



# WAWS FOX30 – JACKSONVILLE’S PRIMETIME LEADER

WAWS FOX30 has again earned the #1 ranking in primetime viewing,  
Monday – Sunday, in every key demographic in February '11!!

As the primetime leader in nearly every key demo, WAWS FOX30 has now  
won the last **18 of 21 sweeps** with Adults 18-49, the last **20 of 21 sweeps** with  
Adults 18-34 and the last **16 of 21 sweeps** with Adults 25-54!!

## PRIMETIME AVERAGE - RANKS

Demo	FEB06	MAY06	JUL06	FEB07	MAY07	JUL07	FEB08	MAY08	JUL08	MAR09	MAY09	JUL09	NOV09	FEB10	MAY10	JUL10	NOV10	FEB11
A6-11	#1	#1	#1	#1	#1	#1	#1	#1	#1	#1	#1	#2	#1	#1	#1	#2	#3	#1
A12-17	#1	#1	#1	#1	#1	#1	#1	#1	#2	#1	#1	#1	#1	#1	#1	#2	#1	#1
W12-17	#1	#1	#2	#1	#1	#1	#1	#1	#1	#1	#1	#1	#1	#2	#1	#1	#3	#1
M12-17	#1	#1	#1	#1	#1	#1	#1	#1	#1	#1	#1	#1	#1	#1	#1	#2	#1	#1
A18-34	#1	#1	#1	#1	#1	#1	#1	#1	#1	#1	#1	#1	#1	#1	#1	#1	#1	#1
A18-49	#1	#1	#1	#1	#1	#1	#1	#1	#1	#1	#1	#1	#1	#1	#1	#1	#1	#1
A25-49	#1	#1	#1	#1	#1	#1	#1	#1	#1	#1	#1	#1	#1	#1	#1	#1	#1	#1
A25-54	#1	#1	#1	#1	#1	#1	#1	#1	#1	#1	#1	#2	#1	#1	#1	#1	#2	#1
W18-34	#1	#1	#1	#1	#1	#1	#1	#1	#1	#1	#1	#1	#1	#1	#1	#1	#1	#1
W18-49	#1	#1	#1	#1	#1	#1	#1	#1	#1	#1	#1	#1	#1	#1	#1	#1	#2	#1
W25-54	#1	#1	#1	#1	#1	#1	#1	#1	#1	#1	#1	#1	#2	#1	#1	#2	#3	#1
M18-34	#1	#1	#1	#1	#1	#1	#1	#1	#1	#1	#1	#1	#1	#1	#1	#1	#1	#1
M18-49	#1	#1	#1	#1	#1	#1	#1	#1	#1	#1	#1	#1	#1	#1	#1	#1	#1	#1
M25-54	#1	#1	#1	#1	#1	#1	#1	#1	#1	#1	#1	#2	#1	#1	#1	#1	#1	#1

