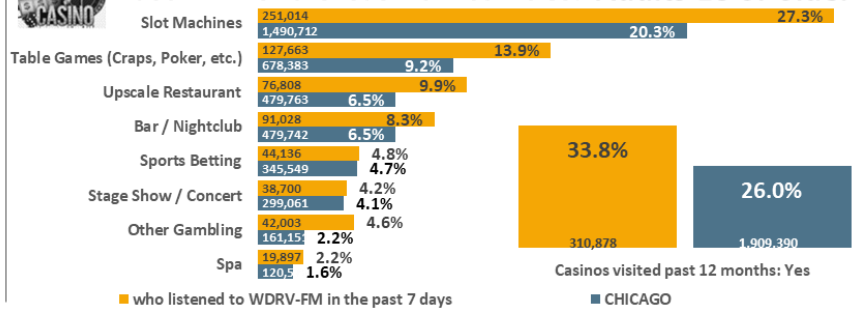


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 471

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8.1% or 593,512 of CHICAGO Metro Adults 18 or older listened to WTBC-FM in the past 7 days.
Adults 18 or older who listened to WTBC-FM in the past 7 days are 5.4% more likely to use QSRs past mo., 8.4% more likely to use Sit-Down Restaurants past mo., 8.1% more likely to use Casinos past yr., 5.7% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:

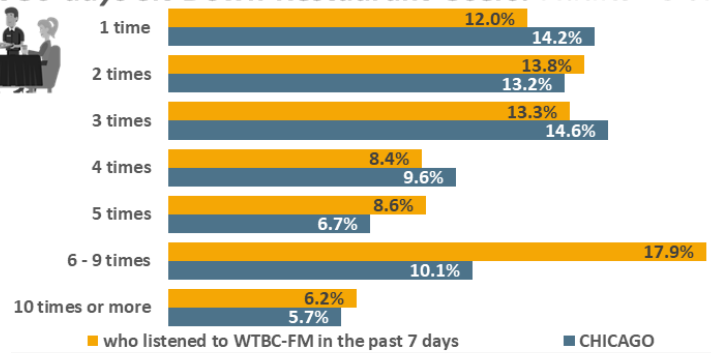


Avg. Monthly QSR Meals:



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





Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:

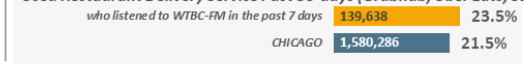


Top-10 Cuisines: Adults 18 or older

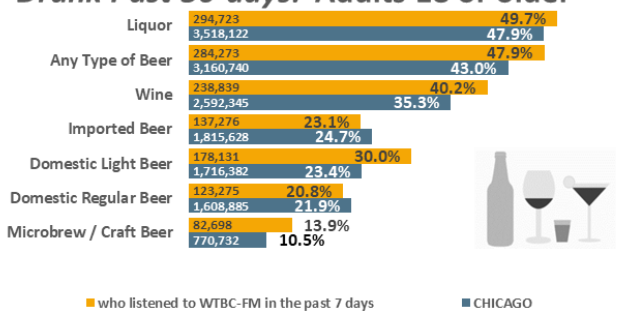
(Sit-Down Restaurants Used Past 30-days)



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

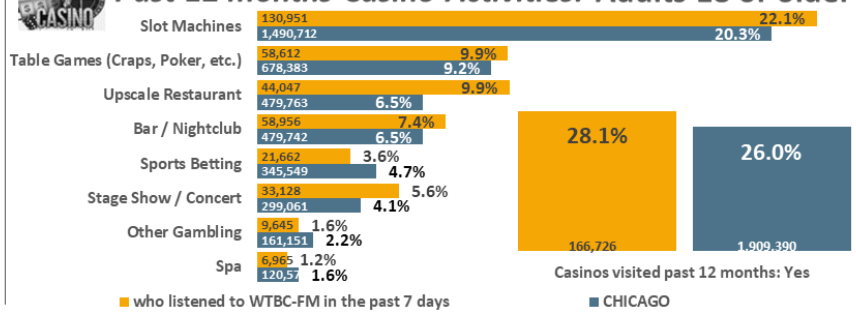


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 286

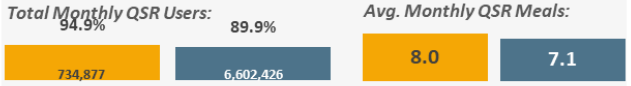
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10.5% or 774,480 of CHICAGO Metro Adults 18 or older listened to WTMX-FM in the past 7 days.
Adults 18 or older who listened to WTMX-FM in the past 7 days are 5.6% more likely to use QSRs past mo., 5.7% more likely to use Sit-Down Restaurants past mo., 23.8% more likely to use Casinos past yr., 27.1% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:

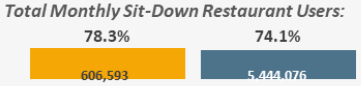


Avg. Monthly QSR Meals:

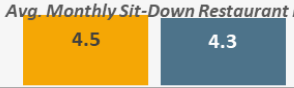
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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

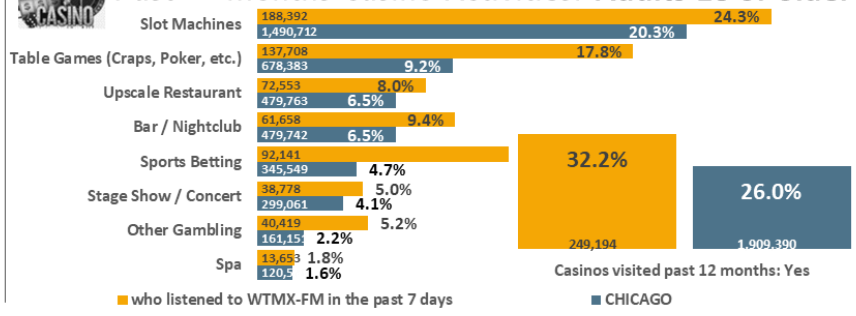


Drank Past 30-days: Adults 18 or older



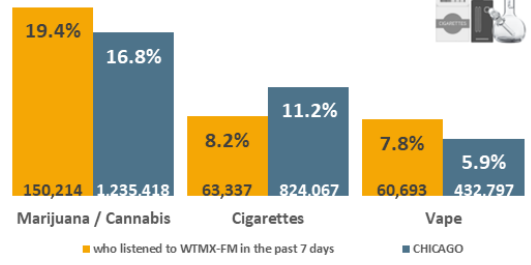
Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older





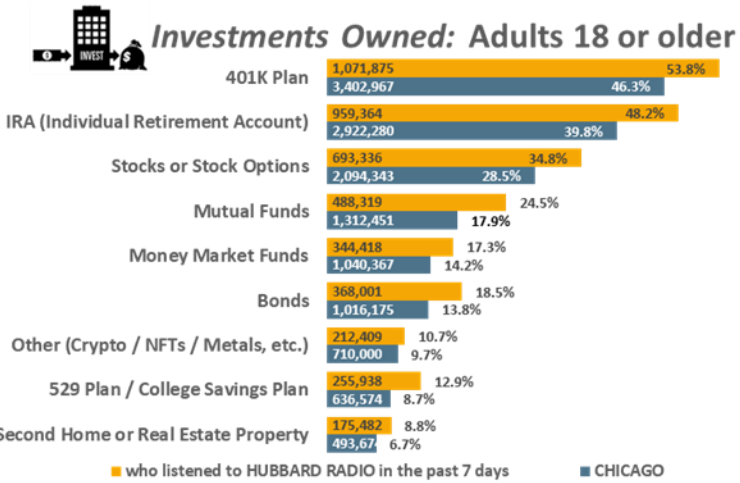
CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 314

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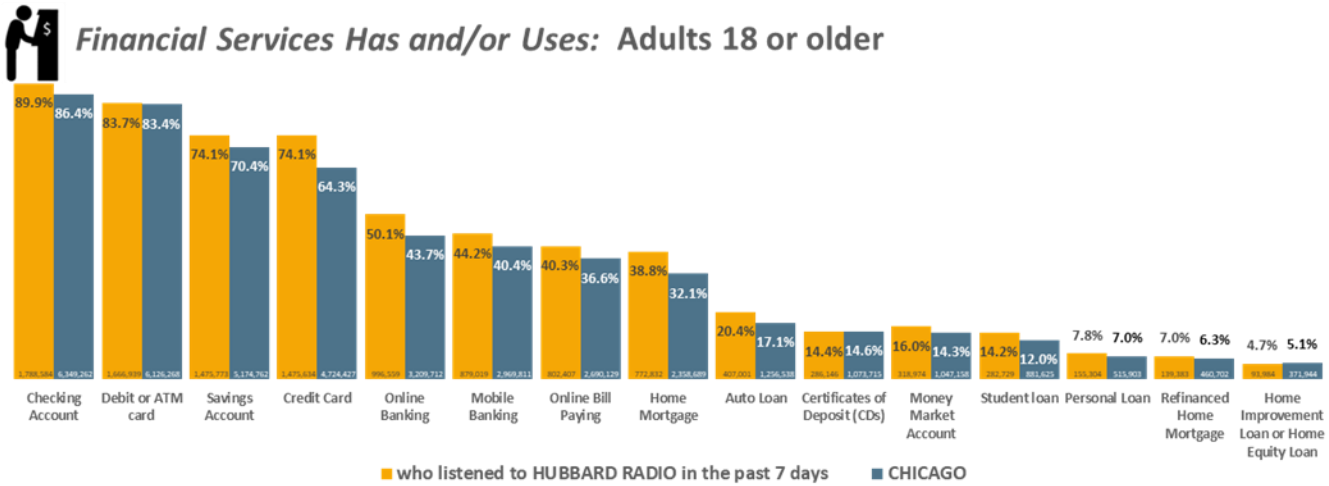
HUBBARD RADIO

27.1% or 1,990,503 of CHICAGO Metro Adults 18 or older listened to HUBBARD RADIO in the past 7 days. Adults 18 or older who listened to HUBBARD RADIO in the past 7 days are 16.3% more likely to have a 401K, 19.6% more likely to have an Auto Loan, 19.4% more likely to Invest/Trade Stocks Online, 3.9% less likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



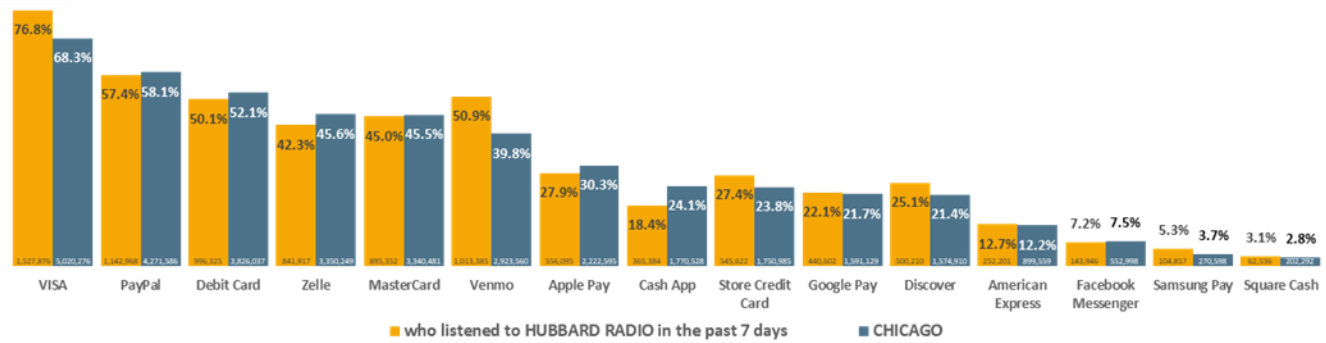
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



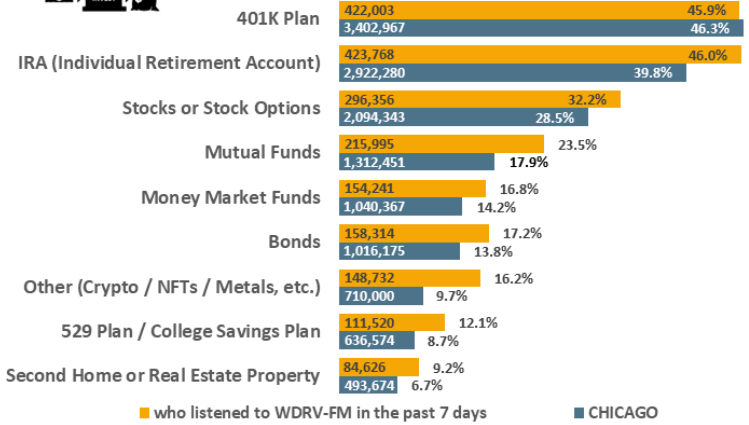
CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 919

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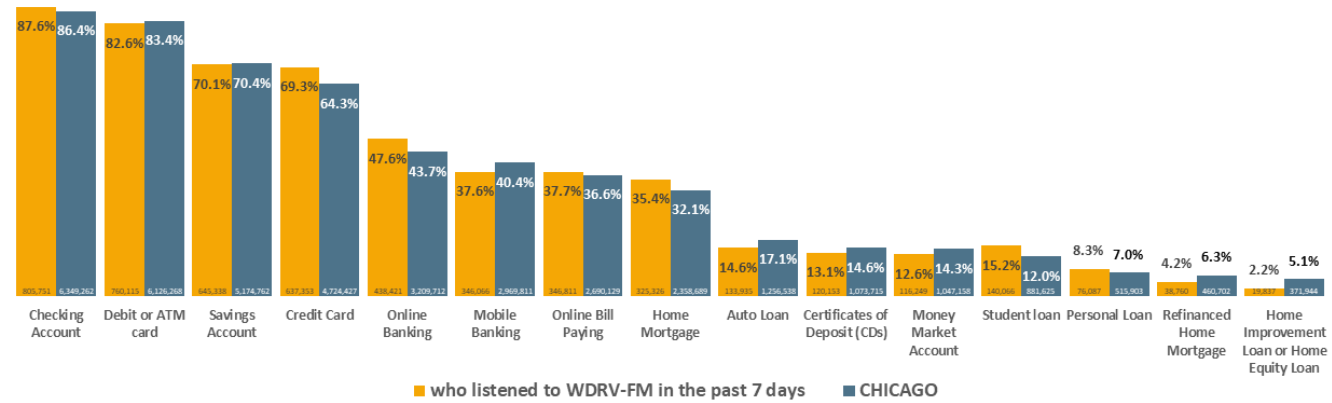
(Radio Stations: WDRV-FM OR Radio Stations: WTBC-FM OR Radio Stations: WTMX-FM)

12.5% or 920,291 of CHICAGO Metro Adults 18 or older listened to WDRV-FM in the past 7 days.
Adults 18 or older who listened to WDRV-FM in the past 7 days are 1.% less likely to have a 401K, 14.9% less likely to have an Auto Loan, 12.3% more likely to Invest/Trade Stocks Online, 10.8% less likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



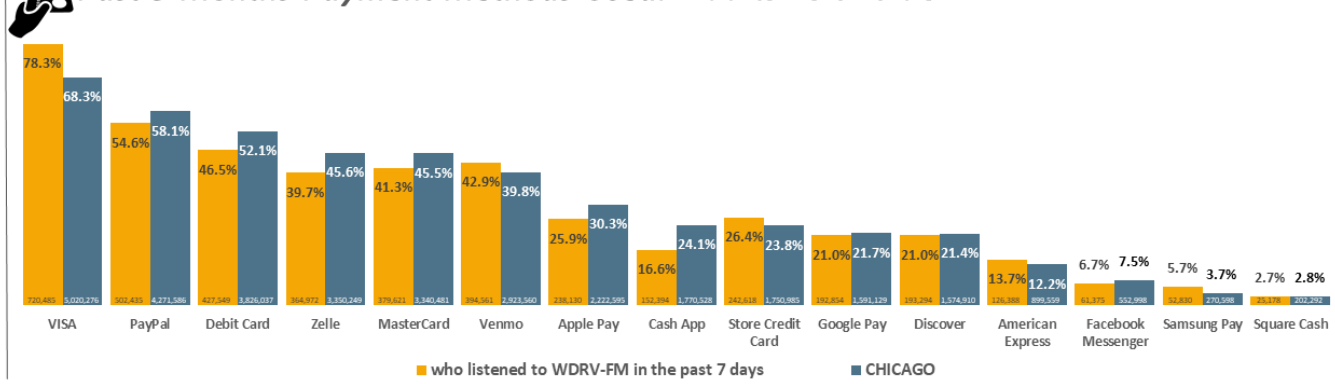
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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

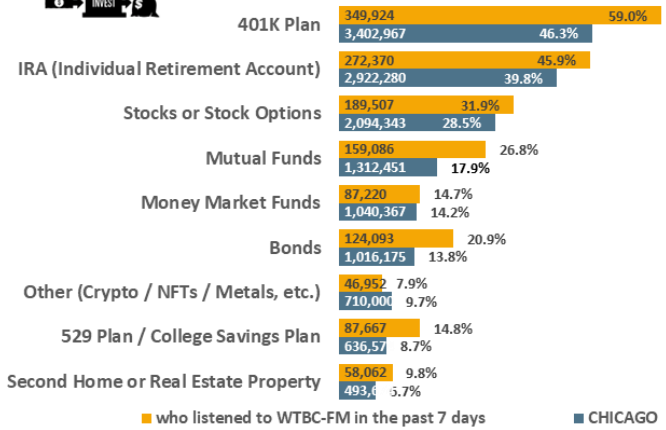


CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 471

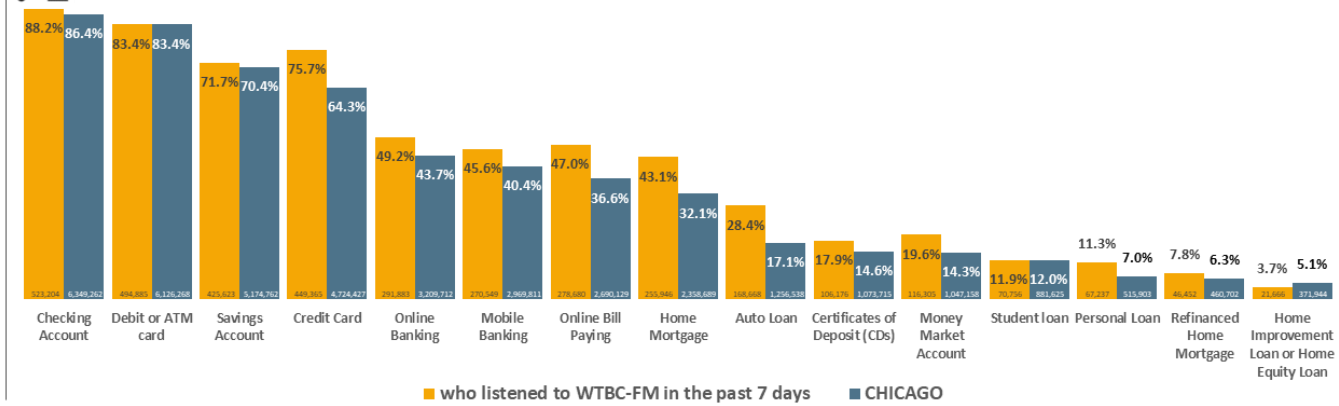
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8.1% or 593,512 of CHICAGO Metro Adults 18 or older listened to WTBC-FM in the past 7 days.
Adults 18 or older who listened to WTBC-FM in the past 7 days are 27.3% more likely to have a 401K, 66.2% more likely to have an Auto Loan, 20.3% more likely to Invest/Trade Stocks Online, 7.% less likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



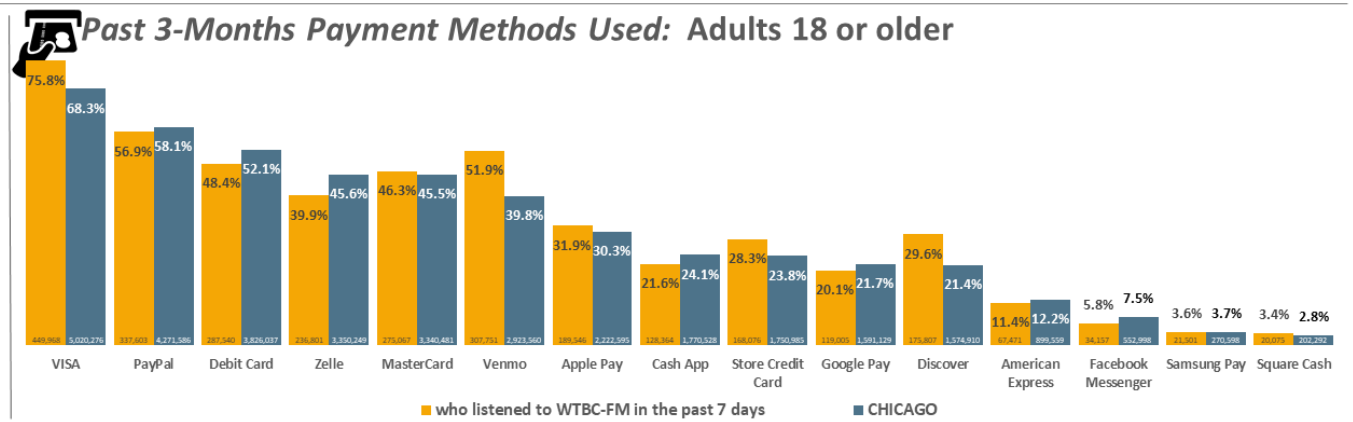
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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

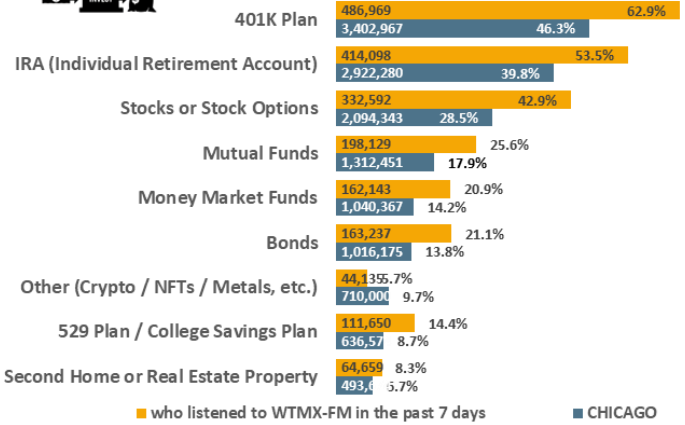


CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 286

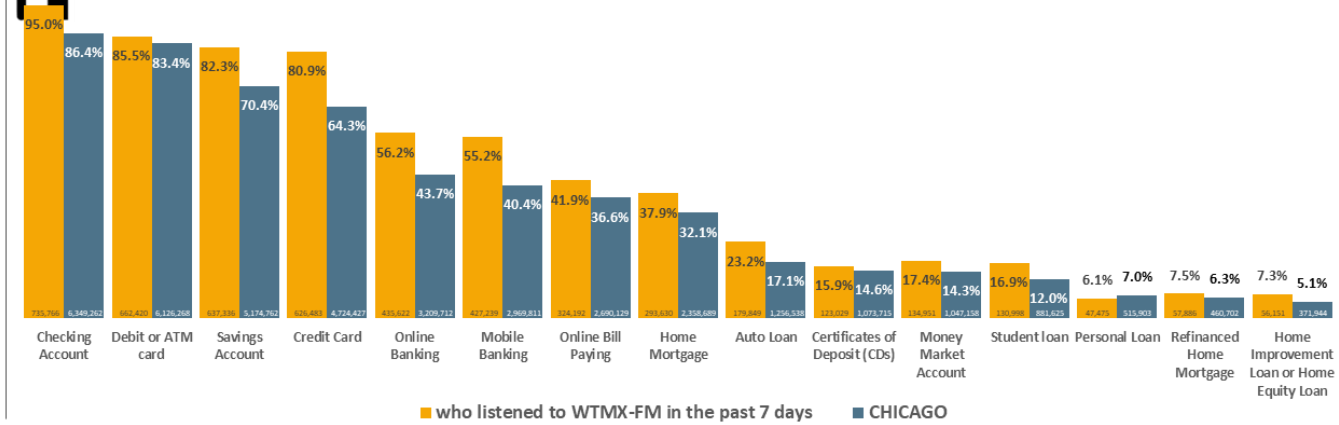
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10.5% or 774,480 of CHICAGO Metro Adults 18 or older listened to WTMX-FM in the past 7 days.
Adults 18 or older who listened to WTMX-FM in the past 7 days are 35.7% more likely to have a 401K, 35.8% more likely to have an Auto Loan, 47.2% more likely to Invest/Trade Stocks Online, 12.5% more likely to pay with their Debit Card.

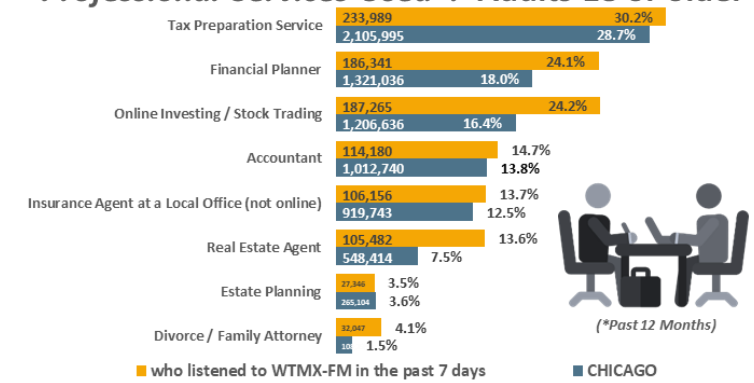
Investments Owned: Adults 18 or older



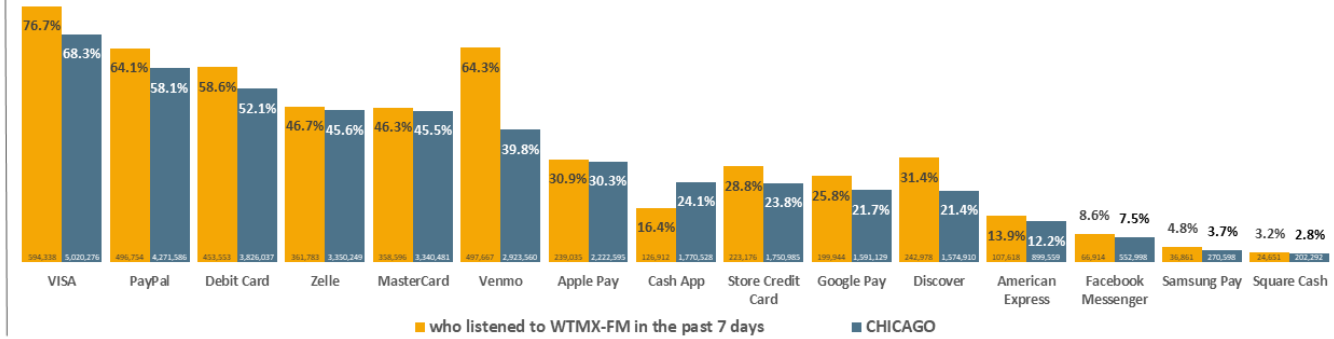
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



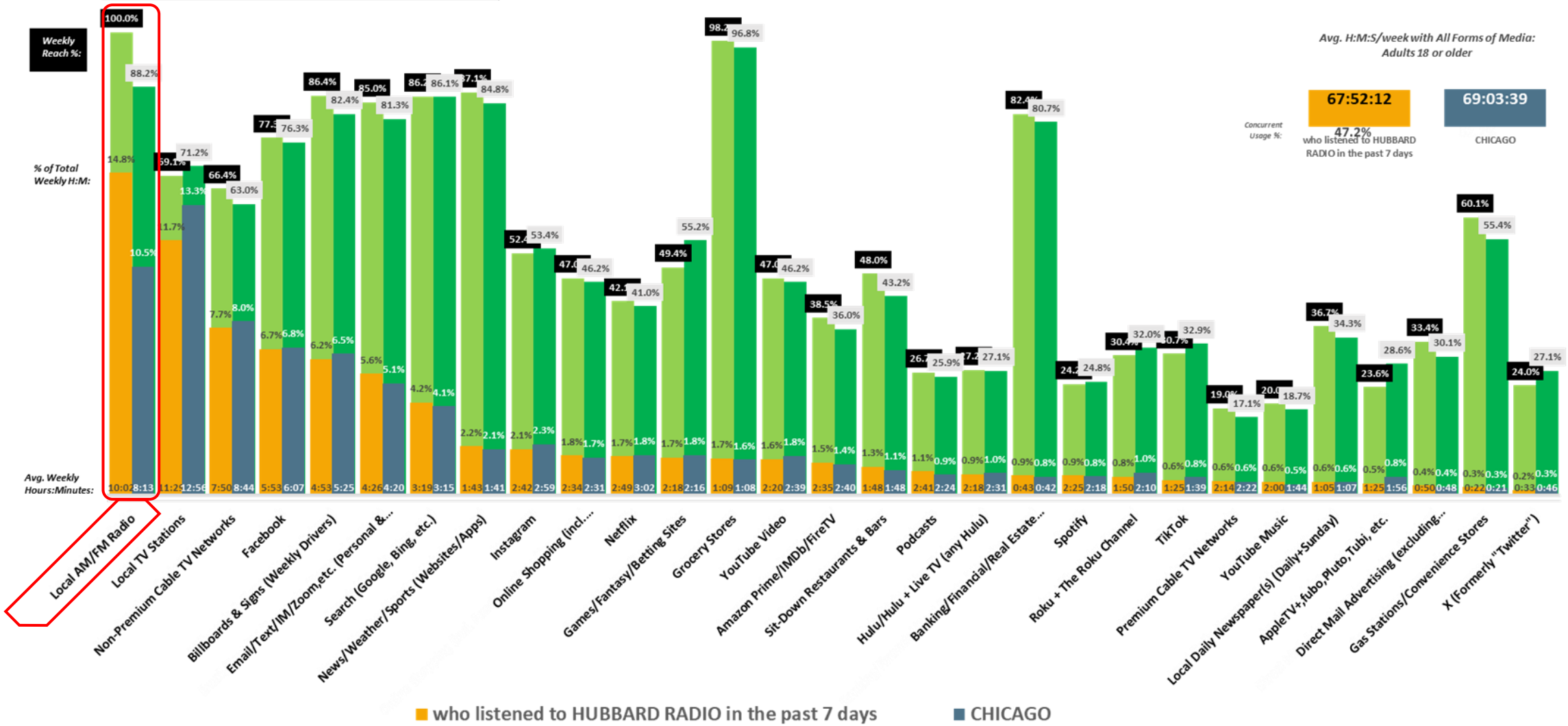
CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 314

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HUBBARD RADIO

Adults 18 or older who listened to HUBBARD RADIO in the past 7 days spend an average of 2 days, 19 hours, 52 minutes and 12 seconds each week with All Forms of Media.

100.% of Adults 18 or older who listened to HUBBARD RADIO in the past 7 days spend an avg. of 10 hours and 2 minutes each week listening to All Local AM/FM Radio, representing 14.8% of total time spent with all forms of Media.



CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 919 CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 3,379

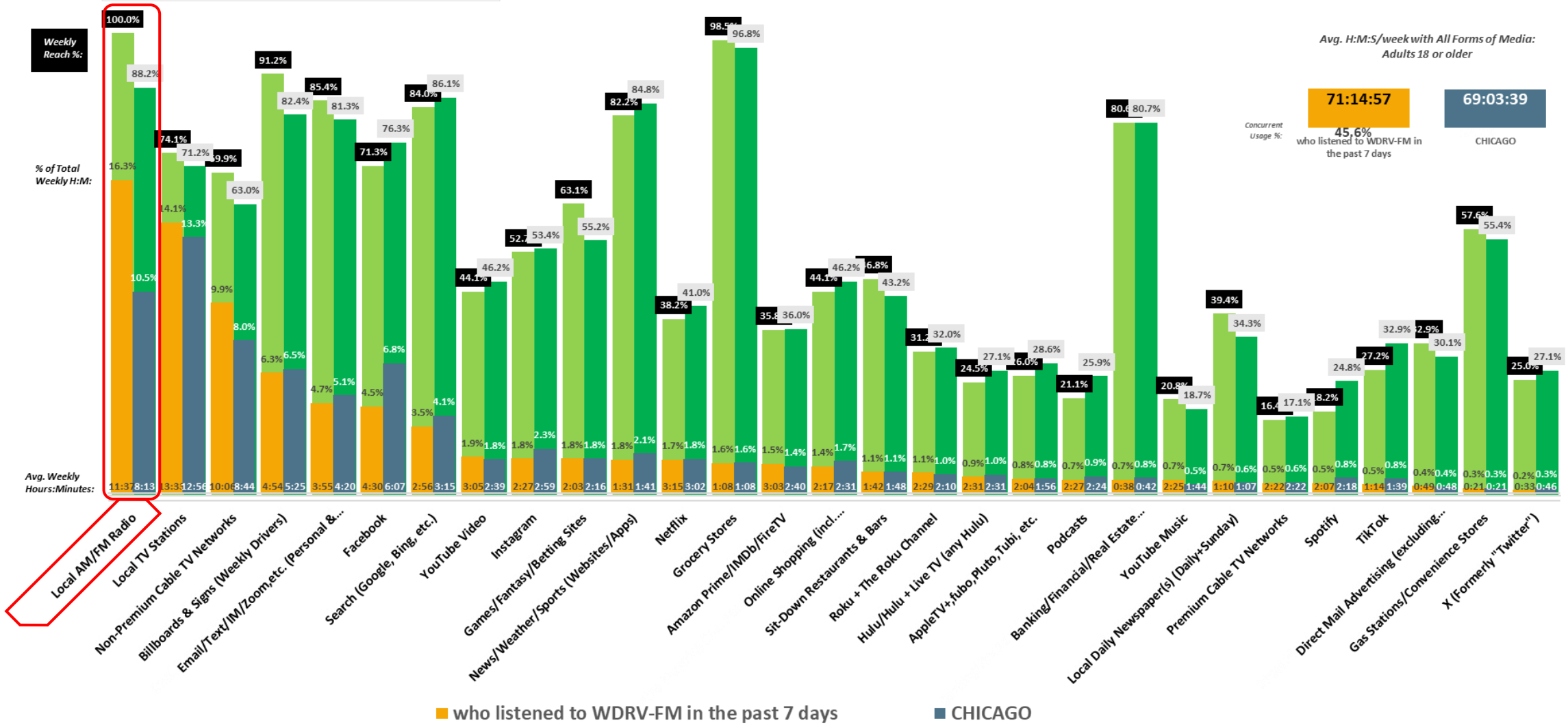
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(Radio Stations: WDRV-FM OR Radio Stations: WTBC-FM OR Radio Stations: WTMX-FM)

Adults 18 or older who listened to WDRV-FM in the past 7 days spend an average of 2 days, 23 hours, 14 minutes and 57 seconds each week with All Forms of Media.

100.% of Adults 18 or older who listened to WDRV-FM in the past 7 days spend an avg. of 11 hours and 37 minutes each week listening to All Local AM/FM Radio, representing 16.3% of total time spent with all forms of Media.



CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 471 CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 3,379

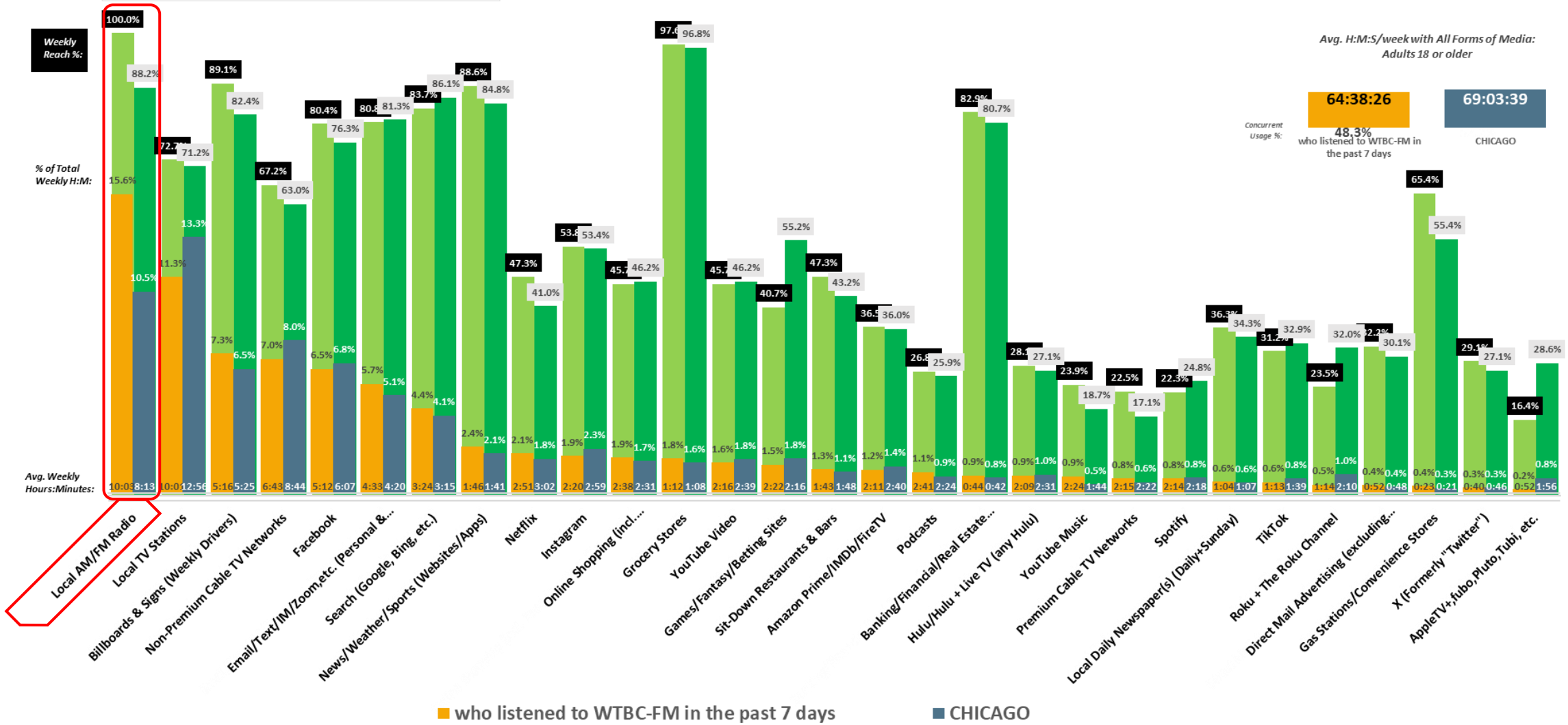
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Radio Stations: WDRV-FM

Adults 18 or older who listened to WTBC-FM in the past 7 days spend an average of 2 days, 16 hours, 38 minutes and 26 seconds each week with All Forms of Media.

100.% of Adults 18 or older who listened to WTBC-FM in the past 7 days spend an avg. of 10 hours and 3 minutes each week listening to All Local AM/FM Radio, representing 15.6% of total time spent with all forms of Media.



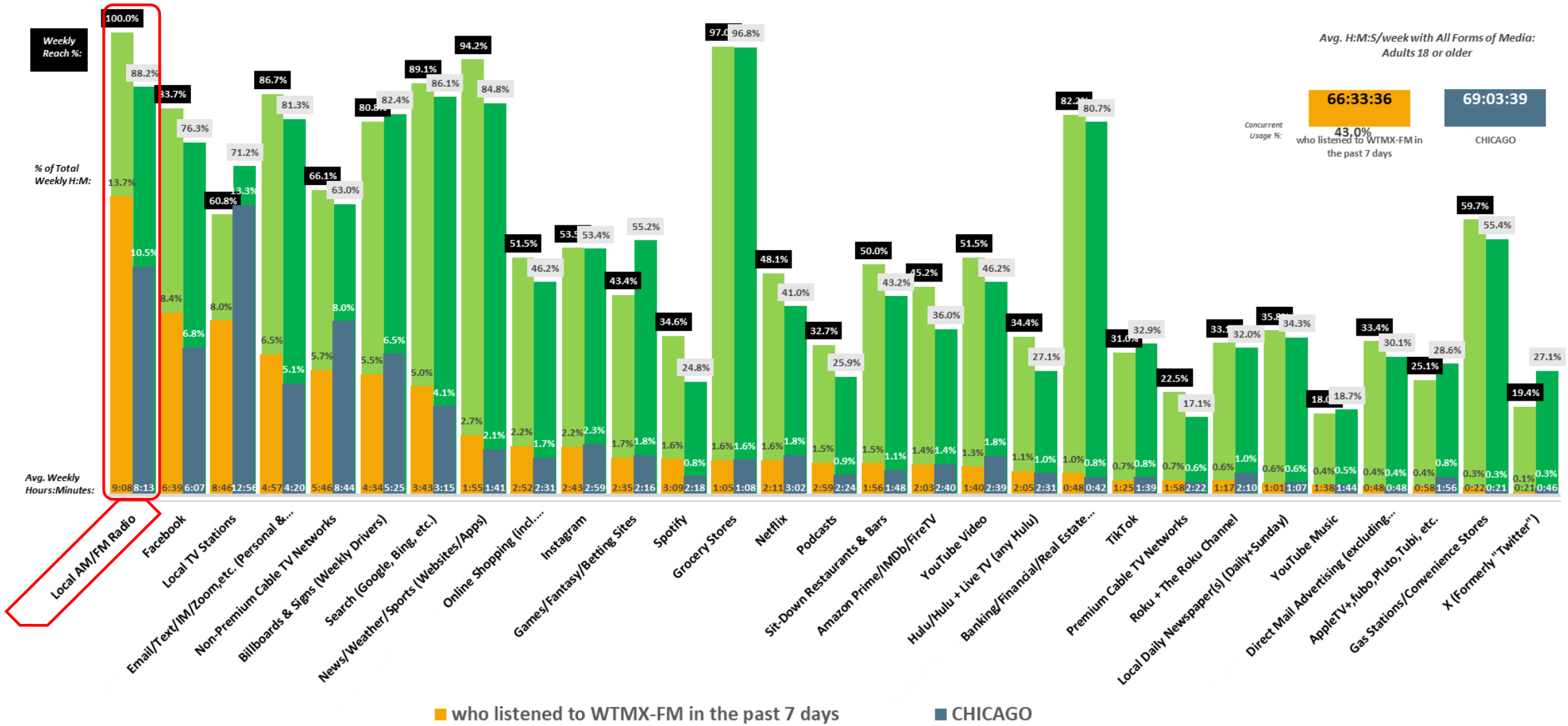
CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 286 CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 3,379

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Adults 18 or older who listened to WTMX-FM in the past 7 days spend an average of 2 days, 18 hours, 33 minutes and 36 seconds each week with All Forms of Media.

100.% of Adults 18 or older who listened to WTMX-FM in the past 7 days spend an avg. of 9 hours and 8 minutes each week listening to All Local AM/FM Radio, representing 13.7% of total time spent with all forms of Media.



CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 314 CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 3,379

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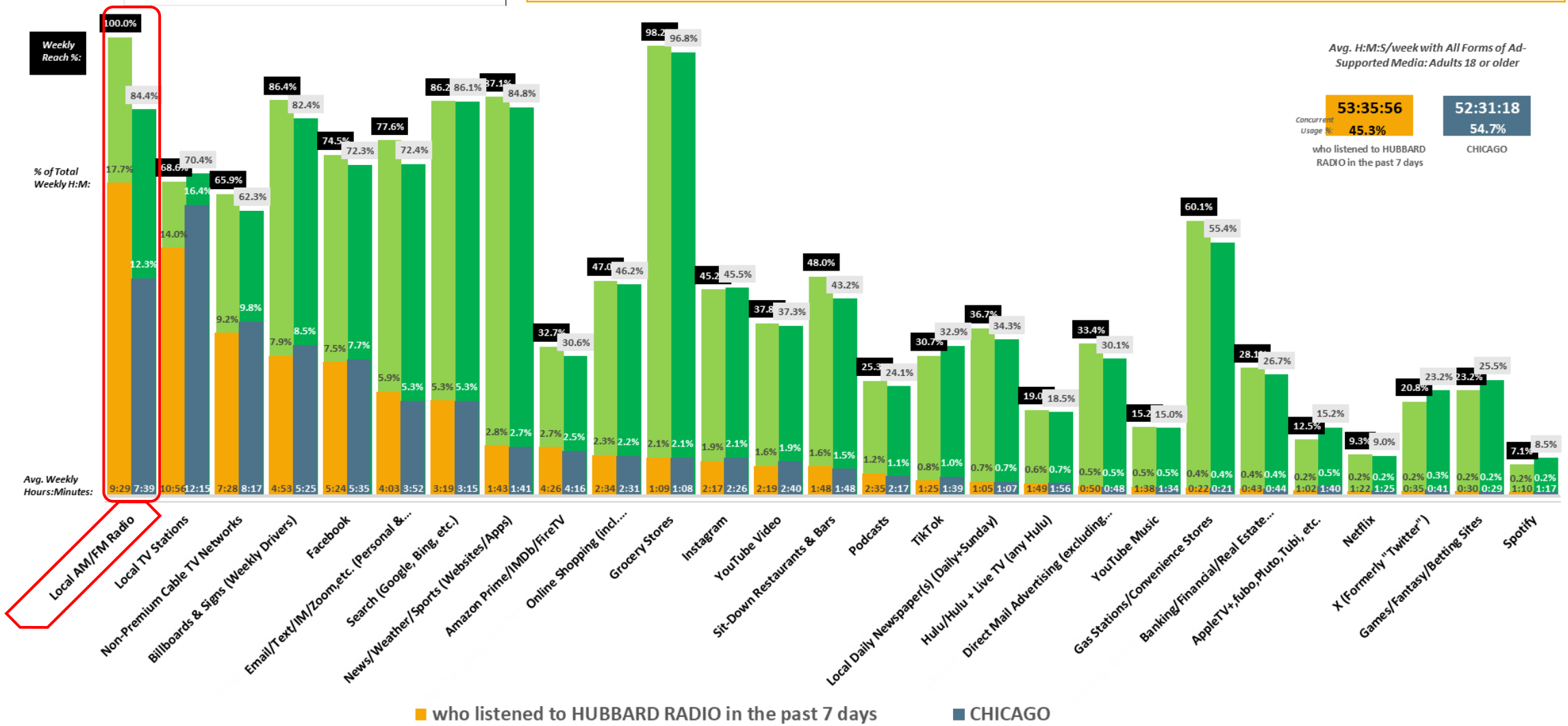
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Radio Stations: WTMX-FM

HUBBARD RADIO

Adults 18 or older who listened to HUBBARD RADIO in the past 7 days spend an average of 2 days, 5 hours, 35 minutes and 56 seconds each week with All Forms of Ad-Supported Media.

100.% of Adults 18 or older who listened to HUBBARD RADIO in the past 7 days spend an avg. of 9 hours and 29 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 17.7% of total time spent with all forms of Ad-Supported Media.



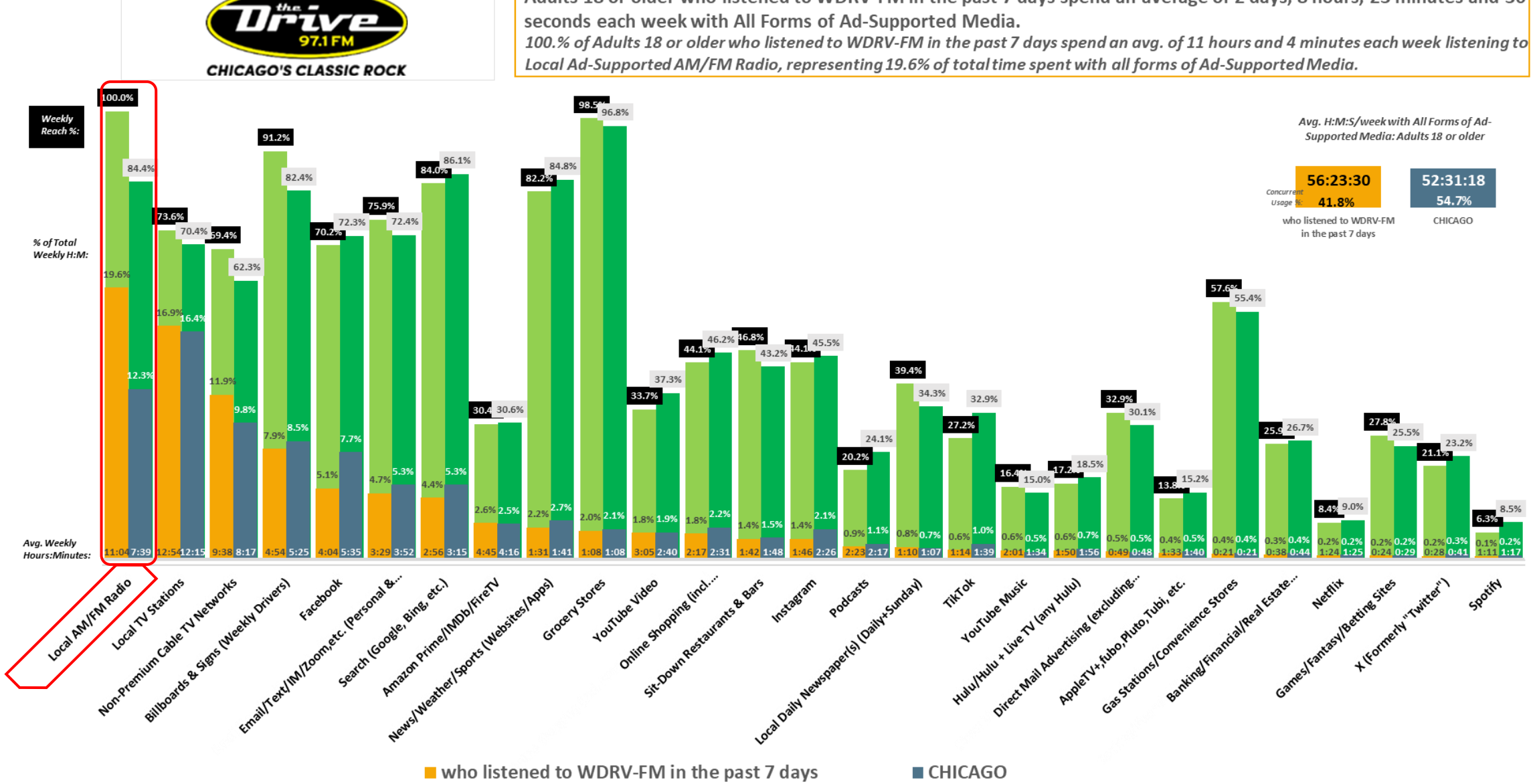
CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 919 CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 3,379

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(Radio Stations: WDRV-FM OR Radio Stations: WTBC-FM OR Radio Stations: WTMX-FM)



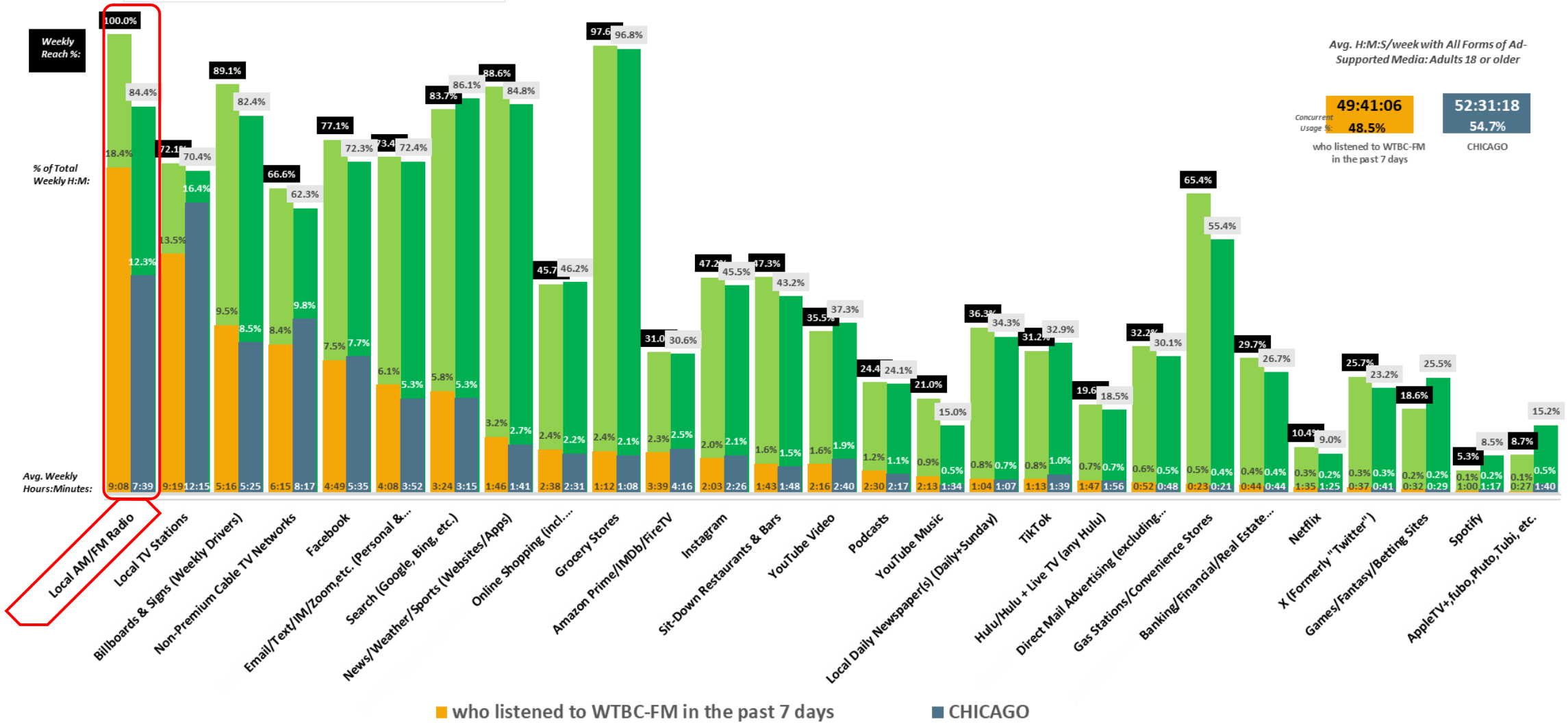
CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 471 CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 3,379
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Radio Stations: WDRV-FM

Adults 18 or older who listened to WTBC-FM in the past 7 days spend an average of 2 days, 1 hours, 41 minutes and 6 seconds each week with All Forms of Ad-Supported Media.

