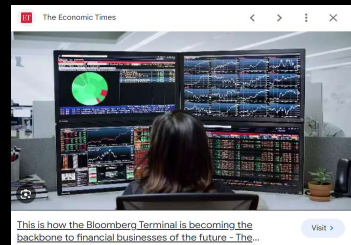


# CHICAGO, IL, Metro – 5 P18+ Profiles of HUBBARD RADIO Listeners! Brand New Data as of February 28, 2026! Complete Demographic & Media Use Profiles



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

(Radio Stations: WDRV-FM OR Radio Stations: WTBC-FM OR Radio Stations: WTMX-FM) Radio Stations: WDRV-FM Radio Stations: WTBC-FM Radio Stations: WTMX-FM Radio Stations: WTMX-FM M-F 6A-10A



27.2% or 2,007,799 of CHICAGO Metro Adults 18 or older Listened to HUBBARD RADIO in the past 7 days. Typical Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days are 48.8 years old (1.3% older than average) and have a \$124,006 (9.6% higher than average) annual household income.

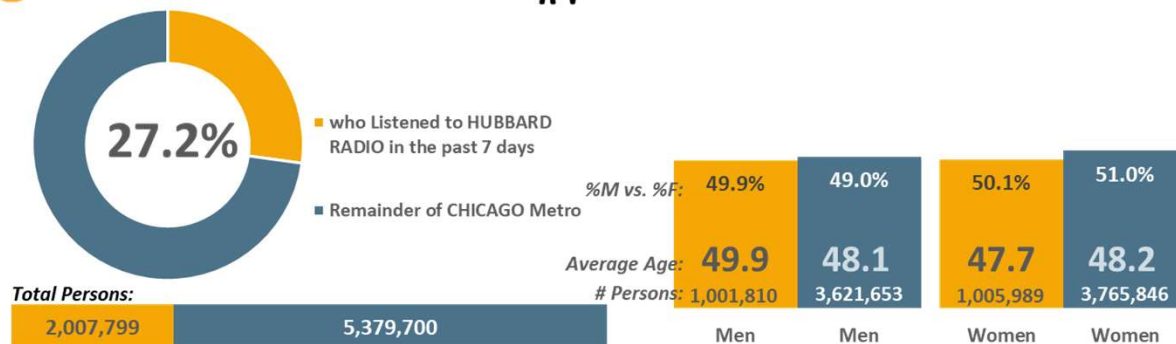


Percent of Market: Adults 18 or older

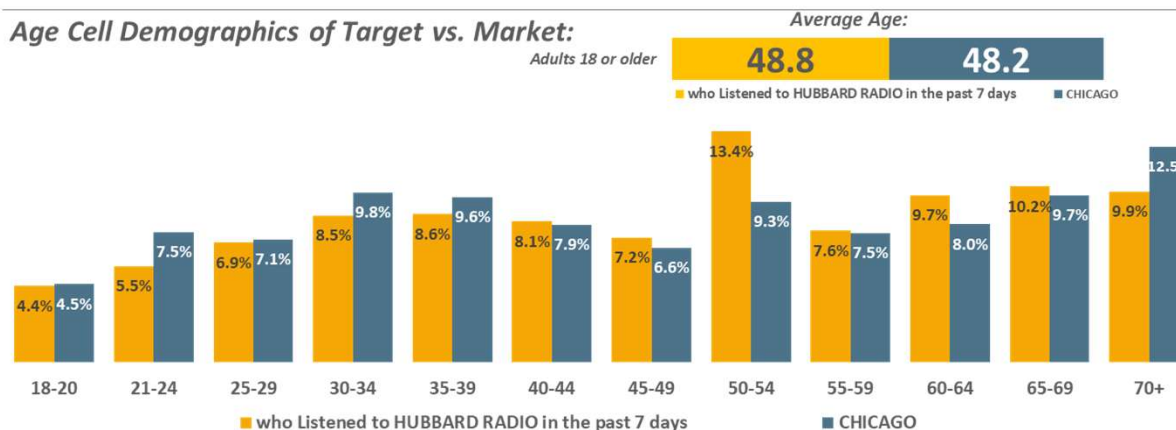


Gender of Target vs. Market: Adults 18 or older

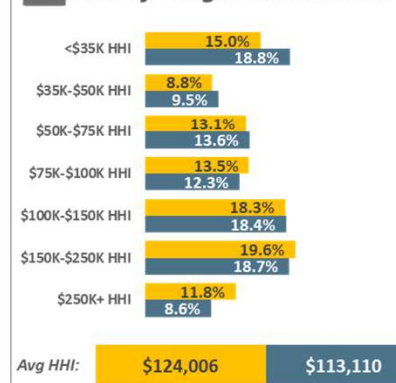
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



CHICAGO Metro Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,017  
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(Radio Stations: WDRV-FM OR Radio Stations: WTBC-FM OR Radio Stations: WTMX-FM)





11.9% or 879,023 of CHICAGO Metro Adults 18 or older Listened to WDRV-FM in the past 7 days.  
Typical Adults 18 or older who Listened to WDRV-FM in the past 7 days are 53.5 years old (11.% older than average) and have a \$114,321 (1.1% higher than average) annual household income.

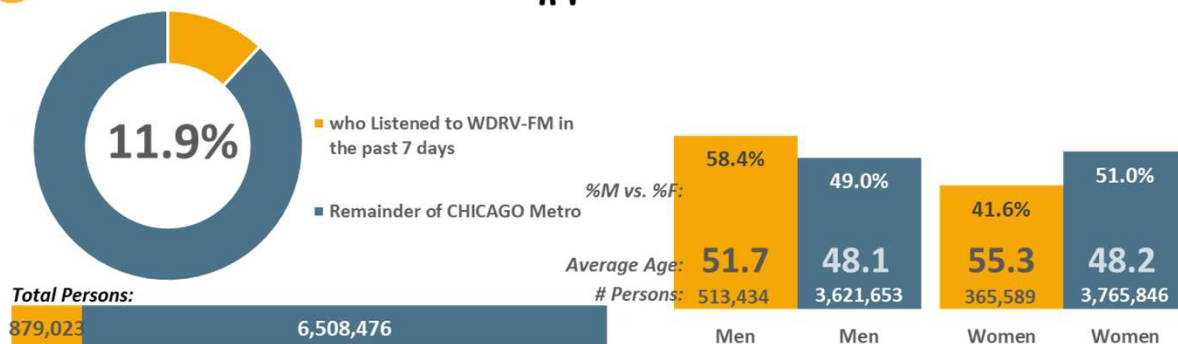


### Percent of Market: Adults 18 or older

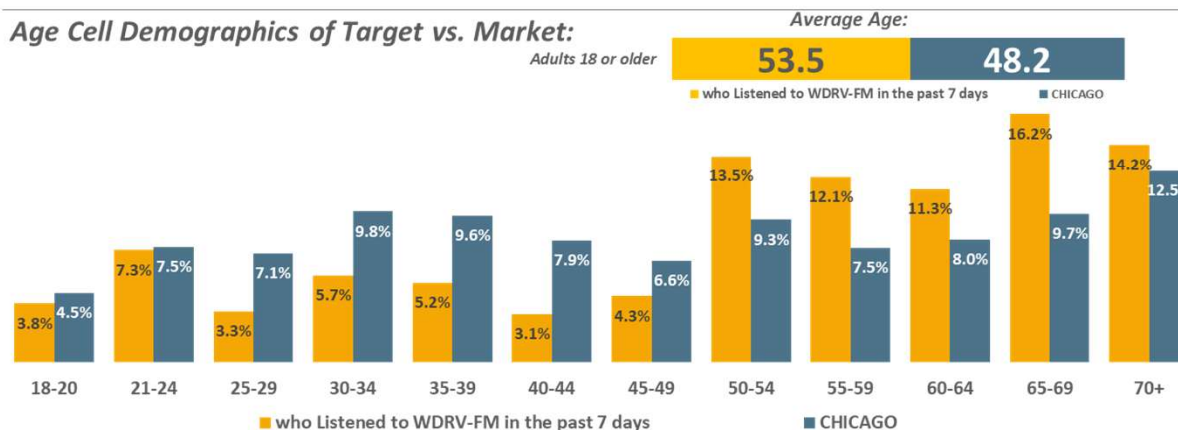


### Gender of Target vs. Market: Adults 18 or older

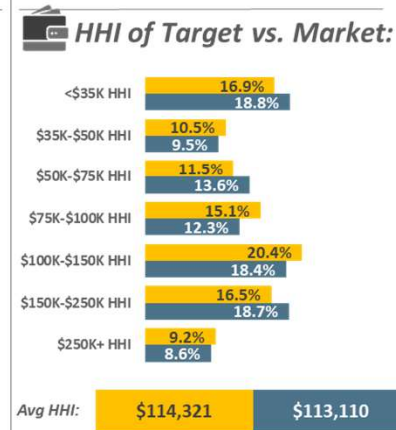
### Ethnicity of Target vs. Market:



### Age Cell Demographics of Target vs. Market:



### HHI of Target vs. Market:





9.2% or 678,823 of CHICAGO Metro Adults 18 or older Listened to WTBC-FM in the past 7 days. Typical Adults 18 or older who Listened to WTBC-FM in the past 7 days are 45.2 years old (6.1% younger than average) and have a \$129,064 (14.1% higher than average) annual household income.

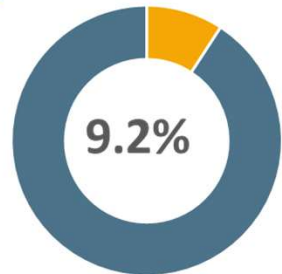


Percent of Market: Adults 18 or older



Gender of Target vs. Market: Adults 18 or older

Ethnicity of Target vs. Market:



Total Persons:

678,823 6,708,676

%M vs. %F:

Average Age:

# Persons:

49.2%

44.8

334,060

49.0%

48.1

3,621,653

50.8%

45.6

344,763

51.0%

48.2

3,765,846

Men

Men

Women

Women

Age Cell Demographics of Target vs. Market:

Average Age:

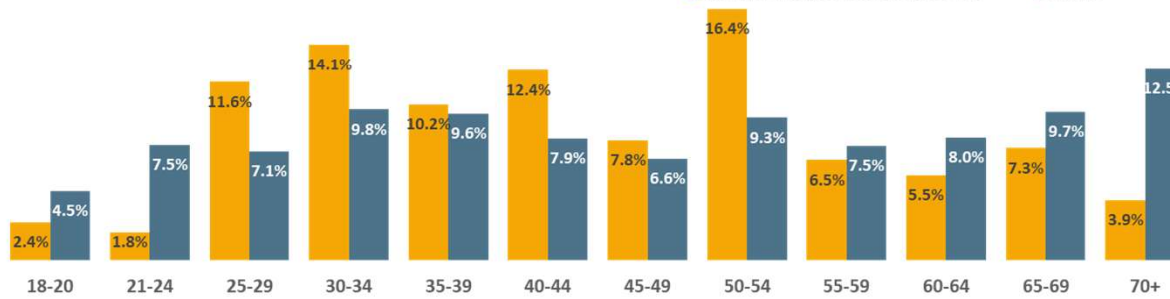
Adults 18 or older

45.2

48.2

who Listened to WTBC-FM in the past 7 days

CHICAGO

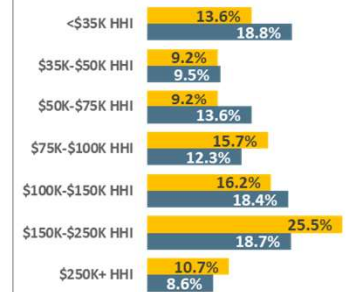


who Listened to WTBC-FM in the past 7 days

CHICAGO



HHI of Target vs. Market:



Avg HHI:

\$129,064

\$113,110



11.8% or 868,407 of CHICAGO Metro Adults 18 or older Listened to WTMX-FM in the past 7 days.  
Typical Adults 18 or older who Listened to WTMX-FM in the past 7 days are 46.3 years old (4.% younger than average) and have a \$127,730 (12.9% higher than average) annual household income.

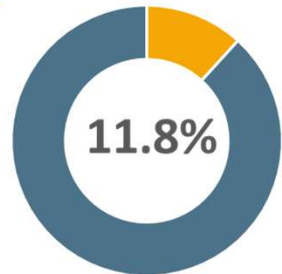


Percent of Market: Adults 18 or older



Gender of Target vs. Market: Adults 18 or older

Ethnicity of Target vs. Market:



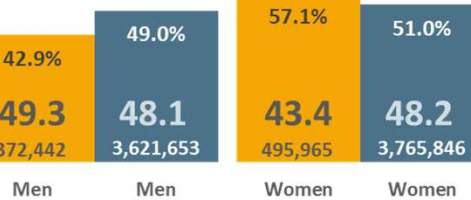
Total Persons:

868,407 6,519,092

%M vs. %F:

Average Age:

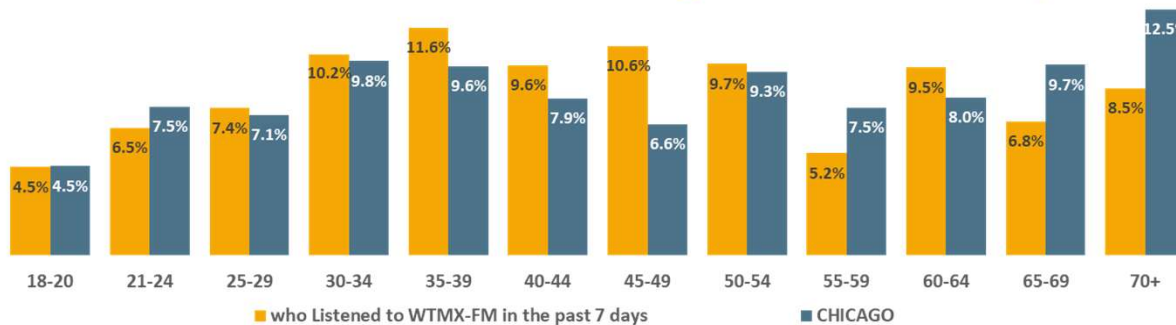
# Persons:



Age Cell Demographics of Target vs. Market:

Average Age:

Adults 18 or older

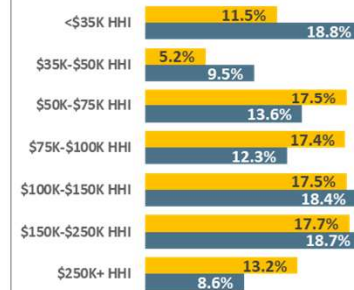


who Listened to WTMX-FM in the past 7 days

CHICAGO



HHI of Target vs. Market:



Avg HHI:

\$127,730 \$113,110





4.1% or 302,199 of CHICAGO Metro Adults 18 or older Listened to WTMX-FM (M-F 6a-10a) in the past 7 days. Typical Adults 18 or older who Listened to WTMX-FM (M-F 6a-10a) in the past 7 days are 48.8 years old (1.3% older than average) and have a \$114,908 (1.6% higher than average) annual household income.

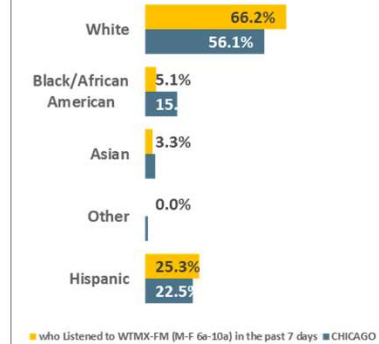
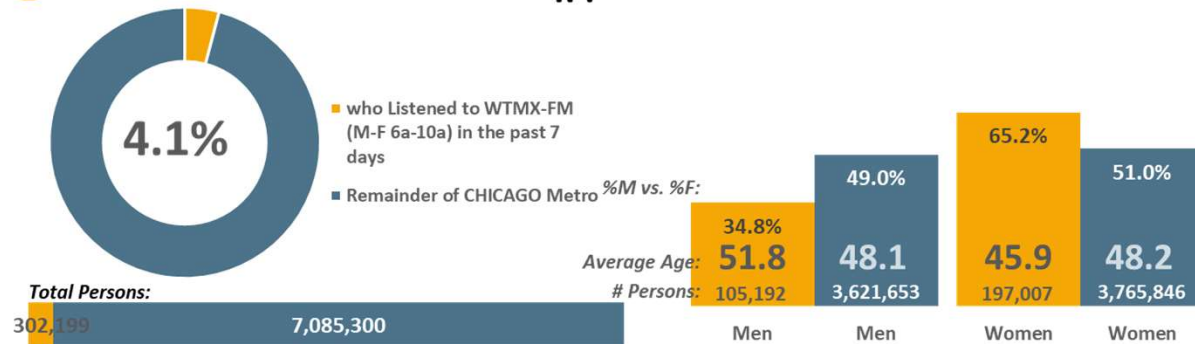


### Percent of Market: Adults 18 or older

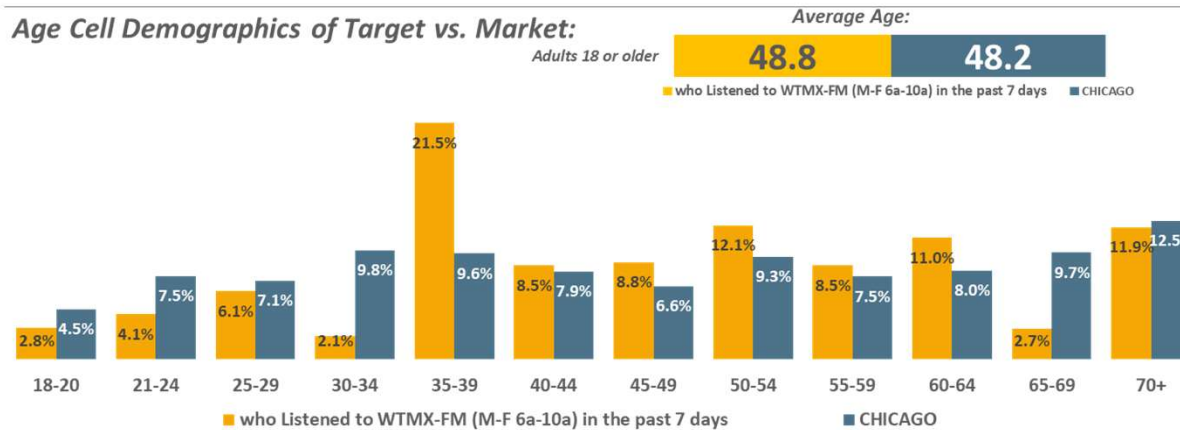


### Gender of Target vs. Market: Adults 18 or older

### Ethnicity of Target vs. Market:



### Age Cell Demographics of Target vs. Market:



### HHI of Target vs. Market:

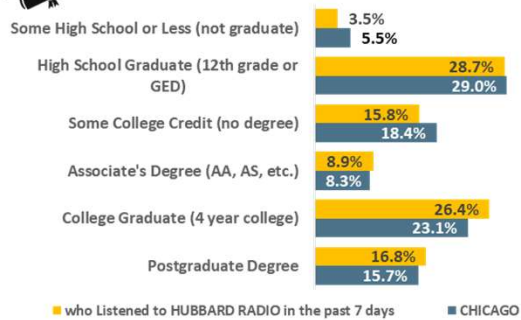




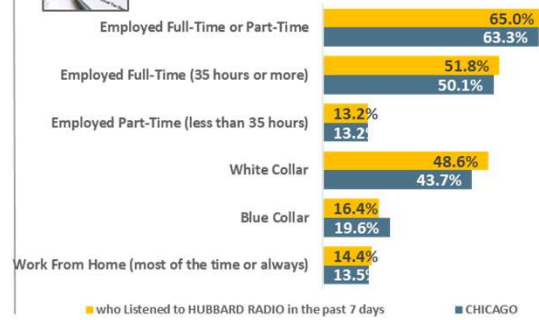
27.2% or 2,007,799 of CHICAGO Metro Adults 18 or older Listened to HUBBARD RADIO in the past 7 days. Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days are 11.4% more likely to be a college graduate, 3.4% more likely to work full-time, 8.9% more likely to be married, 1.6% less likely to be a parent of 1 or more children under 18.



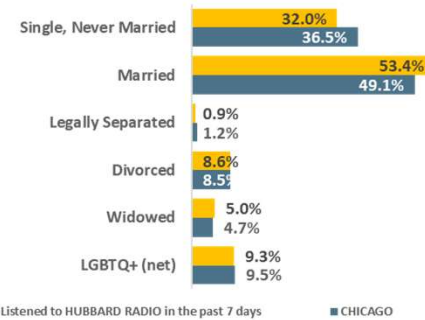
### Education Levels: Adults 18 or older



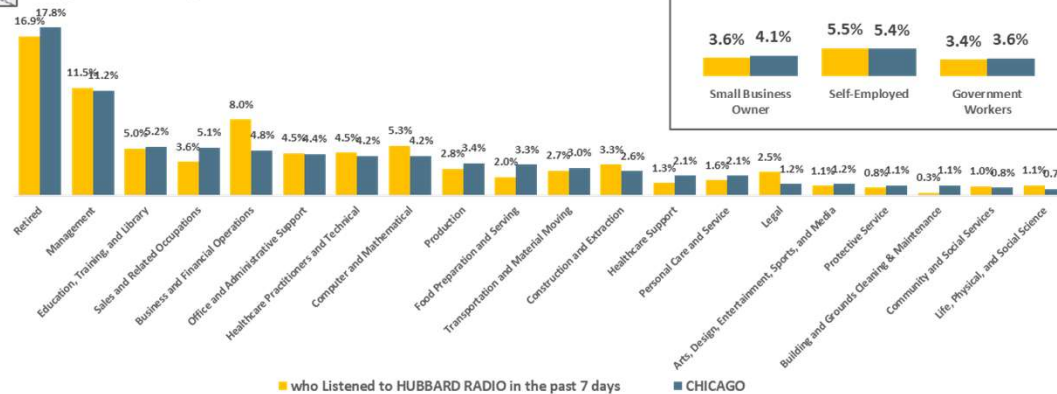
### Employment: Adults 18 or older



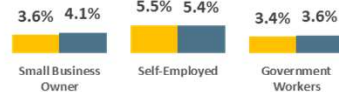
### Marital Status: Adults 18 or older



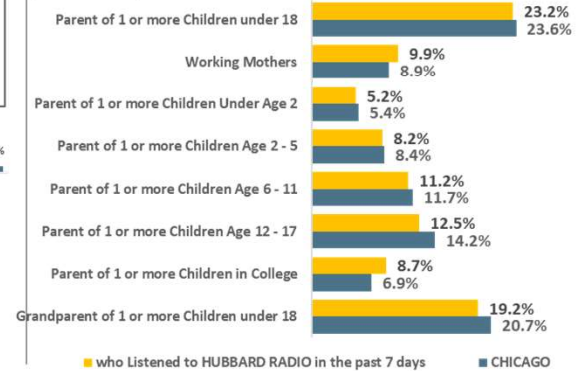
### Top-20 Occupations: Adults 18 or older



### Entrepreneurs/Government Workers



### Stage in Life: Adults 18 or older



CHICAGO Metro Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,017  
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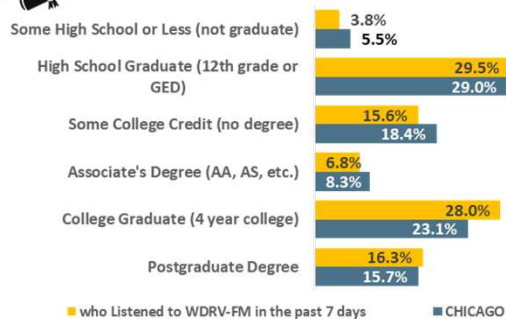
(Radio Stations: WDRV-FM OR Radio Stations: WTBC-FM OR Radio Stations: WTMX-FM)



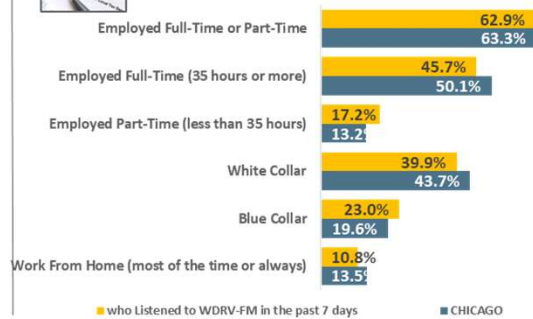
11.9% or 879,023 of CHICAGO Metro Adults 18 or older Listened to WDRV-FM in the past 7 days. Adults 18 or older who Listened to WDRV-FM in the past 7 days are 14.5% more likely to be a college graduate, 8.8% less likely to work full-time, 25.8% more likely to be married, 18.3% less likely to be a parent of 1 or more children under 18.



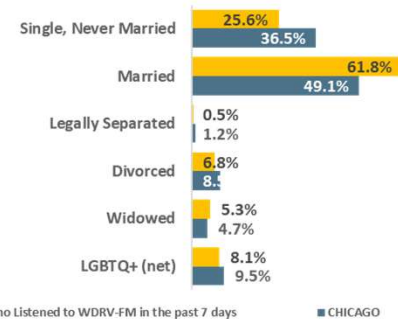
### Education Levels: Adults 18 or older



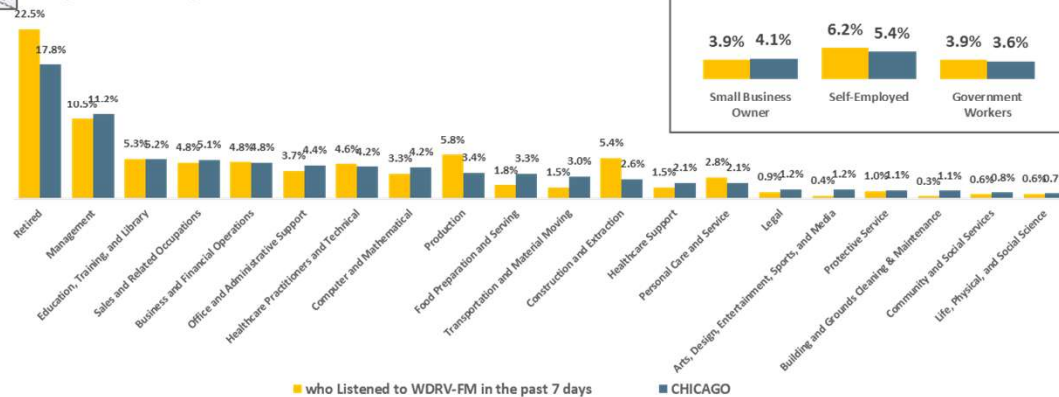
### Employment: Adults 18 or older



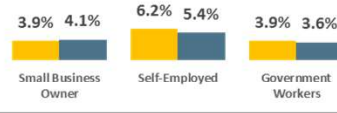
### Marital Status: Adults 18 or older



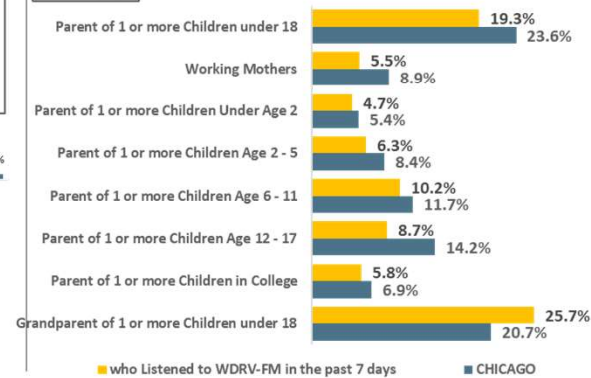
### Top-20 Occupations: Adults 18 or older



### Entrepreneurs/Government Workers



### Stage in Life: Adults 18 or older



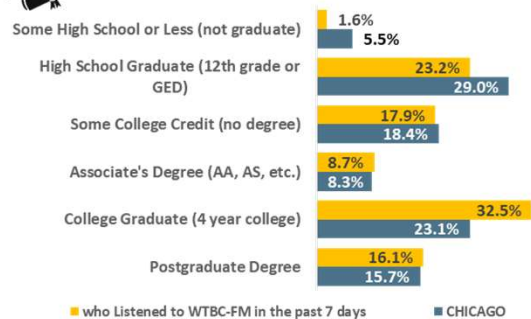




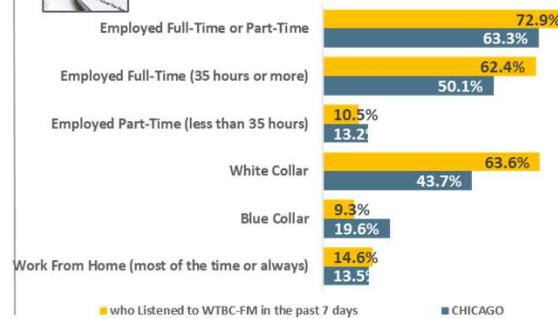
9.2% or 678,823 of CHICAGO Metro Adults 18 or older Listened to WTBC-FM in the past 7 days. Adults 18 or older who Listened to WTBC-FM in the past 7 days are 25.4% more likely to be a college graduate, 24.6% more likely to work full-time, 3.2% less likely to be married, 18.4% more likely to be a parent of 1 or more children under 18.



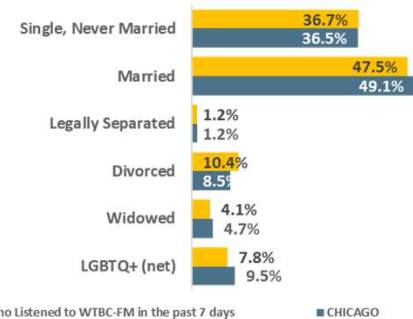
### Education Levels: Adults 18 or older



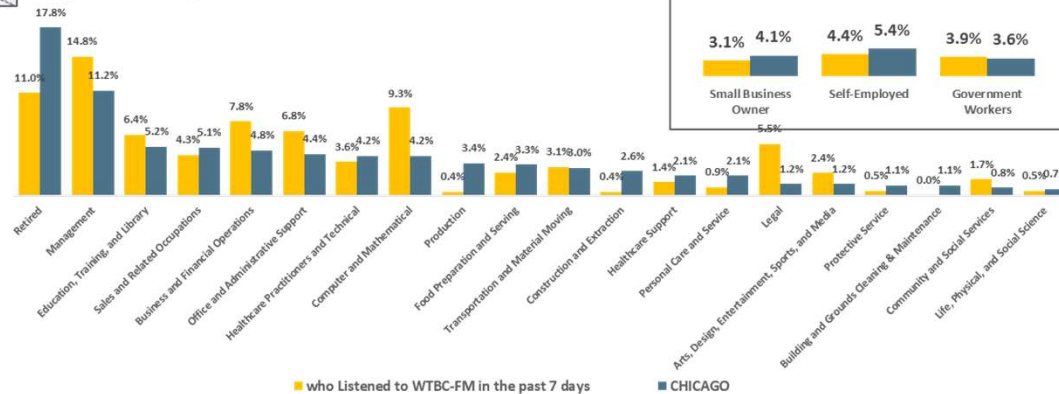
### Employment: Adults 18 or older



### Marital Status: Adults 18 or older



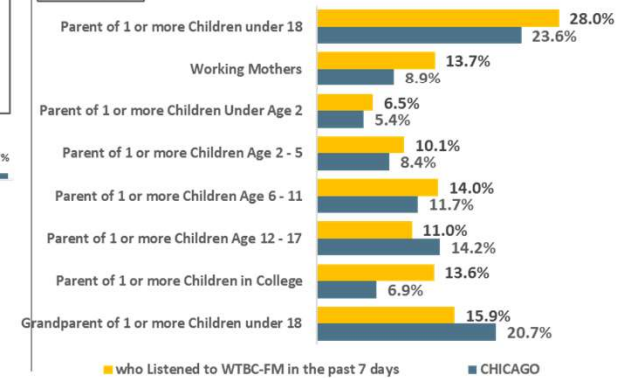
### Top-20 Occupations: Adults 18 or older



### Entrepreneurs/Government Workers



### Stage in Life: Adults 18 or older

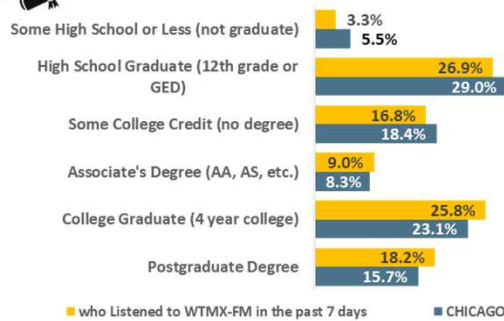




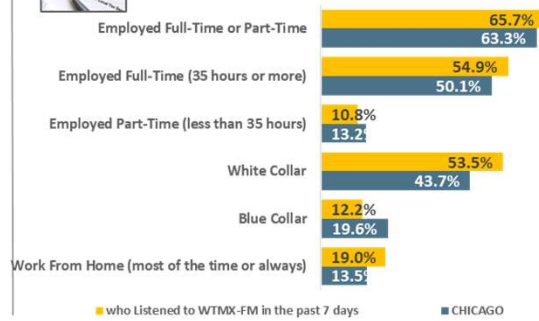
11.8% or 868,407 of CHICAGO Metro Adults 18 or older Listened to WTMX-FM in the past 7 days. Adults 18 or older who Listened to WTMX-FM in the past 7 days are 13.5% more likely to be a college graduate, 9.6% more likely to work full-time, 6.9% more likely to be married, 1.3% more likely to be a parent of 1 or more children under 18.



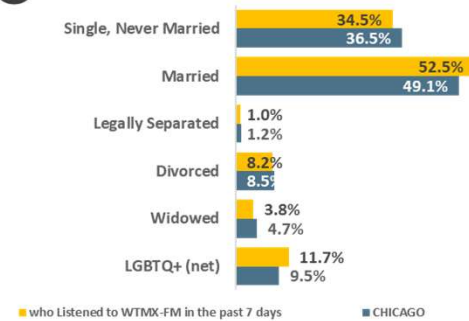
### Education Levels: Adults 18 or older



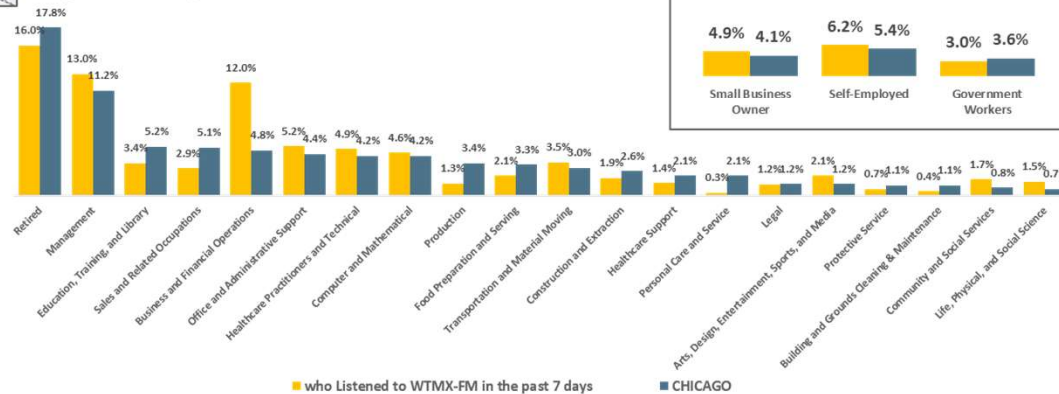
### Employment: Adults 18 or older



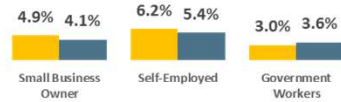
### Marital Status: Adults 18 or older



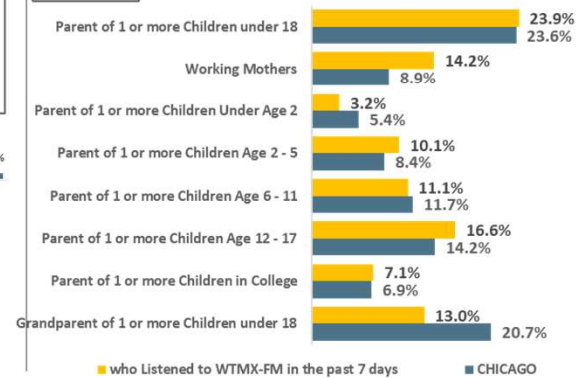
### Top-20 Occupations: Adults 18 or older



### Entrepreneurs/Government Workers



### Stage in Life: Adults 18 or older

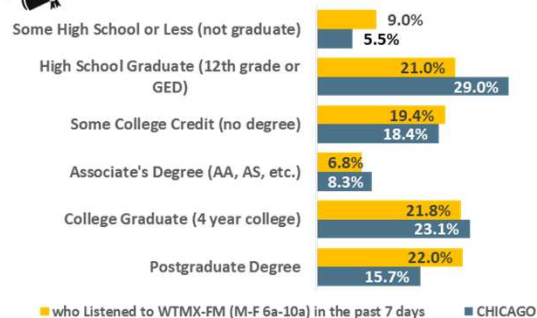




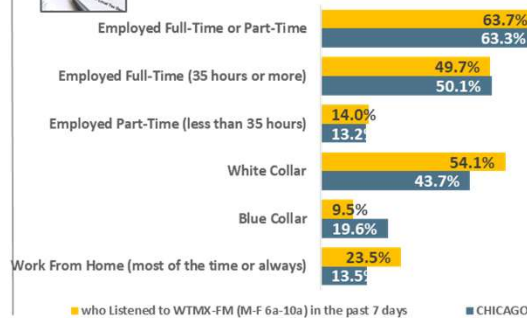
4.1% or 302,199 of CHICAGO Metro Adults 18 or older Listened to WTMX-FM (M-F 6a-10a) in the past 7 days. Adults 18 or older who Listened to WTMX-FM (M-F 6a-10a) in the past 7 days are 13.3% more likely to be a college graduate, .9% less likely to work full-time, 12.6% more likely to be married, 1.2% less likely to be a parent of 1 or more children under 18.



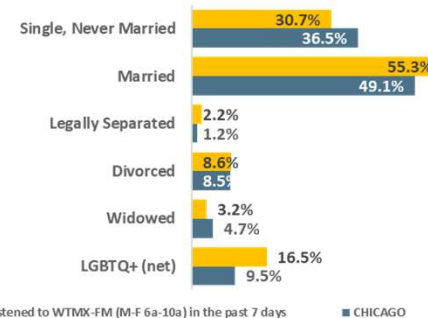
### Education Levels: Adults 18 or older



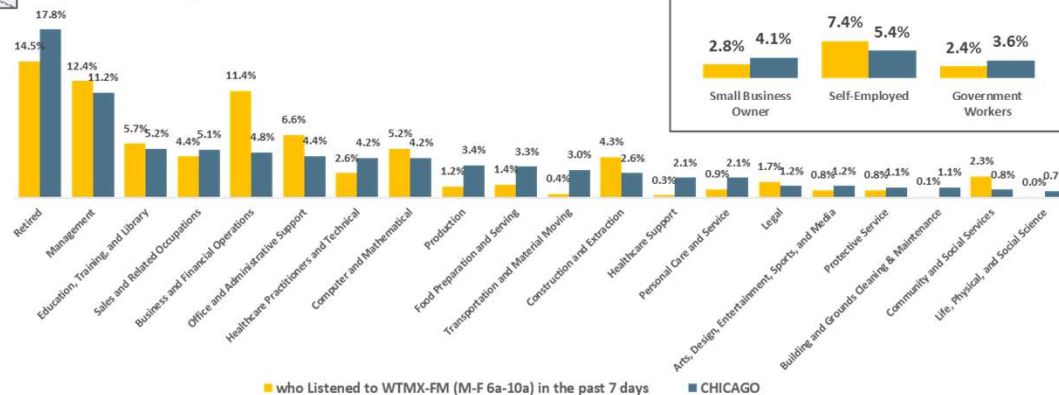
### Employment: Adults 18 or older



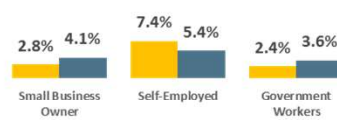
### Marital Status: Adults 18 or older



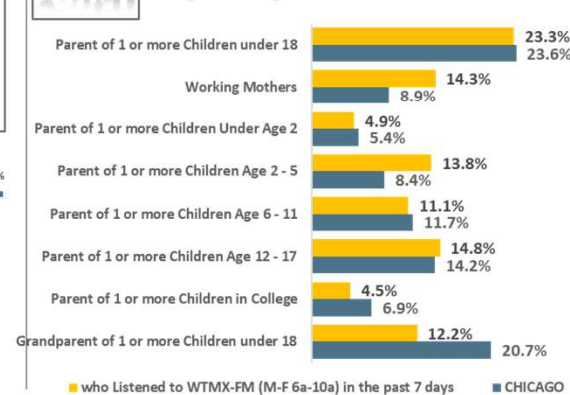
### Top-20 Occupations: Adults 18 or older



### Entrepreneurs/Government Workers



### Stage in Life: Adults 18 or older



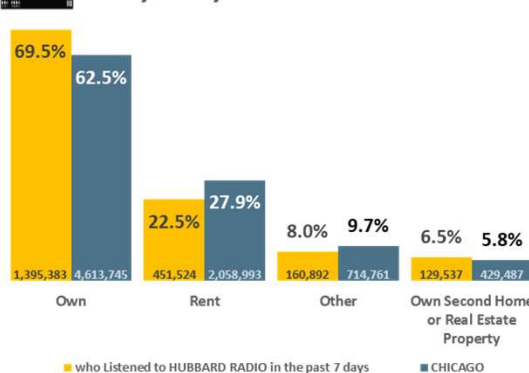




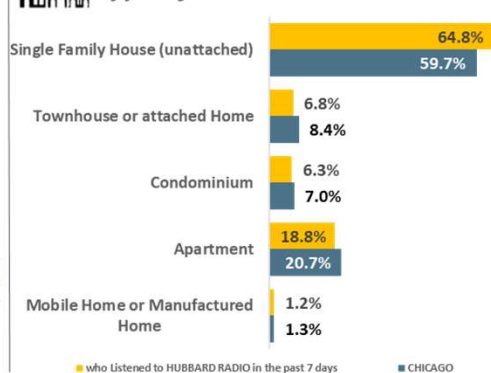
27.2% or 2,007,799 of CHICAGO Metro Adults 18 or older Listened to HUBBARD RADIO in the past 7 days. Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days are 11.3% more likely to own their home, 2.3% more likely to own a higher valued home, 8.4% more likely to have a single-family home, 15.2% more likely to have a dog.



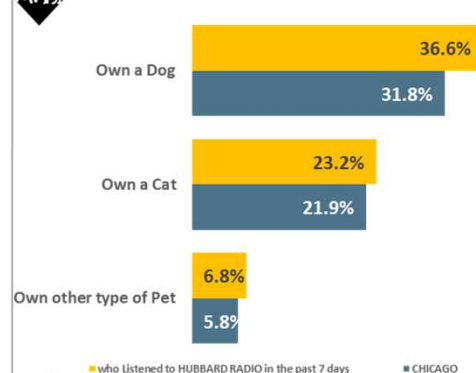
### Own/Rent/Other: Adults 18 or older



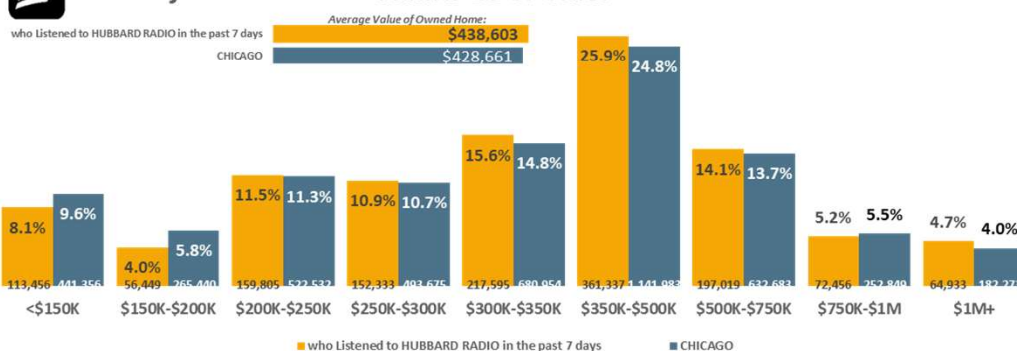
### Type of Home: Adults 18 or older



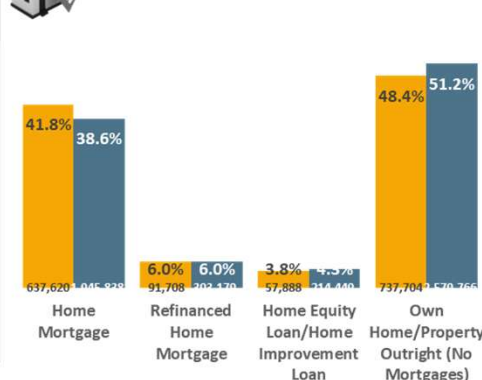
### Pets in Home: Adults 18 or older



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



### Home Loans: Adults 18 or older

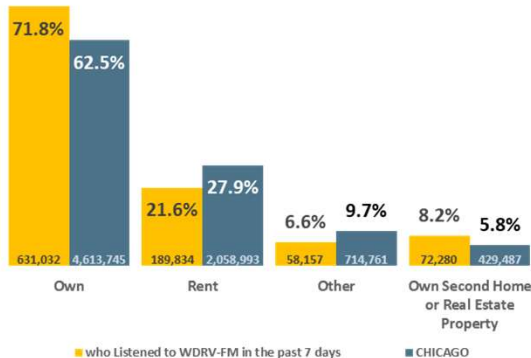




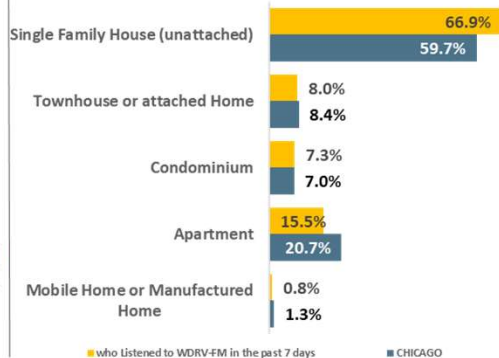
11.9% or 879,023 of CHICAGO Metro Adults 18 or older Listened to WDRV-FM in the past 7 days. Adults 18 or older who Listened to WDRV-FM in the past 7 days are 14.9% more likely to own their home, 5.4% more likely to own a lower valued home, 12.% more likely to have a single-family home, 27.5% more likely to have a dog.



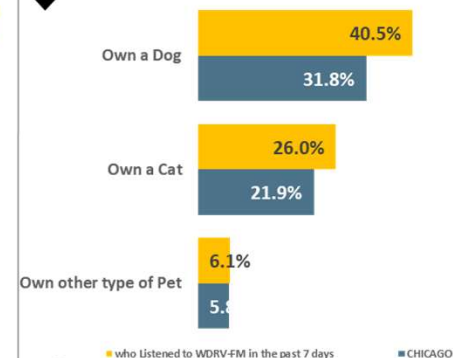
### Own/Rent/Other: Adults 18 or older



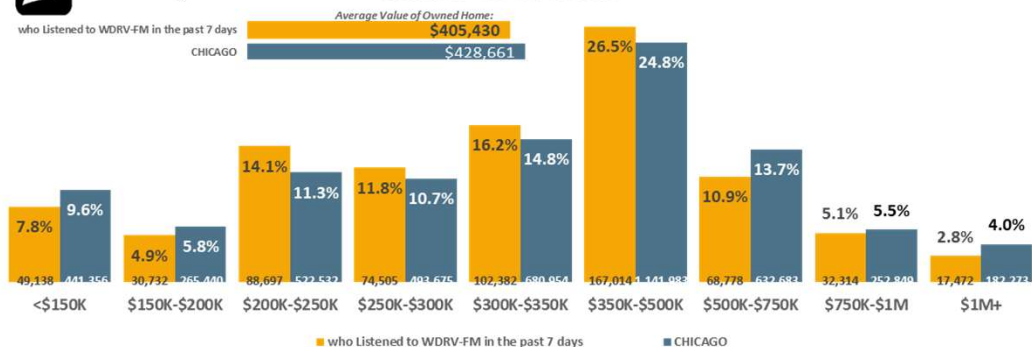
### Type of Home: Adults 18 or older



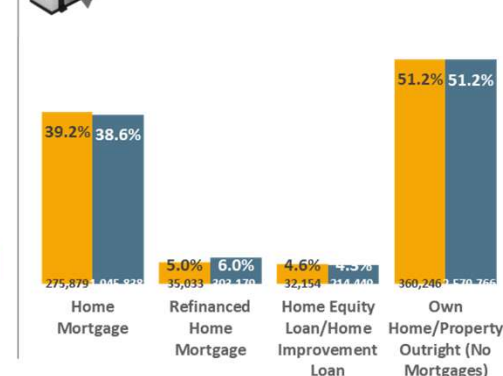
### Pets in Home: Adults 18 or older



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



### Home Loans: Adults 18 or older

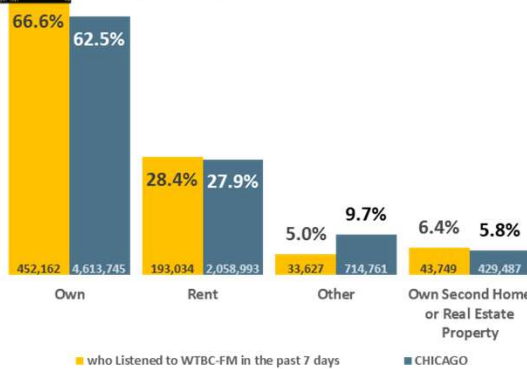




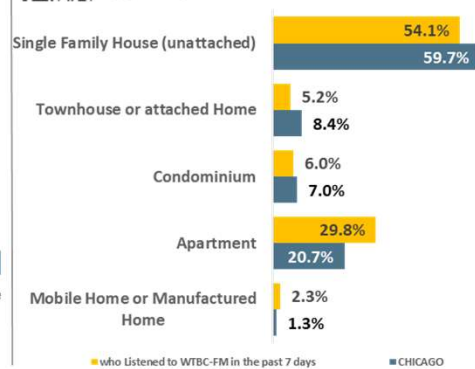
9.2% or 678,823 of CHICAGO Metro Adults 18 or older Listened to WTBC-FM in the past 7 days. Adults 18 or older who Listened to WTBC-FM in the past 7 days are 6.7% more likely to own their home, 2.9% more likely to own a higher valued home, 9.4% less likely to have a single-family home, 3.4% less likely to have a dog.



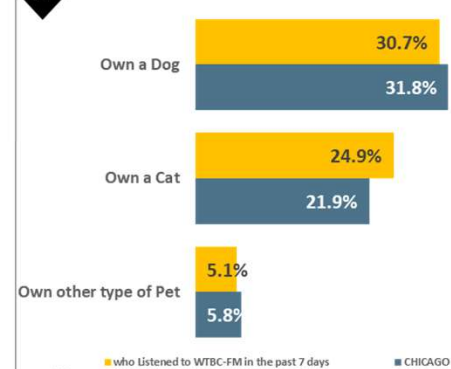
### Own/Rent/Other: Adults 18 or older



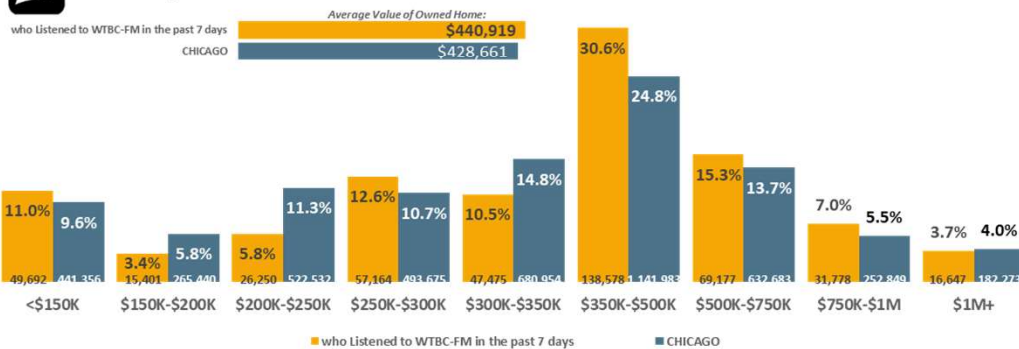
### Type of Home: Adults 18 or older



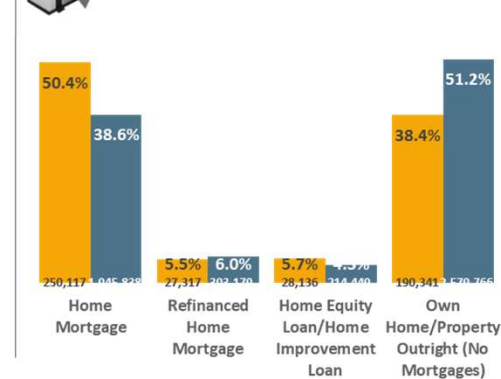
### Pets in Home: Adults 18 or older



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



### Home Loans: Adults 18 or older



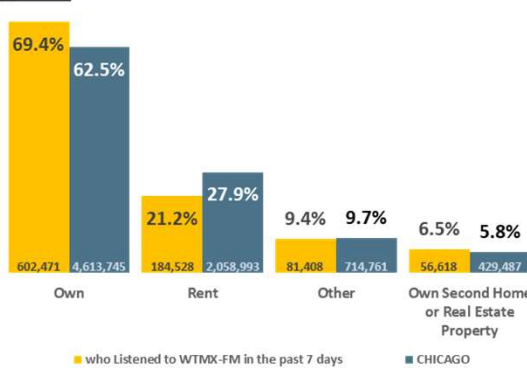




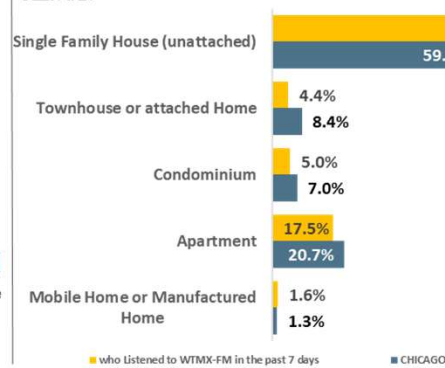
11.8% or 868,407 of CHICAGO Metro Adults 18 or older Listened to WTMX-FM in the past 7 days. Adults 18 or older who Listened to WTMX-FM in the past 7 days are 11.1% more likely to own their home, 5.2% more likely to own a higher valued home, 15.9% more likely to have a single-family home, 24.6% more likely to have a dog.



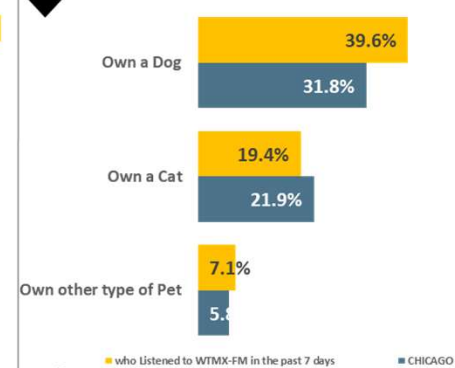
### Own/Rent/Other: Adults 18 or older



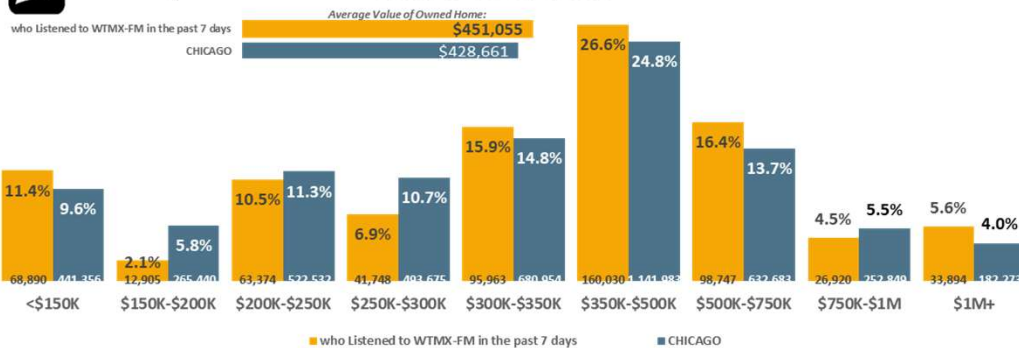
### Type of Home: Adults 18 or older



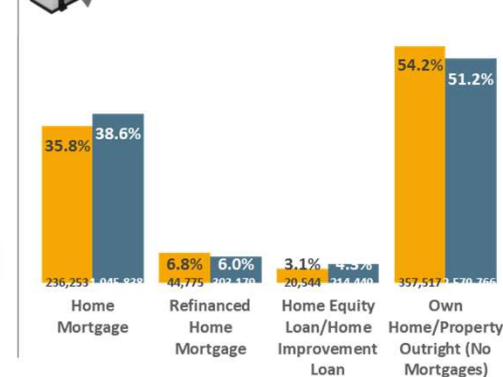
### Pets in Home: Adults 18 or older



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



### Home Loans: Adults 18 or older

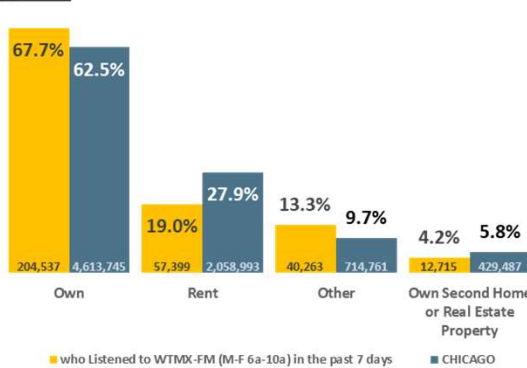




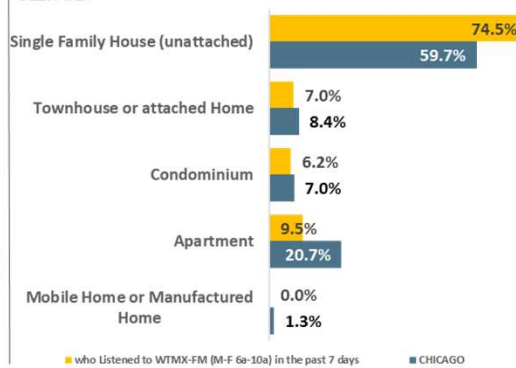
4.1% or 302,199 of CHICAGO Metro Adults 18 or older Listened to WTMX-FM (M-F 6a-10a) in the past 7 days. Adults 18 or older who Listened to WTMX-FM (M-F 6a-10a) in the past 7 days are 8.4% more likely to own their home, 1.6% more likely to own a higher valued home, 24.7% more likely to have a single-family home, 16.6% less likely to have a dog.



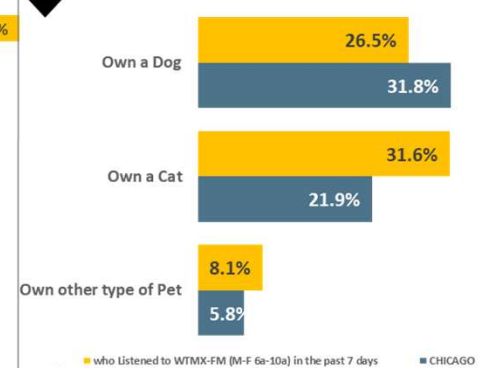
### Own/Rent/Other: Adults 18 or older



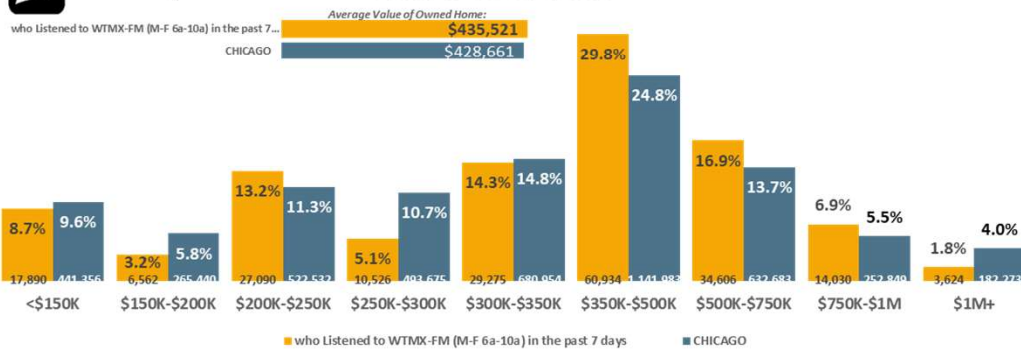
### Type of Home: Adults 18 or older



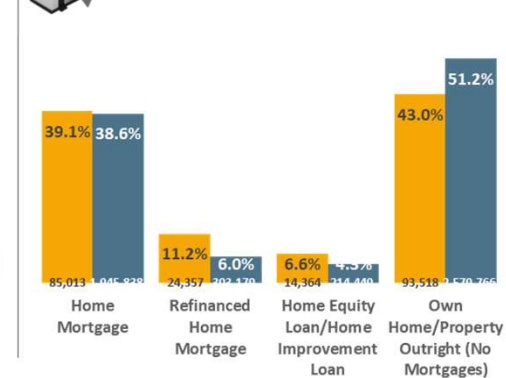
### Pets in Home: Adults 18 or older



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



### Home Loans: Adults 18 or older

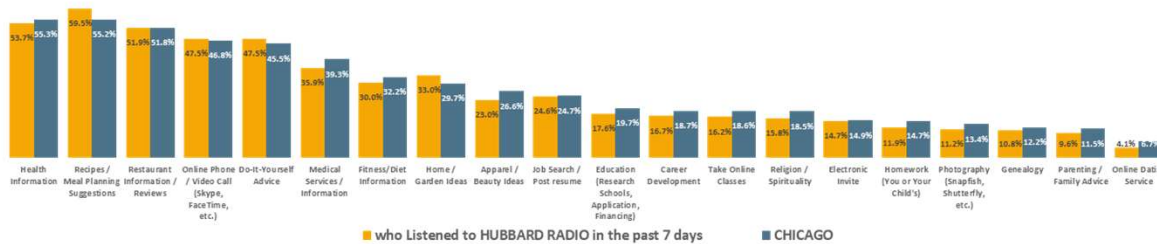




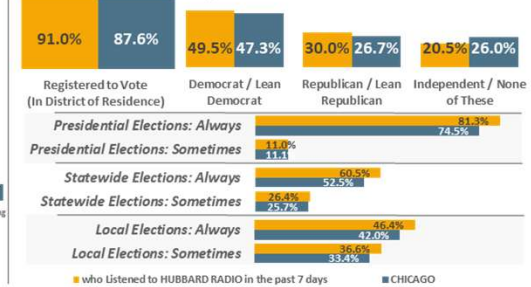
27.2% or 2,007,799 of CHICAGO Metro Adults 18 or older Listened to HUBBARD RADIO in the past 7 days. Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days are 4.2% more likely to look up D-I-Y advice online, 10.5% more likely to always vote in local elections, 6.2% less likely to belong to a gym, 7.% more likely to fly domestic past yr.



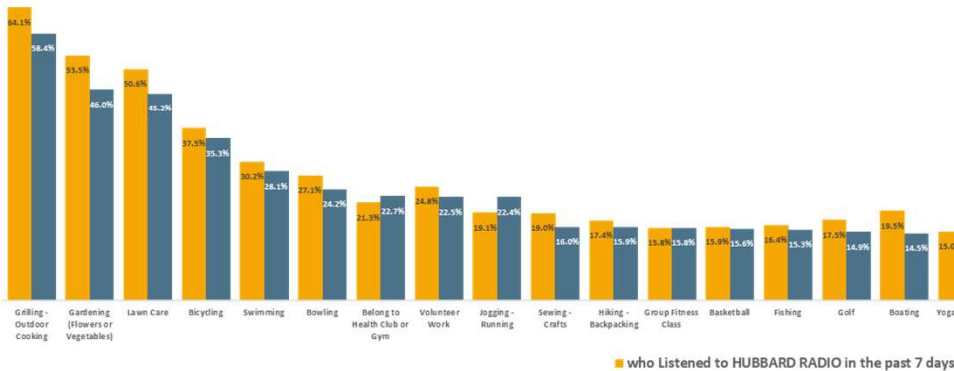
### Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



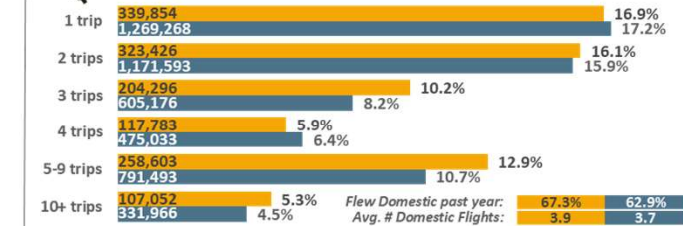
### Political Activity: Adults 18 or older



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



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



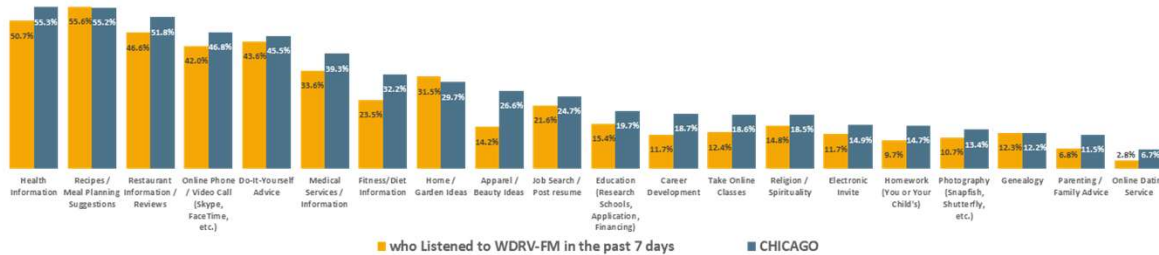
Flew Domestic past year: 67.3% vs 62.9%  
Avg. # Domestic Flights: 3.9 vs 3.7



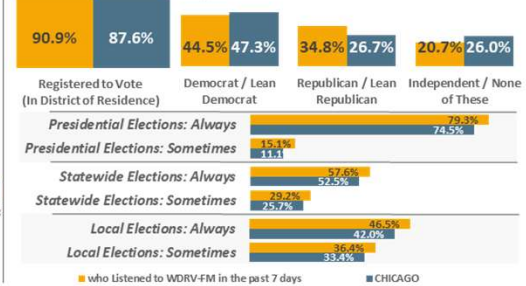
11.9% or 879,023 of CHICAGO Metro Adults 18 or older Listened to WDRV-FM in the past 7 days. Adults 18 or older who Listened to WDRV-FM in the past 7 days are 4.2% less likely to look up D-I-Y advice online, 10.8% more likely to always vote in local elections, 10.7% less likely to belong to a gym, 6.9% more likely to fly domestic past yr.



