COMPREHENSIVE MARKET REPORT
FOR FM STATION:
"WAVA-FM"

app. id:
1182580

THEORETICAL 'WHAT IF' AND
'IF ALL STATION' SCENARIOS:

PRIME ANALOG Reception	Area: sq.mi.	Population	Households	Under 9	10 to 14	15 to 17	18 to 24	25 to 34	35 to 44	45 to 54	55 and over
Analog very rural noise limited only	29173	11035803	4219914	1488504	762759	434178	1025575	1631905	1866598	1553841	2272441
Analog vs full noise (FN) limiting only	18213	7883129	2993968	1072549	544139	309034	726162	1181569	1353391	1124022	1572263
Analog vs FN and Analog (A) interference.	6493	3970875	1528592	530039	258733	148190	388604	640723	681697	565474	757416
Analog vs FN A and 1 pct IBOC interf.	5544	3833778	1471060	514297	250863	143433	375721	616821	658303	546241	728098
Analog vs FN A and 10 pct IBOC interf.	3429	2832110	1097502	374410	180321	103309	284770	468888	485077	402275	533059

PRIME HYBRID Digital Reception	Area: sq.mi.	Population	Households	Under 9	10 to 14	15 to 17	18 to 24	25 to 34	35 to 44	45 to 54	55 and over
1 pct. IBOC vs FN A and 1 pct IBOC interf.	6858	4679637	1784935	634541	314721	178975	438300	730232	808156	671888	902824
10 pct. IBOC vs FN A and 10 pct IBOC interf.	12063	6368219	2414932	869985	436530	247981	588773	969441	1097820	911348	1246341

PRIME MULTICAST Digital Reception	Area: sq.mi.	Population	Households	Under 9	10 to 14	15 to 17	18 to 24	25 to 34	35 to 44	45 to 54	55 and over
1 pct. IBOC vs FN A and 1 pct IBOC interf.	3503	3305802	1268189	444660	216607	123074	315989	534532	573657	475573	621710
10 pct. IBOC vs FN A and 10 pct IBOC interf.	7869	5000842	1905120	679755	337984	192162	467350	776158	862921	717419	967093

ACCEPTABLE ANALOG Reception	Area: sq.mi.	Population	Households	Under 9	10 to 14	15 to 17	18 to 24	25 to 34	35 to 44	45 to 54	55 and over
Analog very rural noise limited only	15581	5819055	2231490	776573	419952	237564	539143	785865	931919	783997	1344041
Analog vs full noise (FN) limiting only	13140	2820022	1091278	369787	196511	113450	258490	395326	465311	392717	628431
Analog vs FN and Analog (A) interference.	1460	399840	169486	48336	22948	13655	40220	69970	64446	55102	85163
Analog vs FN A and 1 pct IBOC intf.	480	97675	39989	12227	5987	3558	10096	15751	15673	13268	21115
Analog vs FN A and 10 pct IBOC intf.	326	66192	26376	8511	4248	2502	6873	9921	10652	9054	14432

DIGITAL EDGE of HYBRID Reception	Area: sq.mi.	Population	Households	Under 9	10 to 14	15 to 17	18 to 24	25 to 34	35 to 44	45 to 54	55 and over
1 pct. IBOC vs FN A and 1 pct IBOC intf.	5204	1688582	629997	235444	121810	69006	150473	239209	289663	239460	343517
10 pct. IBOC vs FN A and 10 pct IBOC intf.	4818	1360656	533273	179842	91220	52192	126025	209190	230252	189265	282670

DIGITAL EDGE of MULTICAST Reception	Area: sq.mi.	Population	Households	Under 9	10 to 14	15 to 17	18 to 24	25 to 34	35 to 44	45 to 54	55 and over
1 pct. IBOC vs FN A and 1 pct IBOC intf.	8559	3062417	1146743	425325	219923	124907	272784	434909	524163	435775	624631
10 pct. IBOC vs FN A and 10 pct IBOC intf.	9012	2728033	1043085	370072	189766	108011	247449	402473	465151	383194	561918

COMPREHENSIVE MARKET REPORT
FOR FM STATION:
"WAVA-FM"

app. id:
1182580

CURRENT RECEPTION PREDICTIONS
EXTERIOR PARKED to LOW SPEED:

PRIME ANALOG RECEPTION	Area: sq.mi.	Population	Households	Under 9	10 to 14	15 to 17	18 to 24	25 to 34	35 to 44	45 to 54	55 and over
Analog vs FN A and 1 pct IBOC intf.	6076	3896783	1497852	521273	254170	145434	382362	628609	668876	554748	741311
Analog vs FN A and 10 pct IBOC intf.	5092	3703156	1419381	497556	242302	138393	363467	597259	636518	527724	699936

PRIME Reception; HYBRID SIMULCAST	Area: sq.mi.	Population	Households	Under 9	10 to 14	15 to 17	18 to 24	25 to 34	35 to 44	45 to 54	55 and over
1 pct. IBOC vs FN A and 1 pct IBOC intf.	0	0	0	0	0	0	0	0	0	0	0
IF 10 pct. IBOC vs FN A and 10 pct IBOC intf.	0	0	0	0	0	0	0	0	0	0	0

PRIME MULTICAST Reception	Area:sq.mi.	Population	Households	Under 9	10 to 14	15 to 17	18 to 24	25 to 34	35 to 44	45 to 54	55 and over
1 pct. IBOC vs FN A and 1 pct IBOC intf.	0	0	0	0	0	0	0	0	0	0	0
IF 10 pct. IBOC vs FN A and 10 pct IBOC intf.	0	0	0	0	0	0	0	0	0	0	0

ACCEPTABLE ANALOG Reception	Area: sq.mi.	Population	Households	Under 9	10 to 14	15 to 17	18 to 24	25 to 34	35 to 44	45 to 54	55 and over
Analog vs FN A and 1 pct IBOC intf.	679	148121	62255	17813	8485	5055	15694	25672	23714	19969	31719
Analog vs FN A and IF 10 pct IBOC intf.	679	167612	67588	21070	10313	6029	17342	27549	27727	22699	34884

DIGITAL EDGE of HYBRID Reception	Area: sq.mi.	Population	Households	Under 9	10 to 14	15 to 17	18 to 24	25 to 34	35 to 44	45 to 54	55 and over
1 pct. IBOC vs FN A and 1 pct IBOC intf.	0	0	0	0	0	0	0	0	0	0	0
10 pct. IBOC vs FN A and IF 10 pct IBOC intf.	0	0	0	0	0	0	0	0	0	0	0

DIGITAL EDGE of MULTICAST Reception	Area: sq.mi.	Population	Households	Under 9	10 to 14	15 to 17	18 to 24	25 to 34	35 to 44	45 to 54	55 and over
1 pct. IBOC vs FN A and 1 pct IBOC intf.	0	0	0	0	0	0	0	0	0	0	0
10 pct. IBOC vs FN A and IF 10 pct IBOC intf.	0	0	0	0	0	0	0	0	0	0	0

COMPREHENSIVE MARKET REPORT
FOR FM STATION:
"WAVA-FM"

app. id:
1182580

CURRENT RECEPTION PREDICTIONS
FOR MOBILE AT SPEED:

ANALOG PRIME Reception	Area: sq.mi.	Population	Households	Under 9	10 to 14	15 to 17	18 to 24	25 to 34	35 to 44	45 to 54	55 and over
Analog vs FN A and 1 pct IBOC intf.	6496	4001524	1542040	533833	260101	148944	393569	647137	685733	568775	763432
Analog vs FN A and 10 pct IBOC intf.	5558	3818113	1465165	512174	249534	142623	375005	615749	655741	543488	723799

PRIME Reception; HYBRID SIMULCAST	Area: sq.mi.	Population	Households	Under 9	10 to 14	15 to 17	18 to 24	25 to 34	35 to 44	45 to 54	55 and over
1 pct. IBOC vs FN A and 1 pct IBOC intf.	0	0	0	0	0	0	0	0	0	0	0
IF 10 pct. IBOC vs FN A and 10 pct IBOC intf.	0	0	0	0	0	0	0	0	0	0	0

PRIME MULTICAST Reception	Area:sq.mi.	Population	Households	Under 9	10 to 14	15 to 17	18 to 24	25 to 34	35 to 44	45 to 54	55 and over
1 pct. IBOC vs FN A and 1 pct IBOC intf.	0	0	0	0	0	0	0	0	0	0	0
IF 10 pct. IBOC vs FN A and 10 pct IBOC intf.	0	0	0	0	0	0	0	0	0	0	0

ACCEPTABLE ANALOG Reception	Area: sq.mi.	Population	Households	Under 9	10 to 14	15 to 17	18 to 24	25 to 34	35 to 44	45 to 54	55 and over
Analog vs FN A and 1 pct IBOC intf.	398	64021	26507	7798	3815	2297	6805	10279	9990	8664	14374
Analog vs FN A and IF 10 pct IBOC intf.	316	67265	27653	8301	4008	2351	7406	11249	10801	8912	14237

DIGITAL EDGE of HYBRID Reception	Area: sq.mi.	Population	Households	Under 9	10 to 14	15 to 17	18 to 24	25 to 34	35 to 44	45 to 54	55 and over
1 pct. IBOC vs FN A and 1 pct IBOC intf.	0	0	0	0	0	0	0	0	0	0	0
10 pct. IBOC vs FN A and IF 10 pct IBOC intf.	0	0	0	0	0	0	0	0	0	0	0

DIGITAL EDGE of MULTICAST Reception	Area: sq.mi.	Population	Households	Under 9	10 to 14	15 to 17	18 to 24	25 to 34	35 to 44	45 to 54	55 and over
1 pct. IBOC vs FN A and 1 pct IBOC intf.	0	0	0	0	0	0	0	0	0	0	0
10 pct. IBOC vs FN A and IF 10 pct IBOC intf.	0	0	0	0	0	0	0	0	0	0	0

