# CINCINNATI, OH, Metro – 5 P18+ Profiles of CUMULUS RADIO Listeners!

# Brand New Data as of August 31, 2026!

# Complete Demographic & Media Use Profiles







CUMULUS MEDIA

96 ROCK Cincinnati's Pure Rock

103.5 WGRR cincinnati's greatest hits

92.5 The FOX

Warm 98.5 80s. 90s. Now.

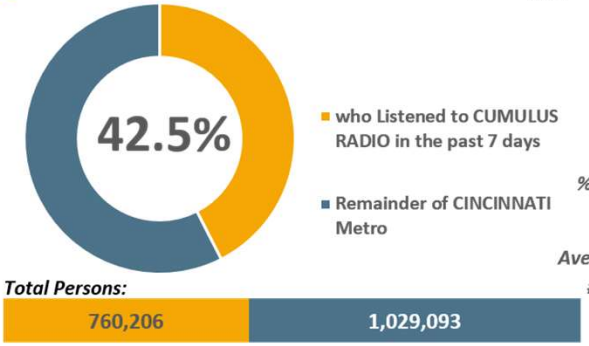
Hubbard media that connects

*And, Yes! You ARE Smart Enough to Read a* Robinhood Legend. *So get ready to Learn!*

*(Radio Stations: WFTK-FM OR Radio Stations: WGRR-FM OR Radio Stations: WNNF-FM OR Radio Stations: WOFX-FM OR Radio Stations: WRRM-FM) Radio Stations: WFTK-FM Radio Stations: WGRR-FM Radio Stations: WOFX-FM Radio Stations: WRRM-FM*

42.5% or 760,206 of CINCINNATI Metro Adults 18 or older Listened to CUMULUS RADIO in the past 7 days. Typical Adults 18 or older who Listened to CUMULUS RADIO in the past 7 days are 53.6 years old (10.6% older than average) and have a $108,558 (1.1% lower than average) annual household income.

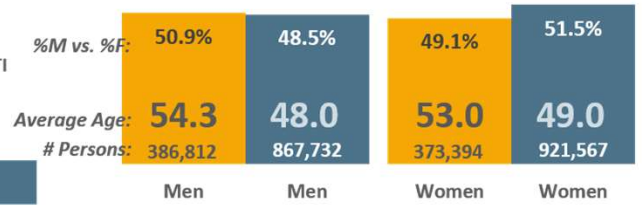
## Percent of Market: Adults 18 or older



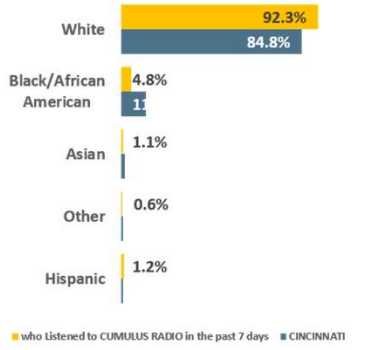

**Total Persons:**

| who Listened to CUMULUS RADIO in the past 7 days | Remainder of CINCINNATI Metro |
|---|---|
| 760,206 | 1,029,093 |

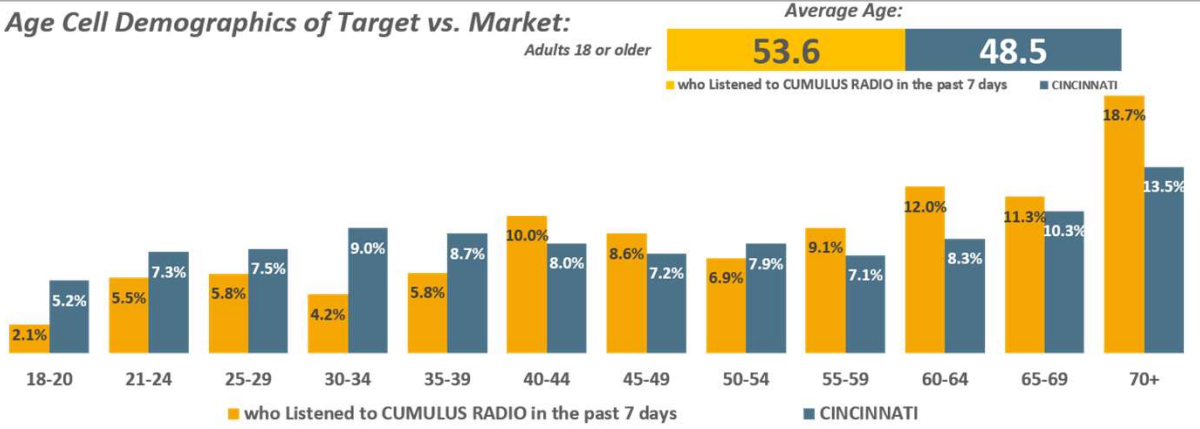
## Gender of Target vs. Market: Adults 18 or older



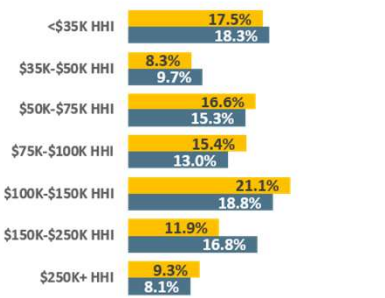

## Ethnicity of Target vs. Market:




## Age Cell Demographics of Target vs. Market:




## HHI of Target vs. Market:




| Avg HHI: | $108,558 | $109,736 |
|---|---|---|

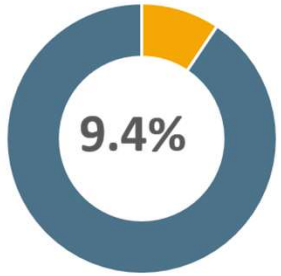
CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab 774

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(Radio Stations: WFTK-FM OR Radio Stations: WGRR-FM OR Radio Stations: WNNF-FM OR Radio Stations: WOFX-FM OR Radio Stations: WRRM-FM)

9.4% or 168,321 of CINCINNATI Metro Adults 18 or older Listened to WFTK-FM in the past 7 days.
Typical Adults 18 or older who Listened to WFTK-FM in the past 7 days are 51.6 years old (6.4% older than average) and have a $122,755 (11.9% higher than average) annual household income.

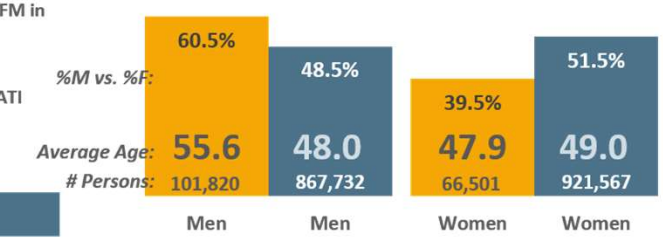
## Percent of Market: Adults 18 or older



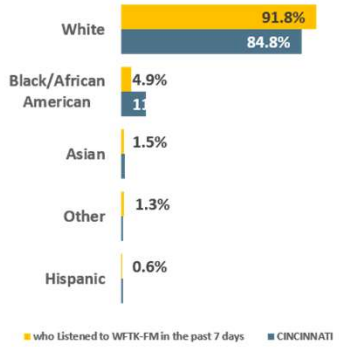

**Total Persons:**



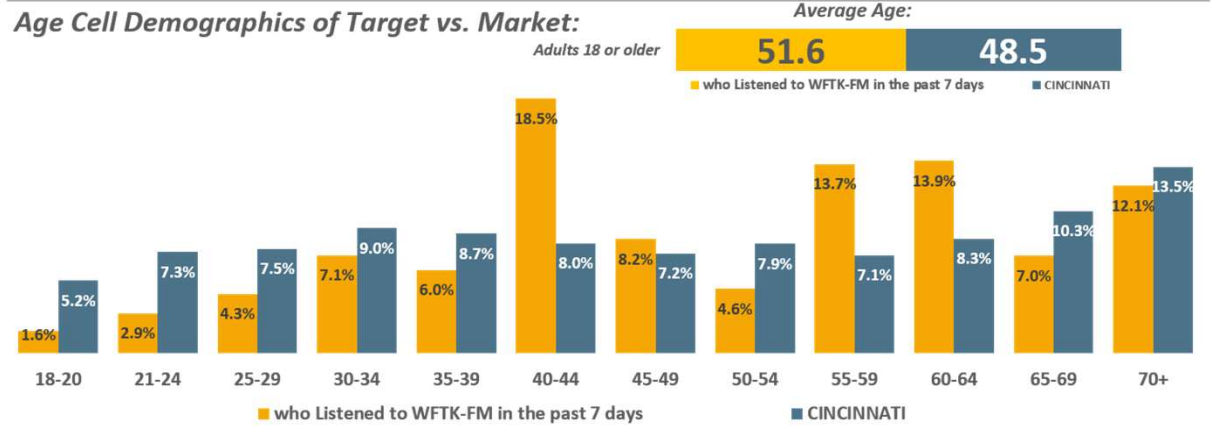

## Gender of Target vs. Market: Adults 18 or older



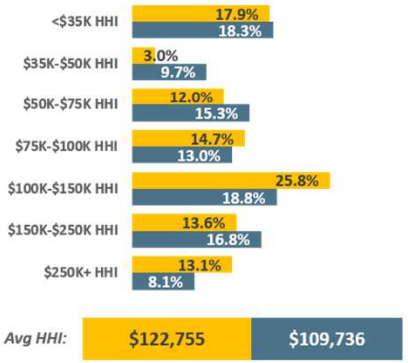

## Ethnicity of Target vs. Market:




## Age Cell Demographics of Target vs. Market:




## HHI of Target vs. Market:

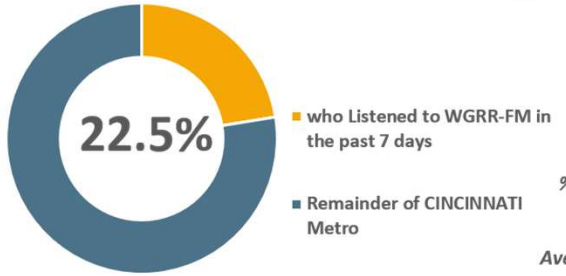



CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab 163

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22.5% or 401,745 of CINCINNATI Metro Adults 18 or older Listened to WGRR-FM in the past 7 days. Typical Adults 18 or older who Listened to WGRR-FM in the past 7 days are 56.7 years old (17.% older than average) and have a $106,695 (2.8% lower than average) annual household income.

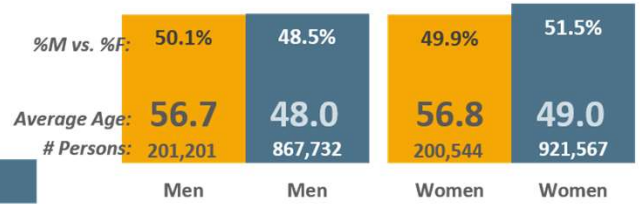
## Percent of Market: Adults 18 or older



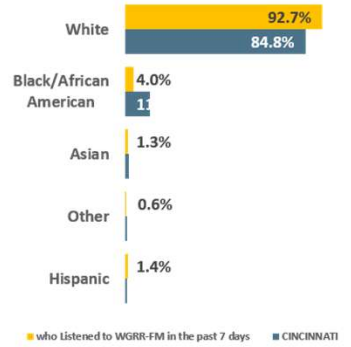

Total Persons:



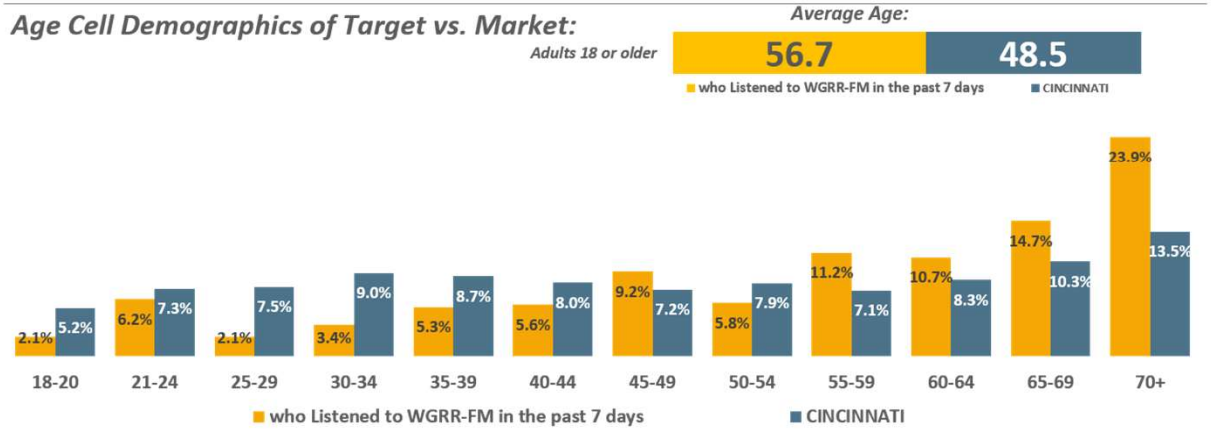

## Gender of Target vs. Market: Adults 18 or older



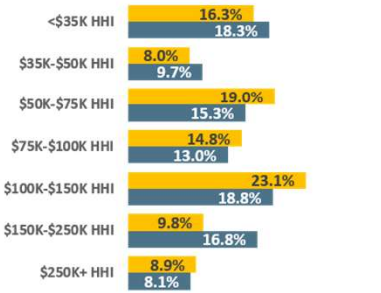

## Ethnicity of Target vs. Market:




## Age Cell Demographics of Target vs. Market:




## HHI of Target vs. Market:




Avg HHI:

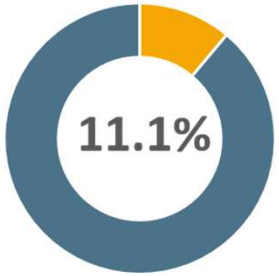



CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab 425

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11.1% or 198,769 of CINCINNATI Metro Adults 18 or older Listened to WOFX-FM in the past 7 days. Typical Adults 18 or older who Listened to WOFX-FM in the past 7 days are 54.3 years old (12.% older than average) and have a $136,930 (24.8% higher than average) annual household income.

## Percent of Market: Adults 18 or older

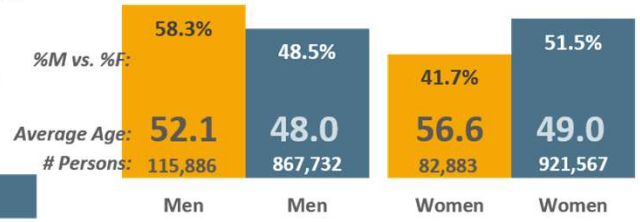



- who Listened to WOFX-FM in the past 7 days
- Remainder of CINCINNATI Metro

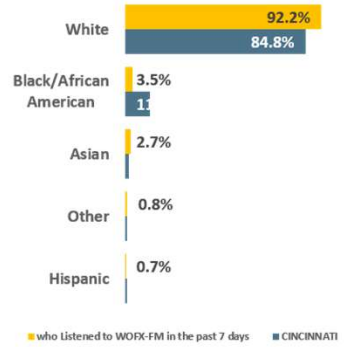
**Total Persons:**



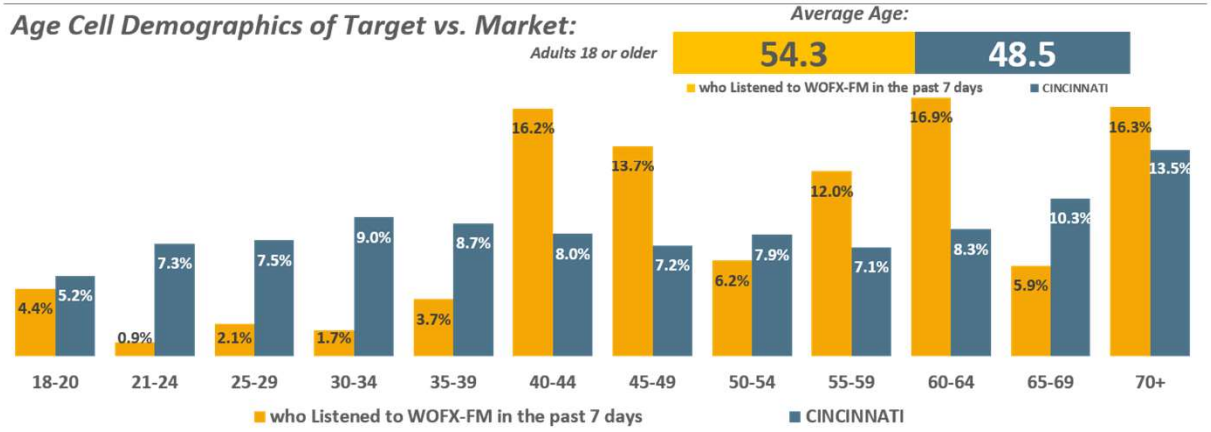

## Gender of Target vs. Market: Adults 18 or older



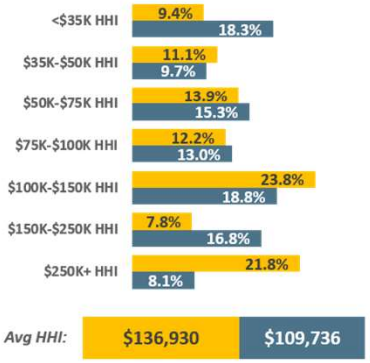

## Ethnicity of Target vs. Market:




## Age Cell Demographics of Target vs. Market:




## HHI of Target vs. Market:




CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab 213

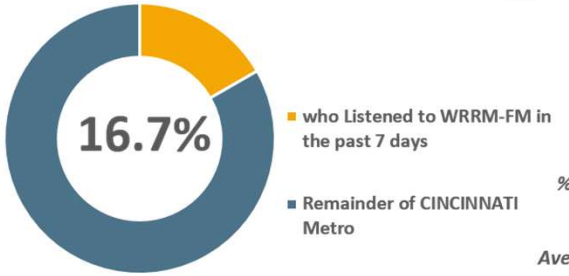
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Radio Stations: WOFX-FM

Warm98.5
80s. 90s. Now.

16.7% or 298,623 of CINCINNATI Metro Adults 18 or older Listened to WRRM-FM in the past 7 days. Typical Adults 18 or older who Listened to WRRM-FM in the past 7 days are 51.6 years old (6.5% older than average) and have a $105,192 (4.1% lower than average) annual household income.

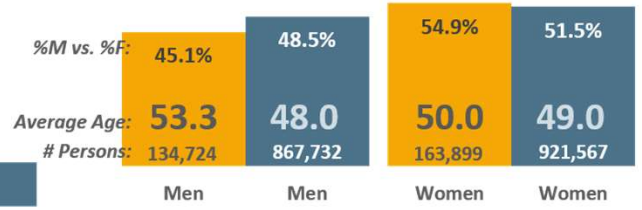
## Percent of Market: Adults 18 or older



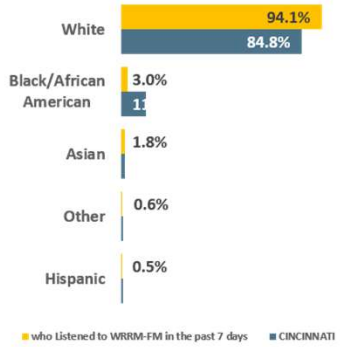

**Total Persons:**

| who Listened to WRRM-FM in the past 7 days | Remainder of CINCINNATI Metro |
|---|---|
| 298,623 | 1,490,676 |

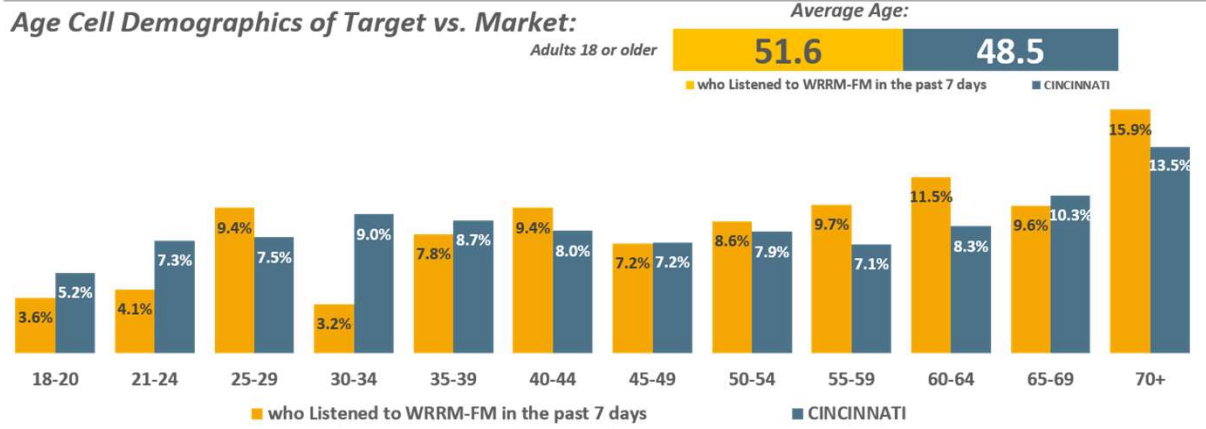
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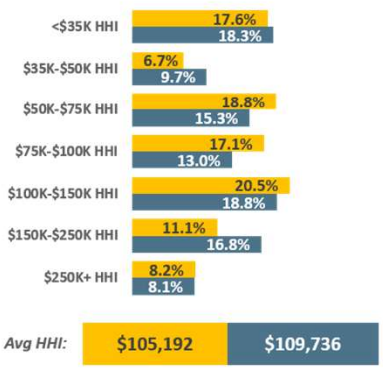

## Ethnicity of Target vs. Market:




## Age Cell Demographics of Target vs. Market:




## HHI of Target vs. Market:



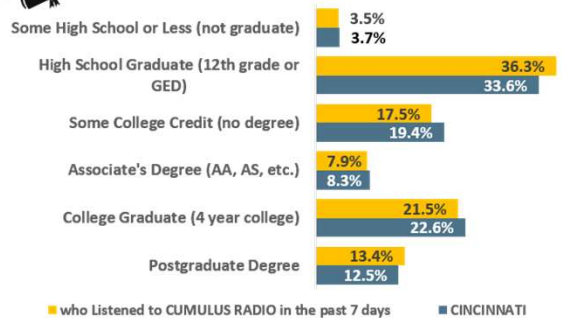

| Avg HHI: | $105,192 | $109,736 |
|---|---|---|

CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab 274

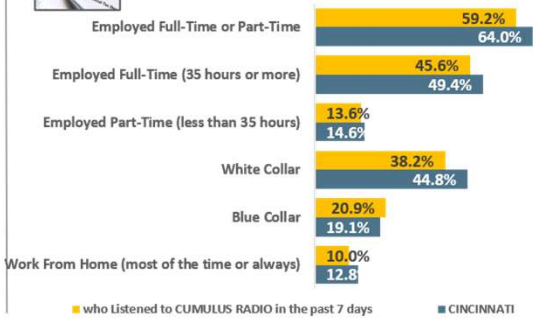
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42.5% or 760,206 of CINCINNATI Metro Adults 18 or older Listened to CUMULUS RADIO in the past 7 days. Adults 18 or older who Listened to CUMULUS RADIO in the past 7 days are .5% less likely to be a college graduate, 7.7% less likely to work full-time, 10.1% more likely to be married, 9.8% less likely to be a parent of 1 or more children under 18.

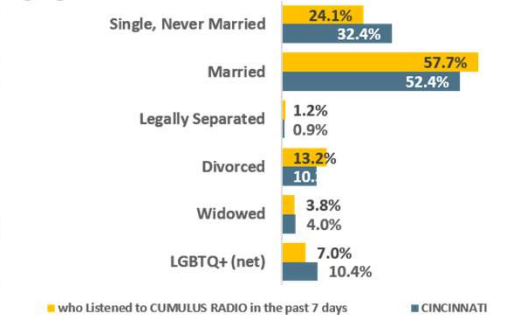
## *Education Levels:* Adults 18 or older



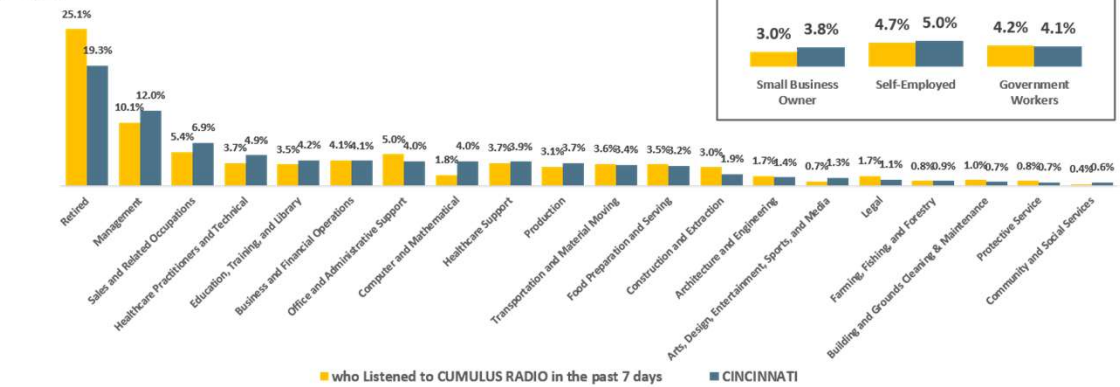

## *Employment:* Adults 18 or older




## *Marital Status:* Adults 18 or older



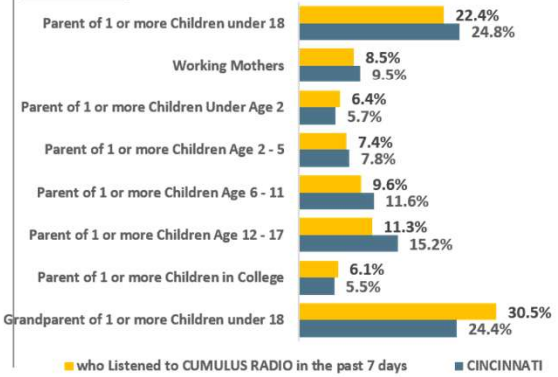

## *Top-20 Occupations:* Adults 18 or older




### *Entrepreneurs/Government Workers*




## *Stage in Life:* Adults 18 or older



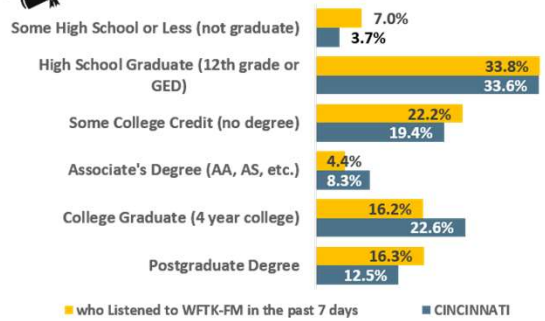


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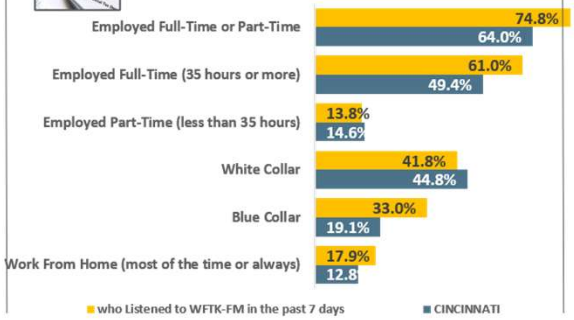
(Radio Stations: WFTK-FM OR Radio Stations: WGRR-FM OR Radio Stations: WNNF-FM OR Radio Stations: WOFX-FM OR Radio Stations: WRRM-FM)

9.4% or 168,321 of CINCINNATI Metro Adults 18 or older Listened to WFTK-FM in the past 7 days. Adults 18 or older who Listened to WFTK-FM in the past 7 days are 7.2% less likely to be a college graduate, 23.6% more likely to work full-time, 16.4% more likely to be married, 23.8% more likely to be a parent of 1 or more children under 18.

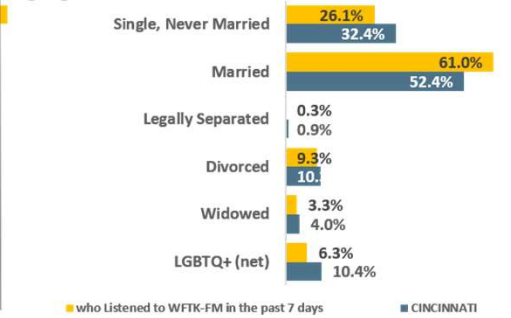
## *Education Levels:* Adults 18 or older



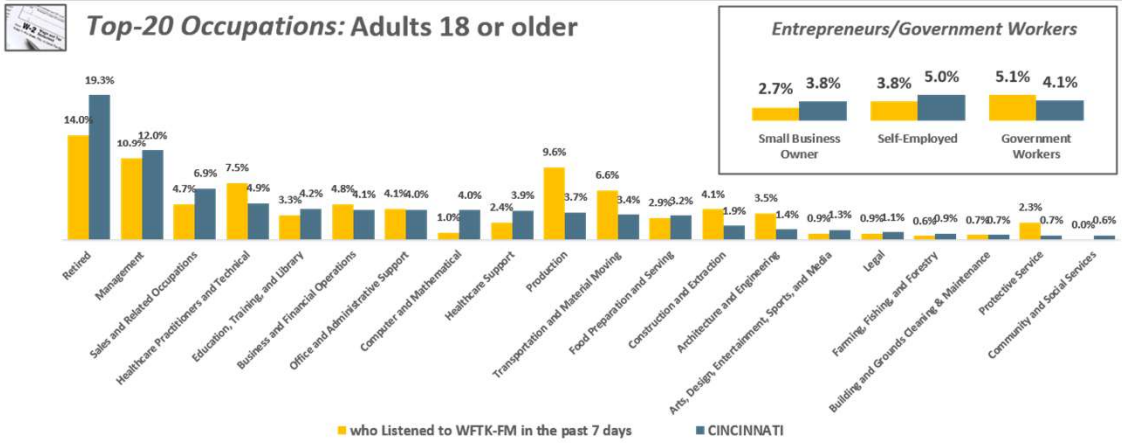

## *Employment:* Adults 18 or older




## *Marital Status:* Adults 18 or older



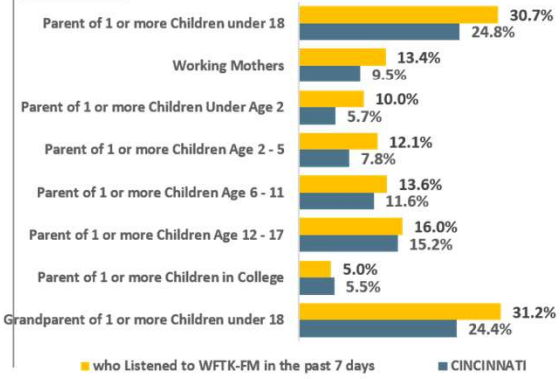

## *Top-20 Occupations:* Adults 18 or older




### *Entrepreneurs/Government Workers*




## *Stage in Life:* Adults 18 or older

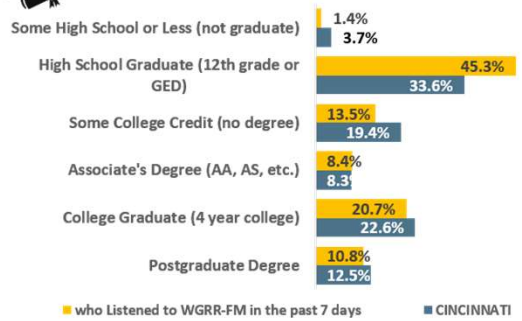




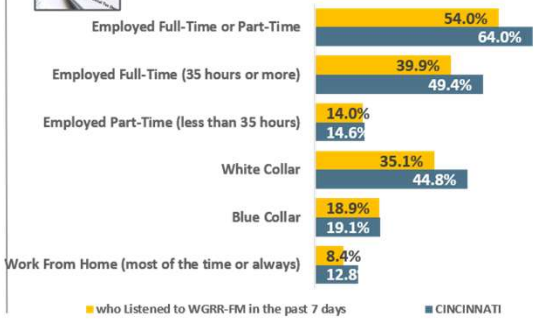
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22.5% or 401,745 of CINCINNATI Metro Adults 18 or older Listened to WGRR-FM in the past 7 days. Adults 18 or older who Listened to WGRR-FM in the past 7 days are 10.4% less likely to be a college graduate, 19.1% less likely to work full-time, 11.8% more likely to be married, 40.9% less likely to be a parent of 1 or more children under 18.

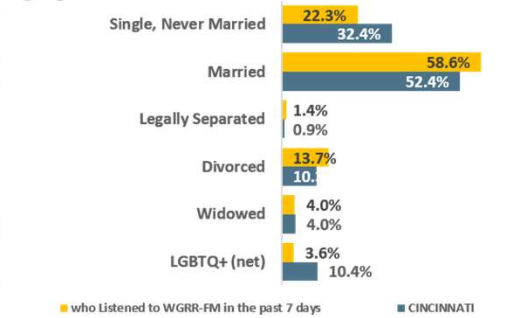
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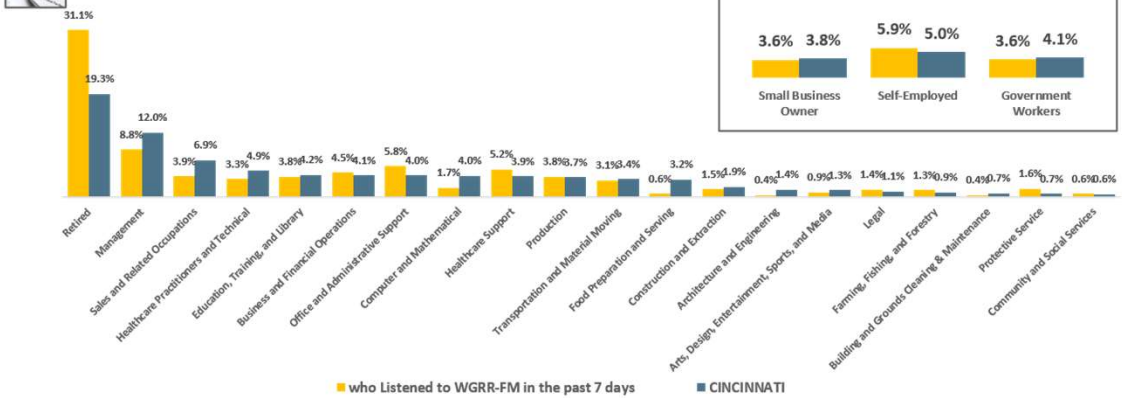

## *Employment:* Adults 18 or older




## *Marital Status:* Adults 18 or older



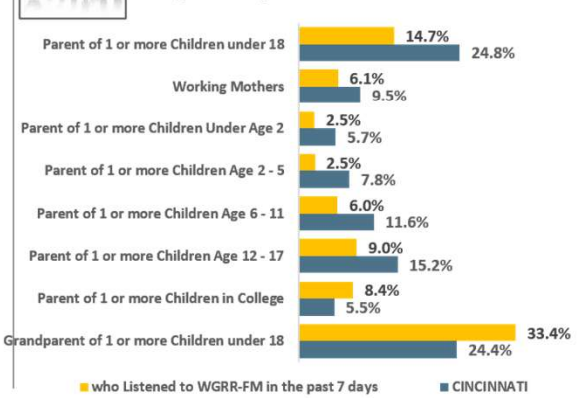

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## *Stage in Life:* Adults 18 or older



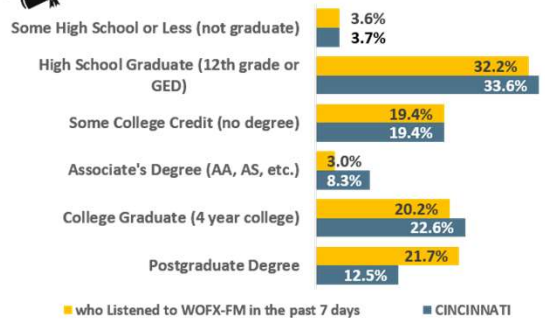


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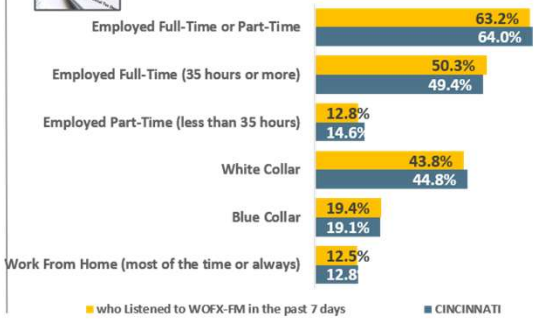
Radio Stations: WGRR-FM

11.1% or 198,769 of CINCINNATI Metro Adults 18 or older Listened to WOFX-FM in the past 7 days. Adults 18 or older who Listened to WOFX-FM in the past 7 days are 19.4% more likely to be a college graduate, 1.9% more likely to work full-time, 28.4% more likely to be married, 10.% more likely to be a parent of 1 or more children under 18.

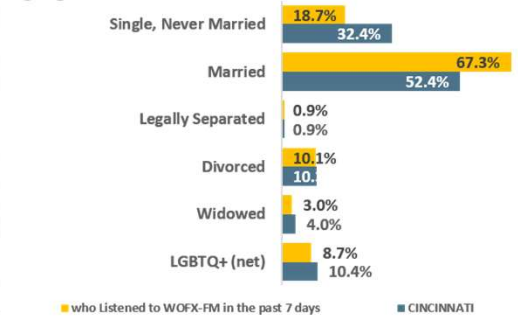
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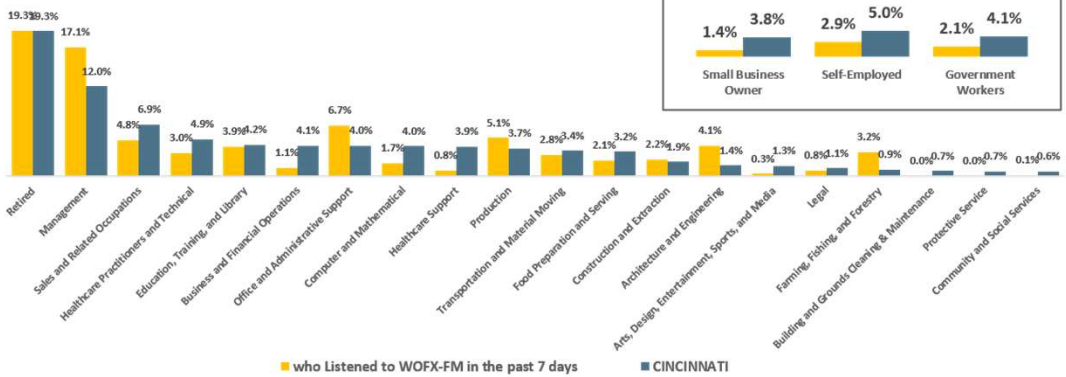

## *Employment:* Adults 18 or older




## *Marital Status:* Adults 18 or older



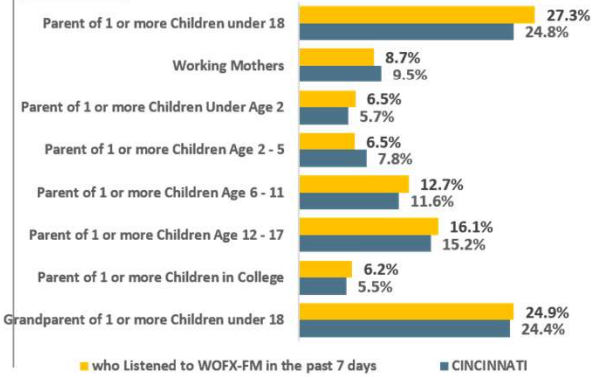

## *Top-20 Occupations:* Adults 18 or older




### *Entrepreneurs/Government Workers*




## *Stage in Life:* Adults 18 or older





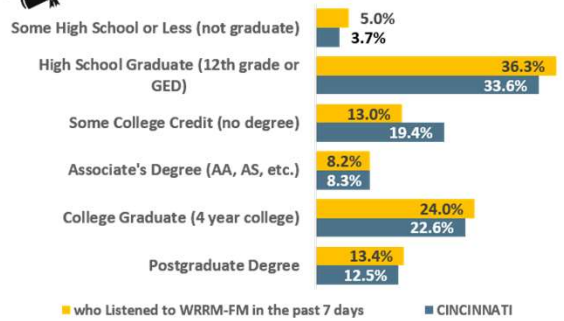
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Radio Stations: WOFX-FM

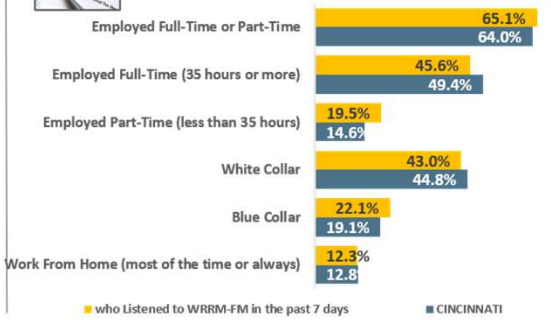
Warm98.5
80s. 90s. Now.

16.7% or 298,623 of CINCINNATI Metro Adults 18 or older Listened to WRRM-FM in the past 7 days. Adults 18 or older who Listened to WRRM-FM in the past 7 days are 6.6% more likely to be a college graduate, 7.7% less likely to work full-time, 6.6% more likely to be married, 4.% less likely to be a parent of 1 or more children under 18.

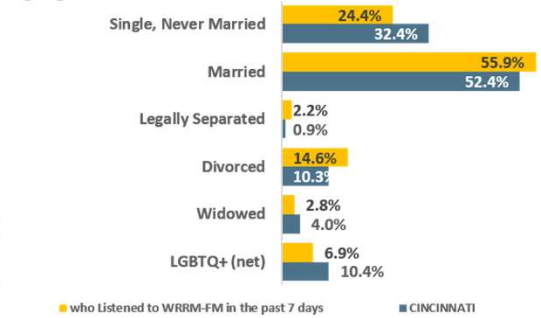
## *Education Levels:* Adults 18 or older



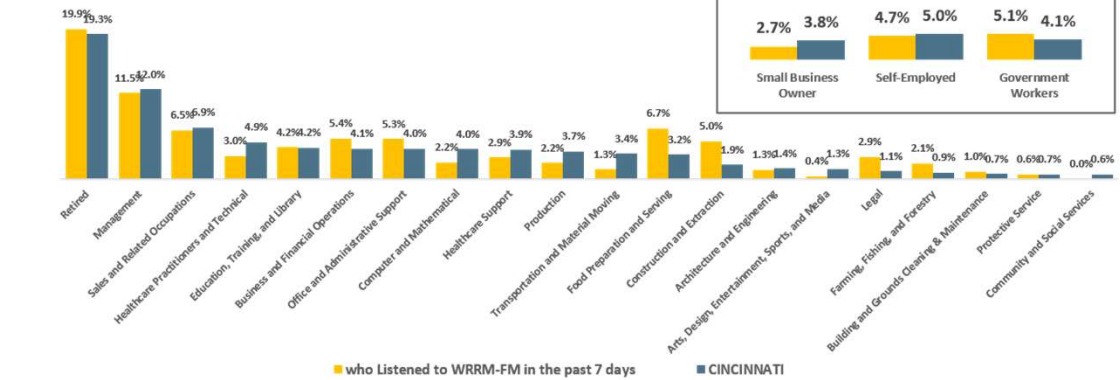

## *Employment:* Adults 18 or older




## *Marital Status:* Adults 18 or older



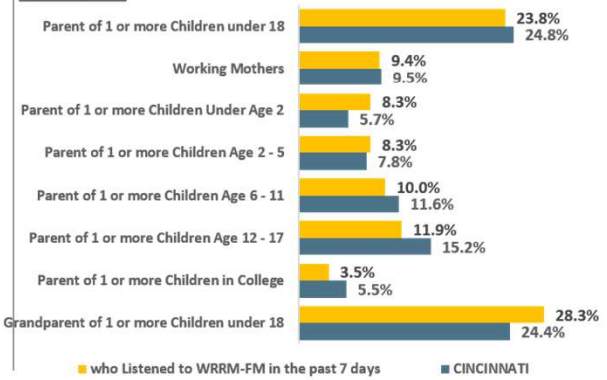

## *Top-20 Occupations:* Adults 18 or older




### *Entrepreneurs/Government Workers*




## *Stage in Life:* Adults 18 or older



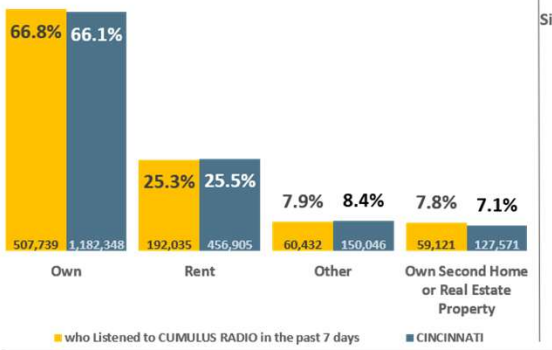


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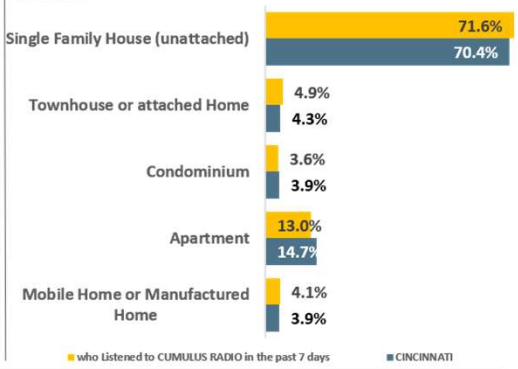
Radio Stations: WRRM-FM

42.5% or 760,206 of CINCINNATI Metro Adults 18 or older Listened to CUMULUS RADIO in the past 7 days. Adults 18 or older who Listened to CUMULUS RADIO in the past 7 days are 1.1% more likely to own their home, 2.8% more likely to own a higher valued home, 1.8% more likely to have a single-family home, 7.9% more likely to have a dog.

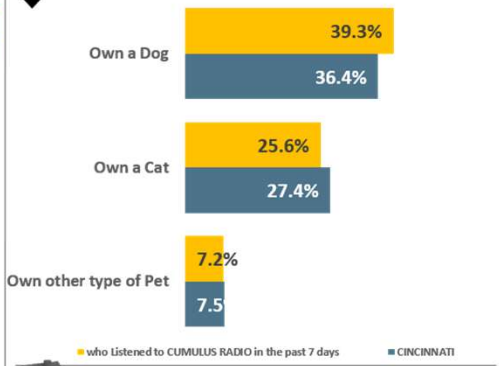
## *Own/Rent/Other:* Adults 18 or older



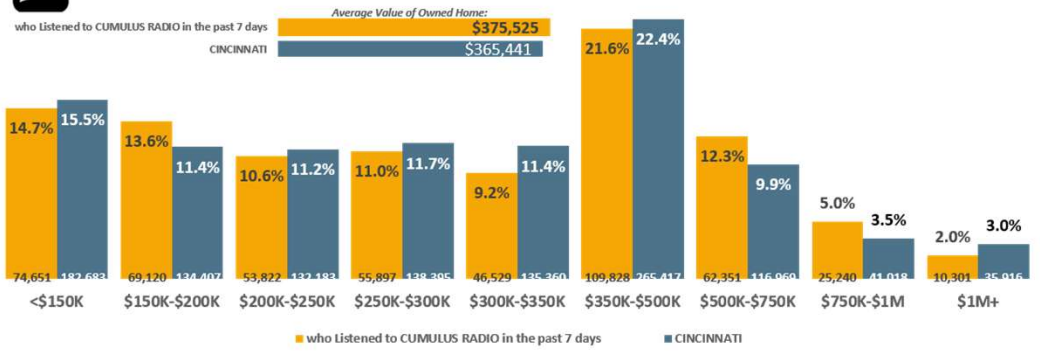

## *Type of Home:* Adults 18 or older



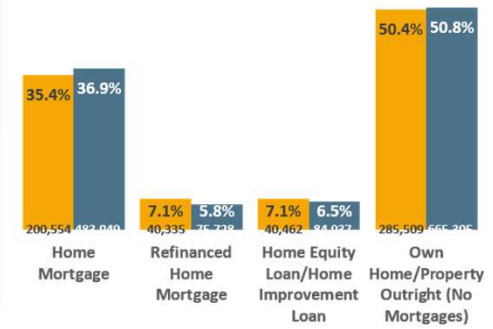

## *Pets in Home:* Adults 18 or older




## *Value of Owned Home:* Adults 18 or older




## *Home Loans:* Adults 18 or older



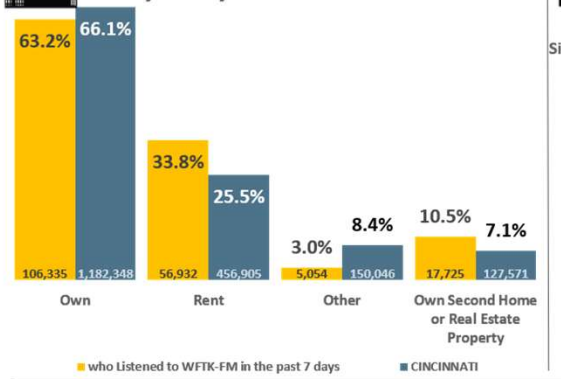

*CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab 774*

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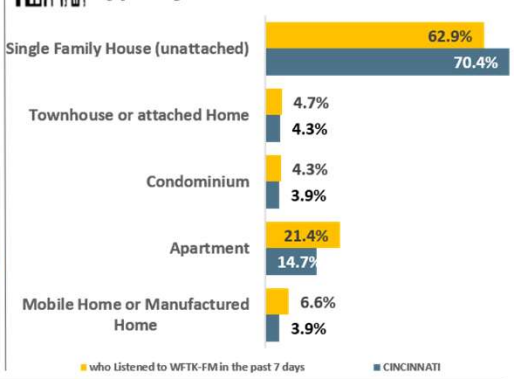
*(Radio Stations: WFTK-FM OR Radio Stations: WGRR-FM OR Radio Stations: WNNF-FM OR Radio Stations: WOFX-FM OR Radio Stations: WRRM-FM)*

9.4% or 168,321 of CINCINNATI Metro Adults 18 or older Listened to WFTK-FM in the past 7 days. Adults 18 or older who Listened to WFTK-FM in the past 7 days are 4.4% less likely to own their home, 14.7% more likely to own a higher valued home, 10.6% less likely to have a single-family home, 28.5% more likely to have a dog.

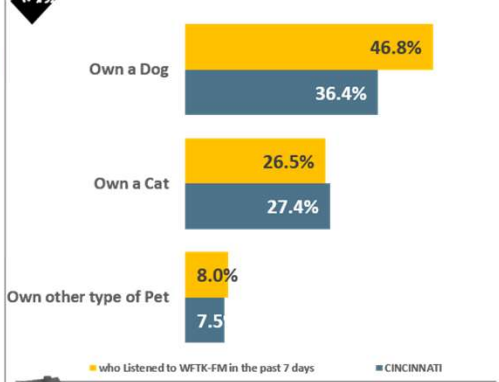
## *Own/Rent/Other:* Adults 18 or older



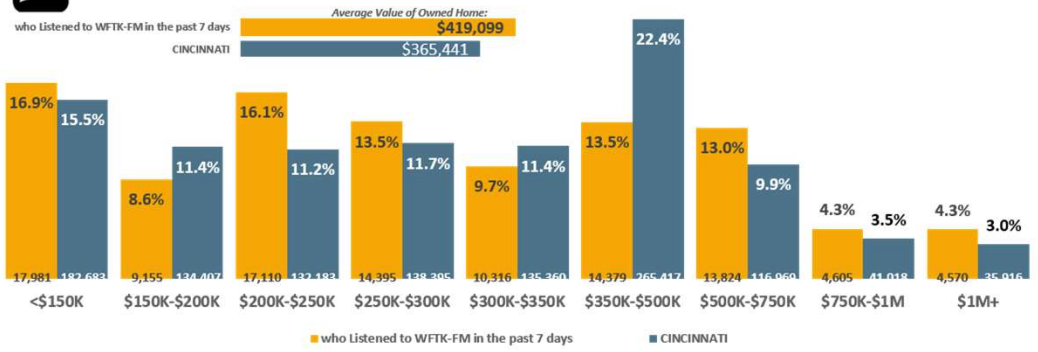

## *Type of Home:* Adults 18 or older



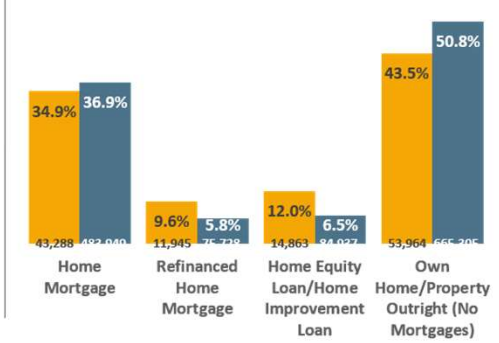

## *Pets in Home:* Adults 18 or older




## *Value of Owned Home:* Adults 18 or older




## *Home Loans:* Adults 18 or older



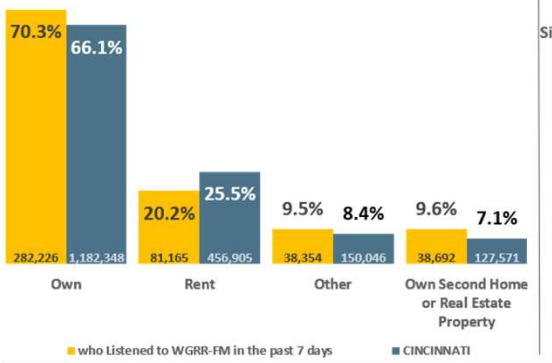

*CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab 163*

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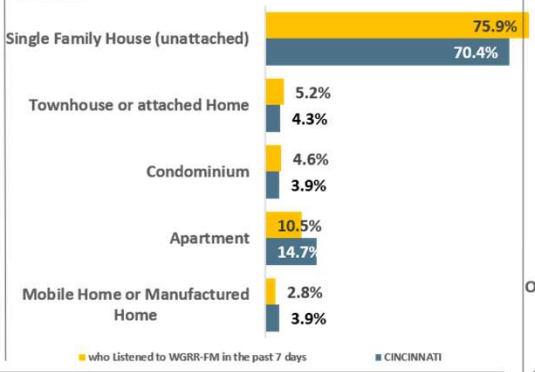
*Radio Stations: WFTK-FM*

22.5% or 401,745 of CINCINNATI Metro Adults 18 or older Listened to WGRR-FM in the past 7 days. Adults 18 or older who Listened to WGRR-FM in the past 7 days are 6.3% more likely to own their home, 4.5% more likely to own a lower valued home, 7.8% more likely to have a single-family home, 4.6% less likely to have a dog.

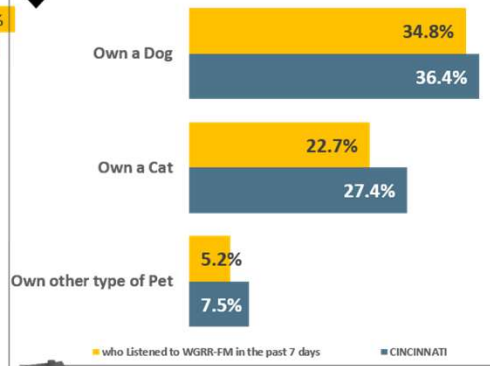
## *Own/Rent/Other:* Adults 18 or older



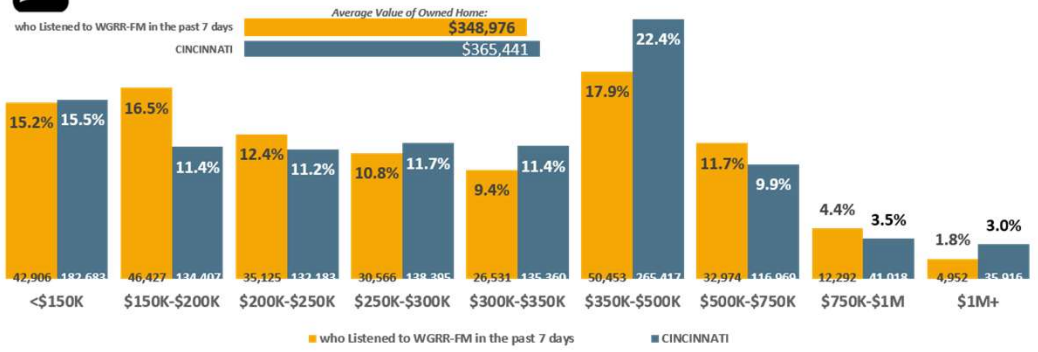

## *Type of Home:* Adults 18 or older



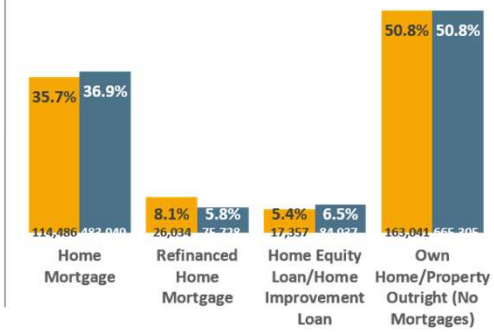

## *Pets in Home:* Adults 18 or older




## *Value of Owned Home:* Adults 18 or older




## *Home Loans:* Adults 18 or older



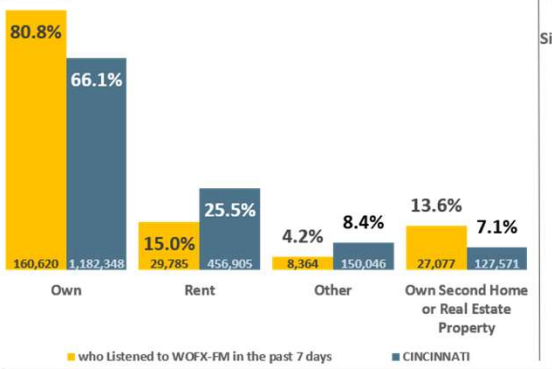

*CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab 425*

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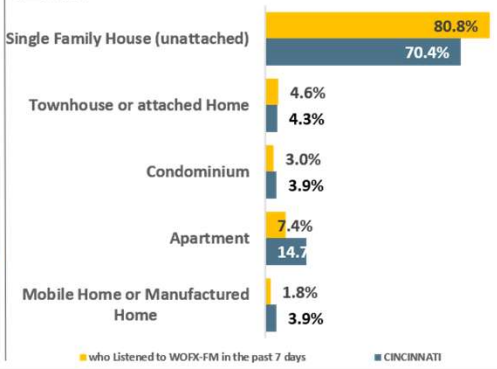
*Radio Stations: WGRR-FM*

11.1% or 198,769 of CINCINNATI Metro Adults 18 or older Listened to WOFX-FM in the past 7 days. Adults 18 or older who Listened to WOFX-FM in the past 7 days are 22.3% more likely to own their home, 18.8% more likely to own a higher valued home, 14.8% more likely to have a single-family home, 28.6% more likely to have a dog.

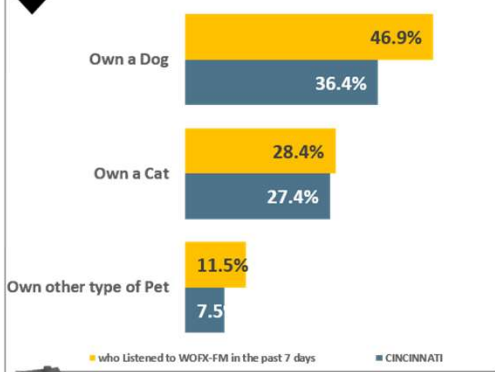
## *Own/Rent/Other:* Adults 18 or older



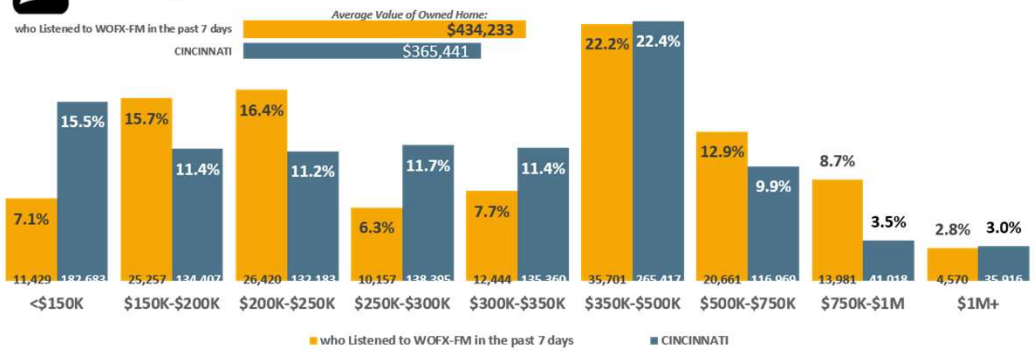

## *Type of Home:* Adults 18 or older



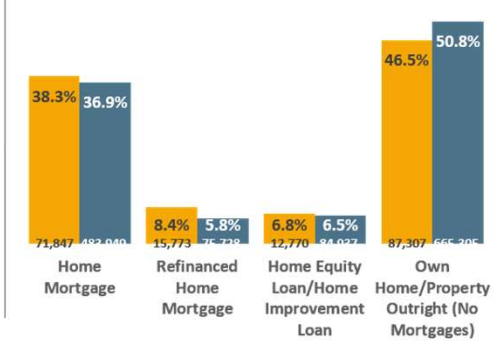

## *Pets in Home:* Adults 18 or older




## *Value of Owned Home:* Adults 18 or older




## *Home Loans:* Adults 18 or older




*CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab 213*

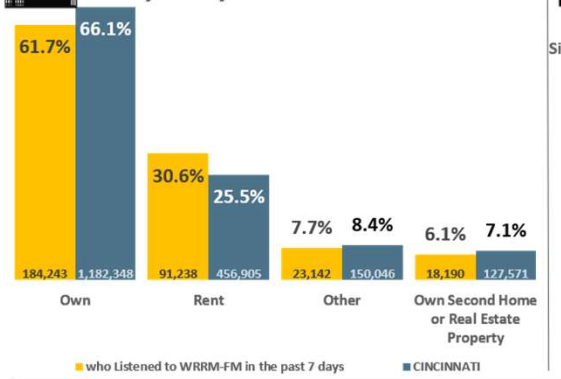
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*Radio Stations: WOFX-FM*

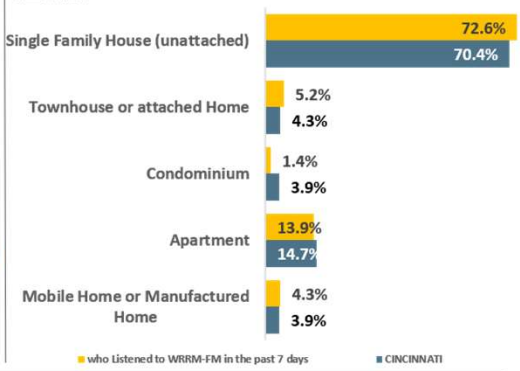
Warm98.5
80s. 90s. Now.

16.7% or 298,623 of CINCINNATI Metro Adults 18 or older Listened to WRRM-FM in the past 7 days. Adults 18 or older who Listened to WRRM-FM in the past 7 days are 6.6% less likely to own their home, 3.4% more likely to own a higher valued home, 3.1% more likely to have a single-family home, 8.8% more likely to have a dog.

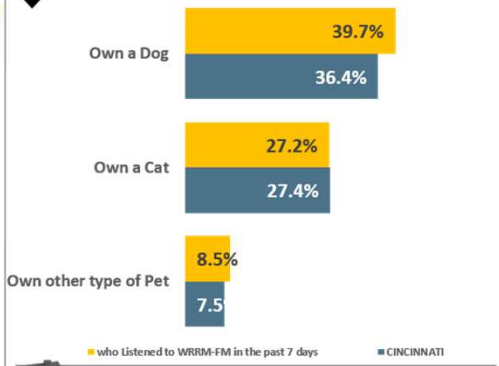
## *Own/Rent/Other:* Adults 18 or older



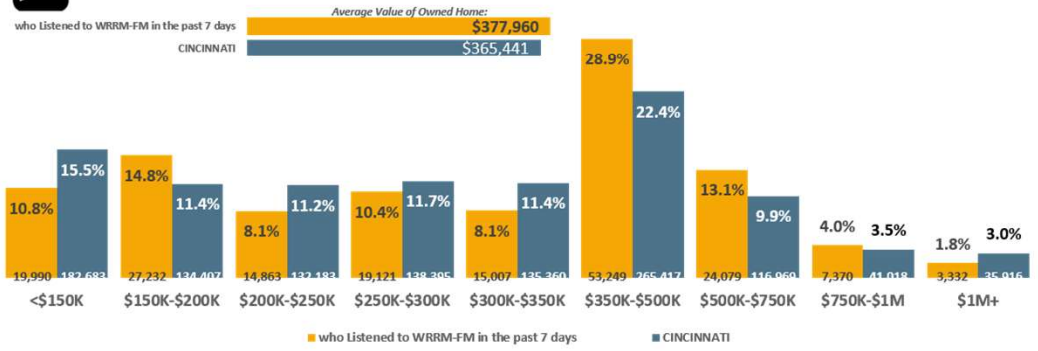

## *Type of Home:* Adults 18 or older



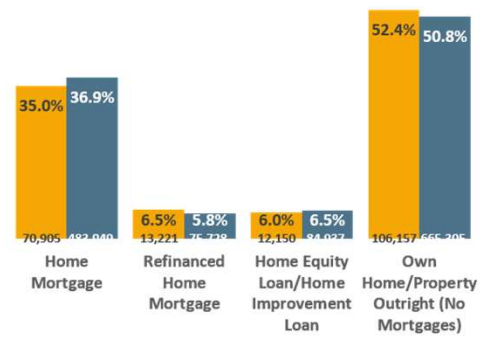

## *Pets in Home:* Adults 18 or older




## *Value of Owned Home:* Adults 18 or older




## *Home Loans:* Adults 18 or older



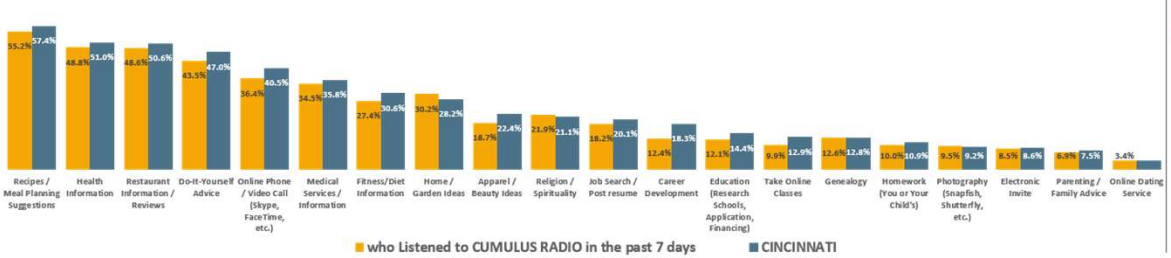

*CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab 274*

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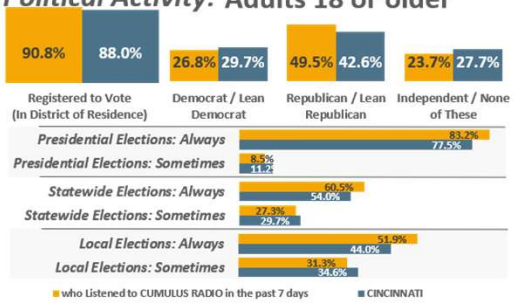
*Radio Stations: WRRM-FM*

42.5% or 760,206 of CINCINNATI Metro Adults 18 or older Listened to CUMULUS RADIO in the past 7 days. Adults 18 or older who Listened to CUMULUS RADIO in the past 7 days are 7.4% less likely to look up D-I-Y advice online, 17.9% more likely to always vote in local elections, 12.3% less likely to belong to a gym, 3.5% less likely to fly domestic past yr.

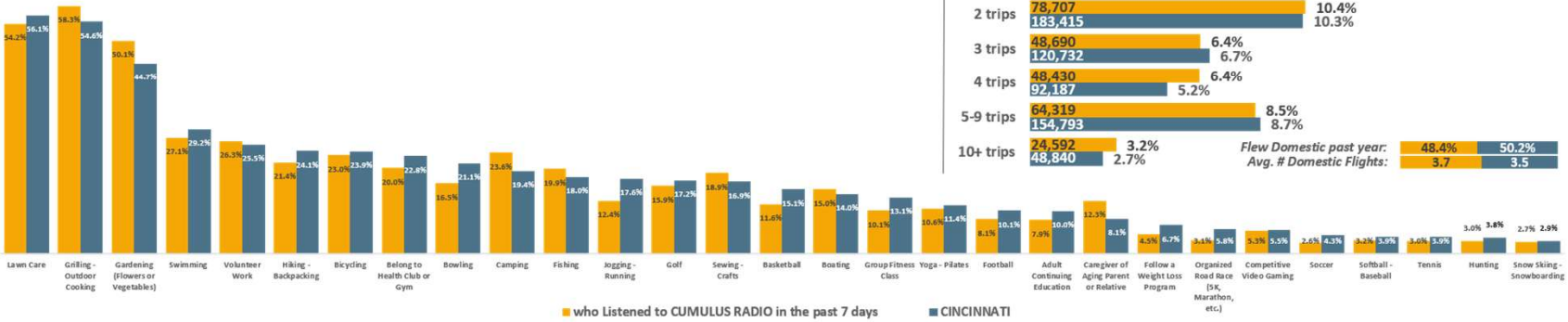
## Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older




## Political Activity: Adults 18 or older




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




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



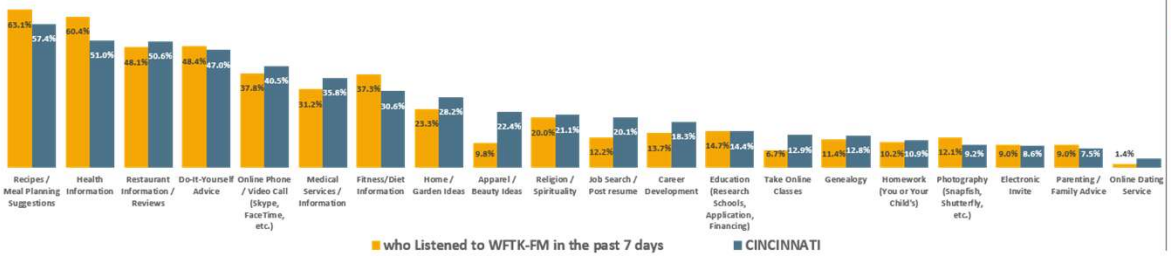

*CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab 774*

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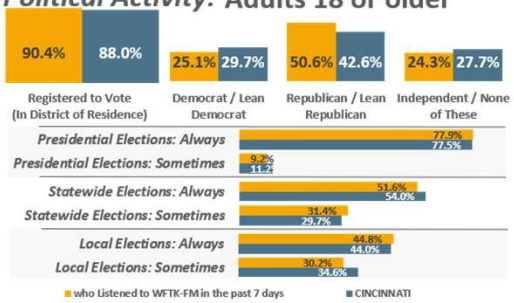
*(Radio Stations: WFTK-FM OR Radio Stations: WGRR-FM OR Radio Stations: WNNF-FM OR Radio Stations: WOFX-FM OR Radio Stations: WRRM-FM)*

9.4% or 168,321 of CINCINNATI Metro Adults 18 or older Listened to WFTK-FM in the past 7 days. Adults 18 or older who Listened to WFTK-FM in the past 7 days are 3.1% more likely to look up D-I-Y advice online, 1.8% more likely to always vote in local elections, 6.7% less likely to belong to a gym, 11.3% more likely to fly domestic past yr.

