

TOP TOLEDO METRO RADIO

Arbitron's ranking of the top 10 radio stations during the 2007 spring ratings period (April 5 to June 27) followed by the average share of all listeners age 12 and older.

OVERALL STATION RANKING

Listeners 12 and older (Monday through Sunday, 6 a.m. to midnight)

1. WKKO-FM (99.9)	13.9
2. WRVF-FM (101.5)	7.7
3. WRQN-FM (93.5)	7.1
4. WSPD-AM (1370)	6.3
5. WIOT-FM (104.7)	6.1 (tie)
5. WVKS-FM (92.5)	6.1 (tie)

MORNING DRIVE (6 to 10 a.m.)

1. WKKO	14.4
2. WIOT	9.0
3. WRQN	8.1
4. WSPD	7.5
5. WRVF	7.4

MIDDAYS (10 a.m. -3 p.m.)

1. WKKO	15.3
2. WRVF	10.0
3. WSPD	8.6
4. WRQN	6.8
5. WWWM-FM (105.5)	5.9

AFTERNOON DRIVE (3 to 7 p.m.)

1. WKKO	13.4
2. WRVF	7.8
3. WRQN	7.0
4. WVKS	6.9
5. WSPD	6.1

EVENINGS (7 p.m. to midnight)

1. WKKO	10.4
2. WRVF	7.5 (tie)
2. WVKS	7.5 (tie)
4. WJUC-FM (107.3)	6.7
5. WIMX-FM (95.7)	6.4

OVERALL RANKING

Listeners age 25-54 (Monday through Sunday, 6 a.m. to midnight)

1. WKKO	14.4
2. WIOT	8.4
3. WRVF	7.3
4. WRQN	6.5
5. WVKS	6.3

MORNINGS

1. WKKO	14.5
2. WIOT	13.0
3. WRQN	6.7 (tie)
3. WSPD	6.7 (tie)
5. WRVF	6.5

MIDDAYS

1. WKKO	15.2
2. WRVF	9.3
3. WSPD	8.3
4. WWWM	7.7
5. WIOT	7.3

AFTERNOONS

1. WKKO	13.5
2. WRVF	7.6
3. WIOT	7.1
4. WVKS	6.7
5. WRQN	6.3

EVENINGS

1. WKKO	9.7
2. WIOT	9.1
3. WVKS	7.8
4. WRVF	7.1
5. WIMX	5.8

SOURCE: Arbitron Inc 2007

THE BLADE