COMPREHENSIVE MARKET REPORT
FOR FM STATION:
"WAVA-FM"

app. id:
1182580

CURRENT RECEPTION PREDICTIONS
FOR INDOOR RECEPTION

PRIME ANALOG Reception	Area: sq.mi.	Population	Households	Under 9	10 to 14	15 to 17	18 to 24	25 to 34	35 to 44	45 to 54	55 and over
Analog vs FN A and 1 pct IBOC intf.	4791	3616789	1387508	485527	236293	134888	354607	584880	622135	515817	682643
Analog vs FN A and 10 pct IBOC intf.	3652	3347545	1287761	447698	217239	123933	328282	545549	576674	478130	630040

PRIME Reception; HYBRID SIMULCAST	Area: sq.mi.	Population	Households	Under 9	10 to 14	15 to 17	18 to 24	25 to 34	35 to 44	45 to 54	55 and over
1 pct. IBOC vs FN A and 1 pct IBOC intf.	0	0	0	0	0	0	0	0	0	0	0
IF 10 pct. IBOC vs FN A and 10 pct IBOC intf.	0	0	0	0	0	0	0	0	0	0	0

PRIME MULTICAST Reception	Area:sq.mi.	Population	Households	Under 9	10 to 14	15 to 17	18 to 24	25 to 34	35 to 44	45 to 54	55 and over
1 pct. IBOC vs FN A and 1 pct IBOC intf.	0	0	0	0	0	0	0	0	0	0	0
IF 10 pct. IBOC vs FN A and 10 pct IBOC intf.	0	0	0	0	0	0	0	0	0	0	0

ACCEPTABLE ANALOG Reception	Area: sq.mi.	Population	Households	Under 9	10 to 14	15 to 17	18 to 24	25 to 34	35 to 44	45 to 54	55 and over
Analog vs FN A and 1 pct IBOC intf.	1436	327403	130724	41222	20354	12002	33272	52852	54503	44967	68231
Analog vs FN A and IF 10 pct IBOC intf.	1629	394518	146089	55204	27831	16061	39076	57004	66334	55032	77977

DIGITAL EDGE of HYBRID Reception	Area: sq.mi.	Population	Households	Under 9	10 to 14	15 to 17	18 to 24	25 to 34	35 to 44	45 to 54	55 and over
1 pct. IBOC vs FN A and 1 pct IBOC intf.	0	0	0	0	0	0	0	0	0	0	0
10 pct. IBOC vs FN A and IF 10 pct IBOC intf.	0	0	0	0	0	0	0	0	0	0	0

DIGITAL EDGE of MULTICAST Reception	Area: sq.mi.	Population	Households	Under 9	10 to 14	15 to 17	18 to 24	25 to 34	35 to 44	45 to 54	55 and over
1 pct. IBOC vs FN A and 1 pct IBOC intf.	0	0	0	0	0	0	0	0	0	0	0
10 pct. IBOC vs FN A and IF 10 pct IBOC intf.	0	0	0	0	0	0	0	0	0	0	0

COMPREHENSIVE MARKET REPORT
FOR FM STATION:
"WAVA-FM"

app. id:
1182580

CURRENT RECEPTION PREDICTIONS
FOR PORTABLE RECEPTION:

PRIME Reception; ANALOG	Area: sq.mi.	Population	Households	Under 9	10 to 14	15 to 17	18 to 24	25 to 34	35 to 44	45 to 54	55 and over
Analog vs FN A and 1 pct IBOC intf.	3877	3403641	1308475	455654	221292	126266	333446	553603	586291	486161	640929
Analog vs FN A and 10 pct IBOC intf.	2794	2997686	1156398	398923	192608	109825	296167	494295	517149	428541	560177

PRIME Reception; HYBRID SIMULCAST	Area: sq.mi.	Population	Households	Under 9	10 to 14	15 to 17	18 to 24	25 to 34	35 to 44	45 to 54	55 and over
1 pct. IBOC vs FN A and 1 pct IBOC intf.	0	0	0	0	0	0	0	0	0	0	0
IF 10 pct. IBOC vs FN A and 10 pct IBOC intf.	0	0	0	0	0	0	0	0	0	0	0

PRIME MULTICAST Reception	Area:sq.mi.	Population	Households	Under 9	10 to 14	15 to 17	18 to 24	25 to 34	35 to 44	45 to 54	55 and over
1 pct. IBOC vs FN A and 1 pct IBOC intf.	0	0	0	0	0	0	0	0	0	0	0
IF 10 pct. IBOC vs FN A and 10 pct IBOC intf.	0	0	0	0	0	0	0	0	0	0	0

ACCEPTABLE ANALOG Reception	Area: sq.mi.	Population	Households	Under 9	10 to 14	15 to 17	18 to 24	25 to 34	35 to 44	45 to 54	55 and over
Analog vs FN A and 1 pct IBOC intf.	1904	401980	149862	55283	28207	16381	39597	57026	67255	56422	81809
Analog vs FN A and IF 10 pct IBOC intf.	1967	632862	235978	88674	44590	25596	60219	92890	107284	88956	124653

DIGITAL EDGE of HYBRID Reception	Area: sq.mi.	Population	Households	Under 9	10 to 14	15 to 17	18 to 24	25 to 34	35 to 44	45 to 54	55 and over
1 pct. IBOC vs FN A and 1 pct IBOC intf.	0	0	0	0	0	0	0	0	0	0	0
10 pct. IBOC vs FN A and IF 10 pct IBOC intf.	0	0	0	0	0	0	0	0	0	0	0

DIGITAL EDGE of MULTICAST Reception	Area: sq.mi.	Population	Households	Under 9	10 to 14	15 to 17	18 to 24	25 to 34	35 to 44	45 to 54	55 and over
1 pct. IBOC vs FN A and 1 pct IBOC intf.	0	0	0	0	0	0	0	0	0	0	0
10 pct. IBOC vs FN A and IF 10 pct IBOC intf.	0	0	0	0	0	0	0	0	0	0	0

COMPREHENSIVE MARKET REPORT
FOR FM STATION:
"WJZW"

app. id:
82736

THEORETICAL 'WHAT IF' AND
'IF ALL STATION' SCENARIOS:

PRIME ANALOG Reception	Area: sq.mi.	Population	Households	Under 9	10 to 14	15 to 17	18 to 24	25 to 34	35 to 44	45 to 54	55 and over
Analog very rural noise limited only	24171	9054105	3467453	1222075	618829	352035	846626	1366437	1537900	1279974	1830228
Analog vs full noise (FN) limiting only	14899	6076796	2308738	827100	415249	236837	560031	927874	1048202	870538	1190964
Analog vs FN and Analog (A) interference.	11057	5077350	1921130	694918	343814	196244	472883	791057	880211	730282	967940
Analog vs FN A and 1 pct IBOC interf.	6231	3517069	1337045	480203	234020	134163	334345	565662	610695	506380	651601
Analog vs FN A and 10 pct IBOC interf.	3336	2372452	903834	322372	155669	89689	225091	391188	415346	344193	428904

PRIME HYBRID Digital Reception	Area: sq.mi.	Population	Households	Under 9	10 to 14	15 to 17	18 to 24	25 to 34	35 to 44	45 to 54	55 and over
1 pct. IBOC vs FN A and 1 pct IBOC interf.	5085	2963437	1116957	402209	198683	114316	275272	467360	517923	434636	553038
10 pct. IBOC vs FN A and 10 pct IBOC interf.	10718	4850380	1836635	662983	329876	188216	445790	749922	840678	700157	932758

PRIME MULTICAST Digital Reception	Area: sq.mi.	Population	Households	Under 9	10 to 14	15 to 17	18 to 24	25 to 34	35 to 44	45 to 54	55 and over
1 pct. IBOC vs FN A and 1 pct IBOC interf.	2120	1537854	576914	210471	103164	59892	134772	248963	273645	230580	276369
10 pct. IBOC vs FN A and 10 pct IBOC interf.	6006	3324973	1255117	452168	223225	128215	307408	523096	580518	486287	624058

ACCEPTABLE ANALOG Reception	Area: sq.mi.	Population	Households	Under 9	10 to 14	15 to 17	18 to 24	25 to 34	35 to 44	45 to 54	55 and over
Analog very rural noise limited only	15077	3314901	1283260	430579	231917	133290	316023	450748	535443	453896	763004
Analog vs full noise (FN) limiting only	11771	2858609	1108145	377259	196743	112041	267851	414335	474079	397938	618364
Analog vs FN and Analog (A) interference.	2817	719866	272085	97196	49058	28069	72032	106603	120285	99338	147285
Analog vs FN A and 1 pct IBOC intf.	706	149619	56836	20414	10263	5884	15830	21927	24596	20158	30548
Analog vs FN A and 10 pct IBOC intf.	454	133758	50268	19393	9465	5359	13162	20768	23002	18020	24588

DIGITAL EDGE of HYBRID Reception	Area: sq.mi.	Population	Households	Under 9	10 to 14	15 to 17	18 to 24	25 to 34	35 to 44	45 to 54	55 and over
1 pct. IBOC vs FN A and 1 pct IBOC intf.	5633	1886944	719678	260774	131193	73899	170518	282562	322756	265521	379720
10 pct. IBOC vs FN A and 10 pct IBOC intf.	5336	1521103	578492	206684	105011	59988	139490	224931	259347	213867	311785

DIGITAL EDGE of MULTICAST Reception	Area: sq.mi.	Population	Households	Under 9	10 to 14	15 to 17	18 to 24	25 to 34	35 to 44	45 to 54	55 and over
1 pct. IBOC vs FN A and 1 pct IBOC intf.	8598	3312526	1259722	452512	226712	128323	311018	500960	567034	469577	656389
10 pct. IBOC vs FN A and 10 pct IBOC intf.	10048	3046510	1160009	417499	211662	119988	277872	451758	519507	427737	620485

COMPREHENSIVE MARKET REPORT
FOR FM STATION: app. id:
"WJZW" 82736

CURRENT RECEPTION PREDICTIONS
EXTERIOR PARKED to LOW SPEED:

PRIME ANALOG RECEPTION	Area: sq.mi.	Population	Households	Under 9	10 to 14	15 to 17	18 to 24	25 to 34	35 to 44	45 to 54	55 and over
Analog vs FN A and 1 pct IBOC intf.	9330	3810128	1451129	517668	253815	145823	364524	605317	656928	546836	719217
Analog vs FN A and 10 pct IBOC intf.	5977	2654876	1012331	359554	175025	101066	254084	428844	459884	383278	493140