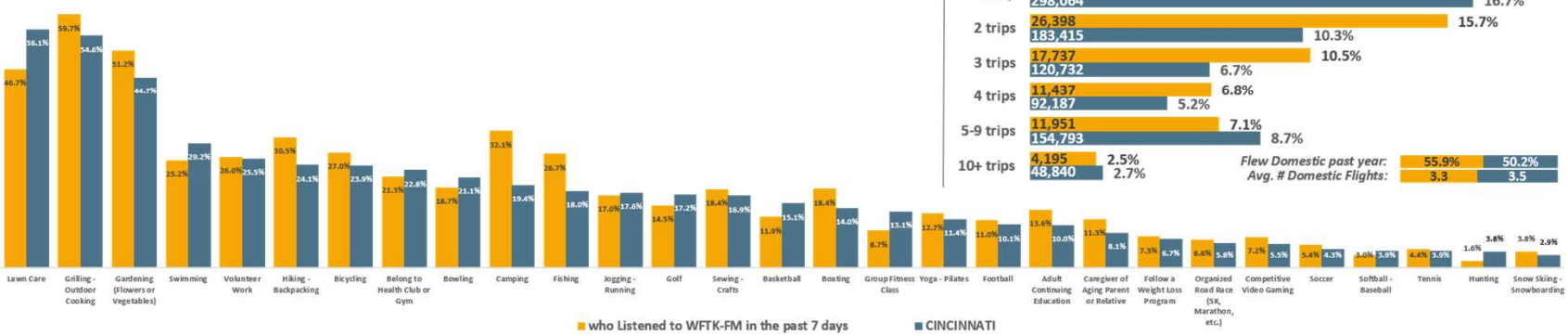
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## Political Activity: Adults 18 or older




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




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

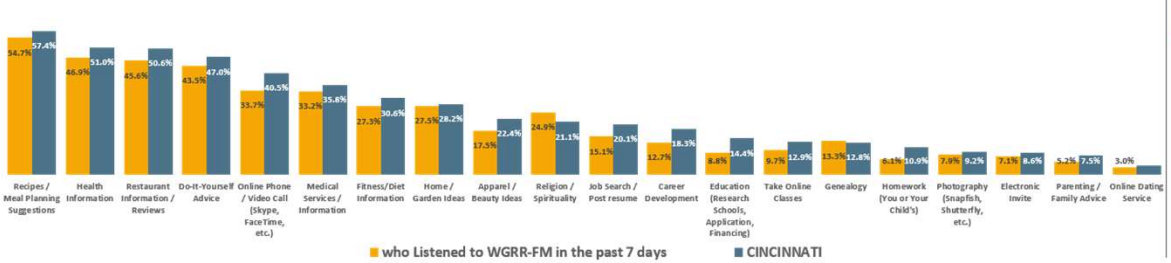




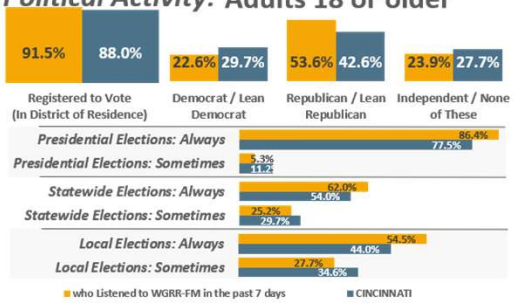
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22.5% or 401,745 of CINCINNATI Metro Adults 18 or older Listened to WGRR-FM in the past 7 days. Adults 18 or older who Listened to WGRR-FM in the past 7 days are 7.4% less likely to look up D-I-Y advice online, 23.9% more likely to always vote in local elections, 12.1% less likely to belong to a gym, 11.2% less likely to fly domestic past yr.

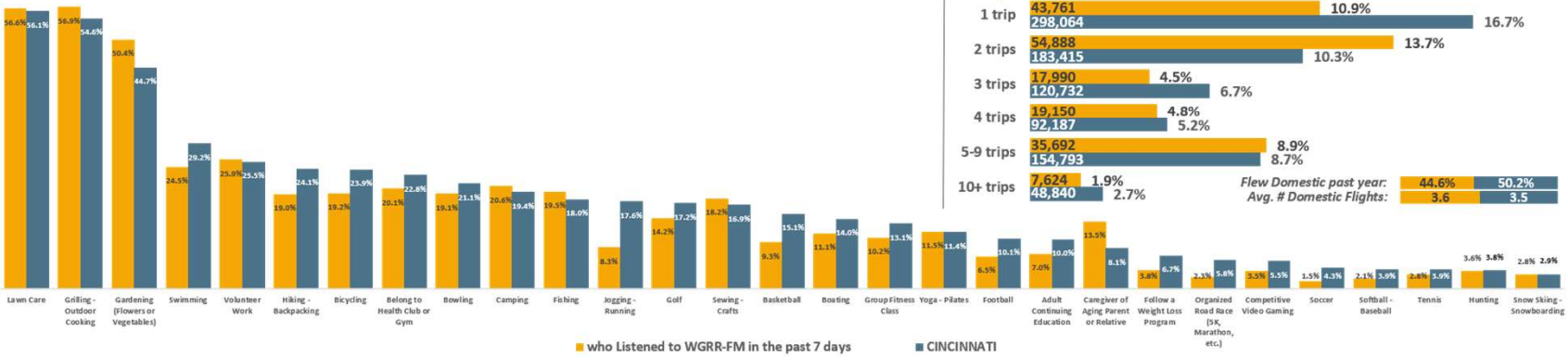
## Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older




## Political Activity: Adults 18 or older




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




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



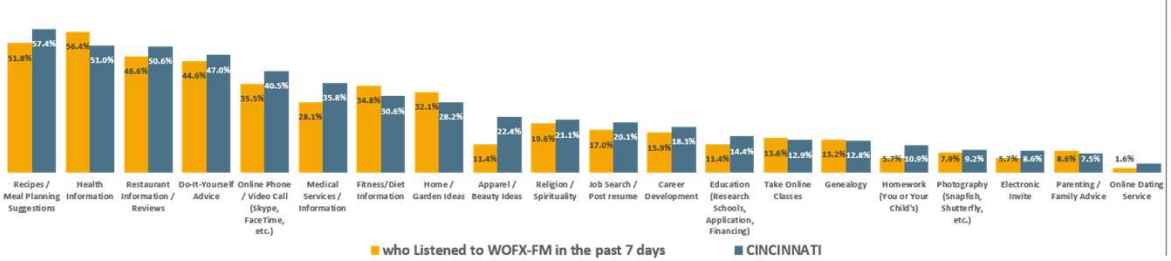

CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab 425

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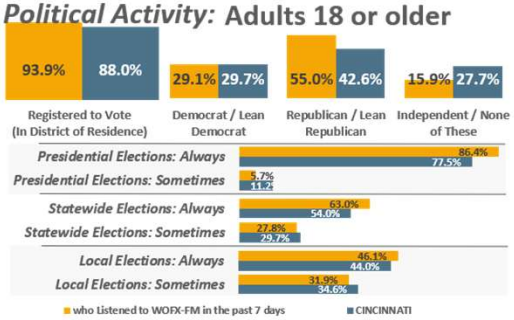
Radio Stations: WGRR-FM

11.1% or 198,769 of CINCINNATI Metro Adults 18 or older Listened to WOFX-FM in the past 7 days. Adults 18 or older who Listened to WOFX-FM in the past 7 days are 4.9% less likely to look up D-I-Y advice online, 4.8% more likely to always vote in local elections, 30.2% more likely to belong to a gym, 4.3% more likely to fly domestic past yr.

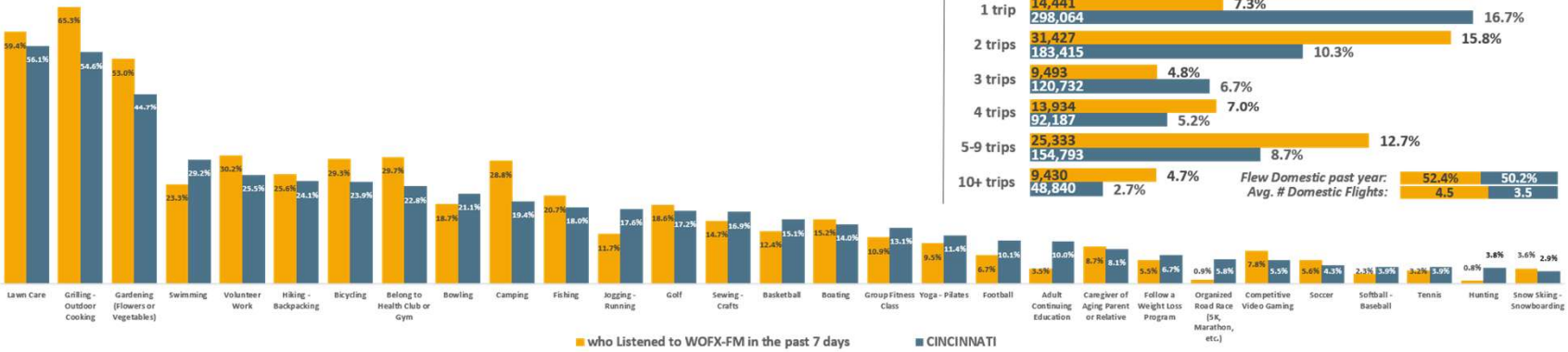
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## Political Activity: Adults 18 or older




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




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




CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab 213

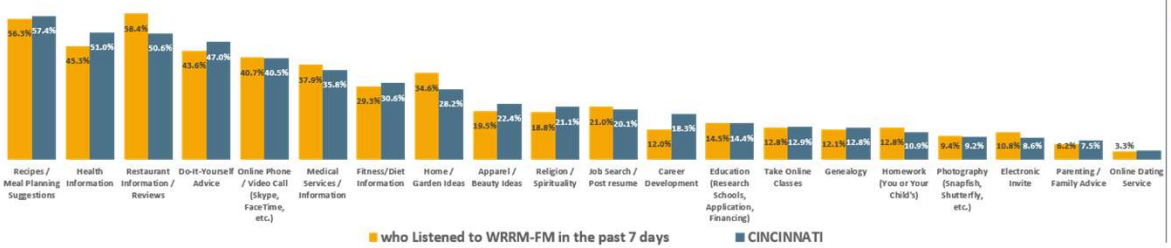
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Radio Stations: WOFX-FM

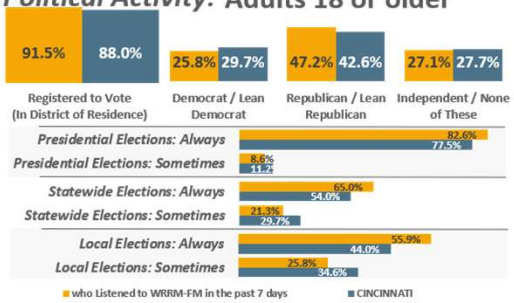
Warm98.5
80s. 90s. Now.

16.7% or 298,623 of CINCINNATI Metro Adults 18 or older Listened to WRRM-FM in the past 7 days. Adults 18 or older who Listened to WRRM-FM in the past 7 days are 7.2% less likely to look up D-I-Y advice online, 27.% more likely to always vote in local elections, 20.8% less likely to belong to a gym, 4.5% less likely to fly domestic past yr.

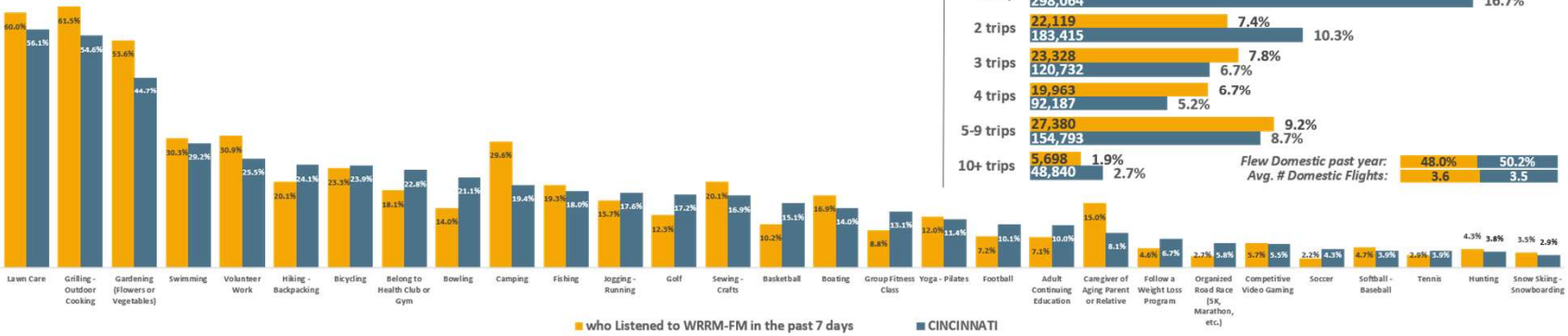
## Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older




## Political Activity: Adults 18 or older




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




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




CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab 274

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Radio Stations: WRRM-FM

42.5% or 760,206 of CINCINNATI Metro Adults 18 or older Listened to CUMULUS RADIO in the past 7 days. Adults 18 or older who Listened to CUMULUS RADIO in the past 7 days are 1.4% more likely to use QSRs past mo., 2.4% less likely to use Sit-Down Restaurants past mo., 4.2% more likely to use Casinos past yr., 9.4% less likely to smoke cigarettes.

## *Past 30-days QSR Users:* Adults 18 or older





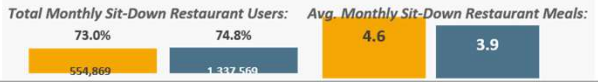




## *Past 30-days Sit-Down Restaurant Users:* Adults 18 or older






## *Top-10 Cuisines:* Adults 18 or older

*(Sit-Down Restaurants Used Past 30-days)*

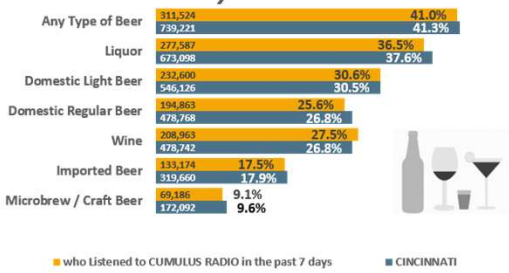






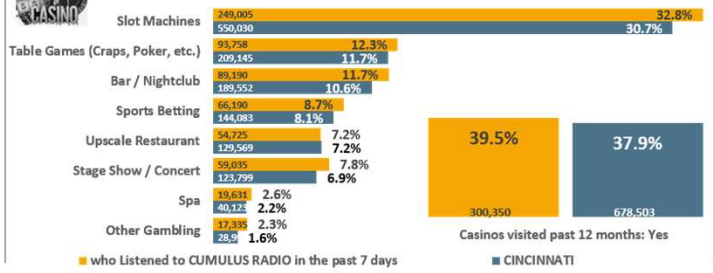


## *Drank Past 30-days:* Adults 18 or older




## *Past 12 months Casino Activities:* Adults 18 or older









## *Used Past 30-days:* Adults 18 or older






*CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab 774*

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*(Radio Stations: WFTK-FM OR Radio Stations: WGRR-FM OR Radio Stations: WNNF-FM OR Radio Stations: WOFX-FM OR Radio Stations: WRRM-FM)*

9.4% or 168,321 of CINCINNATI Metro Adults 18 or older Listened to WFTK-FM in the past 7 days.
Adults 18 or older who Listened to WFTK-FM in the past 7 days are 9.6% more likely to use QSRs past mo., 6.3% more likely to use Sit-Down Restaurants past mo., 43.4% more likely to use Casinos past yr., 12.9% 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:*



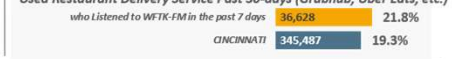

## Top-10 Cuisines: Adults 18 or older

*(Sit-Down Restaurants Used Past 30-days)*

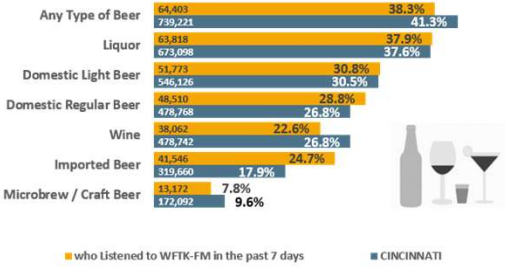





*Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)*



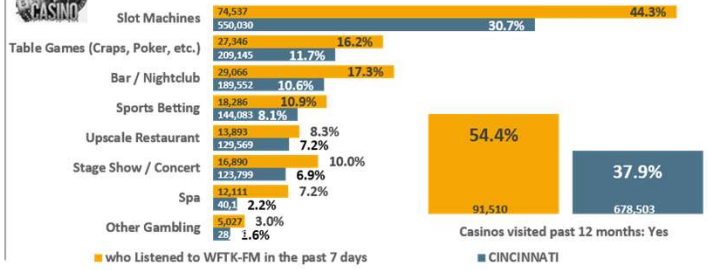

## Drank Past 30-days: Adults 18 or older






## Past 12 months Casino Activities: Adults 18 or older









## Used Past 30-days: Adults 18 or older







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22.5% or 401,745 of CINCINNATI Metro Adults 18 or older Listened to WGRR-FM in the past 7 days. Adults 18 or older who Listened to WGRR-FM in the past 7 days are 4.4% more likely to use QSRs past mo., 1.9% less likely to use Sit-Down Restaurants past mo., 5.% more likely to use Casinos past yr., 18.6% 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:*



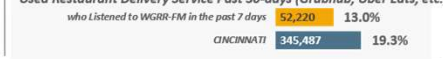

## *Top-10 Cuisines:* Adults 18 or older

*(Sit-Down Restaurants Used Past 30-days)*

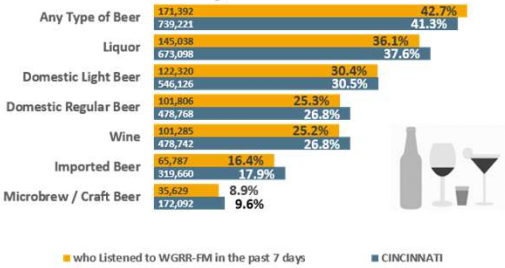





*Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)*



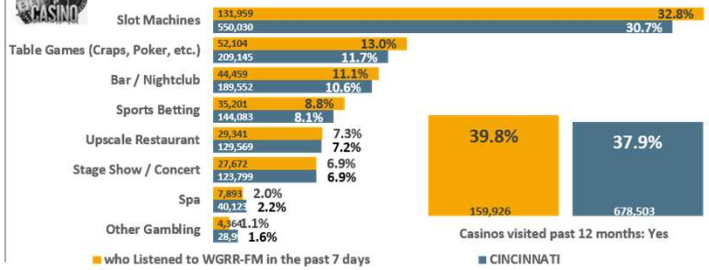

## *Drank Past 30-days:* Adults 18 or older






## *Past 12 months Casino Activities:* Adults 18 or older









## *Used Past 30-days:* Adults 18 or older






*CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab 425*

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*Radio Stations: WGRR-FM*

11.1% or 198,769 of CINCINNATI Metro Adults 18 or older Listened to WOFX-FM in the past 7 days.
Adults 18 or older who Listened to WOFX-FM in the past 7 days are .3% more likely to use QSRs past mo., 11.1% more likely to use Sit-Down Restaurants past mo., 7.9% more likely to use Casinos past yr., 29.5% 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

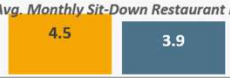





*Total Monthly Sit-Down Restaurant Users:*




*Avg. Monthly Sit-Down Restaurant Meals:*



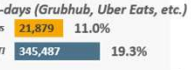

## *Top-10 Cuisines:* Adults 18 or older

*(Sit-Down Restaurants Used Past 30-days)*






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

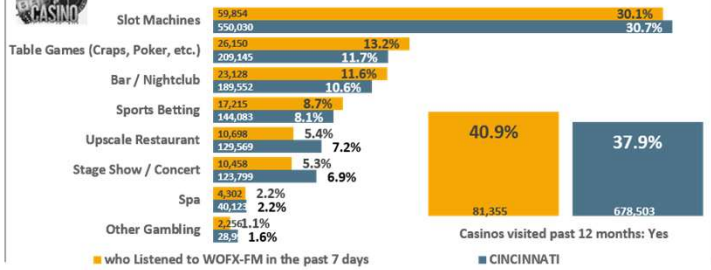



## *Drank Past 30-days:* Adults 18 or older




## *Past 12 months Casino Activities:* Adults 18 or older









## *Used Past 30-days:* Adults 18 or older






*CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab 213*

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*Radio Stations: WOFX-FM*

Warm98.5
80s. 90s. Now.

16.7% or 298,623 of CINCINNATI Metro Adults 18 or older Listened to WRRM-FM in the past 7 days. Adults 18 or older who Listened to WRRM-FM in the past 7 days are 2.8% less likely to use QSRs past mo., 7.5% less likely to use Sit-Down Restaurants past mo., .3% more likely to use Casinos past yr., .7% more likely to smoke cigarettes.

## *Past 30-days QSR Users:* Adults 18 or older






*Total Monthly QSR Users:*




*Avg. Monthly QSR Meals:*




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






*Total Monthly Sit-Down Restaurant Users:*




*Avg. Monthly Sit-Down Restaurant Meals:*




## *Top-10 Cuisines:* Adults 18 or older

*(Sit-Down Restaurants Used Past 30-days)*






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

| | | |
|---|---|---|
| *who Listened to WRRM-FM in the past 7 days* | 57,046 | 19.1% |
| *CINCINNATI* | 345,487 | 19.3% |

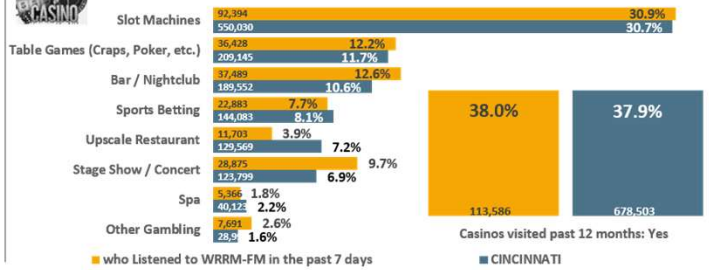
## *Drank Past 30-days:* Adults 18 or older






## *Past 12 months Casino Activities:* Adults 18 or older









## *Used Past 30-days:* Adults 18 or older





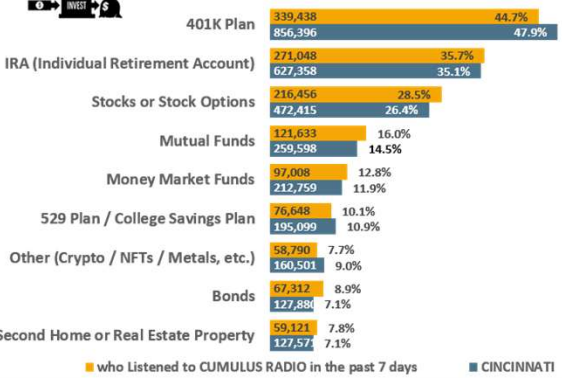

*CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab 274*

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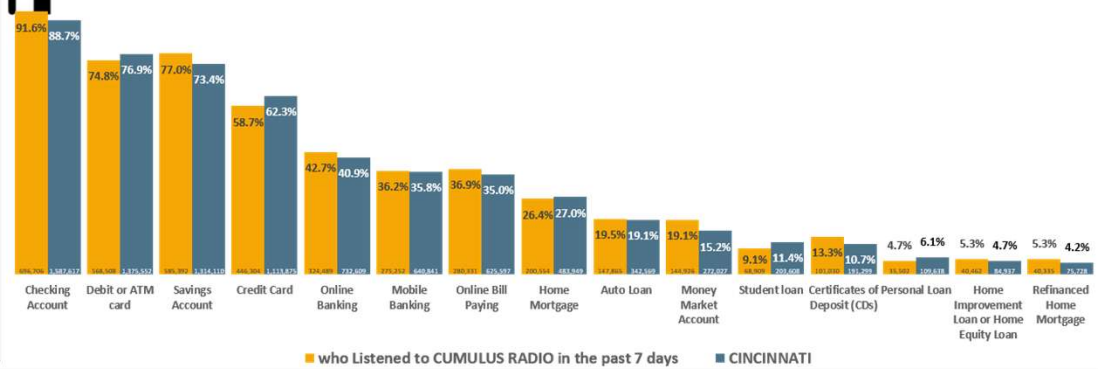
*Radio Stations: WRRM-FM*

42.5% or 760,206 of CINCINNATI Metro Adults 18 or older Listened to CUMULUS RADIO in the past 7 days. Adults 18 or older who Listened to CUMULUS RADIO in the past 7 days are 6.7% less likely to have a 401K, 1.6% more likely to have an Auto Loan, 22.% less likely to Invest/Trade Stocks Online, 9.2% less likely to pay with their Debit Card.

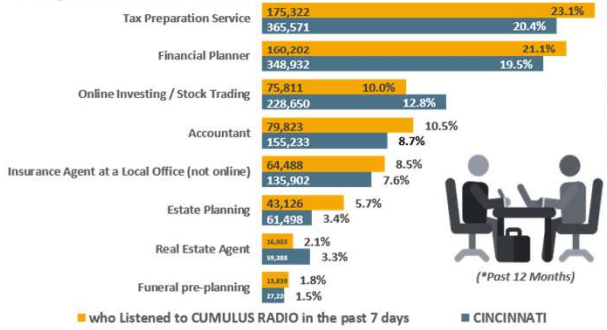
## *Investments Owned:* Adults 18 or older



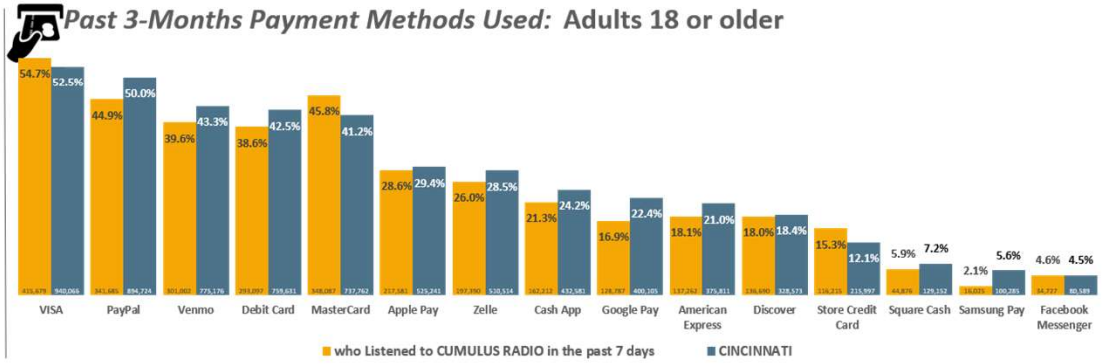

## *Financial Services Has and/or Uses:* Adults 18 or older




## *Professional Services Used*:* Adults 18 or older




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




*CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab 774*

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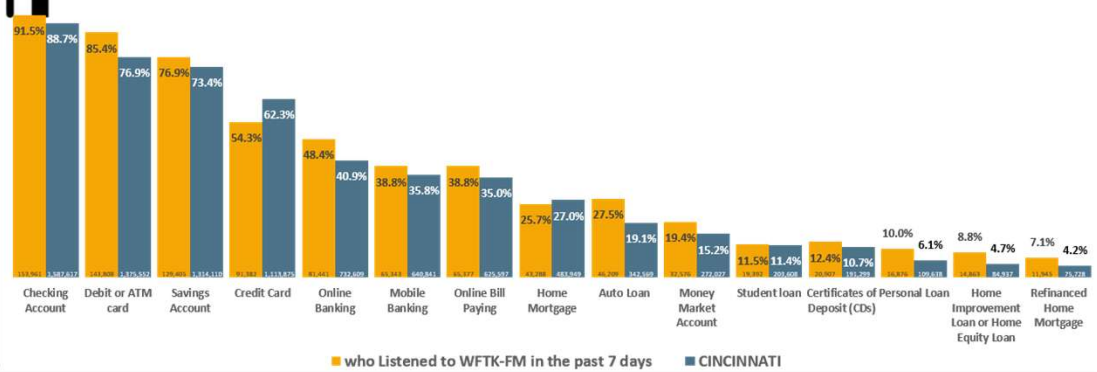
*(Radio Stations: WFTK-FM OR Radio Stations: WGRR-FM OR Radio Stations: WNNF-FM OR Radio Stations: WOFX-FM OR Radio Stations: WRRM-FM)*

9.4% or 168,321 of CINCINNATI Metro Adults 18 or older Listened to WFTK-FM in the past 7 days.
Adults 18 or older who Listened to WFTK-FM in the past 7 days are 10.5% more likely to have a 401K, 43.4% more likely to have an Auto Loan, 9.6% less likely to Invest/Trade Stocks Online, 23.9% more likely to pay with their Debit Card.

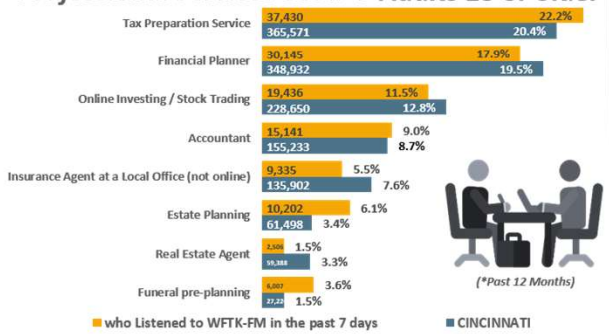
## *Investments Owned:* Adults 18 or older



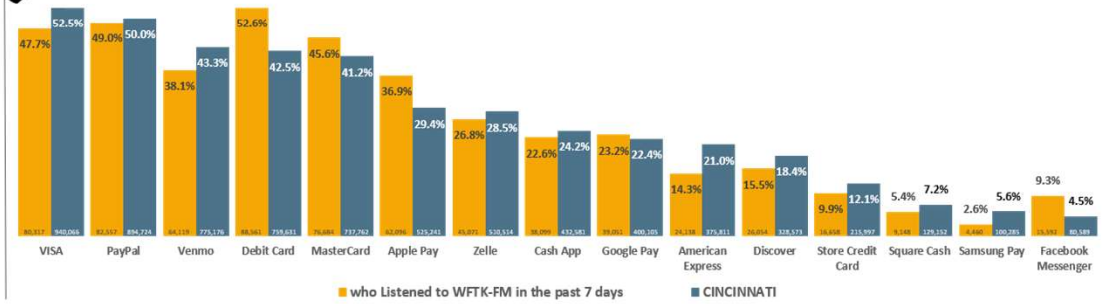

## *Financial Services Has and/or Uses:* Adults 18 or older




## *Professional Services Used*:* Adults 18 or older




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




*CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab 163*

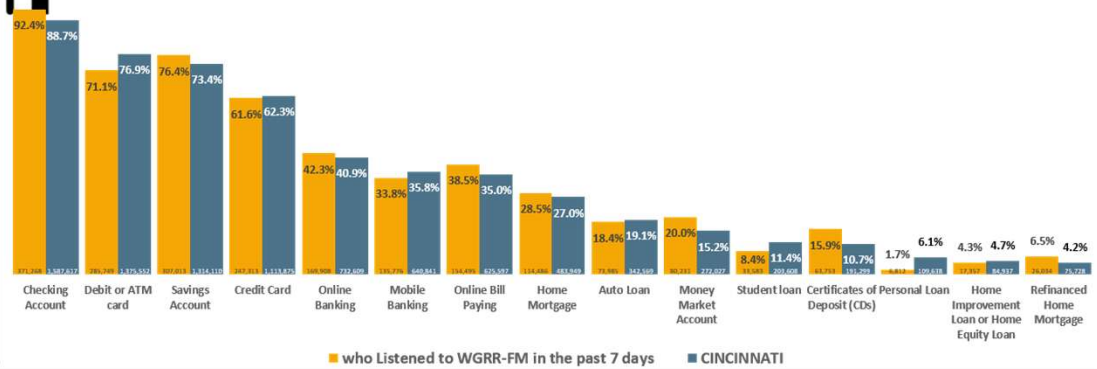
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22.5% or 401,745 of CINCINNATI Metro Adults 18 or older Listened to WGRR-FM in the past 7 days. Adults 18 or older who Listened to WGRR-FM in the past 7 days are 12.9% less likely to have a 401K, 3.8% less likely to have an Auto Loan, 21.5% less likely to Invest/Trade Stocks Online, 17.2% less likely to pay with their Debit Card.

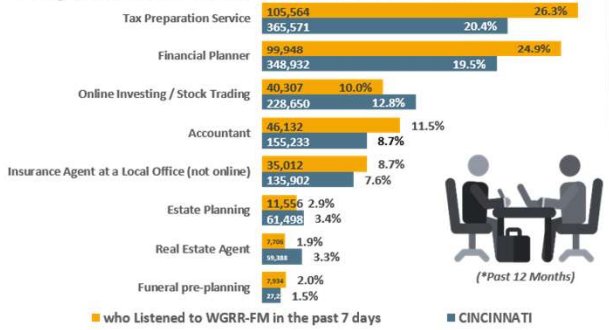
## *Investments Owned:* Adults 18 or older




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



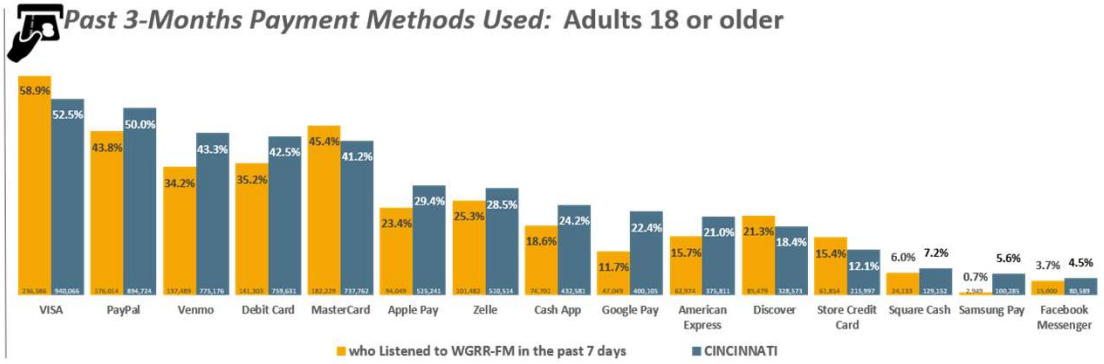

## *Professional Services Used*:* Adults 18 or older







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




*CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab 425*

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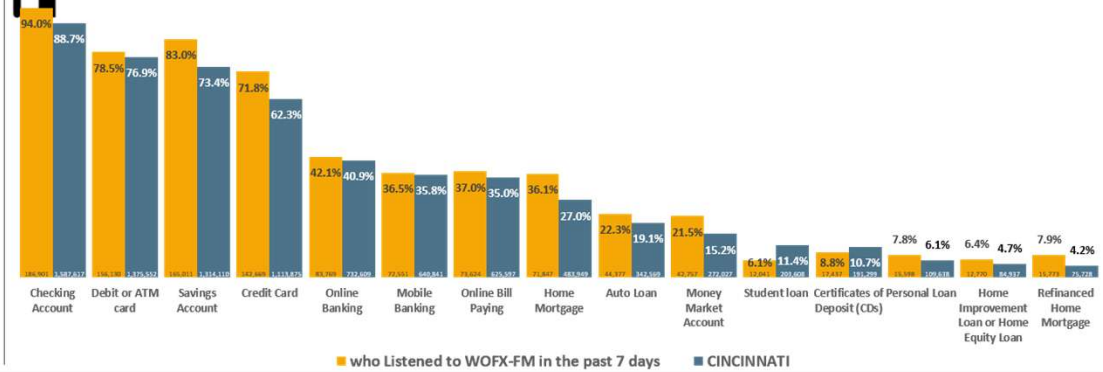
*Radio Stations: WGRR-FM*

11.1% or 198,769 of CINCINNATI Metro Adults 18 or older Listened to WOFX-FM in the past 7 days. Adults 18 or older who Listened to WOFX-FM in the past 7 days are 17.7% more likely to have a 401K, 16.6% more likely to have an Auto Loan, 25.6% more likely to Invest/Trade Stocks Online, 7.1% less likely to pay with their Debit Card.

## *Investments Owned:* Adults 18 or older



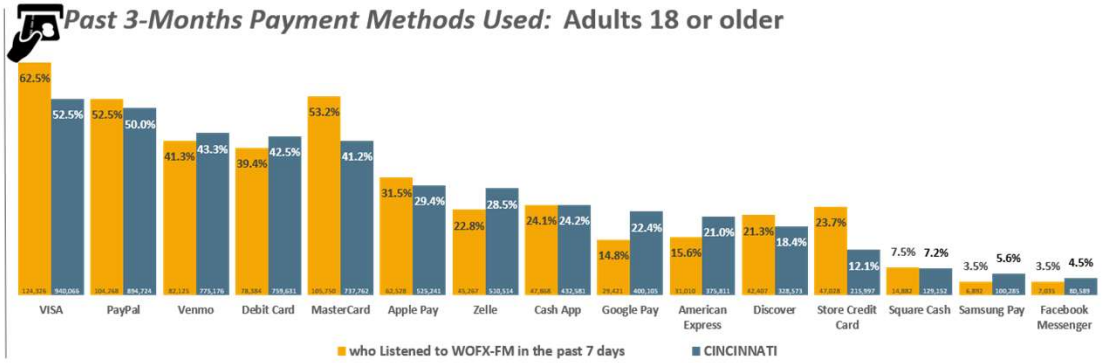

## *Financial Services Has and/or Uses:* Adults 18 or older




## *Professional Services Used*:* Adults 18 or older




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




*CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab 213*

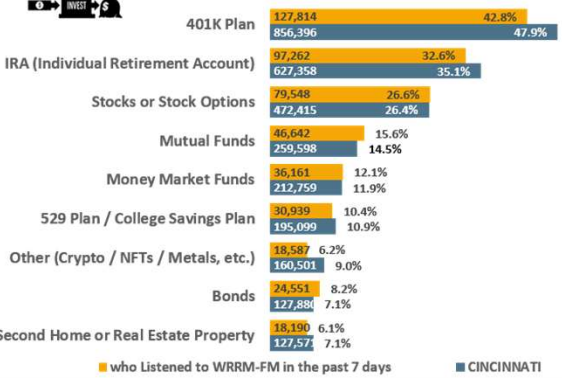
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*Radio Stations: WOFX-FM*

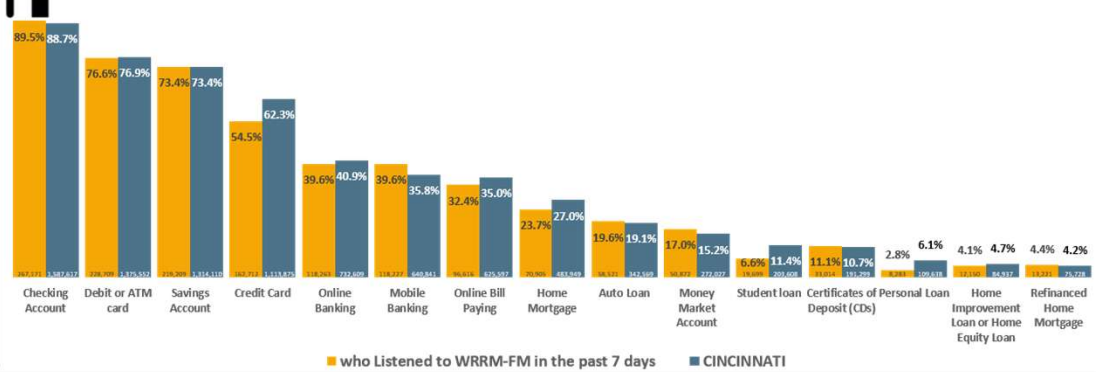
Warm98.5
80s. 90s. Now.

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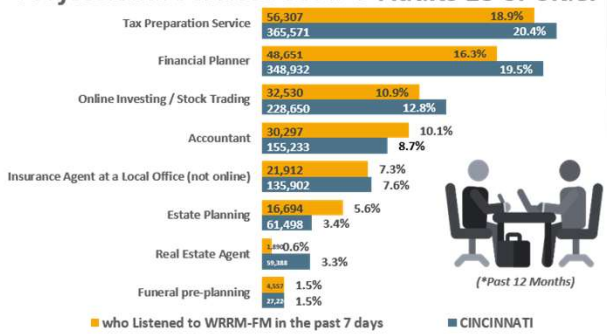
## *Investments Owned:* Adults 18 or older




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



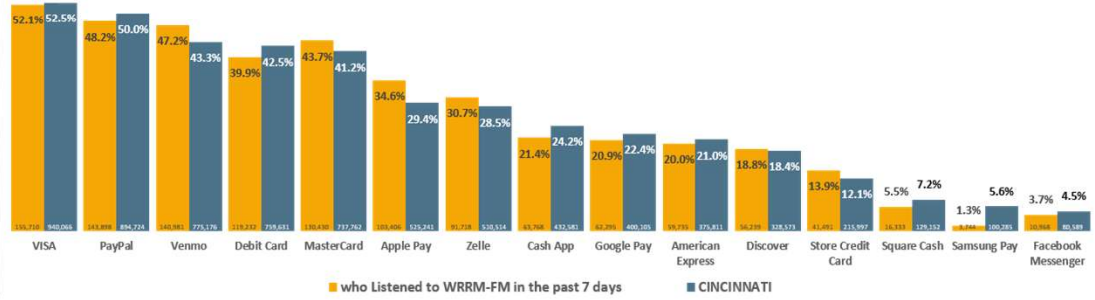

## *Professional Services Used*:* Adults 18 or older







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



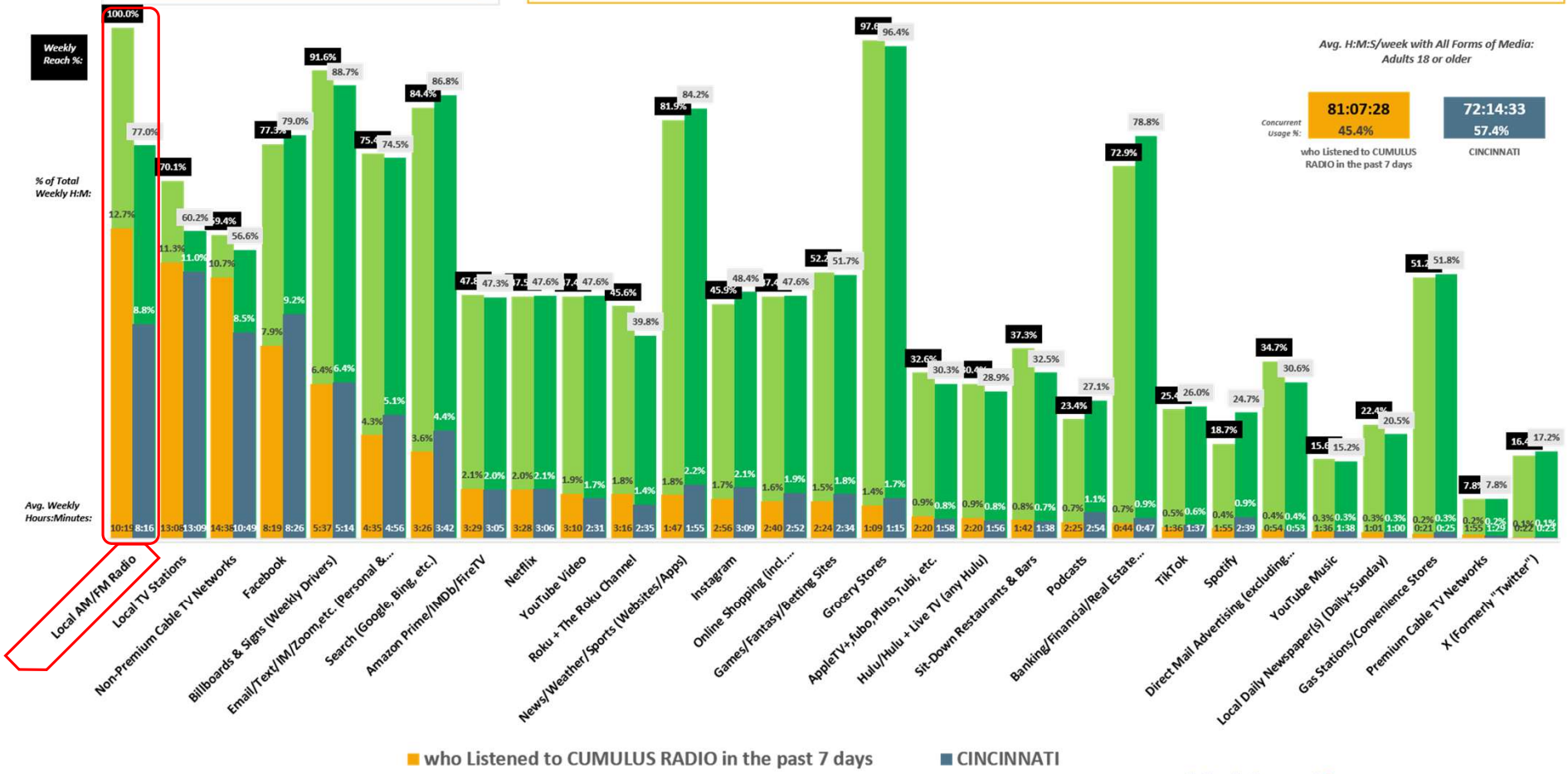

*CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab 274*

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*Radio Stations: WRRM-FM*

**Adults 18 or older who Listened to CUMULUS RADIO in the past 7 days spend an average of 3 days, 9 hours, 7 minutes and 28 seconds each week with All Forms of Media.**

***100.% of Adults 18 or older who Listened to CUMULUS RADIO in the past 7 days spend an avg. of 10 hours and 19 minutes each week listening to All Local AM/FM Radio, representing 12.7% of total time spent with all forms of Media.***



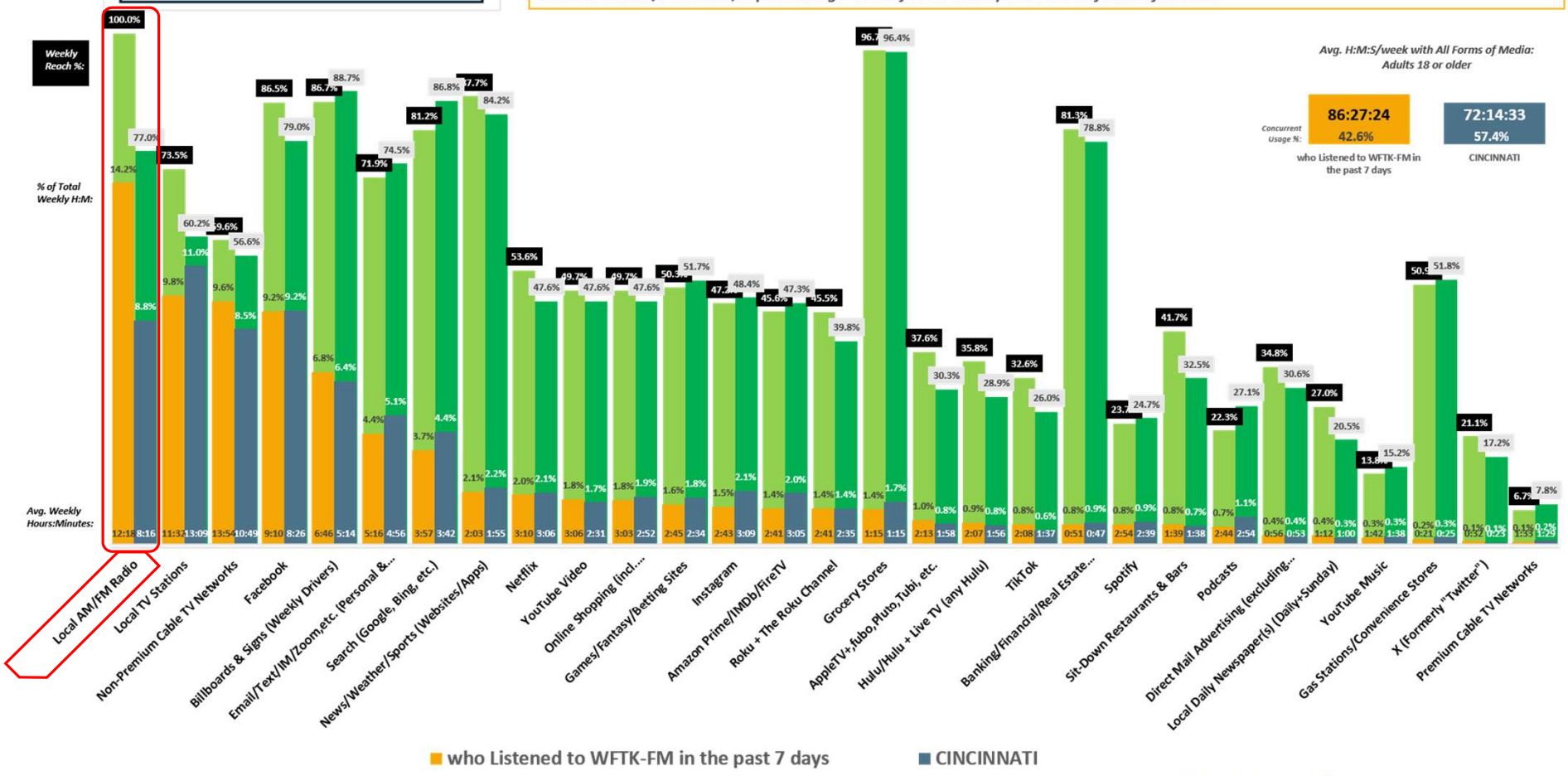

CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab 774 CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab 1,753

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*(Radio Stations: WFTK-FM OR Radio Stations: WGRR-FM OR Radio Stations: WNNF-FM OR Radio Stations: WOFX-FM OR Radio Stations: WRRM-FM)*

**Adults 18 or older who Listened to WFTK-FM in the past 7 days spend an average of 3 days, 14 hours, 27 minutes and 24 seconds each week with All Forms of Media.**

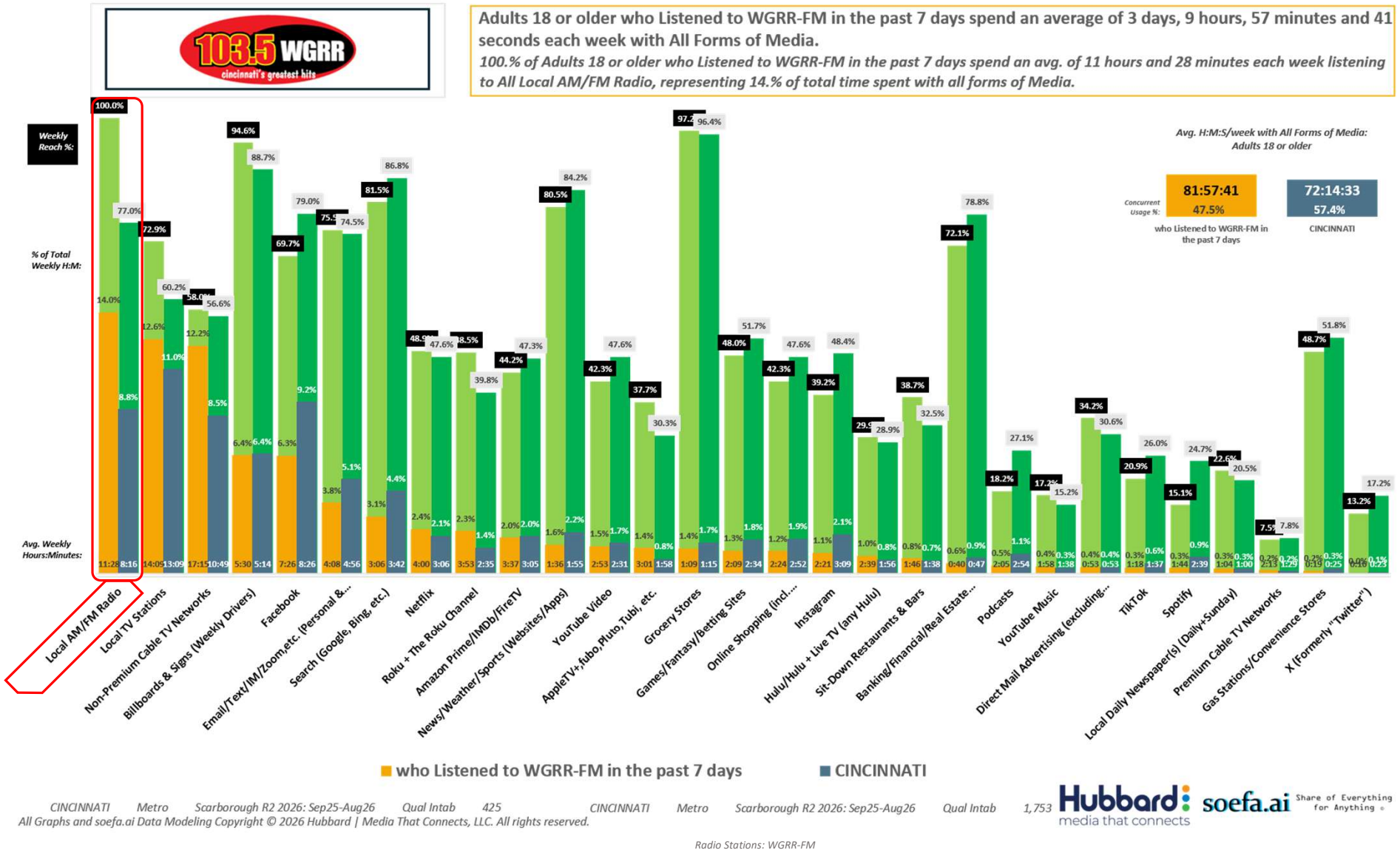
***100.% of Adults 18 or older who Listened to WFTK-FM in the past 7 days spend an avg. of 12 hours and 18 minutes each week listening to All Local AM/FM Radio, representing 14.2% of total time spent with all forms of Media.***




CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab 163 CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab 1,753

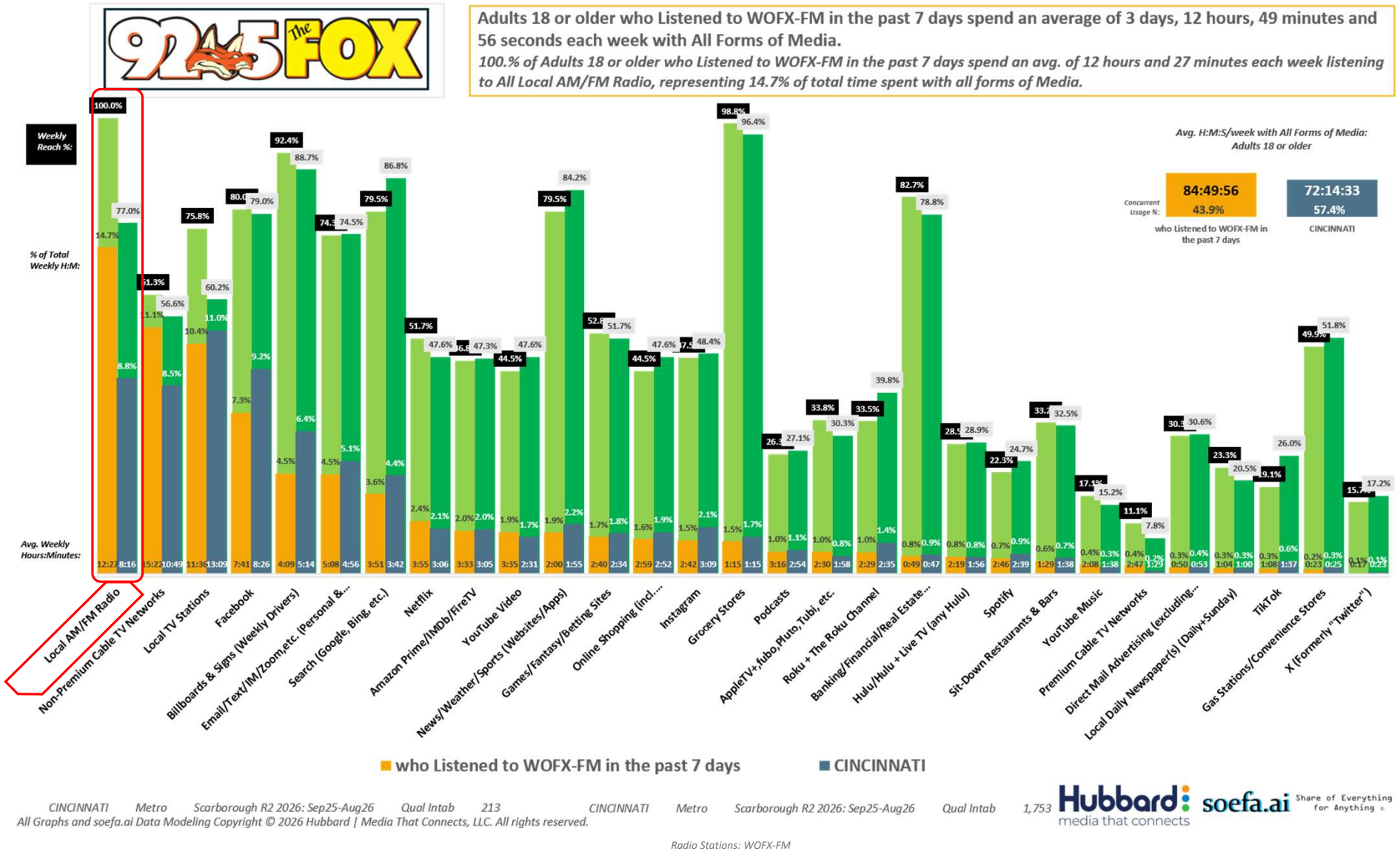
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Radio Stations: WFTK-FM




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Radio Stations: WGRR-FM




CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab 213 CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab 1,753

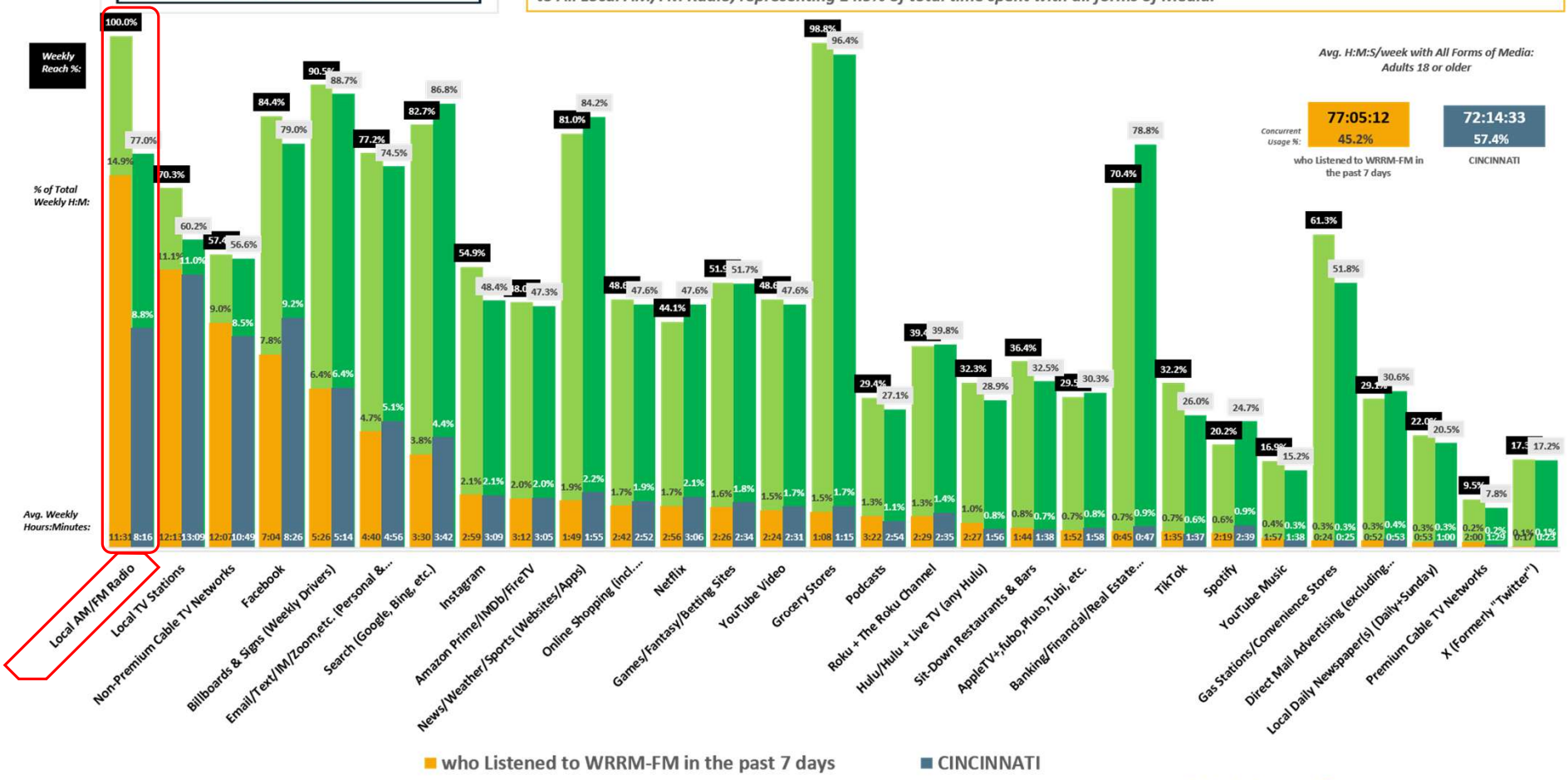
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Radio Stations: WOFX-FM

Warm98.5
80s. 90s. Now.

