

Don't Let Your Ad Fade Into the Background

*While AC excels in the office because of its neutrality, the stats show how Dayton radio listeners feel about their **FAVORITE** radio station*



PASSIVE LISTENING ON WMMX

- Less than 30% of WMMX's listeners say that WMMX is their #1 preferred station (P1 listener)
 - WMMX ranks 6th in Dayton radio in total number of P1 listeners (55% less P1s than WHKO)
- Over 10% of WMMX's listeners actually prefer WHKO, naming it as their 1st choice in radio stations

PERSUASIVE LISTENING ON WHKO

- 41% of WHKO's listeners say K99.1 is their #1 preferred station (P1 listener)
 - WHKO has 75,000 "P1" listeners (23% more than the #2 station in P1 listening, WDHT)
 - Only 3% of WHKO's audience prefers WMMX

Ever wonder why WMMX includes country artists on their playlist?

Because 36% of their audience PREFERS COUNTRY MUSIC!