

ORLANDO

BUYER'S GUIDE

An In-depth Look at the Radio Market in Orlando

Presented by
COX MEDIATM
GROUP Orlando

96.5
WHTQ
CLASSIC ROCK

AM-580 **WDBO**
NEWS-TALK RADIO

98.9 WMMO
Soft Rock & Roll of Yesterday and Today

POWER 95.3
Orlando's New #1 For Hip Hop

STAR 94.5
TODAY'S R&B AND CLASSIC SOUL

K92FM
The Most Country Music
GUARANTEED

ARBITRON JULY, AUGUST, SEPTEMBER 2010

To Our Valued Customers,

Cox Media Group – Orlando Radio is proud to present the 67th edition of the Orlando Radio Buyer’s Guide. I am delighted to introduce our very first, redesigned PPM edition!

The quarterly Buyer’s Guide has been a valuable resource for many of our customers, and it remains very important for me to know that it continues to serve your needs, especially now that we are embarking on a new chapter in radio ratings measurement with PPM. As you know, it has always been our goal to present you with the most unbiased information to help you plan your radio media strategy for the Orlando market. To this end, if there is information that you would like to see included or dropped from the publication, please don’t hesitate to contact me. The only way we can maintain our Buyer’s Guide as a useful tool for buying in a PPM world is to hear from you.

As always, I want to thank you for your involvement with Cox Media Group – Orlando Radio.

Sincerely,

A handwritten signature in black ink that reads "Susan Larkin".

Susan Larkin
Vice President/Market Manager
Cox Media Group – Orlando Radio

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*July / August / September - 2010 Arbitron
June 24-September 15, 2010*

MARKET

OVERVIEW

ORLANDO RADIO

Lifegroups

Adult Contemporary

WMGF-FM - Soft
WMMO-FM - Rock
WOMX-FM - Hot

Children

WDYZ-AM

Classic Hits

WOCL-FM

Contemporary Hit Radio

WJHM-FM - Rhythmic/Urban
WPYO-FM - Rhythmic/Urban
WXXL-FM - Pop

Country

WWKA-FM

News/Talk/Sports

WDBO-AM - News/Talk/Sports
WFLF-AM - News/Talk/Sports
WHOO-AM - All Sports
WTKS-FM - Talk
WYGM-AM - Sports
WORL-AM - News/Talk

Religious

WOKB-AM
WRMQ-AM
WTLN-AM

Rock

WHTQ-FM - Classic
WJRR-FM - Alternative Rock

Jazz

WLOQ-FM

Spanish

WNUE-FM
WONQ-AM
WOTS-AM
WPRD-AM
WRLZ-AM
WRUM-FM

Urban

WCFB-FM - A/C

STATION SUMMARY

For Stations Listed in this Report

Home to Arbitron Metro Area

(s) WCFB-FM	94.5	§
(s) WDBO-AM	580	§
(s) WFLF-AM	540	§
WHOO-AM	1080	
(s) WHTQ-FM	96.5	§
(s) WJHM-FM	101.9	§
WLOQ-FM	103.1	
(s) WMGF-FM	107.7	§
(s) WMMO-FM	98.9	§
(s) WNUE-FM	98.1	

(s) WOCL-FM	105.9	§
(s) WOMX-FM	105.1	§
WORL-AM	660	
(s) WPYO-FM	95.3	§
WRLZ-AM	1270	
(s) WRUM-FM	100.3	§
(s) WTKS-FM	104.1	§
(s) WWKA-FM	92.3	§
(s) WXXL-FM	106.7	§
(s) WYGM-AM	740	§

Outside Arbitron Radio Metro Area but home to DMA

WAOA-FM	107.1	
WBVD-FM	95.1	§
WHKR-FM	102.7	
WHOG-FM	95.7	
(s) WJRR-FM	101.1	§
WKRO-FM	93.1	
WLRO-FM	99.3	§
WMMB-AM	1240	§
WNDB-AM	1150	
WNDD-FM	95.5	§

WOGK-FM	93.7	
WSBH-FM	98.5	§
WTRS-FM	102.3	
WVLG-AM	640	
WVYB-FM	103.3	

Outside Arbitron Radio Metro Area and the DMA

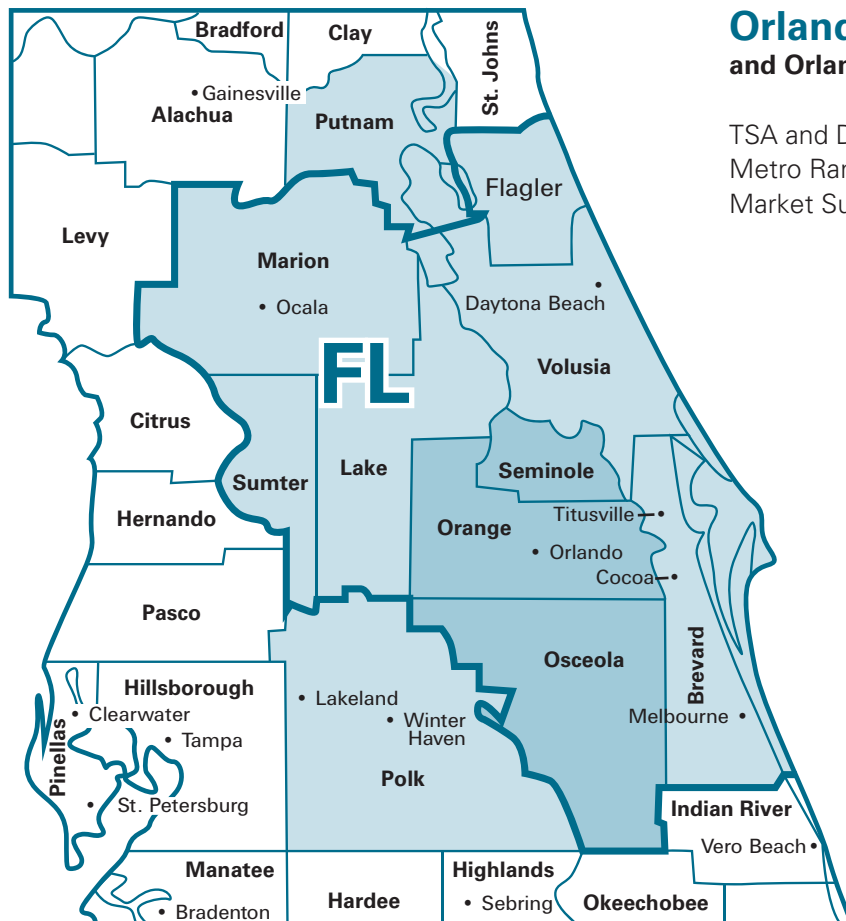
WKTK-FM	98.5	§
WLLD-FM	94.1	§
WOSN-FM	97.1	

WPCV-FM	97.5	
WRUF-FM	103.7	
WSKY-FM	97.3	§

(s) Authorized user of the service as of the publication date.

§ 100% Simulcast requesting Total Line Reporting under primary station's call letters.

< > Indicates home status is based on station's Alternate City ID, rather than on station's legally authorized City of License.



Orlando and Orlando-Daytona Beach-Melbourne DMA®

TSA and DMA sampled in Spring and Fall only.

Metro Rank: 34

Market Surveyed: Winter, Spring, Summer, and Fall



ORLANDO RADIO

Group Owners

CBS Radio

WJHM-FM (CHR Rhythmic)
WOCL-FM (Classic Hits)
WOMX-FM (Hot A/C)

Salem Communications

WTLN-AM (Religious)

Gross Communications

WLOQ-FM (Jazz)

Florida Broadcasters

WONQ-AM (Spanish Tropical)
WRMQ-AM (Gospel)

Genesis Communications

WHOO-AM (All Sports)

Cox Media Group

WCFB-FM (Urban A/C)
WDBO-AM (News/Talk)
WHTQ-FM (Classic Rock)
WMMO-FM (Rock A/C)
WPYO-FM (CHR Rhythmic)
WWKA-FM (Country)

Radio Luz, Inc.

WRLZ-AM (Spanish Contemporary)

Rama Communications

WOKB-AM (Religious)
WLAA-AM (Spanish)

Mega Communications

WNUE-FM (Spanish Contemporary)

Clear Channel

WFLF-AM (News/Talk/Sports)
WJRR-FM (Alternative Rock)
WMGF-FM (Soft A/C)
WYGM-AM (Sports)
WRUM-FM (Spanish)
WTKS-FM (Talk/Personality)
WXXL-FM (CHR-Pop)

J & V Communications

WOTS-AM (Spanish News/Talk)
WPRD-AM (Spanish News/Talk)

ABC Radio

WDYZ-AM (Children's Radio)

A/C = Adult Contemporary

ORLANDO MEDIA

Addresses & Phone/Fax Numbers

RADIO

WCFB 94.5 FM

4192 N. John Young Pkwy.
Orlando, FL 32804
P. 297-0945 F. 290-6631

WDBO 580 AM

4192 N. John Young Pkwy.
Orlando, FL 32804
P. 295-5858 F. 297-0156

WDYZ 990 AM

610 Sycamore, #220
Celebration, FL 34747
P. 566-2033 F. 566-2034

WFLF 540 AM

2500 Maitland Center Pkwy.,
#401, Maitland, FL 32751
P. 916-7800 F. 916-7407

WHTQ 96.5 FM

4192 N. John Young Pkwy.
Orlando, FL 32804
P. 422-9696 F. 422-0917

WJHM 101.9 FM

1800 Pembroke Dr.,
#400, Orlando, FL 32810
P. 919-1000 F. 919-1122

WJRR 101.1 FM

2500 Maitland Center Pkwy.,
#401, Maitland, FL 32751
P. 916-1011 F. 916-7407

**WHOO 1080 AM/
WAMT 1190 AM**

1160 S. Semoran Blvd., #A
Orlando, FL 32807
P. 380-9255 F. 264-1060

WLOQ 103.1 FM

2301 Lucien Way, #180
Maitland, FL 32751
P. 647-5557 F. 647-4495

WMFE 90.7 FM

11510 E. Colonial Dr.
Orlando, FL 32817
P. 273-2300 F. 273-3613

WMGF 107.7 FM

2500 Maitland Center Pkwy.,
#401, Maitland, FL 32751
P. 916-7800 F. 916-0329

WMMO 98.9 FM

4192 N. John Young Pkwy.
Orlando, FL 32804
P. 422-9890 F. 422-6538

WNUE 98.1 FM

337 S. North Lake Blvd., #1024,
Altamonte Springs, FL 32702
P. 331-1777 F. 830-6223

WOCL 105.9

1800 Pembroke Dr., #400,
Orlando, FL 32810
P. 919-1000 F. 919-1137

WOKB 1600 AM

3765 N. John Young Pkwy.
Orlando, FL 32804
P. 293-9652 F. 293-2870

WOMX 105.1 FM

1800 Pembroke Dr., #400,
Orlando, FL 32810
P. 919-1000 F. 919-1138

**WONQ 1030 AM/
WRMQ 1140 AM**

1135 E. Altamonte Dr.
Altamonte Springs, FL 32701
P. 830-0800 F. 260-6100

**WPRD 1440 AM/
WOTS 1220 AM**

222 Hazard St.
Orlando, FL 32804
P. 841-8282 F. 841-8250

WPYO 95.3 FM

4192 N. John Young Pkwy.
Orlando, FL 32804
P. 299-9595 F. 290-1302

WQTM 740 AM

2500 Maitland Center Pkwy.,
#401, Maitland, FL 32751
P. 916-7800 F. 916-0329

WRLZ 1270 AM

6016 B Hoffner Ave.
Orlando, FL 32822
P. 345-0700 F. 345-1492

WRUM 100.3 FM

2500 Maitland Center Pkwy.,
#401, Maitland, FL 32751
P. 916-1003 F. 916-7407

WTKS 104.1 FM

2500 Maitland Center Pkwy.,
#401, Maitland, FL 32751
P. 916-7800 F. 916-7400

**WTLN 950 AM/
WHIM 1520 AM**

1188 Lake View Dr.
Altamonte Springs, FL 32714
P. 682-9494 F. 682-7005

WKKA 92.3 FM

4192 N. John Young Pkwy.
Orlando, FL 32804
P. 298-9292 F. 299-8382

WXXL 106.7 FM

2500 Maitland Center Pkwy.,
#401, Maitland, FL 32751
P. 916-7800 F. 916-7400

TELEVISION

WESH Channel 2/NBC

1021 N. Wymore Rd.
Winter Park, FL 32789
P. 645-2222 F. 539-7949

WFTV Channel 9/ABC

490 E. South St.
Orlando, FL 32801
P. 841-9000 F. 841-8259

WKCF Channel 18

1021 N. Wymore Rd.
Winter Park, FL 32789
P. 645-1818 F. 628-4771

WKMG Channel 6/CBS

4466 John Young Pkwy.
Orlando, FL 32804
P. 521-1200 F. 521-1208

WMFE Channel 24/PBS

11510 E. Colonial Dr.
Orlando, FL 32817
P. 273-2300 F. 273-3613

WOFL Channel 35/Fox

35 Skyline Dr.
Lake Mary, FL 32746
P. 644-3535 F. 333-3535

WRBW Channel 65

35 Skyline Dr.
Lake Mary, FL 32746
P. 248-6500 F. 333-3535

WRDQ Channel 27

490 E. South St.
Orlando, FL 32801
P. 841-9000 F. 422-1414

NEWSPAPER

The Central Florida Advocate

30 Coburn Ave.
Orlando, FL 32805
P. 648-1162 F. 649-8702

The Orlando Sentinel

633 N. Orange Ave.
Orlando, FL 32801
P. 420-5000 F. 420-5286

The Orlando Business Journal

255 South Orange Ave.,
#700, Orlando, FL 32801
P. 649-8470 F. 420-1625

The Orlando Times

4403 Vineland Rd.,
Suite B5, Orlando, FL 32811
P. 841-3052 F. 849-0434

The Orlando Weekly

100 W. Livingston St.
Orlando, FL 32801
P. 377-0400 F. 377-0420

CABLE

**Bright House Networks
Advertising & Sales**

485 N. Keller Rd., #250,
Maitland, FL 32751
P. 215-5200 F. 215-5250

**ALL Phone/Fax Numbers with
407 Area Code**

WHO IS

The Orlando Resident?

	Metro Total	Metro %
Total Households	677,700	100%

Monthly Contract Rent

<\$350	15,928	3.0%
\$350-499	31,561	5.9%
\$500-599	41,517	7.7%
\$600-749	58,987	11.0%
\$750-999	30,762	5.7%
\$1,000+	10,369	1.9%

Median rent: \$612

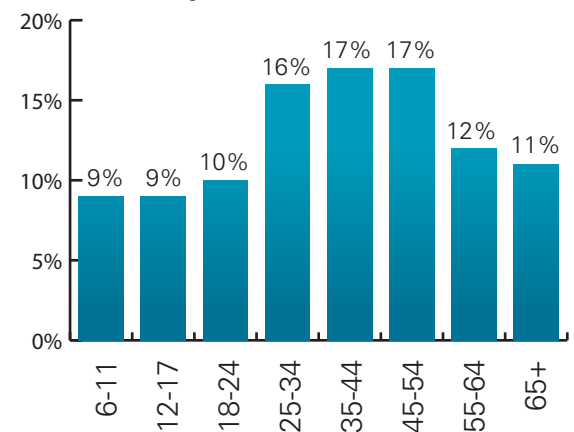
Top 5 Magazines

Magazine	Circulation	%
AARP	119,453	17.7%
Readers Digest	38,647	5.7%
Better Homes & Gardens	32,114	4.8%
People	24,868	3.7%
In Style	22,913	3.4%

Household Size

1 Person	155,600	23.0%
2 Persons	223,000	32.9%
3-4 Persons	223,900	33.0%
5+ Persons	75,200	11.1%

Population Estimates

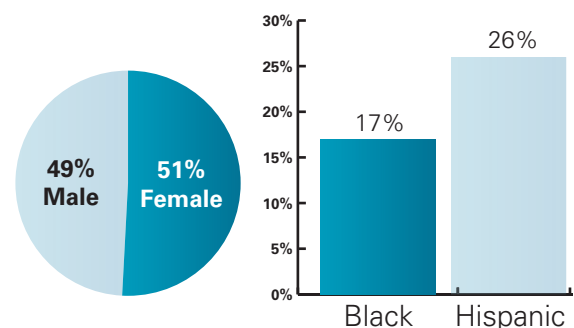


Transportation to Work

Public	12,975	1.8%
Drive to work	567,835	80.6%
Carpool	84,724	12.0%
Other	39,246	5.6%

Car Ownership by Household

0 Cars	40,800	6.0%
1 Car	243,900	36.0%
2 Cars	290,700	42.9%
3+ Cars	102,300	15.1%



Average Travel Time to Work: 27 Minutes

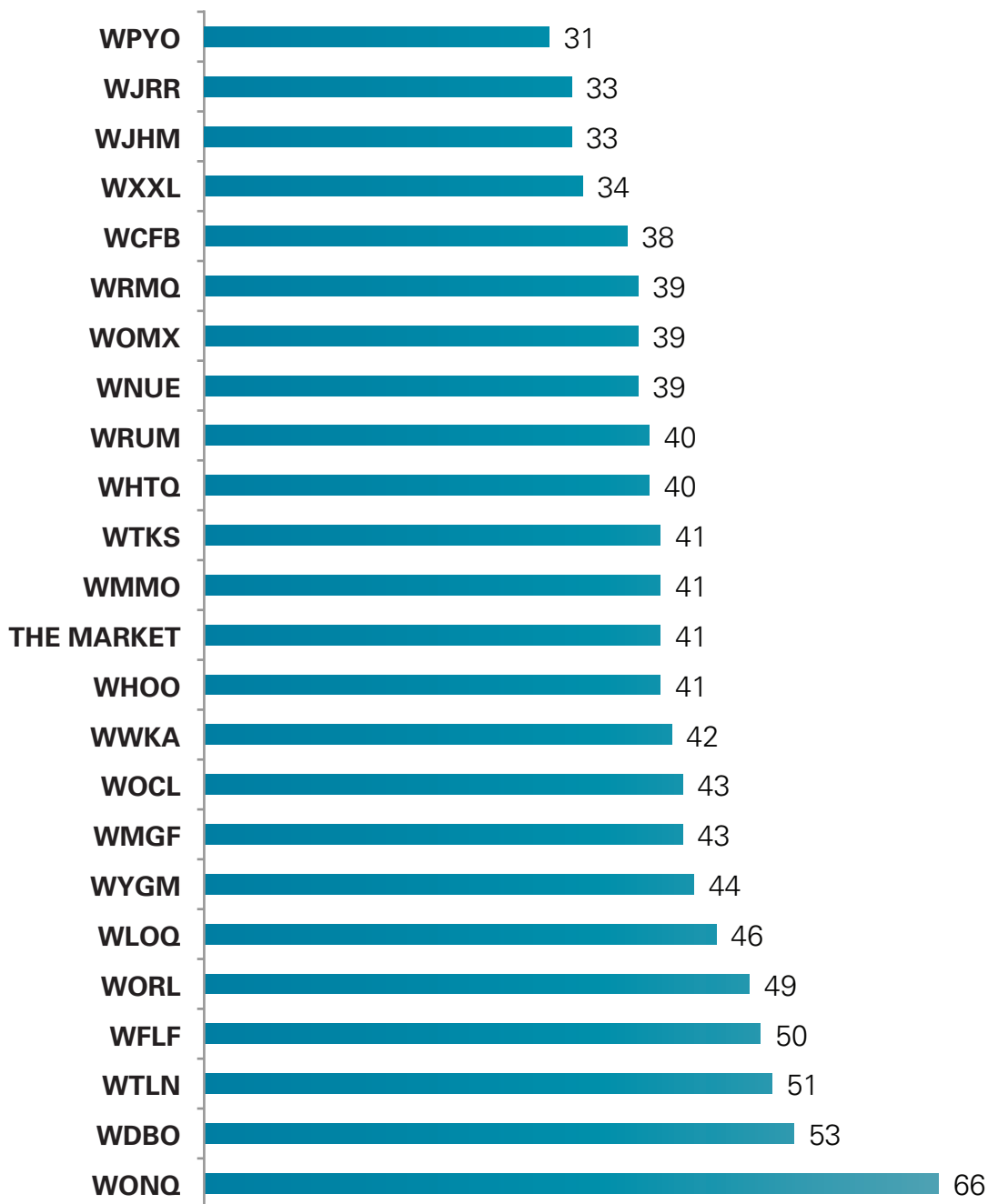
Media Income: \$53,125

Median Home Value: \$110,300

For additional information, please refer to the Qualitative section in the back of this book.

AVERAGE AGES

in the Orlando Market



The Orlando Market = 41

Source: July / August / September 2010 Arbitron, Orlando Metro, Adults 6+, Mon-Sun 6a-12mid. All estimates are copyright protected by the Arbitron Co.

CUME COMPOSITION TABLE

Percent of Cume Audience Shown

	Male	Female	Black	Hispanic	P6-11	P12-17	P18-24	P25-34	P35-44	P45-54	P55-64	P65+
WCFB 94.5 FM	44	56	68	18	14	10	9	15	17	16	11	7
WDBO 580 AM	58	42	3	14	2	7	6	8	9	23	23	22
WFLF 540 AM	63	37	12	4	4	8	6	11	6	25	19	22
WHOO 1080 AM	80	20	22	8	3	5	0	18	34	25	11	4
WHTQ 96.5 FM	59	41	5	19	5	8	9	18	29	21	7	4
WJHM 101.9 FM	45	55	51	23	14	12	15	19	20	11	5	3
WJRR 101.1 FM	63	37	2	23	5	5	14	29	26	13	5	2
WLOQ 103.1 FM	52	48	20	20	7	5	5	12	19	22	14	17
WMGF 107.7	46	54	9	31	8	7	7	16	21	19	12	11
WMMO 98.9 FM	52	48	6	24	6	6	8	15	24	20	13	7
WNUE 98.1 FM	50	50	5	91	5	9	13	18	17	17	9	12
WOCL 105.9 FM	53	47	7	25	7	6	7	15	22	22	14	8
WOMX 105.1 FM	48	52	7	24	8	8	10	19	25	17	7	5
WPYO 95.3 FM	45	55	33	30	14	16	15	18	20	11	4	2
WRUM 100.3 FM	49	51	7	79	9	8	12	17	16	16	11	11
WTKS 104.1 FM	66	34	8	14	6	5	9	24	25	17	10	6
WWKA 92.3 FM	46	54	2	10	7	7	8	14	23	19	13	10
WXXL 106.7 FM	44	56	13	28	10	11	13	22	20	16	5	4
MARKET	49	51	17	26	9	9	10	16	17	17	12	11
MARKET												

Source: July/August/September 2010 Arbitron, Orlando Metro, Mon-Sun 6am-12mid
 Top 3 consecutive age cell percentages highlighted for each station
 All estimates are copyright protected by the Arbitron Co.

STATION

BY STATION ANALYSIS

BUYER'S GUIDE

Criteria

Stations highlighted in the Cox Media Group Orlando Buyer's Guide must meet the following criteria:

- Average Quarter Hour Share is at least 1.0 in the latest PPM Quarterly with Adults 25-54, M-Su 6am-12mid.
- The commercial radio station is located within the Orlando Metro area as defined by Arbitron.

The following stations have been profiled in this Buyer's Guide:

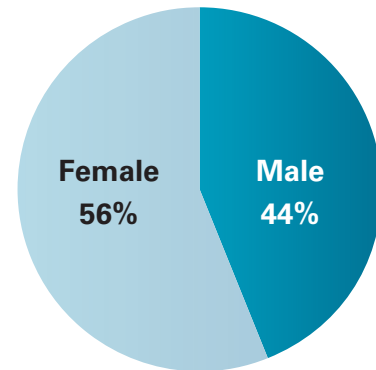
WCFB	WHOO	WJRR	WMMO	WOMX	WTKS
WDBO	WHTQ	WLOQ	WNUE	WPYO	WWKA
WFLF	WJHM	WMGF	WOCL	WRUM	WXXL

July / August / September Arbitron
June 24-September 15, 2010

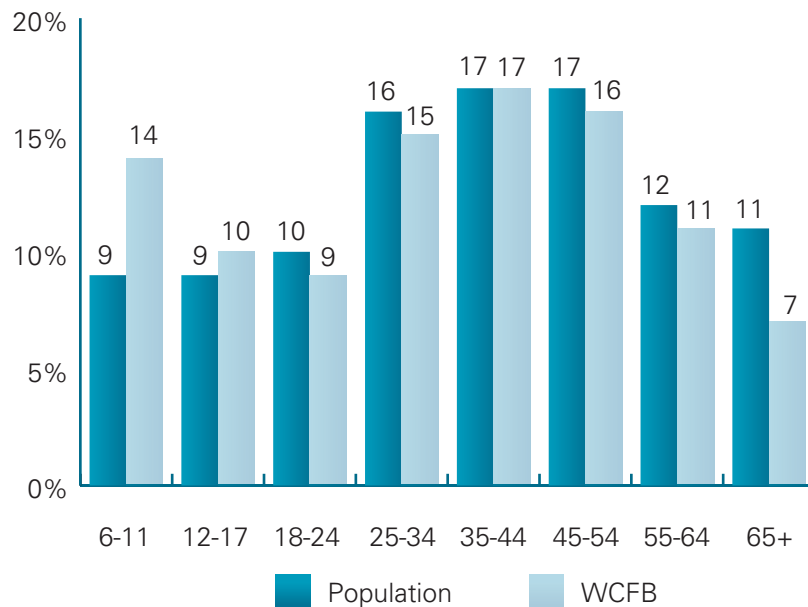
WCFB 94.5 FM

Format	Urban Adult Contemporary
How long with Format	15 Years
Power	100,000
Target Demo	Adults 25-44
Group Owner	Cox Radio
Rep Firm	Katz
Slogan	Star 94.5, Today's R&B and Classic Soul
Web Address	www.star94fm.com
Morning Personality	Tom Joyner
How long with Station	13 Years

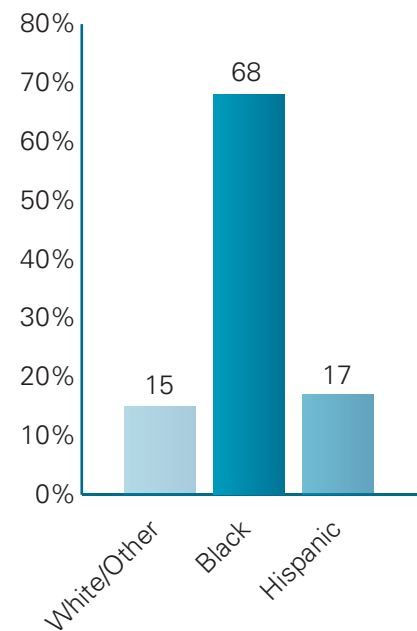
Gender



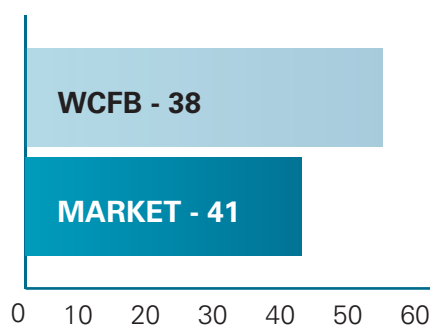
Cume Audience Composition, % shown



Ethnic Composition, % shown



Median Age



Source: July/August/September 2010 Arbitron, Metro Orlando, M-Su 6a-12m, Cume, P6+ All estimates are copyright protected by Arbitron.

STAR 94.5

Today's R&B & Classic Soul

Ratings (M-Su 6a – 12m)

With Adults 25-54, WCFB's first PPM 3-book Average share is a 7.6 (#2). The station's Average Rating is 0.8 and the Weekly Cume is 127,500.

Mornings (M-F 6a – 10a)

With Adults 25-54, The Tom Joyner Morning Show's first Average Share is an 8.9 (#1). The show's Average Rating is 1.0 and the Weekly Cume is 51,700.

Programming

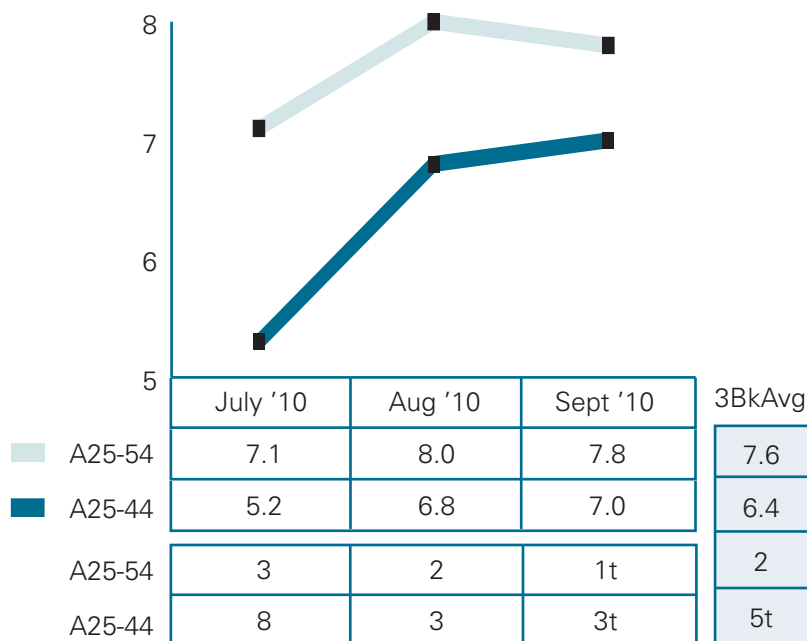
STAR 94.5 is Central Florida's only adult Urban radio station. Musically, WCFB features Today's R&B from artists like Fantasia, Kem, Mary J. Blige and Jaheim as well as Classic Soul from artists like Anita Baker, Luther Vandross, Frankie Beverly & Maze and Marvin Gaye. STAR 94.5 airs the nationally syndicated personalities Tom Joyner in mornings and Michael Baisden in afternoons.

Marketing

There was no major marketing during the summer.

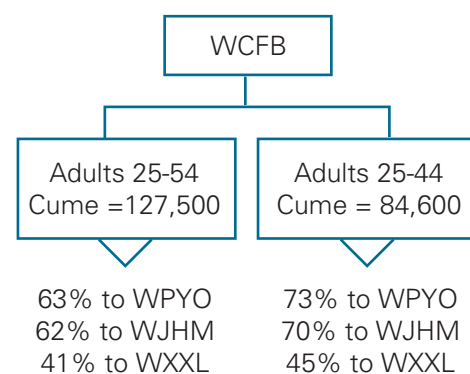
Total Week Trends (Adults 25-54 & Target Demo)

AQH Share M-Su 6a-12m



Audience Duplication

M-Su 6am-12m



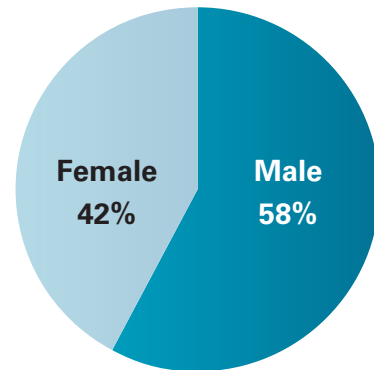
Source: July/August/September 2010 Arbitron, Metro Orlando, Mon-Sun 6a-12mid, % Cume Duplication. All estimates are copyright protected by Arbitron.

Source: Arbitron, Orlando Metro, Mon-Sun 6a-12mid, AQH Share. All estimates are copyright protected by Arbitron

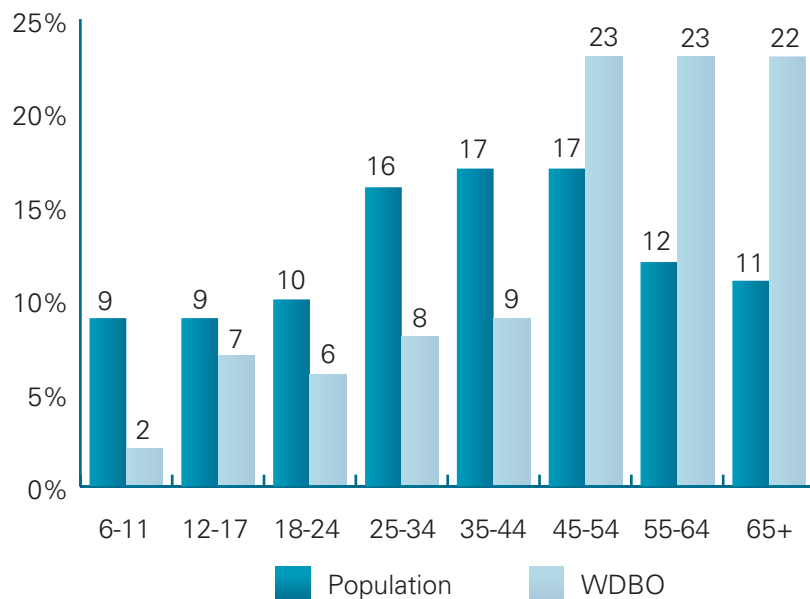
WDBO 580 AM

Format	News/Talk
How long with Format	86 Years
Power	5,000
Target Demo	Adults 35-54
Group Owner	Cox Radio
Rep Firm	Katz
Slogan	News, Weather & Traffic. Depend on it.
Web Address	www.wdbo.com
Morning Personality	Jim Turner
How long with Station	38 Years

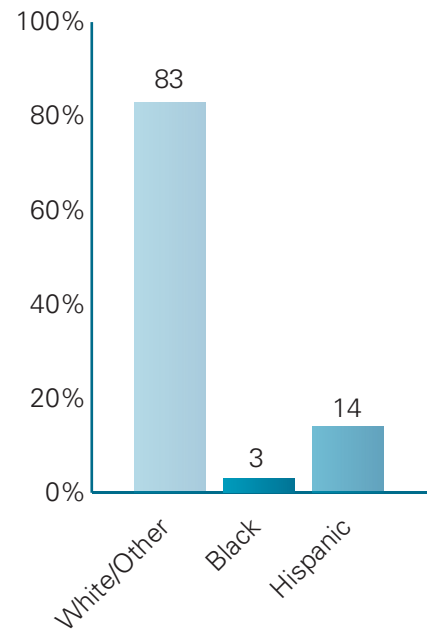
Gender



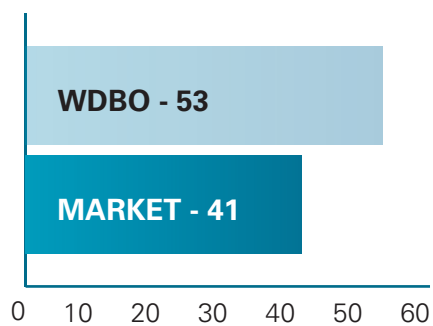
Cume Audience Composition, % shown



Ethnic Composition, % shown



Median Age



Source: July/August/September 2010 Arbitron, Metro Orlando, M-Su 6a-12m, Cume, P6+ All estimates are copyright protected by Arbitron.

NEWS-TALK AM 580 WDBO

Central Florida's News, Weather & Traffic Station

Ratings (M-Su 6a – 12m)

With Adults 25-54, WDBO's first PPM 3-book Average share is a 2.1 (#16). The station's Average Rating is 0.2 and the Weekly Cume is 62,400.

Mornings (M-Su 5a – 9a)

Among adults 25-54, Central Florida's Morning News with Jim Turner has a first Average Share of 4.0 (9t). The Average Rating is 0.3 and the Weekly Cume is 38,200.

Middays (M-F 9a-3p):

With Adults 24-54 the Neal Boortz show (9a-1p) has a first PPM Average Share of 1.6 (#17). The Average Rating is 0.2 and the Weekly Cume is 28,900 . With Adults 25-54, Clark Howard (1p-3p) has a first Average Share of 1.8 (16t). Clark's Average Rating is 0.2 and the Weekly Cume is 18,000.

Afternoons (M-F 3p-6p):

Among Adults 25-54, Sean Hannity has a first Average Share of 2.4 (#16). The show's Average Rating is 0.4 and the Weekly Cume is 28,200.

Programming:

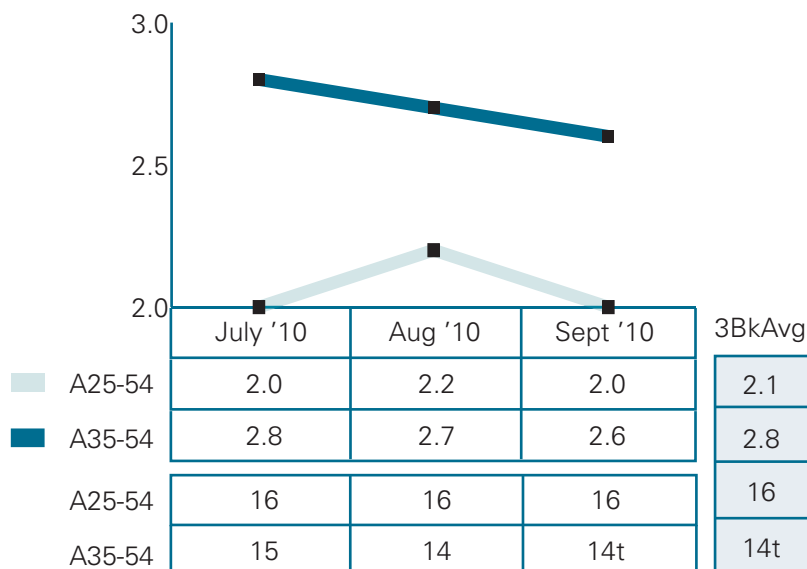
News/Talk AM 580 WDBO is positioned as Central Florida's News, Weather, and Traffic station, headlined by Jim Turner and Central Florida's Morning News. WDBO's lineup features syndicated talk hosts Neal Boortz (9a-1p), Clark Howard (1p-3p), Sean Hannity (3p-7p) and Michael Savage (7p-10p).

Marketing:

No major marketing was conducted during this quarter.

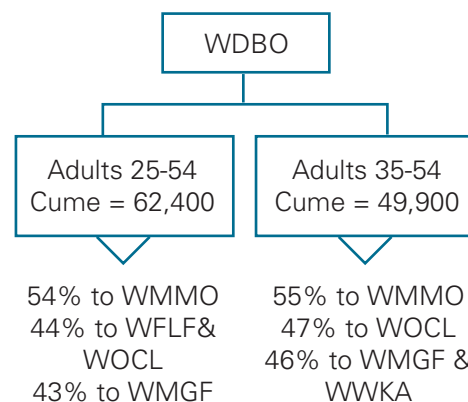
Total Week Trends (Adults 25-54 & Target Demo)

AQH Share M-Su 6a-12m



Source: Arbitron, Orlando Metro, Mon-Sun 6a-12mid, AQH Share. All estimates are copyright protected by Arbitron

Audience Duplication M-Su 6am-12m

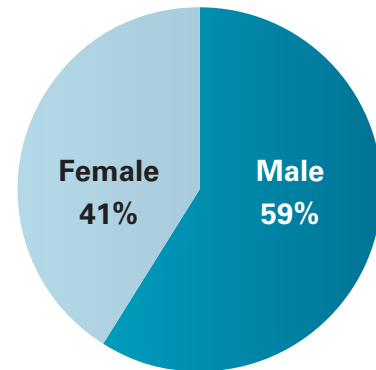


Source: July/August/September 2010 Arbitron, Metro Orlando, Mon-Sun 6a-12mid, % Cume Duplication. All estimates are copyright protected by Arbitron.

