

*Vallie Richards Donovan*

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# Monthly PPM Analysis

## November 2013

WAAA • Any Town, USA

### Market Women 25-54 Trend Data

<u>Rank</u>	<u>Outlet</u>	<u>Estimate</u>	<u>SEPT. 2013</u>	<u>OCT. 2013</u>	<u>NOV. 2013</u>
1	WBBB-FM	AQH Persons	8,400	7,800	7,900
		Share%	8.4	7.3	7.6
		AVG Daily Cume	143,300	147,700	146,600
		AVG WK Cume	380,000	427,300	419,900
		AWTE	2:30	2:00	2:30
2	WCCC-FM	AQH Persons	6,900	7,300	7,500
		Share%	6.9	6.8	7.2
		AVG Daily Cume	164,400	173,100	159,600
		AVG WK Cume	457,400	452,700	431,000
		AWTE	2:00	2:00	2:15
3	WAAA-FM	AQH Persons	5,600	6,000	5,800
		Share%	5.6	5.6	5.6
		AVG Daily Cume	118,000	123,100	117,000
		AVG WK Cume	382,600	408,600	391,500
		AWTE	1:30	1:45	1:30
4t	WDDD-FM	AQH Persons	4,200	4,600	5,500
		Share%	4.2	4.3	5.3
		AVG Daily Cume	73,500	72,900	80,400
		AVG WK Cume	168,000	156,100	159,200
		AWTE	2:45	3:00	4:00
4t	WEEE-FM	AQH Persons	5,500	6,600	5,500
		Share%	5.5	6.1	5.3
		AVG Daily Cume	124,500	146,900	125,200
		AVG WK Cume	327,200	339,700	296,000
		AWTE	2:00	2:15	2:15
6	WFFF-FM	AQH Persons	4,500	4,900	4,500
		Share%	4.5	4.6	4.3
		AVG Daily Cume	99,900	108,100	96,100
		AVG WK Cume	271,600	286,700	261,100
		AWTE	2:00	2:00	2:00

### Market Persons 25-54 Trend Data

<u>Rank</u>	<u>Outlet</u>	<u>Estimate</u>	<u>SEPT. 2013</u>	<u>OCT. 2013</u>	<u>NOV. 2013</u>
1	WBBB-FM	AQH Persons	12,700	13,300	13,900
		Share%	5.5	5.5	5.9
		AVG Daily Cume	292,500	300,300	277,600
		AVG WK Cume	867,300	854,900	776,000
		AWTE	1:45	1:45	2:15
2	WCCC-FM	AQH Persons	10,800	11,500	12,800
		Share%	4.7	4.8	5.5
		AVG Daily Cume	185,600	184,400	194,000
		AVG WK Cume	393,600	377,500	372,900
		AWTE	3:15	3:30	4:15
3	WDDD-FM	AQH Persons	13,300	12,700	12,600
		Share%	5.7	5.3	5.4
		AVG Daily Cume	248,000	257,000	249,200
		AVG WK Cume	718,200	779,600	746,500
		AWTE	2:15	2:00	2:15
4	WEEE-FM	AQH Persons	8,700	12,000	11,300
		Share%	3.8	5.0	4.8
		AVG Daily Cume	116,700	143,700	149,500
		AVG WK Cume	298,800	359,100	370,900
		AWTE	3:45	4:00	3:45
5	WAAA-FM	AQH Persons	10,300	11,100	10,600
		Share%	4.4	4.6	4.5
		AVG Daily Cume	215,400	225,300	219,700
		AVG WK Cume	730,500	764,000	761,700
		AWTE	1:30	1:45	1:30
6t	WFFF-FM	AQH Persons	7,800	9,600	9,700
		Share%	3.4	4.0	4.1
		AVG Daily Cume	177,400	181,400	197,800
		AVG WK Cume	613,900	596,400	686,300
		AWTE	1:30	2:00	1:45

### Market Men 25-54 Trend Data

<u>Rank</u>	<u>Outlet</u>	<u>Estimate</u>	<u>SEPT. 2013</u>	<u>OCT. 2013</u>	<u>NOV. 2013</u>
1	WBBB-FM	AQH Persons	8,000	8,400	7,900
		Share%	6.1	6.3	6.0
		AVG Daily Cume	114,600	116,500	104,500
		AVG WK Cume	247,700	245,800	210,600
		AWTE	4:00	4:15	4:30
2	WCCC-FM	AQH Persons	6,600	6,900	7,300
		Share%	5.0	5.2	5.6
		AVG Daily Cume	112,100	111,500	113,600
		AVG WK Cume	225,600	221,500	213,700
		AWTE	3:30	3:45	4:15
3	WDDD-FM	AQH Persons	5,500	7,100	7,200
		Share%	4.2	5.3	5.5
		AVG Daily Cume	71,200	83,400	89,300
		AVG WK Cume	174,700	199,400	214,900
		AWTE	4:00	4:30	4:15
4t	WEEE-FM	AQH Persons	6,600	6,800	6,400
		Share%	5.0	5.1	4.9
		AVG Daily Cume	90,600	93,900	86,300
		AVG WK Cume	252,500	246,900	243,400
		AWTE	3:15	3:30	3:30
4t	WFFF-FM	AQH Persons	5,700	6,100	6,400
		Share%	4.3	4.6	4.9
		AVG Daily Cume	128,000	127,200	117,900
		AVG WK Cume	409,900	402,100	345,000
		AWTE	1:45	1:45	2:15
8	WAAA-FM	AQH Persons	4,700	5,100	4,800
		Share%	3.6	3.8	3.7
		AVG Daily Cume	97,400	102,200	102,700
		AVG WK Cume	347,900	355,400	370,200
		AWTE	1:30	1:45	1:30

### WAAA Discrete Cell Trending

#### Persons 25-34

	<u>Sept. 2013</u>	<u>Oct. 2013</u>	<u>Nov. 2013</u>
Share	4.3	3.6	3.7
AVG WK Cume	192,600	201,300	206,400
AWTE	1:45	1:30	1:30
Rank	5	9t	9

#### Women 25-34

	<u>Sept. 2013</u>	<u>Oct. 2013</u>	<u>Nov. 2013</u>
Share	7.1	5.6	5.2
AVG WK Cume	103,100	116,500	103,500
AWTE	2:30	2:00	1:45
Rank	2t	5	3

#### Persons 35-44

	<u>Sept. 2013</u>	<u>Oct. 2013</u>	<u>Nov. 2013</u>
Share	5.2	6.1	5.9
AVG WK Cume	294,300	330,100	305,100
AWTE	1:30	2:00	1:45
Rank	3t	2t	3t

#### Women 35-44

	<u>Sept. 2013</u>	<u>Oct. 2013</u>	<u>Nov. 2013</u>
Share	6.2	7.0	7.4
AVG WK Cume	154,900	181,400	155,100
AWTE	1:15	1:45	1:45
Rank	3t	3	2

#### Persons 45-54

	<u>Sept. 2013</u>	<u>Oct. 2013</u>	<u>Nov. 2013</u>
Share	3.7	3.8	3.9
AVG WK Cume	243,500	232,600	250,300
AWTE	1:30	1:30	1:30
Rank	8	9	7

#### Women 45-54

	<u>Sept. 2013</u>	<u>Oct. 2013</u>	<u>Nov. 2013</u>
Share	3.8	3.8	4.1
AVG WK Cume	124,600	110,700	133,000
AWTE	1:15	1:30	1:15
Rank	8	8	8

**WAAA – 3 MONTH DISCRETE TREND**

Estimate	Rank	Outlet	WOMEN 25-34			Rank	Outlet	WOMEN 35-44			Rank	Outlet	WOMEN 45-54		
			SEPT. 2013	OCT. 2013	NOV. 2013			SEPT. 2013	OCT. 2013	NOV. 2013			SEPT. 2013	OCT. 2013	NOV. 2013
Share%	1	WBBB	6.7	6.9	8.6	1	WBBB	11.3	9.4	9.6	1	WAAA	7.8	6.5	8.2
AVG Daily Cume			54,800	62,300	54,100			60,700	64,100	61,500			47,900	47,100	54,500
ATE			0:30	0:30	0:45			1:15	1:00	1:00			1:00	1:00	1:00
Share%	2	WCCC	7.8	7.3	6.2	2	WCCC	5.7	6.5	9.3	2	WBBB	7.8	7.6	6.5
AVG Daily Cume			48,600	50,600	42,000			33,100	35,500	39,100			46,200	47,700	45,500
ATE			0:45	0:45	0:45			1:15	1:30	1:30			1:00	1:00	1:00
Share%	3	WAAA	7.1	5.6	5.2	3	WAAA	6.2	7.0	7.4	3	WCCC	5.8	4.9	6.0
AVG Daily Cume			31,600	30,200	32,300			53,500	60,000	49,200			37,900	34,700	41,500
ATE			1:00	1:00	0:45			0:45	1:00	1:00			1:00	1:00	1:00
Share%	4	WDDD	7.1	6.6	4.8	4	WDDD	6.2	6.0	6.6	4	WDDD	4.9	8.1	5.4
AVG Daily Cume			57,600	55,800	47,300			63,500	63,100	60,100			37,500	46,300	47,500
ATE			0:30	0:30	0:30			0:45	0:45	0:45			0:45	1:15	0:45
Share%	5t	WEEE	3.7	3.5	4.5	5	WEEE	6.7	7.2	6.4	5	WEEE	5.5	6.2	5.2
AVG Daily Cume			21,700	20,600	24,900			54,500	62,800	50,900			26,600	26,700	24,000
ATE			0:45	0:45	1:00			0:45	0:45	0:45			1:15	1:30	1:30
Share%	5t	WFFF	4.8	5.9	4.5	6	WFFF	3.4	3.8	4.8	6	WFFF	4.4	5.1	4.9
AVG Daily Cume			32,400	40,800	35,300			28,900	33,500	34,000			37,600	43,300	39,000
ATE			0:45	0:45	0:45			0:45	0:45	1:00			0:45	0:45	0:45
Share%	5t	WGGG	4.8	5.2	4.5	7	WGGG	3.4	6.0	4.3	7	WGGG	3.5	4.3	4.4
AVG Daily Cume			34,600	36,500	30,600			17,500	23,500	23,000			13,900	20,000	20,500
ATE			0:45	0:45	0:45			1:15	2:00	1:15			1:30	1:30	1:30
Share%	8t	WHHH	2.6	2.1	3.8	8t	WHHH	4.4	4.1	4.0	8	WAAA	3.8	3.8	4.1
AVG Daily Cume			18,700	16,700	21,900			46,100	48,300	43,300			32,900	32,900	35,500
ATE			0:45	0:45	1:00			0:45	0:45	0:30			0:45	0:45	0:45
Share%	8t	WIII	2.6	3.5	3.8	8t	WIII	4.1	5.0	4.0	9	WHHH	2.9	3.0	3.5
AVG Daily Cume			20,400	23,100	25,900			23,700	28,900	24,800			14,700	16,500	17,300
ATE			0:30	0:45	0:45			1:15	1:15	1:00			1:15	1:15	1:15
Share%	10t	WJJJ	4.5	3.5	3.4	8t	WJJJ	4.1	4.3	4.0	10	WIII	3.5	2.7	3.3
AVG Daily Cume			32,300	26,900	28,000			25,600	27,100	24,400			31,200	29,500	31,300