**Adults 18 or older who Listened to WRRM-FM in the past 7 days spend an average of 3 days, 5 hours, 5 minutes and 12 seconds each week with All Forms of Media.**

***100.% of Adults 18 or older who Listened to WRRM-FM in the past 7 days spend an avg. of 11 hours and 31 minutes each week listening to All Local AM/FM Radio, representing 14.9% of total time spent with all forms of Media.***




CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab 274 CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab 1,753

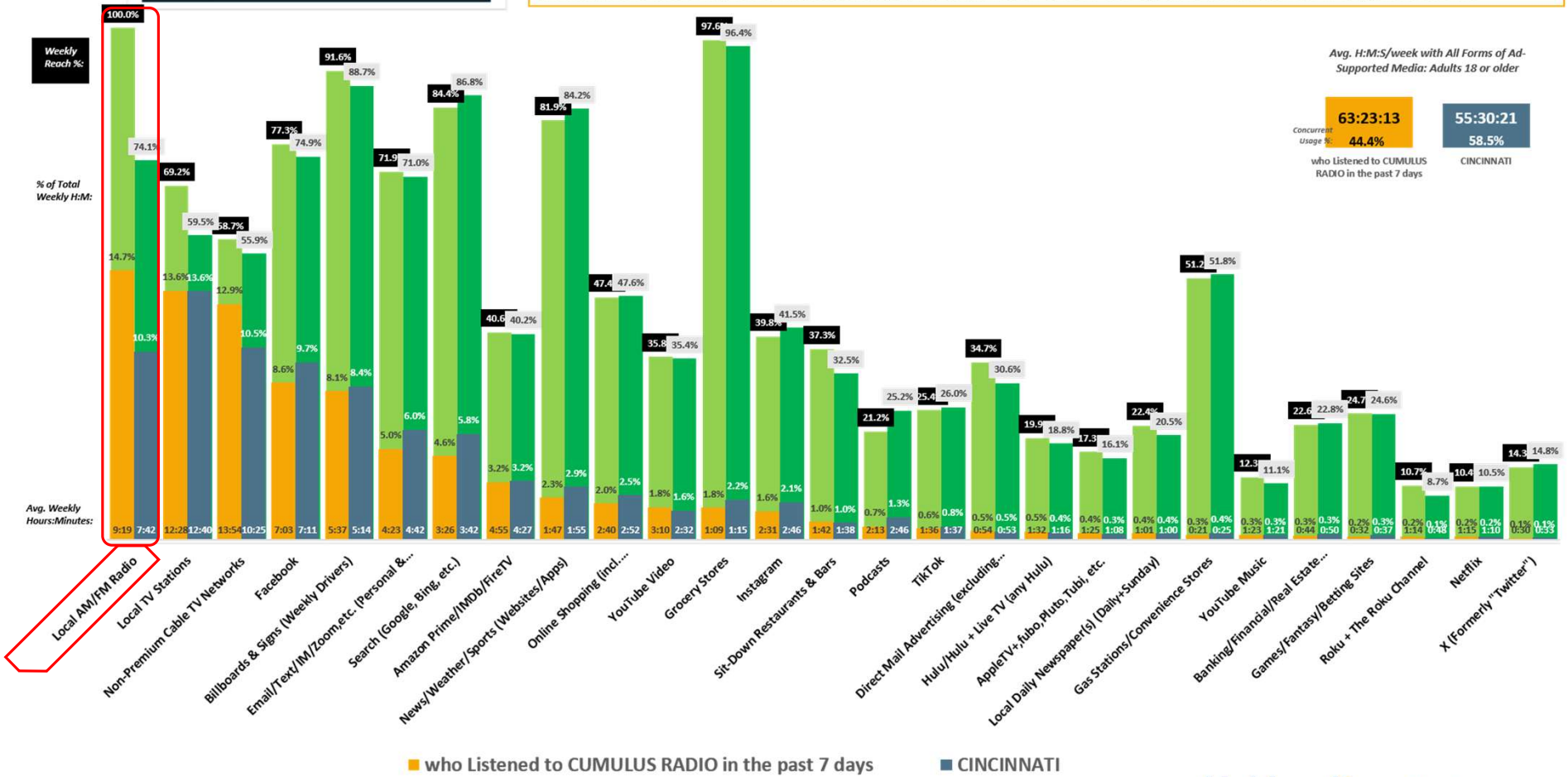
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*Radio Stations: WRRM-FM*

**Adults 18 or older who Listened to CUMULUS RADIO in the past 7 days spend an average of 2 days, 15 hours, 23 minutes and 13 seconds each week with All Forms of Ad-Supported Media.**

***100.% of Adults 18 or older who Listened to CUMULUS RADIO in the past 7 days spend an avg. of 9 hours and 19 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 14.7% of total time spent with all forms of Ad-Supported Media.***



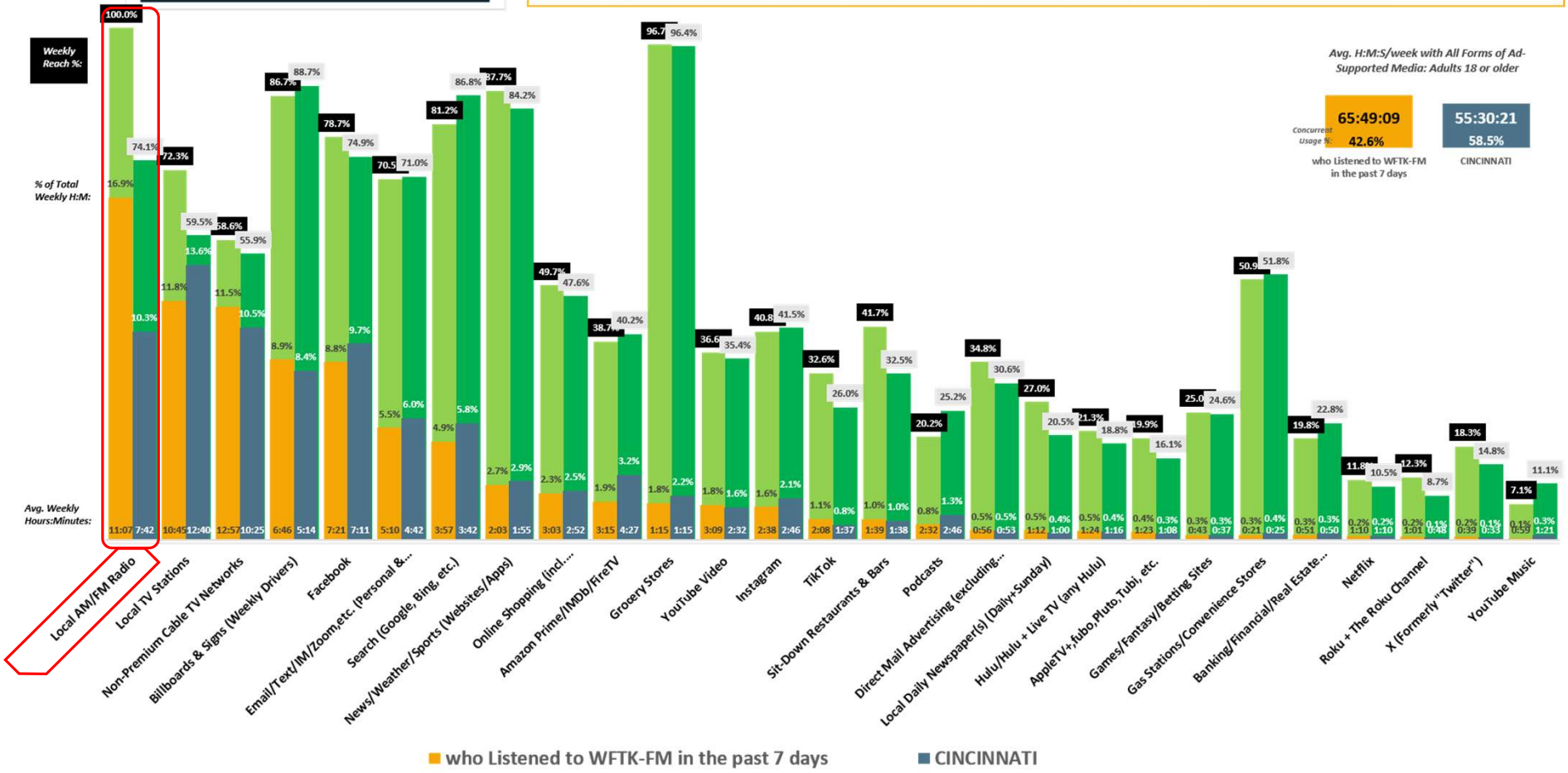



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(Radio Stations: WFTK-FM OR Radio Stations: WGRR-FM OR Radio Stations: WNNF-FM OR Radio Stations: WOFX-FM OR Radio Stations: WRRM-FM)

**Adults 18 or older who Listened to WFTK-FM in the past 7 days spend an average of 2 days, 17 hours, 49 minutes and 9 seconds each week with All Forms of Ad-Supported Media.**

***100.% of Adults 18 or older who Listened to WFTK-FM in the past 7 days spend an avg. of 11 hours and 7 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 16.9% of total time spent with all forms of Ad-Supported Media.***





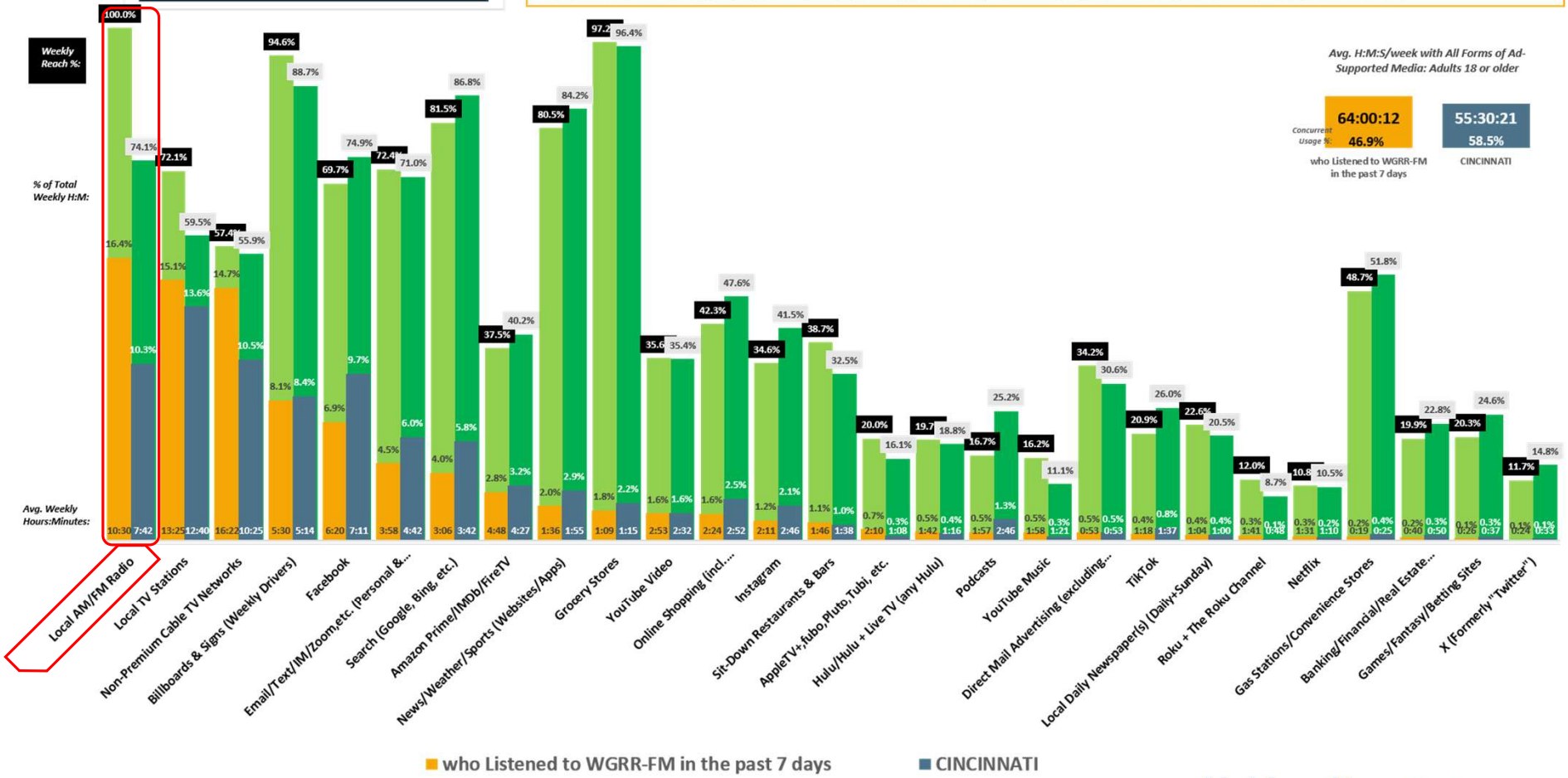
CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab 163 CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab 1,753

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Radio Stations: WFTK-FM

**Adults 18 or older who Listened to WGRR-FM in the past 7 days spend an average of 2 days, 16 hours, 0 minutes and 12 seconds each week with All Forms of Ad-Supported Media.**

***100.% of Adults 18 or older who Listened to WGRR-FM in the past 7 days spend an avg. of 10 hours and 30 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 16.4% of total time spent with all forms of Ad-Supported Media.***

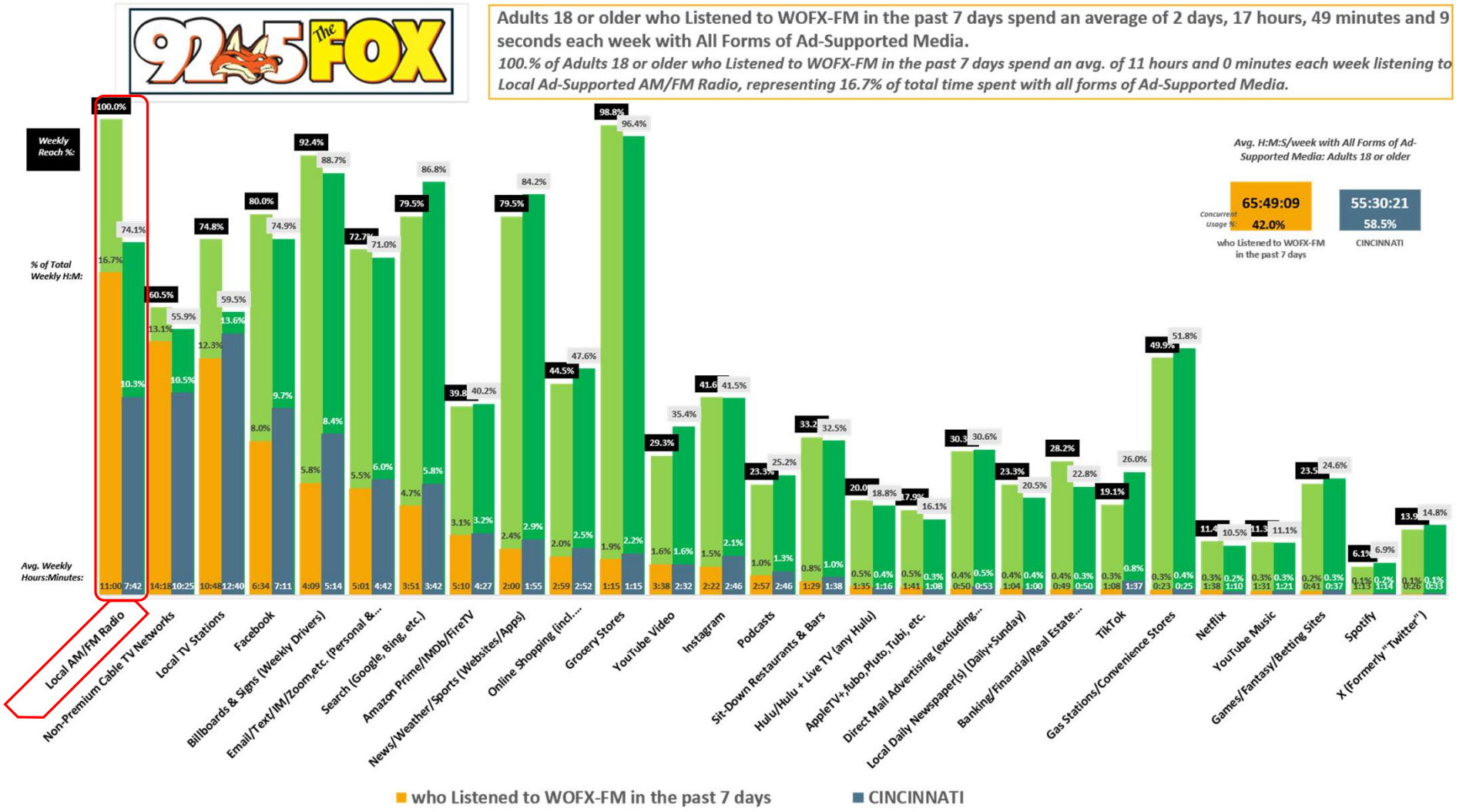





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Radio Stations: WGRR-FM




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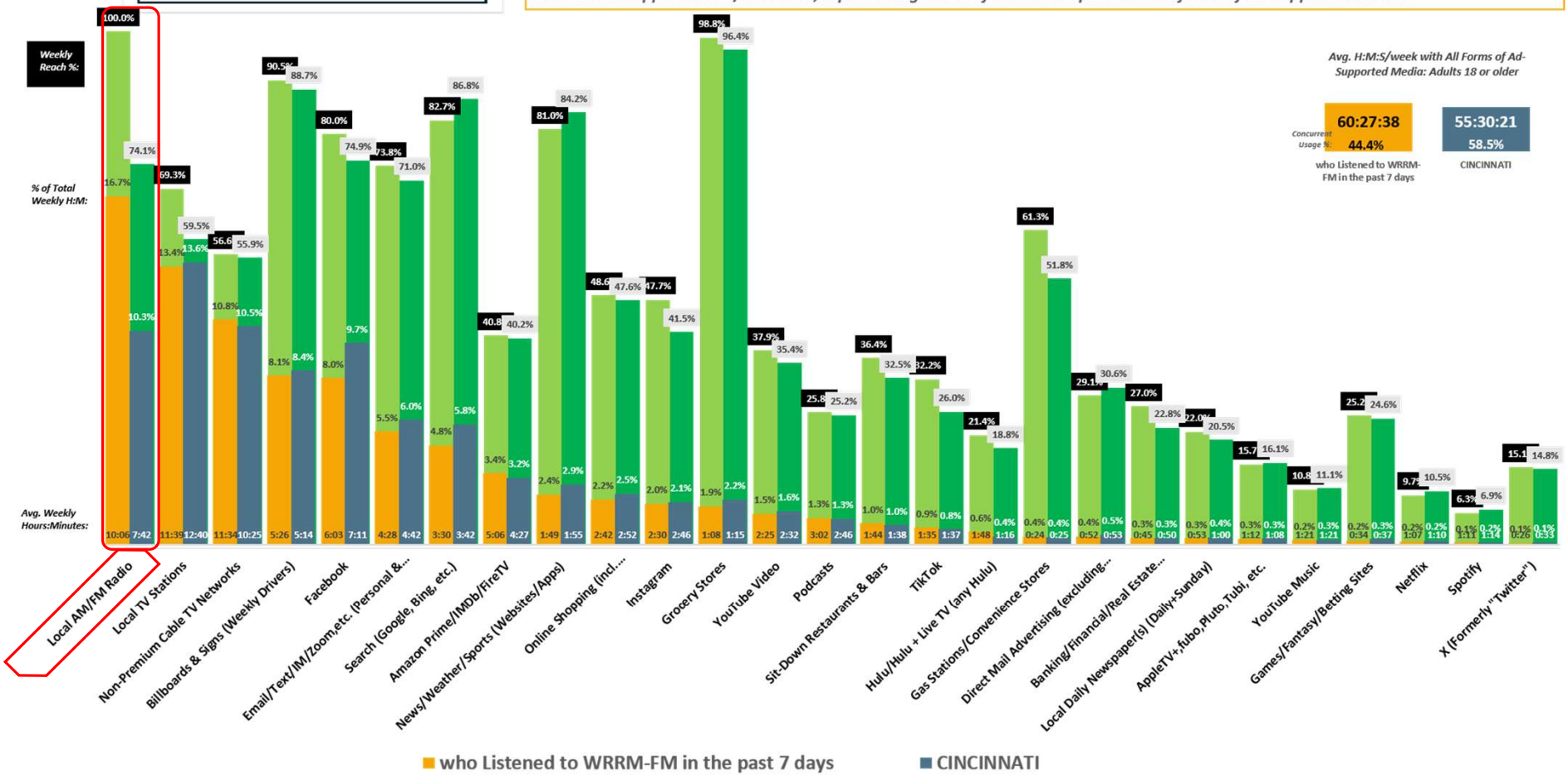
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Radio Stations: WOFX-FM

Warm98.5
80s. 90s. Now.

**Adults 18 or older who Listened to WRRM-FM in the past 7 days spend an average of 2 days, 12 hours, 27 minutes and 38 seconds each week with All Forms of Ad-Supported Media.**

***100.% of Adults 18 or older who Listened to WRRM-FM in the past 7 days spend an avg. of 10 hours and 6 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 16.7% of total time spent with all forms of Ad-Supported Media.***




CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab 274 CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab 1,753

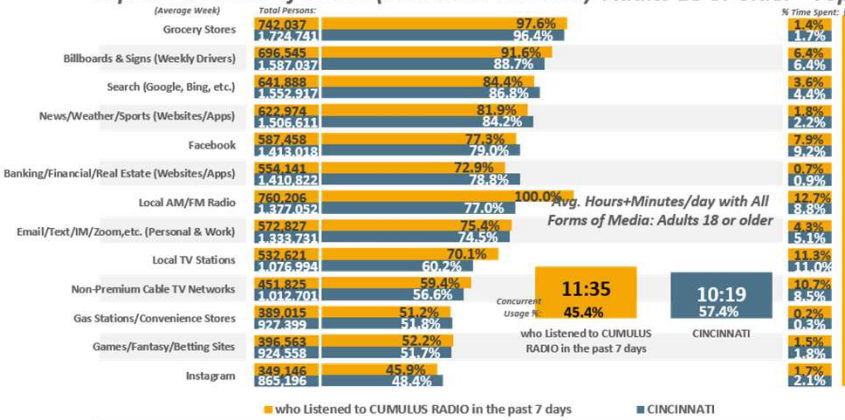
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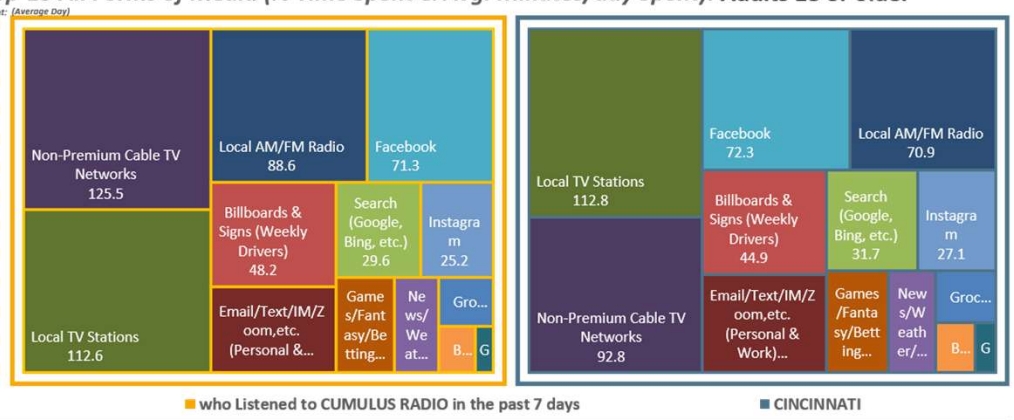
Radio Stations: WRRM-FM

Adults 18 or older who Listened to CUMULUS RADIO in the past 7 days spend an average of 9 hours and 3 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 79.9 minutes/day. *(Local Radio delivers 14.7% of Time with Ad-Supported Media.)*

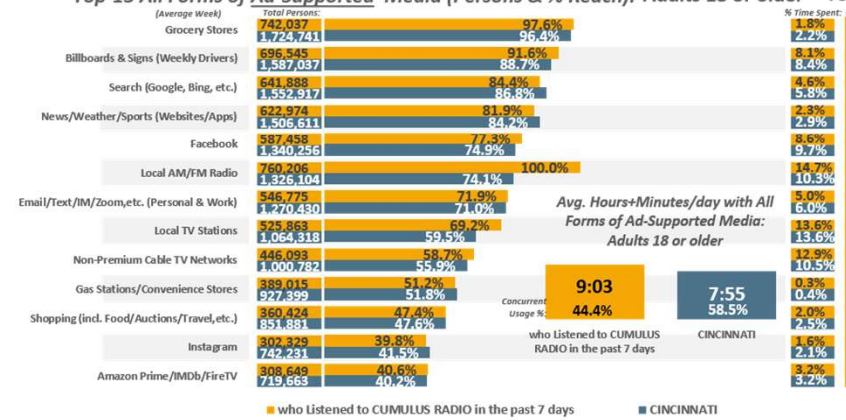
## *Top-13 All Forms of Media (Persons & % Reach):* Adults 18 or older



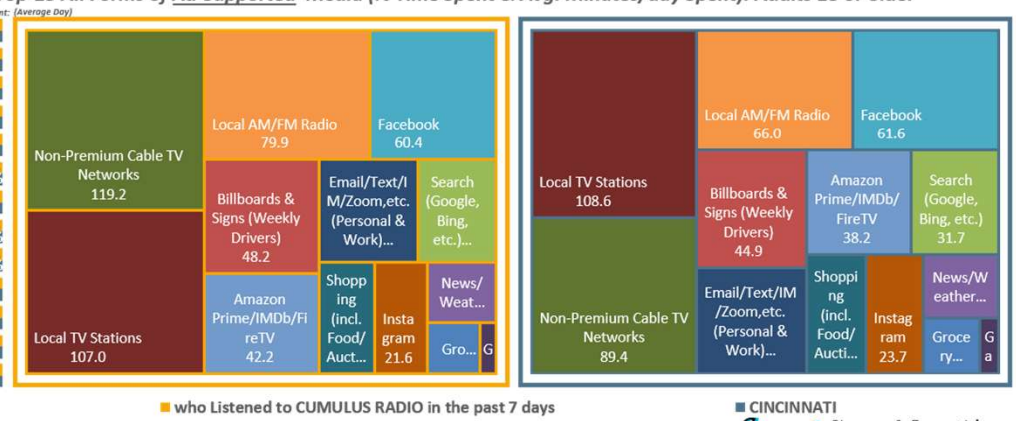

## *Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




## *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




*CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab 774*

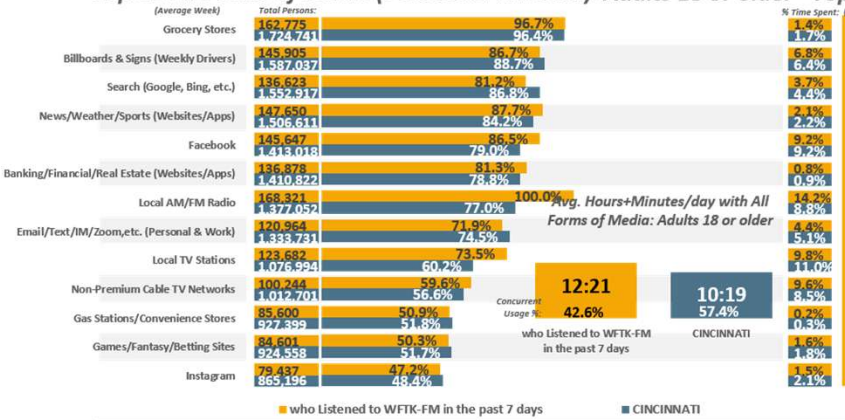
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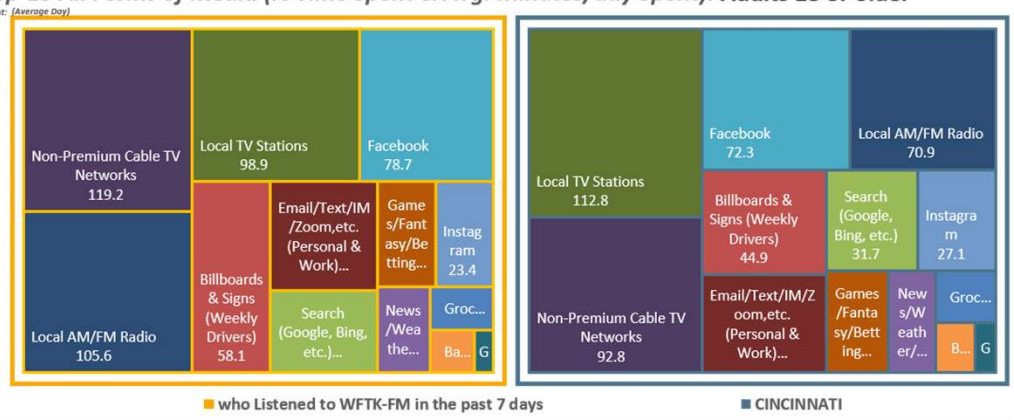
*(Radio Stations: WFTK-FM OR Radio Stations: WGRR-FM OR Radio Stations: WNNF-FM OR Radio Stations: WOFX-FM OR Radio Stations: WRRM-FM)*

Adults 18 or older who Listened to WFTK-FM in the past 7 days spend an average of 9 hours and 24 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 95.3 minutes/day. *(Local Radio delivers 16.9% of Time with Ad-Supported Media.)*

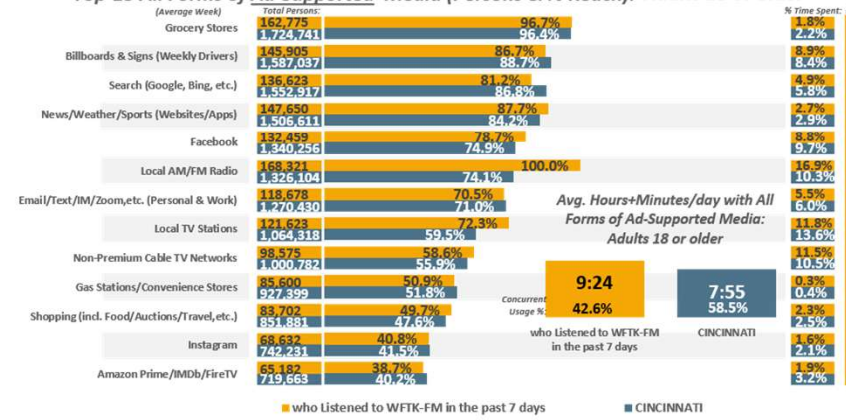
## *Top-13 All Forms of Media (Persons & % Reach):* Adults 18 or older



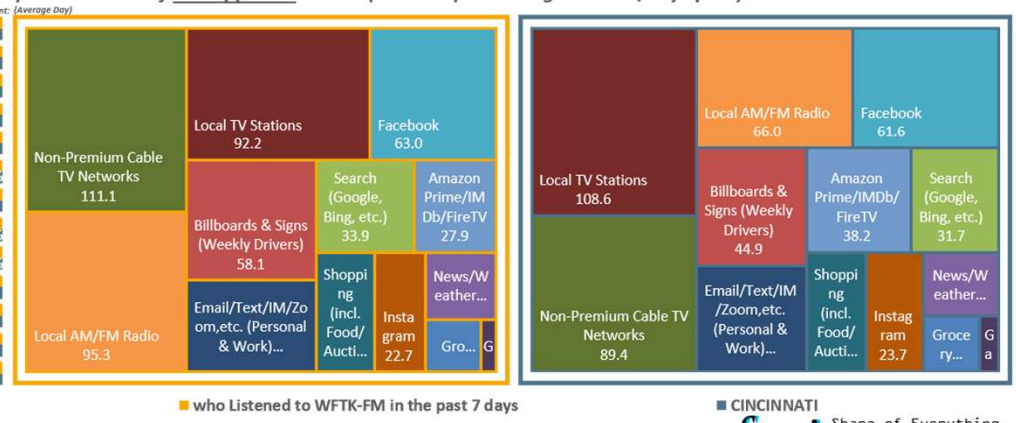

## *Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




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




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




*CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab 163*

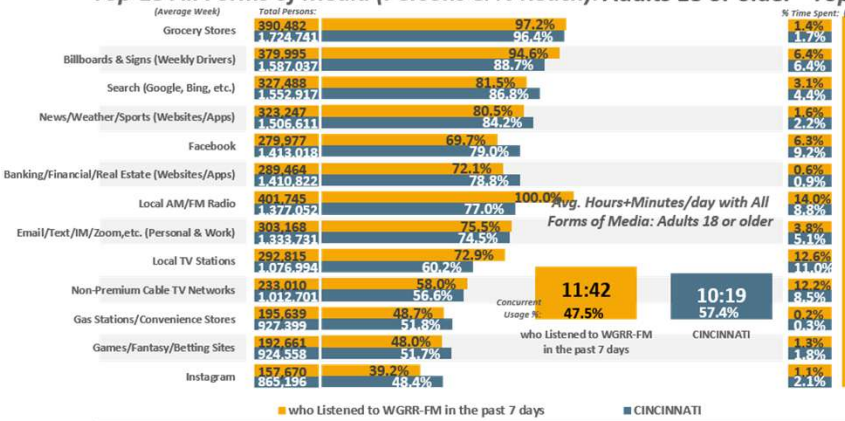
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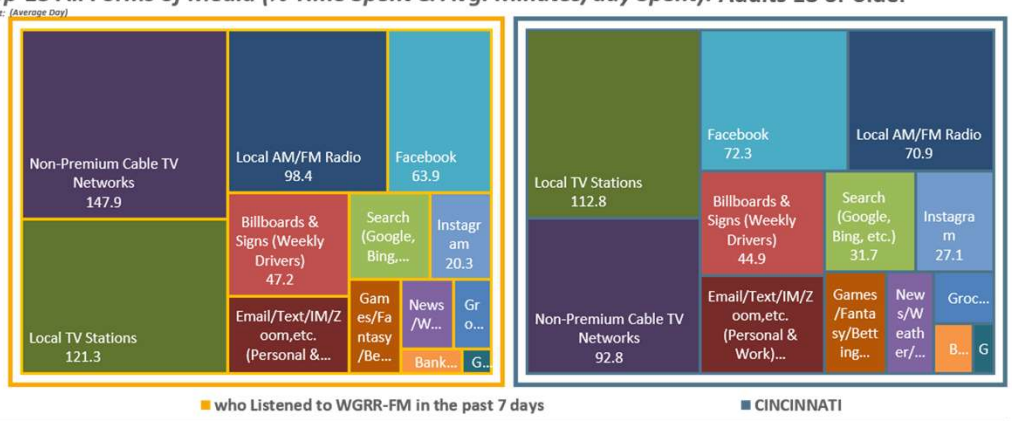
*Radio Stations: WFTK-FM*

Adults 18 or older who Listened to WGRR-FM in the past 7 days spend an average of 9 hours and 8 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 90. minutes/day. *(Local Radio delivers 16.4% of Time with Ad-Supported Media.)*

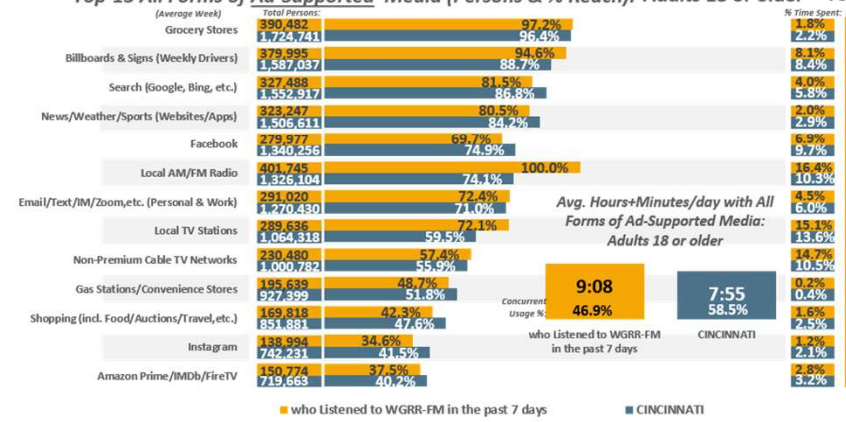
## *Top-13 All Forms of Media (Persons & % Reach):* Adults 18 or older



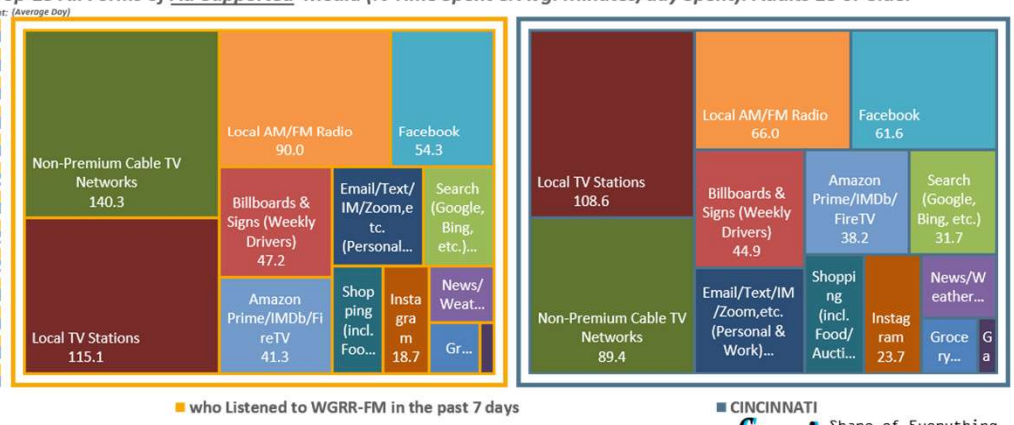

## *Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




## *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




*CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab 425*

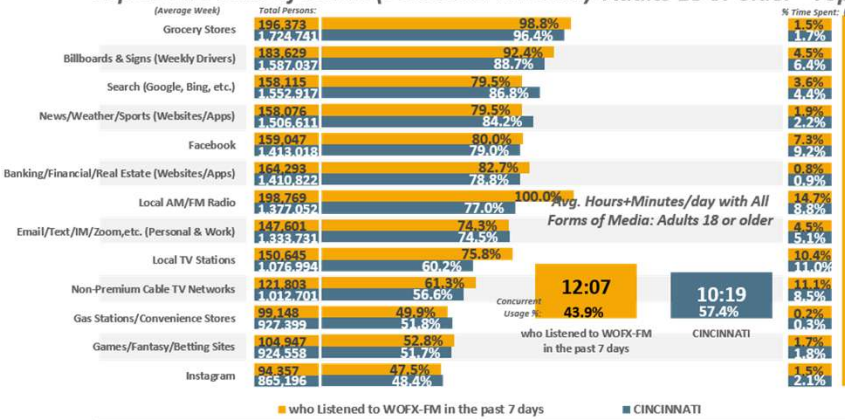
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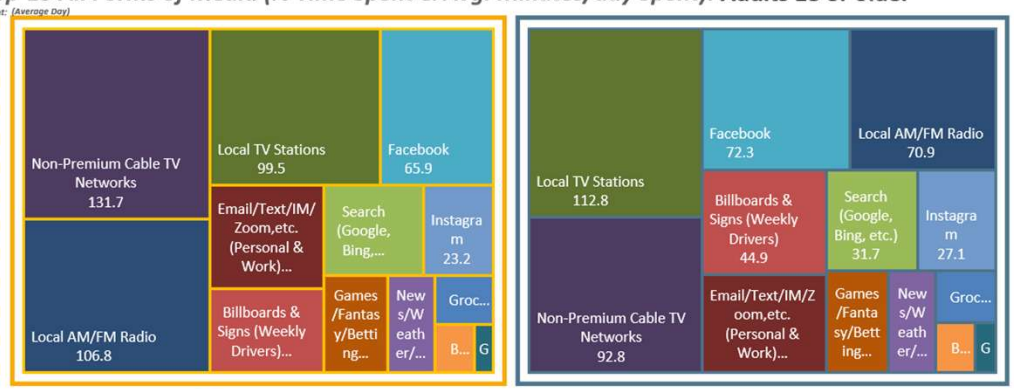
*Radio Stations: WGRR-FM*

Adults 18 or older who Listened to WOFX-FM in the past 7 days spend an average of 9 hours and 24 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 94.3 minutes/day. *(Local Radio delivers 16.7% of Time with Ad-Supported Media.)*

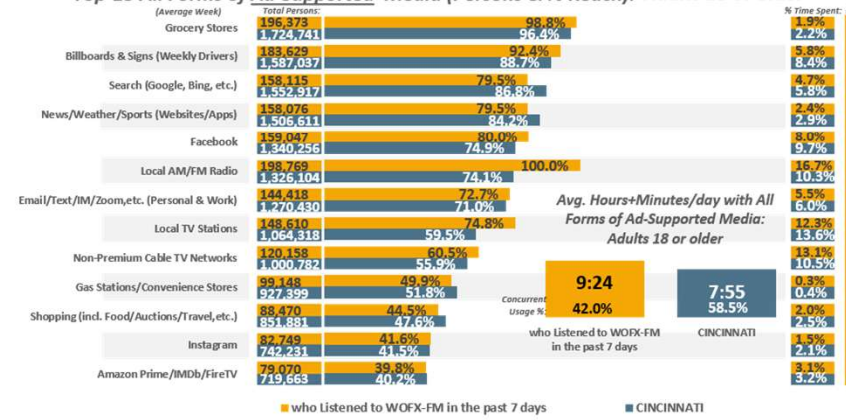
## *Top-13 All Forms of Media (Persons & % Reach):* Adults 18 or older



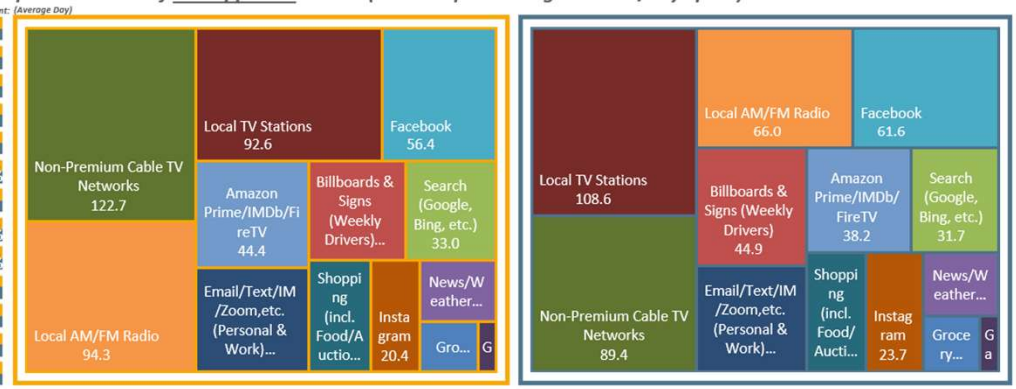

## *Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




## *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




*CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab 213*

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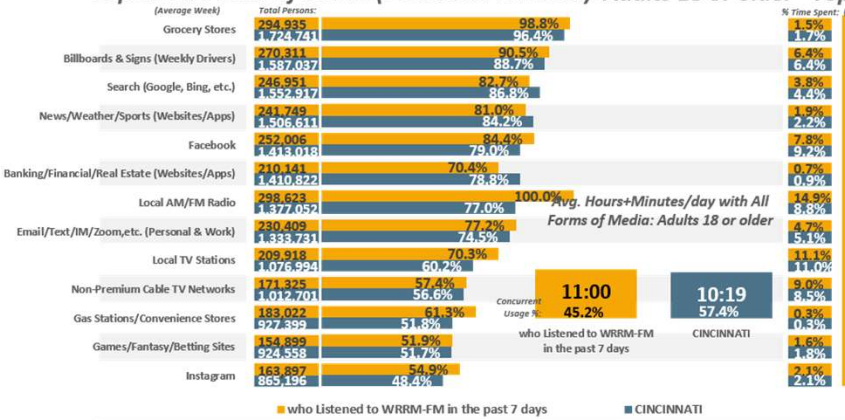
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*Radio Stations: WOFX-FM*

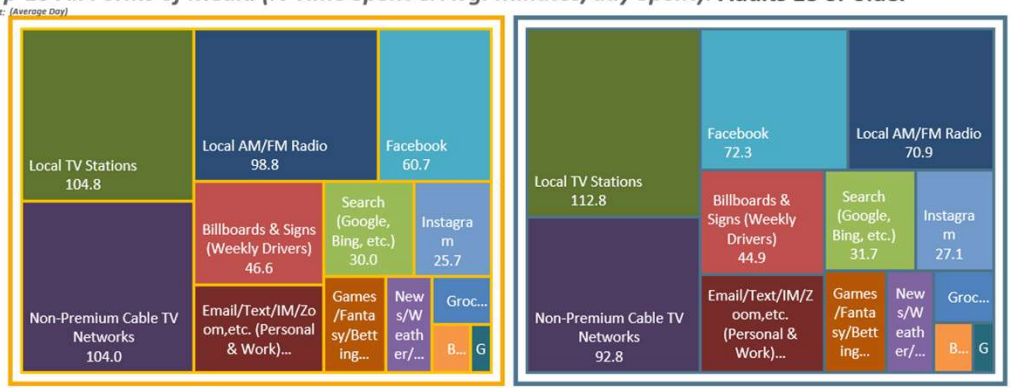
Warm98.5
80s. 90s. Now.

Adults 18 or older who Listened to WRRM-FM in the past 7 days spend an average of 8 hours and 38 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 86.7 minutes/day. *(Local Radio delivers 16.7% of Time with Ad-Supported Media.)*

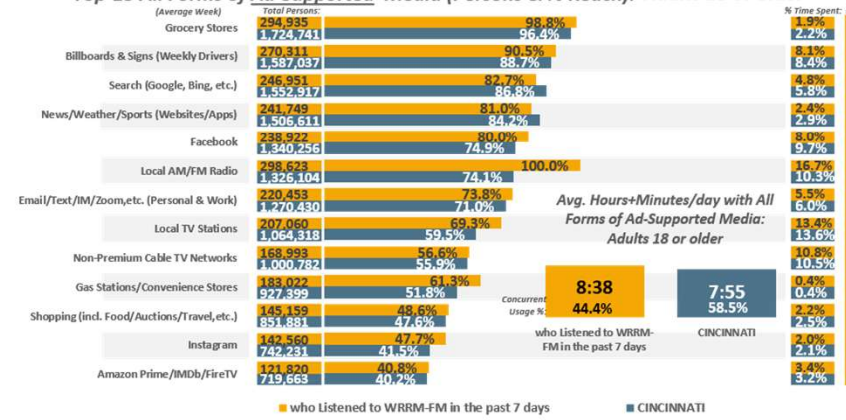
## *Top-13 All Forms of Media (Persons & % Reach):* Adults 18 or older



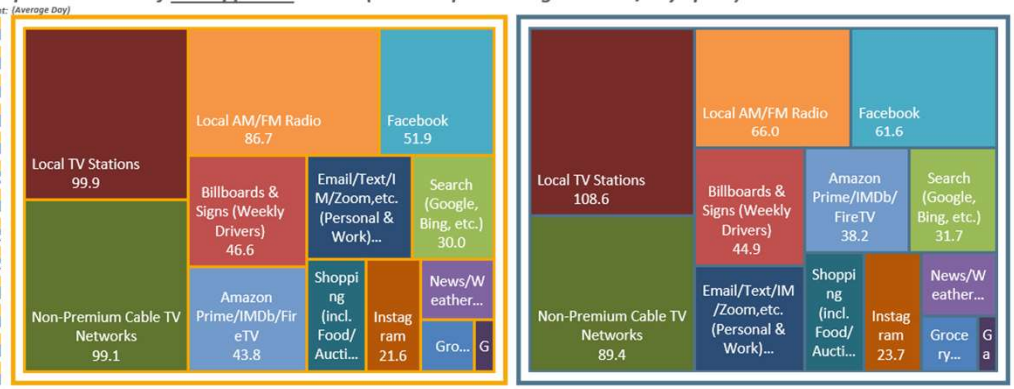

## *Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




## *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




*CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab 274*

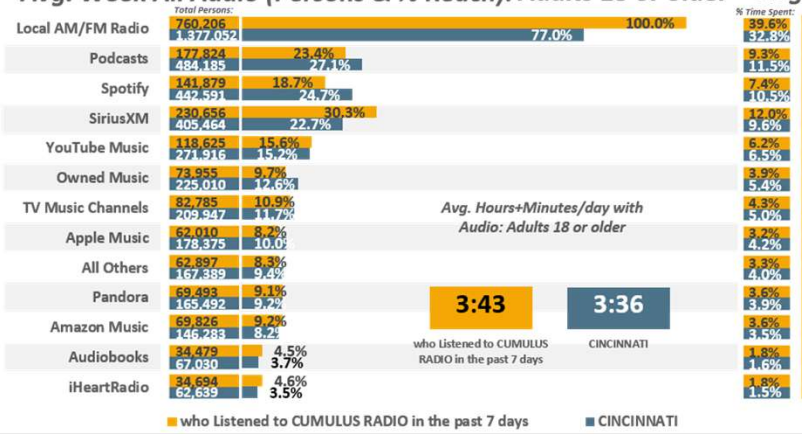
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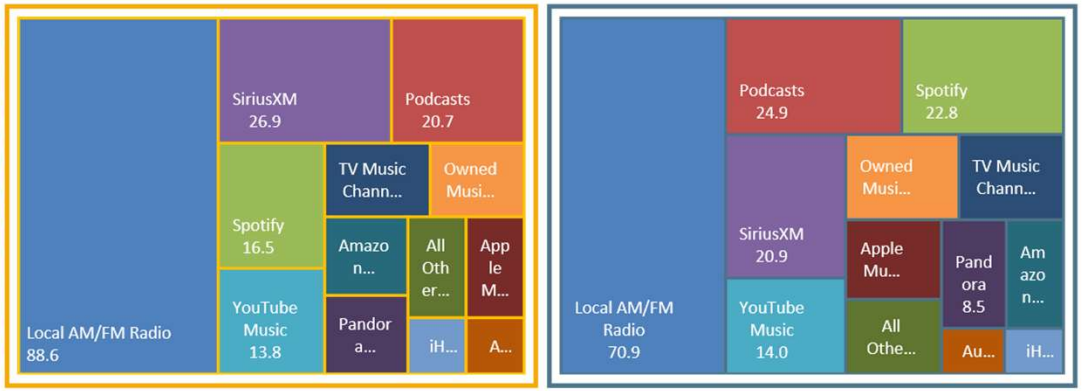
*Radio Stations: WRRM-FM*

760,206 or 100.% of Adults 18 or older who Listened to CUMULUS RADIO in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 79.9 minutes every day representing 51.1% of all time spent daily with Ad-Supported Audio.

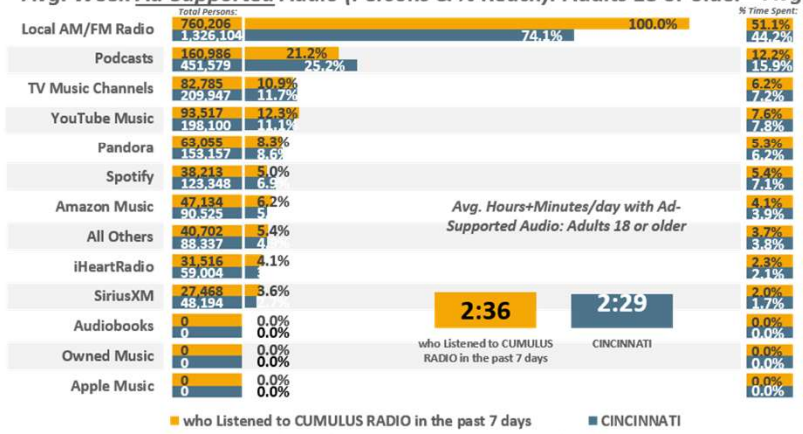
## *Avg. Week All Audio (Persons & % Reach):* Adults 18 or older



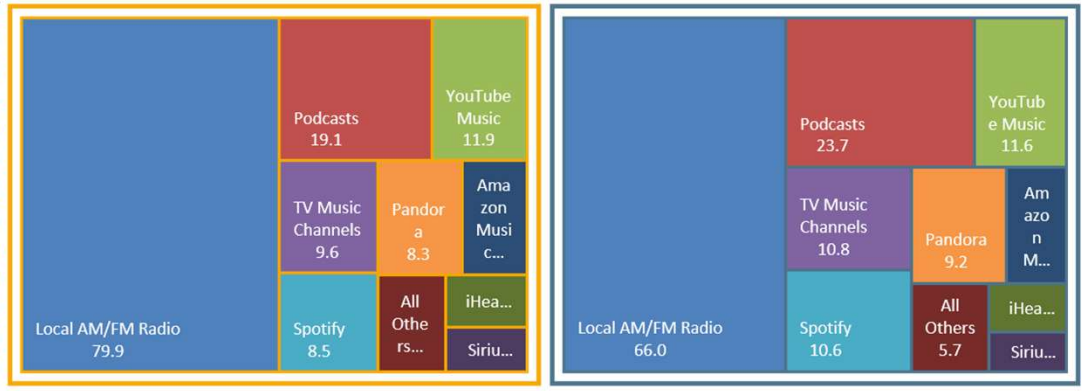

## *Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




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




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




*CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab 774*

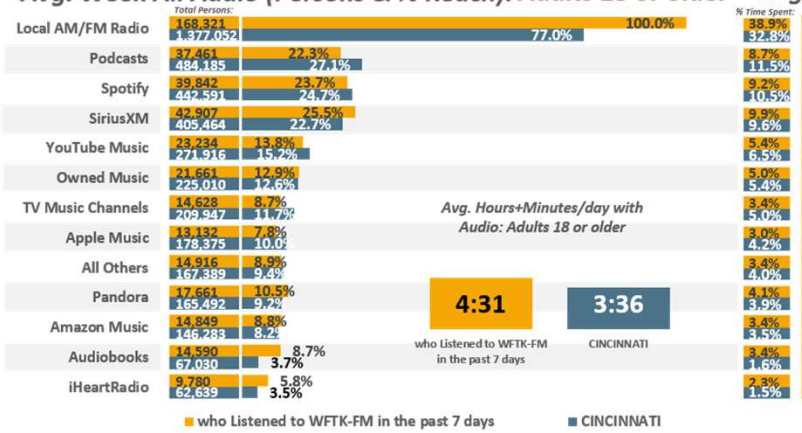
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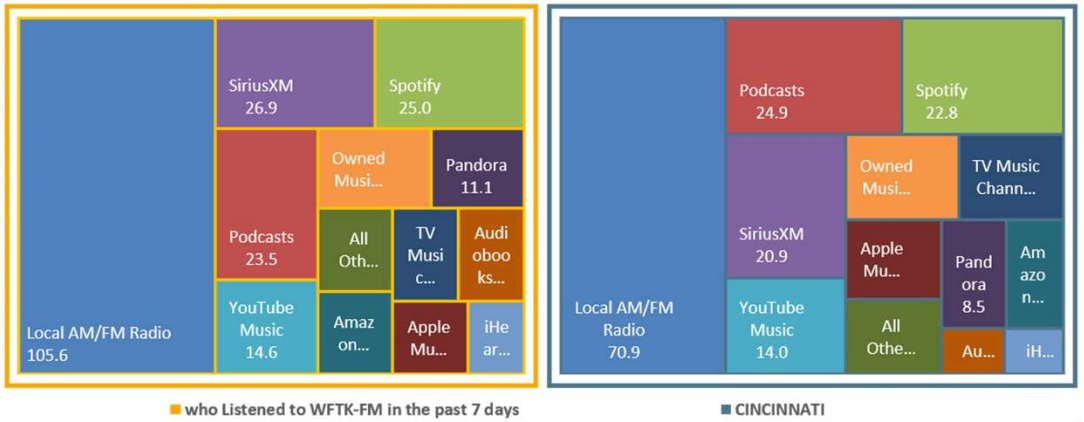
*(Radio Stations: WFTK-FM OR Radio Stations: WGRR-FM OR Radio Stations: WNNF-FM OR Radio Stations: WOFX-FM OR Radio Stations: WRRM-FM)*

168,321 or 100.% of Adults 18 or older who Listened to WFTK-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 95.3 minutes every day representing 55.1% of all time spent daily with Ad-Supported Audio.

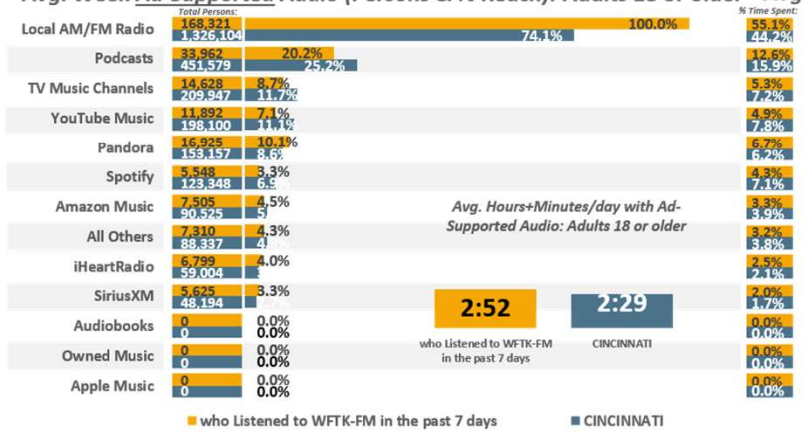
## *Avg. Week All Audio (Persons & % Reach):* Adults 18 or older



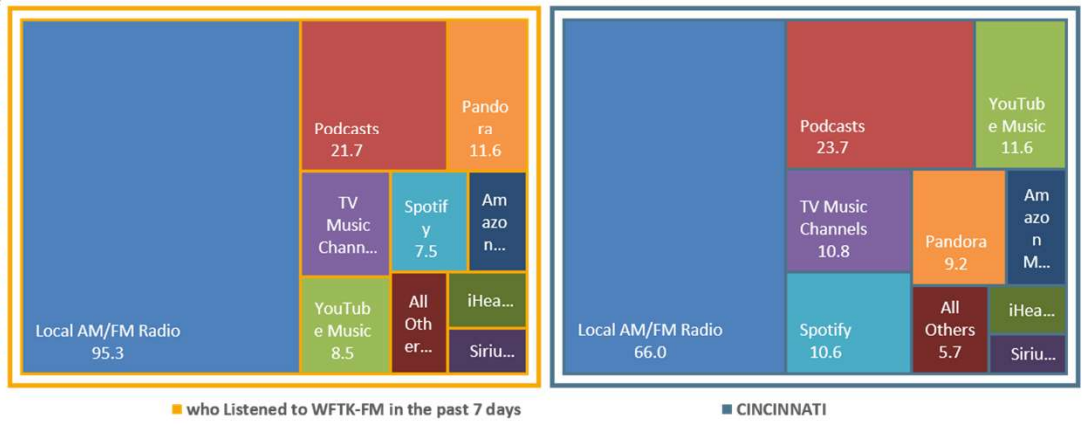

## *Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




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




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




*CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab 163*

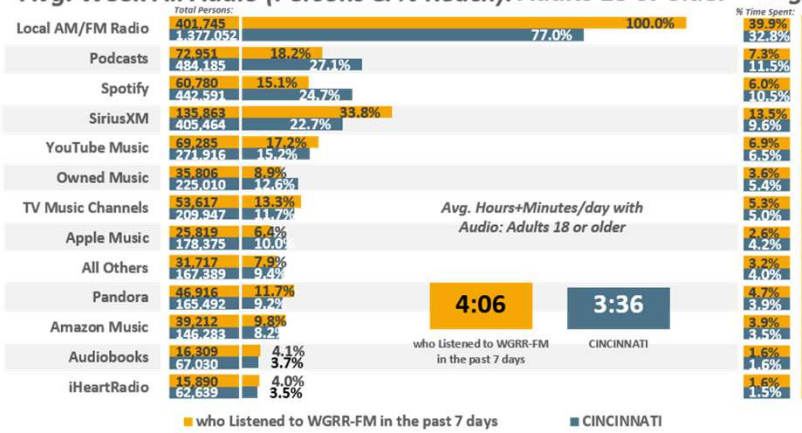
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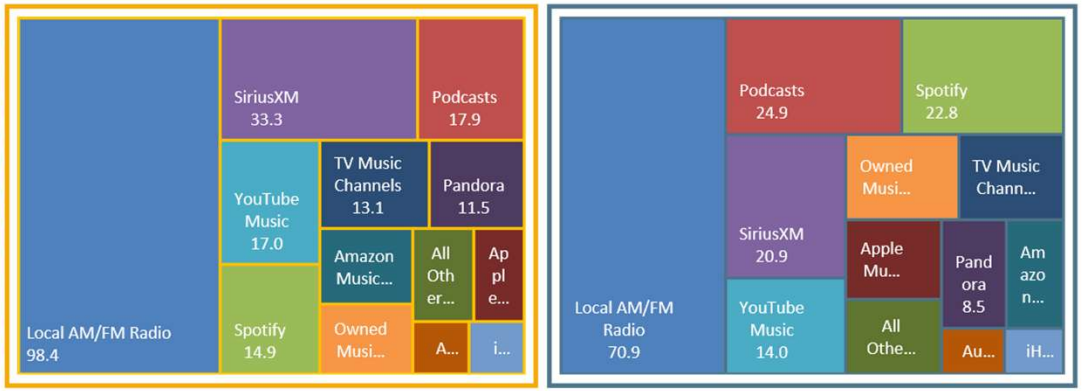
*Radio Stations: WFTK-FM*

401,745 or 100.% of Adults 18 or older who Listened to WGRR-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 90. minutes every day representing 50.3% of all time spent daily with Ad-Supported Audio.

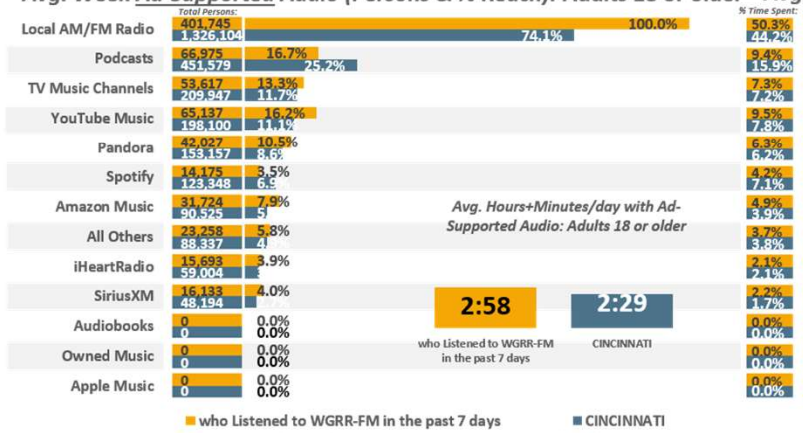
## *Avg. Week All Audio (Persons & % Reach):* Adults 18 or older



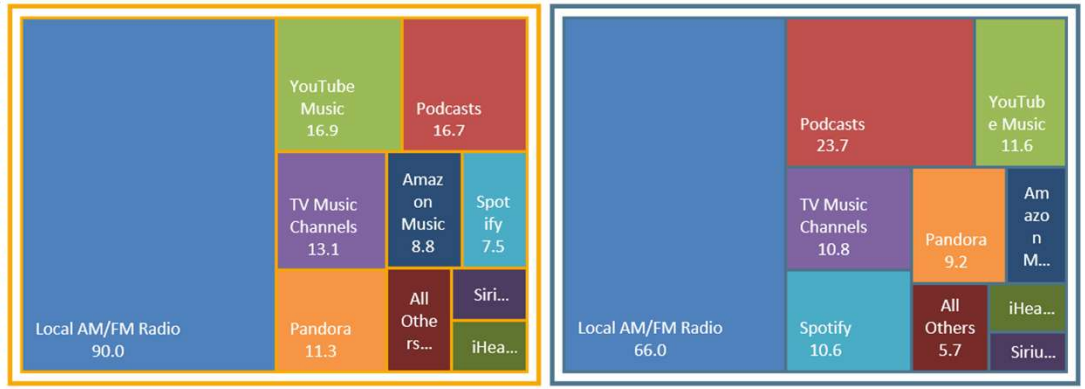

## *Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




## *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




*CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab 425*

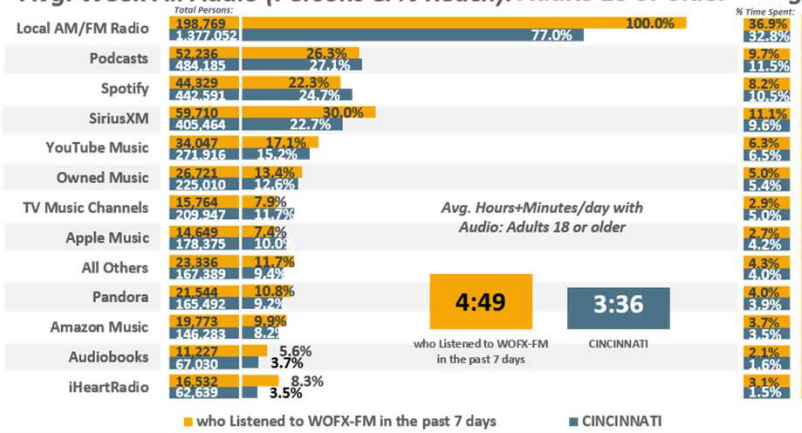
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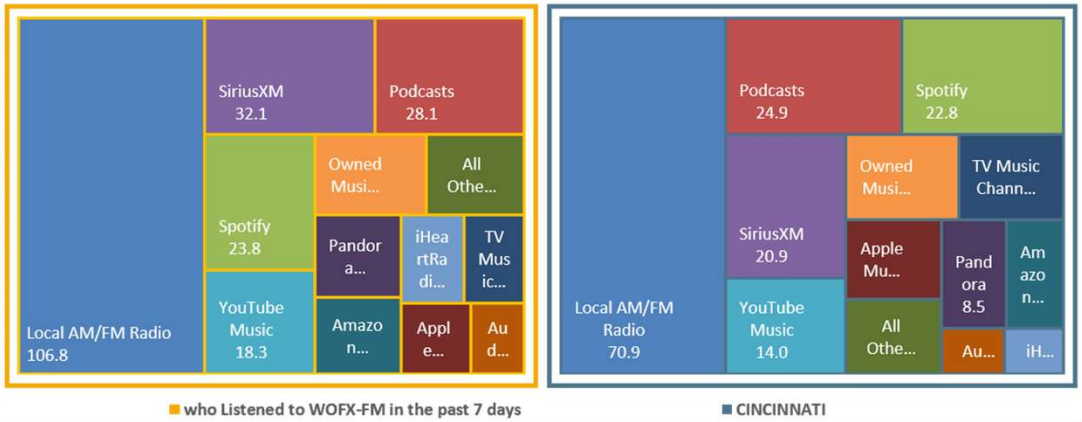
*Radio Stations: WGRR-FM*

198,769 or 100.% of Adults 18 or older who Listened to WOFX-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 94.3 minutes every day representing 49.% of all time spent daily with Ad-Supported Audio.

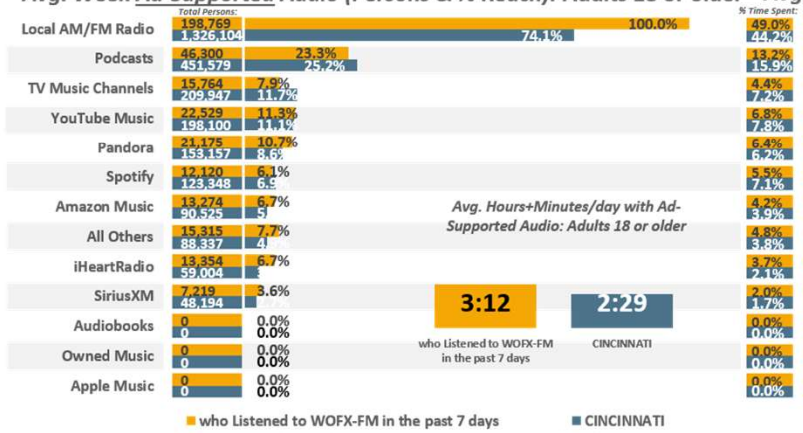
## *Avg. Week All Audio (Persons & % Reach):* Adults 18 or older



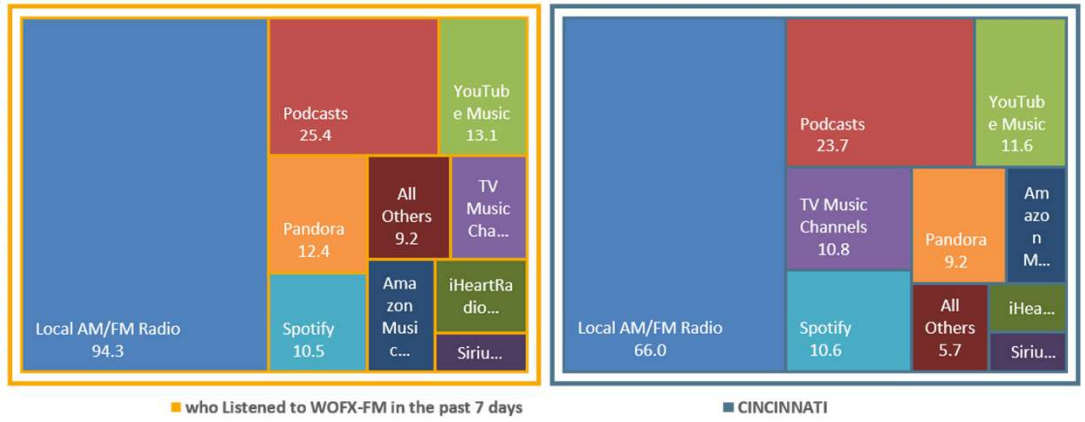

## *Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




## *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




*CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab 213*

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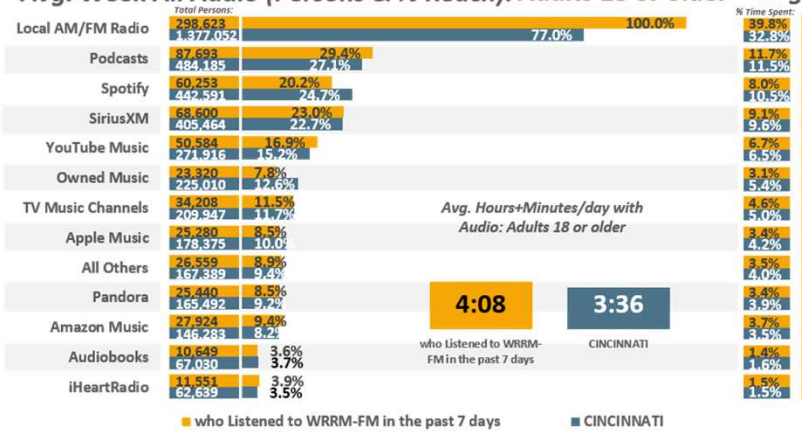
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*Radio Stations: WOFX-FM*

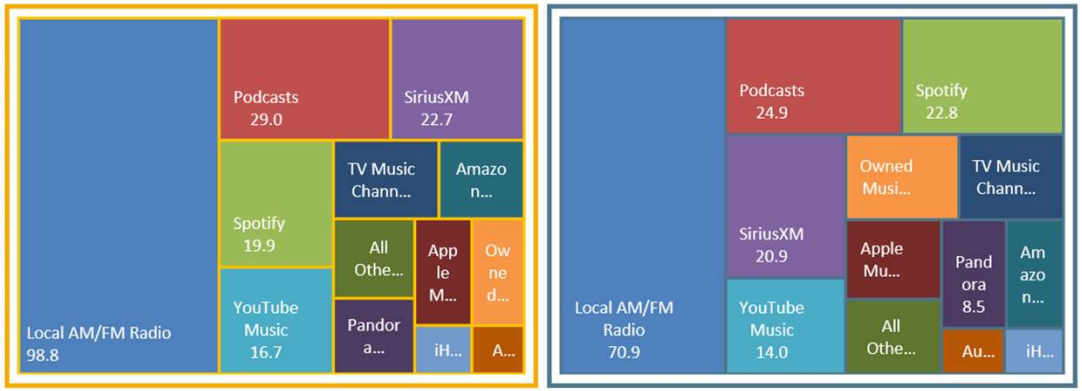
Warm98.5
80s. 90s. Now.

298,623 or 100.% of Adults 18 or older who Listened to WRRM-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 86.7 minutes every day representing 49.7% of all time spent daily with Ad-Supported Audio.

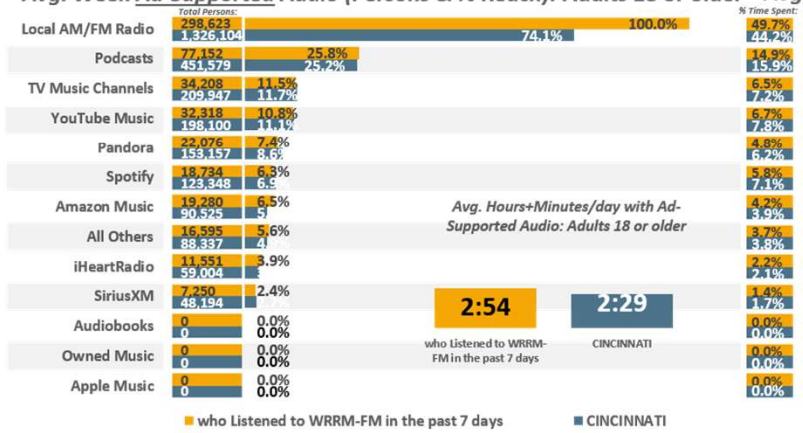
## *Avg. Week All Audio (Persons & % Reach):* Adults 18 or older



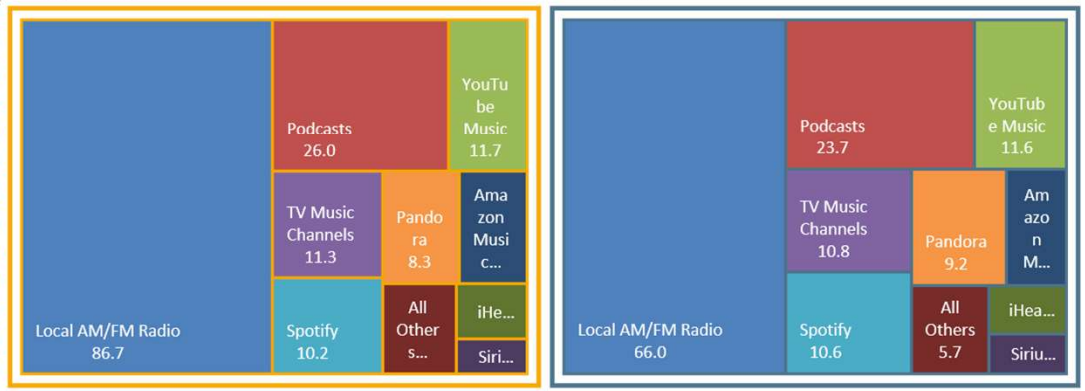

## *Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




## *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



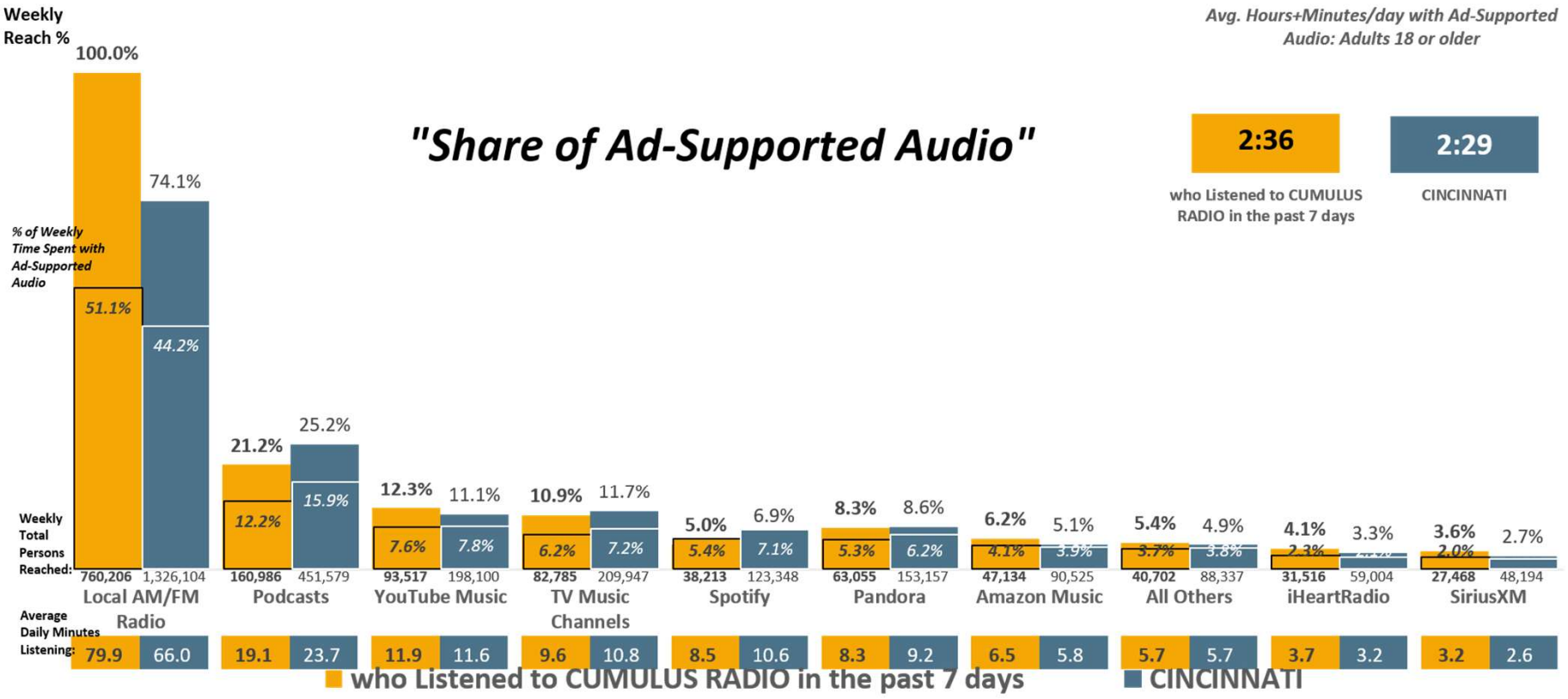

*CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab 274*

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*Radio Stations: WRRM-FM*

760,206 or 100.% of Adults 18 or older who Listened to CUMULUS RADIO in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 79.9 minutes every day representing 51.1% of all time spent daily with Ad-Supported Audio.