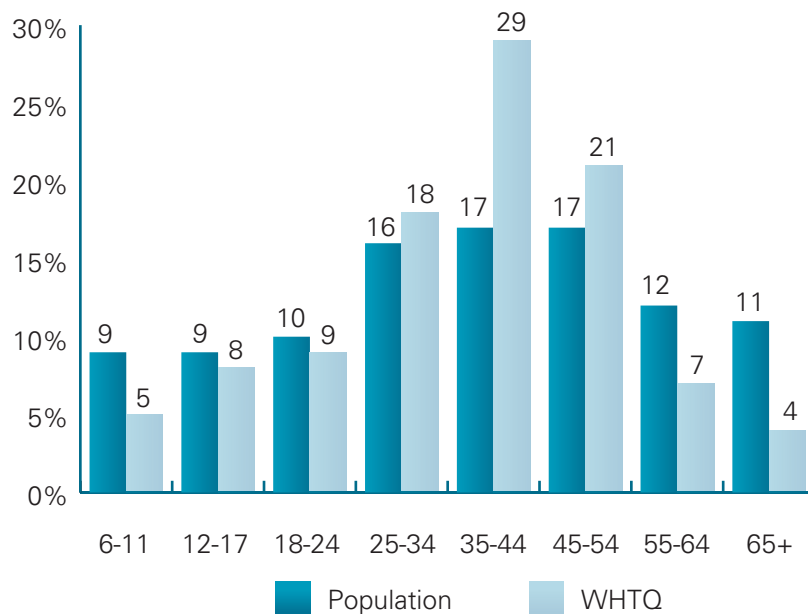
WHTQ 96.5 FM

Format	Classic Rock
How long with Format	16 Years
Power	100,000
Target Demo	Men 25-54
Group Owner	Cox Radio
Rep Firm	Christal
Slogan	WHTQ, 100% Clasic Rock
Web Address	www.whtq.com
Morning Personality	Bubba the Love Sponge ®
How long with Station	1 Year

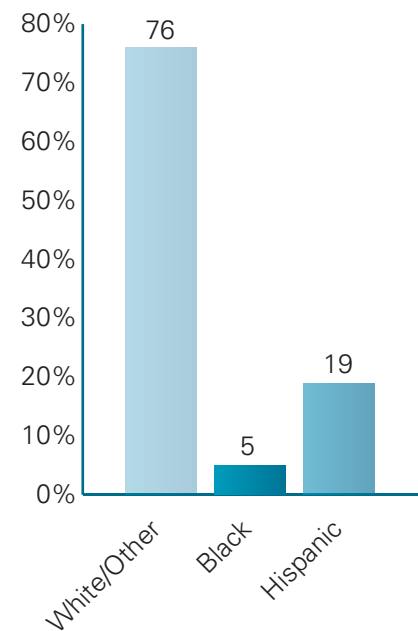
Gender



Cume Audience Composition, % shown



Ethnic Composition, % shown



Median Age



Source: July/August/September 2010 Arbitron, Metro Orlando, M-Su 6a-12m, Cume, P6+ All estimates are copyright protected by Arbitron.

96.5 WHTQ

100% Classic Rock

Ratings (M-Su 6a-12m):

With Adults 25-54, WHTQ's first PPM 3-book Average share is a 5.4 (#7t). The station's Average Rating is 0.5 and the Weekly Cume is 213,000.

Mornings (M-F 6a-10a):

With Adults 25-54 in mornings, the first Average Share for Bubba the Love Sponge ® is a 3.1 (#12t). The show's Average Rating is 0.4 and the Weekly Cume is 50,900.

Programming

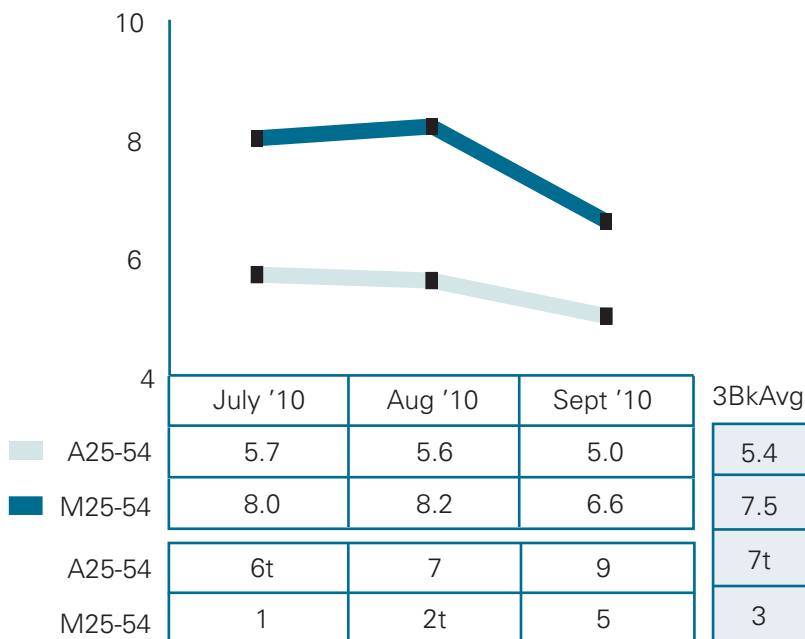
WHTQ is the only Orlando station playing "100% Classic Rock" by artists such as Led Zeppelin, AC/DC, Aerosmith, Pink Floyd, and Van Halen. The station continues to focus on "50 Minutes of Classic Rock Every Hour." Bubba the Love Sponge® in the mornings is syndicated from Tampa.

Marketing

WHTQ did no major marketing during the Summer survey.

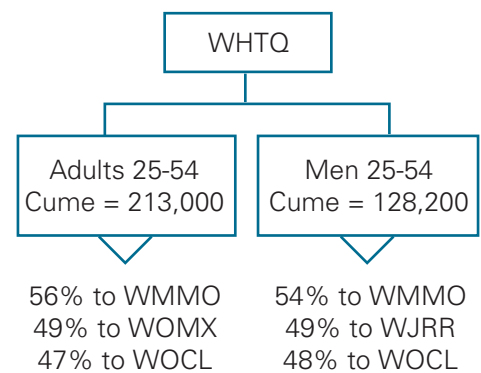
Total Week Trends (Adults 25-54 & Target Demo)

AQH Share M-Su 6a-12m



Audience Duplication

M-Su 6am-12m



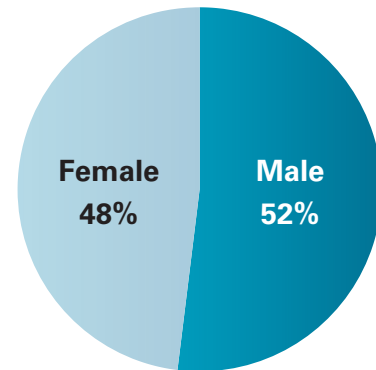
Source: July/August/September 2010 Arbitron, Metro Orlando, Mon-Sun 6a-12mid, % Cume Duplication. All estimates are copyright protected by Arbitron.

Source: Arbitron, Orlando Metro, Mon-Sun 6a-12mid, AQH Share. All estimates are copyright protected by Arbitron

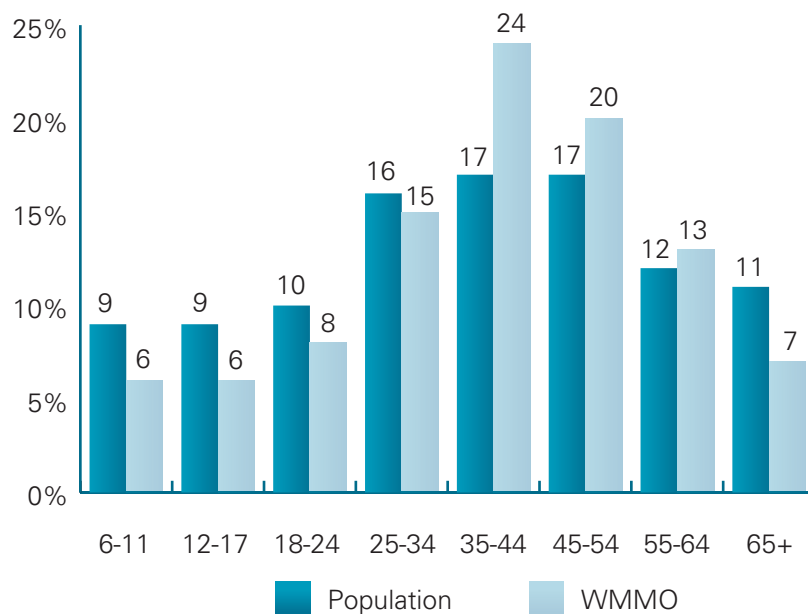
WMMO 98.9 FM

Format	Rock Adult Contemporary
How long with Format	20 Years
Power	50,000
Target Demo	Adults 25-54
Group Owner	Cox Radio
Rep Firm	Christal
Slogan	Soft Rock & Roll of Yesterday and Today
Web Address	www.wmmo.com
Morning Personality	Shawn Burke
How long with Station	11 Years

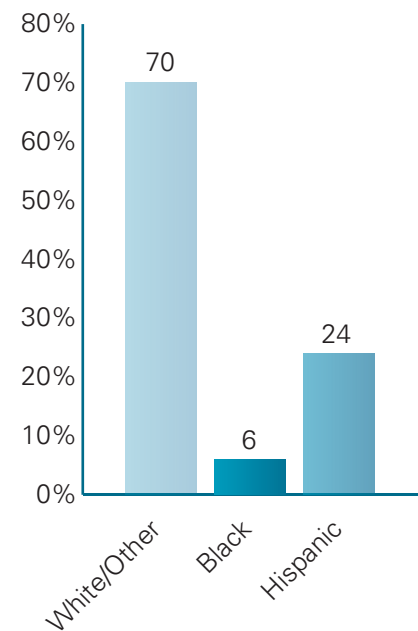
Gender



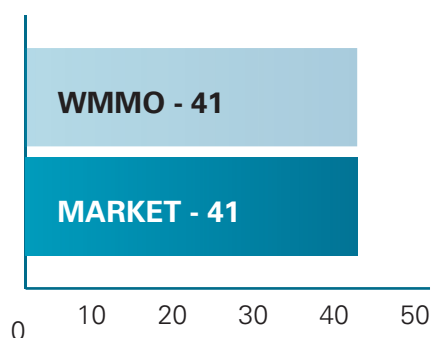
Cume Audience Composition, % shown



Ethnic Composition, % shown



Median Age



Source: July/August/September 2010 Arbitron, Metro Orlando, M-Su 6a-12m, Cume, P6+ All estimates are copyright protected by Arbitron.

98.9 WMMO

Soft Rock 'n Roll of Yesterday & Today

Ratings (M-Su 6a – 12m)

Among Adults 25-54, WMMO’s first PPM 3-book Average share is an 8.0 (#1). The station’s Average Rating is 0.8 and the Weekly Cume is 272,800.

Mornings (M-F 6a – 10a)

With Adults 25-54, Shawn’s Most Music Morning Show has a first Average Share of 6.8 (#4). The show’s Average Rating is 0.8 and the Weekly Cume is 125,900.

Programming

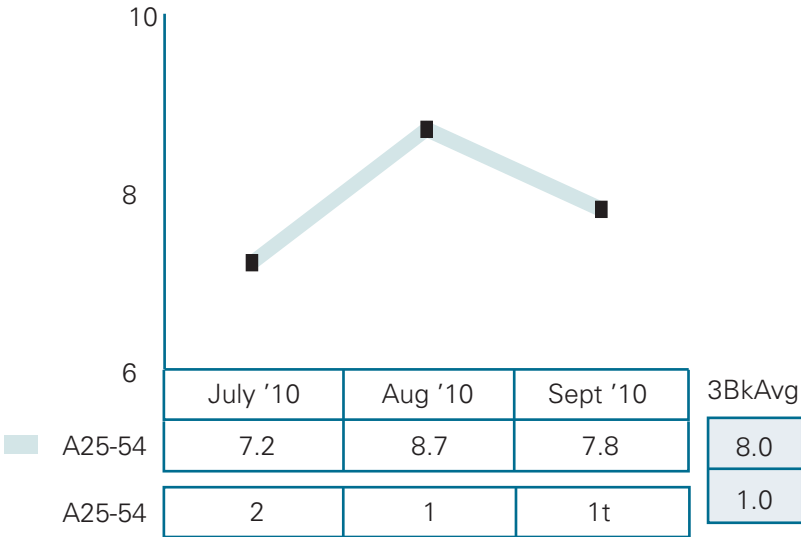
WMMO has an Adult Contemporary format with a "rock" feel, playing music from the late 60’s through today by artists like Elton John, The Eagles, Fleetwood Mac, Daughtry, and Billy Joel. WMMO has “The Music Promise” to not talk over music, always identify titles and artists, and play more music with less talk and fewer commercials.

Marketing

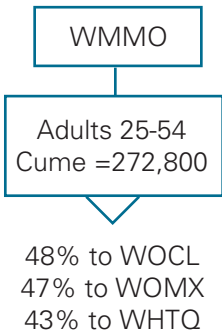
WMMO advertised on television during the Summer.

Total Week Trends (Adults 25-54 & Target Demo)

AQH Share M-Su 6a-12m



**Audience Duplication
M-Su 6am-12m**



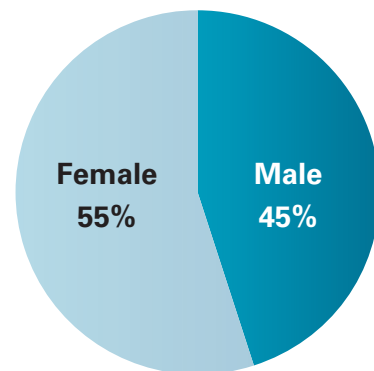
Source: July/August/September 2010 Arbitron, Metro Orlando, Mon-Sun 6a-12mid, % Cume Duplication. All estimates are copyright protected by Arbitron.

Source: Arbitron, Orlando Metro, Mon-Sun 6a-12mid, AQH Share. All estimates are copyright protected by Arbitron

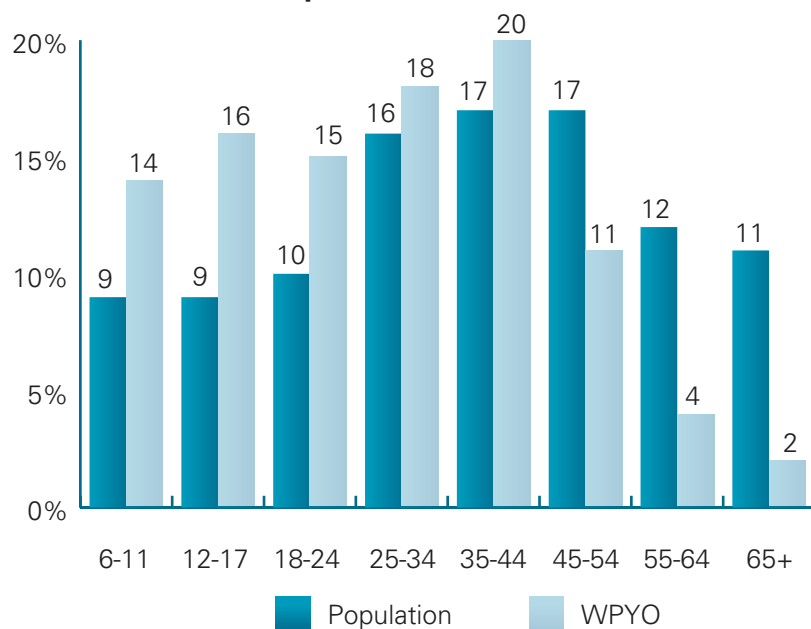
WPYO 95.3 FM

Format	Contemporary Hit Radio (Rhythmic)
How long with Format	6 Years
Power	25,000
Target Demo	Adults 18-34
Group Owner	Cox Radio
Rep Firm	Christal
Slogan	Power 95.3, The New #1 for Hip Hop
Web Address	www.power953.com
Morning Personality	Obie & Lil' Shawn
How long with Station	8 Years

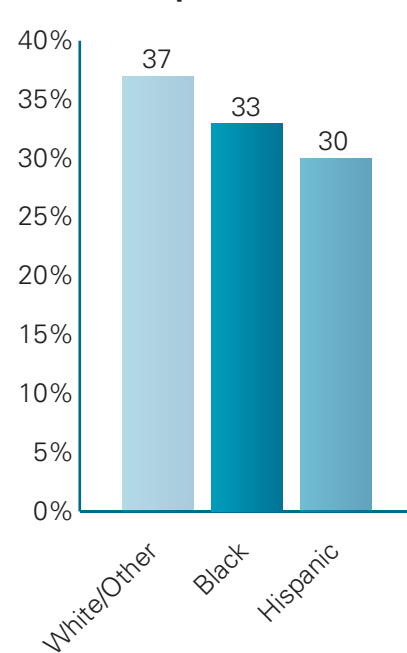
Gender



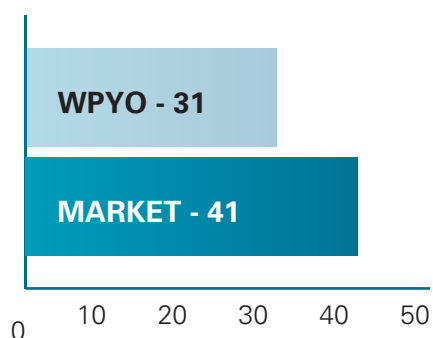
Cume Audience Composition, % shown



Ethnic Composition, % shown



Median Age



Source: July/August/September 2010 Arbitron, Metro Orlando, M-Su 6a-12m, Cume, P6+ All estimates are copyright protected by Arbitron.

POWER 95.3

The New #1 for Hip Hop

Ratings (M-Su 6a – 12m)

Among Adults 25-54, WPYO's first PPM 3-book Average share is an 5.2 (#9). The station's Average Rating is 0.5 and the Weekly Cume is 224,500. With Adults 18-34, WPYO's first PPM 3-book Average share is an 10.9 (#1). The station's Average Rating is 0.9 and the Weekly Cume is 148,000.

Mornings (M-F 6a – 10a)

Among Adults 25-54, Obie & Lil' Shawn's morning show has a first average share of 5.5 (#6). The show's Average Rating is 0.6 and the Weekly Cume is 79,900. With Adults 18-34, Obie & Lil' Shawn's morning show has a first average share of 13.0 (#1). The show's Average Rating is 1.1 and the Weekly Cume is 54,200.

Programming

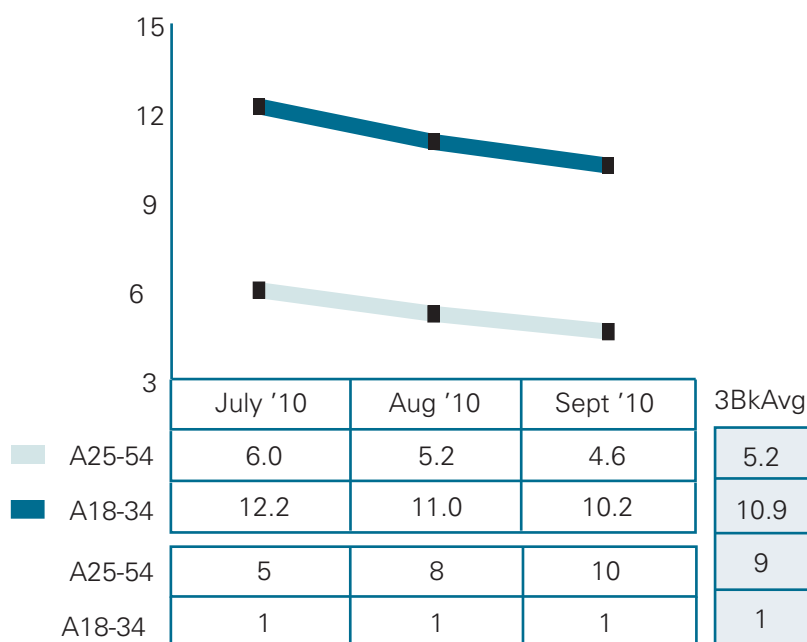
Power 95.3's position is "Orlando's New #1 for Hip Hop." Core artists on the station are Lady Gaga, Eminem, Usher, Drake, and B.o.B. Power's on-air contesting included the "Power Digital Backpack" giveaways.

Marketing

There was no major marketing during the Summer.

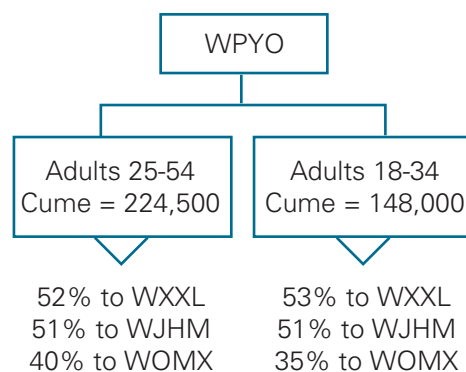
Total Week Trends (Adults 25-54 & Target Demo)

AQH Share M-Su 6a-12m



Source: Arbitron, Orlando Metro, Mon-Sun 6a-12mid, AQH Share. All estimates are copyright protected by Arbitron

Audience Duplication M-Su 6am-12m

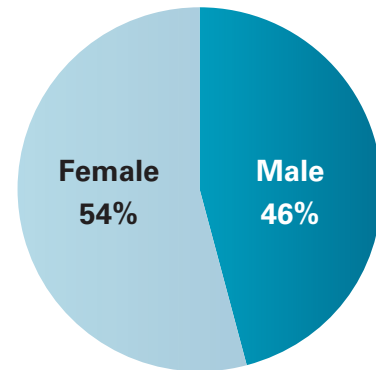


Source: July/August/September 2010 Arbitron, Metro Orlando, Mon-Sun 6a-12mid, % Cume Duplication. All estimates are copyright protected by Arbitron.

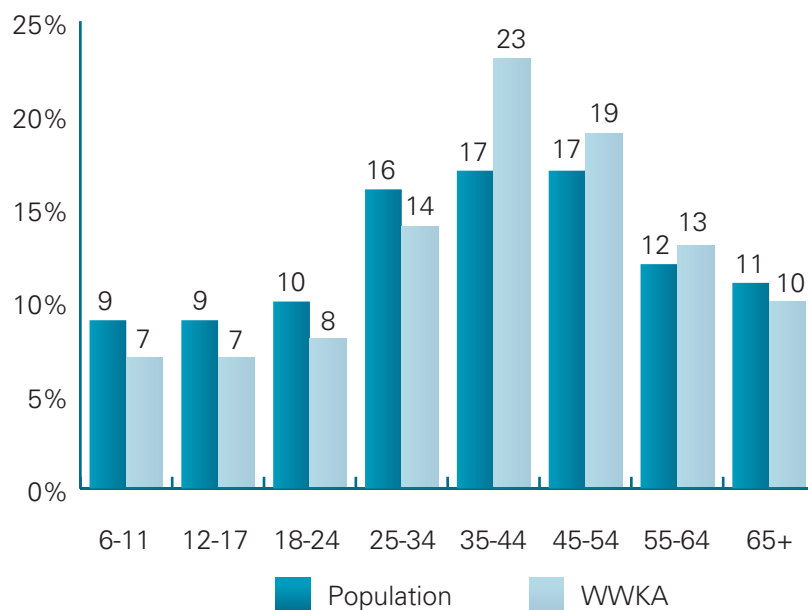
WWKA 92.3 FM

Format	Country
How long with Format	27 Years
Power	100,000
Target Demo	Adults 25-54
Group Owner	Cox Radio
Rep Firm	Katz
Slogan	The Most Country Music Guaranteed
Web Address	www.k92fm.com
Morning Personality	Grace & Skid
How long with Station	2 Years

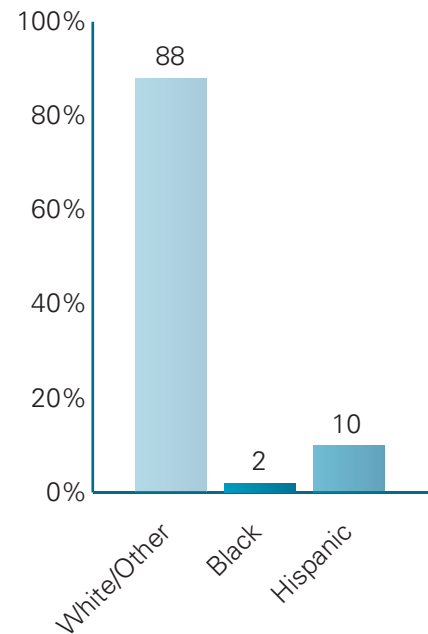
Gender



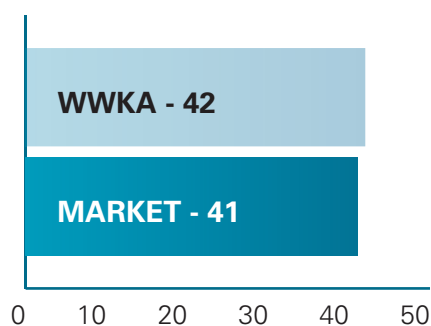
Cume Audience Composition, % shown



Ethnic Composition, % shown



Median Age



Source: July/August/September 2010 Arbitron, Metro Orlando, M-Su 6a-12m, Cume, P6+ All estimates are copyright protected by Arbitron.

K92FM

The Most Country Music Guaranteed

Ratings (M-Su 6a – 12m)

Among Adults 25-54, WWKA's first PPM 3-book Average share is an 4.7 (#11). The station's Average Rating is 0.5 and the Weekly Cume is 169,000.

Mornings (M-F 6a – 10a)

With Adults 25-54, the morning show has a first Average Share of 4.1 (#9). The show's Average Rating is 0.5 and the Weekly Cume is 71,100.

Programming

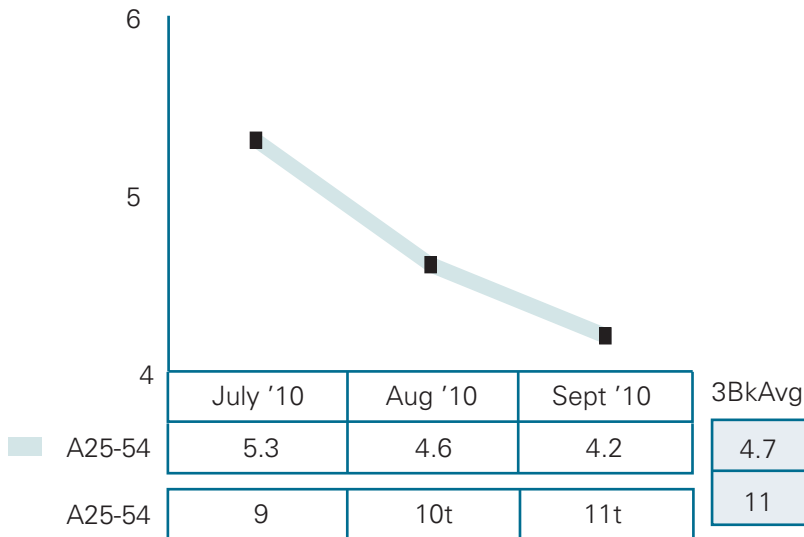
WWKA is a mainstream Country music station, positioned as "K92FM, The Most Country Music Guaranteed." The playlist consists of current stars like Taylor Swift, Carrie Underwood, Rascal Flatts and Kenny Chesney, along with established artists like George Strait, Garth Brooks, and Alabama.

Marketing

K92FM did not conduct any outside marketing in the summer.

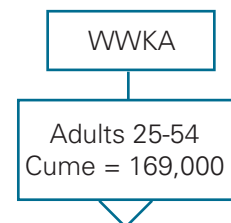
Total Week Trends (Adults 25-54 & Target Demo)

AQH Share M-Su 6a-12m



Audience Duplication

M-Su 6am-12m



54% to WOMX
49% to WXXL
44% to WMMO

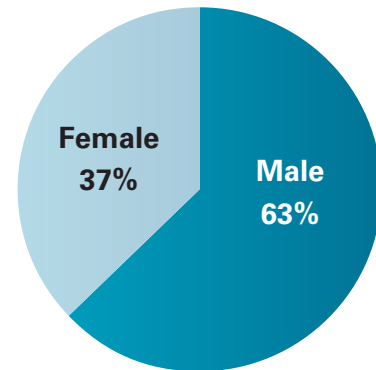
Source: July/August/September 2010 Arbitron, Metro Orlando, Mon-Sun 6a-12mid, % Cume Duplication. All estimates are copyright protected by Arbitron.

Source: Arbitron, Orlando Metro, Mon-Sun 6a-12mid, AQH Share. All estimates are copyright protected by Arbitron

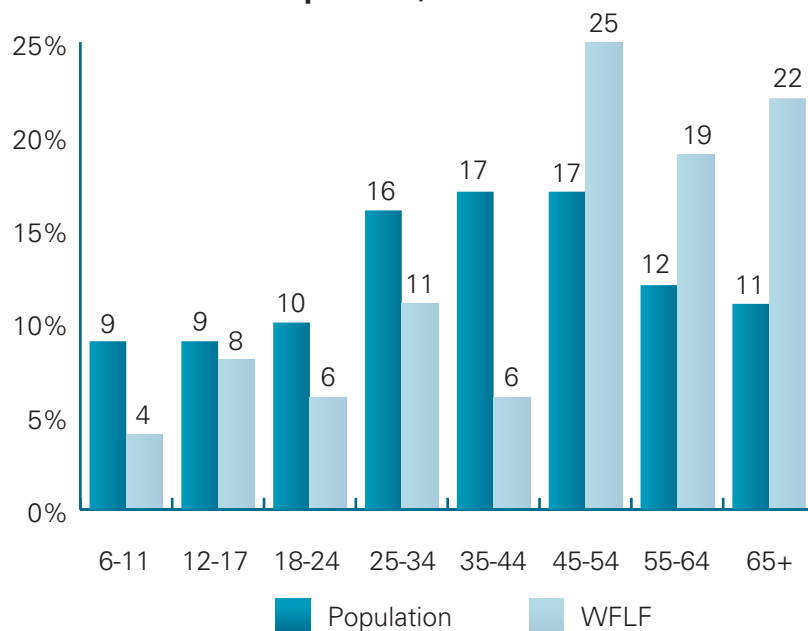
WFLF 540 AM

Format	News/Talk
How long with Format	8 Years
Power	50,000
Target Demo	Adults 35-64
Group Owner	Clear Channel
Rep Firm	Clear Channel
Slogan	News Radio 540 WFLA (WFLF are the official call letters)
Web Address	www.540wfla.com
Morning Personality	Bud Hedinger
How long with Station	3 months

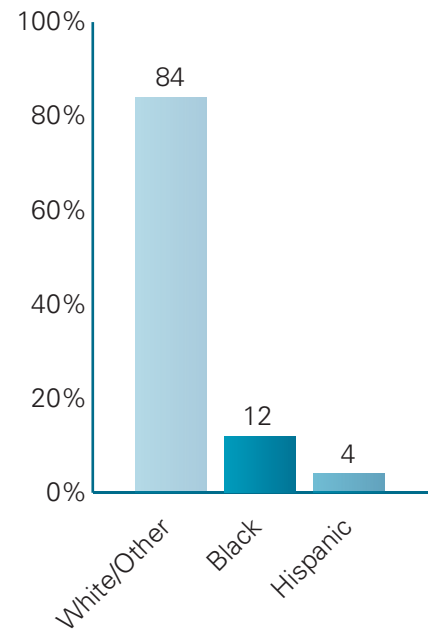
Gender



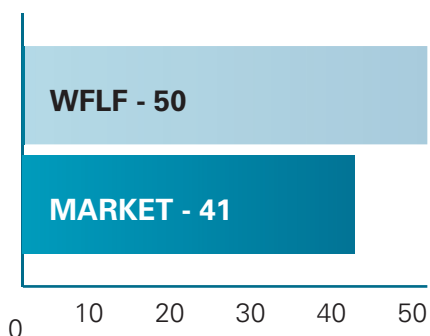
Cume Audience Composition, % shown



Ethnic Composition, % shown



Median Age



Source: July/August/September 2010 Arbitron, Metro Orlando, M-Su 6a-12m, Cume, P6+ All estimates are copyright protected by Arbitron.

NEWS RADIO 540 WFLA

Ratings (M-Su 6a – 12m)

With Adults 25-54 WFLF has a first PPM Average Share of 1.6 (#17). The station's Average Rating is 0.2, and the Weekly Cume is 47,800.

Mornings (M-F 6a-9a):

Among adults 25-54, The Bud Hedinger show has a first Average Share of 1.4 (18). The Average Rating is 0.2 and the Weekly Cume is 16,100.

Middays (M-F 9a-3p):

With Adults 24-54 the Glen Beck show (9a-12n) has a first PPM Average Share of 4.1 (#9t). The Average Rating is 0.5 and the Weekly Cume is 20,000. With Adults 25-54, Rush Limbaugh (12n-3p) has a first Average Share of 2.4 (15). Rush's Average Rating is 0.3 and the Weekly Cume is 22,200.

Afternoons (M-F 3p-6p):

Among Adults 25-54, the Dave Ramsey show has a first Average Share of 1.4 (#17t). The show's Average Rating is 0.2 and the Weekly Cume is 19,300.

Programming:

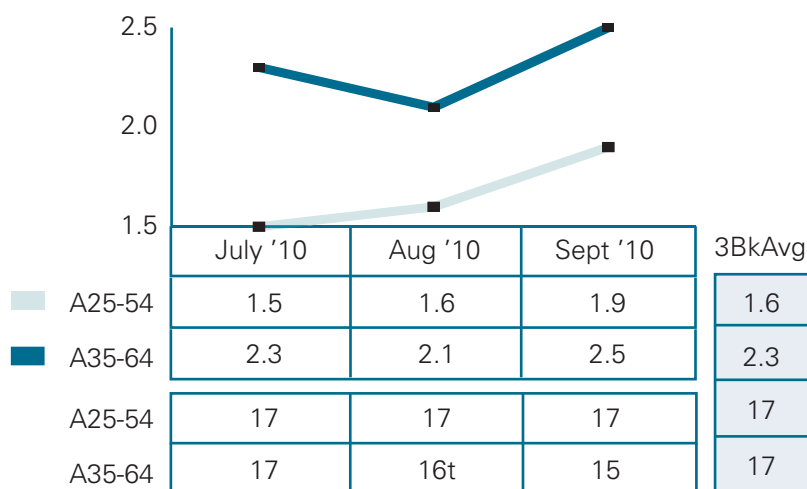
WFLF is known as "News Radio 540 WFLA" and uses "The Rush Limbaugh Station" as a primary position. Personalities include Bud Hedinger in mornings, Glen Beck and Rush Limbaugh anchoring middays, and syndicated financial counselor Dave Ramsey in the afternoons.

Marketing:

No major marketing was conducted during this quarter.

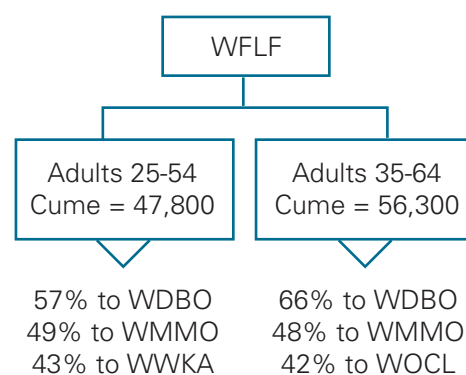
Total Week Trends (Adults 25-54 & Target Demo)

AQH Share M-Su 6a-12m



Source: Arbitron, Orlando Metro, Mon-Sun 6a-12mid, AQH Share. All estimates are copyright protected by Arbitron

Audience Duplication M-Su 6am-12m

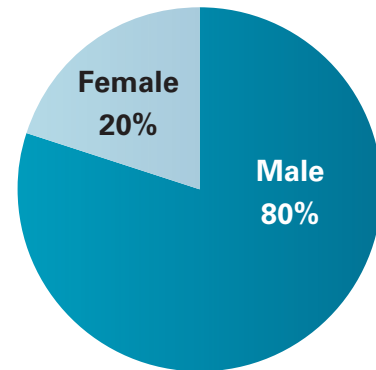


Source: July/August/September 2010 Arbitron, Metro Orlando, Mon-Sun 6a-12mid, % Cume Duplication. All estimates are copyright protected by Arbitron.

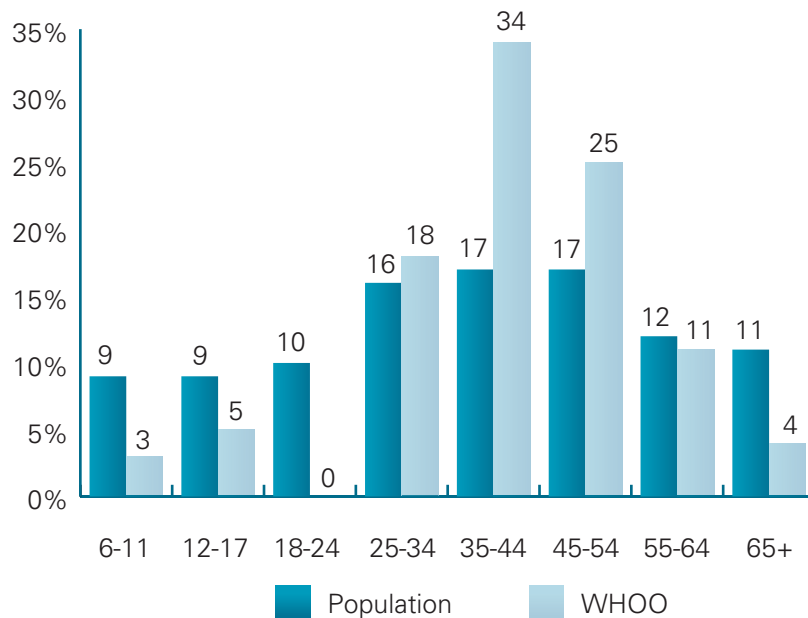
WHOO 1080 AM

Format	All Sports
How long with Format	9 Years
Power	10,000
Target Demo	Men 25-54
Group Owner	Genesis Communications
Rep Firm	N/A
Slogan	ESPN Radio
Web Address	www.espnflorida.com
Morning Personality	Mike & Mike
How long with Station	9 Years

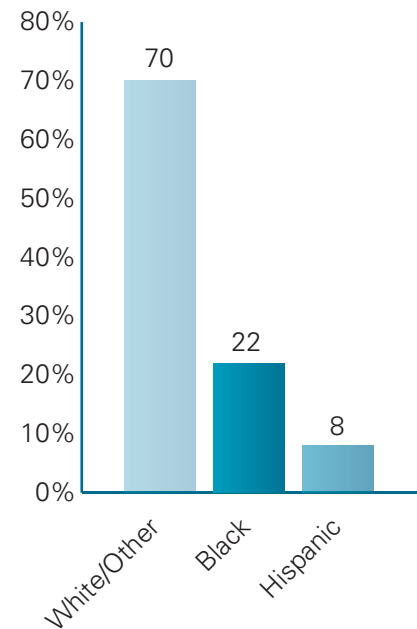
Gender



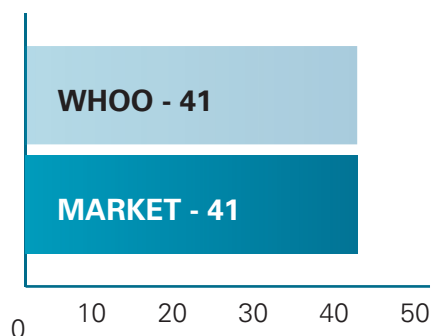
Cume Audience Composition, % shown



Ethnic Composition, % shown



Median Age



Source: July/August/September 2010 Arbitron, Metro Orlando, M-Su 6a-12m, Cume, P6+ All estimates are copyright protected by Arbitron.

ESPN RADIO 1080 WHOO

Ratings (M-Su 6a-12m)

Among Adults 25-54, WHOO's first PPM 3-book Average share is a 1.1 (#18). The station's Average Rating is 0.1 and the Weekly Cume is 33,100.

Mornings (M-F 6a-10a)

With Adults 25-54, the morning show has a first Average Share of 1.8 (#18). The show's Average Rating is 0.2 and the Weekly Cume is 21,800.

Programming

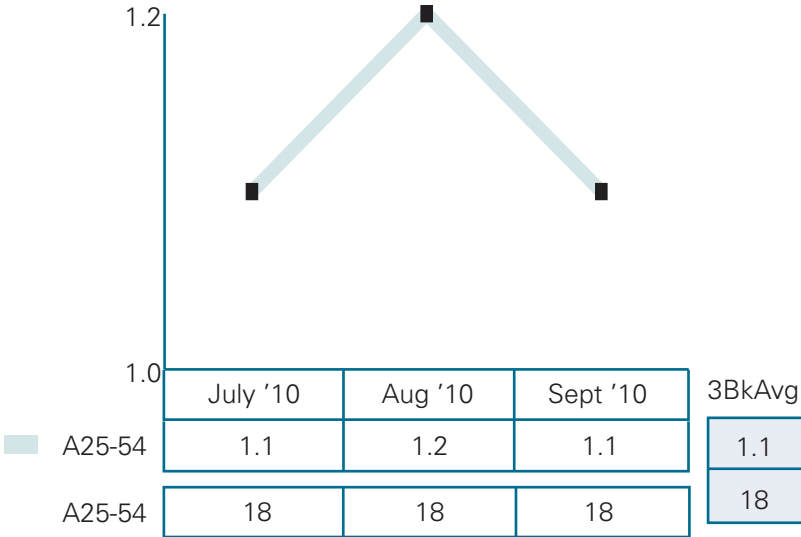
WHOO is known as "1080 The Team." The programming consists of syndicated programs from ESPN radio with afternoon drive local sports talk with O'Neil and Tuck.

