



FLORIDA NEWS NETWORK

RADIO, ONLINE, MOBILE

RESEARCH

Fall 2007 Arbitron National Regional Database

Cume

	Mon-Sun 6a-7p	Mon-Sat 6a-7p	Mon-Fri 6a-7p	Mon-Fri 6a-10a	Mon-Fri 10a-3p	Mon-Fri 3p-7p
DEMO						
Total 12+	1,723,300	1,671,200	1,583,300	931,700	1,075,800	998,300
Adults 18+	1,664,100	1,614,200	1,531,400	904,100	1,062,600	967,800
Adults 18-49	648,800	620,700	587,000	355,000	360,200	387,100
Adults 25+	1,595,300	1,549,300	1,470,600	868,700	1,026,100	935,100
Adults 25-54	747,700	719,500	677,800	403,900	425,400	452,300
Adults 35+	1,417,200	1,377,400	1,306,700	769,700	920,300	827,600
Adults 35-64	898,200	866,800	817,800	493,700	530,600	547,600
Adults 55+	847,600	829,800	792,800	464,900	600,700	482,800
Women 18+	769,400	746,200	708,600	404,500	497,400	445,400
Women 18-49	262,300	251,000	233,700	129,000	141,500	150,200
Women 25+	740,600	719,400	684,400	391,900	482,100	433,700
Women 25-54	311,800	300,600	281,300	156,200	173,200	184,100
Women 35+	665,900	645,800	615,600	357,200	435,800	390,400
Women 35-64	389,200	374,100	354,500	209,900	227,300	241,200
Women 55+	428,800	418,800	403,000	235,600	308,900	249,500
Men 18+	894,700	868,000	822,800	499,600	565,200	522,400
Men 18-49	386,500	369,700	353,200	226,100	218,700	236,900
Men 25+	854,600	829,900	786,300	476,900	544,000	501,400
Men 25-54	435,800	418,900	396,500	247,700	252,200	268,100
Men 35+	751,300	731,600	691,100	412,500	484,500	437,200
Men 35-64	509,000	492,800	463,300	283,900	303,300	306,400
Men 55+	418,800	411,000	389,800	229,200	291,800	233,300

