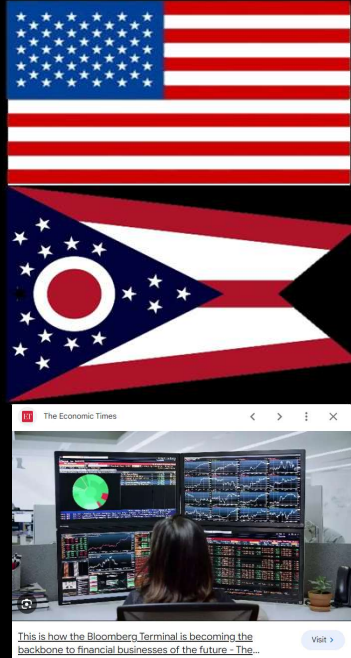


CINCINNATI, OH, Metro – 5 P18+ Profiles of HUBBARD RADIO Listeners! Brand New Data as of February 28, 2026! **Complete Demographic & Media Use Profiles**



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

(Radio Stations: WKRQ-FM OR Radio Stations: WREW-FM OR Radio Stations: WUBE-FM OR Radio Stations: WYGY-FM) Radio Stations: WKRQ-FM Radio Stations: WREW-FM Radio Stations: WUBE-FM Radio Stations: WYGY-FM)



36.9% or 657,243 of CINCINNATI Metro Adults 18 or older Listened to HUBBARD RADIO in the past 7 days. Typical Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days are 46.8 years old (3.3% younger than average) and have a \$112,146 (6.% higher than average) annual household income.

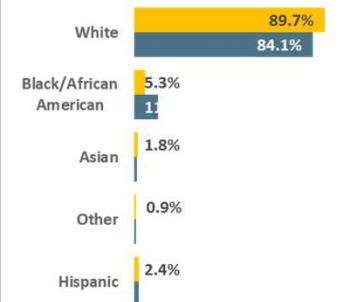
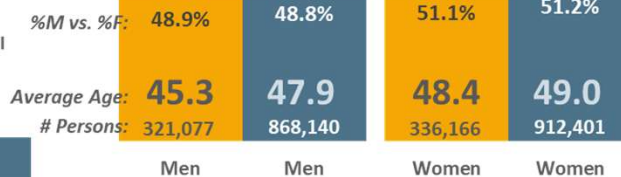
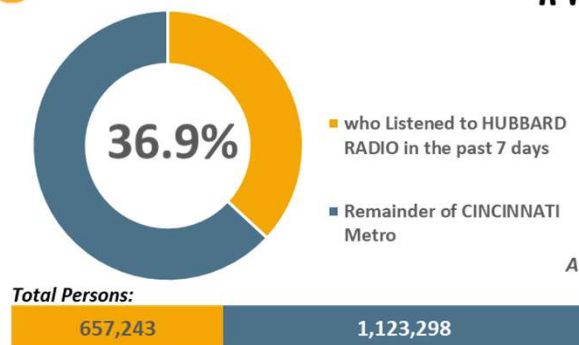


Percent of Market: Adults 18 or older

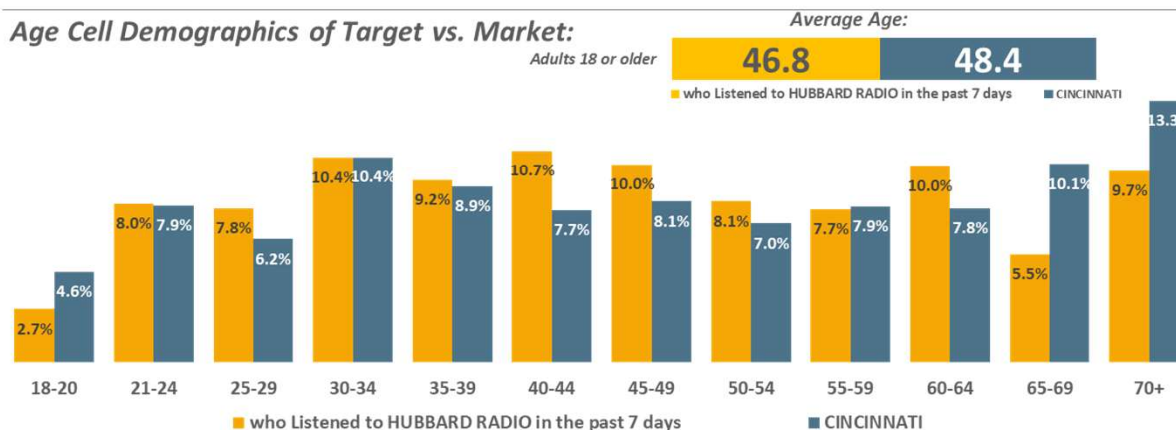


Gender of Target vs. Market: Adults 18 or older

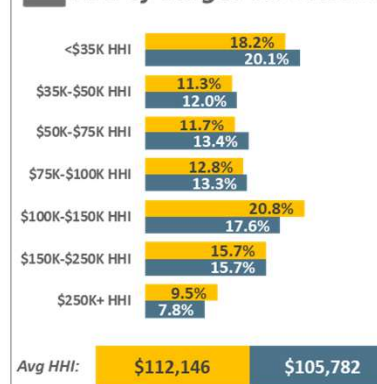
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



CINCINNATI Metro Scarborough R1 2026: Feb25-Feb26 Qual Intab 598
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(Radio Stations: WKHQ-FM OR Radio Stations: WREW-FM OR Radio Stations: WUBE-FM OR Radio Stations: WYGY-FM)



14.5% or 258,645 of CINCINNATI Metro Adults 18 or older Listened to WKRQ-FM in the past 7 days.
Typical Adults 18 or older who Listened to WKRQ-FM in the past 7 days are 44.1 years old (8.9% younger than average) and have a \$127,546 (20.6% higher than average) annual household income.

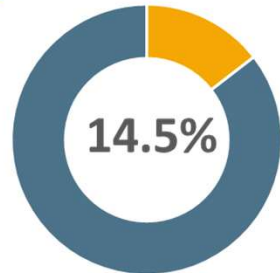


Percent of Market: Adults 18 or older



Gender of Target vs. Market: Adults 18 or older

Ethnicity of Target vs. Market:



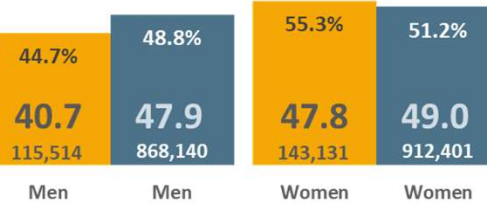
Total Persons:



%M vs. %F:

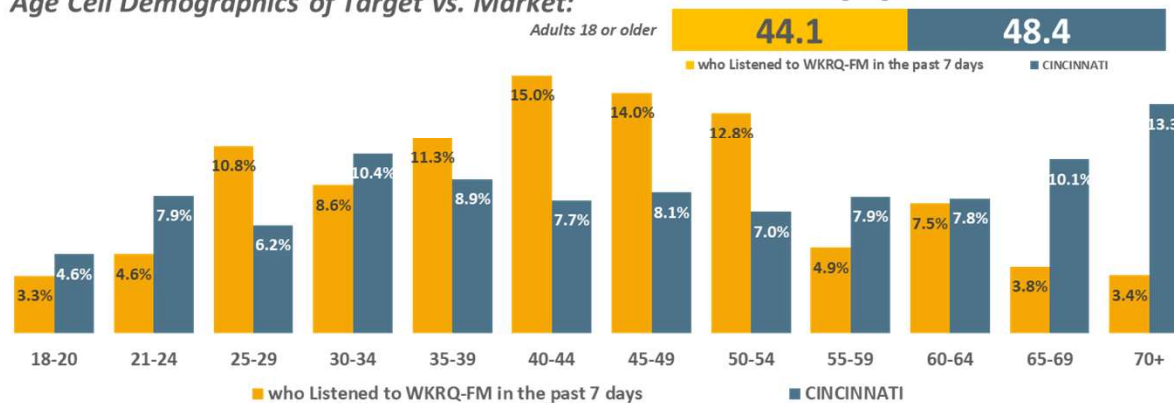
Average Age:

Persons:

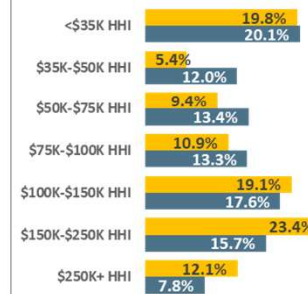


Age Cell Demographics of Target vs. Market:

Average Age:



HHI of Target vs. Market:



Avg HHI:





13.3% or 237,182 of CINCINNATI Metro Adults 18 or older Listened to WREW-FM in the past 7 days. Typical Adults 18 or older who Listened to WREW-FM in the past 7 days are 44.7 years old (7.7% younger than average) and have a \$104,848 (.9% lower than average) annual household income.

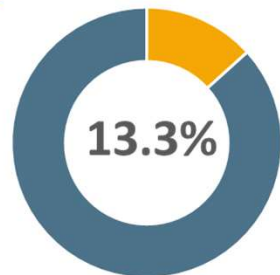


Percent of Market: Adults 18 or older



Gender of Target vs. Market: Adults 18 or older

Ethnicity of Target vs. Market:



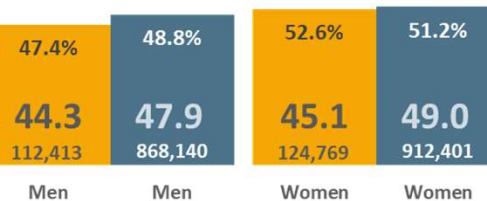
Total Persons:



%M vs. %F:

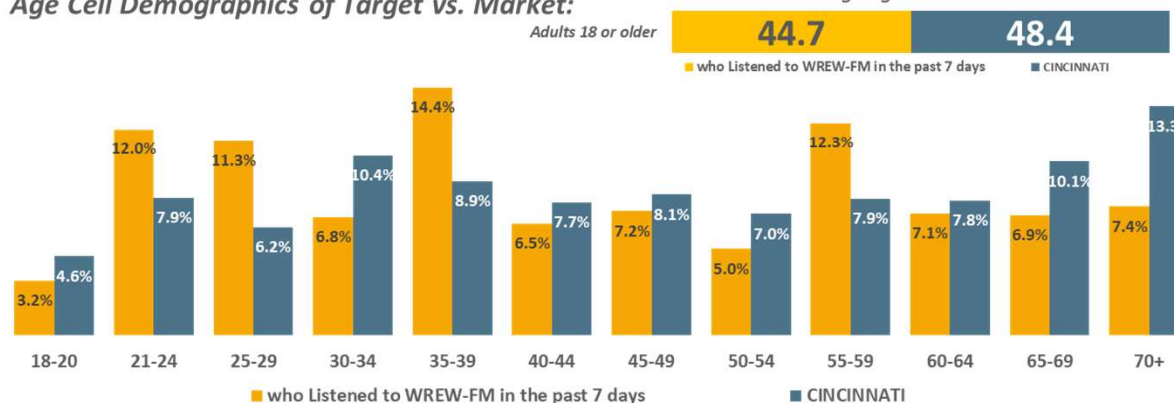
Average Age:

Persons:

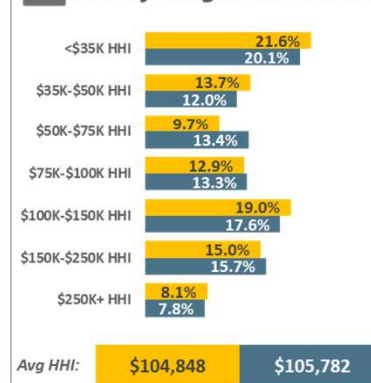


Age Cell Demographics of Target vs. Market:

Average Age:



HHI of Target vs. Market:



CINCINNATI Metro Scarborough R1 2026: Feb25-Feb26 Qual Intab 226
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Radio Stations: WREW-FM



14.5% or 258,763 of CINCINNATI Metro Adults 18 or older Listened to WUBE-FM in the past 7 days.
Typical Adults 18 or older who Listened to WUBE-FM in the past 7 days are 48.7 years old (.6% older than average) and have a \$118,764 (12.3% higher than average) annual household income.

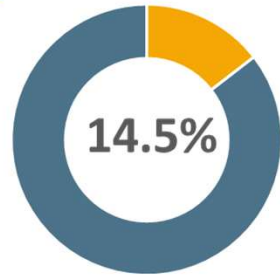


Percent of Market: Adults 18 or older



Gender of Target vs. Market: Adults 18 or older

Ethnicity of Target vs. Market:



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

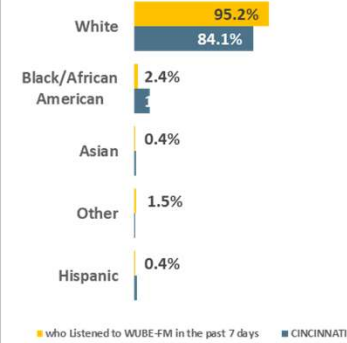
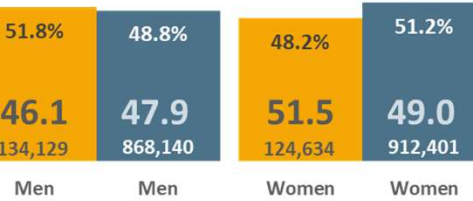
Total Persons:

258,763 1,521,778

%M vs. %F:

Average Age:

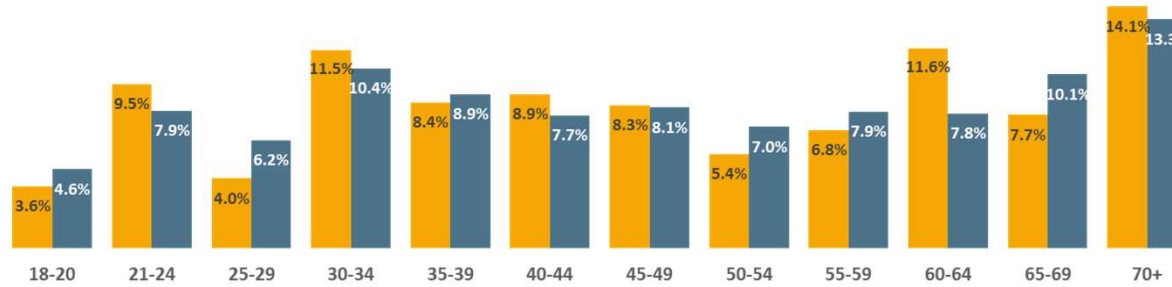
Persons:



Age Cell Demographics of Target vs. Market:

Adults 18 or older

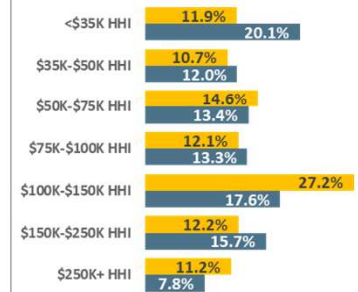
Average Age:



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

■ CINCINNATI

HHI of Target vs. Market:



Avg HHI:

\$118,764

\$105,782



5.6% or 99,375 of CINCINNATI Metro Adults 18 or older Listened to WYGY-FM in the past 7 days. Typical Adults 18 or older who Listened to WYGY-FM in the past 7 days are 50.5 years old (4.2% older than average) and have a \$110,345 (4.3% higher than average) annual household income.

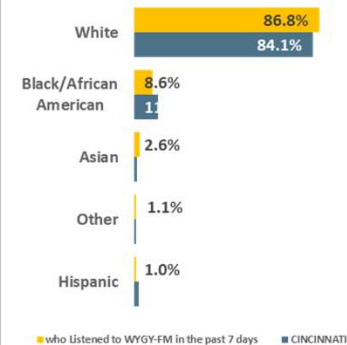
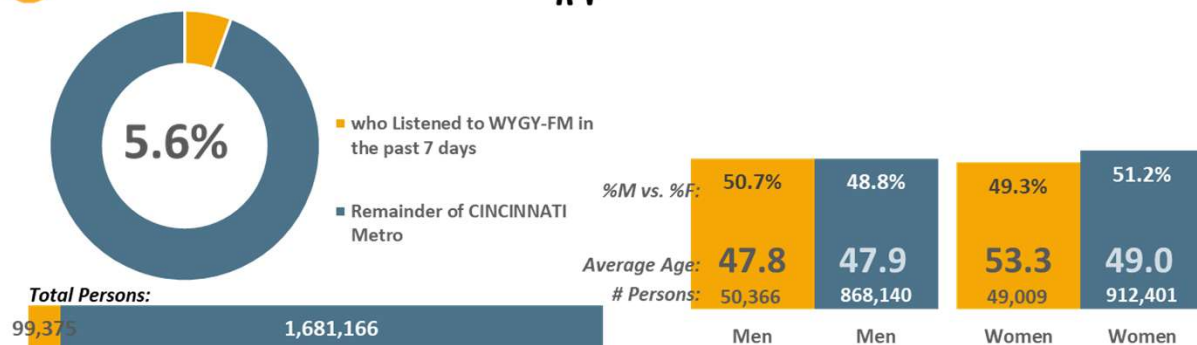


Percent of Market: Adults 18 or older

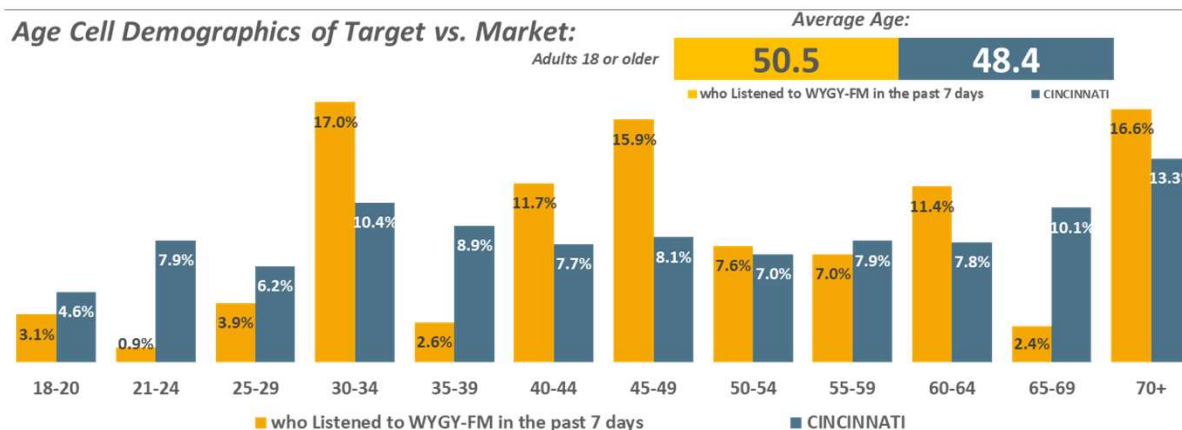


Gender of Target vs. Market: Adults 18 or older

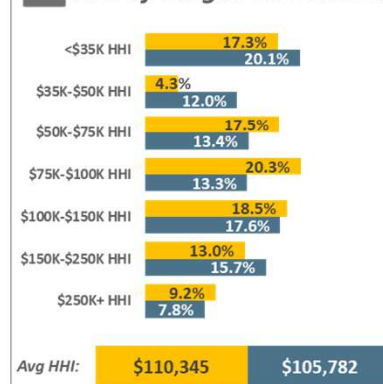
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:

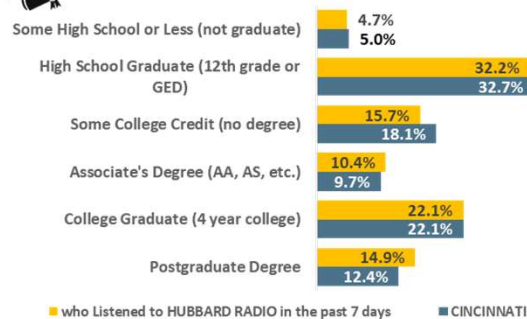




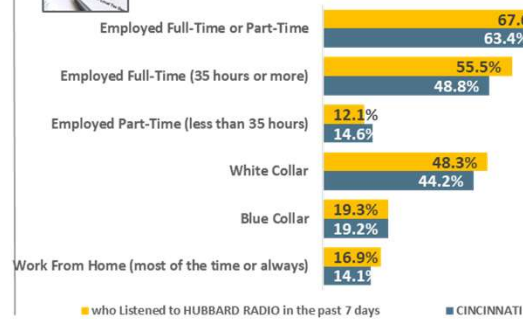
36.9% or 657,243 of CINCINNATI Metro Adults 18 or older Listened to HUBBARD RADIO in the past 7 days. Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days are 7.1% more likely to be a college graduate, 13.7% more likely to work full-time, 4.9% more likely to be married, 17.8% more likely to be a parent of 1 or more children under 18.



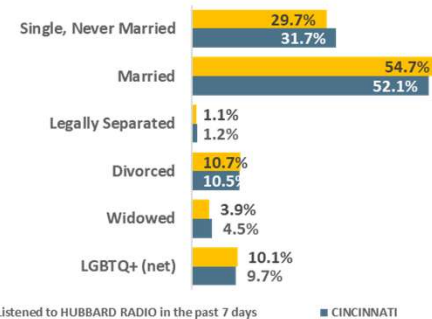
Education Levels: Adults 18 or older



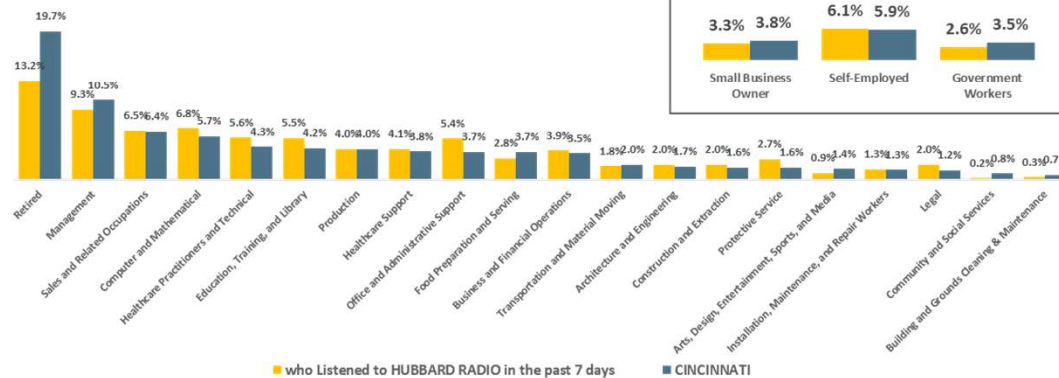
Employment: Adults 18 or older



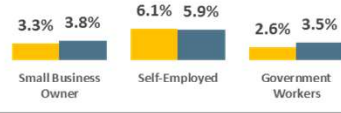
Marital Status: Adults 18 or older



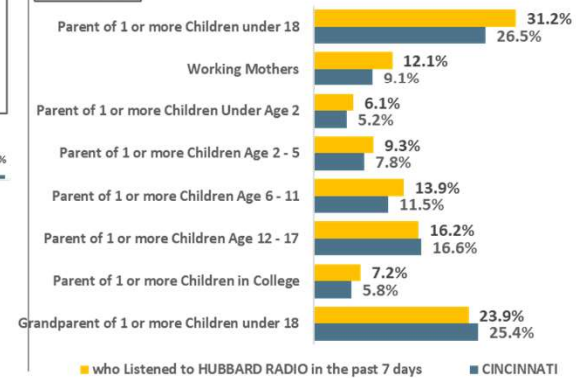
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older

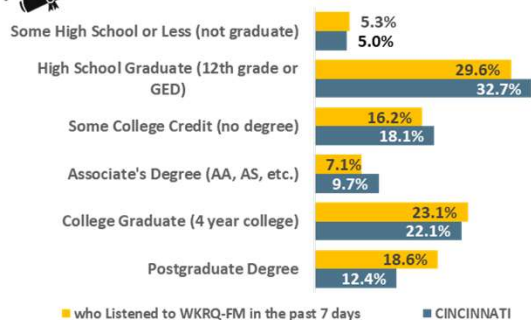




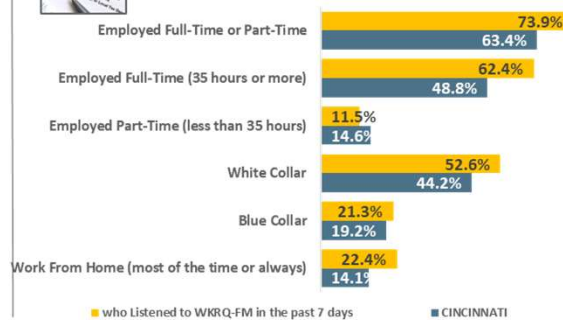
14.5% or 258,645 of CINCINNATI Metro Adults 18 or older Listened to WKRQ-FM in the past 7 days. Adults 18 or older who Listened to WKRQ-FM in the past 7 days are 20.9% more likely to be a college graduate, 27.9% more likely to work full-time, 18.2% more likely to be married, 64.7% more likely to be a parent of 1 or more children under 18.



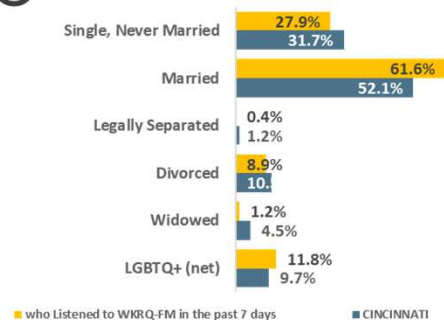
Education Levels: Adults 18 or older



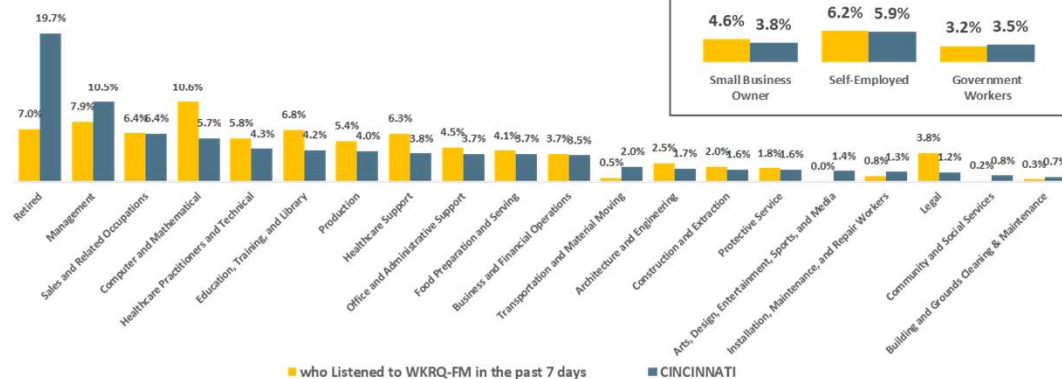
Employment: Adults 18 or older



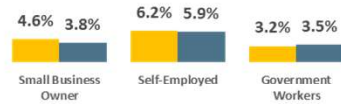
Marital Status: Adults 18 or older



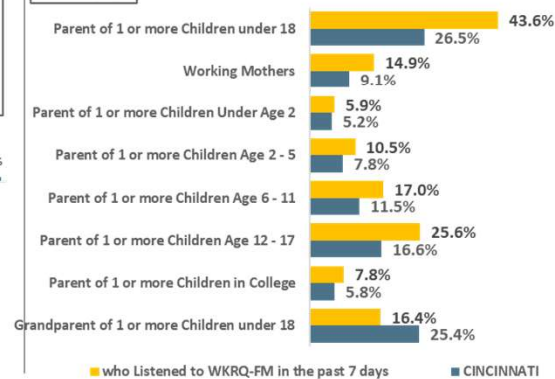
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older

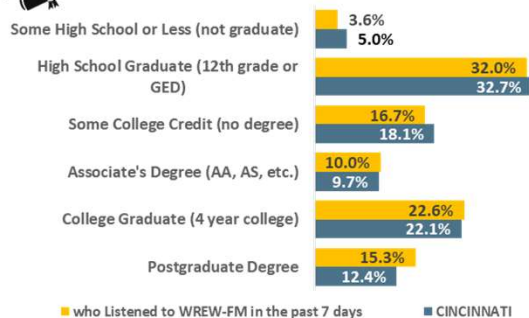




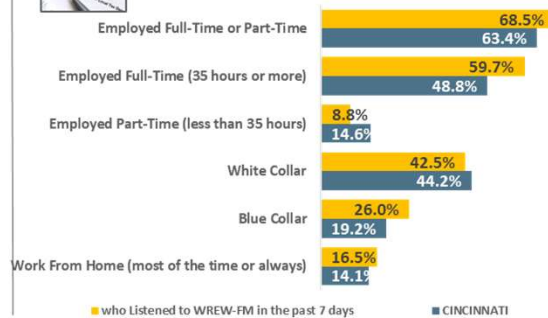
13.3% or 237,182 of CINCINNATI Metro Adults 18 or older Listened to WREW-FM in the past 7 days. Adults 18 or older who Listened to WREW-FM in the past 7 days are 9.5% more likely to be a college graduate, 22.4% more likely to work full-time, .5% more likely to be married, 4.4% more likely to be a parent of 1 or more children under 18.



Education Levels: Adults 18 or older



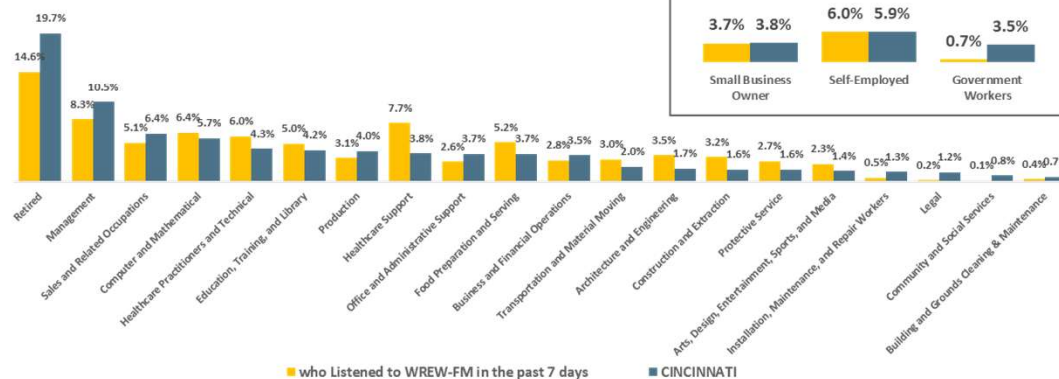
Employment: Adults 18 or older



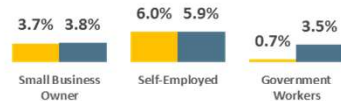
Marital Status: Adults 18 or older



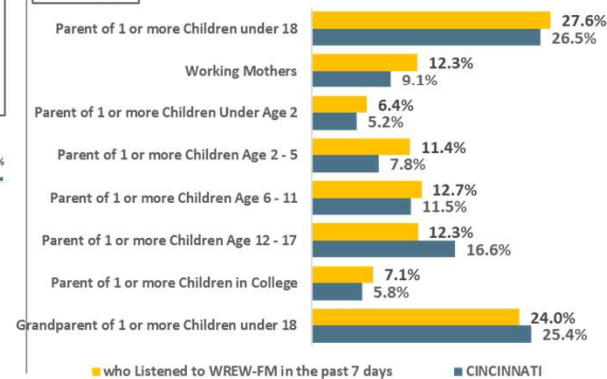
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older



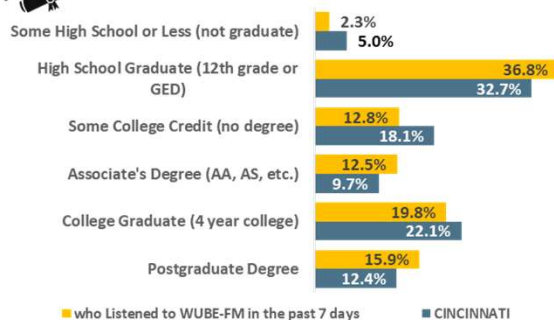
B-105.1

CINCINNATI'S NEW COUNTRY!

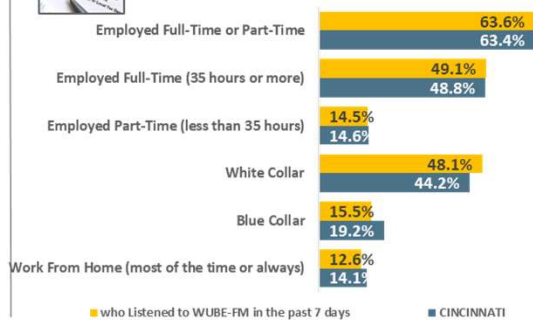
14.5% or 258,763 of CINCINNATI Metro Adults 18 or older Listened to WUBE-FM in the past 7 days. Adults 18 or older who Listened to WUBE-FM in the past 7 days are 3.4% more likely to be a college graduate, .6% more likely to work full-time, 4.5% less likely to be married, 22.3% less likely to be a parent of 1 or more children under 18.



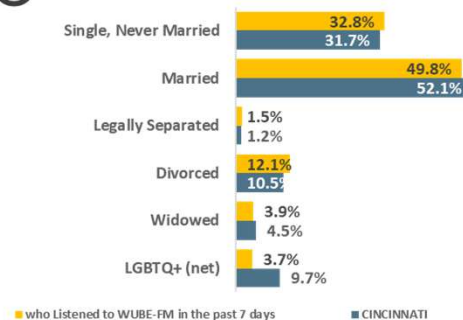
Education Levels: Adults 18 or older



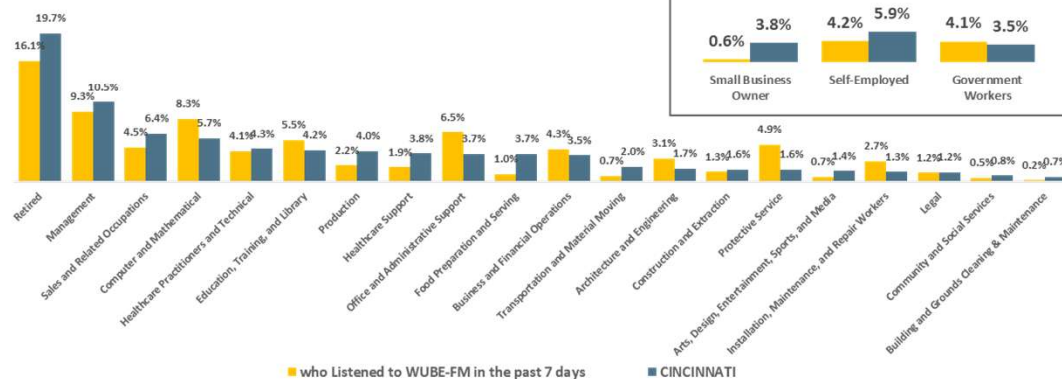
Employment: Adults 18 or older



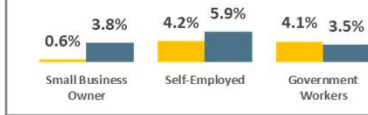
Marital Status: Adults 18 or older



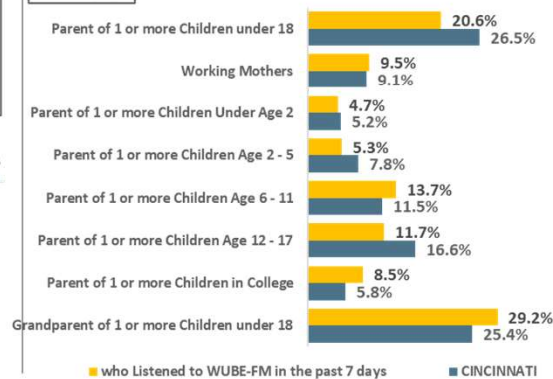
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older

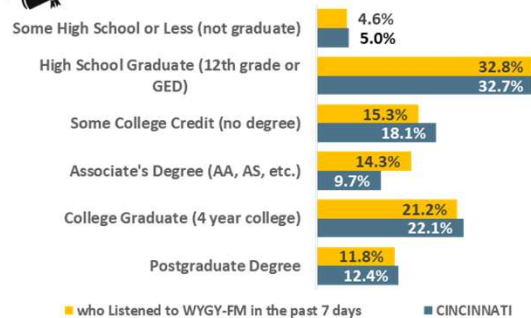




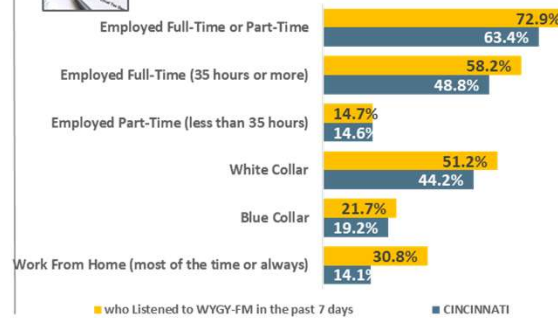
5.6% or 99,375 of CINCINNATI Metro Adults 18 or older Listened to WYGY-FM in the past 7 days. Adults 18 or older who Listened to WYGY-FM in the past 7 days are 4.4% less likely to be a college graduate, 19.4% more likely to work full-time, 20.3% more likely to be married, 18.2% more likely to be a parent of 1 or more children under 18.



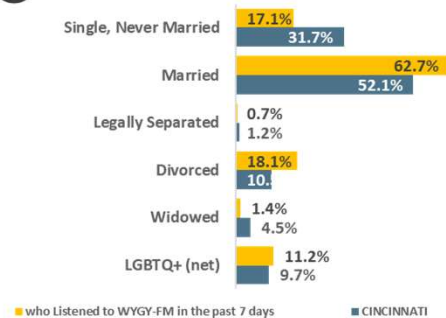
Education Levels: Adults 18 or older



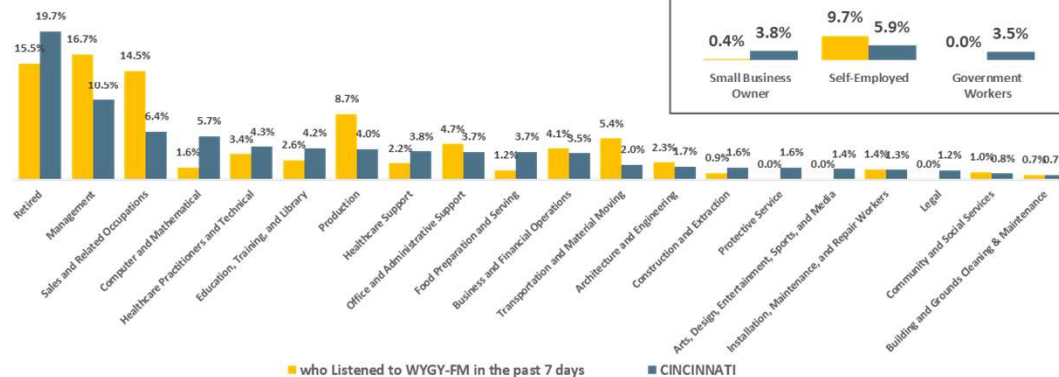
Employment: Adults 18 or older



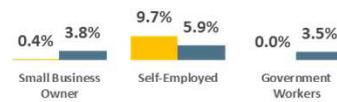
Marital Status: Adults 18 or older



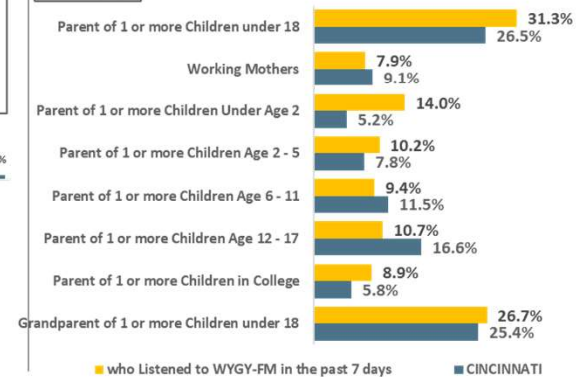
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older

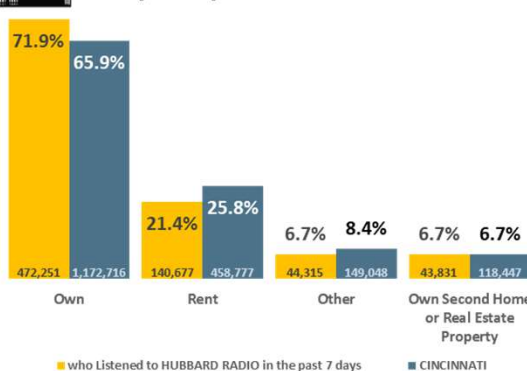




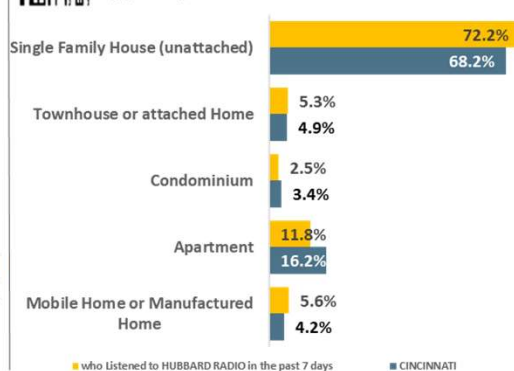
36.9% or 657,243 of CINCINNATI Metro Adults 18 or older Listened to HUBBARD RADIO in the past 7 days. Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days are 9.1% more likely to own their home, 9.1% more likely to own a lower valued home, 5.9% more likely to have a single-family home, 3.2% more likely to have a dog.



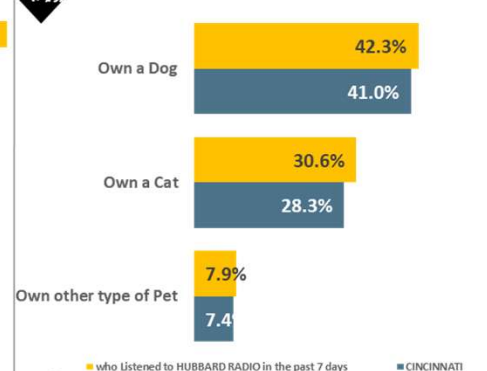
Own/Rent/Other: Adults 18 or older



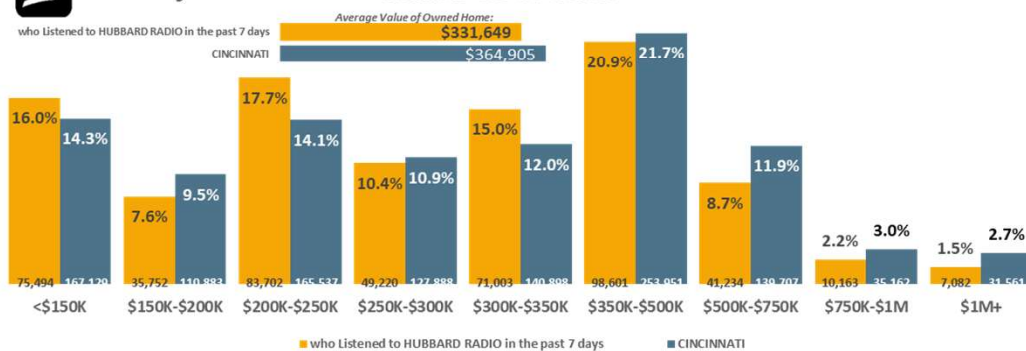
Type of Home: Adults 18 or older



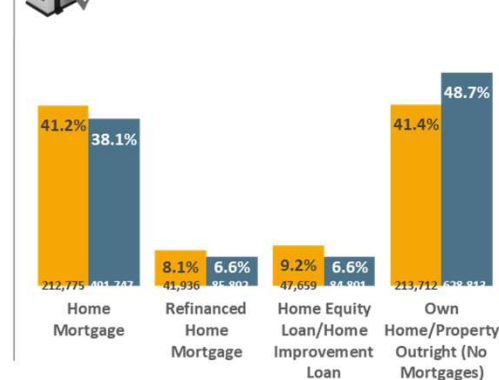
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older

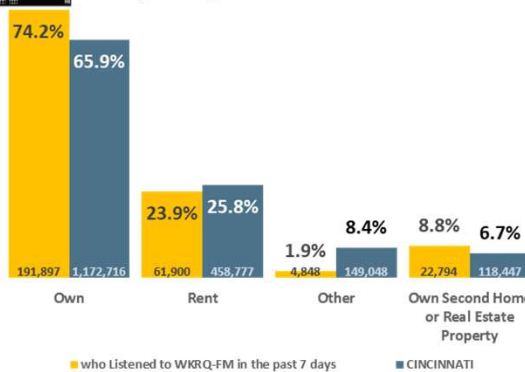




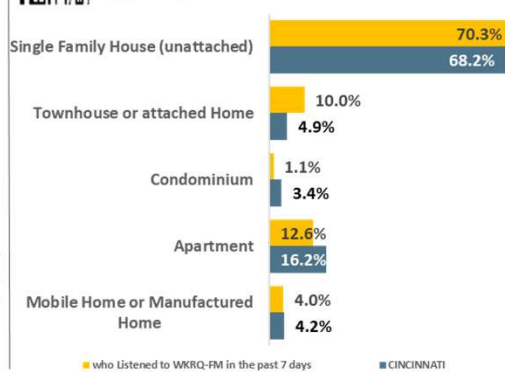
14.5% or 258,645 of CINCINNATI Metro Adults 18 or older Listened to WKCR-FM in the past 7 days. Adults 18 or older who Listened to WKCR-FM in the past 7 days are 12.6% more likely to own their home, 11.9% more likely to own a lower valued home, 3.2% more likely to have a single-family home, 32.7% more likely to have a dog.



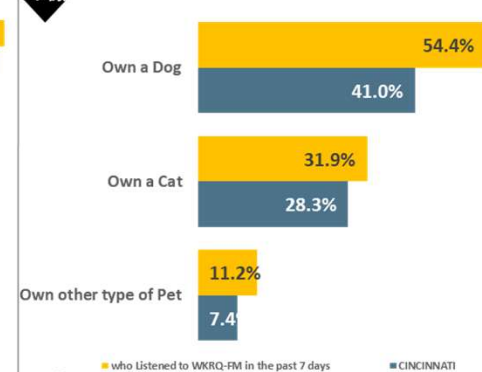
Own/Rent/Other: Adults 18 or older



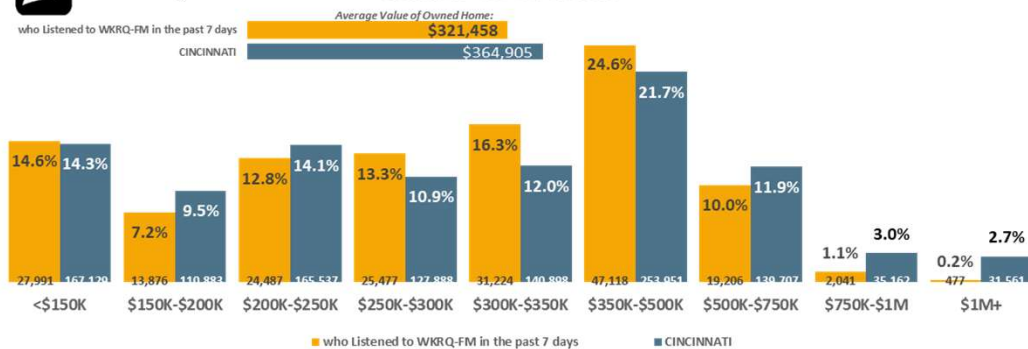
Type of Home: Adults 18 or older



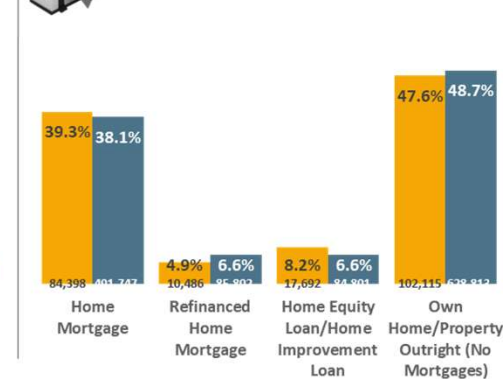
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older

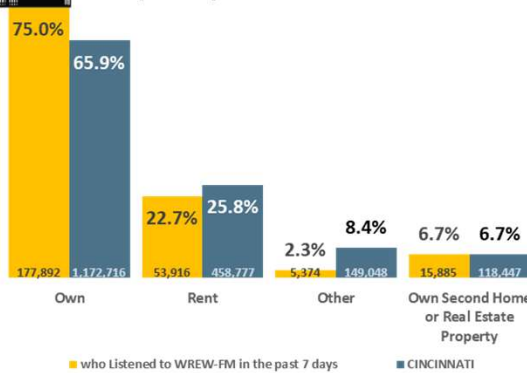




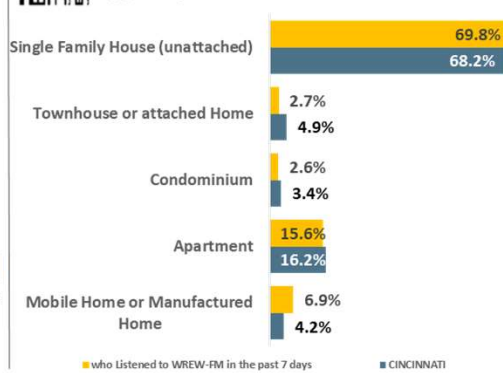
13.3% or 237,182 of CINCINNATI Metro Adults 18 or older Listened to WREW-FM in the past 7 days. Adults 18 or older who Listened to WREW-FM in the past 7 days are 13.9% more likely to own their home, 9.8% more likely to own a lower valued home, 2.4% more likely to have a single-family home, 1.5% less likely to have a dog.



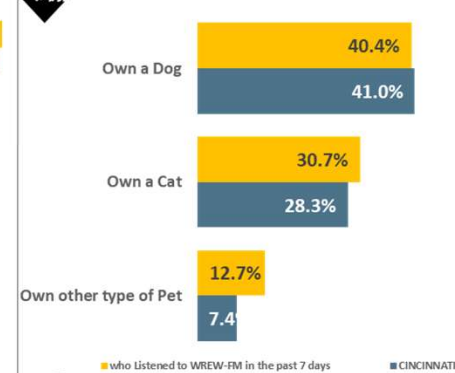
Own/Rent/Other: Adults 18 or older



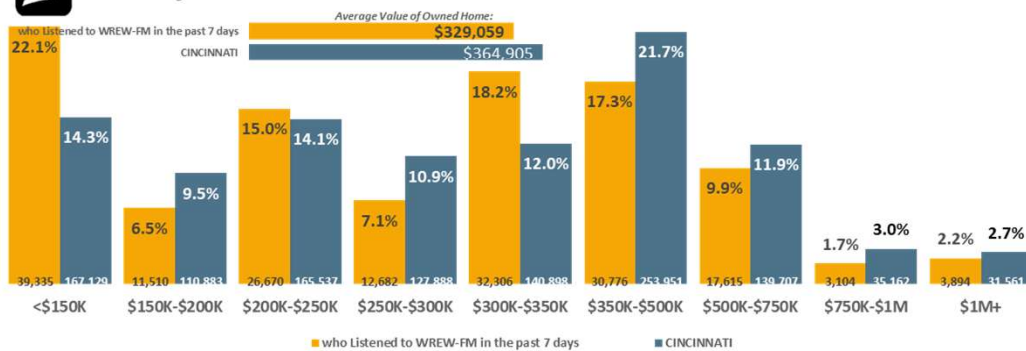
Type of Home: Adults 18 or older



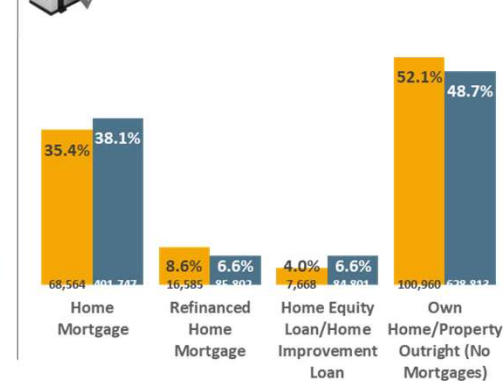
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older

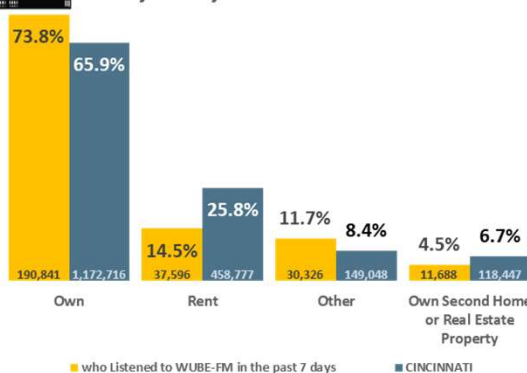




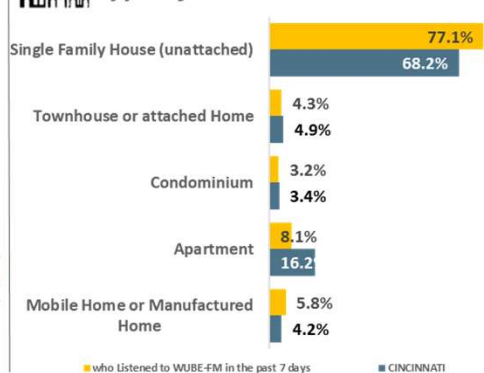
14.5% or 258,763 of CINCINNATI Metro Adults 18 or older Listened to WUBE-FM in the past 7 days. Adults 18 or older who Listened to WUBE-FM in the past 7 days are 12.% more likely to own their home, 5.3% more likely to own a lower valued home, 13.2% more likely to have a single-family home, .4% less likely to have a dog.



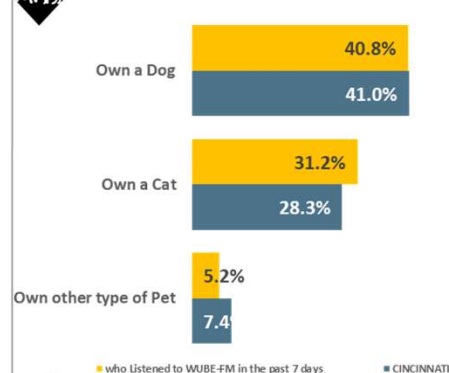
Own/Rent/Other: Adults 18 or older



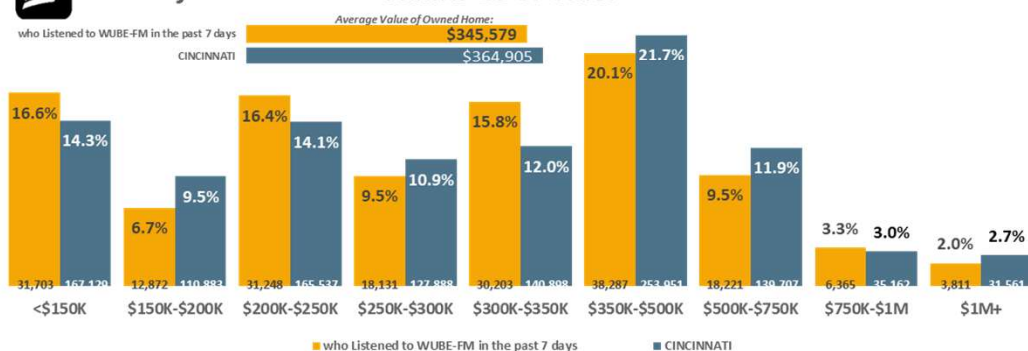
Type of Home: Adults 18 or older



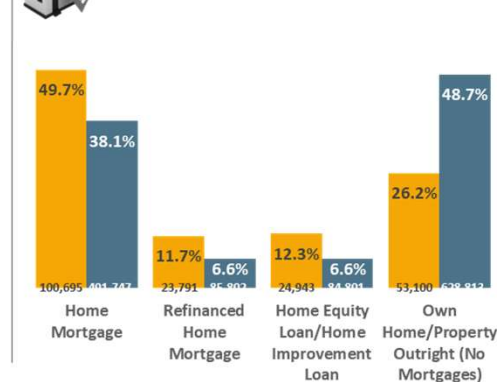
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older

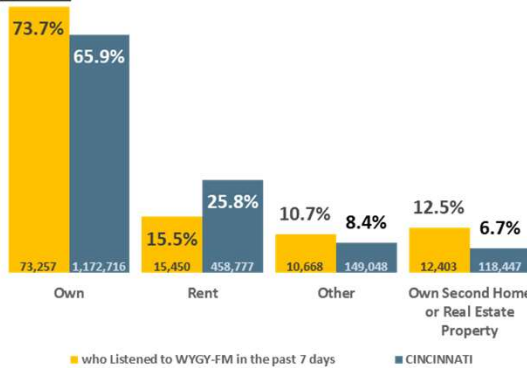




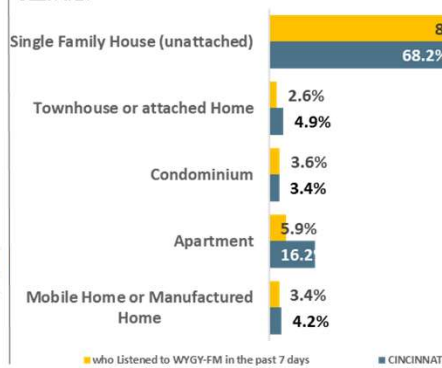
5.6% or 99,375 of CINCINNATI Metro Adults 18 or older Listened to WYGY-FM in the past 7 days. Adults 18 or older who Listened to WYGY-FM in the past 7 days are 11.9% more likely to own their home, 15.9% more likely to own a lower valued home, 17.3% more likely to have a single-family home, 5.2% more likely to have a dog.



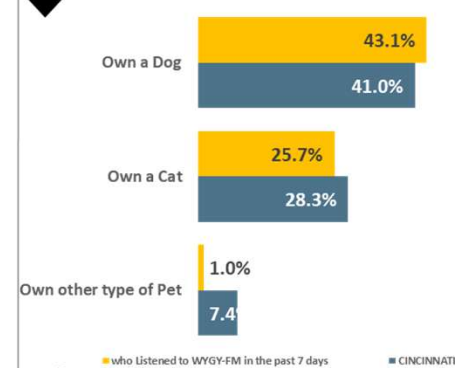
Own/Rent/Other: Adults 18 or older



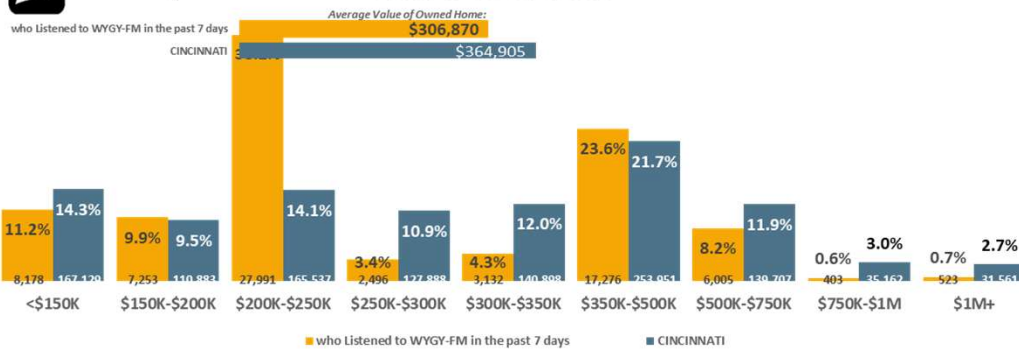
Type of Home: Adults 18 or older



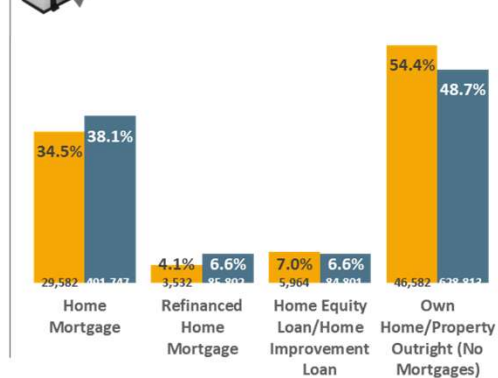
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older

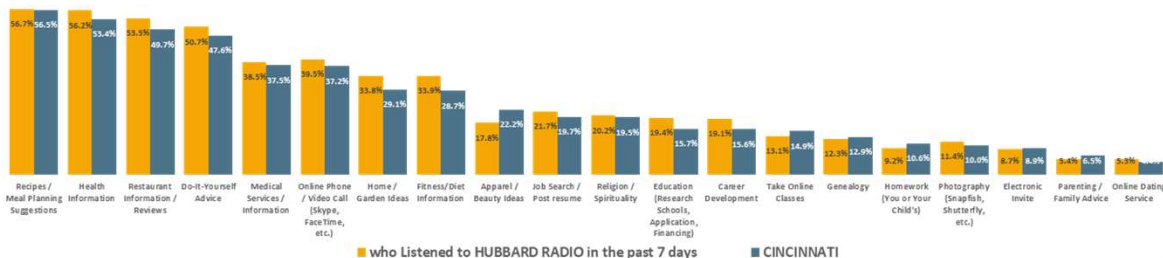




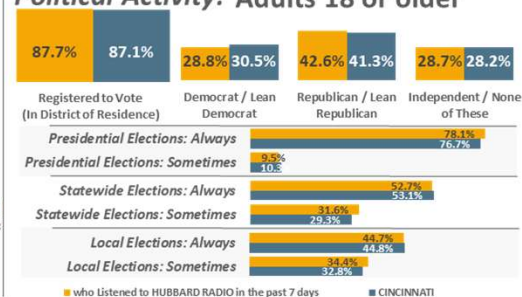
36.9% or 657,243 of CINCINNATI Metro Adults 18 or older Listened to HUBBARD RADIO in the past 7 days. Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days are 6.5% more likely to look up D-I-Y advice online, .1% less likely to always vote in local elections, 3.% more likely to belong to a gym, 4.6% less likely to fly domestic past yr.



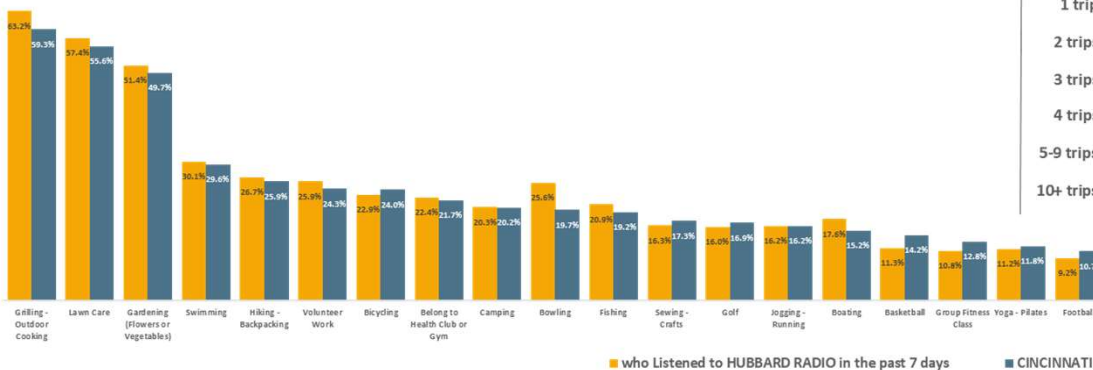
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



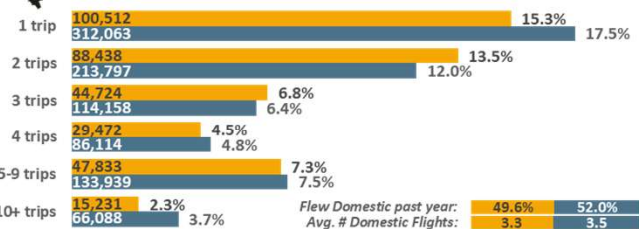
Political Activity: Adults 18 or older



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



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

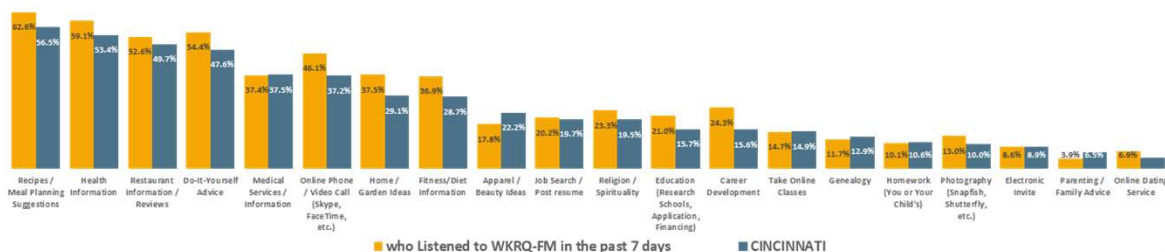




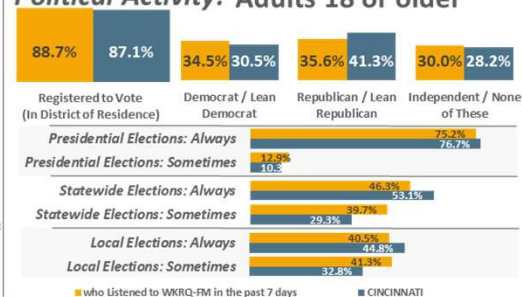
14.5% or 258,645 of CINCINNATI Metro Adults 18 or older Listened to WKRQ-FM in the past 7 days. Adults 18 or older who Listened to WKRQ-FM in the past 7 days are 14.3% more likely to look up D-I-Y advice online, 9.6% less likely to always vote in local elections, 26.5% more likely to belong to a gym, 5.8% more likely to fly domestic past yr.