### WAAA Daypart Trend – Women 25-54

	<u>Estimate</u>	<u>SEPT. 2013</u>	<u>OCT. 2013</u>	<u>NOV. 2013</u>
<b>Mo-Fr 6A-10A</b>	AQH Persons	9,600	9,500	8,900
	Share%	7.9	6.8	6.6
	AVG Daily Cume	47,300	54,900	46,800
	AVG WK Cume	115,700	134,700	111,400
	AWTE	01:30	01:15	01:15
<b>Mo-Fr 10A-3P</b>	AQH Persons	6,800	7,000	7,900
	Share%	5.6	5.2	6.2
	AVG Daily Cume	50,500	54,900	57,900
	AVG WK Cume	167,600	164,700	174,300
	AWTE	00:45	01:00	01:00
<b>Mo-Fr 3p-7p</b>	AQH Persons	5,900	6,700	7,600
	Share%	4.3	4.6	5.1
	AVG Daily Cume	48,300	54,000	50,000
	AVG WK Cume	159,400	173,700	152,300
	AWTE	00:45	00:45	00:45
<b>Mo-Fr 7P-12M</b>	AQH Persons	3,000	2,900	1,700
	Share%	6.4	5.9	4.1
	AVG Daily Cume	28,300	25,500	19,000
	AVG WK Cume	88,300	92,400	68,900
	AWTE	00:45	00:45	00:30

### WAAA Daypart Trend – Persons 25-54

	<u>Estimate</u>	<u>SEPT. 2013</u>	<u>OCT. 2013</u>	<u>NOV. 2013</u>
<b>Mo-Fr 6A-10A</b>	AQH Persons	16,500	16,800	15,900
	Share%	5.5	5.1	5.0
	AVG Daily Cume	86,100	97,700	86,600
	AVG WK Cume	215,200	242,900	225,300
	AWTE	01:15	01:15	01:15
<b>Mo-Fr 10A-3P</b>	AQH Persons	13,000	13,300	13,800
	Share%	4.6	4.4	4.7
	AVG Daily Cume	95,700	100,700	102,300
	AVG WK Cume	322,700	311,700	332,500
	AWTE	01:00	01:00	01:00
<b>Mo-Fr 3p-7p</b>	AQH Persons	11,300	12,800	13,100
	Share%	3.6	4.0	4.0
	AVG Daily Cume	84,800	96,000	92,000
	AVG WK Cume	276,700	319,800	291,400
	AWTE	00:45	00:45	00:45
<b>Mo-Fr 7P-12M</b>	AQH Persons	5,100	5,300	3,900
	Share%	4.5	4.6	3.9
	AVG Daily Cume	48,200	48,000	38,900
	AVG WK Cume	159,300	175,000	149,400
	AWTE	00:45	00:45	00:45

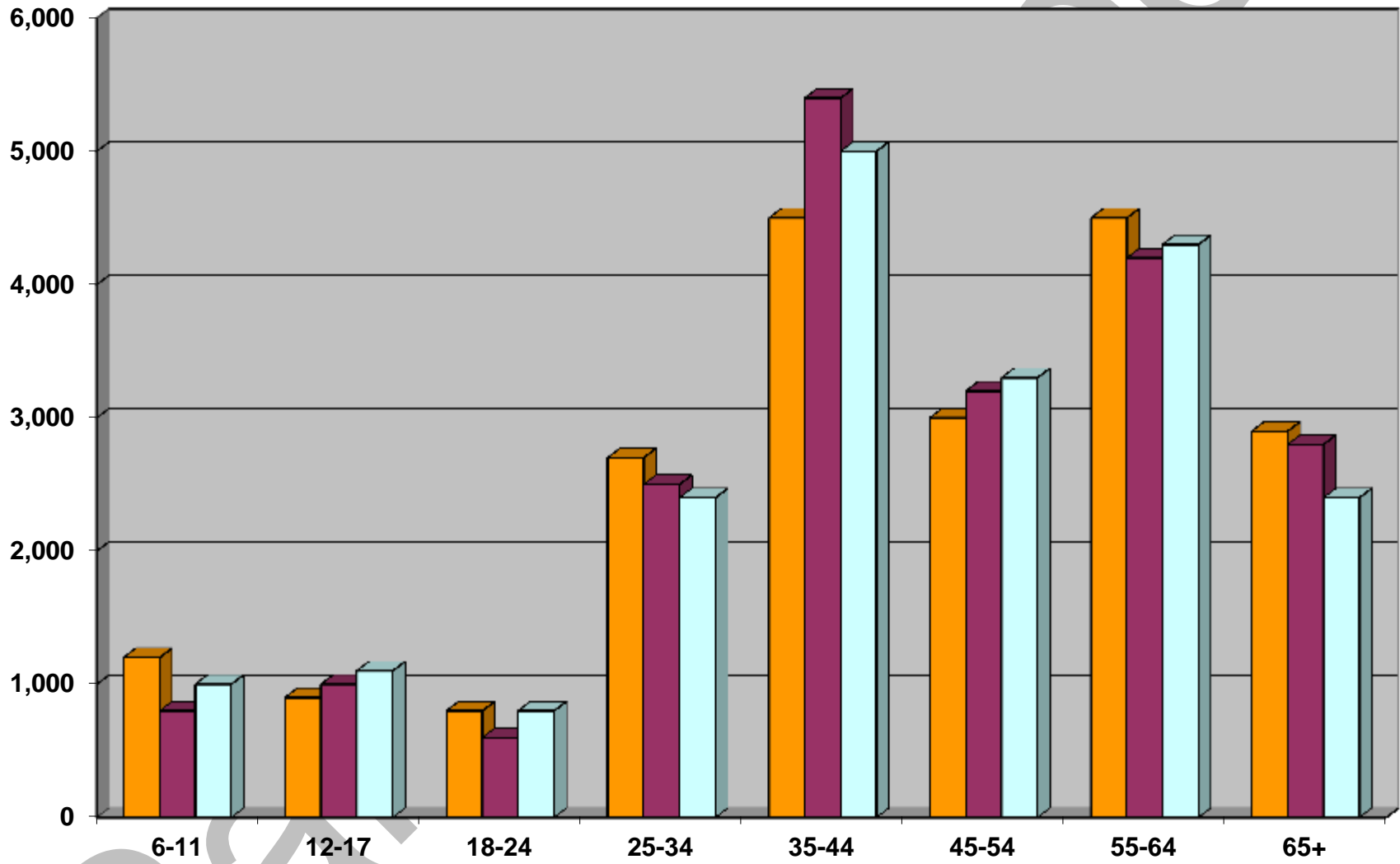


**Monday-Friday 8AM-6PM  
Employed Persons 18+**

<u>Rank</u>	<u>Outlet</u>	<u>Estimate</u>	<u>SEPT. 2013</u>	<u>OCT. 2013</u>	<u>NOV. 2013</u>
1	WBBB-FM	AQH Persons Share%	22,000 5.6	23,600 5.7	22,700 5.5
2	WCCC-FM	AQH Persons Share%	15,900 4.1	17,700 4.3	20,500 5.0
3	WAAA-FM	AQH Persons Share%	19,500 5.0	20,100 4.9	20,400 5.0
4	WDDD-AM	AQH Persons Share%	20,700 5.3	20,500 5.0	20,200 4.9
5	WEEE-FM	AQH Persons Share%	17,400 4.4	18,500 4.5	19,500 4.7
6	WFFF-FM	AQH Persons Share%	18,400 4.7	17,000 4.1	16,500 4.0
7	WGGG-FM	AQH Persons Share%	13,800 3.5	14,700 3.6	15,300 3.7
8	WHHH-FM	AQH Persons Share%	13,500 3.5	14,900 3.6	14,200 3.4
9	WIII-FM	AQH Persons Share%	10,800 2.8	13,100 3.2	14,000 3.4
10t	WJJJ-FM	AQH Persons Share%	14,100 3.6	14,500 3.5	13,200 3.2
10t	WKKK-FM	AQH Persons Share%	12,500 3.2	13,800 3.4	13,200 3.2
12	WLLL-FM	AQH Persons Share%	11,100 2.8	12,200 3.0	12,100 2.9
13	WMMM-FM	AQH Persons Share%	12,900 3.3	12,300 3.0	11,600 2.8
14	WNNN-FM	AQH Persons Share%	7,700 2	10,500 2.6	10,800 2.6
15	WOOO-FM	AQH Persons Share%	8,900 2.3	11,000 2.7	10,500 2.6

