

WZZK Rocks A 25-54 in Spring Book!

The Spring 2007 Arbitron numbers are out and WZZK rocked! Rick and Bubba continued to dominate and the other prime dayparts rose to the top of the charts. Below are the basic numbers in Adults 25-54:

	AQHR	Rank
6a-10a with Rick and Bubba	4.1	#1 overall
10a-3p with Deanna Lee	2.6	#1 non urban
3p 7p with Jeff Walker	1.3	#1 non urban

The Adult 25-54 cume continues to grow and dominate. WZZK now has 104,900 Adult 25-54 listeners, # 1 in the market.

* Spring 2007 Arbitron Adults 25-54, Average Quarter Hour Ratings