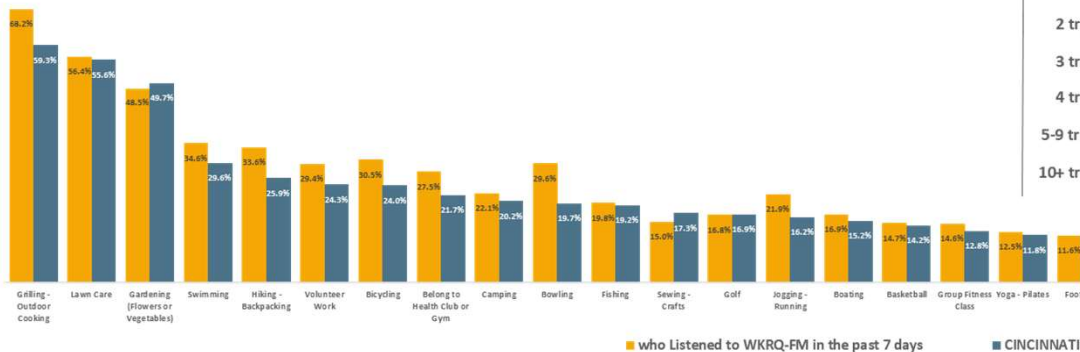
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



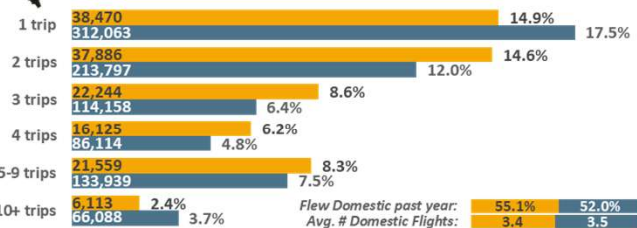
Political Activity: Adults 18 or older



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



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



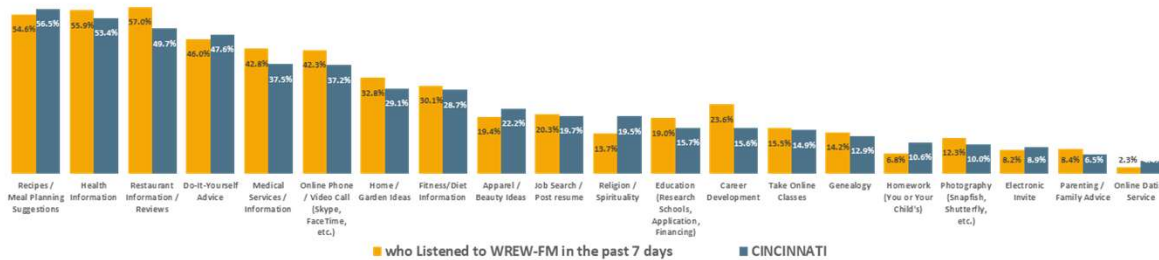
Flew Domestic past year: 55.1%
Avg. # Domestic Flights: 3.4



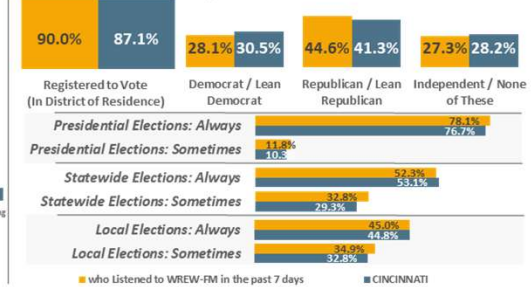
13.3% or 237,182 of CINCINNATI Metro Adults 18 or older Listened to WREW-FM in the past 7 days. Adults 18 or older who Listened to WREW-FM in the past 7 days are 3.3% less likely to look up D-I-Y advice online, .4% more likely to always vote in local elections, 6.2% less likely to belong to a gym, 5.5% less likely to fly domestic past yr.



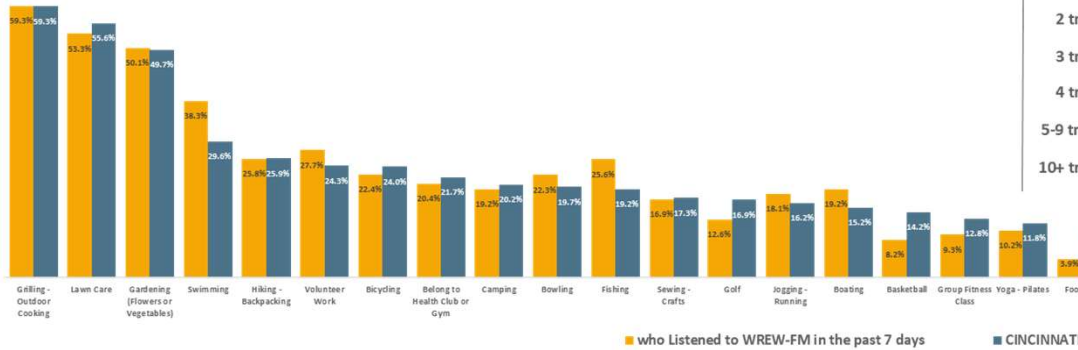
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



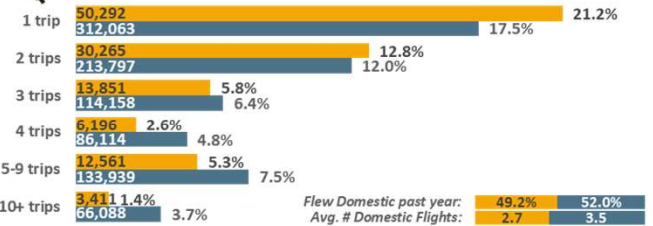
Political Activity: Adults 18 or older



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



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

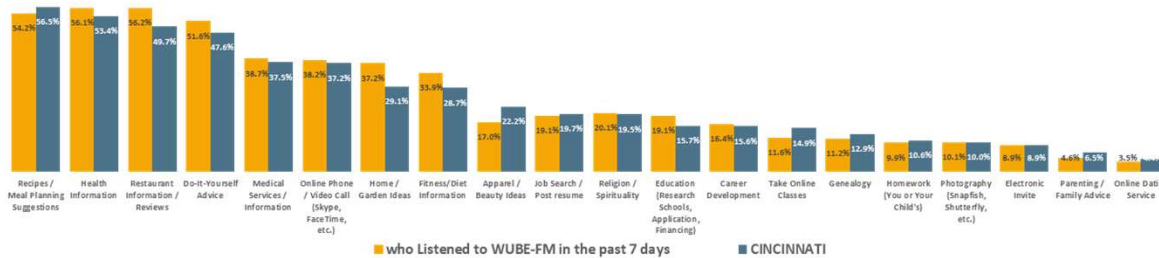




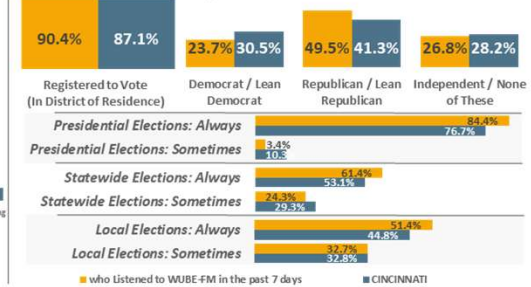
14.5% or 258,763 of CINCINNATI Metro Adults 18 or older Listened to WUBE-FM in the past 7 days. Adults 18 or older who Listened to WUBE-FM in the past 7 days are 8.4% more likely to look up D-I-Y advice online, 14.8% more likely to always vote in local elections, 6.3% less likely to belong to a gym, 6.7% less likely to fly domestic past yr.



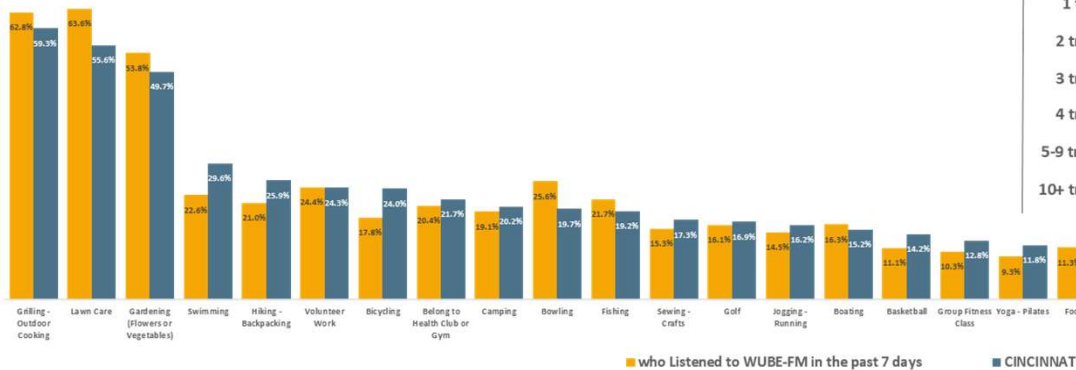
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



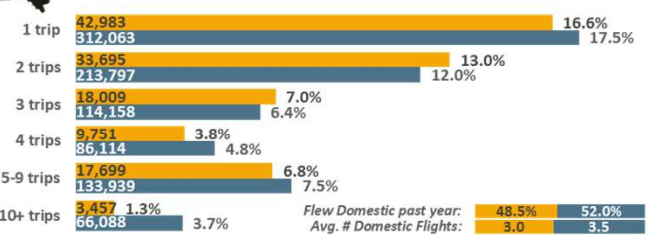
Political Activity: Adults 18 or older



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



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

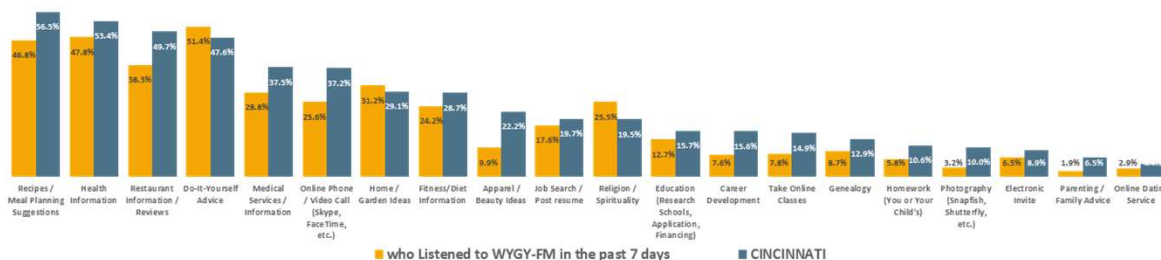




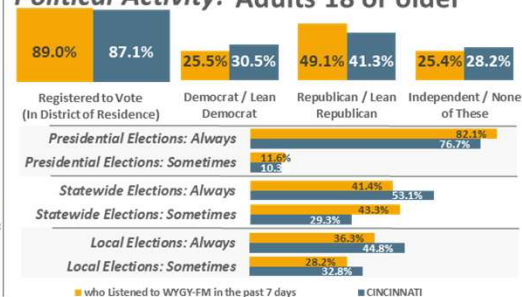
5.6% or 99,375 of CINCINNATI Metro Adults 18 or older Listened to WYGY-FM in the past 7 days. Adults 18 or older who Listened to WYGY-FM in the past 7 days are 8.% more likely to look up D-I-Y advice online, 18.9% less likely to always vote in local elections, 20.% more likely to belong to a gym, 8.2% more likely to fly domestic past yr.



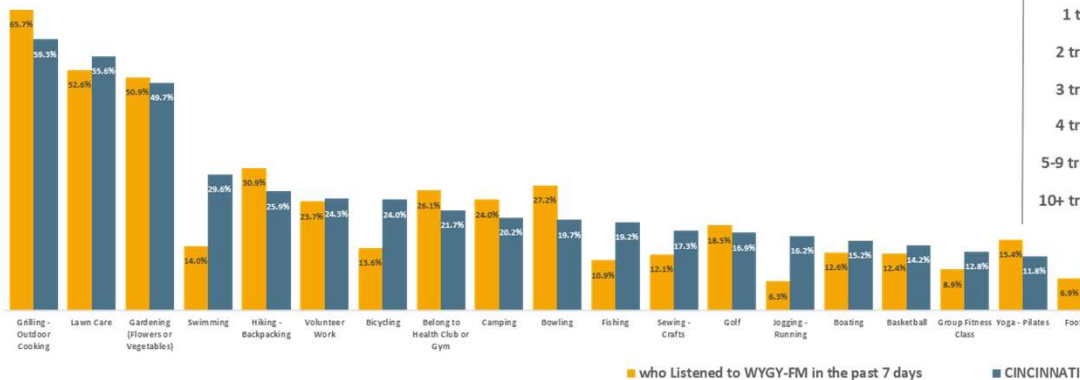
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



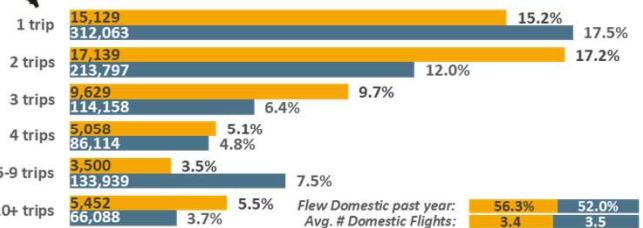
Political Activity: Adults 18 or older



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



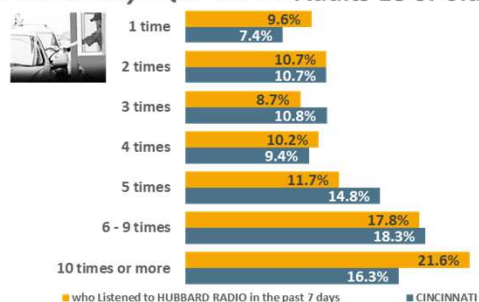
Past 12-months Domestic Airline Trips: Adults 18 or older



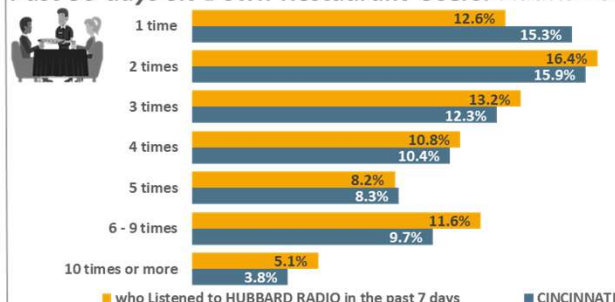


36.9% or 657,243 of CINCINNATI Metro Adults 18 or older Listened to HUBBARD RADIO in the past 7 days. Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days are 3.% more likely to use QSRs past mo., 2.9% more likely to use Sit-Down Restaurants past mo., 6.% more likely to use Casinos past yr., 1.5% more likely to smoke cigarettes.

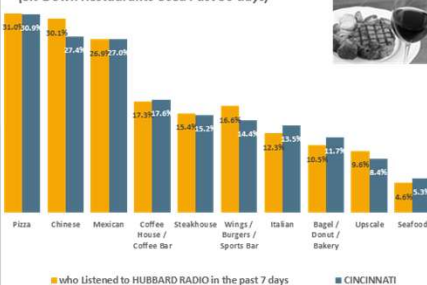
Past 30-days QSR Users: Adults 18 or older



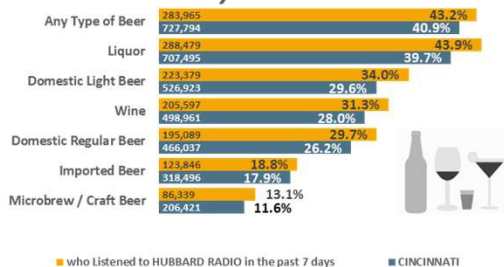
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



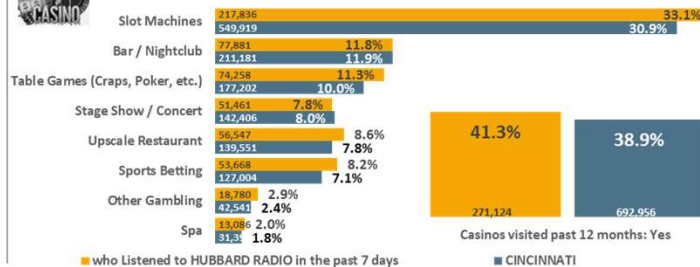
Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



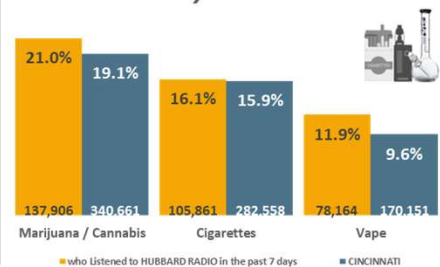
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



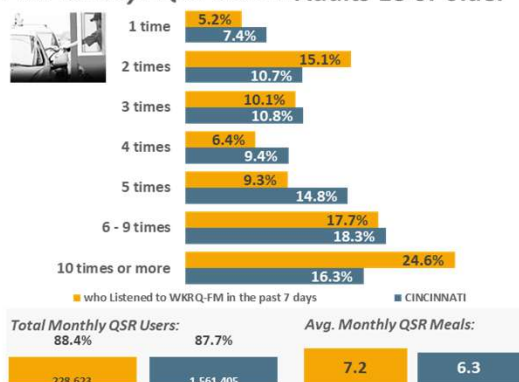
Used Past 30-days: Adults 18 or older



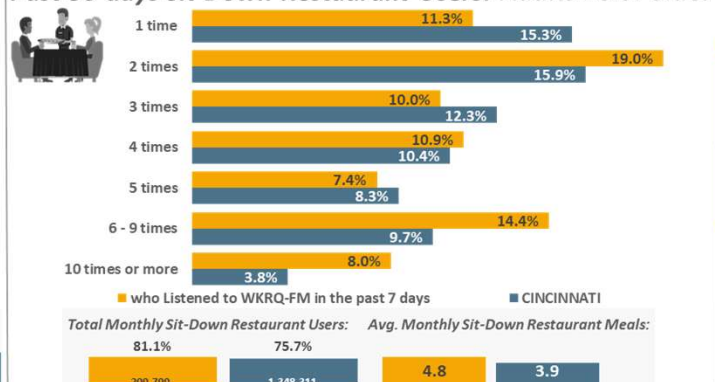


14.5% or 258,645 of CINCINNATI Metro Adults 18 or older Listened to WKRQ-FM in the past 7 days. Adults 18 or older who Listened to WKRQ-FM in the past 7 days are .8% more likely to use QSRs past mo., 7.1% more likely to use Sit-Down Restaurants past mo., 28.4% more likely to use Casinos past yr., 19.9% less likely to smoke cigarettes.

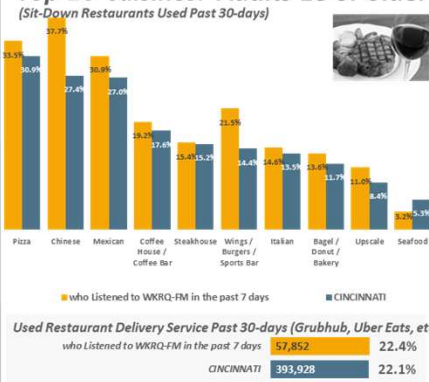
Past 30-days QSR Users: Adults 18 or older



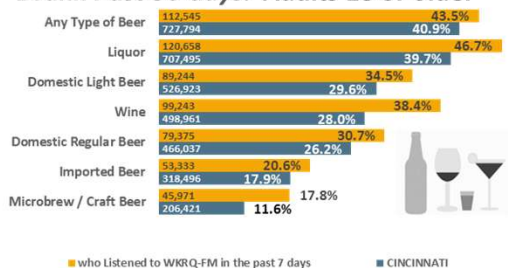
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



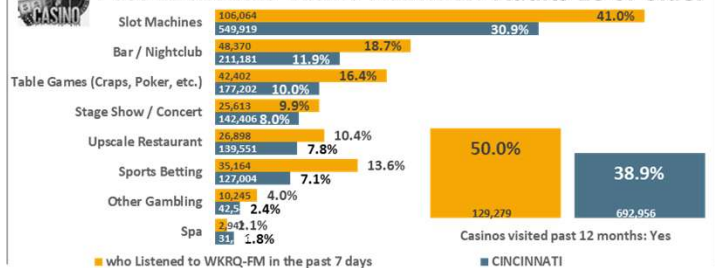
Top-10 Cuisines: Adults 18 or older



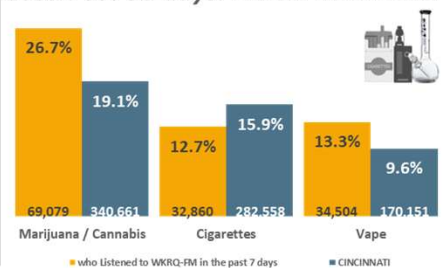
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



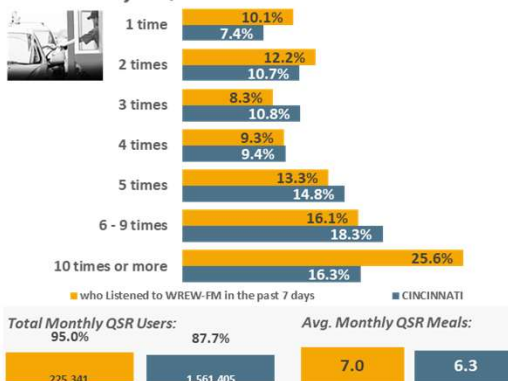
Used Past 30-days: Adults 18 or older



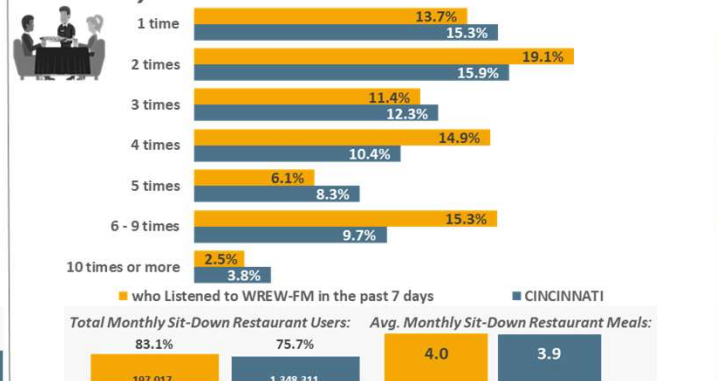


13.3% or 237,182 of CINCINNATI Metro Adults 18 or older Listened to WREW-FM in the past 7 days.
Adults 18 or older who Listened to WREW-FM in the past 7 days are 8.3% more likely to use QSRs past mo.,
9.7% more likely to use Sit-Down Restaurants past mo., 4.6% less likely to use Casinos past yr., 3.1% less
likely to smoke cigarettes.

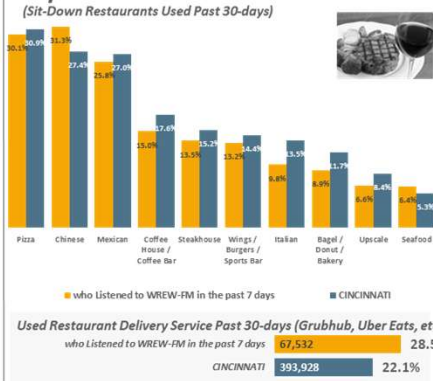
Past 30-days QSR Users: Adults 18 or older



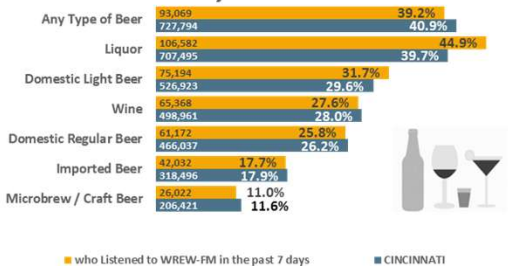
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



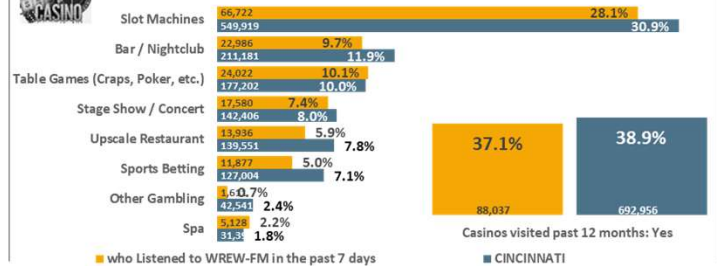
Top-10 Cuisines: Adults 18 or older



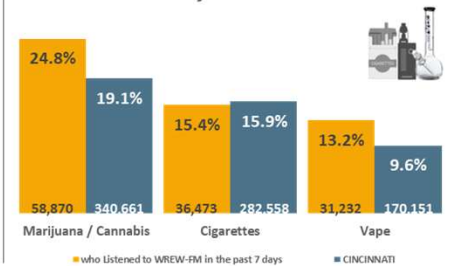
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



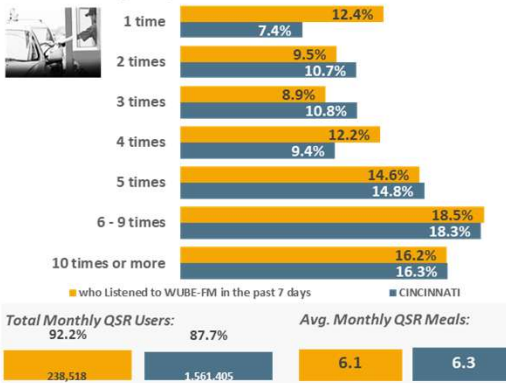
Used Past 30-days: Adults 18 or older



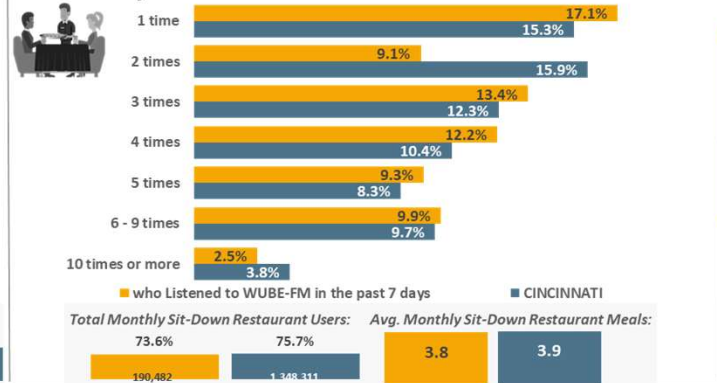


14.5% or 258,763 of CINCINNATI Metro Adults 18 or older Listened to WUBE-FM in the past 7 days. Adults 18 or older who Listened to WUBE-FM in the past 7 days are 5.1% more likely to use QSRs past mo., 2.8% less likely to use Sit-Down Restaurants past mo., 10.4% less likely to use Casinos past yr., 4.2% more likely to smoke cigarettes.

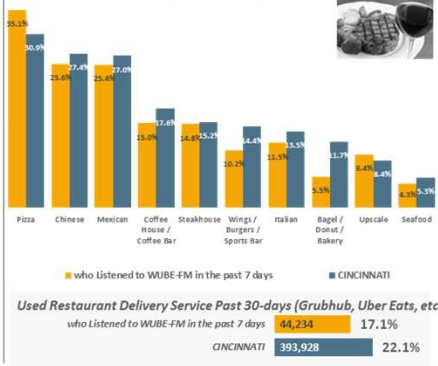
Past 30-days QSR Users: Adults 18 or older



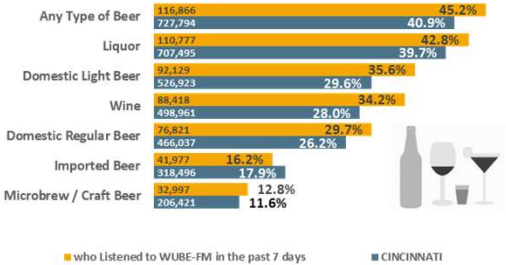
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



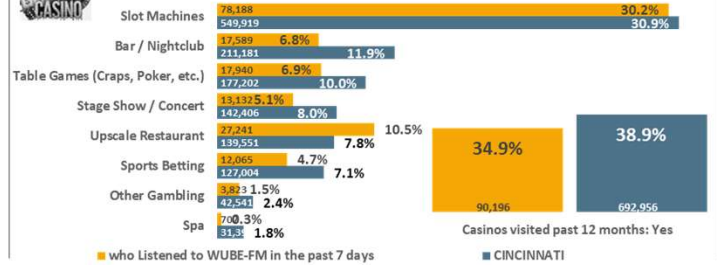
Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



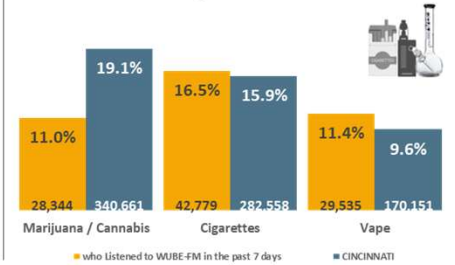
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



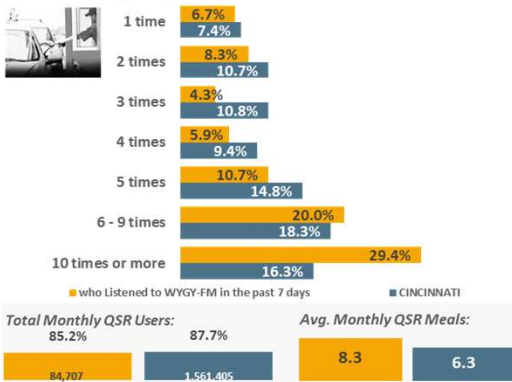
Used Past 30-days: Adults 18 or older



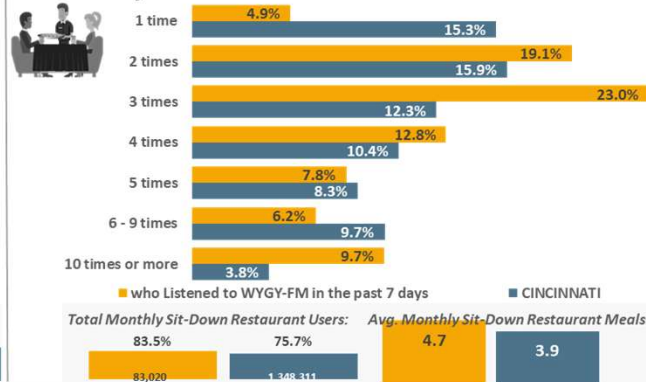


5.6% or 99,375 of CINCINNATI Metro Adults 18 or older Listened to WYGY-FM in the past 7 days.
Adults 18 or older who Listened to WYGY-FM in the past 7 days are 2.8% less likely to use QSRs past mo.,
10.3% more likely to use Sit-Down Restaurants past mo., 10.7% more likely to use Casinos past yr., 18.8%
more likely to smoke cigarettes.

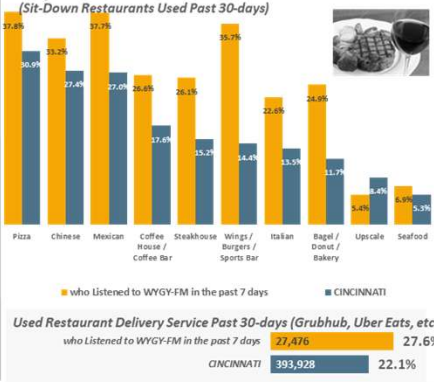
Past 30-days QSR Users: Adults 18 or older



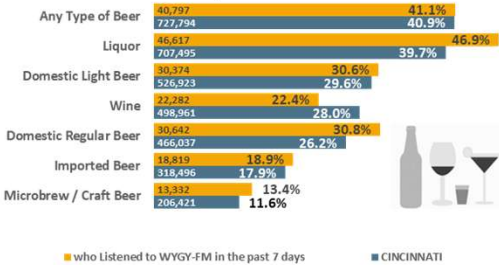
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



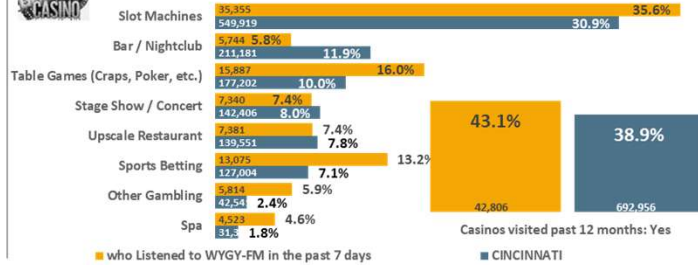
Top-10 Cuisines: Adults 18 or older



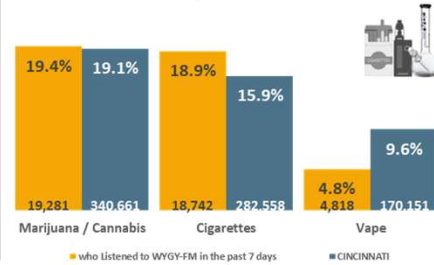
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



Used Past 30-days: Adults 18 or older





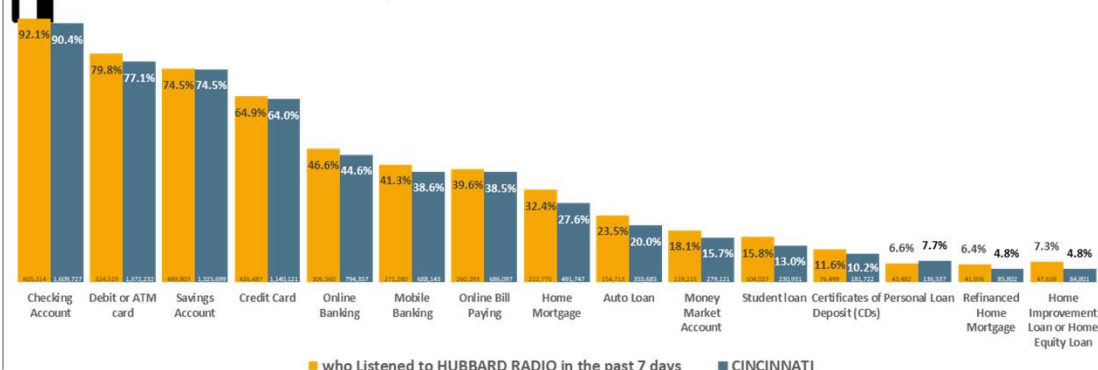
36.9% or 657,243 of CINCINNATI Metro Adults 18 or older Listened to HUBBARD RADIO in the past 7 days. Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days are 15.1% more likely to have a 401K, 17.8% more likely to have an Auto Loan, 15.7% more likely to Invest/Trade Stocks Online, 3.7% more likely to pay with their Debit Card.



Investments Owned: Adults 18 or older



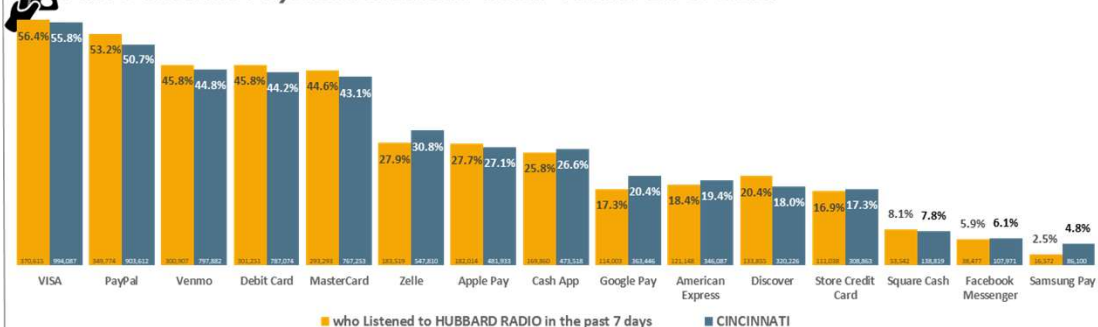
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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





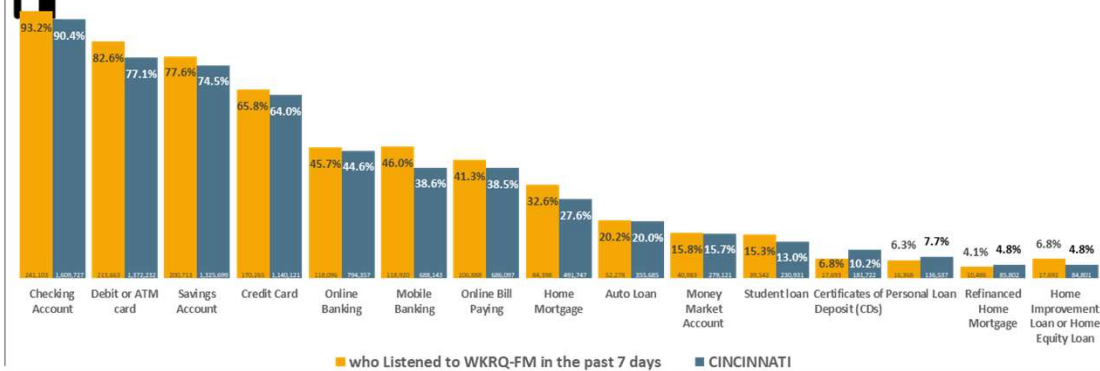
14.5% or 258,645 of CINCINNATI Metro Adults 18 or older Listened to WKRC-FM in the past 7 days. Adults 18 or older who Listened to WKRC-FM in the past 7 days are 31.2% more likely to have a 401K, 1.2% more likely to have an Auto Loan, 51.5% more likely to Invest/Trade Stocks Online, 12.3% more likely to pay with their Debit Card.



Investments Owned: Adults 18 or older



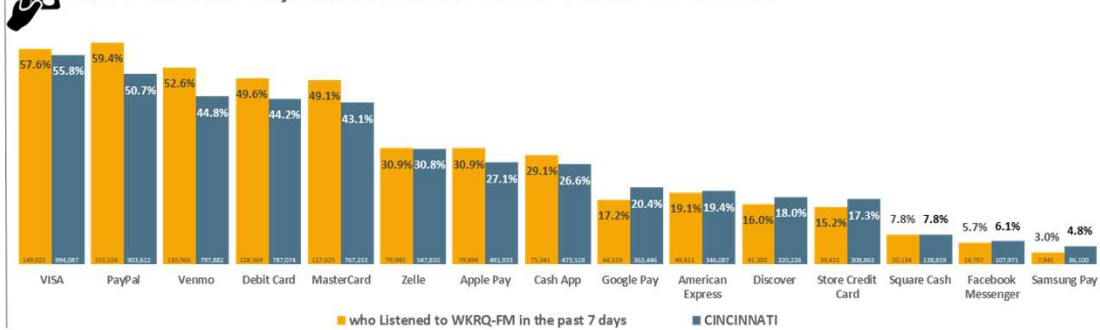
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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

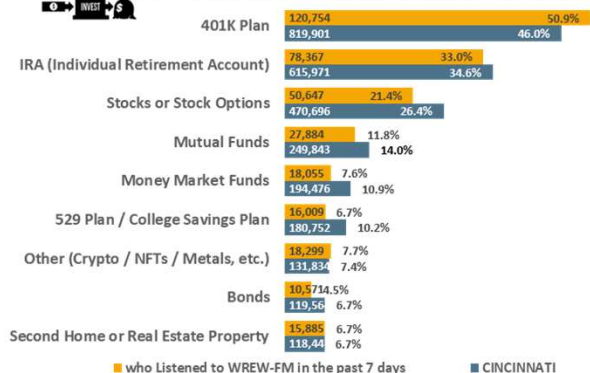




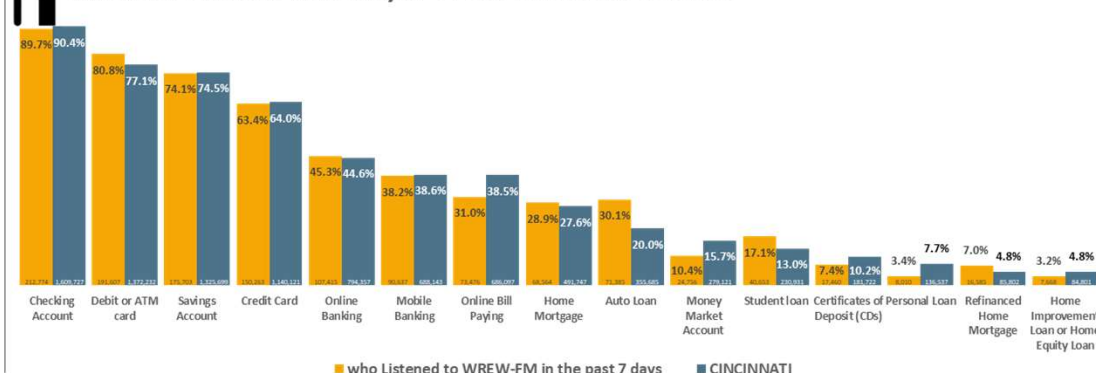
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Investments Owned: Adults 18 or older



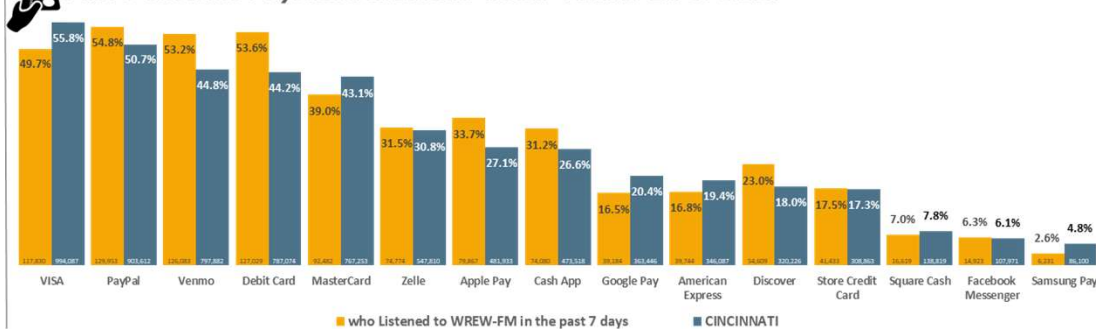
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B-105.1

CINCINNATI'S NEW COUNTRY!

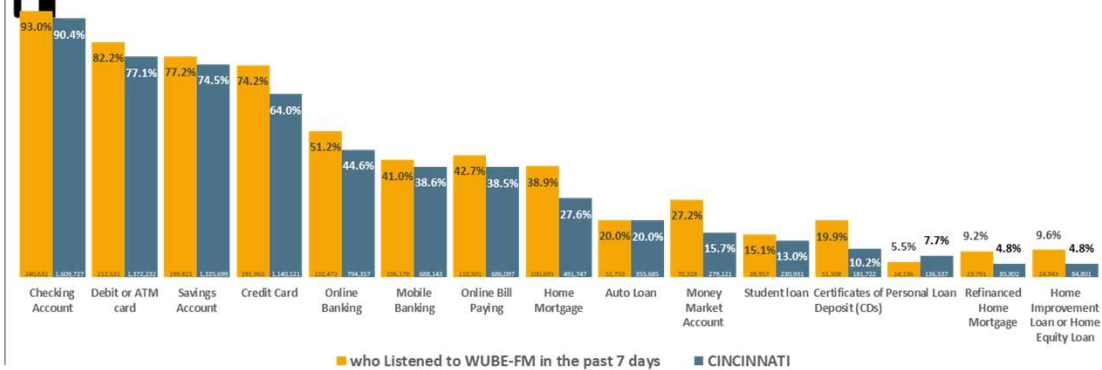
14.5% or 258,763 of CINCINNATI Metro Adults 18 or older Listened to WUBE-FM in the past 7 days. Adults 18 or older who Listened to WUBE-FM in the past 7 days are 19.3% more likely to have a 401K, .1% more likely to have an Auto Loan, .5% more likely to Invest/Trade Stocks Online, 7.3% less likely to pay with their Debit Card.



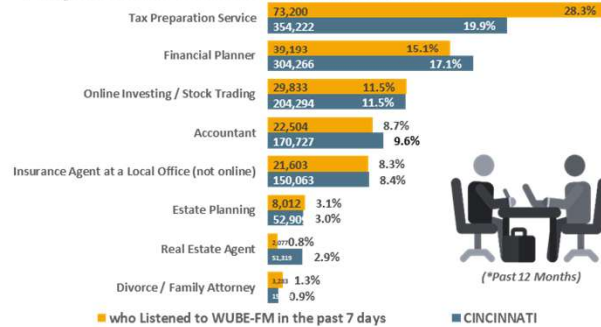
Investments Owned: Adults 18 or older



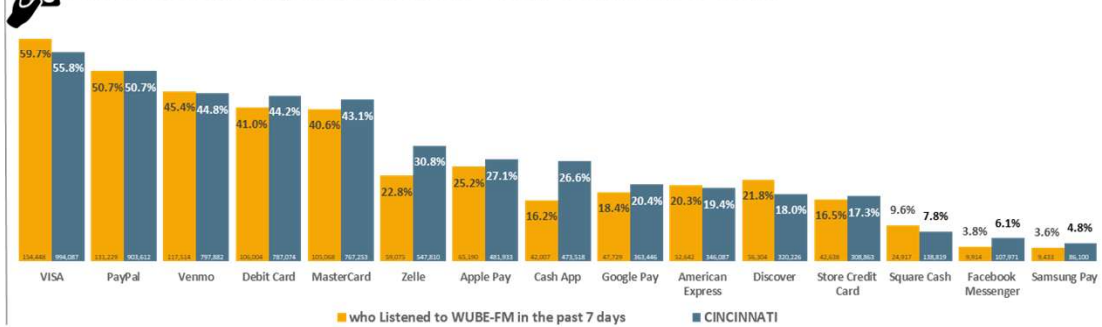
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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





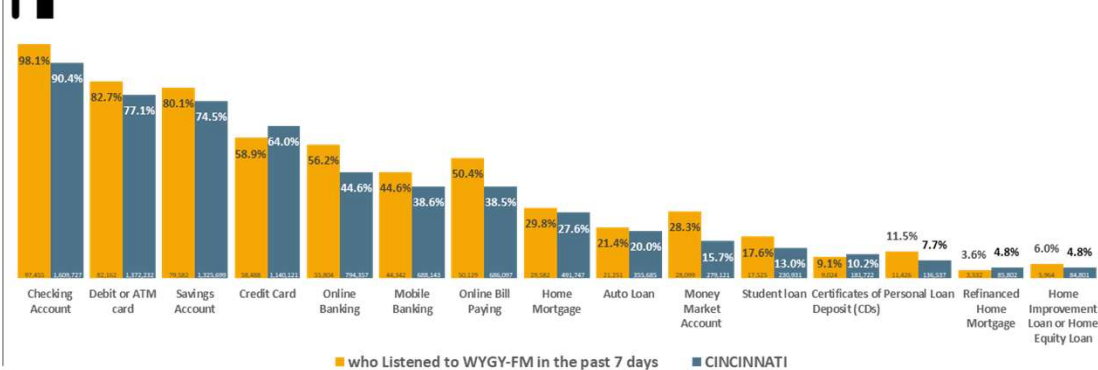
5.6% or 99,375 of CINCINNATI Metro Adults 18 or older Listened to WYGY-FM in the past 7 days. Adults 18 or older who Listened to WYGY-FM in the past 7 days are 19.3% more likely to have a 401K, 7.1% more likely to have an Auto Loan, 13.2% more likely to Invest/Trade Stocks Online, 10.8% more likely to pay with their Debit Card.



Investments Owned: Adults 18 or older



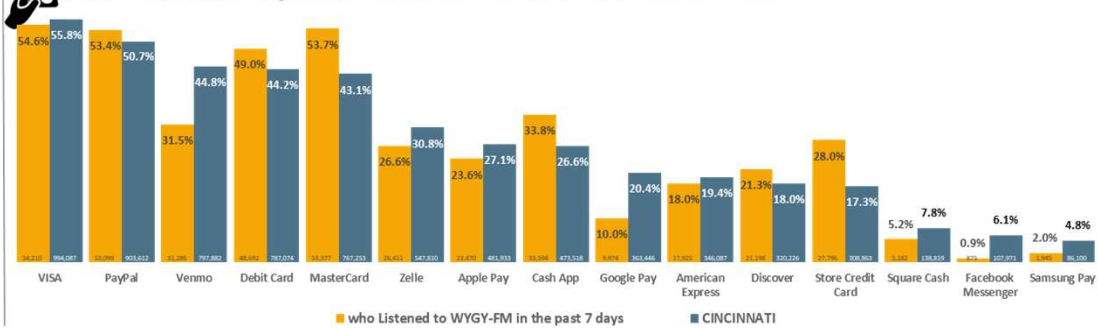
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



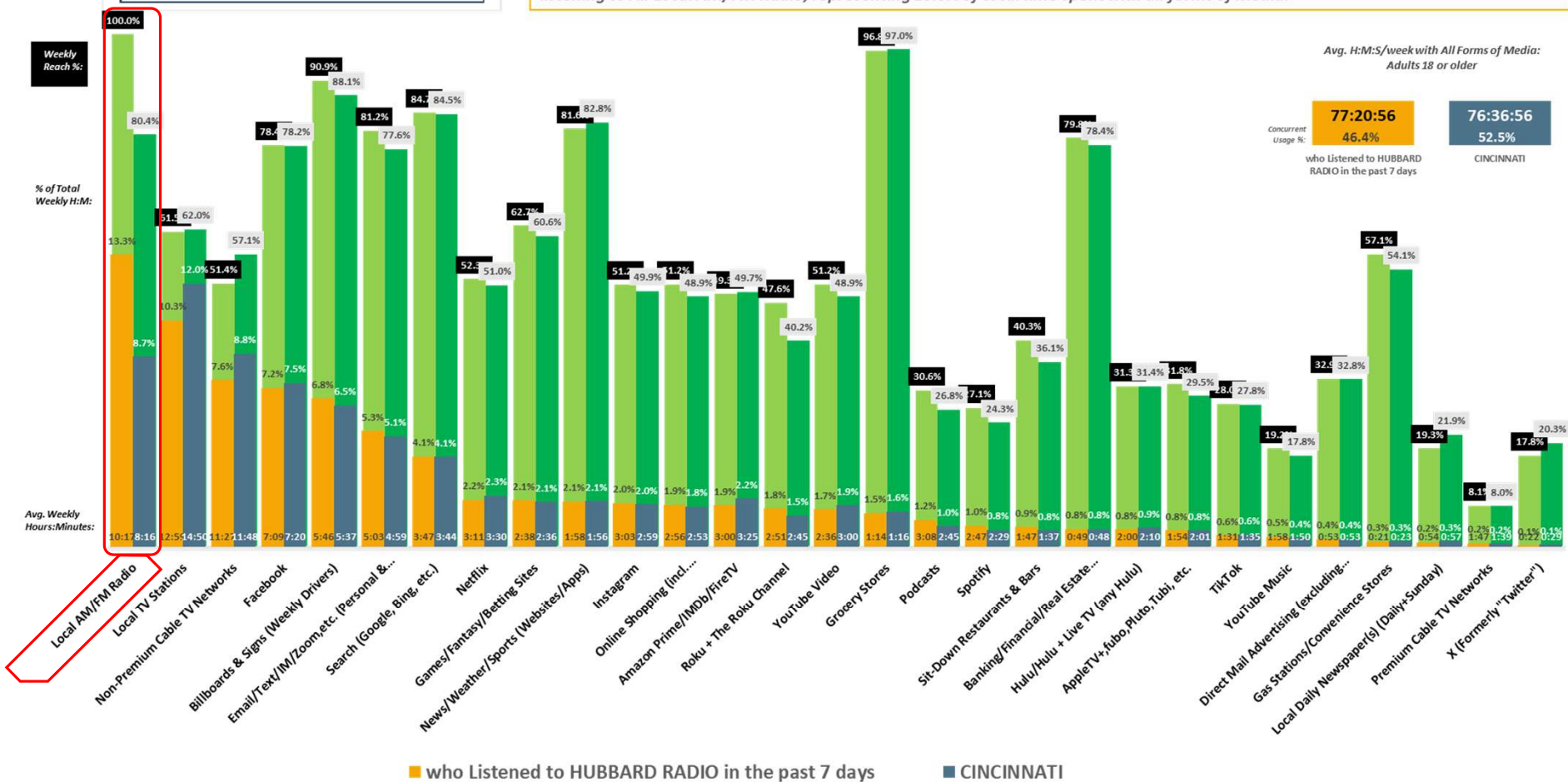
Past 3-Months Payment Methods Used: Adults 18 or older





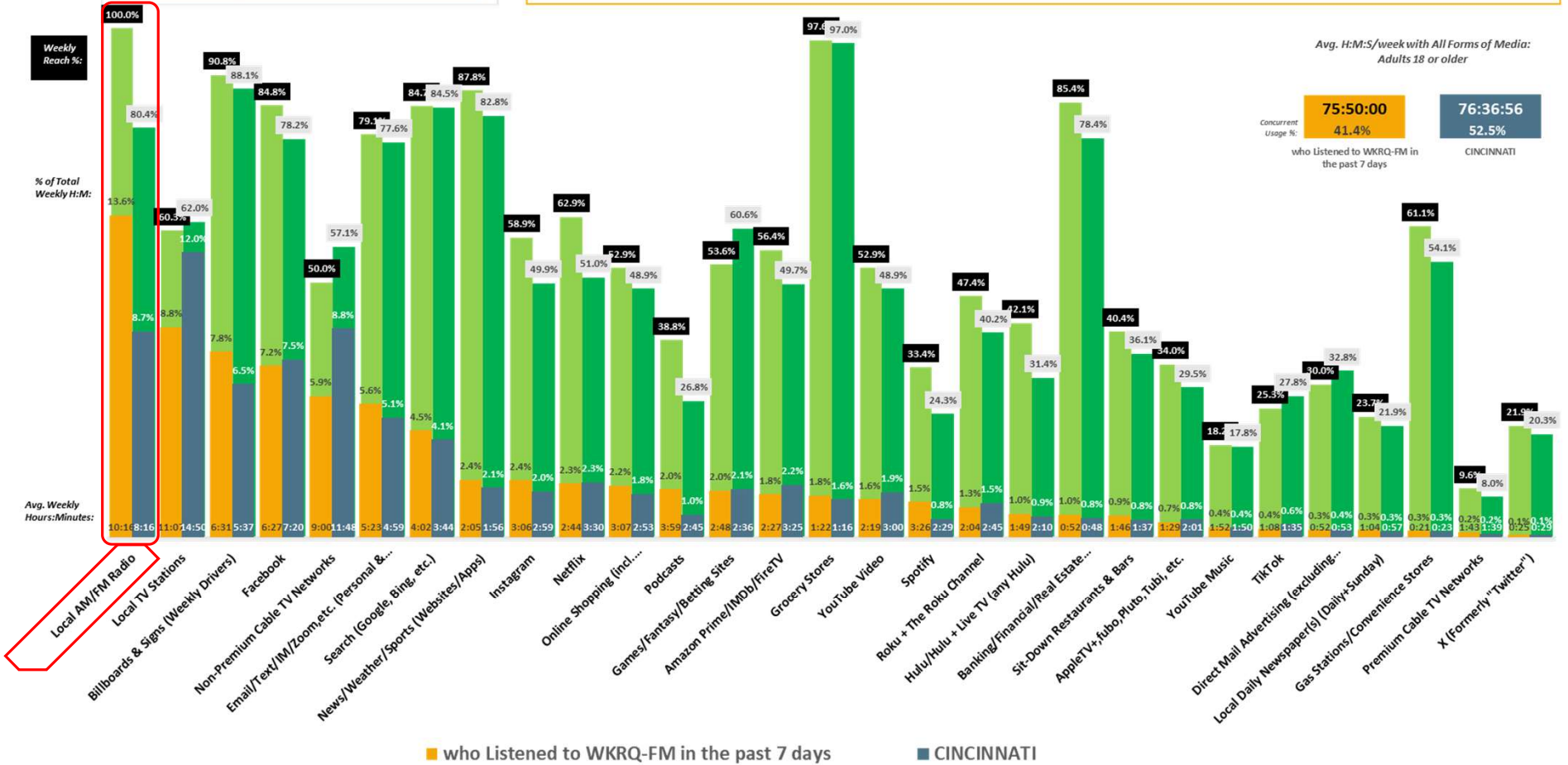
Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days spend an average of 3 days, 5 hours, 20 minutes and 56 seconds each week with All Forms of Media.

100.% of Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days spend an avg. of 10 hours and 17 minutes each week listening to All Local AM/FM Radio, representing 13.3% of total time spent with all forms of Media.



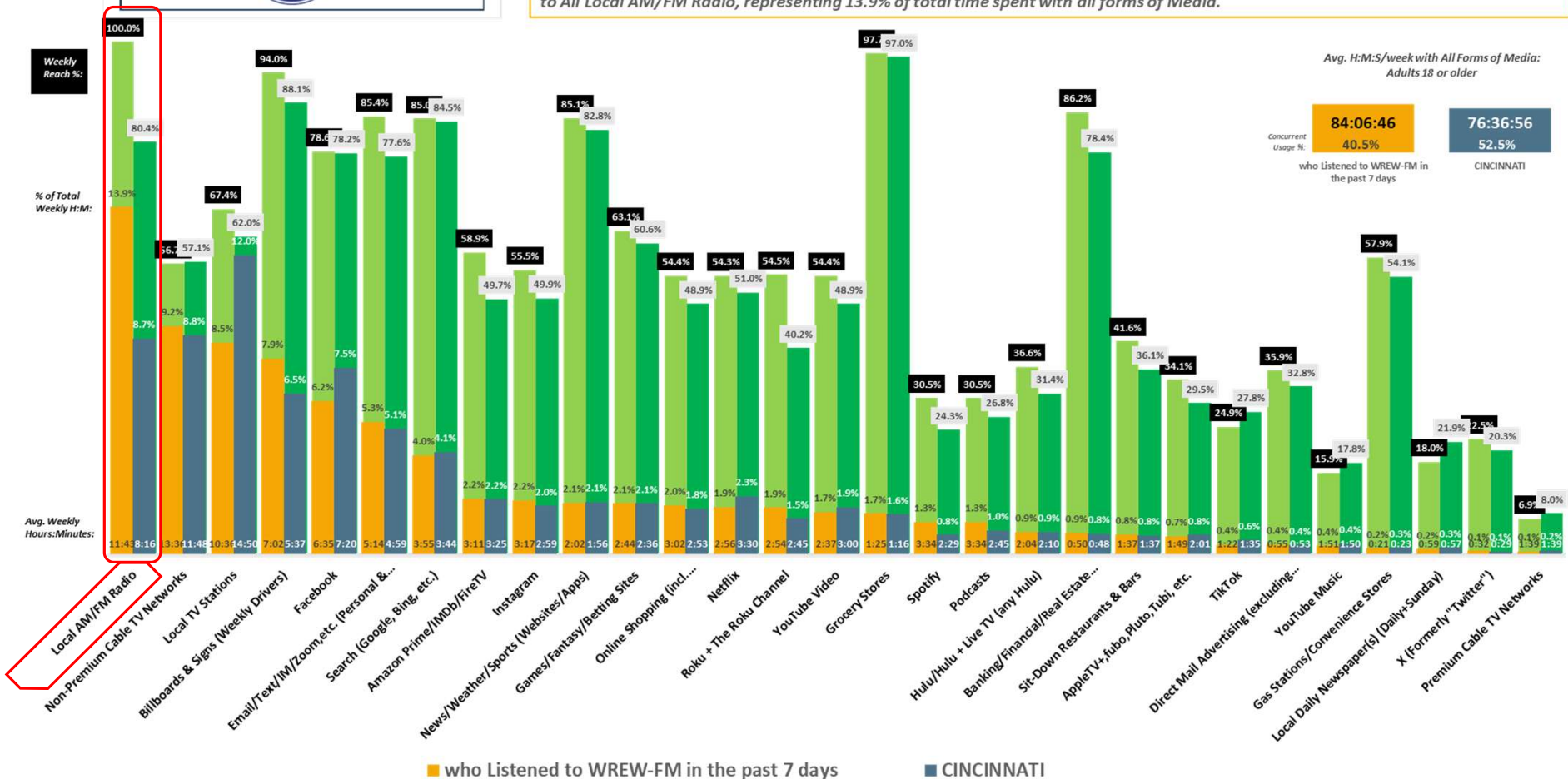


Adults 18 or older who Listened to WKQR-FM in the past 7 days spend an average of 3 days, 3 hours, 50 minutes and 0 seconds each week with All Forms of Media.
100.% of Adults 18 or older who Listened to WKQR-FM in the past 7 days spend an avg. of 10 hours and 16 minutes each week listening to All Local AM/FM Radio, representing 13.6% of total time spent with all forms of Media.





Adults 18 or older who Listened to WREW-FM in the past 7 days spend an average of 3 days, 12 hours, 6 minutes and 46 seconds each week with All Forms of Media.
100.% of Adults 18 or older who Listened to WREW-FM in the past 7 days spend an avg. of 11 hours and 43 minutes each week listening to All Local AM/FM Radio, representing 13.9% of total time spent with all forms of Media.



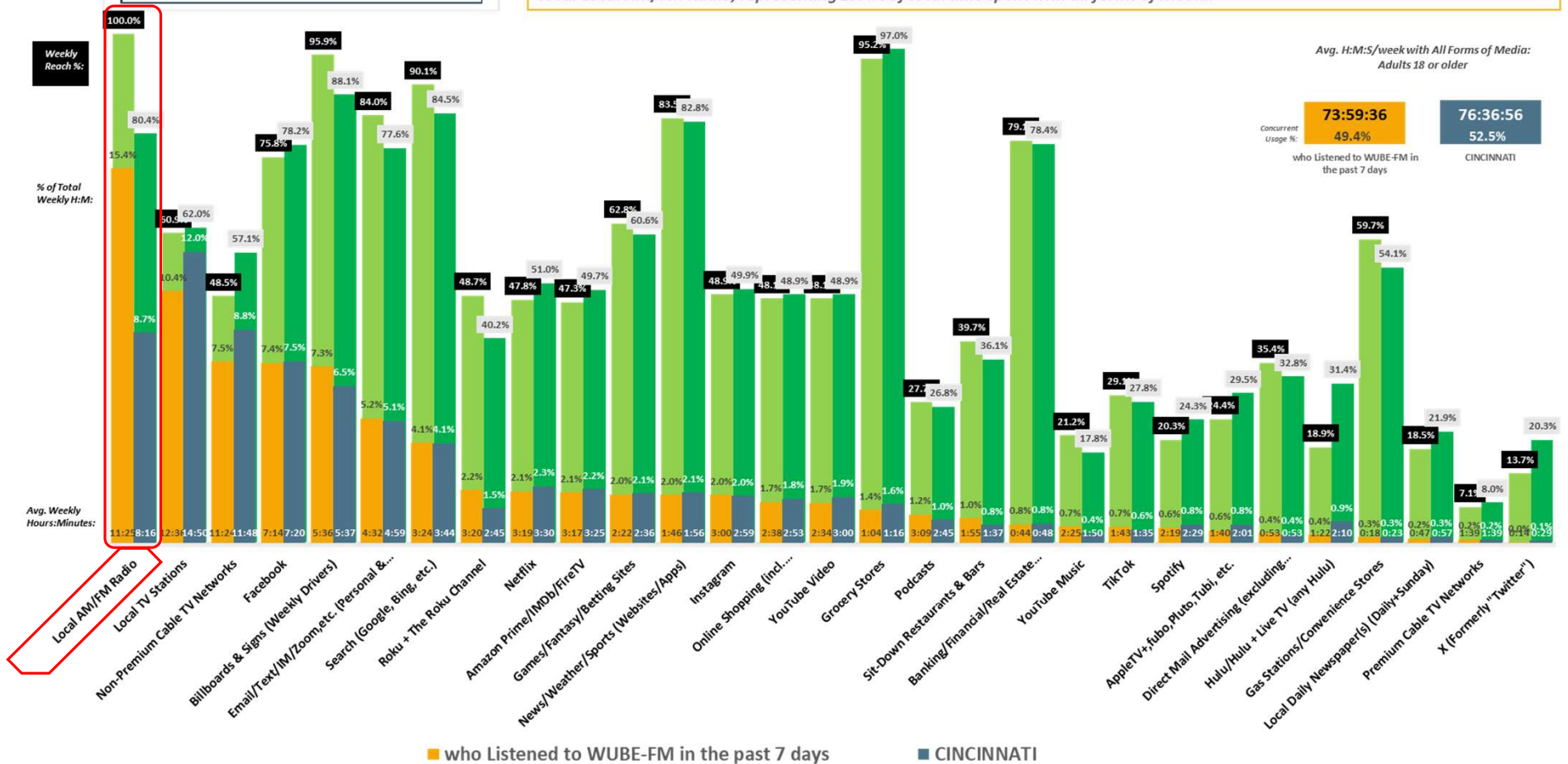
Avg. H:M:S/week with All Forms of Media:
Adults 18 or older

Concurrent Usage %:
84:06:46
40.5%
76:36:56
52.5%
who Listened to WREW-FM in the past 7 days
CINCINNATI

B-105.1

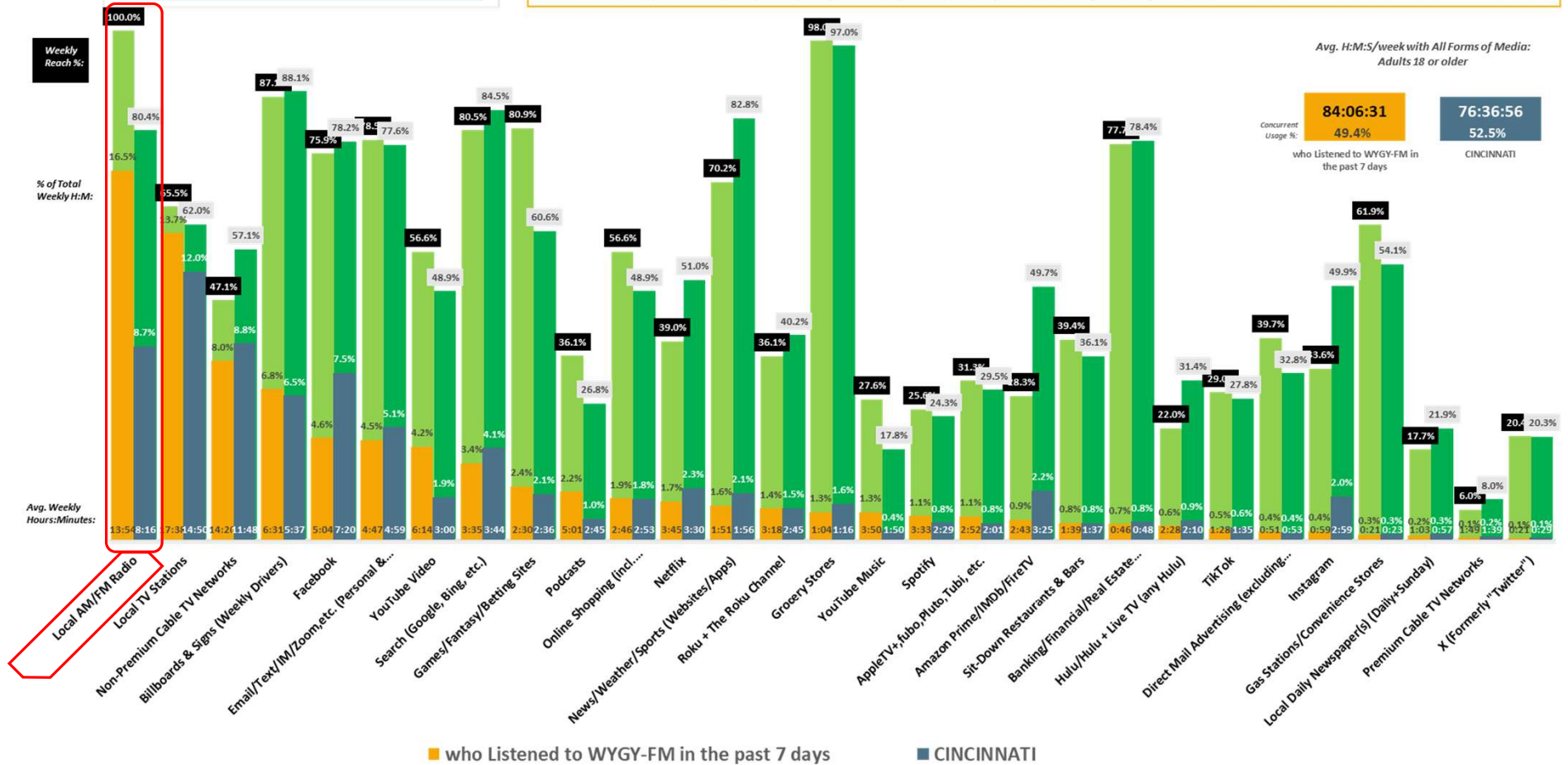
CINCINNATI'S NEW COUNTRY!