100.% of Adults 18 or older who listened to WTBC-FM in the past 7 days spend an avg. of 9 hours and 8 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 18.4% of total time spent with all forms of Ad-Supported Media.



CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 286 CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 3,379

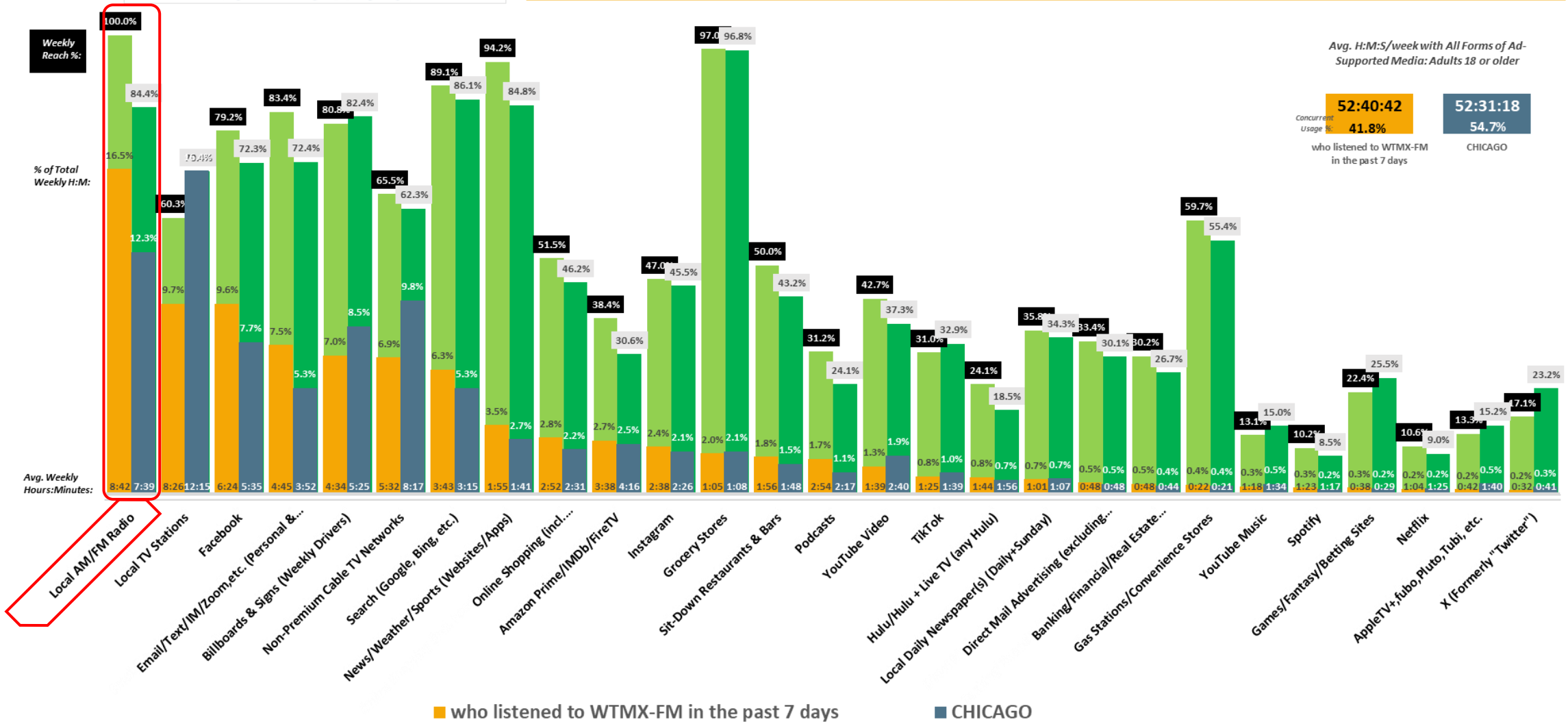
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Radio Stations: WTBC-FM

Adults 18 or older who listened to WTMX-FM in the past 7 days spend an average of 2 days, 4 hours, 40 minutes and 42 seconds each week with All Forms of Ad-Supported Media.

100.% of Adults 18 or older who listened to WTMX-FM in the past 7 days spend an avg. of 8 hours and 42 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 16.5% of total time spent with all forms of Ad-Supported Media.



CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 314 CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 3,379

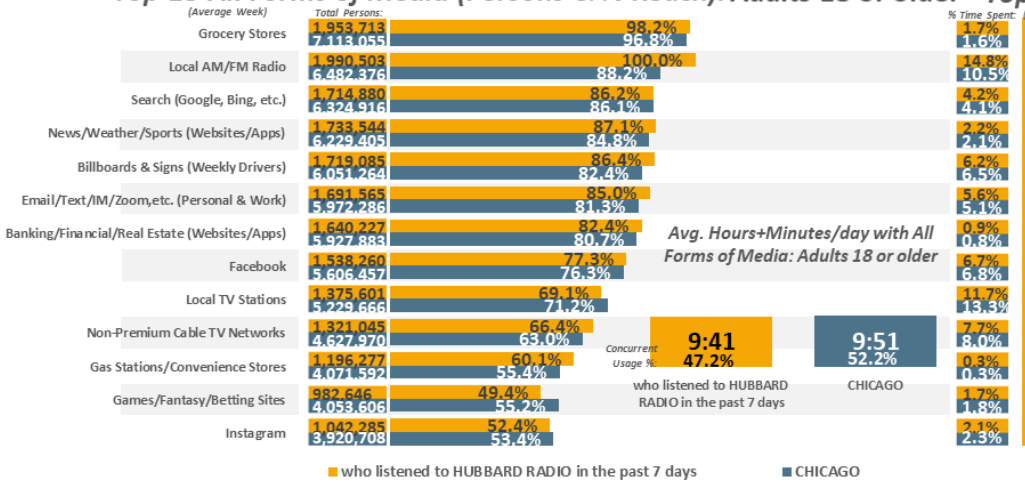
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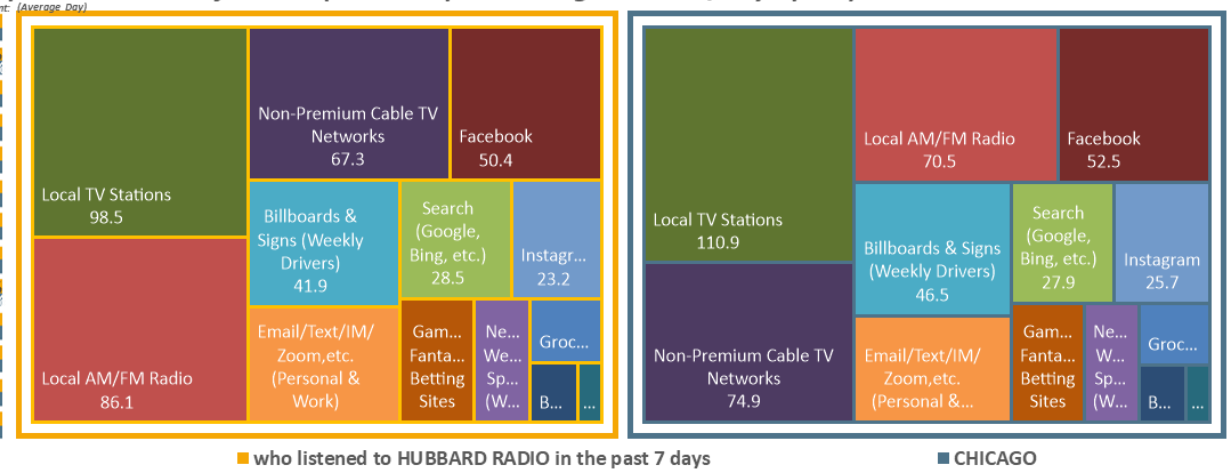
Radio Stations: WTMX-FM

Adults 18 or older who listened to HUBBARD RADIO in the past 7 days spend an average of 7 hours and 39 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 81.3 minutes/day. *(Local Radio delivers 17.7% of Time with Ad-Supported Media.)*

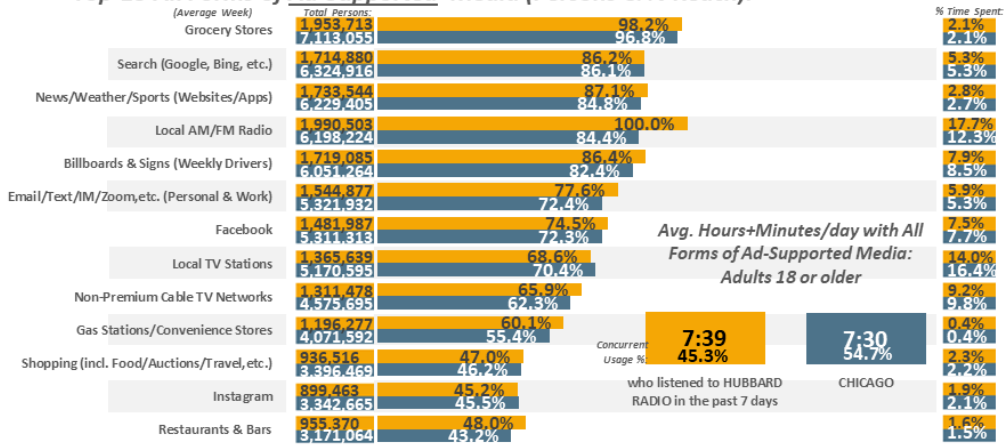
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



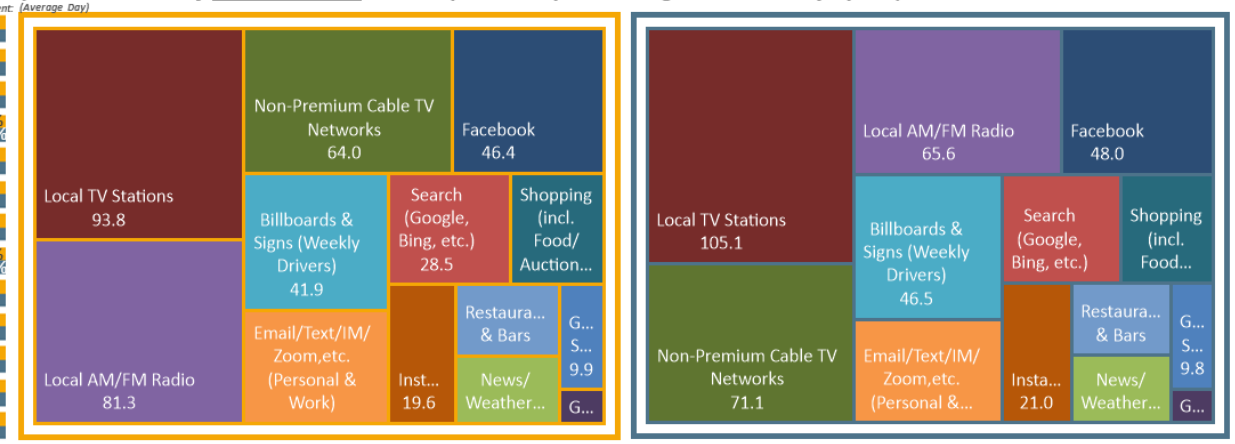
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 919

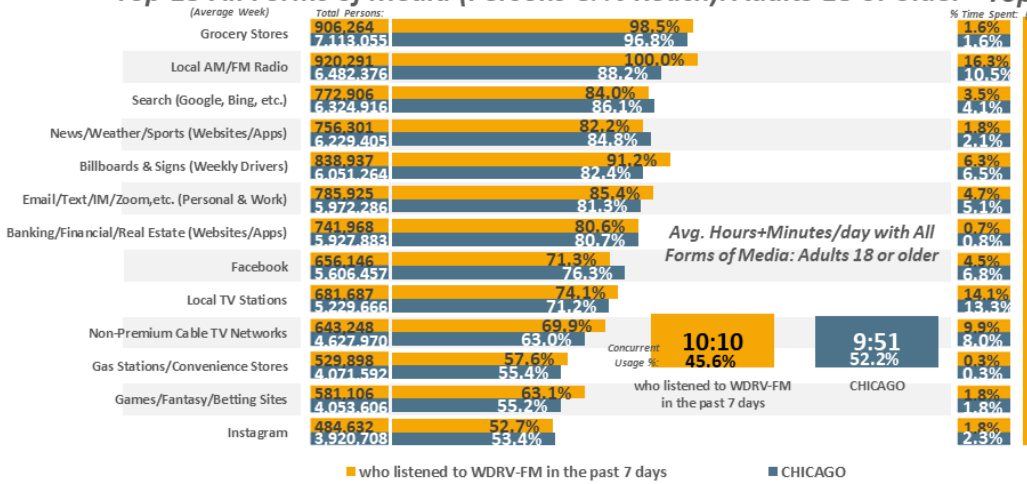
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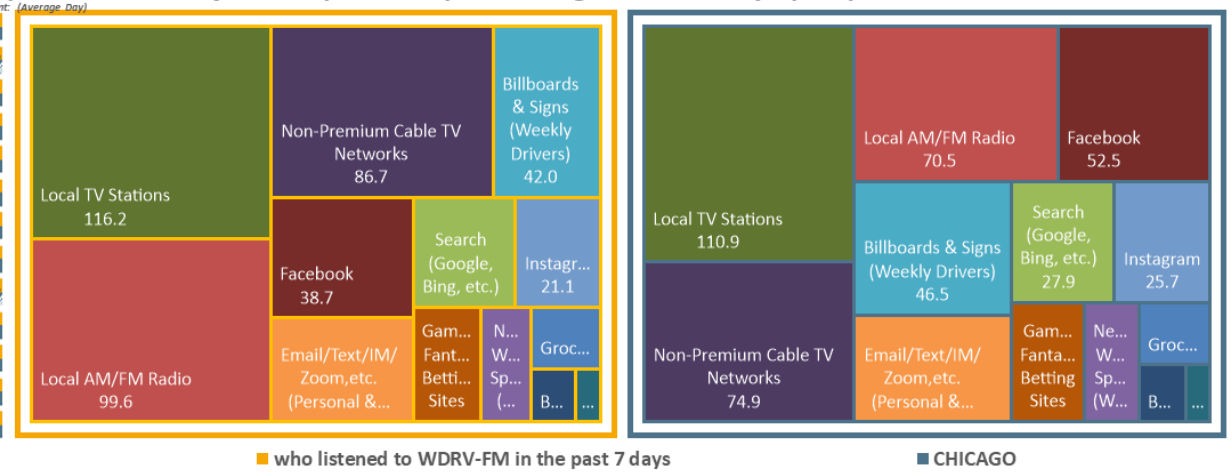
(Radio Stations: WDRV-FM OR Radio Stations: WTBC-FM OR Radio Stations: WTMX-FM)

Adults 18 or older who listened to WDRV-FM in the past 7 days spend an average of 8 hours and 3 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 95. minutes/day. *(Local Radio delivers 19.6% of Time with Ad-Supported Media.)*

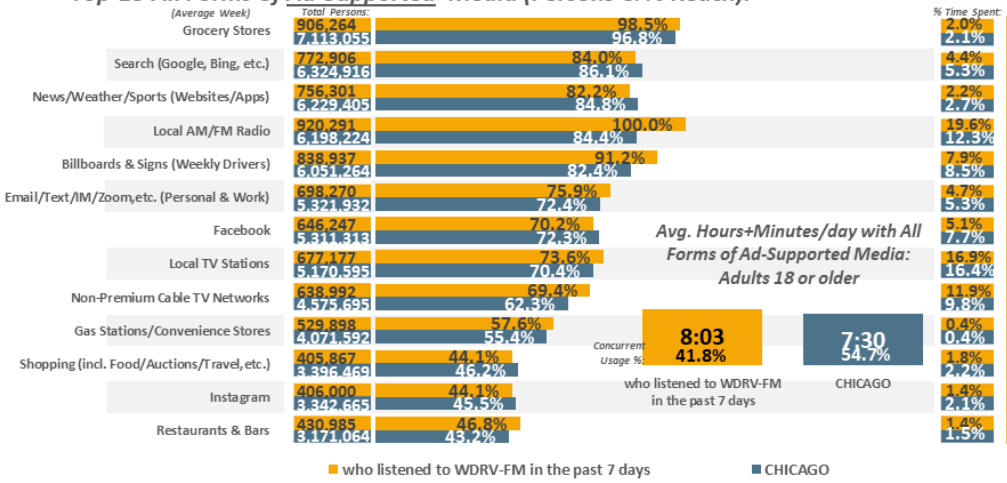
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



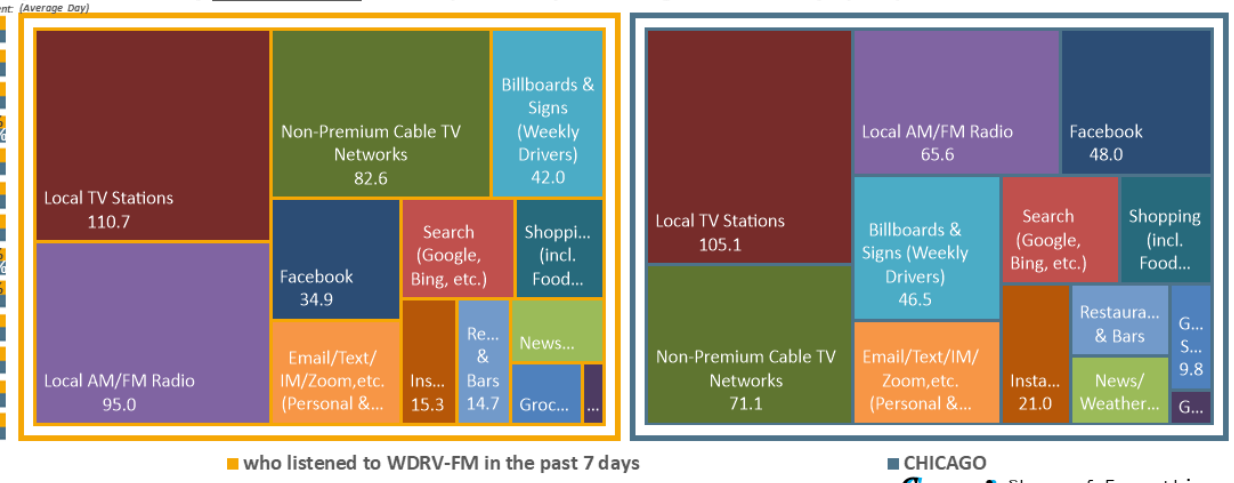
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



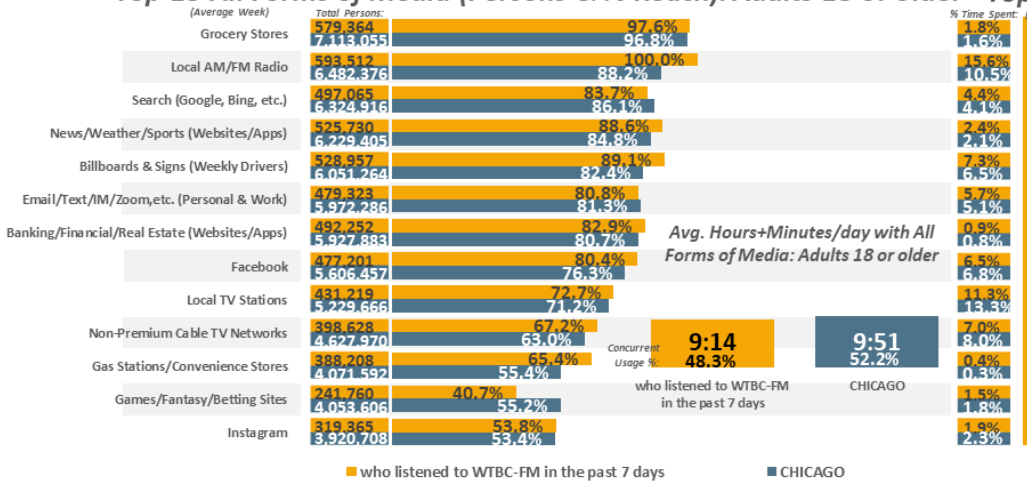
CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 471

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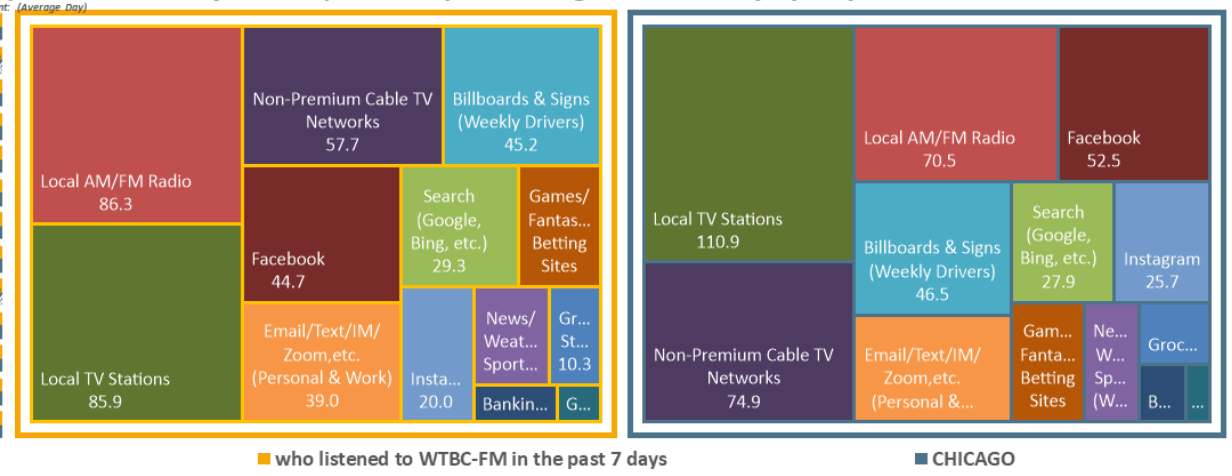
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Adults 18 or older who listened to WTBC-FM in the past 7 days spend an average of 7 hours and 5 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 78.4 minutes/day. *(Local Radio delivers 18.4% of Time with Ad-Supported Media.)*

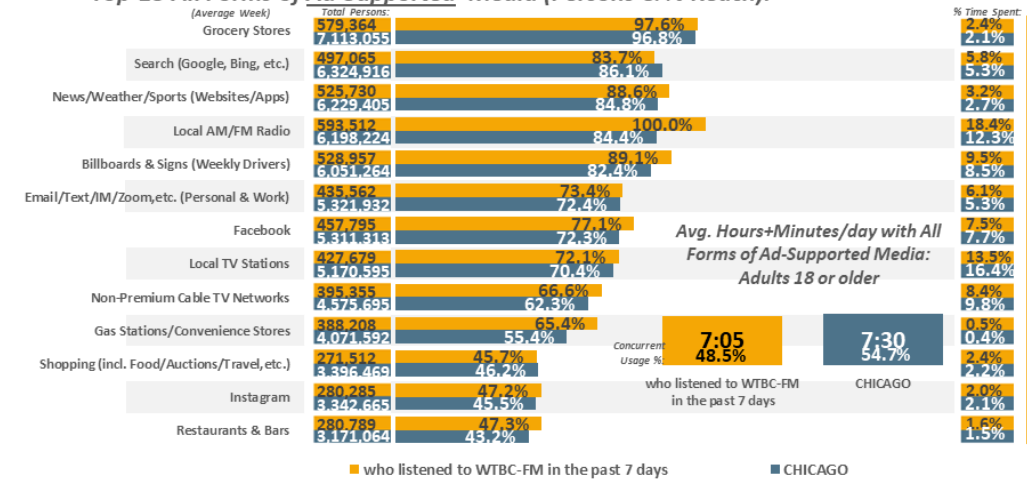
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



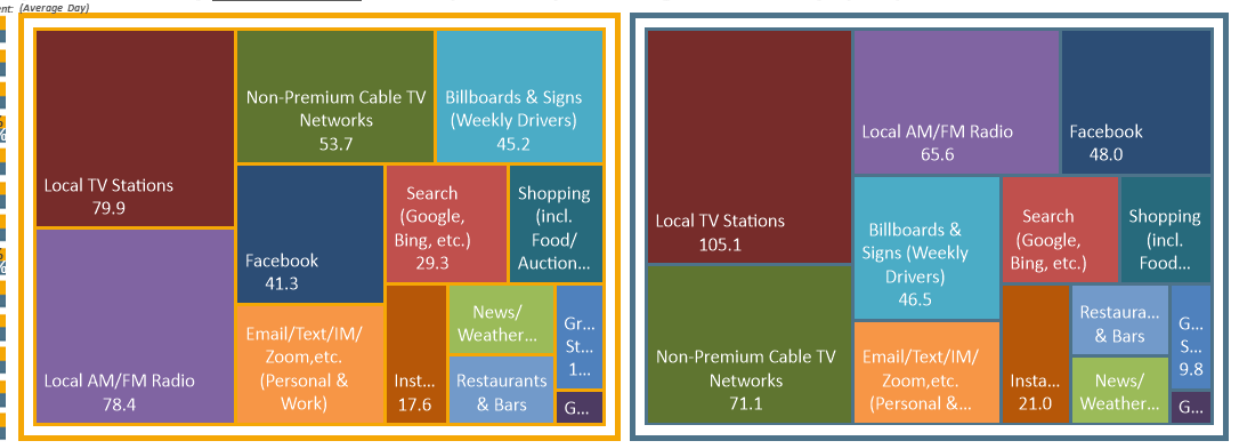
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 286

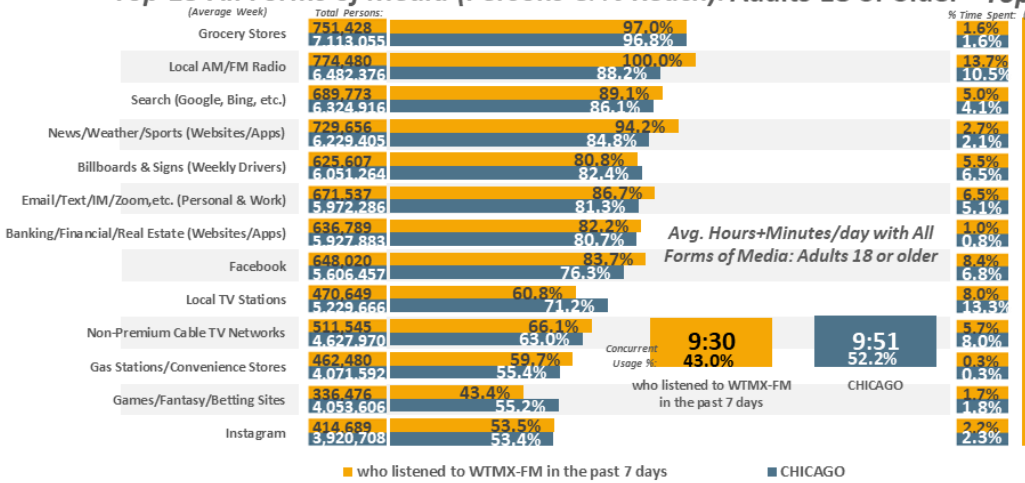
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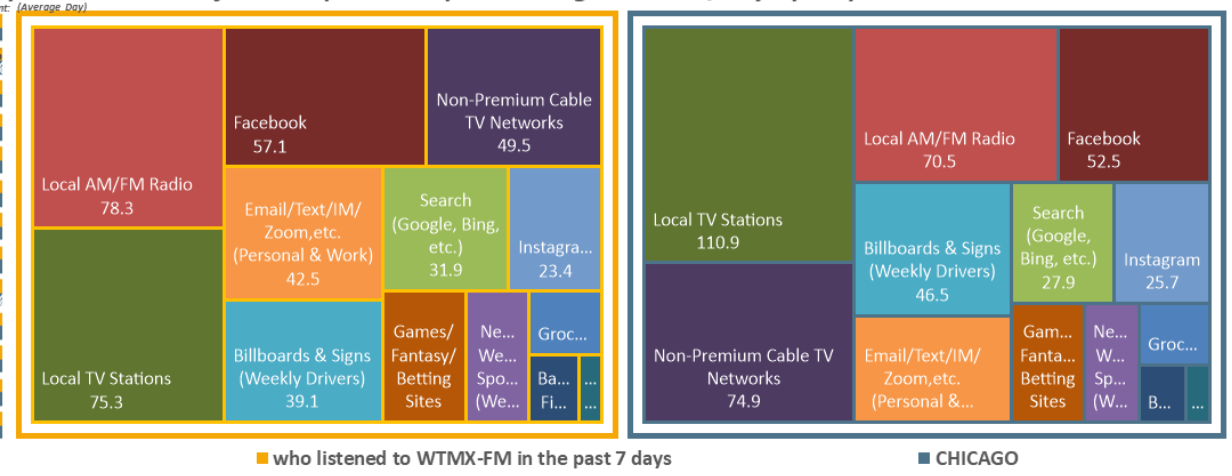
Radio Stations: WTBC-FM

Adults 18 or older who listened to WTMX-FM in the past 7 days spend an average of 7 hours and 31 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 74.6 minutes/day. *(Local Radio delivers 16.5% of Time with Ad-Supported Media.)*

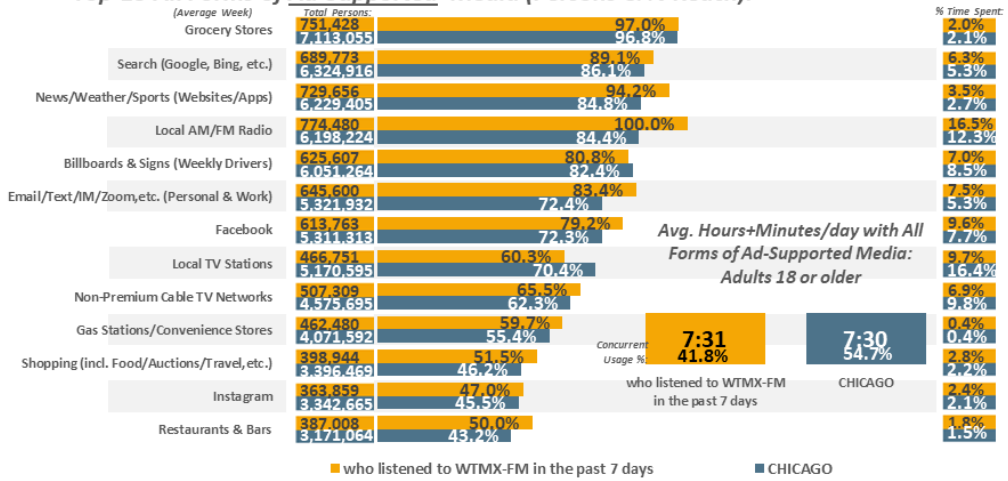
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



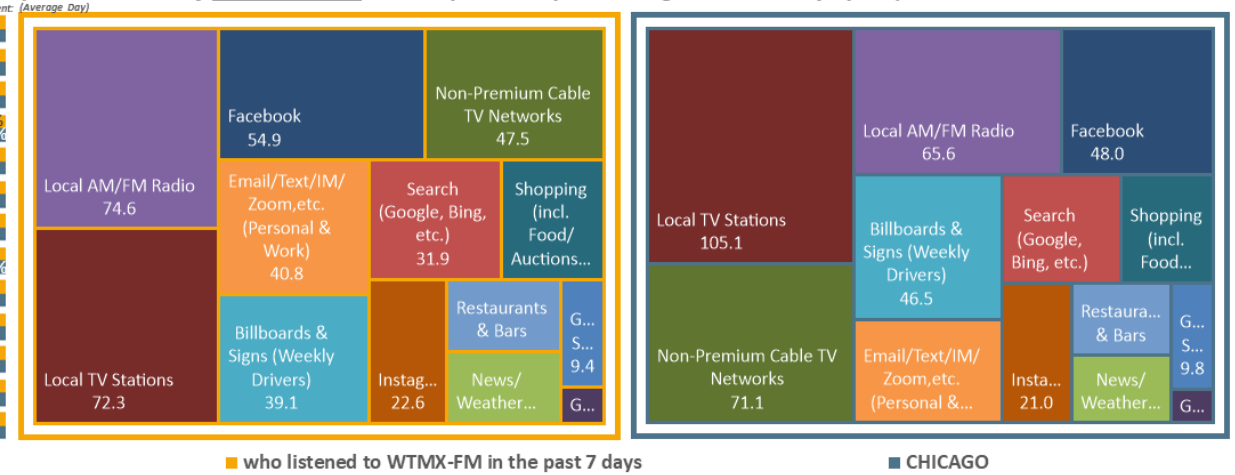
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 314

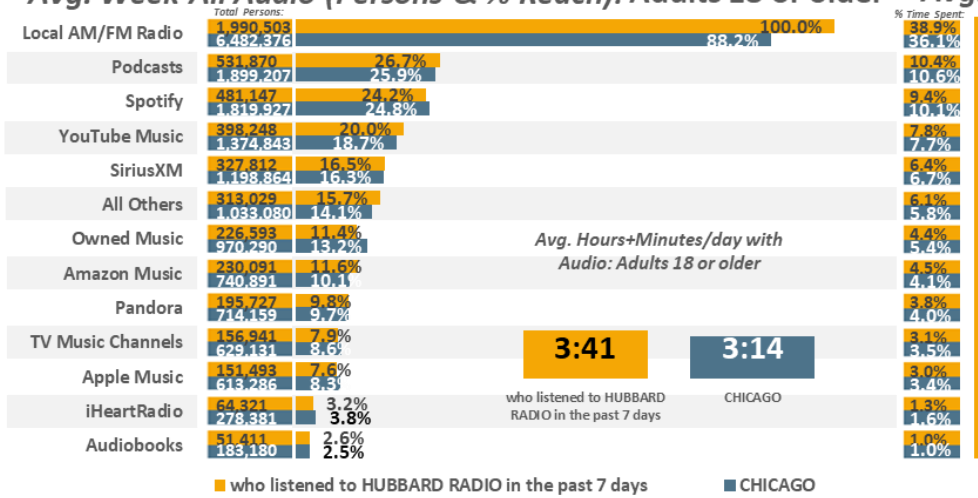
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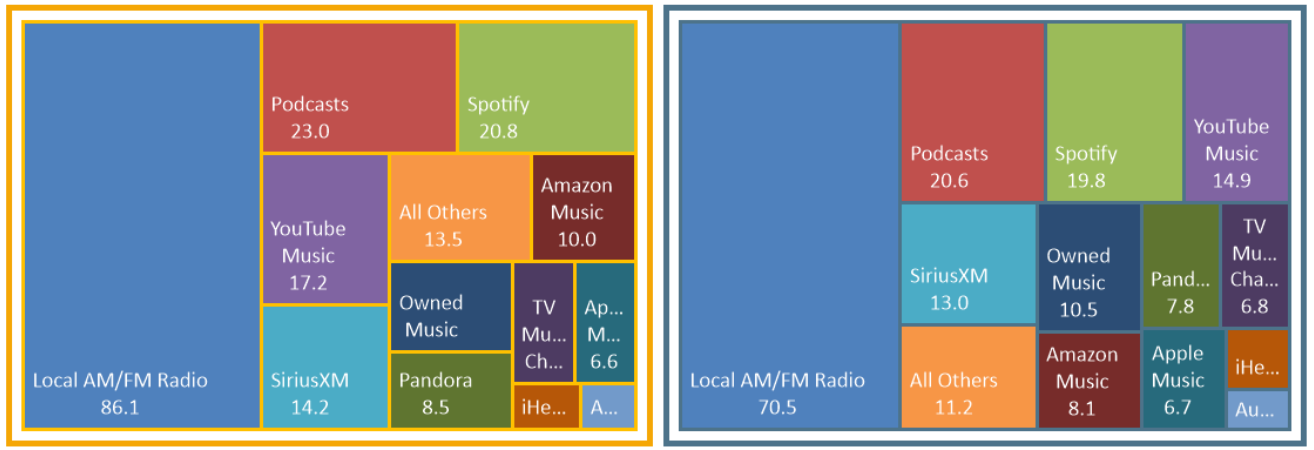
Radio Stations: WTMX-FM

1,990,503 or 100.% of Adults 18 or older who listened to HUBBARD RADIO in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 81.3 minutes every day representing 49.5% of all time spent daily with Ad-Supported Audio.

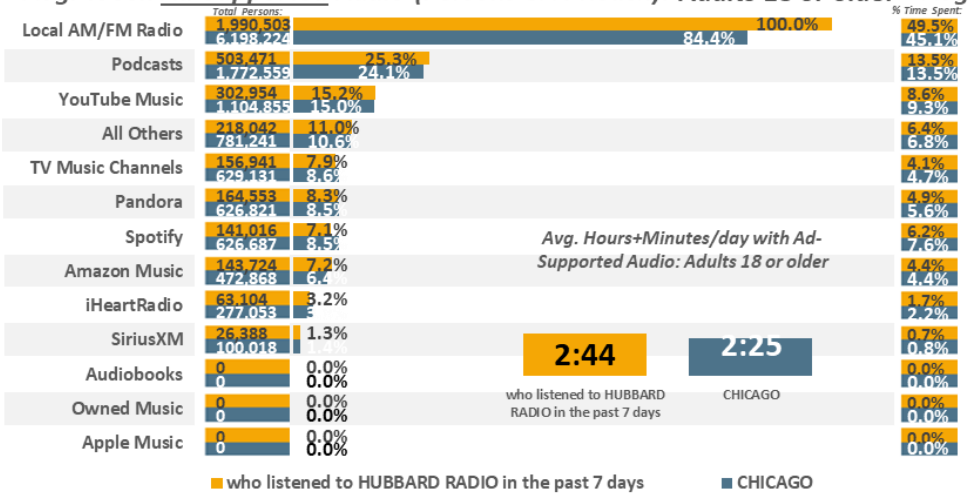
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



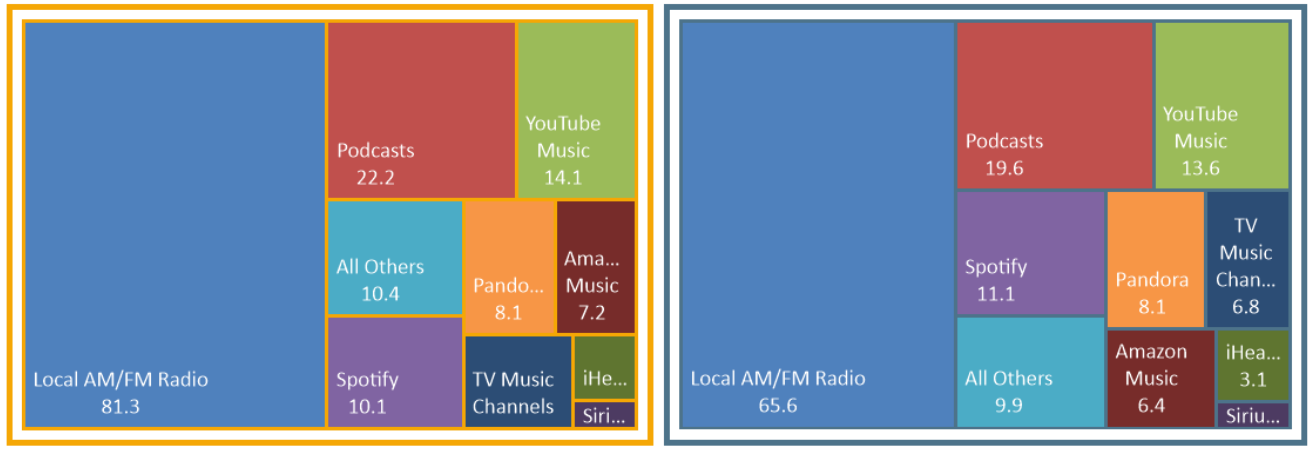
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 919

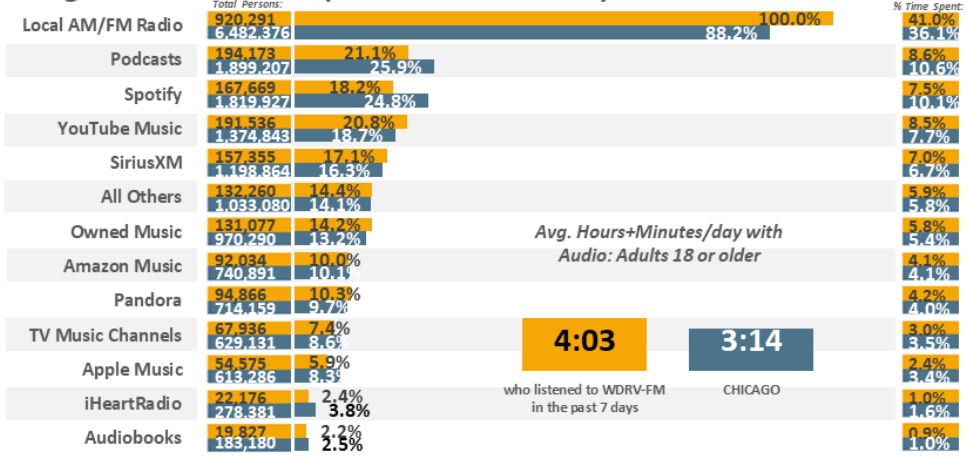
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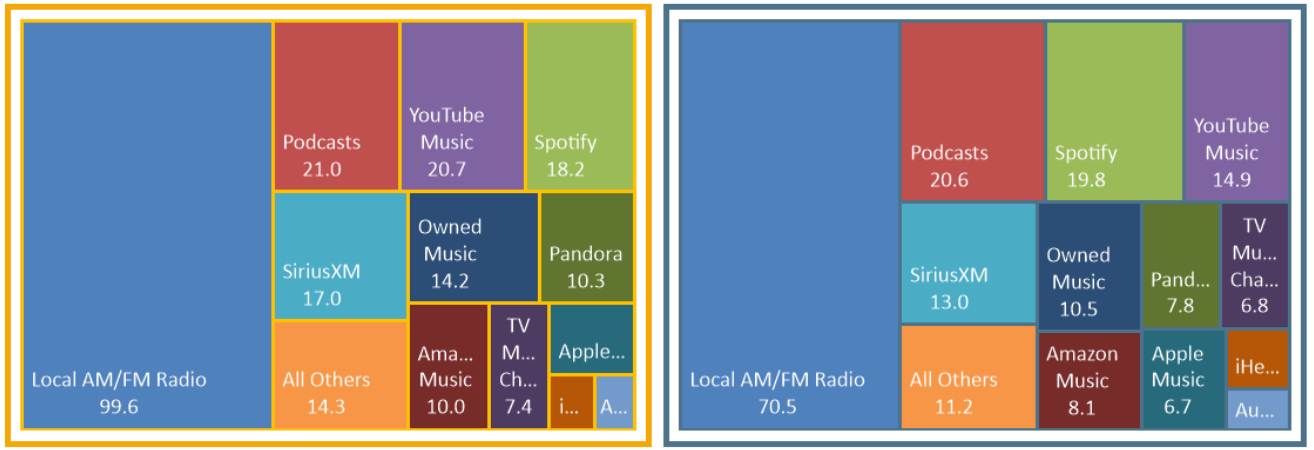
(Radio Stations: WDRV-FM OR Radio Stations: WTBC-FM OR Radio Stations: WTMX-FM)

920,291 or 100.% of Adults 18 or older who listened to WDRV-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 95. minutes every day representing 52.3% of all time spent daily with Ad-Supported Audio.

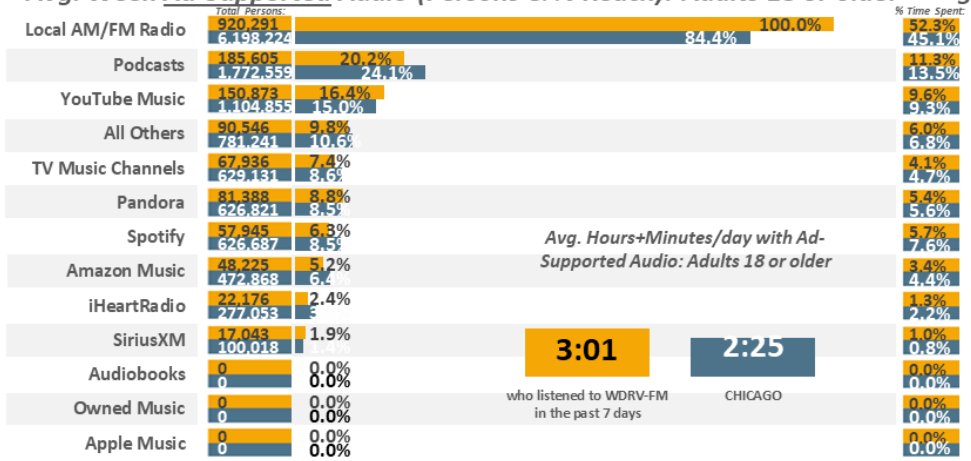
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



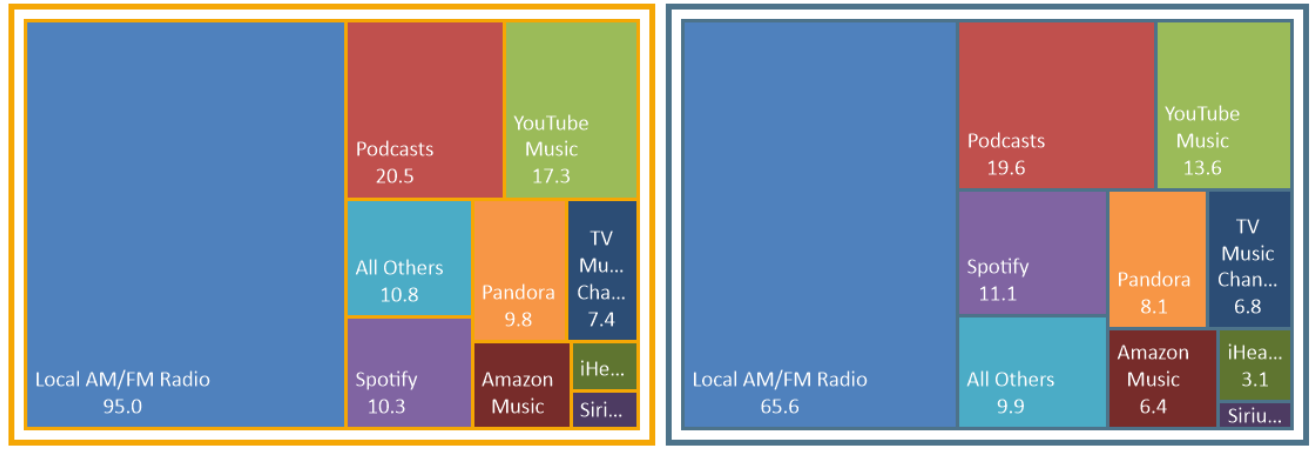
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



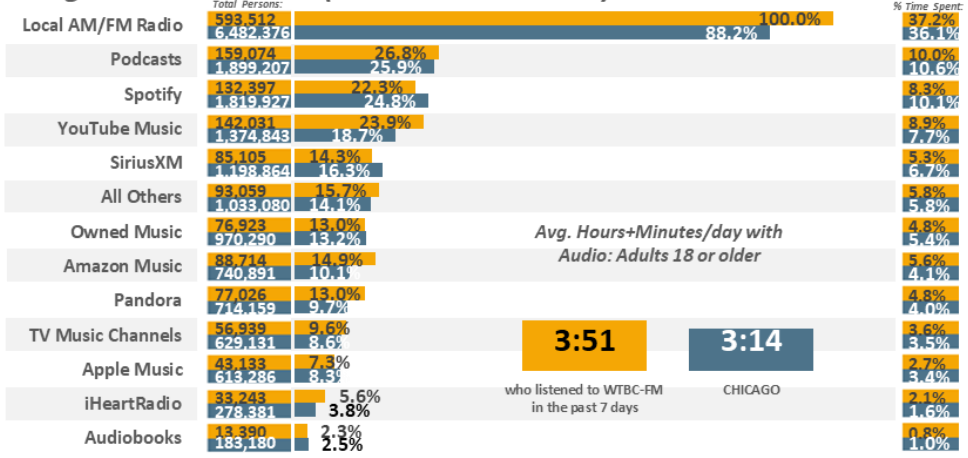
CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 471

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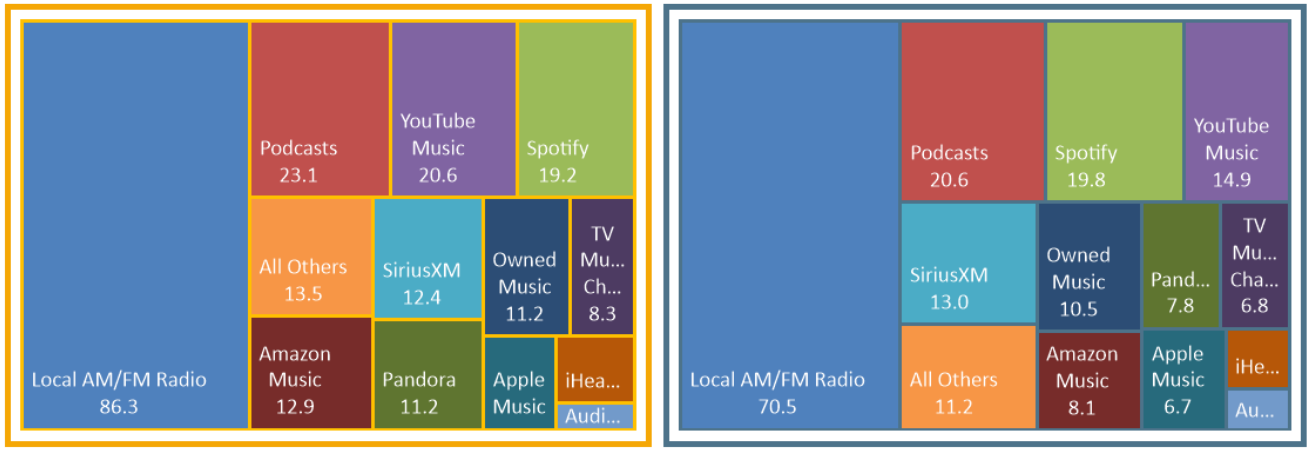
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593,512 or 100.% of Adults 18 or older who listened to WTBC-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 78.4 minutes every day representing 45.6% of all time spent daily with Ad-Supported Audio.