Marketing

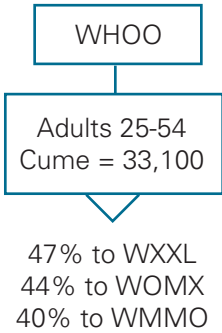
No major marketing was conducted during this quarter.

Total Week Trends (Adults 25-54 & Target Demo)

AQH Share M-Su 6a-12m



Audience Duplication M-Su 6am-12m



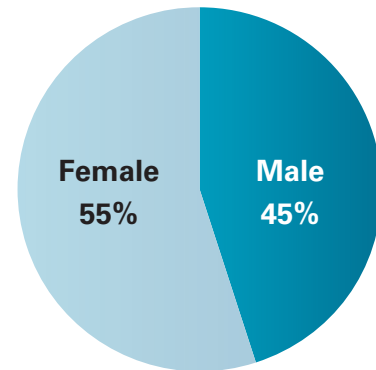
Source: July/August/September 2010 Arbitron, Metro Orlando, Mon-Sun 6a-12mid, % Cume Duplication. All estimates are copyright protected by Arbitron.

Source: Arbitron, Orlando Metro, Mon-Sun 6a-12mid, AQH Share. All estimates are copyright protected by Arbitron

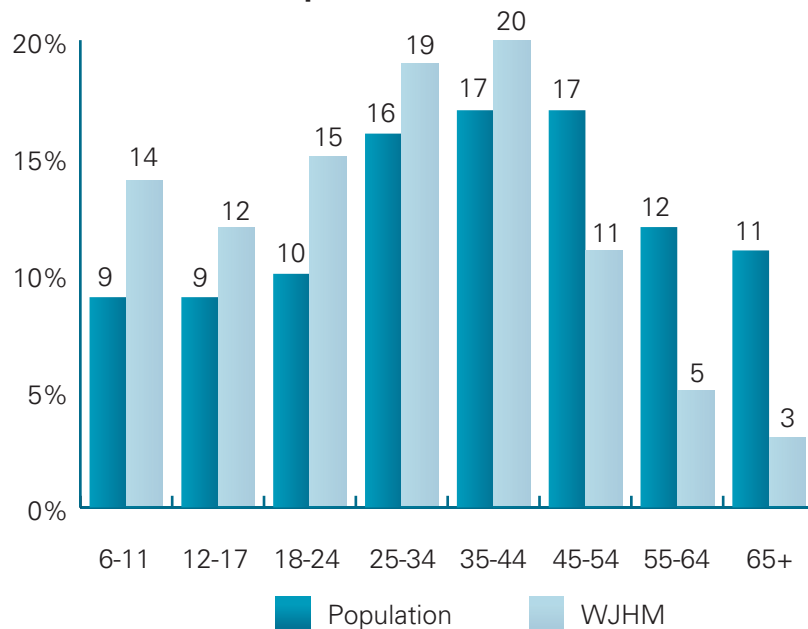
WJHM 101.9 FM

Format	Rhythmic Contemporary Hits
How long with Format	20 Years
Power	28,000
Target Demo	Adults 18-34
Group Owner	CBS Radio
Rep Firm	Eastman Radio
Slogan	Orlando's Official #1 for Hip-Hop & R&B
Web Address	www.102jamzorlando.com
Morning Personality	Steve Harvey
How long with Station	3 Years

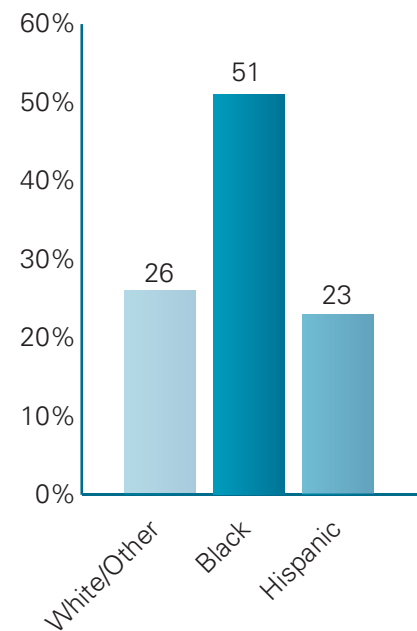
Gender



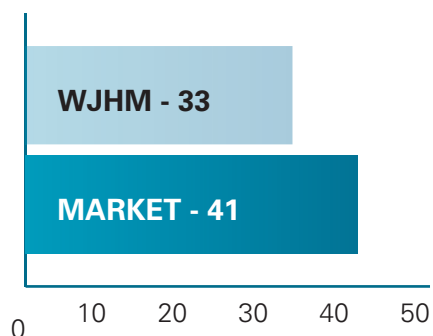
Cume Audience Composition, % shown



Ethnic Composition, % shown



Median Age



Source: July/August/September 2010 Arbitron, Metro Orlando, M-Su 6a-12m, Cume, P6+ All estimates are copyright protected by Arbitron.

102 JAMZ

Orlando's Official #1 for Hip-Hop & R&B

Ratings (M-Su 6a – 12m)

Among Adults 25-54, WJHM's first PPM 3-book Average share is a 3.6 (#13). The station's Average Rating is 0.4 and the Weekly Cume is 156,400. With Adults 18-34, WJHM's first PPM 3-book Average share is an 5.9 (#6). The station's Average Rating is 0.5 and the Weekly Cume is 103,900.

Mornings (M-F 6a – 10a)

With Adults 25-54, Steve Harvey's morning show has a first average share of 3.0 (#14t). The show's Average Rating is 0.4 and the Weekly Cume is 45,900. Among Adults 18-34, Steve Harvey's morning show has a first average share of 4.8 (#7t). The show's Average Rating is 0.4 and the Weekly Cume is 25,400.

Programming

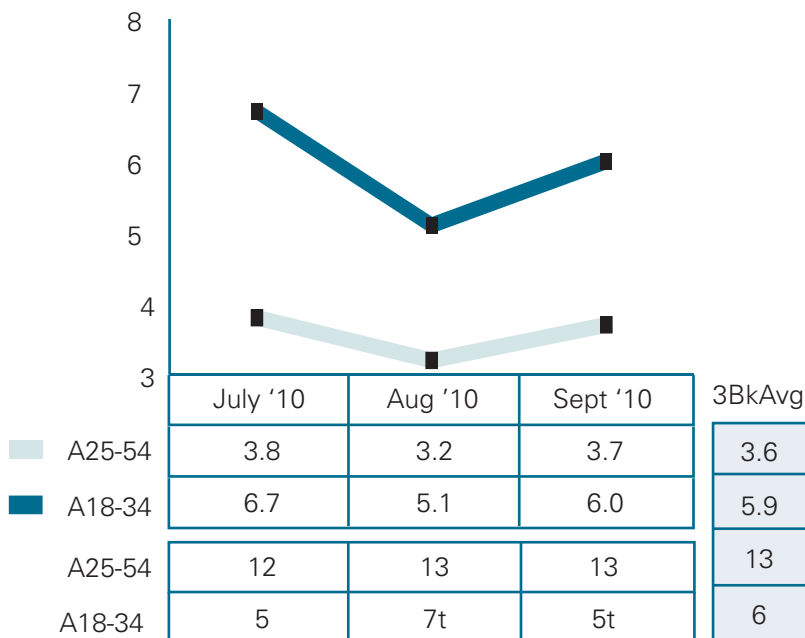
102 Jamz is "Orlando's #1 For Hip Hop & R&B." WJHM is a current based Rhythmic CHR featuring core artists like Trey Songz, Drake, Usher, Bruno Mars and Nicki Minaj. The nationally syndicated Steve Harvey Morning Show was pulled from the air in late September.

Marketing

There was no major marketing during the Summer.

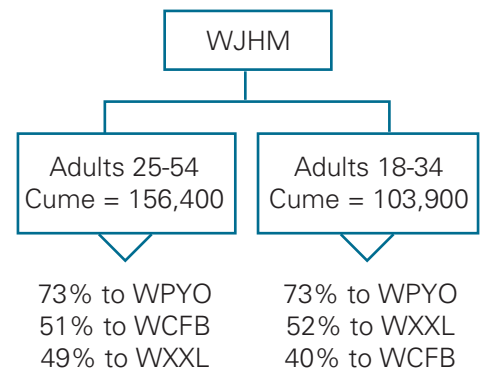
Total Week Trends (Adults 25-54 & Target Demo)

AQH Share M-Su 6a-12m



Audience Duplication

M-Su 6am-12m



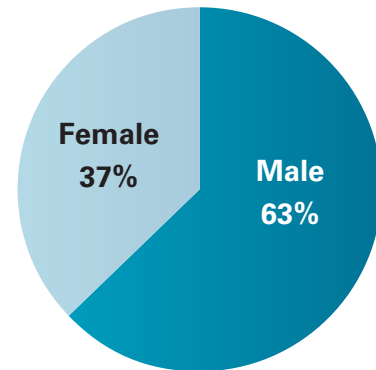
Source: July/August/September 2010 Arbitron, Metro Orlando, Mon-Sun 6a-12mid, % Cume Duplication. All estimates are copyright protected by Arbitron.

Source: Arbitron, Orlando Metro, Mon-Sun 6a-12mid, AQH Share. All estimates are copyright protected by Arbitron

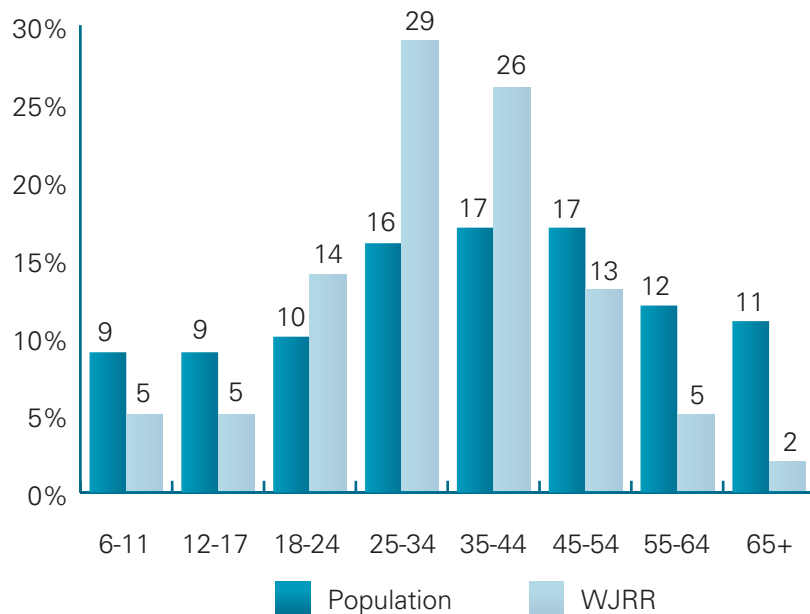
WJRR 101.1 FM

Format	Alternative Rock
How long with Format	17 Years
Power	100,000
Target Demo	Men 18-34
Group Owner	Clear Channel
Rep Firm	Clear Channel
Slogan	WJRR The Rock Station
Web Address	www.wjrr.com
Morning Personality	Crash and LT
How long with Station	August 2010

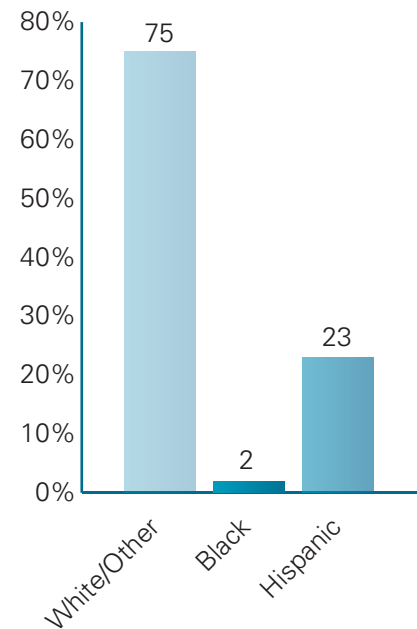
Gender



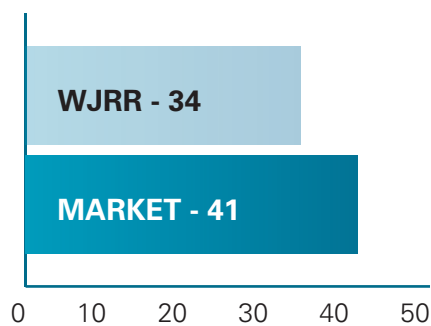
Cume Audience Composition, % shown



Ethnic Composition, % shown



Median Age



Source: July/August/September 2010 Arbitron, Metro Orlando, M-Su 6a-12m, Cume, P6+ All estimates are copyright protected by Arbitron.

Ratings (M-Su 6a – 12m)

Among Adults 25-54, WJRR's first PPM 3-book Average share is a 5.4 (#7t). The station's Average Rating is 0.5 and the Weekly Cume is 205,900. With Adults 18-34, WJRR's first PPM 3-book Average share is an 8.0 (#3). The station's Average Rating is 0.6 and the Weekly Cume is 128,800.

Mornings (M-F 6a – 10a)

With Adults 25-54, the morning show has a first average share of 3.1 (#12t). The show's Average Rating is 0.4 and the Weekly Cume is 61,300. Among Adults 18-34, the morning show has a first average share of 5.6 (#6). The show's Average Rating is 0.5 and the Weekly Cume is 36,900.

Programming

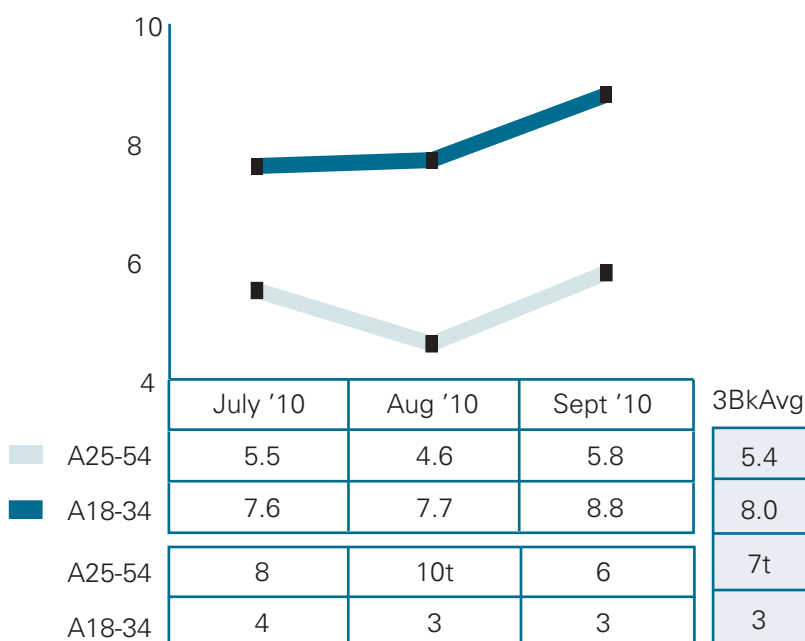
WJRR replaced syndicated morning show, Lex and Terry in late August with Crash and LT. The station continues to be The Rock station, a combination of current Rock with late 80's and 90's songs. Core artists are Korn, Linkin Park, Rise Against as well as Rock classics like Nirvana, Pearl Jam and the Red Hot Chili Peppers.

Marketing

Outdoor was the marketing WJRR used during the Summer.

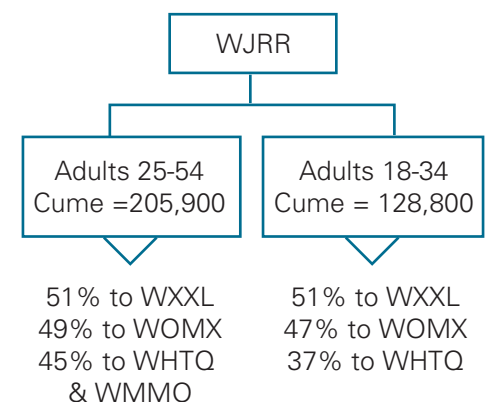
Total Week Trends (Adults 25-54 & Target Demo)

AQH Share M-Su 6a-12m



Audience Duplication

M-Su 6am-12m

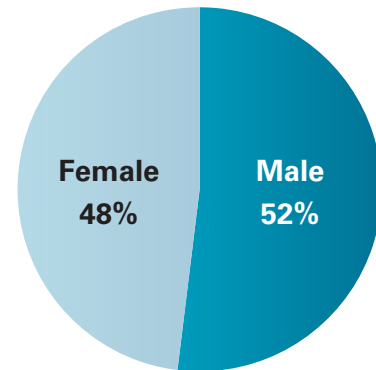


Source: July/August/September 2010 Arbitron, Metro Orlando, Mon-Sun 6a-12mid, % Cume Duplication. All estimates are copyright protected by Arbitron.

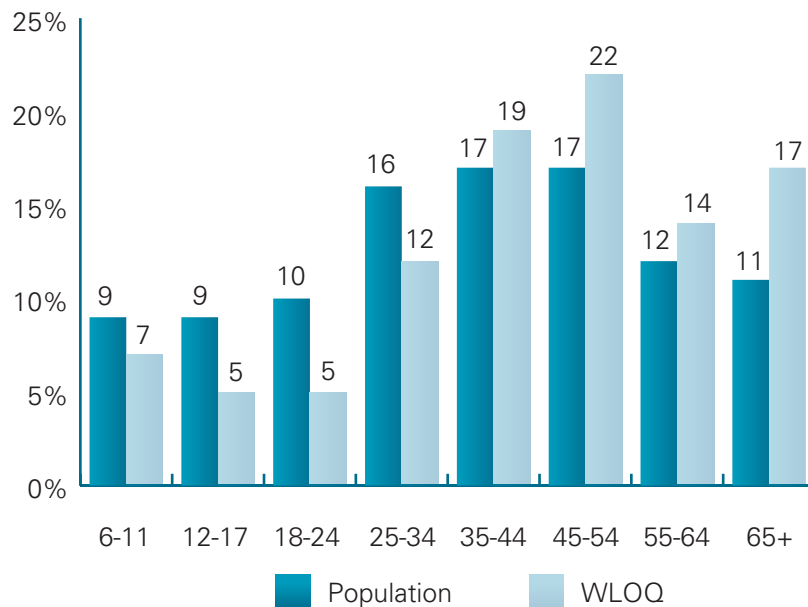
WLOQ 103.1 FM

Format	Jazz
How long with Format	31 Years
Power	14,000
Target Demo	Adults 35-54
Group Owner	Gross Communications
Rep Firm	Eastman
Slogan	relax. refresh. renew.
Web Address	www.wloq.com
Morning Personality	Marc Taylor
How long with Station	7 Years

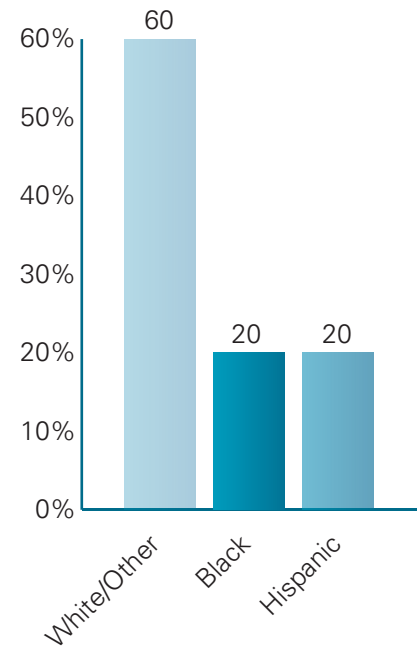
Gender



Cume Audience Composition, % shown



Ethnic Composition, % shown



Median Age



Source: July/August/September 2010 Arbitron, Metro Orlando, M-Su 6a-12m, Cume, P6+ All estimates are copyright protected by Arbitron.

Ratings (M-Su 6a – 12m)

Among Adults 25-54, WLOQ's first PPM 3-book Average share is an 3.1 (#14). The station's Average Rating is 0.3 and the Weekly Cume is 121,200.

Mornings (M-F 6a – 10a)

With Adults 25-54, Marc Taylor's morning show has a first Average Share of 3.5 (#11). The show's Average Rating is 0.4 and the Weekly Cume is 41,200.

Programming

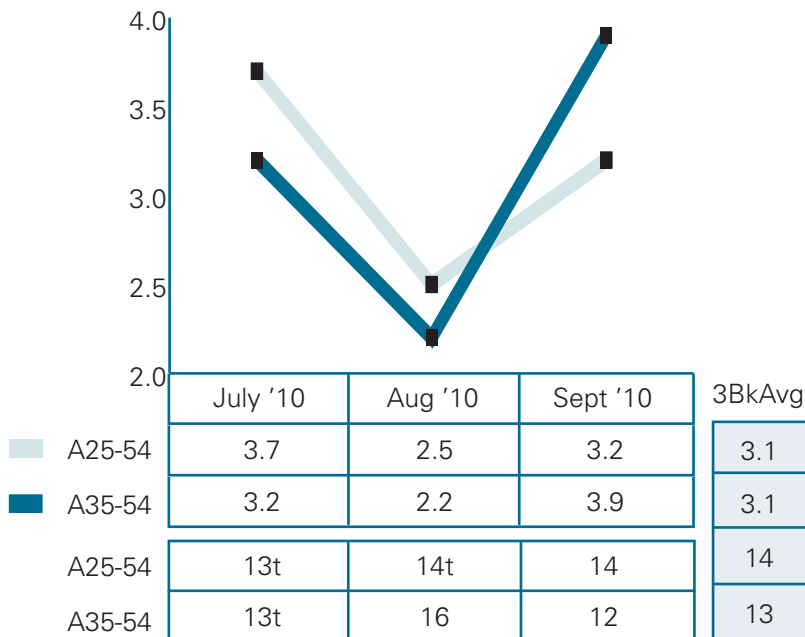
Orlando's Smooth Jazz station combines the more standard Smooth Jazz artists like Larry Carlton, Walter Beasley, Fourplay and Chuck Loeb with other mainstream artists like Earth, Wind & Fire, Corinne Bailey Rae, George Benson & Toni Braxton. On-air, WLOQ continued their 'Trip A Day' promotion.

Marketing

There was no major marketing during the Summer.

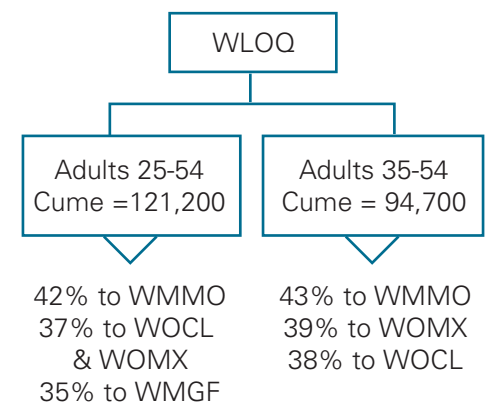
Total Week Trends (Adults 25-54 & Target Demo)

AQH Share M-Su 6a-12m



Audience Duplication

M-Su 6am-12m



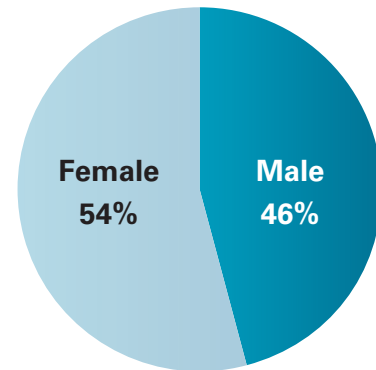
Source: July/August/September 2010 Arbitron, Metro Orlando, Mon-Sun 6a-12mid, % Cume Duplication. All estimates are copyright protected by Arbitron.

Source: Arbitron, Orlando Metro, Mon-Sun 6a-12mid, AQH Share. All estimates are copyright protected by Arbitron

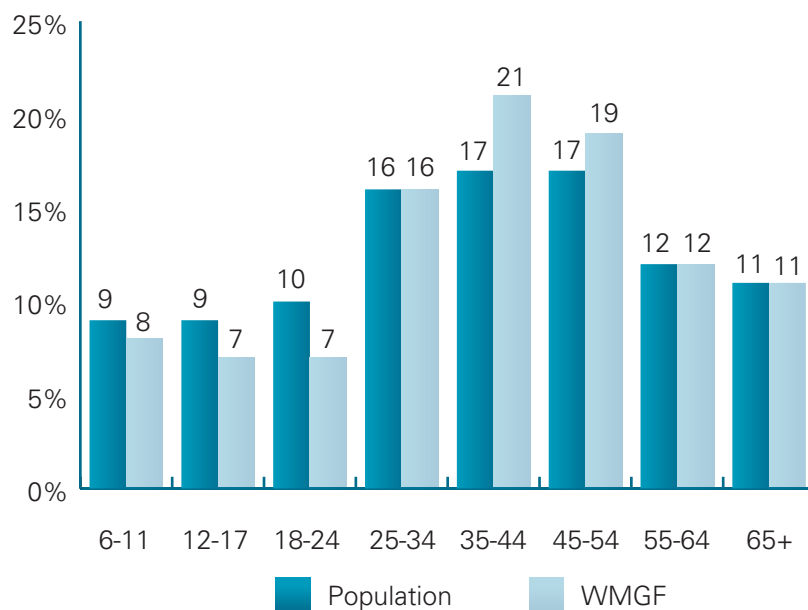
WMGF 107.7 FM

Format	Soft Adult Contemporary
How long with Format	17 Years
Power	100,000
Target Demo	Women 25-54
Group Owner	Clear Channel
Rep Firm	Clear Channel
Slogan	Magic 107.7 Today's Magic
Web Address	www.magic107.com
Morning Personality	Leslye Gale
How long with Station	9 Years

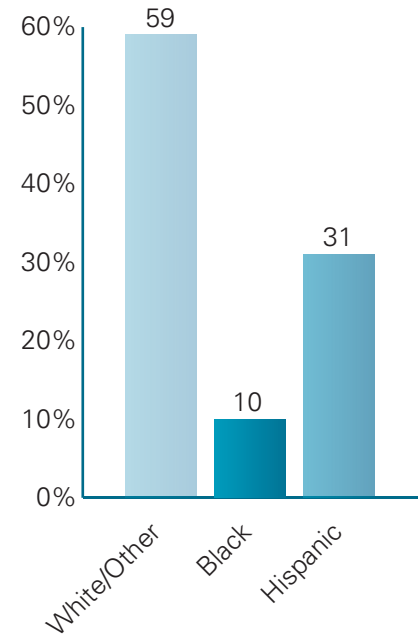
Gender



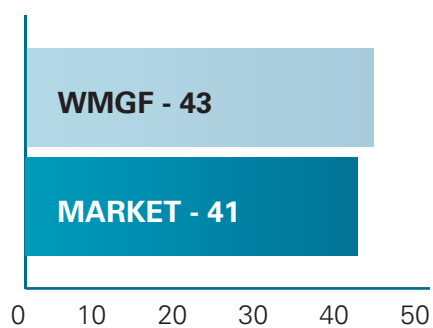
Cume Audience Composition, % shown



Ethnic Composition, % shown



Median Age



Source: July/August/September 2010 Arbitron, Metro Orlando, M-Su 6a-12m, Cume, P6+ All estimates are copyright protected by Arbitron.

MAGIC 107.7

Today's Magic

Ratings (M-Su 6a – 12m)

Among Adults 25-54, WMGF's first PPM 3-book Average share is an 3.9 (#12). The station's Average Rating is 0.4 and the Weekly Cume is 234,800.

Mornings (M-F 6a – 10a)

With Adults 25-54, the morning show has a first Average Share of 3.0 (#14t). The show's Average Rating is 0.4 and the Weekly Cume is 66,500.

Programming

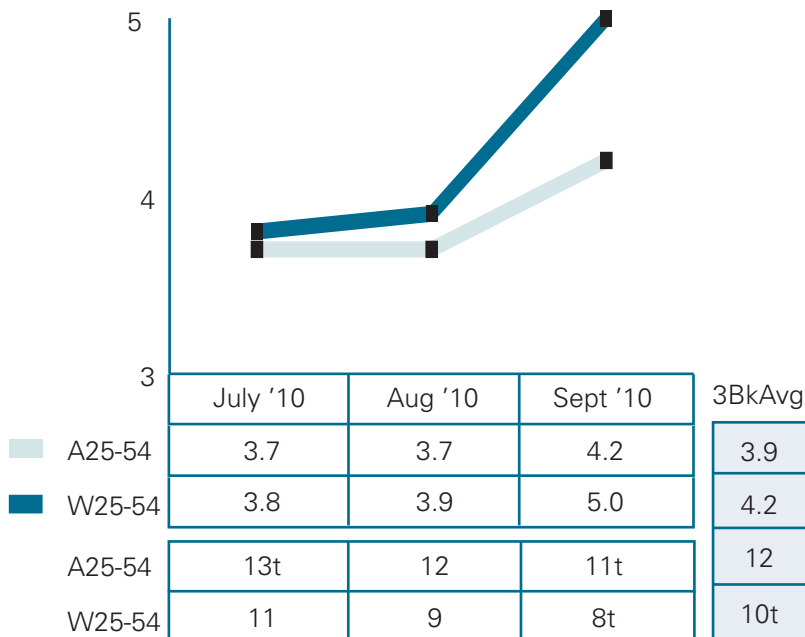
Magic 107.7 is a Soft Adult Contemporary station, positioned as "Today's Magic". Their core artists include Michael Jackson, Rod Stewart, and Elton John along with current artists like Kelly Clarkson and Daughtry. They feature the nationally-syndicated personalities John Tesh during middays and Delilah in the evenings (John Tesh and Dave Collins were dropped from their programming schedule in August).

Marketing

Magic did no marketing during the summer.

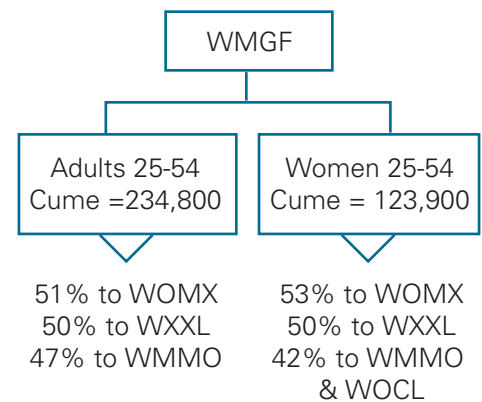
Total Week Trends (Adults 25-54 & Target Demo)

AQH Share M-Su 6a-12m



Audience Duplication

M-Su 6am-12m



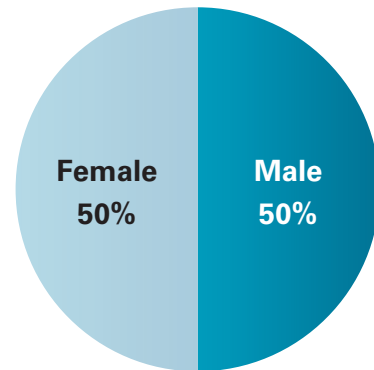
Source: July/August/September 2010 Arbitron, Metro Orlando, Mon-Sun 6a-12mid, % Cume Duplication. All estimates are copyright protected by Arbitron.

Source: Arbitron, Orlando Metro, Mon-Sun 6a-12mid, AQH Share. All estimates are copyright protected by Arbitron

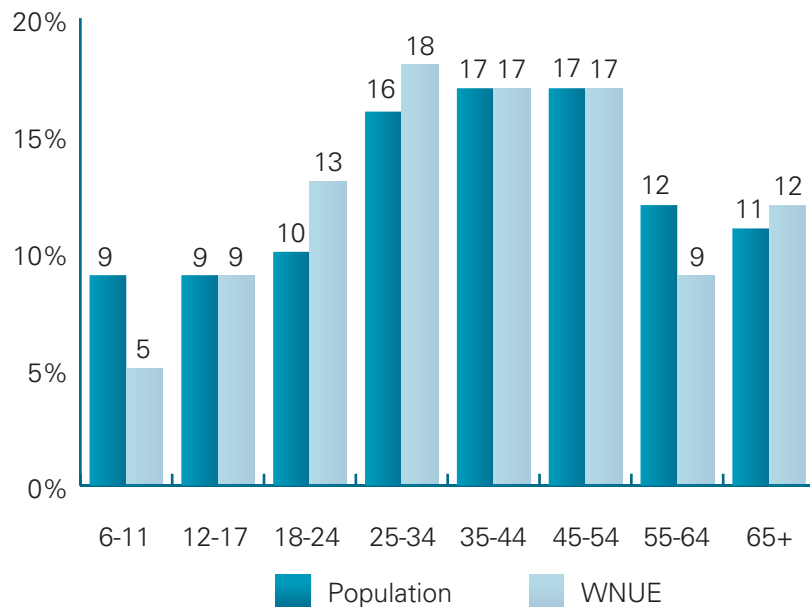
WNUE 98.1 FM

Format	Spanish Contemporary
How long with Format	8 Years
Power	100,000
Target Demo	Adults 18-49
Group Owner	Mega Communications
Rep Firm	Caballero Spanish Media
Slogan	La Nueva Mega, Toca Tus Exitos
Web Address	www.mega981.com
Morning Personality	Albert King, Super Martinez, Diana Rochell, & Epi Colon
How long with Station	8 Years

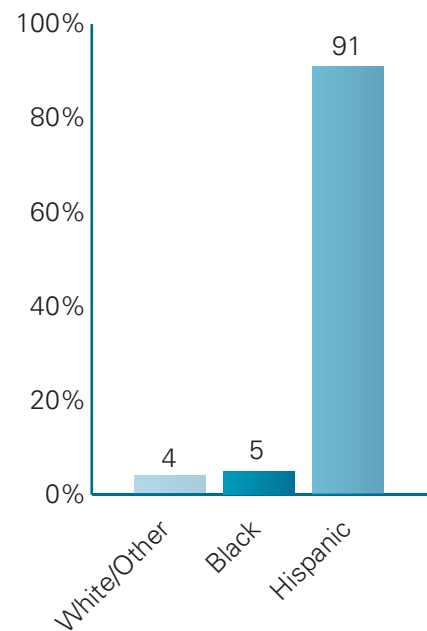
Gender



Cume Audience Composition, % shown



Ethnic Composition, % shown



Median Age



Source: July/August/September 2010 Arbitron, Metro Orlando, M-Su 6a-12m, Cume, P6+ All estimates are copyright protected by Arbitron.

LA NUEVA MEGA 98.1

Toca Tus Exitos

Ratings (M-Su 6a – 12m)

Among Adults 25-54, WNUE's first PPM 3-book Average share is a 2.5 (#15). The station's Average Rating is 0.3 and the Weekly Cume is 73,000.

Mornings (M-F 6a – 10a)

With Adults 25-54, the morning show has a first Average Share of 3.0 (#14t). The show's Average Rating is 0.4 and the Weekly Cume is 33,300.

Programming

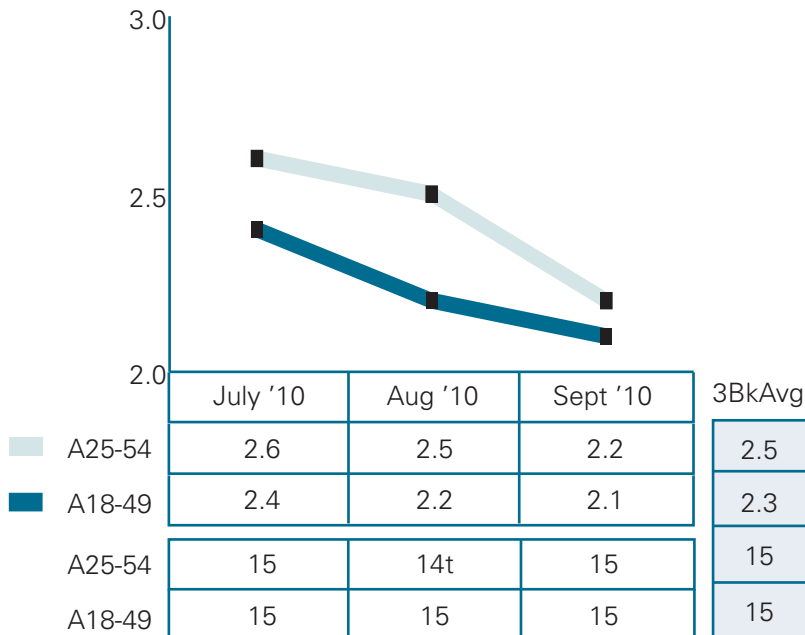
WNUE's positioning is "Toca Tus Exitos" ("Playing Your Hits.") This Hispanic music station features Salsa, Bachata, Reggaeton, and Merengue with core artists like Olga Tanon, Wisin Y Yandel, Juan Luis Guerra, Victor Manuel, and Juanes.

Marketing

WNUE did not conduct any major marketing during Summer.

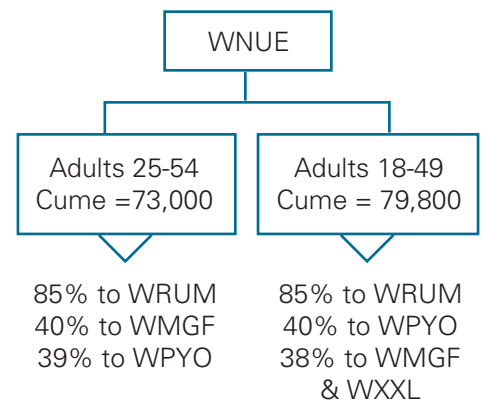
Total Week Trends (Adults 25-54 & Target Demo)

AQH Share M-Su 6a-12m



Audience Duplication

M-Su 6am-12m



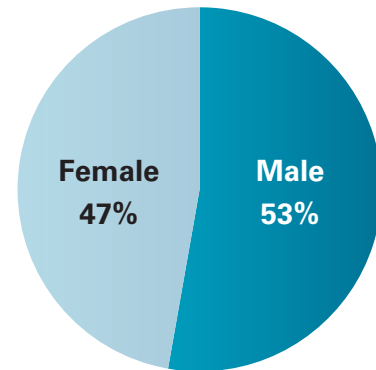
Source: July/August/September 2010 Arbitron, Metro Orlando, Mon-Sun 6a-12mid, % Cume Duplication. All estimates are copyright protected by Arbitron.

Source: Arbitron, Orlando Metro, Mon-Sun 6a-12mid, AQH Share. All estimates are copyright protected by Arbitron

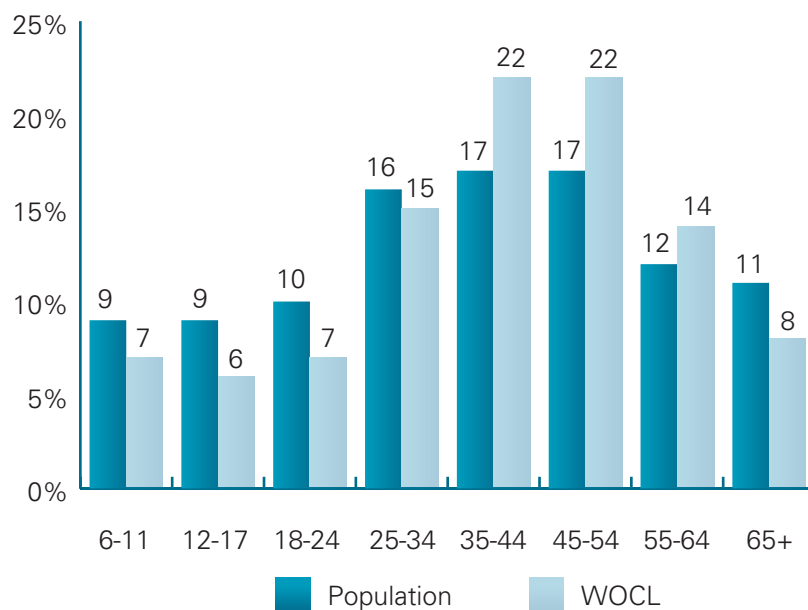
WOCL 105.9 FM

Format	Classic Hits
How long with Format	2 Years
Power	100,000
Target Demo	Adults 35-54
Group Owner	CBS Radio
Rep Firm	Eastman Radio
Slogan	Sunny 105.9, Orlando's Greatest Hits
Web Address	www.sunny1059.com
Morning Personality	Rick Stacy
How long with Station	2 Years

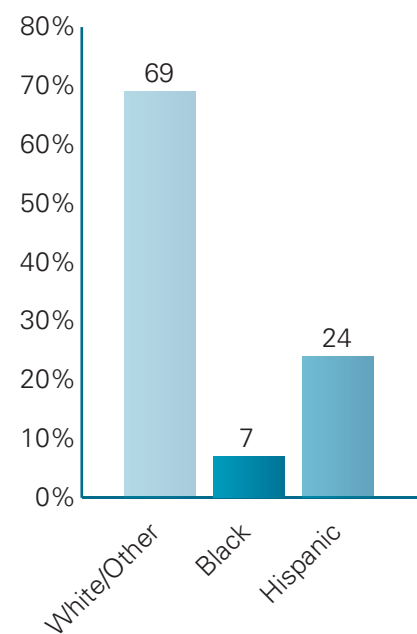
Gender



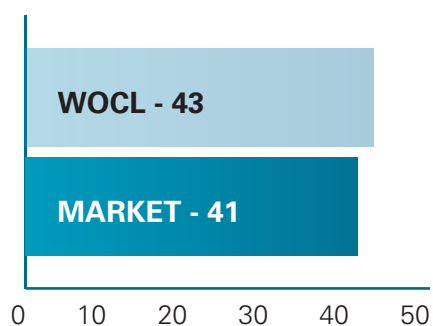
Cume Audience Composition, % shown



Ethnic Composition, % shown



Median Age



Source: July/August/September 2010 Arbitron, Metro Orlando, M-Su 6a-12m, Cume, P6+ All estimates are copyright protected by Arbitron.