Adults 18 or older who Listened to WUBE-FM in the past 7 days spend an average of 3 days, 1 hours, 59 minutes and 36 seconds each week with All Forms of Media.
 100.% of Adults 18 or older who Listened to WUBE-FM in the past 7 days spend an avg. of 11 hours and 25 minutes each week listening to All Local AM/FM Radio, representing 15.4% of total time spent with all forms of Media.



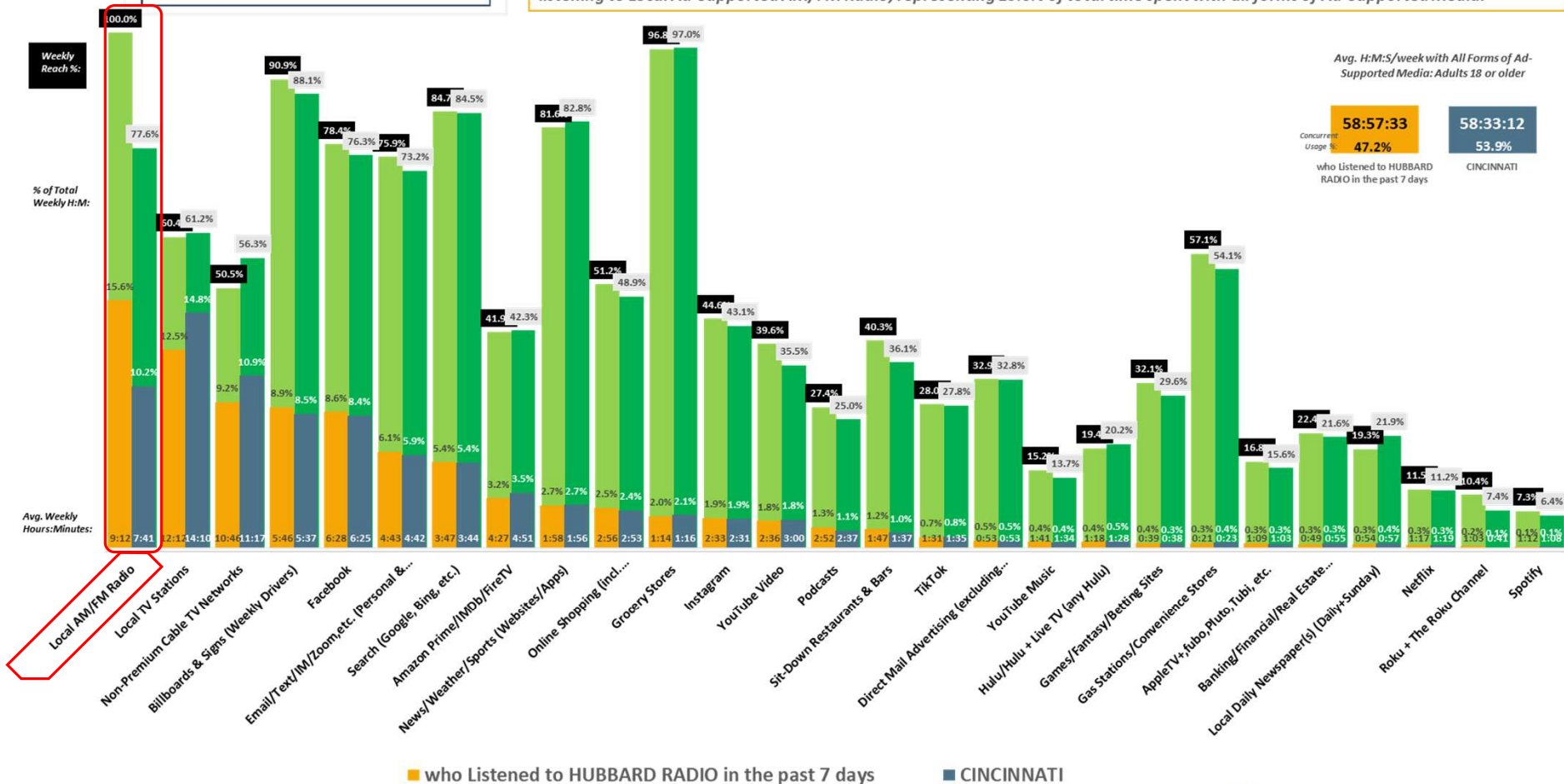


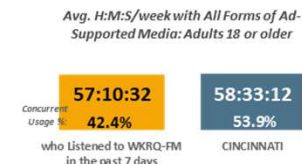
Adults 18 or older who Listened to WYGY-FM in the past 7 days spend an average of 3 days, 12 hours, 6 minutes and 31 seconds each week with All Forms of Media.
100.% of Adults 18 or older who Listened to WYGY-FM in the past 7 days spend an avg. of 13 hours and 54 minutes each week listening to All Local AM/FM Radio, representing 16.5% of total time spent with all forms of Media.





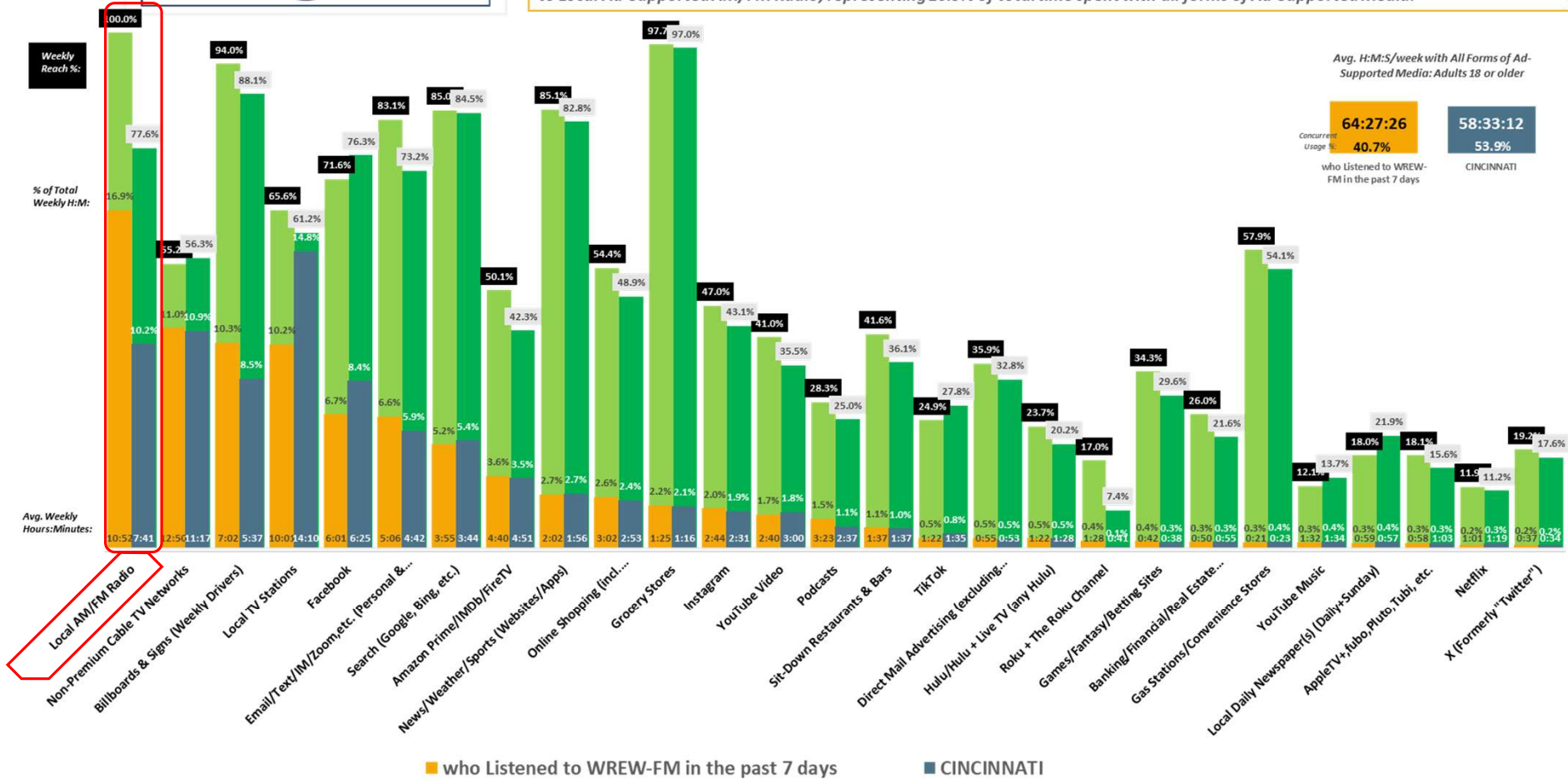
Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days spend an average of 2 days, 10 hours, 57 minutes and 33 seconds each week with All Forms of Ad-Supported Media.
100.% of Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days spend an avg. of 9 hours and 12 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 15.6% of total time spent with all forms of Ad-Supported Media.







Adults 18 or older who Listened to WREW-FM in the past 7 days spend an average of 2 days, 16 hours, 27 minutes and 26 seconds each week with All Forms of Ad-Supported Media.
100.% of Adults 18 or older who Listened to WREW-FM in the past 7 days spend an avg. of 10 hours and 52 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 16.9% of total time spent with all forms of Ad-Supported Media.

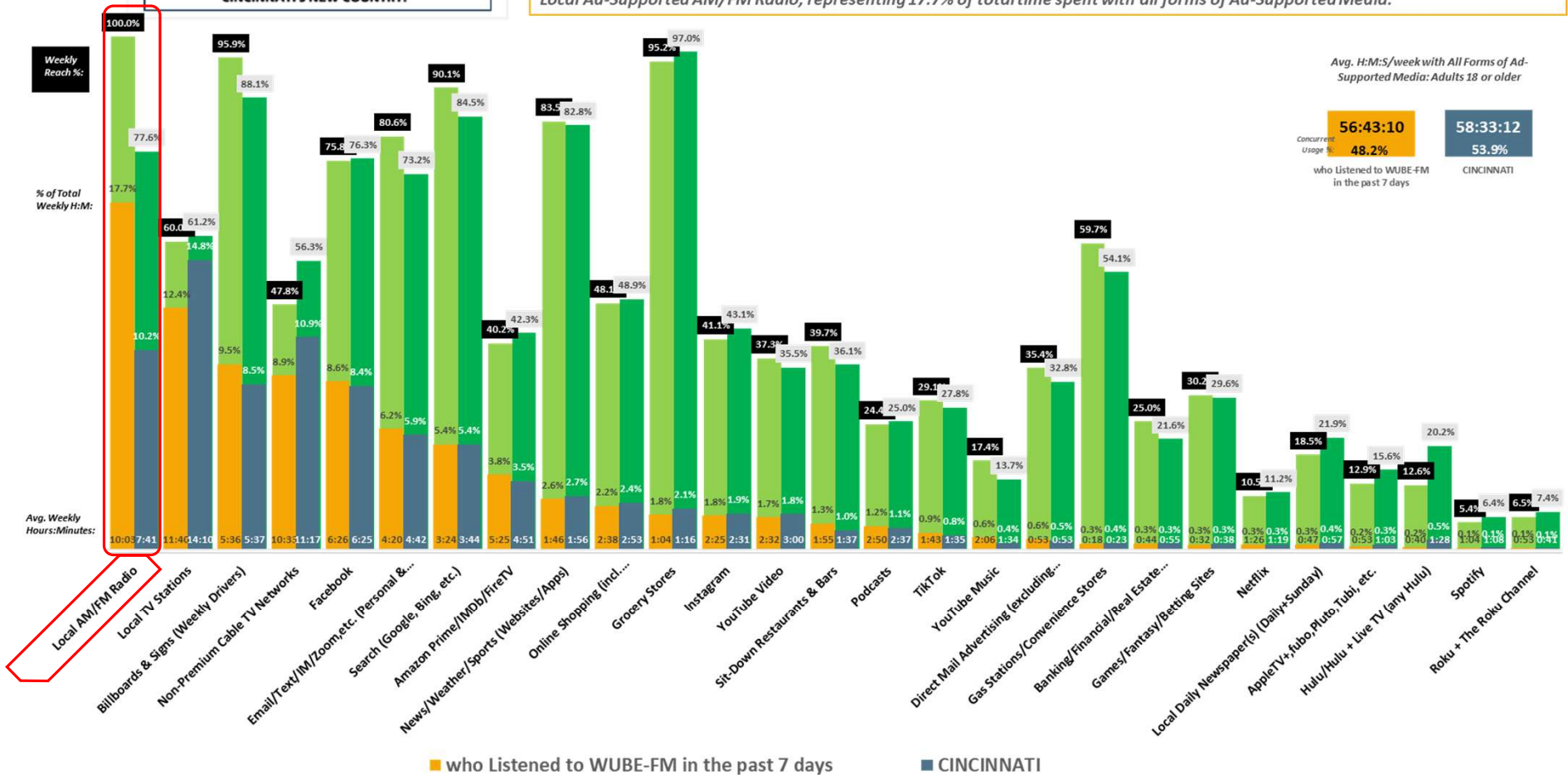


B-105.1

CINCINNATI'S NEW COUNTRY!

Adults 18 or older who Listened to WUBE-FM in the past 7 days spend an average of 2 days, 8 hours, 43 minutes and 10 seconds each week with All Forms of Ad-Supported Media.

100.0% of Adults 18 or older who Listened to WUBE-FM in the past 7 days spend an avg. of 10 hours and 3 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.



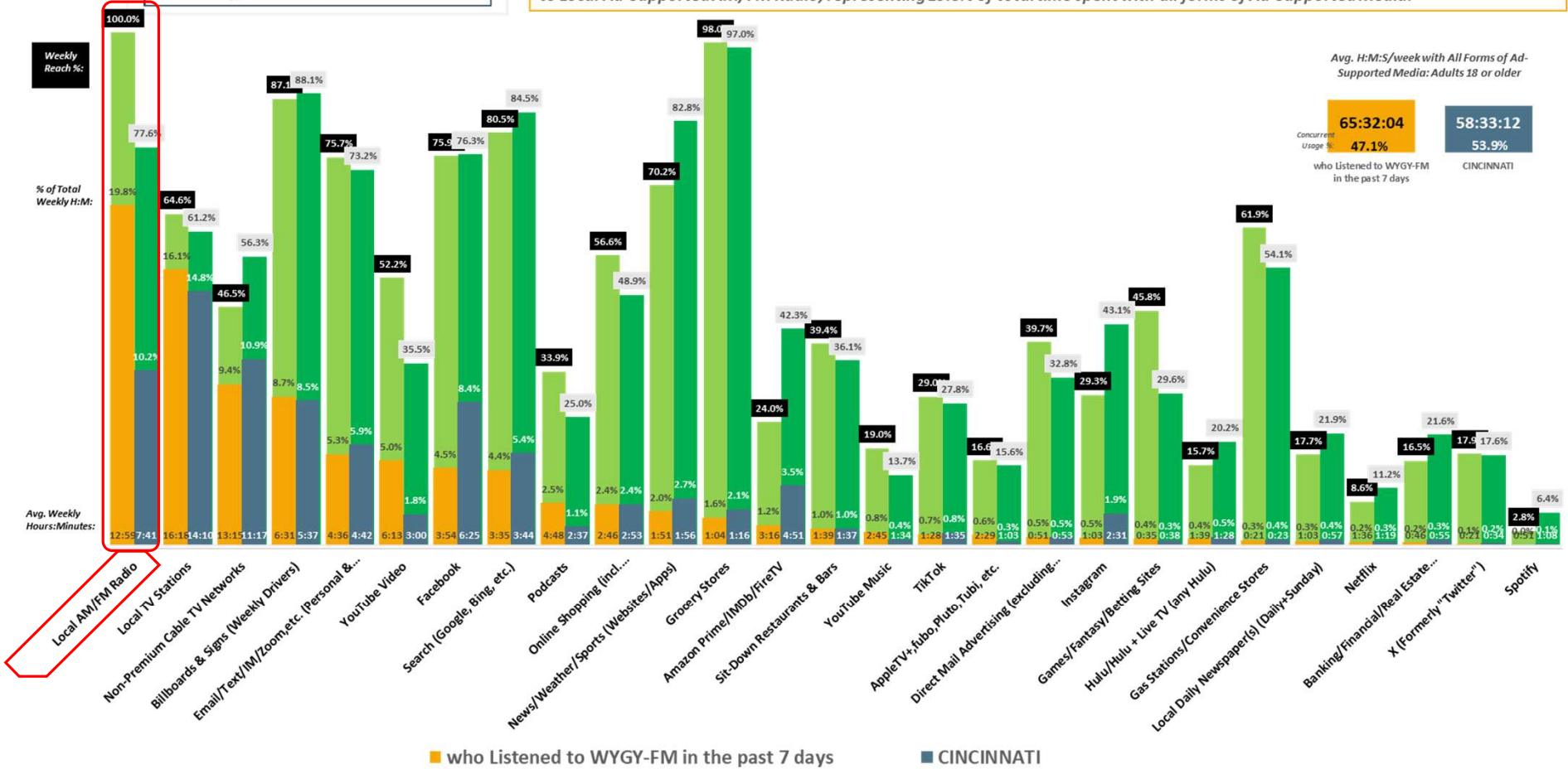
Avg. H:M:S/week with All Forms of Ad-Supported Media: Adults 18 or older

Concurrent Usage %
56:43:10
48.2%
 who Listened to WUBE-FM in the past 7 days

58:33:12
53.9%
 CINCINNATI



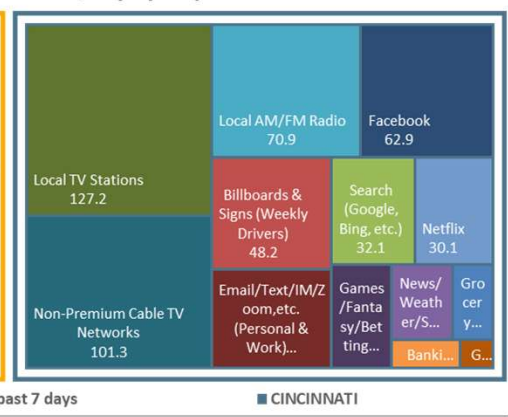
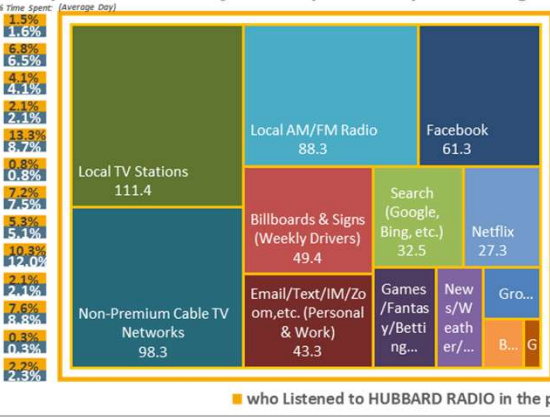
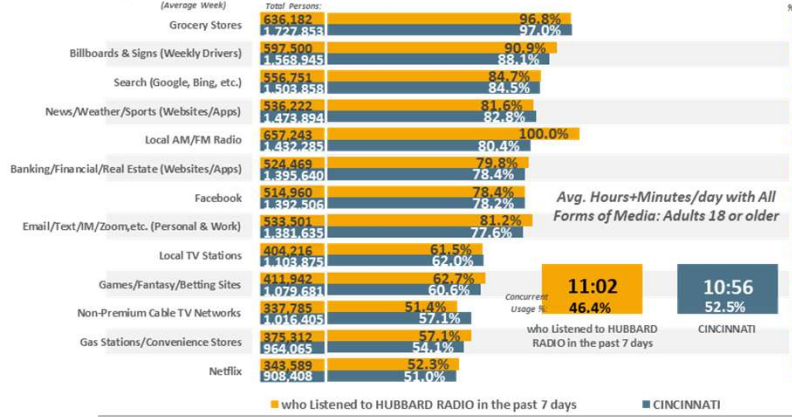
Adults 18 or older who Listened to WYGY-FM in the past 7 days spend an average of 2 days, 17 hours, 32 minutes and 4 seconds each week with All Forms of Ad-Supported Media.
100.% of Adults 18 or older who Listened to WYGY-FM in the past 7 days spend an avg. of 12 hours and 59 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 19.8% of total time spent with all forms of Ad-Supported Media.



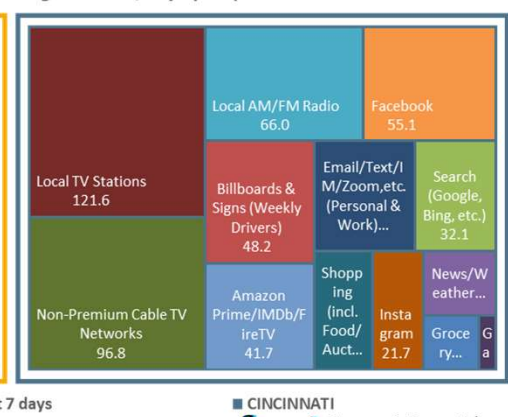
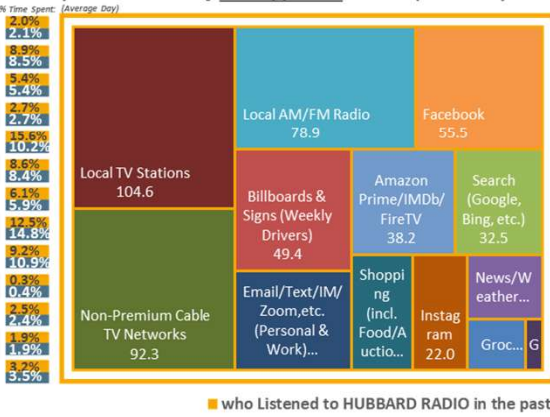
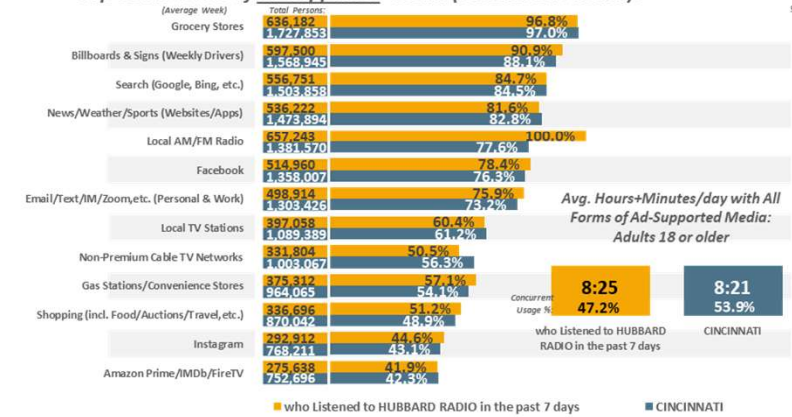


Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days spend an average of 8 hours and 25 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 78.9 minutes/day. (Local Radio delivers 15.6% of Time with Ad-Supported Media.)

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



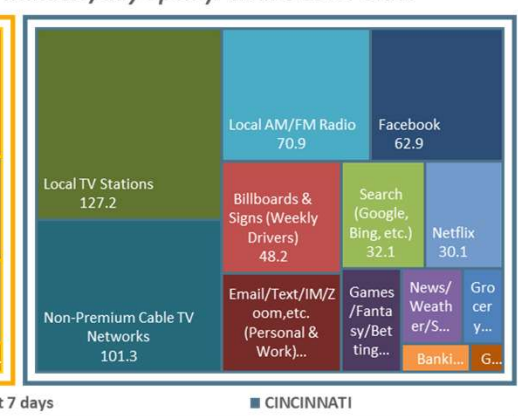
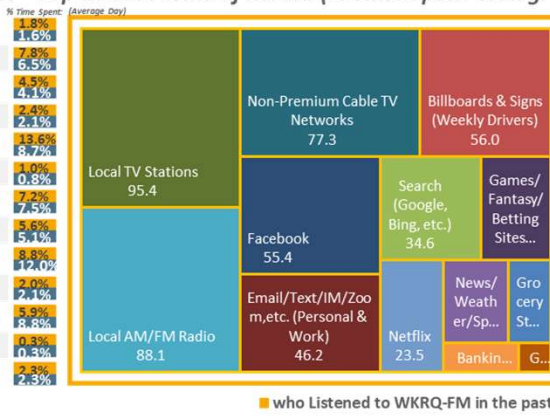
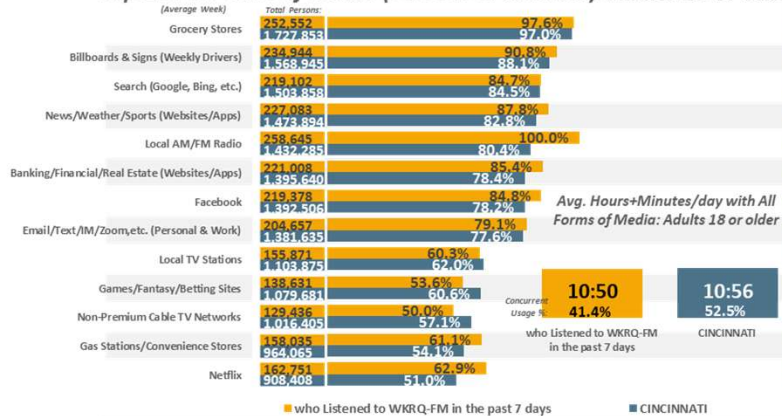
Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 18 or older Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



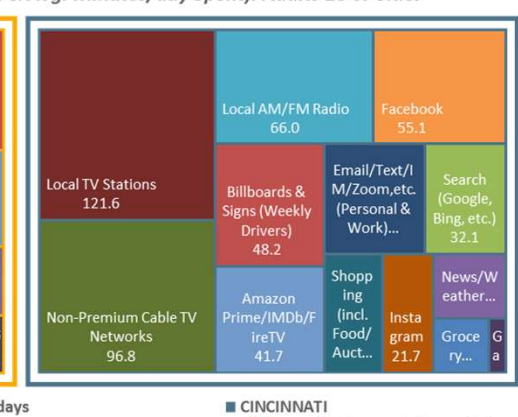
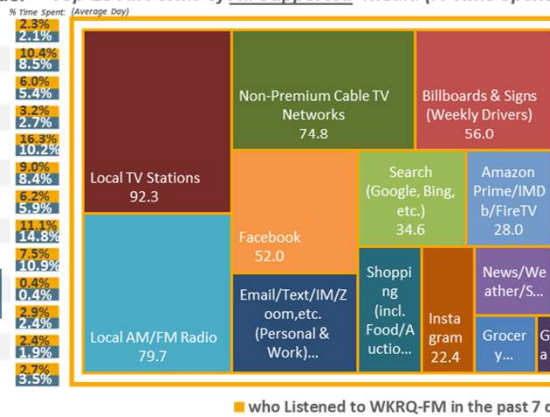
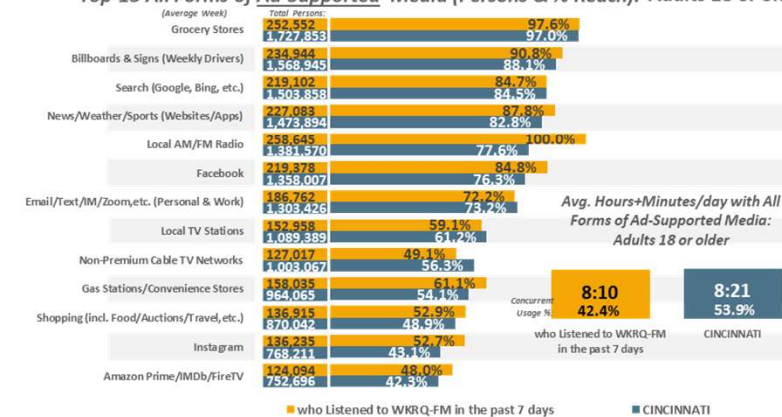


Adults 18 or older who Listened to WKQR-FM in the past 7 days spend an average of 8 hours and 10 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 79.7 minutes/day. *(Local Radio delivers 16.3% of Time with Ad-Supported Media.)*

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



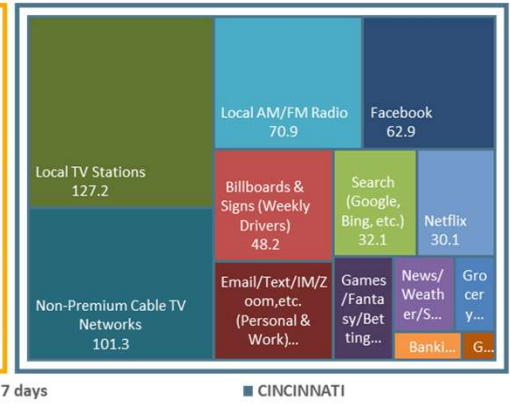
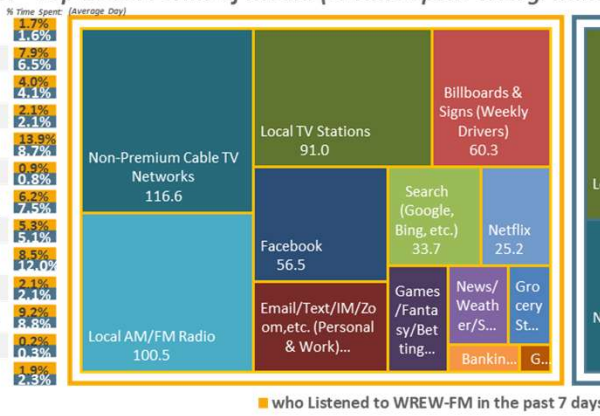
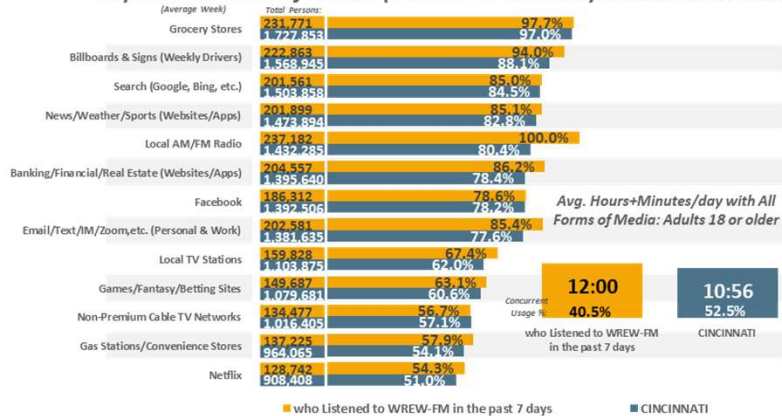
Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 18 or older **Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



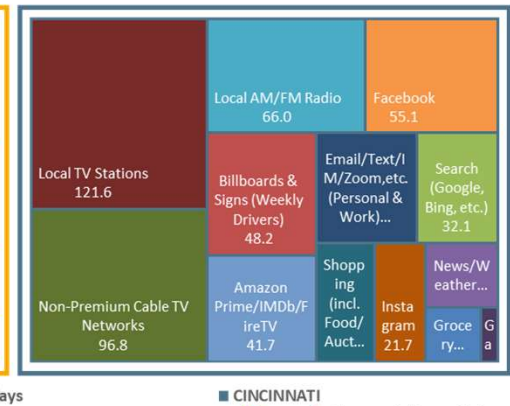
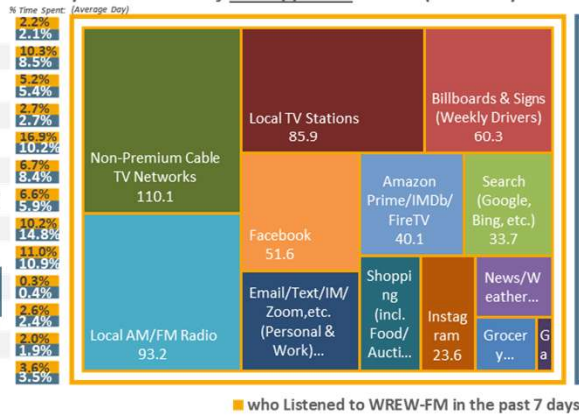
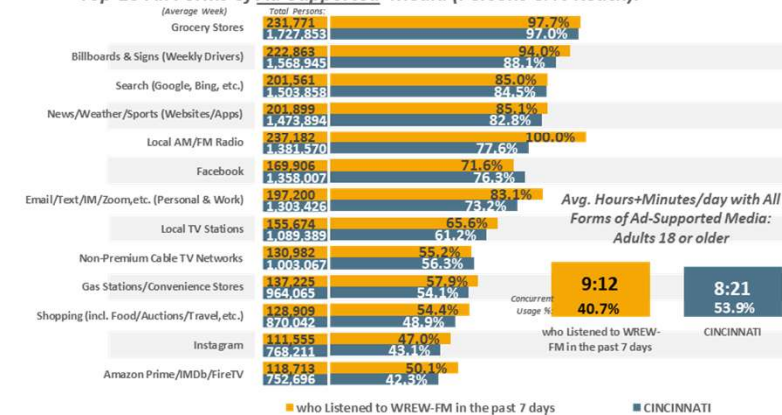


Adults 18 or older who Listened to WREW-FM in the past 7 days spend an average of 9 hours and 12 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 93.2 minutes/day. *(Local Radio delivers 16.9% of Time with Ad-Supported Media.)*

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



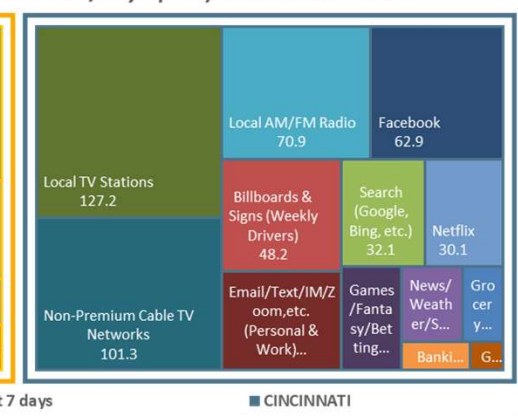
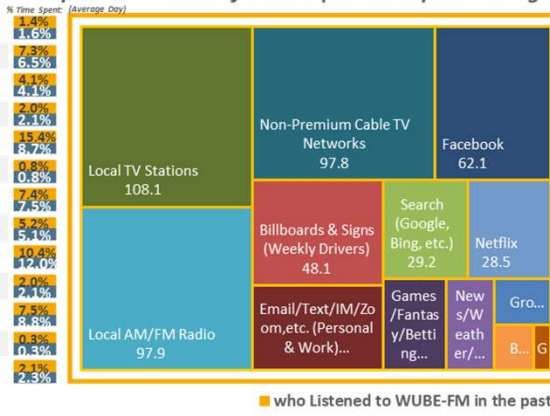
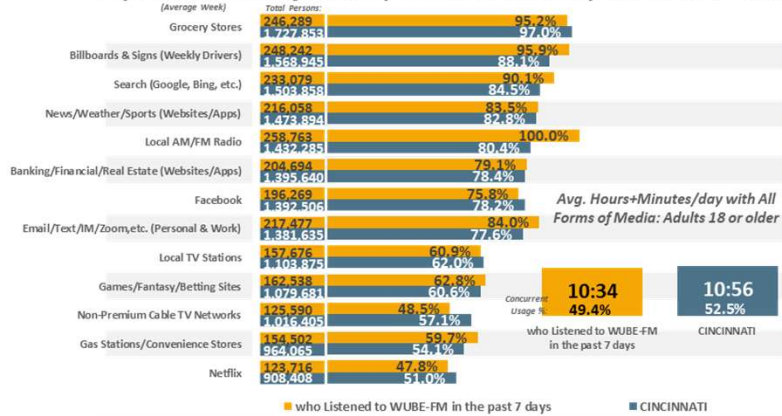
Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 18 or older **Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



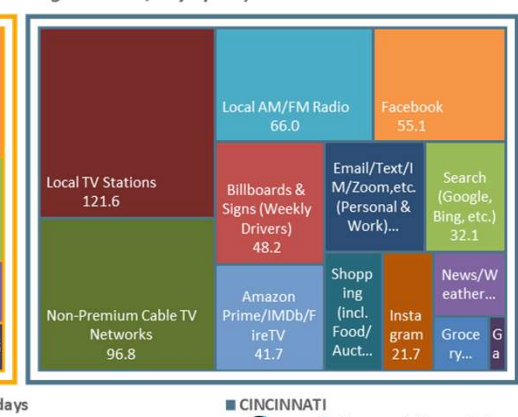
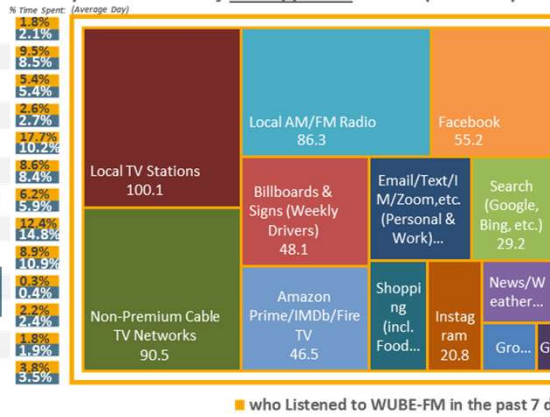
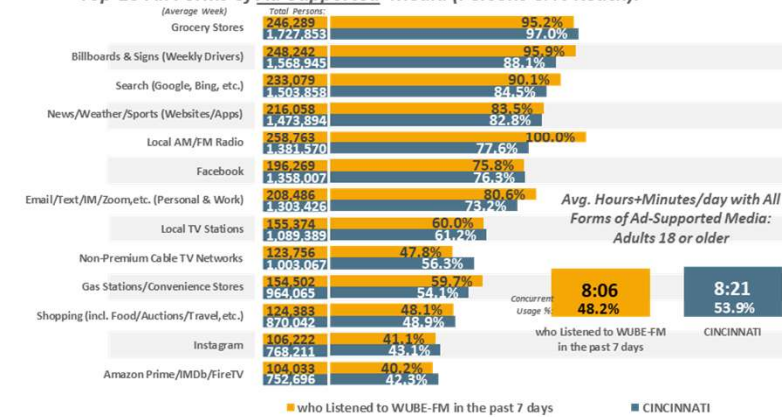


Adults 18 or older who Listened to WUBE-FM in the past 7 days spend an average of 8 hours and 6 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 86.3 minutes/day. (Local Radio delivers 17.7% of Time with Ad-Supported Media.)

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



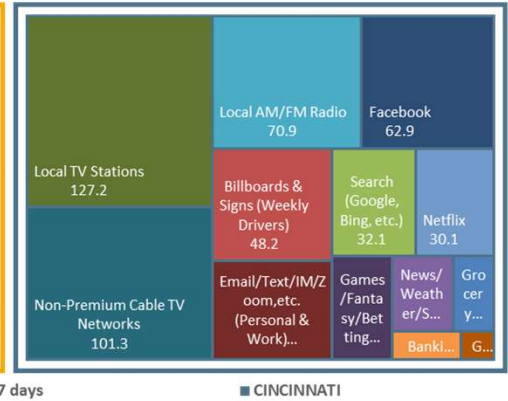
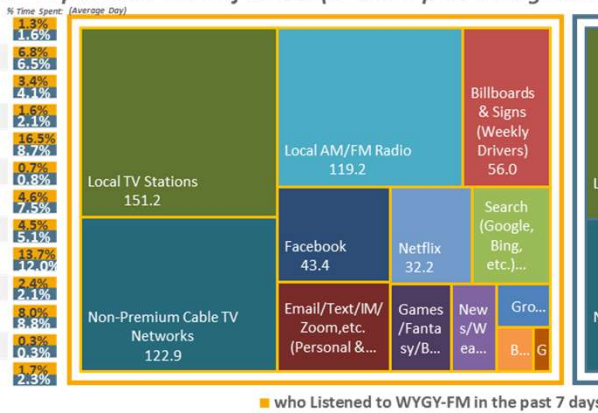
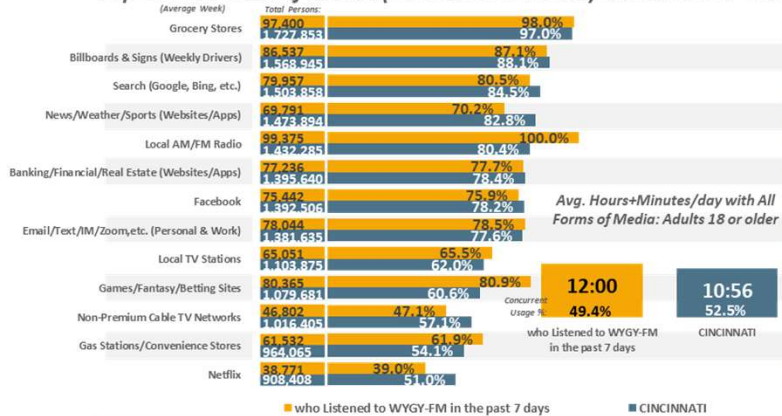
Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 18 or older **Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



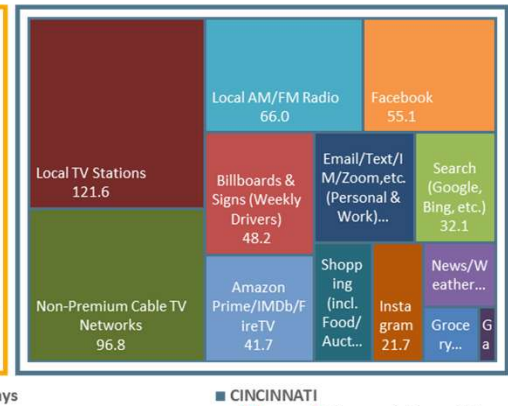
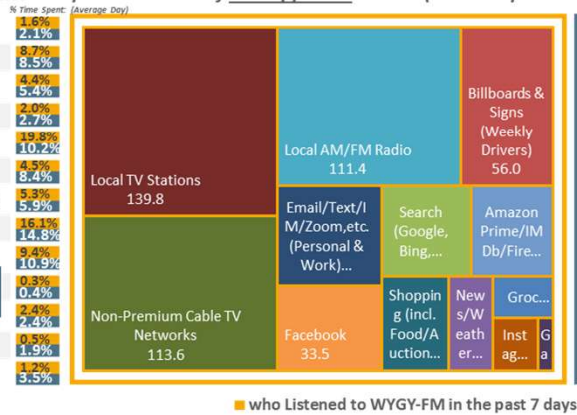
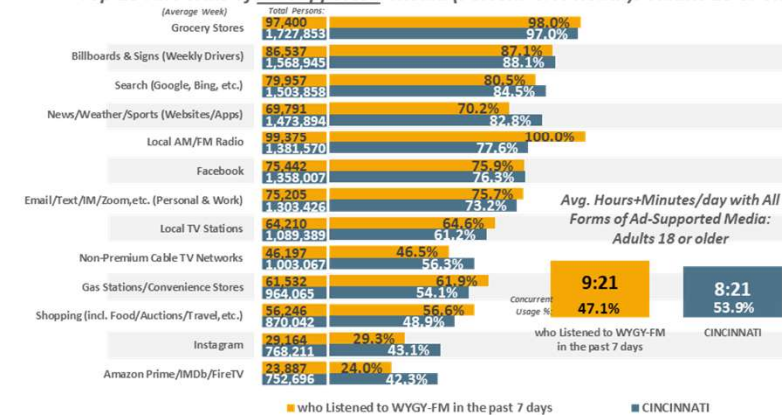


Adults 18 or older who Listened to WYGY-FM in the past 7 days spend an average of 9 hours and 21 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 111.4 minutes/day. *(Local Radio delivers 19.8% of Time with Ad-Supported Media.)*

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



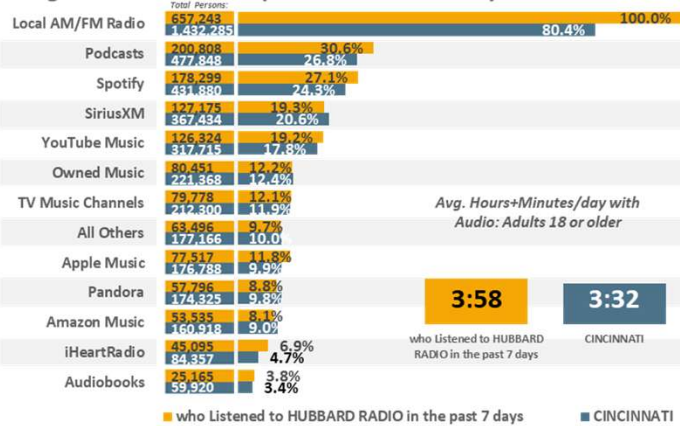
Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 18 or older **Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



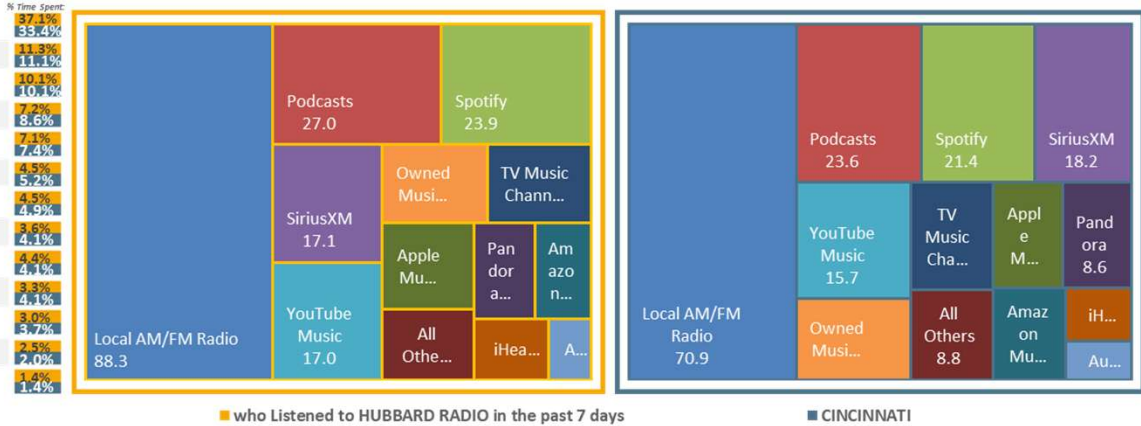


657,243 or 100.% of Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 78.9 minutes every day representing 47.5% of all time spent daily with Ad-Supported Audio.

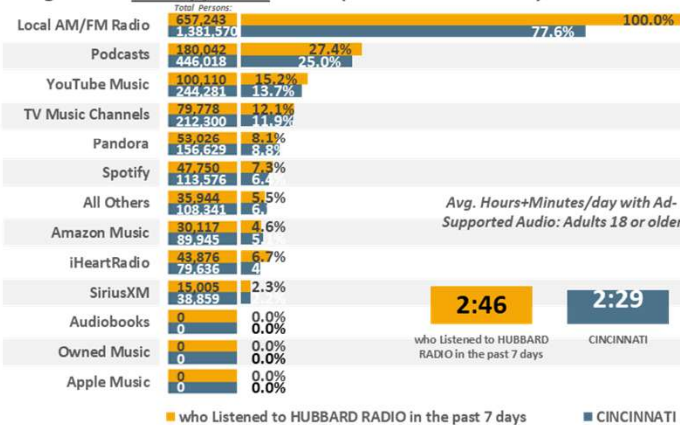
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



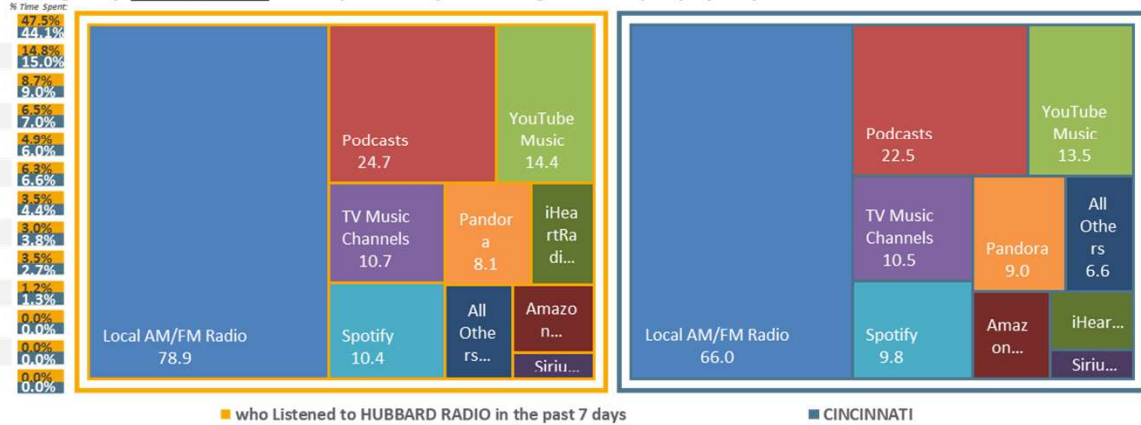
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CINCINNATI Metro Scarborough R1 2026: Feb25-Feb26 Qual Intab 598
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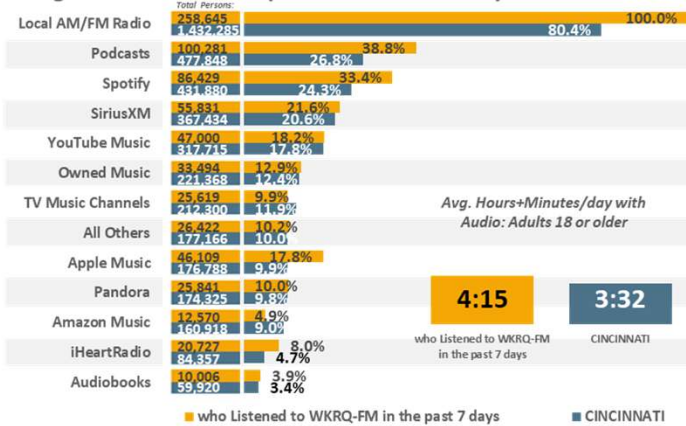
soefa.ai Share of Everything for Anything

(Radio Stations: WKRQ-FM OR Radio Stations: WREW-FM OR Radio Stations: WUBE-FM OR Radio Stations: WYGY-FM)

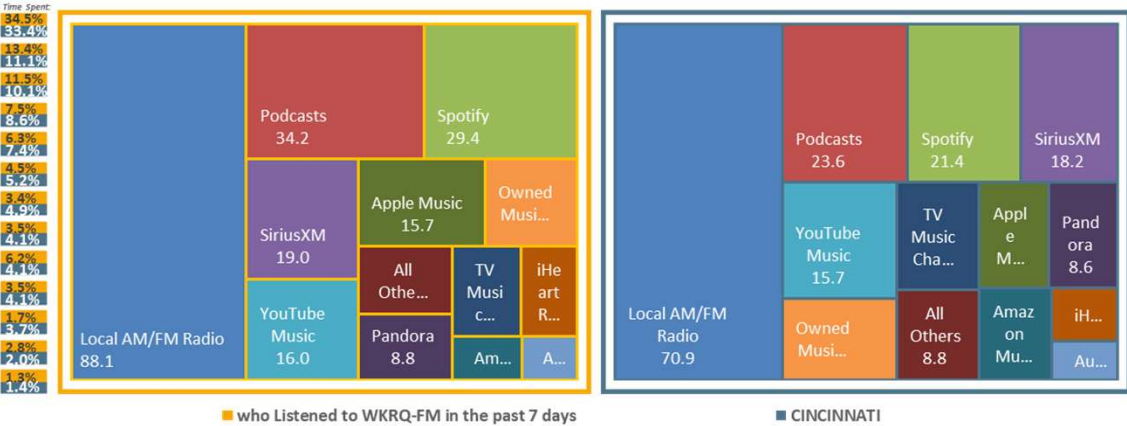


258,645 or 100.% of Adults 18 or older who Listened to WKRQ-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 79.7 minutes every day representing 45.2% of all time spent daily with Ad-Supported Audio.

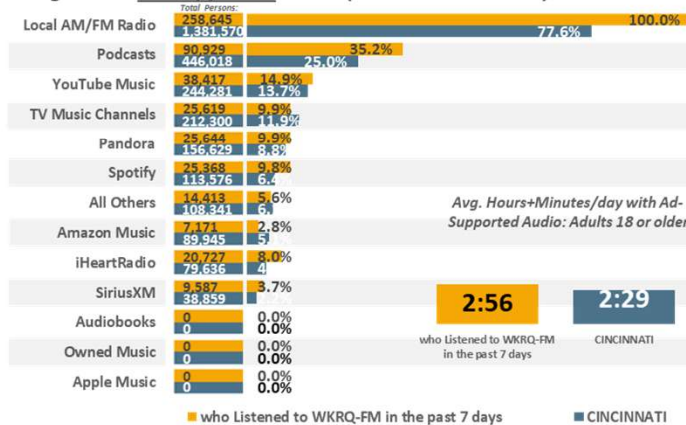
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



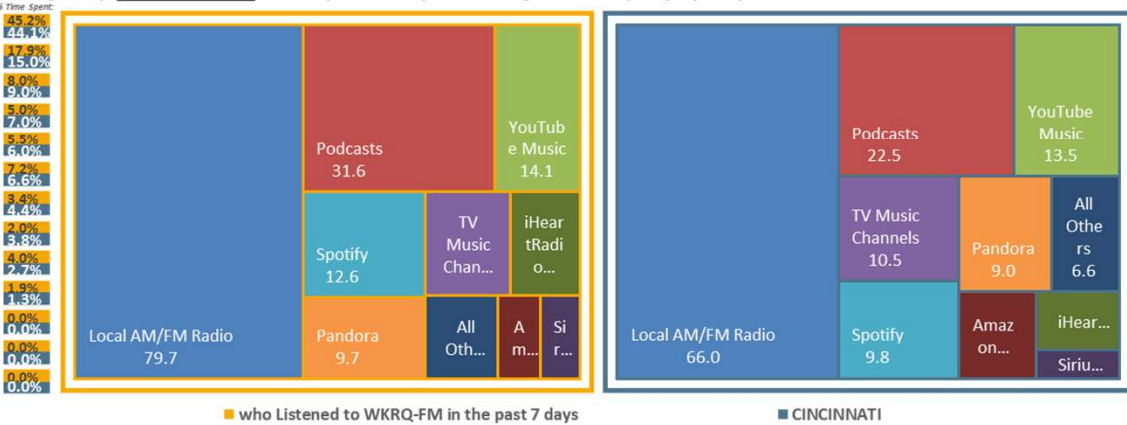
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



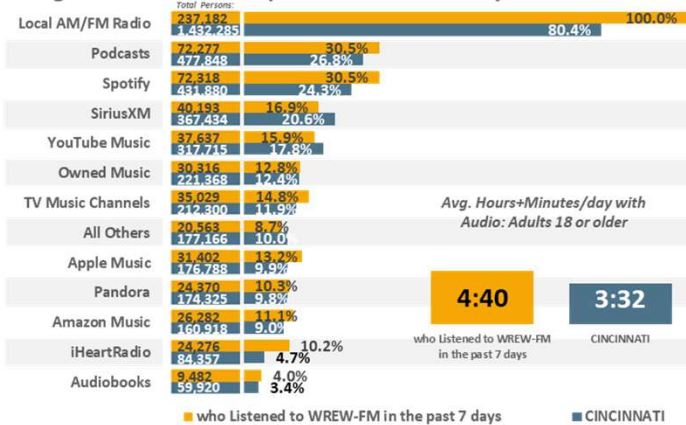
CINCINNATI Metro Scarborough R1 2026: Feb25-Feb26 Qual Intab 242
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soefa.ai Share of Everything for Anything

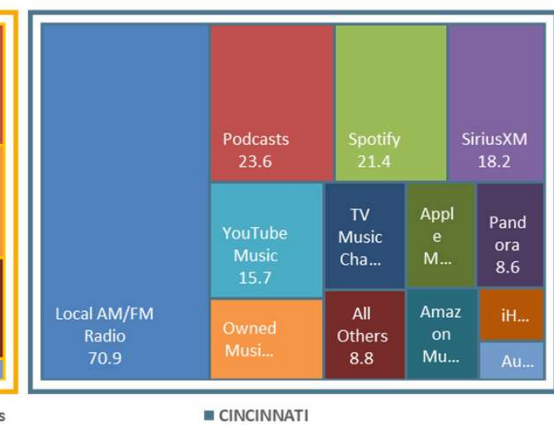
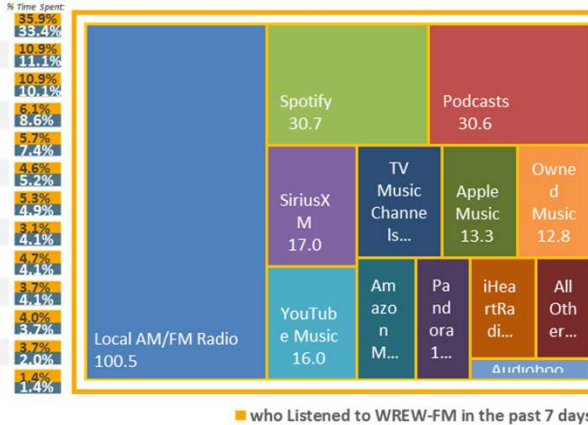


237,182 or 100.% of Adults 18 or older who Listened to WREW-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 93.2 minutes every day representing 46.5% of all time spent daily with Ad-Supported Audio.

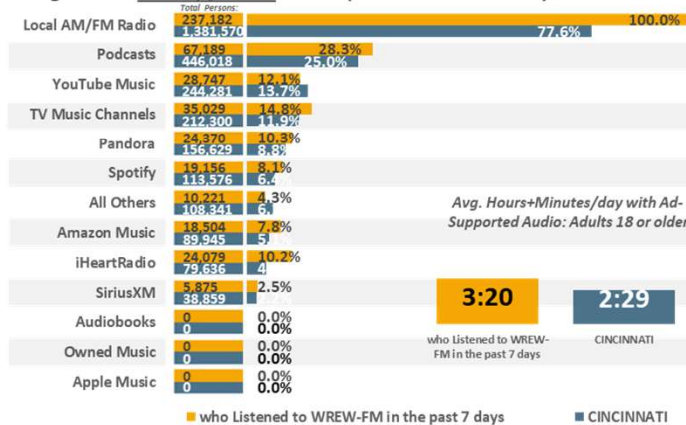
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



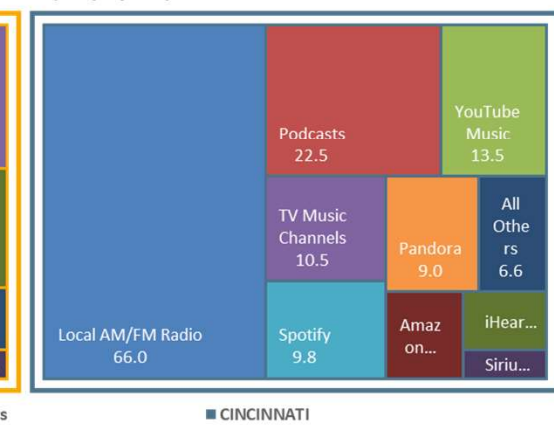
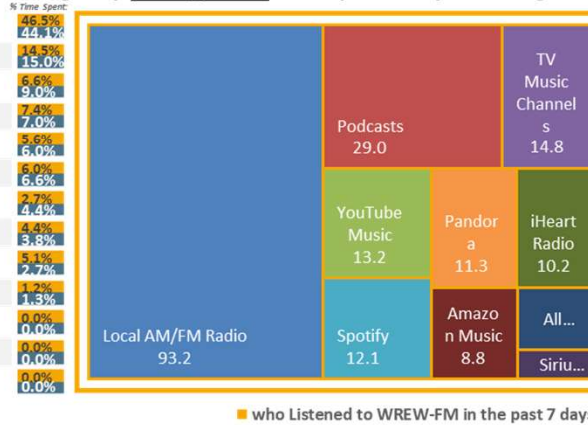
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



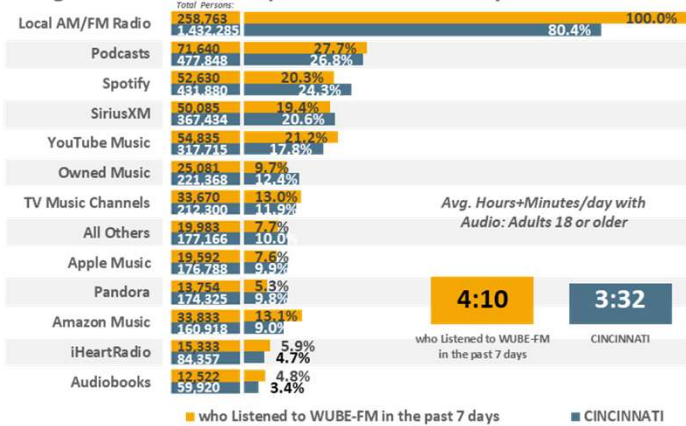
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



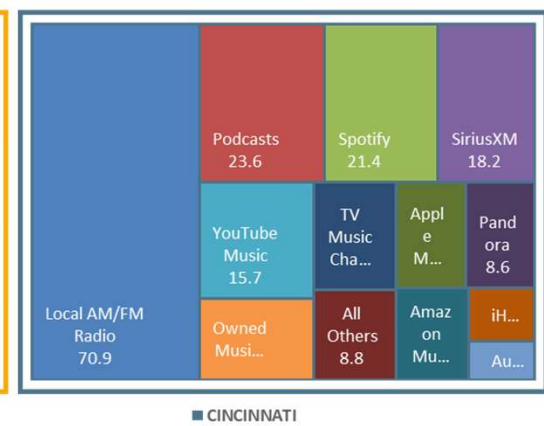
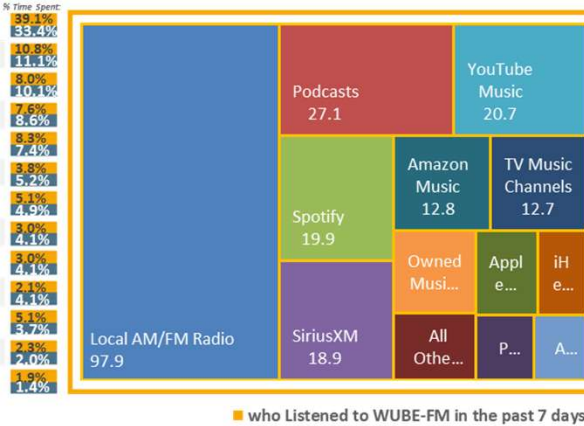


258,763 or 100.% of Adults 18 or older who Listened to WUBE-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 86.3 minutes every day representing 48.9% of all time spent daily with Ad-Supported Audio.

