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Birch Radio

Quarterly Summary Report

Lexington Fayette, KY MSA

Winter 1989



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Electronic Media Rating Council**

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BIRCH RADIO

POPULATION ESTIMATES AND SAMPLE DISTRIBUTION

GEOGRAPHIC INFORMATION		
LEXINGTON/FAYETTE KY MSA		ESTIMATED COUNTY POPULATION (00)
SAMPLING UNIT	SAMPLE	
BOURBON KY	118	162
CLARK KY	178	242
FAYETTE KY	984	1798
JESSAMINE KY	183	248
SCOTT KY	141	190
WOODFORD KY	105	156
TOTAL SAMPLE IN-TAB:		1709
RESPONSE RATE:		64.6%
SEE FULL RESPONSE RATE DISCLOSURE ON PAGE V.		

DEMOGRAPHIC INFORMATION					
DEMOGRAPHIC	ESTIMATED MARKET POPULATION (00)	PERCENT OF TOTAL POPULATION	IN-TAB SAMPLE	PERCENT OF UNWEIGHTED IN-TAB SAMPLE	PERCENT OF WEIGHTED IN-TAB SAMPLE
MEN					
12-17	129	4.6	63	3.7	4.6
18-24	221	7.9	94	5.5	7.9
25-34	332	11.9	201	11.8	11.9
35-44	248	8.9	136	8.0	8.9
45-49	85	3.0	32	1.9	3.0
50-54	69	2.5	32	1.9	2.5
55-64	119	4.3	52	3.0	4.3
65+	131	4.7	73	4.3	4.7
WOMEN					
12-17	126	4.5	85	5.0	4.5
18-24	224	8.0	111	6.5	8.0
25-34	340	12.2	256	15.0	12.2
35-44	256	9.2	184	10.8	9.2
45-49	92	3.3	63	3.7	3.3
50-54	75	2.7	55	3.2	2.7
55-64	133	4.8	104	6.1	4.8
65+	216	7.7	168	9.8	7.7
TOTAL	2796		1709		
BLACK	310	11.1	149	8.7	11.1
SURVEY PERIODS:		1 - 30 DECEMBER 1988 2 - 31 JANUARY 1989 1 - 28 FEBRUARY 1989			

* ESTIMATES ADJUSTED FOR ACTUAL BROADCAST SCHEDULE

LEXINGTON/FAYETTE KY MSA
DECEMBER 1988 - FEBRUARY 1989

STATION FACILITIES AND FORMAT INFORMATION

ROSTER OF RADIO STATIONS INCLUDED IN THIS REPORT					
STATION	POWER		FREQUENCY AM: KHZ, FM: MHZ	CITY OF LICENSE	FORMAT
	DAY	NIGHT			
WBBE	10000	44	1580 AM	GEORGETOWN/LEX	NOSTALGIA
WBKY-FM	50000	50000	91.3 FM	LEXINGTON	PUBLIC-DIVERSIFIED
WCGW*	1000		770 AM	NICHOLAS/LEXING	RELIGION/GOSPEL
WCKU-FM	3000	3000	102.5 FM	NICHOLAS/LEXING	URBAN CONTEMPORARY
WCOZ-FM	3000	3000	96.7 FM	PARIS	ADULT CONTEMPORARY
WFMI-FM	3000	3000	100.1 FM	WINCHESTER	CONTEMPORARY
WHRS	2500	40	1380 AM	WINCHESTER	EASY LISTENING
WJMM-FM	3000	3000	106.3 FM	VERSAILLES/LEX	RELIGION/CONTEMP CHRISTN
WKQQ-FM	100000	100000	98.1 FM	LEXINGTON	ALBUM ROCK
WLAP	5000	1000	630 AM	LEXINGTON	OLDIES
WLAP-FM	100000	100000	94.5 FM	LEXINGTON	CONTEMPORARY
WLXG	2500	1000	1300 AM	LEXINGTON	OLDIES
WMGB-FM	3000	3000	103.1 FM	GEORGE/LEXINGTON	ADULT CONTEMPORARY
WNVL	500	59	1250 AM	NICHOLASVILLE	COUNTRY
WRFL-FM	250	250	88.1 FM	LEXINGTON	PUBLIC-DIVERSIFIED
WVLK	5000	1000	590 AM	LEXINGTON	ADULT CONTEMPORARY
WVLK-FM	100000	100000	92.9 FM	LEXINGTON	CONTEMPORARY COUNTRY
WEKU-FM	50000	50000	88.9 FM	RICH/LEX/FAYETTE	PUBLIC-NEWS/CLASSICAL
WHAS	50000	50000	840 AM	LOUISVILLE	ADULT CONTEMPORARY
WLW	50000	50000	700 AM	CINCINNATI	ADULT CONTEMPORARY

+ DENOTES SPANISH STATION. SEE ADVISORY ON PAGE IV.
 * ESTIMATES ADJUSTED FOR ACTUAL BROADCAST SCHEDULE
 ** SPECIAL NOTICES FOR THIS MARKET APPEAR AT THE END OF THE REPORT - SECTION III

2. Average Share Trends Table of Contents

Persons 12+	4
Men 18+	5
Women 18+	6
Teens.	7

AVERAGE QUARTER HOUR SHARE TRENDS - READ ACROSS

	MON - SUN 6:00AM-MIDNIGHT					MON - FRI 6:00AM-10:00AM					MON - FRI 10:00AM-3:00PM					MON - FRI 3:00PM-7:00PM					MON - FRI 7:00PM-MIDNIGHT				
	WIN 88	SPR 88	SUM 88	FAL 88	WIN 89	WIN 88	SPR 88	SUM 88	FAL 88	WIN 89	WIN 88	SPR 88	SUM 88	FAL 88	WIN 89	WIN 88	SPR 88	SUM 88	FAL 88	WIN 89	WIN 88	SPR 88	SUM 88	FAL 88	WIN 89
WBBE	1.4	1.1	.9	1.1	1.2	.2	.8	1.4	1.3	1.0	1.7	1.7	.5	1.6	1.8	.9	1.4	.9	1.1	.6	.3	.3	.3	.3	.3
WBKY-FM	3.5	2.8	2.0	2.8	1.4	3.3	4.2	3.5	3.4	1.8	4.1	1.4	2.5	2.5	1.6	3.6	2.5	2.4	2.8	1.1	1.7	2.9	.6	1.8	1.3
WCGW*	1.2	2.0	.7	.4	.6	.6	1.9	.4	.2		2.4	1.7	.5	1.1	.5	.9	2.5	1.3	.9	.6					
WCKU-FM				17.1	15.3					11.6	12.4			15.3	10.8				17.7	16.5				30.5	21.1
WCOZ-FM	3.5	3.0	3.6	4.1	3.1	3.9	2.9	3.9	4.0	2.1	4.8	4.5	2.3	3.8	3.4	3.1	3.0	3.5	3.8	2.4	3.1	1.6	4.2	2.8	3.8
WFMI-FM	12.4	13.7	12.5	9.3	7.3	6.4	10.3	6.8	7.8	6.4	7.6	10.5	10.9	5.6	5.0	15.0	15.9	13.7	8.2	7.8	21.7	18.8	20.4	14.5	10.4
WFRS	.5	.2		1.3		.2	.2	.2	1.3	.2	.4	.2		1.1		.2	.5	.2	1.4						
WJMM-FM	2.3	1.1	1.3	1.9	1.6	3.9	2.4	1.9	3.8	2.4	2.2	1.4	1.8	.7	2.2	3.8	.4	1.1	1.0	2.9	1.7	1.0	.6	.9	1.9
WKQQ-FM	17.9	20.7	18.8	18.8	19.4	14.7	19.0	15.0	18.1	18.0	18.2	21.5	21.4	19.5	21.8	20.4	19.1	20.7	17.9	19.4	26.2	19.5	17.9	16.9	16.0
WLAP	1.9	2.6	2.7	1.3	2.2	2.9	2.7	3.9	2.9	2.4	1.1	1.9	2.5	2.0	3.1	.9	1.9	2.6	1.4	1.5	3.1	1.9	1.9	1.2	1.6
WLAP-FM	12.1	14.3	14.8	10.8	12.7	13.5	10.3	14.8	10.6	10.7	11.9	15.1	16.6	11.6	12.4	14.4	14.3	12.1	13.9	13.0	7.9	13.4	13.7	8.9	16.0
WLXG	1.6	1.5	2.0	1.5	1.6	1.4	.8	1.9	1.6	1.8	3.7	1.6	2.1	2.7	1.6	1.3	1.1	2.0	1.7	1.3	1.0	3.5	.6	.9	1.3
WMGB-FM	3.5	4.8	3.8	1.9	2.9	4.1	6.4	5.1	2.3	3.0	4.1	5.8	3.4	2.5	3.2	4.0	6.7	3.5	2.6	3.2	1.0	1.6	2.9	.9	2.2
WVVL	1.2	.9	.4	.4		1.4	.8	.4	.4	.3	.7	1.2	1.3	1.1		.4	.7	.9	.3	.5					
WRFL-FM		1.1	1.8	1.3	.6		1.6	1.2	.9	.3		.6	2.0	.7	.5		1.1	2.0	1.6	.8		2.9	4.2	2.2	.9
WVLK	8.6	6.5	6.9	5.6	5.5	16.0	8.2	13.4	9.6	11.8	9.5	6.2	7.9	4.9	5.8	5.0	4.6	6.2	4.0	4.5	9.7	4.8	7.3	4.6	3.8
WVLK-FM	20.5	13.7	18.3	14.9	17.6	19.3	15.3	19.5	15.2	17.7	18.7	14.5	18.6	18.0	17.5	16.9	14.5	18.6	14.1	15.7	14.5	13.7	13.7	7.4	13.8
WEKU-FM	2.1	3.5	1.6	.6	2.4	2.7	3.1	2.5	.5	3.3	2.6	3.9	1.4	.4	4.5	2.0	3.5	2.6	.7	2.9	1.4	3.8	1.0	.6	1.3
WHAS	1.2	1.3	.4	.6	.4	2.5	2.4	1.0	1.3	1.1	1.5	1.7	.5	.2		.9	1.2	.7	.5	.8	1.0	2.6	1.6	1.5	.3
WLW	.5	.4	.9	.6	1.2	.2	.6	.2		.5	.9	.8	.4	1.3	1.6	.9	.7	.2	1.2	1.6	.7	.6	2.9	.6	1.9
PUR	15.5	16.6	16.1	16.6	17.5	18.7	22.4	17.5	19.8	22.4	16.6	18.6	20.2	19.7	19.8	20.0	20.4	19.7	20.6	22.1	10.5	11.3	11.3	11.6	11.4

+ DENOTES SPANISH STATION. SEE ADVISORY ON PAGE IV.
* ESTIMATES ADJUSTED FOR ACTUAL BROADCAST SCHEDULE

AVERAGE QUARTER HOUR SHARE TRENDS - READ ACROSS

	MON - SUN 6:00AM-MIDNIGHT					MON - FRI 6:00AM-10:00AM					MON - FRI 10:00AM-3:00PM					MON - FRI 3:00PM-7:00PM					MON - FRI 7:00PM-MIDNIGHT					
	WIN 88	SPR 88	SUM 88	FAL 88	WIN 89	WIN 88	SPR 88	SUM 88	FAL 88	WIN 89	WIN 88	SPR 88	SUM 88	FAL 88	WIN 89	WIN 88	SPR 88	SUM 88	FAL 88	WIN 89	WIN 88	SPR 88	SUM 88	FAL 88	WIN 89	
WBBE	1.6	.9	1.0	.5	.5	.4	1.0	.9	.4	.8	2.2	.7			.4	1.3	1.2		.4	.7			.7			
WBKY-FM	5.4	3.5	3.8	3.8	.9	4.0	4.0	5.2	5.7	1.5	7.5	.7	5.5	2.8	1.3	5.7	3.1	4.5	3.5	1.4	4.1	4.7	.7	3.8	.7	
WCGW*	2.2	.9	1.0		.9	.8	.7				4.0	.4	.8		.4	1.8	1.2	.8								
WCKU-FM				14.9	9.3				9.1	10.3				14.0	4.6					17.1	11.8				33.8	15.6
WCOZ-FM	2.7	2.7	2.9	3.8	3.3	2.8	2.7	3.4	4.3	2.3	3.1	4.0	.4	4.5	4.2	1.8	2.4	2.8	3.9	3.6	2.5	2.0	5.0	1.5	6.4	
WFMI-FM	3.8	9.3	7.2	4.3	2.8	1.2	6.6	3.4	3.0	2.7	4.0	6.9	4.3	5.6	2.1	3.5	9.8	7.3	4.3	1.8	8.3	9.3	13.6	4.6	3.5	
WHRS				2.4					1.7					2.1						2.7						
WJMM-FM	1.6	1.3	1.0	1.9	1.4	3.6	2.3	.9	2.6	1.5	.9	1.5		.3	2.1	3.1	.4	.4	.8	3.6	.8	1.3	.7	.8	2.1	
WKQQ-FM	24.3	28.8	20.7	23.6	28.4	19.4	25.9	19.8	23.5	26.2	26.5	31.0	24.7	21.7	32.1	26.3	29.8	22.7	20.2	27.2	36.4	26.0	19.3	22.3	24.8	
WLAP	1.1	3.1	1.9	1.0	3.3	2.4	1.3	3.0	1.3	2.3	1.3	3.3	1.2	.7	2.9	.9	3.5	1.6	1.6	2.2	1.7	3.3	2.1	.8	2.8	
WLAP-FM	9.2	12.4	12.0	8.7	9.3	10.9	9.0	12.9	7.0	7.6	7.1	12.4	14.9	8.7	12.5	11.4	9.0	8.1	11.6	7.2	6.6	9.3	16.4	7.7	14.2	
WLXG	2.7	2.2	2.4	3.4	1.4	2.4	1.0	3.0	3.5	1.1	3.5	1.1	2.7	4.9	.4	1.3	2.4	2.8	3.5	.7	1.7	5.3	.7	2.3	1.4	
WMGB-FM	2.7	3.5	3.8	1.4	1.4	3.6	4.7	4.3	1.3	1.9	1.8	2.2	3.1	1.4	1.3	3.1	3.9	3.2	1.9	2.2	.8	.7	2.9	.8	.7	
WNVL	.5	1.3	1.0	.5		.4	.7	.9		.4		1.1	2.7	2.1			.8	.8		1.1						
WRFL-FM		1.8	1.4	2.4	.9		2.3		2.2	.4		1.1	1.6	1.4	.8		1.6	1.6	3.1	1.8		4.7	3.6	4.6		
WVLK	11.4	6.6	8.7	4.8	6.0	17.7	6.0	16.4	7.8	13.3	11.1	8.8	10.2	4.5	6.3	8.3	4.7	8.5	3.9	6.1	15.7	4.7	5.0	2.3	4.3	
WVLK-FM	19.5	11.1	16.8	16.3	21.9	16.5	15.6	18.5	20.0	19.0	12.8	12.8	20.8	20.3	18.3	15.8	14.5	21.1	15.9	19.0	14.0	11.3	15.7	6.2	15.6	
WEKU-FM	2.7	4.0	1.9		1.9	3.6	4.3	2.6	.4	1.9	3.5	4.7	.8		2.9	2.6	3.9	2.8	.4	2.2					2.1	
WHAS	2.2	1.3		1.4	.5	4.0	2.3	1.3	1.7	.8	1.8	1.8		.3		1.8	1.2	.8	1.2	1.1	1.7	2.7		3.8	.7	
WLW	1.1	.4	1.4	1.4	2.3	.4	1.0	.4		1.1	1.8	1.1	.8	2.4	3.8	2.2	1.2	.4	1.9	3.2	.8	1.3	5.7	1.5	2.8	
PUR	15.5	18.9	17.4	17.3	17.8	20.7	25.2	19.4	19.1	21.8	18.9	22.9	21.3	23.7	19.9	19.1	21.3	20.7	21.4	23.2	10.1	12.5	11.7	10.8	11.7	