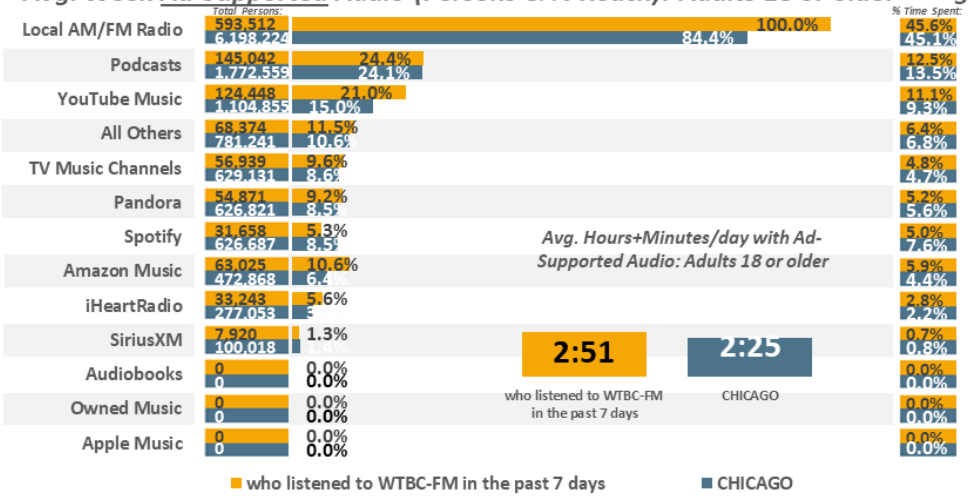
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



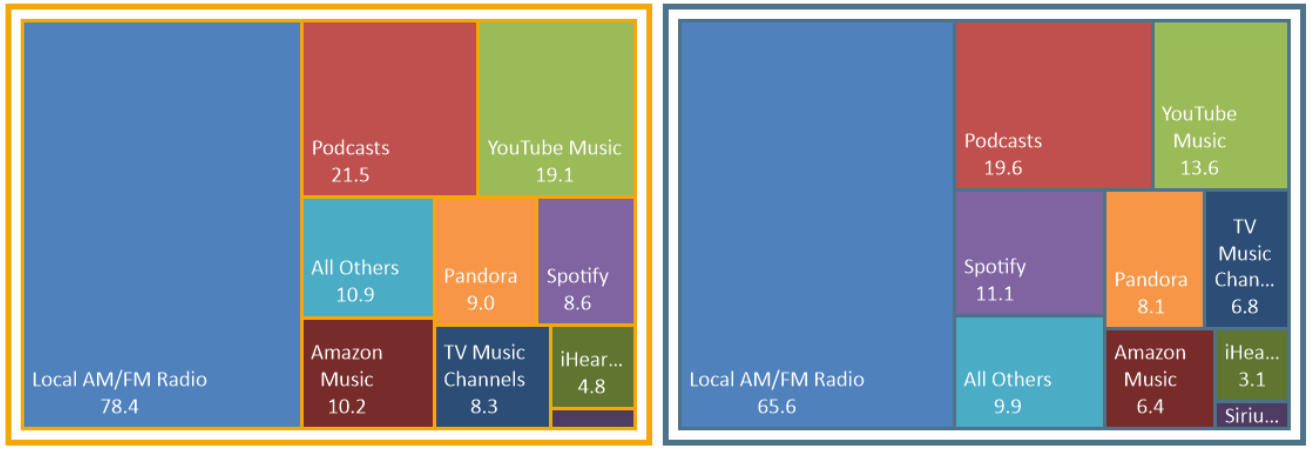
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



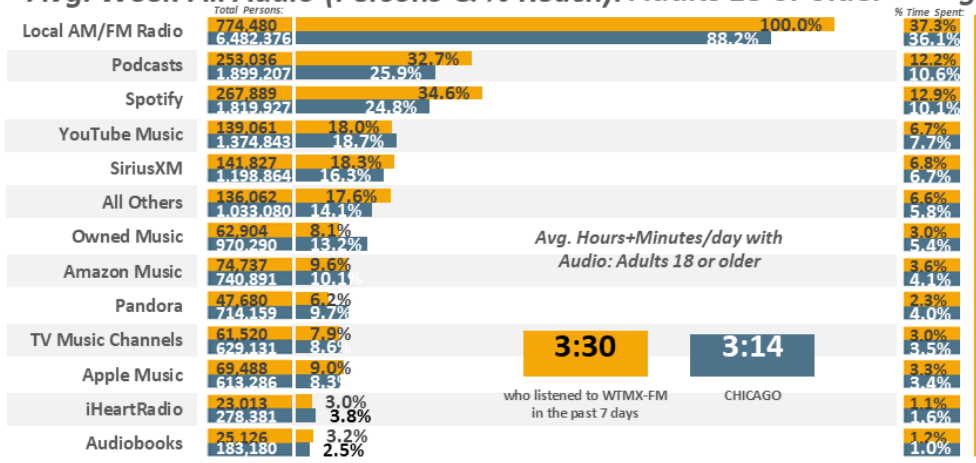
CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 286

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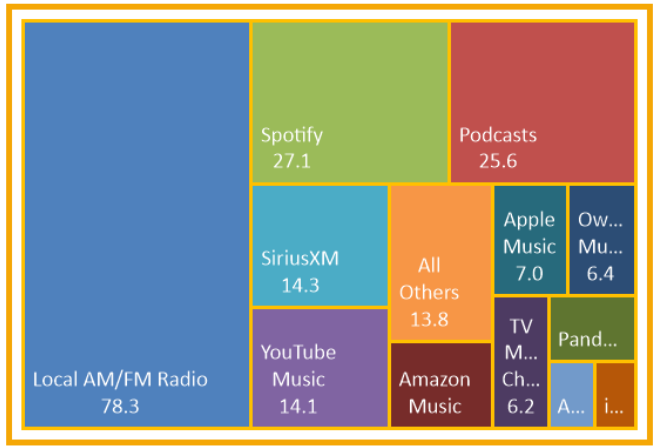
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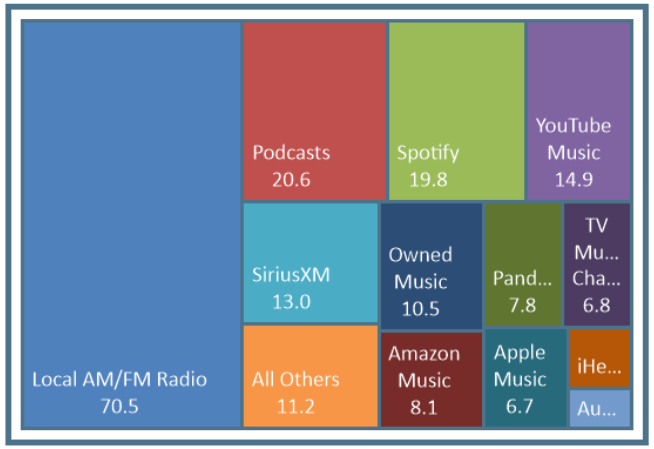
774,480 or 100.% of Adults 18 or older who listened to WTMX-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 74.6 minutes every day representing 48.4% of all time spent daily with Ad-Supported Audio.

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

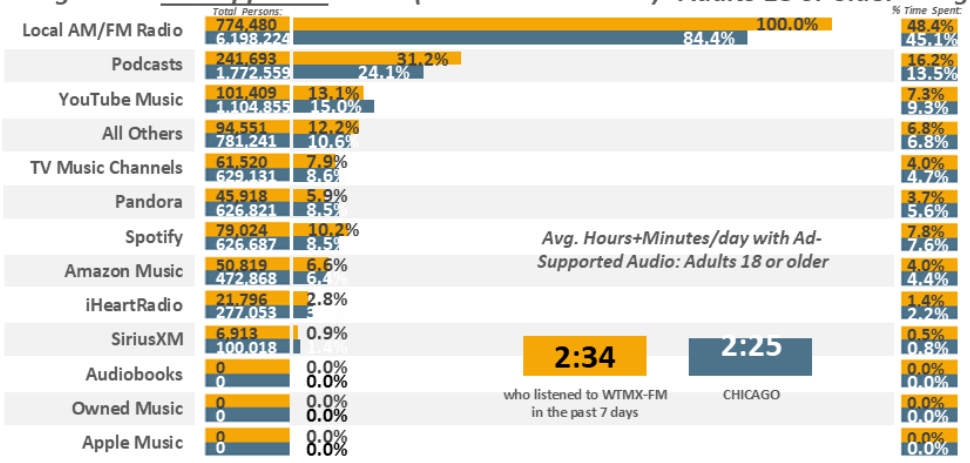


Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

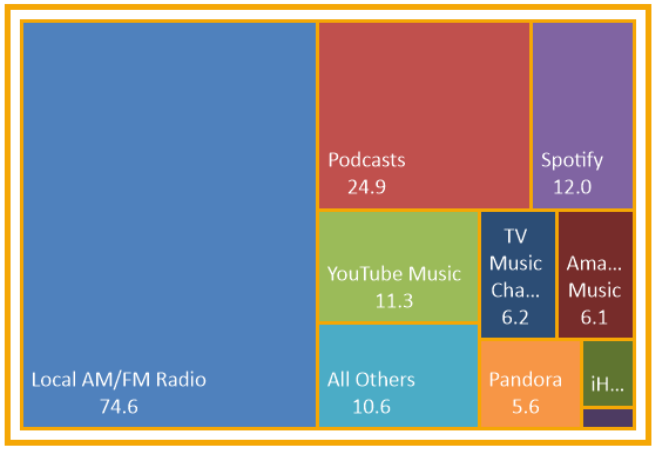


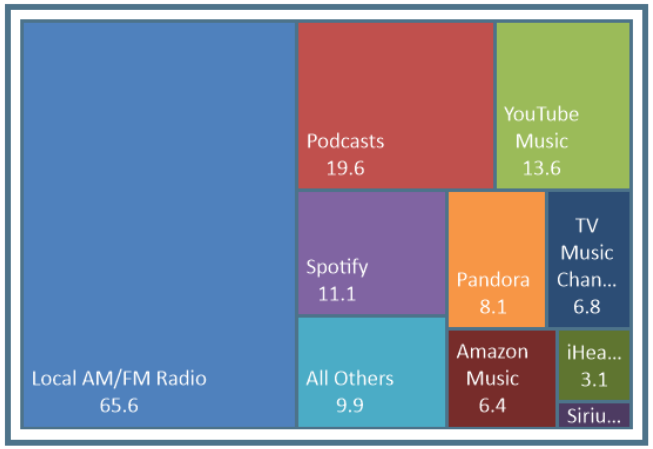


Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older



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



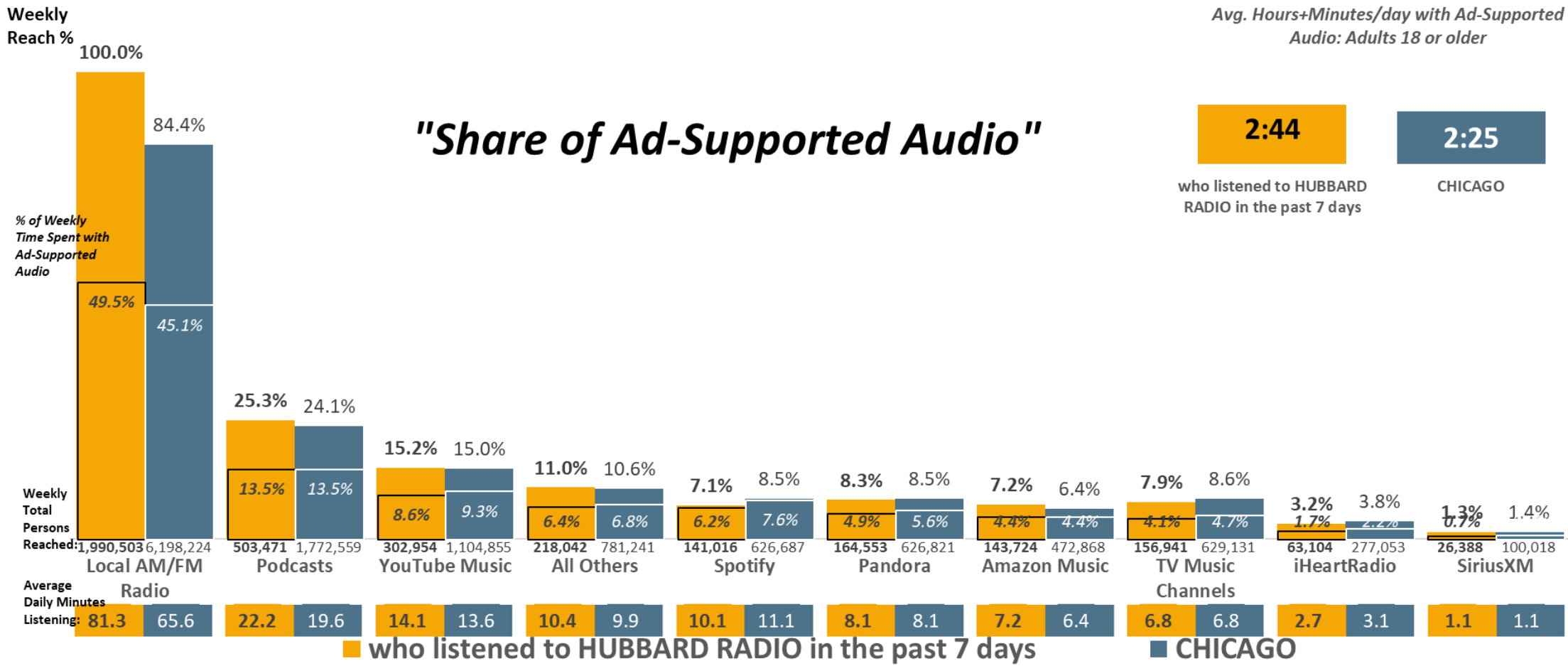


CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 314

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1,990,503 or 100.% of Adults 18 or older who listened to HUBBARD RADIO in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 81.3 minutes every day representing 49.5% of all time spent daily with Ad-Supported Audio.



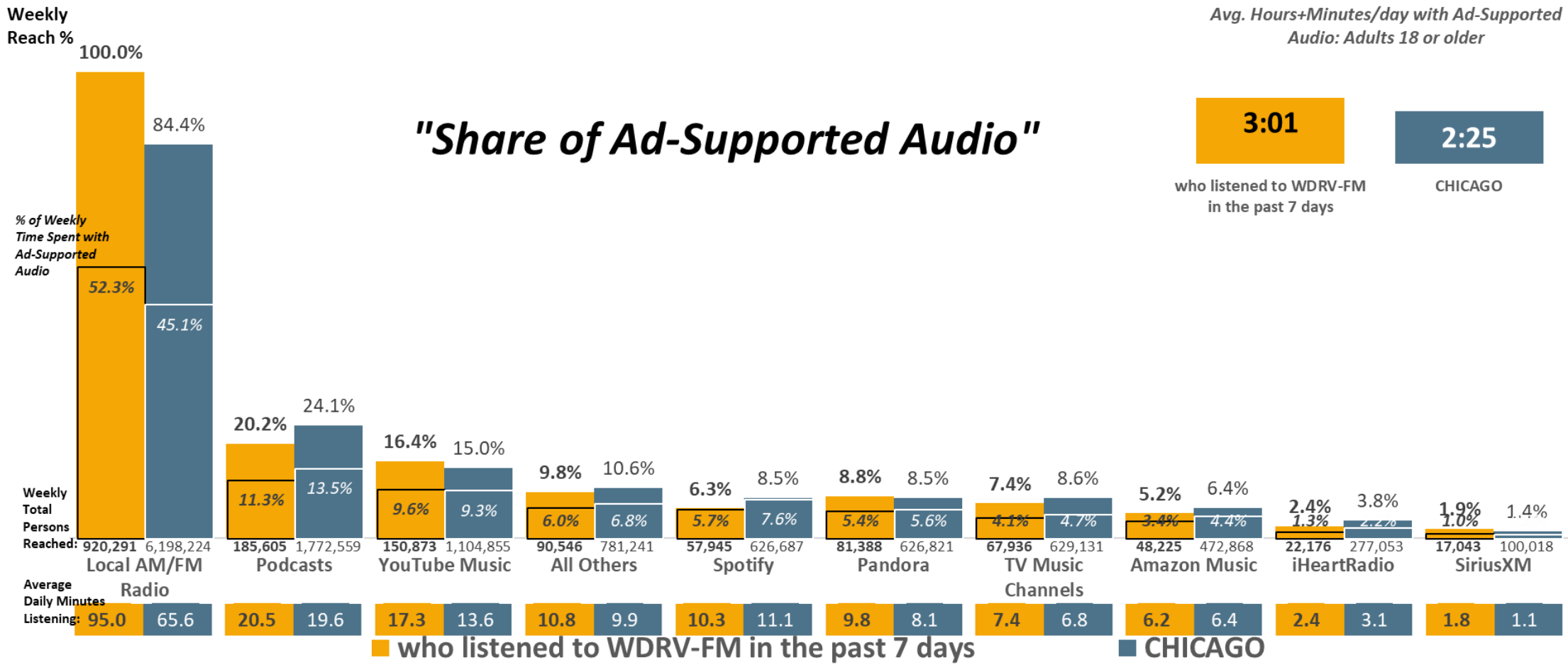
CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 919 CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 3,379

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(Radio Stations: WDRV-FM OR Radio Stations: WTBC-FM OR Radio Stations: WTMX-FM)

920,291 or 100.% of Adults 18 or older who listened to WDRV-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 95. minutes every day representing 52.3% of all time spent daily with Ad-Supported Audio.



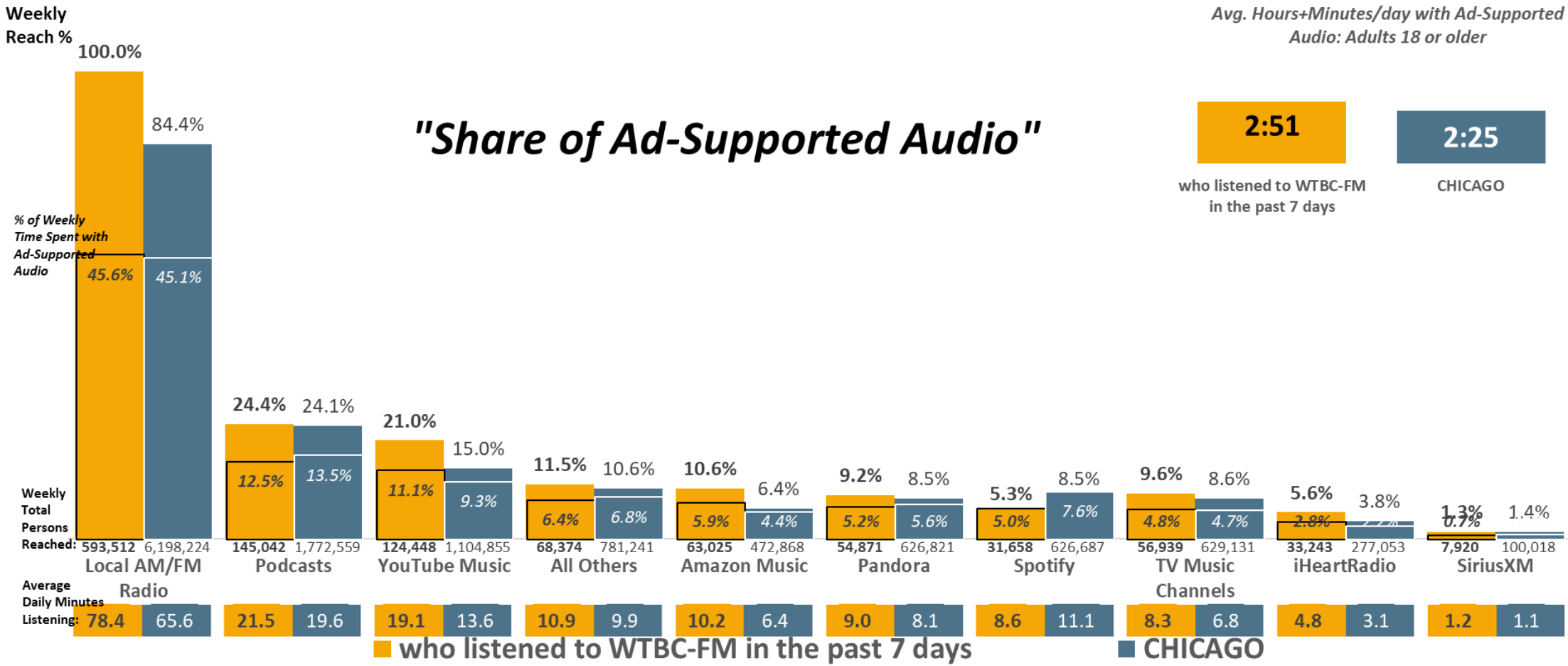
CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 471 CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 3,379

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Radio Stations: WDRV-FM

593,512 or 100.% of Adults 18 or older who listened to WTBC-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 78.4 minutes every day representing 45.6% of all time spent daily with Ad-Supported Audio.



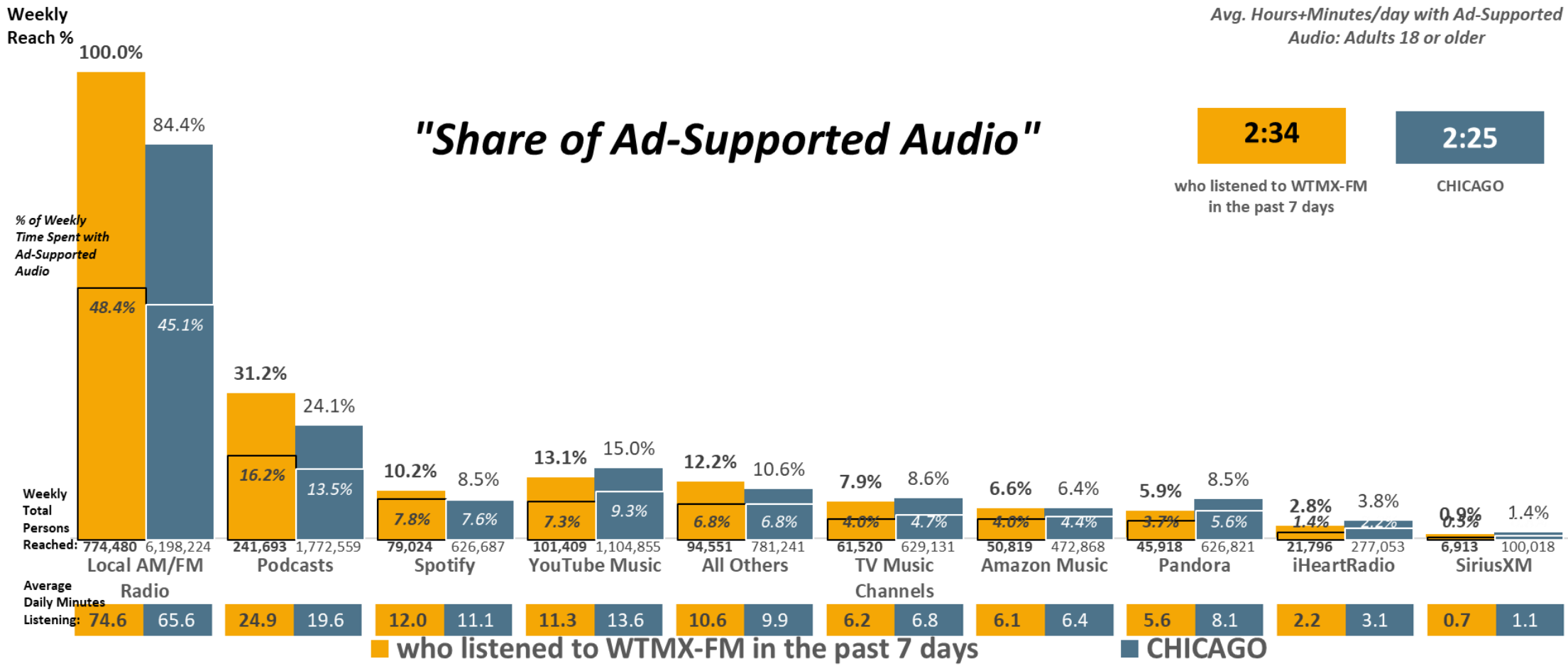
CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 286 CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 3,379

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Radio Stations: WTBC-FM

774,480 or 100.% of Adults 18 or older who listened to WTMX-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 74.6 minutes every day representing 48.4% of all time spent daily with Ad-Supported Audio.



CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 314 CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 3,379

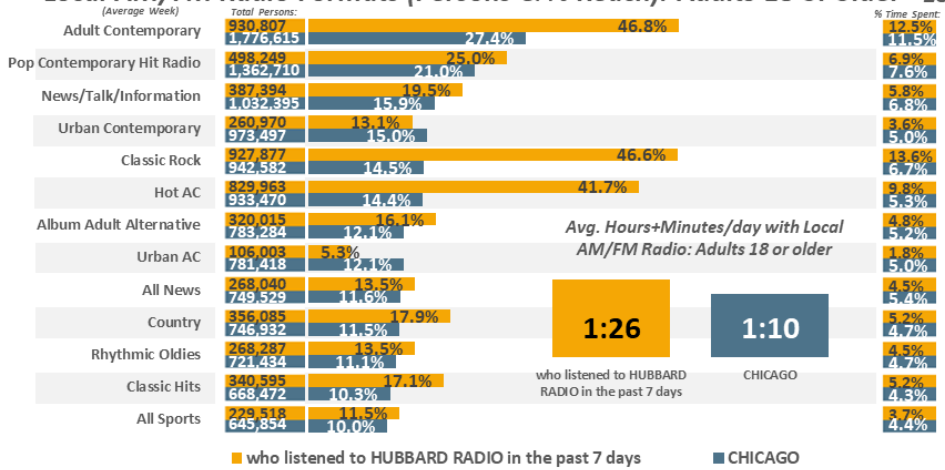
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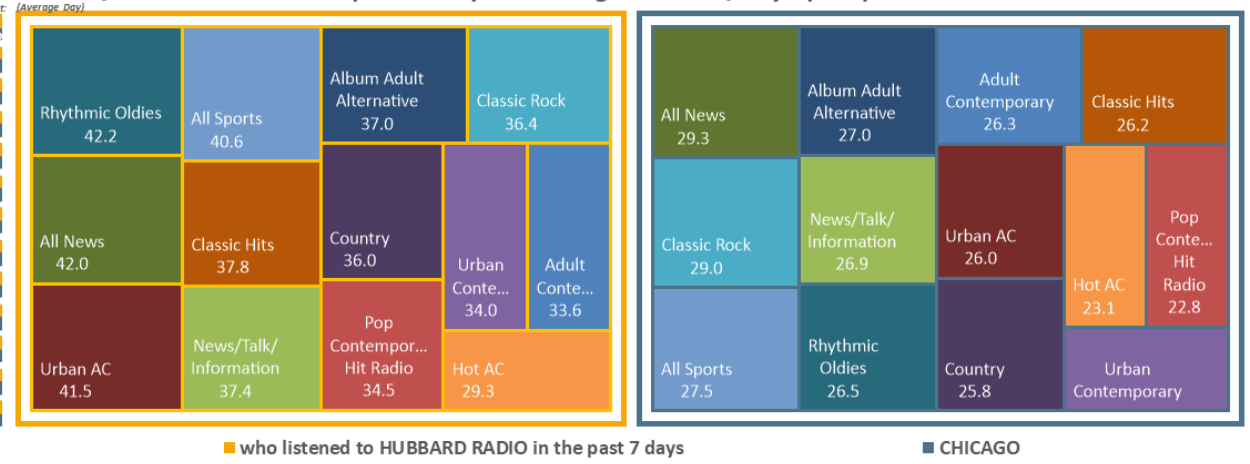
Radio Stations: WTMX-FM

1,990,503 or 100.% of Adults 18 or older who listened to HUBBARD RADIO in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Rock, Hot AC, Pop Contemporary Hit Radio, and Country.

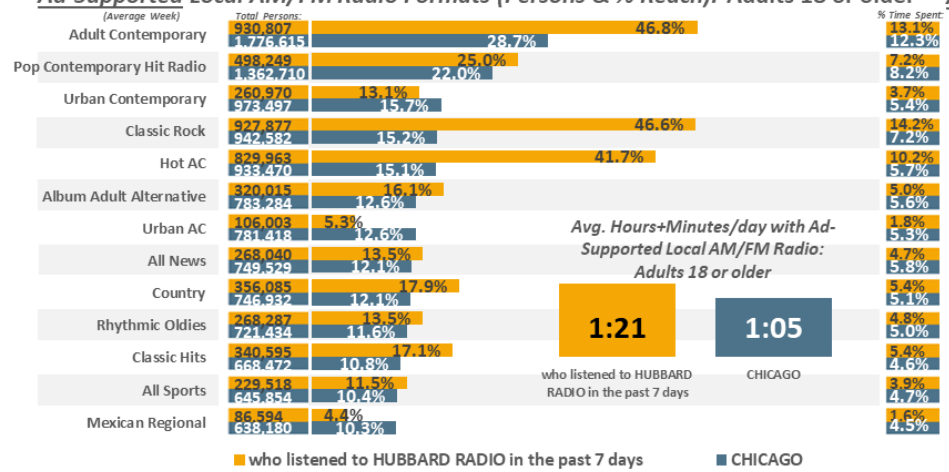
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



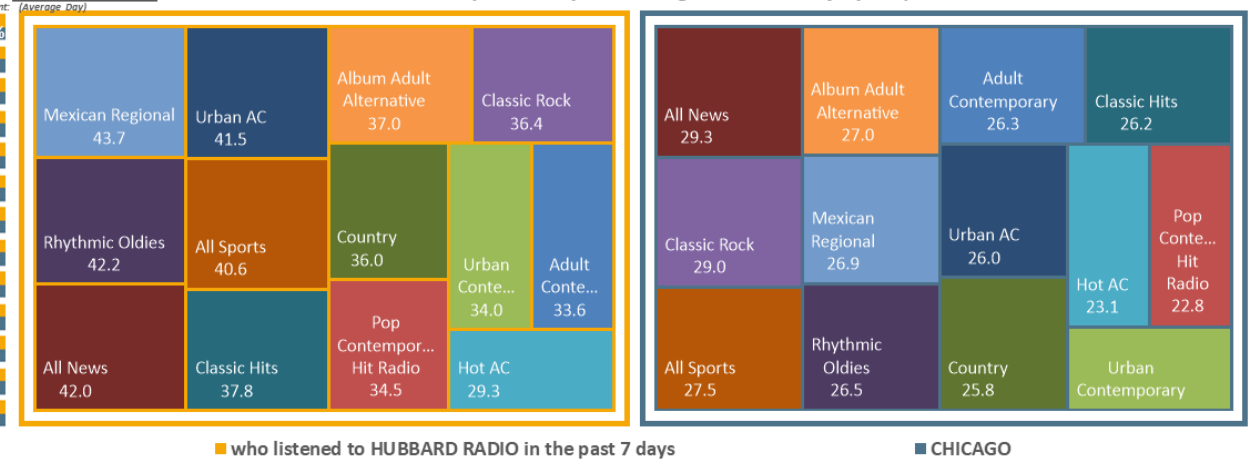
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 919

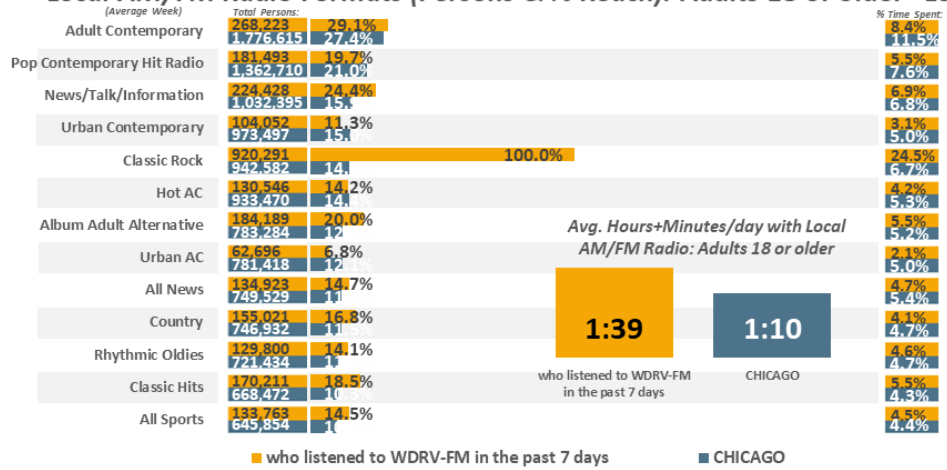
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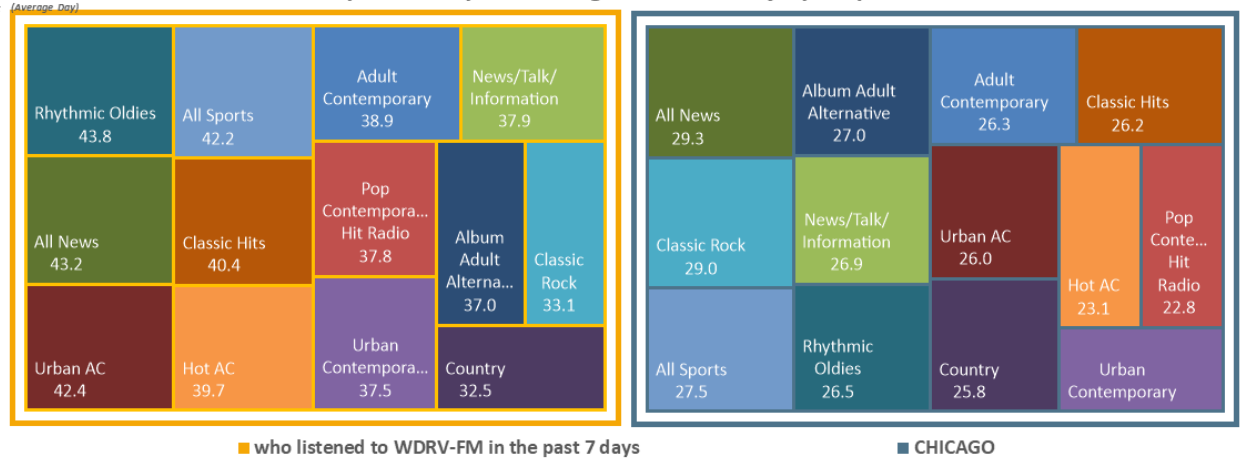
(Radio Stations: WDRV-FM OR Radio Stations: WTBC-FM OR Radio Stations: WTMX-FM)

920,291 or 100.% of Adults 18 or older who listened to WDRV-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Rock, Adult Contemporary, Album Adult Alternative, Pop Contemporary Hit Radio, and News/Talk/Informat

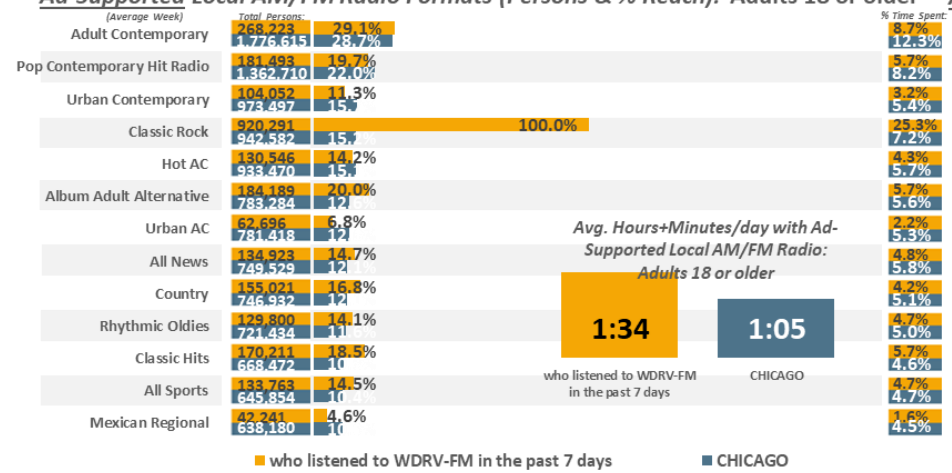
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



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



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



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



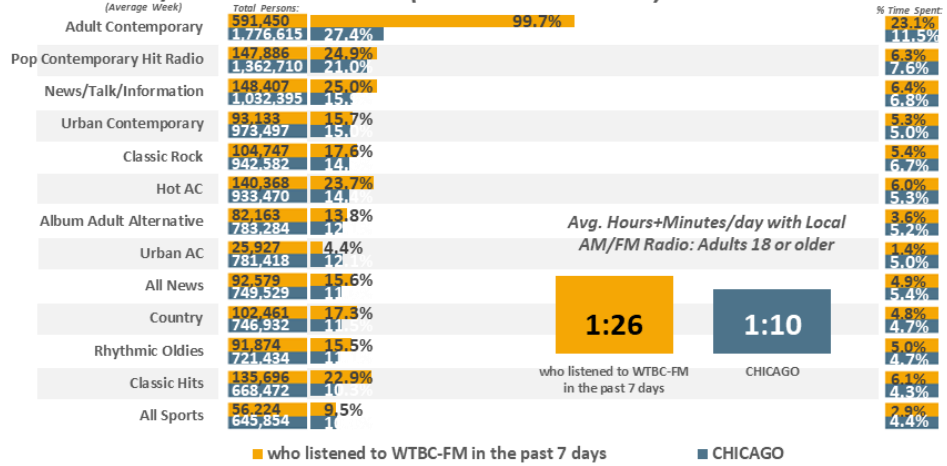
CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 471

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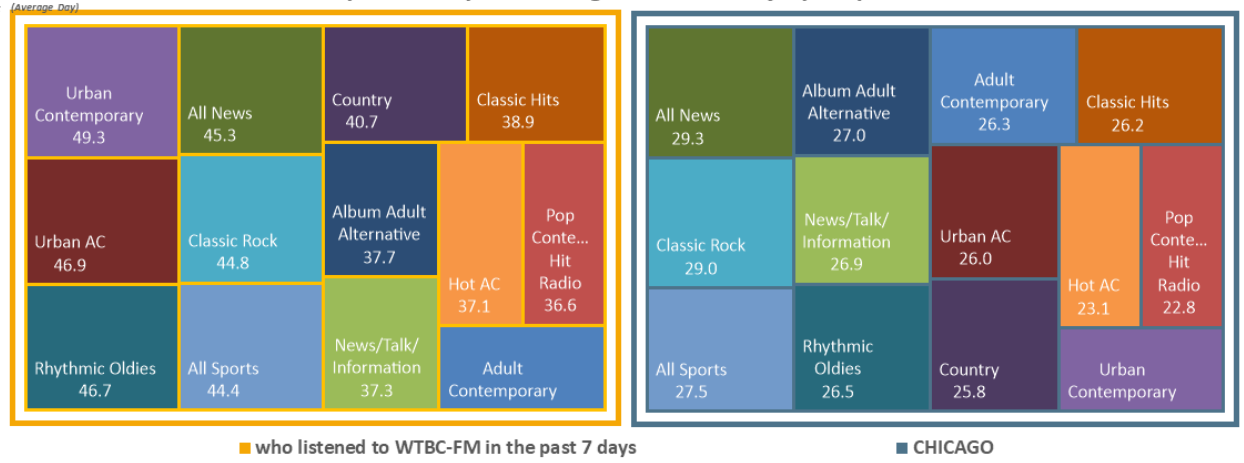
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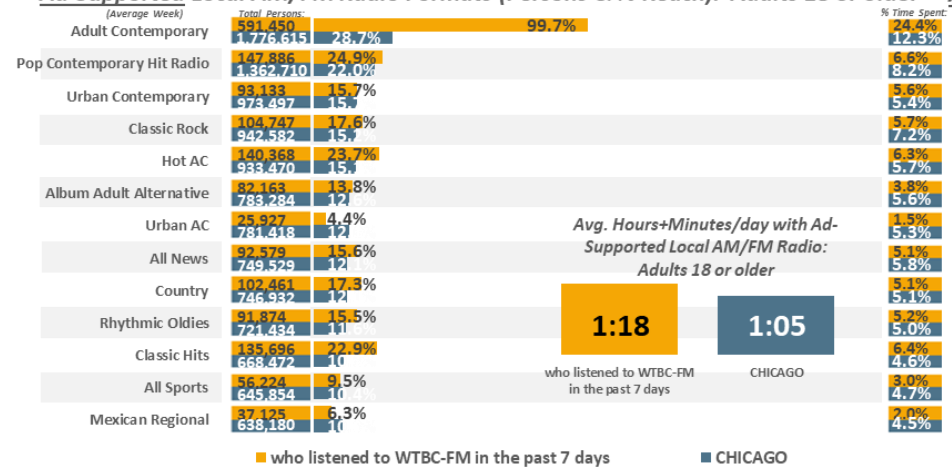
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



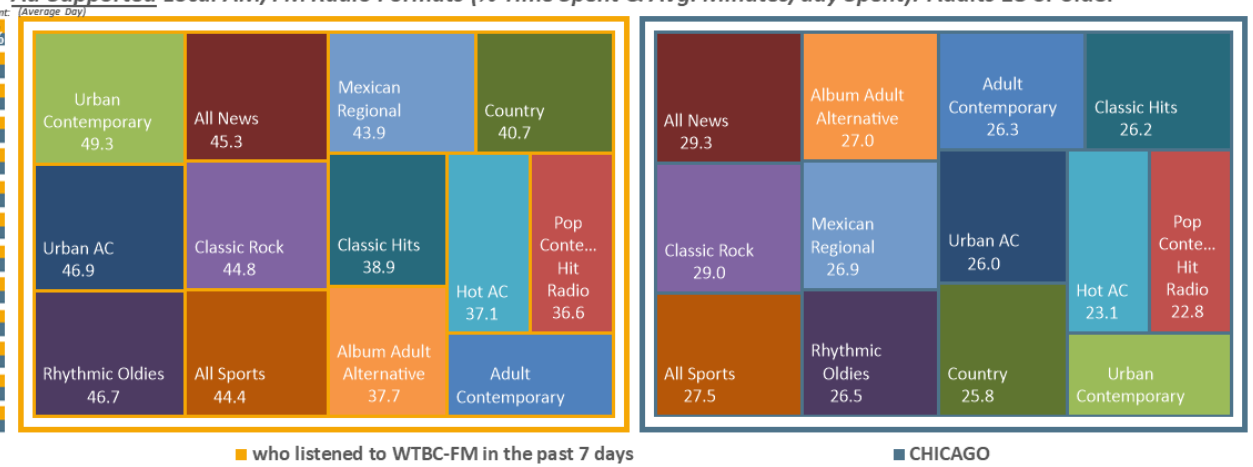
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



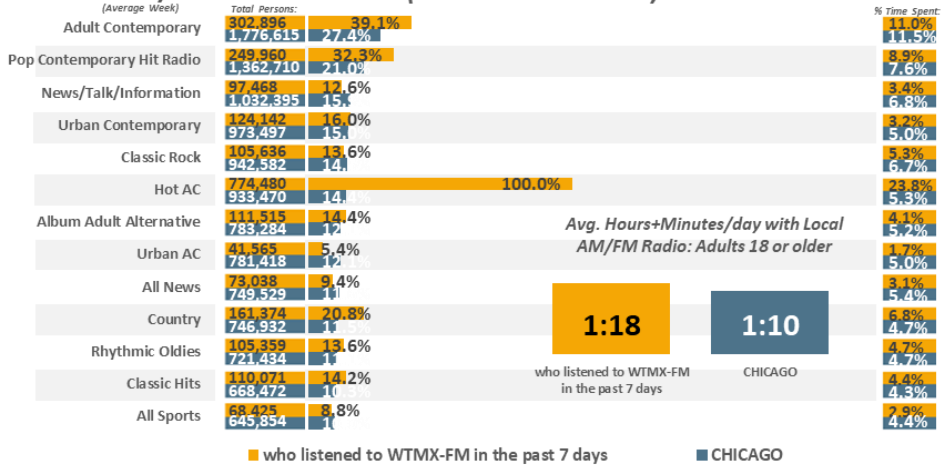
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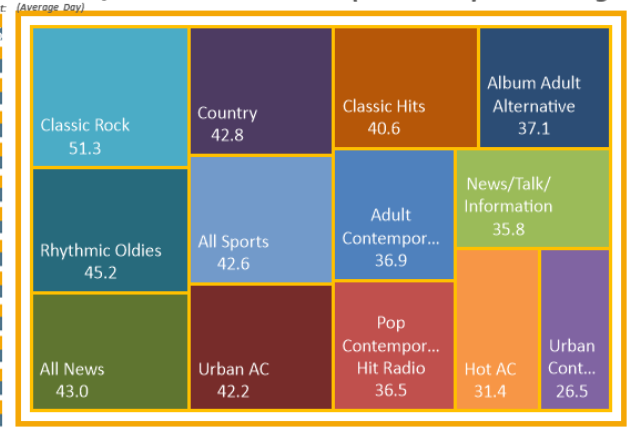
774,480 or 100.% of Adults 18 or older who listened to WTMX-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Hot AC, Adult Contemporary, Pop Contemporary Hit Radio, Alternative, and Country.

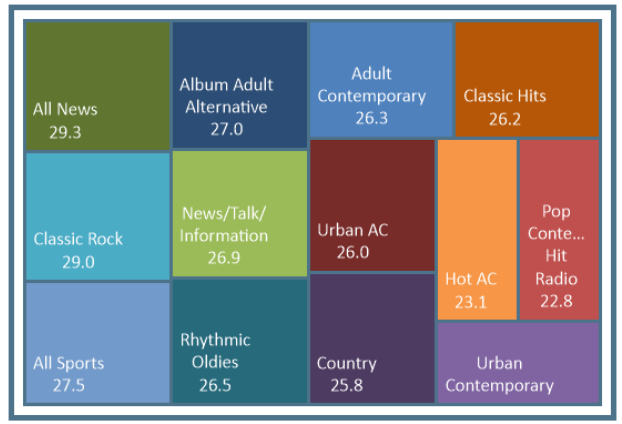
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



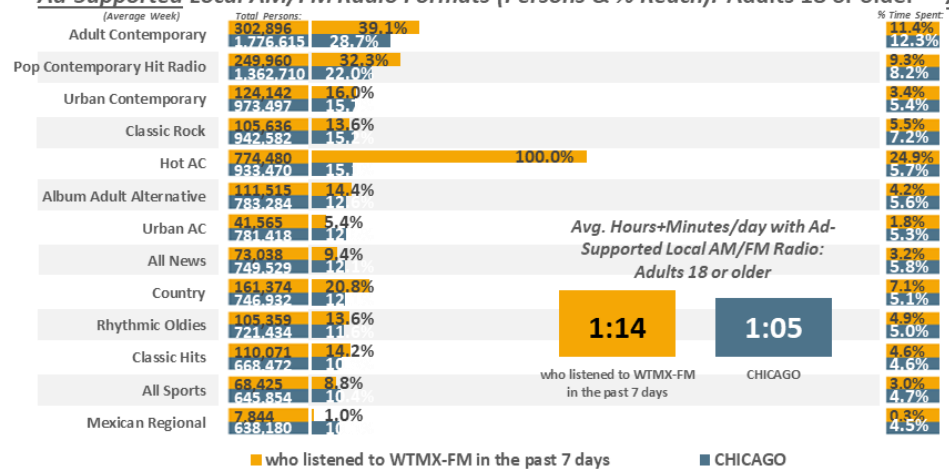
Avg. Hours+Minutes/day with Local AM/FM Radio: Adults 18 or older

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



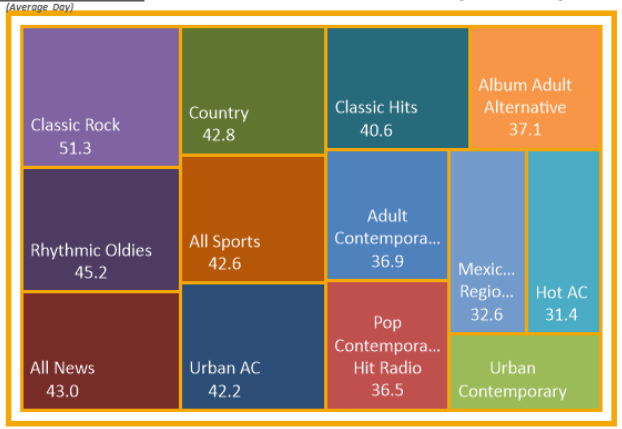


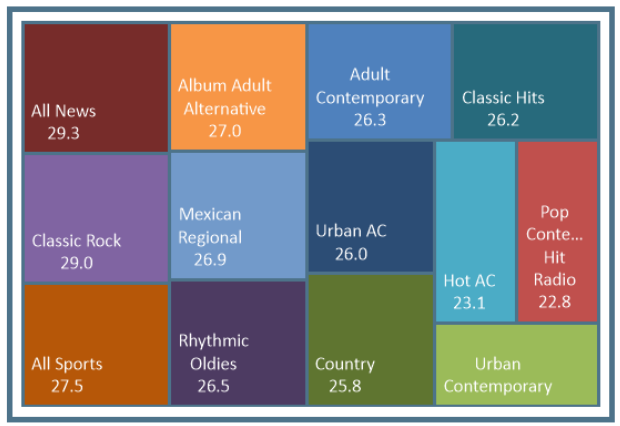
Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



Avg. Hours+Minutes/day with Ad-Supported Local AM/FM Radio: Adults 18 or older

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





CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 314

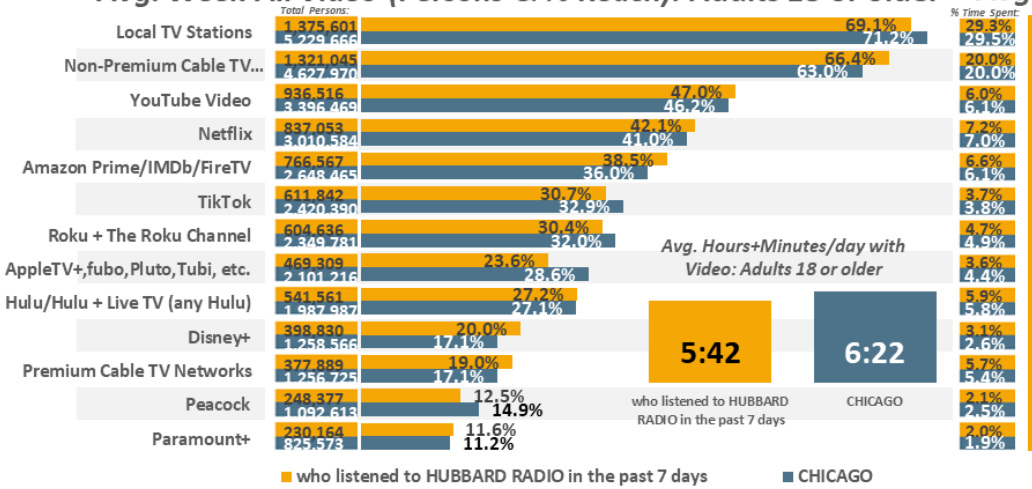
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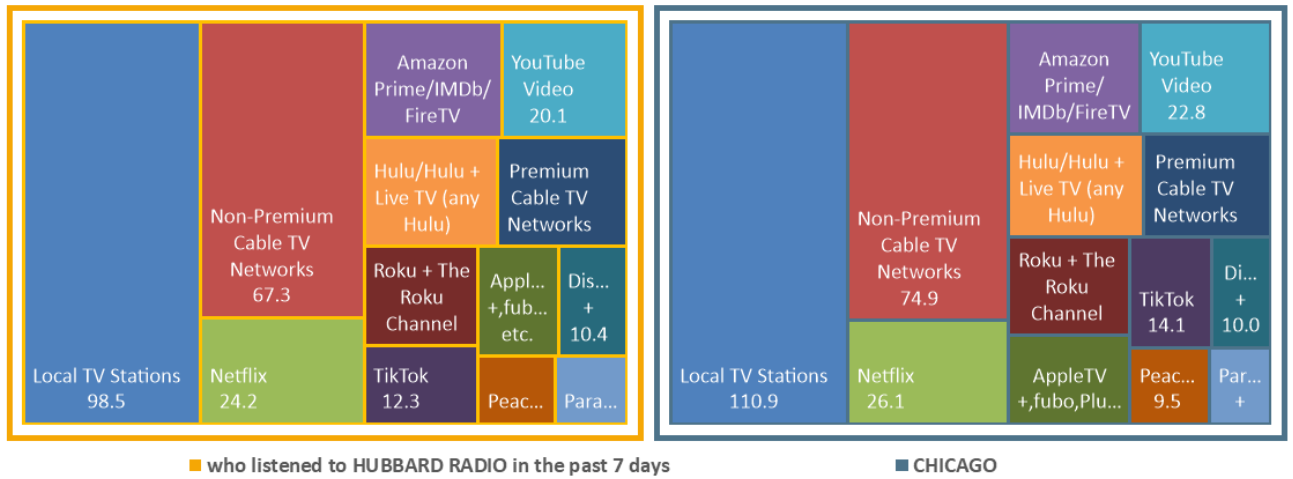
HUBBARD RADIO

1,365,639 or 68.6% of Adults 18 or older who listened to HUBBARD RADIO in the past 7 days watch Ad-Supported Local TV Stations for an average of 93.8 minutes every day representing 33.5% of all time spent daily with Ad-Supported Video.

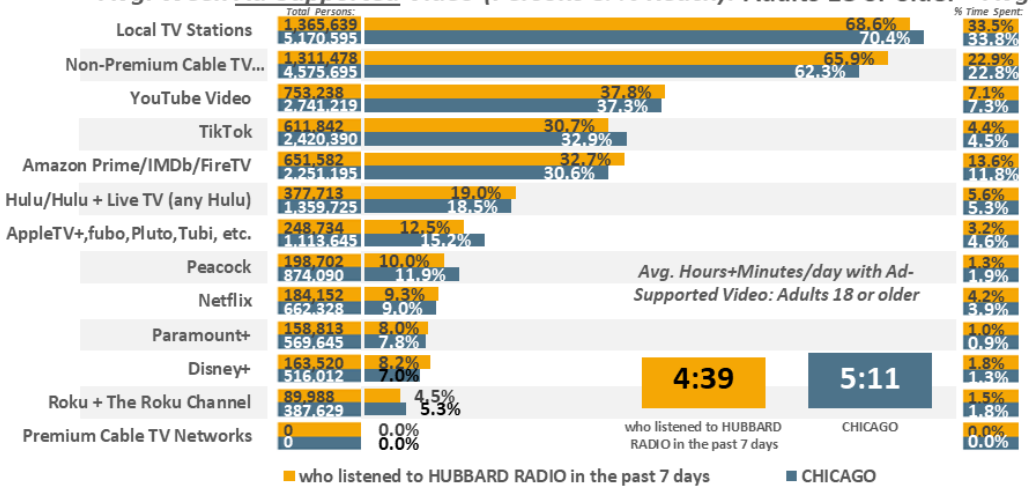
Avg. Week All Video (Persons & % Reach): Adults 18 or older



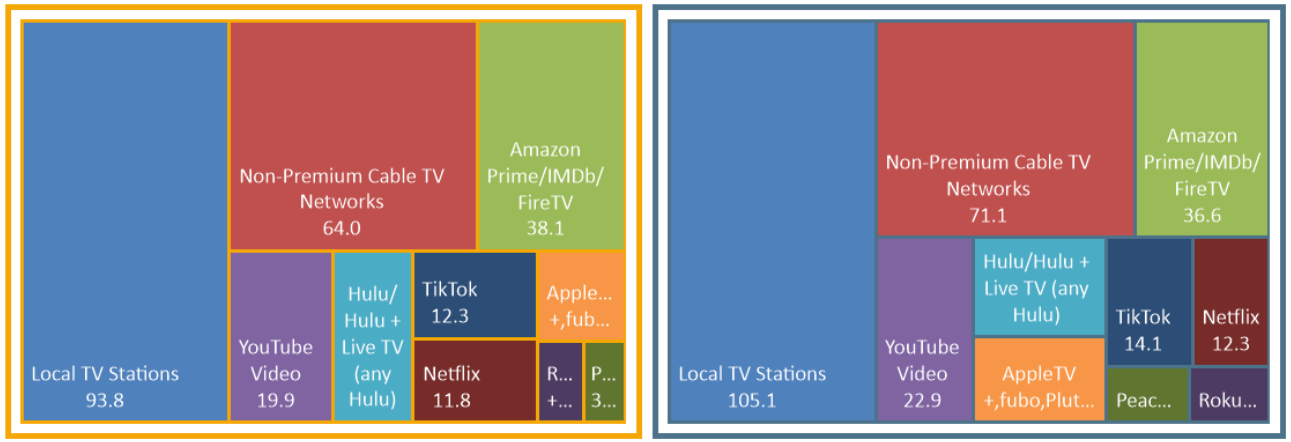
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 919

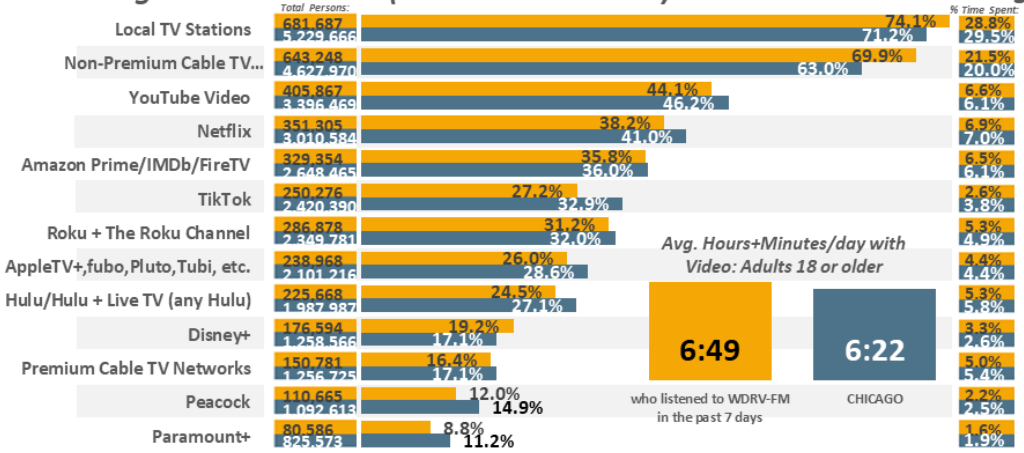
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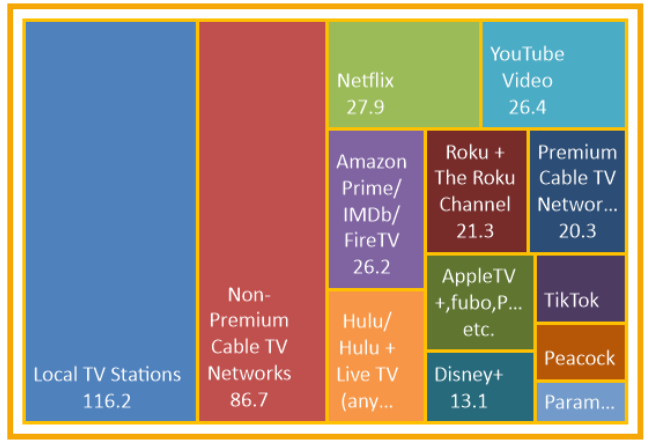
(Radio Stations: WDRV-FM OR Radio Stations: WTBC-FM OR Radio Stations: WTMX-FM)

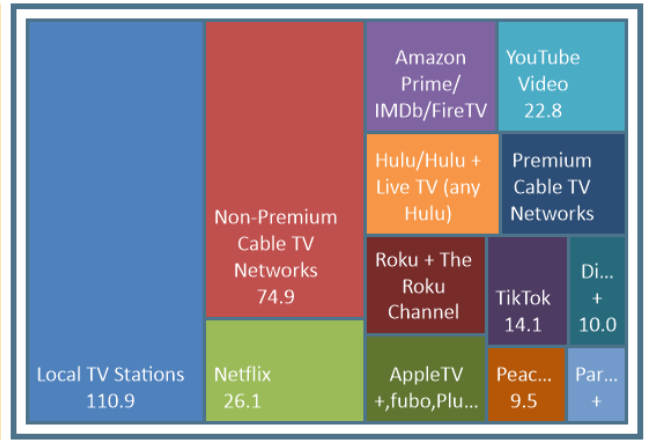
677,177 or 73.6% of Adults 18 or older who listened to WDRV-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 110.7 minutes every day representing 33.5% of all time spent daily with Ad-Supported Video.