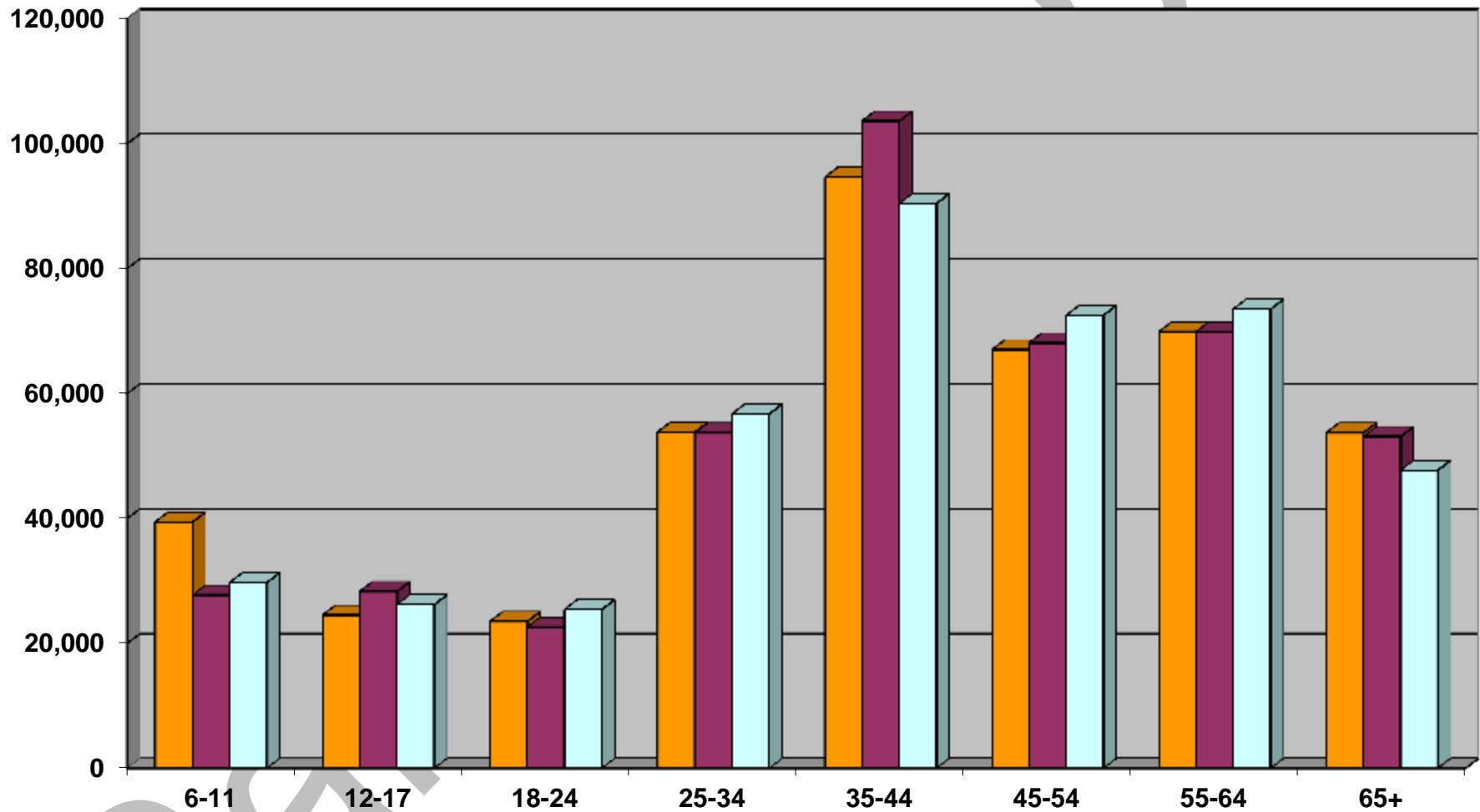
■ Sept. 2013 ■ Oct. 2013 □ Nov. 2013

### WAAA AQH Composition

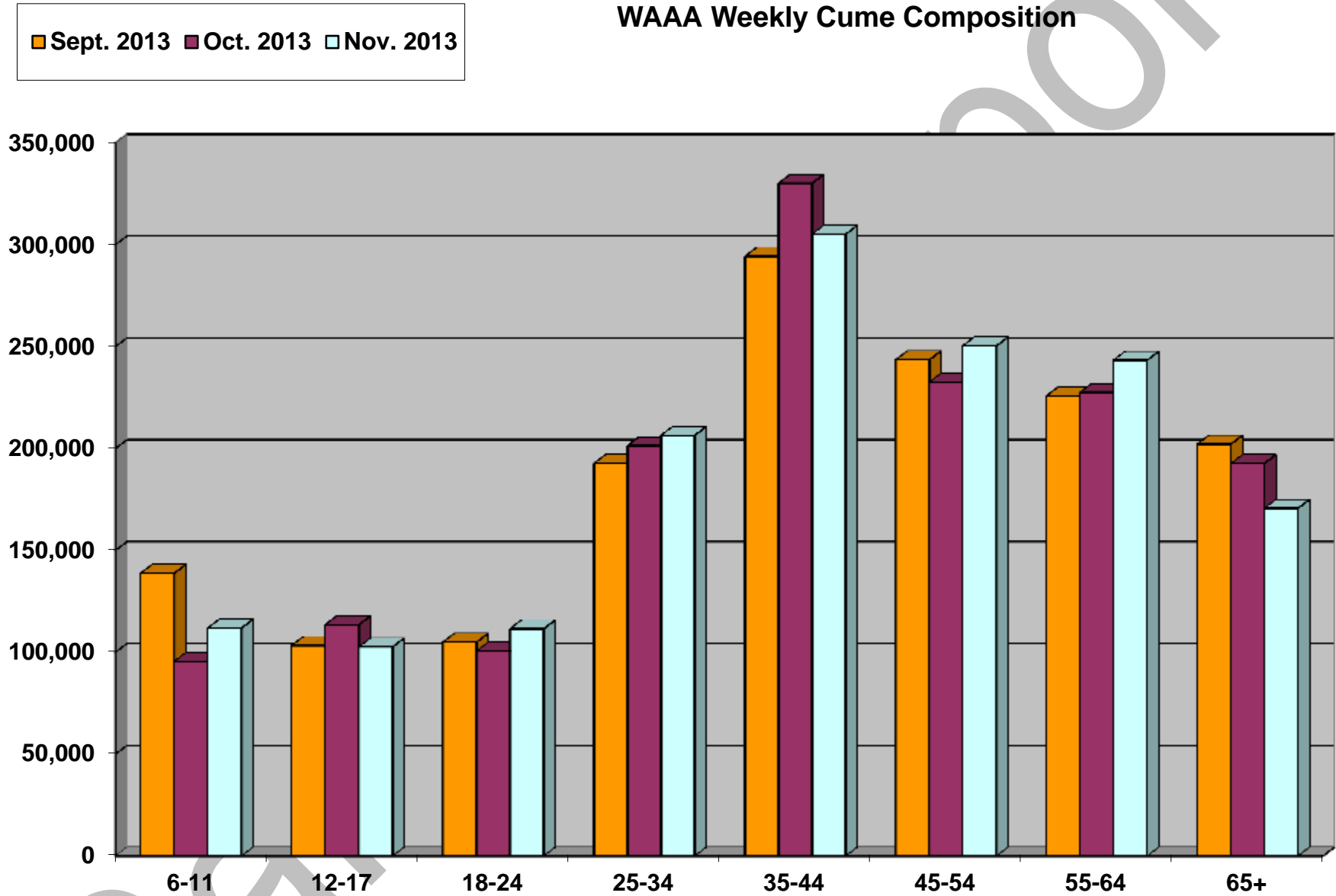


■ Sept. 2013 ■ Oct. 2013 □ Nov. 2013

### WAAA Daily Cume Composition



### WAAA Weekly Cume Composition



### WAAA Preference Trend – Women 25-54

	Estimate	SEPT. 2013	OCT. 2013	NOV. 2013	Change Last Survey
<b>Total Audience</b>					
	Total Cume Persons	382,600	408,600	391,500	-4%
	Total Avg Qtr Hr Pers (AQH)	5,600	6,000	5,800	-3%
	Total Time Spent (Hr:Min)	1:30	1:45	1:30	-14%
<b>P1 Preference</b>					
	P1 % of Cume	17%	14%	16%	14%
	P1 % of AQH	55%	47%	55%	17%
	P1 Time Spent (Hr:Min)	5:15	6:30	5:15	-19%
	P1 Cume Persons	63,200	55,200	62,600	13%
	P1 AQH Persons	3,100	2,800	3,200	14%
<b>P2 Preference</b>					
	P2 % of Cume	13%	13%	9%	-31%
	P2 % of AQH	11%	18%	14%	-22%
	P2 Time Spent (Hr:Min)	1:30	2:00	2:30	25%
	P2 Cume Persons	51,400	54,300	35,500	-35%
	P2 AQH Persons	600	1,100	800	-27%
<b>P3 Preference</b>					
	P3 % of Cume	18%	16%	18%	13%
	P3 % of AQH	11%	13%	10%	-23%
	P3 Time Spent (Hr:Min)	1:00	1:30	1:00	-33%
	P3 Cume Persons	68,700	67,000	71,200	6%
	P3 AQH Persons	600	800	600	-25%
<b>P4+ Preference</b>					
	P4+ % of Cume	52%	57%	57%	0%
	P4+ % of AQH	21%	22%	21%	-5%
	P4+ Time Spent (Hr:Min)	0:45	0:45	0:30	-33%
	P4+ Cume Persons	199,200	232,100	222,200	-4%
	P4+ AQH Persons	1,200	1,300	1,200	-8%

### Preference Trend – Persons 25-54

	Estimate	SEPT. 2013	OCT. 2013	NOV. 2013	Change Last Survey
<b>Total Audience</b>					
	Total Cume Persons	730,500	764,000	761,700	0%
	Total Avg Qtr Hr Pers (AQH)	10,300	11,100	10,600	-5%
	Total Time Spent (Hr:Min)	1:30	1:45	1:30	-14%
<b>P1 Preference</b>					
	P1 % of Cume	15%	14%	16%	14%
	P1 % of AQH	53%	51%	52%	2%
	P1 Time Spent (Hr:Min)	5:15	6:15	5:00	-20%
	P1 Cume Persons	112,700	109,100	118,400	9%
	P1 AQH Persons	5,500	5,700	5,500	-4%
<b>P2 Preference</b>					
	P2 % of Cume	11%	14%	13%	-7%
	P2 % of AQH	12%	15%	17%	13%
	P2 Time Spent (Hr:Min)	1:45	1:45	2:15	29%
	P2 Cume Persons	83,500	103,900	101,300	-3%
	P2 AQH Persons	1,200	1,700	1,800	6%
<b>P3 Preference</b>					
	P3 % of Cume	15%	14%	15%	7%
	P3 % of AQH	9%	11%	10%	-9%
	P3 Time Spent (Hr:Min)	1:00	1:30	1:15	-17%
	P3 Cume Persons	109,800	110,100	112,200	2%
	P3 AQH Persons	900	1,200	1,100	-8%
<b>P4+ Preference</b>					
	P4+ % of Cume	58%	58%	56%	-3%
	P4+ % of AQH	25%	23%	22%	-4%
	P4+ Time Spent (Hr:Min)	0:45	0:45	0:45	0%
	P4+ Cume Persons	424,300	440,900	429,800	-3%
	P4+ AQH Persons	2,600	2,500	2,300	-8%

### WAAA Vital Signs Trend – Women 25-54

	SEPT. 2013	OCT. 2013	NOV. 2013	3 Month Average
<b>Daily Panel Estimates</b>				
AQH Share	5.6	5.6	5.6	5.6
AQH Rating	0.4	0.4	0.4	0.4
AQH	5,600	6,000	5,800	5,800
Average Daily Cume	118,000	123,100	117,000	119,367
Average Daily Cume Rating	7.5	7.7	7.3	7.5
Average Daily In-tab Panelist	594	599	614	602
Average Time Exposed (ATE)	0:45	1:00	1:00	0:55
<b>Weekly Panel Estimates</b>				
Average Weekly Cume	382,600	408,600	391,500	394,233
Average Weekly In-tab	500	502	520	507
Average Weekly Time Exposed (AWTE)	1:30	1:45	1:30	1:35
<b>Ethnic Composition</b>				
Black	3.3%	3.7%	2.9%	3.3%
Hispanic	28.4%	30.5%	33.7%	30.9%
Spanish Dominant	32.8%	48.7%	37.3%	39.6%
English Dominant	67.2%	51.3%	62.7%	60.4%
Speak English and Spanish	48.8%	56.5%	50.8%	52.1%
Spanish Only	7.5%	8.0%	8.0%	7.8%
English Only	43.7%	35.5%	41.1%	40.1%
Other	68.4%	65.7%	63.4%	65.8%

**WAAA Vital Signs Trend – Women 25-54 continued**

		SEPT. 2013	OCT. 2013	NOV. 2013	3 Month Average
<b>Gender Composition</b>					
	Male	n.a.	n.a.	n.a.	n.a.
	Female	100.0%	100.0%	100.0%	100.0%
<b>Location</b>					
	Out of Home	57.4%	67.4%	69.5%	64.8%
	In Home	42.6%	32.6%	30.5%	35.2%
<b>Work Status</b>					
	<u>AQH</u>				
	Full Time	3,000	3,700	3,800	3,500
	Part Time	700	700	700	700
	None	1,800	1,600	1,300	1,600
	<u>Cume</u>				
	Full Time	194,800	235,100	218,000	216,000
	Part Time	85,600	72,900	70,900	76,500
	None	102,100	100,600	102,600	101,800