+ DENOTES SPANISH STATION. SEE ADVISORY ON PAGE IV.
 * ESTIMATES ADJUSTED FOR ACTUAL BROADCAST SCHEDULE

LEXINGTON/FAYETTE KY MSA
DECEMBER 1988 - FEBRUARY 1989

AVERAGE QUARTER HOUR SHARE TRENDS - READ ACROSS

	MON - SUN 6:00AM-MIDNIGHT					MON - FRI 6:00AM-10:00AM					MON - FRI 10:00AM-3:00PM					MON - FRI 3:00PM-7:00PM					MON - FRI 7:00PM-MIDNIGHT					
	WIN 88	SPR 88	SUM 88	FAL 88	WIN 89	WIN 88	SPR 88	SUM 88	FAL 88	WIN 89	WIN 88	SPR 88	SUM 88	FAL 88	WIN 89	WIN 88	SPR 88	SUM 88	FAL 88	WIN 89	WIN 88	SPR 88	SUM 88	FAL 88	WIN 89	
WBBE	1.6	1.7	1.1	2.0	2.2																					
WBKY-FM	2.6	2.8	.5	2.5	2.2	3.0	5.0	2.1	2.3	2.2	1.0	2.3	2.5	2.1	3.0	2.6	.9	2.9	1.1		2.1	.9	.8	2.5	.8	
WCGW*	.5	3.9	.5	1.0	.4	.4	3.6	.9	.4		1.0	3.7	.4	2.5	.7	.4	4.7	2.1	1.7	.4						
WCKU-FM				17.2	18.3				10.6	11.4			14.3	15.8				16.7	20.4							
WCOZ-FM	4.7	4.4	5.3	5.4	3.6	4.7	3.6	4.7	4.2	2.2	5.8	5.5	4.4	3.4	3.1	5.5	4.7	4.7	5.0	1.8	4.0	1.0	5.4	5.6	2.5	
WFMI-FM	10.0	9.4	9.5	5.4	3.6	5.6	7.9	6.8	4.5	2.2	7.7	10.5	8.8	5.0	3.1	13.5	10.3	11.6	5.0	6.1	18.2	14.4	10.7	5.6	3.3	
WHRF	1.1	.6		.5		.4	.4	.4	.8	.3	1.0	.5				.4	1.3	.4	.4							
WJMM-FM	3.7	1.1	2.1	2.5	2.2	4.7	2.9	3.0	5.7	3.5	3.8	1.4	4.0	1.3	2.4	5.9	.4	2.1	1.7	2.9	4.0	1.0	.9	1.6	2.5	
WKQQ-FM	9.5	13.3	17.4	15.8	13.8	7.7	12.6	11.1	15.5	14.0	8.2	11.4	19.1	17.6	14.8	9.7	11.6	20.6	15.8	14.6	14.1	15.5	20.5	13.5	12.3	
WLAP	3.2	2.8	4.2	2.0	1.8	3.9	4.7	5.1	4.9	2.9	1.0	.5	4.4	3.8	3.4	1.3	.9	4.3	1.7	1.1	7.1	1.0	2.7	.8	.8	
WLAP-FM	15.3	16.0	16.8	12.3	15.6	15.9	11.5	17.5	12.5	13.3	17.3	17.8	18.7	15.1	12.7	18.6	18.5	15.5	14.2	18.2	8.1	14.4	8.9	8.7	19.7	
WLXG	1.1	1.1	2.1		2.2	.4	.7	.9	.4	2.5	4.3	2.3	2.0		2.7	1.7		1.7	.4	2.1					1.6	
WMGB-FM	5.3	7.2	4.2	3.0	4.5	5.2	8.6	6.0	3.8	4.1	7.2	10.5	4.0	4.2	5.2	6.3	10.3	3.9	4.2	4.3	2.0	3.1	1.8	1.6	3.3	
WNVL	2.1	.6		.5		2.6	1.1		.8	.3	1.4	1.4				.8	.9	1.3	.8							
WRFL-FM			.5	.5			.4	.9			.4			.3				.4					2.7	.8		
WVLC	8.4	7.7	6.8	7.9	6.3	16.7	11.9	10.7	12.9	12.4	9.1	3.7	6.8	5.9	5.8	3.8	6.0	5.6	5.0	3.9	9.1	6.2	14.3	9.5	4.9	
WVLC-FM	25.8	18.2	23.2	16.7	16.5	24.5	16.2	22.2	14.0	19.0	26.4	17.8	20.3	16.4	16.8	24.1	17.2	19.3	16.7	13.9	23.2	20.6	17.0	12.7	15.6	
WEKU-FM	2.1	3.9	1.6	1.5	3.6	2.1	2.2	2.6	.8	5.1	1.9	3.2	2.4	.8	6.2	1.7	4.3	3.0	1.3	4.3	4.0	6.2	1.8	.8	.8	
WHAS	.5	1.7	1.1		.4	1.3	2.9	.9	1.1	1.6	1.4	1.8	1.2			.4	1.7	.9		.7	1.0	4.1	4.5		1.6	
WLW		.6	.5		.4		.4					.5				.4		.8	.4	1.0			.9			
PUR	14.4	13.7	14.4	15.2	16.8	17.6	21.0	17.7	19.8	23.6	15.7	16.6	19.0	17.8	21.8	17.9	17.6	17.6	18.0	21.0	7.5	7.3	8.5	9.4	9.1	

+ DENOTES SPANISH STATION. SEE ADVISORY ON PAGE IV.
* ESTIMATES ADJUSTED FOR ACTUAL BROADCAST SCHEDULE

AVERAGE QUARTER HOUR SHARE TRENDS - READ ACROSS

	MON - SUN 6:00AM-MIDNIGHT					MON - FRI 6:00AM-10:00AM					MON - FRI 10:00AM-3:00PM					MON - FRI 3:00PM-7:00PM					MON - FRI 7:00PM-MIDNIGHT					
	WIN 88	SPR 88	SUM 88	FAL 88	WIN 89	WIN 88	SPR 88	SUM 88	FAL 88	WIN 89	WIN 88	SPR 88	SUM 88	FAL 88	WIN 89	WIN 88	SPR 88	SUM 88	FAL 88	WIN 89	WIN 88	SPR 88	SUM 88	FAL 88	WIN 89	
WBBE																										
WBKY-FM																										
WCGW*																			1.3							
WCKU-FM				25.0	27.5			25.0	30.6				38.5	12.5					23.4	20.7					15.9	23.6
WCOZ-FM	1.9					5.4		1.7		11.1		1.9					1.5				2.9	1.5				
WFMI-FM	50.0	47.2	46.9	44.2	43.1	45.9	51.2	45.0	40.0	53.1	37.0	52.2	51.9	11.5	58.3	47.8	53.2	44.8	31.2	44.8	50.0	47.0	54.1	49.3	43.6	
WFRS																										
WJMM-FM																										
WKQQ-FM	25.9	11.3	16.3	11.5	5.9	27.0	11.6	5.0	8.3		25.9	4.3	16.7	11.5	4.2	33.3	6.5	13.4	16.9	5.2	25.7	10.6	9.8	13.0	1.8	
WLAP																										
WLAP-FM	11.1	17.0	18.4	13.5	13.7	16.2	11.6	5.0	16.7	10.2	11.1	21.7	14.8	11.5	8.3	11.1	19.5	14.9	20.8	15.5	10.0	21.2	16.4	11.6	12.7	
WLXG														3.8												
WMGB-FM		1.9	2.0		2.0		4.7	5.0		2.0		4.3	1.9				5.2	3.0		3.4		1.5	4.9		3.6	
WNVL																										
WRFL-FM		1.9	8.2		2.0		4.7	20.0		2.0			11.1				2.6	10.4				3.0	8.2		5.5	
WVLK		1.9						10.0	1.7				1.9									3.0				
WVLK-FM	5.6	9.4	6.1	1.9	3.9	5.4	7.0		1.7	2.0	7.4	4.3		7.7	16.7	1.1	6.5	7.5		1.3	8.6	2.9	9.1	3.3	5.5	
WEKU-FM																1.1										
WHAS																										
WLW																										
PUR	21.1	20.7	19.1	20.4	20.0	14.5	16.8	7.8	23.5	19.2	10.5	9.0	21.1	10.2	9.4	35.2	30.1	26.2	30.2	22.7	27.3	25.8	23.8	27.1	21.6	

+ DENOTES SPANISH STATION. SEE ADVISORY ON PAGE IV.
 * ESTIMATES ADJUSTED FOR ACTUAL BROADCAST SCHEDULE

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AVERAGE QUARTER HOUR AND CUME ESTIMATES

	MON - SUN 6:00AM-12:00 MID				MON - FRI 6:00AM-10:00AM				MON - FRI 10:00AM-3:00PM				MON - FRI 3:00PM-7:00PM				MON - FRI 7:00PM-12:00 MID				
	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	
WBBE	1	.1	.5	42	2	.2	.8	22	1	.1	.4	17	2	.2	.7	18					WBBE
WBKY-FM	2	.2	.9	71	4	.3	1.5	21	3	.2	1.3	28	4	.3	1.4	33	1	.1	.7	12	WBKY-FM
WCGW*	2	.2	.9	54					1	.1	.4	7	3	.2	1.1	11					WCGW*
WCKU-FM	20	1.7	9.3	190	27	2.2	10.3	96	11	.9	4.6	49	33	2.7	11.8	113	22	1.8	15.6	79	WCKU-FM
WCOZ-FM	7	.6	3.3	74	6	.5	2.3	33	10	.8	4.2	20	10	.8	3.6	29	9	.7	6.4	21	WCOZ-FM
WFMI-FM	6	.5	2.8	148	7	.6	2.7	57	5	.4	2.1	31	5	.4	1.8	54	5	.4	3.5	54	WFMI-FM
WHRS																					WHRS
WJMM-FM	3	.2	1.4	70	4	.3	1.5	19	5	.4	2.1	12	10	.8	3.6	38	3	.2	2.1	13	WJMM-FM
WKQQ-FM	61	5.1	28.4	544	69	5.7	26.2	318	77	6.4	32.1	289	76	6.3	27.2	375	35	2.9	24.8	161	WKQQ-FM
WLAP	7	.6	3.3	114	6	.5	2.3	47	7	.6	2.9	20	6	.5	2.2	37	4	.3	2.8	17	WLAP
WLAP-FM	20	1.7	9.3	370	20	1.7	7.6	170	30	2.5	12.5	161	20	1.7	7.2	125	20	1.7	14.2	147	WLAP-FM
WLXG	3	.2	1.4	48	3	.2	1.1	14	1	.1	.4	9	2	.2	.7	19	2	.2	1.4	5	WLXG
WMGB-FM	3	.2	1.4	77	5	.4	1.9	37	3	.2	1.3	17	6	.5	2.2	34	1	.1	.7	5	WMGB-FM
WNNL				23	1	.1	.4	4													WNNL
WRFL-FM	2	.2	.9	38	1	.1	.4	21	2	.2	.8	7	5	.4	1.8	31					WRFL-FM
WVLK	13	1.1	6.0	206	35	2.9	13.3	153	15	1.2	6.3	49	17	1.4	6.1	82	6	.5	4.3	34	WVLK
WVLK-FM	47	3.9	21.9	520	50	4.1	19.0	264	44	3.7	18.3	202	53	4.4	19.0	272	22	1.8	15.6	121	WVLK-FM
WEKU-FM	4	.3	1.9	64	5	.4	1.9	22	7	.6	2.9	25	6	.5	2.2	28	3	.2	2.1	33	WEKU-FM
WHAS	1	.1	.5	62	2	.2	.8	38					3	.2	1.1	34	1	.1	.7	11	WHAS
WLW	5	.4	2.3	82	3	.2	1.1	19	9	.7	3.8	33	9	.7	3.2	35	4	.3	2.8	29	WLW
PUR	215	17.8		1140	263	21.8		908	240	19.9		769	279	23.2		884	141	11.7		615	PUR

+ DENOTES SPANISH STATION. SEE ADVISORY ON PAGE IV.
 * ESTIMATES ADJUSTED FOR ACTUAL BROADCAST SCHEDULE

LEXINGTON/FAYETTE KY MSA
DECEMBER 1988 - FEBRUARY 1989

AVERAGE QUARTER HOUR AND CUME ESTIMATES

	MON - FRI 6:00AM-7:00PM				MON - FRI 6:00AM-10:00AM + 3:00PM-7:00PM				MON - FRI 6:00AM-3:00PM				MON - FRI 3:00PM-12:00 MID				SAT - SUN 6:00AM-12:00 MID				
	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	
WBBE	2	.2	.8	33	3	.2	1.0	27	1	.1	.4	28	1	.1	.5	18	2	.2	1.0	11	WBBE
WBKY-FM	4	.3	1.5	38	4	.3	1.4	33	3	.2	1.2	38	2	.2	1.0	33	2	.2	1.0	41	WBKY-FM
WCGW*	1	.1	.4	11	1	.1	.3	11	1	.1	.4	7	3	.2	1.5	11	4	.3	2.0	54	WCGW*
WCKU-FM	24	2.0	9.2	136	31	2.6	10.8	131	18	1.5	7.3	111	27	2.2	13.4	128	15	1.2	7.4	115	WCKU-FM
WCOZ-FM	10	.8	3.8	47	8	.7	2.8	43	8	.7	3.3	42	9	.7	4.5	40	1	.1	.5	40	WCOZ-FM
WFMI-FM	6	.5	2.3	108	7	.6	2.4	96	5	.4	2.0	82	6	.5	3.0	102	9	.7	4.4	90	WFMI-FM
WHS																					WHS
WJMM-FM	7	.6	2.7	46	9	.7	3.1	46	5	.4	2.0	27	5	.4	2.5	38	4	.3	2.0	48	WJMM-FM
WKQQ-FM	75	6.2	28.8	501	73	6.1	25.3	450	73	6.1	29.7	420	53	4.4	26.2	414	56	4.6	27.6	300	WKQQ-FM
WLAP	6	.5	2.3	60	7	.6	2.4	56	7	.6	2.8	56	5	.4	2.5	47	8	.7	3.9	79	WLAP
WLAP-FM	23	1.9	8.8	285	21	1.7	7.3	225	25	2.1	10.2	253	21	1.7	10.4	234	14	1.2	6.9	175	WLAP-FM
WLXG	2	.2	.8	22	3	.2	1.0	22	2	.2	.8	14	2	.2	1.0	19	5	.4	2.5	48	WLXG
WMGB-FM	5	.4	1.9	50	6	.5	2.1	44	4	.3	1.6	42	2	.2	1.0	34	2	.2	1.0	43	WMGB-FM
WNVL	1	.1	.4	15	3	.2	1.0	15				4	1	.1	.5	15				8	WNVL
WRFL-FM	3	.2	1.2	36	4	.3	1.4	36	1	.1	.4	28	1	.1	.5	31	1	.1	.5	18	WRFL-FM
WVLK	21	1.7	8.1	172	28	2.3	9.7	167	23	1.9	9.3	167	12	1.0	5.9	100	6	.5	3.0	96	WVLK
WVLK-FM	48	4.0	18.5	421	52	4.3	18.1	385	47	3.9	19.1	361	36	3.0	17.8	321	60	5.0	29.6	336	WVLK-FM
WEKU-FM	5	.4	1.9	40	6	.5	2.1	33	7	.6	2.8	35	4	.3	2.0	48	3	.2	1.5	19	WEKU-FM
WHAS	1	.1	.4	56	4	.3	1.4	56				38	1	.1	.5	39				11	WHAS
WLW	6	.5	2.3	59	7	.6	2.4	41	7	.6	2.8	44	7	.6	3.5	59				31	WLW
PUR	260	21.6		1061	288	23.9		1024	246	20.4		1013	202	16.8		975	203	16.8		972	PUR

+ DENOTES SPANISH STATION. SEE ADVISORY ON PAGE IV.
* ESTIMATES ADJUSTED FOR ACTUAL BROADCAST SCHEDULE

BIRCH RADIO

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AVERAGE QUARTER HOUR AND CUME ESTIMATES