PRIME Reception; HYBRID SIMULCAST	Area: sq.mi.	Population	Households	Under 9	10 to 14	15 to 17	18 to 24	25 to 34	35 to 44	45 to 54	55 and over
1 pct. IBOC vs FN A and 1 pct IBOC intf.	5091	2963747	1117077	402246	198705	114329	275298	467395	517971	434682	553118
IF 10 pct. IBOC vs FN A and 10 pct IBOC intf.	11073	4873505	1845594	665906	331570	189212	447535	752680	844496	703486	938620

PRIME MULTICAST Reception	Area:sq.mi.	Population	Households	Under 9	10 to 14	15 to 17	18 to 24	25 to 34	35 to 44	45 to 54	55 and over
1 pct. IBOC vs FN A and 1 pct IBOC intf.	2121	1537911	576937	210476	103167	59895	134776	248968	273654	230590	276385
IF 10 pct. IBOC vs FN A and 10 pct IBOC intf.	6025	3325903	1255478	452283	223293	128256	307476	523199	580666	486429	624301

ACCEPTABLE ANALOG Reception	Area: sq.mi.	Population	Households	Under 9	10 to 14	15 to 17	18 to 24	25 to 34	35 to 44	45 to 54	55 and over
Analog vs FN A and 1 pct IBOC intf.	2080	330402	128556	42899	21779	12658	35177	48448	53208	44766	71467
Analog vs FN A and IF 10 pct IBOC intf.	2281	363311	141824	48587	24023	13928	37992	55529	59630	49118	74504

DIGITAL EDGE of HYBRID Reception	Area: sq.mi.	Population	Households	Under 9	10 to 14	15 to 17	18 to 24	25 to 34	35 to 44	45 to 54	55 and over
1 pct. IBOC vs FN A and 1 pct IBOC intf.	5982	1909759	728517	263660	132865	74882	172237	285285	326525	268803	385502
10 pct. IBOC vs FN A and IF 10 pct IBOC intf.	6747	1625380	618895	220293	112621	64357	149030	237593	275715	228038	337732

DIGITAL EDGE of MULTICAST Reception	Area: sq.mi.	Population	Households	Under 9	10 to 14	15 to 17	18 to 24	25 to 34	35 to 44	45 to 54	55 and over
1 pct. IBOC vs FN A and 1 pct IBOC intf.	8952	3335594	1268657	455430	228403	129317	312759	503712	570843	472896	662235
10 pct. IBOC vs FN A and IF 10 pct IBOC intf.	11796	3172983	1209011	433917	220898	125313	289089	467074	539545	445095	652051

COMPREHENSIVE MARKET REPORT
FOR FM STATION: app. id:
"WJZW" 82736

CURRENT RECEPTION PREDICTIONS
FOR MOBILE AT SPEED:

ANALOG PRIME Reception	Area: sq.mi.	Population	Households	Under 9	10 to 14	15 to 17	18 to 24	25 to 34	35 to 44	45 to 54	55 and over
Analog vs FN A and 1 pct IBOC intf.	10488	4019228	1532785	545155	267520	153810	386426	636732	691022	575291	763273
Analog vs FN A and 10 pct IBOC intf.	7498	2894266	1105214	391901	191084	110338	278949	465166	499276	415608	541945

PRIME Reception; HYBRID SIMULCAST	Area: sq.mi.	Population	Households	Under 9	10 to 14	15 to 17	18 to 24	25 to 34	35 to 44	45 to 54	55 and over
1 pct. IBOC vs FN A and 1 pct IBOC intf.	8311	4140574	1567152	563988	279428	159791	381932	646096	720010	600973	788356
IF 10 pct. IBOC vs FN A and 10 pct IBOC intf.	15244	5893544	2234354	804815	402637	229721	540463	901508	1017790	846337	1150272

PRIME MULTICAST Reception	Area:sq.mi.	Population	Households	Under 9	10 to 14	15 to 17	18 to 24	25 to 34	35 to 44	45 to 54	55 and over
1 pct. IBOC vs FN A and 1 pct IBOC intf.	4248	2593437	979976	351912	173455	99936	238123	411011	454787	382248	481966
IF 10 pct. IBOC vs FN A and 10 pct IBOC intf.	9671	4513849	1709974	615170	305582	174515	415753	700743	783192	653356	865538

ACCEPTABLE ANALOG Reception	Area: sq.mi.	Population	Households	Under 9	10 to 14	15 to 17	18 to 24	25 to 34	35 to 44	45 to 54	55 and over
Analog vs FN A and 1 pct IBOC intf.	1437	187232	72370	23718	12486	7263	20825	25973	29190	25077	42701
Analog vs FN A and IF 10 pct IBOC intf.	1334	190266	74584	24623	12411	7240	20350	28268	30596	25735	41043

DIGITAL EDGE of HYBRID Reception	Area: sq.mi.	Population	Households	Under 9	10 to 14	15 to 17	18 to 24	25 to 34	35 to 44	45 to 54	55 and over
1 pct. IBOC vs FN A and 1 pct IBOC intf.	6933	1752970	667202	240827	123209	69930	158532	255412	297780	245364	361916
10 pct. IBOC vs FN A and IF 10 pct IBOC intf.	7112	1389901	528138	185132	95984	54893	132709	199540	231364	193795	296485

DIGITAL EDGE of MULTICAST Reception	Area: sq.mi.	Population	Households	Under 9	10 to 14	15 to 17	18 to 24	25 to 34	35 to 44	45 to 54	55 and over
1 pct. IBOC vs FN A and 1 pct IBOC intf.	10996	3300107	1254378	452904	229182	129785	302341	490497	563003	464089	668307
10 pct. IBOC vs FN A and IF 10 pct IBOC intf.	12685	2769596	1052518	374778	193039	110099	257419	400306	465962	386776	581218

COMPREHENSIVE MARKET REPORT
FOR FM STATION:
"WJZW"

app. id:
82736

CURRENT RECEPTION PREDICTIONS
FOR INDOOR RECEPTION

PRIME ANALOG Reception	Area: sq.mi.	Population	Households	Under 9	10 to 14	15 to 17	18 to 24	25 to 34	35 to 44	45 to 54	55 and over
Analog vs FN A and 1 pct IBOC intf.	5927	3116350	1185281	421396	206369	118745	295028	498610	540479	452676	583047
Analog vs FN A and 10 pct IBOC intf.	3334	2091847	793098	283440	137579	79664	196301	341129	365966	306063	381706

PRIME Reception; HYBRID SIMULCAST	Area: sq.mi.	Population	Households	Under 9	10 to 14	15 to 17	18 to 24	25 to 34	35 to 44	45 to 54	55 and over
1 pct. IBOC vs FN A and 1 pct IBOC intf.	1643	1269823	474046	174123	85228	49522	108729	205553	227239	192088	227340
IF 10 pct. IBOC vs FN A and 10 pct IBOC intf.	5091	2963747	1117077	402246	198705	114329	275298	467395	517971	434682	553118

PRIME MULTICAST Reception	Area:sq.mi.	Population	Households	Under 9	10 to 14	15 to 17	18 to 24	25 to 34	35 to 44	45 to 54	55 and over
1 pct. IBOC vs FN A and 1 pct IBOC intf.	321	391527	142948	50323	25468	15145	33540	59678	67987	61513	77873
IF 10 pct. IBOC vs FN A and 10 pct IBOC intf.	2121	1537911	576937	210476	103167	59895	134776	248968	273654	230590	276385

ACCEPTABLE ANALOG Reception	Area: sq.mi.	Population	Households	Under 9	10 to 14	15 to 17	18 to 24	25 to 34	35 to 44	45 to 54	55 and over
Analog vs FN A and 1 pct IBOC intf.	3850	781448	300457	107796	53121	30362	78483	120238	130829	106105	154514
Analog vs FN A and IF 10 pct IBOC intf.	3197	647580	251797	87919	43264	24721	66118	100652	107985	88672	128248

DIGITAL EDGE of HYBRID Reception	Area: sq.mi.	Population	Households	Under 9	10 to 14	15 to 17	18 to 24	25 to 34	35 to 44	45 to 54	55 and over
1 pct. IBOC vs FN A and 1 pct IBOC intf.	3447	1693924	643030	228123	113477	64808	166570	261843	290732	242594	325778
10 pct. IBOC vs FN A and IF 10 pct IBOC intf.	5982	1909759	728517	263660	132865	74882	172237	285285	326525	268803	385502

DIGITAL EDGE of MULTICAST Reception	Area: sq.mi.	Population	Households	Under 9	10 to 14	15 to 17	18 to 24	25 to 34	35 to 44	45 to 54	55 and over
1 pct. IBOC vs FN A and 1 pct IBOC intf.	4769	2572220	974129	351924	173237	99184	241758	407717	449984	373170	475245
10 pct. IBOC vs FN A and IF 10 pct IBOC intf.	8952	3335594	1268657	455430	228403	129317	312759	503712	570843	472896	662235

COMPREHENSIVE MARKET REPORT
FOR FM STATION:
"WJZW"

app. id:
82736

CURRENT RECEPTION PREDICTIONS
FOR PORTABLE RECEPTION:

PRIME Reception; ANALOG	Area: sq.mi.	Population	Households	Under 9	10 to 14	15 to 17	18 to 24	25 to 34	35 to 44	45 to 54	55 and over
Analog vs FN A and 1 pct IBOC intf.	4288	2630224	998163	354706	173615	100196	248184	422833	457763	384768	488159
Analog vs FN A and 10 pct IBOC intf.	2162	1615998	610621	219931	106590	61884	145389	266315	286225	239900	289763

PRIME Reception; HYBRID SIMULCAST	Area: sq.mi.	Population	Households	Under 9	10 to 14	15 to 17	18 to 24	25 to 34	35 to 44	45 to 54	55 and over
1 pct. IBOC vs FN A and 1 pct IBOC intf.	701	602164	222798	78279	39333	23281	51939	93628	105194	93905	116605
IF 10 pct. IBOC vs FN A and 10 pct IBOC intf.	3108	2038513	771296	276769	136107	78771	183195	328537	359937	303011	372186