### WAAA Vital Signs Trend – Persons 25-54

	SEPT. 2013	OCT. 2013	NOV. 2013	3 Month Average
<b>Daily Panel Estimates</b>				
AQH Share	4.4	4.6	4.5	4.5
AQH Rating	0.3	0.3	0.3	0.3
AQH	10,300	11,100	10,600	10,667
Average Daily Cume	215,400	225,300	219,700	220,133
Average Daily Cume Rating	6.7	7.0	6.8	6.8
Average Daily In-tab Panelist	1,183	1,187	1,218	1,196
Average Time Exposed (ATE)	0:45	1:00	0:45	0:50
<b>Weekly Panel Estimates</b>				
Average Weekly Cume	730,500	764,000	761,700	752,067
Average Weekly In-tab	1,022	1,020	1,056	1,033
Average Weekly Time Exposed (AWTE)	1:30	1:45	1:30	1:35
<b>Ethnic Composition</b>				
Black	2.9%	2.9%	2.8%	2.9%
Hispanic	28.5%	29.5%	30.0%	29.3%
Spanish Dominant	46.3%	56.5%	47.5%	50.1%
English Dominant	53.7%	43.5%	52.5%	49.9%
Speak English and Spanish	57.1%	60.9%	60.2%	59.4%
Spanish Only	12.9%	15.1%	10.2%	12.7%
English Only	30.0%	24.0%	29.6%	27.9%
Other	68.6%	67.6%	67.2%	67.8%

**WAAA Vital Signs Trend – Persons 25-54 continued**

		SEPT. 2013	OCT. 2013	NOV. 2013	3 Month Average
<b>Gender Composition</b>					
	Male	45.8%	45.8%	45.5%	45.7%
	Female	54.2%	54.2%	54.5%	54.3%
<b>Location</b>					
	Out of Home	68.8%	75.7%	76.4%	73.6%
	In Home	31.2%	24.3%	23.6%	26.4%
<b>Work Status</b>					
	<u>AQH</u>				
	Full Time	7,200	8,400	8,300	8,000
	Part Time	1,100	900	900	1,000
	None	2,000	1,800	1,500	1,800
	<u>Cume</u>				
	Full Time	493,000	542,200	543,400	526,200
	Part Time	114,800	92,400	87,600	98,300
	None	122,600	129,500	130,700	127,600

### WAAA Vital Signs Face Off – Women 25-54

Outlets	WBBB-FM	WAAA-FM	WCCC-FM	WDDD-FM	WEEE-FM
<b>Daily Panel Estimates</b>					
AQH Share	7.6	5.6	5.3	4.2	2.4
AQH Rating	0.5	0.4	0.3	0.3	0.2
AQH	7,900	5,800	5,500	4,300	2,500
Average Daily Cume	146,600	117,000	125,200	100,700	59,400
Average Daily Cume Rating	9.2	7.3	7.8	6.3	3.7
Average Daily In-tab Panelist	614	614	614	614	614
Average Time Exposed (ATE)	1:00	1:00	0:45	0:45	0:45
<b>Weekly Panel Estimates</b>					
Average Weekly Cume	419,900	391,500	296,000	347,400	205,000
Average Weekly In-tab	520	520	520	520	520
Average Weekly Time Exposed (AWTE)	2:30	1:30	2:15	1:45	1:30
<b>Ethnic Composition</b>					
Black	1.1%	2.9%	0.6%	13.8%	3.1%
Hispanic	18.2%	33.7%	14.4%	21.9%	32.1%
Spanish Dominant	60.5%	37.3%	20.8%	30.7%	46.5%
English Dominant	39.5%	62.7%	79.2%	69.3%	53.5%
Speak English and Spanish	68.5%	50.8%	32.6%	61.9%	66.6%
Spanish Only	4.3%	8.0%	1.9%	6.8%	22.3%
English Only	27.2%	41.1%	65.5%	31.4%	11.1%
Other	80.7%	63.4%	85.0%	64.3%	64.8%
<b>Gender Composition</b>					
Male	n.a.	n.a.	n.a.	n.a.	n.a.
Female	100.0%	100.0%	100.0%	100.0%	100.0%

In AQH Share Order

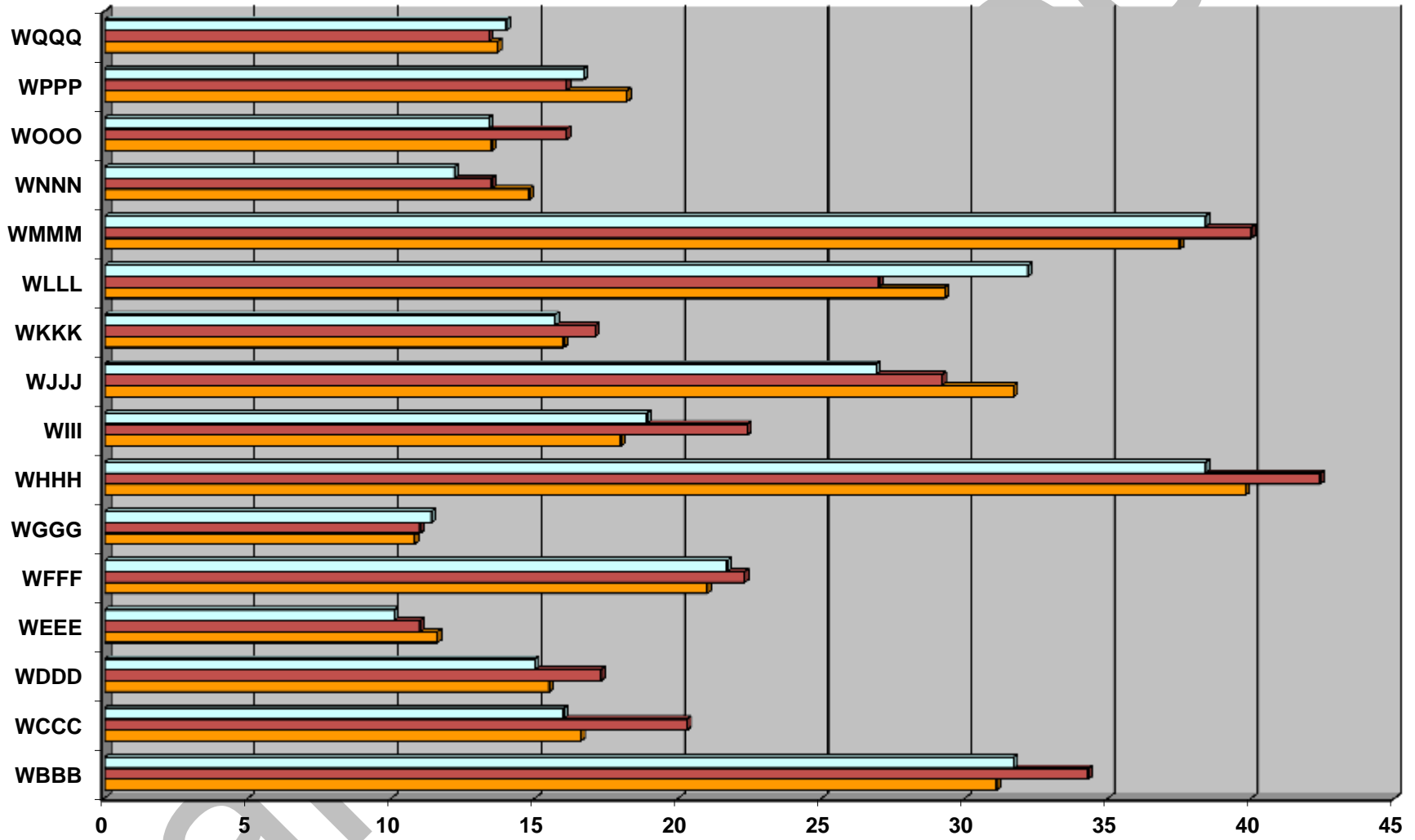
**WAAA Vital Signs Face Off – Persons 25-54**

Outlets	WBBB-FM	WAAA-FM	WCCC-FM	WDDD-FM	WEEE-FM
<b>Daily Panel Estimates</b>					
AQH Share	5.4	4.5	4.1	3.5	2.6
AQH Rating	0.4	0.3	0.3	0.3	0.2
AQH	12,600	10,600	9,700	8,100	6,100
Average Daily Cume	249,200	219,700	197,800	196,900	138,100
Average Daily Cume Rating	7.7	6.8	6.1	6.1	4.3
Average Daily In-tab Panelist	1,218	1,218	1,218	1,218	1,218
Average Time Exposed (ATE)	1:00	0:45	1:00	0:45	0:45
<b>Weekly Panel Estimates</b>					
Average Weekly Cume	746,500	761,700	686,300	547,200	468,700
Average Weekly In-tab	1,056	1,056	1,056	1,056	1,056
Average Weekly Time Exposed (AWTE)	2:15	1:30	1:45	1:45	1:30
<b>Ethnic Composition</b>					
Black	1.3%	2.8%	9.2%	0.8%	2.0%
Hispanic	17.6%	30.0%	38.2%	15.7%	42.1%
Spanish Dominant	61.8%	47.5%	22.8%	28.5%	55.7%
English Dominant	38.2%	52.5%	77.2%	71.5%	44.3%
Speak English and Spanish	69.8%	60.2%	74.2%	46.5%	53.7%
Spanish Only	5.8%	10.2%	4.8%	4.1%	29.8%
English Only	24.4%	29.6%	21.0%	49.5%	16.5%
Other	81.1%	67.2%	52.6%	83.5%	55.9%
<b>Gender Composition</b>					
Male	37.4%	45.5%	55.3%	31.8%	58.6%
Female	62.6%	54.5%	44.7%	68.2%	41.4%

