



Arbitron

November 2011
October 13, 2011 - November 9, 2011



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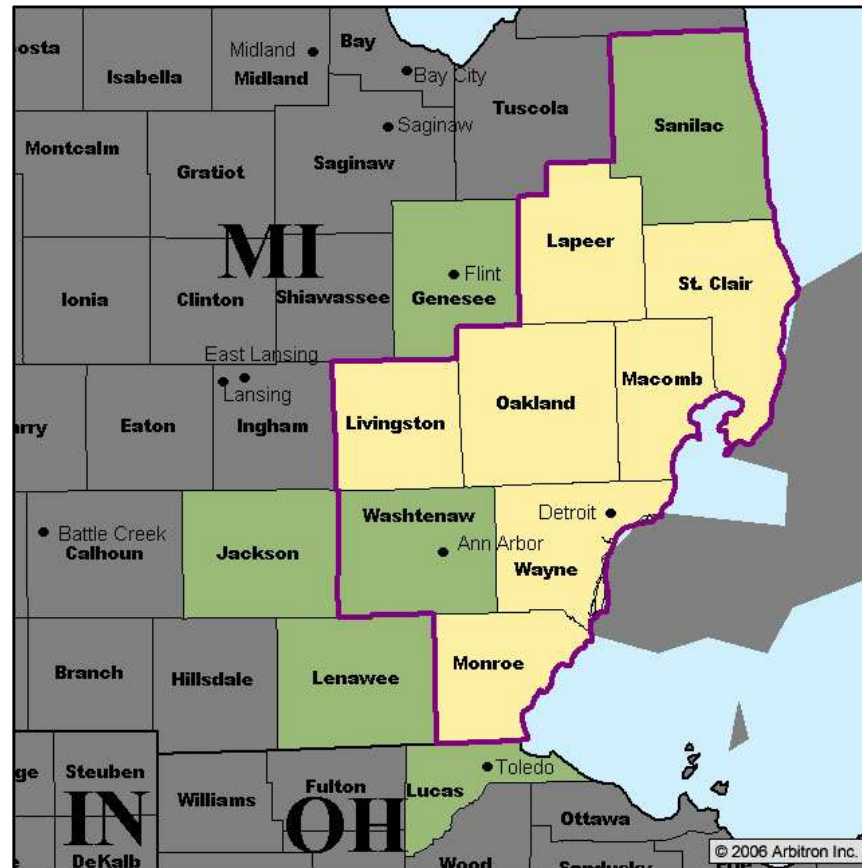
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The PPM ratings are based on audience estimates and are the opinion of Arbitron and should not be relied on for precise accuracy or precise representativeness of a demographic or radio market.

Market Profile

This section provides a brief summary of important metro statistics, such as market rank, population profile, ethnic composition, and qualitative information.

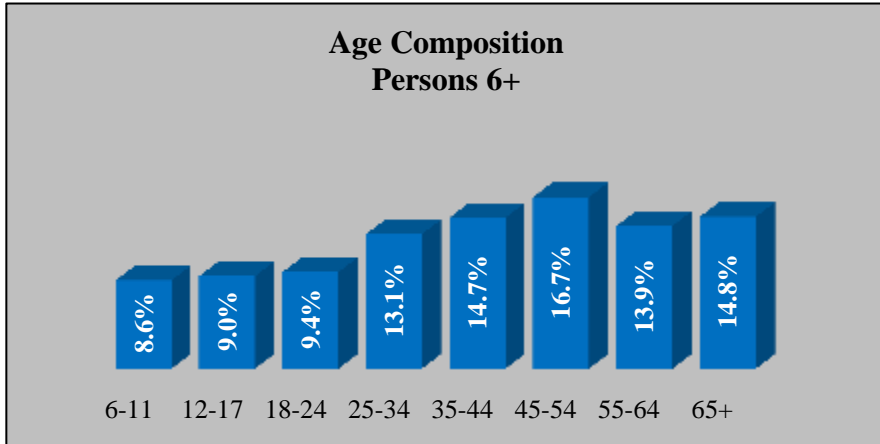
Detroit PPM Metro



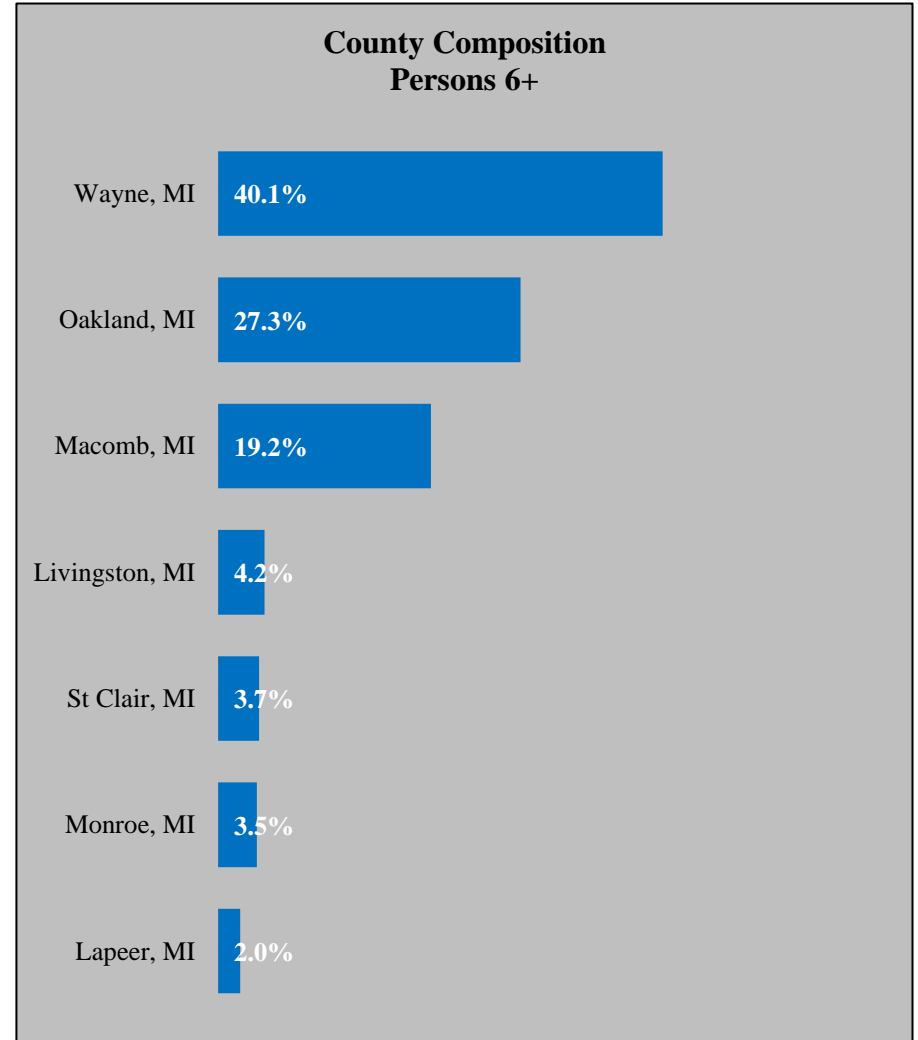
Market Summary

- The Detroit metro is the 11th largest radio metro in the country.
- There are 4,087,700 persons over the age of six residing in the metro.
- The metro is comprised of 7 counties.
- 67.4% of the population live in Wayne, MI; and Oakland, MI.
- 22.9% of metro Adults 25+ are college graduates.
- 33.4% of metro Adults are employed in managerial positions.
- There are 1,729,500 households in the metro area.
- The metro median home value is \$134,700. The median rent is \$504 a month.
- The median household income is \$52,507 per year.
- The average income per household is \$67,703.
- 32.0% of households have annual incomes over \$75,000.
- Total retail sales in the Detroit metro are \$66.9 billion per year.
- The average expenditure per household is \$38,699.
- 91.8% of metro households own at least one vehicle. 56.2% own more than one.
- Metro Adults spend an average of 26 minutes each way commuting to and from work. 94.0% of Adults travel to work by automobile.

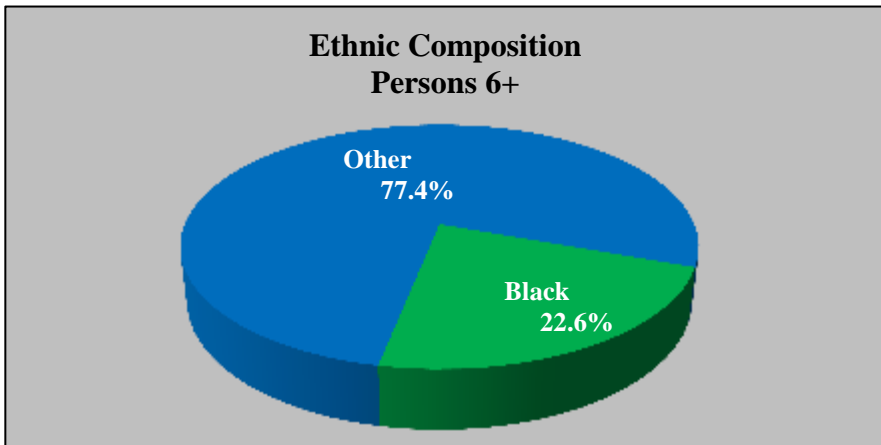
Market Profile



22.5% of the population are between 18 and 34.
 44.4% of the population are between 25 and 54.
 The median age of the population is 41.8.



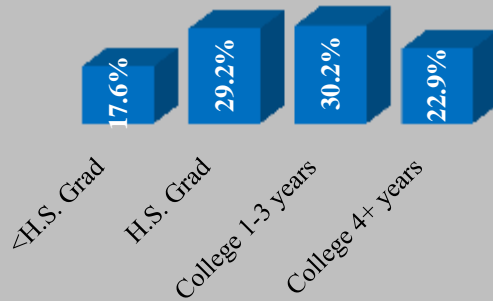
67.4% of the population live in Wayne, MI; and Oakland, MI.



77.4% of the population are Other.
 22.6% of the population are Black.

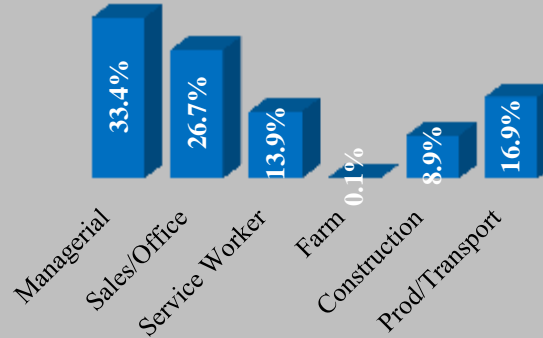
Market Profile

**Education Level Composition
Persons 25+**



22.9% of Persons 25+ are college graduates.

Occupation Composition



60.1% of the population are employed in white-collar occupations.

**Annual Household Income
Composition**



32.0% of the population live in households with annual incomes over \$75,000.

Arbitron Overview

This section provides an overview of how well Arbitron did its job of measuring radio listening for the metro this survey, compared to previous surveys.

Arbitron Overview

Why Is Sample Performance Important to Me?

When the ratings for radio stations change, there are two factors to consider:

1. The first is that actual listening has changed. More or fewer listeners could actually tune in, and those listeners could actually be listening for longer or shorter periods of time.
2. The second is that the listeners included in the sample in the current report period are inherently different than the sample in the prior report period.

Differences could be:

- a. Demographic – The age and gender of the sample affect which radio stations are listened to and how long they are listened to.
- b. Race/Ethnicity – In many markets Arbitron breaks out listening for the Black and Hispanic audiences. These are both important factors in determining which stations are listened to.
- c. Geographic – Where people live affects what radio stations they listen to.
- d. Survey Compliance – In order to be counted in the ratings, participants must meet certain criteria. For PPM, an Adult panelist must carry the meter for a minimum of 8 hours in a day to be counted that day. Those under 18 must carry the meter for at least 5 hours a day. If 80% of the sample in every demographic, geographic, and race/ethnicity carried the meter then all would be well. But different groups comply at different rates. As a result, the differences in the panel makeup on any given day can have an impact on the resulting ratings.

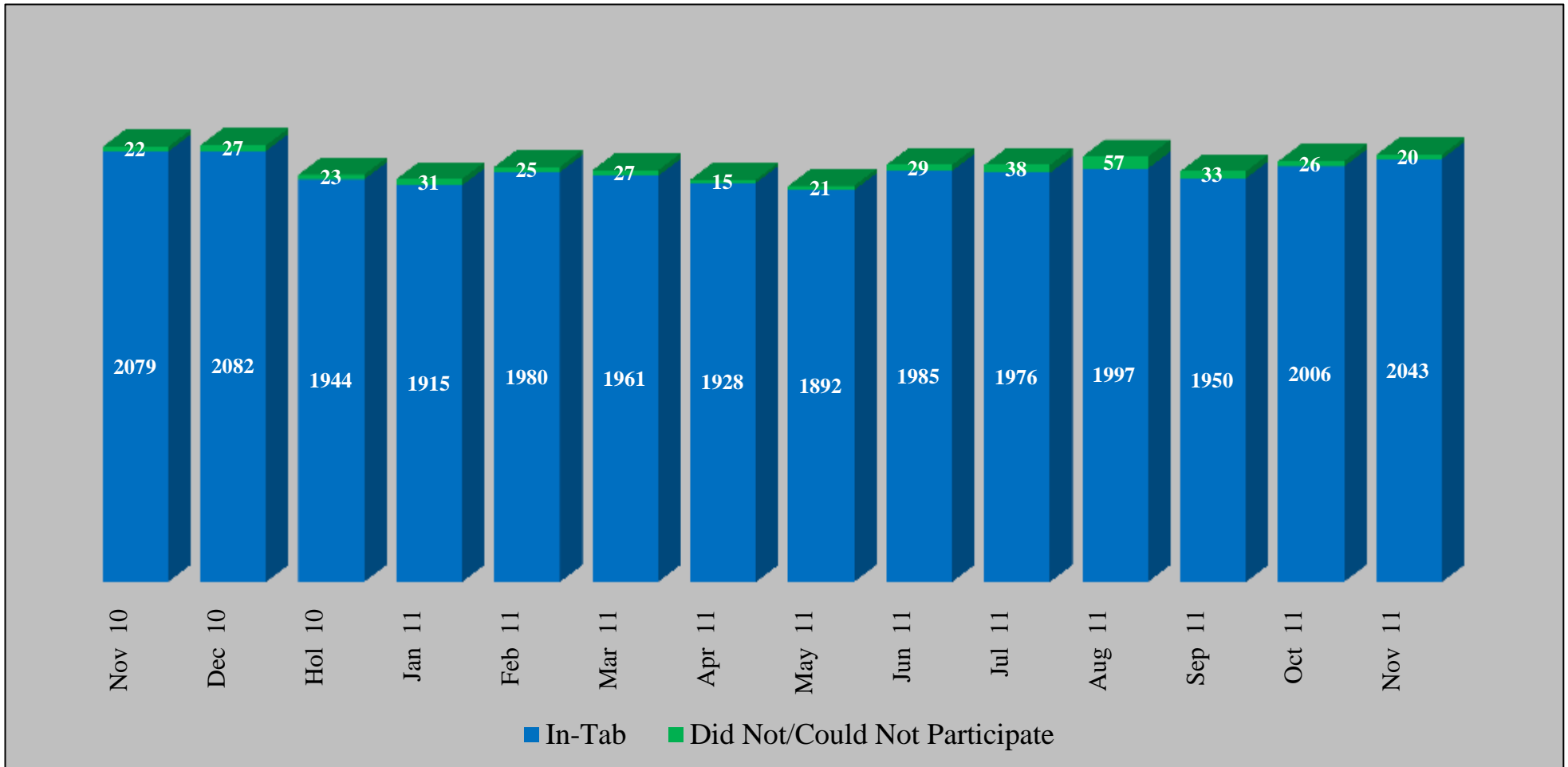
Key Metrics – November 2011 (October 13, 2011 - November 9, 2011)

P6+ Average Daily Installed	1921
P6+ Average Daily In-Tab	1617
P6+ In-Tab Rate	84.2%
Average Daily Sample Target	1584
Index of Average Daily In-Tab vs. Average Daily Sample Target	102

	Black P6+	Other P6+
Average Daily In-tab	385	1232
Index	106	98

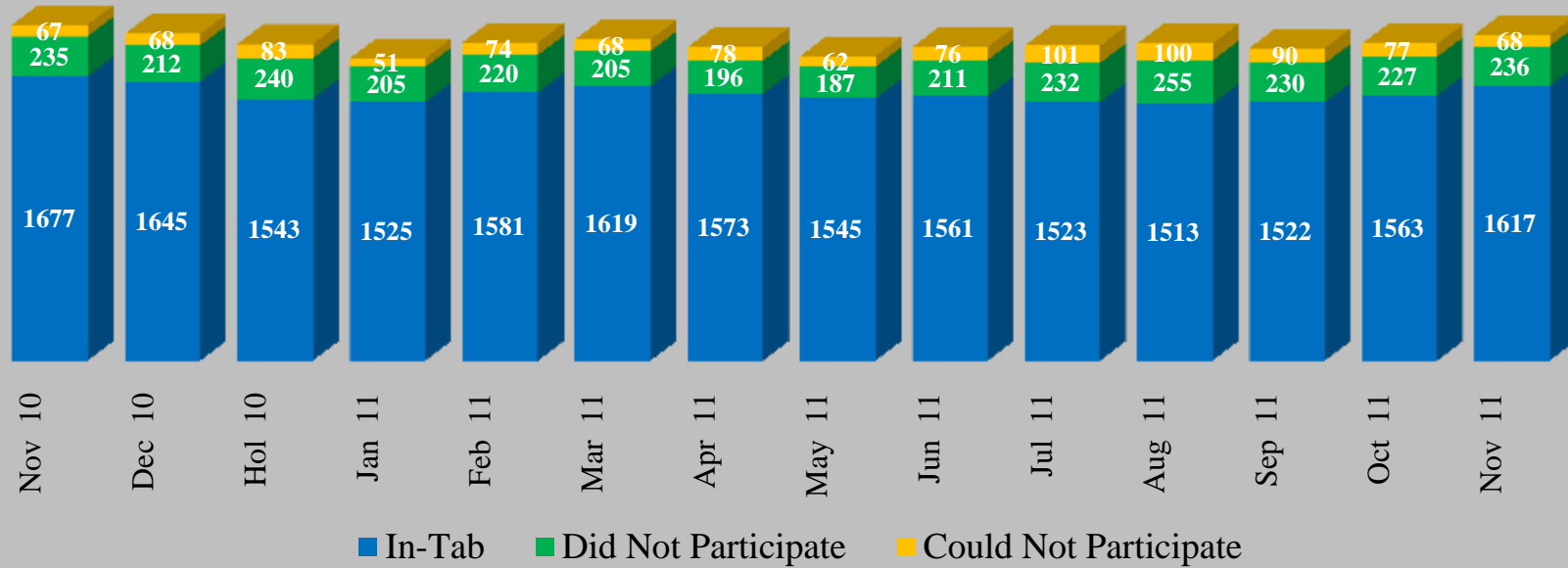
	P6-11	P12-17	M18-24	M25-34	M35-44	M45-49	M50-54	M55-64	M65+	W18-24	W25-34	W35-44	W45-49	W50-54	W55-64	W65+
Average Daily In-Tab	117	129	82	80	99	59	80	159	86	60	86	108	81	105	156	131
Index	84	89	106	75	85	88	120	146	85	80	82	89	119	151	133	95

Total Installed Persons 6+

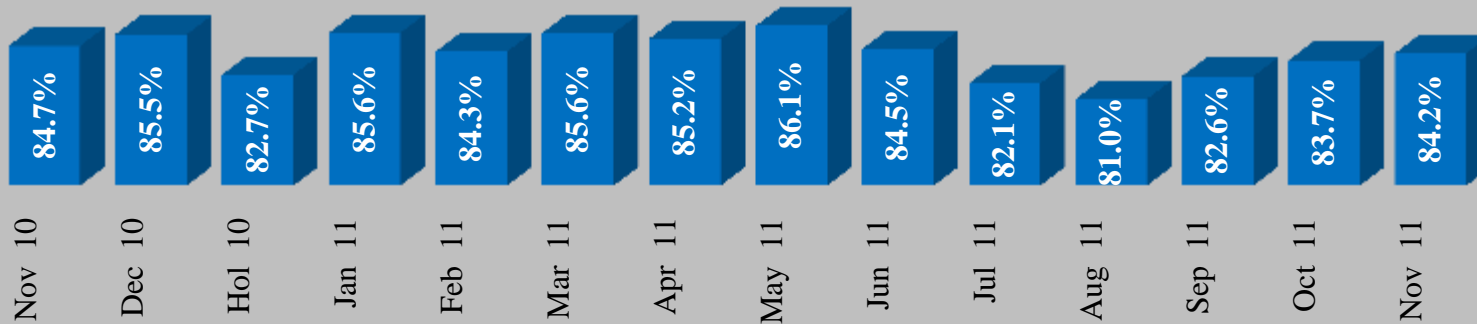


“Could not participate” panel members include those that were known to be away from home and those that experienced technical issues that prevented them from being in-tab. “Did not participate” panel members were compliance-capable but were not in-tab.

Average Daily Installed Persons 6+



Persons 6+ Average Daily In-Tab Rate



“Could not participate” panel members include those that were known to be away from home and those that experienced technical issues that prevented them from being in-tab. “Did not participate” panel members were compliance-capable but were not in-tab. The in-tab rate is the percentage of installed meters that were in-tab.

Number of Average Daily Installed Meters by Demographic Cell

Demo	Population	Nov 10	Dec 10	Hol 10	Jan 11	Feb 11	Mar 11	Apr 11	May 11	Jun 11	Jul 11	Aug 11	Sep 11	Oct 11	Nov 11
Persons 6-11	349600	152	144	136	123	133	143	142	138	150	152	149	149	167	171
Persons 12-17	366100	169	162	156	151	152	150	148	149	157	153	158	154	153	166
Men 18-24	196900	95	93	89	87	102	104	99	94	98	90	93	90	97	103
Women 18-24	188800	84	84	82	77	90	89	88	87	94	84	84	78	79	78
Men 25-34	267600	104	104	105	98	103	106	100	92	88	94	98	99	100	96
Women 25-34	267200	117	111	111	107	116	123	118	104	107	110	111	114	112	109
Men 35-44	295400	117	112	107	105	107	107	100	99	102	100	99	97	104	113
Women 35-44	305000	146	144	141	128	127	125	123	124	129	128	124	123	124	132
Men 45-49	166500	71	69	69	67	68	68	66	61	63	63	62	63	62	69
Women 45-49	170600	89	81	78	80	90	89	85	82	83	83	81	85	88	90
Men 50-54	169000	103	102	99	90	97	101	96	98	97	91	86	84	87	89
Women 50-54	175200	114	113	113	107	116	117	115	112	114	115	121	110	109	117
Men 55-64	273800	166	165	162	157	163	158	159	155	160	169	176	174	173	176
Women 55-64	293000	199	195	186	181	179	174	170	169	179	189	192	187	181	176
Men 65+	254100	113	107	99	94	95	98	98	94	94	99	96	94	93	93
Women 65+	348900	142	139	134	130	138	142	140	135	133	136	138	142	141	144
Persons 6+	4087700	1979	1925	1866	1781	1875	1892	1847	1794	1848	1856	1868	1842	1867	1921

Green signifies the highest value for each demo cell and red signifies the lowest value for each demo cell.

Index of Average Daily Installed Meters vs. Population by Demographic Cell

Demo	% of P6+ Pop.	Nov 10	Dec 10	Hol 10	Jan 11	Feb 11	Mar 11	Apr 11	May 11	Jun 11	Jul 11	Aug 11	Sep 11	Oct 11	Nov 11
Persons 6-11	8.6%	90	87	85	80	83	88	90	90	94	95	93	94	103	103
Persons 12-17	9.0%	93	92	92	93	89	87	88	91	93	90	93	92	91	96
Men 18-24	4.8%	98	98	98	100	110	112	110	106	108	98	102	100	108	113
Women 18-24	4.6%	89	94	94	91	102	100	102	102	109	96	96	89	91	89
Men 25-34	6.5%	84	86	89	87	87	89	86	81	76	81	83	86	83	77
Women 25-34	6.5%	94	92	94	95	98	103	102	92	92	94	94	98	92	88
Men 35-44	7.2%	80	78	77	80	77	77	73	74	74	73	72	72	78	82
Women 35-44	7.5%	97	99	100	95	89	87	88	91	92	91	87	88	88	92
Men 45-49	4.1%	88	88	90	93	88	88	88	83	83	83	80	83	80	88
Women 45-49	4.2%	105	98	98	105	112	109	107	107	105	105	100	107	112	112
Men 50-54	4.1%	127	129	129	124	127	129	127	134	127	120	112	112	115	112
Women 50-54	4.3%	135	137	142	140	144	144	144	144	144	144	151	140	135	142
Men 55-64	6.7%	125	128	130	131	130	125	128	128	130	136	140	140	139	137
Women 55-64	7.2%	142	142	141	144	134	130	130	132	137	144	145	144	135	128
Men 65+	6.2%	95	93	88	88	85	87	88	87	85	88	85	85	81	77
Women 65+	8.5%	87	87	87	88	89	90	92	90	87	88	89	93	89	88

The indices compare the percentage of installed meters in each demo cell to the percentage of the market's population in each demo cell. Indices above 120 are in green and indices below 80 are in red.

Number of Average Daily In-Tab Meters by Demographic Cell

Demo	Population	Nov 10	Dec 10	Hol 10	Jan 11	Feb 11	Mar 11	Apr 11	May 11	Jun 11	Jul 11	Aug 11	Sep 11	Oct 11	Nov 11
Persons 6-11	349600	109	106	92	90	96	103	105	104	109	105	103	102	114	117
Persons 12-17	366100	132	130	118	120	119	122	113	119	119	107	105	112	118	129
Men 18-24	196900	72	74	68	70	82	83	81	74	76	69	72	70	77	82
Women 18-24	188800	67	66	57	58	65	67	67	66	68	61	57	56	58	60
Men 25-34	267600	88	89	86	84	86	89	83	80	75	79	81	80	81	80
Women 25-34	267200	94	91	87	87	95	100	97	87	86	85	85	89	87	86
Men 35-44	295400	103	99	93	92	95	96	90	90	90	83	83	82	90	99
Women 35-44	305000	125	121	114	110	108	110	108	106	107	101	96	98	104	108
Men 45-49	166500	62	62	60	58	59	58	57	53	54	51	51	53	54	59
Women 45-49	170600	77	72	67	69	78	77	74	74	75	72	70	73	78	81
Men 50-54	169000	91	88	84	78	84	89	84	88	86	80	75	75	78	80
Women 50-54	175200	101	100	97	96	102	104	104	99	100	100	101	97	96	105
Men 55-64	273800	149	149	147	145	146	145	146	142	145	153	156	157	156	159
Women 55-64	293000	177	174	164	160	156	155	152	154	161	166	169	163	158	156
Men 65+	254100	104	98	92	89	87	92	89	87	88	91	88	87	86	86
Women 65+	348900	126	126	120	119	124	128	125	122	120	121	122	127	127	131
Persons 6+	4087700	1677	1645	1543	1525	1581	1619	1573	1545	1561	1523	1513	1522	1563	1617

Green signifies the highest value for each demo cell and red signifies the lowest value for each demo cell.

Index of Average Daily In-Tab Meters vs. Population by Demographic Cell

Demo	% of P6+ Pop.	Nov 10	Dec 10	Hol 10	Jan 11	Feb 11	Mar 11	Apr 11	May 11	Jun 11	Jul 11	Aug 11	Sep 11	Oct 11	Nov 11
Persons 6-11	8.6%	76	74	70	69	71	74	78	78	81	80	79	78	85	84
Persons 12-17	9.0%	87	87	84	87	82	82	79	85	84	77	76	81	83	89
Men 18-24	4.8%	88	92	90	94	106	104	104	98	100	92	98	94	102	106
Women 18-24	4.6%	85	85	79	81	87	87	91	91	94	85	81	79	80	80
Men 25-34	6.5%	83	86	89	87	86	87	84	83	76	83	86	84	80	75
Women 25-34	6.5%	89	87	89	90	95	98	98	89	87	89	89	92	86	82
Men 35-44	7.2%	82	81	81	81	81	80	77	78	78	73	74	73	81	85
Women 35-44	7.5%	99	97	97	95	89	89	91	91	91	87	83	84	89	89
Men 45-49	4.1%	90	93	95	93	90	88	88	83	85	80	83	85	85	88
Women 45-49	4.2%	107	102	100	105	114	112	109	112	112	109	107	112	119	119
Men 50-54	4.1%	132	129	132	124	129	134	129	139	134	129	122	120	122	120
Women 50-54	4.3%	140	142	147	147	151	149	153	149	149	153	156	149	142	151
Men 55-64	6.7%	133	136	142	142	137	134	139	137	139	149	154	154	149	146
Women 55-64	7.2%	149	149	149	148	139	135	137	141	145	154	158	151	140	133
Men 65+	6.2%	103	100	100	97	92	95	95	93	93	100	97	95	89	85
Women 65+	8.5%	90	93	94	94	94	95	95	95	93	95	98	100	95	95

The indices compare the percentage of in-tab meters in each demo cell to the percentage of the market's population in each demo cell. Indices above 120 are in green and indices below 80 are in red.

Average Daily In-Tab Rate by Demographic Cell

Demo	% of P6+ Pop.	Nov 10	Dec 10	Hol 10	Jan 11	Feb 11	Mar 11	Apr 11	May 11	Jun 11	Jul 11	Aug 11	Sep 11	Oct 11	Nov 11
Persons 6-11	8.6%	71.7%	73.6%	67.6%	73.2%	72.2%	72.0%	73.9%	75.4%	72.7%	69.1%	69.1%	68.5%	68.3%	68.4%
Persons 12-17	9.0%	78.1%	80.2%	75.6%	79.5%	78.3%	81.3%	76.4%	79.9%	75.8%	69.9%	66.5%	72.7%	77.1%	77.7%
Men 18-24	4.8%	75.8%	79.6%	76.4%	80.5%	80.4%	79.8%	81.8%	78.7%	77.6%	76.7%	77.4%	77.8%	79.4%	79.6%
Women 18-24	4.6%	79.8%	78.6%	69.5%	75.3%	72.2%	75.3%	76.1%	75.9%	72.3%	72.6%	67.9%	71.8%	73.4%	76.9%
Men 25-34	6.5%	84.6%	85.6%	81.9%	85.7%	83.5%	84.0%	83.0%	87.0%	85.2%	84.0%	82.7%	80.8%	81.0%	83.3%
Women 25-34	6.5%	80.3%	82.0%	78.4%	81.3%	81.9%	81.3%	82.2%	83.7%	80.4%	77.3%	76.6%	78.1%	77.7%	78.9%
Men 35-44	7.2%	88.0%	88.4%	86.9%	87.6%	88.8%	89.7%	90.0%	90.9%	88.2%	83.0%	83.8%	84.5%	86.5%	87.6%
Women 35-44	7.5%	85.6%	84.0%	80.9%	85.9%	85.0%	88.0%	87.8%	85.5%	82.9%	78.9%	77.4%	79.7%	83.9%	81.8%
Men 45-49	4.1%	87.3%	89.9%	87.0%	86.6%	86.8%	85.3%	86.4%	86.9%	85.7%	81.0%	82.3%	84.1%	87.1%	85.5%
Women 45-49	4.2%	86.5%	88.9%	85.9%	86.3%	86.7%	86.5%	87.1%	90.2%	90.4%	86.7%	86.4%	85.9%	88.6%	90.0%
Men 50-54	4.1%	88.3%	86.3%	84.8%	86.7%	86.6%	88.1%	87.5%	89.8%	88.7%	87.9%	87.2%	89.3%	89.7%	89.9%
Women 50-54	4.3%	88.6%	88.5%	85.8%	89.7%	87.9%	88.9%	90.4%	88.4%	87.7%	87.0%	83.5%	88.2%	88.1%	89.7%
Men 55-64	6.7%	89.8%	90.3%	90.7%	92.4%	89.6%	91.8%	91.8%	91.6%	90.6%	90.5%	88.6%	90.2%	90.2%	90.3%
Women 55-64	7.2%	88.9%	89.2%	88.2%	88.4%	87.2%	89.1%	89.4%	91.1%	89.9%	87.8%	88.0%	87.2%	87.3%	88.6%
Men 65+	6.2%	92.0%	91.6%	92.9%	94.7%	91.6%	93.9%	90.8%	92.6%	93.6%	91.9%	91.7%	92.6%	92.5%	92.5%
Women 65+	8.5%	88.7%	90.6%	89.6%	91.5%	89.9%	90.1%	89.3%	90.4%	90.2%	89.0%	88.4%	89.4%	90.1%	91.0%

The in-tab rate is the percent of installed meters that were in-tab. Green signifies the highest value for each demo cell and red signifies the lowest value for each demo cell.

Index of Average Daily In-Tab Meters vs. Average Daily Installed Meters by Demographic Cell

Demo	% of P6+ Pop.	Nov 10	Dec 10	Hol 10	Jan 11	Feb 11	Mar 11	Apr 11	May 11	Jun 11	Jul 11	Aug 11	Sep 11	Oct 11	Nov 11
Persons 6-11	8.6%	84	85	82	86	86	84	87	87	86	84	85	83	82	81
Persons 12-17	9.0%	93	94	90	93	93	95	90	93	89	85	81	88	91	93
Men 18-24	4.8%	90	94	92	94	96	93	94	92	92	94	96	94	94	94
Women 18-24	4.6%	95	91	84	88	85	87	90	90	86	89	84	88	88	90
Men 25-34	6.5%	98	100	100	100	98	98	98	102	100	102	104	98	96	98
Women 25-34	6.5%	95	95	95	95	97	95	97	97	95	95	95	94	93	93
Men 35-44	7.2%	103	103	105	102	105	104	106	105	105	100	104	102	104	103
Women 35-44	7.5%	101	99	97	100	100	103	103	100	99	96	95	96	102	97
Men 45-49	4.1%	103	106	105	100	103	100	100	100	103	97	103	103	106	100
Women 45-49	4.2%	102	105	102	100	102	102	102	104	107	104	107	104	106	106
Men 50-54	4.1%	104	100	102	100	102	104	102	104	106	108	109	107	106	107
Women 50-54	4.3%	103	103	103	105	105	103	106	103	103	106	103	107	105	107
Men 55-64	6.7%	106	106	109	108	106	107	108	107	107	110	110	110	108	107
Women 55-64	7.2%	105	105	106	103	104	104	105	106	106	107	109	105	104	104
Men 65+	6.2%	109	107	113	109	108	110	108	108	110	113	114	112	110	110
Women 65+	8.5%	104	107	108	107	105	105	104	105	107	108	109	108	107	108

The indices compare the percentage of in-tab meters in each demo cell to the percentage of installed meters in each demo cell. Indices above 120 are in green and indices below 80 are in red.

Designated Delivery Index (DDI) by Demographic Cell

Demo	% of P6+ Pop.	Nov 10	Dec 10	Hol 10	Jan 11	Feb 11	Mar 11	Apr 11	May 11	Jun 11	Jul 11	Aug 11	Sep 11	Oct 11	Nov 11
Persons 6-11	8.6%	88	86	74	67	72	77	79	78	82	77	76	75	84	86
Persons 12-17	9.0%	101	99	90	85	84	86	80	84	84	74	73	78	83	90
Men 18-24	4.8%	102	105	96	92	108	109	106	97	100	89	93	90	101	108
Women 18-24	4.6%	99	98	84	79	89	92	92	90	93	82	77	75	80	82
Men 25-34	6.5%	97	98	95	86	88	91	85	82	77	79	81	80	79	78
Women 25-34	6.5%	104	100	96	89	97	102	99	89	88	85	85	89	84	84
Men 35-44	7.2%	97	93	87	80	83	83	78	78	78	71	71	70	79	87
Women 35-44	7.5%	114	111	104	93	91	93	91	90	91	84	80	81	88	91
Men 45-49	4.1%	105	105	102	91	93	91	89	83	85	79	79	82	83	91
Women 45-49	4.2%	124	116	108	103	117	115	111	111	112	106	103	107	117	122
Men 50-54	4.1%	154	149	142	122	132	140	132	138	135	123	115	115	120	123
Women 50-54	4.3%	163	161	157	144	153	156	156	148	150	147	148	142	141	154
Men 55-64	6.7%	154	154	152	139	140	139	140	136	139	144	147	148	147	150
Women 55-64	7.2%	173	170	160	145	141	140	138	139	146	148	150	145	139	137
Men 65+	6.2%	120	113	106	95	93	99	95	93	94	96	93	92	88	88
Women 65+	8.5%	105	105	100	92	96	99	97	95	93	92	93	97	94	97

DDI is a measure of sample delivery that compares average daily in-tab to average daily in-tab target. Indices above 120 are in green and indices below 80 are in red.

Number of Average Daily Persons 6+ In-Tab Meters by County

County	P6+ Population	Nov 10	Dec 10	Hol 10	Jan 11	Feb 11	Mar 11	Apr 11	May 11	Jun 11	Jul 11	Aug 11	Sep 11	Oct 11	Nov 11
Lapeer, MI	82400	29	35	30	27	30	34	31	28	27	31	37	36	34	36
Livingston, MI	171700	112	93	74	58	62	67	62	64	61	59	64	65	71	70
Macomb, MI	785000	269	262	240	248	264	274	280	274	259	254	257	268	288	296
Monroe, MI	142000	68	69	63	61	67	63	59	58	57	52	54	53	51	56
Oakland, MI	1115800	423	406	370	365	396	421	411	402	394	377	369	370	384	394
St Clair, MI	150800	72	66	61	74	78	76	76	75	67	62	60	62	60	60
Wayne, MI	1640000	702	715	704	692	685	684	654	643	696	689	672	668	675	706

Green signifies the highest value for each county and red signifies the lowest value for each county.

Index of Persons 6+ Average Daily In-Tab Meters vs. Population by County

County	% of P6+ Pop.	Nov 10	Dec 10	Hol 10	Jan 11	Feb 11	Mar 11	Apr 11	May 11	Jun 11	Jul 11	Aug 11	Sep 11	Oct 11	Nov 11
Lapeer, MI	2.0%	85	105	95	90	95	105	100	90	85	100	120	120	110	110
Livingston, MI	4.2%	163	139	117	93	95	100	95	100	95	95	102	105	107	102
Macomb, MI	19.2%	86	86	84	88	90	91	96	96	90	90	92	95	96	95
Monroe, MI	3.5%	121	124	121	118	124	115	112	112	109	100	106	103	94	100
Oakland, MI	27.3%	94	93	90	90	94	97	98	97	94	93	91	91	90	89
St Clair, MI	3.7%	116	108	108	132	132	127	130	132	116	111	108	111	103	100
Wayne, MI	40.1%	101	105	110	109	104	101	100	100	107	109	107	106	108	109

The indices compare the percentage of in-tab meters in each county to the percentage of the market's population in each county. Indices above 120 are in green and indices below 80 are in red.

Number of Persons 6+ Average Daily Installed Meters by Ethnic Group

Ethnicity	Population	Nov 10	Dec 10	Hol 10	Jan 11	Feb 11	Mar 11	Apr 11	May 11	Jun 11	Jul 11	Aug 11	Sep 11	Oct 11	Nov 11
Black	921900	449	457	479	436	440	433	410	390	454	480	486	475	468	467
Other	3165800	1530	1468	1387	1345	1435	1459	1437	1404	1394	1376	1382	1367	1399	1454

Number of Persons 6+ Average Daily In-tab Meters by Ethnic Group

Ethnicity	Population	Nov 10	Dec 10	Hol 10	Jan 11	Feb 11	Mar 11	Apr 11	May 11	Jun 11	Jul 11	Aug 11	Sep 11	Oct 11	Nov 11
Black	921900	378	379	378	362	356	360	343	319	364	383	374	384	378	385
Other	3165800	1299	1266	1165	1163	1225	1259	1230	1226	1197	1140	1139	1138	1185	1232

Green signifies the highest value for each ethnic group and red signifies the lowest value for each ethnic group.

Persons 6+ Average Daily In-Tab Rate by Ethnic Group

Ethnicity	% of P6+ Pop.	Nov 10	Dec 10	Hol 10	Jan 11	Feb 11	Mar 11	Apr 11	May 11	Jun 11	Jul 11	Aug 11	Sep 11	Oct 11	Nov 11
Black	22.6%	84.2%	82.9%	78.9%	83.0%	80.9%	83.1%	83.7%	81.8%	80.2%	79.8%	77.0%	80.8%	80.8%	82.4%
Other	77.4%	84.9%	86.2%	84.0%	86.5%	85.4%	86.3%	85.6%	87.3%	85.9%	82.8%	82.4%	83.2%	84.7%	84.7%

Index of Persons 6+ Average Daily In-tab vs. Population by Ethnic Group

Ethnicity	Nov 10	Dec 10	Hol 10	Jan 11	Feb 11	Mar 11	Apr 11	May 11	Jun 11	Jul 11	Aug 11	Sep 11	Oct 11	Nov 11
Black	100	102	108	105	100	98	96	91	103	111	109	112	107	105
Other	100	99	98	99	100	101	101	103	99	97	97	97	98	98

Index of Persons 6+ Average Daily In-tab vs. Average Daily Installed by Ethnic Group

Ethnicity	Nov 10	Dec 10	Hol 10	Jan 11	Feb 11	Mar 11	Apr 11	May 11	Jun 11	Jul 11	Aug 11	Sep 11	Oct 11	Nov 11
Black	99	97	95	97	96	97	98	95	95	97	95	98	96	98
Other	100	101	102	101	101	101	101	101	102	101	102	101	101	101

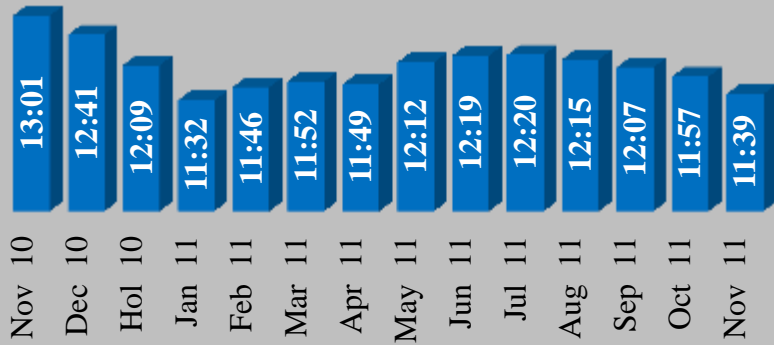
In the top chart, green signifies the highest value for each ethnic group and red signifies the lowest value for each ethnic group. The indices compare the percentage of in-tab meters in each ethnic group to the percentage of the market's population (middle table) and the percentage of installed meters (bottom table). Indices above 120 are in green and indices below 80 are in red.

Market Listening Trends

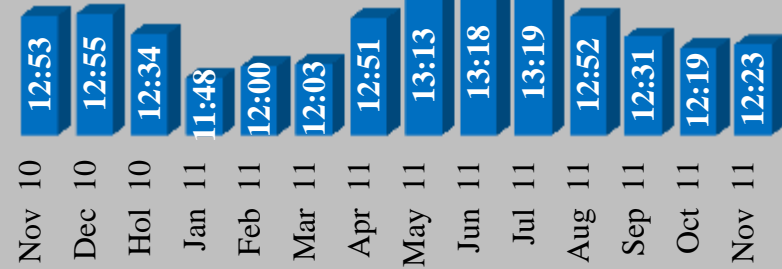
This section provides an overview of how consumers in Detroit use radio.

Average Weekly Time Exposed (AWTE) Mon-Sun 6A-12Mid Hours:Minutes

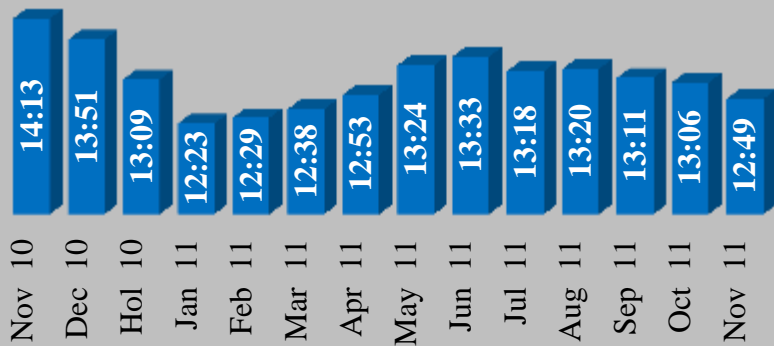
Persons 6+



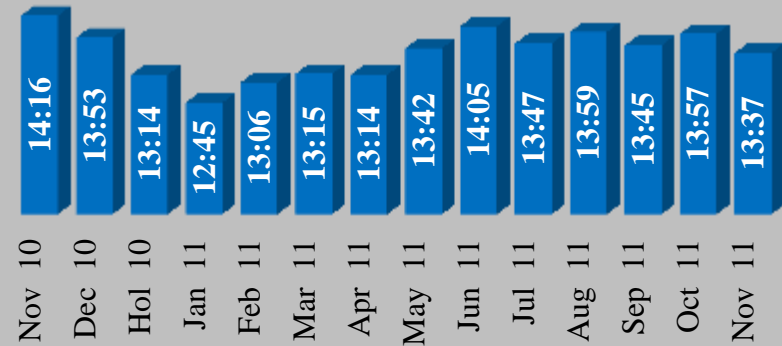
Persons 18-34



Persons 18-49



Persons 25-54



Average Weekly Time Exposed (AWTE) by Daypart Persons 6+ Hours:Minutes

Daypart	Nov 10	Dec 10	Hol 10	Jan 11	Feb 11	Mar 11	Apr 11	May 11	Jun 11	Jul 11	Aug 11	Sep 11	Oct 11	Nov 11
Mon-Sun 6A-12Mid	13:01	12:41	12:09	11:32	11:46	11:52	11:49	12:12	12:19	12:20	12:15	12:07	11:57	11:39
Mon-Fri 6A-7P	9:00	8:42	8:18	8:10	8:13	8:11	8:09	8:22	8:18	8:18	8:24	8:19	8:08	8:02
Mon-Fri 6A-10A	3:24	3:12	3:07	3:15	3:13	3:13	3:07	3:16	3:06	3:07	3:14	3:10	3:15	3:11
Mon-Fri 10A-3P	4:15	4:04	3:53	3:54	3:56	3:56	3:59	4:04	3:55	4:01	4:06	3:59	3:51	3:51
Mon-Fri 3P-7P	3:19	3:15	3:05	3:04	3:03	3:03	2:57	3:03	3:07	3:03	3:04	3:04	2:58	2:57
Mon-Fri 7P-12Mid	1:59	2:03	2:00	1:52	1:55	1:54	1:57	2:00	1:58	2:04	2:04	2:00	1:57	1:56
Sat-Sun 6A-12Mid	3:32	3:22	3:23	3:07	3:14	3:18	3:16	3:23	3:31	3:35	3:25	3:23	3:24	3:16
Sat 6A-10A	1:04	1:01	1:06	1:05	1:04	1:03	1:02	0:58	0:59	1:00	1:01	1:03	1:03	1:03
Sat 10A-3P	1:17	1:15	1:12	1:10	1:11	1:09	1:10	1:12	1:13	1:16	1:16	1:14	1:13	1:12
Sat 3P-7P	1:01	1:00	1:02	0:56	1:00	0:57	0:59	1:00	1:02	1:03	1:01	1:00	1:00	0:58
Sat 7P-12Mid	0:59	1:00	0:58	1:00	1:00	0:59	1:00	1:00	1:01	1:01	0:58	0:58	0:59	0:59
Sun 6A-10A	1:03	1:00	0:59	0:59	1:05	1:02	0:59	0:59	0:57	0:58	0:57	1:00	1:06	0:58
Sun 10A-3P	1:09	1:06	1:04	1:05	1:04	1:05	1:06	1:08	1:07	1:10	1:08	1:06	1:07	1:07
Sun 3P-7P	1:01	0:58	0:59	0:56	0:58	0:55	0:58	0:59	1:03	1:02	1:02	1:00	0:56	0:57
Sun 7P-12Mid	0:57	0:55	1:01	0:55	0:51	0:52	0:57	0:56	0:56	0:59	0:52	0:55	0:54	0:59

Green signifies the highest value for each daypart and red signifies the lowest value for each daypart.

Average Weekly Time Exposed (AWTE) by Demographic Group Monday-Sunday 6A-12Mid Hours:Minutes

Demo	Nov 10	Dec 10	Hol 10	Jan 11	Feb 11	Mar 11	Apr 11	May 11	Jun 11	Jul 11	Aug 11	Sep 11	Oct 11	Nov 11
Persons 12-24	10:59	10:48	10:31	9:39	10:07	9:53	10:17	10:38	10:39	11:02	10:10	10:17	9:29	9:38
Persons 18-34	12:53	12:55	12:34	11:48	12:00	12:03	12:51	13:13	13:18	13:19	12:52	12:31	12:19	12:23
Persons 18-49	14:13	13:51	13:09	12:23	12:29	12:38	12:53	13:24	13:33	13:18	13:20	13:11	13:06	12:49
Persons 25-49	14:24	14:03	13:20	12:38	12:42	12:57	13:01	13:33	13:47	13:24	13:40	13:24	13:27	13:07
Persons 25-54	14:16	13:53	13:14	12:45	13:06	13:15	13:14	13:42	14:05	13:47	13:59	13:45	13:57	13:37
Persons 35-64	14:39	13:55	13:18	12:46	13:03	13:21	12:56	13:31	13:48	13:24	13:26	13:28	13:36	13:13
Men 12-24	10:15	9:59	9:37	9:05	9:44	9:14	10:25	10:37	10:24	10:38	9:23	9:21	9:43	9:35
Men 18-34	13:30	13:08	12:59	12:18	12:34	12:11	13:51	14:22	13:46	13:55	12:55	12:33	13:17	13:08
Men 18-49	15:43	14:47	14:00	13:33	13:53	13:47	14:36	15:09	14:45	14:31	14:26	14:09	14:41	14:04
Men 25-49	16:37	15:31	14:43	14:19	14:33	14:36	15:00	15:34	15:16	14:52	15:14	14:47	15:15	14:39
Men 25-54	16:10	15:16	14:32	14:26	15:01	14:54	15:09	15:33	15:24	15:13	15:27	15:12	15:41	15:05
Men 35-64	16:36	15:34	14:41	14:23	15:00	15:11	14:54	15:16	15:10	14:48	15:12	15:08	15:34	14:59
Women 12-24	11:47	11:41	11:28	10:16	10:32	10:34	10:11	10:38	10:55	11:25	10:59	11:18	9:14	9:42
Women 18-34	12:14	12:41	12:08	11:15	11:24	11:55	11:48	12:03	12:49	12:43	12:48	12:28	11:21	11:39
Women 18-49	12:42	12:54	12:17	11:14	11:03	11:28	11:08	11:38	12:21	12:05	12:12	12:13	11:28	11:34
Women 25-49	12:11	12:35	11:56	10:58	10:51	11:19	11:04	11:31	12:20	11:56	12:06	12:01	11:39	11:36
Women 25-54	12:22	12:31	11:55	11:04	11:11	11:38	11:21	11:52	12:47	12:24	12:32	12:18	12:13	12:10
Women 35-64	12:45	12:19	11:56	11:13	11:09	11:33	11:02	11:46	12:28	12:03	11:42	11:48	11:37	11:28

Green signifies the highest value for each demographic and red signifies the lowest value for each demographic.

Average Weekly Time Exposed (AWTE) by Demographic Cell Monday-Sunday 6A-12Mid Hours:Minutes

Demo	Nov 10	Dec 10	Hol 10	Jan 11	Feb 11	Mar 11	Apr 11	May 11	Jun 11	Jul 11	Aug 11	Sep 11	Oct 11	Nov 11
Persons 6-11	6:54	7:36	7:15	6:20	6:01	6:29	6:23	6:24	7:07	8:20	8:35	7:39	7:20	6:49
Persons 12-17	8:23	8:17	8:31	7:42	8:33	8:11	8:07	8:19	8:35	9:02	8:12	8:05	7:07	7:35
Persons 18-24	13:30	13:06	12:24	11:26	11:37	11:26	12:20	12:50	12:39	12:55	12:02	12:24	11:45	11:40
Persons 25-34	12:25	12:46	12:40	12:05	12:15	12:31	13:14	13:31	13:47	13:38	13:28	12:36	12:44	12:53
Persons 35-44	15:15	14:52	13:55	13:15	12:18	12:30	11:50	12:32	12:48	12:38	12:57	13:15	13:05	12:34
Persons 45-54	14:44	13:50	13:02	12:48	14:25	14:28	14:28	14:53	15:25	14:55	15:17	15:03	15:39	15:05
Persons 55-64	13:51	12:58	12:56	12:11	12:11	12:52	12:13	12:53	12:52	12:22	11:39	11:43	11:36	11:34
Persons 65+	14:39	14:02	13:01	12:41	12:38	12:12	12:08	12:08	11:27	11:40	11:59	12:21	11:46	10:48
Boys 6-11	6:15	6:12	5:38	4:41	4:56	5:43	5:56	4:42	4:49	5:58	6:30	5:23	5:33	5:06
Boys 12-17	8:01	7:33	7:49	7:17	7:55	7:26	7:28	7:35	7:50	8:04	7:02	6:46	6:39	7:09
Men 18-24	12:23	12:10	11:20	10:45	11:27	10:49	13:13	13:34	12:51	13:07	11:33	11:46	12:36	11:53
Men 25-34	14:21	13:54	14:14	13:31	13:25	13:15	14:23	14:58	14:27	14:31	13:57	13:08	13:45	13:59
Men 35-44	17:12	16:20	15:05	14:43	14:29	14:52	14:19	14:57	14:32	14:02	14:42	14:45	14:58	13:34
Men 45-54	16:39	15:21	14:15	14:53	16:40	16:10	16:29	16:33	16:55	16:46	17:13	17:08	17:46	17:14
Men 55-64	15:53	15:03	14:46	13:23	13:28	14:16	13:32	14:04	13:43	13:12	13:13	13:04	13:28	13:44
Men 65+	15:29	15:48	14:10	14:10	14:46	13:54	14:28	15:29	14:22	14:30	14:54	15:08	13:52	13:08
Girls 6-11	7:37	9:05	9:09	8:07	7:13	7:10	6:50	8:09	9:31	10:51	10:44	10:00	9:15	8:45
Girls 12-17	8:47	9:07	9:15	8:08	9:09	8:54	8:49	9:05	9:21	10:04	9:23	9:32	7:37	8:01
Women 18-24	14:40	14:07	13:34	12:10	11:52	12:06	11:25	12:06	12:26	12:42	12:34	13:05	10:51	11:25
Women 25-34	10:26	11:35	11:01	10:30	11:03	11:46	12:02	12:02	13:07	12:44	12:58	12:03	11:42	11:48
Women 35-44	13:21	13:27	12:45	11:50	10:08	10:12	9:23	10:07	11:06	11:15	11:09	11:43	11:11	11:33
Women 45-54	12:53	12:25	11:51	10:48	12:11	12:45	12:31	13:14	13:59	13:05	13:23	13:00	13:31	12:59
Women 55-64	11:57	11:00	11:10	11:03	10:58	11:33	10:57	11:43	12:02	11:34	10:13	10:26	9:48	9:29
Women 65+	14:00	12:43	12:11	11:33	11:02	10:52	10:22	9:32	9:14	9:29	9:42	10:05	10:09	9:02

Green signifies the highest value for each demographic and red signifies the lowest value for each demographic.

Average Weekly Time Exposed (AWTE) by Ethnic Group
 Monday-Sunday 6A-12Mid
 Persons 6+
 Hours:Minutes

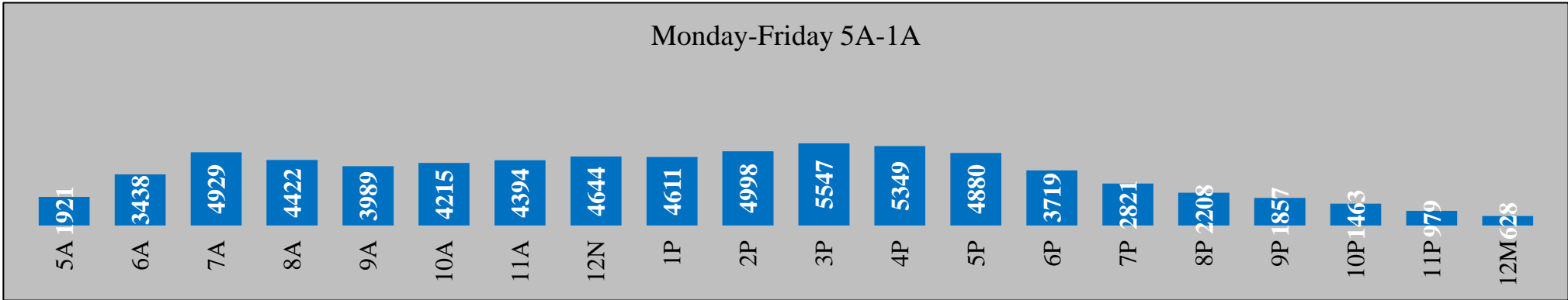
Ethnicity	Nov 10	Dec 10	Hol 10	Jan 11	Feb 11	Mar 11	Apr 11	May 11	Jun 11	Jul 11	Aug 11	Sep 11	Oct 11	Nov 11
Black	14:21	14:09	13:39	12:34	12:40	12:47	12:29	12:56	13:26	14:17	13:53	13:57	13:42	13:23
Other	12:38	12:15	11:43	11:14	11:30	11:36	11:38	11:59	11:59	11:45	11:46	11:35	11:27	11:08

Green signifies the highest value for each ethnic group and red signifies the lowest value for each ethnic group.

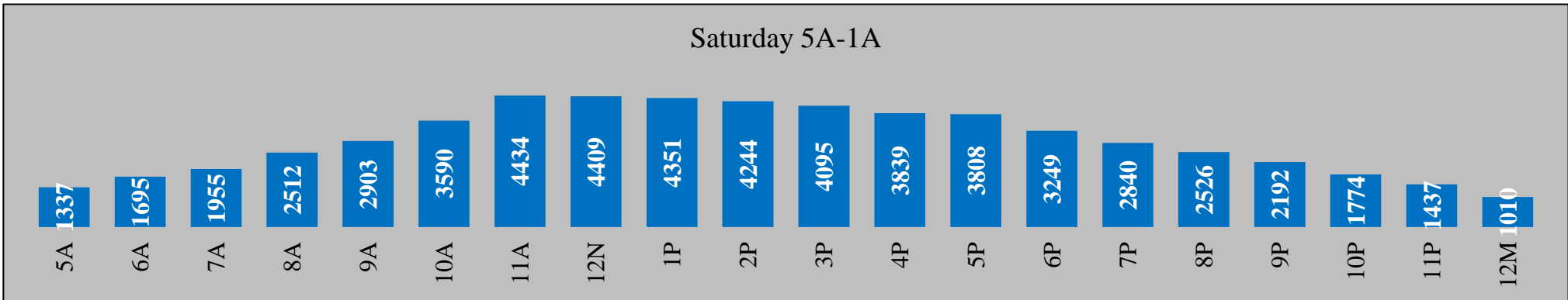
Hour by Hour Listening

AQH Persons (00) 6+

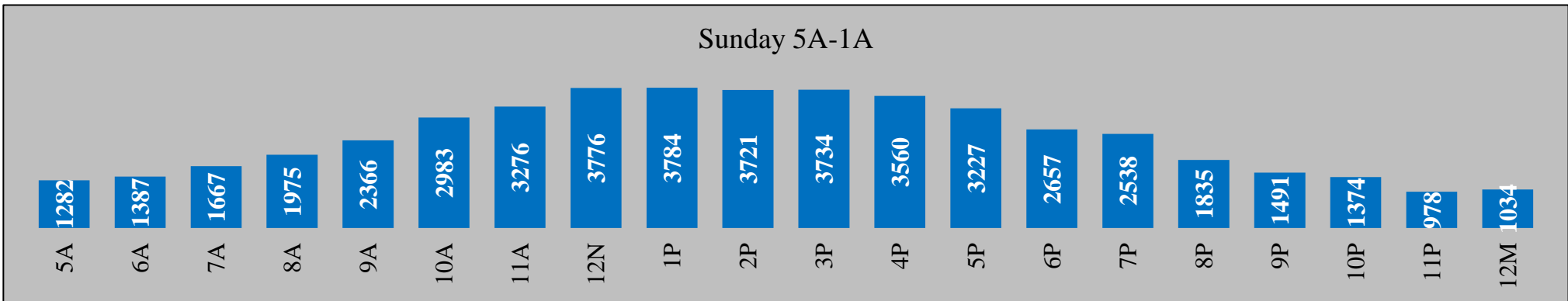
Monday-Friday 5A-1A



Saturday 5A-1A



Sunday 5A-1A



Radio Stations

This section provides a summary of the radio stations in the metro, as well as a comparison of demographic attributes of each station.

- Formats, Frequencies, Owners
- Share Trends and Profiles
- Comparagraph

Radio Stations

Station	Format	Frequency	Power	City of License	Group Ownership
WDFN-AM	All Sports	1130	50,000/10,000	Detroit, MI	Clear Channel Comm. Inc
WDTW-AM	News Talk Information	1310	5,000/5,000	Dearborn/Detroit, MI	Clear Channel Comm. Inc
WDTW-FM	Pop Contemporary Hit Radio	106.7	61,000	Detroit, MI	Clear Channel Comm. Inc
WJLB-FM	Urban Contemporary	97.9	50,000	Detroit, MI	Clear Channel Comm. Inc
WKQI-FM	Pop Contemporary Hit Radio	95.5	100,000	Detroit, MI	Clear Channel Comm. Inc
WMXD-FM	Urban Adult Contemporary	92.3	45,000	Detroit, MI	Clear Channel Comm. Inc
WNIC-FM	Adult Contemporary	100.3	32,000	Dearborn/Detroit, MI	Clear Channel Comm. Inc
CIDR-FM	Album Adult Alternative	93.9	100,000	Windsor/Detroit, CN	Bell Canada Enterprises
CIMX-FM	Alternative	88.7	100,000	Windsor/Detroit, CN	Bell Canada Enterprises
CKWW-AM	Oldies	580	500/500	Windsor/Detroit, CN	Bell Canada Enterprises
WCHB-AM	Urban Talk	1200	50,000/15,000	Taylor/Detroit, MI	Radio One Inc
WCSX-FM	Classic Rock	94.7	13,500	Birmingham/Detroit, MI	Greater Media Inc
WDET-FM	News Talk Information (Non-Commercial)	101.9	48,000	Detroit, MI	Wayne State University
WDMK-FM	Urban Adult Contemporary	105.9	20,000	Detroit, MI	Radio One Inc
WDRQ-FM	Adult Hits	93.1	26,500	Detroit, MI	Cumulus Media Holdings Inc.
WDTK-AM	News Talk Information	1400	1,000/1,000	Detroit, MI	Salem Communications Corp.
WDVD-FM	Hot Adult Contemporary	96.3	20,000	Detroit, MI	Cumulus Media Holdings Inc.
WDZH-FM	Pop Contemporary Hit Radio	98.7	50,000	Detroit, MI	CBS Radio
WEXL-AM	Gospel	1340	1,000/1,000	Royal Oak, MI	Crawford Broadcasting Company
WGPR-F2	New AC (NAC)/Smooth Jazz	107.5	N/A	Detroit, MI	WGPR Inc
WGPR-F3	Alternative	107.5	N/A	Detroit, MI	WGPR Inc
WGPR-FM	Urban Contemporary	107.5	50,000	Detroit, MI	WGPR Inc
WHMI-FM	Classic Hits	93.5	5,200	Howell/Brighton, MI	Livingston Radio
WJR -AM	News Talk Information	760	50,000/50,000	Detroit, MI	Cumulus Media Holdings Inc.
WLQV-AM	Religious	1500	50,000/10,000	Detroit, MI	Salem Communications Corp.

Radio Stations (continued)

Station	Format	Frequency	Power	City of License	Group Ownership
WMGC-FM	Adult Contemporary	105.1	50,000	Detroit, MI	Greater Media Inc
WMUZ-FM	Contemporary Christian	103.5	50,000	Detroit, MI	Crawford Broadcasting Company
WOMC-FM	Classic Hits	104.3	190,000	Detroit, MI	CBS Radio
WPZR-FM	Gospel	102.7	50,000	Mt Clemens/Detroit, MI	Radio One Inc
WRCJ-FM	Classical (Non-Commercial)	90.9	42,000	Detroit, MI	City of Detroit, Board of Ed.
WRDT-AM	Religious	560	500/14	Monroe/Detroit, MI	Crawford Broadcasting Company
WRIF-FM	Active Rock	101.1	27,000	Detroit, MI	Greater Media Inc
WSAQ-FM	Country	107.1	6,000	Port Huron, MI	Liggett Communications LLC
WUFL-AM	Contemporary Inspirational	1030	5,000/0	Sterling Heights, MI	Family Life Communications Inc
WWJ -AM	All News	950	50,000/50,000	Detroit, MI	CBS Radio
WXYT-AM	All Sports	1270	50,000/50,000	Detroit, MI	CBS Radio
WXYT-FM	All Sports	97.1	50,000	Detroit, MI	CBS Radio
WYCD-FM	Country	99.5	17,500	Detroit, MI	CBS Radio

Recent Station Changes

WCHB-AM: Can now be heard on an FM translator at 99.9.

WDTW-FM: Changed format from Pop Contemporary Hit Radio to Classic Rock, 11/4/11 (last week of November 2011 survey). Will move from the CHR/New Rock Life Group to the Rock/Hot Talk Life Group effective with the December 2011 survey.

WGPR-FM: Radio One assumes control of WGPR-FM through LMA from International Free & Accepted Modern Masons Inc., 10/21/11. "Hot" programming, previously on WHTD-FM, moves to WGPR-FM, 10/26/11 (week 3 of November 2011 survey). Their Life Group remains Urban.

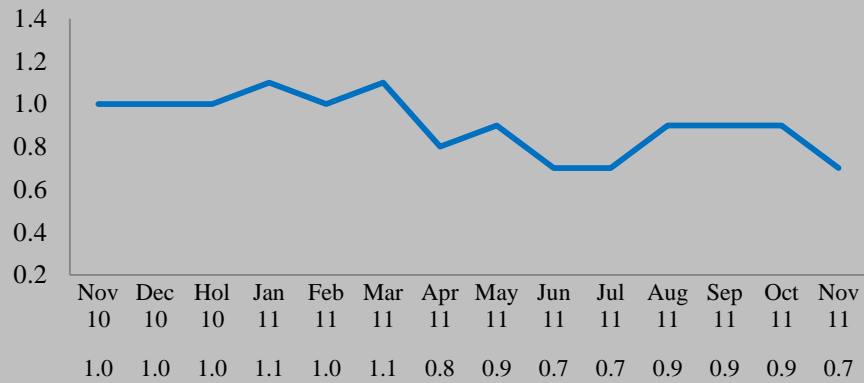
WPZR-FM: WHTD-FM changes call letters to WPZR-FM and changes format from Urban Contemporary to Gospel, 10/31/11 (week 3 of November 2011 survey). Will move from the Urban Life Group to the Religious Life Group effective with the December 2011 survey.

WDFN-AM

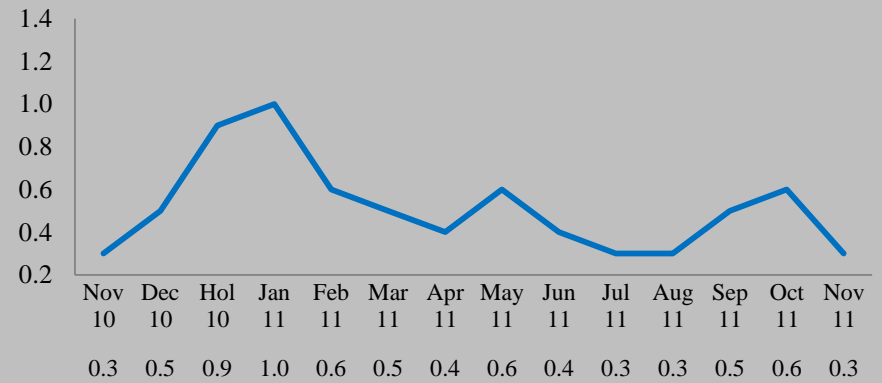
1130

All Sports

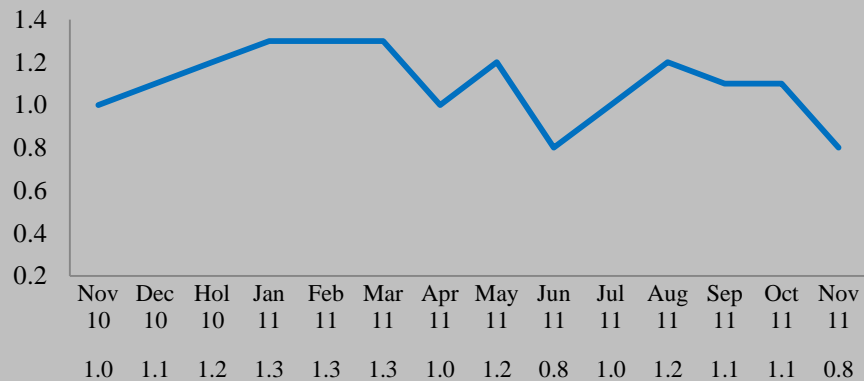
**Persons 6+ AQH Share
Mon-Sun 6A-12Mid**



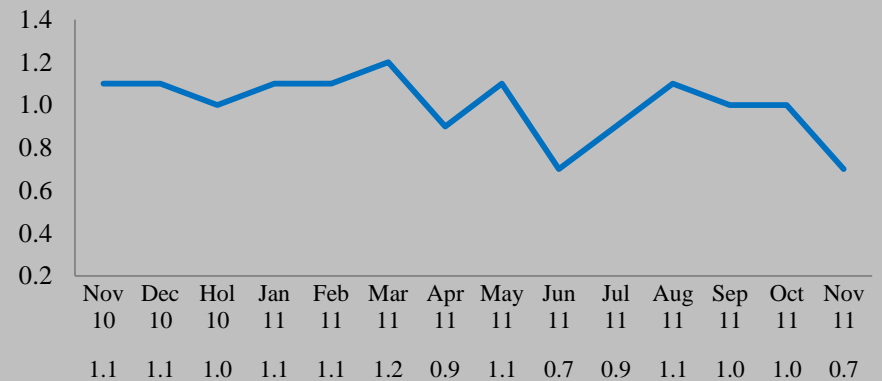
**Persons 18-34 AQH Share
Mon-Sun 6A-12Mid**



**Persons 18-49 AQH Share
Mon-Sun 6A-12Mid**



**Persons 25-54 AQH Share
Mon-Sun 6A-12Mid**

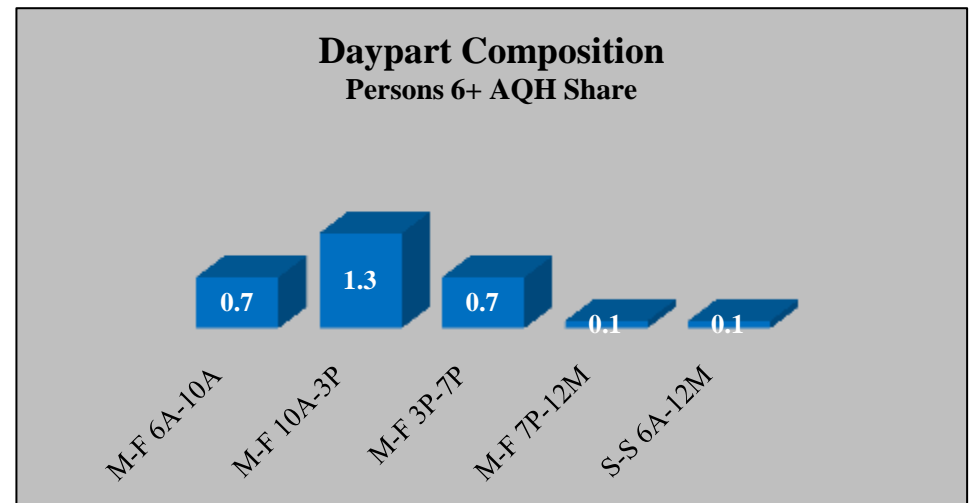
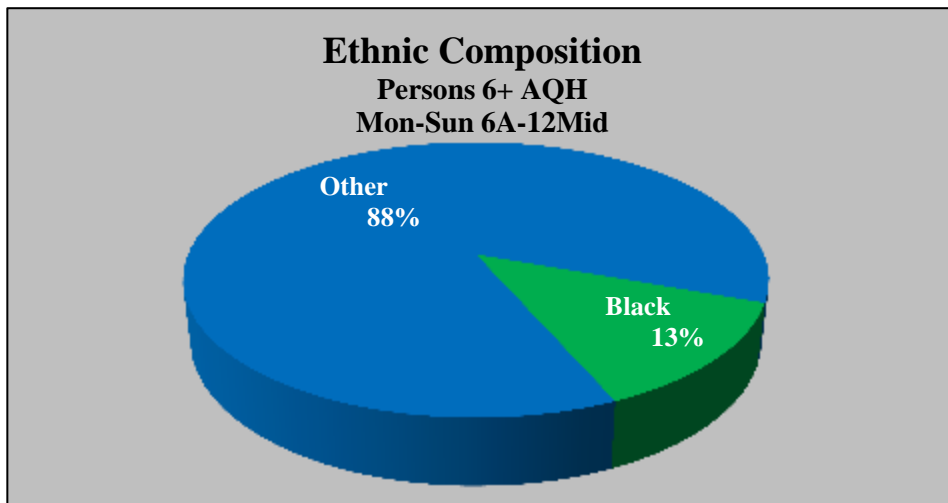
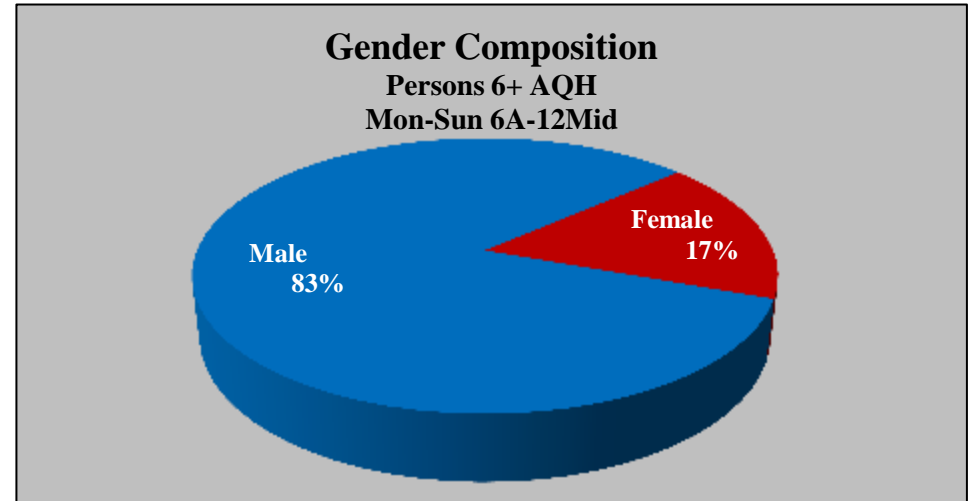
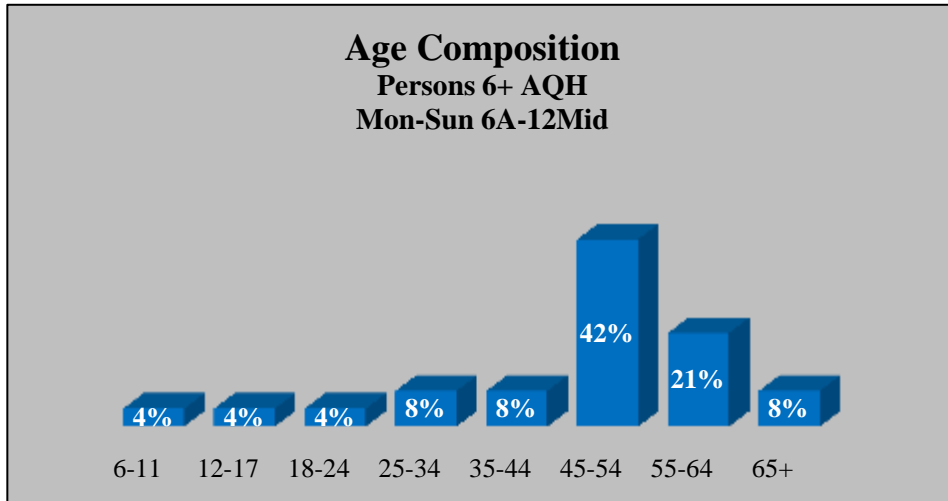


WDFN-AM

1130

All Sports

Persons 6+ Weekly Cume: 104,700 / AQH Median Age: 47.9



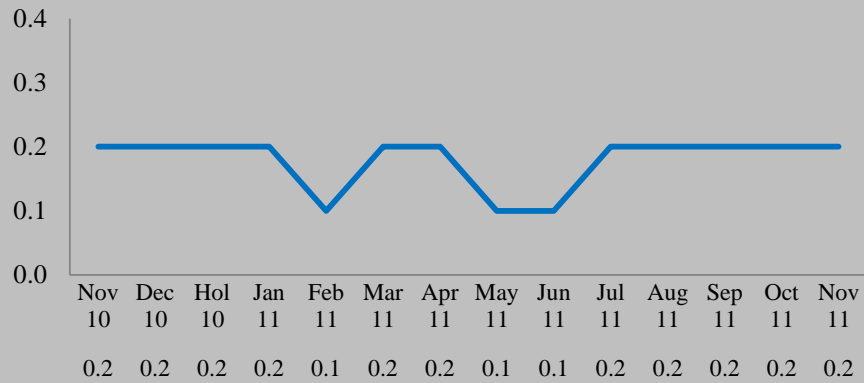
Numbers may not add to 100% due to Arbitron's rounding methods. Median age cannot be calculated above 65.