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

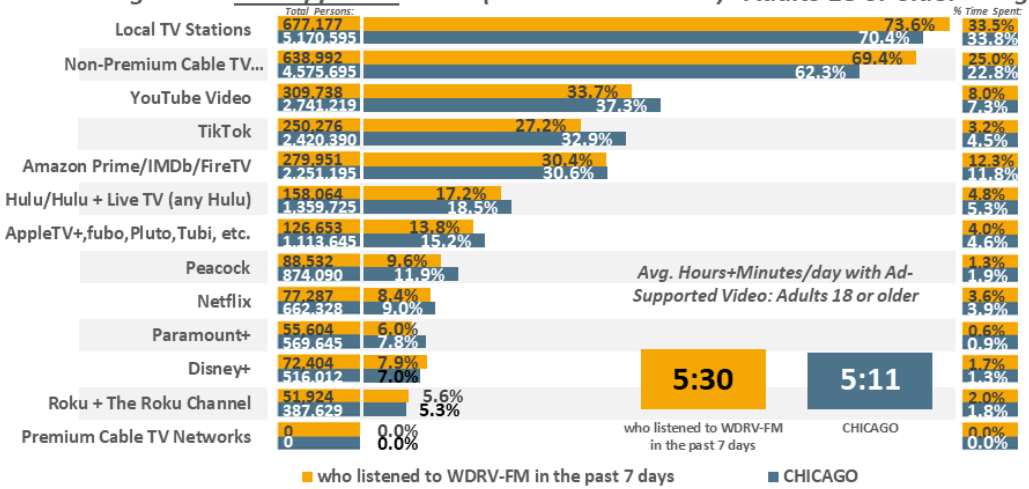


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

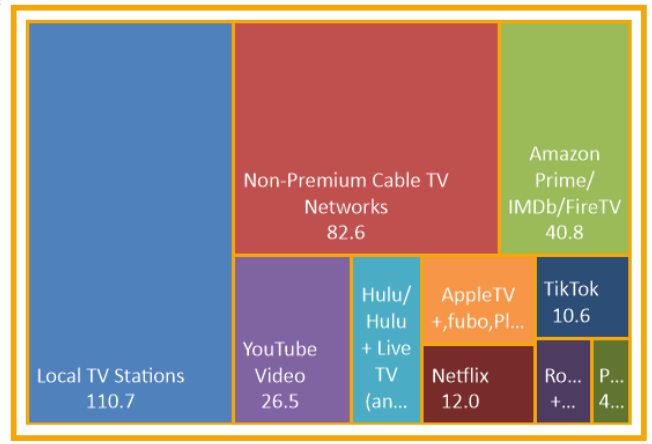


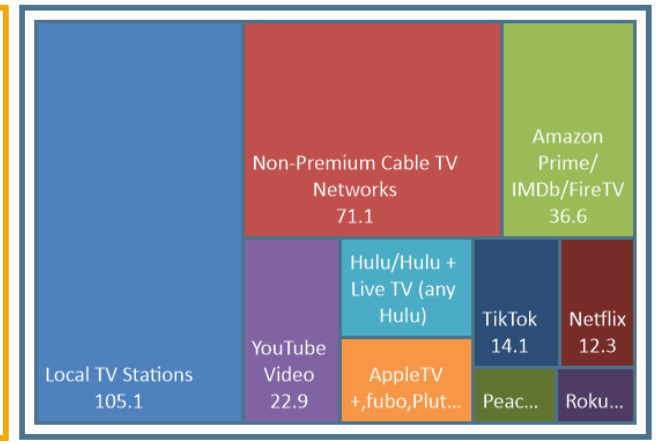


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



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





CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 471

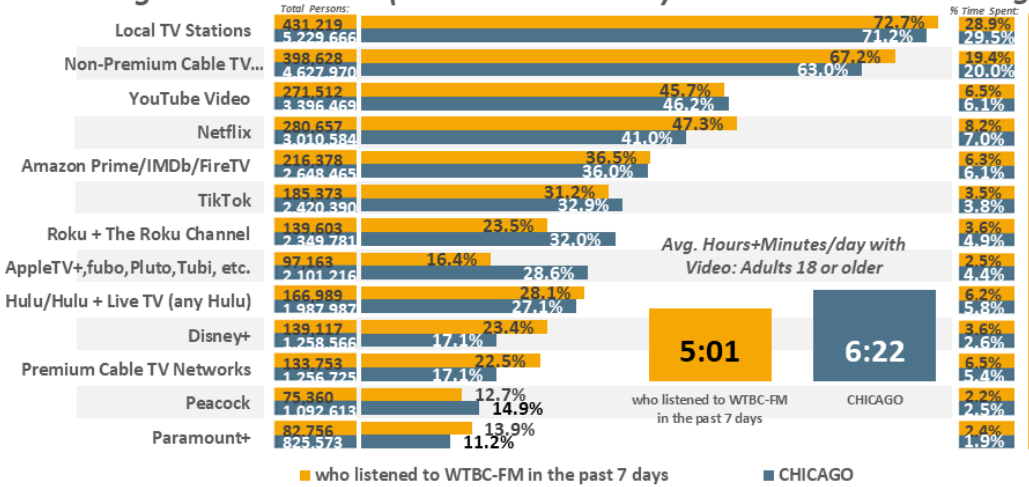
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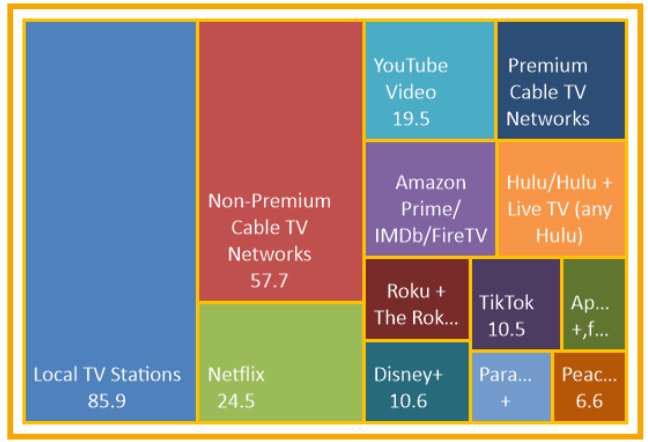
Radio Stations: WDRV-FM

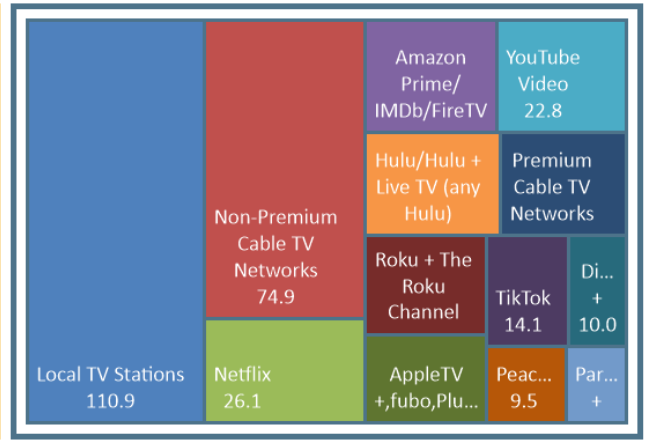
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Avg. Week All Video (Persons & % Reach): Adults 18 or older

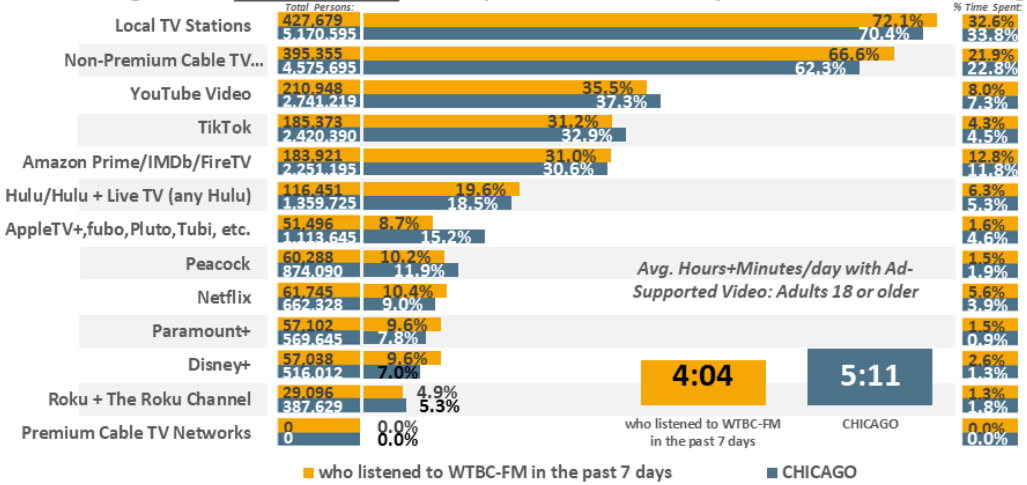


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

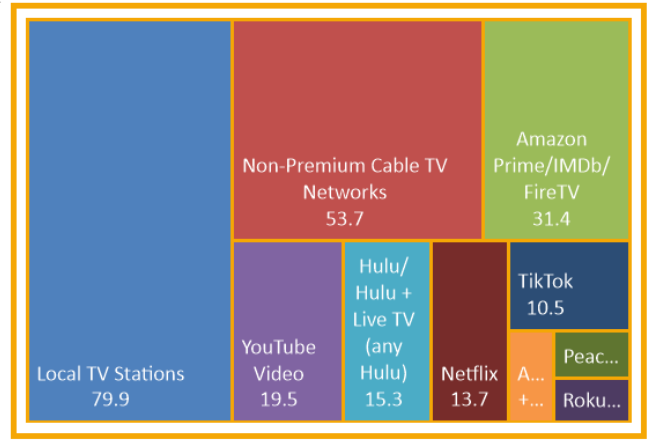


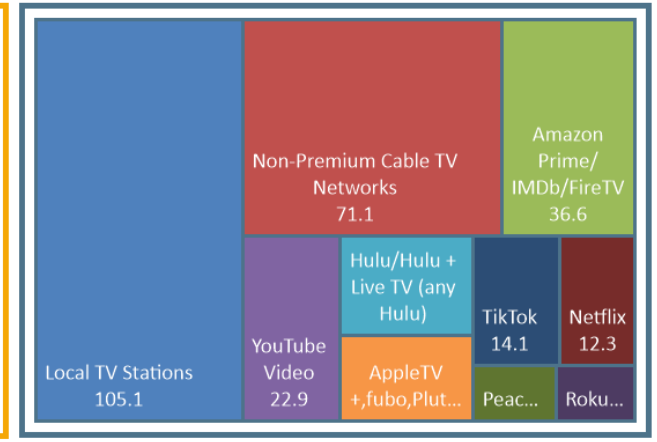


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



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





CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 286

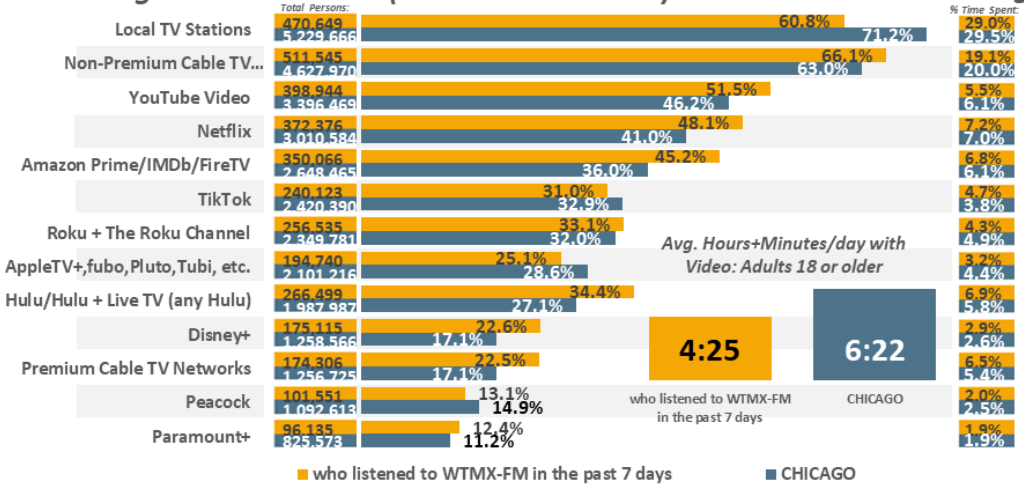
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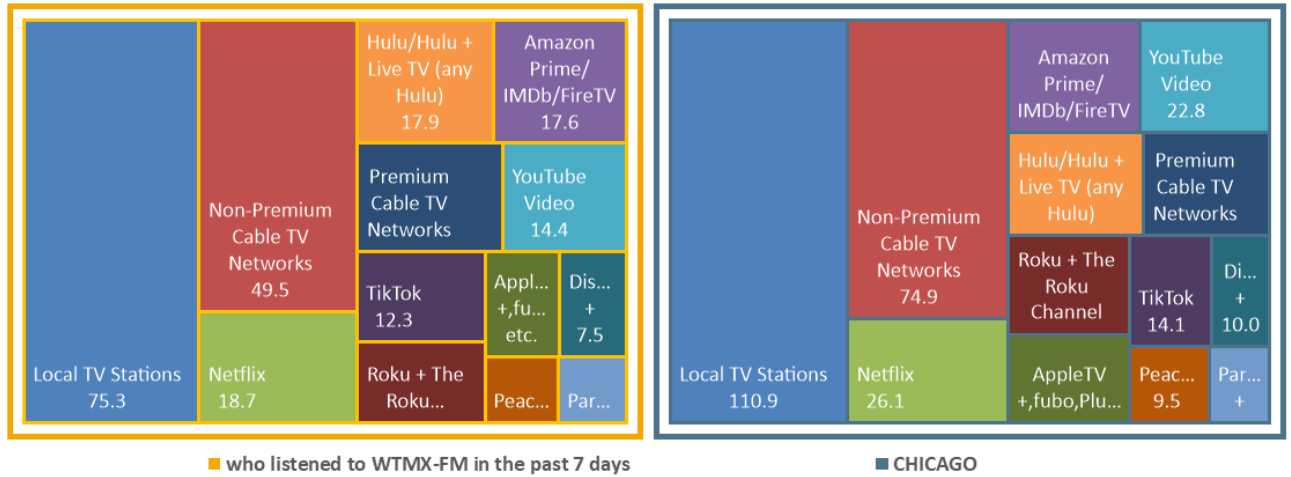
Radio Stations: WTBC-FM

466,751 or 60.3% of Adults 18 or older who listened to WTMX-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 72.3 minutes every day representing 33.3% of all time spent daily with Ad-Supported Video.

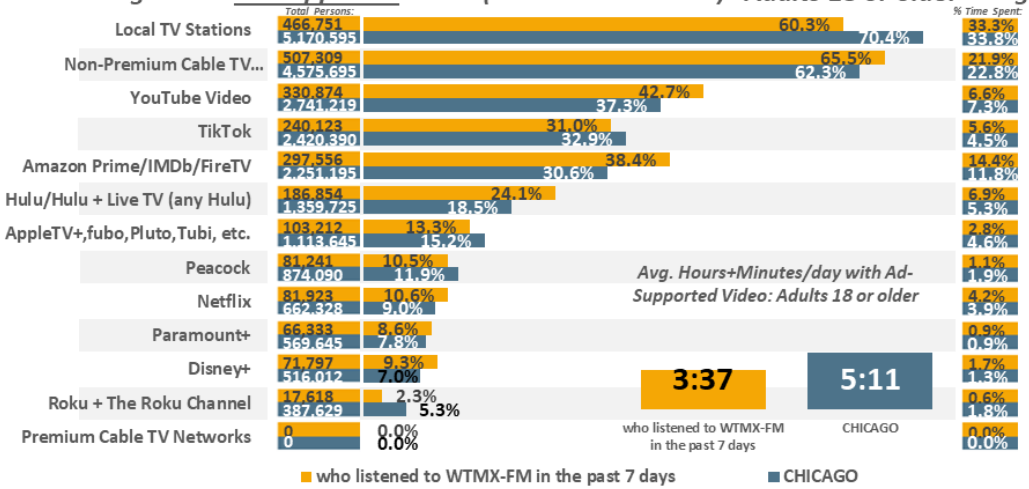
Avg. Week All Video (Persons & % Reach): Adults 18 or older



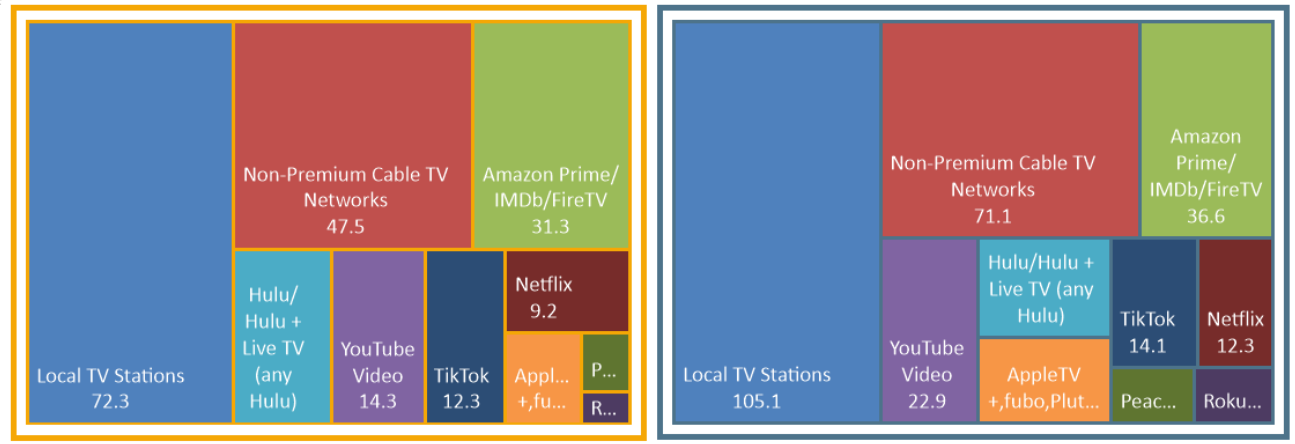
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 314

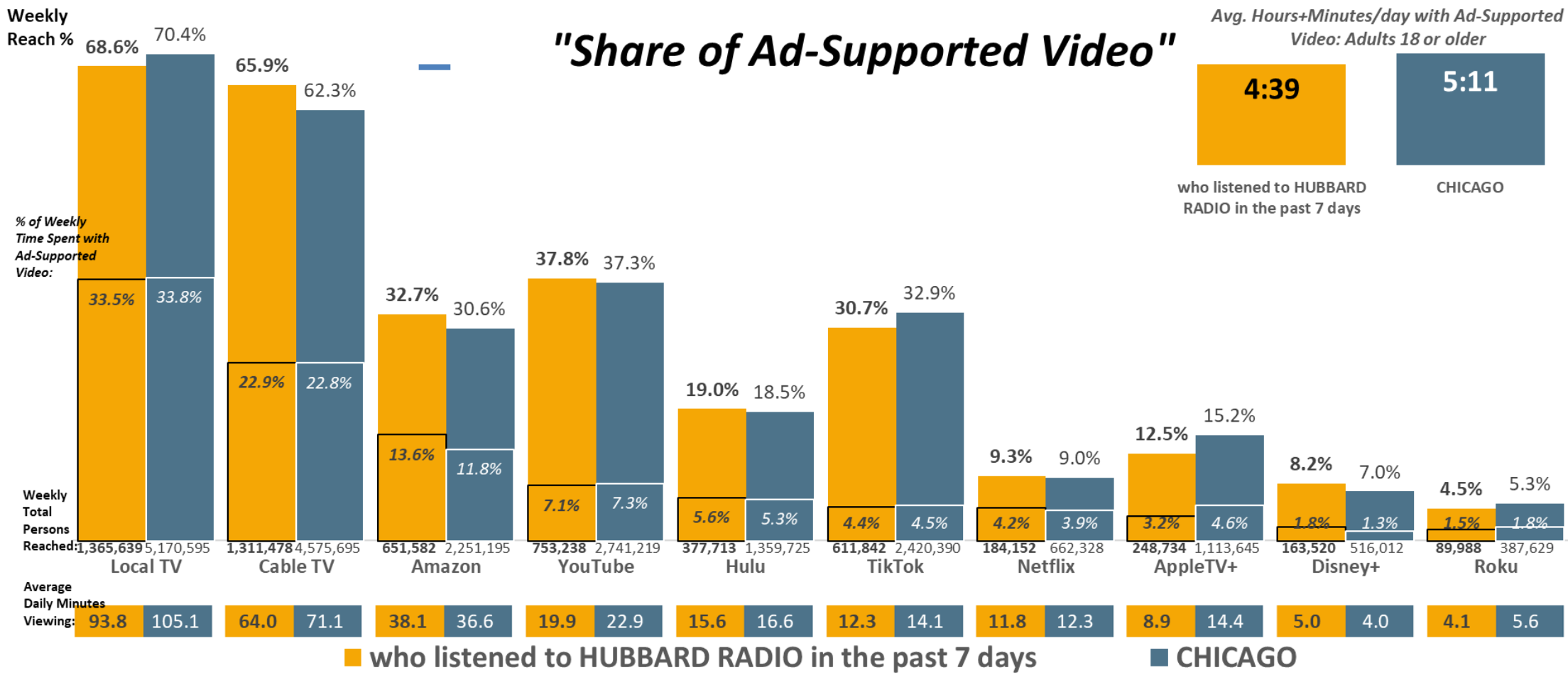
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Radio Stations: WTMX-FM

HUBBARD RADIO

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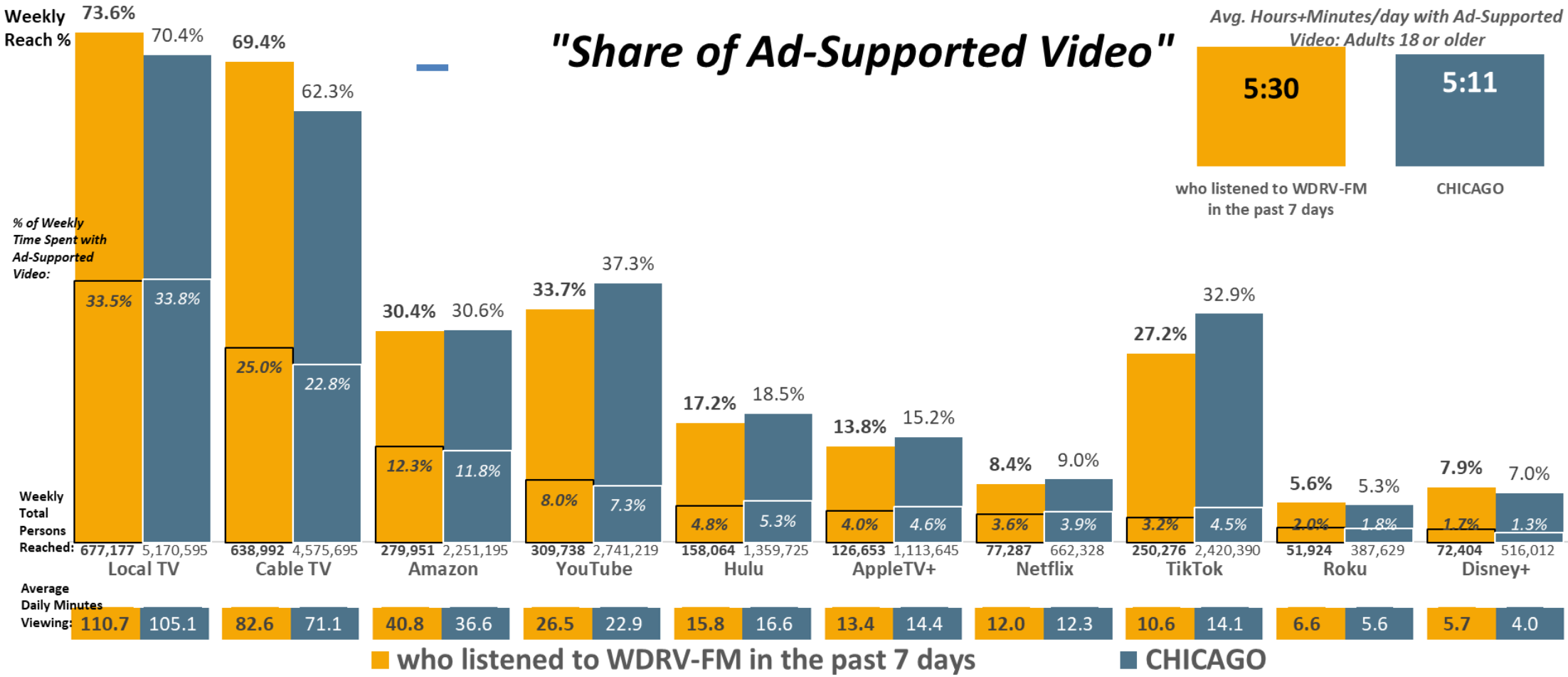
CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 919 CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 3,379

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(Radio Stations: WDRV-FM OR Radio Stations: WTBC-FM OR Radio Stations: WTMX-FM)

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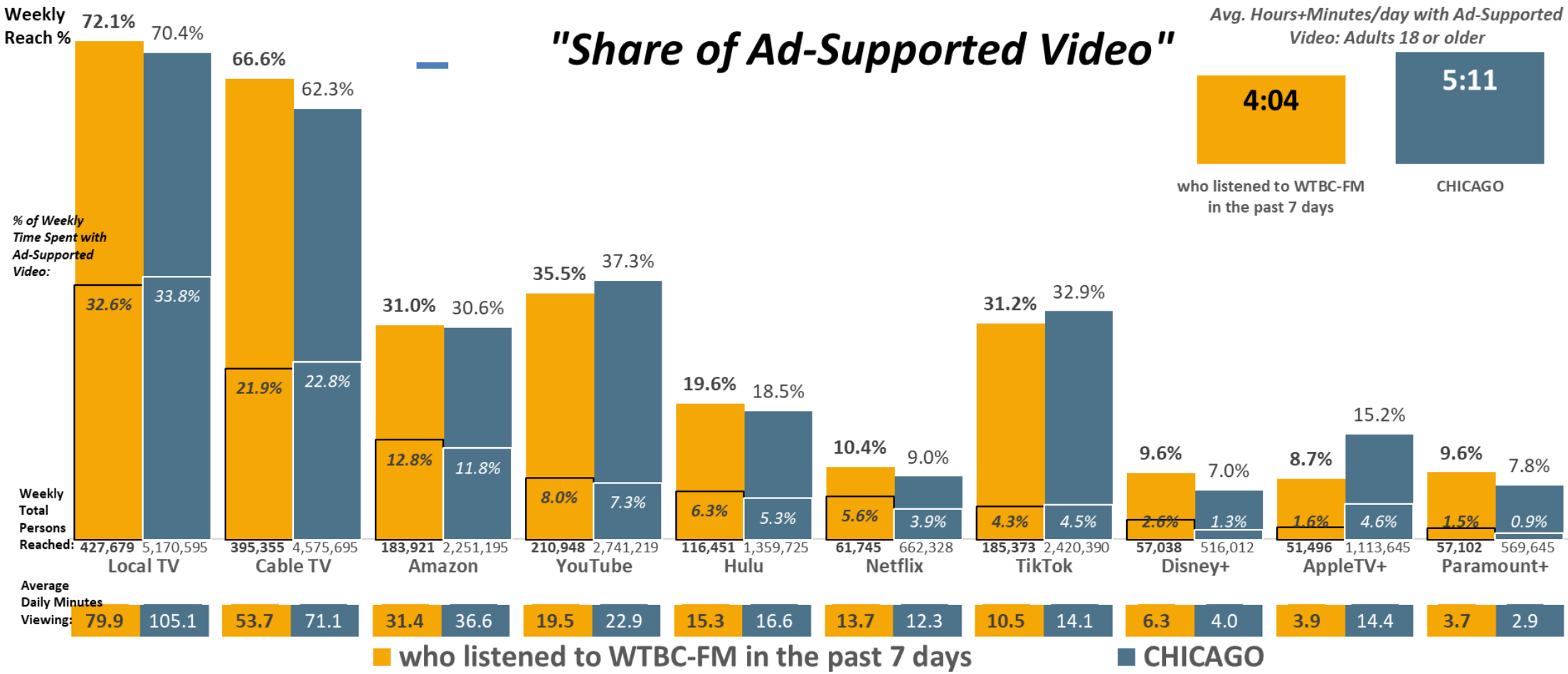
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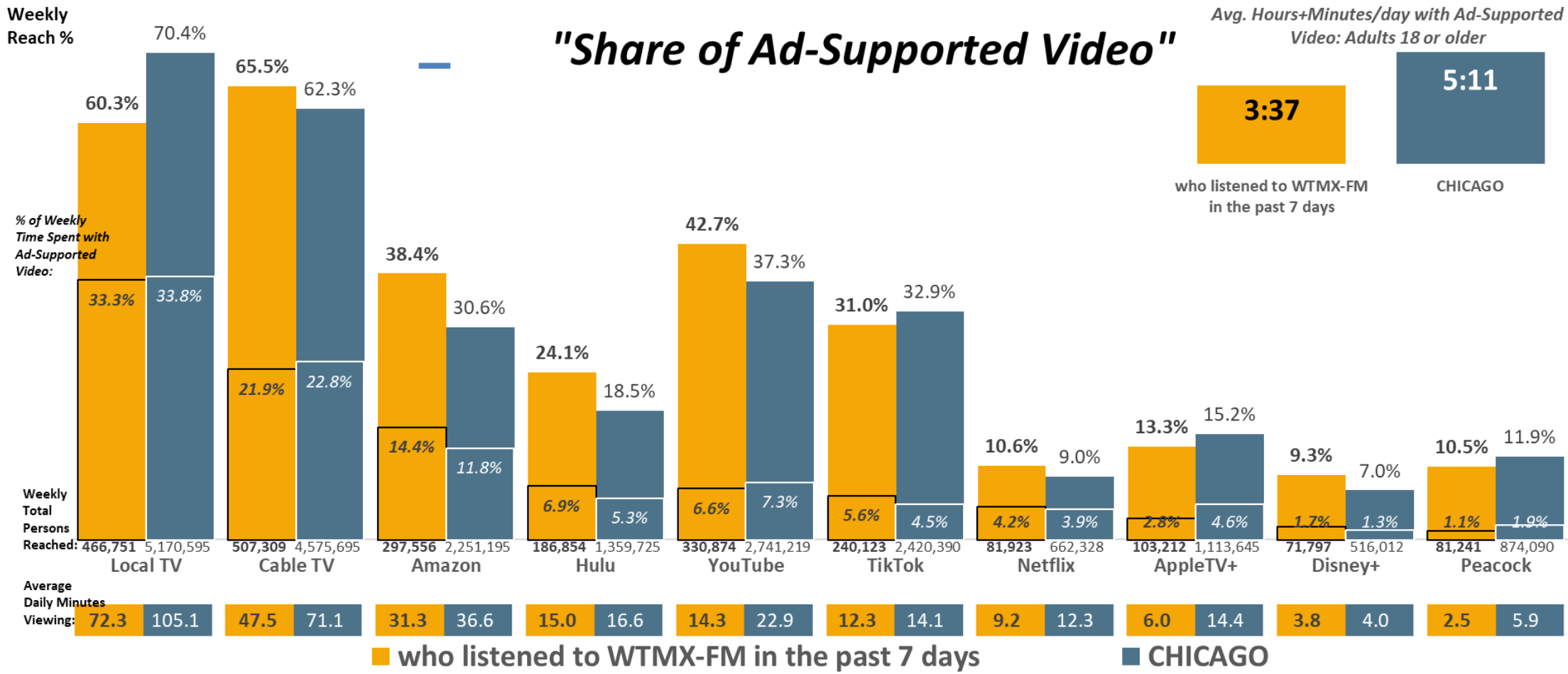
CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 286 CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 3,379

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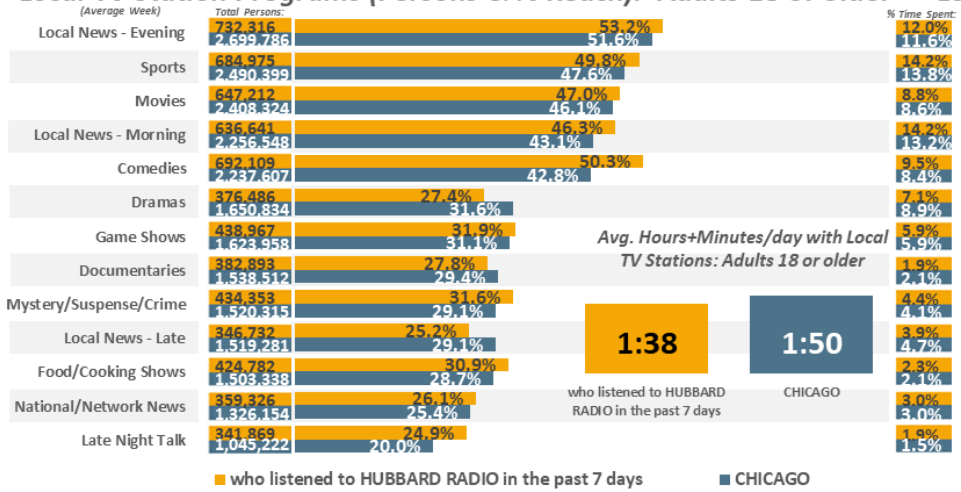
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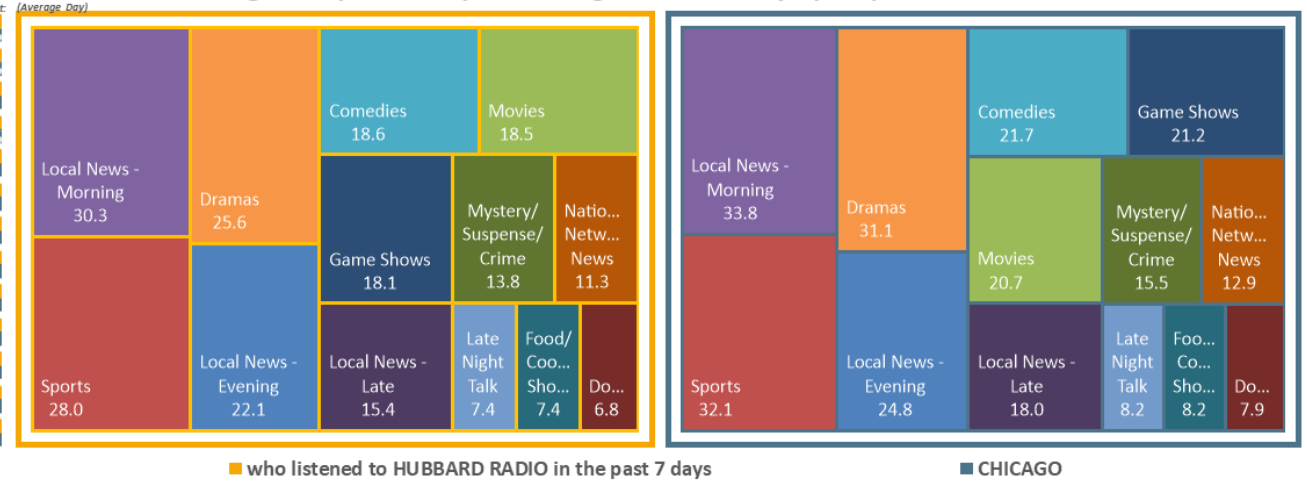
Radio Stations: WTMX-FM

1,365,639 or 68.6% of Adults 18 or older who listened to HUBBARD RADIO in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Comedies, Movies, Local News - Morning, and Game Shows.

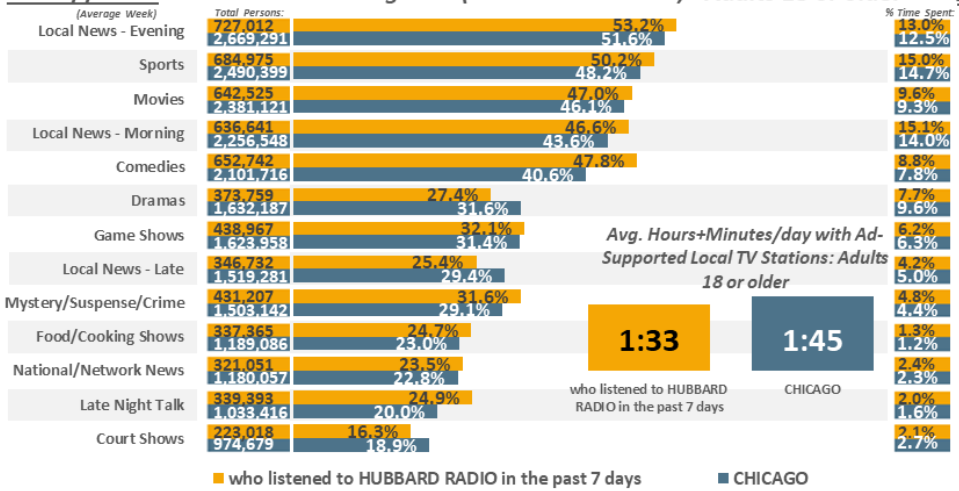
Local TV Station Programs (Persons & % Reach): Adults 18 or older



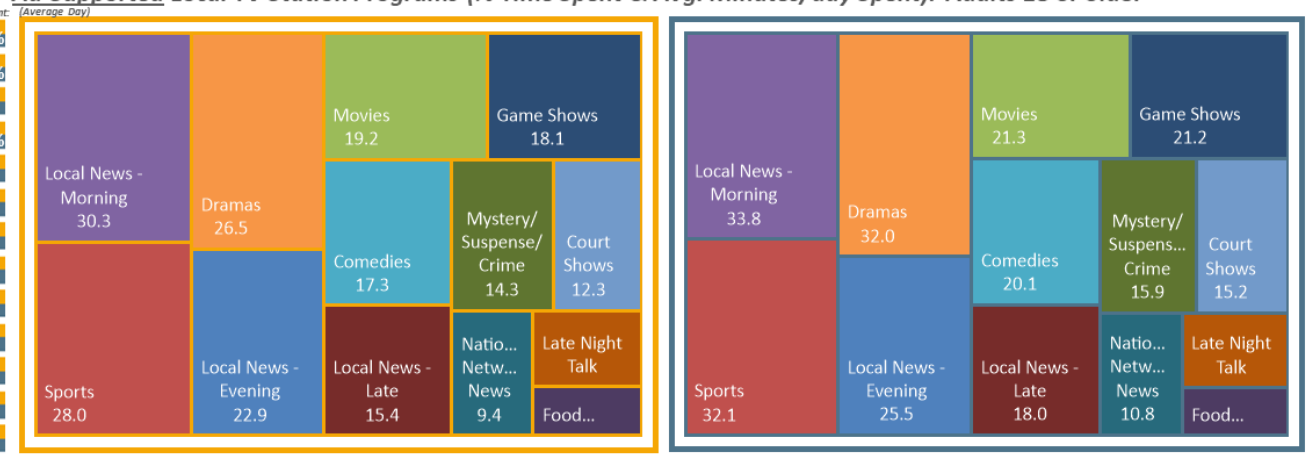
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 919

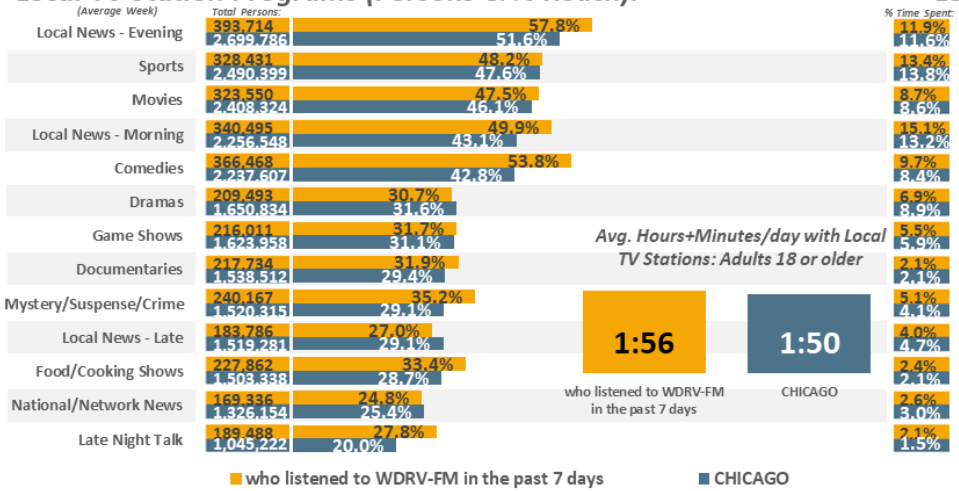
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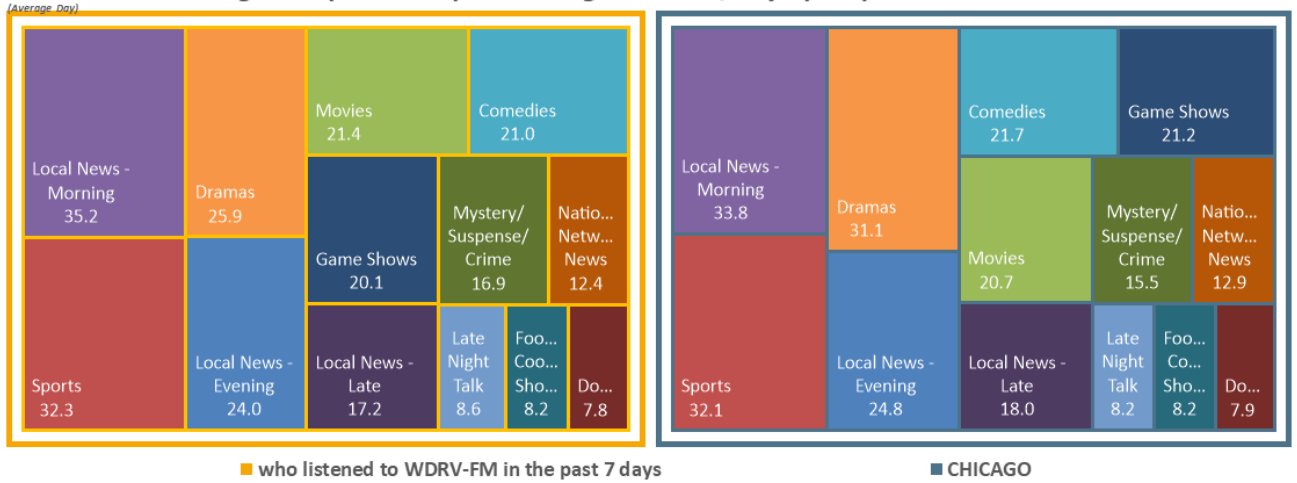
(Radio Stations: WDRV-FM OR Radio Stations: WTBC-FM OR Radio Stations: WTMX-FM)

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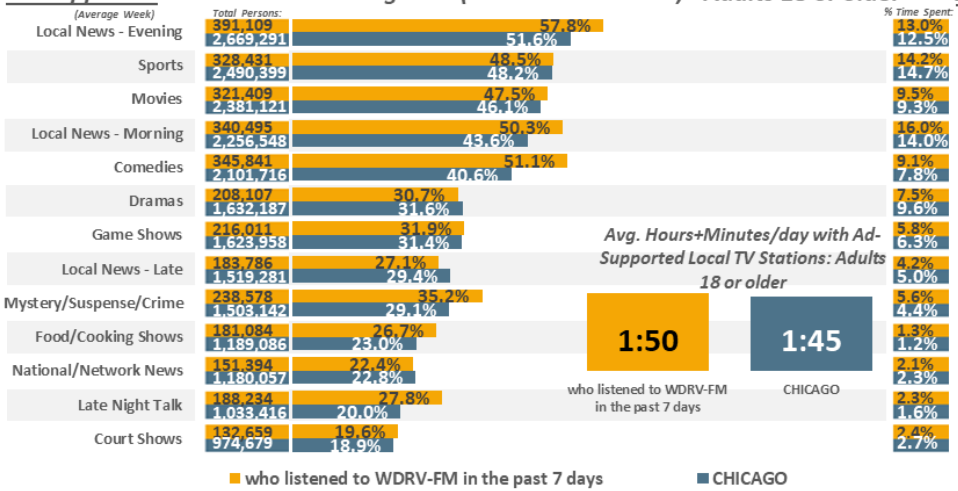
Local TV Station Programs (Persons & % Reach): Adults 18 or older



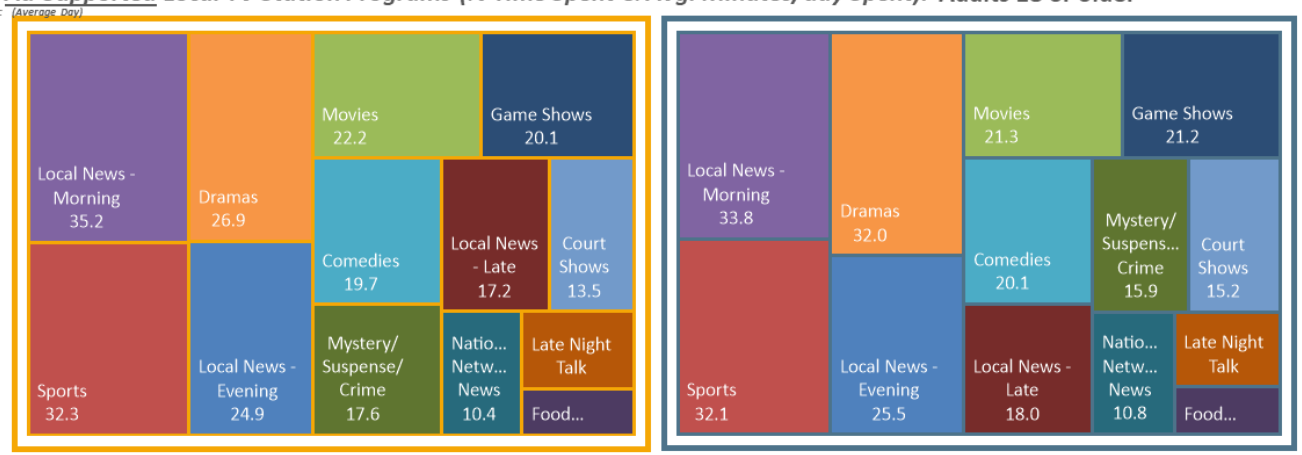
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



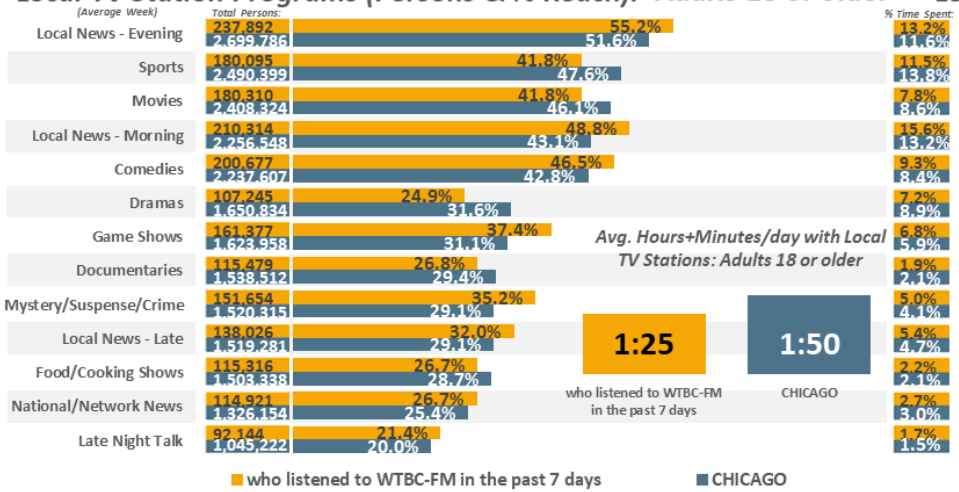
CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 471

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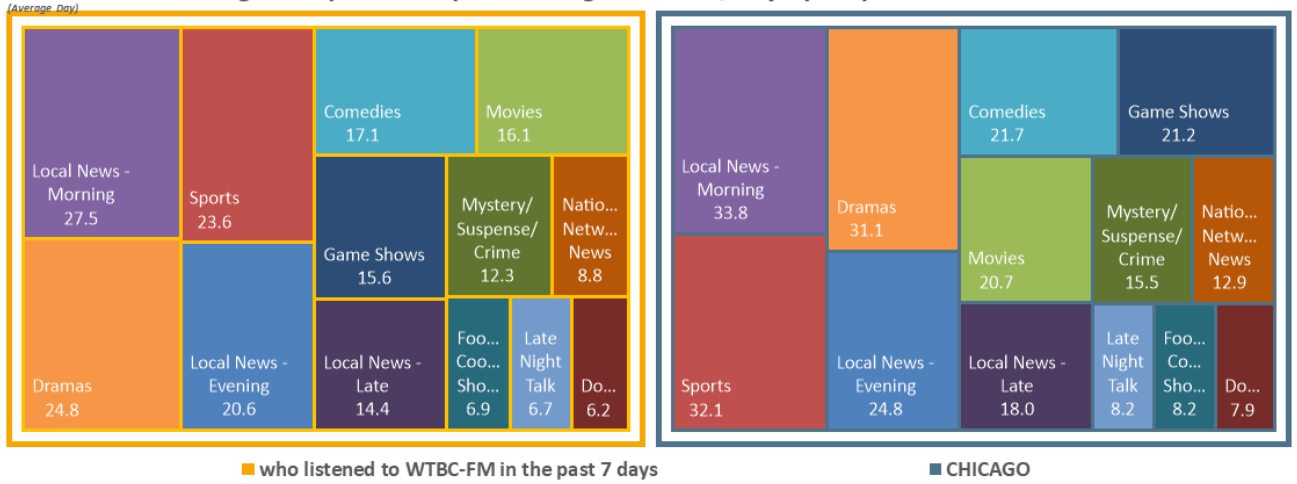
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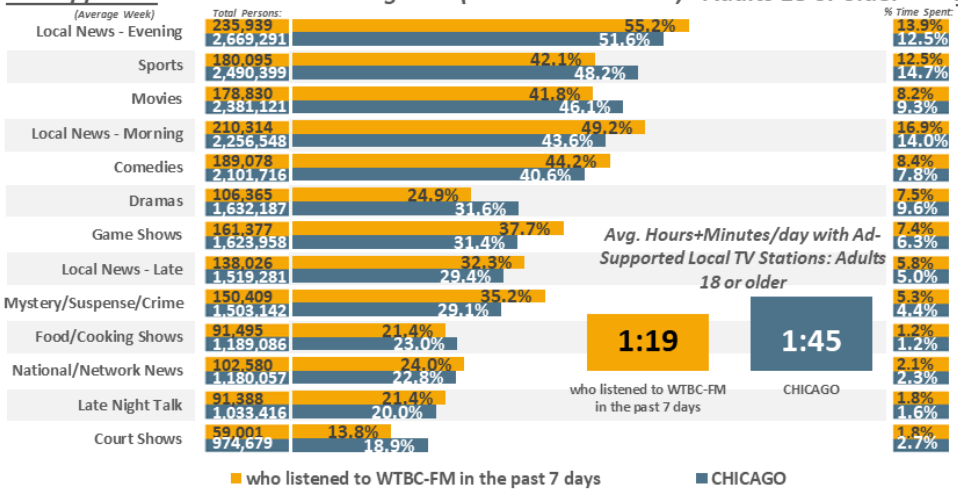
Local TV Station Programs (Persons & % Reach): Adults 18 or older



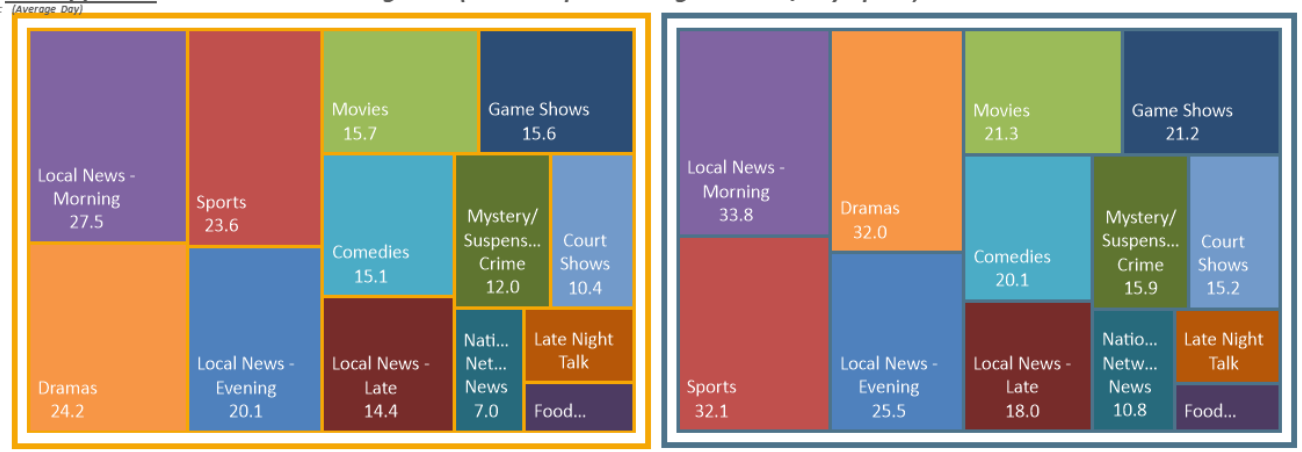
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



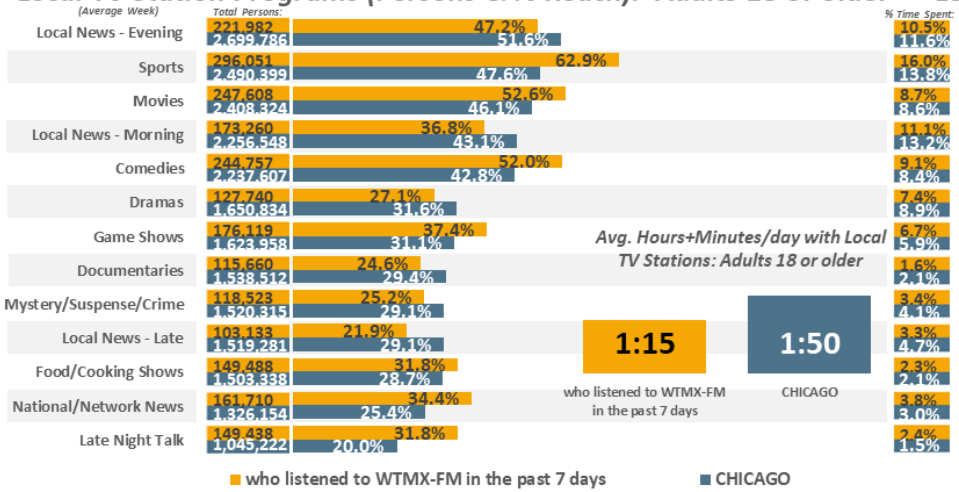
CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 286

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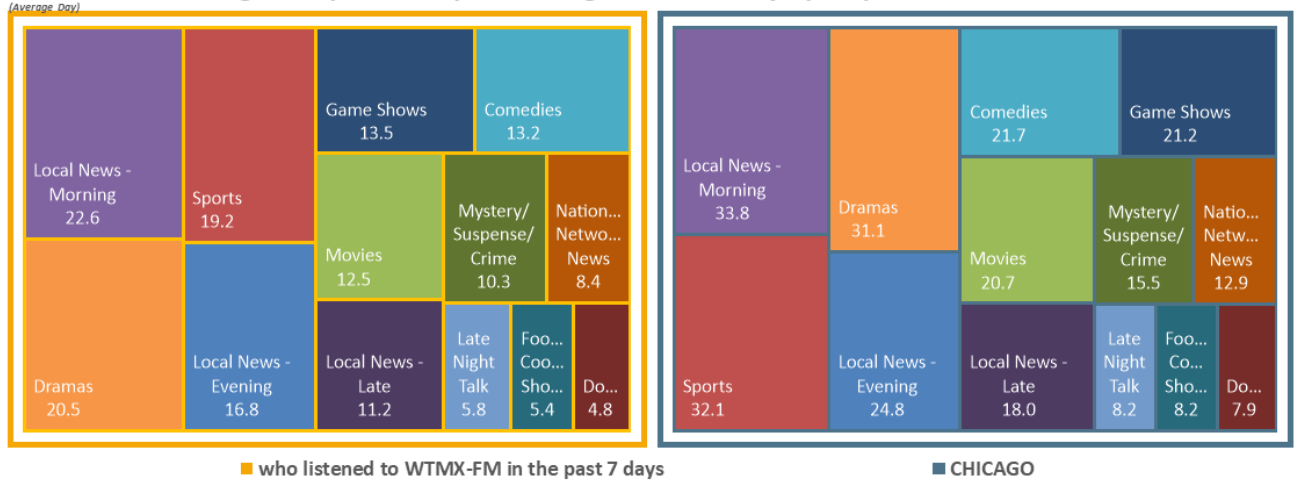
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466,751 or 60.3% of Adults 18 or older who listened to WTMX-FM in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Movies, Comedies, Local News - Evening, Game Shows, and Local News - Morning.