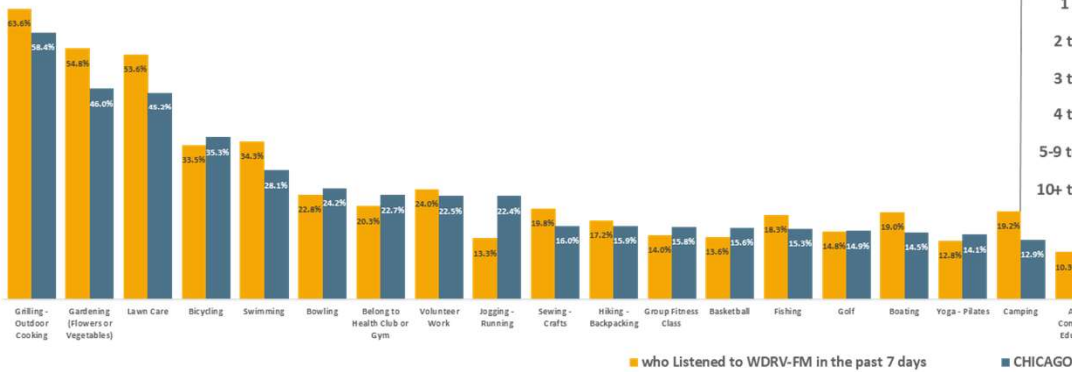
### Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



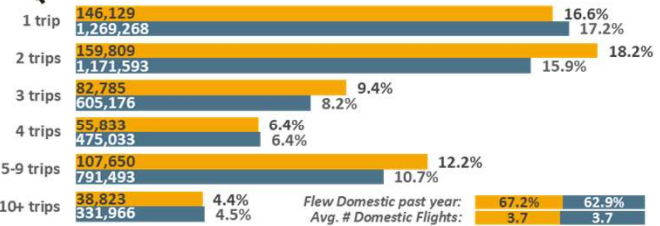
### Political Activity: Adults 18 or older



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



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



Flew Domestic past year: 67.2%  
Avg. # Domestic Flights: 3.7

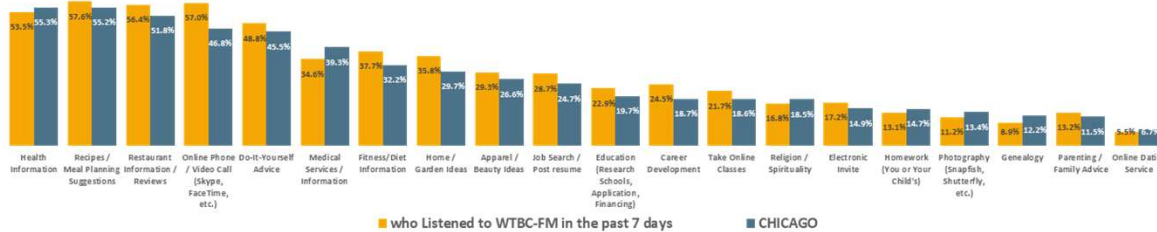




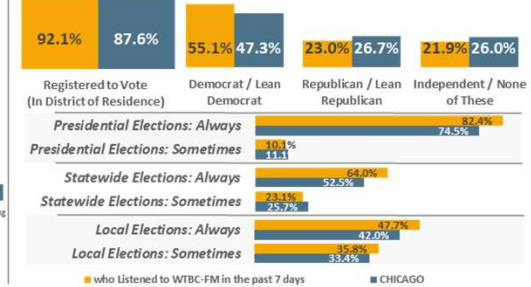
9.2% or 678,823 of CHICAGO Metro Adults 18 or older Listened to WTBC-FM in the past 7 days. Adults 18 or older who Listened to WTBC-FM in the past 7 days are 7.2% more likely to look up D-I-Y advice online, 13.7% more likely to always vote in local elections, 16.1% less likely to belong to a gym, 16.1% more likely to fly domestic past yr.



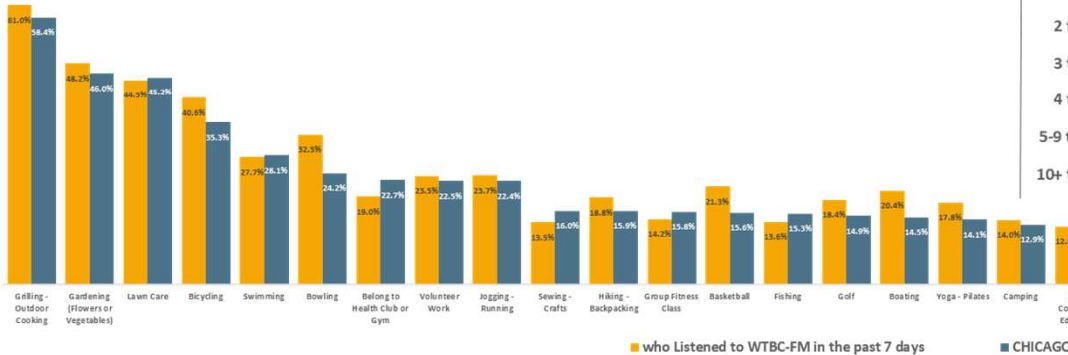
### Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



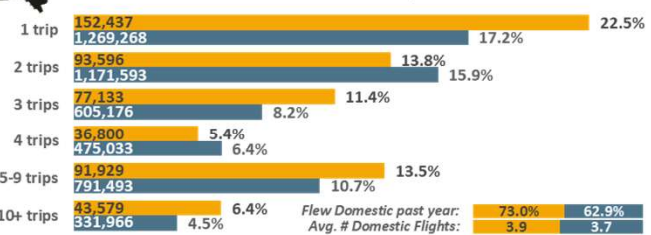
### Political Activity: Adults 18 or older



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



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

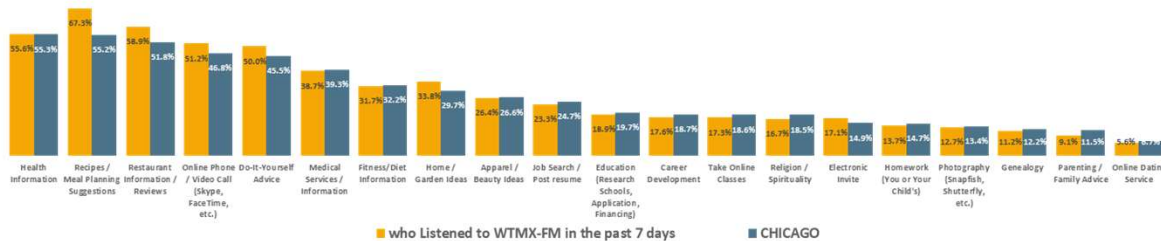




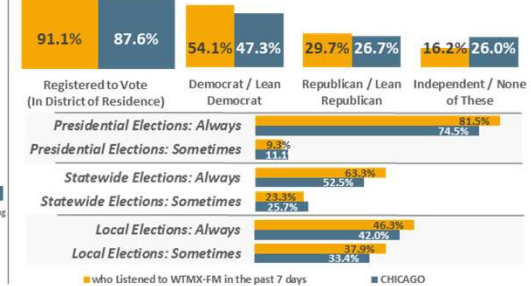
11.8% or 868,407 of CHICAGO Metro Adults 18 or older Listened to WTMX-FM in the past 7 days. Adults 18 or older who Listened to WTMX-FM in the past 7 days are 9.7% more likely to look up D-I-Y advice online, 10.3% more likely to always vote in local elections, 9% more likely to belong to a gym, 10.2% more likely to fly domestic past yr.



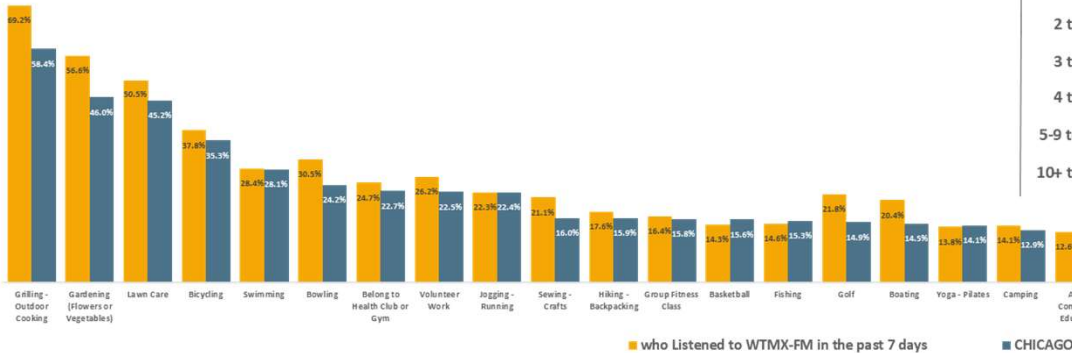
### Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



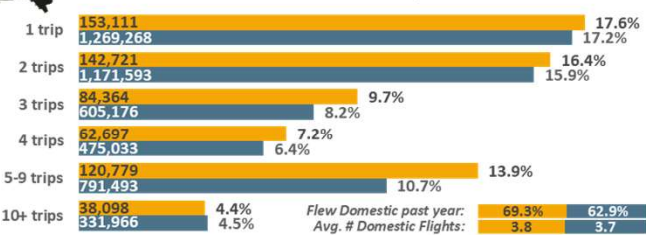
### Political Activity: Adults 18 or older



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



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

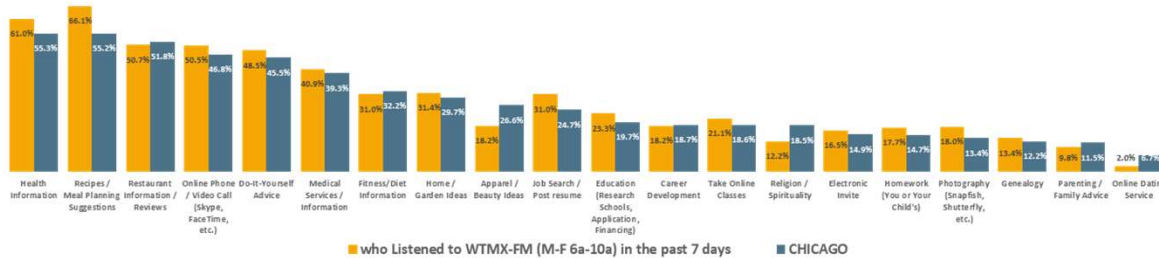




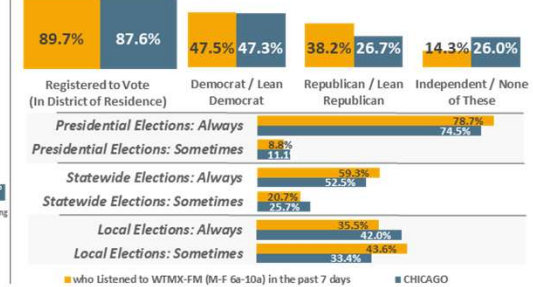
4.1% or 302,199 of CHICAGO Metro Adults 18 or older Listened to WTMX-FM (M-F 6a-10a) in the past 7 days. Adults 18 or older who Listened to WTMX-FM (M-F 6a-10a) in the past 7 days are 6.5% more likely to look up D-I-Y advice online, 15.5% less likely to always vote in local elections, 39.9% more likely to belong to a gym, 1.8% less likely to fly domestic pas



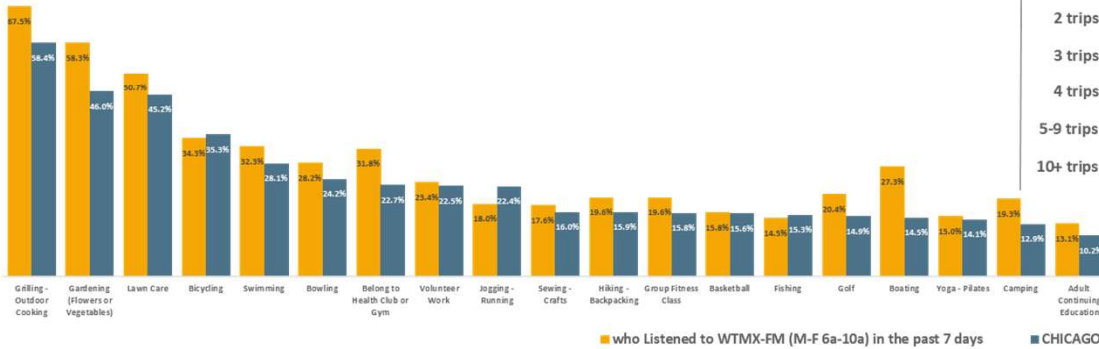
### Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



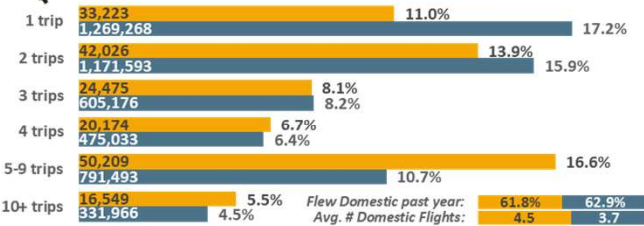
### Political Activity: Adults 18 or older



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



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

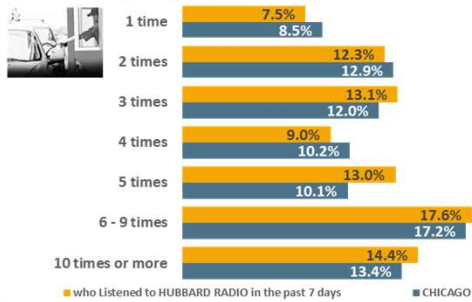


Flew Domestic past year: 61.8%  
Avg. # Domestic Flights: 4.5

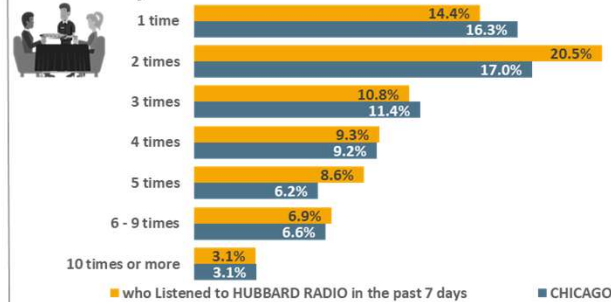


27.2% or 2,007,799 of CHICAGO Metro Adults 18 or older Listened to HUBBARD RADIO in the past 7 days. Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days are 3.2% more likely to use QSRs past mo., 5.4% more likely to use Sit-Down Restaurants past mo., 6.5% more likely to use Casinos past yr., 18.4% more likely to smoke cigarettes.

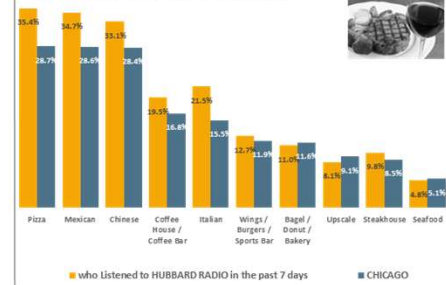
### Past 30-days QSR Users: Adults 18 or older



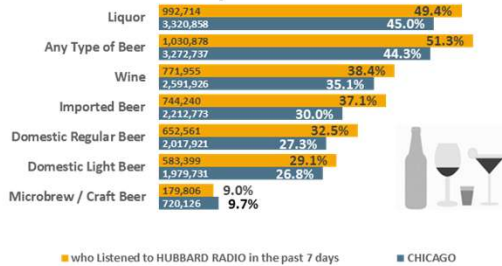
### Past 30-days Sit-Down Restaurant Users: Adults 18 or older



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

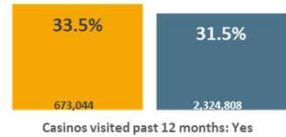
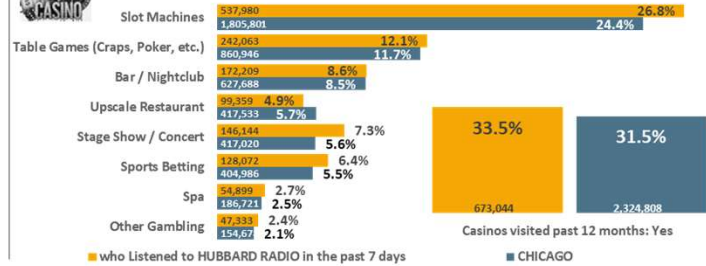


### Drank Past 30-days: Adults 18 or older

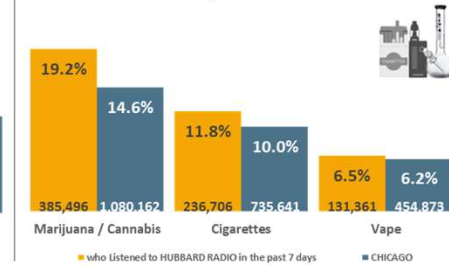


CHICAGO Metro Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,017  
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### Past 12 months Casino Activities: Adults 18 or older



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



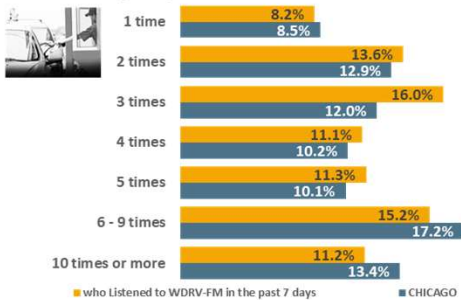
(Radio Stations: WDRV-FM OR Radio Stations: WTBC-FM OR Radio Stations: WTMX-FM)



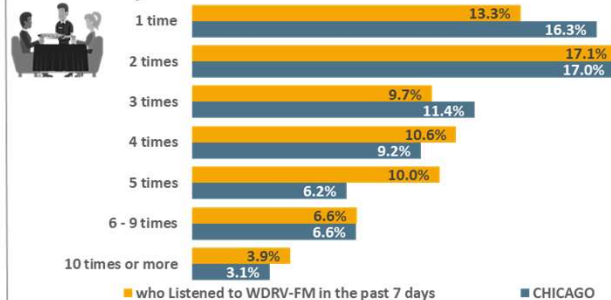


11.9% or 879,023 of CHICAGO Metro Adults 18 or older Listened to WDRV-FM in the past 7 days.  
Adults 18 or older who Listened to WDRV-FM in the past 7 days are 2.7% more likely to use QSRs past mo.,  
2.% more likely to use Sit-Down Restaurants past mo., 3.9% more likely to use Casinos past yr., .5% less  
likely to smoke cigarettes.

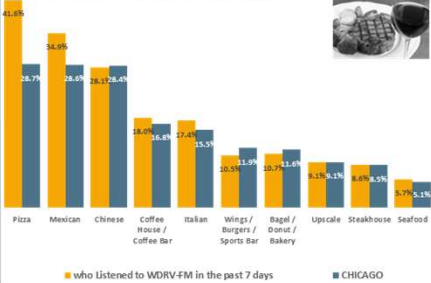
### Past 30-days QSR Users: Adults 18 or older



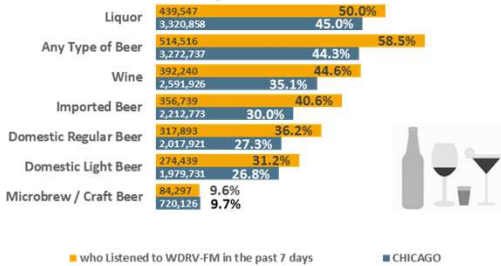
### Past 30-days Sit-Down Restaurant Users: Adults 18 or older



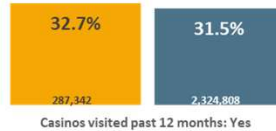
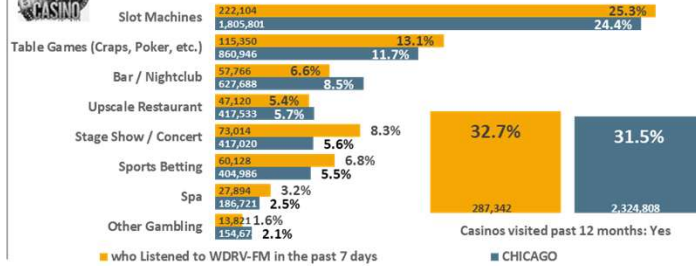
### Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



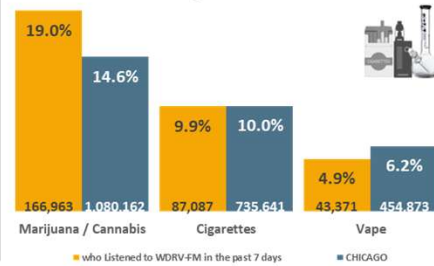
### Drank Past 30-days: Adults 18 or older



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



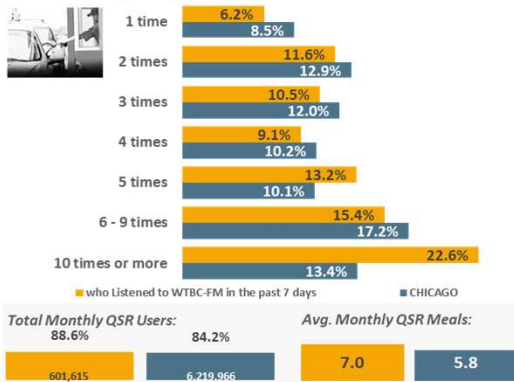
### Used Past 30-days: Adults 18 or older



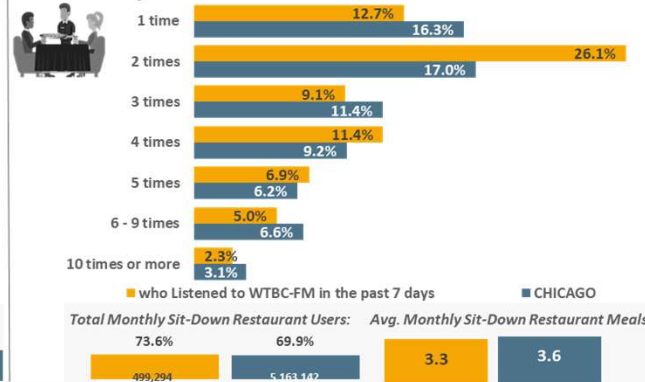


9.2% or 678,823 of CHICAGO Metro Adults 18 or older Listened to WTBC-FM in the past 7 days.  
Adults 18 or older who Listened to WTBC-FM in the past 7 days are 5.3% more likely to use QSRs past mo.,  
5.2% more likely to use Sit-Down Restaurants past mo., 17.7% more likely to use Casinos past yr, 10.1%  
more likely to smoke cigarettes.

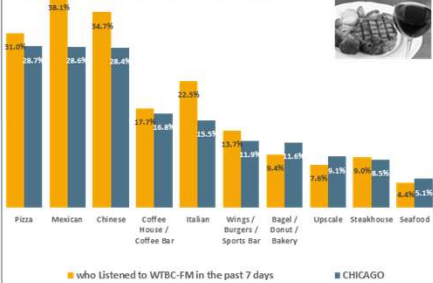
### Past 30-days QSR Users: Adults 18 or older



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

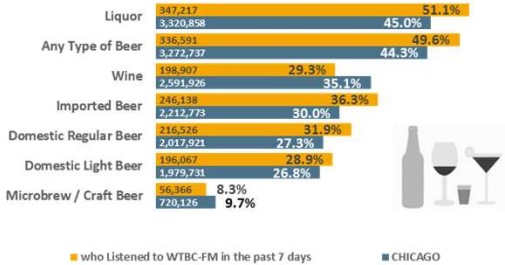


### Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)

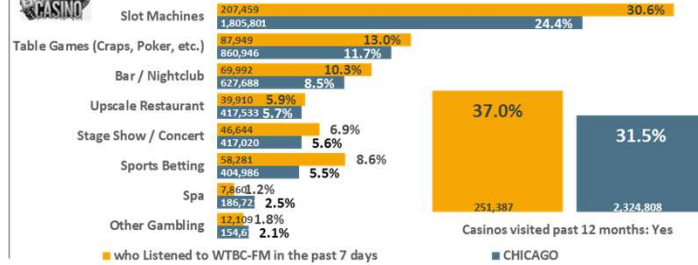


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)  
who Listened to WTBC-FM in the past 7 days: 186,989 (27.5%)  
CHICAGO: 1,676,401 (22.7%)

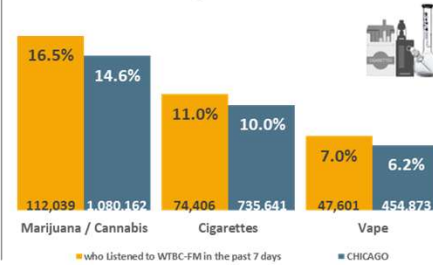
### Drank Past 30-days: Adults 18 or older



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



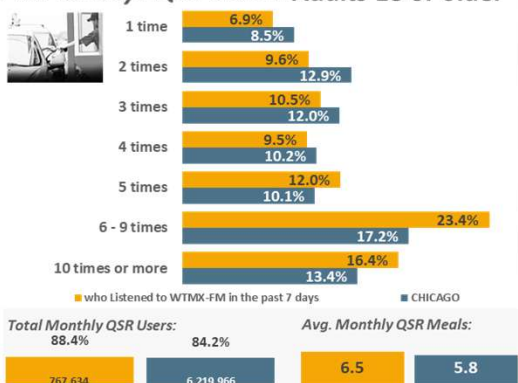
### Used Past 30-days: Adults 18 or older



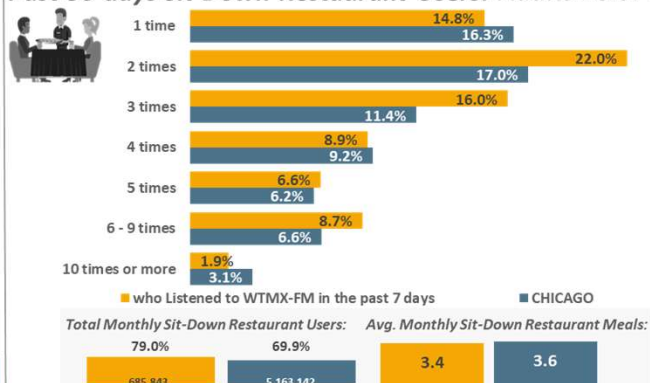


11.8% or 868,407 of CHICAGO Metro Adults 18 or older Listened to WTMX-FM in the past 7 days.  
Adults 18 or older who Listened to WTMX-FM in the past 7 days are 5.% more likely to use QSRs past mo.,  
13.% more likely to use Sit-Down Restaurants past mo., 32.% more likely to use Casinos past yr., 31.8% more likely to smoke cigarettes.

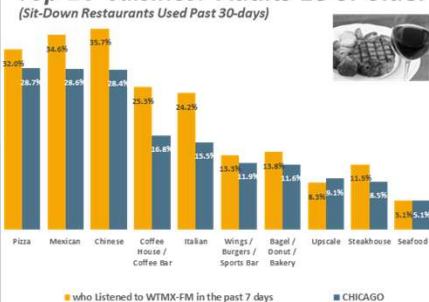
### Past 30-days QSR Users: Adults 18 or older



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

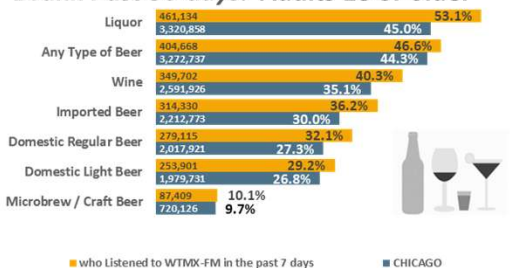


### Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)

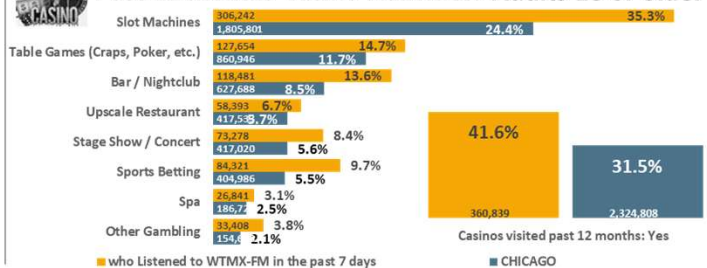


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)  
who Listened to WTMX-FM in the past 7 days: 267,649 (30.8%)  
CHICAGO: 1,676,401 (22.7%)

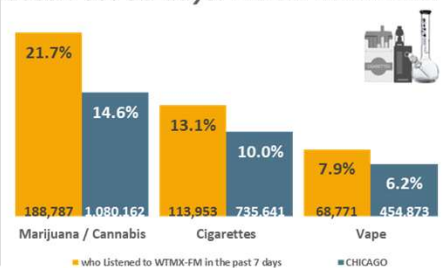
### Drank Past 30-days: Adults 18 or older



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



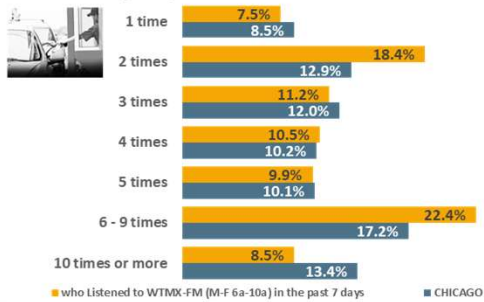
### Used Past 30-days: Adults 18 or older





4.1% or 302,199 of CHICAGO Metro Adults 18 or older Listened to WTMX-FM (M-F 6a-10a) in the past 7 days. Adults 18 or older who Listened to WTMX-FM (M-F 6a-10a) in the past 7 days are 5.0% more likely to use QSRs past mo., 9.2% more likely to use Sit-Down Restaurants past mo., 7.9% more likely to use Casinos past yr., 13.4% more likely to smoke cigarettes.

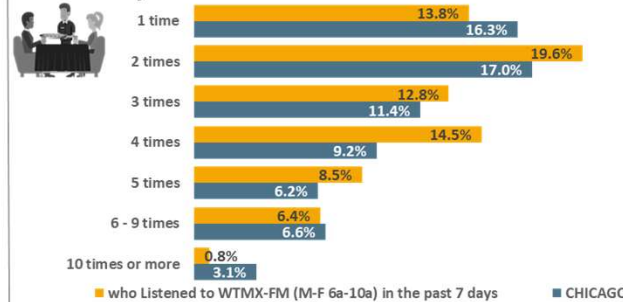
### Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 88.4%  
Avg. Monthly QSR Meals: 5.3

267,193  
6,219,066

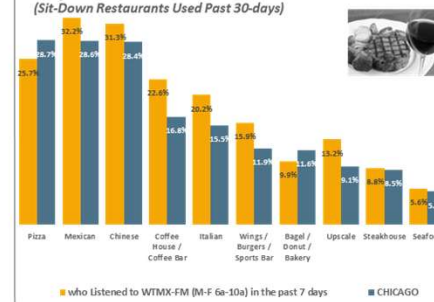
### Past 30-days Sit-Down Restaurant Users: Adults 18 or older



Total Monthly Sit-Down Restaurant Users: 76.3%  
Avg. Monthly Sit-Down Restaurant Meals: 3.3

230,649  
5,163,142

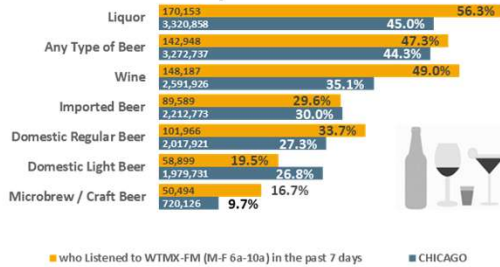
### Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



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

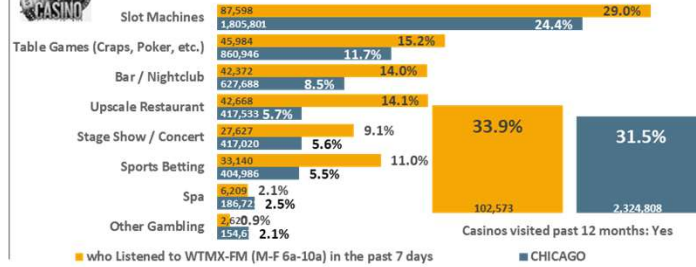
who Listened to WTMX-FM (M-F 6a-10a) in the past 7... 79,387  
CHICAGO 1,676,401 22.7%

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



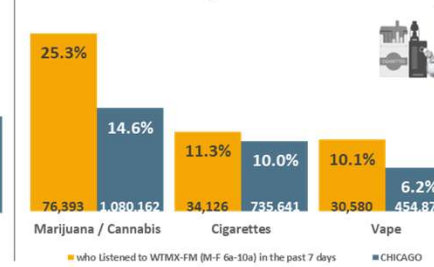
CHICAGO Metro Scarborough R1 2026: Feb25-Feb26 Qual Intab 147  
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### Past 12 months Casino Activities: Adults 18 or older



Casinos visited past 12 months: Yes  
102,573  
2,324,808

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



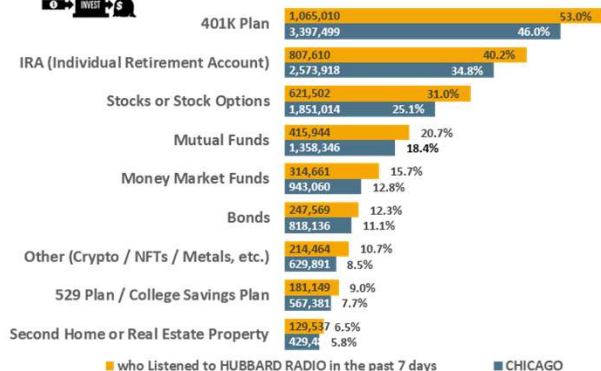




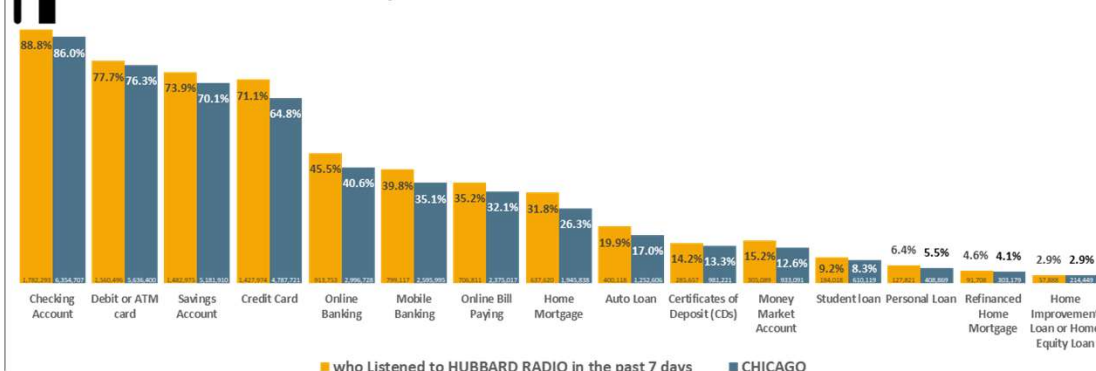
27.2% or 2,007,799 of CHICAGO Metro Adults 18 or older Listened to HUBBARD RADIO in the past 7 days. Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days are 15.3% more likely to have a 401K, 17.5% more likely to have an Auto Loan, 1.9% more likely to Invest/Trade Stocks Online, 3.2% less likely to pay with their Debit Card.



### Investments Owned: Adults 18 or older



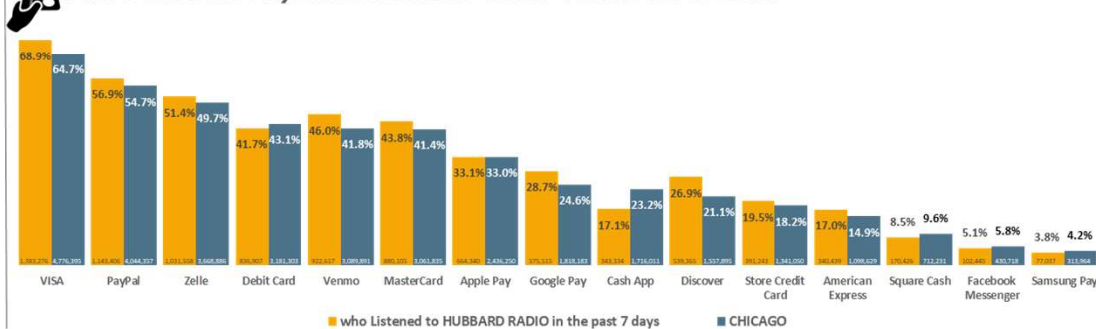
### Financial Services Has and/or Uses: Adults 18 or older



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



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



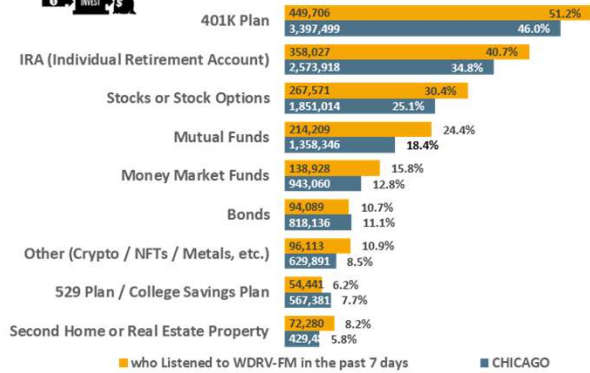


CHICAGO'S CLASSIC ROCK

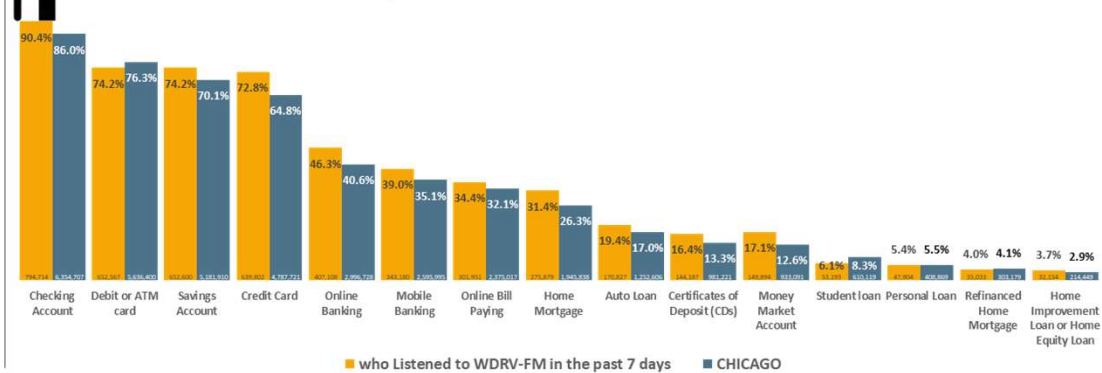
11.9% or 879,023 of CHICAGO Metro Adults 18 or older Listened to WDRV-FM in the past 7 days. Adults 18 or older who Listened to WDRV-FM in the past 7 days are 11.2% more likely to have a 401K, 14.6% more likely to have an Auto Loan, 14.7% more likely to Invest/Trade Stocks Online, 5.5% less likely to pay with their Debit Card.



### Investments Owned: Adults 18 or older



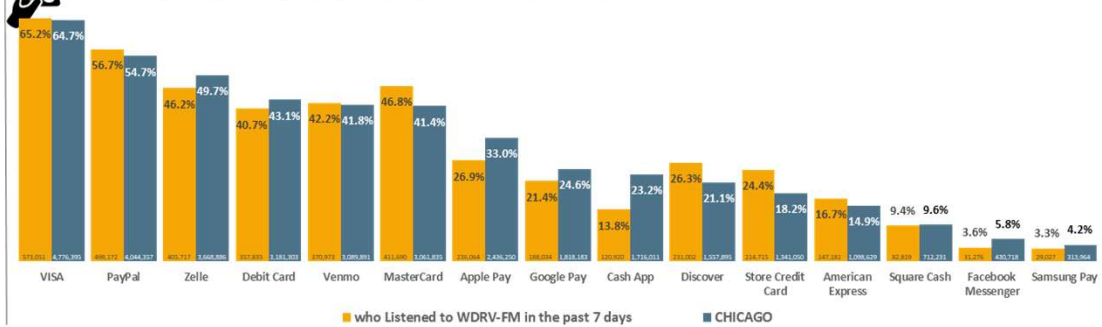
### Financial Services Has and/or Uses: Adults 18 or older



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



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





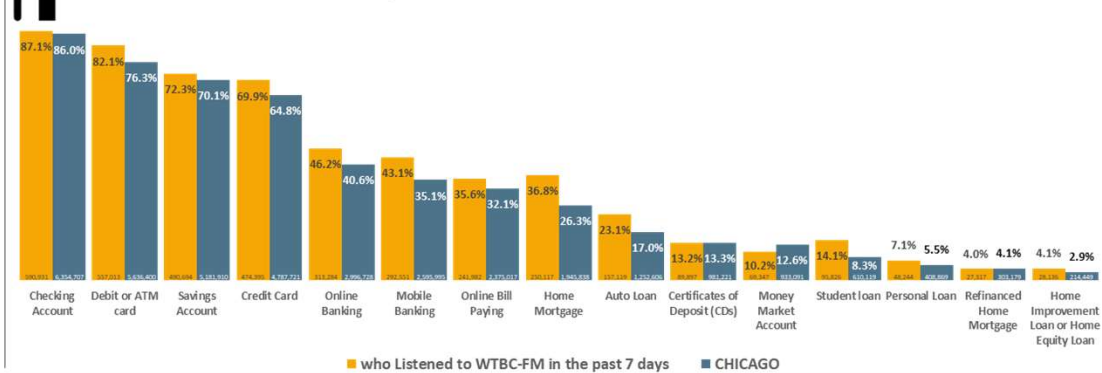
9.2% or 678,823 of CHICAGO Metro Adults 18 or older Listened to WTBC-FM in the past 7 days.  
Adults 18 or older who Listened to WTBC-FM in the past 7 days are 26.1% more likely to have a 401K, 36.5% more likely to have an Auto Loan, 20.% less likely to Invest/Trade Stocks Online, 10.8% less likely to pay with their Debit Card.



### Investments Owned: Adults 18 or older



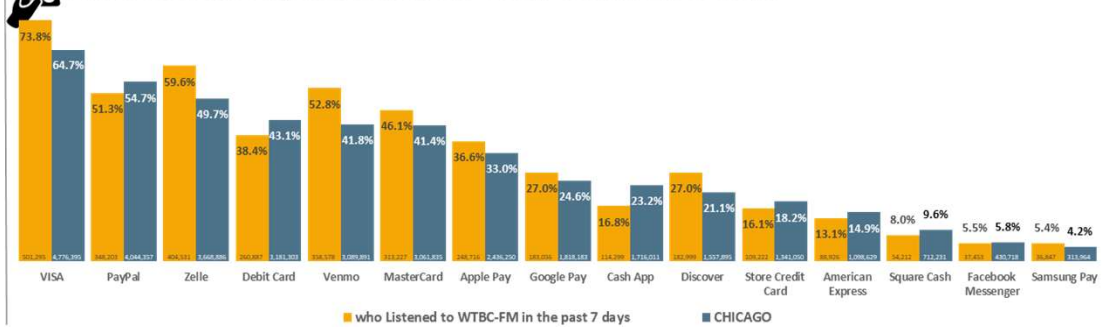
### Financial Services Has and/or Uses: Adults 18 or older



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



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

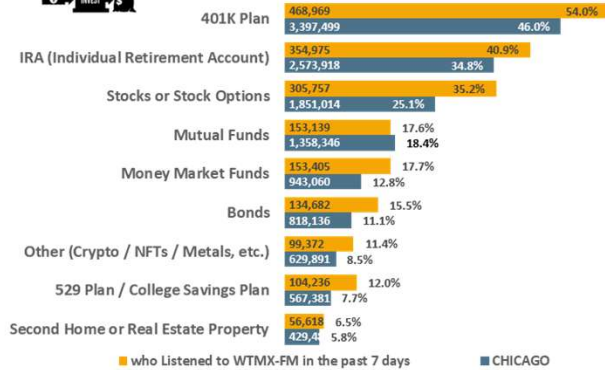




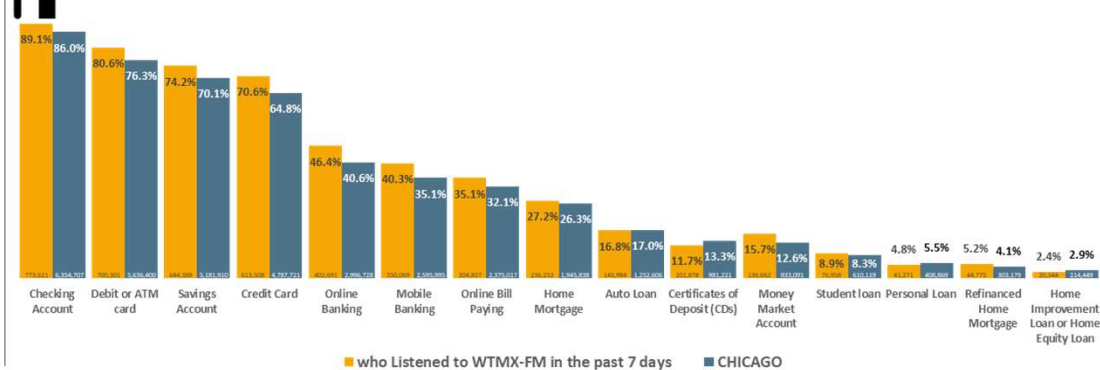
11.8% or 868,407 of CHICAGO Metro Adults 18 or older Listened to WTMX-FM in the past 7 days. Adults 18 or older who Listened to WTMX-FM in the past 7 days are 17.4% more likely to have a 401K, .9% less likely to have an Auto Loan, 2.5% less likely to Invest/Trade Stocks Online, 5.3% more likely to pay with their Debit Card.



### Investments Owned: Adults 18 or older



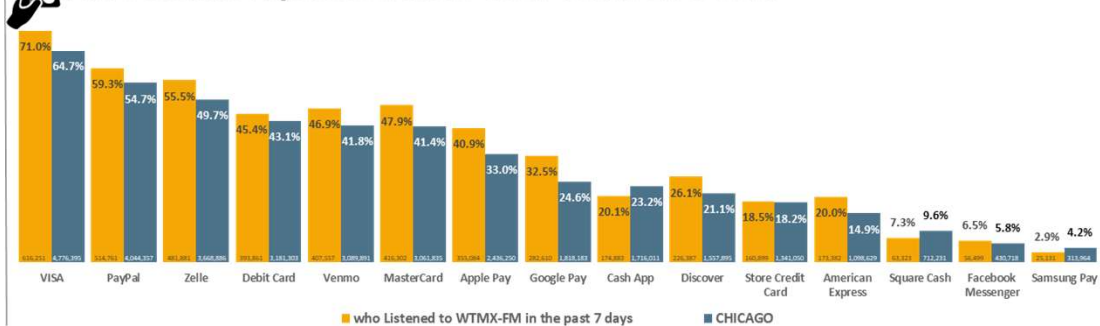
### Financial Services Has and/or Uses: Adults 18 or older



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



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



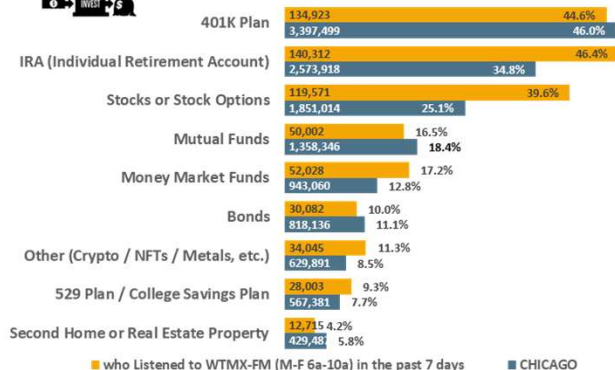




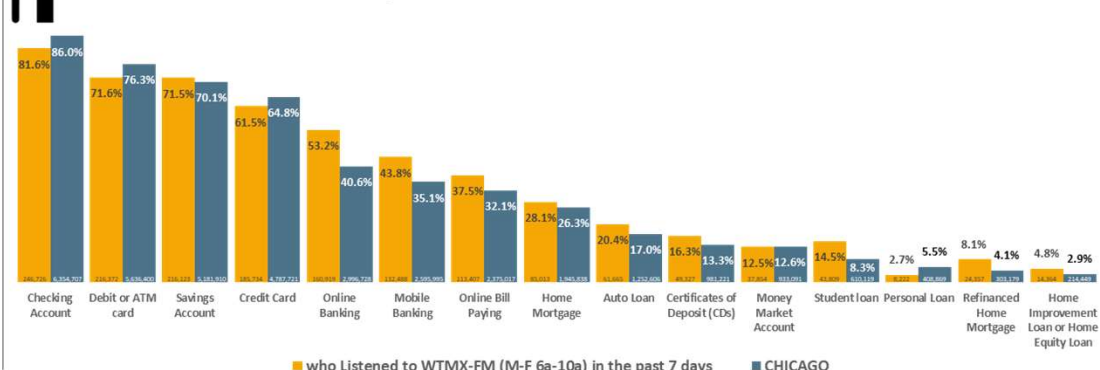
4.1% or 302,199 of CHICAGO Metro Adults 18 or older Listened to WTMX-FM (M-F 6a-10a) in the past 7 days. Adults 18 or older who Listened to WTMX-FM (M-F 6a-10a) in the past 7 days are 2.9% less likely to have a 401K, 20.3% more likely to have an Auto Loan, 29.1% more likely to Invest/Trade Stocks Online, 21.% less likely to pay with their Debit Card.



### Investments Owned: Adults 18 or older



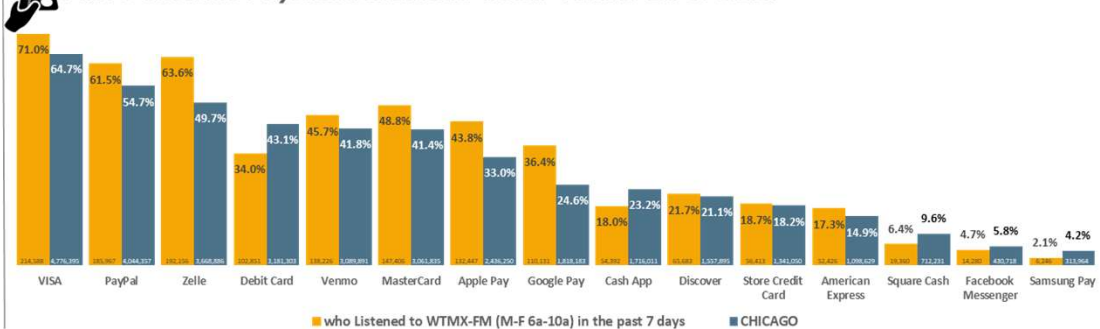
### Financial Services Has and/or Uses: Adults 18 or older



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

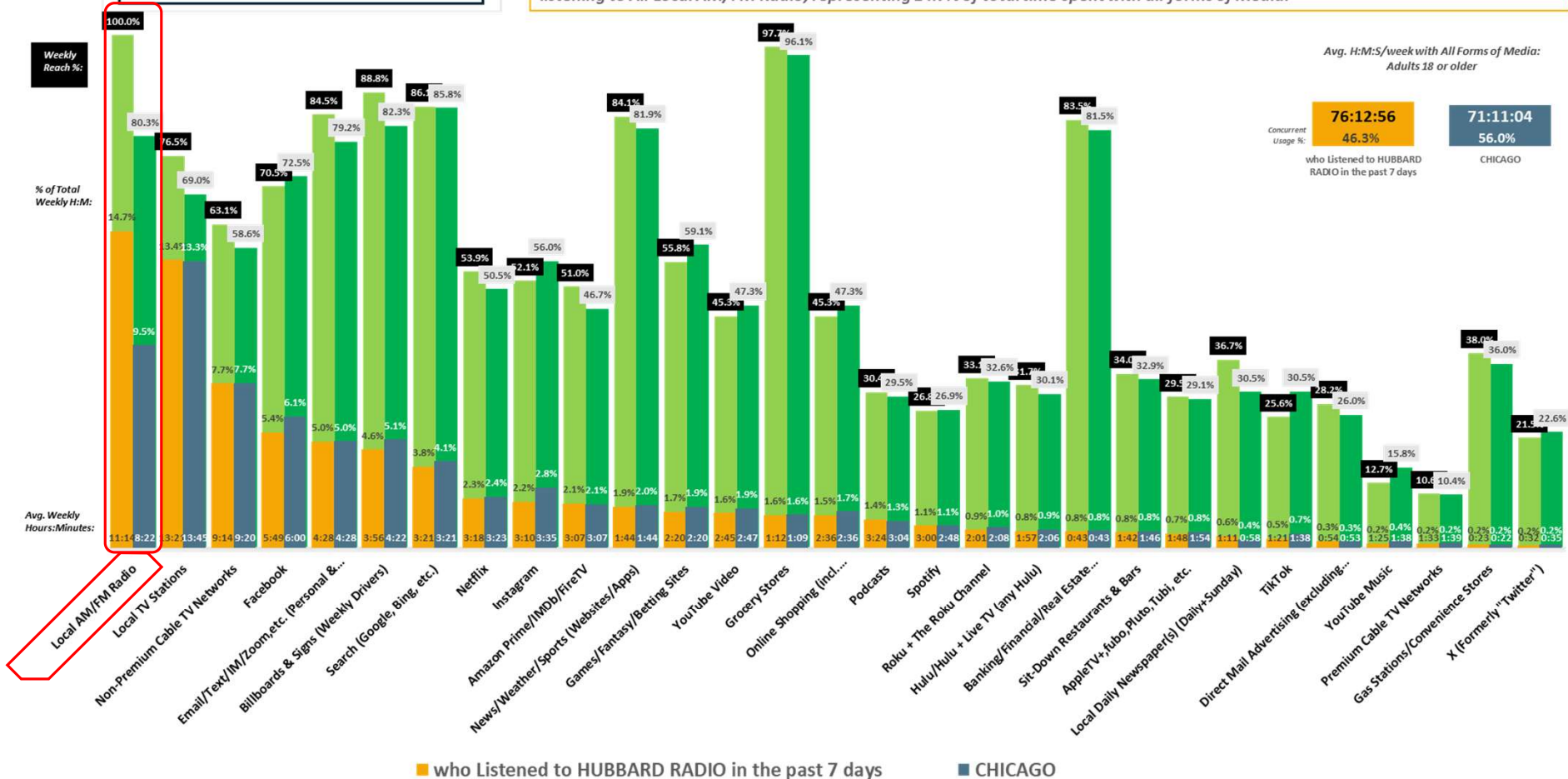


### Past 3-Months Payment Methods Used: Adults 18 or older



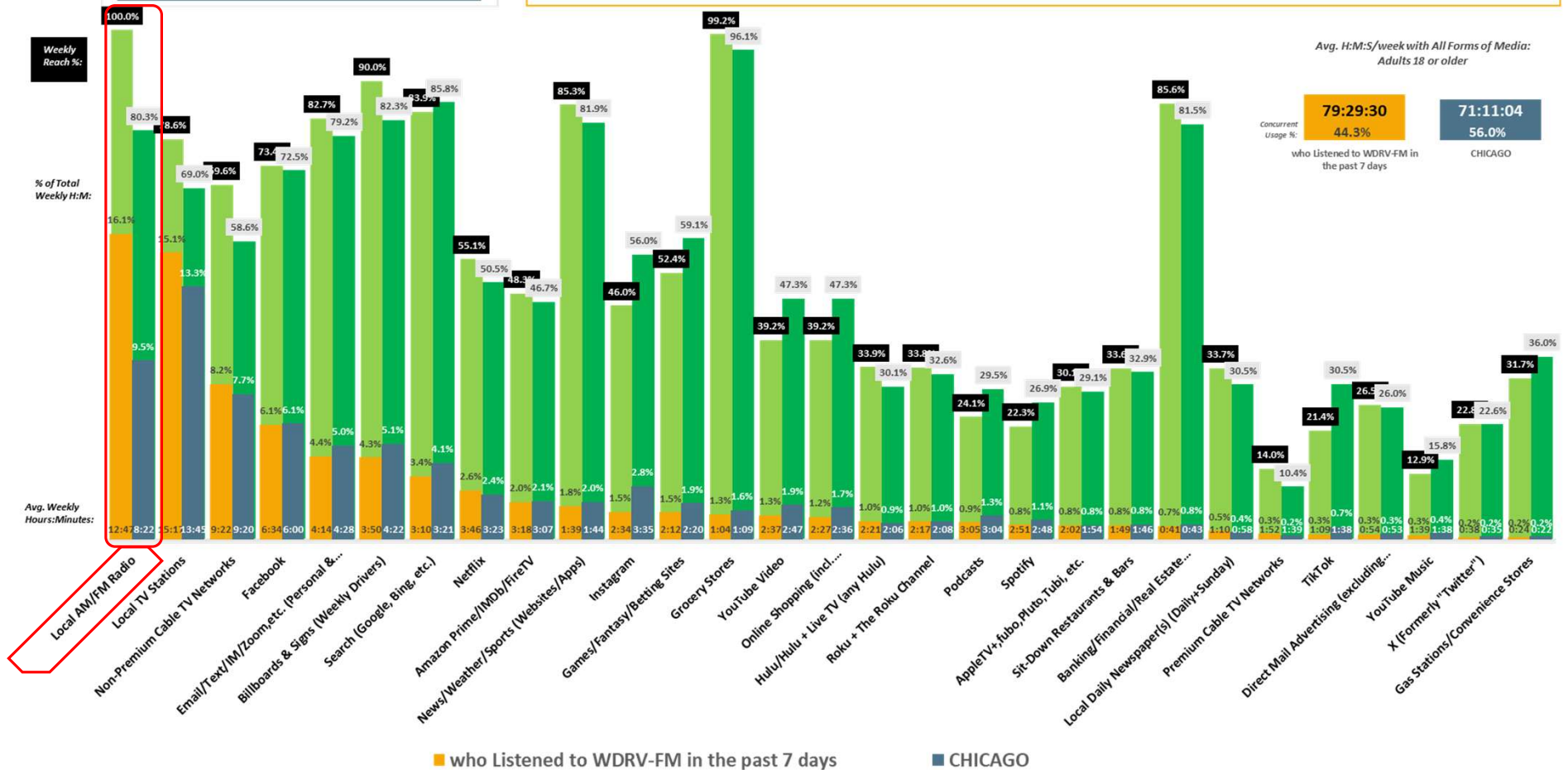


Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days spend an average of 3 days, 4 hours, 12 minutes and 56 seconds each week with All Forms of Media.  
100.% of Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days spend an avg. of 11 hours and 14 minutes each week listening to All Local AM/FM Radio, representing 14.7% of total time spent with all forms of Media.



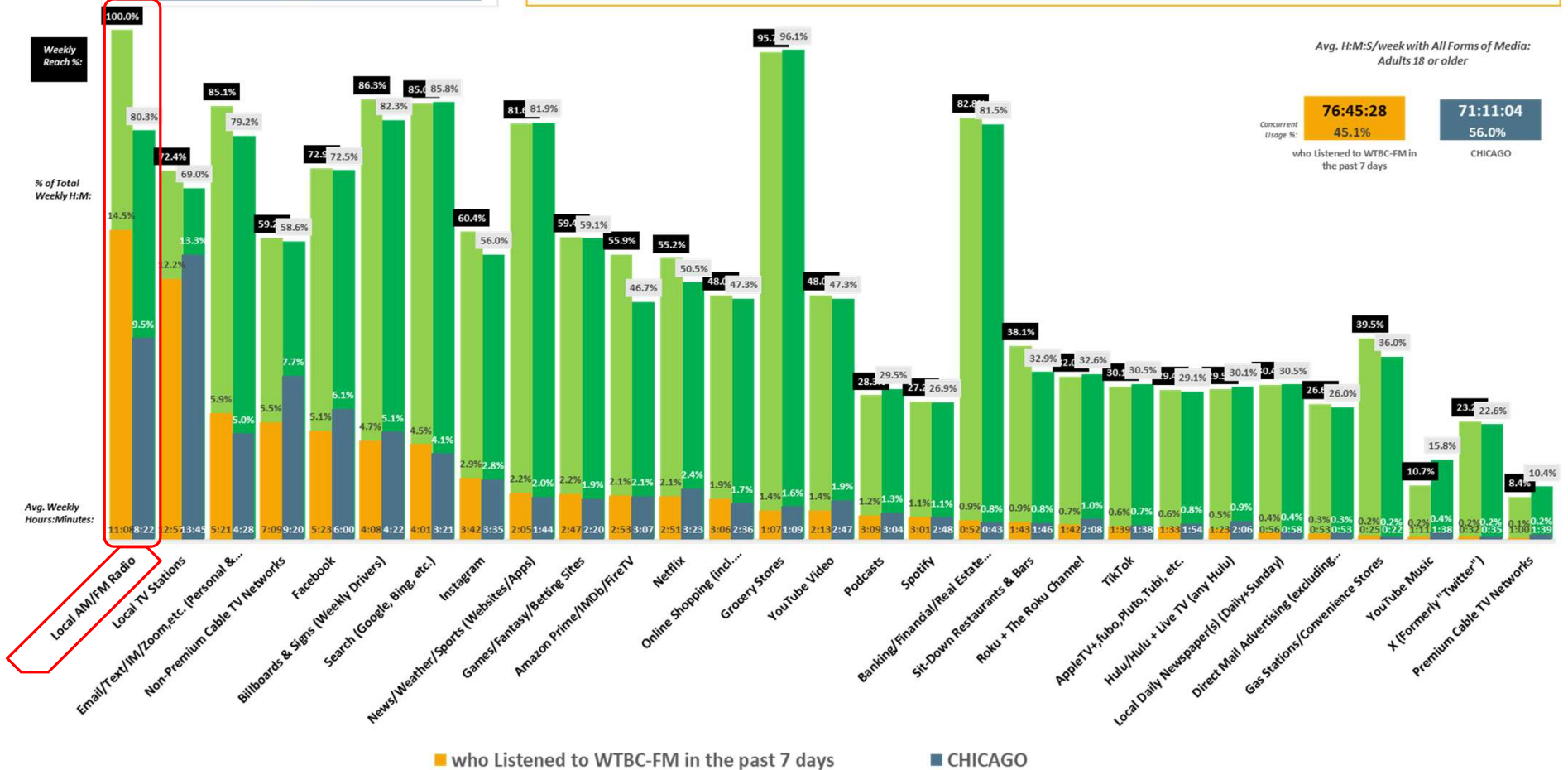


Adults 18 or older who Listened to WDRV-FM in the past 7 days spend an average of 3 days, 7 hours, 29 minutes and 30 seconds each week with All Forms of Media.  
 100.% of Adults 18 or older who Listened to WDRV-FM in the past 7 days spend an avg. of 12 hours and 47 minutes each week listening to All Local AM/FM Radio, representing 16.1% of total time spent with all forms of Media.

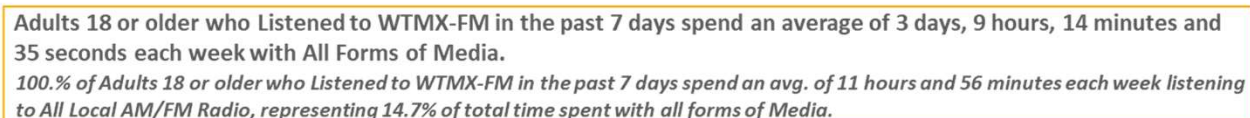




Adults 18 or older who Listened to WTBC-FM in the past 7 days spend an average of 3 days, 4 hours, 45 minutes and 28 seconds each week with All Forms of Media.  
100.% of Adults 18 or older who Listened to WTBC-FM in the past 7 days spend an avg. of 11 hours and 8 minutes each week listening to All Local AM/FM Radio, representing 14.5% of total time spent with all forms of Media.





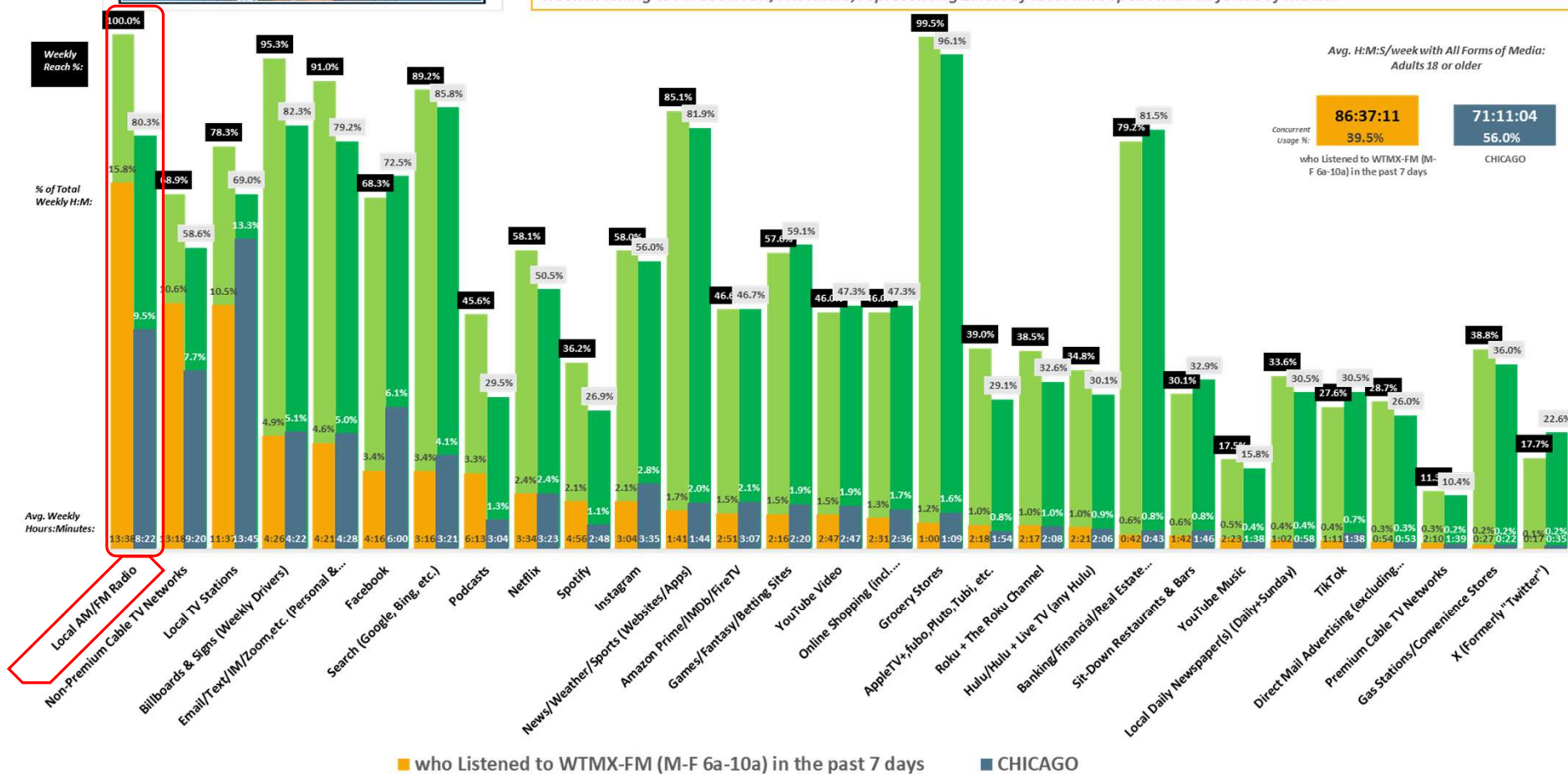


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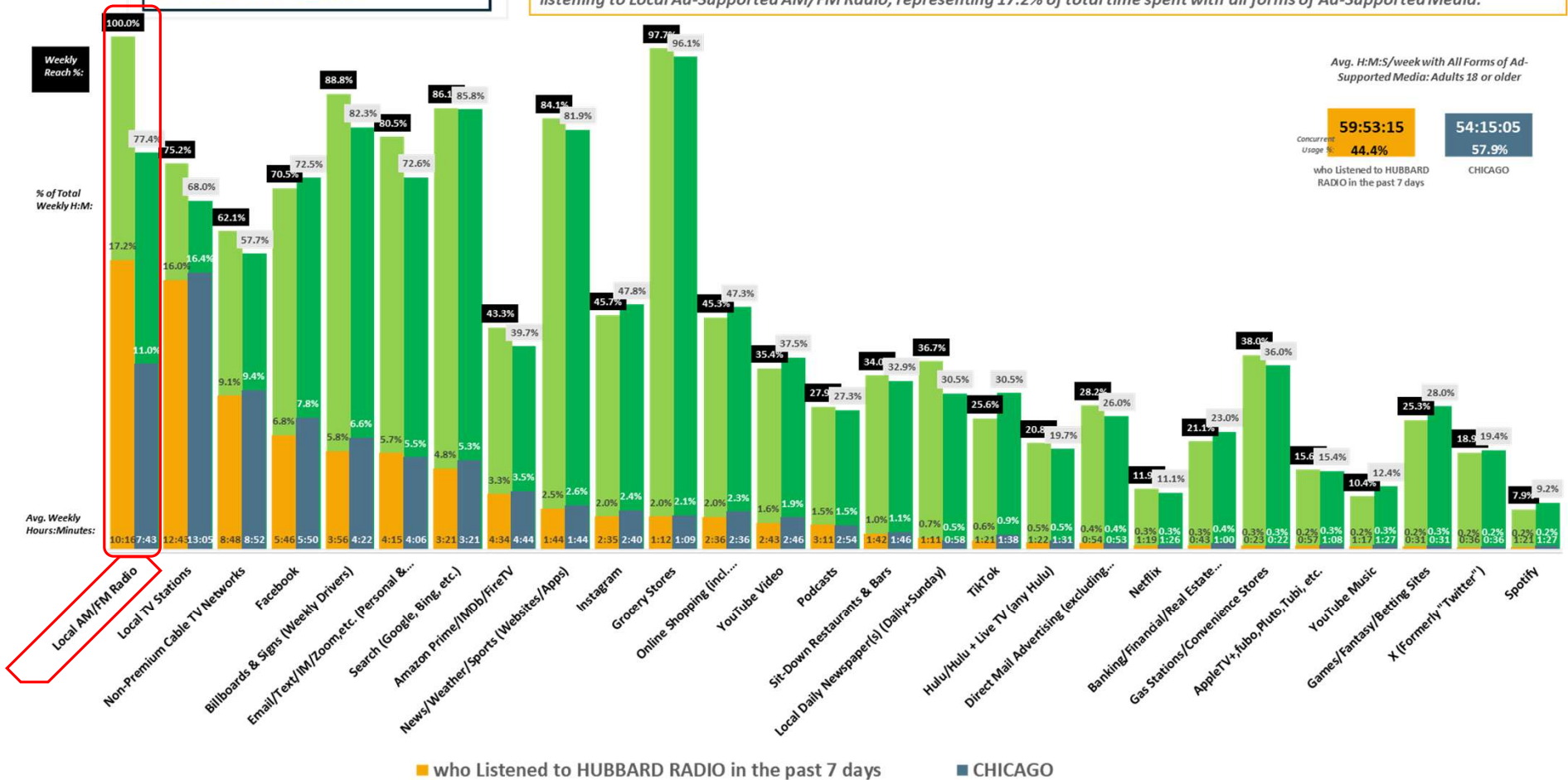


Adults 18 or older who Listened to WTMX-FM (M-F 6a-10a) in the past 7 days spend an average of 3 days, 14 hours, 37 minutes and 11 seconds each week with All Forms of Media.  
 100.% of Adults 18 or older who Listened to WTMX-FM (M-F 6a-10a) in the past 7 days spend an avg. of 13 hours and 38 minutes each week listening to All Local AM/FM Radio, representing 15.8% of total time spent with all forms of Media.