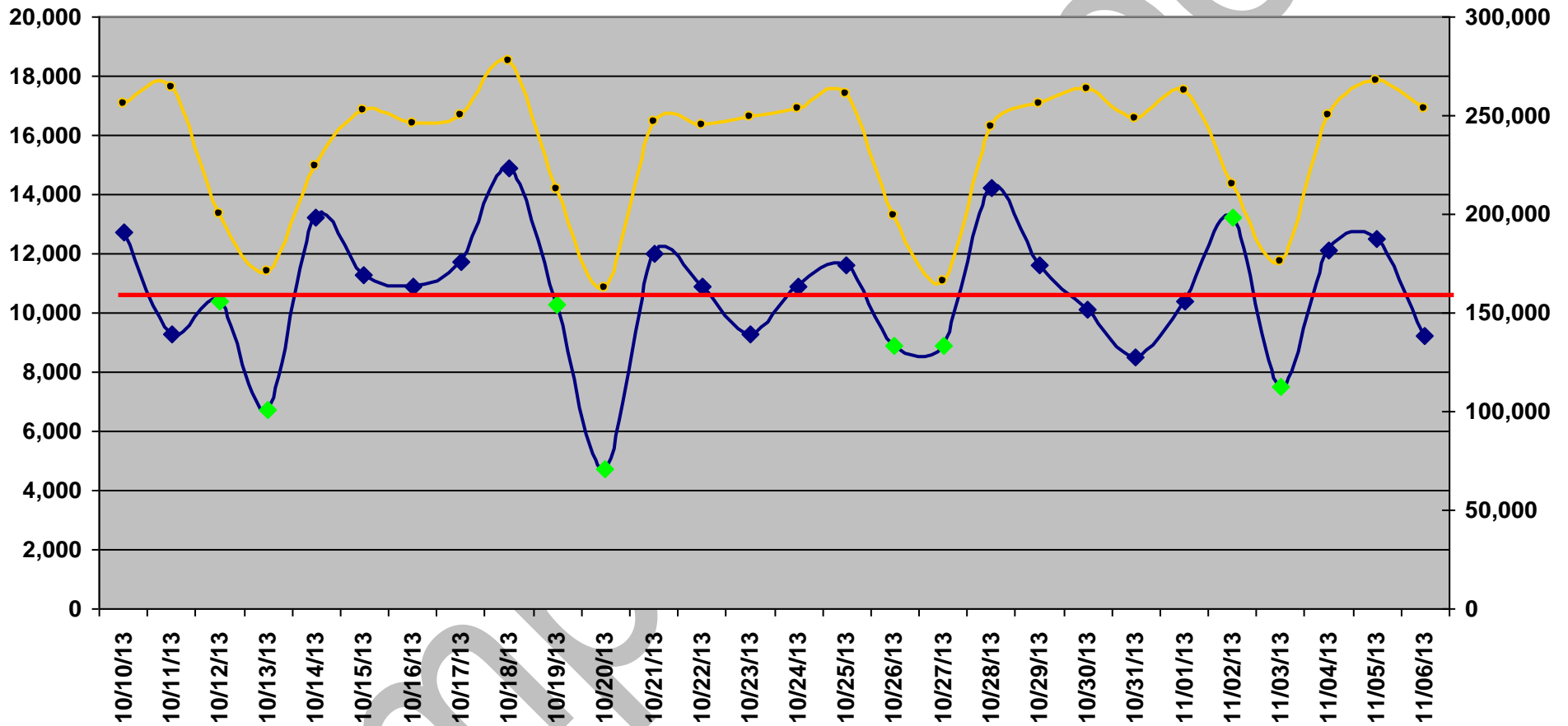
**In AQH Share Order**

Nov. 2013 Oct. 2013 Sept. 2013

WAAA Cume Duplication % - Persons 25-54

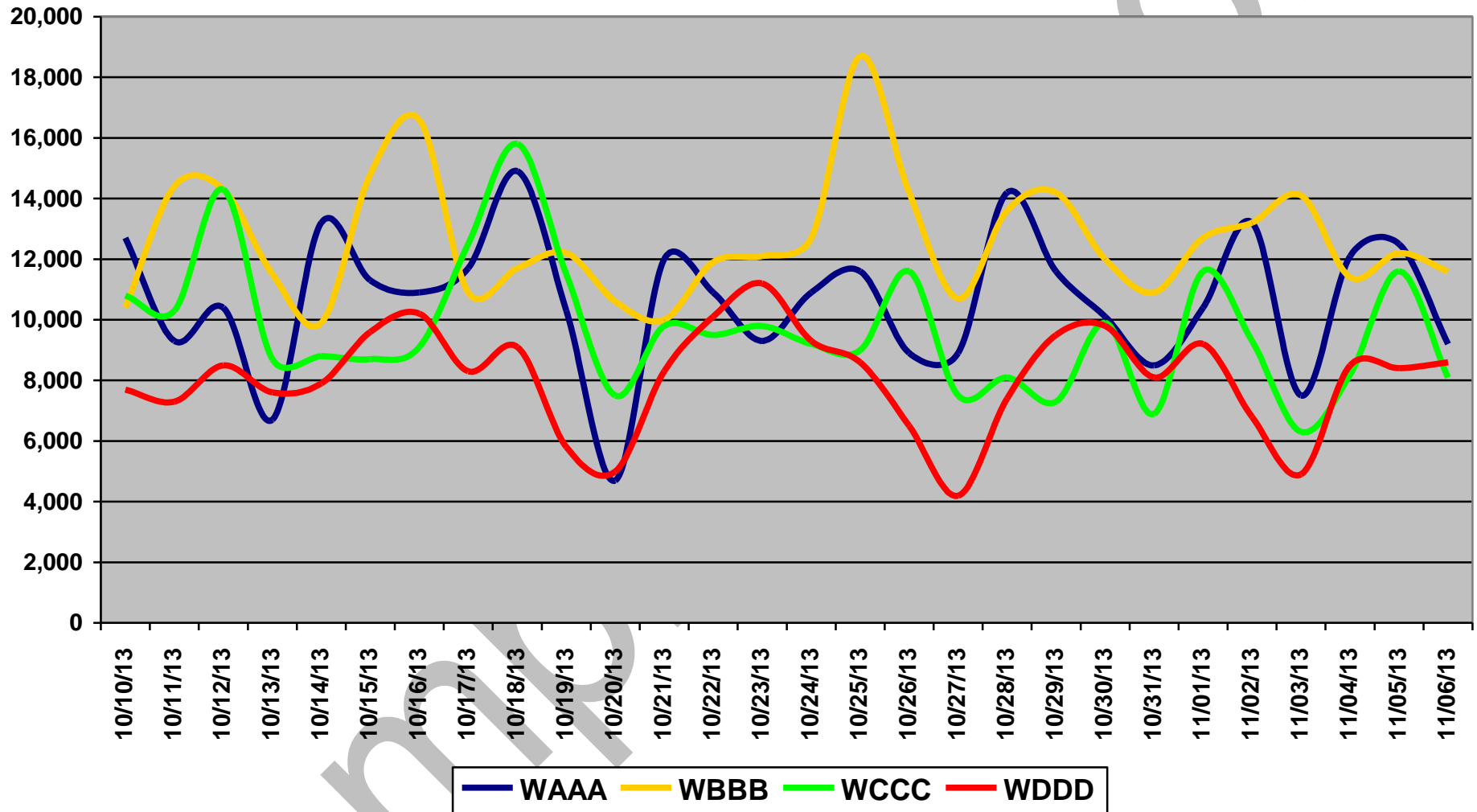


### WAAA AQH by Day - Persons 25-54

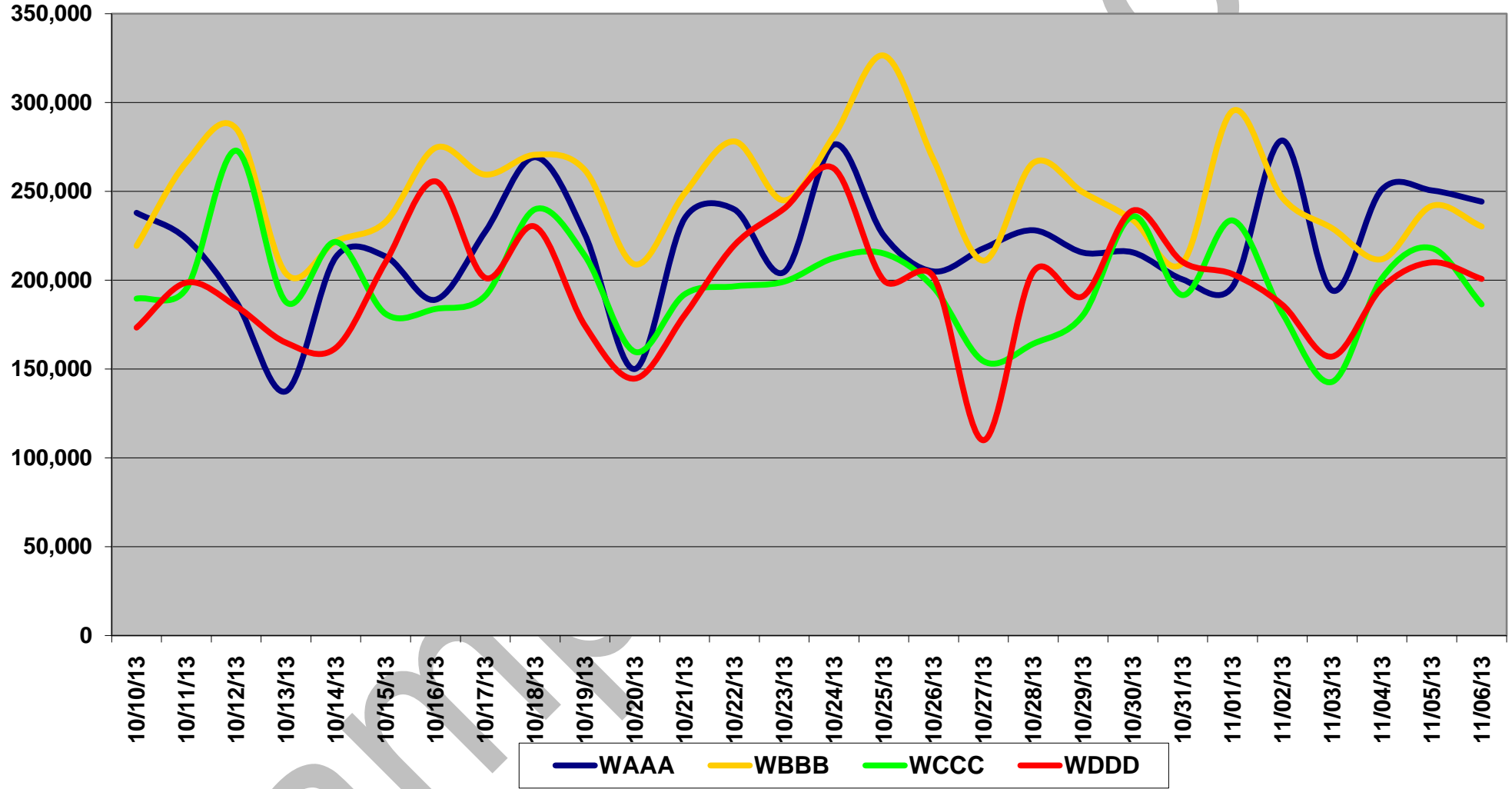


Red Line-WAAA Monthly Average/Green Points-Weekend Days/Gold Line-Market Total (Right axis)