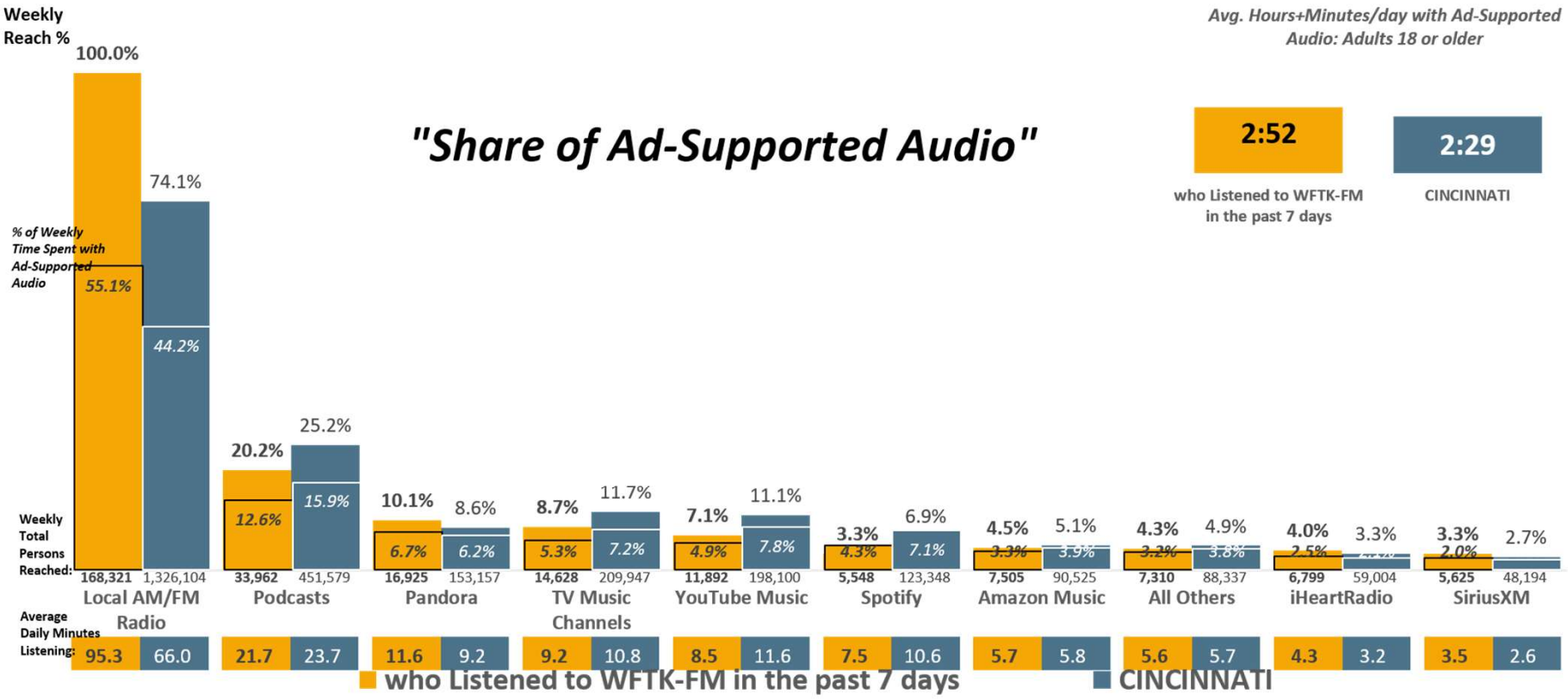

CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab 774 CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab 1,753

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(Radio Stations: WFTK-FM OR Radio Stations: WGRR-FM OR Radio Stations: WNNF-FM OR Radio Stations: WOFX-FM OR Radio Stations: WRRM-FM)

168,321 or 100.% of Adults 18 or older who Listened to WFTK-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 95.3 minutes every day representing 55.1% of all time spent daily with Ad-Supported Audio.



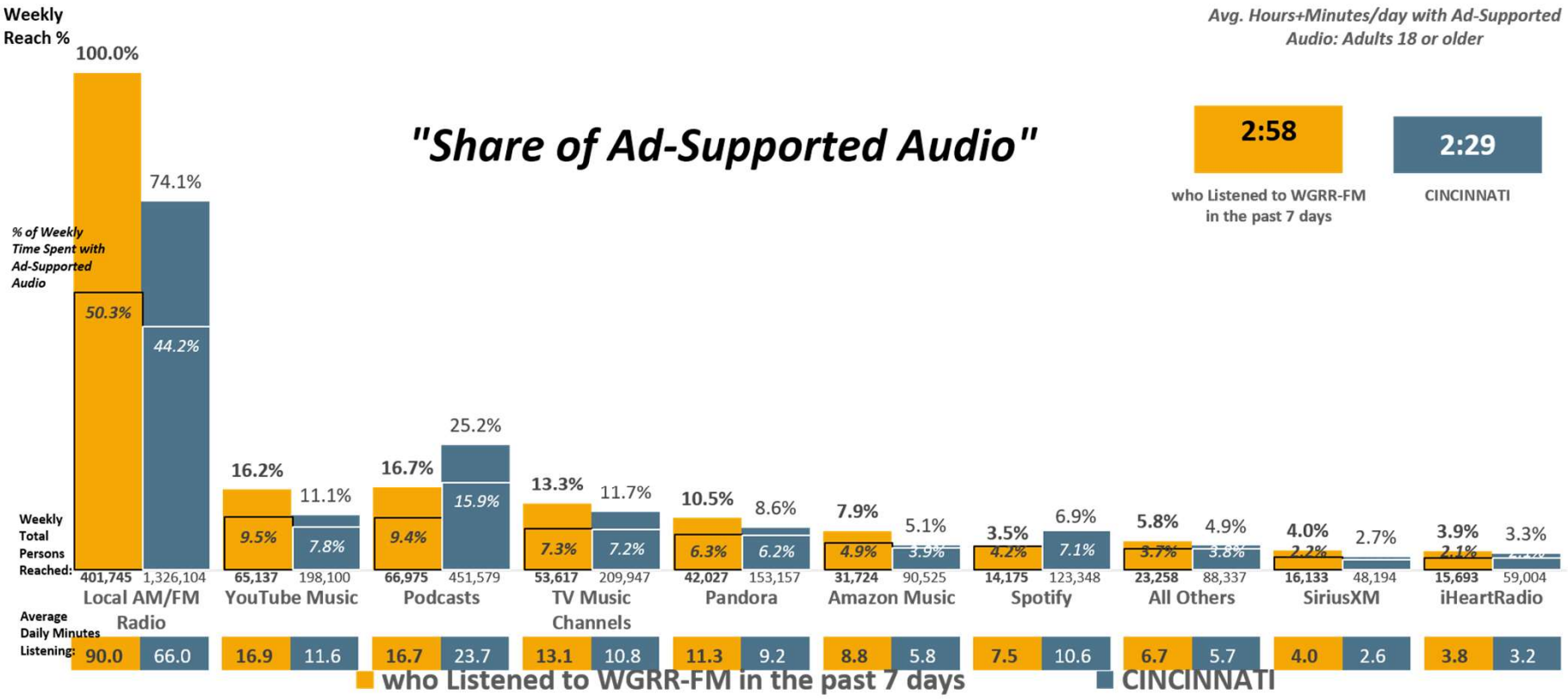

CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab 163 CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab 1,753

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Radio Stations: WFTK-FM

401,745 or 100.% of Adults 18 or older who Listened to WGRR-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 90. minutes every day representing 50.3% of all time spent daily with Ad-Supported Audio.



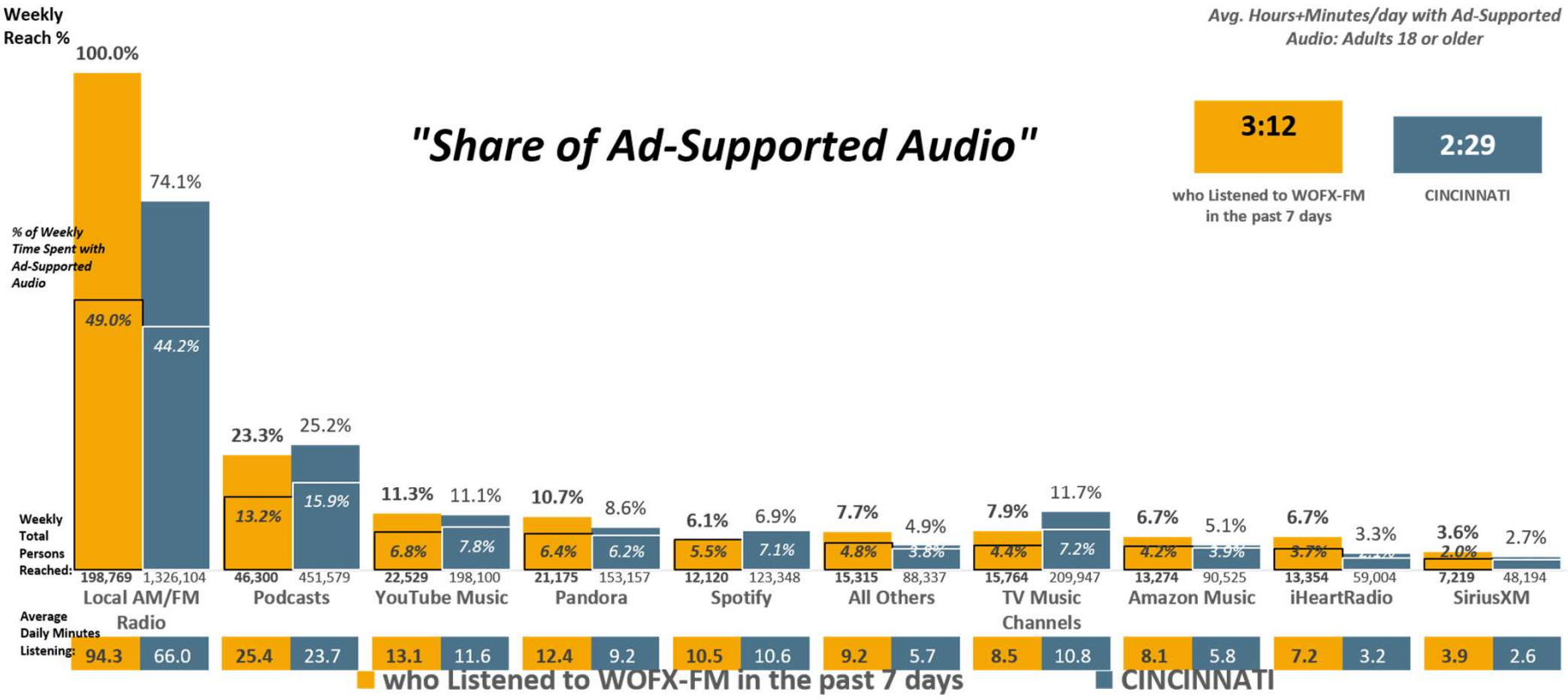

CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab 425 CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab 1,753

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Radio Stations: WGRR-FM

198,769 or 100.% of Adults 18 or older who Listened to WOFX-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 94.3 minutes every day representing 49.% of all time spent daily with Ad-Supported Audio.



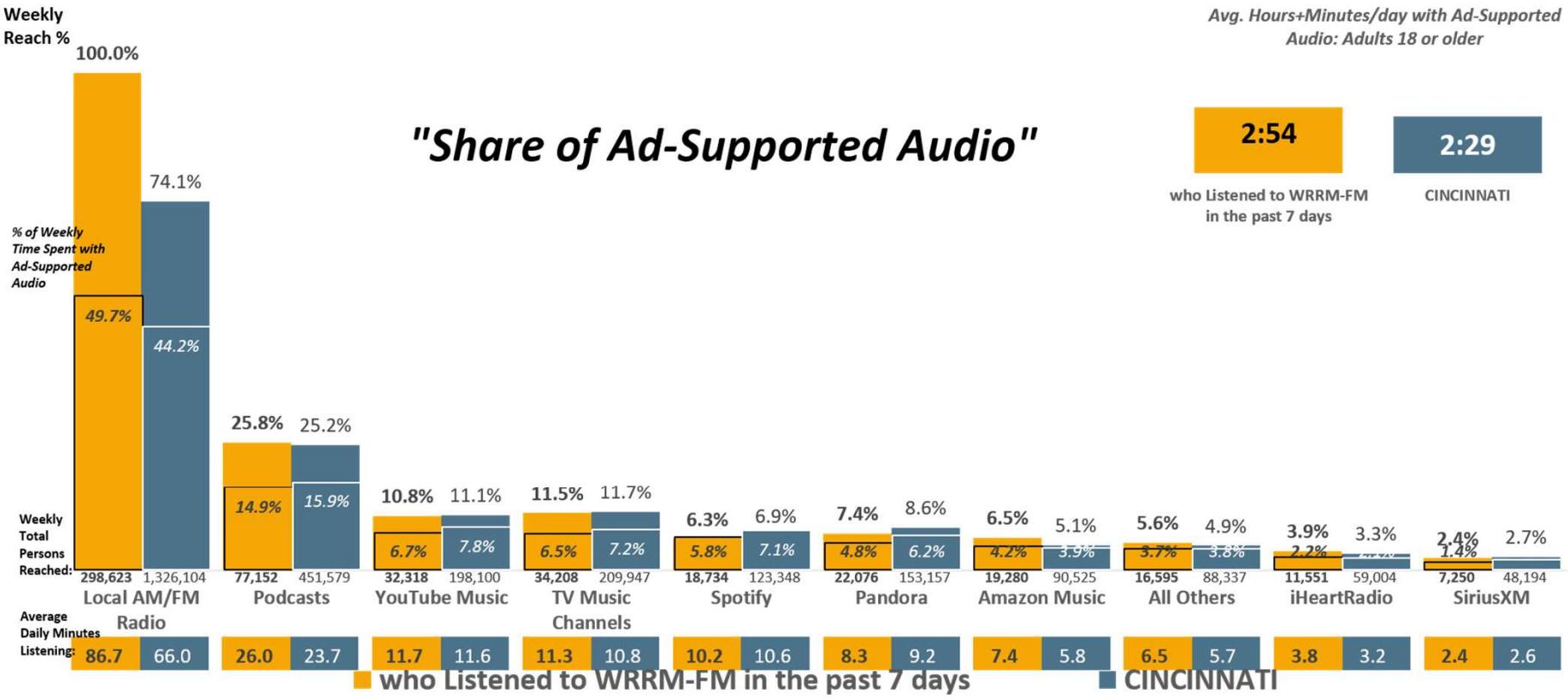

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Radio Stations: WOFX-FM

298,623 or 100.% of Adults 18 or older who Listened to WRRM-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 86.7 minutes every day representing 49.7% of all time spent daily with Ad-Supported Audio.




CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab 274 CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab 1,753

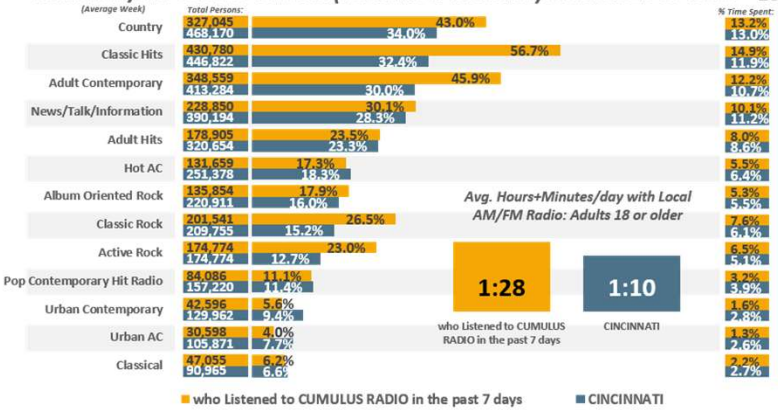
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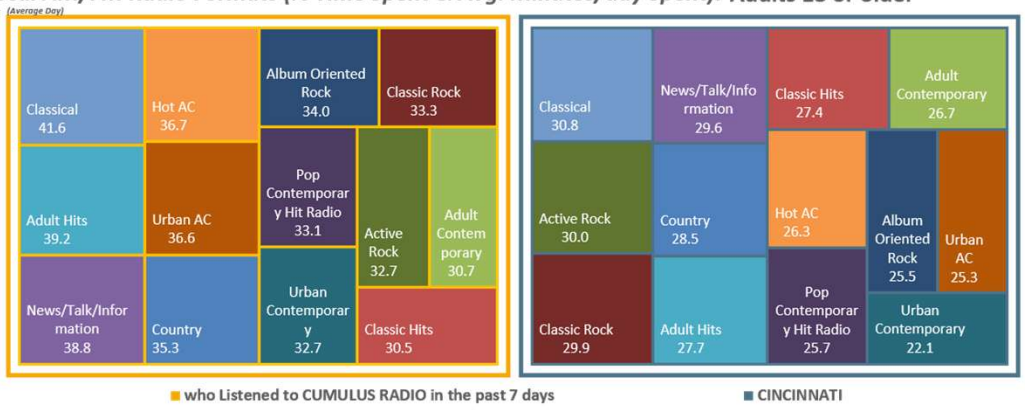
Radio Stations: WRRM-FM

760,206 or 100.% of Adults 18 or older who Listened to CUMULUS RADIO in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Hits, Adult Contemporary, Country, Classic Rock, and Adult Hits.

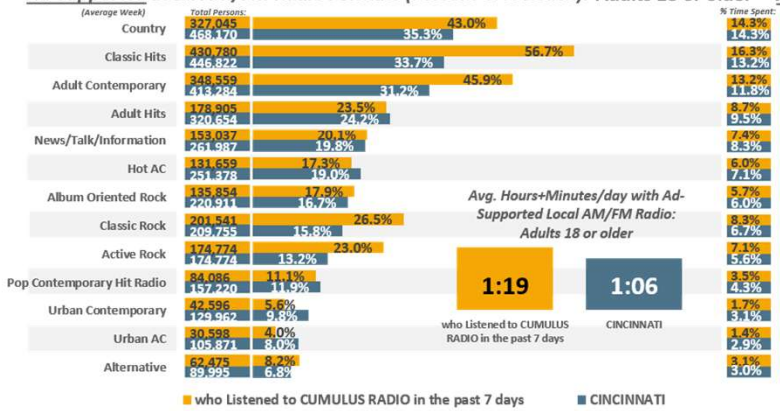
## *Local AM/FM Radio Formats (Persons & % Reach):* Adults 18 or older



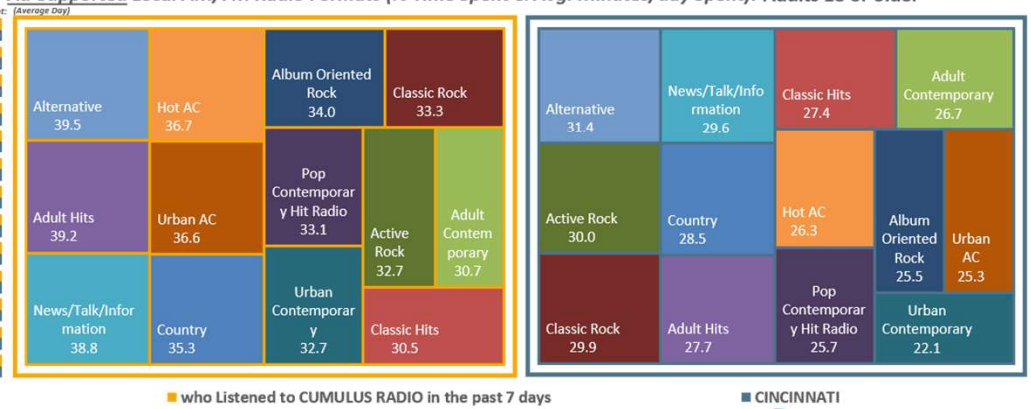

## *Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




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




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




CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab 774

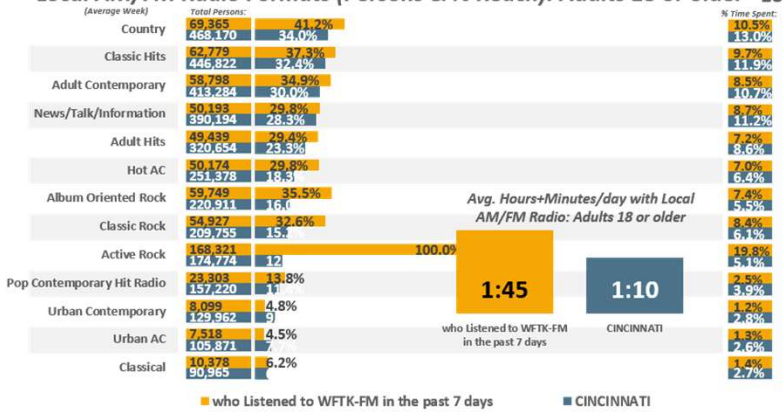
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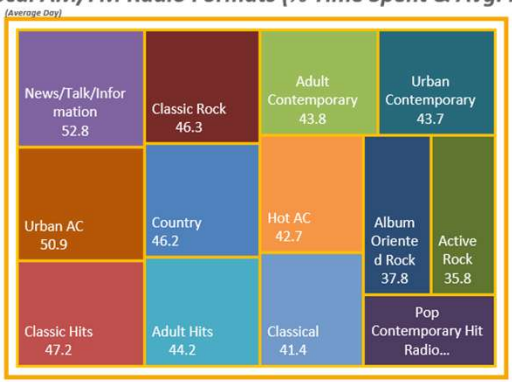
(Radio Stations: WFTK-FM OR Radio Stations: WGRR-FM OR Radio Stations: WNNF-FM OR Radio Stations: WOFX-FM OR Radio Stations: WRRM-FM)

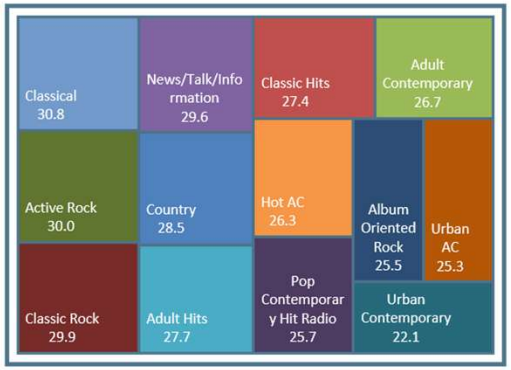
168,321 or 100.% of Adults 18 or older who Listened to WFTK-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Active Rock, Country, Classic Hits, Album Oriented Rock, and Adult Contemporary.

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

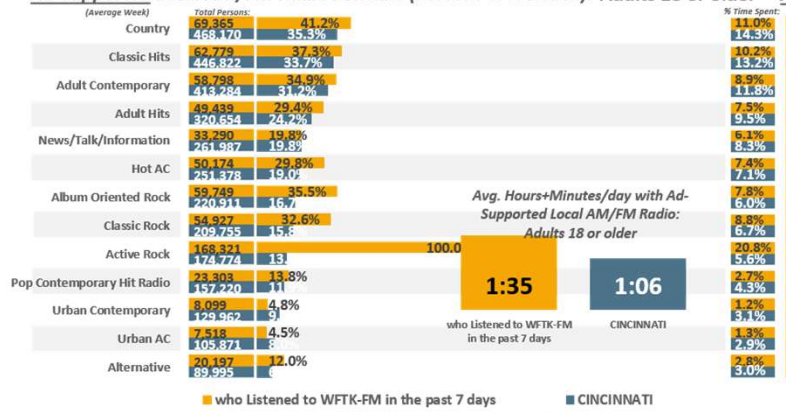



## *Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older

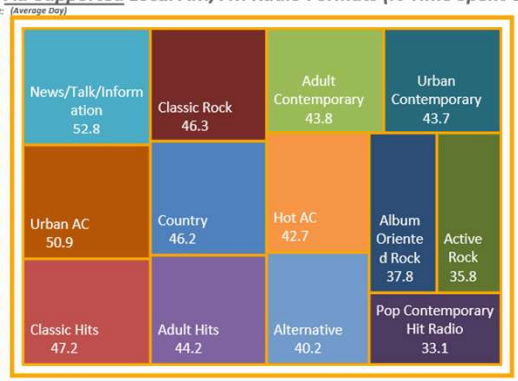


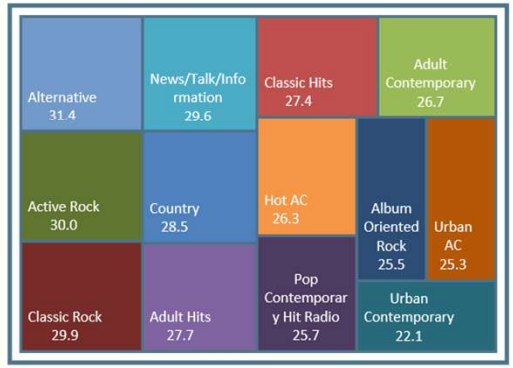




## *Ad-Supported Local AM/FM Radio Formats (Persons & % Reach):* Adults 18 or older




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





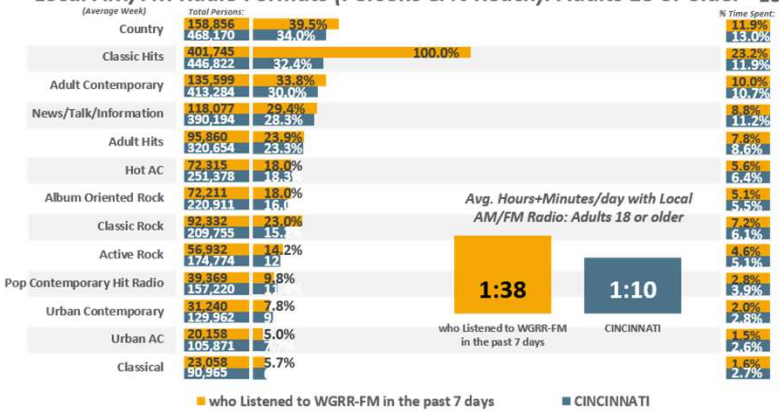
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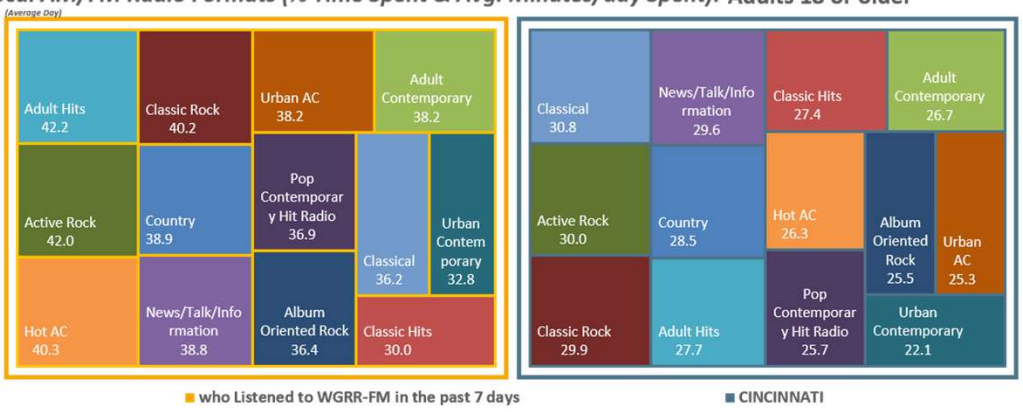
Radio Stations: WFTK-FM

401,745 or 100.% of Adults 18 or older who Listened to WGRR-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Hits, Country, Adult Contemporary, Adult Hits, and Classic Rock.

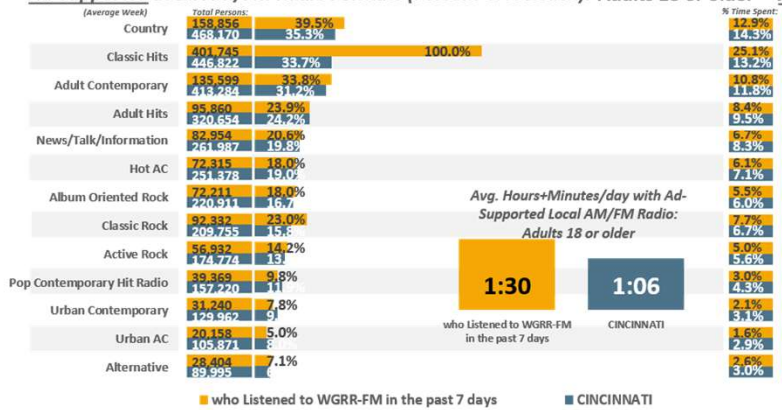
## *Local AM/FM Radio Formats (Persons & % Reach):* Adults 18 or older



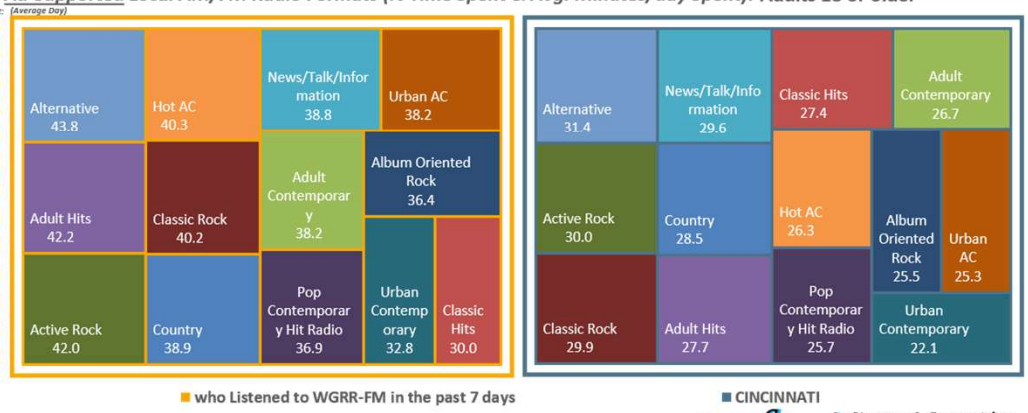

## *Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




## *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




CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab 425

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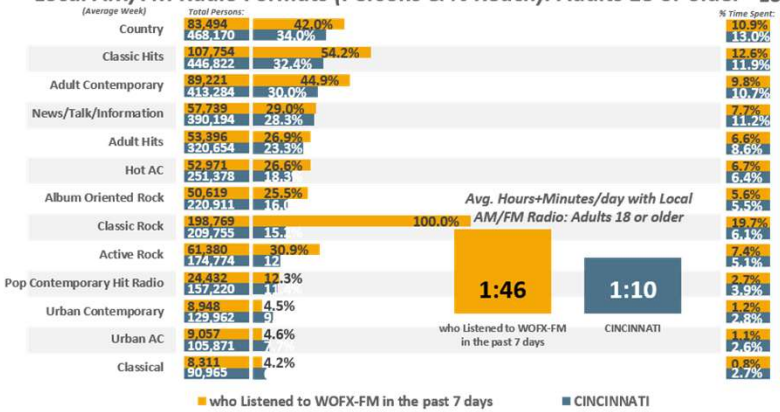
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Radio Stations: WGRR-FM

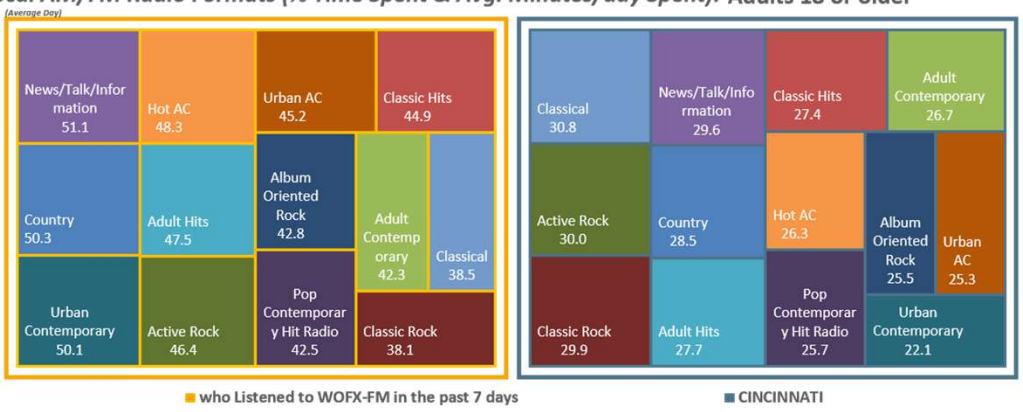



198,769 or 100.% of Adults 18 or older who Listened to WOFX-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Rock, Classic Hits, Adult Contemporary, Country, and Active Rock.

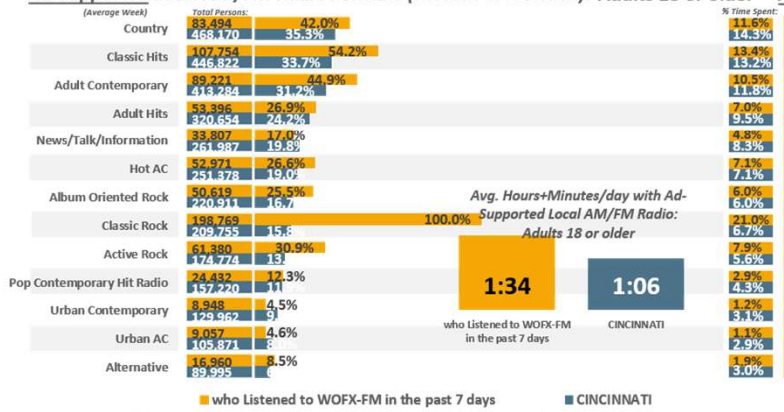
## *Local AM/FM Radio Formats (Persons & % Reach):* Adults 18 or older



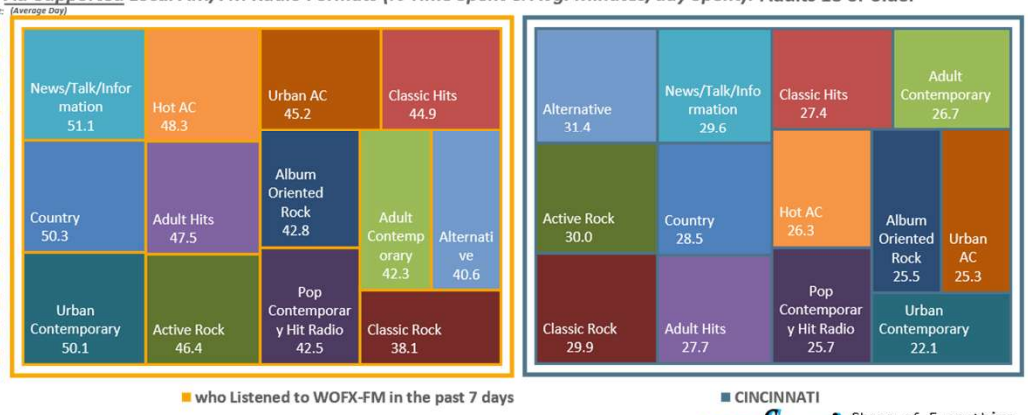

## *Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




## *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





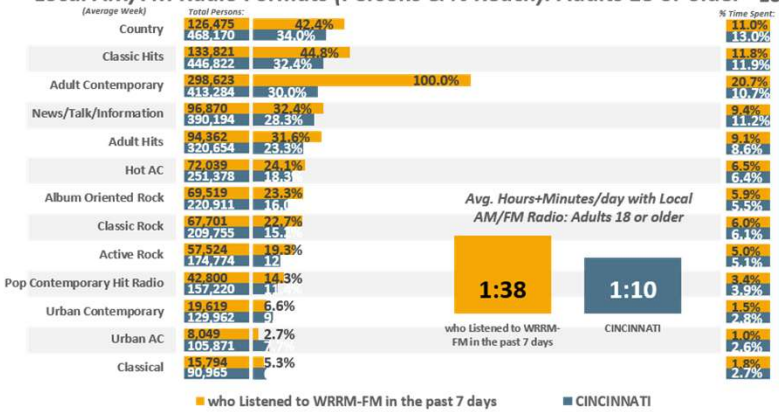
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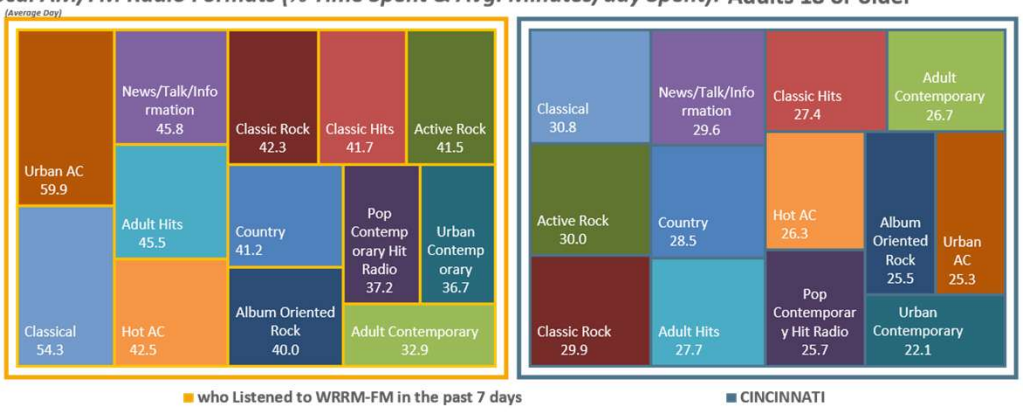
Radio Stations: WOFX-FM

298,623 or 100.% of Adults 18 or older who Listened to WRRM-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Country, Adult Hits, and Hot AC.

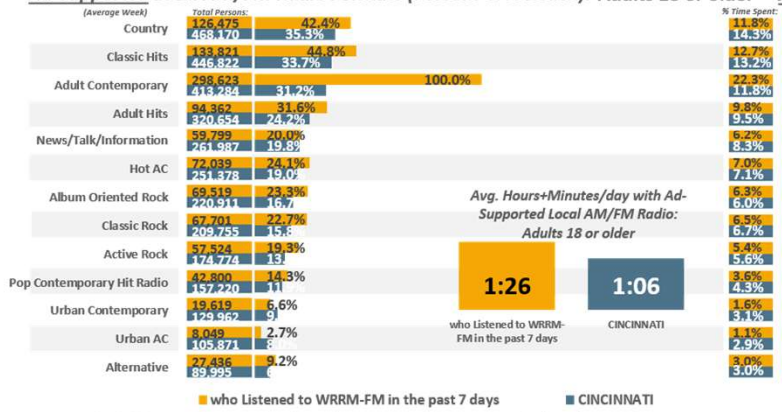
## *Local AM/FM Radio Formats (Persons & % Reach):* Adults 18 or older



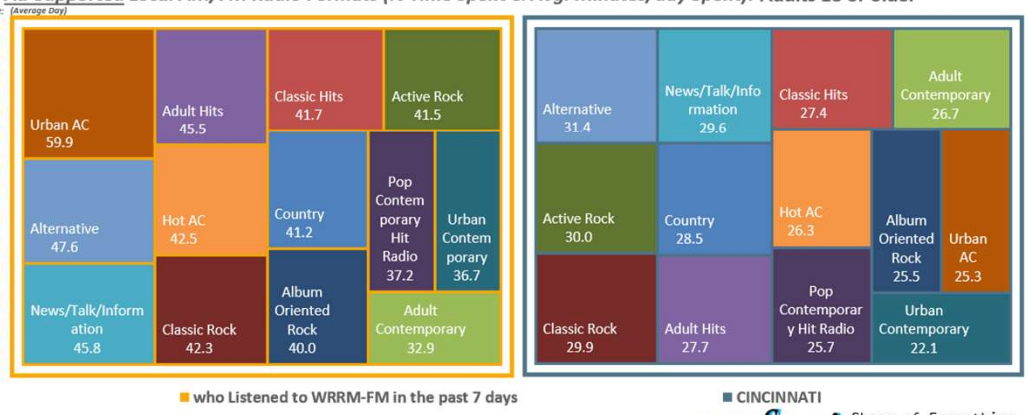

## *Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




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




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




CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab 274

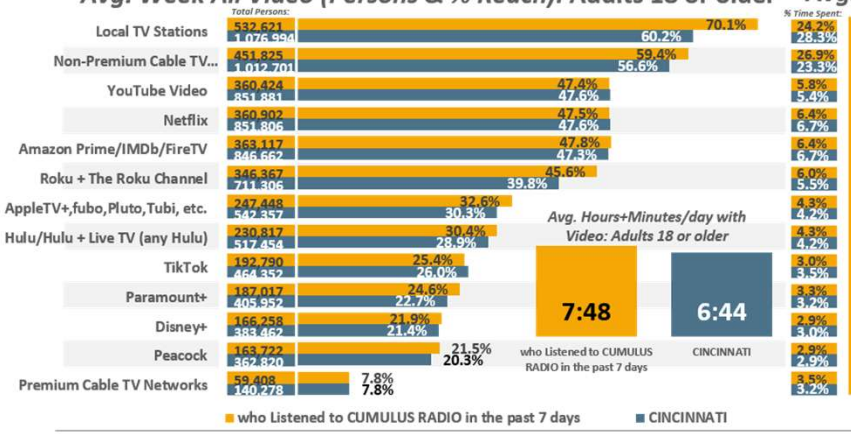
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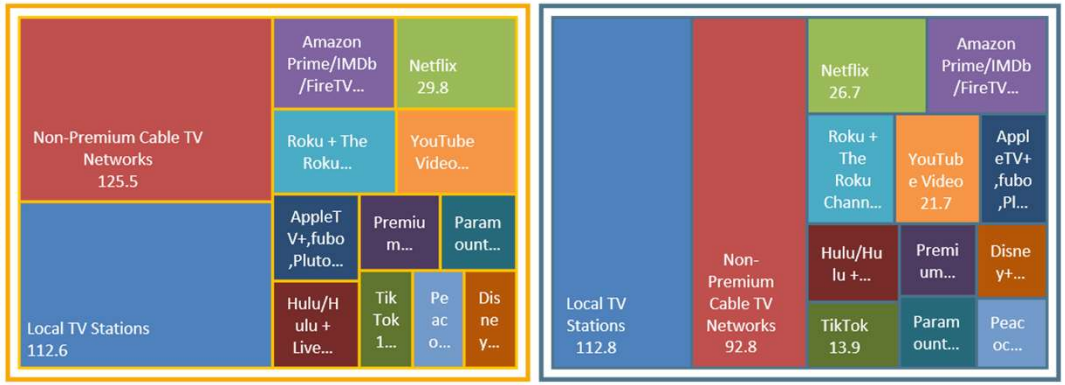
Radio Stations: WRRM-FM

525,863 or 69.2% of Adults 18 or older who Listened to CUMULUS RADIO in the past 7 days watch Ad-Supported Local TV Stations for an average of 107. minutes every day representing 28.3% of all time spent daily with Ad-Supported Video.

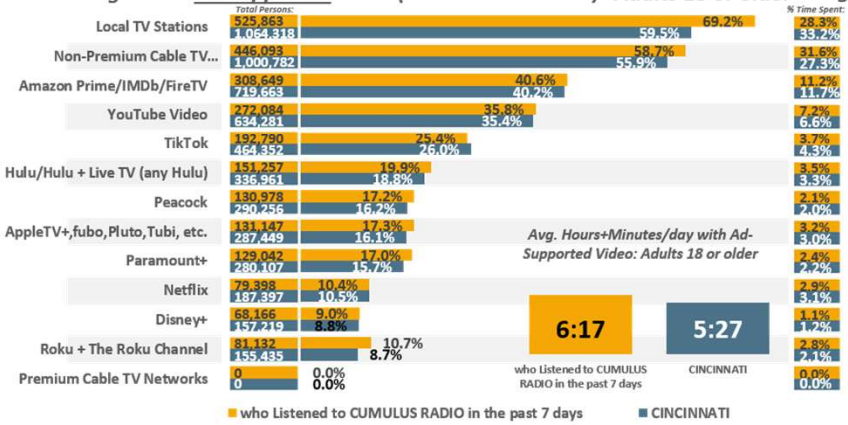
## *Avg. Week All Video (Persons & % Reach):* Adults 18 or older



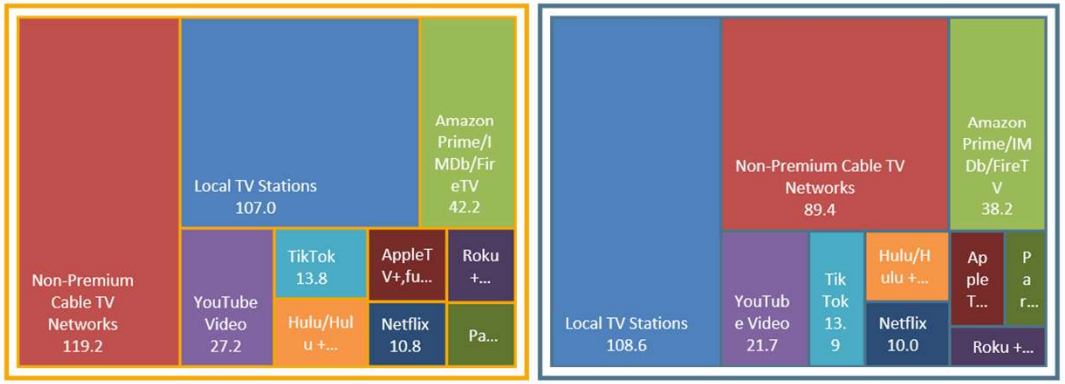

## *Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




## *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




*CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab 774*

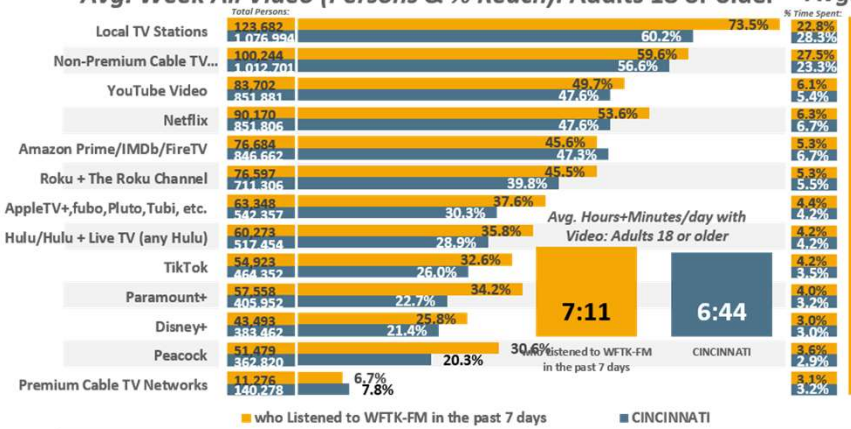
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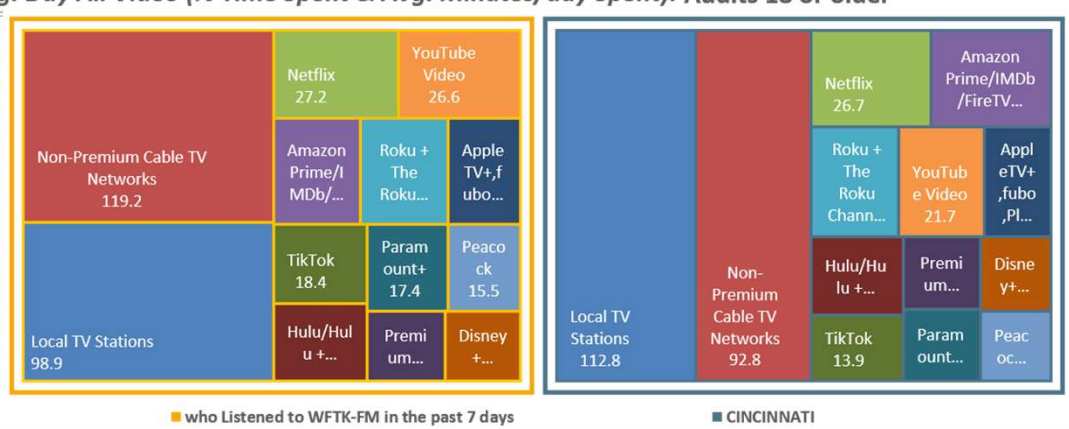
*(Radio Stations: WFTK-FM OR Radio Stations: WGRR-FM OR Radio Stations: WNNF-FM OR Radio Stations: WOFX-FM OR Radio Stations: WRRM-FM)*

121,623 or 72.3% of Adults 18 or older who Listened to WFTK-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 92.2 minutes every day representing 26.5% of all time spent daily with Ad-Supported Video.

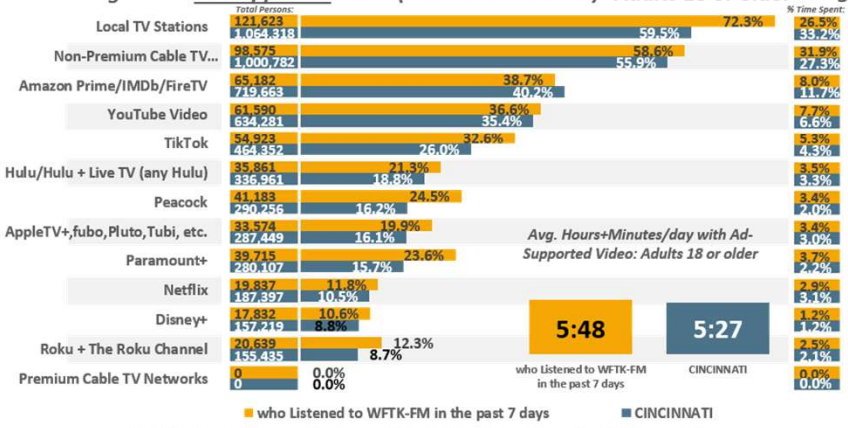
## *Avg. Week All Video (Persons & % Reach):* Adults 18 or older



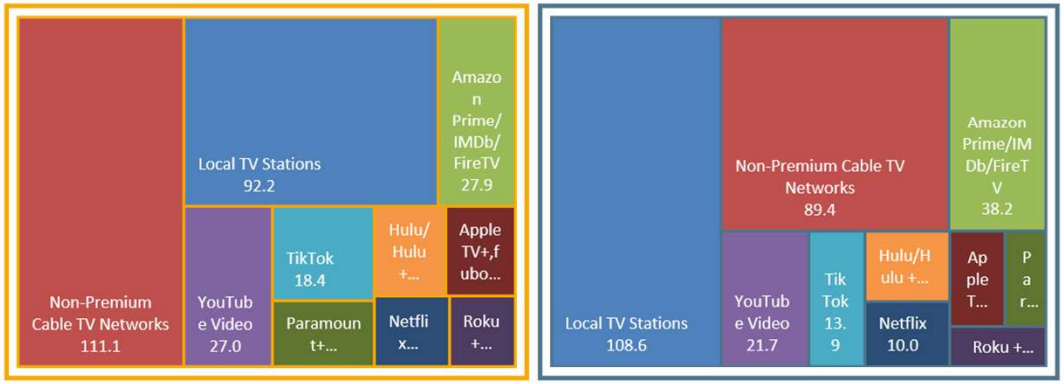

## *Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




## *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




*CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab 163*

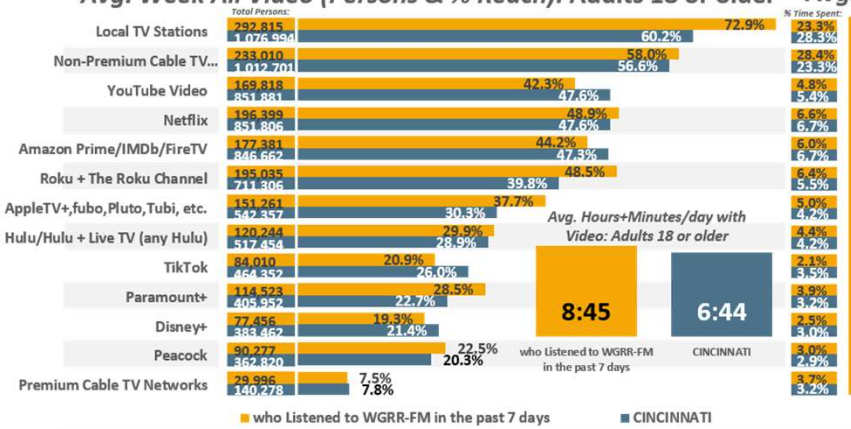
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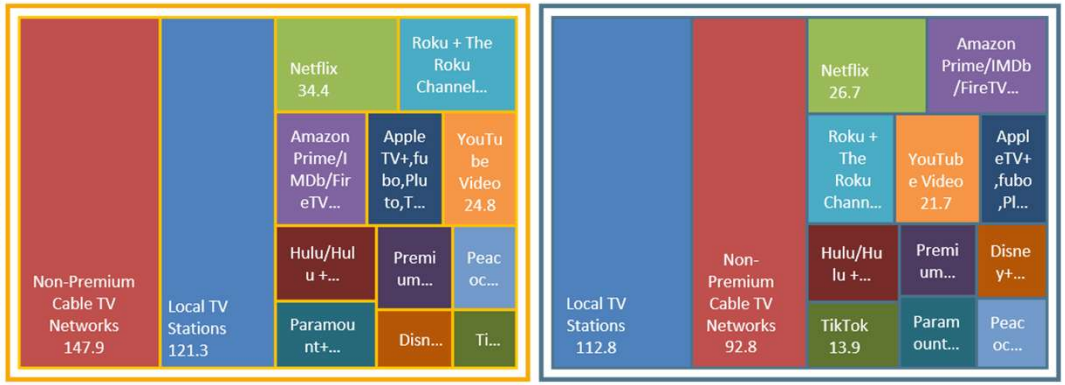
*Radio Stations: WFTK-FM*

289,636 or 72.1% of Adults 18 or older who Listened to WGRR-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 115.1 minutes every day representing 27.3% of all time spent daily with Ad-Supported Video.

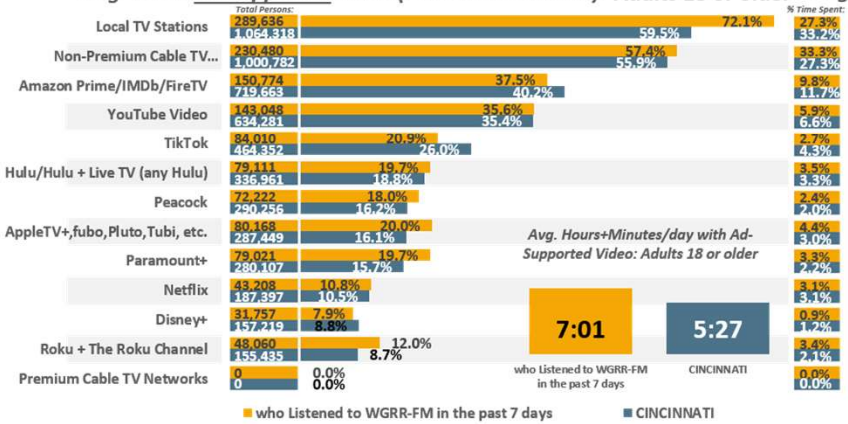
## *Avg. Week All Video (Persons & % Reach):* Adults 18 or older



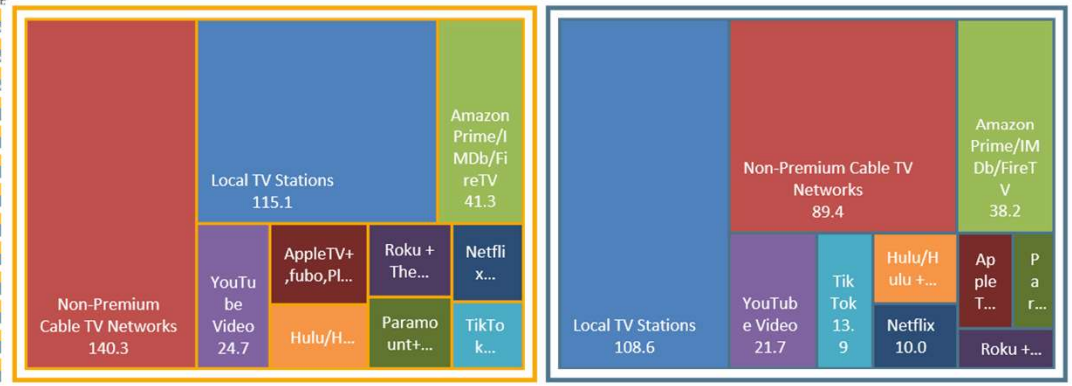

## *Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




## *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




*CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab 425*

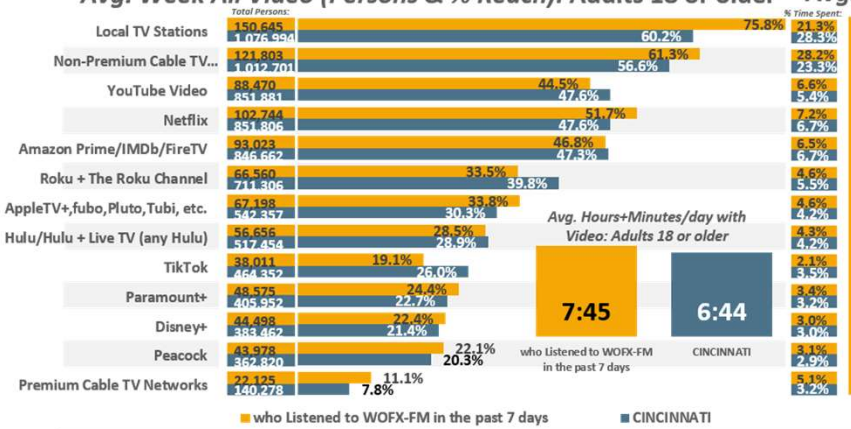
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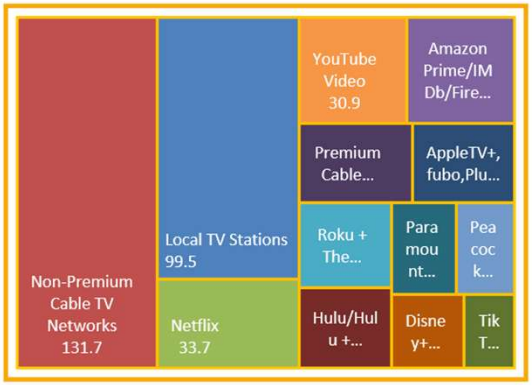
*Radio Stations: WGRR-FM*

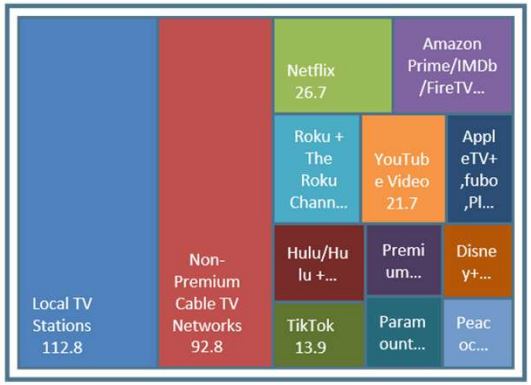
148,610 or 74.8% of Adults 18 or older who Listened to WOFX-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 92.6 minutes every day representing 24.8% of all time spent daily with Ad-Supported Video.

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

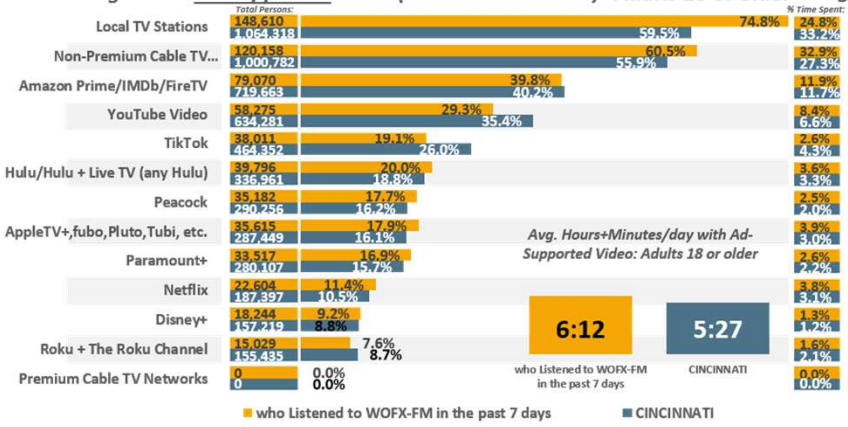



## *Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older

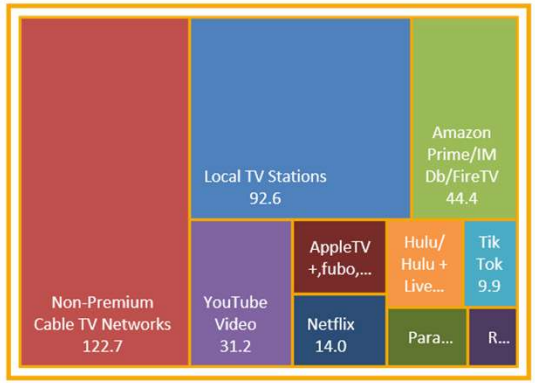


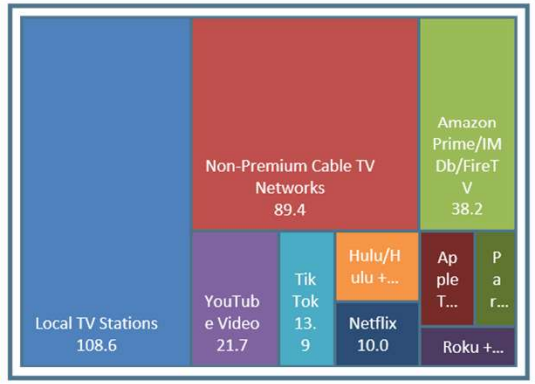




## *Avg. Week Ad-Supported Video (Persons & % Reach):* Adults 18 or older




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




CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab 213

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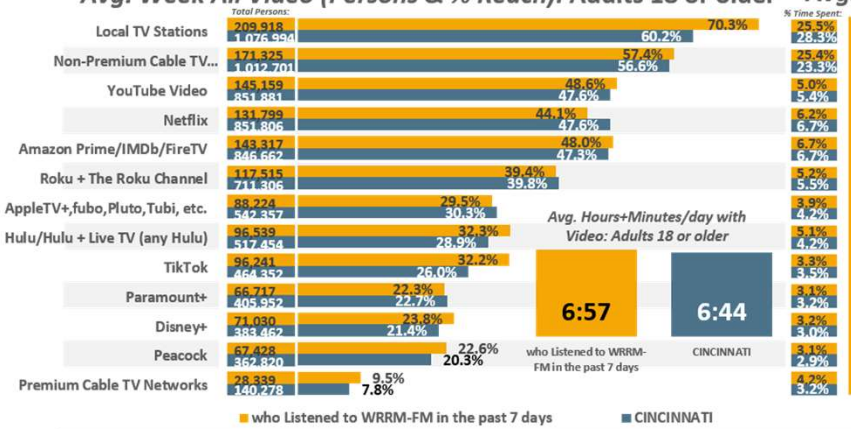
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Radio Stations: WOFX-FM

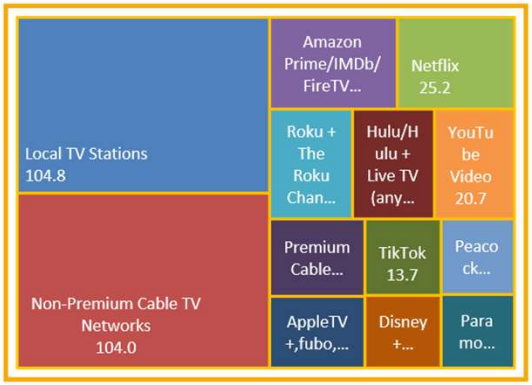
Warm98.5
80s. 90s. Now.

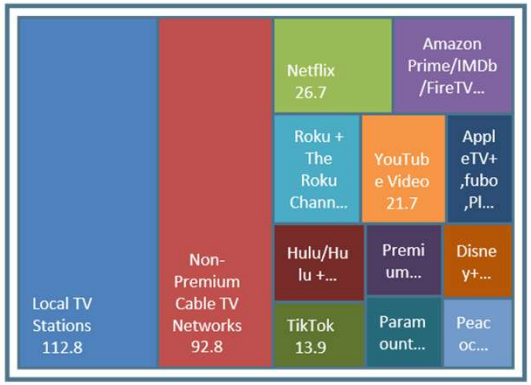
207,060 or 69.3% of Adults 18 or older who Listened to WRRM-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 99.9 minutes every day representing 29.3% of all time spent daily with Ad-Supported Video.

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

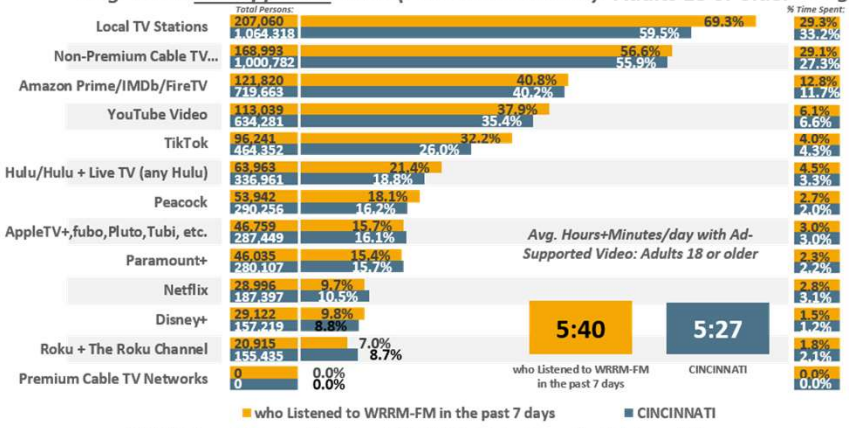



## *Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older

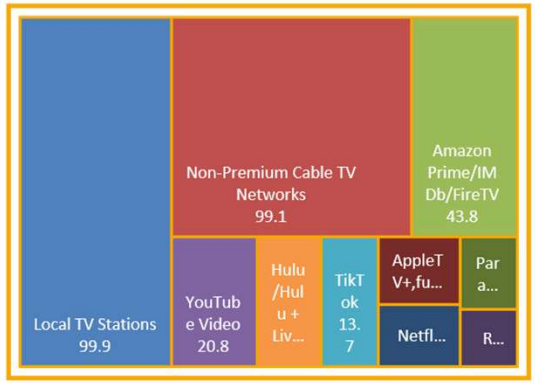


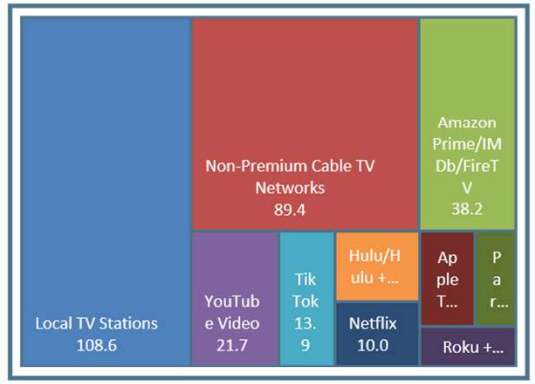




## *Avg. Week Ad-Supported Video (Persons & % Reach):* Adults 18 or older




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



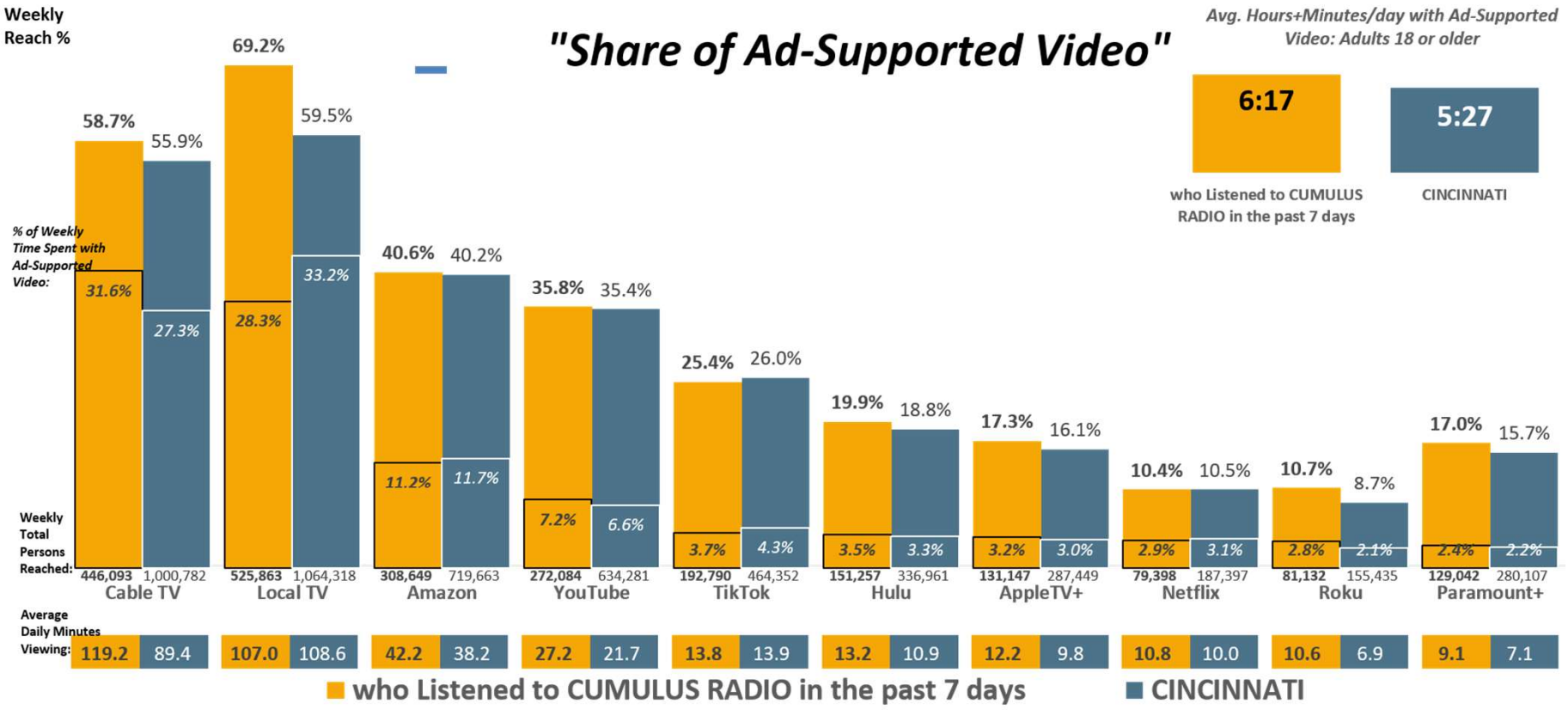

CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab 274

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Radio Stations: WRRM-FM

525,863 or 69.2% of Adults 18 or older who Listened to CUMULUS RADIO in the past 7 days watch Ad-Supported Local TV Stations for an average of 107. minutes every day representing 28.3% of all time spent daily with Ad-Supported Video.



