

Qualitative Ranker

ROCHESTER, NY (User Defined Survey Area)

SCARBOROUGH R1 2014: FEB13-JAN14

Station Rankings Based on: Top 16 User Selected

Qualitative Used: (Occupation is management/business/financial ops OR Occupation is production/transportation/mat'l mvng OR Detailed occupation is Construction and Extraction)

Men 30-64							
M-Su 6a-12m							
	Station	Target Persons *	Index	% of Target (Comp)	% of Station	Base Persons	% of Base (Comp)
1	WCMF-FM	16,200	117	28.4%	41.1%	39,300	24.3%
2	WHAM-AM	14,100	97	24.8%	34%	41,500	25.6%
3	WLGZ-FM	10,800	136	18.9%	47.8%	22,600	13.9%
4	WDKX-FM	9,800	128	17.2%	45.1%	21,700	13.4%
5	WQBW-FM	8,500	93	14.9%	32.7%	25,900	16%
6	WBZA-FM	8,000	83	14%	29%	27,500	17%
7	WDVI-FM	7,800	123	13.6%	43.4%	17,900	11.1%
8	WBEE-FM	7,500	128	13.1%	45%	16,600	10.3%
9	WHTK-AM	7,400	126	13%	44.3%	16,700	10.3%
10	WRMM-FM	6,600	95	11.5%	33.6%	19,600	12.1%
11	WFKL-FM	4,800	161	8.5%	56.8%	8,500	5.3%
12	WPXY-FM	4,500	86	7.9%	30.1%	14,900	9.2%
13t	WXXI-AM	3,600	63	6.3%	22.2%	16,200	10%
13t	WZNE-FM	3,600	78	6.3%	27.6%	13,100	8.1%
15t	WROC-AM	3,000	118	5.3%	41.5%	7,300	4.5%
15t	WJZR-FM	3,000	120	5.3%	42.2%	7,200	4.4%