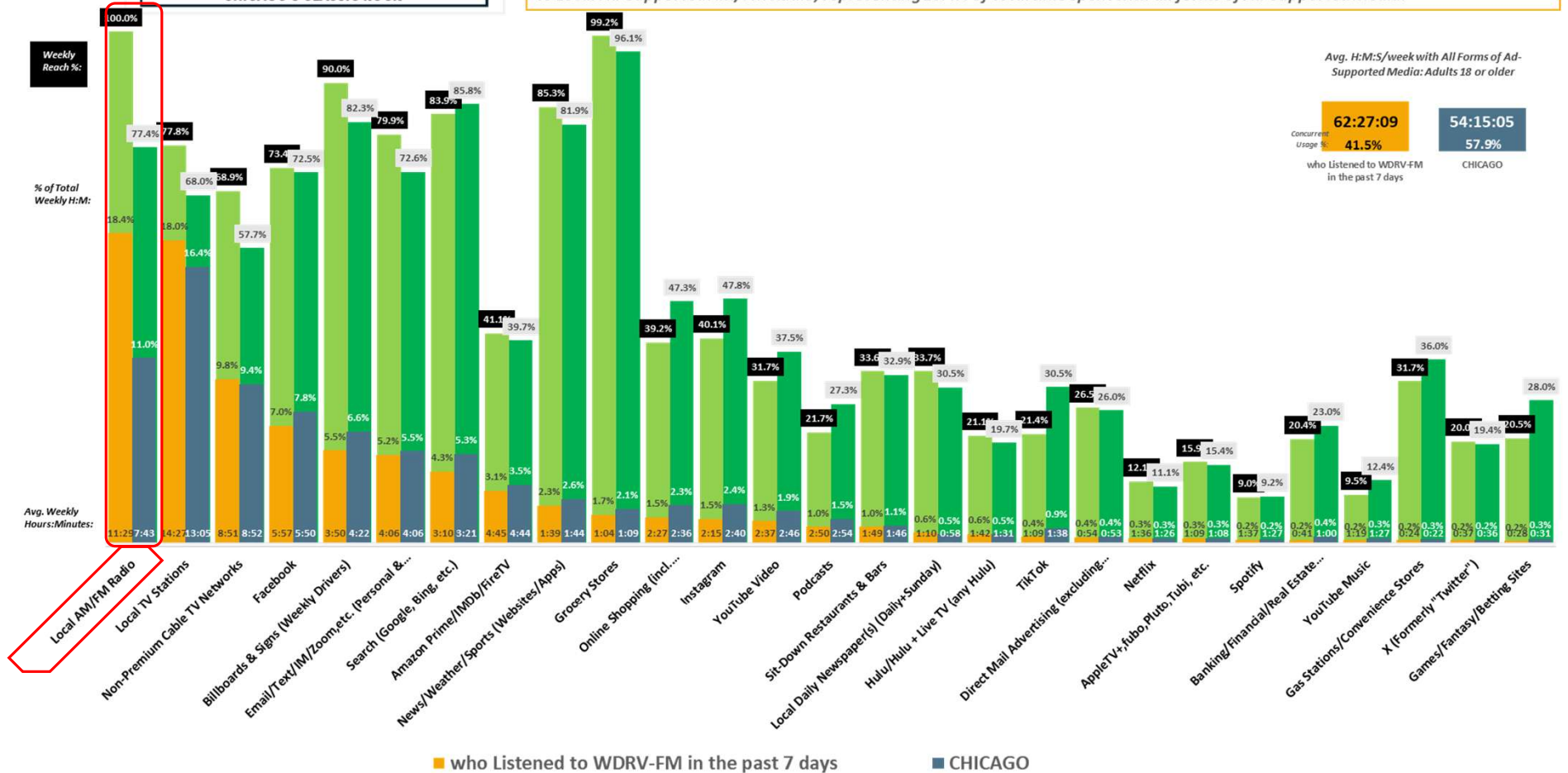


Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days spend an average of 2 days, 11 hours, 53 minutes and 15 seconds each week with All Forms of Ad-Supported Media.  
 100.% of Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days spend an avg. of 10 hours and 16 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 17.2% of total time spent with all forms of Ad-Supported Media.





Adults 18 or older who Listened to WDRV-FM in the past 7 days spend an average of 2 days, 14 hours, 27 minutes and 9 seconds each week with All Forms of Ad-Supported Media.  
100.% of Adults 18 or older who Listened to WDRV-FM in the past 7 days spend an avg. of 11 hours and 29 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 18.4% of total time spent with all forms of Ad-Supported Media.



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

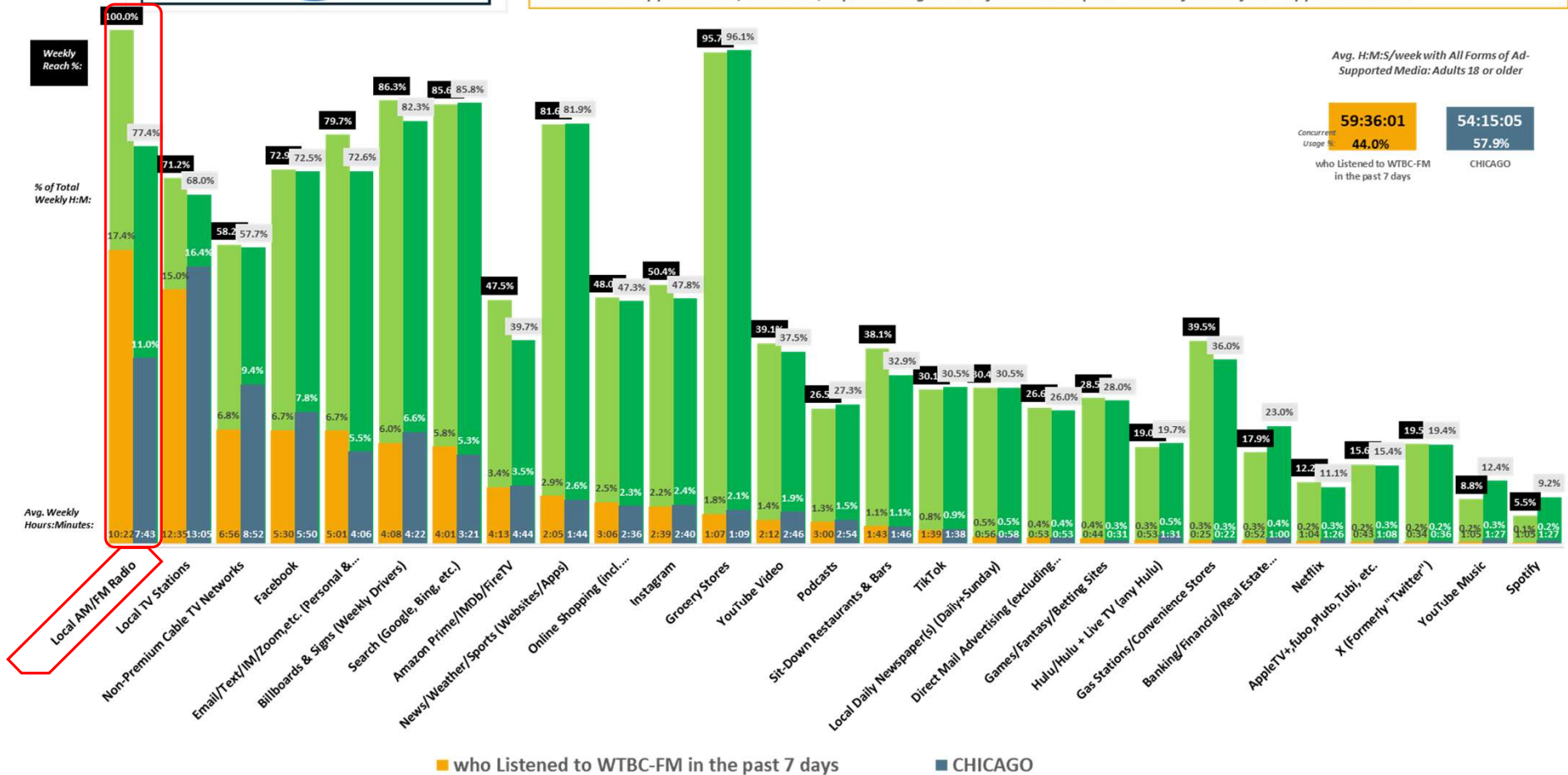
62:27:09  
41.5%  
who Listened to WDRV-FM in the past 7 days

54:15:05  
57.9%  
CHICAGO



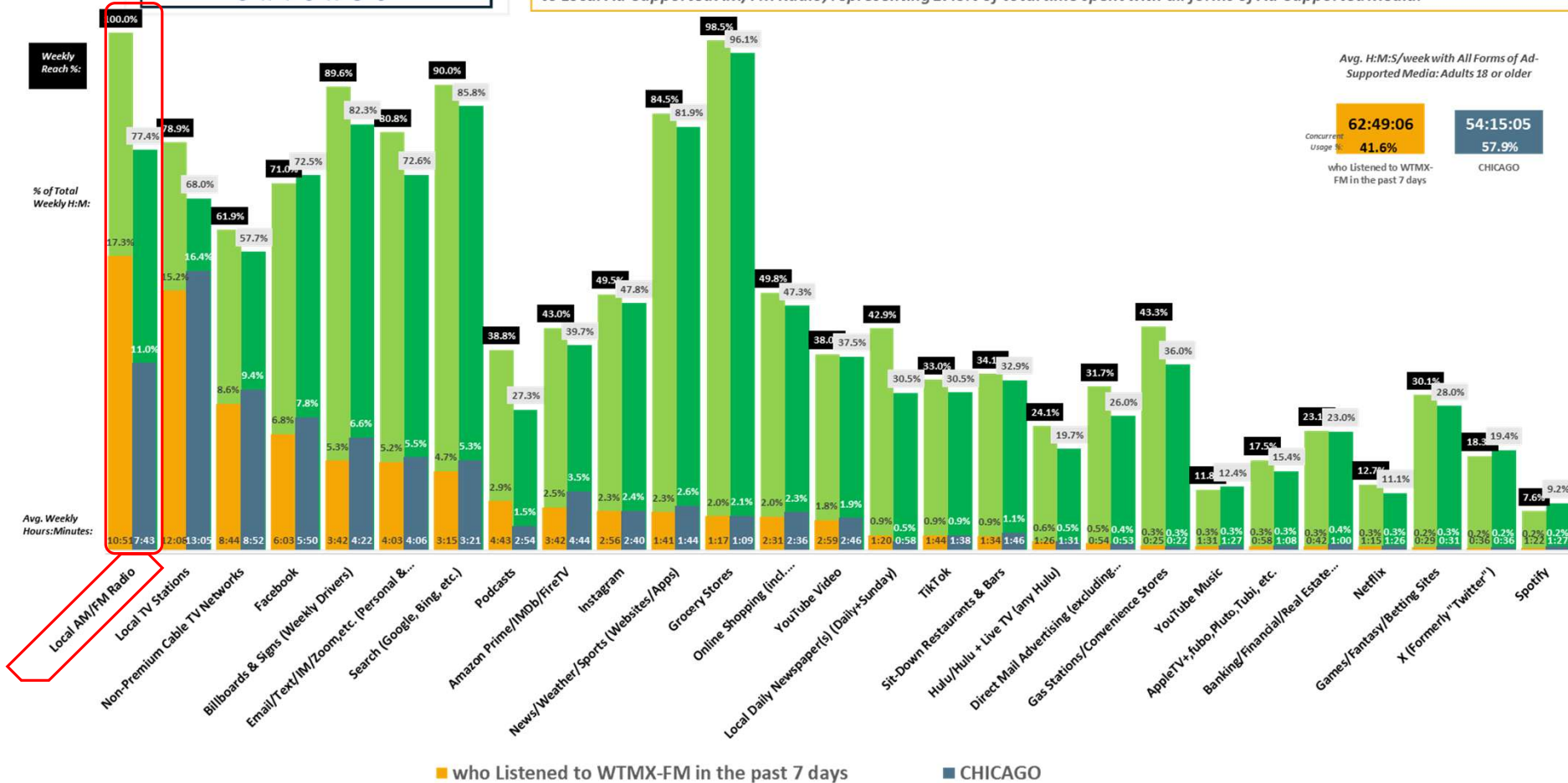


Adults 18 or older who Listened to WTBC-FM in the past 7 days spend an average of 2 days, 11 hours, 36 minutes and 1 seconds each week with All Forms of Ad-Supported Media.  
100.% of Adults 18 or older who Listened to WTBC-FM in the past 7 days spend an avg. of 10 hours and 22 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 17.4% of total time spent with all forms of Ad-Supported Media.



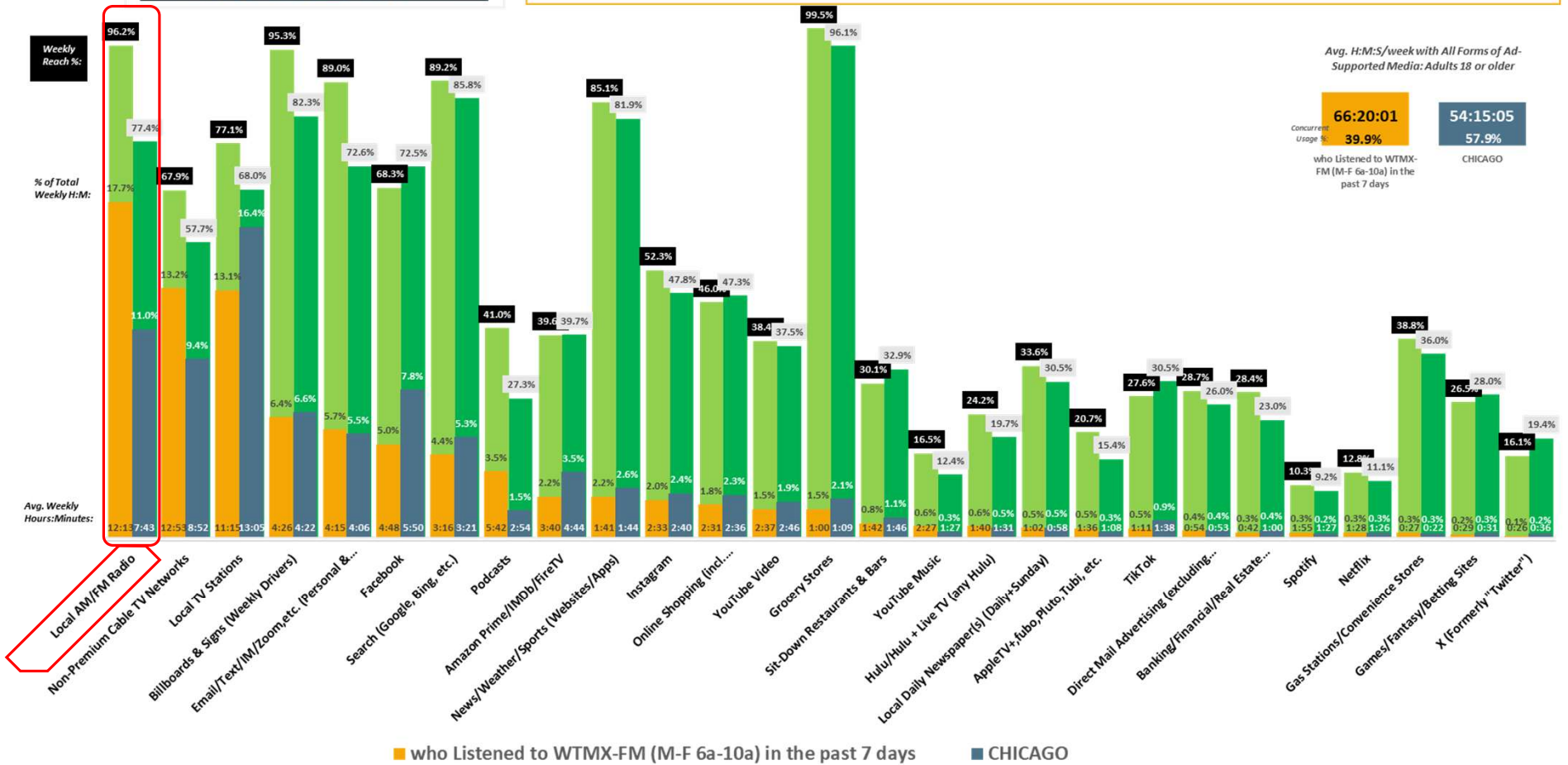


Adults 18 or older who Listened to WTMX-FM in the past 7 days spend an average of 2 days, 14 hours, 49 minutes and 6 seconds each week with All Forms of Ad-Supported Media.  
100.% of Adults 18 or older who Listened to WTMX-FM in the past 7 days spend an avg. of 10 hours and 51 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 17.3% of total time spent with all forms of Ad-Supported Media.





Adults 18 or older who Listened to WTMX-FM (M-F 6a-10a) in the past 7 days spend an average of 2 days, 18 hours, 20 minutes and 1 seconds each week with All Forms of Ad-Supported Media.  
 96.2% of Adults 18 or older who Listened to WTMX-FM (M-F 6a-10a) in the past 7 days spend an avg. of 12 hours and 13 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 17.7% of total time spent with all forms of Ad-Supported Media

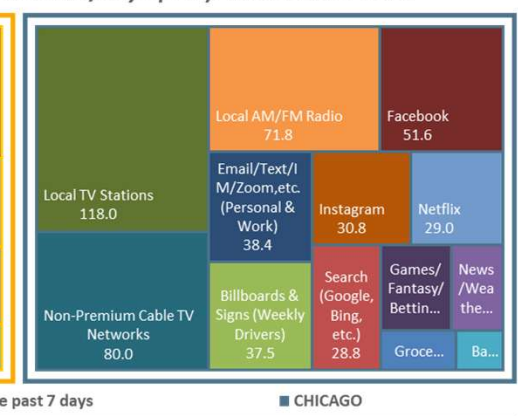
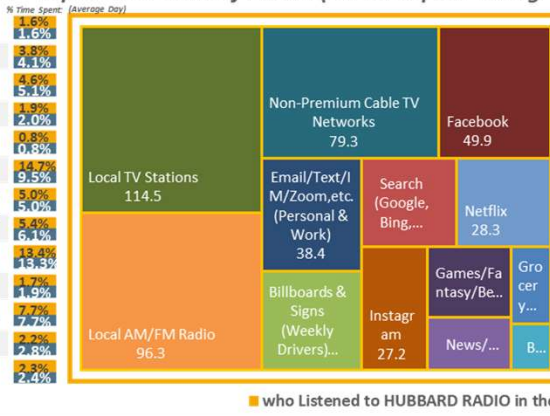
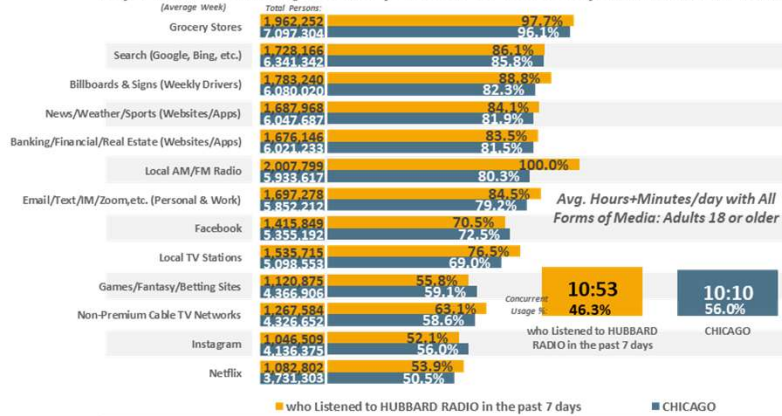




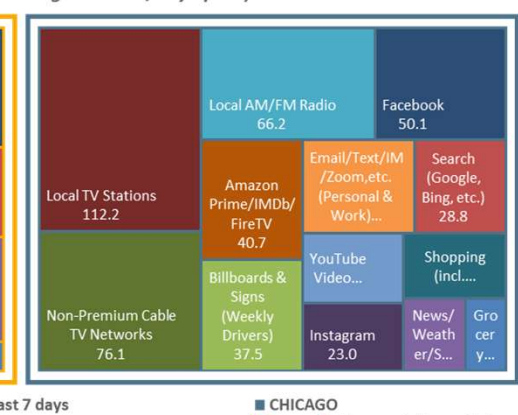
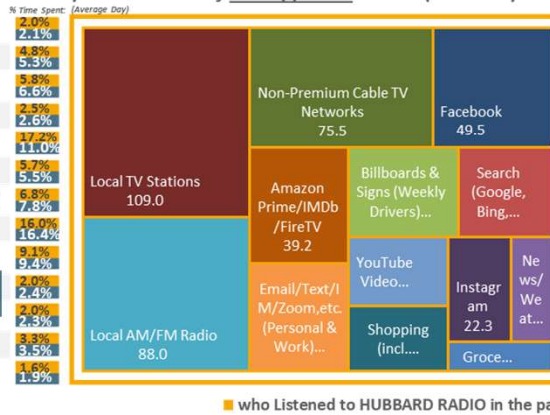
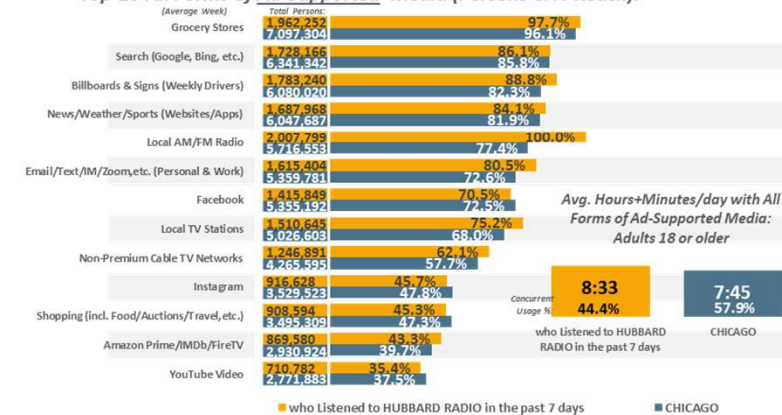


Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days spend an average of 8 hours and 33 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 88. minutes/day. (Local Radio delivers 17.2% of Time with Ad-Supported Media.)

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



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



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

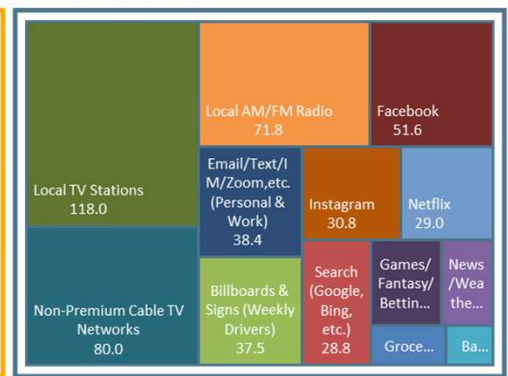
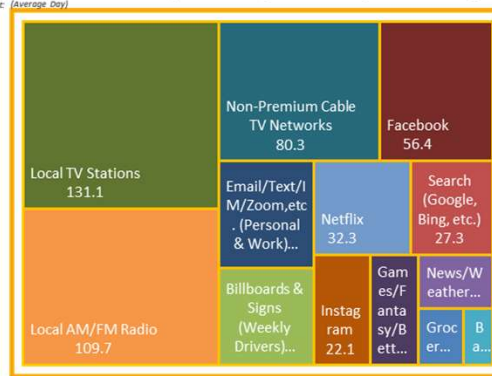
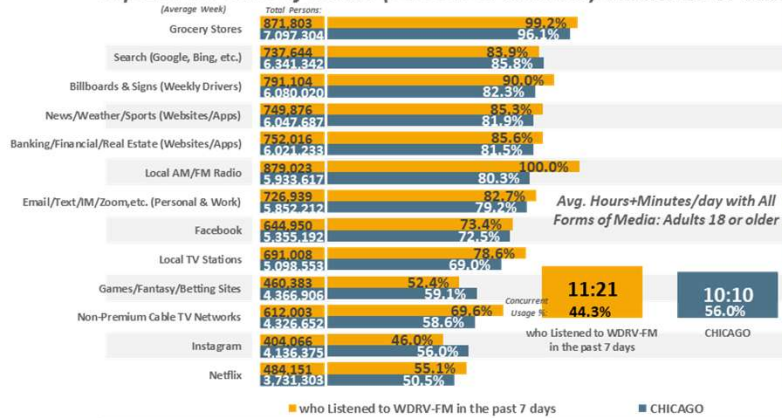




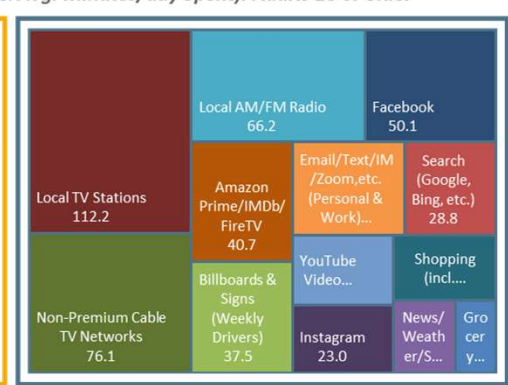
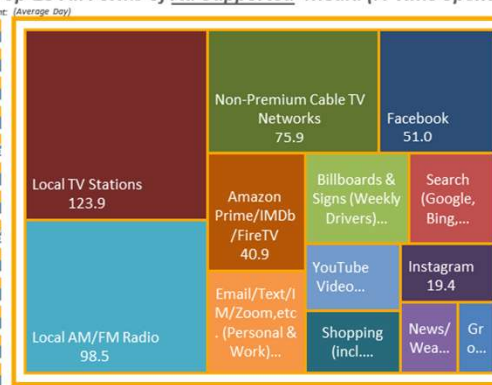
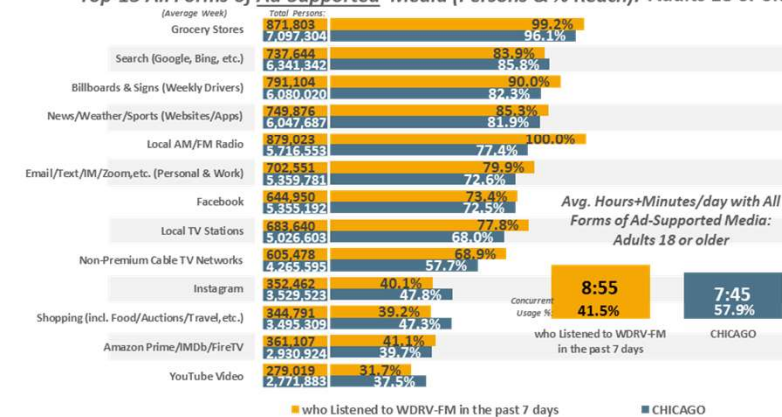
Adults 18 or older who Listened to WDRV-FM in the past 7 days spend an average of 8 hours and 55 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 98.5 minutes/day.

(Local Radio delivers 18.4% of Time with Ad-Supported Media.)

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



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



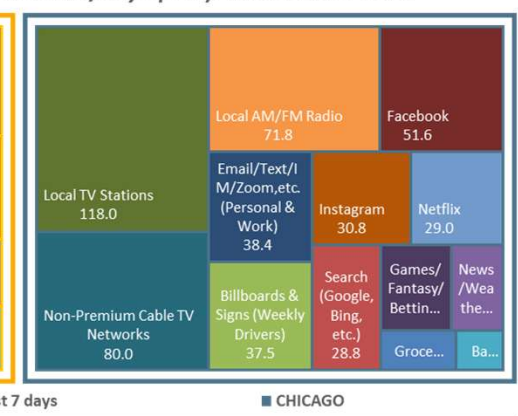
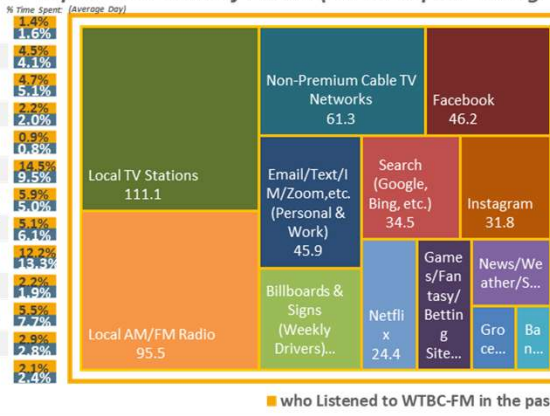
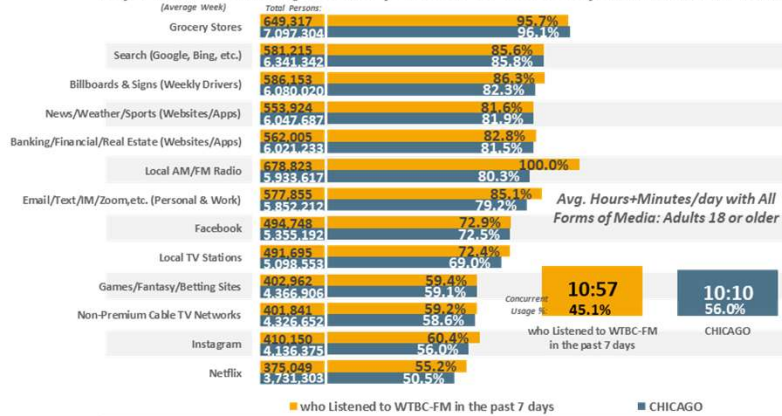
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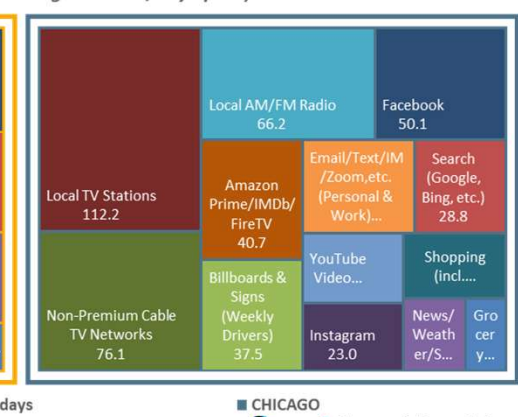
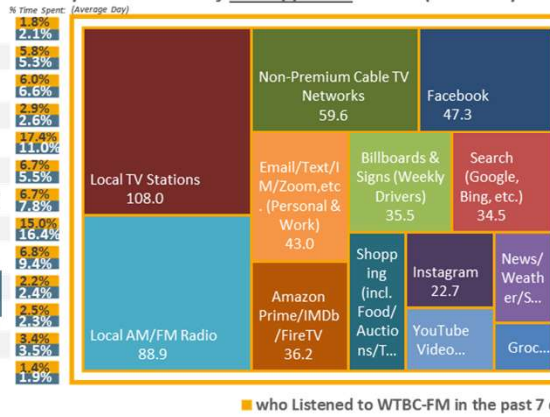
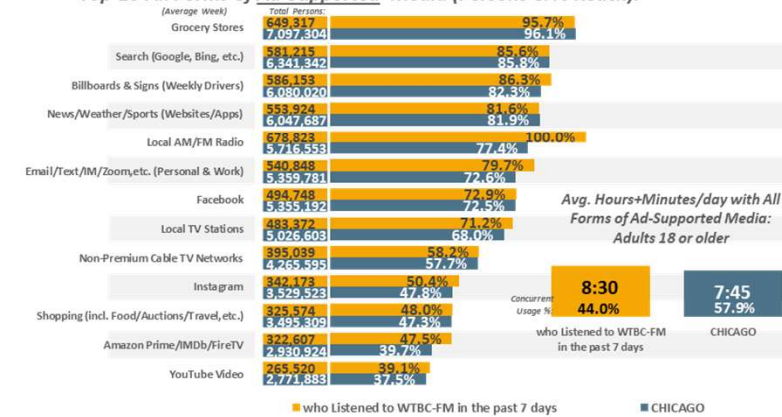


Adults 18 or older who Listened to WTBC-FM in the past 7 days spend an average of 8 hours and 30 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 88.9 minutes/day.  
(Local Radio delivers 17.4% of Time with Ad-Supported Media.)

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



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



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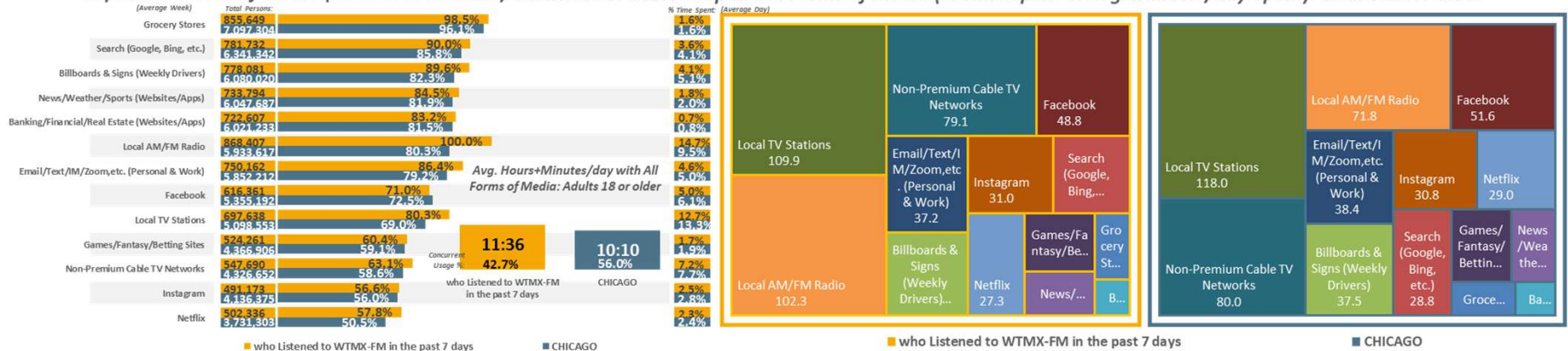
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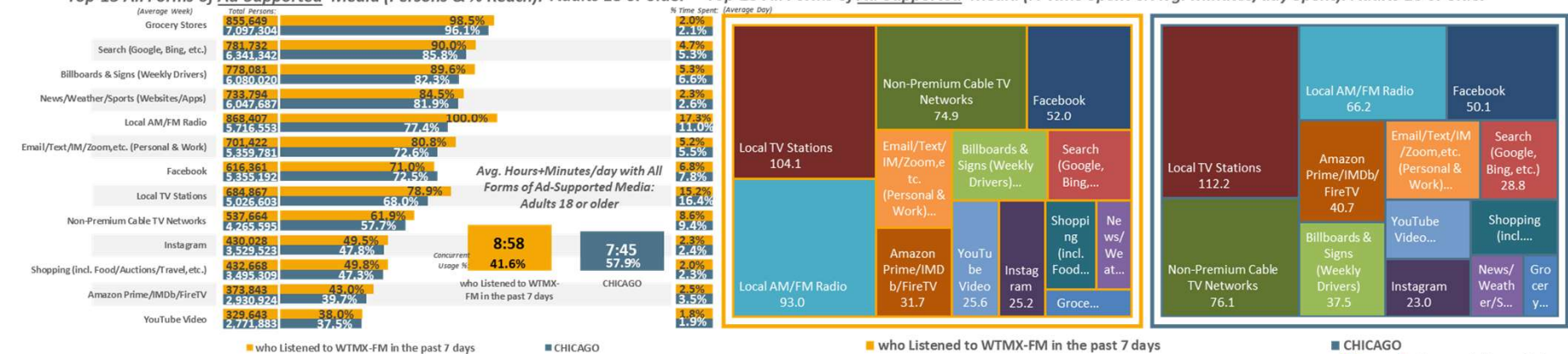


Adults 18 or older who Listened to WTMX-FM in the past 7 days spend an average of 8 hours and 58 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 93. minutes/day.  
(Local Radio delivers 17.3% of Time with Ad-Supported Media.)

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



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



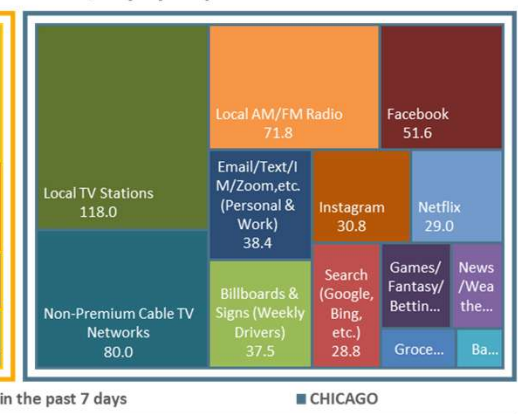
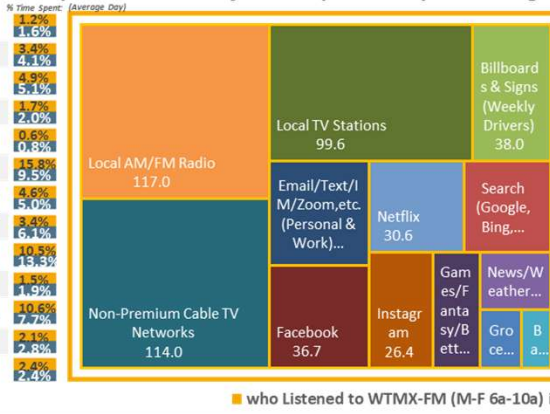
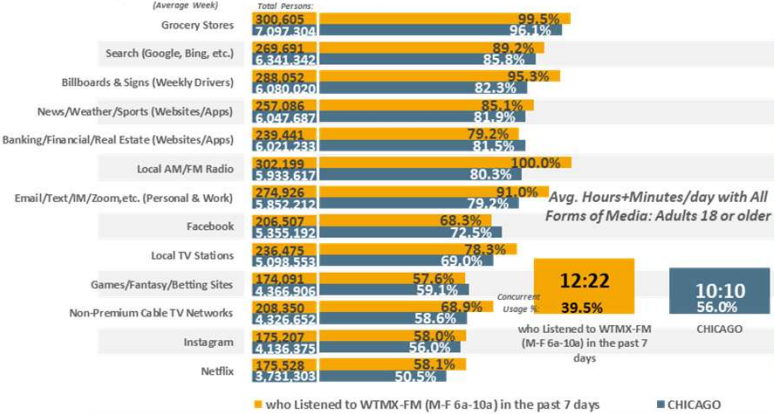
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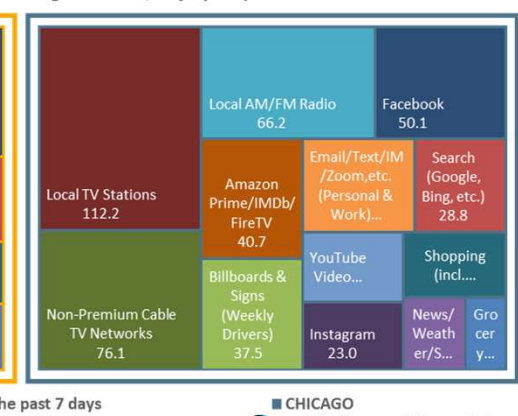
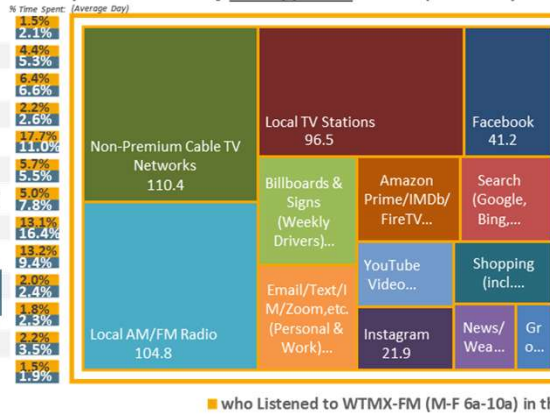
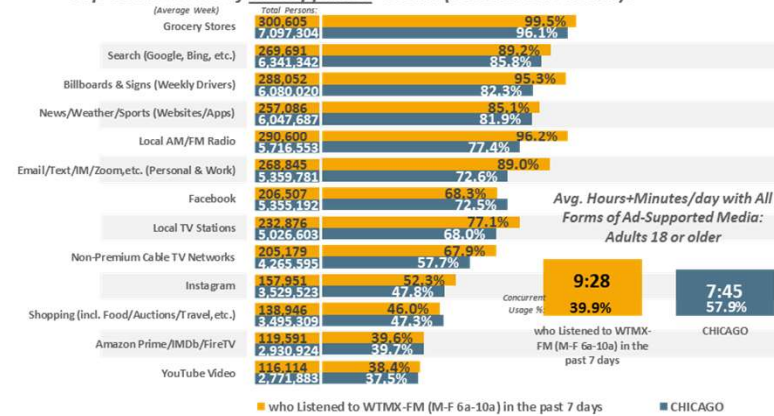


Adults 18 or older who Listened to WTMX-FM (M-F 6a-10a) in the past 7 days spend an average of 9 hours and 28 minutes each day with All Forms of Ad-Supported Media. 96.2% listen to Local AM/FM Radio for an avg. of 104.8 minutes/day. (Local Radio delivers 17.7% of Time with Ad-Supported Media.)

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



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

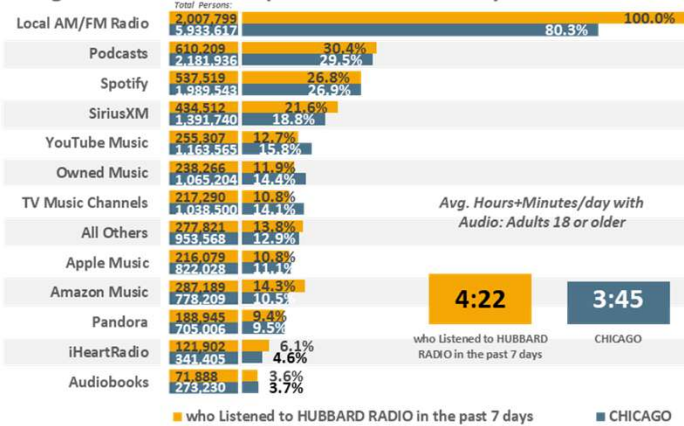




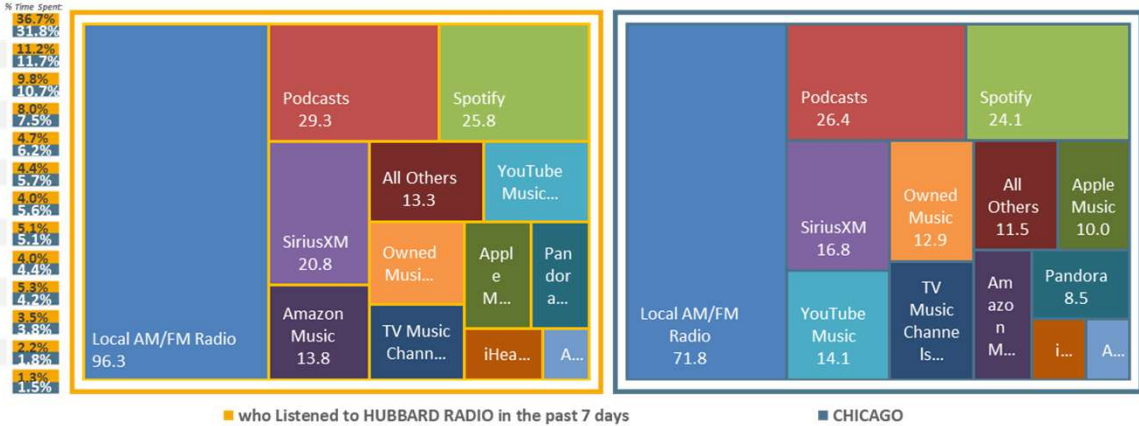


2,007,799 or 100.% of Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 88. minutes every day representing 48.4% of all time spent daily with Ad-Supported Audio.

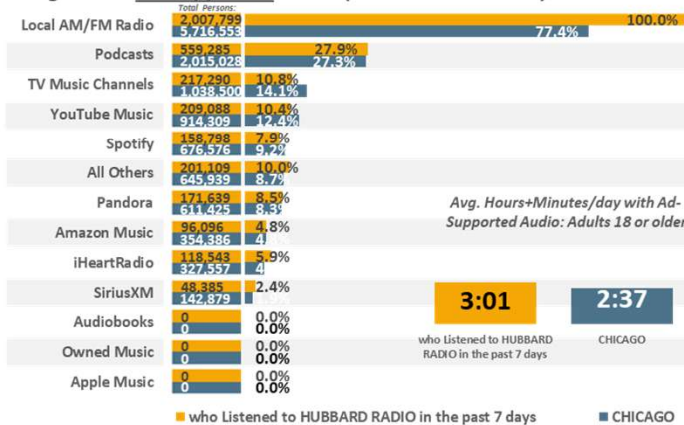
#### Avg. Week All Audio (Persons & % Reach): Adults 18 or older



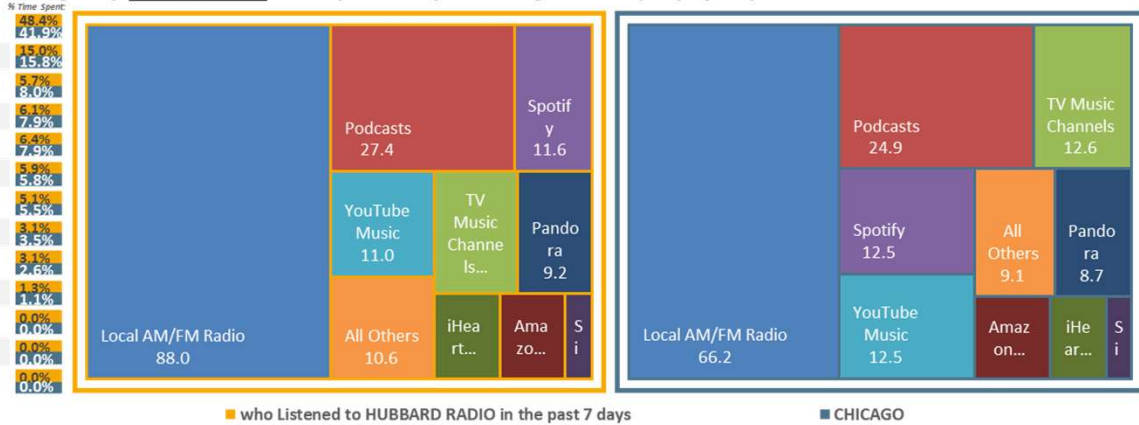
#### Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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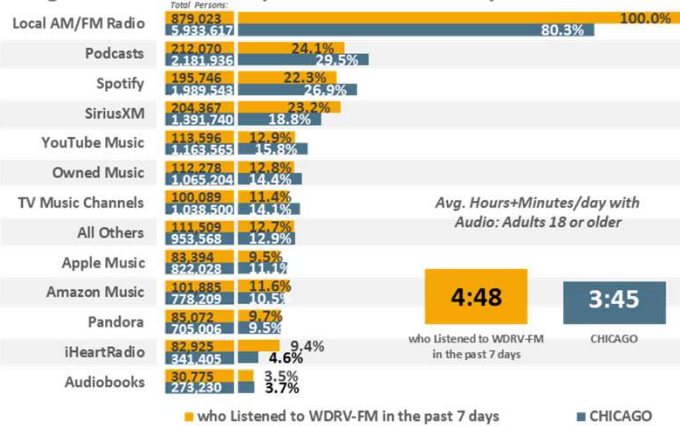
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(Radio Stations: WDRV-FM OR Radio Stations: WTBC-FM OR Radio Stations: WTMX-FM)

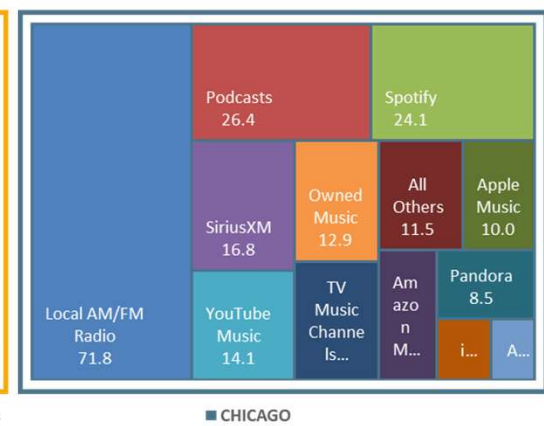
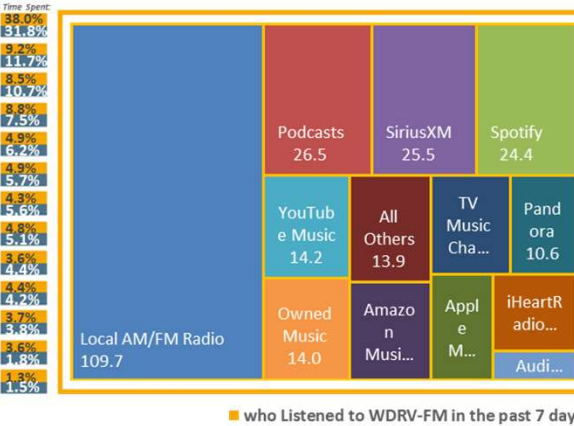


879,023 or 100.% of Adults 18 or older who Listened to WDRV-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 98.5 minutes every day representing 48.7% of all time spent daily with Ad-Supported Audio.

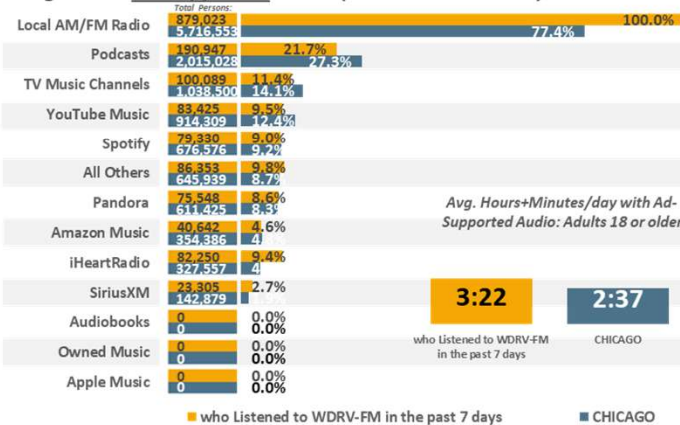
### Avg. Week All Audio (Persons & % Reach): Adults 18 or older



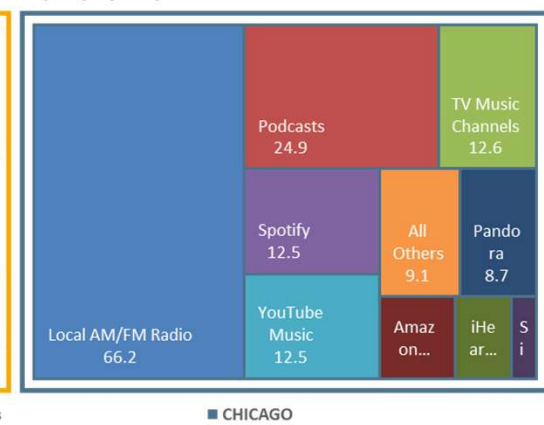
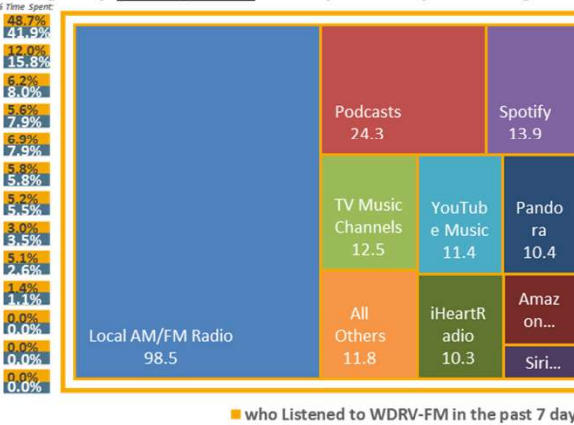
### Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



### 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



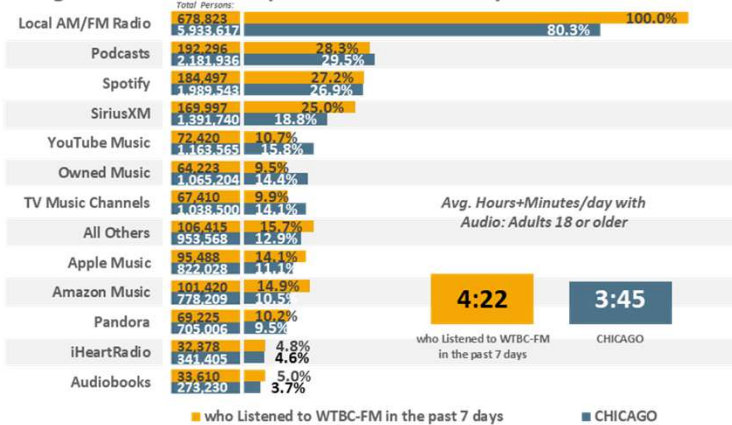
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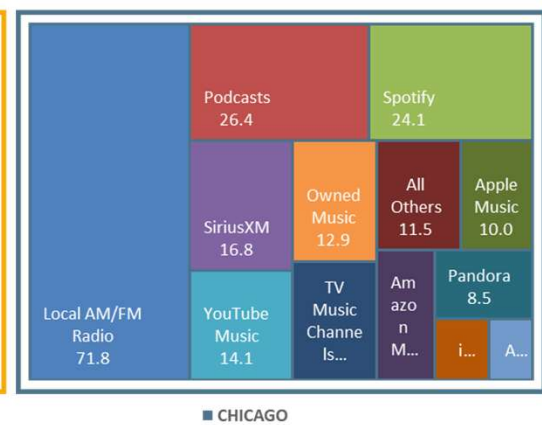
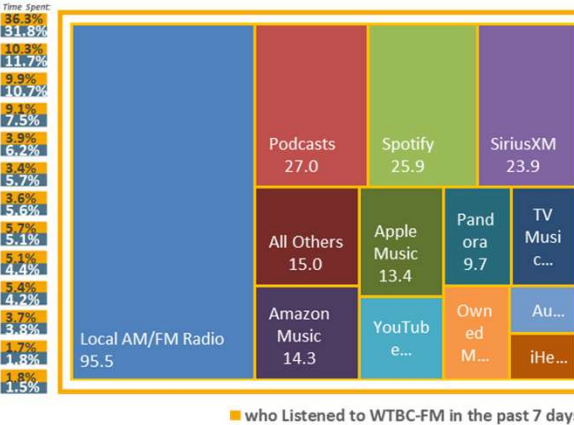


678,823 or 100.% of Adults 18 or older who Listened to WTBC-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 88.9 minutes every day representing 49.8% of all time spent daily with Ad-Supported Audio.

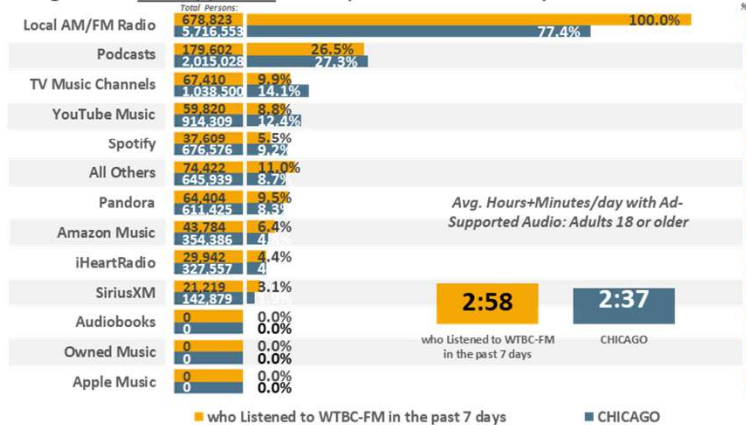
### Avg. Week All Audio (Persons & % Reach): Adults 18 or older



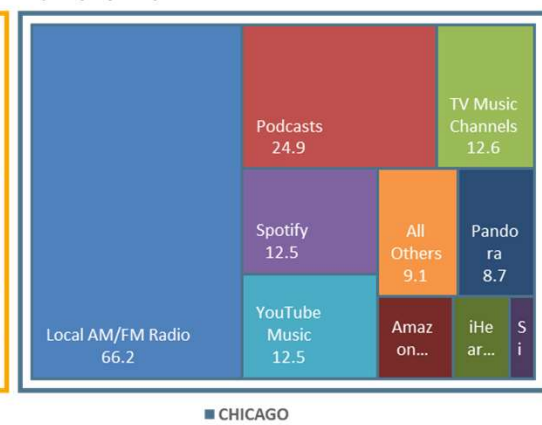
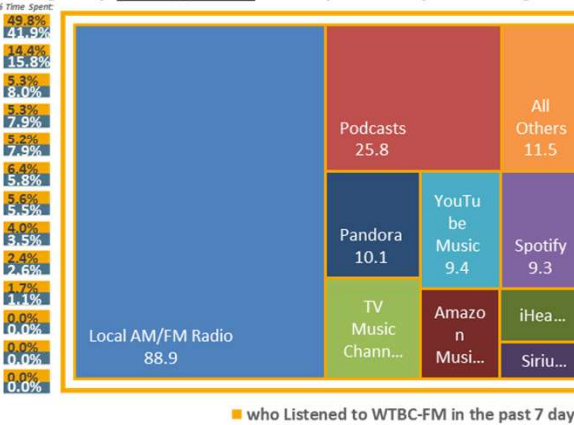
### Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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

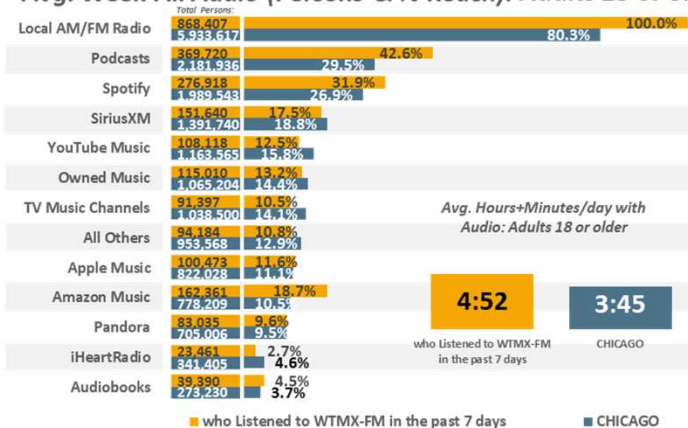




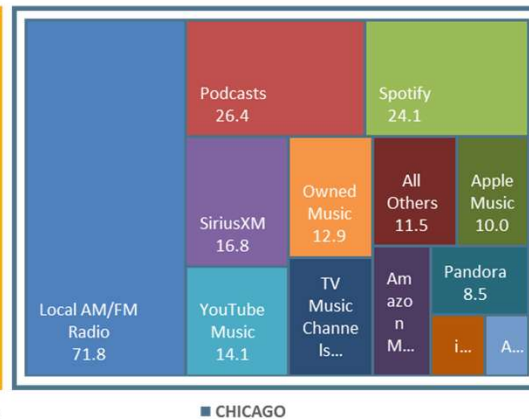
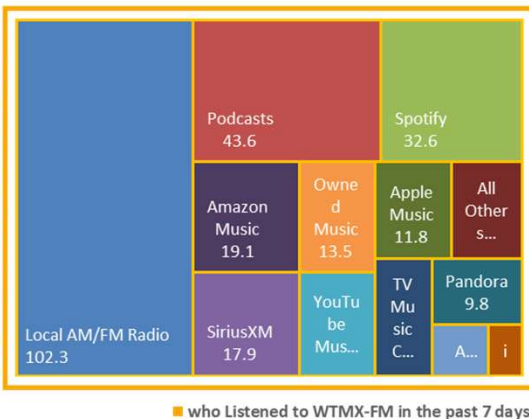


868,407 or 100.% of Adults 18 or older who Listened to WTMX-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 93. minutes every day representing 47.5% of all time spent daily with Ad-Supported Audio.

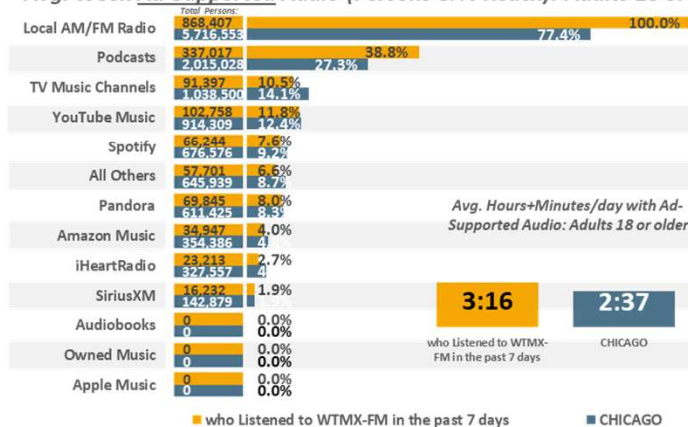
### Avg. Week All Audio (Persons & % Reach): Adults 18 or older



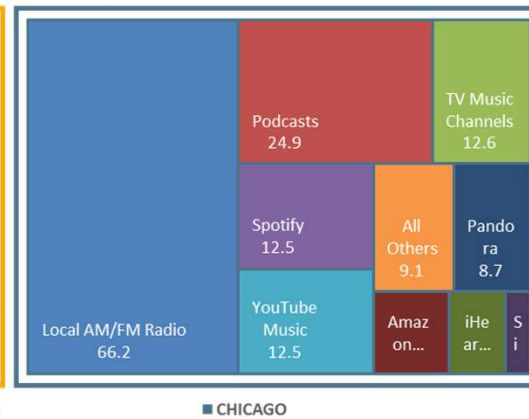
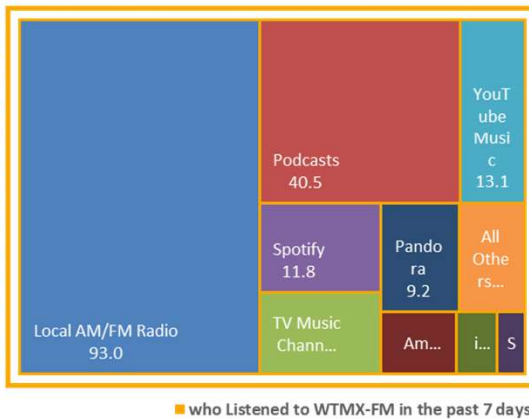
### Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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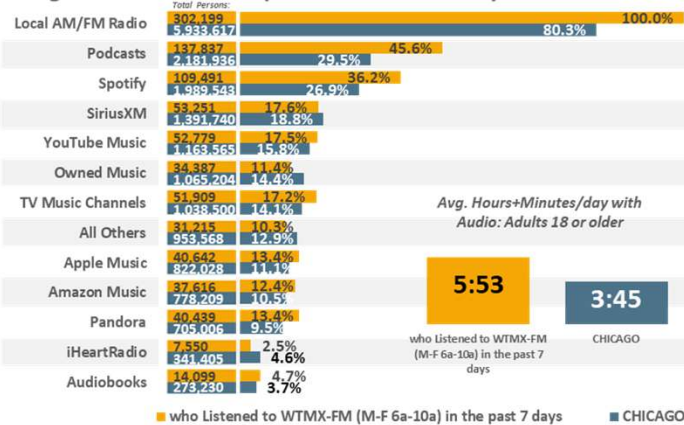
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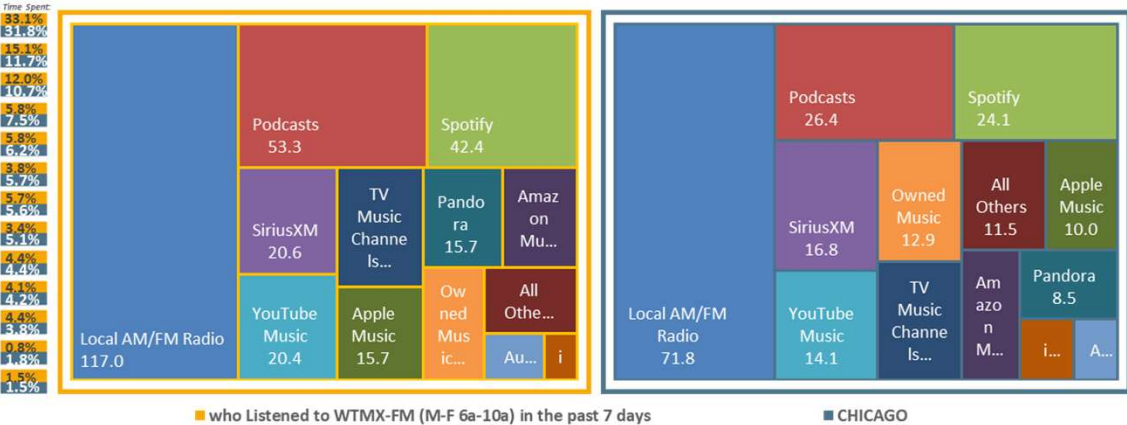


290,600 or 96.2% of Adults 18 or older who Listened to WTMX-FM (M-F 6a-10a) in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 104.8 minutes every day representing 42.3% of all time spent daily with Ad-Supported Audio.