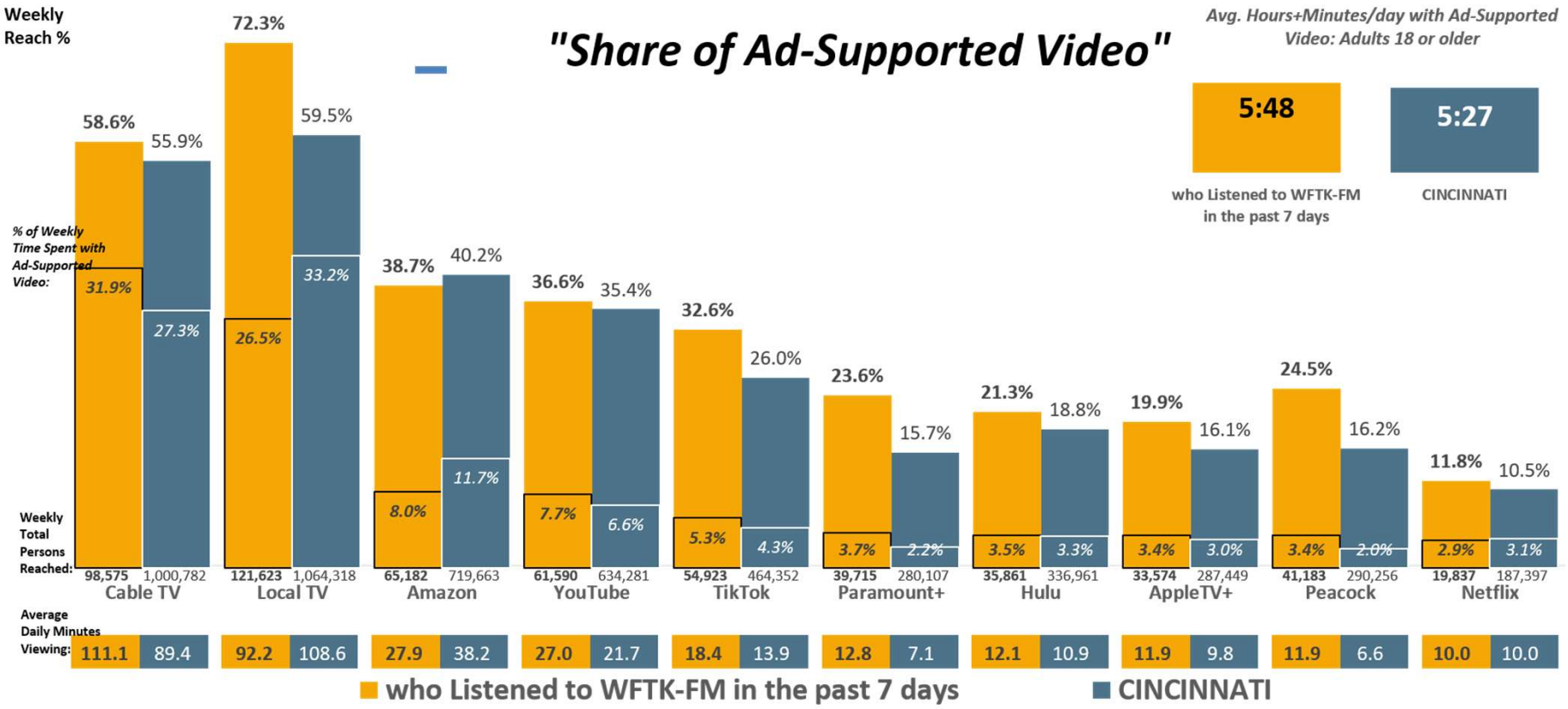

CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab 774 CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab 1,753

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(Radio Stations: WFTK-FM OR Radio Stations: WGRR-FM OR Radio Stations: WNNF-FM OR Radio Stations: WOFX-FM OR Radio Stations: WRRM-FM)

121,623 or 72.3% of Adults 18 or older who Listened to WFTK-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 92.2 minutes every day representing 26.5% of all time spent daily with Ad-Supported Video.



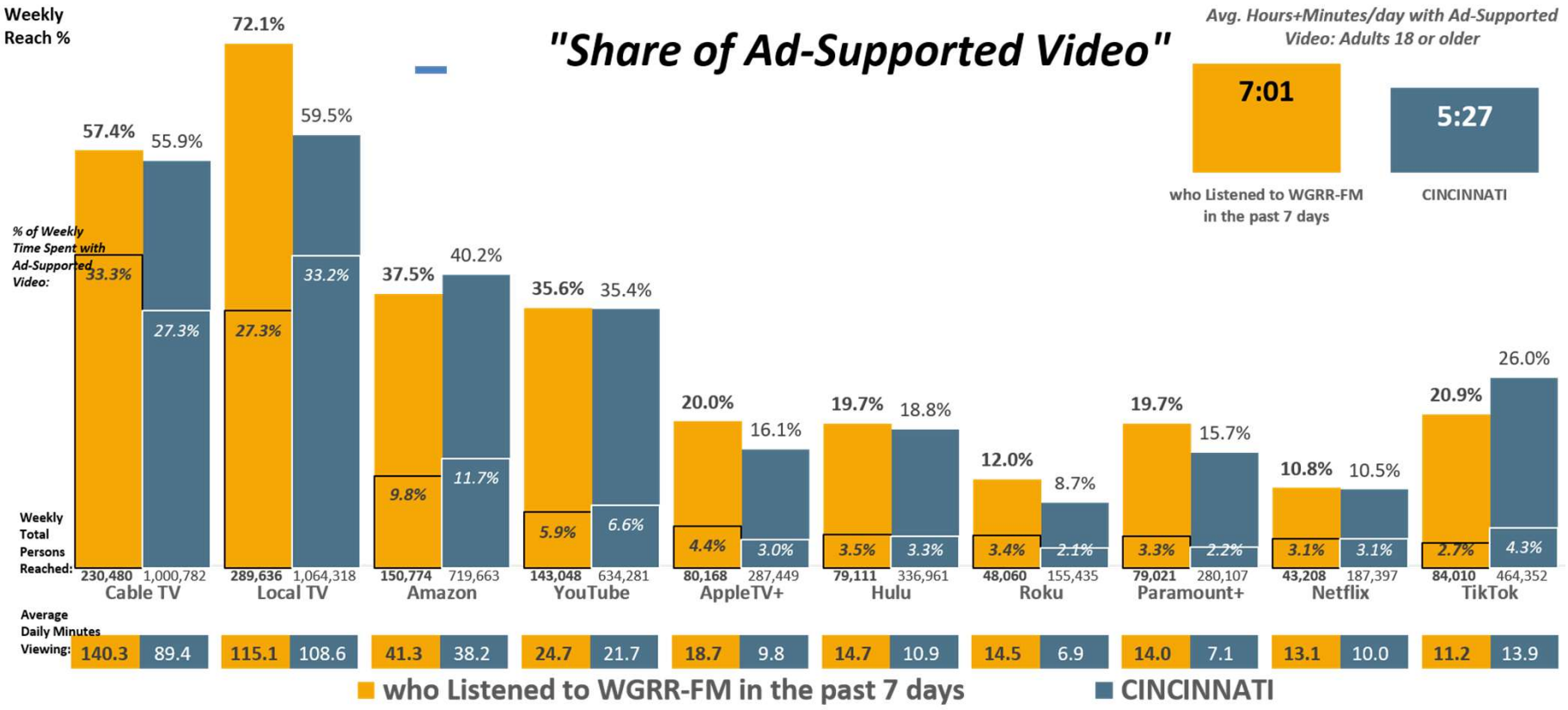

CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab 163 CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab 1,753

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Radio Stations: WFTK-FM

289,636 or 72.1% of Adults 18 or older who Listened to WGRR-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 115.1 minutes every day representing 27.3% of all time spent daily with Ad-Supported Video.

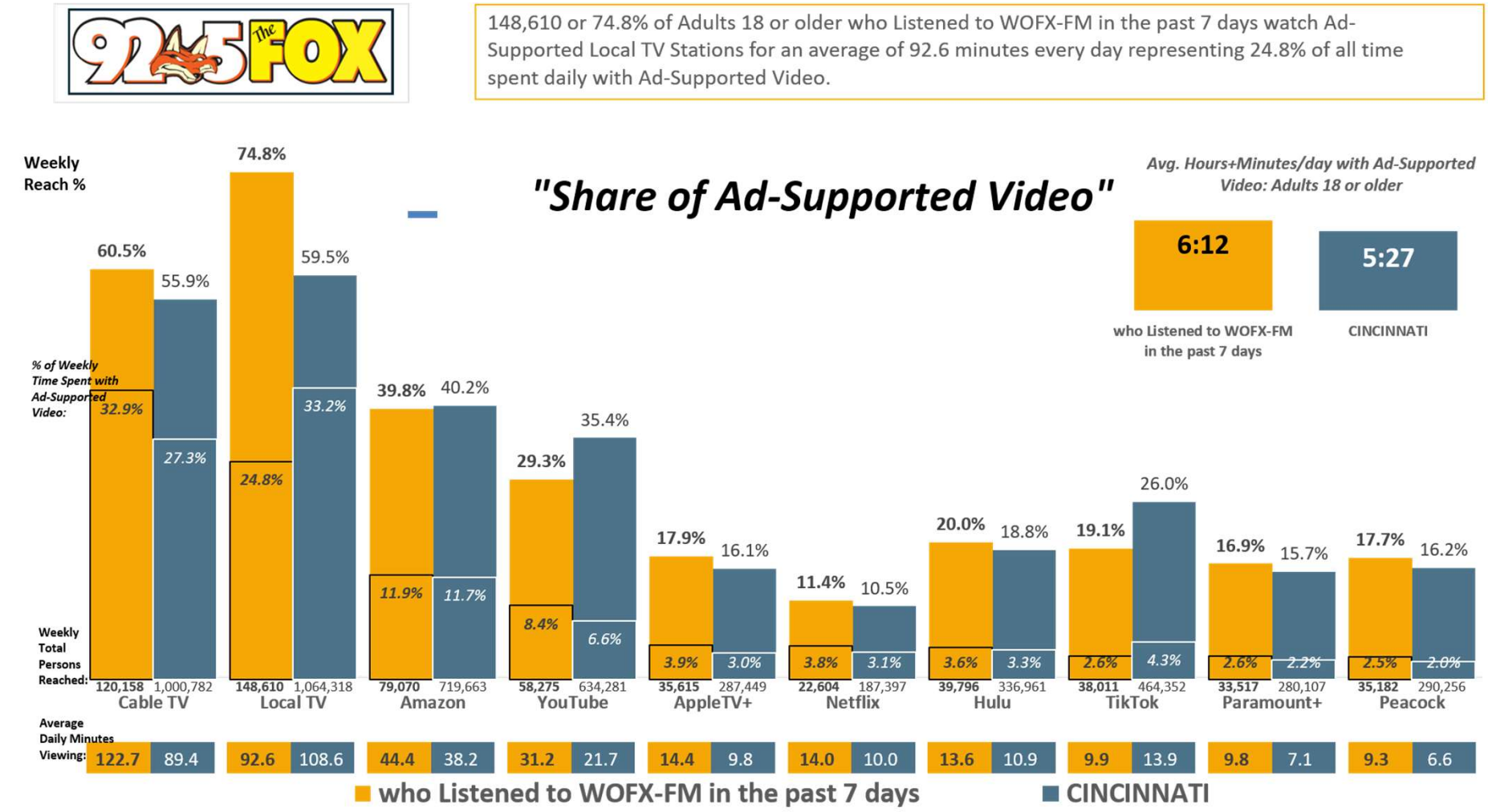



CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab 425 CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab 1,753

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Radio Stations: WGRR-FM




CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab 213 CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab 1,753

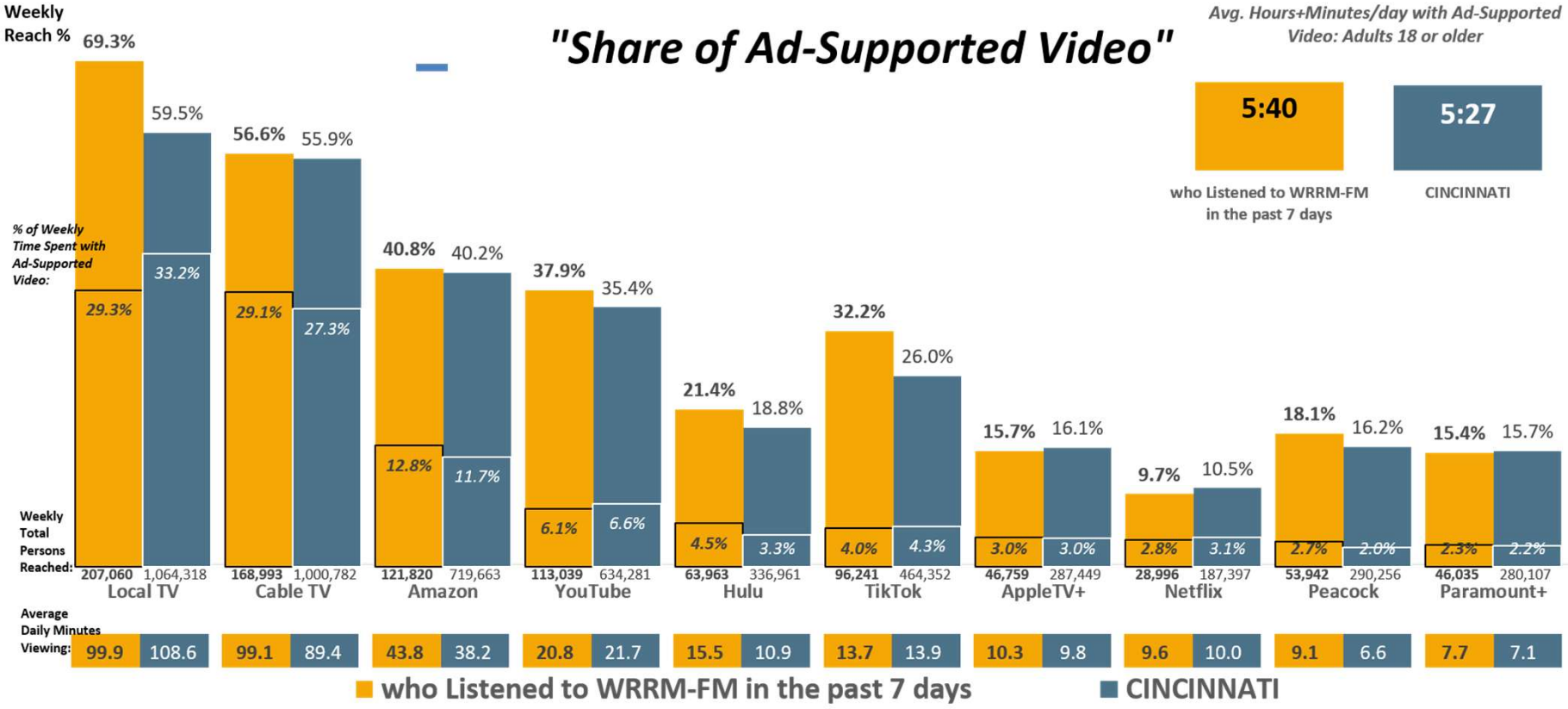
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Radio Stations: WOFX-FM

Warm98.5
80s. 90s. Now.

207,060 or 69.3% of Adults 18 or older who Listened to WRRM-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 99.9 minutes every day representing 29.3% of all time spent daily with Ad-Supported Video.




CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab 274 CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab 1,753

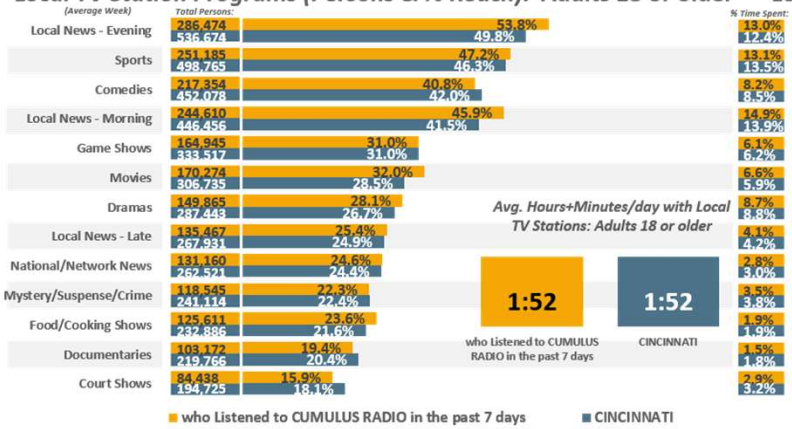
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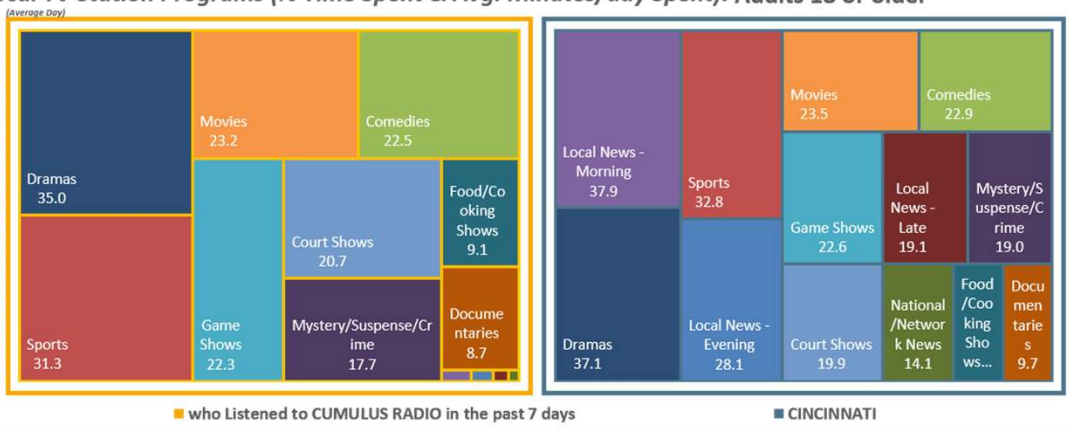
Radio Stations: WRRM-FM

525,863 or 69.2% of Adults 18 or older who Listened to CUMULUS RADIO in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Local News - Morning, Comedies, Movies, and Game Shows.

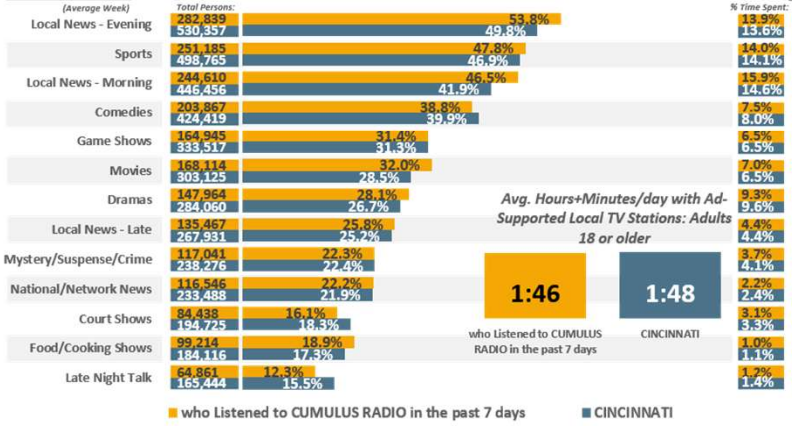
## *Local TV Station Programs (Persons & % Reach):* Adults 18 or older



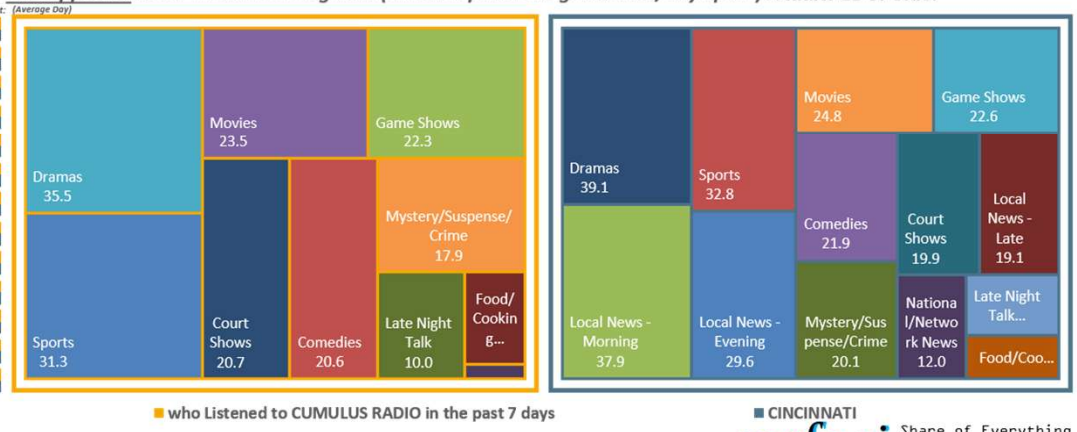

## *Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




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




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




CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab 774

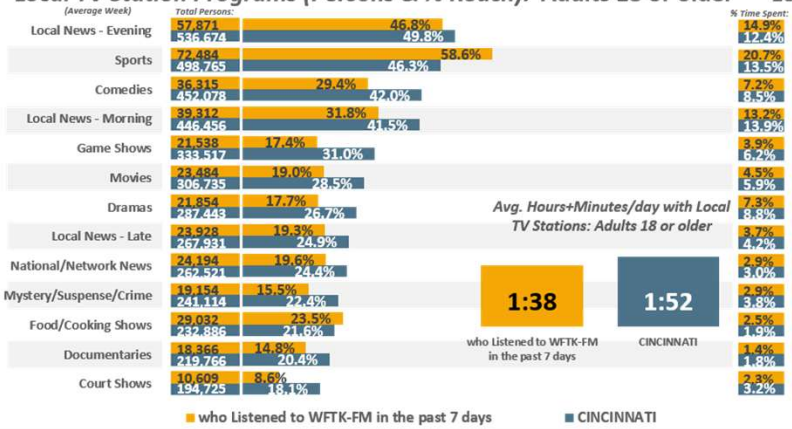
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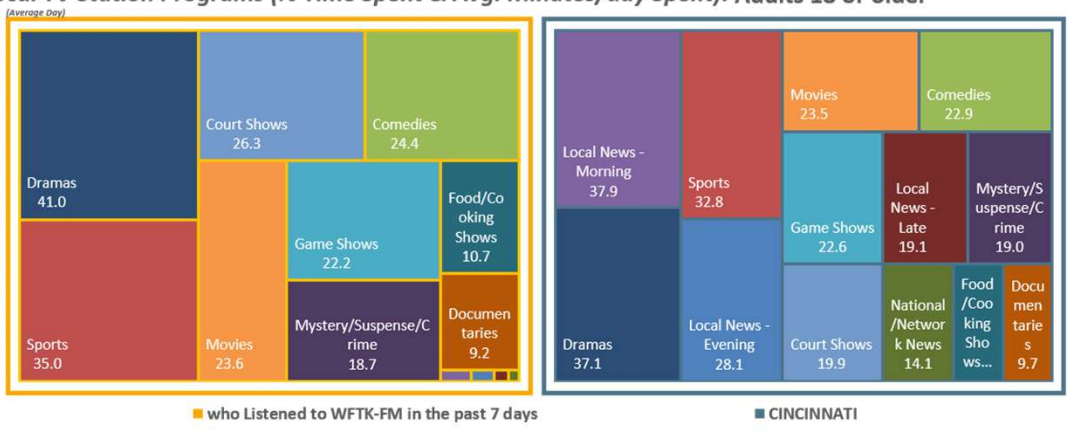
(Radio Stations: WFTK-FM OR Radio Stations: WGRR-FM OR Radio Stations: WNNF-FM OR Radio Stations: WOFX-FM OR Radio Stations: WRRM-FM)

121,623 or 72.3% of Adults 18 or older who Listened to WFTK-FM in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Comedies, Local News - Late, and Movies.

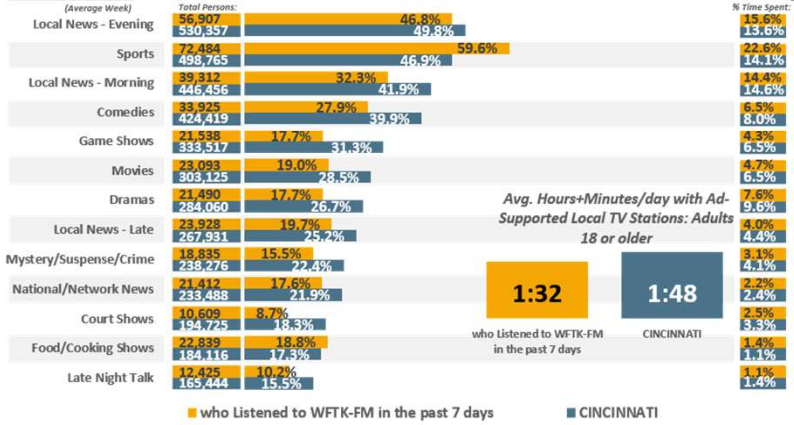
## *Local TV Station Programs (Persons & % Reach):* Adults 18 or older



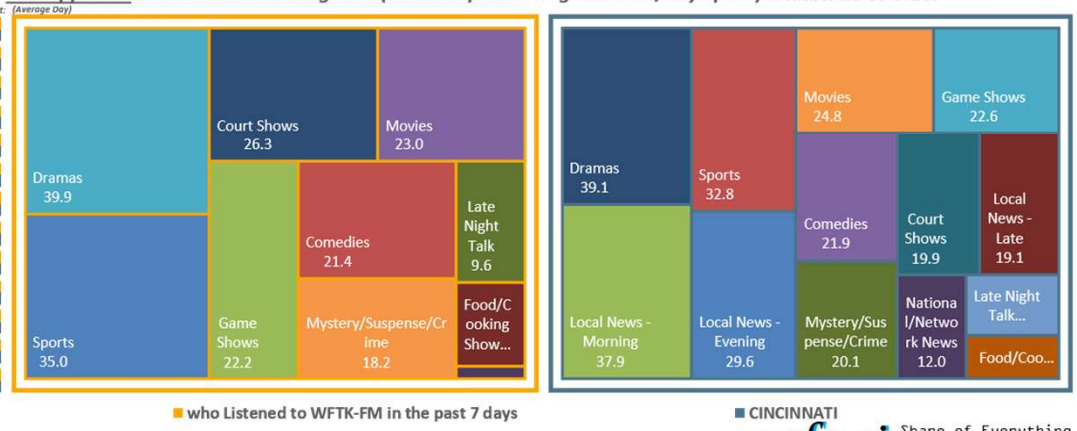

## *Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




## *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




CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab 163

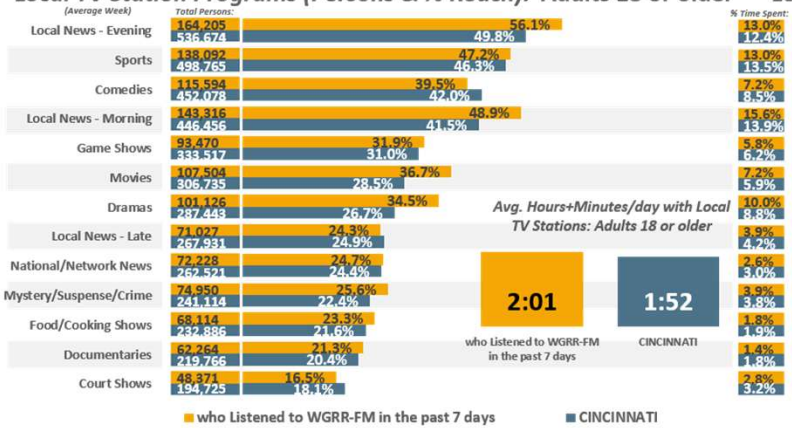
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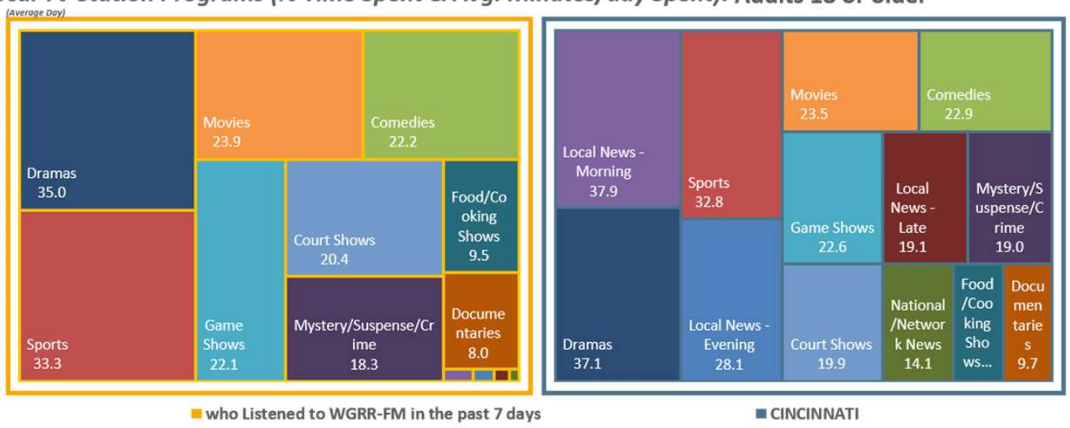
Radio Stations: WFTK-FM

289,636 or 72.1% of Adults 18 or older who Listened to WGRR-FM in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Local News - Morning, Sports, Comedies, Movies, and Dramas.

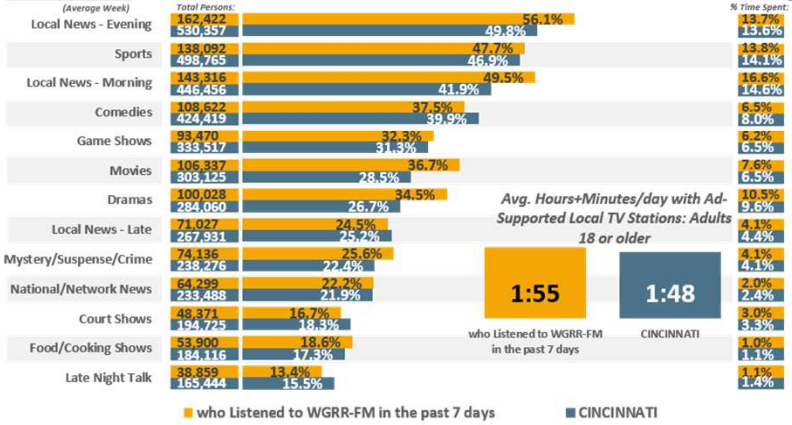
## *Local TV Station Programs (Persons & % Reach):* Adults 18 or older



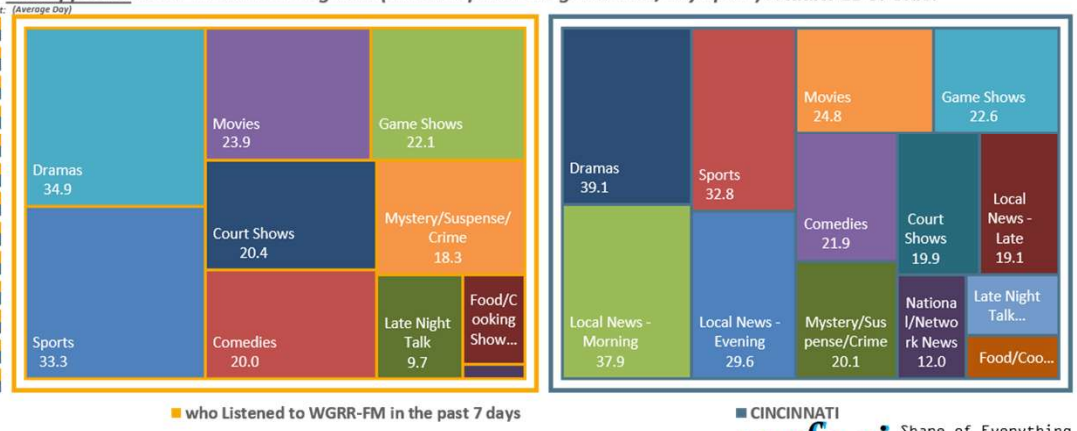

## *Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




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




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




*CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab 425*

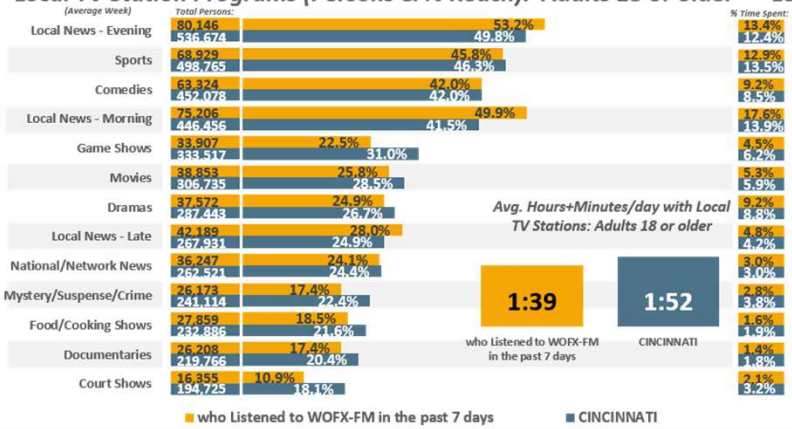
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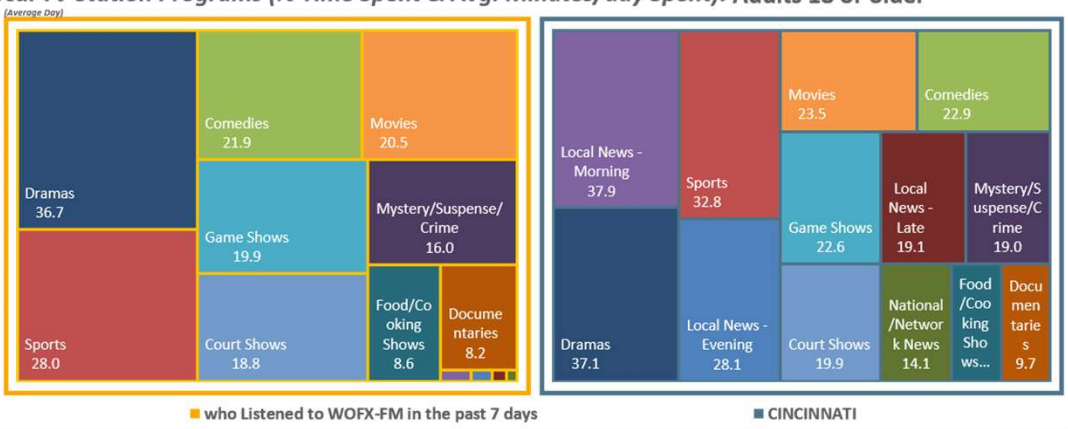
*Radio Stations: WGRR-FM*

148,610 or 74.8% of Adults 18 or older who Listened to WOFX-FM in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Local News - Morning, Sports, Comedies, Local News - Late, and Movies.

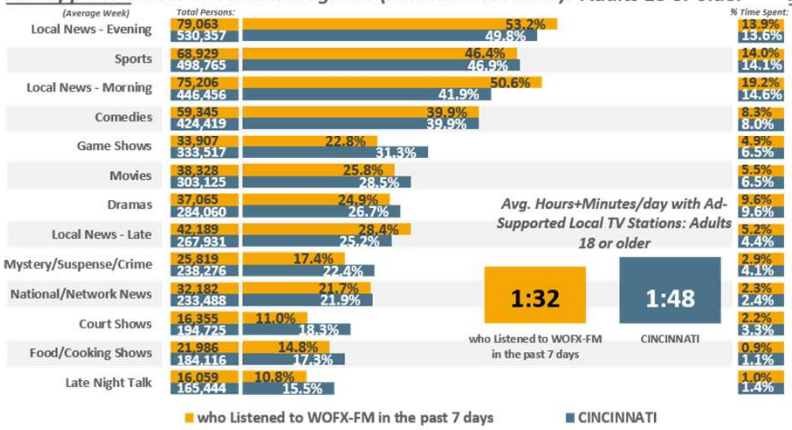
## *Local TV Station Programs (Persons & % Reach):* Adults 18 or older



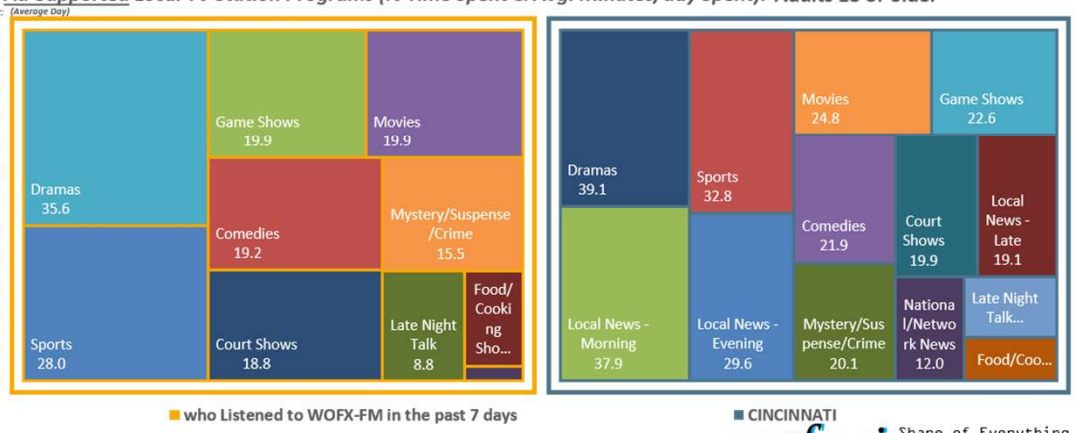

## *Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




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




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




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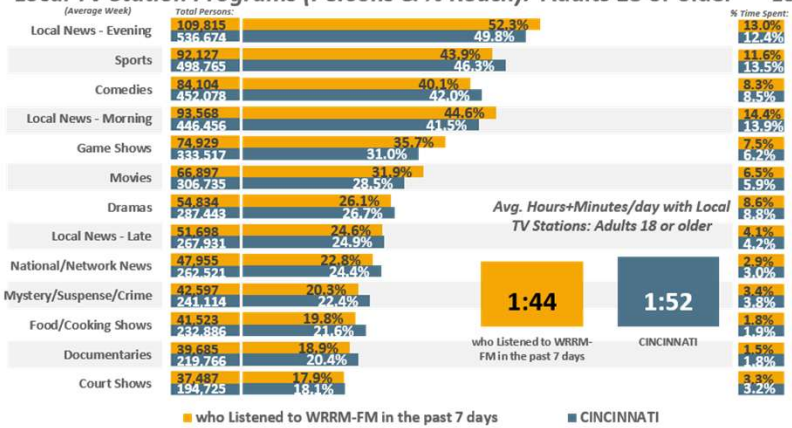
*CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab 213*

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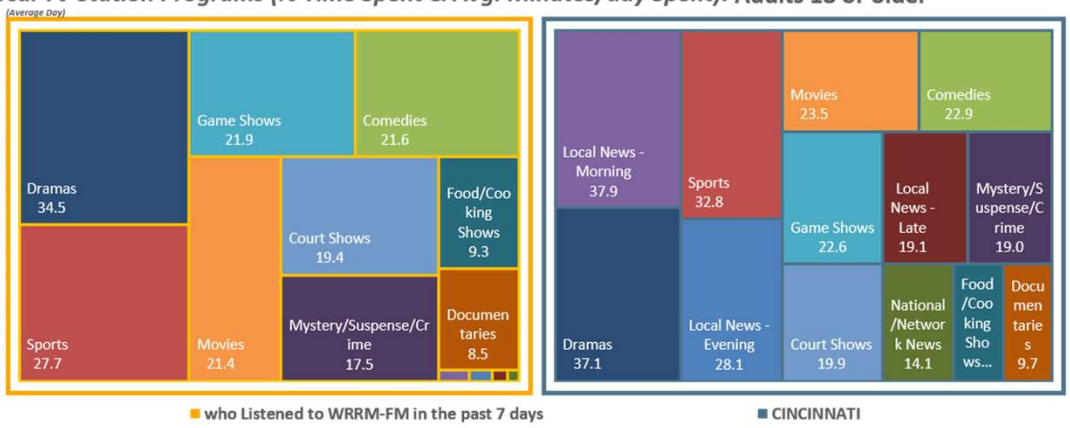
*Radio Stations: WOFX-FM*

207,060 or 69.3% of Adults 18 or older who Listened to WRRM-FM in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Local News - Morning, Sports, Comedies, Game Shows, and Movies.

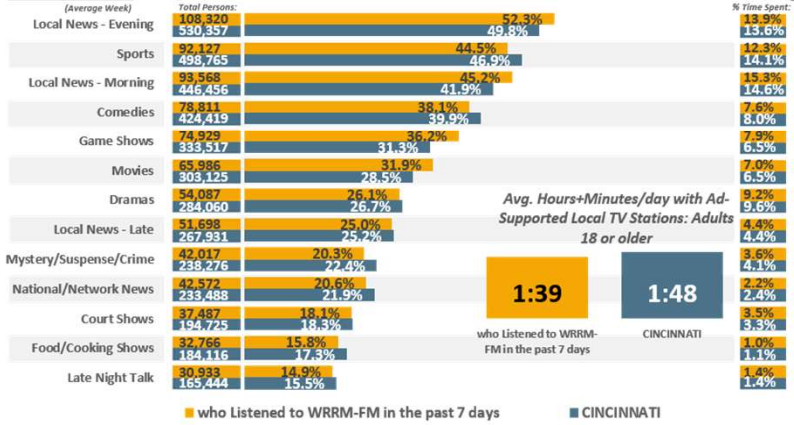
## *Local TV Station Programs (Persons & % Reach):* Adults 18 or older



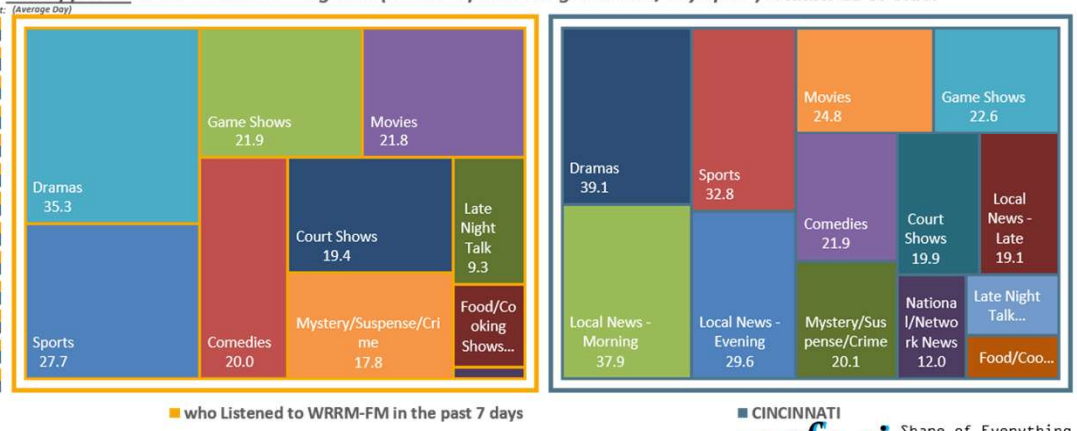

## *Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




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




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




CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab 274

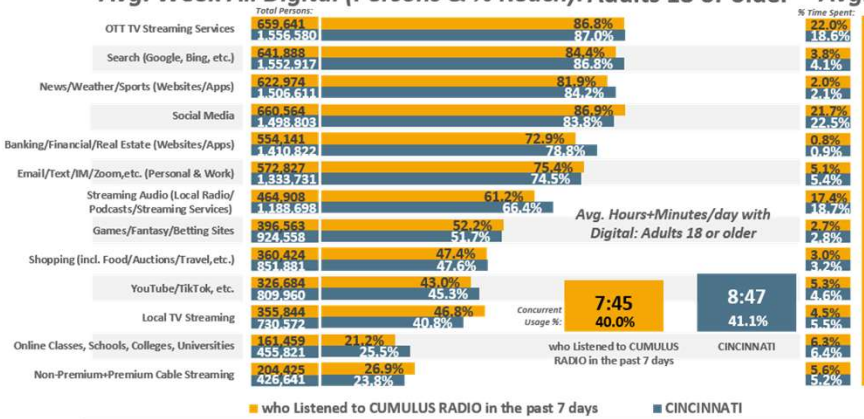
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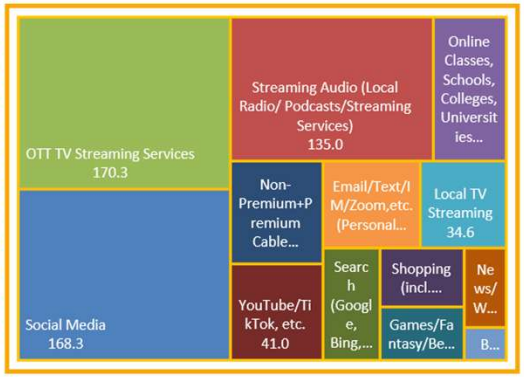
Radio Stations: WRRM-FM

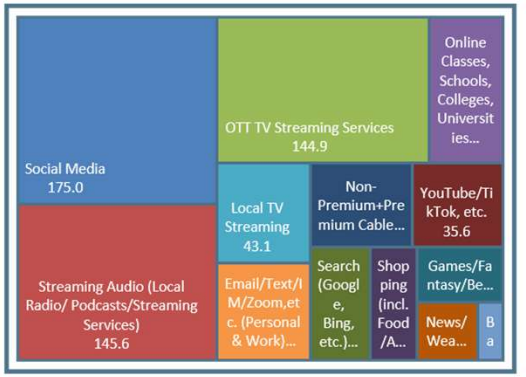
596,220 or 78.4% of Adults 18 or older who Listened to CUMULUS RADIO in the past 7 days use Ad-Supported Social Media for an average of 151.9 minutes every day representing 27.7% of all time spent daily with Ad-Supported Digital Media.

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

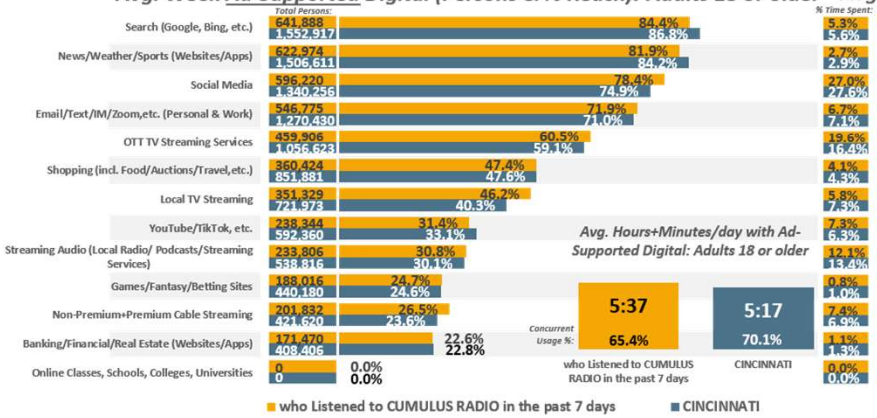



## *Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older

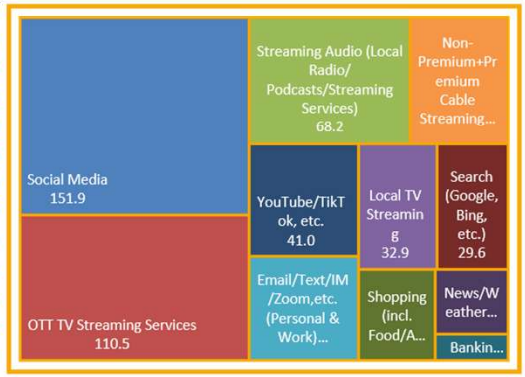


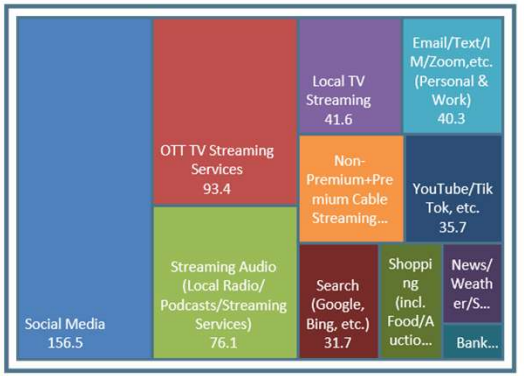




## *Avg. Week Ad-Supported Digital (Persons & % Reach):* Adults 18 or older




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




*CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab 774*

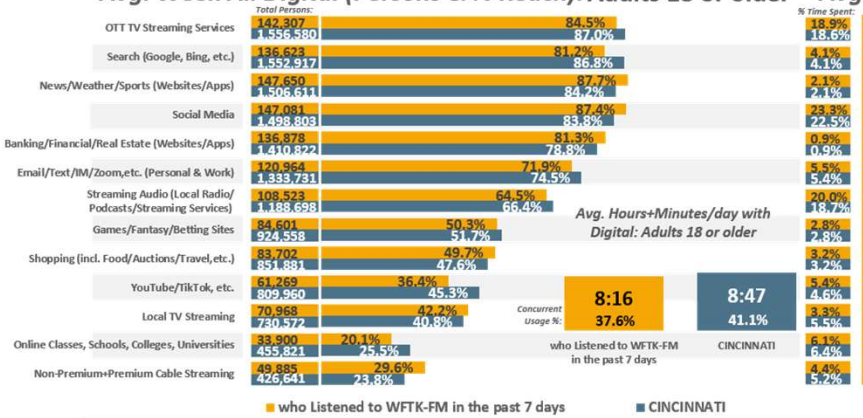
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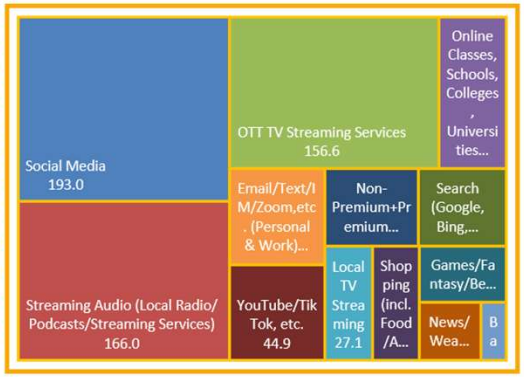
*(Radio Stations: WFTK-FM OR Radio Stations: WGRR-FM OR Radio Stations: WNNF-FM OR Radio Stations: WOFX-FM OR Radio Stations: WRRM-FM)*

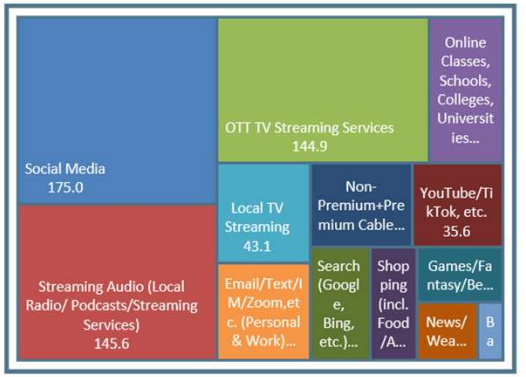
132,459 or 78.7% of Adults 18 or older who Listened to WFTK-FM in the past 7 days use Ad-Supported Social Media for an average of 173.8 minutes every day representing 29.8% of all time spent daily with Ad-Supported Digital Media.

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

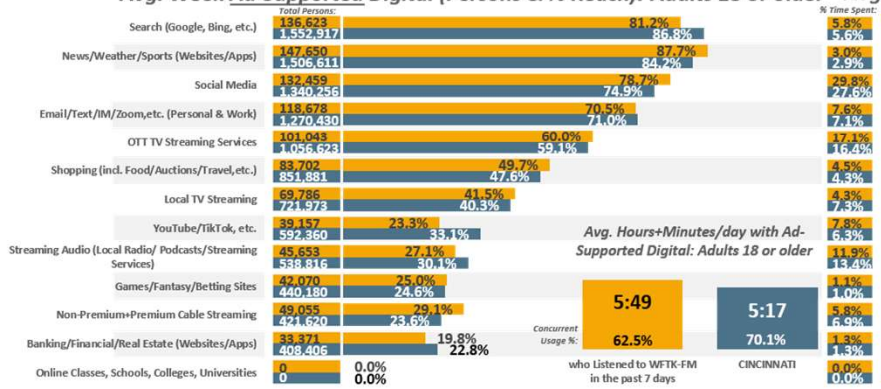



## *Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older

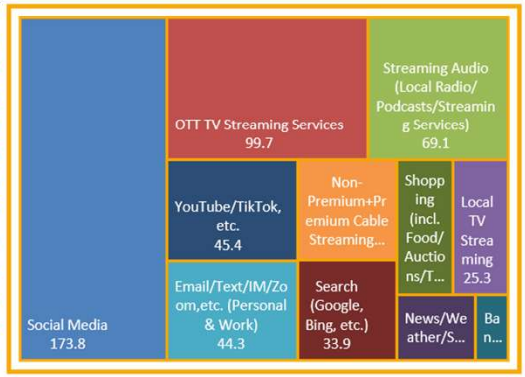


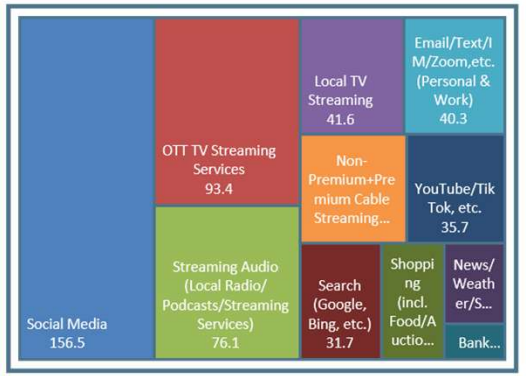




## *Avg. Week Ad-Supported Digital (Persons & % Reach):* Adults 18 or older




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




CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab 163

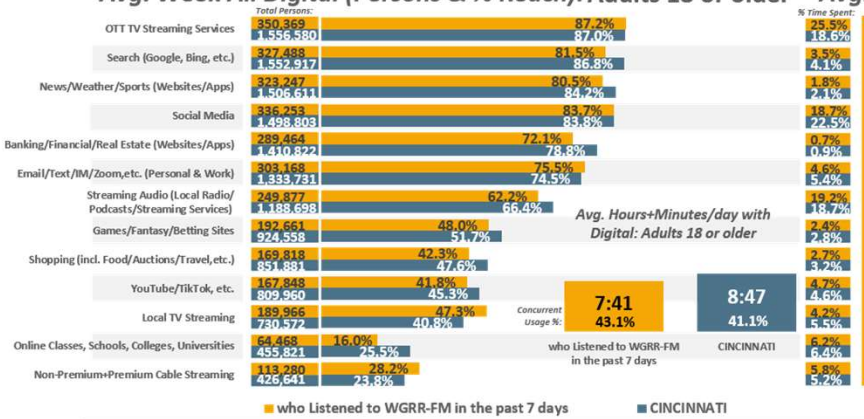
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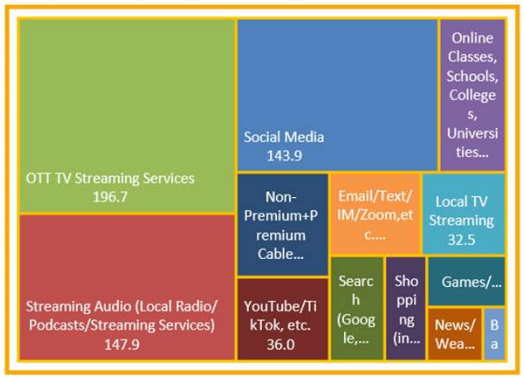
Radio Stations: WFTK-FM

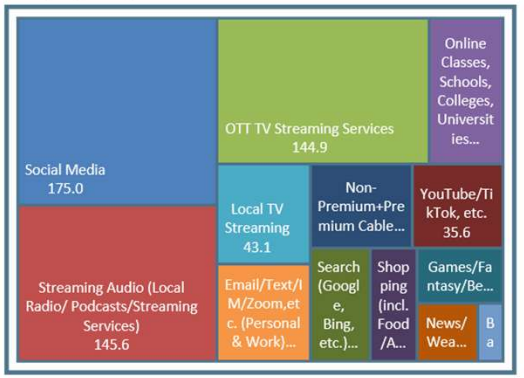
308,982 or 76.9% of Adults 18 or older who Listened to WGRR-FM in the past 7 days use Ad-Supported Social Media for an average of 132.2 minutes every day representing 23.8% of all time spent daily with Ad-Supported Digital Media.

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

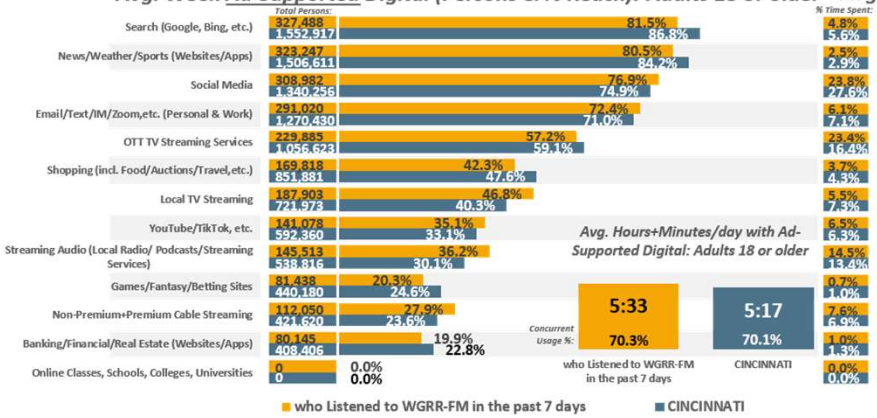



## *Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older

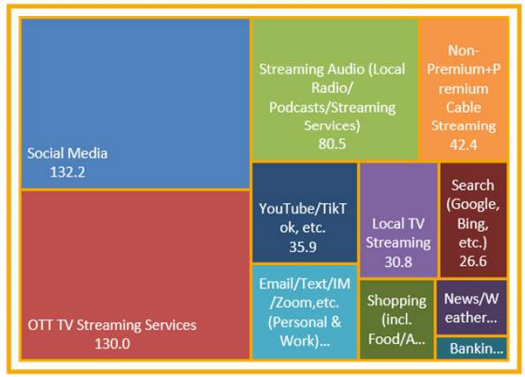


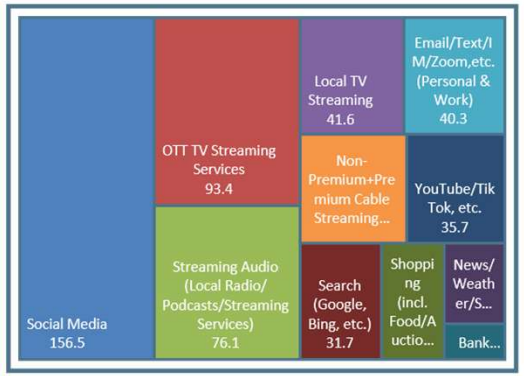




## *Avg. Week Ad-Supported Digital (Persons & % Reach):* Adults 18 or older




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




CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab 425

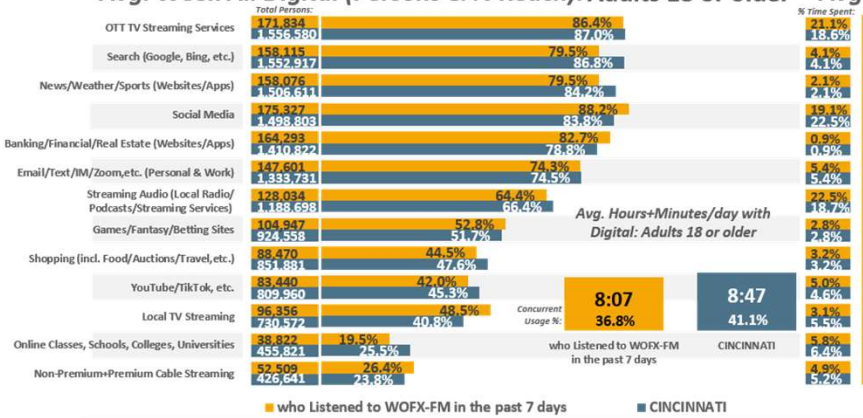
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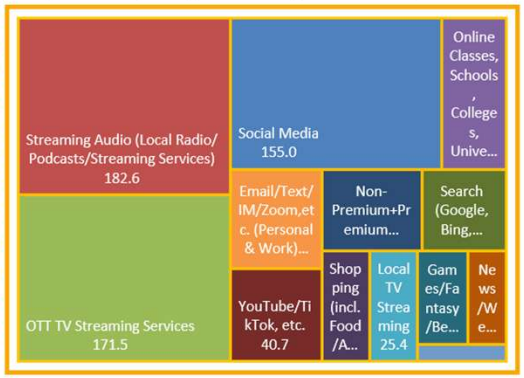
*Radio Stations: WGRR-FM*

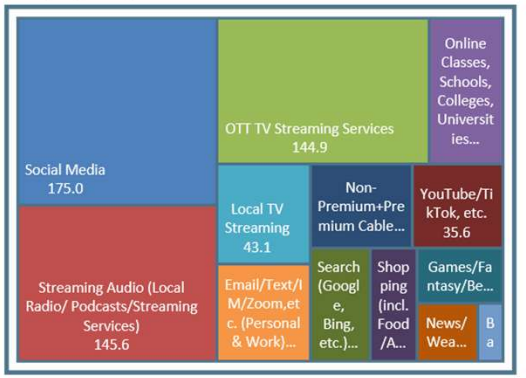
160,271 or 80.6% of Adults 18 or older who Listened to WOFX-FM in the past 7 days use Ad-Supported Social Media for an average of 141.7 minutes every day representing 24.4% of all time spent daily with Ad-Supported Digital Media.

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




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

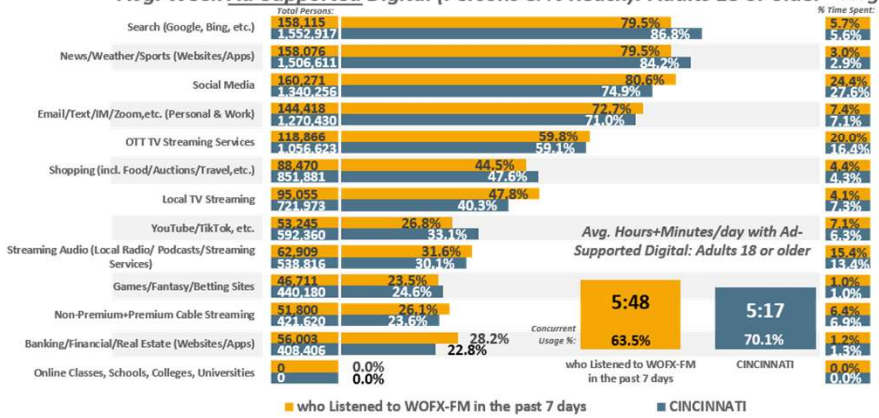


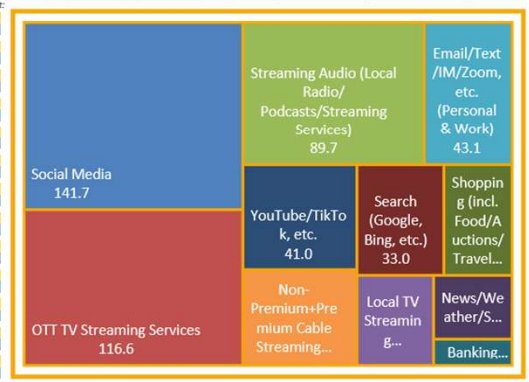

who Listened to WOFX-FM in the past 7 days ■ CINCINNATI

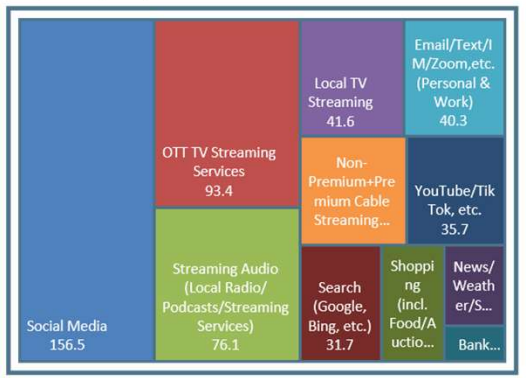
who Listened to WOFX-FM in the past 7 days ■ CINCINNATI

## *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 WOFX-FM in the past 7 days ■ CINCINNATI

*CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab 213*

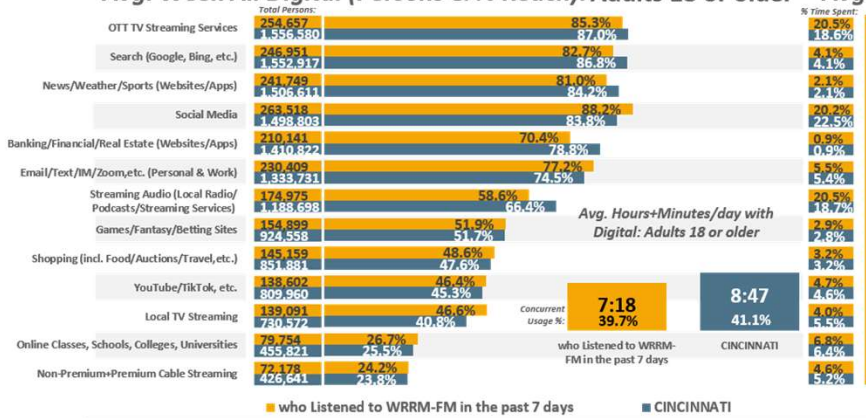
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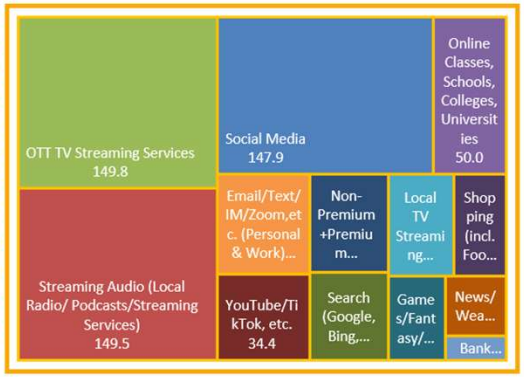
*Radio Stations: WOFX-FM*

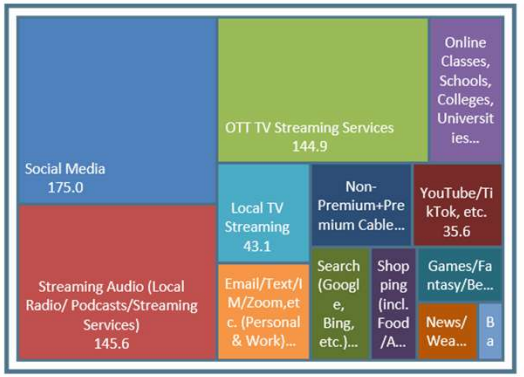
238,922 or 80.% of Adults 18 or older who Listened to WRRM-FM in the past 7 days use Ad-Supported Social Media for an average of 134.1 minutes every day representing 25.1% of all time spent daily with Ad-Supported Digital Media.