WDTW-AM

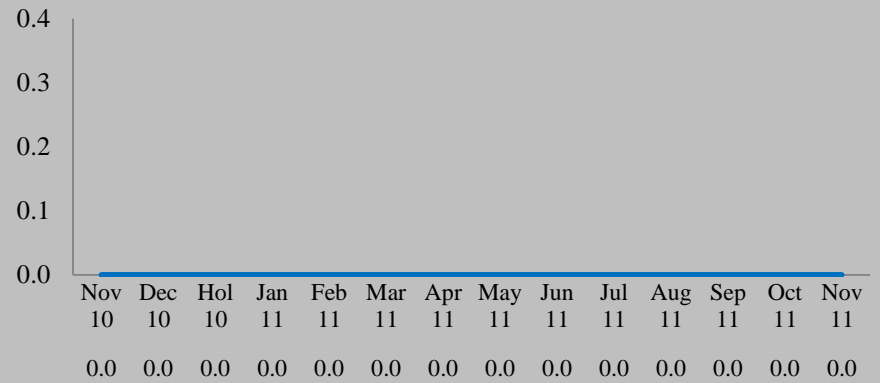
1310

News Talk Information

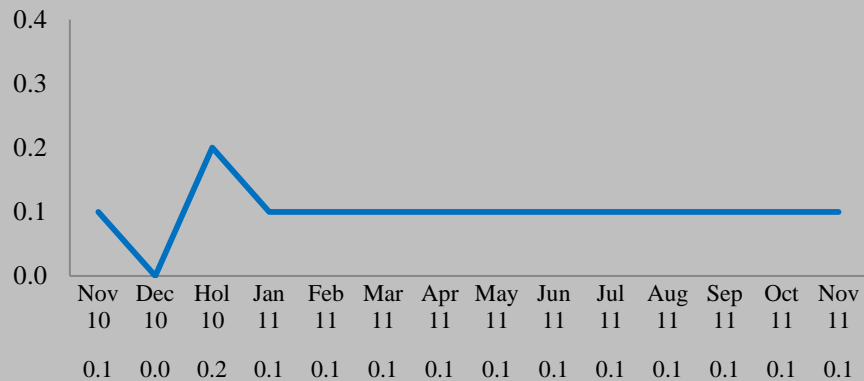
**Persons 6+ AQH Share
Mon-Sun 6A-12Mid**



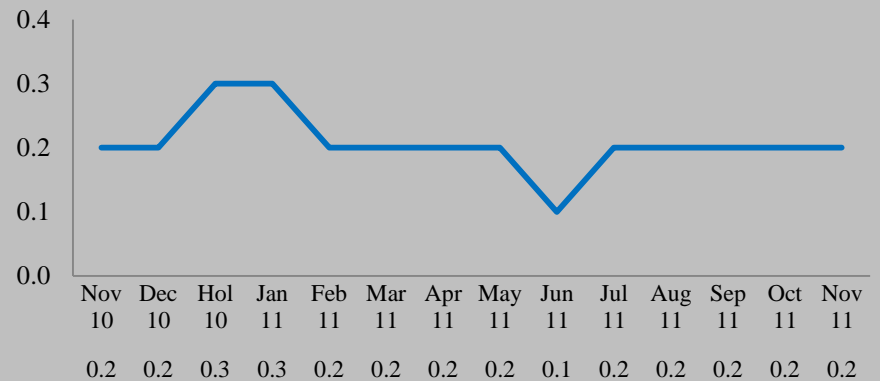
**Persons 18-34 AQH Share
Mon-Sun 6A-12Mid**



**Persons 18-49 AQH Share
Mon-Sun 6A-12Mid**



**Persons 25-54 AQH Share
Mon-Sun 6A-12Mid**

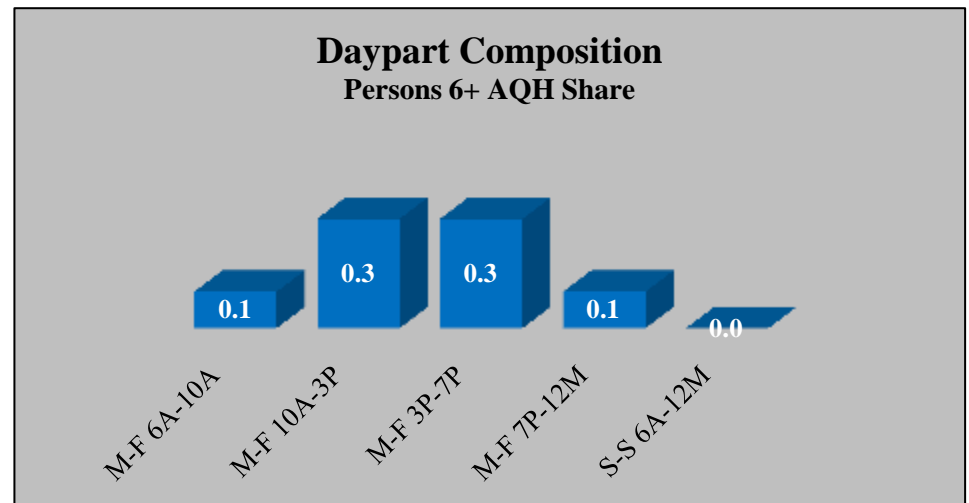
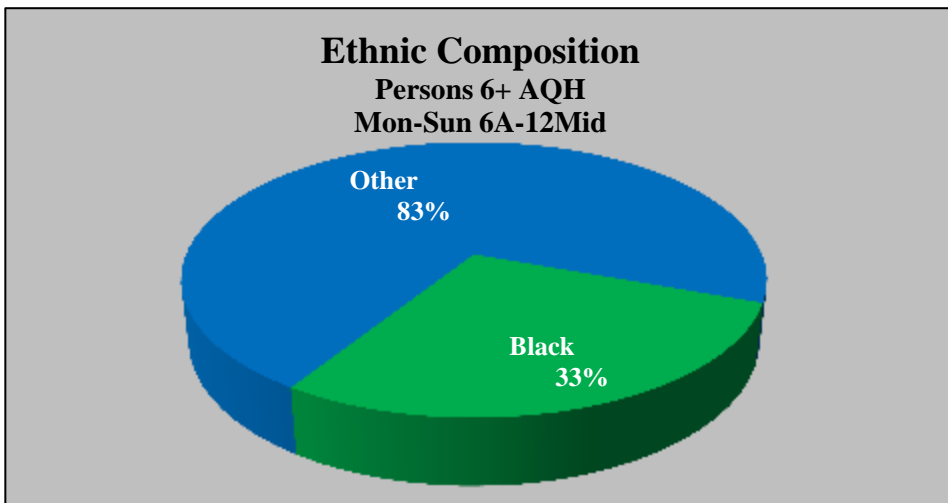
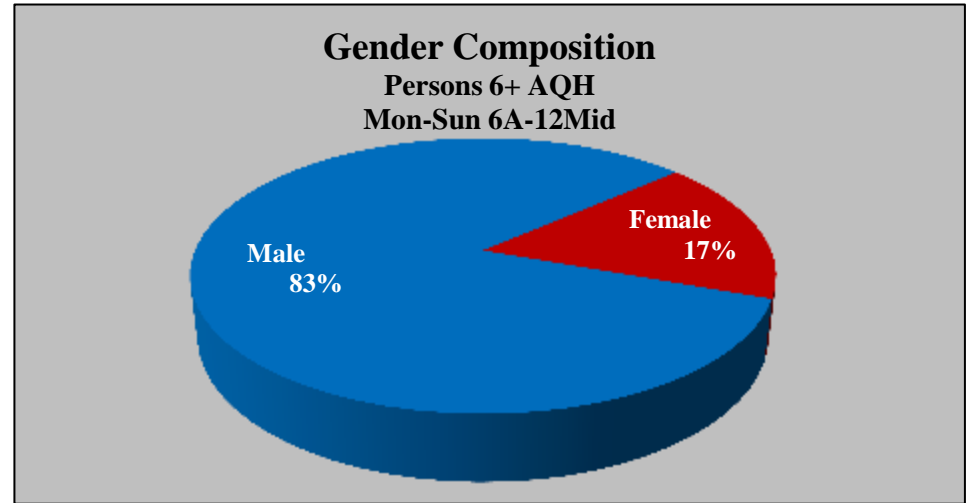
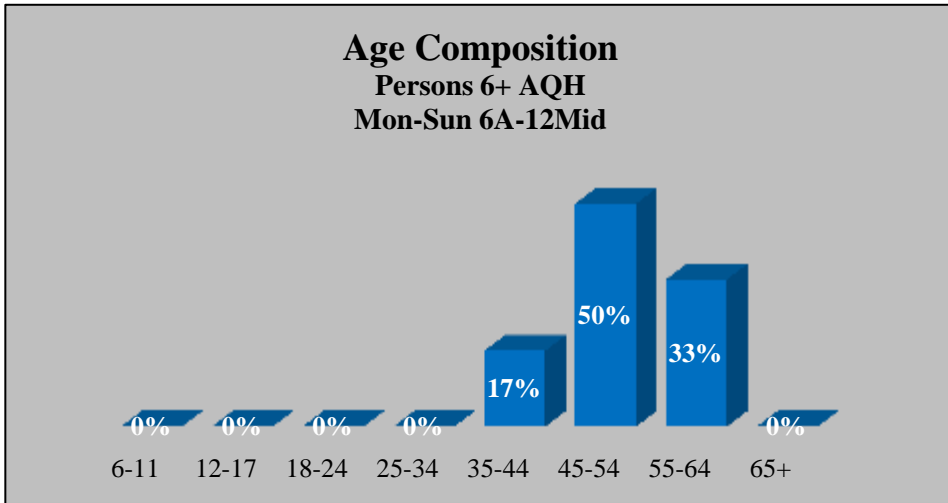


WDTW-AM

1310

News Talk Information

Persons 6+ Weekly Cume: 37,800 / AQH Median Age: 52.5



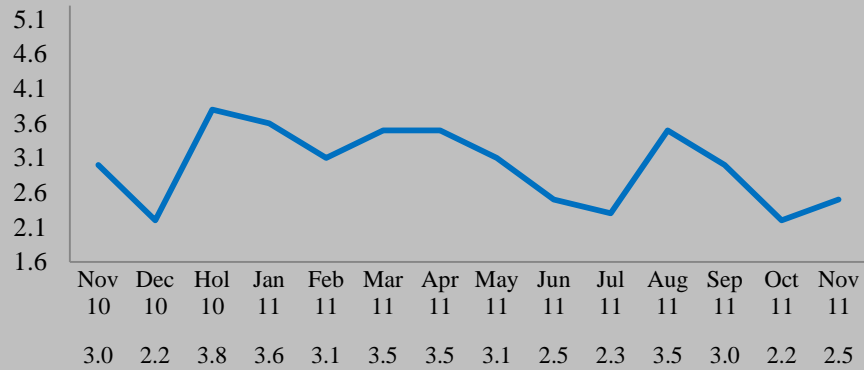
Numbers may not add to 100% due to Arbitron's rounding methods. Median age cannot be calculated above 65.
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WDTW-FM

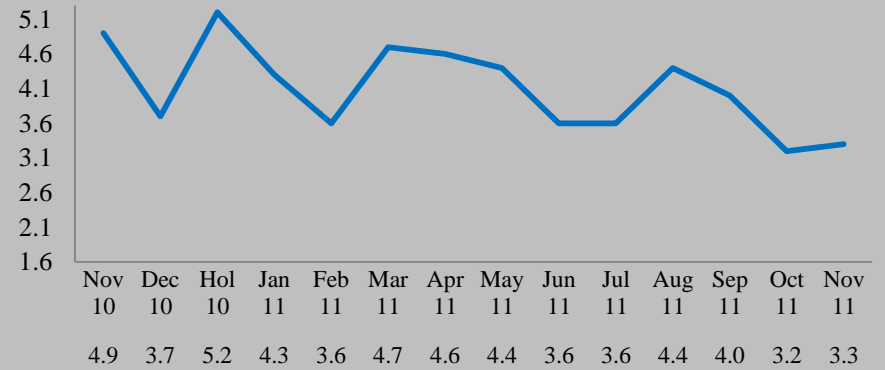
106.7

Pop Contemporary Hit Radio

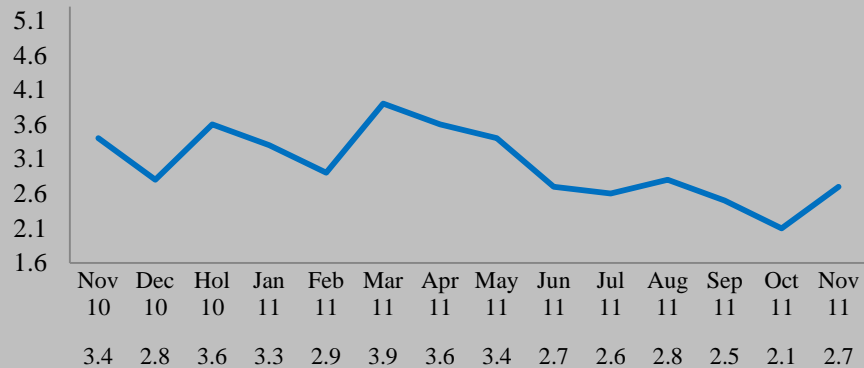
**Persons 6+ AQH Share
Mon-Sun 6A-12Mid**



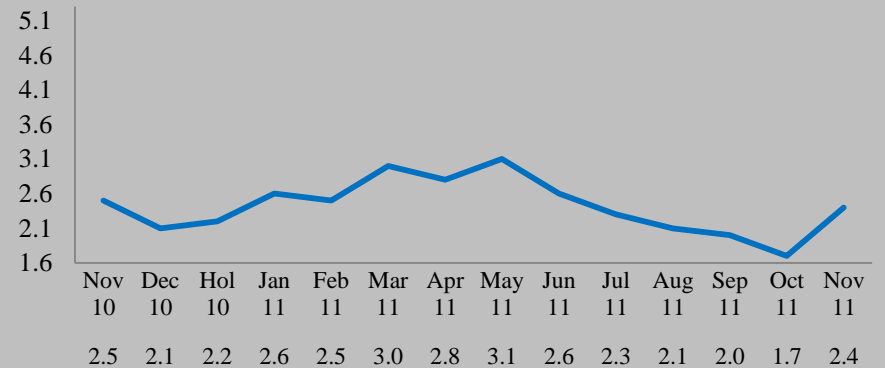
**Persons 18-34 AQH Share
Mon-Sun 6A-12Mid**



**Persons 18-49 AQH Share
Mon-Sun 6A-12Mid**



**Persons 25-54 AQH Share
Mon-Sun 6A-12Mid**

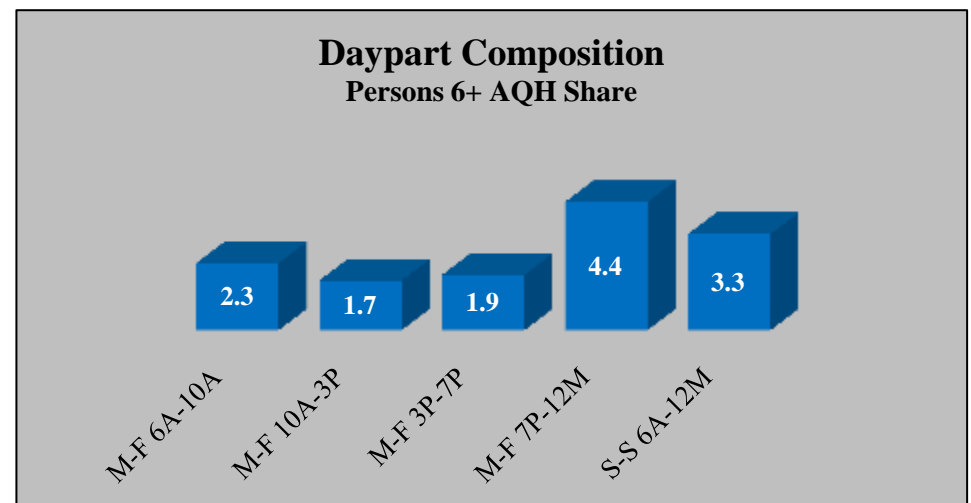
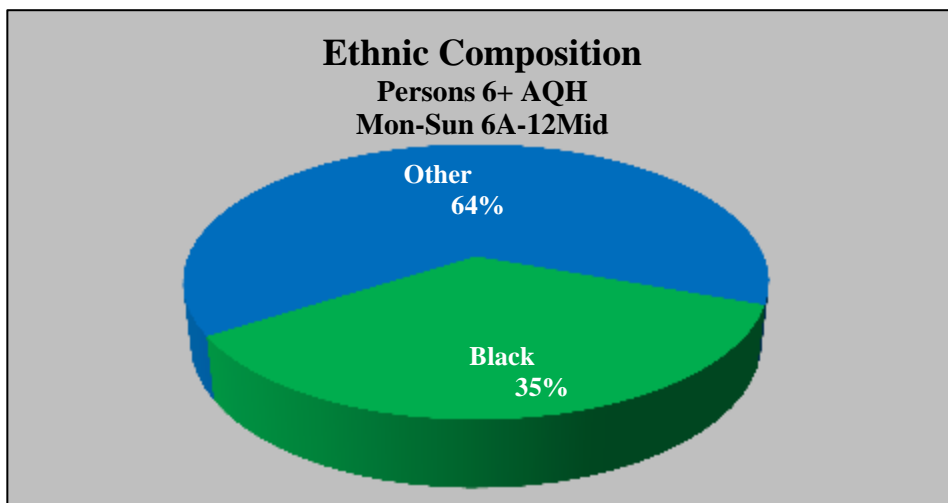
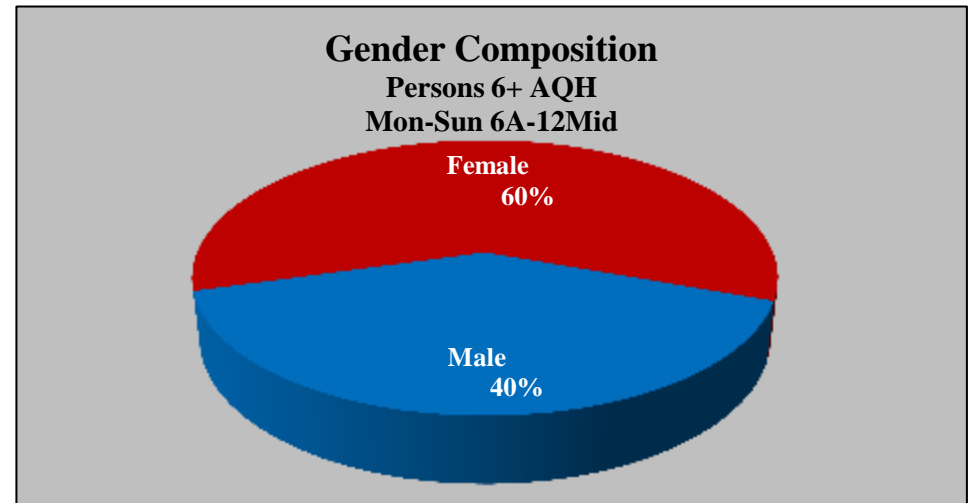
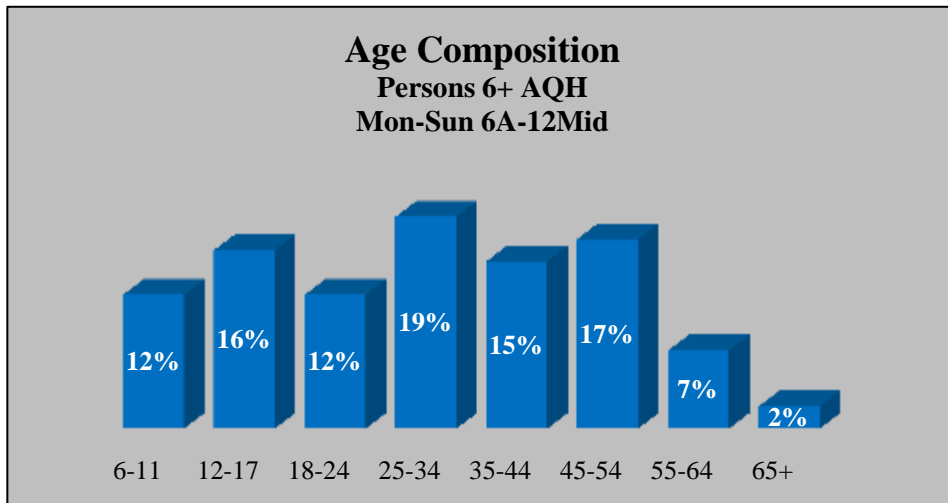


WDTW-FM

106.7

Pop Contemporary Hit Radio

Persons 6+ Weekly Cume: 607,800 / AQH Median Age: 29.6



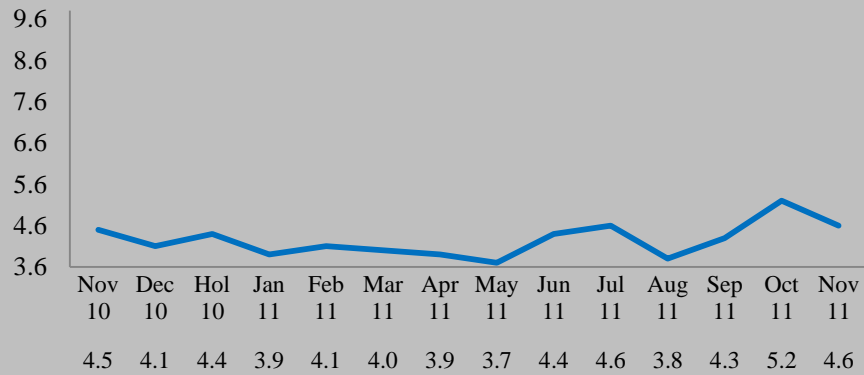
Numbers may not add to 100% due to Arbitron's rounding methods. Median age cannot be calculated above 65.
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WJLB-FM

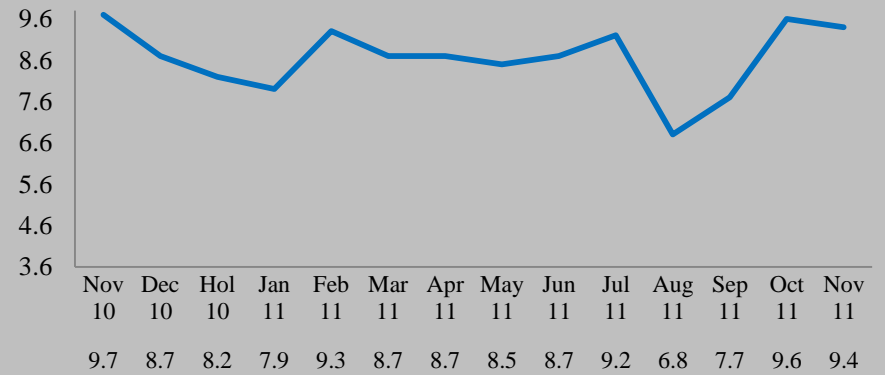
97.9

Urban Contemporary

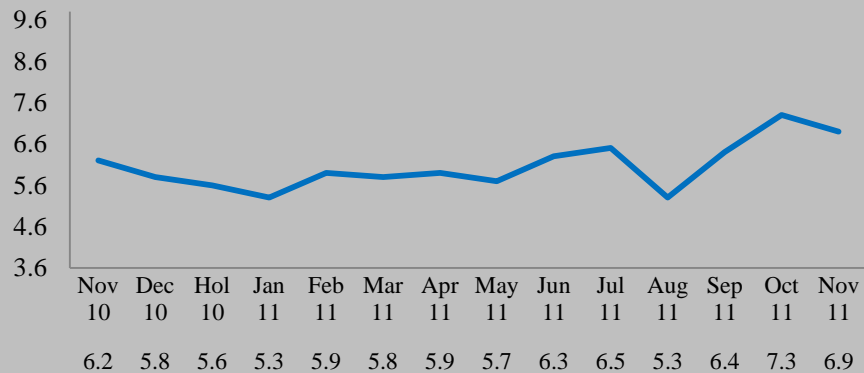
**Persons 6+ AQH Share
Mon-Sun 6A-12Mid**



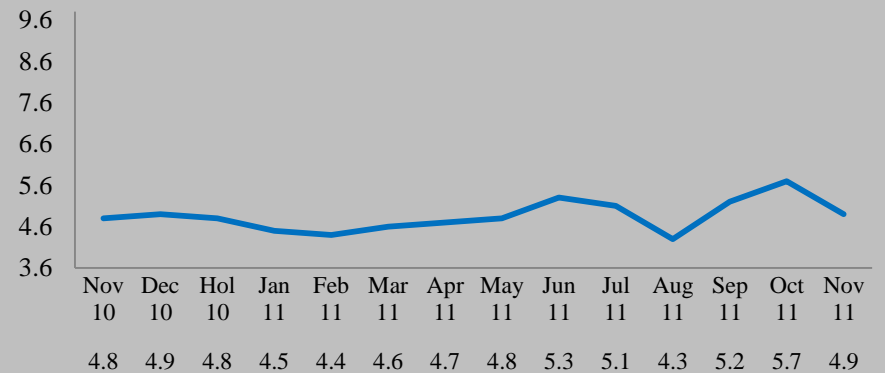
**Persons 18-34 AQH Share
Mon-Sun 6A-12Mid**



**Persons 18-49 AQH Share
Mon-Sun 6A-12Mid**



**Persons 25-54 AQH Share
Mon-Sun 6A-12Mid**

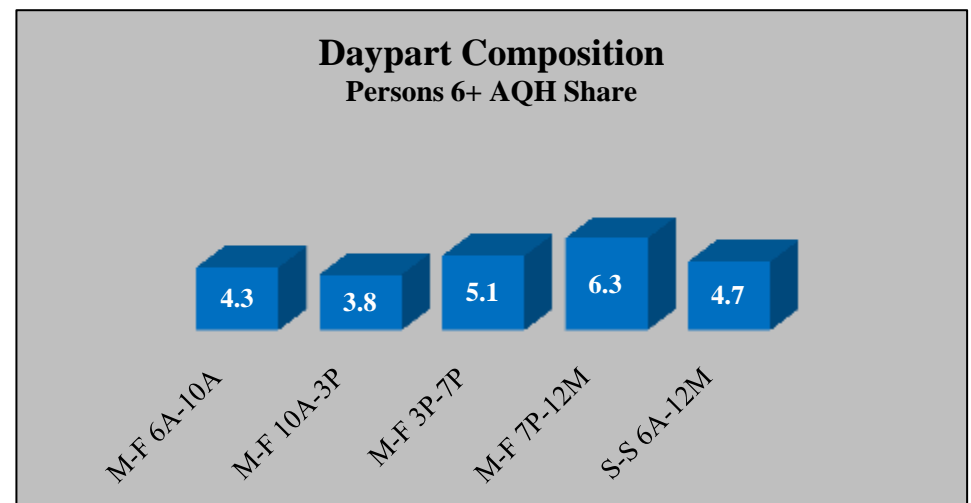
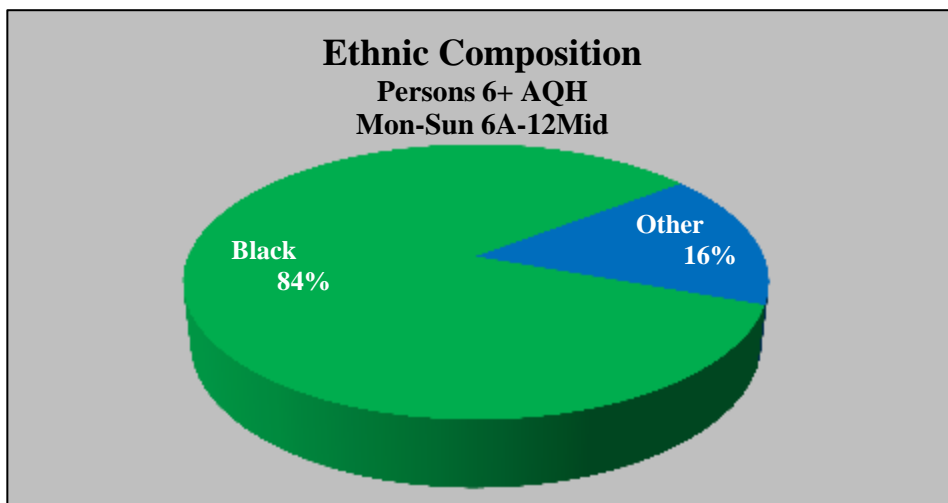
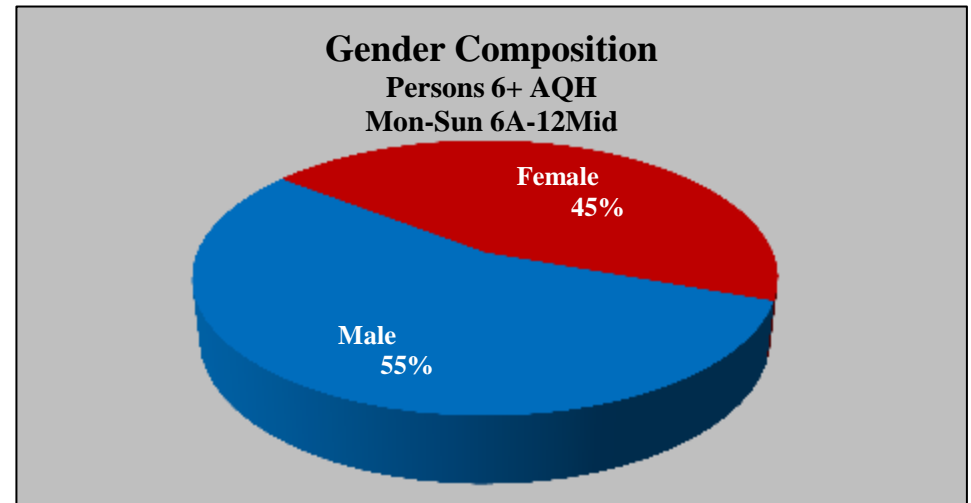
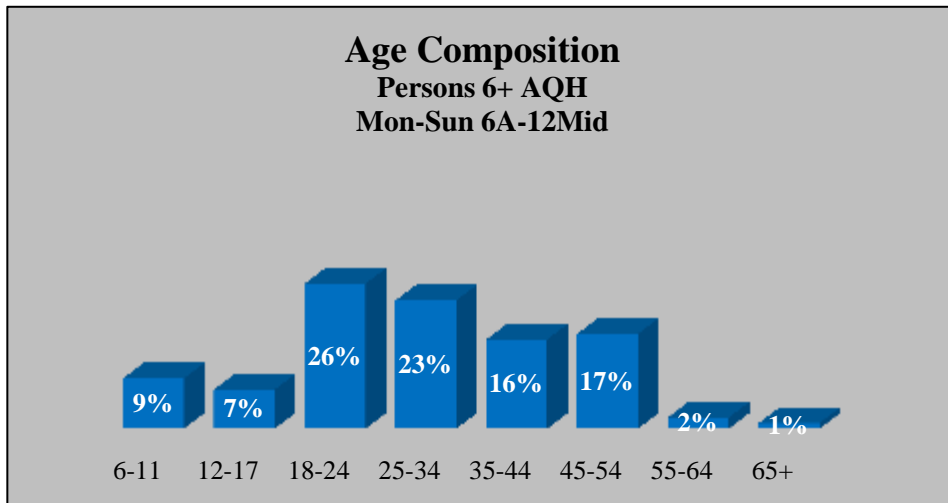


WJLB-FM

97.9

Urban Contemporary

Persons 6+ Weekly Cume: 722,900 / AQH Median Age: 28.9



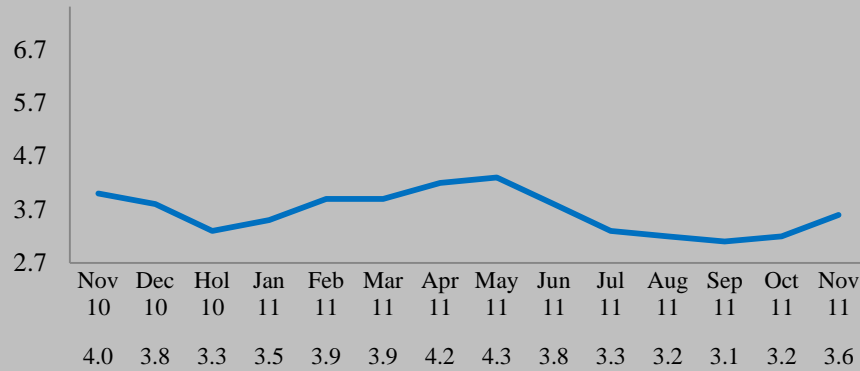
Numbers may not add to 100% due to Arbitron's rounding methods. Median age cannot be calculated above 65.
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WKQI-FM

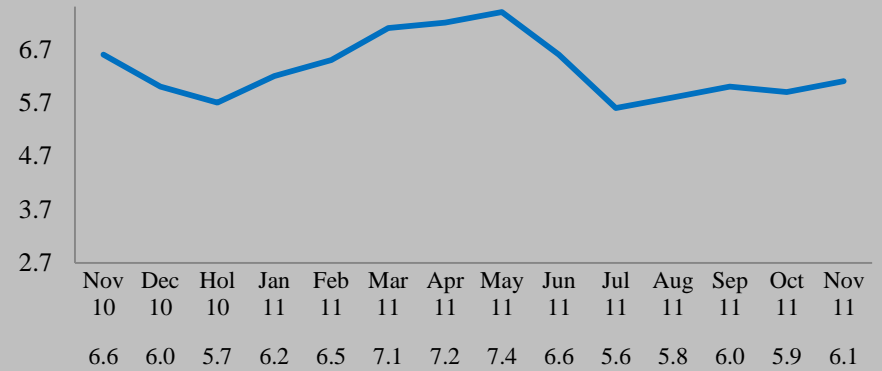
95.5

Pop Contemporary Hit Radio

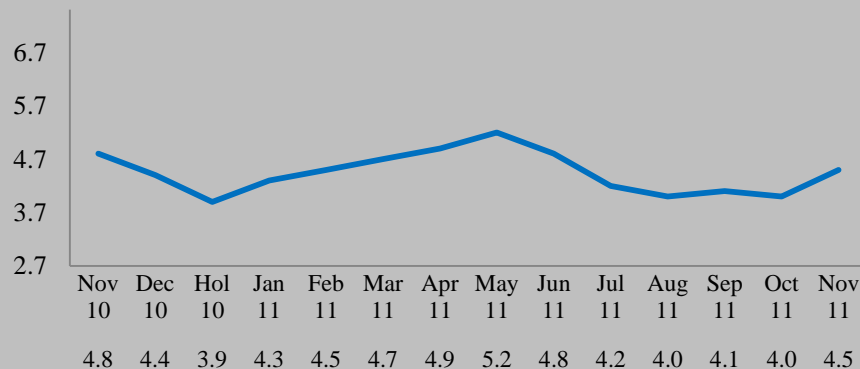
**Persons 6+ AQH Share
Mon-Sun 6A-12Mid**



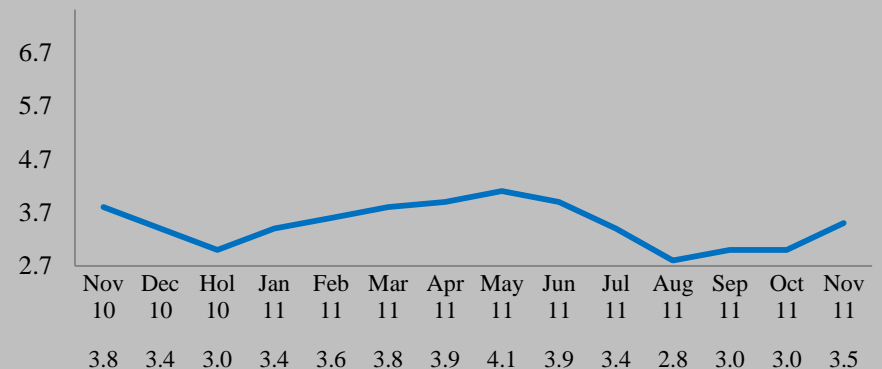
**Persons 18-34 AQH Share
Mon-Sun 6A-12Mid**



**Persons 18-49 AQH Share
Mon-Sun 6A-12Mid**



**Persons 25-54 AQH Share
Mon-Sun 6A-12Mid**

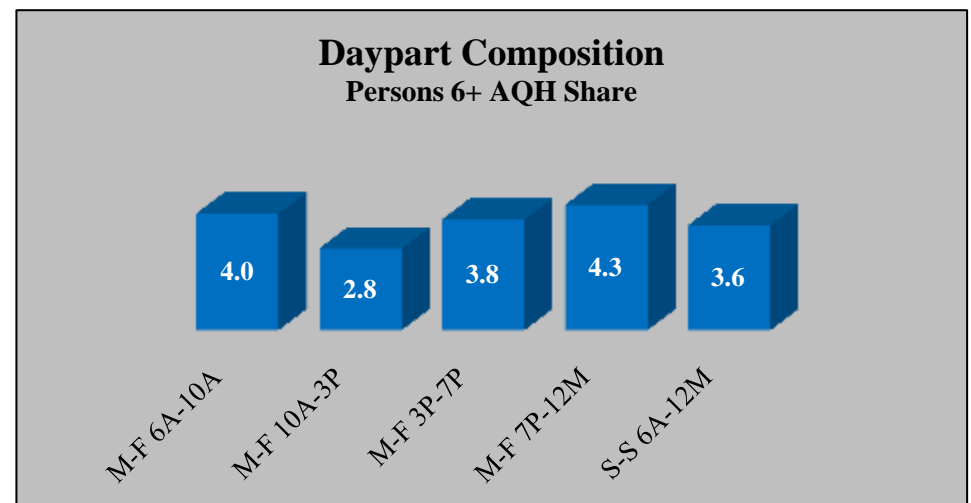
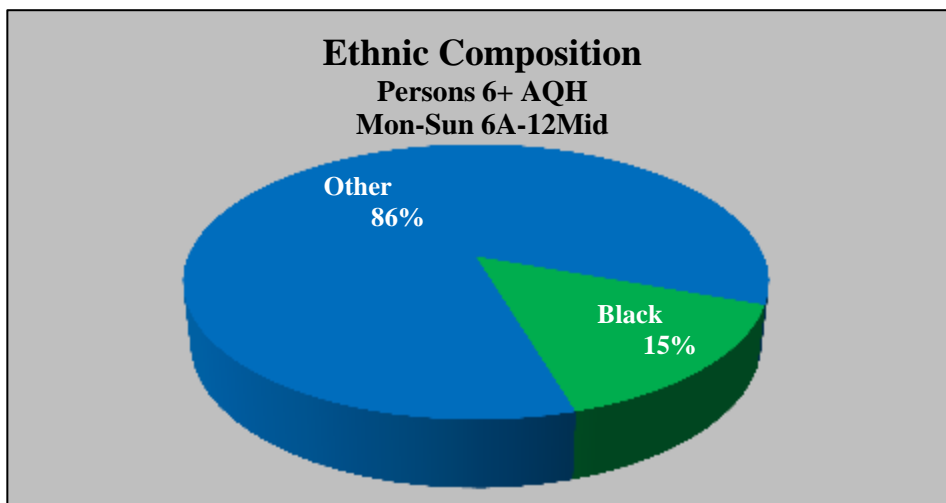
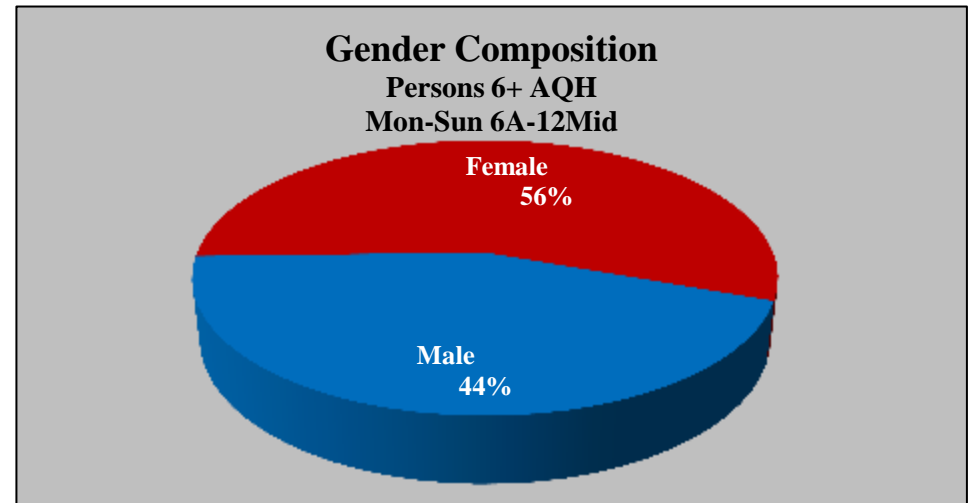
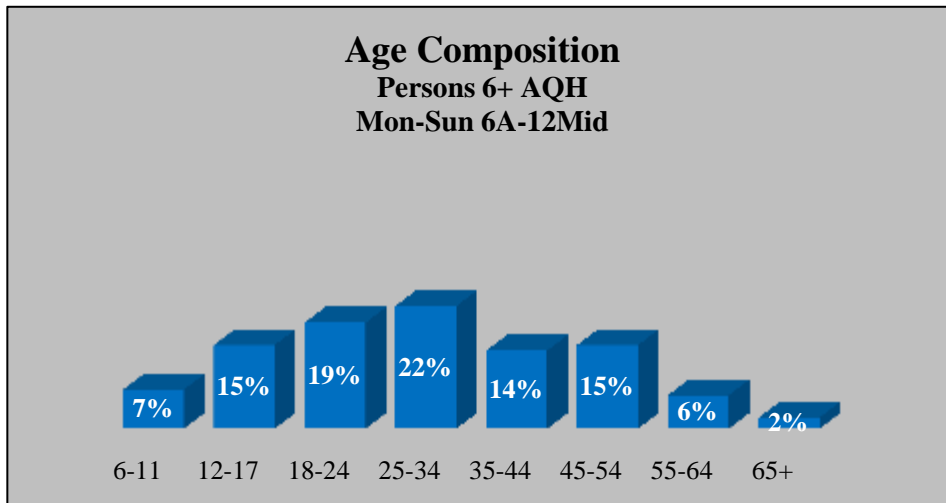


WKQI-FM

95.5

Pop Contemporary Hit Radio

Persons 6+ Weekly Cume: 1,058,300 / AQH Median Age: 29.2



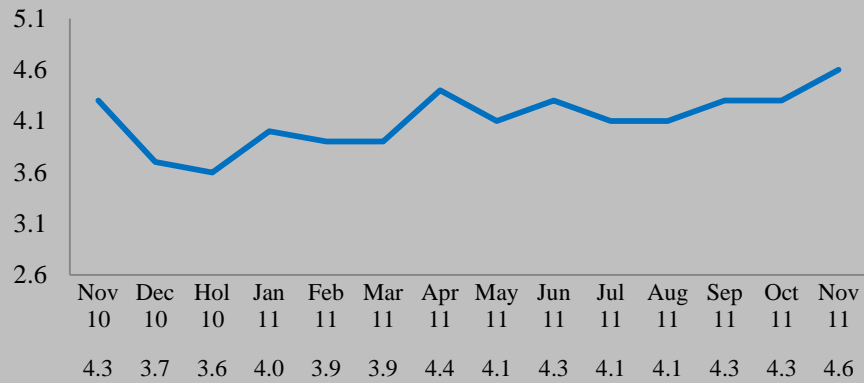
Numbers may not add to 100% due to Arbitron's rounding methods. Median age cannot be calculated above 65.
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WMXD-FM

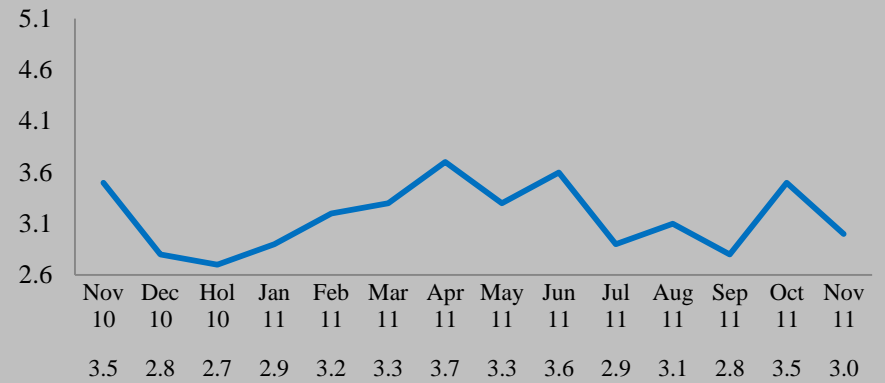
92.3

Urban Adult Contemporary

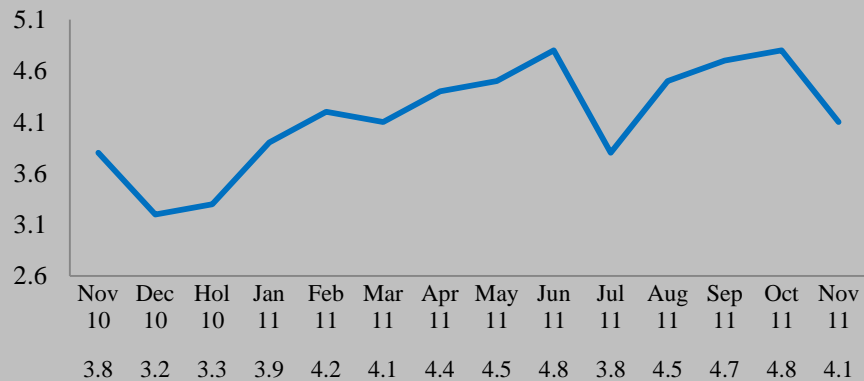
**Persons 6+ AQH Share
Mon-Sun 6A-12Mid**



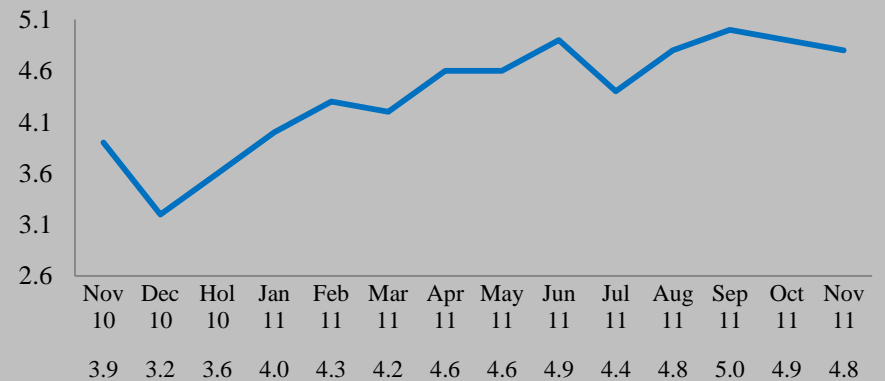
**Persons 18-34 AQH Share
Mon-Sun 6A-12Mid**



**Persons 18-49 AQH Share
Mon-Sun 6A-12Mid**



**Persons 25-54 AQH Share
Mon-Sun 6A-12Mid**

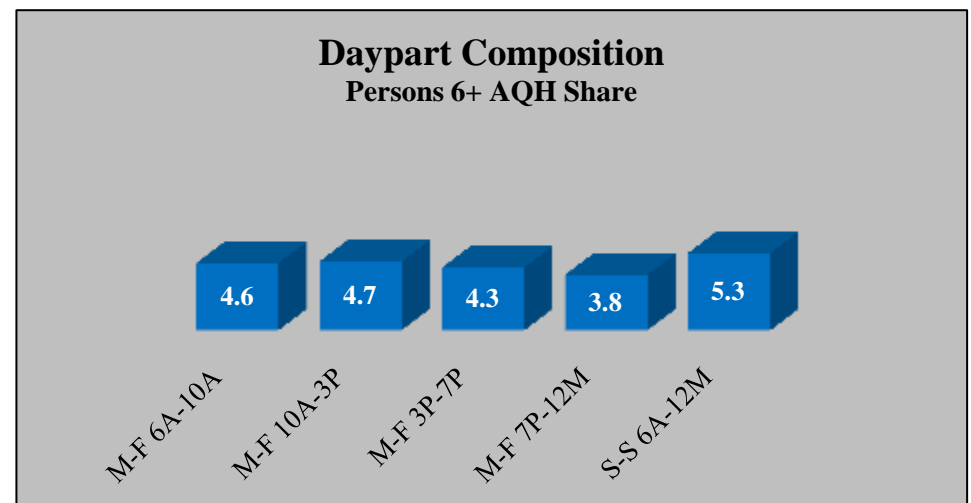
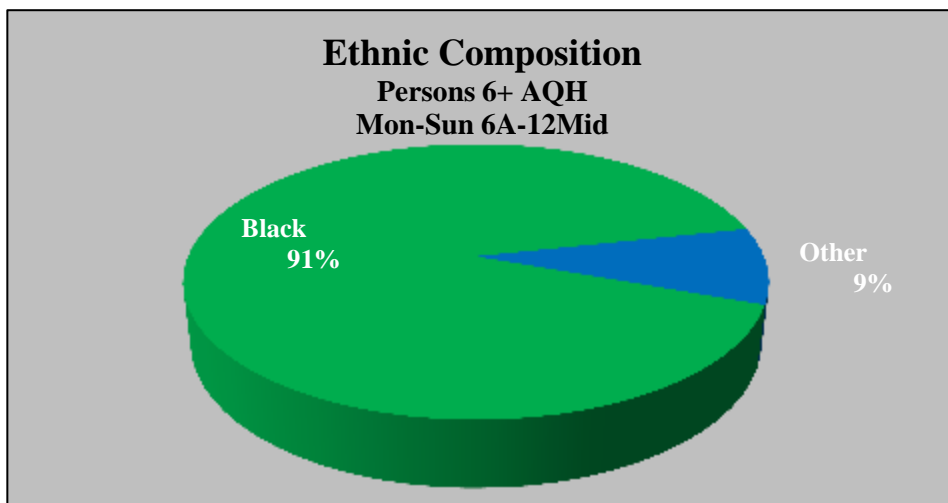
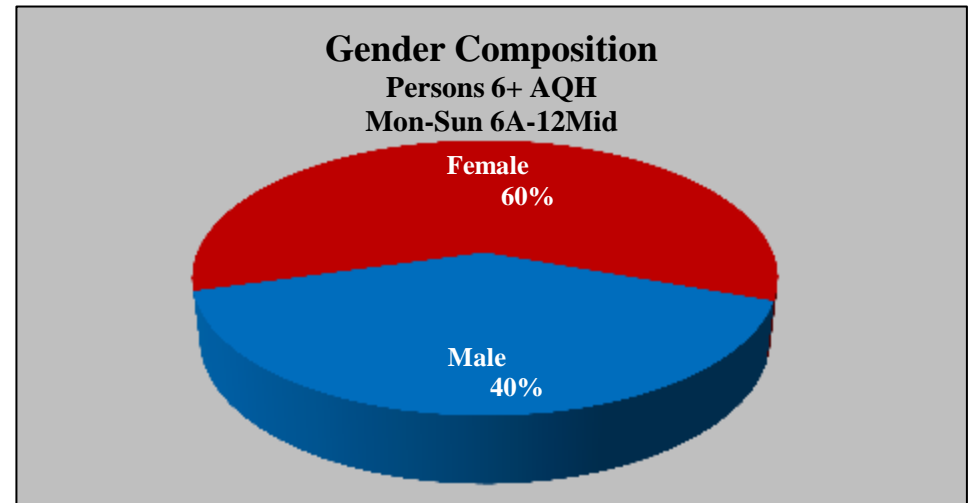
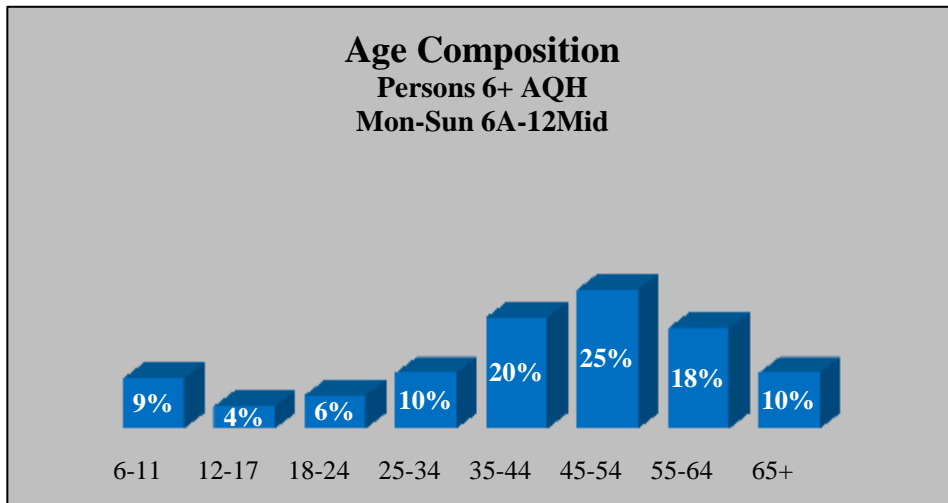


WMXD-FM

92.3

Urban Adult Contemporary

Persons 6+ Weekly Cume: 622,100 / AQH Median Age: 46.1



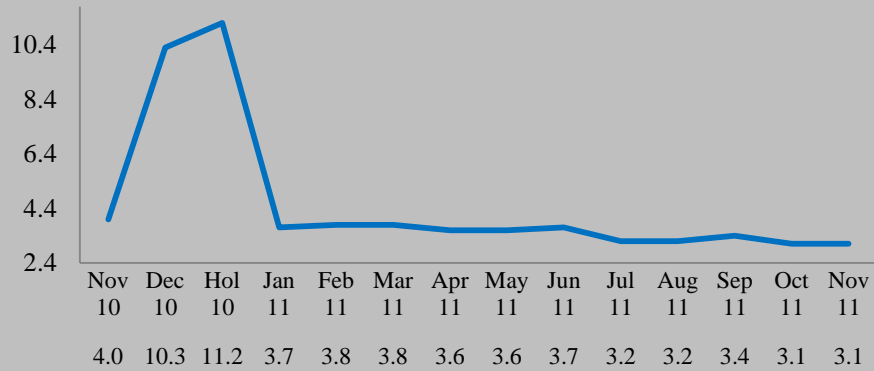
Numbers may not add to 100% due to Arbitron's rounding methods. Median age cannot be calculated above 65.
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WNIC-FM

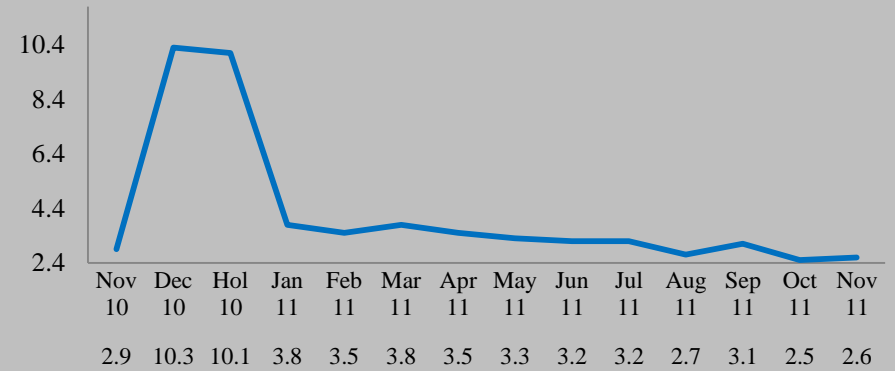
100.3

Adult Contemporary

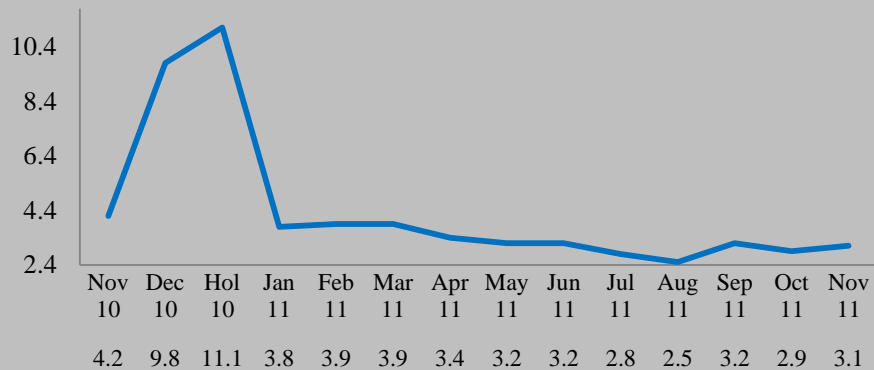
**Persons 6+ AQH Share
Mon-Sun 6A-12Mid**



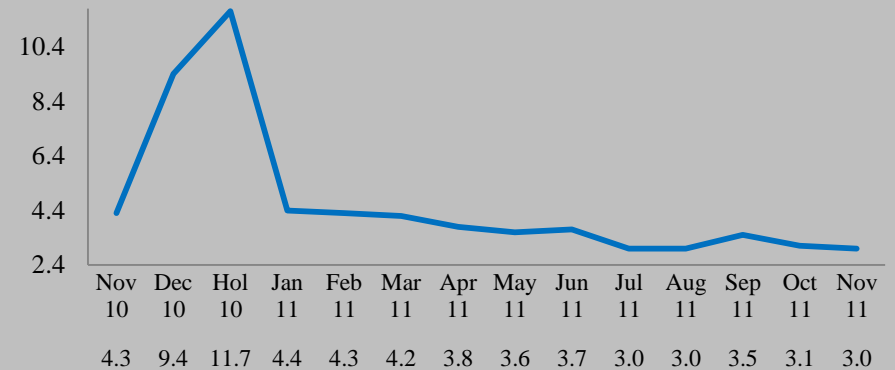
**Persons 18-34 AQH Share
Mon-Sun 6A-12Mid**



**Persons 18-49 AQH Share
Mon-Sun 6A-12Mid**



**Persons 25-54 AQH Share
Mon-Sun 6A-12Mid**

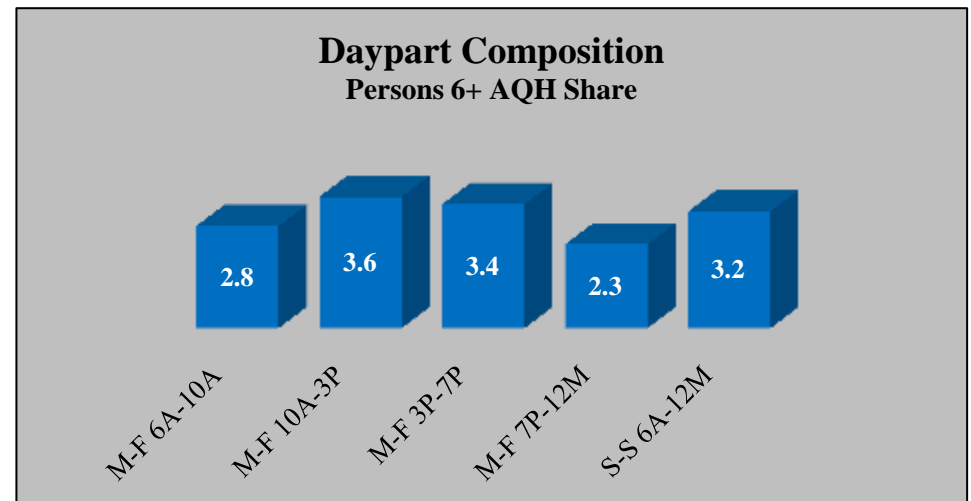
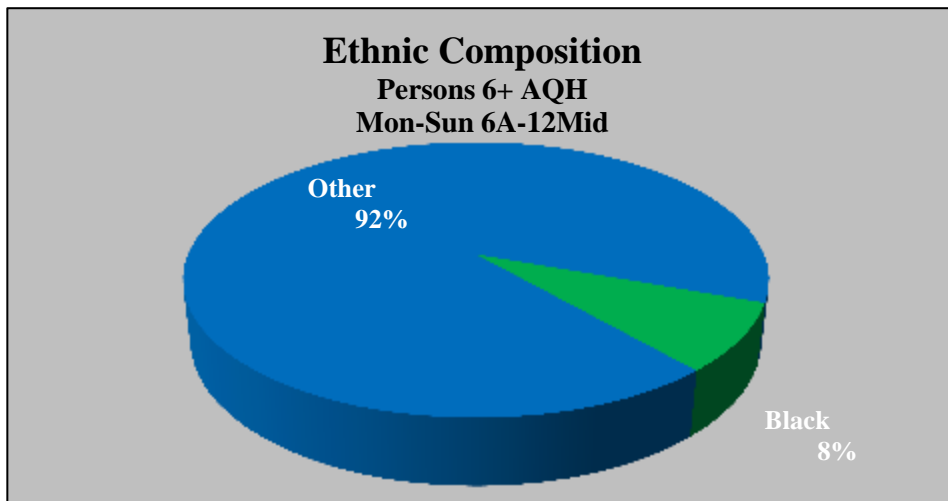
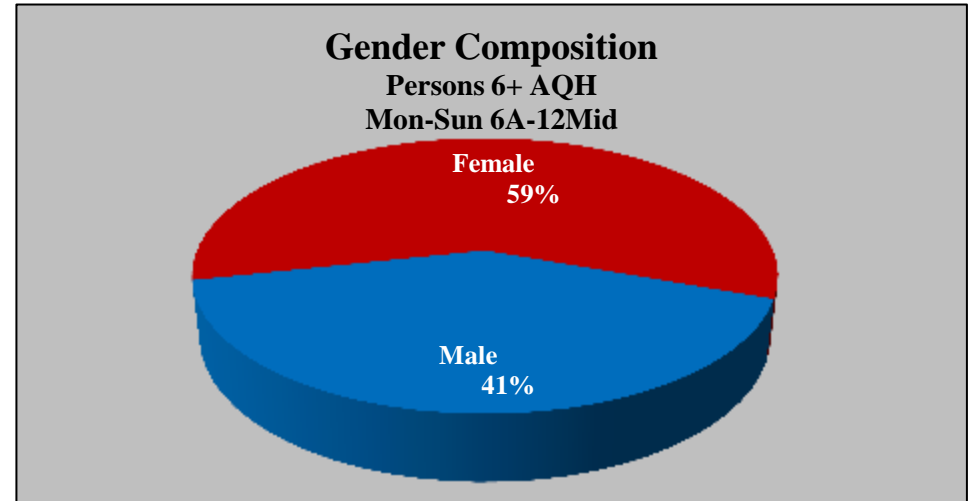
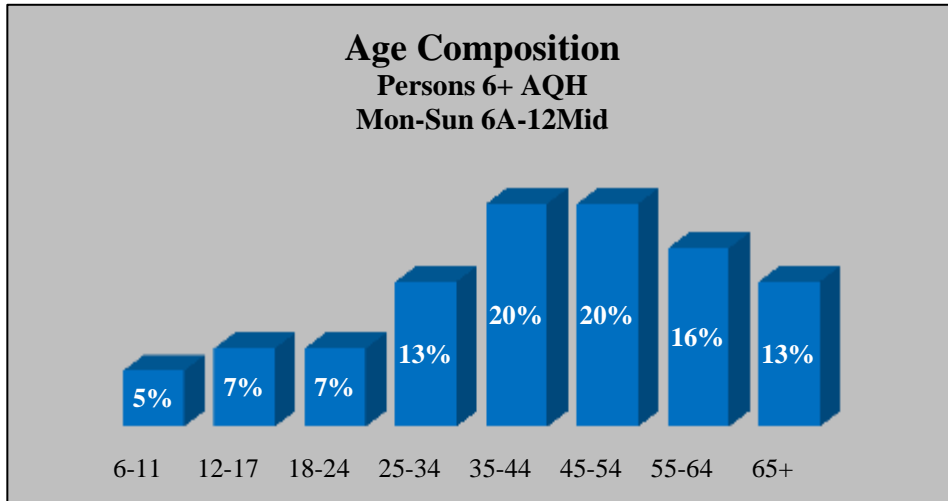


WNIC-FM

100.3

Adult Contemporary

Persons 6+ Weekly Cume: 1,063,900 / AQH Median Age: 44.2



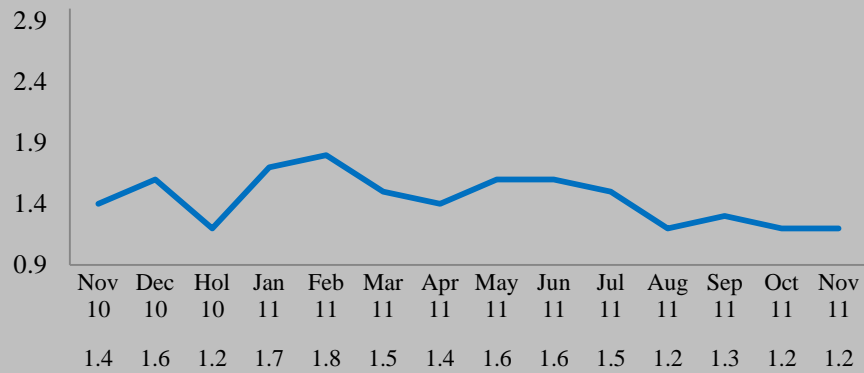
Numbers may not add to 100% due to Arbitron's rounding methods. Median age cannot be calculated above 65.