PRIME MULTICAST Reception	Area:sq.mi.	Population	Households	Under 9	10 to 14	15 to 17	18 to 24	25 to 34	35 to 44	45 to 54	55 and over
1 pct. IBOC vs FN A and 1 pct IBOC intf.	127	230747	84997	29753	14403	8452	19374	37070	40285	35447	45963
IF 10 pct. IBOC vs FN A and 10 pct IBOC intf.	1077	834753	310286	111261	55315	32493	71390	132122	147751	128955	155467

ACCEPTABLE ANALOG Reception	Area: sq.mi.	Population	Households	Under 9	10 to 14	15 to 17	18 to 24	25 to 34	35 to 44	45 to 54	55 and over
Analog vs FN A and 1 pct IBOC intf.	4144	1009857	387140	140246	68850	39072	98496	156808	171079	138972	196335
Analog vs FN A and IF 10 pct IBOC intf.	2948	891451	344759	119494	58443	33471	93343	139801	149131	123345	174425

DIGITAL EDGE of HYBRID Reception	Area: sq.mi.	Population	Households	Under 9	10 to 14	15 to 17	18 to 24	25 to 34	35 to 44	45 to 54	55 and over
1 pct. IBOC vs FN A and 1 pct IBOC intf.	2406	1436349	548498	198489	96774	55490	131256	234910	254743	209106	255581
10 pct. IBOC vs FN A and IF 10 pct IBOC intf.	4542	1893119	715813	258318	128748	72822	179741	286149	324608	268908	373824

DIGITAL EDGE of MULTICAST Reception	Area: sq.mi.	Population	Households	Under 9	10 to 14	15 to 17	18 to 24	25 to 34	35 to 44	45 to 54	55 and over
1 pct. IBOC vs FN A and 1 pct IBOC intf.	2980	1807765	686299	247015	121705	70319	163821	291467	319652	267564	326223
10 pct. IBOC vs FN A and IF 10 pct IBOC intf.	6573	3096879	1176824	423825	209540	119100	291547	482564	536794	442965	590544

COMPREHENSIVE MARKET REPORT
FOR FM STATION:
"WJFK-FM"

app. id:
1284821

THEORETICAL 'WHAT IF' AND
'IF ALL STATION' SCENARIOS:

PRIME ANALOG Reception	Area: sq.mi.	Population	Households	Under 9	10 to 14	15 to 17	18 to 24	25 to 34	35 to 44	45 to 54	55 and over
Analog very rural noise limited only	24650	9076097	3478424	1223523	619220	352431	849675	1370654	1542157	1283461	1834975
Analog vs full noise (FN) limiting only	14955	6133301	2332260	832827	417620	238346	568988	936810	1055821	877678	1205211
Analog vs FN and Analog (A) interference.	7112	2465579	947959	326037	159931	92703	239944	395168	422350	355477	473968
Analog vs FN A and 1 pct IBOC interf.	3445	1900314	729740	252681	122428	70953	184538	313063	327974	275255	353422
Analog vs FN A and 10 pct IBOC interf.	1151	965365	367606	128979	61693	35910	90411	163048	168604	141870	174849

PRIME HYBRID Digital Reception	Area: sq.mi.	Population	Households	Under 9	10 to 14	15 to 17	18 to 24	25 to 34	35 to 44	45 to 54	55 and over
1 pct. IBOC vs FN A and 1 pct IBOC interf.	2669	1965572	746085	265369	128302	73878	187250	320894	342842	286719	360317
10 pct. IBOC vs FN A and 10 pct IBOC interf.	3777	2496151	952004	337592	163617	93799	238523	405411	433090	360024	464095

PRIME MULTICAST Digital Reception	Area: sq.mi.	Population	Households	Under 9	10 to 14	15 to 17	18 to 24	25 to 34	35 to 44	45 to 54	55 and over
1 pct. IBOC vs FN A and 1 pct IBOC interf.	1371	1163845	440234	155924	75260	43937	106391	194624	205239	173924	208546
10 pct. IBOC vs FN A and 10 pct IBOC interf.	2949	2136738	812980	288558	139513	80189	204133	348566	372116	310544	393119

ACCEPTABLE ANALOG Reception	Area: sq.mi.	Population	Households	Under 9	10 to 14	15 to 17	18 to 24	25 to 34	35 to 44	45 to 54	55 and over
Analog very rural noise limited only	15121	4311549	1656261	570936	308127	175642	403240	582382	695733	587491	987997
Analog vs full noise (FN) limiting only	11983	2849691	1103834	376821	196954	112144	264523	412087	474638	398390	614135
Analog vs FN and Analog (A) interference.	1590	132342	53913	16571	8242	4926	14149	19795	20610	17806	30244
Analog vs FN A and 1 pct IBOC intf.	139	14361	5598	1878	955	559	1797	1885	2148	1852	3286
Analog vs FN A and 10 pct IBOC intf.	70	8486	3337	1120	582	336	923	1155	1328	1127	1914

DIGITAL EDGE of HYBRID Reception	Area: sq.mi.	Population	Households	Under 9	10 to 14	15 to 17	18 to 24	25 to 34	35 to 44	45 to 54	55 and over
1 pct. IBOC vs FN A and 1 pct IBOC intf.	1107	530578	205919	72223	35315	19920	51273	84516	90249	73305	103777
10 pct. IBOC vs FN A and 10 pct IBOC intf.	480	105115	40166	14447	7295	4153	11312	15217	17137	13996	21558

DIGITAL EDGE of MULTICAST Reception	Area: sq.mi.	Population	Households	Under 9	10 to 14	15 to 17	18 to 24	25 to 34	35 to 44	45 to 54	55 and over
1 pct. IBOC vs FN A and 1 pct IBOC intf.	2406	1332305	511770	181668	88357	49861	132132	210786	227851	186100	255548
10 pct. IBOC vs FN A and 10 pct IBOC intf.	1308	464528	179190	63481	31399	17763	45702	72062	78111	63476	92534

COMPREHENSIVE MARKET REPORT
FOR FM STATION:
"WJFK-FM"

app. id:
1284821

CURRENT RECEPTION PREDICTIONS
EXTERIOR PARKED to LOW SPEED:

PRIME ANALOG RECEPTION	Area: sq.mi.	Population	Households	Under 9	10 to 14	15 to 17	18 to 24	25 to 34	35 to 44	45 to 54	55 and over
Analog vs FN A and 1 pct IBOC intf.	4708	2056365	788795	273695	133152	77093	199365	335386	354335	297517	385823
Analog vs FN A and 10 pct IBOC intf.	2345	1540459	586618	206596	99816	57962	145724	255178	269156	225311	280716

PRIME Reception; HYBRID SIMULCAST	Area: sq.mi.	Population	Households	Under 9	10 to 14	15 to 17	18 to 24	25 to 34	35 to 44	45 to 54	55 and over
1 pct. IBOC vs FN A and 1 pct IBOC intf.	2723	1984298	752841	268222	129775	74709	188755	323226	346185	289426	363999
IF 10 pct. IBOC vs FN A and 10 pct IBOC intf.	3903	2551555	972660	345532	167754	96132	243004	412907	442798	367990	475437

PRIME MULTICAST Reception	Area:sq.mi.	Population	Households	Under 9	10 to 14	15 to 17	18 to 24	25 to 34	35 to 44	45 to 54	55 and over
1 pct. IBOC vs FN A and 1 pct IBOC intf.	1383	1168827	442098	156636	75624	44148	106891	195249	206052	174623	209605
IF 10 pct. IBOC vs FN A and 10 pct IBOC intf.	3019	2163679	822800	292582	141582	81356	206338	352085	376905	314423	398407

ACCEPTABLE ANALOG Reception	Area: sq.mi.	Population	Households	Under 9	10 to 14	15 to 17	18 to 24	25 to 34	35 to 44	45 to 54	55 and over
Analog vs FN A and 1 pct IBOC intf.	572	32892	12909	4139	2148	1273	3993	4265	4901	4314	7860
Analog vs FN A and IF 10 pct IBOC intf.	442	39726	15553	5191	2695	1583	4312	5290	6180	5341	9135

DIGITAL EDGE of HYBRID Reception	Area: sq.mi.	Population	Households	Under 9	10 to 14	15 to 17	18 to 24	25 to 34	35 to 44	45 to 54	55 and over
1 pct. IBOC vs FN A and 1 pct IBOC intf.	1179	567257	219820	77310	37979	21423	54248	89681	96613	78564	111438
10 pct. IBOC vs FN A and IF 10 pct IBOC intf.	535	126160	48049	17247	8754	4977	13438	18225	20659	16853	26006

DIGITAL EDGE of MULTICAST Reception	Area: sq.mi.	Population	Households	Under 9	10 to 14	15 to 17	18 to 24	25 to 34	35 to 44	45 to 54	55 and over
1 pct. IBOC vs FN A and 1 pct IBOC intf.	2520	1382728	530562	188897	92130	51984	136113	217658	236746	193367	265832
10 pct. IBOC vs FN A and IF 10 pct IBOC intf.	1420	514035	197909	70197	34926	19753	50104	79047	86552	70420	103035

COMPREHENSIVE MARKET REPORT
FOR FM STATION:
"WJFK-FM"

app. id:
1284821

CURRENT RECEPTION PREDICTIONS
FOR MOBILE AT SPEED:

ANALOG PRIME Reception	Area: sq.mi.	Population	Households	Under 9	10 to 14	15 to 17	18 to 24	25 to 34	35 to 44	45 to 54	55 and over
Analog vs FN A and 1 pct IBOC intf.	5111	2079370	797803	276621	134661	77985	202169	338405	357783	300520	391225
Analog vs FN A and 10 pct IBOC intf.	2591	1569312	597864	210358	101785	59117	148788	259009	273677	229228	287349

PRIME Reception; HYBRID SIMULCAST	Area: sq.mi.	Population	Households	Under 9	10 to 14	15 to 17	18 to 24	25 to 34	35 to 44	45 to 54	55 and over
1 pct. IBOC vs FN A and 1 pct IBOC intf.	3518	2431576	927012	328987	159467	91416	231716	394972	422601	351568	450848
IF 10 pct. IBOC vs FN A and 10 pct IBOC intf.	4306	2652407	1011142	359348	174758	100113	253530	427532	459337	381484	496304