SUNNY 105.9

Orlando's Greatest Hits

Ratings (M-Su 6a – 12m)

Among Adults 25-54, WOCL's first PPM 3-book Average share is a 5.5 (#6). The station's Average Rating is 0.6 and the Weekly Cume is 243,000.

Mornings (M-F 6a – 10a)

With Adults 25-54, the Rick Stacy morning show has a first Average Share of 4.4 (#8). The show's Average Rating is 0.5 and the Weekly Cume is 87,000.

Programming

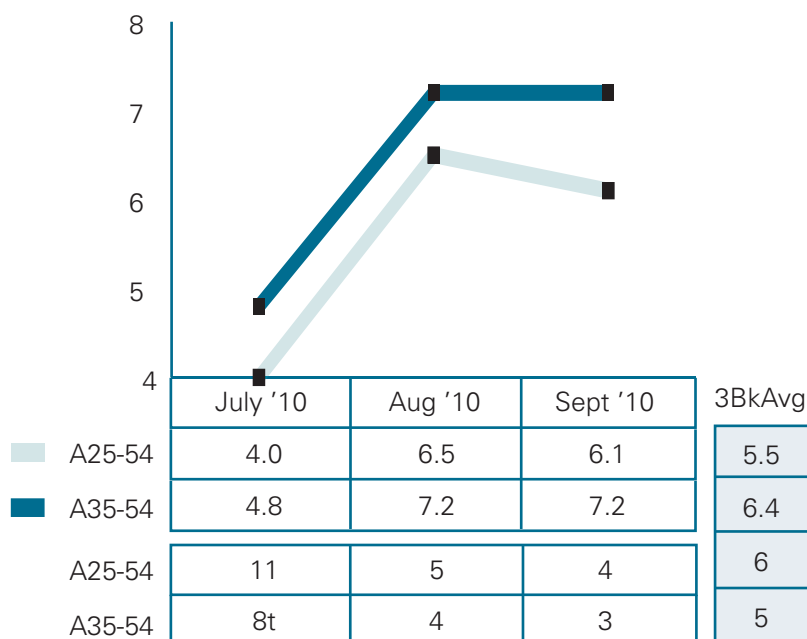
WOCL features a Rhythmic Classic Hits format positioned as "Orlando's Greatest Hits." The music is from the 60's, 70's and 80's by artists such as Eagles, Elton John, Michael Jackson, Prince and Billy Joel.

Marketing

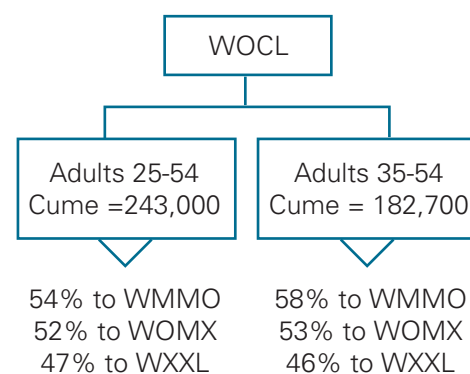
WOCL did not conduct a Summer marketing campaign.

Total Week Trends (Adults 25-54 & Target Demo)

AQH Share M-Su 6a-12m



Audience Duplication M-Su 6am-12m



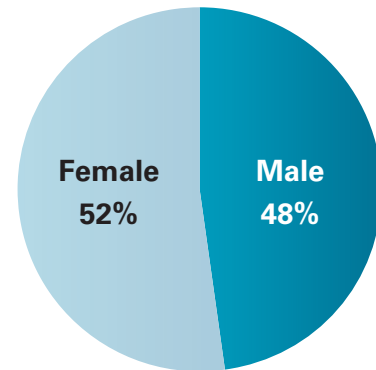
Source: July/August/September 2010 Arbitron, Metro Orlando, Mon-Sun 6a-12mid, % Cume Duplication. All estimates are copyright protected by Arbitron.

Source: Arbitron, Orlando Metro, Mon-Sun 6a-12mid, AQH Share. All estimates are copyright protected by Arbitron

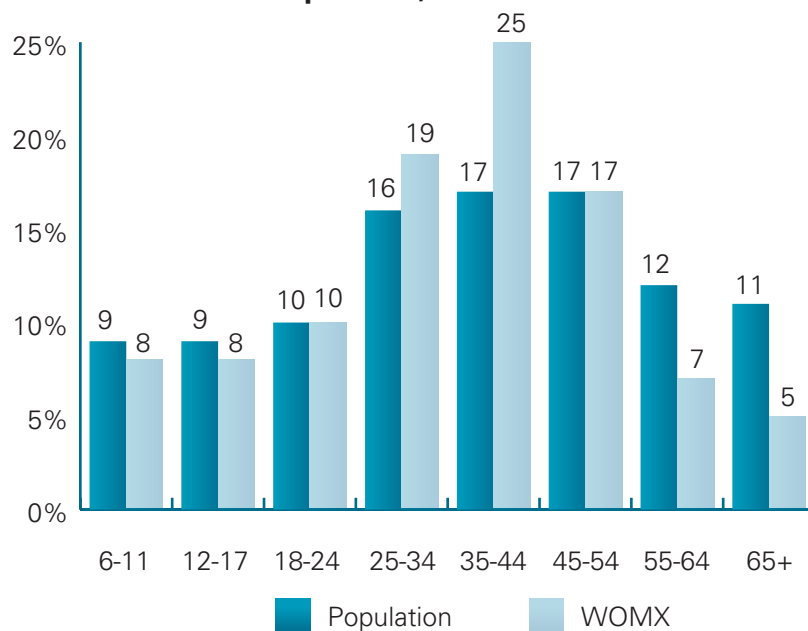
WOMX 105.1 FM

Format	Hot Adult Contemporary
How long with Format	20 Years
Power	100,000
Target Demo	Women 25-54
Group Owner	CBS Radio
Rep Firm	Eastman Radio
Slogan	The Best Mix of the 80s, 90s and Today
Web Address	www.mix1051.com
Morning Personality	Scott McKenzie
How long with Station	20 Years

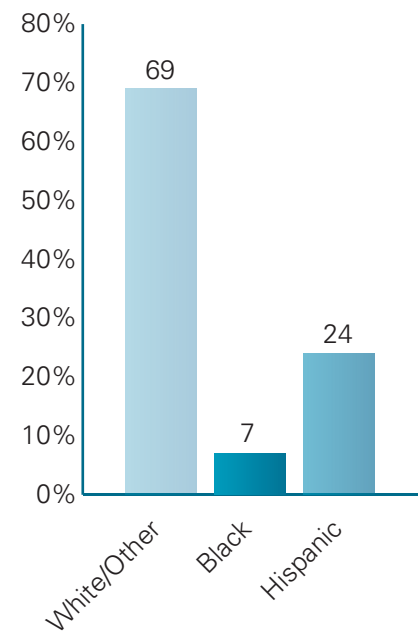
Gender



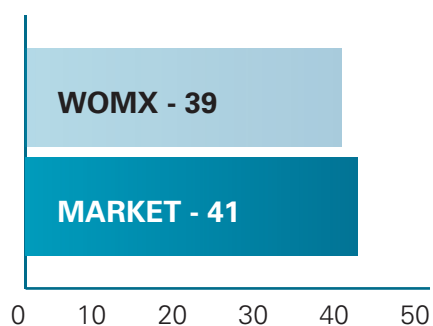
Cume Audience Composition, % shown



Ethnic Composition, % shown



Median Age



Source: July/August/September 2010 Arbitron, Metro Orlando, M-Su 6a-12m, Cume, P6+ All estimates are copyright protected by Arbitron.

MIX 105.1

The Best Mix of the 80's, 90's and Today

Ratings (M-Su 6a – 12m)

Among Adults 25-54, WOMX's first PPM 3-book Average share is a 6.6 (#4). The station's Average Rating is 0.7 and the Weekly Cume is 293,900.

Mornings (M-F 6a – 10a)

With Adults 25-54, the Morning Mix with Scott McKenzie has a first Average Share of 5.7(#5). The show's Average Rating is 0.7 and the Weekly Cume is 106,100.

Programming

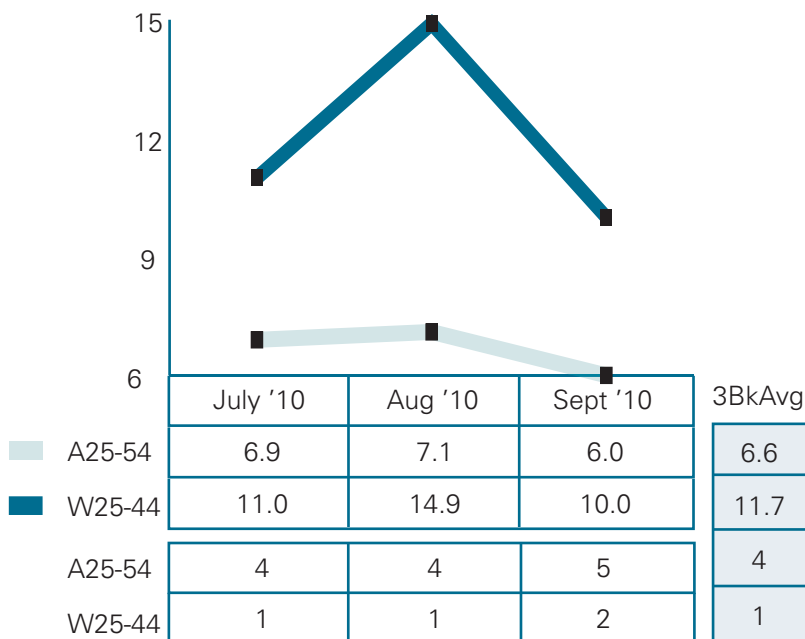
WOMX is a Hot-AC station that positions itself as "The Best Mix of the 80's, 90's and Today." Mix features core artists like Daughtry, Nickelback, Pink, John Mayer and Maroon 5.

Marketing

There was no major marketing during the summer.

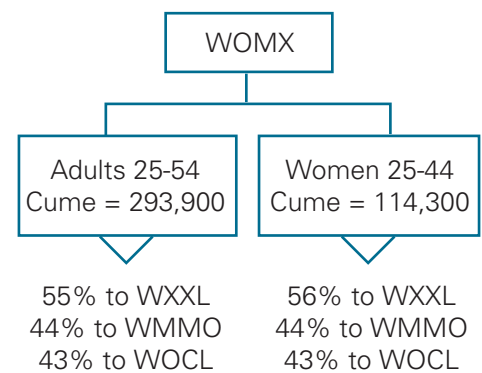
Total Week Trends (Adults 25-54 & Target Demo)

AQH Share M-Su 6a-12m



Audience Duplication

M-Su 6am-12m



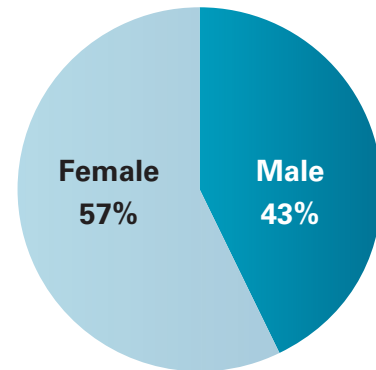
Source: July/August/September 2010 Arbitron, Metro Orlando, Mon-Sun 6a-12mid, % Cume Duplication. All estimates are copyright protected by Arbitron.

Source: Arbitron, Orlando Metro, Mon-Sun 6a-12mid, AQH Share. All estimates are copyright protected by Arbitron

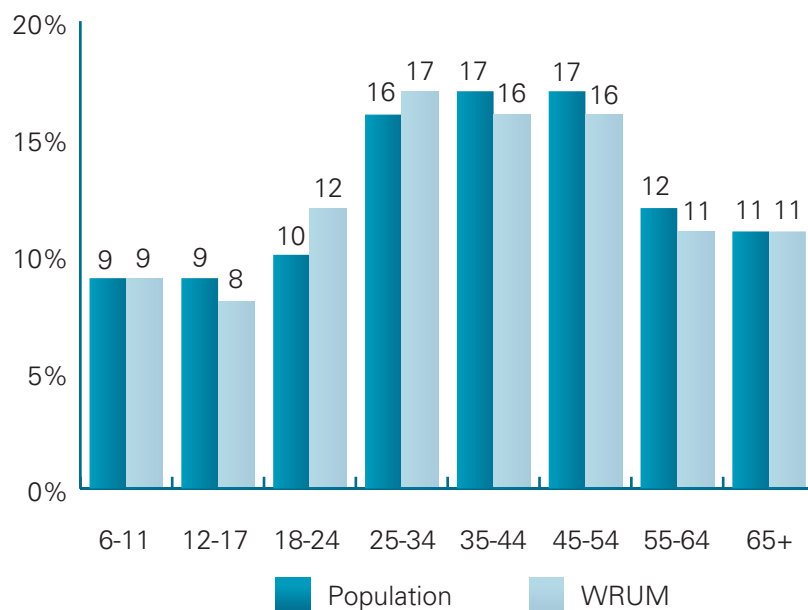
WRUM 100.3 FM

Format	Spanish
How long with Format	5 Years
Power	100,000
Target Demo	Adults 18-49
Group Owner	Clear Channel
Rep Firm	Clear Channel
Slogan	Rumba 100.3, Orgullo Latino
Web Address	www.rumba1003.com
Morning Personality	John Musa y Los Anormales
How long with Station	5 Years

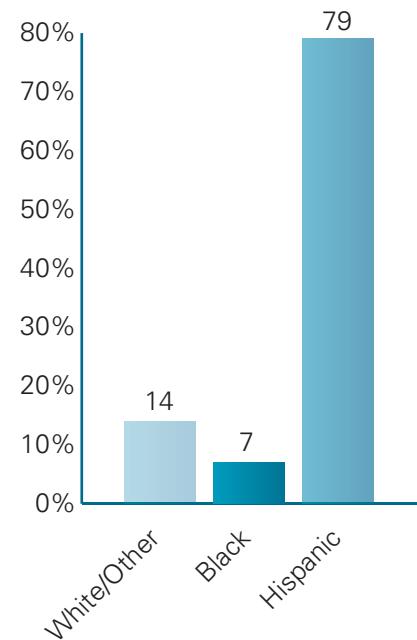
Gender



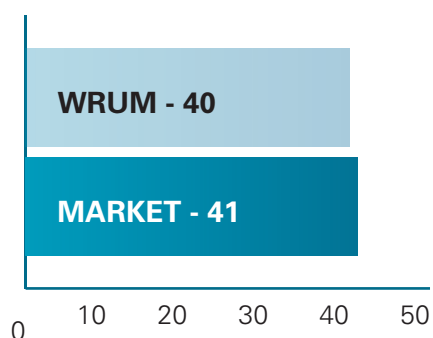
Cume Audience Composition, % shown



Ethnic Composition, % shown



Median Age



Source: July/August/September 2010 Arbitron, Metro Orlando, M-Su 6a-12m, Cume, P6+ All estimates are copyright protected by Arbitron.

RUMBA 100.3

Orgullo Latino

Ratings (M-Su 6a – 12m)

Among Adults 25-54, WRUM's first PPM 3-book Average share is a 5.7 (#5). The station's Average Rating is 0.6 and the Weekly Cume is 137,200.

Mornings (M-F 6a – 10a)

With Adults 25-54, the morning show has a first Average Share of 5.4 (#7). The show's Average Rating is 0.6 and the Weekly Cume is 61,100.

Programming

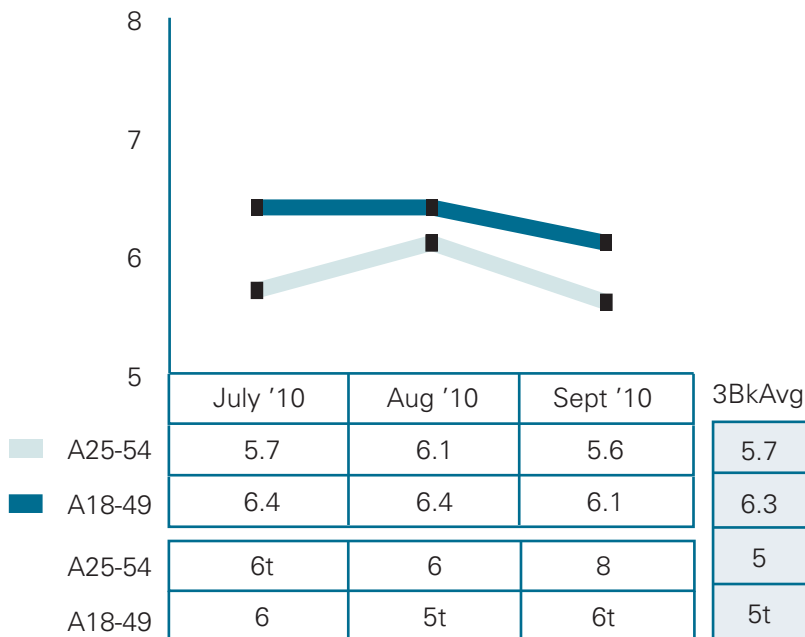
The station's position is "Orgullo Latino" ("Latino Pride.") Core artists for WRUM are Aventura, Wisin Y Yandel, Juanes, Luis Fonsi and Enrique Iglesias.

Marketing

WRUM conducted no major marketing during the Summer.

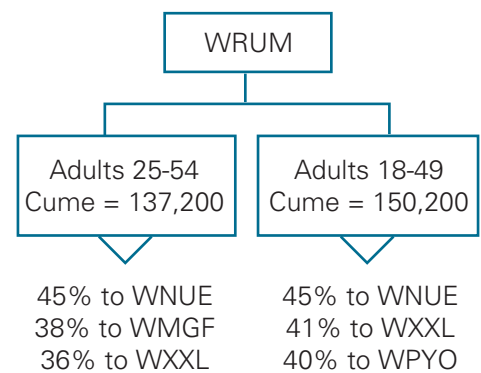
Total Week Trends (Adults 25-54 & Target Demo)

AQH Share M-Su 6a-12m



Audience Duplication

M-Su 6am-12m



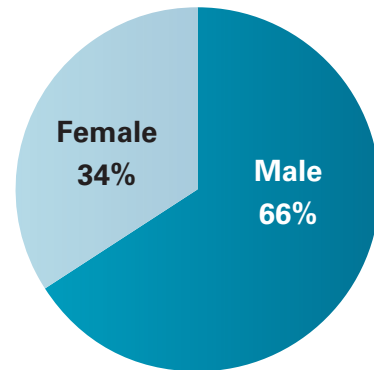
Source: July/August/September 2010 Arbitron, Metro Orlando, Mon-Sun 6a-12mid, % Cume Duplication. All estimates are copyright protected by Arbitron.

Source: Arbitron, Orlando Metro, Mon-Sun 6a-12mid, AQH Share. All estimates are copyright protected by Arbitron

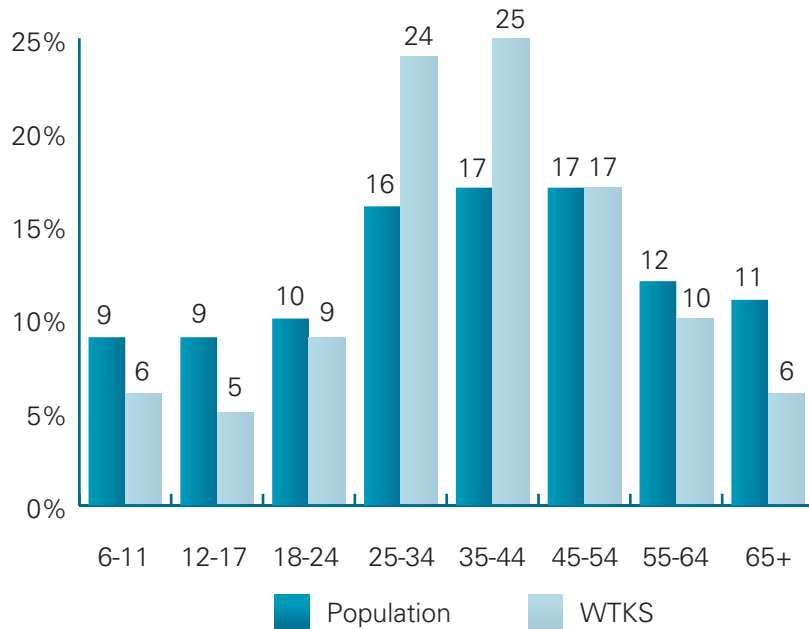
WTKS 104.1 FM

Format	Talk (Alternative Music & Talk on Weekends)
How long with Format	15 Years
Power	100,000
Target Demo	Adults 25-54
Group Owner	Clear Channel
Rep Firm	Clear Channel
Slogan	Real Radio 104.1
Web Address	www.wtk.com
Morning Personality	Monsters
How long with Station	15 Years

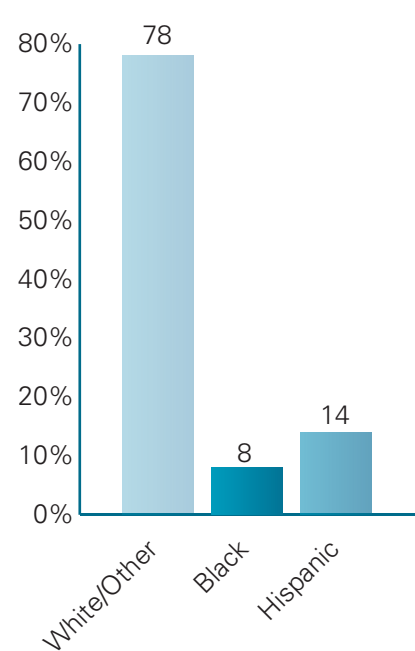
Gender



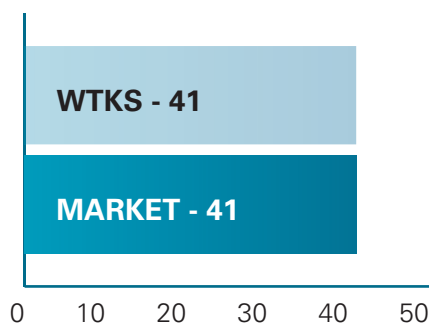
Cume Audience Composition, % shown



Ethnic Composition, % shown



Median Age



Source: July/August/September 2010 Arbitron, Metro Orlando, M-Su 6a-12m, Cume, P6+ All estimates are copyright protected by Arbitron.

REAL RADIO 104.1

Talk with an Attitude

Ratings (M-Su 6a – 12m)

Among Adults 25-54, WTKS's first PPM 3-book Average share is a 5.1 (#10). The station's Average Rating is 0.5 and the Weekly Cume is 94,700.

Mornings (M-F 6a – 10a)

With Adults 25-54, the Monsters have a first Average Share of 8.1 (#3). The show's Average Rating is 1.0 and the Weekly Cume is 54,500.

Middays (M-F 10a-3p)

With Adults 24-54 the Buckethead Show has a first PPM Average Share of 6.8 (#3t). The Average Rating is 0.9 and the Weekly Cume is 52,900.

Afternoons (M-F 3p-7p)

Among Adults 25-54, Jim Philips has a first Average Share of 4.4 (#11). The show's Average Rating is 0.6 and the Weekly Cume is 56,100.

Programming

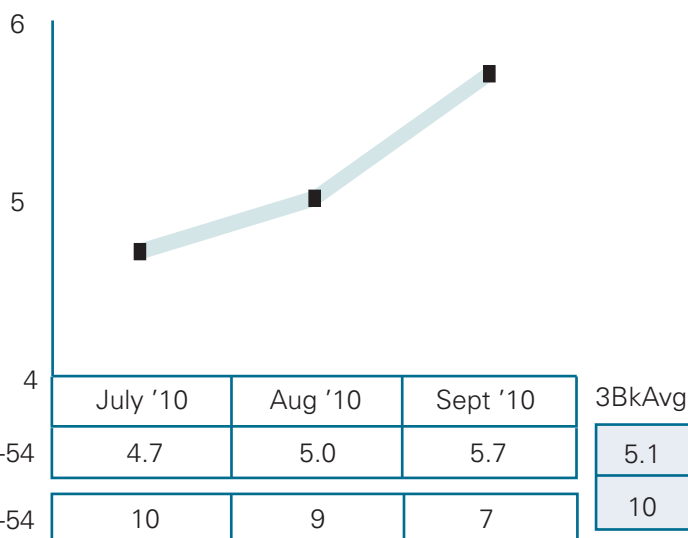
Real Radio WTKS is "Talk with an Attitude" Monday through Friday 6a – 11pm and then the station plays Classic Rock until 6am. The weekends are all music, which has recently been adjusted to all Classic Rock.

Marketing

TKS used outdoor to promote their station during this quarter.

Total Week Trends (Adults 25-54 & Target Demo)

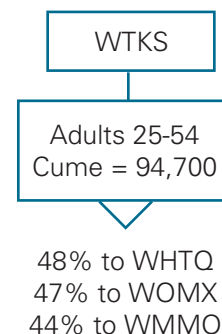
AQH Share M-Su 6a-12m



Source: Arbitron, Orlando Metro, Mon-Sun 6a-12mid, AQH Share. All estimates are copyright protected by Arbitron

Audience Duplication

M-Su 6am-12m

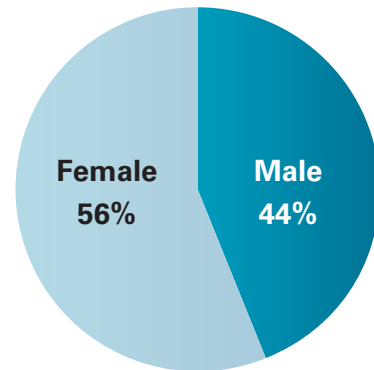


Source: July/August/September 2010 Arbitron, Metro Orlando, Mon-Sun 6a-12mid, % Cume Duplication. All estimates are copyright protected by Arbitron.

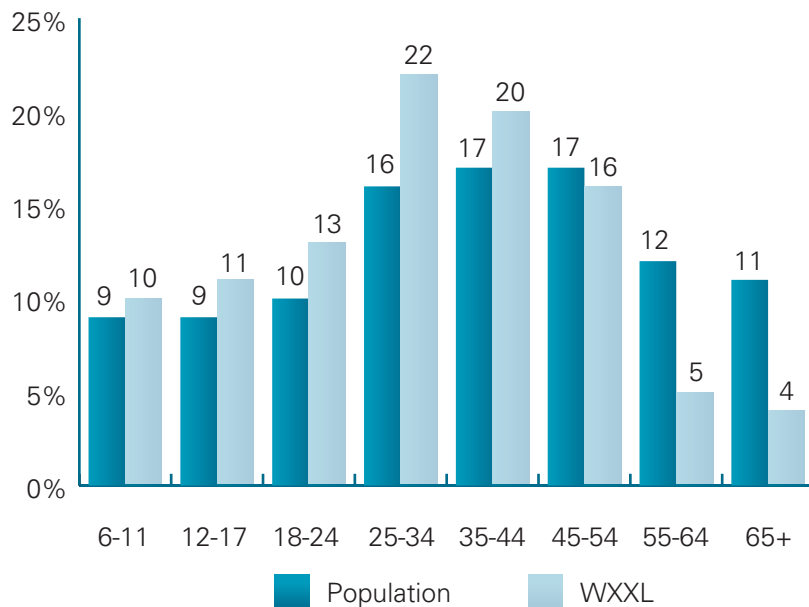
WXXL 106.7 FM

Format	Contemporary Hit Radio (Pop)
How long with Format	18 Years
Power	100,000
Target Demo	Women 18-34
Group Owner	Clear Channel
Rep Firm	Clear Channel
Slogan	XL 106.7, All the Hits
Web Address	www.wxxl.com
Morning Personality	Johnny & Jayde
How long with Station	18 years/ 3 years

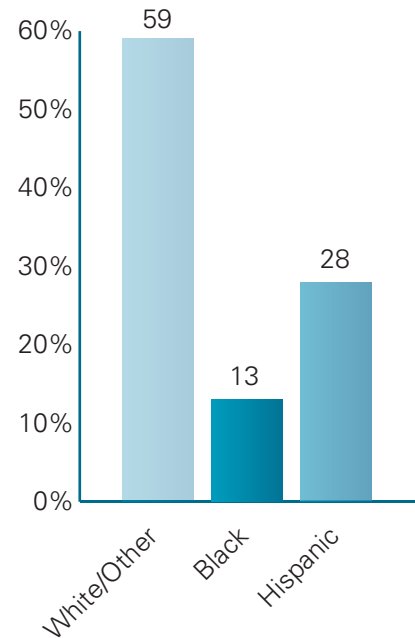
Gender



Cume Audience Composition, % shown



Ethnic Composition, % shown



Median Age



Source: July/August/September 2010 Arbitron, Metro Orlando, M-Su 6a-12m, Cume, P6+ All estimates are copyright protected by Arbitron.

Ratings (M-Su 6a – 12m)

Among Adults 25-54, WXXL's first PPM 3-book Average share is a 7.4 (#3). The station's Average Rating is 0.7 and the Weekly Cume is 294,300. With Adults 18-34, WXXL's first PPM 3-book Average share is a 9.1 (#2). The station's Average Rating is 0.7 and the Weekly Cume is 176,700.

Mornings (M-F 6a – 10a)

With Adults 25-54, the Johnny & Jayde morning show has a first average share of 8.3 (#2). The show's Average Rating is 1.0 and the Weekly Cume is 115,500. Among Adults 18-34, the morning show has a first average share of 7.9 (#3). The show's Average Rating is 0.7 and the Weekly Cume is 64,500.

Programming

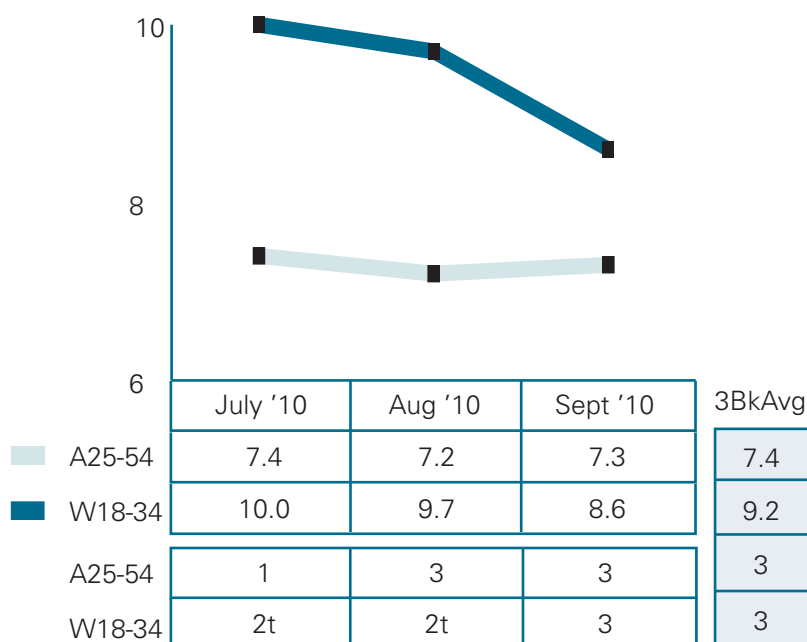
WXXL is a mainstream current-based music station, positioned as "All the Hits." The core artists include Lady Gaga, Black Eyed Peas, Katy Perry, Rihanna and Pink.

Marketing

There was no major marketing during the summer.

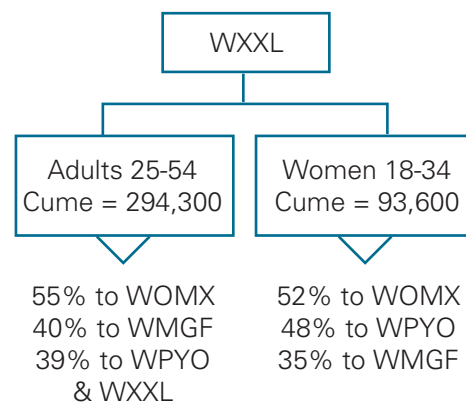
Total Week Trends (Adults 25-54 & Target Demo)

AQH Share M-Su 6a-12m



Audience Duplication

M-Su 6am-12m



Source: July/August/September 2010 Arbitron, Metro Orlando, Mon-Sun 6a-12mid, % Cume Duplication. All estimates are copyright protected by Arbitron.

OTHER

Orlando Stations

Station	Format	Power/ Wattage	Group Owner	Rep Firm	AQH Share	Cume Persons
WRMQ-AM	Gospel	1,000	Florida Broadcasters	N/A	0.4	8,300
WYGM-AM	Sports	50,000	Clear Channel	Clear Channel	0.4	22,800
WONQ-AM	Tropical/ Spanish	10,000	Florida Broadcasters	Katz Hispanic	0.2	3,000
WTLN-AM	Religious	12,000 (350 Night)	Salem Communications	Salem Radio	0.2	7,100

Orlando Metro stations, AQH Share is less than 1.0 with A-25-54, M-Su 6a-12mid,
July/August/September 2010

MULTI-DAYPART

RANKERS

ADULTS 25-54

Multi-Daypart Rankers

MON-FRI 6AM-10AM

	Station	Avg. Rating	Weekly Cume Persons
1t	WCFB-FM	1.0	51,700
1t	WTKS-FM	1.0	54,500
1t	WXXL-FM	1.0	115,500
4	WMMO-FM	0.8	125,900
5	WOMX-FM	0.7	106,100
6t	WPYO-FM	0.6	79,900
6t	WRUM-FM	0.6	61,100
8t	WOCL-FM	0.5	87,000
8t	WWKA-FM	0.5	71,100
10t	WDBO-AM	0.4	36,600
10t	WHTQ-FM	0.4	50,900
10t	WJHM-FM	0.4	45,900
10t	WJRR-FM	0.4	61,300
10t	WLOQ-FM	0.4	41,200
10t	WMGF-FM	0.4	66,500
10t	WNUE-FM	0.4	33,300

MON-FRI 10AM-3PM

	Station	Avg. Rating	Weekly Cume Persons
1	WMMO-FM	1.2	145,900
2	WOMX-FM	1.0	148,600
3t	WCFB-FM	0.9	76,100
3t	WTKS-FM	0.9	52,900
3t	WXXL-FM	0.9	146,700
6t	WOCL-FM	0.8	121,300
6t	WRUM-FM	0.8	86,900
8	WJRR-FM	0.7	104,900
9t	WLOQ-FM	0.6	57,500
9t	WMGF-FM	0.6	116,300
9t	WPYO-FM	0.6	104,600
12t	WHTQ-FM	0.5	89,300
12t	WJHM-FM	0.5	80,200
12t	WWKA-FM	0.5	83,900
15	WFLF-AM	0.4	26,200

MON-FRI 3PM-7PM

	Station	Avg. Rating	Weekly Cume Persons
1t	WCFB-FM	1.1	78,100
1t	WMMO-FM	1.1	133,800
1t	WXXL-FM	1.1	160,300
4	WOMX-FM	1.0	149,400
5t	WJRR-FM	0.8	109,900
5t	WOCL-FM	0.8	112,800
5t	WRUM-FM	0.8	79,800
8t	WHTQ-FM	0.7	108,500
8t	WPYO-FM	0.7	130,800
8t	WWKA-FM	0.7	89,500
11t	WMGF-FM	0.6	101,500
11t	WTKS-FM	0.6	56,100
13	WJHM-FM	0.5	93,600
14t	WDBO-AM	0.4	30,700
14t	WLOQ-FM	0.4	48,800
14t	WNUE-FM	0.4	38,000

MON-FRI 7PM-12MID

	Station	Avg. Rating	Weekly Cume Persons
1	WCFB-FM	0.5	54,100
2t	WJRR-FM	0.4	69,900
2t	WMMO-FM	0.4	81,700
4t	WHTQ-FM	0.3	71,200
4t	WOCL-FM	0.3	66,200
4t	WOMX-FM	0.3	84,100
4t	WPYO-FM	0.3	80,900
4t	WRUM-FM	0.3	59,700
4t	WWKA-FM	0.3	65,000
4t	WXXL-FM	0.3	94,200
11t	WJHM-FM	0.2	58,400
11t	WMGF-FM	0.2	48,000
11t	WTKS-FM	0.2	29,700
14t	WDBO-AM	0.1	20,200
14t	WLOQ-FM	0.1	26,600
14t	WNUE-FM	0.1	27,400

Source: July/August/September 2010 Arbitron, Metro Orlando

Top 15 Stations Ranked by Average Persons. All estimates are copyright protected by the Arbitron Co.

ADULTS 25-54

Multi-Daypart Rankers

AM & PM Drives*

	Station	Avg. Rating	Weekly Cume Persons
1	WCFB-FM	1.1	88,800
2	WXXL-FM	1.0	199,500
3	WMMO-FM	0.9	178,600
4t	WOMX-FM	0.8	183,900
4t	WTKS-FM	0.8	71,500
6t	WOCL-FM	0.7	145,700
6t	WRUM-FM	0.7	95,300
8t	WJRR-FM	0.6	134,200
8t	WPYO-FM	0.6	157,500
8t	WWKA-FM	0.6	114,600
11t	WHTQ-FM	0.5	124,900
11t	WMGF-FM	0.5	135,200
13t	WDBO-AM	0.4	50,200
13t	WJHM-FM	0.4	106,700
13t	WLOQ-FM	0.4	66,900
13t	WNUE-FM	0.4	46,800

MON-FRI 6AM-7PM

	Station	Avg. Rating	Weekly Cume Persons
1t	WCFB-FM	1.0	108,600
1t	WMMO-FM	1.0	220,700
1t	WXXL-FM	1.0	236,700
4	WOMX-FM	0.9	232,800
5	WTKS-FM	0.8	79,000
6t	WOCL-FM	0.7	193,400
6t	WRUM-FM	0.7	115,800
8t	WJRR-FM	0.6	166,100
8t	WPYO-FM	0.6	187,400
8t	WWKA-FM	0.6	138,900
11t	WHTQ-FM	0.5	152,200
11t	WJHM-FM	0.5	132,100
11t	WLOQ-FM	0.5	95,700
11t	WMGF-FM	0.5	187,400
15t	WDBO-AM	0.3	57,600
15t	WFLF-AM	0.3	40,600
15t	WNUE-FM	0.3	58,600

MON-FRI 6AM-12MID

	Station	Avg. Rating	Weekly Cume Persons
1t	WCFB-FM	0.9	117,700
1t	WMMO-FM	0.9	234,800
3	WXXL-FM	0.8	253,100
4t	WOMX-FM	0.7	251,000
4t	WTKS-FM	0.7	83,400
6t	WJRR-FM	0.6	180,300
6t	WOCL-FM	0.6	207,500
6t	WRUM-FM	0.6	123,000
9t	WHTQ-FM	0.5	169,800
9t	WPYO-FM	0.5	199,400
9t	WWKA-FM	0.5	149,500
12t	WJHM-FM	0.4	142,200
12t	WLOQ-FM	0.4	102,100
12t	WMGF-FM	0.4	198,500
15t	WDBO-AM	0.3	60,200
15t	WNUE-FM	0.3	63,000

MON-SUN 6AM-12MID

	Station	Avg. Rating	Weekly Cume Persons
1t	WCFB-FM	0.8	127,500
1t	WMMO-FM	0.8	272,800
3t	WOMX-FM	0.7	293,900
3t	WXXL-FM	0.7	294,300
5t	WOCL-FM	0.6	243,000
5t	WRUM-FM	0.6	137,200
7t	WHTQ-FM	0.5	213,000
7t	WJRR-FM	0.5	205,900
7t	WPYO-FM	0.5	224,500
7t	WTKS-FM	0.5	94,700
7t	WWKA-FM	0.5	169,000
12t	WJHM-FM	0.4	156,400
12t	WMGF-FM	0.4	234,800
14t	WLOQ-FM	0.3	121,200
14t	WNUE-FM	0.3	73,000

*M-F 6a-10a & M-F 3p-7p

Source: July/August/September 2010 Arbitron, Metro Orlando

Top 15 Stations Ranked by Average Persons. All estimates are copyright protected by the Arbitron Co.