CIDR-FM

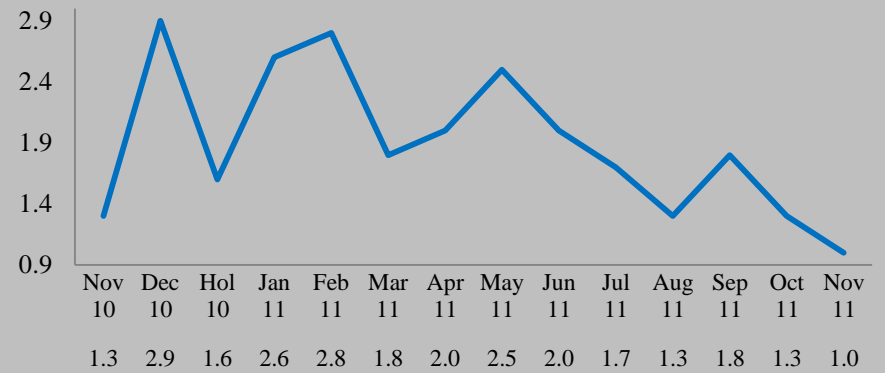
93.9

Album Adult Alternative

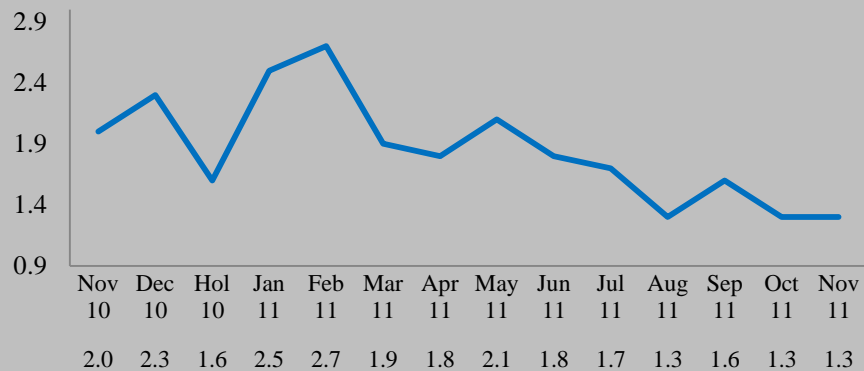
**Persons 6+ AQH Share
Mon-Sun 6A-12Mid**



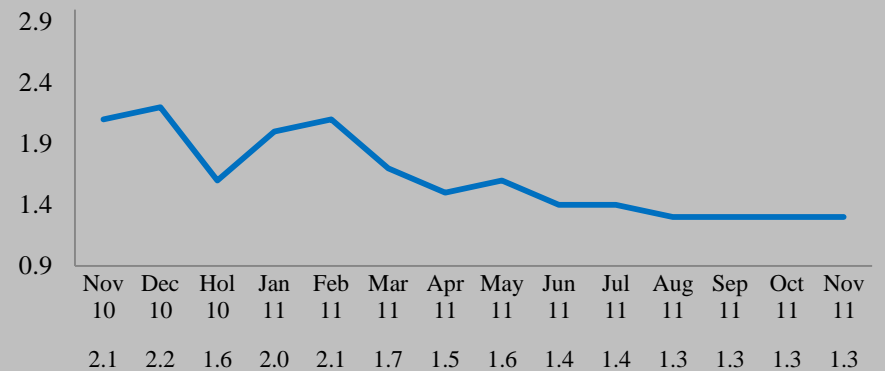
**Persons 18-34 AQH Share
Mon-Sun 6A-12Mid**



**Persons 18-49 AQH Share
Mon-Sun 6A-12Mid**



**Persons 25-54 AQH Share
Mon-Sun 6A-12Mid**

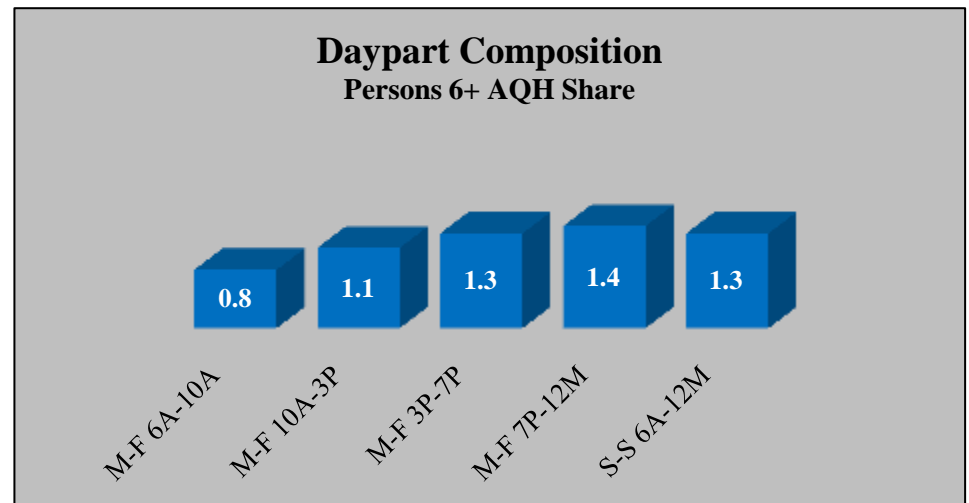
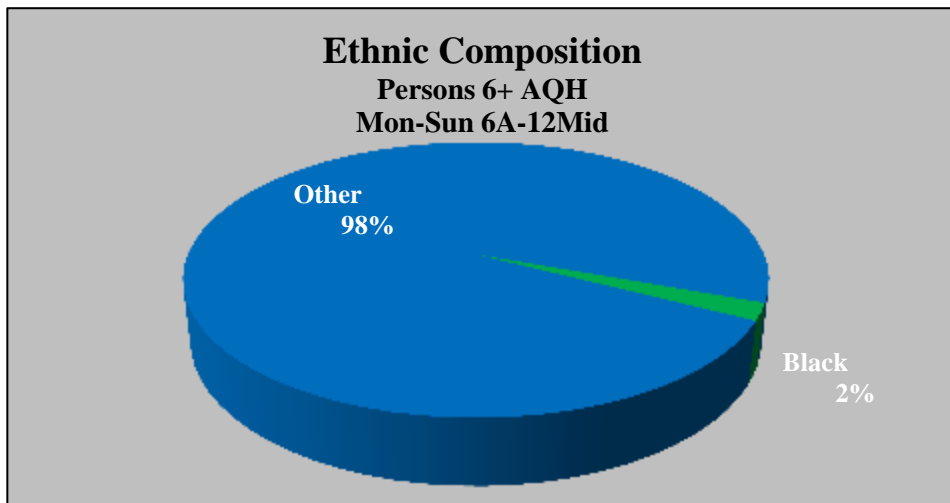
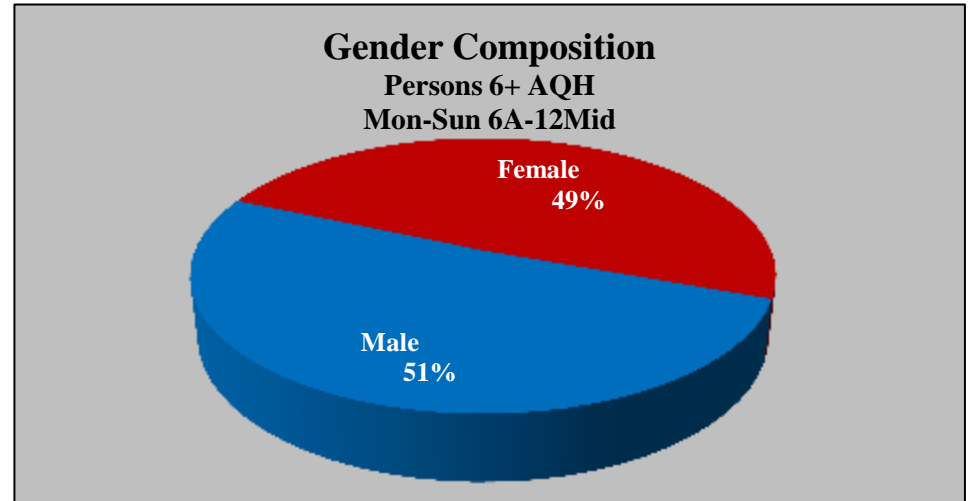
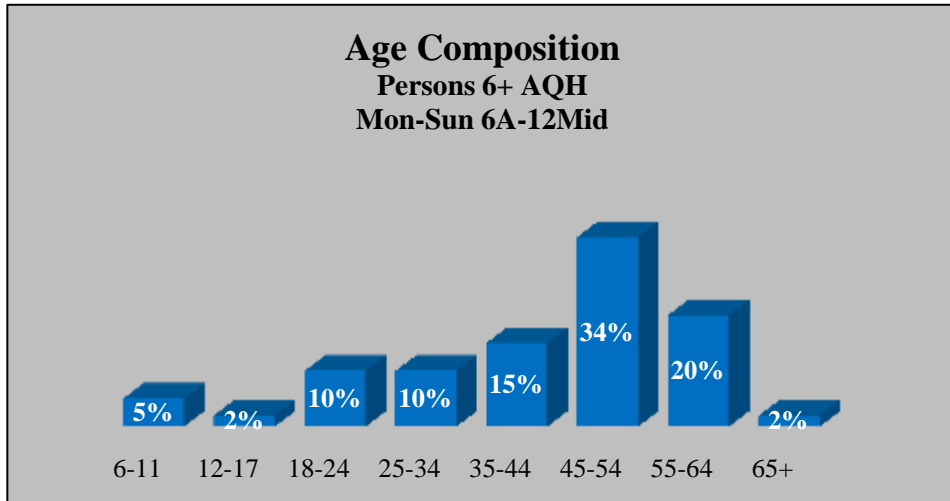


CIDR-FM

93.9

Album Adult Alternative

Persons 6+ Weekly Cume: 404,500 / AQH Median Age: 46.6



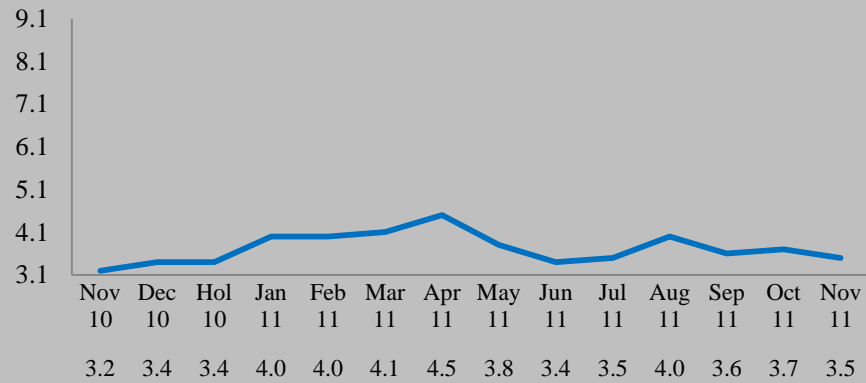
Numbers may not add to 100% due to Arbitron's rounding methods. Median age cannot be calculated above 65.
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CIMX-FM

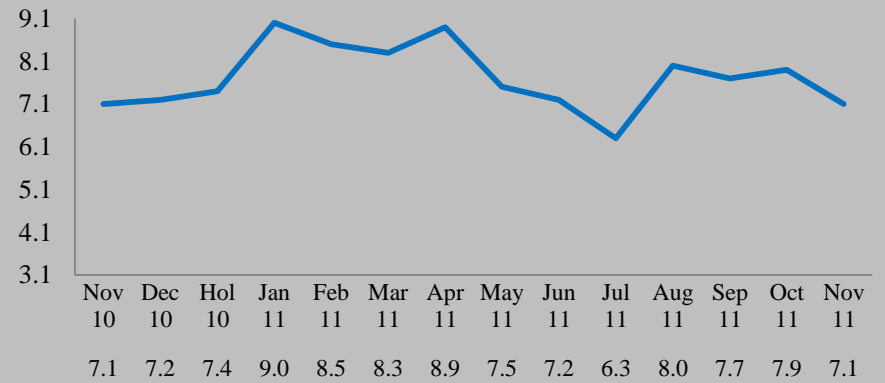
88.7

Alternative

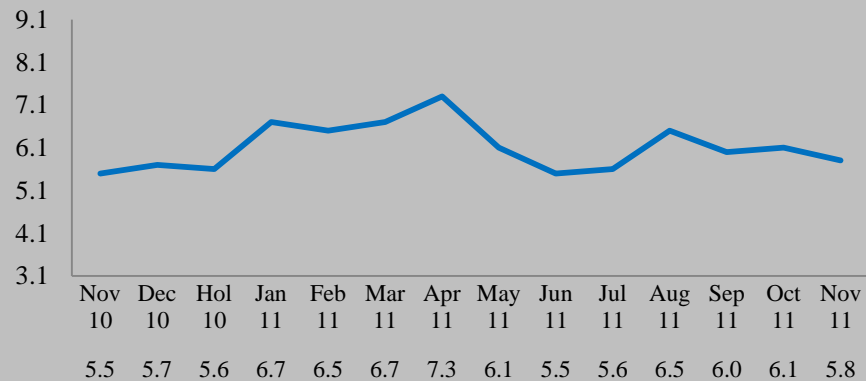
**Persons 6+ AQH Share
Mon-Sun 6A-12Mid**



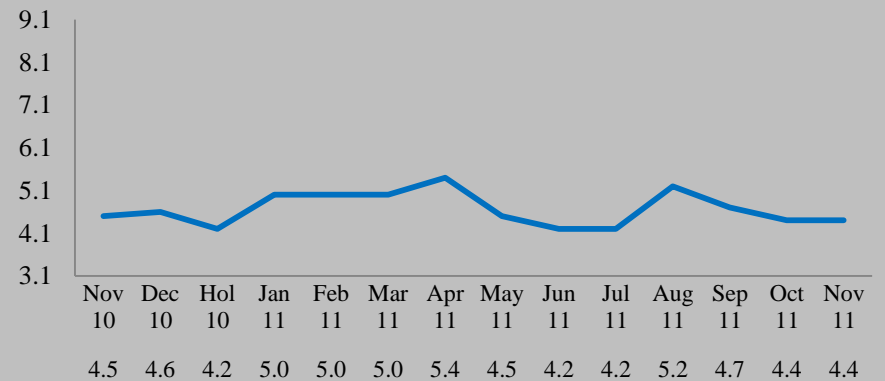
**Persons 18-34 AQH Share
Mon-Sun 6A-12Mid**



**Persons 18-49 AQH Share
Mon-Sun 6A-12Mid**



**Persons 25-54 AQH Share
Mon-Sun 6A-12Mid**

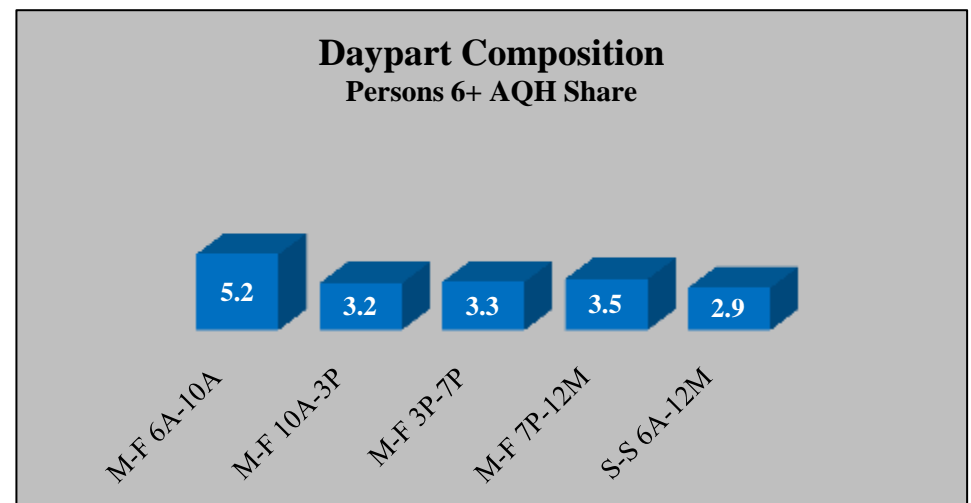
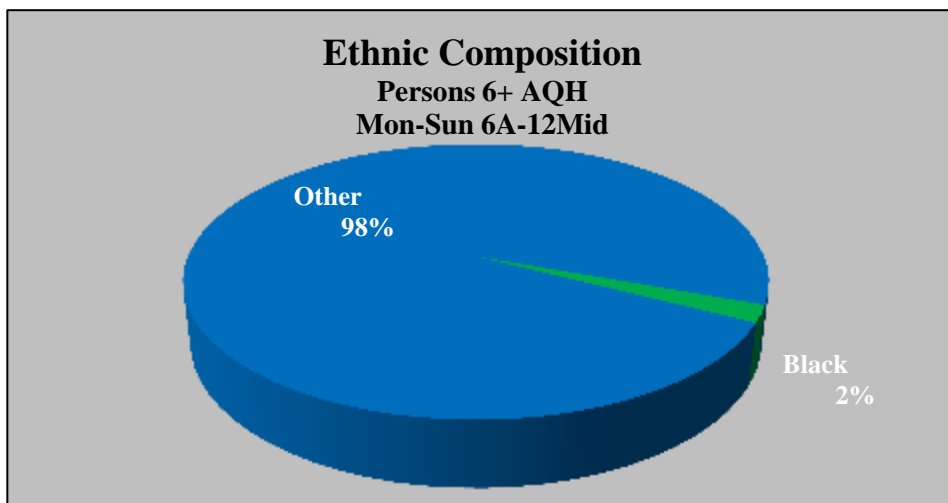
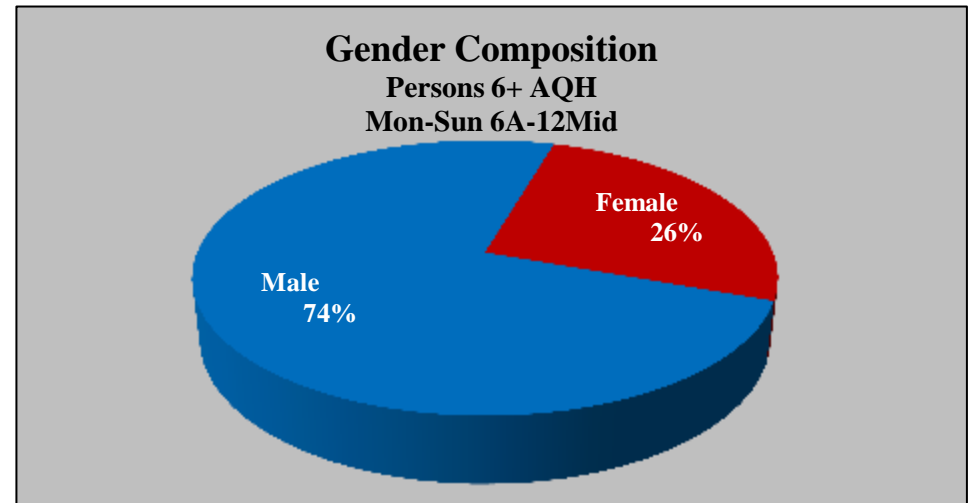
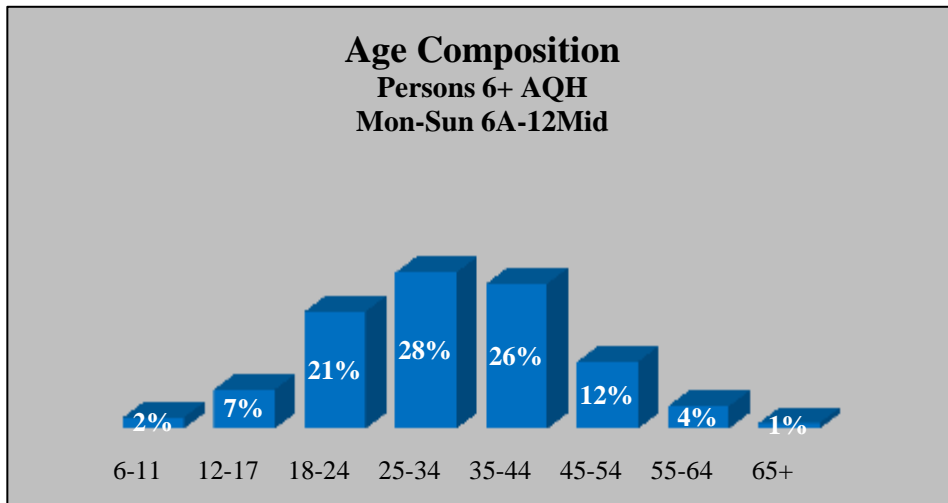


CIMX-FM

88.7

Alternative

Persons 6+ Weekly Cume: 628,400 / AQH Median Age: 32.2



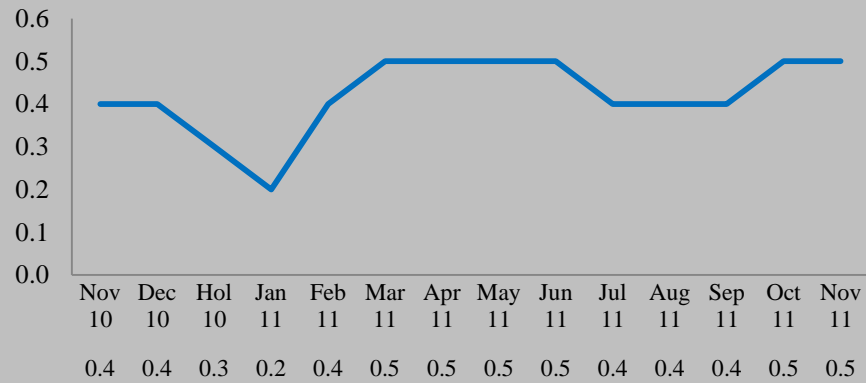
Numbers may not add to 100% due to Arbitron's rounding methods. Median age cannot be calculated above 65.
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CKWW-AM

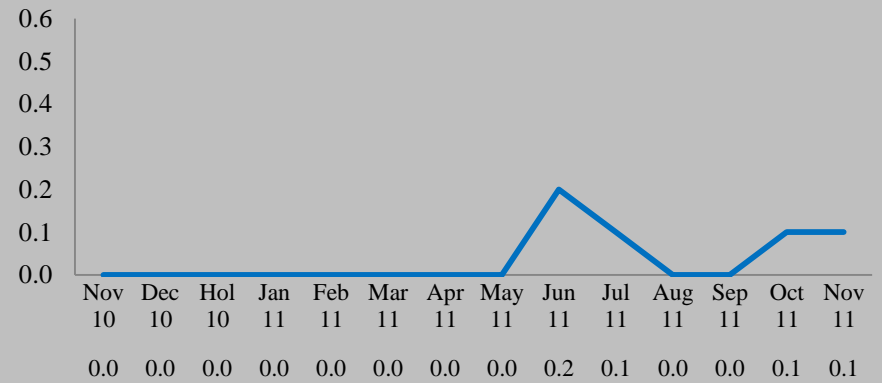
580

Oldies

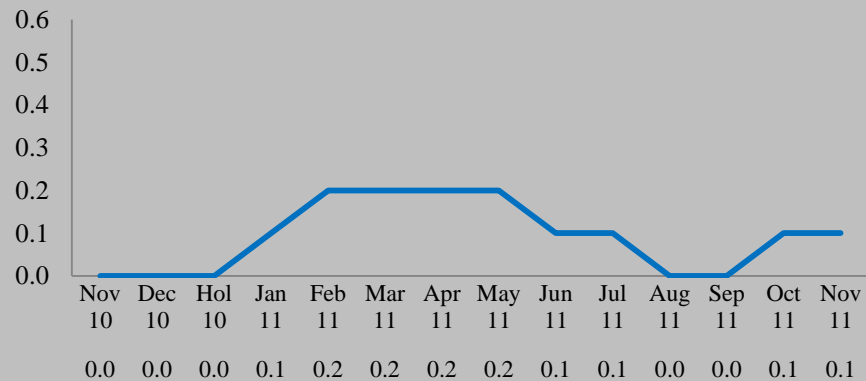
**Persons 6+ AQH Share
Mon-Sun 6A-12Mid**



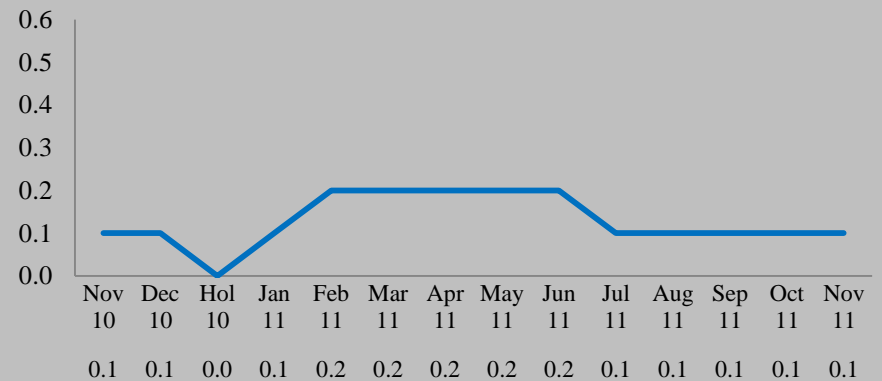
**Persons 18-34 AQH Share
Mon-Sun 6A-12Mid**



**Persons 18-49 AQH Share
Mon-Sun 6A-12Mid**



**Persons 25-54 AQH Share
Mon-Sun 6A-12Mid**

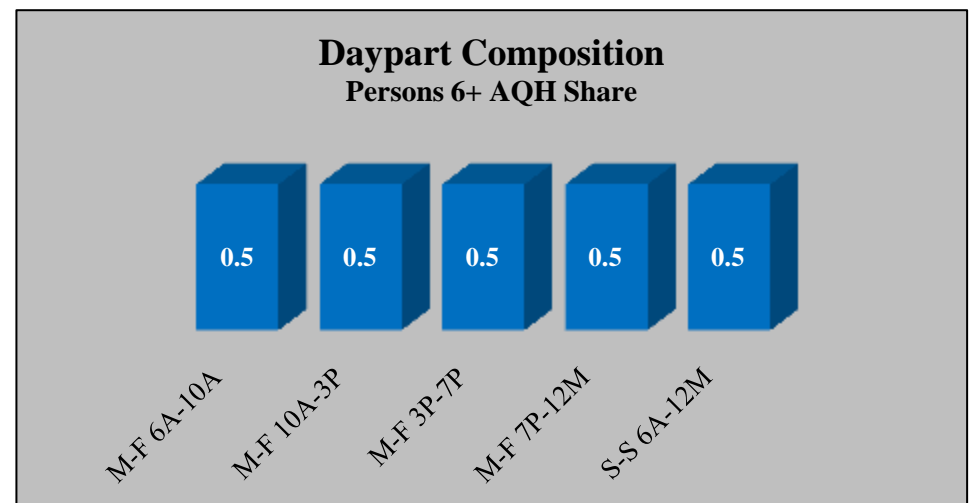
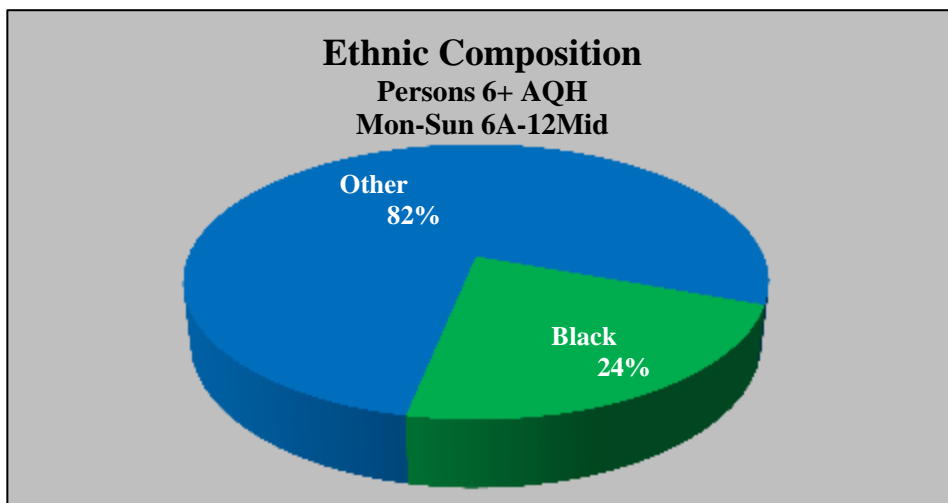
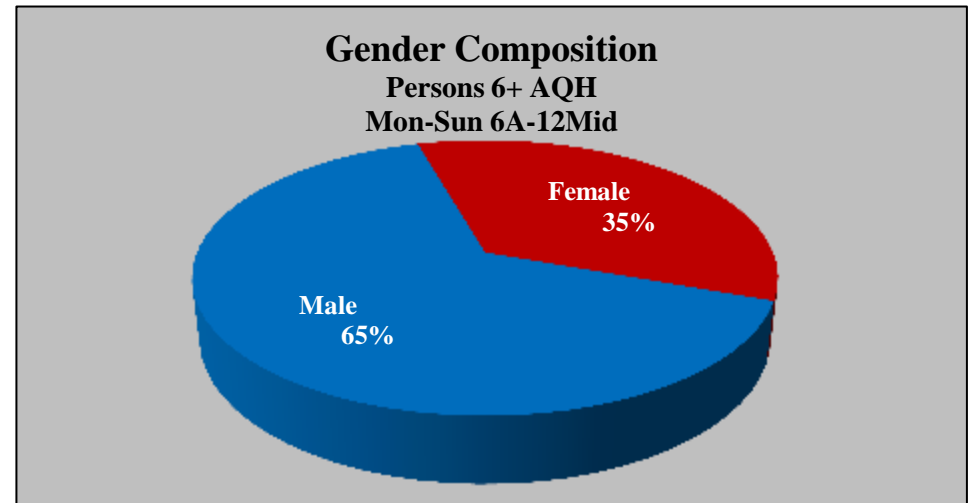
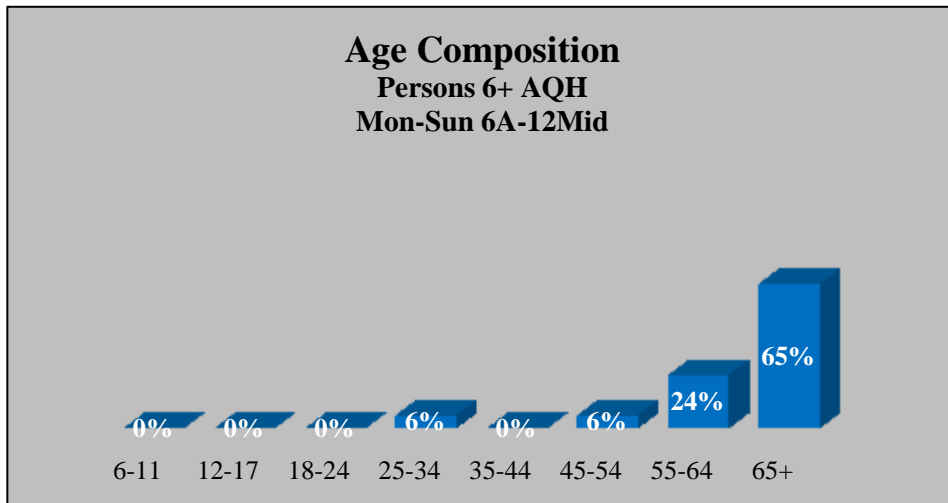


CKWW-AM

580

Oldies

Persons 6+ Weekly Cume: 54,200 / AQH Median Age: 65.0



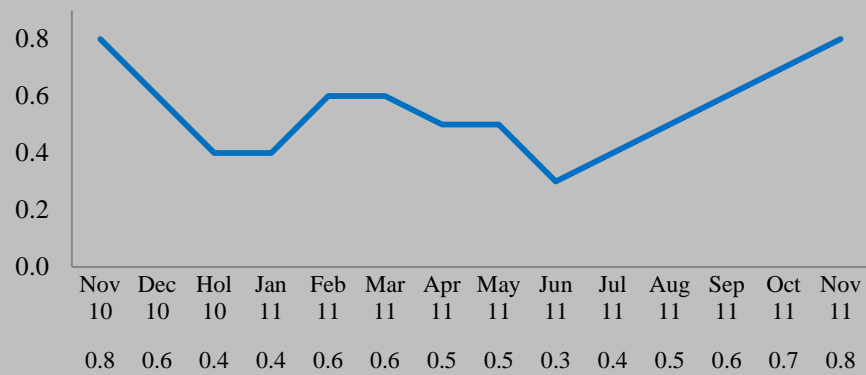
Numbers may not add to 100% due to Arbitron's rounding methods. Median age cannot be calculated above 65.

WCHB-AM

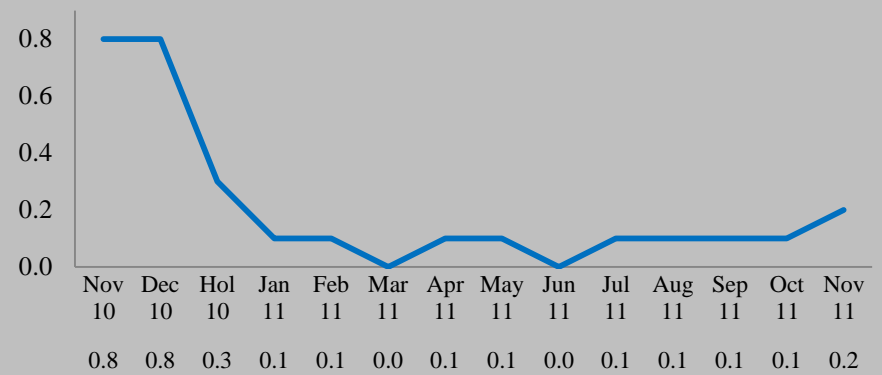
1200

Urban Talk

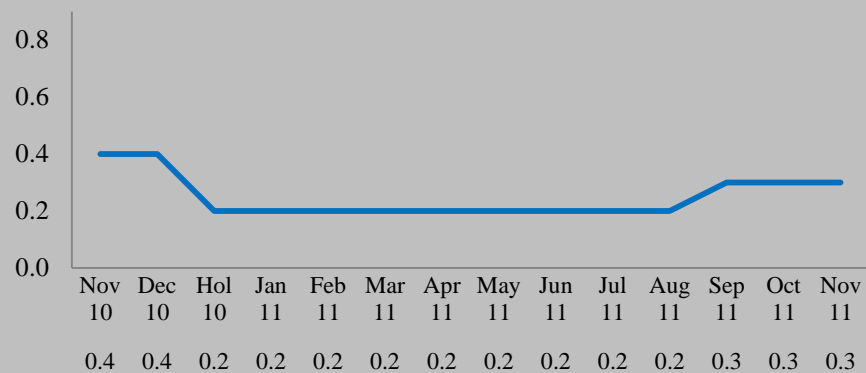
**Persons 6+ AQH Share
Mon-Sun 6A-12Mid**



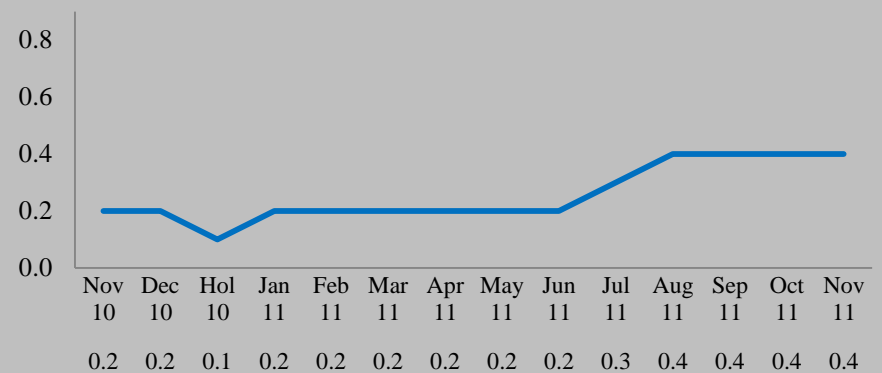
**Persons 18-34 AQH Share
Mon-Sun 6A-12Mid**



**Persons 18-49 AQH Share
Mon-Sun 6A-12Mid**



**Persons 25-54 AQH Share
Mon-Sun 6A-12Mid**

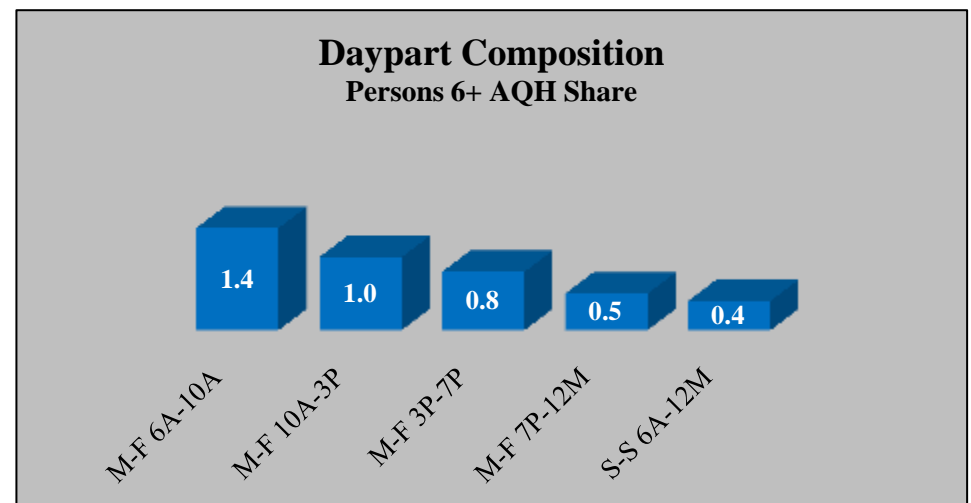
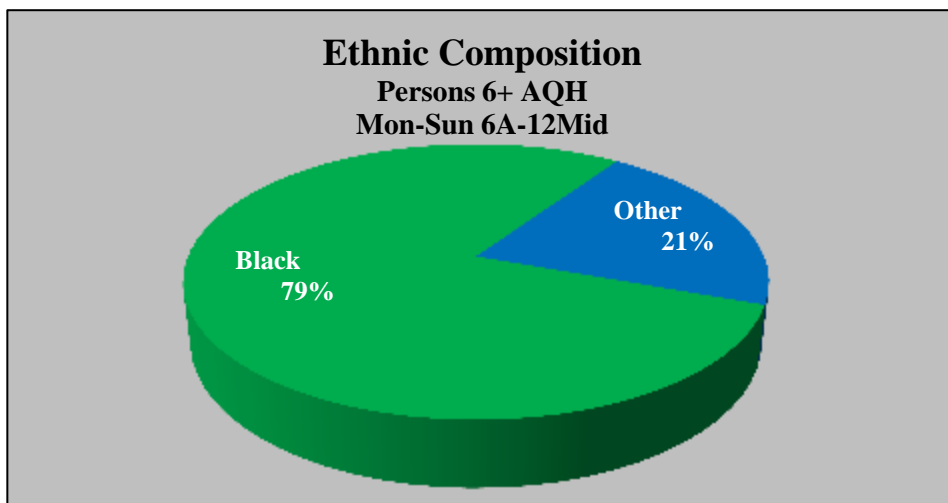
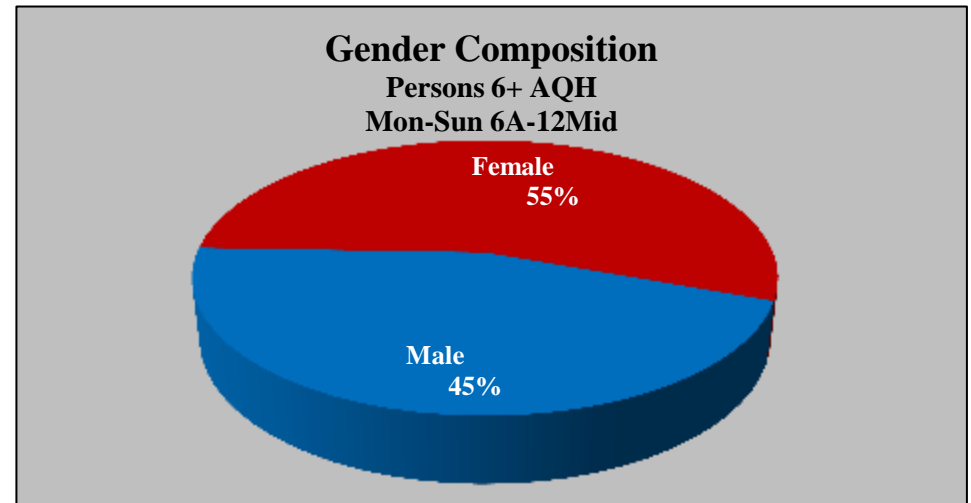
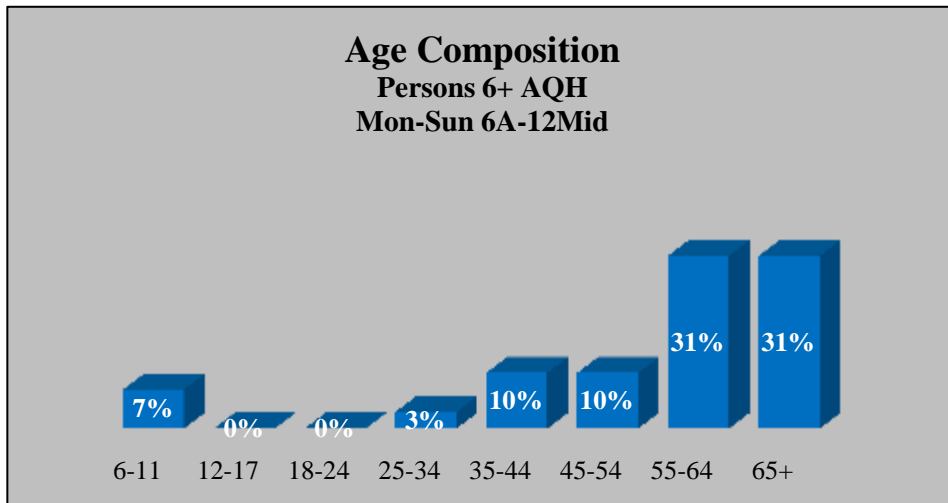


WCHB-AM

1200

Urban Talk

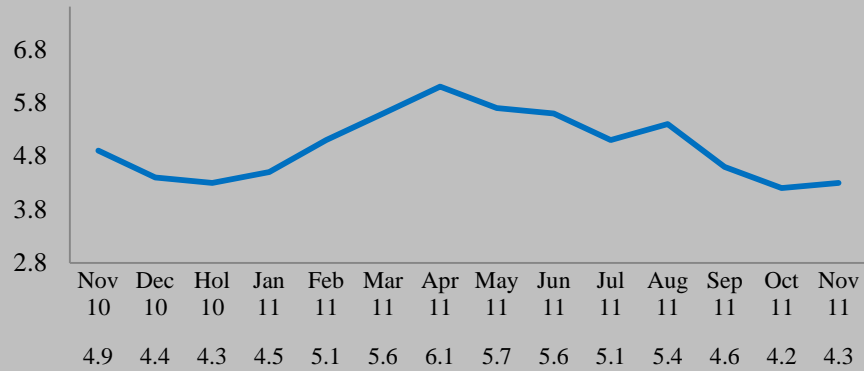
Persons 6+ Weekly Cume: 102,000 / AQH Median Age: 59.3



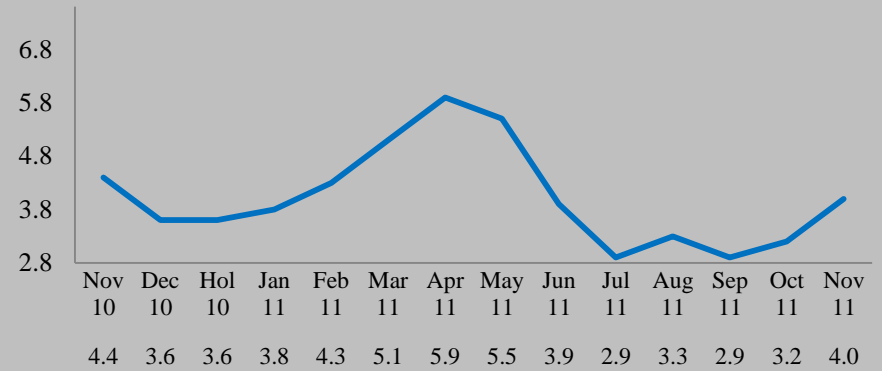
Numbers may not add to 100% due to Arbitron's rounding methods. Median age cannot be calculated above 65.
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WCSX-FM
94.7
Classic Rock

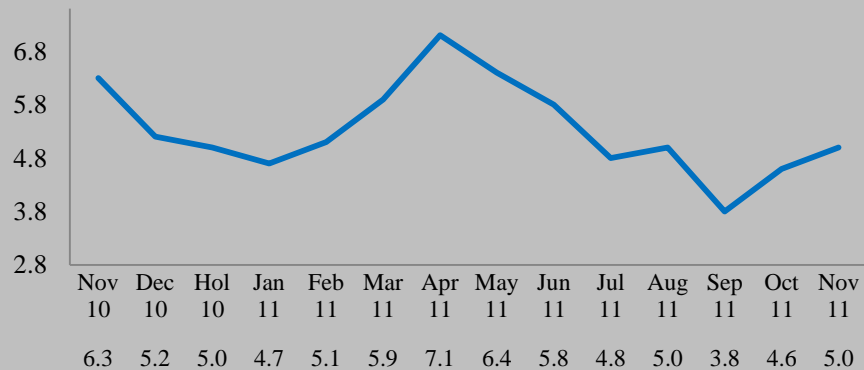
Persons 6+ AQH Share
Mon-Sun 6A-12Mid



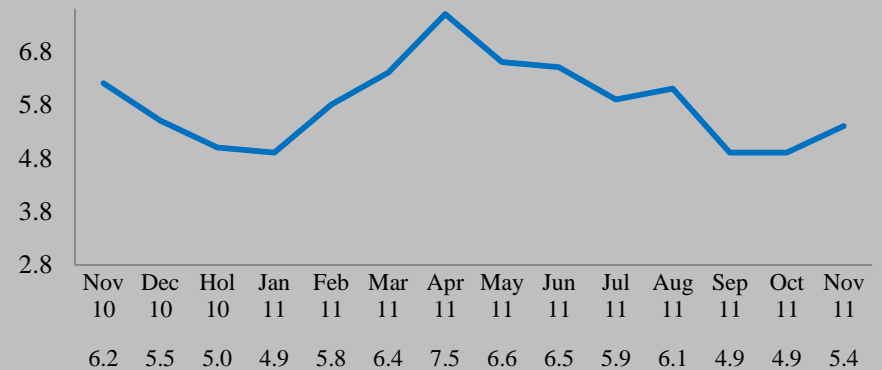
Persons 18-34 AQH Share
Mon-Sun 6A-12Mid



Persons 18-49 AQH Share
Mon-Sun 6A-12Mid



Persons 25-54 AQH Share
Mon-Sun 6A-12Mid

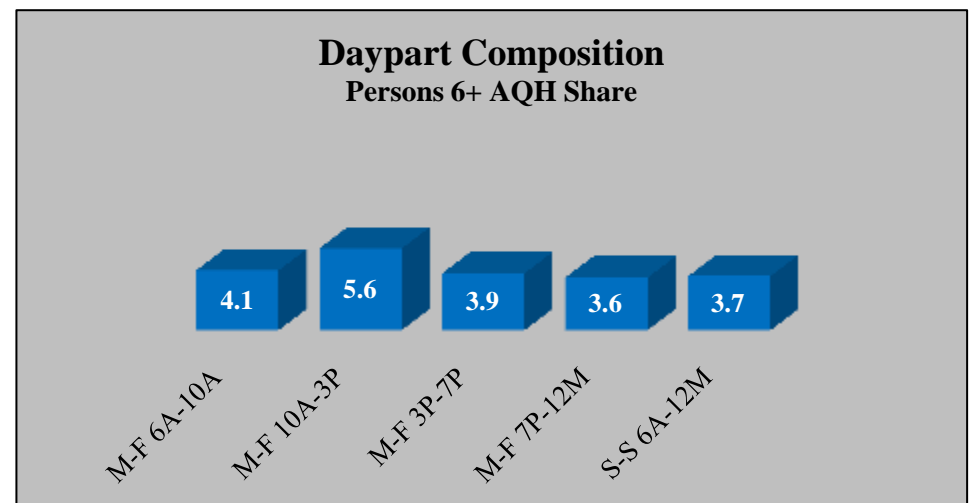
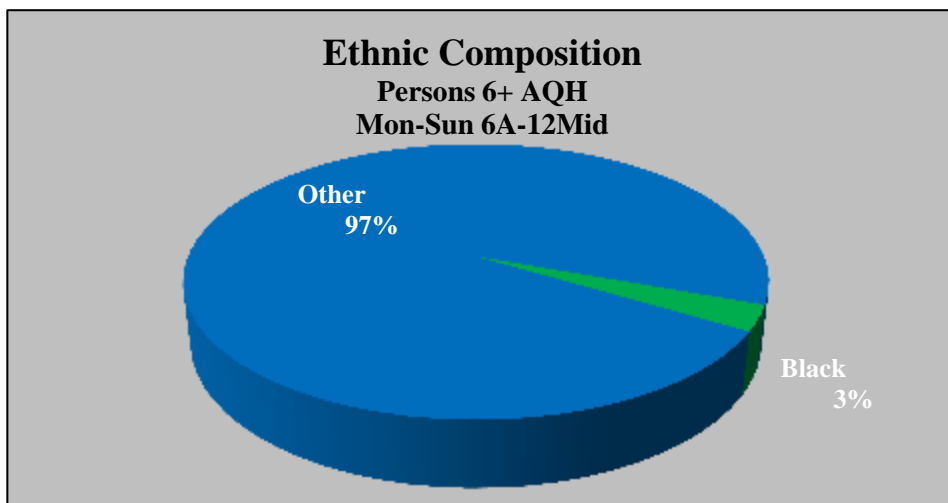
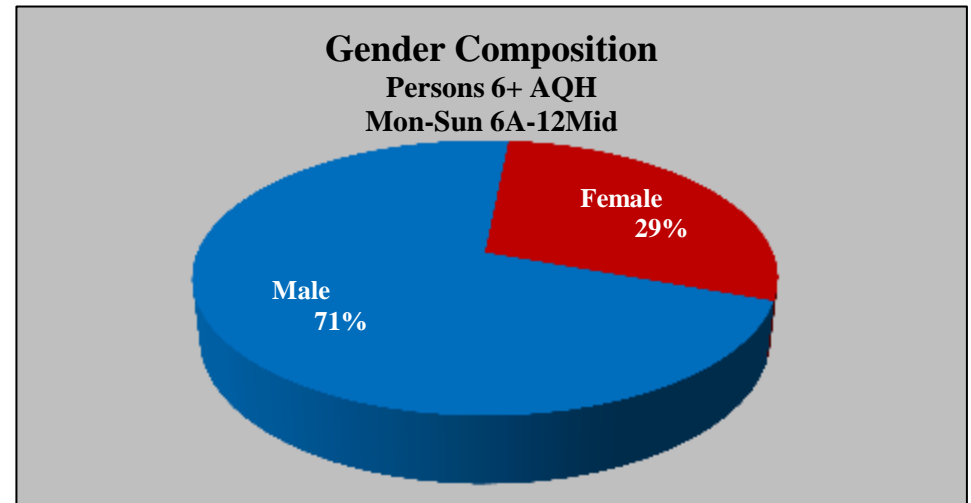
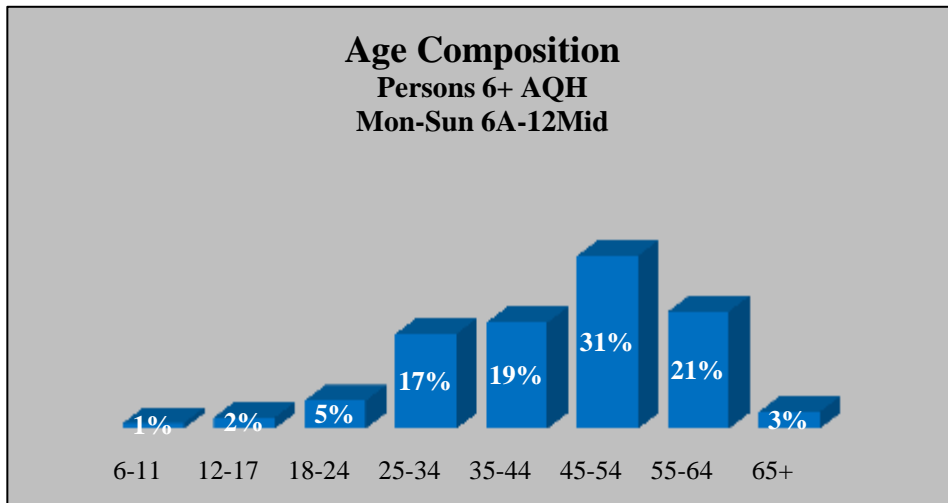


WCSX-FM

94.7

Classic Rock

Persons 6+ Weekly Cume: 868,700 / AQH Median Age: 46.6



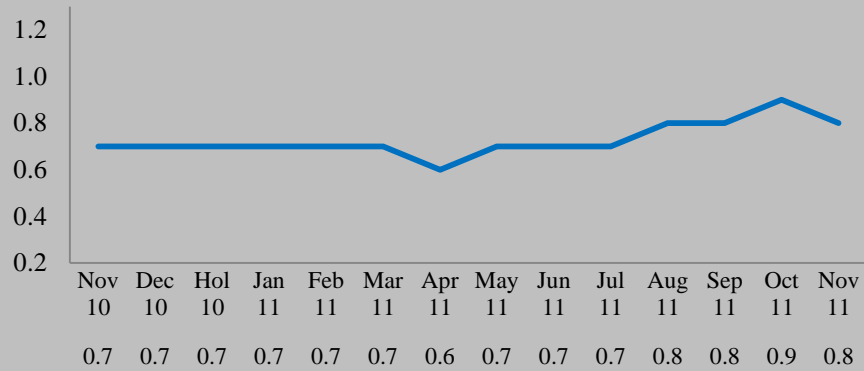
Numbers may not add to 100% due to Arbitron's rounding methods. Median age cannot be calculated above 65.
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WDET-FM

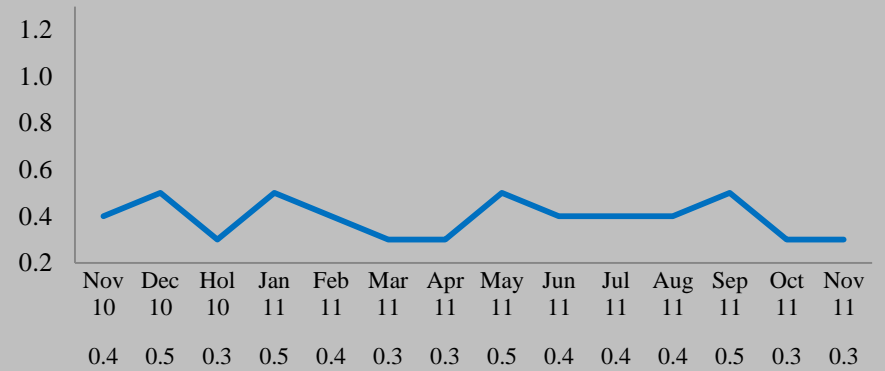
101.9

News Talk Information (Non-Commercial)

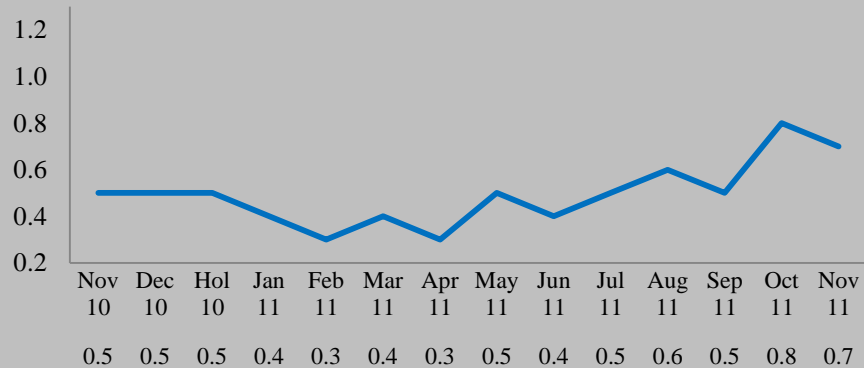
**Persons 6+ AQH Share
Mon-Sun 6A-12Mid**



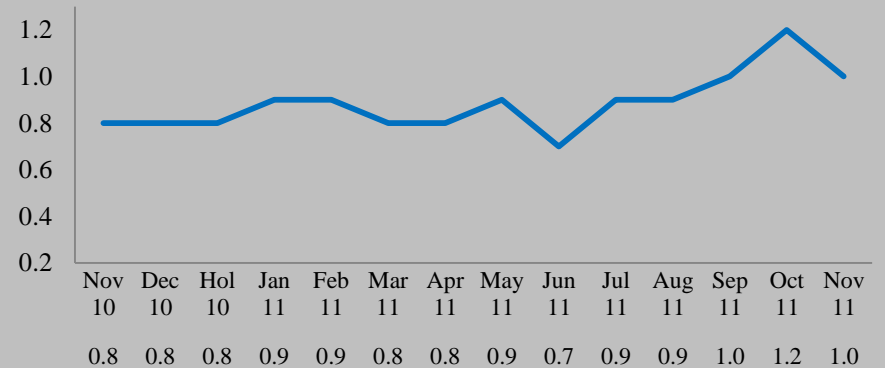
**Persons 18-34 AQH Share
Mon-Sun 6A-12Mid**



**Persons 18-49 AQH Share
Mon-Sun 6A-12Mid**



**Persons 25-54 AQH Share
Mon-Sun 6A-12Mid**

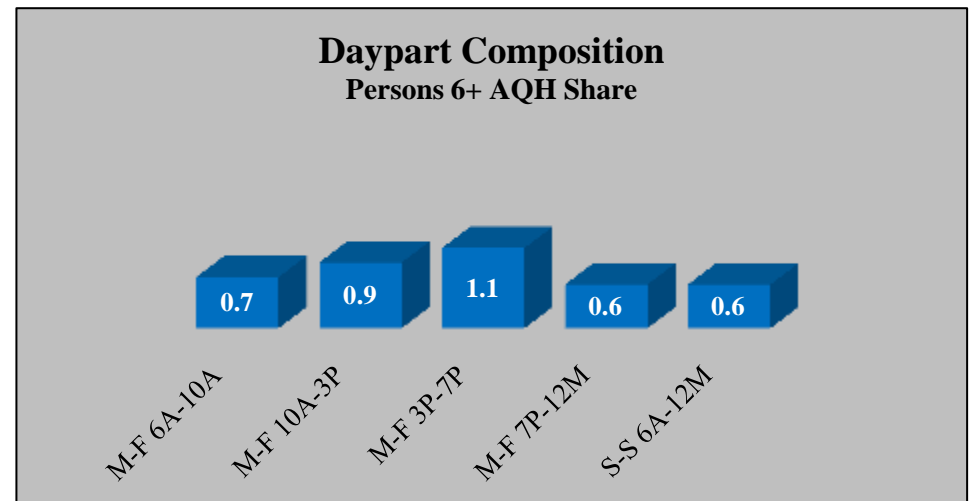
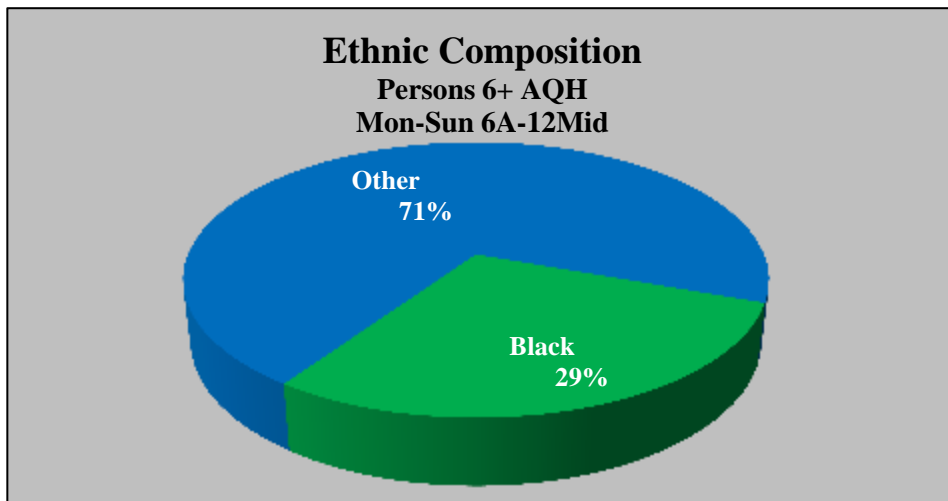
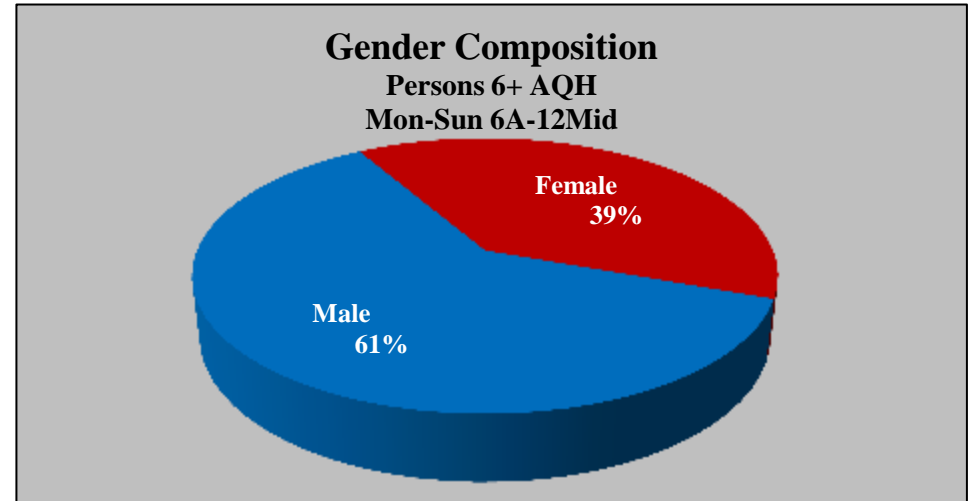
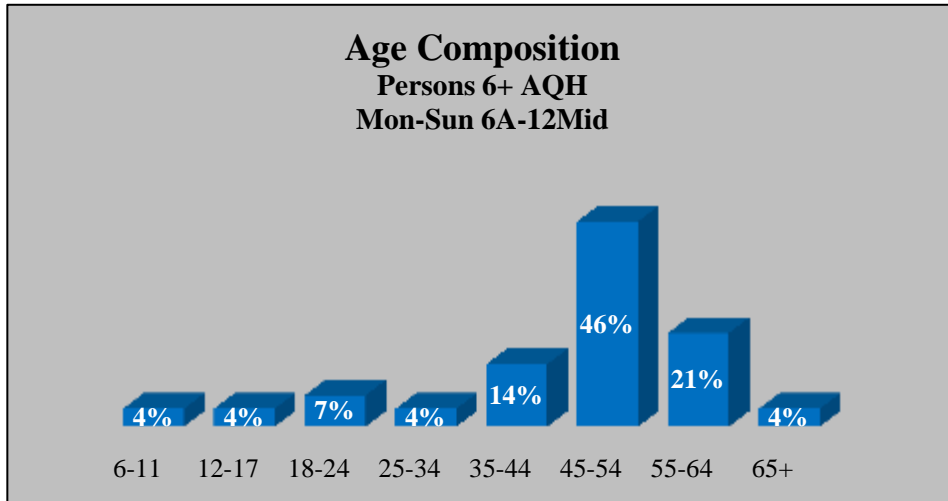


WDET-FM

101.9

News Talk Information (Non-Commercial)

Persons 6+ Weekly Cume: 145,600 / AQH Median Age: 49.5



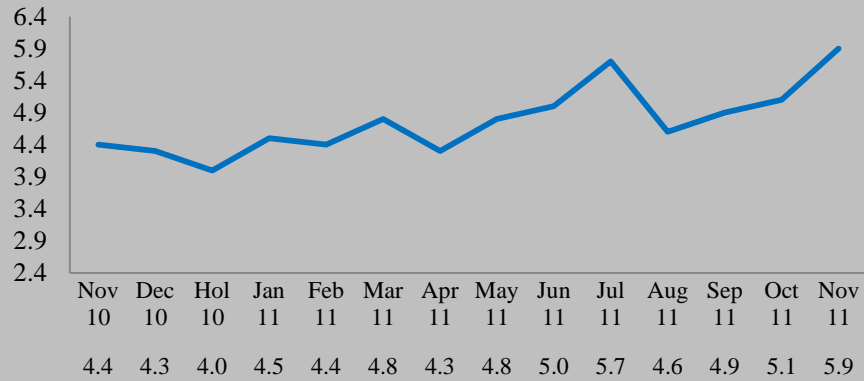
Numbers may not add to 100% due to Arbitron's rounding methods. Median age cannot be calculated above 65.
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WDMK-FM

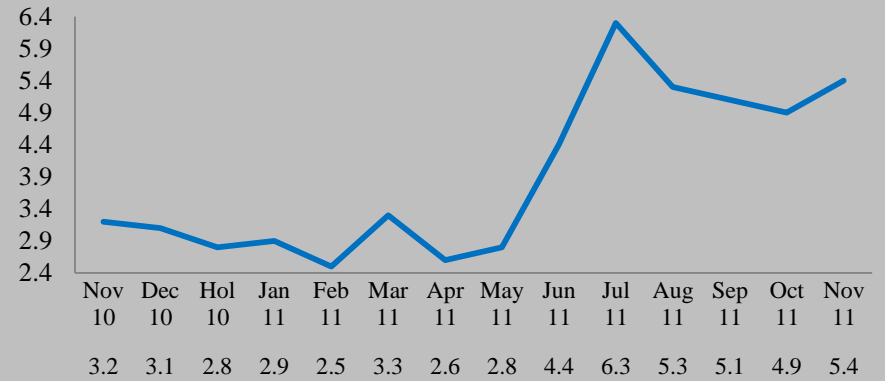
105.9

Urban Adult Contemporary

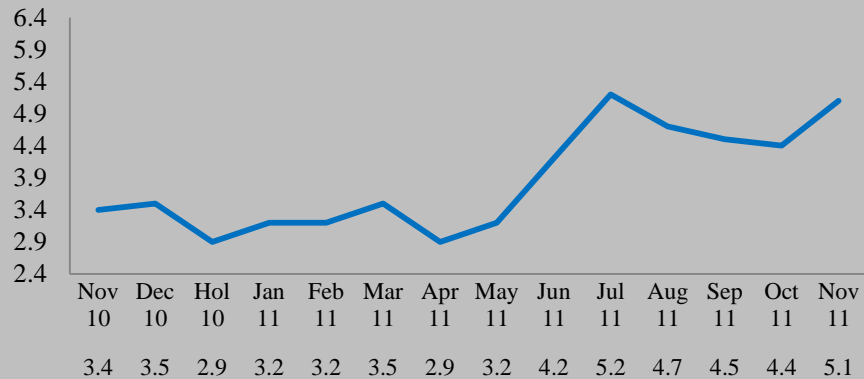
**Persons 6+ AQH Share
Mon-Sun 6A-12Mid**



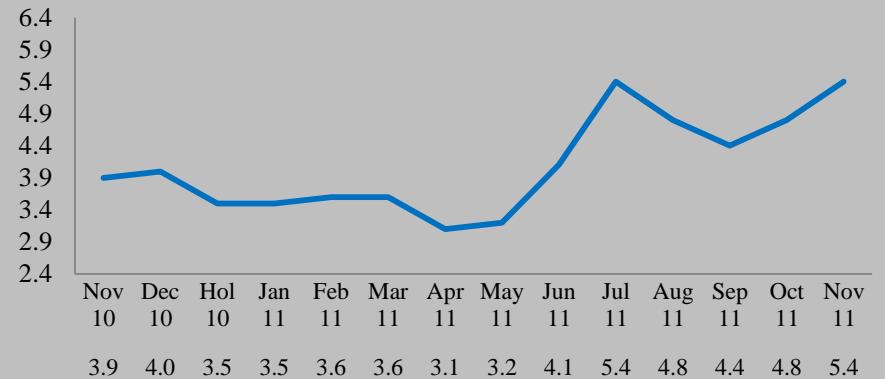
**Persons 18-34 AQH Share
Mon-Sun 6A-12Mid**



**Persons 18-49 AQH Share
Mon-Sun 6A-12Mid**



**Persons 25-54 AQH Share
Mon-Sun 6A-12Mid**

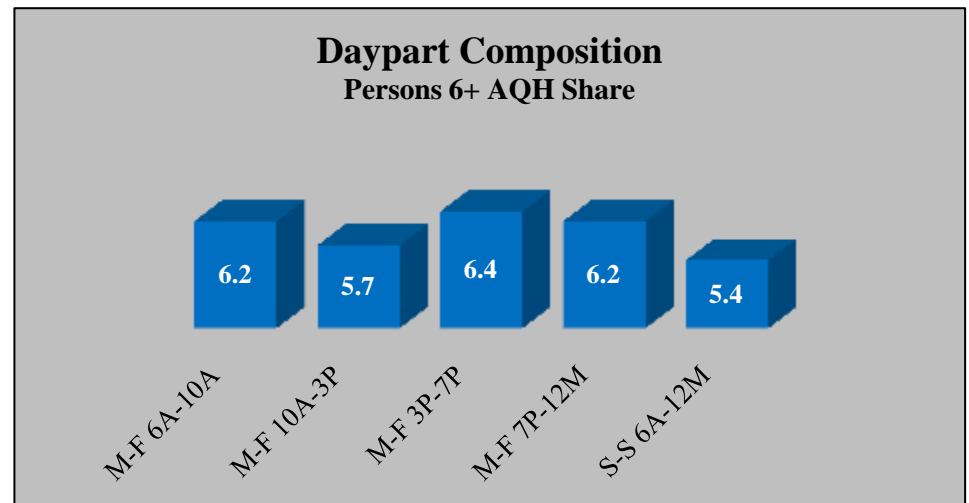
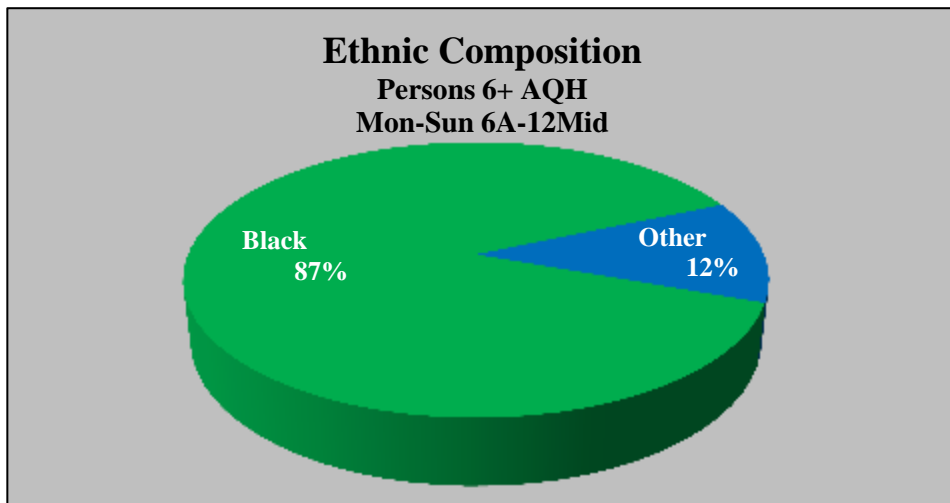
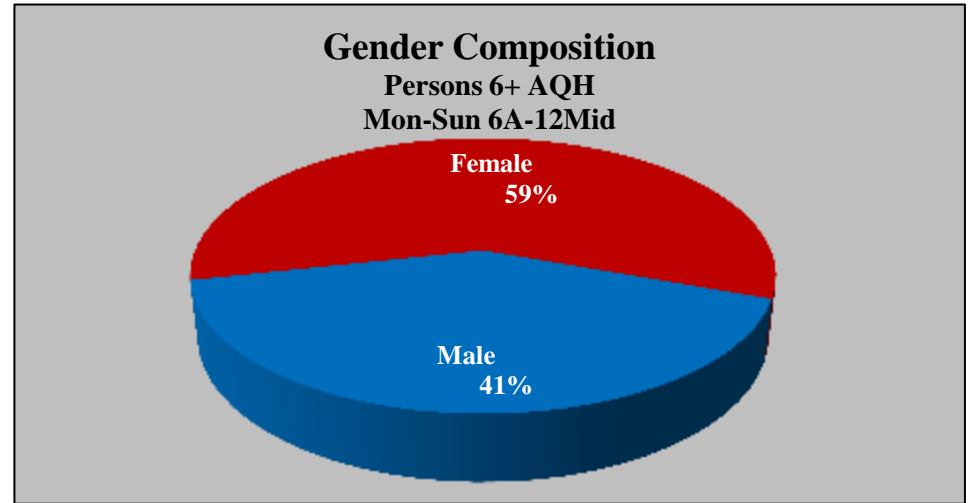
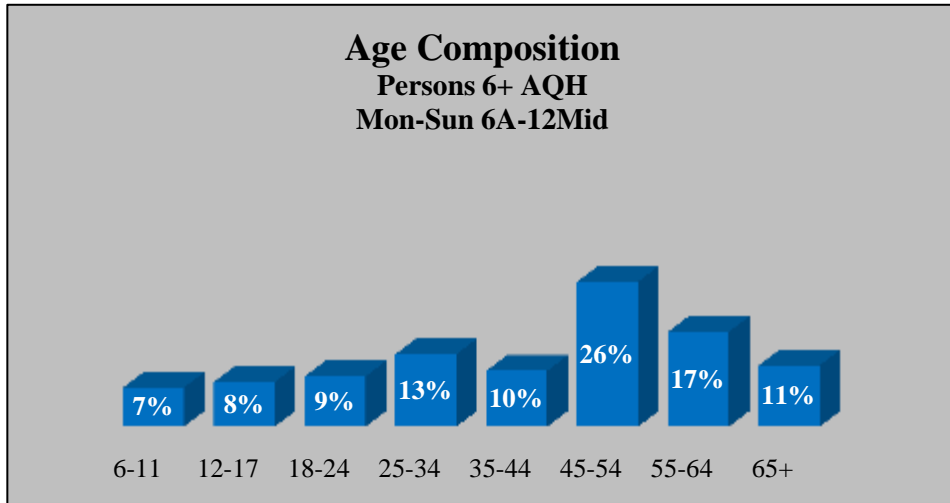


WDMK-FM

105.9

Urban Adult Contemporary

Persons 6+ Weekly Cume: 657,800 / AQH Median Age: 46.3



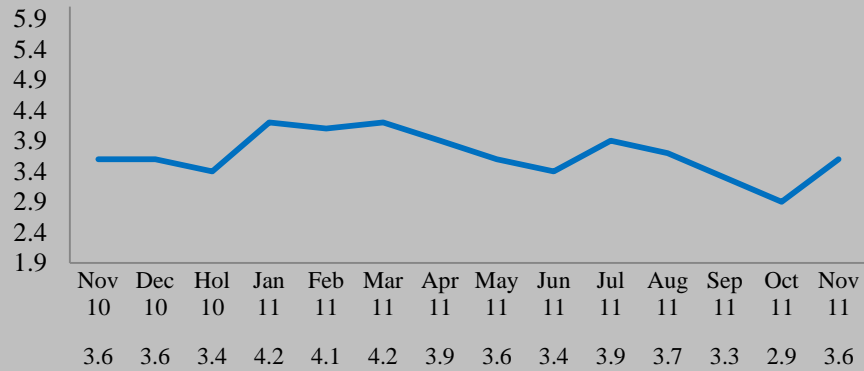
Numbers may not add to 100% due to Arbitron's rounding methods. Median age cannot be calculated above 65.
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WDRQ-FM

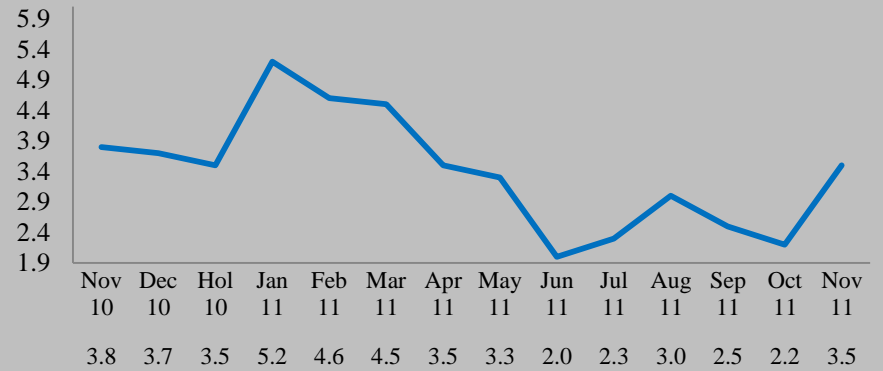
93.1

Adult Hits

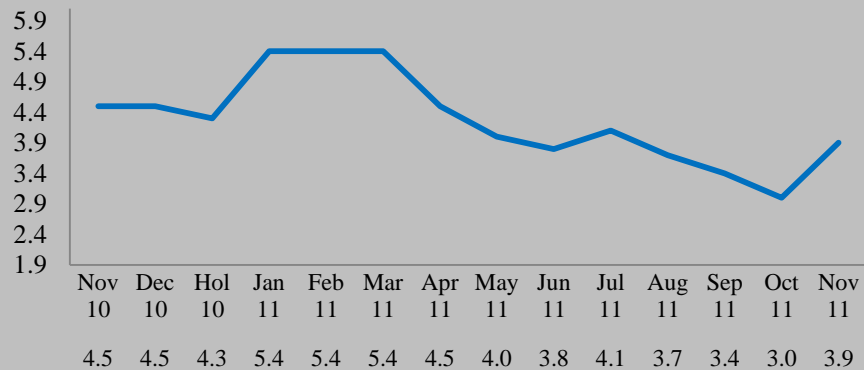
**Persons 6+ AQH Share
Mon-Sun 6A-12Mid**