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

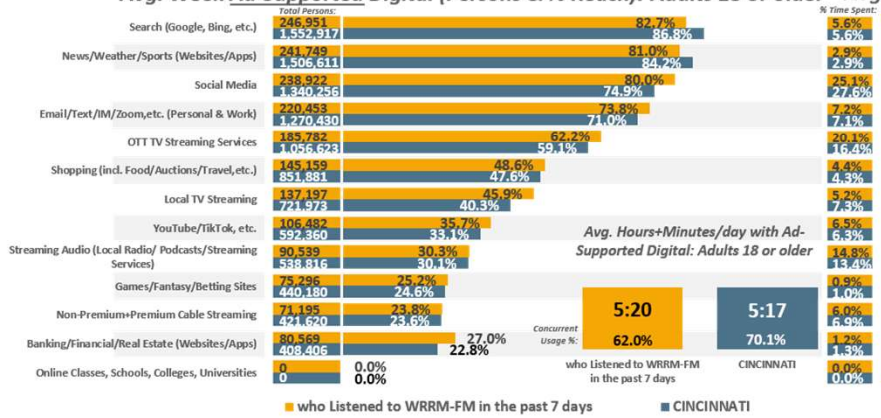



## *Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older

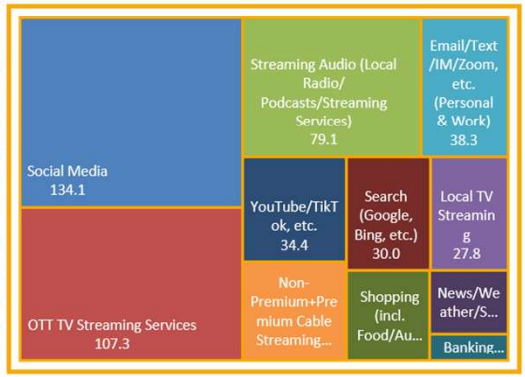


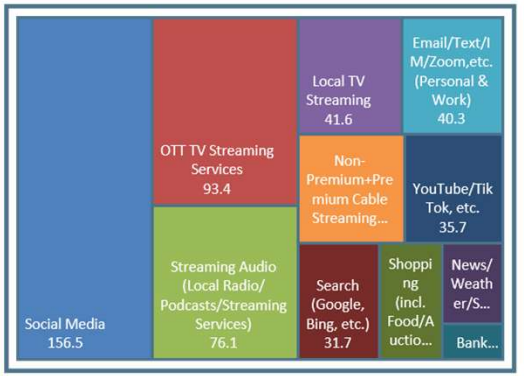




## *Avg. Week Ad-Supported Digital (Persons & % Reach):* Adults 18 or older




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




*CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab 274*

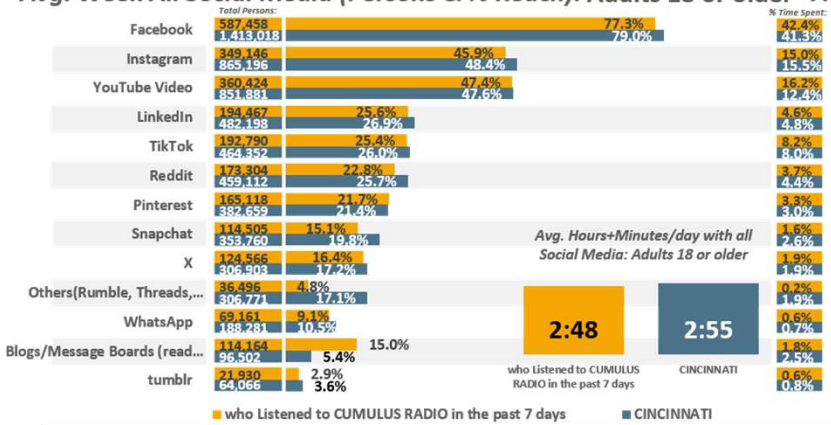
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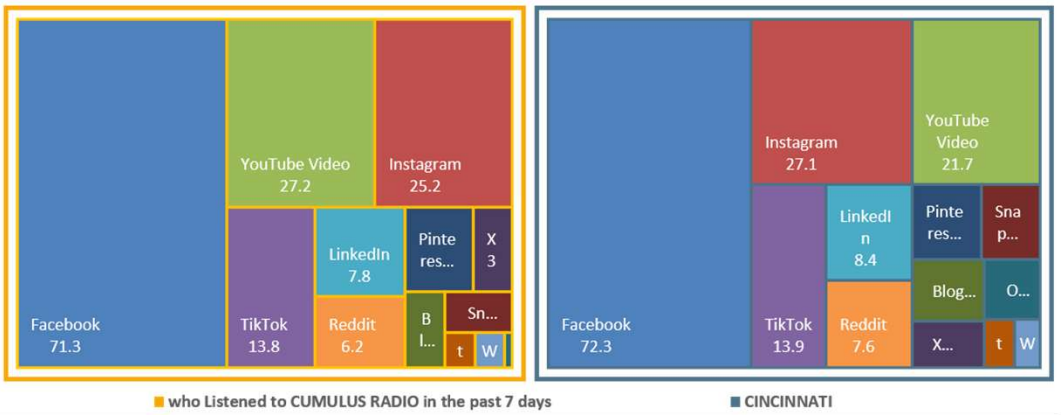
*Radio Stations: WRRM-FM*

587,458 or 77.3% of Adults 18 or older who Listened to CUMULUS RADIO in the past 7 days use Ad-Supported Facebook for an average of 60.4 minutes every day representing 39.8% of all time spent daily with Ad-Supported Social Media.

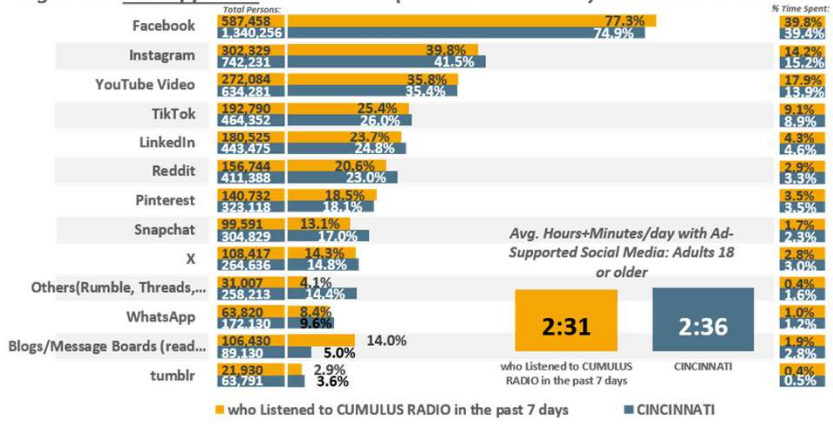
**Avg. Week All Social Media (Persons & % Reach):** Adults 18 or older



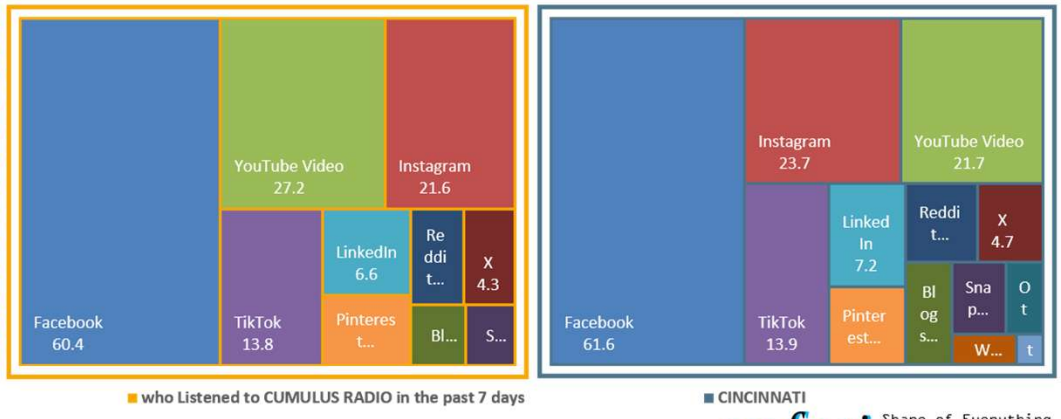

**Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent):** Adults 18 or older




**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




*CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab 774*

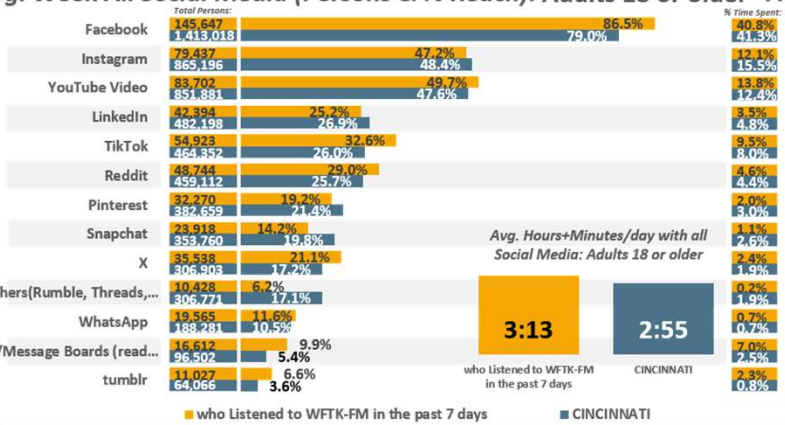
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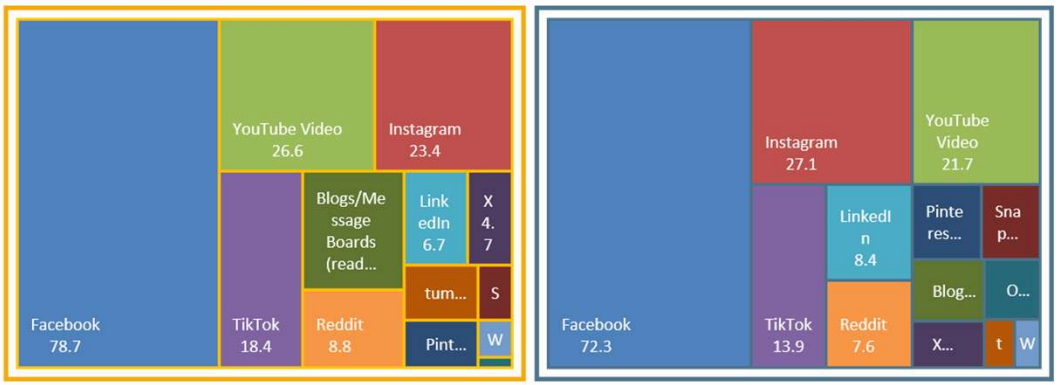
*(Radio Stations: WFTK-FM OR Radio Stations: WGRR-FM OR Radio Stations: WNNF-FM OR Radio Stations: WOFX-FM OR Radio Stations: WRRM-FM)*

132,459 or 78.7% of Adults 18 or older who Listened to WFTK-FM in the past 7 days use Ad-Supported Facebook for an average of 63. minutes every day representing 36.3% of all time spent daily with Ad-Supported Social Media.

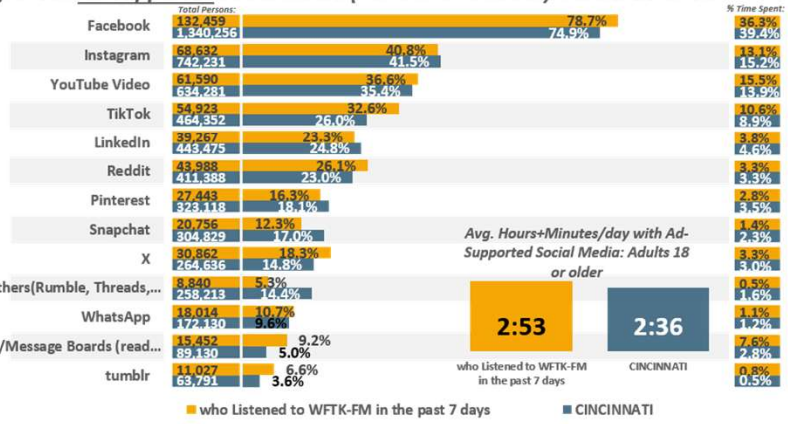
## *Avg. Week All Social Media (Persons & % Reach):* Adults 18 or older



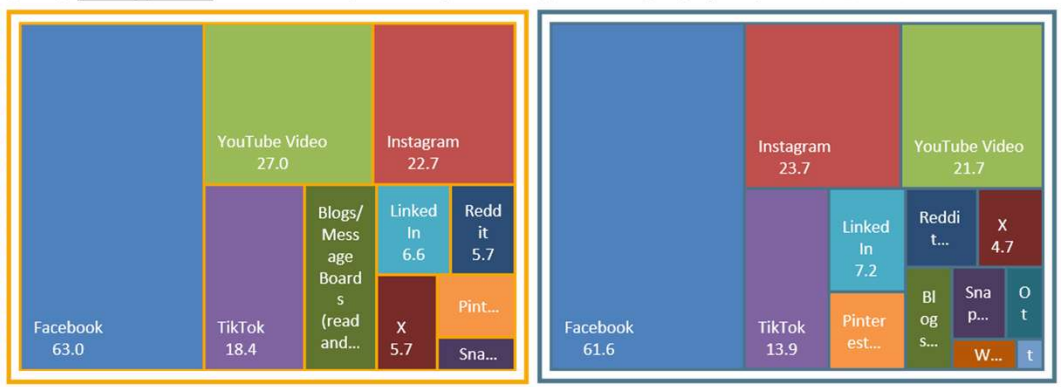

## *Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




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




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




*CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab 163*

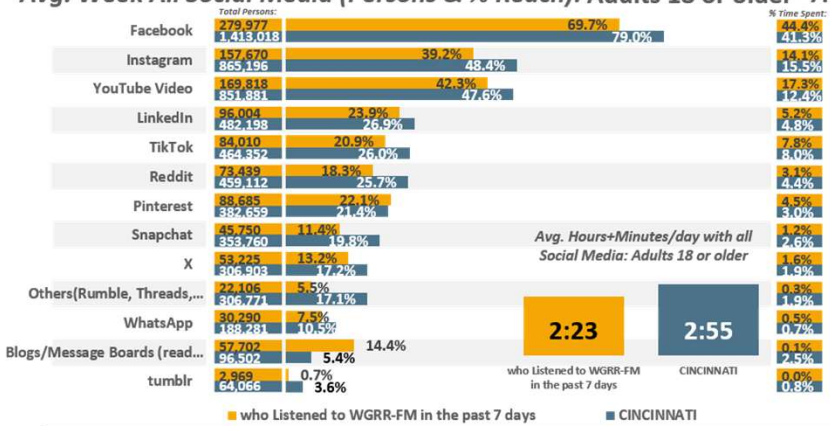
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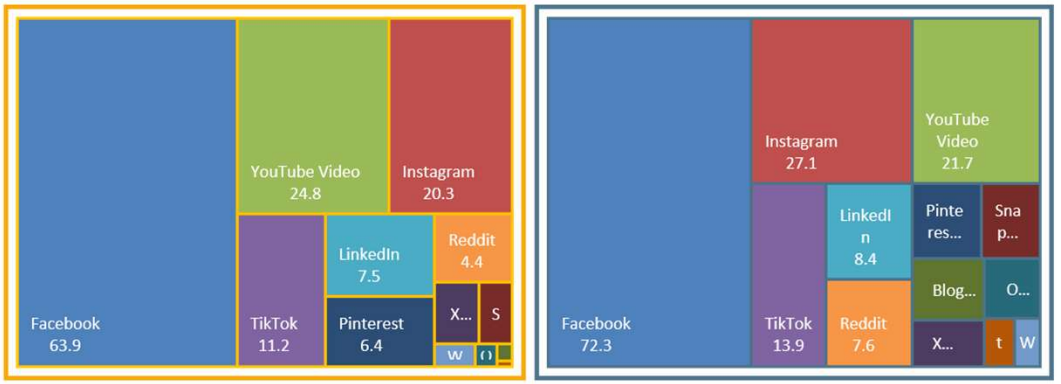
*Radio Stations: WFTK-FM*

279,977 or 69.7% of Adults 18 or older who Listened to WGRR-FM in the past 7 days use Ad-Supported Facebook for an average of 54.3 minutes every day representing 41.1% of all time spent daily with Ad-Supported Social Media.

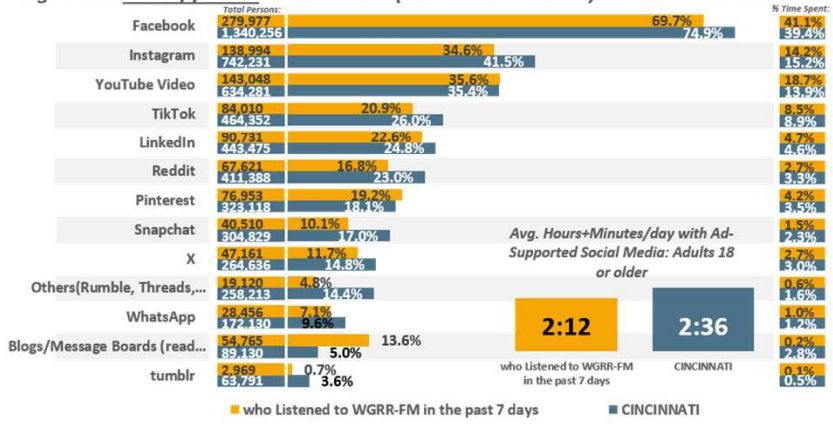
## *Avg. Week All Social Media (Persons & % Reach):* Adults 18 or older



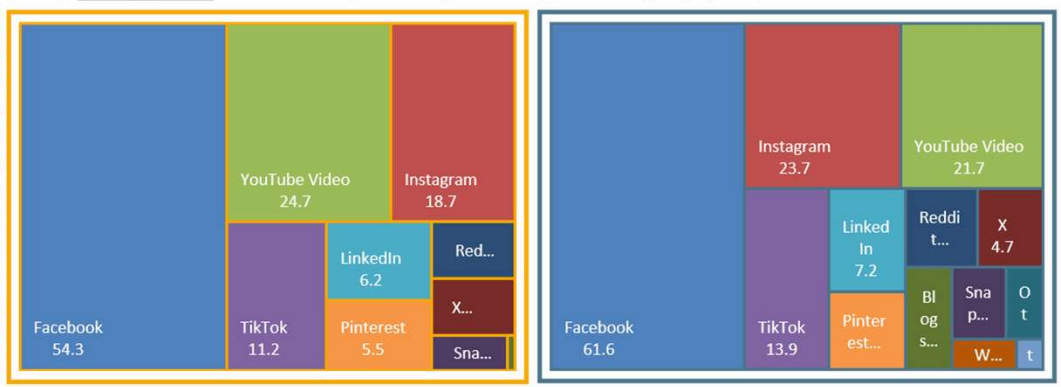

## *Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




## *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




*CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab 425*

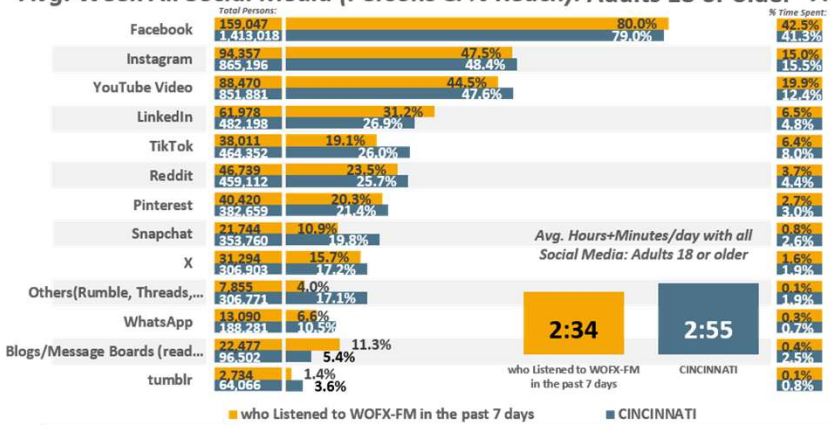
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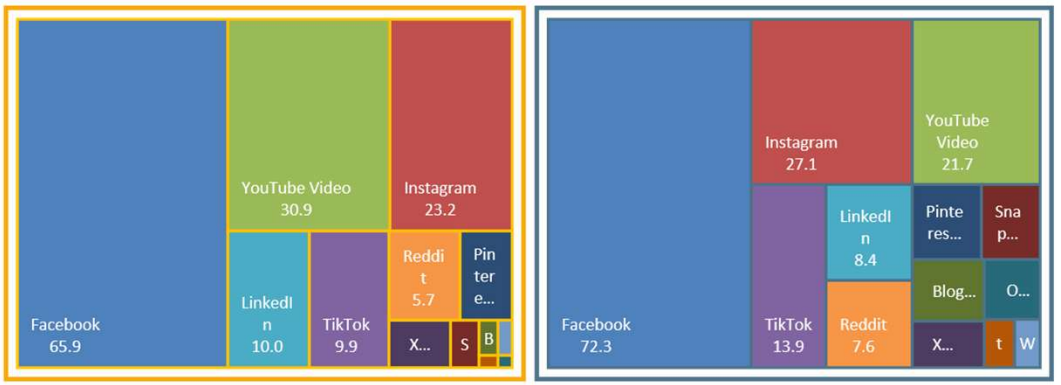
*Radio Stations: WGRR-FM*

159,047 or 80.% of Adults 18 or older who Listened to WOFX-FM in the past 7 days use Ad-Supported Facebook for an average of 56.4 minutes every day representing 39.8% of all time spent daily with Ad-Supported Social Media.

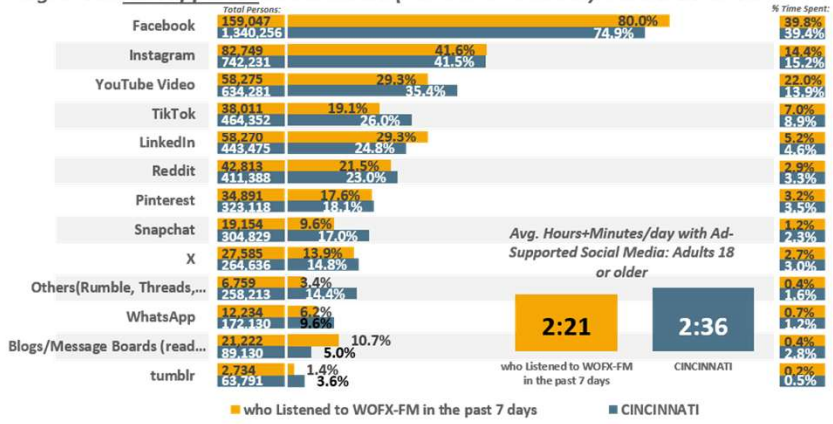
## *Avg. Week All Social Media (Persons & % Reach):* Adults 18 or older



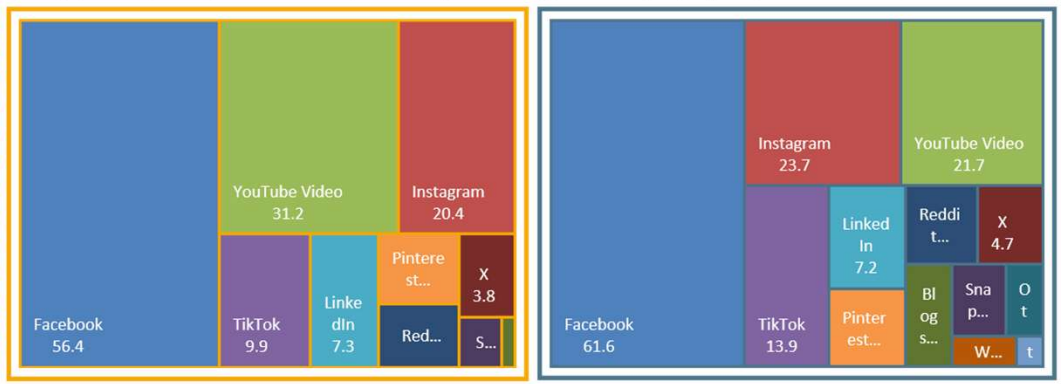

## *Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




## *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




*CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab 213*

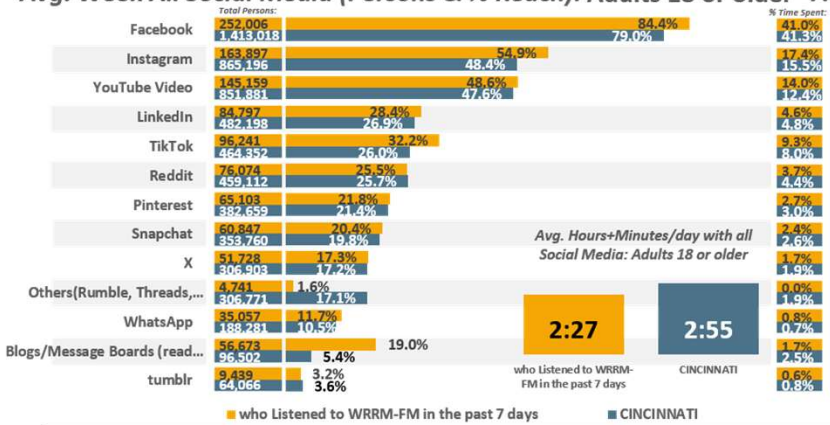
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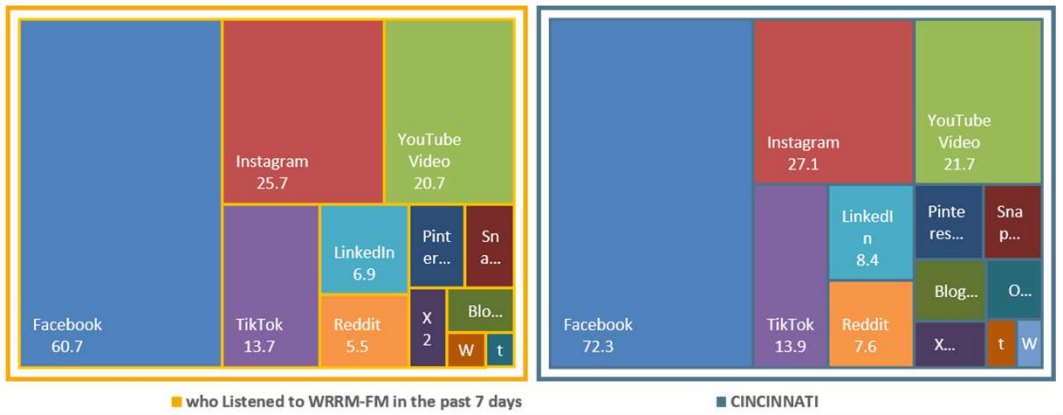
*Radio Stations: WOFX-FM*

238,922 or 80.% of Adults 18 or older who Listened to WRRM-FM in the past 7 days use Ad-Supported Facebook for an average of 51.9 minutes every day representing 38.7% of all time spent daily with Ad-Supported Social Media.

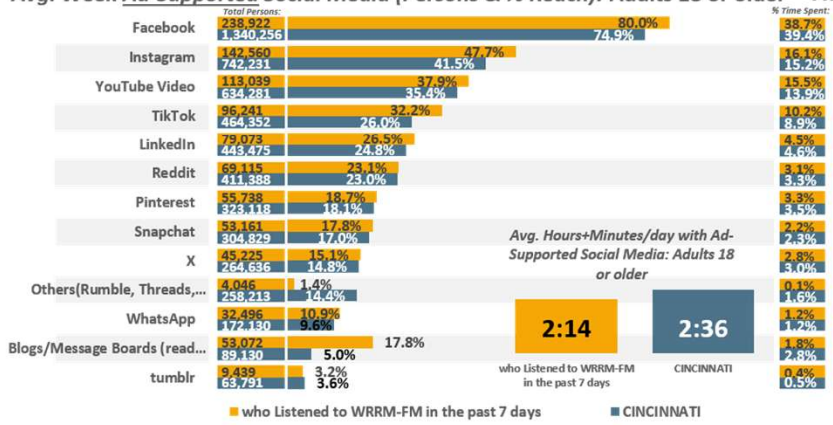
## *Avg. Week All Social Media (Persons & % Reach):* Adults 18 or older



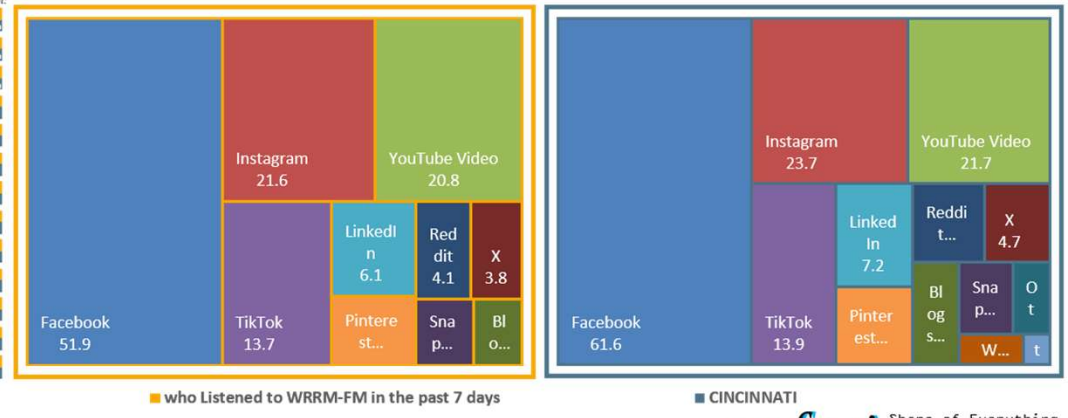

## *Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




## *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



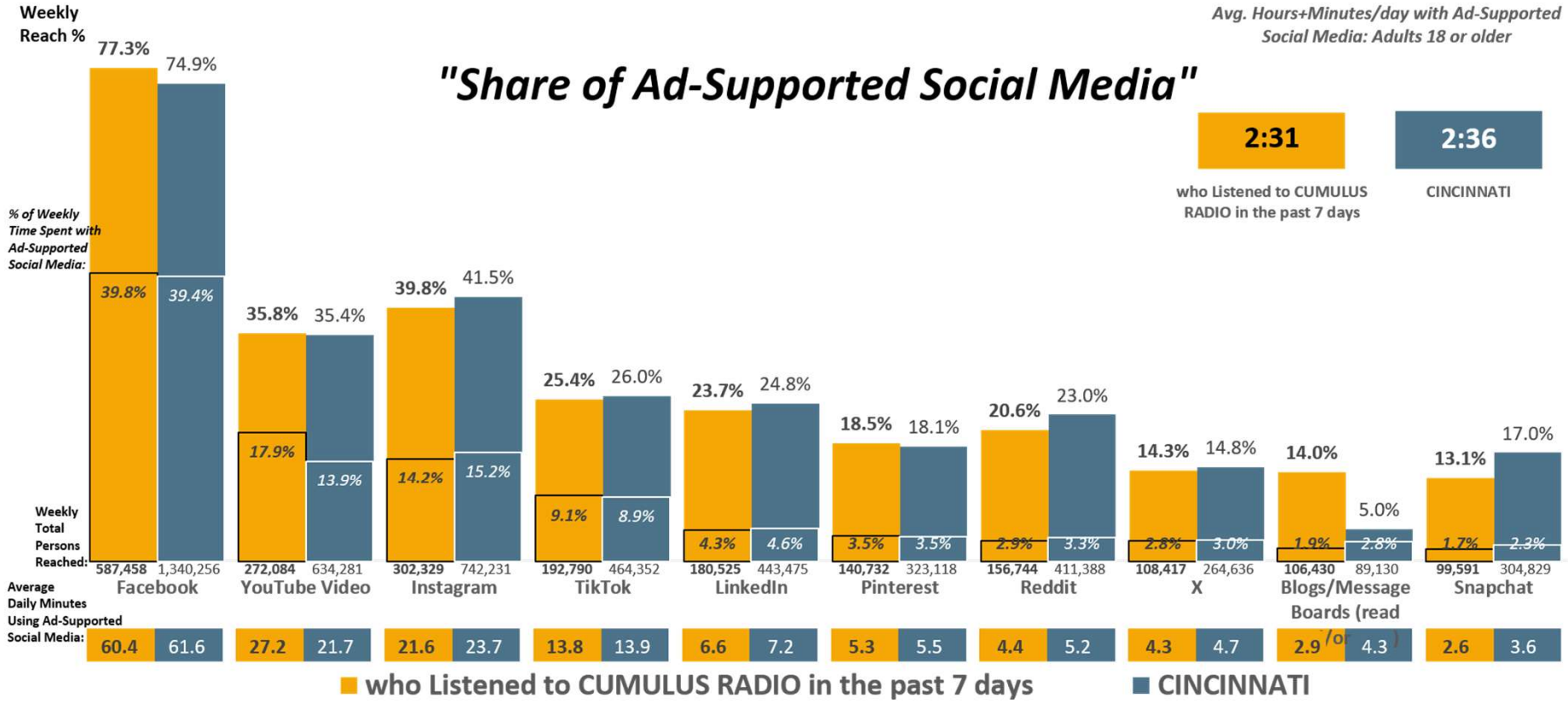

*CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab 274*

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*Radio Stations: WRRM-FM*

587,458 or 77.3% of Adults 18 or older who Listened to CUMULUS RADIO in the past 7 days use Ad-Supported Facebook for an average of 60.4 minutes every day representing 39.8% of all time spent daily with Ad-Supported Social Media.



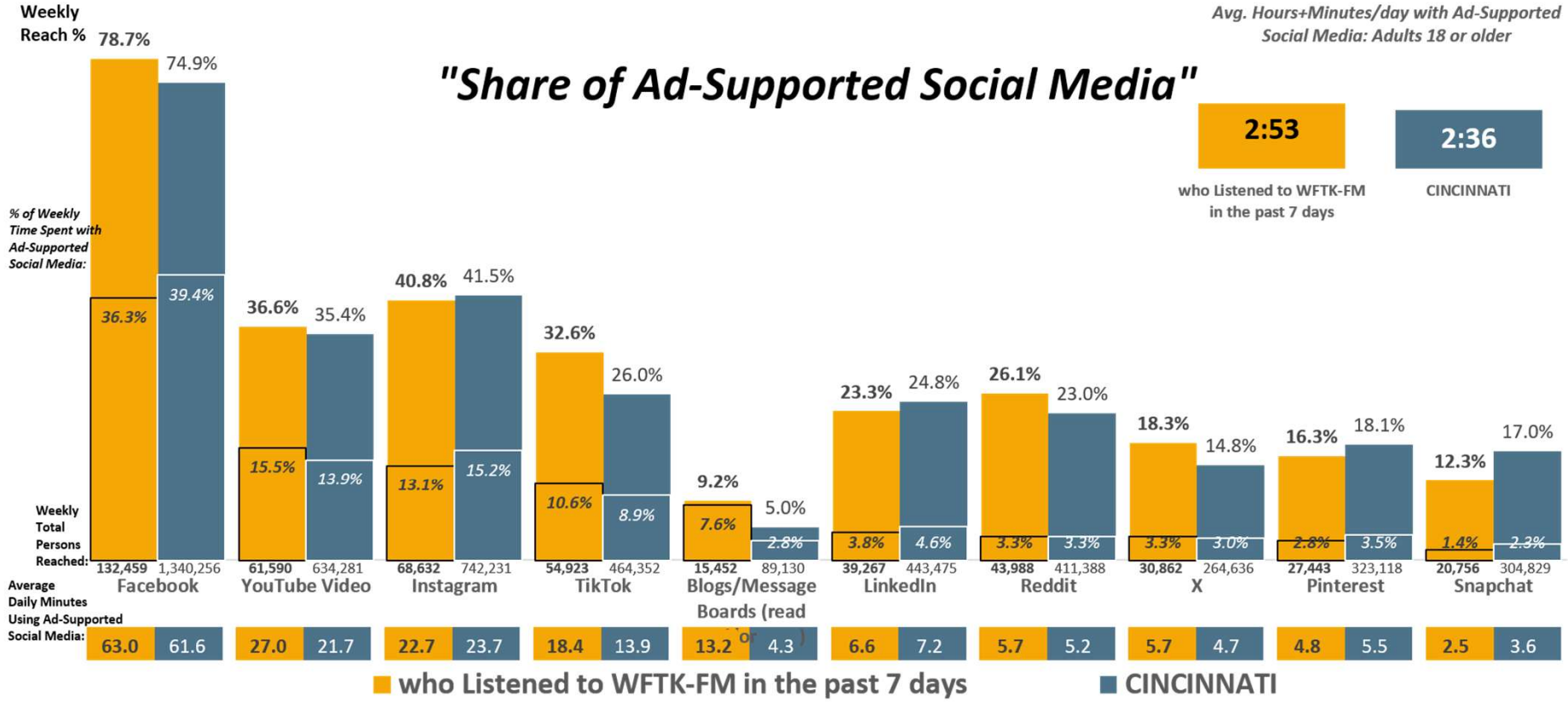

CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab 774 CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab 1,753

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(Radio Stations: WFTK-FM OR Radio Stations: WGRR-FM OR Radio Stations: WNNF-FM OR Radio Stations: WOFX-FM OR Radio Stations: WRRM-FM)

132,459 or 78.7% of Adults 18 or older who Listened to WFTK-FM in the past 7 days use Ad-Supported Facebook for an average of 63. minutes every day representing 36.3% of all time spent daily with Ad-Supported Social Media.



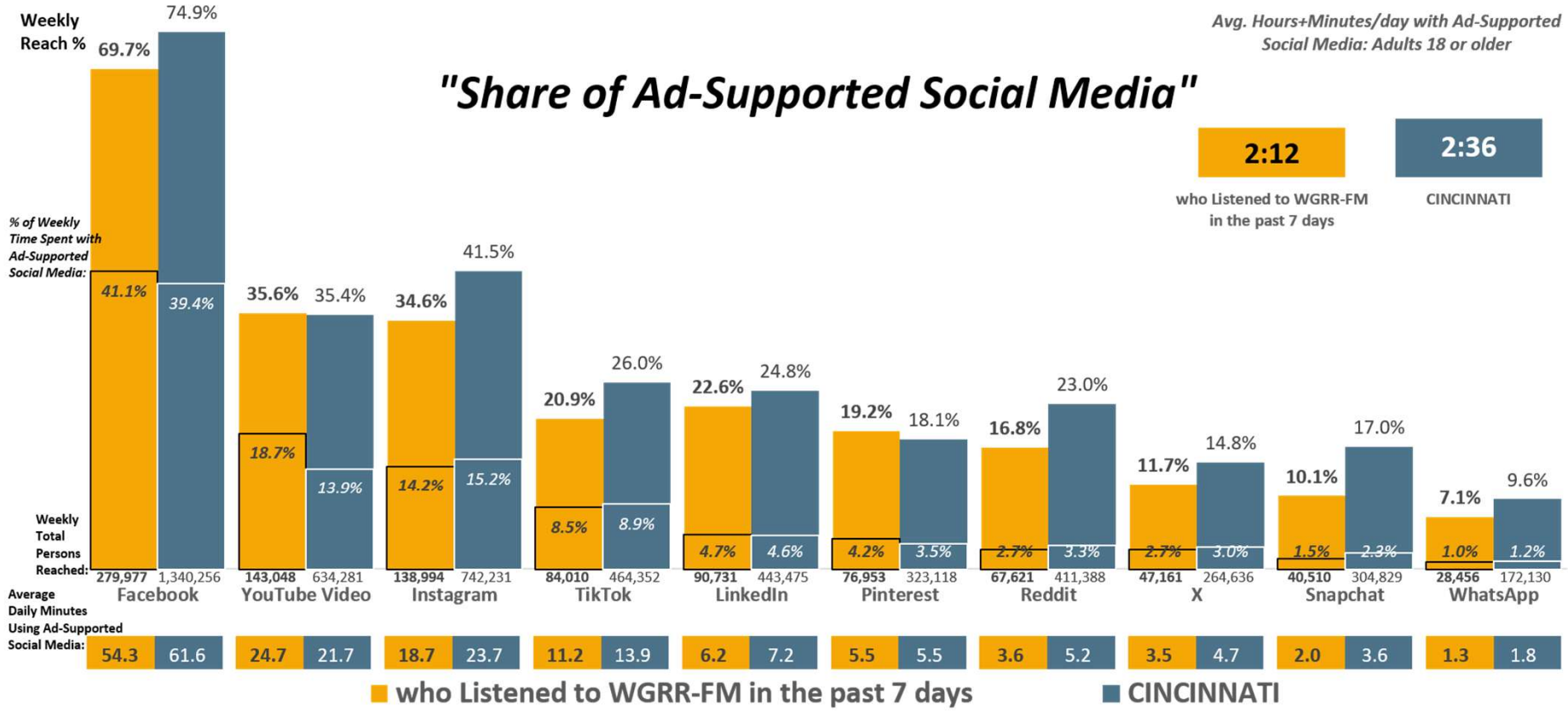

CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab 163 CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab 1,753

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Radio Stations: WFTK-FM

279,977 or 69.7% of Adults 18 or older who Listened to WGRR-FM in the past 7 days use Ad-Supported Facebook for an average of 54.3 minutes every day representing 41.1% of all time spent daily with Ad-Supported Social Media.



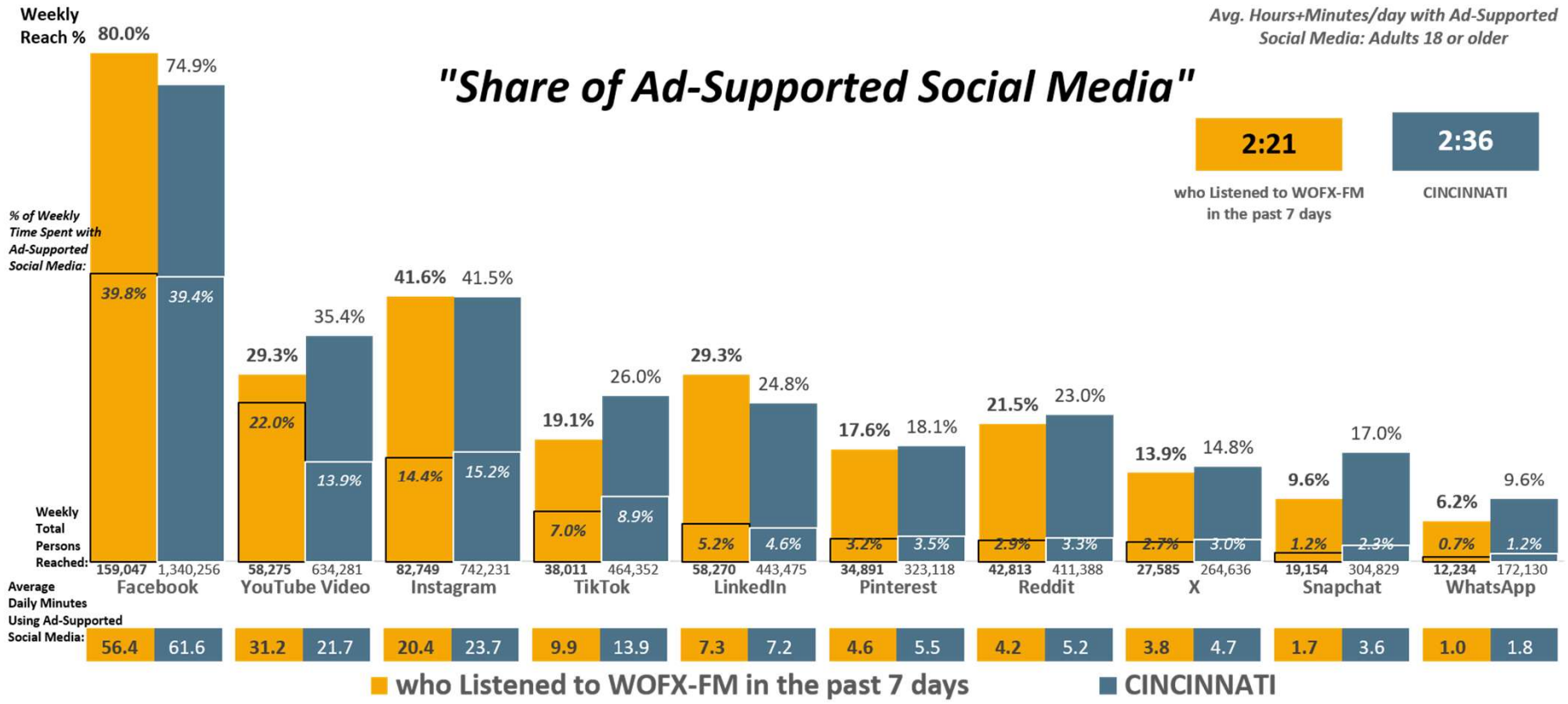

CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab 425 CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab 1,753

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Radio Stations: WGRR-FM

159,047 or 80.% of Adults 18 or older who Listened to WOFX-FM in the past 7 days use Ad-Supported Facebook for an average of 56.4 minutes every day representing 39.8% of all time spent daily with Ad-Supported Social Media.



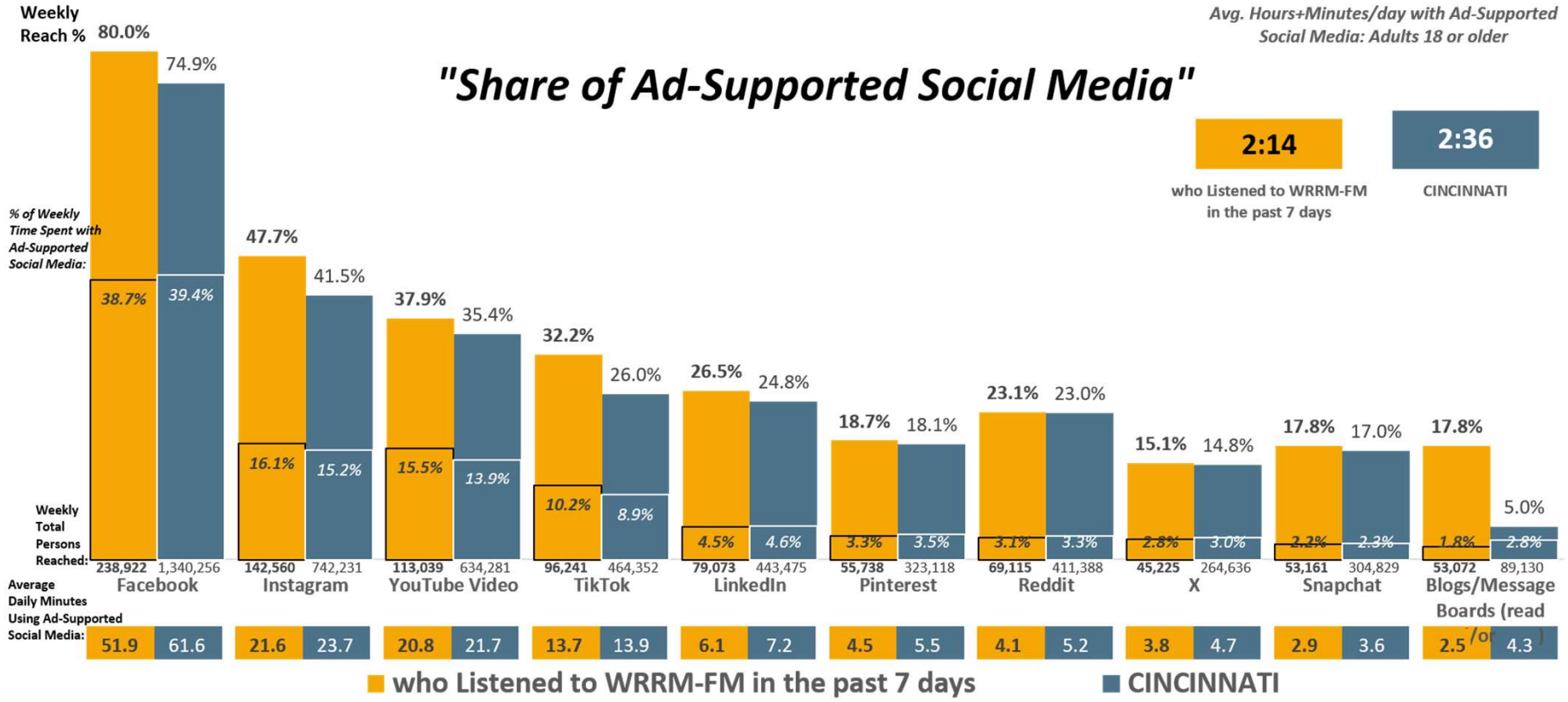

CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab 213 CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab 1,753

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Radio Stations: WOFX-FM

238,922 or 80.% of Adults 18 or older who Listened to WRRM-FM in the past 7 days use Ad-Supported Facebook for an average of 51.9 minutes every day representing 38.7% of all time spent daily with Ad-Supported Social Media.



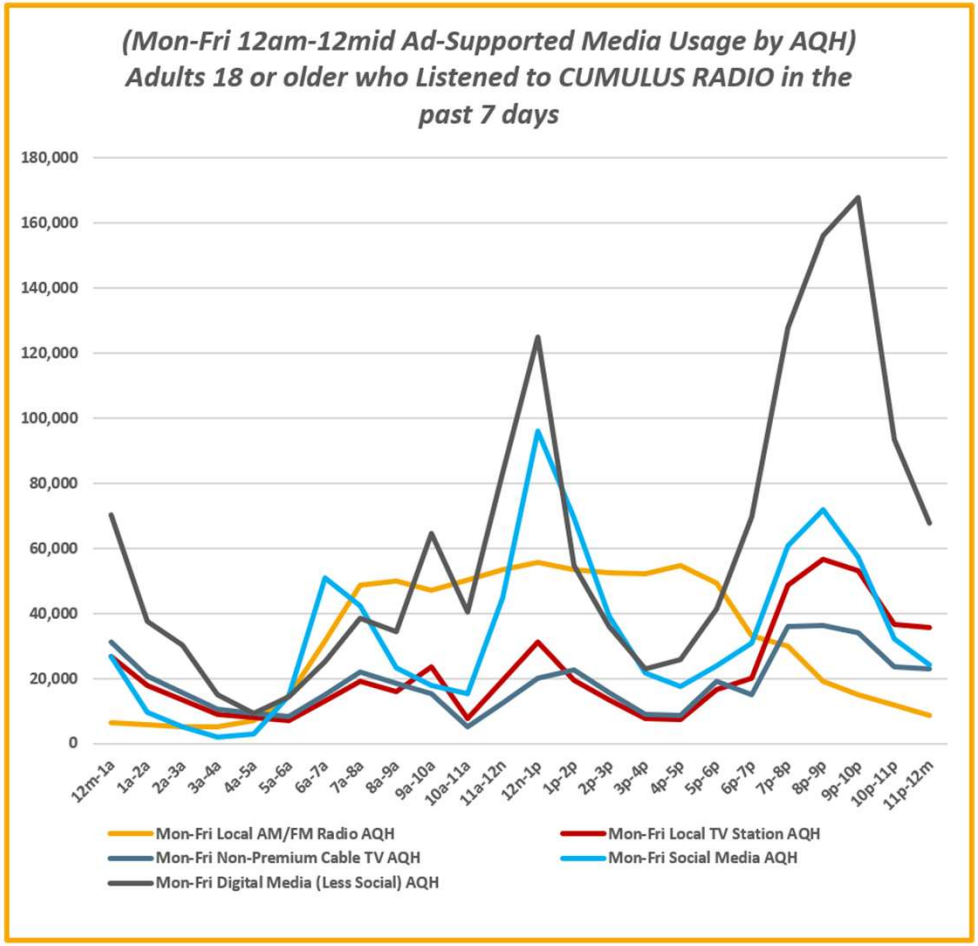

CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab 274 CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab 1,753

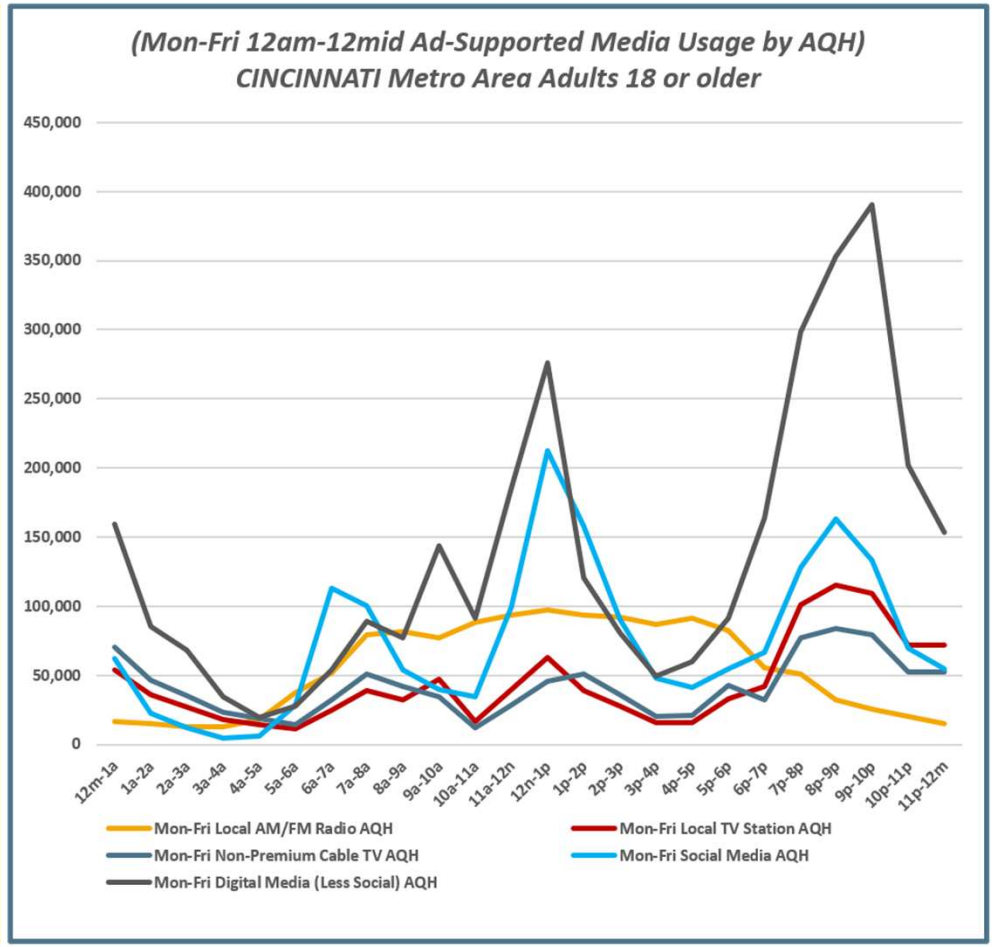
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Radio Stations: WRRM-FM

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 50,842; Local Radio: 48,566; Social Media: 37,857; Local TV: 16,451; Non-Prem. Cable: 15,231 reaching Adults 18 or older who Listened to CUMULUS RADIO in the past 7 days.



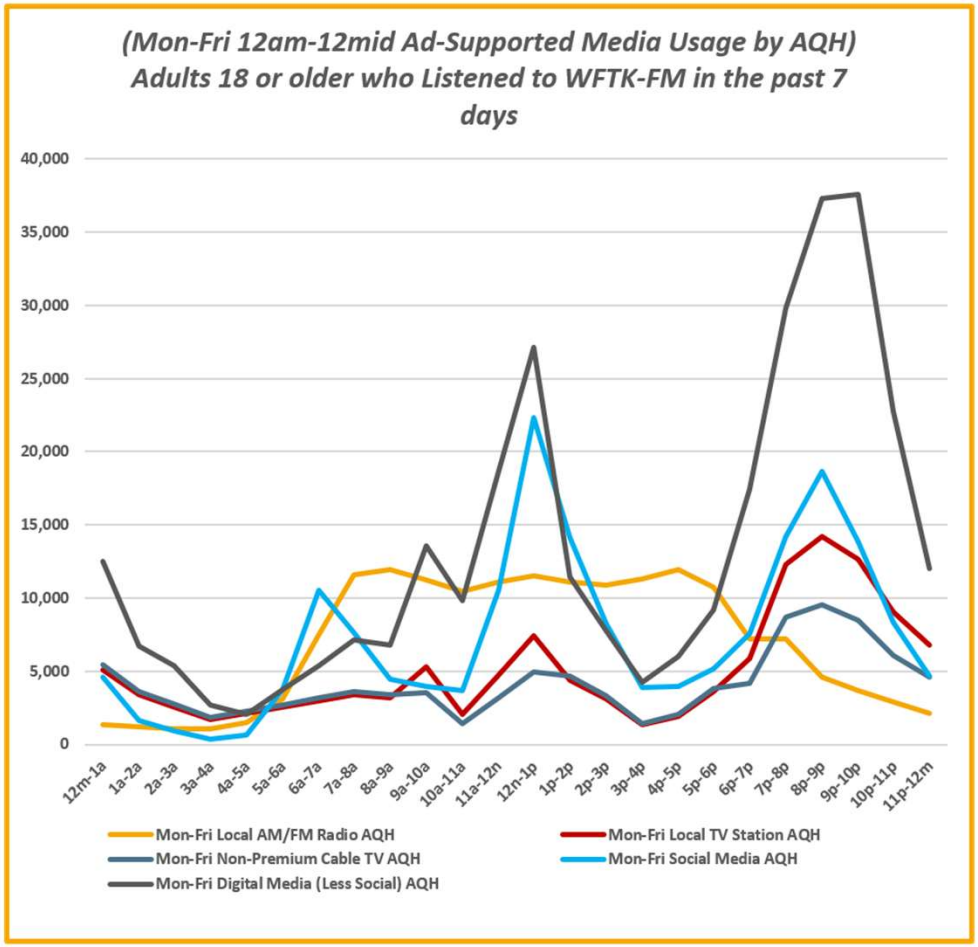

*CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab 774*

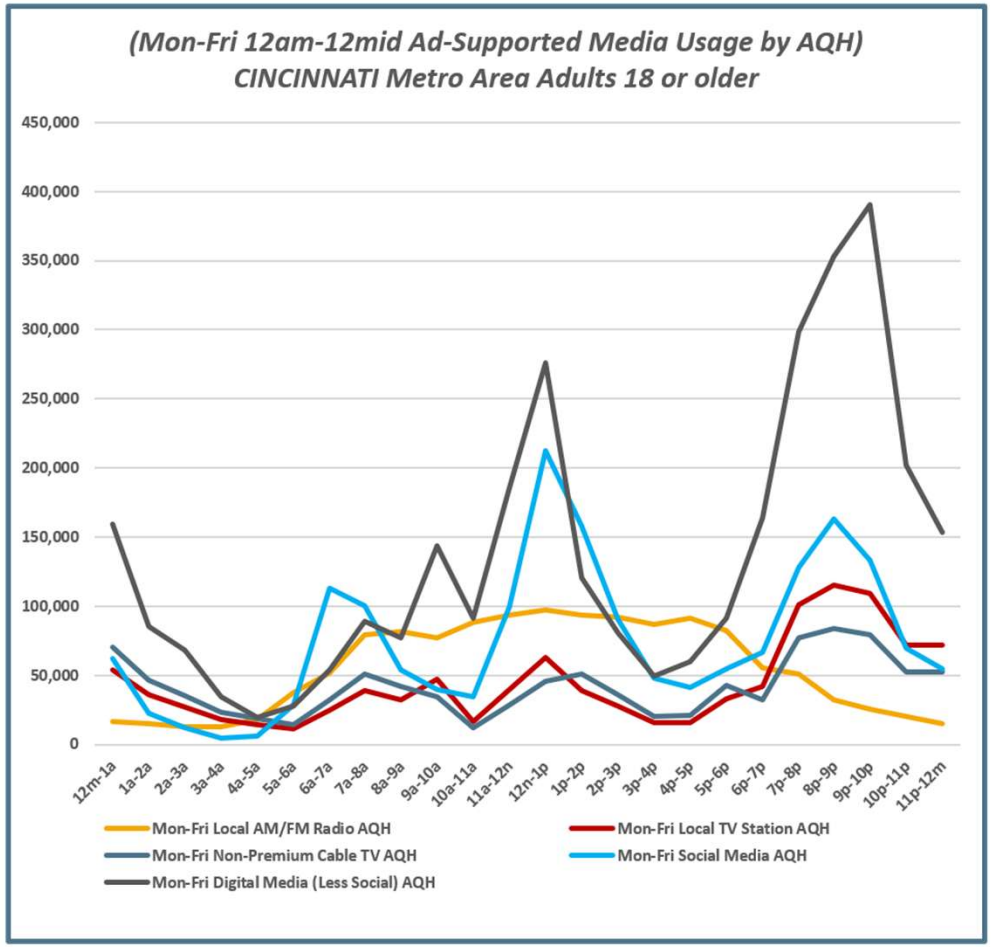
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*(Radio Stations: WFTK-FM OR Radio Stations: WGRR-FM OR Radio Stations: WNNF-FM OR Radio Stations: WOFX-FM OR Radio Stations: WRRM-FM)*

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 11,115; Local Radio: 10,652; Social Media: 8,155; Local TV: 3,785; Non-Prem. Cable: 3,281 reaching Adults 18 or older who Listened to WFTK-FM in the past 7 days.



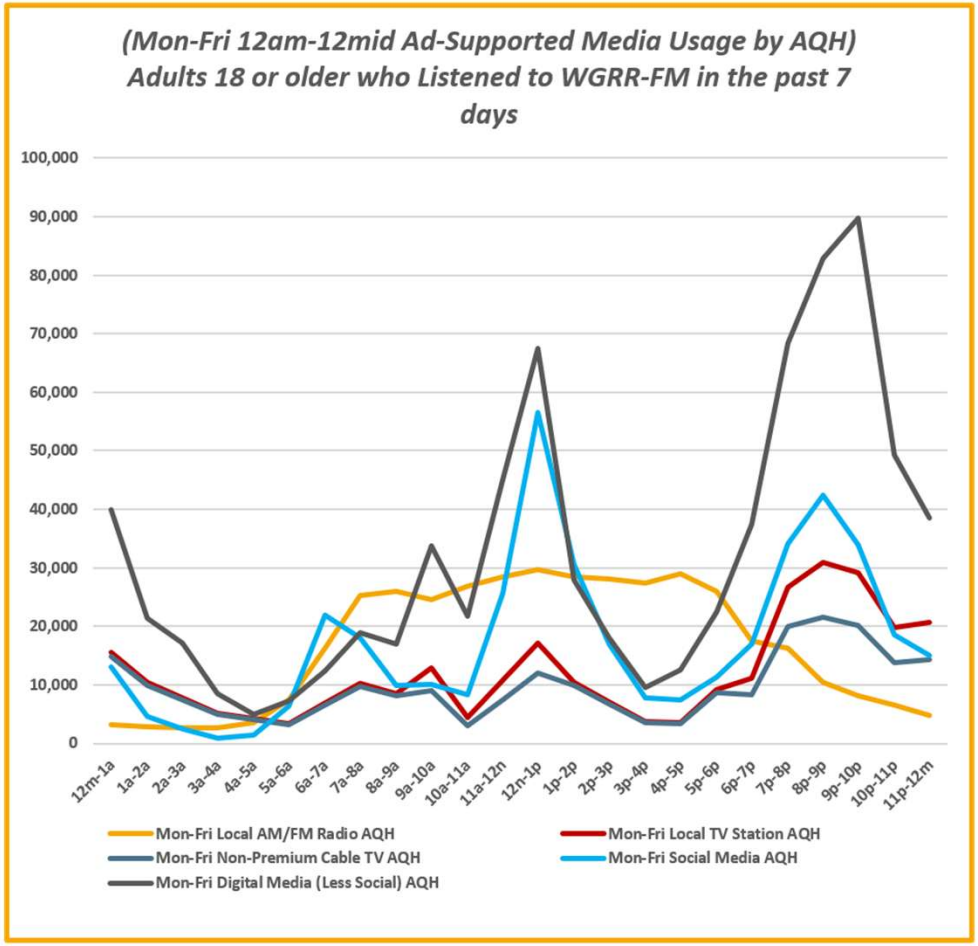

*CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab 163*

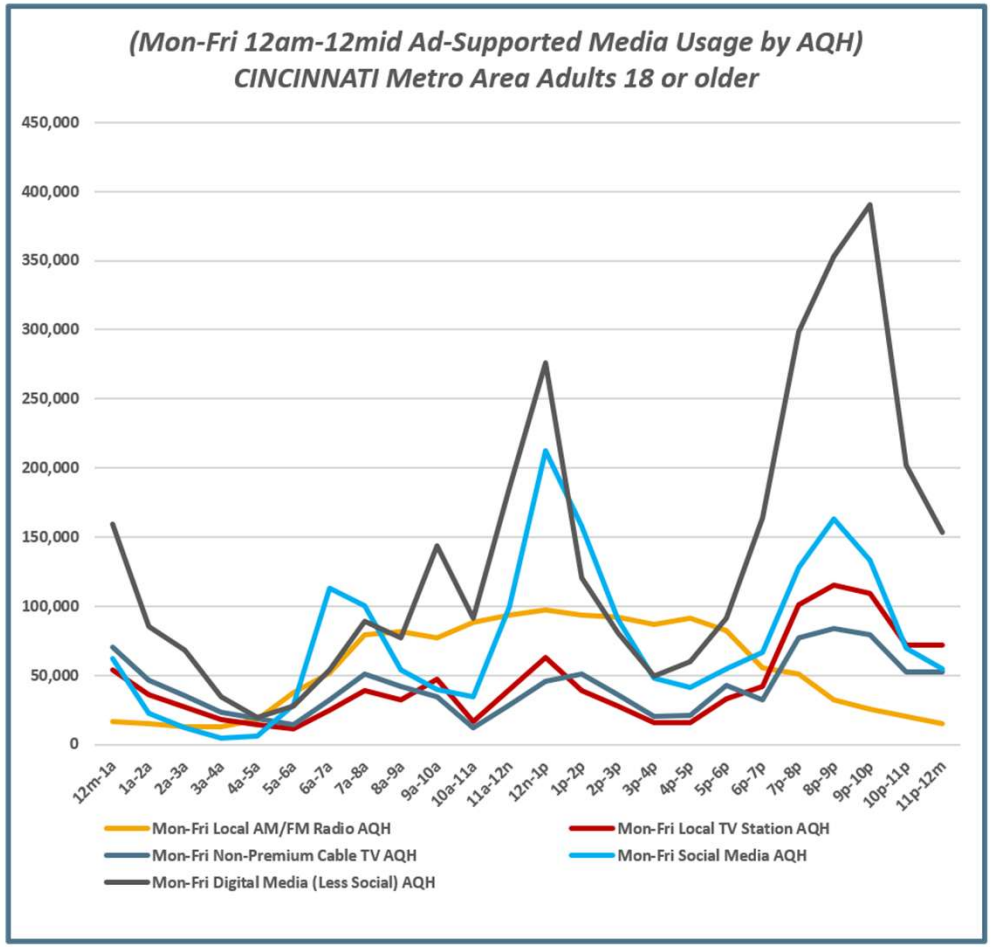
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*Radio Stations: WFTK-FM*

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 26,489; Local Radio: 25,649; Social Media: 18,558; Local TV: 8,914; Non-Prem. Cable: 7,415 reaching Adults 18 or older who Listened to WGRR-FM in the past 7 days.



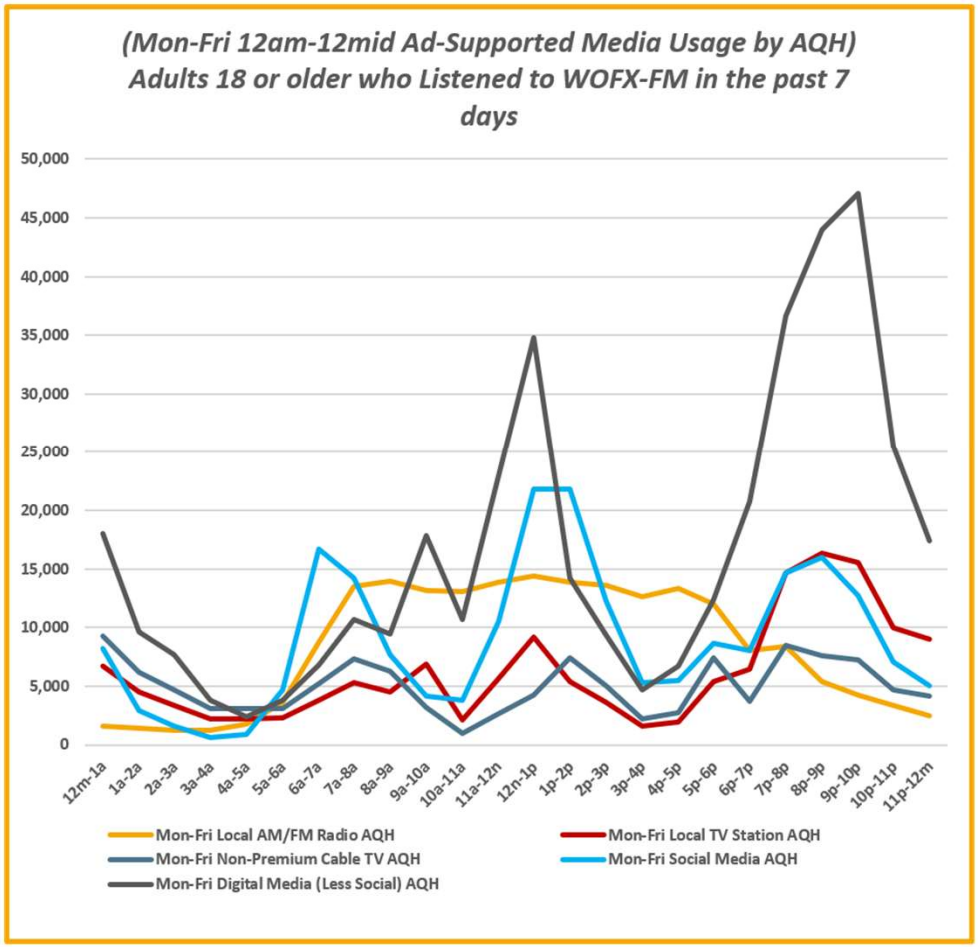

*CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab 425*

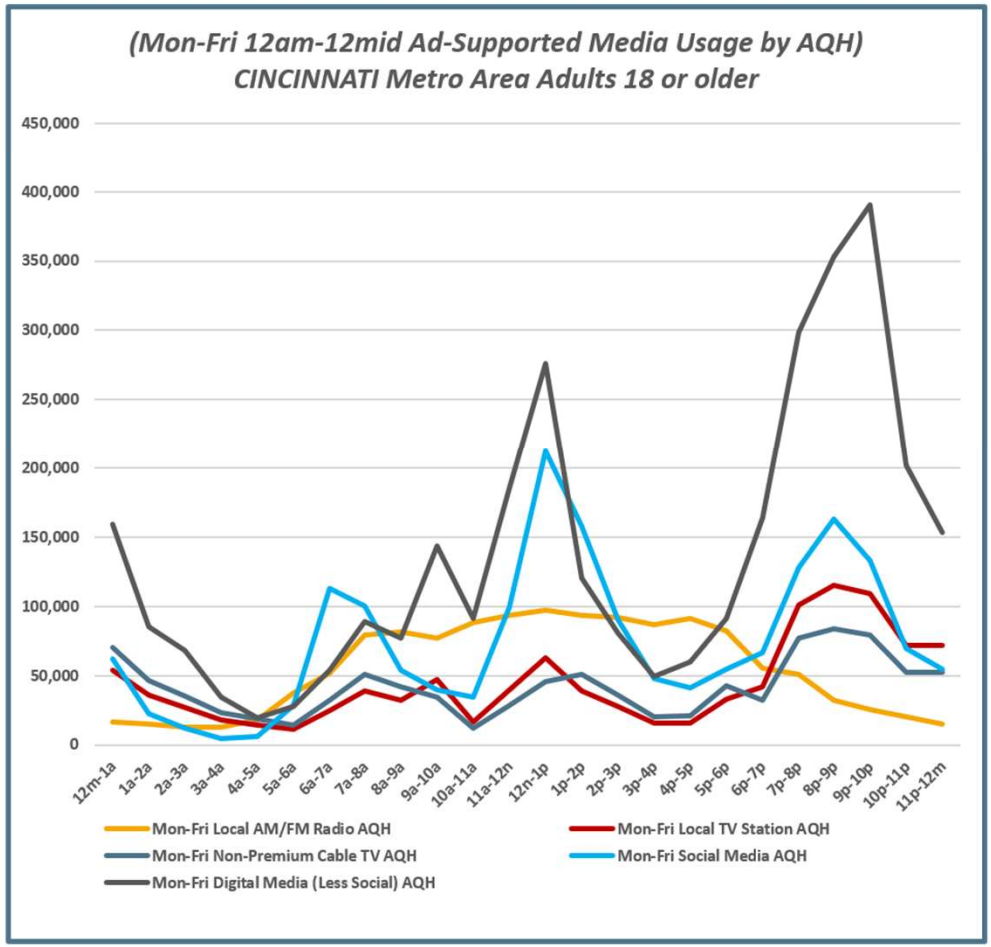
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*Radio Stations: WGRR-FM*

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 13,965; Local Radio: 12,622; Social Media: 10,804; Local TV: 4,754; Non-Prem. Cable: 4,496 reaching Adults 18 or older who Listened to WOFX-FM in the past 7 days.




*CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab 213*

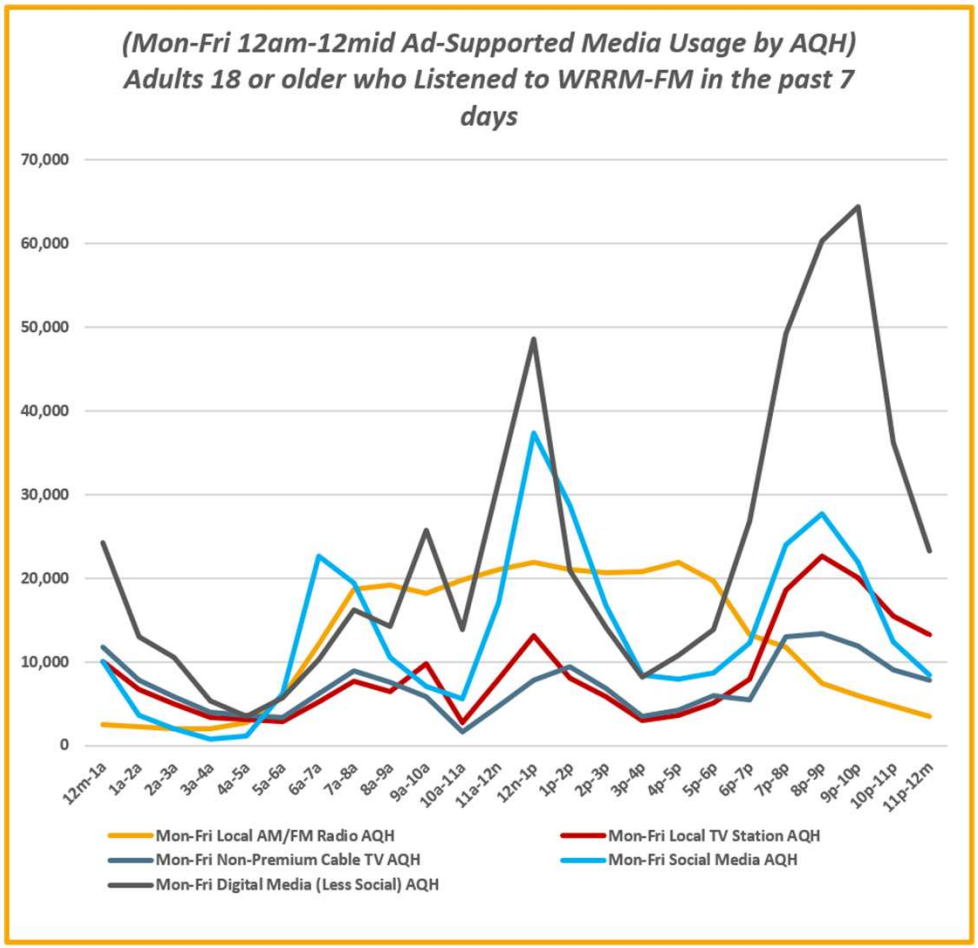
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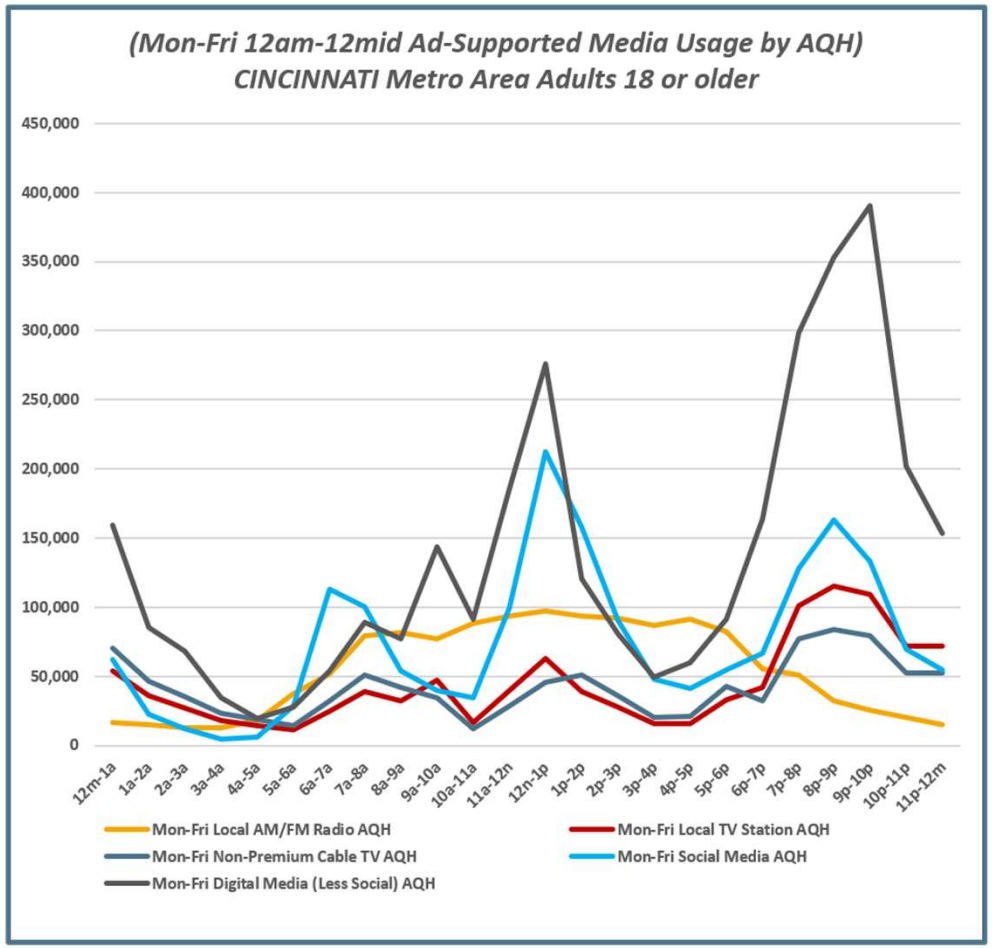
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*Radio Stations: WOFX-FM*

Warm98.5
80s. 90s. Now.

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 19,622; Local Radio: 19,091; Social Media: 15,549; Local TV: 6,628; Non-Prem. Cable: 5,981 reaching Adults 18 or older who Listened to WRRM-FM in the past 7 days.




*CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab 274*

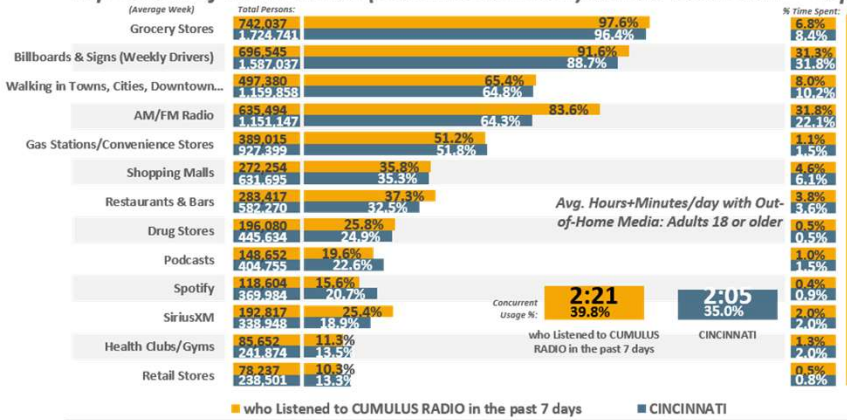
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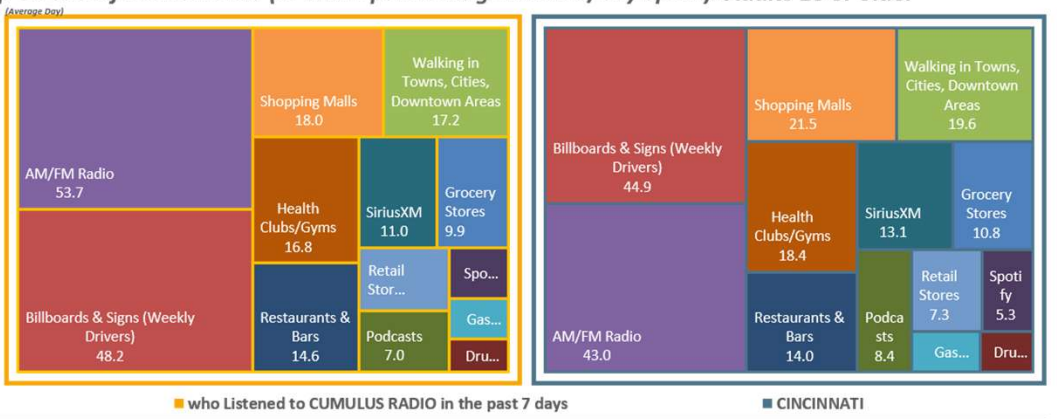
*Radio Stations: WRRM-FM*

696,545 or 91.6% of Adults 18 or older who Listened to CUMULUS RADIO in the past 7 days spend an average of 48.2 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 48.4 minutes/day.

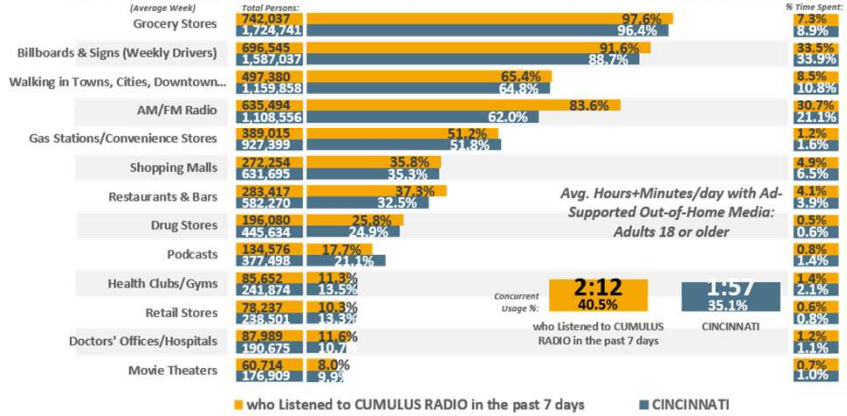
## *Top-13 Out-of-Home Media (Persons & % Reach):* Adults 18 or older



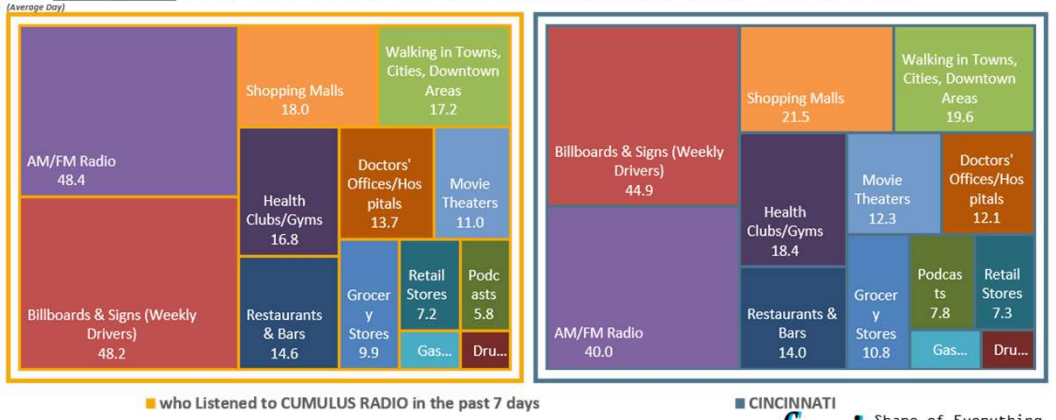

## *Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




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




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




*CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab 774*

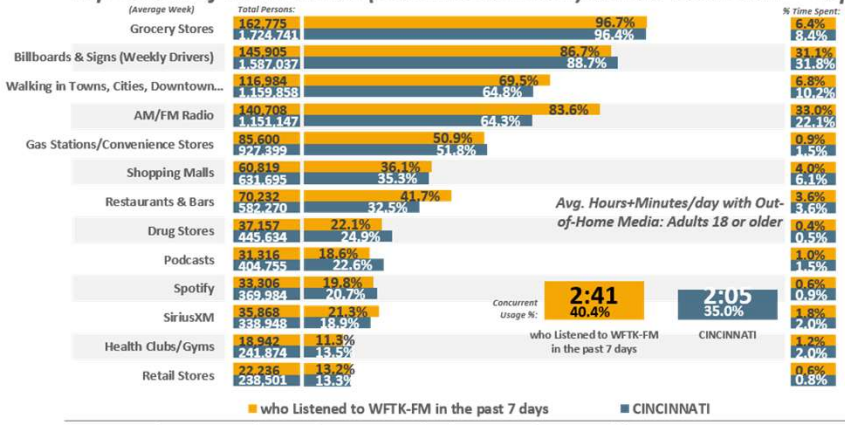
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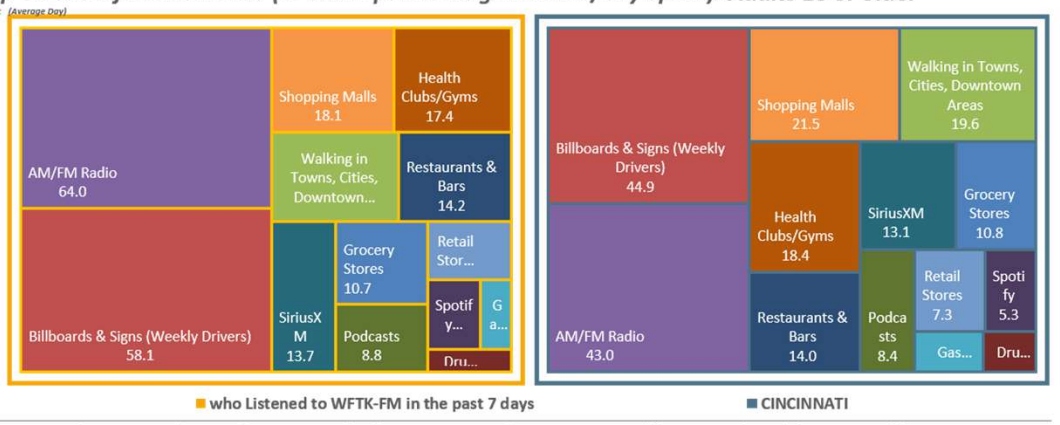
*(Radio Stations: WFTK-FM OR Radio Stations: WGRR-FM OR Radio Stations: WNNF-FM OR Radio Stations: WOFX-FM OR Radio Stations: WRRM-FM)*

145,905 or 86.7% of Adults 18 or older who Listened to WFTK-FM in the past 7 days spend an average of 58.1 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 57.8 minutes/day.

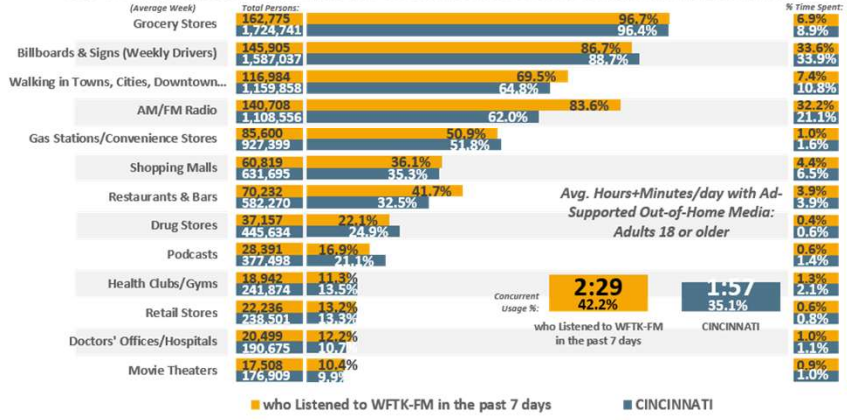
## *Top-13 Out-of-Home Media (Persons & % Reach):* Adults 18 or older



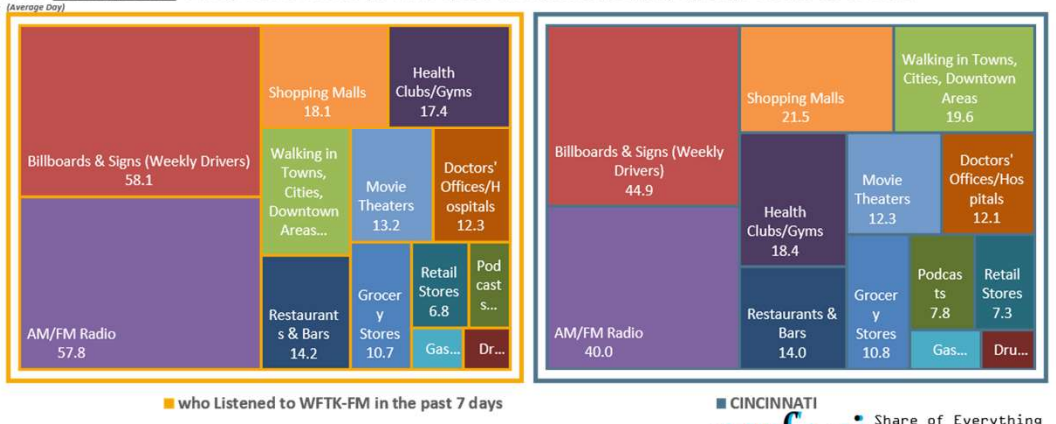

## *Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




## *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




*CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab 163*

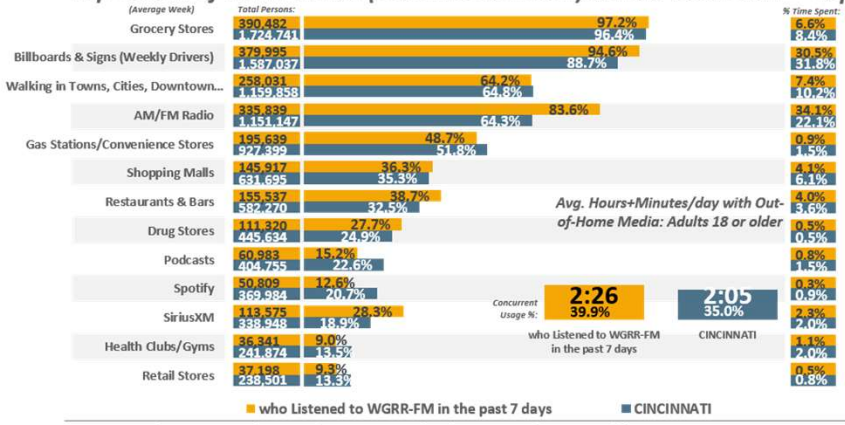
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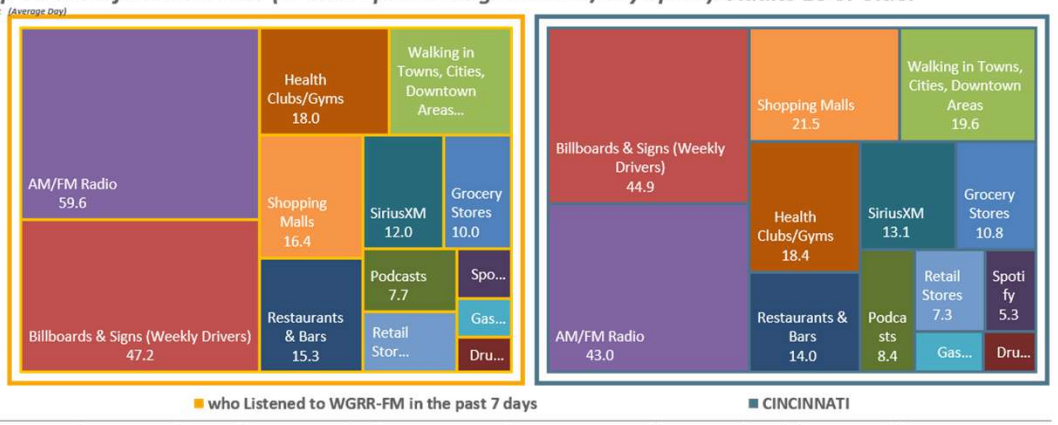
*Radio Stations: WFTK-FM*

379,995 or 94.6% of Adults 18 or older who Listened to WGRR-FM in the past 7 days spend an average of 47.2 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 54.6 minutes/day.

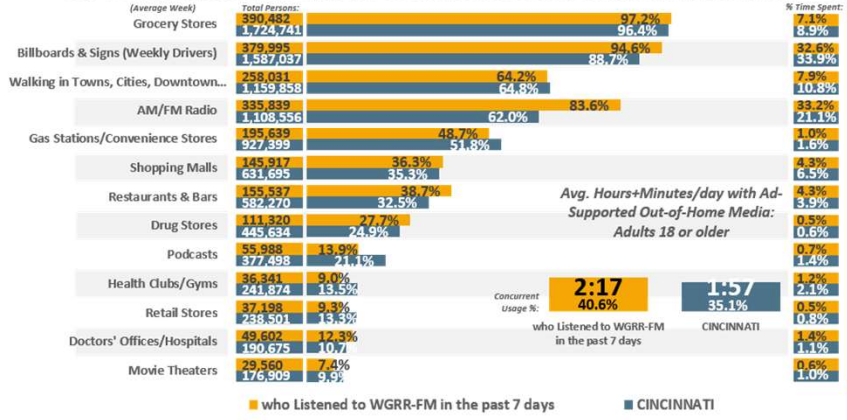
## *Top-13 Out-of-Home Media (Persons & % Reach):* Adults 18 or older



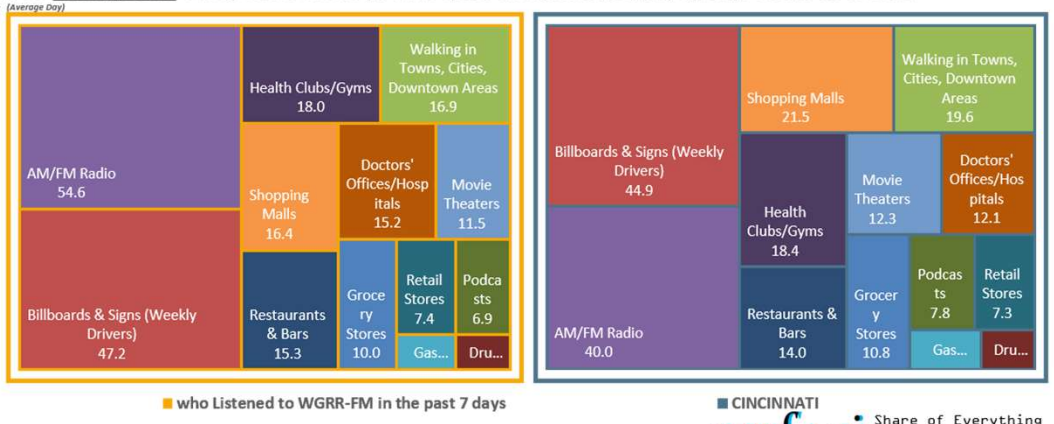

## *Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




## *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




*CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab 425*

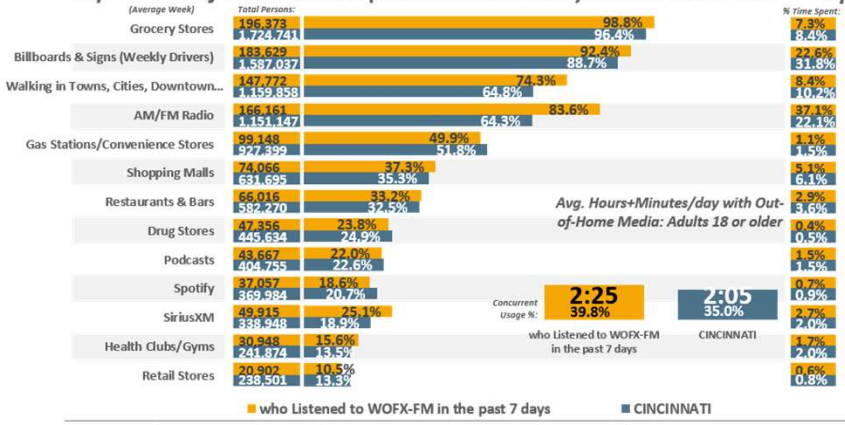
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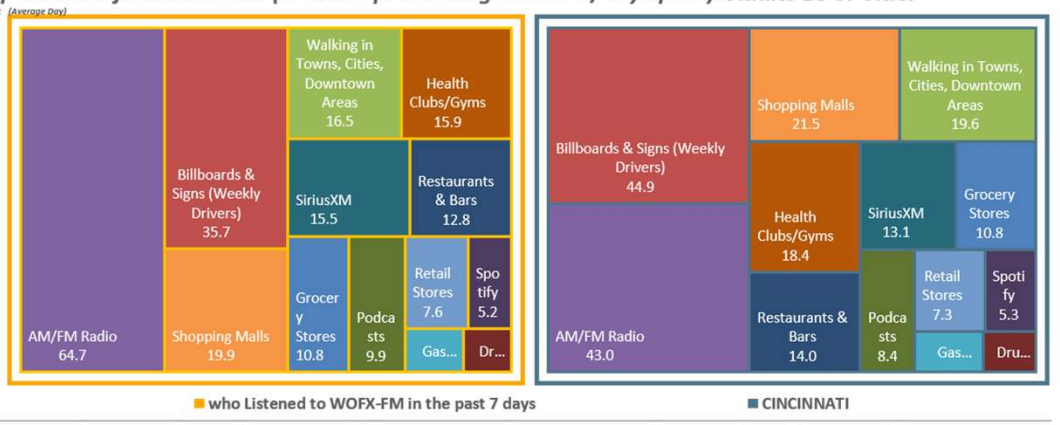
*Radio Stations: WGRR-FM*

183,629 or 92.4% of Adults 18 or older who Listened to WOFX-FM in the past 7 days spend an average of 35.7 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 57.1 minutes/day.

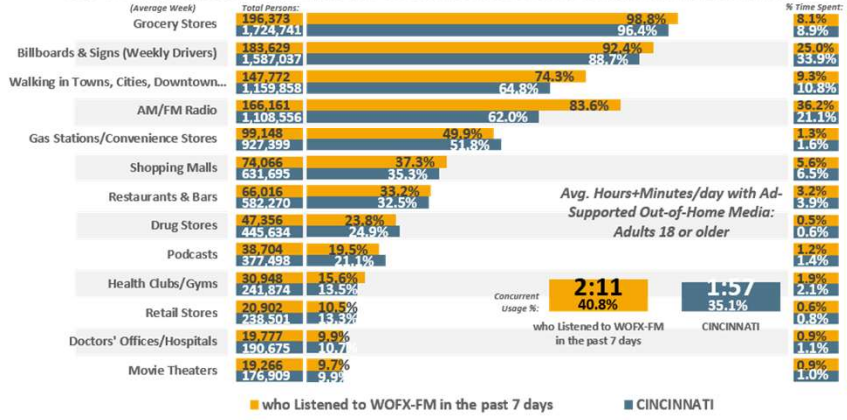
## *Top-13 Out-of-Home Media (Persons & % Reach):* Adults 18 or older



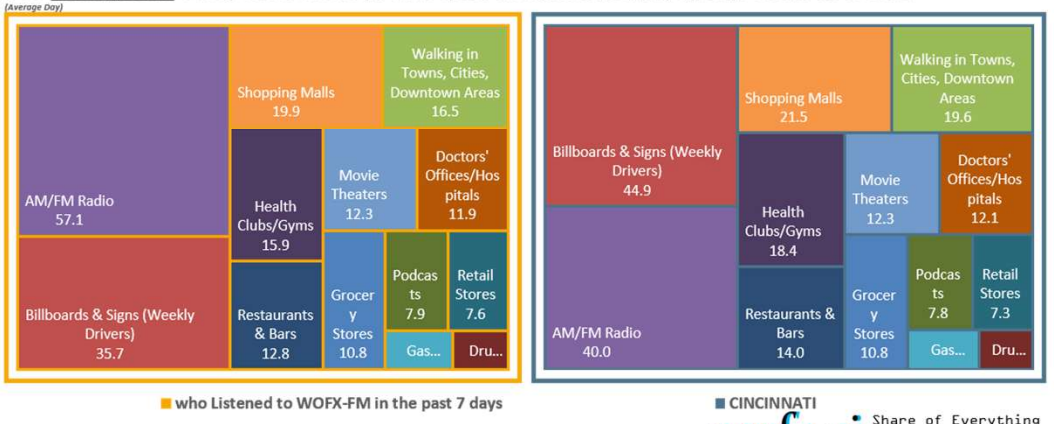

## *Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




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




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




*CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab 213*

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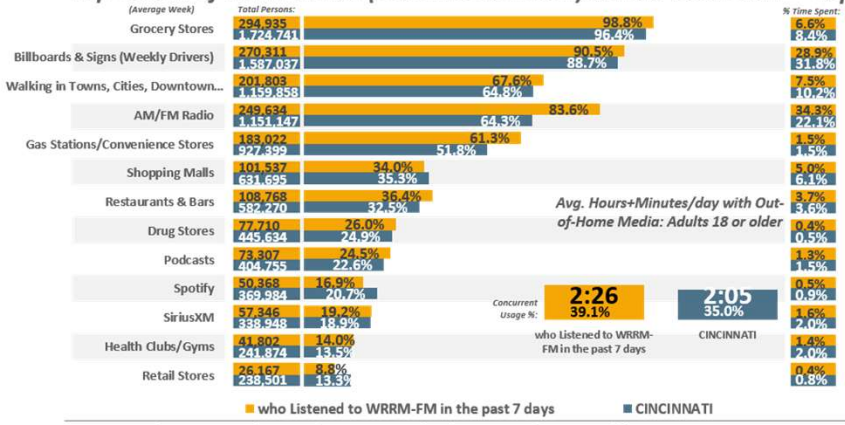
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*Radio Stations: WOFX-FM*

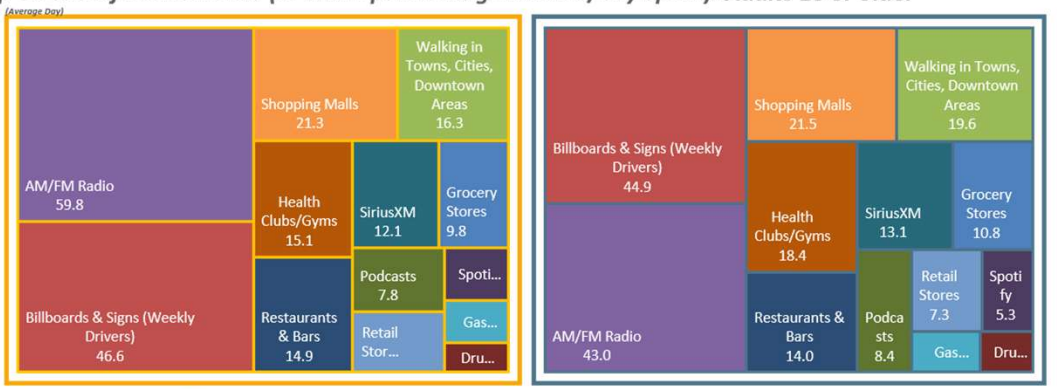
Warm98.5
80s. 90s. Now.

270,311 or 90.5% of Adults 18 or older who Listened to WRRM-FM in the past 7 days spend an average of 46.6 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 52.5 minutes/day.

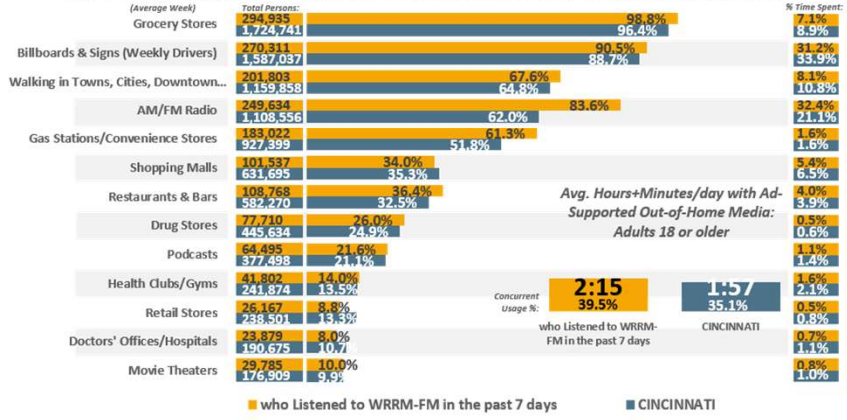
## *Top-13 Out-of-Home Media (Persons & % Reach):* Adults 18 or older



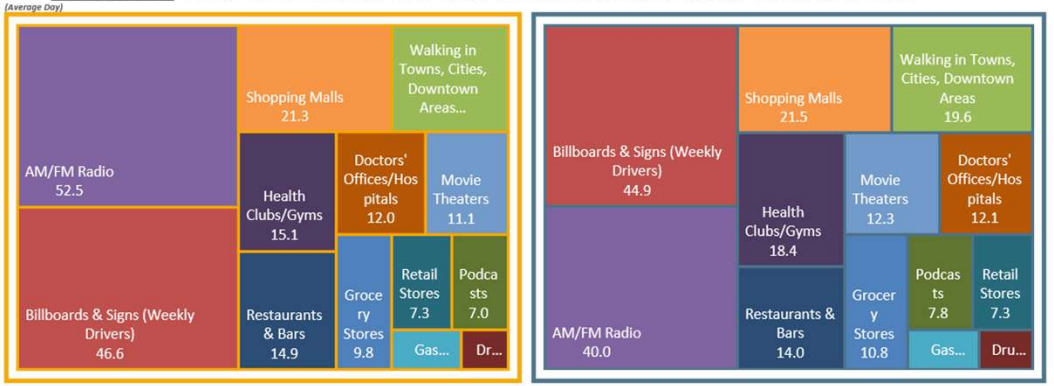

## *Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




## *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




*CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab 274*

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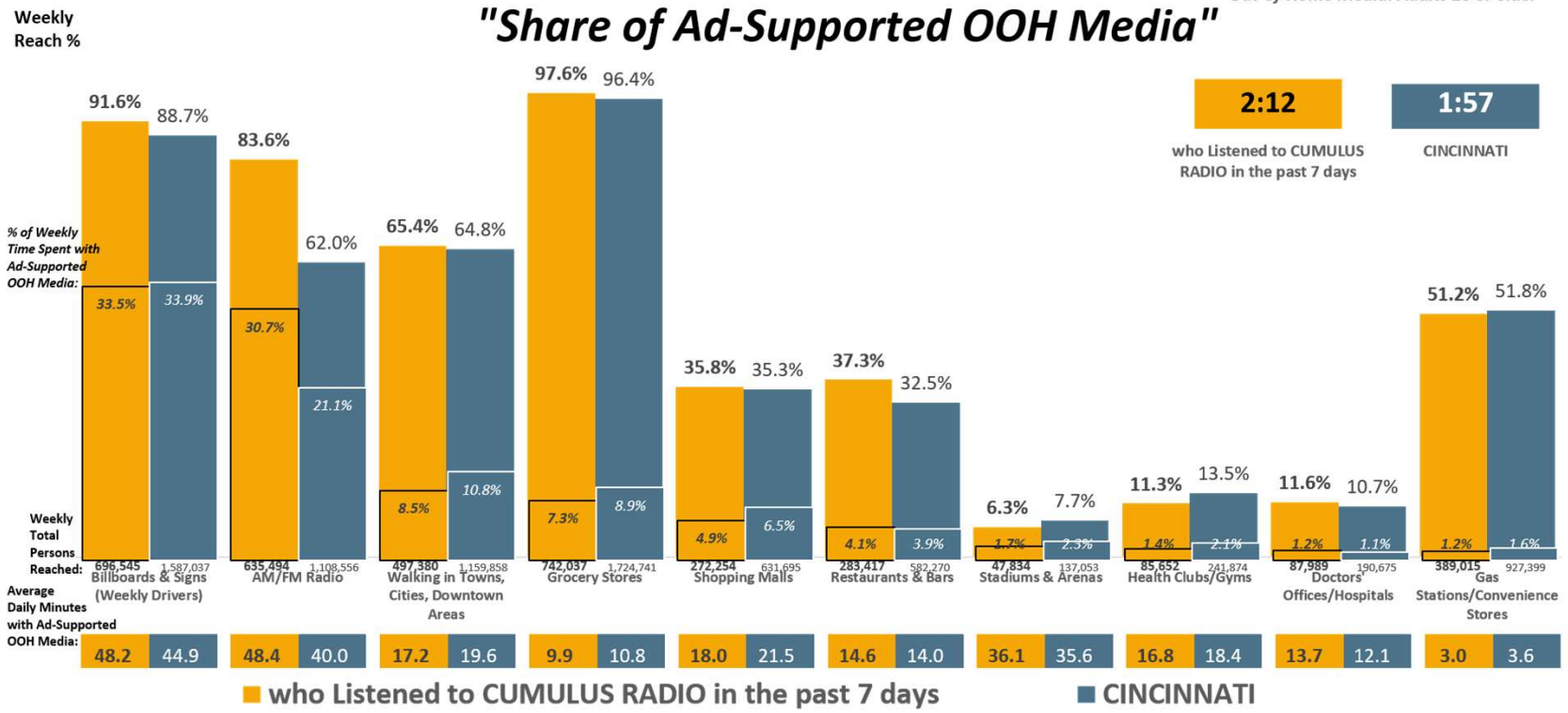
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*Radio Stations: WRRM-FM*

696,545 or 91.6% of Adults 18 or older who Listened to CUMULUS RADIO in the past 7 days spend an average of 48.2 minutes per day driving, seeing Billboards and Signs representing 33.5% of all Time Spent with Ad-Supported Out-of-Home Media.

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

# "Share of Ad-Supported OOH Media"




*CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab 774 CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab 1,753*

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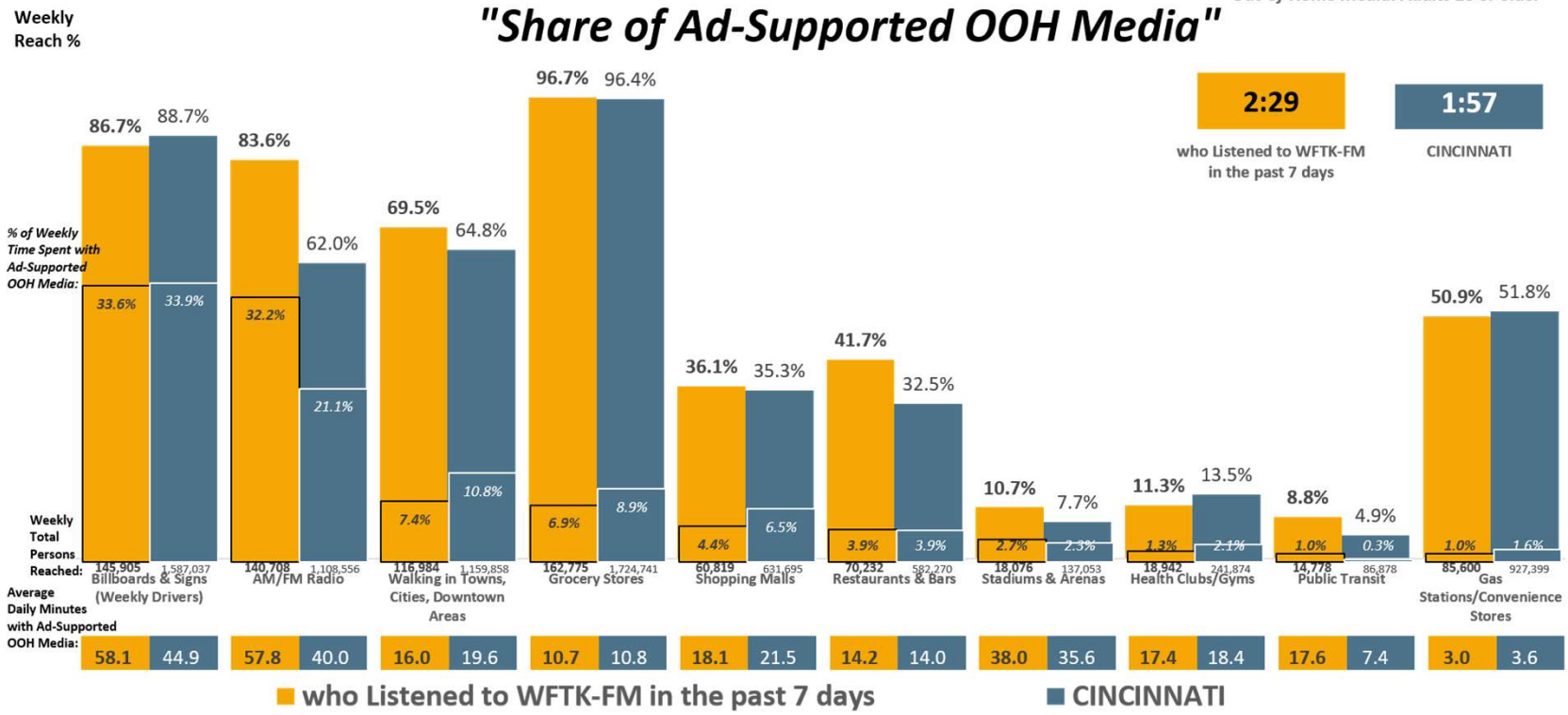
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*(Radio Stations: WFTK-FM OR Radio Stations: WGRR-FM OR Radio Stations: WNNF-FM OR Radio Stations: WOFX-FM OR Radio Stations: WRRM-FM)*

145,905 or 86.7% of Adults 18 or older who Listened to WFTK-FM in the past 7 days spend an average of 58.1 minutes per day driving, seeing Billboards and Signs representing 33.6% of all Time Spent with Ad-Supported Out-of-Home Media.

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

# "Share of Ad-Supported OOH Media"




*CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab 163 CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab 1,753*

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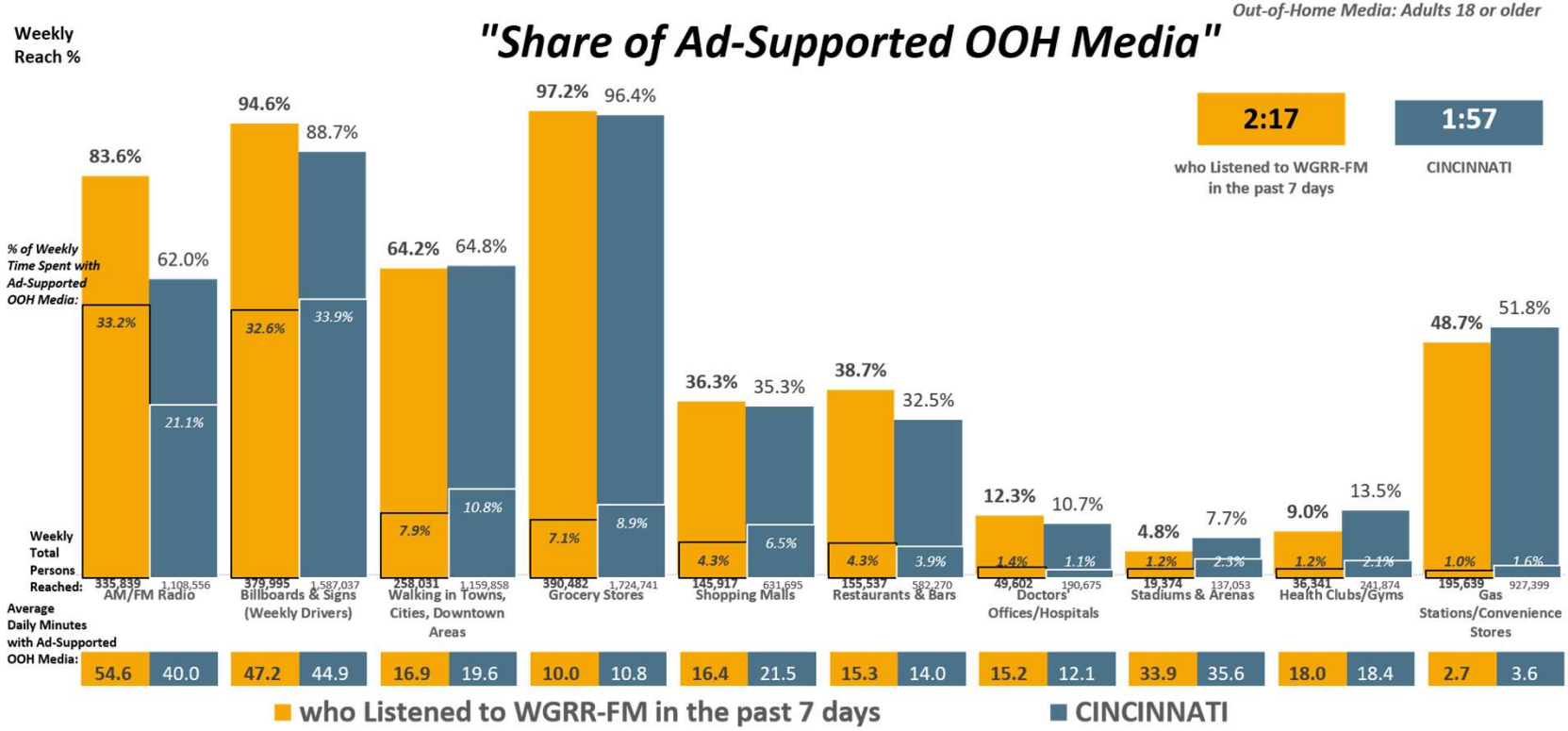
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*Radio Stations: WFTK-FM*

379,995 or 94.6% of Adults 18 or older who Listened to WGRR-FM in the past 7 days spend an average of 47.2 minutes per day driving, seeing Billboards and Signs representing 32.6% of all Time Spent with Ad-Supported Out-of-Home Media.

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

# "Share of Ad-Supported OOH Media"




*CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab 425 CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab 1,753*

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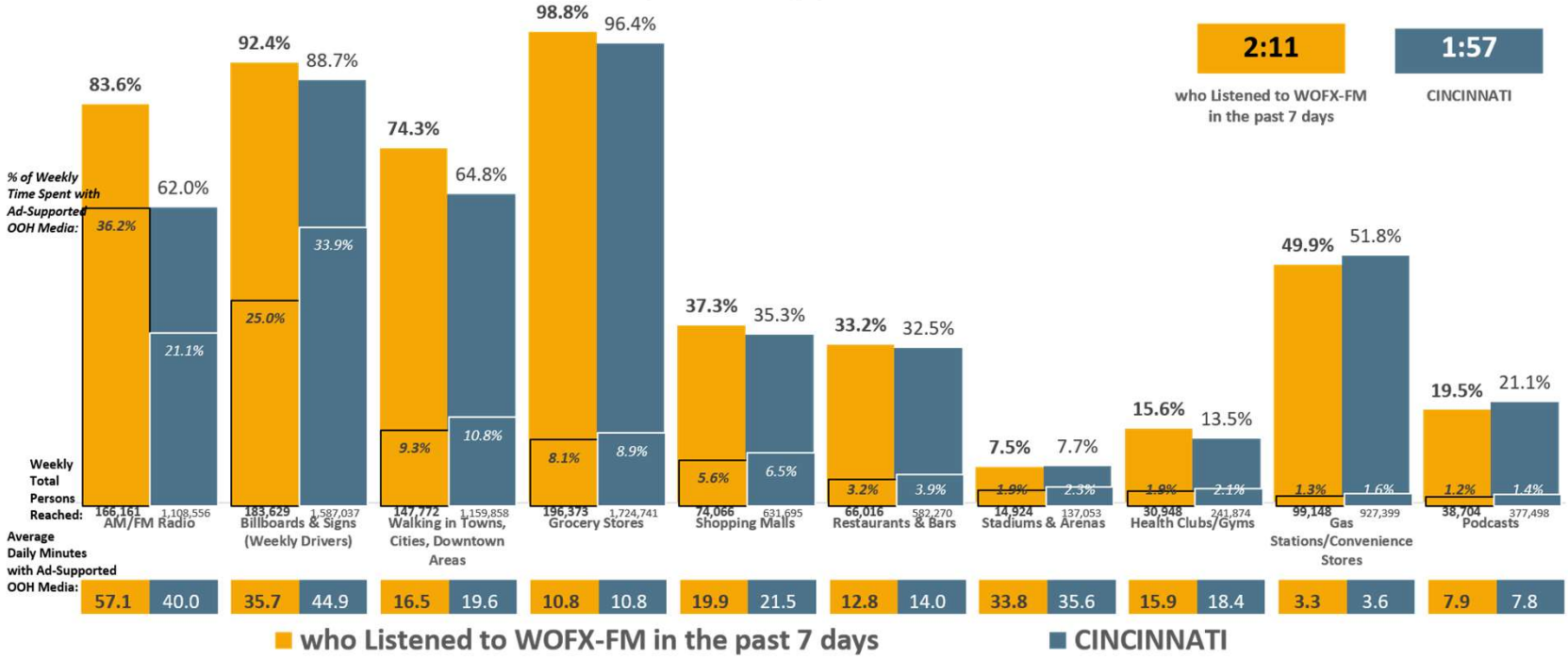
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*Radio Stations: WGRR-FM*

183,629 or 92.4% of Adults 18 or older who Listened to WOFX-FM in the past 7 days spend an average of 35.7 minutes per day driving, seeing Billboards and Signs representing 25.% of all Time Spent with Ad-Supported Out-of-Home Media.

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

# "Share of Ad-Supported OOH Media"




*CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab 213 CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab 1,753*

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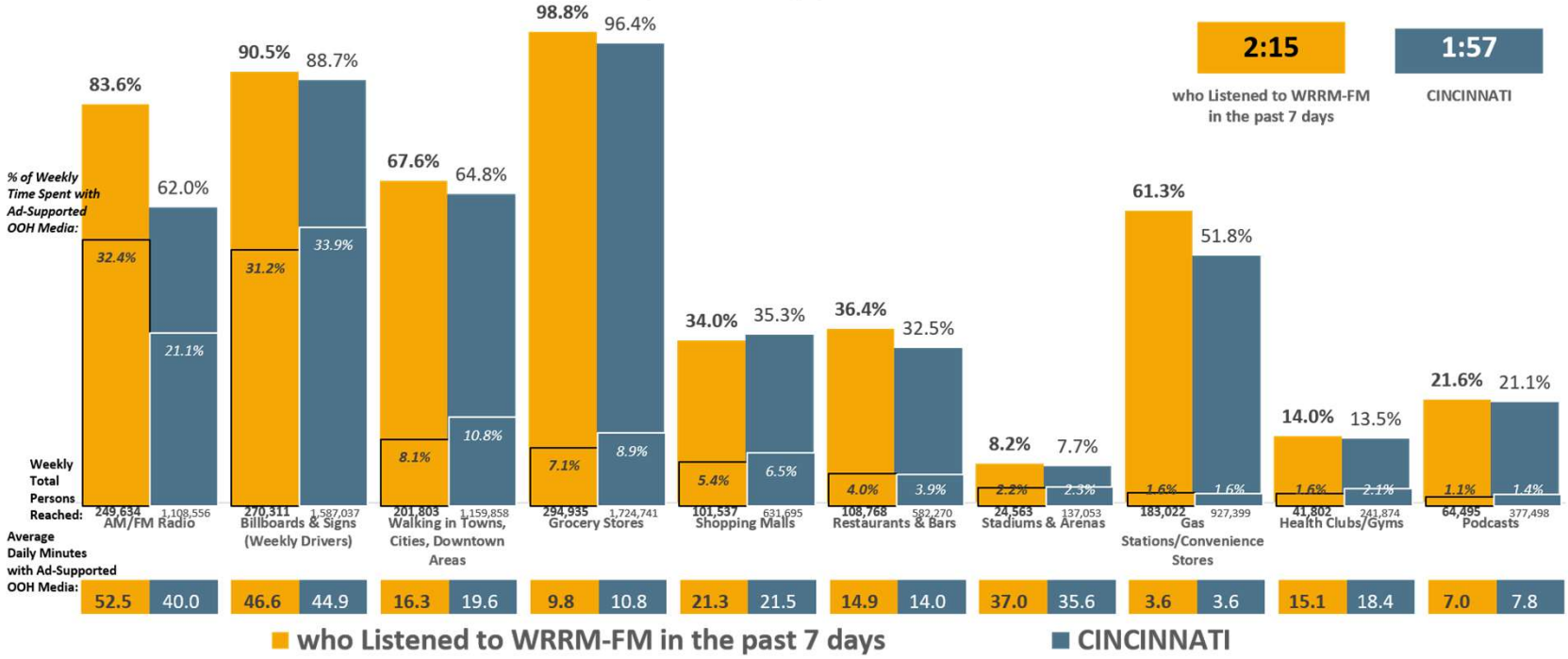
*Radio Stations: WOFX-FM*

Warm98.5
80s. 90s. Now.

270,311 or 90.5% of Adults 18 or older who Listened to WRRM-FM in the past 7 days spend an average of 46.6 minutes per day driving, seeing Billboards and Signs representing 31.2% 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"




*CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab 274 CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab 1,753*

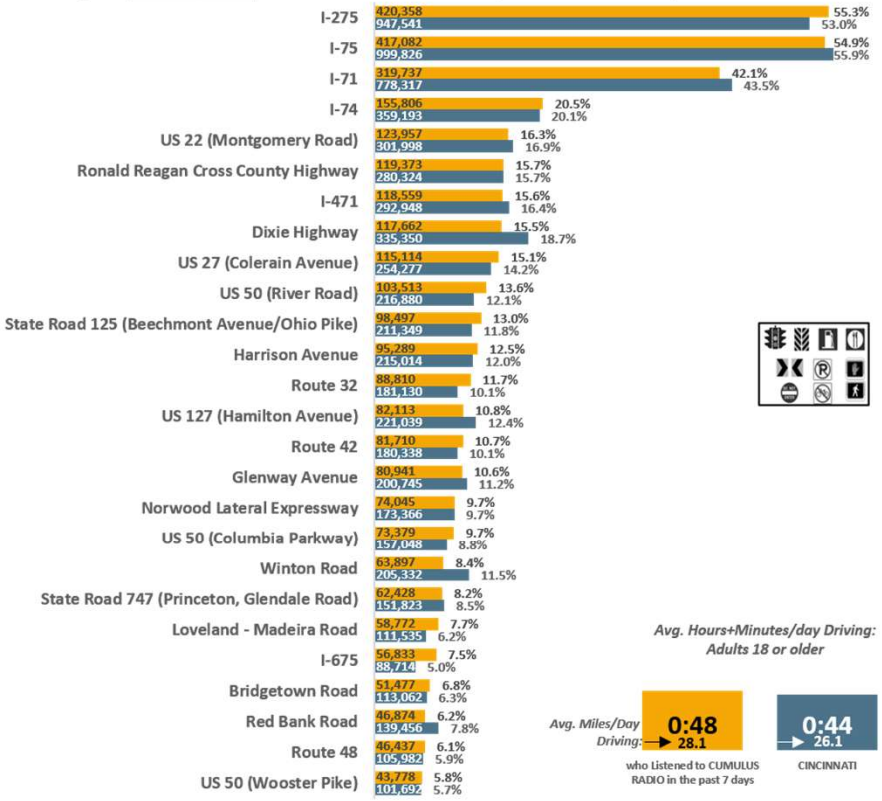
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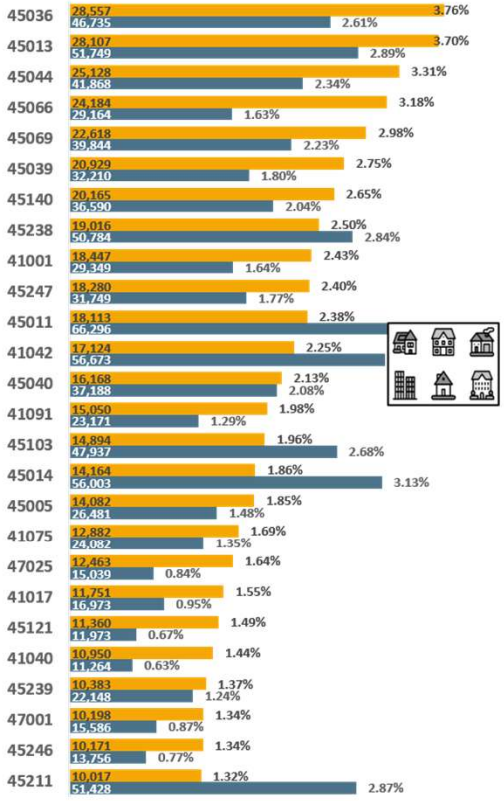
*Radio Stations: WRRM-FM*

696,545 or 91.6% of Adults 18 or older who Listened to CUMULUS RADIO in the past 7 days spend an average of 48.2 minutes per day driving an average of 28.1 miles each day and are 15.4% more likely to use Route 32 than the Metro average.

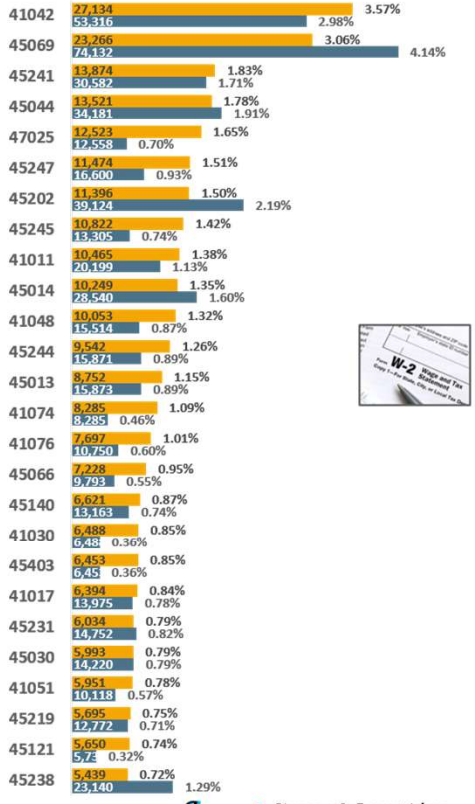
## *Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach):* Adults 18 or older




## *Top-26 Residential Zip Codes:* Adults 18 or older




## *Top-26 Employment Zip Codes:* Adults 18 or older




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*CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab 774*

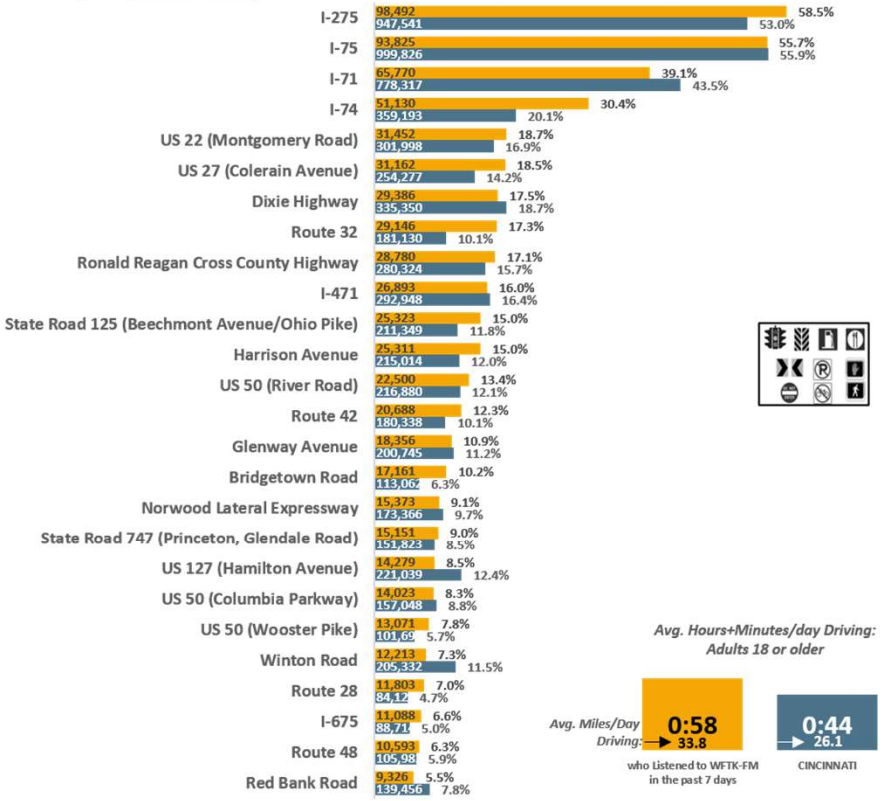
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*(Radio Stations: WFTK-FM OR Radio Stations: WGRR-FM OR Radio Stations: WNNF-FM OR Radio Stations: WOFX-FM OR Radio Stations: WRRM-FM)*

96ROCK
CINCINNATI'S PURE ROCK

145,905 or 86.7% of Adults 18 or older who Listened to WFTK-FM in the past 7 days spend an average of 58.1 minutes per day driving an average of 33.8 miles each day and are 71.1% more likely to use Route 32 than the Metro average.

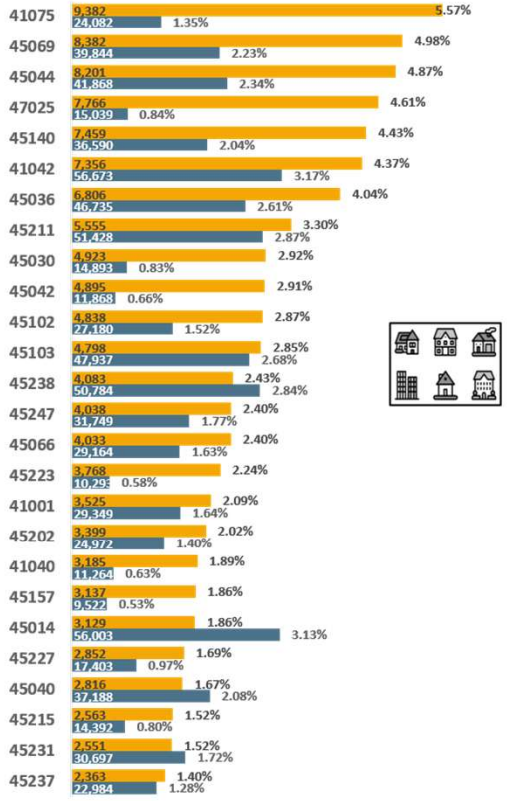
## *Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach):* Adults 18 or older



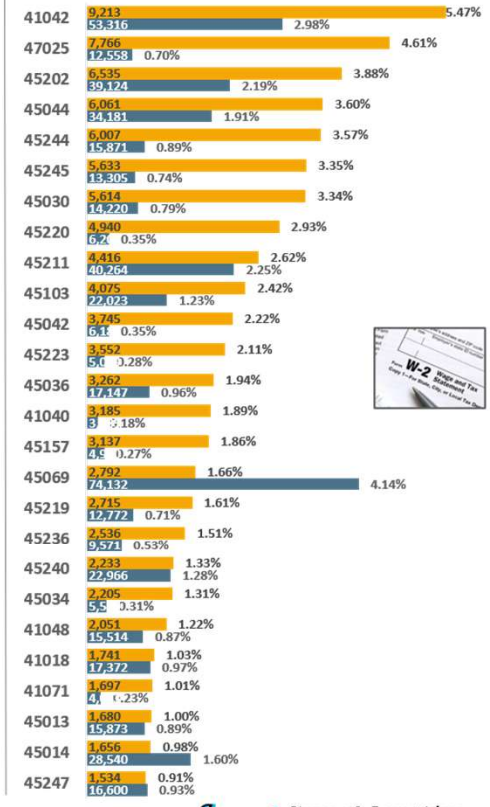

*Avg. Hours+Minutes/day Driving: Adults 18 or older*




## *Top-26 Residential Zip Codes:* Adults 18 or older




## *Top-26 Employment Zip Codes:* Adults 18 or older




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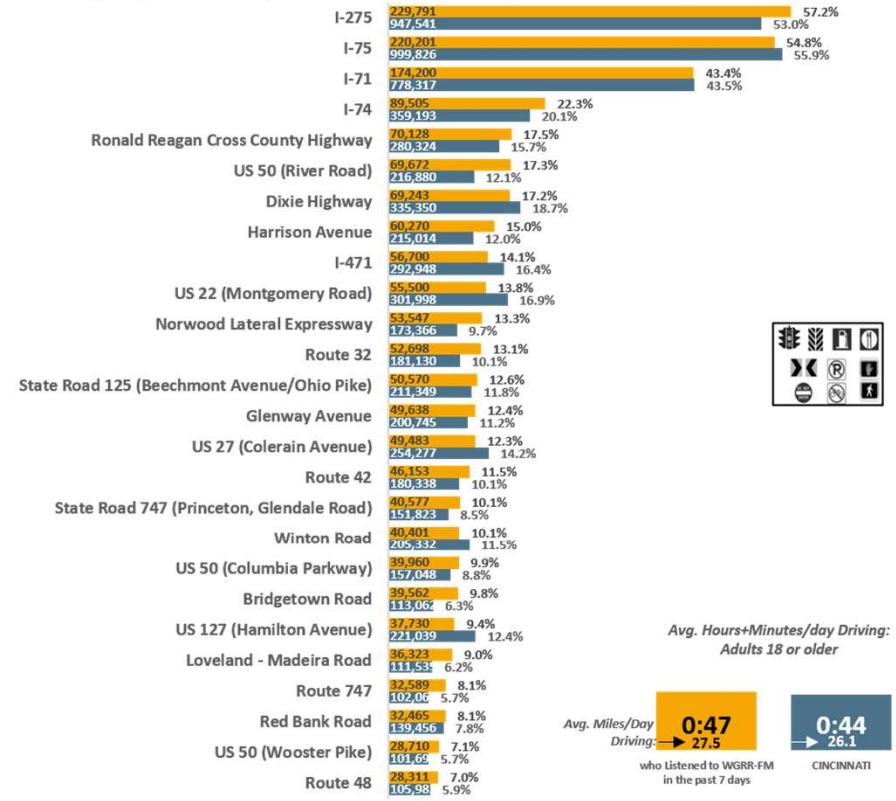
*CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab 163*

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*Radio Stations: WFTK-FM*

379,995 or 94.6% of Adults 18 or older who Listened to WGRR-FM in the past 7 days spend an average of 47.2 minutes per day driving an average of 27.5 miles each day and are 43.1% more likely to use US 50 (River Road) than the Metro average.

