

# RADAR 93 versus RADAR 94: Standard Reports

Volume 2, Network Audiences to All Commercials  
All Broadcasts except 12M-6AM

## PERSONS 12+

NETWORK	RADAR 93			RADAR 94			CHANGE (%)
	AUD (000)	RTG (%)	RANK	AUD (000)	RTG (%)	RANK	
Jones MAI Adult Power**	---	---	---	6,646	2.7	1	n/a
ABC Daytime Direction	6,601	2.6	2	6,445	2.6	2	-2.4%
Westwood WON I	6,201	2.5	3	5,712	2.3	3	-7.9%
Dial Global Complete FM***	5,470	2.2	4	5,352	2.1	4	-2.2%
ABC Prime Access	5,255	2.1	5	5,144	2.1	5	-2.1%
Dial Global Contemporary	---	---	---	5,133	2.0	6	n/a
Premiere Morning Drive	4,752	1.9	8	4,769	1.9	7	0.4%
ABC Morning News	4,689	1.9	9	4,595	1.8	8	-2.0%
Westwood WON III	5,121	2.0	6	4,322	1.7	9	-15.6%
Premiere Emerald Plus	4,193	1.7	11	4,149	1.7	10	-1.0%
ABC News/Talk	4,454	1.8	10	4,121	1.6	11	-7.5%
Premiere Mediabase Female	4,180	1.7	12	4,103	1.6	12	-1.8%
Westwood CBS News Day	4,088	1.6	13	3,956	1.6	13	-3.2%
Premiere Sapphire	4,016	1.6	14	3,946	1.6	14	-1.7%
Jones MAI Female Perspective**	---	---	---	3,772	1.5	15	n/a
Premiere Emerald	3,032	1.2	20	3,626	1.4	16	19.6%
Premiere Sapphire Plus	3,694	1.5	15	3,609	1.4	17	-2.3%
Premiere Diamond	2,916	1.2	21	3,495	1.4	18	19.9%
Premiere Diamond Plus	3,263	1.3	17	3,232	1.3	19	-1.0%
Premiere Pearl	2,847	1.1	23	3,193	1.3	20	12.2%
Dial Global News & Information	3,491	1.4	16	3,099	1.2	21	-11.2%
CMN Prestige	3,158	1.3	19	2,947	1.2	22	-6.7%
Premiere Pearl Plus	2,883	1.1	22	2,802	1.1	23	-2.8%
ABC Prime Reach	2,768	1.1	26	2,742	1.1	24	-0.9%
Westwood WON II	3,180	1.3	18	2,717	1.1	25	-14.6%
American Urban Pinnacle	2,830	1.1	24	2,602	1.0	26	-8.1%
