



WCPO Facts:

- 3 out of 4 homes watch WCPO-TV per week (a)
- 9 out of 10 homes watch WCPO-TV every 4 weeks (b)
- Of 1.3 million local news viewers across 4 stations, nearly half choose WCPO-TV (614,647 people) (c)
- 308,737 people who watch 9 News DO NOT get the Daily Cincinnati Enquirer (d)
- 232,909 people who watch 9 News DO NOT get the Sunday Cincinnati Enquirer (e)
- If the lowest viewed part of WCPO's day (1AM-5AM) was a cable network, it would rank 1st among all channels on cable or satellite (f)
- Of 118.6 channels available to the average home, only 16 are viewed (g)
- WCPO-TV is the first station broadcasting local news in HD (high definition)
- WCPO has one of the only websites dedicated to Northern Kentucky (KYPost.com)
- If WCPO.com were a radio station, it would rank 1st of nearly 50 stations (h)
- WCPO.com is promoted within every newscast on WCPO-TV

Source – (a) Nielsen Media Research, May09, Mon-Sun 5am-5am HHL D's. (b) Nielsen Media Research, May09, Mon-Sun 5am-5am HHL D's. (c) Percentages based on CUME target audience of all local news viewers (wcpo, wlwt, wxix, wkrc.) Scarborough 2009 Release 1, (Mar2008-Feb2009.) (d) Percentages based on CUME target audience of 9 News viewers. Scarborough 2009 Release 1, (Mar2008-Feb2009.) (e) Percentages based on CUME target audience of 9 News viewers. Scarborough 2009 Release 1, (Mar2008-Feb2009.) (f) Nielsen Media Research, May09, Mon-Sun 5am-1am, 1am-5am Households. Viewing includes Time Warner, Insight and other cable systems. (g) 2007 from Nielsen's 48th Annual, "Television Audience," page 15 (most recent released.) (h) Scarborough 2009 Release 1, (Mar2008-Feb2009), A25-54.