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



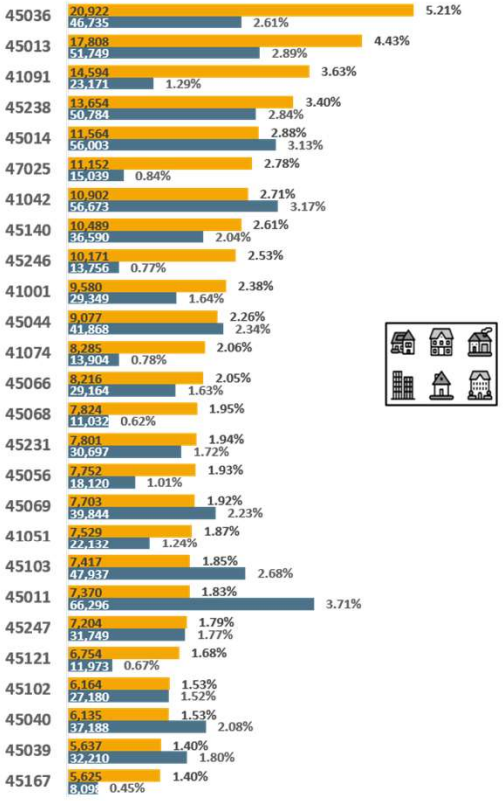

*Avg. Hours+Minutes/day Driving: Adults 18 or older*

*Avg. Miles/Day Driving:*

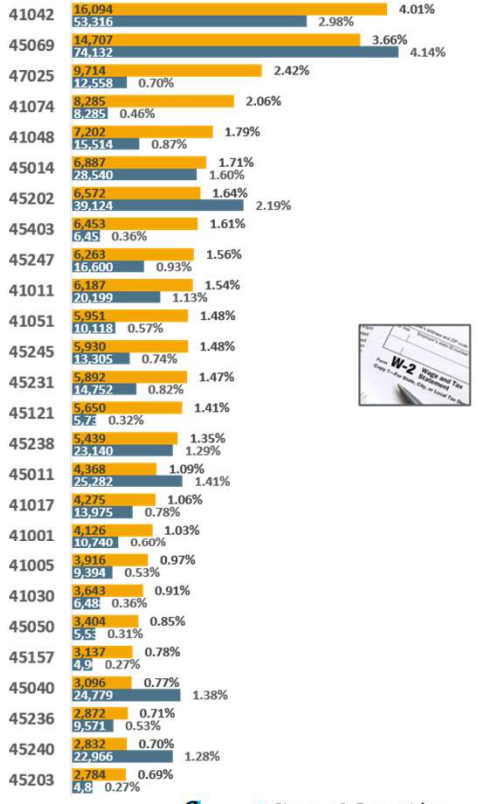
0:47 → 27.5 who Listened to WGRR-FM in the past 7 days

0:44 → 26.1 CINCINNATI

## Top-26 Residential Zip Codes: Adults 18 or older




## Top-26 Employment Zip Codes: Adults 18 or older



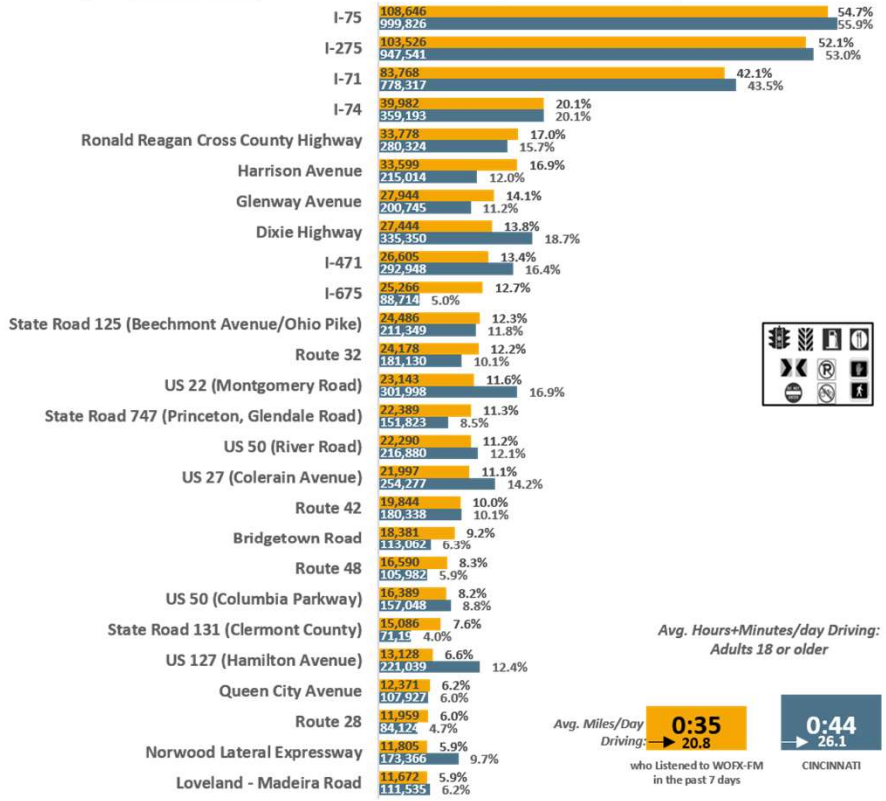

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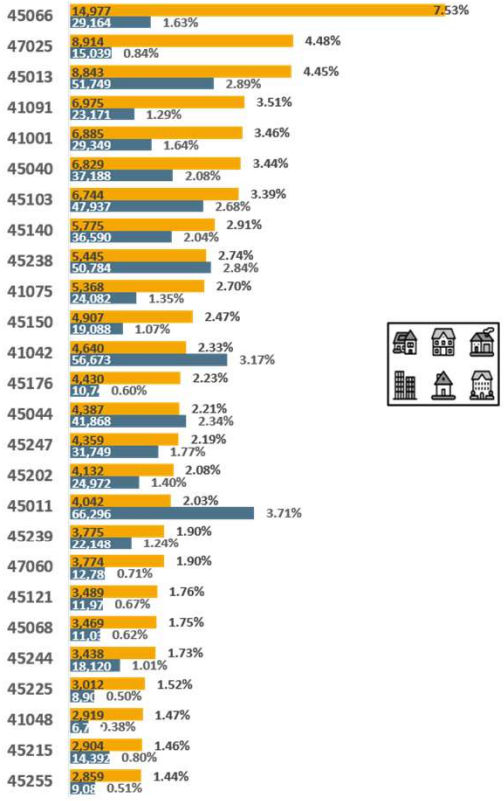

Radio Stations: WGRR-FM

183,629 or 92.4% of Adults 18 or older who Listened to WOFX-FM in the past 7 days spend an average of 35.7 minutes per day driving an average of 20.8 miles each day and are 156.4% more likely to use I-675 than the Metro average.

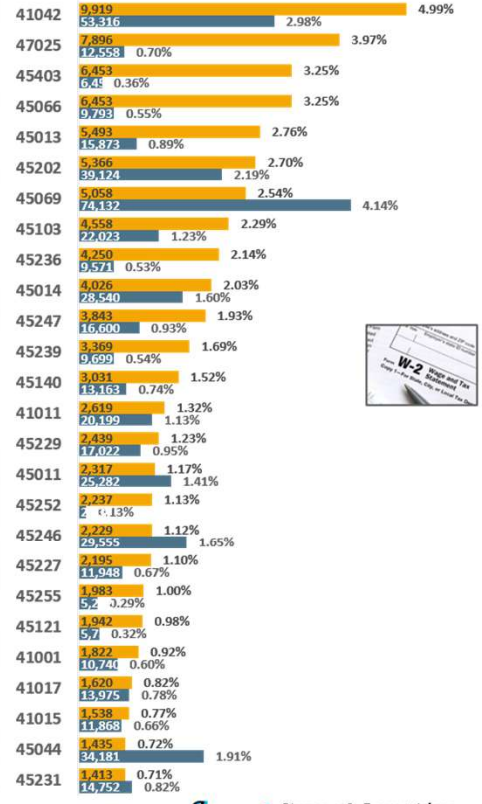
## Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older




## Top-26 Residential Zip Codes: Adults 18 or older




## Top-26 Employment Zip Codes: Adults 18 or older




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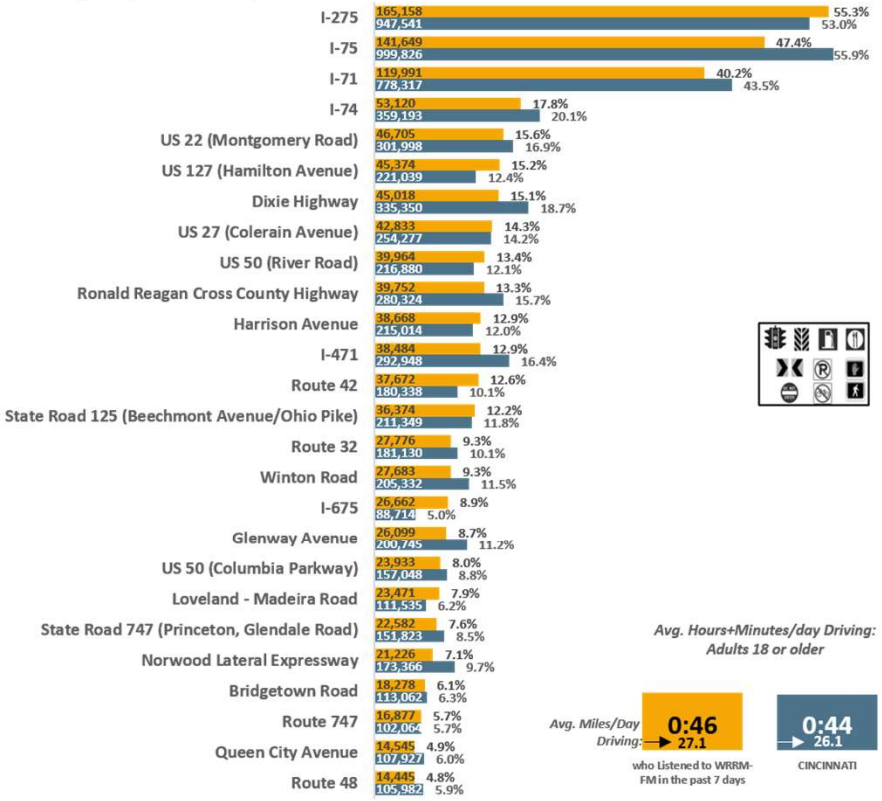
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Radio Stations: WOFX-FM

Warm98.5
80s. 90s. Now.

270,311 or 90.5% of Adults 18 or older who Listened to WRRM-FM in the past 7 days spend an average of 46.6 minutes per day driving an average of 27.1 miles each day and are 80.1% more likely to use I-675 than the Metro average.

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

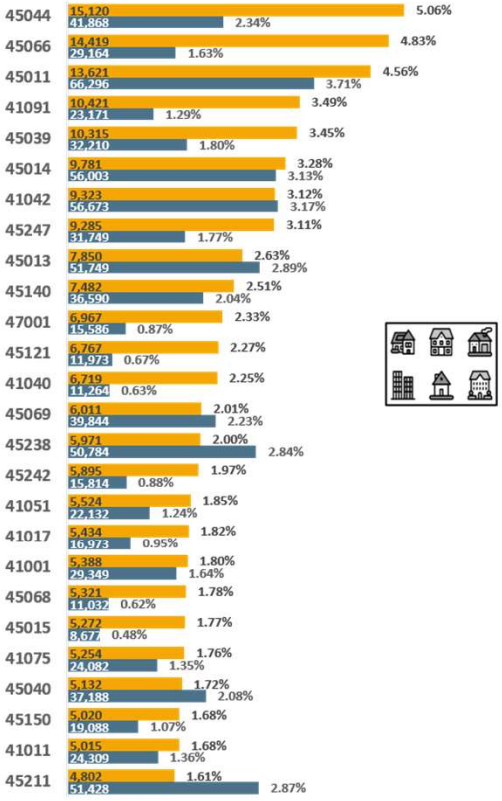



*Avg. Hours+Minutes/day Driving: Adults 18 or older*

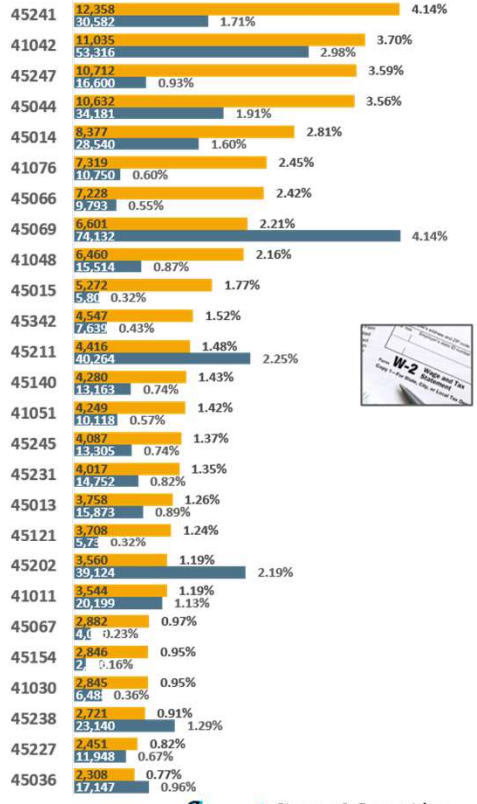
*Avg. Miles/Day Driving:* 0:46 → 27.1 (who Listened to WRRM-FM in the past 7 days)

0:44 → 26.1 (CINCINNATI)

## *Top-26 Residential Zip Codes:* Adults 18 or older




## *Top-26 Employment Zip Codes:* Adults 18 or older



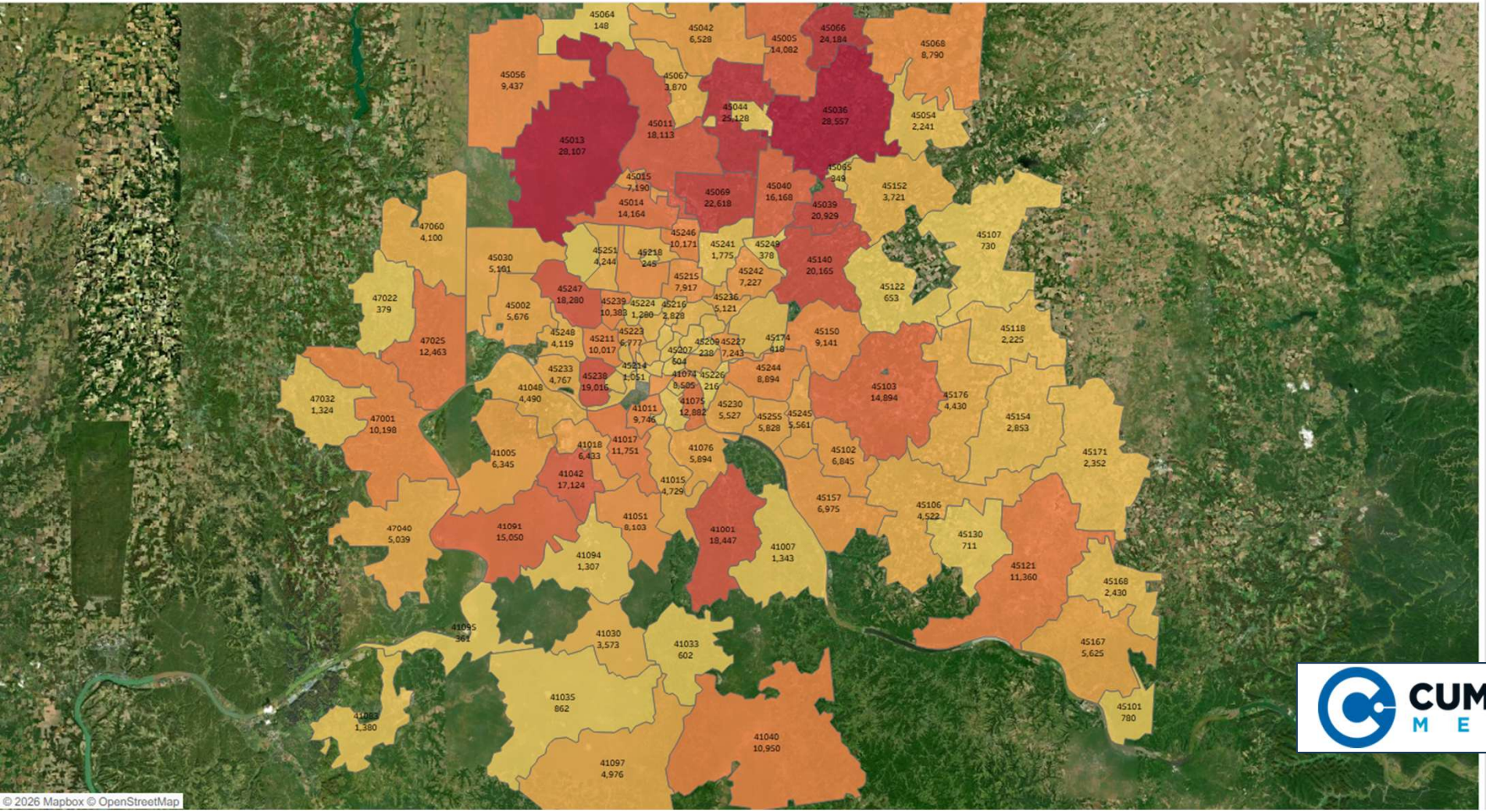

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Radio Stations: WRRM-FM

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




CUMULUS MEDIA

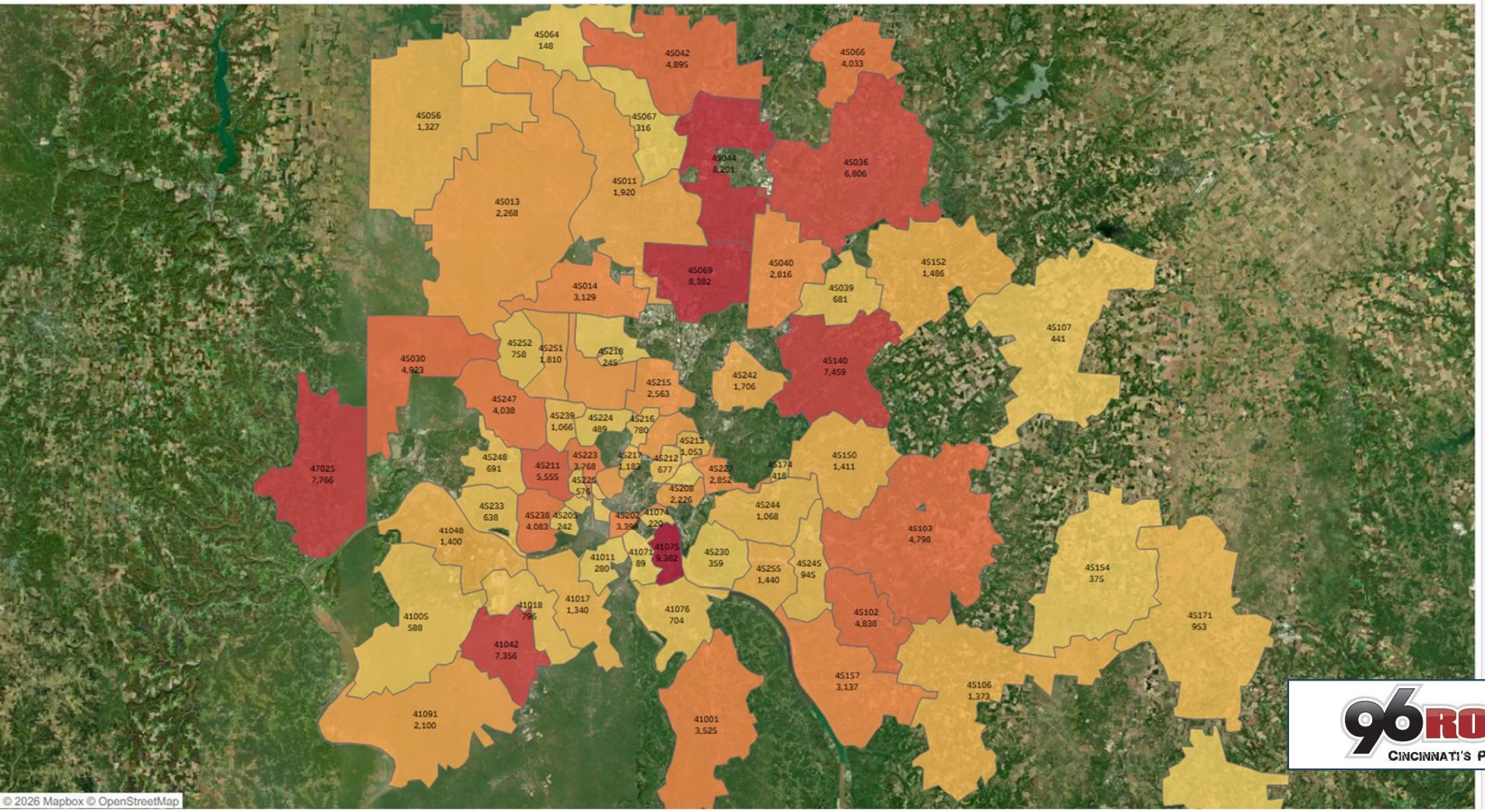
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*(Radio Stations: WFTK-FM OR Radio Stations: WGRR-FM OR Radio Stations: WNNF-FM OR Radio Stations: WOFX-FM OR Radio Stations: WRRM-FM)*

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




96ROCK
CINCINNATI'S PURE ROCK

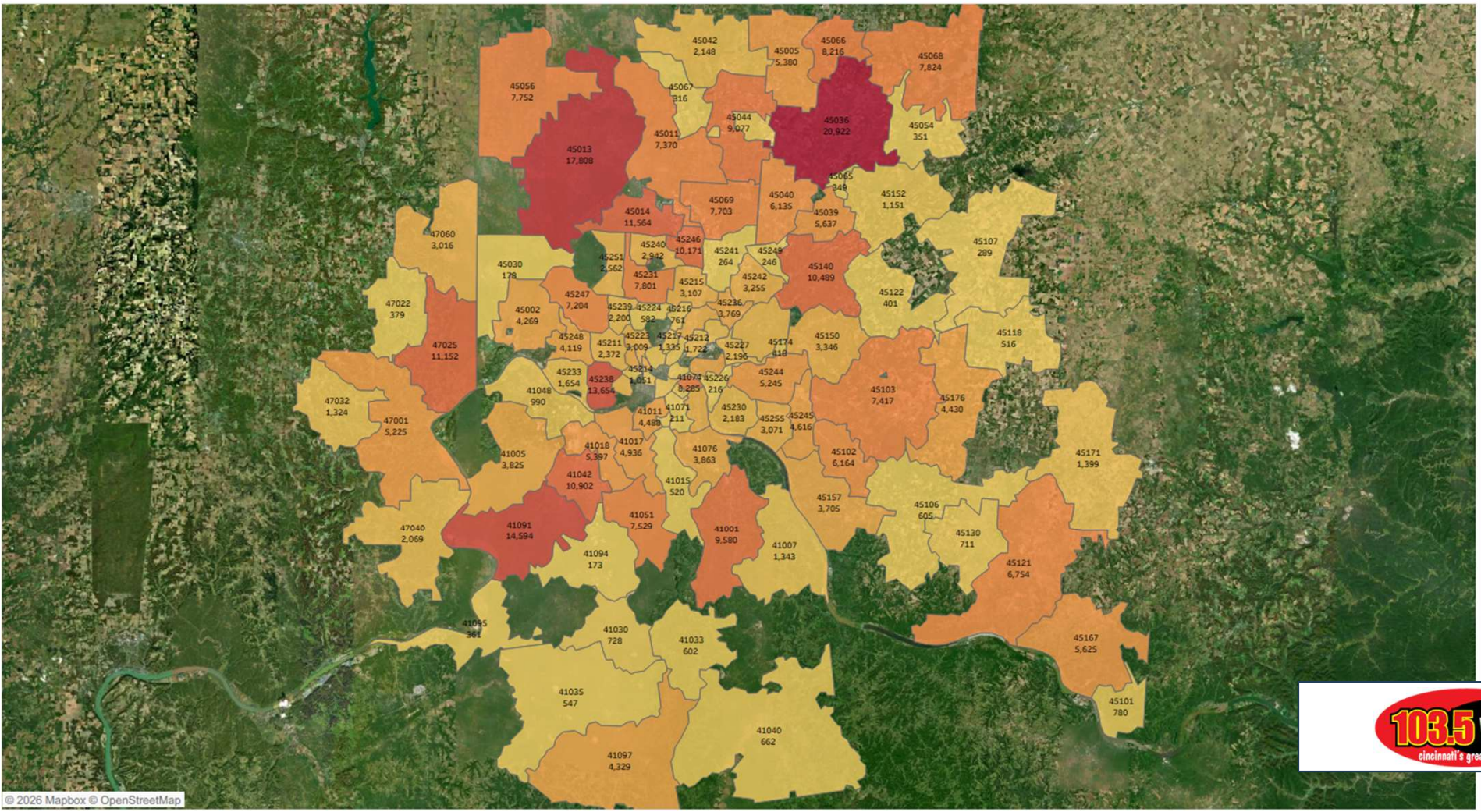
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Radio Stations: WFTK-FM

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



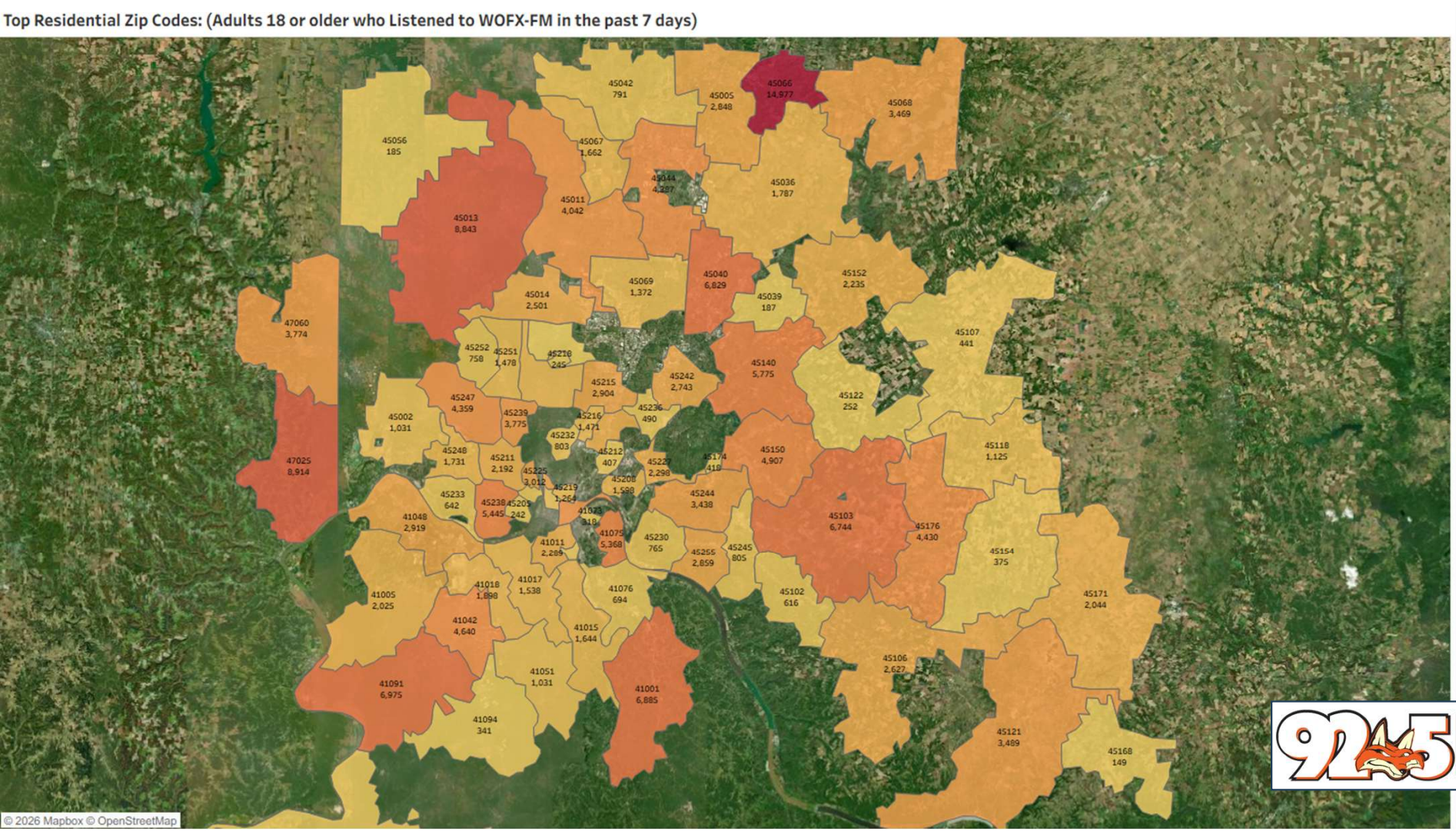

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Radio Stations: WGRR-FM

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



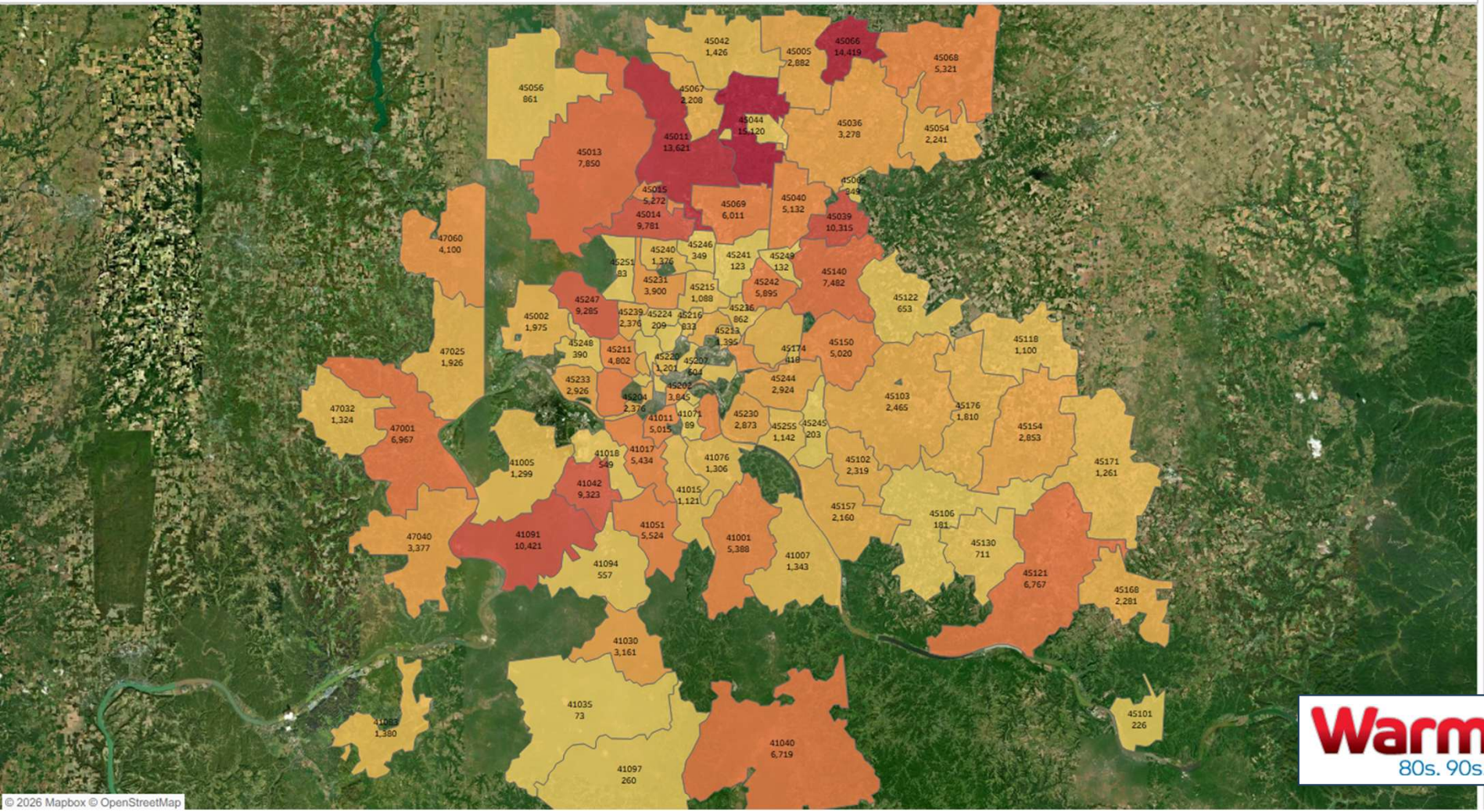


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*Radio Stations: WOFX-FM*

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





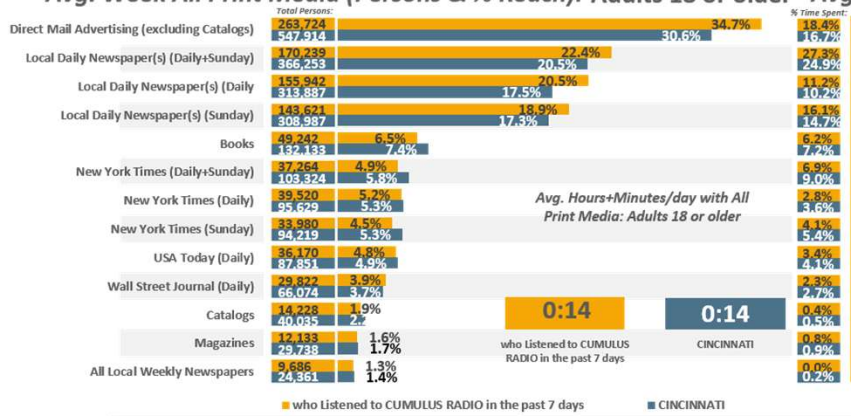

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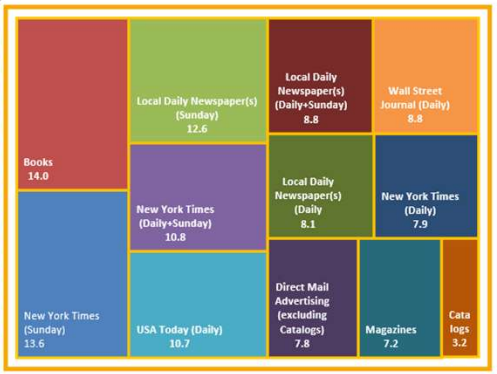

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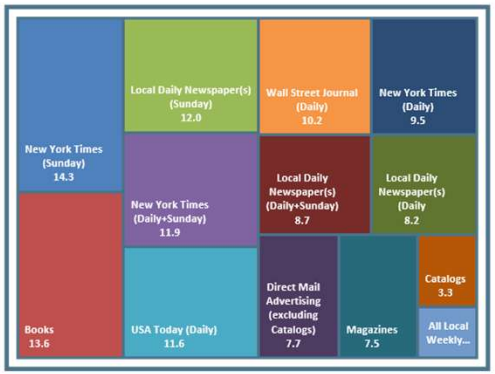
Radio Stations: WRRM-FM

170,239 or 22.4% of Adults 18 or older who Listened to CUMULUS RADIO in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.8 minutes every day representing 29.1% of all time spent daily with All forms of Print Media.

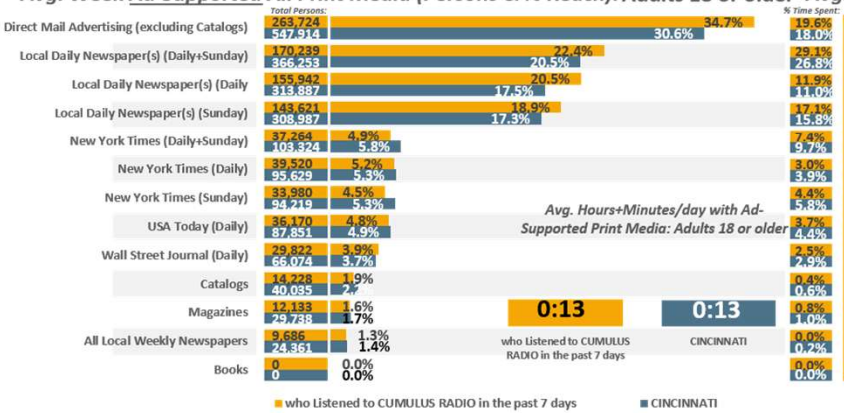
## *Avg. Week All Print Media (Persons & % Reach):* Adults 18 or older



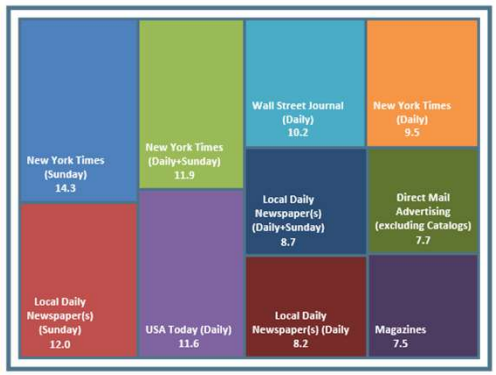




## *Avg. Week Ad-Supported All Print Media (Persons & % Reach):* Adults 18 or older




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




*CINCINNATI Metro Scarborough R2 2026: Sep25-Aug26 Qual Intab 774*

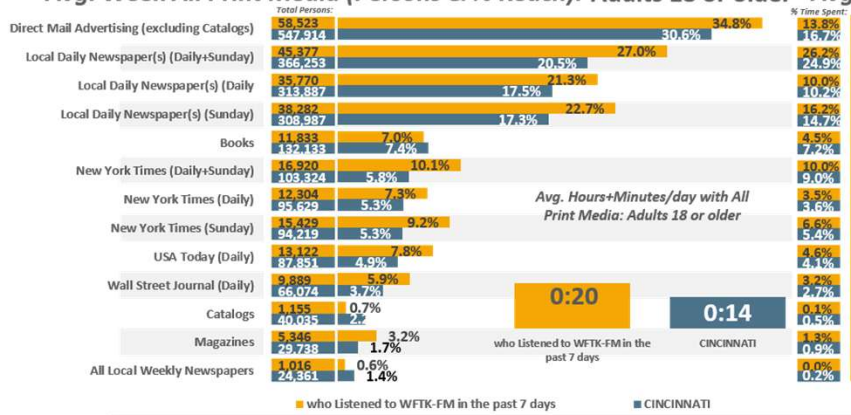
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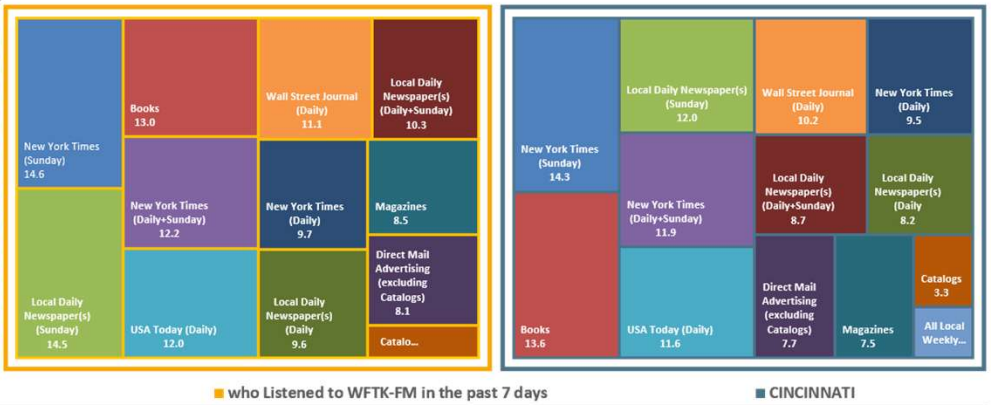
*(Radio Stations: WFTK-FM OR Radio Stations: WGRR-FM OR Radio Stations: WNNF-FM OR Radio Stations: WOFX-FM OR Radio Stations: WRRM-FM)*

45,377 or 27.% of Adults 18 or older who Listened to WFTK-FM in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.3 minutes every day representing 27.4% of all time spent daily with All forms of Print Media.

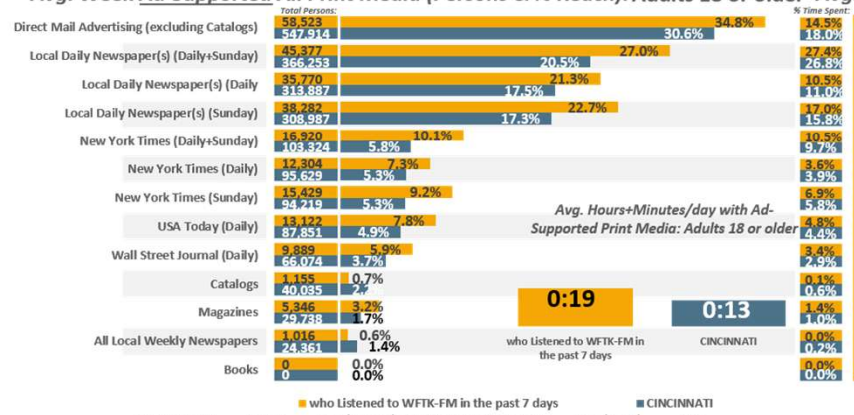
## *Avg. Week All Print Media (Persons & % Reach):* Adults 18 or older



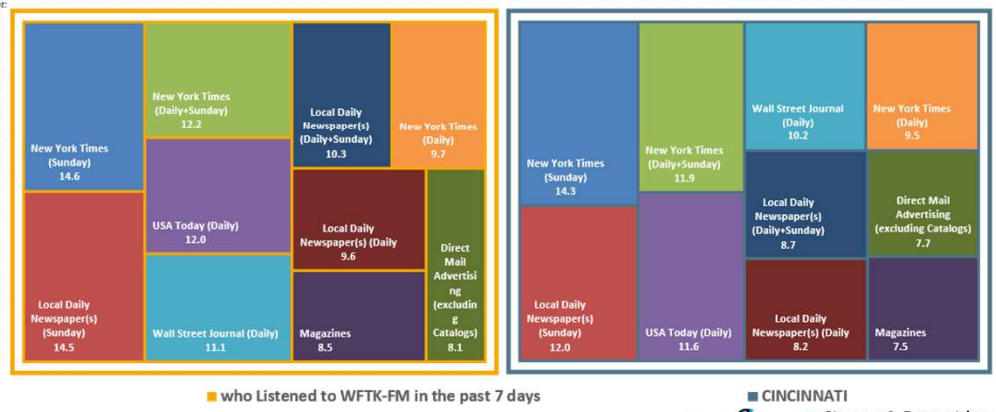

## *Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




## *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




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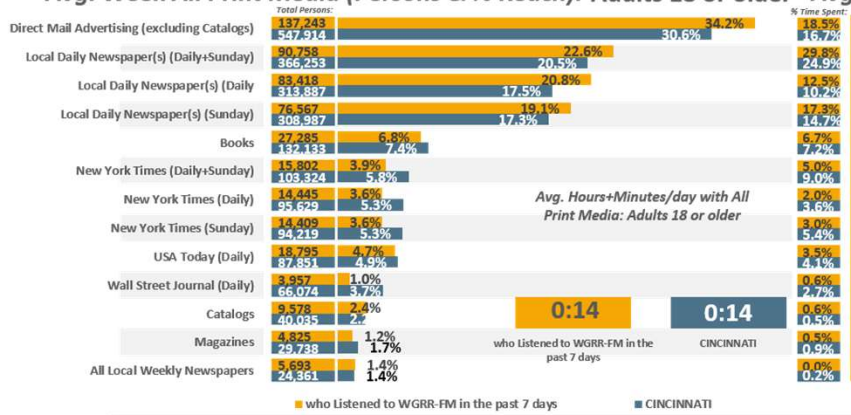
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Radio Stations: WFTK-FM

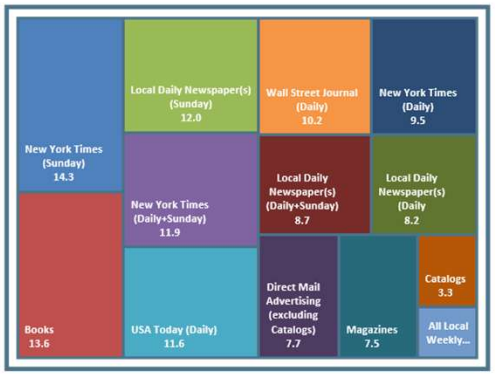
90,758 or 22.6% of Adults 18 or older who Listened to WGRR-FM in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.2 minutes every day representing 31.9% of all time spent daily with All forms of Print Media.

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

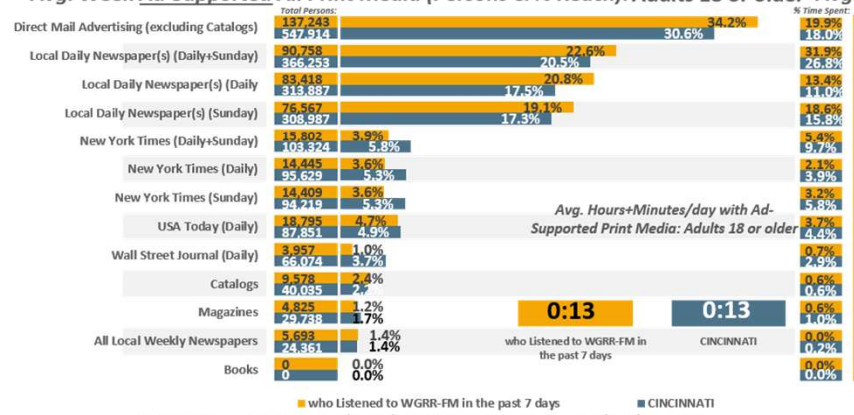




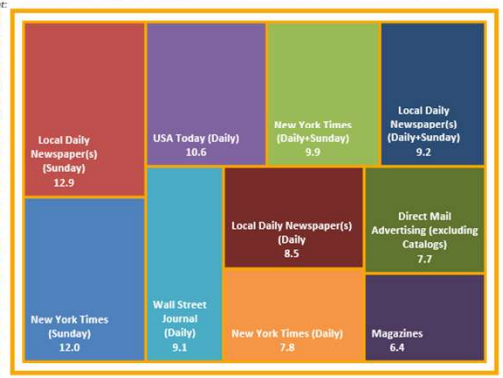


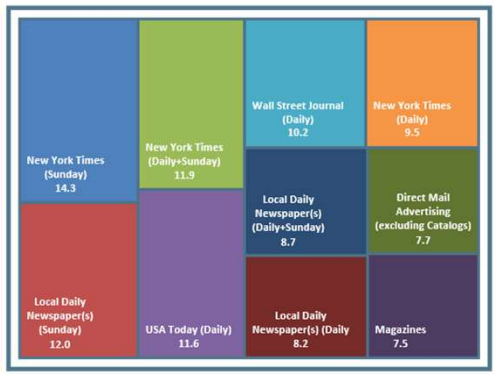



## *Avg. Week Ad-Supported All Print Media (Persons & % Reach):* Adults 18 or older




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





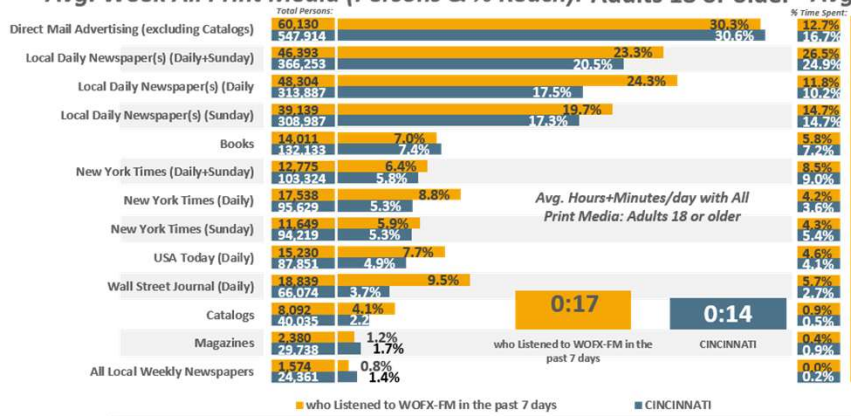
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*Radio Stations: WGRR-FM*

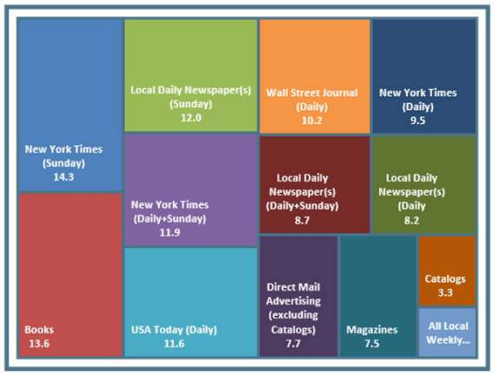
46,393 or 23.3% of Adults 18 or older who Listened to WOFX-FM in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.2 minutes every day representing 28.2% of all time spent daily with All forms of Print Media.

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

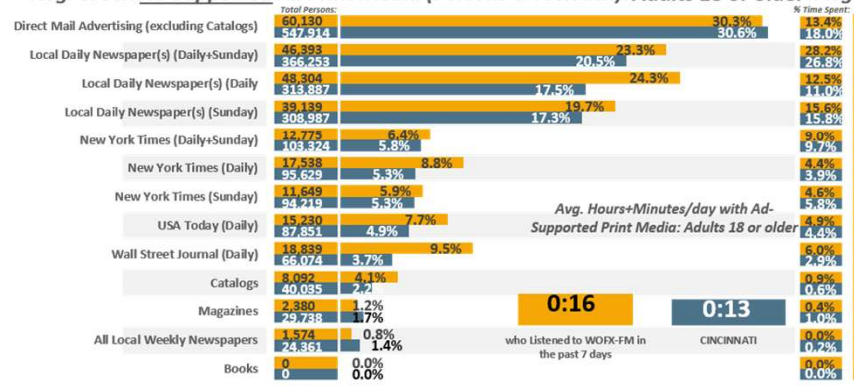






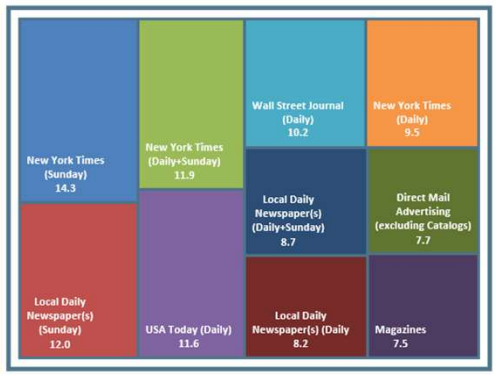



## *Avg. Week Ad-Supported All Print Media (Persons & % Reach):* Adults 18 or older




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




who Listened to WOFX-FM in the past 7 days CINCINNATI

who Listened to WOFX-FM in the past 7 days CINCINNATI

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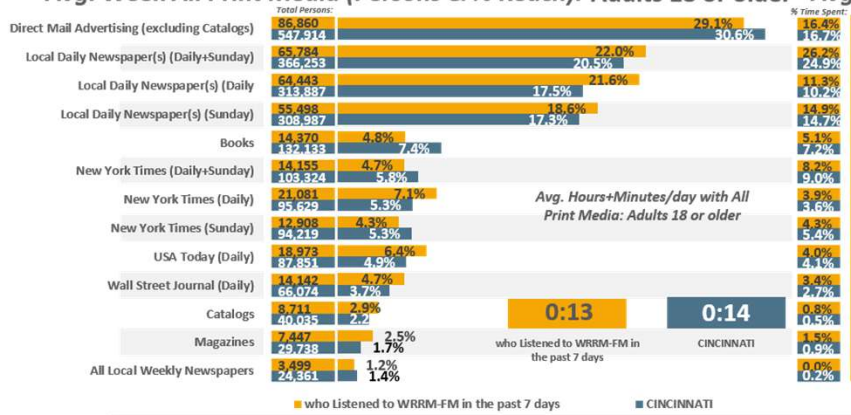
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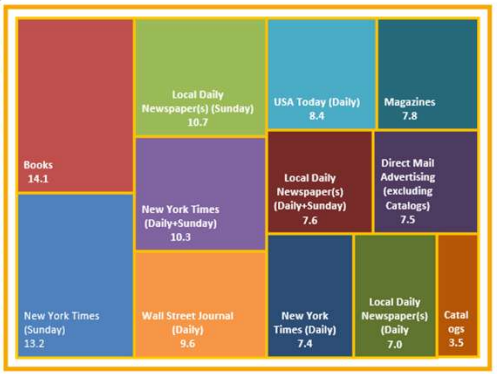
*Radio Stations: WOFX-FM*

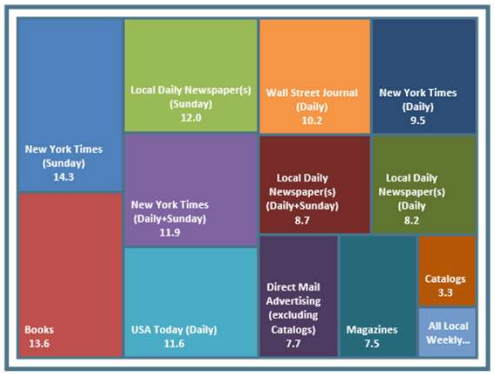
Warm98.5
80s. 90s. Now.

65,784 or 22.% of Adults 18 or older who Listened to WRRM-FM in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7.6 minutes every day representing 27.6% of all time spent daily with All forms of Print Media.

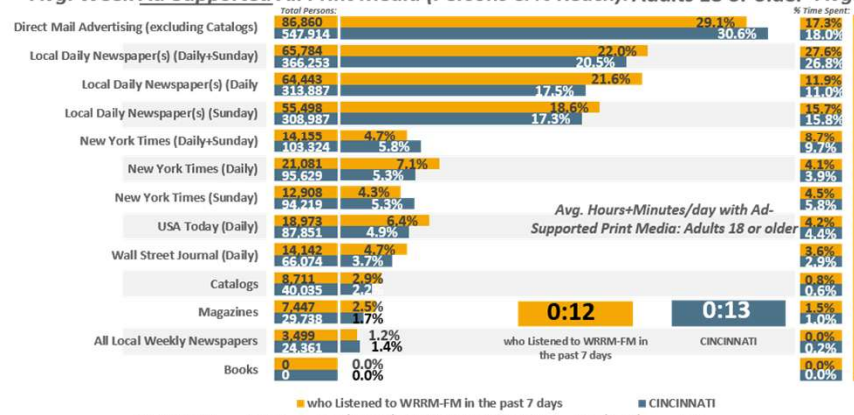
## *Avg. Week All Print Media (Persons & % Reach):* Adults 18 or older



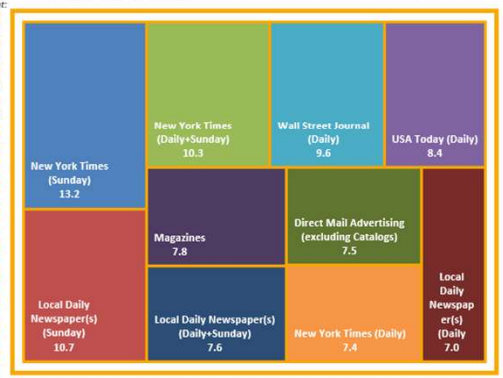



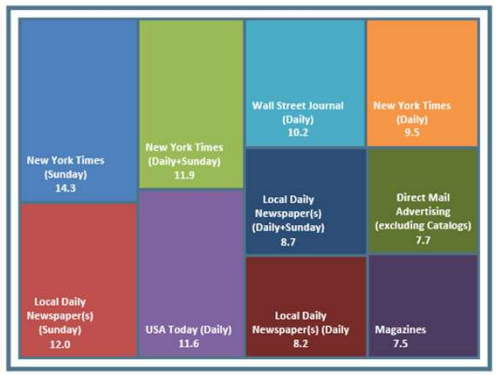




## *Avg. Week Ad-Supported All Print Media (Persons & % Reach):* Adults 18 or older




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




who Listened to WRRM-FM in the past 7 days ■ CINCINNATI

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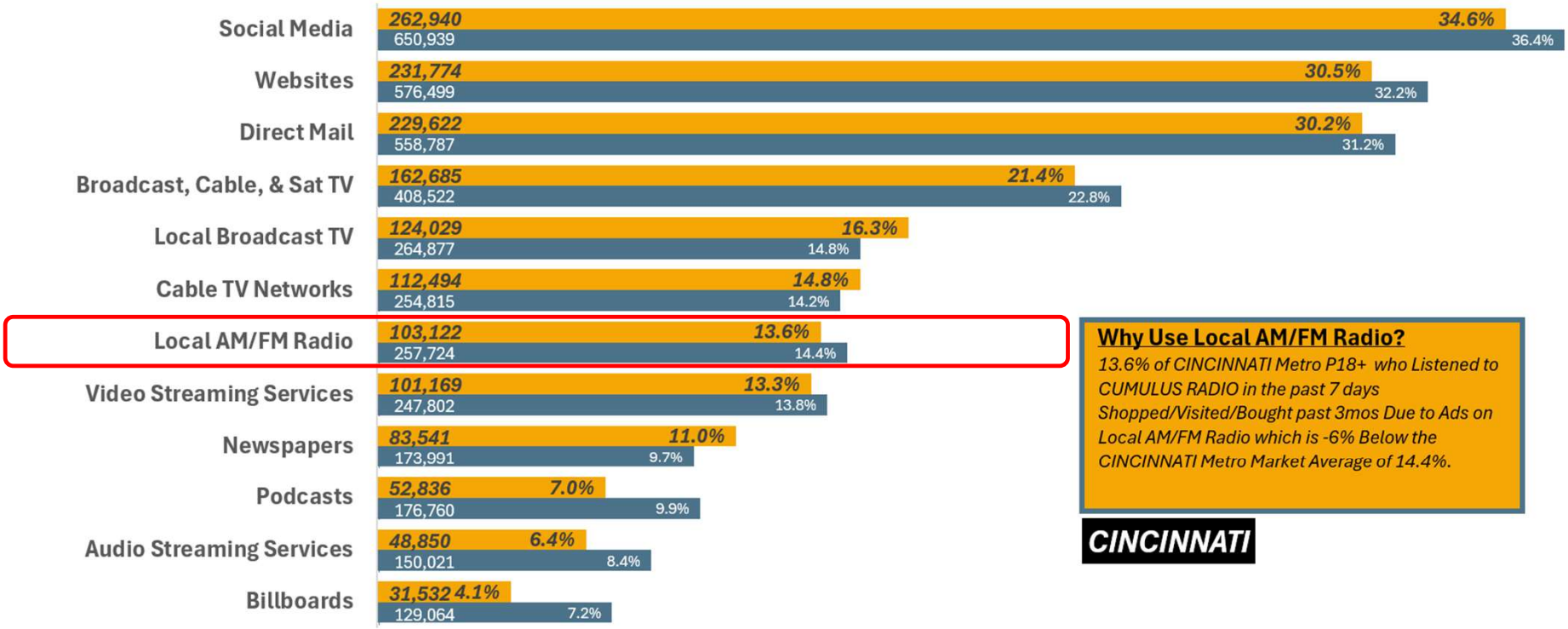
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*Radio Stations: WRRM-FM*

CUMULUS MEDIA

**"Advertising Actions"**

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




**Why Use Local AM/FM Radio?**

*13.6% of CINCINNATI Metro P18+ who Listened to CUMULUS RADIO in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -6% Below the CINCINNATI Metro Market Average of 14.4%.*

**CINCINNATI**

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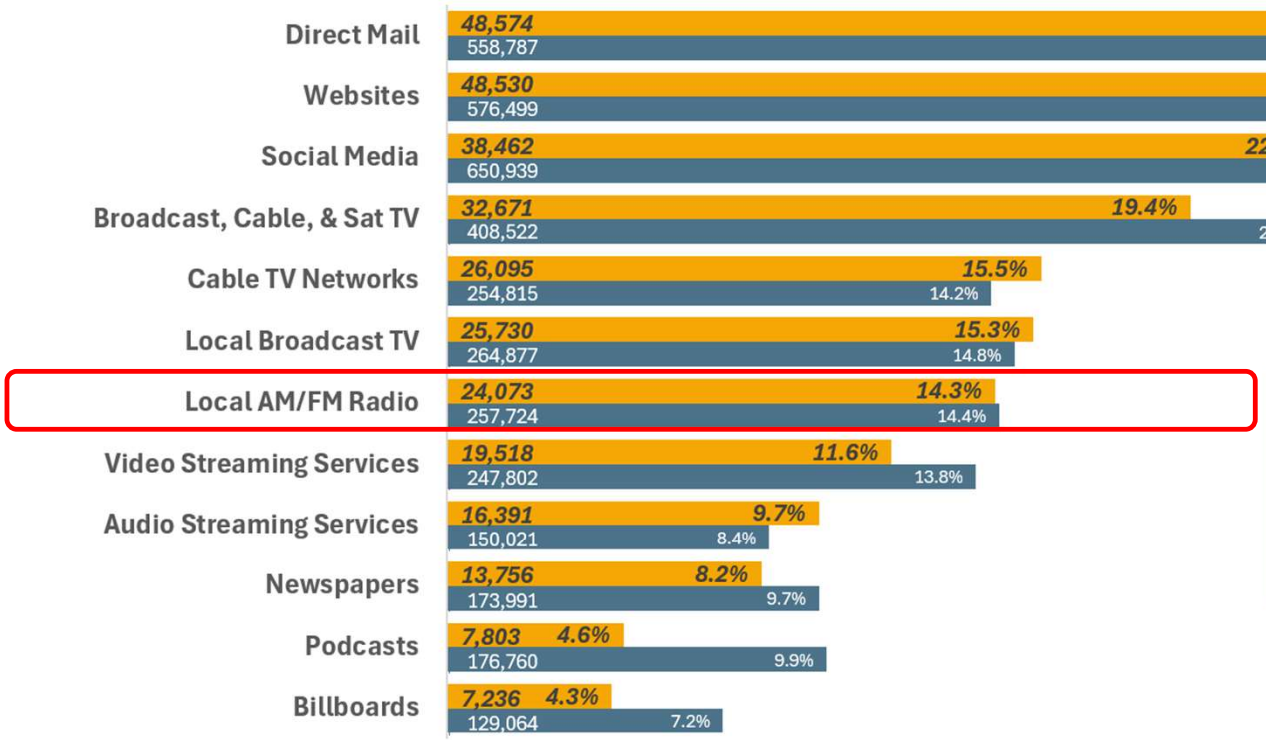
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*(Radio Stations: WFTK-FM OR Radio Stations: WGRR-FM OR Radio Stations: WNNF-FM OR Radio Stations: WOFX-FM OR Radio Stations: WRRM-FM)*

96ROCK
CINCINNATI'S PURE ROCK

**"Advertising Actions"**

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




**Why Use Local AM/FM Radio?**

*14.3% of CINCINNATI Metro P18+ who Listened to WFTK-FM in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -1% Below the CINCINNATI Metro Market Average of 14.4%.*

**CINCINNATI**

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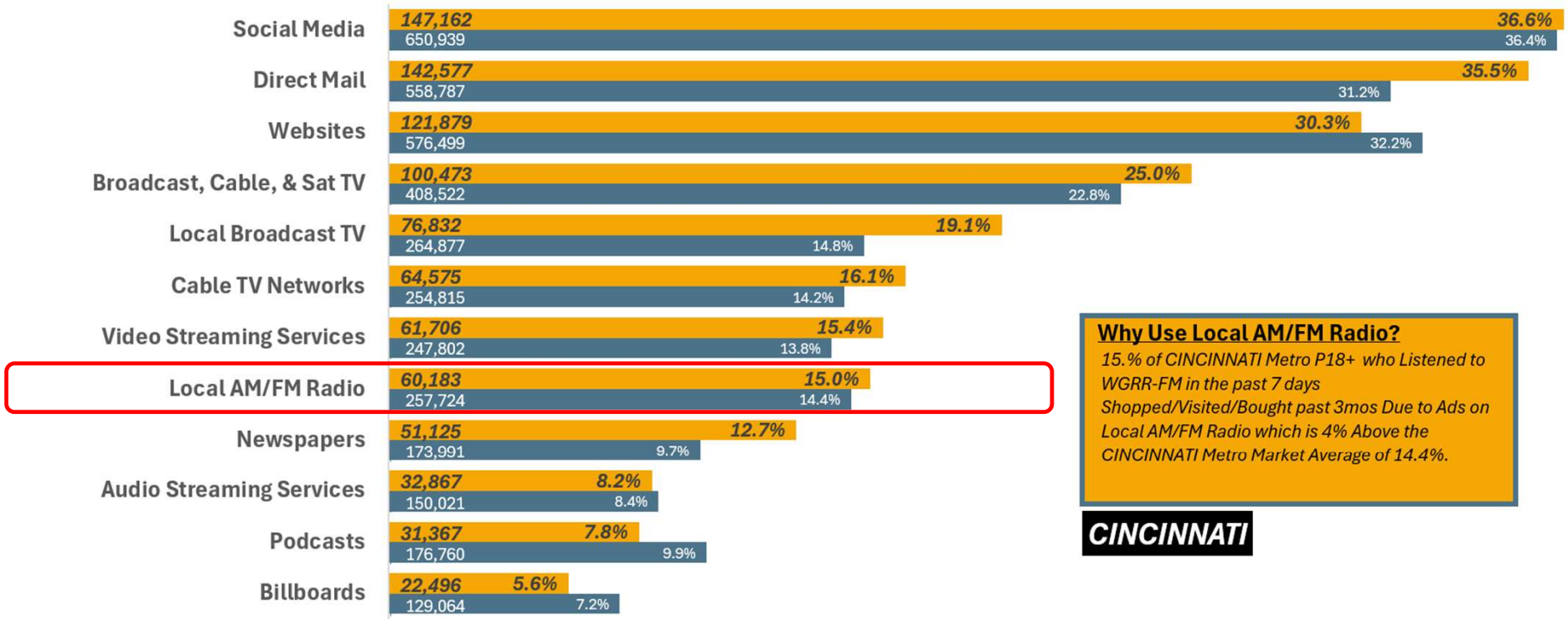
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*Radio Stations: WFTK-FM*

103.5 WGRR cincinnati's greatest hits

## "Advertising Actions"

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




**Why Use Local AM/FM Radio?**

*15.% of CINCINNATI Metro P18+ who Listened to WGRR-FM in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 4% Above the CINCINNATI Metro Market Average of 14.4%.*

**CINCINNATI**

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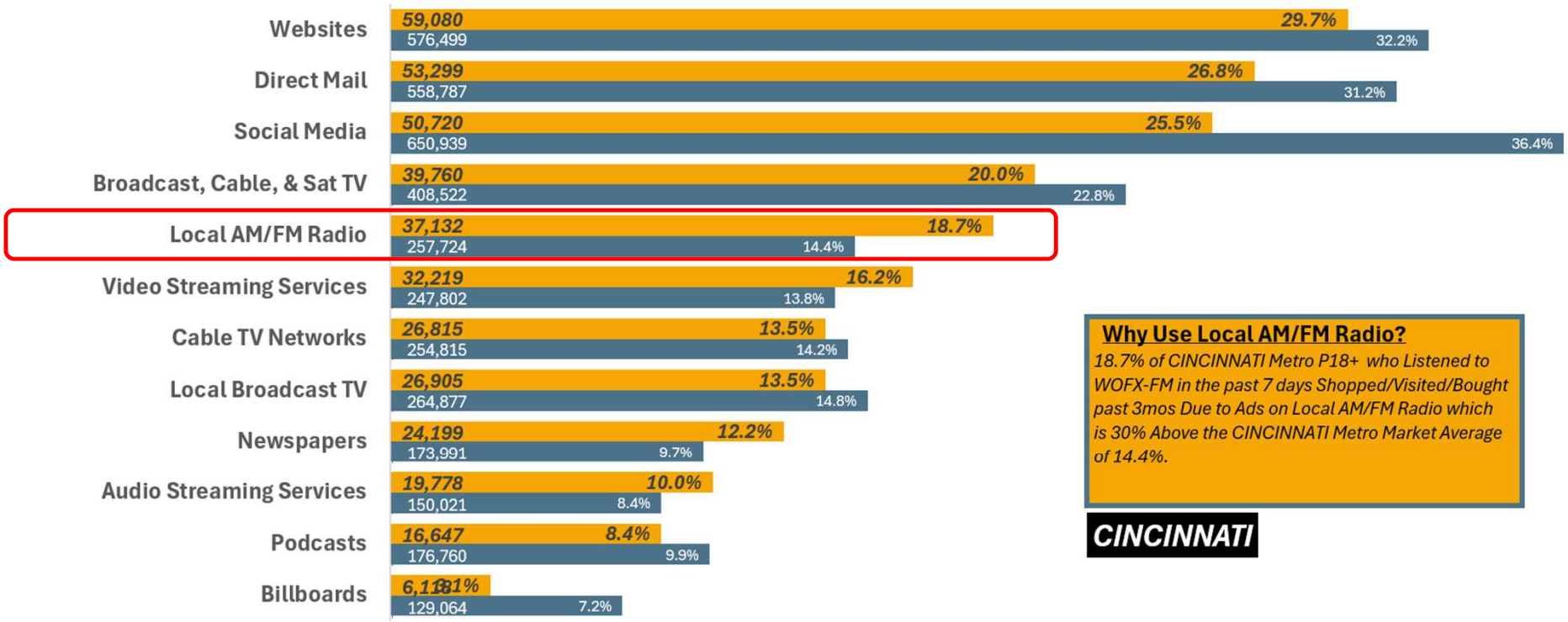
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*Radio Stations: WGRR-FM*

"Advertising Actions"

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




**Why Use Local AM/FM Radio?**

*18.7% of CINCINNATI Metro P18+ who Listened to WOFX-FM in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 30% Above the CINCINNATI Metro Market Average of 14.4%.*

**CINCINNATI**

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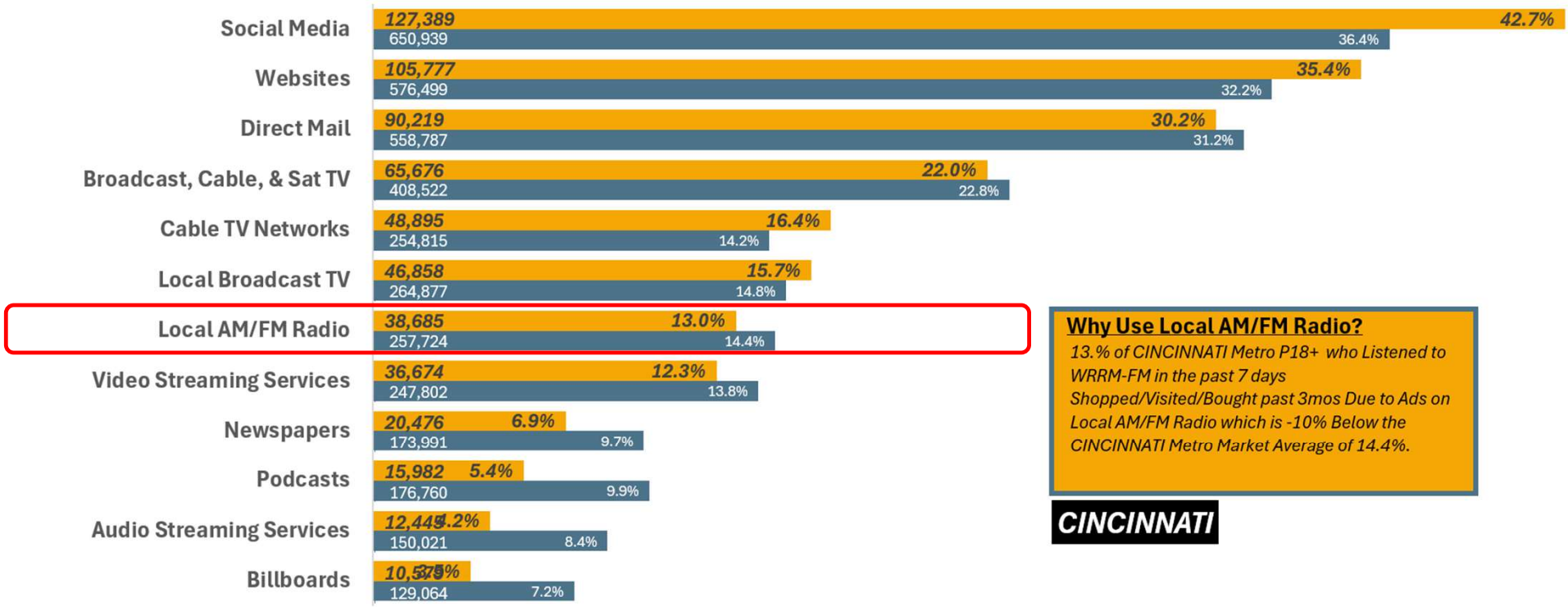
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*Radio Stations: WOFX-FM*

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80s. 90s. Now.

## "Advertising Actions"

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




**Why Use Local AM/FM Radio?**

*13.% of CINCINNATI Metro P18+ who Listened to WRRM-FM in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -10% Below the CINCINNATI Metro Market Average of 14.4%.*

**CINCINNATI**

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*Radio Stations: WRRM-FM*