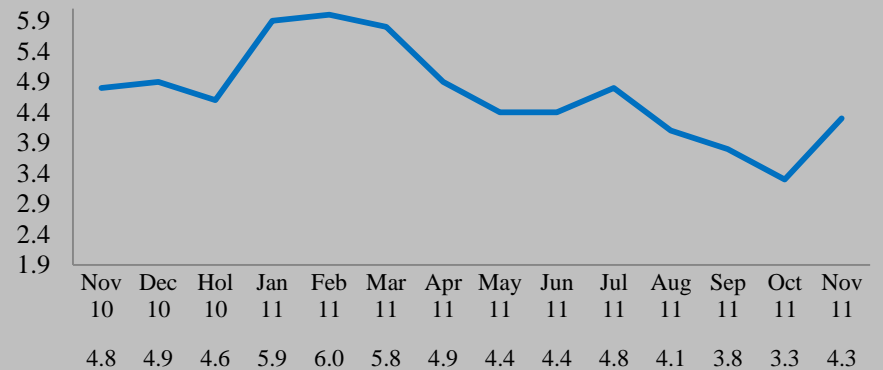
**Persons 18-34 AQH Share
Mon-Sun 6A-12Mid**



**Persons 18-49 AQH Share
Mon-Sun 6A-12Mid**



**Persons 25-54 AQH Share
Mon-Sun 6A-12Mid**

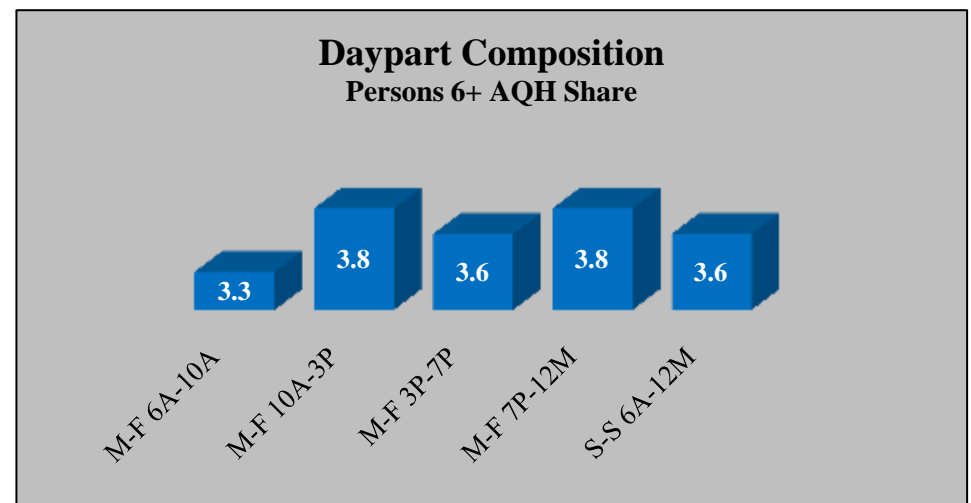
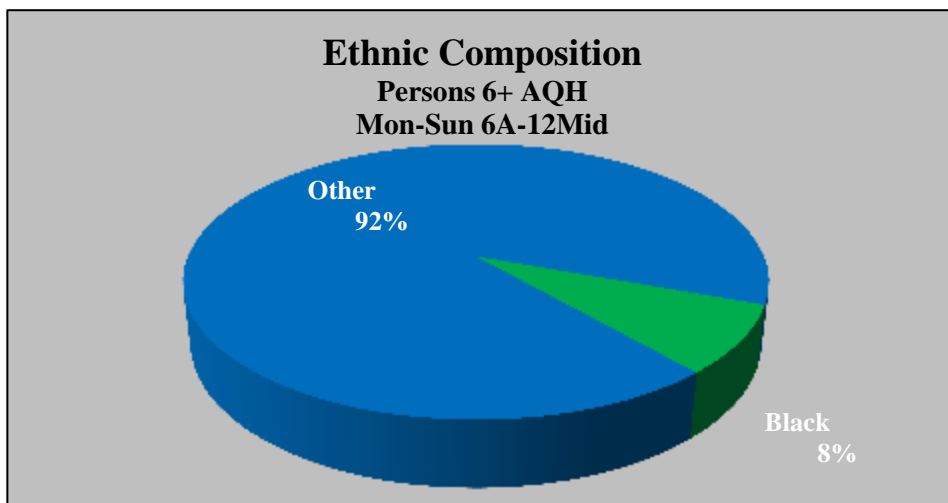
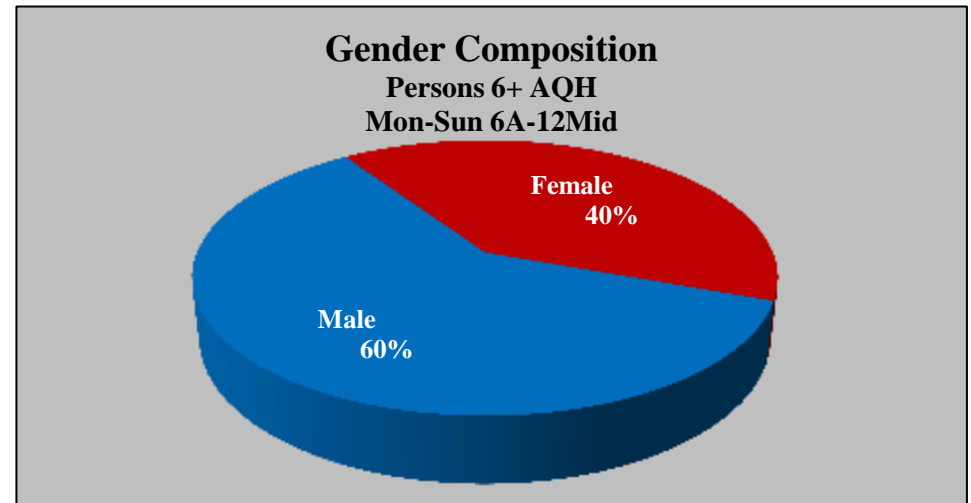
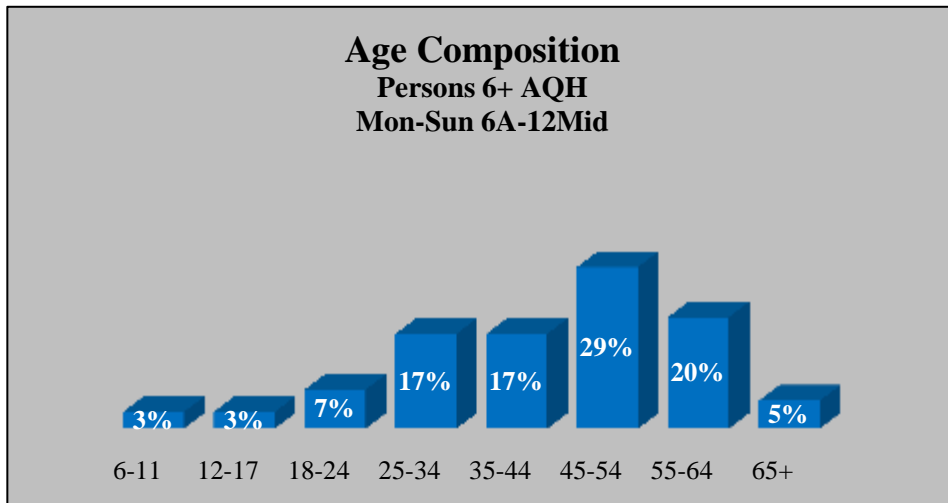


WDRQ-FM

93.1

Adult Hits

Persons 6+ Weekly Cume: 795,400 / AQH Median Age: 46.3



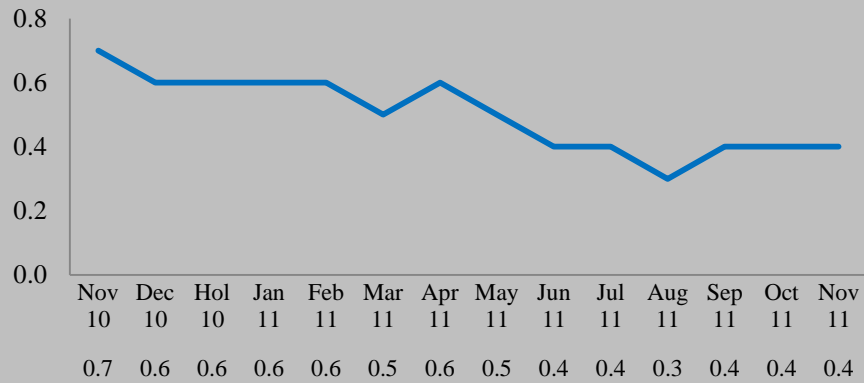
Numbers may not add to 100% due to Arbitron's rounding methods. Median age cannot be calculated above 65.
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WDTK-AM

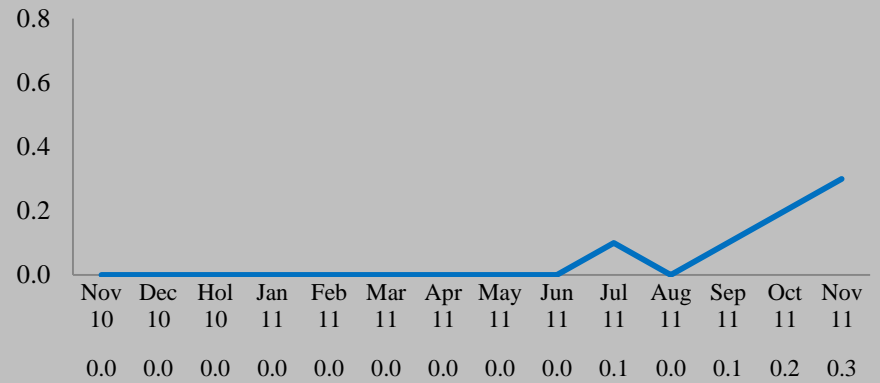
1400

News Talk Information

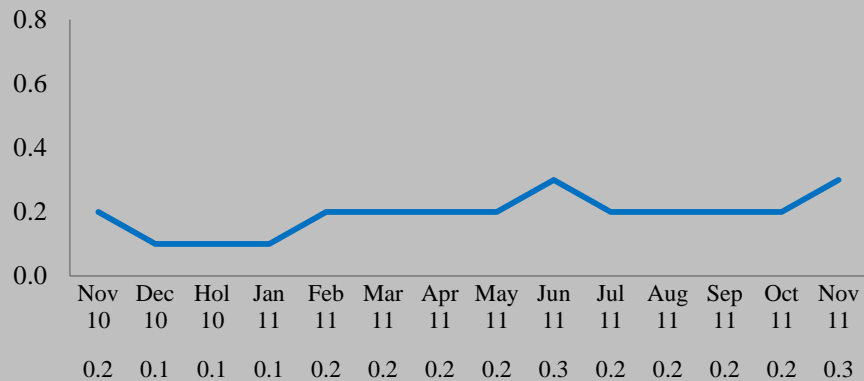
**Persons 6+ AQH Share
Mon-Sun 6A-12Mid**



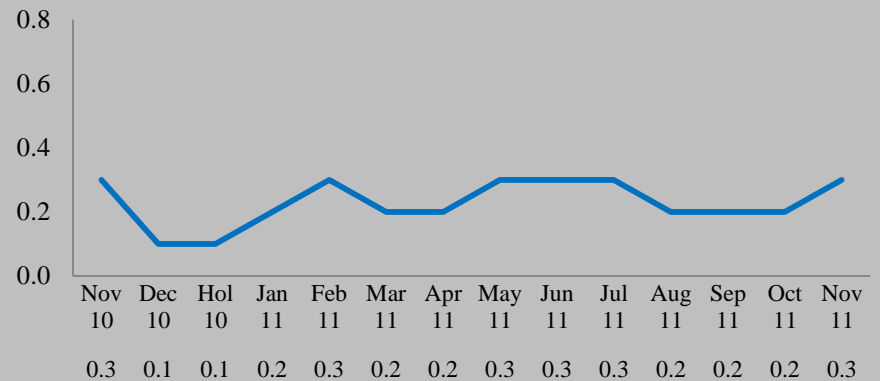
**Persons 18-34 AQH Share
Mon-Sun 6A-12Mid**



**Persons 18-49 AQH Share
Mon-Sun 6A-12Mid**



**Persons 25-54 AQH Share
Mon-Sun 6A-12Mid**

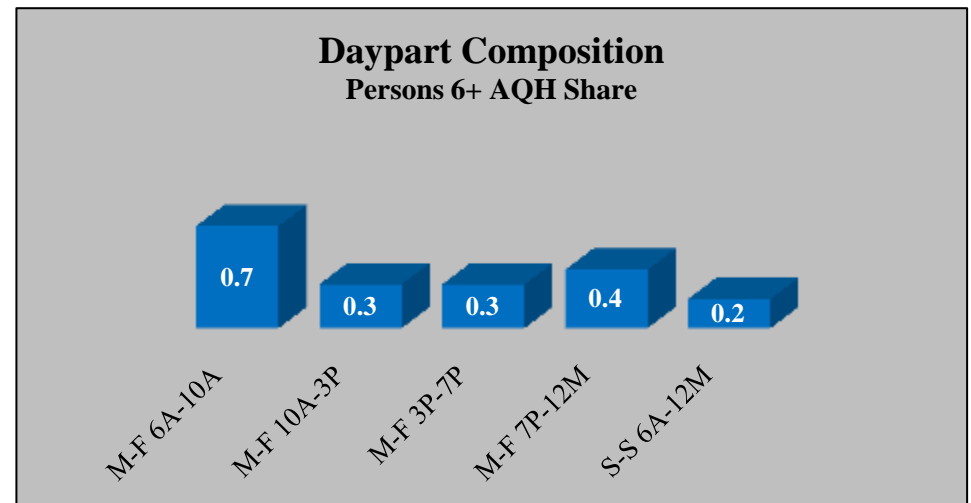
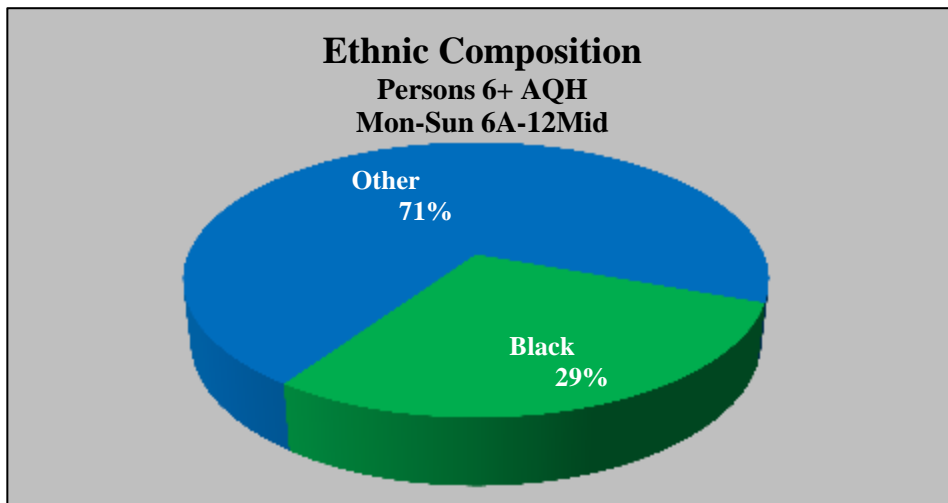
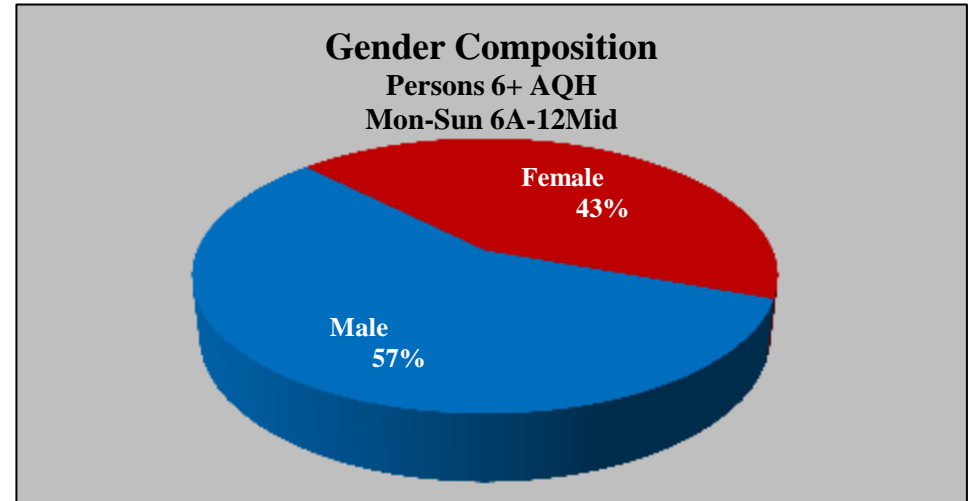
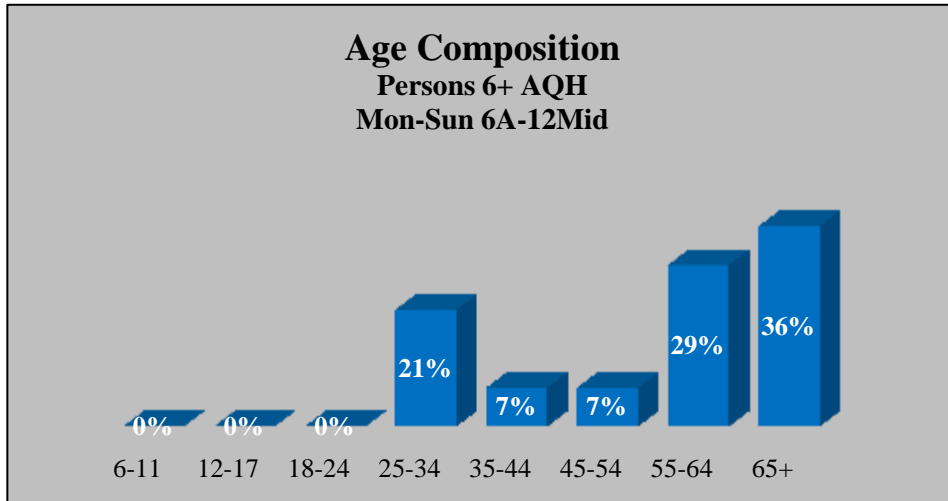


WDTK-AM

1400

News Talk Information

Persons 6+ Weekly Cume: 41,600 / AQH Median Age: 59.9



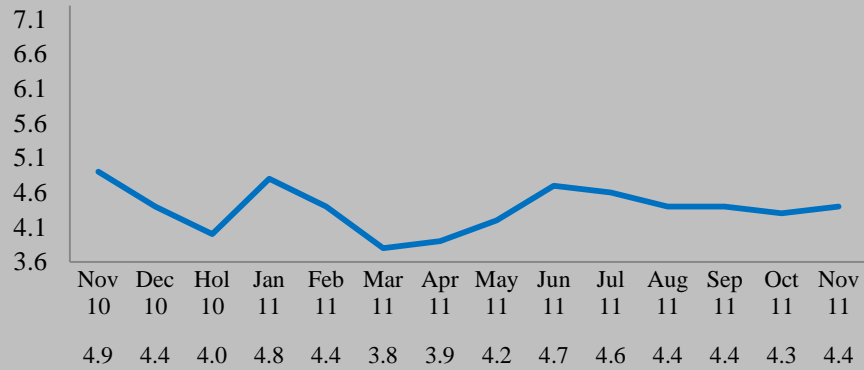
Numbers may not add to 100% due to Arbitron's rounding methods. Median age cannot be calculated above 65.
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WDVD-FM

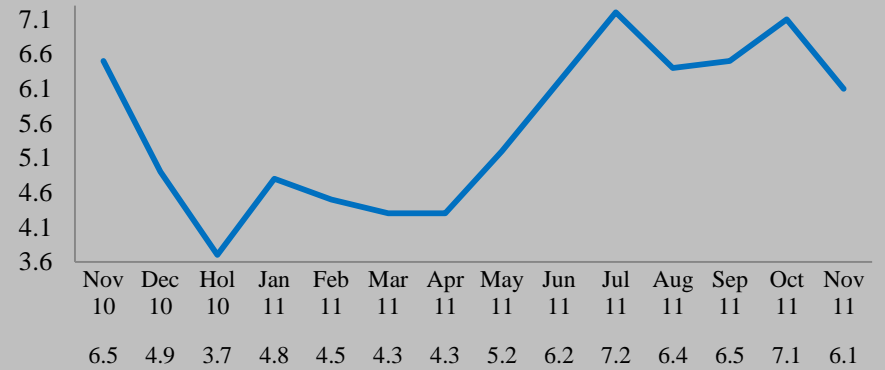
96.3

Hot Adult Contemporary

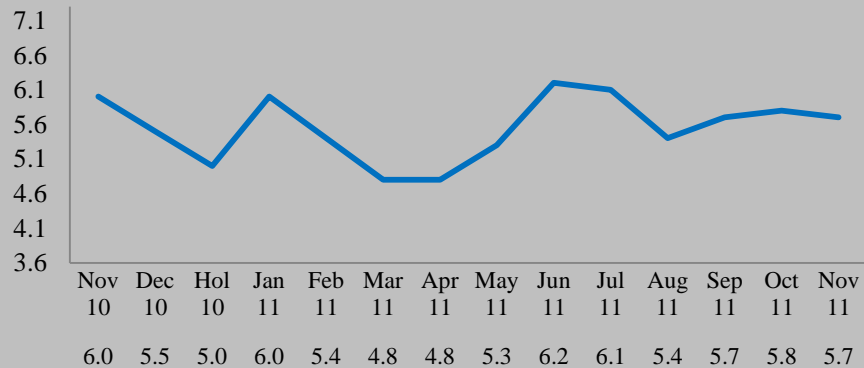
**Persons 6+ AQH Share
Mon-Sun 6A-12Mid**



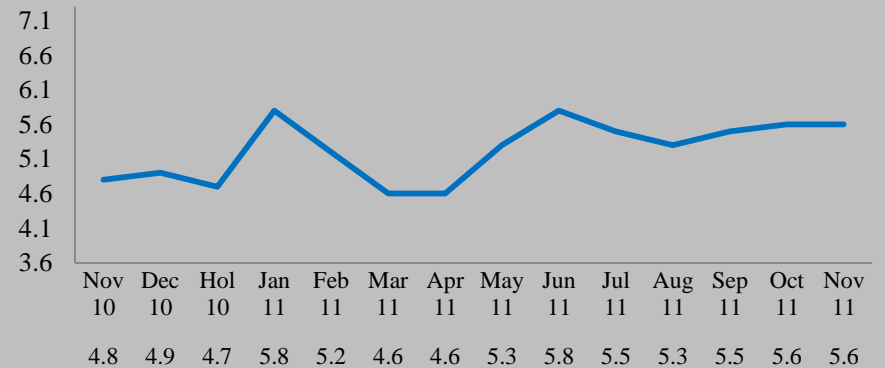
**Persons 18-34 AQH Share
Mon-Sun 6A-12Mid**



**Persons 18-49 AQH Share
Mon-Sun 6A-12Mid**



**Persons 25-54 AQH Share
Mon-Sun 6A-12Mid**

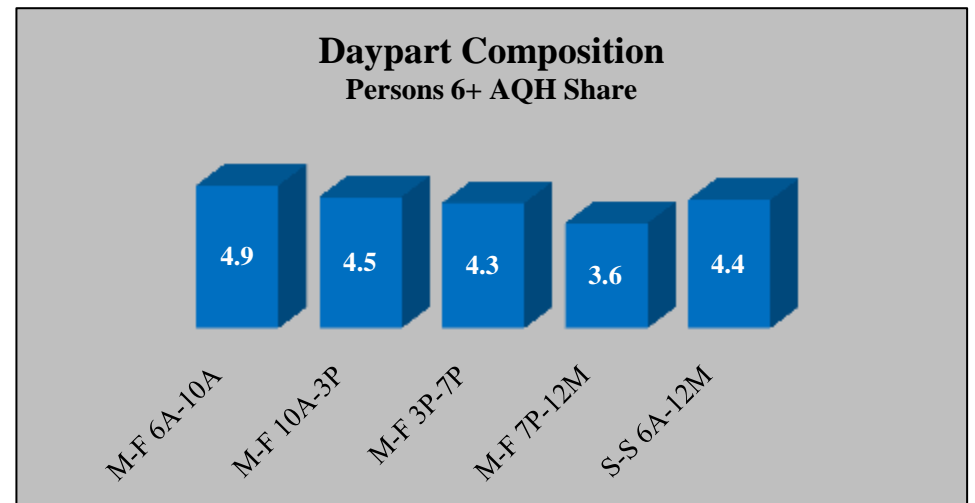
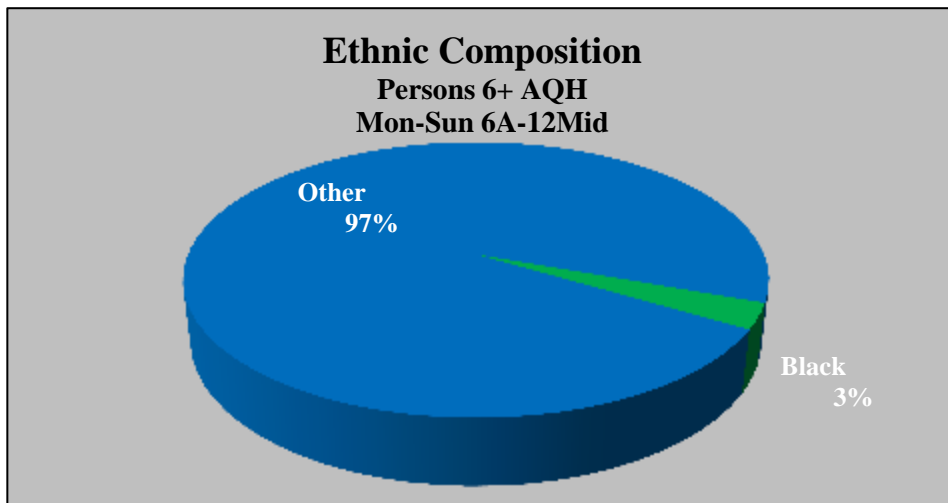
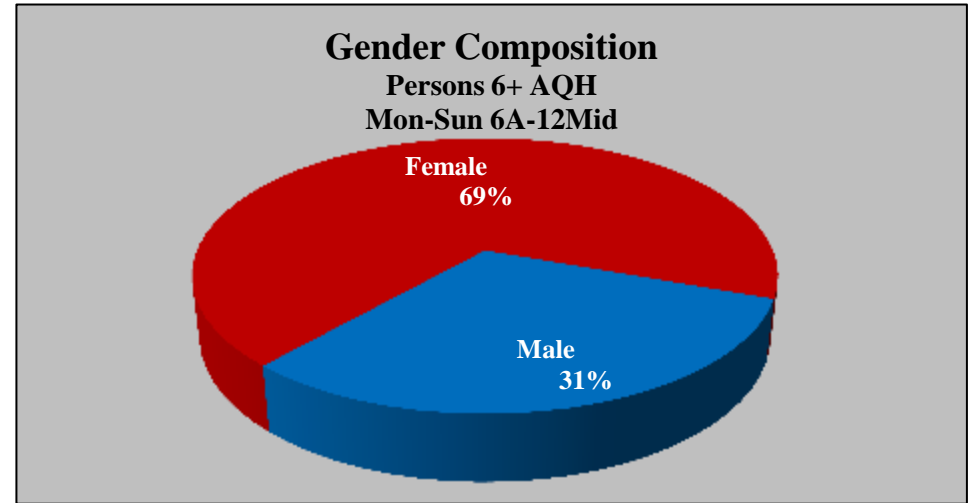
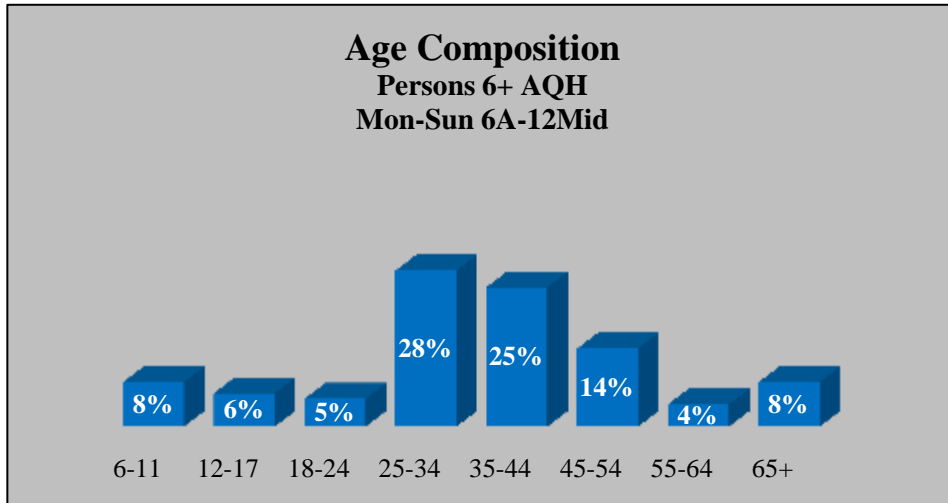


WDVD-FM

96.3

Hot Adult Contemporary

Persons 6+ Weekly Cume: 948,600 / AQH Median Age: 35.5



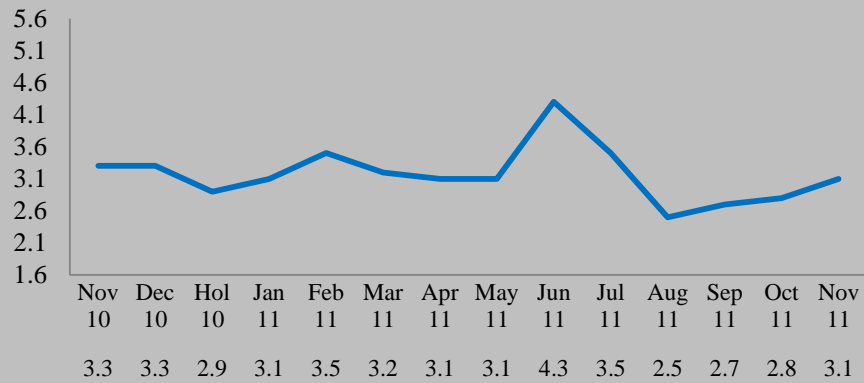
Numbers may not add to 100% due to Arbitron's rounding methods. Median age cannot be calculated above 65.
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WDZH-FM

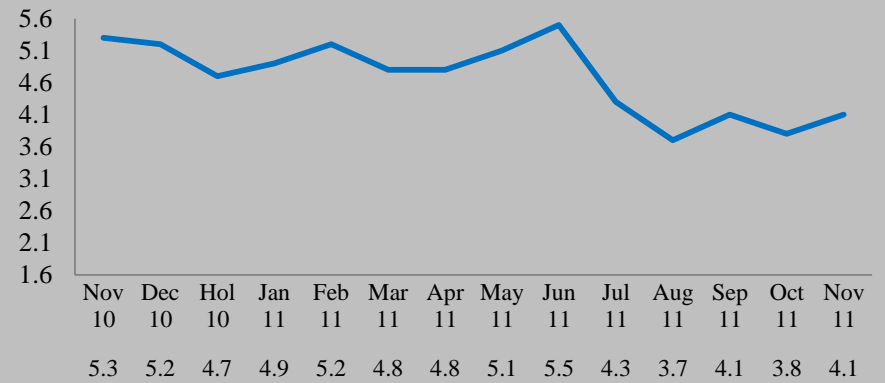
98.7

Pop Contemporary Hit Radio

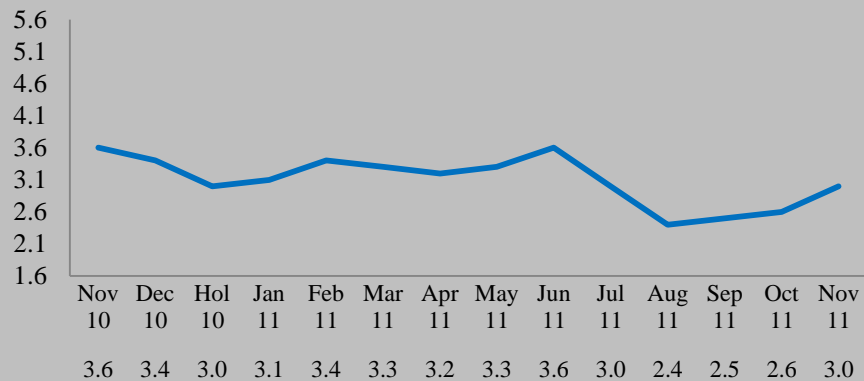
**Persons 6+ AQH Share
Mon-Sun 6A-12Mid**



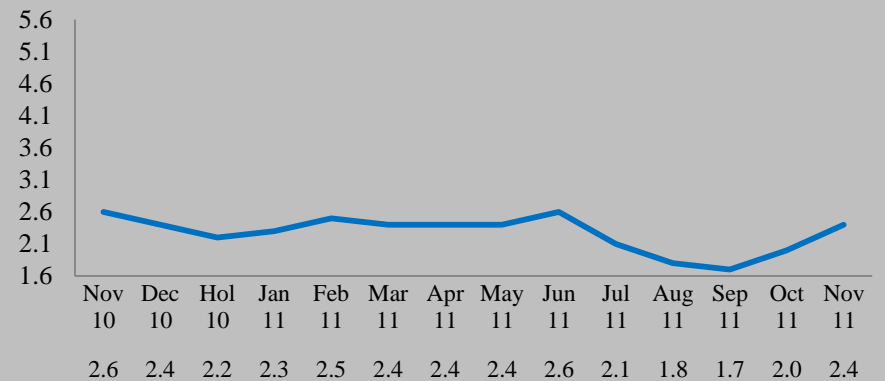
**Persons 18-34 AQH Share
Mon-Sun 6A-12Mid**



**Persons 18-49 AQH Share
Mon-Sun 6A-12Mid**



**Persons 25-54 AQH Share
Mon-Sun 6A-12Mid**

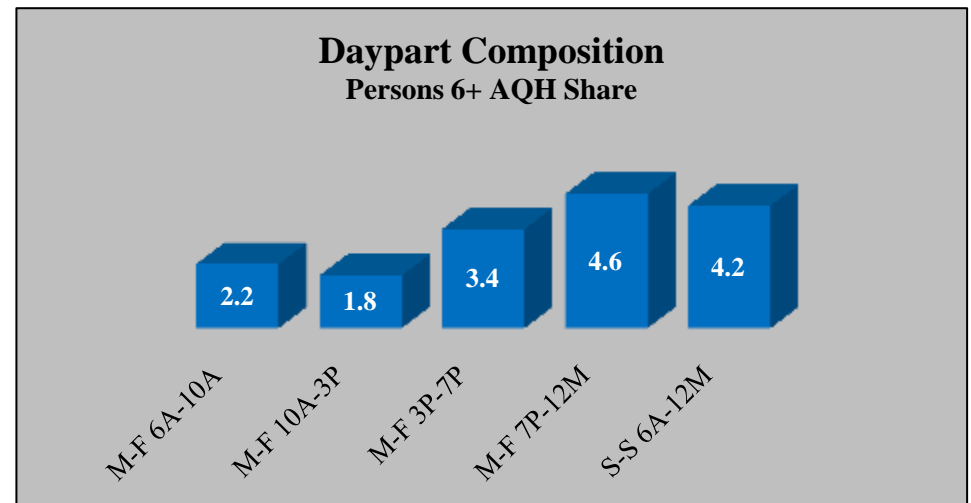
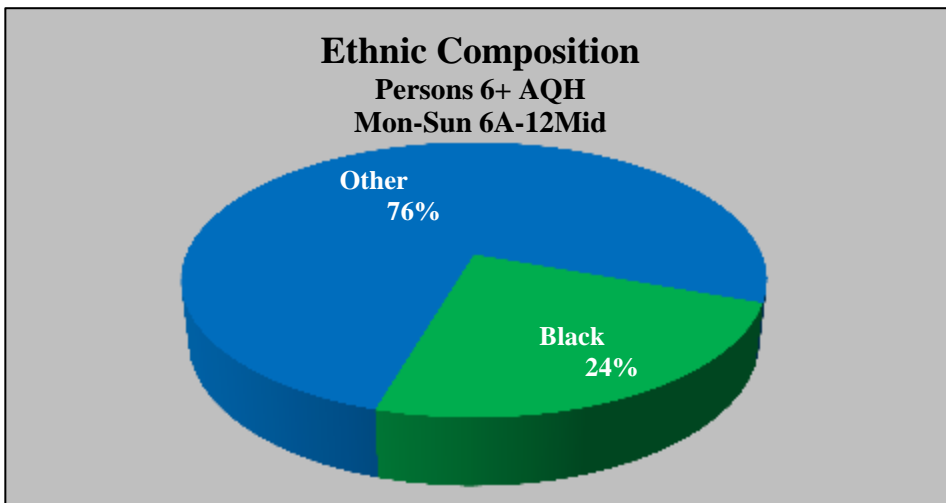
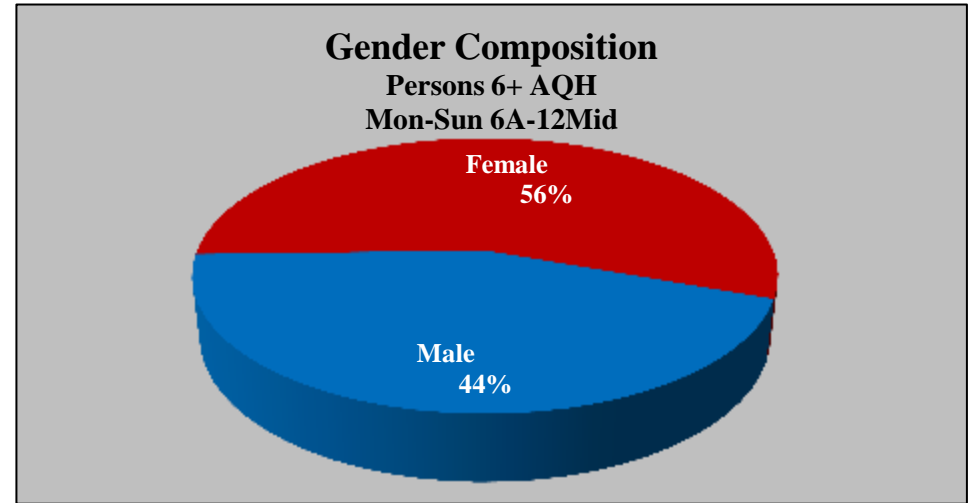
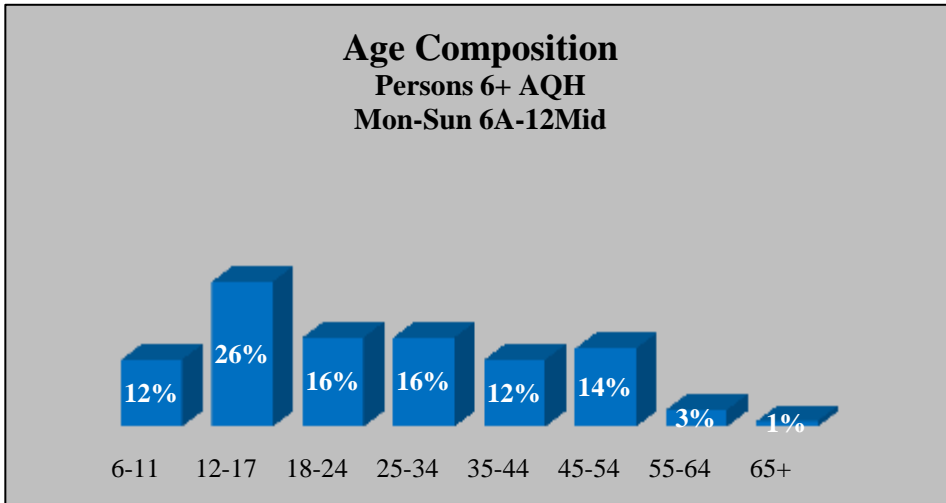


WDZH-FM

98.7

Pop Contemporary Hit Radio

Persons 6+ Weekly Cume: 827,400 / AQH Median Age: 23.4



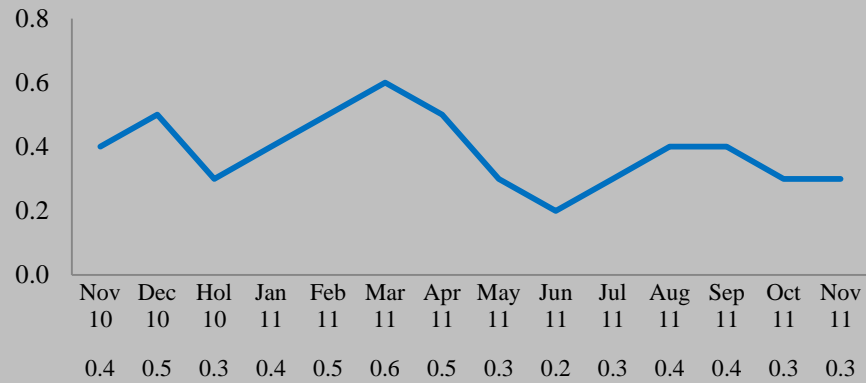
Numbers may not add to 100% due to Arbitron's rounding methods. Median age cannot be calculated above 65.
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WEXL-AM

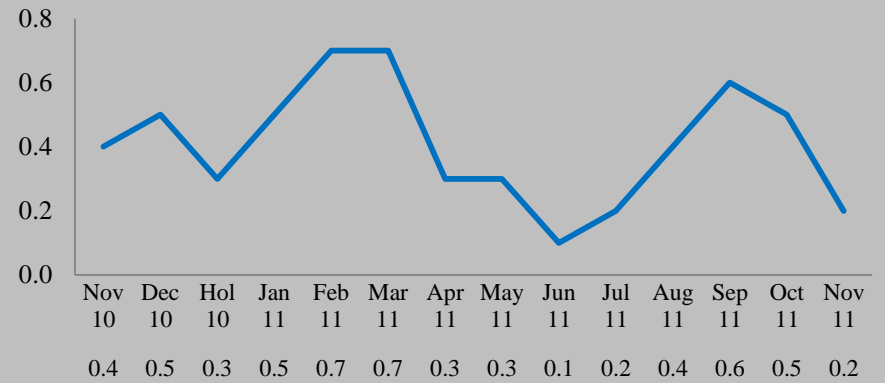
1340

Gospel

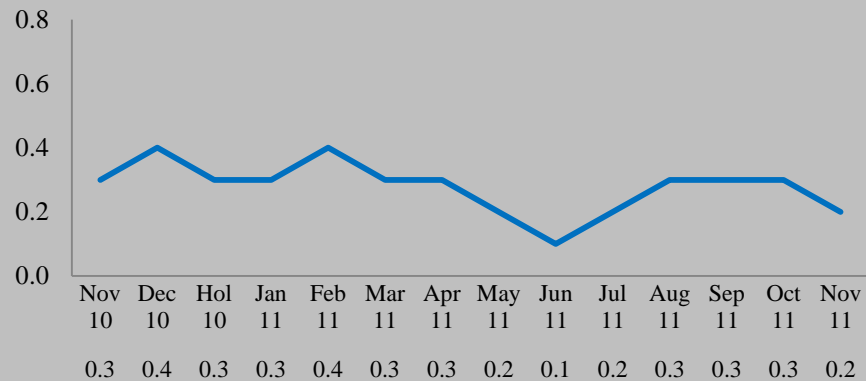
**Persons 6+ AQH Share
Mon-Sun 6A-12Mid**



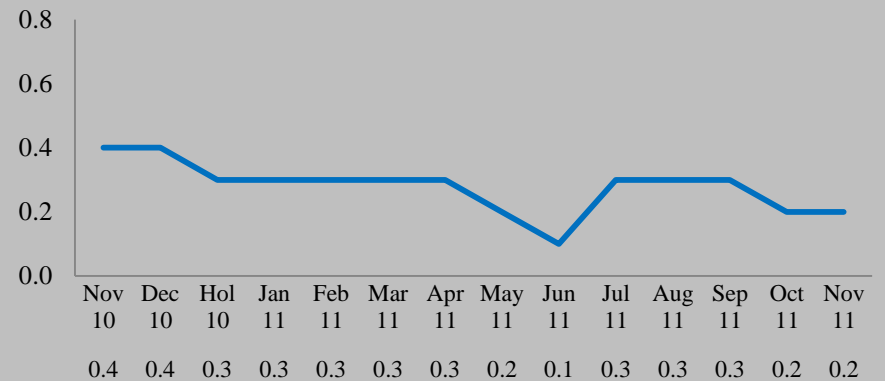
**Persons 18-34 AQH Share
Mon-Sun 6A-12Mid**



**Persons 18-49 AQH Share
Mon-Sun 6A-12Mid**



**Persons 25-54 AQH Share
Mon-Sun 6A-12Mid**

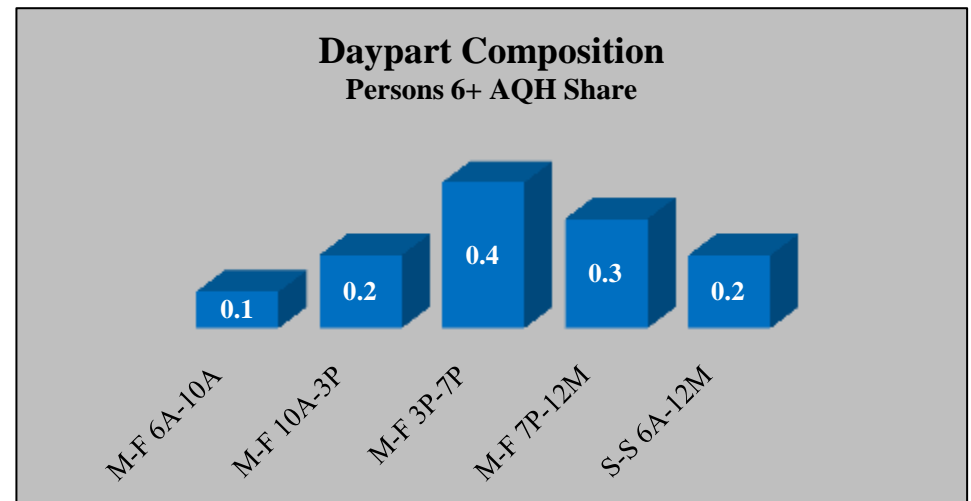
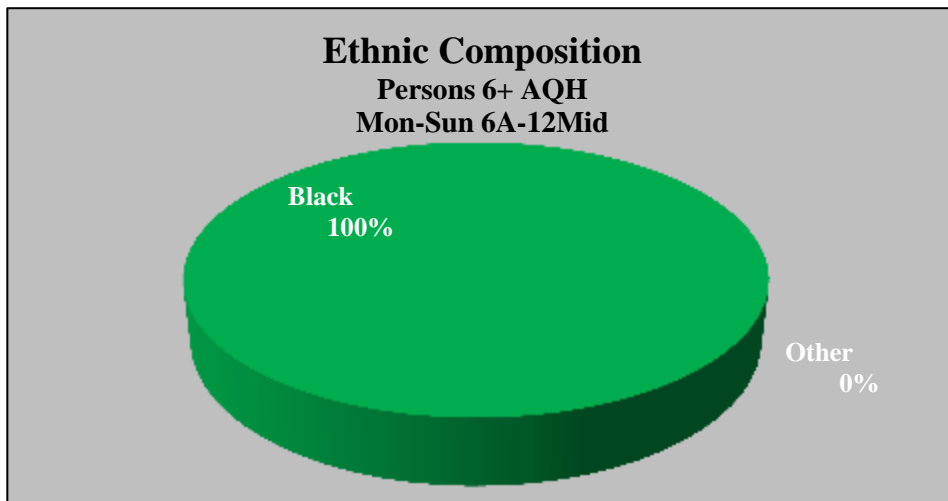
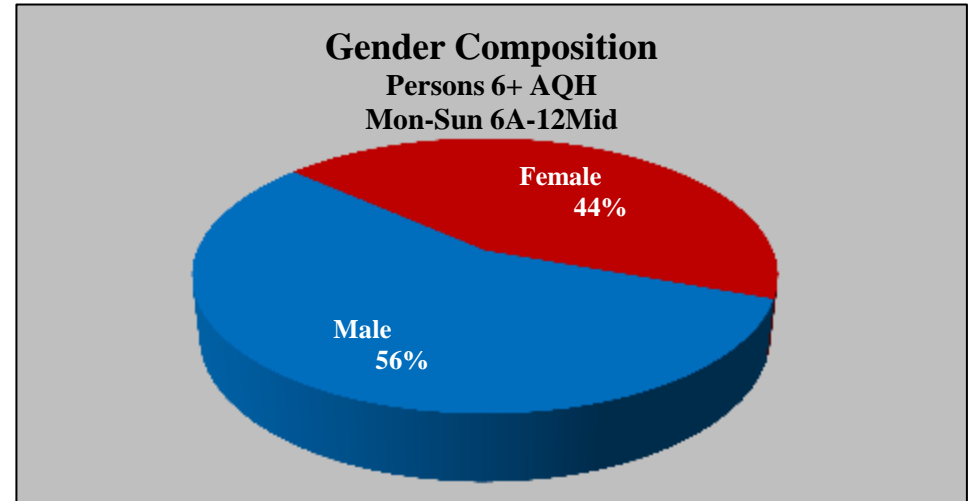
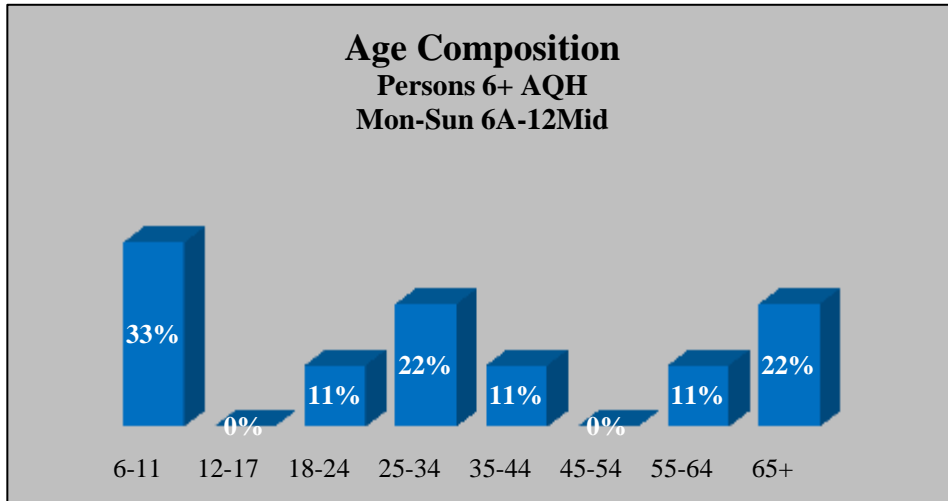


WEXL-AM

1340

Gospel

Persons 6+ Weekly Cume: 45,200 / AQH Median Age: 33.5



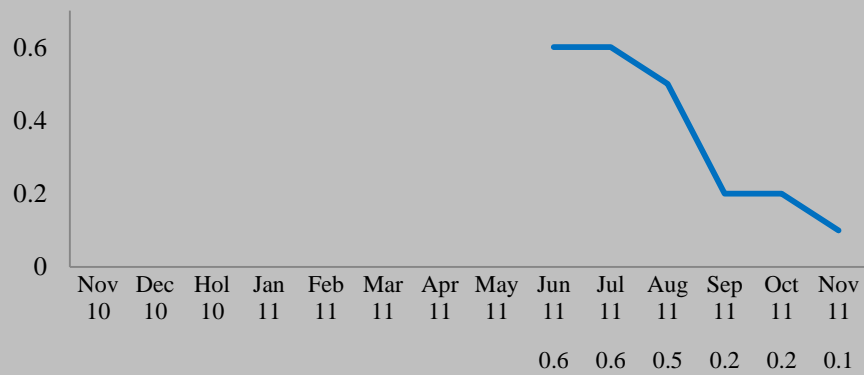
Numbers may not add to 100% due to Arbitron's rounding methods. Median age cannot be calculated above 65.
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WGPR-FM HD2

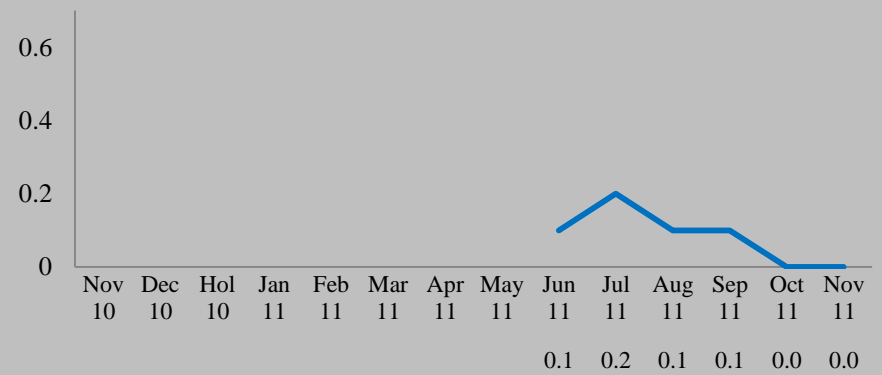
107.5

New AC (NAC)/Smooth Jazz

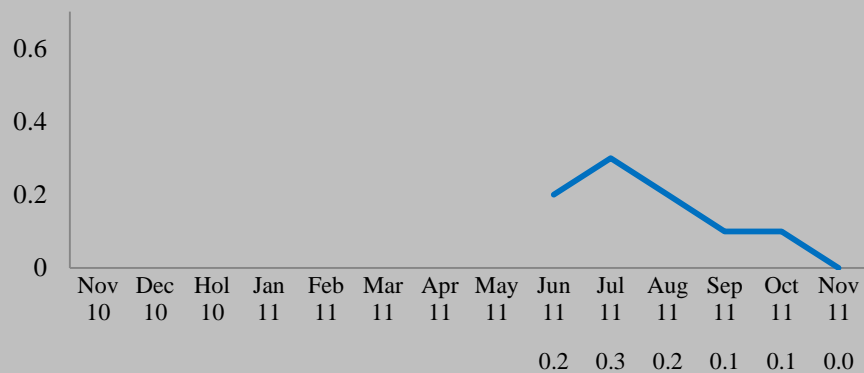
**Persons 6+ AQH Share
Mon-Sun 6A-12Mid**



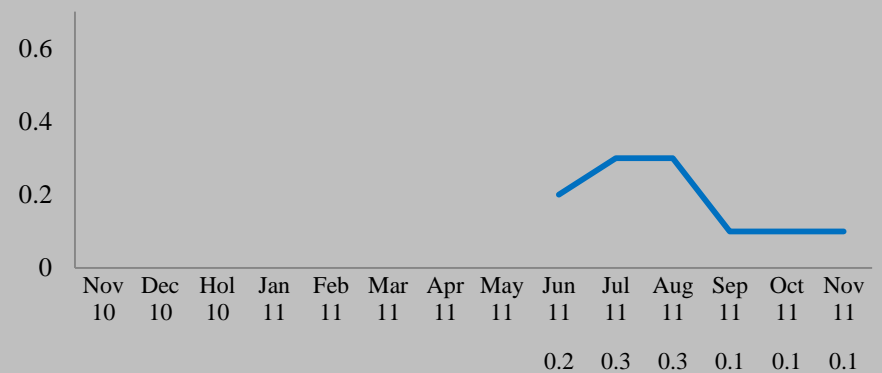
**Persons 18-34 AQH Share
Mon-Sun 6A-12Mid**



**Persons 18-49 AQH Share
Mon-Sun 6A-12Mid**



**Persons 25-54 AQH Share
Mon-Sun 6A-12Mid**

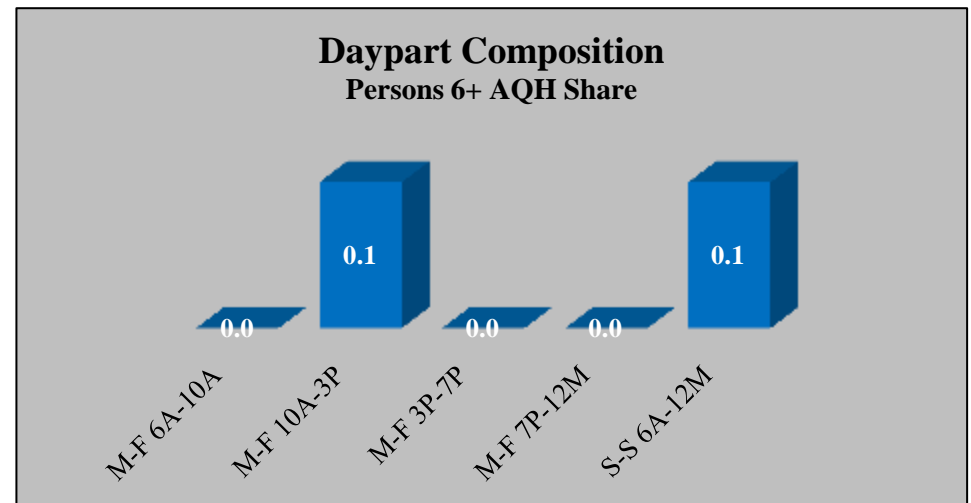
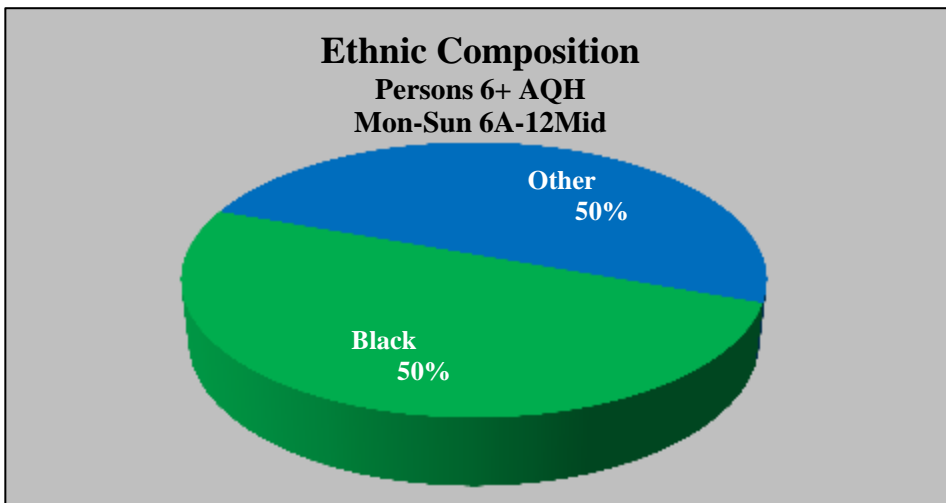
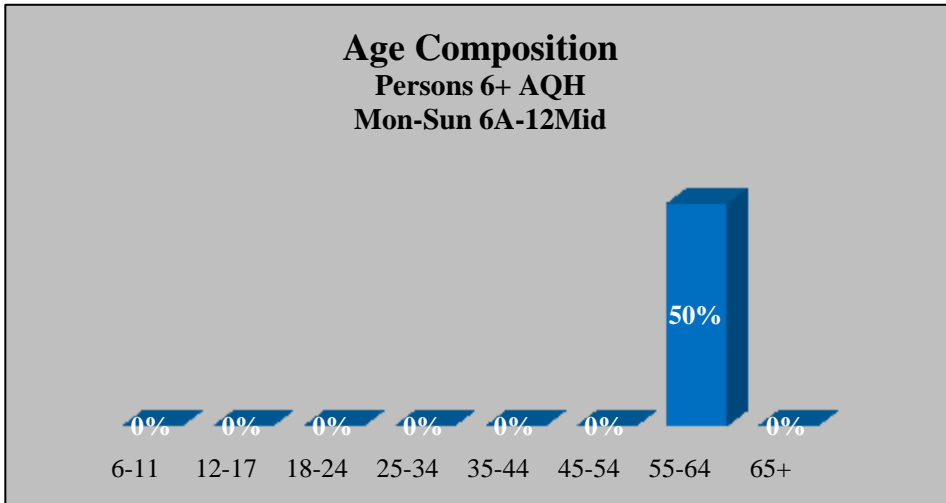


WGPR-FM HD2

107.5

New AC (NAC)/Smooth Jazz

Persons 6+ Weekly Cume: 22,200 / AQH Median Age: 57.4



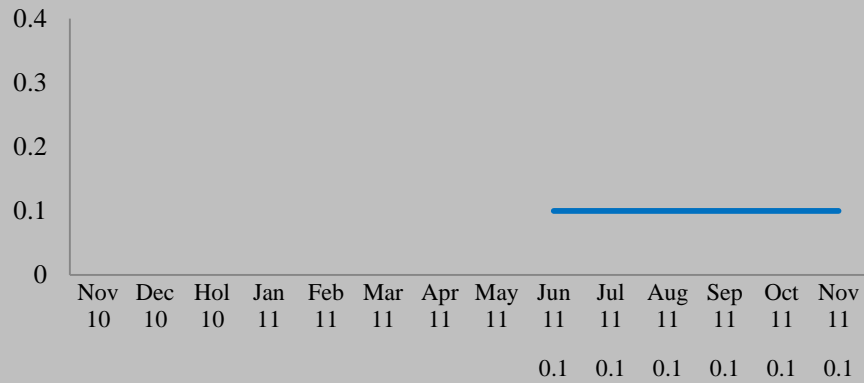
Numbers may not add to 100% due to Arbitron's rounding methods. Median age cannot be calculated above 65.
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WGPR-FM HD3

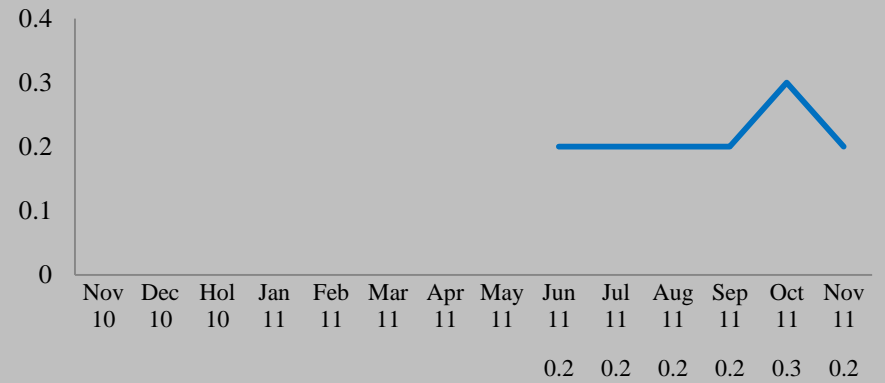
107.5

Alternative

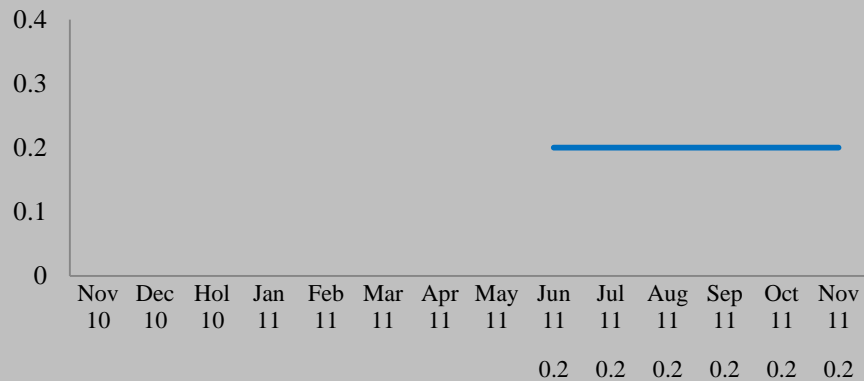
**Persons 6+ AQH Share
Mon-Sun 6A-12Mid**



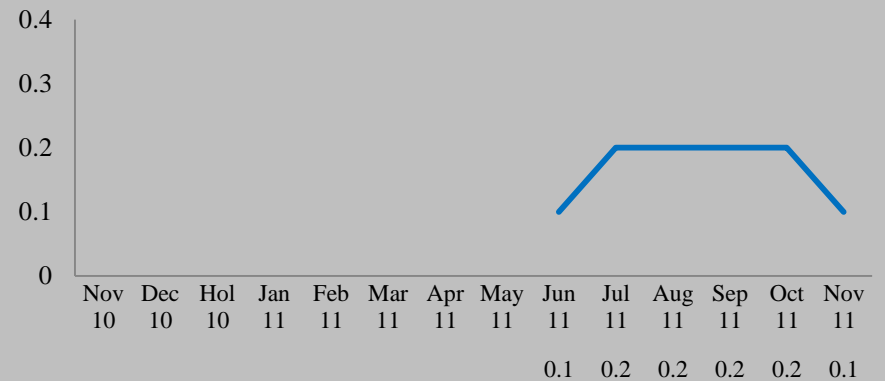
**Persons 18-34 AQH Share
Mon-Sun 6A-12Mid**



**Persons 18-49 AQH Share
Mon-Sun 6A-12Mid**



**Persons 25-54 AQH Share
Mon-Sun 6A-12Mid**

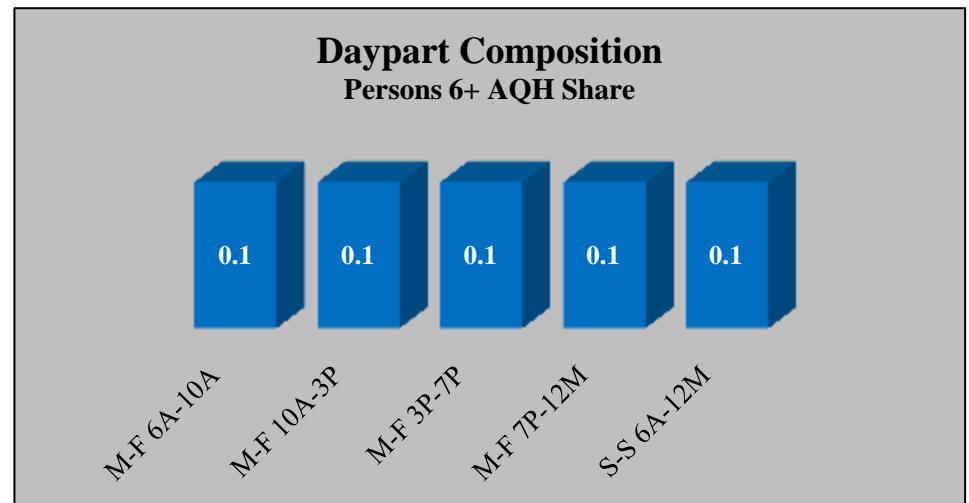
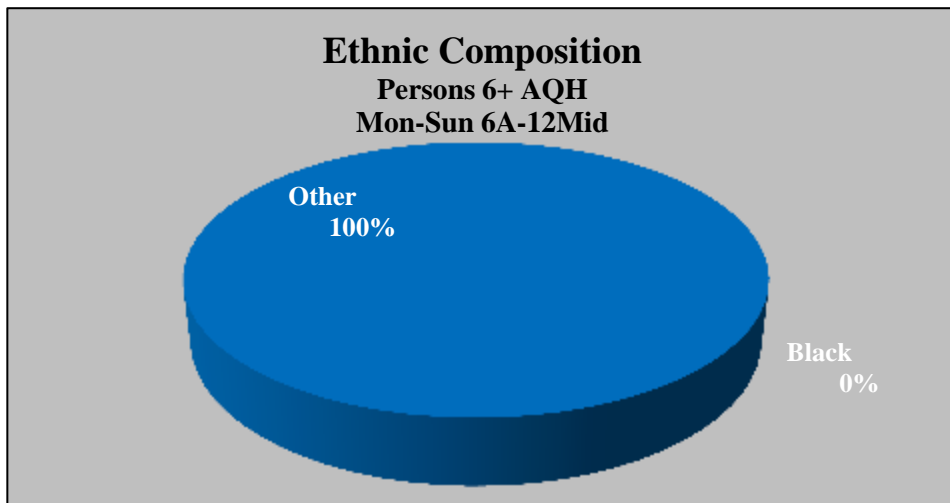
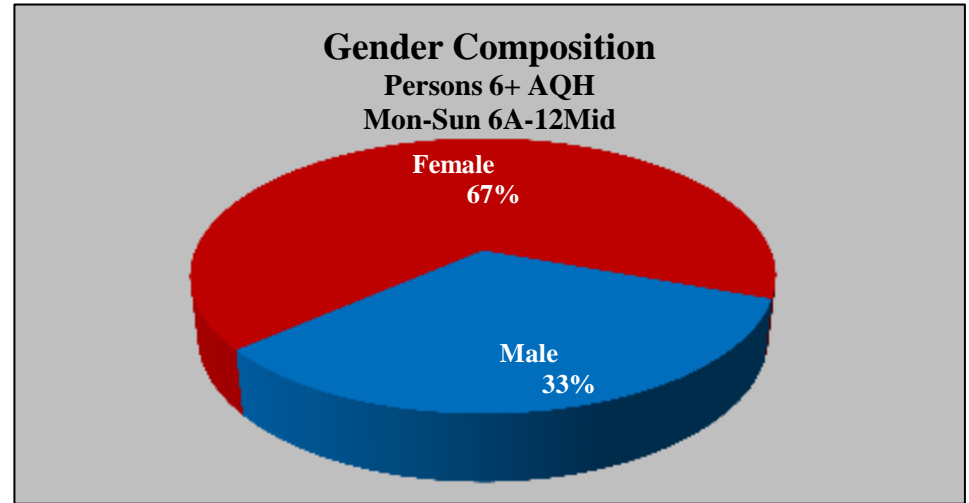
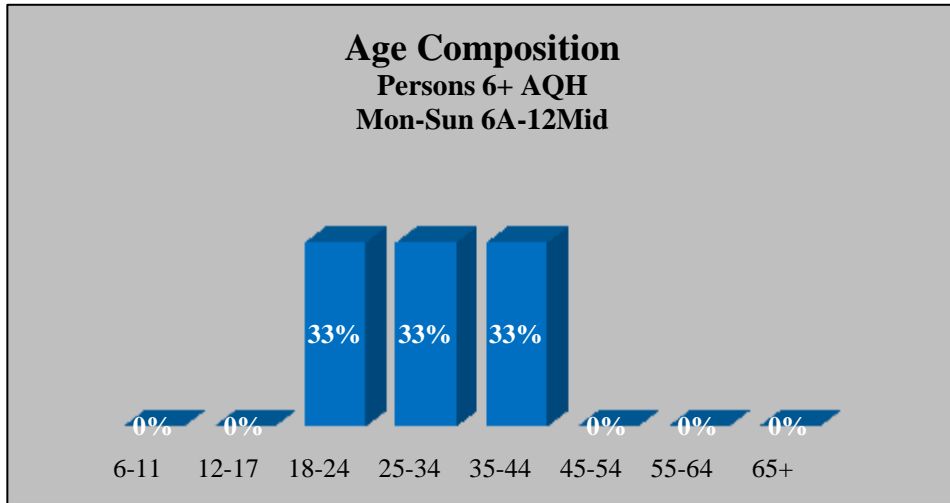


WGPR-FM HD3

107.5

Alternative

Persons 6+ Weekly Cume: 41,700 / AQH Median Age: 31.3



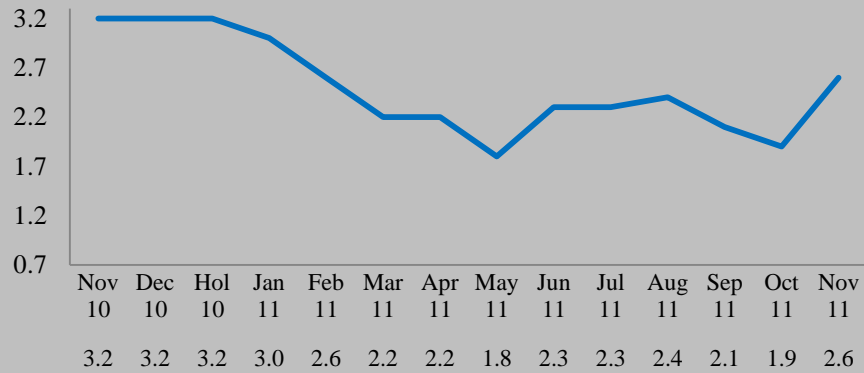
Numbers may not add to 100% due to Arbitron's rounding methods. Median age cannot be calculated above 65.
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WGPR-FM

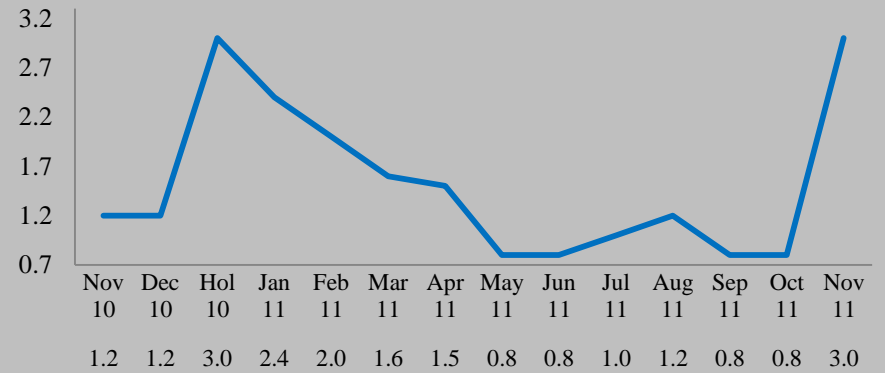
107.5

Urban Contemporary

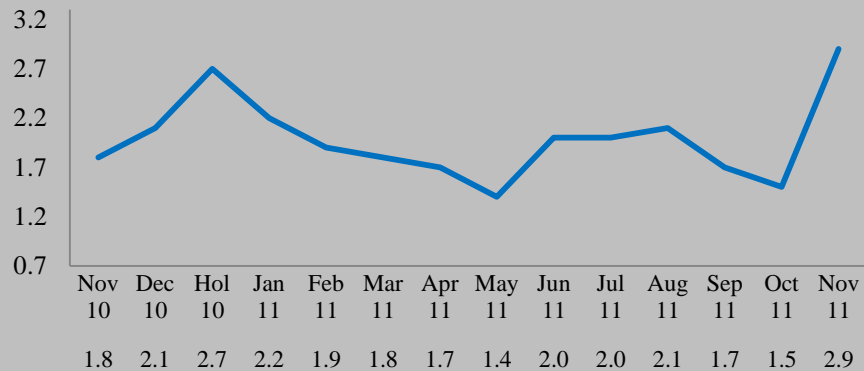
**Persons 6+ AQH Share
Mon-Sun 6A-12Mid**