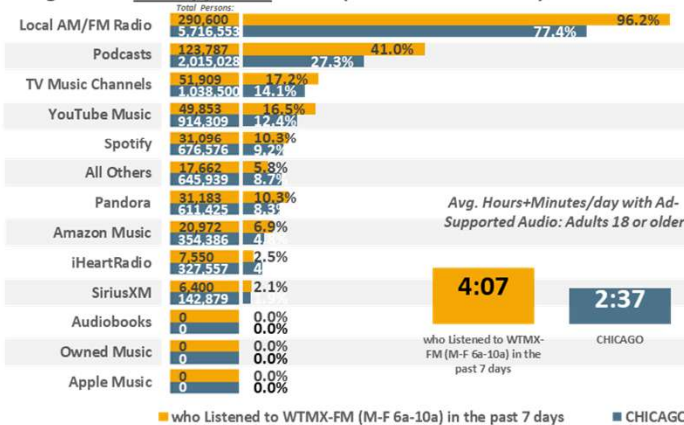
**Avg. Week All Audio (Persons & % Reach): Adults 18 or older**



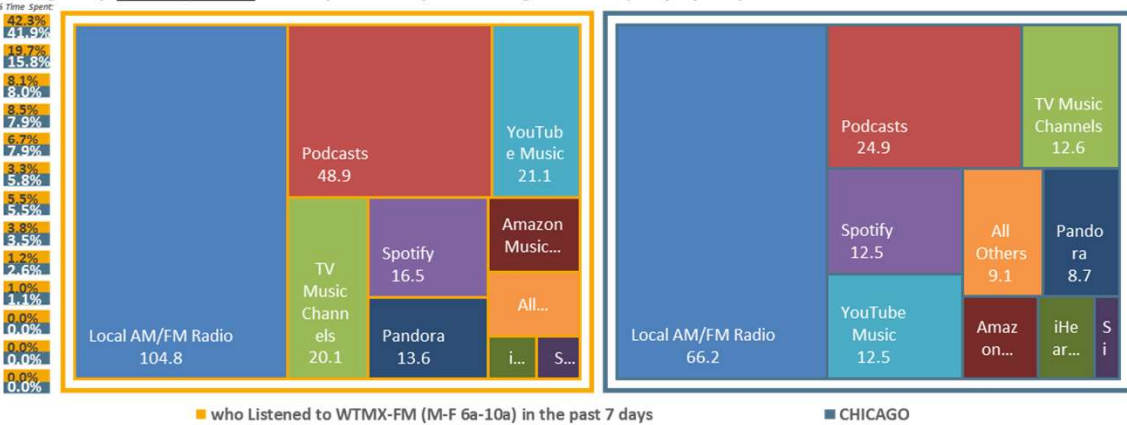
**Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



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

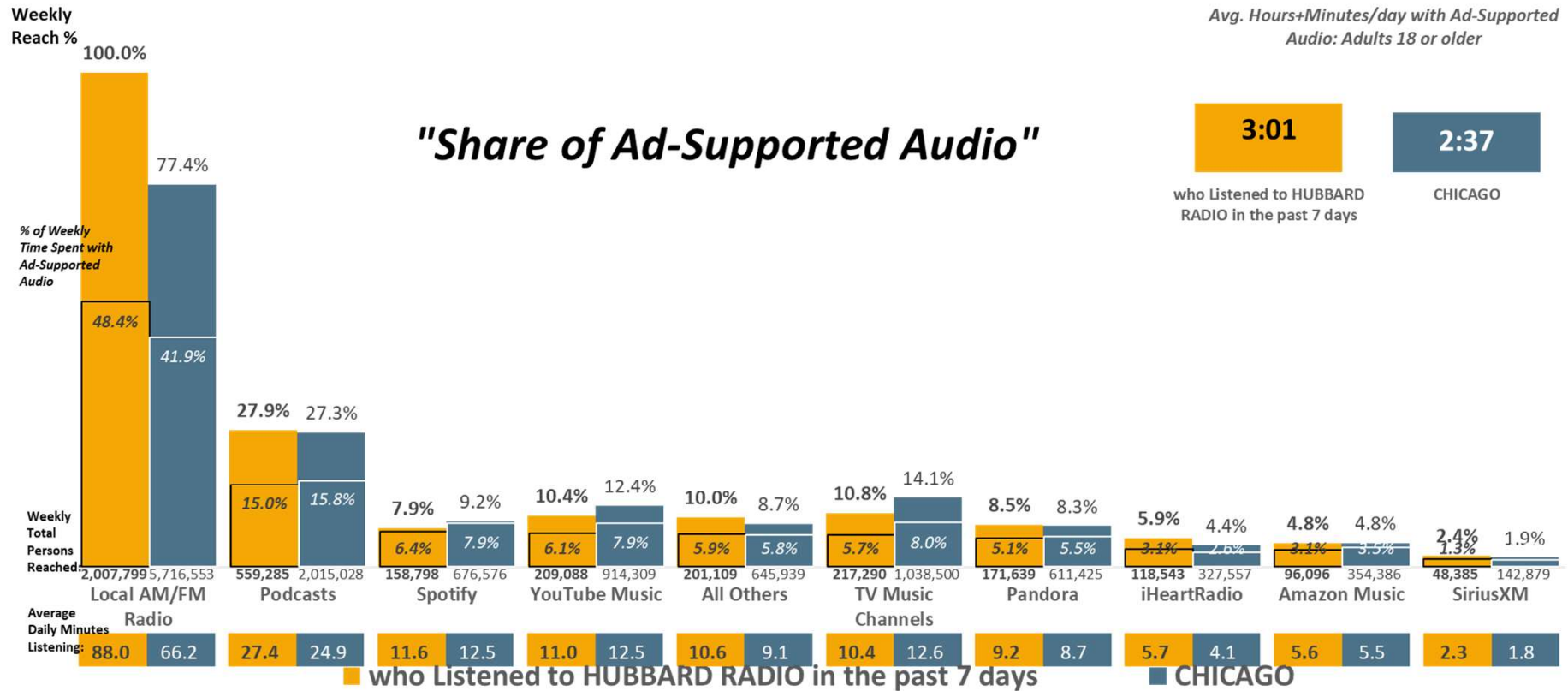


**Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent):** Adults 18 or older



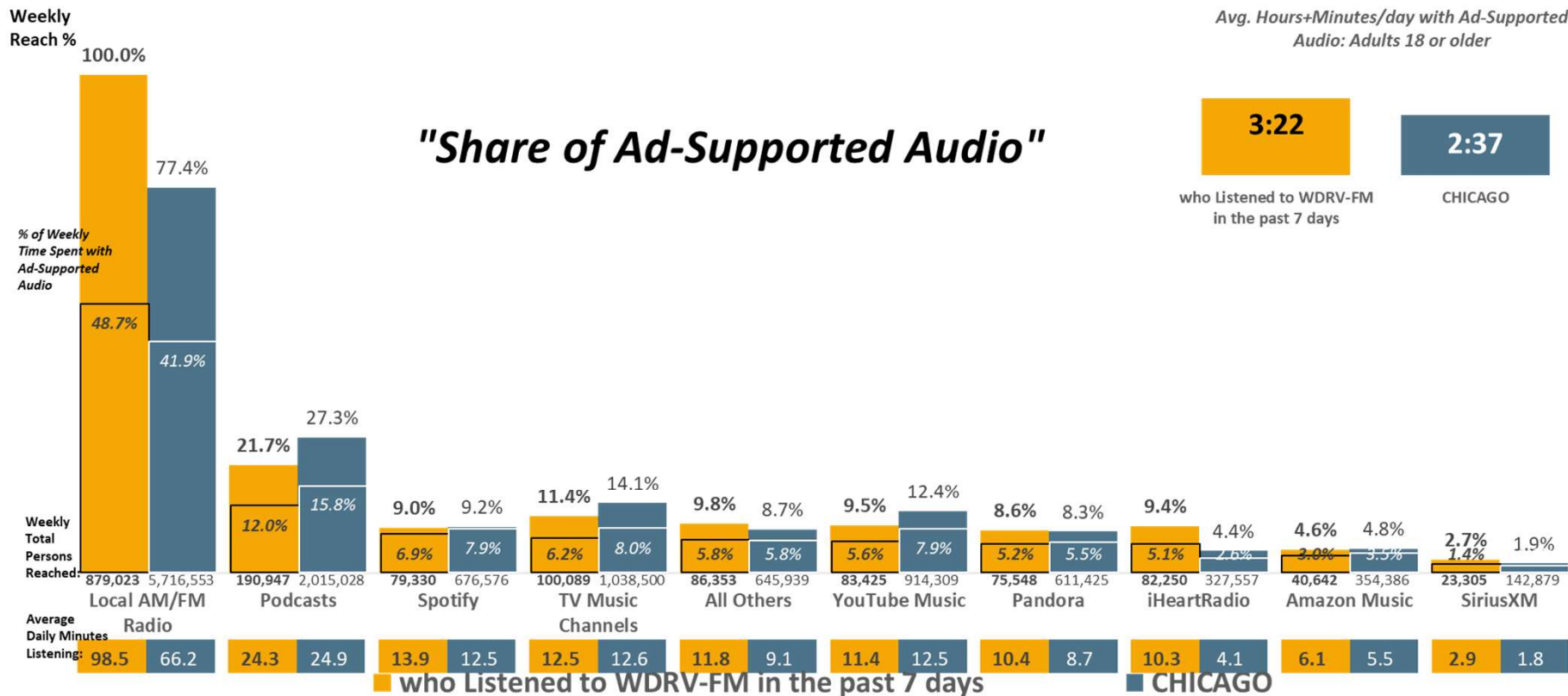


2,007,799 or 100.% of Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 88. minutes every day representing 48.4% of all time spent daily with Ad-Supported Audio.



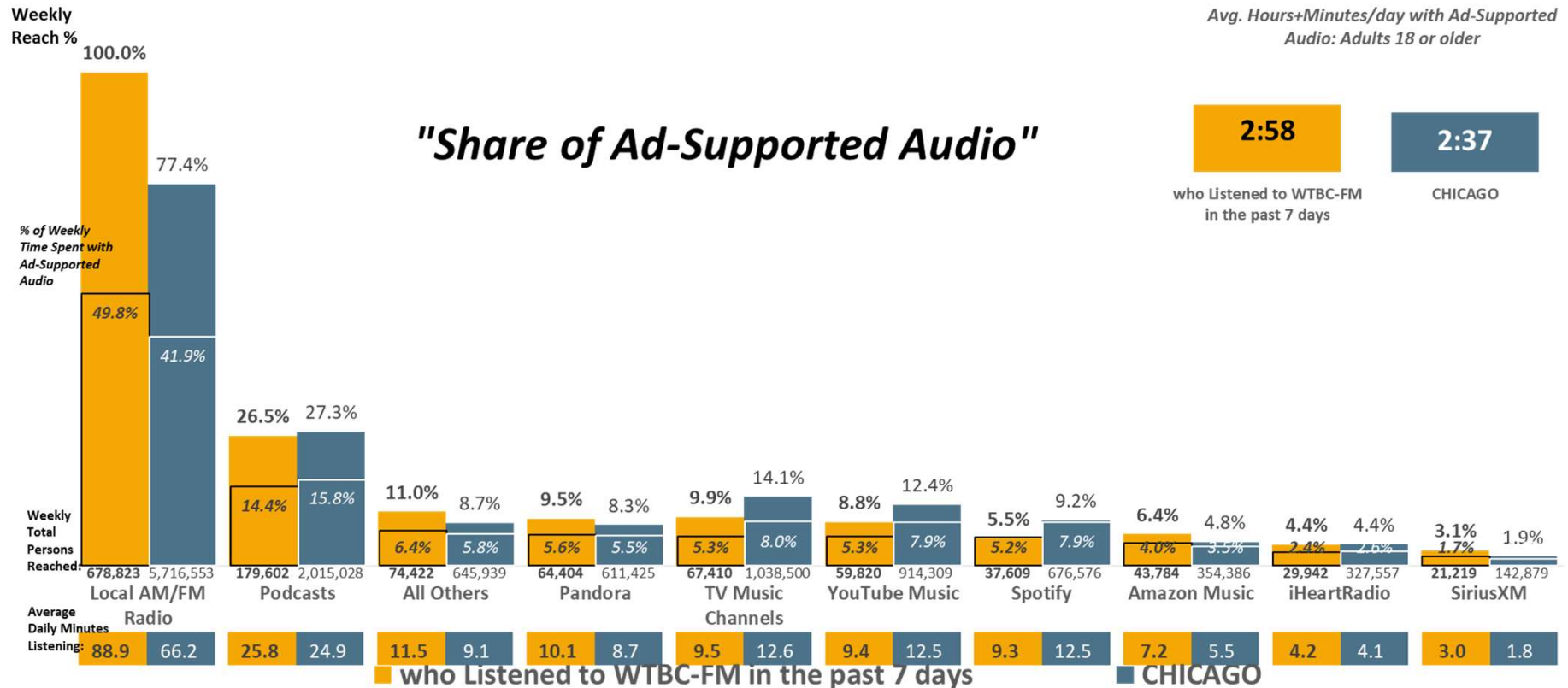


879,023 or 100.0% of Adults 18 or older who Listened to WDRV-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 98.5 minutes every day representing 48.7% of all time spent daily with Ad-Supported Audio.





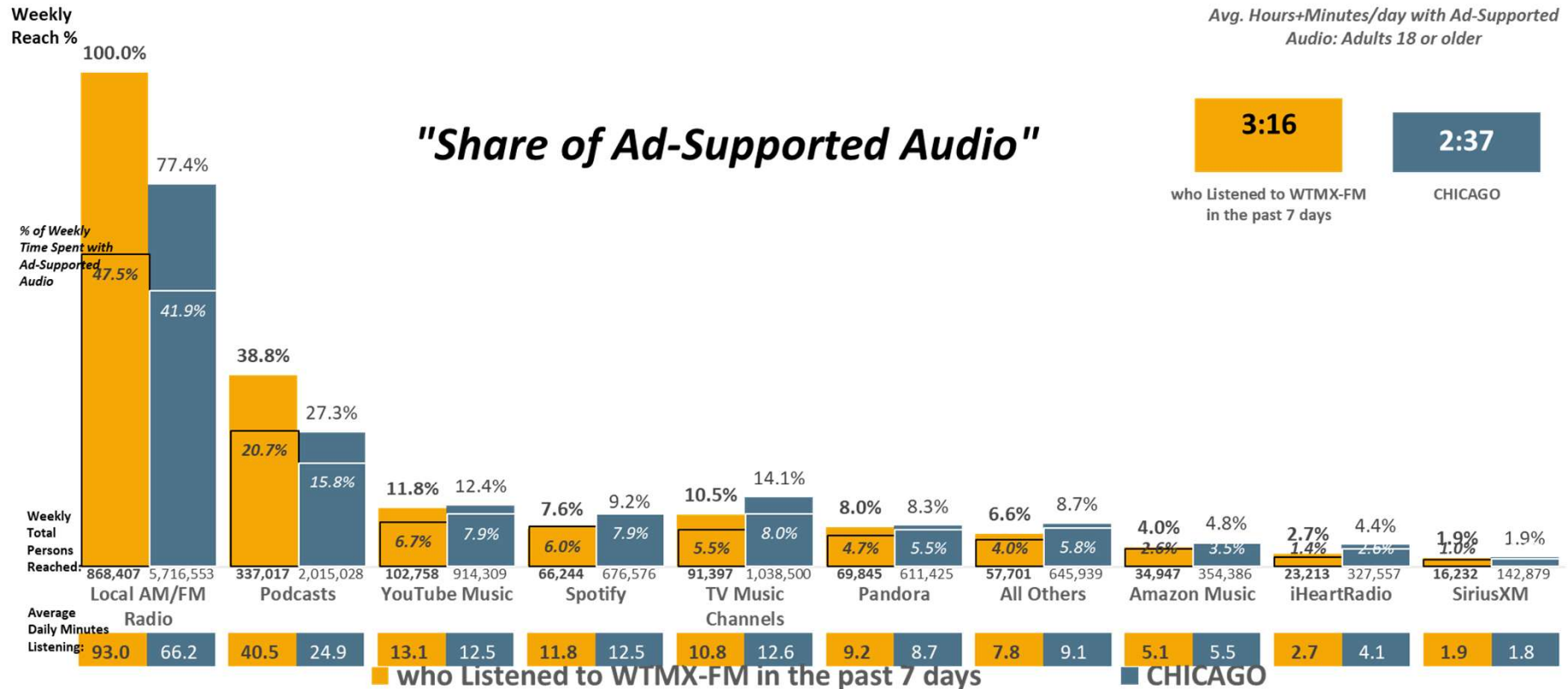
678,823 or 100.% of Adults 18 or older who Listened to WTBC-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 88.9 minutes every day representing 49.8% of all time spent daily with Ad-Supported Audio.







868,407 or 100.0% of Adults 18 or older who Listened to WTMX-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 93. minutes every day representing 47.5% of all time spent daily with Ad-Supported Audio.



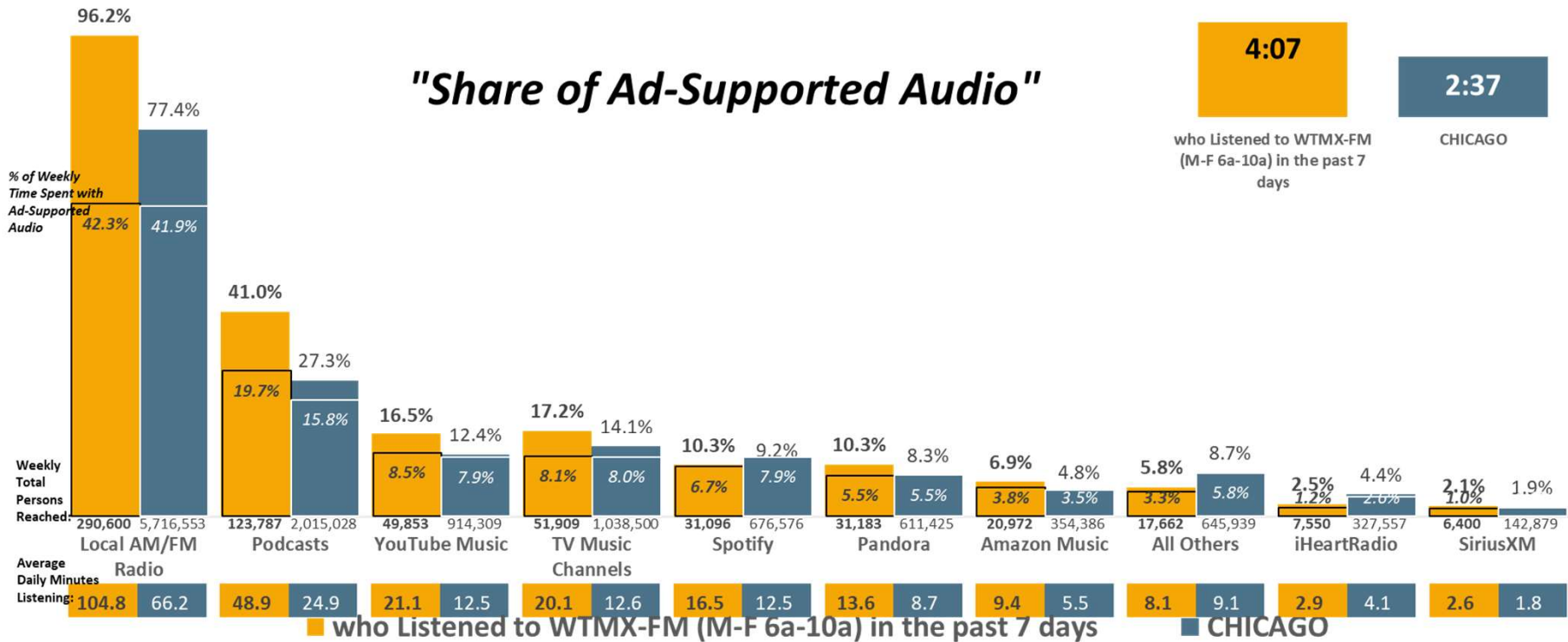


290,600 or 96.2% of Adults 18 or older who Listened to WTMX-FM (M-F 6a-10a) in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 104.8 minutes every day representing 42.3% of all time spent daily with Ad-Supported Audio.

Weekly  
Reach %

Avg. Hours+Minutes/day with Ad-Supported  
Audio: Adults 18 or older

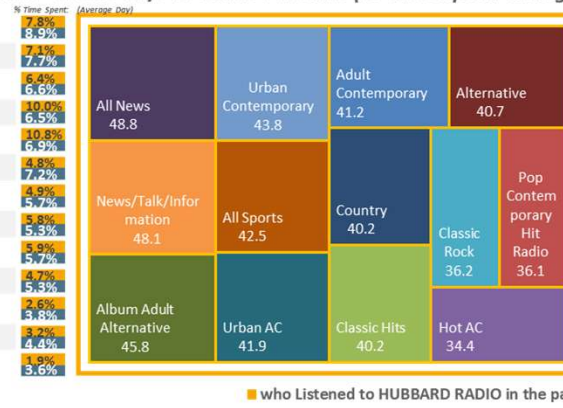
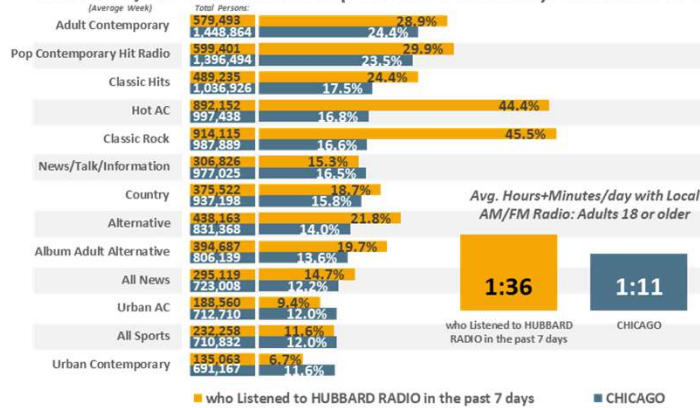
## "Share of Ad-Supported Audio"



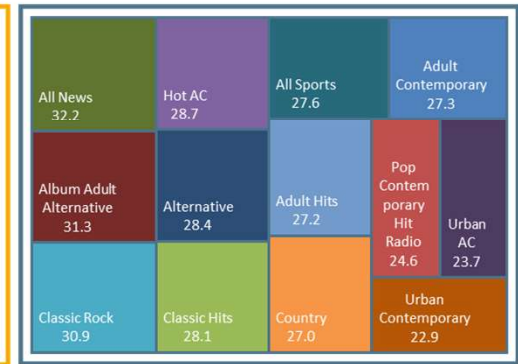
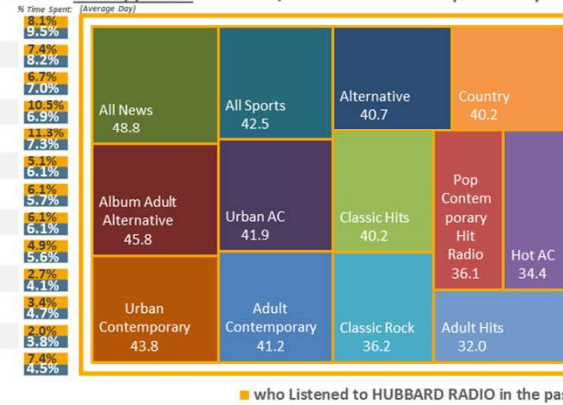
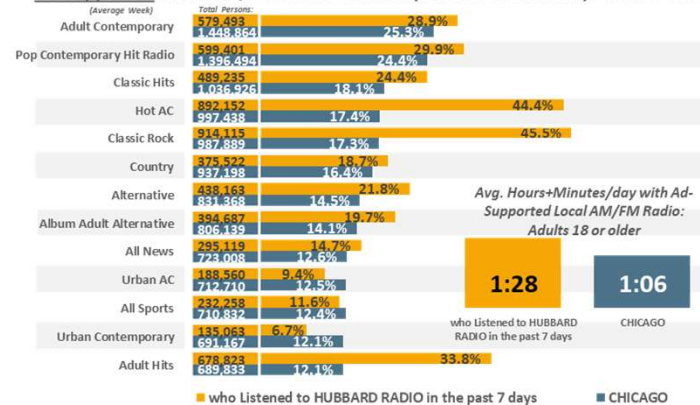


2,007,799 or 100.% of Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Rock, Hot AC, Adult Hits, Pop Contemporary Hit Radio, and Adult Contemporary.

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



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



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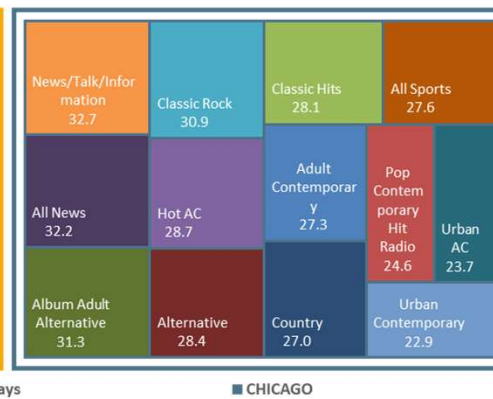
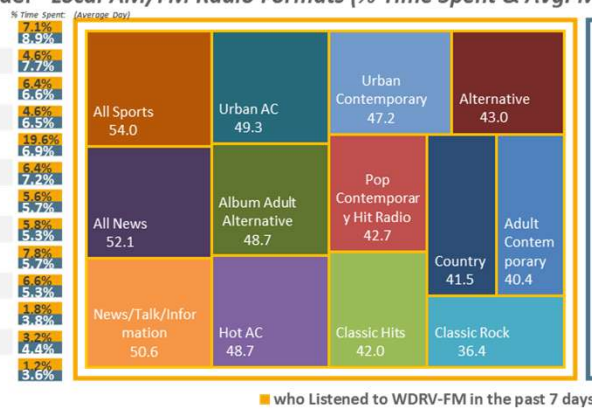
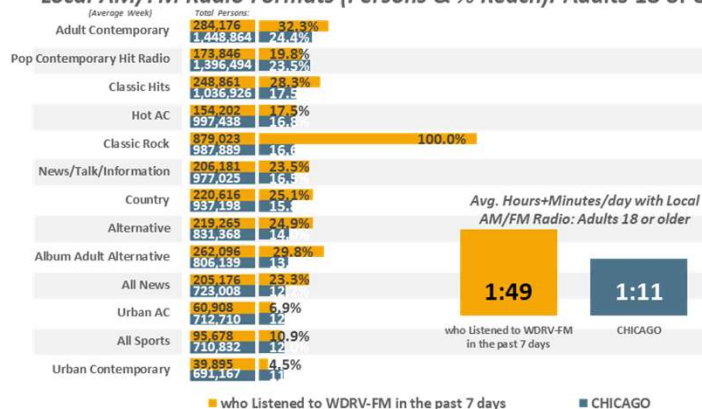
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(Radio Stations: WDRV-FM OR Radio Stations: WTBC-FM OR Radio Stations: WTMX-FM)

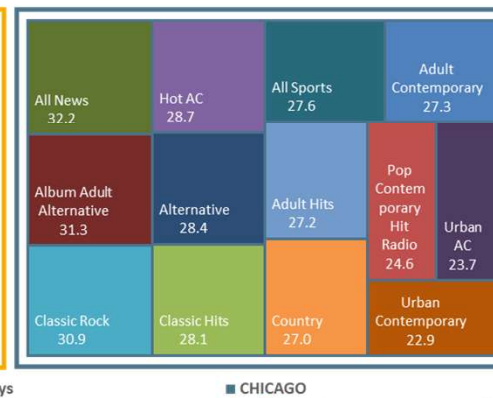
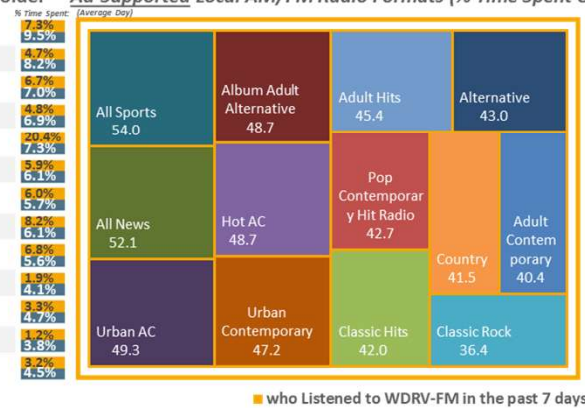
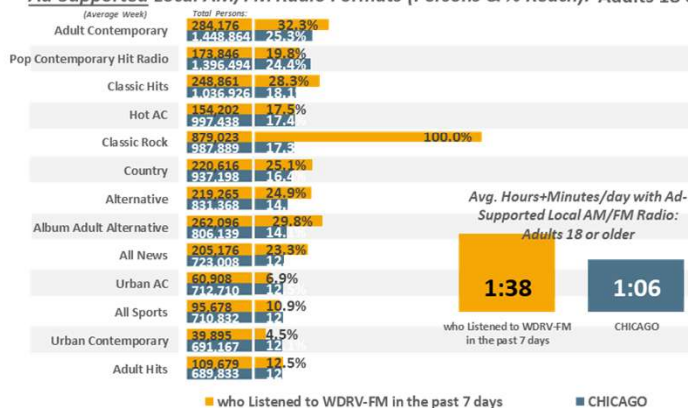


879,023 or 100.% of Adults 18 or older who Listened to WDRV-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Rock, Adult Contemporary, Album Adult Alternative, Classic Hits, and Mainstream Rock.

**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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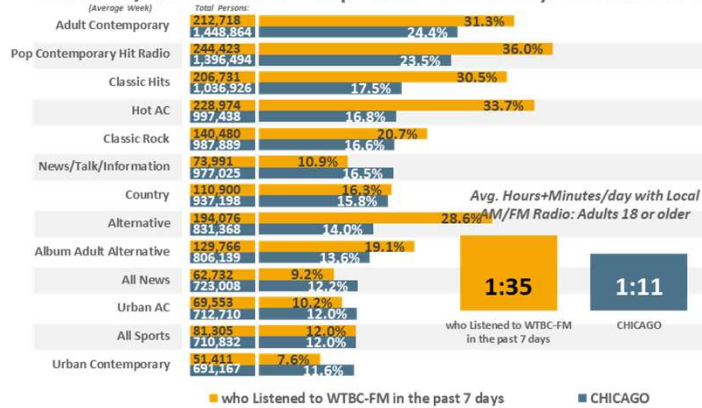
soefa.ai Share of Everything for Anything



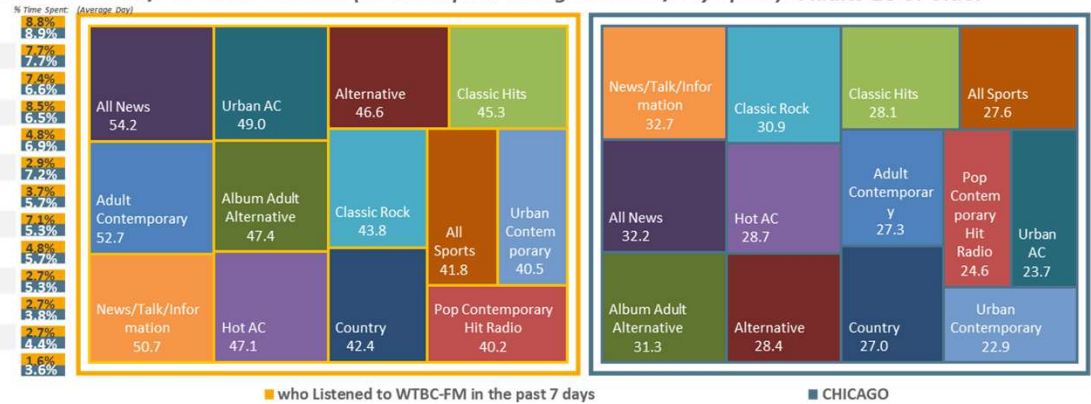


678,823 or 100.% of Adults 18 or older who Listened to WTBC-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Hits, Pop Contemporary Hit Radio, Hot AC, Adult Contemporary, and Classic Hits.

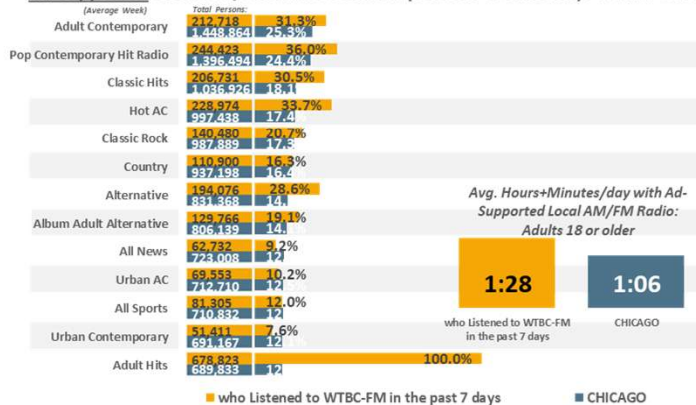
### Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



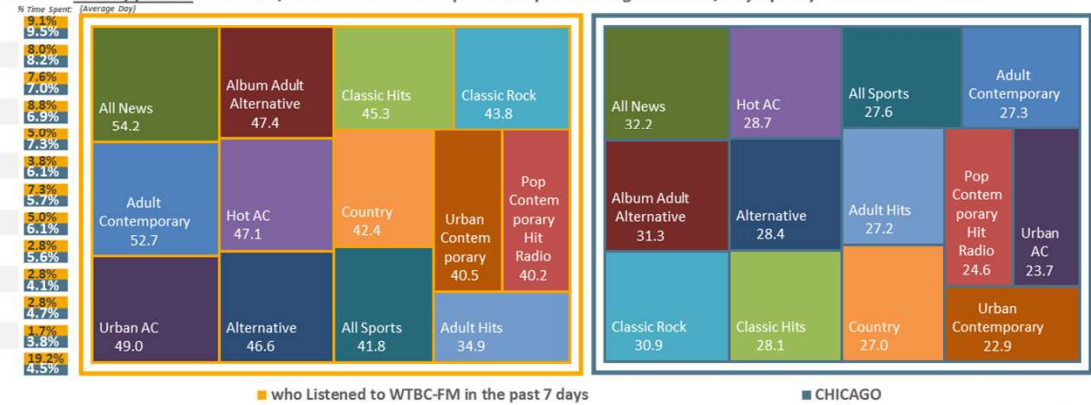
### Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



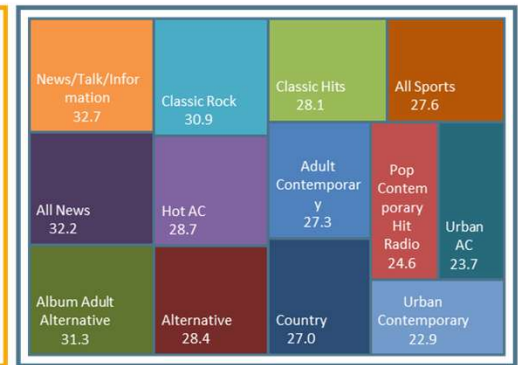
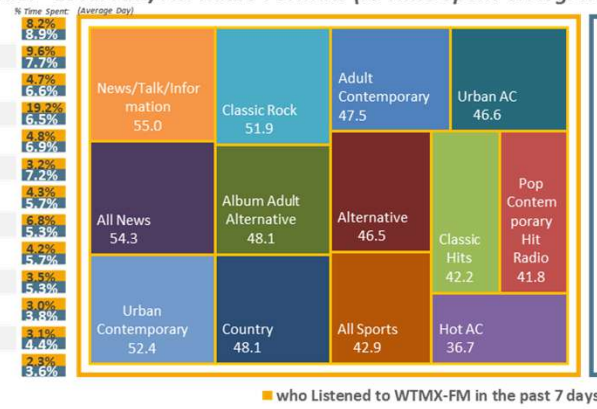
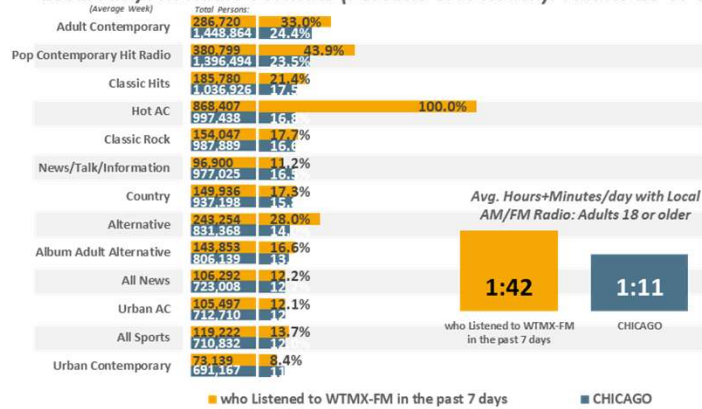
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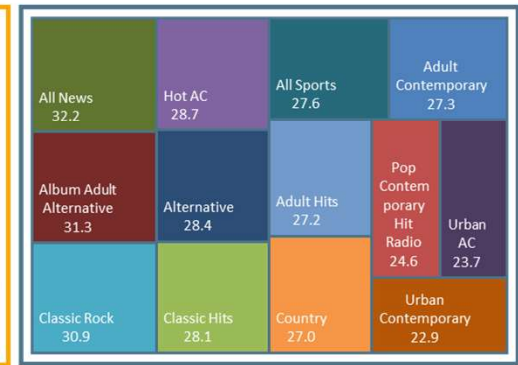
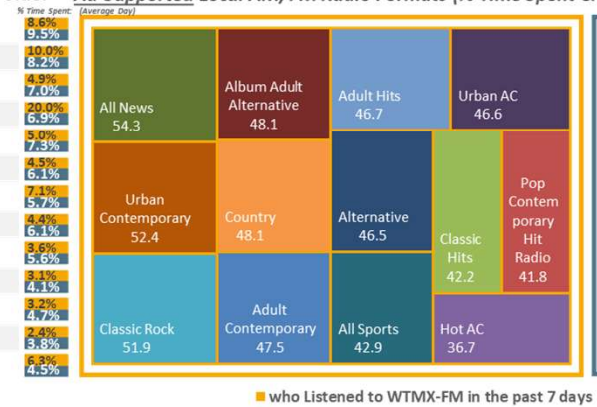
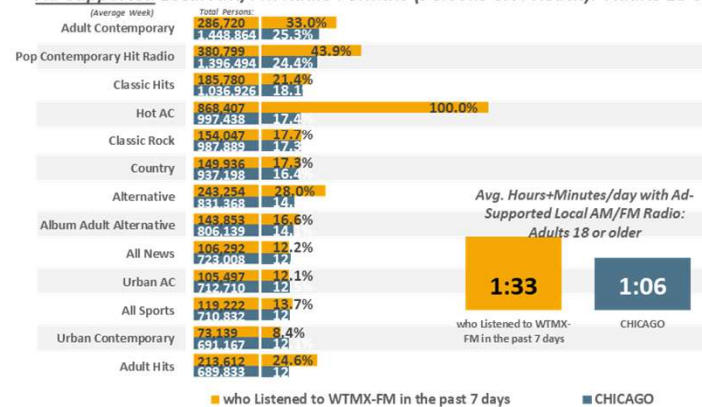


868,407 or 100.% of Adults 18 or older who Listened to WTMX-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Hot AC, Pop Contemporary Hit Radio, Adult Contemporary, Alternative, and Adult Hits.

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



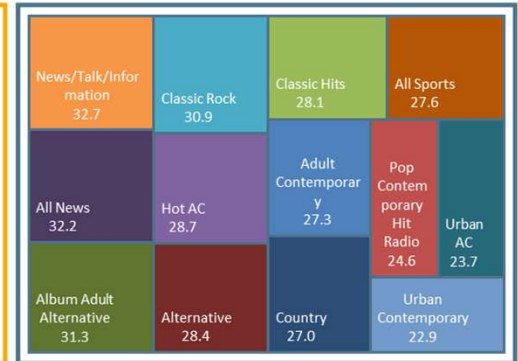
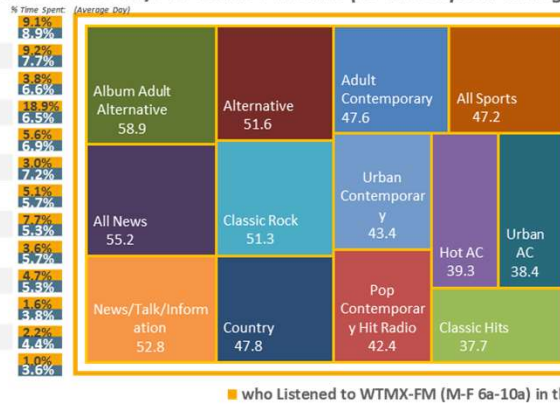
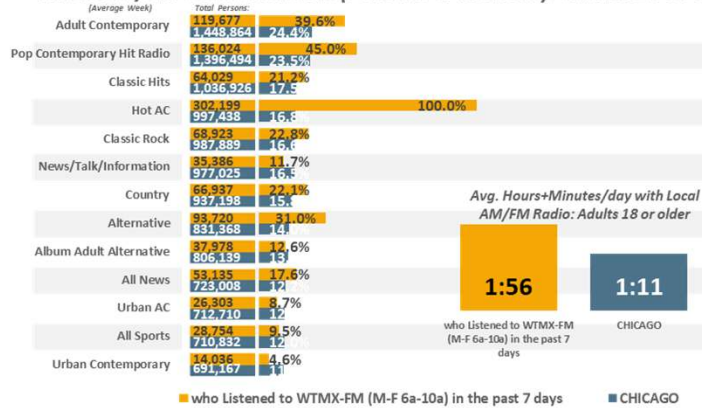
Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



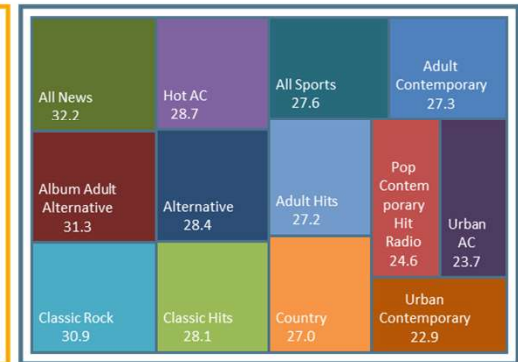
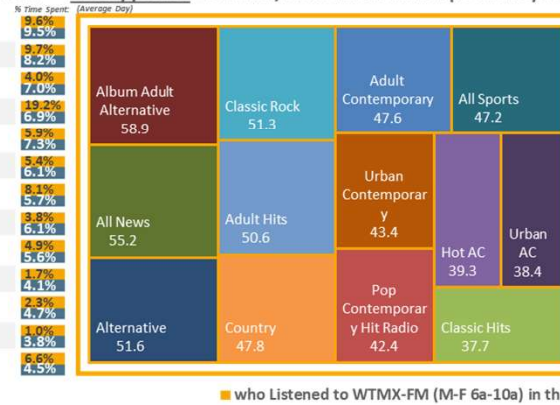
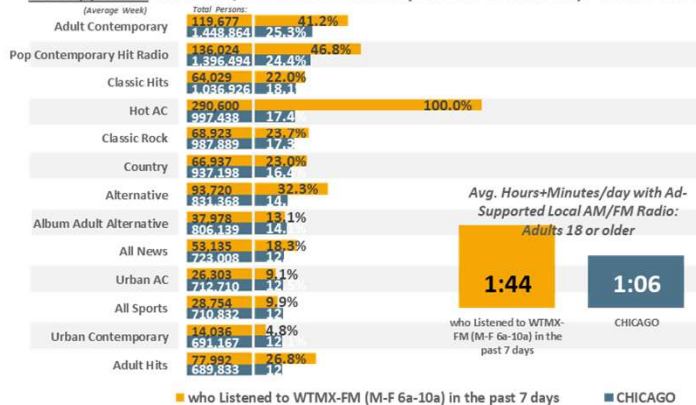


290,600 or 96.2% of Adults 18 or older who Listened to WTMX-FM (M-F 6a-10a) in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Hot AC, Pop Contemporary Hit Radio, Adult Contemporary, Alternative, and Adult Hits.

**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**



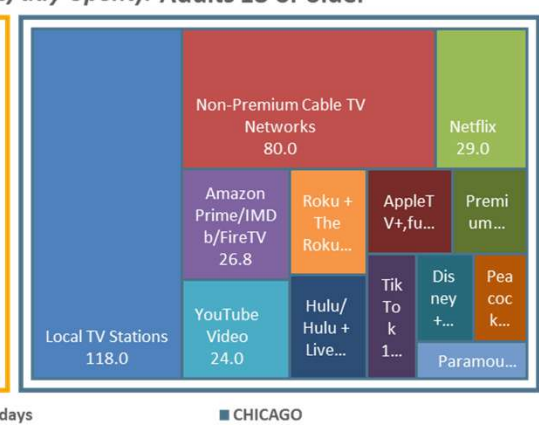
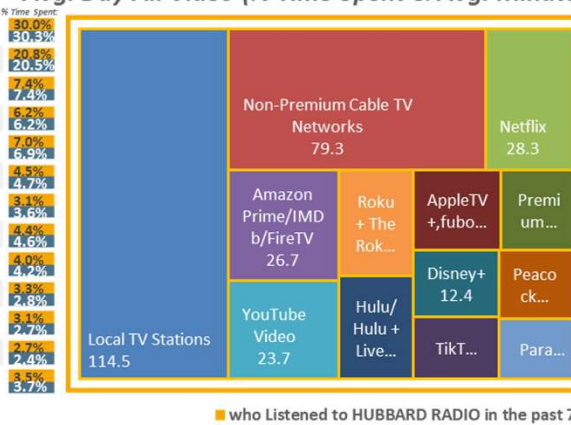
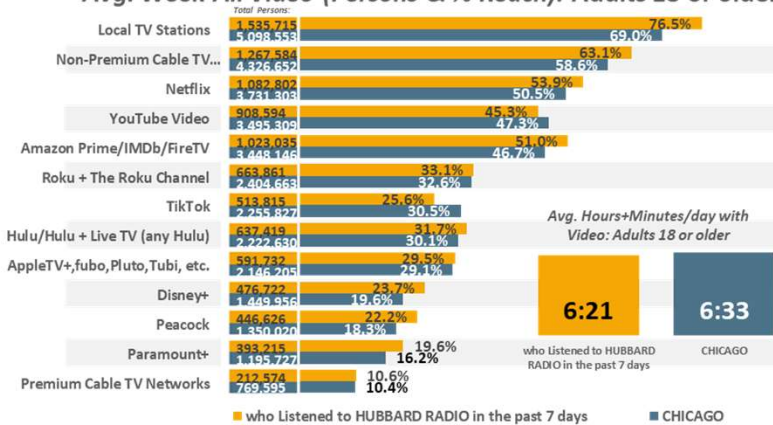




1,510,645 or 75.2% of Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days watch Ad-Supported Local TV Stations for an average of 109. minutes every day representing 35.2% of all time spent daily with Ad-Supported Video.

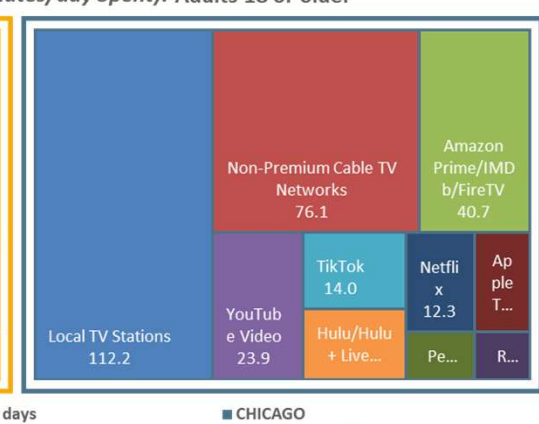
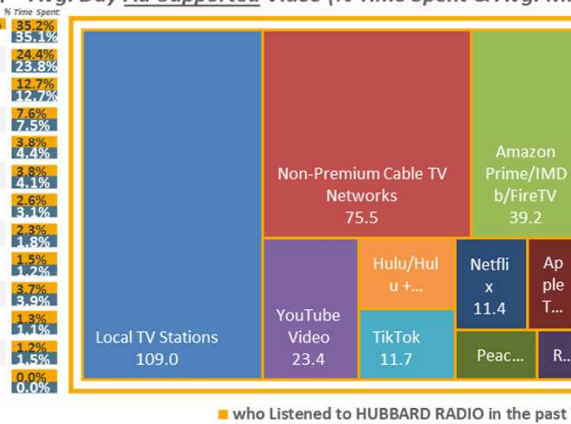
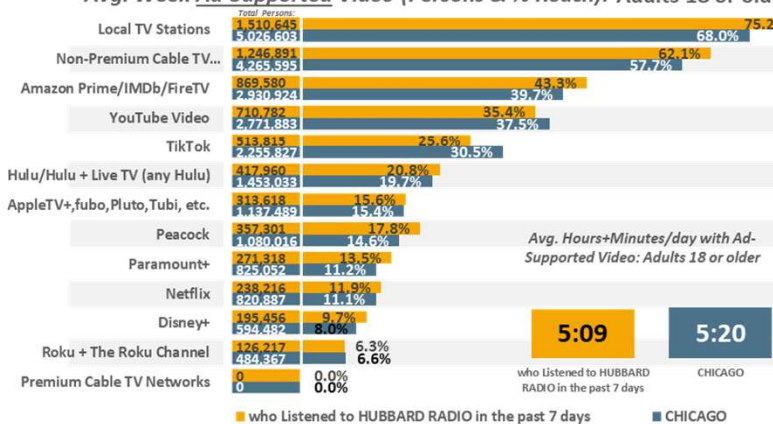
### Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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



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

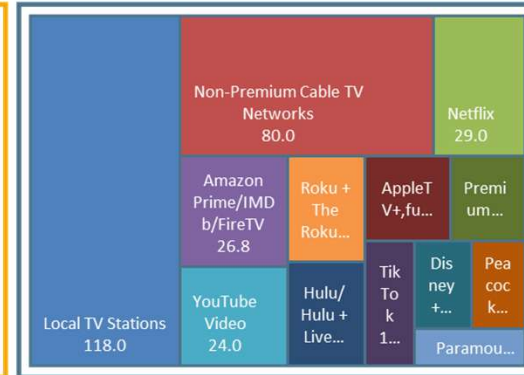
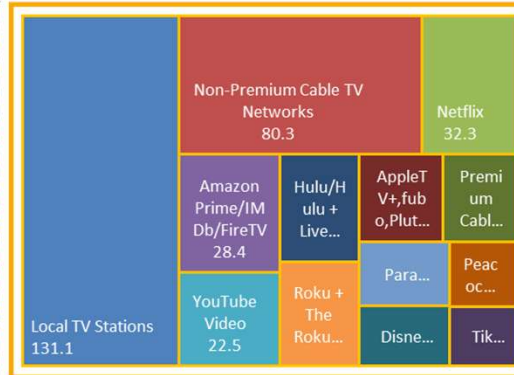
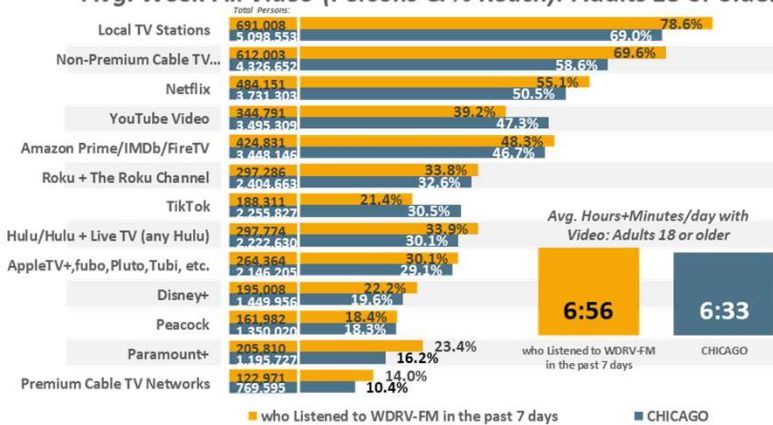




683,640 or 77.8% of Adults 18 or older who Listened to WDRV-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 123.9 minutes every day representing 37.2% of all time spent daily with Ad-Supported Video.

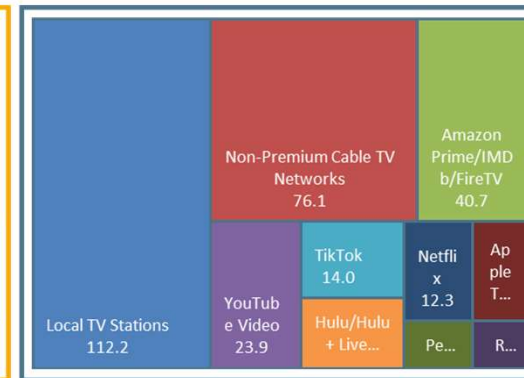
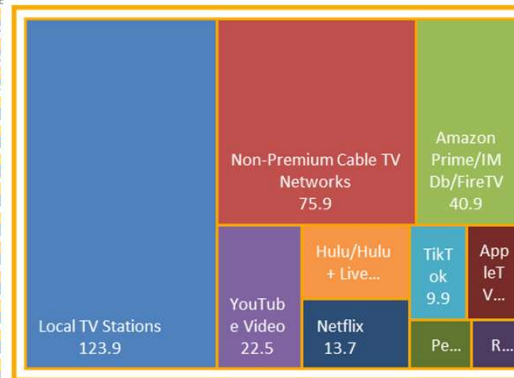
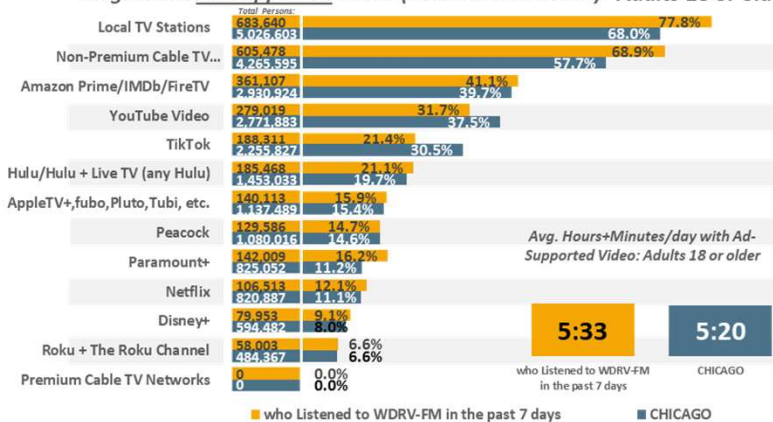
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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



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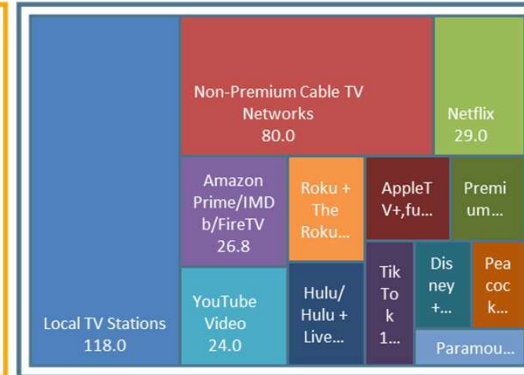
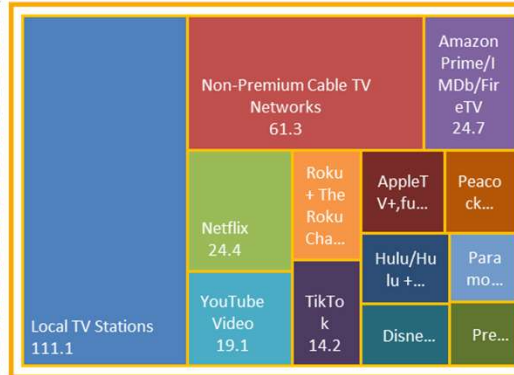
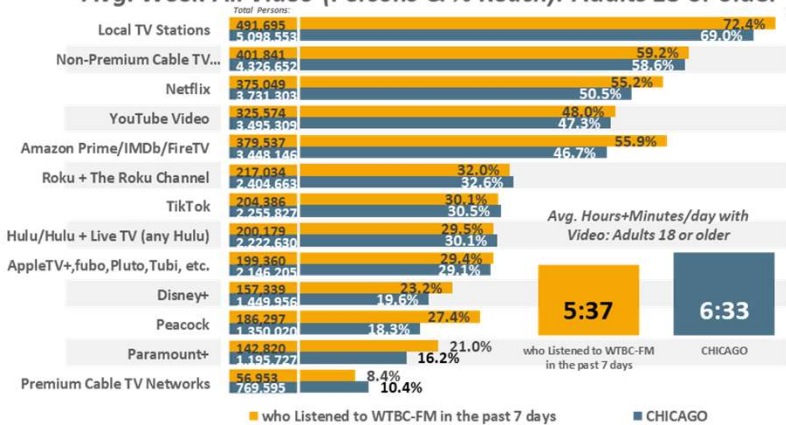
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483,372 or 71.2% of Adults 18 or older who Listened to WTBC-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 108. minutes every day representing 38.7% of all time spent daily with Ad-Supported Video.

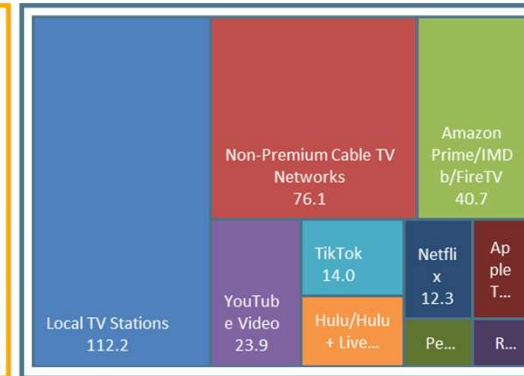
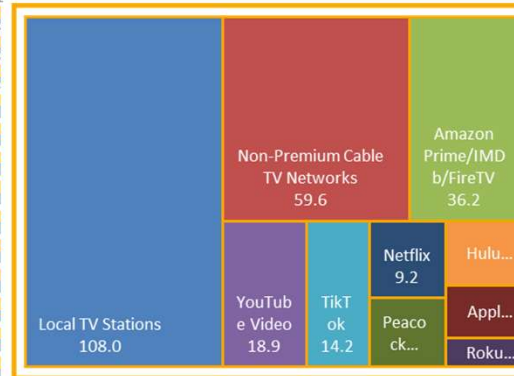
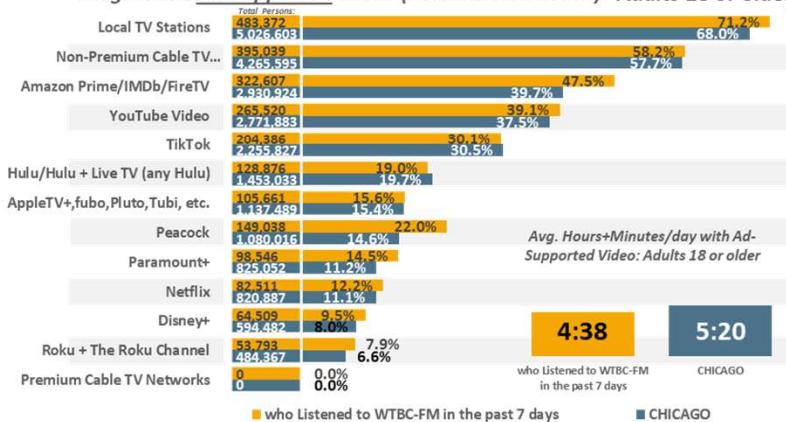
### Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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



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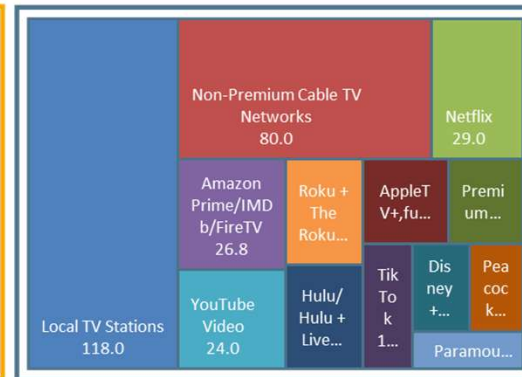
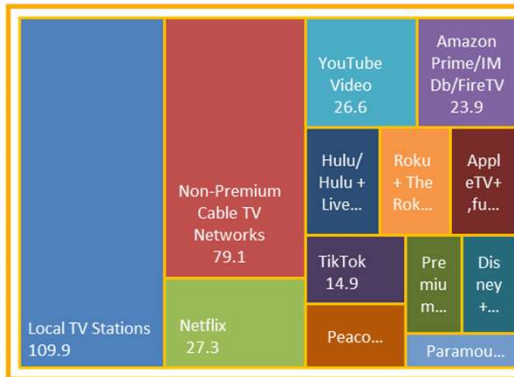
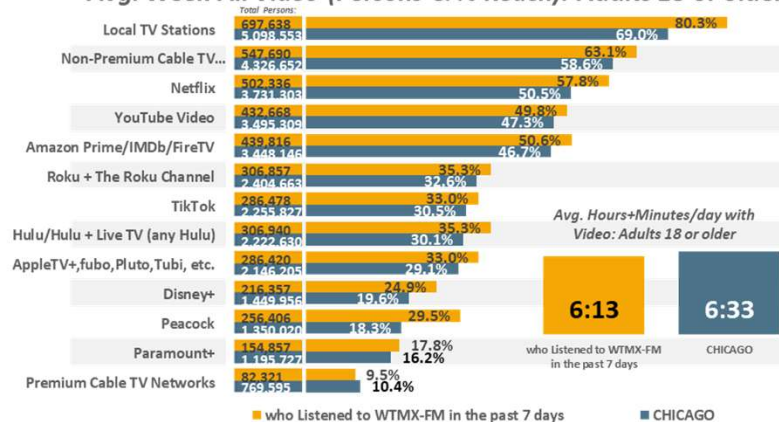
soefa.ai Share of Everything for Anything



684,867 or 78.9% of Adults 18 or older who Listened to WTMX-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 104.1 minutes every day representing 34.3% of all time spent daily with Ad-Supported Video.

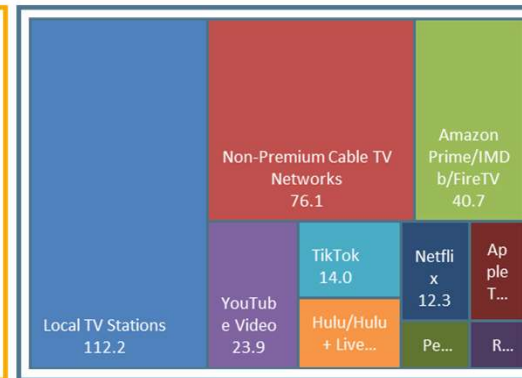
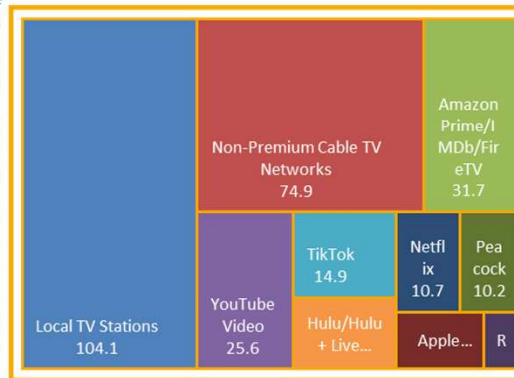
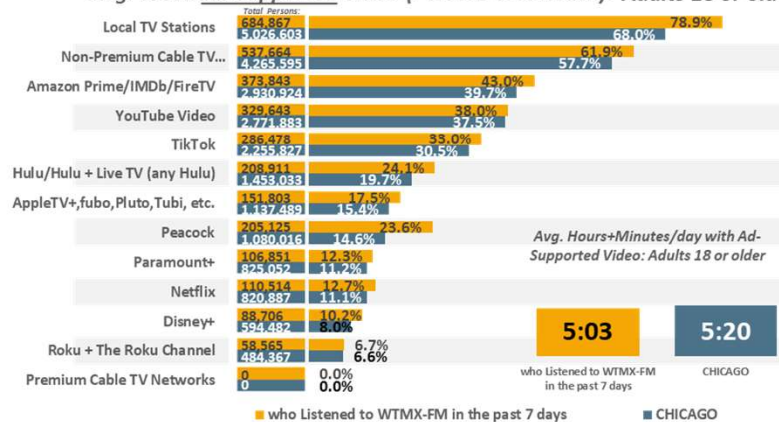
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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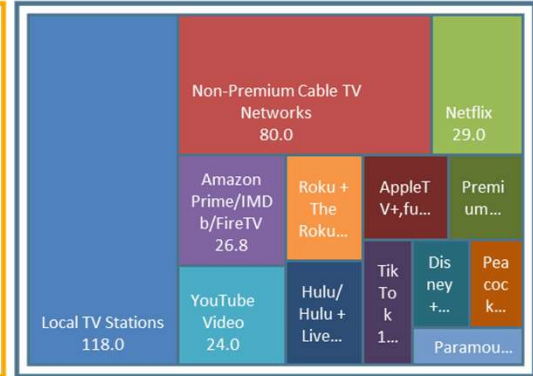
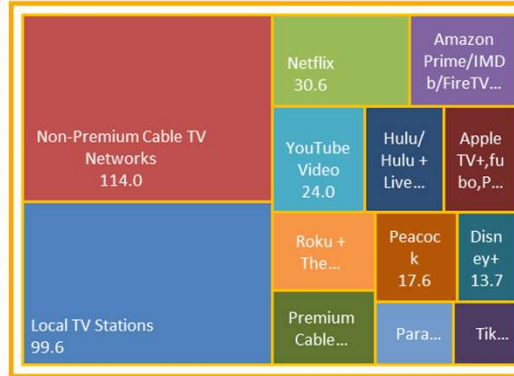
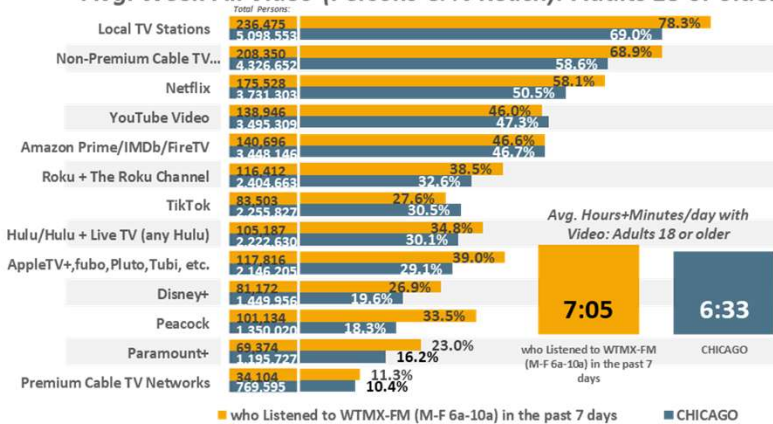




232,876 or 77.1% of Adults 18 or older who Listened to WTMX-FM (M-F 6a-10a) in the past 7 days watch Ad-Supported Local TV Stations for an average of 96.5 minutes every day representing 28.2% of all time spent daily with Ad-Supported Video.