	MON - SAT 6:00AM-12:00 MID				MON - SAT 6:00AM-10:00AM				MON - SAT 10:00AM-3:00PM				MON - SAT 3:00PM-7:00PM				MON - SAT 7:00PM-12:00 MID				
	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	
WBBE	2	.2	.9	42	2	.2	.8	30	2	.2	.8	25	3	.2	1.1	26	1	.1	.7	8	WBBE
WBKY-FM	3	.2	1.3	39	4	.3	1.5	22	3	.2	1.2	29	5	.4	1.8	34	1	.1	.7	12	WBKY-FM
WCGW*	2	.2	.9	29				10	2	.2	.8	13	4	.3	1.4	19					WCGW*
WCKU-FM	21	1.7	9.4	156	24	2.0	9.3	107	13	1.1	5.2	77	30	2.5	10.5	124	21	1.7	14.4	86	WCKU-FM
WCOZ-FM	8	.7	3.6	60	6	.5	2.3	33	9	.7	3.6	20	10	.8	3.5	38	8	.7	5.5	22	WCOZ-FM
WFMI-FM	6	.5	2.7	138	7	.6	2.7	63	5	.4	2.0	33	6	.5	2.1	56	5	.4	3.4	58	WFMI-FM
WFRS																					WFRS
WJMM-FM	4	.3	1.8	59	6	.5	2.3	31	5	.4	2.0	19	9	.7	3.2	45	3	.2	2.1	13	WJMM-FM
WKQQ-FM	64	5.3	28.7	528	70	5.8	27.0	332	76	6.3	30.6	304	74	6.1	26.0	392	39	3.2	26.7	178	WKQQ-FM
WLAP	6	.5	2.7	92	7	.6	2.7	63	8	.7	3.2	36	8	.7	2.8	60	4	.3	2.7	23	WLAP
WLAP-FM	21	1.7	9.4	348	19	1.6	7.3	179	27	2.2	10.9	168	20	1.7	7.0	138	18	1.5	12.3	155	WLAP-FM
WLXG	2	.2	.9	40	4	.3	1.5	16	2	.2	.8	22	3	.2	1.1	31	2	.2	1.4	5	WLXG
WMGB-FM	3	.2	1.3	51	5	.4	1.9	38	4	.3	1.6	18	7	.6	2.5	35	1	.1	.7	5	WMGB-FM
WNL	1	.1	.4	23	1	.1	.4	4				8	3	.2	1.1	15					WNL
WRFL-FM	1	.1	.4	36	1	.1	.4	21	2	.2	.8	7	5	.4	1.8	31					WRFL-FM
WVLK	16	1.3	7.2	194	33	2.7	12.7	159	15	1.2	6.0	62	15	1.2	5.3	91	7	.6	4.8	45	WVLK
WVLK-FM	44	3.7	19.7	505	48	4.0	18.5	277	49	4.1	19.8	244	58	4.8	20.4	329	24	2.0	16.4	154	WVLK-FM
WEKU-FM	5	.4	2.2	63	5	.4	1.9	25	8	.7	3.2	27	7	.6	2.5	29	4	.3	2.7	38	WEKU-FM
WHAS	1	.1	.4	62	2	.2	.8	39				6	3	.2	1.1	34	1	.1	.7	11	WHAS
WLW	5	.4	2.2	79	3	.2	1.2	19	8	.7	3.2	34	7	.6	2.5	35	4	.3	2.7	29	WLW
PUR	223	18.5		1115	259	21.5		952	248	20.6		847	285	23.7		956	146	12.1		678	PUR

+ DENOTES SPANISH STATION. SEE ADVISORY ON PAGE IV.
 * ESTIMATES ADJUSTED FOR ACTUAL BROADCAST SCHEDULE

LEXINGTON/FAYETTE KY MSA
DECEMBER 1988 - FEBRUARY 1989

AVERAGE QUARTER HOUR AND CUME ESTIMATES

	SATURDAY 6:00AM-12:00 MID			SATURDAY 6:00AM-10:00AM			SATURDAY 10:00AM-3:00PM			SATURDAY 3:00PM-7:00PM			SATURDAY 7:00PM-12:00 MID			
	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	
WBBE	4	.3	1.9	2	.2	1.1	9	.7	3.5	4	.3	1.5	3	.2	2.3	WBBE
WBKY-FM	2	.2	1.0	1	.1	.5	1	.1	.4	7	.6	2.6				WBKY-FM
WCGW*	4	.3	1.9	1	.1	.5	6	.5	2.3	6	.5	2.2				WCGW*
WCKU-FM	16	1.3	7.6	13	1.1	7.0	21	1.7	8.1	18	1.5	6.7	10	.8	7.7	WCKU-FM
WCOZ-FM	2	.2	1.0							5	.4	1.9	3	.2	2.3	WCOZ-FM
WFMI-FM	6	.5	2.9	9	.7	4.8	3	.2	1.2	9	.7	3.3	4	.3	3.1	WFMI-FM
WFRS																WFRS
WJMM-FM	3	.2	1.4	7	.6	3.8	1	.1	.4	2	.2	.7	1	.1	.8	WJMM-FM
WKQQ-FM	66	5.5	31.4	71	5.9	38.2	72	6.0	27.7	66	5.5	24.5	53	4.4	40.8	WKQQ-FM
WLAP	8	.7	3.8	10	.8	5.4	8	.7	3.1	13	1.1	4.8	3	.2	2.3	WLAP
WLAP-FM	9	.7	4.3	7	.6	3.8	12	1.0	4.6	15	1.2	5.6	7	.6	5.4	WLAP-FM
WLXG	5	.4	2.4	6	.5	3.2	7	.6	2.7	8	.7	3.0				WLXG
WMGB-FM	3	.2	1.4	2	.2	1.1	6	.5	2.3	6	.5	2.2				WMGB-FM
WNVL							1	.1	.4							WNVL
WRFL-FM																WRFL-FM
WVLK	9	.7	4.3	13	1.1	7.0	12	1.0	4.6	5	.4	1.9	5	.4	3.8	WVLK
WVLK-FM	57	4.7	27.1	39	3.2	21.0	76	6.3	29.2	78	6.5	29.0	36	3.0	27.7	WVLK-FM
WEKU-FM	5	.4	2.4	2	.2	1.1	8	.7	3.1	6	.5	2.2	4	.3	3.1	WEKU-FM
WHAS	1	.1	.5	1	.1	.5	1	.1	.4	1	.1	.4				WHAS
WLW							1	.1	.4							WLW
PUR	210	17.4		186	15.4		260	21.6		269	22.3		130	10.8		PUR

+ DENOTES SPANISH STATION. SEE ADVISORY ON PAGE IV.
* ESTIMATES ADJUSTED FOR ACTUAL BROADCAST SCHEDULE

BIRCH RADIO

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AVERAGE QUARTER HOUR AND CUME ESTIMATES

	SUNDAY 6:00AM-12:00 MID			SUNDAY 6:00AM-10:00AM			SUNDAY 10:00AM-3:00PM			SUNDAY 3:00PM-7:00PM			SUNDAY 7:00PM-12:00 MID			
	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	
WBBE																WBBE
WBKY-FM	3	.2	1.5				6	.5	2.7				3	.2	2.0	WBKY-FM
WCGW*	4	.3	2.0				6	.5	2.7							WCGW*
WCKU-FM	14	1.2	7.0	11	.9	6.4	6	.5	2.7	7	.6	2.7	5	.4	3.3	WCKU-FM
WCOZ-FM							1	.1	.5	40	3.3	15.3	1	.1	.7	WCOZ-FM
WFMI-FM	12	1.0	6.0	8	.7	4.6	15	1.2	6.8	2	.2	.8	14	1.2	9.2	WFMI-FM
WFRS										12	1.0	4.6				WFRS
WJMM-FM	6	.5	3.0	3	.2	1.7	3	.2	1.4	12	1.0	4.6	5	.4	3.3	WJMM-FM
WKQQ-FM	45	3.7	22.5	36	3.0	20.8	51	4.2	23.0	57	4.7	21.8	38	3.2	24.8	WKQQ-FM
WLAP	6	.5	3.0	8	.7	4.6	12	1.0	5.4	4	.3	1.5	3	.2	2.0	WLAP
WLAP-FM	19	1.6	9.5	14	1.2	8.1	18	1.5	8.1	22	1.8	8.4	20	1.7	13.1	WLAP-FM
WLXG	5	.4	2.5	1	.1	.6	5	.4	2.3	8	.7	3.1	6	.5	3.9	WLXG
WMGB-FM	2	.2	1.0	2	.2	1.2	2	.2	.9	3	.2	1.1	1	.1	.7	WMGB-FM
WVNL																WVNL
WRFL-FM	4	.3	2.0	4	.3	2.3	6	.5	2.7	3	.2	1.1				WRFL-FM
WVLK	3	.2	1.5	5	.4	2.9	6	.5	2.7	1	.1	.4				WVLK
WVLK-FM	61	5.1	30.5	58	4.8	33.5	65	5.4	29.3	73	6.1	27.9	52	4.3	34.0	WVLK-FM
WEKU-FM				1	.1	.6										WEKU-FM
WHAS																WHAS
WLW	1	.1	.5	5	.4	2.9										WLW
PUR	200	16.6		173	14.4		222	18.4		262	21.7		153	12.7		PUR

+ DENOTES SPANISH STATION. SEE ADVISORY ON PAGE IV.
 * ESTIMATES ADJUSTED FOR ACTUAL BROADCAST SCHEDULE

LEXINGTON/FAYETTE KY MSA
DECEMBER 1988 - FEBRUARY 1989

AVERAGE QUARTER HOUR AND CUME ESTIMATES

	MON - SUN 6:00AM-12:00 MID				MON - FRI 6:00AM-10:00AM				MON - FRI 10:00AM-3:00PM				MON - FRI 3:00PM-7:00PM				MON - FRI 7:00PM-12:00 MID				
	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	
WBBE																					WBBE
WBKY-FM																					WBKY-FM
WCGW*																					WCGW*
WCKU-FM	16	4.6	21.9	153	24	6.9	35.3	91	1	.3	1.7	24	26	7.4	31.0	90	17	4.9	24.3	86	WCKU-FM
WCOZ-FM				12																	WCOZ-FM
WFMI-FM	12	3.4	16.4	184	10	2.9	14.7	70	7	2.0	11.9	48	8	2.3	9.5	82	12	3.4	17.1	82	WFMI-FM
WFRS																					WFRS
WJMM-FM	1	.3	1.4	12					2	.6	3.4	4	3	.9	3.6	4	1	.3	1.4	4	WJMM-FM
WKQQ-FM	27	7.7	37.0	244	21	6.0	30.9	104	29	8.3	49.2	117	27	7.7	32.1	142	22	6.3	31.4	91	WKQQ-FM
WLAP				5	1	.3	1.5	5													WLAP
WLAP-FM	6	1.7	8.2	175	6	1.7	8.8	75	8	2.3	13.6	67	7	2.0	8.3	54	6	1.7	8.6	56	WLAP-FM
WLXG																					WLXG
WMGB-FM				12	1	.3	1.5	6				6	1	.3	1.2	6					WMGB-FM
WNVL																					WNVL
WRFL-FM	2	.6	2.7	27					2	.6	3.4	7	3	.9	3.6	15	3	.9	4.3	8	WRFL-FM
WVLK				9	1	.3	1.5	4								4	1	.3	1.4	4	WVLK
WVLK-FM	8	2.3	11.0	118	3	.9	4.4	29	9	2.6	15.3	53	7	2.0	8.3	39	5	1.4	7.1	29	WVLK-FM
WEKU-FM				8													1	.3	1.4	8	WEKU-FM
WHAS				6				6								6					WHAS
WLW				7									1	.3	1.2	7					WLW
PUR	73	20.9		346	68	19.4		272	59	16.9		240	84	24.0		287	70	20.0		269	PUR

+ DENOTES SPANISH STATION. SEE ADVISORY ON PAGE IV.
* ESTIMATES ADJUSTED FOR ACTUAL BROADCAST SCHEDULE

AVERAGE QUARTER HOUR AND CUME ESTIMATES

	MON - FRI 6:00AM-7:00PM				MON - FRI 6:00AM-10:00AM + 3:00PM-7:00PM				MON - FRI 6:00AM-3:00PM				MON - FRI 3:00PM-12:00 MID				SAT - SUN 6:00AM-12:00 MID				
	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	
WBBE																					
WBKY-FM																					
WCGW*																					
WCKU-FM	16	4.6	22.9	113	26	7.4	31.7	113	12	3.4	19.4	96	21	6.0	27.3	118	15	4.3	17.6	113	
WCOZ-FM																					12
WFMI-FM	9	2.6	12.9	129	9	2.6	11.0	117	8	2.3	12.9	106	11	3.1	14.3	128	19	5.4	22.4	149	
WFRS																					
WJMM-FM	2	.6	2.9	4	2	.6	2.4	4	1	.3	1.6	4	2	.6	2.6	4				12	
WKQQ-FM	26	7.4	37.1	184	24	6.9	29.3	163	25	7.1	40.3	156	24	6.9	31.2	173	30	8.6	35.3	188	
WLAP																					
WLAP-FM	7	2.0	10.0	126	7	2.0	8.5	103	7	2.0	11.3	117	7	2.0	9.1	90	6	1.7	7.1	109	
WLXG																					
WMGB-FM	1	.3	1.4	6	1	.3	1.2	6				6				6				12	
WNVL																					
WRFL-FM	2	.6	2.9	15	2	.6	2.4	15	1	.3	1.6	7	3	.9	3.9	23				23	
WVLK																					
WVLK-FM	6	1.7	8.6	76	6	1.7	7.3	62	7	2.0	11.3	63	5	1.4	6.5	50	15	4.3	17.6	95	
WEKU-FM																					
WHAS				6				6					1	.3	1.3	8					
WLW				7	1	.3	1.2	7								7					
WEKU-FM																					
WHAS																					
WLW																					
PUR	70	20.0		329	82	23.4		320	62	17.7		315	77	22.0		322	85	24.3		331	PUR

+ DENOTES SPANISH STATION. SEE ADVISORY ON PAGE IV.
 * ESTIMATES ADJUSTED FOR ACTUAL BROADCAST SCHEDULE

LEXINGTON/FAYETTE KY MSA
DECEMBER 1988 - FEBRUARY 1989

AVERAGE QUARTER HOUR AND CUME ESTIMATES

	MON - SAT 6:00AM-12:00 MID				MON - SAT 6:00AM-10:00AM				MON - SAT 10:00AM-3:00PM				MON - SAT 3:00PM-7:00PM				MON - SAT 7:00PM-12:00 MID					
	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)		
WBBE																					WBBE	
WBKY-FM																					WBKY-FM	
WCGW*																					WCGW*	
WCKU-FM	18	5.1	23.7	149	24	6.9	33.3	113	5	1.4	7.2	45	24	6.9	26.7	119	19	5.4	24.1	90	WCKU-FM	
WCOZ-FM																					WCOZ-FM	
WFMI-FM	12	3.4	15.8	171	11	3.1	15.3	79	9	2.6	13.0	69	11	3.1	12.2	91	14	4.0	17.7	92	WFMI-FM	
WFRS																					WFRS	
WJMM-FM	1	.3	1.3	4					2	.6	2.9	4	3	.9	3.3	4	1	.3	1.3	4	WJMM-FM	
WKQQ-FM	26	7.4	34.2	202	23	6.6	31.9	110	29	8.3	42.0	122	27	7.7	30.0	150	25	7.1	31.6	101	WKQQ-FM	
WLAP																					WLAP	
WLAP-FM	6	1.7	7.9	162	6	1.7	8.3	77	7	2.0	10.1	70	7	2.0	7.8	56	6	1.7	7.6	61	WLAP-FM	
WLXG																					WLXG	
WMGB-FM				6	1	.3	1.4	6				6	1	.3	1.1	6					WMGB-FM	
WNVL																					WNVL	
WRFL-FM	2	.6	2.6	23					2	.6	2.9	7	3	.9	3.3	15	3	.9	3.8	8	WRFL-FM	
WVLK																					WVLK	
WVLK-FM	10	2.9	13.2	117	4	1.1	5.6	30	14	4.0	20.3	83	12	3.4	13.3	82	7	2.0	8.9	51	WVLK-FM	
WEKU-FM				8														1	.3	1.3	8	WEKU-FM
WHAS				6				6								6					WHAS	
WLW				7									1	.3	1.1	7					WLW	
PUR	76	21.7		342	72	20.6		284	69	19.7		272	90	25.7		309	79	22.6		286	PUR	

+ DENOTES SPANISH STATION. SEE ADVISORY ON PAGE IV.
* ESTIMATES ADJUSTED FOR ACTUAL BROADCAST SCHEDULE

AVERAGE QUARTER HOUR AND CUME ESTIMATES

	SATURDAY 6:00AM-12:00 MID			SATURDAY 6:00AM-10:00AM			SATURDAY 10:00AM-3:00PM			SATURDAY 3:00PM-7:00PM			SATURDAY 7:00PM-12:00 MID			
	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	
WBEE																WBEE
WBKY-FM																WBKY-FM
WCGW*																WCGW*
WCKU-FM	23	6.6	21.3	24	6.9	30.0	25	7.1	21.4	13	3.7	11.6	26	7.4	23.4	WCKU-FM
WCOZ-FM																WCOZ-FM
WFMI-FM	23	6.6	21.3	17	4.9	21.3	22	6.3	18.8	28	8.0	25.0	23	6.6	20.7	WFMI-FM
WHS																WHS
WJMM-FM																WJMM-FM
WKQQ-FM	32	9.1	29.6	31	8.9	38.8	28	8.0	23.9	29	8.3	25.9	37	10.6	33.3	WKQQ-FM
WLAP																WLAP
WLAP-FM	3	.9	2.8	2	.6	2.5	3	.9	2.6	1	.3	.9	7	2.0	6.3	WLAP-FM
WLXG																WLXG
WMGB-FM																WMGB-FM
WNVL																WNVL
WRFL-FM																WRFL-FM
WVLK	1	.3	.9							1	.3	.9	1	.3	.9	WVLK
WVLK-FM	26	7.4	24.1	6	1.7	7.5	39	11.1	33.3	40	11.4	35.7	17	4.9	15.3	WVLK-FM
WEKU-FM																WEKU-FM
WHAS																WHAS
WLW																WLW
PUR	108	30.9		80	22.9		117	33.4		112	32.0		111	31.7		PUR

