



# Winter 2009 Snapshot!

## WHKO/WZLR is Dayton's Base Buy!

### WHKO/WZLR IS A UNIVERSAL LEADER!

WHKO/WZLR is a **UNIVERSAL LEADER** in Men, Women and Adults of ALL ages!

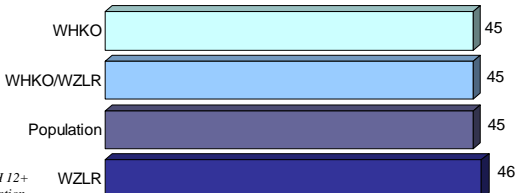
#### Leadership in all demos

WHKO/WZLR Rank, AQH Rating, M-S, 6A-12M	Adults	Men	Women
25-54	#4	#4	#2
35-54	#4	#4	#2
18-49	#1	#2	#2
35-64	#2	#4	#3

**WHKO/WZLR has been #1 Adults 25-54 for 7 of the last 8 surveys!**

### WHKO/WZLR IS WELL TARGETED

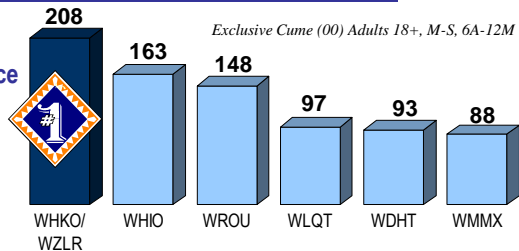
WHKO/WZLR mirrors the market's **MEDIAN AGE**



Median Age of AQH 12+ Audience vs. Population, M-S, 6A-12M

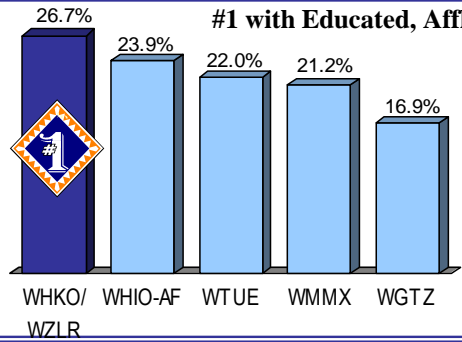
### WHKO/WZLR IS EXCLUSIVE

WHKO/WZLR delivers an audience that cannot be reached on any other station!



Exclusive Cume (00) Adults 18+, M-S, 6A-12M

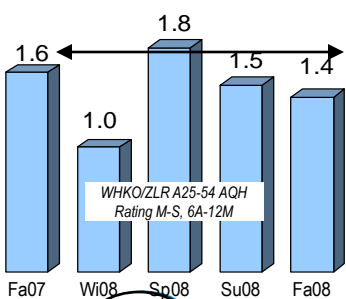
### WHKO/WZLR IS UPSCALE!



#### #1 with Educated, Affluent, Professionals & Managers

\$100,000+ Income, College Grad/Post Grad, Professionals and Managers  
Scarborough Q407-Str08  
% Reached of Adults 18+ M-S, 6A-12M

### What would caused this 25-54 drop?



Young demos were stable but 25-54 dropped for 2 reasons:  
1) WHKO lost 4 hours of TSL in Men 45-54, while cume remained stable.  
2) WZLR also had a marked TSL loss in upper demo Men. WZLR should report HUGE GAINS in the next book! Why? **BUBBA IS COMING!**

### → Bubba's Early Growth Signs ←

Bubba The Love Sponge's compelling morning show started on WZLR 3/16/09, in the 10<sup>th</sup> week of the survey ... and early signs show tremendous gains in the last two weeks of the survey!

WZLR Before & After Bubba			
Trend in AM Drive cume Wks 1-10 vs. 11 & 12			
	Weeks 1-10 (Before)	Weeks 11 & 12 (Bubba)	Bubba % change
P12+	126	276	+119%
A25-54	73	217	+197%
M18-49	54	156	+188%
M18-34	22	91	+314%