PRIME MULTICAST Reception	Area:sq.mi.	Population	Households	Under 9	10 to 14	15 to 17	18 to 24	25 to 34	35 to 44	45 to 54	55 and over
1 pct. IBOC vs FN A and 1 pct IBOC intf.	2404	1811981	686951	244109	118126	68210	172385	296297	316416	265218	331221
IF 10 pct. IBOC vs FN A and 10 pct IBOC intf.	3720	2498858	952463	338218	164101	94048	238025	405023	433990	360871	464582

ACCEPTABLE ANALOG Reception	Area: sq.mi.	Population	Households	Under 9	10 to 14	15 to 17	18 to 24	25 to 34	35 to 44	45 to 54	55 and over
Analog vs FN A and 1 pct IBOC intf.	245	15418	6086	1929	1010	597	1792	1974	2272	2031	3812
Analog vs FN A and IF 10 pct IBOC intf.	274	14792	5869	1934	990	581	1657	1973	2256	1952	3447

DIGITAL EDGE of HYBRID Reception	Area: sq.mi.	Population	Households	Under 9	10 to 14	15 to 17	18 to 24	25 to 34	35 to 44	45 to 54	55 and over
1 pct. IBOC vs FN A and 1 pct IBOC intf.	788	220831	84130	30361	15291	8697	21814	32560	36736	29916	45455
10 pct. IBOC vs FN A and IF 10 pct IBOC intf.	216	38952	14779	5273	2677	1509	4527	5581	6313	5112	7962

DIGITAL EDGE of MULTICAST Reception	Area: sq.mi.	Population	Households	Under 9	10 to 14	15 to 17	18 to 24	25 to 34	35 to 44	45 to 54	55 and over
1 pct. IBOC vs FN A and 1 pct IBOC intf.	1902	840426	324191	115239	56632	31903	81145	131235	142921	116266	165083
10 pct. IBOC vs FN A and IF 10 pct IBOC intf.	803	192501	73458	26403	13334	7573	20032	28090	31660	25724	39684

COMPREHENSIVE MARKET REPORT
FOR FM STATION:
"WJFK-FM"

app. id:
1284821

CURRENT RECEPTION PREDICTIONS
FOR INDOOR RECEPTION

PRIME ANALOG Reception	Area: sq.mi.	Population	Households	Under 9	10 to 14	15 to 17	18 to 24	25 to 34	35 to 44	45 to 54	55 and over
Analog vs FN A and 1 pct IBOC intf.	3452	1945884	745727	259312	125685	72733	187842	320050	336828	282403	361032
Analog vs FN A and 10 pct IBOC intf.	1815	1406797	532644	189308	91281	53107	132005	233116	246620	206691	254669

PRIME Reception; HYBRID SIMULCAST	Area: sq.mi.	Population	Households	Under 9	10 to 14	15 to 17	18 to 24	25 to 34	35 to 44	45 to 54	55 and over
1 pct. IBOC vs FN A and 1 pct IBOC intf.	1101	1005302	378626	133839	65053	38171	90253	167580	177317	151600	181489
IF 10 pct. IBOC vs FN A and 10 pct IBOC intf.	2723	1984298	752841	268222	129775	74709	188755	323226	346185	289426	363999

PRIME MULTICAST Reception	Area:sq.mi.	Population	Households	Under 9	10 to 14	15 to 17	18 to 24	25 to 34	35 to 44	45 to 54	55 and over
1 pct. IBOC vs FN A and 1 pct IBOC intf.	313	431726	159263	55198	27265	16276	38304	68454	74758	66678	84794
IF 10 pct. IBOC vs FN A and 10 pct IBOC intf.	1383	1168827	442098	156636	75624	44148	106891	195249	206052	174623	209605

ACCEPTABLE ANALOG Reception	Area: sq.mi.	Population	Households	Under 9	10 to 14	15 to 17	18 to 24	25 to 34	35 to 44	45 to 54	55 and over
Analog vs FN A and 1 pct IBOC intf.	1414	121460	47370	15806	8185	4778	12955	16777	19125	16523	27312
Analog vs FN A and IF 10 pct IBOC intf.	620	144098	57967	18646	9248	5273	14821	23467	24194	20052	28397

DIGITAL EDGE of HYBRID Reception	Area: sq.mi.	Population	Households	Under 9	10 to 14	15 to 17	18 to 24	25 to 34	35 to 44	45 to 54	55 and over
1 pct. IBOC vs FN A and 1 pct IBOC intf.	1622	978996	374215	134383	64722	36538	98502	155646	168868	137825	182510
10 pct. IBOC vs FN A and IF 10 pct IBOC intf.	1179	567257	219820	77310	37979	21423	54248	89681	96613	78564	111438

DIGITAL EDGE of MULTICAST Reception	Area: sq.mi.	Population	Households	Under 9	10 to 14	15 to 17	18 to 24	25 to 34	35 to 44	45 to 54	55 and over
1 pct. IBOC vs FN A and 1 pct IBOC intf.	2410	1552572	593578	213024	102510	58434	150451	254772	271428	222748	279205
10 pct. IBOC vs FN A and IF 10 pct IBOC intf.	2520	1382728	530562	188897	92130	51984	136113	217658	236746	193367	265832

COMPREHENSIVE MARKET REPORT
FOR FM STATION:
"WJFK-FM"

app. id:
1284821

CURRENT RECEPTION PREDICTIONS
FOR PORTABLE RECEPTION:

PRIME Reception; ANALOG	Area: sq.mi.	Population	Households	Under 9	10 to 14	15 to 17	18 to 24	25 to 34	35 to 44	45 to 54	55 and over
Analog vs FN A and 1 pct IBOC intf.	2776	1800530	687502	240382	116324	67393	172690	296455	312632	262448	332205
Analog vs FN A and 10 pct IBOC intf.	1378	1193974	452868	159969	76977	44992	109120	200578	210876	177441	214021

PRIME Reception; HYBRID SIMULCAST	Area: sq.mi.	Population	Households	Under 9	10 to 14	15 to 17	18 to 24	25 to 34	35 to 44	45 to 54	55 and over
1 pct. IBOC vs FN A and 1 pct IBOC intf.	525	607440	227142	78969	38676	22961	53210	98897	106294	93496	114937
IF 10 pct. IBOC vs FN A and 10 pct IBOC intf.	1879	1468655	559480	196475	94953	55139	137240	243683	257663	217279	266224

PRIME MULTICAST Reception	Area:sq.mi.	Population	Households	Under 9	10 to 14	15 to 17	18 to 24	25 to 34	35 to 44	45 to 54	55 and over
1 pct. IBOC vs FN A and 1 pct IBOC intf.	150	279161	103050	35644	17324	10257	24181	44935	48485	42698	55636
IF 10 pct. IBOC vs FN A and 10 pct IBOC intf.	725	752938	282715	99145	48402	28614	65571	123645	132677	115600	139284

ACCEPTABLE ANALOG Reception	Area: sq.mi.	Population	Households	Under 9	10 to 14	15 to 17	18 to 24	25 to 34	35 to 44	45 to 54	55 and over
Analog vs FN A and 1 pct IBOC intf.	1608	227468	90024	29741	14959	8593	23488	35199	37403	31246	46838
Analog vs FN A and IF 10 pct IBOC intf.	830	329953	127360	44388	21721	12327	35073	52097	55499	45540	63308

DIGITAL EDGE of HYBRID Reception	Area: sq.mi.	Population	Households	Under 9	10 to 14	15 to 17	18 to 24	25 to 34	35 to 44	45 to 54	55 and over
1 pct. IBOC vs FN A and 1 pct IBOC intf.	1354	861215	332338	117505	56278	32178	84029	144786	151368	123783	151287
10 pct. IBOC vs FN A and IF 10 pct IBOC intf.	1530	914056	349024	125752	61180	34376	89714	143816	156715	127531	174971

DIGITAL EDGE of MULTICAST Reception	Area: sq.mi.	Population	Households	Under 9	10 to 14	15 to 17	18 to 24	25 to 34	35 to 44	45 to 54	55 and over
1 pct. IBOC vs FN A and 1 pct IBOC intf.	1729	1189494	456430	160830	77629	44882	113059	198747	209177	174581	210588
10 pct. IBOC vs FN A and IF 10 pct IBOC intf.	2684	1629772	625789	223081	107732	60901	161383	263854	281701	229209	301911

COMPREHENSIVE MARKET REPORT
FOR FM STATION:
"WWEG"

app. id:
1186054

THEORETICAL 'WHAT IF' AND
'IF ALL STATION' SCENARIOS:

PRIME ANALOG Reception	Area: sq.mi.	Population	Households	Under 9	10 to 14	15 to 17	18 to 24	25 to 34	35 to 44	45 to 54	55 and over
Analog very rural noise limited only	27239	8543710	3257231	1146289	595482	339861	776949	1211296	1424372	1199576	1849885
Analog vs full noise (FN) limiting only	18076	4641051	1752888	626774	325857	186044	427419	566979	785671	658638	963669
Analog vs FN and Analog (A) interference.	7521	1637503	613987	223724	113950	64659	158971	240090	278167	228946	328996
Analog vs FN A and 1 pct IBOC interf.	5051	689297	259728	92353	48538	27685	68963	96929	114020	94459	146349
Analog vs FN A and 10 pct IBOC interf.	1965	224141	85136	29873	15946	9132	22223	31169	37075	30488	48236

PRIME HYBRID Digital Reception	Area: sq.mi.	Population	Households	Under 9	10 to 14	15 to 17	18 to 24	25 to 34	35 to 44	45 to 54	55 and over
1 pct. IBOC vs FN A and 1 pct IBOC interf.	5949	1291618	472240	180914	94541	53710	105249	178510	227888	191157	259650
10 pct. IBOC vs FN A and 10 pct IBOC interf.	12690	3681015	1390763	500450	257018	146114	342300	538943	627227	520038	748926

PRIME MULTICAST Digital Reception	Area: sq.mi.	Population	Households	Under 9	10 to 14	15 to 17	18 to 24	25 to 34	35 to 44	45 to 54	55 and over
1 pct. IBOC vs FN A and 1 pct IBOC interf.	2121	328906	121037	45645	24619	14026	26659	44897	58641	47855	66564
10 pct. IBOC vs FN A and 10 pct IBOC interf.	7312	1862576	687476	255746	131305	75094	163162	271206	325659	272306	368099