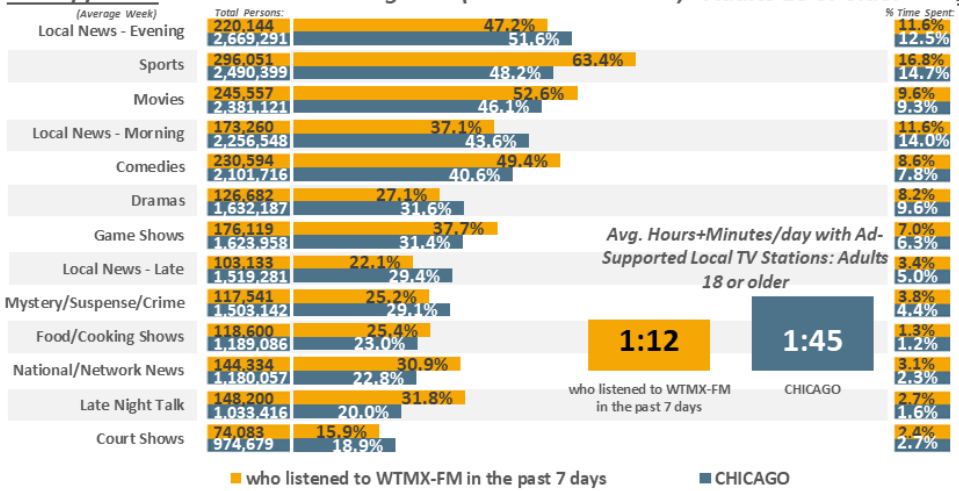
Local TV Station Programs (Persons & % Reach): Adults 18 or older



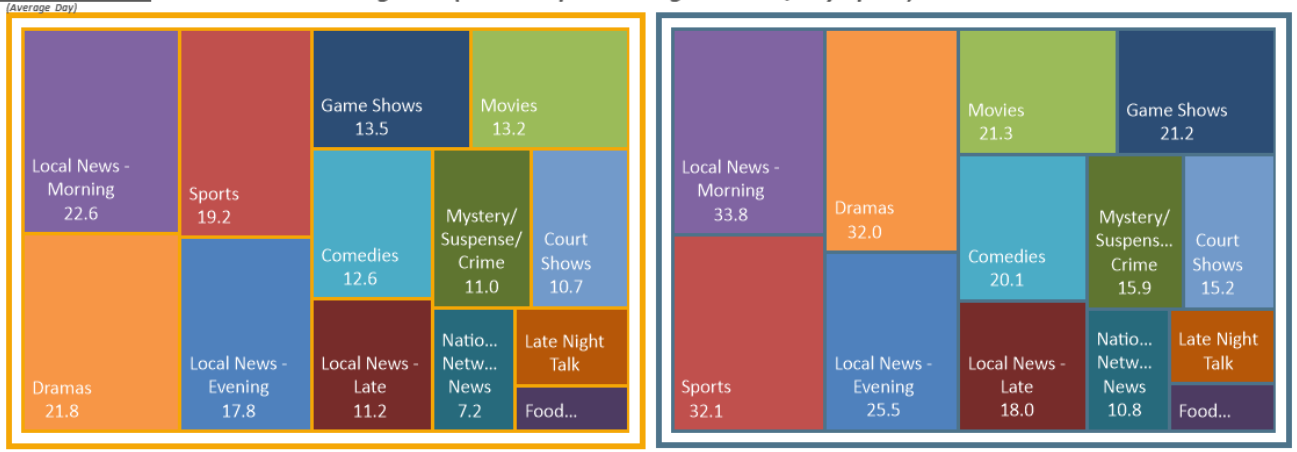
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



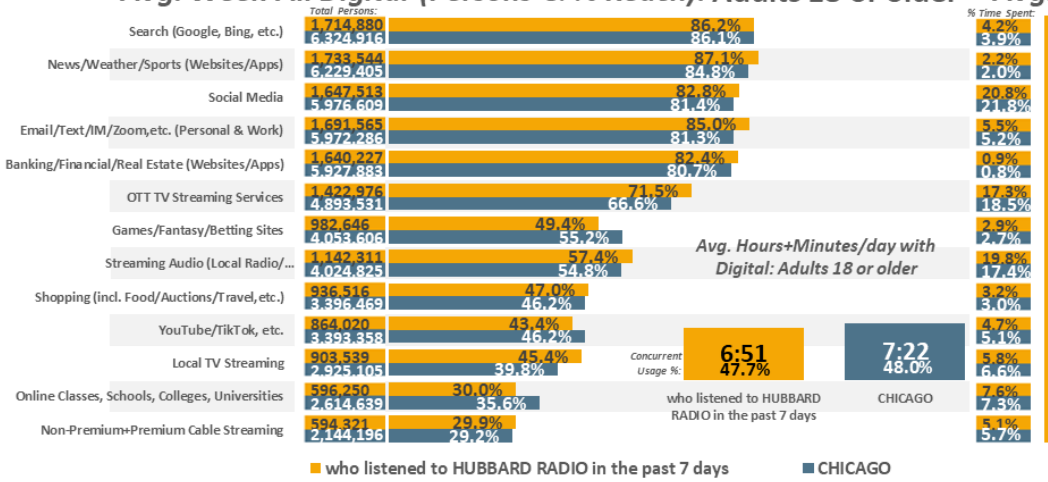
CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 314

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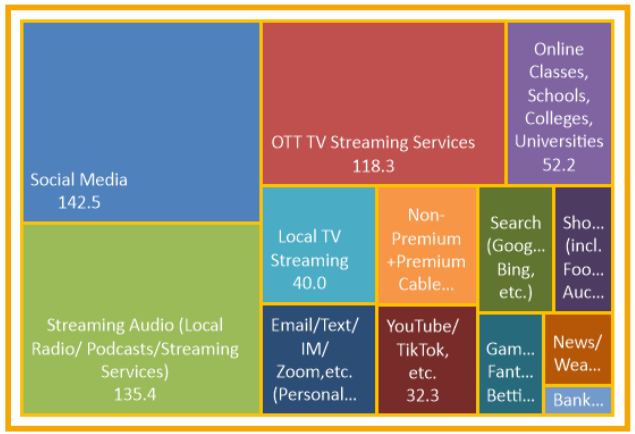
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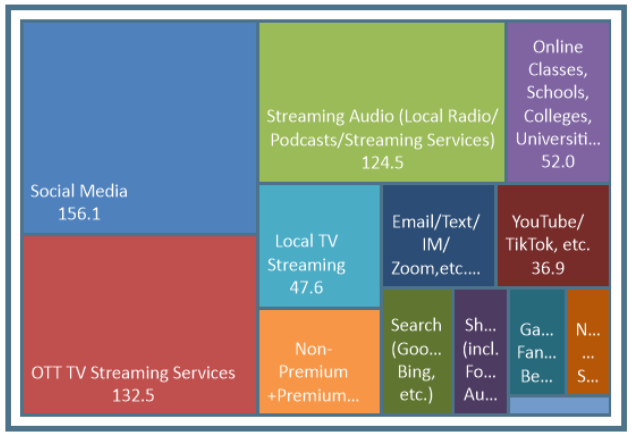
1,481,987 or 74.5% of Adults 18 or older who listened to HUBBARD RADIO in the past 7 days use Ad-Supported Social Media for an average of 128.2 minutes every day representing 25.3% of all time spent daily with Ad-Supported Digital Media.

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



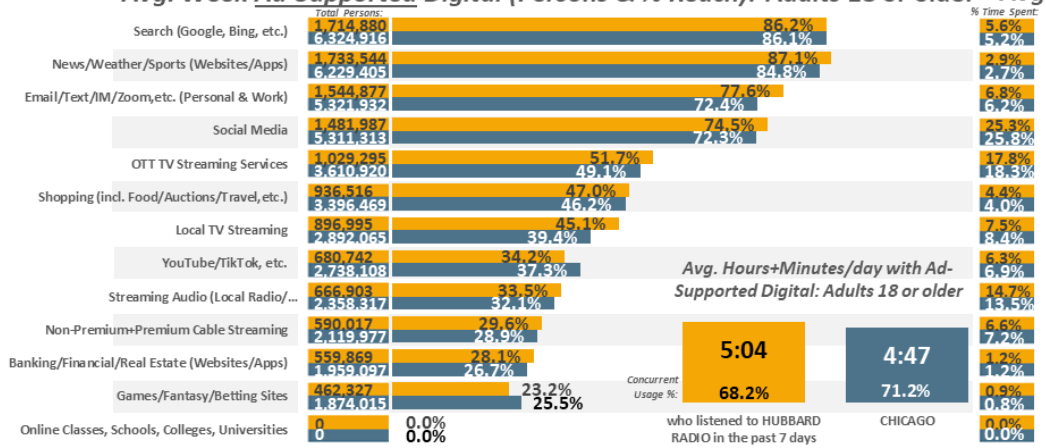
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



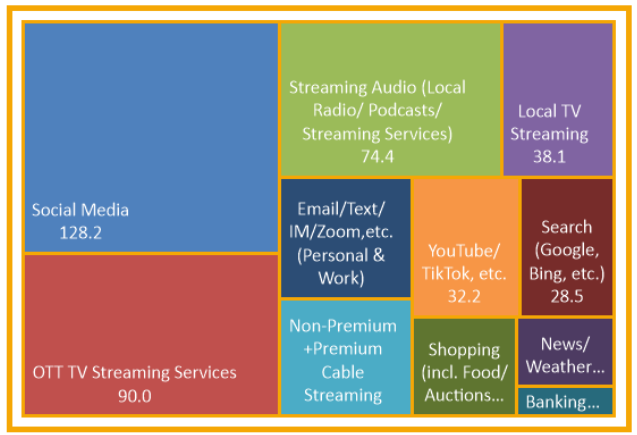


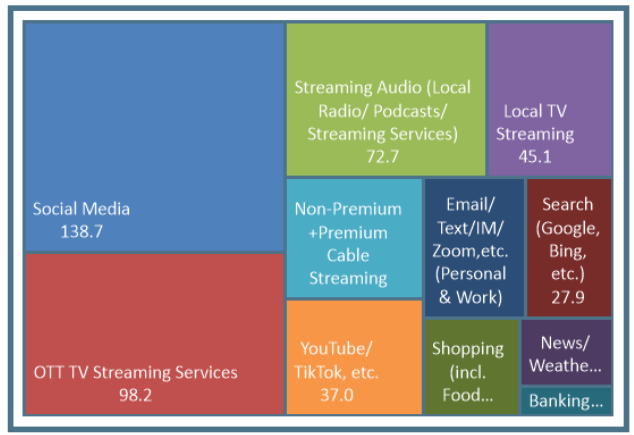
■ who listened to HUBBARD RADIO in the past 7 days ■ CHICAGO

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



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





■ who listened to HUBBARD RADIO in the past 7 days ■ CHICAGO

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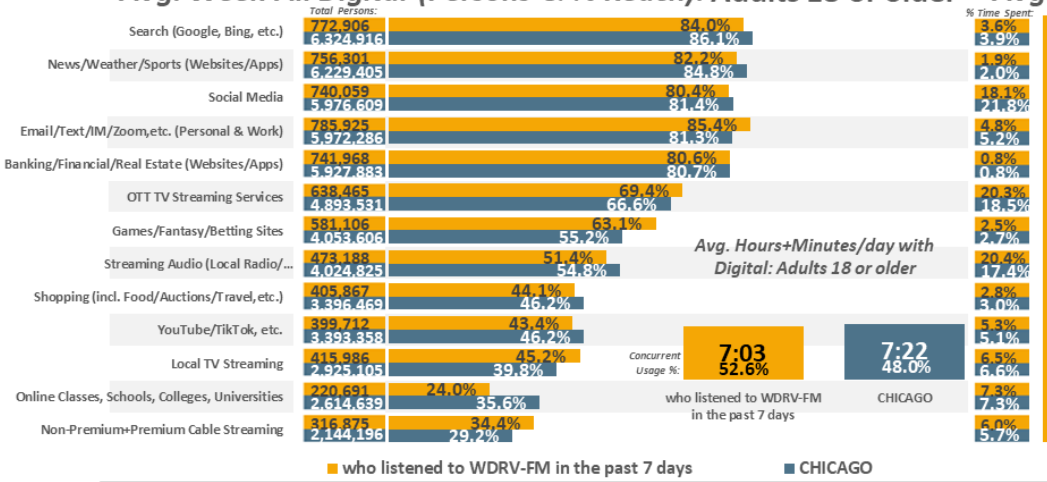
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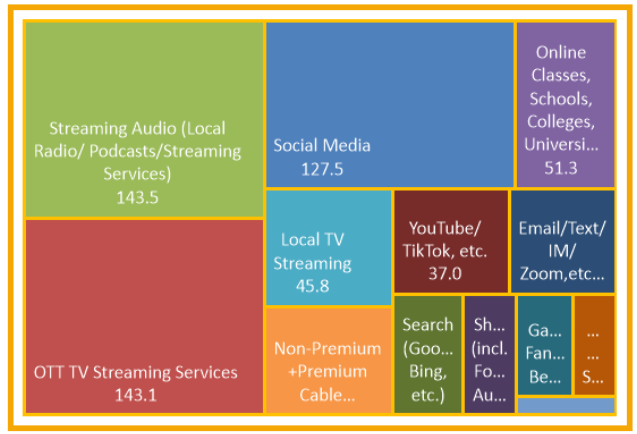
(Radio Stations: WDRV-FM OR Radio Stations: WTBC-FM OR Radio Stations: WTMX-FM)

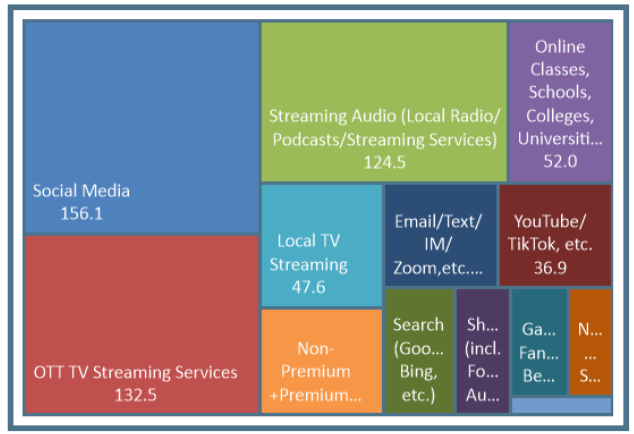
646,247 or 70.2% of Adults 18 or older who listened to WDRV-FM in the past 7 days use Ad-Supported Social Media for an average of 111.3 minutes every day representing 21.9% of all time spent daily with Ad-Supported Digital Media.

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

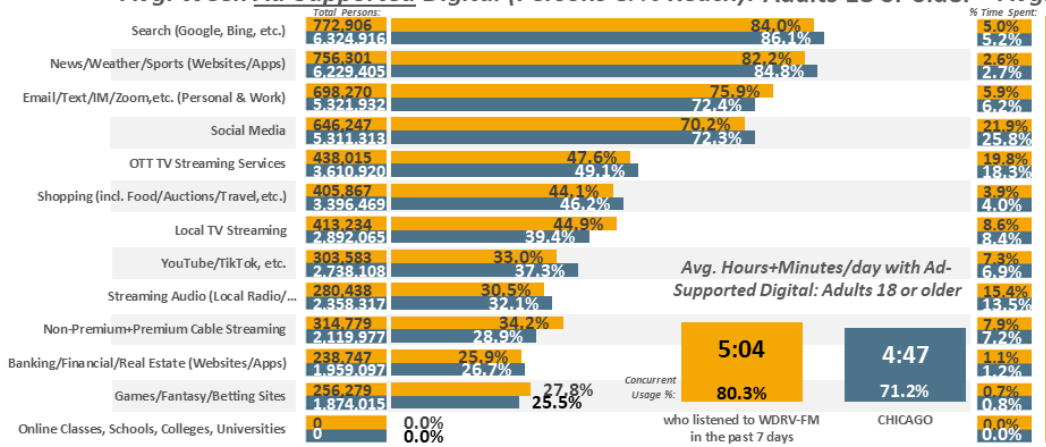


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

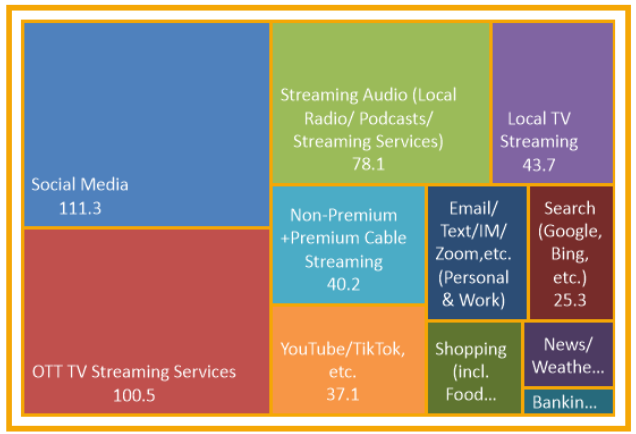


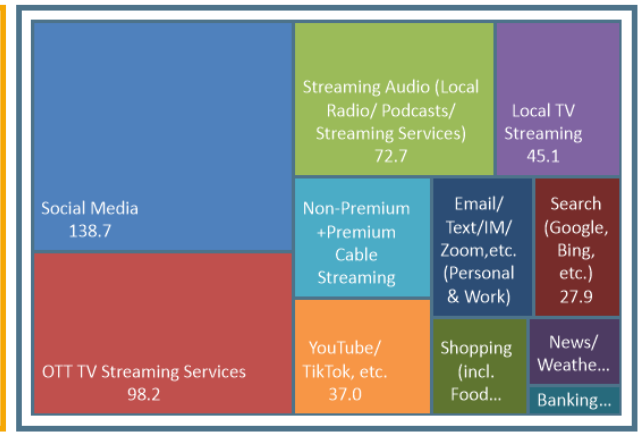


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





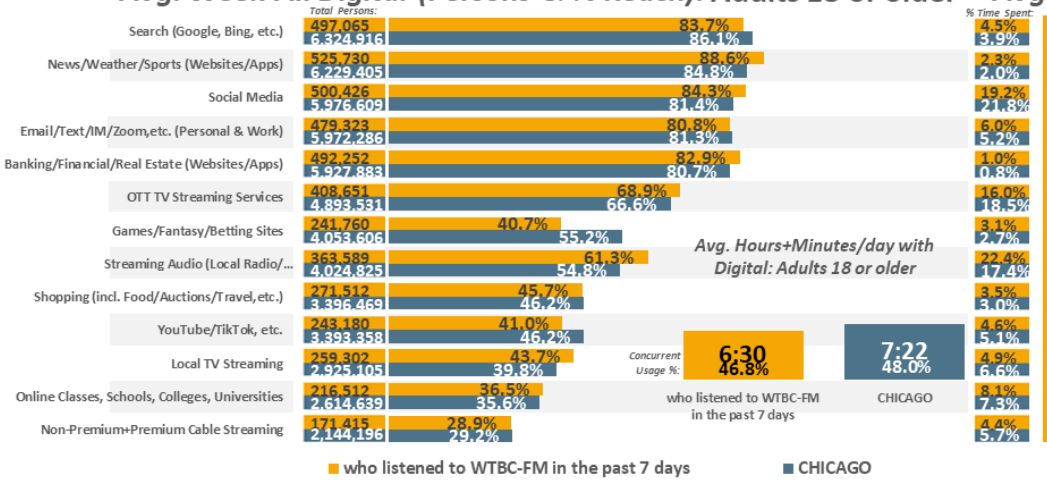
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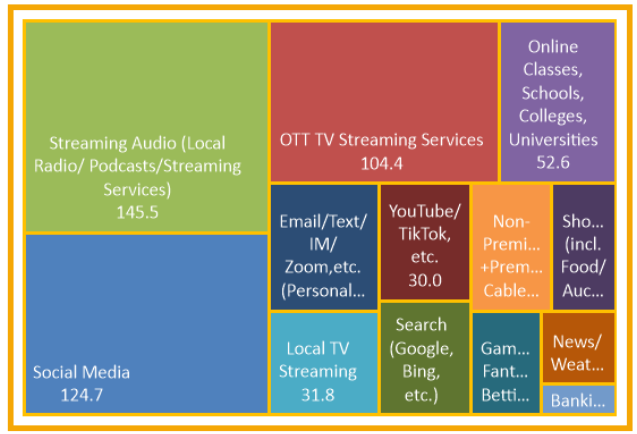
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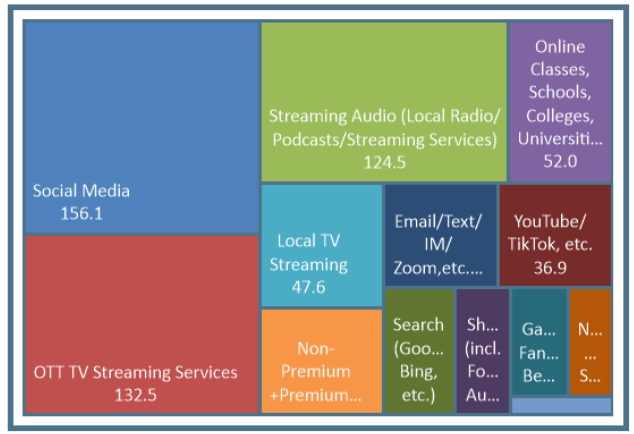
457,795 or 77.1% of Adults 18 or older who listened to WTBC-FM in the past 7 days use Ad-Supported Social Media for an average of 114.1 minutes every day representing 23.8% of all time spent daily with Ad-Supported Digital Media.

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

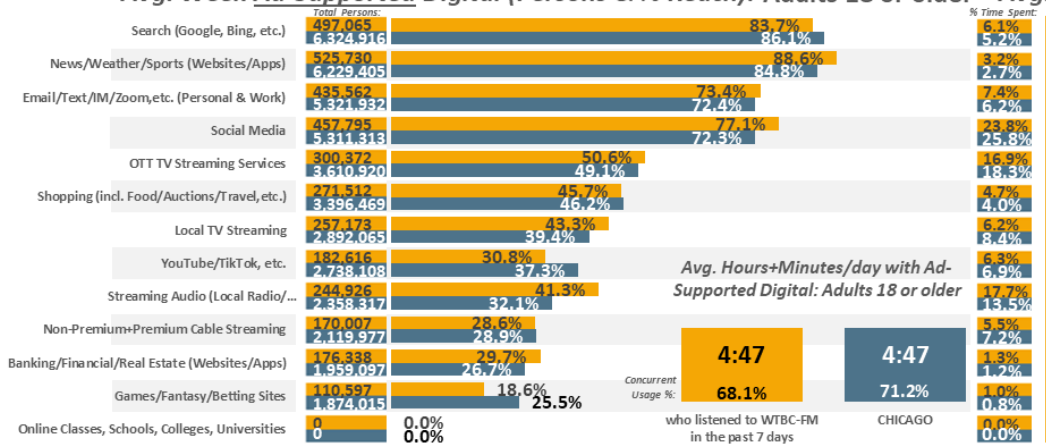


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

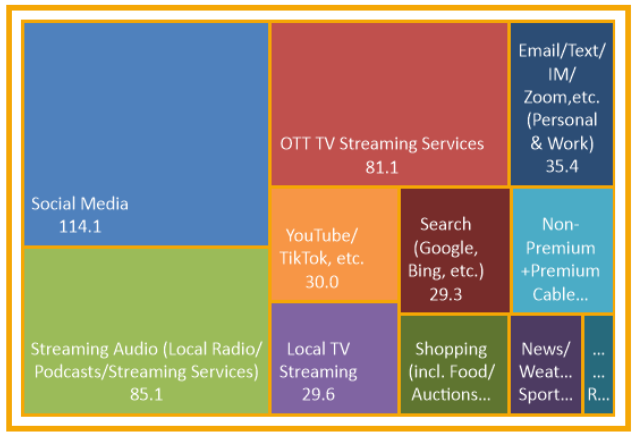


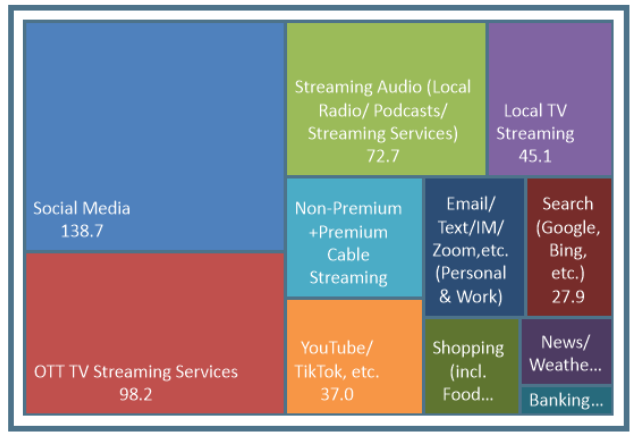


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





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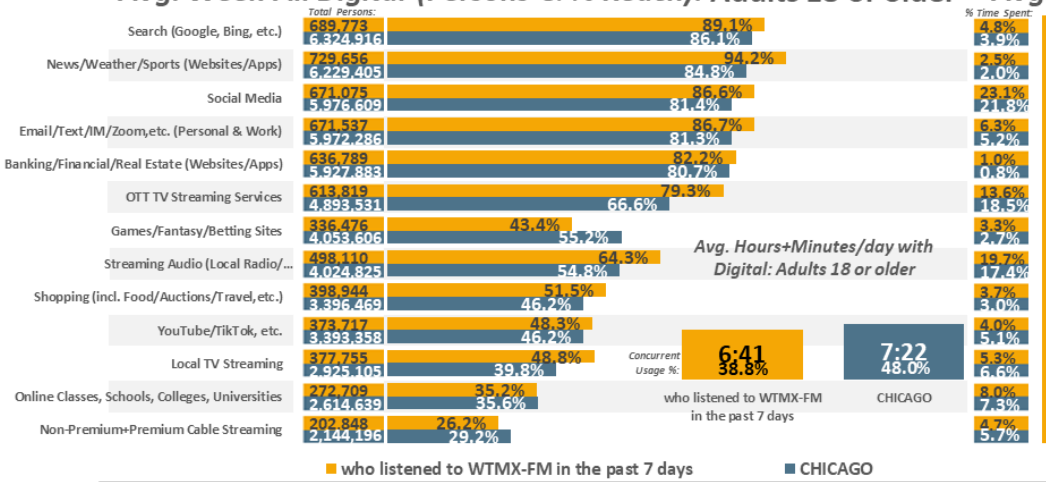
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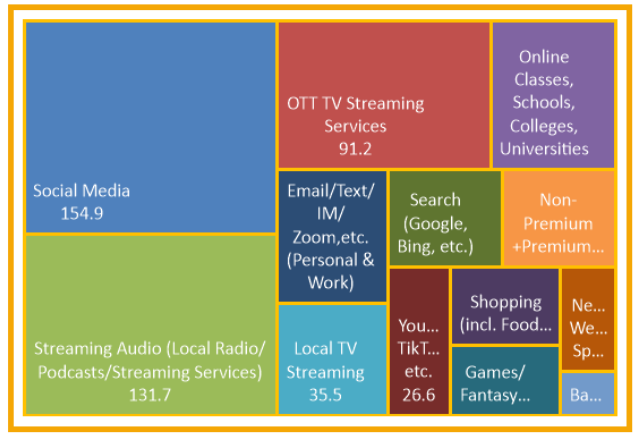
Radio Stations: WTBC-FM

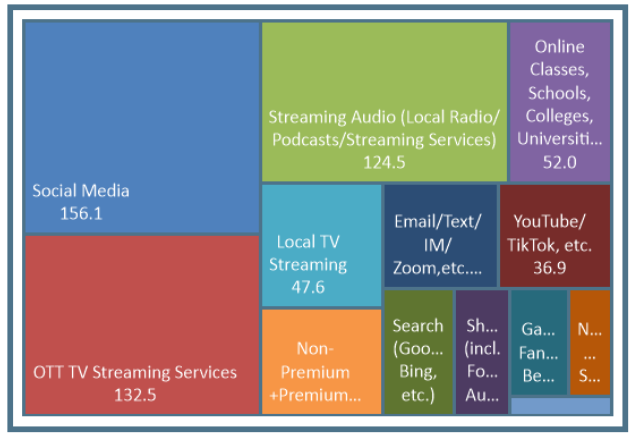
613,763 or 79.2% of Adults 18 or older who listened to WTMX-FM in the past 7 days use Ad-Supported Social Media for an average of 141.7 minutes every day representing 28.3% of all time spent daily with Ad-Supported Digital Media.

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

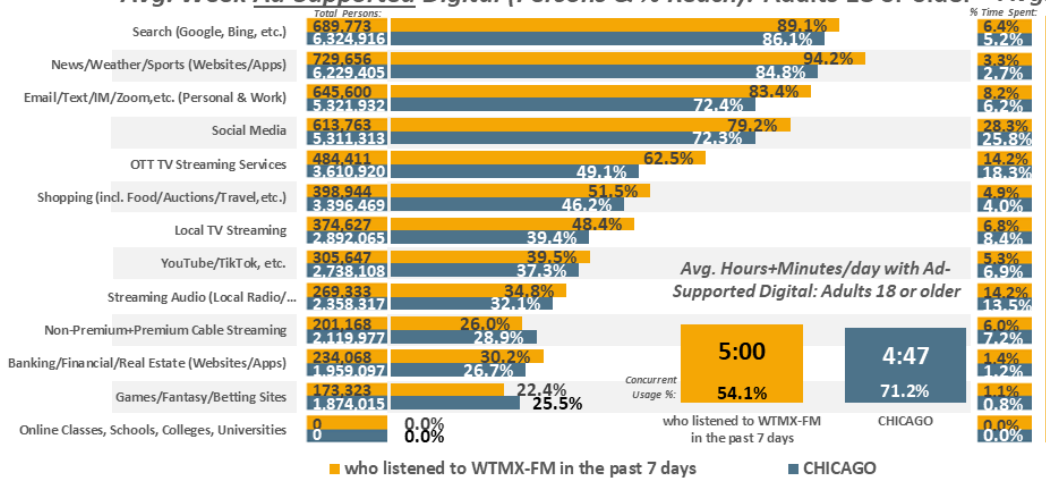


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

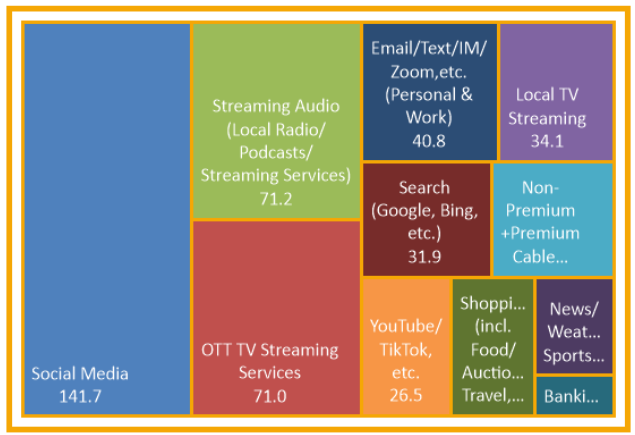


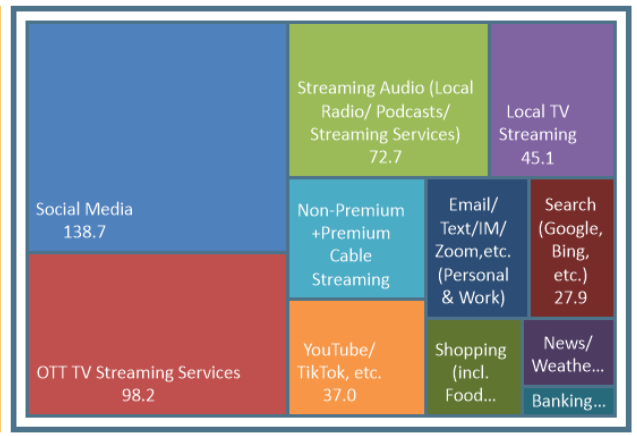


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





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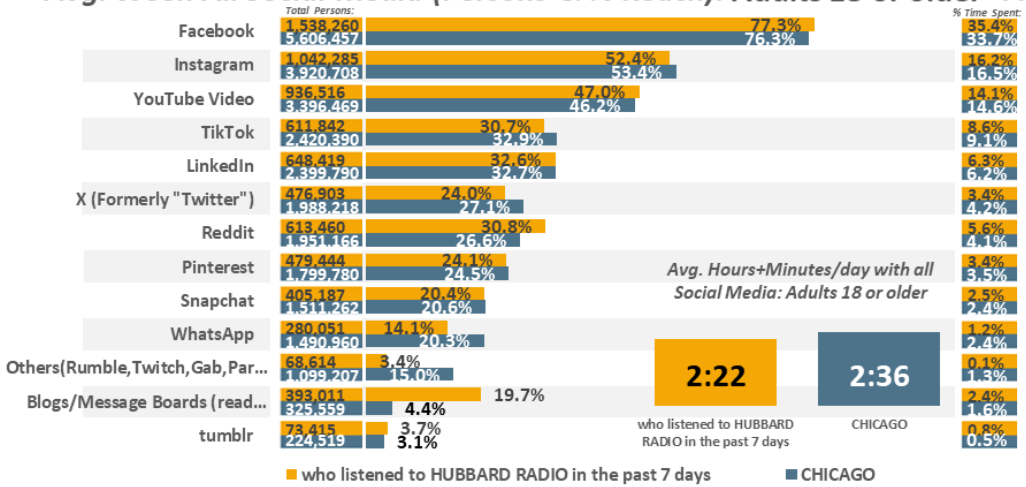
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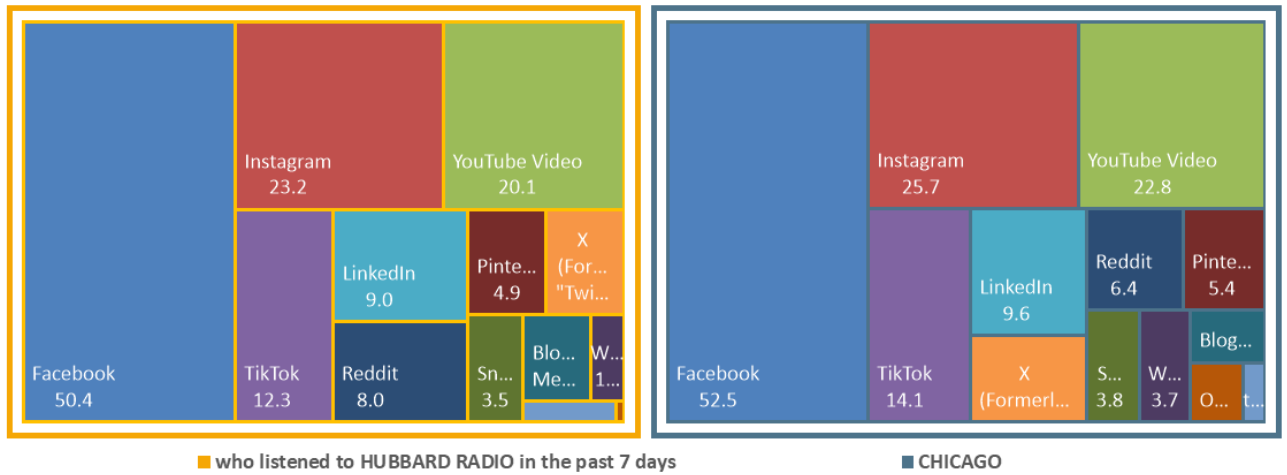
Radio Stations: WTMX-FM

1,481,987 or 74.5% of Adults 18 or older who listened to HUBBARD RADIO in the past 7 days use Ad-Supported Facebook for an average of 46.4 minutes every day representing 36.2% of all time spent daily with Ad-Supported Social Media.

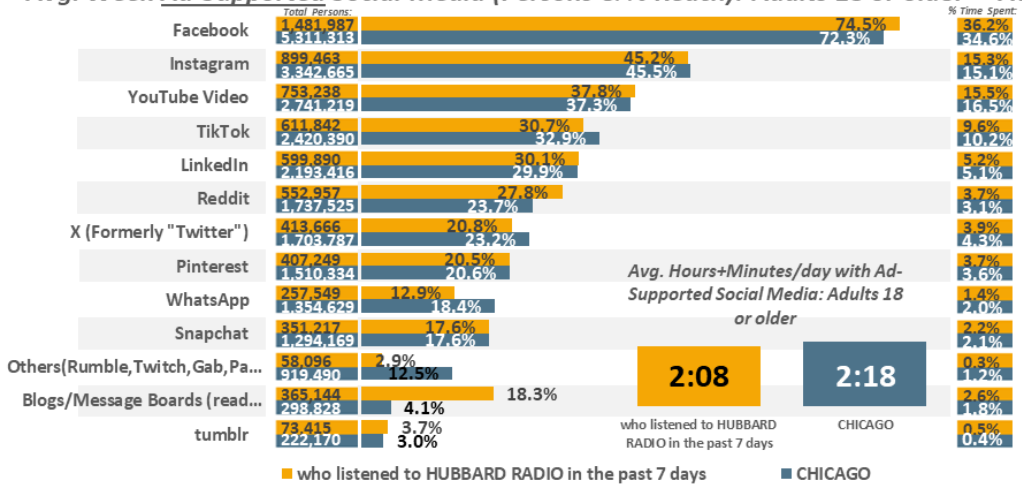
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



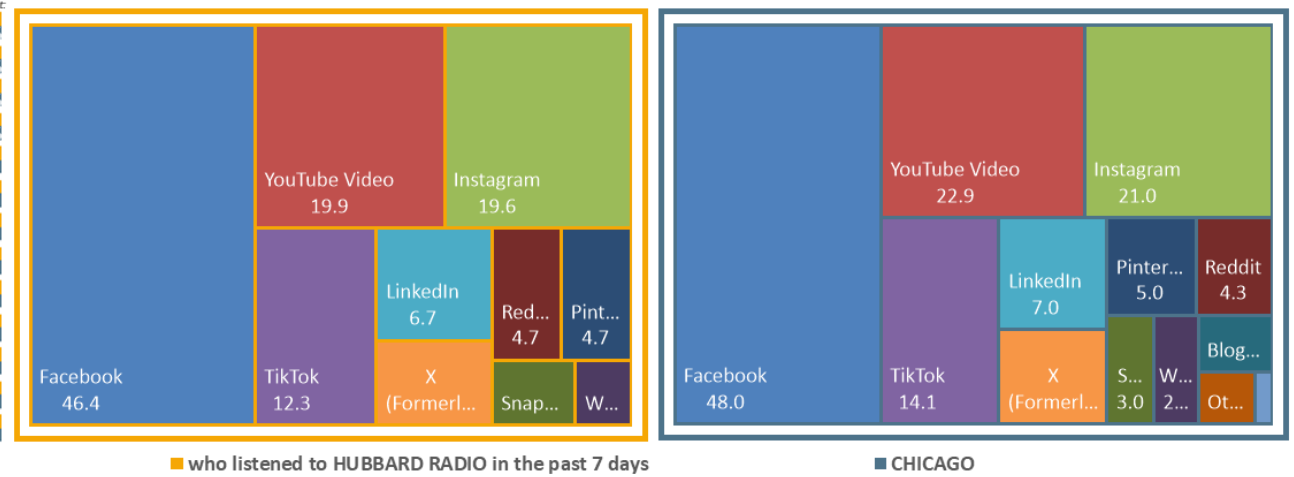
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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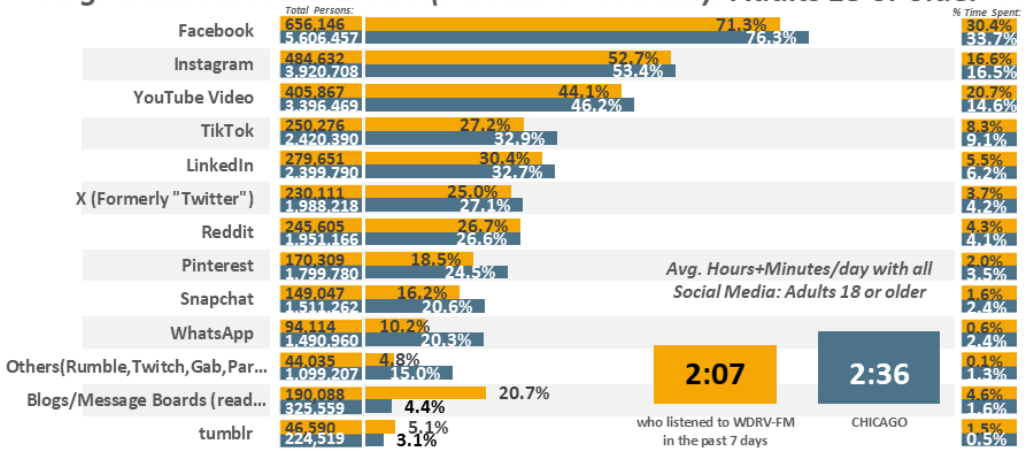
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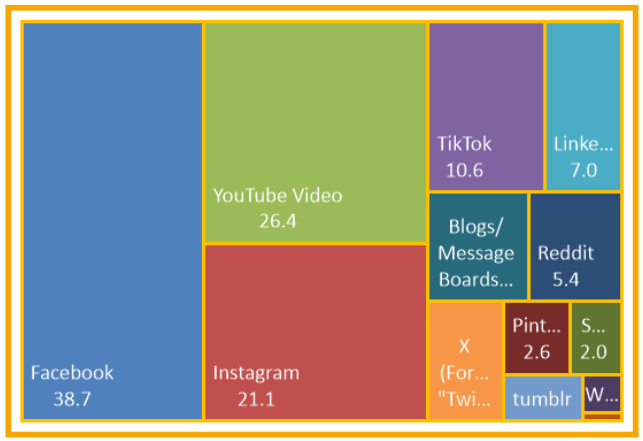
(Radio Stations: WDRV-FM OR Radio Stations: WTBC-FM OR Radio Stations: WTMX-FM)

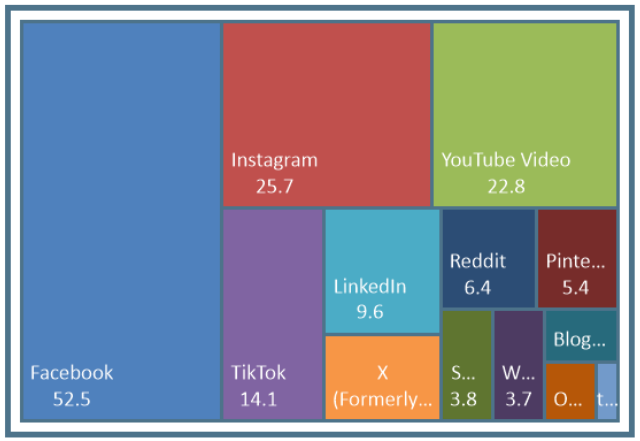
646,247 or 70.2% of Adults 18 or older who listened to WDRV-FM in the past 7 days use Ad-Supported Facebook for an average of 34.9 minutes every day representing 31.4% of all time spent daily with Ad-Supported Social Media.

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

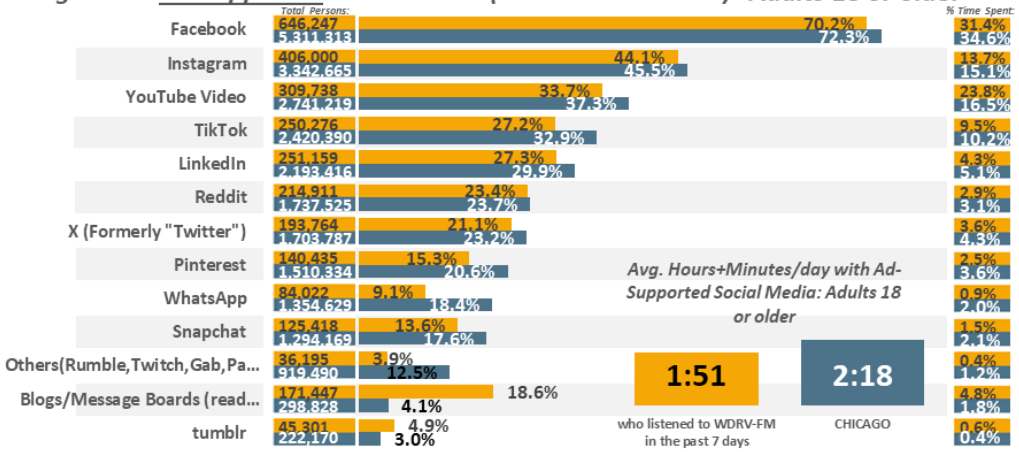


Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

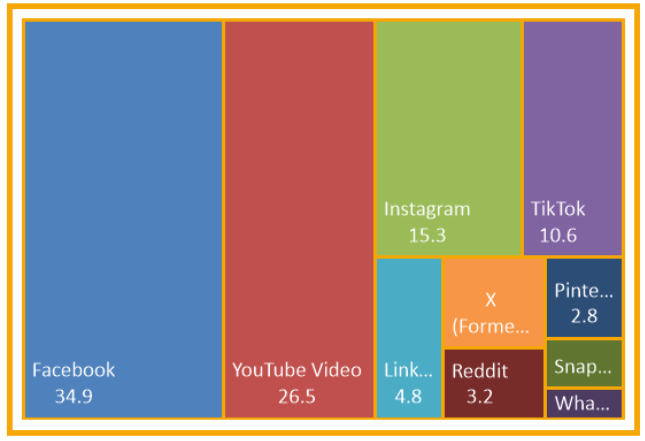


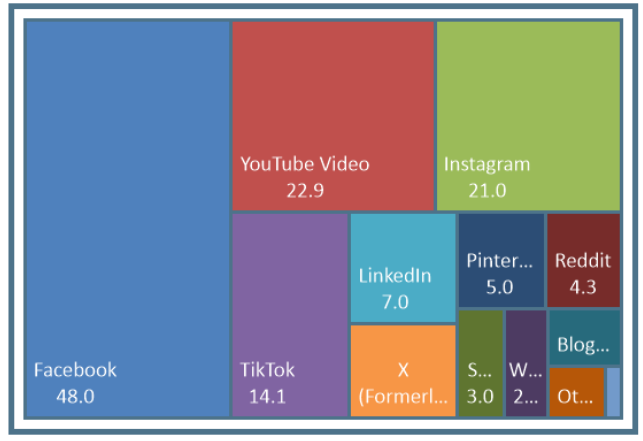


Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older



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





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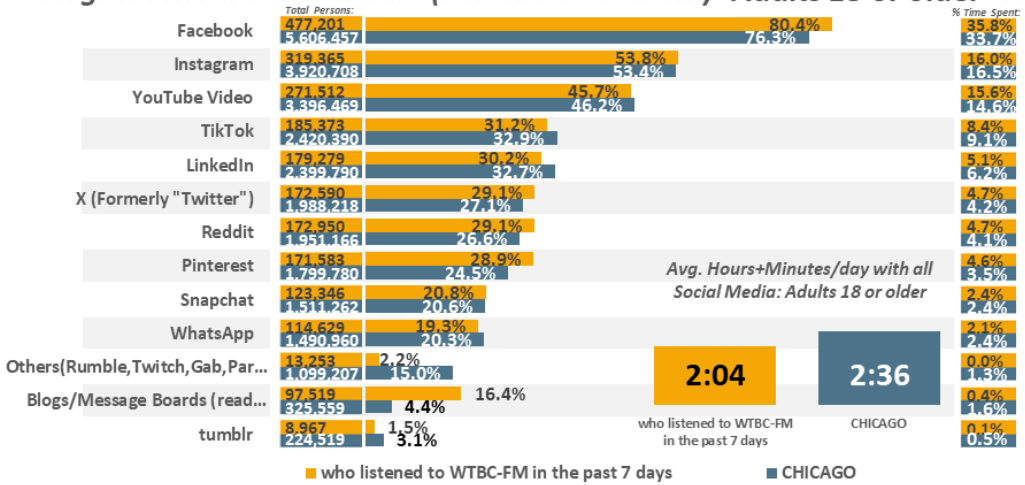
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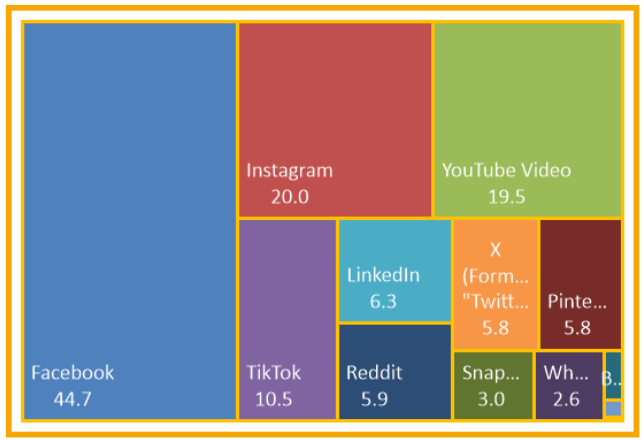
Radio Stations: WDRV-FM

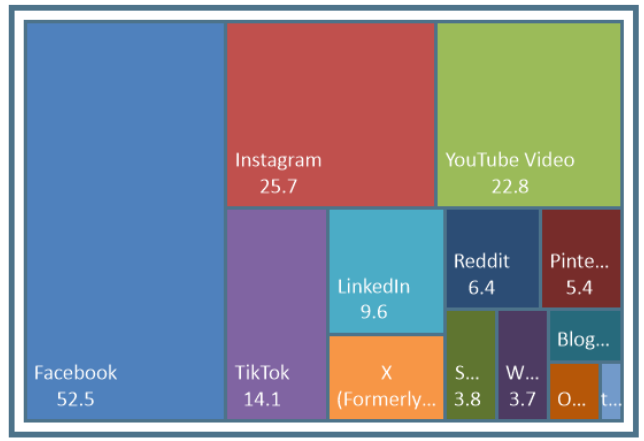
457,795 or 77.1% of Adults 18 or older who listened to WTBC-FM in the past 7 days use Ad-Supported Facebook for an average of 41.3 minutes every day representing 36.2% of all time spent daily with Ad-Supported Social Media.