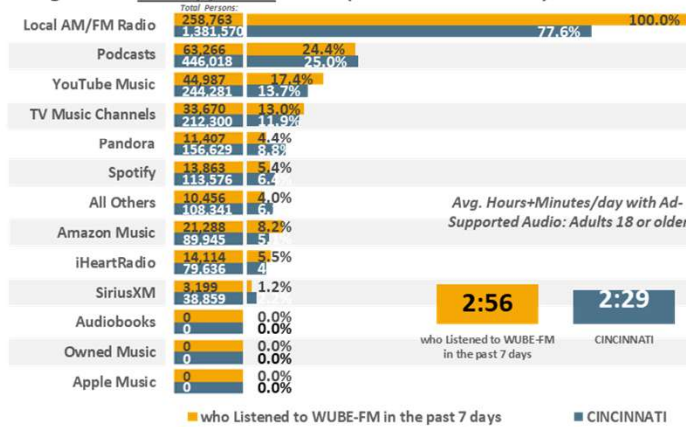
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



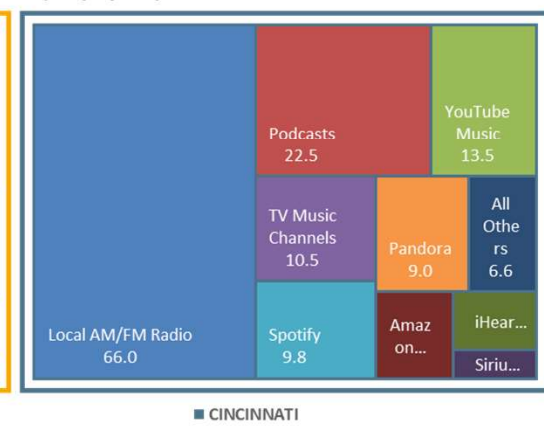
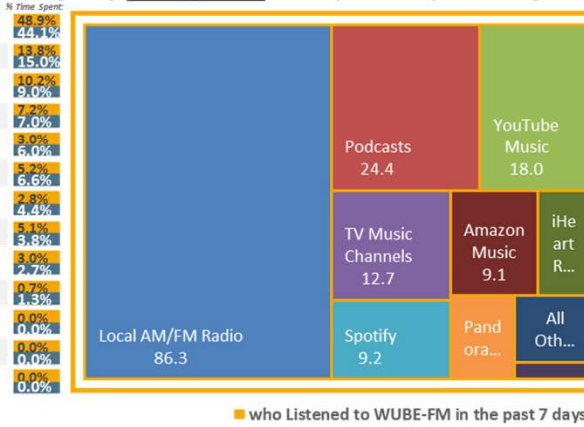
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



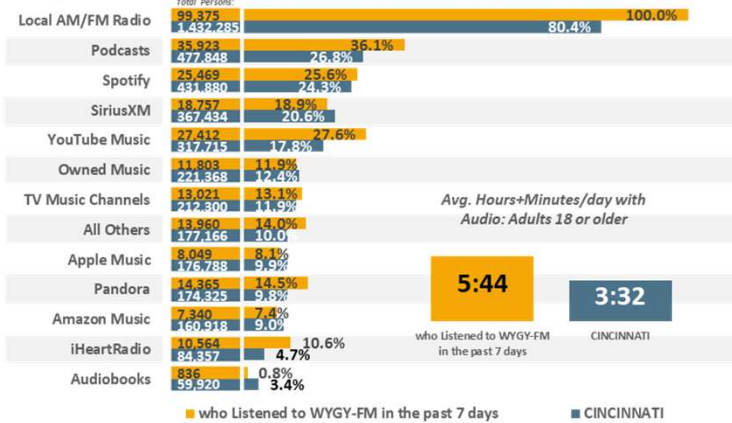
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



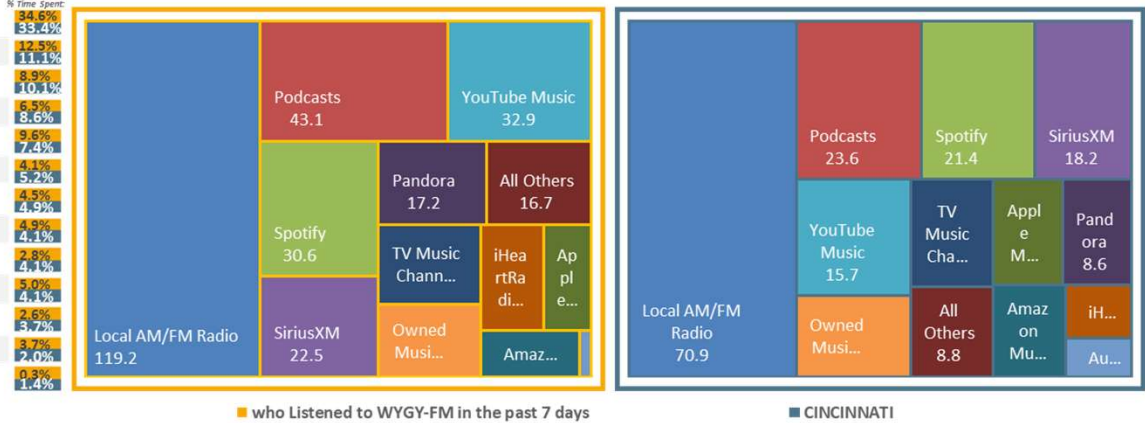


99,375 or 100.% of Adults 18 or older who Listened to WYGY-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 111.4 minutes every day representing 44.7% of all time spent daily with Ad-Supported Audio.

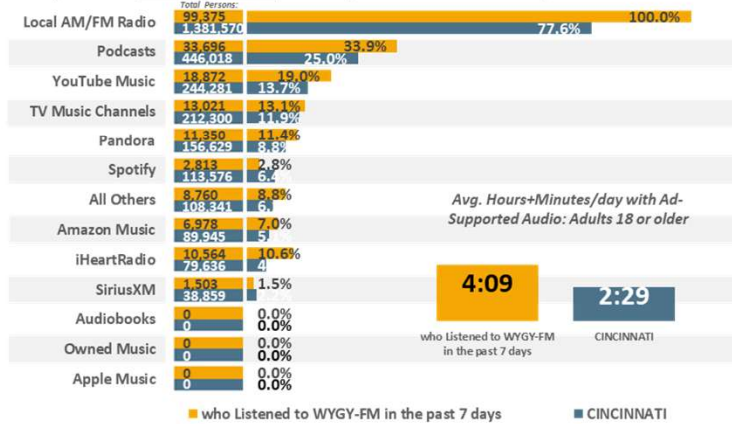
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



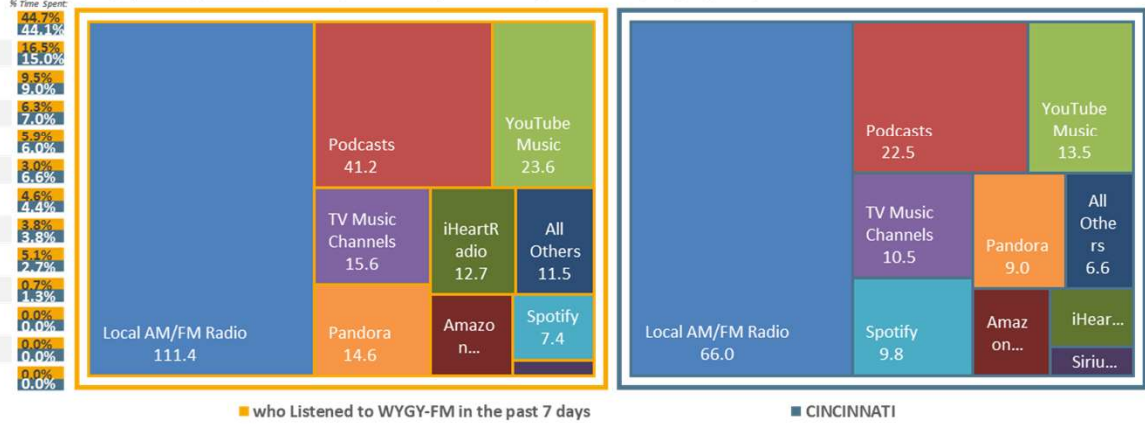
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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

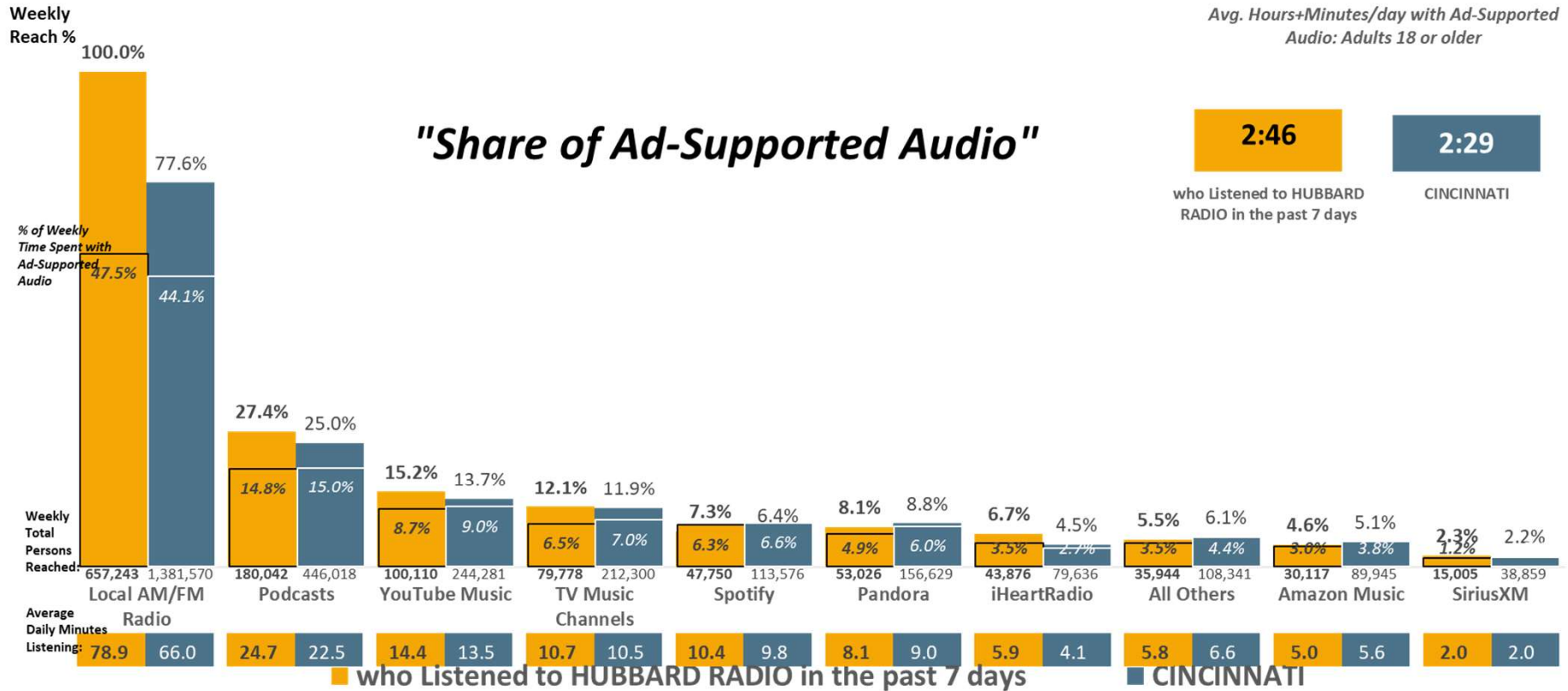


Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



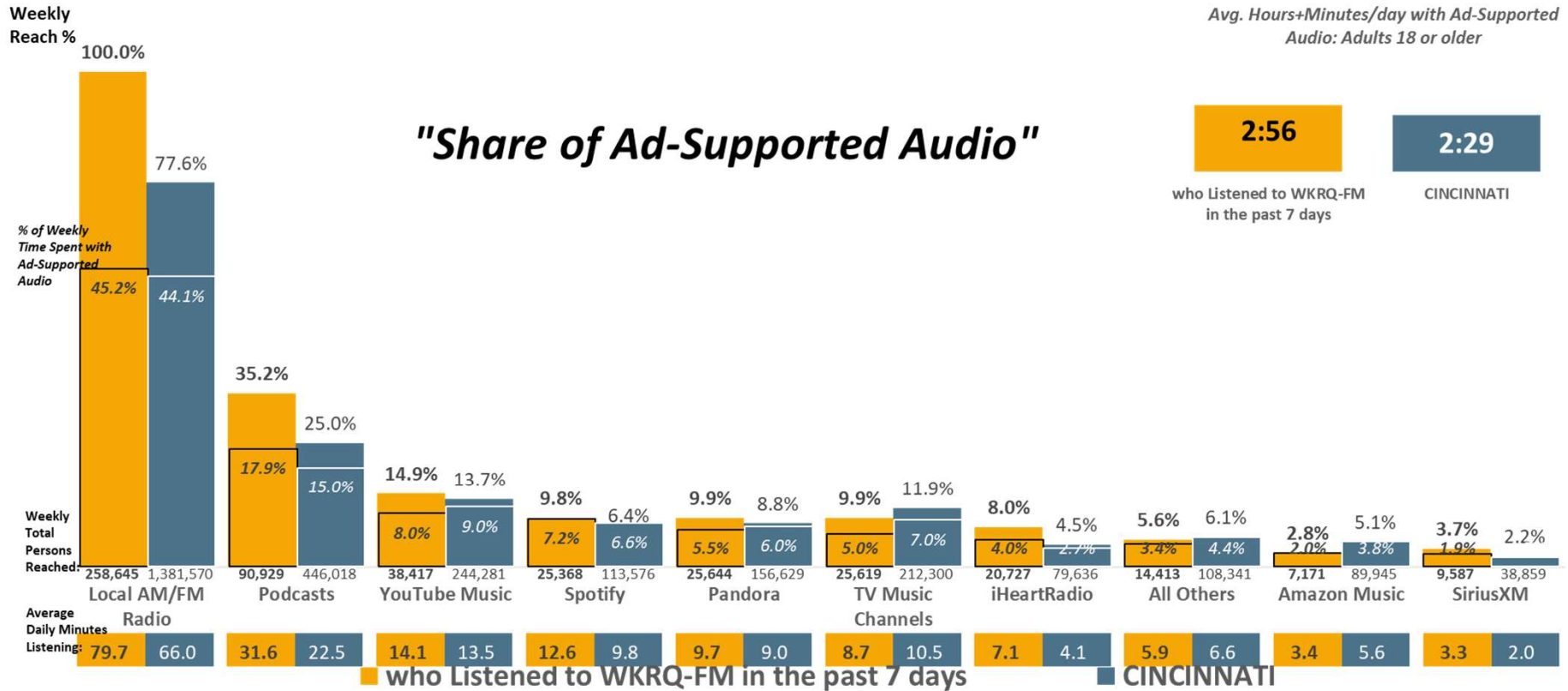


657,243 or 100.% of Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 78.9 minutes every day representing 47.5% of all time spent daily with Ad-Supported Audio.



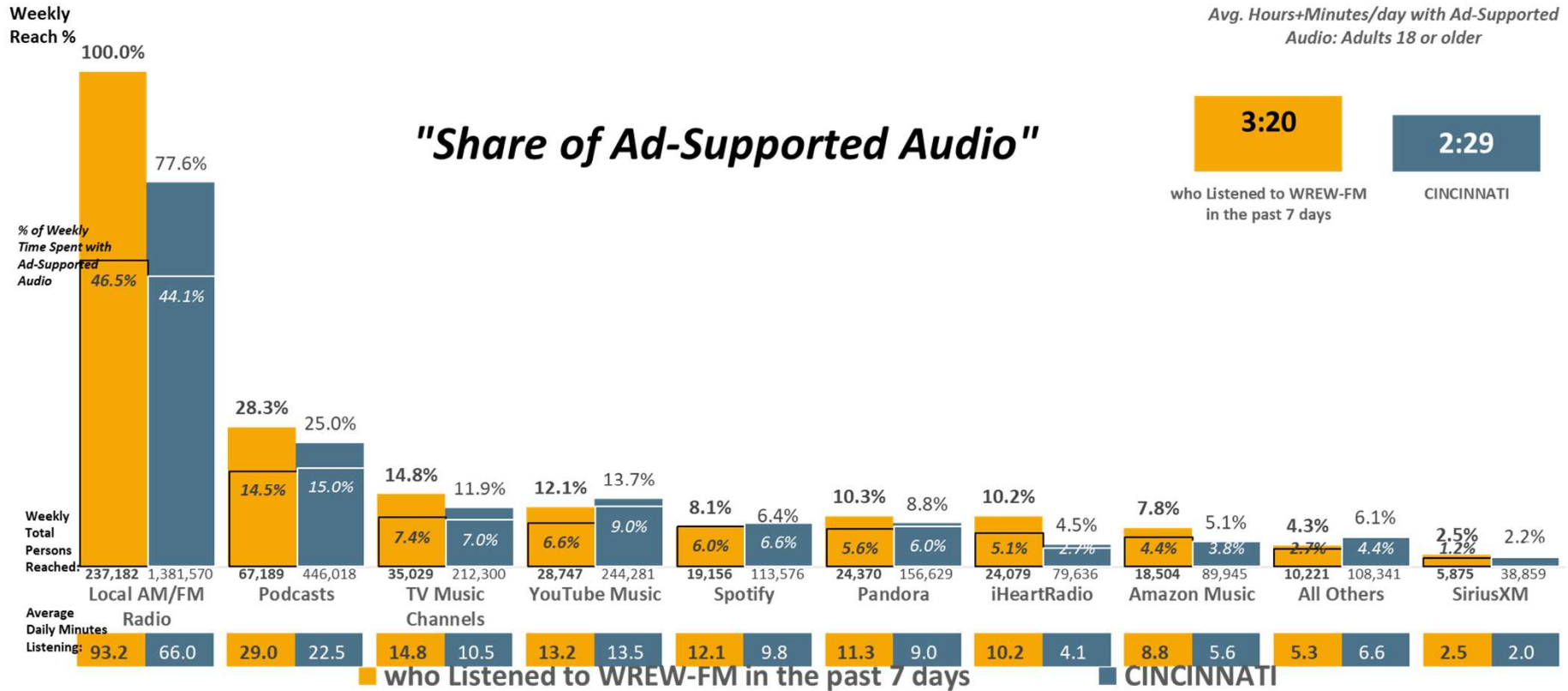


258,645 or 100.% of Adults 18 or older who Listened to WKRQ-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 79.7 minutes every day representing 45.2% of all time spent daily with Ad-Supported Audio.



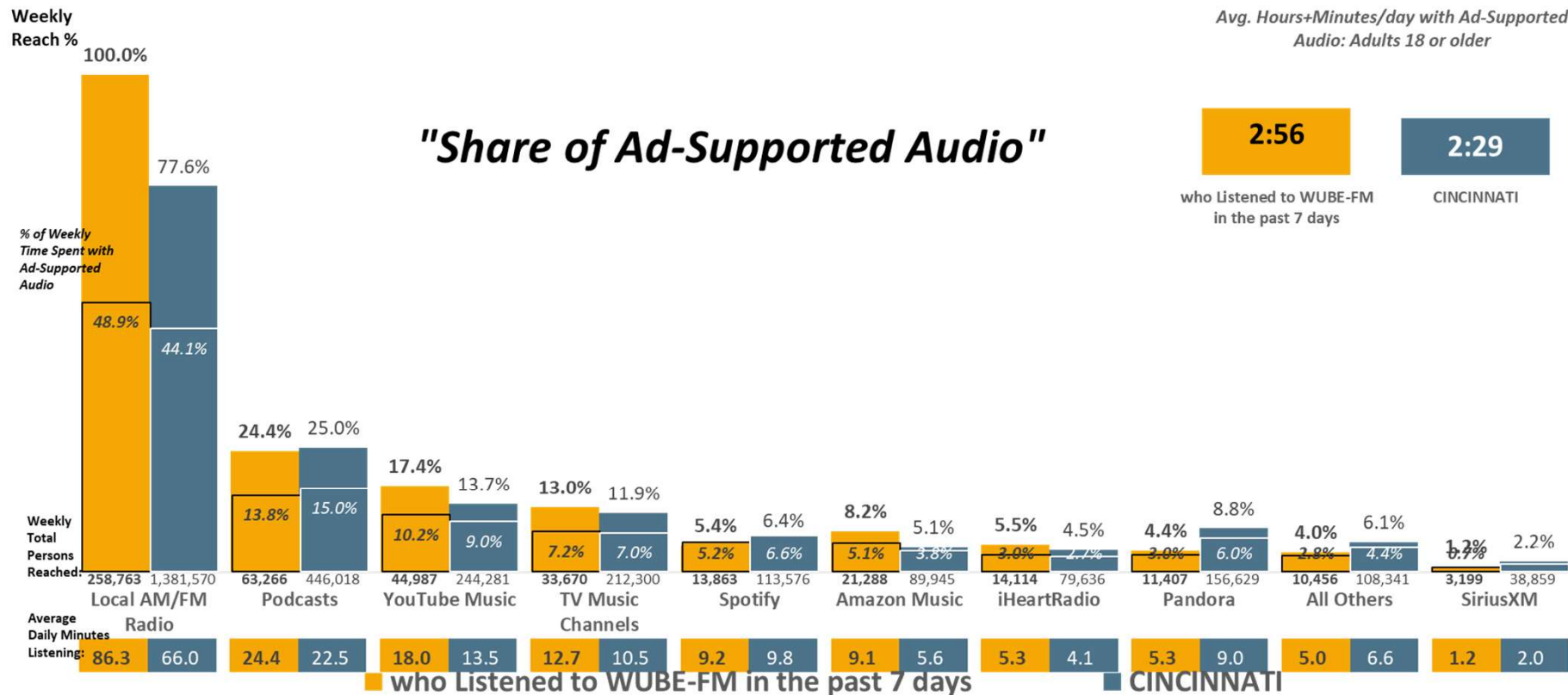


237,182 or 100.% of Adults 18 or older who Listened to WREW-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 93.2 minutes every day representing 46.5% of all time spent daily with Ad-Supported Audio.



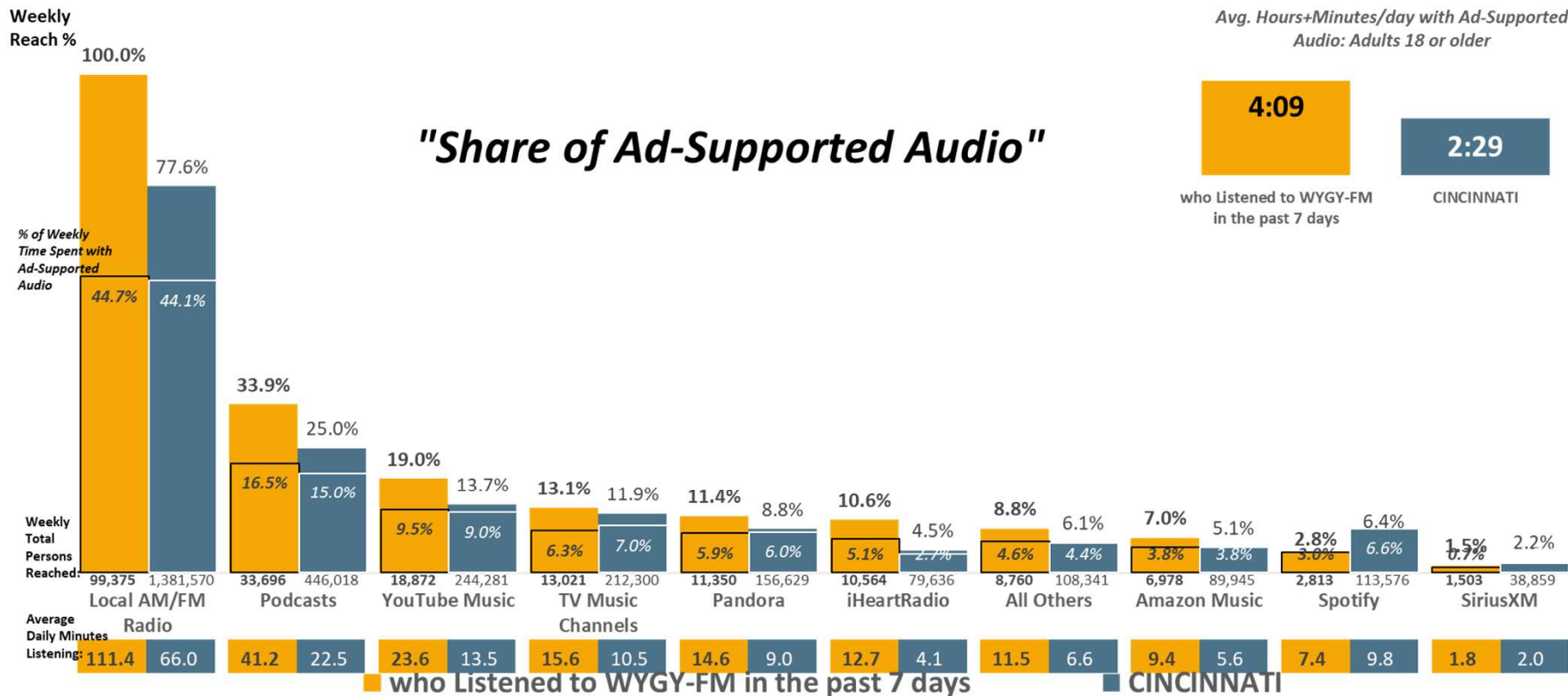


258,763 or 100.% of Adults 18 or older who Listened to WUBE-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 86.3 minutes every day representing 48.9% of all time spent daily with Ad-Supported Audio.





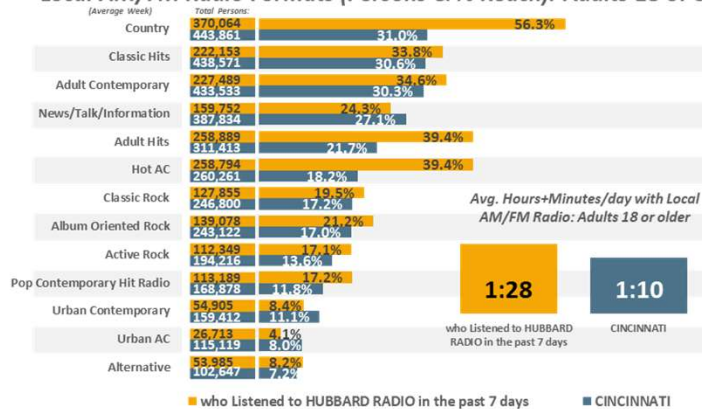
99,375 or 100.% of Adults 18 or older who Listened to WYGY-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 111.4 minutes every day representing 44.7% of all time spent daily with Ad-Supported Audio.



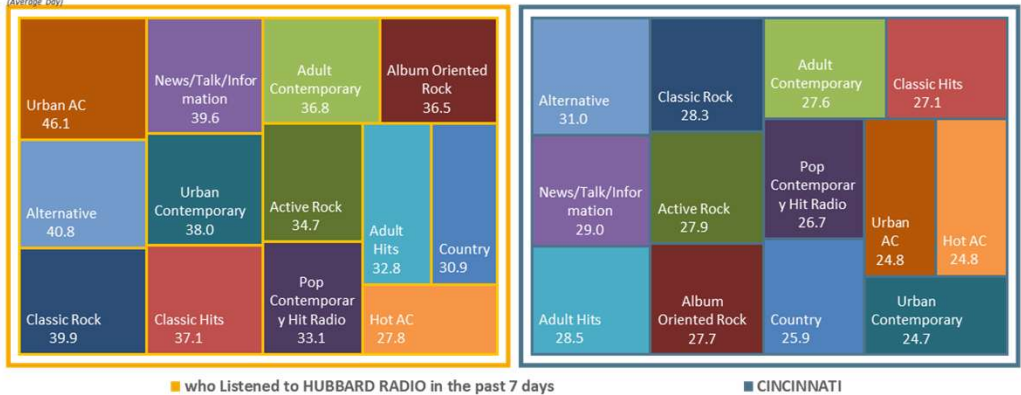


657,243 or 100.% of Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, Adult Hits, Hot AC, Adult Contemporary, and Classic Hits.

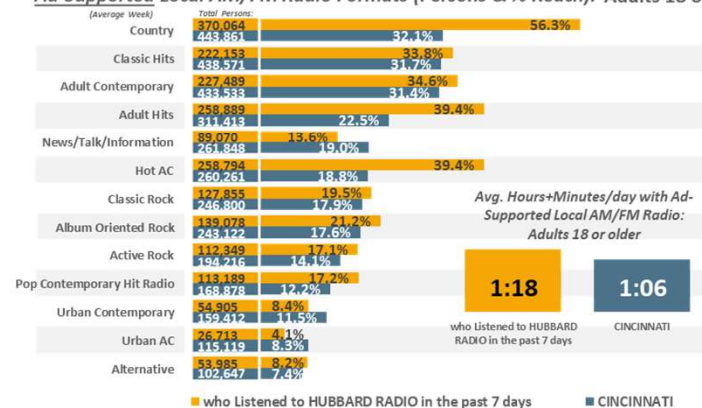
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



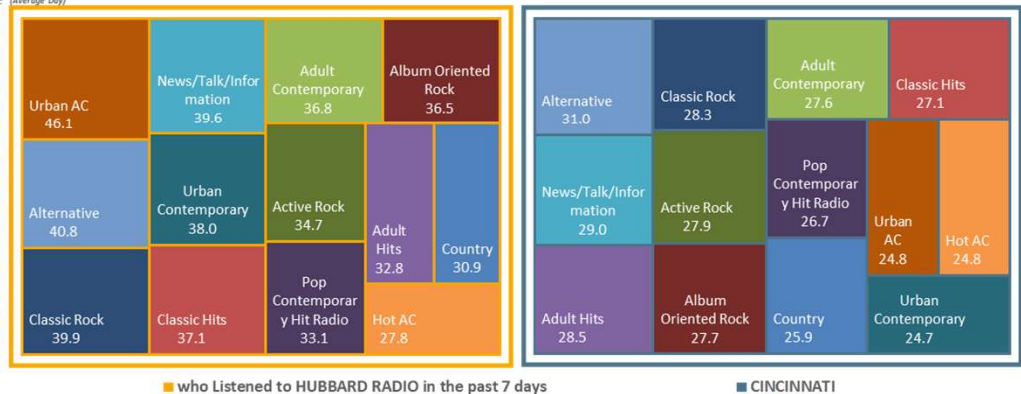
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CINCINNATI Metro Scarborough R1 2026: Feb25-Feb26 Qual Intab 598
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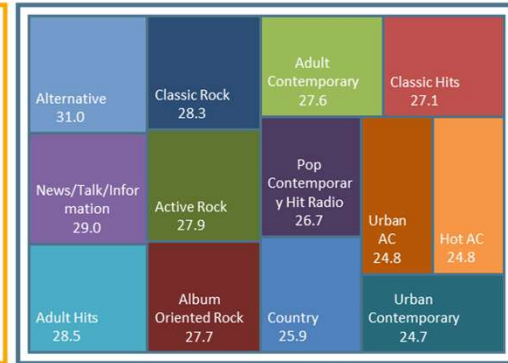
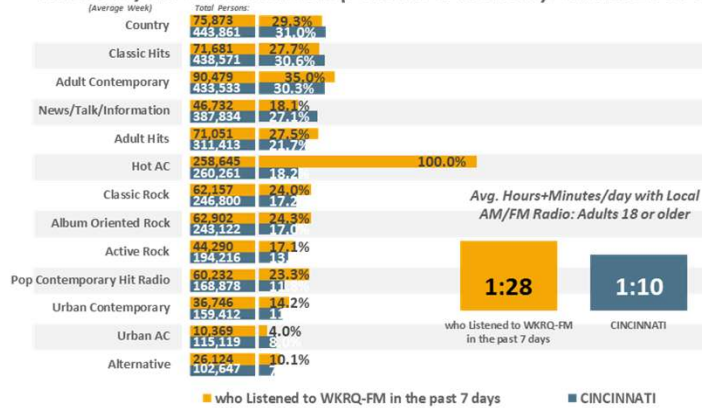
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(Radio Stations: WKHQ-FM OR Radio Stations: WREW-FM OR Radio Stations: WUBE-FM OR Radio Stations: WYGY-FM)

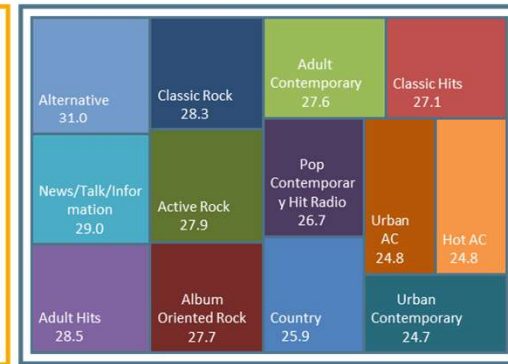
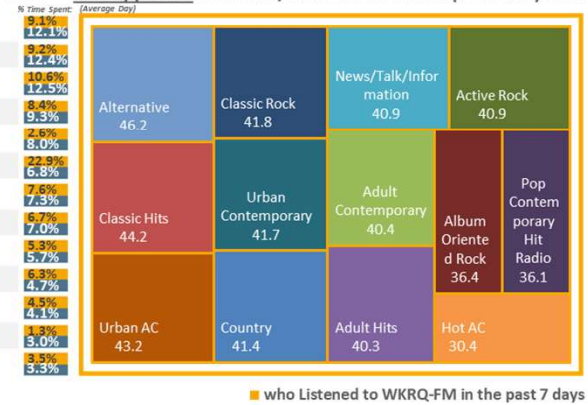
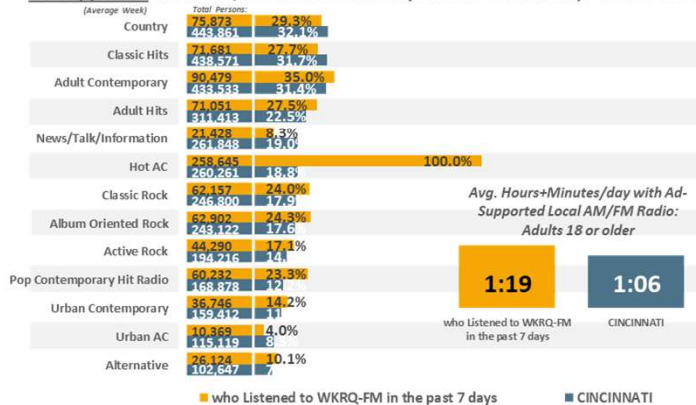


258,645 or 100.0% of Adults 18 or older who Listened to WKRQ-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Hot AC, Adult Contemporary, Country, Classic Hits, and Adult Hits.

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



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



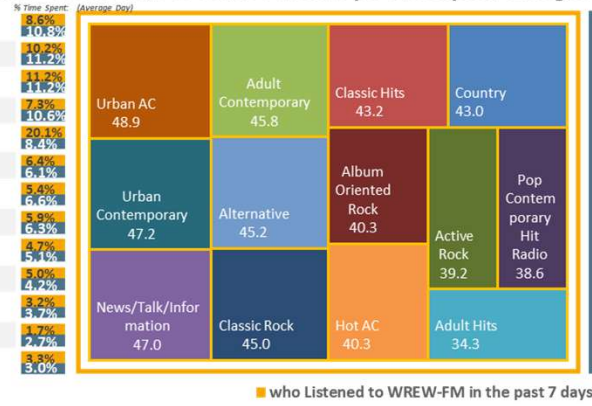
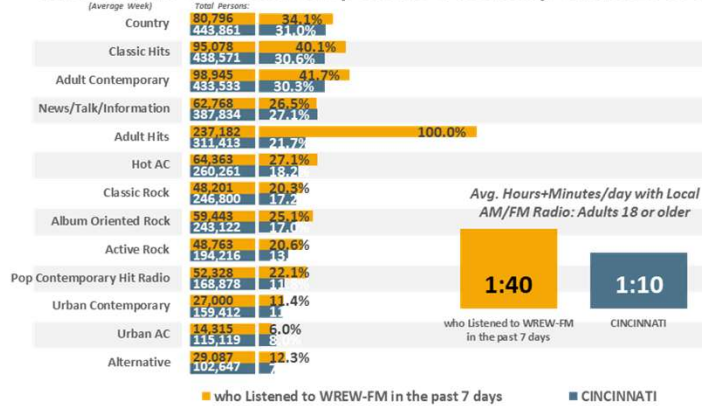
CINCINNATI Metro Scarborough R1 2026: Feb25-Feb26 Qual Intab 242
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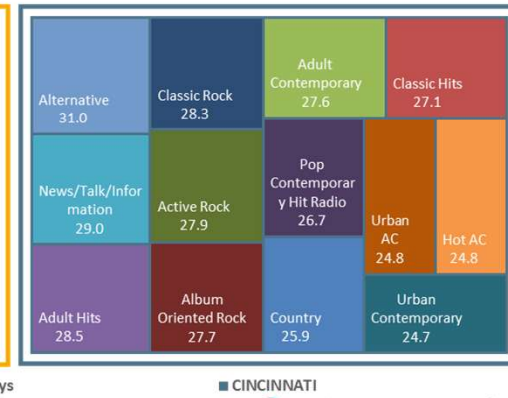
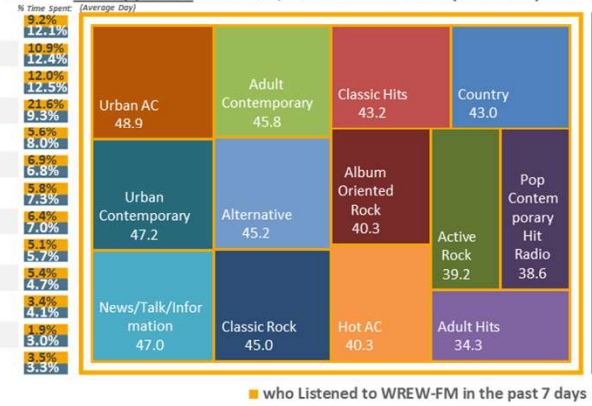
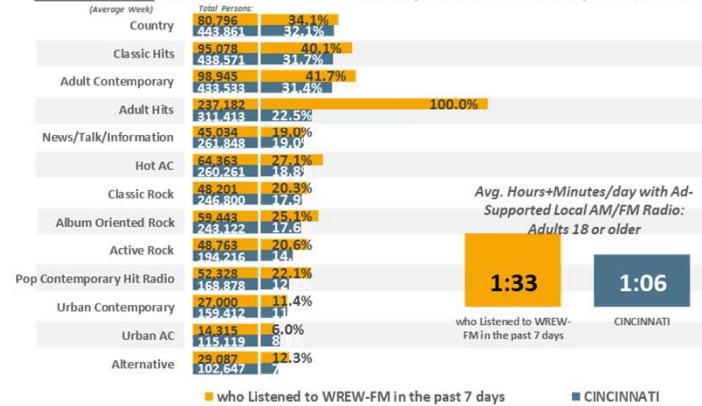


237,182 or 100.0% of Adults 18 or older who Listened to WREW-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Hits, Adult Contemporary, Classic Hits, Country, and Hot AC.

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



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



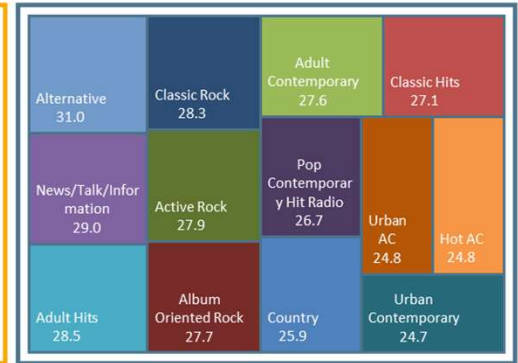
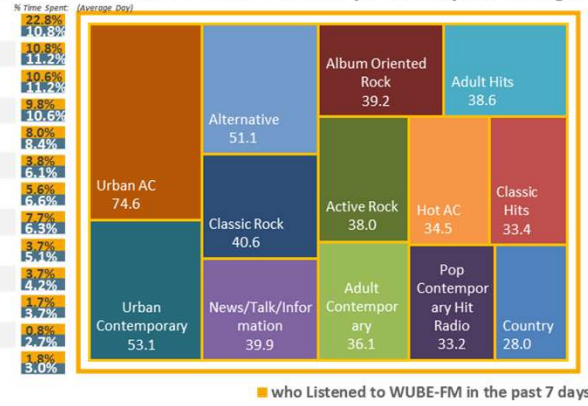
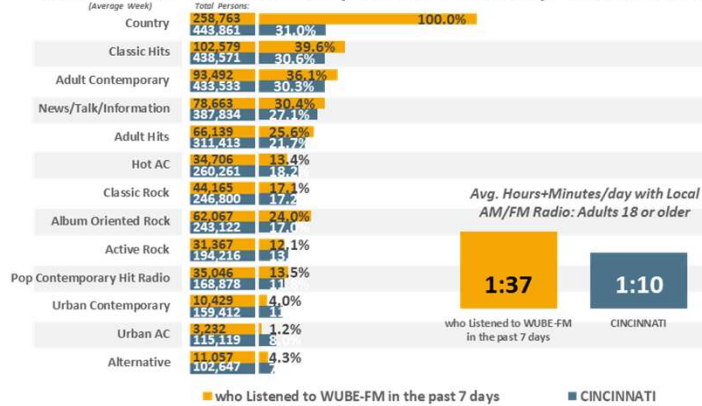
CINCINNATI Metro Scarborough R1 2026: Feb25-Feb26 Qual Intab 226
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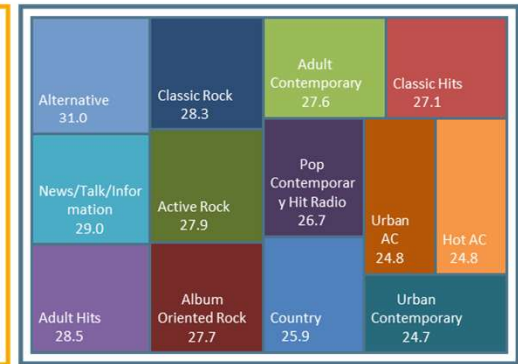
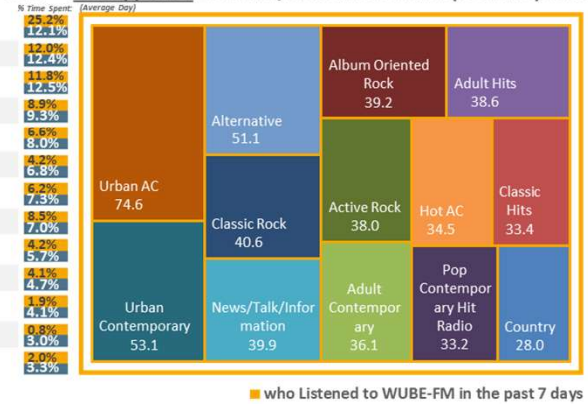
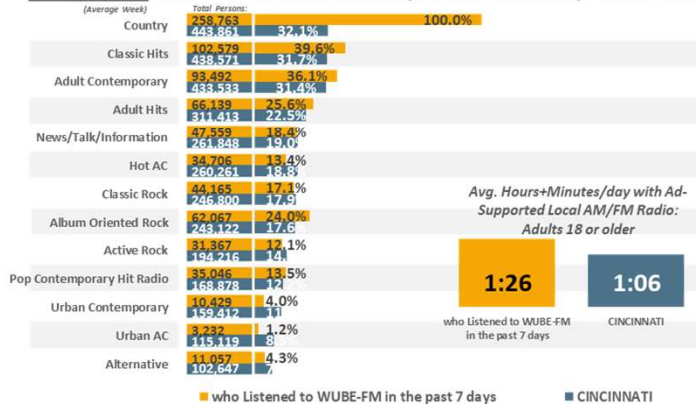
B-105.1
CINCINNATI'S NEW COUNTRY!

258,763 or 100.% of Adults 18 or older who Listened to WUBE-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, Classic Hits, Adult Contemporary, Adult Hits, and Album Oriented Rock.

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



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



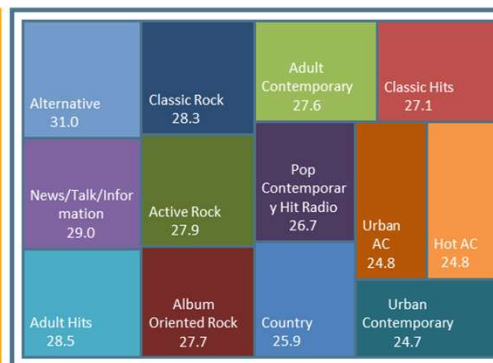
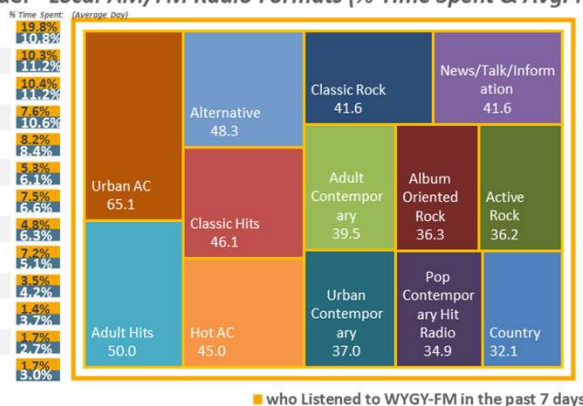
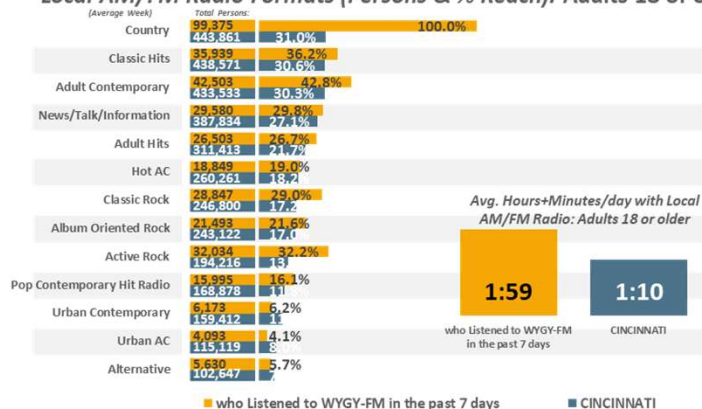
CINCINNATI Metro Scarborough R1 2026: Feb25-Feb26 Qual Intab 236
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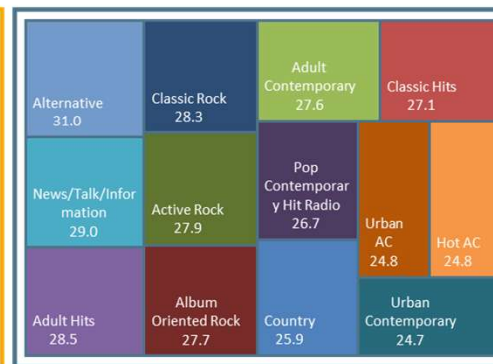
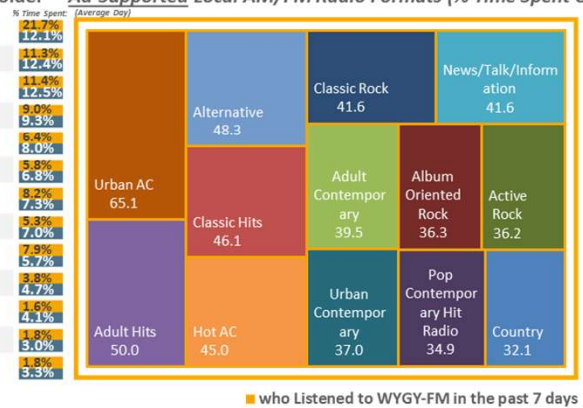
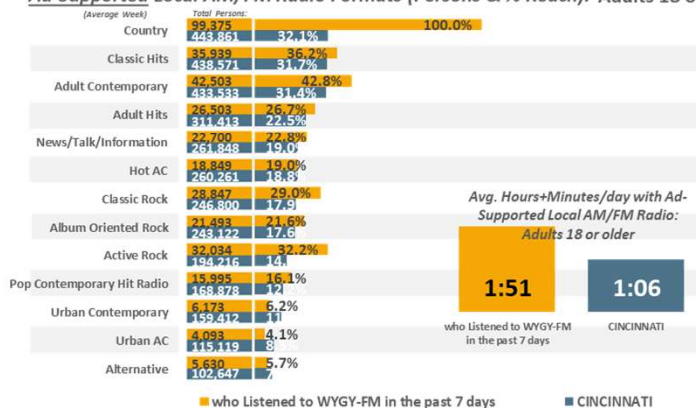


99,375 or 100.0% of Adults 18 or older who Listened to WYGY-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, Adult Contemporary, Classic Hits, Active Rock, and Classic Rock.

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



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



CINCINNATI Metro Scarborough R1 2026: Feb25-Feb26 Qual Intab 89
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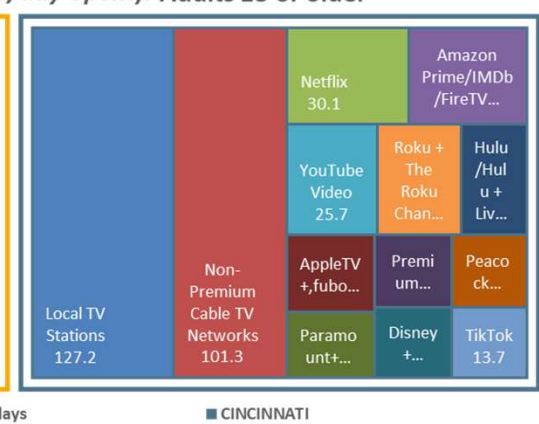
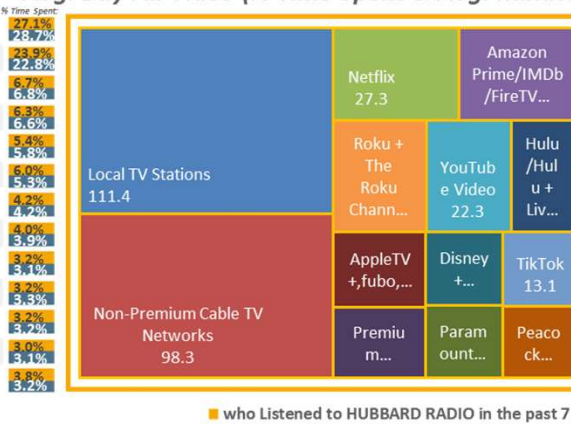
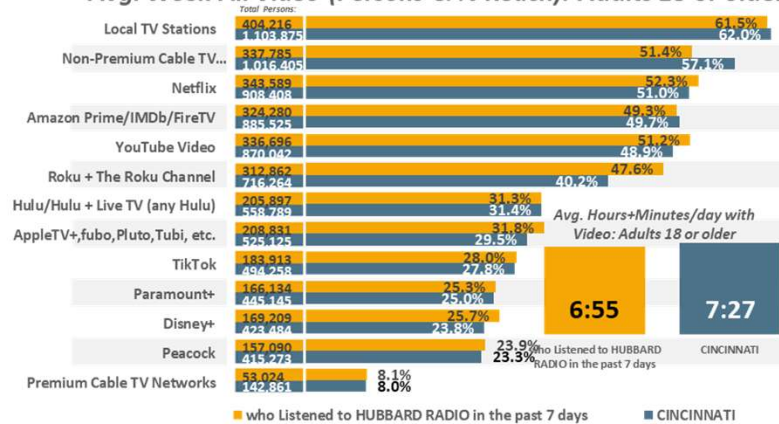
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397,058 or 60.4% of Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days watch Ad-Supported Local TV Stations for an average of 104.6 minutes every day representing 31.4% of all time spent daily with Ad-Supported Video.

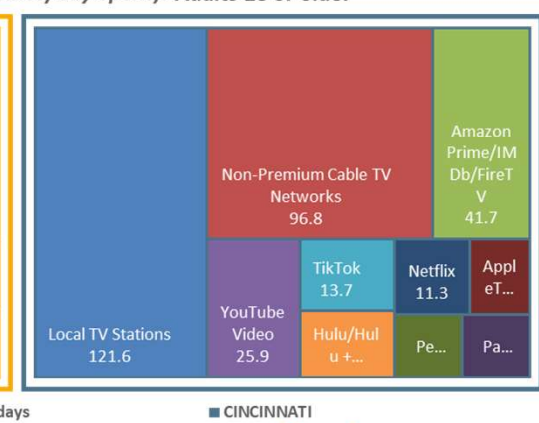
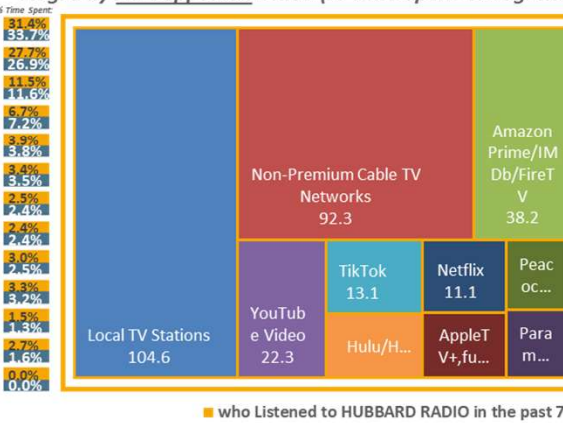
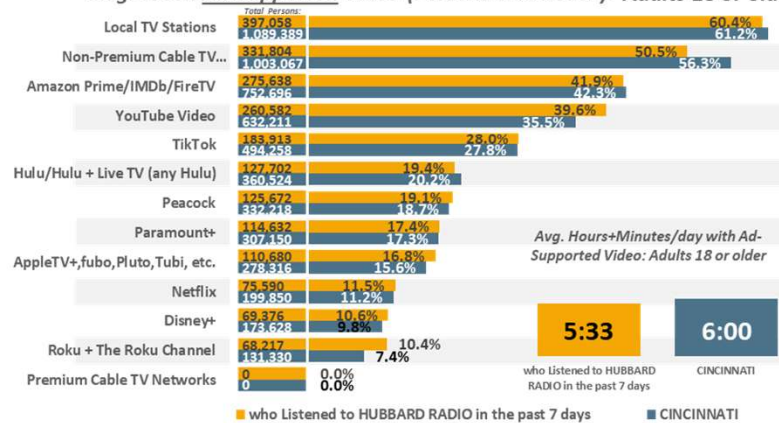
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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



CINCINNATI Metro Scarborough R1 2026: Feb25-Feb26 Qual Intab 598
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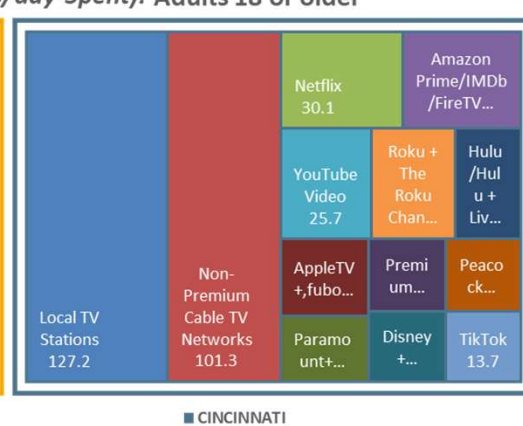
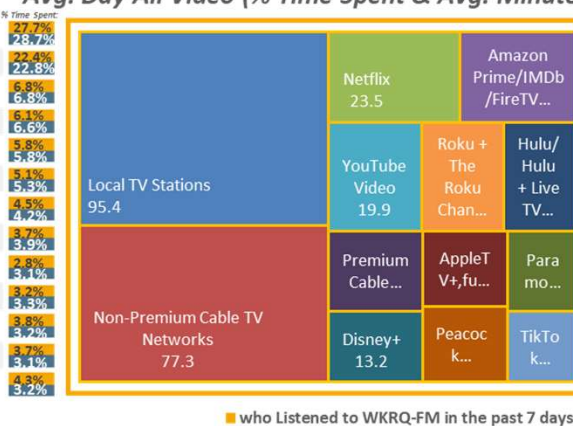
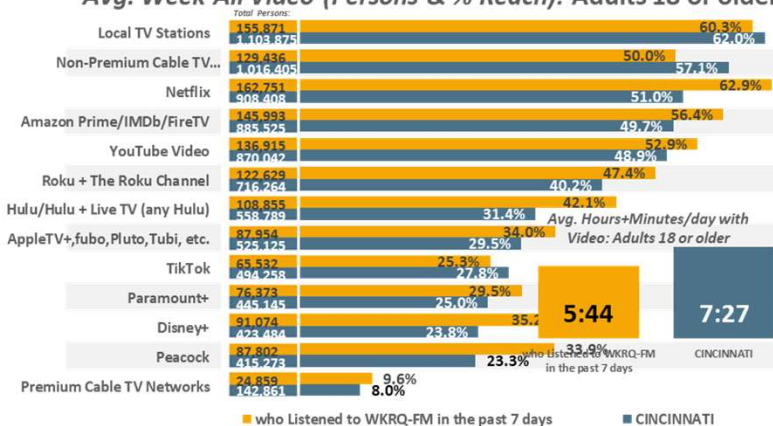
(Radio Stations: WKRQ-FM OR Radio Stations: WREW-FM OR Radio Stations: WUBE-FM OR Radio Stations: WYGY-FM)



152,958 or 59.1% of Adults 18 or older who Listened to WKRQ-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 92.3 minutes every day representing 33.3% of all time spent daily with Ad-Supported Video.

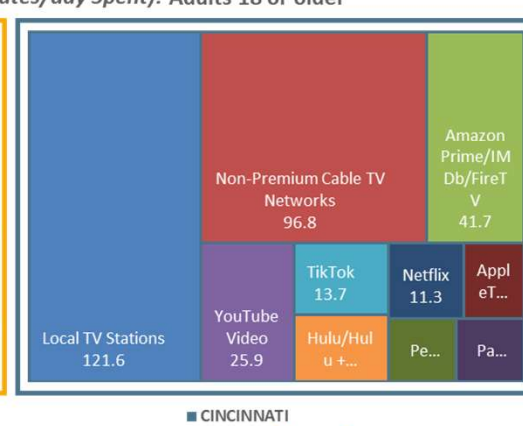
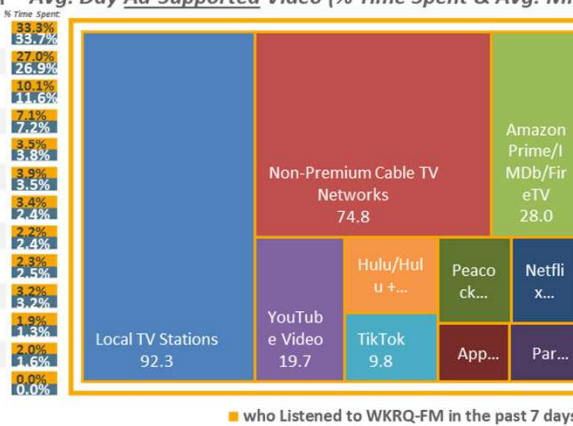
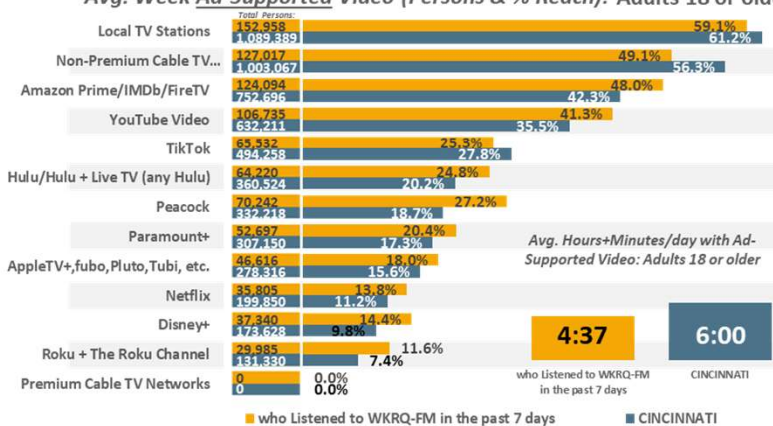
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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

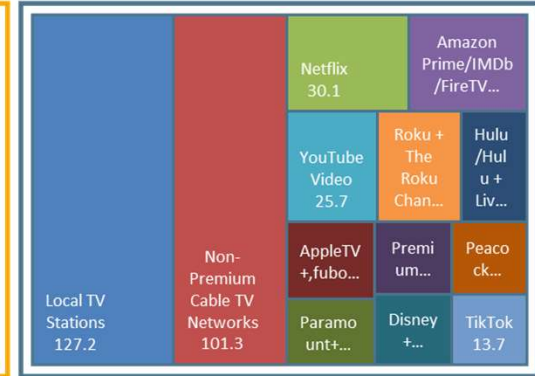
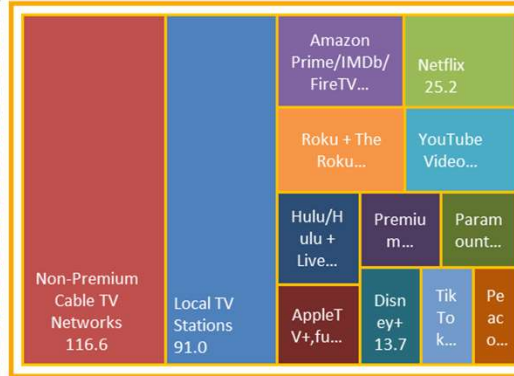
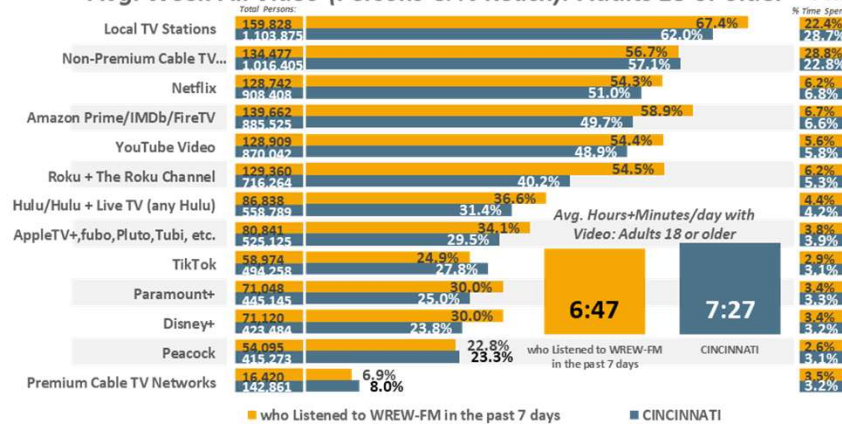




155,674 or 65.6% of Adults 18 or older who Listened to WREW-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 85.9 minutes every day representing 25.9% of all time spent daily with Ad-Supported Video.

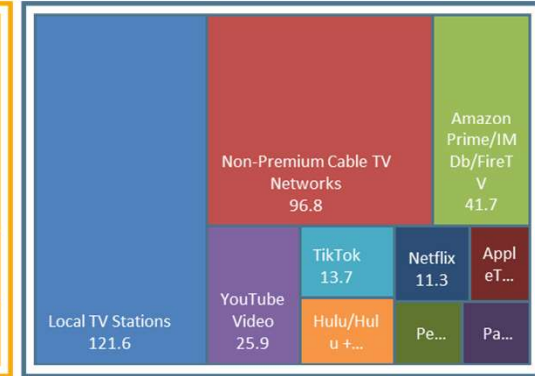
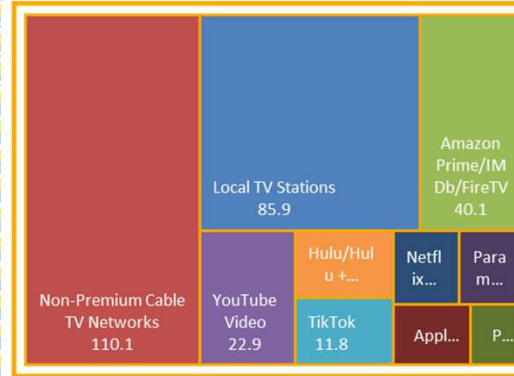
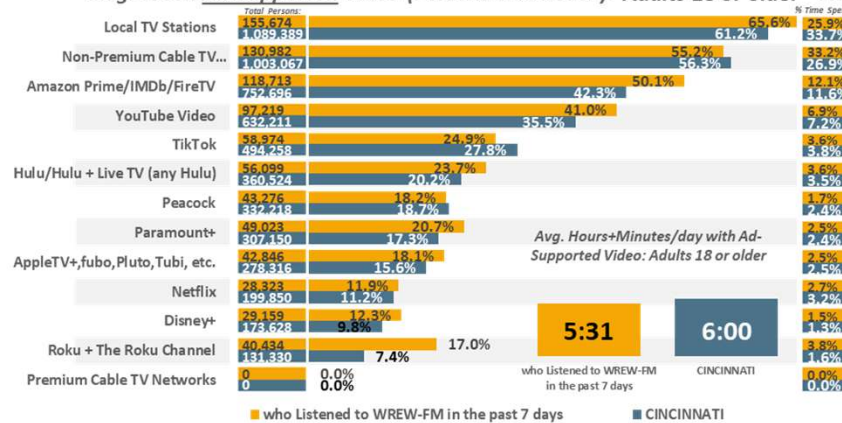
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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

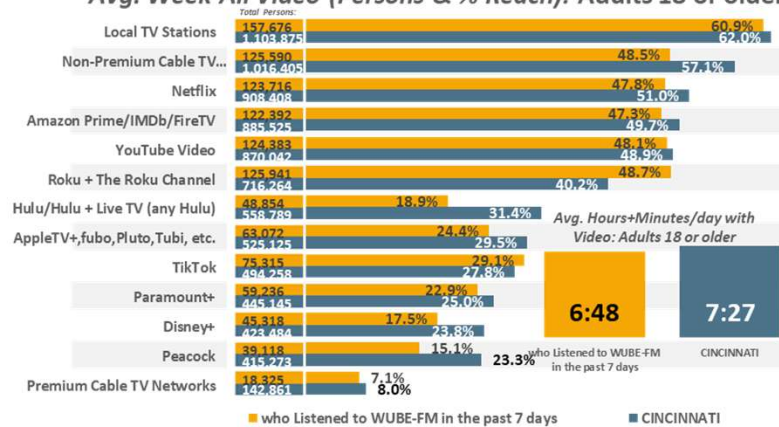
Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



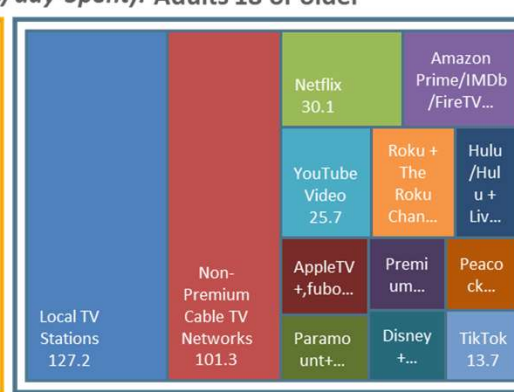
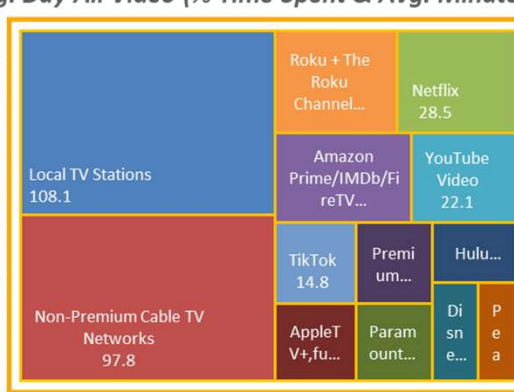


time spent daily with Ad-Supported Video.

