

SAGINAW-BAY CITY-MIDLAND
SPRING 2007 ARBITRON MaximiSer Metro Survey Area

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| <p>WHNN-FM</p> <p>Average ADULTS 25-54 --- Pop/Intab:160,500 / 423</p> <p>Using MaximiSer Metro</p> |
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| MON - FRI | AVERAGE PERSONS | AVG RTG | AVG SHR |
|------------------|-----------------|---------|---------|
| 12M-1A | 0 | 0.0% | 0.0% |
| 1A-5A | 0 | 0.0% | 0.0% |
| 5A-6A | 1,300 | 0.8% | 11.3% |
| MORNING | | | |
| 6A-7A | 2,600 | 1.6% | 10.8% |
| 7A-8A | 4,300 | 2.7% | 11.4% |
| 8A-9A | 3,400 | 2.1% | 10.0% |
| 9A-10A | 3,200 | 2.0% | 9.3% |
| 6A-10A | 3,400 | 2.1% | 10.5% |
| MIDDAY | | | |
| 10A-11A | 2,800 | 1.7% | 8.5% |
| 11A-12N | 3,000 | 1.9% | 8.9% |
| 12N-1P | 3,000 | 1.9% | 8.3% |
| 1P-2P | 2,900 | 1.8% | 8.3% |
| 2P-3P | 3,700 | 2.3% | 9.7% |
| 10A-3P | 3,100 | 1.9% | 8.8% |
| AFTERNOON | | | |
| 3P-4P | 3,800 | 2.4% | 9.4% |
| 4P-5P | 3,500 | 2.2% | 9.1% |
| 5P-6P | 2,900 | 1.8% | 8.6% |
| 6P-7P | 1,500 | 0.9% | 7.6% |
| 3P-7P | 2,900 | 1.8% | 8.8% |
| EVENING | | | |
| 7P-8P | 1,400 | 0.9% | 8.5% |
| 8P-9P | 800 | 0.5% | 5.7% |
| 9P-10P | 600 | 0.4% | 5.7% |
| 10P-11P | 200 | 0.1% | 2.9% |
| 11P-12M | 100 | 0.1% | 2.8% |
| 7P-12M | 600 | 0.4% | 5.8% |

