

Specific Audience

MONDAY-FRIDAY 3PM-7PM

			Persons 12+	Persons 18+	Men 18+	Men 18-24	Men 25-34	Men 35-44	Men 45-54	Men 55-64	Women 18+	Women 18-24	Women 25-34	Women 35-44	Women 45-54	Women 55-64	Teens 12-17
KOVV																	
MET AOH PERSONS			24	21	5	2	2	1			16	5	9	2			3
MET AOH RATING			1.4	1.3	.7	1.9	1.1	.7			1.9	4.6	4.8	1.3			1.7
MET AOH SHARE			7.8	7.3	3.4	7.7	6.1	3.0			11.2	20.8	17.3	8.7			16.7
MET CUME PERSONS			194	156	56	18	21	17			100	34	46	12	5		38
MET CUME RATING			11.0	9.8	7.4	17.0	11.3	11.6			11.9	31.5	24.6	7.9	4.6		21.8
TSA AOH PERSONS			24	21	5	2	2	1			16	5	9	2			3
TSA CUME PERSONS			194	156	56	18	21	17			100	34	46	12	5		38
KEWI																	
MET AOH PERSONS			5	5	2					1	3						1
MET AOH RATING			.3	.3	.3					1.1	.4						1.0
MET AOH SHARE			1.6	1.7	1.4					4.8	2.1						9.1
MET CUME PERSONS			64	64	27	3		9	5	5	37	3	2	8	5		4
MET CUME RATING			3.6	4.0	3.6	2.8		6.1	4.7	5.5	4.4	2.8	1.1	5.3	4.6		4.2
TSA AOH PERSONS			5	5	2					1	3						1
TSA CUME PERSONS			64	64	27	3		9	5	5	37	3	2	8	5		4
KHUM																	
MET AOH PERSONS			16	16	7		3		1	2	9		2	1	1		3
MET AOH RATING			.9	1.0	.9		1.6		.9	2.2	1.1		1.1	.9	.9		3.1
MET AOH SHARE			5.2	5.6	4.8		9.1		5.6	9.5	6.3		3.8	4.3	10.0		27.3
MET CUME PERSONS			103	103	46		12		5	22	57	3	9	6	9		15
MET CUME RATING			5.8	6.5	6.1		6.5		4.7	24.2	6.8	2.8	4.8	3.9	8.3		15.6
TSA AOH PERSONS			21	21	8		3	1	1	2	13		2	1	2		5
TSA CUME PERSONS			134	134	53		12	7	5	22	81	3	9	6	12		28
KMAJ																	
MET AOH PERSONS			41	41	20	2	5	12	1		21	2	16	3			
MET AOH RATING			2.3	2.6	2.7	1.9	2.7	8.2	.9		2.5	1.9	8.6	2.0			
MET AOH SHARE			13.4	14.2	13.8	7.7	15.2	36.4	5.6		14.7	8.3	30.8	13.0			
MET CUME PERSONS			298	287	128	19	56	39	14		159	23	97	36			
MET CUME RATING			16.9	18.0	17.0	17.9	30.1	26.6	13.1		18.9	21.3	51.9	23.7	2.8		11
TSA AOH PERSONS			77	75	47	2	24	13	8		28	2	22	4			2
TSA CUME PERSONS			426	406	200	19	108	46	27		206	23	131	44	3	5	20
KTOP																	
MET AOH PERSONS			15	15	3				1	1	12		2	1	1		1
MET AOH RATING			.8	.9	.4				.9	1.1	1.4		1.1	.7	.9		1.0
MET AOH SHARE			4.9	5.2	2.1				5.6	4.8	8.4		3.8	4.3	10.0		9.1
MET CUME PERSONS			92	90	30		3		9	11	60		2	3	8		14
MET CUME RATING			5.2	5.6	4.0		1.6		8.4	12.1	7.1		1.1	2.0	7.3		14.6
TSA AOH PERSONS			15	15	3				1	1	12		2	1	1		1
TSA CUME PERSONS			100	98	34		3		9	11	64		2	7	8		14
KTPK																	
