



Persons Using Radio Report

Daypart:

*Geography:

Daypart: MON-SUN 6AM-MID

***Geography: Total US**

All Locations

AQH Rating

Note: Only AQH Ratings and AQH Persons estimates are available for specific radio listening locations. AQH estimates are reported in hundreds (00).

Demographic	FA98	WI99	SP99	SU99	FA99	WI00	SP00	SU00	FA00	WI01	SP01	SU01
Persons 12+	16.3	16.0	16.1	15.8	15.7	15.7	15.7	15.4	15.4	15.3	15.4	15.2
Teens 12 - 17	11.3	11.0	11.3	11.6	10.8	10.7	10.9	11.3	10.4	10.2	10.7	11.0
Persons 18+	16.8	16.5	16.6	16.3	16.2	16.2	16.2	15.9	15.9	15.8	15.9	15.6
Persons 18-24	16.2	15.7	16.2	15.8	15.6	15.4	15.6	15.3	15.2	14.8	15.0	15.1
Persons 25-34	17.5	17.2	17.4	17.0	17.0	16.8	16.9	16.6	16.2	16.3	16.4	16.0
Persons 35-44	17.5	17.0	17.1	16.9	16.8	16.8	16.8	16.5	16.6	16.4	16.5	16.1
Persons 45-49	17.1	16.7	16.8	16.5	16.5	16.5	16.4	16.2	16.6	16.2	16.4	16.2
Persons 50-54	17.0	16.4	16.7	16.1	16.2	15.9	16.1	16.0	15.9	15.9	16.2	15.7
Persons 55-64	16.7	16.4	16.5	16.1	15.9	16.3	16.1	15.6	15.9	15.9	15.9	15.7
Persons 65+	15.4	15.5	15.2	15.0	14.7	15.1	14.9	14.4	14.8	14.9	14.9	14.4
Persons 18-34	17.0	16.6	17.0	16.5	16.5	16.3	16.4	16.1	15.8	15.7	15.9	15.6
Persons 25-34	17.4	16.9	17.1	16.7	16.7	16.7	16.7	16.4	16.4	16.2	16.4	16.0
Persons 35-64	17.2	16.7	16.9	16.5	16.5	16.5	16.5	16.2	16.3	16.1	16.3	16.0
Persons 35+	16.8	16.5	16.5	16.2	16.0	16.2	16.1	15.8	16.0	15.9	16.0	15.6
Men 12+	16.5	16.2	16.3	16.0	15.9	15.9	15.9	15.7	15.6	15.5	15.7	15.5
Boys 12-17	9.6	9.4	9.7	10.1	9.2	8.9	9.3	9.9	8.7	8.5	9.2	9.7
Men 18+	17.2	17.0	17.0	16.7	16.7	16.7	16.7	16.4	16.4	16.3	16.5	16.1
Men 18-24	15.9	15.6	16.0	15.6	15.6	15.2	15.5	15.0	15.1	14.6	14.7	14.8
Men 25-34	18.2	18.0	18.2	17.7	17.7	17.5	17.4	17.4	17.0	16.9	17.3	16.7
Men 35-44	18.3	17.8	17.8	17.6	17.7	17.6	17.7	17.4	17.3	17.3	17.3	16.9
Men 45-49	17.7	17.3	17.4	17.1	17.2	17.2	17.0	16.8	17.5	16.9	17.2	17.0
Men 50-54	17.4	17.1	16.9	16.5	16.6	16.4	16.8	16.5	16.4	16.4	16.5	16.2
Men 55-64	16.9	16.8	16.8	16.4	16.3	16.7	16.5	16.1	16.4	16.3	16.5	16.0
Men 65+	15.1	15.4	14.9	14.8	14.4	14.9	14.9	14.2	14.6	14.8	14.9	14.4
Men 18-34	17.3	17.1	17.3	16.9	16.9	16.6	16.7	16.5	16.2	16.0	16.3	16.0
Men 25-54	18.0	17.7	17.7	17.4	17.5	17.3	17.4	17.2	17.1	17.0	17.2	16.8
Men 35-64	17.7	17.4	17.4	17.1	17.1	17.1	17.1	16.9	17.0	16.9	17.0	16.6
Men 35+	17.2	17.0	16.9	16.6	16.6	16.7	16.7	16.4	16.5	16.4	16.6	16.2
Women 12+	16.2	15.7	15.9	15.6	15.4	15.5	15.4	15.2	15.2	15.0	15.2	14.9
Girls 12-17	13.1	12.7	12.9	13.3	12.5	12.6	12.6	12.8	12.1	12.0	12.4	12.4
Women 18+	16.5	16.0	16.2	15.9	15.7	15.8	15.7	15.4	15.5	15.3	15.4	15.2
Women 18-24	16.5	15.8	16.4	16.0	15.7	15.7	15.7	15.6	15.3	15.0	15.4	15.3
Women 25-34	16.9	16.4	16.7	16.3	16.2	16.1	16.3	15.8	15.5	15.6	15.6	15.2
Women 35-44	16.8	16.3	16.5	16.2	16.0	16.1	15.9	15.6	15.9	15.4	15.7	15.4
Women 45-49	16.5	16.1	16.3	16.0	15.8	15.9	15.8	15.6	15.8	15.5	15.7	15.4
Women 50-54	16.6	15.8	16.5	15.6	15.8	15.5	15.5	15.4	15.4	15.4	15.8	15.3
Women 55-64	16.4	16.1	16.2	15.9	15.5	16.0	15.8	15.2	15.5	15.5	15.4	15.3
Women 65+	15.6	15.6	15.3	15.1	14.9	15.2	14.9	14.6	14.9	14.9	14.9	14.4
Women 18-34	16.8	16.2	16.6	16.2	16.0	15.9	16.0	15.7	15.4	15.4	15.5	15.3
Women 25-54	16.7	16.2	16.5	16.1	16.0	16.0	16.0	15.6	15.7	15.5	15.7	15.3
Women 35-64	16.6	16.1	16.4	16.0	15.8	15.9	15.8	15.5	15.7	15.5	15.6	15.4
Women 35+	16.4	16.0	16.1	15.7	15.6	15.8	15.6	15.3	15.5	15.3	15.4	15.1

*This report is based upon all continuously measured radio metros within the selected geography.

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