

How did WAAA-FM perform?

WAAA-FM's Report Card

	Mar 13	Apr 13	May 13	Jun 13	Jul 13	Aug 13	Sep 13	Oct 13	Nov 13	Dec 13	Hol 13	Jan 14	Feb 14	Mar 14
Persons 6+														
AQH Share	8.4	7.2	8.3	8.0	7.2	7.0	6.9	7.6	9.3	7.8	7.4	9.0	9.1	8.7
Cume Persons (00)	11183	11483	12317	12043	12545	10607	10348	11076	12009	11031	11317	11927	12637	12879
AWTE (HH:MM)	3:11	3:09	3:05	3:01	2:40	2:59	2:50	3:10	3:29	3:01	2:54	3:22	3:21	2:57
Primary AQH Demo Cell(s)	45-54	45-54	55-64	45-54, 55-64	45-54, 55-64	45-54	55-64	55-64	55-64	55-64	55-64	55-64	55-64	55-64
Primary Cume Demo Cell(s)	45-54	45-54	45-54	45-54	45-54	45-54	45-54	45-54	45-54	45-54	45-54	45-54	45-54	45-54
Persons 25-54														
AQH Share	6.9	6.5	6.2	6.6	6.2	6.2	5.3	6.8	7.3	5.9	5.9	7.0	7.0	7.1
Cume Persons (00)	5639	5772	6122	6303	6044	5598	5292	5908	6182	5799	5546	5965	6470	6628
AWTE (HH:MM)	2:44	2:43	2:24	2:26	2:19	2:35	2:16	2:40	2:39	2:12	2:16	2:22	2:19	2:19
AQH Efficiency	44%	43%	39%	42%	43%	45%	41%	44%	39%	38%	38%	37%	39%	40%
Cume Efficiency	51%	50%	50%	52%	52%	52%	51%	53%	51%	53%	49%	50%	50%	51%
Mon-Fri 6A-10A AQH Share	10.2	8.6	8.2	8.9	8.3	8.2	7.9	9.0	9.8	8.0	8.2	9.0	8.7	9.4
Mon-Fri 10A-3P AQH Share	4.8	5.6	4.8	6.1	5.7	5.5	4.5	6.0	6.2	4.9	4.8	6.0	5.5	5.1
Mon-Fri 3P-7P AQH Share	7.8	7.4	7.8	7.9	7.6	6.8	6.3	8.5	9.1	7.3	6.9	8.5	8.5	7.9
Mon-Fri 7P-12Mid AQH Share	6.6	5.8	4.4	4.4	3.8	4.5	3.6	5.1	5.2	3.7	3.7	5.3	5.7	6.8
Sat 6A-10A AQH Share	6.0	8.2	7.5	9.3	8.2	8.9	5.7	7.7	6.4	7.5	6.8	7.6	8.7	8.2
Sat 10A-3P AQH Share	4.5	4.3	4.3	4.5	4.9	5.1	3.5	4.2	6.3	4.0	6.1	5.7	6.8	5.1
Sat 3P-7P AQH Share	3.7	4.2	4.2	4.7	4.8	4.7	2.7	5.8	5.2	4.3	5.4	5.3	6.3	5.2
Sat 7P-12Mid AQH Share	3.8	3.5	4.4	4.3	3.6	4.5	3.4	3.3	3.7	4.0	4.0	2.4	2.9	3.4
Sun 6A-10A AQH Share	7.9	9.8	9.0	5.5	7.2	9.4	7.2	8.0	10.5	7.9	7.5	9.0	9.4	8.6
Sun 10A-3P AQH Share	5.5	6.0	4.5	4.5	5.2	5.9	3.4	4.5	4.9	4.9	5.1	5.9	5.4	6.1
Sun 3P-7P AQH Share	5.4	3.7	3.6	4.5	5.7	4.3	4.0	3.3	4.5	4.0	5.1	5.6	5.7	7.4
Sun 7P-12Mid AQH Share	5.9	4.1	3.4	3.9	3.3	4.7	3.0	3.5	3.9	3.4	3.1	2.6	5.1	10.6

Mon-Sun 6A-12Mid unless otherwise noted. Primary demo cell is the age cell with the highest audience composition (multiple cells are displayed in the case of a tie). Efficiency is the percentage of your station's audience that is within the target demo.