ACCEPTABLE ANALOG Reception	Area: sq.mi.	Population	Households	Under 9	10 to 14	15 to 17	18 to 24	25 to 34	35 to 44	45 to 54	55 and over
Analog very rural noise limited only	14486	6369454	2474232	849082	446055	252739	583428	912836	1042828	873248	1409238
Analog vs full noise (FN) limiting only	10599	3430104	1315128	455000	239427	137307	299227	467131	567171	482869	781972
Analog vs FN and Analog (A) interference.	467	43156	16744	5568	2943	1710	4775	6064	6665	5618	9813
Analog vs FN A and 1 pct IBOC intf.	288	23488	9083	2976	1589	918	2743	3360	3618	2988	5298
Analog vs FN A and 10 pct IBOC intf.	209	18785	7269	2352	1252	717	2380	2775	2832	2317	4161

DIGITAL EDGE of HYBRID Reception	Area: sq.mi.	Population	Households	Under 9	10 to 14	15 to 17	18 to 24	25 to 34	35 to 44	45 to 54	55 and over
1 pct. IBOC vs FN A and 1 pct IBOC intf.	6741	2389396	918522	319537	162477	92404	237050	360433	399340	328882	489275
10 pct. IBOC vs FN A and 10 pct IBOC intf.	4903	854800	324810	115263	61093	34917	80699	116093	139146	117257	190331

DIGITAL EDGE of MULTICAST Reception	Area: sq.mi.	Population	Households	Under 9	10 to 14	15 to 17	18 to 24	25 to 34	35 to 44	45 to 54	55 and over
1 pct. IBOC vs FN A and 1 pct IBOC intf.	10569	3352109	1269726	454805	232399	132088	315640	494046	568587	472183	682362
10 pct. IBOC vs FN A and 10 pct IBOC intf.	10281	2673239	1028097	359968	186805	105938	259837	383830	440714	364989	571157

COMPREHENSIVE MARKET REPORT
FOR FM STATION:
"WWEG"

app. id:
1186054

CURRENT RECEPTION PREDICTIONS
EXTERIOR PARKED to LOW SPEED:

PRIME ANALOG RECEPTION	Area: sq.mi.	Population	Households	Under 9	10 to 14	15 to 17	18 to 24	25 to 34	35 to 44	45 to 54	55 and over
Analog vs FN A and 1 pct IBOC intf.	5731	790261	297947	105639	55910	31866	78250	110506	130548	108160	169382
Analog vs FN A and 10 pct IBOC intf.	3441	439341	166138	58238	31259	17832	43996	60772	72117	59463	95663

PRIME Reception; HYBRID SIMULCAST	Area: sq.mi.	Population	Households	Under 9	10 to 14	15 to 17	18 to 24	25 to 34	35 to 44	45 to 54	55 and over
1 pct. IBOC vs FN A and 1 pct IBOC intf.	0	0	0	0	0	0	0	0	0	0	0
IF 10 pct. IBOC vs FN A and 10 pct IBOC intf.	0	0	0	0	0	0	0	0	0	0	0

PRIME MULTICAST Reception	Area:sq.mi.	Population	Households	Under 9	10 to 14	15 to 17	18 to 24	25 to 34	35 to 44	45 to 54	55 and over
1 pct. IBOC vs FN A and 1 pct IBOC intf.	0	0	0	0	0	0	0	0	0	0	0
IF 10 pct. IBOC vs FN A and 10 pct IBOC intf.	0	0	0	0	0	0	0	0	0	0	0

ACCEPTABLE ANALOG Reception	Area: sq.mi.	Population	Households	Under 9	10 to 14	15 to 17	18 to 24	25 to 34	35 to 44	45 to 54	55 and over
Analog vs FN A and 1 pct IBOC intf.	337	28913	11209	3689	1970	1138	3301	4103	4463	3708	6540
Analog vs FN A and IF 10 pct IBOC intf.	527	53522	20791	6811	3721	2114	5935	7362	8047	6804	12728

DIGITAL EDGE of HYBRID Reception	Area: sq.mi.	Population	Households	Under 9	10 to 14	15 to 17	18 to 24	25 to 34	35 to 44	45 to 54	55 and over
1 pct. IBOC vs FN A and 1 pct IBOC intf.	0	0	0	0	0	0	0	0	0	0	0
10 pct. IBOC vs FN A and IF 10 pct IBOC intf.	0	0	0	0	0	0	0	0	0	0	0

DIGITAL EDGE of MULTICAST Reception	Area: sq.mi.	Population	Households	Under 9	10 to 14	15 to 17	18 to 24	25 to 34	35 to 44	45 to 54	55 and over
1 pct. IBOC vs FN A and 1 pct IBOC intf.	0	0	0	0	0	0	0	0	0	0	0
10 pct. IBOC vs FN A and IF 10 pct IBOC intf.	0	0	0	0	0	0	0	0	0	0	0

COMPREHENSIVE MARKET REPORT
FOR FM STATION:
"WWEG"

app. id:
1186054

CURRENT RECEPTION PREDICTIONS
FOR MOBILE AT SPEED:

ANALOG PRIME Reception	Area: sq.mi.	Population	Households	Under 9	10 to 14	15 to 17	18 to 24	25 to 34	35 to 44	45 to 54	55 and over
Analog vs FN A and 1 pct IBOC intf.	5935	808421	305002	107977	57160	32585	80242	113081	133356	110493	173527
Analog vs FN A and 10 pct IBOC intf.	3806	479938	181927	63399	34083	19431	48496	66308	78164	64628	105429

PRIME Reception; HYBRID SIMULCAST	Area: sq.mi.	Population	Households	Under 9	10 to 14	15 to 17	18 to 24	25 to 34	35 to 44	45 to 54	55 and over
1 pct. IBOC vs FN A and 1 pct IBOC intf.	0	0	0	0	0	0	0	0	0	0	0
IF 10 pct. IBOC vs FN A and 10 pct IBOC intf.	0	0	0	0	0	0	0	0	0	0	0

PRIME MULTICAST Reception	Area:sq.mi.	Population	Households	Under 9	10 to 14	15 to 17	18 to 24	25 to 34	35 to 44	45 to 54	55 and over
1 pct. IBOC vs FN A and 1 pct IBOC intf.	0	0	0	0	0	0	0	0	0	0	0
IF 10 pct. IBOC vs FN A and 10 pct IBOC intf.	0	0	0	0	0	0	0	0	0	0	0

ACCEPTABLE ANALOG Reception	Area: sq.mi.	Population	Households	Under 9	10 to 14	15 to 17	18 to 24	25 to 34	35 to 44	45 to 54	55 and over
Analog vs FN A and 1 pct IBOC intf.	222	16328	6302	2038	1090	635	1964	2357	2531	2082	3631
Analog vs FN A and IF 10 pct IBOC intf.	264	19926	7675	2518	1370	787	2299	2815	3082	2526	4530

DIGITAL EDGE of HYBRID Reception	Area: sq.mi.	Population	Households	Under 9	10 to 14	15 to 17	18 to 24	25 to 34	35 to 44	45 to 54	55 and over
1 pct. IBOC vs FN A and 1 pct IBOC intf.	0	0	0	0	0	0	0	0	0	0	0
10 pct. IBOC vs FN A and IF 10 pct IBOC intf.	0	0	0	0	0	0	0	0	0	0	0

DIGITAL EDGE of MULTICAST Reception	Area: sq.mi.	Population	Households	Under 9	10 to 14	15 to 17	18 to 24	25 to 34	35 to 44	45 to 54	55 and over
1 pct. IBOC vs FN A and 1 pct IBOC intf.	0	0	0	0	0	0	0	0	0	0	0
10 pct. IBOC vs FN A and IF 10 pct IBOC intf.	0	0	0	0	0	0	0	0	0	0	0

COMPREHENSIVE MARKET REPORT
FOR FM STATION:
"WWEG"

app. id:
1186054

CURRENT RECEPTION PREDICTIONS
FOR INDOOR RECEPTION

PRIME ANALOG Reception	Area: sq.mi.	Population	Households	Under 9	10 to 14	15 to 17	18 to 24	25 to 34	35 to 44	45 to 54	55 and over
Analog vs FN A and 1 pct IBOC intf.	4728	651095	243723	87833	46323	26474	62100	91170	109428	90435	137332
Analog vs FN A and 10 pct IBOC intf.	2081	255208	95220	34658	18818	10773	22451	34604	43585	35809	54509

PRIME Reception; HYBRID SIMULCAST	Area: sq.mi.	Population	Households	Under 9	10 to 14	15 to 17	18 to 24	25 to 34	35 to 44	45 to 54	55 and over
1 pct. IBOC vs FN A and 1 pct IBOC intf.	0	0	0	0	0	0	0	0	0	0	0
IF 10 pct. IBOC vs FN A and 10 pct IBOC intf.	0	0	0	0	0	0	0	0	0	0	0

PRIME MULTICAST Reception	Area:sq.mi.	Population	Households	Under 9	10 to 14	15 to 17	18 to 24	25 to 34	35 to 44	45 to 54	55 and over
1 pct. IBOC vs FN A and 1 pct IBOC intf.	0	0	0	0	0	0	0	0	0	0	0
IF 10 pct. IBOC vs FN A and 10 pct IBOC intf.	0	0	0	0	0	0	0	0	0	0	0

ACCEPTABLE ANALOG Reception	Area: sq.mi.	Population	Households	Under 9	10 to 14	15 to 17	18 to 24	25 to 34	35 to 44	45 to 54	55 and over
Analog vs FN A and 1 pct IBOC intf.	1081	146084	56925	18698	10053	5663	16904	20319	22173	18615	33659
Analog vs FN A and IF 10 pct IBOC intf.	1522	208662	80491	26693	14148	8023	24127	29468	32156	26778	47268

DIGITAL EDGE of HYBRID Reception	Area: sq.mi.	Population	Households	Under 9	10 to 14	15 to 17	18 to 24	25 to 34	35 to 44	45 to 54	55 and over
1 pct. IBOC vs FN A and 1 pct IBOC intf.	0	0	0	0	0	0	0	0	0	0	0
10 pct. IBOC vs FN A and IF 10 pct IBOC intf.	0	0	0	0	0	0	0	0	0	0	0