+ DENOTES SPANISH STATION. SEE ADVISORY ON PAGE IV.
 * ESTIMATES ADJUSTED FOR ACTUAL BROADCAST SCHEDULE

AVERAGE QUARTER HOUR AND CUME ESTIMATES

	SUNDAY 6:00AM-12:00 MID			SUNDAY 6:00AM-10:00AM			SUNDAY 10:00AM-3:00PM			SUNDAY 3:00PM-7:00PM			SUNDAY 7:00PM-12:00 MID			
	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	
WBBE																WBBE
WBKY-FM																WBKY-FM
WCGW*																WCGW*
WCKU-FM	9	2.6	13.0	5	1.4	13.9	6	1.7	8.8	25	7.1	26.6	4	1.1	5.4	WCKU-FM
WCOZ-FM										2	.6	2.1				WCOZ-FM
WFMI-FM	16	4.6	23.2	8	2.3	22.2	19	5.4	27.9	14	4.0	14.9	21	6.0	28.4	WFMI-FM
WFRS																WFRS
WJMM-FM	1	.3	1.4				2	.6	2.9							WJMM-FM
WKQQ-FM	28	8.0	40.6	15	4.3	41.7	25	7.1	36.8	33	9.4	35.1	36	10.3	48.6	WKQQ-FM
WLAP																WLAP
WLAP-FM	8	2.3	11.6	8	2.3	22.2	6	1.7	8.8	11	3.1	11.7	7	2.0	9.5	WLAP-FM
WLXG																WLXG
WMGB-FM	1	.3	1.4				2	.6	2.9							WMGB-FM
WNVL																WNVL
WRFL-FM	2	.6	2.9							3	.9	3.2	2	.6	2.7	WRFL-FM
WVLK																WVLK
WVLK-FM	4	1.1	5.8				8	2.3	11.8	5	1.4	5.3	4	1.1	5.4	WVLK-FM
WEKU-FM																WEKU-FM
WHAS																WHAS
WLW																WLW
PUR	69	19.7		36	10.3		68	19.4		94	26.9		74	21.1		PUR

+ DENOTES SPANISH STATION. SEE ADVISORY DN PAGE IV.
* ESTIMATES ADJUSTED FOR ACTUAL BROADCAST SCHEDULE

AVERAGE QUARTER HOUR AND CUME ESTIMATES

	MON - SUN 6:00AM-12:00 MID				MON - FRI 6:00AM-10:00AM				MON - FRI 10:00AM-3:00PM				MON - FRI 3:00PM-7:00PM				MON - FRI 7:00PM-12:00 MID				
	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	
WBBE				11				5				11				11					WBBE
WBKY-FM				5																	WBKY-FM
WCGW*				128	26	4.7	17.6	92	9	1.6	6.7	44	32	5.8	19.6	94	22	4.0	24.4	79	WCGW*
WCKU-FM	18	3.3	13.6	32	2	.4	1.4	14									4	.7	4.4	5	WCKU-FM
WCOZ-FM	1	.2	.8	130	6	1.1	4.1	39	5	.9	3.7	31	5	.9	3.1	47	4	.7	4.4	43	WCOZ-FM
WFMI-FM	6	1.1	4.5																		WFMI-FM
WHRF				39	1	.2	.7	5	2	.4	1.5	4	7	1.3	4.3	28	2	.4	2.2	9	WHRF
WJMM-FM	2	.4	1.5	439	50	9.0	33.8	226	55	9.9	41.0	223	55	9.9	33.7	284	31	5.6	34.4	132	WJMM-FM
WKQQ-FM	48	8.7	36.4	26	3	.5	2.0	20	3	.5	2.2	10	3	.5	1.8	16	1	.2	1.1	7	WKQQ-FM
WLAP	2	.4	1.5	281	13	2.4	8.8	114	17	3.1	12.7	124	14	2.5	8.6	95	10	1.8	11.1	88	WLAP
WLAP-FM	13	2.4	9.8	12																	WLAP-FM
WLXG				38	3	.5	2.0	17	3	.5	2.2	17	4	.7	2.5	18					WLXG
WMGB-FM	2	.4	1.5	22				5	2	.4	1.5	7	4	.7	2.5	20					WMGB-FM
WNVL	2	.4	1.5	47	10	1.8	6.8	36	5	.9	3.7	14	4	.7	2.5	22	3	.5	3.3	15	WNVL
WRFL-FM	4	.7	3.0	246	24	4.3	16.2	119	24	4.3	17.9	98	25	4.5	15.3	107	10	1.8	11.1	65	WRFL-FM
WVLK	28	5.1	21.2																		WVLK
WVLK-FM				4				18				6	1	.2	.6	10	1	.2	1.1	8	WVLK-FM
WEKU-FM	1	.2	.8	19	1	.2	.7	11	4	.7	3.0	11	5	.9	3.1	18					WEKU-FM
WHAS				29	1	.2	.7														WHAS
WLW	2	.4	1.5																		WLW
PUR	132	23.9		545	148	26.8		463	134	24.2		431	163	29.5		478	90	16.3		362	PUR

+ DENOTES SPANISH STATION. SEE ADVISORY ON PAGE IV.
 * ESTIMATES ADJUSTED FOR ACTUAL BROADCAST SCHEDULE

LEXINGTON/FAYETTE KY MSA
DECEMBER 1988 - FEBRUARY 1989

AVERAGE QUARTER HOUR AND CUME ESTIMATES

	MON - FRI 6:00AM-7:00PM				MON - FRI 6:00AM-10:00AM + 3:00PM-7:00PM				MON - FRI 6:00AM-3:00PM				MON - FRI 3:00PM-12:00 MID				SAT - SUN 6:00AM-12:00 MID				
	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	
WBBE				11				11				11				11					WBBE
WBKY-FM																					WBKY-FM
WCGW*																					WCGW*
WCKU-FM	22	4.0	14.8	112	30	5.4	18.1	112	17	3.1	12.3	102	27	4.9	22.3	109	9	1.6	6.4	64	WCKU-FM
WCOZ-FM	1	.2	.7	14	1	.2	.6	14	1	.2	.7	14	2	.4	1.7	5	1	.2	.7	19	WCOZ-FM
WFMI-FM	6	1.1	4.0	90	6	1.1	3.6	78	5	.9	3.6	64	5	.9	4.1	84	9	1.6	6.4	90	WFMI-FM
WFRS																					WFRS
WJMM-FM	4	.7	2.7	28	5	.9	3.0	28	1	.2	.7	9	4	.7	3.3	28	2	.4	1.4	28	WJMM-FM
WKQQ-FM	54	9.8	36.2	400	53	9.6	31.9	354	52	9.4	37.7	323	41	7.4	33.9	323	50	9.0	35.7	275	WKQQ-FM
WLAP	3	.5	2.0	25	4	.7	2.4	25	3	.5	2.2	25	2	.4	1.7	16				6	WLAP
WLAP-FM	14	2.5	9.4	223	14	2.5	8.4	163	15	2.7	10.9	197	12	2.2	9.9	157	13	2.4	9.3	157	WLAP-FM
WLXG																					WLXG
WMGB-FM	4	.7	2.7	30	4	.7	2.4	24	3	.5	2.2	22	1	.2	.8	18	2	.4	1.4	24	WMGB-FM
WNVL																					WNVL
WRFL-FM	2	.4	1.3	20	3	.5	1.8	20	1	.2	.7	12	1	.2	.8	20	1	.2	.7	18	WRFL-FM
WVLK	6	1.1	4.0	41	8	1.4	4.8	41	7	1.3	5.1	41	4	.7	3.3	33	1	.2	.7	6	WVLK
WVLK-FM	24	4.3	16.1	180	25	4.5	15.1	155	24	4.3	17.4	157	16	2.9	13.2	133	48	8.7	34.3	201	WVLK-FM
WEKU-FM				10	1	.2	.6	10				10	1	.2	.8	18	3	.5	2.1	13	WEKU-FM
WHAS				18	1	.2	.6	18				18				12				5	WHAS
WLW	3	.5	2.0	24	4	.7	2.4	24	3	.5	2.2	17	2	.4	1.7	23				6	WLW
PUR	149	26.9		534	166	30.0		520	138	25.0		517	121	21.9		512	140	25.3		498	PUR

+ DENOTES SPANISH STATION. SEE ADVISORY ON PAGE IV.
* ESTIMATES ADJUSTED FOR ACTUAL BROADCAST SCHEDULE

BIRCH RADIO

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AVERAGE QUARTER HOUR AND CUME ESTIMATES

	MON - SAT 6:00AM-12:00 MID				MON - SAT 6:00AM-10:00AM				MON - SAT 10:00AM-3:00PM				MON - SAT 3:00PM-7:00PM				MON - SAT 7:00PM-12:00 MID				
	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	
WBBE				11				5				11				11					WBBE
WBKY-FM				5												5					WBKY-FM
WCGW*				124	23	4.2	16.2	94	10	1.8	7.0	53	1	.2	.6	5	20	3.6	21.5	80	WCGW*
WCKU-FM	20	3.6	15.3	19	2	.4	1.4	14					28	5.1	17.0	97	4	.7	4.3	6	WCKU-FM
WCOZ-FM	2	.4	1.5	120	6	1.1	4.2	45	5	.9	3.5	33	6	1.1	3.6	49	4	.7	4.3	47	WCOZ-FM
WFMI-FM	6	1.1	4.6																		WFMI-FM
WHRF				29	1	.2	.7	5	2	.4	1.4	4	6	1.1	3.6	28	2	.4	2.2	9	WHRF
WJMM-FM	2	.4	1.5	424	52	9.4	36.6	238	56	10.1	39.4	236	54	9.8	32.7	298	34	6.1	36.6	147	WJMM-FM
WKQQ-FM	49	8.9	37.4	25	3	.5	2.1	20	3	.5	2.1	10	3	.5	1.8	16	1	.2	1.1	7	WKQQ-FM
WLAP	2	.4	1.5	260	12	2.2	8.5	118	16	2.9	11.3	127	14	2.5	8.5	100	9	1.6	9.7	92	WLAP
WLAP-FM	13	2.4	9.9	7																	WLAP-FM
WLXG				31	3	.5	2.1	18	4	.7	2.8	18	5	.9	3.0	19					WLXG
WMGB-FM	2	.4	1.5	20				5	2	.4	1.4	7	4	.7	2.4	20					WMGB-FM
WNVL				47	9	1.6	6.3	37	5	.9	3.5	15	3	.5	1.8	22	3	.5	3.2	15	WNVL
WRFL-FM	1	.2	.8	237	22	4.0	15.5	123	30	5.4	21.1	133	31	5.6	18.8	156	12	2.2	12.9	88	WRFL-FM
WVLC	4	.7	3.1																		WVLC
WVLC-FM	24	4.3	18.3																		WVLC-FM
WEKU-FM	1	.2	.8	20				7	1	.2	.7	7	2	.4	1.2	11	2	.4	2.2	13	WEKU-FM
WHAS				19	1	.2	.7	18								12					WHAS
WLW	2	.4	1.5	29	1	.2	.7	11	4	.7	2.8	12	4	.7	2.4	18				5	WLW
PUR	131	23.7		542	142	25.7		471	142	25.7		451	165	29.8		495	93	16.8		383	PUR

+ DENOTES SPANISH STATION. SEE ADVISORY ON PAGE IV.
 * ESTIMATES ADJUSTED FOR ACTUAL BROADCAST SCHEDULE

AVERAGE QUARTER HOUR AND CUME ESTIMATES

	SATURDAY 6:00AM-12:00 MID			SATURDAY 6:00AM-10:00AM			SATURDAY 10:00AM-3:00PM			SATURDAY 3:00PM-7:00PM			SATURDAY 7:00PM-12:00 MID			
	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	
WBBE																WBBE
WBKY-FM																WBKY-FM
WCGW*	1	.2	.8							3	.5	1.9				WCGW*
WCKU-FM	10	1.8	7.6	11	2.0	10.7	13	2.4	7.9	8	1.4	5.0	7	1.3	7.5	WCKU-FM
WCOZ-FM	2	.4	1.5							4	.7	2.5	3	.5	3.2	WCOZ-FM
WFMI-FM	6	1.1	4.6	9	1.6	8.7	3	.5	1.8	9	1.6	5.7	4	.7	4.3	WFMI-FM
WFRS													1	.2	1.1	WFRS
WJMM-FM																WJMM-FM
WKQQ-FM	56	10.1	42.7	59	10.7	57.3	62	11.2	37.6	53	9.6	33.3	47	8.5	50.5	WKQQ-FM
WLAP																WLAP
WLAP-FM	7	1.3	5.3	5	.9	4.9	9	1.6	5.5	10	1.8	6.3	6	1.1	6.5	WLAP-FM
WLXG																WLXG
WMGB-FM	3	.5	2.3	2	.4	1.9	6	1.1	3.6	6	1.1	3.8				WMGB-FM
WVNL																WVNL
WRFL-FM																WRFL-FM
WVLK	2	.4	1.5	3	.5	2.9	4	.7	2.4							WVLK
WVLK-FM	39	7.1	29.8	12	2.2	11.7	60	10.8	36.4	59	10.7	37.1	21	3.8	22.6	WVLK-FM
WEKU-FM	5	.9	3.8	2	.4	1.9	7	1.3	4.2	6	1.1	3.8	4	.7	4.3	WEKU-FM
WHAS										1	.2	.6				WHAS
WLW																WLW
PUR	131	23.7		103	18.6		165	29.8		159	28.8		93	16.8		PUR

+ DENOTES SPANISH STATION. SEE ADVISORY ON PAGE IV.
 * ESTIMATES ADJUSTED FOR ACTUAL BROADCAST SCHEDULE

AVERAGE QUARTER HOUR AND CUME ESTIMATES

	SUNDAY 6:00AM-12:00 MID			SUNDAY 6:00AM-10:00AM			SUNDAY 10:00AM-3:00PM			SUNDAY 3:00PM-7:00PM			SUNDAY 7:00PM-12:00 MID			
	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	
WBBE																WBBE
WBKY-FM																WBKY-FM
WCGW*																WCGW*
WCKU-FM	8	1.4	5.3	2	.4	1.7	6	1.1	3.7	25	4.5	12.6	2	.4	1.6	WCKU-FM
WCOZ-FM										2	.4	1.0	1	.2	.8	WCOZ-FM
WFMI-FM	12	2.2	7.9	8	1.4	6.7	15	2.7	9.3	12	2.2	6.1	14	2.5	10.9	WFMI-FM
WHR5																WHR5
WJMM-FM	4	.7	2.6	3	.5	2.5	3	.5	1.9	8	1.4	4.0				WJMM-FM
WKQQ-FM	44	8.0	28.9	36	6.5	30.0	46	8.3	28.4	57	10.3	28.8	38	6.9	29.5	WKQQ-FM
WLAP																WLAP
WLAP-FM	19	3.4	12.5	13	2.4	10.8	18	3.3	11.1	22	4.0	11.1	20	3.6	15.5	WLAP-FM
WLXG	1	.2	.7							4	.7	2.0				WLXG
WMGB-FM	2	.4	1.3				2	.4	1.2	3	.5	1.5	1	.2	.8	WMGB-FM
WNVL																WNVL
WRFL-FM	4	.7	2.6	4	.7	3.3	6	1.1	3.7	3	.5	1.5				WRFL-FM
WVLK																WVLK
WVLK-FM	56	10.1	36.8	50	9.0	41.7	62	11.2	38.3	62	11.2	31.3	52	9.4	40.3	WVLK-FM
WEKU-FM				1	.2	.8										WEKU-FM
WHAS																WHAS
WLW																WLW
PUR	152	27.5		120	21.7		162	29.3		198	35.8		129	23.3		PUR