### Competitive AQH by Day - Persons 25-54



### Competitive Cume by Day - Persons 25-54





### Competitive Week By Week - Women 25-54

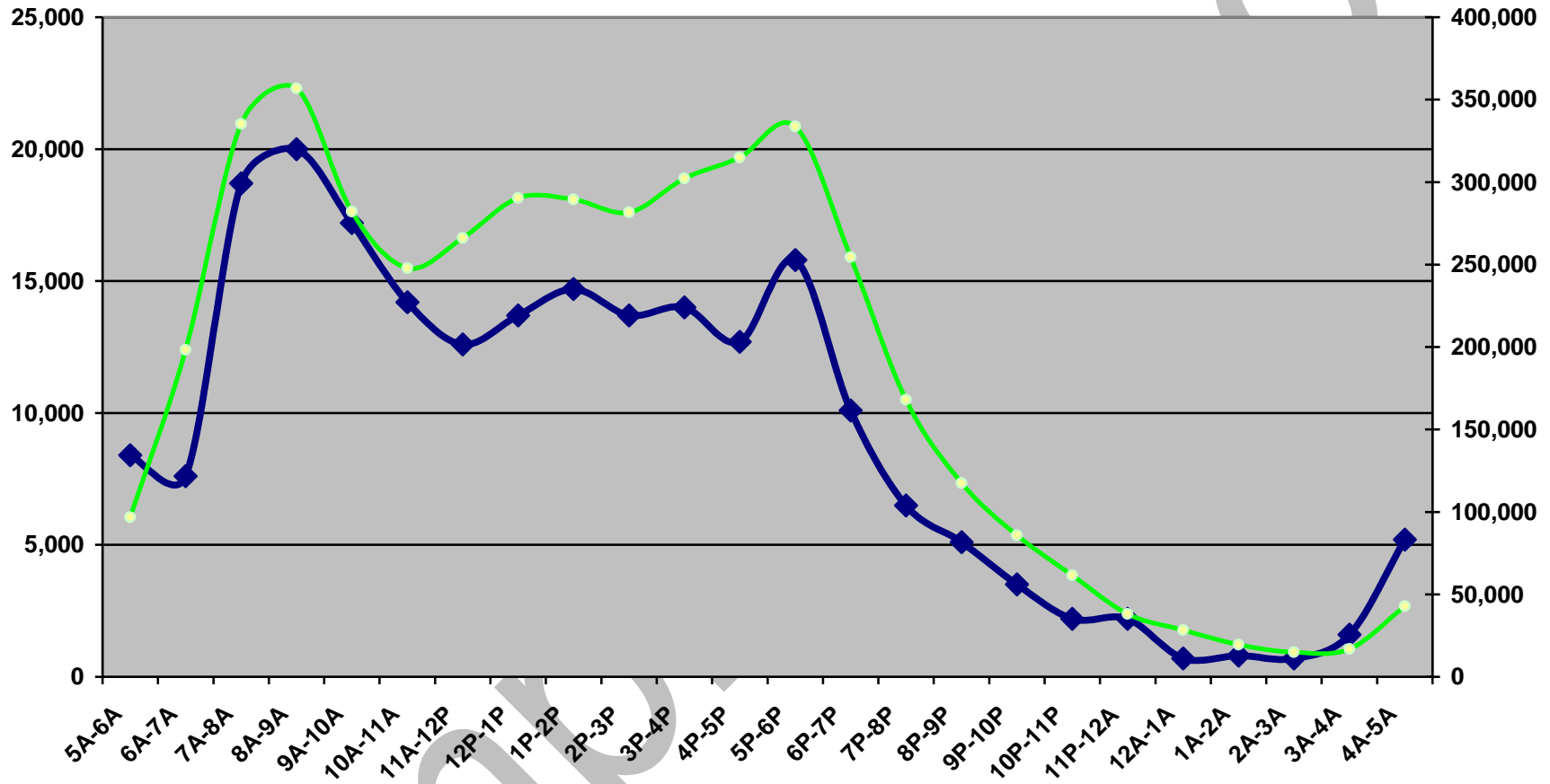
Outlet	Estimate	NOV. 2013	10/10/2013	10/17/2013	10/24/2013	10/31/2013
WBBB-FM	AQH Persons	7,900	8,100	7,000	8,600	7,800
	Share%	7.6	7.8	6.9	8.4	7.4
	AVG Daily Cume	146,600	137,300	149,500	159,400	140,200
	AVG WK Cume	419,900	415,500	426,800	428,400	408,800
	AWTE	2:30	2:30	2:00	2:45	2:30
WAAA-FM	AQH Persons	5,800	5,600	5,700	6,000	5,900
	Share%	5.6	5.4	5.6	5.8	5.6
	AVG Daily Cume	117,000	106,300	123,500	119,300	119,100
	AVG WK Cume	391,500	393,000	407,300	388,900	376,900
	AWTE	1:30	1:30	1:30	1:30	1:45
WCCC-FM	AQH Persons	5,500	5,600	5,800	5,200	5,400
	Share%	5.3	5.4	5.7	5.1	5.1
	AVG Daily Cume	125,200	119,900	128,000	127,600	125,100
	AVG WK Cume	296,000	288,400	299,700	297,600	298,400
	AWTE	2:15	2:15	2:15	2:00	2:15
WDDD-FM	AQH Persons	4,300	4,400	4,600	4,200	4,100
	Share%	4.2	4.3	4.5	4.1	3.9
	AVG Daily Cume	100,700	101,500	97,100	103,000	101,300
	AVG WK Cume	347,400	302,700	337,600	392,800	356,300
	AWTE	1:45	1:45	2:00	1:30	1:30

### Competitive Week By Week - Persons 25-54

Outlet	Estimate	NOV. 2013	10/10/2013	10/17/2013	10/24/2013	10/31/2013
WBBB-FM	AQH Persons	12,600	13,100	11,300	13,700	12,300
	Share%	5.4	5.7	4.8	5.8	5.1
	AVG Daily Cume	249,200	243,400	253,200	262,200	237,800
	AVG WK Cume	746,500	744,600	747,200	754,200	740,100
	AWTE	2:15	2:15	2:00	2:30	2:15
WAAA-FM	AQH Persons	10,600	10,600	10,600	10,900	10,500
	Share%	4.5	4.6	4.5	4.6	4.4
	AVG Daily Cume	219,700	200,300	221,600	226,200	230,800
	AVG WK Cume	761,700	726,300	741,300	795,400	784,000
	AWTE	1:30	1:45	1:45	1:30	1:30
WCCC-FM	AQH Persons	9,700	10,100	10,900	8,900	8,900
	Share%	4.1	4.4	4.6	3.8	3.7
	AVG Daily Cume	197,800	204,500	198,900	194,000	193,600
	AVG WK Cume	686,300	655,800	659,600	738,200	691,500
	AWTE	1:45	2:00	2:00	1:45	1:45
WDDD-FM	AQH Persons	8,100	8,400	8,300	7,900	7,800
	Share%	3.5	3.6	3.5	3.4	3.3
	AVG Daily Cume	196,900	192,800	198,700	201,300	194,700
	AVG WK Cume	547,200	513,500	557,000	600,800	517,600
	AWTE	1:45	2:00	1:45	1:30	1:45

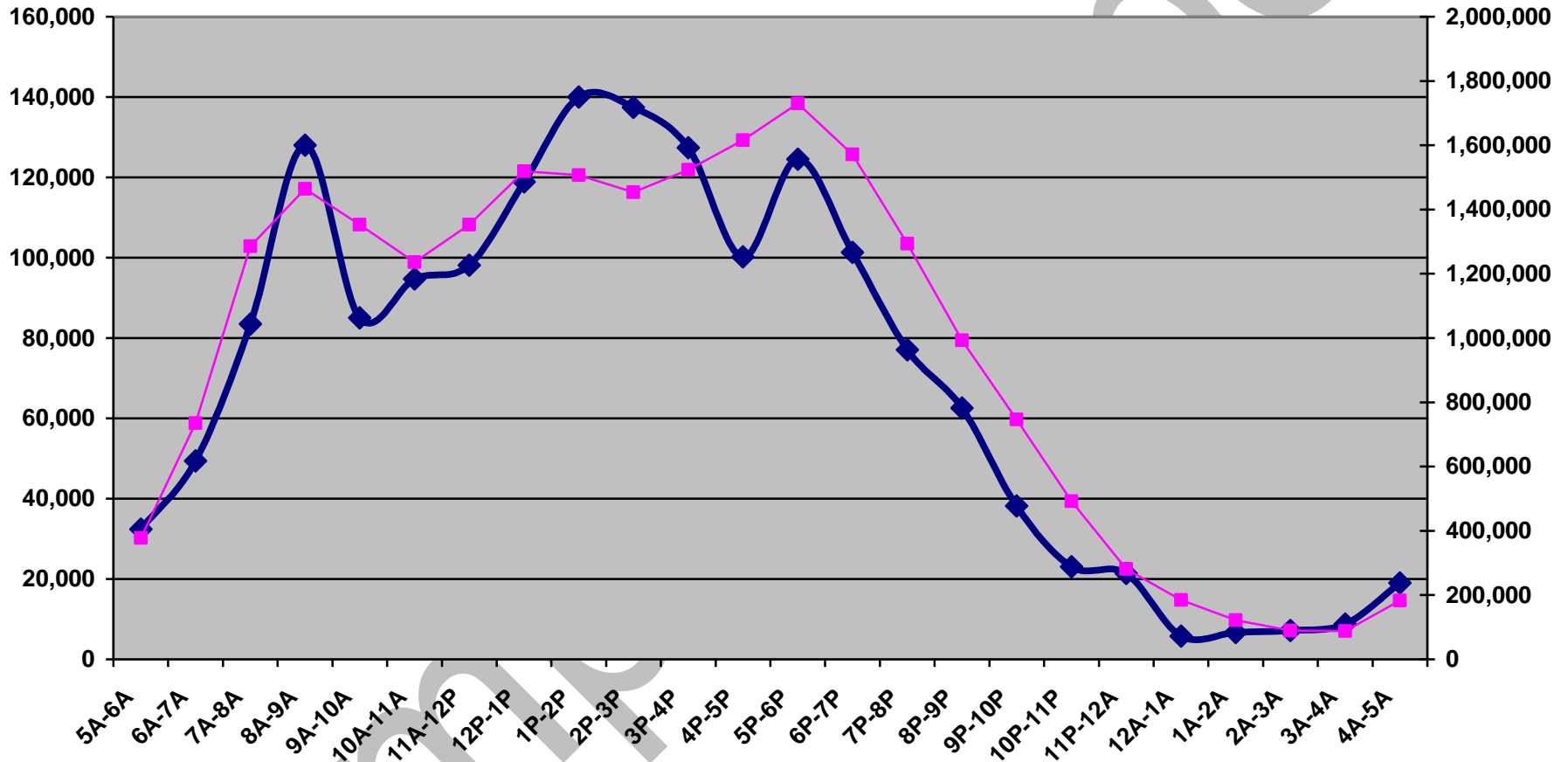


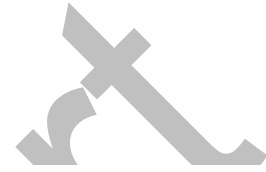
WAAA M-F Hour By Hour AQH - Persons 25-54



