The Media Audit

Report: RANKER REPORT
Market: CHICAGO, IL for RELEASE: FALL 2016
Bases: ADULTS AGE 18+
Target: PLAN BUY--CAR/VAN/TRUCK/SUV

THE MEDIA AUDIT

Media Plan/Buy Report

Base Population: 7,484,957

% In Target: 24.7%

Target Persons: 1,849,372

Rank	Media	Cume Persons	Cume Rating	Cume Comp.	Cume Index	Most Often Persons	Most Often Rating	Most Often Comp.	Most Often Index	Conversion Ratio
1	WKSC-FM	501,231	27.1	39.2	158	182,184	9.9	40.2	162	36.3
2	WBBM-FM	480,310	26.0	34.2	138	196,491	10.6	33.5	135	40.9
3	WGCI-FM	352,669	19.1	35.0	141	154,458	8.4	34.9	141	43.8
4	WPWX-FM	194,947	10.5	34.4	139	59,075	3.2	30.8	124	30.3
5	WLIT-FM	186,179	10.1	34.6	139	35,822	1.9	28.2	114	19.2
6	WTMX-FM	182,676	9.9	24.2	97	69,415	3.8	22.5	91	38.0
7	WBBM-AM/WCFS-FM	158,596	8.6	22.5	90	96,879	5.2	25.8	104	61.1
8	WKQX-FM	150,611	8.1	25.8	104	47,510	2.6	21.3	86	31.5
9	WLUP-FM	141,192	7.6	22.8	92	36,608	2.0	17.1	69	25.9
10	WLS-FM	130,304	7.0	28.0	113	41,897	2.3	28.7	116	32.2
11	WSCR-AM	125,554	6.8	18.2	73	59,475	3.2	21.9	88	47.4
12	WVAZ-FM	122,970	6.6	19.4	78	67,197	3.6	20.3	81	54.6
13	WUSN-FM	120,536	6.5	21.8	88	40,903	2.2	17.0	68	33.9
14	WJMK-FM	103,572	5.6	30.8	124	15,397	0.8	17.0	68	14.9
15	WEBG-FM	101,808	5.5	29.8	120	36,385	2.0	27.6	111	35.7
16	WDRV-FM/WWDV-FM	95,791	5.2	21.7	87	16,845	0.9	10.3	41	17.6
17	WBEZ-FM	89,048	4.8	28.4	114	47,521	2.6	29.9	120	53.4
18	WGN-AM	87,508	4.7	16.1	65	30,429	1.6	12.7	51	34.8
19	WMVP-AM	77,892	4.2	23.1	93	33,264	1.8	26.7	107	42.7
20	WSHE-FM	75,191	4.1	27.3	110	31,386	1.7	35.4	143	41.7
21	WXRT-FM	74,297	4.0	19.7	79	38,105	2.1	22.4	90	51.3
22	WOJO-FM	55,381	3.0	44.3	179	7,040	0.4	21.6	87	12.7
23	WLS-AM	35,910	1.9	10.6	42	12,891	0.7	8.4	34	35.9
24	WSRB-FM	34,040	1.8	18.3	74	7,691	0.4	34.1	137	22.6
25	WXLC-FM	33,600	1.8	32.0	129	13,536	0.7	20.7	83	40.3
26	WRME-LP	33,050	1.8	15.6	63	17,085	0.9	16.1	65	51.7

Rank all the media options within a market on a specific target. Rank by ratings, indices or audience loyalty (conversion ratio).