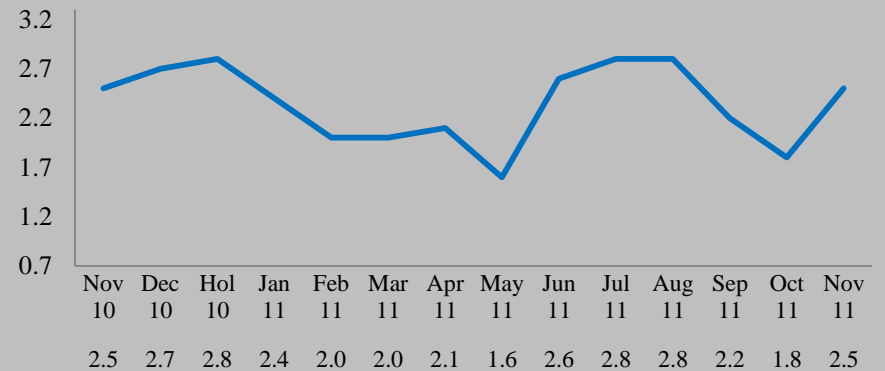
**Persons 18-34 AQH Share
Mon-Sun 6A-12Mid**



**Persons 18-49 AQH Share
Mon-Sun 6A-12Mid**



**Persons 25-54 AQH Share
Mon-Sun 6A-12Mid**

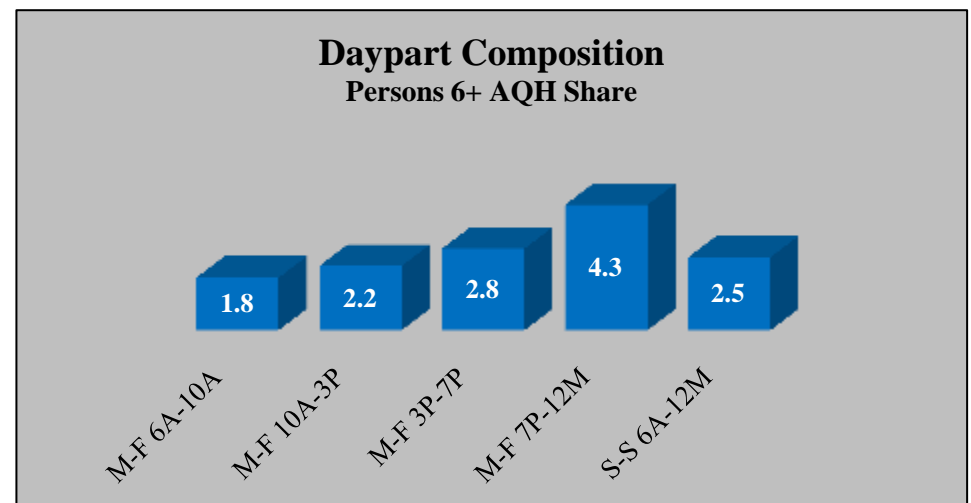
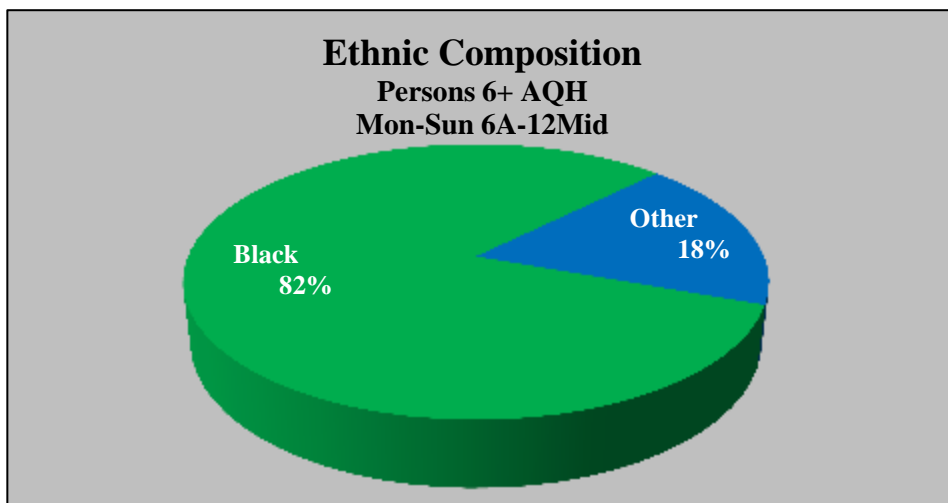
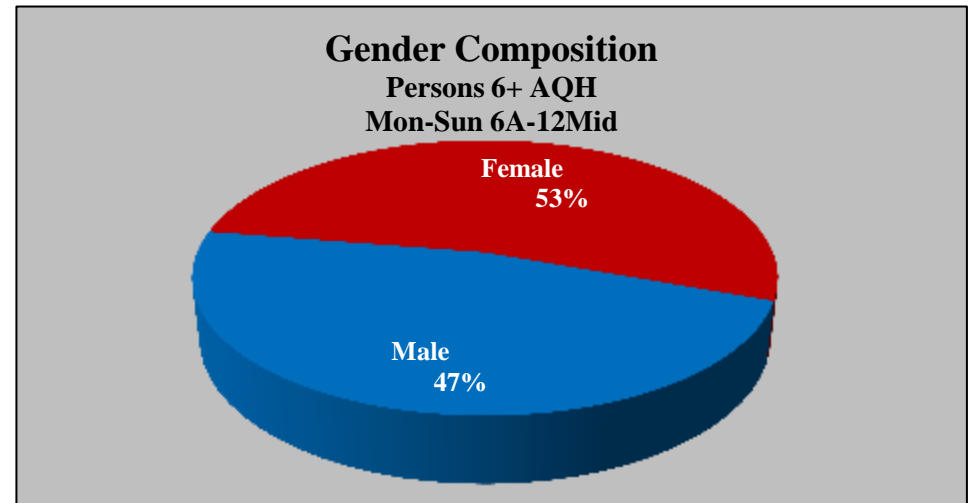
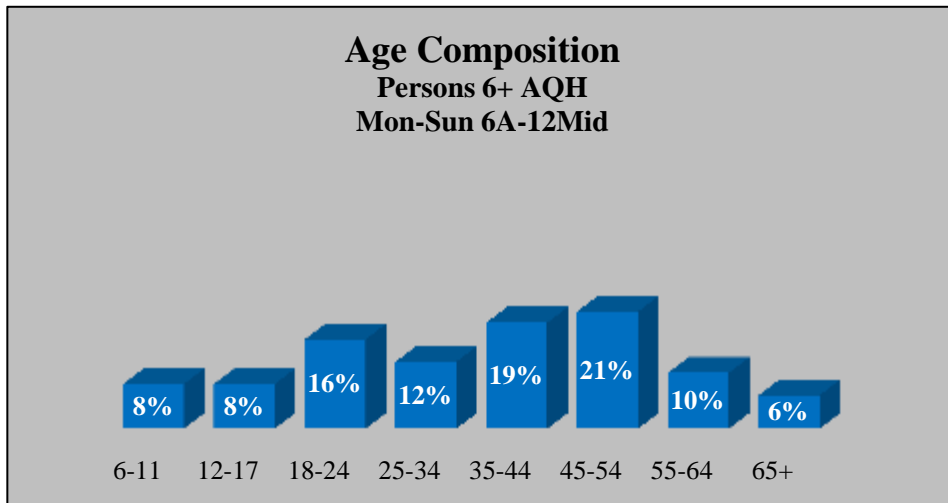


WGPR-FM

107.5

Urban Contemporary

Persons 6+ Weekly Cume: 500,800 / AQH Median Age: 38.2



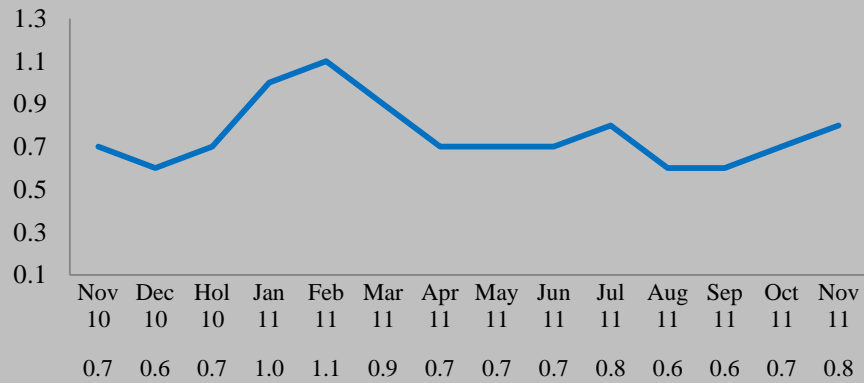
Numbers may not add to 100% due to Arbitron's rounding methods. Median age cannot be calculated above 65.
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WHMI-FM

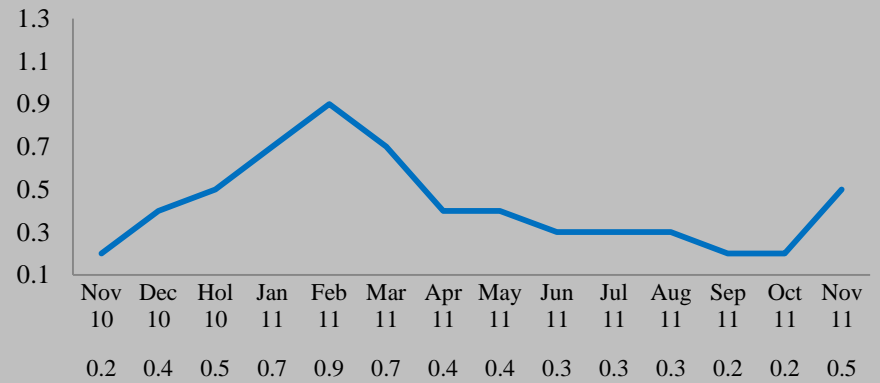
93.5

Classic Hits

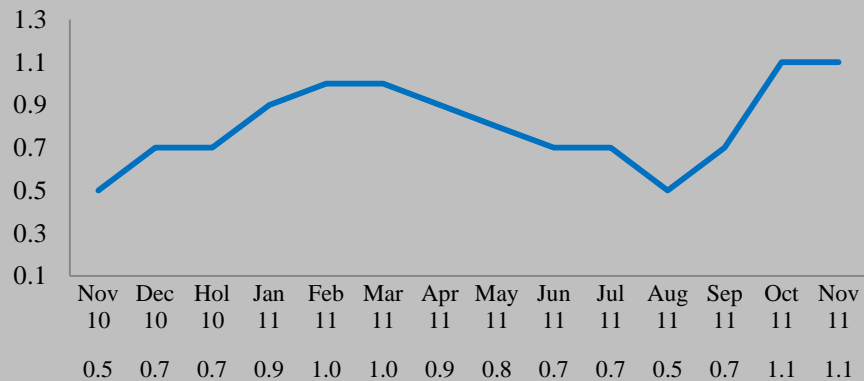
**Persons 6+ AQH Share
Mon-Sun 6A-12Mid**



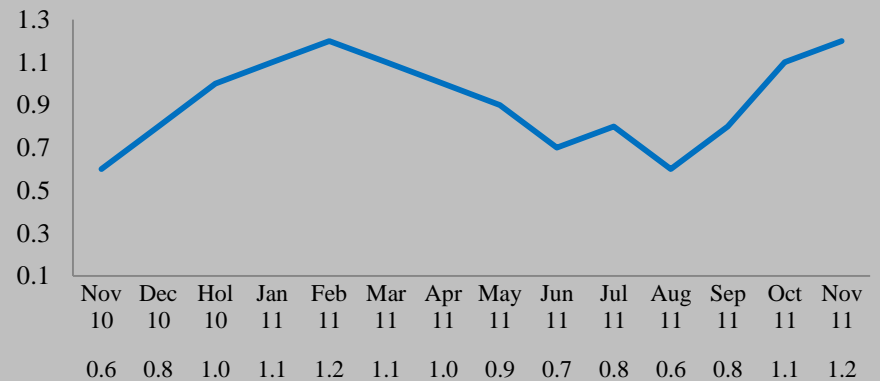
**Persons 18-34 AQH Share
Mon-Sun 6A-12Mid**



**Persons 18-49 AQH Share
Mon-Sun 6A-12Mid**



**Persons 25-54 AQH Share
Mon-Sun 6A-12Mid**

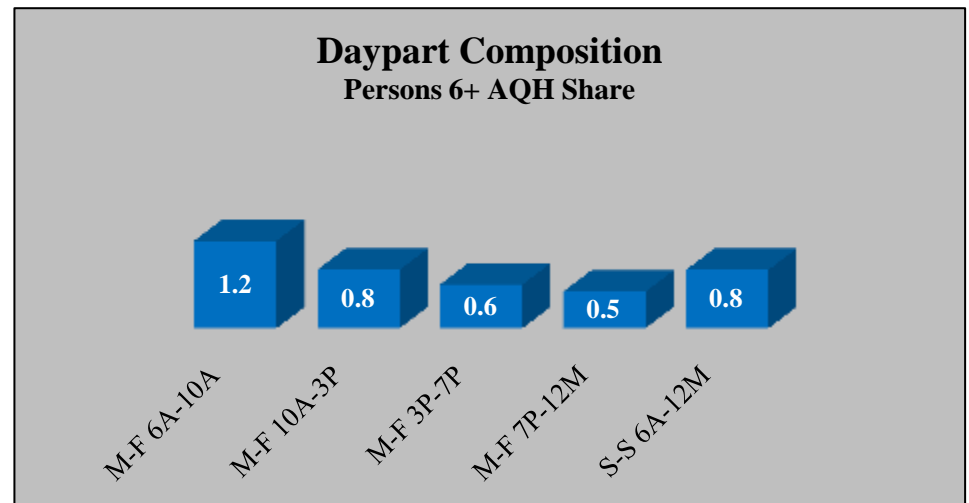
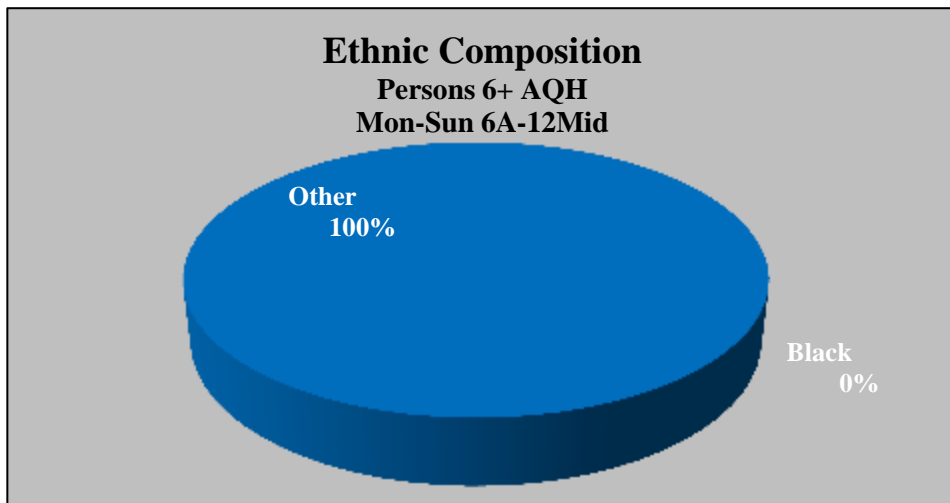
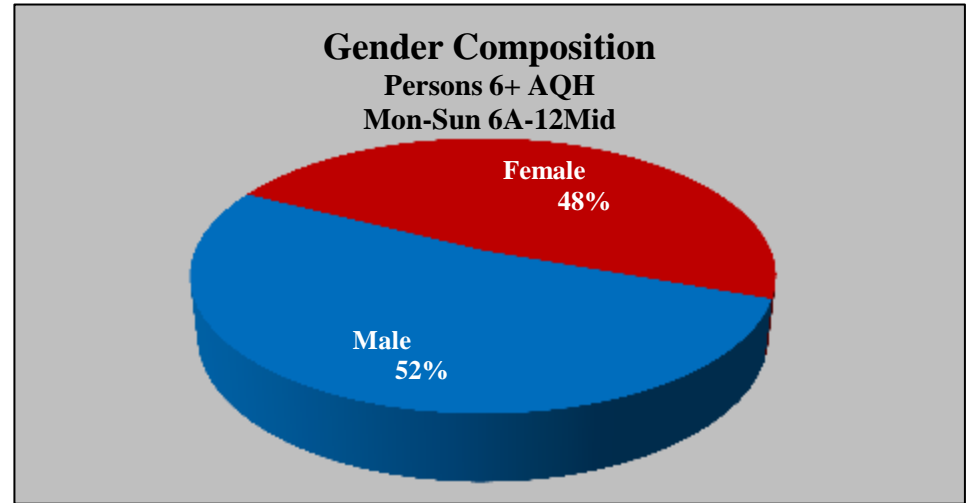
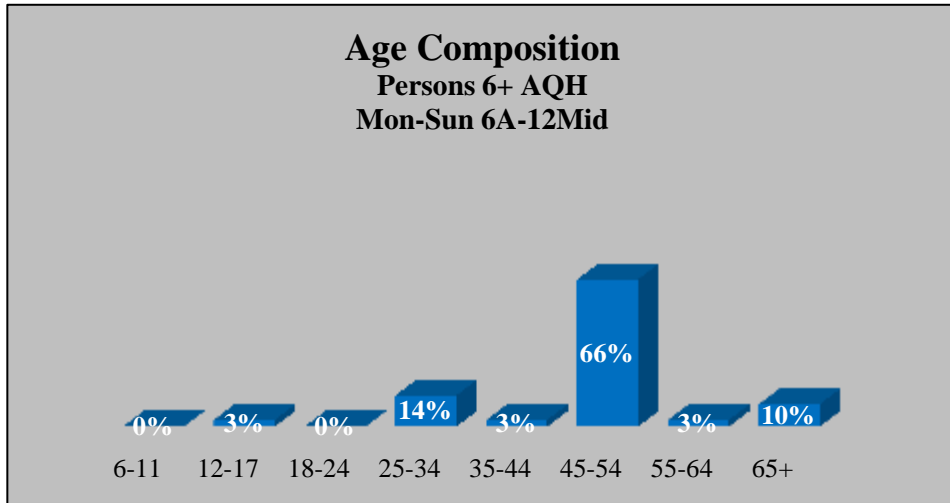


WHMI-FM

93.5

Classic Hits

Persons 6+ Weekly Cume: 99,400 / AQH Median Age: 47.7



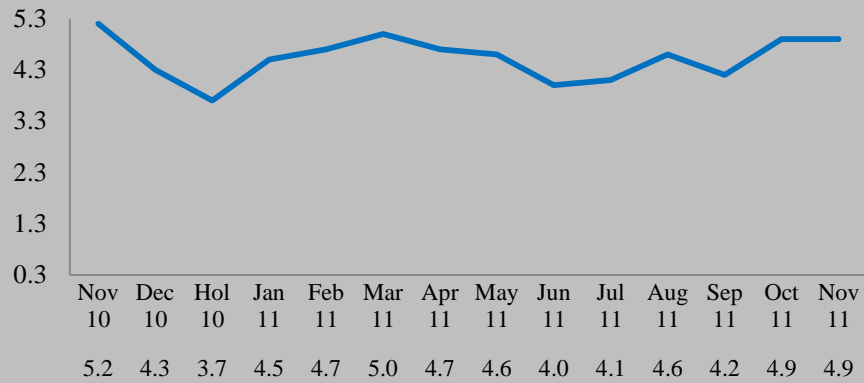
Numbers may not add to 100% due to Arbitron's rounding methods. Median age cannot be calculated above 65.

WJR-AM

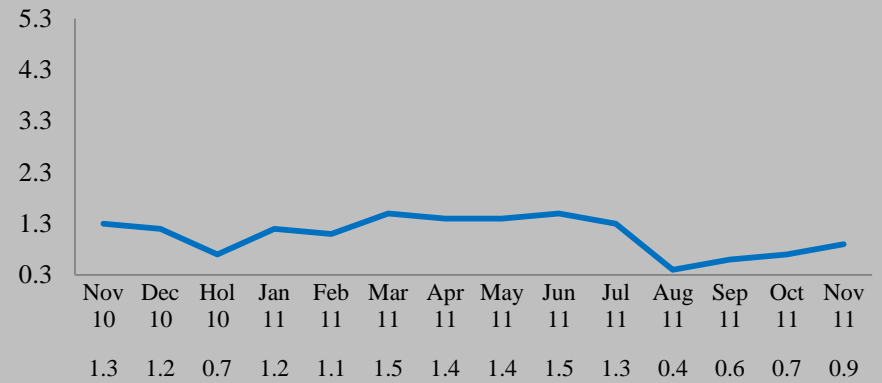
760

News Talk Information

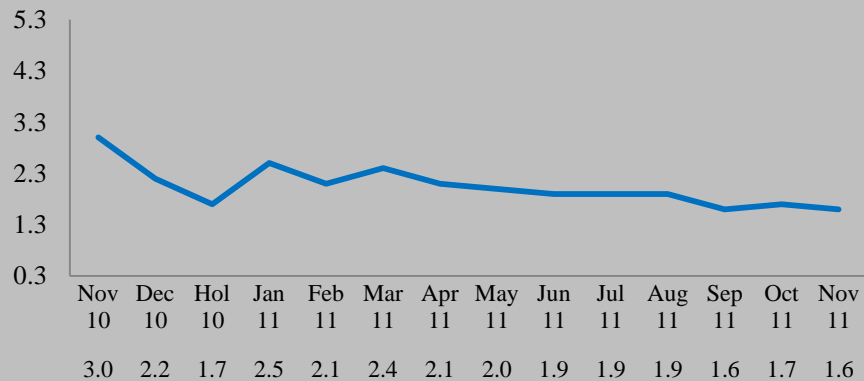
**Persons 6+ AQH Share
Mon-Sun 6A-12Mid**



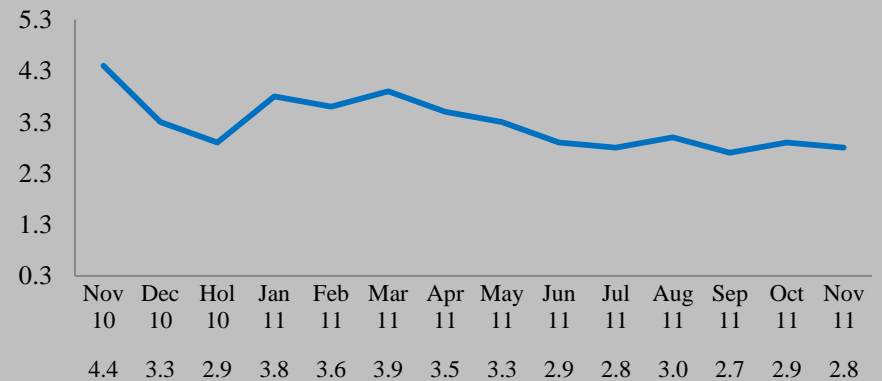
**Persons 18-34 AQH Share
Mon-Sun 6A-12Mid**



**Persons 18-49 AQH Share
Mon-Sun 6A-12Mid**



**Persons 25-54 AQH Share
Mon-Sun 6A-12Mid**

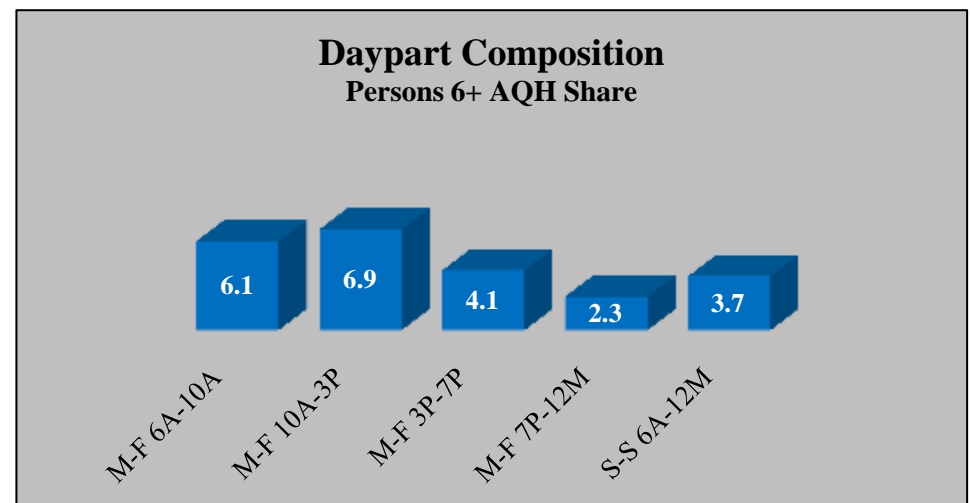
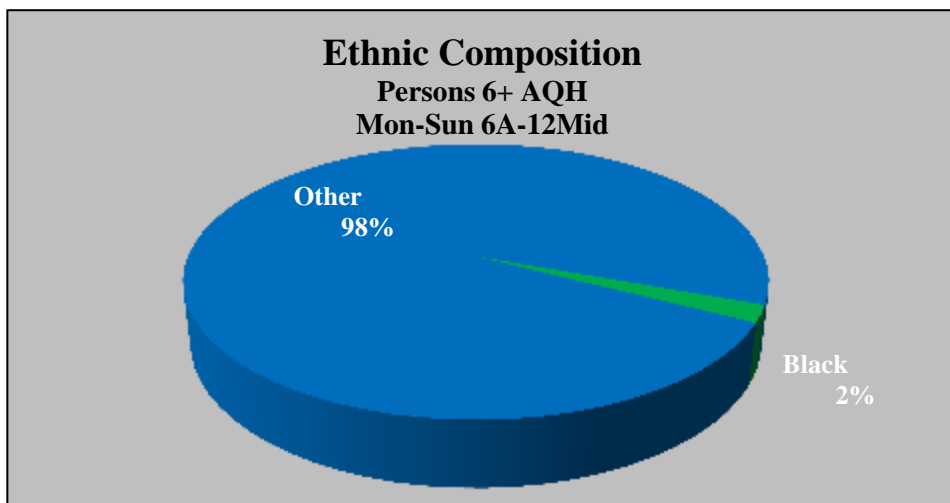
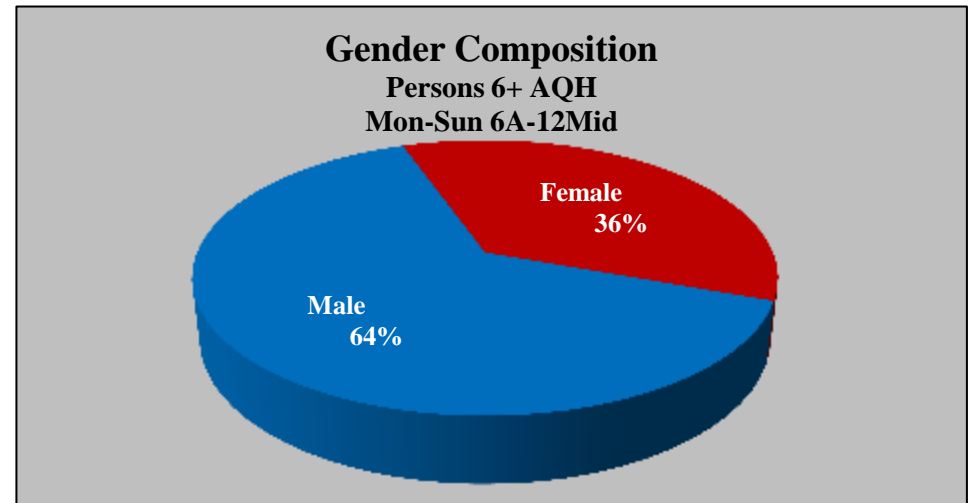
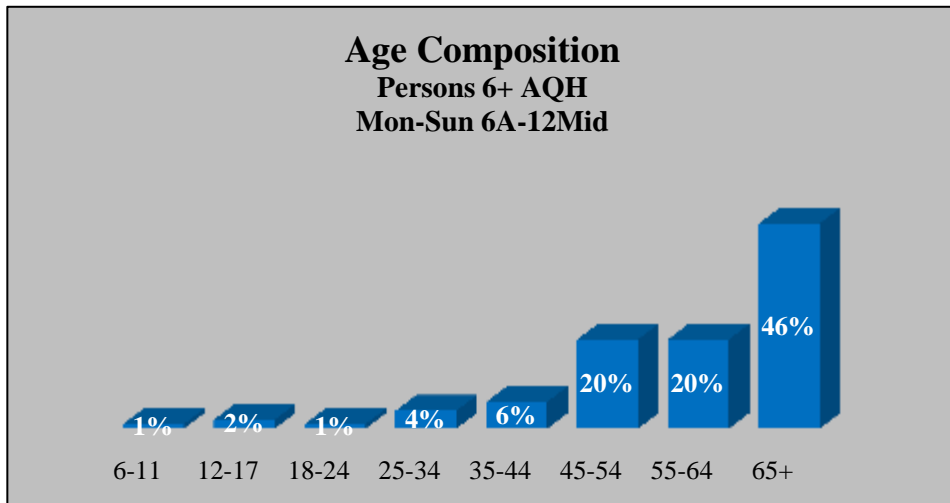


WJR-AM

760

News Talk Information

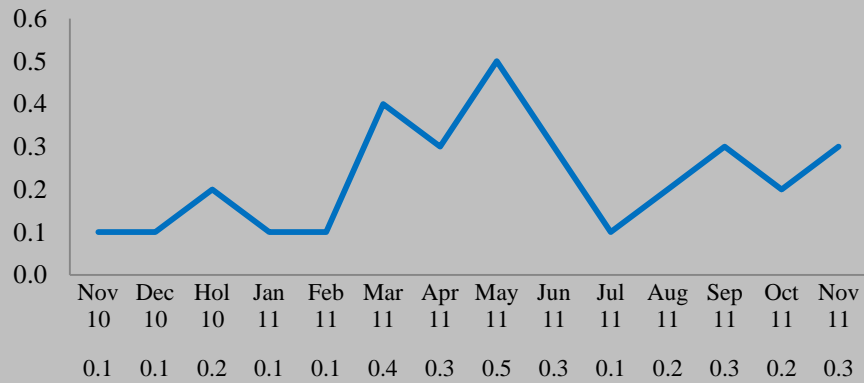
Persons 6+ Weekly Cume: 459,800 / AQH Median Age: 63.2



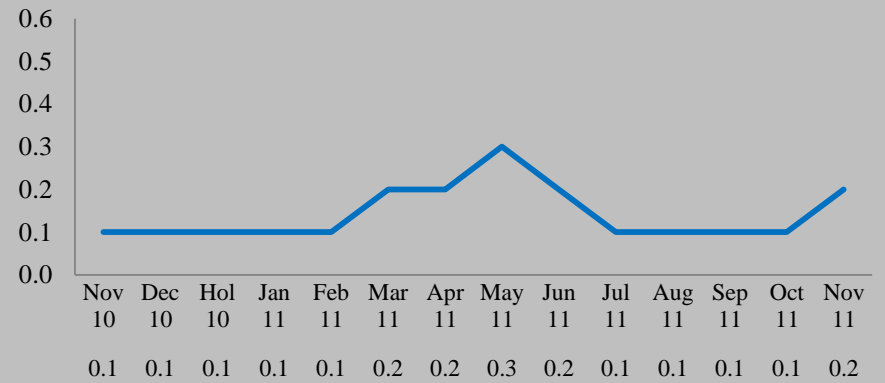
Numbers may not add to 100% due to Arbitron's rounding methods. Median age cannot be calculated above 65.
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WLQV-AM 1500 Religious

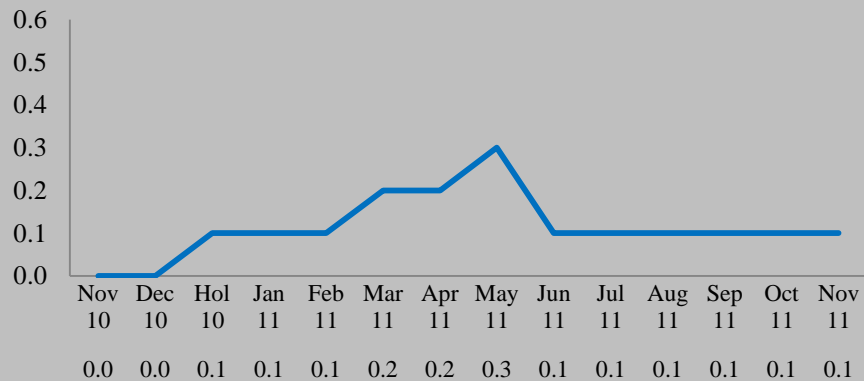
**Persons 6+ AQH Share
Mon-Sun 6A-12Mid**



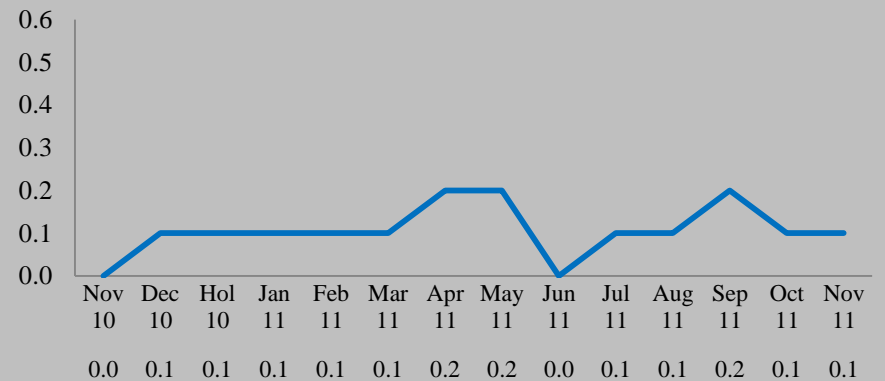
**Persons 18-34 AQH Share
Mon-Sun 6A-12Mid**



**Persons 18-49 AQH Share
Mon-Sun 6A-12Mid**



**Persons 25-54 AQH Share
Mon-Sun 6A-12Mid**

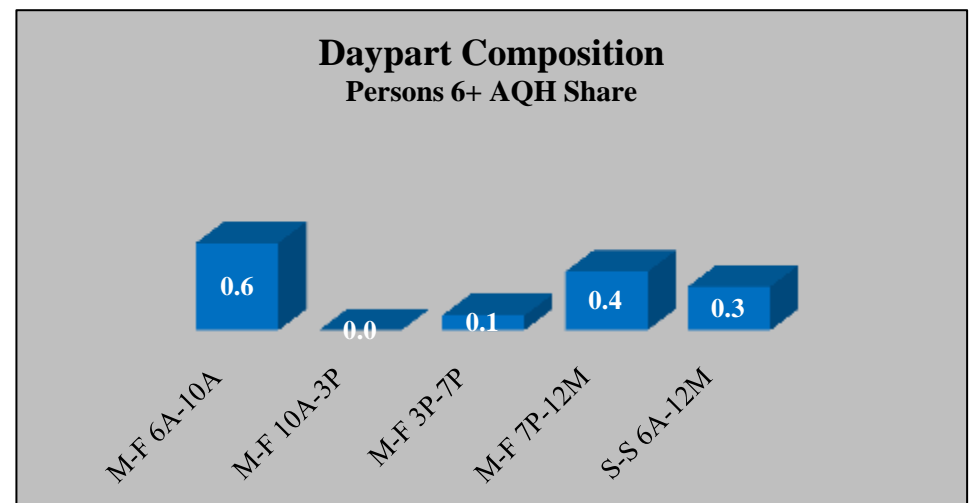
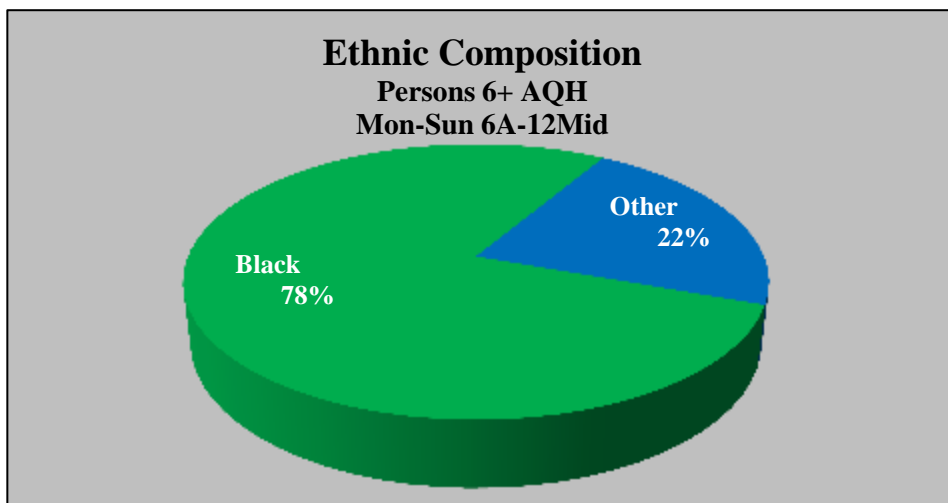
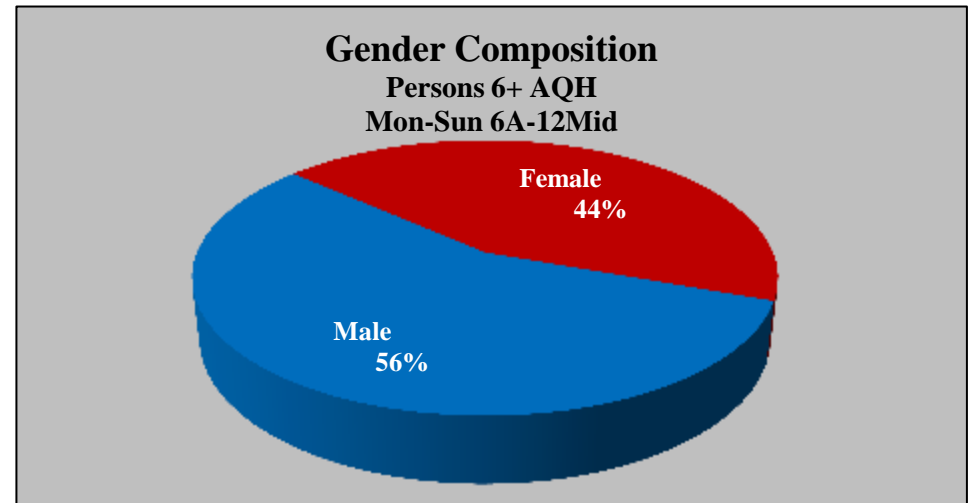
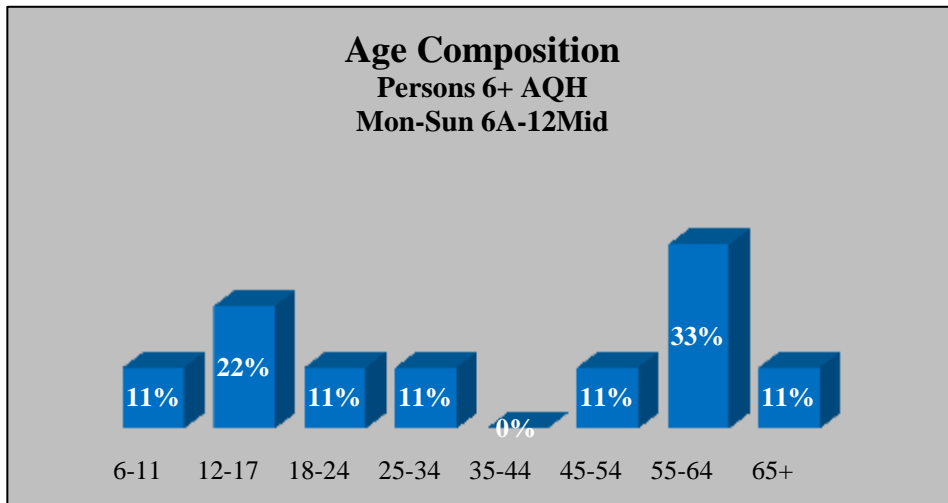


WLQV-AM

1500

Religious

Persons 6+ Weekly Cume: 56,100 / AQH Median Age: 43.3



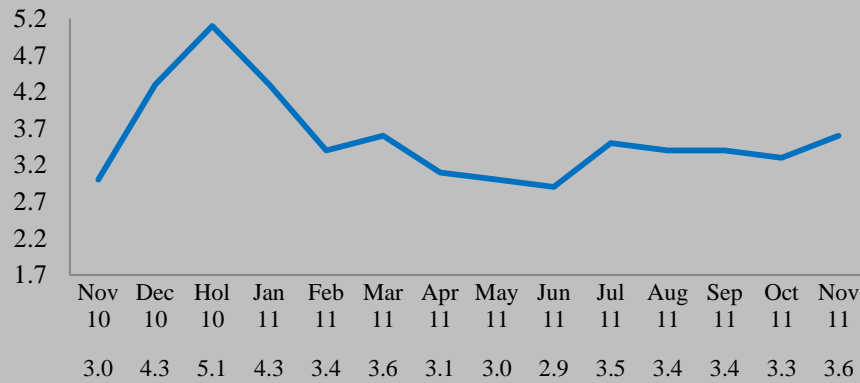
Numbers may not add to 100% due to Arbitron's rounding methods. Median age cannot be calculated above 65.
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WMGC-FM

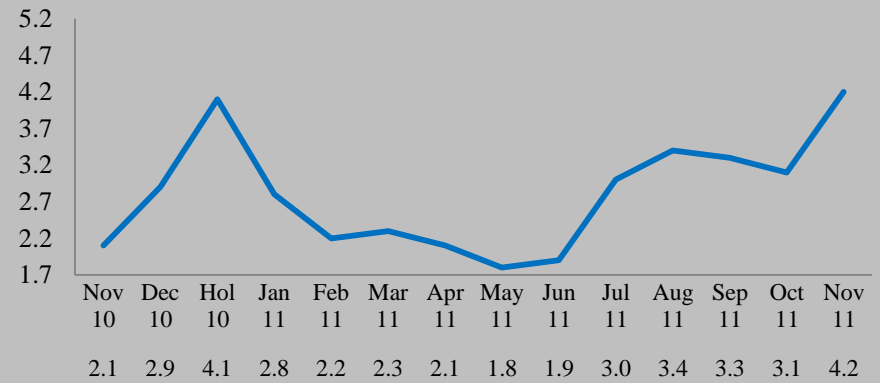
105.1

Adult Contemporary

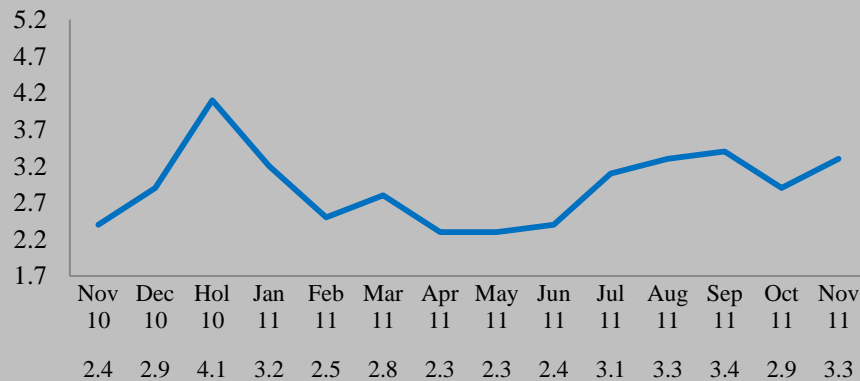
**Persons 6+ AQH Share
Mon-Sun 6A-12Mid**



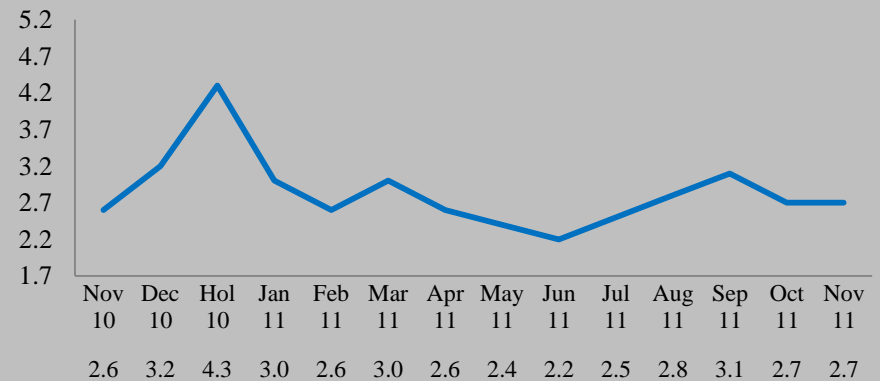
**Persons 18-34 AQH Share
Mon-Sun 6A-12Mid**



**Persons 18-49 AQH Share
Mon-Sun 6A-12Mid**



**Persons 25-54 AQH Share
Mon-Sun 6A-12Mid**

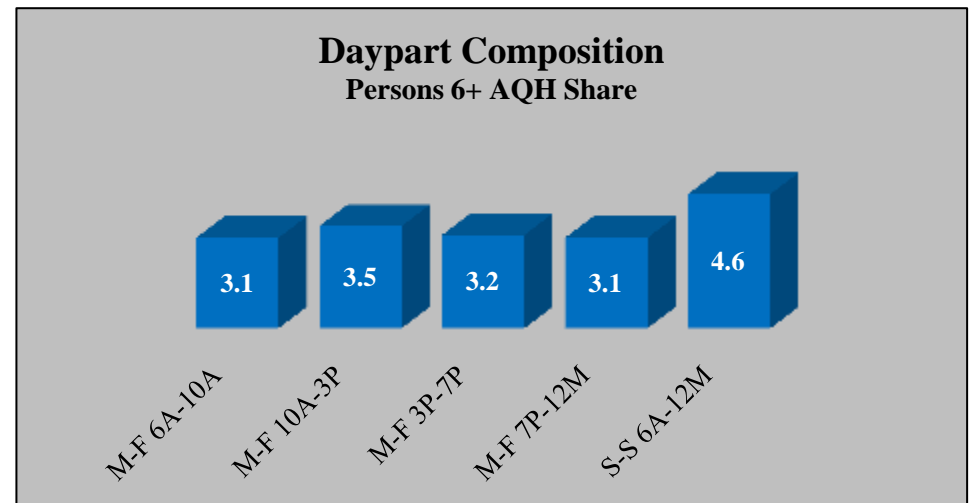
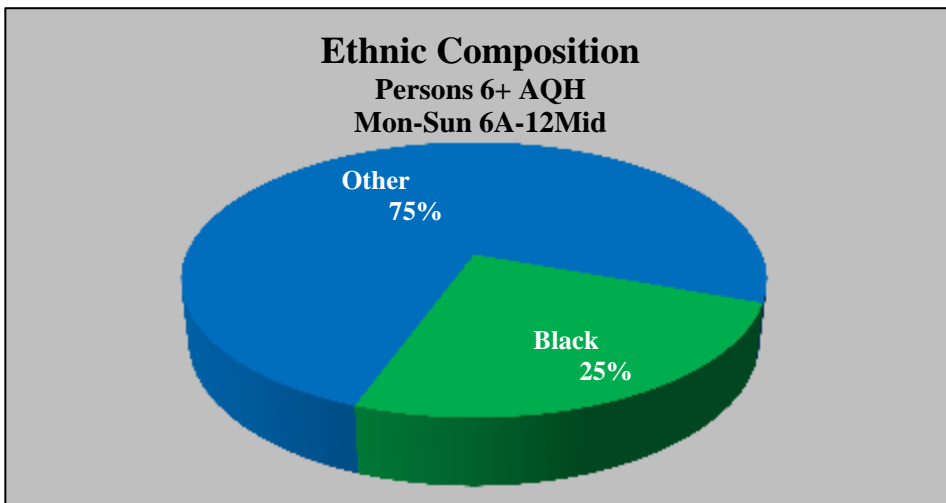
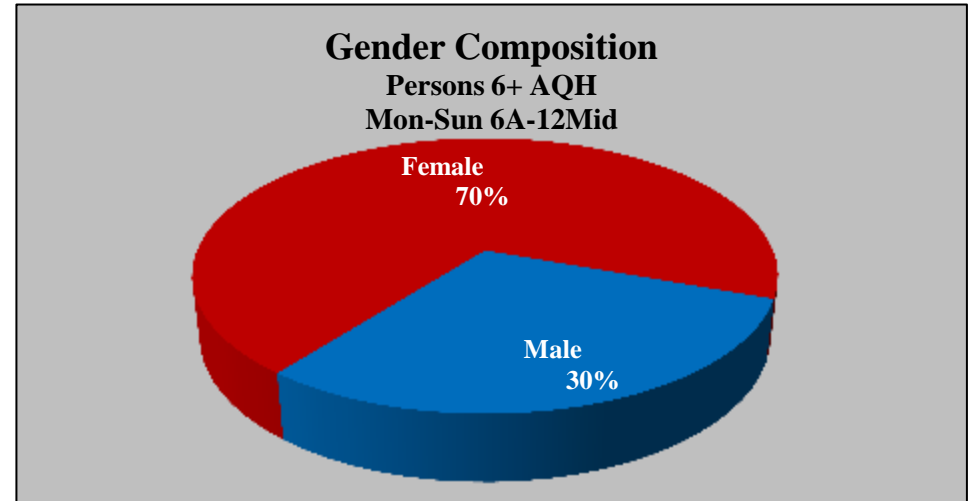
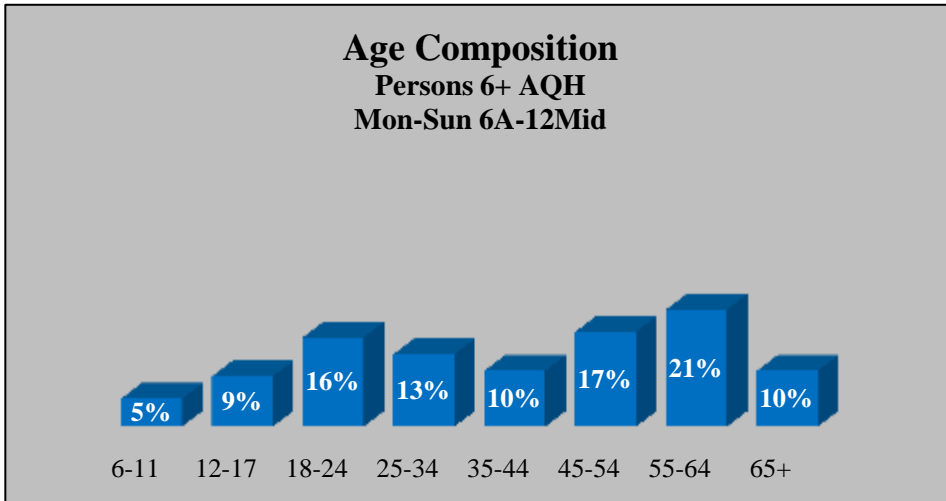


WMGC-FM

105.1

Adult Contemporary

Persons 6+ Weekly Cume: 686,600 / AQH Median Age: 43.1



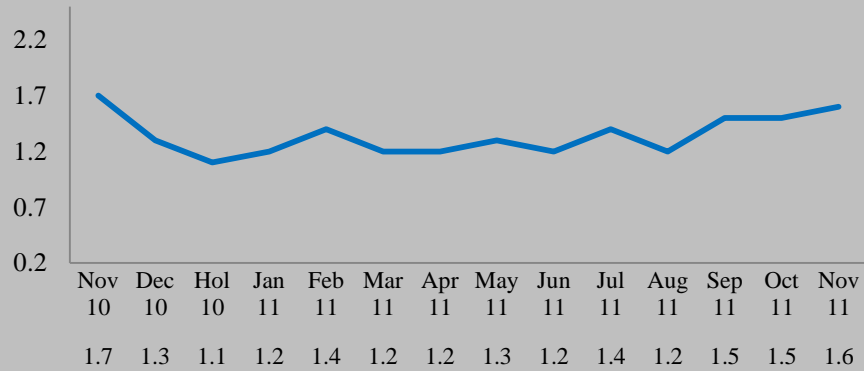
Numbers may not add to 100% due to Arbitron's rounding methods. Median age cannot be calculated above 65.

WMUZ-FM

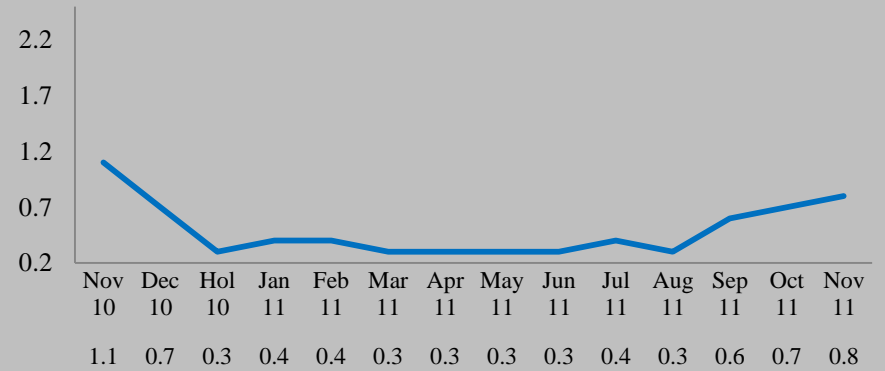
103.5

Contemporary Christian

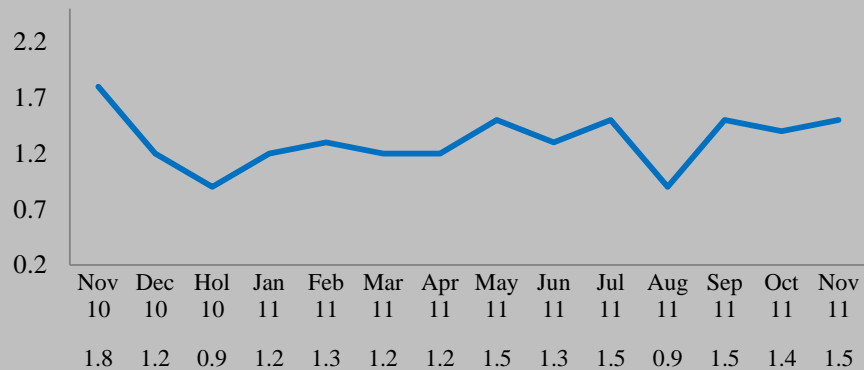
**Persons 6+ AQH Share
Mon-Sun 6A-12Mid**



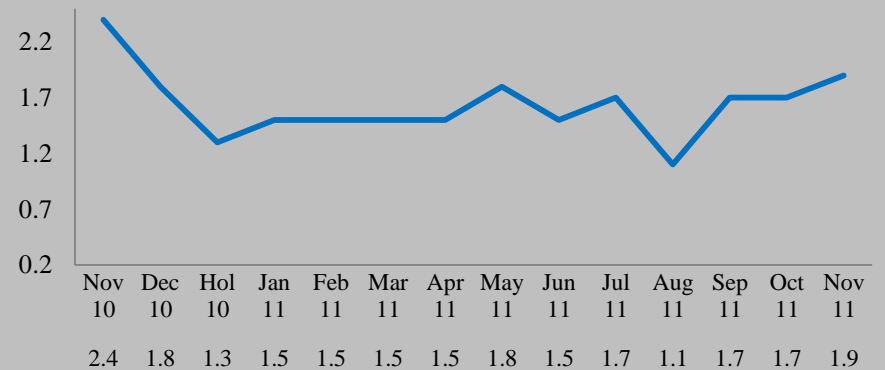
**Persons 18-34 AQH Share
Mon-Sun 6A-12Mid**



**Persons 18-49 AQH Share
Mon-Sun 6A-12Mid**



**Persons 25-54 AQH Share
Mon-Sun 6A-12Mid**

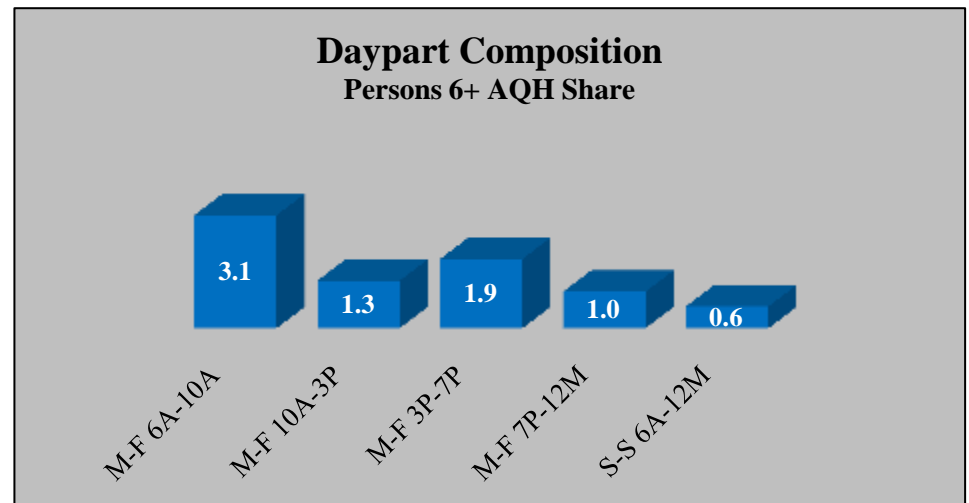
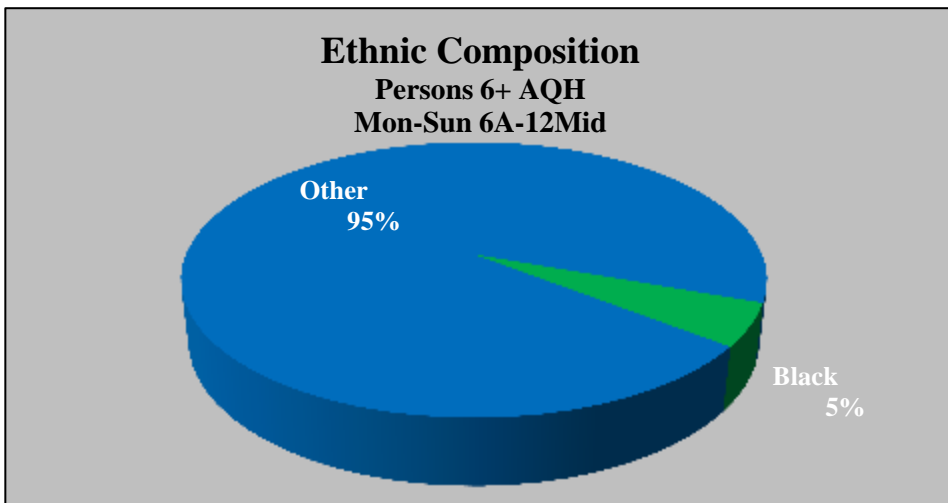
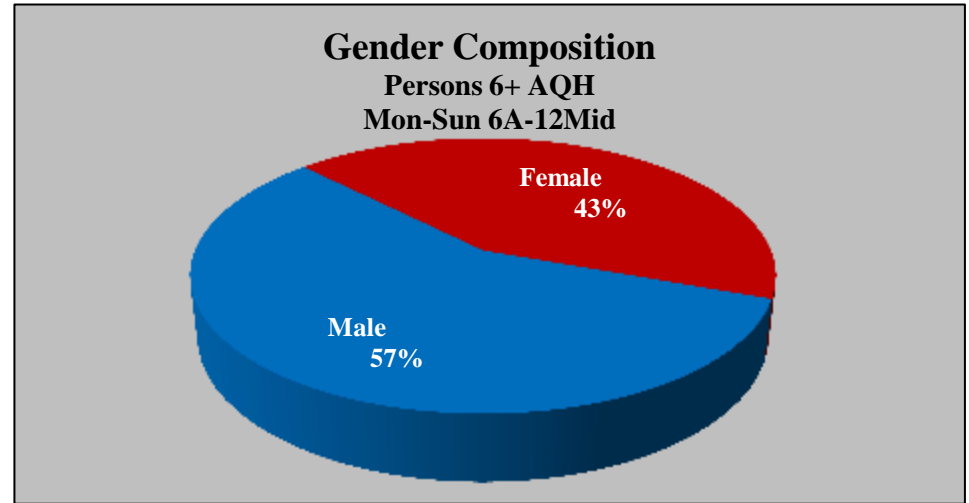
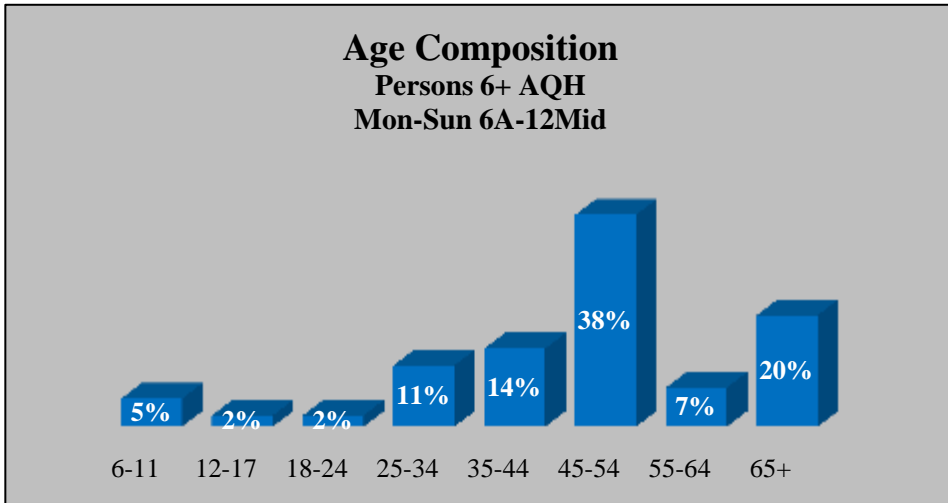


WMUZ-FM

103.5

Contemporary Christian

Persons 6+ Weekly Cume: 191,000 / AQH Median Age: 48.4



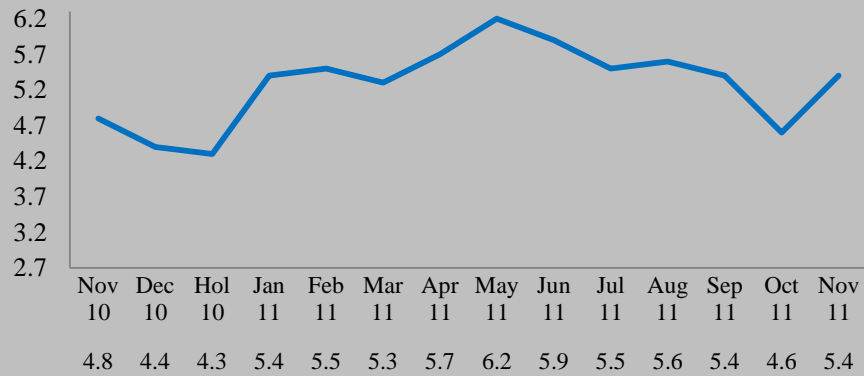
Numbers may not add to 100% due to Arbitron's rounding methods. Median age cannot be calculated above 65.
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WOMC-FM

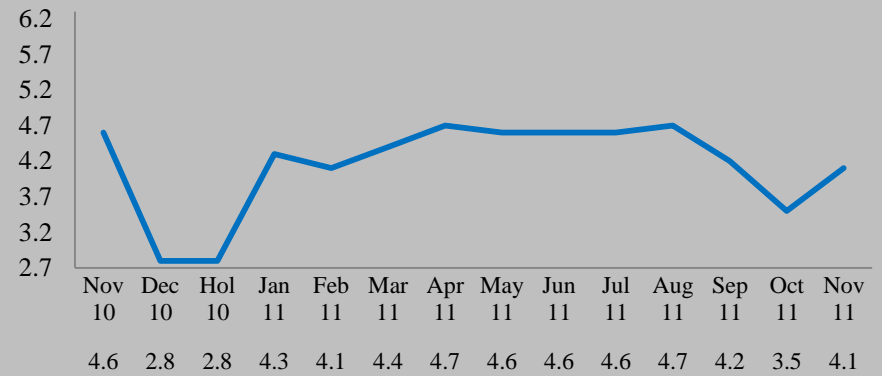
104.3

Classic Hits

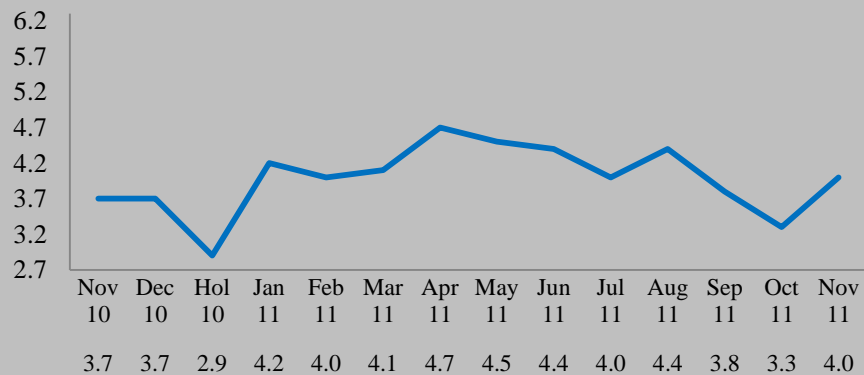
**Persons 6+ AQH Share
Mon-Sun 6A-12Mid**



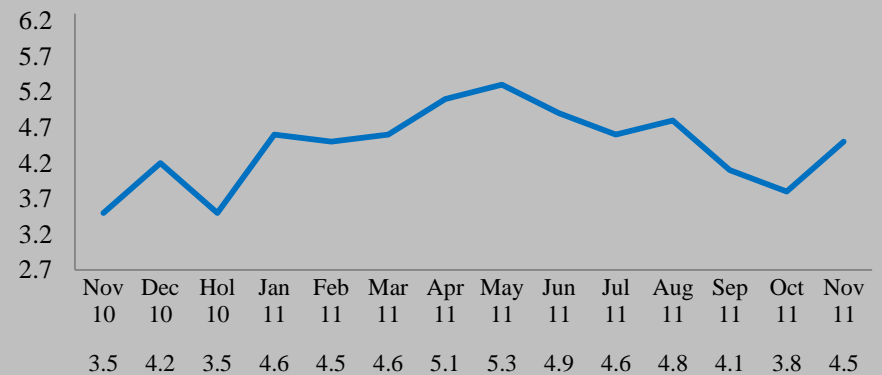
**Persons 18-34 AQH Share
Mon-Sun 6A-12Mid**



**Persons 18-49 AQH Share
Mon-Sun 6A-12Mid**



**Persons 25-54 AQH Share
Mon-Sun 6A-12Mid**

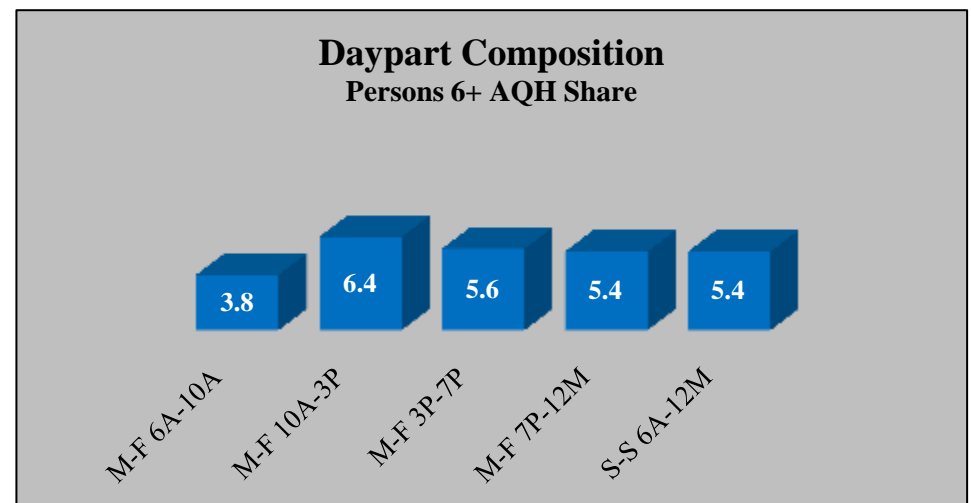
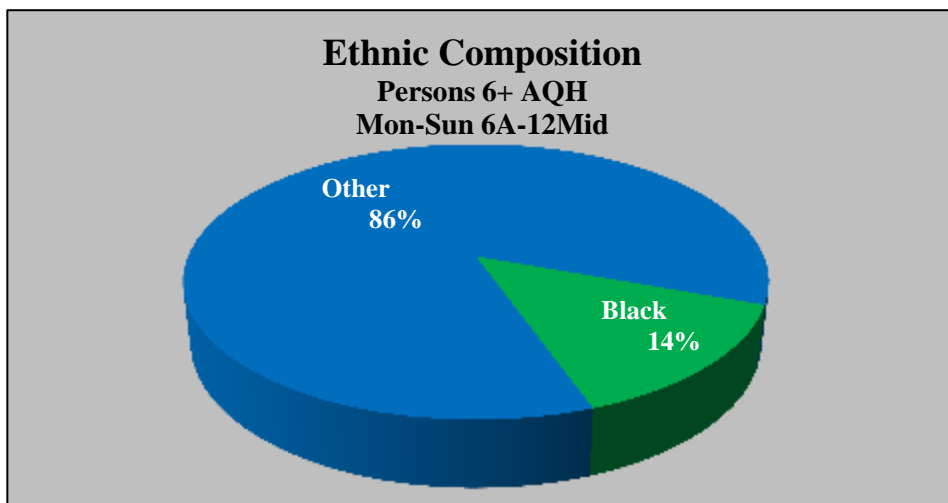
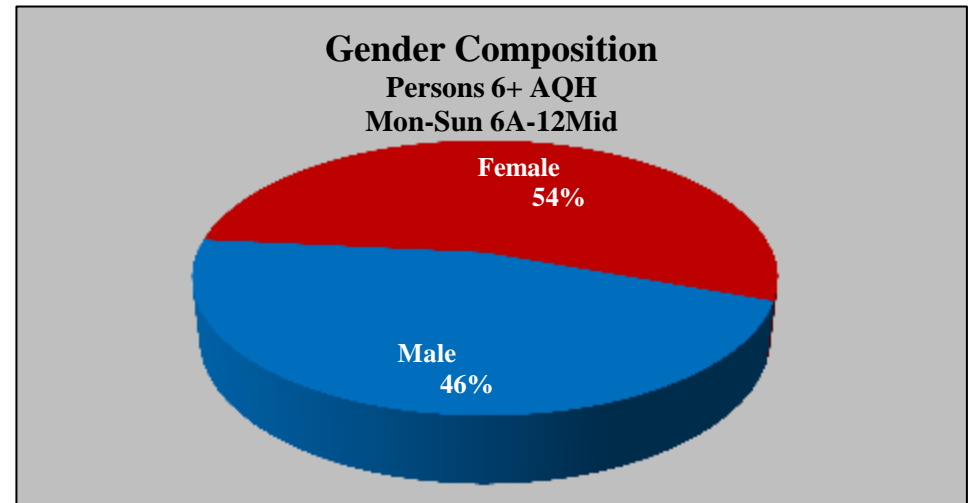
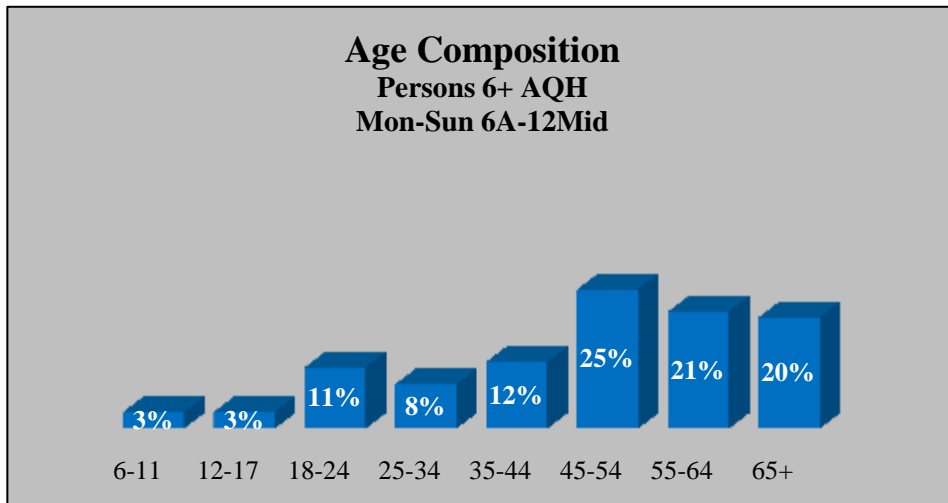


WOMC-FM

104.3

Classic Hits

Persons 6+ Weekly Cume: 1,070,600 / AQH Median Age: 52.1



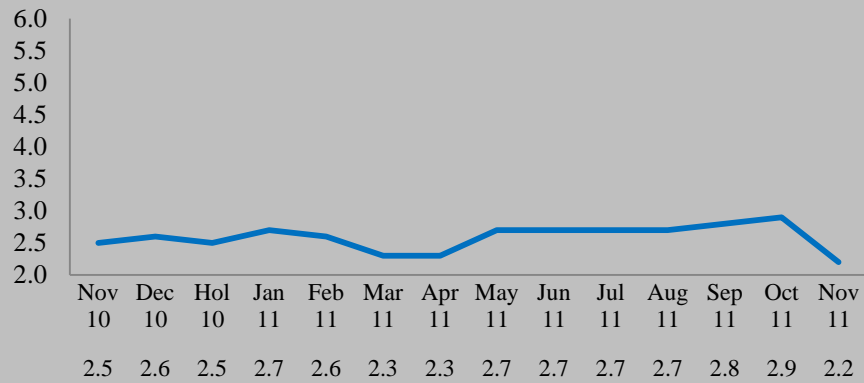
Numbers may not add to 100% due to Arbitron's rounding methods. Median age cannot be calculated above 65.
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WPZR-FM

