

**SPRING 2016 NIESEN AUDIO© RATINGS for KATM-FM
 “KAT COUNTRY 103” MODESTO/STOCKTON**

MODESTO (Metro Survey Area)

Station Rankings Based on: All Stations

Saturday 10a-3p

Demo	Rank	Share	Avg Persons	Weekly Cume	Rating
Persons 12+	#1	12.4	7,300	20,100	1.6
Adults 18-34	#1	15.1	2,400	6,700	1.8
Women 18-34	#1	21.5	1,700	5,100	2.7
Adults 25-54	#1	11.7	3,300	9,800	11.7
Women 25-54	#1	10.1	1,500	5,500	10.1
Men 25-54	#1	13.5	1,800	4,300	13.5

STOCKTON (Metro Survey Area)

Station Rankings Based on: All Stations

Saturday 10a-3p

Demo	Rank	Share	Avg Persons	Weekly Cume	Rating
Persons 12+	#2	7.8	6,600	19,200	1.1
Adults 18-34	#2	11.4	1,900	5,600	1.1
Women 18-34	#2	15.5	1,800	5,200	2.1
Adults 25-54	#2	18.5	3,400	8,800	1.2
Women 25-54	#2	15.5	1,800	5,200	2.1

STOCKTON (Metro Survey Area)

Hour by Hour

Saturday 10a-3p

Hour	Avg Share	Avg Persons	Avg Rating
10a -11a	8.6	6,900	1.2
11a – 12n	6.8	4,800	0.8
12n – 1p	7.1	6,200	1.0
1p – 2p	7.3	7,200	1.2
2p – 3p	8.9	7,800	1.3

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