



Cincinnati's CINCW

Total Cincinnati TV HH – 886,910

**1) EKRC-TV/Cincinnati's New CW reaches:
82% of all of these HH's or 727,266 HH's!**

**2) Time Warner Cable reaches:
39% of these HH's or 349,540 HH's**

**That means: EKRC reaches 82% of the Cincinnati TV
HH's, 727,266 total, after only one rating book!**

**That is more than TWICE the HH's that
TW Cable reaches!**