+ DENOTES SPANISH STATION. SEE ADVISORY ON PAGE IV.
 * ESTIMATES ADJUSTED FOR ACTUAL BROADCAST SCHEDULE

LEXINGTON/FAYETTE KY MSA
DECEMBER 1988 - FEBRUARY 1989

AVERAGE QUARTER HOUR AND CUME ESTIMATES

	MON - SUN 6:00AM-12:00 MID				MON - FRI 6:00AM-10:00AM				MON - FRI 10:00AM-3:00PM				MON - FRI 3:00PM-7:00PM				MON - FRI 7:00PM-12:00 MID				
	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	
WBBE				4				4				4				33				12	WBBE
WBKY-FM	2	.2	1.0	39	4	.5	1.8	21	3	.3	1.4	28	4	.5	1.6	4	1	.1	.8		WBKY-FM
WCGW*	1	.1	.5	36																	WCGW*
WCKU-FM	20	2.3	10.1	156	27	3.0	11.8	96	9	1.0	4.1	44	33	3.7	13.5	113	22	2.5	17.6	79	WCKU-FM
WCOZ-FM	5	.6	2.5	58	5	.6	2.2	30	9	1.0	4.1	12	7	.8	2.9	21	5	.6	4.0	10	WCOZ-FM
WFMI-FM	6	.7	3.0	142	6	.7	2.6	51	5	.6	2.3	31	5	.6	2.0	54	4	.5	3.2	48	WFMI-FM
WHRF																					WHRF
WJMM-FM	3	.3	1.5	55	2	.2	.9	9	4	.5	1.8	8	9	1.0	3.7	32	3	.3	2.4	13	WJMM-FM
WKQQ-FM	61	6.9	30.8	544	69	7.8	30.3	318	77	8.7	34.8	289	76	8.6	31.0	375	35	4.0	28.0	161	WKQQ-FM
WLAP	6	.7	3.0	85	6	.7	2.6	47	7	.8	3.2	20	6	.7	2.4	37	1	.1	.8	7	WLAP
WLAP-FM	20	2.3	10.1	361	20	2.3	8.8	164	30	3.4	13.6	161	20	2.3	8.2	125	20	2.3	16.0	147	WLAP-FM
WLXG	3	.3	1.5	48	3	.3	1.3	14	1	.1	.5	9	2	.2	.8	19	2	.2	1.6	5	WLXG
WMGB-FM	3	.3	1.5	58	5	.6	2.2	37	3	.3	1.4	17	6	.7	2.4	34	1	.1	.8	5	WMGB-FM
WNVL				4	1	.1	.4	4								4					WNVL
WRFL-FM	2	.2	1.0	38	1	.1	.4	21	2	.2	.9	7	5	.6	2.0	31					WRFL-FM
WVLK	11	1.2	5.6	140	24	2.7	10.5	108	15	1.7	6.8	40	12	1.4	4.9	59	5	.6	4.0	29	WVLK
WVLK-FM	39	4.4	19.7	403	37	4.2	16.2	182	35	4.0	15.8	166	40	4.5	16.3	196	17	1.9	13.6	98	WVLK-FM
WEKU-FM	3	.3	1.5	44	3	.3	1.3	16	4	.5	1.8	12	4	.5	1.6	22	2	.2	1.6	20	WEKU-FM
WHAS	1	.1	.5	42	2	.2	.9	29					2	.2	.8	24	1	.1	.8	11	WHAS
WLW	5	.6	2.5	78	3	.3	1.3	19	9	1.0	4.1	29	9	1.0	3.7	35	3	.3	2.4	25	WLW
PUR	198	22.3		870	228	25.7		741	221	24.9		657	245	27.7		742	125	14.1		547	PUR

+ DENOTES SPANISH STATION. SEE ADVISORY ON PAGE IV.
* ESTIMATES ADJUSTED FOR ACTUAL BROADCAST SCHEDULE

BIRCH RADIO

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AVERAGE QUARTER HOUR AND CUME ESTIMATES

	MON - FRI 6:00AM-7:00PM				MON - FRI 6:00AM-10:00AM + 3:00PM-7:00PM				MON - FRI 6:00AM-3:00PM				MON - FRI 3:00PM-12:00 MID				SAT - SUN 6:00AM-12:00 MID				
	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	
WBBE				4				4				4									WBBE
WBKY-FM	4	.5	1.7	38	4	.5	1.6	33	3	.3	1.4	38	2	.2	1.1	33	1	.1	.5	9	WBKY-FM
WCGW*				4				4				4				4	4	.5	2.1	36	WCGW*
WCKU-FM	23	2.6	9.9	131	31	3.5	12.4	131	17	1.9	7.7	106	27	3.0	15.3	128	13	1.5	6.8	86	WCKU-FM
WCOZ-FM	8	.9	3.4	39	6	.7	2.4	35	7	.8	3.2	34	6	.7	3.4	26	1	.1	.5	30	WCOZ-FM
WFMI-FM	6	.7	2.6	102	6	.7	2.4	90	5	.6	2.3	76	5	.6	2.8	96	9	1.0	4.7	90	WFMI-FM
WHR																					WHR
WJMM-FM	6	.7	2.6	36	7	.8	2.8	36	3	.3	1.4	17	5	.6	2.8	32	4	.5	2.1	43	WJMM-FM
WKQQ-FM	75	8.5	32.3	501	73	8.2	29.2	450	73	8.2	33.0	420	53	6.0	29.9	414	56	6.3	29.3	300	WKQQ-FM
WLAP	6	.7	2.6	60	7	.8	2.8	56	7	.8	3.2	56	3	.3	1.7	37	6	.7	3.1	52	WLAP
WLAP-FM	23	2.6	9.9	279	21	2.4	8.4	219	25	2.8	11.3	247	21	2.4	11.9	234	14	1.6	7.3	172	WLAP-FM
WLXG	2	.2	.9	22	3	.3	1.2	22	2	.2	.9	14	2	.2	1.1	19	5	.6	2.6	48	WLXG
WMGB-FM	5	.6	2.2	50	6	.7	2.4	44	4	.5	1.8	42	2	.2	1.1	34	2	.2	1.0	24	WMGB-FM
WNVL				4	1	.1	.4	4				4				4					WNVL
WRFL-FM	3	.3	1.3	36	4	.5	1.6	36	1	.1	.5	28	1	.1	.6	31	1	.1	.5	18	WRFL-FM
WVLK	17	1.9	7.3	117	19	2.1	7.6	117	19	2.1	8.6	117	9	1.0	5.1	77	5	.6	2.6	57	WVLK
WVLK-FM	36	4.1	15.5	320	39	4.4	15.6	284	36	4.1	16.3	273	27	3.0	15.3	235	57	6.4	29.8	292	WVLK-FM
WEKU-FM	3	.3	1.3	27	4	.5	1.6	27	4	.5	1.8	22	3	.3	1.7	35	3	.3	1.6	19	WEKU-FM
WHAS	1	.1	.4	36	3	.3	1.2	36				29	1	.1	.6	29				11	WHAS
WLW	6	.7	2.6	55	7	.8	2.8	41	7	.8	3.2	40	6	.7	3.4	55				31	WLW
PUR	232	26.2		845	250	28.2		823	221	24.9		818	177	20.0		805	191	21.6		774	PUR

+ DENOTES SPANISH STATION. SEE ADVISORY ON PAGE IV.
 * ESTIMATES ADJUSTED FOR ACTUAL BROADCAST SCHEDULE

LEXINGTON/FAYETTE KY MSA
DECEMBER 1988 - FEBRUARY 1989

AVERAGE QUARTER HOUR AND CUME ESTIMATES

	MON - SAT 6:00AM-12:00 MID				MON - SAT 6:00AM-10:00AM				MON - SAT 10:00AM-3:00PM				MON - SAT 3:00PM-7:00PM				MON - SAT 7:00PM-12:00 MID								
	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)					
WBBE				4				4				4													WBBE
WBKY-FM	3	.3	1.5	39	4	.5	1.8	22	3	.3	1.3	29	5	.6	2.0	34	1	.1	.8	12					WBKY-FM
WCGW*	1	.1	.5	11					1	.1	.4	6	1	.1	.4	11									WCGW*
WCKU-FM	21	2.4	10.6	151	24	2.7	10.7	107	11	1.2	4.8	72	30	3.4	12.0	124	21	2.4	16.3	86					WCKU-FM
WCOZ-FM	6	.7	3.0	44	5	.6	2.2	30	8	.9	3.5	12	7	.8	2.8	25	5	.6	3.9	11					WCOZ-FM
WFMI-FM	6	.7	3.0	132	6	.7	2.7	57	5	.6	2.2	33	6	.7	2.4	56	4	.5	3.1	52					WFMI-FM
WFRS																									WFRS
WJMM-FM	3	.3	1.5	44	3	.3	1.3	16	4	.5	1.7	15	8	.9	3.2	39	3	.3	2.3	13					WJMM-FM
WKQQ-FM	64	7.2	32.3	528	70	7.9	31.1	332	76	8.6	33.2	304	74	8.4	29.5	392	39	4.4	30.2	178					WKQQ-FM
WLAP	5	.6	2.5	81	7	.8	3.1	54	8	.9	3.5	33	8	.9	3.2	57	1	.1	.8	13					WLAP
WLAP-FM	21	2.4	10.6	339	19	2.1	8.4	170	27	3.0	11.8	165	20	2.3	8.0	135	18	2.0	14.0	152					WLAP-FM
WLXG	2	.2	1.0	40	4	.5	1.8	16	2	.2	.9	22	3	.3	1.2	31	2	.2	1.6	5					WLXG
WMGB-FM	3	.3	1.5	51	5	.6	2.2	38	4	.5	1.7	18	7	.8	2.8	35	1	.1	.8	5					WMGB-FM
WNVL				4	1	.1	.4	4								4									WNVL
WRFL-FM	1	.1	.5	36	1	.1	.4	21	2	.2	.9	7	5	.6	2.0	31									WRFL-FM
WVLK	12	1.4	6.1	136	23	2.6	10.2	114	15	1.7	6.6	53	11	1.2	4.4	61	5	.6	3.9	30					WVLK
WVLK-FM	35	4.0	17.7	391	36	4.1	16.0	192	41	4.6	17.9	205	46	5.2	18.3	249	19	2.1	14.7	130					WVLK-FM
WEKU-FM	3	.3	1.5	43	3	.3	1.3	19	5	.6	2.2	14	5	.6	2.0	23	3	.3	2.3	25					WEKU-FM
WHAS	1	.1	.5	42	2	.2	.9	30					2	.2	.8	24	1	.1	.8	11					WHAS
WLW	5	.6	2.5	75	3	.3	1.3	19	8	.9	3.5	30	7	.8	2.8	35	3	.3	2.3	25					WLW
PUR	198	22.3		865	225	25.4		761	229	25.8		709	251	28.3		784	129	14.8		583				PUR	

+ DENOTES SPANISH STATION. SEE ADVISORY ON PAGE IV.
* ESTIMATES ADJUSTED FOR ACTUAL BROADCAST SCHEDULE

BIRCH RADIO

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AVERAGE QUARTER HOUR AND CUME ESTIMATES

	SATURDAY 6:00AM-12:00 MID			SATURDAY 6:00AM-10:00AM			SATURDAY 10:00AM-3:00PM			SATURDAY 3:00PM-7:00PM			SATURDAY 7:00PM-12:00 MID			
	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	
WBBE																WBBE
WBKY-FM	2	.2	1.0	1	.1	.6	1	.1	.4	7	.8	2.9				WBKY-FM
WCGW*	4	.5	2.1				6	.7	2.5	5	.6	2.0				WCGW*
WCKU-FM	16	1.8	8.3	13	1.5	7.6	21	2.4	8.7	18	2.0	7.3	10	1.1	8.6	WCKU-FM
WCOZ-FM	2	.2	1.0							4	.5	1.6	3	.3	2.6	WCOZ-FM
WFMI-FM	6	.7	3.1	9	1.0	5.3	3	.3	1.2	9	1.0	3.7	4	.5	3.4	WFMI-FM
WFRS																WFRS
WJMM-FM	2	.2	1.0	4	.5	2.4	1	.1	.4	2	.2	.8	1	.1	.9	WJMM-FM
WKQQ-FM	66	7.4	34.2	71	8.0	41.8	72	8.1	29.9	66	7.4	26.9	53	6.0	45.7	WKQQ-FM
WLAP	7	.8	3.6	9	1.0	5.3	7	.8	2.9	12	1.4	4.9	2	.2	1.7	WLAP
WLAP-FM	8	.9	4.1	7	.8	4.1	11	1.2	4.6	14	1.6	5.7	6	.7	5.2	WLAP-FM
WLXG	5	.6	2.6	6	.7	3.5	7	.8	2.9	8	.9	3.3				WLXG
WMGB-FM	3	.3	1.6	2	.2	1.2	6	.7	2.5	6	.7	2.4				WMGB-FM
WVNL																WVNL
WRFL-FM																WRFL-FM
WVLK	8	.9	4.1	13	1.5	7.6	12	1.4	5.0	4	.5	1.6	1	.1	.9	WVLK
WVLK-FM	52	5.9	26.9	32	3.6	18.8	71	8.0	29.5	72	8.1	29.4	32	3.6	27.6	WVLK-FM
WEKU-FM	5	.6	2.6	2	.2	1.2	8	.9	3.3	6	.7	2.4				WEKU-FM
WHAS	1	.1	.5	1	.1	.6	1	.1	.4	1	.1	.4	4	.5	3.4	WHAS
WLW							1	.1	.4							WLW
PUR	193	21.8		170	19.2		241	27.2		245	27.7		116	13.1		PUR

+ DENDTES SPANISH STATION. SEE ADVISORY ON PAGE IV.
 * ESTIMATES ADJUSTED FOR ACTUAL BROADCAST SCHEDULE

LEXINGTON/FAYETTE KY MSA
DECEMBER 1988 - FEBRUARY 1989

AVERAGE QUARTER HOUR AND CUME ESTIMATES

	SUNDAY 6:00AM-12:00 MID			SUNDAY 6:00AM-10:00AM			SUNDAY 10:00AM-3:00PM			SUNDAY 3:00PM-7:00PM			SUNDAY 7:00PM-12:00 MID			
	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	
WBBE																WBBE
WBKY-FM																WBKY-FM
WCGW*	4	.5	2.1				6	.7	2.8	7	.8	2.8				WCGW*
WCKU-FM	11	1.2	5.7	6	.7	3.8	6	.7	2.8	32	3.6	12.7	5	.6	3.3	WCKU-FM
WCOZ-FM							1	.1	.5	2	.2	.8	1	.1	.7	WCOZ-FM
WFMI-FM	12	1.4	6.2	8	.9	5.1	15	1.7	6.9	12	1.4	4.8	14	1.6	9.3	WFMI-FM
WFRS																WFRS
WJMM-FM	6	.7	3.1	3	.3	1.9	3	.3	1.4	12	1.4	4.8	5	.6	3.3	WJMM-FM
WKQQ-FM	45	5.1	23.3	36	4.1	22.9	51	5.8	23.6	57	6.4	22.6	38	4.3	25.3	WKQQ-FM
WLAP	5	.6	2.6	1	.1	.6	12	1.4	5.6	4	.5	1.6	3	.3	2.0	WLAP
WLAP-FM	19	2.1	9.8	14	1.6	8.9	18	2.0	8.3	22	2.5	8.7	20	2.3	13.3	WLAP-FM
WLXG	5	.6	2.6	1	.1	.6	5	.6	2.3	8	.9	3.2	6	.7	4.0	WLXG
WMGB-FM	2	.2	1.0				2	.2	.9	3	.3	1.2	1	.1	.7	WMGB-FM
WNVL																WNVL
WRFL-FM	4	.5	2.1	4	.5	2.5	6	.7	2.8	3	.3	1.2				WRFL-FM
WVLK	3	.3	1.6	4	.5	2.5	6	.7	2.8							WVLK
WVLK-FM	61	6.9	31.6	57	6.4	36.3	65	7.3	30.1	72	8.1	28.6	52	5.9	34.7	WVLK-FM
WEKU-FM				1	.1	.6										WEKU-FM
WHAS																WHAS
WLW	1	.1	.5	5	.6	3.2										WLW
PUR	193	21.8		157	17.7		216	24.4		252	28.4		150	16.9		PUR

+ DENOTES SPANISH STATION. SEE ADVISORY ON PAGE IV.
* ESTIMATES ADJUSTED FOR ACTUAL BROADCAST SCHEDULE

BIRCH RADIO

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AVERAGE QUARTER HOUR AND CUME ESTIMATES