Premiere Male Focus	2,598	1.0	28	2,583	1.0	27	-0.6%
ABC Young Adult	2,820	1.1	25	2,540	1.0	28	-9.9%
ABC Information	2,512	1.0	30	2,449	1.0	29	-2.5%
Westwood CBS News	2,545	1.0	29	2,414	1.0	30	-5.1%
Westwood WFM Day	2,603	1.0	27	2,318	0.9	31	-10.9%
Premiere Female Focus	2,308	0.9	31	2,272	0.9	32	-1.6%
Westwood Traffic II Sponsorship	2,068	0.8	34	1,999	0.8	33	-3.3%
Westwood WFM Weekend	2,137	0.9	33	1,986	0.8	34	-7.1%
Westwood FM Day	2,143	0.9	32	1,956	0.8	35	-8.7%
Premiere Urban	1,846	0.7	38	1,875	0.7	36	1.6%
Premiere Ruby	1,935	0.8	35	1,872	0.7	37	-3.3%
Westwood CBS News Weekend	1,876	0.7	37	1,866	0.7	38	-0.5%
ABC Urban Advantage	1,820	0.7	39	1,809	0.7	39	-0.6%
ABC Hot FM	1,913	0.8	36	1,797	0.7	40	-6.1%
ABC Hispanic Advantage	1,786	0.7	40	1,608	0.6	41	-10.0%
American Urban STRZ Wknd Ent	1,776	0.7	41	1,586	0.6	42	-10.7%
Premiere FOX News	1,464	0.6	42	1,473	0.6	43	0.6%
ABC FM Connection	1,454	0.6	43	1,459	0.6	44	0.3%
Westwood Traffic I Sponsorship	1,411	0.6	45	1,395	0.6	45	-1.1%
American Urban Renaissance	1,416	0.6	44	1,349	0.5	46	-4.7%
Westwood FM Weekend	1,344	0.5	47	1,305	0.5	47	-2.9%
Westwood WFM Weekday	1,349	0.5	46	1,252	0.5	48	-7.2%
Premiere Evening Youth	1,249	0.5	48	1,229	0.5	49	-1.6%
Premiere Evening Adult	1,174	0.5	50	1,129	0.5	50	-3.8%
ABC Advantage	1,248	0.5	49	1,109	0.4	51	-11.1%
Westwood FM Weekday	1,122	0.4	51	1,070	0.4	52	-4.6%
ABC Music	852	0.3	52	816	0.3	53	-4.2%
ABC Select Market	653	0.3	54	742	0.3	54	13.6%
ABC Female Connection	767	0.3	53	725	0.3	55	-5.5%
Dial Global Digital 24/7 Formats	535	0.2	55	541	0.2	56	1.1%