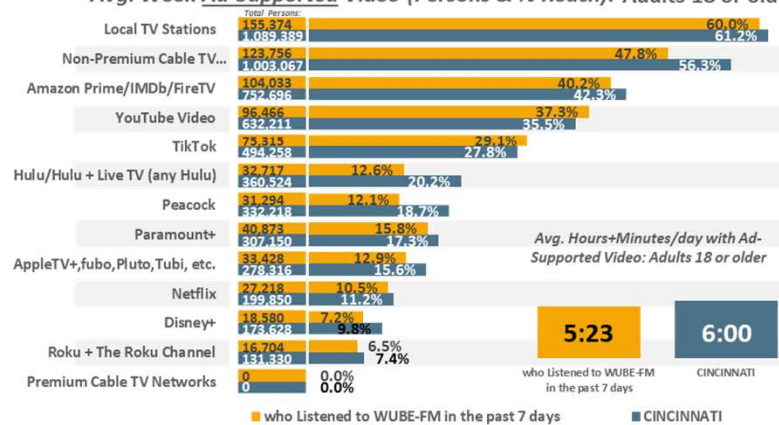
Avg. Week All Video (Persons & % Reach): Adults 18 or older



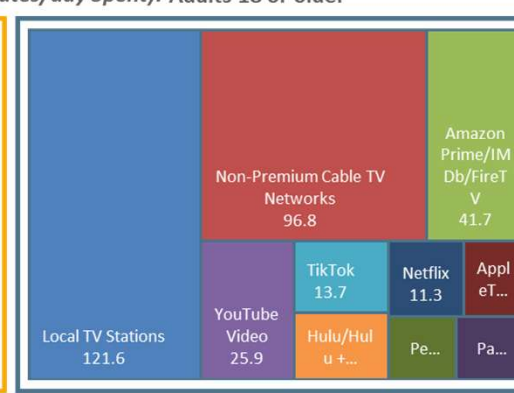
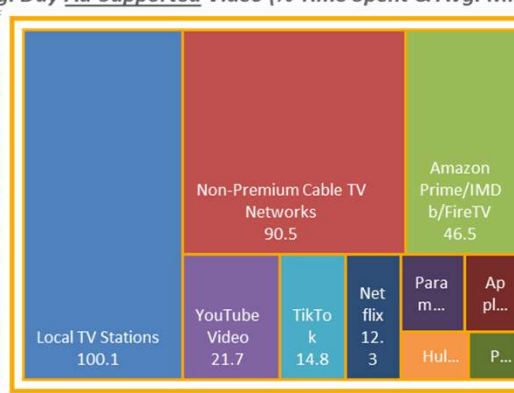
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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

CINCINNATI	Metro	Scarborough R1 2026: Feb25-Feb26	Qual Intab	236
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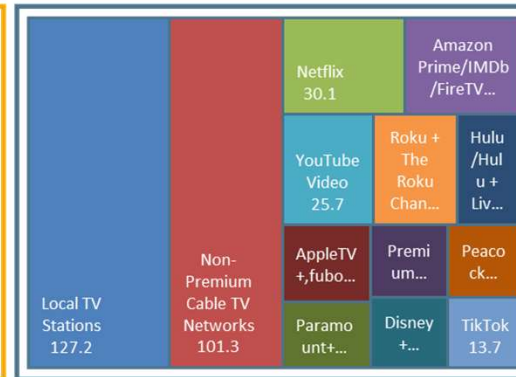
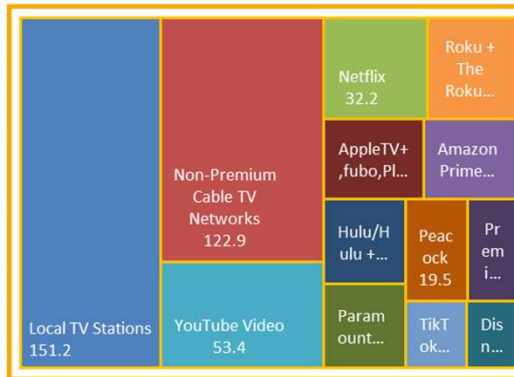
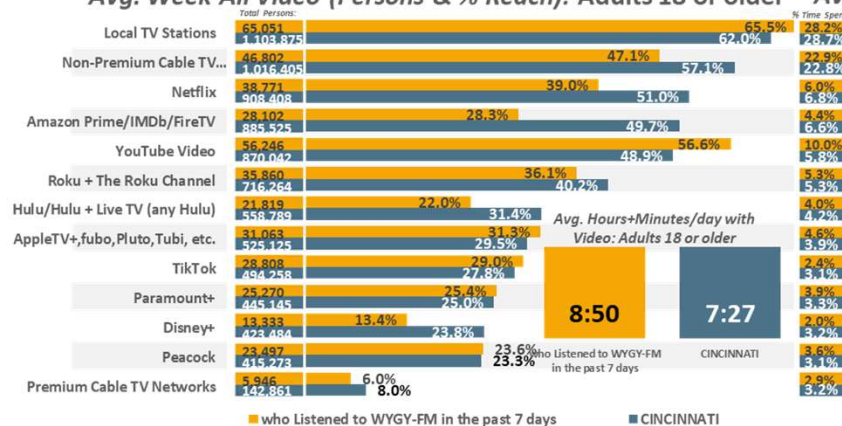
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64,210 or 64.6% of Adults 18 or older who Listened to WYGY-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 139.8 minutes every day representing 31.7% of all time spent daily with Ad-Supported Video.

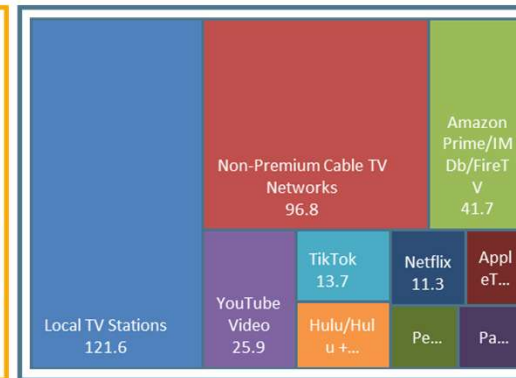
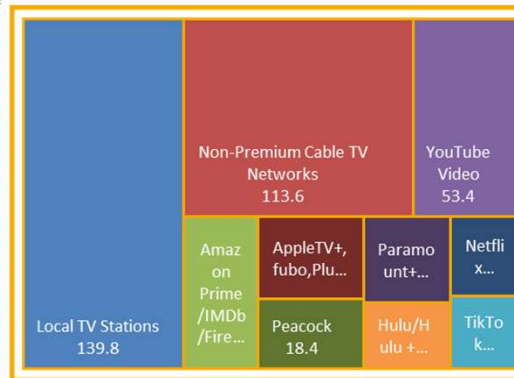
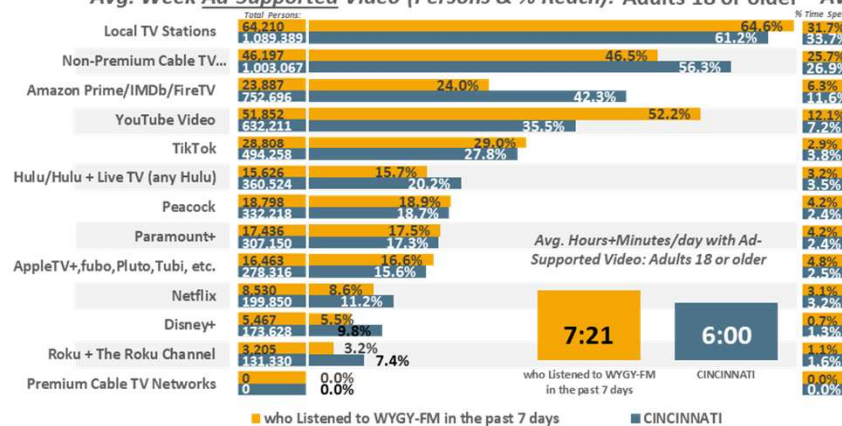
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



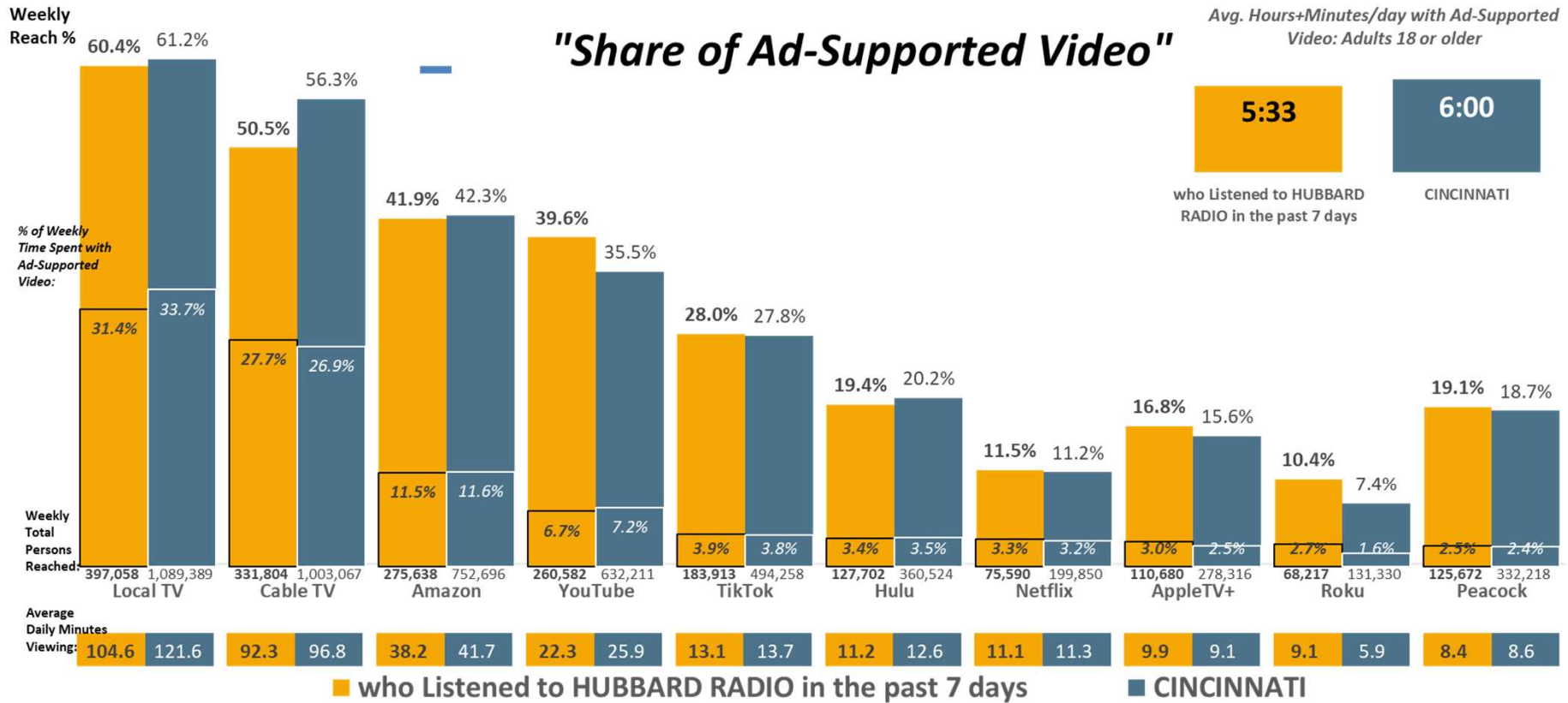
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397,058 or 60.4% of Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days watch Ad-Supported Local TV Stations for an average of 104.6 minutes every day representing 31.4% of all time spent daily with Ad-Supported Video.

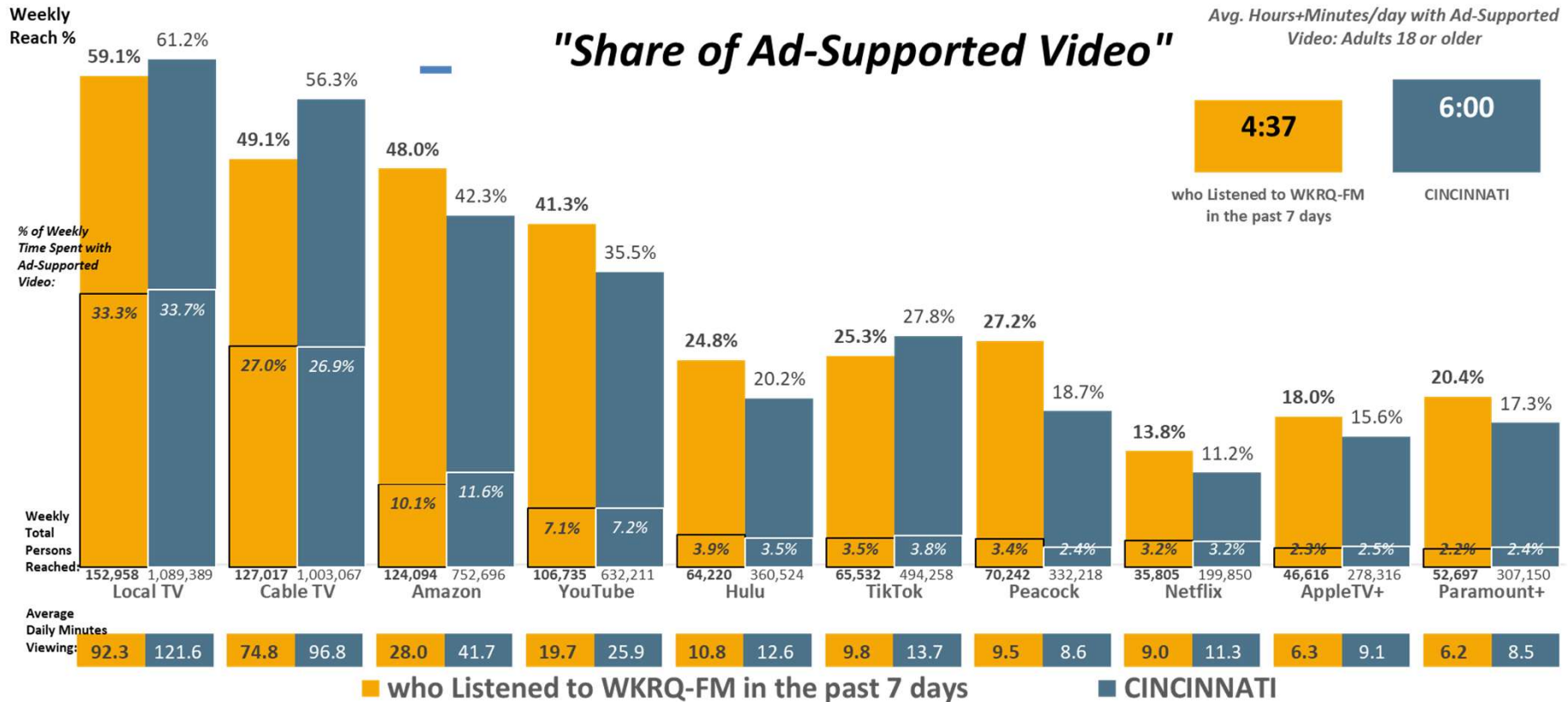
"Share of Ad-Supported Video"





152,958 or 59.1% of Adults 18 or older who Listened to WKCR-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 92.3 minutes every day representing 33.3% of all time spent daily with Ad-Supported Video.

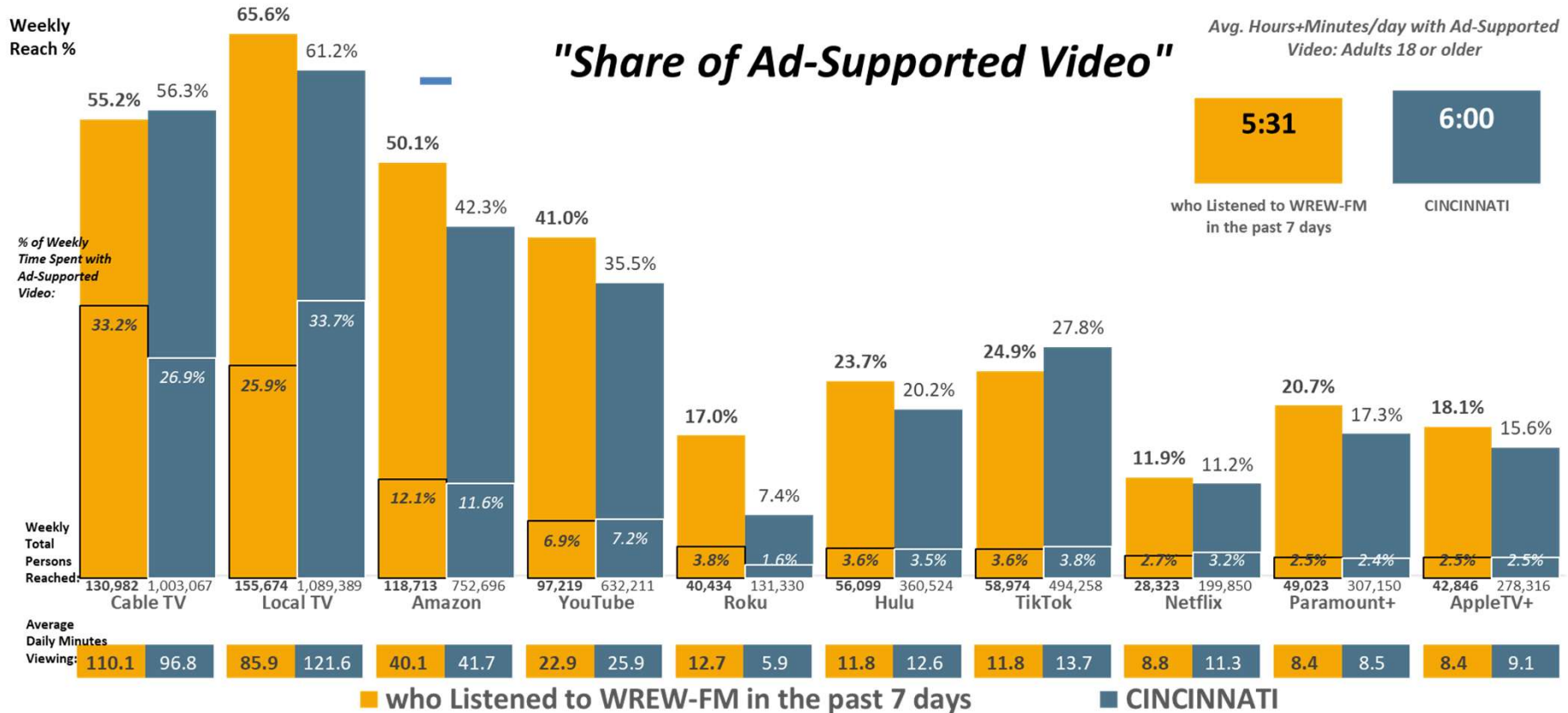
"Share of Ad-Supported Video"





155,674 or 65.6% of Adults 18 or older who Listened to WREW-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 85.9 minutes every day representing 25.9% of all time spent daily with Ad-Supported Video.

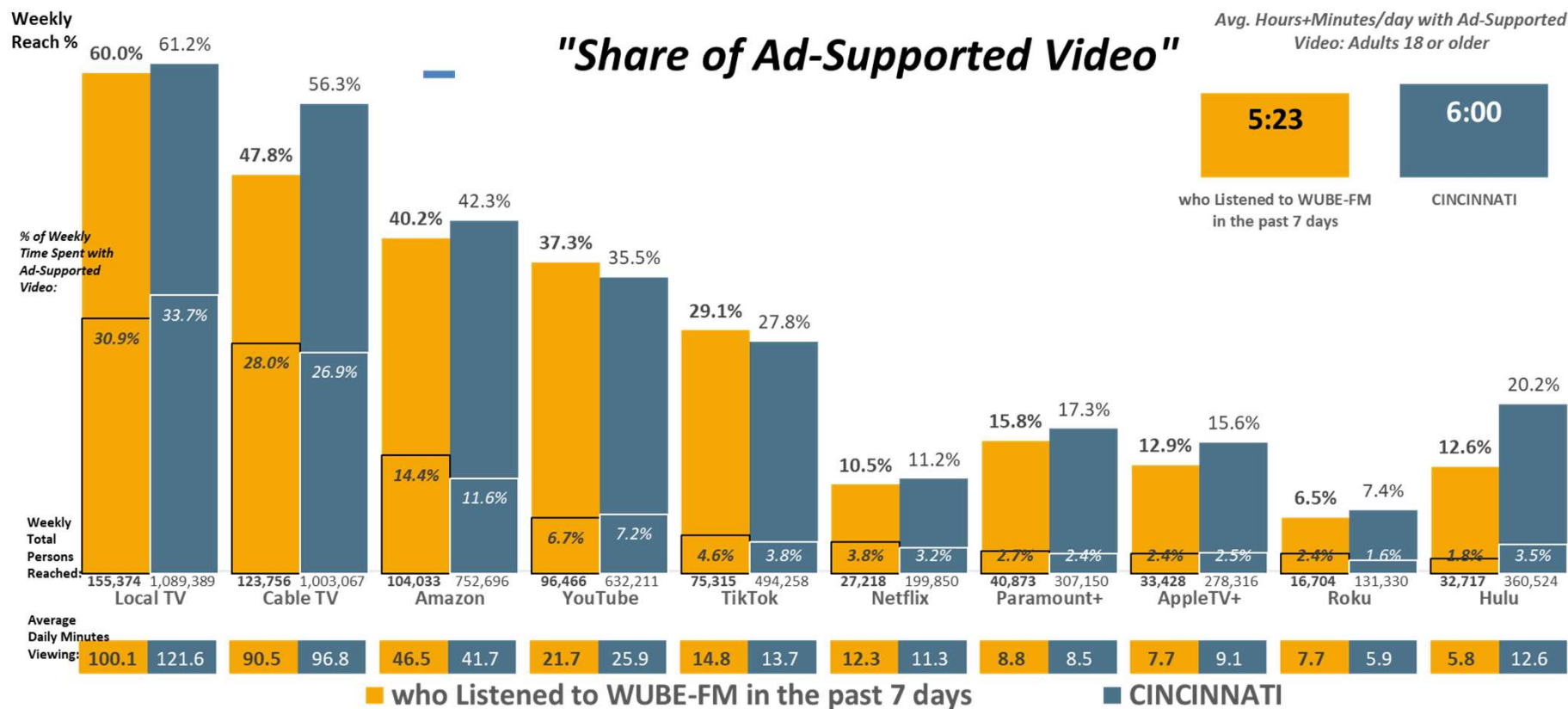
"Share of Ad-Supported Video"





155,374 or 60.0% of Adults 18 or older who Listened to WUBE-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 100.1 minutes every day representing 30.9% of all time spent daily with Ad-Supported Video.

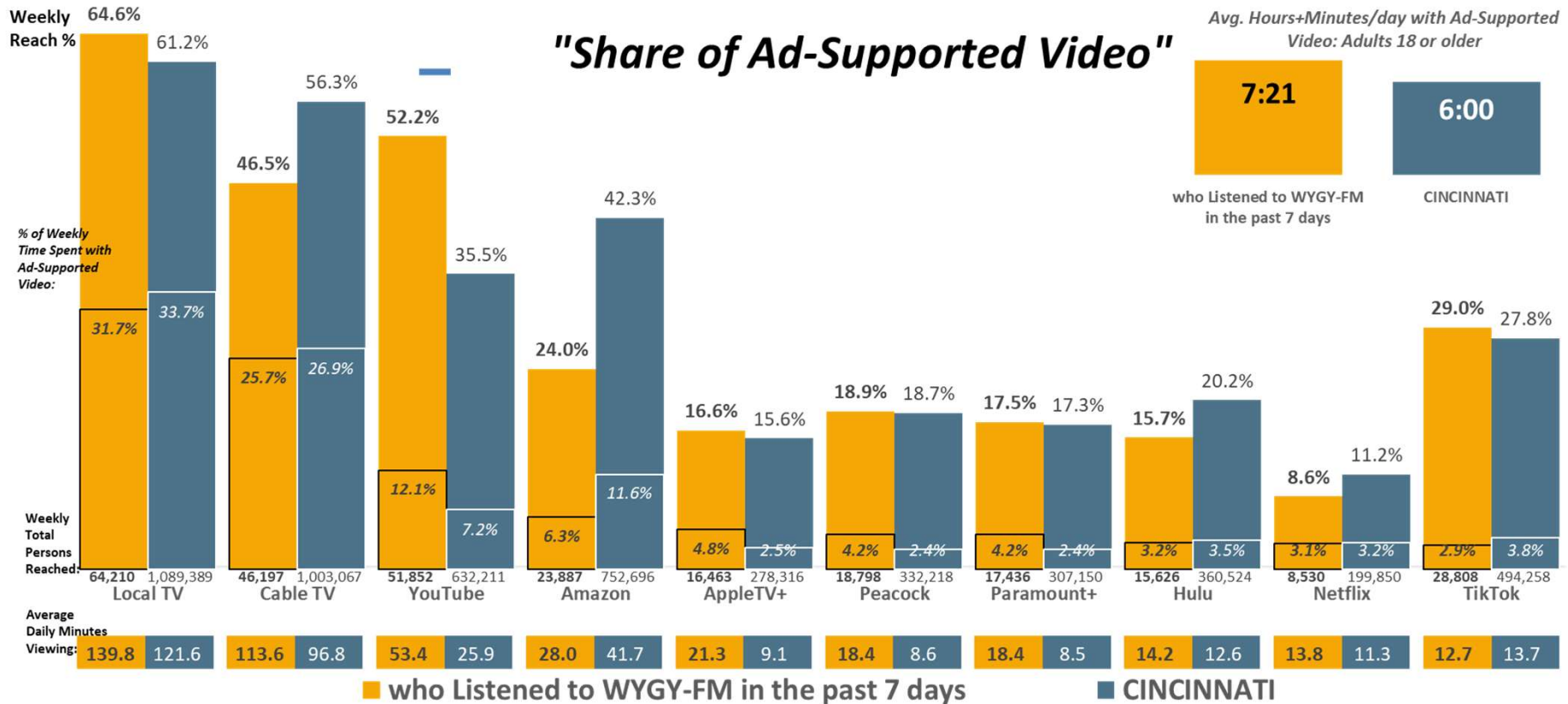
"Share of Ad-Supported Video"





64,210 or 64.6% of Adults 18 or older who Listened to WYGY-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 139.8 minutes every day representing 31.7% of all time spent daily with Ad-Supported Video.

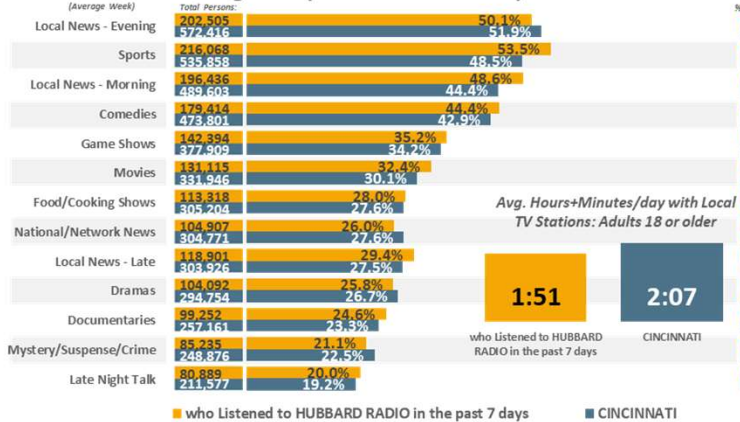
"Share of Ad-Supported Video"



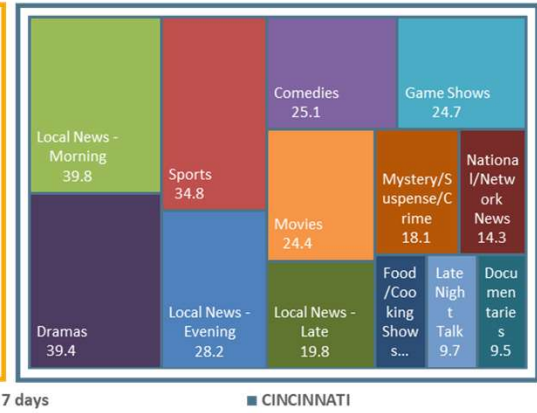
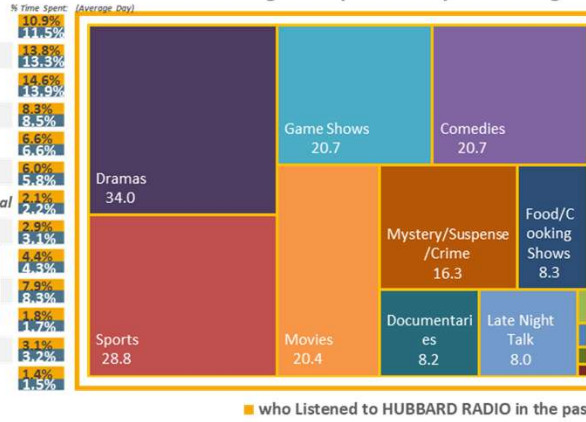


397,058 or 60.4% of Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Comedies, Game Shows, and Movies.

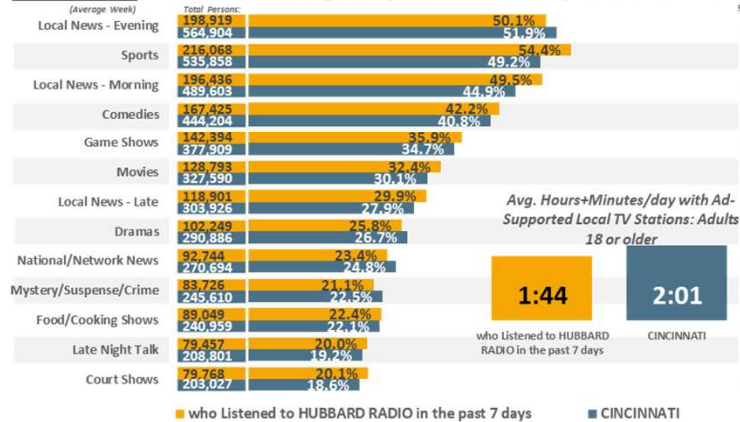
Local TV Station Programs (Persons & % Reach): Adults 18 or older



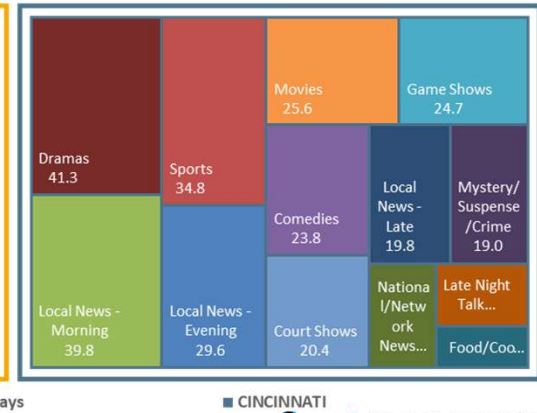
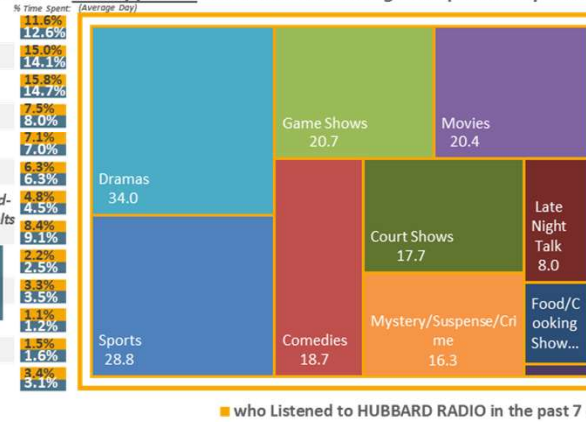
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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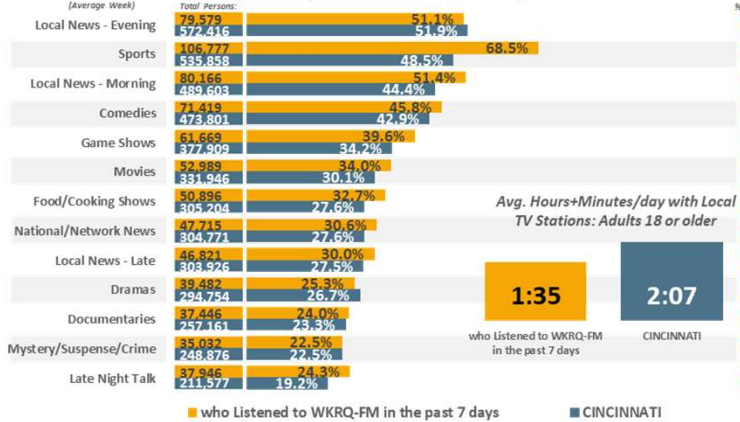
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(Radio Stations: WKQR-FM OR Radio Stations: WREW-FM OR Radio Stations: WUBE-FM OR Radio Stations: WYGY-FM)

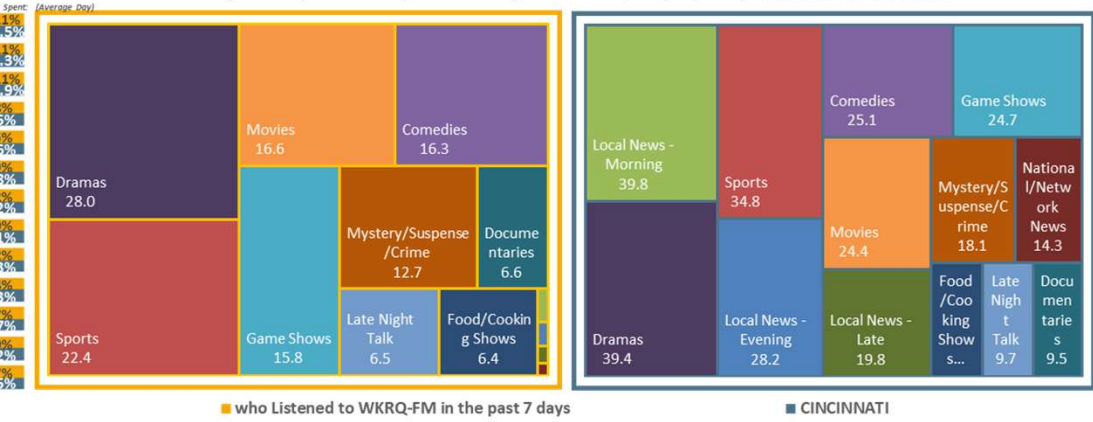


152,958 or 59.1% of Adults 18 or older who Listened to WKRQ-FM in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Morning, Local News - Evening, Comedies, Game Shows, and Movies.

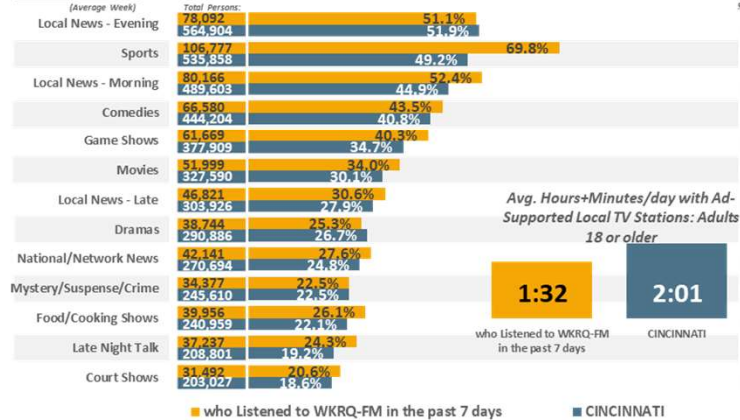
Local TV Station Programs (Persons & % Reach): Adults 18 or older



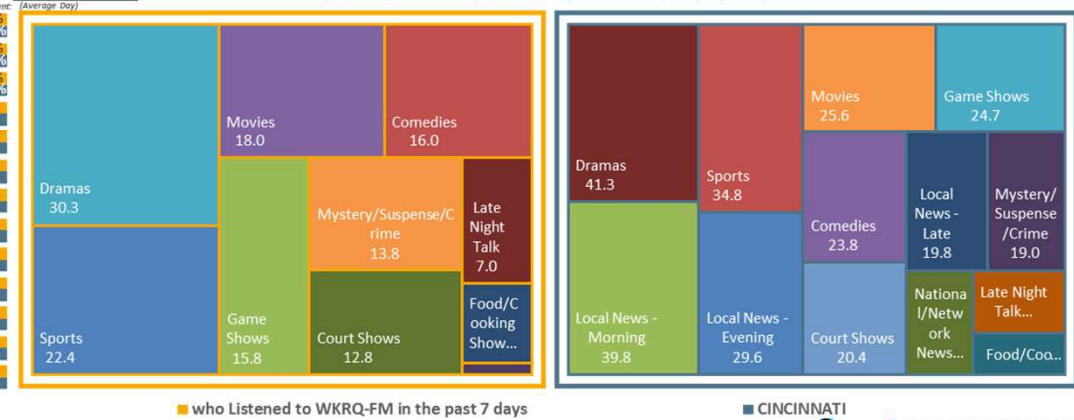
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



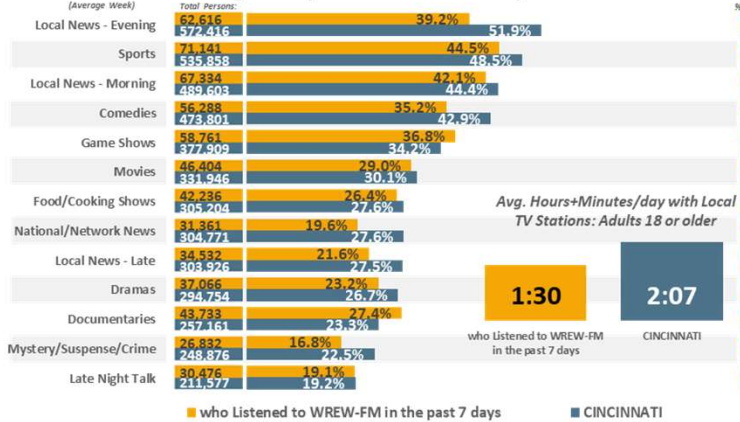
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



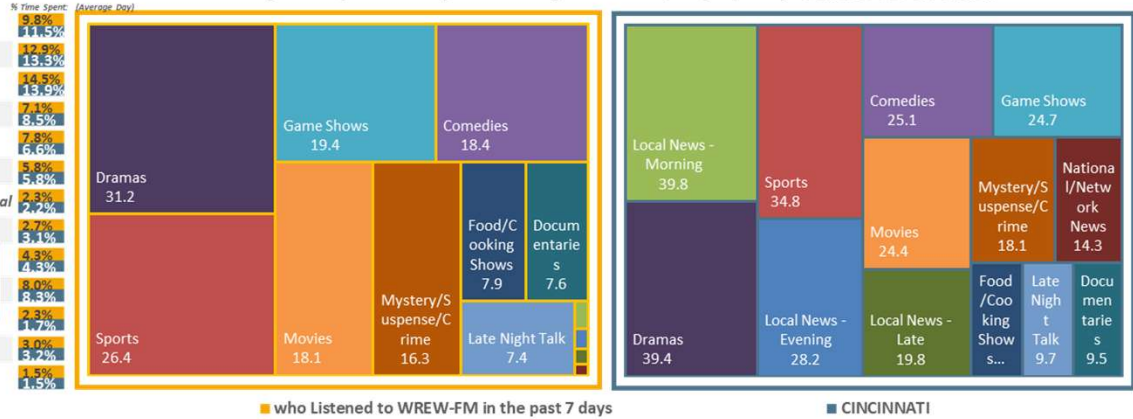


155,674 or 65.6% of Adults 18 or older who Listened to WREW-FM in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Morning, Local News - Evening, Game Shows, Comedies, and Movies.

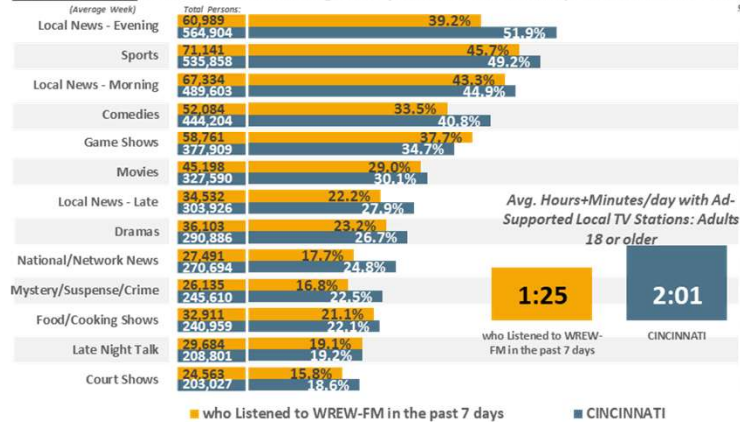
Local TV Station Programs (Persons & % Reach): Adults 18 or older



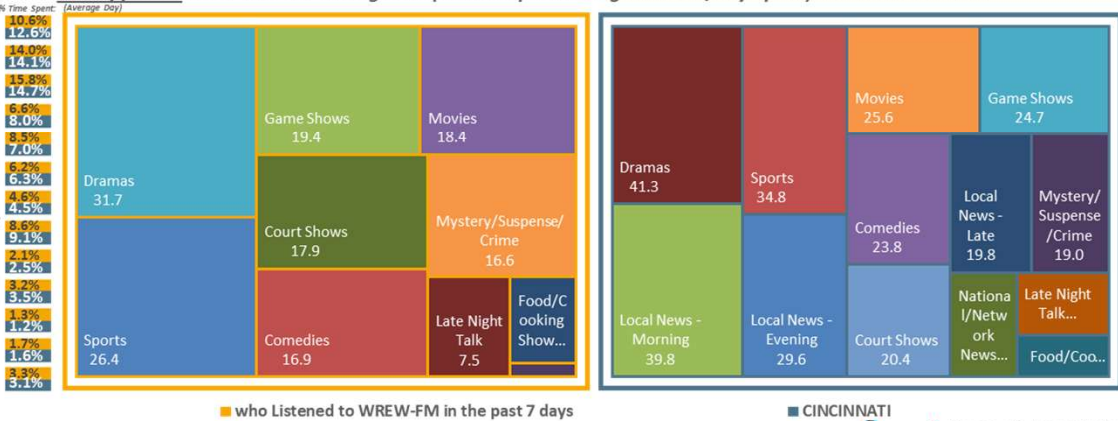
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



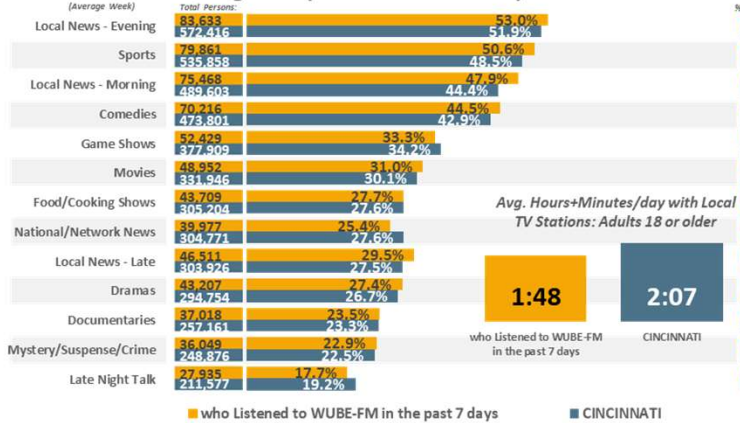
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



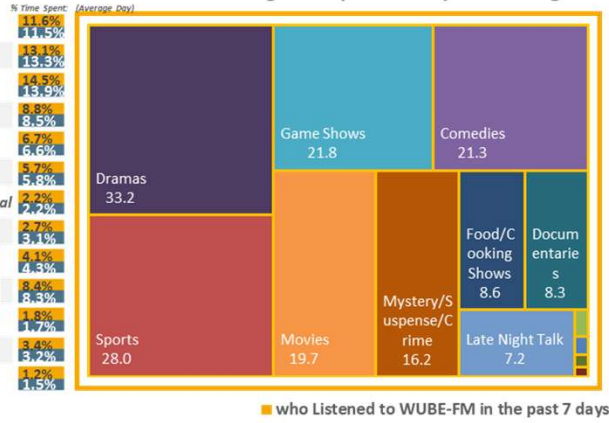


155,374 or 60.% of Adults 18 or older who Listened to WUBE-FM in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Local News - Morning, Comedies, Game Shows, and Movies.

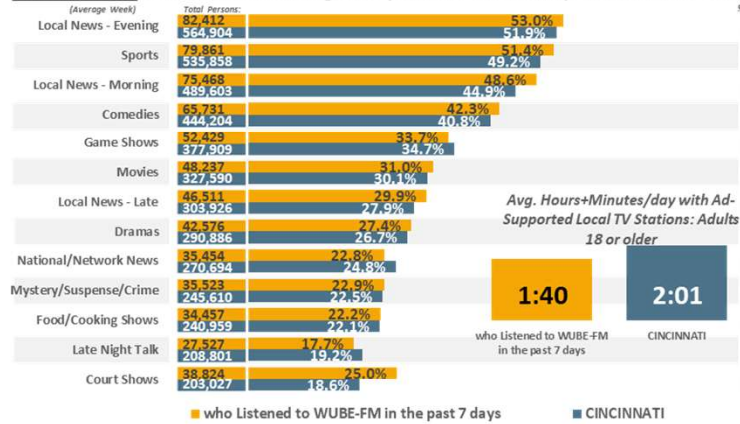
Local TV Station Programs (Persons & % Reach): Adults 18 or older



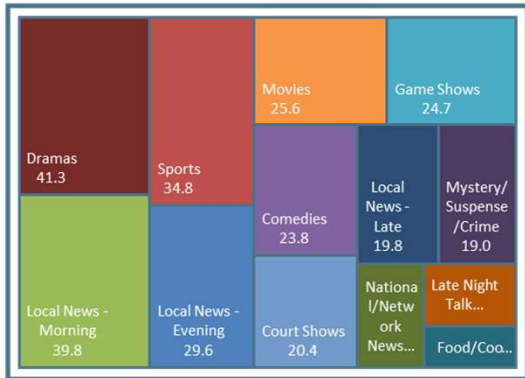
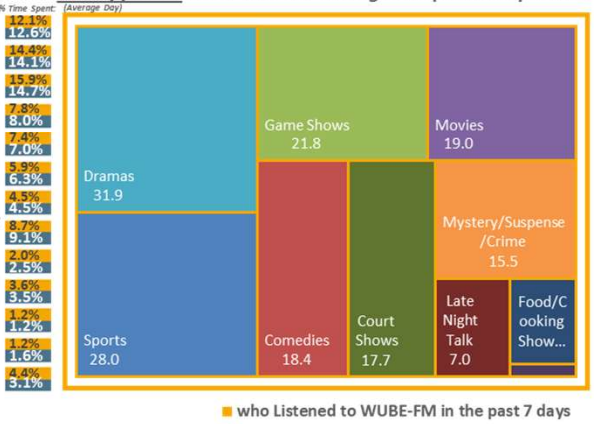
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



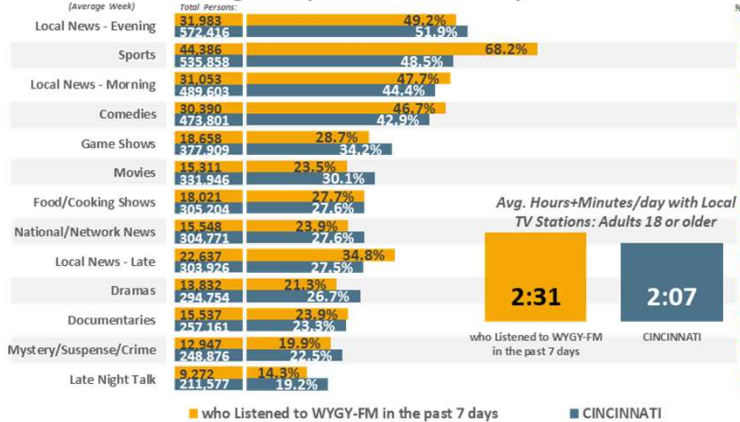
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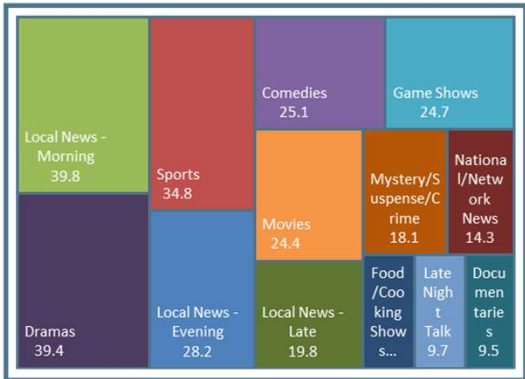
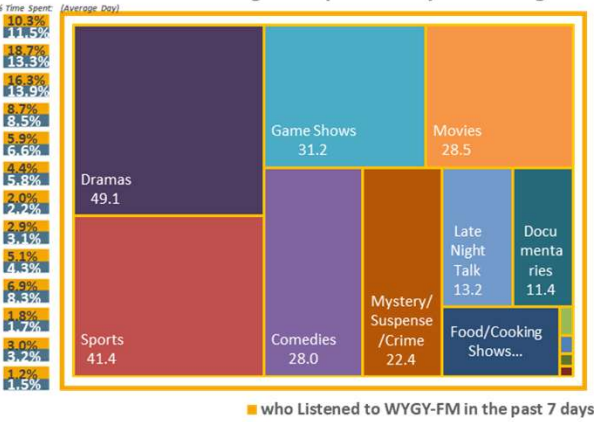


64,210 or 64.6% of Adults 18 or older who Listened to WYGY-FM in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Comedies, Local News - Late, and Game Shows.

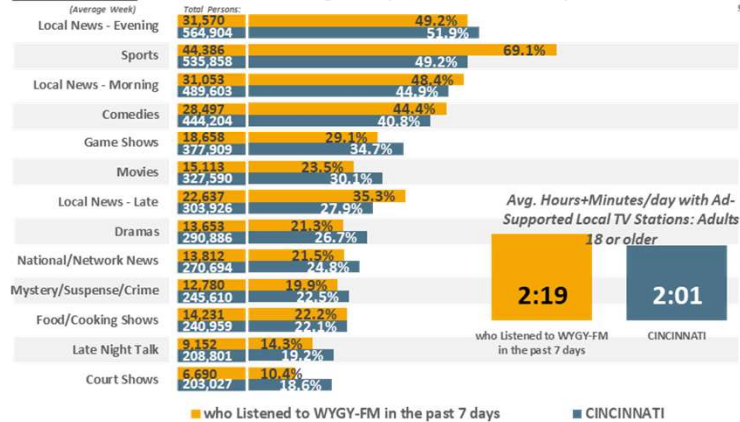
Local TV Station Programs (Persons & % Reach): Adults 18 or older



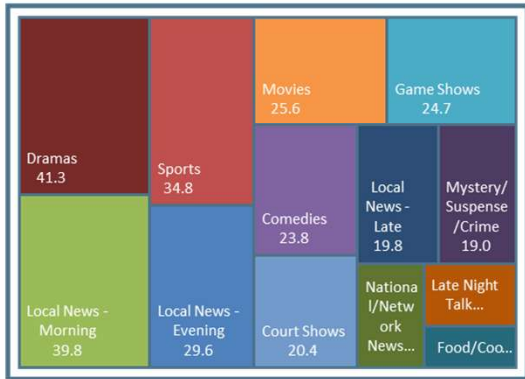
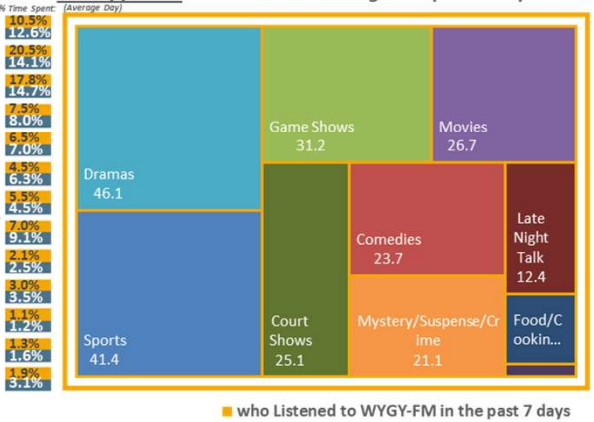
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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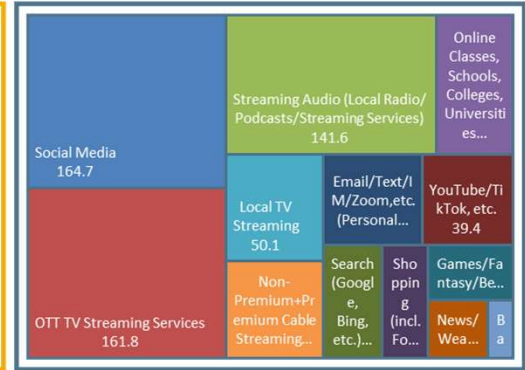
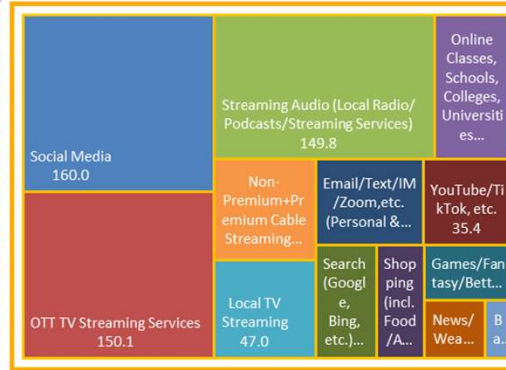
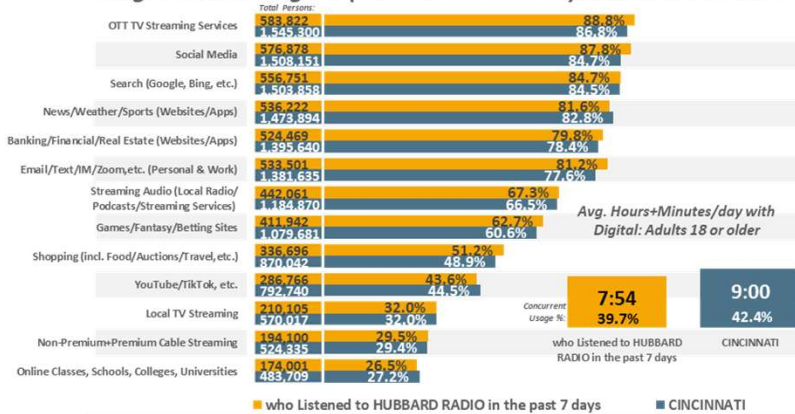
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523,728 or 79.7% of Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days use Ad-Supported Social Media for an average of 145.3 minutes every day representing 25.2% of all time spent daily with Ad-Supported Digital Media.

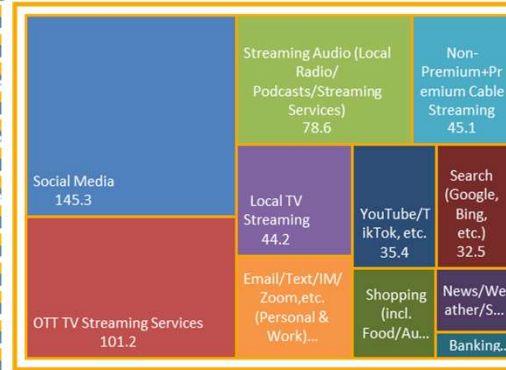
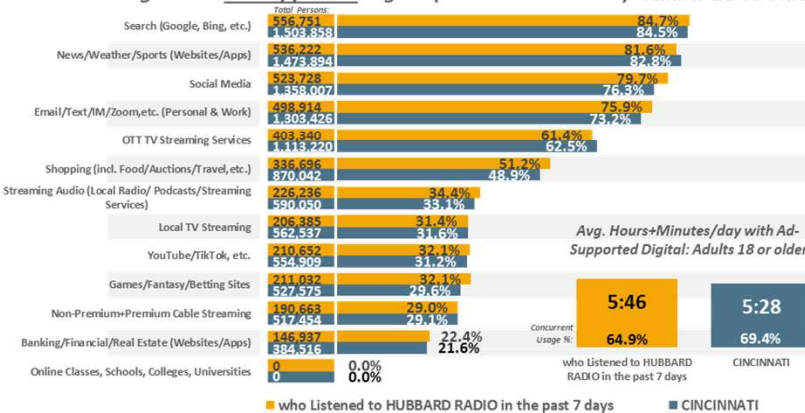
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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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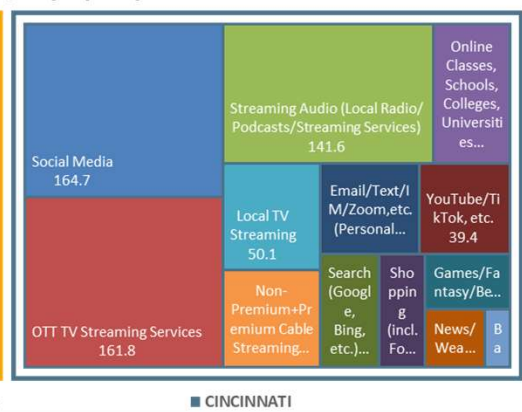
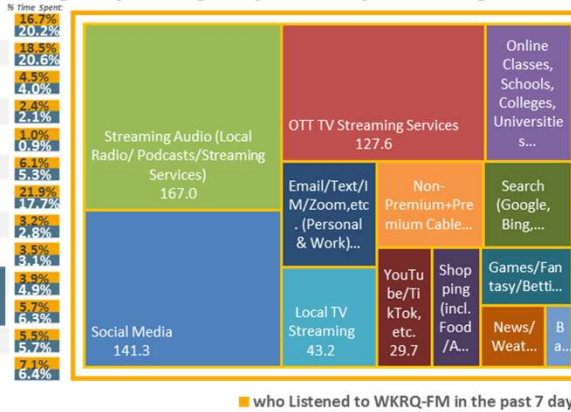
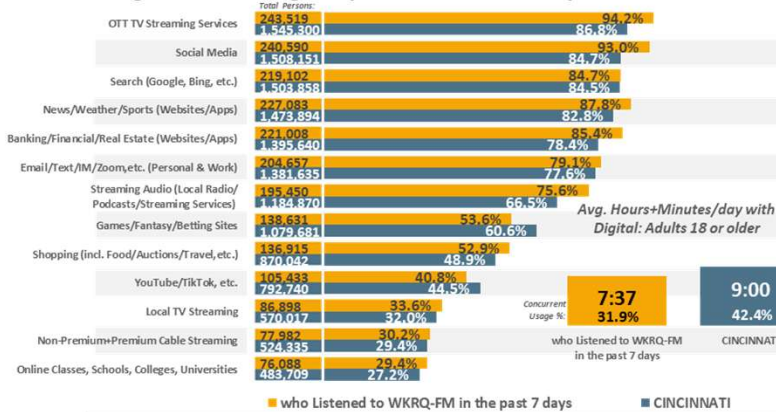
(Radio Stations: WKRQ-FM OR Radio Stations: WREW-FM OR Radio Stations: WUBE-FM OR Radio Stations: WYGY-FM)



224,199 or 86.7% of Adults 18 or older who Listened to WKQR-FM in the past 7 days use Ad-Supported Social Media for an average of 131.6 minutes every day representing 24.% of all time spent daily with Ad-Supported Digital Media.

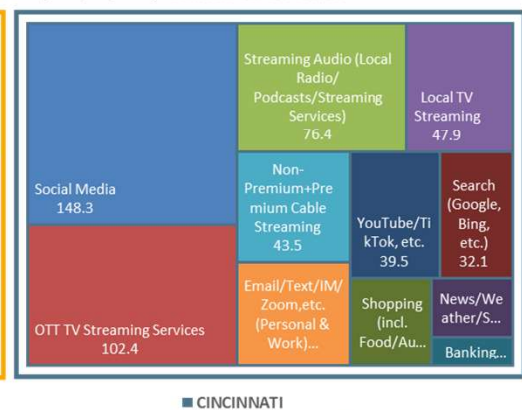
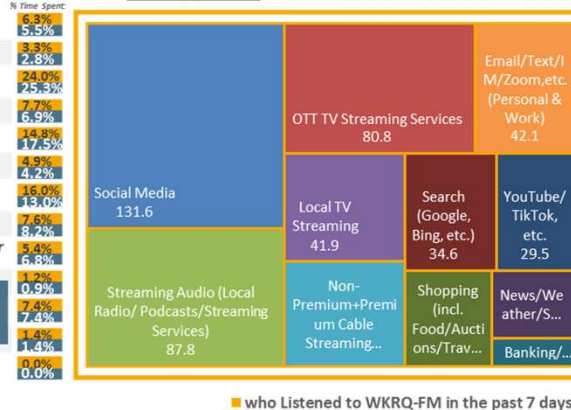
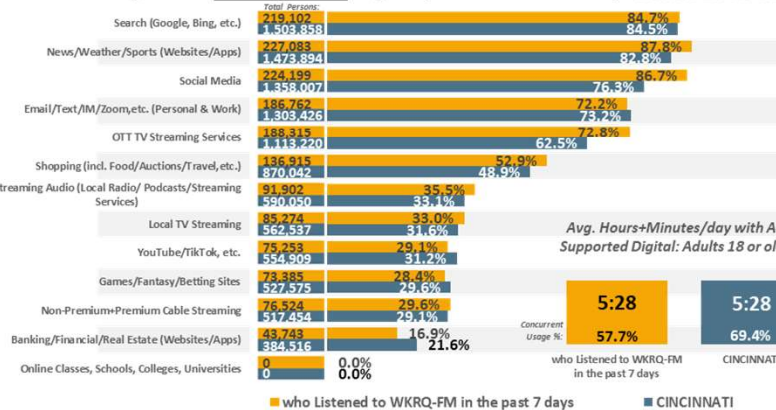
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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

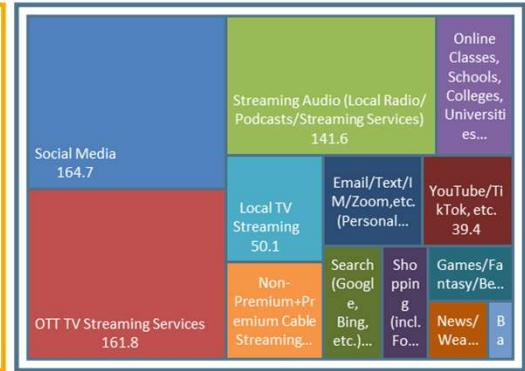
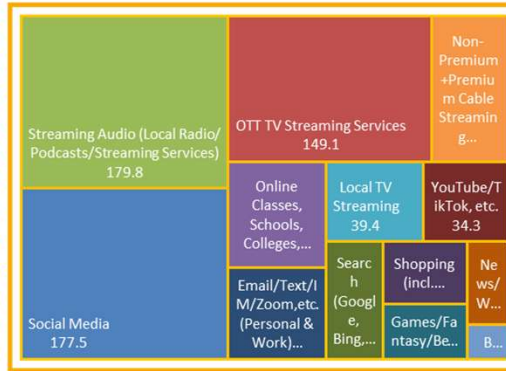
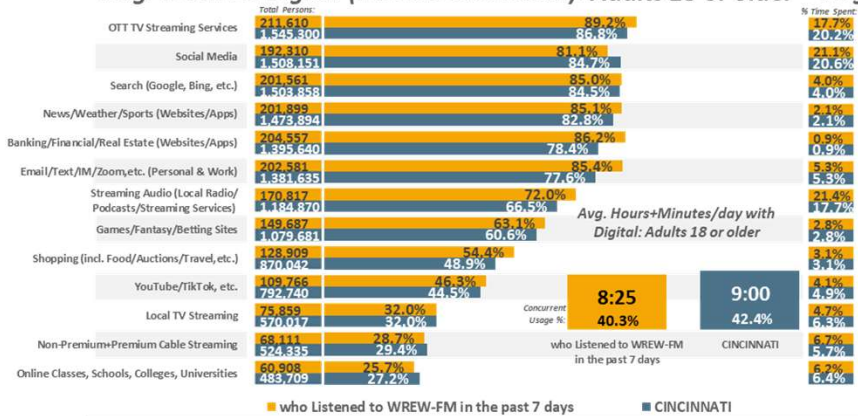
Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



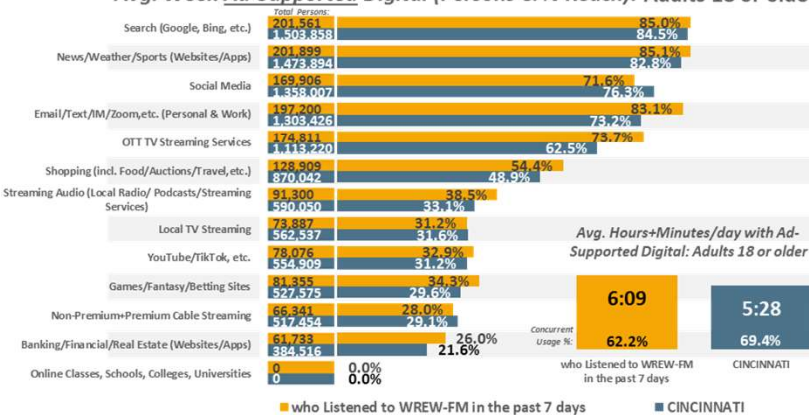


169,906 or 71.6% of Adults 18 or older who Listened to WREW-FM in the past 7 days use Ad-Supported Social Media for an average of 156.8 minutes every day representing 25.4% of all time spent daily with Ad-Supported Digital Media.