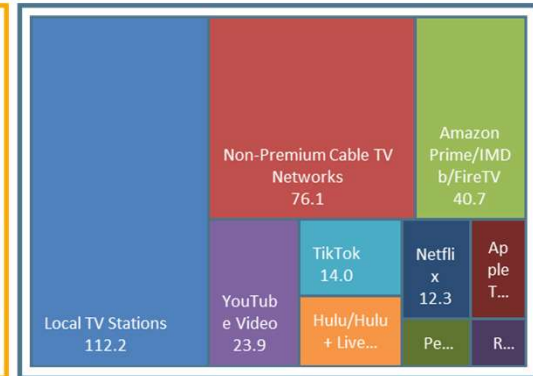
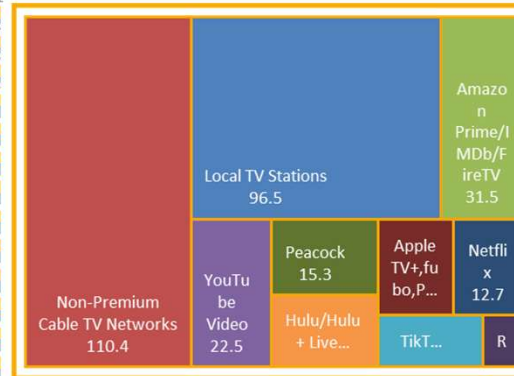
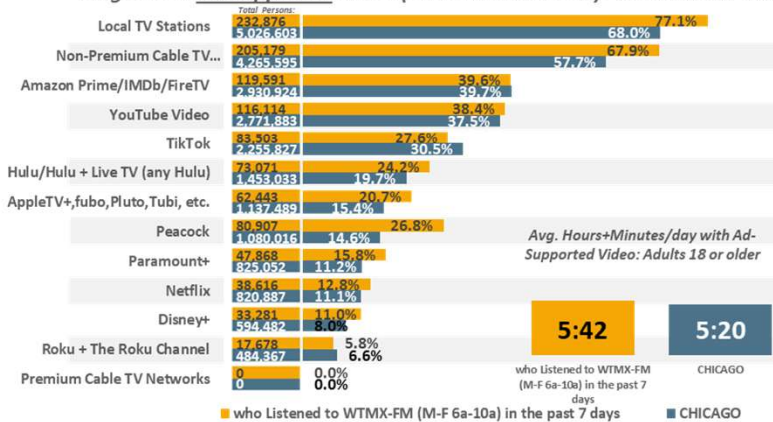
**Avg. Week All Video (Persons & % Reach): Adults 18 or older**

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



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

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



CHICAGO Metro Scarborough R1 2026: Feb25-Feb26 Qual Intab 147  
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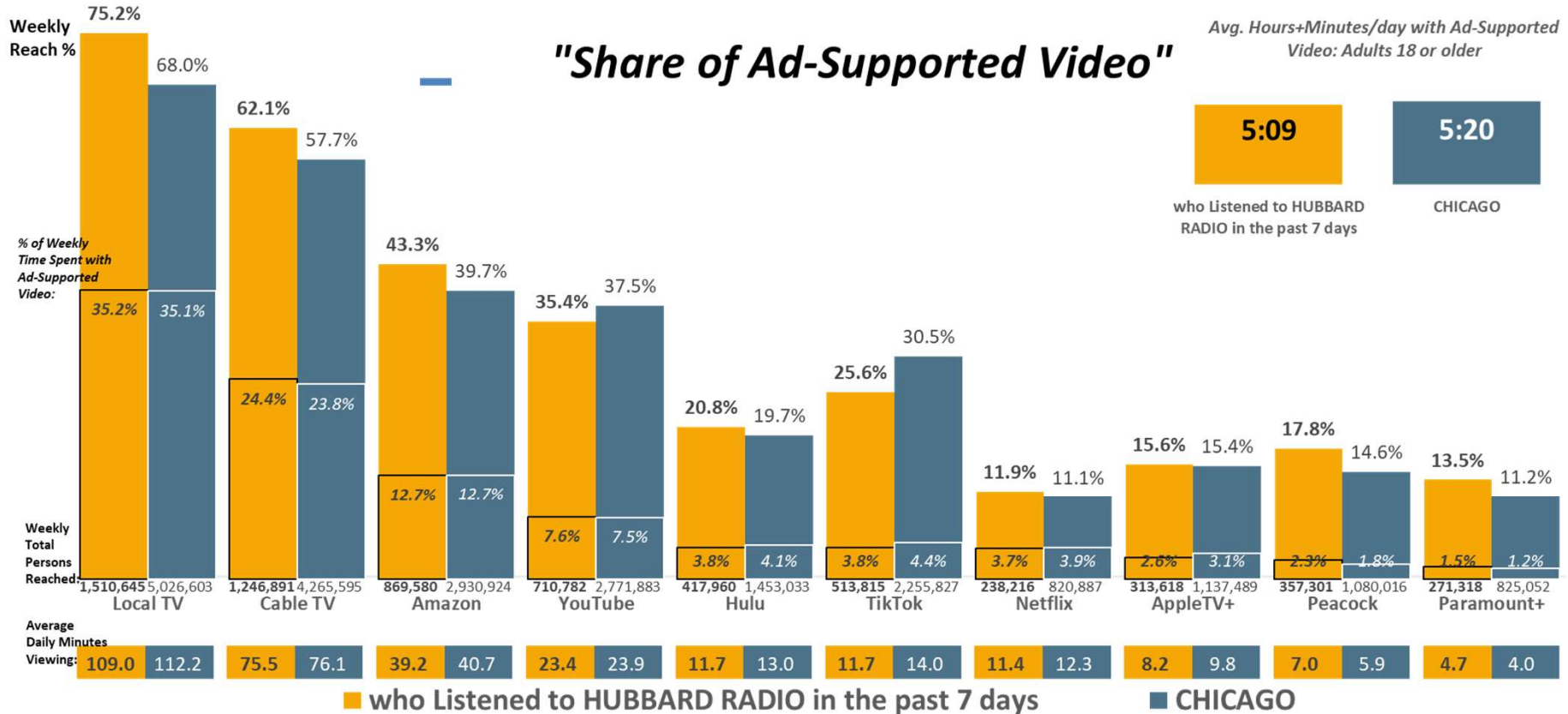
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1,510,645 or 75.2% of Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days watch Ad-Supported Local TV Stations for an average of 109. minutes every day representing 35.2% of all time spent daily with Ad-Supported Video.

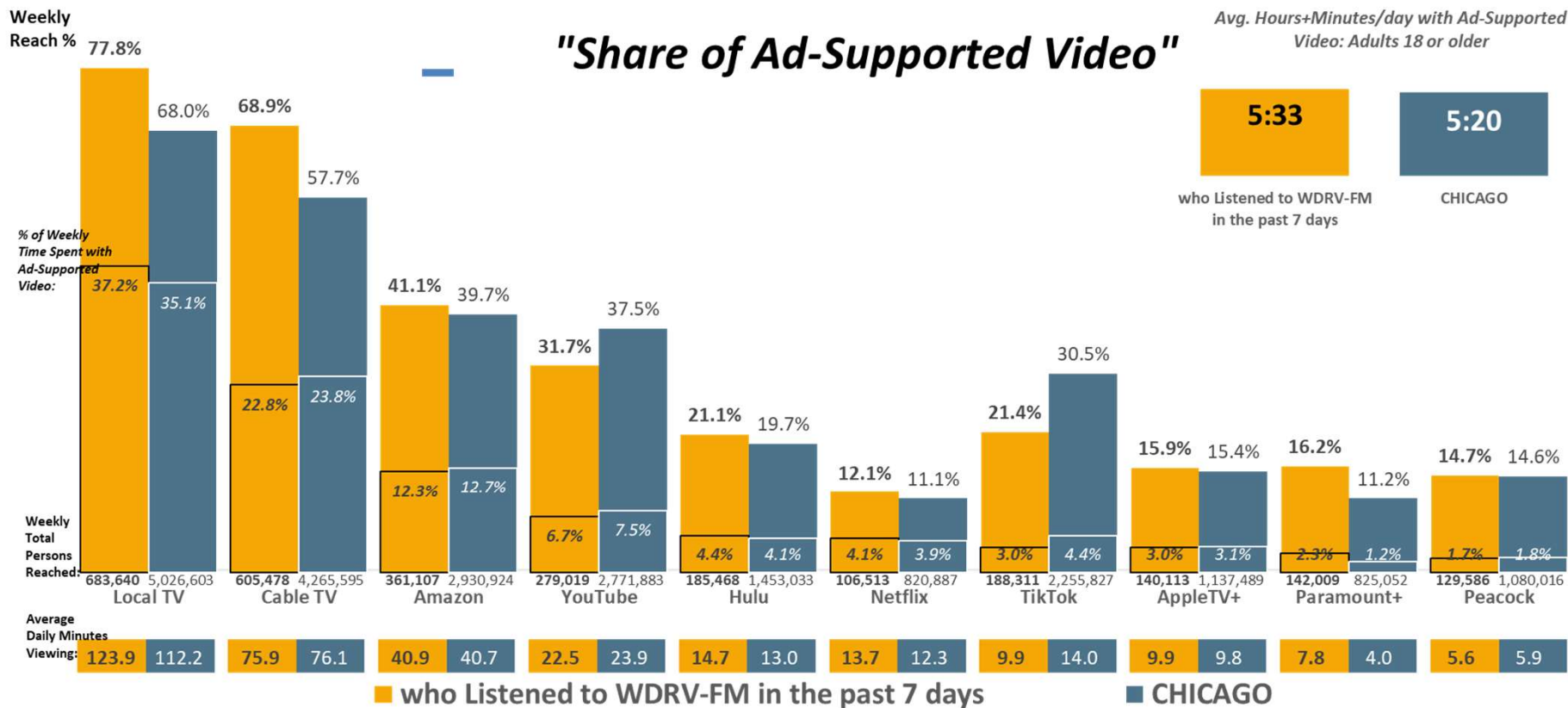
## "Share of Ad-Supported Video"





683,640 or 77.8% of Adults 18 or older who Listened to WDRV-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 123.9 minutes every day representing 37.2% of all time spent daily with Ad-Supported Video.

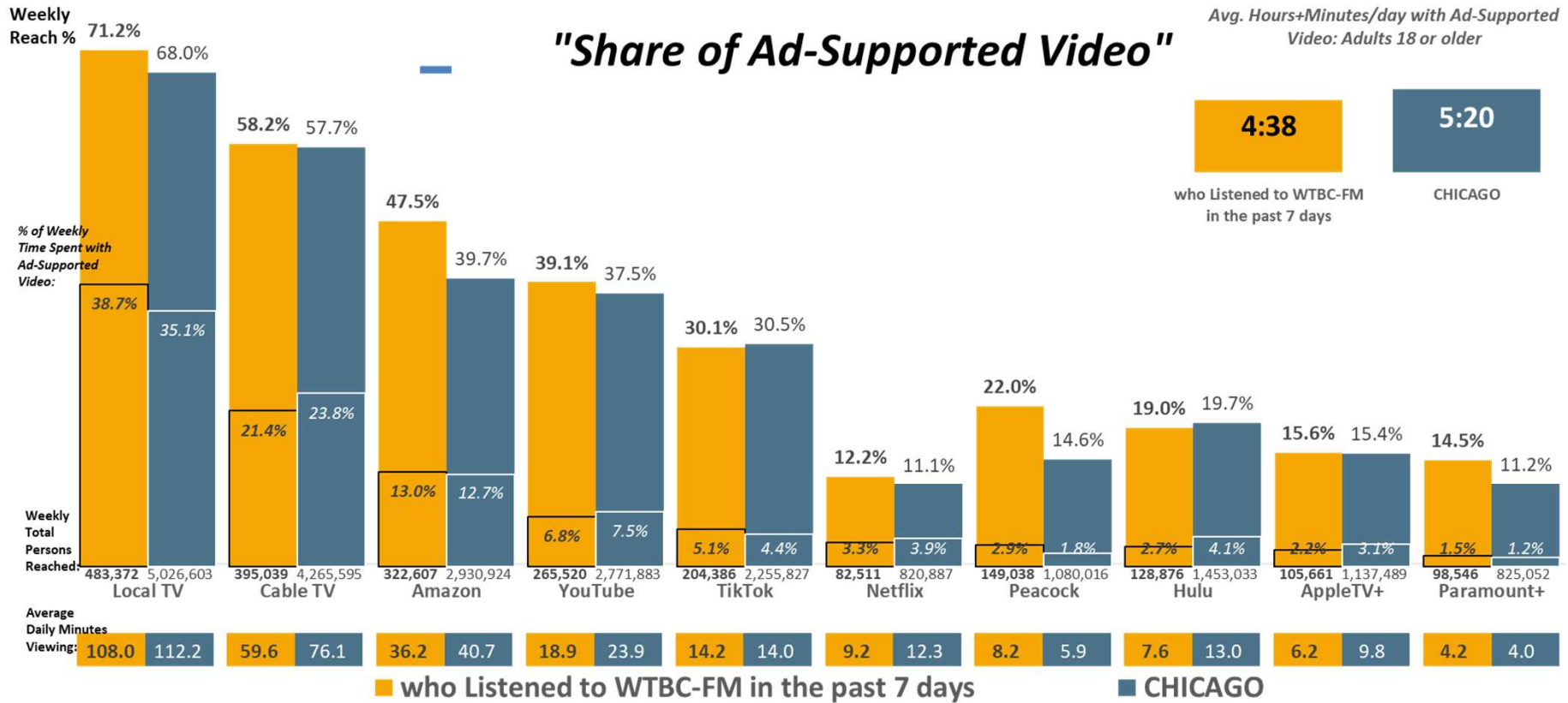
## "Share of Ad-Supported Video"





483,372 or 71.2% of Adults 18 or older who Listened to WTBC-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 108. minutes every day representing 38.7% of all time spent daily with Ad-Supported Video.

## "Share of Ad-Supported Video"





684,867 or 78.9% of Adults 18 or older who Listened to WTMX-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 104.1 minutes every day representing 34.3% of all time spent daily with Ad-Supported Video.

Weekly  
Reach % 78.9%

## "Share of Ad-Supported Video"

Avg. Hours+Minutes/day with Ad-Supported  
Video: Adults 18 or older

5:03

5:20

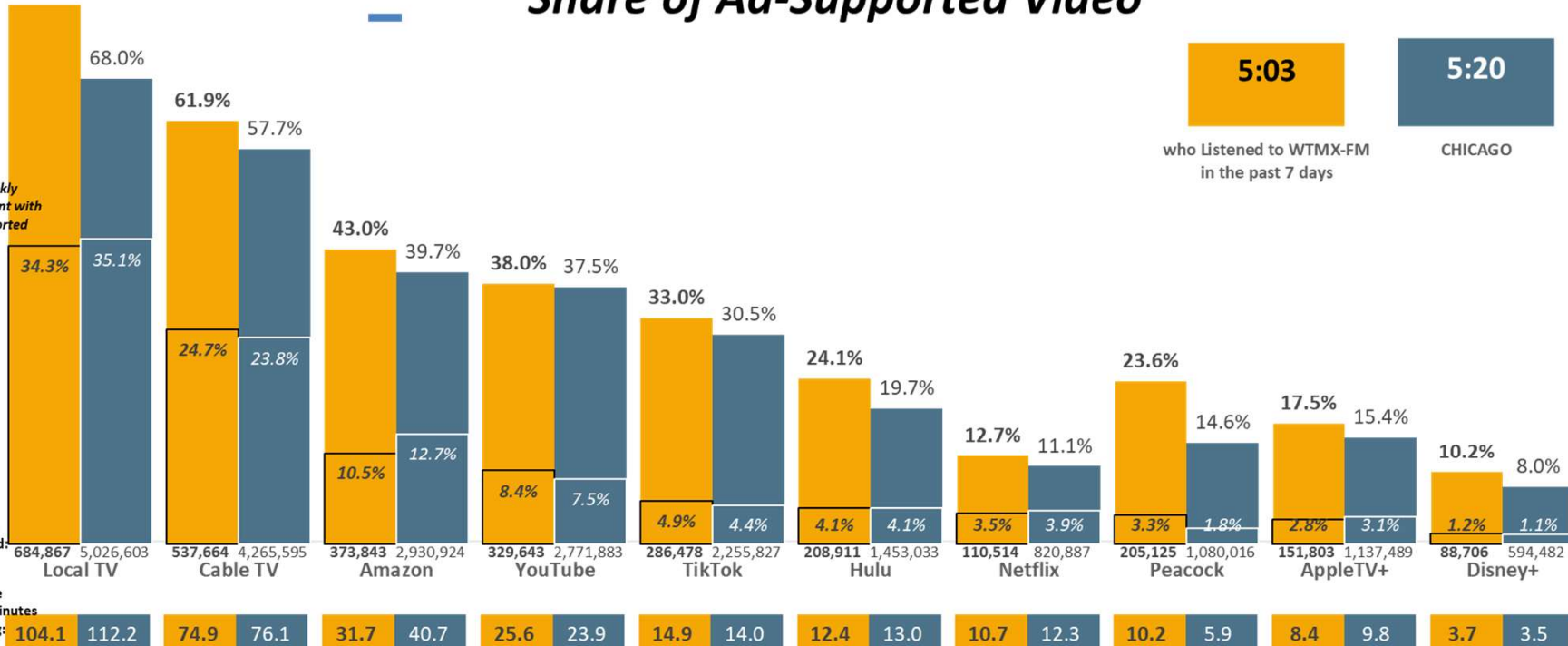
who Listened to WTMX-FM  
in the past 7 days

CHICAGO

% of Weekly  
Time Spent with  
Ad-Supported  
Video:

Weekly  
Total  
Persons  
Reached:

Average  
Daily Minutes  
Viewing:



■ who Listened to WTMX-FM in the past 7 days

■ CHICAGO

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

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Radio Stations: WTMX-FM



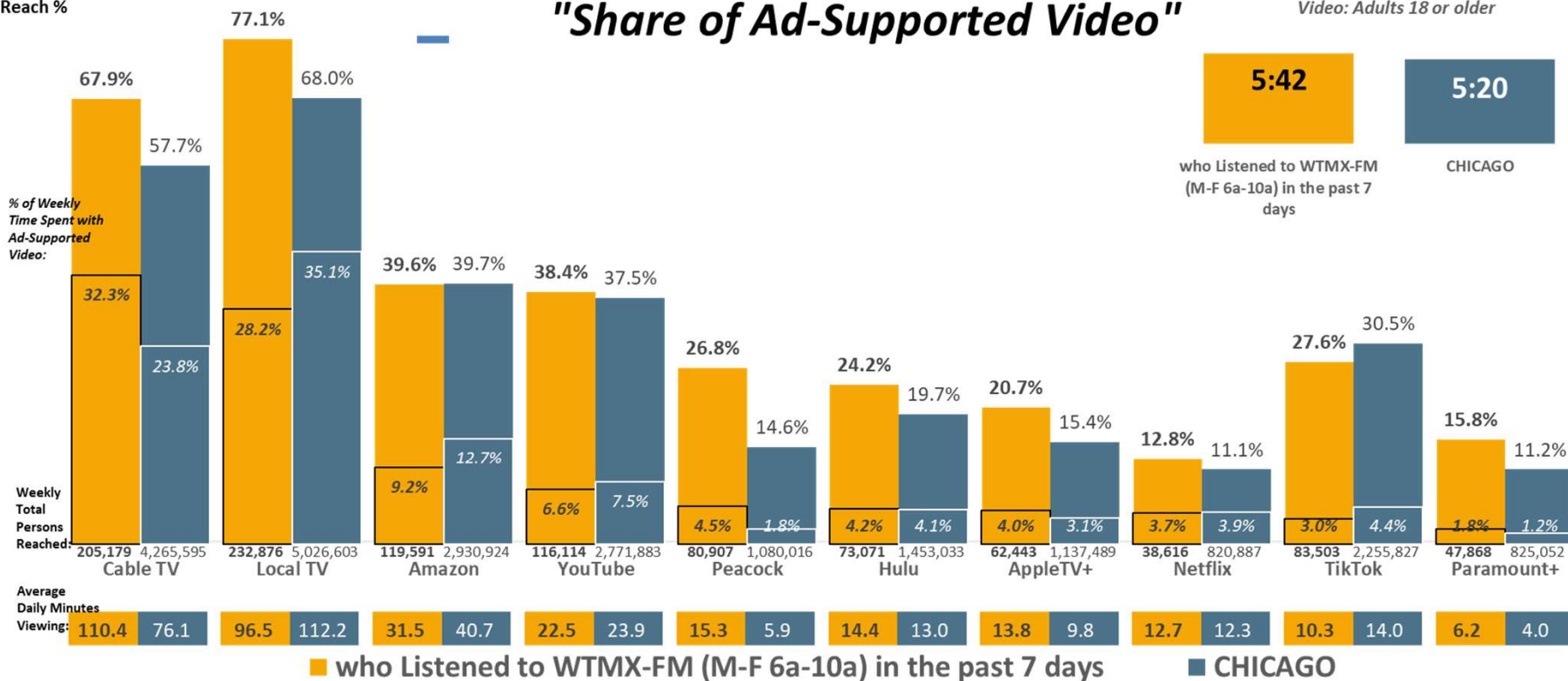


232,876 or 77.1% of Adults 18 or older who Listened to WTMX-FM (M-F 6a-10a) in the past 7 days watch Ad-Supported Local TV Stations for an average of 96.5 minutes every day representing 28.2% of all time spent daily with Ad-Supported Video.

Weekly  
Reach %

## "Share of Ad-Supported Video"

Avg. Hours+Minutes/day with Ad-Supported  
Video: Adults 18 or older



5:42

who Listened to WTMX-FM  
(M-F 6a-10a) in the past 7  
days

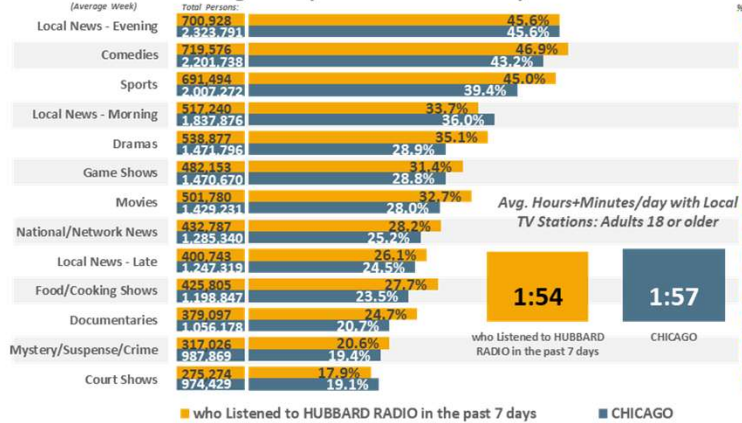
5:20

CHICAGO

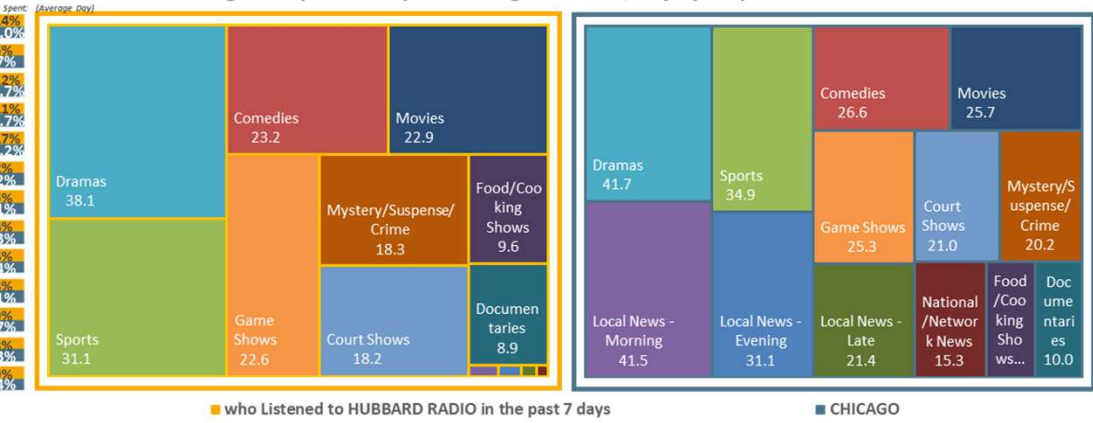


1,510,645 or 75.2% of Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Comedies, Dramas, Local News - Morning, and Movies.

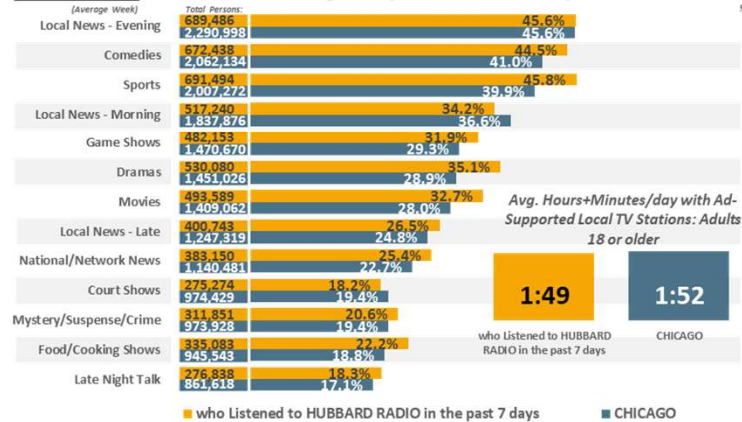
Local TV Station Programs (Persons & % Reach): Adults 18 or older



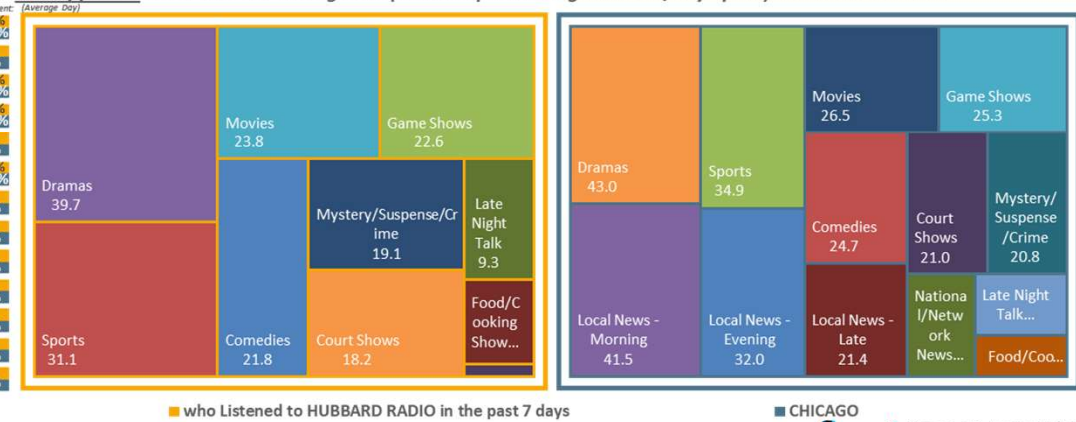
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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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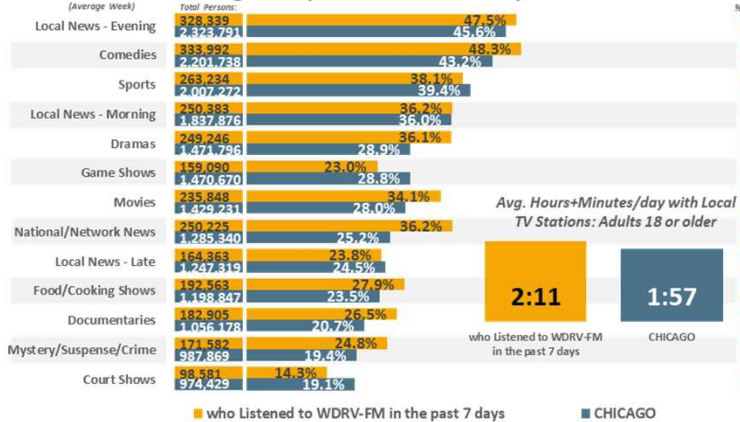
soefa.ai Share of Everything for Anything

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

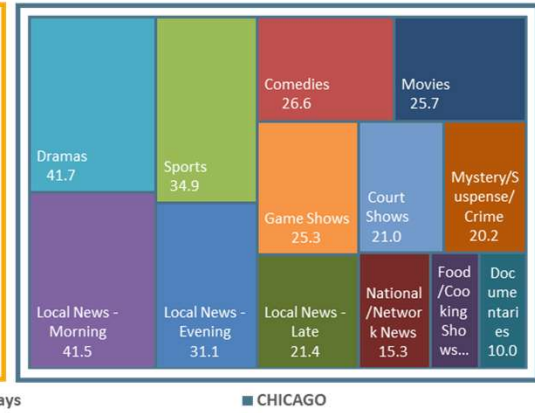
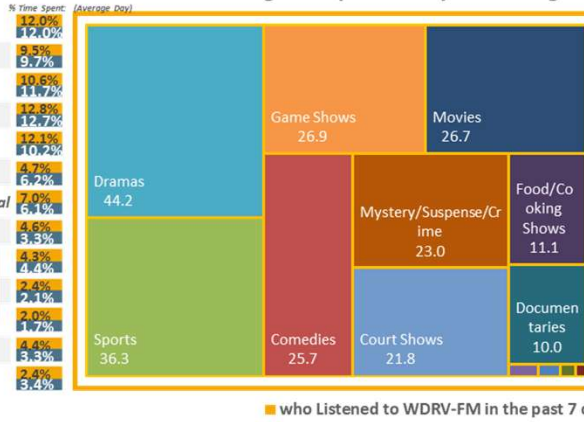


683,640 or 77.8% of Adults 18 or older who Listened to WDRV-FM in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Comedies, Sports, Local News - Morning, Dramas, and Movies.

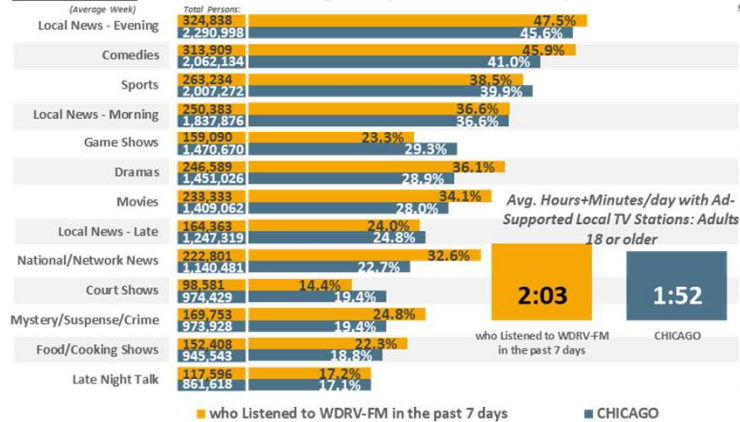
**Local TV Station Programs (Persons & % Reach): Adults 18 or older**



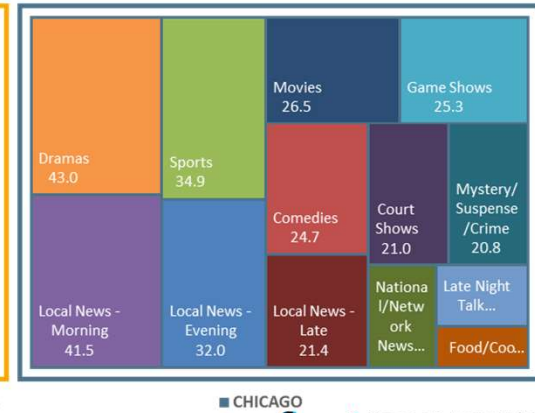
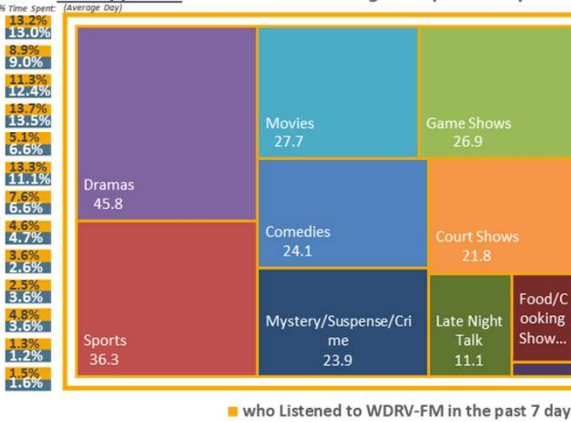
**Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



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



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

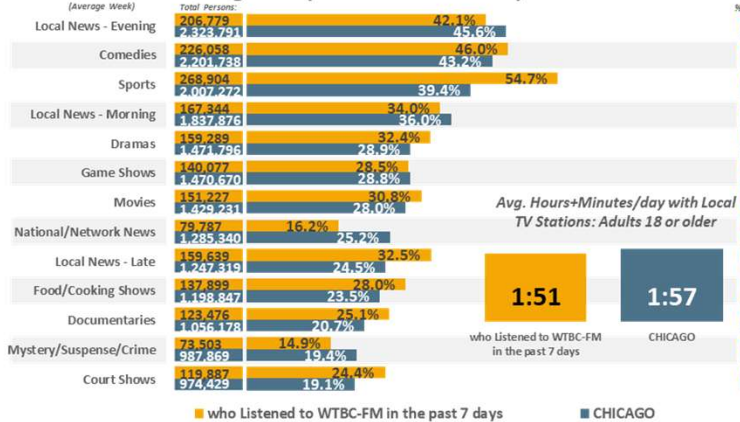




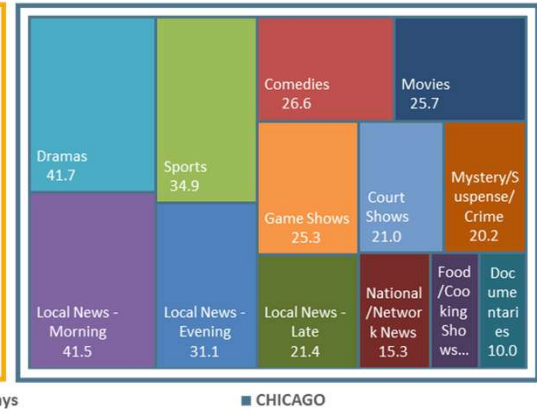
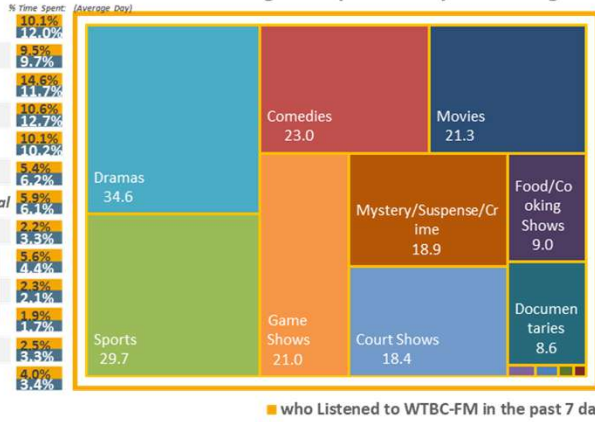


483,372 or 71.2% of Adults 18 or older who Listened to WTBC-FM in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Comedies, Local News - Evening, Local News - Morning, Local News - Late, and Dramas.

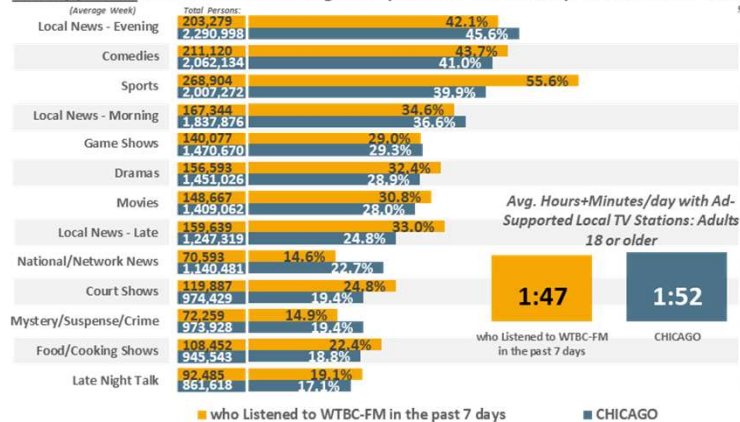
### Local TV Station Programs (Persons & % Reach): Adults 18 or older



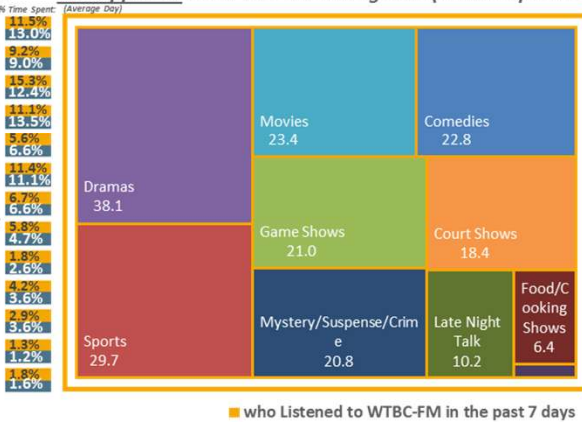
### Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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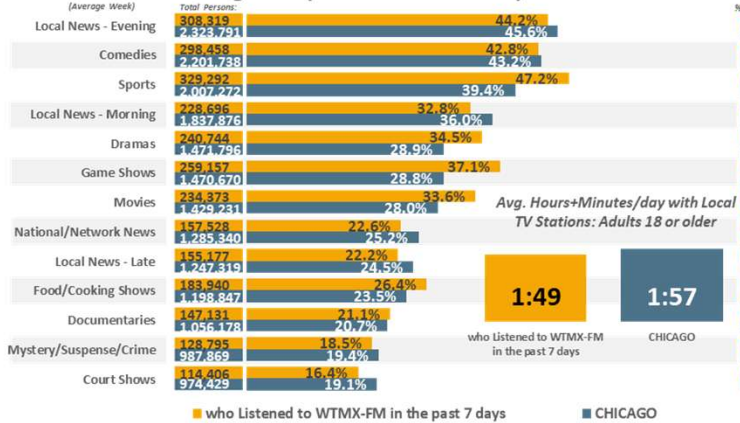
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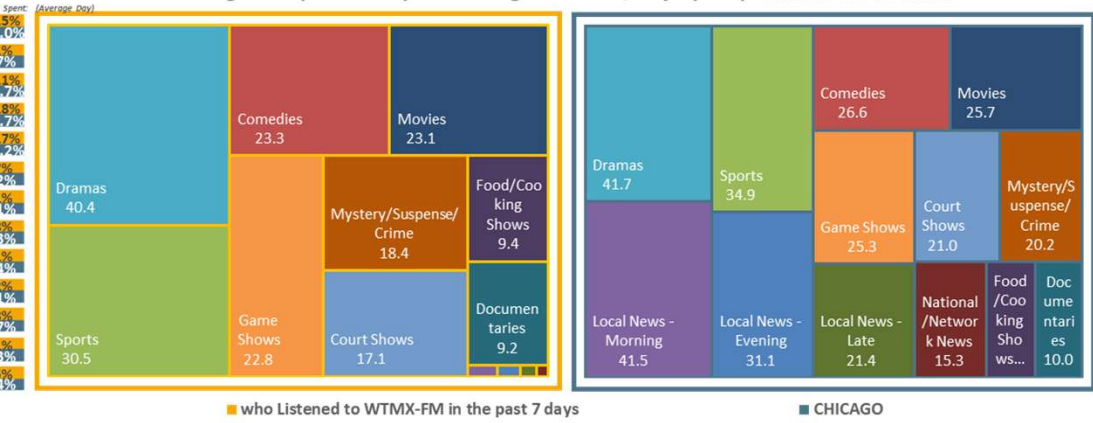


684,867 or 78.9% of Adults 18 or older who Listened to WTMX-FM in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Comedies, Game Shows, Dramas, and Movies.

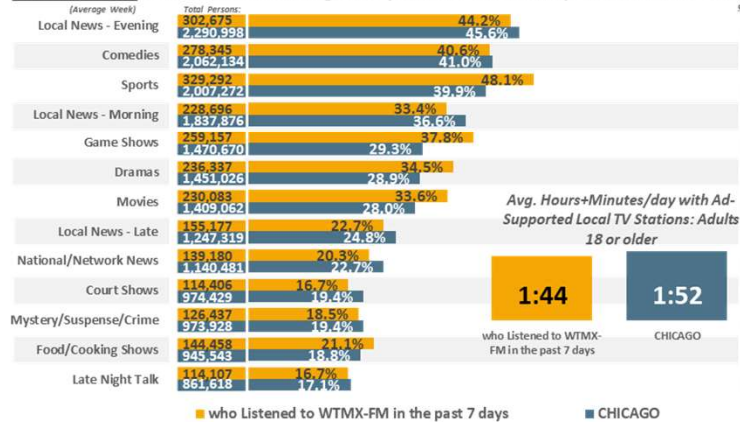
Local TV Station Programs (Persons & % Reach): Adults 18 or older



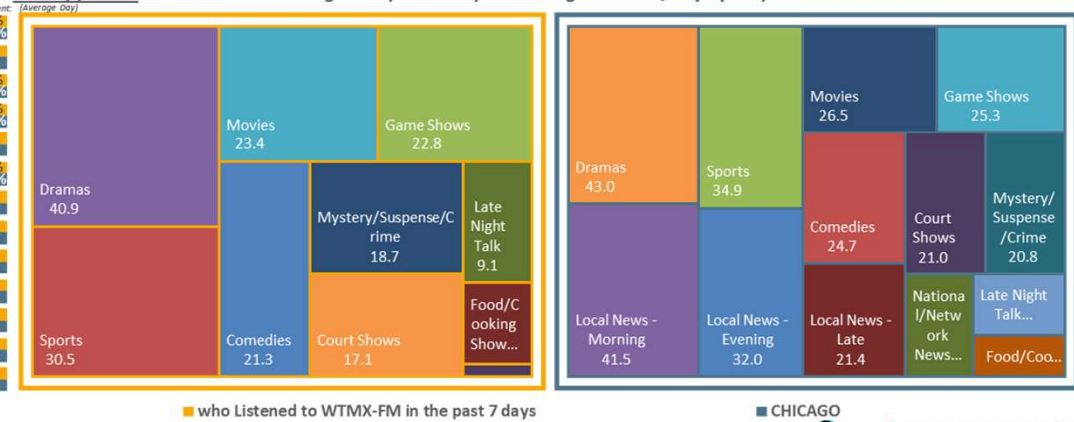
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



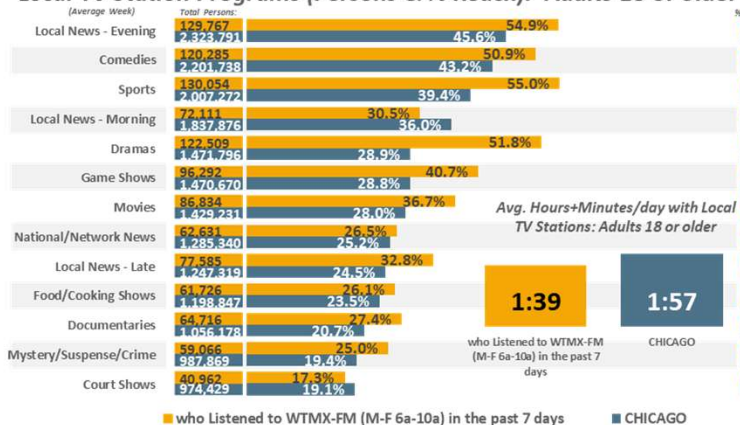
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



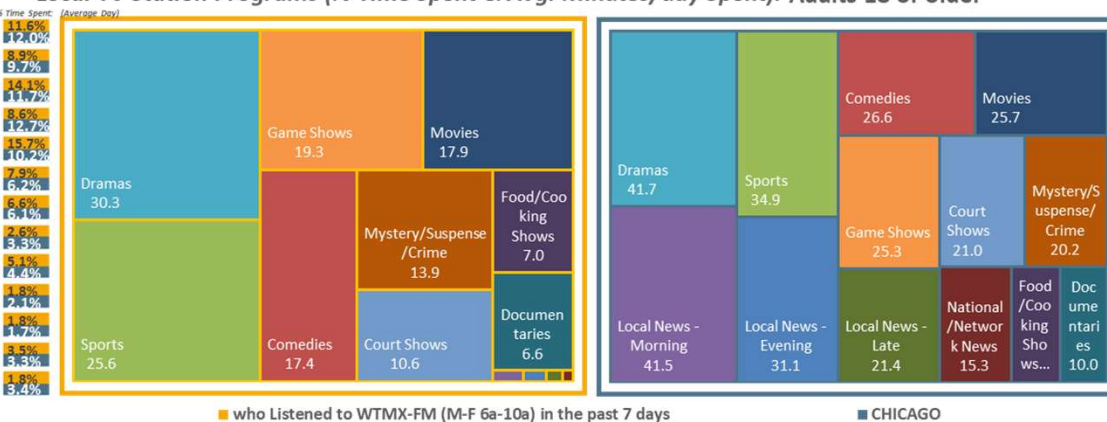


232,876 or 77.1% of Adults 18 or older who Listened to WTMX-FM (M-F 6a-10a) in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Dramas, Comedies, Game Shows, and Movies.

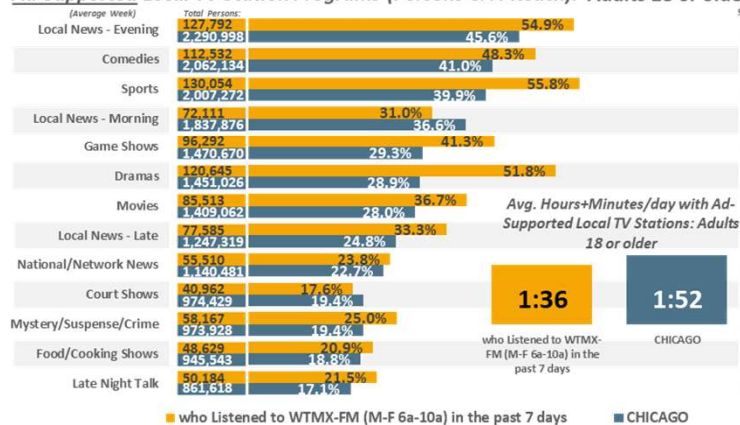
### Local TV Station Programs (Persons & % Reach): Adults 18 or older



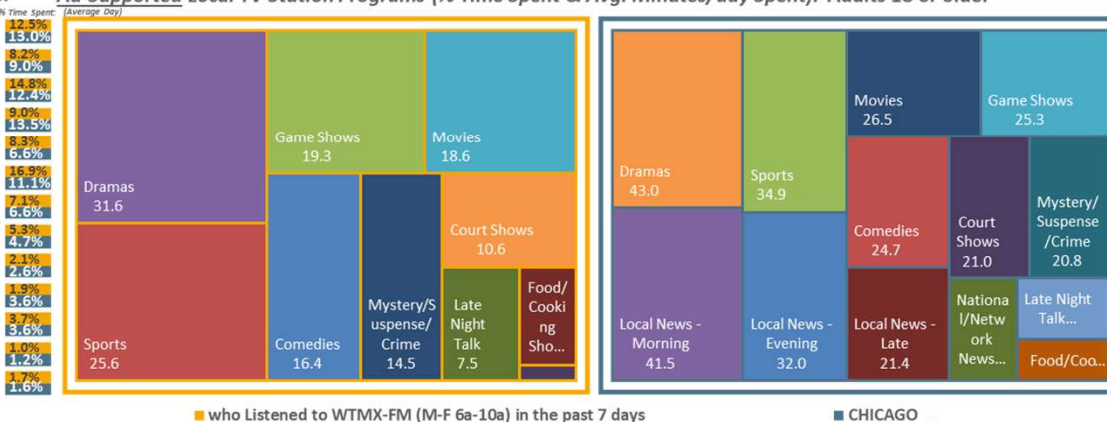
### Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



### 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



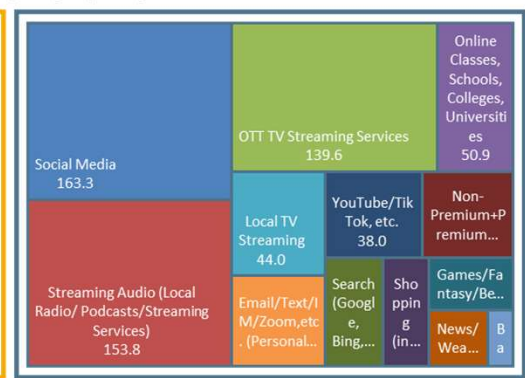
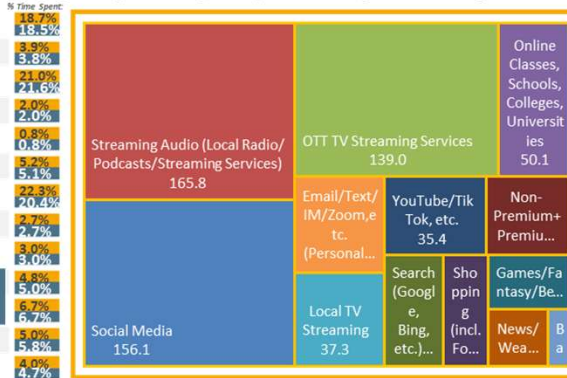
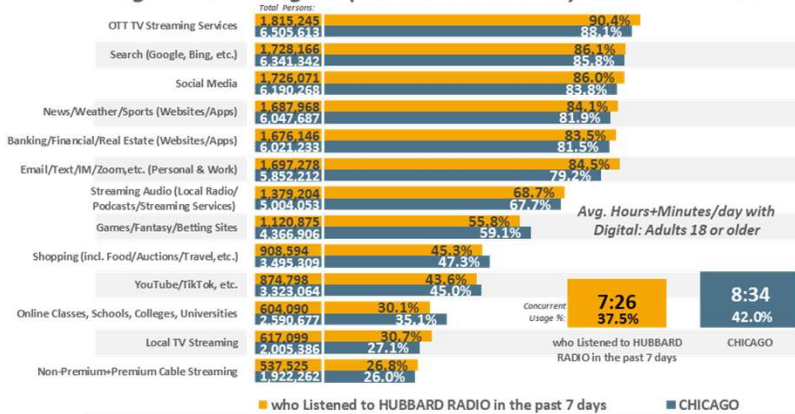




1,575,896 or 78.5% of Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days use Ad-Supported Social Media for an average of 142.6 minutes every day representing 26.9% of all time spent daily with Ad-Supported Digital Media.

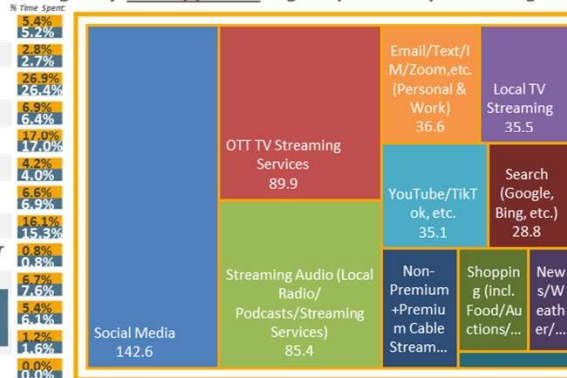
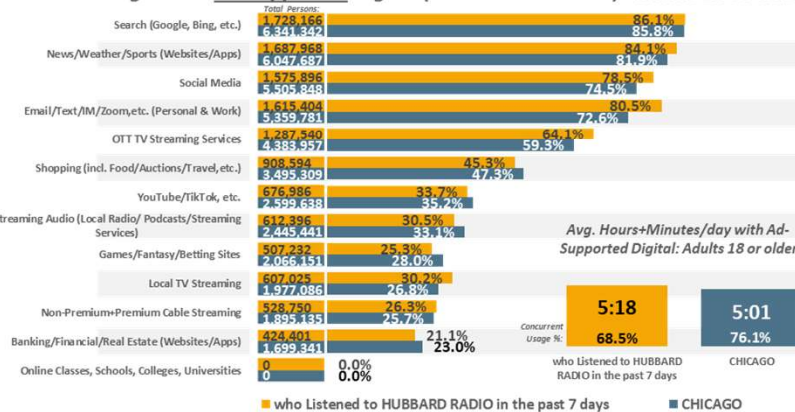
### Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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

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



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

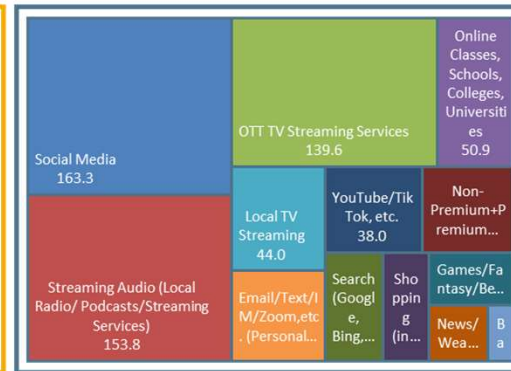
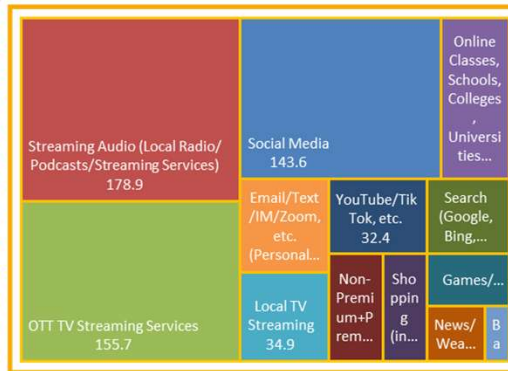
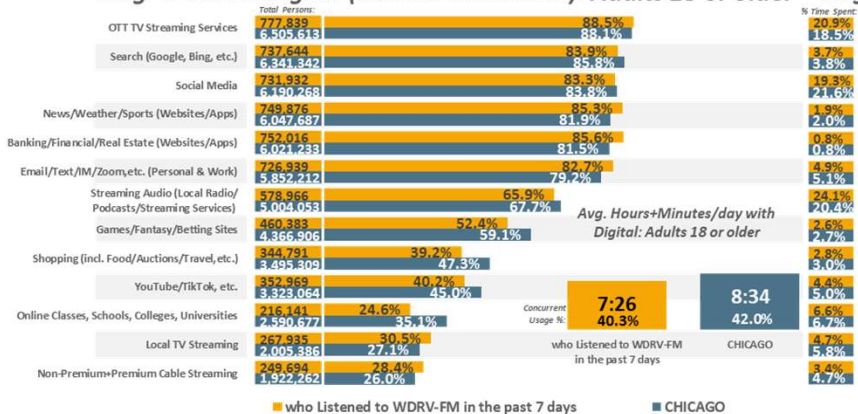




665,502 or 75.7% of Adults 18 or older who Listened to WDRV-FM in the past 7 days use Ad-Supported Social Media for an average of 130.5 minutes every day representing 24.9% of all time spent daily with Ad-Supported Digital Media.

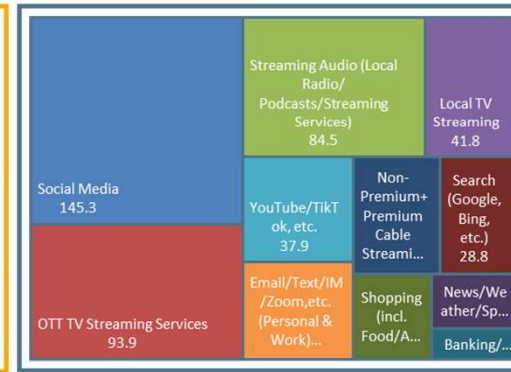
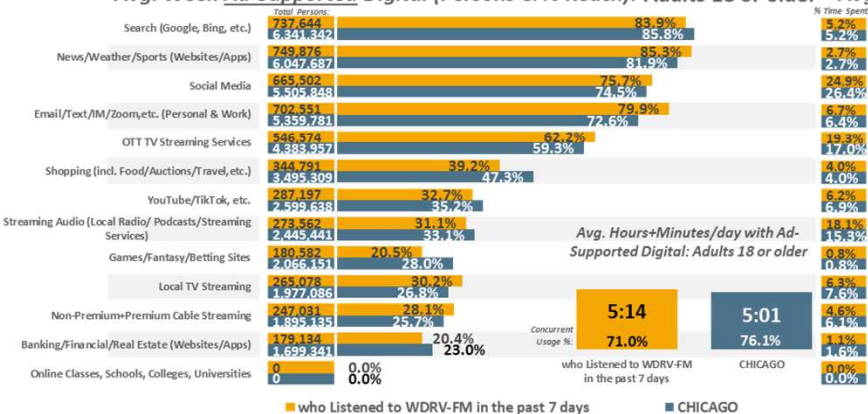
**Avg. Week All Digital (Persons & % Reach): Adults 18 or older**

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



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

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

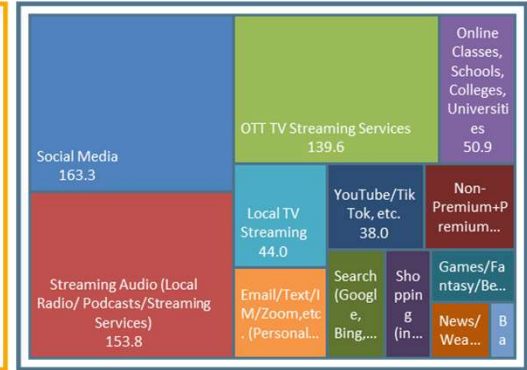
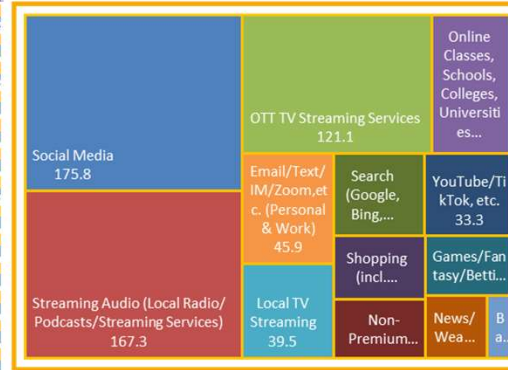
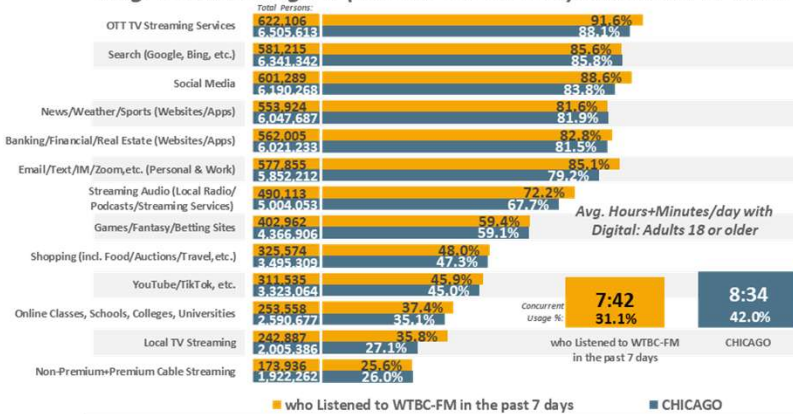




522,883 or 77.7% of Adults 18 or older who Listened to WTBC-FM in the past 7 days use Ad-Supported Social Media for an average of 152.9 minutes every day representing 28.1% of all time spent daily with Ad-Supported Digital Media.

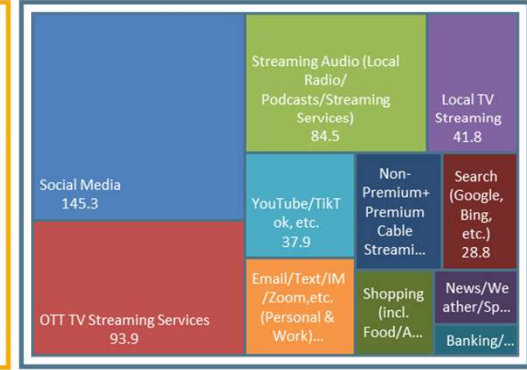
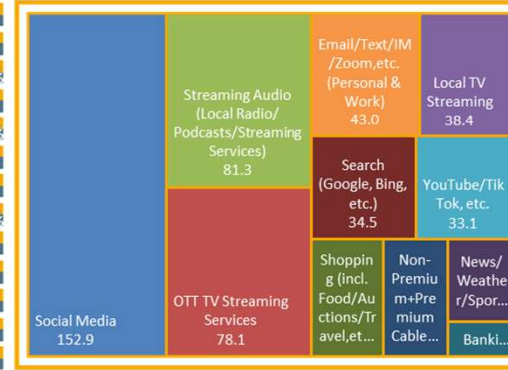
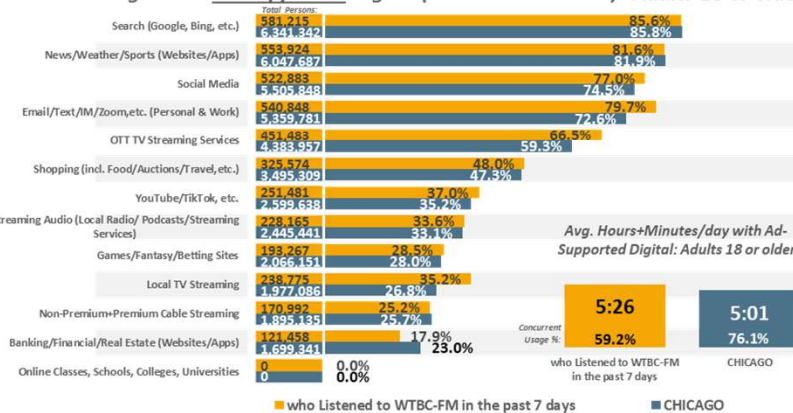
### Avg. Week All Digital (Persons & % Reach): Adults 18 or older

### 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



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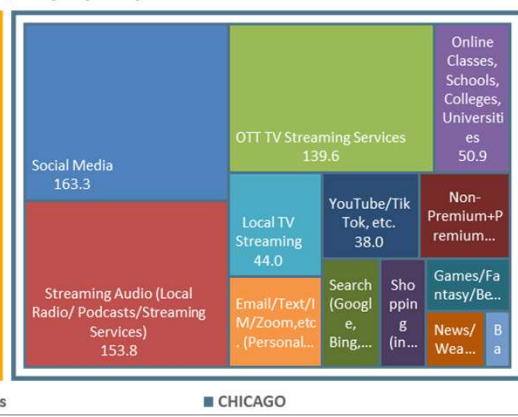
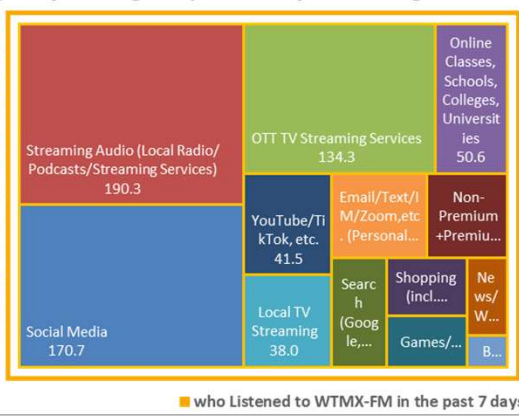
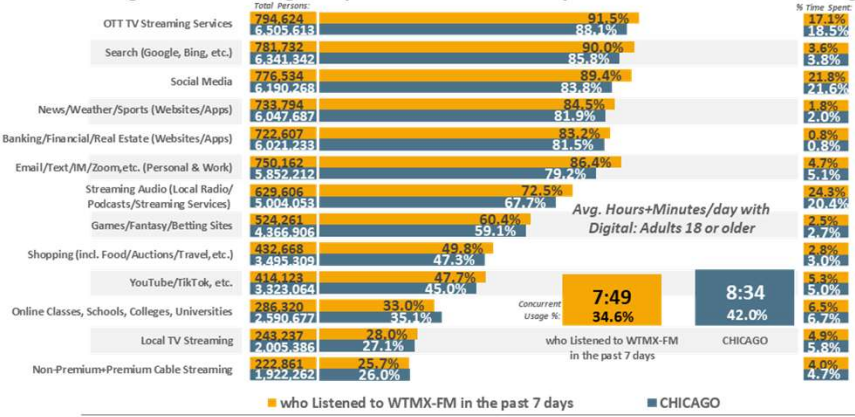
soefa.ai Share of Everything for Anything



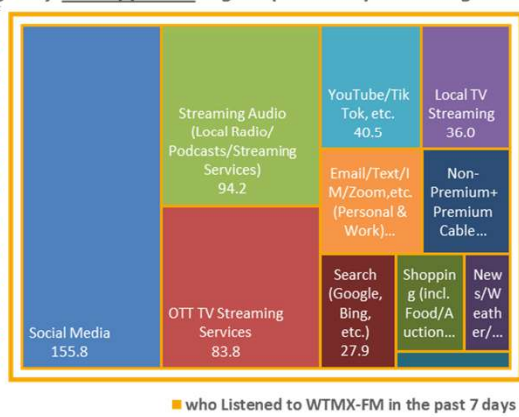
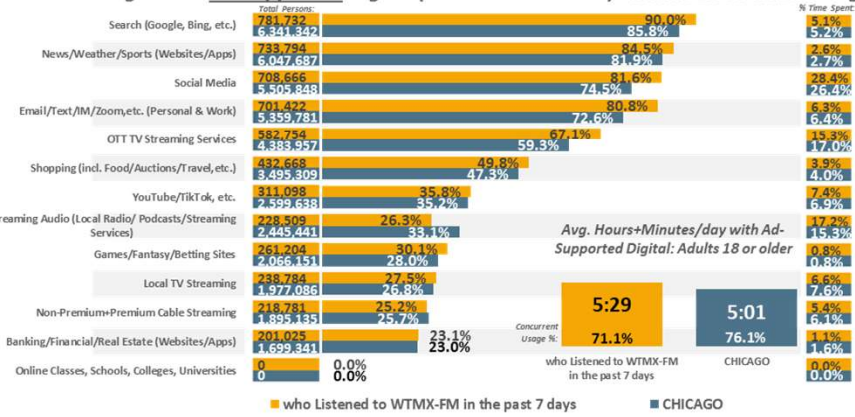


708,666 or 81.6% of Adults 18 or older who Listened to WTMX-FM in the past 7 days use Ad-Supported Social Media for an average of 155.8 minutes every day representing 28.4% of all time spent daily with Ad-Supported Digital Media.