\*\*New in RADAR 94

\*\*\*Not trendable

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## ADULTS 25-54

NETWORK	RADAR 93			RADAR 94			CHANGE (%)
	AUD (000)	RTG (%)	RANK	AUD (000)	RTG (%)	RANK	
Jones MAI Adult Power**	---	---	---	3,382	2.7	1	n/a
Dial Global Complete FM	3,027	2.4	2	2,915	2.3	2	-3.7%
Dial Global Contemporary***	---	---	---	2,827	2.3	3	n/a
ABC Daytime Direction	2,816	2.2	3	2,748	2.2	4	-2.4%
Westwood WON I	2,684	2.1	5	2,460	2.0	5	-8.3%
Premiere Emerald Plus	2,325	1.9	6	2,326	1.9	6	0.0%
Premiere Mediabase Female	2,332	1.9	8	2,294	1.8	7	-1.6%
Premiere Morning Drive	2,297	1.8	9	2,291	1.8	8	-0.3%
ABC Prime Access	2,270	1.8	7	2,216	1.8	9	-2.4%
Premiere Sapphire	2,145	1.7	10	2,116	1.7	10	-1.4%
Jones MAI Female Perspective**	---	---	---	2,088	1.7	11	n/a
ABC Morning News	2,048	1.6	11	2,029	1.6	12	-0.9%
Premiere Diamond	1,619	1.3	21	1,953	1.6	13	20.6%
Westwood WON III	2,432	1.9	13	1,939	1.5	14	-20.3%
Premiere Sapphire Plus	1,957	1.6	12	1,906	1.5	15	-2.6%
Premiere Emerald	1,567	1.2	22	1,891	1.5	16	20.7%
Premiere Diamond Plus	1,869	1.5	15	1,879	1.5	17	0.5%
Premiere Pearl	1,598	1.3	20	1,790	1.4	18	12.0%
CMN Prestige	1,876	1.5	16	1,754	1.4	19	-6.5%
Westwood CBS News Day	1,729	1.4	18	1,683	1.3	20	-2.7%
Premiere Pearl Plus	1,633	1.3	19	1,589	1.3	21	-2.7%
Premiere Male Focus	1,615	1.3	17	1,587	1.3	22	-1.7%
ABC News/Talk	1,762	1.4	26	1,580	1.3	23	-10.3%
ABC Young Adult	1,689	1.3	14	1,540	1.2	24	-8.8%
Dial Global News & Information	1,613	1.3	24	1,484	1.2	25	-8.0%
Westwood WFM Day	1,552	1.2	23	1,399	1.1	26	-9.9%
American Urban Pinnacle	1,507	1.2	25	1,390	1.1	27	-7.8%
Premiere Female Focus	1,343	1.1	27	1,315	1.0	28	-2.1%
ABC Prime Reach	1,254	1.0	29	1,243	1.0	29	-0.9%
Westwood FM Day	1,306	1.0	28	1,217	1.0	30	-6.8%
ABC Urban Advantage	1,108	0.9	30	1,149	0.9	31	3.7%
ABC Hot FM	1,113	0.9	31	1,037	0.8	32	-6.8%
Premiere Urban	1,009	0.8	36	1,036	0.8	33	2.7%
ABC Hispanic Advantage	1,163	0.9	32	1,019	0.8	34	-12.4%
Westwood WFM Weekend	1,090	0.9	33	1,007	0.8	35	-7.6%
Westwood CBS News	1,059	0.8	34	997	0.8	36	-5.9%
Premiere Ruby	1,018	0.8	37	969	0.8	37	-4.8%
ABC Information	942	0.8	39	913	0.7	38	-3.1%
ABC FM Connection	885	0.7	42	903	0.7	39	2.0%
Westwood WON II	970	0.8	38	895	0.7	40	-7.7%
Westwood Traffic II Sponsorship	895	0.7	35	878	0.7	41	-1.9%
Westwood Traffic I Sponsorship	811	0.6	40	802	0.6	42	-1.1%
American Urban STRZ Wknd Ent	791	0.6	48	746	0.6	43	-5.7%
Westwood FM Weekend	710	0.6	46	709	0.6	44	-0.1%
American Urban Renaissance	714	0.6	44	694	0.6	45	-2.8%
Westwood WFM Weekday	753	0.6	43	685	0.5	46	-9.0%
Westwood FM Weekday	714	0.6	45	673	0.5	47	-5.7%
ABC Advantage	716	0.6	41	653	0.5	48	-8.8%
Westwood CBS News Weekend	654	0.5	47	647	0.5	49	-1.1%
Premiere FOX News	625	0.5	49	627	0.5	50	0.3%
Premiere Evening Adult	557	0.4	50	523	0.4	51	-6.1%
ABC Select Market	421	0.3	54	480	0.4	52	14.0%
Premiere Evening Youth	471	0.4	52	470	0.4	53	-0.2%
ABC Female Connection	444	0.4	51	432	0.3	54	-2.7%
ABC Music	373	0.3	53	356	0.3	55	-4.6%
Dial Global Digital 24/7 Formats	228	0.2	55	230	0.2	56	0.9%