ADULTS 25-54

Multi-Daypart Rankers

SAT 6AM-10AM

	Station	Avg. Rating	Weekly Cume Persons
1t	WCFB-FM	0.5	13,300
1t	WMMO-FM	0.5	25,300
1t	WXXL-FM	0.5	25,900
4t	WMGF-FM	0.4	16,500
4t	WOMX-FM	0.4	18,300
4t	WPYO-FM	0.4	14,500
4t	WWKA-FM	0.4	19,700
8t	WHTQ-FM	0.3	17,200
8t	WOCL-FM	0.3	17,000
8t	WRUM-FM	0.3	16,200
11t	WJHM-FM	0.2	10,200
11t	WJRR-FM	0.2	12,100
11t	WLOQ-FM	0.2	6,400
11t	WTKS-FM	0.2	8,500

SAT 10AM-3PM

	Station	Avg. Rating	Weekly Cume Persons
1	WMMO-FM	1.2	54,400
2t	WHTQ-FM	1.0	49,300
2t	WXXL-FM	1.0	63,500
4t	WOMX-FM	0.9	55,400
4t	WRUM-FM	0.9	36,700
6	WWKA-FM	0.8	42,000
7t	WJRR-FM	0.7	42,400
7t	WPYO-FM	0.7	36,500
9t	WCFB-FM	0.6	28,200
9t	WOCL-FM	0.6	34,700
11t	WJHM-FM	0.5	25,100
11t	WMGF-FM	0.5	29,300
13t	WLOQ-FM	0.2	14,800
13t	WNUE-FM	0.2	14,000
13t	WTKS-FM	0.2	12,500

SAT 3PM-7PM

	Station	Avg. Rating	Weekly Cume Persons
1	WHTQ-FM	1.2	44,400
2	WXXL-FM	1.1	56,400
3	WRUM-FM	1.0	33,000
4	WOMX-FM	0.9	54,700
5t	WJRR-FM	0.8	32,100
5t	WMMO-FM	0.8	38,300
7t	WCFB-FM	0.6	22,800
7t	WOCL-FM	0.6	31,600
7t	WPYO-FM	0.6	36,800
7t	WWKA-FM	0.6	32,200
11t	WJHM-FM	0.4	21,700
11t	WMGF-FM	0.4	23,300
13t	WNUE-FM	0.3	14,300
13t	WTKS-FM	0.3	10,800
15	WLOQ-FM	0.2	14,600

SAT 7PM-12MID

	Station	Avg. Rating	Weekly Cume Persons
1t	WHTQ-FM	0.5	28,900
1t	WMMO-FM	0.5	29,400
1t	WRUM-FM	0.5	22,800
4t	WCFB-FM	0.4	18,300
4t	WJRR-FM	0.4	21,900
4t	WOMX-FM	0.4	34,700
4t	WPYO-FM	0.4	28,300
4t	WXXL-FM	0.4	28,600
9t	WJHM-FM	0.3	18,800
9t	WMGF-FM	0.3	17,000
9t	WOCL-FM	0.3	21,700
9t	WWKA-FM	0.3	21,000
13t	WLOQ-FM	0.1	6,900
13t	WNUE-FM	0.1	11,100
13t	WTKS-FM	0.1	4,100

Source: July/August/September 2010 Arbitron, Metro Orlando

Top 15 Stations Ranked by Average Persons. All estimates are copyright protected by the Arbitron Co.

ADULTS 25-54

Multi-Daypart Rankers

SUN 6AM-10AM

	Station	Avg. Rating	Weekly Cume Persons
1	WCFB-FM	0.5	13,500
2t	WOCL-FM	0.4	17,300
2t	WPYO-FM	0.4	12,100
2t	WWKA-FM	0.4	21,400
5t	WMGF-FM	0.3	12,600
5t	WMMO-FM	0.3	14,100
5t	WOMX-FM	0.3	14,900
8t	WJHM-FM	0.2	6,400
8t	WJRR-FM	0.2	7,400
8t	WRUM-FM	0.2	7,300
8t	WXXL-FM	0.2	15,300
12t	WDBO-AM	0.1	5,300
12t	WFLF-AM	0.1	3,400
12t	WHTQ-FM	0.1	7,600
12t	WLOQ-FM	0.1	4,400
12t	WNUE-FM	0.1	6,800
12t	WTKS-FM	0.1	6,100

SUN 10AM-3PM

	Station	Avg. Rating	Weekly Cume Persons
1	WHTQ-FM	1.0	44,000
2	WMMO-FM	0.8	43,600
3	WXXL-FM	0.7	44,300
4t	WCFB-FM	0.6	25,200
4t	WJRR-FM	0.6	30,000
4t	WOCL-FM	0.6	37,100
4t	WOMX-FM	0.6	37,700
4t	WWKA-FM	0.6	33,800
9t	WMGF-FM	0.4	27,100
9t	WPYO-FM	0.4	25,500
9t	WRUM-FM	0.4	20,800
12	WTKS-FM	0.3	17,600
13t	WJHM-FM	0.2	16,200
13t	WLOQ-FM	0.2	12,800
13t	WNUE-FM	0.2	11,100

SUN 3PM-7PM

	Station	Avg. Rating	Weekly Cume Persons
1	WHTQ-FM	1.3	39,600
2	WXXL-FM	0.8	46,400
3t	WJRR-FM	0.7	32,100
3t	WMMO-FM	0.7	34,900
3t	WPYO-FM	0.7	34,700
6t	WCFB-FM	0.6	19,700
6t	WOCL-FM	0.6	27,200
6t	WOMX-FM	0.6	32,600
6t	WRUM-FM	0.6	27,200
10	WWKA-FM	0.5	24,900
11	WJHM-FM	0.4	18,100
12	WMGF-FM	0.3	19,900
13t	WNUE-FM	0.2	10,800
13t	WTKS-FM	0.2	10,200

SUN 7PM-12MID

	Station	Avg. Rating	Weekly Cume Persons
1t	WCFB-FM	0.4	10,800
1t	WHTQ-FM	0.4	17,300
1t	WMMO-FM	0.4	25,800
1t	WPYO-FM	0.4	22,600
5t	WJRR-FM	0.3	17,900
5t	WOCL-FM	0.3	17,900
5t	WOMX-FM	0.3	21,900
5t	WXXL-FM	0.3	22,200
9t	WJHM-FM	0.2	13,600
9t	WRUM-FM	0.2	12,800
9t	WWKA-FM	0.2	12,100
12t	WLOQ-FM	0.1	5,600
12t	WMGF-FM	0.1	9,500
12t	WNUE-FM	0.1	9,900
12t	WTKS-FM	0.1	5,000

Source: July/August/September 2010 Arbitron, Metro Orlando

Top 15 Stations Ranked by Average Persons. All estimates are copyright protected by the Arbitron Co.

ADULTS 35-64

Multi-Daypart Rankers

MON-FRI 6AM-10AM

	Station	Avg. Rating	Weekly Cume Persons
1	WCFB-FM	1.0	49,200
2	WDBO-AM	0.9	51,400
3t	WMMO-FM	0.8	119,400
3t	WOCL-FM	0.8	90,700
3t	WTKS-FM	0.8	42,800
3t	WXXL-FM	0.8	77,800
7	WWKA-FM	0.7	75,700
8t	WOMX-FM	0.6	89,800
8t	WRUM-FM	0.6	55,500
10t	WLOQ-FM	0.4	40,100
10t	WMGF-FM	0.4	67,100
10t	WNUE-FM	0.4	30,700
13t	WFLF-AM	0.3	26,800
13t	WHTQ-FM	0.3	45,100
15t	WHOO-AM	0.2	19,400
15t	WJHM-FM	0.2	30,700
15t	WJRR-FM	0.2	39,400
15t	WPYO-FM	0.2	47,700
15t	WRMQ-AM	0.2	7,900

MON-FRI 10AM-3PM

	Station	Avg. Rating	Weekly Cume Persons
1	WMMO-FM	1.3	141,200
2t	WOCL-FM	1.0	124,400
2t	WOMX-FM	1.0	120,400
4t	WCFB-FM	0.8	72,200
4t	WTKS-FM	0.8	43,500
6t	WDBO-AM	0.7	48,000
6t	WMGF-FM	0.7	111,500
6t	WRUM-FM	0.7	74,700
6t	WXXL-FM	0.7	104,600
10t	WLOQ-FM	0.6	61,800
10t	WWKA-FM	0.6	87,100
12t	WFLF-AM	0.5	32,500
12t	WHTQ-FM	0.5	74,300
14	WJRR-FM	0.4	63,000
15t	WJHM-FM	0.3	55,300
15t	WPYO-FM	0.3	69,600

MON-FRI 3PM-7PM

	Station	Avg. Rating	Weekly Cume Persons
1t	WCFB-FM	1.1	69,600
1t	WMMO-FM	1.1	134,400
3t	WOCL-FM	1.0	122,000
3t	WOMX-FM	1.0	123,800
5t	WWKA-FM	0.9	94,200
5t	WXXL-FM	0.9	111,400
7t	WDBO-AM	0.7	54,100
7t	WHTQ-FM	0.7	90,400
7t	WMGF-FM	0.7	93,200
7t	WRUM-FM	0.7	65,300
11t	WLOQ-FM	0.6	50,400
11t	WTKS-FM	0.6	49,200
13	WJRR-FM	0.5	63,900
14t	WNUE-FM	0.4	35,300
14t	WPYO-FM	0.4	86,300

MON-FRI 7PM-12MID

	Station	Avg. Rating	Weekly Cume Persons
1t	WCFB-FM	0.5	48,500
1t	WMMO-FM	0.5	80,100
3	WRUM-FM	0.4	50,400
4t	WHTQ-FM	0.3	58,200
4t	WJRR-FM	0.3	41,500
4t	WOCL-FM	0.3	64,800
4t	WOMX-FM	0.3	63,500
4t	WWKA-FM	0.3	60,100
9t	WDBO-AM	0.2	31,000
9t	WJHM-FM	0.2	37,800
9t	WMGF-FM	0.2	49,000
9t	WPYO-FM	0.2	51,200
9t	WXXL-FM	0.2	59,100
14t	WLOQ-FM	0.1	25,200
14t	WNUE-FM	0.1	25,600
14t	WTKS-FM	0.1	17,800

Source: July/August/September 2010 Arbitron, Metro Orlando

Top 15 Stations Ranked by Average Persons. All estimates are copyright protected by the Arbitron Co.

ADULTS 35-64

Multi-Daypart Rankers

AM & PM DRIVES*

	Station	Avg. Rating	Weekly Cume Persons
1t	WCFB-FM	1.0	80,000
1t	WMMO-FM	1.0	179,900
3	WOCL-FM	0.9	155,300
4t	WDBO-AM	0.8	72,800
4t	WOMX-FM	0.8	150,400
4t	WWKA-FM	0.8	117,600
4t	WXXL-FM	0.8	135,700
8t	WRUM-FM	0.7	81,600
8t	WTKS-FM	0.7	57,100
10t	WHTQ-FM	0.5	103,300
10t	WLOQ-FM	0.5	66,300
10t	WMGF-FM	0.5	127,900
13t	WJRR-FM	0.4	83,400
13t	WNUE-FM	0.4	43,200
15t	WFLF-AM	0.3	38,900
15t	WJHM-FM	0.3	72,300
15t	WPYO-FM	0.3	103,700

MON-FRI 6AM-7PM

	Station	Avg. Rating	Weekly Cume Persons
1	WMMO-FM	1.1	221,000
2t	WCFB-FM	1.0	98,600
2t	WOCL-FM	1.0	198,400
4	WOMX-FM	0.9	189,300
5	WXXL-FM	0.8	165,600
6t	WDBO-AM	0.7	78,300
6t	WRUM-FM	0.7	100,000
6t	WTKS-FM	0.7	63,600
6t	WWKA-FM	0.7	141,200
10	WMGF-FM	0.6	176,200
11t	WHTQ-FM	0.5	126,200
11t	WLOQ-FM	0.5	99,200
13t	WFLF-AM	0.4	48,200
13t	WJRR-FM	0.4	105,400
15t	WJHM-FM	0.3	94,600
15t	WNUE-FM	0.3	50,800
15t	WPYO-FM	0.3	126,900

MON-FRI 6AM-12MID

	Station	Avg. Rating	Weekly Cume Persons
1	WMMO-FM	0.9	232,800
2t	WCFB-FM	0.8	105,700
2t	WOCL-FM	0.8	208,600
4	WOMX-FM	0.7	201,900
5t	WDBO-AM	0.6	81,900
5t	WRUM-FM	0.6	105,900
5t	WTKS-FM	0.6	64,900
5t	WWKA-FM	0.6	148,500
5t	WXXL-FM	0.6	178,000
10	WMGF-FM	0.5	189,200
11t	WHTQ-FM	0.4	140,600
11t	WJRR-FM	0.4	115,000
11t	WLOQ-FM	0.4	105,300
14t	WFLF-AM	0.3	49,800
14t	WJHM-FM	0.3	100,800
14t	WNUE-FM	0.3	54,300
14t	WPYO-FM	0.3	136,300

MON-SUN 6AM-12MID

	Station	Avg. Rating	Weekly Cume Persons
1	WMMO-FM	0.9	264,500
2	WCFB-FM	0.8	117,600
3	WOCL-FM	0.7	242,500
4t	WOMX-FM	0.6	238,400
4t	WRUM-FM	0.6	120,700
4t	WWKA-FM	0.6	166,000
4t	WXXL-FM	0.6	208,000
8t	WDBO-AM	0.5	85,300
8t	WHTQ-FM	0.5	179,100
10t	WJRR-FM	0.4	134,100
10t	WLOQ-FM	0.4	126,500
10t	WMGF-FM	0.4	218,800
10t	WTKS-FM	0.4	74,800
14t	WNUE-FM	0.3	60,900
14t	WPYO-FM	0.3	160,100

*M-F 6a-10a & M-F 3p-7p

Source: July/August/September 2010 Arbitron, Metro Orlando

Top 15 Stations Ranked by Average Persons. All estimates are copyright protected by the Arbitron Co.

ADULTS 35-64

Multi-Daypart Rankers

SAT 10AM-3PM

	Station	Avg. Rating	Weekly Cume Persons
1	WMMO-FM	1.4	57,700
2	WRUM-FM	1.0	37,100
3	WWKA-FM	0.9	41,900
4t	WHTQ-FM	0.8	42,500
4t	WOCL-FM	0.8	38,300
6t	WCFB-FM	0.7	25,500
6t	WOMX-FM	0.7	43,600
6t	WXXL-FM	0.7	42,200
9	WJRR-FM	0.6	29,300
10t	WMGF-FM	0.5	26,900
10t	WPYO-FM	0.5	23,800
12	WLOQ-FM	0.4	20,100
13t	WJHM-FM	0.3	17,600
13t	WNUE-FM	0.3	16,500
15t	WDBO-AM	0.2	10,600
15t	WTKS-FM	0.2	8,900

SAT 6AM-10AM

	Station	Avg. Rating	Weekly Cume Persons
1	WMMO-FM	0.7	29,000
2	WCFB-FM	0.6	14,800
3t	WOCL-FM	0.5	25,100
3t	WWKA-FM	0.5	22,300
5t	WOMX-FM	0.4	16,500
5t	WRUM-FM	0.4	17,400
7t	WHTQ-FM	0.3	16,300
7t	WMGF-FM	0.3	17,000
7t	WXXL-FM	0.3	15,300
10t	WDBO-AM	0.2	11,100
10t	WJHM-FM	0.2	6,900
10t	WJRR-FM	0.2	9,700
10t	WLOQ-FM	0.2	9,300
10t	WNUE-FM	0.2	9,900

SAT 7PM-12MID

	Station	Avg. Rating	Weekly Cume Persons
1	WMMO-FM	0.6	32,200
2t	WCFB-FM	0.4	17,300
2t	WHTQ-FM	0.4	22,400
2t	WOCL-FM	0.4	28,500
2t	WRUM-FM	0.4	17,000
2t	WWKA-FM	0.4	21,200
7t	WJRR-FM	0.3	14,000
7t	WMGF-FM	0.3	17,600
7t	WOMX-FM	0.3	28,100
7t	WPYO-FM	0.3	17,800
11t	WJHM-FM	0.2	10,700
11t	WXXL-FM	0.2	18,100
13t	WDBO-AM	0.1	2,900
13t	WLOQ-FM	0.1	8,300
13t	WNUE-FM	0.1	9,900
13t	WTKS-FM	0.1	3,100

SAT 3PM-7PM

	Station	Avg. Rating	Weekly Cume Persons
1t	WHTQ-FM	1.1	40,000
1t	WRUM-FM	1.1	31,300
3	WMMO-FM	1.0	43,200
4t	WOCL-FM	0.8	36,900
4t	WWKA-FM	0.8	32,000
6t	WCFB-FM	0.7	23,900
6t	WOMX-FM	0.7	41,000
6t	WXXL-FM	0.7	36,300
9	WJRR-FM	0.6	19,900
10t	WMGF-FM	0.5	21,400
10t	WPYO-FM	0.5	24,800
12t	WJHM-FM	0.3	14,300
12t	WLOQ-FM	0.3	17,900
12t	WNUE-FM	0.3	14,700
12t	WTKS-FM	0.3	7,900

Source: July/August/September 2010 Arbitron, Metro Orlando

Top 15 Stations Ranked by Average Persons. All estimates are copyright protected by the Arbitron Co.

ADULTS 35-64

Multi-Daypart Rankers

SUN 6AM-10AM

	Station	Avg. Rating	Weekly Cume Persons
1	WCFB-FM	0.6	16,300
2t	WOCL-FM	0.5	20,800
2t	WWKA-FM	0.5	22,500
4t	WJRR-FM	0.3	8,100
4t	WMMO-FM	0.3	18,200
6t	WDBO-AM	0.2	9,100
6t	WMGF-FM	0.2	11,400
6t	WOMX-FM	0.2	12,500
6t	WPYO-FM	0.2	7,000
6t	WRUM-FM	0.2	8,600
6t	WXXL-FM	0.2	9,100
12t	WFLF-AM	0.1	4,800
12t	WHTQ-FM	0.1	7,900
12t	WJHM-FM	0.1	5,300
12t	WLOQ-FM	0.1	6,000
12t	WNUE-FM	0.1	6,400
12t	WRMQ-AM	0.1	4,100
12t	WTKS-FM	0.1	5,000
12t	WTLN-AM	0.1	1,300

SUN 3PM-7PM

	Station	Avg. Rating	Weekly Cume Persons
1	WHTQ-FM	1.0	32,300
2t	WMMO-FM	0.8	35,800
2t	WOCL-FM	0.8	33,300
4t	WCFB-FM	0.7	23,100
4t	WXXL-FM	0.7	34,200
6t	WRUM-FM	0.6	23,500
6t	WWKA-FM	0.6	23,100
8	WJRR-FM	0.5	19,300
9t	WOMX-FM	0.4	25,800
9t	WPYO-FM	0.4	23,400
11t	WJHM-FM	0.3	12,600
11t	WMGF-FM	0.3	17,400
13t	WLOQ-FM	0.2	8,100
13t	WNUE-FM	0.2	10,100
13t	WTKS-FM	0.2	7,600

SUN 10AM-3PM

	Station	Avg. Rating	Weekly Cume Persons
1	WMMO-FM	1.1	46,400
2	WOCL-FM	0.9	41,200
3t	WCFB-FM	0.8	30,300
3t	WHTQ-FM	0.8	38,000
3t	WWKA-FM	0.8	37,700
6	WRUM-FM	0.6	22,700
7t	WOMX-FM	0.5	29,400
7t	WXXL-FM	0.5	27,600
9t	WJRR-FM	0.4	18,500
9t	WMGF-FM	0.4	24,600
9t	WNUE-FM	0.4	13,700
12t	WLOQ-FM	0.3	16,400
12t	WPYO-FM	0.3	15,600
12t	WTKS-FM	0.3	14,200
15	WJHM-FM	0.2	10,100

SUN 7PM-12MID

	Station	Avg. Rating	Weekly Cume Persons
1	WMMO-FM	0.5	26,800
2t	WCFB-FM	0.4	12,900
2t	WOCL-FM	0.4	21,100
4	WHTQ-FM	0.3	12,400
5t	WJRR-FM	0.2	12,100
5t	WOMX-FM	0.2	17,300
5t	WPYO-FM	0.2	12,200
5t	WRUM-FM	0.2	12,300
5t	WWKA-FM	0.2	13,400
10t	WJHM-FM	0.1	6,600
10t	WLOQ-FM	0.1	4,600
10t	WMGF-FM	0.1	9,600
10t	WNUE-FM	0.1	7,800
10t	WXXL-FM	0.1	11,900

Source: July/August/September 2010 Arbitron, Metro Orlando
Top 15 Stations Ranked by Average Persons.

All estimates are copyright protected by the Arbitron Co.

ADULTS 18-49

Multi-Daypart Rankers

MON-FRI 6AM-10AM

	Station	Avg. Rating	Weekly Cume Persons
1	WXXL-FM	1.0	123,800
2t	WCFB-FM	0.8	46,800
2t	WTKS-FM	0.8	54,300
4	WPYO-FM	0.7	92,300
5t	WMMO-FM	0.6	119,500
5t	WOMX-FM	0.6	109,400
5t	WRUM-FM	0.6	59,600
8t	WHTQ-FM	0.4	53,000
8t	WJRR-FM	0.4	67,400
8t	WLOQ-FM	0.4	37,800
8t	WOCL-FM	0.4	79,800
8t	WWKA-FM	0.4	63,900
13t	WJHM-FM	0.3	45,300
13t	WMGF-FM	0.3	61,500
13t	WNUE-FM	0.3	33,700

MON-FRI 10AM-3PM

	Station	Avg. Rating	Weekly Cume Persons
1t	WMMO-FM	1.0	137,200
1t	WOMX-FM	1.0	157,300
3	WXXL-FM	0.9	168,700
4t	WJRR-FM	0.8	116,800
4t	WRUM-FM	0.8	91,500
4t	WTKS-FM	0.8	54,100
7t	WCFB-FM	0.7	73,300
7t	WOCL-FM	0.7	113,500
7t	WPYO-FM	0.7	133,000
10t	WHTQ-FM	0.5	91,200
10t	WJHM-FM	0.5	94,700
10t	WMGF-FM	0.5	109,300
13t	WLOQ-FM	0.4	52,400
13t	WWKA-FM	0.4	80,500
15	WFLF-AM	0.3	25,600

MON-FRI 3PM-7PM

	Station	Avg. Rating	Weekly Cume Persons
1	WXXL-FM	1.1	186,600
2	WOMX-FM	1.0	156,400
3t	WCFB-FM	0.9	79,000
3t	WJRR-FM	0.9	118,000
3t	WMMO-FM	0.9	125,500
6t	WPYO-FM	0.8	160,700
6t	WRUM-FM	0.8	89,600
8t	WHTQ-FM	0.7	105,300
8t	WOCL-FM	0.7	102,500
10t	WJHM-FM	0.6	110,700
10t	WWKA-FM	0.6	86,500
12t	WMGF-FM	0.5	94,200
12t	WTKS-FM	0.5	53,300
14	WNUE-FM	0.4	41,600
15t	WDBO-AM	0.3	24,600
15t	WLOQ-FM	0.3	45,100

MON-FRI 7PM-12MID

	Station	Avg. Rating	Weekly Cume Persons
1	WPYO-FM	0.5	114,900
2t	WCFB-FM	0.4	58,400
2t	WJRR-FM	0.4	81,400
2t	WRUM-FM	0.4	68,100
2t	WXXL-FM	0.4	117,300
6t	WHTQ-FM	0.3	72,000
6t	WJHM-FM	0.3	72,900
6t	WMMO-FM	0.3	75,400
6t	WOMX-FM	0.3	90,400
6t	WWKA-FM	0.3	66,900
11t	WOCL-FM	0.2	63,600
11t	WTKS-FM	0.2	31,700
13t	WDBO-AM	0.1	20,400
13t	WLOQ-FM	0.1	25,600
13t	WMGF-FM	0.1	48,000
13t	WNUE-FM	0.1	30,000
13t	WRMQ-AM	0.1	7,000

Source: July/August/September 2010 Arbitron, Metro Orlando

Top 15 Stations Ranked by Average Persons. All estimates are copyright protected by the Arbitron Co.

ADULTS 18-49

Multi-Daypart Rankers

AM & PM Drives*

	Station	Avg. Rating	Weekly Cume Persons
1	WXXL-FM	1.0	226,300
2	WCFB-FM	0.9	88,400
3t	WMMO-FM	0.8	170,700
3t	WOMX-FM	0.8	195,100
3t	WPYO-FM	0.8	189,500
6t	WRUM-FM	0.7	103,500
6t	WTKS-FM	0.7	71,100
8	WJRR-FM	0.6	145,000
9t	WHTQ-FM	0.5	124,600
9t	WJHM-FM	0.5	122,800
9t	WOCL-FM	0.5	135,600
9t	WWKA-FM	0.5	110,100
13t	WLOQ-FM	0.4	61,400
13t	WMGF-FM	0.4	128,200
15t	WDBO-AM	0.3	41,700
15t	WNUE-FM	0.3	50,100

MON-FRI 6AM-7PM

	Station	Avg. Rating	Weekly Cume Persons
1	WXXL-FM	1.0	266,500
2	WOMX-FM	0.9	247,000
3t	WCFB-FM	0.8	107,400
3t	WMMO-FM	0.8	214,400
5t	WJRR-FM	0.7	182,300
5t	WPYO-FM	0.7	223,700
5t	WRUM-FM	0.7	123,700
5t	WTKS-FM	0.7	78,300
9	WOCL-FM	0.6	182,700
10t	WHTQ-FM	0.5	153,000
10t	WJHM-FM	0.5	151,500
10t	WWKA-FM	0.5	134,400
13t	WLOQ-FM	0.4	87,300
13t	WMGF-FM	0.4	178,900
15	WNUE-FM	0.3	63,600

MON-FRI 6AM-12MID

	Station	Avg. Rating	Weekly Cume Persons
1	WXXL-FM	0.8	286,100
2t	WCFB-FM	0.7	119,700
2t	WMMO-FM	0.7	229,500
2t	WOMX-FM	0.7	266,000
2t	WPYO-FM	0.7	239,200
6t	WJRR-FM	0.6	199,700
6t	WRUM-FM	0.6	133,900
6t	WTKS-FM	0.6	83,400
9t	WHTQ-FM	0.5	171,100
9t	WOCL-FM	0.5	199,900
11t	WJHM-FM	0.4	165,400
11t	WWKA-FM	0.4	145,700
13t	WLOQ-FM	0.3	93,000
13t	WMGF-FM	0.3	192,200
15t	WDBO-AM	0.2	52,400
15t	WFLF-AM	0.2	35,500
15t	WNUE-FM	0.2	69,100

MON-SUN 6AM-12MID

	Station	Avg. Rating	Weekly Cume Persons
1	WXXL-FM	0.8	325,300
2t	WMMO-FM	0.7	265,100
2t	WOMX-FM	0.7	310,400
4t	WCFB-FM	0.6	130,600
4t	WJRR-FM	0.6	224,400
4t	WPYO-FM	0.6	270,800
4t	WRUM-FM	0.6	150,200
8t	WHTQ-FM	0.5	214,000
8t	WOCL-FM	0.5	236,100
8t	WTKS-FM	0.5	94,800
11t	WJHM-FM	0.4	185,500
11t	WWKA-FM	0.4	167,300
13t	WLOQ-FM	0.3	112,300
13t	WMGF-FM	0.3	228,000
15	WNUE-FM	0.2	79,800

Source: July/August/September 2010 Arbitron, Metro Orlando

Top 15 Stations Ranked by Average Persons. All estimates are copyright protected by the Arbitron Co.

ADULTS 18-49

Multi-Daypart Rankers

SAT 6AM-10AM

	Station	Avg. Rating	Weekly Cume Persons
1t	WMMO-FM	0.4	23,800
1t	WPYO-FM	0.4	17,700
1t	WRUM-FM	0.4	21,700
1t	WXXL-FM	0.4	23,000
5t	WCFB-FM	0.3	12,600
5t	WMGF-FM	0.3	14,500
5t	WOMX-FM	0.3	17,800
5t	WWKA-FM	0.3	19,200
9t	WHTQ-FM	0.2	15,100
9t	WJHM-FM	0.2	11,500
9t	WJRR-FM	0.2	13,800
9t	WLOQ-FM	0.2	7,100
9t	WOCL-FM	0.2	15,600
14t	WDBO-AM	0.1	3,900
14t	WHOO-AM	0.1	3,200
14t	WNUE-FM	0.1	7,000
14t	WRMQ-AM	0.1	2,800
14t	WTKS-FM	0.1	8,300

SAT 10AM-3PM

	Station	Avg. Rating	Weekly Cume Persons
1	WMMO-FM	1.0	50,200
2t	WRUM-FM	0.9	37,900
2t	WXXL-FM	0.9	68,100
4t	WHTQ-FM	0.8	48,400
4t	WJRR-FM	0.8	46,600
4t	WOMX-FM	0.8	54,200
4t	WPYO-FM	0.8	46,300
8t	WCFB-FM	0.6	28,500
8t	WWKA-FM	0.6	40,600
10	WJHM-FM	0.5	29,400
11t	WMGF-FM	0.4	25,500
11t	WOCL-FM	0.4	30,200
13t	WLOQ-FM	0.2	15,800
13t	WNUE-FM	0.2	13,200
13t	WRMQ-AM	0.2	4,100
13t	WTKS-FM	0.2	10,500

SAT 3PM-7PM

	Station	Avg. Rating	Weekly Cume Persons
1t	WHTQ-FM	1.1	41,800
1t	WXXL-FM	1.1	61,900
3	WRUM-FM	1.0	35,400
4t	WJRR-FM	0.8	33,200
4t	WOMX-FM	0.8	56,900
6t	WMMO-FM	0.7	33,200
6t	WPYO-FM	0.7	42,200
8t	WCFB-FM	0.5	22,200
8t	WJHM-FM	0.5	25,200
8t	WOCL-FM	0.5	26,800
8t	WWKA-FM	0.5	30,100
12	WMGF-FM	0.3	21,200
13t	WLOQ-FM	0.2	14,100
13t	WNUE-FM	0.2	13,100
13t	WTKS-FM	0.2	10,000

SAT 7PM-12MID

	Station	Avg. Rating	Weekly Cume Persons
1	WPYO-FM	0.6	42,200
2t	WHTQ-FM	0.5	30,300
2t	WJRR-FM	0.5	27,500
2t	WRUM-FM	0.5	23,500
2t	WXXL-FM	0.5	38,000
6t	WJHM-FM	0.4	23,400
6t	WMMO-FM	0.4	25,200
6t	WOMX-FM	0.4	37,000
9	WWKA-FM	0.3	20,500
10t	WCFB-FM	0.2	17,900
10t	WMGF-FM	0.2	17,600
10t	WOCL-FM	0.2	18,700
13t	WLOQ-FM	0.1	6,800
13t	WNUE-FM	0.1	10,900
13t	WTKS-FM	0.1	4,300

Source: July/August/September 2010 Arbitron, Metro Orlando

Top 15 Stations Ranked by Average Persons. All estimates are copyright protected by the Arbitron Co.

ADULTS 18-49

Multi-Daypart Rankers

SUN 6AM-10AM

	Station	Avg. Rating	Weekly Cume Persons
1	WPYO-FM	0.5	15,600
2t	WCFB-FM	0.3	12,100
2t	WOCL-FM	0.3	13,900
2t	WWKA-FM	0.3	19,600
5t	WJHM-FM	0.2	7,100
5t	WJRR-FM	0.2	8,000
5t	WMGF-FM	0.2	12,300
5t	WMMO-FM	0.2	11,400
5t	WOMX-FM	0.2	14,500
5t	WRUM-FM	0.2	9,300
5t	WXXL-FM	0.2	13,700
12t	WHTQ-FM	0.1	8,100
12t	WNUE-FM	0.1	5,300
12t	WRMQ-AM	0.1	3,800
12t	WTKS-FM	0.1	5,900
12t	WTLN-AM	0.1	1,700

SUN 10AM-3PM

	Station	Avg. Rating	Weekly Cume Persons
1	WHTQ-FM	0.8	39,300
2t	WJRR-FM	0.7	33,100
2t	WXXL-FM	0.7	52,000
4	WMMO-FM	0.6	36,000
5t	WCFB-FM	0.5	23,400
5t	WOCL-FM	0.5	33,100
5t	WOMX-FM	0.5	36,600
5t	WPYO-FM	0.5	34,100
5t	WWKA-FM	0.5	30,500
10	WRUM-FM	0.4	22,800
11t	WJHM-FM	0.3	19,200
11t	WMGF-FM	0.3	23,700
11t	WTKS-FM	0.3	17,900
14	WLOQ-FM	0.2	13,700
15t	WDBO-AM	0.1	3,600
15t	WNUE-FM	0.1	8,900
15t	WRMQ-AM	0.1	4,200

SUN 3PM-7PM

	Station	Avg. Rating	Weekly Cume Persons
1	WHTQ-FM	1.2	39,800
2t	WPYO-FM	0.8	44,800
2t	WXXL-FM	0.8	47,900
4	WJRR-FM	0.7	34,100
5t	WOMX-FM	0.6	35,300
5t	WRUM-FM	0.6	30,900
7t	WJHM-FM	0.5	22,000
7t	WMMO-FM	0.5	29,900
7t	WOCL-FM	0.5	25,000
10t	WCFB-FM	0.4	19,300
10t	WWKA-FM	0.4	23,100
12	WMGF-FM	0.3	18,000
13t	WNUE-FM	0.2	10,400
13t	WTKS-FM	0.2	10,200
15t	WFLF-AM	0.1	3,600
15t	WLOQ-FM	0.1	8,600
15t	WRMQ-AM	0.1	3,800

SUN 7PM-12MID

	Station	Avg. Rating	Weekly Cume Persons
1	WPYO-FM	0.6	34,300
2	WHTQ-FM	0.4	17,800
3t	WCFB-FM	0.3	10,900
3t	WJRR-FM	0.3	20,200
3t	WMMO-FM	0.3	22,400
3t	WOMX-FM	0.3	23,200
3t	WXXL-FM	0.3	28,200
8t	WJHM-FM	0.2	19,800
8t	WOCL-FM	0.2	15,300
8t	WRUM-FM	0.2	14,600
8t	WWKA-FM	0.2	14,200
12t	WLOQ-FM	0.1	5,800
12t	WMGF-FM	0.1	9,600
12t	WNUE-FM	0.1	9,400
12t	WTKS-FM	0.1	6,300

Source: July/August/September 2010 Arbitron, Metro Orlando

Top 15 Stations Ranked by Average Persons. All estimates are copyright protected by the Arbitron Co.

ADULTS 18-34

Multi-Daypart Rankers

MON-FRI 6AM-10AM

	Station	Avg. Rating	Weekly Cume Persons
1	WPYO-FM	1.1	54,200
2	WCFB-FM	0.8	19,900
3	WXXL-FM	0.7	64,500
4t	WRUM-FM	0.6	27,200
4t	WTKS-FM	0.6	24,200
6	WJRR-FM	0.5	36,900
7t	WJHM-FM	0.4	25,400
7t	WLOQ-FM	0.4	15,600
7t	WMMO-FM	0.4	38,900
10t	WHTQ-FM	0.3	16,700
10t	WOMX-FM	0.3	34,100
12t	WMGF-FM	0.2	18,000
12t	WOCL-FM	0.2	24,000
12t	WRMQ-AM	0.2	4,100
12t	WTLN-AM	0.2	4,600

MON-FRI 10AM-3PM

	Station	Avg. Rating	Weekly Cume Persons
1t	WJRR-FM	0.9	69,700
1t	WPYO-FM	0.9	75,100
3t	WRUM-FM	0.8	49,600
3t	WXXL-FM	0.8	91,100
5t	WCFB-FM	0.6	29,100
5t	WMMO-FM	0.6	46,100
5t	WOMX-FM	0.6	64,200
8t	WJHM-FM	0.5	50,300
8t	WTKS-FM	0.5	22,100
10	WLOQ-FM	0.4	18,800
11t	WHTQ-FM	0.3	33,800
11t	WMGF-FM	0.3	39,900
11t	WOCL-FM	0.3	35,400
11t	WRMQ-AM	0.3	5,300
15t	WFLF-AM	0.2	11,600
15t	WNUE-FM	0.2	23,300
15t	WWKA-FM	0.2	28,400

MON-FRI 3PM-7PM

	Station	Avg. Rating	Weekly Cume Persons
1	WPYO-FM	1.1	90,600
2	WXXL-FM	1.0	101,500
3	WJRR-FM	0.9	68,500
4	WRUM-FM	0.8	49,900
5t	WCFB-FM	0.7	37,500
5t	WJHM-FM	0.7	62,000
5t	WMMO-FM	0.7	43,600
8	WOMX-FM	0.6	58,700
9t	WHTQ-FM	0.4	35,800
9t	WTKS-FM	0.4	20,500
11t	WMGF-FM	0.3	36,700
11t	WOCL-FM	0.3	28,200
11t	WWKA-FM	0.3	30,000
14t	WLOQ-FM	0.2	15,900
14t	WNUE-FM	0.2	20,300
14t	WRMQ-AM	0.2	4,800

MON-FRI 7PM-12MID

	Station	Avg. Rating	Weekly Cume Persons
1	WPYO-FM	0.7	72,400
2	WXXL-FM	0.5	71,800
3t	WJHM-FM	0.4	44,100
3t	WJRR-FM	0.4	48,100
3t	WRUM-FM	0.4	37,100
6t	WCFB-FM	0.3	29,000
6t	WHTQ-FM	0.3	28,100
6t	WMMO-FM	0.3	27,800
9t	WOCL-FM	0.2	23,700
9t	WOMX-FM	0.2	35,900
9t	WTKS-FM	0.2	19,000
9t	WWKA-FM	0.2	25,300
13t	WMGF-FM	0.1	17,800
13t	WNUE-FM	0.1	13,600
13t	WRMQ-AM	0.1	4,300
13t	WTLN-AM	0.1	2,900

Source: July/August/September 2010 Arbitron, Metro Orlando

Top 15 Stations Ranked by Average Persons. All estimates are copyright protected by the Arbitron Co.