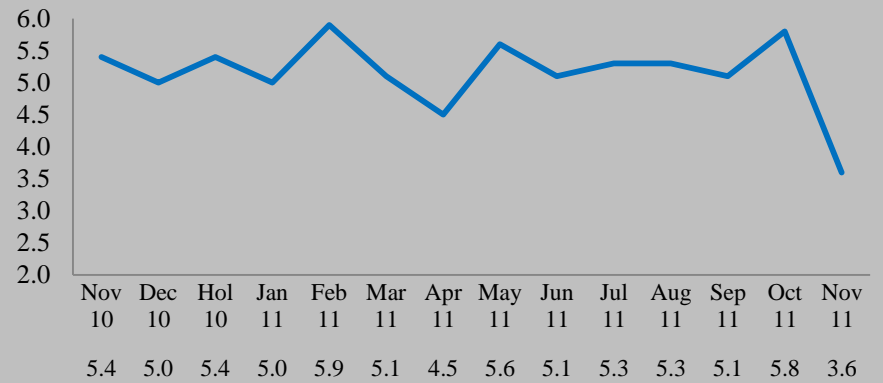
102.7

Gospel

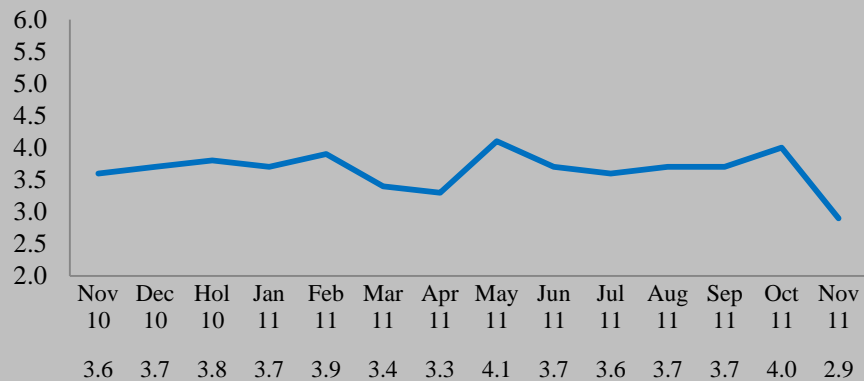
**Persons 6+ AQH Share
Mon-Sun 6A-12Mid**



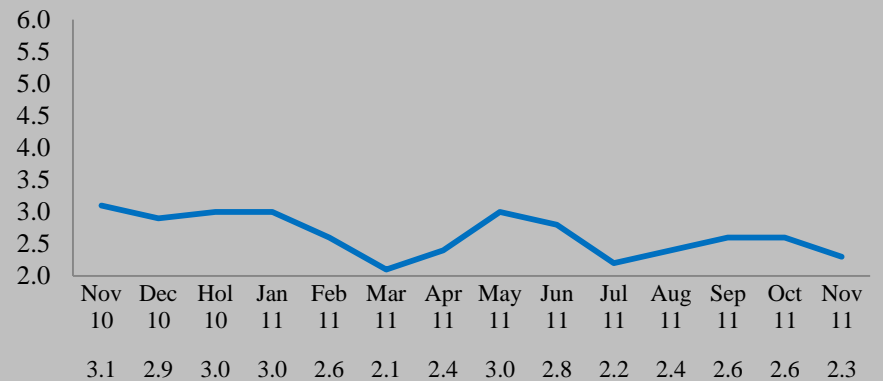
**Persons 18-34 AQH Share
Mon-Sun 6A-12Mid**



**Persons 18-49 AQH Share
Mon-Sun 6A-12Mid**



**Persons 25-54 AQH Share
Mon-Sun 6A-12Mid**

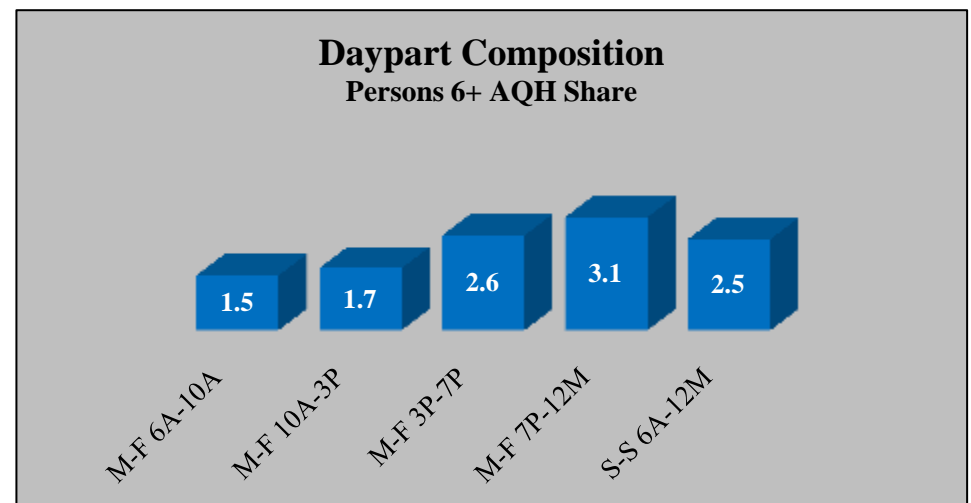
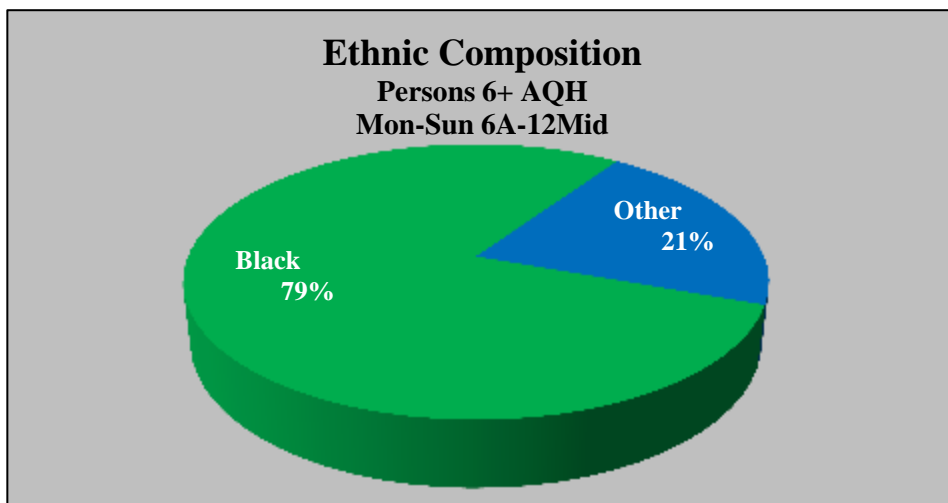
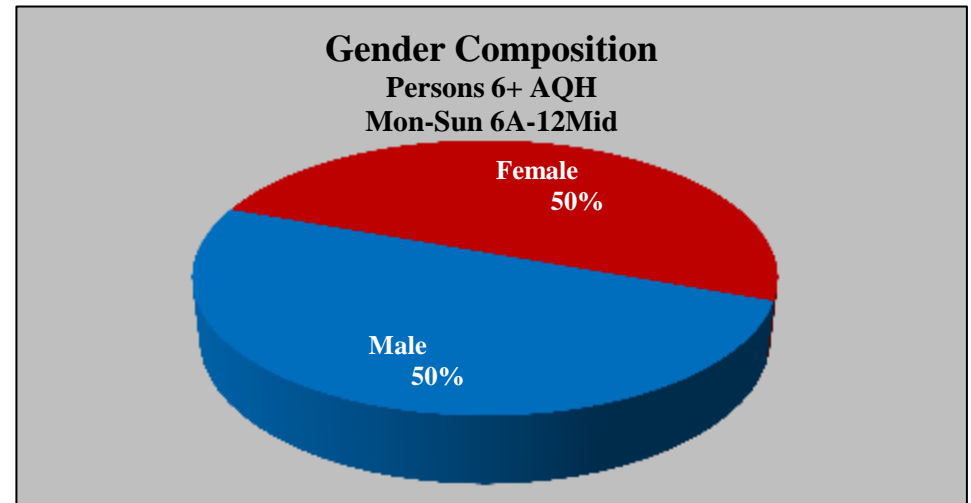
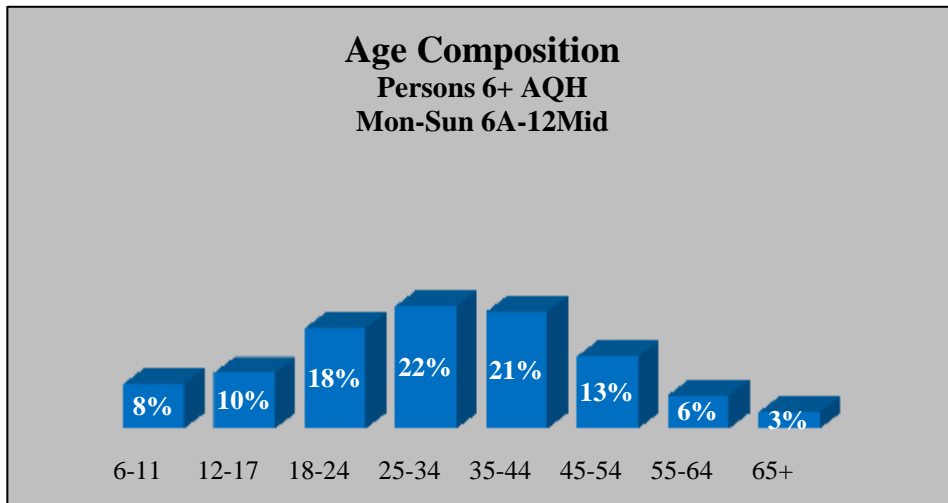


WPZR-FM

102.7

Gospel

Persons 6+ Weekly Cume: 500,800 / AQH Median Age: 31.6



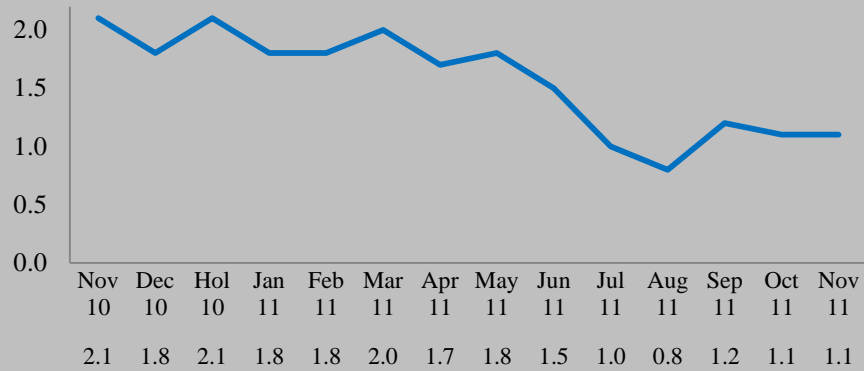
Numbers may not add to 100% due to Arbitron's rounding methods. Median age cannot be calculated above 65.
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WRCJ-FM

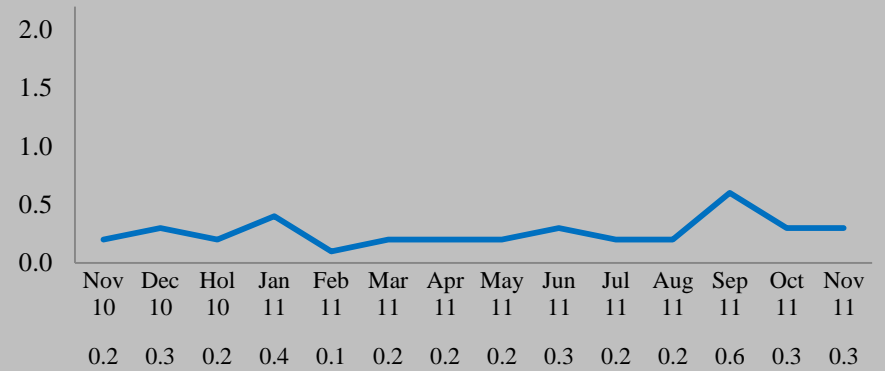
90.9

Classical (Non-Commercial)

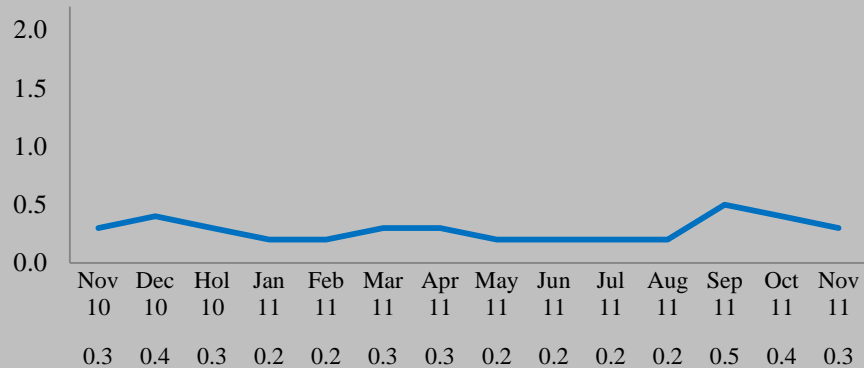
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Mon-Sun 6A-12Mid**



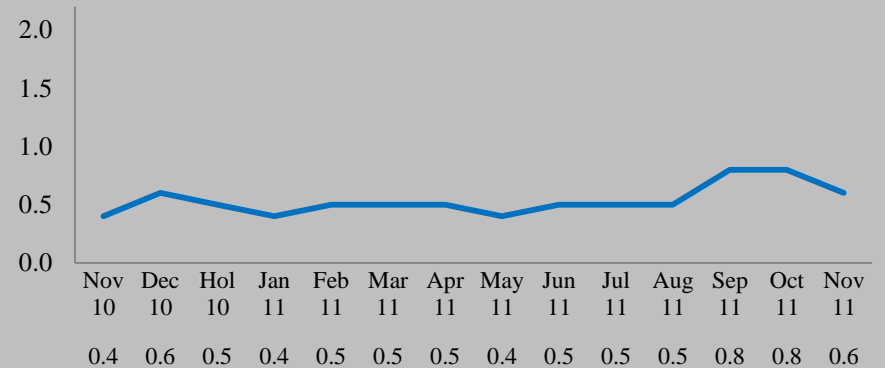
**Persons 18-34 AQH Share
Mon-Sun 6A-12Mid**



**Persons 18-49 AQH Share
Mon-Sun 6A-12Mid**



**Persons 25-54 AQH Share
Mon-Sun 6A-12Mid**

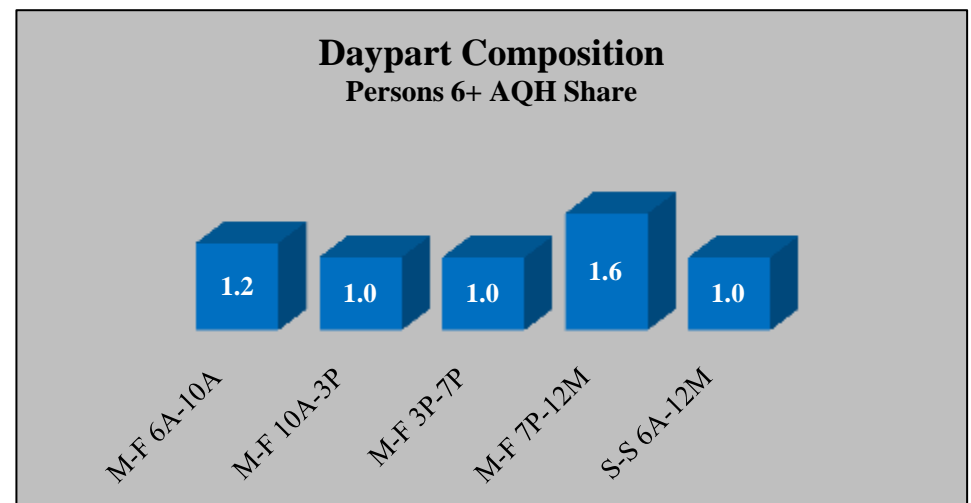
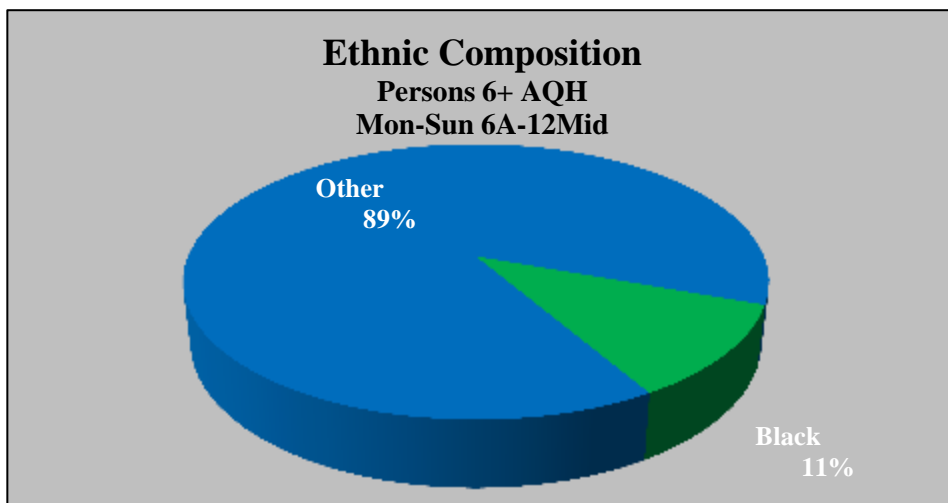
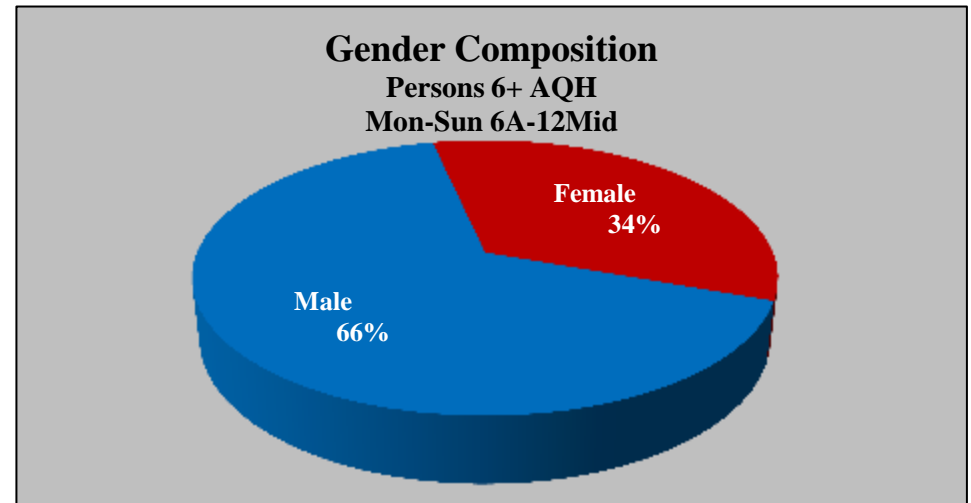
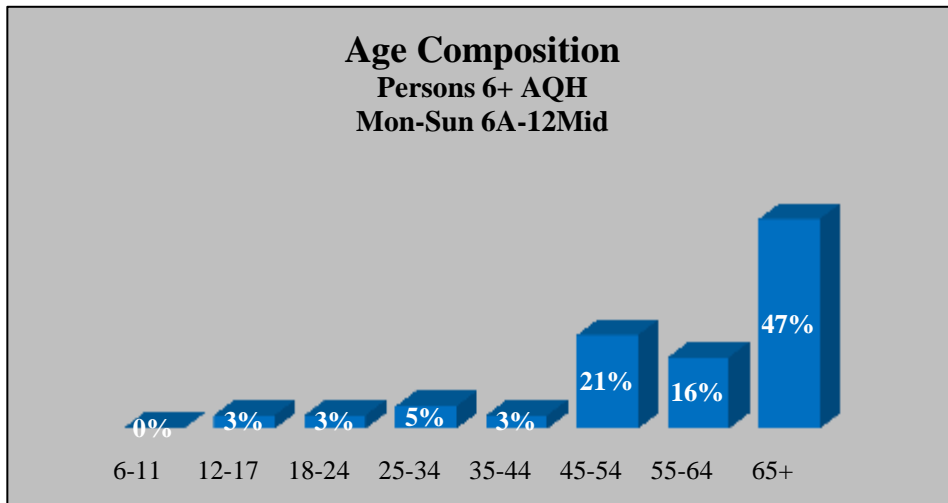


WRCJ-FM

90.9

Classical (Non-Commercial)

Persons 6+ Weekly Cume: 185,800 / AQH Median Age: 63.4



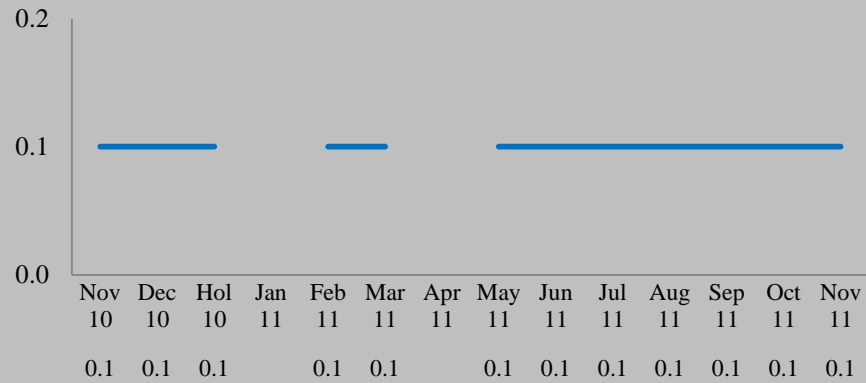
Numbers may not add to 100% due to Arbitron's rounding methods. Median age cannot be calculated above 65.
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WRDT-AM

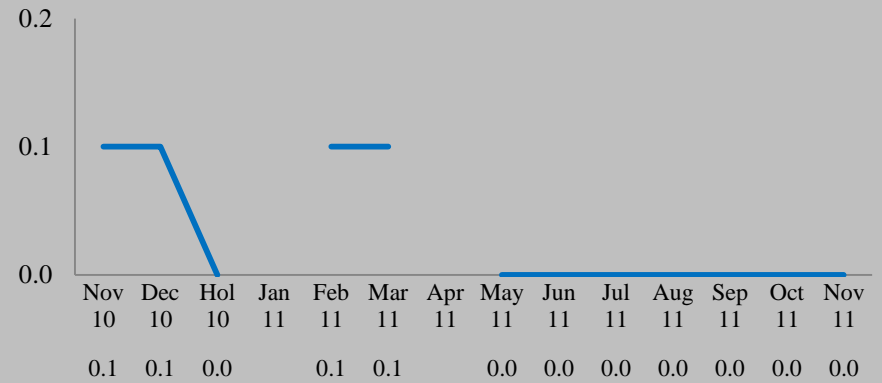
560

Religious

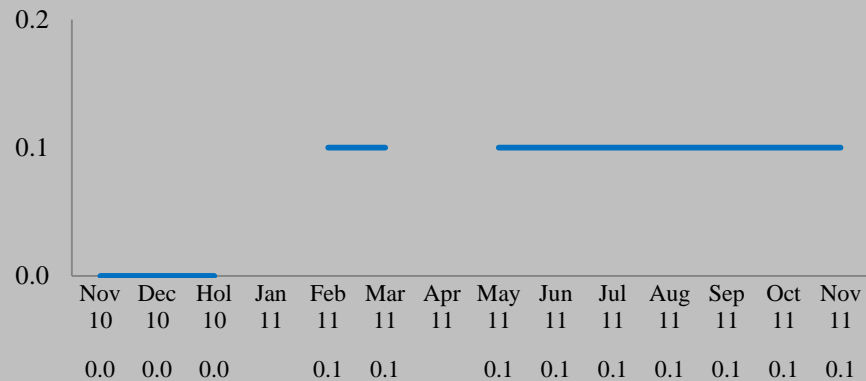
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Mon-Sun 6A-12Mid**



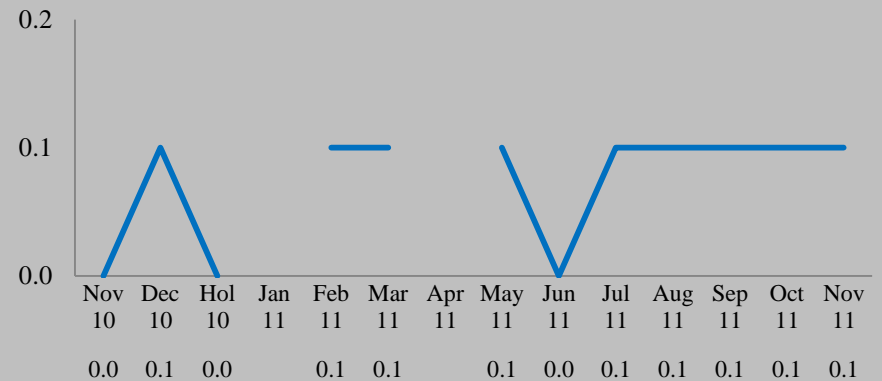
**Persons 18-34 AQH Share
Mon-Sun 6A-12Mid**



**Persons 18-49 AQH Share
Mon-Sun 6A-12Mid**



**Persons 25-54 AQH Share
Mon-Sun 6A-12Mid**

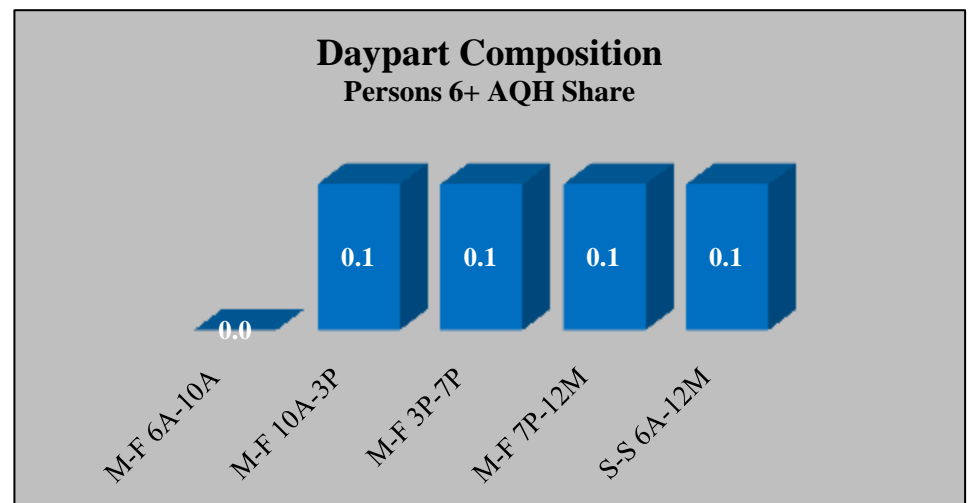
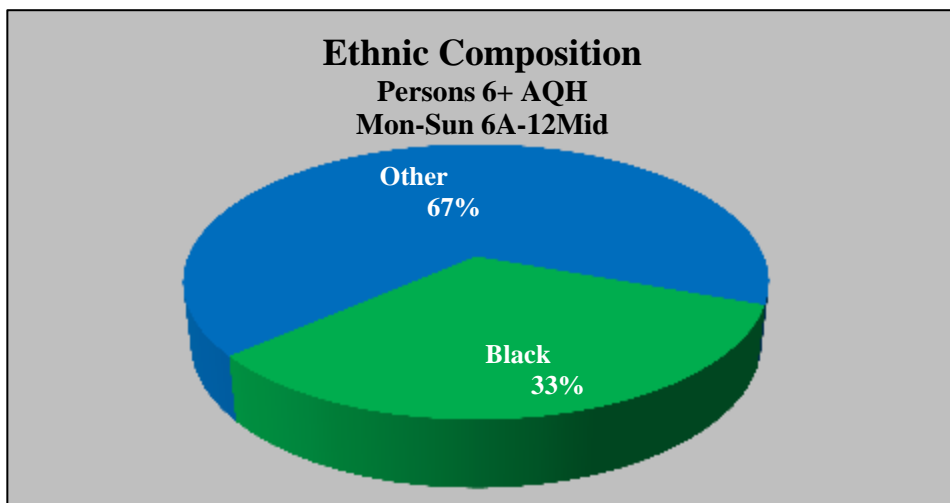
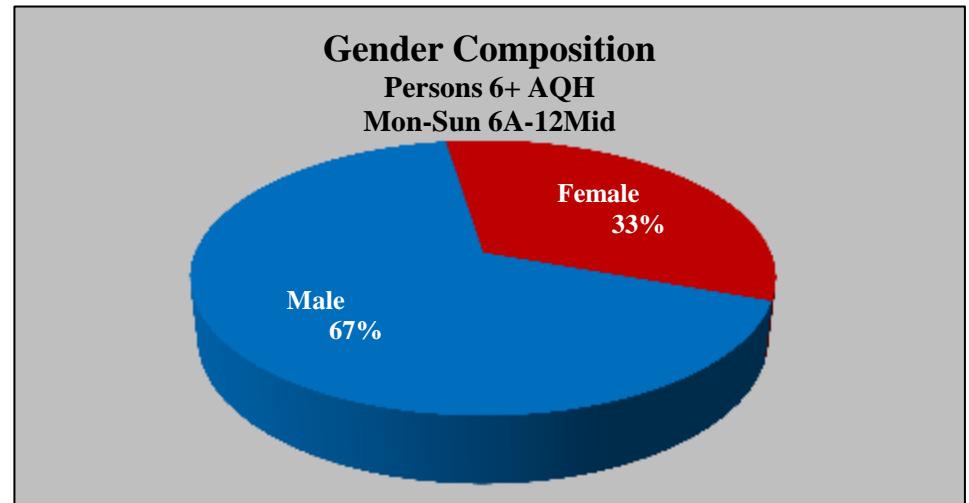
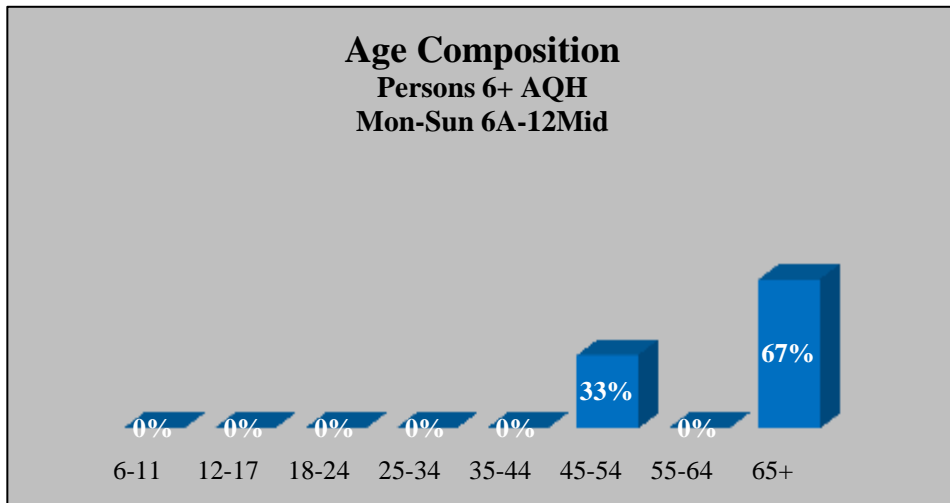


WRDT-AM

560

Religious

Persons 6+ Weekly Cume: 31,300 / AQH Median Age: 65.0



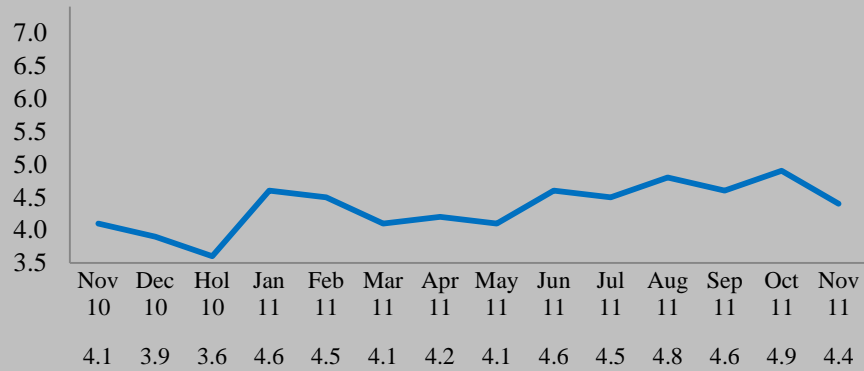
Numbers may not add to 100% due to Arbitron's rounding methods. Median age cannot be calculated above 65.
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WRIF-FM

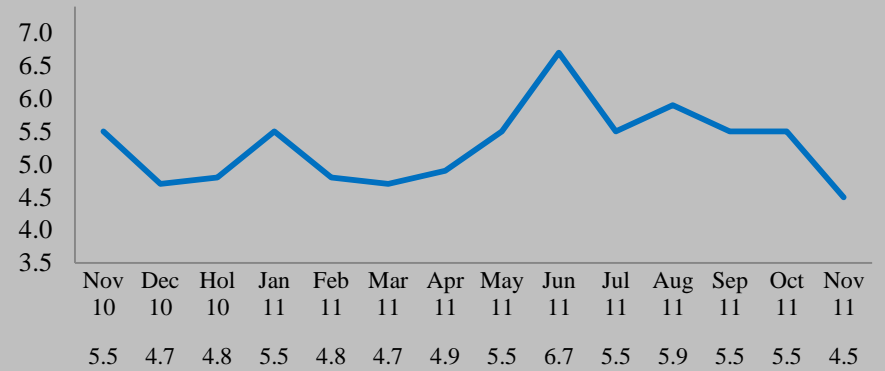
101.1

Active Rock

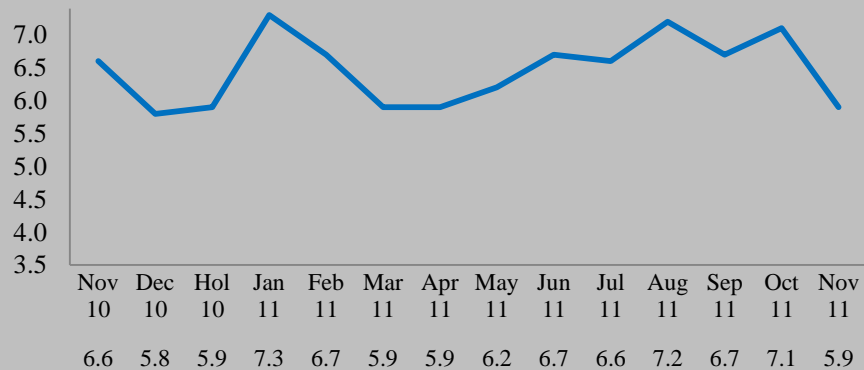
**Persons 6+ AQH Share
Mon-Sun 6A-12Mid**



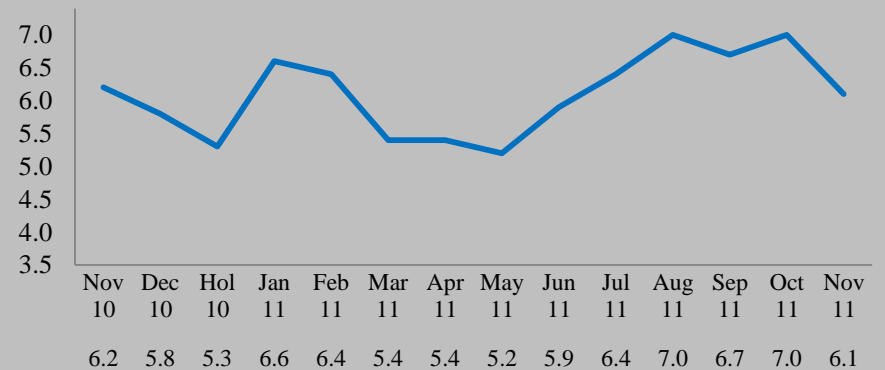
**Persons 18-34 AQH Share
Mon-Sun 6A-12Mid**



**Persons 18-49 AQH Share
Mon-Sun 6A-12Mid**



**Persons 25-54 AQH Share
Mon-Sun 6A-12Mid**

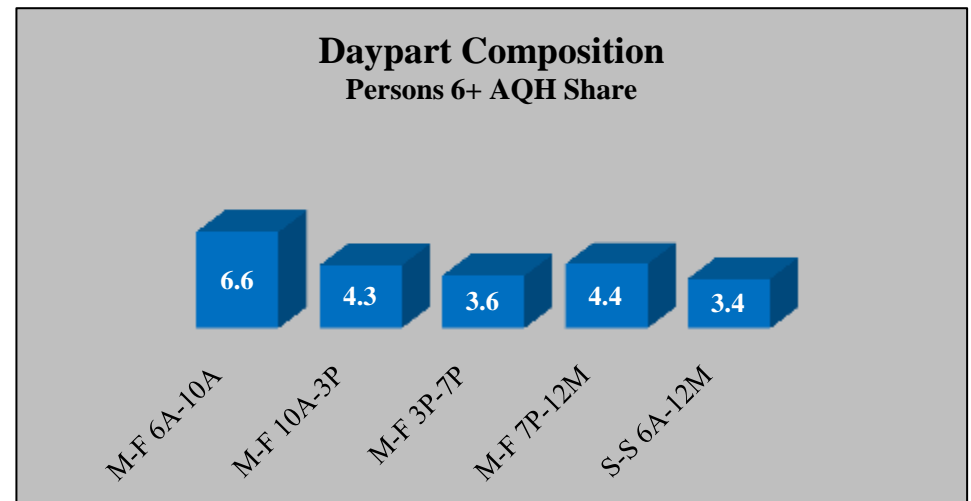
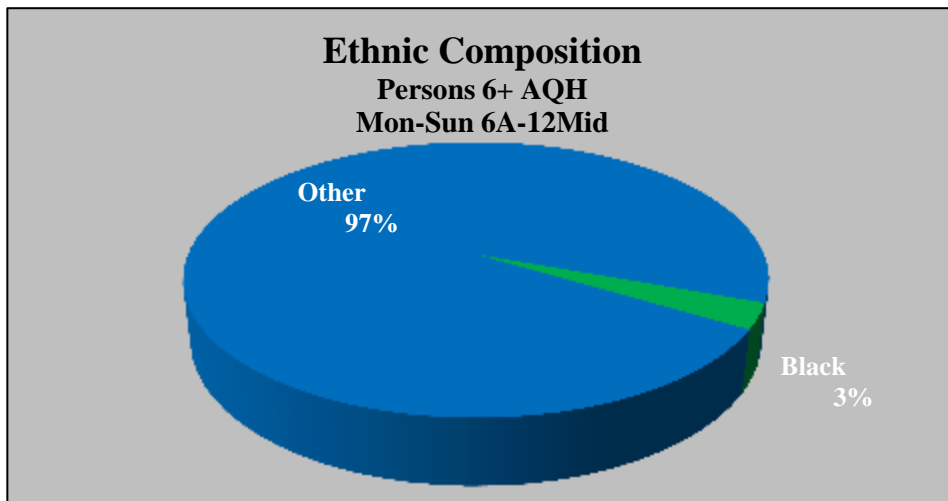
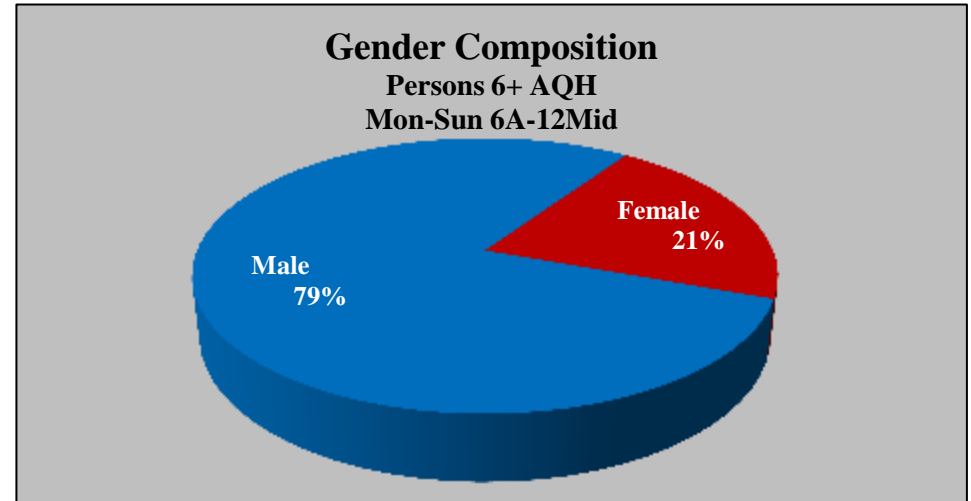
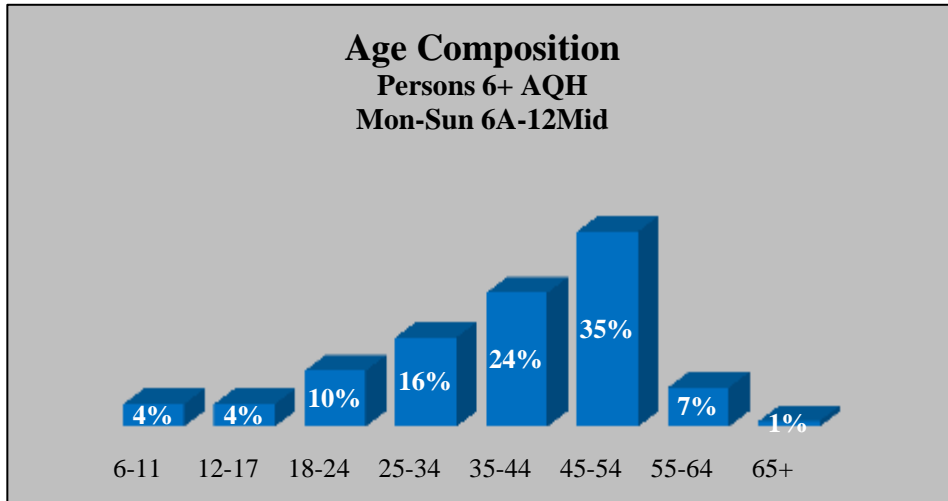


WRIF-FM

101.1

Active Rock

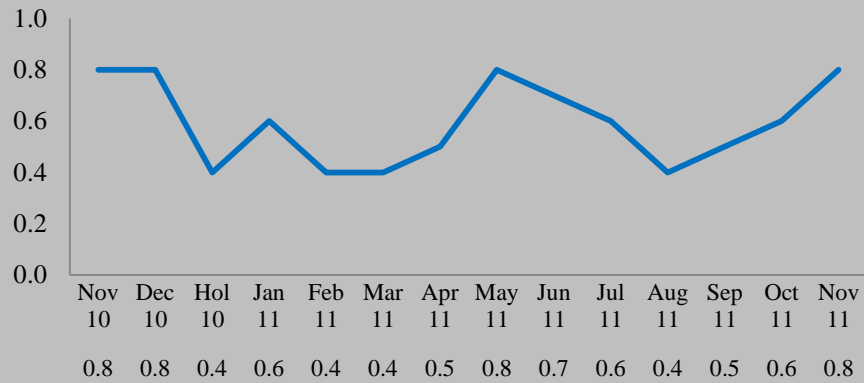
Persons 6+ Weekly Cume: 661,500 / AQH Median Age: 42.1



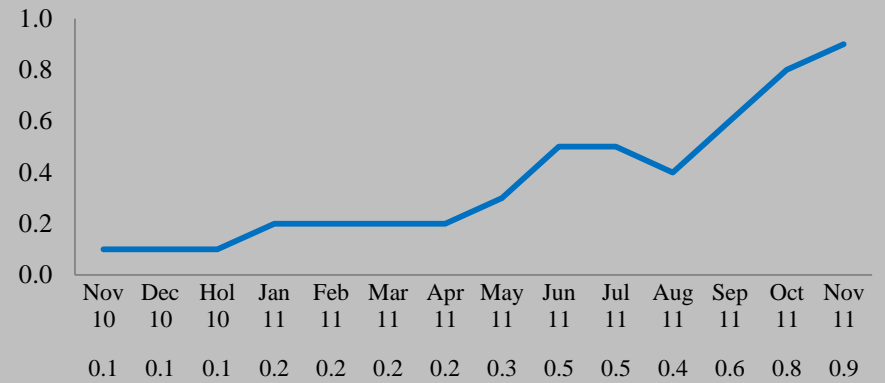
Numbers may not add to 100% due to Arbitron's rounding methods. Median age cannot be calculated above 65.
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WSAQ-FM 107.1 Country

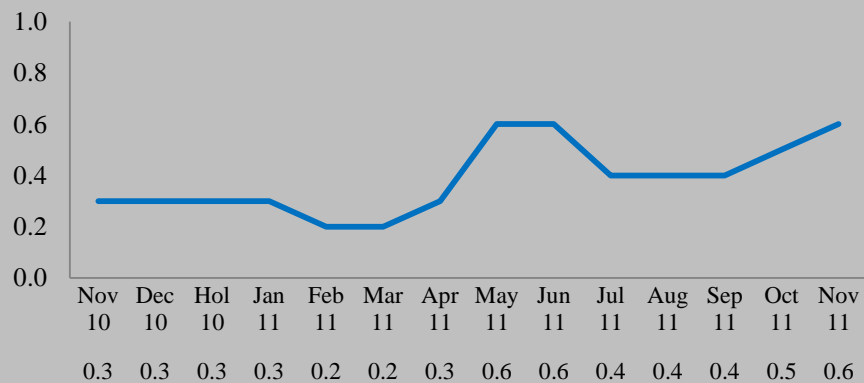
**Persons 6+ AQH Share
Mon-Sun 6A-12Mid**



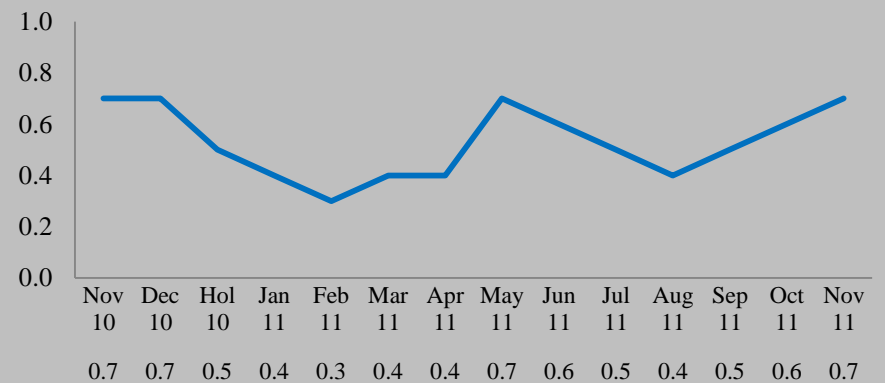
**Persons 18-34 AQH Share
Mon-Sun 6A-12Mid**



**Persons 18-49 AQH Share
Mon-Sun 6A-12Mid**



**Persons 25-54 AQH Share
Mon-Sun 6A-12Mid**

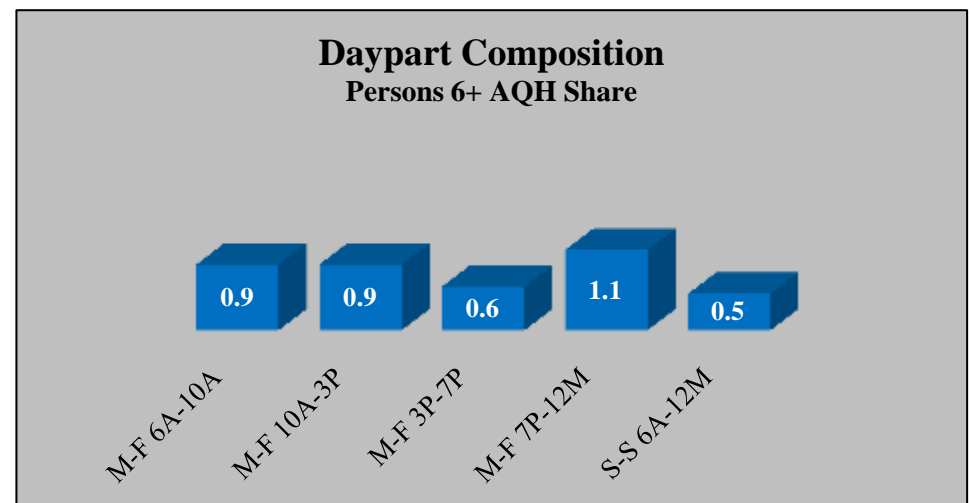
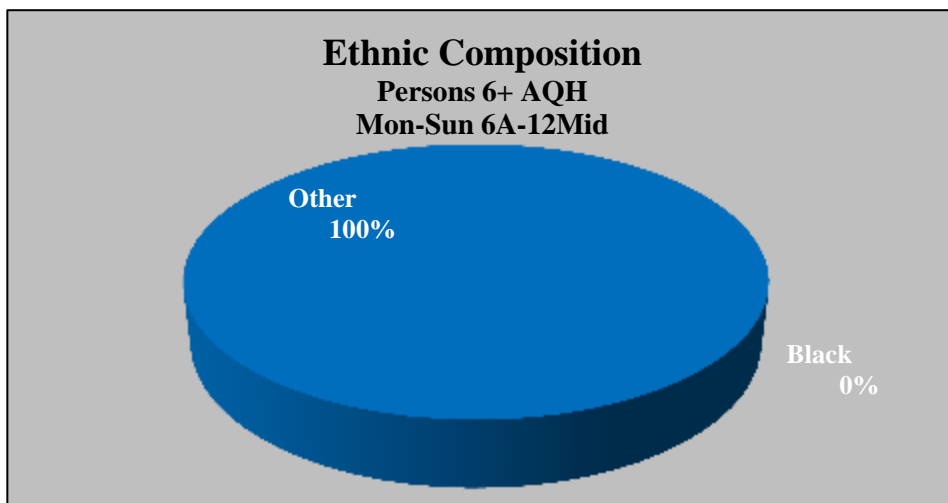
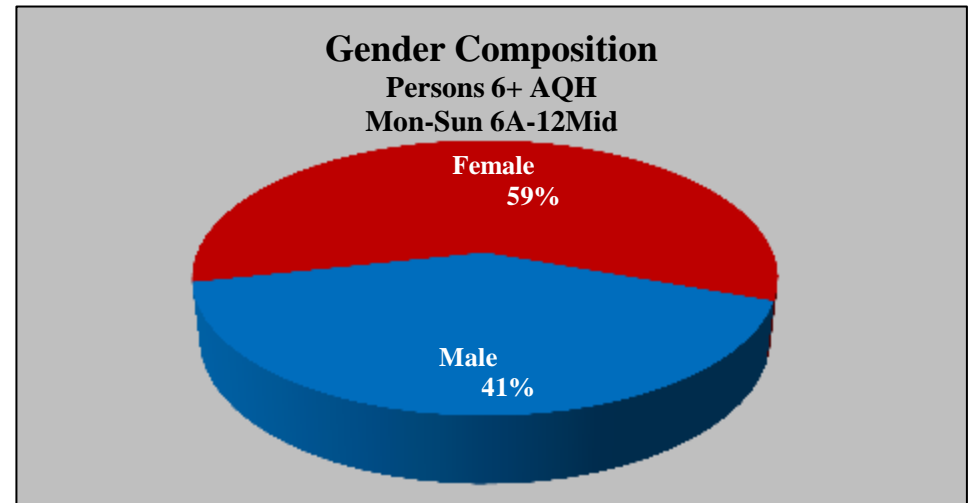
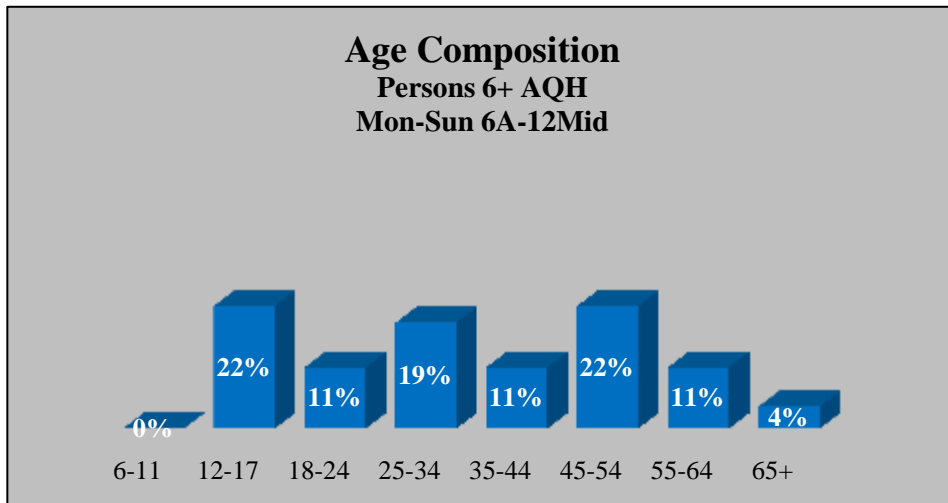


WSAQ-FM

107.1

Country

Persons 6+ Weekly Cume: 61,500 / AQH Median Age: 34.0



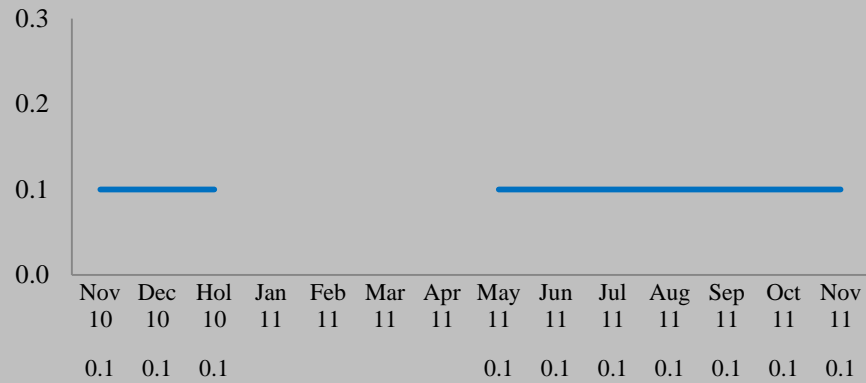
Numbers may not add to 100% due to Arbitron's rounding methods. Median age cannot be calculated above 65.
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WUFL-AM

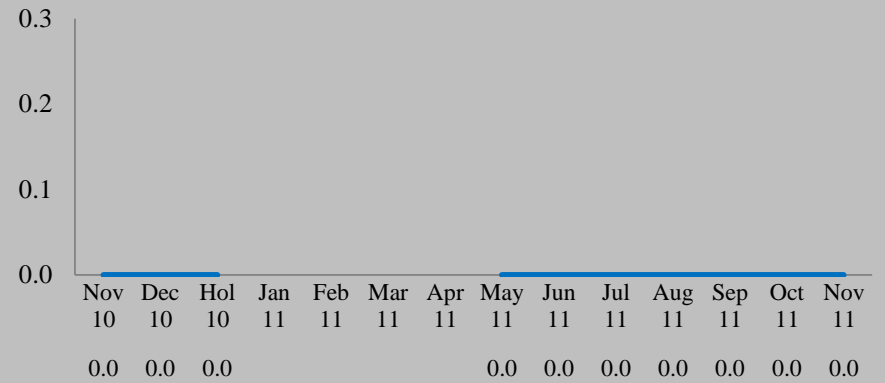
1030

Contemporary Inspirational

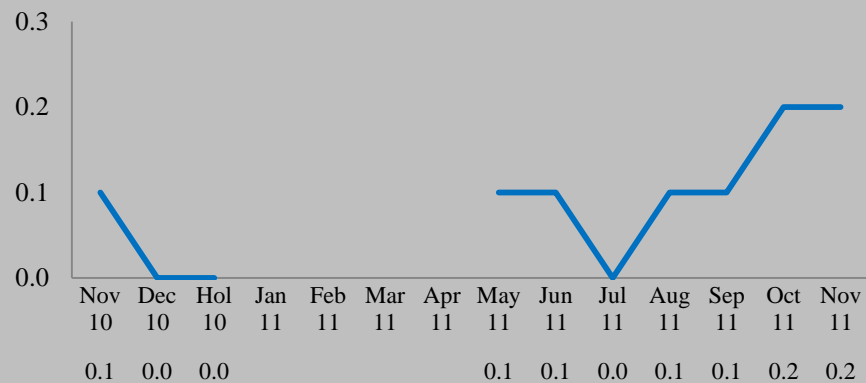
**Persons 6+ AQH Share
Mon-Sun 6A-12Mid**



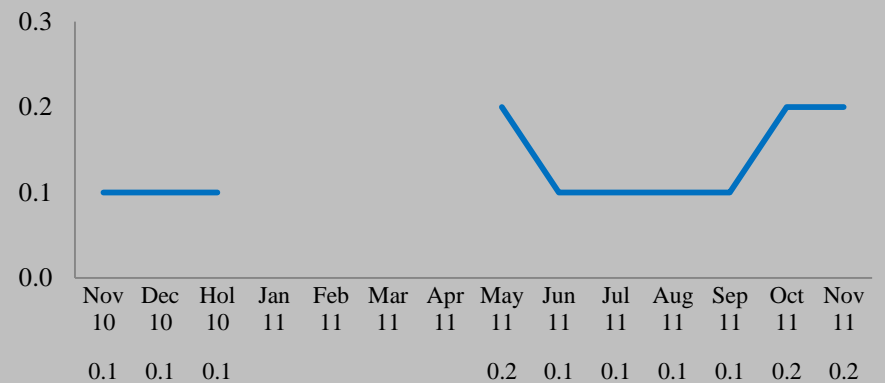
**Persons 18-34 AQH Share
Mon-Sun 6A-12Mid**



**Persons 18-49 AQH Share
Mon-Sun 6A-12Mid**



**Persons 25-54 AQH Share
Mon-Sun 6A-12Mid**

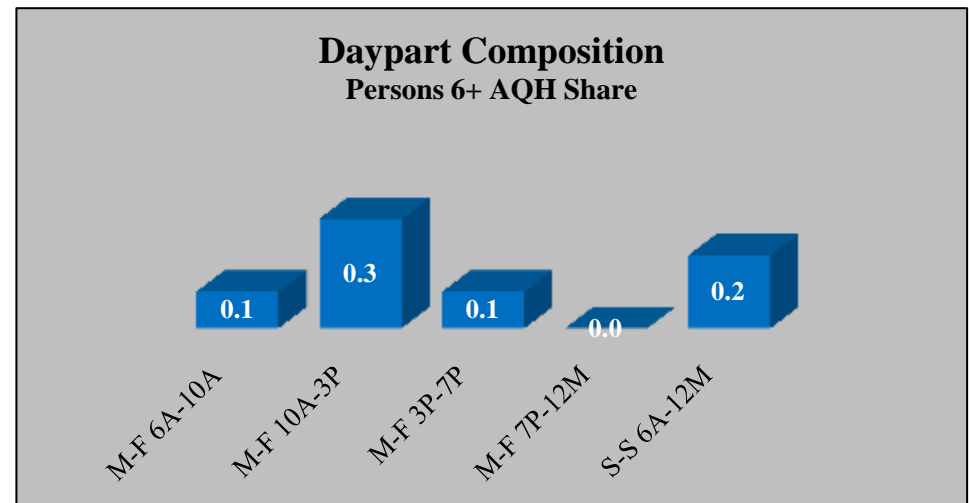
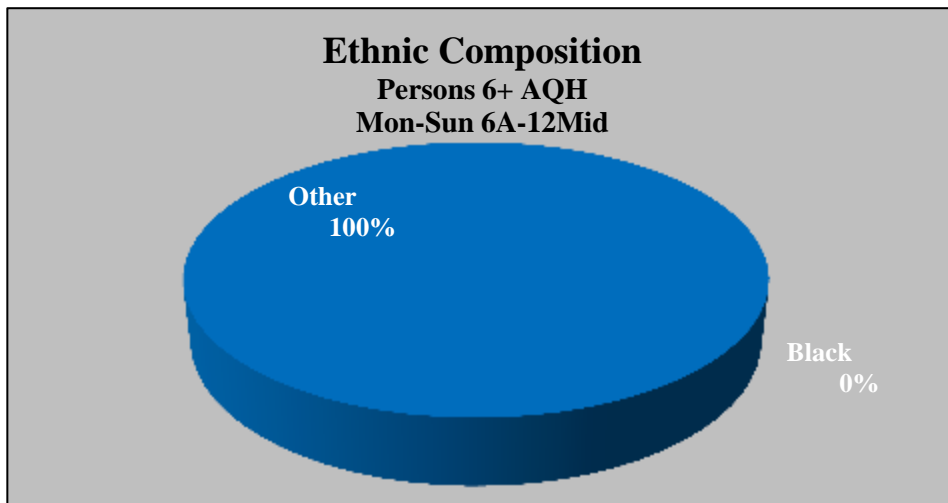
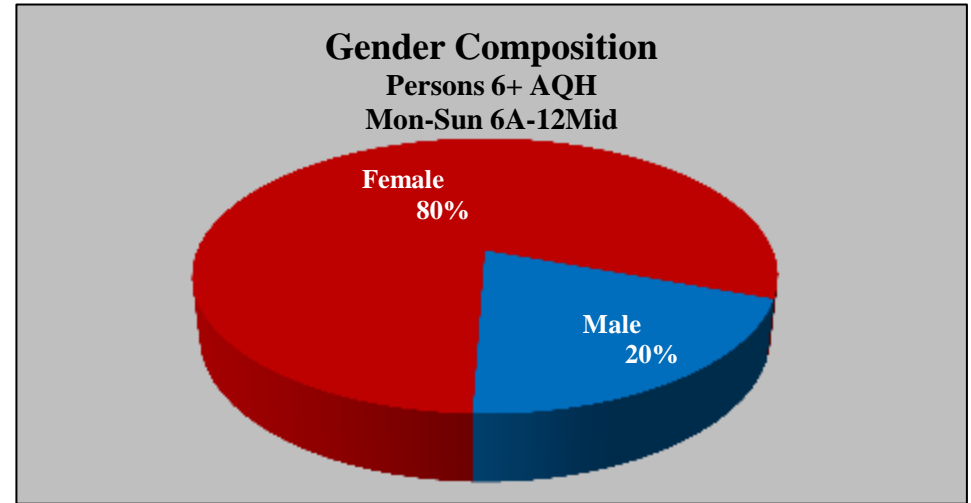
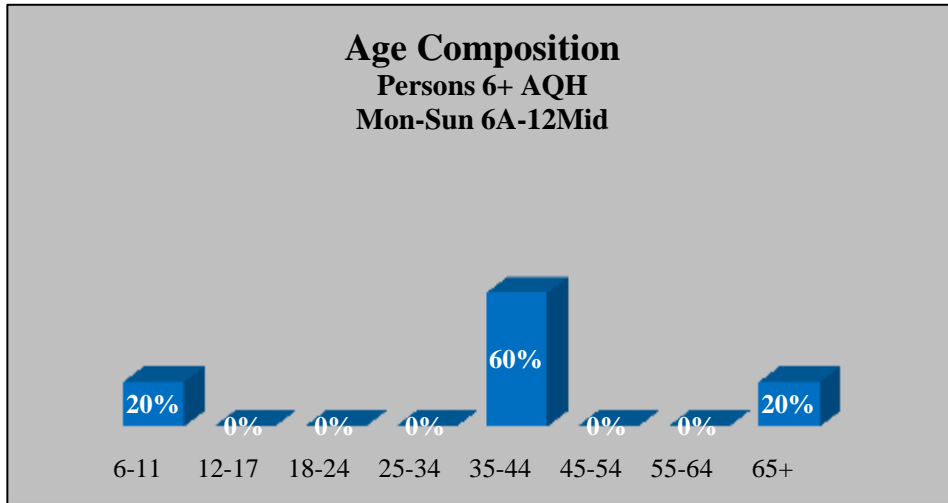


WUFL-AM

1030

Contemporary Inspirational

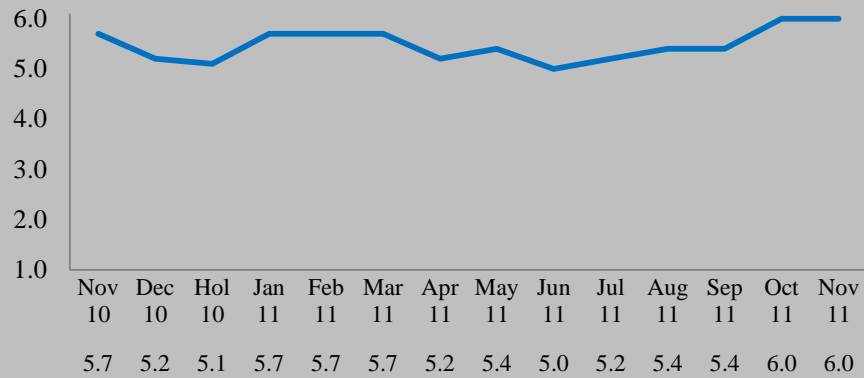
Persons 6+ Weekly Cume: 31,500 / AQH Median Age: 40.2



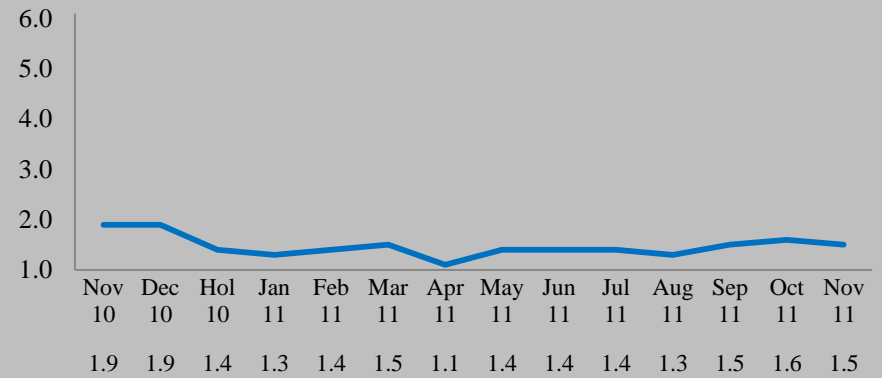
Numbers may not add to 100% due to Arbitron's rounding methods. Median age cannot be calculated above 65.
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WWJ-AM 950 All News

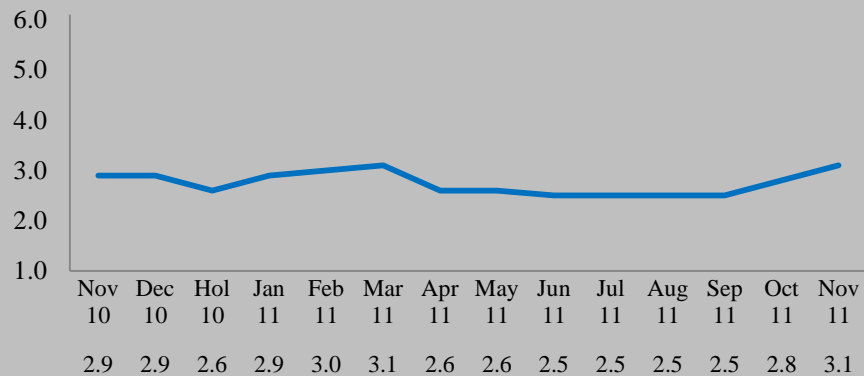
**Persons 6+ AQH Share
Mon-Sun 6A-12Mid**



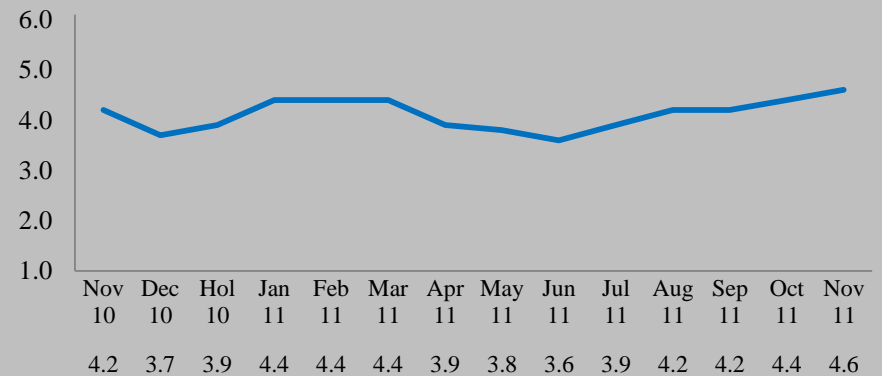
**Persons 18-34 AQH Share
Mon-Sun 6A-12Mid**



**Persons 18-49 AQH Share
Mon-Sun 6A-12Mid**



**Persons 25-54 AQH Share
Mon-Sun 6A-12Mid**

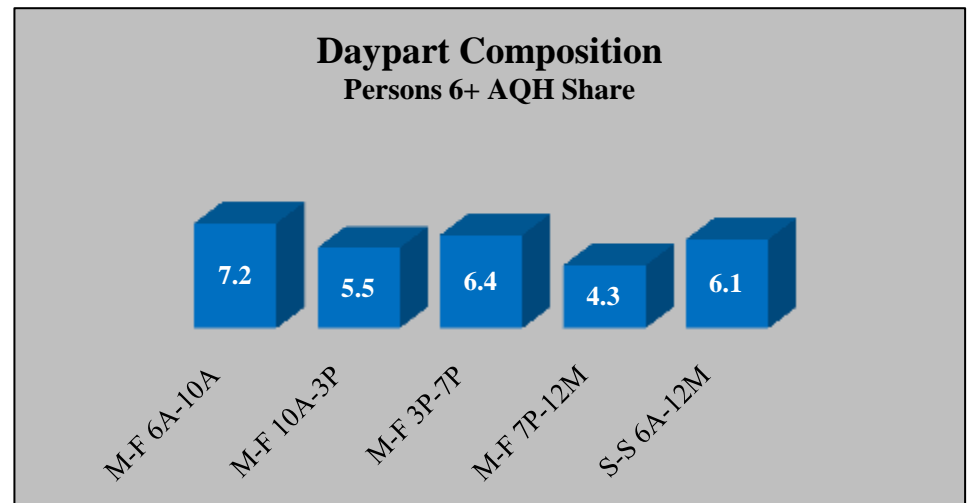
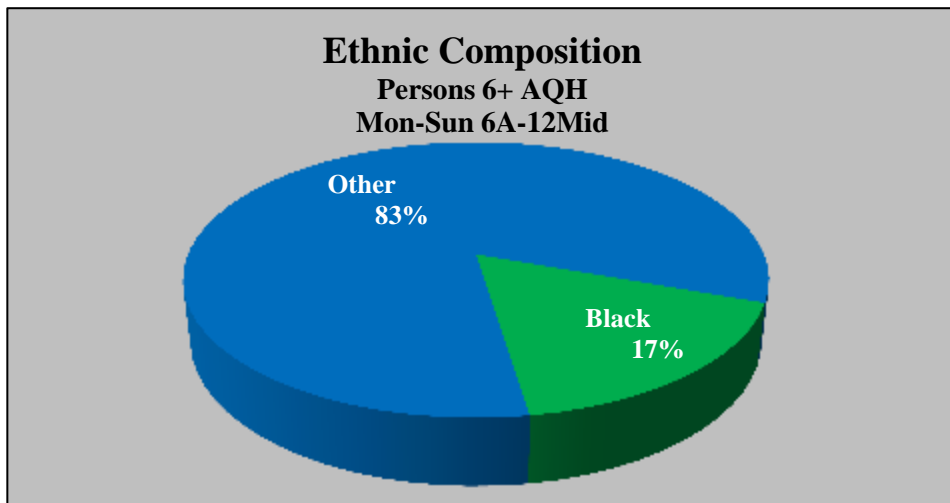
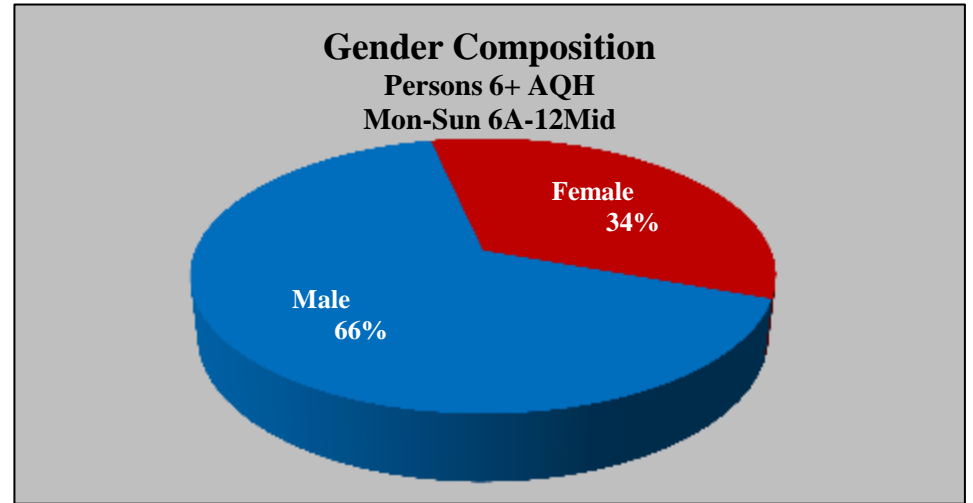
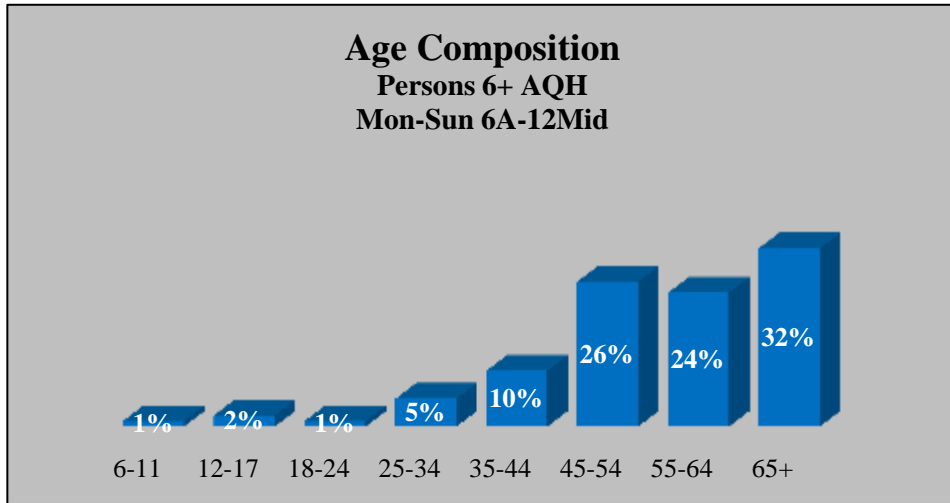