\*\*New in RADAR 94

\*\*\*Not trendable

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## ADULTS 18-49

NETWORK	RADAR 93			RADAR 94			CHANGE (%)
	AUD (000)	RTG (%)	RANK	AUD (000)	RTG (%)	RANK	
Dial Global Complete FM	3,511	2.6	1	3,398	2.5	1	-3.2%
Jones MAI Adult Power**	---	---	---	3,385	2.5	2	n/a
Dial Global Contemporary***	---	---	---	3,004	2.2	3	n/a
Premiere Emerald Plus	2,947	2.2	4	2,907	2.2	4	-1.4%
Premiere Emerald	2,152	1.6	9	2,587	1.9	5	20.2%
Premiere Mediabase Female	2,585	1.9	5	2,524	1.9	6	-2.4%
ABC Daytime Direction	2,462	1.8	6	2,378	1.8	7	-3.4%
Premiere Diamond	1,954	1.5	15	2,347	1.7	8	20.1%
Jones MAI Female Perspective**	---	---	---	2,268	1.7	9	n/a
Premiere Diamond Plus	2,210	1.6	8	2,198	1.6	10	-0.5%
Westwood WON I	2,275	1.7	10	2,164	1.6	11	-4.9%
ABC Prime Access	2,011	1.5	11	1,946	1.4	12	-3.2%
Premiere Morning Drive	1,936	1.4	14	1,943	1.4	13	0.4%
Westwood WON III	2,407	1.8	13	1,937	1.4	14	-19.5%
Premiere Sapphire	1,937	1.4	12	1,916	1.4	15	-1.1%
Premiere Pearl	1,561	1.2	22	1,744	1.3	16	11.7%
ABC Morning News	1,736	1.3	19	1,723	1.3	17	-0.7%
Premiere Sapphire Plus	1,763	1.3	17	1,715	1.3	18	-2.7%
ABC Young Adult	1,918	1.4	7	1,712	1.3	19	-10.7%
CMN Prestige	1,804	1.3	18	1,664	1.2	20	-7.8%
Premiere Male Focus	1,628	1.2	16	1,612	1.2	21	-1.0%
American Urban Pinnacle	1,676	1.2	20	1,541	1.1	22	-8.1%
Premiere Pearl Plus	1,577	1.2	21	1,525	1.1	23	-3.3%
Dial Global News & Information	1,585	1.2	23	1,505	1.1	24	-5.0%
Westwood CBS News Day	1,466	1.1	25	1,445	1.1	25	-1.4%
Westwood WFM Day	1,481	1.1	24	1,327	1.0	26	-10.4%
Westwood FM Day	1,435	1.1	26	1,311	1.0	27	-8.6%
ABC News/Talk	1,457	1.1	32	1,261	0.9	28	-13.5%
Premiere Urban	1,219	0.9	30	1,233	0.9	29	1.1%
Premiere Female Focus	1,250	0.9	28T	1,213	0.9	30	-3.0%
ABC Hispanic Advantage	1,304	1.0	27	1,161	0.9	31	-11.0%
ABC Urban Advantage	1,149	0.9	28T	1,156	0.9	32	0.6%
ABC Prime Reach	1,116	0.8	33	1,099	0.8	33	-1.5%
ABC Hot FM	1,127	0.8	31	1,045	0.8	34	-7.3%
Westwood WFM Weekend	1,086	0.8	34	1,016	0.8	35	-6.4%
ABC FM Connection	977	0.7	36	1,000	0.7	36	2.4%
Premiere Ruby	999	0.7	35	960	0.7	37	-3.9%
American Urban STRZ Wknd Ent	1,028	0.8	42	922	0.7	38	-10.3%
Westwood CBS News	906	0.7	38	869	0.6	39	-4.1%
Westwood FM Weekend	870	0.6	39	847	0.6	40	-2.6%
Premiere Evening Youth	782	0.6	47	778	0.6	41	-0.5%
Westwood WON II	831	0.6	41	768	0.6	42	-7.6%
ABC Information	792	0.6	45	749	0.6	43	-5.4%
American Urban Renaissance	778	0.6	48	748	0.6	44	-3.9%
Westwood Traffic II Sponsorship	758	0.6	40	739	0.5	45	-2.5%
Westwood FM Weekday	794	0.6	46	730	0.5	46	-8.1%
Westwood Traffic I Sponsorship	746	0.6	43	722	0.5	47	-3.2%
Westwood WFM Weekday	764	0.6	44	700	0.5	48	-8.4%
ABC Advantage	747	0.6	37	667	0.5	49	-10.7%
Westwood CBS News Weekend	564	0.4	49	554	0.4	50	-1.8%
Premiere Evening Adult	571	0.4	50	545	0.4	51	-4.6%
ABC Select Market	463	0.3	53	539	0.4	52	16.4%
Premiere FOX News	507	0.4	52	512	0.4	53	1.0%
ABC Female Connection	497	0.4	51	480	0.4	54	-3.4%
ABC Music	345	0.3	54	330	0.2	55	-4.3%
Dial Global Digital 24/7 Formats	237	0.2	55	232	0.2	56	-2.1%

\*\*New in RADAR 94

\*\*\*Not trendable