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

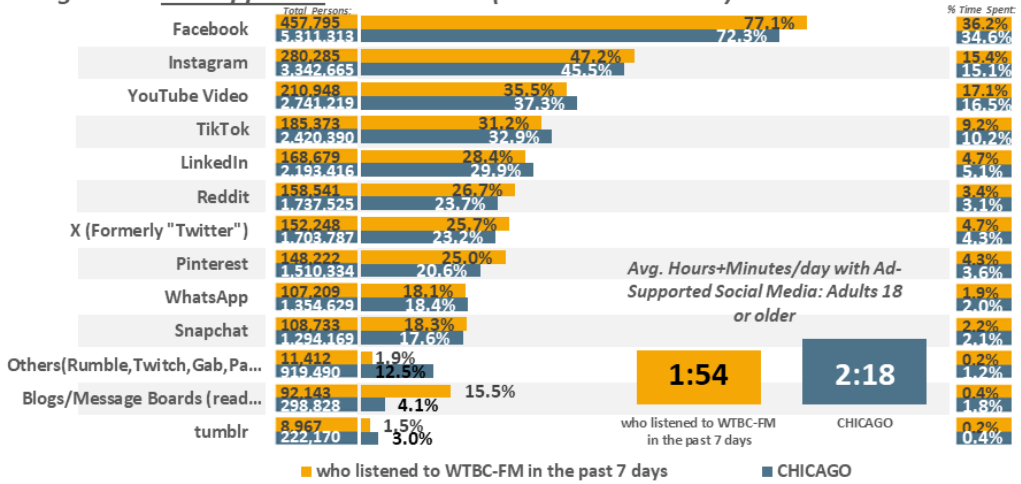


Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

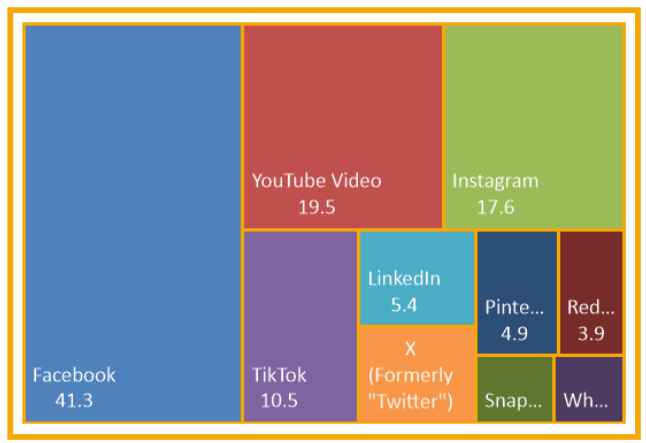


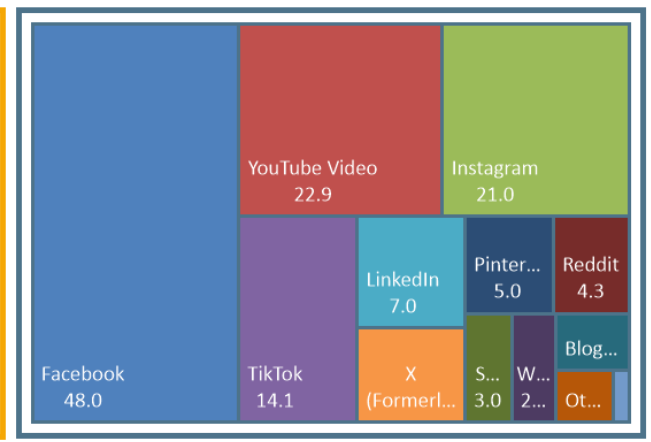


Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older



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





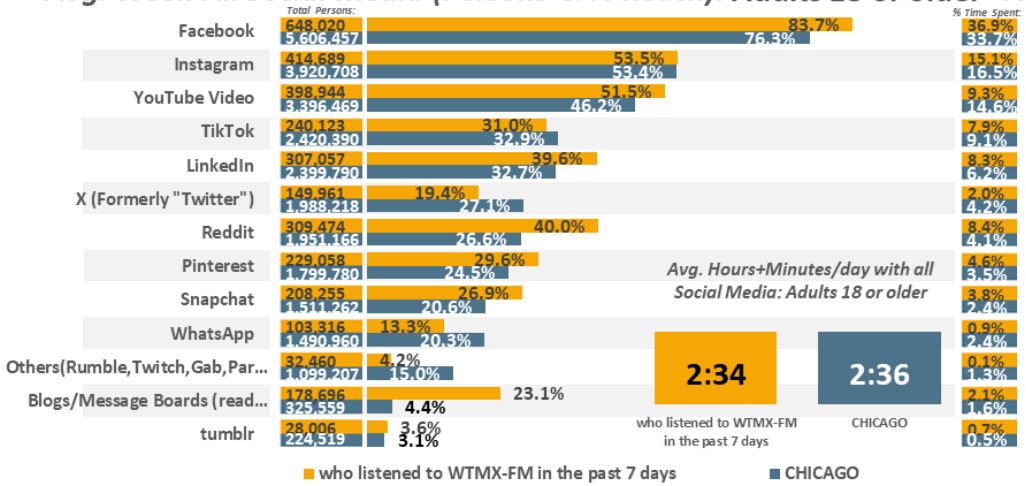
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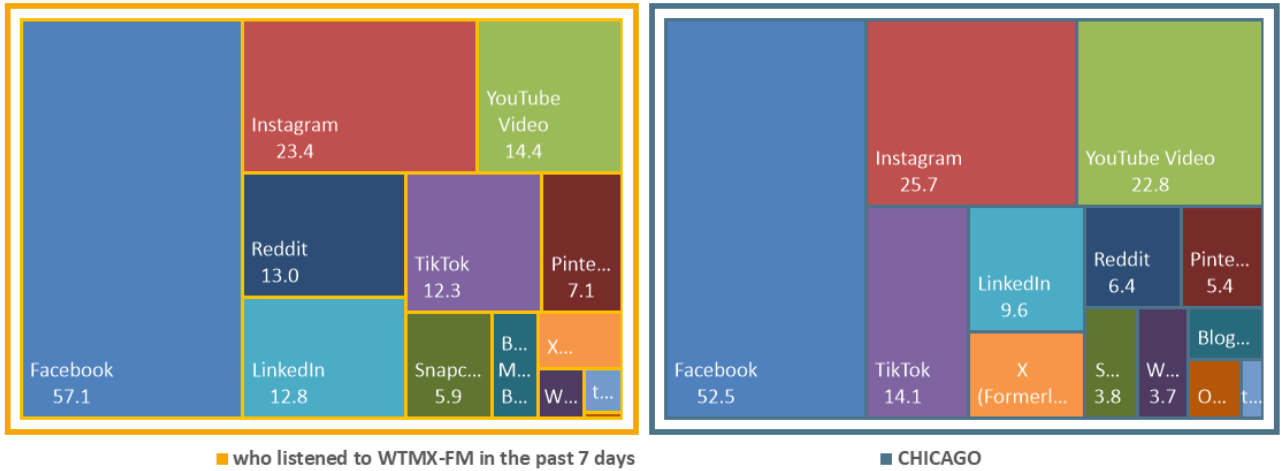
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613,763 or 79.2% of Adults 18 or older who listened to WTMX-FM in the past 7 days use Ad-Supported Facebook for an average of 54.9 minutes every day representing 38.8% of all time spent daily with Ad-Supported Social Media.

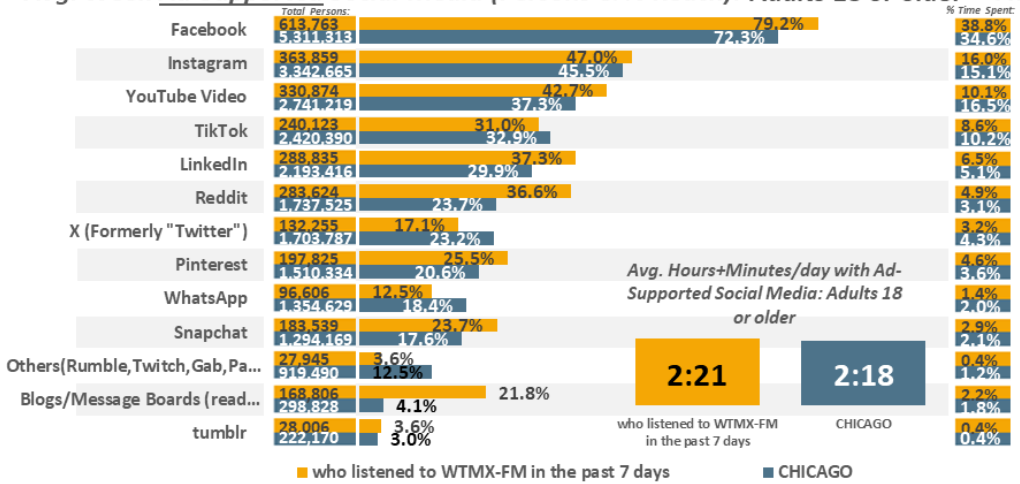
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



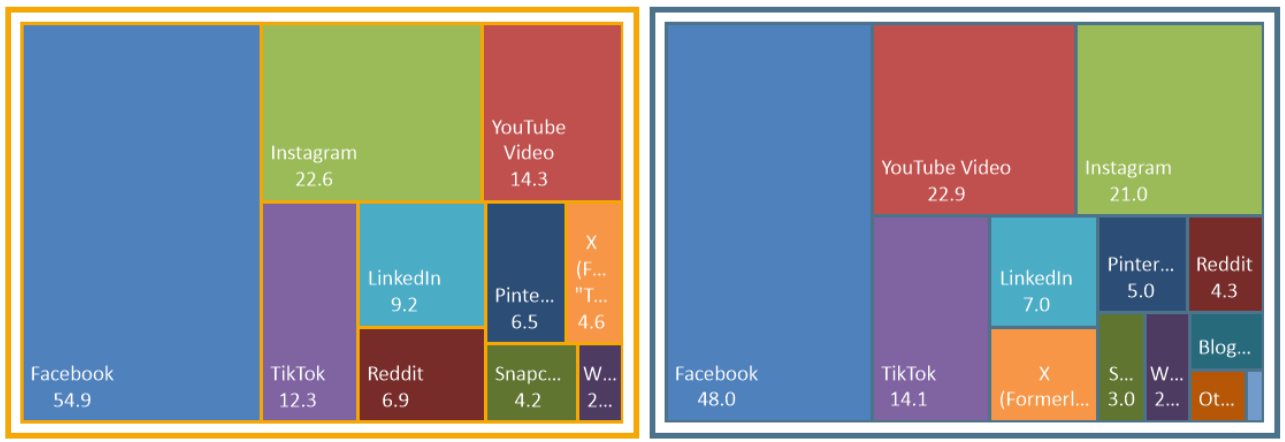
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



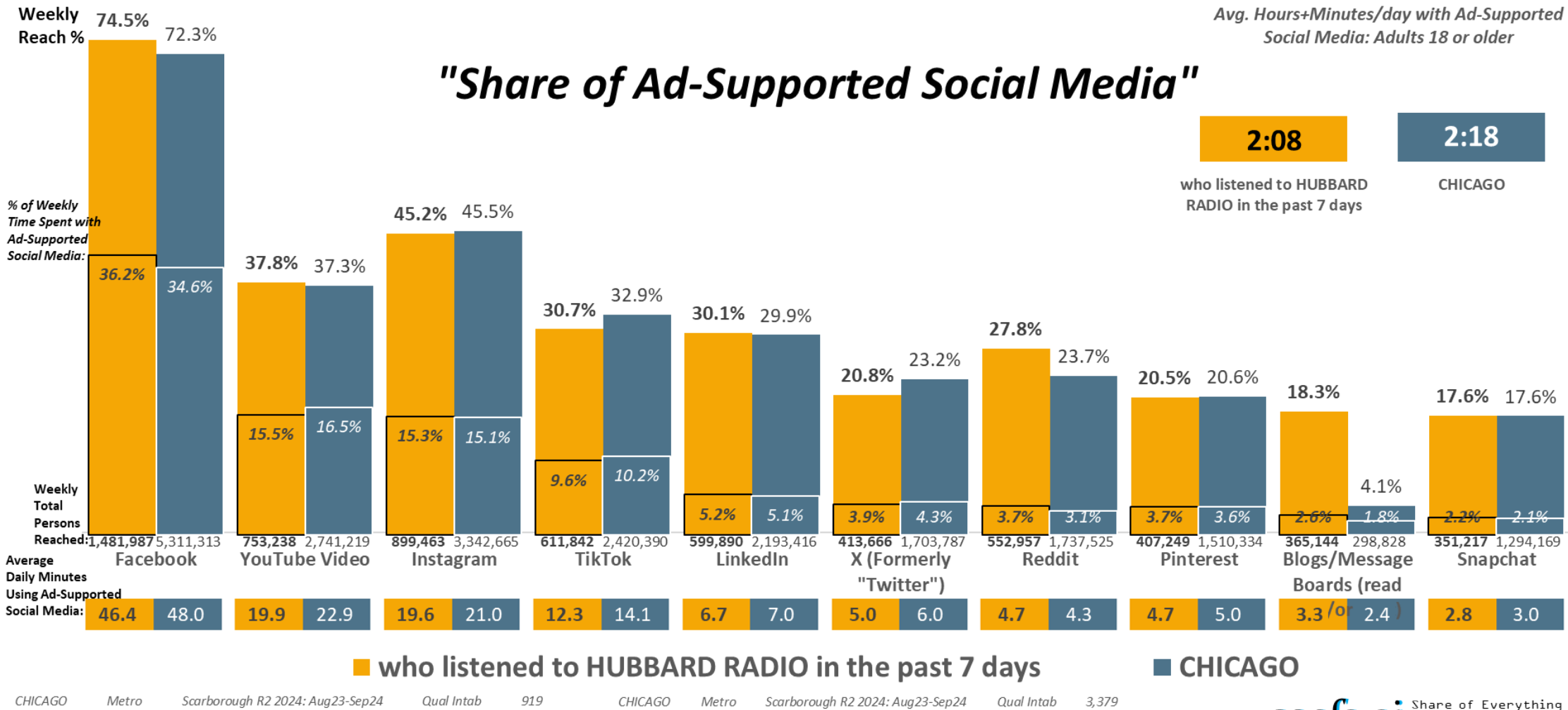
CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 314

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HUBBARD RADIO

1,481,987 or 74.5% of Adults 18 or older who listened to HUBBARD RADIO in the past 7 days use Ad-Supported Facebook for an average of 46.4 minutes every day representing 36.2% of all time spent daily with Ad-Supported Social Media.



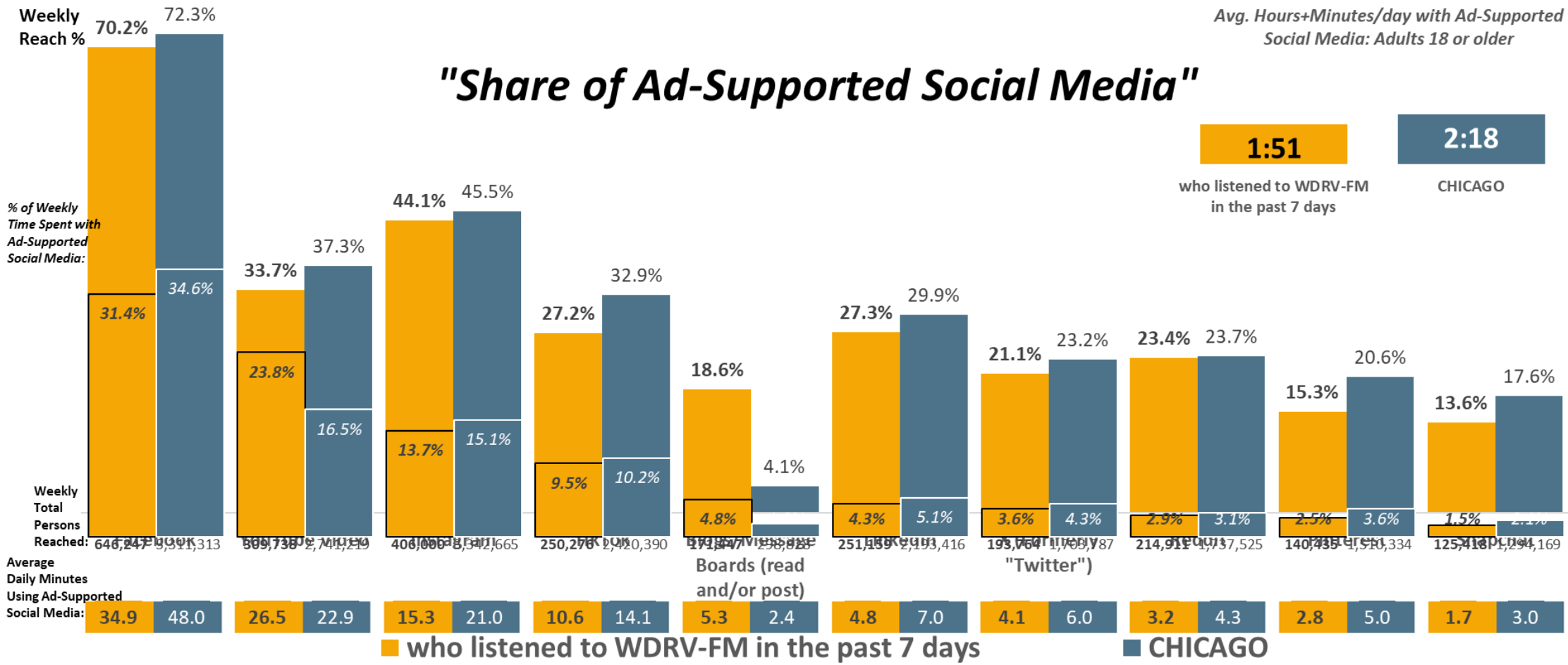
CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 919 CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 3,379

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(Radio Stations: WDRV-FM OR Radio Stations: WTBC-FM OR Radio Stations: WTMX-FM)

646,247 or 70.2% of Adults 18 or older who listened to WDRV-FM in the past 7 days use Ad-Supported Facebook for an average of 34.9 minutes every day representing 31.4% of all time spent daily with Ad-Supported Social Media.



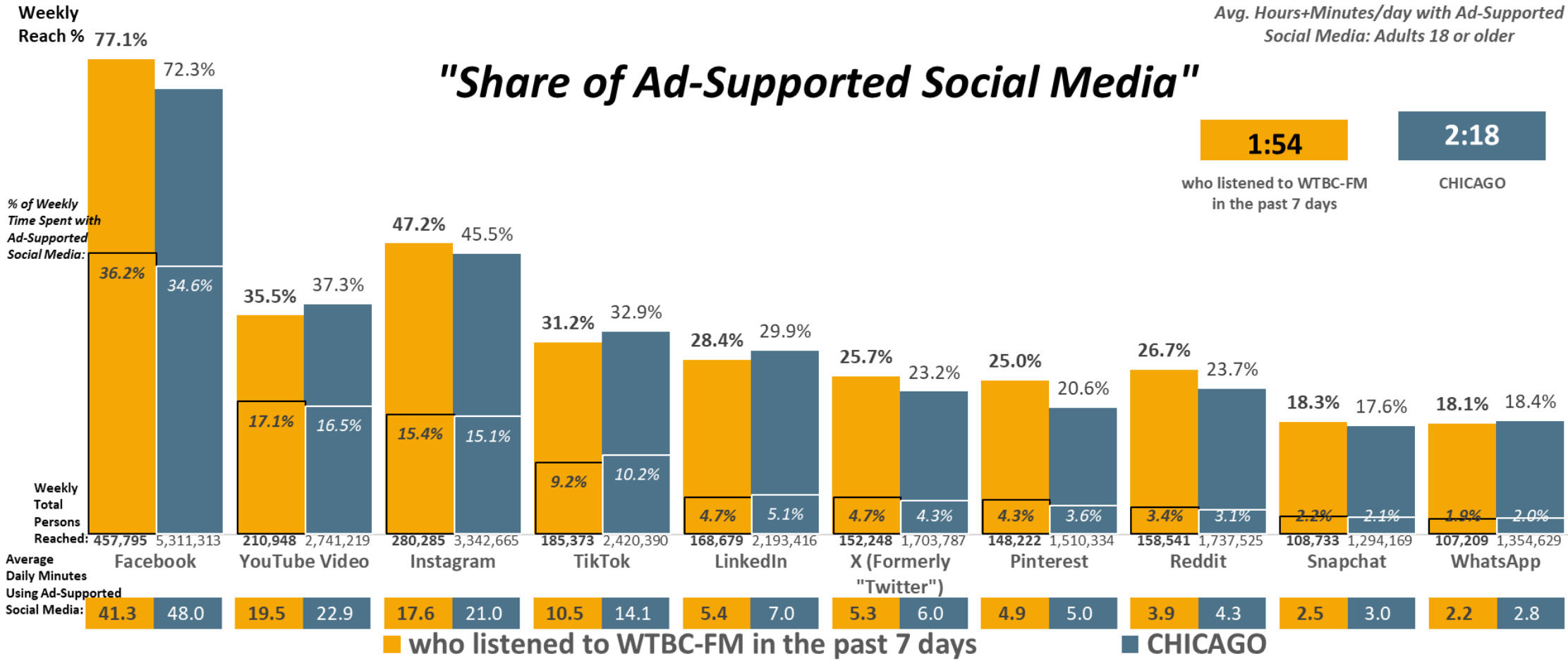
CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 471 CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 3,379

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Radio Stations: WDRV-FM

457,795 or 77.1% of Adults 18 or older who listened to WTBC-FM in the past 7 days use Ad-Supported Facebook for an average of 41.3 minutes every day representing 36.2% of all time spent daily with Ad-Supported Social Media.



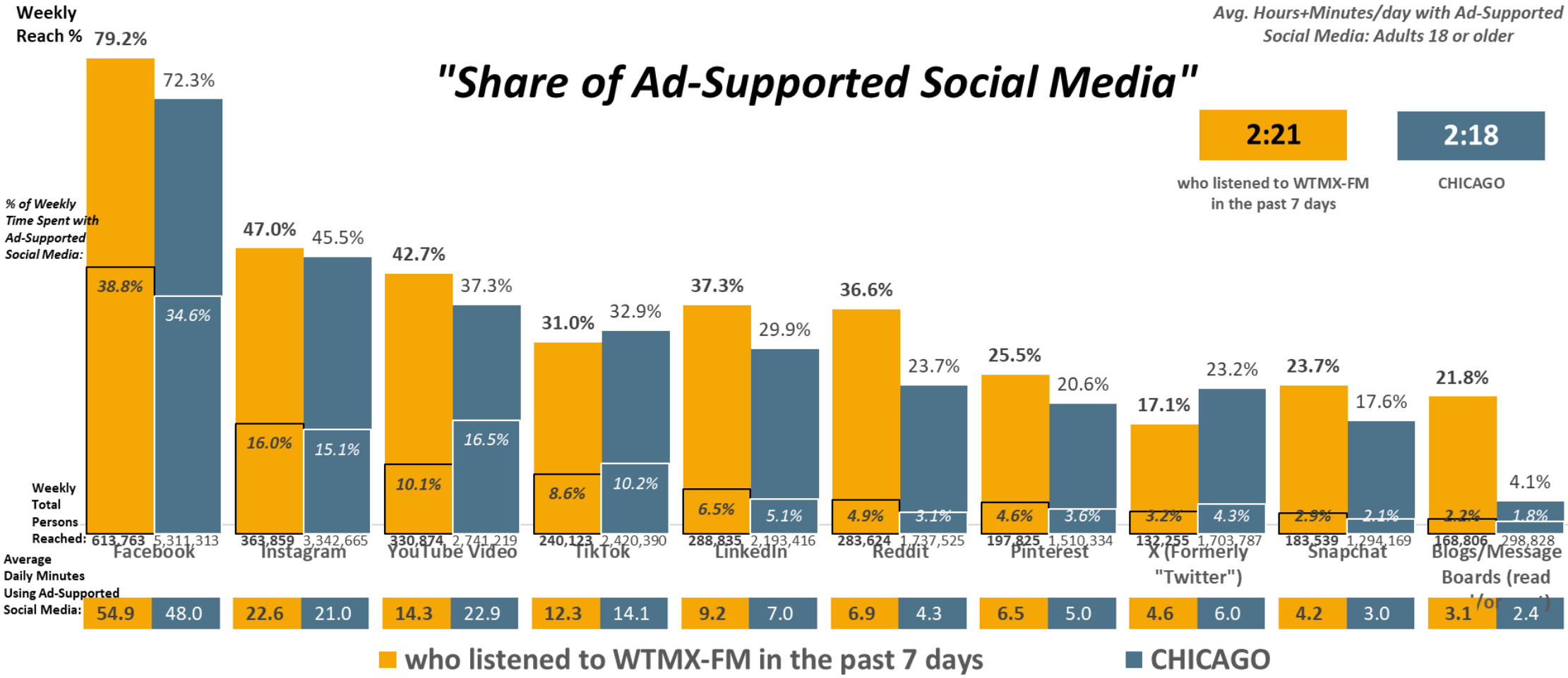
CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 286 CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 3,379

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Radio Stations: WTBC-FM

613,763 or 79.2% of Adults 18 or older who listened to WTMX-FM in the past 7 days use Ad-Supported Facebook for an average of 54.9 minutes every day representing 38.8% of all time spent daily with Ad-Supported Social Media.



CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 314 CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 3,379

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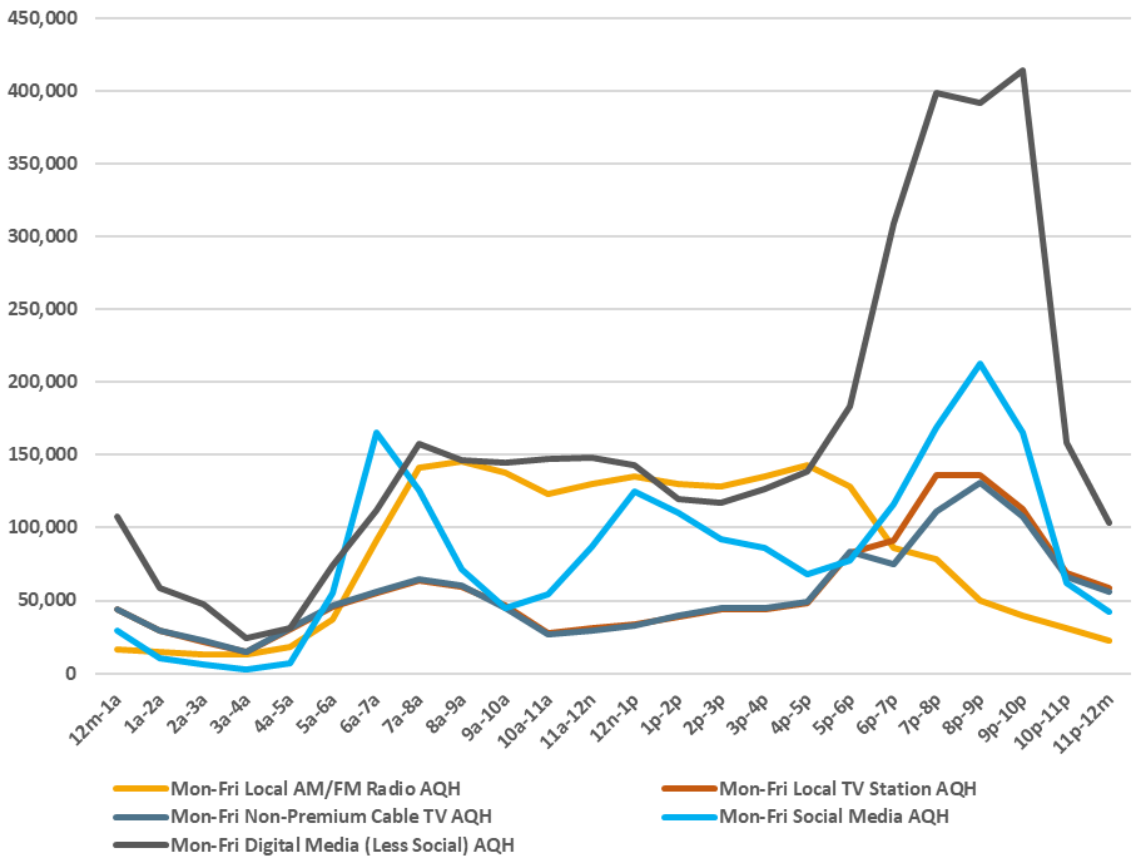
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Radio Stations: WTMX-FM

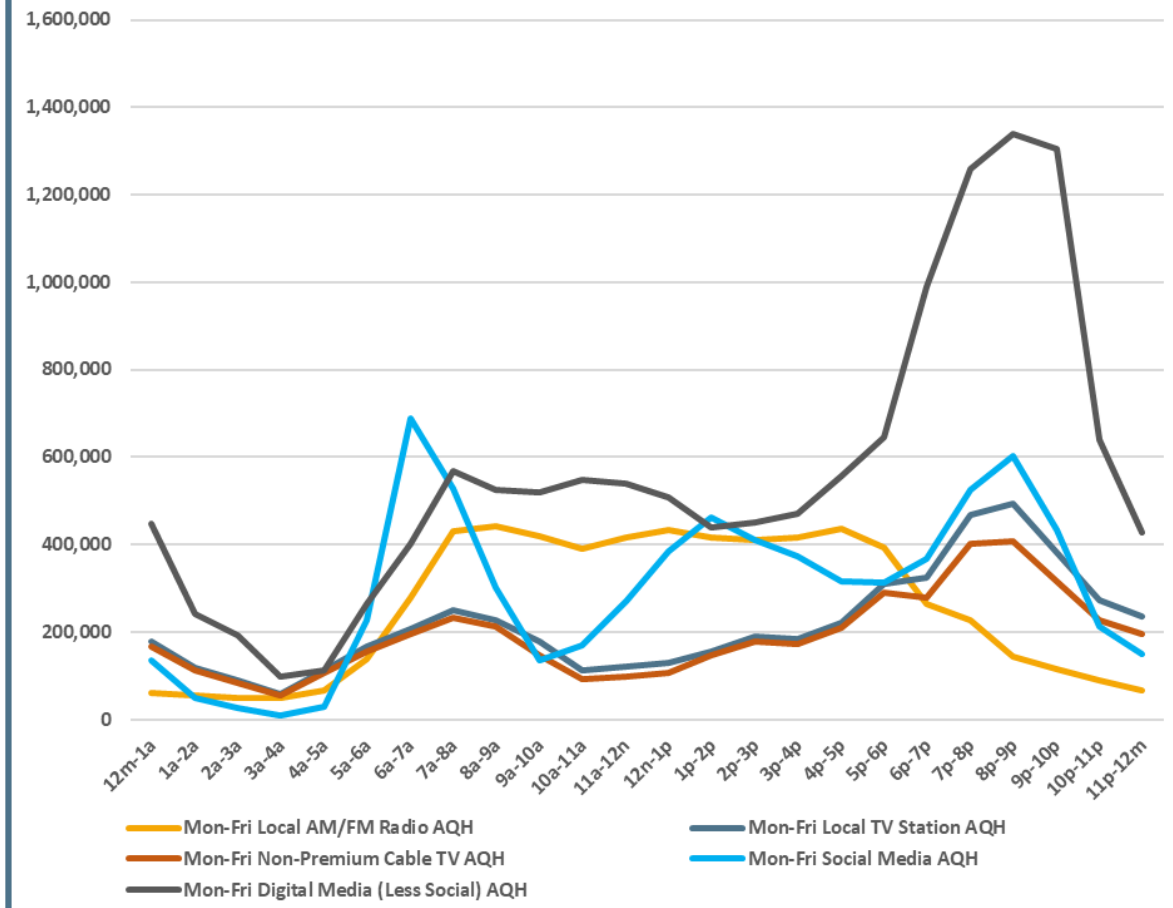
HUBBARD RADIO

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 153,347; Local Radio: 127,472; Social Media: 94,214; Local TV: 51,341; Non-Prem. Cable: 50,111 reaching Adults 18 or older who listened to HUBBARD RADIO in the past 7 day

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



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



CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 919

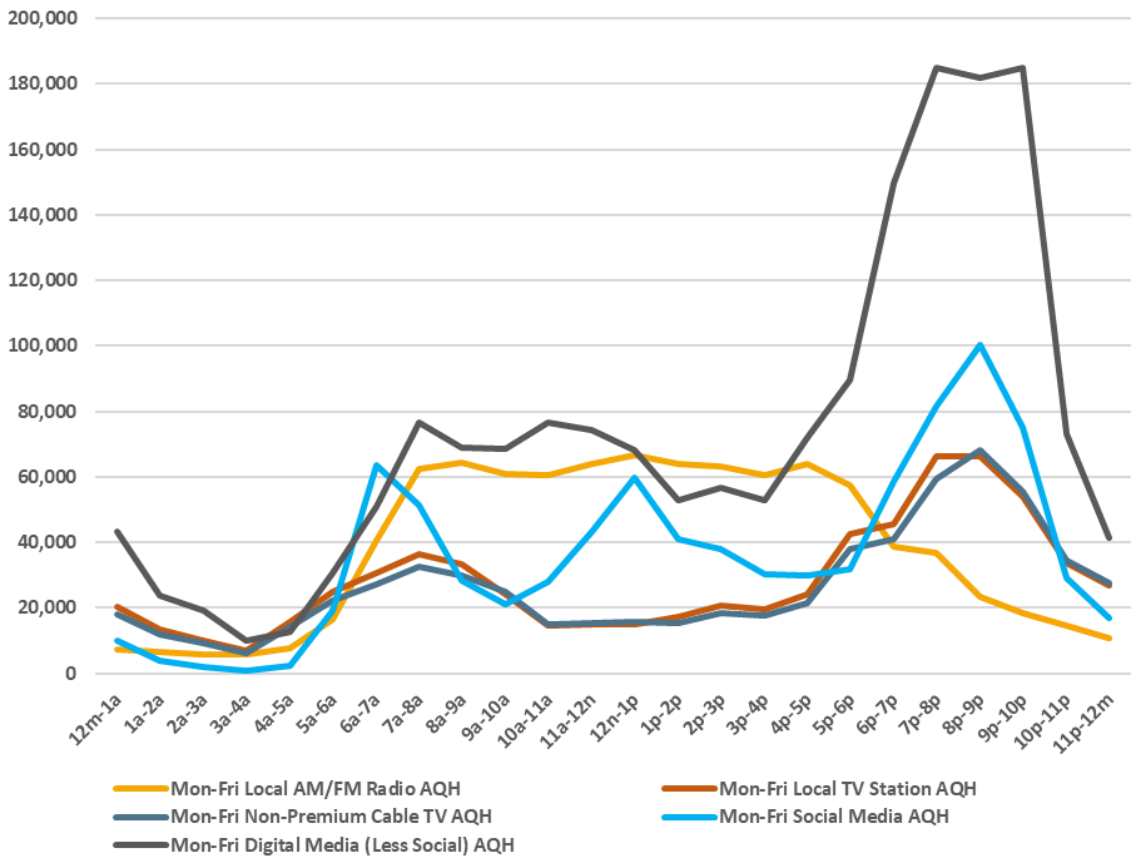
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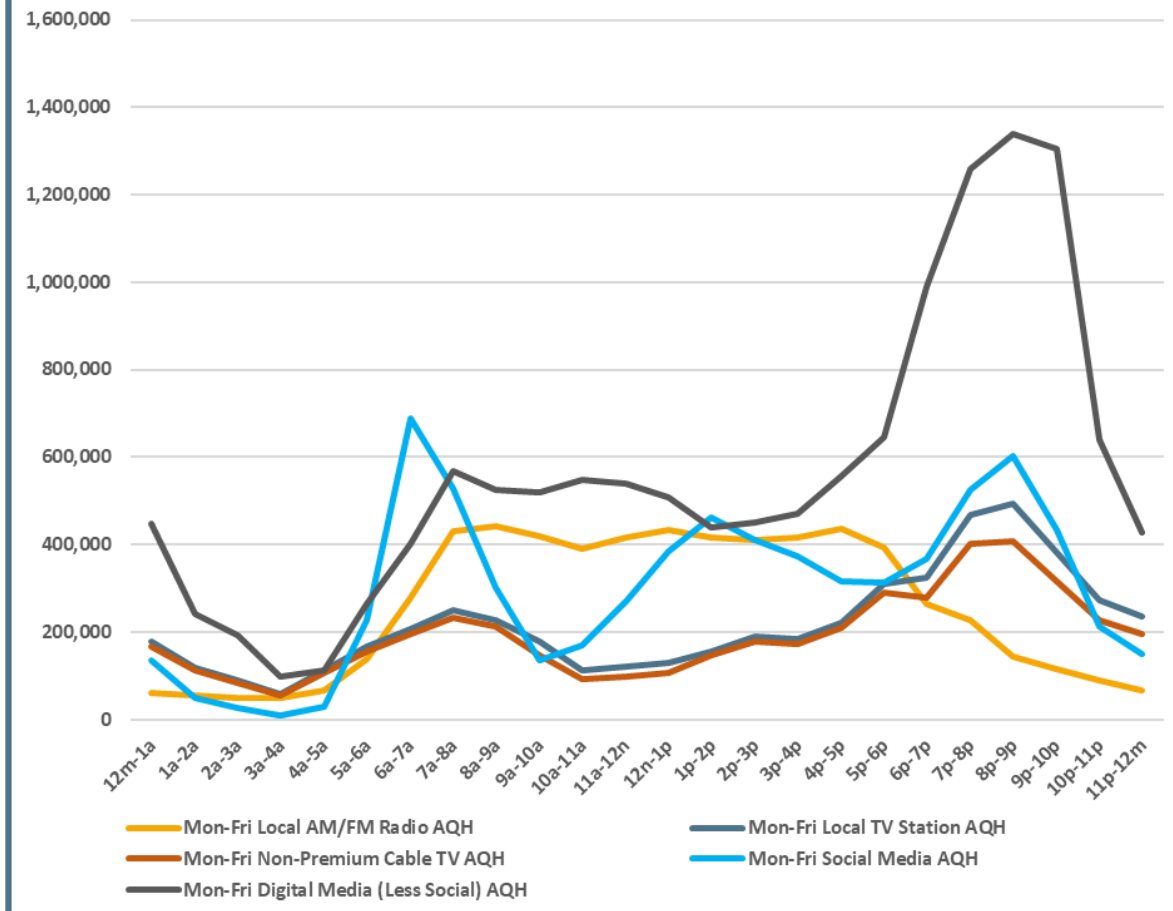
(Radio Stations: WDRV-FM OR Radio Stations: WTBC-FM OR Radio Stations: WTMX-FM)

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 73,711; Local Radio: 58,985; Social Media: 40,381; Local TV: 26,056; Non-Prem. Cable: 24,002 reaching Adults 18 or older who listened to WDRV-FM in the past 7 days.

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



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



CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 471

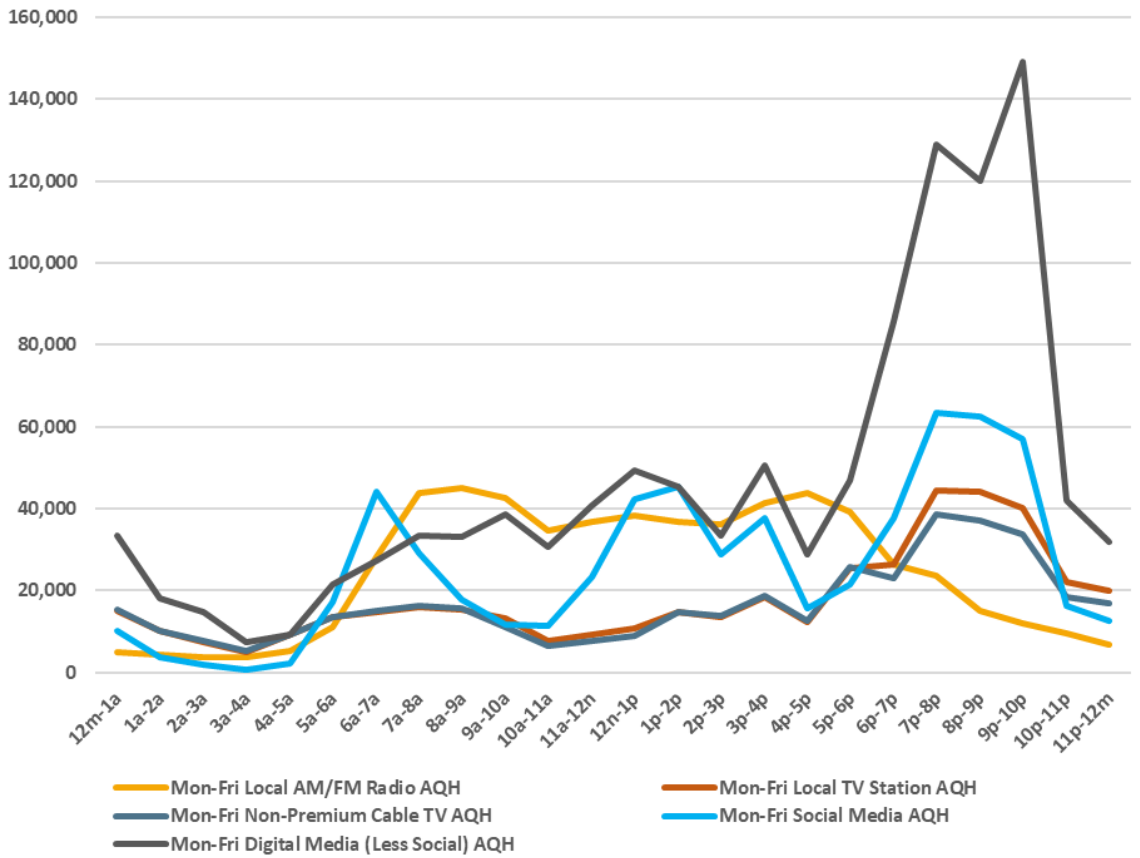
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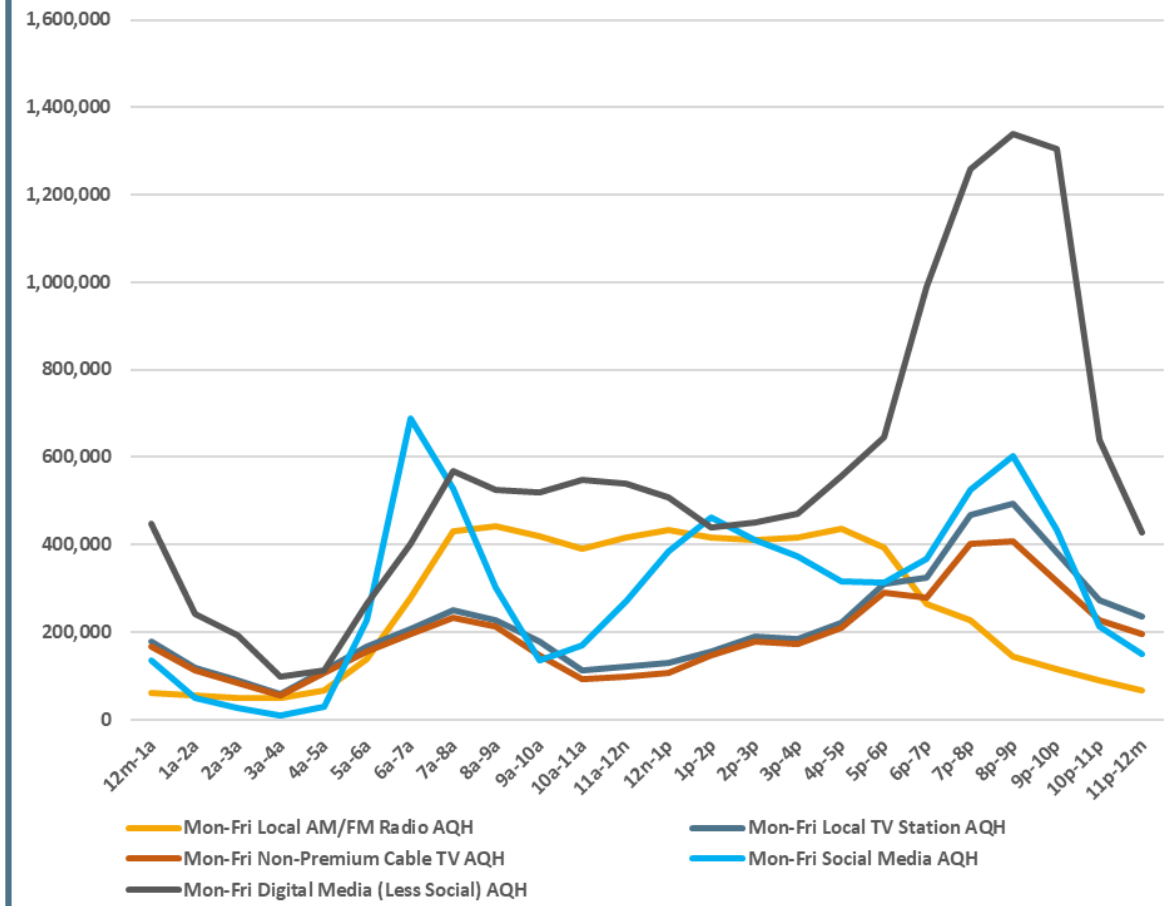
Radio Stations: WDRV-FM

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 41,839; Local Radio: 37,973; Social Media: 28,133; Local TV: 15,175; Non-Prem. Cable: 14,600 reaching Adults 18 or older who listened to WTBC-FM in the past 7 days.

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



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



CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 286

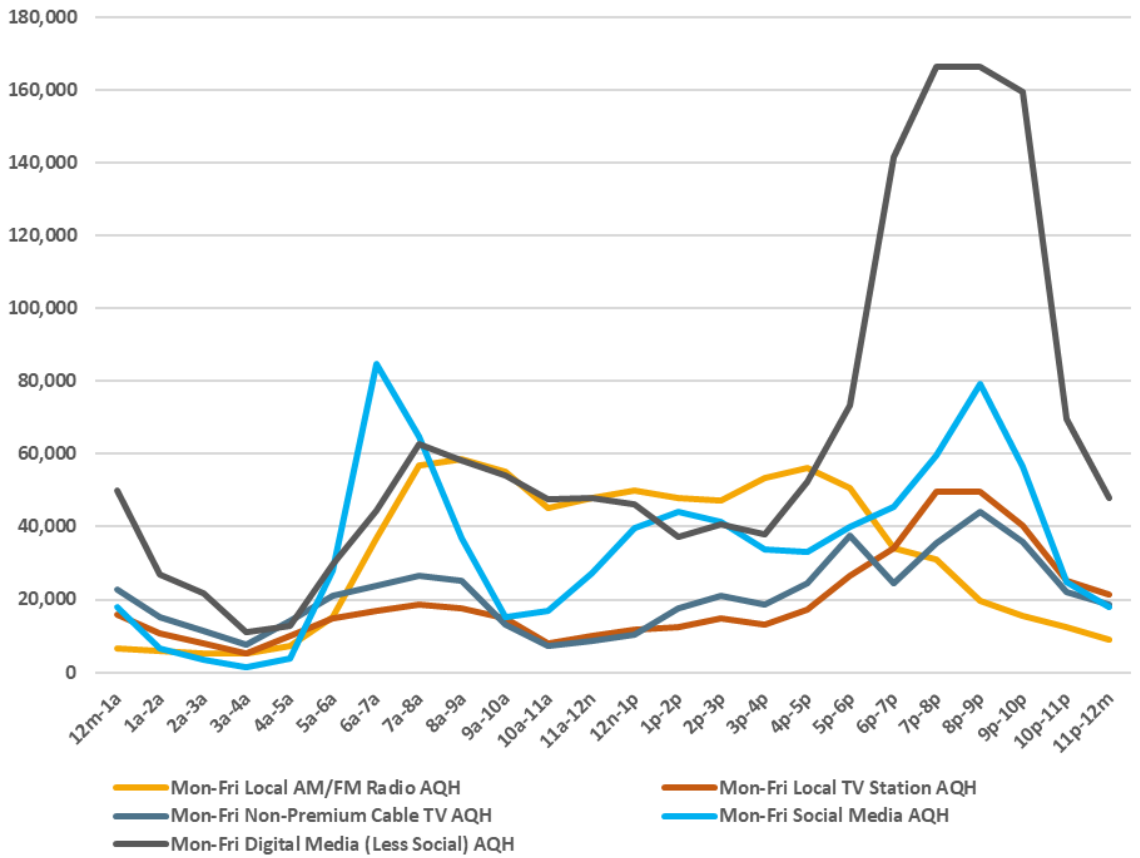
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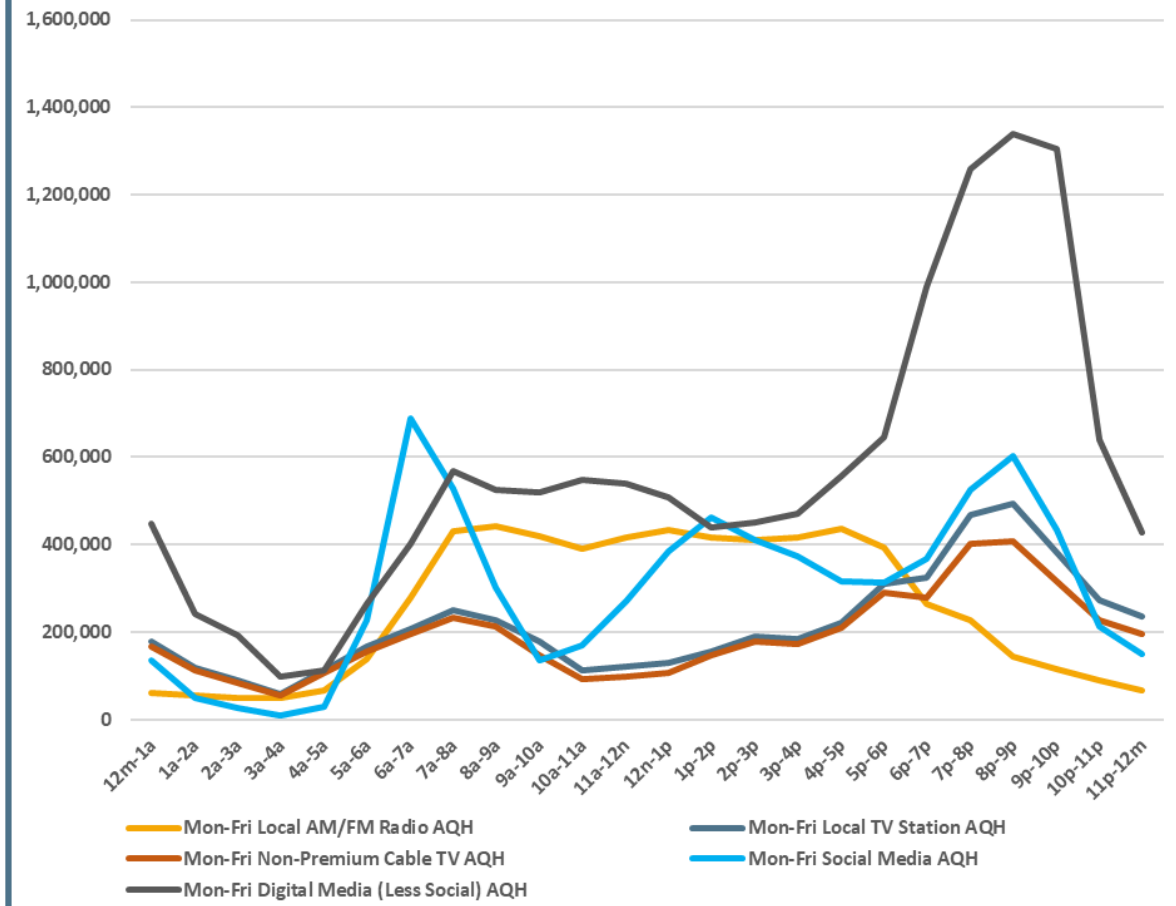
Radio Stations: WTBC-FM

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 57,268; Local Radio: 49,267; Social Media: 40,286; Non-Prem. Cable: 19,933; Local TV: 16,623 reaching Adults 18 or older who listened to WTMX-FM in the past 7 days.