	MON - SUN 6:00AM-12:00 MID				MON - FRI 6:00AM-10:00AM				MON - FRI 10:00AM-3:00PM				MON - FRI 3:00PM-7:00PM				MON - FRI 7:00PM-12:00 MID				
	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	
WBBE				4				4				4									WBBE
WBKY-FM	2	.3	1.4	39	4	.6	2.2	21	3	.5	1.7	28	4	.6	2.2	33	1	.2	1.3	12	WBKY-FM
WCGW*	1	.2	.7	36												4					WCGW*
WCKU-FM	9	1.4	6.2	62	11	1.7	6.1	31	8	1.2	4.6	27	12	1.8	6.6	45	9	1.4	11.5	27	WCKU-FM
WCOZ-FM	5	.8	3.4	46	5	.8	2.8	30	9	1.4	5.2	12	7	1.1	3.9	21	5	.8	6.4	10	WCOZ-FM
WFMI-FM	2	.3	1.4	62	4	.6	2.2	39	4	.6	2.3	12	3	.5	1.7	33	1	.2	1.3	18	WFMI-FM
WHR5																					WHR5
WJMM-FM	2	.3	1.4	43	2	.3	1.1	9	2	.3	1.1	4	6	.9	3.3	28	2	.3	2.6	9	WJMM-FM
WKQQ-FM	35	5.3	24.1	347	48	7.2	26.8	214	48	7.2	27.6	172	49	7.4	27.1	238	13	2.0	16.7	80	WKQQ-FM
WLAP	6	.9	4.1	80	5	.8	2.8	42	7	1.1	4.0	20	6	.9	3.3	37	1	.2	1.3	7	WLAP
WLAP-FM	16	2.4	11.0	251	16	2.4	8.9	129	24	3.6	13.8	106	17	2.6	9.4	107	16	2.4	20.5	105	WLAP-FM
WLXG	3	.5	2.1	48	3	.5	1.7	14	1	.2	.6	9	2	.3	1.1	19	2	.3	2.6	5	WLXG
WMGB-FM	3	.5	2.1	46	4	.6	2.2	31	3	.5	1.7	11	5	.8	2.8	28	1	.2	1.3	5	WMGB-FM
WNVL				4	1	.2	.6	4								4					WNVL
WRFL-FM	1	.2	.7	22	1	.2	.6	21					2	.3	1.1	16					WRFL-FM
WVLK	11	1.7	7.6	136	23	3.5	12.8	104	15	2.3	8.6	40	12	1.8	6.6	55	4	.6	5.1	25	WVLK
WVLK-FM	33	5.0	22.8	316	35	5.3	19.6	165	30	4.5	17.2	132	37	5.6	20.4	175	15	2.3	19.2	87	WVLK-FM
WEKU-FM	3	.5	2.1	36	3	.5	1.7	16	4	.6	2.3	12	4	.6	2.2	22	1	.2	1.3	12	WEKU-FM
WHAS	1	.2	.7	36	2	.3	1.1	23					2	.3	1.1	18	1	.2	1.3	11	WHAS
WLW	5	.8	3.4	71	3	.5	1.7	19	9	1.4	5.2	29	8	1.2	4.4	28	3	.5	3.8	25	WLW
PUR	145	21.8		651	179	28.9		567	174	26.2		477	181	27.2		556	78	11.7		383	PUR

+ DENDTES SPANISH STATION. SEE ADVISORY ON PAGE IV.
 * ESTIMATES ADJUSTED FOR ACTUAL BROADCAST SCHEDULE

LEXINGTON/FAYETTE KY MSA
DECEMBER 1988 - FEBRUARY 1989

AVERAGE QUARTER HOUR AND CUME ESTIMATES

	MON - FRI 6:00AM-7:00PM				MON - FRI 6:00AM-10:00AM + 3:00PM-7:00PM				MON - FRI 6:00AM-3:00PM				MON - FRI 3:00PM-12:00 MID				SAT - SUN 6:00AM-12:00 MID								
	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)					
WBBE				4				4				4				4				4				4	WBBE
WBKY-FM	4	.6	2.2	38	4	.6	2.1	33	3	.5	1.7	38	2	.3	1.6	33	1	.2	.8	9	1	.2	.8	9	WBKY-FM
WCGW*				4				4				4				4				4				4	WCGW*
WCKU-FM	11	1.7	6.1	51	12	1.8	6.3	51	9	1.4	5.1	36	10	1.5	8.2	51	5	.8	3.9	32	5	.8	3.9	32	WCKU-FM
WCOZ-FM	8	1.2	4.5	39	6	.9	3.2	35	7	1.1	4.0	34	6	.9	4.9	26	1	.2	.8	18	1	.2	.8	18	WCOZ-FM
WFMI-FM	4	.6	2.2	57	4	.6	2.1	57	4	.6	2.3	45	2	.3	1.6	51	1	.2	.8	30	1	.2	.8	30	WFMI-FM
WHR5																									WHR5
WJMM-FM	4	.6	2.2	32	5	.8	2.6	32	2	.3	1.1	13	3	.5	2.5	28	4	.6	3.1	31	4	.6	3.1	31	WJMM-FM
WKQQ-FM	49	7.4	27.4	322	49	7.4	25.9	292	48	7.2	27.4	264	29	4.4	23.8	251	28	4.2	21.9	159	28	4.2	21.9	159	WKQQ-FM
WLAP	6	.9	3.4	55	6	.9	3.2	51	7	1.1	4.0	51	3	.5	2.5	37	6	.9	4.7	52	6	.9	4.7	52	WLAP
WLAP-FM	19	2.9	10.6	209	17	2.6	9.0	172	20	3.0	11.4	177	17	2.6	13.9	180	10	1.5	7.8	104	10	1.5	7.8	104	WLAP-FM
WLXG	2	.3	1.1	22	3	.5	1.6	22	2	.3	1.1	14	2	.3	1.6	19	5	.8	3.9	48	5	.8	3.9	48	WLXG
WMGB-FM	4	.6	2.2	44	5	.8	2.6	38	4	.6	2.3	36	2	.3	1.6	28	2	.3	1.6	12	2	.3	1.6	12	WMGB-FM
WNVL				4	1	.2	.5	4				4				4				4				4	WNVL
WRFL-FM	1	.2	.6	21	2	.3	1.1	21				21				16	1	.2	.8	6	1	.2	.8	6	WRFL-FM
WVLK	17	2.6	9.5	113	18	2.7	9.5	113	19	2.9	10.9	113	8	1.2	6.6	73	5	.8	3.9	57	5	.8	3.9	57	WVLK
WVLK-FM	33	5.0	18.4	274	36	5.4	19.0	252	32	4.8	18.3	234	25	3.8	20.5	203	42	6.3	32.8	205	42	6.3	32.8	205	WVLK-FM
WEKU-FM	3	.5	1.7	27	4	.6	2.1	27	4	.6	2.3	22	2	.3	1.6	27	3	.5	2.3	19	3	.5	2.3	19	WEKU-FM
WHAS	1	.2	.6	30	3	.5	1.6	30				23	1	.2	.8	23				11				11	WHAS
WLW	6	.9	3.4	48	6	.9	3.2	34	7	1.1	4.0	40	6	.9	4.9	48				31				31	WLW
PUR	179	26.9		633	189	28.4		620	175	26.3		612	122	18.3		600	128	19.2		565	PUR				

+ DENOTES SPANISH STATION. SEE ADVISORY ON PAGE IV.
* ESTIMATES ADJUSTED FOR ACTUAL BROADCAST SCHEDULE

BIRCH RADIO

COPYRIGHT 1989 BIRCH/SCARBOROUGH RESEARCH CORP.

AVERAGE QUARTER HOUR AND CUME ESTIMATES

	MON - SAT 6:00AM-12:00 MID				MON - SAT 6:00AM-10:00AM				MON - SAT 10:00AM-3:00PM				MON - SAT 3:00PM-7:00PM				MON - SAT 7:00PM-12:00 MID				
	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	
WBBE				4				4				4									WBBE
WBKY-FM	3	.5	2.1	39	4	.6	2.3	22	3	.5	1.7	29	5	.8	2.7	34	1	.2	1.3	12	WBKY-FM
WCGW*	1	.2	.7	11					1	.2	.6	6	1	.2	.5	11					WCGW*
WCKU-FM	9	1.4	6.3	60	9	1.4	5.2	40	8	1.2	4.6	46	12	1.8	6.6	54	9	1.4	11.4	33	WCKU-FM
WCOZ-FM	6	.9	4.2	44	5	.8	2.9	30	8	1.2	4.6	12	7	1.1	3.8	25	5	.8	6.3	11	WCOZ-FM
WFMI-FM	3	.5	2.1	58	3	.5	1.7	39	4	.6	2.3	13	3	.5	1.6	33	1	.2	1.3	18	WFMI-FM
WFRS																					WFRS
WJMM-FM	2	.3	1.4	40	3	.5	1.7	16	2	.3	1.1	11	5	.8	2.7	35	2	.3	2.5	9	WJMM-FM
WKQQ-FM	38	5.7	26.4	337	47	7.1	27.2	222	47	7.1	26.9	182	47	7.1	25.7	247	15	2.3	19.0	88	WKQQ-FM
WLAP	5	.8	3.5	76	6	.9	3.5	49	8	1.2	4.6	33	8	1.2	4.4	57	1	.2	1.3	13	WLAP
WLAP-FM	17	2.6	11.8	238	15	2.3	8.7	133	22	3.3	12.6	110	17	2.6	9.3	117	14	2.1	17.7	106	WLAP-FM
WLXG	2	.3	1.4	40	4	.6	2.3	16	2	.3	1.1	22	3	.5	1.6	31	2	.3	2.5	5	WLXG
WMGB-FM	3	.5	2.1	45	4	.6	2.3	32	4	.6	2.3	12	6	.9	3.3	29	1	.2	1.3	5	WMGB-FM
WNVL				4	1	.2	.6	4								4					WNVL
WRFL-FM				21	1	.2	.6	21					2	.3	1.1	16					WRFL-FM
WVLK	12	1.8	8.3	132	22	3.3	12.7	110	15	2.3	8.6	53	11	1.7	6.0	57	4	.6	5.1	26	WVLK
WVLK-FM	28	4.2	19.4	305	33	5.0	19.1	174	30	4.5	17.1	141	37	5.6	20.2	185	15	2.3	19.0	98	WVLK-FM
WEKU-FM	3	.5	2.1	35	3	.5	1.7	19	5	.8	2.9	14	5	.8	2.7	23	2	.3	2.5	17	WEKU-FM
WHAS	1	.2	.7	36	2	.3	1.2	24					2	.3	1.1	18	1	.2	1.3	11	WHAS
WLW	5	.8	3.5	68	3	.5	1.7	19	8	1.2	4.6	30	6	.9	3.3	28	3	.5	3.8	25	WLW
PUR	144	21.7		648	173	26.0		582	175	26.3		518	183	27.5		587	79	11.9		406	PUR

+ DENOTES SPANISH STATION. SEE ADVISORY ON PAGE IV.
 * ESTIMATES ADJUSTED FOR ACTUAL BROADCAST SCHEDULE

LEXINGTON/FAYETTE KY MSA
DECEMBER 1988 - FEBRUARY 1989

AVERAGE QUARTER HOUR AND CUME ESTIMATES

	SATURDAY 6:00AM-12:00 MID			SATURDAY 6:00AM-10:00AM			SATURDAY 10:00AM-3:00PM			SATURDAY 3:00PM-7:00PM			SATURDAY 7:00PM-12:00 MID			
	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	
WBBE																WBBE
WBKY-FM	2	.3	1.7	1	.2	.9	1	.2	.6	7	1.1	4.3				WBKY-FM
WCGW+	4	.6	3.4				6	.9	3.8	5	.8	3.0				WCGW+
WCKU-FM	7	1.1	5.9	2	.3	1.8	8	1.2	5.0	15	2.3	9.1	3	.5	6.1	WCKU-FM
WCOZ-FM	2	.3	1.7							4	.6	2.4	3	.5	6.1	WCOZ-FM
WFMI-FM							1	.2	.6							WFMI-FM
WFRS																WFRS
WJMM-FM	2	.3	1.7	4	.6	3.6	1	.2	.6	2	.3	1.2	1	.2	2.0	WJMM-FM
WKQQ-FM	35	5.3	29.4	40	6.0	36.0	44	6.6	27.7	37	5.6	22.6	19	2.9	38.8	WKQQ-FM
WLAP	7	1.1	5.9	9	1.4	8.1	7	1.1	4.4	12	1.8	7.3	2	.3	4.1	WLAP
WLAP-FM	6	.9	5.0	5	.8	4.5	11	1.7	6.9	14	2.1	8.5				WLAP-FM
WLXG	5	.8	4.2	6	.9	5.4	7	1.1	4.4	8	1.2	4.9				WLXG
WMGB-FM	3	.5	2.5	2	.3	1.8	6	.9	3.8	6	.9	3.7				WMGB-FM
WNVL																WNVL
WRFL-FM																WRFL-FM
WVLC	8	1.2	6.7	13	2.0	11.7	12	1.8	7.5	4	.6	2.4	1	.2	2.0	WVLC
WVLC-FM	26	3.9	21.8	26	3.9	23.4	32	4.8	20.1	32	4.8	19.5	16	2.4	32.7	WVLC-FM
WEKU-FM	5	.8	4.2	2	.3	1.8	8	1.2	5.0	6	.9	3.7	4	.6	8.2	WEKU-FM
WHAS	1	.2	.8	1	.2	.9	1	.2	.6	1	.2	.6				WHAS
WLW							1	.2	.6							WLW
PUR	119	17.9		111	16.7		159	23.9		164	24.7		49	7.4		PUR

+ DENOTES SPANISH STATION. SEE ADVISORY ON PAGE IV.
* ESTIMATES ADJUSTED FOR ACTUAL BROADCAST SCHEDULE

AVERAGE QUARTER HOUR AND CUME ESTIMATES

	SUNDAY 6:00AM-12:00 MID			SUNDAY 6:00AM-10:00AM			SUNDAY 10:00AM-3:00PM			SUNDAY 3:00PM-7:00PM			SUNDAY 7:00PM-12:00 MID			
	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	
WBBE																WBBE
WBKY-FM																WBKY-FM
WCGW*	4	.6	2.9				6	.9	3.8				7	1.1	4.2	WCGW*
WCKU-FM	3	.5	2.2	4	.6	3.1				7	1.1	4.2				WCKU-FM
WCOZ-FM							1	.2	.6							WCOZ-FM
WFMI-FM	1	.2	.7	3	.5	2.3				1	.2	.6				WFMI-FM
WHRF													2	.3	2.1	WHRF
WJMM-FM	5	.8	3.7	3	.5	2.3	1	.2	.6	12	1.8	7.1	5	.8	5.3	WJMM-FM
WKQQ-FM	20	3.0	14.7	22	3.3	16.8	31	4.7	19.5	25	3.8	14.9	6	.9	6.4	WKQQ-FM
WLAP	5	.8	3.7	1	.2	.8	12	1.8	7.5	4	.6	2.4	3	.5	3.2	WLAP
WLAP-FM	13	2.0	9.6	9	1.4	6.9	13	2.0	8.2	16	2.4	9.5	14	2.1	14.9	WLAP-FM
WLXG	5	.8	3.7	1	.2	.8	5	.8	3.1	8	1.2	4.8	6	.9	6.4	WLXG
WMGB-FM	1	.2	.7							3	.5	1.8	1	.2	1.1	WMGB-FM
WVWL																WVWL
WRFL-FM	3	.5	2.2	4	.6	3.1	6	.9	3.8							WRFL-FM
WVWL	3	.5	2.2	4	.6	3.1	6	.9	3.8							WVWL
WVWL-FM	57	8.6	41.9	57	8.6	43.5	58	8.7	36.5	67	10.1	39.9	48	7.2	51.1	WVWL-FM
WEKU-FM				1	.2	.8										WEKU-FM
WHAS																WHAS
WLW	1	.2	.7	5	.8	3.8										WLW
PUR	138	20.5		131	19.7		159	23.9		168	25.3		94	14.1		PUR

