



FLORIDA NEWS NETWORK

RADIO, ONLINE, MOBILE

# RESEARCH

## Fall 2007 Arbitron National Regional Database

### Average Quarter Hour

DEMO	Mon-Sun 6a-7p	Mon-Sat 6a-7p	Mon-Fri 6a-7p	Mon-Fri 6a-10a	Mon-Fri 10a-3p	Mon-Fri 3p-7p
Total 12+	143,200	157,900	173,700	144,000	220,700	144,700
Adults 18+	141,700	156,400	172,200	142,300	220,100	142,300
Adults 18-49	51,200	56,600	63,200	53,900	73,300	59,900
Adults 25+	137,200	151,500	167,000	136,800	214,200	138,100
Adults 25-54	60,700	67,400	75,300	62,800	89,000	70,800
Adults 35+	123,800	136,500	150,300	124,100	194,700	120,900
Adults 35-64	76,800	84,900	94,200	82,100	112,700	83,200
Adults 55+	76,400	84,100	91,600	74,000	125,200	67,400
Women 18+	63,900	69,900	76,200	62,400	97,800	62,900
Women 18-49	18,600	20,100	22,200	18,500	26,200	20,800
Women 25+	62,600	68,500	74,800	61,400	96,200	61,300
Women 25-54	22,900	25,100	27,700	23,100	33,300	25,300
Women 35+	57,300	62,700	68,300	56,600	88,200	55,200
Women 35-64	31,900	34,800	38,300	33,200	44,800	35,200
Women 55+	39,600	43,500	47,100	38,400	62,900	36,000
Men 18+	77,900	86,500	96,100	79,800	122,300	79,500
Men 18-49	32,600	36,400	41,100	35,400	47,100	39,100
Men 25+	74,600	82,900	92,200	75,400	117,900	76,900
Men 25-54	37,800	42,300	47,700	39,600	55,700	45,500
Men 35+	66,500	73,800	81,900	67,500	106,500	65,700
Men 35-64	44,900	50,000	55,900	48,900	67,900	48,000
Men 55+	36,800	40,600	44,500	35,600	62,200	31,300