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



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



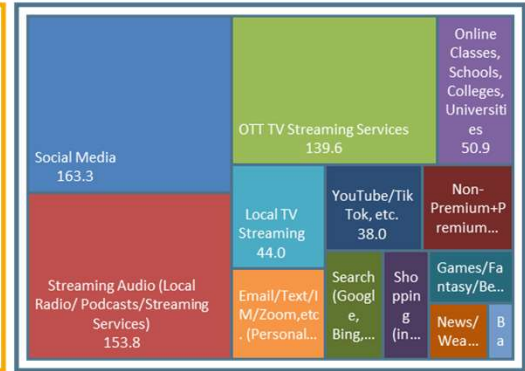
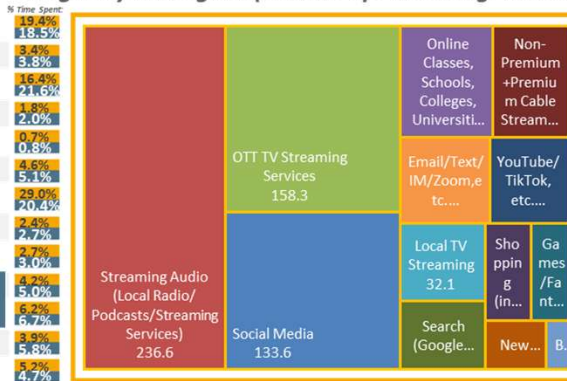
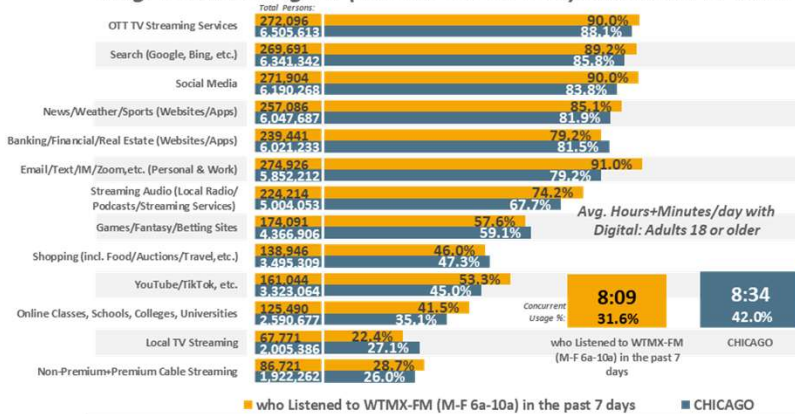




255,508 or 84.5% of Adults 18 or older who Listened to WTMX-FM (M-F 6a-10a) in the past 7 days use Ad-Supported Social Media for an average of 125.6 minutes every day representing 21.6% of all time spent daily with Ad-Supported Digital Media.

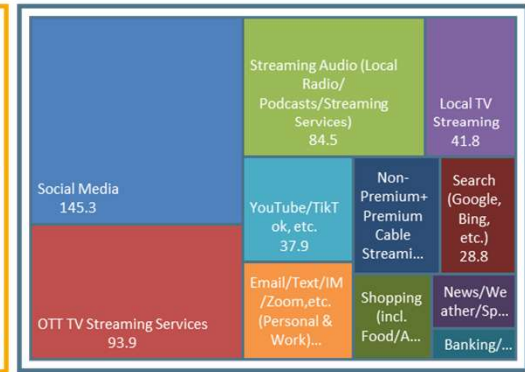
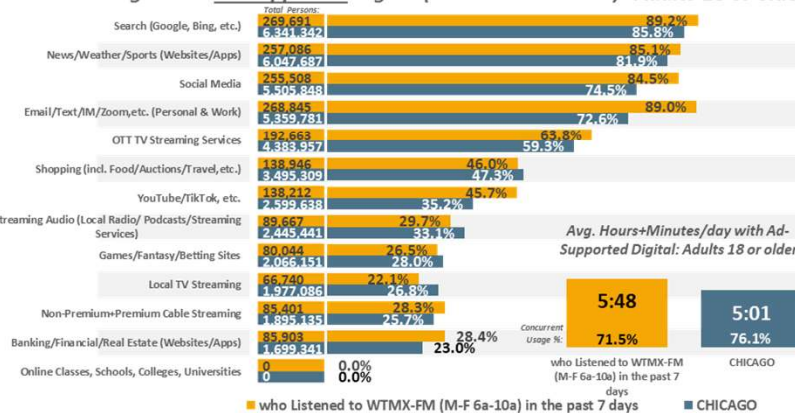
### Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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

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



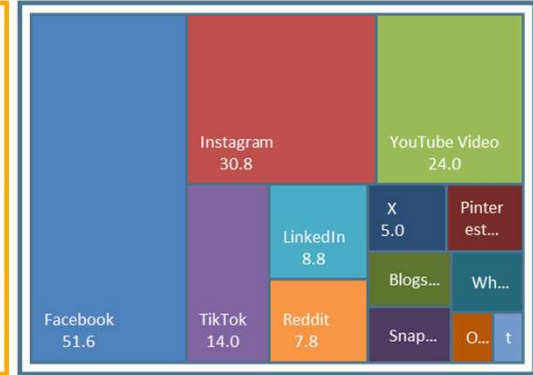
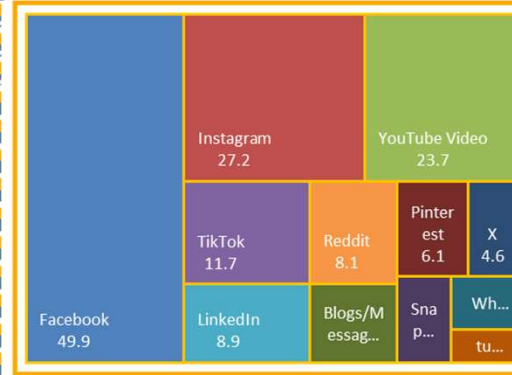
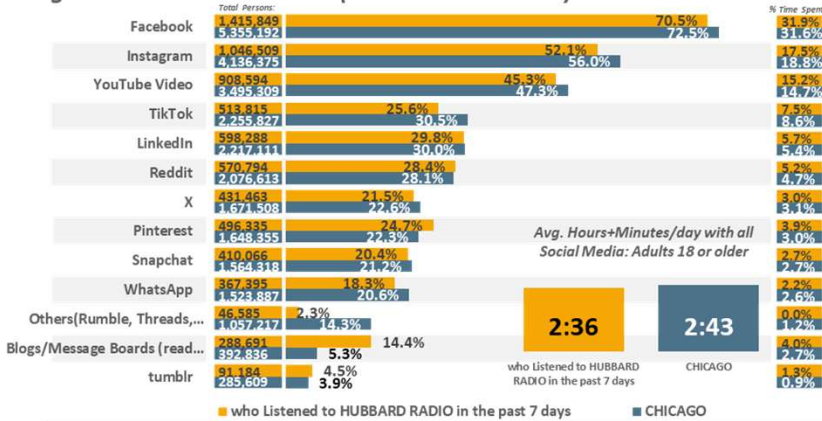
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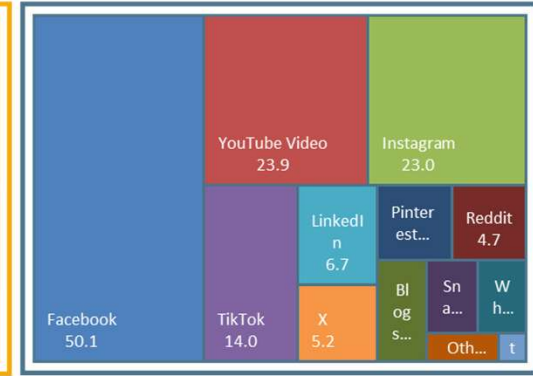
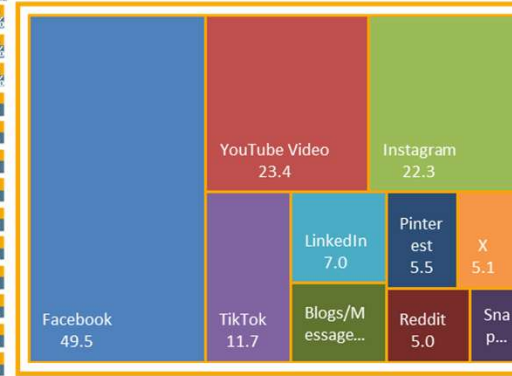
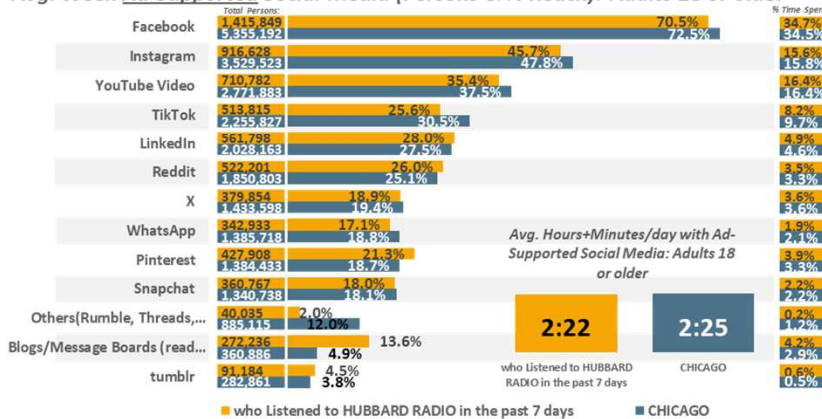


1,415,849 or 70.5% of Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days use Ad-Supported Facebook for an average of 49.5 minutes every day representing 34.7% of all time spent daily with Ad-Supported Social Media.

**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**



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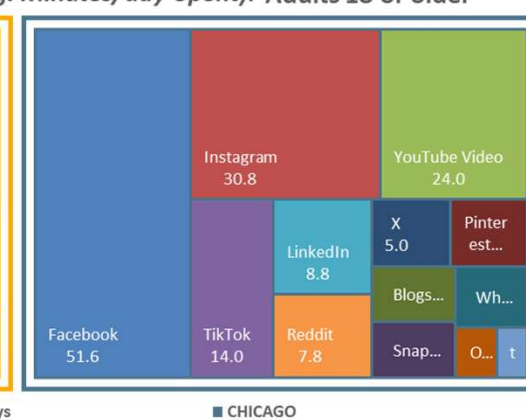
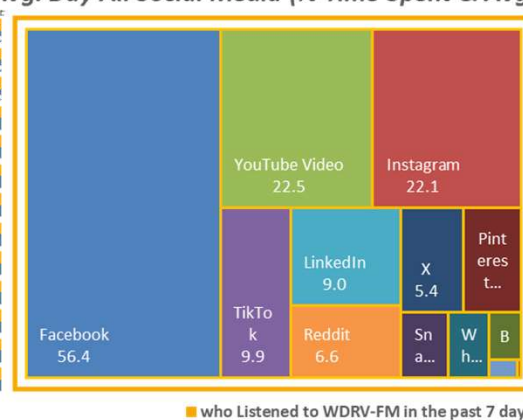
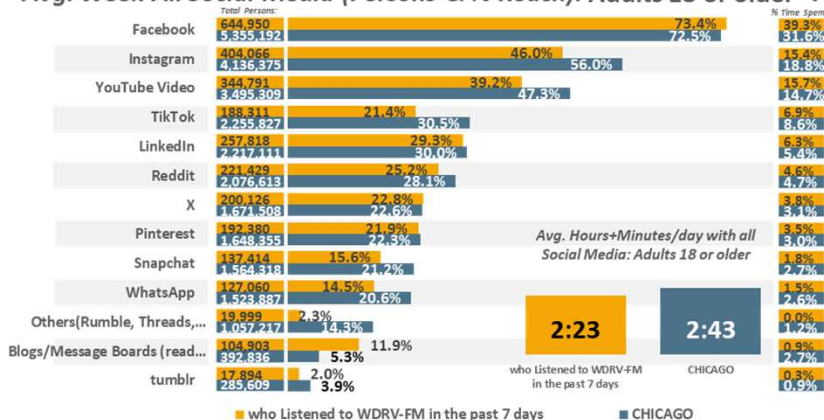
soefa.ai Share of Everything for Anything

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

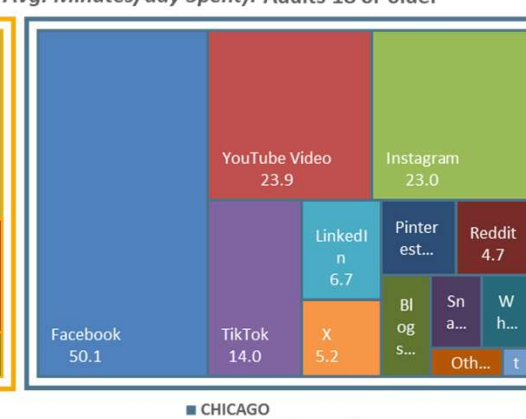
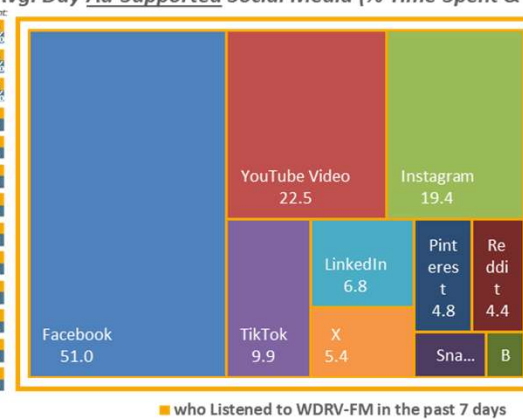
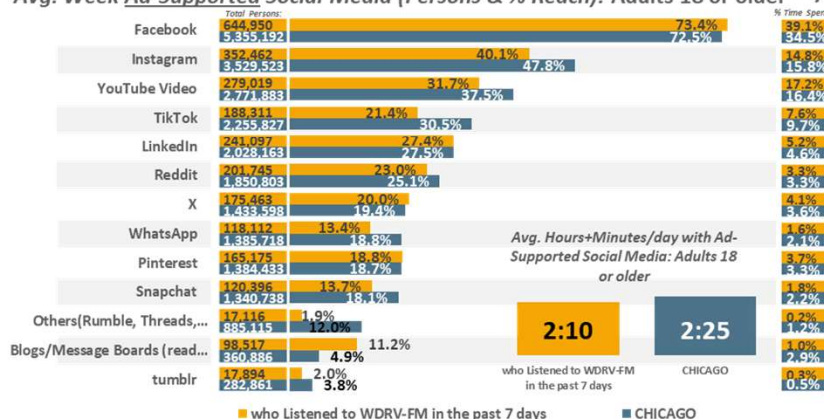


644,950 or 73.4% of Adults 18 or older who Listened to WDRV-FM in the past 7 days use Ad-Supported Facebook for an average of 51. minutes every day representing 39.1% of all time spent daily with Ad-Supported Social Media.

**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**

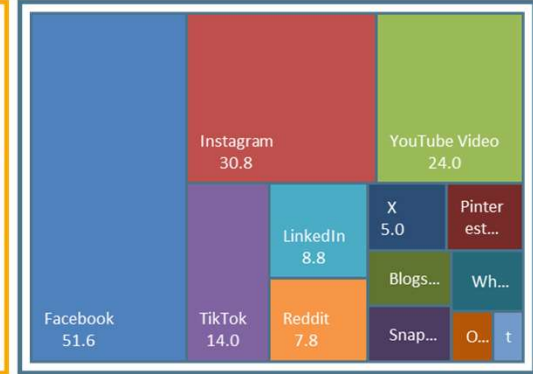
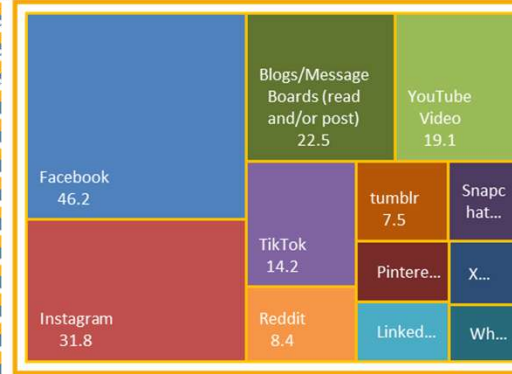
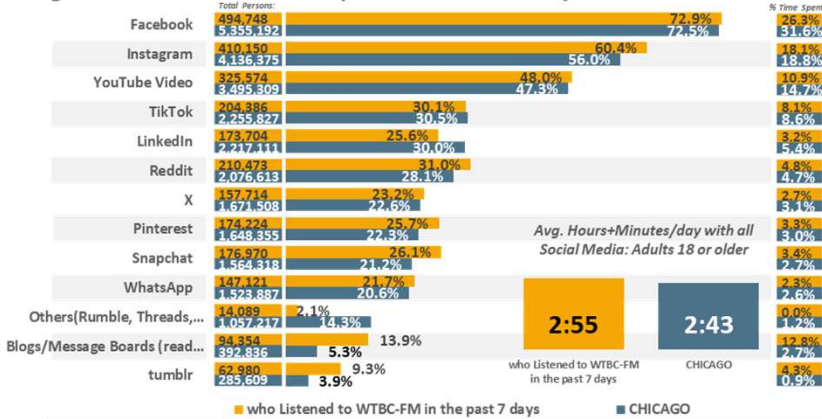




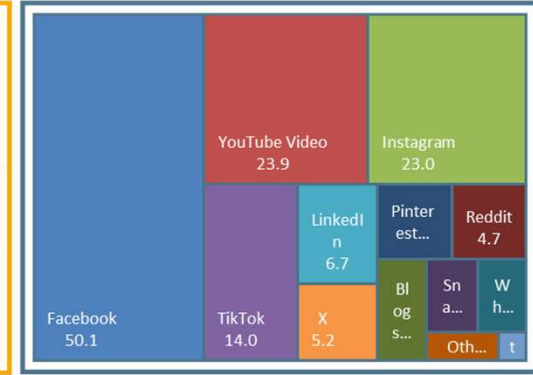
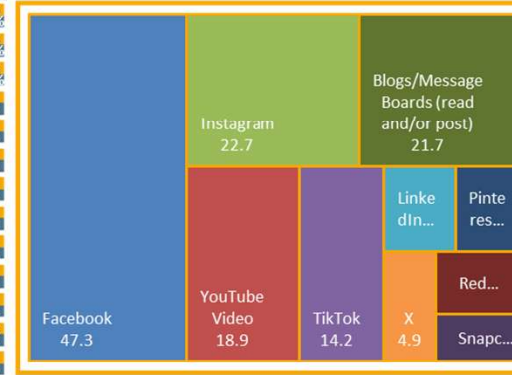
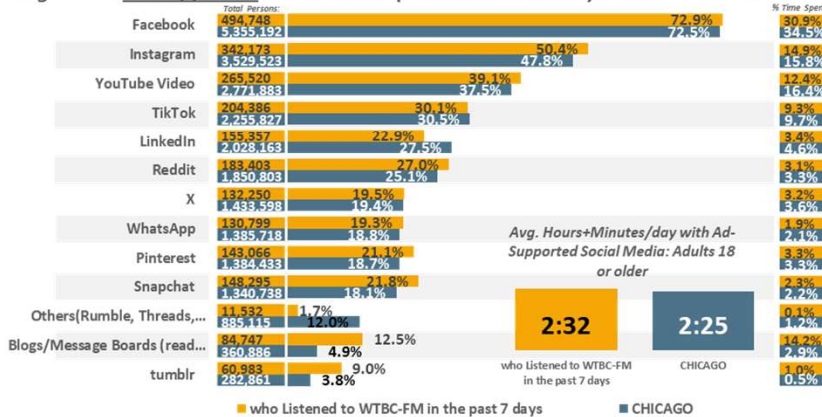


494,748 or 72.9% of Adults 18 or older who Listened to WTBC-FM in the past 7 days use Ad-Supported Facebook for an average of 47.3 minutes every day representing 30.9% of all time spent daily with Ad-Supported Social Media.

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



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



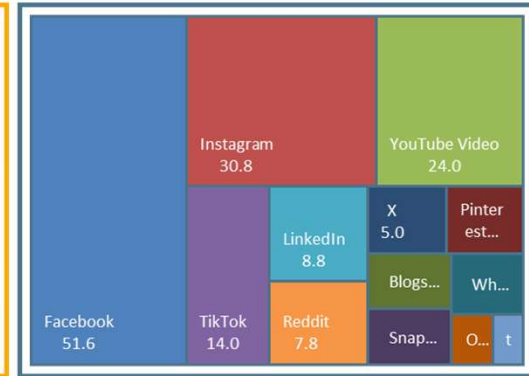
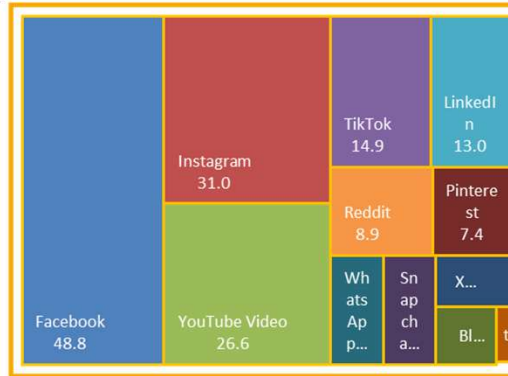
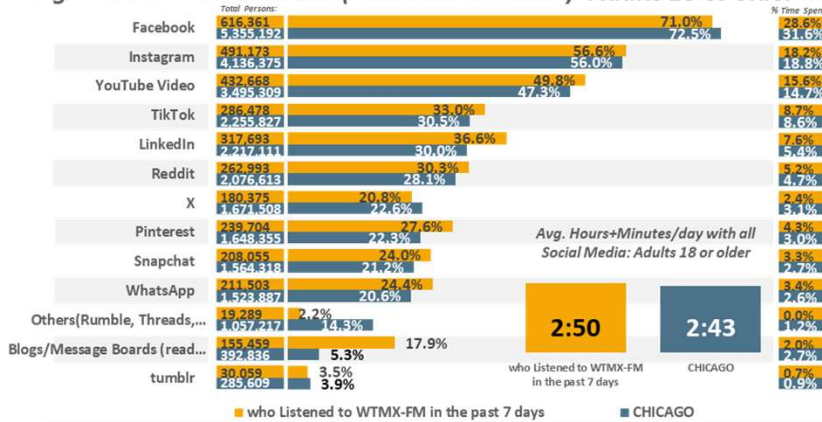
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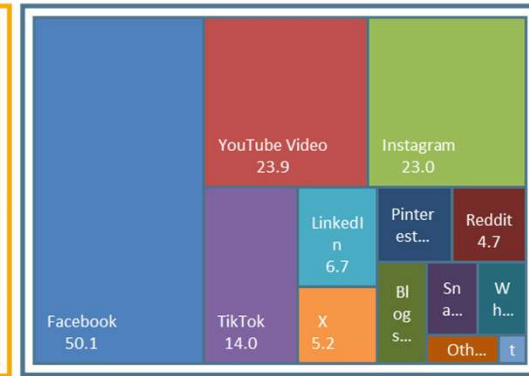
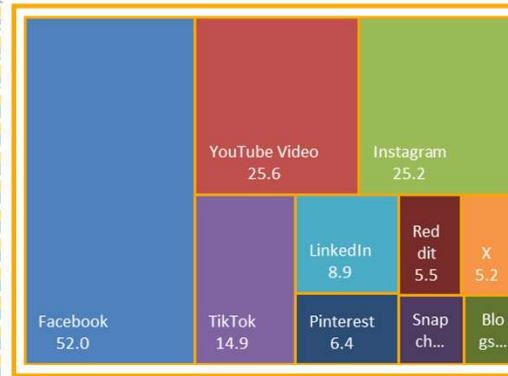
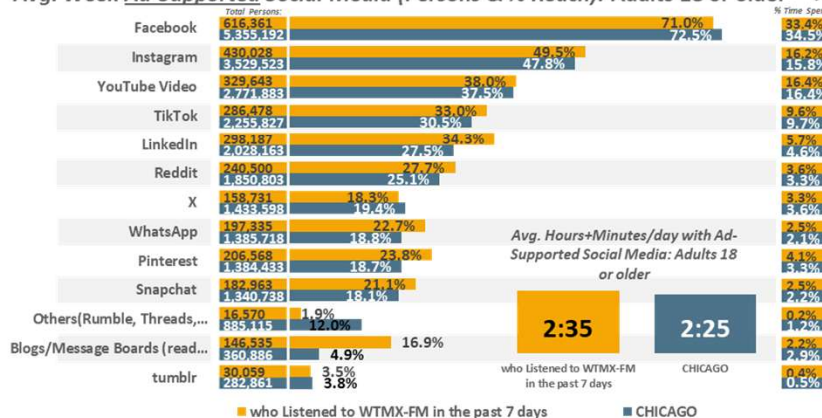


616,361 or 71.% of Adults 18 or older who Listened to WTMX-FM in the past 7 days use Ad-Supported Facebook for an average of 52. minutes every day representing 33.4% of all time spent daily with Ad-Supported Social Media.

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



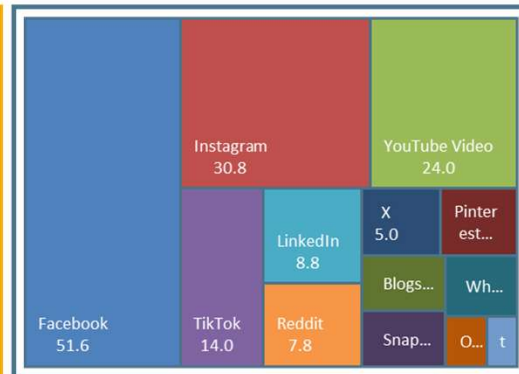
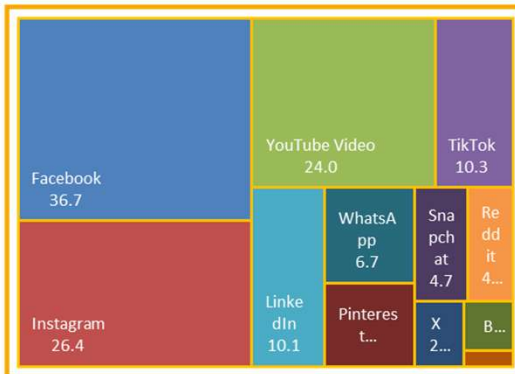
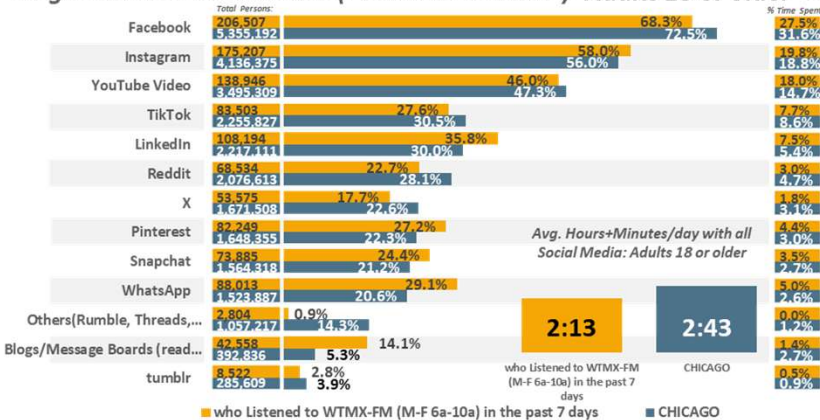
**Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older**      **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



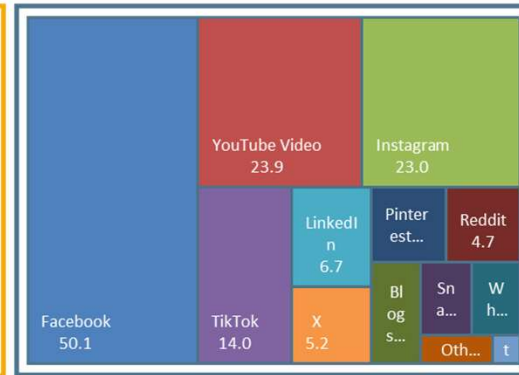
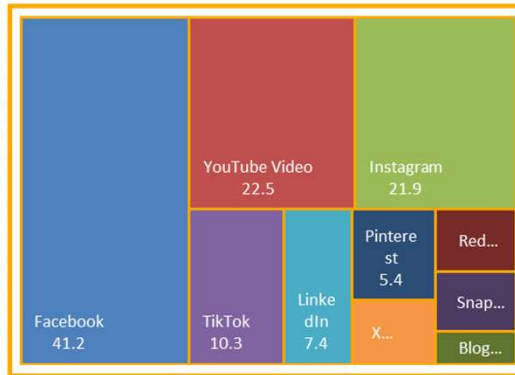
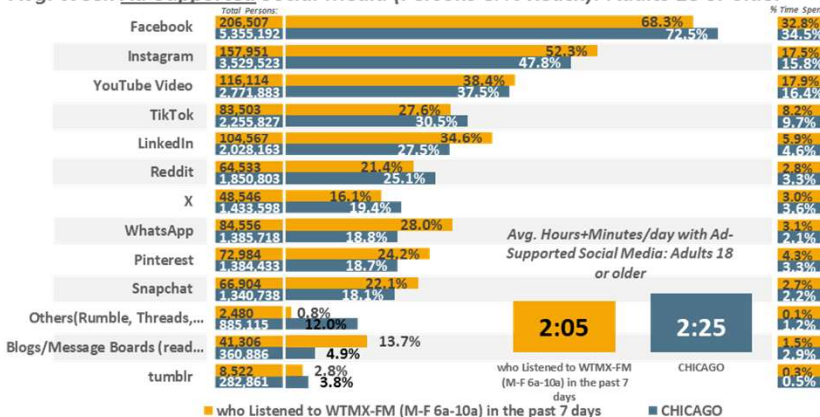


206,507 or 68.3% of Adults 18 or older who Listened to WTMX-FM (M-F 6a-10a) in the past 7 days use Ad-Supported Facebook for an average of 41.2 minutes every day representing 32.8% of all time spent daily with Ad-Supported Social Media.

**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**

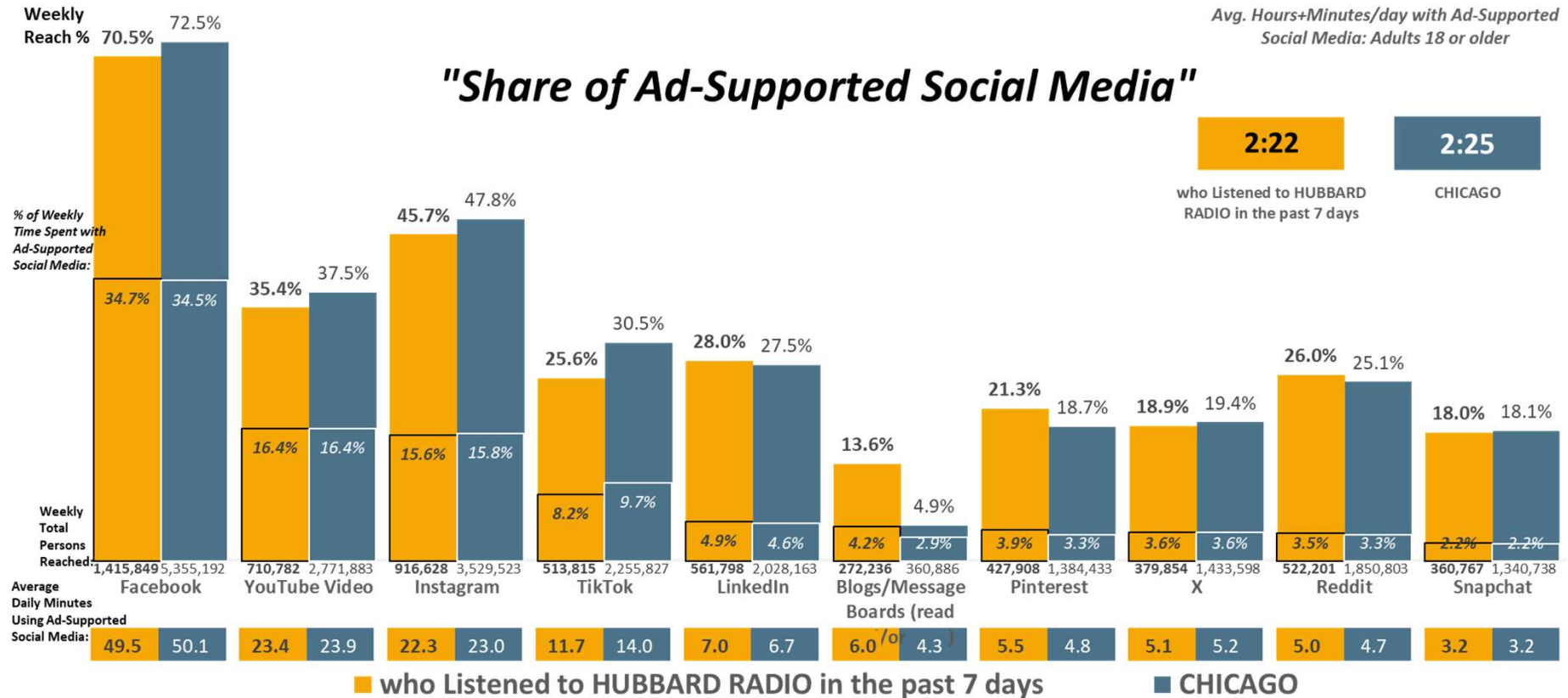






1,415,849 or 70.5% of Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days use Ad-Supported Facebook for an average of 49.5 minutes every day representing 34.7% of all time spent daily with Ad-Supported Social Media.

## "Share of Ad-Supported Social Media"



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

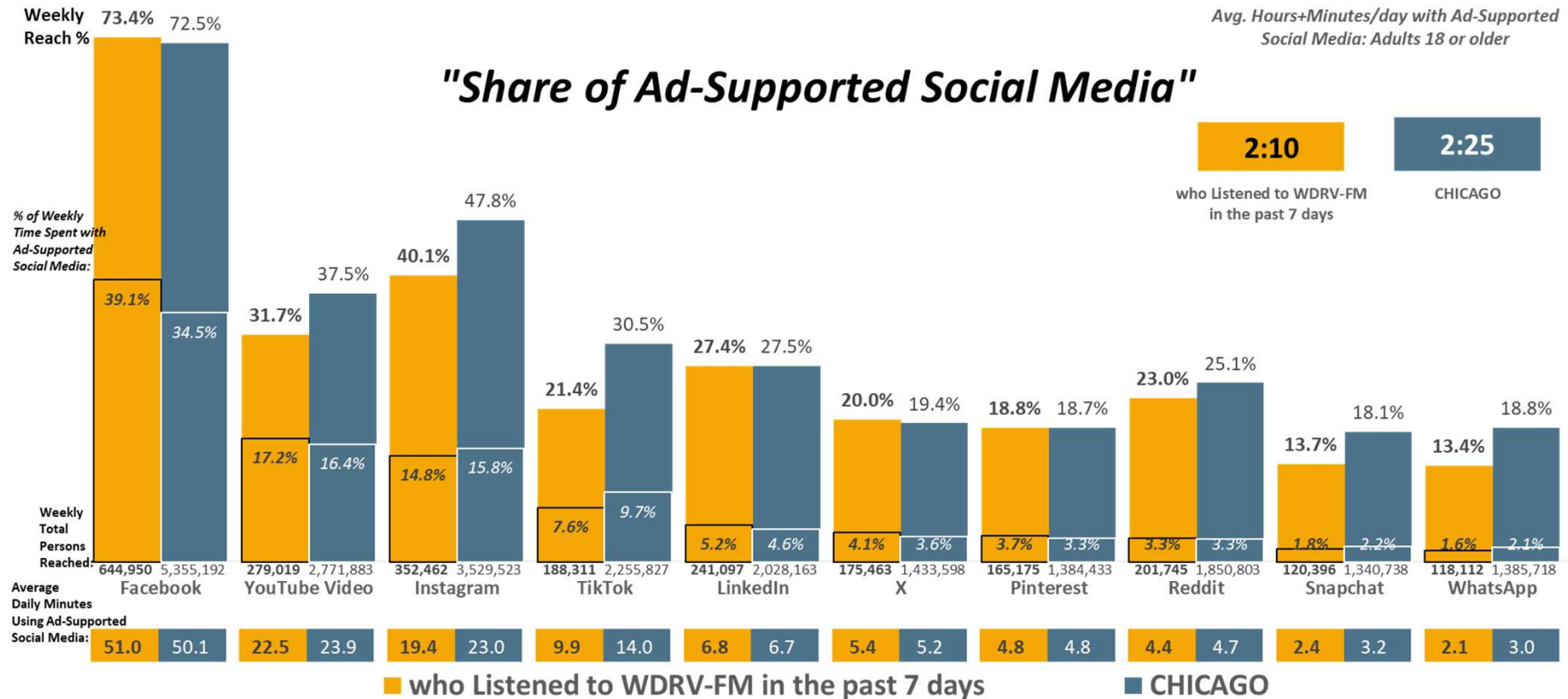
soefa.ai Share of Everything for Anything

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



644,950 or 73.4% of Adults 18 or older who Listened to WDRV-FM in the past 7 days use Ad-Supported Facebook for an average of 51. minutes every day representing 39.1% of all time spent daily with Ad-Supported Social Media.

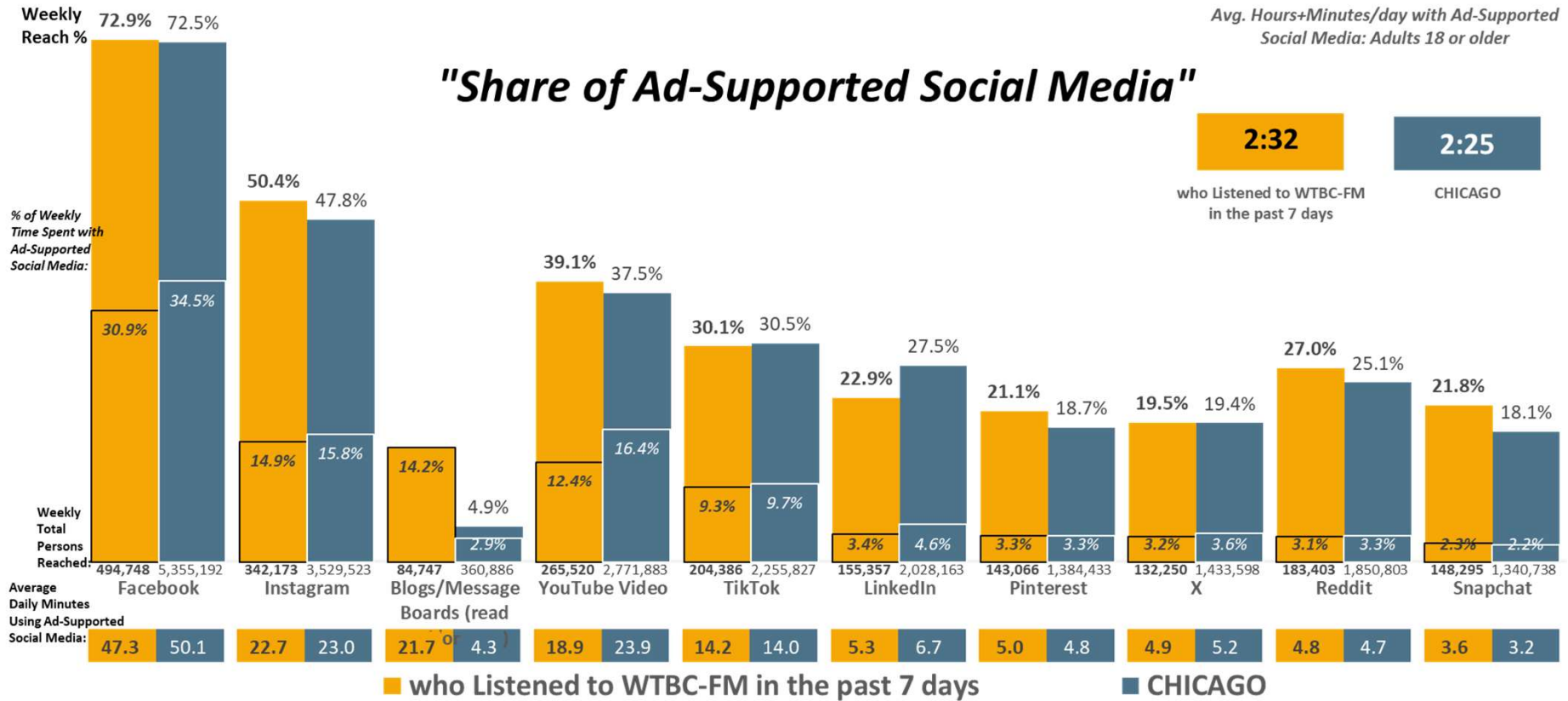
## "Share of Ad-Supported Social Media"





494,748 or 72.9% of Adults 18 or older who Listened to WTBC-FM in the past 7 days use Ad-Supported Facebook for an average of 47.3 minutes every day representing 30.9% of all time spent daily with Ad-Supported Social Media.

## "Share of Ad-Supported Social Media"

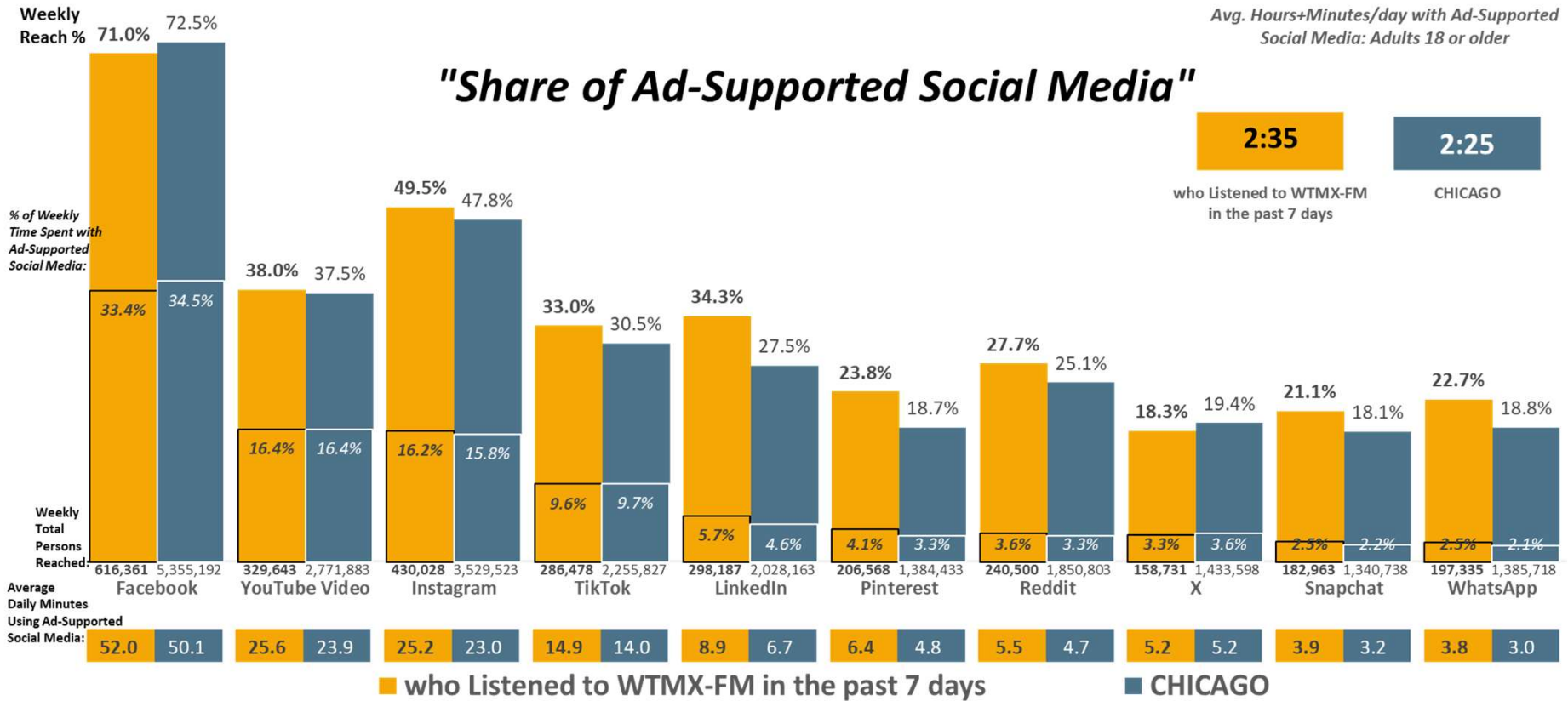






616,361 or 71.0% of Adults 18 or older who Listened to WTMX-FM in the past 7 days use Ad-Supported Facebook for an average of 52. minutes every day representing 33.4% of all time spent daily with Ad-Supported Social Media.

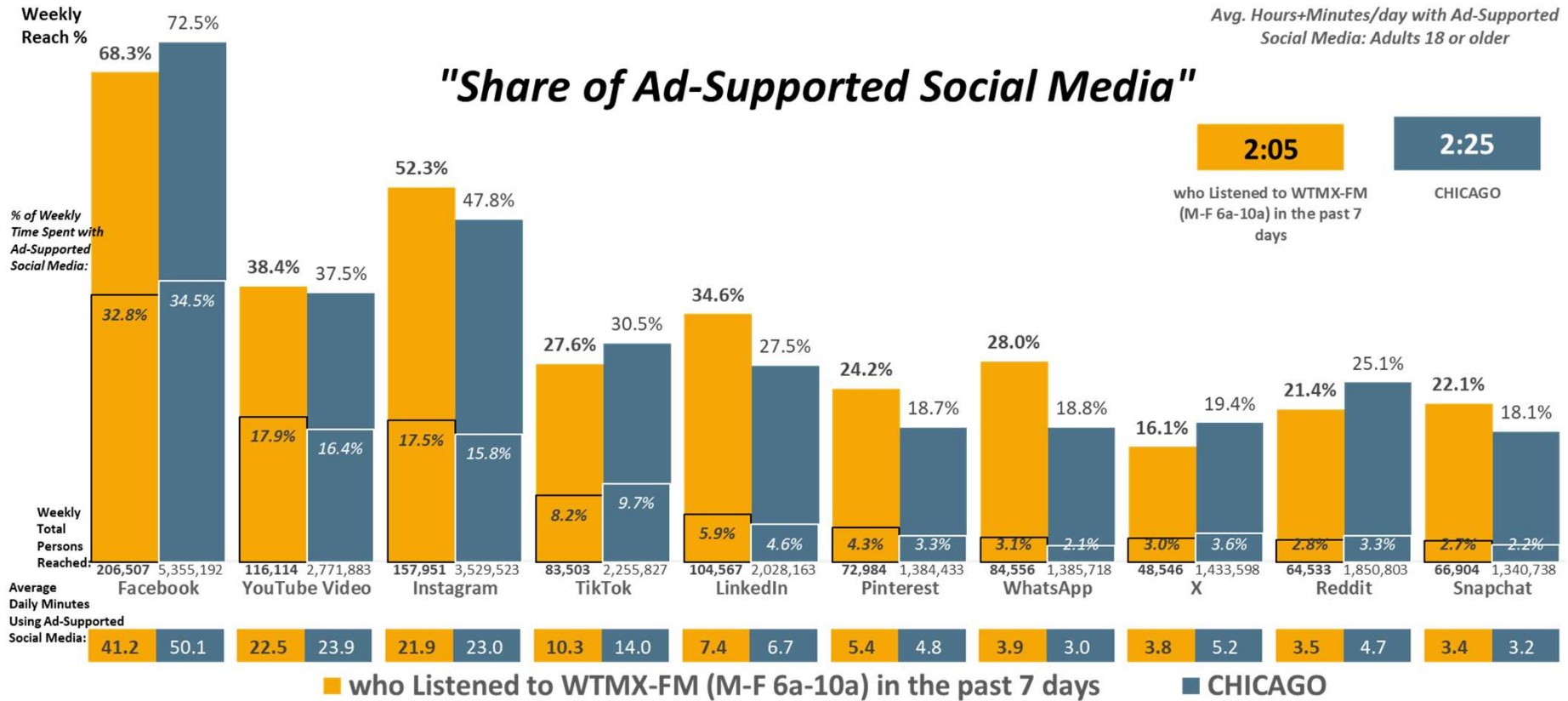
## "Share of Ad-Supported Social Media"





206,507 or 68.3% of Adults 18 or older who Listened to WTMX-FM (M-F 6a-10a) in the past 7 days use Ad-Supported Facebook for an average of 41.2 minutes every day representing 32.8% of all time spent daily with Ad-Supported Social Media.

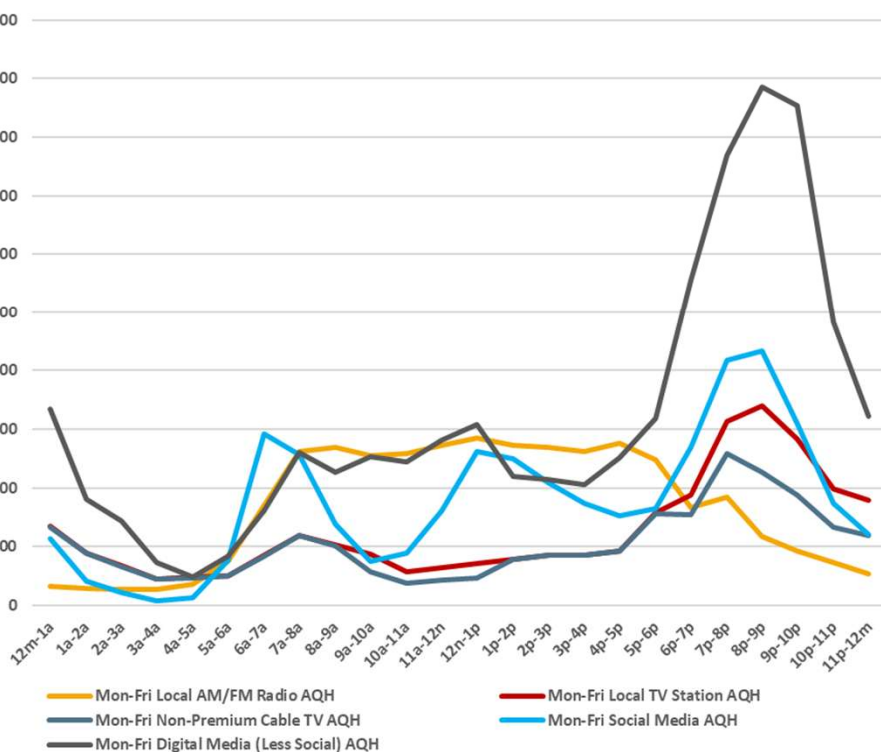
## "Share of Ad-Supported Social Media"



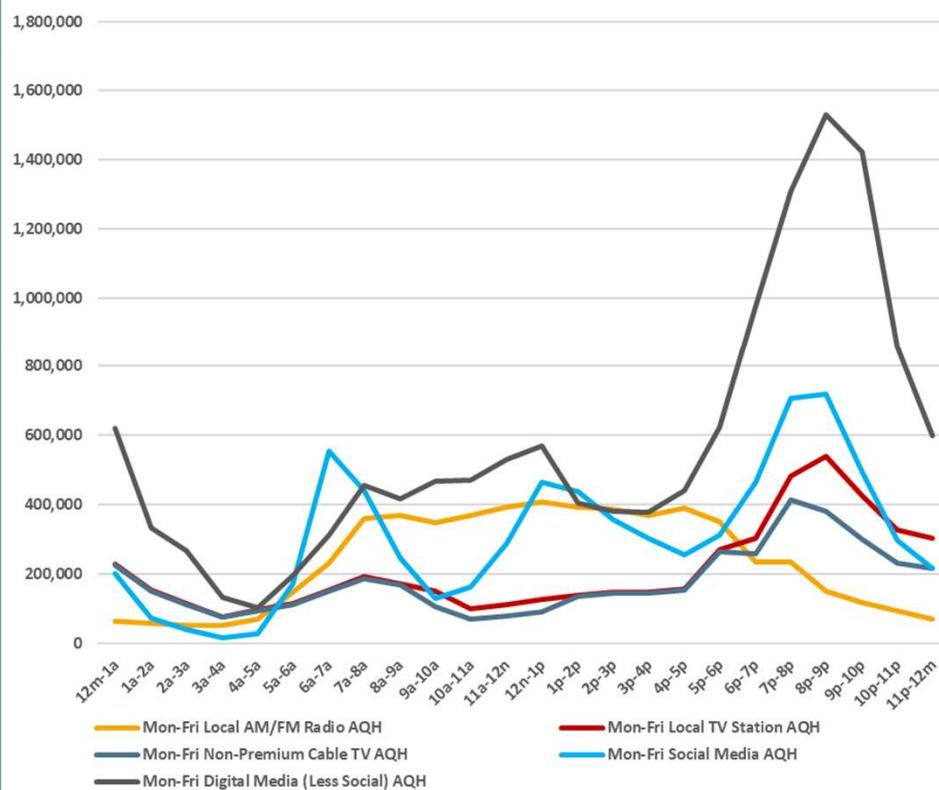


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 134,586;  
Local Radio: 125,607; Social Media: 95,890; Local TV: 48,972; Non-Prem. Cable: 43,832  
reaching Adults 18 or older who Listened to HUBBARD RADIO in the past 7 day

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



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

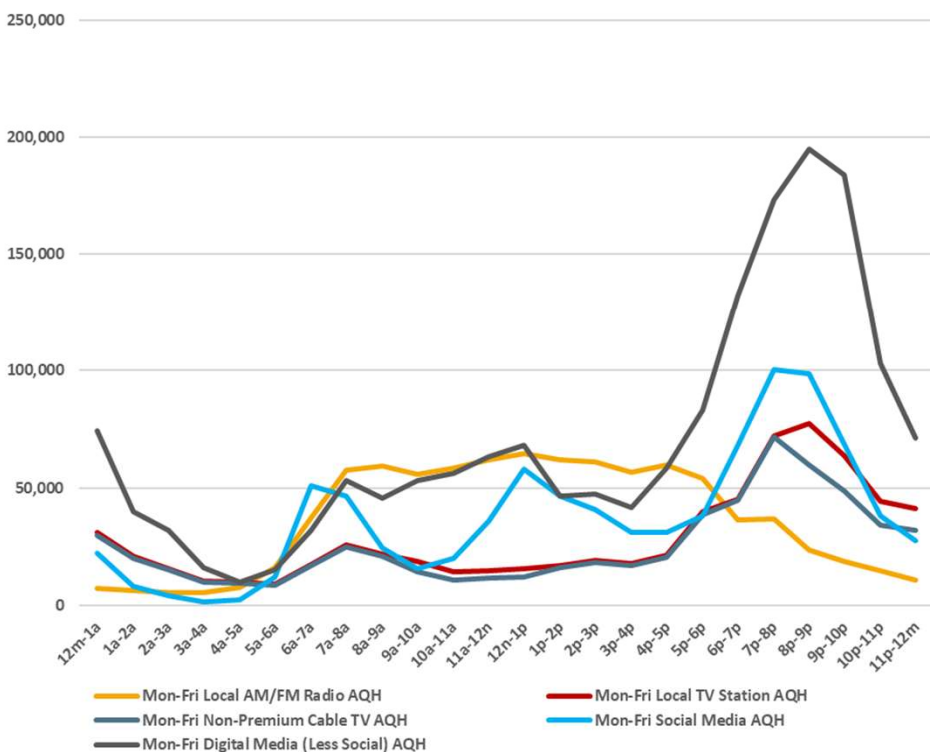




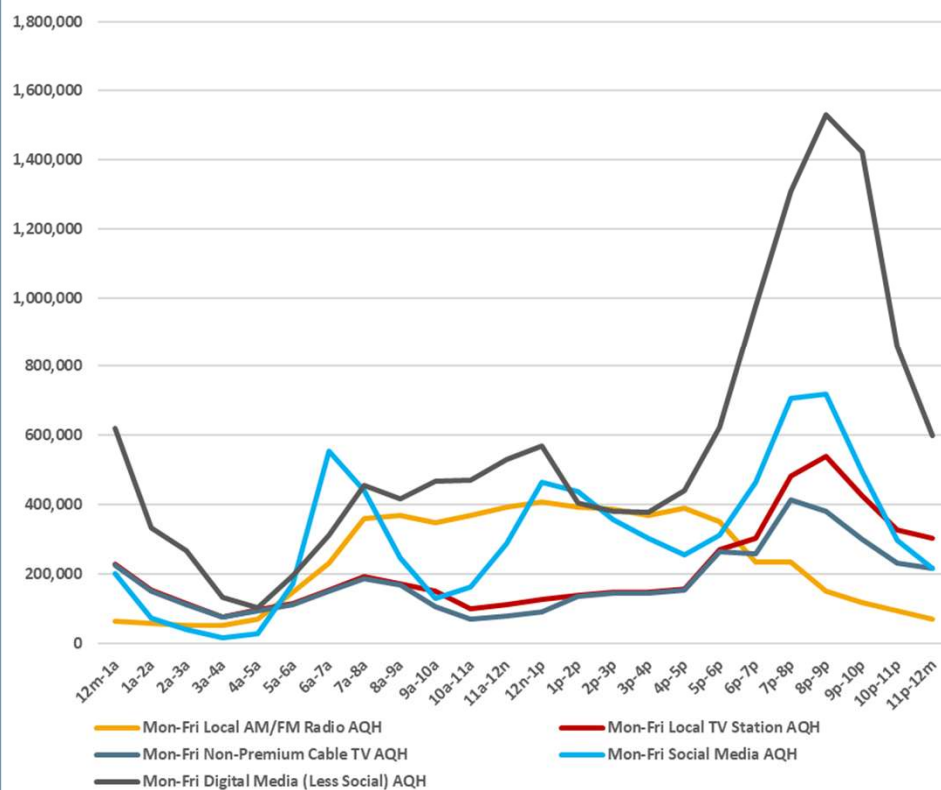


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 60,103;  
Local Radio: 55,843; Social Media: 39,038; Local TV: 22,164; Non-Prem. Cable: 20,502  
reaching Adults 18 or older who Listened to WDRV-FM in the past 7 days.

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



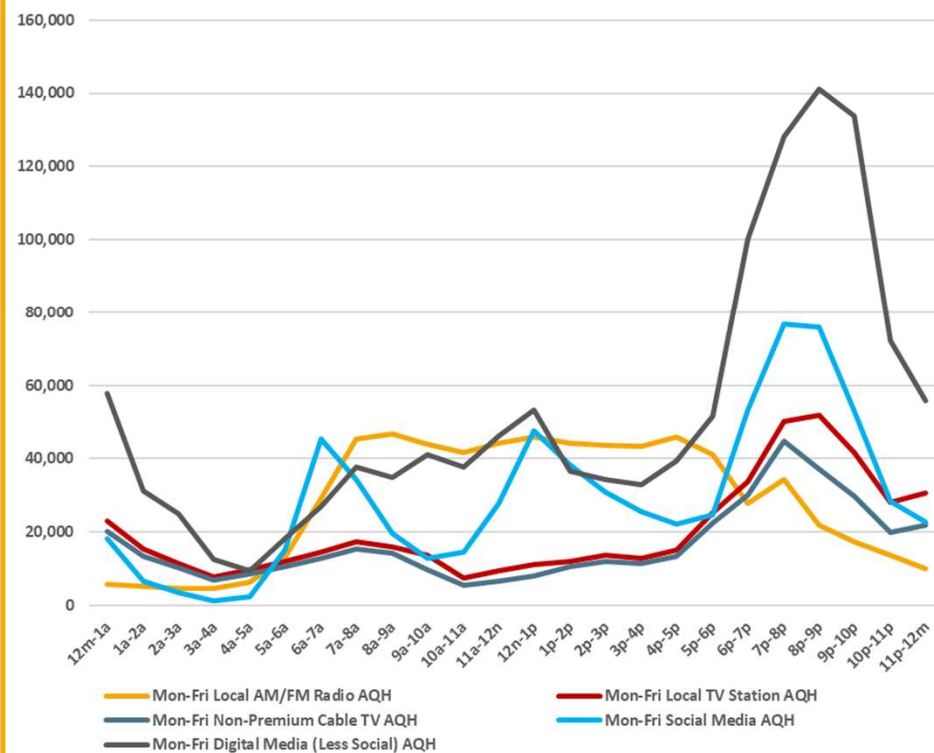
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)  
CHICAGO Metro Area Adults 18 or older



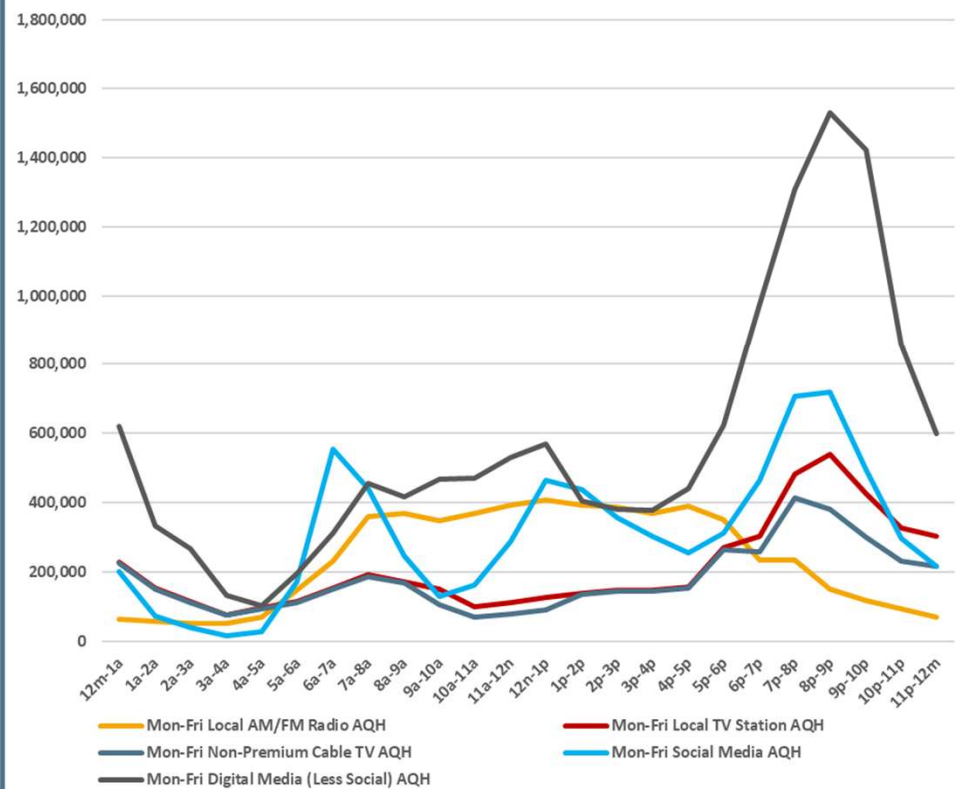


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 44,037;  
Local Radio: 41,765; Social Media: 30,525; Local TV: 15,532; Non-Prem. Cable: 13,206  
reaching Adults 18 or older who Listened to WTBC-FM in the past 7 days.

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



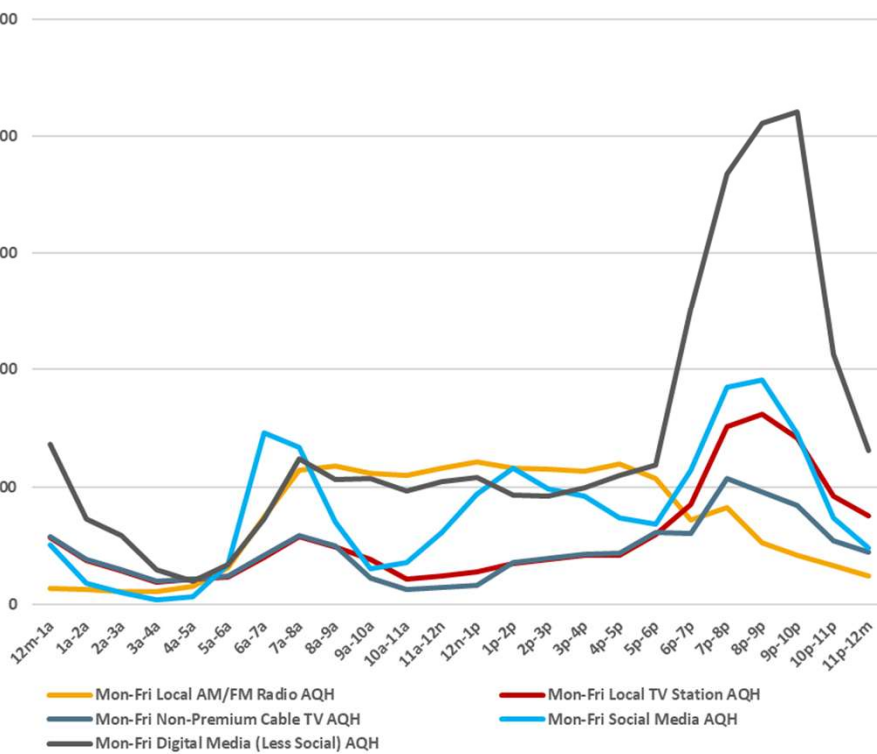
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)  
CHICAGO Metro Area Adults 18 or older



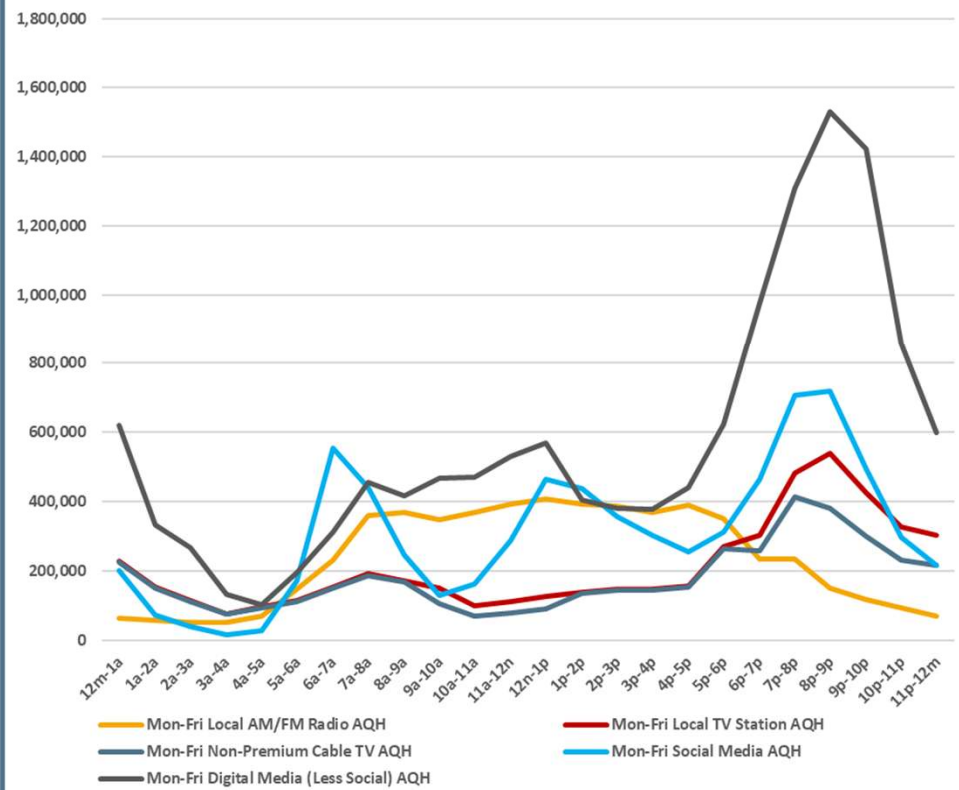


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 57,111; Local Radio: 54,142; Social Media: 43,610; Local TV: 21,566; Non-Prem. Cable: 19,198 reaching Adults 18 or older who Listened to WTMX-FM in the past 7 days.

