

April Ratings Book

This Arbitron ratings period covered April 2 –April 29 2009.

Highlights Men 25-54

- **Ticket #1 (6.0) Mon-Fri 6am-12mid**
 - ESPN #8 3.8; FAN 21t 2.2
- **Ticket #1 (6.6) Mon-Fri 6am-7pm**
 - ESPN #7 3.9; FAN #21 2.3

- **Musers #1 (9.1) Mon-Fri 6am-10am**
 - ESPN #3 4.9; FAN 19t 2.4
- **Norm #2 (5.7) Mon-Fri 10am-12n**
 - KZPS #1 7.0; ESPN #16t 2.7; FAN #19t 2.4
- **Bad Radio #2 (5.3) Mon-Fri 12n-3pm**
 - KZPS #1 6.9; ESPN #12 2.8; FAN #17t 2.2
- **Hardline #1 (5.6) Mon-Fri 3-7pm**
 - ESPN #5 4.2; FAN #25t 2.0

Men 25-54 Mon-Fri 6am-7pm

STATION	Oct Share/Rnk	Nov Share/Rnk	Dec Share/Rnk	Jan Share/Rnk	Feb Share/Rnk	Mar Share/Rnk	Apr Share/Rnk
KTCK	5.3/3	5.2/3	5.1/3	6.2/2	6.8/#1	6.7/#1	6.6/#1
WBAP	4.9/4	4.4/5	2.5/12	3.1/12	3.7/4	4.2/5	4.6/3
ESPN	4.3/7	4.0/7	3.7/6	4.2/4	3.4/7	3.2/9t	3.9/7
FAN	3.2/12 tie	3.1/11tie	3.6/7tie	1.3/29	1.5/18	2.0/23t	2.3/21
KRLD	1.5/28	1.3/29	1.6/19	2.4/17	1.9/16tie	2.0/23t	2.1/22t

Men 25-54 Mon-Fri 6am-10am

STATION	Oct Share/Rnk	Nov Share/Rnk	Dec Share/Rnk	Jan Share/Rnk	Feb Share/Rnk	Mar Share/Rnk	Apr Share/Rnk
KTCK	6.6/1	6.6/1	6.9/1	7.5/#1	8.0/#1	8.7/#1	9.1/#1
ESPN	4.7/6	4.5/4tie	4.2/4	5.1/4	4.1/6	4.0/7t	4.9/3
WBAP	4.2/8	4.0/6	2.4/13	3.0/12tie	4.4/5	4.8/3t	5.5/2
FAN	3.6/11 tie	3.9/7tie	4.0/5	1.4/20	1.4/21	2.2/19t	2.4/19t
KRLD	2.3/20	2.1/20 tie	2.2/15	3.1/11	2.5/12tie	2.7/13t	2.8/14

Men 25-54 Mon-Fri 10am-12n

STATION	Oct Share/Rnk	Nov Share/Rnk	Dec Share/Rnk	Jan Share/Rnk	Feb Share/Rnk	Mar Share/Rnk	April Share/Rnk
WBAP	4.4/7 tie	4.0/9	2.0/16	2.9/14	3.1/10	3.2/9	4.3/4
KTCK	4.4/7 tie	4.5/6tie	4.4/5	4.7/5	6.6/#3	5.6#3t	5.7/#2

ESPN	3.0/12	3.5/10	3.1/11	3.6/8	2.2/16	2.2/15	2.7/16
FAN	2.5/17	1.9/21tie	2.6/14	1.2/27tie	1.6/21	2.3/14	2.4/19
KRLD	.8/32 tie	.7/34tie	2.1/22	1.4/25	1.1/24	1.3/23	1.3/29

Men 25-54 Mon-Fri 12n-3pm

STATION	Oct Share/Rnk	Nov Share/Rnk	Dec Share/Rnk	Jan Share/Rnk	Feb Share/Rnk	Mar Share/Rnk	April Share/Rnk
WBAP	6.0/3	5.3/3	2.6/12	3.4/11	3.8/6	4.6/5	4.5/4
KTCK	4.0/7	4.3/6	4.0/5	5.1/4	5.4/#3	5.3/#4	5.3/#2
ESPN	3.8/8 tie	3.3/11	3.2/8	2.9/13	2.8/12	2.2/14t	2.8/12
FAN	2.1/19 tie	1.7/24	2.3/15	1.4/26	1.6/23	2.2/14t	2.2/17
KRLD	1.1/29 tie	.8/34	1.2/21	1.7/23	1.0/24	1.0/20	1.3/23

Men 25-54 Mon-Fri 3-7pm

STATION	Oct Share/Rnk	Nov Share/Rnk	Dec Share/Rnk	Jan Share/Rnk	Feb Share/Rnk	Mar Share/Rnk	April Share/Rnk
KTCK	5.5/2	4.7/4	4.4/5	6.3/2	6.6/#1	6.4/#1	5.6/#1
WBAP	4.9/3	4.2/5	2.7/12	3.0/13tie	3.4/6	3.9/7	3.8/9
ESPN	4.7/4	4.0/6tie	3.9/7	4.6/4tie	3.6/5tie	3.5/8	4.2/5
FAN	4.2/8 tie	4.0/6tie	4.5/4	1.3/29	1.4/18	1.7/27t	2.0/25t
KRLD	1.3/27 tie	1.2/27tie	1.3/19	2.8/16	2.2/15	2.5/17t	2.3/18t