WWJ-AM

950

All News

Persons 6+ Weekly Cume: 833,600 / AQH Median Age: 57.2



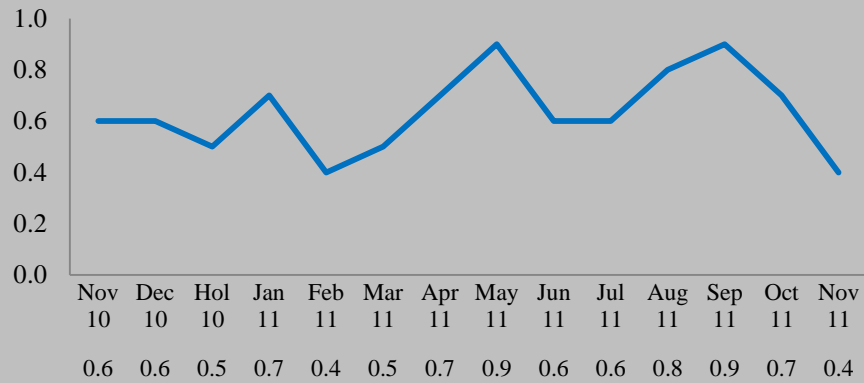
Numbers may not add to 100% due to Arbitron's rounding methods. Median age cannot be calculated above 65.
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WXYT-AM

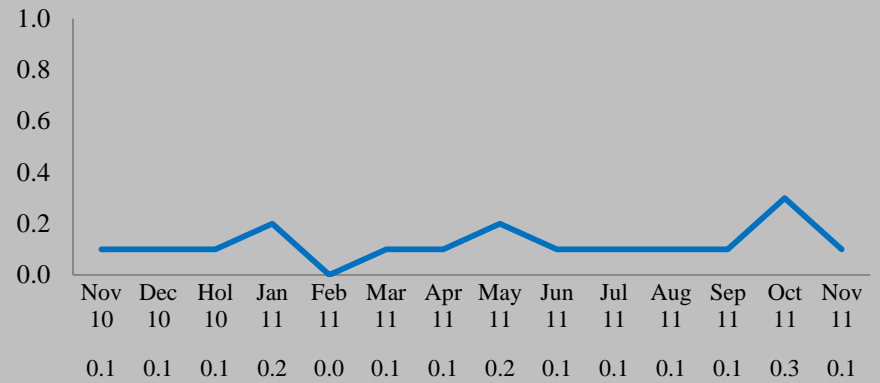
1270

All Sports

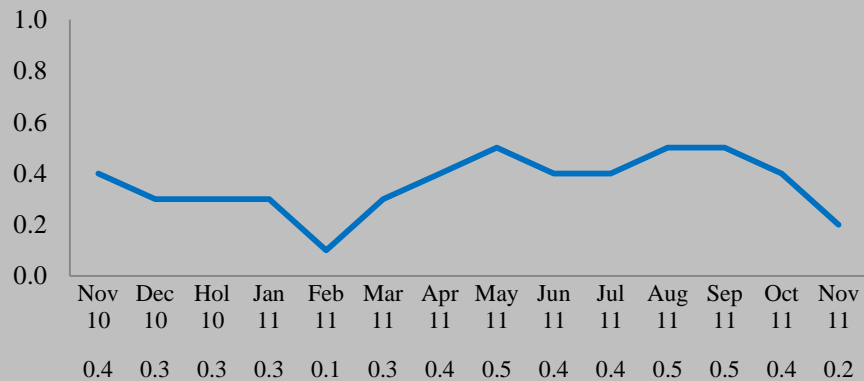
**Persons 6+ AQH Share
Mon-Sun 6A-12Mid**



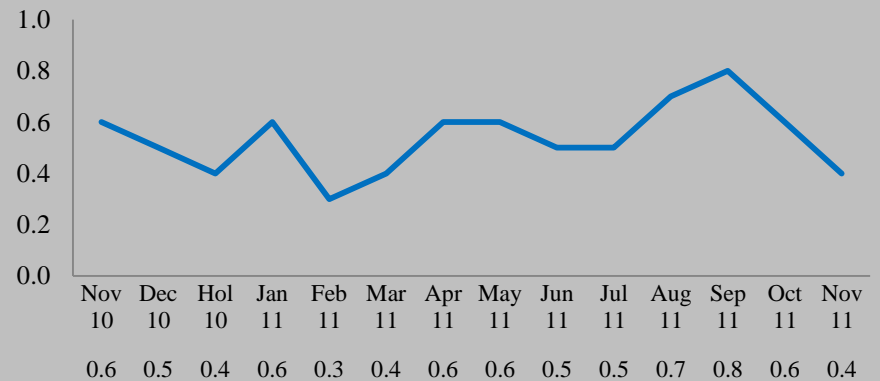
**Persons 18-34 AQH Share
Mon-Sun 6A-12Mid**



**Persons 18-49 AQH Share
Mon-Sun 6A-12Mid**



**Persons 25-54 AQH Share
Mon-Sun 6A-12Mid**

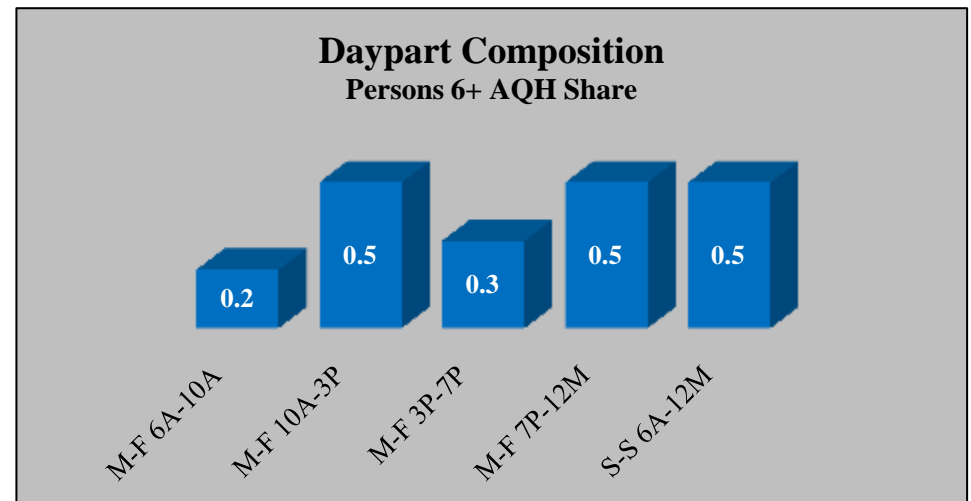
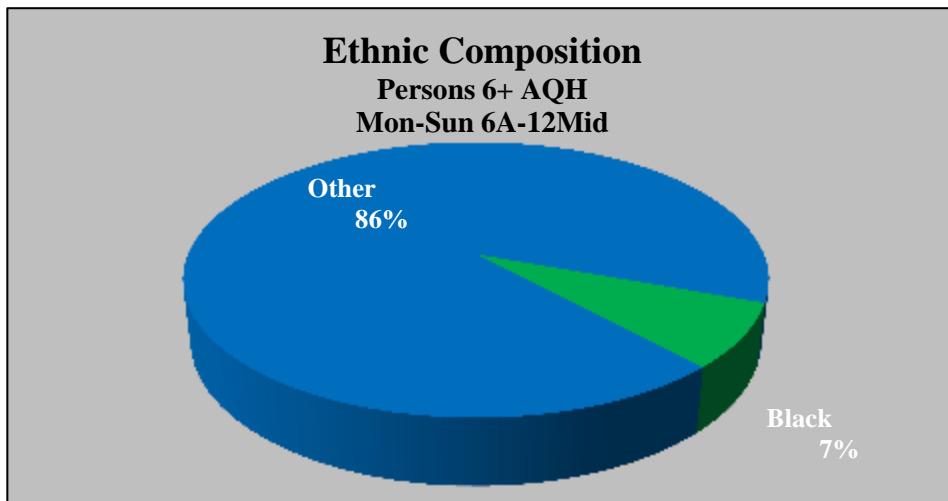
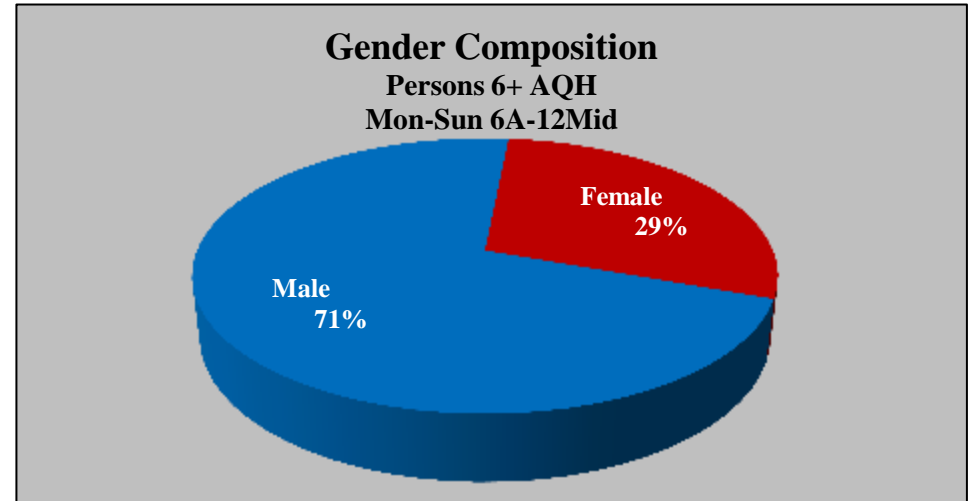
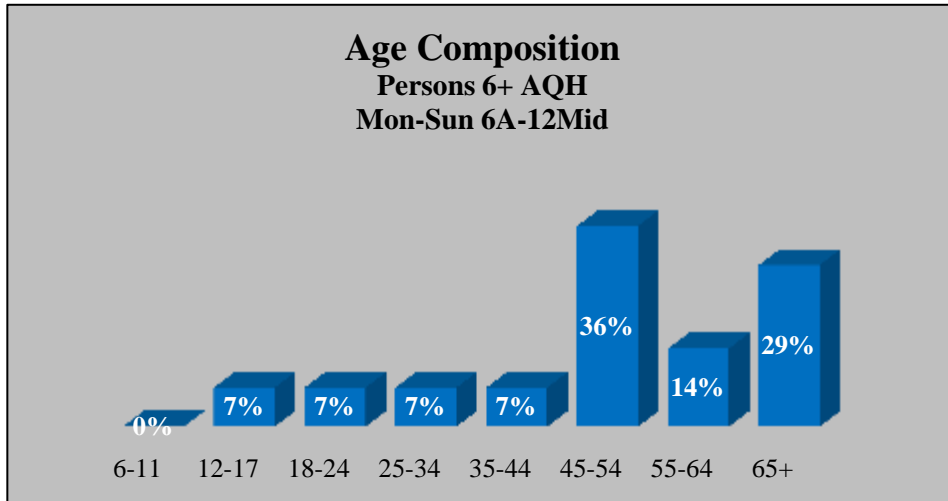


WXYT-AM

1270

All Sports

Persons 6+ Weekly Cume: 126,200 / AQH Median Age: 53.3



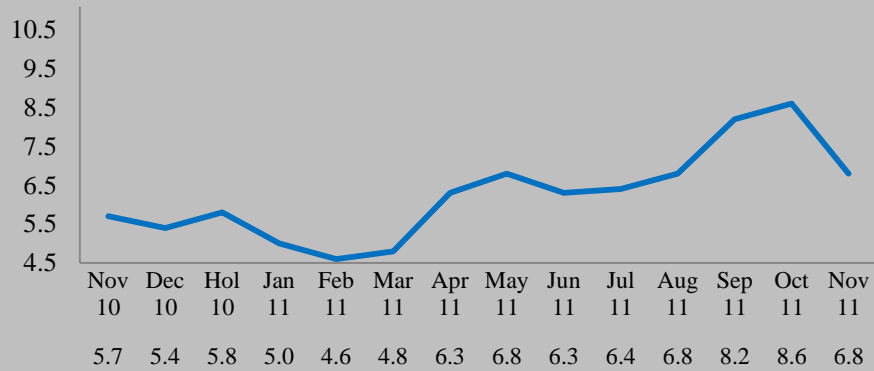
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WXYZ-FM

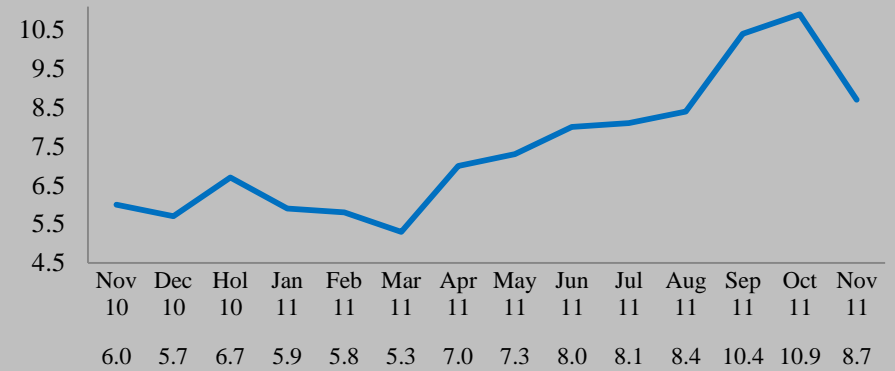
97.1

All Sports

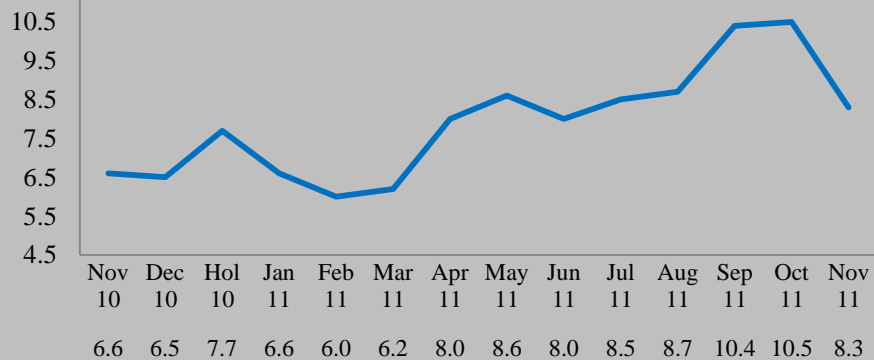
**Persons 6+ AQH Share
Mon-Sun 6A-12Mid**



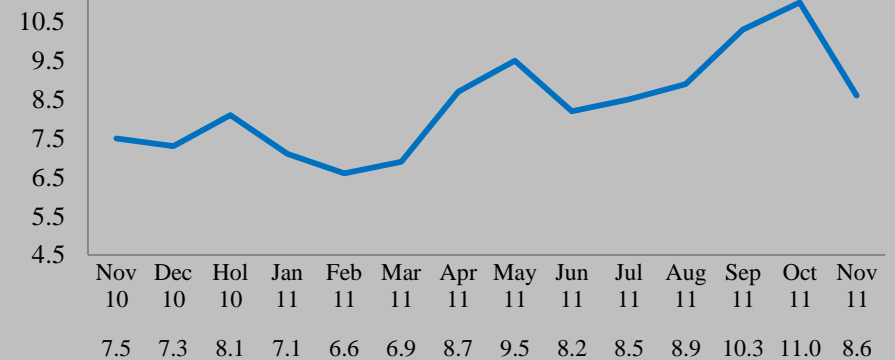
**Persons 18-34 AQH Share
Mon-Sun 6A-12Mid**



**Persons 18-49 AQH Share
Mon-Sun 6A-12Mid**



**Persons 25-54 AQH Share
Mon-Sun 6A-12Mid**

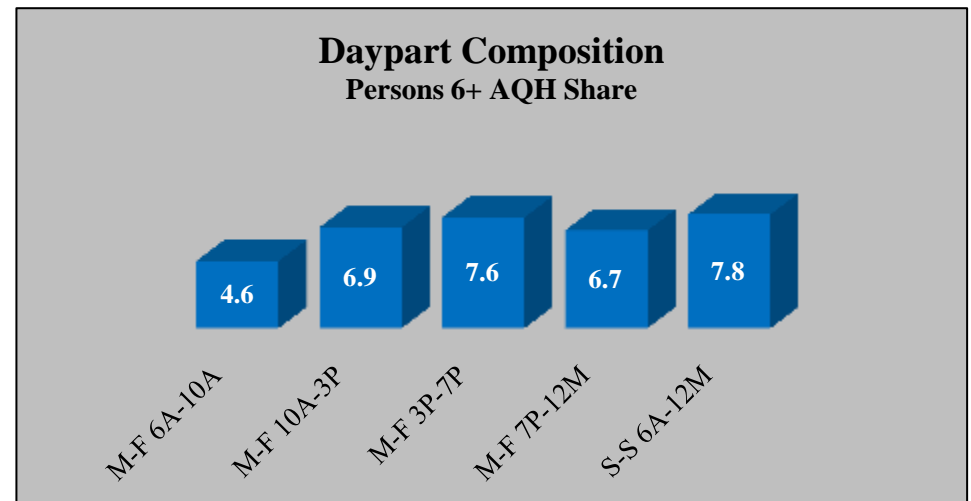
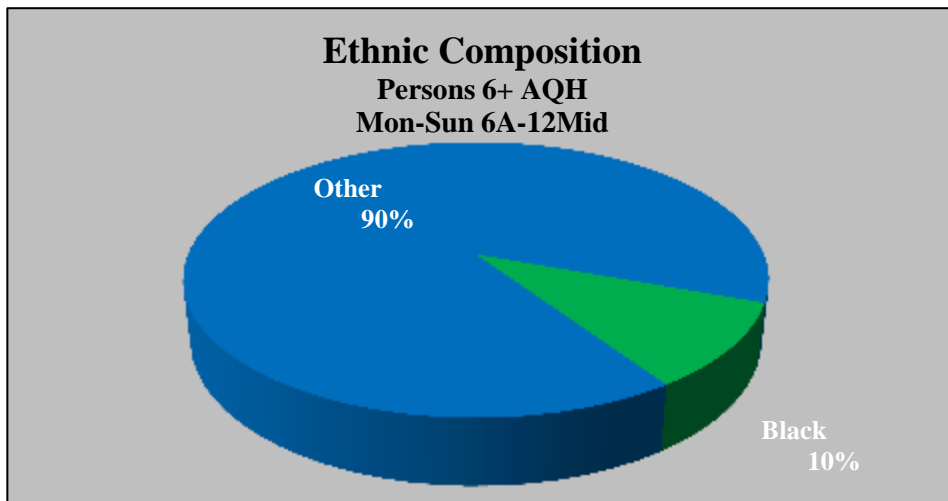
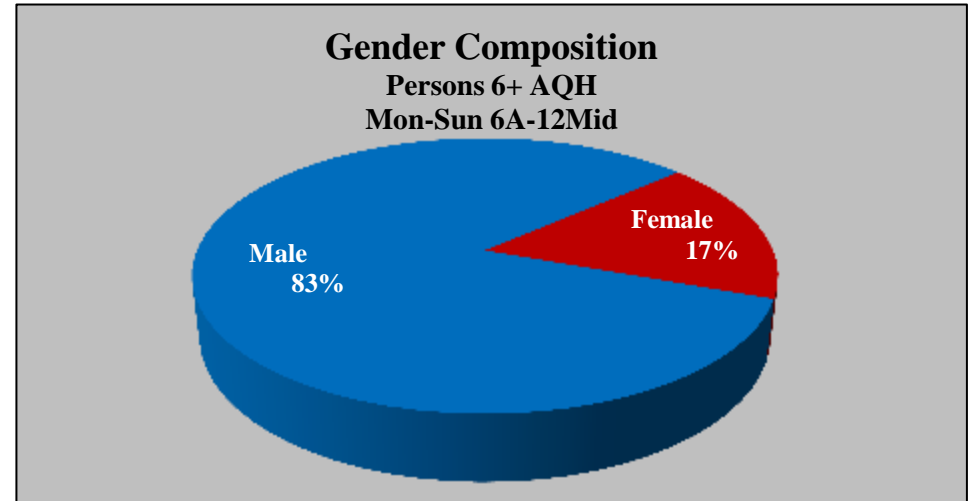
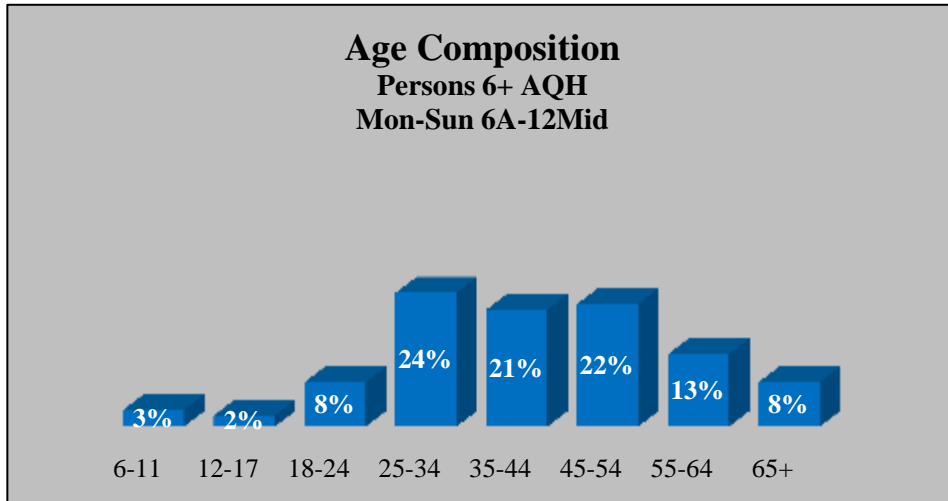


WXYT-FM

97.1

All Sports

Persons 6+ Weekly Cume: 894,800 / AQH Median Age: 41.5



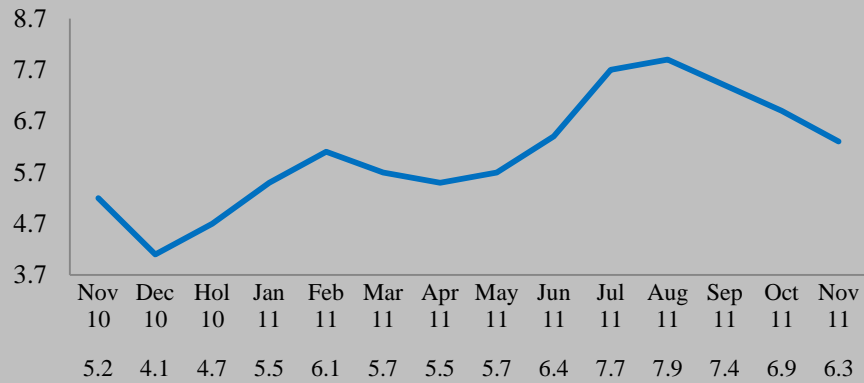
Numbers may not add to 100% due to Arbitron's rounding methods. Median age cannot be calculated above 65.
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WYCD-FM

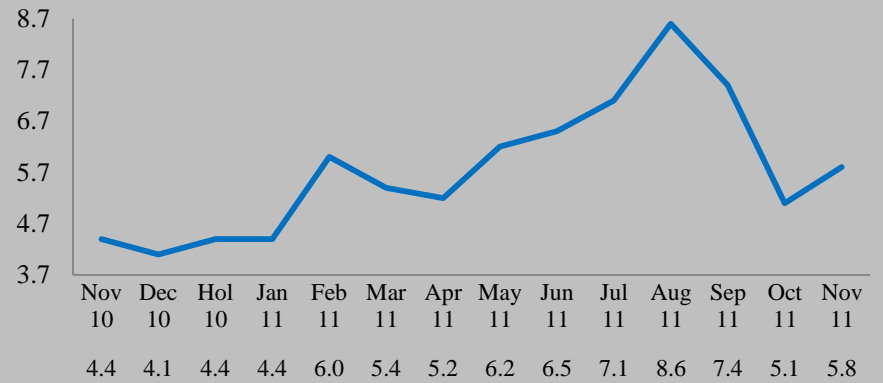
99.5

Country

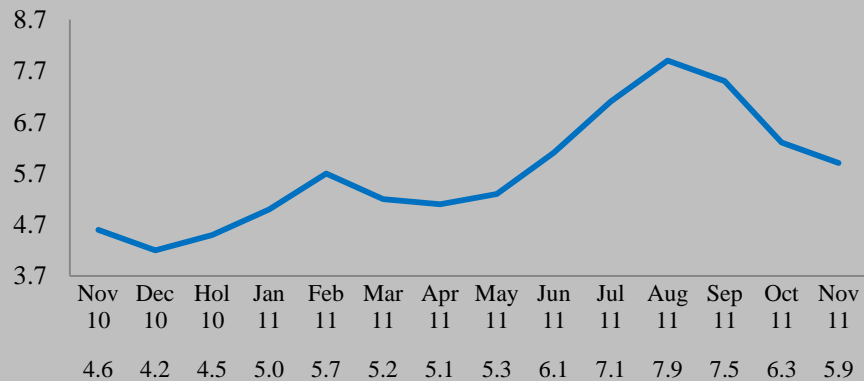
**Persons 6+ AQH Share
Mon-Sun 6A-12Mid**



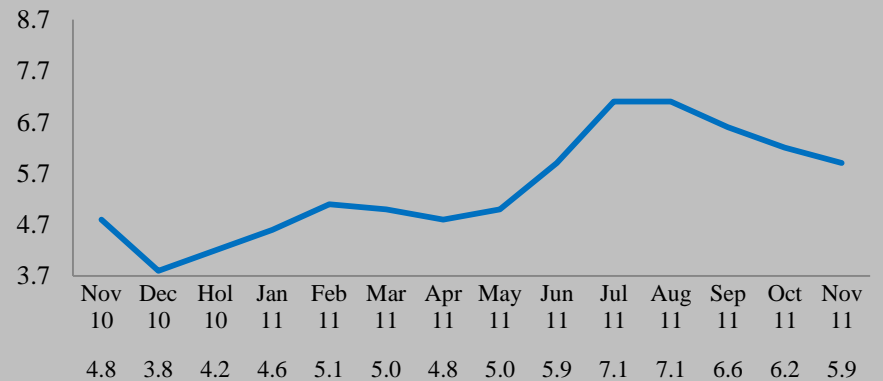
**Persons 18-34 AQH Share
Mon-Sun 6A-12Mid**



**Persons 18-49 AQH Share
Mon-Sun 6A-12Mid**



**Persons 25-54 AQH Share
Mon-Sun 6A-12Mid**

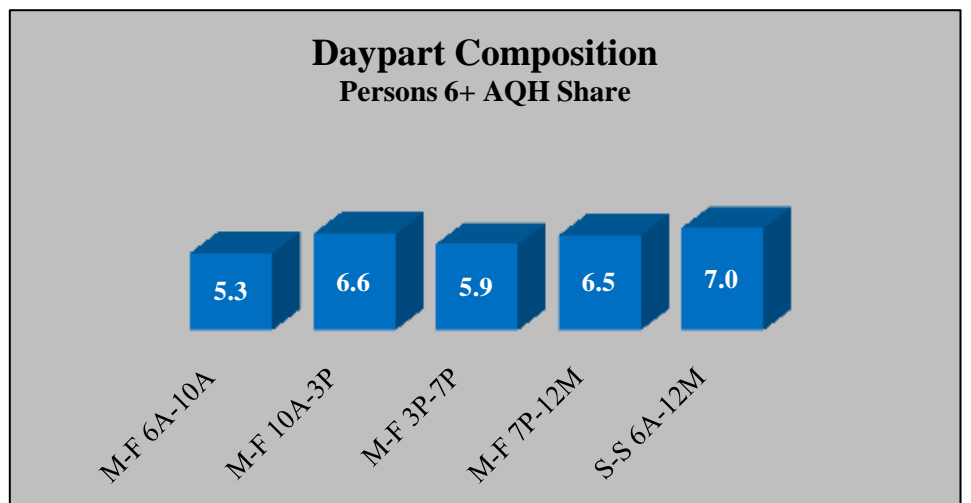
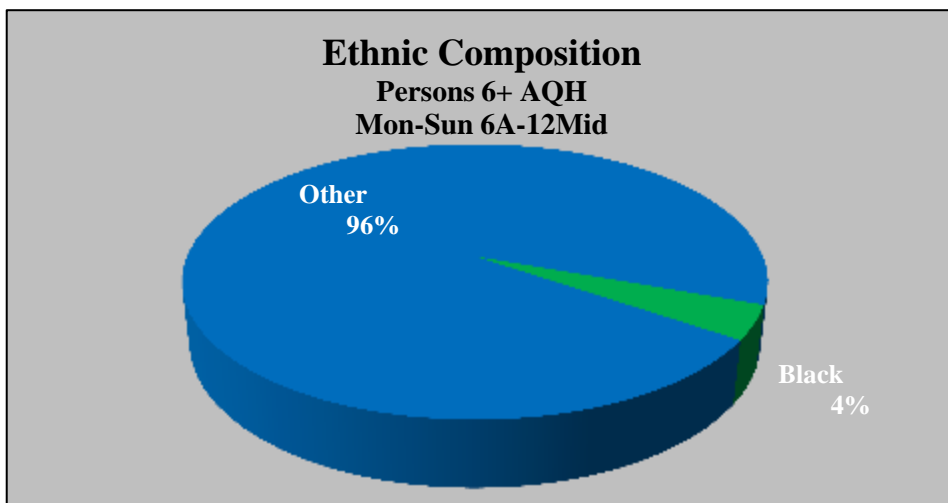
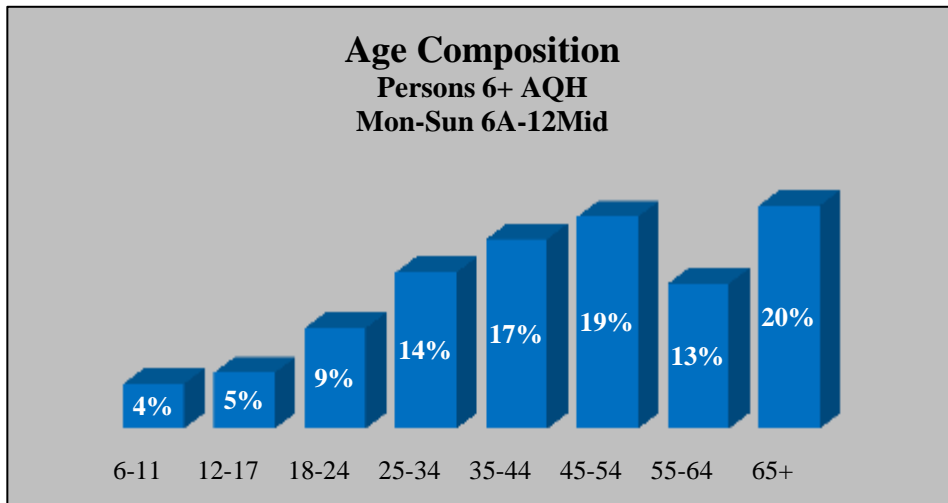


WYCD-FM

99.5

Country

Persons 6+ Weekly Cume: 812,300 / AQH Median Age: 46.0



Numbers may not add to 100% due to Arbitron's rounding methods. Median age cannot be calculated above 65.

AQH Comparagraph

Station	Primary Demo Cell	Median Age	% Male 6+	% Female 6+	% Black 6+	% Other 6+	P6+ Share Oct 11	P6+ Share Nov 11	P18-49 Share Oct 11	P18-49 Share Nov 11	P25-54 Share Oct 11	P25-54 Share Nov 11
WDFN-AM	45-54	47.9	83%	17%	13%	88%	0.9	0.7	1.1	0.8	1.0	0.7
WDTW-AM	45-54	52.5	83%	17%	33%	83%	0.2	0.2	0.1	0.1	0.2	0.2
WDTW-FM	25-34	29.6	40%	60%	35%	64%	2.2	2.5	2.1	2.7	1.7	2.4
WJLB-FM	18-24	28.9	55%	45%	84%	16%	5.2	4.6	7.3	6.9	5.7	4.9
WKQI-FM	25-34	29.2	44%	56%	15%	86%	3.2	3.6	4.0	4.5	3.0	3.5
WMXD-FM	45-54	46.1	40%	60%	91%	9%	4.3	4.6	4.8	4.1	4.9	4.8
WNIC-FM	35-44, 45-54	44.2	41%	59%	8%	92%	3.1	3.1	2.9	3.1	3.1	3.0
CIDR-FM	45-54	46.6	51%	49%	2%	98%	1.2	1.2	1.3	1.3	1.3	1.3
CIMX-FM	25-34	32.2	74%	26%	2%	98%	3.7	3.5	6.1	5.8	4.4	4.4
CKWW-AM	65+	65.0	65%	35%	24%	82%	0.5	0.5	0.1	0.1	0.1	0.1
WCHB-AM	55-64, 65+	59.3	45%	55%	79%	21%	0.7	0.8	0.3	0.3	0.4	0.4
WCSX-FM	45-54	46.6	71%	29%	3%	97%	4.2	4.3	4.6	5.0	4.9	5.4
WDET-FM	45-54	49.5	61%	39%	29%	71%	0.9	0.8	0.8	0.7	1.2	1.0
WDMK-FM	45-54	46.3	41%	59%	87%	12%	5.1	5.9	4.4	5.1	4.8	5.4
WDRQ-FM	45-54	46.3	60%	40%	8%	92%	2.9	3.6	3.0	3.9	3.3	4.3
WDTK-AM	65+	59.9	57%	43%	29%	71%	0.4	0.4	0.2	0.3	0.2	0.3
WDVD-FM	25-34	35.5	31%	69%	3%	97%	4.3	4.4	5.8	5.7	5.6	5.6
WDZH-FM	12-17	23.4	44%	56%	24%	76%	2.8	3.1	2.6	3.0	2.0	2.4
WEXL-AM	6-11	33.5	56%	44%	100%	0%	0.3	0.3	0.3	0.2	0.2	0.2
WGPR-F2	55-64	57.4	50%	50%	50%	50%	0.2	0.1	0.1	0.0	0.1	0.1
WGPR-F3	18-24, 25-34, 35-44	31.3	33%	67%	0%	100%	0.1	0.1	0.2	0.2	0.2	0.1
WGPR-FM	45-54	38.2	47%	53%	82%	18%	1.9	2.6	1.5	2.9	1.8	2.5

All estimates are for Mon-Sun 6A-12Mid. Numbers may not add to 100% due to Arbitron's rounding methods. Primary demo cell is the age cell with the highest audience composition (multiple cells are displayed in the case of a tie). Median age cannot be calculated above 65.

AQH Comparagraph (continued)

Station	Primary Demo Cell	Median Age	% Male 6+	% Female 6+	% Black 6+	% Other 6+	P6+ Share Oct 11	P6+ Share Nov 11	P18-49 Share Oct 11	P18-49 Share Nov 11	P25-54 Share Oct 11	P25-54 Share Nov 11
WHMI-FM	45-54	47.7	52%	48%	0%	100%	0.7	0.8	1.1	1.1	1.1	1.2
WJR-AM	65+	63.2	64%	36%	2%	98%	4.9	4.9	1.7	1.6	2.9	2.8
WLQV-AM	55-64	43.3	56%	44%	78%	22%	0.2	0.3	0.1	0.1	0.1	0.1
WMGC-FM	55-64	43.1	30%	70%	25%	75%	3.3	3.6	2.9	3.3	2.7	2.7
WMUZ-FM	45-54	48.4	57%	43%	5%	95%	1.5	1.6	1.4	1.5	1.7	1.9
WOMC-FM	45-54	52.1	46%	54%	14%	86%	4.6	5.4	3.3	4.0	3.8	4.5
WPZR-FM	25-34	31.6	50%	50%	79%	21%	2.9	2.2	4.0	2.9	2.6	2.3
WRCJ-FM	65+	63.4	66%	34%	11%	89%	1.1	1.1	0.4	0.3	0.8	0.6
WRDT-AM	65+	65.0	67%	33%	33%	67%	0.1	0.1	0.1	0.1	0.1	0.1
WRIF-FM	45-54	42.1	79%	21%	3%	97%	4.9	4.4	7.1	5.9	7.0	6.1
WSAQ-FM	12-17, 45-54	34.0	41%	59%	0%	100%	0.6	0.8	0.5	0.6	0.6	0.7
WUFL-AM	35-44	40.2	20%	80%	0%	100%	0.1	0.1	0.2	0.2	0.2	0.2
WWJ-AM	65+	57.2	66%	34%	17%	83%	6.0	6.0	2.8	3.1	4.4	4.6
WXYT-AM	45-54	53.3	71%	29%	7%	86%	0.7	0.4	0.4	0.2	0.6	0.4
WXYT-FM	25-34	41.5	83%	17%	10%	90%	8.6	6.8	10.5	8.3	11.0	8.6
WYCD-FM	65+	46.0	44%	56%	4%	96%	6.9	6.3	6.3	5.9	6.2	5.9

All estimates are for Mon-Sun 6A-12Mid. Numbers may not add to 100% due to Arbitron's rounding methods. Primary demo cell is the age cell with the highest audience composition (multiple cells are displayed in the case of a tie). Median age cannot be calculated above 65.

Life Group Analysis

Some advertisers know their customers so well that they are able to identify the type of radio station their customers listen to most often. When a listener prefers a particular type of station above all other types, that listener is classified into a radio station “Life Group.”

For example, if a 35-year-old woman listens to Country, Adult Contemporary, and News/Talk but prefers Country, we say she is in the “Country Life Group.” By knowing what types of stations customers are likely to prefer, advertisers can make better media choices.

The following pages show the metro radio stations by Life Group. To make a spectrum buy, select one or more stations from each Life Group. To make a target buy, identify the Life Group that closely matches the profile of your customer. Select one or more stations in the Life Group you have chosen.

Note: See the **Recent Station Changes** page in the **Radio Stations** section for applicable Life Group changes that may affect the trend data in this section.

Life Groups

Adult Contemporary/Oldies: CKWW-AM, WDRQ-FM, WDVD-FM, WHMI-FM, WMGC-FM, WNIC-FM, WOMC-FM

CHR/New Rock: CIMX-FM, WDTW-FM, WDZH-FM, WGPR-F3, WKQI-FM

Country: WSAQ-FM, WYCD-FM

News/Talk/Sports: WDFN-AM, WDTK-AM, WDTW-AM, WJR -AM, WWJ -AM, WXYT-AM, WXYT-FM

Non-Commercial: WDET-FM, WRCJ-FM

Religious: WEXL-AM, WLQV-AM, WMUZ-FM, WRDT-AM, WUFL-AM

Rock/Hot Talk: CIDR-FM, WCSX-FM, WRIF-FM

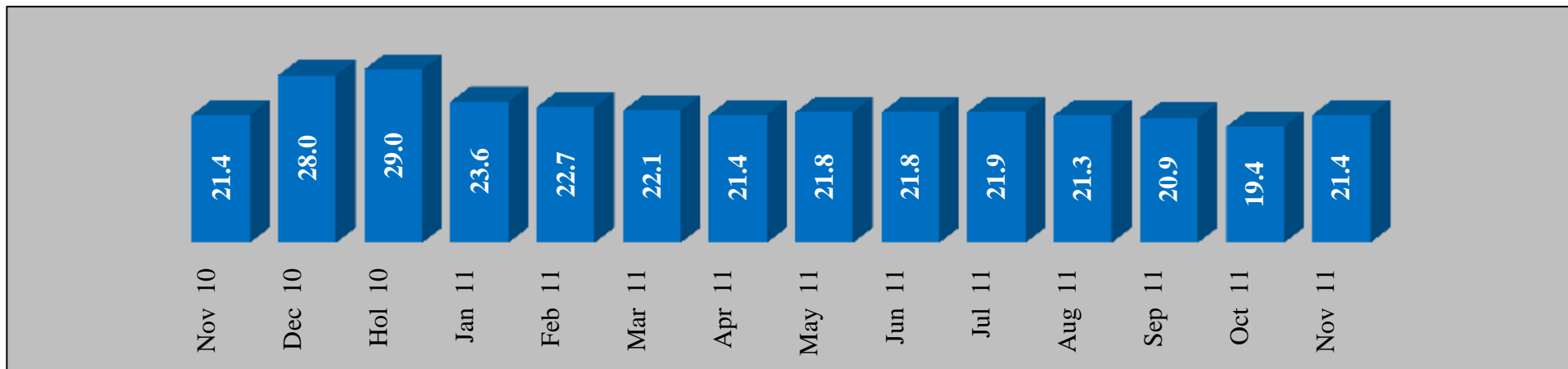
Smooth AC: WGPR-F2

Urban: WCHB-AM, WDMK-FM, WGPR-FM, WJLB-FM, WMXD-FM, WPZR-FM

Adult Contemporary/Oldies Life Group

Persons 6+ AQH Share Trend

Mon-Sun 6A-12Mid



Persons 6+ AQH Age Composition

Mon-Sun 6A-12Mid

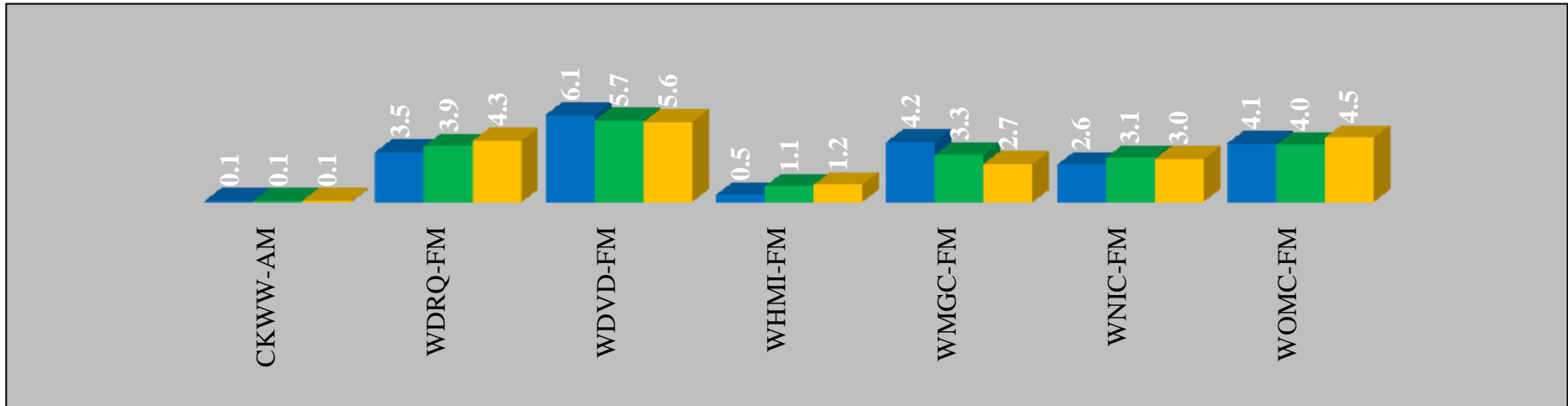
Station	Median Age	P6-11	P12-17	P18-24	P25-34	P35-44	P45-54	P55-64	P65+
CKWW-AM	65.0	0%	0%	0%	6%	0%	6%	24%	65%
WDRQ-FM	46.3	3%	3%	7%	17%	17%	29%	20%	5%
WDVD-FM	35.5	8%	6%	5%	28%	25%	14%	4%	8%
WHMI-FM	47.7	0%	3%	0%	14%	3%	66%	3%	10%
WMGC-FM	43.1	5%	9%	16%	13%	10%	17%	21%	10%
WNIC-FM	44.2	5%	7%	7%	13%	20%	20%	16%	13%
WOMC-FM	52.1	3%	3%	11%	8%	12%	25%	21%	20%

Numbers may not add to 100% due to Arbitron's rounding methods. Median age cannot be calculated above 65.

Adult Contemporary/Oldies Life Group

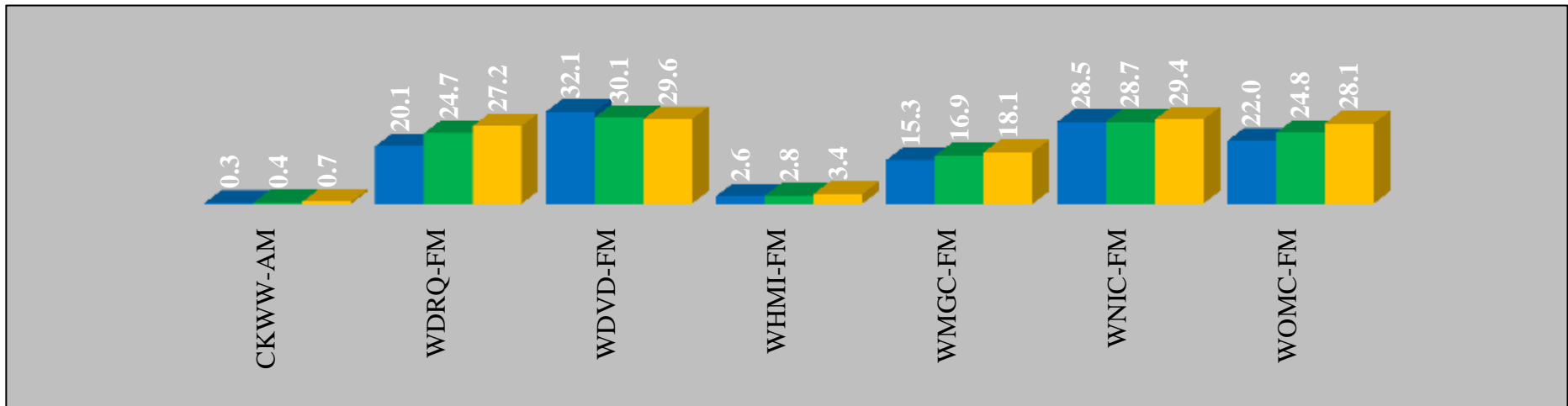
AQH Share

Mon-Sun 6A-12Mid



Cume Rating

Mon-Sun 6A-12Mid

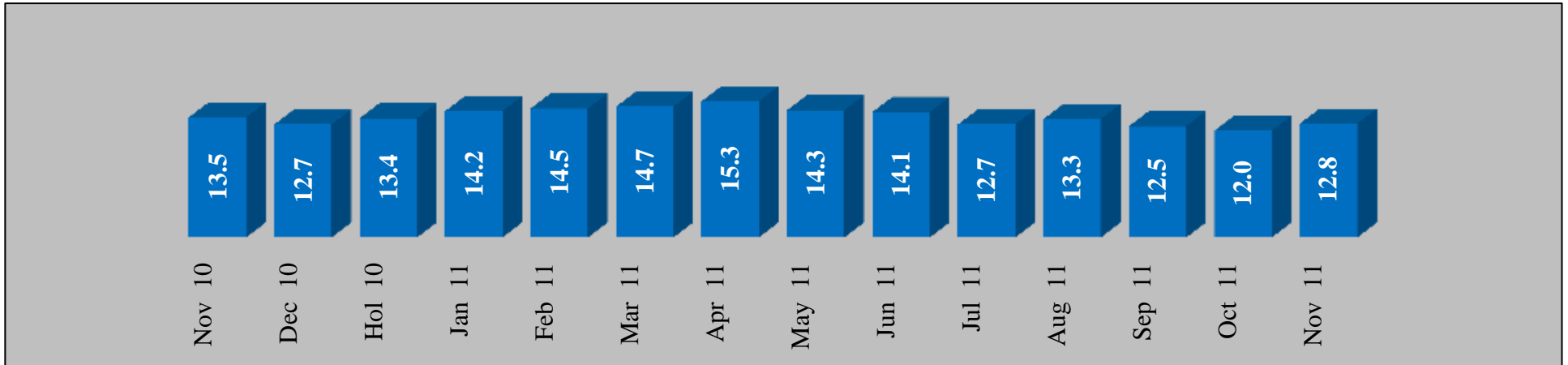


■ Persons 18-34 ■ Persons 18-49 ■ Persons 25-54

CHR/New Rock Life Group

Persons 6+ AQH Share Trend

Mon-Sun 6A-12Mid



Persons 6+ AQH Age Composition

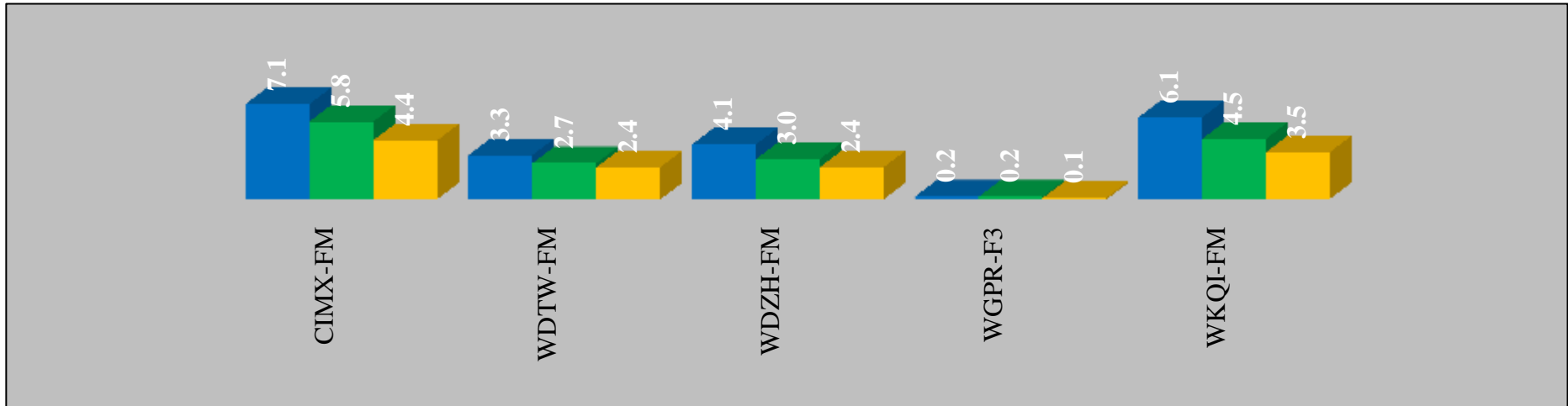
Mon-Sun 6A-12Mid

Station	Median Age	P6-11	P12-17	P18-24	P25-34	P35-44	P45-54	P55-64	P65+
CIMX-FM	32.2	2%	7%	21%	28%	26%	12%	4%	1%
WDTW-FM	29.6	12%	16%	12%	19%	15%	17%	7%	2%
WDZH-FM	23.4	12%	26%	16%	16%	12%	14%	3%	1%
WGPR-F3	31.3	0%	0%	33%	33%	33%	0%	0%	0%
WKQI-FM	29.2	7%	15%	19%	22%	14%	15%	6%	2%

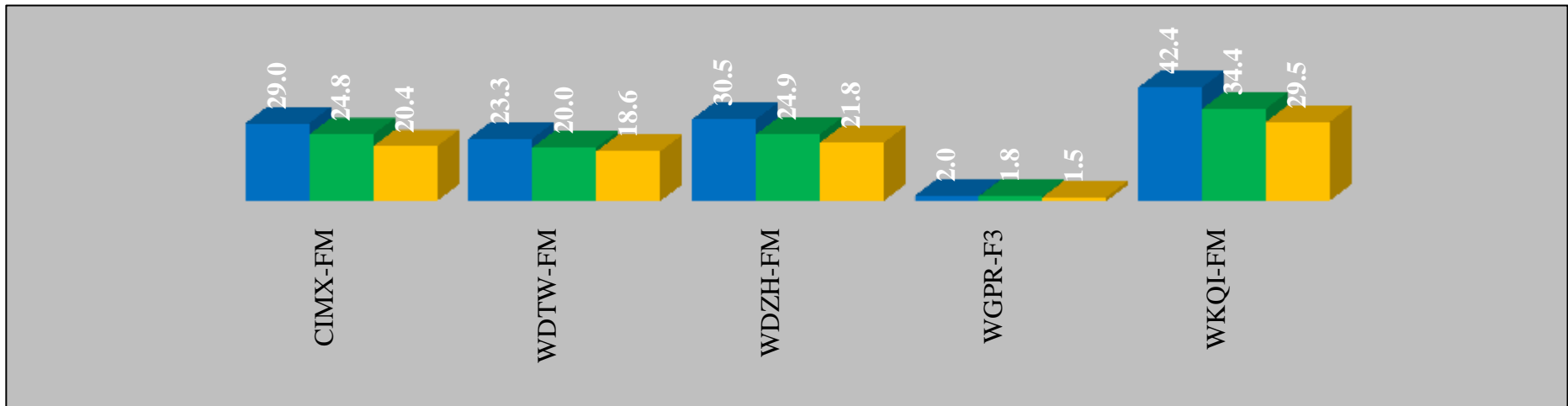
Numbers may not add to 100% due to Arbitron's rounding methods. Median age cannot be calculated above 65.

CHR/New Rock Life Group

AQH Share
Mon-Sun 6A-12Mid



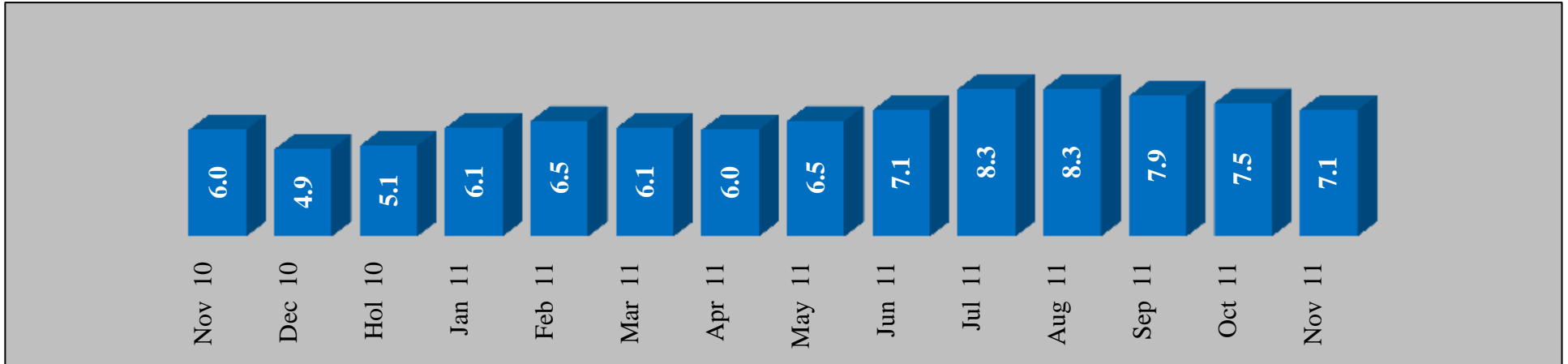
Cume Rating
Mon-Sun 6A-12Mid



■ Persons 18-34 ■ Persons 18-49 ■ Persons 25-54

Country Life Group

Persons 6+ AQH Share Trend
Mon-Sun 6A-12Mid



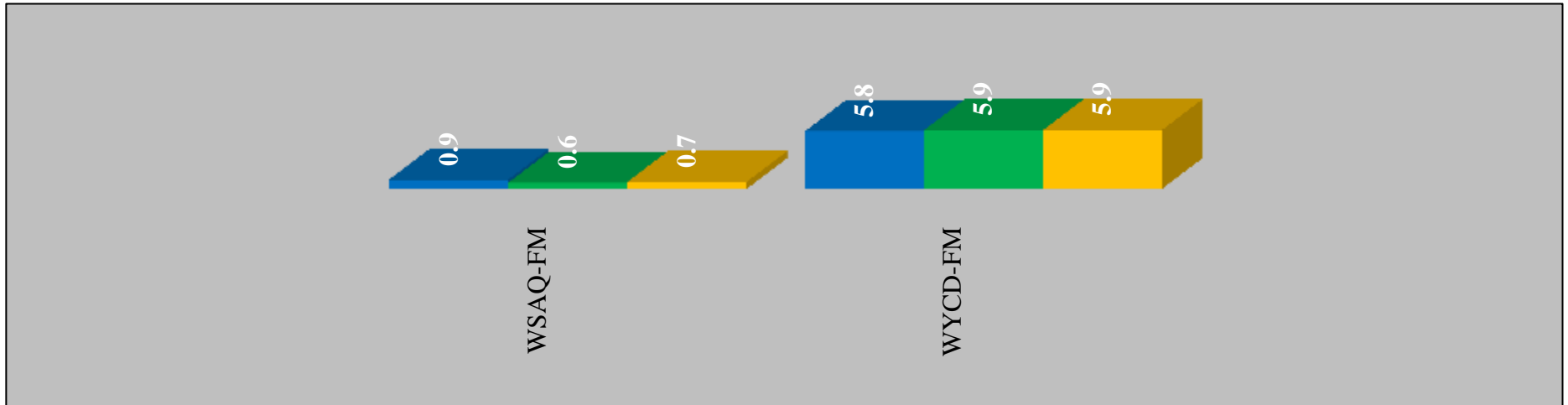
Persons 6+ AQH Age Composition
Mon-Sun 6A-12Mid

Station	Median Age	P6-11	P12-17	P18-24	P25-34	P35-44	P45-54	P55-64	P65+
WSAQ-FM	34.0	0%	22%	11%	19%	11%	22%	11%	4%
WYCD-FM	46.0	4%	5%	9%	14%	17%	19%	13%	20%

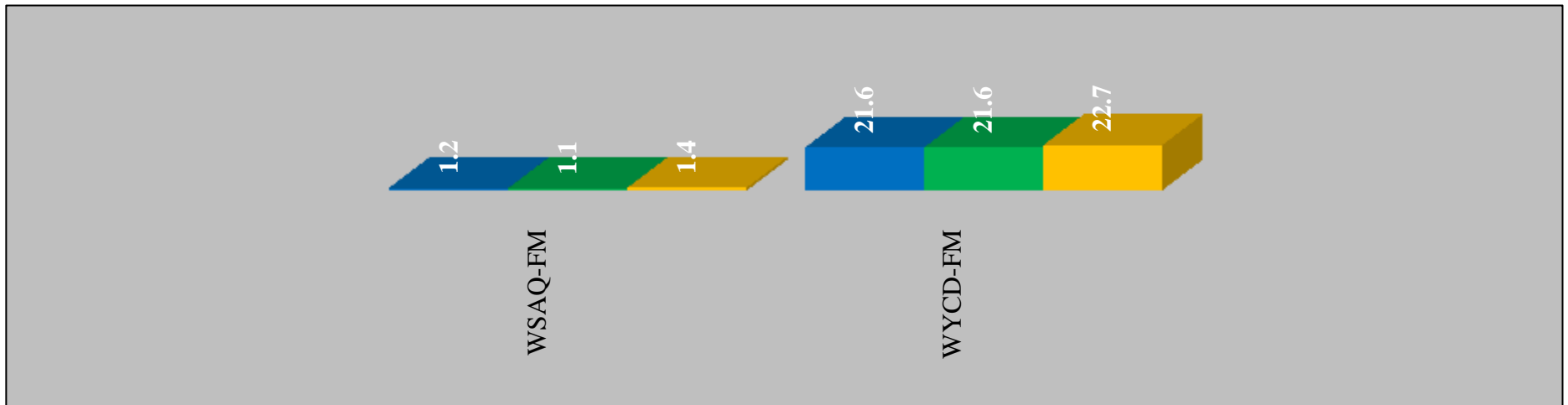
Numbers may not add to 100% due to Arbitron's rounding methods. Median age cannot be calculated above 65.

Country Life Group

AQH Share
Mon-Sun 6A-12Mid



Cume Rating
Mon-Sun 6A-12Mid

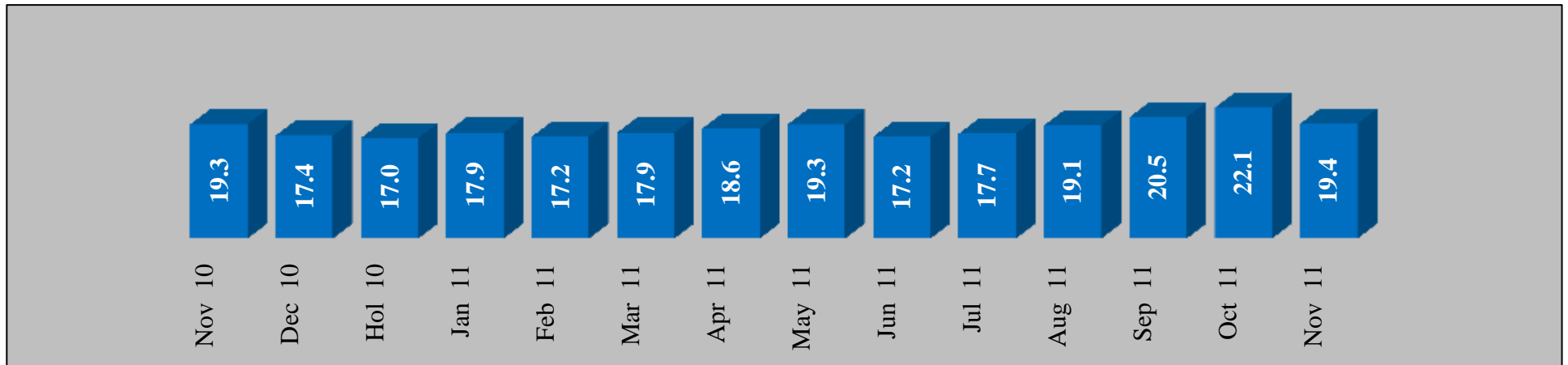


■ Persons 18-34 ■ Persons 18-49 ■ Persons 25-54

News/Talk/Sports Life Group

Persons 6+ AQH Share Trend

Mon-Sun 6A-12Mid



Persons 6+ AQH Age Composition

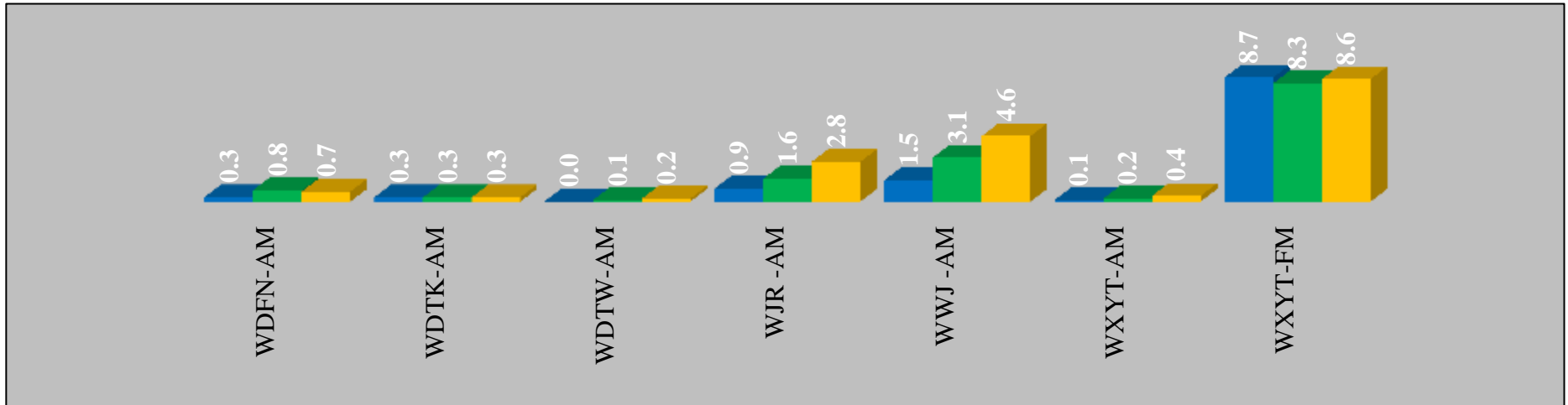
Mon-Sun 6A-12Mid

Station	Median Age	P6-11	P12-17	P18-24	P25-34	P35-44	P45-54	P55-64	P65+
WDFN-AM	47.9	4%	4%	4%	8%	8%	42%	21%	8%
WDTK-AM	59.9	0%	0%	0%	21%	7%	7%	29%	36%
WDTW-AM	52.5	0%	0%	0%	0%	17%	50%	33%	0%
WJR -AM	63.2	1%	2%	1%	4%	6%	20%	20%	46%
WWJ -AM	57.2	1%	2%	1%	5%	10%	26%	24%	32%
WXYT-AM	53.3	0%	7%	7%	7%	7%	36%	14%	29%
WXYT-FM	41.5	3%	2%	8%	24%	21%	22%	13%	8%

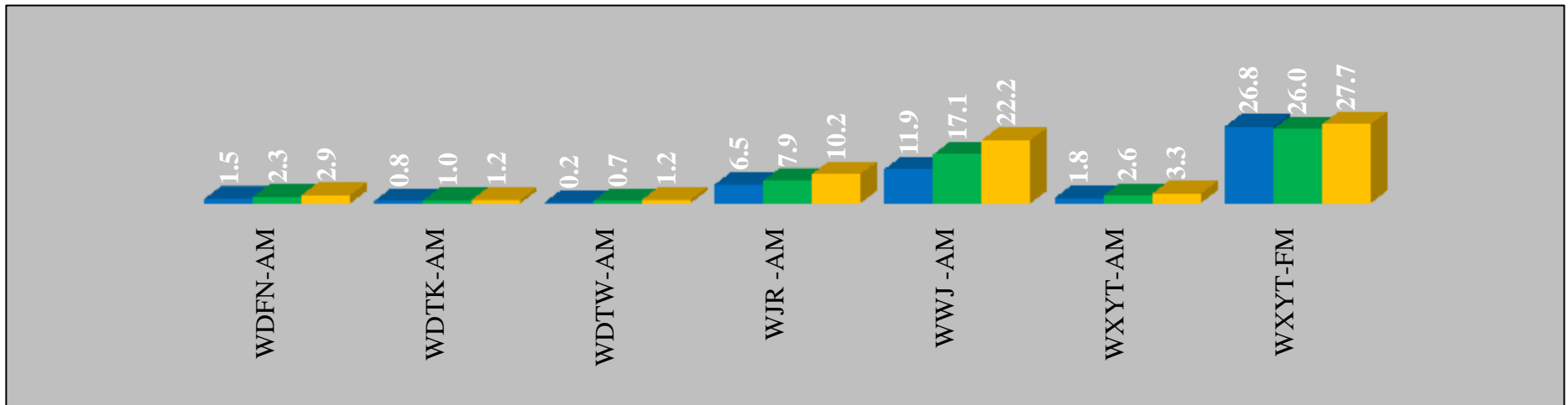
Numbers may not add to 100% due to Arbitron's rounding methods. Median age cannot be calculated above 65.

News/Talk/Sports Life Group

AQH Share
Mon-Sun 6A-12Mid



Cume Rating
Mon-Sun 6A-12Mid

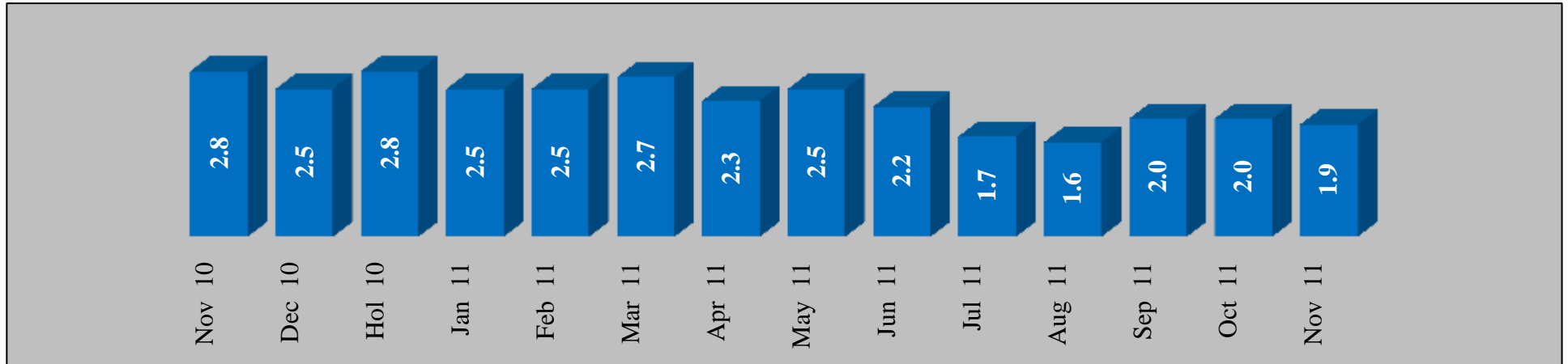


■ Persons 18-34 ■ Persons 18-49 ■ Persons 25-54

Non-Commercial Life Group

Persons 6+ AQH Share Trend

Mon-Sun 6A-12Mid



Persons 6+ AQH Age Composition

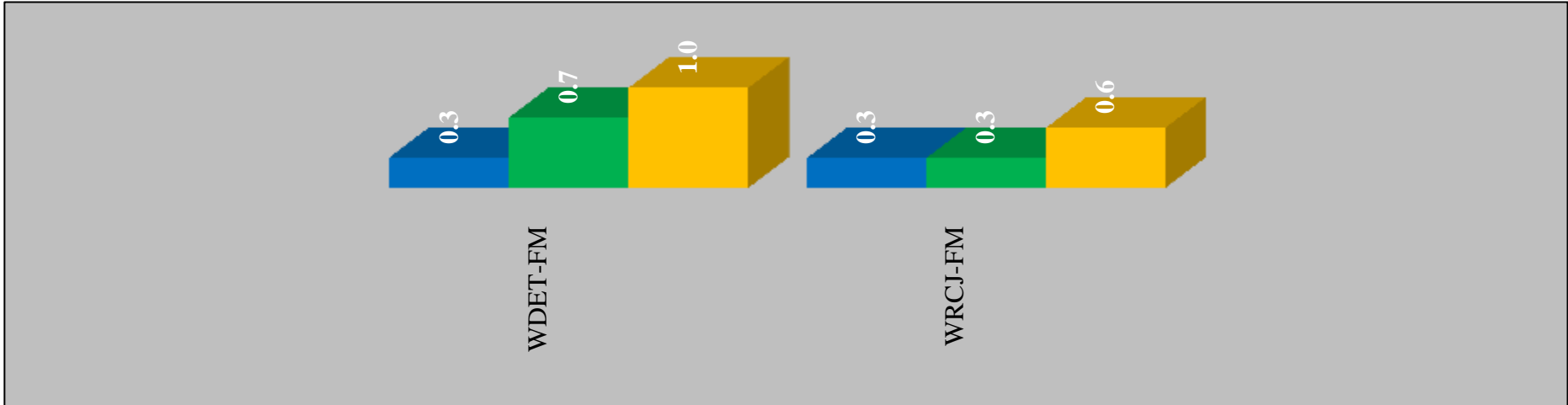
Mon-Sun 6A-12Mid

Station	Median Age	P6-11	P12-17	P18-24	P25-34	P35-44	P45-54	P55-64	P65+
WDET-FM	49.5	4%	4%	7%	4%	14%	46%	21%	4%
WRCJ-FM	63.4	0%	3%	3%	5%	3%	21%	16%	47%

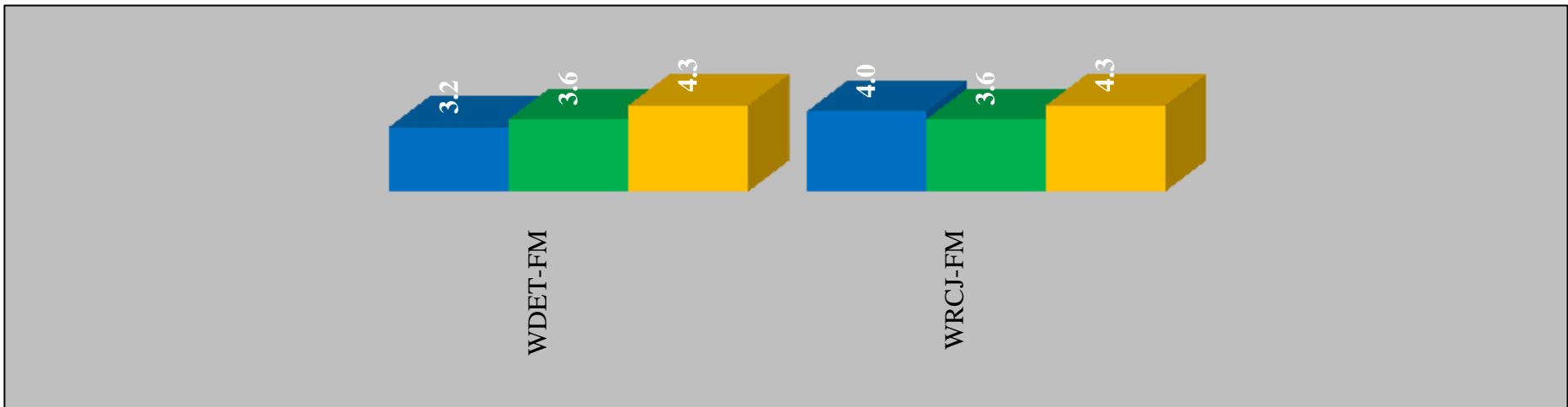
Numbers may not add to 100% due to Arbitron's rounding methods. Median age cannot be calculated above 65.