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



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

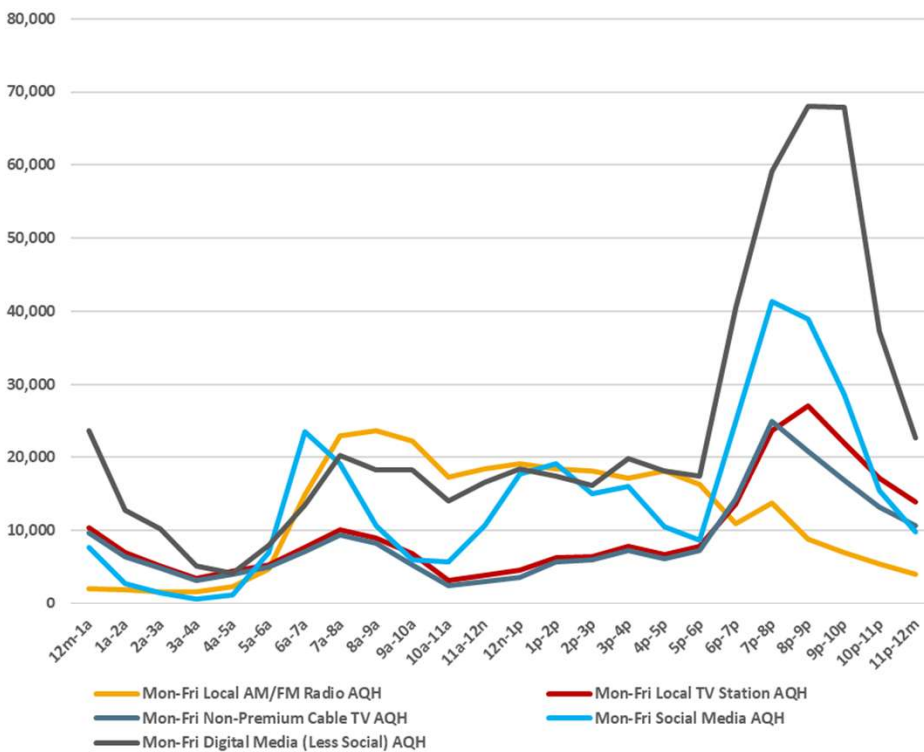




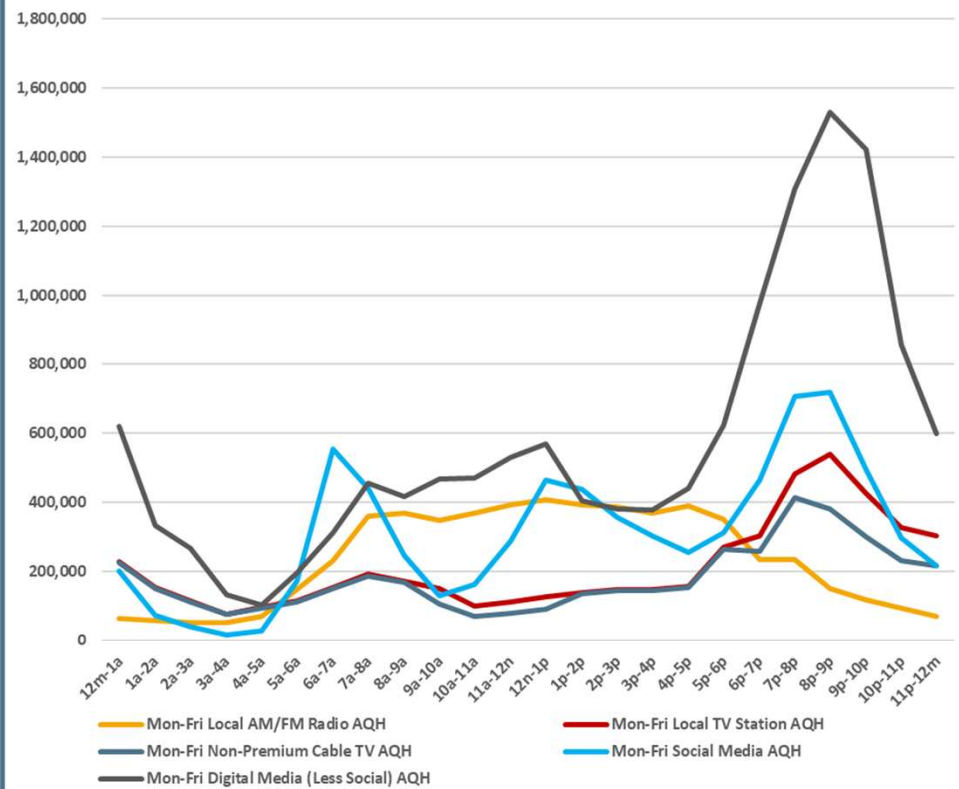


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 19,140;  
Local Radio: 18,266; Social Media: 14,442; Local TV: 7,209; Non-Prem. Cable: 6,590  
reaching Adults 18 or older who Listened to WTMX-FM (M-F 6a-10a) in the past 7

*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)  
Adults 18 or older who Listened to WTMX-FM (M-F 6a-10a)  
in the past 7 days*



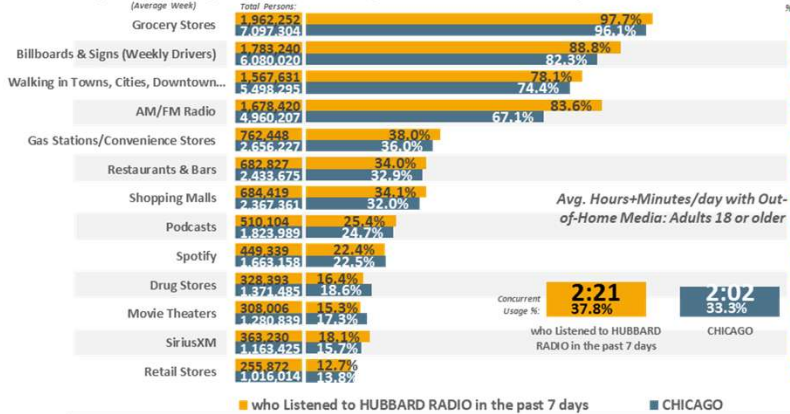
*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)  
CHICAGO Metro Area Adults 18 or older*



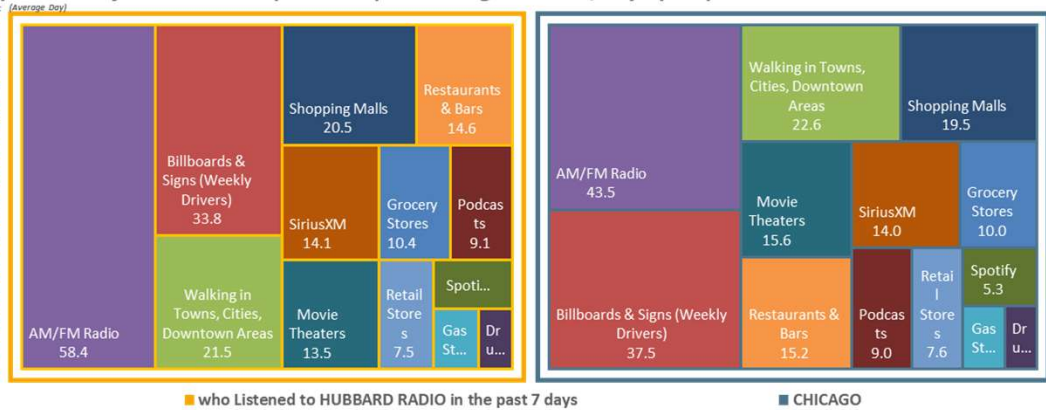


1,783,240 or 88.8% of Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days spend an average of 33.8 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 53.3 minutes/day.

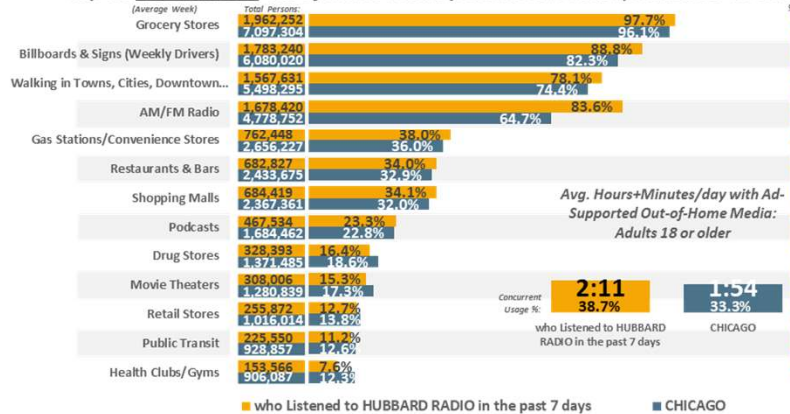
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



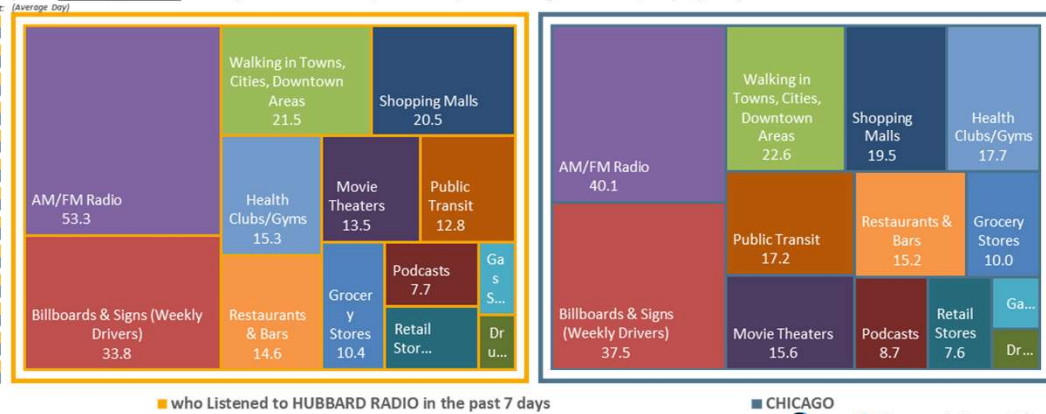
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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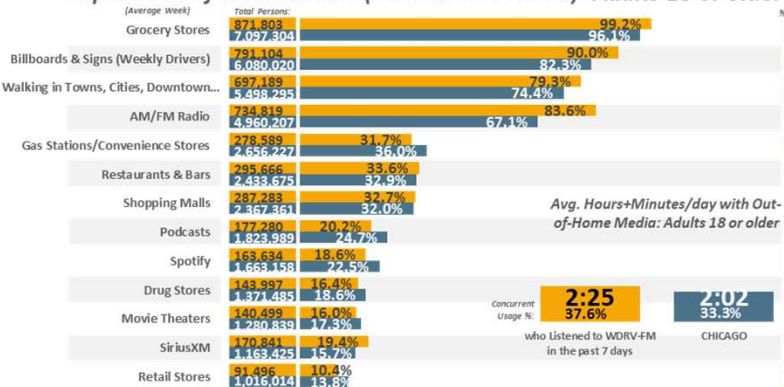
soefa.ai Share of Everything for Anything

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



791,104 or 90.% of Adults 18 or older who Listened to WDRV-FM in the past 7 days spend an average of 32.9 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 59.7 minutes/day.

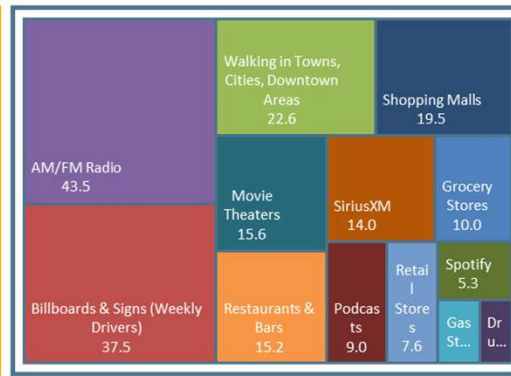
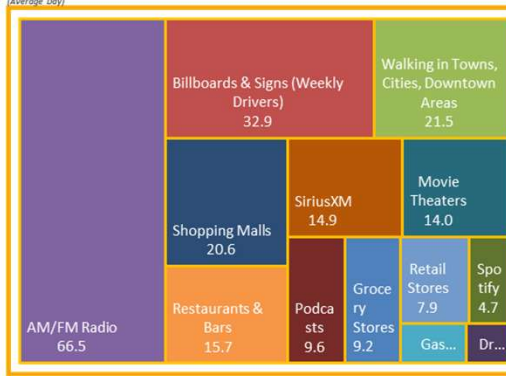
### Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



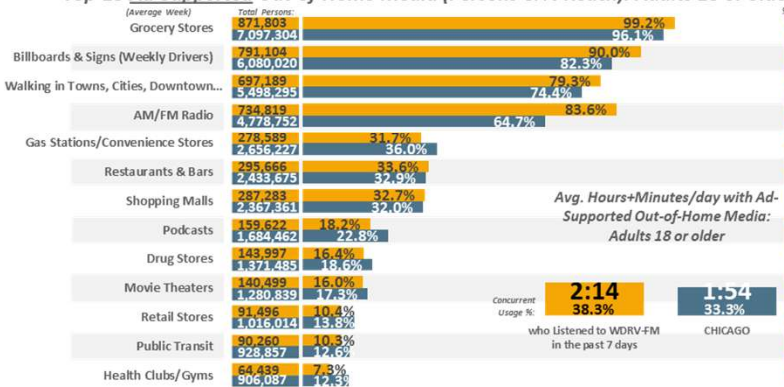
Avg. Hours+Minutes/day with Out-of-Home Media: Adults 18 or older

Concurrent Usage %: 2:25 37.6% (who Listened to WDRV-FM in the past 7 days) vs 2:02 33.3% (CHICAGO)

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



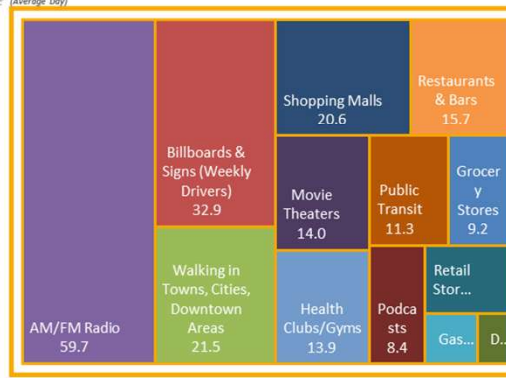
### Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 18 or older



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

Concurrent Usage %: 2:14 38.3% (who Listened to WDRV-FM in the past 7 days) vs 1:54 33.3% (CHICAGO)

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



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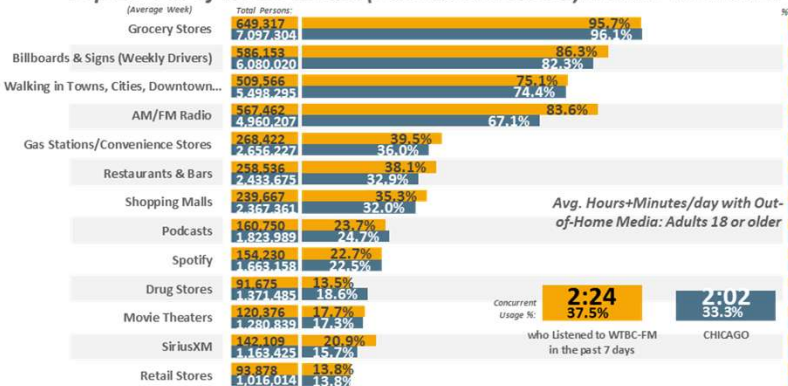
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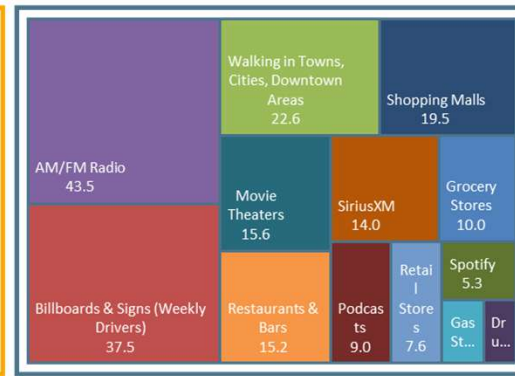
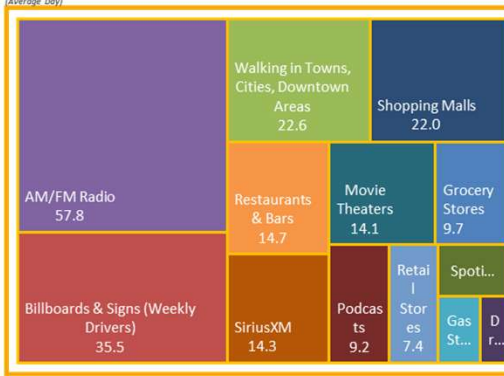


586,153 or 86.3% of Adults 18 or older who Listened to WTBC-FM in the past 7 days spend an average of 35.5 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 53.9 minutes/day.

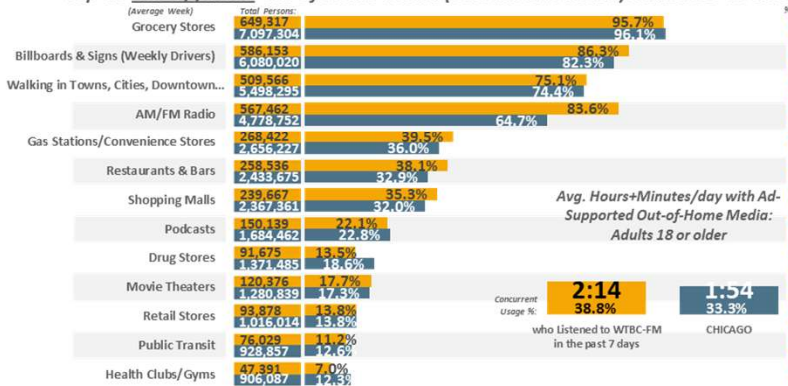
### Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



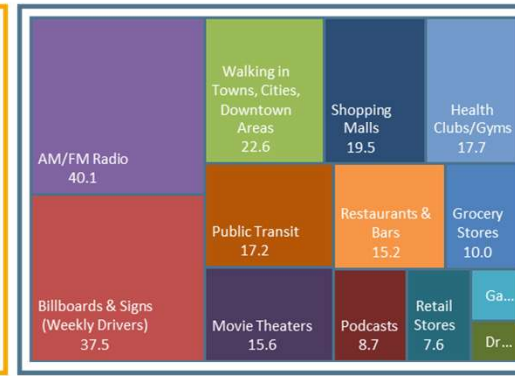
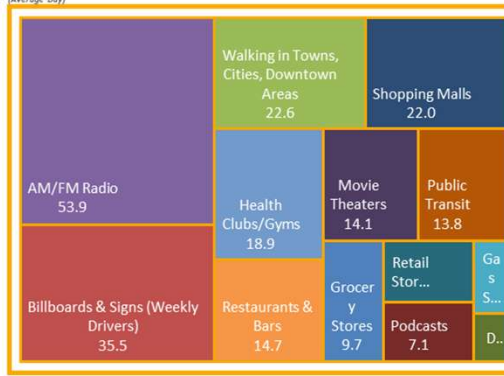
### Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



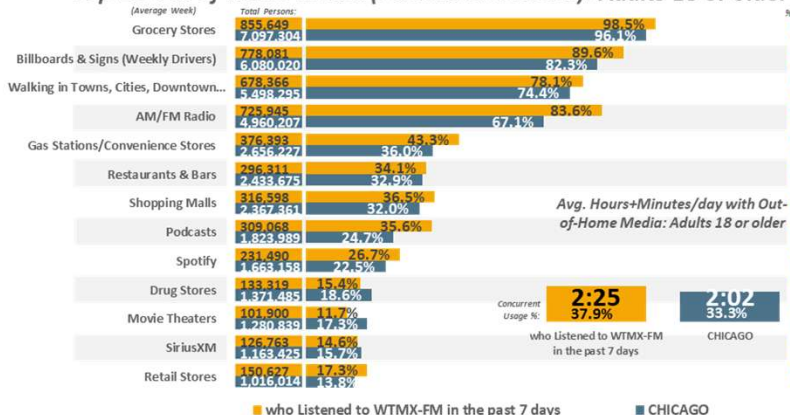
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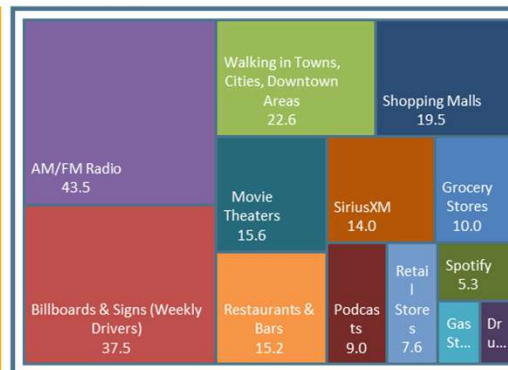
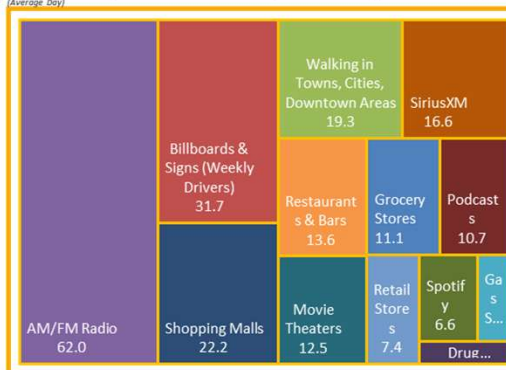


778,081 or 89.6% of Adults 18 or older who Listened to WTMX-FM in the past 7 days spend an average of 31.7 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 56.4 minutes/day.

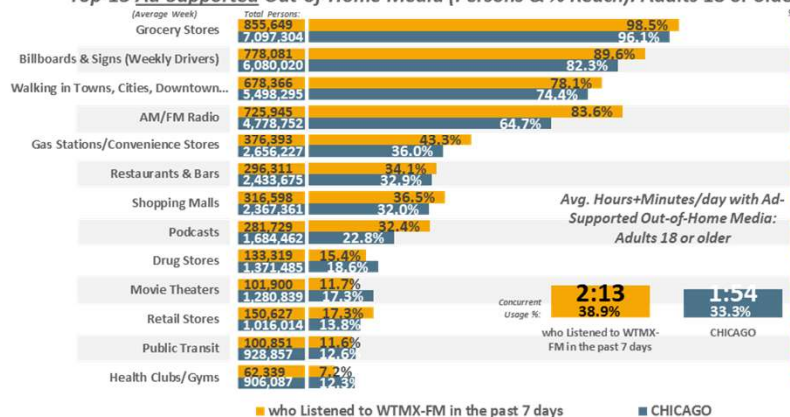
### Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



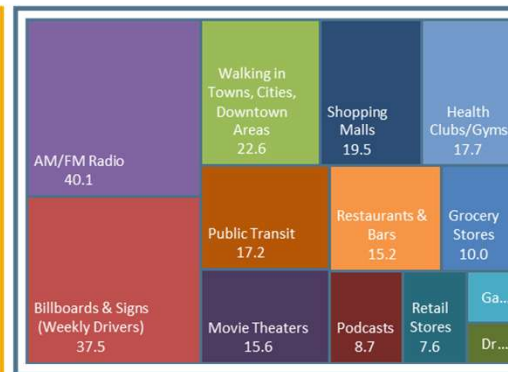
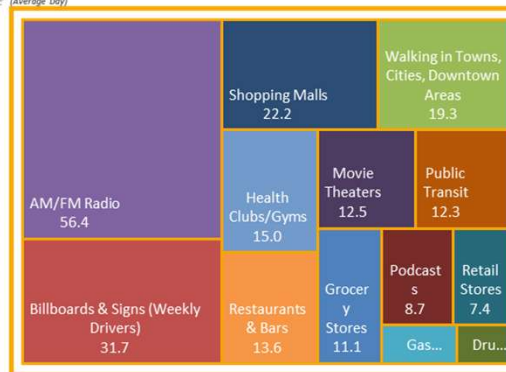
### Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



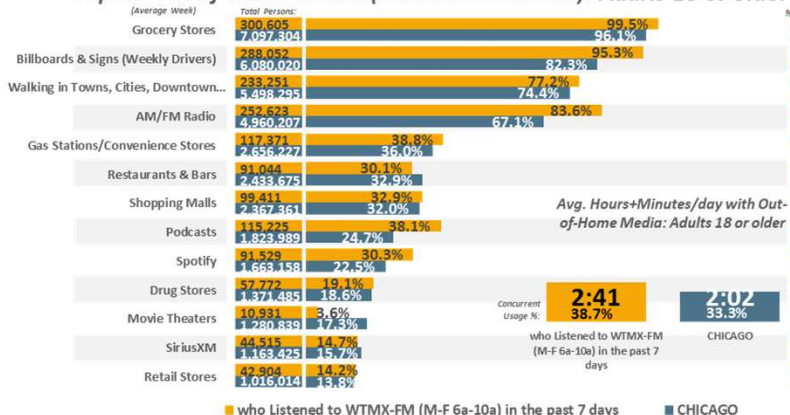
CHICAGO Metro Scarborough R1 2026: Feb25-Feb26 Qual Intab 427  
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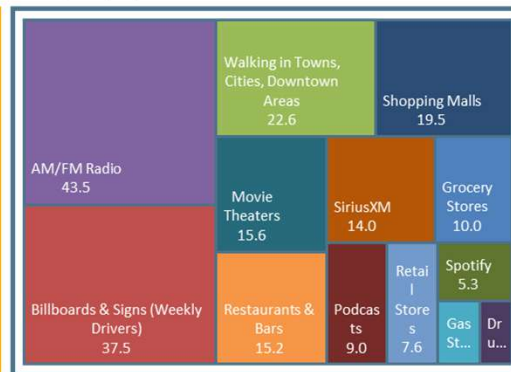
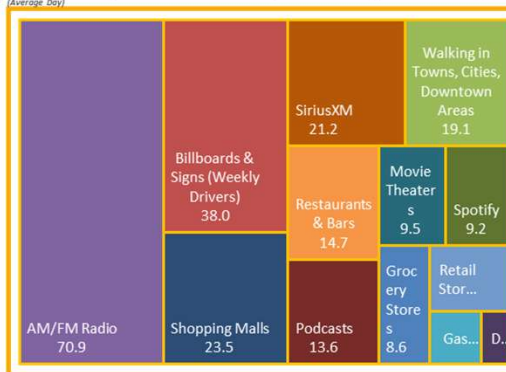


288,052 or 95.3% of Adults 18 or older who Listened to WTMX-FM (M-F 6a-10a) in the past 7 days spend an average of 38. minutes per day driving, seeing Billboards and Signs. 80.4% Listen to Local Radio Stations Out-of-Home for an average of 63.5 minutes/day

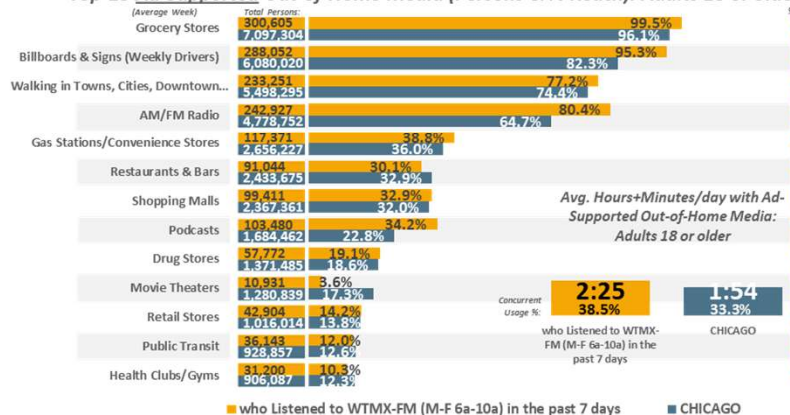
**Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older**



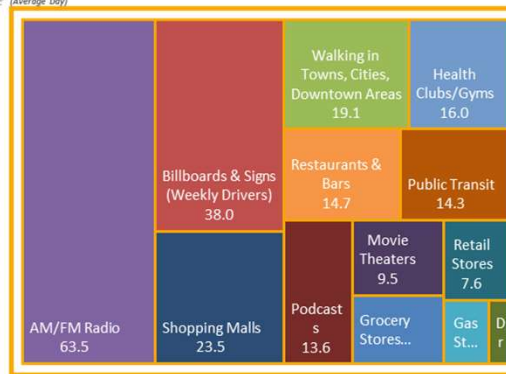
**Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



**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**



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Radio Stations: WTMX-FM M-F 6A-10A



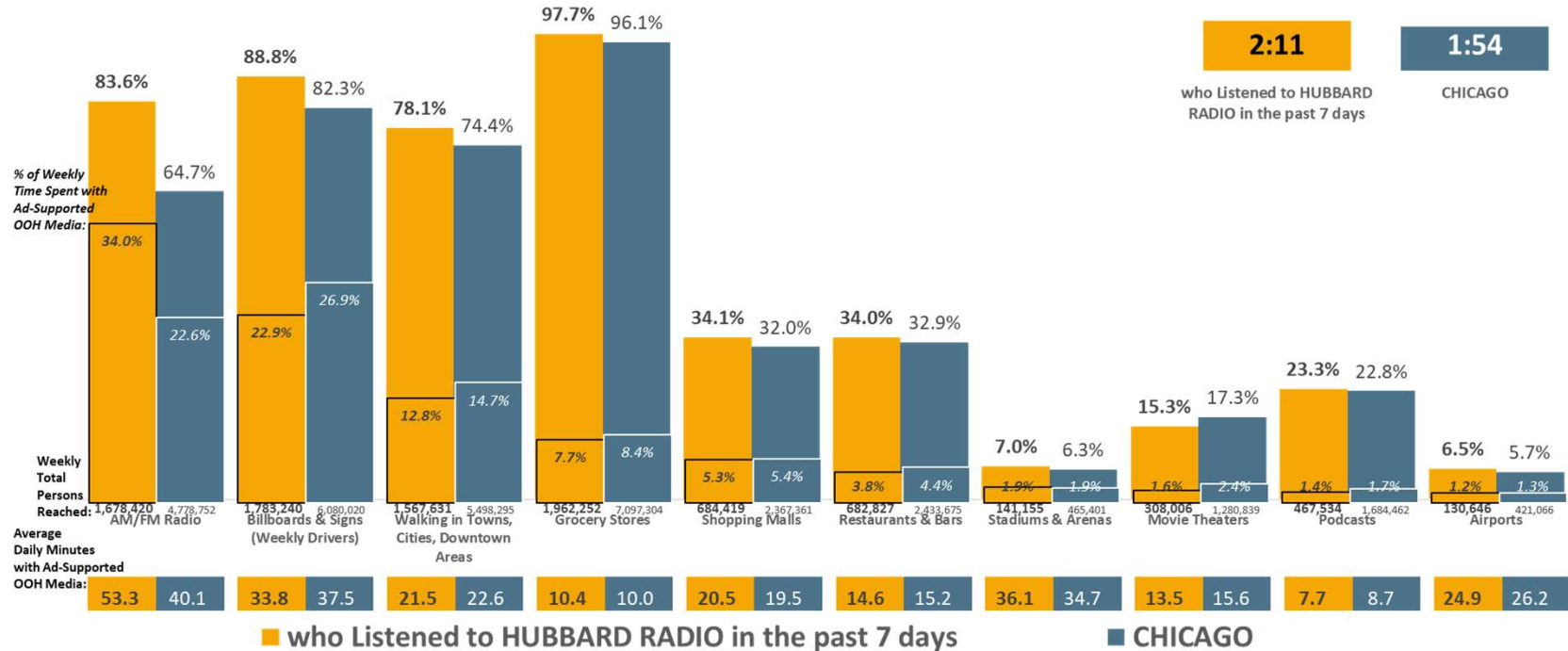


1,783,240 or 88.8% of Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days spend an average of 33.8 minutes per day driving, seeing Billboards and Signs representing 22.9% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

## "Share of Ad-Supported OOH Media"



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

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

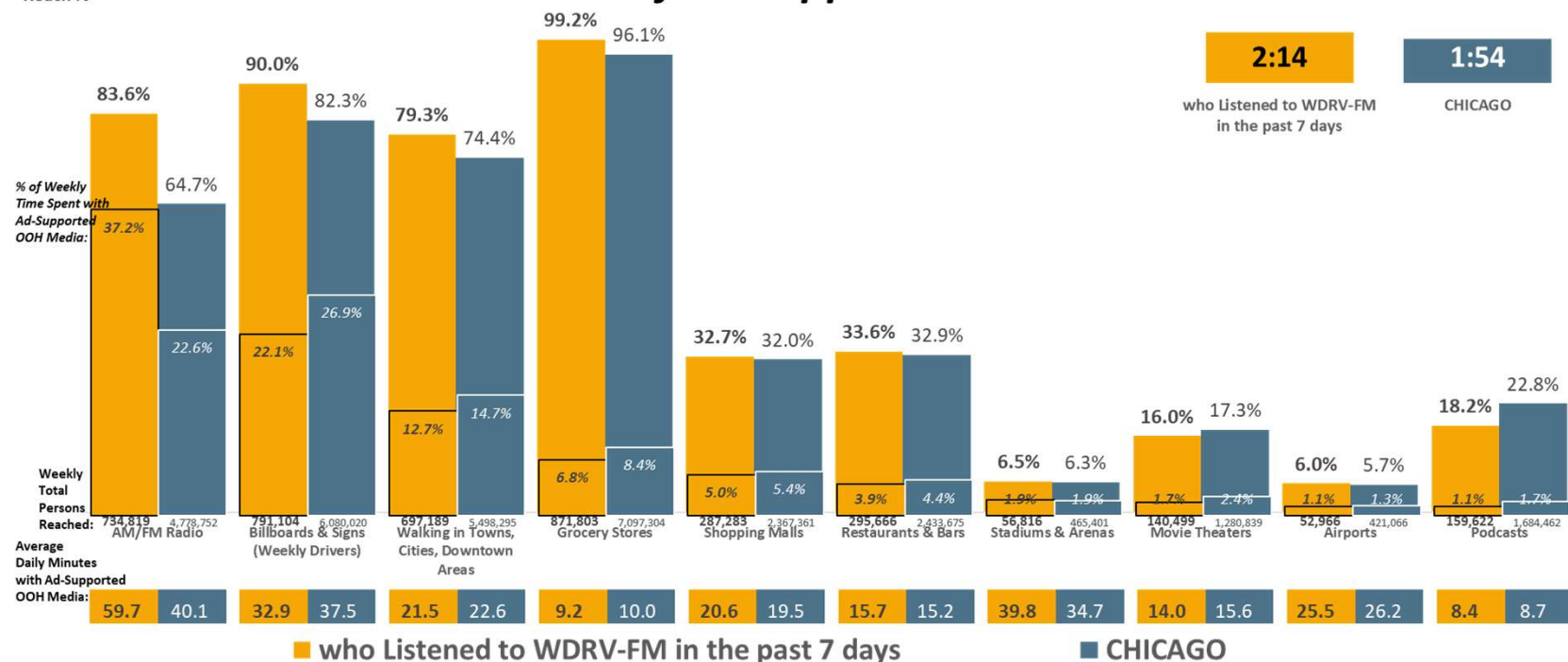


791,104 or 90.0% of Adults 18 or older who Listened to WDRV-FM in the past 7 days spend an average of 32.9 minutes per day driving, seeing Billboards and Signs representing 22.1% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

## "Share of Ad-Supported OOH Media"



**2:14**

who Listened to WDRV-FM in the past 7 days

**1:54**

CHICAGO

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

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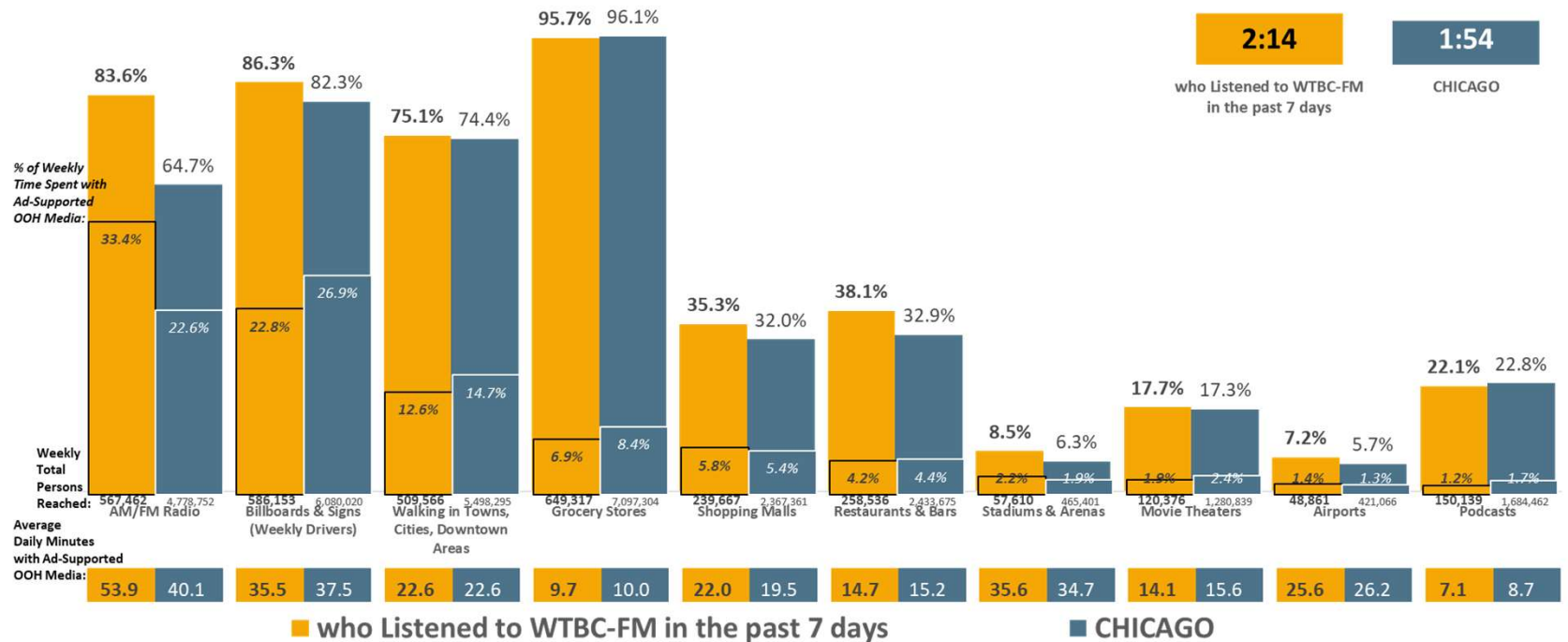


586,153 or 86.3% of Adults 18 or older who Listened to WTBC-FM in the past 7 days spend an average of 35.5 minutes per day driving, seeing Billboards and Signs representing 22.8% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly  
Reach %

## "Share of Ad-Supported OOH Media"



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

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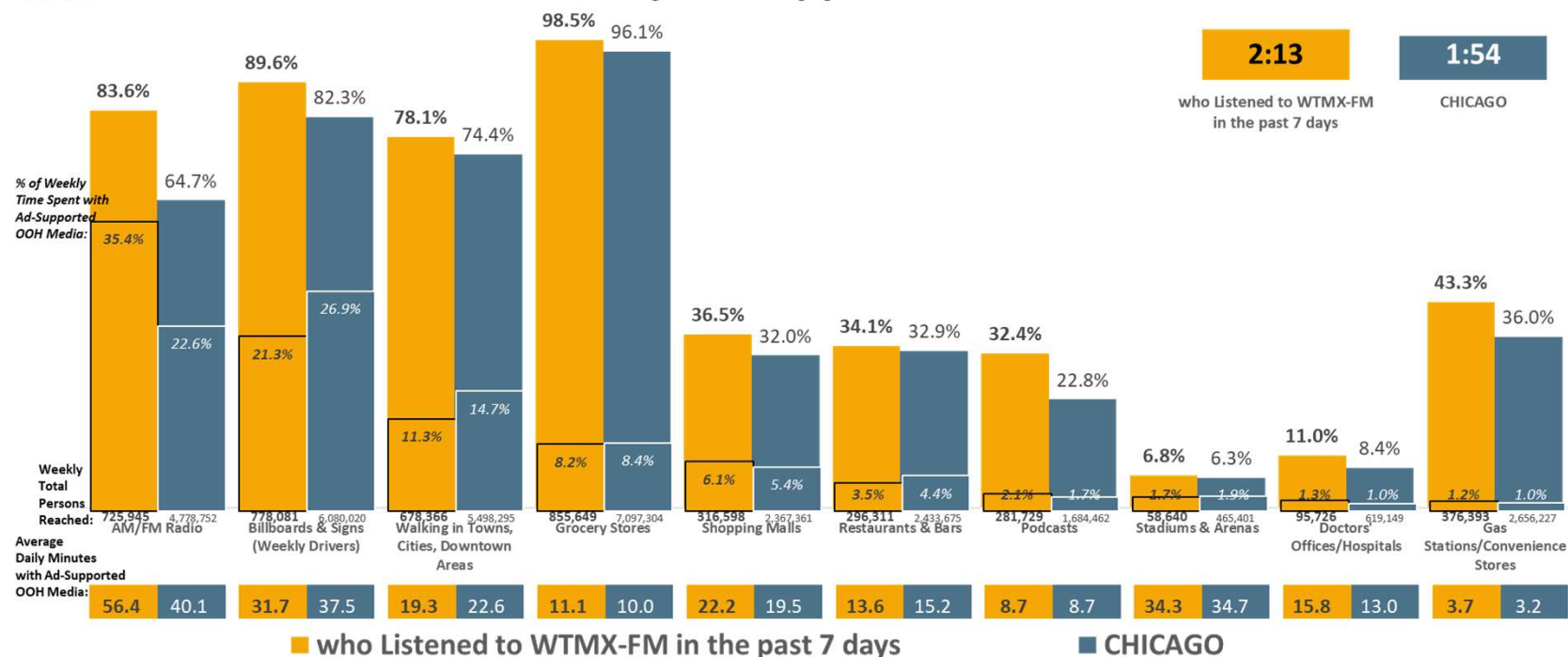


778,081 or 89.6% of Adults 18 or older who Listened to WTMX-FM in the past 7 days spend an average of 31.7 minutes per day driving, seeing Billboards and Signs representing 21.3% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

## "Share of Ad-Supported OOH Media"



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Radio Stations: WTMX-FM

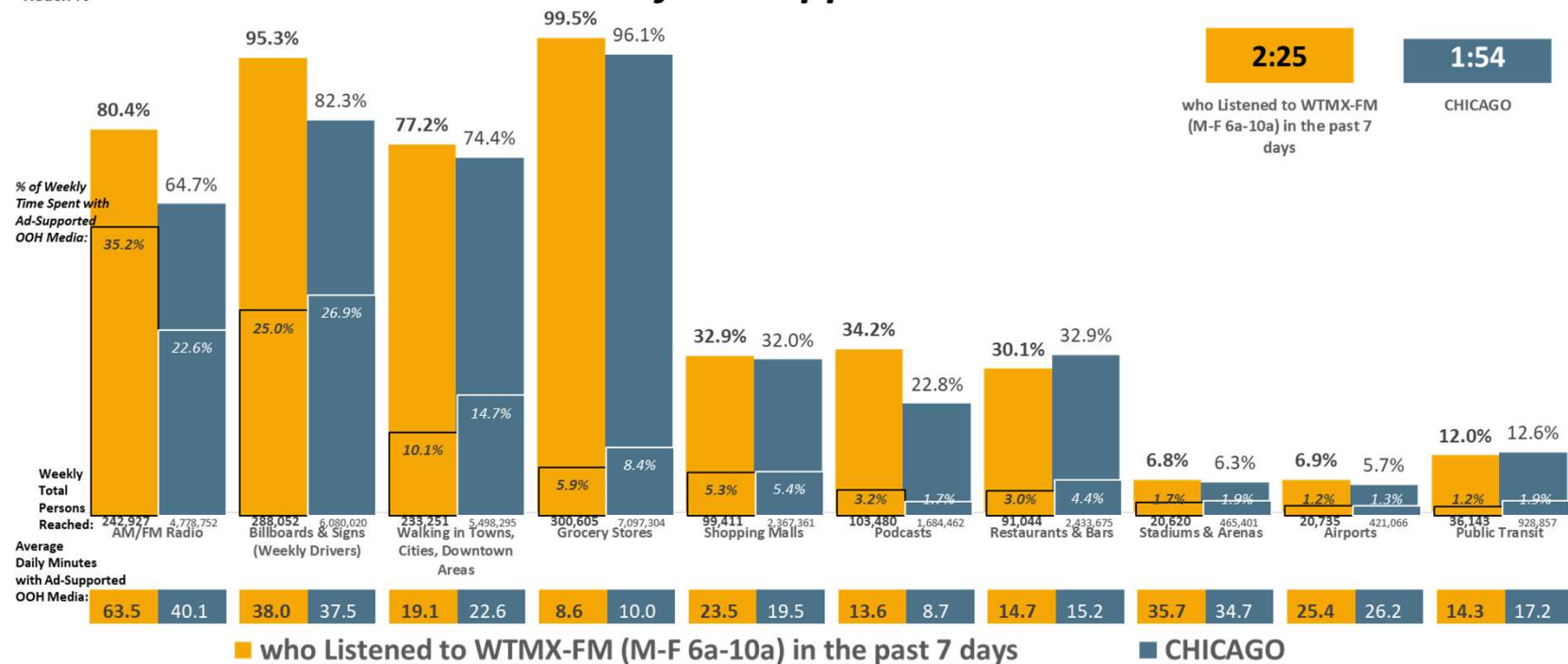


288,052 or 95.3% of Adults 18 or older who Listened to WTMX-FM (M-F 6a-10a) in the past 7 days spend an average of 38. minutes per day driving, seeing Billboards and Signs representing 25.% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly  
Reach %

## "Share of Ad-Supported OOH Media"



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

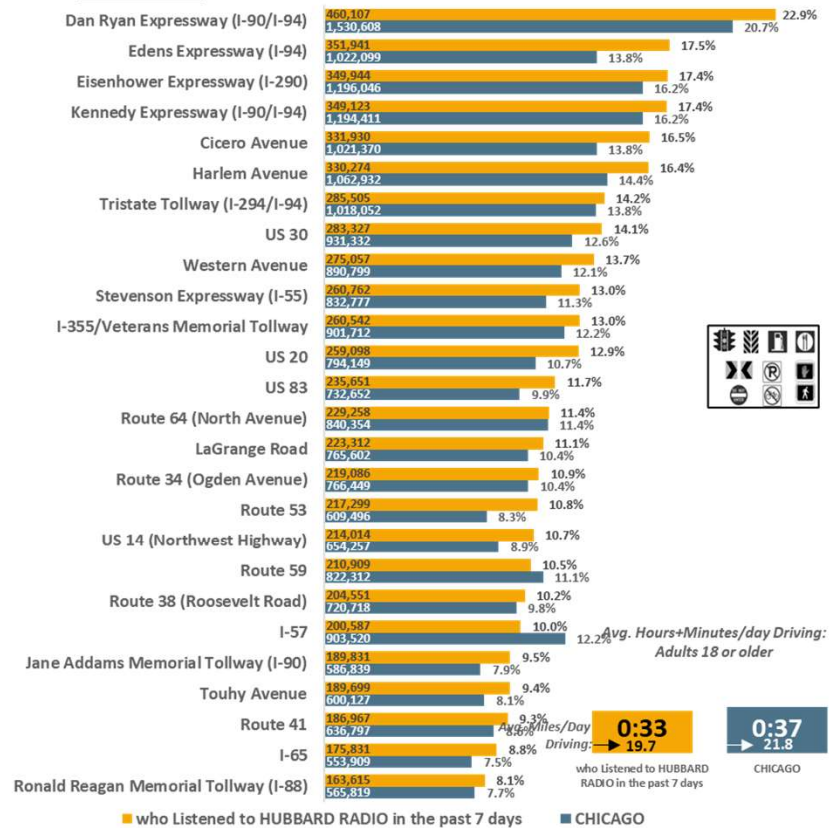
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Radio Stations: WTMX-FM M-F 6A-10A

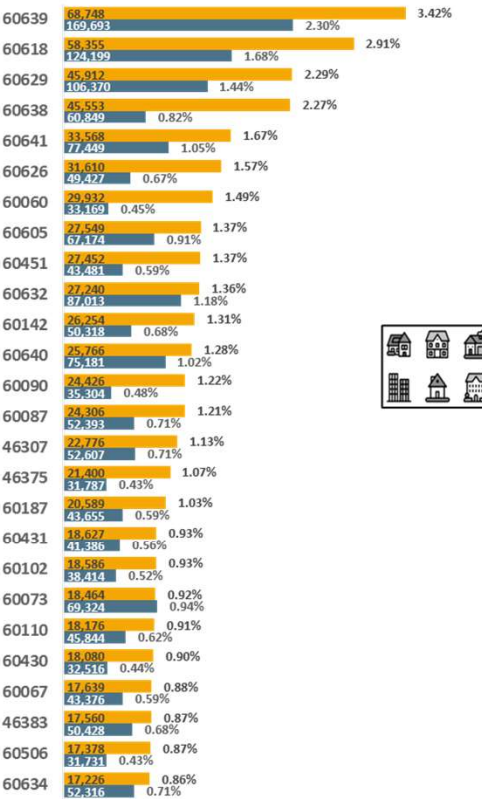


1,783,240 or 88.8% of Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days spend an average of 33.8 minutes per day driving an average of 19.7 miles each day and are 31.2% more likely to use Route 53 than the Metro average.

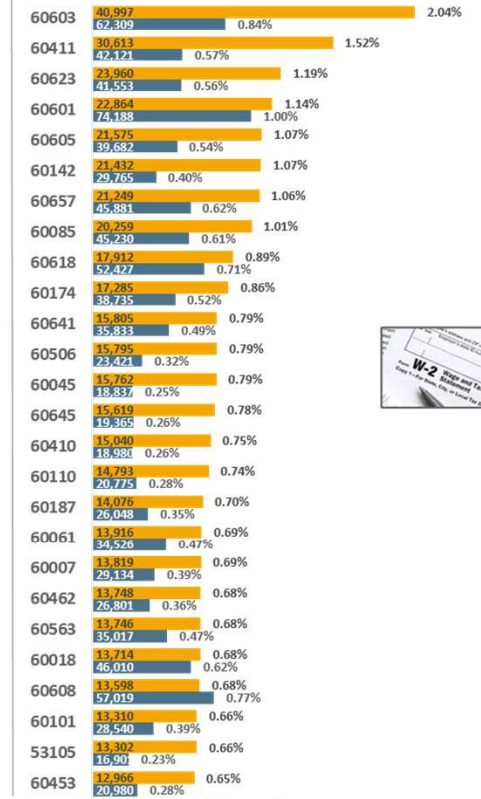
#### Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



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



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

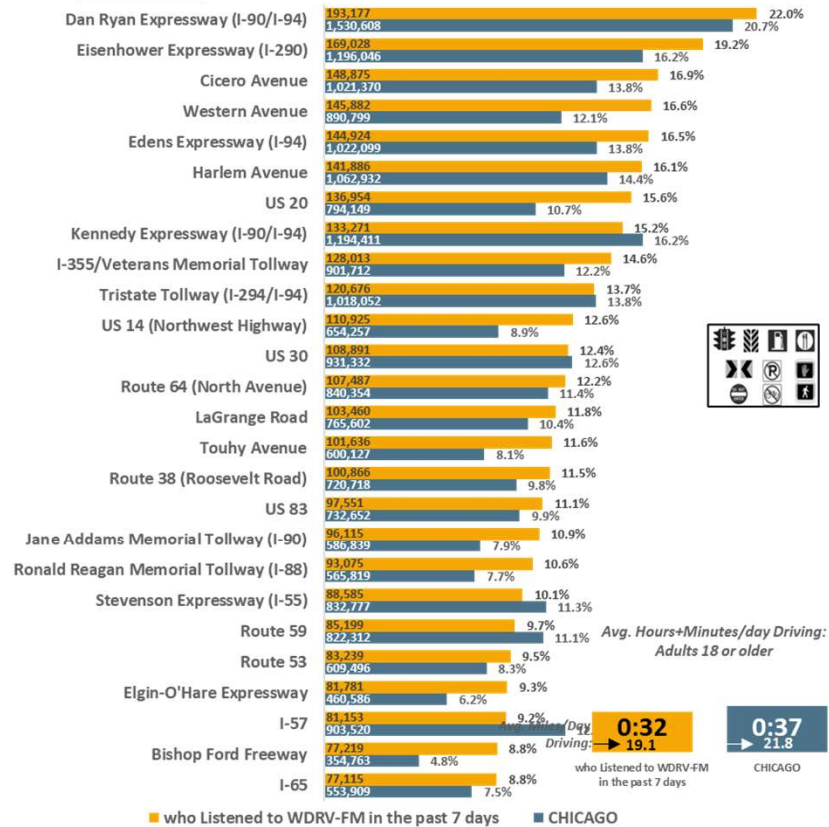




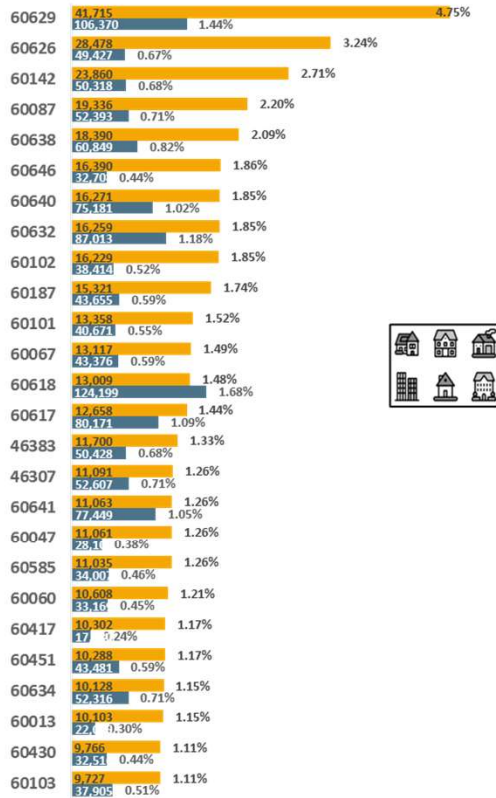


791,104 or 90.% of Adults 18 or older who Listened to WDRV-FM in the past 7 days spend an average of 32.9 minutes per day driving an average of 19.1 miles each day and are 44.9% more likely to use US 20 than the Metro average.

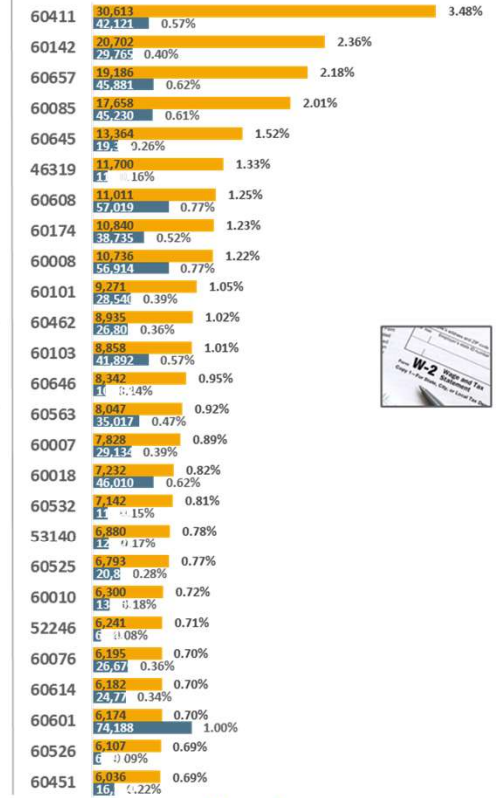
#### Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



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



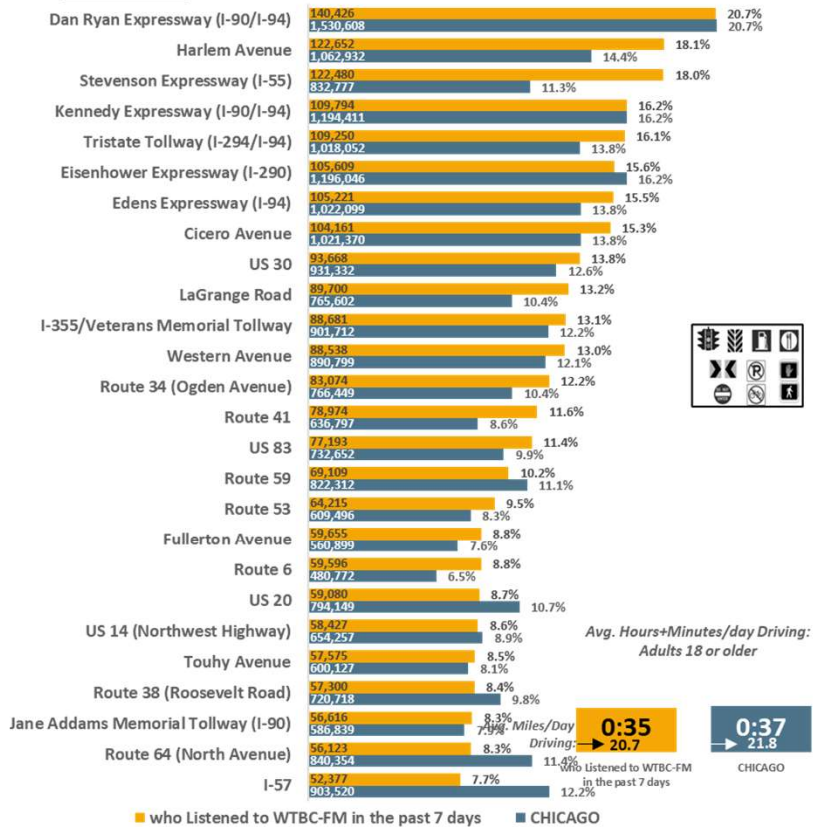
#### Top-26 Employment Zip Codes: Adults 18 or older



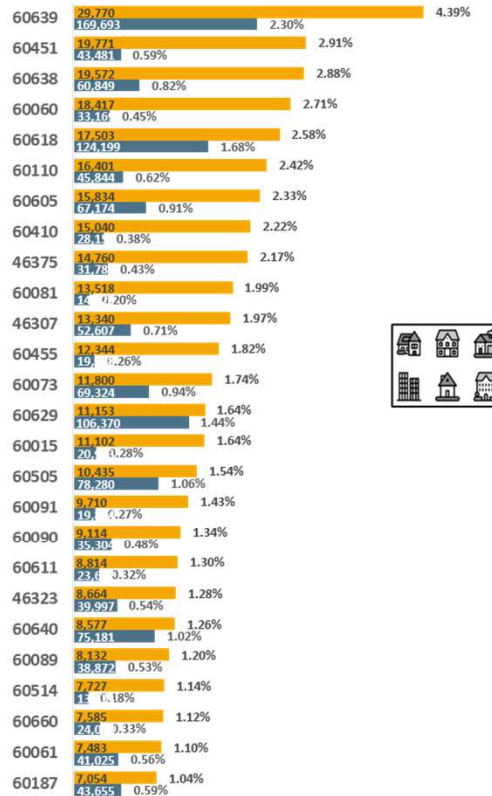


586,153 or 86.3% of Adults 18 or older who Listened to WTBC-FM in the past 7 days spend an average of 35.5 minutes per day driving an average of 20.7 miles each day and are 60.1% more likely to use Stevenson Expressway (I-55) than the Metro average.

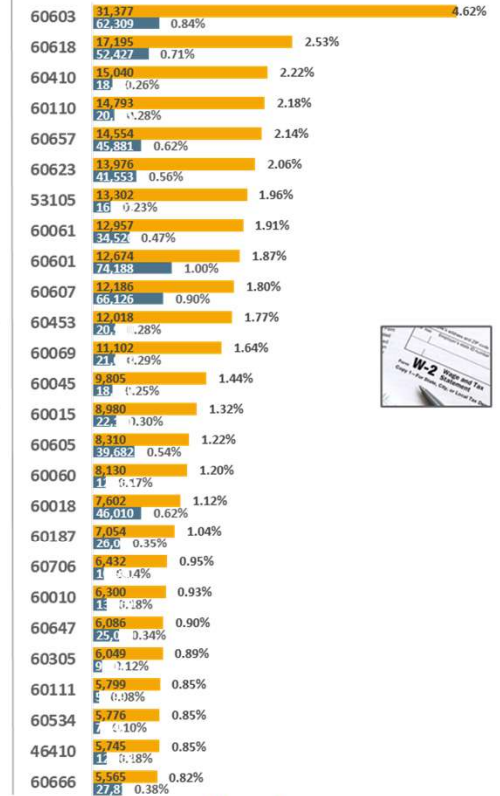
#### Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



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



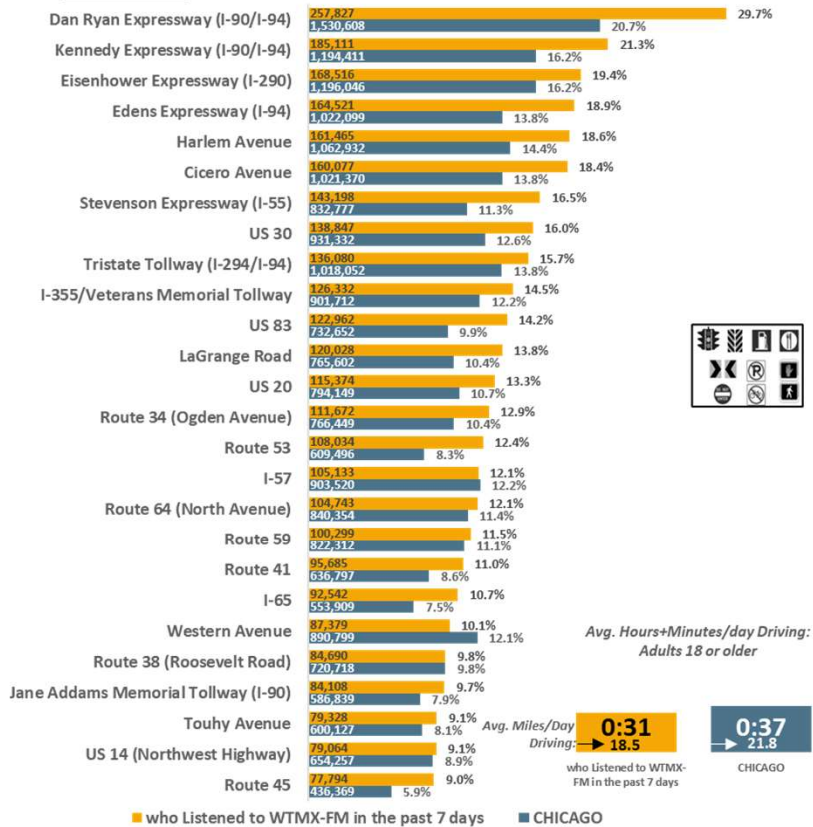
#### Top-26 Employment Zip Codes: Adults 18 or older



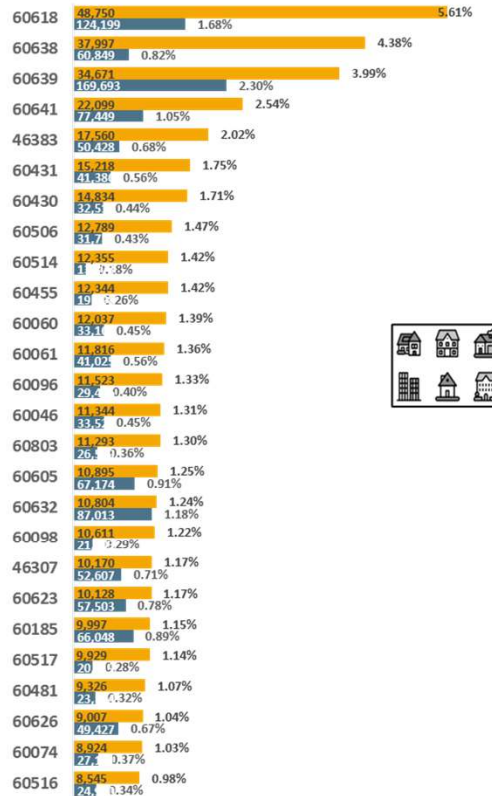


778,081 or 89.6% of Adults 18 or older who Listened to WTMX-FM in the past 7 days spend an average of 31.7 minutes per day driving an average of 18.5 miles each day and are 50.8% more likely to use Route 53 than the Metro average.