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



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



CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 314

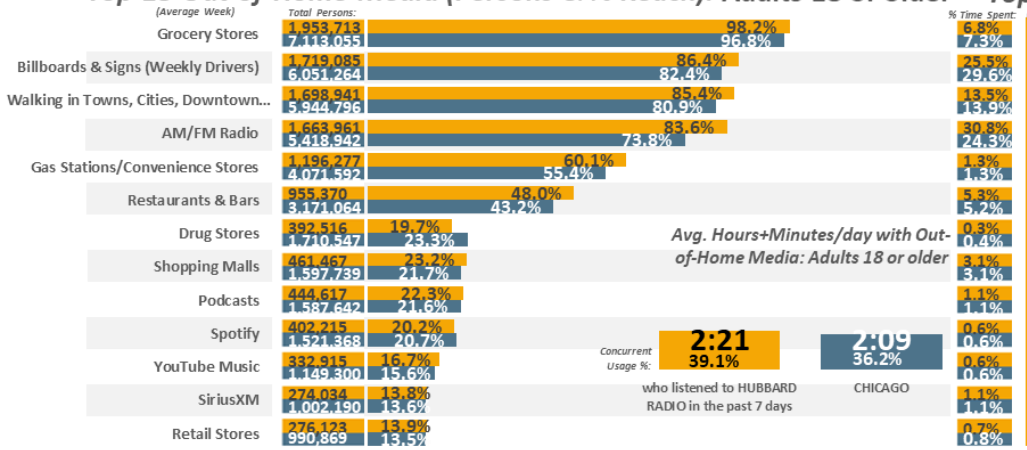
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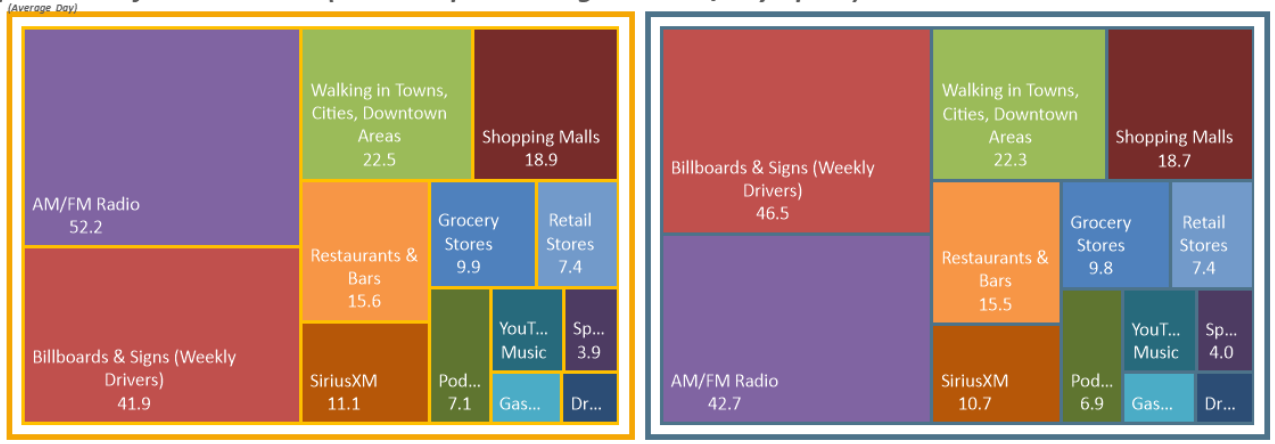
Radio Stations: WTMX-FM

1,719,085 or 86.4% of Adults 18 or older who listened to HUBBARD RADIO in the past 7 days spend an average of 41.9 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 49.3 minutes/day.

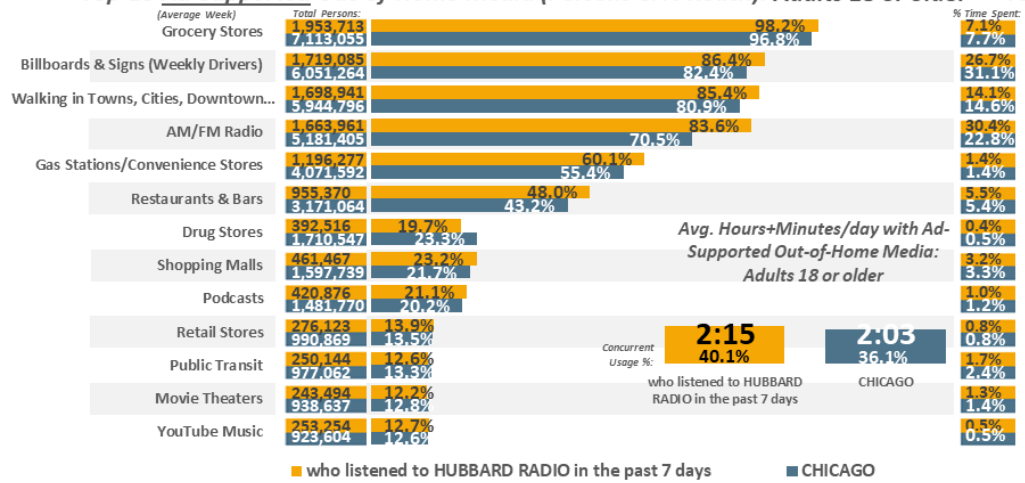
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



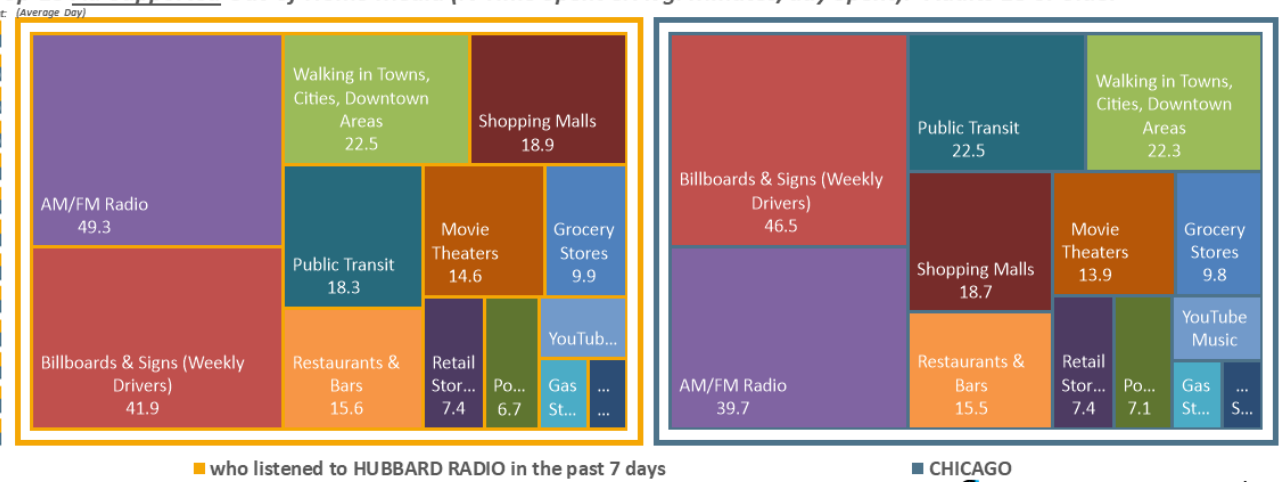
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 919

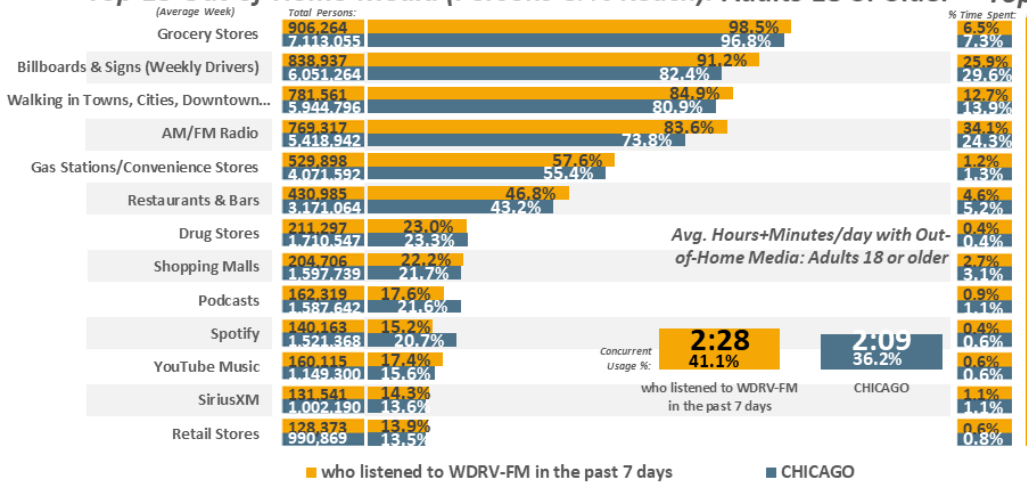
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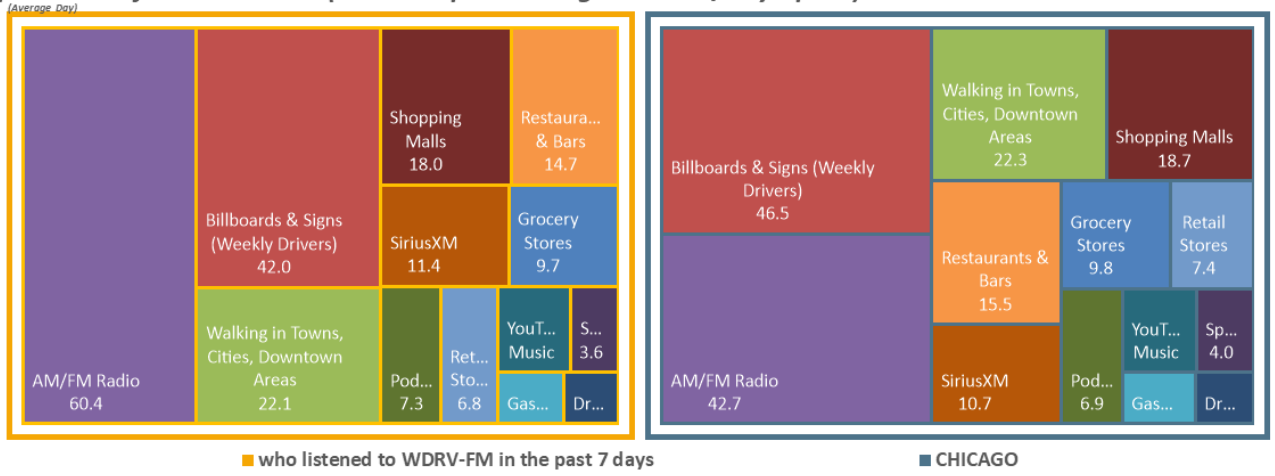
(Radio Stations: WDRV-FM OR Radio Stations: WTBC-FM OR Radio Stations: WTMX-FM)

838,937 or 91.2% of Adults 18 or older who listened to WDRV-FM in the past 7 days spend an average of 42. minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 57.5 minutes/day.

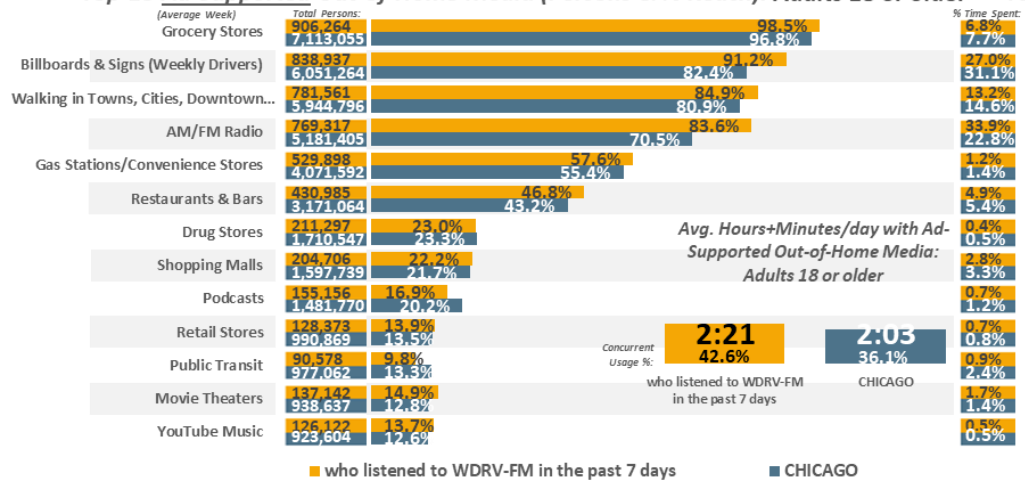
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



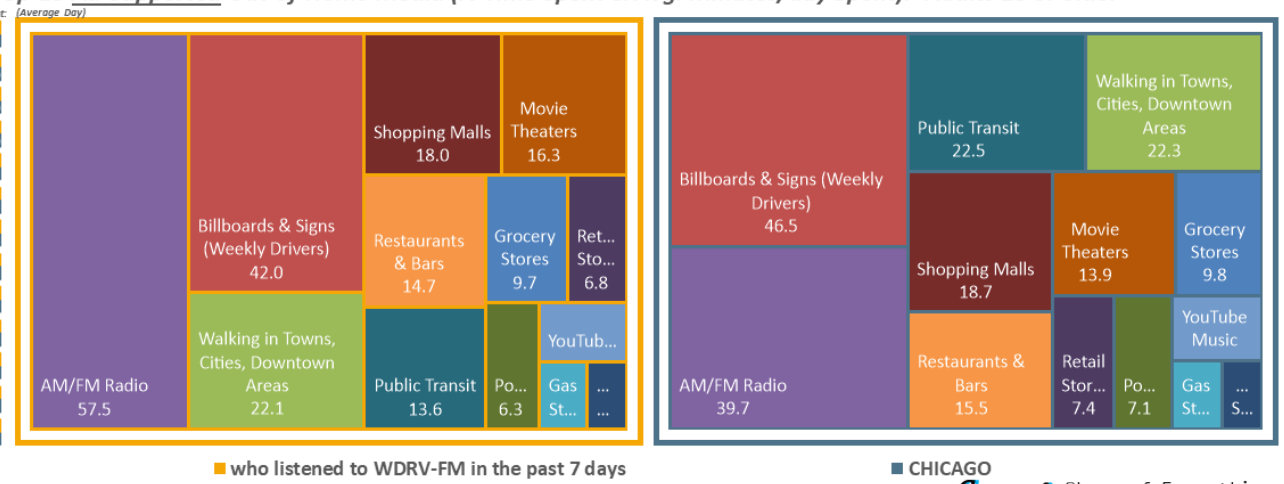
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



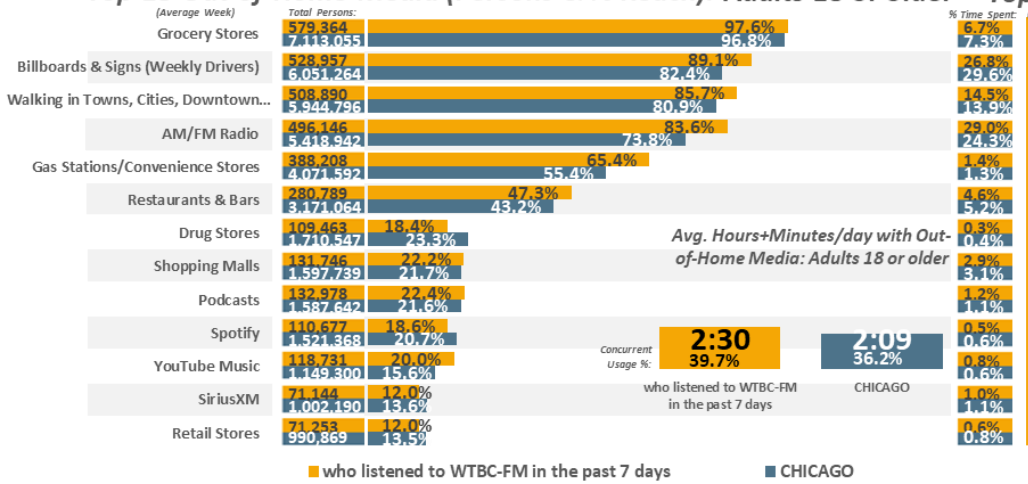
CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 471

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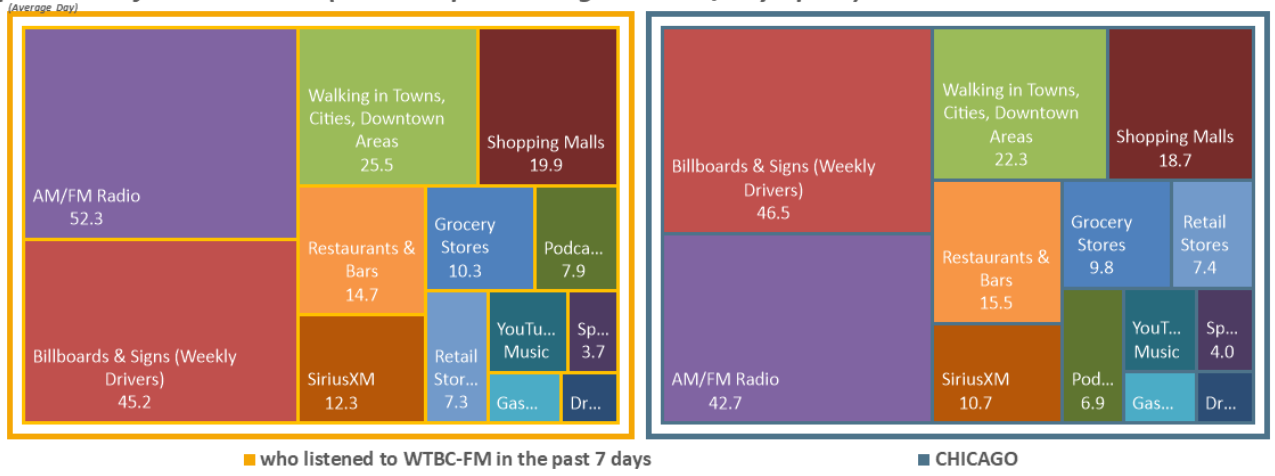
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528,957 or 89.1% of Adults 18 or older who listened to WTBC-FM in the past 7 days spend an average of 45.2 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 47.5 minutes/day.

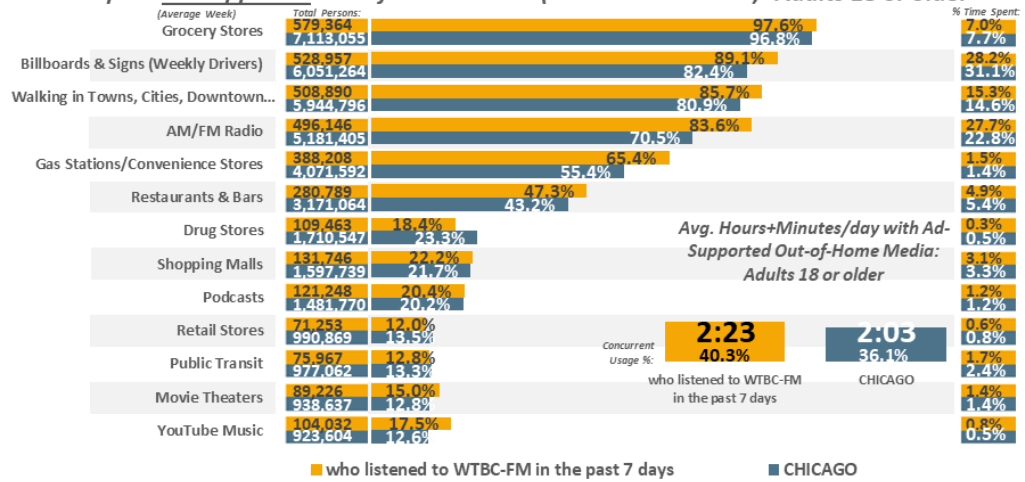
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



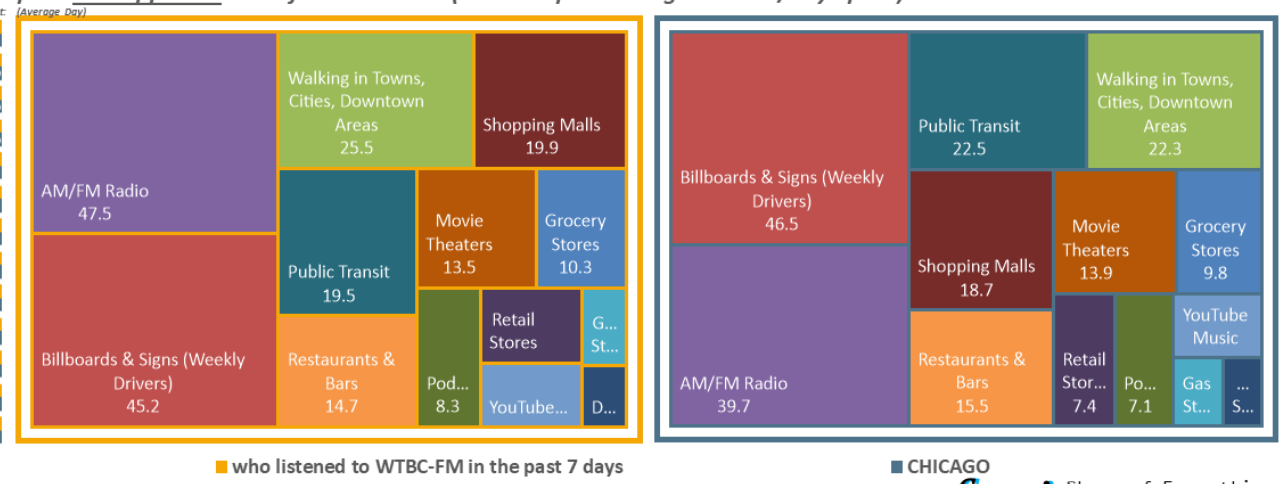
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



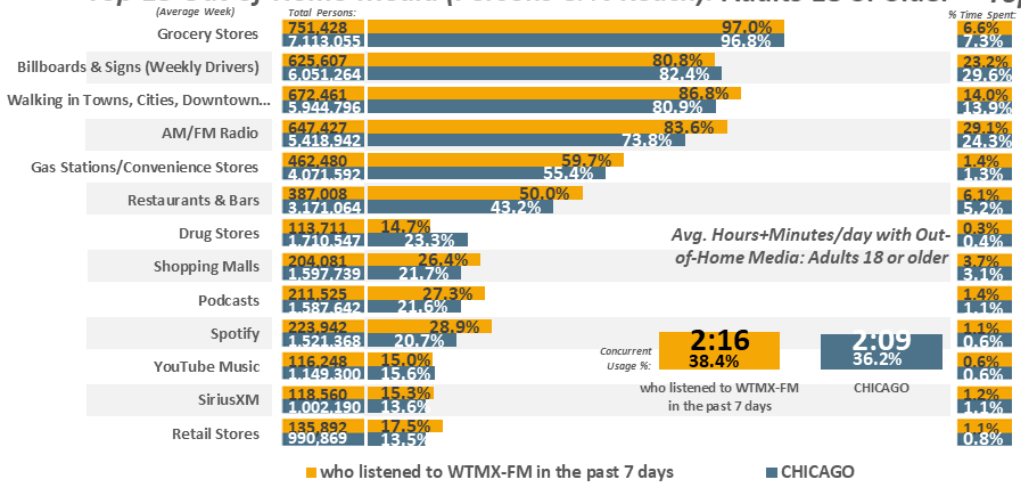
CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 286

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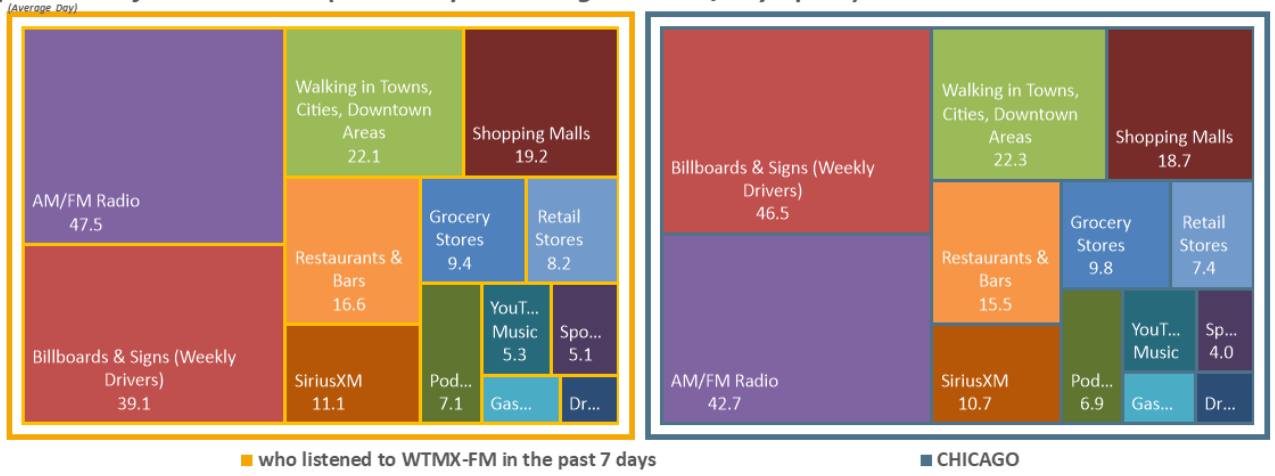
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625,607 or 80.8% of Adults 18 or older who listened to WTMX-FM in the past 7 days spend an average of 39.1 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 45.2 minutes/day.

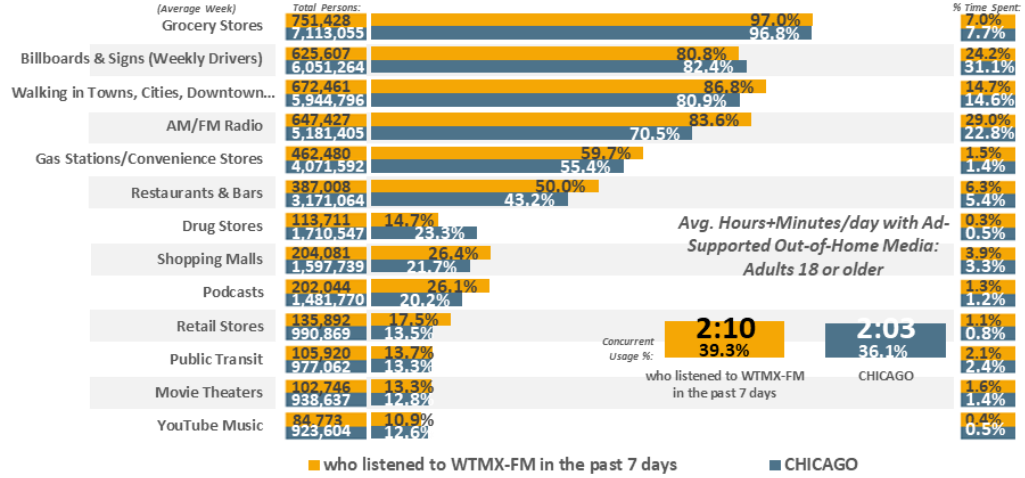
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



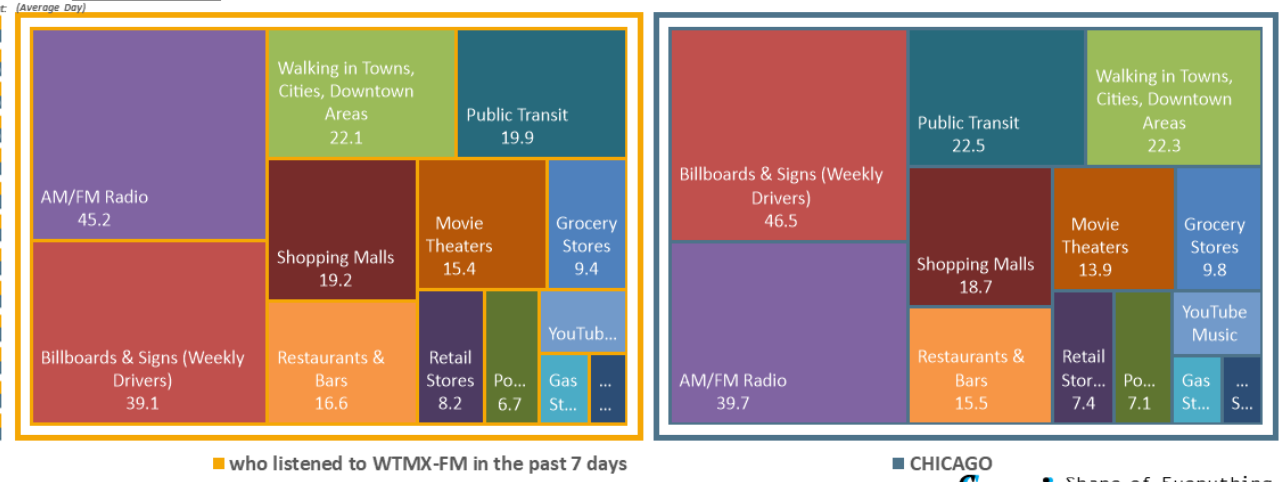
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 314

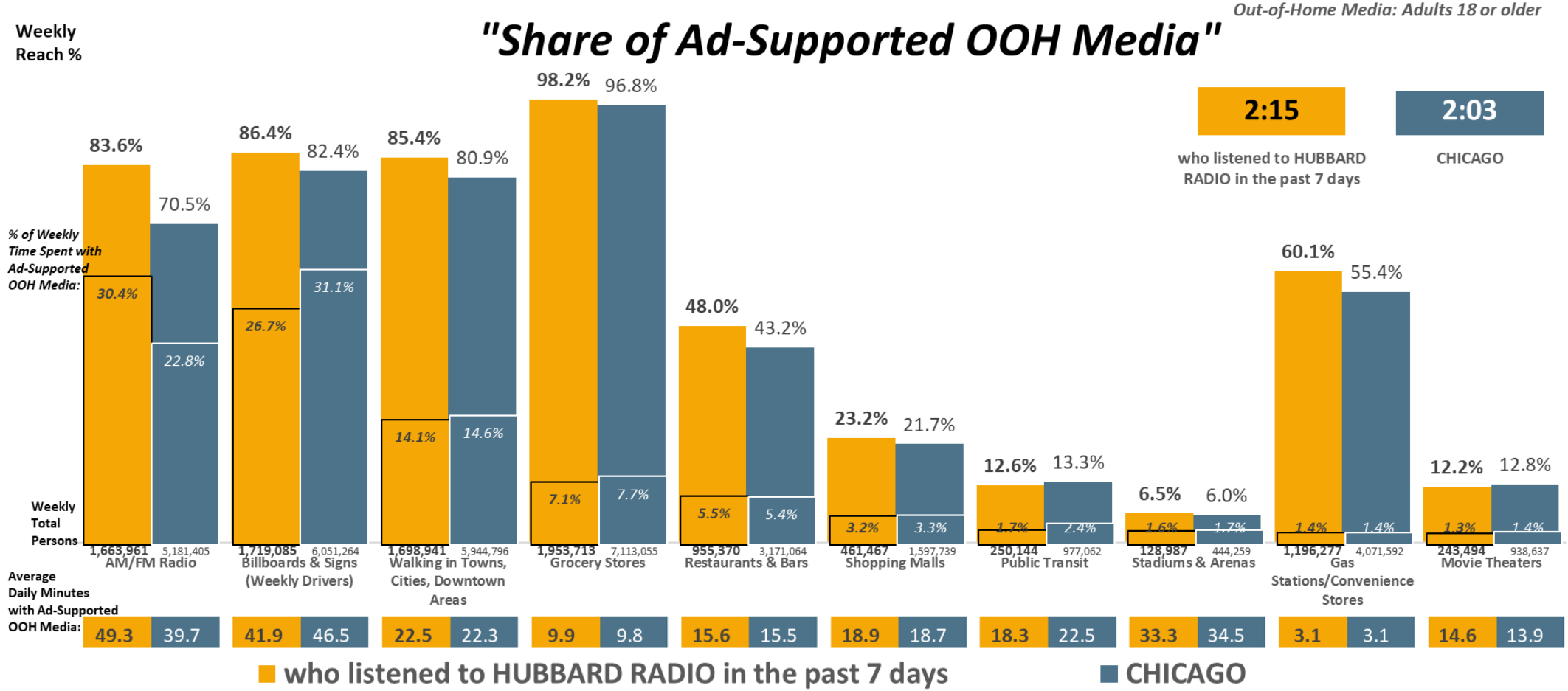
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Radio Stations: WTMX-FM

1,719,085 or 86.4% of Adults 18 or older who listened to HUBBARD RADIO in the past 7 days spend an average of 41.9 minutes per day driving, seeing Billboards and Signs representing 26.7% of all Time Spent with Ad-Supported Out-of-Home Media.

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



CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 919 CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 3,379

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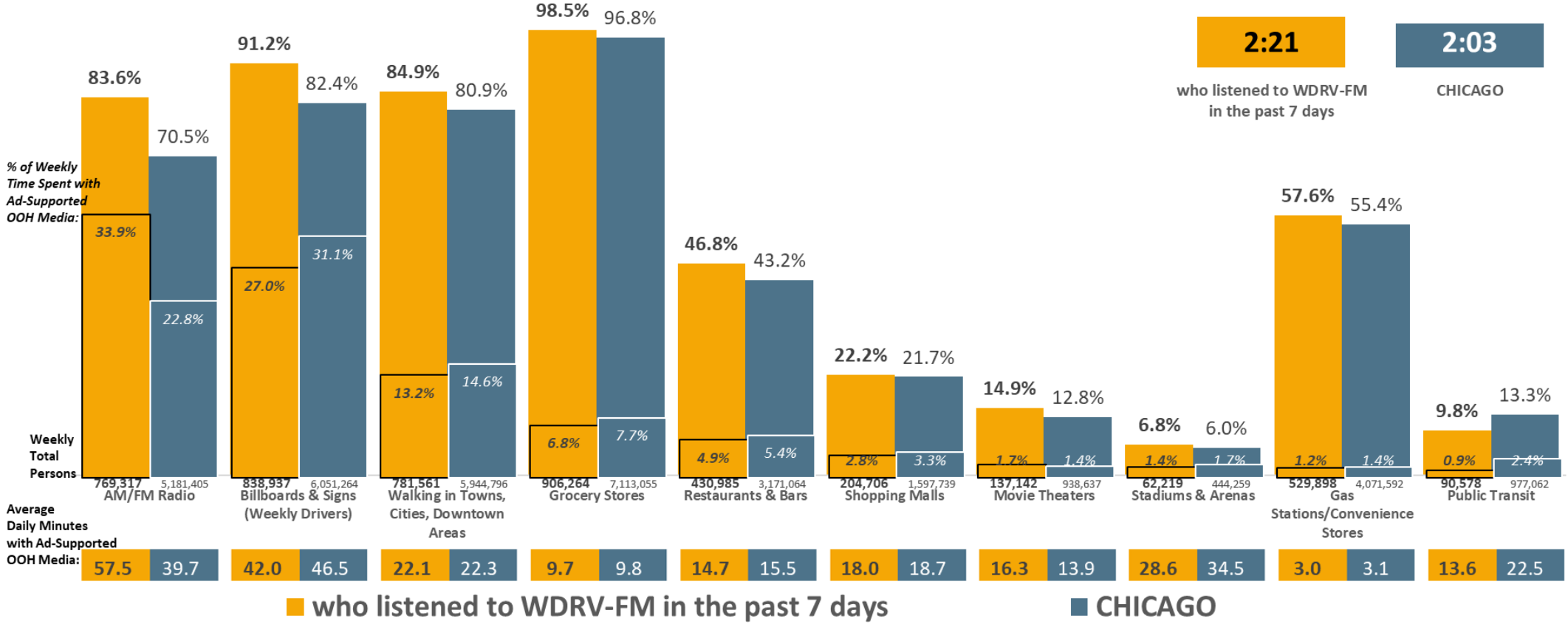
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(Radio Stations: WDRV-FM OR Radio Stations: WTBC-FM OR Radio Stations: WTMX-FM)

838,937 or 91.2% of Adults 18 or older who listened to WDRV-FM in the past 7 days spend an average of 42. minutes per day driving, seeing Billboards and Signs representing 27.% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 471 CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 3,379

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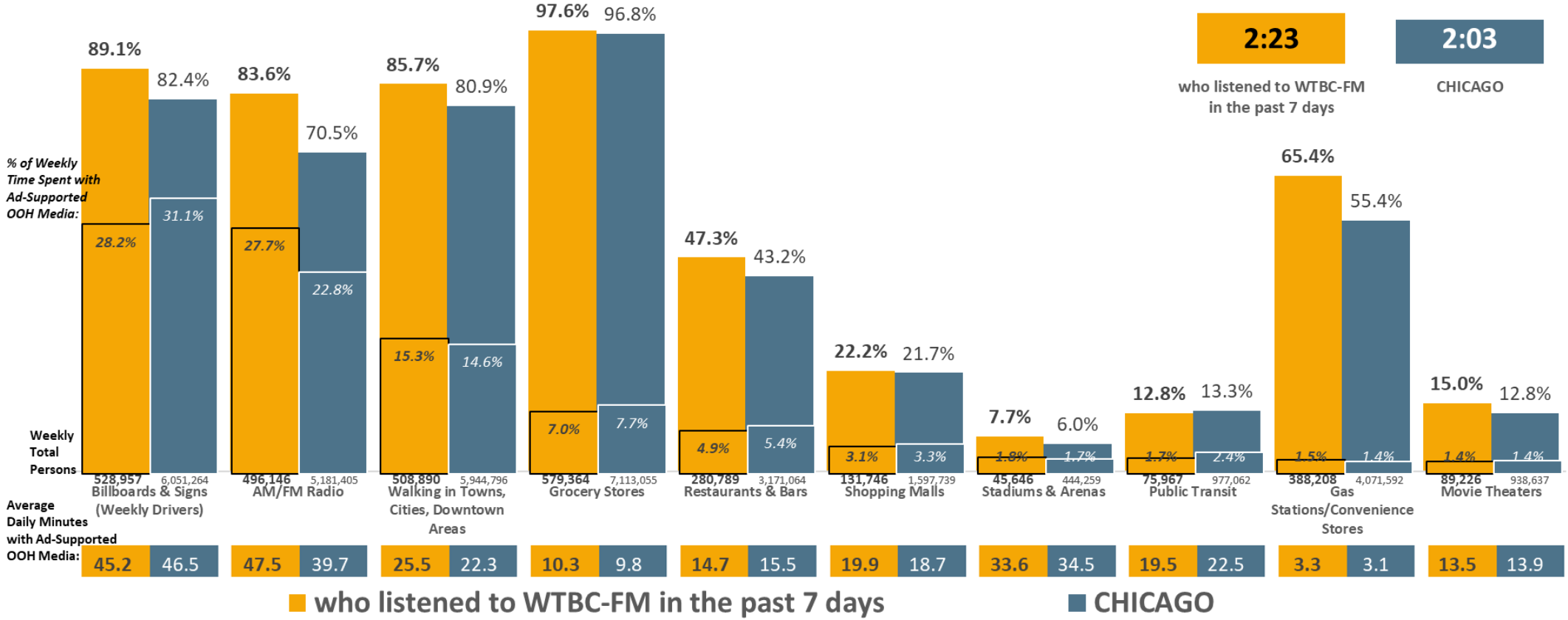
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Radio Stations: WDRV-FM

528,957 or 89.1% of Adults 18 or older who listened to WTBC-FM in the past 7 days spend an average of 45.2 minutes per day driving, seeing Billboards and Signs representing 28.2% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 286 CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 3,379

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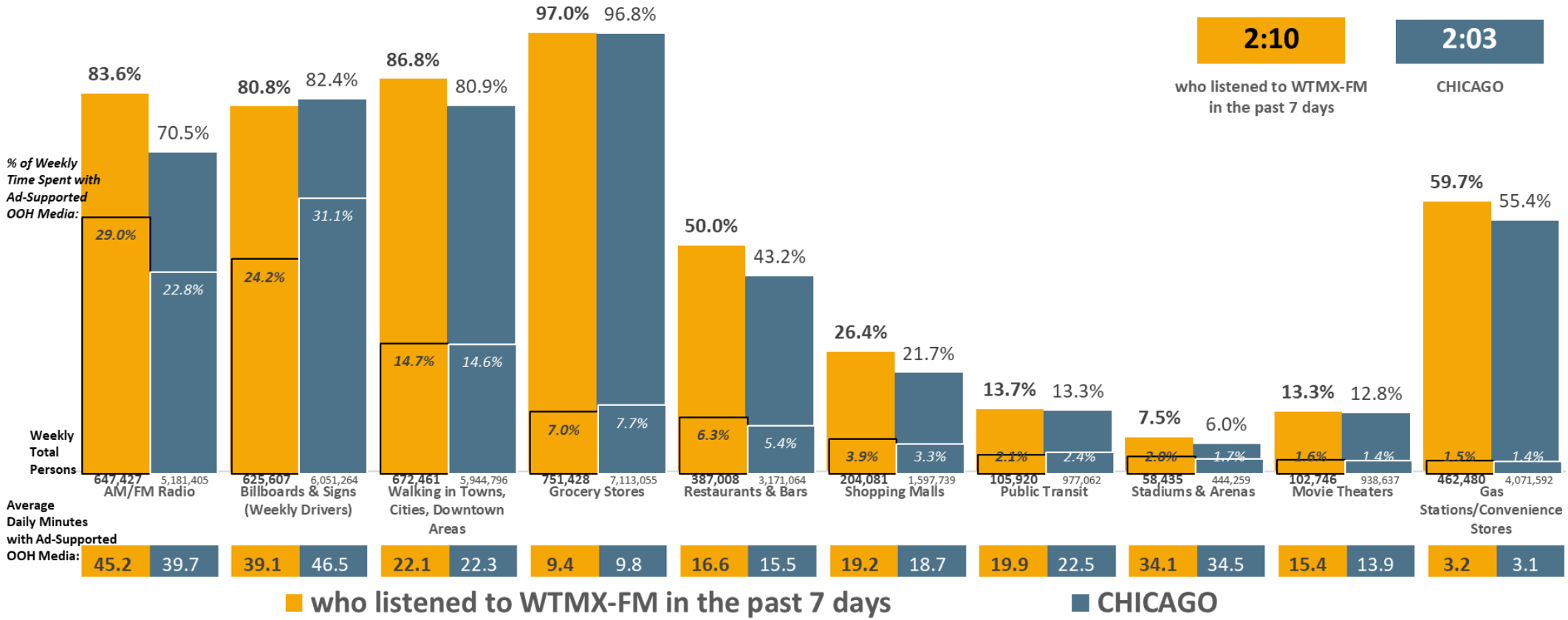
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Radio Stations: WTBC-FM

625,607 or 80.8% of Adults 18 or older who listened to WTMX-FM in the past 7 days spend an average of 39.1 minutes per day driving, seeing Billboards and Signs representing 24.2% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 314 CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 3,379

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Radio Stations: WTMX-FM

1,719,085 or 86.4% of Adults 18 or older who listened to HUBBARD RADIO in the past 7 days spend an average of 41.9 minutes per day driving an average of 24.4 miles each day and are 18.1% more likely to use US 83 than the Metro average.

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

	who listened to HUBBARD RADIO in the past 7 days		CHICAGO	
Eisenhower Expressway (I-290)	539,193	27.1%	1,845,791	25.1%
Dan Ryan Expressway (I-90/I-94)	523,625	26.3%	2,067,581	28.1%
Harlem Avenue	475,993	23.9%	1,520,811	20.7%
Kennedy Expressway (I-90/I-94)	449,055	22.6%	1,645,219	22.4%
Tristate Tollway (I-294/I-94)	437,827	22.0%	1,438,464	19.6%
Cicero Avenue	397,055	19.9%	1,514,412	20.6%
Stevenson Expressway (I-55)	383,860	19.3%	1,498,325	20.4%
Route 64 (North Avenue)	346,203	17.4%	1,243,677	16.9%
I-355/Veterans Memorial Tollway	341,149	17.1%	1,187,444	16.2%
Route 34 (Ogden Avenue)	337,986	17.0%	1,261,075	17.2%
Route 38 (Roosevelt Road)	329,851	16.6%	1,237,508	16.8%
LaGrange Road	311,785	15.7%	1,198,473	16.3%
Edens Expressway (I-94)	308,183	15.5%	1,064,630	14.5%
US 83	306,802	15.4%	959,121	13.1%
US 20	274,593	13.8%	977,389	13.3%
Route 53	265,525	13.3%	876,647	11.9%
Western Avenue	257,017	12.9%	1,151,425	15.7%
Route 59	249,975	12.6%	1,059,826	14.4%
Fullerton Avenue	243,205	12.2%	830,739	11.3%
Jane Addams Memorial Tollway (I-90)	239,769	12.0%	843,112	11.5%
Touhy Avenue	238,273	12.0%	780,788	10.6%
US 14 (Northwest Highway)	237,790	11.9%	718,092	9.8%
I-57	207,919	10.4%	912,932	12.4%
US 30	207,864	10.4%	903,330	12.3%
Ronald Reagan Memorial Tollway (I-88)	201,707	10.1%	975,255	13.3%
1st Avenue	196,598	9.9%	726,234	9.9%

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

Avg. Miles/Day Driving:

0:41 → 24.4 — Who listened to HUBBARD RADIO in the past 7 days

0:46 → 27.1 — CHICAGO

Top-26 Residential Zip Codes: Adults 18 or older

	who listened to HUBBARD RADIO in the past 7 days		CHICAGO	
60402	53,118	2.67%	194,545	2.65%
60618	48,561	2.44%	87,003	1.18%
60641	39,913	2.01%	82,371	1.12%
60639	37,469	1.88%	87,599	1.19%
46327	36,893	1.85%	74,127	1.01%
60073	35,886	1.80%	101,498	1.38%
60101	33,879	1.70%	79,575	1.08%
60617	29,049	1.46%	99,006	1.35%
60634	27,497	1.38%	43,375	0.59%
60804	27,218	1.37%	101,271	1.38%
60185	25,151	1.26%	112,539	1.53%
60632	24,270	1.22%	72,396	0.99%
60018	23,420	1.18%	23,420	0.32%
60654	21,688	1.09%	47,991	0.65%
60148	21,185	1.06%	54,223	0.74%
60085	20,614	1.04%	97,271	1.32%
60645	20,428	1.03%	23,696	0.32%
60616	20,094	1.01%	46,719	0.64%
60014	19,669	0.99%	33,379	0.45%
60638	19,477	0.98%	87,524	1.19%
60629	18,736	0.94%	162,355	2.21%
60025	18,699	0.94%	32,601	0.44%
60123	18,696	0.94%	25,517	0.35%
60004	17,981	0.90%	35,962	0.49%
60586	17,774	0.89%	38,480	0.52%
60451	17,379	0.87%	47,663	0.65%

Top-26 Employment Zip Codes: Adults 18 or older

	who listened to HUBBARD RADIO in the past 7 days		CHICAGO	
60603	36,730	1.85%	59,849	0.81%
60601	34,811	1.75%	121,994	1.66%
60606	33,423	1.68%	133,580	1.82%
60611	32,941	1.65%	93,844	1.28%
60101	29,705	1.49%	32,714	0.45%
60148	29,022	1.46%	54,563	0.74%
60085	24,863	1.25%	51,598	0.70%
60056	23,900	1.20%	42,938	0.58%
60608	22,509	1.13%	50,461	0.69%
60641	21,416	1.08%	25,578	0.35%
60120	20,427	1.03%	59,712	0.81%
60639	20,114	1.01%	31,739	0.43%
60007	19,563	0.98%	19,563	0.27%
60446	18,627	0.94%	22,301	0.30%
60607	18,243	0.92%	63,010	0.86%
60634	17,926	0.90%	34,558	0.47%
60560	17,757	0.89%	21,967	0.30%
46410	17,310	0.87%	31,675	0.43%
60506	15,915	0.80%	34,594	0.47%
60031	15,258	0.77%	17,919	0.24%
46323	14,372	0.72%	14,788	0.20%
60402	13,710	0.69%	37,288	0.51%
60614	13,496	0.68%	32,602	0.44%
60515	13,211	0.66%	49,383	0.67%
60014	13,102	0.66%	24,549	0.33%
60654	12,987	0.65%	36,577	0.50%

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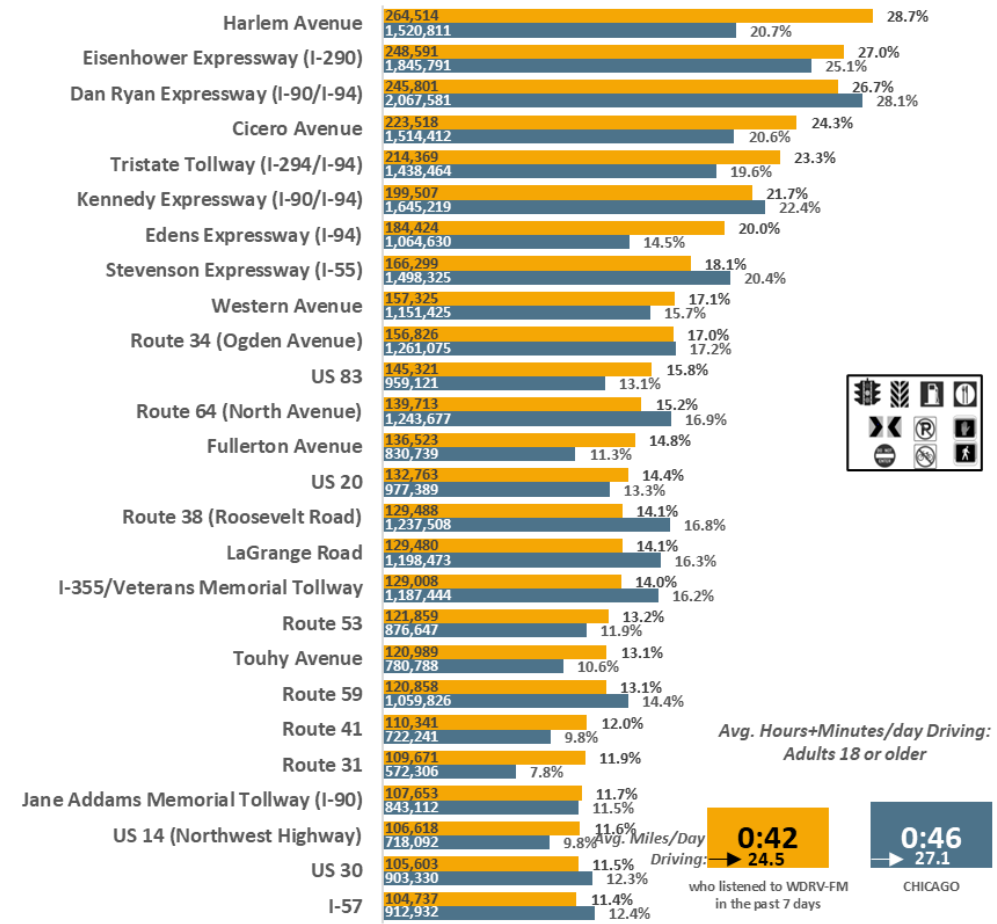
CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 919

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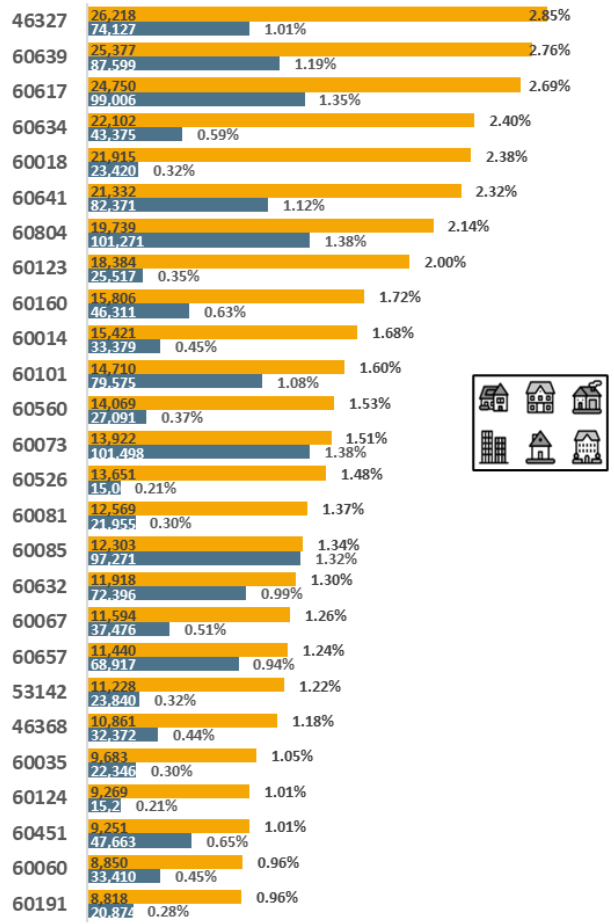
(Radio Stations: WDRV-FM OR Radio Stations: WTBC-FM OR Radio Stations: WTMX-FM)

838,937 or 91.2% of Adults 18 or older who listened to WDRV-FM in the past 7 days spend an average of 42. minutes per day driving an average of 24.5 miles each day and are 38.8% more likely to use Harlem Avenue than the Metro average.