ADULTS 18-34

Multi-Daypart Rankers

AM & PM Drives*

	Station	Avg. Rating	Weekly Cume Persons
1	WPYO-FM	1.1	106,600
2	WXXL-FM	0.8	123,500
3t	WCFB-FM	0.7	41,900
3t	WJRR-FM	0.7	81,500
3t	WRUM-FM	0.7	55,600
6	WMMO-FM	0.6	61,100
7t	WJHM-FM	0.5	69,100
7t	WTKS-FM	0.5	33,400
9	WOMX-FM	0.4	76,500
10t	WHTQ-FM	0.3	44,900
10t	WLOQ-FM	0.3	23,100
10t	WMGF-FM	0.3	46,900
10t	WOCL-FM	0.3	41,800
14t	WNUE-FM	0.2	23,400
14t	WRMQ-AM	0.2	5,100
14t	WWKA-FM	0.2	37,300

MON-FRI 6AM-7PM

	Station	Avg. Rating	Weekly Cume Persons
1	WPYO-FM	1.0	122,000
2t	WJRR-FM	0.8	104,300
2t	WXXL-FM	0.8	145,700
4t	WCFB-FM	0.7	49,500
4t	WRUM-FM	0.7	65,800
6	WMMO-FM	0.6	80,700
7t	WJHM-FM	0.5	81,400
7t	WOMX-FM	0.5	103,900
7t	WTKS-FM	0.5	36,500
10	WLOQ-FM	0.4	28,700
11t	WHTQ-FM	0.3	58,100
11t	WMGF-FM	0.3	69,400
11t	WOCL-FM	0.3	60,000
14t	WNUE-FM	0.2	32,400
14t	WRMQ-AM	0.2	5,700
14t	WWKA-FM	0.2	48,300

MON-FRI 6AM-12MID

	Station	Avg. Rating	Weekly Cume Persons
1	WPYO-FM	0.9	131,100
2t	WJRR-FM	0.7	114,800
2t	WXXL-FM	0.7	156,900
4t	WCFB-FM	0.6	56,500
4t	WRUM-FM	0.6	72,200
6t	WJHM-FM	0.5	91,400
6t	WMMO-FM	0.5	88,300
8t	WOMX-FM	0.4	113,700
8t	WTKS-FM	0.4	40,400
10t	WHTQ-FM	0.3	65,600
10t	WLOQ-FM	0.3	30,500
12t	WMGF-FM	0.2	75,700
12t	WOCL-FM	0.2	70,900
12t	WRMQ-AM	0.2	5,700
12t	WWKA-FM	0.2	55,400

MON-SUN 6AM-12MID

	Station	Avg. Rating	Weekly Cume Persons
1	WPYO-FM	0.9	148,000
2	WXXL-FM	0.7	176,700
3t	WJRR-FM	0.6	128,800
3t	WRUM-FM	0.6	80,800
5t	WCFB-FM	0.5	63,400
5t	WJHM-FM	0.5	103,900
7t	WMMO-FM	0.4	105,500
7t	WOMX-FM	0.4	138,300
9t	WHTQ-FM	0.3	84,400
9t	WTKS-FM	0.3	46,700
11t	WLOQ-FM	0.2	38,900
11t	WMGF-FM	0.2	94,800
11t	WOCL-FM	0.2	89,000
11t	WRMQ-AM	0.2	6,200
11t	WWKA-FM	0.2	65,400

Source: July/August/September 2010 Arbitron, Metro Orlando

Top 15 Stations Ranked by Average Persons. All estimates are copyright protected by the Arbitron Co.

ADULTS 18-34

Multi-Daypart Rankers

SAT 6AM-10AM

	Station	Avg. Rating	Weekly Cume Persons
1	WPYO-FM	0.7	10,500
2	WXXL-FM	0.6	13,800
3t	WMGF-FM	0.4	5,000
3t	WRUM-FM	0.4	10,800
5t	WCFB-FM	0.2	4,600
5t	WHTQ-FM	0.2	4,100
5t	WJHM-FM	0.2	5,400
5t	WJRR-FM	0.2	6,600
5t	WLOQ-FM	0.2	2,400
5t	WMMO-FM	0.2	5,300
5t	WRMQ-AM	0.2	2,000
12t	WNUE-FM	0.1	3,700
12t	WOCL-FM	0.1	4,500
12t	WOMX-FM	0.1	4,300
12t	WTKS-FM	0.1	2,600
12t	WTLN-AM	0.1	900
12t	WWKA-FM	0.1	4,400

SAT 10AM-3PM

	Station	Avg. Rating	Weekly Cume Persons
1	WXXL-FM	1.00	35,700
2	WPYO-FM	0.90	26,100
3t	WJRR-FM	0.70	23,000
3t	WRUM-FM	0.70	18,900
5	WMMO-FM	0.60	15,400
6t	WHTQ-FM	0.50	14,600
6t	WJHM-FM	0.50	15,000
6t	WOMX-FM	0.50	18,900
9t	WCFB-FM	0.40	12,100
9t	WWKA-FM	0.40	15,700
11t	WMGF-FM	0.30	10,300
11t	WOCL-FM	0.30	11,900
11t	WRMQ-AM	0.30	2,100
14t	WLOQ-FM	0.20	6,600
14t	WTKS-FM	0.20	5,600

SAT 3PM-7PM

	Station	Avg. Rating	Weekly Cume Persons
1	WXXL-FM	1.3	33,900
2t	WJRR-FM	0.7	17,300
2t	WRUM-FM	0.7	17,700
4t	WHTQ-FM	0.6	11,600
4t	WJHM-FM	0.6	12,800
4t	WPYO-FM	0.6	21,600
7	WOMX-FM	0.5	22,100
8t	WCFB-FM	0.4	9,900
8t	WMMO-FM	0.4	7,700
10t	WOCL-FM	0.3	6,900
10t	WWKA-FM	0.3	9,000
12t	WLOQ-FM	0.2	4,400
12t	WMGF-FM	0.2	8,500
12t	WNUE-FM	0.2	5,800
15t	WRMQ-AM	0.1	1,600
15t	WTKS-FM	0.1	4,600
15t	WTLN-AM	0.1	400

SAT 7PM-12MID

	Station	Avg. Rating	Weekly Cume Persons
1	WPYO-FM	0.8	27,300
2	WXXL-FM	0.6	22,900
3	WJHM-FM	0.5	14,500
4t	WHTQ-FM	0.4	15,800
4t	WJRR-FM	0.4	16,300
4t	WOMX-FM	0.4	14,600
4t	WRUM-FM	0.4	12,200
8	WMMO-FM	0.3	8,200
9t	WCFB-FM	0.2	8,000
9t	WMGF-FM	0.2	8,000
9t	WWKA-FM	0.2	7,000
12t	WFLF-AM	0.1	3,300
12t	WNUE-FM	0.1	4,600
12t	WOCL-FM	0.1	4,100
12t	WTKS-FM	0.1	2,600

Source: July/August/September 2010 Arbitron, Metro Orlando

Top 15 Stations Ranked by Average Persons. All estimates are copyright protected by the Arbitron Co.

ADULTS 18-34

Multi-Daypart Rankers

SUN 6AM-10AM

	Station	Avg. Rating	Weekly Cume Persons
1	WPYO-FM	0.7	11,100
2	WOCL-FM	0.4	5,400
3	WMGF-FM	0.3	4,600
4t	WCFB-FM	0.2	4,500
4t	WJHM-FM	0.2	3,100
4t	WMMO-FM	0.2	2,700
4t	WOMX-FM	0.2	5,300
4t	WRUM-FM	0.2	4,800
4t	WXXL-FM	0.2	8,000
10t	WHTQ-FM	0.1	3,800
10t	WJRR-FM	0.1	2,800
10t	WNUE-FM	0.1	2,400
10t	WRMQ-AM	0.1	1,500
10t	WTKS-FM	0.1	2,200
10t	WTLN-AM	0.1	1,200
10t	WWKA-FM	0.1	3,300

SUN 10AM-3PM

	Station	Avg. Rating	Weekly Cume Persons
1	WPYO-FM	0.8	22,900
2t	WJRR-FM	0.7	17,700
2t	WXXL-FM	0.7	30,600
4	WHTQ-FM	0.6	11,600
5t	WCFB-FM	0.4	8,800
5t	WOCL-FM	0.4	11,000
5t	WOMX-FM	0.4	12,600
5t	WRUM-FM	0.4	12,200
9t	WJHM-FM	0.3	10,900
9t	WLOQ-FM	0.3	5,200
11t	WMGF-FM	0.2	8,000
11t	WMMO-FM	0.2	9,300
11t	WNUE-FM	0.2	4,700
11t	WTKS-FM	0.2	5,900
11t	WWKA-FM	0.2	6,400

SUN 3PM-7PM

	Station	Avg. Rating	Weekly Cume Persons
1	WPYO-FM	1.0	24,400
2	WJRR-FM	0.8	18,600
3	WHTQ-FM	0.7	12,800
4t	WRUM-FM	0.6	15,200
4t	WXXL-FM	0.6	22,400
6	WJHM-FM	0.5	10,100
7	WOMX-FM	0.4	11,900
8t	WCFB-FM	0.3	6,800
8t	WMGF-FM	0.3	7,400
8t	WOCL-FM	0.3	5,300
11t	WMMO-FM	0.2	8,200
11t	WWKA-FM	0.2	8,000
13t	WLOQ-FM	0.1	4,300
13t	WNUE-FM	0.1	4,300
13t	WRMQ-AM	0.1	1,200
13t	WTKS-FM	0.1	4,000

SUN 7PM-12MID

	Station	Avg. Rating	Weekly Cume Persons
1	WPYO-FM	0.9	24,500
2t	WJRR-FM	0.4	10,900
2t	WXXL-FM	0.4	19,300
4t	WHTQ-FM	0.3	7,800
4t	WJHM-FM	0.3	14,400
4t	WRUM-FM	0.3	7,300
7t	WCFB-FM	0.2	5,400
7t	WMGF-FM	0.2	5,400
7t	WMMO-FM	0.2	6,500
7t	WOMX-FM	0.2	7,900
11t	WLOQ-FM	0.1	1,600
11t	WNUE-FM	0.1	4,700
11t	WOCL-FM	0.1	1,800
11t	WTKS-FM	0.1	3,700
11t	WWKA-FM	0.1	4,500

Source: July/August/September 2010 Arbitron, Metro Orlando

Top 15 Stations Ranked by Average Persons. All estimates are copyright protected by the Arbitron Co.

ADDITIONAL

RANKERS AND TRENDS

OTHER AGE DEMOS

Total Week: Mon-Sun 6am-12mid

TEENS 12-17

	Station	Avg. Rating	Weekly Cume Persons
1t	WPYO-FM	0.8	74,000
1t	WXXL-FM	0.8	57,800
3t	WCFB-FM	0.5	25,800
3t	WOMX-FM	0.5	40,800
3t	WRUM-FM	0.5	23,700
6	WRMQ-AM	0.4	5,700
7t	WJHM-FM	0.3	36,000
7t	WJRR-FM	0.3	15,900
7t	WOCL-FM	0.3	25,400
7t	WWKA-FM	0.3	22,500
11t	WMGF-FM	0.2	30,900
11t	WMMO-FM	0.2	26,200
11t	WTLN-AM	0.2	4,000
14t	WDBO-AM	0.1	10,000
14t	WFLF-AM	0.1	9,000
14t	WHTQ-FM	0.1	23,400
14t	WLOQ-FM	0.1	11,100
14t	WNUE-FM	0.1	12,700
14t	WTKS-FM	0.1	6,700

ADULTS 55+

	Station	Avg. Rating	Weekly Cume Persons
1	WDBO-AM	0.8	69,800
2t	WRUM-FM	0.7	60,300
2t	WWKA-FM	0.7	67,100
4	WOCL-FM	0.6	92,200
5t	WLOQ-FM	0.5	71,500
5t	WMGF-FM	0.5	96,500
5t	WMMO-FM	0.5	95,200
8	WCFB-FM	0.4	47,900
9	WFLF-AM	0.3	45,700
10t	WNUE-FM	0.2	29,700
10t	WOMX-FM	0.2	61,100
10t	WRMQ-AM	0.2	6,900
13t	WHTQ-FM	0.1	32,300
13t	WJHM-FM	0.1	26,900
13t	WJRR-FM	0.1	22,000
13t	WONQ-AM	0.1	13,200
13t	WTKS-FM	0.1	22,700
13t	WTLN-AM	0.1	10,700
13t	WXXL-FM	0.1	43,200

PERSONS 6+

	Station	Avg. Rating	Weekly Cume Persons
1t	WCFB-FM	0.6	263,100
1t	WMMO-FM	0.6	457,700
1t	WRUM-FM	0.6	280,600
1t	WXXL-FM	0.6	509,500
5t	WOCL-FM	0.5	416,300
5t	WOMX-FM	0.5	484,100
5t	WPYO-FM	0.5	454,500
5t	WWKA-FM	0.5	304,900
9	WJRR-FM	0.4	300,500
10t	WDBO-AM	0.3	154,300
10t	WHTQ-FM	0.3	313,700
10t	WJHM-FM	0.3	307,600
10t	WLOQ-FM	0.3	231,100
10t	WMGF-FM	0.3	422,300
10t	WTKS-FM	0.3	144,600

ADULTS 25+

	Station	Avg. Rating	Weekly Cume Persons
1t	WCFB-FM	0.7	175,400
1t	WMMO-FM	0.7	368,000
3t	WOCL-FM	0.6	335,300
3t	WRUM-FM	0.6	197,500
5t	WOMX-FM	0.5	355,000
5t	WWKA-FM	0.5	236,100
5t	WXXL-FM	0.5	337,500
8t	WDBO-AM	0.4	132,200
8t	WHTQ-FM	0.4	245,300
8t	WJRR-FM	0.4	227,800
8t	WLOQ-FM	0.4	192,700
8t	WMGF-FM	0.4	331,300
8t	WPYO-FM	0.4	251,700
8t	WTKS-FM	0.4	117,300
15	WJHM-FM	0.3	183,300

Source: July/August/September 2010 Arbitron, Metro Orlando

Top 15 Stations Ranked by Average Persons. All estimates are copyright protected by the Arbitron Co.

WOMEN

Total Week: Mon-Sun 6am-12mid

25-54

	Station	Avg. Rating	Weekly Cume Persons
1	WCFB-FM	1.0	74,200
2t	WOMX-FM	0.9	156,300
2t	WXXL-FM	0.9	155,700
4	WMMO-FM	0.7	128,000
5	WPYO-FM	0.6	126,600
6t	WJHM-FM	0.5	86,700
6t	WOCL-FM	0.5	115,900
6t	WRUM-FM	0.5	66,100
6t	WWKA-FM	0.5	86,800
10t	WJRR-FM	0.4	77,000
10t	WMGF-FM	0.4	123,900
12t	WHTQ-FM	0.3	84,800
12t	WLOQ-FM	0.3	54,000
14t	WNUE-FM	0.2	37,700
14t	WTKS-FM	0.2	25,500

35-64

	Station	Avg. Rating	Weekly Cume Persons
1t	WCFB-FM	0.9	64,300
1t	WOMX-FM	0.9	130,600
3	WXXL-FM	0.8	115,600
4t	WOCL-FM	0.7	113,700
4t	WWKA-FM	0.7	89,700
6t	WMMO-FM	0.6	124,000
6t	WRUM-FM	0.6	59,700
8t	WDBO-AM	0.4	33,600
8t	WMGF-FM	0.4	117,400
10t	WHTQ-FM	0.3	72,900
10t	WJHM-FM	0.3	61,600
10t	WLOQ-FM	0.3	59,200
10t	WPYO-FM	0.3	91,000
14t	WJRR-FM	0.2	49,200
14t	WNUE-FM	0.2	34,300
14t	WRMQ-AM	0.2	8,200

18-49

	Station	Avg. Rating	Weekly Cume Persons
1	WXXL-FM	1	175,700
2	WOMX-FM	0.9	169,100
3	WCFB-FM	0.8	75,700
4t	WMMO-FM	0.7	133,800
4t	WPYO-FM	0.7	153,200
6	WRUM-FM	0.6	71,900
7t	WJHM-FM	0.5	102,800
7t	WJRR-FM	0.5	84,900
7t	WWKA-FM	0.5	90,800
10	WOCL-FM	0.4	117,400
11t	WHTQ-FM	0.3	93,200
11t	WMGF-FM	0.3	123,500
13t	WLOQ-FM	0.2	49,500
13t	WNUE-FM	0.2	35,800
13t	WRMQ-AM	0.2	8,200
13t	WTKS-FM	0.2	27,400

18-34

	Station	Avg. Rating	Weekly Cume Persons
1	WPYO-FM	1	82,400
2	WCFB-FM	0.9	39,000
3	WXXL-FM	0.8	93,600
4t	WJHM-FM	0.6	58,900
4t	WMMO-FM	0.6	58,900
6t	WJRR-FM	0.5	50,300
6t	WOMX-FM	0.5	73,500
6t	WRUM-FM	0.5	37,100
9t	WMGF-FM	0.3	55,100
9t	WRMQ-AM	0.3	5,400
9t	WWKA-FM	0.3	36,300
12t	WHTQ-FM	0.2	38,800
12t	WLOQ-FM	0.2	15,600
12t	WOCL-FM	0.2	47,900
12t	WTKS-FM	0.2	14,300

Source: July/August/September 2010 Arbitron, Metro Orlando

Top 15 Stations Ranked by Average Persons. All estimates are copyright protected by the Arbitron Co.

WOMEN

Morning Drive: Mon-Fri 6am-10am

25-54

	Station	Avg. Rating	Weekly Cume Persons
1	WCFB-FM	1.6	30,300
2	WXXL-FM	1.5	71,300
3	WOMX-FM	0.9	62,100
4	WMMO-FM	0.7	63,100
5t	WJHM-FM	0.5	29,000
5t	WOCL-FM	0.5	47,300
5t	WPYO-FM	0.5	48,500
5t	WRUM-FM	0.5	27,900
5t	WWKA-FM	0.5	35,700
10t	WLOQ-FM	0.4	20,500
10t	WMGF-FM	0.4	36,300
12t	WDBO-AM	0.3	12,400
12t	WJRR-FM	0.3	22,700
12t	WNUE-FM	0.3	15,700
15t	WFLF-AM	0.2	9,100
15t	WTKS-FM	0.2	9,700

35-64

	Station	Avg. Rating	Weekly Cume Persons
1	WCFB-FM	1.3	27,300
2	WXXL-FM	1.2	49,500
3t	WOMX-FM	0.9	53,400
3t	WWKA-FM	0.9	40,300
5	WDBO-AM	0.8	21,700
6	WOCL-FM	0.7	46,300
7t	WMMO-FM	0.6	53,400
7t	WRUM-FM	0.6	27,500
9	WMGF-FM	0.4	34,800
10t	WJHM-FM	0.3	18,700
10t	WLOQ-FM	0.3	19,400
10t	WNUE-FM	0.3	16,500
10t	WPYO-FM	0.3	31,300
14t	WFLF-AM	0.2	9,000
14t	WHTQ-FM	0.2	14,400
14t	WRMQ-AM	0.2	6,100

18-49

	Station	Avg. Rating	Weekly Cume Persons
1	WXXL-FM	1.5	80,800
2	WCFB-FM	1.4	26,400
3	WOMX-FM	0.8	66,000
4	WMMO-FM	0.7	65,700
5	WPYO-FM	0.6	58,500
6t	WJHM-FM	0.5	27,800
6t	WRUM-FM	0.5	26,800
8t	WOCL-FM	0.4	46,200
8t	WWKA-FM	0.4	34,100
10t	WJRR-FM	0.3	25,900
10t	WLOQ-FM	0.3	16,600
10t	WMGF-FM	0.3	35,200
13t	WNUE-FM	0.2	12,700
13t	WRMQ-AM	0.2	6,400
13t	WTKS-FM	0.2	11,700

18-34

	Station	Avg. Rating	Weekly Cume Persons
1	WCFB-FM	1.4	13,700
2	WXXL-FM	1.1	42,200
3	WPYO-FM	0.8	32,800
4t	WJHM-FM	0.6	16,700
4t	WMMO-FM	0.6	28,400
6	WRUM-FM	0.5	10,000
7t	WJRR-FM	0.3	13,700
7t	WLOQ-FM	0.3	4,400
7t	WMGF-FM	0.3	13,600
7t	WOMX-FM	0.3	21,300
7t	WRMQ-AM	0.3	3,800
7t	WTKS-FM	0.3	6,400
13t	WOCL-FM	0.2	14,800
13t	WTLN-AM	0.2	1,900
13t	WWKA-FM	0.2	10,200

Source: July/August/September 2010 Arbitron, Metro Orlando

Top 15 Stations Ranked by Average Persons. All estimates are copyright protected by the Arbitron Co.

MEN

Total Week: Mon-Sun 6am-12mid

25-54

	Station	Avg. Rating	Weekly Cume Persons
1t	WMMO-FM	0.9	144,800
1t	WTKS-FM	0.9	69,200
3	WHTQ-FM	0.8	128,200
4	WJRR-FM	0.7	128,900
5t	WOCL-FM	0.6	127,100
5t	WRUM-FM	0.6	71,100
7t	WCFB-FM	0.5	53,400
7t	WPYO-FM	0.5	97,900
7t	WXXL-FM	0.5	138,600
10t	WMGF-FM	0.4	110,900
10t	WOMX-FM	0.4	137,600
10t	WWKA-FM	0.4	82,200
13t	WDBO-AM	0.3	40,400
13t	WJHM-FM	0.3	69,700
13t	WLOQ-FM	0.3	67,200
13t	WNUE-FM	0.3	35,300

35-64

	Station	Avg. Rating	Weekly Cume Persons
1	WMMO-FM	1.2	140,500
2t	WOCL-FM	0.8	128,900
2t	WTKS-FM	0.8	53,500
4	WHTQ-FM	0.7	106,200
5t	WCFB-FM	0.6	53,200
5t	WRUM-FM	0.6	61,000
7t	WDBO-AM	0.5	51,700
7t	WJRR-FM	0.5	84,900
7t	WWKA-FM	0.5	76,200
10t	WFLF-AM	0.4	38,000
10t	WLOQ-FM	0.4	67,200
10t	WMGF-FM	0.4	101,400
10t	WOMX-FM	0.4	107,800
10t	WXXL-FM	0.4	92,400
15	WNUE-FM	0.3	26,600

18-49

	Station	Avg. Rating	Weekly Cume Persons
1t	WHTQ-FM	0.7	120,700
1t	WJRR-FM	0.7	139,500
1t	WMMO-FM	0.7	131,300
1t	WTKS-FM	0.7	67,400
5t	WRUM-FM	0.6	78,400
5t	WXXL-FM	0.6	149,600
7t	WOCL-FM	0.5	118,800
7t	WPYO-FM	0.5	117,600
9t	WOMX-FM	0.4	141,400
9t	WWKA-FM	0.4	76,500
11t	WCFB-FM	0.3	54,900
11t	WJHM-FM	0.3	82,700
11t	WLOQ-FM	0.3	62,800
11t	WMGF-FM	0.3	104,500
11t	WNUE-FM	0.3	44,000

18-34

	Station	Avg. Rating	Weekly Cume Persons
1	WPYO-FM	0.8	65,600
2	WJRR-FM	0.7	78,600
3t	WRUM-FM	0.6	43,600
3t	WXXL-FM	0.6	83,100
5t	WHTQ-FM	0.5	45,600
5t	WTKS-FM	0.5	32,300
7t	WJHM-FM	0.3	45,000
7t	WLOQ-FM	0.3	23,300
7t	WMMO-FM	0.3	46,600
7t	WOCL-FM	0.3	41,100
7t	WOMX-FM	0.3	64,800
12t	WCFB-FM	0.2	24,400
12t	WMGF-FM	0.2	39,700
12t	WNUE-FM	0.2	27,400
12t	WWKA-FM	0.2	29,100

Source: July/August/September 2010 Arbitron, Metro Orlando

Top 15 Stations Ranked by Average Persons. All estimates are copyright protected by the Arbitron Co.

MEN

Morning Drive: Mon-Fri 6am-10am

25-54

	Station	Avg. Rating	Weekly Cume Persons
1	WTKS-FM	1.7	44,800
2t	WMMO-FM	0.8	62,800
2t	WPYO-FM	0.8	31,400
4	WRUM-FM	0.7	33,300
5t	WDBO-AM	0.6	24,200
5t	WHTQ-FM	0.6	38,100
5t	WOCL-FM	0.6	39,700
8t	WCFB-FM	0.5	21,500
8t	WWKA-FM	0.5	35,400
8t	WXXL-FM	0.5	44,200
11t	WHOO-AM	0.4	19,900
11t	WJRR-FM	0.4	38,600
11t	WLOQ-FM	0.4	20,800
11t	WNUE-FM	0.4	17,600
11t	WOMX-FM	0.4	44,000

35-64

	Station	Avg. Rating	Weekly Cume Persons
1	WTKS-FM	1.5	33,800
2	WMMO-FM	1.0	66,000
3	WDBO-AM	0.9	29,700
4	WOCL-FM	0.8	44,400
5	WRUM-FM	0.7	28,000
6t	WCFB-FM	0.6	21,900
6t	WWKA-FM	0.6	35,300
8t	WFLF-AM	0.5	17,800
8t	WHTQ-FM	0.5	30,700
8t	WNUE-FM	0.5	14,200
11t	WHOO-AM	0.4	18,100
11t	WLOQ-FM	0.4	20,700
11t	WMGF-FM	0.4	32,400
11t	WOMX-FM	0.4	36,300
11t	WXXL-FM	0.4	28,300

18-49

	Station	Avg. Rating	Weekly Cume Persons
1	WTKS-FM	1.4	42,700
2	WPYO-FM	0.8	33,800
3	WRUM-FM	0.7	32,800
4t	WHTQ-FM	0.6	38,400
4t	WMMO-FM	0.6	53,800
6t	WJRR-FM	0.5	41,600
6t	WOCL-FM	0.5	33,500
8t	WHOO-AM	0.4	19,800
8t	WLOQ-FM	0.4	21,200
8t	WNUE-FM	0.4	21,000
8t	WOMX-FM	0.4	43,400
8t	WXXL-FM	0.4	43,000
13t	WCFB-FM	0.3	20,500
13t	WDBO-AM	0.3	17,400
13t	WFLF-AM	0.3	12,500
13t	WMGF-FM	0.3	26,200
13t	WWKA-FM	0.3	29,800

18-34

	Station	Avg. Rating	Weekly Cume Persons
1	WPYO-FM	1.3	21,400
2	WTKS-FM	0.8	17,800
3t	WJRR-FM	0.6	23,300
3t	WRUM-FM	0.6	17,300
5t	WHTQ-FM	0.5	12,600
5t	WLOQ-FM	0.5	11,200
7t	WMMO-FM	0.3	10,500
7t	WOMX-FM	0.3	12,800
7t	WXXL-FM	0.3	22,400
10	WJHM-FM	0.2	8,700
11t	WCFB-FM	0.1	6,200
11t	WFLF-AM	0.1	5,200
11t	WHOO-AM	0.1	3,700
11t	WMGF-FM	0.1	4,400
11t	WNUE-FM	0.1	9,800
11t	WOCL-FM	0.1	9,300
11t	WORL-AM	0.1	2,600
11t	WTLN-AM	0.1	2,700
11t	WWKA-FM	0.1	7,900

Source: July/August/September 2010 Arbitron, Metro Orlando

Top 15 Stations Ranked by Average Persons. All estimates are copyright protected by the Arbitron Co.

ETHNIC RANKERS

Black: Mon-Sun 6am-12mid

ADULTS 18-34

	Station	Avg. Rating	Weekly Cume Persons
1	WCFB-FM	3.1	39,400
2	WPYO-FM	2.3	33,100
3	WJHM-FM	2.1	38,300
4	WRMQ-AM	1.1	6,200
5t	WTLN-AM	0.5	3,800
5t	WXXL-FM	0.5	17,300
7	WLOQ-FM	0.3	7,000
8t	WMGF-FM	0.2	8,200
8t	WOMX-FM	0.2	9,200

ADULTS 18-49

	Station	Avg. Rating	Weekly Cume Persons
1	WCFB-FM	3.7	85,900
2	WJHM-FM	2.0	81,400
3	WPYO-FM	1.8	74,700
4	WRMQ-AM	0.7	8,900
5t	WLOQ-FM	0.5	21,500
5t	WXXL-FM	0.5	39,900
7	WTLN-AM	0.4	4,700
8t	WHOO-AM	0.2	7,200
8t	WMGF-FM	0.2	20,000
10t	WHTQ-FM	0.1	9,500
10t	WMMO-FM	0.1	13,800
10t	WOCL-FM	0.1	11,600
10t	WOMX-FM	0.1	18,800
10t	WRUM-FM	0.1	8,800
10t	WTKS-FM	0.1	8,700
10t	WYGM-AM	0.1	5,100

ADULTS 25-54

	Station	Avg. Rating	Weekly Cume Persons
1	WCFB-FM	5.2	78,100
2	WJHM-FM	2.0	72,000
3	WPYO-FM	1.9	63,700
4	WLOQ-FM	0.6	22,200
5	WXXL-FM	0.5	35,700
6	WRMQ-AM	0.3	7,600
7	WMGF-FM	0.2	20,700
8t	WDBO-AM	0.1	3,800
8t	WFLF-AM	0.1	5,500
8t	WHOO-AM	0.1	7,000
8t	WHTQ-FM	0.1	9,000
8t	WMMO-FM	0.1	14,100
8t	WOCL-FM	0.1	9,900
8t	WOMX-FM	0.1	16,400
8t	WRUM-FM	0.1	8,000
8t	WTKS-FM	0.1	8,000
8t	WTLN-AM	0.1	3,800
8t	WYGM-AM	0.1	4,700

ADULTS 35-64

	Station	Avg. Rating	Weekly Cume Persons
1	WCFB-FM	5.0	73,100
2	WJHM-FM	1.3	55,400
3	WPYO-FM	1.0	52,600
4	WRMQ-AM	0.9	10,200
5	WLOQ-FM	0.8	23,400
6t	WMGF-FM	0.4	20,300
6t	WTLN-AM	0.4	6,200
8	WXXL-FM	0.3	28,300
9t	WFLF-AM	0.2	7,000
9t	WHOO-AM	0.2	8,700
11t	WDBO-AM	0.1	3,700
11t	WMMO-FM	0.1	16,000
11t	WOCL-FM	0.1	10,000
11t	WOMX-FM	0.1	15,200
11t	WRUM-FM	0.1	8,300
11t	WTKS-FM	0.1	6,700
11t	WYGM-AM	0.1	5,800

Source: July/August/September 2010 Arbitron, Metro Orlando

Top 15 Stations Ranked by Average Persons. All estimates are copyright protected by the Arbitron Co.

ETHNIC RANKERS

Hispanic: Mon-Sun 6am-12mid

ADULTS 18-34

	Station	Avg. Rating	Weekly Cume Persons
1	WRUM-FM	1.8	64,400
2	WPYO-FM	0.8	53,400
3	WXXL-FM	0.7	52,900
4t	WHTQ-FM	0.5	20,500
4t	WMMO-FM	0.5	30,200
4t	WNUE-FM	0.5	38,200
7t	WLOQ-FM	0.4	12,400
7t	WMGF-FM	0.4	39,900
9	WOMX-FM	0.3	38,200
10t	WJHM-FM	0.2	33,200
10t	WJRR-FM	0.2	28,300
10t	WOCL-FM	0.2	26,800
10t	WTKS-FM	0.2	4,900
14	WCFB-FM	0.1	15,000

ADULTS 18-49

	Station	Avg. Rating	Weekly Cume Persons
1	WRUM-FM	2.0	117,200
2	WXXL-FM	0.9	87,400
3	WNUE-FM	0.8	72,400
4t	WMMO-FM	0.6	66,900
4t	WOCL-FM	0.6	65,600
4t	WOMX-FM	0.6	73,800
4t	WPYO-FM	0.6	81,800
8	WMGF-FM	0.5	81,500
9	WLOQ-FM	0.4	26,300
10t	WHTQ-FM	0.3	40,000
10t	WJRR-FM	0.3	49,200
12t	WJHM-FM	0.2	47,800
12t	WTKS-FM	0.2	12,200
14t	WCFB-FM	0.1	25,500
14t	WONQ-AM	0.1	3,200
14t	WWKA-FM	0.1	18,800

ADULTS 25-54

	Station	Avg. Rating	Weekly Cume Persons
1	WRUM-FM	2.1	104,600
2t	WMMO-FM	0.9	69,600
2t	WNUE-FM	0.9	65,600
2t	WXXL-FM	0.9	73,400
5	WOCL-FM	0.7	63,300
6t	WMGF-FM	0.6	75,900
6t	WOMX-FM	0.6	67,300
8	WLOQ-FM	0.5	31,000
9t	WJRR-FM	0.4	46,500
9t	WPYO-FM	0.4	66,200
11	WHTQ-FM	0.3	39,300
12	WTKS-FM	0.2	13,200
13t	WCFB-FM	0.1	26,700
13t	WDBO-AM	0.1	13,800
13t	WJHM-FM	0.1	35,000
13t	WONQ-AM	0.1	3,000
13t	WWKA-FM	0.1	19,800

ADULTS 35-64

	Station	Avg. Rating	Weekly Cume Persons
1	WRUM-FM	2.5	92,100
2	WNUE-FM	1.1	57,100
3	WMMO-FM	1.0	57,000
4t	WOCL-FM	0.8	53,000
4t	WXXL-FM	0.8	47,700
6t	WMGF-FM	0.6	59,400
6t	WOMX-FM	0.6	49,200
8t	WJRR-FM	0.4	31,800
8t	WLOQ-FM	0.4	25,500
10	WPYO-FM	0.3	40,500
11t	WCFB-FM	0.2	22,200
11t	WDBO-AM	0.2	13,500
11t	WJHM-FM	0.2	24,500
11t	WONQ-AM	0.2	5,800
11t	WTKS-FM	0.2	11,500

Source: July/August/September 2010 Arbitron, Metro Orlando

Top 15 Stations Ranked by Average Persons. All estimates are copyright protected by the Arbitron Co.

ETHNIC RANKERS

Other: Mon-Sun 6am-12mid

ADULTS 18-34

	Station	Avg. Rating	Weekly Cume Persons
1	WJRR-FM	1.0	97,600
2	WXXL-FM	0.8	106,500
3t	WMMO-FM	0.5	69,300
3t	WOMX-FM	0.5	90,900
3t	WPYO-FM	0.5	61,400
3t	WTKS-FM	0.5	39,400
7	WWKA-FM	0.4	59,100
8t	WHTQ-FM	0.3	60,400
8t	WOCL-FM	0.3	56,300
10t	WJHM-FM	0.2	32,400
10t	WMGF-FM	0.2	46,800
12t	WCFB-FM	0.1	9,000
12t	WDBO-AM	0.1	15,700
12t	WFLF-AM	0.1	16,800
12t	WLOQ-FM	0.1	19,500

ADULTS 18-49

	Station	Avg. Rating	Weekly Cume Persons
1t	WJRR-FM	0.8	171,300
1t	WMMO-FM	0.8	184,500
1t	WOMX-FM	0.8	217,800
1t	WXXL-FM	0.8	198,000
5t	WHTQ-FM	0.7	164,500
5t	WTKS-FM	0.7	74,000
5t	WWKA-FM	0.7	145,900
8	WOCL-FM	0.5	158,900
9	WPYO-FM	0.4	114,200
10	WMGF-FM	0.3	126,500
11t	WDBO-AM	0.2	42,100
11t	WFLF-AM	0.2	38,300
11t	WHOO-AM	0.2	23,800
14t	WCFB-FM	0.1	19,200
14t	WJHM-FM	0.1	56,200
14t	WLOQ-FM	0.1	64,600
14t	WRUM-FM	0.1	24,300

ADULTS 25-54

	Station	Avg. Rating	Weekly Cume Persons
1	WMMO-FM	0.9	189,200
2	WOMX-FM	0.8	210,200
3t	WHTQ-FM	0.7	164,700
3t	WJRR-FM	0.7	155,600
3t	WTKS-FM	0.7	73,500
3t	WWKA-FM	0.7	146,300
3t	WXXL-FM	0.7	185,200
8	WOCL-FM	0.6	169,900
9t	WDBO-AM	0.3	44,800
9t	WMGF-FM	0.3	138,200
9t	WPYO-FM	0.3	94,600
12t	WFLF-AM	0.2	39,600
12t	WHOO-AM	0.2	24,100
14t	WCFB-FM	0.1	22,700
14t	WJHM-FM	0.1	49,500
14t	WLOQ-FM	0.1	68,100
14t	WRUM-FM	0.1	24,700

ADULTS 35-64

	Station	Avg. Rating	Weekly Cume Persons
1	WMMO-FM	1.0	191,500
2	WWKA-FM	0.9	141,200
3	WOCL-FM	0.8	179,500
4t	WHTQ-FM	0.7	143,300
4t	WOMX-FM	0.7	174,000
6t	WDBO-AM	0.6	68,100
6t	WTKS-FM	0.6	56,600
8t	WJRR-FM	0.5	99,400
8t	WXXL-FM	0.5	132,000
10	WMGF-FM	0.4	139,000
11t	WFLF-AM	0.3	46,600
11t	WLOQ-FM	0.3	77,500
13t	WCFB-FM	0.1	22,200
13t	WHOO-AM	0.1	19,500
13t	WPYO-FM	0.1	67,000

Source: July/August/September 2010 Arbitron, Metro Orlando

Top 15 Stations Ranked by Average Persons. All estimates are copyright protected by the Arbitron Co.

AVERAGE SHARE TREND

Adults 25-54 Average Share Trend

	STATION		July	Rnk	August	Rnk	September	Rnk	3-Book Avg
1t	WCFB-FM	<i>Star 94.5</i>	7.1	3	8.0	2	7.8	1t	7.6
1t	WMMO-FM	<i>98.9</i>	7.2	2	8.7	1	7.8	1t	7.9
3	WXXL-FM	<i>XL 106.7</i>	7.4	1	7.2	3	7.3	3	7.3
4	WOCL-FM	<i>Sunny 105.9</i>	4.0	11	6.5	5	6.1	4	5.5
5	WOMX-FM	<i>Mix 105.1</i>	6.9	4	7.1	4	6.0	5	6.7
6	WJRR-FM	<i>101.1</i>	5.5	8	4.6	10t	5.8	6	5.3
7	WTKS-FM	<i>Real Radio 104.1</i>	4.7	10	5.0	9	5.7	7	5.1
8	WRUM-FM	<i>Rumba 100.3</i>	5.7	6t	6.1	6	5.6	8	5.8
9	WHTQ-FM	<i>96.5</i>	5.7	6t	5.6	7	5.0	9	5.4
10	WPYO-FM	<i>95.3 Power</i>	6.0	5	5.2	8	4.6	10	5.3
11t	WMGF-FM	<i>Magic 107.7</i>	3.7	13t	3.7	12	4.2	11t	3.9
11t	WWKA-FM	<i>K92FM</i>	5.3	9	4.6	10t	4.2	11t	4.7
13	WJHM-FM	<i>102 Jamz</i>	3.8	12	3.2	13	3.7	13	3.6
14	WLOQ-FM	<i>Smooth 103.1</i>	3.7	13t	2.5	14t	3.2	14	3.1
15	WNUE-FM	<i>La Nueva Mega</i>	2.6	15	2.5	14t	2.2	15	2.4

Adults 35-64 Average Share Trend

	STATION		July	Rnk	August	Rnk	September	Rnk	3-Book Avg
1	WMMO-FM	<i>98.9</i>	8.4	1	9.4	1	8.2	1	8.7
2	WCFB-FM	<i>Star 94.5</i>	7.0	3	7.5	3	8.1	2	7.5
3	WOCL-FM	<i>Sunny 105.9</i>	5.9	6	8.2	2	7.7	3	7.3
4	WRUM-FM	<i>Rumba 100.3</i>	5.6	7	6.0	5	6.1	4	5.9
5	WXXL-FM	<i>XL 106.7</i>	6.1	5	5.5	7	5.6	5	5.7
6	WOMX-FM	<i>Mix 105.1</i>	6.7	4	6.5	4	5.3	6	6.2
7	WWKA-FM	<i>K92FM</i>	7.1	2	5.9	6	5.2	7	6.1
8t	WMGF-FM	<i>Magic 107.7</i>	4.1	10t	4.4	11	4.7	8t	4.4
8t	WTKS-FM	<i>Real Radio 104.1</i>	3.7	12	4.6	9t	4.7	8t	4.3
10	WLOQ-FM	<i>Smooth 103.1</i>	3.6	13	2.7	13t	4.5	10	3.6
11t	WDBO-AM	<i>AM 580 WDBO</i>	4.7	9	4.6	9t	4.3	11t	4.5
11t	WHTQ-FM	<i>96.5</i>	4.9	8	4.8	8	4.3	11t	4.7
13	WJRR-FM	<i>101.1</i>	4.1	10t	3.1	12	3.7	13	3.6
14	WPYO-FM	<i>95.3 Power</i>	2.9	14	2.7	13t	2.9	14	2.8
15	WFLF-AM	<i>540 WFLA</i>	2.3	17	2.1	16t	2.5	15	2.3

Note: Number in italics to the right represent the station's rank in that particular survey period.

Source: July/August/September 2010 Arbitron, Metro Orlando
Top 15 Stations Ranked by Average Persons. All estimates are copyright protected by the Arbitron Co.