+ DENOTES SPANISH STATION. SEE ADVISORY ON PAGE IV.
 * ESTIMATES ADJUSTED FOR ACTUAL BROADCAST SCHEDULE

LEXINGTON/FAYETTE KY MSA
DECEMBER 1988 - FEBRUARY 1989

AVERAGE QUARTER HOUR AND CUME ESTIMATES

	MON - SUN 6:00AM-12:00 MID				MON - FRI 6:00AM-10:00AM				MON - FRI 10:00AM-3:00PM				MON - FRI 3:00PM-7:00PM				MON - FRI 7:00PM-12:00 MID					
	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)		
WBBE	1	.1	.7	12				4				4									12	WBBE
WBKY-FM	2	.3	1.3	55	4	.5	2.1	21	3	.4	1.6	28	4	.5	2.1	33	1	.1	1.2			WBKY-FM
WCGW*	1	.1	.7	46												4						WCGW*
WCKU-FM	9	1.2	5.9	70	11	1.5	5.7	31	8	1.1	4.4	27	12	1.6	6.3	45	9	1.2	11.0			WCKU-FM
WCOZ-FM	6	.8	3.9	49	6	.8	3.1	33	10	1.4	5.5	15	8	1.1	4.2	24	5	.7	6.1			WCOZ-FM
WFMI-FM	2	.3	1.3	68	5	.7	2.6	45	4	.5	2.2	12	3	.4	1.6	33	2	.3	2.4			WFMI-FM
WFRS																						WFRS
WJMM-FM	2	.3	1.3	49	4	.5	2.1	15	2	.3	1.1	4	7	1.0	3.6	34	2	.3	2.4			WJMM-FM
WKQQ-FM	35	4.8	23.0	347	48	6.5	24.7	214	48	6.5	26.4	172	49	6.7	25.5	238	13	1.8	15.9			WKQQ-FM
WLAP	6	.8	3.9	88	5	.7	2.6	42	7	1.0	3.8	20	6	.8	3.1	37	1	.1	1.2			WLAP
WLAP-FM	16	2.2	10.5	257	16	2.2	8.2	135	24	3.3	13.2	106	17	2.3	8.9	107	16	2.2	19.5			WLAP-FM
WLXG	3	.4	2.0	48	3	.4	1.5	14	1	.1	.5	9	2	.3	1.0	19	2	.3	2.4			WLXG
WMGB-FM	3	.4	2.0	46	4	.5	2.1	31	3	.4	1.6	11	5	.7	2.6	28	1	.1	1.2			WMGB-FM
WVNL				4	1	.1	.5	4								4						WVNL
WRFL-FM	1	.1	.7	22	1	.1	.5	21					2	.3	1.0	16						WRFL-FM
WVLK	11	1.5	7.2	152	24	3.3	12.4	112	15	2.0	8.2	40	12	1.6	6.3	60	4	.5	4.9			WVLK
WVLK-FM	38	5.2	25.0	377	44	6.0	22.7	212	37	5.0	20.3	156	44	6.0	22.9	217	18	2.5	22.0			WVLK-FM
WEKU-FM	3	.4	2.0	36	3	.4	1.5	16	4	.5	2.2	12	4	.5	2.1	22	1	.1	1.2			WEKU-FM
WHAS	1	.1	.7	51	2	.3	1.0	27					3	.4	1.6	28	1	.1	1.2			WHAS
WLW	5	.7	3.3	71	3	.4	1.5	19	9	1.2	4.9	29	8	1.1	4.2	28	3	.4	3.7			WLW
PUR	152	20.7		718	194	26.4		629	182	24.8		504	192	26.2		607	82	11.2		405	PUR	

+ DENOTES SPANISH STATION. SEE ADVISORY ON PAGE IV.
* ESTIMATES ADJUSTED FOR ACTUAL BROADCAST SCHEDULE

AVERAGE QUARTER HOUR AND CUME ESTIMATES

	MON - FRI 6:00AM-7:00PM				MON - FRI 6:00AM-10:00AM + 3:00PM-7:00PM				MON - FRI 6:00AM-3:00PM				MON - FRI 3:00PM-12:00 MID				SAT - SUN 6:00AM-12:00 MID				
	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	
WBBE				4				4				4					2	.3	1.5	8	WBBE
WBKY-FM	4	.5	2.1	38	4	.5	2.0	33	3	.4	1.6	38	2	.3	1.6	33	2	.3	1.5	25	WBKY-FM
WCGW*				4				4				4				4	4	.5	3.0	46	WCGW*
WCKU-FM	11	1.5	5.8	51	12	1.6	5.9	51	9	1.2	4.9	36	10	1.4	7.8	51	6	.8	4.5	40	WCKU-FM
WCOZ-FM	9	1.2	4.7	42	7	1.0	3.4	38	8	1.1	4.3	37	6	.8	4.7	29	1	.1	.7	18	WCOZ-FM
WFMI-FM	4	.5	2.1	63	5	.7	2.5	63	4	.5	2.2	51	3	.4	2.3	57	1	.1	.7	30	WFMI-FM
WHR																					WHR
WJMM-FM	5	.7	2.6	38	7	1.0	3.4	38	3	.4	1.6	19	3	.4	2.3	34	4	.5	3.0	31	WJMM-FM
WKQQ-FM	49	6.7	25.8	322	49	6.7	24.0	292	48	6.5	25.9	264	29	4.0	22.7	251	28	3.8	20.9	159	WKQQ-FM
WLAP	6	.8	3.2	55	6	.8	2.9	51	7	1.0	3.8	51	3	.4	2.3	37	6	.8	4.5	60	WLAP
WLAP-FM	19	2.6	10.0	215	17	2.3	8.3	178	20	2.7	10.8	183	17	2.3	13.3	180	10	1.4	7.5	104	WLAP-FM
WLXG	2	.3	1.1	22	3	.4	1.5	22	2	.3	1.1	14	2	.3	1.6	19	5	.7	3.7	48	WLXG
WMGB-FM	4	.5	2.1	44	5	.7	2.5	38	4	.5	2.2	36	2	.3	1.6	28	2	.3	1.5	12	WMGB-FM
WNVL				4				4				4				4					WNVL
WRFL-FM	1	.1	.5	21	2	.3	1.0	21				21				16	1	.1	.7	6	WRFL-FM
WVLK	17	2.3	8.9	121	19	2.6	9.3	121	19	2.6	10.3	121	8	1.1	6.3	78	5	.7	3.7	73	WVLK
WVLK-FM	41	5.6	21.6	327	44	6.0	21.6	305	40	5.4	21.6	281	30	4.1	23.4	250	44	6.0	32.8	223	WVLK-FM
WEKU-FM	3	.4	1.6	27	4	.5	2.0	27	4	.5	2.2	22	2	.3	1.6	27	3	.4	2.2	19	WEKU-FM
WHAS	1	.1	.5	45	4	.5	2.0	45				27	1	.1	.8	33				11	WHAS
WLW	6	.8	3.2	48	6	.8	2.9	34	7	1.0	3.8	40	6	.8	4.7	48				31	WLW
PUR	190	25.9		693	204	27.8		690	185	25.2		668	128	17.4		655	134	18.3		625	PUR

+ DENOTES SPANISH STATION. SEE ADVISORY ON PAGE IV.
* ESTIMATES ADJUSTED FOR ACTUAL BROADCAST SCHEDULE

AVERAGE QUARTER HOUR AND CUME ESTIMATES

	MON - SAT 6:00AM-12:00 MID				MON - SAT 6:00AM-10:00AM				MON - SAT 10:00AM-3:00PM				MON - SAT 3:00PM-7:00PM				MON - SAT 7:00PM-12:00 MID				
	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	
WBBE	1	.1	.6	12				12	1	.1	.5	12	1	.1	.5	8	1	.1	1.2	8	WBBE
WBKY-FM	3	.4	1.9	39	4	.5	2.1	22	3	.4	1.6	29	5	.7	2.6	34	1	.1	1.2	12	WBKY-FM
WCGW*	1	.1	.6	21				10	1	.1	.5	6	1	.1	.5	11					WCGW*
WCKU-FM	9	1.2	5.8	60	9	1.2	4.8	40	8	1.1	4.4	46	12	1.6	6.2	54	9	1.2	10.7	33	WCKU-FM
WCOZ-FM	7	1.0	4.5	47	6	.8	3.2	33	9	1.2	4.9	15	8	1.1	4.1	28	5	.7	6.0	11	WCOZ-FM
WFMI-FM	3	.4	1.9	64	4	.5	2.1	45	4	.5	2.2	13	3	.4	1.5	33	2	.3	2.4	24	WFMI-FM
WFRS																					WFRS
WJMM-FM	3	.4	1.9	46	5	.7	2.7	22	2	.3	1.1	11	6	.8	3.1	41	2	.3	2.4	9	WJMM-FM
WKQQ-FM	38	5.2	24.7	337	47	6.4	25.1	222	47	6.4	25.7	182	47	6.4	24.2	247	15	2.0	17.9	88	WKQQ-FM
WLAP	5	.7	3.2	76	6	.8	3.2	49	8	1.1	4.4	33	8	1.1	4.1	57	1	.1	1.2	13	WLAP
WLAP-FM	17	2.3	11.0	244	15	2.0	8.0	139	22	3.0	12.0	110	17	2.3	8.8	117	14	1.9	16.7	106	WLAP-FM
WLXG	2	.3	1.3	40	4	.5	2.1	16	2	.3	1.1	22	3	.4	1.5	31	2	.3	2.4	5	WLXG
WMGB-FM	3	.4	1.9	45	4	.5	2.1	32	4	.5	2.2	12	6	.8	3.1	29	1	.1	1.2	5	WMGB-FM
WNVL				4	1	.1	.5	4								4					WNVL
WRFL-FM				21	1	.1	.5	21					2	.3	1.0	16					WRFL-FM
WVLK	12	1.6	7.8	140	23	3.1	12.3	118	15	2.0	8.2	53	11	1.5	5.7	62	4	.5	4.8	26	WVLK
WVLK-FM	34	4.6	22.1	363	41	5.6	21.9	222	36	4.9	19.7	168	43	5.9	22.2	228	18	2.5	21.4	117	WVLK-FM
WEKU-FM	3	.4	1.9	35	3	.4	1.6	19	5	.7	2.7	14	5	.7	2.6	23	2	.3	2.4	17	WEKU-FM
WHAS	1	.1	.6	51	2	.3	1.1	28				6	3	.4	1.5	28	1	.1	1.2	11	WHAS
WLW	5	.7	3.2	68	3	.4	1.6	19	8	1.1	4.4	30	6	.8	3.1	28	3	.4	3.6	25	WLW
PUR	154	21.0		713	187	25.5		642	183	24.9		558	194	26.4		642	84	11.4		442	PUR

+ DENOTES SPANISH STATION. SEE ADVISORY ON PAGE IV.
* ESTIMATES ADJUSTED FOR ACTUAL BROADCAST SCHEDULE

BIRCH RADIO

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AVERAGE QUARTER HOUR AND CUME ESTIMATES

	SATURDAY 6:00AM-12:00 MID			SATURDAY 6:00AM-10:00AM			SATURDAY 10:00AM-3:00PM			SATURDAY 3:00PM-7:00PM			SATURDAY 7:00PM-12:00 MID			
	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	
WBBE	4	.5	3.1	2	.3	1.7	8	1.1	4.7	4	.5	2.3	3	.4	5.3	WBBE
WBKY-FM	2	.3	1.6	1	.1	.8	1	.1	.6	7	1.0	4.1				WBKY-FM
WCGW*	4	.5	3.1	1	.1	.8	6	.8	3.5	5	.7	2.9				WCGW*
WCKU-FM	7	1.0	5.5	2	.3	1.7	8	1.1	4.7	15	2.0	8.8	3	.4	5.3	WCKU-FM
WCOZ-FM	2	.3	1.6							4	.5	2.3	3	.4	5.3	WCOZ-FM
WFMI-FM							1	.1	.6							WFMI-FM
WHR																WHR
WJMM-FM	2	.3	1.6	4	.5	3.4	1	.1	.6	2	.3	1.2	1	.1	1.8	WJMM-FM
WKQQ-FM	35	4.8	27.3	40	5.4	33.6	44	6.0	25.7	37	5.0	21.6	19	2.6	33.3	WKQQ-FM
WLAP	7	1.0	5.5	9	1.2	7.6	7	1.0	4.1	12	1.6	7.0	2	.3	3.5	WLAP
WLAP-FM	6	.8	4.7	5	.7	4.2	11	1.5	6.4	14	1.9	8.2				WLAP-FM
WLXG	5	.7	3.9	6	.8	5.0	7	1.0	4.1	8	1.1	4.7				WLXG
WMGB-FM	3	.4	2.3	2	.3	1.7	6	.8	3.5	6	.8	3.5				WMGB-FM
WVNL																WVNL
WRFL-FM																WRFL-FM
WVLK	8	1.1	6.3	13	1.8	10.9	12	1.6	7.0	4	.5	2.3	1	.1	1.8	WVLK
WVLK-FM	30	4.1	23.4	31	4.2	26.1	35	4.8	20.5	34	4.6	19.9	20	2.7	35.1	WVLK-FM
WEKU-FM	5	.7	3.9	2	.3	1.7	8	1.1	4.7	6	.8	3.5	4	.5	7.0	WEKU-FM
WHAS	1	.1	.8	1	.1	.8	1	.1	.6	1	.1	.6				WHAS
WLW							1	.1	.6							WLW
PUR	128	17.4		119	16.2		171	23.3		171	23.3		57	7.8		PUR

+ DENOTES SPANISH STATION. SEE ADVISORY ON PAGE IV.
 * ESTIMATES ADJUSTED FOR ACTUAL BROADCAST SCHEDULE

LEXINGTON/FAYETTE KY MSA
DECEMBER 1988 - FEBRUARY 1989

AVERAGE QUARTER HOUR AND CUME ESTIMATES

	SUNDAY 6:00AM-12:00 MID			SUNDAY 6:00AM-10:00AM			SUNDAY 10:00AM-3:00PM			SUNDAY 3:00PM-7:00PM			SUNDAY 7:00PM-12:00 MID			
	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	
WBBE							6	.8	3.6							WBBE
WBKY-FM	2	.3	1.4													WBKY-FM
WCGW*	4	.5	2.9				6	.8	3.6							WCGW*
WCKU-FM	5	.7	3.6	4	.5	3.0				7	1.0	3.9				WCKU-FM
WCOZ-FM							1	.1	.6	15	2.0	8.4		3	.4	3.2
WFMI-FM	1	.1	.7	3	.4	2.2				1	.1	.6		1	.1	1.1
WFHS														2	.3	2.1
WJMM-FM	5	.7	3.6	3	.4	2.2	1	.1	.6	12	1.6	6.7		5	.7	5.3
WKQQ-FM	20	2.7	14.3	22	3.0	16.3	31	4.2	18.8	25	3.4	14.0		6	.8	6.4
WLAP	5	.7	3.6	3	.4	2.2	12	1.6	7.3	4	.5	2.2		3	.4	3.2
WLAP-FM	13	1.8	9.3	9	1.2	6.7	13	1.8	7.9	16	2.2	9.0		14	1.9	14.9
WLXG	5	.7	3.6	1	.1	.7	5	.7	3.0	8	1.1	4.5		6	.8	6.4
WMGB-FM	1	.1	.7							3	.4	1.7		1	.1	1.1
WNVL																WNVL
WRFL-FM	3	.4	2.1	4	.5	3.0	6	.8	3.6							WRFL-FM
WVLK	3	.4	2.1	5	.7	3.7	6	.8	3.6	1	.1	.6				WVLK
WVLK-FM	57	7.8	40.7	58	7.9	43.0	58	7.9	35.2	68	9.3	38.2		48	6.5	51.1
WEKU-FM				1	.1	.7										WEKU-FM
WHAS																WHAS
WLW	1	.1	.7	5	.7	3.7										WLW
PUR	140	19.1		135	18.4		165	22.5		178	24.3		94	12.8		PUR

+ DENOTES SPANISH STATION. SEE ADVISORY ON PAGE IV.
* ESTIMATES ADJUSTED FOR ACTUAL BROADCAST SCHEDULE

BIRCH RADIO

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AVERAGE QUARTER HOUR AND CUME ESTIMATES

	MON - SUN 6:00AM-12:00 MID				MON - FRI 6:00AM-10:00AM				MON - FRI 10:00AM-3:00PM				MON - FRI 3:00PM-7:00PM				MON - FRI 7:00PM-12:00 MID				
	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	
WBBE	1	.2	1.3	30	1	.2	.9	11				11	2	.4	1.9	12					WBBE
WBKY-FM	2	.4	2.5	44	4	.8	3.7	16	3	.6	2.9	17	4	.8	3.8	22	1	.2	2.2	12	WBKY-FM
WCGW*	2	.4	2.5	49					1	.2	1.0	7	3	.6	2.8	11					WCGW*
WCKU-FM	2	.4	2.5	57	1	.2	.9	4					1	.2	.9	19					WCKU-FM
WCOZ-FM	6	1.2	7.6	42	4	.8	3.7	19	10	1.9	9.8	20	10	1.9	9.4	29	5	1.0	10.9	16	WCOZ-FM
WFMI-FM				18	1	.2	.9	18								7	1	.2	2.2	11	WFMI-FM
WHRF																					WHRF
WJMM-FM	1	.2	1.3	26	3	.6	2.8	14	3	.6	2.9	8	3	.6	2.8	10	1	.2	2.2	4	WJMM-FM
WKQQ-FM	13	2.5	16.5	105	19	3.6	17.4	92	22	4.2	21.6	66	21	4.0	19.8	91	4	.8	8.7	29	WKQQ-FM
WLAP	4	.8	5.1	77	3	.6	2.8	27	4	.8	3.9	10	3	.6	2.8	21					WLAP
WLAP-FM	7	1.3	8.9	86	7	1.3	6.4	56	13	2.5	12.7	37	6	1.2	5.7	30	10	1.9	21.7	59	WLAP-FM
WLXG	3	.6	3.8	36	3	.6	2.8	14	1	.2	1.0	9	2	.4	1.9	19	2	.4	4.3	5	WLXG
WMGB-FM	1	.2	1.3	39	2	.4	1.8	20					2	.4	1.9	16	1	.2	2.2	5	WMGB-FM
WNVL				12	1	.2	.9	4								4					WNVL
WRFL-FM				16	1	.2	.9	16					1	.2	.9	11					WRFL-FM
WVLC	8	1.5	10.1	131	22	4.2	20.2	94	10	1.9	9.8	30	8	1.5	7.5	46	2	.4	4.3	14	WVLC
WVLC-FM	18	3.5	22.8	254	26	5.0	23.9	140	20	3.8	19.6	98	26	5.0	24.5	147	12	2.3	26.1	56	WVLC-FM
WEKU-FM	3	.6	3.8	43	5	1.0	4.6	18	7	1.3	6.9	19	5	1.0	4.7	18	2	.4	4.3	25	WEKU-FM
WHAS	1	.2	1.3	38	1	.2	.9	15					3	.6	2.8	22	1	.2	2.2	11	WHAS
WLW	3	.6	3.8	49	2	.4	1.8	8	5	1.0	4.9	18	4	.8	3.8	17	3	.6	6.5	20	WLW
PUR	79	15.2		497	109	20.9		389	102	19.6		296	106	20.3		361	46	8.8		234	PUR

+ DENOTES SPANISH STATION. SEE ADVISORY ON PAGE IV.