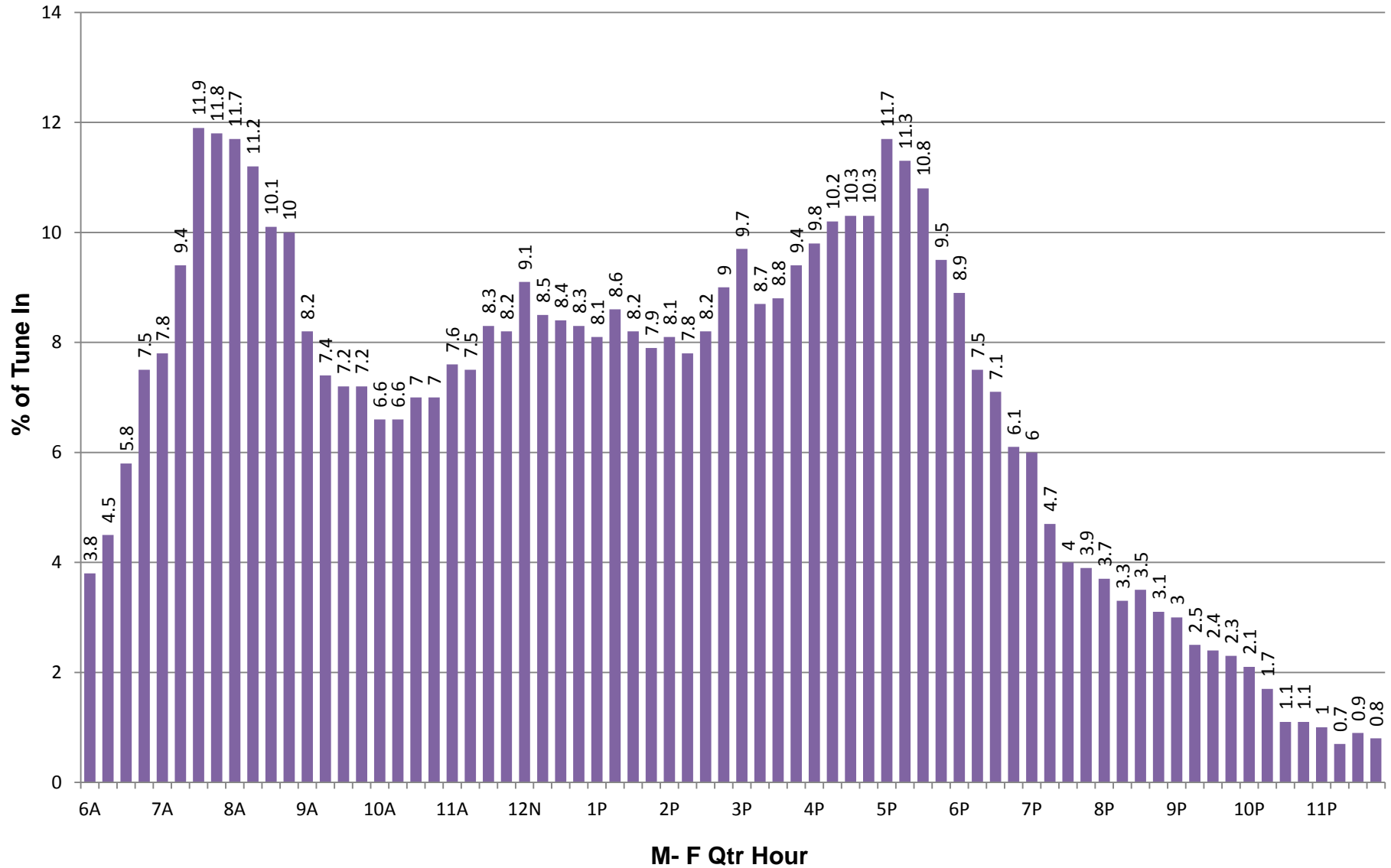
WAAA Market

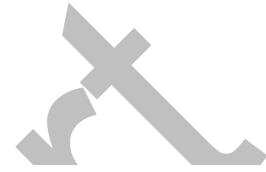
WAAA M-F Hour By Hour Cume - Persons 25-54



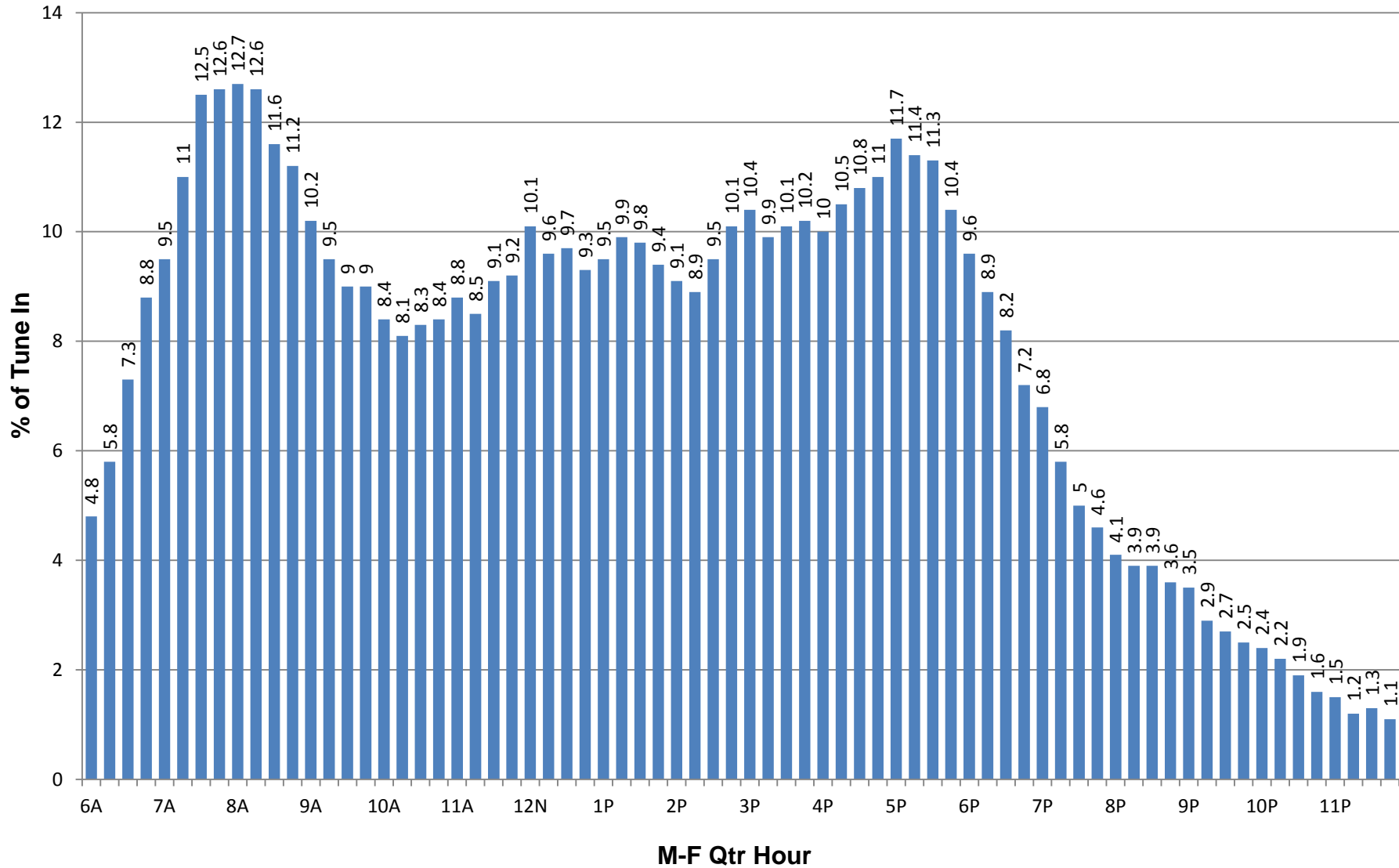


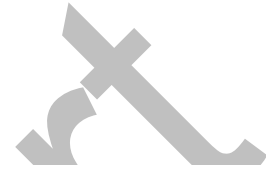
### Women 25-54 Radio Usage By Quarter Hour



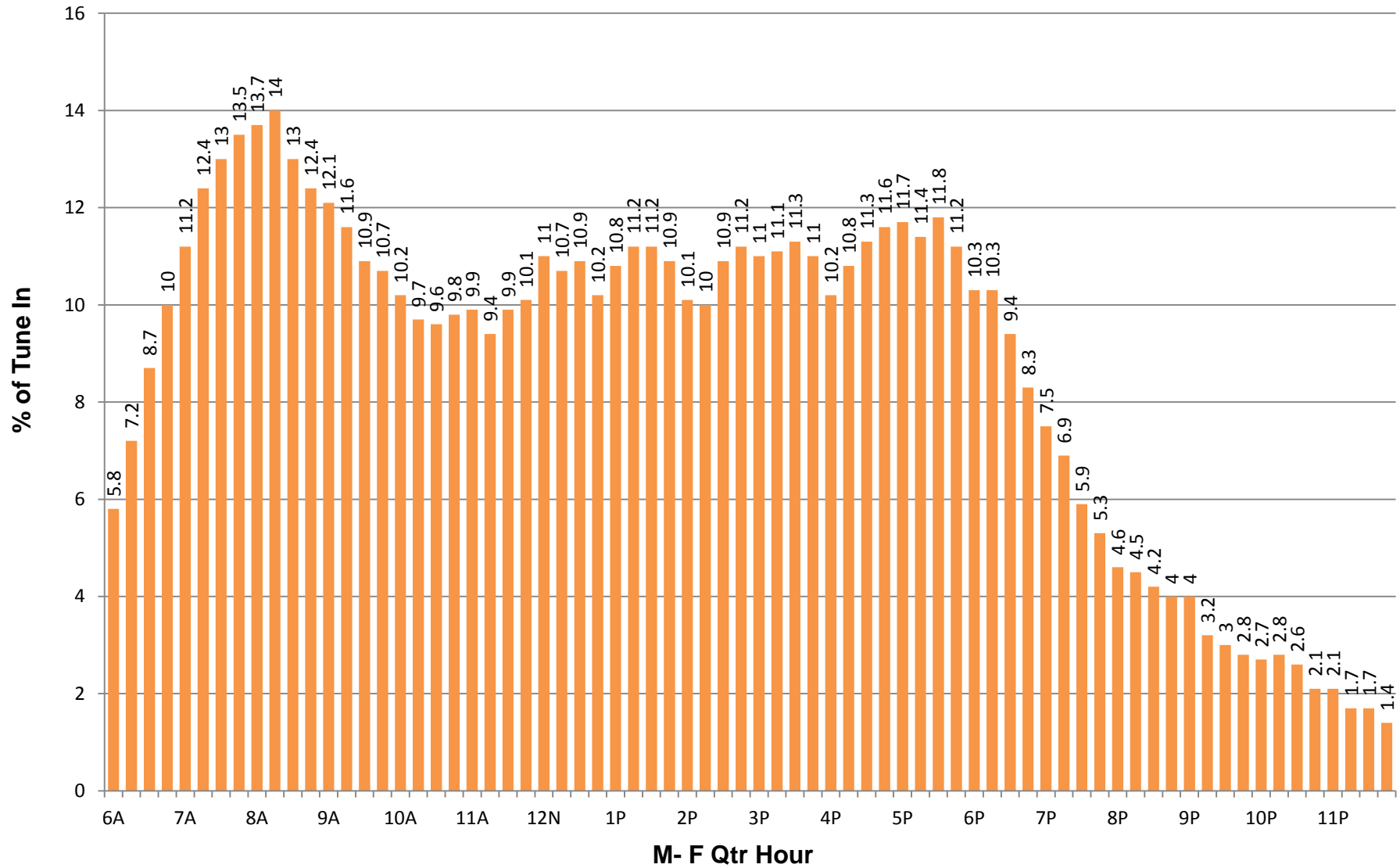


## Adults 25-54 Radio Usage By Quarter Hour





## Men 25-54 Radio Usage By Quarter Hour



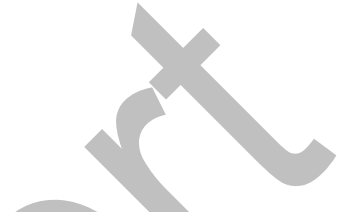
### WAAA 25-54 Top Quarter Hours

<i>Total Audience</i>			<i>P1</i>		
<i>Rank</i>	<i>Quarter Hour</i>	<i>AQH Persons</i>	<i>Rank</i>	<i>Quarter Hour</i>	<i>AQH Persons</i>
1t	Mo-Fr 8A-8:15A	21,300	1	Mo-Fr 7:30A-8A	16,400
1t	Mo-Fr 7:30A-7:45A	21,300	2	Mo-Fr 8A-8:30A	15,700
3	Mo-Fr 8:15A-8:30A	20,500	3	Mo-Fr 9A-9:30A	15,300
4	Mo-Fr 7:45A-8A	20,400	4	Mo-Fr 8:30A-9A	14,300
5	Mo-Fr 7:15A-7:30A	19,300	5	Mo-Fr 9:30A-10A	13,500
6t	Mo-Fr 8:45A-9A	19,100	6	Mo-Fr 7A-7:30A	12,500
6t	Mo-Fr 8:30A-8:45A	19,100	7	Mo-Fr 10:30A-11A	11,300
8	Mo-Fr 9:15A-9:30A	18,800	8	Mo-Fr 1P-1:30P	10,500
9	Mo-Fr 9A-9:15A	18,300	9t	Mo-Fr 1:30P-2P	10,300
10	Mo-Fr 5:45P-6P	17,100	9t	Mo-Fr 12P-12:30P	10,300