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



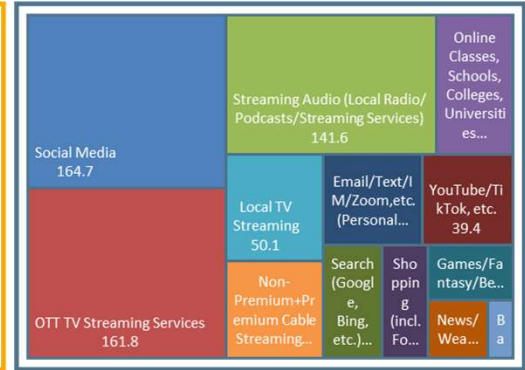
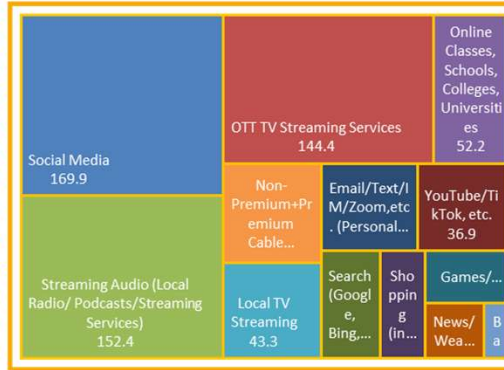
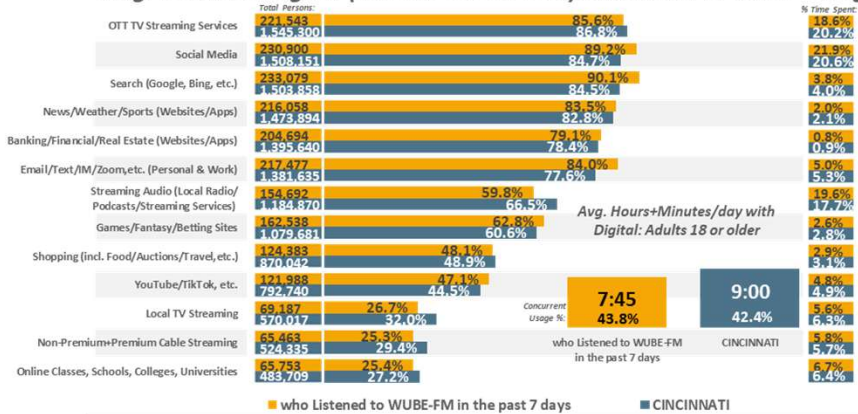
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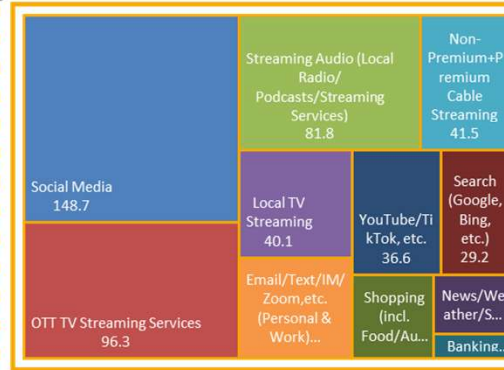
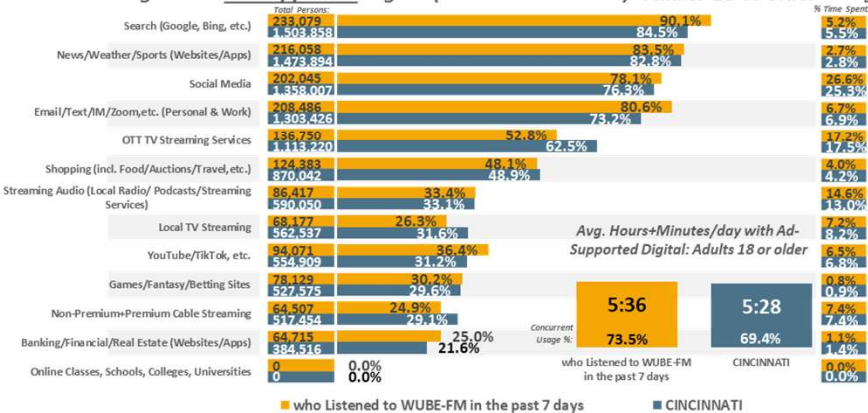


202,045 or 78.1% of Adults 18 or older who Listened to WUBE-FM in the past 7 days use Ad-Supported Social Media for an average of 148.7 minutes every day representing 26.6% of all time spent daily with Ad-Supported Digital Media.

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**

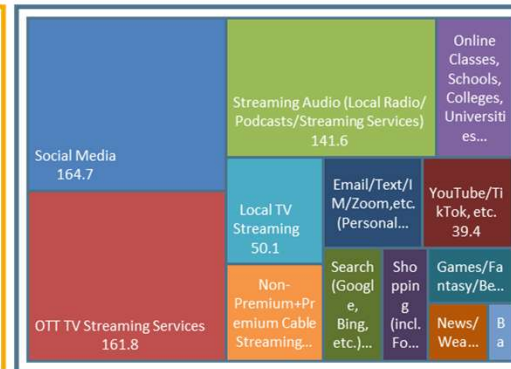
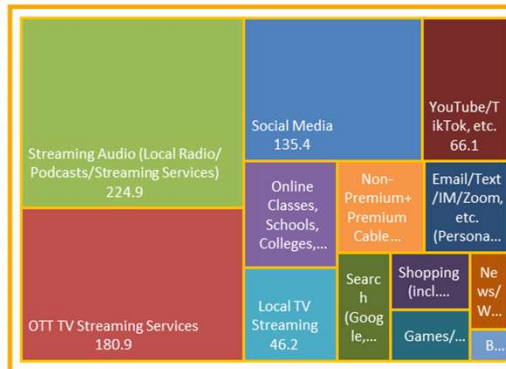
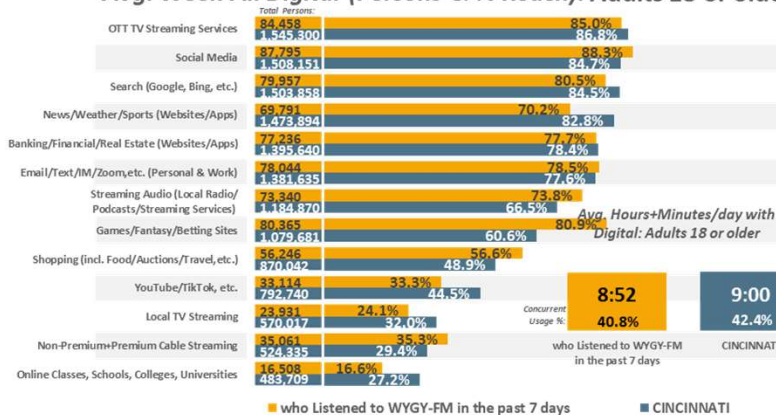




79,918 or 80.4% of Adults 18 or older who Listened to WYGY-FM in the past 7 days use Ad-Supported Social Media for an average of 123.3 minutes every day representing 19.1% of all time spent daily with Ad-Supported Digital Media.

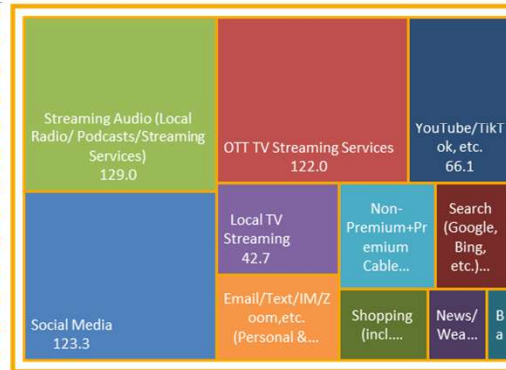
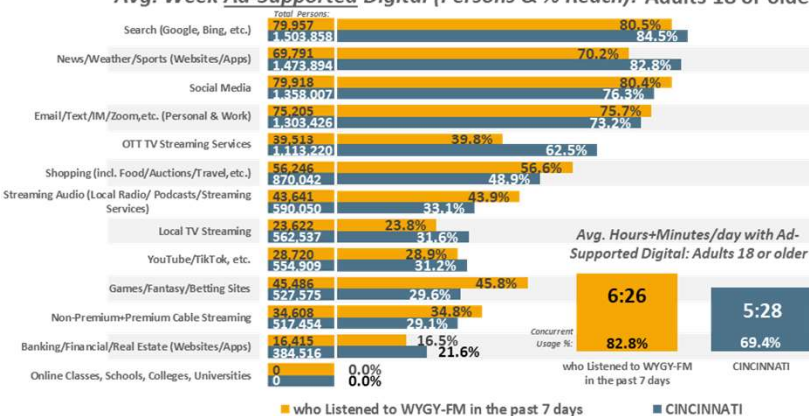
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



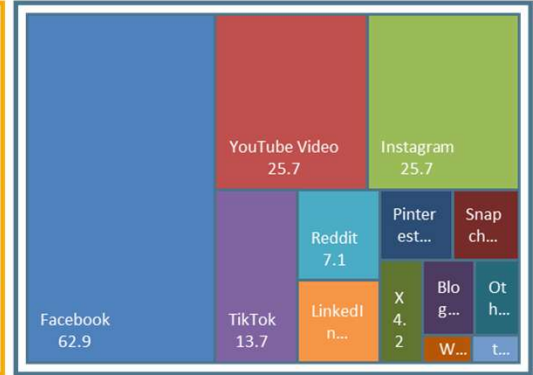
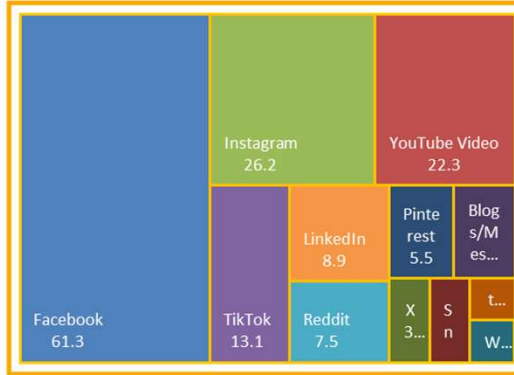
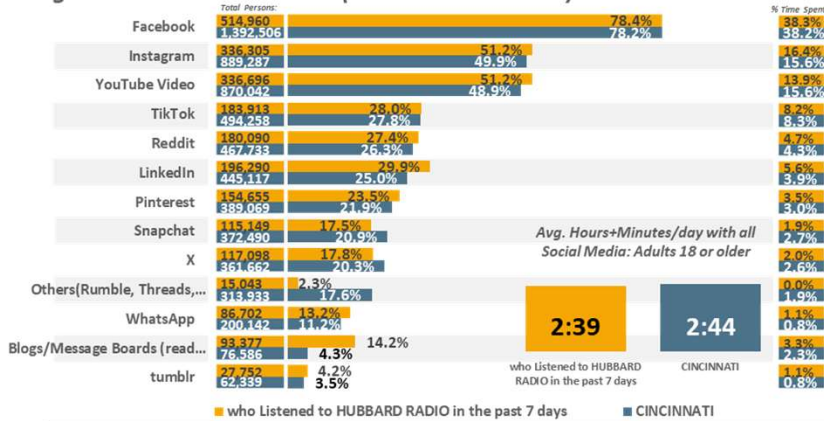
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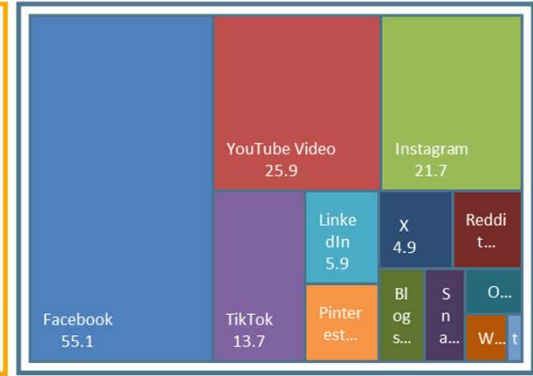
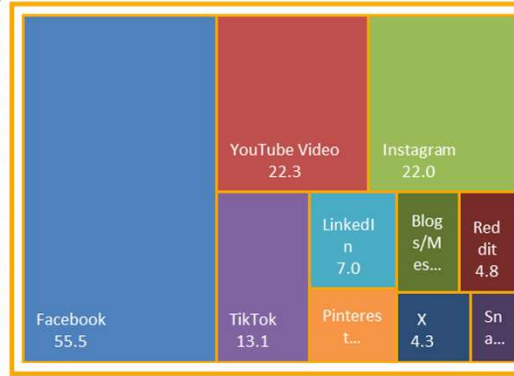
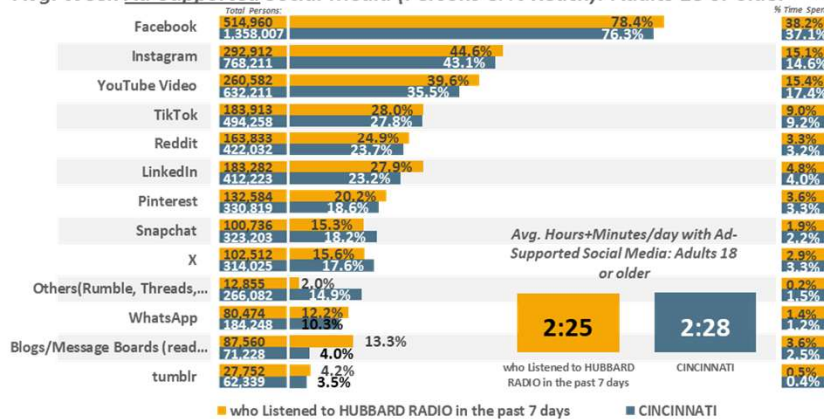


514,960 or 78.4% of Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days use Ad-Supported Facebook for an average of 55.5 minutes every day representing 38.2% of all time spent daily with Ad-Supported Social Media.

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



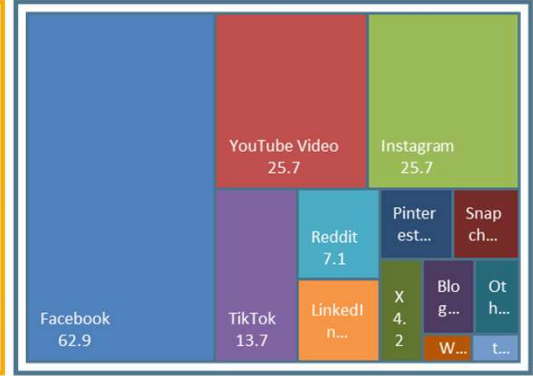
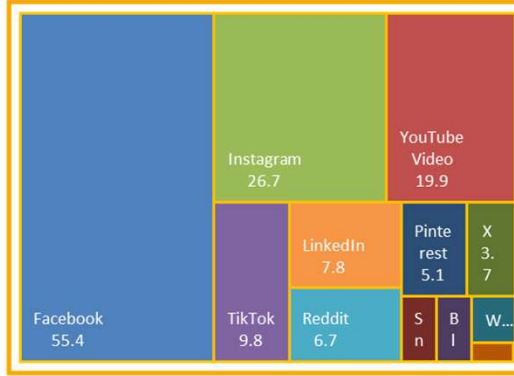
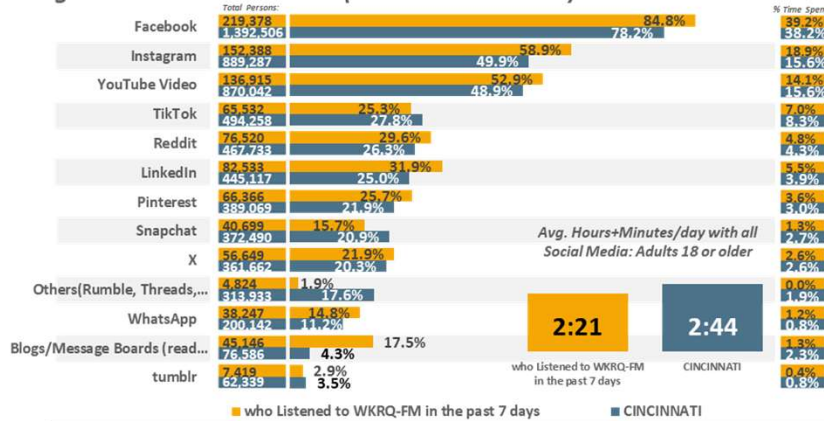
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



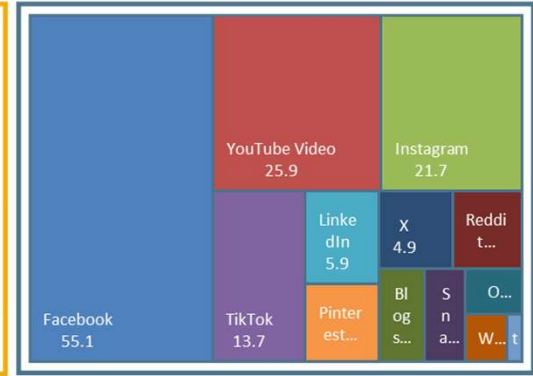
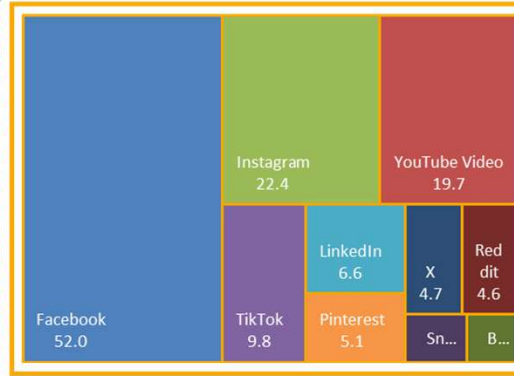
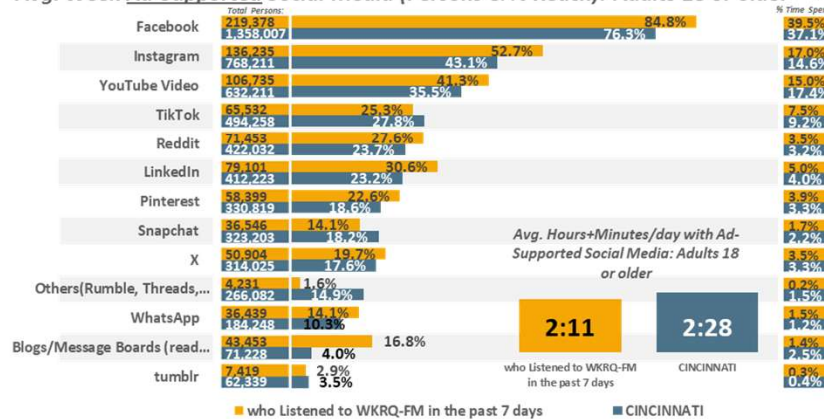


219,378 or 84.8% of Adults 18 or older who Listened to WKCR-FM in the past 7 days use Ad-Supported Facebook for an average of 52. minutes every day representing 39.5% of all time spent daily with Ad-Supported Social Media.

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



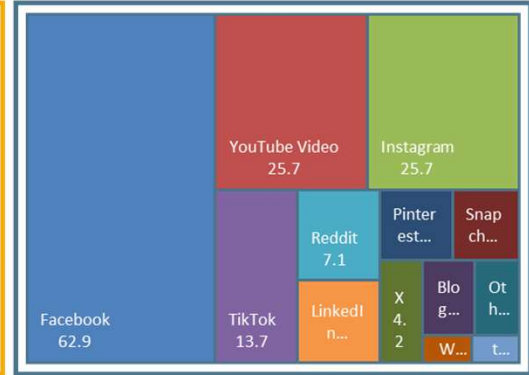
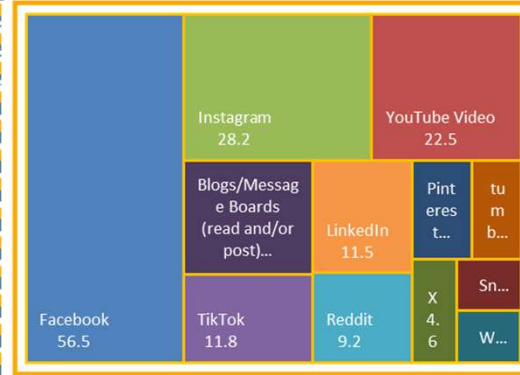
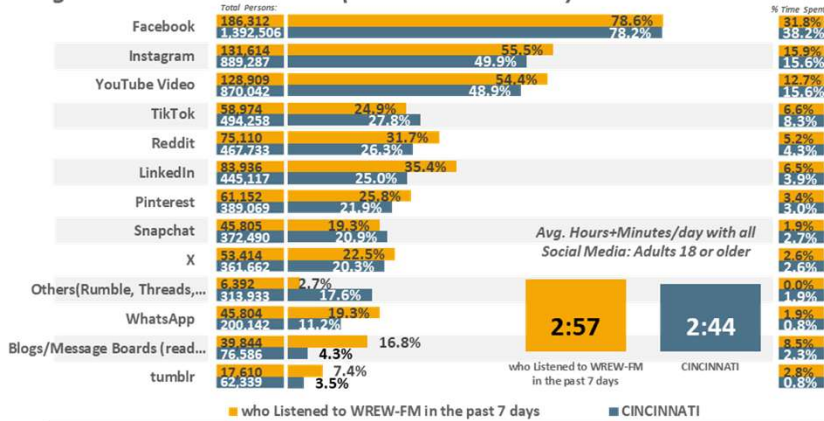
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



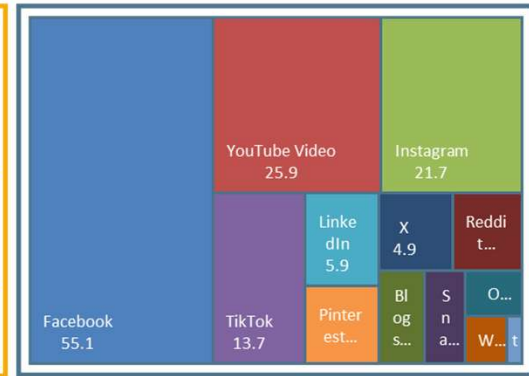
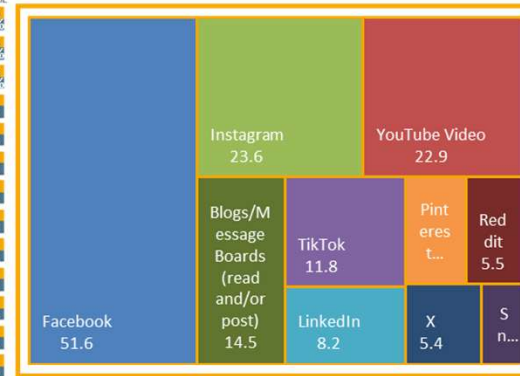
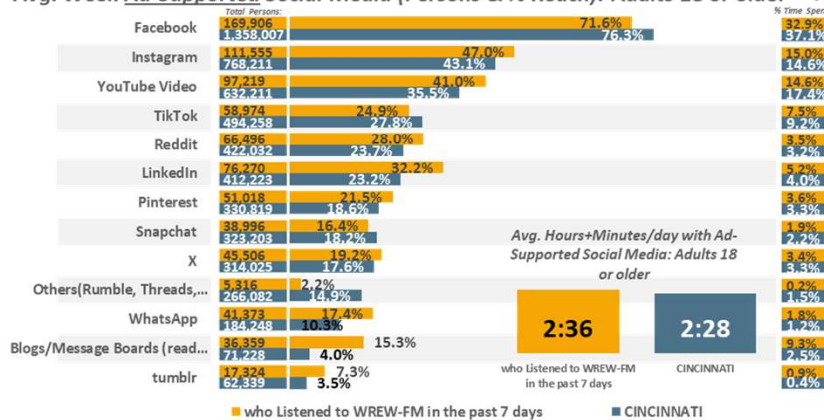


169,906 or 71.6% of Adults 18 or older who Listened to WREW-FM in the past 7 days use Ad-Supported Facebook for an average of 51.6 minutes every day representing 32.9% of all time spent daily with Ad-Supported Social Media.

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**



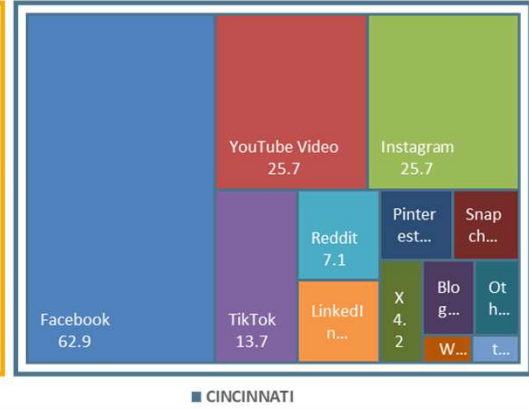
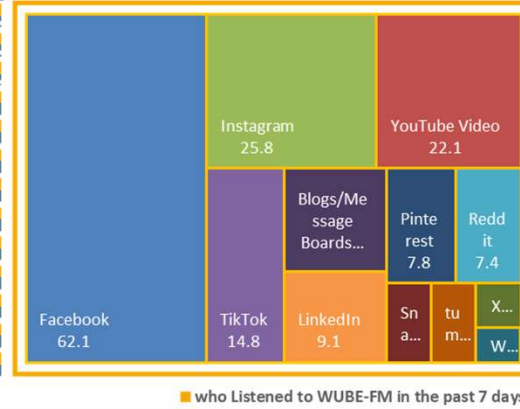
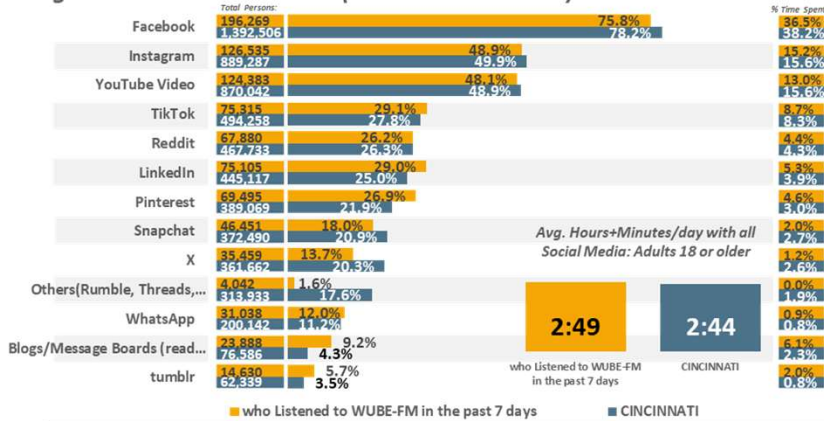
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



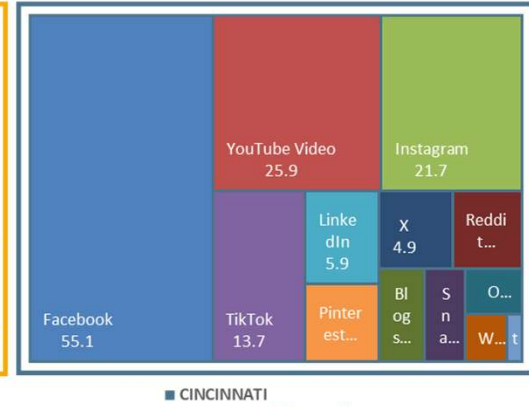
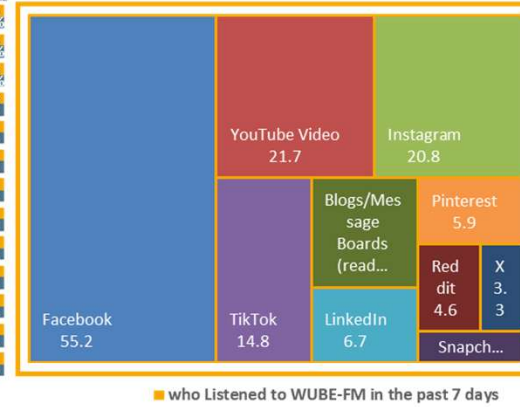
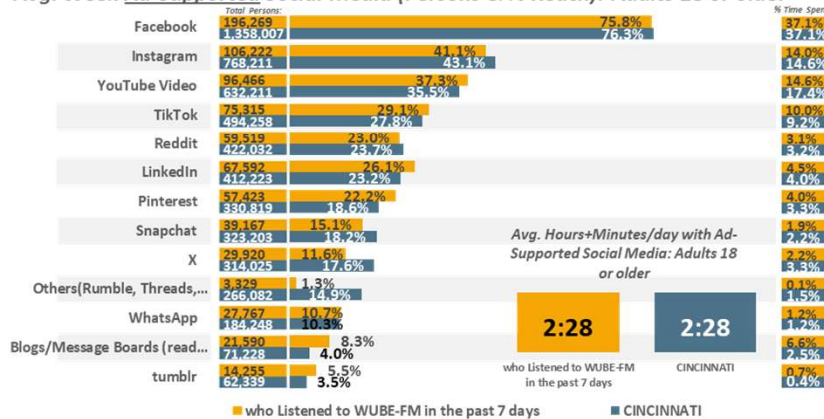


196,269 or 75.8% of Adults 18 or older who Listened to WUBE-FM in the past 7 days use Ad-Supported Facebook for an average of 55.2 minutes every day representing 37.1% of all time spent daily with Ad-Supported Social Media.

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**



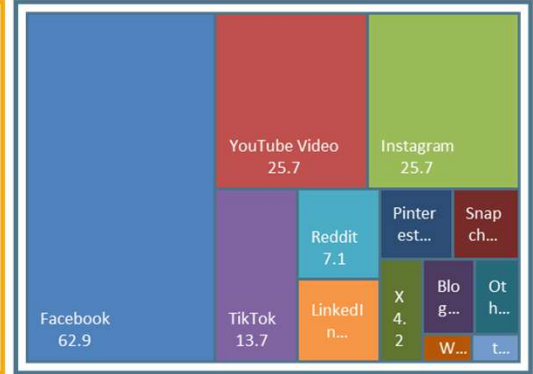
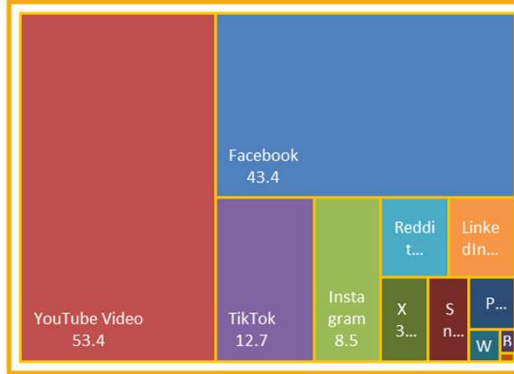
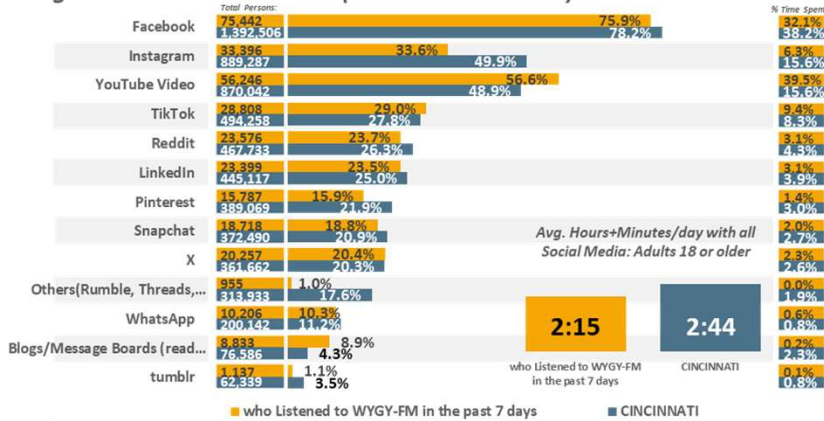
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



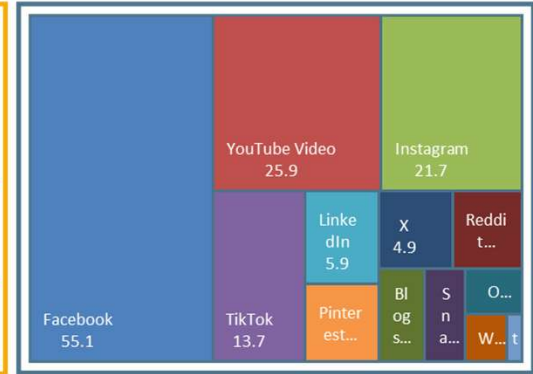
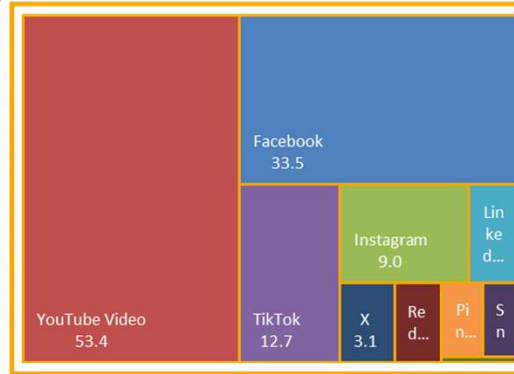
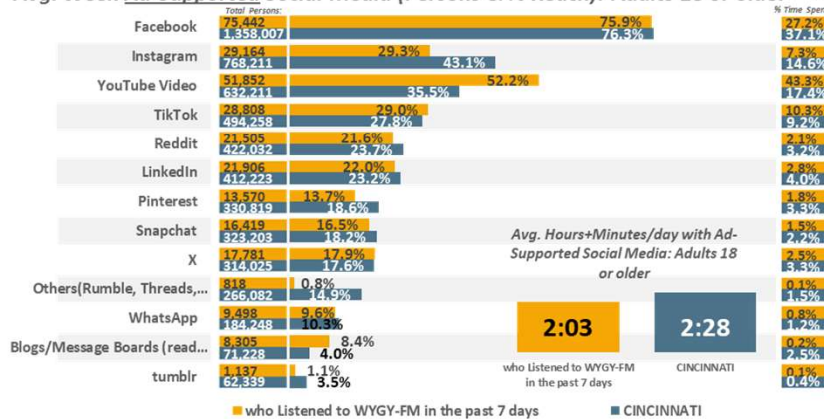


51,852 or 52.2% of Adults 18 or older who Listened to WYGY-FM in the past 7 days use Ad-Supported YouTube Video for an average of 53.4 minutes every day representing 43.3% of all time spent daily with Ad-Supported Social Media.

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



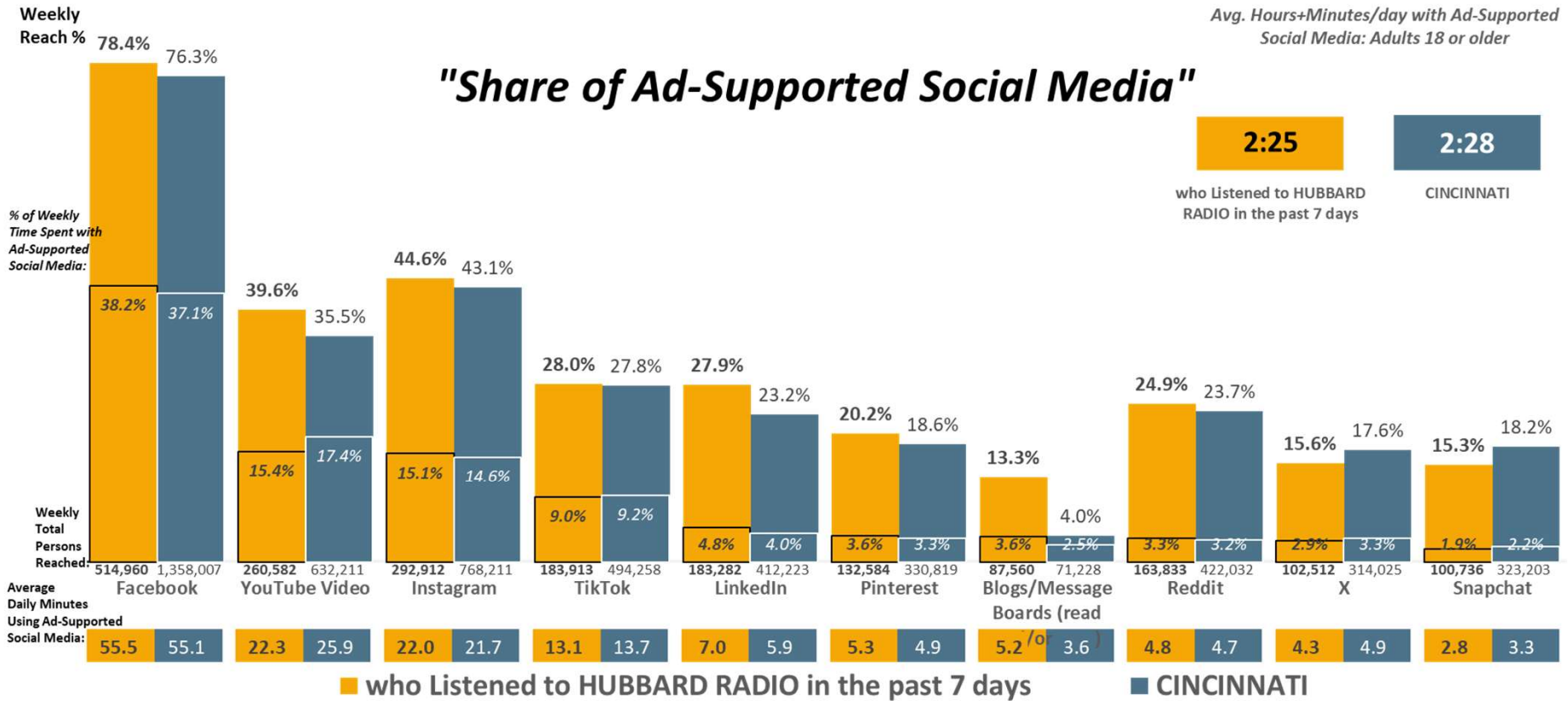
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**





514,960 or 78.4% of Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days use Ad-Supported Facebook for an average of 55.5 minutes every day representing 38.2% of all time spent daily with Ad-Supported Social Media.

"Share of Ad-Supported Social Media"



CINCINNATI Metro Scarborough R1 2026: Feb25-Feb26 Qual Intab 598 CINCINNATI Metro Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,735
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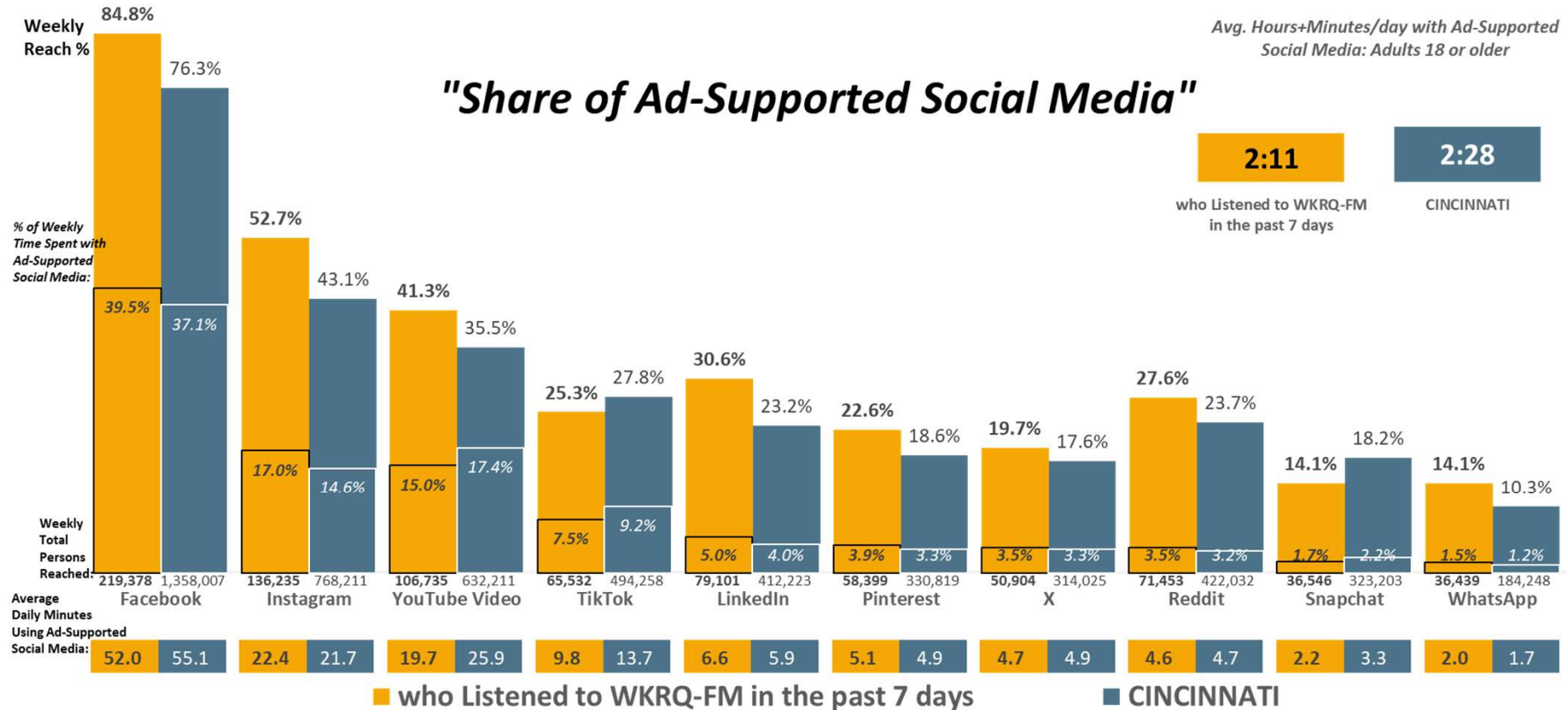
soefa.ai Share of Everything for Anything

(Radio Stations: WKRQ-FM OR Radio Stations: WREW-FM OR Radio Stations: WUBE-FM OR Radio Stations: WYGY-FM)



219,378 or 84.8% of Adults 18 or older who Listened to WKCR-FM in the past 7 days use Ad-Supported Facebook for an average of 52. minutes every day representing 39.5% of all time spent daily with Ad-Supported Social Media.

"Share of Ad-Supported Social Media"



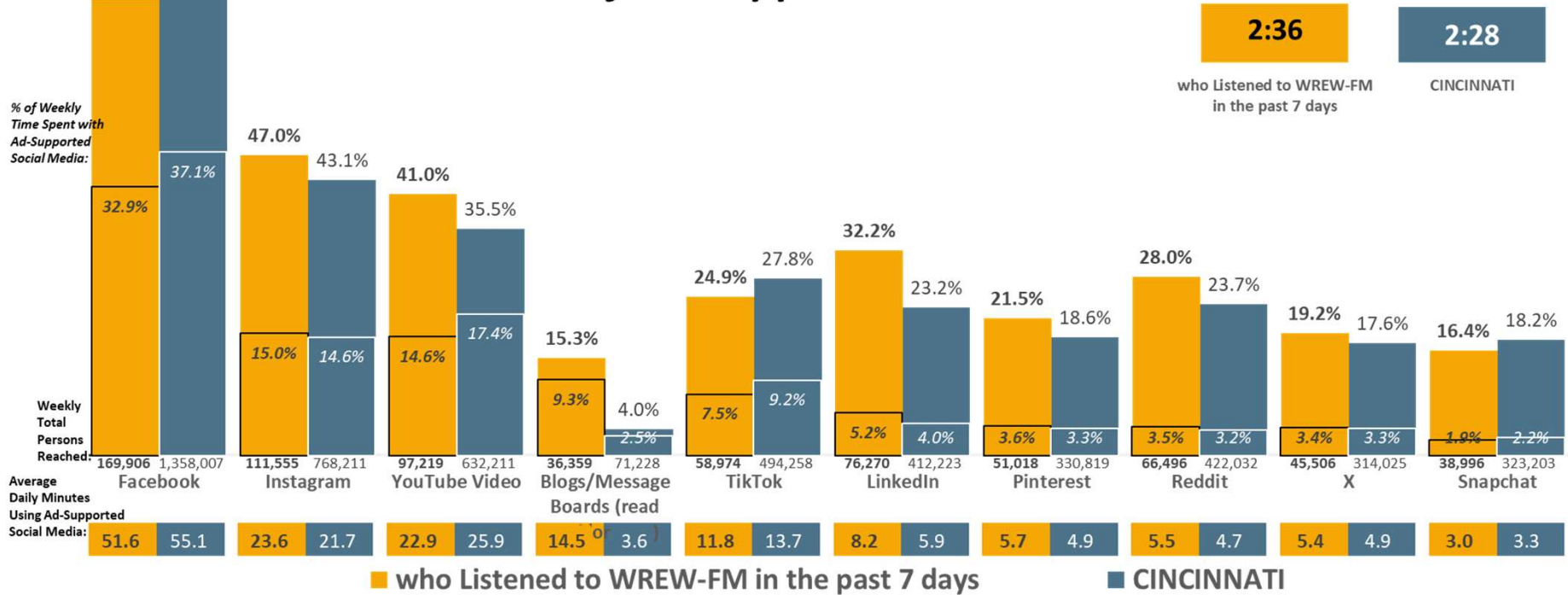


169,906 or 71.6% of Adults 18 or older who Listened to WREW-FM in the past 7 days use Ad-Supported Facebook for an average of 51.6 minutes every day representing 32.9% of all time spent daily with Ad-Supported Social Media.

Weekly
Reach %

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

"Share of Ad-Supported Social Media"



CINCINNATI Metro Scarborough R1 2026: Feb25-Feb26 Qual Intab 226
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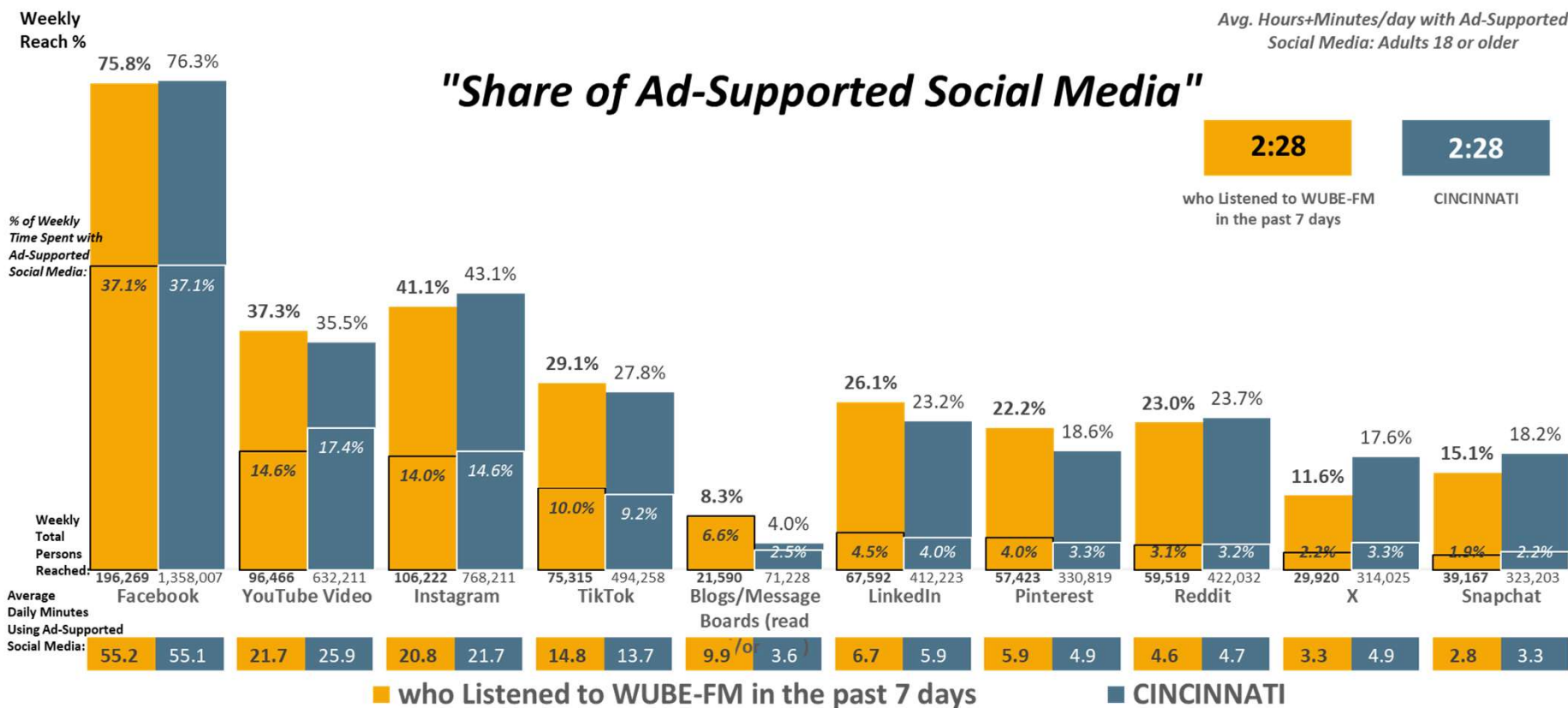
CINCINNATI Metro Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,735

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for Anything

Radio Stations: WREW-FM



196,269 or 75.8% of Adults 18 or older who Listened to WUBE-FM in the past 7 days use Ad-Supported Facebook for an average of 55.2 minutes every day representing 37.1% of all time spent daily with Ad-Supported Social Media.



CINCINNATI Metro Scarborough R1 2026: Feb25-Feb26 Qual Intab 236
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CINCINNATI Metro Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,735

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Radio Stations: WUBE-FM

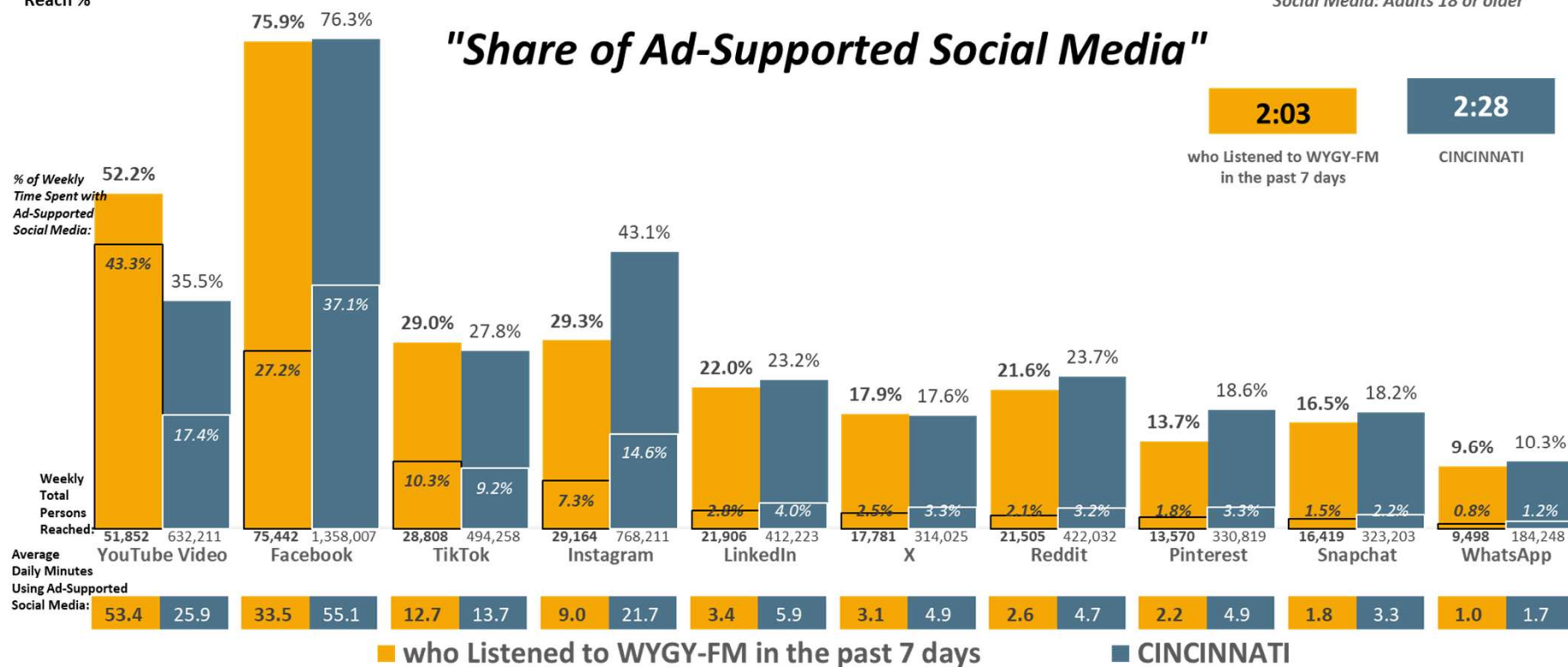


51,852 or 52.2% of Adults 18 or older who Listened to WYGY-FM in the past 7 days use Ad-Supported YouTube Video for an average of 53.4 minutes every day representing 43.3% of all time spent daily with Ad-Supported Social Media.

Weekly
Reach %

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

"Share of Ad-Supported Social Media"



CINCINNATI Metro Scarborough R1 2026: Feb25-Feb26 Qual Intab 89
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CINCINNATI Metro Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,735

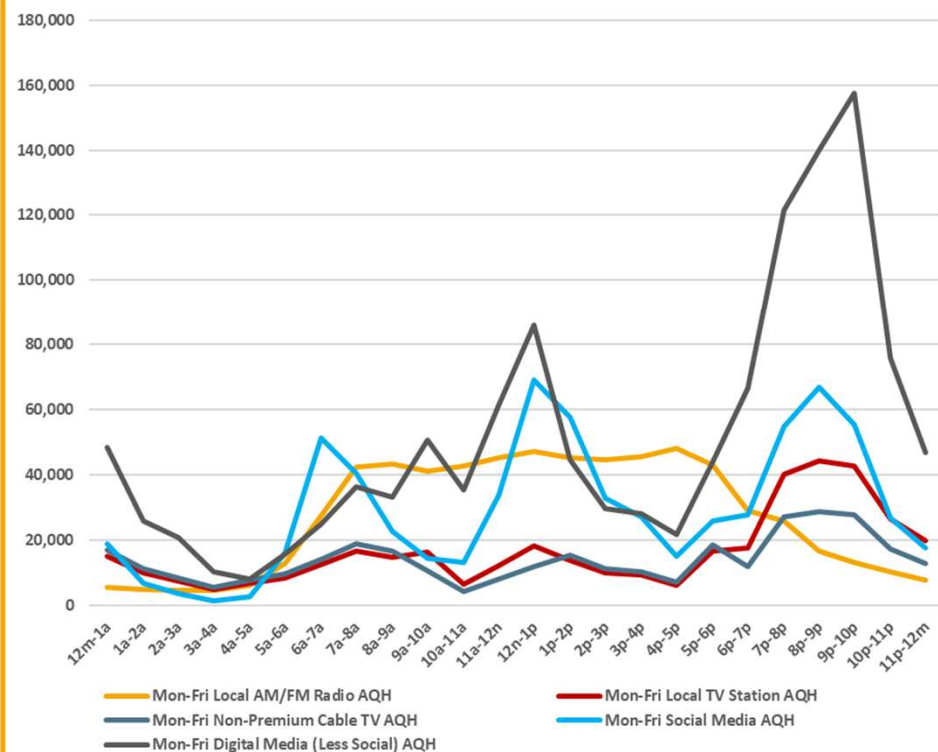
soefa.ai Share of Everything
for Anything

Radio Stations: WYGY-FM

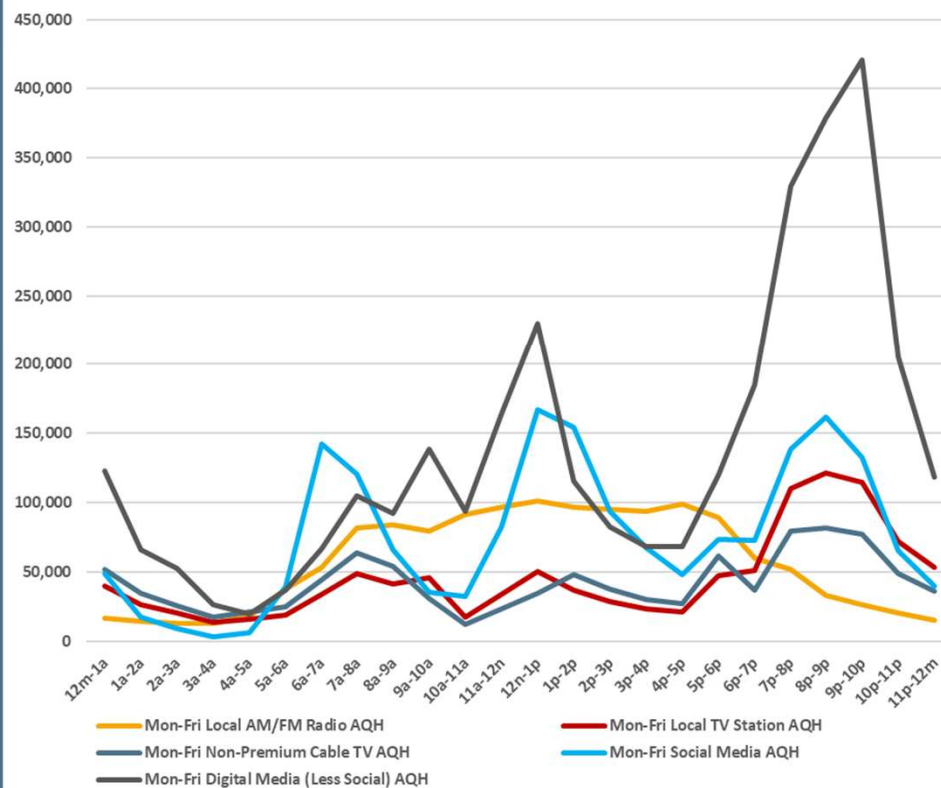


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 43,298;
Local Radio: 41,951; Social Media: 33,176; Local TV: 13,106; Non-Prem. Cable: 12,203
reaching Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days.

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



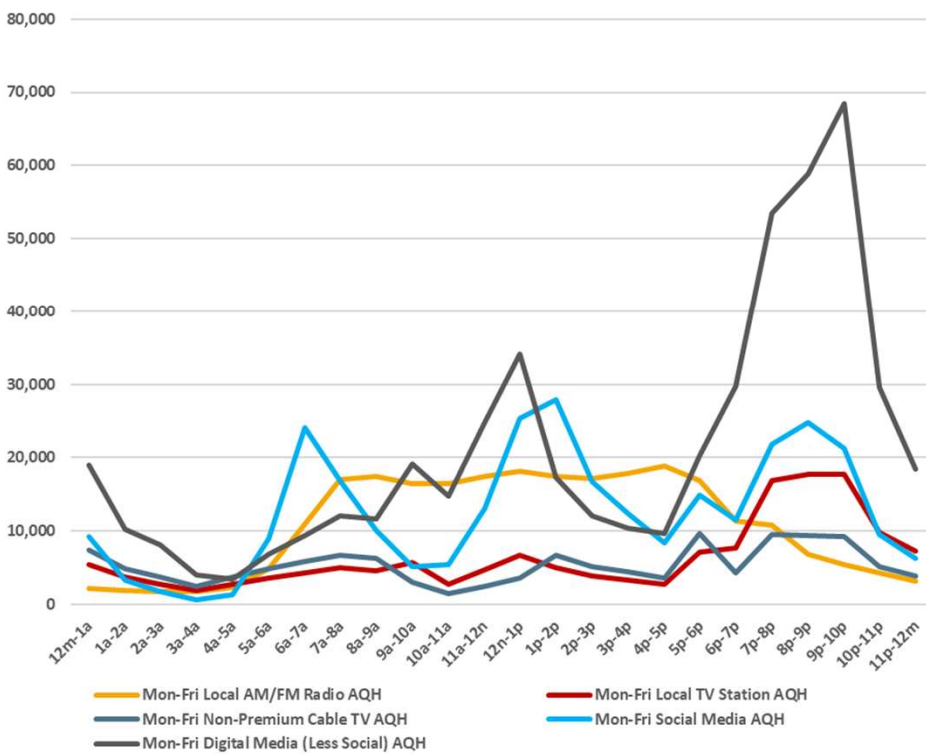
*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
CINCINNATI Metro Area Adults 18 or older*



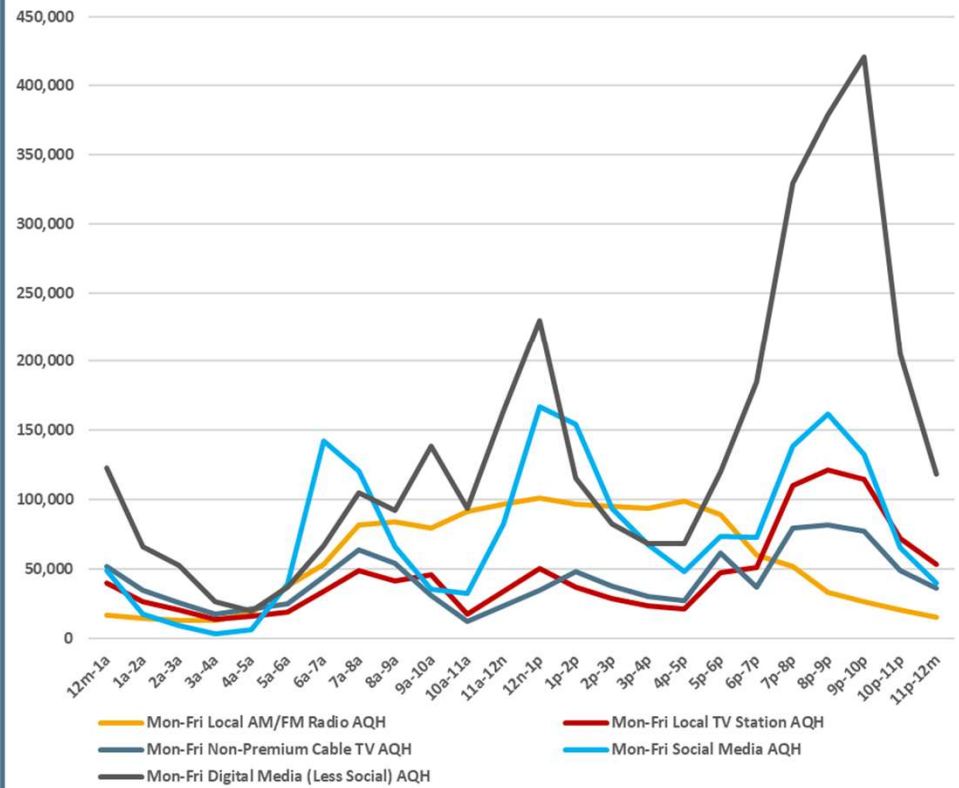


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 17,331;
Local Radio: 16,406; Social Media: 14,737; Local TV: 4,885; Non-Prem. Cable: 4,845
reaching Adults 18 or older who Listened to WKRQ-FM in the past 7 days.

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



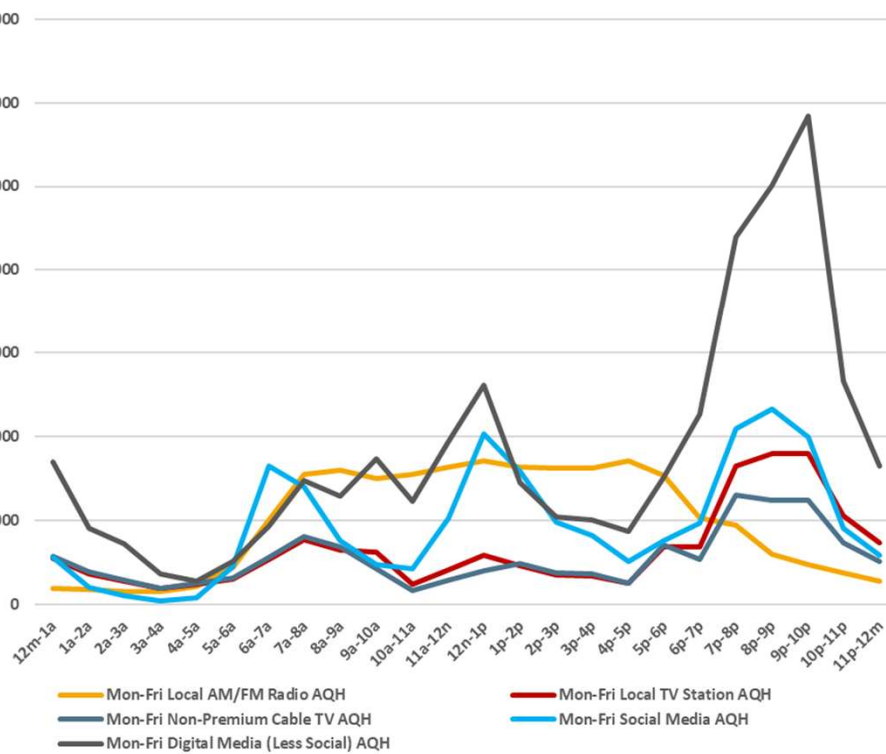
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
CINCINNATI Metro Area Adults 18 or older



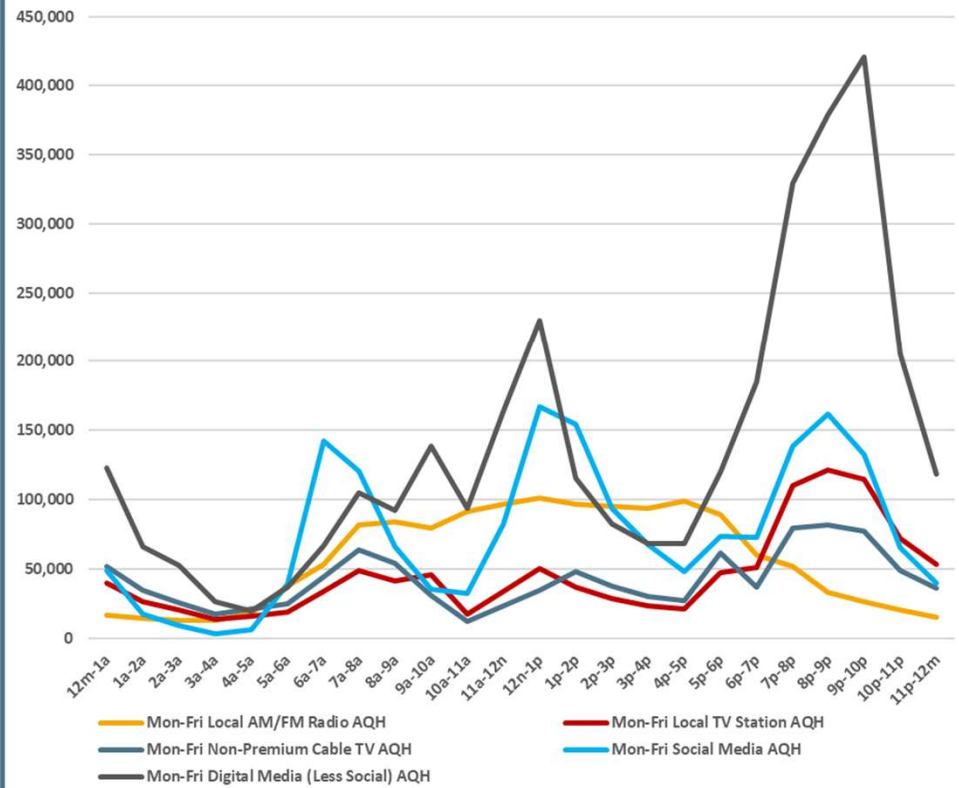


M-F 6a-7p Avg. Available Impressions per 15-min. are... Local Radio: 15,159; All Other Digital Media: 14,899; Social Media: 10,314; Local TV: 5,080; Non-Prem. Cable: 4,663 reaching Adults 18 or older who Listened to WREW-FM in the past 7 days.