AVERAGE SHARE TREND

Adults 18-49 Average Share Trend

	STATION		July	Rnk	August	Rnk	September	Rnk	3-Book Avg
1	WXXL-FM	<i>XL 106.7</i>	8.1	1	8.0	1	8.1	1	8.1
2	WCFB-FM	<i>Star 94.5</i>	5.4	8	6.4	5t	7.1	2	6.3
3t	WJRR-FM	<i>101.1</i>	6.5	5	5.5	8t	6.6	3t	6.2
3t	WPYO-FM	<i>Power 95.3</i>	7.3	2t	6.6	4	6.6	3t	6.8
5	WMMO-FM	<i>98.9</i>	6.6	4	7.5	3	6.5	5	6.9
6t	WOMX-FM	<i>Mix 105.1</i>	7.3	2t	7.6	2	6.1	6t	7.0
6t	WRUM-FM	<i>Rumba 100.3</i>	6.4	6	6.4	5t	6.1	6t	6.3
8	WOCL-FM	<i>Sunny 105.9</i>	3.5	13	5.6	7	5.4	8	4.8
9	WTKS-FM	<i>Real Radio 104.1</i>	4.3	11	4.7	10	5.2	9	4.7
10	WHTQ-FM	<i>96.5</i>	5.8	7	5.5	8t	4.7	10	5.3
11	WJHM-FM	<i>102 Jamz</i>	4.5	10	3.9	12	4.2	11	4.2
12	WWKA-FM	<i>K92FM</i>	4.6	9	4.4	11	4.1	12	4.4
13	WMGF-FM	<i>Magic 107.7</i>	3.3	14	3.1	13	3.6	13	3.3
14	WLOQ-FM	<i>Smooth 103.1</i>	3.6	12	2.4	14	2.4	14	2.8
15	WNUE-FM	<i>La Nueva 98.1</i>	2.4	15	2.2	15	2.1	15	2.2

Adults 18-34 Average Share Trend

	STATION		July	Rnk	August	Rnk	September	Rnk	3-Book Avg
1	WPYO-FM	<i>Power 95.3</i>	12.2	1	11.0	1	10.2	1	11.1
2	WXXL-FM	<i>XL 106.7</i>	8.5	2	9.2	2	9.4	2	9.0
3	WJRR-FM	<i>101.1</i>	7.6	4	7.7	3	8.8	3	8.0
4	WCFB-FM	<i>Star 94.5</i>	6.4	6	6.5	5	6.5	4	6.5
5t	WJHM-FM	<i>102 Jamz</i>	6.7	5	5.1	7t	6.0	5t	5.9
5t	WRUM-FM	<i>Rumba 100.3</i>	8.2	3	7.4	4	6.0	5t	7.2
7t	WMMO-FM	<i>98.9</i>	5.8	7	6.0	6	4.8	7t	5.5
7t	WOMX-FM	<i>Mix 105.1</i>	4.6	9t	5.1	7t	4.8	7t	4.8
7t	WTKS-FM	<i>Real Radio 104.1</i>	4.6	9t	3.3	11t	4.8	7t	4.2
10	WHTQ-FM	<i>96.5</i>	4.9	8	4.2	9	4.0	10	4.4
11	WWKA-FM	<i>K92FM</i>	1.8	14t	2.7	14t	3.7	11	2.7
12	WMGF-FM	<i>Magic 107.7</i>	2.7	12	2.7	14t	3.4	12	2.9
13	WOCL-FM	<i>Sunny 105.9</i>	2.1	13	3.9	10	3.1	13	3.0
14	WRMQ-AM	<i>Rejoice 1140</i>	0.6	16t	3.3	11t	2.3	14	2.1
15t	WLOQ-FM	<i>Smooth 103.1</i>	4.0	11	3.0	13	1.7	15t	2.9
15t	WNUE-FM	<i>La Nueva 98.1</i>	1.8	14t	1.8	17	1.7	15t	1.8

Note: Number in italics to the right represent the station's rank in that particular survey period.

Source: July/August/September 2010 Arbitron, Metro Orlando
Top 15 Stations Ranked by Average Persons. All estimates are copyright protected by the Arbitron Co.

EXCLUSIVE LISTENERS

Exclusive Listeners are the estimated number of Cume Persons who listen to only ONE station within a reported daypart.

ADULTS 25-54

	Station	Exclusive Listeners
1	WJRR-FM	7,200
2	WOCL-FM	7,100
3	WRUM-FM	6,900
4	WMMO-FM	5,500
5	WHTQ-FM	4,100
6	WOMX-FM	3,900
7	WXXL-FM	3,500
8	WMGF-FM	2,600
9	WTKS-FM	2,300
10	WWKA-FM	2,200
11	WCFB-FM	2,000
12	WPYO-FM	1,500
13t	WFLF-FM	1,200
13t	WLOQ-FM	1,200
15	WJHM-FM	800

ADULTS 35-64

	Station	Exclusive Listeners
1	WOCL-FM	13,200
2	WMMO-FM	8,600
3	WRUM-FM	5,600
4	WCFB-FM	5,300
5	WWKA-FM	4,800
6	WMGF-FM	4,300
7	WHTQ-FM	3,900
8	WOMX-FM	3,600
9	WTKS-FM	3,300
10	WLOQ-FM	3,000
11	WJRR-FM	2,900
12	WNUE-FM	2,800
13	WFLF-AM	1,600
14	WXXL-FM	1,200
15	WPYO-FM	900

ADULTS 18-49

	Station	Exclusive Listeners
1	WOCL-FM	7,900
2	WJRR-FM	7,700
3	WRUM-FM	7,500
4	WOMX-FM	5,800
5	WHTQ-FM	4,100
5t	WMMO-FM	4,100
7	WXXL-FM	3,800
8	WPYO-FM	2,800
9	WTKS-FM	2,500
10	WCFB-FM	2,400
11	WMGF-FM	1,900
12	WLOQ-FM	1,300
13t	WFLF-FM	1,200
14	WWKA-FM	1,000
15	WJHM-FM	900

ADULTS 18-34

	Station	Exclusive Listeners
1	WRUM-FM	5,900
2	WJRR-FM	5,500
3	WOMX-FM	3,600
4	WXXL-FM	3,300
5	WOCL-FM	2,700
6	WMMO-FM	2,500
7	WPYO-FM	2,200
8	WCFB-FM	1,900
9	WHTQ-FM	1,100
10	WLOQ-FM	900
11	WTKS-FM	700
12t	WJHM-FM	600
12t	WMGF-FM	600
12t	WTLN-AM	600
15	WNUE-FM	500

P1 LISTENING

P1 represents the number of estimated persons who listened to a station the longest, within a specific daypart.

ADULTS 25-54

	Station	P1 Cume
1	WJRR-FM	57,500
2	WXXL-FM	51,800
3	WRUM-FM	48,900
4	WMMO-FM	48,400
5	WCFB-FM	47,800
6	WTKS-FM	46,700
7t	WHTQ-FM	42,500
7t	WOMX-FM	42,500
9	WWKA-FM	39,100
10	WOCL-FM	38,100
11	WPYO-FM	32,600
12	WMGF-FM	22,200
13	WJHM-FM	21,100
14	WLOQ-FM	18,400
15	WNUE-FM	16,900

ADULTS 35-64

	Station	P1 Cume
1	WMMO-FM	57,000
2	WCFB-FM	54,400
3	WRUM-FM	52,500
4	WOCL-FM	50,100
5	WWKA-FM	45,200
6	WXXL-FM	39,900
7	WOMX-FM	39,000
8	WHTQ-FM	33,600
9	WTKS-FM	33,000
10	WDBO-AM	29,200
11	WJRR-FM	29,100
12	WMGF-FM	24,100
13	WFLF-AM	22,500
14	WNUE-FM	18,000
15	WLOQ-FM	16,500

ADULTS 18-49

	Station	P1 Cume
1t	WJRR-FM	69,200
1t	WXXL-FM	69,200
3	WRUM-FM	58,500
4	WCFB-FM	50,500
5	WTKS-FM	48,200
6	WPYO-FM	47,600
7	WOMX-FM	43,800
8	WHTQ-FM	39,800
9	WWKA-FM	38,300
10	WMMO-FM	31,700
11	WOCL-FM	30,100
12	WJHM-FM	24,200
13	WLOQ-FM	18,600
14	WMGF-FM	17,200
15	WDBO-AM	15,000

ADULTS 18-34

	Station	P1 Cume
1	WJRR-FM	41,200
2	WPYO-FM	40,700
3	WXXL-FM	37,700
4	WRUM-FM	34,500
5	WTKS-FM	22,800
6	WCFB-FM	18,600
7	WWKA-FM	16,000
8	WHTQ-FM	15,800
9	WJHM-FM	15,300
10	WLOQ-FM	14,300
11	WOMX-FM	11,200
12	WOCL-FM	10,300
13	WMMO-FM	9,400
14	WDBO-AM	5,900
15	WMGF-FM	4,700

AWAY FROM HOME

Listening

AWAY FROM HOME LISTENING: Mon-Fri 6am-7pm, Full and Part Time Workers

Adults 25-54			Adults 35-64			Adults 18-49			Adults 18-34		
		Average			Average			Average			Average
	Station	Share		Station	Share		Station	Share		Station	Share
1	WMMO-FM	8.7	1	WOCL-FM	8.7	1	WXXL-FM	8.2	1	WJRR-FM	9.4
2t	WOCL-FM	7.5	2	WMMO-FM	8.6	2	WMMO-FM	7.6	2t	WPYO-FM	8.2
2t	WTKS-FM	7.5	3	WTKS-FM	6.7	3	WTKS-FM	7.3	2t	WXXL-FM	8.2
4	WXXL-FM	7.2	4	WOMX-FM	6.4	4	WOCL-FM	7.0	4	WRUM-FM	7.8
5	WCFB-FM	6.7	5t	WCFB-FM	6.1	5	WOMX-FM	6.8	5	WCFB-FM	7.3
6	WOMX-FM	6.1	5t	WXXL-FM	6.1	6	WCFB-FM	6.2	6	WTKS-FM	6.5
7	WRUM-FM	4.8	7	WLOQ-FM	5.7	7	WRUM-FM	5.6	7	WMMO-FM	6.1
8	WJRR-FM	4.5	8t	WDBO-FM	5.4	8	WJRR-FM	5.2	8t	WJHM-FM	4.9
9t	WHTQ-FM	4.2	8t	WMGF-FM	5.4	9	WPYO-FM	4.6	8t	WOMX-FM	4.9
9t	WMGF-FM	4.2	10	WWKA-FM	4.5	10	WHTQ-FM	4.5	8t	WWKA-FM	4.9
9t	WWKA-FM	4.2	11	WRUM-FM	3.9	11	WWKA-FM	4.2	11	WHTQ-FM	4.5
12	WLOQ-FM	4.0	12	WHTQ-FM	3.5	12	WMGF-FM	3.7	12	WOCL-FM	4.1
13	WPYO-FM	3.3	13	WFLF-AM	2.9	13	WJHM-FM	3.1	13t	WMGF-FM	2.0
14	WJHM-FM	3.0	14t	WJRR-FM	2.5	14	WNUE-FM	2.7	13t	WNUE-FM	2.0
15	WNUE-FM	2.6	14t	WNUE-FM	2.5	15	WLOQ-FM	2.4	15	WLOQ-FM	1.6

AWAY FROM HOME LISTENING: Combined Drive Times/Mon-Fri 6am-10am and 3pm-7pm

Adults 25-54			Adults 35-64			Adults 18-49			Adults 18-34		
		Average			Average			Average			Average
	Station	Share		Station	Share		Station	Share		Station	Share
1	WXXL-FM	8.3	1	WOCL-FM	7.7	1	WXXL-FM	9.2	1	WPYO-FM	10.1
2	WMMO-FM	7.8	2	WMMO-FM	7.6	2	WOMX-FM	7.4	2	WXXL-FM	9.0
3	WCFB-FM	7.2	3	WXXL-FM	7.1	3	WMMO-FM	7.0	3	WCFB-FM	8.3
4	WOMX-FM	6.8	4t	WCFB-FM	6.6	4	WCFB-FM	6.7	4	WRUM-FM	7.6
5	WTKS-FM	6.2	4t	WOMX-FM	6.6	5	WRUM-FM	5.7	5t	WJRR-FM	7.2
6	WOCL-FM	5.9	6	WWKA-FM	6.2	6	WPYO-FM	5.6	5t	WMMO-FM	7.2
7	WRUM-FM	5.3	7	WTKS-FM	5.9	7	WOCL-FM	5.5	7	WJHM-FM	5.8
8	WWKA-FM	4.7	8	WDBO-AM	5.0	8	WTKS-FM	5.3	8	WOMX-FM	5.1
9t	WJRR-FM	4.3	9	WRUM-FM	4.5	9	WJRR-FM	5.2	9	WTKS-FM	4.3
9t	WPYO-FM	4.3	10	WMGF-FM	4.3	10	WHTQ-FM	4.5	10t	WHTQ-FM	4.0
11	WHTQ-FM	4.2	11t	WHTQ-FM	3.9	11	WWKA-FM	4.1	10t	WLOQ-FM	4.0
12t	WLOQ-FM	3.7	11t	WLOQ-FM	3.9	12	WJHM-FM	3.6	12	WOCL-FM	3.2
12t	WMGF-FM	3.7	13	WNUE-FM	3.4	13t	WLOQ-FM	3.3	13	WWKA-FM	2.9
14	WNUE-FM	3.4	14	WJRR-FM	3.1	13t	WMGF-FM	3.3	14	WMGF-FM	2.5
15	WJHM-FM	3.2	15t	WFLF-AM	2.4	13t	WNUE-FM	3.3	15	WNUE-FM	1.8

Source: July/August/September 2010 Arbitron, Metro Orlando

Top 15 Stations Ranked by Average Persons. All estimates are copyright protected by the Arbitron Co.

QUALITATIVE

- Scarborough Categories
- Orlando Market Profile
- Individual Station Profiles

Featuring data from the latest Scarborough release
August 2009 - July 2010

For more qualitative data or for a personalized
customer profile, please contact your Account Manager!

PRODUCT CATEGORIES

For Scarborough Research

Media Exposure

- Local & National Dailies & Sunday Newspapers
- Selected Weekly Newspapers
- Selected National and Regional Magazines
- Radio Stations
- TV and Cable stations
- Internet Access & Usage

Products and Services

- Airlines Flown
- Airline Travel Frequency
- Automotive
- Banking/Financial Services
- Beverage Consumption
- Business and Personal Travel
- Credit Cards
- Computer Ownership
- Diet/Weight Loss
- Program Participation
- Domestic and Foreign Travel
- Entertainment Events
- Healthcare
- Leisure Time Activities
- Lottery Participation
- Restaurants/Fast Food

Retail Shopping

- Department Stores
- Store Images
- Shopping Centers
- Shoe Stores
- Sporting Goods Stores
- Household Expenditures
- Furniture Stores
- Home Improvement Stores
- Carpeting Stores
- Garden Centers
- Appliance Stores
- Audio-Video Stores
- Supermarkets/Grocery Stores
- Drug Stores
- Book Stores
- Computer Stores

Demographics

- Age/Sex/Race
- Household Size
- Owner/Renter Status
- Employment Status
- Occupation
- Household Income
- Hispanic Origin

This is included to provide a sample of what Cox Media Group can do for you or your client. Any of the above categories may be used as criteria in a customized Scarborough profile.

SCARBOROUGH'S QUALITATIVE PROFILE

of the Orlando Resident, August 2009 - July 2010 Adults 18+



ORLANDO - Release 2 2010 Aug09-Jul10 Scarborough

Qualitative Criteria: Adults 18+

Metro Survey Area

Age of respondent is 18+

Qualitative Population: 1,377,059				Qualitative Respondents: 957			
Sex	Target Persons	% of Target	Index	Age Levels	Target Persons	% of Target	Index
Male	676,789	49.1%	100	P 18 - 24	171,638	12.5%	100
Female	700,270	50.9%	100	P 25 - 34	256,158	18.6%	100
Employment Status	Target Persons	% of Target	Index	P 35 - 44	273,553	19.9%	100
Full-Time (35+ Hrs)	612,322	44.5%	100	P 45 - 54	267,486	19.4%	100
Part-Time (<35 Hrs)	216,081	15.7%	100	P 55 - 64	205,793	14.9%	100
Not Employed				P 65+	202,431	14.7%	100
A Homemaker	94,800	6.9%	100	Household Income Levels	Target Persons	% of Target	Index
A Student	82,045	6.0%	100	Less Than \$25,000	187,551	13.6%	100
Retired	201,783	14.7%	100	\$25,000-\$34,999	192,418	14.0%	100
Disabled	57,827	4.2%	100	\$35,000-\$49,999	289,077	21.0%	100
Temporarily Laid-Off	25,986	1.9%	100	\$50,000 - \$74,999	252,104	18.3%	100
Looking For Work	80,319	5.8%	100	\$75,000+	455,909	33.1%	100
Other	5,896	0.4%	100	# Child(Ren) Under 18 In Household	Target Persons	% of Target	Index
Occupation Summary	Target Persons	% of Target	Index	No	810,732	58.9%	100
Management/Business/Financial Ops	193,486	14.1%	100	One	221,711	16.1%	100
Professional/Related Occupations	174,895	12.7%	100	Two	196,042	14.2%	100
Service	151,876	11.0%	100	Three Or More	148,574	10.8%	100
Sales/Office	179,104	13.0%	100	Own Or Rent Residence	Target Persons	% of Target	Index
Farming/Fishing/Forestry	0	0.0%	0	Own	947,224	68.8%	100
Construction/Extraction/Maintenance	66,493	4.8%	100	Rent	376,265	27.3%	100
Production/Transportation/Matl Mvng	62,549	4.5%	100	Other -Do Not Own Or Rent	53,570	3.9%	100
Military Specific	0	0.0%	0	Highest Education Level Attained	Target Persons	% of Target	Index
White Collar	547,485	39.8%	100	Less Than 12th Grade	123,946	9.0%	100
Blue Collar	280,918	20.4%	100	High School Grad(12th Grade/Ged)	429,855	31.2%	100
				Some College(1-3 Years-Not Grad)	449,761	32.7%	100
				College Graduate Or More	373,497	27.1%	100

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ORLANDO - Release 2 2010 Aug09-Jul10 Scarborough

Qualitative Criteria: Adults 18+	
Metro Survey Area Age of respondent is 18+	
Qualitative Population: 1,377,059	Qualitative Respondents: 957

Sex

49.1	% Male	50.9	% Female
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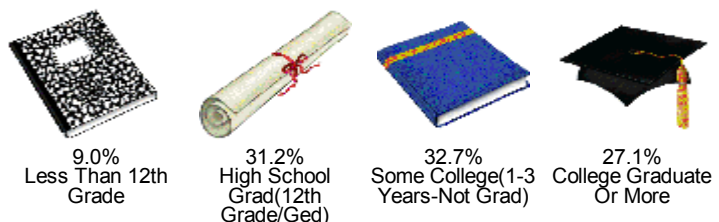
Employment Status

Full Time (35+ Hrs)	44.5%
Part Time (<35 Hrs)	15.7%
Not Employed	39.8%

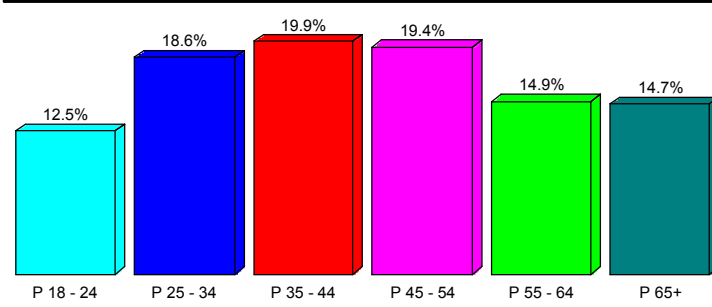
Occupation Summary

Management / Business / Financial / Professional / Related Occupations / Service	14.1%
	12.7%
	11.0%

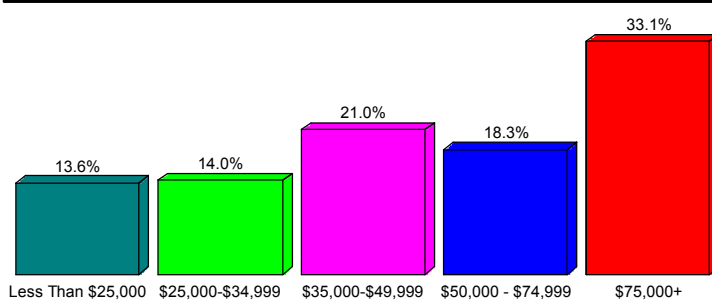
Highest Education Level Attained



Age Levels



Household Income Levels



Child(Ren) Under 18 In Household

No	58.9%
One	16.1%
Two	14.2%
Three	10.8%
Or More	

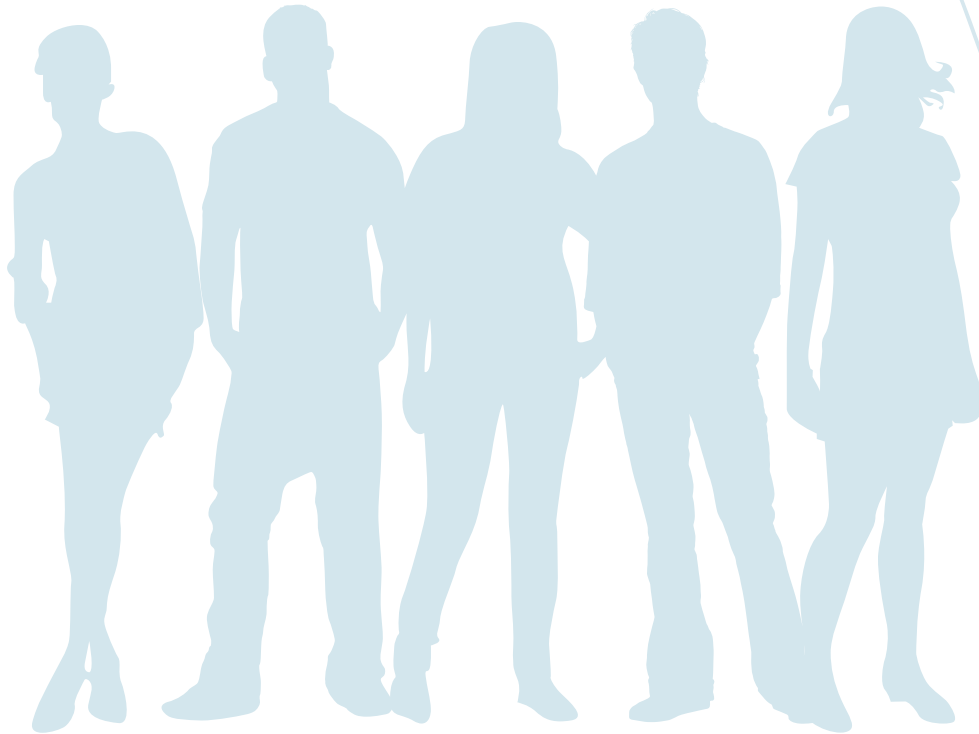
Own Or Rent Residence

Own	68.8%
Rent	27.3%
Other	3.9%
Do Not Own	



SCARBOROUGH'S LISTENER PROFILES

For Orlando Radio Stations



August 2009-July 2010

Scarborough

Adults 18+

ORLANDO - Release 2 2010 Aug09-Jul10 Scarborough

Qualitative Criteria: Adults 18+	
Metro Survey Area Listened to WCFB-FM	
Qualitative Population: 159,968	Qualitative Respondents: 103

Sex

44.3	% Male	55.7	% Female
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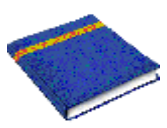

Employment Status

Full-Time (35+ Hrs)	44.7%
Part-Time (<35 Hrs)	17.8%
Not Employed	
A Homemaker	1.8%
A Student	8.2%
Retired	6.1%
Disabled	7.1%
Temporarily Laid-Off	7.5%
Looking For Work	7.0%
Other	0.0%

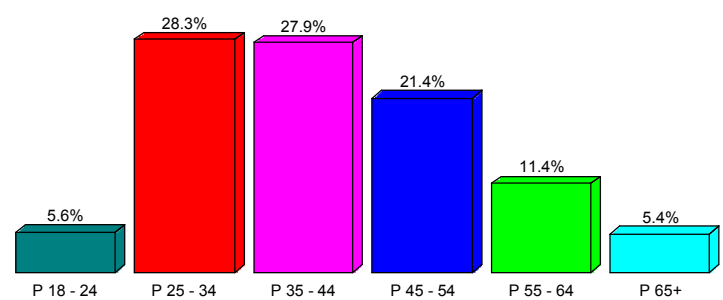
Occupation Summary

Management/Business/Financial Ops	11.4%
Professional/Related Occupations	16.2%
Service	12.4%
Sales/Office	13.8%
Farming/Fishing/Forestry	0.0%
Construction/Extraction/Maintenance	4.1%
Production/Transportation/Matl Mvng	4.6%
Military Specific	0.0%
White Collar	41.4%
Blue Collar	21.1%

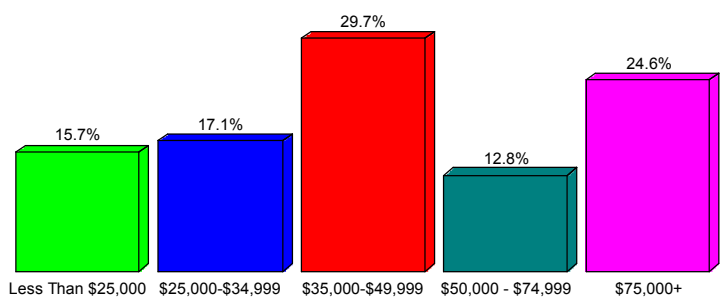
Highest Education Level Attained

			
10.9% Less Than 12th Grade	33.0% High School Grad(12th Grade/Ged)	29.6% Some College(1-3 Years-Not Grad)	26.5% College Graduate Or More

Age Levels



Household Income Levels



Child(ren) Under 18 In Household

No	41.4%
One	18.6%
Two	18.0%
Three Or More	21.9%

Own Or Rent Residence

Own	53.1%
Rent	46.5%
Other -Do Not Own Or Rent	0.5%



WDBO Listener Profile

ORLANDO - Release 2 2010 Aug09-Jul10 Scarborough

Qualitative Criteria: Adults 18+	
Metro Survey Area Listened to WDBO-AM	
Qualitative Population: 157,648	Qualitative Respondents: 120

Sex

66.3	% Male	33.7	% Female
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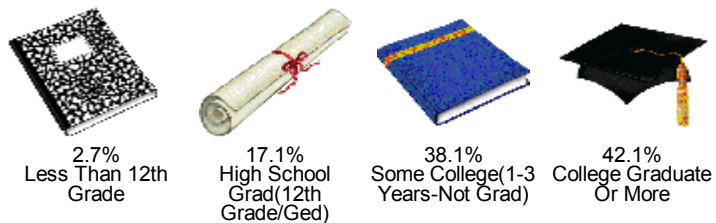
Employment Status

Full-Time (35+ Hrs)	56.1%
Part-Time (<35 Hrs)	18.6%
Not Employed	
A Homemaker	5.2%
A Student	0.0%
Retired	13.4%
Disabled	3.3%
Temporarily Laid-Off	0.0%
Looking For Work	3.5%
Other	0.0%

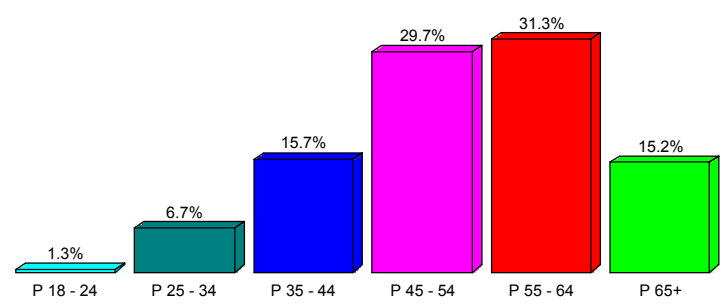
Occupation Summary

Management/Business/Financial Ops	18.2%
Professional/Related Occupations	19.1%
Service	9.4%
Sales/Office	12.9%
Farming/Fishing/Forestry	0.0%
Construction/Extraction/Maintenance	7.2%
Production/Transportation/Matl Mvng	7.9%
Military Specific	0.0%
White Collar	50.2%
Blue Collar	24.5%

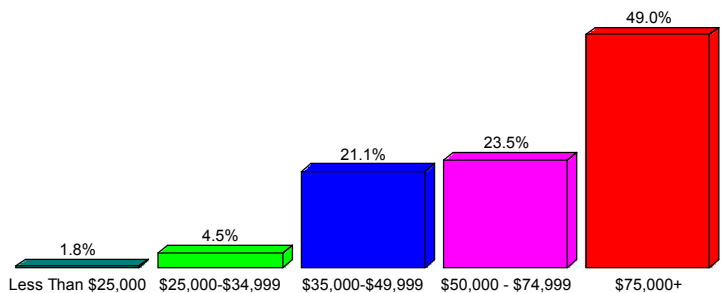
Highest Education Level Attained



Age Levels



Household Income Levels



Child(ren) Under 18 In Household

No	65.8%
One	18.8%
Two	9.9%
Three Or More	5.5%

Own Or Rent Residence

Own	88.7%
Rent	8.1%
Other -Do Not Own Or Rent	3.1%



WFLF Listener Profile

ORLANDO - Release 2 2010 Aug09-Jul10 Scarborough

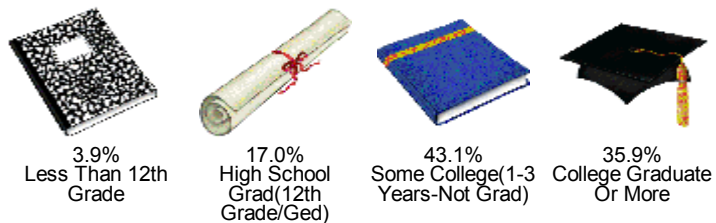
Qualitative Criteria: Adults 18+	
Metro Survey Area Listened to WFLF-AM	
Qualitative Population: 104,082	Qualitative Respondents: 79

Sex			
53.6	% Male	46.4	% Female

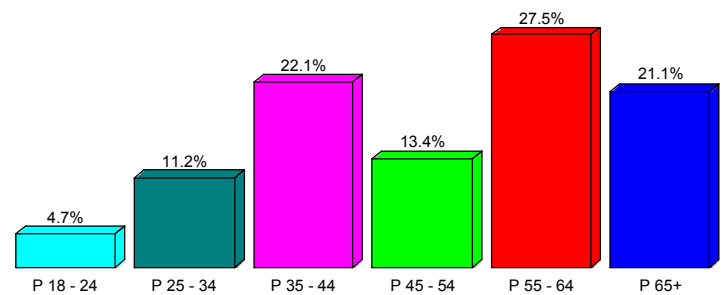
Employment Status	
Full-Time (35+ Hrs)	45.4%
Part-Time (<35 Hrs)	14.1%
Not Employed	
A Homemaker	9.9%
A Student	3.6%
Retired	21.2%
Disabled	2.7%
Temporarily Laid-Off	0.0%
Looking For Work	3.2%
Other	0.0%

Occupation Summary	
Management/Business/Financial Ops	8.3%
Professional/Related Occupations	17.3%
Service	7.7%
Sales/Office	13.6%
Farming/Fishing/Forestry	0.0%
Construction/Extraction/Maintenance	8.7%
Production/Transportation/Matl Mvng	3.8%
Military Specific	0.0%
White Collar	39.2%
Blue Collar	20.3%

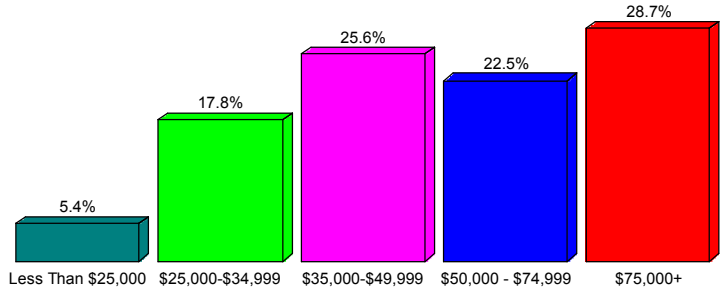
Highest Education Level Attained



Age Levels



Household Income Levels



# Child(Ren) Under 18 In Household	
No	58.7%
One	18.0%
Two	9.6%
Three Or More	13.7%

Own Or Rent Residence	
Own	79.6%
Rent	18.1%
Other -Do Not Own Or Rent	2.3%



WHTQ Listener Profile

ORLANDO - Release 2 2010 Aug09-Jul10 Scarborough

Qualitative Criteria: Adults 18+	
Metro Survey Area Listened to WHTQ-FM	
Qualitative Population: 110,679	Qualitative Respondents: 53

Sex

74.1	% Male	25.9	% Female
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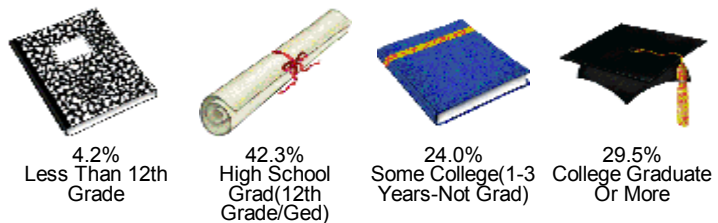
Employment Status

Full-Time (35+ Hrs)	51.8%
Part-Time (<35 Hrs)	17.0%
Not Employed	
A Homemaker	1.5%
A Student	10.3%
Retired	1.6%
Disabled	2.6%
Temporarily Laid-Off	0.0%
Looking For Work	15.2%
Other	0.0%

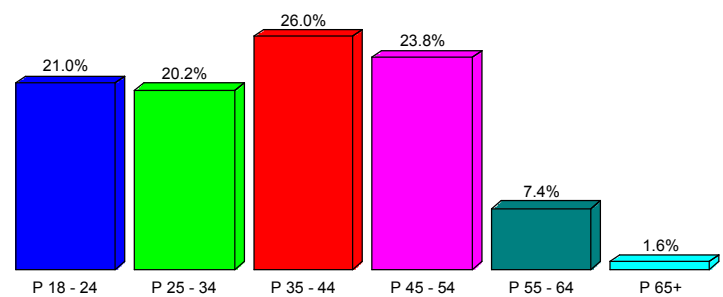
Occupation Summary

Management/Business/Financial Ops	24.8%
Professional/Related Occupations	14.3%
Service	10.8%
Sales/Office	2.8%
Farming/Fishing/Forestry	0.0%
Construction/Extraction/Maintenance	8.4%
Production/Transportation/Matl Mvng	7.7%
Military Specific	0.0%
White Collar	41.9%
Blue Collar	26.9%

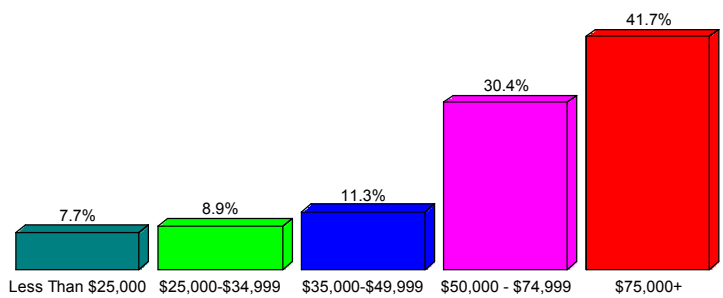
Highest Education Level Attained



Age Levels



Household Income Levels



Child(ren) Under 18 In Household

No	48.4%
One	27.0%
Two	10.1%
Three Or More	14.4%

Own Or Rent Residence

Own	83.0%
Rent	8.6%
Other -Do Not Own Or Rent	8.4%



WJHM Listener Profile

ORLANDO - Release 2 2010 Aug09-Jul10 Scarborough

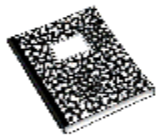
Qualitative Criteria: Adults 18+	
Metro Survey Area Listened to WJHM-FM	
Qualitative Population: 168,228	Qualitative Respondents: 71

Sex			
36.8	% Male	63.2	% Female

Employment Status	
Full-Time (35+ Hrs)	40.5%
Part-Time (<35 Hrs)	21.8%
Not Employed	
A Homemaker	2.3%
A Student	19.7%
Retired	0.4%
Disabled	2.7%
Temporarily Laid-Off	7.1%
Looking For Work	5.5%
Other	0.0%

Occupation Summary	
Management/Business/Financial Ops	12.7%
Professional/Related Occupations	10.4%
Service	15.7%
Sales/Office	19.9%
Farming/Fishing/Forestry	0.0%
Construction/Extraction/Maintenance	1.0%
Production/Transportation/Matl Mvng	2.5%
Military Specific	0.0%
White Collar	43.1%
Blue Collar	19.2%

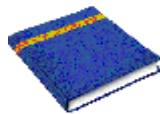
Highest Education Level Attained



10.8%
Less Than 12th
Grade



32.8%
High School
Grad(12th
Grade/Ged)

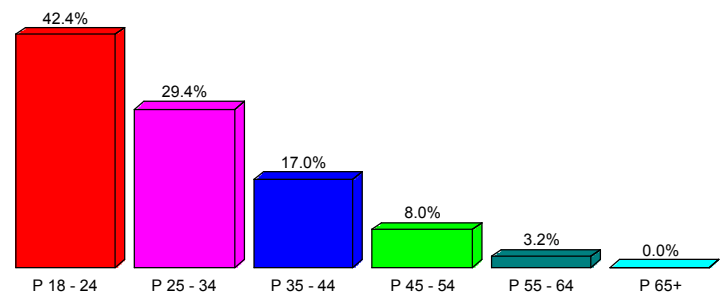


38.8%
Some College(1-3
Years-Not Grad)

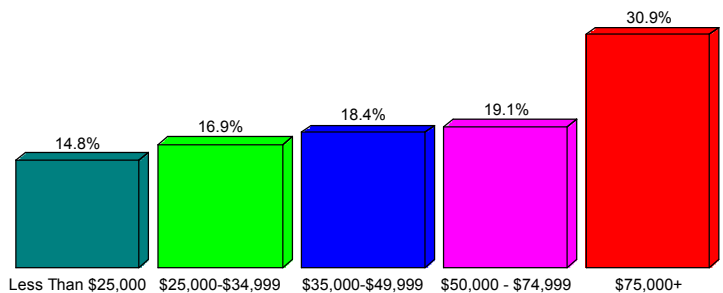


17.7%
College Graduate
Or More

Age Levels



Household Income Levels



Child(ren) Under 18 In Household

No	40.8%
One	27.9%
Two	14.7%
Three Or More	16.6%

Own Or Rent Residence

Own	40.6%
Rent	51.7%
Other -Do Not Own Or Rent	7.7%



WJRR Listener Profile

ORLANDO - Release 2 2010 Aug09-Jul10 Scarborough

Qualitative Criteria: Adults 18+
Metro Survey Area listened to WJRR-FM
Qualitative Population: 126,856
Qualitative Respondents: 42

Sex

71.8	% Male	28.2	% Female
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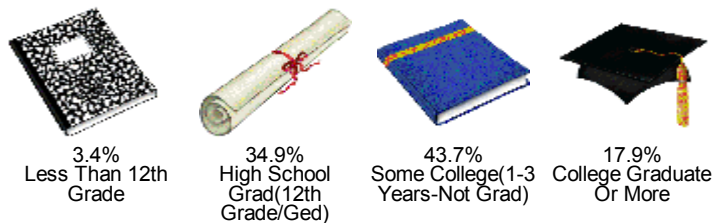
Employment Status

Full-Time (35+ Hrs)	49.0%
Part-Time (<35 Hrs)	32.8%
Not Employed	
A Homemaker	1.1%
A Student	15.9%
Retired	0.0%
Disabled	1.2%
Temporarily Laid-Off	0.0%
Looking For Work	0.0%
Other	0.0%

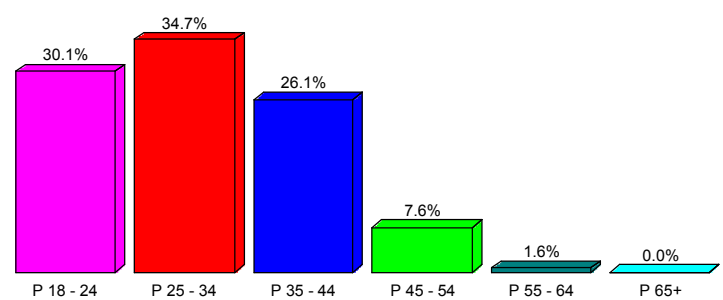
Occupation Summary

Management/Business/Financial Ops	22.1%
Professional/Related Occupations	17.3%
Service	21.1%
Sales/Office	12.1%
Farming/Fishing/Forestry	0.0%
Construction/Extraction/Maintenance	9.1%
Production/Transportation/Matl Mvng	0.0%
Military Specific	0.0%
White Collar	51.6%
Blue Collar	30.2%

