



WHBQ-MEM (FOX) – Memphis, TN
Good Morning Memphis
Monday, January 31, 2011

Local Market Viewership: 27,515
Local Publicity Value: \$693.00



Viewership Data Report

- Local Data
 - Household Rating 3.850
 - Household Usage 44.033
 - Household Share 8.743
 - DMA Data
 - DMA Household Count 25,707
 - DMA Children 2 to 5 267
 - DMA Children 6 to 11 145
 - DMA Men 12 to 17 325
 - DMA Women 12 to 17 0
 - DMA Men 18 to 20 323
 - DMA Men 21 to 24 1,073
 - DMA Men 25 to 34 270
 - DMA Men 35 to 49 2,336
 - DMA Men 50 to 54 1,153
 - DMA Men 55 to 64 2,862
 - DMA Men 65 plus 2,925
 - DMA Women 18 to 20 0
 - DMA Women 21 to 24 244
 - DMA Women 25 to 34 1,094
 - DMA Women 35 to 49 4,798
 - DMA Women 50 to 54 992
 - DMA Women 55 to 64 4,904
 - DMA Women 65 plus 3,804