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



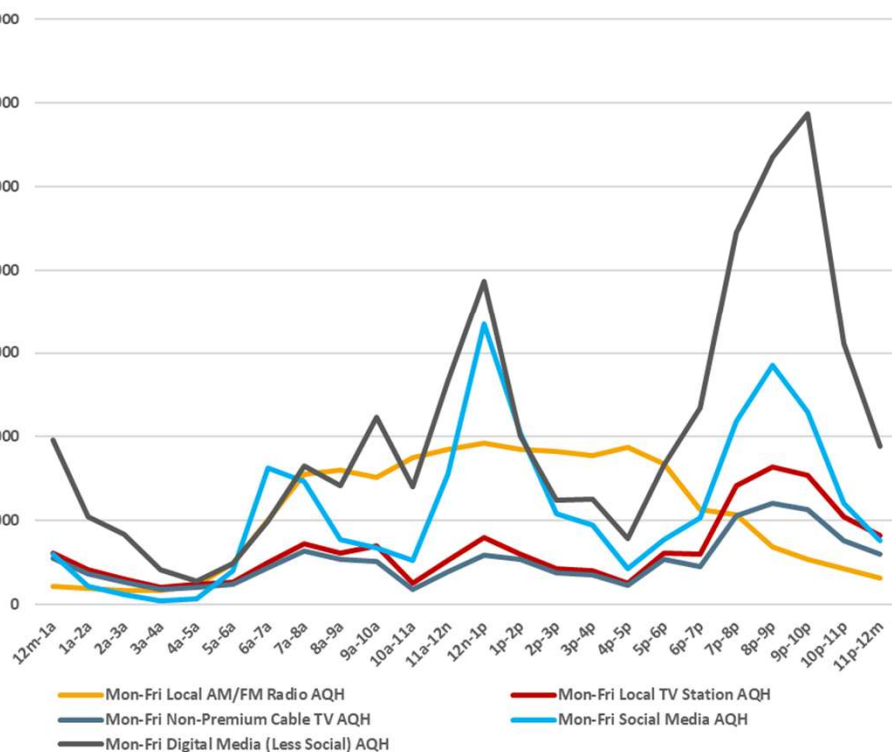
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
CINCINNATI Metro Area Adults 18 or older



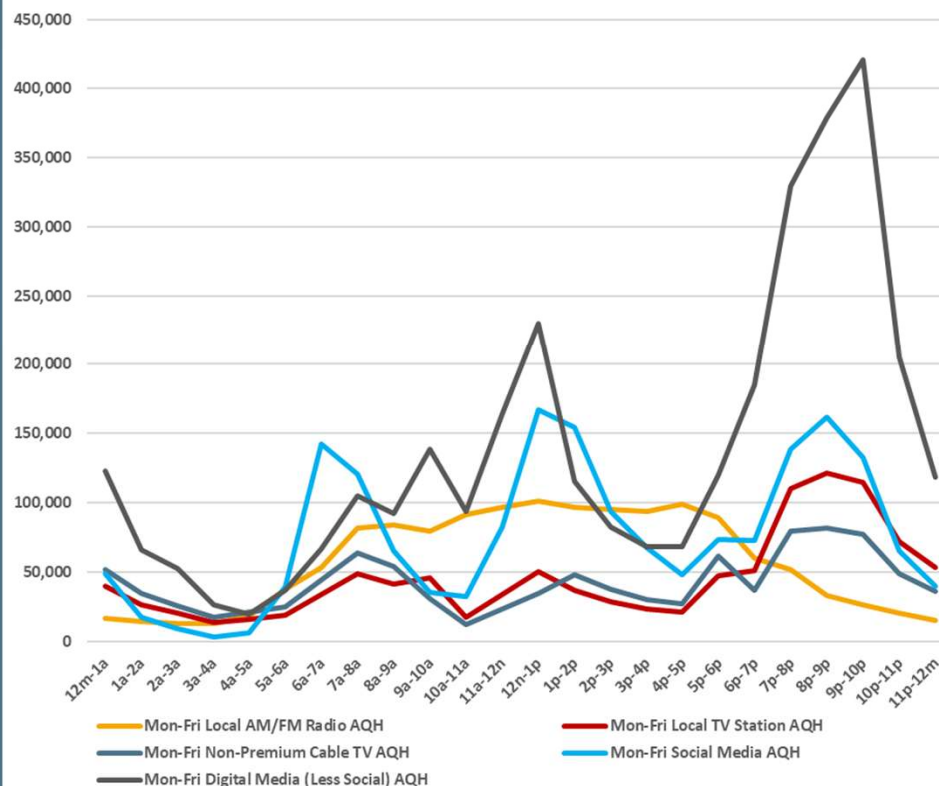


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 18,125;
Local Radio: 16,430; Social Media: 12,549; Local TV: 5,405; Non-Prem. Cable: 4,459
reaching Adults 18 or older who Listened to WUBE-FM in the past 7 days.

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



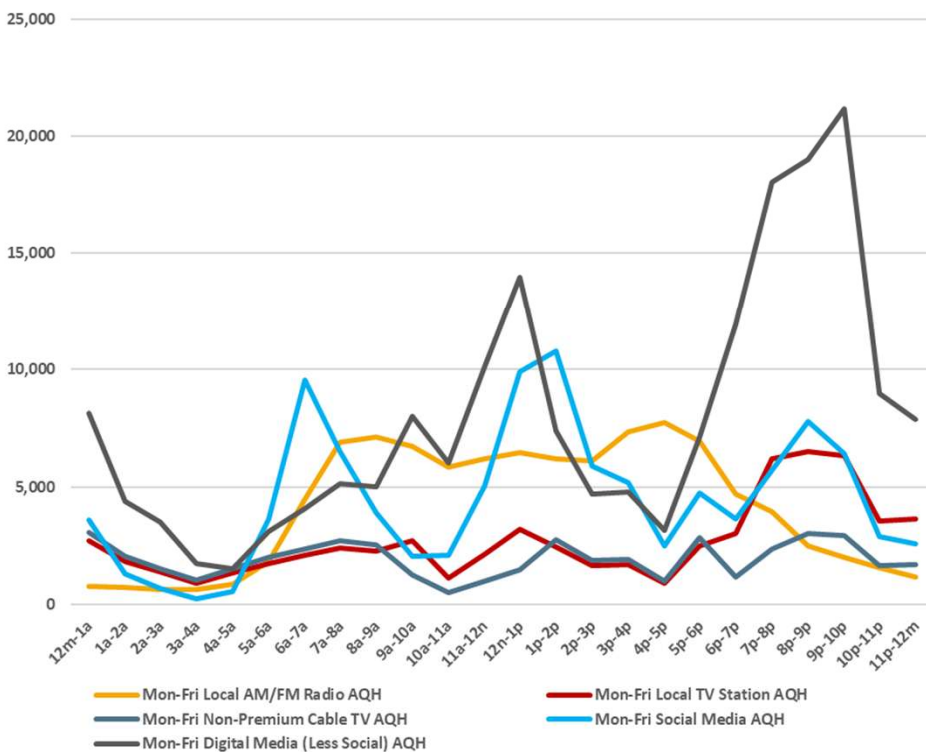
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
CINCINNATI Metro Area Adults 18 or older



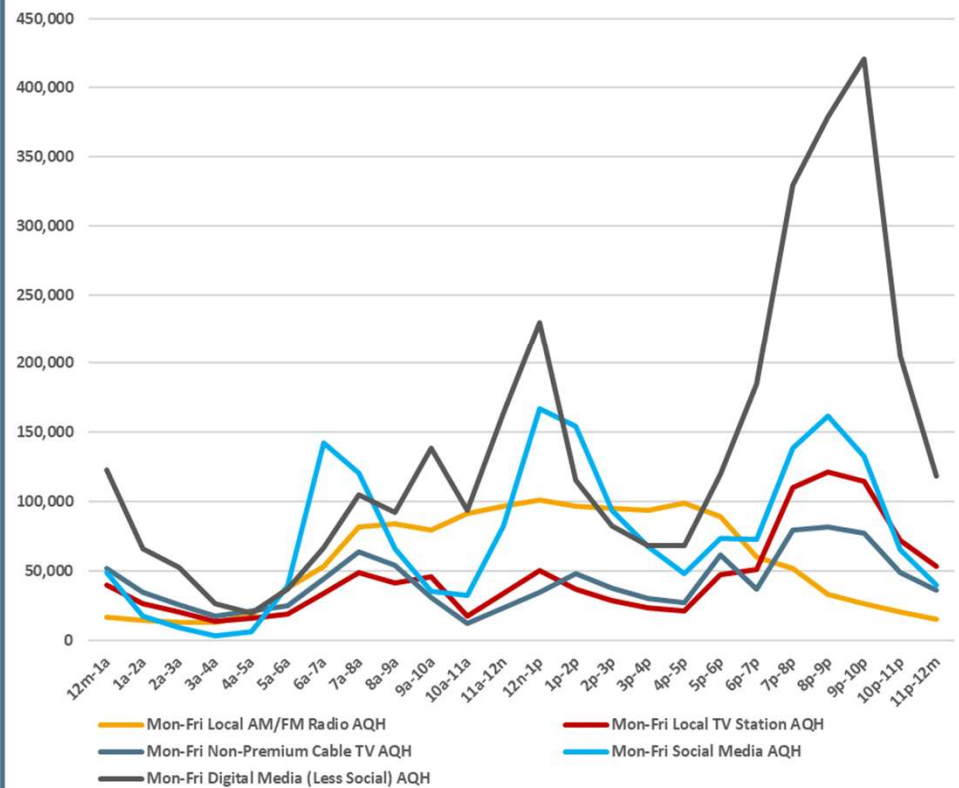


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 7,041; Local Radio: 6,372; Social Media: 5,523; Local TV: 2,160; Non-Prem. Cable: 1,797 reaching Adults 18 or older who Listened to WYGY-FM in the past 7 days.

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



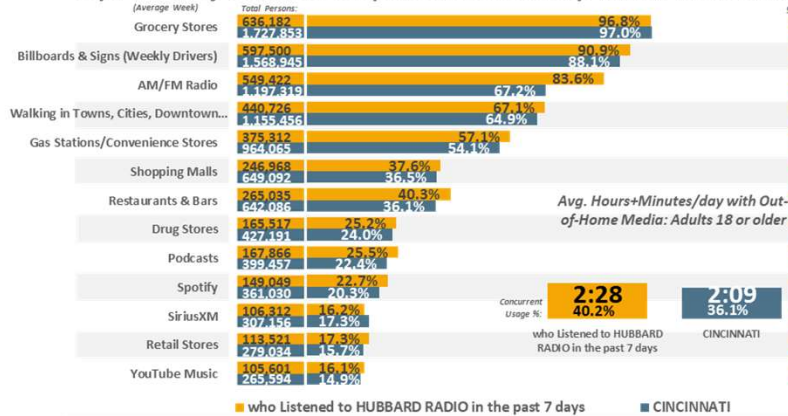
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
CINCINNATI Metro Area Adults 18 or older



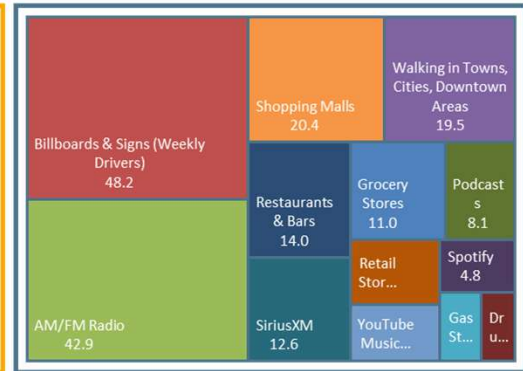
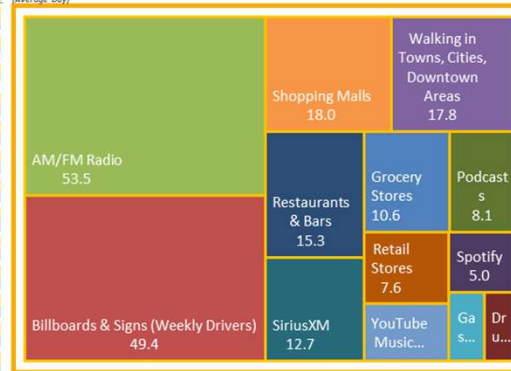


597,500 or 90.9% of Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days spend an average of 49.4 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 47.8 minutes/day.

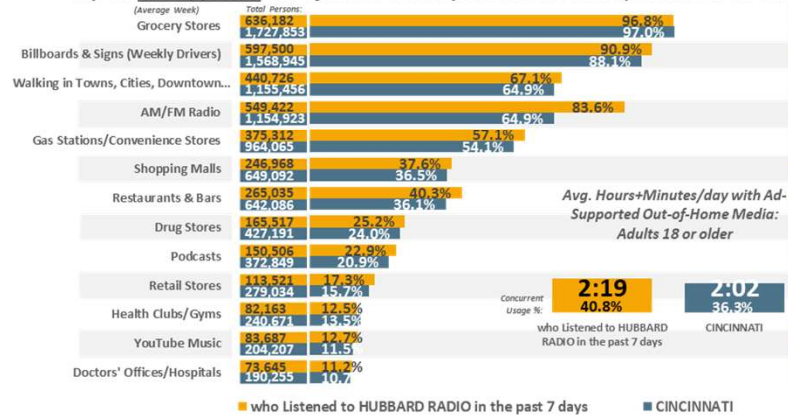
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



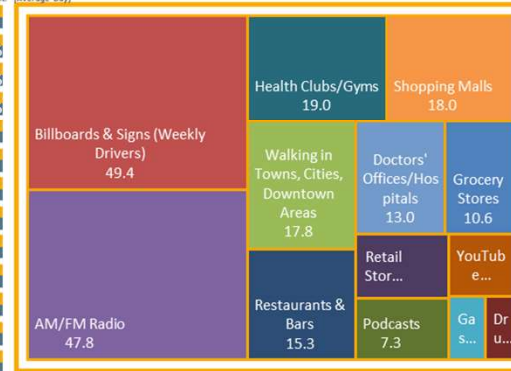
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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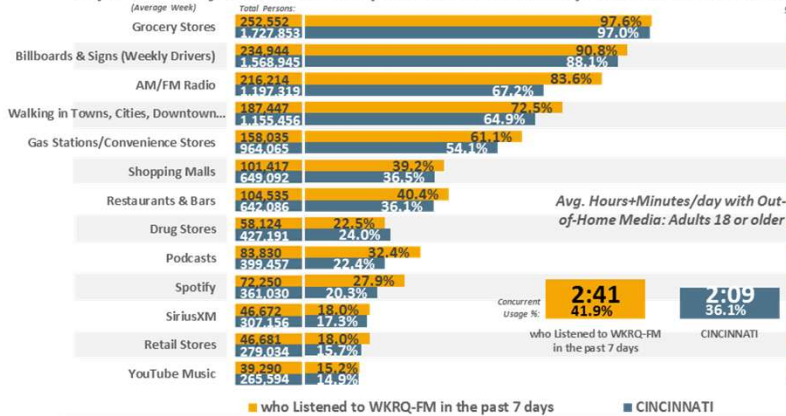
soefa.ai Share of Everything for Anything

(Radio Stations: WKQR-FM OR Radio Stations: WREW-FM OR Radio Stations: WUBE-FM OR Radio Stations: WYGY-FM)

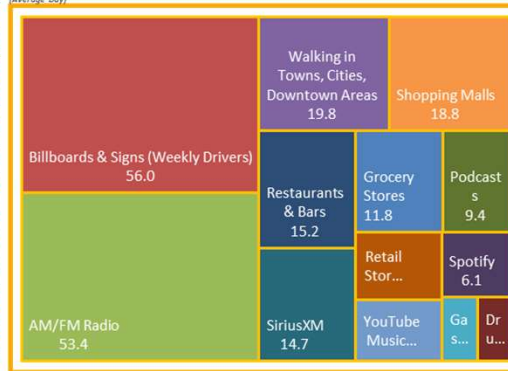


234,944 or 90.8% of Adults 18 or older who Listened to WKQR-FM in the past 7 days spend an average of 56. minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 48.3 minutes/day.

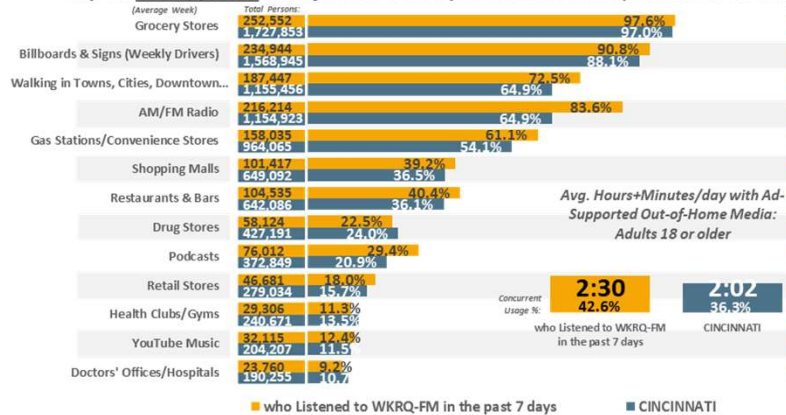
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



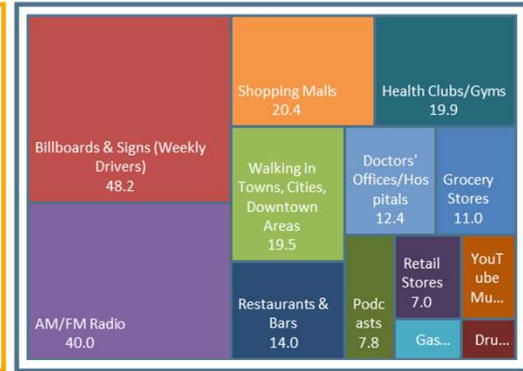
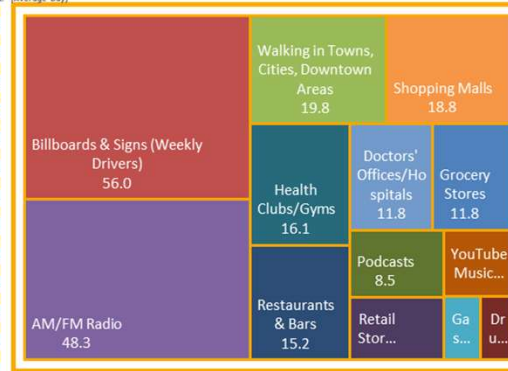
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



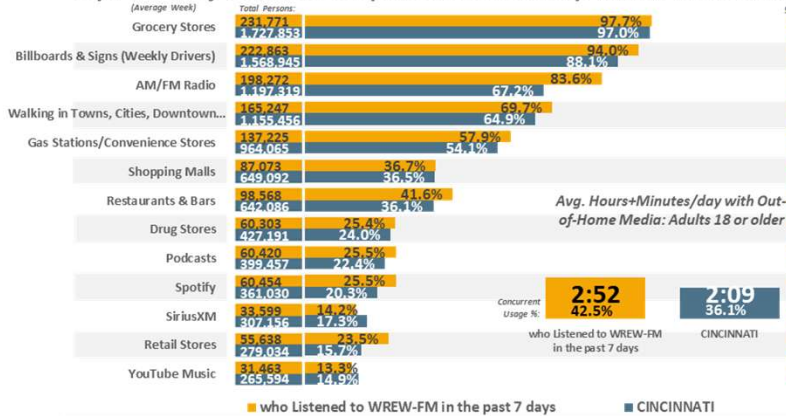
CINCINNATI Metro Scarborough R1 2026: Feb25-Feb26 Qual Intab 242
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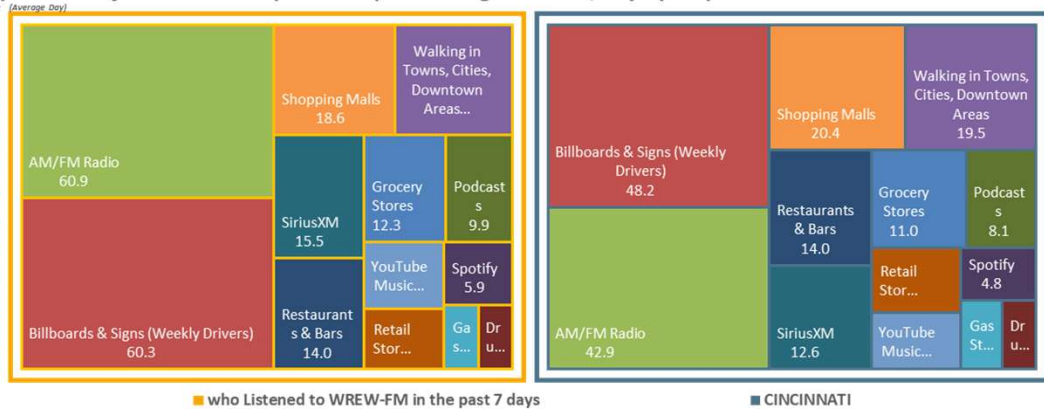


222,863 or 94.% of Adults 18 or older who Listened to WREW-FM in the past 7 days spend an average of 60.3 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 56.5 minutes/day.

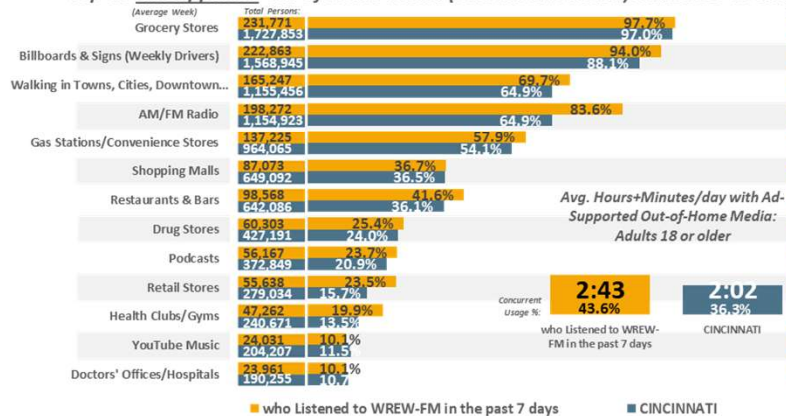
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



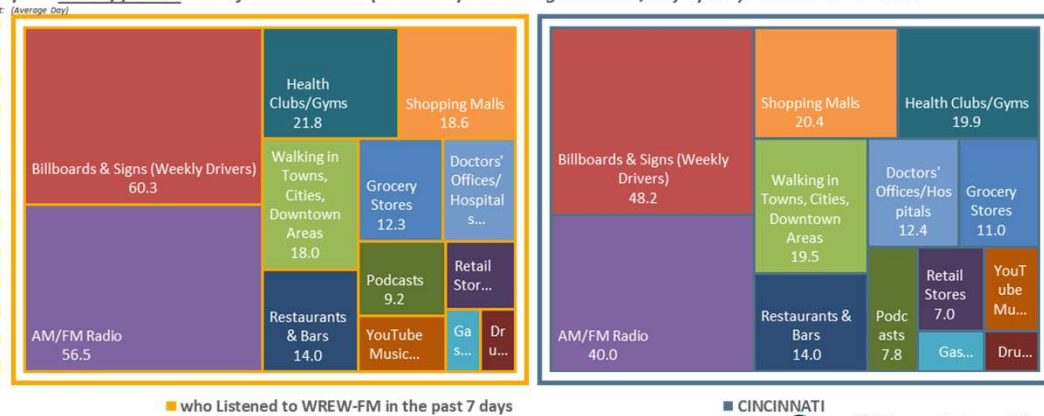
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



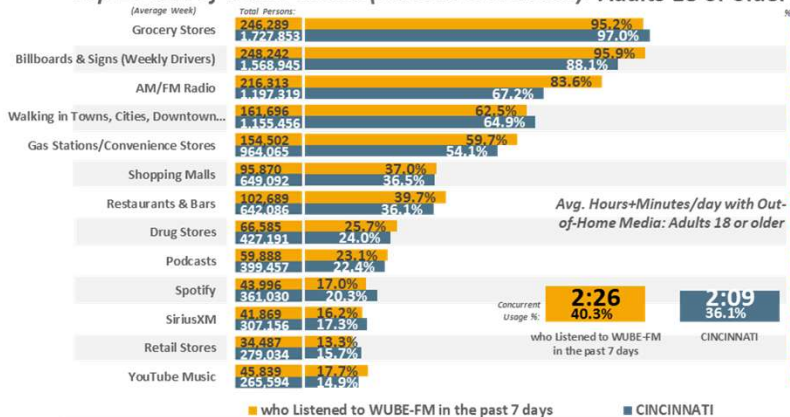
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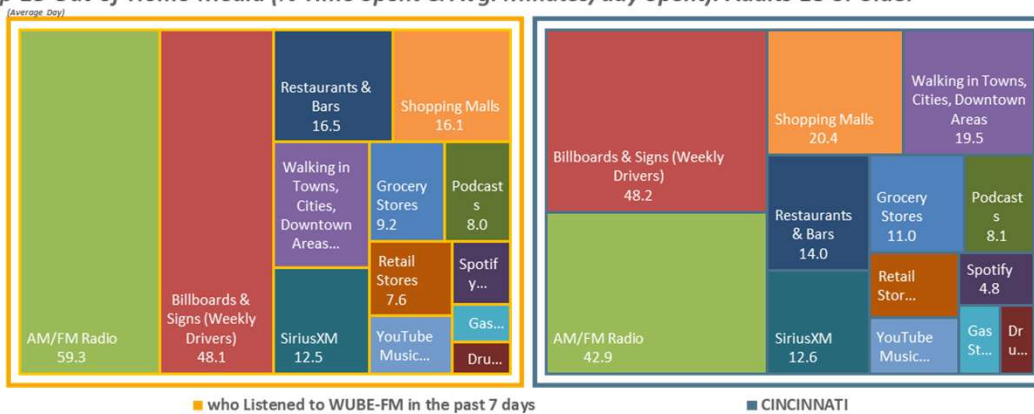


248,242 or 95.9% of Adults 18 or older who Listened to WUBE-FM in the past 7 days spend an average of 48.1 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 52.3 minutes/day.

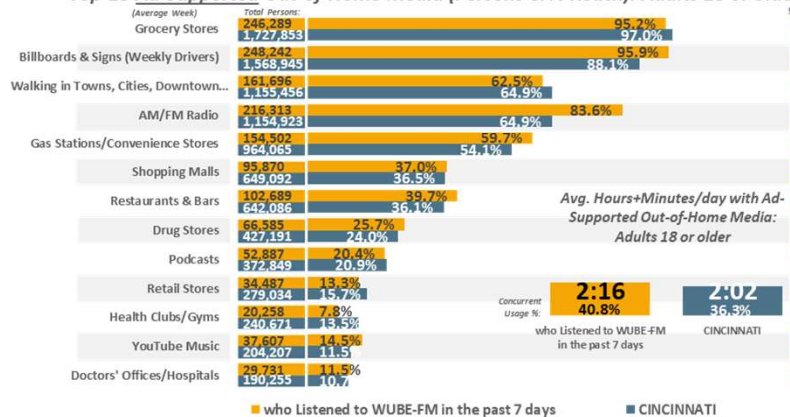
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



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



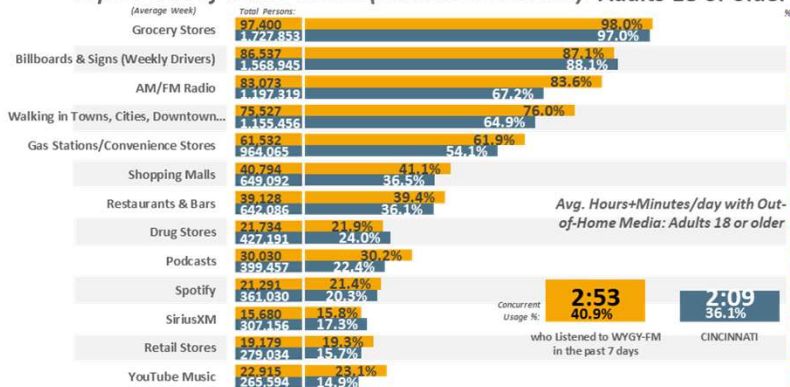
CINCINNATI Metro Scarborough R1 2026: Feb25-Feb26 Qual Intab 236
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86,537 or 87.1% of Adults 18 or older who Listened to WYGY-FM in the past 7 days spend an average of 56. minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 67.5 minutes/day.

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



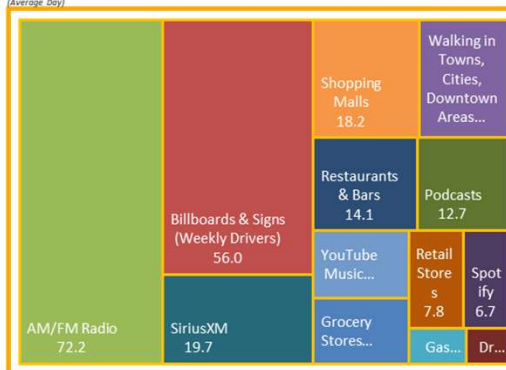
Avg. Hours+Minutes/day with Out-of-Home Media: Adults 18 or older

Concurrent Usage %: 2:53 40.9%

who Listened to WYGY-FM in the past 7 days

CINCINNATI 2:09 36.1%

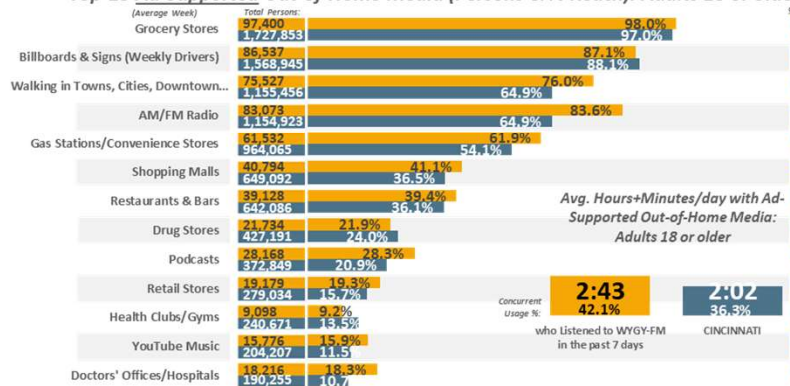
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



who Listened to WYGY-FM in the past 7 days

CINCINNATI

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



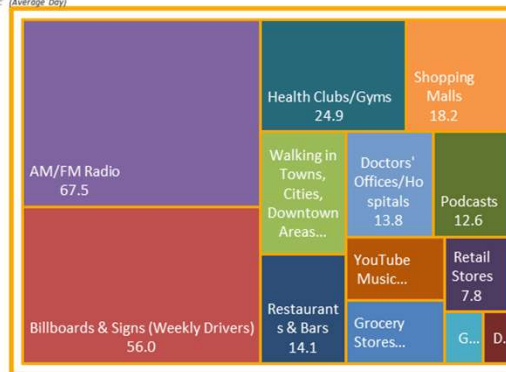
Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 18 or older

Concurrent Usage %: 2:43 42.1%

who Listened to WYGY-FM in the past 7 days

CINCINNATI 2:02 36.3%

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



who Listened to WYGY-FM in the past 7 days

CINCINNATI

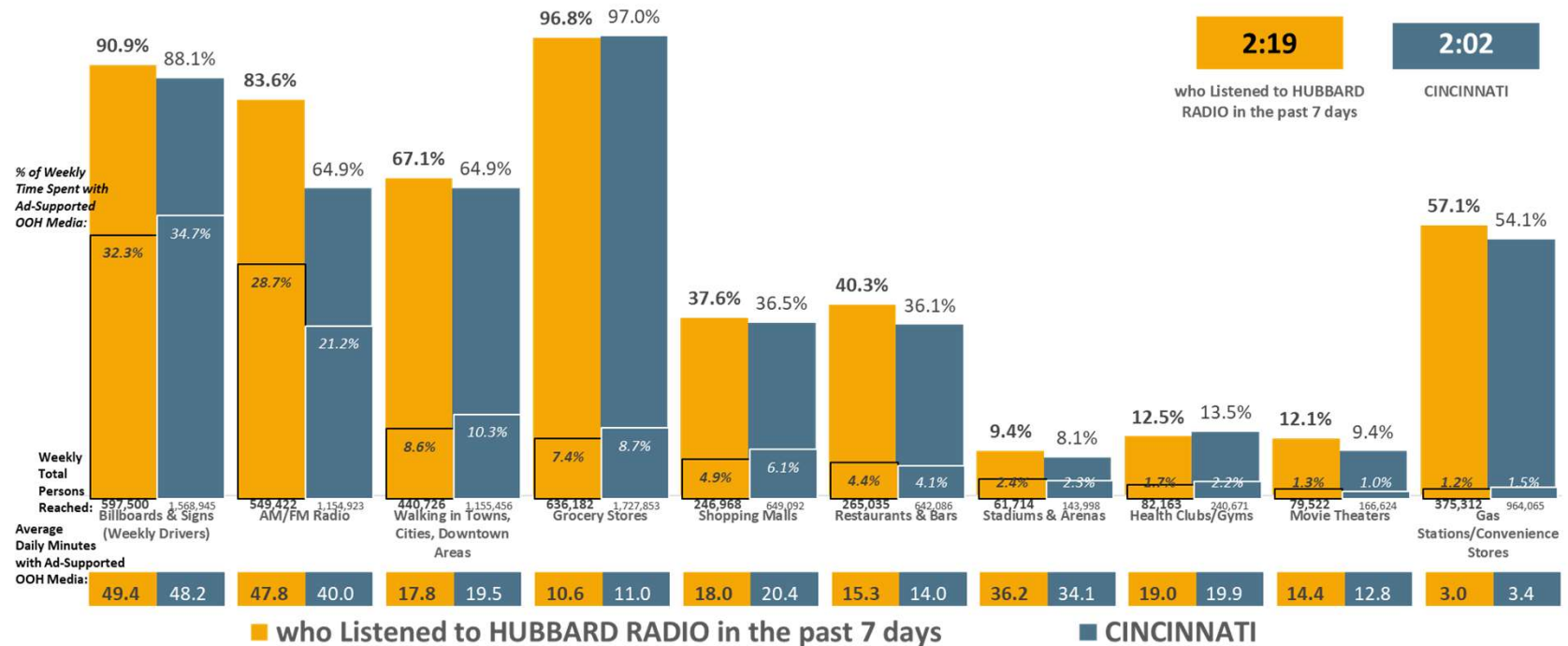


597,500 or 90.9% of Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days spend an average of 49.4 minutes per day driving, seeing Billboards and Signs representing 32.3% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



CINCINNATI Metro Scarborough R1 2026: Feb25-Feb26 Qual Intab 598
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CINCINNATI Metro Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,735

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(Radio Stations: WKRQ-FM OR Radio Stations: WREW-FM OR Radio Stations: WUBE-FM OR Radio Stations: WYGY-FM)

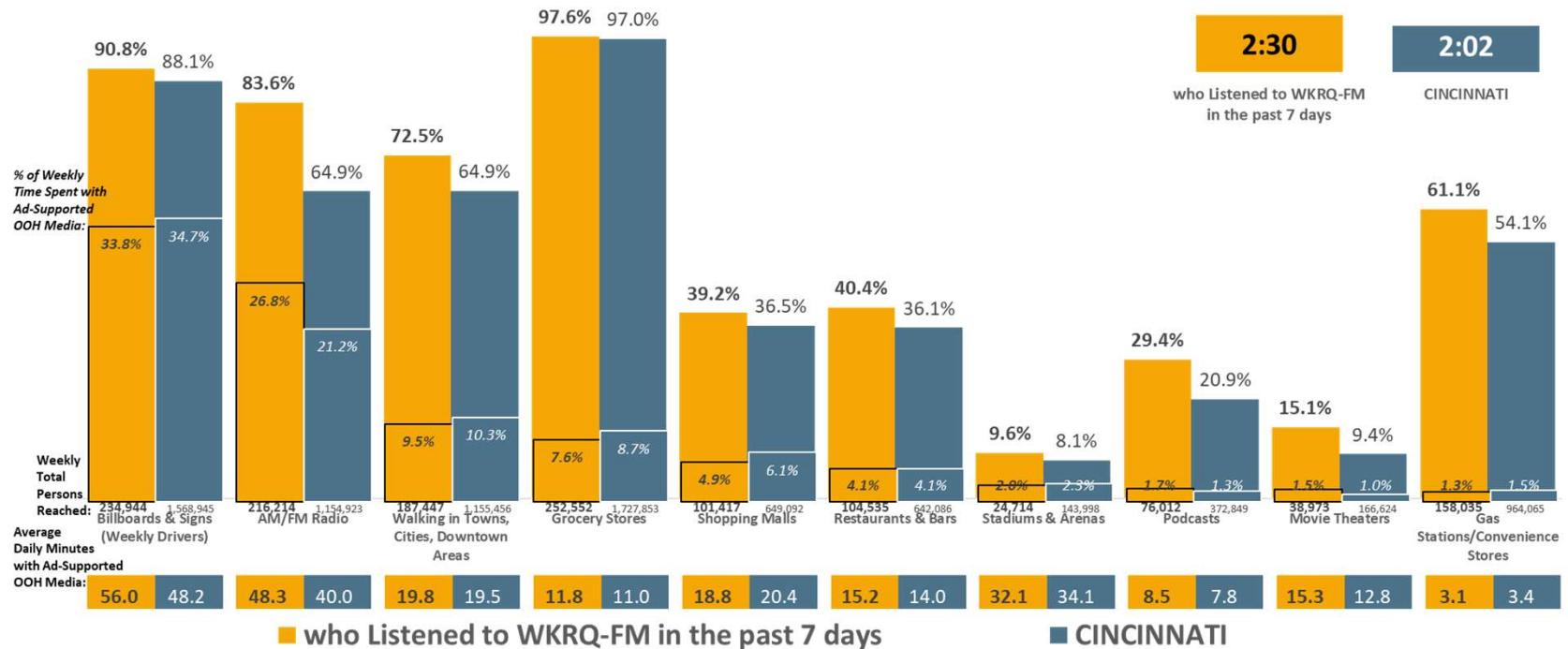


234,944 or 90.8% of Adults 18 or older who Listened to WKRQ-FM in the past 7 days spend an average of 56. minutes per day driving, seeing Billboards and Signs representing 33.8% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly
Reach %

"Share of Ad-Supported OOH Media"



CINCINNATI Metro Scarborough R1 2026: Feb25-Feb26 Qual Intab 242
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CINCINNATI Metro Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,735

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Radio Stations: WKRQ-FM

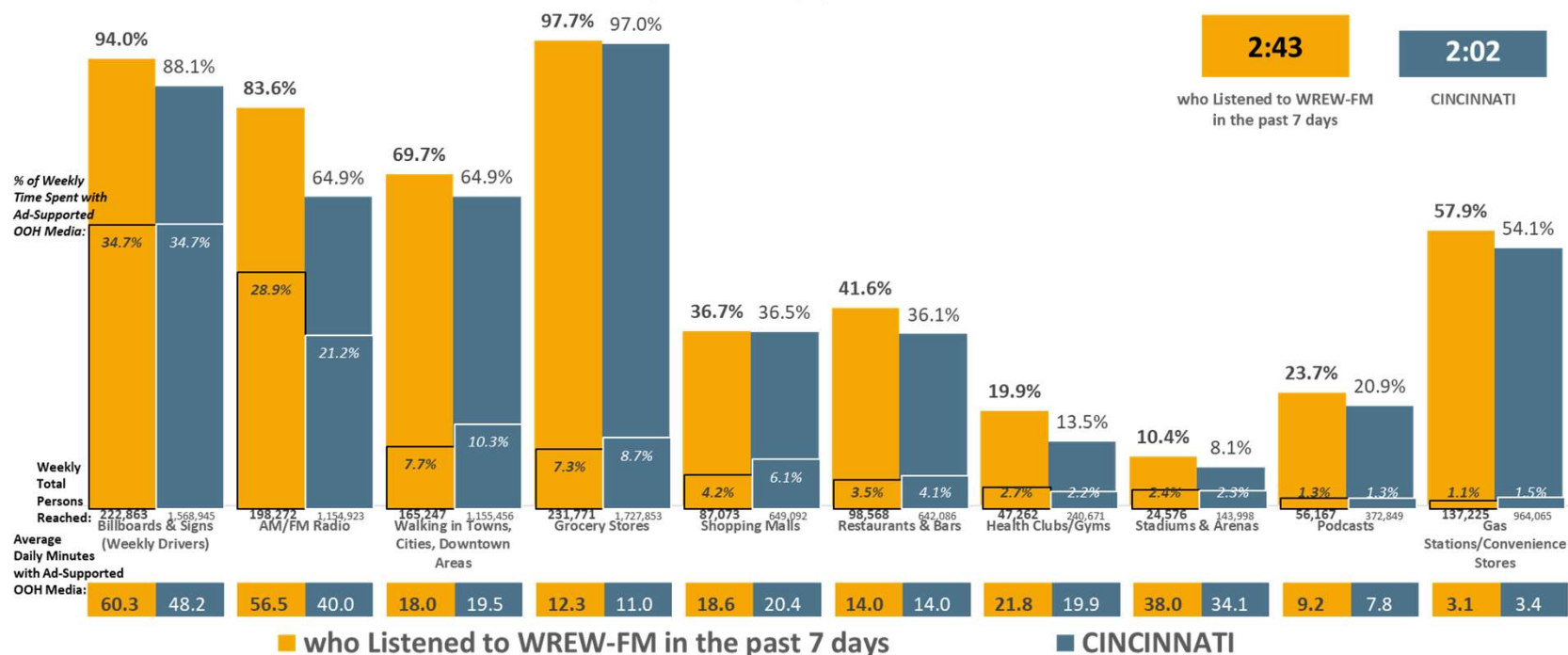


222,863 or 94.0% of Adults 18 or older who Listened to WREW-FM in the past 7 days spend an average of 60.3 minutes per day driving, seeing Billboards and Signs representing 34.7% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly
Reach %

"Share of Ad-Supported OOH Media"



CINCINNATI Metro Scarborough R1 2026: Feb25-Feb26 Qual Intab 226
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CINCINNATI Metro Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,735

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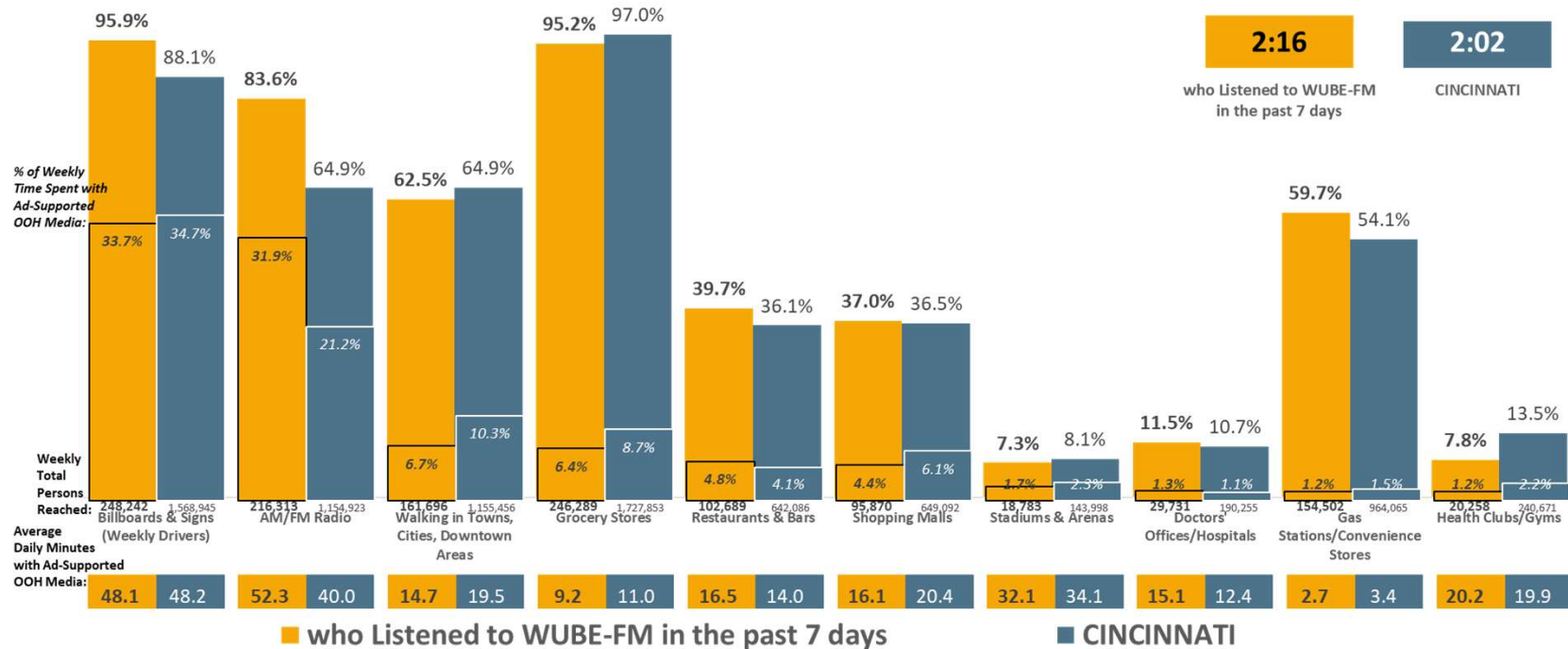


248,242 or 95.9% of Adults 18 or older who Listened to WUBE-FM in the past 7 days spend an average of 48.1 minutes per day driving, seeing Billboards and Signs representing 33.7% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



CINCINNATI Metro Scarborough R1 2026: Feb25-Feb26 Qual Intab 236
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CINCINNATI Metro Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,735

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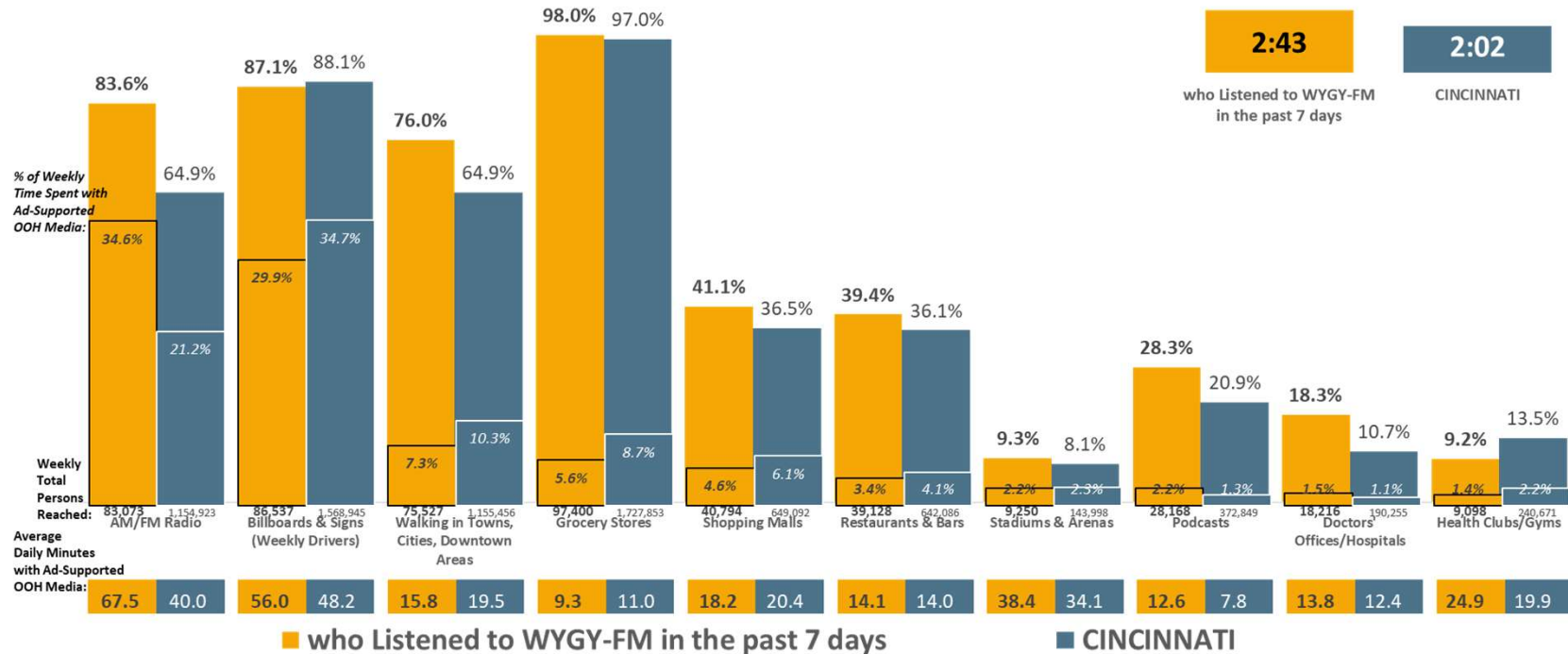


86,537 or 87.1% of Adults 18 or older who Listened to WYGY-FM in the past 7 days spend an average of 56. minutes per day driving, seeing Billboards and Signs representing 29.9% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



2:43

who Listened to WYGY-FM in the past 7 days

2:02

CINCINNATI

CINCINNATI Metro Scarborough R1 2026: Feb25-Feb26 Qual Intab 89
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CINCINNATI Metro Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,735

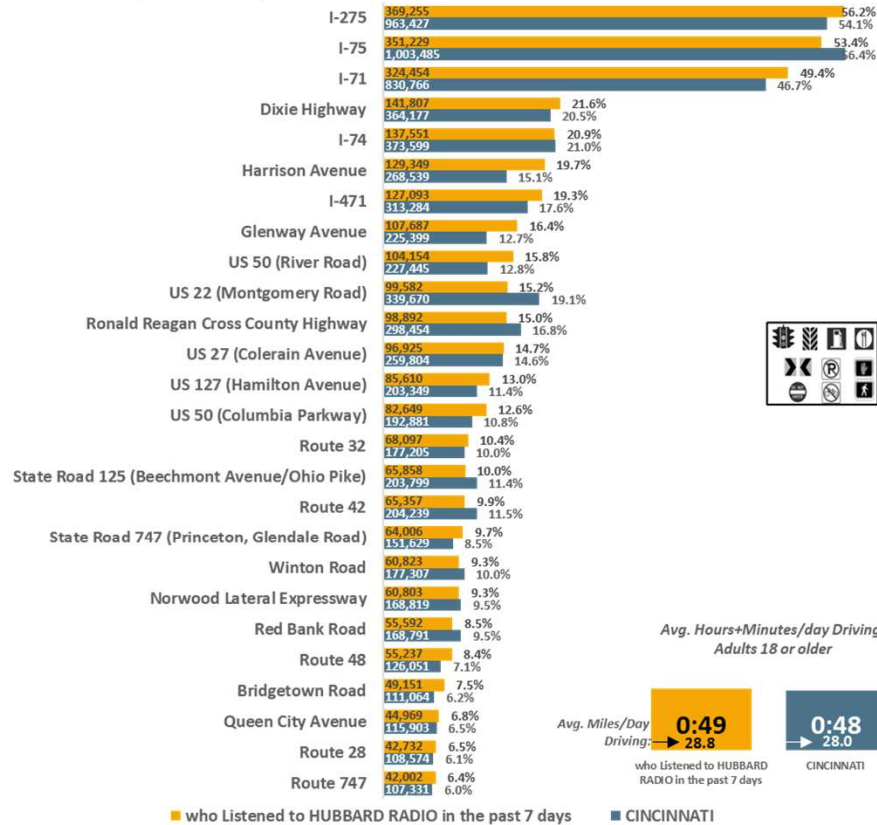
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Radio Stations: WYGY-FM

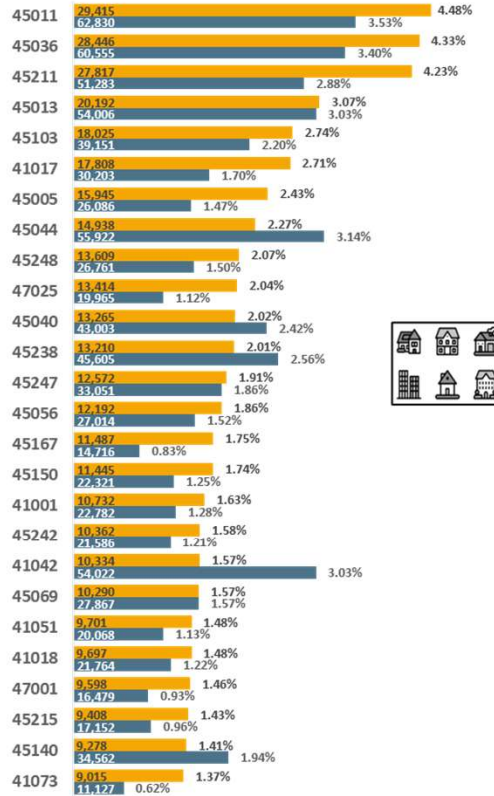


597,500 or 90.9% of Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days spend an average of 49.4 minutes per day driving an average of 28.8 miles each day and are 30.5% more likely to use Harrison Avenue than the Metro average.

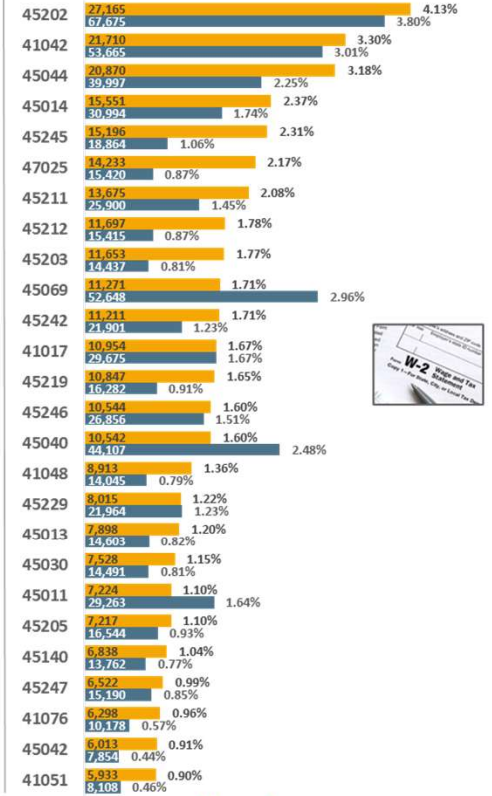
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



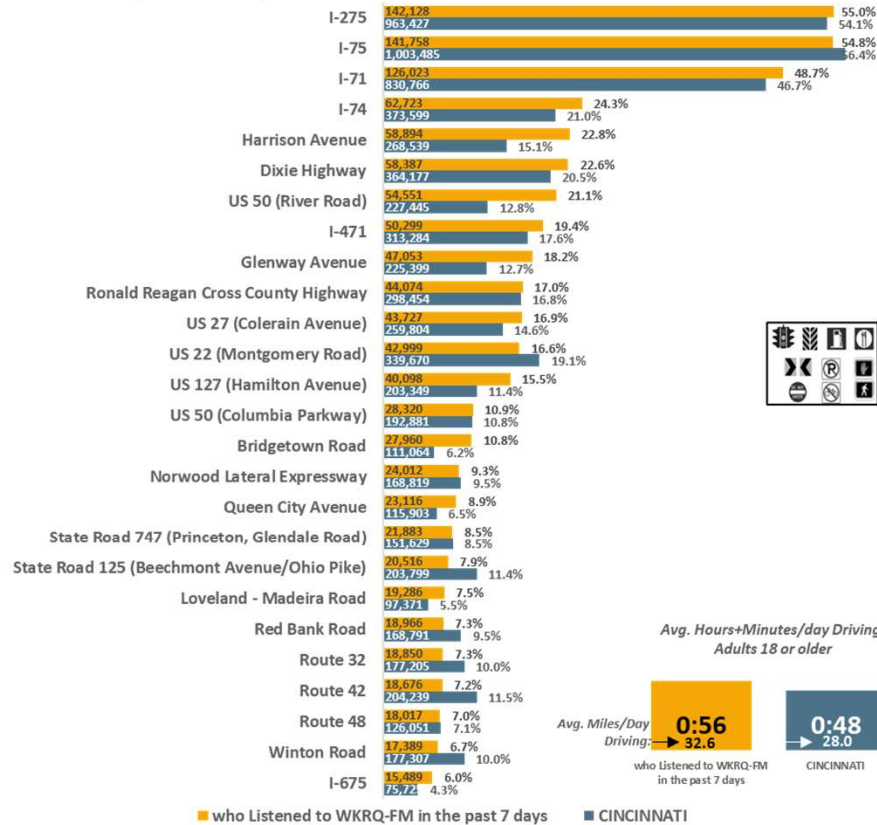
Top-26 Employment Zip Codes: Adults 18 or older



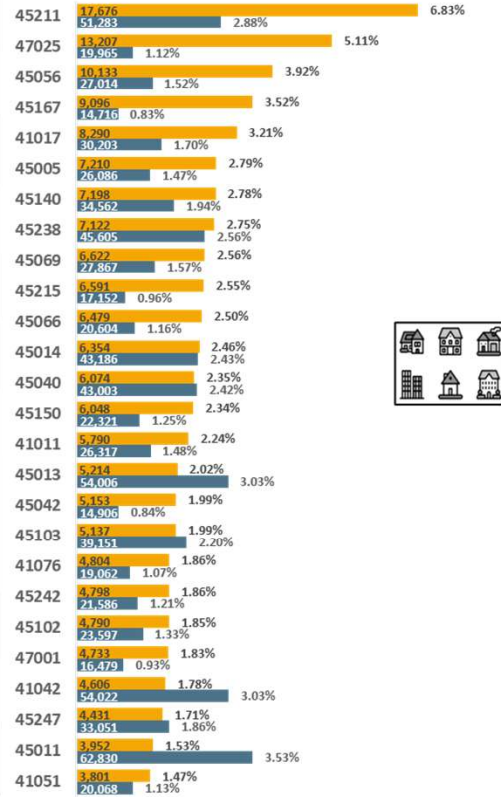


234,944 or 90.8% of Adults 18 or older who Listened to WKRQ-FM in the past 7 days spend an average of 56. minutes per day driving an average of 32.6 miles each day and are 73.3% more likely to use Bridgetown Road than the Metro average.

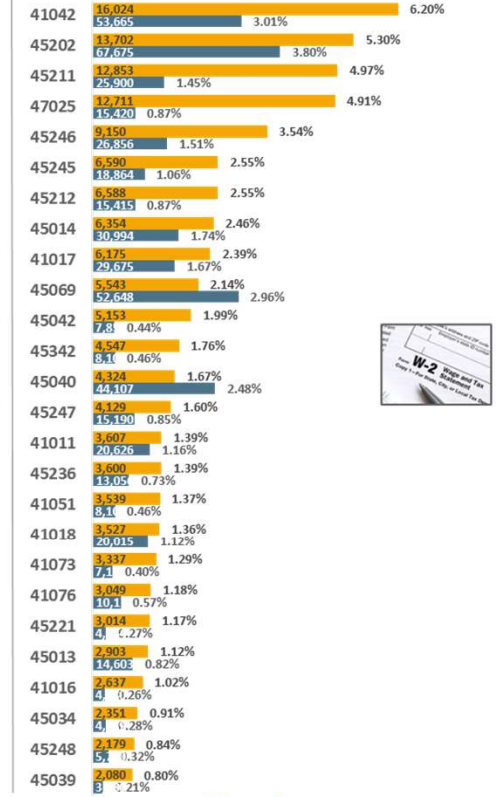
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



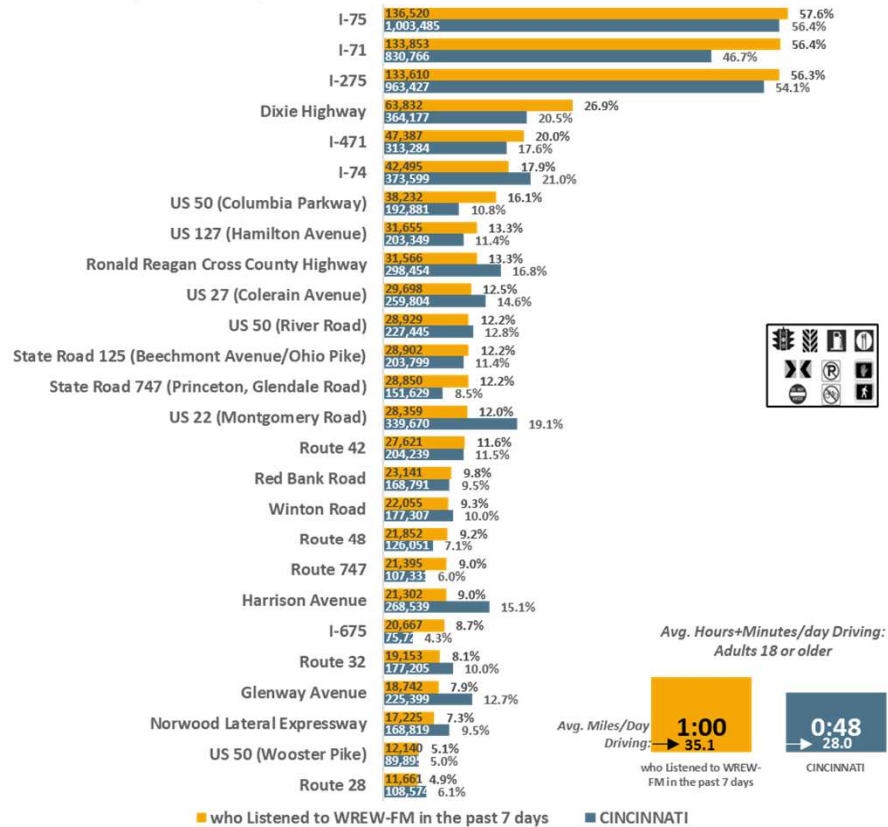
Top-26 Employment Zip Codes: Adults 18 or older



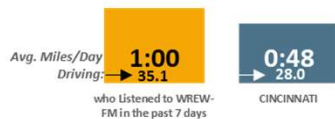


222,863 or 94.4% of Adults 18 or older who Listened to WREW-FM in the past 7 days spend an average of 60.3 minutes per day driving an average of 35.1 miles each day and are 49.6% more likely to use Route 747 than the Metro average.

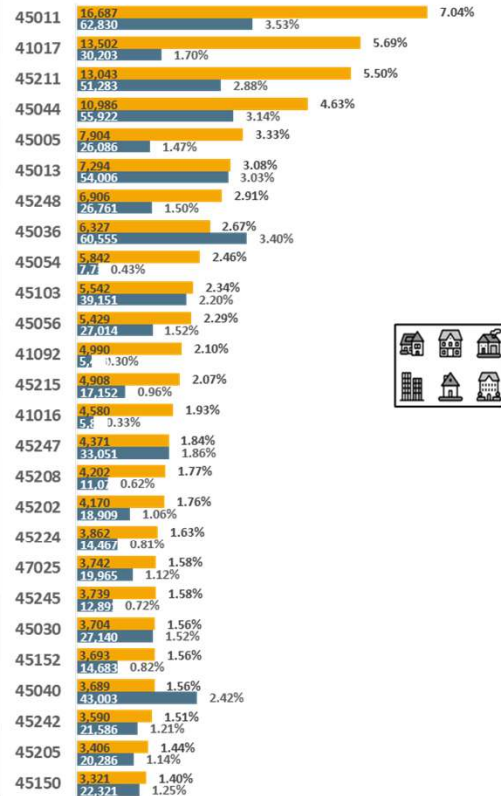
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



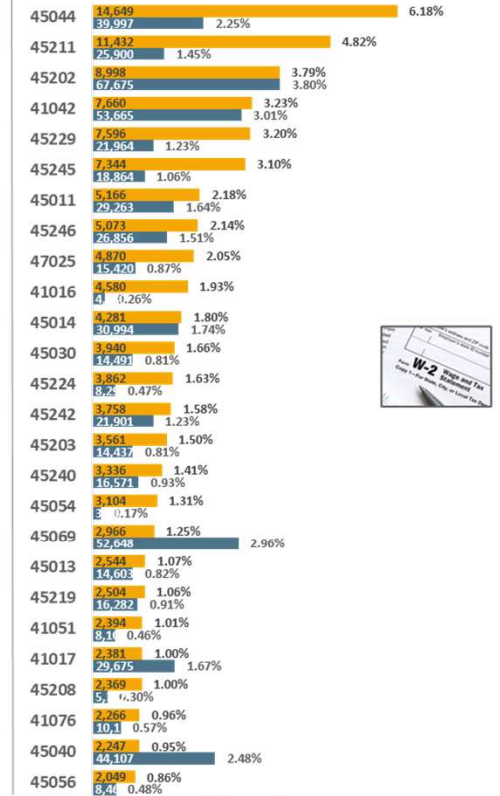
Avg. Hours+Minutes/day Driving:
Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



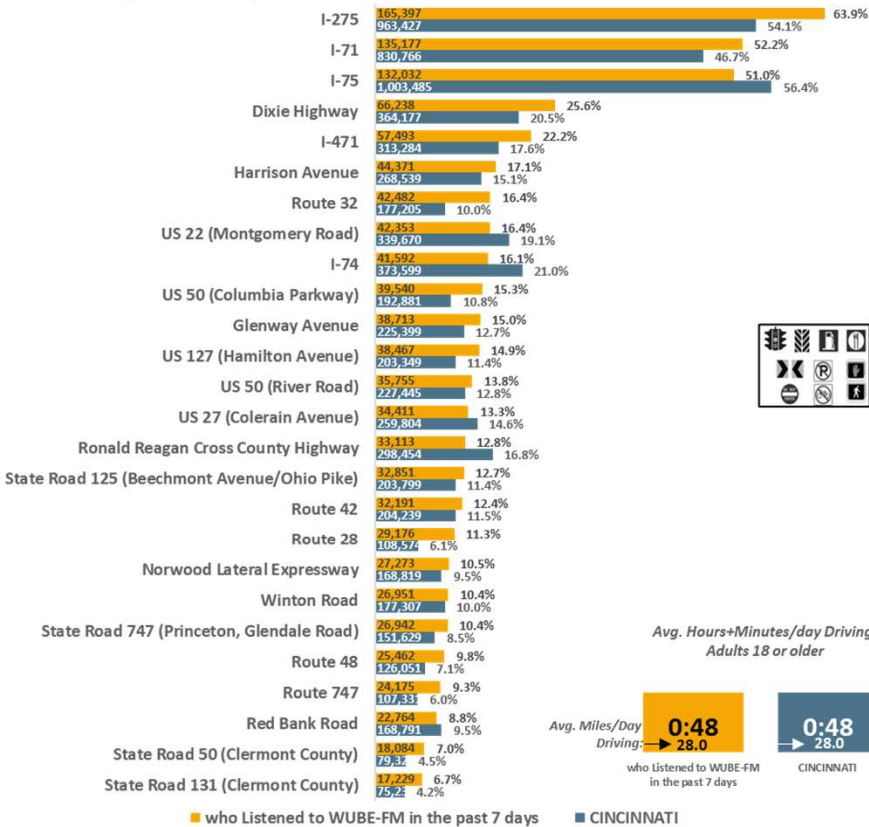
Top-26 Employment Zip Codes: Adults 18 or older





248,242 or 95.9% of Adults 18 or older who Listened to WUBE-FM in the past 7 days spend an average of 48.1 minutes per day driving an average of 28. miles each day and are 84.9% more likely to use Route 28 than the Metro average.