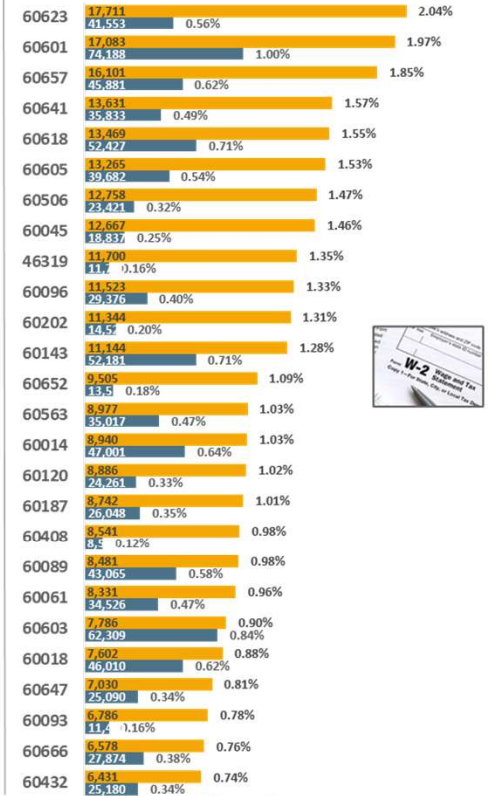
#### Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



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



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

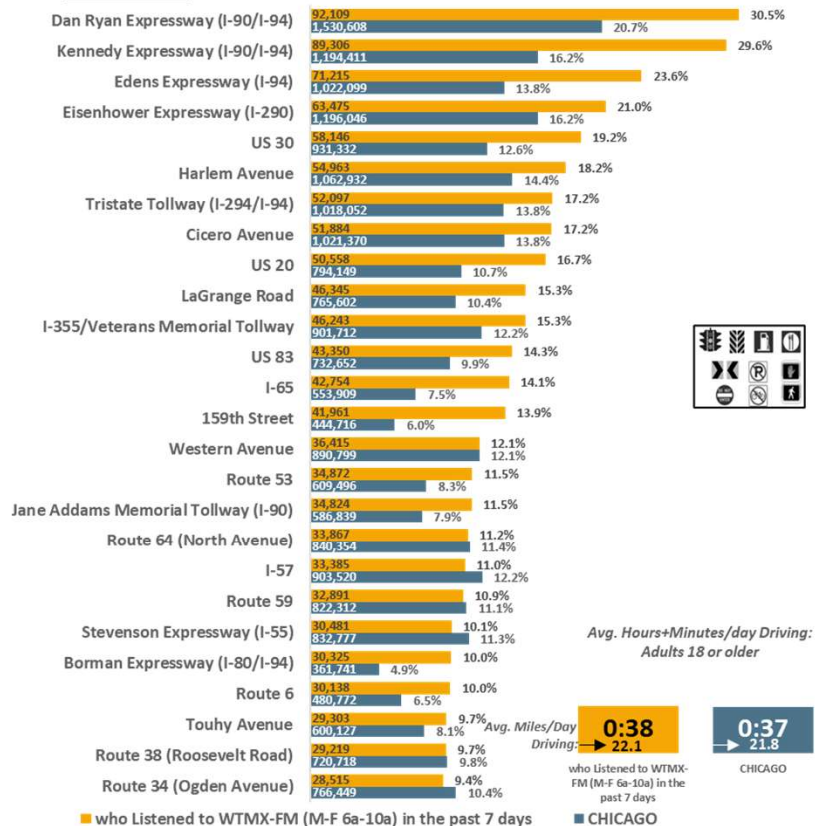




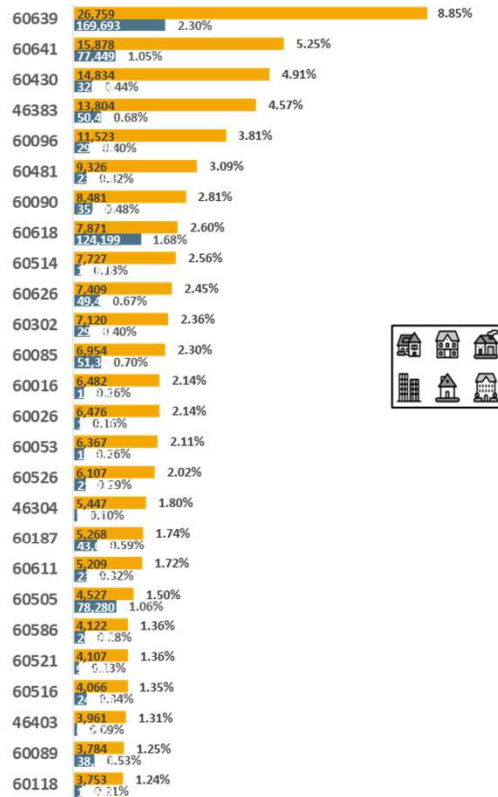


288,052 or 95.3% of Adults 18 or older who Listened to WTMX-FM (M-F 6a-10a) in the past 7 days spend an average of 38. minutes per day driving an average of 22.1 miles each day and are 130.7% more likely to use 159th Street than the Metro average.

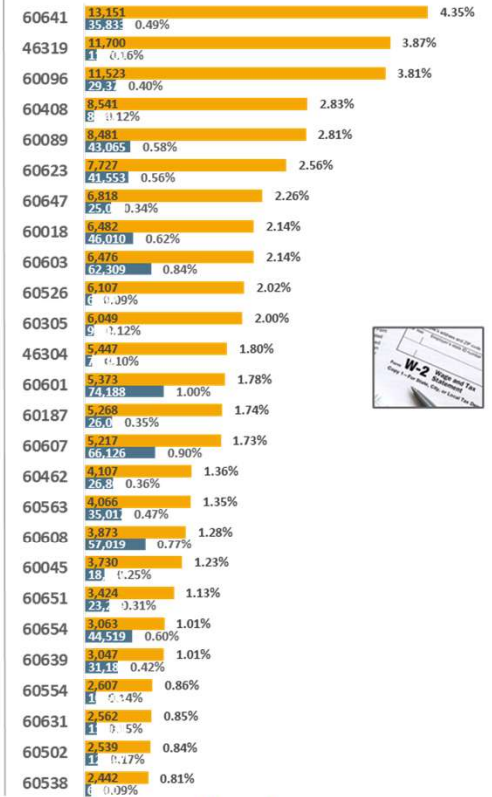
#### Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



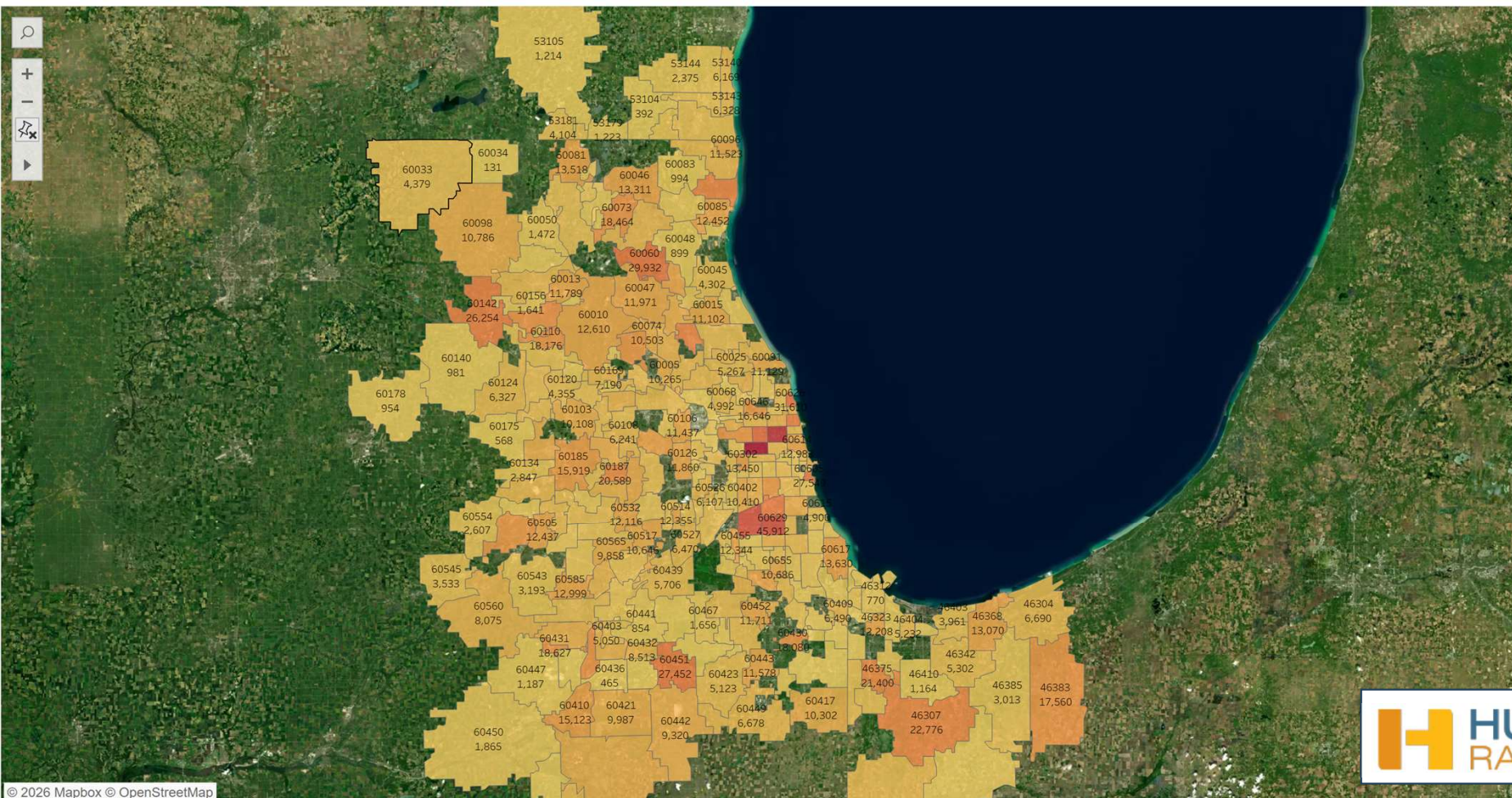
#### Top-26 Residential Zip Codes: Adults 18 or older



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



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



SUM(Adults 18 or older...



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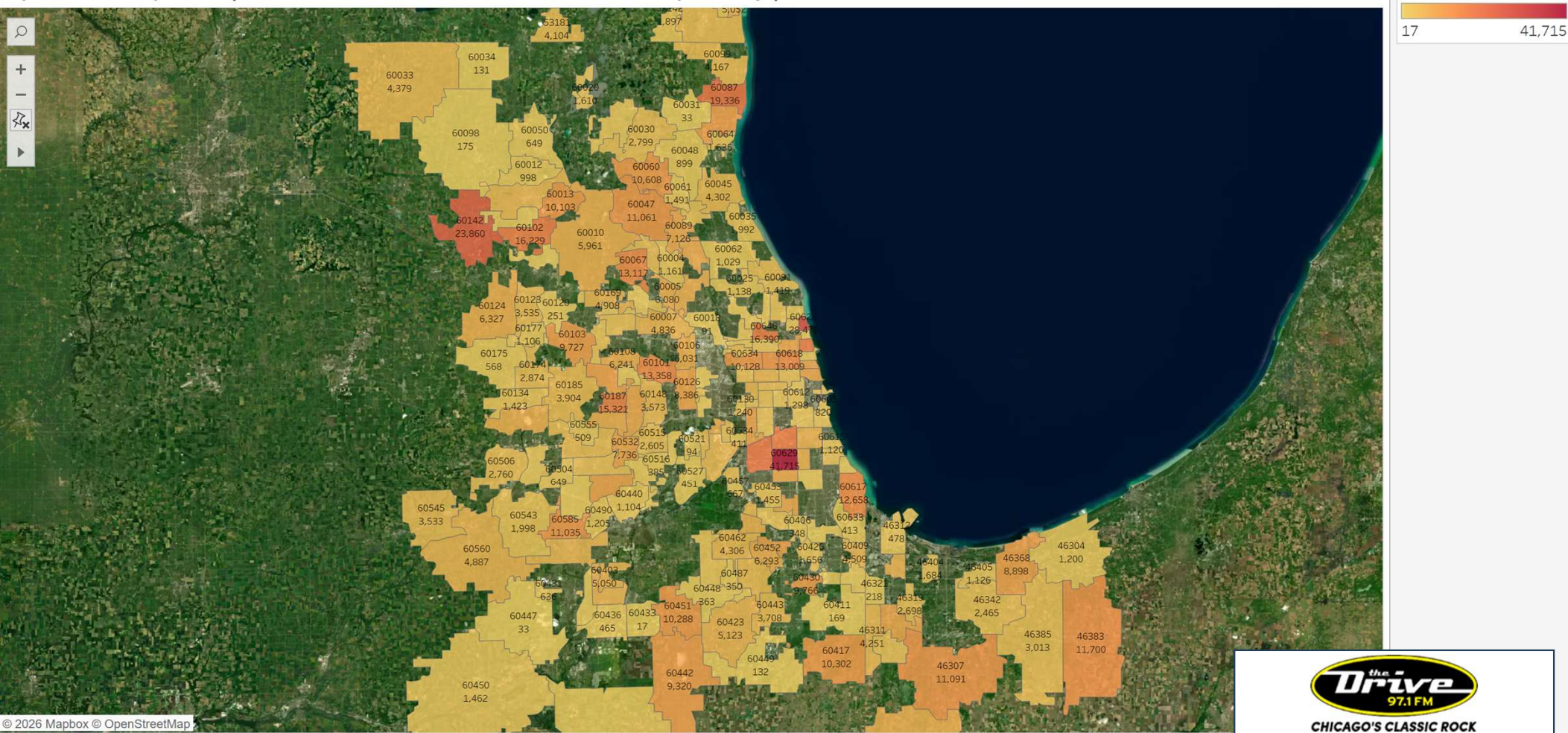
CHICAGO Metro Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,017  
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(Radio Stations: WDRV-FM OR Radio Stations: WTBC-FM OR Radio Stations: WTMX-FM)



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



CHICAGO'S CLASSIC ROCK

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Radio Stations: WDRV-FM



## An aerial map of a coastal region, likely in the United States, showing a mix of green land and blue water. The map is overlaid with a grid of colored polygons in shades of yellow, orange, and red. Numerous numerical labels are scattered across the map, often associated with specific colored areas. For example, in the top left, a yellow area is labeled '60033 352'. In the center, a red area is labeled '60081 13,518'. Other labels include '60046 1,967', '60073 11,800', '60060 18,417', '60010 2,377', '60110 16,401', '60140 981', '60124 3,043', '60128 781', '60126 2,514', '60107 3,828', '60177 3,734', '60175 144', '60114 1,903', '60134 317', '60185 3,337', '60187 7,054', '60154 4,397', '60402 645', '60532 594', '60514 7,727', '60527 5,776', '60440 472', '60439 5,706', '60446 2,918', '60544 614', '60491 1,354', '60431 2,778', '60435 4,803', '60432 2,082', '60451 19,771', '60447 33', '60410 15,040', '60421 4,094', '60004 648', '60005 3,275', '60016 4,099', '60076 419', '60631 3,298', '60659 1,211', '60618 7,503', '60108 5,169', '60126 3,202', '60302 6,866', '60612 3,067', '60629 11,153', '60455 12,344', '60617 1,946', '60628 1,486', '60482 3,732', '60406 2,561', '60462 1,441', '60452 1,575', '60426 2,235', '60409 1,948', '60407 1,640', '60405 2,619', '60304 43', '60368 4,491', '60375 14,760', '60307 13,340', '60373 1,275', '60486 1,177', '60443 729', '60403 1,948', '60405 2,619', '60407 1,640', '60409 1,948', '60426 2,235', '60452 1,575', '60462 1,441', '60406 2,561', '60482 3,732', '60628 1,486', '60617 1,946', '60455 12,344', '60612 3,067', '60302 6,866', '60126 3,202', '60108 5,169', '60618 7,503', '60631 3,298', '60076 419', '60016 4,099', '60005 3,275', '60004 648', '60067 3,063', '60010 2,377', '60110 16,401', '60124 3,043', '60128 781', '60126 2,514', '60107 3,828', '60177 3,734', '60175 144', '60114 1,903', '60134 317', '60185 3,337', '60187 7,054', '60154 4,397', '60402 645', '60532 594', '60514 7,727', '60527 5,776', '60440 472', '60439 5,706', '60446 2,918', '60544 614', '60491 1,354', '60431 2,778', '60435 4,803', '60432 2,082', '60451 19,771', '60447 33', '60410 15,040', '60421 4,094', '60004 648', '60005 3,275', '60016 4,099', '60076 419', '60631 3,298', '60659 1,211', '60618 7,503', '60108 5,169', '60126 3,202', '60302 6,866', '60612 3,067', '60629 11,153', '60455 12,344', '60617 1,946', '60628 1,486', '60482 3,732', '60406 2,561', '60462 1,441', '60452 1,575', '60426 2,235', '60409 1,948', '60407 1,640', '60405 2,619', '60304 43', '60368 4,491', '60375 14,760', '60307 13,340', '60373 1,275', '60486 1,177', '60443 729', '60403 1,948', '60405 2,619', '60407 1,640', '60426 2,235', '60452 1,575', '60462 1,441', '60406 2,561', '60482 3,732', '60628 1,486', '60617 1,946', '60455 12,344', '60612 3,067', '60302 6,866', '60126 3,202', '60108 5,169', '60618 7,503', '60631 3,298', '60076 419', '60016 4,099', '60005 3,275', '60004 648', '60067 3,063', '60010 2,377', '60110 16,401', '60124 3,043', '60128 781', '60126 2,514', '60107 3,828', '60177 3,734', '60175 144', '60114 1,903', '60134 317', '60185 3,337', '60187 7,054', '60154 4,397', '60402 645', '60532 594', '60514 7,727', '60527 5,776', '60440 472', '60439 5,706', '60446 2,918', '60544 614', '60491 1,354', '60431 2,778', '60435 4,803', '60432 2,082', '60451 19,771', '60447 33', '60410 15,040', '60421 4,094'. The map includes a standard map interface with a search bar, zoom controls, and a compass. The bottom left corner contains the text '© 2026 Mapbox © OpenStreetMap'. The bottom right corner features a logo for 'THRO' with the number '10' and the text '2025'.



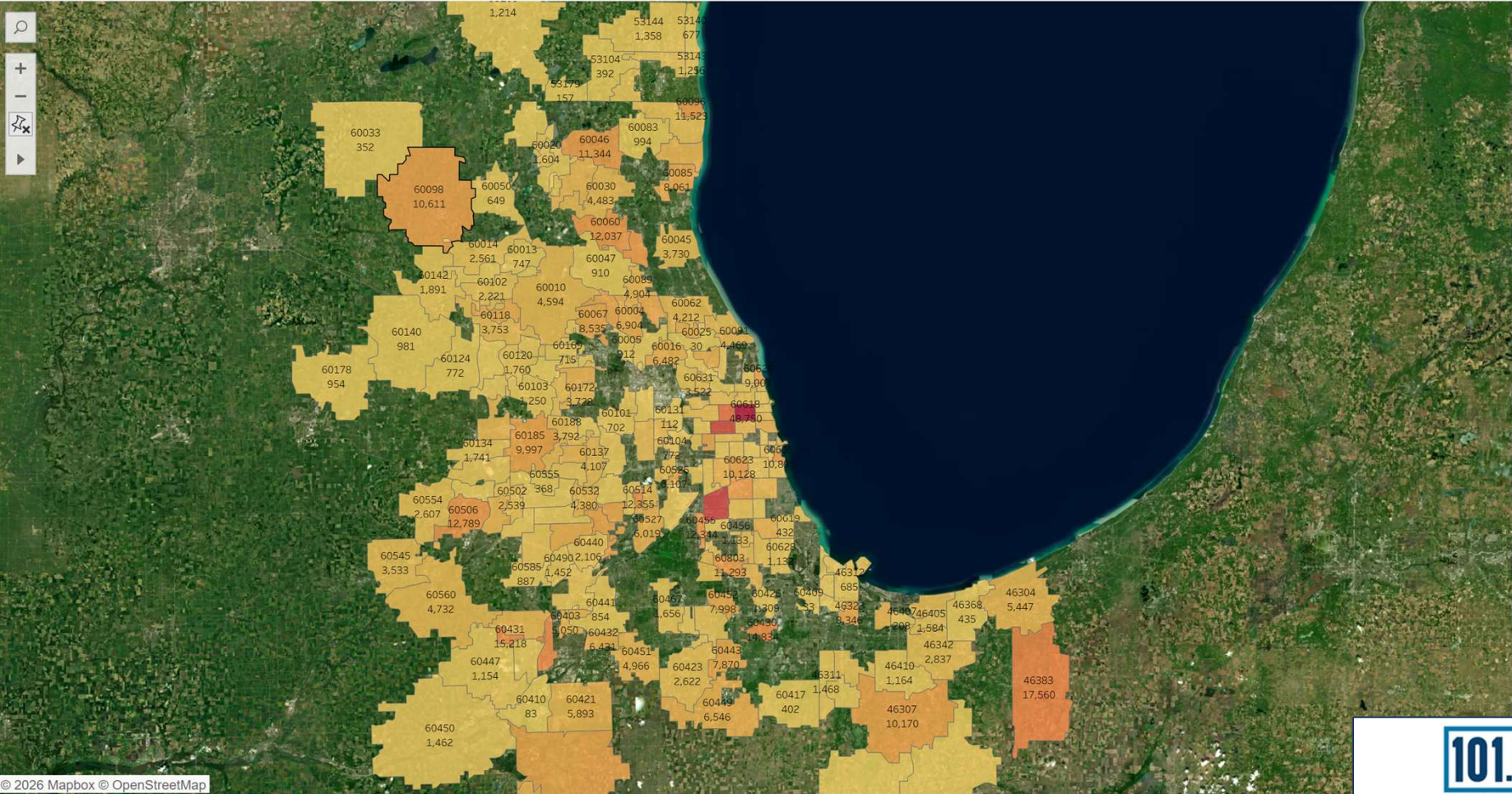
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Radio Stations: WTBC-FM

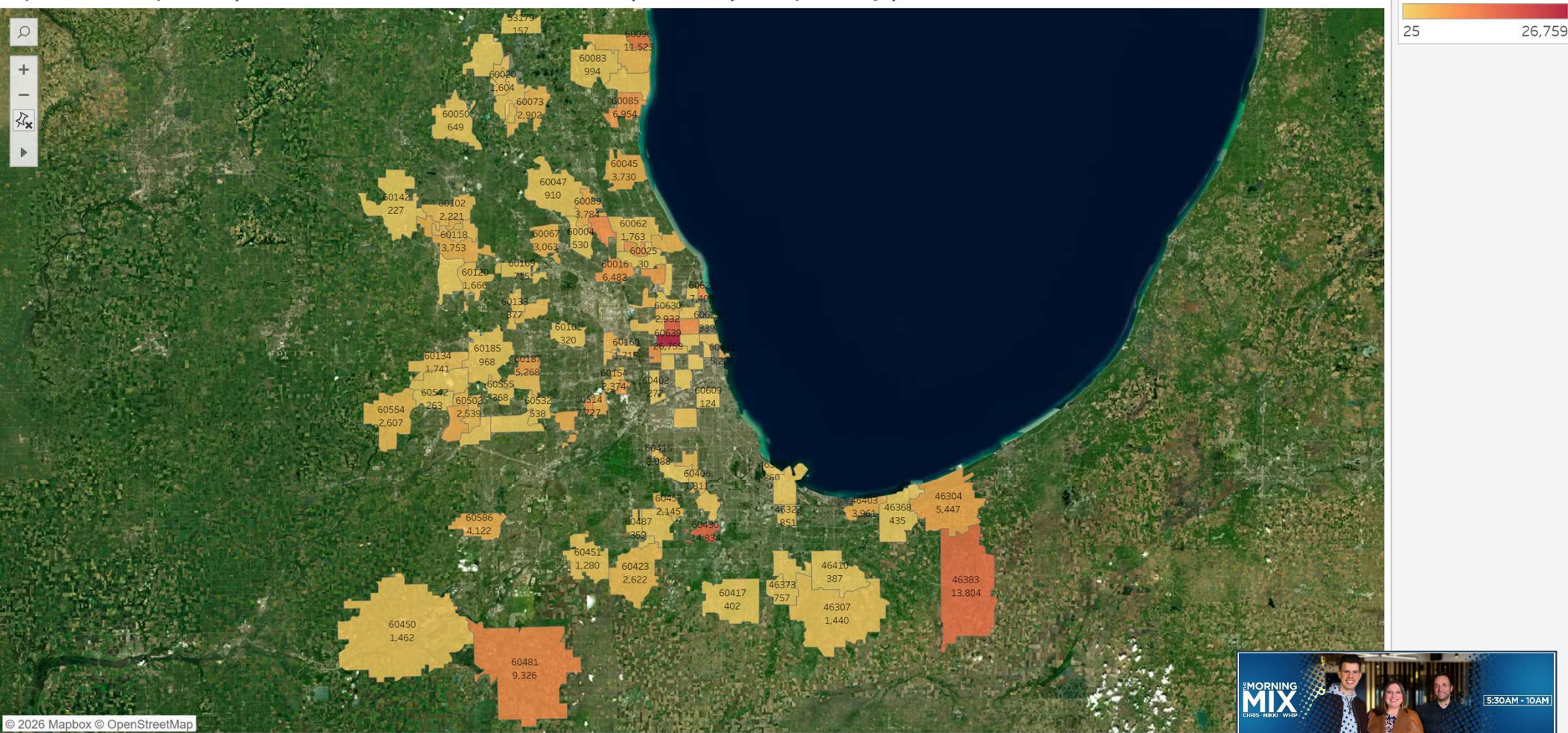


Top Residential Zip Codes: (Adults 18 or older who Listened to WTMX-FM in the past 7 days)





# Top Residential Zip Codes: (Adults 18 or older who Listened to WTMX-FM (M-F 6a-10a) in the past 7 days)



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Radio Stations: WTMX-FM M-F 6A-10A

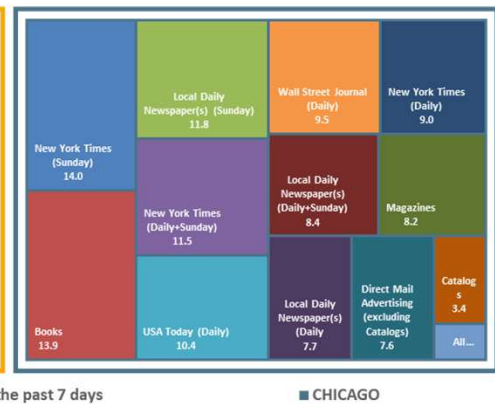
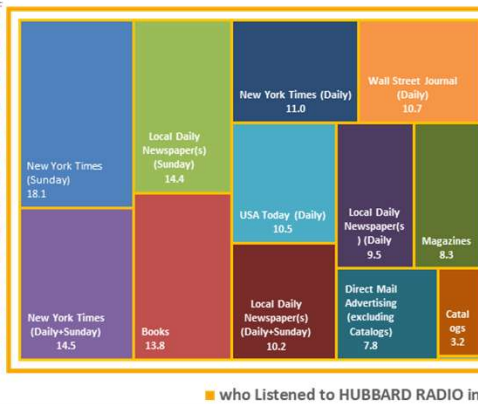
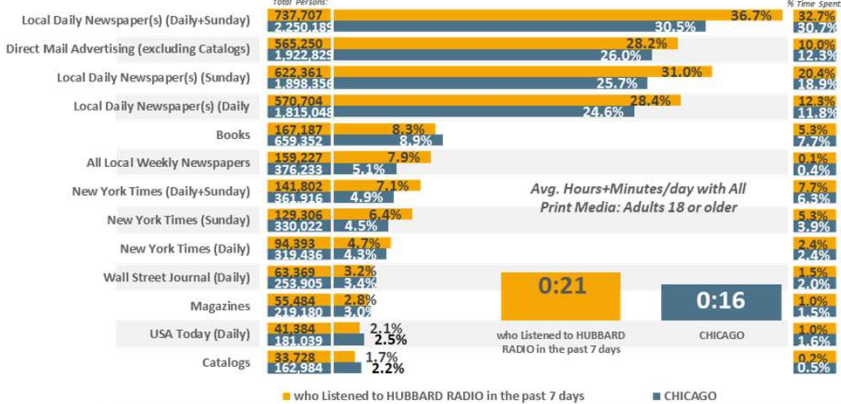
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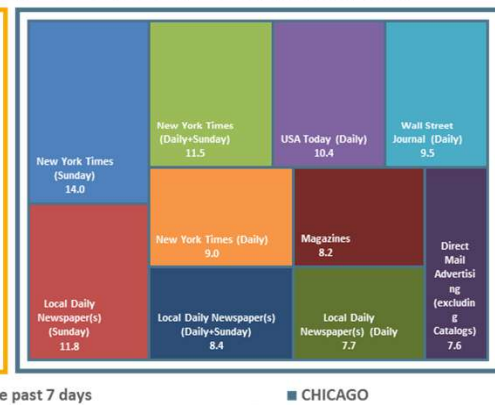
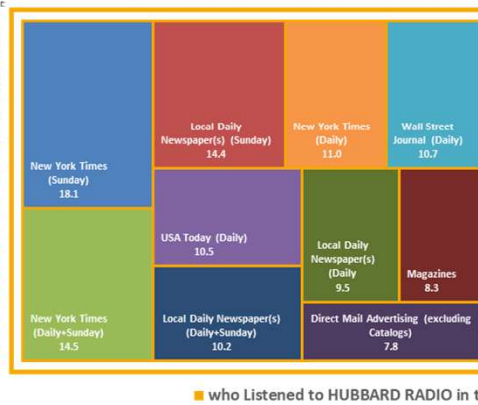
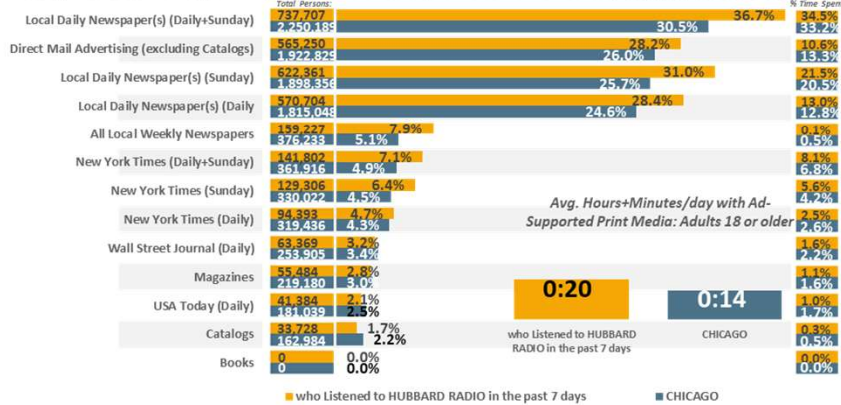


737,707 or 36.7% of Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.2 minutes every day representing 34.5% of all time spent daily with All forms of Print Media.

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



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



CHICAGO Metro Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,017  
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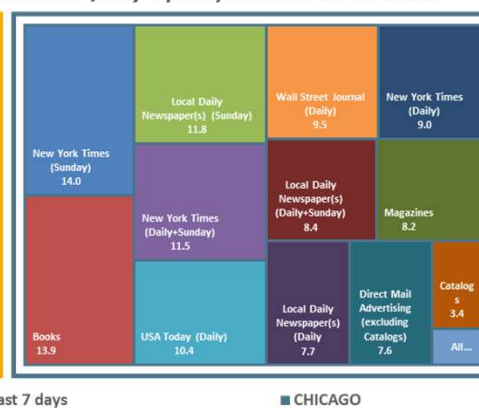
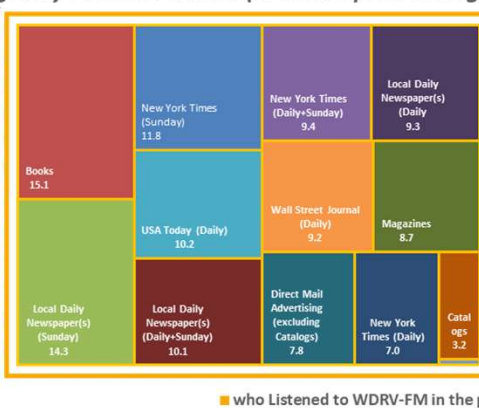
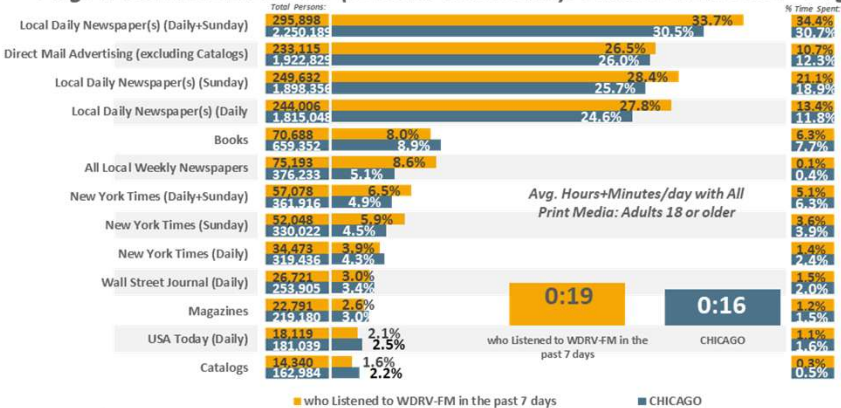
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(Radio Stations: WDRV-FM OR Radio Stations: WTBC-FM OR Radio Stations: WTMX-FM)

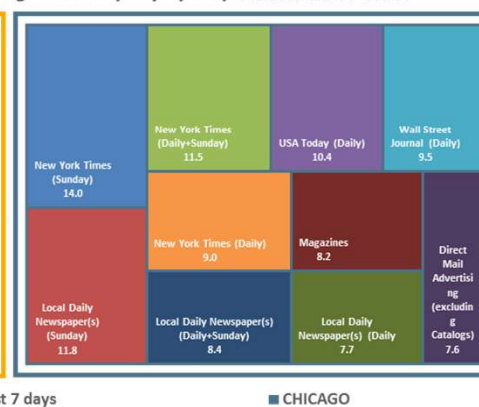
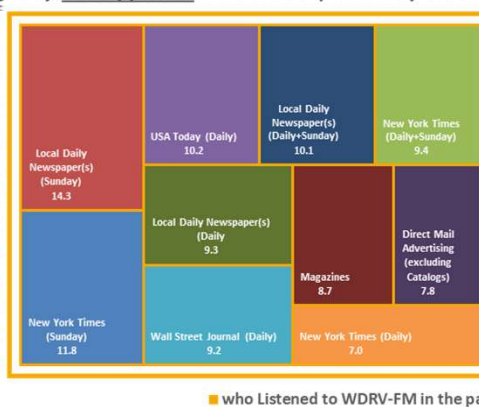
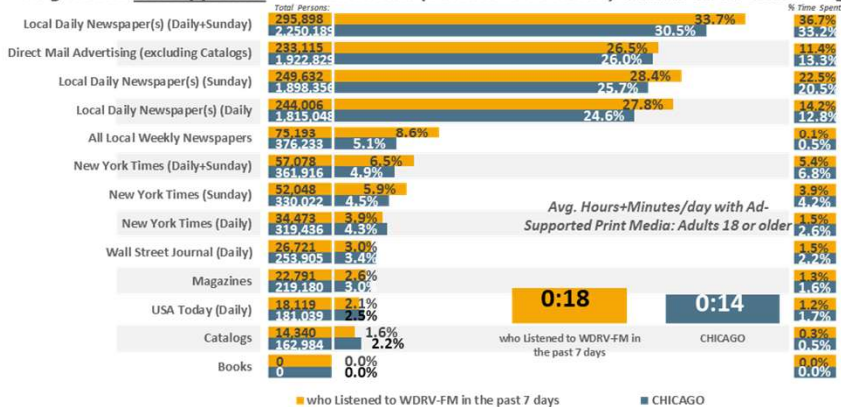


295,898 or 33.7% of Adults 18 or older who Listened to WDRV-FM in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.1 minutes every day representing 36.7% of all time spent daily with All forms of Print Media.

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



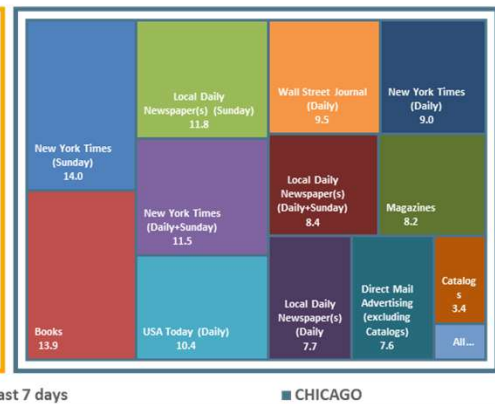
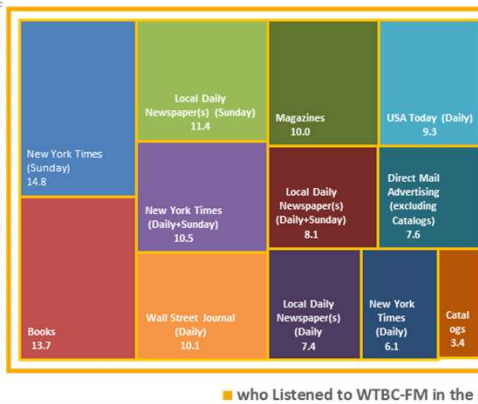
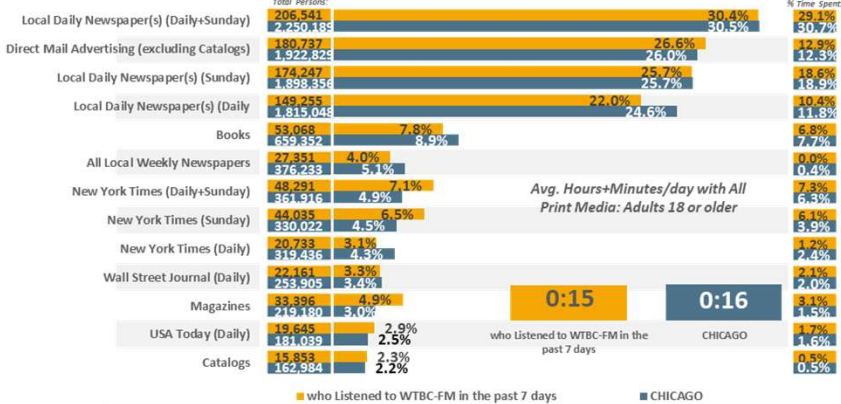
**Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older** **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



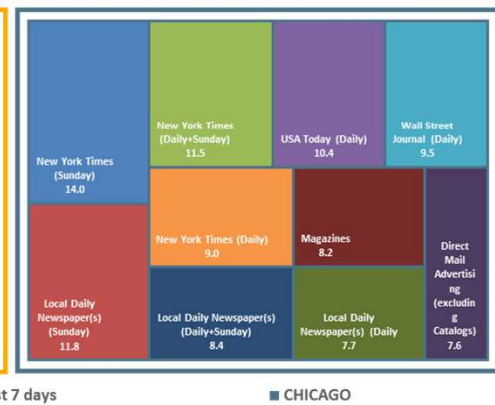
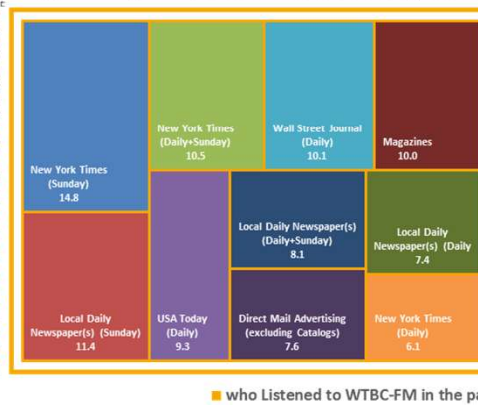
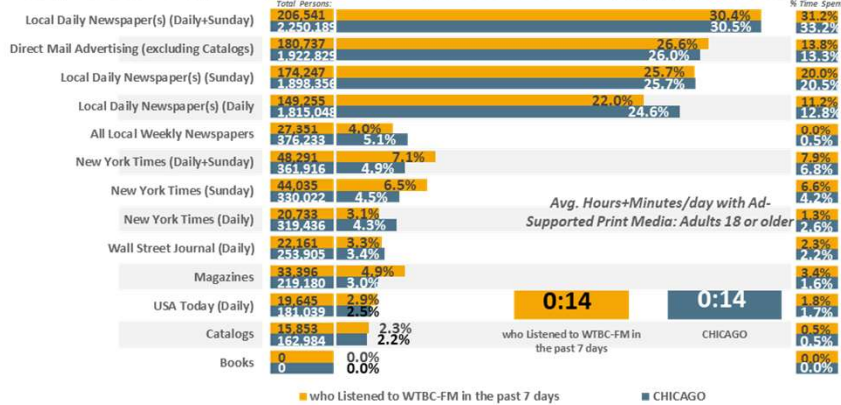


206,541 or 30.4% of Adults 18 or older who Listened to WTBC-FM in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.1 minutes every day representing 31.2% of all time spent daily with All forms of Print Media.

**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**

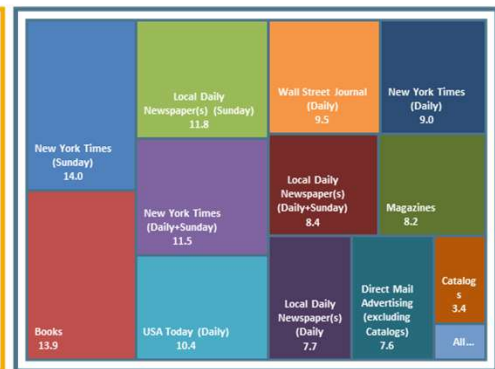
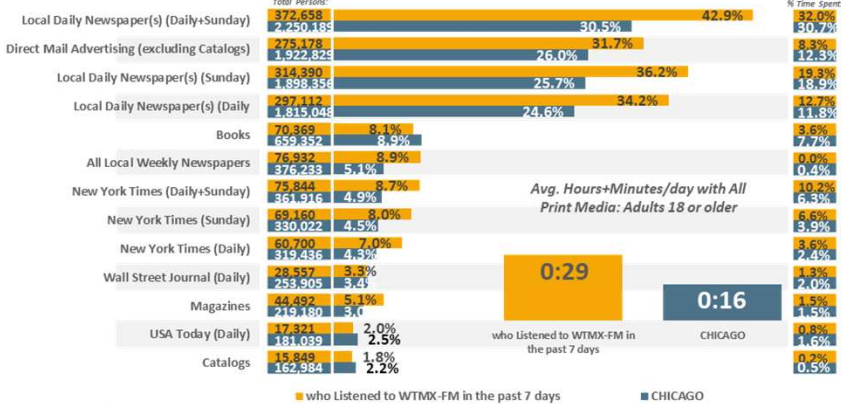




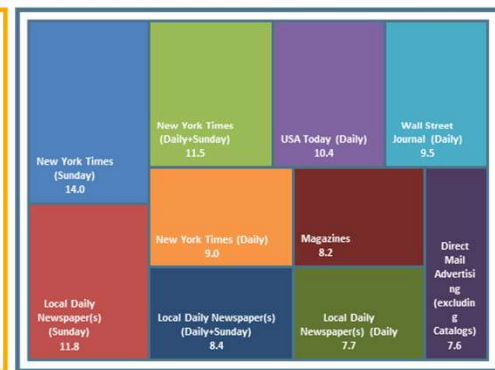
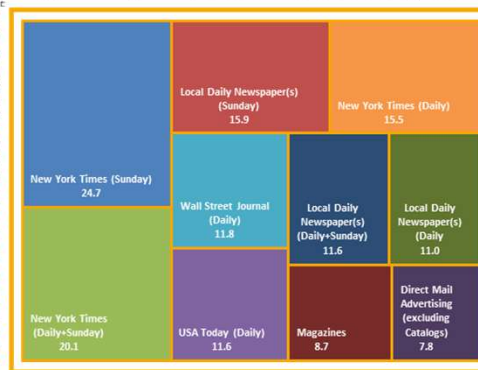
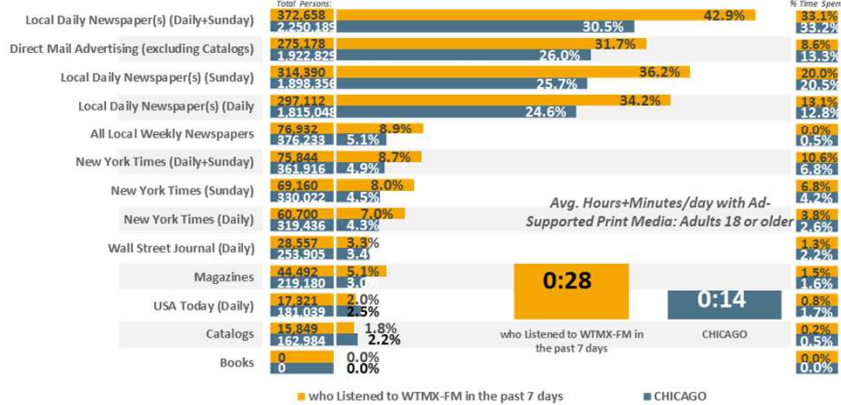


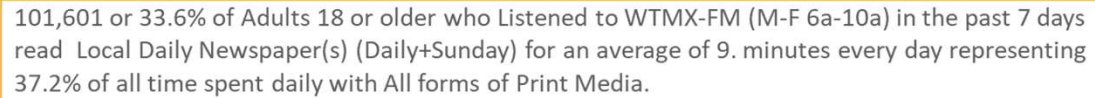
372,658 or 42.9% of Adults 18 or older who Listened to WTMX-FM in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 11.6 minutes every day representing 33.1% of all time spent daily with All forms of Print Media.

**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**



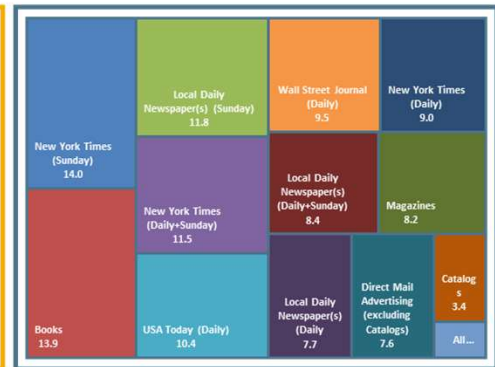
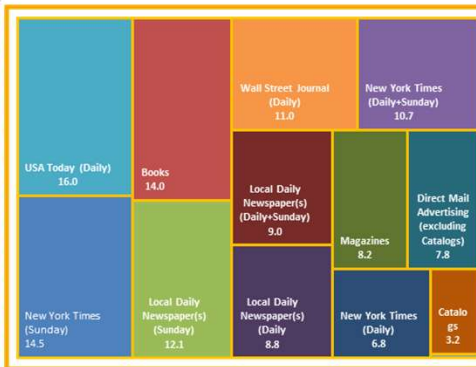
**Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older** **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**





Publication	18-29	30-49	50-64	65-74
Local Daily Newspaper(s) (Daily+Sunday)	101,601	27,500	18,155	33.6%
Direct Mail Advertising (excluding Catalogs)	86,702	1,922	829	28.7%
Local Daily Newspaper(s) (Sunday)	85,715	1,833	1,131	28.4%
Local Daily Newspaper(s) (Daily)	91,753	1,815	1,048	30.4%
Books	4,945	659	352	1.6%
All Local Weekly Newspapers	22,142	57,033	23,438	7.3%
New York Times (Daily+Sunday)	14,085	361,916	14,085	4.7%
New York Times (Sunday)	12,845	330,022	12,845	4.3%
New York Times (Daily)	9,730	310,436	9,730	3.2%
Wall Street Journal (Daily)	389	253,905	389	0.1%
Magazines	6,853	215,180	6,853	2.3%
USA Today (Daily)	751	181,089	751	0.2%
Catalogs	5,569	169,984	5,569	1.8%

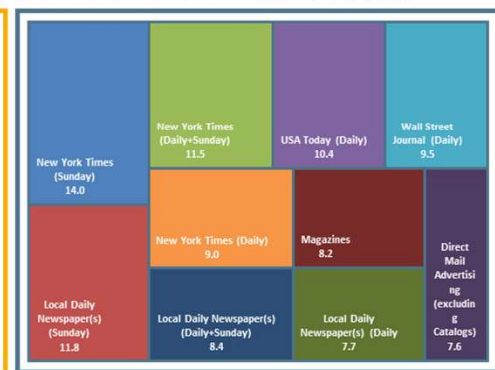
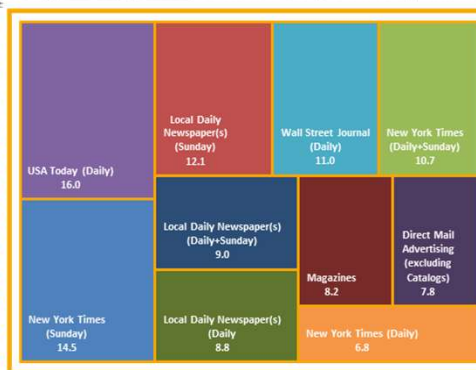
■ who listened to WTMX-FM (M-F 6a-10a) in the past 7 days
 ■ CHICAGO



Media Type	Total Persons	Who Listened to WTMX-FM (M-F 6a-10a) in the past 7 days	CHICAGO
Local Daily Newspaper(s) (Daily+Sunday)	101,601	33.6%	
Direct Mail Advertising (excluding Catalogs)	86,702	28.7%	
Local Daily Newspaper(s) (Sunday)	85,715	28.4%	
Local Daily Newspaper(s) (Daily)	81,045	30.4%	
All Local Weekly Newspapers	22,142	7.3%	
New York Times (Daily+Sunday)	14,086	4.7%	
New York Times (Sunday)	12,845	4.3%	
New York Times (Daily)	9,730	3.2%	
Wall Street Journal (Daily)	359	0.1%	
Magazines	6,853	2.3%	
USA Today (Daily)	1,039	0.2%	
Catalogs	5,369	1.8%	
Books	0	0.0%	

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

Media Type	Avg. Hours+Minutes/day
Who Listened to WTMX-FM (M-F 6a-10a) in the past 7 days	0:16
CHICAGO	0:14

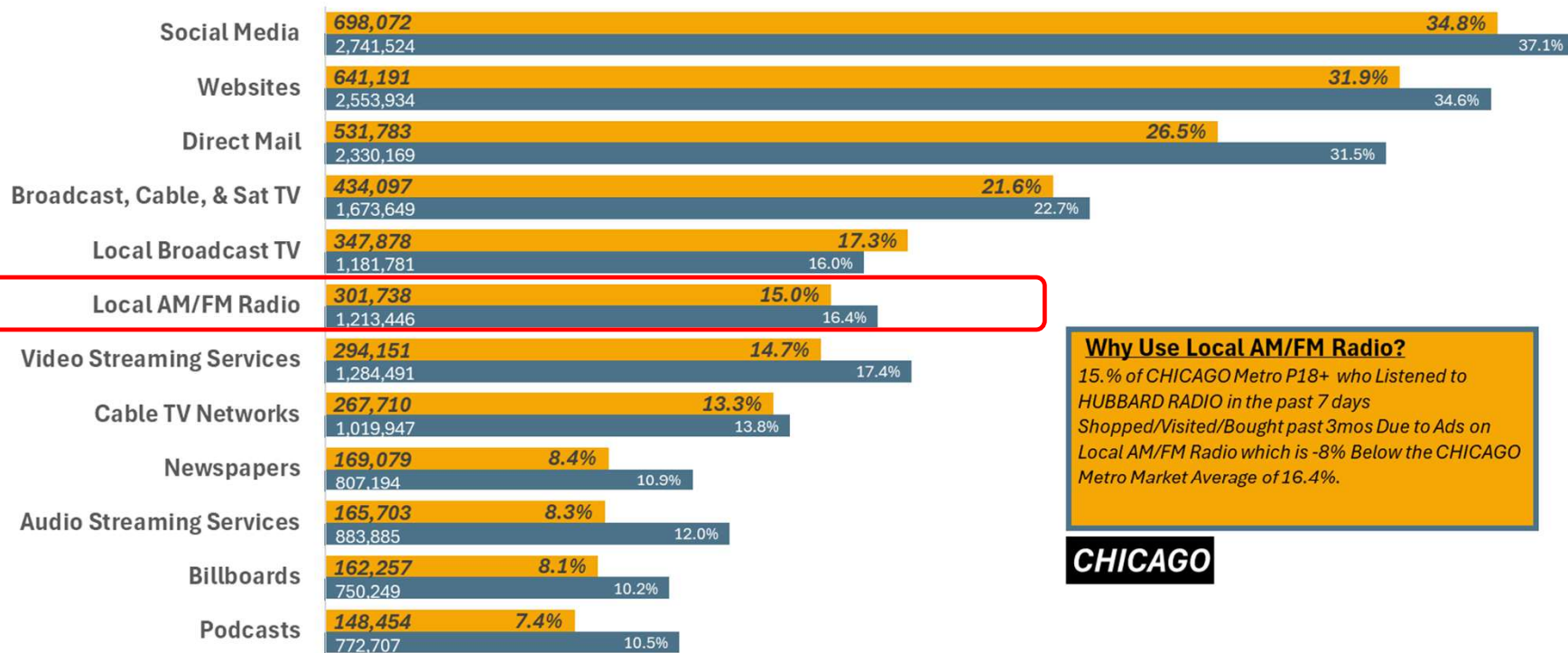


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## "Advertising Actions"

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



### Why Use Local AM/FM Radio?

15. % of CHICAGO Metro P18+ who Listened to HUBBARD RADIO in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -8% Below the CHICAGO Metro Market Average of 16.4%.

**CHICAGO**

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

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

CHICAGO Metro Scarborough R1 2026: Feb25-Feb26 Qual Intab: 1017  
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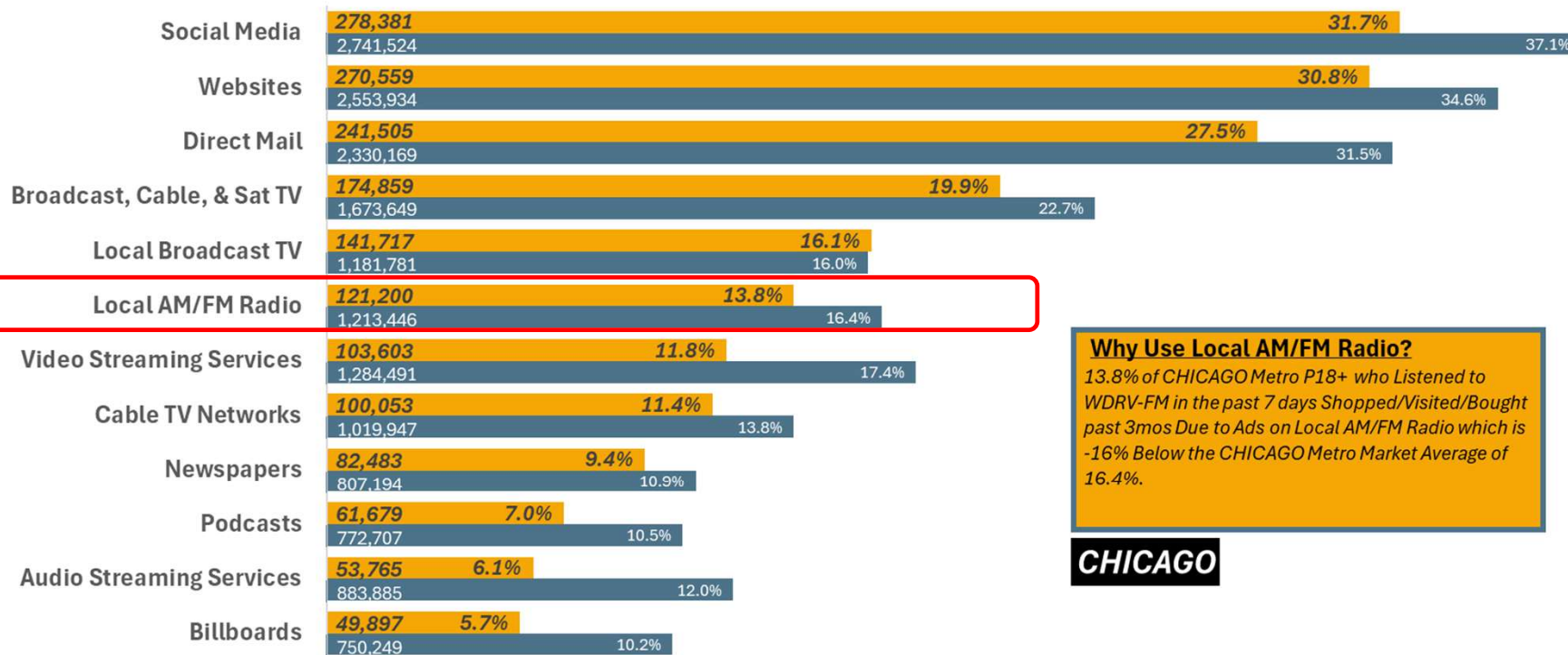
(Radio Stations: WDRV-FM OR Radio Stations: WTBC-FM OR Radio Stations: WTMX-FM)





## "Advertising Actions"

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



### Why Use Local AM/FM Radio?

13.8% of CHICAGO Metro P18+ who Listened to WDRV-FM in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -16% Below the CHICAGO Metro Market Average of 16.4%.

**CHICAGO**

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

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

CHICAGO Metro ScarboroughR1 2026: Feb25-Feb26 Qual Intab: 467  
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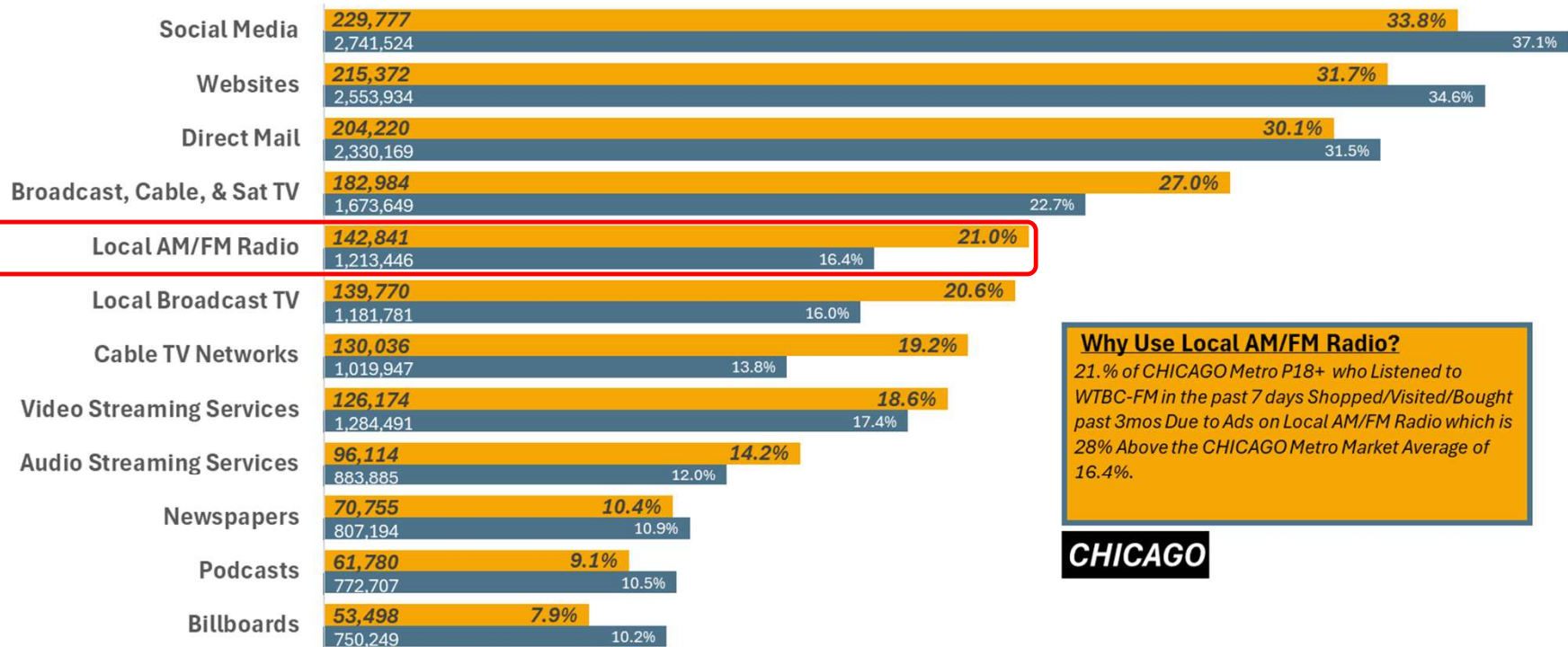
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Radio Stations: WDRV-FM



## "Advertising Actions"

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



### Why Use Local AM/FM Radio?

21. % of CHICAGO Metro P18+ who Listened to WTBC-FM in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 28% Above the CHICAGO Metro Market Average of 16.4%.

**CHICAGO**

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

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

CHICAGO Metro Scarborough R1 2026: Feb25-Feb26 Qual Intab: 365  
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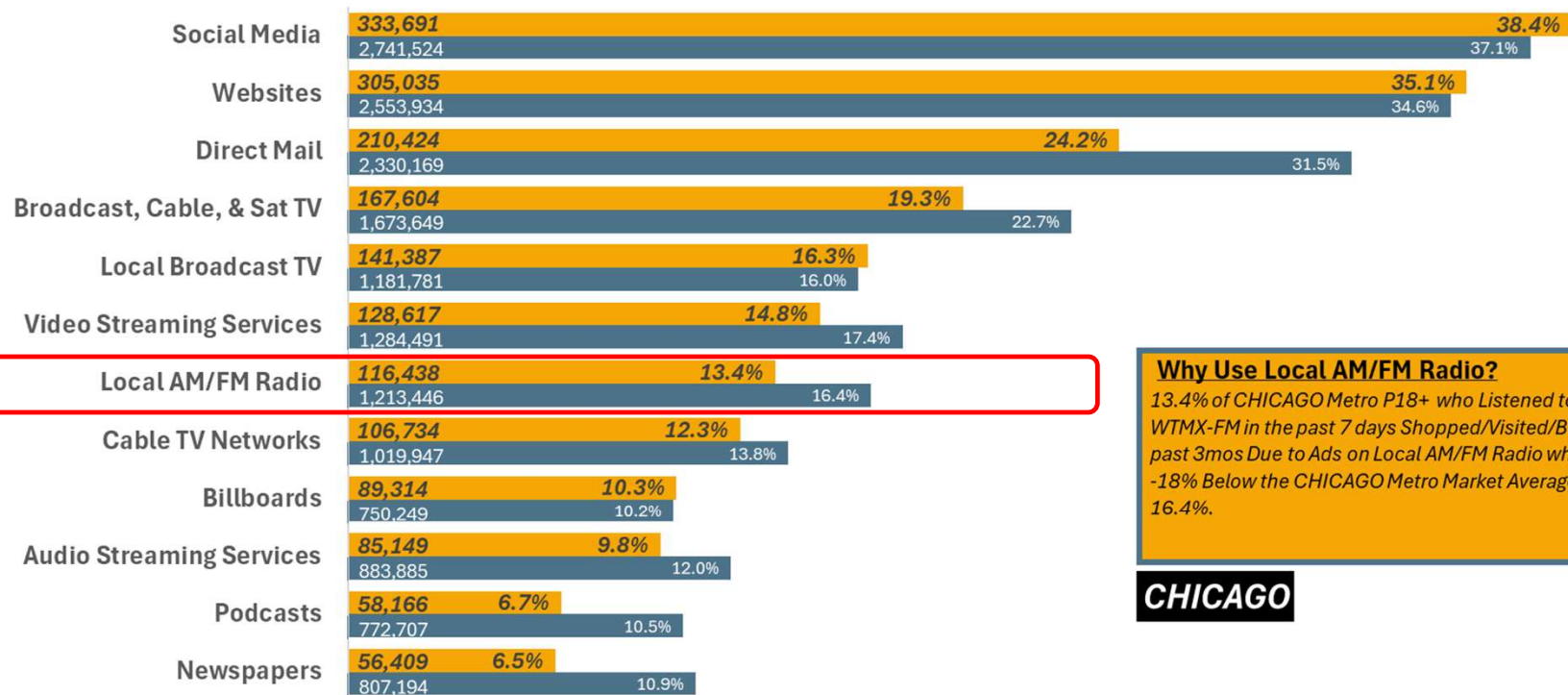
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Radio Stations: WTBC-FM



## "Advertising Actions"

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



### Why Use Local AM/FM Radio?

13.4% of CHICAGO Metro P18+ who Listened to WTMX-FM in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -18% Below the CHICAGO Metro Market Average of 16.4%.

**CHICAGO**

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

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

CHICAGO Metro ScarboroughR1 2026: Feb25-Feb26 Qual Intab: 427  
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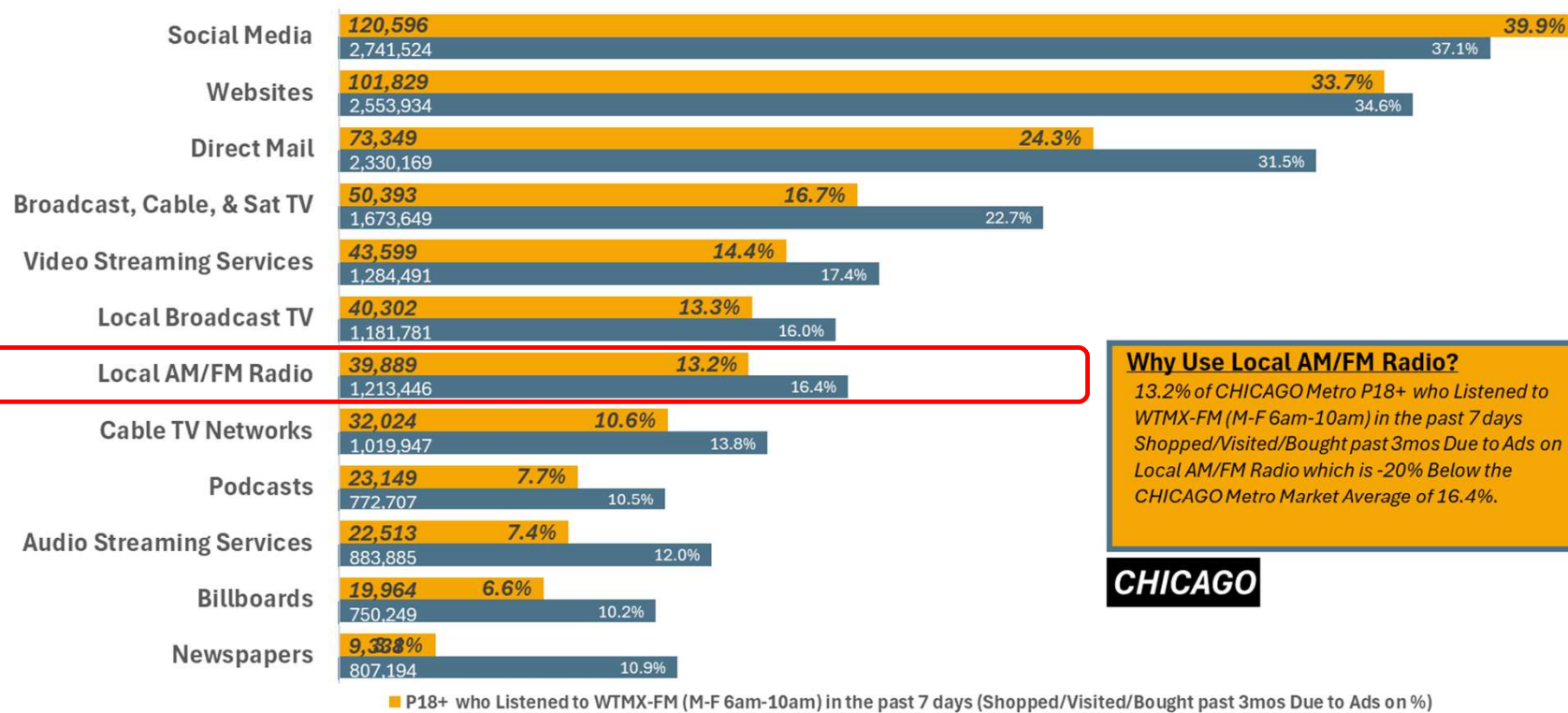
Radio Stations: WTMX-FM





## "Advertising Actions"

**P18+ who Listened to WTMX-FM (M-F 6am-10am) in the past 7 days  
(Shopped/Visited/Bought past 3mos Due to Ads on %)**



### Why Use Local AM/FM Radio?

13.2% of CHICAGO Metro P18+ who Listened to WTMX-FM (M-F 6am-10am) in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -20% Below the CHICAGO Metro Market Average of 16.4%.

**CHICAGO**