MET AOH PERSONS			51	50	30	5	3	4	7	9	20	3	2	7	4	2	1
MET AOH RATING			2.9	3.1	4.0	4.7	1.6	2.7	6.5	9.9	2.4	2.8	1.1	4.6	3.7	2.1	.6
MET AOH SHARE			16.7	17.4	20.7	19.2	9.1	12.1	38.9	42.9	14.0	12.5	3.8	30.4	40.0	18.2	5.6
MET CUME PERSONS			290	277	146	14	29	26	33	32	131	20	23	23	28	27	13
MET CUME RATING			16.4	17.4	19.4	13.2	15.8	17.7	30.8	35.2	15.6	18.5	12.3	15.1	25.7	28.1	7.5
TSA AOH PERSONS			81	80	51	18	6	7	7	10	29	8	4	7	4	4	1
TSA CUME PERSONS			447	434	233	40	58	44	33	36	201	42	44	28	40	33	13
*WIBW																	
MET AOH PERSONS			22	22	12		4		1	3	10		3	1			2
MET AOH RATING			1.2	1.4	1.6		2.2		.9	3.3	1.2		1.6	.7			2.1
MET AOH SHARE			7.2	7.6	8.3		12.1		5.6	14.3	7.0		5.8	4.3			18.2
MET CUME PERSONS			97	97	56	3	9	2	13	9	41		10	11			7
MET CUME RATING			5.5	6.1	7.4	2.8	4.8	1.4	12.1	9.9	4.9		5.3	7.2	2.8	7.3	7
TSA AOH PERSONS			36	36	19		4	1	1	3	17		4	1			7
TSA CUME PERSONS			169	169	101	3	9	15	13	12	68		17	11			21
WIBW-FM																	
MET AOH PERSONS			43	31	17	9	2	4	1	1	14	4	6	3	1		12
MET AOH RATING			2.4	1.9	2.3	8.5	1.1	2.7	.9	1.1	1.7	3.7	3.2	2.0	.9		6.9
MET AOH SHARE			14.1	10.8	11.7	34.6	6.1	12.1	5.6	4.8	9.8	16.7	11.5	13.0	10.0		66.7
MET CUME PERSONS			312	239	113	44	30	21	9	7	126	31	42	36	12	2	73
MET CUME RATING			17.6	15.0	15.0	41.5	16.1	14.3	8.4	7.7	15.0	28.7	22.5	23.7	11.0	2.1	42.0
TSA AOH PERSONS			74	54	28	10	6	7	2	2	26	10	8	4	1		20
TSA CUME PERSONS			650	504	253	84	61	55	21	20	251	95	68	44	15	17	146
KCFX																	
MET AOH PERSONS			2	2	2	1	1										
MET AOH RATING			.1	.1	.3	.9	.5										
MET AOH SHARE			.7	.7	1.4	3.8	3.0										
MET CUME PERSONS			22	22	18	6	9	3			4		4				
MET CUME RATING			1.2	1.4	2.4	5.7	4.8	2.0			.5		2.1				
TSA AOH PERSONS			22	22	19	8	8	3			3		2		1		
TSA CUME PERSONS			186	179	136	65	42	29			43	15	21		7		7
KCMO																	
MET AOH PERSONS			5	5	5		1	3	1								
MET AOH RATING			.3	.3	.7		.5	2.0	.9								
MET AOH SHARE			1.6	1.7	3.4		3.0	9.1	5.6								
MET CUME PERSONS			53	53	38		12	12	7								
MET CUME RATING			3.0	3.3	5.0		6.5	8.2	6.5	2.2			1.1	3.9	4.6	2.1	
TSA AOH PERSONS			26	26	16		1	5	2					1	5		
TSA CUME PERSONS			161	161	107		26	24	14	27			6	10	18		2

Footnote Symbols: * Audience estimates adjusted for actual broadcast schedule + Station(s) changed call letters since the prior survey - see Page 5B
Both of the previous footnotes apply.