DIGITAL EDGE of MULTICAST Reception	Area: sq.mi.	Population	Households	Under 9	10 to 14	15 to 17	18 to 24	25 to 34	35 to 44	45 to 54	55 and over
1 pct. IBOC vs FN A and 1 pct IBOC intf.	0	0	0	0	0	0	0	0	0	0	0
10 pct. IBOC vs FN A and IF 10 pct IBOC intf.	0	0	0	0	0	0	0	0	0	0	0

COMPREHENSIVE MARKET REPORT
FOR FM STATION:
"WWEG"

app. id:
1186054

CURRENT RECEPTION PREDICTIONS
FOR PORTABLE RECEPTION:

PRIME Reception; ANALOG	Area: sq.mi.	Population	Households	Under 9	10 to 14	15 to 17	18 to 24	25 to 34	35 to 44	45 to 54	55 and over
Analog vs FN A and 1 pct IBOC intf.	3495	491313	182489	67046	35706	20408	44078	67633	83979	69464	102999
Analog vs FN A and 10 pct IBOC intf.	1348	170955	63528	23294	12608	7302	14468	23675	29865	24176	35568

PRIME Reception; HYBRID SIMULCAST	Area: sq.mi.	Population	Households	Under 9	10 to 14	15 to 17	18 to 24	25 to 34	35 to 44	45 to 54	55 and over
1 pct. IBOC vs FN A and 1 pct IBOC intf.	0	0	0	0	0	0	0	0	0	0	0
IF 10 pct. IBOC vs FN A and 10 pct IBOC intf.	0	0	0	0	0	0	0	0	0	0	0

PRIME MULTICAST Reception	Area:sq.mi.	Population	Households	Under 9	10 to 14	15 to 17	18 to 24	25 to 34	35 to 44	45 to 54	55 and over
1 pct. IBOC vs FN A and 1 pct IBOC intf.	0	0	0	0	0	0	0	0	0	0	0
IF 10 pct. IBOC vs FN A and 10 pct IBOC intf.	0	0	0	0	0	0	0	0	0	0	0

ACCEPTABLE ANALOG Reception	Area: sq.mi.	Population	Households	Under 9	10 to 14	15 to 17	18 to 24	25 to 34	35 to 44	45 to 54	55 and over
Analog vs FN A and 1 pct IBOC intf.	2070	286412	110630	36976	19332	10961	32711	41107	44652	37092	63582
Analog vs FN A and IF 10 pct IBOC intf.	1761	215197	81823	28115	14959	8466	23313	29672	34250	28616	47806

DIGITAL EDGE of HYBRID Reception	Area: sq.mi.	Population	Households	Under 9	10 to 14	15 to 17	18 to 24	25 to 34	35 to 44	45 to 54	55 and over
1 pct. IBOC vs FN A and 1 pct IBOC intf.	0	0	0	0	0	0	0	0	0	0	0
10 pct. IBOC vs FN A and IF 10 pct IBOC intf.	0	0	0	0	0	0	0	0	0	0	0

DIGITAL EDGE of MULTICAST Reception	Area: sq.mi.	Population	Households	Under 9	10 to 14	15 to 17	18 to 24	25 to 34	35 to 44	45 to 54	55 and over
1 pct. IBOC vs FN A and 1 pct IBOC intf.	0	0	0	0	0	0	0	0	0	0	0
10 pct. IBOC vs FN A and IF 10 pct IBOC intf.	0	0	0	0	0	0	0	0	0	0	0

COMPREHENSIVE MARKET REPORT
FOR FM STATION:
"WRQX"

app. id:
989036

THEORETICAL 'WHAT IF' AND
'IF ALL STATION' SCENARIOS:

PRIME ANALOG Reception	Area: sq.mi.	Population	Households	Under 9	10 to 14	15 to 17	18 to 24	25 to 34	35 to 44	45 to 54	55 and over
Analog very rural noise limited only	28896	11353537	4337383	1531931	786372	447387	1053364	1673605	1919645	1597159	2344075
Analog vs full noise (FN) limiting only	18003	7813736	2962366	1062882	541305	307251	719602	1162569	1339828	1114002	1566299
Analog vs FN and Analog (A) interference.	9519	6617431	2508445	905879	454846	257418	608629	1007113	1142993	946467	1294086
Analog vs FN A and 1 pct IBOC interf.	8268	6222821	2359725	852122	425437	240858	576949	955513	1074831	888868	1208243
Analog vs FN A and 10 pct IBOC interf.	5507	5095396	1937077	694549	343492	194690	480231	794872	879089	728005	980467

PRIME HYBRID Digital Reception	Area: sq.mi.	Population	Households	Under 9	10 to 14	15 to 17	18 to 24	25 to 34	35 to 44	45 to 54	55 and over
1 pct. IBOC vs FN A and 1 pct IBOC interf.	6254	4852167	1850706	655716	326231	185257	455937	751897	834338	694206	948586
10 pct. IBOC vs FN A and 10 pct IBOC interf.	10995	6195263	2349069	844183	424693	240875	573050	939647	1066582	886923	1219309

PRIME MULTICAST Digital Reception	Area: sq.mi.	Population	Households	Under 9	10 to 14	15 to 17	18 to 24	25 to 34	35 to 44	45 to 54	55 and over
1 pct. IBOC vs FN A and 1 pct IBOC interf.	3103	3074995	1179863	409923	199264	113318	298856	493272	528940	439901	591521
10 pct. IBOC vs FN A and 10 pct IBOC interf.	7093	5110987	1947261	691802	345114	195950	478551	788406	878945	731252	1000968

ACCEPTABLE ANALOG Reception	Area: sq.mi.	Population	Households	Under 9	10 to 14	15 to 17	18 to 24	25 to 34	35 to 44	45 to 54	55 and over
Analog very rural noise limited only	15625	5904616	2265928	788533	426259	241497	544445	797182	946091	796193	1364415
Analog vs full noise (FN) limiting only	13273	3190856	1233032	421671	222169	127952	291305	453217	530312	443993	700237
Analog vs FN and Analog (A) interference.	1884	751833	283314	107139	54704	30887	63943	109143	130393	105471	150154
Analog vs FN A and 1 pct IBOC intf.	1008	398640	148123	58203	29365	16636	33009	58378	70074	56718	76257
Analog vs FN A and 10 pct IBOC intf.	1044	501559	185160	73619	36777	20756	41870	74931	89314	71651	92641

DIGITAL EDGE of HYBRID Reception	Area: sq.mi.	Population	Households	Under 9	10 to 14	15 to 17	18 to 24	25 to 34	35 to 44	45 to 54	55 and over
1 pct. IBOC vs FN A and 1 pct IBOC intf.	4741	1343095	498362	188467	98462	55618	117113	187751	232244	192717	270724
10 pct. IBOC vs FN A and 10 pct IBOC intf.	3938	1225573	461485	170904	88384	49995	109451	175205	209215	172761	249658

DIGITAL EDGE of MULTICAST Reception	Area: sq.mi.	Population	Households	Under 9	10 to 14	15 to 17	18 to 24	25 to 34	35 to 44	45 to 54	55 and over
1 pct. IBOC vs FN A and 1 pct IBOC intf.	7891	3120267	1169206	434260	225429	127557	274194	446376	537641	447022	627788
10 pct. IBOC vs FN A and 10 pct IBOC intf.	7840	2309849	863293	323286	167963	94920	203951	326447	396851	328432	467999

COMPREHENSIVE MARKET REPORT
FOR FM STATION:
"WRQX"

app. id:
989036

CURRENT RECEPTION PREDICTIONS
EXTERIOR PARKED to LOW SPEED:

PRIME ANALOG RECEPTION	Area: sq.mi.	Population	Households	Under 9	10 to 14	15 to 17	18 to 24	25 to 34	35 to 44	45 to 54	55 and over
Analog vs FN A and 1 pct IBOC intf.	9039	6428789	2437832	879982	440429	249344	594085	983143	1110309	918483	1253015
Analog vs FN A and 10 pct IBOC intf.	7124	5527232	2100427	753391	374759	212288	518324	854027	952764	788815	1072864

PRIME Reception; HYBRID SIMULCAST	Area: sq.mi.	Population	Households	Under 9	10 to 14	15 to 17	18 to 24	25 to 34	35 to 44	45 to 54	55 and over
1 pct. IBOC vs FN A and 1 pct IBOC intf.	6327	4855458	1851977	656119	326470	185399	456150	752287	834883	694733	949417
IF 10 pct. IBOC vs FN A and 10 pct IBOC intf.	11786	6254978	2371485	851760	429080	243496	578138	946521	1076645	895983	1233355

PRIME MULTICAST Reception	Area:sq.mi.	Population	Households	Under 9	10 to 14	15 to 17	18 to 24	25 to 34	35 to 44	45 to 54	55 and over
1 pct. IBOC vs FN A and 1 pct IBOC intf.	3104	3075016	1179871	409926	199266	113319	298858	493274	528943	439904	591527
IF 10 pct. IBOC vs FN A and 10 pct IBOC intf.	7248	5118317	1950120	692696	345640	196262	479019	789261	880163	732436	1002840

ACCEPTABLE ANALOG Reception	Area: sq.mi.	Population	Households	Under 9	10 to 14	15 to 17	18 to 24	25 to 34	35 to 44	45 to 54	55 and over
Analog vs FN A and 1 pct IBOC intf.	1693	568965	213608	81673	41448	23470	48623	82975	98812	79754	112209
Analog vs FN A and IF 10 pct IBOC intf.	2126	824714	309220	117930	59771	33667	71581	121058	143958	115706	161044

DIGITAL EDGE of HYBRID Reception	Area: sq.mi.	Population	Households	Under 9	10 to 14	15 to 17	18 to 24	25 to 34	35 to 44	45 to 54	55 and over
1 pct. IBOC vs FN A and 1 pct IBOC intf.	5459	1399520	519509	195641	102610	58097	121988	194235	241762	201250	283938
10 pct. IBOC vs FN A and IF 10 pct IBOC intf.	5537	1680994	649484	225310	115648	66456	152958	251500	285555	235632	347935