Non-Commercial Life Group

AQH Share
Mon-Sun 6A-12Mid



Cume Rating
Mon-Sun 6A-12Mid

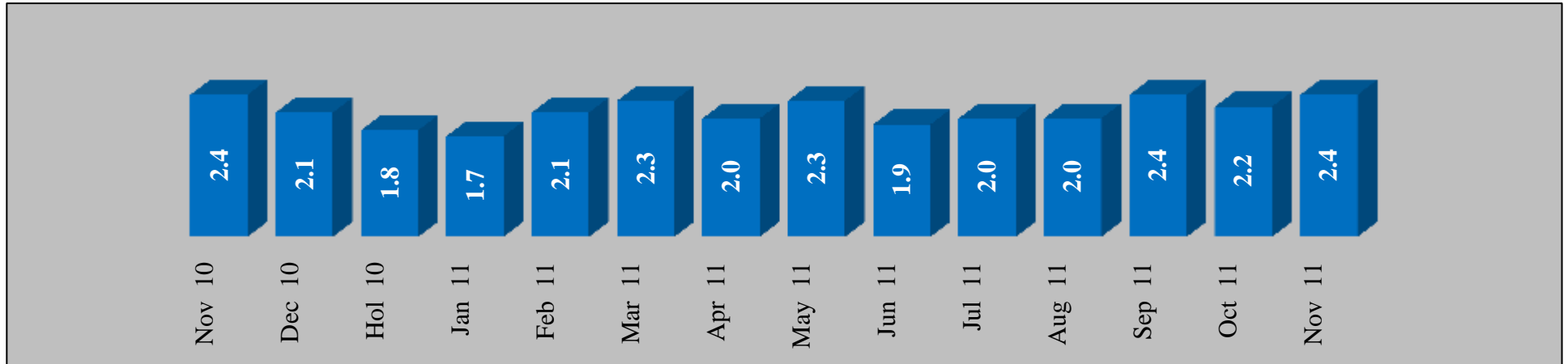


■ Persons 18-34 ■ Persons 18-49 ■ Persons 25-54

Religious Life Group

Persons 6+ AQH Share Trend

Mon-Sun 6A-12Mid



Persons 6+ AQH Age Composition

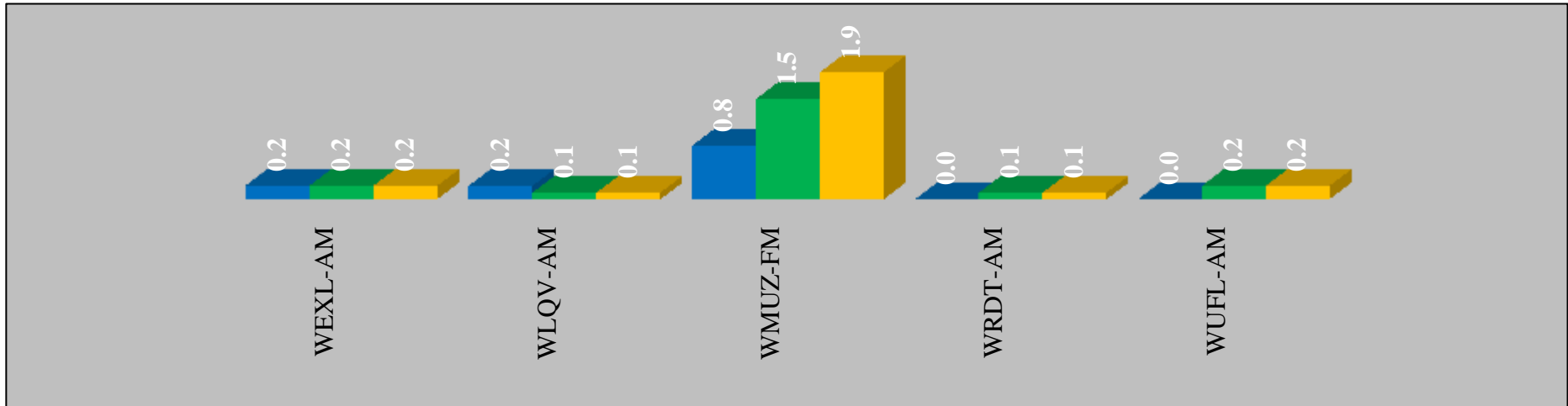
Mon-Sun 6A-12Mid

Station	Median Age	P6-11	P12-17	P18-24	P25-34	P35-44	P45-54	P55-64	P65+
WEXL-AM	33.5	33%	0%	11%	22%	11%	0%	11%	22%
WLQV-AM	43.3	11%	22%	11%	11%	0%	11%	33%	11%
WMUZ-FM	48.4	5%	2%	2%	11%	14%	38%	7%	20%
WRDT-AM	65.0	0%	0%	0%	0%	0%	33%	0%	67%
WUFL-AM	40.2	20%	0%	0%	0%	60%	0%	0%	20%

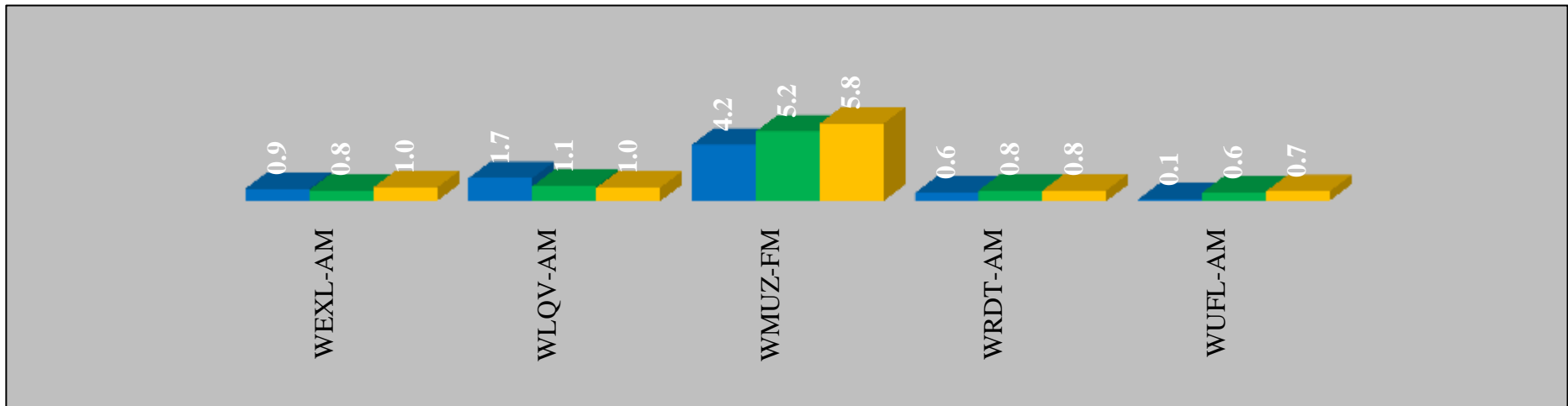
Numbers may not add to 100% due to Arbitron's rounding methods. Median age cannot be calculated above 65.

Religious Life Group

AQH Share
Mon-Sun 6A-12Mid



Cume Rating
Mon-Sun 6A-12Mid

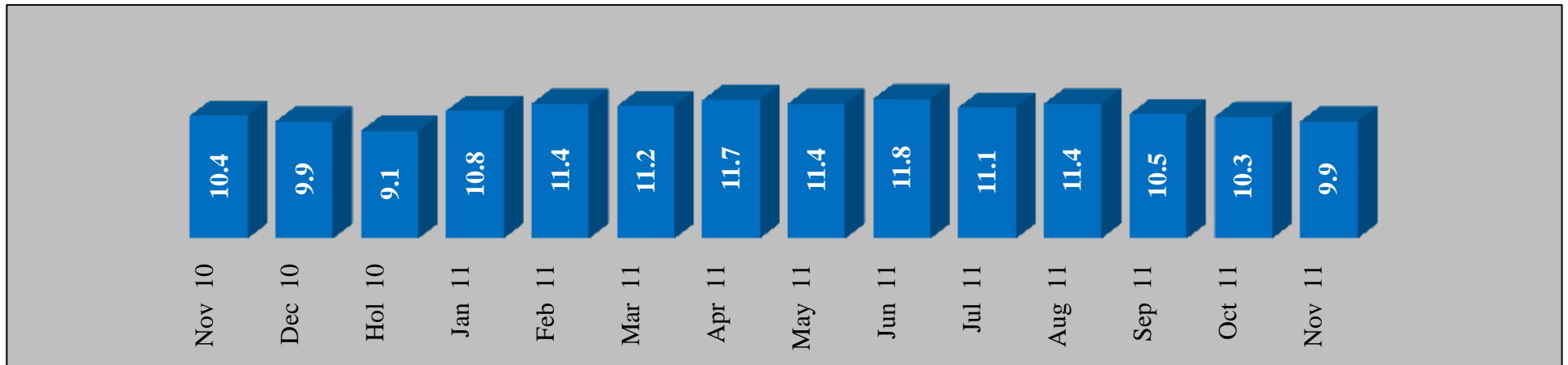


■ Persons 18-34 ■ Persons 18-49 ■ Persons 25-54

Rock/Hot Talk Life Group

Persons 6+ AQH Share Trend

Mon-Sun 6A-12Mid



Persons 6+ AQH Age Composition

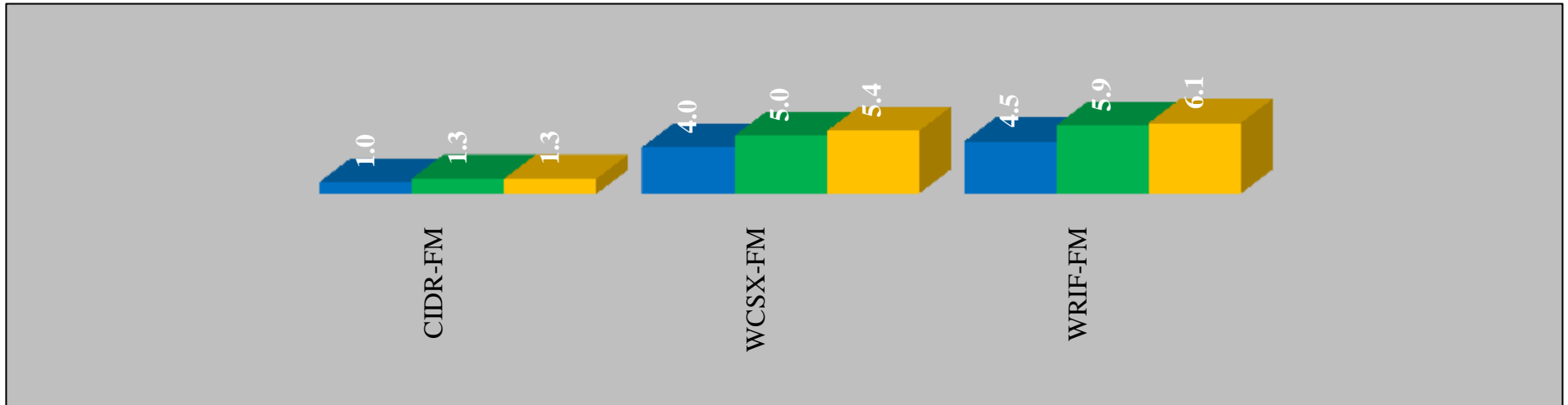
Mon-Sun 6A-12Mid

Station	Median Age	P6-11	P12-17	P18-24	P25-34	P35-44	P45-54	P55-64	P65+
CIDR-FM	46.6	5%	2%	10%	10%	15%	34%	20%	2%
WCSX-FM	46.6	1%	2%	5%	17%	19%	31%	21%	3%
WRIF-FM	42.1	4%	4%	10%	16%	24%	35%	7%	1%

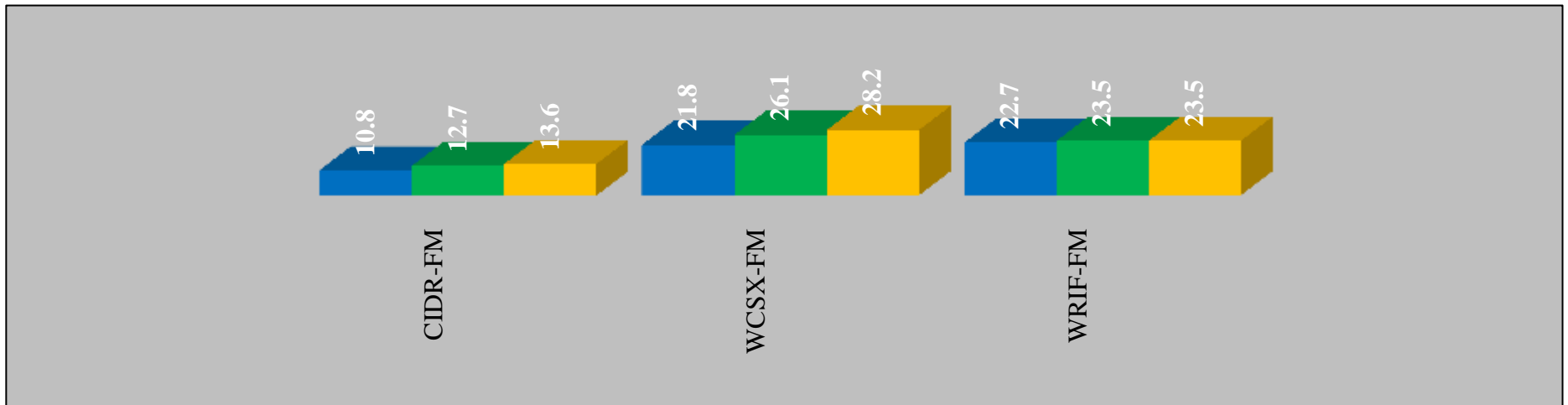
Numbers may not add to 100% due to Arbitron's rounding methods. Median age cannot be calculated above 65.

Rock/Hot Talk Life Group

AQH Share
Mon-Sun 6A-12Mid



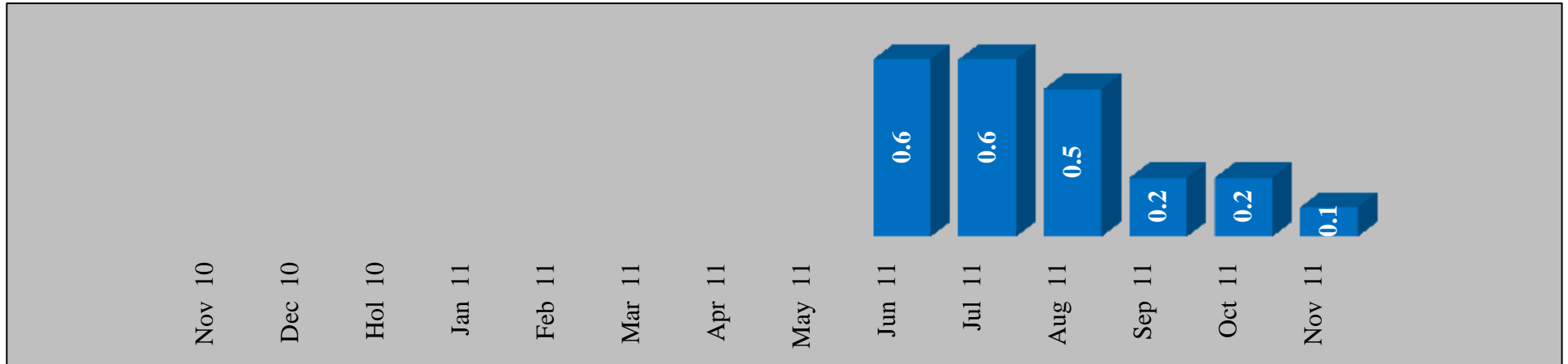
Cume Rating
Mon-Sun 6A-12Mid



■ Persons 18-34 ■ Persons 18-49 ■ Persons 25-54

Smooth AC Life Group

Persons 6+ AQH Share Trend
Mon-Sun 6A-12Mid



Persons 6+ AQH Age Composition

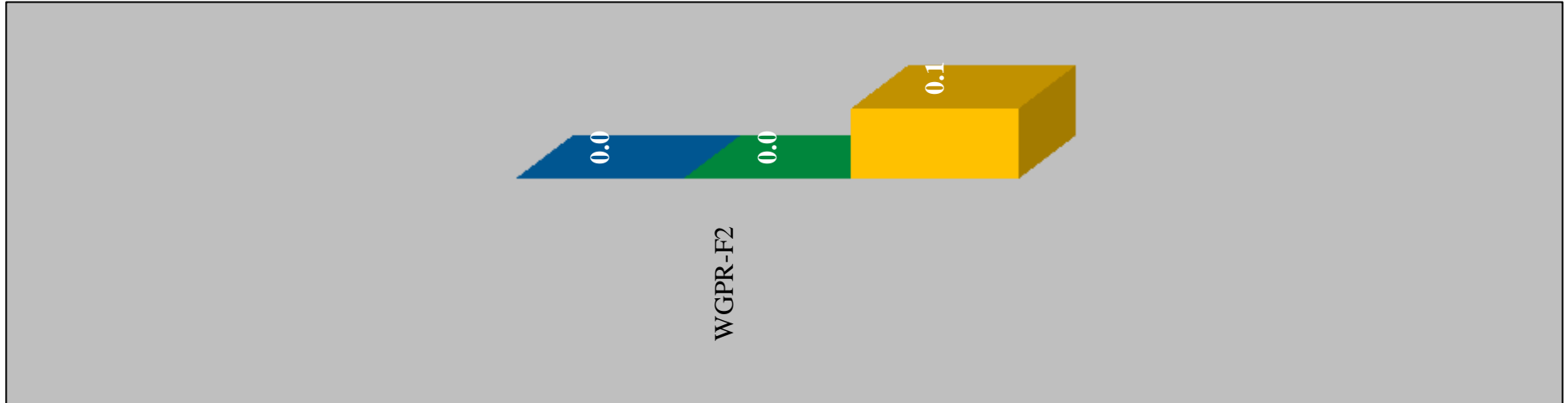
Mon-Sun 6A-12Mid

Station	Median Age	P6-11	P12-17	P18-24	P25-34	P35-44	P45-54	P55-64	P65+
WGPR-F2	57.4	0%	0%	0%	0%	0%	0%	50%	0%

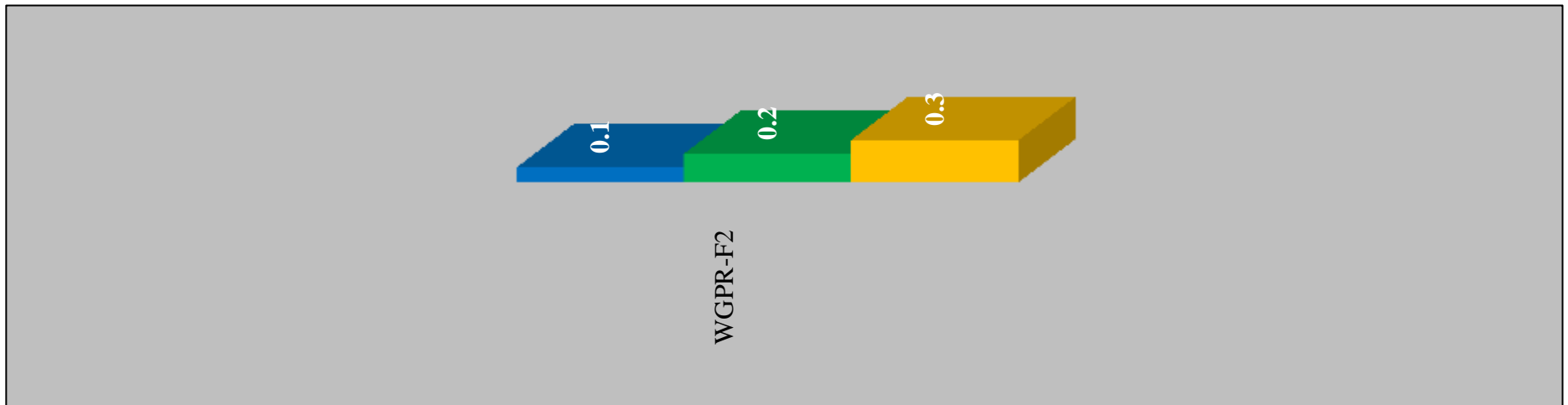
Numbers may not add to 100% due to Arbitron's rounding methods. Median age cannot be calculated above 65.

Smooth AC Life Group

AQH Share
Mon-Sun 6A-12Mid



Cume Rating
Mon-Sun 6A-12Mid

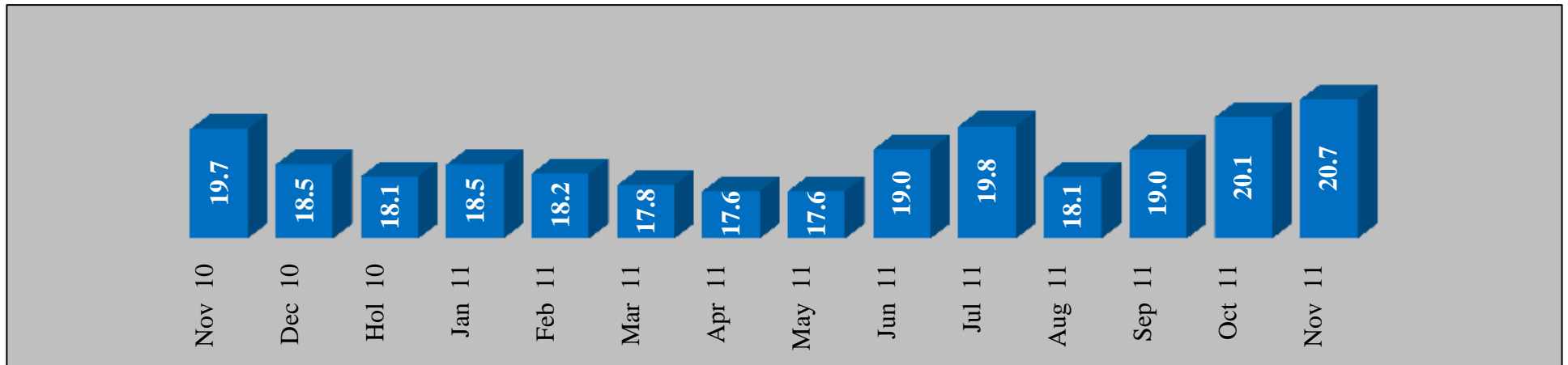


■ Persons 18-34 ■ Persons 18-49 ■ Persons 25-54

Urban Life Group

Persons 6+ AQH Share Trend

Mon-Sun 6A-12Mid



Persons 6+ AQH Age Composition

Mon-Sun 6A-12Mid

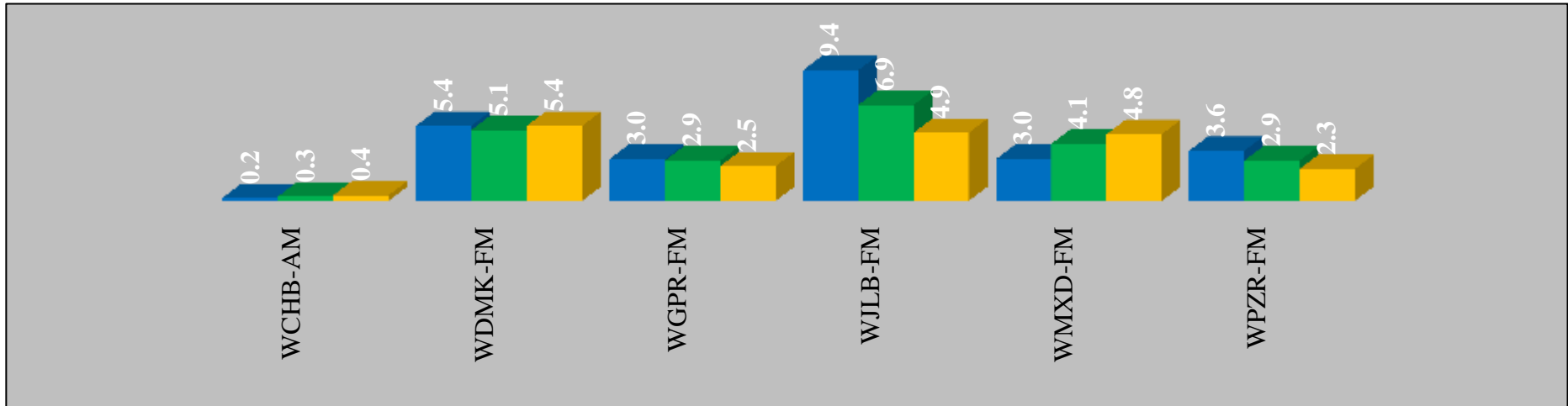
Station	Median Age	P6-11	P12-17	P18-24	P25-34	P35-44	P45-54	P55-64	P65+
WCHB-AM	59.3	7%	0%	0%	3%	10%	10%	31%	31%
WDMK-FM	46.3	7%	8%	9%	13%	10%	26%	17%	11%
WGPR-FM	38.2	8%	8%	16%	12%	19%	21%	10%	6%
WJLB-FM	28.9	9%	7%	26%	23%	16%	17%	2%	1%
WMXD-FM	46.1	9%	4%	6%	10%	20%	25%	18%	10%
WPZR-FM	31.6	8%	10%	18%	22%	21%	13%	6%	3%

Numbers may not add to 100% due to Arbitron's rounding methods. Median age cannot be calculated above 65.

Urban Life Group

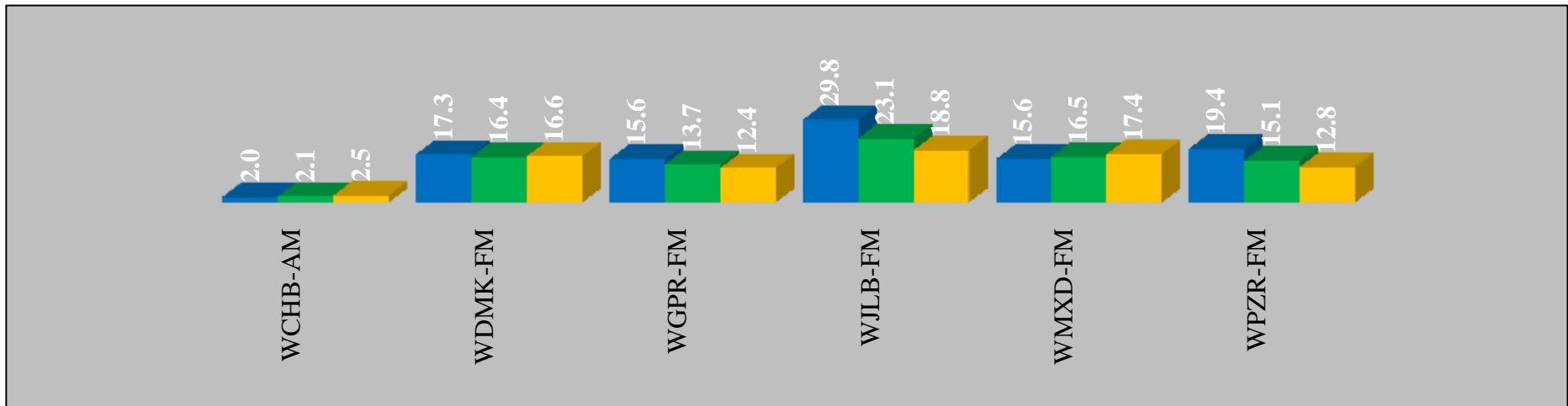
AQH Share

Mon-Sun 6A-12Mid



Cume Rating

Mon-Sun 6A-12Mid



■ Persons 18-34 ■ Persons 18-49 ■ Persons 25-54

Buying Tools

Depending on your marketing goals, the following buying tools may be helpful in differentiating between the metro radio stations.

- Age Composition
- Median Age
- Gender Composition
- Ethnic Composition
- Household Income \$75,000+
- At-Home Listening
- Out of Home Listening
- First Preference Listening
- Audience Duplication

Age Composition

AQH Persons 6+

Mon-Sun 6A-12Mid

Station	Median Age	P6-11	P12-17	P18-24	P25-34	P35-44	P45-54	P55-64	P65+
CIDR-FM	46.6	5%	2%	10%	10%	15%	34%	20%	2%
CIMX-FM	32.2	2%	7%	21%	28%	26%	12%	4%	1%
CKWW-AM	65.0	0%	0%	0%	6%	0%	6%	24%	65%
WCHB-AM	59.3	7%	0%	0%	3%	10%	10%	31%	31%
WCSX-FM	46.6	1%	2%	5%	17%	19%	31%	21%	3%
WDET-FM	49.5	4%	4%	7%	4%	14%	46%	21%	4%
WDFN-AM	47.9	4%	4%	4%	8%	8%	42%	21%	8%
WDMK-FM	46.3	7%	8%	9%	13%	10%	26%	17%	11%
WDRQ-FM	46.3	3%	3%	7%	17%	17%	29%	20%	5%
WDTK-AM	59.9	0%	0%	0%	21%	7%	7%	29%	36%
WDTW-AM	52.5	0%	0%	0%	0%	17%	50%	33%	0%
WDTW-FM	29.6	12%	16%	12%	19%	15%	17%	7%	2%
WDVD-FM	35.5	8%	6%	5%	28%	25%	14%	4%	8%
WDZH-FM	23.4	12%	26%	16%	16%	12%	14%	3%	1%
WEXL-AM	33.5	33%	0%	11%	22%	11%	0%	11%	22%
WGPR-F2	57.4	0%	0%	0%	0%	0%	0%	50%	0%
WGPR-F3	31.3	0%	0%	33%	33%	33%	0%	0%	0%
WGPR-FM	38.2	8%	8%	16%	12%	19%	21%	10%	6%
WHMI-FM	47.7	0%	3%	0%	14%	3%	66%	3%	10%
WJLB-FM	28.9	9%	7%	26%	23%	16%	17%	2%	1%
WJR-AM	63.2	1%	2%	1%	4%	6%	20%	20%	46%
WKQI-FM	29.2	7%	15%	19%	22%	14%	15%	6%	2%
WLQV-AM	43.3	11%	22%	11%	11%	0%	11%	33%	11%
WMGC-FM	43.1	5%	9%	16%	13%	10%	17%	21%	10%
WMUZ-FM	48.4	5%	2%	2%	11%	14%	38%	7%	20%

Numbers may not add to 100% due to Arbitron's rounding methods. Median age cannot be calculated above 65.

Age Composition (continued)

AQH Persons 6+
Mon-Sun 6A-12Mid

Station	Median Age	P6-11	P12-17	P18-24	P25-34	P35-44	P45-54	P55-64	P65+
WMXD-FM	46.1	9%	4%	6%	10%	20%	25%	18%	10%
WNIC-FM	44.2	5%	7%	7%	13%	20%	20%	16%	13%
WOMC-FM	52.1	3%	3%	11%	8%	12%	25%	21%	20%
WPZR-FM	31.6	8%	10%	18%	22%	21%	13%	6%	3%
WRCJ-FM	63.4	0%	3%	3%	5%	3%	21%	16%	47%
WRDT-AM	65.0	0%	0%	0%	0%	0%	33%	0%	67%
WRIF-FM	42.1	4%	4%	10%	16%	24%	35%	7%	1%
WSAQ-FM	34.0	0%	22%	11%	19%	11%	22%	11%	4%
WUFL-AM	40.2	20%	0%	0%	0%	60%	0%	0%	20%
WWJ-AM	57.2	1%	2%	1%	5%	10%	26%	24%	32%
WXYT-AM	53.3	0%	7%	7%	7%	7%	36%	14%	29%
WXYT-FM	41.5	3%	2%	8%	24%	21%	22%	13%	8%
WYCD-FM	46.0	4%	5%	9%	14%	17%	19%	13%	20%

Numbers may not add to 100% due to Arbitron's rounding methods. Median age cannot be calculated above 65.

Age Composition

AWTE by Age Cell (HH:MM)

Mon-Sun 6A-12Mid

Station	P6-11	P12-17	P18-24	P25-34	P35-44	P45-54	P55-64	P65+
CIDR-FM	0:52	0:38	1:35	0:45	0:51	1:56	1:45	0:41
CIMX-FM	1:07	2:24	2:39	3:04	3:10	1:54	1:14	0:55
CKWW-AM	0:00	0:00	0:00	5:15	0:00	1:58	4:04	5:02
WCHB-AM	1:50	0:00	0:00	0:54	3:00	2:01	8:20	6:22
WCSX-FM	0:31	0:45	1:24	2:33	2:07	2:48	3:05	1:12
WDET-FM	3:14	2:04	1:52	0:47	2:53	3:44	1:59	1:55
WDFN-AM	1:17	2:13	3:09	2:31	1:32	4:45	3:05	2:08
WDMK-FM	2:39	3:20	3:28	3:46	3:07	5:22	4:49	4:24
WDRQ-FM	1:03	1:02	2:13	2:04	1:32	2:29	3:08	1:31
WDTK-AM	0:00	0:00	0:00	5:19	1:48	1:45	5:40	6:55
WDTW-AM	0:00	0:00	0:00	0:00	1:45	3:03	2:06	0:00
WDTW-FM	2:23	2:32	1:53	1:31	1:34	2:03	1:43	1:01
WDVD-FM	1:58	1:14	1:06	2:44	2:51	1:43	1:11	2:45
WDZH-FM	1:59	2:23	1:37	1:27	1:21	1:29	0:51	0:33
WEXL-AM	5:54	0:00	0:00	3:04	2:10	0:00	1:50	2:04
WGPR-F2	0:00	0:00	0:00	0:00	0:00	0:00	1:44	0:00
WGPR-F3	0:00	0:00	1:42	1:06	1:10	0:00	0:00	0:00
WGPR-FM	1:38	1:32	2:16	2:07	3:05	2:40	2:13	1:49
WHMI-FM	0:00	1:25	0:00	2:35	1:42	7:04	1:42	2:17
WJLB-FM	2:11	1:23	3:52	3:33	3:22	3:18	0:59	1:11
WJR-AM	1:08	2:21	0:44	2:03	2:54	4:39	4:10	8:09
WKQI-FM	1:11	1:37	1:46	1:37	1:27	1:30	1:14	1:02
WLQV-AM	2:25	2:31	1:39	1:38	0:00	1:50	4:04	2:00
WMGC-FM	1:58	2:00	4:38	2:29	1:27	2:00	2:43	2:08
WMUZ-FM	2:17	0:53	0:56	3:03	2:44	6:06	2:12	7:20

Age Composition (continued)

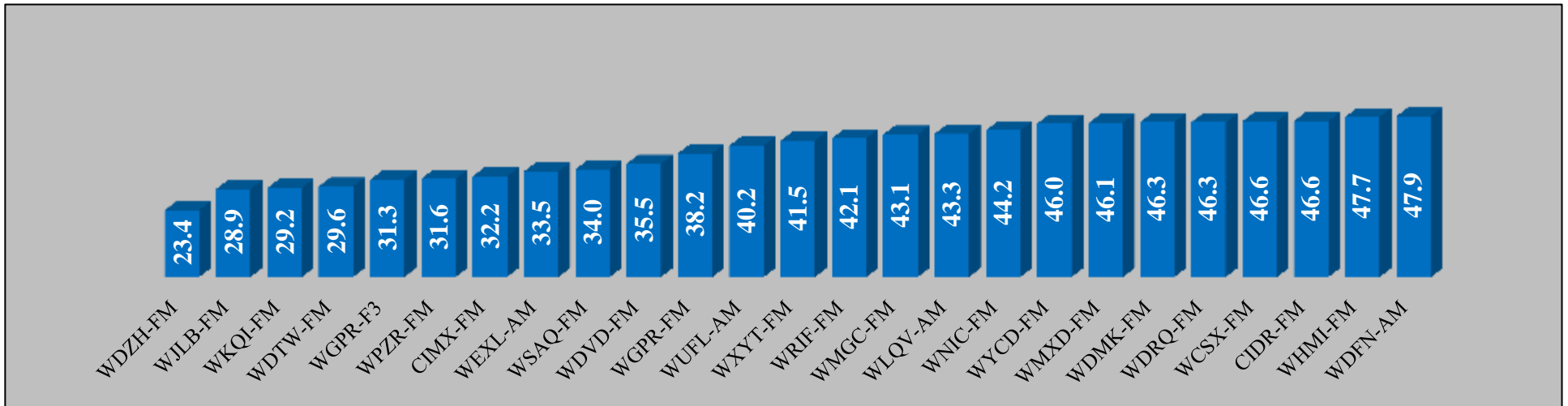
AWTE by Age Cell (HH:MM)

Mon-Sun 6A-12Mid

Station	P6-11	P12-17	P18-24	P25-34	P35-44	P45-54	P55-64	P65+
WMXD-FM	3:05	1:38	2:00	2:28	3:51	4:02	4:26	3:40
WNIC-FM	1:13	1:02	1:04	1:03	1:37	1:25	1:26	1:30
WOMC-FM	1:18	1:15	3:13	1:31	1:53	2:29	2:25	2:49
WPZR-FM	1:33	1:28	2:02	2:20	2:56	1:45	1:23	1:22
WRCJ-FM	0:00	1:35	1:00	1:01	0:41	2:49	1:54	6:01
WRDT-AM	0:00	0:00	0:00	0:00	0:00	1:51	0:00	2:14
WRIF-FM	2:20	1:56	2:15	2:25	3:00	4:40	2:06	0:55
WSAQ-FM	0:00	7:53	12:12	8:11	4:30	8:41	3:16	1:21
WUFL-AM	2:20	0:00	0:00	0:00	5:44	0:00	0:00	1:56
WWJ-AM	0:58	1:13	1:10	1:38	2:11	3:23	3:34	5:29
WXYT-AM	0:00	2:00	1:38	1:22	0:58	1:39	1:13	1:39
WXYT-FM	1:42	0:59	3:00	4:11	4:16	3:43	3:06	3:22
WYCD-FM	2:28	2:11	3:25	3:01	4:00	3:09	2:45	6:08

Median Age

AQH Persons 6+
Mon-Sun 6A-12Mid

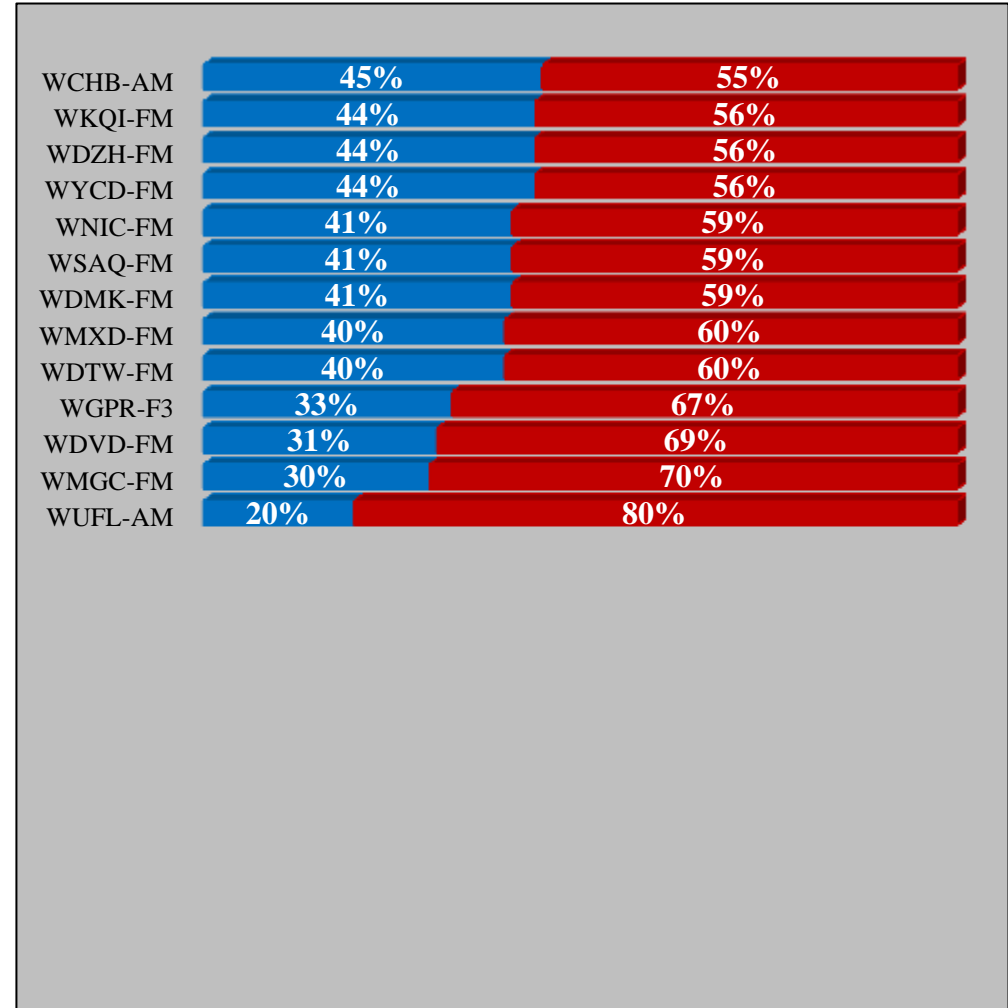
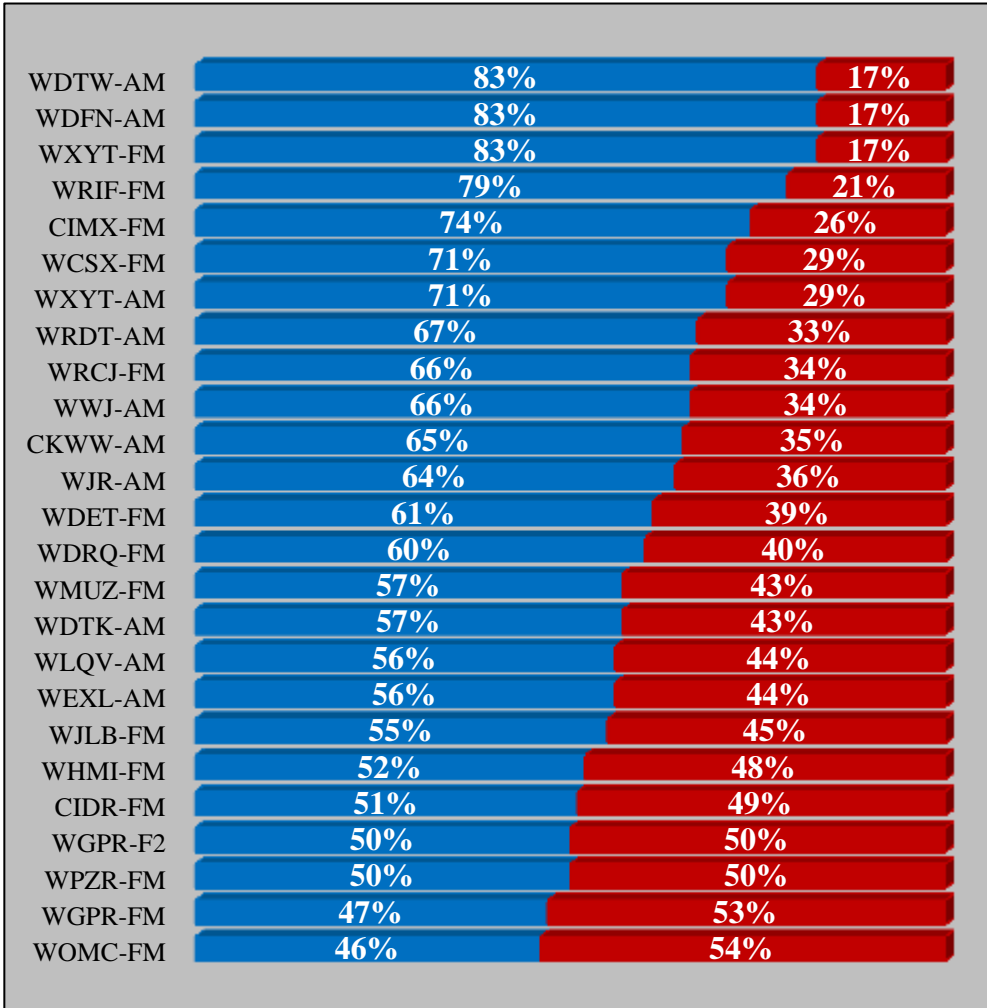


Stations are listed from youngest to oldest based on P6+ Mon-Sun 6A-12Mid AQH median age. Median age cannot be calculated above 65.

Gender Composition

AQH Persons 6+
Mon-Sun 6A-12Mid

■ Male
■ Female



Stations are listed in order of P6+ Mon-Sun 6A-12Mid AQH male composition.

Gender Composition

AWTE by Gender (HH:MM)

Mon-Sun 6A-12Mid

Station	Male 6+	Female 6+
CIDR-FM	1:15	1:23
CIMX-FM	2:59	1:44
CKWW-AM	5:19	3:08
WCHB-AM	3:27	3:55
WCSX-FM	2:35	1:37
WDET-FM	2:37	2:11
WDFN-AM	2:53	2:56
WDMK-FM	3:41	4:16
WDRQ-FM	2:14	1:47
WDTK-AM	4:09	3:38
WDTW-AM	2:07	1:33
WDTW-FM	1:40	1:59
WDVD-FM	1:28	2:33
WDZH-FM	1:33	1:43
WEXL-AM	2:54	2:09
WGPR-F2	1:27	0:56
WGPR-F3	0:40	1:07
WGPR-FM	2:12	2:19
WHMI-FM	3:23	3:46
WJLB-FM	3:05	2:37
WJR-AM	4:51	4:34
WKQI-FM	1:25	1:36
WLQV-AM	2:33	1:36
WMGC-FM	1:46	2:40
WMUZ-FM	4:01	3:12

Station	Male 6+	Female 6+
WMXD-FM	2:59	3:33
WNIC-FM	1:10	1:27
WOMC-FM	2:01	2:29
WPZR-FM	2:03	1:53
WRCJ-FM	2:55	1:56
WRDT-AM	1:11	1:16
WRIF-FM	3:22	2:03
WSAQ-FM	4:41	6:19
WUFL-AM	0:51	3:01
WWJ-AM	3:39	2:36
WXYT-AM	1:24	1:02
WXYT-FM	4:24	1:36
WYCD-FM	3:08	3:45

Ethnic Composition

AQH Persons 6+
Mon-Sun 6A-12Mid

Station	Black 6+	Other 6+
CIDR-FM	2%	98%
CIMX-FM	2%	98%
CKWW-AM	24%	82%
WCHB-AM	79%	21%
WCSX-FM	3%	97%
WDET-FM	29%	71%
WDFN-AM	13%	88%
WDMK-FM	87%	12%
WDRQ-FM	8%	92%
WDTK-AM	29%	71%
WDTW-AM	33%	83%
WDTW-FM	35%	64%
WDVD-FM	3%	97%
WDZH-FM	24%	76%
WEXL-AM	100%	0%
WGPR-F2	50%	50%
WGPR-F3	0%	100%
WGPR-FM	82%	18%
WHMI-FM	0%	100%
WJLB-FM	84%	16%
WJR-AM	2%	98%
WKQI-FM	15%	86%
WLQV-AM	78%	22%
WMGC-FM	25%	75%
WMUZ-FM	5%	95%

Station	Black 6+	Other 6+
WMXD-FM	91%	9%
WNIC-FM	8%	92%
WOMC-FM	14%	86%
WPZR-FM	79%	21%
WRCJ-FM	11%	89%
WRDT-AM	33%	67%
WRIF-FM	3%	97%
WSAQ-FM	0%	100%
WUFL-AM	0%	100%
WWJ-AM	17%	83%
WXYT-AM	7%	86%
WXYT-FM	10%	90%
WYCD-FM	4%	96%

Numbers may not add to 100% due to Arbitron's rounding methods.

Ethnic Composition

AWTE by Ethnic Group (HH:MM)

Mon-Sun 6A-12Mid

Station	Black 6+	Other 6+
CIDR-FM	0:34	1:19
CIMX-FM	1:17	2:35
CKWW-AM	5:48	3:53
WCHB-AM	3:24	4:28
WCSX-FM	1:07	2:18
WDET-FM	2:48	2:18
WDFN-AM	1:44	3:12
WDMK-FM	4:18	2:37
WDRQ-FM	1:48	2:02
WDTK-AM	4:32	4:09
WDTW-AM	2:10	2:24
WDTW-FM	3:01	1:30
WDVD-FM	0:56	2:10
WDZH-FM	1:27	1:43
WEXL-AM	2:36	0:00
WGPR-F2	0:49	1:53
WGPR-F3	0:00	0:57
WGPR-FM	2:24	1:47
WHMI-FM	0:00	3:42
WJLB-FM	3:28	1:31
WJR-AM	1:51	4:52
WKQI-FM	1:00	1:40
WLQV-AM	2:14	1:31
WMGC-FM	3:42	2:02
WMUZ-FM	1:46	3:56

Station	Black 6+	Other 6+
WMXD-FM	3:37	1:43
WNIC-FM	0:40	1:26
WOMC-FM	2:09	2:15
WPZR-FM	2:09	1:28
WRCJ-FM	1:20	2:54
WRDT-AM	1:14	1:12
WRIF-FM	1:27	3:02
WSAQ-FM	0:00	5:38
WUFL-AM	0:00	2:06
WWJ-AM	3:49	3:06
WXYT-AM	0:41	1:24
WXYT-FM	3:36	3:21
WYCD-FM	2:18	3:31

Household Income \$75,000+

Persons 18+

Mon-Sun 6A-12Mid

Station	AQH	AQH %	Cume	Cume %
CIDR-FM	1,800	47%	119,400	34%
CIMX-FM	3,400	30%	152,700	27%
CKWW-AM	200	12%	8,300	16%
WCHB-AM	700	26%	15,300	19%
WCSX-FM	4,300	29%	276,100	36%
WDET-FM	1,400	52%	48,400	36%
WDFN-AM	900	41%	52,800	59%
WDMK-FM	2,800	16%	89,600	17%
WDRQ-FM	3,800	32%	252,600	36%
WDTK-AM	500	38%	12,900	33%
WDTW-AM	300	50%	14,500	40%
WDTW-FM	2,000	32%	141,900	30%
WDVD-FM	4,200	32%	278,800	37%
WDZH-FM	2,200	33%	202,100	34%
WEXL-AM	100	14%	4,700	13%
WGPR-F2	100	50%	7,000	37%
WGPR-F3	0	0%	10,000	26%
WGPR-FM	900	12%	69,200	18%
WHMI-FM	1,900	70%	40,400	45%
WJLB-FM	1,400	10%	93,900	17%
WJR-AM	6,700	40%	191,800	44%
WKQI-FM	3,700	37%	257,200	32%
WLQV-AM	100	14%	7,800	19%
WMGC-FM	2,400	22%	186,700	32%
WMUZ-FM	2,500	49%	53,800	34%

Station	AQH	AQH %	Cume	Cume %
WMXD-FM	2,100	15%	91,800	18%
WNIC-FM	3,800	39%	309,400	34%
WOMC-FM	5,500	31%	338,700	35%
WPZR-FM	900	14%	80,900	21%
WRCJ-FM	1,900	53%	57,800	34%
WRDT-AM	100	33%	12,100	39%
WRIF-FM	4,000	28%	181,500	31%
WSAQ-FM	800	38%	11,600	24%
WUFL-AM	400	100%	12,400	57%
WWJ-AM	6,300	30%	269,900	35%
WXYT-AM	400	31%	42,800	36%
WXYT-FM	9,400	41%	318,600	41%
WYCD-FM	5,800	29%	229,500	32%

At-Home Listening

Persons 18+

Mon-Sun 6A-12Mid

Station	AQH	AQH %
CIDR-FM	1,200	32%
CIMX-FM	2,800	25%
CKWW-AM	1,000	59%
WCHB-AM	1,700	63%
WCSX-FM	3,000	20%
WDET-FM	700	26%
WDFN-AM	900	41%
WDMK-FM	5,400	30%
WDRQ-FM	2,600	22%
WDTK-AM	900	69%
WDTW-AM	100	17%
WDTW-FM	2,500	40%
WDVD-FM	4,400	33%
WDZH-FM	2,600	39%
WEXL-AM	400	57%
WGPR-F2	0	0%
WGPR-F3	100	33%
WGPR-FM	2,700	36%
WHMI-FM	1,000	37%
WJLB-FM	5,200	37%
WJR-AM	8,400	50%
WKQI-FM	3,300	33%
WLQV-AM	500	71%
WMGC-FM	3,800	35%
WMUZ-FM	2,100	41%

Station	AQH	AQH %
WMXD-FM	4,700	33%
WNIC-FM	2,400	25%
WOMC-FM	5,600	31%
WPZR-FM	2,000	31%
WRCJ-FM	2,300	64%
WRDT-AM	100	33%
WRIF-FM	4,400	31%
WSAQ-FM	800	38%
WUFL-AM	100	25%
WWJ-AM	8,500	41%
WXYT-AM	500	38%
WXYT-FM	6,700	30%
WYCD-FM	7,600	37%

Out of Home Listening

Persons 18+

Mon-Sun 6A-12Mid

Station	AQH	AQH %
CIDR-FM	2,700	71%
CIMX-FM	8,600	75%
CKWW-AM	700	41%
WCHB-AM	1,000	37%
WCSX-FM	11,700	80%
WDET-FM	1,900	70%
WDFN-AM	1,300	59%
WDMK-FM	12,400	70%
WDRQ-FM	9,400	78%
WDTK-AM	500	38%
WDTW-AM	600	100%
WDTW-FM	3,800	60%
WDVD-FM	8,900	67%
WDZH-FM	4,200	63%
WEXL-AM	300	43%
WGPR-F2	100	50%
WGPR-F3	200	67%
WGPR-FM	4,900	64%
WHMI-FM	1,700	63%
WJLB-FM	8,800	63%
WJR-AM	8,500	50%
WKQI-FM	6,500	66%
WLQV-AM	200	29%
WMGC-FM	7,100	65%
WMUZ-FM	3,100	61%

Station	AQH	AQH %
WMXD-FM	9,500	66%
WNIC-FM	7,300	75%
WOMC-FM	12,500	69%
WPZR-FM	4,400	69%
WRCJ-FM	1,300	36%
WRDT-AM	200	67%
WRIF-FM	9,900	70%
WSAQ-FM	1,300	62%
WUFL-AM	300	75%
WWJ-AM	12,100	58%
WXYT-AM	800	62%
WXYT-FM	16,100	71%
WYCD-FM	12,700	63%

First Preference Listening

Persons 18+

Mon-Sun 6A-12Mid

Station	AQH	AQH %	Cume	Cume %
CIDR-FM	1,000	26%	27,400	8%
CIMX-FM	6,300	55%	144,900	26%
CKWW-AM	900	53%	11,600	22%
WCHB-AM	2,000	74%	20,300	25%
WCSX-FM	7,400	50%	113,800	15%
WDET-FM	1,300	48%	20,000	15%
WDFN-AM	800	36%	8,500	10%
WDMK-FM	12,400	70%	159,600	30%
WDRQ-FM	5,300	44%	102,200	15%
WDTK-AM	900	69%	9,600	24%
WDTW-AM	300	50%	8,100	22%
WDTW-FM	1,100	17%	37,100	8%
WDVD-FM	7,200	55%	136,700	18%
WDZH-FM	900	13%	37,900	6%
WEXL-AM	400	57%	13,500	37%
WGPR-F2	0	0%	0	0%
WGPR-F3	100	33%	5,200	13%
WGPR-FM	1,700	22%	29,400	8%
WHMI-FM	2,200	81%	27,200	30%
WJLB-FM	9,100	65%	147,000	27%
WJR-AM	12,300	73%	159,900	37%
WKQI-FM	3,100	31%	97,800	12%
WLQV-AM	0	0%	4,400	11%
WMGC-FM	4,600	42%	74,500	13%
WMUZ-FM	3,500	69%	40,800	25%

Station	AQH	AQH %	Cume	Cume %
WMXD-FM	8,900	62%	154,200	30%
WNIC-FM	3,100	32%	81,300	9%
WOMC-FM	9,300	52%	170,700	18%
WPZR-FM	1,500	23%	32,900	9%
WRCJ-FM	2,300	64%	31,000	18%
WRDT-AM	0	0%	0	0%
WRIF-FM	7,700	54%	96,100	16%
WSAQ-FM	1,500	71%	21,400	44%
WUFL-AM	300	75%	6,500	30%
WWJ-AM	13,500	65%	254,900	33%
WXYT-AM	300	23%	10,100	8%
WXYT-FM	15,100	67%	239,100	31%
WYCD-FM	13,700	67%	202,900	29%

Audience Duplication

Cume Persons 18+

Mon-Sun 6A-12Mid

Station	CIDR-FM	CIMX-FM	CKWW-AM	WCHB-AM	WCSX-FM	WDET-FM	WDFN-AM	WDMK-FM	WDRQ-FM	WDTK-AM	WDTW-AM	WDTW-FM	WDVD-FM	WDZH-FM	WEXL-AM	WGPR-F2	WGPR-F3	WGPR-FM	WHMI-FM	WJLB-FM
CIDR-FM	100.0	26.1	9.8	9.7	23.9	19.2	16.5	4.8	25.7	21.3	27.2	17.3	19.2	15.1	1.1	6.4	66.8	5.0	23.6	6.9
CIMX-FM	41.0	100.0	4.9	6.4	29.1	31.0	15.1	7.1	27.4	19.8	19.6	28.2	29.4	23.3	2.7	3.7	71.9	10.7	18.0	16.0
CKWW-AM	1.5	0.5	100.0	3.9	1.7	2.3	3.4	1.2	1.1	1.3	3.0	1.4	1.5	1.0	0.0	0.0	3.6	1.1	0.8	1.0
WCHB-AM	2.2	0.9	6.1	100.0	1.3	8.1	7.6	8.9	1.6	4.1	18.8	3.6	2.0	4.4	22.8	9.6	1.8	7.0	0.0	5.2
WCSX-FM	51.6	40.0	25.4	12.5	100.0	41.0	37.3	11.0	52.0	24.6	42.5	32.4	35.1	24.8	7.0	33.5	48.3	12.8	35.8	14.5
WDET-FM	7.3	7.5	5.9	13.6	7.2	100.0	8.0	5.0	5.5	7.9	22.1	5.9	6.1	4.7	2.7	5.3	5.9	5.1	3.0	4.1
WDFN-AM	4.1	2.4	5.7	8.4	4.3	5.2	100.0	2.2	4.2	5.3	18.0	2.7	2.9	3.6	3.0	6.9	3.3	2.3	0.0	1.3
WDMK-FM	7.1	6.7	11.6	57.8	7.5	19.4	12.9	100.0	8.2	6.1	22.1	20.1	10.1	23.3	44.2	61.7	8.7	62.8	0.7	48.1
WDRQ-FM	50.5	34.3	14.6	13.4	47.3	28.4	32.6	10.9	100.0	18.5	43.3	33.8	34.4	27.1	7.3	27.1	47.6	13.8	45.5	14.6
WDTK-AM	2.4	1.4	0.9	2.0	1.3	2.3	2.4	0.5	1.0	100.0	13.1	0.9	1.1	0.6	8.7	0.0	0.0	0.3	0.0	0.7
WDTW-AM	2.8	1.3	2.1	8.5	2.0	6.0	7.4	1.5	2.3	12.2	100.0	1.2	1.2	1.0	5.7	2.7	0.0	0.8	0.0	0.4
WDTW-FM	23.4	24.2	12.5	21.3	20.3	21.0	14.6	18.4	23.2	10.4	15.8	100.0	28.6	37.5	5.1	8.5	43.5	24.0	8.9	25.2
WDVD-FM	41.3	40.2	21.2	18.7	34.9	34.5	24.9	14.6	37.6	21.3	25.9	45.5	100.0	43.1	8.7	8.0	60.9	15.9	31.8	21.9
WDZH-FM	25.3	24.9	10.8	32.4	19.3	20.6	23.8	26.4	23.1	9.6	16.9	46.6	33.7	100.0	10.3	14.9	44.0	33.3	26.5	38.5
WEXL-AM	0.1	0.2	0.0	10.4	0.3	0.7	1.2	3.1	0.4	8.1	5.7	0.4	0.4	0.6	100.0	4.8	0.0	2.4	0.0	1.5
WGPR-F2	0.3	0.1	0.0	2.2	0.8	0.7	1.5	2.2	0.7	0.0	1.4	0.3	0.2	0.5	2.4	100.0	1.5	2.4	0.0	0.9
WGPR-F3	7.3	5.0	2.7	0.9	2.5	1.7	1.5	0.6	2.7	0.0	0.0	3.5	3.1	2.9	0.0	3.2	100.0	0.3	1.1	1.3
WGPR-FM	5.5	7.5	8.3	33.5	6.5	14.6	10.1	46.4	7.7	3.0	8.7	19.5	8.1	21.7	24.9	48.9	3.3	100.0	2.9	46.1
WHMI-FM	5.9	2.9	1.3	0.0	4.2	2.0	0.0	0.1	5.8	0.0	0.0	1.7	3.7	4.0	0.0	0.0	2.6	0.7	100.0	0.7
WJLB-FM	10.6	15.5	9.8	34.5	10.2	16.6	8.2	49.6	11.3	9.1	5.7	28.4	15.6	35.0	21.7	25.5	18.4	64.2	4.1	100.0

Read down the station column to find the percentage of duplicated Cume the station shares with those listed to the left.

Audience Duplication (continued)

Cume Persons 18+

Mon-Sun 6A-12Mid

Station	WJR-AM	WKQI-FM	WLQV-AM	WMGC-FM	WMUZ-FM	WMXD-FM	WNIC-FM	WOMC-FM	WPZR-FM	WRCJ-FM	WRDT-AM	WRIF-FM	WSAQ-FM	WUFL-AM	WWJ-AM	WXYT-AM	WXYT-FM	WYCD-FM
CIDR-FM	13.6	15.6	3.9	15.4	9.1	5.6	14.5	15.2	5.4	15.4	9.9	24.9	2.5	1.8	13.5	14.7	14.9	14.5
CIMX-FM	15.3	28.3	0.0	18.4	13.5	7.3	19.7	19.1	13.9	19.7	4.5	45.8	14.8	4.1	15.5	21.6	24.8	21.6
CKWW-AM	3.2	1.0	4.6	2.7	3.3	2.0	2.4	2.3	1.1	4.8	6.7	1.2	4.3	0.0	3.3	5.1	1.7	2.1
WCHB-AM	3.4	3.8	10.0	3.7	3.8	9.1	2.4	2.1	7.2	4.2	16.6	1.7	1.8	6.8	4.1	8.1	2.7	1.8
WCSX-FM	28.6	30.9	8.6	32.7	26.1	12.9	32.1	36.6	14.1	37.0	9.6	48.5	18.7	4.6	29.3	32.6	36.4	32.9
WDET-FM	5.8	5.5	1.7	6.6	8.6	6.5	4.8	6.1	5.8	17.6	4.8	8.3	0.0	0.0	6.1	10.0	6.8	4.2
WDFN-AM	9.3	2.4	4.9	3.0	2.0	3.3	3.5	3.7	1.4	5.1	9.6	5.6	1.6	4.6	7.3	17.4	8.9	2.3
WDMK-FM	5.6	17.9	35.7	16.1	17.6	62.2	16.6	13.4	53.4	17.8	6.4	8.8	3.9	0.0	10.8	14.2	9.2	7.7
WDRQ-FM	23.1	29.1	6.1	34.5	21.1	13.0	31.3	32.8	11.4	24.0	2.9	40.3	15.4	9.6	28.1	25.3	31.7	30.3
WDTK-AM	5.4	0.8	19.1	1.0	2.5	1.0	1.2	1.6	1.1	0.9	21.1	0.9	0.6	7.8	2.5	9.1	1.8	1.9
WDTW-AM	3.4	1.3	0.0	1.0	2.1	2.3	0.8	2.0	0.9	2.1	2.6	1.9	0.6	0.0	3.3	7.8	2.4	1.0
WDTW-FM	11.6	30.4	35.2	23.1	19.0	17.2	24.0	20.1	22.7	14.0	9.3	23.9	11.1	0.0	16.0	12.7	17.8	21.1
WDVD-FM	18.8	41.4	11.7	35.9	24.2	13.2	35.4	31.6	16.8	18.5	7.0	36.4	17.7	11.9	24.1	23.4	31.3	34.0
WDZH-FM	9.2	43.1	21.3	24.6	14.0	26.2	26.2	20.7	34.1	14.0	7.3	27.1	10.9	12.8	14.7	13.0	21.1	22.6
WEXL-AM	0.1	0.7	4.2	0.4	2.2	3.3	0.9	0.8	3.8	0.8	3.2	0.0	0.0	0.0	1.4	1.3	0.5	0.5
WGPR-F2	0.3	0.8	0.0	0.9	0.7	1.8	0.8	1.0	1.3	1.2	0.0	0.3	0.0	0.0	0.7	0.5	0.6	0.2
WGPR-F3	1.3	2.5	0.0	2.6	2.4	1.0	2.0	1.4	1.3	1.6	0.0	4.3	0.0	0.0	1.5	5.5	2.3	1.7
WGPR-FM	3.3	17.6	37.4	11.8	9.2	44.8	12.0	10.9	39.9	13.7	7.0	8.6	3.3	11.4	8.5	8.1	7.4	6.2
WHMI-FM	4.4	3.0	2.0	4.5	3.8	0.7	3.3	2.5	1.0	0.5	2.6	4.3	1.4	4.1	2.3	0.9	3.9	4.1
WJLB-FM	4.7	29.7	14.4	15.3	10.4	54.2	16.9	12.7	68.8	11.6	7.7	13.7	4.1	4.1	7.5	8.3	12.0	9.2

Read down the station column to find the percentage of duplicated Cume the station shares with those listed to the left.

Audience Duplication (continued)

Cume Persons 18+

Mon-Sun 6A-12Mid

Station	CIDR-FM	CIMX-FM	CKWW-AM	WCHB-AM	WCSX-FM	WDET-FM	WDFN-AM	WDMK-FM	WDRQ-FM	WDTK-AM	WDTW-AM	WDTW-FM	WDVD-FM	WDZH-FM	WEXL-AM	WGPR-F2	WGPR-F3	WGPR-FM	WHMI-FM	WJLB-FM
WJR-AM	16.5	11.8	26.5	18.0	16.1	18.4	45.2	4.6	14.3	59.4	40.3	10.4	10.7	6.7	1.4	5.9	14.8	3.7	21.5	3.7
WKQI-FM	35.8	41.2	15.3	38.2	32.7	33.0	22.2	27.7	33.8	15.7	28.3	51.6	44.2	58.9	16.0	36.7	51.7	36.9	27.7	44.6
WLQV-AM	0.5	0.0	3.6	5.1	0.5	0.5	2.2	2.8	0.4	19.8	0.0	3.0	0.6	1.5	4.6	0.0	0.0	3.9	0.9	1.1
WMGC-FM	25.0	19.1	30.1	26.5	24.6	28.4	19.5	17.8	28.6	15.2	15.8	27.9	27.2	23.9	6.8	27.1	38.1	17.6	29.1	16.4
WMUZ-FM	4.1	3.9	10.0	7.5	5.4	10.2	3.6	5.4	4.8	10.2	9.0	6.4	5.1	3.8	9.8	5.9	10.0	3.8	6.8	3.1
WMXD-FM	8.0	6.7	19.3	57.2	8.6	24.6	18.7	60.4	9.5	13.2	31.6	18.3	8.8	22.4	46.3	48.9	13.0	58.8	3.8	51.0
WNIC-FM	37.0	31.9	41.9	26.8	37.8	32.2	35.8	28.5	40.4	27.9	19.3	45.3	41.9	39.7	21.4	36.2	46.0	27.8	33.6	28.2
WOMC-FM	41.1	32.9	42.4	25.0	45.8	43.6	39.8	24.4	45.0	38.8	51.2	40.3	39.8	33.3	20.9	48.9	34.3	26.9	26.7	22.6
WPZR-FM	5.9	9.5	8.1	34.2	7.0	16.3	6.1	38.9	6.3	10.9	9.0	18.1	8.4	21.9	39.0	27.1	12.5	39.2	4.2	48.6
WRCJ-FM	7.3	6.0	15.5	8.8	8.1	21.9	9.8	5.7	5.8	4.1	9.5	4.9	4.1	4.0	3.5	10.6	6.9	5.9	1.0	3.6
WRDT-AM	0.9	0.3	4.0	6.4	0.4	1.1	3.4	0.4	0.1	16.8	2.2	0.6	0.3	0.4	2.7	0.0	0.0	0.6	0.9	0.4
WRIF-FM	41.4	48.4	13.3	12.5	37.2	36.2	37.0	9.8	34.0	14.0	31.3	29.4	28.2	26.8	0.0	9.0	65.5	13.0	28.5	14.9
WSAQ-FM	0.3	1.3	4.0	1.1	1.2	0.0	0.9	0.4	1.1	0.8	0.8	1.1	1.1	0.9	0.0	0.0	0.0	0.4	0.8	0.4
WUFL-AM	0.1	0.2	0.0	1.8	0.1	0.0	1.1	0.0	0.3	4.3	0.0	0.0	0.3	0.5	0.0	0.0	0.0	0.6	1.0	0.2
WWJ-AM	29.1	21.2	47.5	38.6	29.2	34.7	62.7	15.8	30.8	49.0	69.8	25.5	24.2	18.9	29.3	30.3	28.6	16.8	19.3	10.6
WXYT-AM	4.9	4.6	11.6	12.0	5.0	8.8	23.3	3.2	4.3	27.4	25.3	3.1	3.7	2.6	4.1	3.2	16.9	2.5	1.2	1.8
WXYT-FM	32.3	34.2	25.4	26.0	36.5	38.4	77.1	13.6	35.0	34.8	49.6	28.6	31.6	27.3	9.8	23.9	44.8	14.6	34.0	17.1
WYCD-FM	28.9	27.3	27.7	15.9	30.3	21.9	18.4	10.3	30.7	34.0	19.3	31.2	31.6	26.8	8.9	5.9	30.7	11.4	32.6	12.0

Read down the station column to find the percentage of duplicated Cume the station shares with those listed to the left.

Audience Duplication (continued)

Cume Persons 18+

Mon-Sun 6A-12Mid

Station	WJR-AM	WKQI-FM	WLQV-AM	WMGC-FM	WMUZ-FM	WMXD-FM	WNIC-FM	WOMC-FM	WPZR-FM	WRCJ-FM	WRDT-AM	WRIF-FM	WSAQ-FM	WUFL-AM	WWJ-AM	WXYT-AM	WXYT-FM	WYCD-FM
WJR-AM	100.0	7.7	23.7	12.4	18.5	5.6	12.2	15.5	3.0	24.5	34.8	14.1	13.6	26.9	25.2	59.6	22.2	13.8
WKQI-FM	14.5	100.0	1.0	31.1	16.2	29.4	34.4	27.7	40.8	19.9	8.6	36.9	14.2	15.5	19.1	15.9	31.1	27.2
WLQV-AM	2.2	0.0	100.0	2.5	4.4	1.2	1.5	1.6	1.5	1.0	42.2	0.2	1.4	14.6	2.7	6.3	0.4	1.0
WMGC-FM	16.6	22.1	35.7	100.0	34.1	14.1	31.6	26.3	17.4	19.6	19.5	22.1	4.1	9.1	21.2	22.8	22.7	24.4
WMUZ-FM	6.9	3.2	17.4	9.4	100.0	4.5	6.8	7.0	4.5	8.0	37.4	5.3	1.4	37.0	6.3	6.0	5.8	6.6
WMXD-FM	6.7	18.5	14.4	12.5	14.2	100.0	14.6	11.0	55.3	18.3	4.5	8.7	0.8	2.7	11.5	14.5	10.8	6.6
WNIC-FM	25.5	38.2	33.5	49.4	38.1	25.8	100.0	36.9	29.3	29.7	41.5	35.3	9.7	18.3	29.9	24.5	32.0	36.8
WOMC-FM	34.4	32.7	37.9	43.7	41.8	20.7	39.2	100.0	23.7	34.1	43.5	37.7	32.6	27.4	35.0	40.2	37.0	38.8
WPZR-FM	2.7	19.2	14.2	11.5	10.7	41.4	12.4	9.4	100.0	6.9	4.2	7.8	3.9	4.1	6.7	7.3	8.9	6.8
WRCJ-FM	9.6	4.1	4.2	5.7	8.5	6.1	5.6	6.0	3.0	100.0	1.6	5.6	0.0	6.4	8.8	16.6	7.0	4.6
WRDT-AM	2.5	0.3	32.3	1.1	7.3	0.3	1.4	1.4	0.3	0.3	100.0	0.6	0.0	10.0	1.1	6.0	1.4	1.0
WRIF-FM	19.3	26.7	3.4	22.5	19.4	10.1	23.1	23.2	12.0	19.6	11.8	100.0	17.9	7.8	20.7	33.6	32.5	26.6
WSAQ-FM	1.5	0.8	1.7	0.3	0.4	0.1	0.5	1.7	0.5	0.0	0.0	1.5	100.0	3.7	0.7	1.3	0.9	2.4
WUFL-AM	1.4	0.4	7.8	0.3	5.1	0.1	0.4	0.6	0.2	0.8	7.0	0.3	1.6	100.0	1.6	1.4	0.4	0.7
WWJ-AM	44.7	18.0	49.9	28.1	30.0	17.2	25.3	27.9	13.5	39.7	26.8	26.9	11.1	56.2	100.0	62.7	36.2	26.1
WXYT-AM	16.4	2.3	18.3	4.7	4.4	3.4	3.2	5.0	2.3	11.7	23.0	6.8	3.3	7.8	9.7	100.0	9.2	3.6
WXYT-FM	39.6	29.4	6.6	30.2	27.8	16.3	27.3	29.7	17.8	32.0	33.5	42.4	13.8	14.2	36.4	59.8	100.0	28.7
WYCD-FM	22.6	23.7	16.9	29.8	29.2	9.2	28.8	28.6	12.6	19.3	22.0	31.9	34.5	22.4	24.1	21.5	26.4	100.0

Read down the station column to find the percentage of duplicated Cume the station shares with those listed to the left.

Clear Channel – Detroit

This section includes custom research materials that illustrate the benefits of using WDFN-AM, WDTW-AM, WDTW-FM, WJLB-FM, WKQI-FM, WMXD-FM and WNIC-FM in your marketing strategy for reaching key customers throughout the metro area.