



Marion County OH Ranker

NATIONAL REGIONAL DATABASE (User Defined Survey Area)
FA19

Station Rankings Based on: User Selected

Stations Selected by WDIF-LP

Persons 12+						
M-Su 6a-12m						
Station	Average Rating*	Average Persons	Weekly Cume Persons	Weekly Cume Rating	Weekly TSL (Hr:Min)	
WMRN-FM	1.6	900	20,900	37.2	5:15	
WMRN-AM	0.7	400	7,300	13.0	7:30	
WYNT-FM	0.4	200	4,900	8.7	4:30	
WDIF-FM	0.4	200	3,300	5.9	7:30	
WVXG-FM	0.2	100	3,700	6.6	3:00	
WWGH-FM	0.0	0	900	1.6	5:30	

No reported listening to WZMO-LP





AN UNCOMMON SENSE OF THE CONSUMER™



Ranker Detailed Sourcing Summary

Market: NATIONAL REGIONAL DATABASE
Survey: Nielsen Radio Fall 2019
Geography: Custom Geo Used = Marion, OH
Daypart: Monday-Sunday 6a-midnight

Demo/Intab/Population:

Age/Gender	Population	Intab
Persons 12+	56,200	66

Stations: User Selected

Additional Notices:

Estimates reported for dayparts which start and end between 12m and 5a are based on the 5a-5a broadcast day. Estimates for all other dayparts are based on the 12m-12m calendar day.

Stations qualify to be reported if they have received five or more minutes of listening in a single quarter-hour in at least 1 in-tab diary in the market, Monday-Sunday Midnight-Midnight (total week), during the survey period. Encoded stations qualify to be reported if they have received credit for five or more minutes of listening within a quarter hour from at least one PPM Panelist during the Monday - Friday 6am - Midnight daypart for the survey period.

Estimates are derived from the diaries that provided the audience data for the Nielsen Radio Market Report and are subject to the qualifications and limitations stated in that Report. PPM estimates are derived from the PPM technology and methodology and are subject to the qualifications and limitations stated in that Report. The TAPSCAN Web software product is accredited by the Media Rating Council and reports both accredited and non-accredited data. For a list of the accredited and non-accredited Nielsen radio markets and data available through TAPSCAN, click here:

http://www.arbitron.com/downloads/MRC_Accredited_Services_Markets.pdf

Audience estimates for digital audio reflect listening in PPM-measured areas only.

Report: Copyright 2008 Nielsen. Software: Copyright 2008-2019 Nielsen. Nielsen Radio Data: Copyright 2019 Nielsen. All rights reserved. For use pursuant to a license from The Nielsen Company. Subject to the limitations and qualifications disclosed in the data and reports.

TAPSCAN is a mark of TAPSCAN Inc. used under license. Nielsen and the Nielsen logo are trademarks or registered trademarks of CZT/ACN Trademarks, L.L.C.