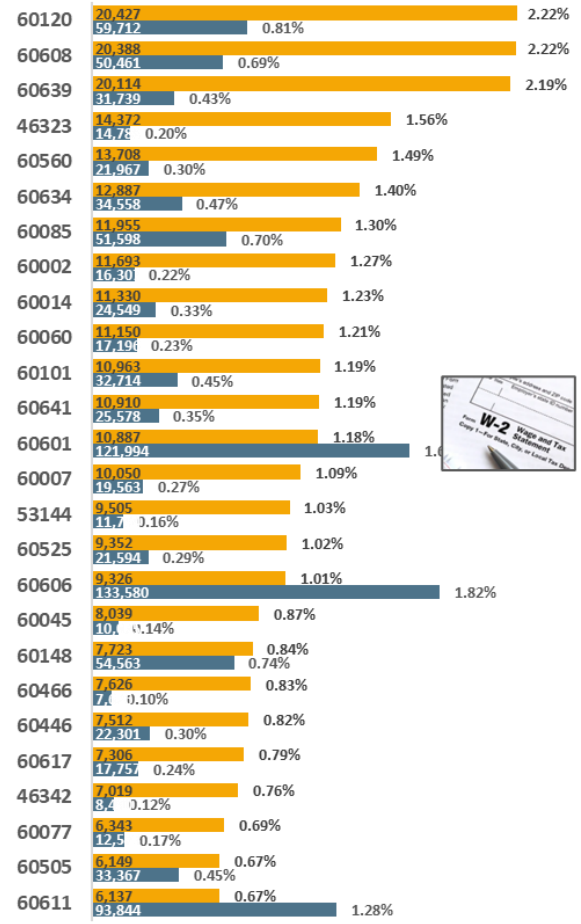
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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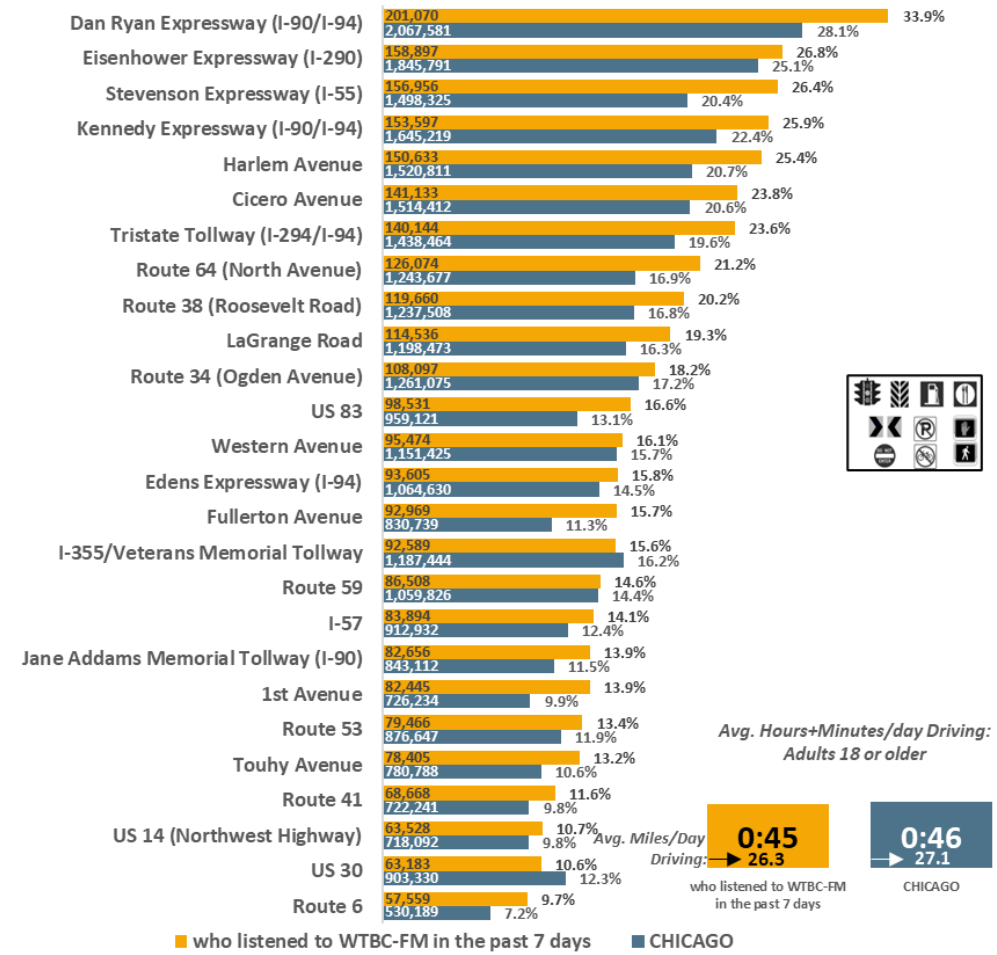
CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 471

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Radio Stations: WDRV-FM

528,957 or 89.1% of Adults 18 or older who listened to WTBC-FM in the past 7 days spend an average of 45.2 minutes per day driving an average of 26.3 miles each day and are 38.5% more likely to use Fullerton Avenue than the Metro average.

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

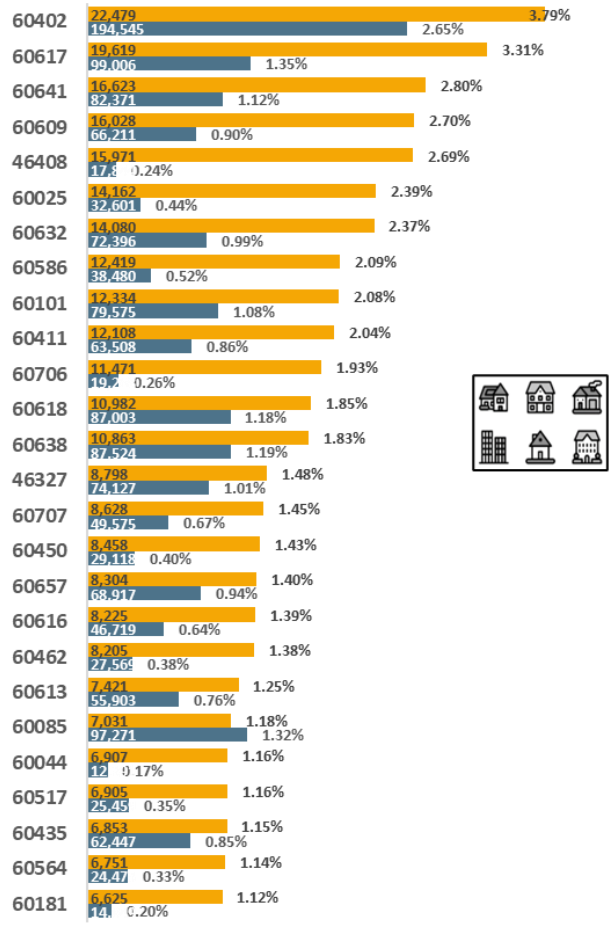


Avg. Hours+Minutes/day Driving: Adults 18 or older

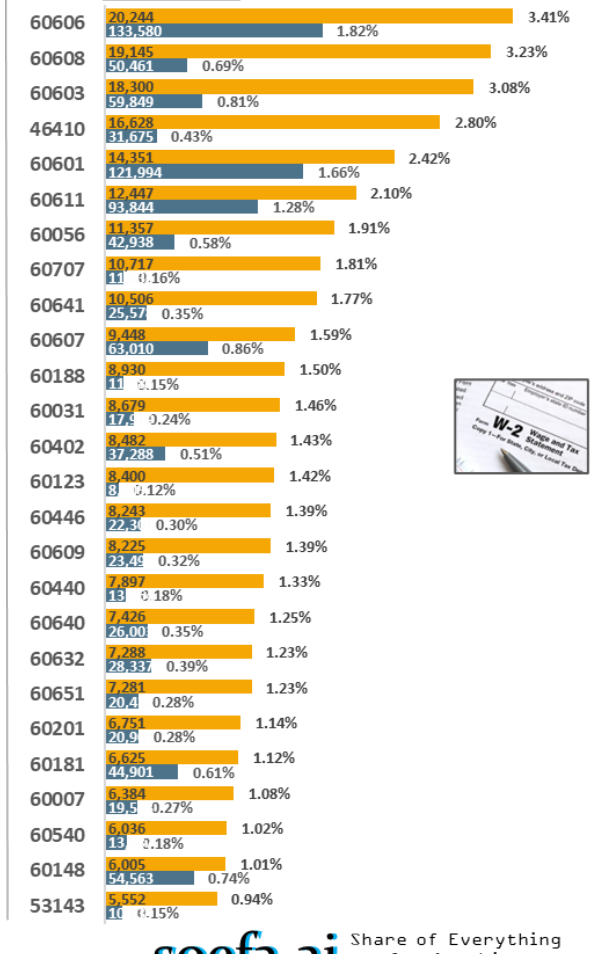
Avg. Miles/Day Driving:

who listened to WTBC-FM in the past 7 days	CHICAGO
0:45	0:46
26.3	27.1

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 286

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Radio Stations: WTBC-FM

625,607 or 80.8% of Adults 18 or older who listened to WTMX-FM in the past 7 days spend an average of 39.1 minutes per day driving an average of 22.8 miles each day and are 45.5% more likely to use I-355/Veterans Memorial Tollway than the Metro average.

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

	who listened to WTMX-FM in the past 7 days		CHICAGO	
Eisenhower Expressway (I-290)	263,060	34.0%	1,845,791	25.1%
Tristate Tollway (I-294/I-94)	202,843	26.2%	1,438,464	19.6%
Dan Ryan Expressway (I-90/I-94)	182,926	23.6%	2,067,581	28.1%
I-355/Veterans Memorial Tollway	182,108	23.5%	1,187,444	16.2%
Kennedy Expressway (I-90/I-94)	173,784	22.4%	1,645,219	22.4%
Harlem Avenue	157,607	20.4%	1,520,811	20.7%
Route 64 (North Avenue)	143,986	18.6%	1,243,677	16.9%
US 20	143,208	18.5%	977,389	13.3%
Stevenson Expressway (I-55)	134,242	17.3%	1,498,325	20.4%
Route 38 (Roosevelt Road)	134,082	17.3%	1,237,508	16.8%
Route 34 (Ogden Avenue)	131,871	17.0%	1,261,075	17.2%
Cicero Avenue	125,262	16.2%	1,514,412	20.6%
LaGrange Road	119,137	15.4%	1,198,473	16.3%
US 83	117,095	15.1%	959,121	13.1%
Jane Addams Memorial Tollway (I-90)	111,540	14.4%	843,112	11.5%
Edens Expressway (I-94)	97,629	12.6%	1,064,630	14.5%
US 14 (Northwest Highway)	96,548	12.5%	718,092	9.8%
Route 53	92,007	11.9%	876,647	11.9%
Ronald Reagan Memorial Tollway (I-88)	90,732	11.7%	975,255	13.3%
Touhy Avenue	79,331	10.2%	780,788	10.6%
US 30	77,735	10.0%	903,330	12.3%
Route 59	74,637	9.6%	1,059,826	14.4%
Fullerton Avenue	72,761	9.4%	830,739	11.3%
1st Avenue	72,139	9.3%	726,234	9.9%
I-57	67,102	8.7%	912,932	12.4%
Route 41	65,424	8.4%	722,241	9.8%

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

Avg. Miles/Day Driving:

who listened to WTMX-FM in the past 7 days	CHICAGO
0:39	0:46
22.8	27.1

Top-26 Residential Zip Codes: Adults 18 or older

60618	43,243	5.58%	87,003	1.18%
60402	33,645	4.34%	194,545	2.65%
60018	22,813	2.95%	23,[illegible]	0.32%
60185	20,703	2.67%	112,539	1.53%
60616	20,094	2.59%	46,719	0.64%
60654	20,005	2.58%	47,991	0.65%
60073	18,582	2.40%	101,498	1.38%
60645	18,430	2.38%	23,[illegible]	0.32%
60004	16,537	2.14%	35,96[illegible]	0.49%
60586	16,168	2.09%	38,48[illegible]	0.52%
60615	16,064	2.07%	58,903	0.80%
60629	14,367	1.86%	162,355	2.21%
60148	12,908	1.67%	54,223	0.74%
60008	12,904	1.67%	19,[illegible]	0.26%
60010	12,231	1.58%	22,[illegible]	0.31%
60542	11,785	1.52%	1[illegible]	0.[illegible]8%
60639	11,026	1.42%	87,599	1.19%
60160	10,850	1.40%	46,311	0.63%
60532	10,410	1.34%	32,[illegible]	0.44%
60304	10,392	1.34%	1[illegible]	0.20%
60091	10,345	1.34%	1[illegible]	0.21%
60506	9,584	1.24%	54,315	0.74%
60634	9,123	1.18%	43,37[illegible]	0.59%
60101	8,456	1.09%	79,575	1.08%
60074	8,348	1.08%	39,38[illegible]	0.54%
60638	8,225	1.06%	87,524	1.19%

Top-26 Employment Zip Codes: Adults 18 or older

60611	25,845	3.34%	93,844	1.28%
60101	18,742	2.42%	32,714	0.45%
60606	18,458	2.38%	133,580	1.82%
60603	18,430	2.38%	59,849	0.81%
60601	17,295	2.23%	121,994	1.66%
60148	15,480	2.00%	54,563	0.74%
60085	13,503	1.74%	51,598	0.70%
60064	12,093	1.56%	18,[illegible]	0.25%
60118	11,773	1.52%	11,[illegible]	0.16%
60506	11,589	1.50%	34,594	0.47%
60056	11,589	1.50%	42,938	0.58%
60446	11,115	1.44%	22,3[illegible]	0.30%
60153	10,779	1.39%	21,8[illegible]	0.30%
60007	10,027	1.29%	19,5[illegible]	0.27%
60634	9,811	1.27%	34,558	0.47%
60605	9,618	1.24%	28,81[illegible]	0.39%
53142	9,134	1.18%	19,1[illegible]	0.26%
60455	8,800	1.14%	14,[illegible]	0.20%
60515	8,667	1.12%	49,383	0.67%
60302	8,604	1.11%	26,36[illegible]	0.36%
60609	8,225	1.06%	23,49[illegible]	0.32%
60614	8,140	1.05%	32,602	0.44%
60068	8,019	1.04%	19,1[illegible]	0.26%
60402	7,988	1.03%	37,288	0.51%
60106	7,628	0.98%	23,7[illegible]	0.32%
60466	7,132	0.92%	7[illegible]	0.10%

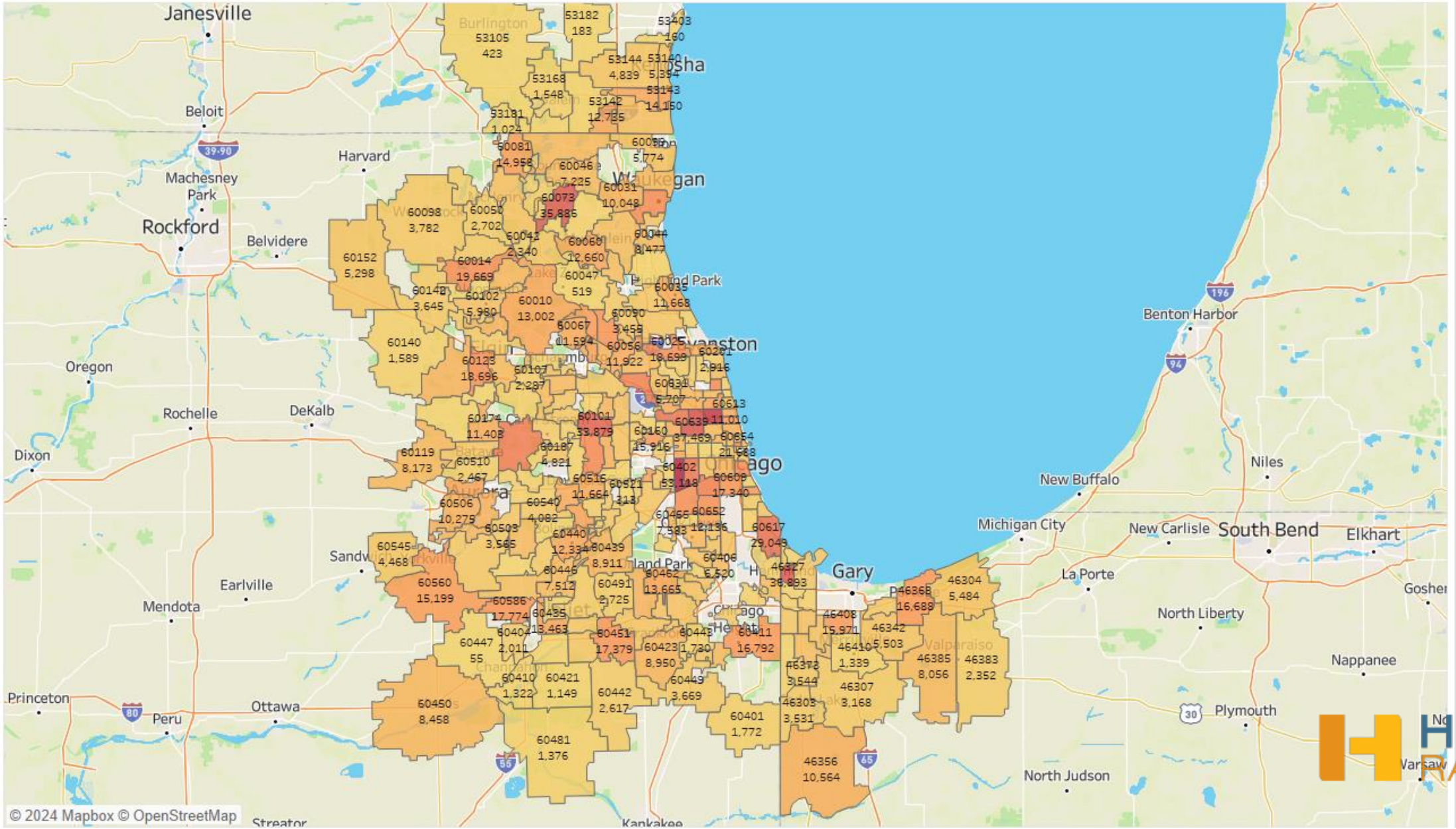
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CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 314

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Radio Stations: WTMX-FM

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



HUBBARD RADIO

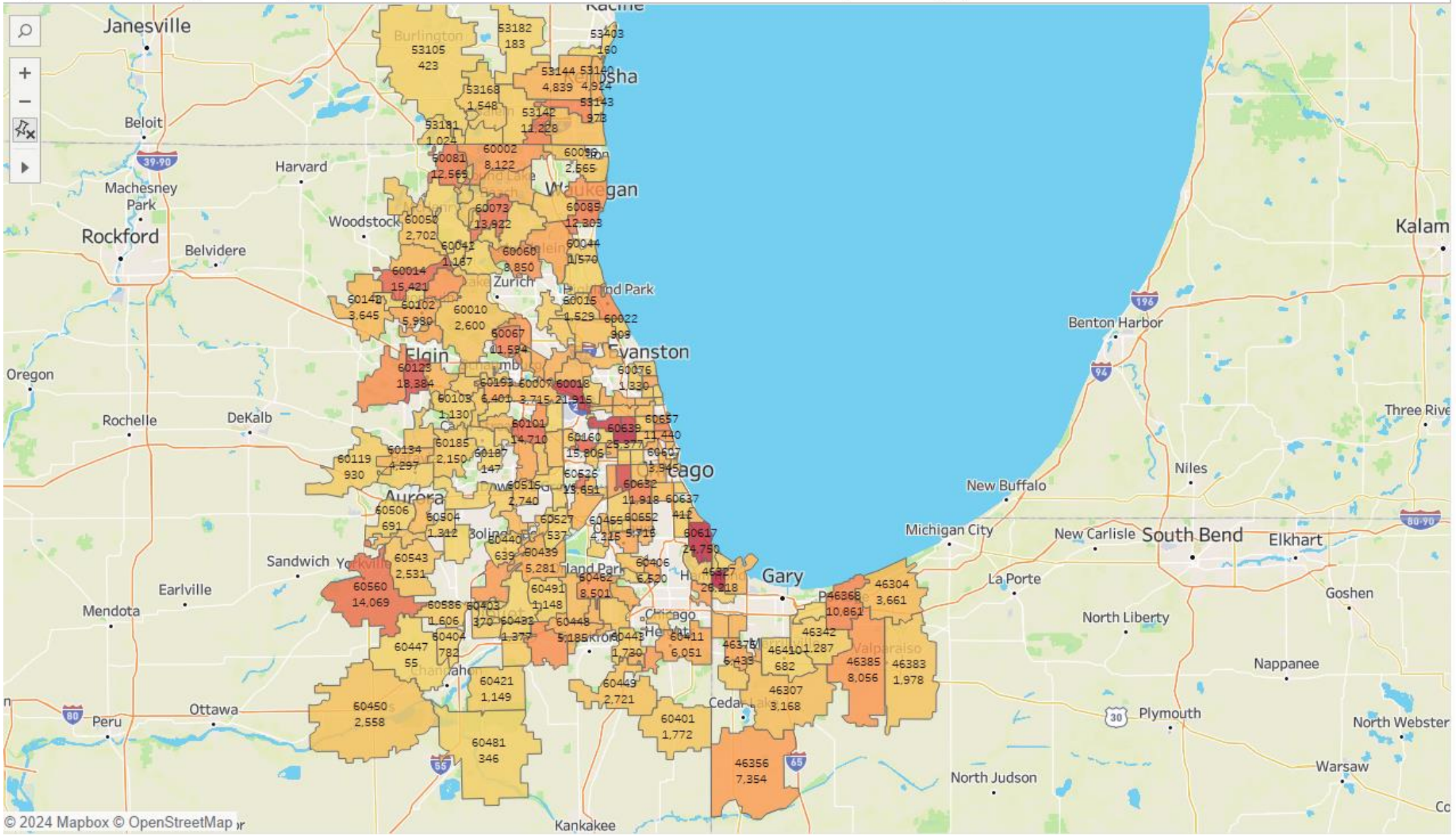
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(Radio Stations: WDRV-FM OR Radio Stations: WTBC-FM OR Radio Stations: WTMX-FM)

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



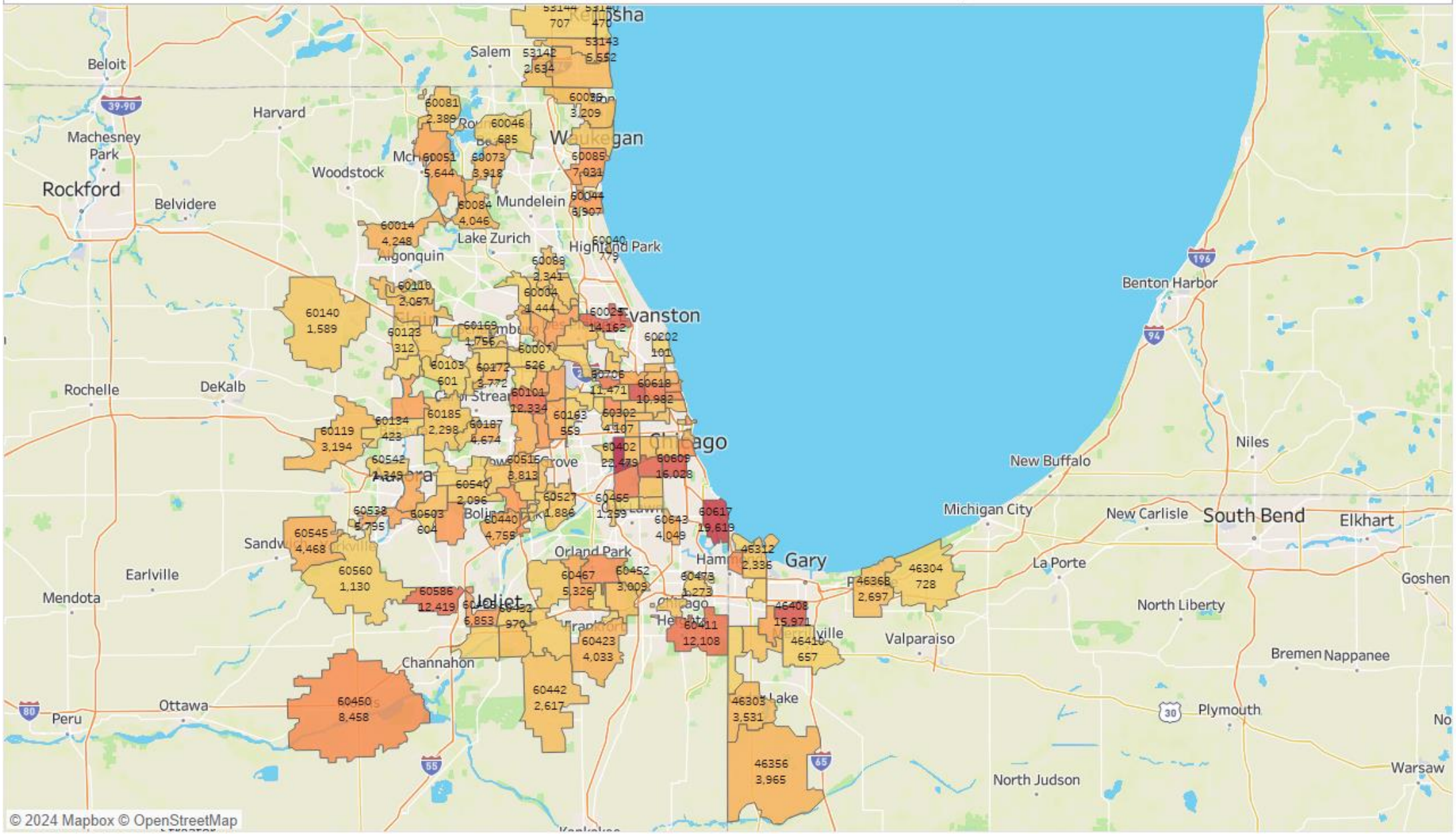
the Drive 97.1 FM
CHICAGO'S CLASSIC ROCK

CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 471
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Radio Stations: WDRV-FM

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

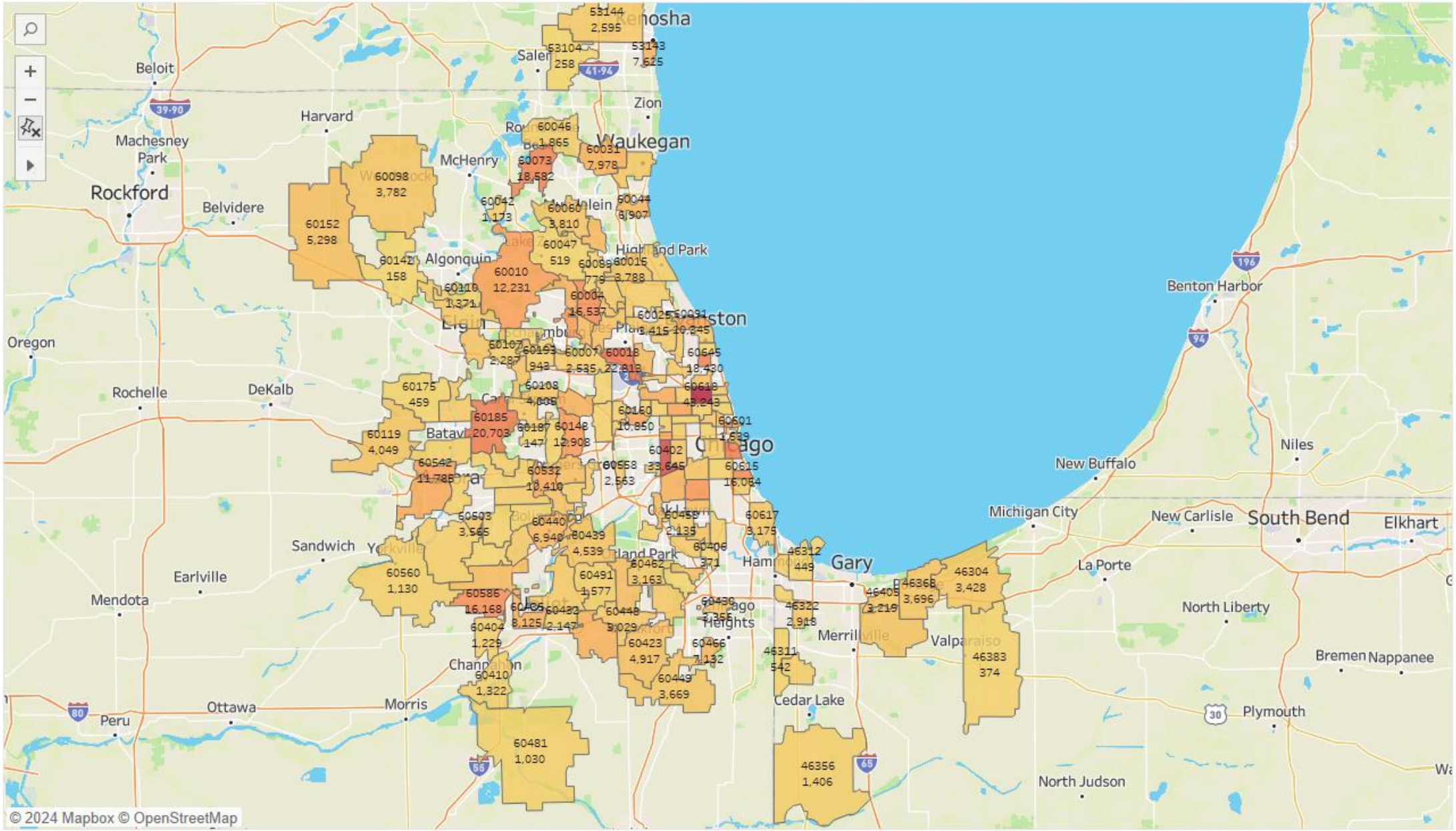


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Radio Stations: WTBC-FM

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



CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 314

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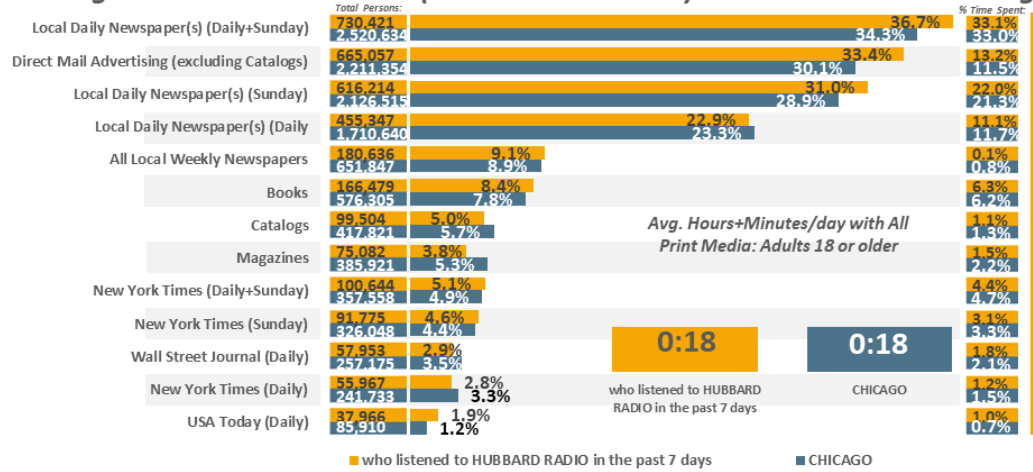
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101.9 THE MIX CHICAGO

Radio Stations: WTMX-FM

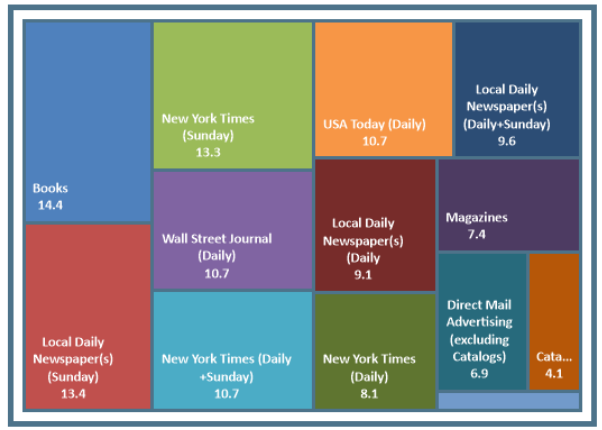
730,421 or 36.7% of Adults 18 or older who listened to HUBBARD RADIO in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.3 minutes every day representing 35.4% of all time spent daily with All forms of Print Media.

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

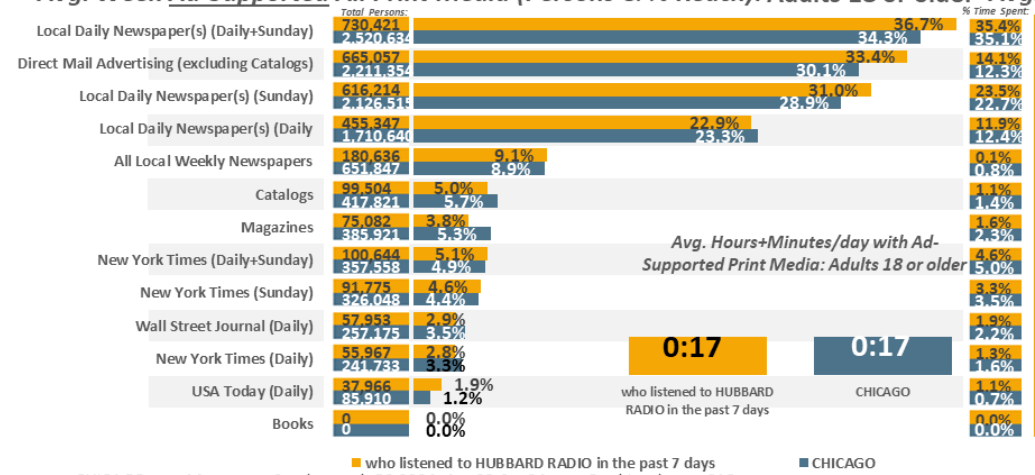


Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

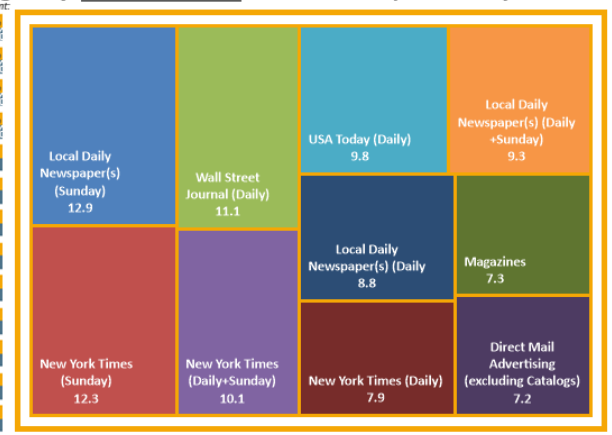


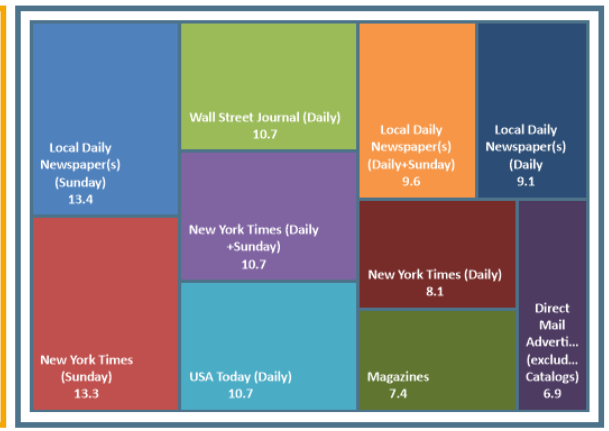


Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older



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





CHICAGO Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 919

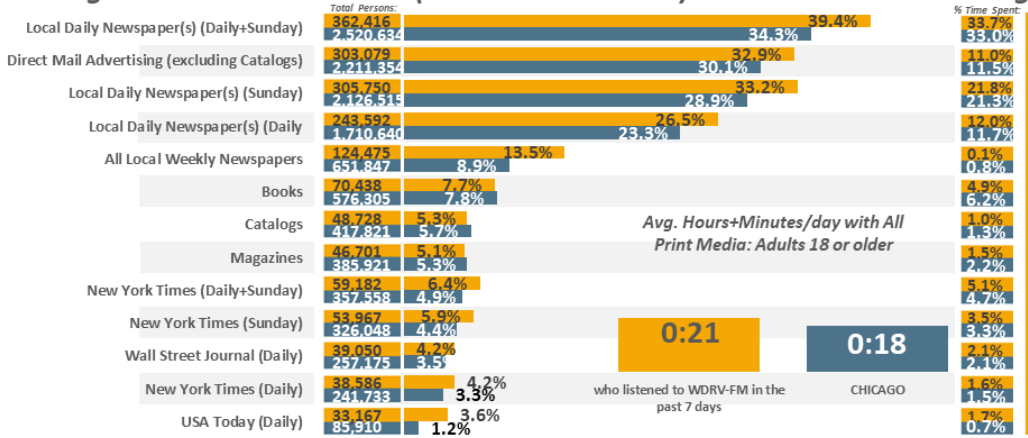
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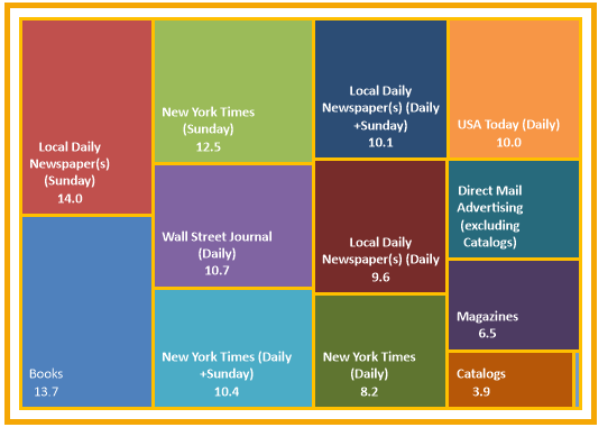
(Radio Stations: WDRV-FM OR Radio Stations: WTBC-FM OR Radio Stations: WTMX-FM)

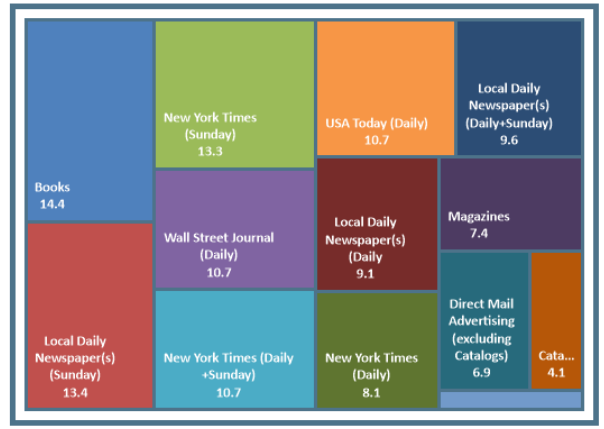
362,416 or 39.4% of Adults 18 or older who listened to WDRV-FM in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.1 minutes every day representing 35.5% of all time spent daily with All forms of Print Media.

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

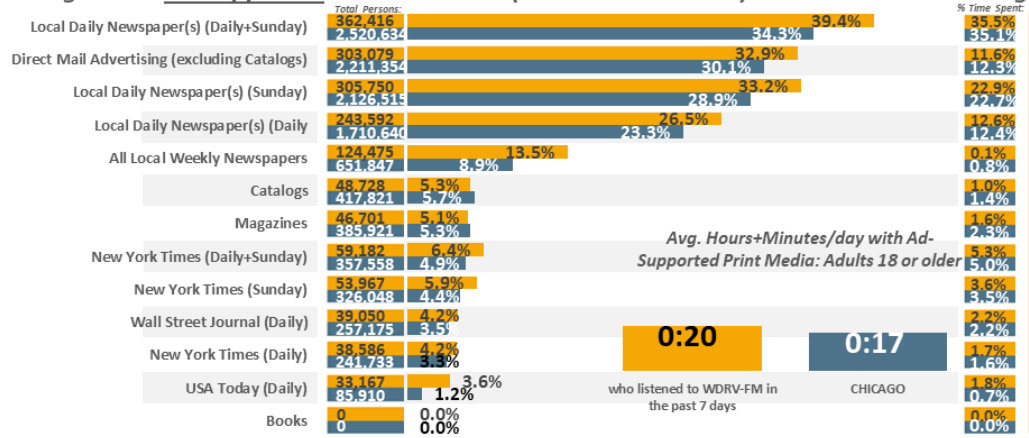


Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



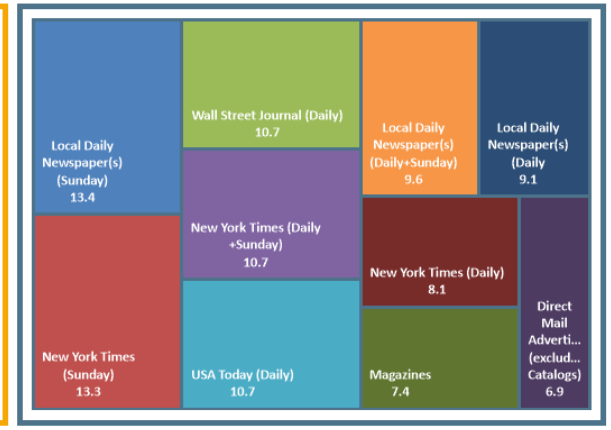


Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older



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





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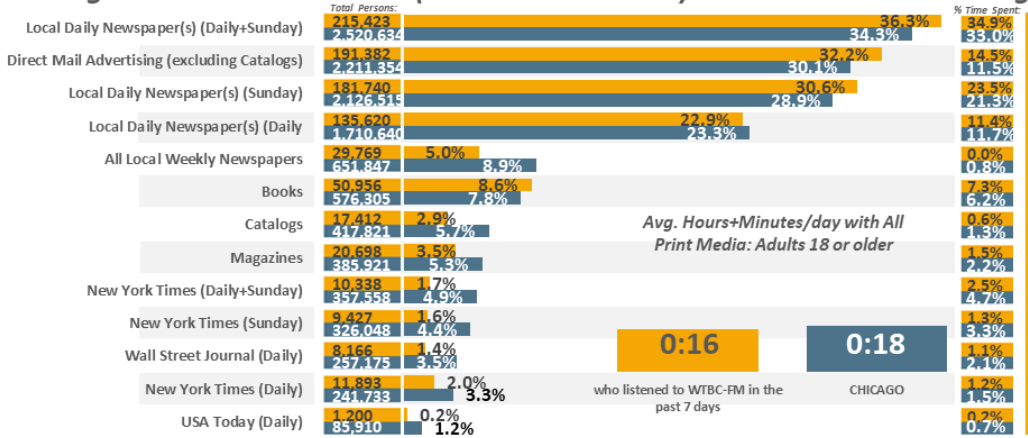
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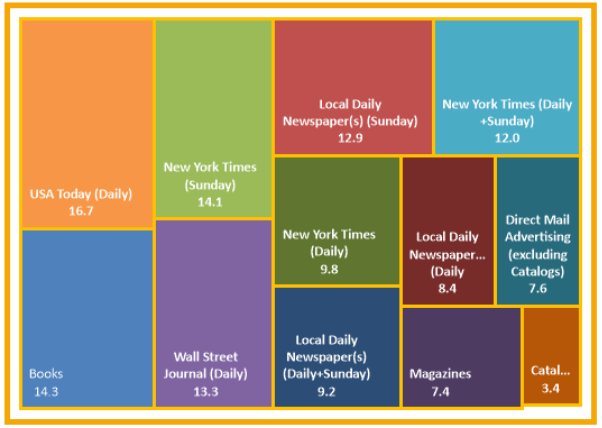
Radio Stations: WDRV-FM

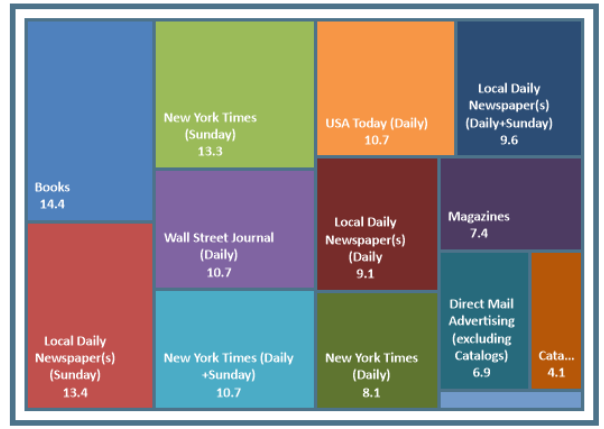
215,423 or 36.3% of Adults 18 or older who listened to WTBC-FM in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.2 minutes every day representing 37.6% of all time spent daily with All forms of Print Media.

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

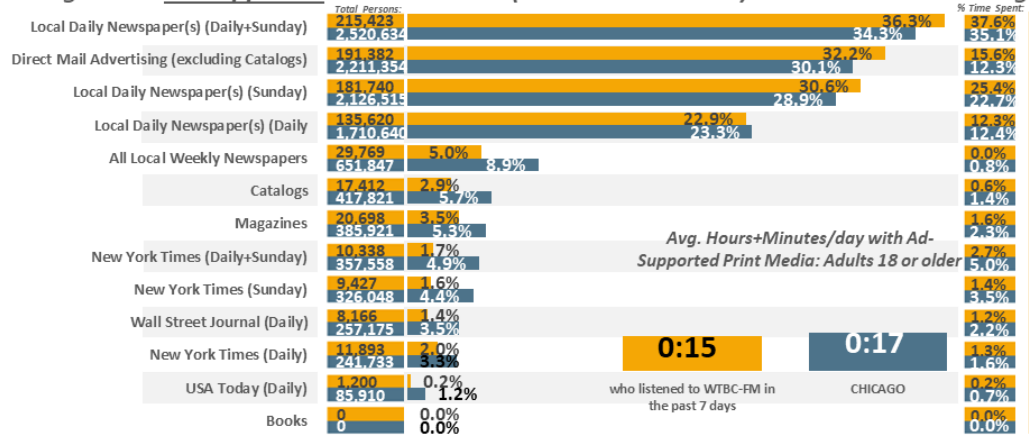


Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

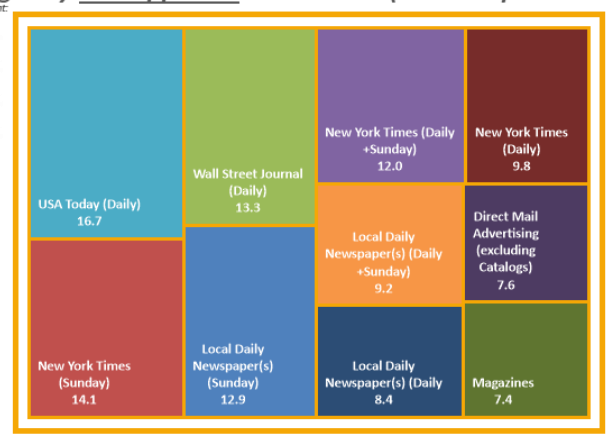


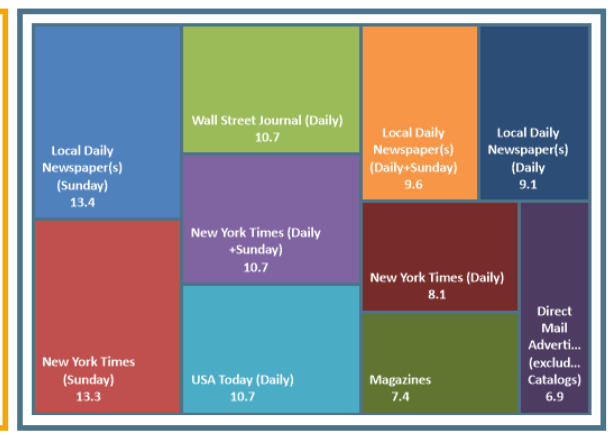


Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older



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





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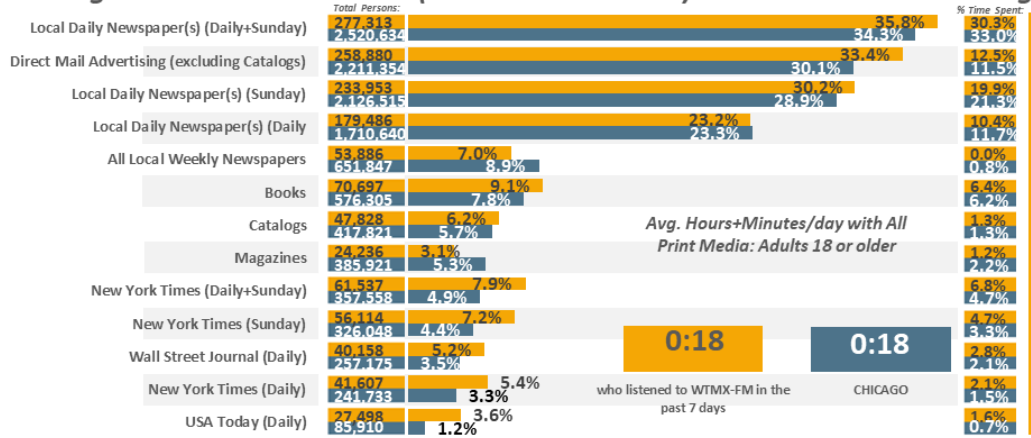
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Radio Stations: WTBC-FM

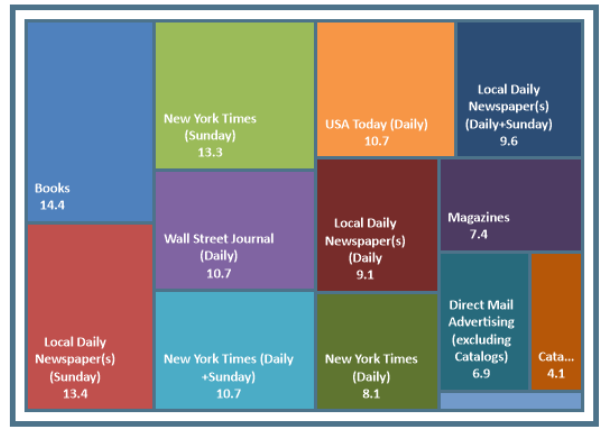
277,313 or 35.8% of Adults 18 or older who listened to WTMX-FM in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.8 minutes every day representing 32.3% of all time spent daily with All forms of Print Media.

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

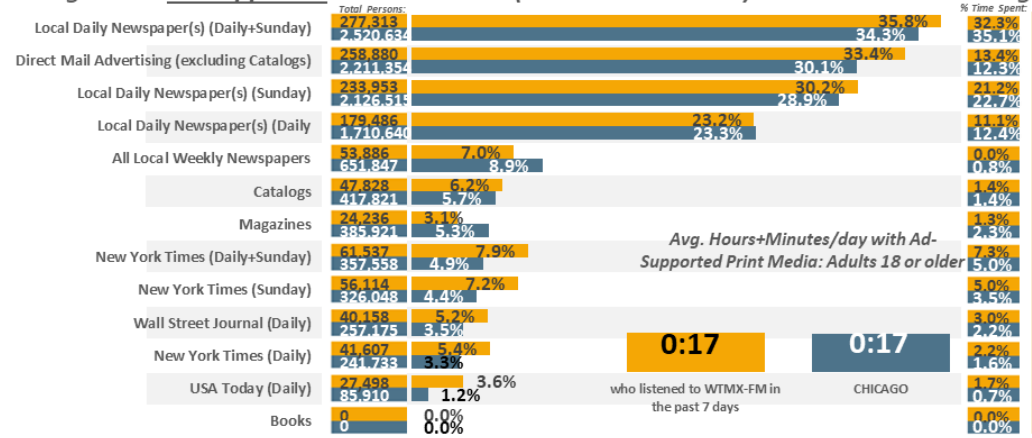


Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

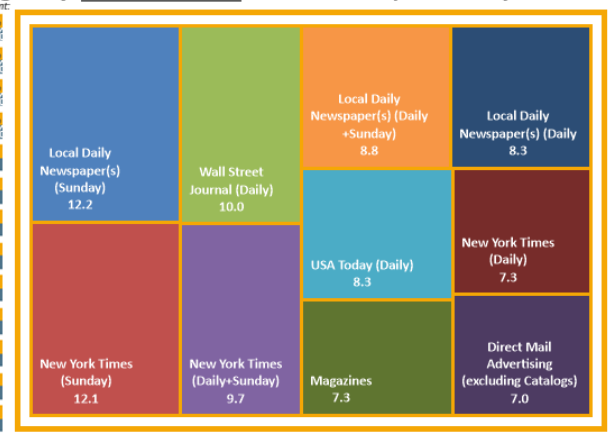


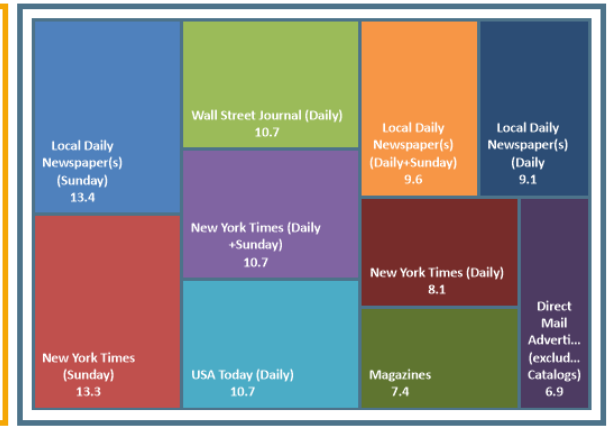


Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older



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





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