



5 Fun Facts About WPYO in Orlando

“Best People + Best Product Environment + Best Solutions = Best Results”

- 1. WPYO is a top station in the market among young adults:** Based on the latest Arbitron information, WPYO is #1 with Adults 18-34 M-Su 6a-12m with an AQH share of 11.0.
- 2. WPYO is a top station among Orlando’s Hispanics:** Based on the latest Arbitron information, WPYO is #2 with Hispanics 18-34 M-Su 6a-12m with an AQH share of 15.5.
- 3. WPYO is ethnically diverse:** With a 12+ Cume Audience composition of 33% *Black*, 32% *Hispanic* and 36% *White*, WPYO is the most ethnically diverse station in Orlando.
- 4. WPYO has the largest Cume audience in Orlando:** WPYO has a 12+ Cume of 260,300 M-Su 6a-12m.
- 5. WPYO is the top station in the market among teens:** WPYO is #1 with Teens 12-17 and has a AQH share of 24.2.