<i>Total Audience</i>			<i>P1</i>		
<i>Rank</i>	<i>Quarter Hour</i>	<i>AQH Persons</i>	<i>Rank</i>	<i>Quarter Hour</i>	<i>AQH Persons</i>
1	Sa-Su 5:15P-5:30P	19,800	1	Sa-Su 5P-5:30P	15,000
2	Sa-Su 1:30P-1:45P	19,300	2	Sa-Su 1:30P-2P	14,100
3	Sa-Su 1:45P-2P	17,800	3	Sa-Su 2P-2:30P	12,300
4	Sa-Su 5P-5:15P	17,100	4	Sa-Su 6:30P-7P	11,600
5	Sa-Su 2P-2:15P	15,900	5	Sa-Su 8:30A-9A	10,600
6t	Sa-Su 6:30P-6:45P	15,800	6	Sa-Su 5:30P-6P	10,200
6t	Sa-Su 12:30P-12:45P	15,800	7	Sa-Su 3:30P-4P	9,700
8	Sa-Su 5:30P-5:45P	15,700	8	Sa-Su 9A-9:30A	9,300
9	Sa-Su 1:15P-1:30P	13,400	9	Sa-Su 12:30P-1P	8,300
10	Sa-Su 8:30A-8:45A	13,100	10t	Sa-Su 4:30P-5P	7,700

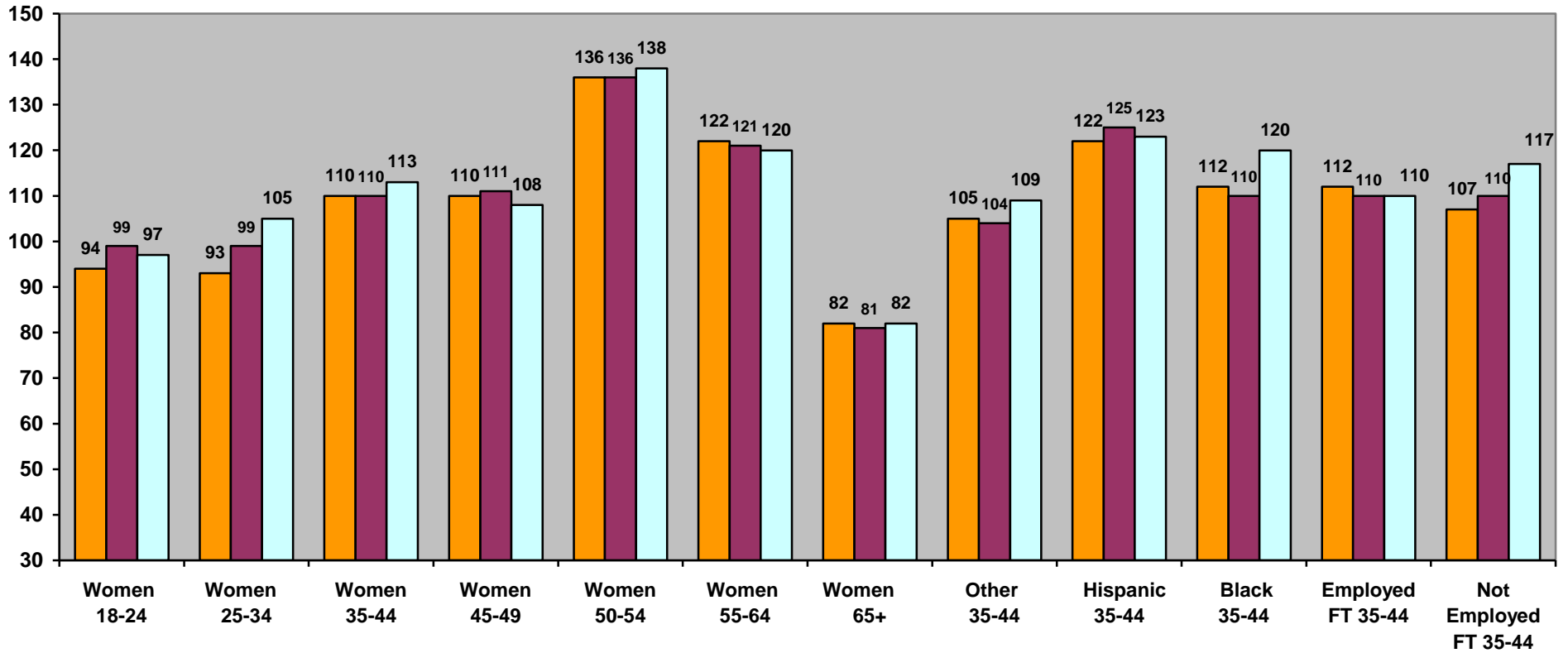


NOV. 2013	Age	Population	% of Pop	Demo Target Meters	Daily In-tab Meters	Unweighted In-Tab %	DDI	
								<b>Total Population</b> 6,924,100
<b>Men</b>	18-24	332,400	4.8	113	116	4.6	<b>103</b>	
	25-34	542,400	7.8	184	158	6.3	<b>86</b>	<b>Total Target Meters</b>
	35-44	540,300	7.8	183	213	8.5	<b>116</b>	2,344
	45-49	276,800	4.0	94	100	4.0	<b>107</b>	
	50-54	271,700	3.9	92	133	5.3	<b>145</b>	<b>Average Daily In-Tab</b>
	55-64	462,300	6.7	157	189	7.5	<b>121</b>	2,506
	65+	443,900	6.4	150	146	5.8	<b>97</b>	
<b>Women</b>	18-24	312,100	4.5	106	102	4.1	<b>97</b>	
	25-34	518,400	7.5	175	184	7.3	<b>105</b>	
	35-44	531,800	7.7	180	204	8.1	<b>113</b>	
	45-49	273,600	4.0	93	100	4.0	<b>108</b>	
	50-54	271,400	3.9	92	127	5.1	<b>138</b>	
	55-64	488,400	7.1	165	198	7.9	<b>120</b>	
	65+	570,000	8.2	193	159	6.3	<b>82</b>	
<b><u>35-44 Focus</u></b>								
Other	Wmn	369,700	5.3	125	137	5.5	<b>109</b>	
Hispanic	Wmn	130,200	1.9	44	54	2.2	<b>123</b>	
Black	Wmn	31,900	0.5	11	13	0.5	<b>120</b>	
Employed Full Time *	Wmn	302,600	4.4	102	113	4.5	<b>110</b>	
Not Employed Full Time	Wmn	229,200	3.3	78	91	3.6	<b>117</b>	
Other	Men	379,000	5.5	128	158	6.3	<b>123</b>	
Hispanic	Men	144,100	2.1	49	46	1.8	<b>94</b>	
Black	Men	17,200	0.2	6	9	0.4	<b>155</b>	
Employed Full Time *	Men	478,400	6.9	162	182	7.3	<b>112</b>	
Not Employed Full Time	Men	61,900	0.9	21	31	1.2	<b>148</b>	
* New data								



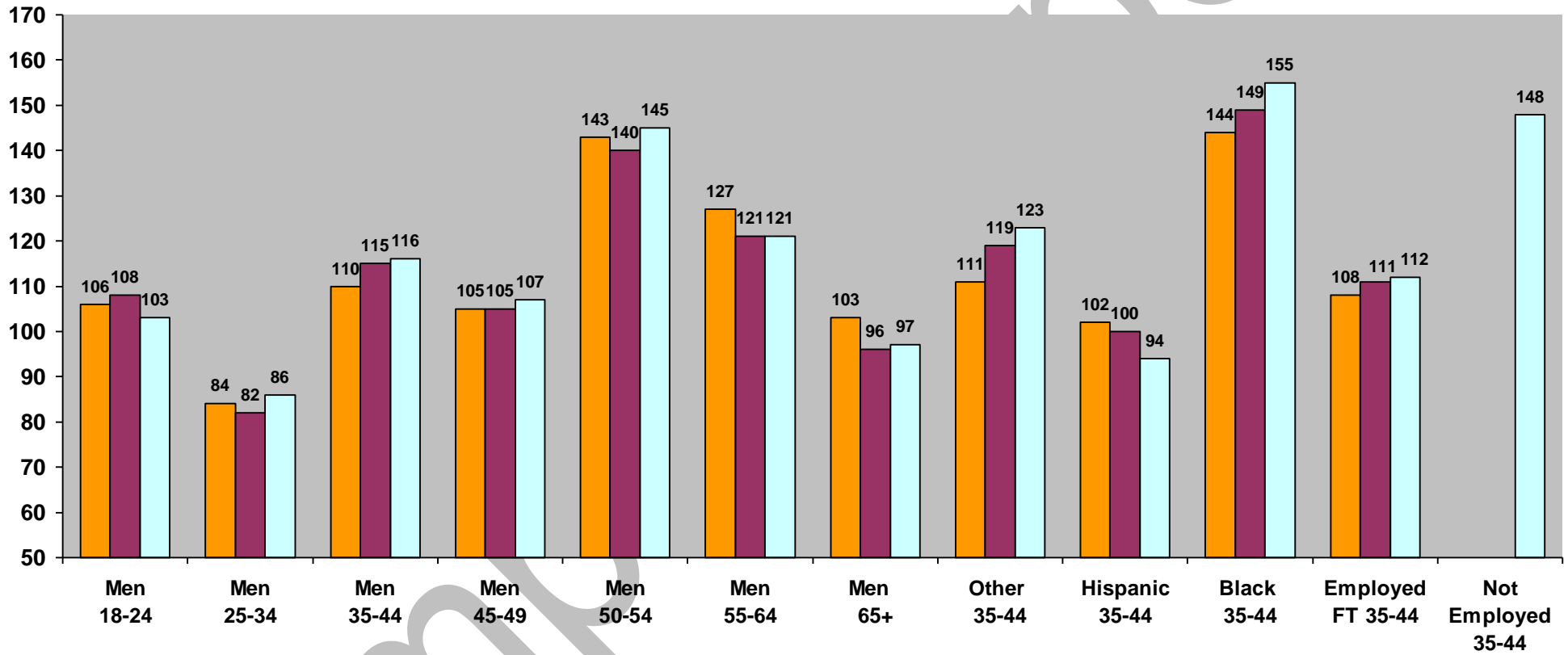
### DDI Trending - Women

■ Sept. 2013 ■ Oct. 2013 ■ Nov. 2013



### DDI Trending - Men

■ Sept. 2013 
 ■ Oct. 2013 
 ■ Nov. 2013



### Monthly Panel Turnover (6+)