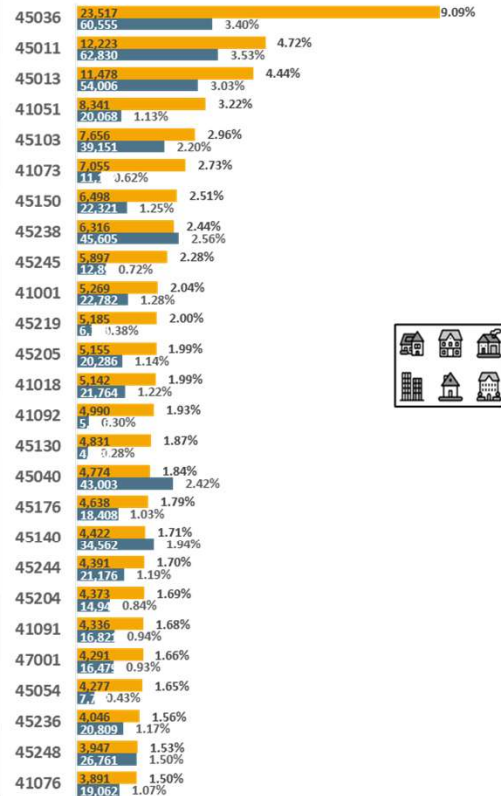
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



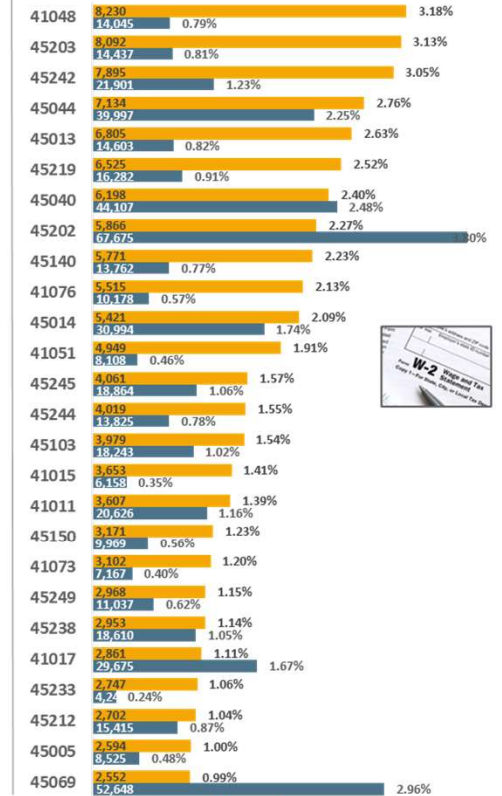
Avg. Hours+Minutes/day Driving:
Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older

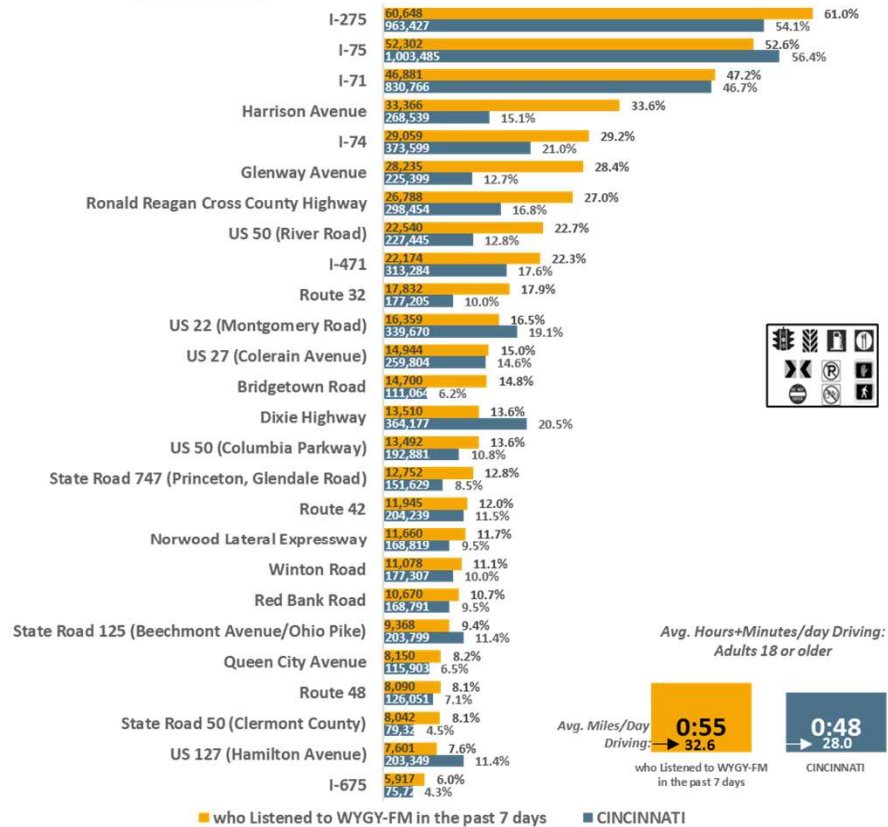


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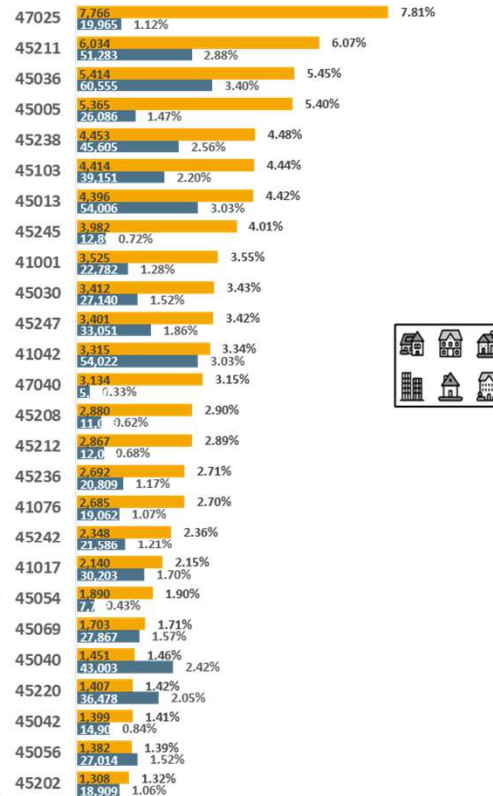


86,537 or 87.1% of Adults 18 or older who Listened to WYGY-FM in the past 7 days spend an average of 56. minutes per day driving an average of 32.6 miles each day and are 137.1% more likely to use Bridgetown Road than the Metro average.

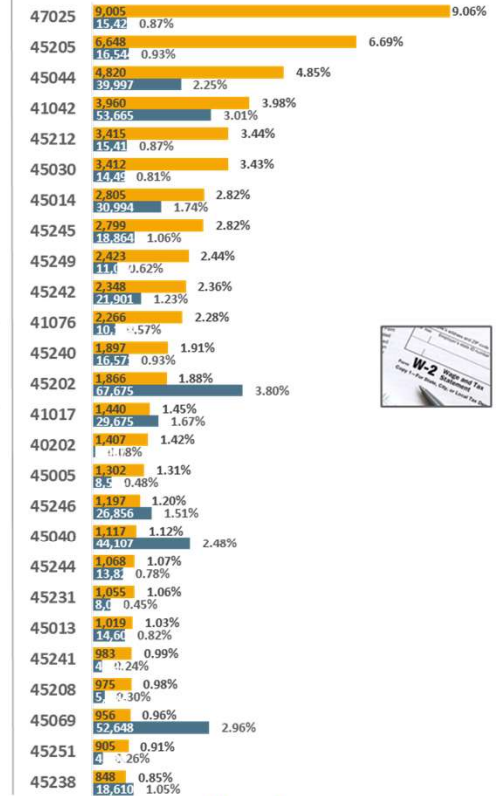
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



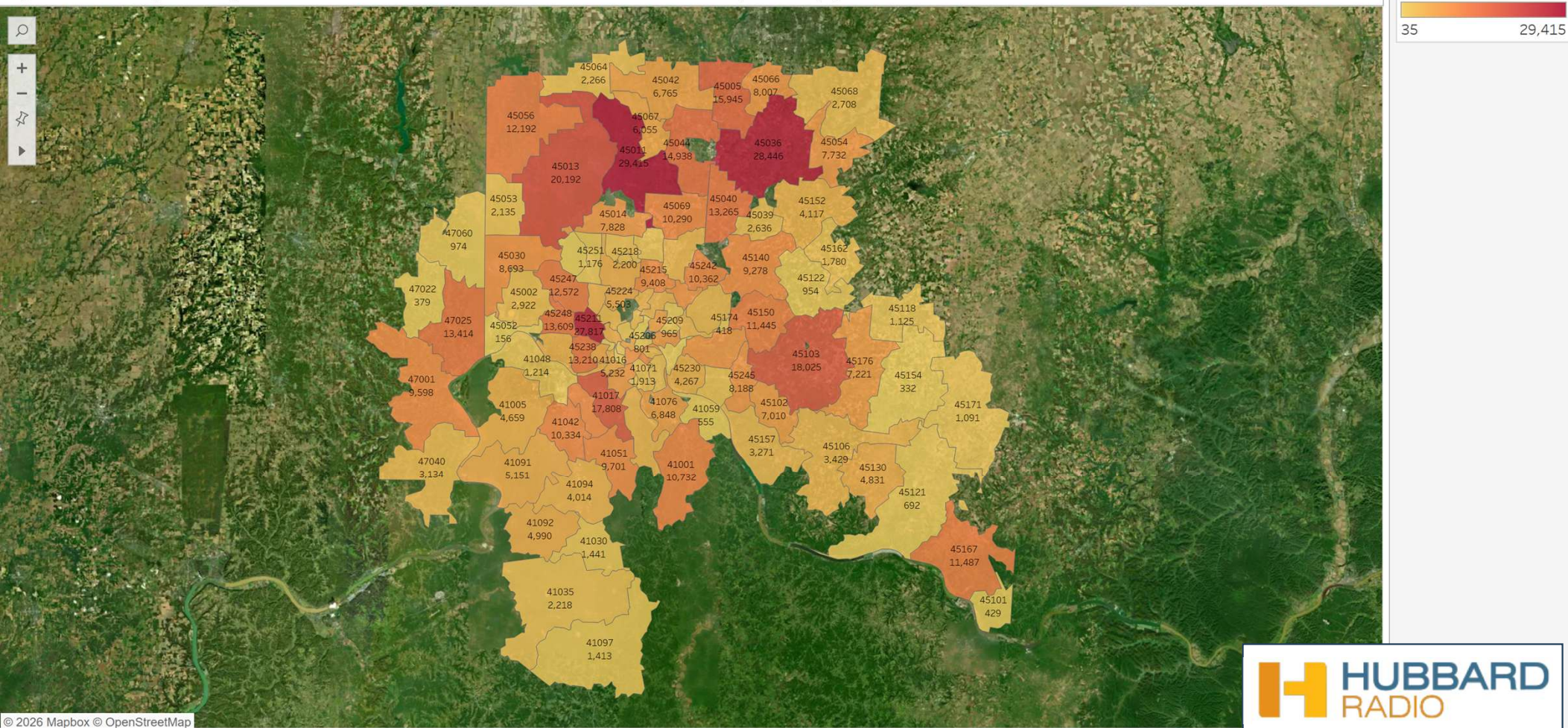
Top-26 Residential Zip Codes: Adults 18 or older



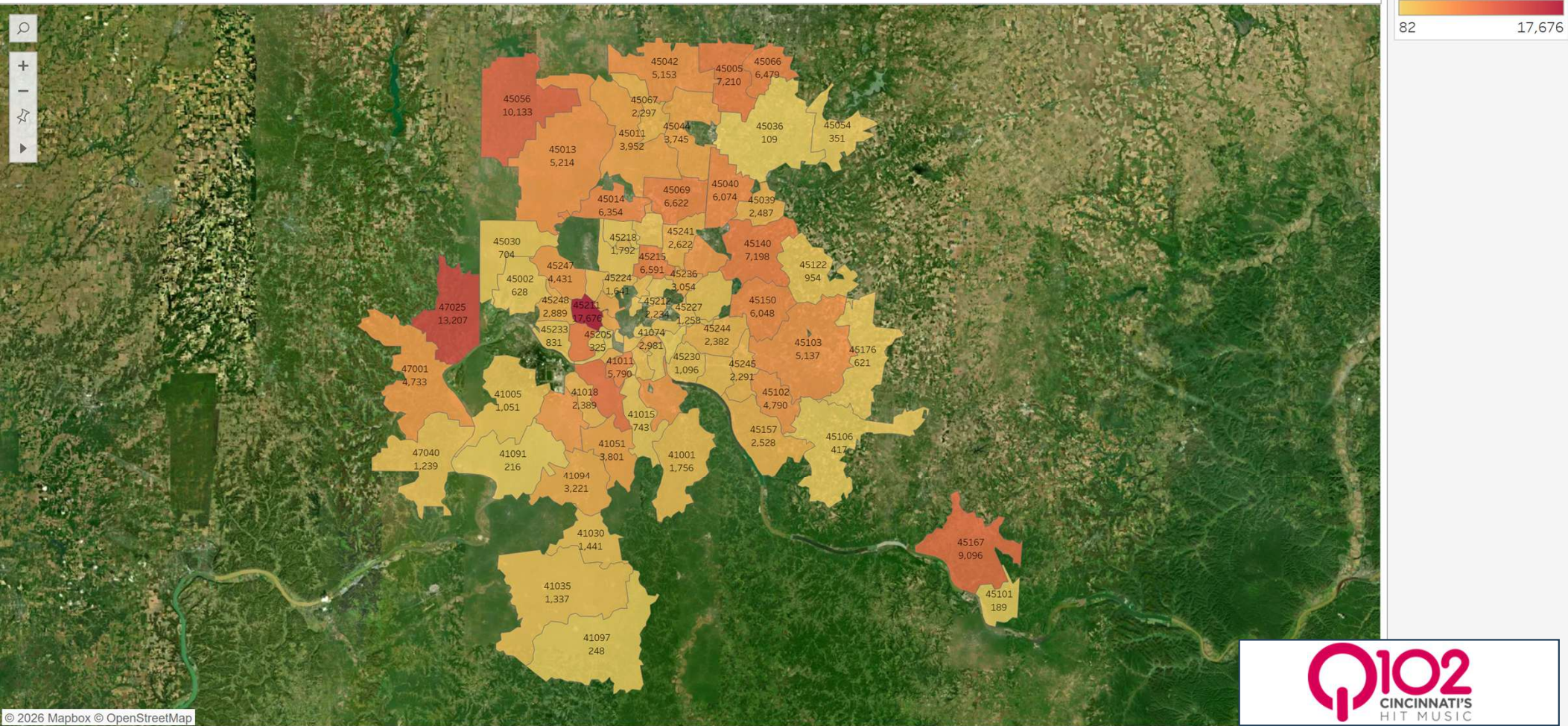
Top-26 Employment Zip Codes: Adults 18 or older



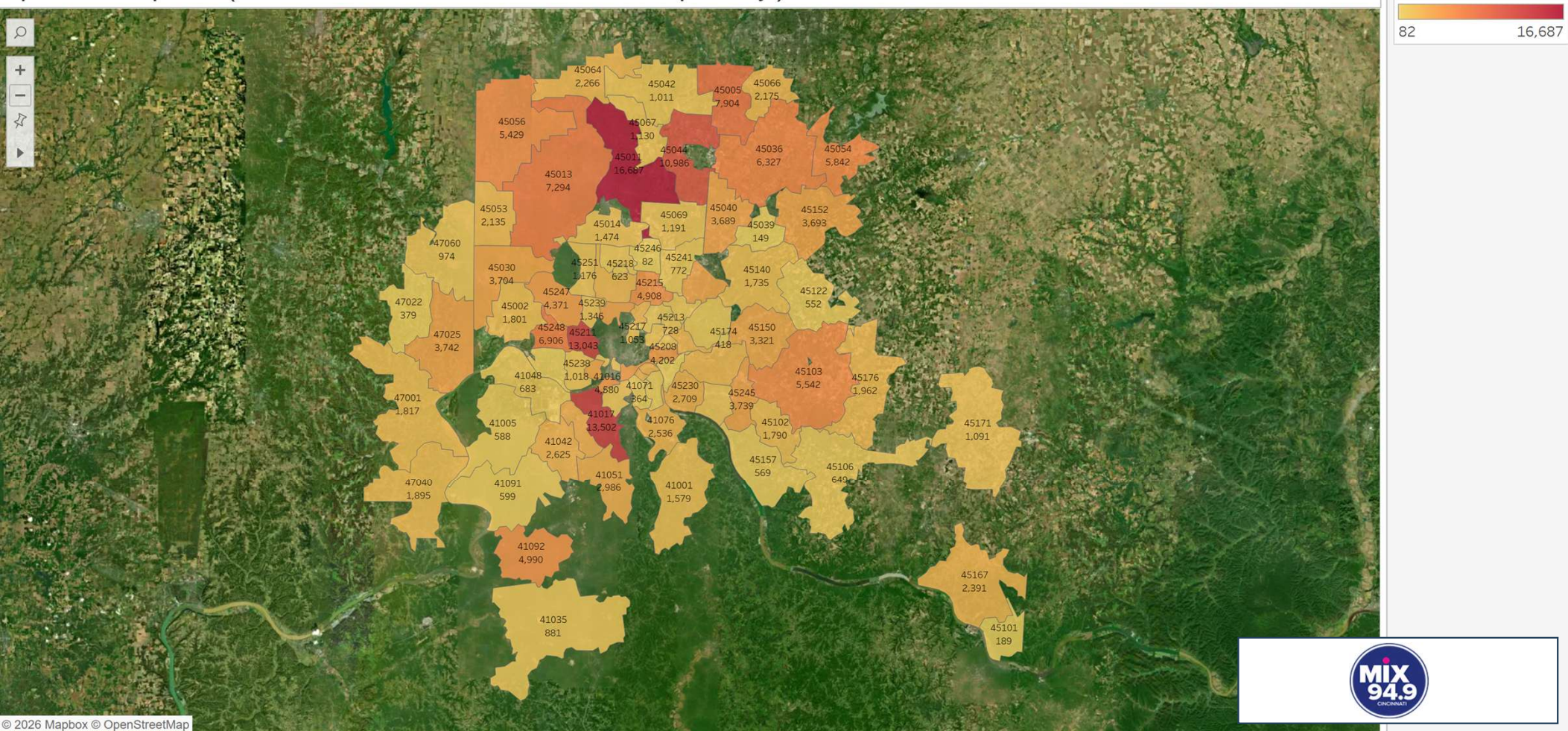
Top Residential Zip Codes: (Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days)



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



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



23,517

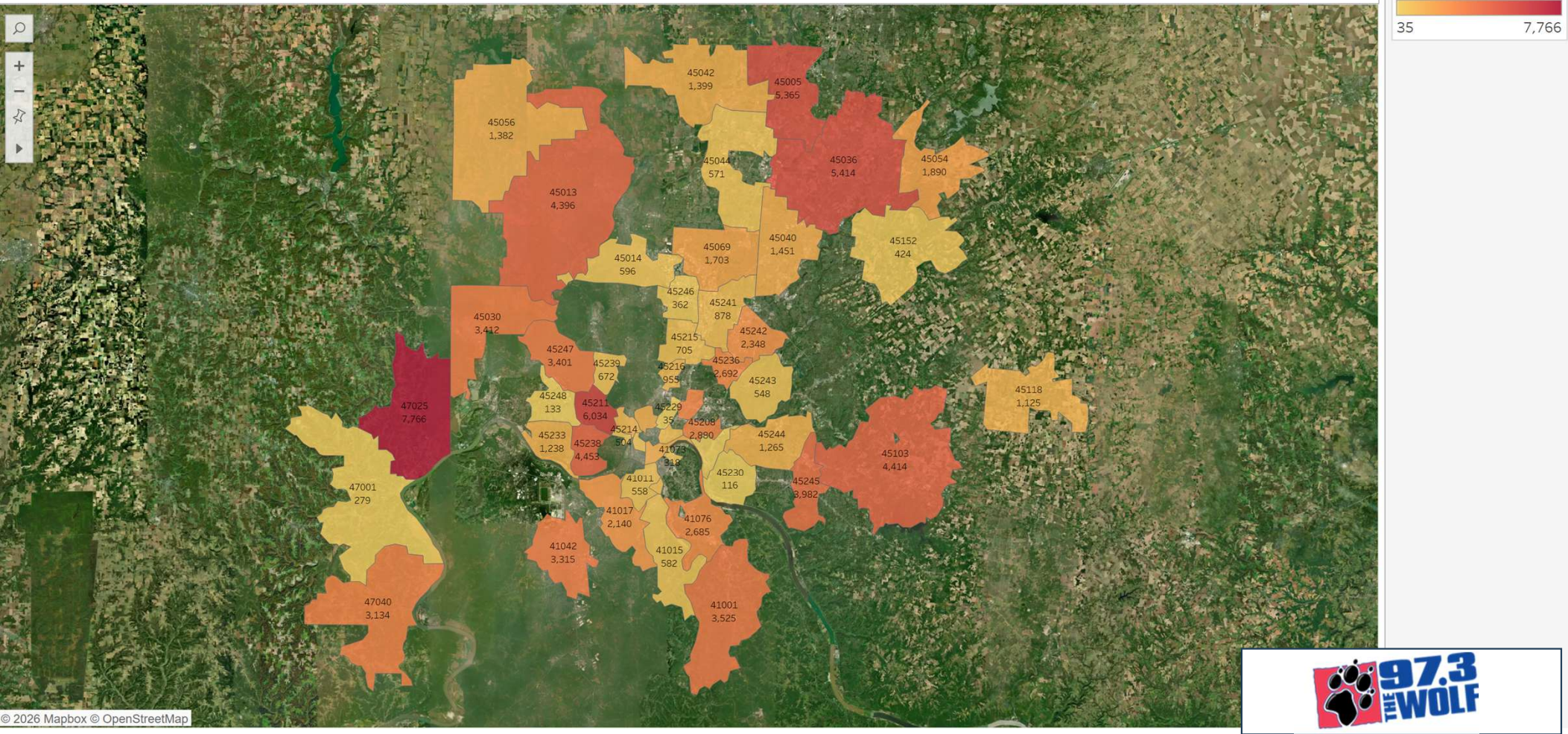
B-105.1
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Radio Stations: WUBE-FM

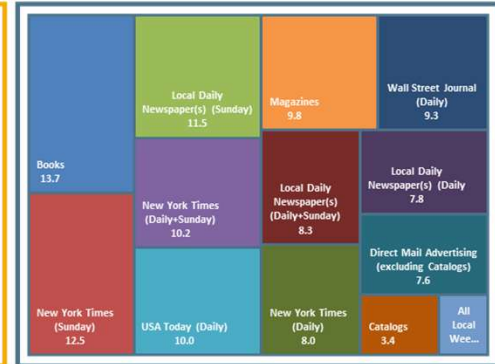
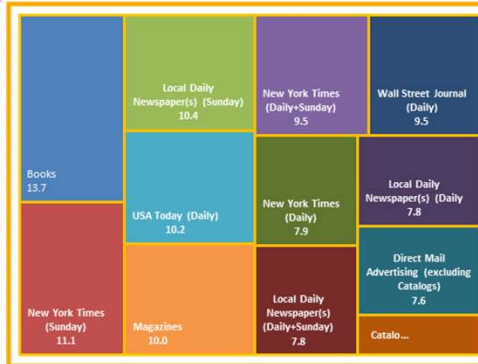
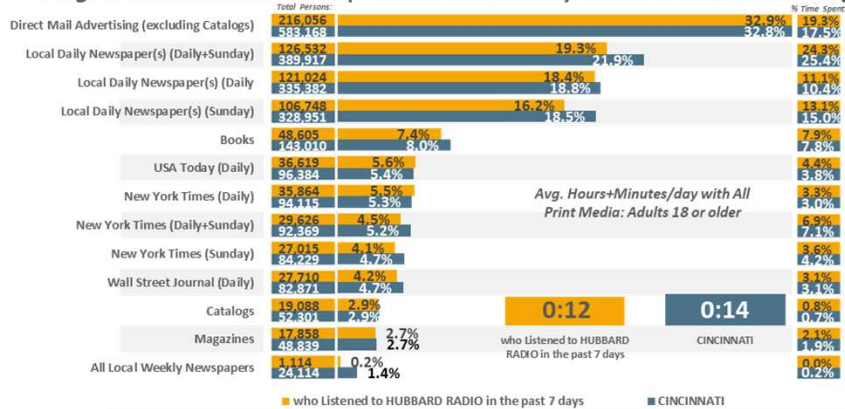
Top Residential Zip Codes: (Adults 18 or older who Listened to WYGY-FM in the past 7 days)



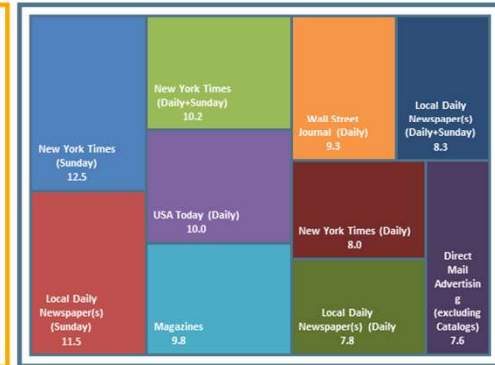
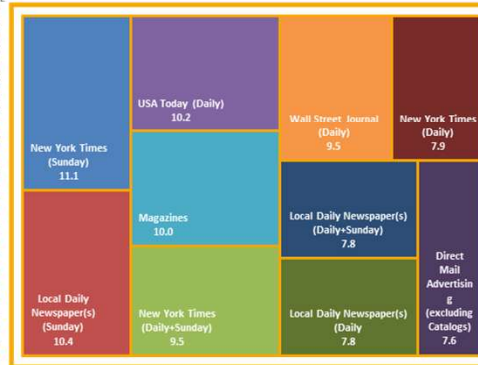
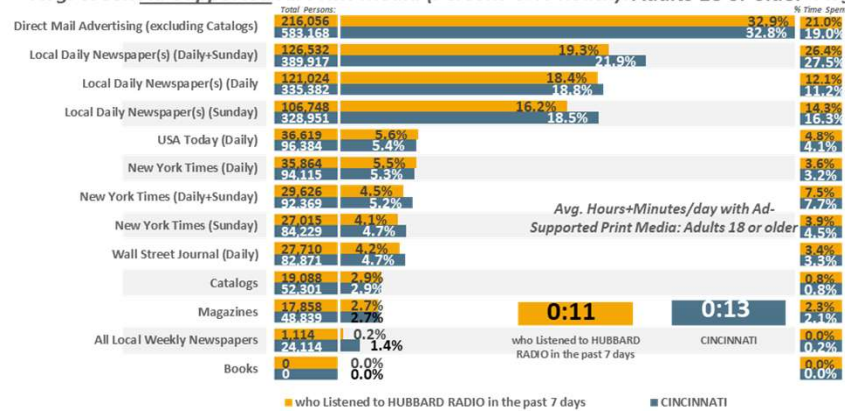


126,532 or 19.3% of Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7.8 minutes every day representing 26.4% of all time spent daily with All forms of Print Media.

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



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



CINCINNATI Metro Scarborough R1 2026: Feb25-Feb26 Qual Intab 598
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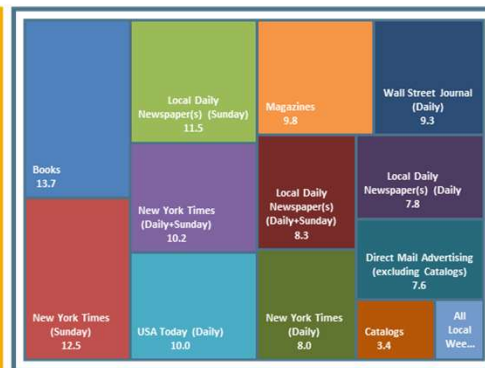
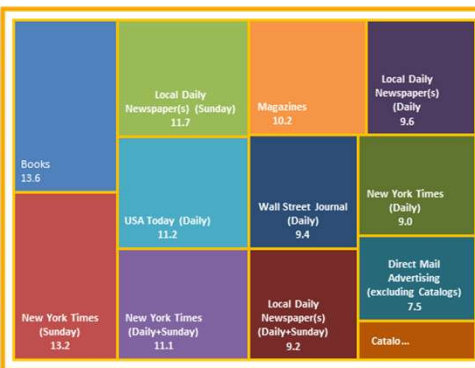
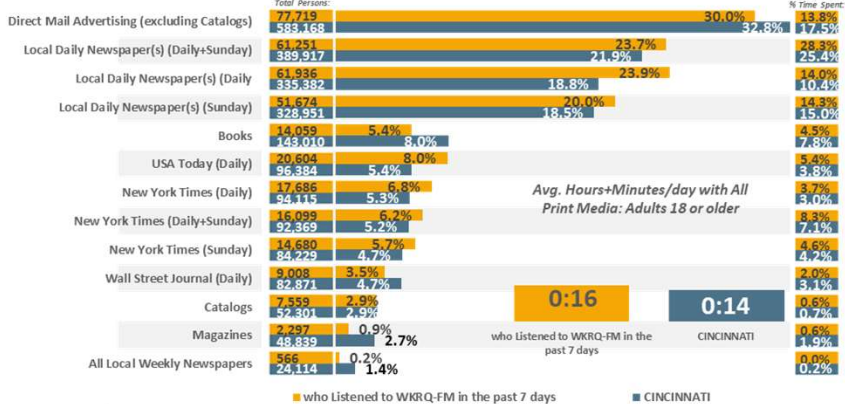
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(Radio Stations: WKRQ-FM OR Radio Stations: WREW-FM OR Radio Stations: WUBE-FM OR Radio Stations: WYGY-FM)

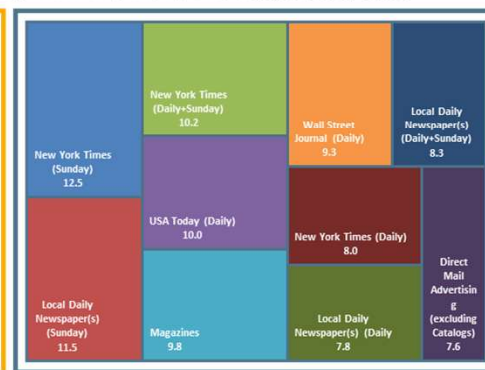
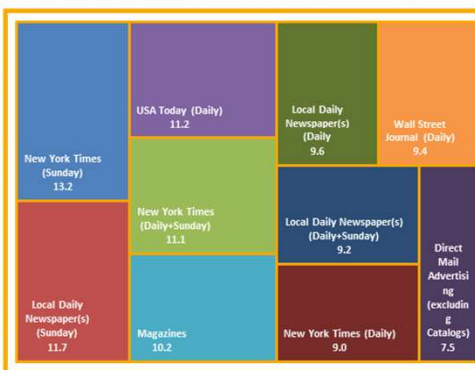
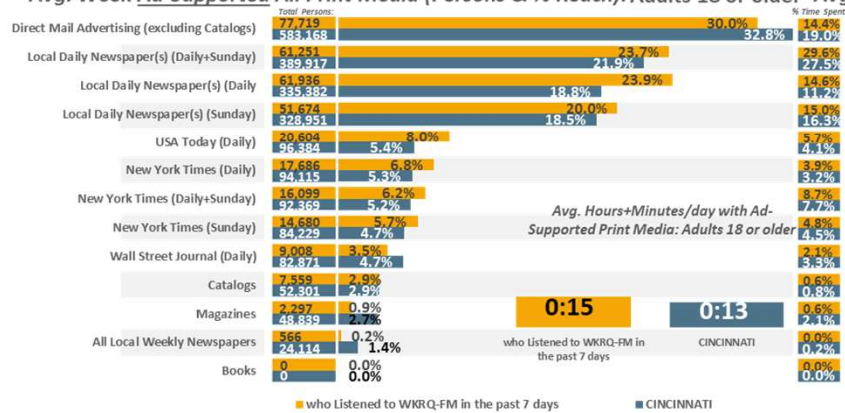


61,251 or 23.7% of Adults 18 or older who Listened to WKQR-FM in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.2 minutes every day representing 29.6% of all time spent daily with All forms of Print Media.

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



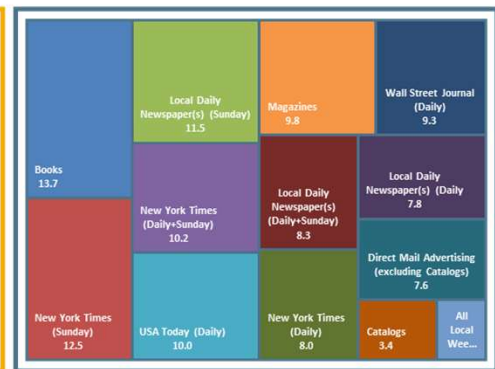
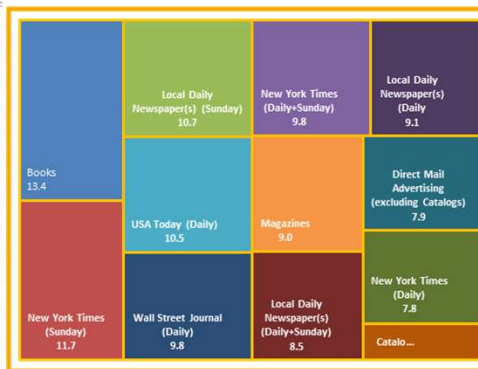
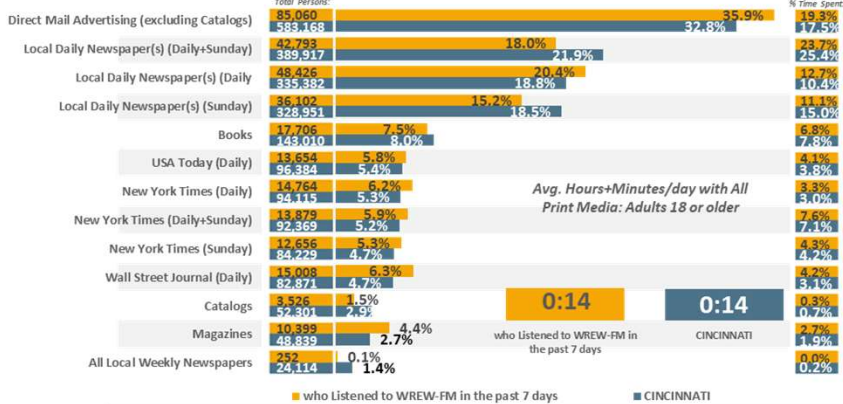
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



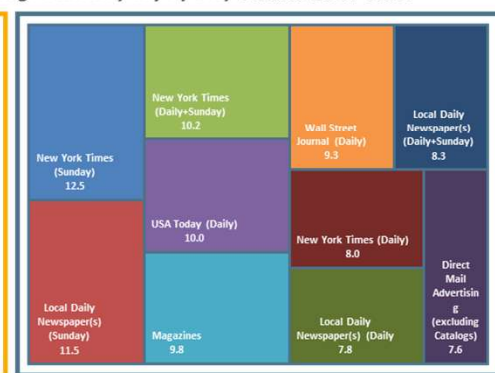
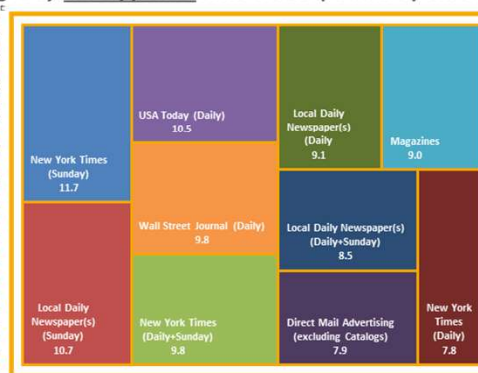
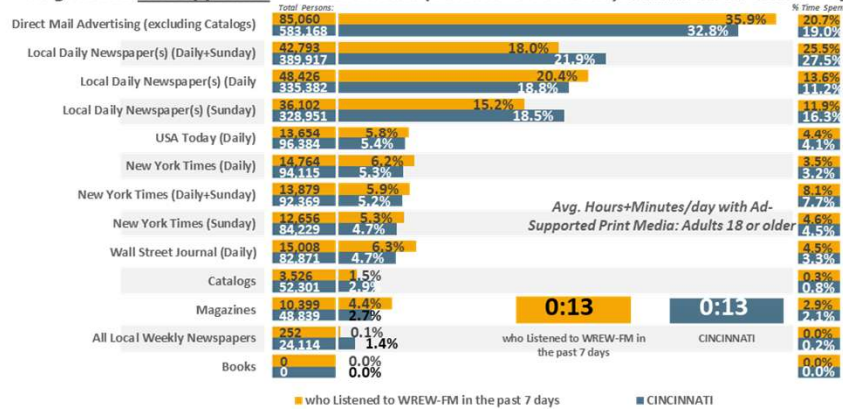


42,793 or 18.% of Adults 18 or older who Listened to WREW-FM in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.5 minutes every day representing 25.5% of all time spent daily with All forms of Print Media.

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**



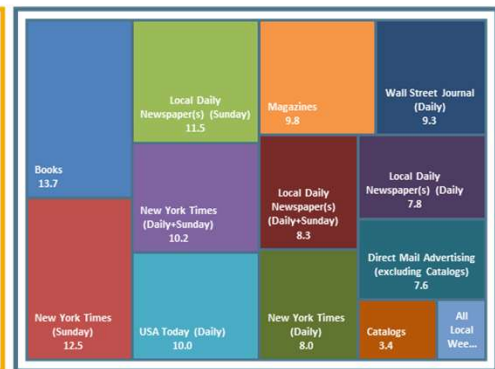
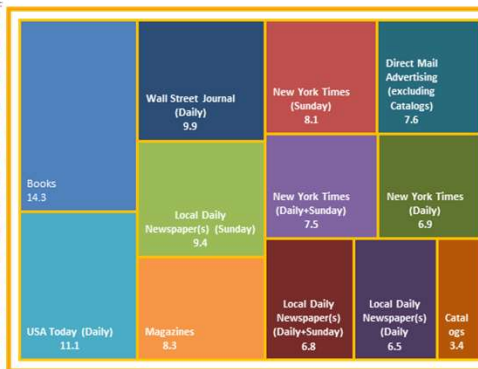
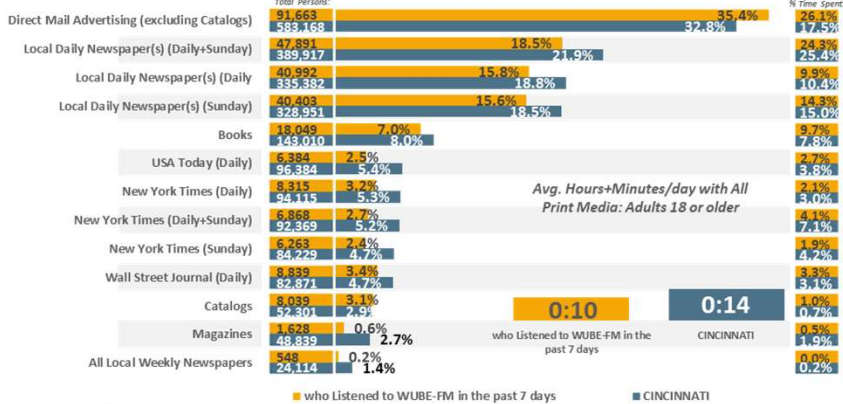
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



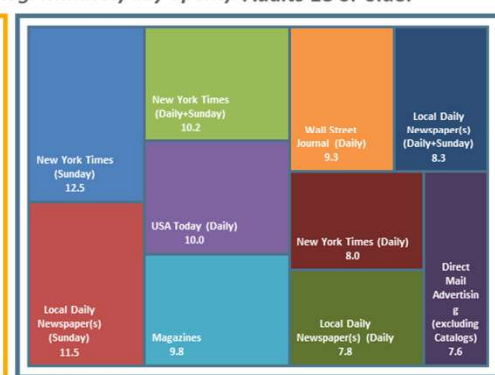
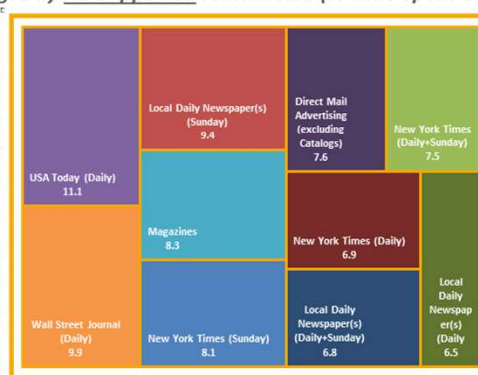
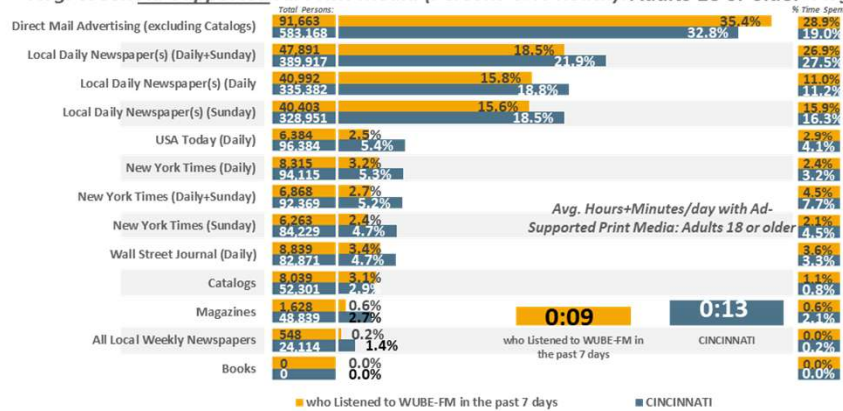


91,663 or 35.4% of Adults 18 or older who Listened to WUBE-FM in the past 7 days read Direct Mail Advertising (excluding Catalogs) for an average of 7.6 minutes every day representing 28.9% of all time spent daily with All forms of Print Media.

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**



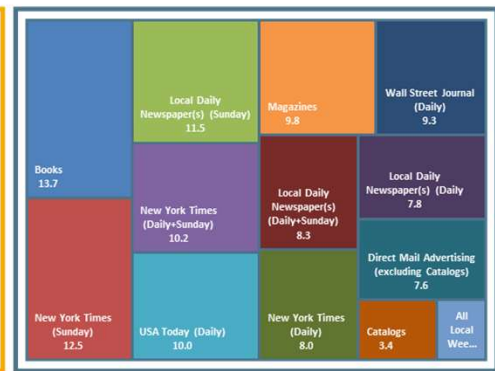
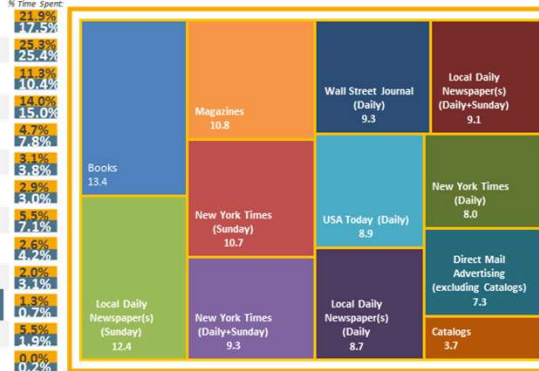
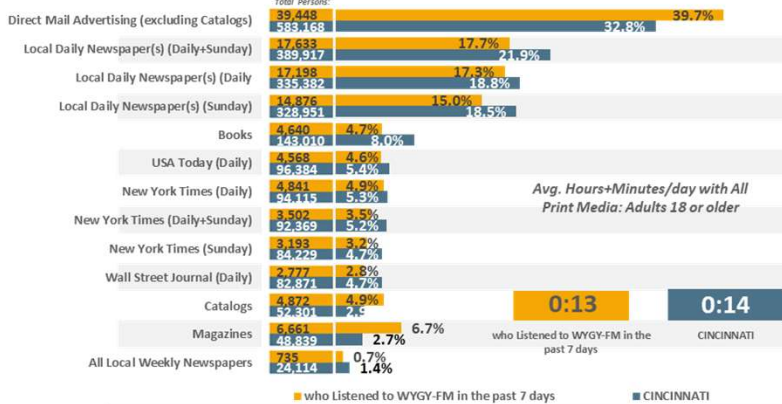
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



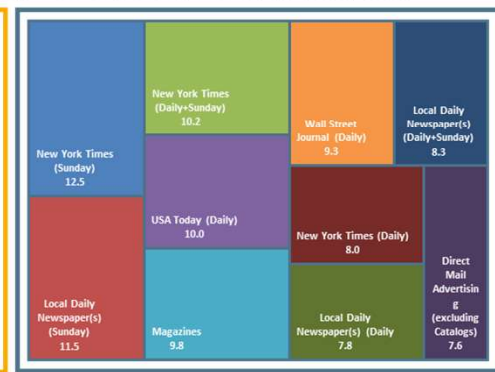
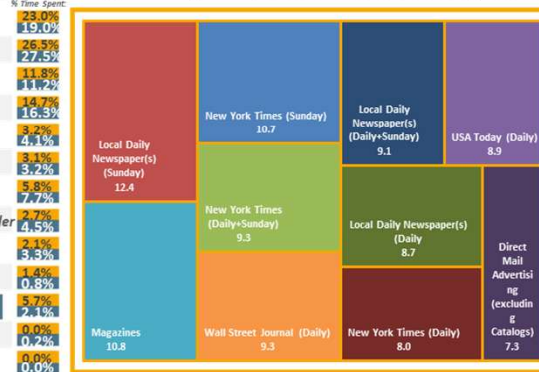
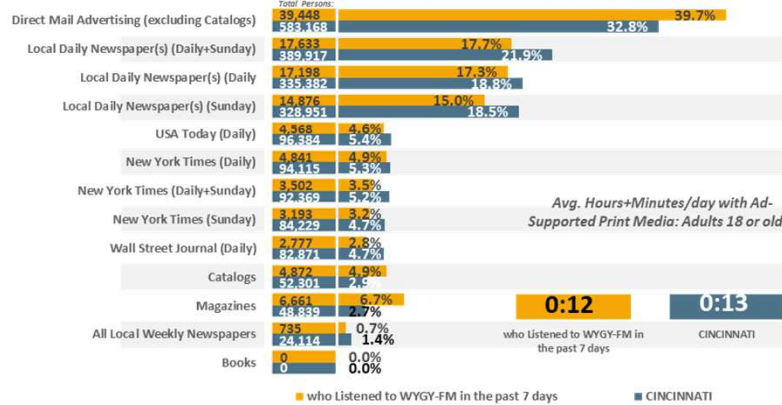


17,633 or 17.7% of Adults 18 or older who Listened to WYGY-FM in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.1 minutes every day representing 26.5% of all time spent daily with All forms of Print Media.

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**



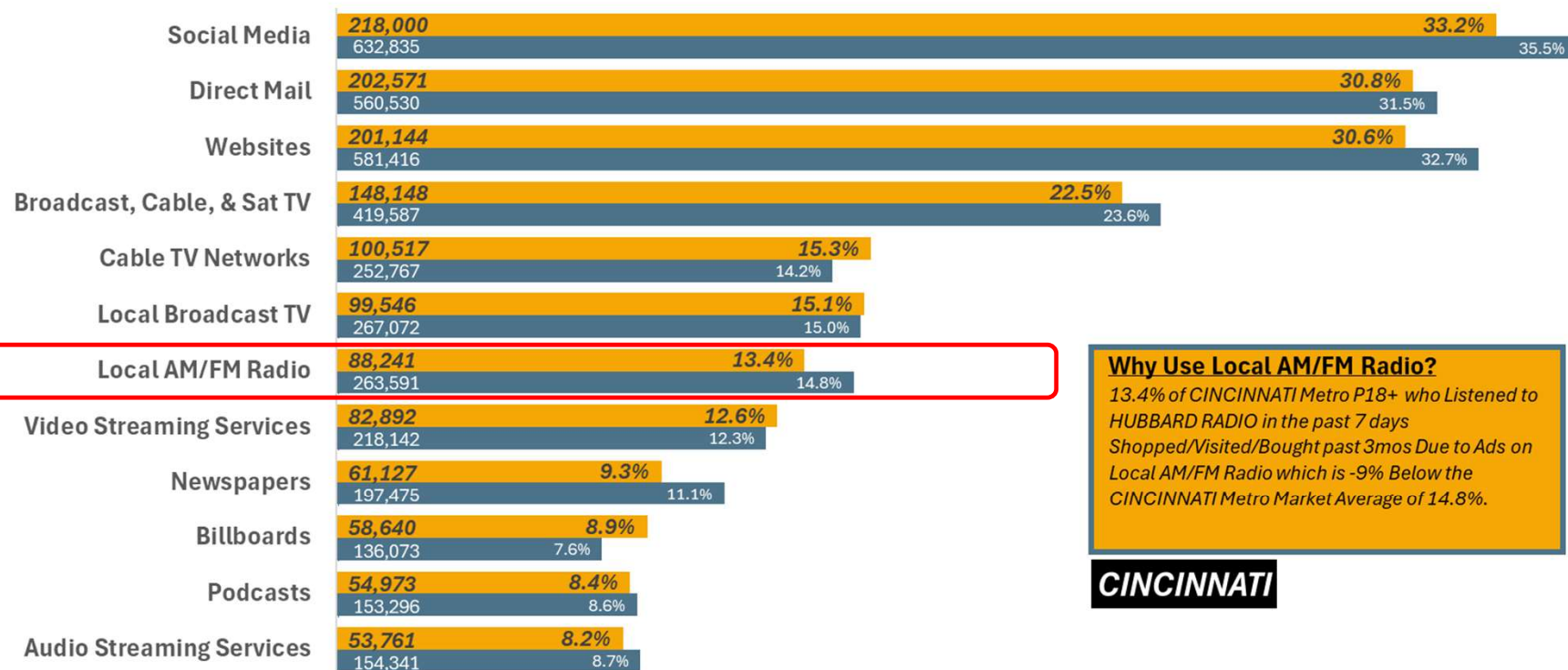
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**





"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?

13.4% of CINCINNATI 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 -9% Below the CINCINNATI Metro Market Average of 14.8%.

CINCINNATI

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

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

CINCINNATI Metro Scarborough R1 2026:Feb25-Feb26 QualIntab: 598

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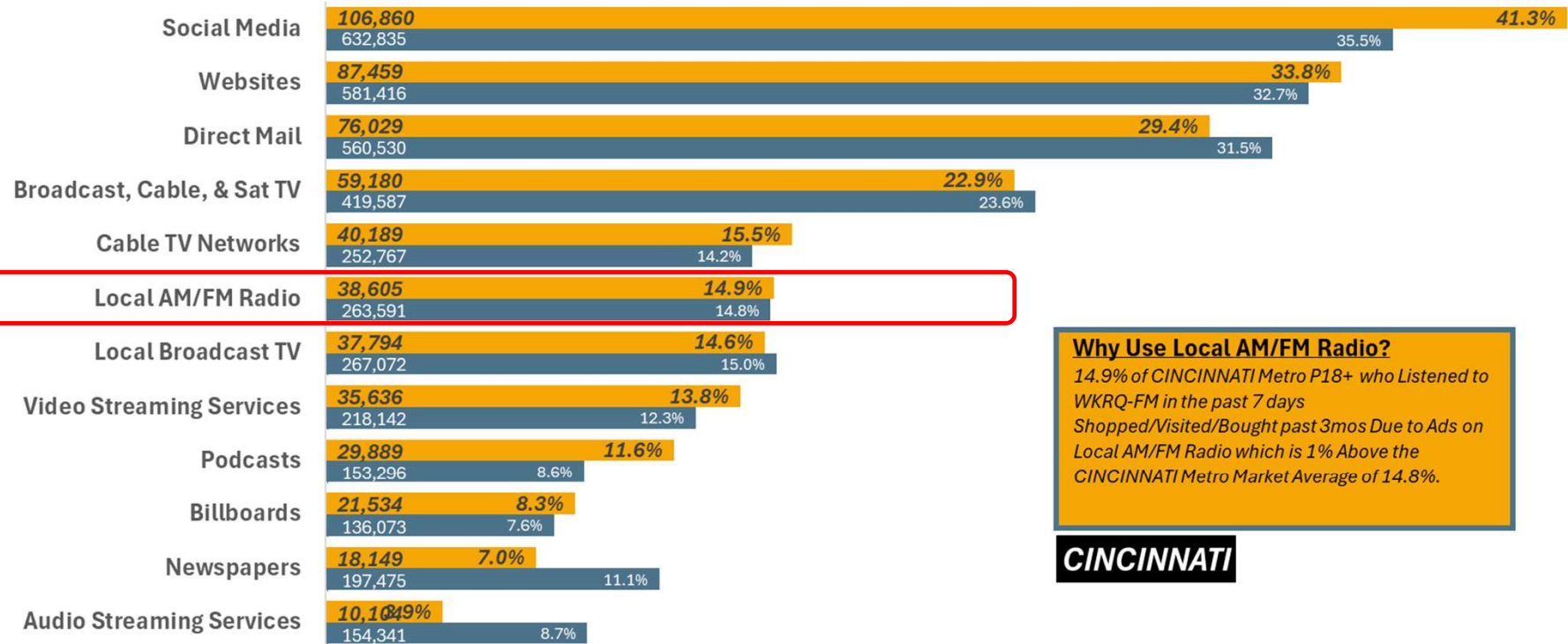
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(Radio Stations: WKRQ-FM OR Radio Stations: WREW-FM OR Radio Stations: WUBE-FM OR Radio Stations: WYGY-FM)



"Advertising Actions"

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



Why Use Local AM/FM Radio?

14.9% of CINCINNATI Metro P18+ who Listened to WKRQ-FM in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 1% Above the CINCINNATI Metro Market Average of 14.8%.

CINCINNATI

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

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

CINCINNATI Metro Scarborough R1 2026: Feb25-Feb26 QualIntab: 242

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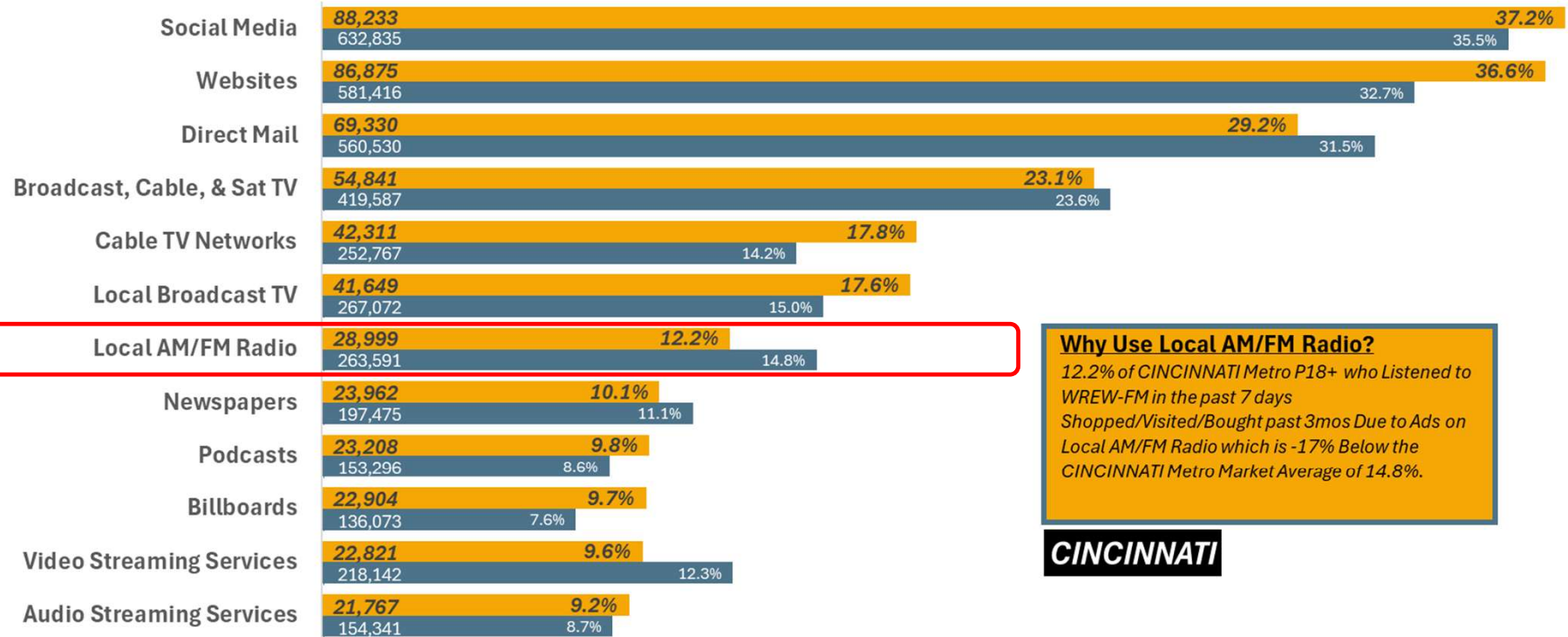
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Radio Stations: WKRQ-FM



"Advertising Actions"

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



Why Use Local AM/FM Radio?

12.2% of CINCINNATI Metro P18+ who Listened to WREW-FM in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -17% Below the CINCINNATI Metro Market Average of 14.8%.

CINCINNATI

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

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

CINCINNATI Metro Scarborough R1 2026: Feb25-Feb26 QualIntab: 226

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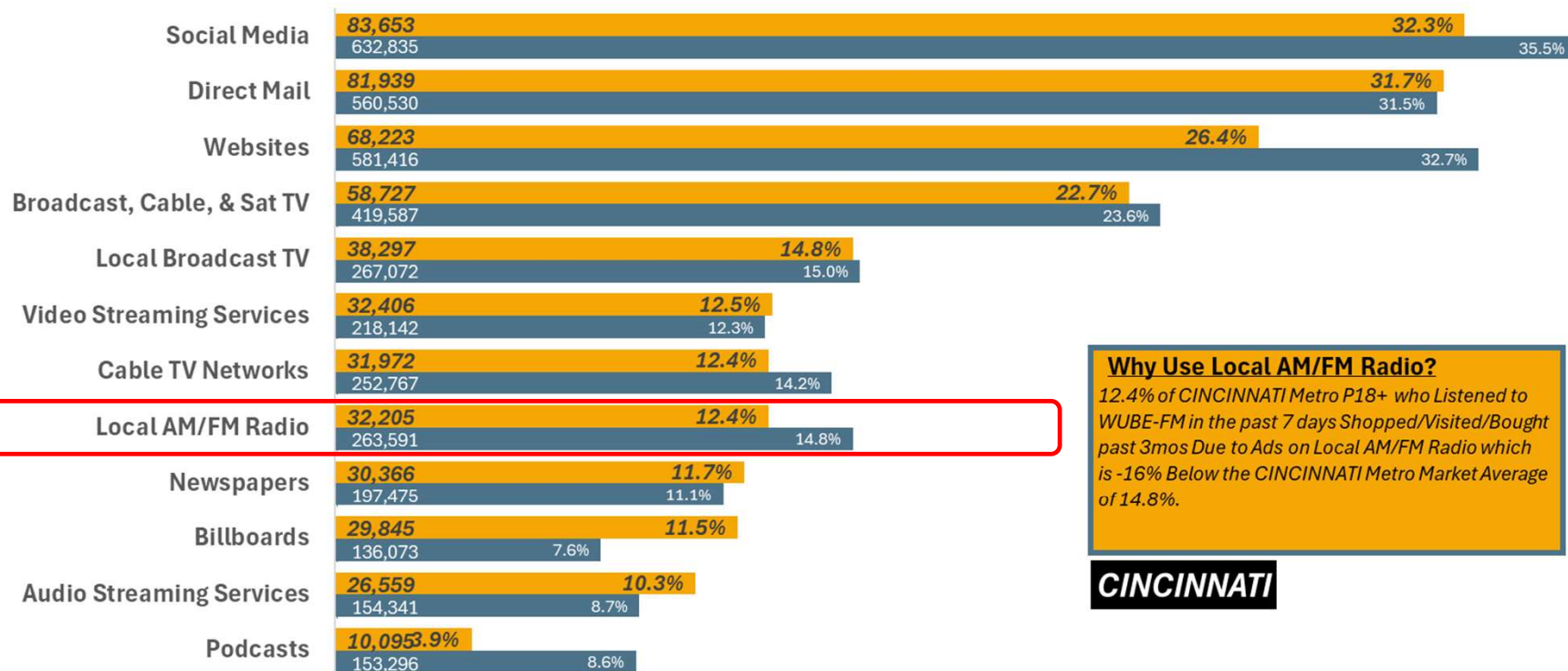
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Radio Stations: WREW-FM



"Advertising Actions"

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



Why Use Local AM/FM Radio?

12.4% of CINCINNATI Metro P18+ who Listened to WUBE-FM in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -16% Below the CINCINNATI Metro Market Average of 14.8%.

CINCINNATI

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

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

CINCINNATI Metro Scarborough R1 2026: Feb25-Feb26 QualIntab: 236
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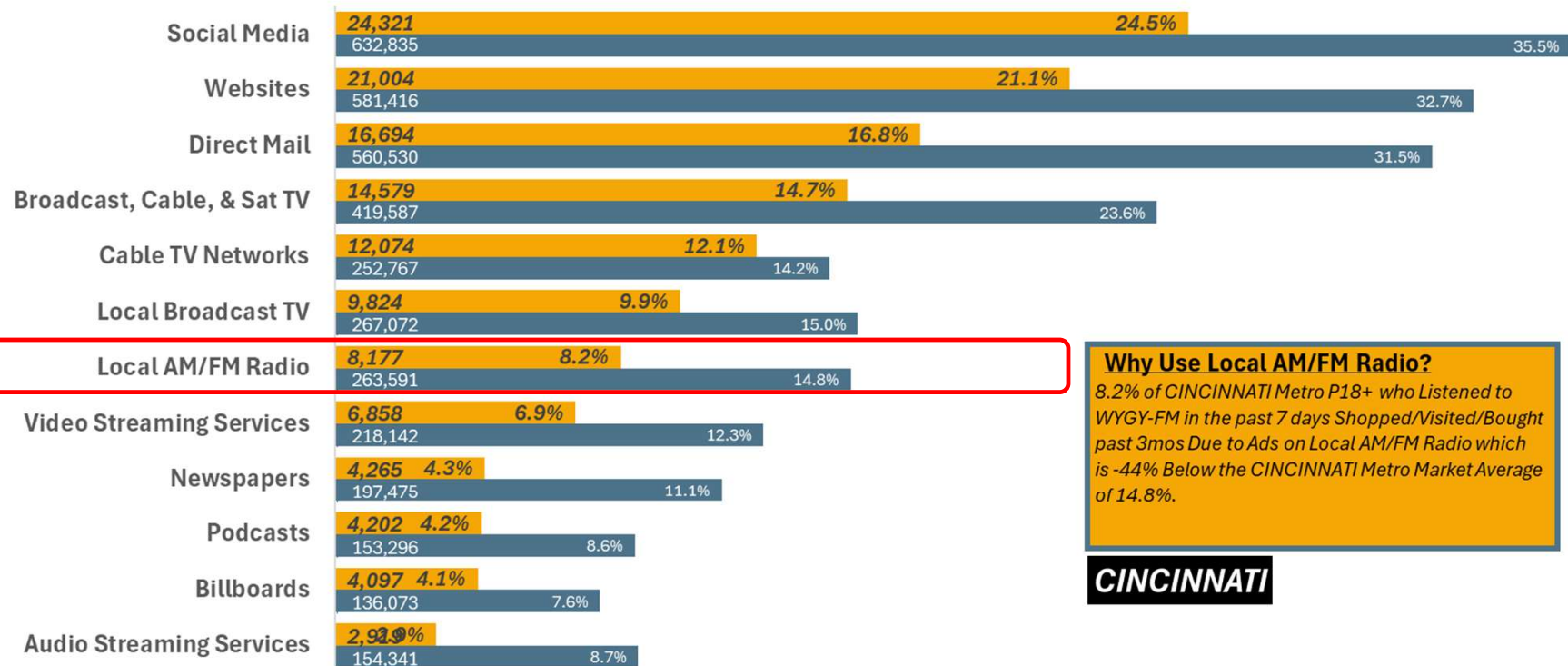
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Radio Stations: WUBE-FM



"Advertising Actions"

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



Why Use Local AM/FM Radio?

8.2% of CINCINNATI Metro P18+ who Listened to WYGY-FM in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -44% Below the CINCINNATI Metro Market Average of 14.8%.

CINCINNATI

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

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

CINCINNATI Metro Scarborough R1 2026: Feb25-Feb26 QualIntab: 89

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Radio Stations: WYGY-FM