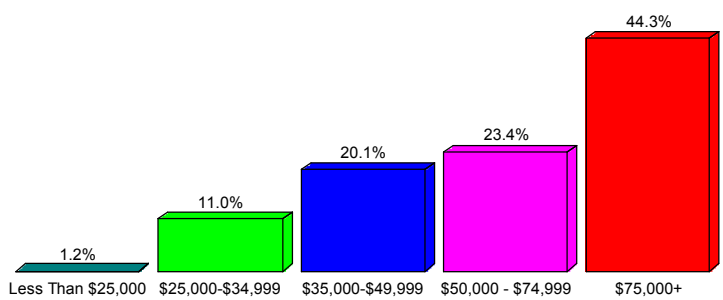
Highest Education Level Attained



Age Levels



Household Income Levels



Child(Ren) Under 18 In Household

No	48.8%
One	23.3%
Two	21.6%
Three Or More	6.4%

Own Or Rent Residence

Own	69.5%
Rent	26.8%
Other -Do Not Own Or Rent	3.8%



WLOQ Listener Profile

ORLANDO - Release 2 2010 Aug09-Jul10 Scarborough

Qualitative Criteria: Adults 18+	
Metro Survey Area listened to WLOQ-FM	
Qualitative Population: 135,561	Qualitative Respondents: 96

Sex

36.0	% Male	64.0	% Female
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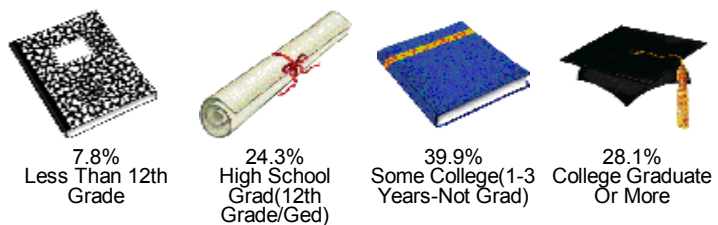
Employment Status

Full-Time (35+ Hrs)	49.5%
Part-Time (<35 Hrs)	13.3%
Not Employed	
A Homemaker	7.6%
A Student	4.0%
Retired	13.5%
Disabled	3.4%
Temporarily Laid-Off	0.8%
Looking For Work	5.4%
Other	2.5%

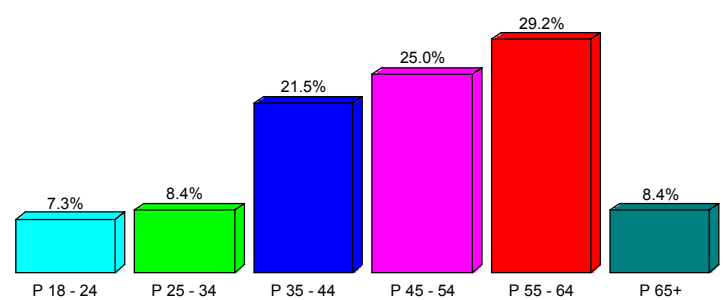
Occupation Summary

Management/Business/Financial Ops	11.9%
Professional/Related Occupations	17.2%
Service	7.6%
Sales/Office	16.8%
Farming/Fishing/Forestry	0.0%
Construction/Extraction/Maintenance	3.6%
Production/Transportation/Matl Mvng	5.8%
Military Specific	0.0%
White Collar	45.8%
Blue Collar	17.0%

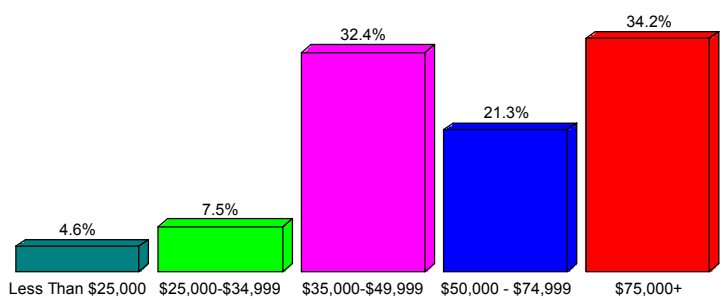
Highest Education Level Attained



Age Levels



Household Income Levels



Child(Ren) Under 18 In Household

No	68.5%
One	21.0%
Two	5.0%
Three Or More	5.5%

Own Or Rent Residence

Own	77.8%
Rent	18.9%
Other -Do Not Own Or Rent	3.3%



WMGF Listener Profile

ORLANDO - Release 2 2010 Aug09-Jul10 Scarborough

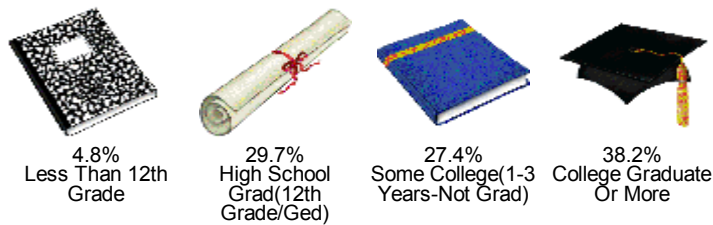
Qualitative Criteria: Adults 18+	
Metro Survey Area Listened to WMGF-FM	
Qualitative Population: 187,871	Qualitative Respondents: 160

Sex			
32.8	% Male	67.2	% Female

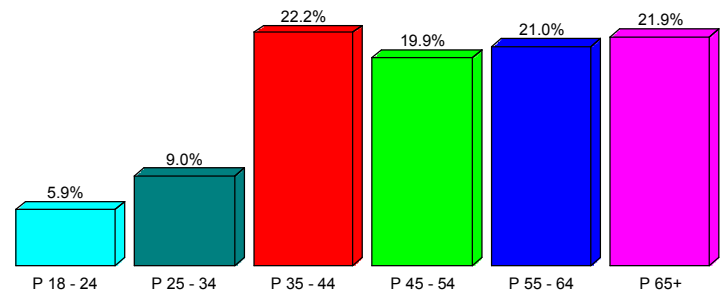
Employment Status	
Full-Time (35+ Hrs)	45.7%
Part-Time (<35 Hrs)	13.4%
Not Employed	
A Homemaker	8.1%
A Student	6.9%
Retired	20.8%
Disabled	1.4%
Temporarily Laid-Off	0.2%
Looking For Work	3.1%
Other	0.4%

Occupation Summary	
Management/Business/Financial Ops	10.4%
Professional/Related Occupations	22.4%
Service	6.5%
Sales/Office	15.3%
Farming/Fishing/Forestry	0.0%
Construction/Extraction/Maintenance	2.9%
Production/Transportation/Matl Mvng	1.6%
Military Specific	0.0%
White Collar	48.1%
Blue Collar	11.0%

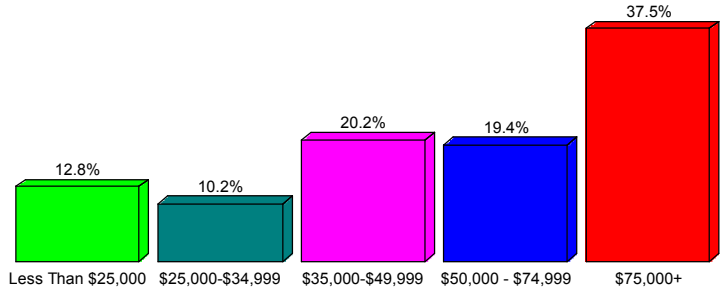
Highest Education Level Attained



Age Levels



Household Income Levels



Child(Ren) Under 18 In Household

No	61.8%
One	13.1%
Two	14.6%
Three Or More	10.5%

Own Or Rent Residence

Own	74.5%
Rent	21.7%
Other -Do Not Own Or Rent	3.8%



WMMO Listener Profile

ORLANDO - Release 2 2010 Aug09-Jul10 Scarborough

Qualitative Criteria: Adults 18+	
Metro Survey Area Listened to WMMO-FM	
Qualitative Population: 164,498	Qualitative Respondents: 104

Sex

59.3	% Male	40.7	% Female
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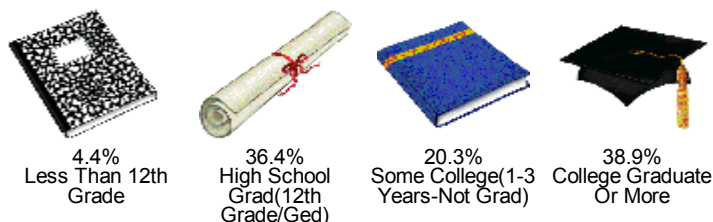
Employment Status

Full-Time (35+ Hrs)	61.0%
Part-Time (<35 Hrs)	15.5%
Not Employed	
A Homemaker	2.8%
A Student	0.7%
Retired	9.0%
Disabled	1.3%
Temporarily Laid-Off	2.8%
Looking For Work	6.9%
Other	0.0%

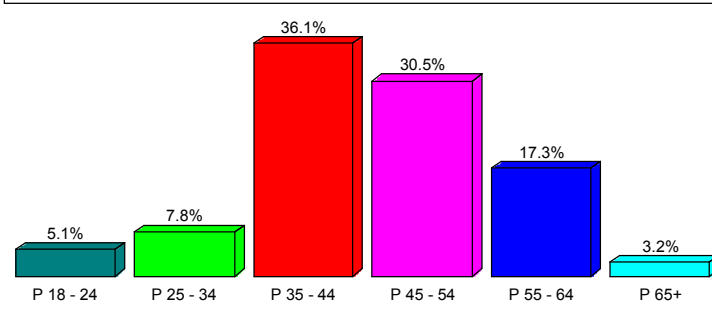
Occupation Summary

Management/Business/Financial Ops	19.4%
Professional/Related Occupations	17.7%
Service	10.3%
Sales/Office	9.3%
Farming/Fishing/Forestry	0.0%
Construction/Extraction/Maintenance	12.8%
Production/Transportation/Matl Mvng	7.1%
Military Specific	0.0%
White Collar	46.4%
Blue Collar	30.2%

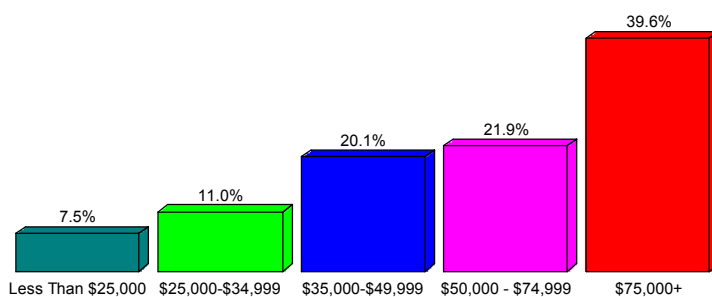
Highest Education Level Attained



Age Levels



Household Income Levels



Child(Ren) Under 18 In Household

No	58.4%
One	12.7%
Two	19.4%
Three Or More	9.4%

Own Or Rent Residence

Own	70.6%
Rent	25.3%
Other -Do Not Own Or Rent	4.1%



WNUE Listener Profile

ORLANDO - Release 2 2010 Aug09-Jul10 Scarborough

Qualitative Criteria: Adults 18+	
Metro Survey Area listened to WNUE-FM	
Qualitative Population: 102,634	Qualitative Respondents: 48

Sex

51.1	% Male	48.9	% Female
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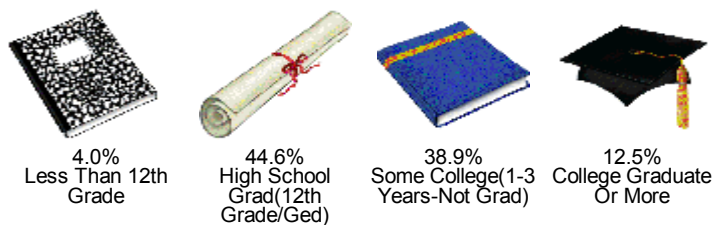
Employment Status

Full-Time (35+ Hrs)	56.8%
Part-Time (<35 Hrs)	16.1%
Not Employed	
A Homemaker	3.5%
A Student	0.0%
Retired	3.2%
Disabled	3.6%
Temporarily Laid-Off	4.4%
Looking For Work	11.8%
Other	0.7%

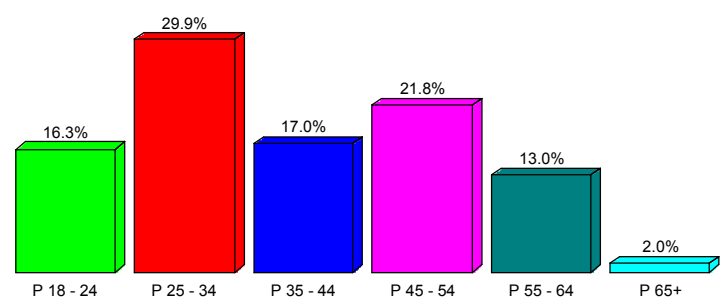
Occupation Summary

Management/Business/Financial Ops	4.2%
Professional/Related Occupations	15.0%
Service	32.0%
Sales/Office	10.1%
Farming/Fishing/Forestry	0.0%
Construction/Extraction/Maintenance	3.9%
Production/Transportation/Matl Mvng	7.6%
Military Specific	0.0%
White Collar	29.3%
Blue Collar	43.6%

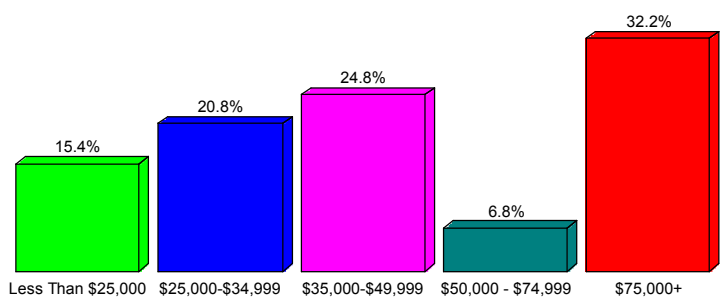
Highest Education Level Attained



Age Levels



Household Income Levels



Child(ren) Under 18 In Household

No	43.3%
One	32.2%
Two	11.4%
Three Or More	13.0%

Own Or Rent Residence

Own	55.6%
Rent	43.8%
Other -Do Not Own Or Rent	0.6%



ORLANDO - Release 2 2010 Aug09-Jul10 Scarborough

Qualitative Criteria: Adults 18+	
Metro Survey Area Listened to WOCL-FM	
Qualitative Population: 133,182	Qualitative Respondents: 79

Sex

56.4	% Male	43.6	% Female
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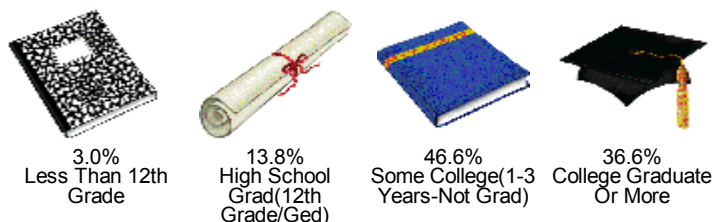
Employment Status

Full-Time (35+ Hrs)	52.9%
Part-Time (<35 Hrs)	20.8%
Not Employed	
A Homemaker	2.2%
A Student	4.6%
Retired	11.0%
Disabled	2.5%
Temporarily Laid-Off	4.3%
Looking For Work	1.8%
Other	0.0%

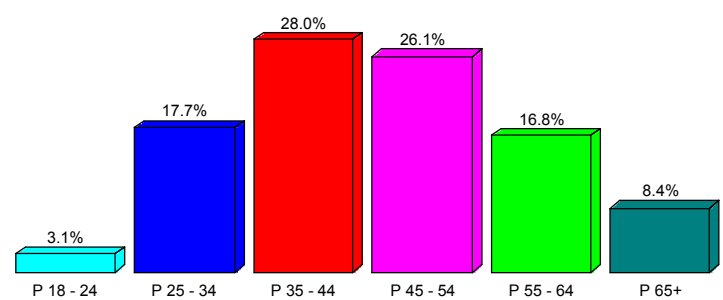
Occupation Summary

Management/Business/Financial Ops	23.1%
Professional/Related Occupations	25.1%
Service	15.2%
Sales/Office	6.4%
Farming/Fishing/Forestry	0.0%
Construction/Extraction/Maintenance	0.6%
Production/Transportation/Matl Mvng	3.3%
Military Specific	0.0%
White Collar	54.6%
Blue Collar	19.0%

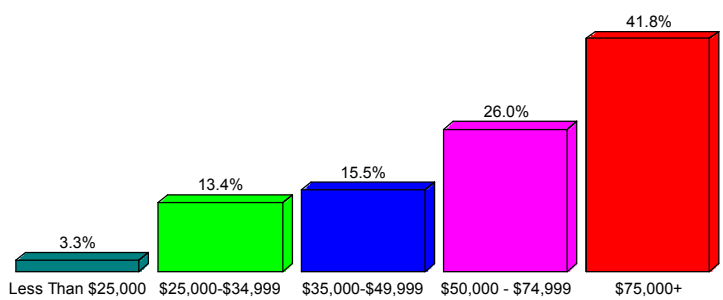
Highest Education Level Attained



Age Levels



Household Income Levels



Child(Ren) Under 18 In Household

No	68.3%
One	16.3%
Two	14.1%
Three Or More	1.3%

Own Or Rent Residence

Own	82.6%
Rent	15.0%
Other -Do Not Own Or Rent	2.4%



ORLANDO - Release 2 2010 Aug09-Jul10 Scarborough

Qualitative Criteria: Adults 18+	
Metro Survey Area Listened to WOMX-FM	
Qualitative Population: 173,999	Qualitative Respondents: 87

Sex

50.7	% Male	49.3	% Female
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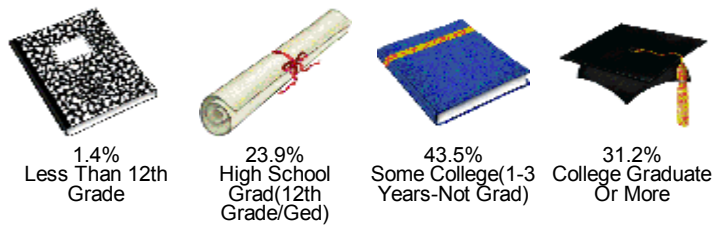
Employment Status

Full-Time (35+ Hrs)	57.7%
Part-Time (<35 Hrs)	21.3%
Not Employed	
A Homemaker	4.0%
A Student	5.9%
Retired	3.3%
Disabled	1.0%
Temporarily Laid-Off	2.6%
Looking For Work	2.3%
Other	2.0%

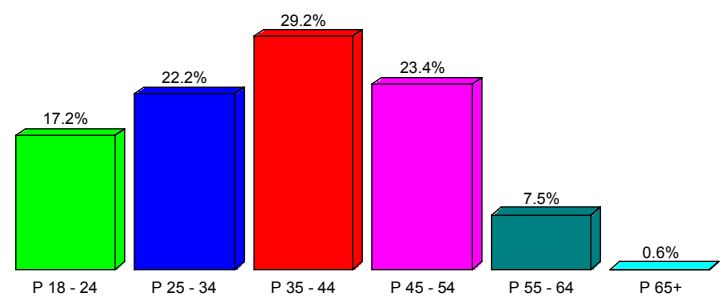
Occupation Summary

Management/Business/Financial Ops	17.8%
Professional/Related Occupations	25.3%
Service	12.5%
Sales/Office	12.4%
Farming/Fishing/Forestry	0.0%
Construction/Extraction/Maintenance	5.0%
Production/Transportation/Matl Mvng	6.0%
Military Specific	0.0%
White Collar	55.5%
Blue Collar	23.5%

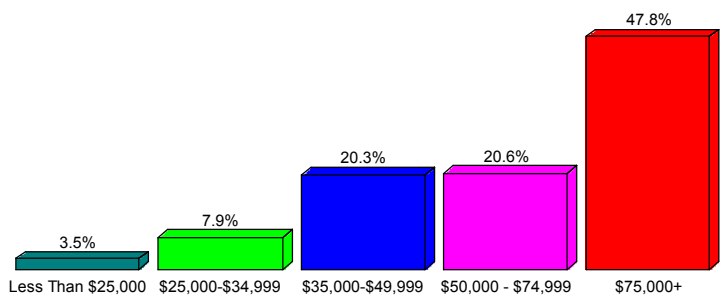
Highest Education Level Attained



Age Levels



Household Income Levels



Child(ren) Under 18 In Household

No	60.6%
One	11.4%
Two	22.4%
Three Or More	5.6%

Own Or Rent Residence

Own	79.8%
Rent	16.2%
Other -Do Not Own Or Rent	4.0%



ORLANDO - Release 2 2010 Aug09-Jul10 Scarborough

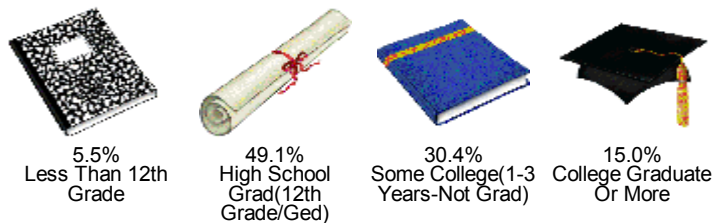
Qualitative Criteria: Adults 18+	
Metro Survey Area Listened to WPYO-FM	
Qualitative Population: 214,284	Qualitative Respondents: 80

Sex			
42.0	% Male	58.0	% Female

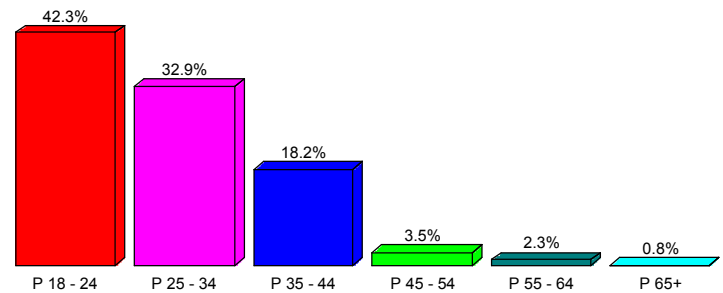
Employment Status	
Full-Time (35+ Hrs)	45.1%
Part-Time (<35 Hrs)	15.8%
Not Employed	
A Homemaker	3.7%
A Student	22.1%
Retired	0.5%
Disabled	1.2%
Temporarily Laid-Off	3.4%
Looking For Work	8.2%
Other	0.0%

Occupation Summary	
Management/Business/Financial Ops	5.3%
Professional/Related Occupations	9.4%
Service	17.6%
Sales/Office	20.1%
Farming/Fishing/Forestry	0.0%
Construction/Extraction/Maintenance	5.2%
Production/Transportation/Matl Mvng	3.2%
Military Specific	0.0%
White Collar	34.8%
Blue Collar	26.0%

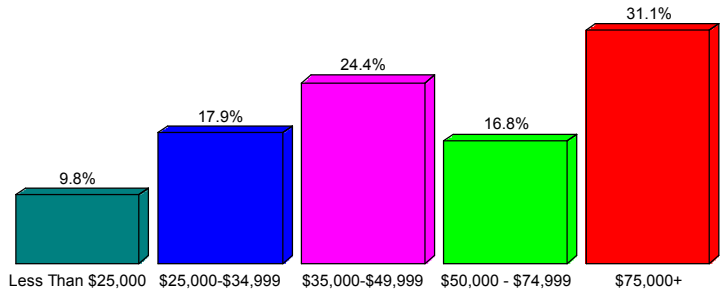
Highest Education Level Attained



Age Levels



Household Income Levels



Child(ren) Under 18 In Household

No	41.1%
One	22.7%
Two	18.0%
Three Or More	18.2%

Own Or Rent Residence

Own	39.8%
Rent	49.2%
Other -Do Not Own Or Rent	11.0%



ORLANDO - Release 2 2010 Aug09-Jul10 Scarborough

Qualitative Criteria: Adults 18+	
Metro Survey Area Listened to WRUM-FM	
Qualitative Population: 139,081	Qualitative Respondents: 84

Sex

24.0	% Male	76.0	% Female
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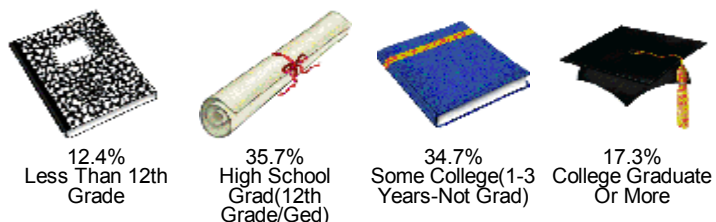
Employment Status

Full-Time (35+ Hrs)	40.4%
Part-Time (<35 Hrs)	14.9%
Not Employed	
A Homemaker	10.1%
A Student	10.7%
Retired	4.7%
Disabled	4.9%
Temporarily Laid-Off	4.3%
Looking For Work	10.0%
Other	0.0%

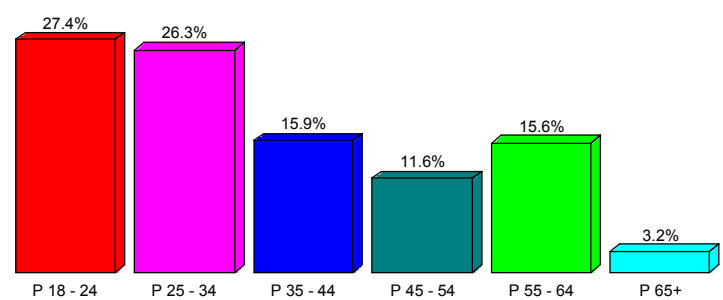
Occupation Summary

Management/Business/Financial Ops	12.6%
Professional/Related Occupations	9.4%
Service	12.6%
Sales/Office	15.0%
Farming/Fishing/Forestry	0.0%
Construction/Extraction/Maintenance	0.7%
Production/Transportation/Matl Mvng	5.0%
Military Specific	0.0%
White Collar	37.0%
Blue Collar	18.3%

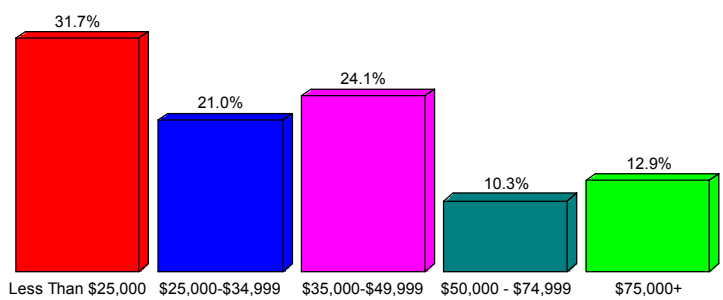
Highest Education Level Attained



Age Levels



Household Income Levels



Child(Ren) Under 18 In Household

No	46.4%
One	18.7%
Two	22.0%
Three Or More	12.9%

Own Or Rent Residence

Own	48.7%
Rent	40.6%
Other -Do Not Own Or Rent	10.7%



ORLANDO - Release 2 2010 Aug09-Jul10 Scarborough

Qualitative Criteria: Adults 18+	
Metro Survey Area Listened to WTKS-FM	
Qualitative Population: 124,432	Qualitative Respondents: 54

Sex

74.2	% Male	25.8	% Female
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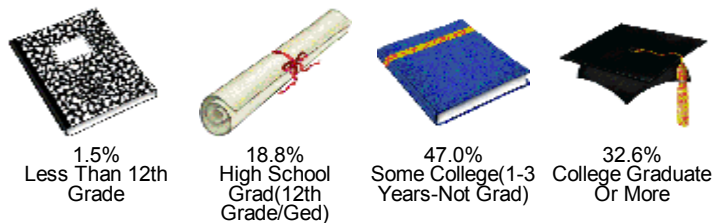
Employment Status

Full-Time (35+ Hrs)	67.7%
Part-Time (<35 Hrs)	10.0%
Not Employed	
A Homemaker	4.4%
A Student	3.2%
Retired	6.1%
Disabled	6.5%
Temporarily Laid-Off	0.8%
Looking For Work	1.4%
Other	0.0%

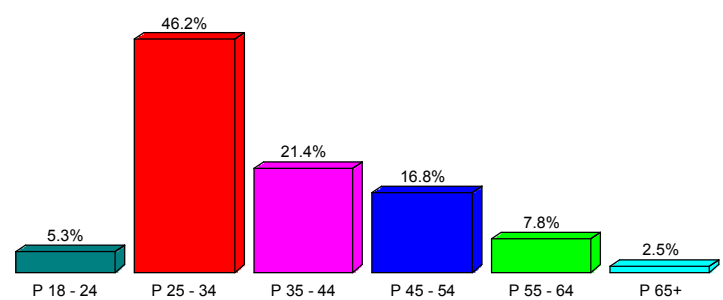
Occupation Summary

Management/Business/Financial Ops	21.9%
Professional/Related Occupations	16.2%
Service	10.6%
Sales/Office	9.2%
Farming/Fishing/Forestry	0.0%
Construction/Extraction/Maintenance	13.9%
Production/Transportation/Matl Mvng	5.9%
Military Specific	0.0%
White Collar	47.2%
Blue Collar	30.4%

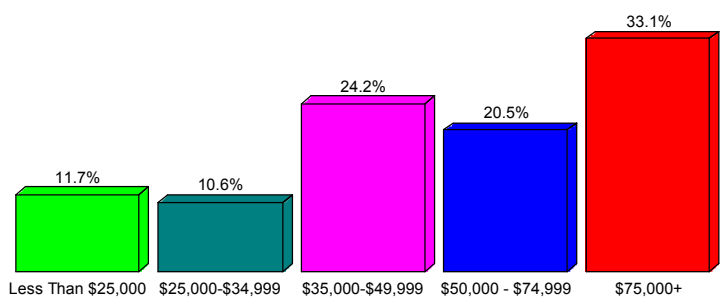
Highest Education Level Attained



Age Levels



Household Income Levels



Child(ren) Under 18 In Household

No	46.0%
One	21.0%
Two	20.7%
Three Or More	12.3%

Own Or Rent Residence

Own	72.8%
Rent	23.6%
Other -Do Not Own Or Rent	3.6%



WWKA Listener Profile

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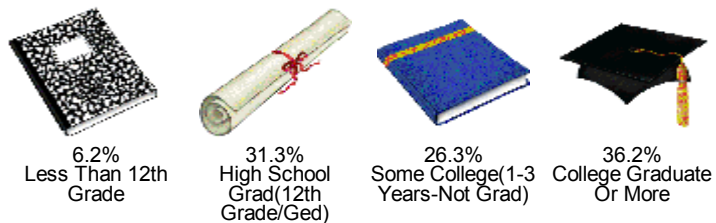
Qualitative Criteria: Adults 18+	
Metro Survey Area Listened to WWKA-FM	
Qualitative Population: 173,983	Qualitative Respondents: 115

Sex			
57.4	% Male	42.6	% Female

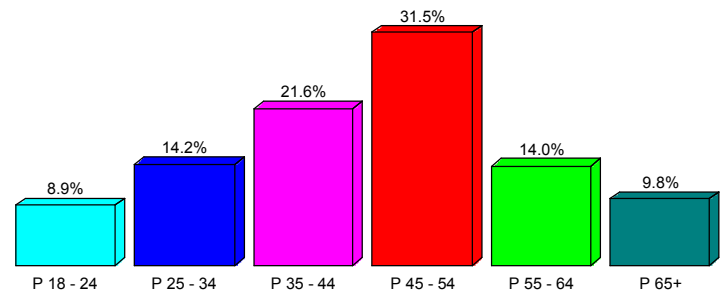
Employment Status	
Full-Time (35+ Hrs)	54.5%
Part-Time (<35 Hrs)	16.7%
Not Employed	
A Homemaker	7.7%
A Student	1.4%
Retired	9.0%
Disabled	4.0%
Temporarily Laid-Off	1.3%
Looking For Work	4.7%
Other	0.8%

Occupation Summary	
Management/Business/Financial Ops	10.4%
Professional/Related Occupations	15.2%
Service	18.2%
Sales/Office	16.3%
Farming/Fishing/Forestry	0.0%
Construction/Extraction/Maintenance	6.5%
Production/Transportation/Matl Mvng	4.6%
Military Specific	0.0%
White Collar	41.8%
Blue Collar	29.4%

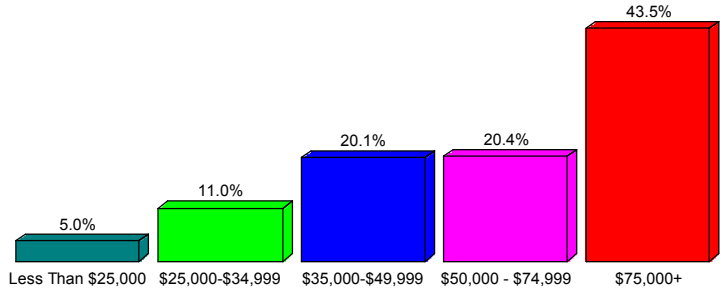
Highest Education Level Attained



Age Levels



Household Income Levels



Child(ren) Under 18 In Household

No	58.1%
One	15.6%
Two	15.4%
Three Or More	10.9%

Own Or Rent Residence

Own	72.1%
Rent	25.0%
Other -Do Not Own Or Rent	2.9%



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Qualitative Criteria: Adults 18+	
Metro Survey Area Listened to WXXL-FM	
Qualitative Population: 243,806	Qualitative Respondents: 113

Sex

35.6	% Male	64.4	% Female
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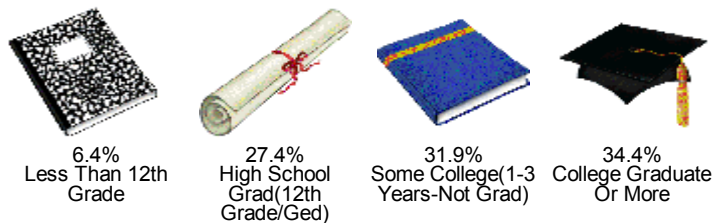
Employment Status

Full-Time (35+ Hrs)	50.6%
Part-Time (<35 Hrs)	16.6%
Not Employed	
A Homemaker	9.8%
A Student	15.8%
Retired	1.3%
Disabled	2.1%
Temporarily Laid-Off	1.3%
Looking For Work	2.5%
Other	0.0%

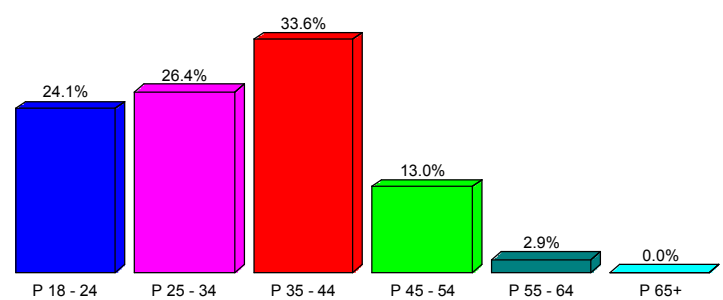
Occupation Summary

Management/Business/Financial Ops	18.7%
Professional/Related Occupations	19.4%
Service	12.1%
Sales/Office	14.8%
Farming/Fishing/Forestry	0.0%
Construction/Extraction/Maintenance	2.3%
Production/Transportation/Matl Mvng	0.0%
Military Specific	0.0%
White Collar	52.9%
Blue Collar	14.3%

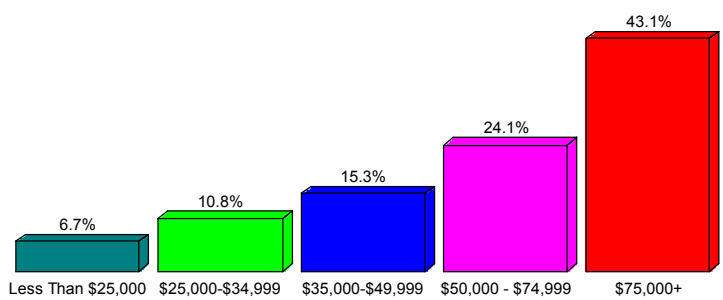
Highest Education Level Attained



Age Levels



Household Income Levels



Child(ren) Under 18 In Household

No	46.9%
One	23.8%
Two	21.3%
Three Or More	8.0%

Own Or Rent Residence

Own	68.3%
Rent	26.5%
Other -Do Not Own Or Rent	5.2%



GLOSSARY

OF RADIO TERMINOLOGY

GLOSSARY OF TERMS

Average Quarter-hour

Persons: The average number of persons listening to a particular station for at least five minutes during a 15-minute period.

Average Quarter-hour

Rating: The AQH Persons estimate expressed as a percentage of the population being measured. This estimate is printed for the MSA and DMA. It can also be computed for the TSA.

Cost Per Rating Point:

The cost of reaching an Average Quarter-Hour Persons audience that's equivalent to one percent of the population in a given demographic group.

Cost Per Thousand (CPM):

The cost of delivering 1,000 gross impressions.

Cume Persons: The total number of different persons who tune to a radio station during the course of a daypart for at least five minutes.

Cume Rating: The Cume Persons audience expressed as a percentage of all persons estimated to be in the specified demographic group.

Daypart: A time period for which audience estimates are reported (e.g., Monday-Friday, 6AM-10AM; Saturday, 10AM-3PM).

Designated Market Area (DMA):

The DMA is composed of sampling units (counties or geographically split counties) and is defined and updated annually by Nielsen Media Research, Inc., based on historical television viewing patterns. A county or split county is assigned exclusively to one DMA.

Arbitron reports radio listening estimates for the Top 50 DMAs (ranked on TV households) in the Radio Market Reports of all Standard radio markets whose Metros are located within the DMA and whose names are contained in the DMA name.

Effective Sample Base (ESB):

The theoretical sample size to be used for estimating the sampling error of audience estimates.

Ethnic Composition:

Audience estimates for Total, Black and/or Hispanic persons expressed in hundreds (00), ratings and composition percents. Ethnic composition estimates are

based on total Metro in-tab diaries and are reported for the Metro of ethnically controlled markets only if at least 30 Black and/or 30 Hispanic diaries, as appropriate, are in-tab from the Metro.

Exclusive Cume: The number of different persons who listen to only one station during the daypart reported.

Frequency: The average number of times a person is exposed to a radio spot schedule.

Gross Impressions (GIS):

The sum of the Average Quarter-Hour Persons audience for all spots in a given schedule.

Gross Rating Points (GRPS):

The sum of all rating points achieved for a particular spot schedule.

High Density Area :

A High Density Area is a zip code-defined sampling unit which may be established in a county within the Metro of an ethnically controlled market. The specific criteria for establishing, retaining, or eliminating a High Density Area are outlined in a separate publication titled Description of Methodology for Radio

GLOSSARY OF TERMS

Metro: Includes a city (or cities) whose population is specified as that of the central city together with the county (or counties) in which it is located. The Metro also includes contiguous or additional counties when the economic and social relationships between the central and additional counties meet specific criteria. Arbitron Metros generally correspond to the Metropolitan Statistical Areas (MSAs) defined by the U.S. Government's Office of Management and Budget. They are subject to exceptions dictated by historical industry usage and other marketing considerations.

Metro Totals And/or DMA Totals: (Total listening in the Metro and/or Total listening in the DMA) The Metro and/or DMA Total estimates include estimates of listening to reported stations, as well as to commercial stations that did not meet the Minimum Reporting Standards, plus estimates of listening to noncommercial and unidentified stations.

P1 Listener: A person who listens to more than one station, but clearly has a favorite station. When they

return to a station repeatedly in their survey, Arbitron labels them as a P1 Listener for that particular station.

Rating: (AQH Or Cume)
The audience expressed as a percentage of the total population.

Share: The percentage of those listening to radio in the Metro who are listening to a particular radio station.

Time Spent Listening (TSL):
An estimate of the number of quarter-hours the average person spends listening during a specified time period.

Total Survey Area (TSA) :
A geographic area that encompasses the Metro Survey Area and may include additional counties located outside the Metro which meet certain listening criteria to Metro-licensed stations.

Net Reach: The number of different persons reached in a given schedule. Real net reach is available through Maximi\$er®, for single-station and multiple-station schedules.

Source: Arbitron
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**Estimates used in The Orlando Buyer's Guide are based on reports from Arbitron's MAXIMI\$ER Rating System and therefore may vary slightly due to rounding.



ORLANDO

BUYER'S GUIDE

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Orlando, FL 32804

WCFB-FM
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407-422-9890

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407-295-5858

WPYO-FM
407-299-9595

WHTQ-FM
407-422-9696

WWKA-FM
407-298-9292