DIGITAL EDGE of MULTICAST Reception	Area: sq.mi.	Population	Households	Under 9	10 to 14	15 to 17	18 to 24	25 to 34	35 to 44	45 to 54	55 and over
1 pct. IBOC vs FN A and 1 pct IBOC intf.	8682	3179962	1191614	441834	229815	130177	279280	453247	547702	456079	641828
10 pct. IBOC vs FN A and IF 10 pct IBOC intf.	10076	2817654	1070849	384374	199088	113690	252077	408761	482037	399179	578449

COMPREHENSIVE MARKET REPORT
FOR FM STATION:
"WRQX"

app. id:
989036

CURRENT RECEPTION PREDICTIONS
FOR MOBILE AT SPEED:

ANALOG PRIME Reception	Area: sq.mi.	Population	Households	Under 9	10 to 14	15 to 17	18 to 24	25 to 34	35 to 44	45 to 54	55 and over
Analog vs FN A and 1 pct IBOC intf.	10055	6825974	2585797	937592	469591	265795	627494	1041378	1179951	974609	1329564
Analog vs FN A and 10 pct IBOC intf.	8391	6061321	2300462	829390	413362	234023	564733	932526	1046275	864203	1176810

PRIME Reception; HYBRID SIMULCAST	Area: sq.mi.	Population	Households	Under 9	10 to 14	15 to 17	18 to 24	25 to 34	35 to 44	45 to 54	55 and over
1 pct. IBOC vs FN A and 1 pct IBOC intf.	9471	5652710	2149152	766781	384472	218322	525583	863617	972136	809292	1112507
IF 10 pct. IBOC vs FN A and 10 pct IBOC intf.	15095	7271470	2759091	989885	500678	284417	670055	1094442	1250066	1039532	1442395

PRIME MULTICAST Reception	Area:sq.mi.	Population	Households	Under 9	10 to 14	15 to 17	18 to 24	25 to 34	35 to 44	45 to 54	55 and over
1 pct. IBOC vs FN A and 1 pct IBOC intf.	5466	4544699	1735751	612223	303638	172549	429085	707811	781321	650163	887910
IF 10 pct. IBOC vs FN A and 10 pct IBOC intf.	10631	5944515	2256419	807842	406007	230512	551819	903874	1022668	851324	1170469

ACCEPTABLE ANALOG Reception	Area: sq.mi.	Population	Households	Under 9	10 to 14	15 to 17	18 to 24	25 to 34	35 to 44	45 to 54	55 and over
Analog vs FN A and 1 pct IBOC intf.	1187	265562	101952	35644	18515	10718	25917	37279	43727	36420	57343
Analog vs FN A and IF 10 pct IBOC intf.	1422	395127	149616	55861	28388	16127	34661	57332	67849	54658	80250

DIGITAL EDGE of HYBRID Reception	Area: sq.mi.	Population	Households	Under 9	10 to 14	15 to 17	18 to 24	25 to 34	35 to 44	45 to 54	55 and over
1 pct. IBOC vs FN A and 1 pct IBOC intf.	5623	1618761	609939	223104	116206	66095	144472	230825	277930	230240	329888
10 pct. IBOC vs FN A and IF 10 pct IBOC intf.	5470	1429714	558898	188145	96220	56036	131299	215218	238861	199771	304163

DIGITAL EDGE of MULTICAST Reception	Area: sq.mi.	Population	Households	Under 9	10 to 14	15 to 17	18 to 24	25 to 34	35 to 44	45 to 54	55 and over
1 pct. IBOC vs FN A and 1 pct IBOC intf.	9629	2726771	1023340	377662	197040	111868	240970	386631	468745	389369	554486
10 pct. IBOC vs FN A and IF 10 pct IBOC intf.	9934	2756669	1061570	370188	190891	109941	249535	405786	466260	387979	576089

COMPREHENSIVE MARKET REPORT
FOR FM STATION:
"WRQX"

app. id:
989036

CURRENT RECEPTION PREDICTIONS
FOR INDOOR RECEPTION

PRIME ANALOG Reception	Area: sq.mi.	Population	Households	Under 9	10 to 14	15 to 17	18 to 24	25 to 34	35 to 44	45 to 54	55 and over
Analog vs FN A and 1 pct IBOC intf.	6522	5313721	2023740	721426	359278	203792	497281	820916	914583	759363	1037082
Analog vs FN A and 10 pct IBOC intf.	4707	4559276	1742011	616449	304701	172811	431873	713125	784114	650379	885824

PRIME Reception; HYBRID SIMULCAST	Area: sq.mi.	Population	Households	Under 9	10 to 14	15 to 17	18 to 24	25 to 34	35 to 44	45 to 54	55 and over
1 pct. IBOC vs FN A and 1 pct IBOC intf.	2347	2497750	966938	325075	157766	90165	251087	403853	425002	357807	486996
IF 10 pct. IBOC vs FN A and 10 pct IBOC intf.	6327	4855458	1851977	656119	326470	185399	456150	752287	834883	694733	949417

PRIME MULTICAST Reception	Area:sq.mi.	Population	Households	Under 9	10 to 14	15 to 17	18 to 24	25 to 34	35 to 44	45 to 54	55 and over
1 pct. IBOC vs FN A and 1 pct IBOC intf.	363	871149	366109	97692	45894	26577	104673	154105	139714	121227	181267
IF 10 pct. IBOC vs FN A and 10 pct IBOC intf.	3104	3075016	1179871	409926	199266	113319	298858	493274	528943	439904	591527

ACCEPTABLE ANALOG Reception	Area: sq.mi.	Population	Households	Under 9	10 to 14	15 to 17	18 to 24	25 to 34	35 to 44	45 to 54	55 and over
Analog vs FN A and 1 pct IBOC intf.	2888	1278937	475355	182384	93181	52321	110555	186282	224540	182327	247347
Analog vs FN A and IF 10 pct IBOC intf.	2882	1161061	430269	164378	84012	47293	103232	169032	202464	165831	224817

DIGITAL EDGE of HYBRID Reception	Area: sq.mi.	Population	Households	Under 9	10 to 14	15 to 17	18 to 24	25 to 34	35 to 44	45 to 54	55 and over
1 pct. IBOC vs FN A and 1 pct IBOC intf.	3980	2357708	885039	331044	168704	95235	205063	348433	409881	336926	462421
10 pct. IBOC vs FN A and IF 10 pct IBOC intf.	5459	1399520	519509	195641	102610	58097	121988	194235	241762	201250	283938

DIGITAL EDGE of MULTICAST Reception	Area: sq.mi.	Population	Households	Under 9	10 to 14	15 to 17	18 to 24	25 to 34	35 to 44	45 to 54	55 and over
1 pct. IBOC vs FN A and 1 pct IBOC intf.	5963	3984308	1485867	558427	280576	158822	351476	598182	695169	573505	768150
10 pct. IBOC vs FN A and IF 10 pct IBOC intf.	8682	3179962	1191614	441834	229815	130177	279280	453247	547702	456079	641828

COMPREHENSIVE MARKET REPORT
FOR FM STATION:
"WRQX"

app. id:
989036

CURRENT RECEPTION PREDICTIONS
FOR PORTABLE RECEPTION:

PRIME Reception; ANALOG	Area: sq.mi.	Population	Households	Under 9	10 to 14	15 to 17	18 to 24	25 to 34	35 to 44	45 to 54	55 and over
Analog vs FN A and 1 pct IBOC intf.	5174	4778514	1824026	646551	320705	181938	450174	743808	822100	682765	930471
Analog vs FN A and 10 pct IBOC intf.	3379	3643892	1396948	489558	239650	136003	351079	577646	625481	518774	705702

PRIME Reception; HYBRID SIMULCAST	Area: sq.mi.	Population	Households	Under 9	10 to 14	15 to 17	18 to 24	25 to 34	35 to 44	45 to 54	55 and over
1 pct. IBOC vs FN A and 1 pct IBOC intf.	820	1268301	515281	150685	71770	41389	143888	215057	206334	178101	261078
IF 10 pct. IBOC vs FN A and 10 pct IBOC intf.	4242	3954145	1514025	530557	261567	148613	377758	621591	679126	565003	769932

PRIME MULTICAST Reception	Area:sq.mi.	Population	Households	Under 9	10 to 14	15 to 17	18 to 24	25 to 34	35 to 44	45 to 54	55 and over
1 pct. IBOC vs FN A and 1 pct IBOC intf.	163	566708	244634	59406	28074	16393	71837	102786	89790	78851	119571
IF 10 pct. IBOC vs FN A and 10 pct IBOC intf.	1344	1682742	667447	207939	99678	57252	182023	279859	279158	238043	338789

ACCEPTABLE ANALOG Reception	Area: sq.mi.	Population	Households	Under 9	10 to 14	15 to 17	18 to 24	25 to 34	35 to 44	45 to 54	55 and over
Analog vs FN A and 1 pct IBOC intf.	3219	1343454	498652	189437	97376	54833	117945	194033	234308	192252	263271
Analog vs FN A and IF 10 pct IBOC intf.	3018	1593354	597071	222272	113956	64457	141183	234222	276258	228723	312282

DIGITAL EDGE of HYBRID Reception	Area: sq.mi.	Population	Households	Under 9	10 to 14	15 to 17	18 to 24	25 to 34	35 to 44	45 to 54	55 and over
1 pct. IBOC vs FN A and 1 pct IBOC intf.	3421	2685844	998744	379872	189798	107224	233869	406533	472792	386902	508854
10 pct. IBOC vs FN A and IF 10 pct IBOC intf.	4668	1563155	585429	217426	112955	64079	135774	223416	269534	224648	315323

DIGITAL EDGE of MULTICAST Reception	Area: sq.mi.	Population	Households	Under 9	10 to 14	15 to 17	18 to 24	25 to 34	35 to 44	45 to 54	55 and over
1 pct. IBOC vs FN A and 1 pct IBOC intf.	4078	3387437	1269391	471150	233493	132220	305921	518804	589336	486152	650361
10 pct. IBOC vs FN A and IF 10 pct IBOC intf.	7566	3834558	1432007	540044	274845	155439	331509	565147	669501	551608	746466