* ESTIMATES ADJUSTED FOR ACTUAL BROADCAST SCHEDULE

LEXINGTON/FAYETTE KY MSA
DECEMBER 1988 - FEBRUARY 1989

AVERAGE QUARTER HOUR AND CUME ESTIMATES

	MON - FRI 6:00AM-7:00PM				MON - FRI 6:00AM-10:00AM + 3:00PM-7:00PM				MON - FRI 6:00AM-3:00PM				MON - FRI 3:00PM-12:00 MID				SAT - SUN 6:00AM-12:00 MID				
	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	
WBBE	1	.2	1.0	22	2	.4	1.8	16				17	1	.2	1.4	12	2	.4	3.3	8	WBBE
WBKY-FM	4	.8	3.8	27	4	.8	3.5	22	3	.6	2.9	27	2	.4	2.7	22	2	.4	3.3	25	WBKY-FM
WCGW*	1	.2	1.0	11	1	.2	.9	11	1	.2	1.0	7	3	.6	4.1	11	4	.8	6.6	49	WCGW*
WCKU-FM	1	.2	1.0	19	1	.2	.9	19				4				19	6	1.2	9.8	51	WCKU-FM
WCOZ-FM	9	1.7	8.7	33	7	1.3	6.2	29	7	1.3	6.7	28	7	1.3	9.6	35				21	WCOZ-FM
WFMI-FM				18	1	.2	.9	18				18	1	.2	1.4	18					WFMI-FM
WFRS																					WFRS
WJMM-FM	3	.6	2.9	18	4	.8	3.5	18	4	.8	3.8	18	1	.2	1.4	10	2	.4	3.3	15	WJMM-FM
WKQQ-FM	21	4.0	20.2	101	20	3.8	17.7	96	21	4.0	20.2	97	12	2.3	16.4	91	6	1.2	9.8	25	WKQQ-FM
WLAP	3	.6	2.9	35	3	.6	2.7	31	4	.8	3.8	31	1	.2	1.4	21	7	1.3	11.5	64	WLAP
WLAP-FM	9	1.7	8.7	62	7	1.3	6.2	62	10	1.9	9.6	56	9	1.7	12.3	77	1	.2	1.6	15	WLAP-FM
WLXG	2	.4	1.9	22	3	.6	2.7	22	2	.4	1.9	14	2	.4	2.7	19	5	1.0	8.2	36	WLXG
WMGB-FM	1	.2	1.0	20	2	.4	1.8	20	1	.2	1.0	20	1	.2	1.4	16				19	WMGB-FM
WNVL				4	1	.2	.9	4				4				4				8	WNVL
WRFL-FM	1	.2	1.0	16	1	.2	.9	16				16				11					WRFL-FM
WVLK	13	2.5	12.5	103	16	3.1	14.2	98	15	2.9	14.4	103	5	1.0	6.8	53	5	1.0	8.2	87	WVLK
WVLK-FM	23	4.4	22.1	223	26	5.0	23.0	212	23	4.4	22.1	193	19	3.6	26.0	170	11	2.1	18.0	119	WVLK-FM
WEKU-FM	5	1.0	4.8	30	5	1.0	4.4	23	7	1.3	6.7	25	3	.6	4.1	30				6	WEKU-FM
WHAS	1	.2	1.0	33	3	.6	2.7	33				15	1	.2	1.4	27				6	WHAS
WLW	3	.6	2.9	31	3	.6	2.7	17	4	.8	3.8	23	4	.8	5.5	32				25	WLW
PUR	104	20.0		447	113	21.7		429	104	20.0		430	73	14.0		406	61	11.7		420	PUR

* DENTDES SPANISH STATION. SEE ADVISORY ON PAGE IV.
* ESTIMATES ADJUSTED FOR ACTUAL BROADCAST SCHEDULE

BIRCH RADIO

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AVERAGE QUARTER HOUR AND CUME ESTIMATES

	MON - SAT 6:00AM-12:00 MID				MON - SAT 6:00AM-10:00AM				MON - SAT 10:00AM-3:00PM				MON - SAT 3:00PM-7:00PM				MON - SAT 7:00PM-12:00 MID				
	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	
WBBE	2	.4	2.3	30	1	.2	.9	19	1	.2	1.0	19	3	.6	2.7	20	1	.2	2.1	8	WBBE
WBKY-FM	3	.6	3.5	28	4	.8	3.6	17	3	.6	2.9	18	5	1.0	4.5	23	1	.2	2.1	12	WBKY-FM
WCGW*	2	.4	2.3	24				10	2	.4	2.0	13	3	.6	2.7	14					WCGW*
WCKU-FM	1	.2	1.2	27	1	.2	.9	13	1	.2	1.0	19	2	.4	1.8	27	1	.2	2.1	6	WCKU-FM
WCOZ-FM	6	1.2	7.0	41	4	.8	3.6	19	9	1.7	8.8	20	9	1.7	8.1	34	4	.8	8.3	16	WCOZ-FM
WFMI-FM				18	1	.2	.9	18								7	1	.2	2.1	11	WFMI-FM
WHRS																					WHRS
WJMM-FM	2	.4	2.3	25	4	.8	3.6	21	3	.6	2.9	15	3	.6	2.7	17	1	.2	2.1	4	WJMM-FM
WKQQ-FM	15	2.9	17.4	104	18	3.5	16.4	94	20	3.8	19.6	68	20	3.8	18.0	94	5	1.0	10.4	31	WKQQ-FM
WLAP	3	.6	3.5	56	4	.8	3.6	34	5	1.0	4.9	23	5	1.0	4.5	41				6	WLAP
WLAP-FM	8	1.5	9.3	85	7	1.3	6.4	58	11	2.1	10.8	38	6	1.2	5.4	35	9	1.7	18.8	60	WLAP-FM
WLXG	2	.4	2.3	33	4	.8	3.6	16	2	.4	2.0	15	3	.6	2.7	24	2	.4	4.2	5	WLXG
WMGB-FM	1	.2	1.2	20	2	.4	1.8	20					2	.4	1.8	16	1	.2	2.1	5	WMGB-FM
WNVL				12	1	.2	.9	4				8				4					WNVL
WRFL-FM				16	1	.2	.9	16					1	.2	.9	11					WRFL-FM
WVLK	10	1.9	11.6	119	21	4.0	19.1	99	10	1.9	9.8	42	8	1.5	7.2	54	3	.6	6.3	25	WVLK
WVLK-FM	19	3.6	22.1	248	26	5.0	23.6	148	19	3.6	18.6	105	25	4.8	22.5	154	12	2.3	25.0	66	WVLK-FM
WEKU-FM	4	.8	4.7	43	5	1.0	4.5	18	7	1.3	6.9	20	5	1.0	4.5	18	2	.4	4.2	25	WEKU-FM
WHAS	1	.2	1.2	38	1	.2	.9	16				6	3	.6	2.7	22	1	.2	2.1	11	WHAS
WLW	3	.6	3.5	46	2	.4	1.8	8	4	.8	3.9	18	3	.6	2.7	17	3	.6	6.3	20	WLW
PUR	88	16.5		481	110	21.1		412	102	19.6		347	111	21.3		406	48	9.2		272	PUR

+ DENOTES SPANISH STATION. SEE ADVISORY ON PAGE IV.
 * ESTIMATES ADJUSTED FOR ACTUAL BROADCAST SCHEDULE

AVERAGE QUARTER HOUR AND CUME ESTIMATES

	SATURDAY 6:00AM-12:00 MID			SATURDAY 6:00AM-10:00AM			SATURDAY 10:00AM-3:00PM			SATURDAY 3:00PM-7:00PM			SATURDAY 7:00PM-12:00 MID			
	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	
WBBE	4	.8	5.4	2	.4	2.6	8	1.5	9.0	4	.8	3.9	3	.6	8.6	WBBE
WBKY-FM	2	.4	2.7	1	.2	1.3	1	.2	1.1	7	1.3	6.8				WBKY-FM
WCGW*	3	.6	4.1	1	.2	1.3	6	1.2	6.7	3	.6	2.9				WCGW*
WCKU-FM	6	1.2	8.1	2	.4	2.6	8	1.5	9.0	10	1.9	9.7	3	.6	8.6	WCKU-FM
WCOZ-FM										1	.2	1.0				WCOZ-FM
WFMI-FM																WFMI-FM
WHR5																WHR5
WJMM-FM	2	.4	2.7	4	.8	5.1	1	.2	1.1	2	.4	1.9				WJMM-FM
WKQQ-FM	10	1.9	13.5	12	2.3	15.4	10	1.9	11.2	13	2.5	12.6	6	1.2	17.1	WKQQ-FM
WLAP	7	1.3	9.5	9	1.7	11.5	7	1.3	7.9	12	2.3	11.7	2	.4	5.7	WLAP
WLAP-FM	1	.2	1.4	2	.4	2.6	2	.4	2.2	4	.8	3.9				WLAP-FM
WLXG	5	1.0	6.8	6	1.2	7.7	7	1.3	7.9	8	1.5	7.8				WLXG
WMGB-FM																WMGB-FM
WNVL							1	.2	1.1							WNVL
WRFL-FM																WRFL-FM
WVLK	7	1.3	9.5	10	1.9	12.8	8	1.5	9.0	5	1.0	4.9	5	1.0	14.3	WVLK
WVLK-FM	17	3.3	23.0	26	5.0	33.3	14	2.7	15.7	16	3.1	15.5	15	2.9	42.9	WVLK-FM
WEKU-FM							1	.2	1.1							WEKU-FM
WHAS	1	.2	1.4	1	.2	1.3	1	.2	1.1							WHAS
WLW																WLW
PUR	74	14.2		78	15.0		89	17.1		103	19.8		35	6.7		PUR

+ DENOTES SPANISH STATION. SEE ADVISORY ON PAGE IV.
 * ESTIMATES ADJUSTED FOR ACTUAL BROADCAST SCHEDULE

BIRCH RADIO

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AVERAGE QUARTER HOUR AND CUME ESTIMATES

	SUNDAY 6:00AM-12:00 MID			SUNDAY 6:00AM-10:00AM			SUNDAY 10:00AM-3:00PM			SUNDAY 3:00PM-7:00PM			SUNDAY 7:00PM-12:00 MID				
	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR		
WBBE																WBBE	
WBKY-FM	2	.4	4.3				6	1.2	10.0							WBKY-FM	
WCGW*	4	.8	8.5				6	1.2	10.0							WCGW*	
WCKU-FM	6	1.2	12.8	9	1.7	17.0				7	1.3	10.9				WCKU-FM	
WCOZ-FM							1	.2	1.7	15	2.9	23.4			3	.6	14.3
WFMI-FM																	WFMI-FM
WHRS																	WHRS
WJMM-FM	2	.4	4.3							4	.8	6.3			5	1.0	23.8
WKQQ-FM	1	.2	2.1				5	1.0	8.3								WKQQ-FM
WLAP	6	1.2	12.8	8	1.5	15.1	12	2.3	20.0	4	.8	6.3			3	.6	14.3
WLAP-FM				1	.2	1.9											WLAP-FM
WLXG	4	.8	8.5	1	.2	1.9				4	.8	6.3					WLXG
WMGB-FM				2	.4	3.8				4	.8	6.3			6	1.2	28.6
WNVL																	WNVL
WRFL-FM																	WRFL-FM
WVLK	3	.6	6.4	5	1.0	9.4	6	1.2	10.0	1	.2	1.6					WVLK
WVLK-FM	5	1.0	10.6	8	1.5	15.1	3	.6	5.0	11	2.1	17.2					WVLK-FM
WEKU-FM																	WEKU-FM
WHAS																	WHAS
WLW	1	.2	2.1	5	1.0	9.4											WLW
PUR	47	9.0		53	10.2		60	11.5		64	12.3		21	4.0		PUR	

+ DENDTES SPANISH STATION. SEE ADVISORY ON PAGE IV.
 * ESTIMATES ADJUSTED FOR ACTUAL BROADCAST SCHEDULE

AVERAGE QUARTER HOUR AND CUME ESTIMATES

	MON - SUN 6:00AM-12:00 MID				MON - FRI 6:00AM-10:00AM				MON - FRI 10:00AM-3:00PM				MON - FRI 3:00PM-7:00PM				MON - FRI 7:00PM-12:00 MID				
	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	
WBBE	5	.4	2.2	48	4	.3	1.3	12	9	.7	3.1	24	5	.4	1.8	29	1	.1	.8	12	WBBE
WBKY-FM	5	.4	2.2	71	7	.5	2.2	45	6	.4	2.1	33	3	.2	1.1	26	3	.2	2.5	16	WBKY-FM
WCGW*	1	.1	.4	37				3	2	.1	.7	18	1	.1	.4	3					WCGW*
WCKU-FM	41	3.1	18.3	245	36	2.7	11.4	119	46	3.4	15.8	111	57	4.3	20.4	186	32	2.4	26.2	96	WCKU-FM
WCOZ-FM	8	.6	3.6	91	7	.5	2.2	37	9	.7	3.1	23	5	.4	1.8	28	3	.2	2.5	14	WCOZ-FM
WFMI-FM	8	.6	3.6	200	7	.5	2.2	62	9	.7	3.1	67	17	1.3	6.1	106	4	.3	3.3	60	WFMI-FM
WHS				18	1	.1	.3	7				3				8					WHS
WJMM-FM	5	.4	2.2	74	11	.8	3.5	50	7	.5	2.4	37	8	.6	2.9	32	3	.2	2.5	29	WJMM-FM
WKQQ-FM	31	2.3	13.8	346	44	3.3	14.0	197	43	3.2	14.8	125	41	3.1	14.6	228	15	1.1	12.3	74	WKQQ-FM
WLAP	4	.3	1.8	80	9	.7	2.9	38	10	.7	3.4	19	3	.2	1.1	24	1	.1	.8	7	WLAP
WLAP-FM	35	2.6	15.6	455	42	3.1	13.3	229	37	2.8	12.7	144	51	3.8	18.2	304	24	1.8	19.7	129	WLAP-FM
WLXG	5	.4	2.2	50	8	.6	2.5	23	8	.6	2.7	32	6	.4	2.1	23	2	.1	1.6	8	WLXG
WMGB-FM	10	.7	4.5	91	13	1.0	4.1	65	15	1.1	5.2	31	12	.9	4.3	52	4	.3	3.3	9	WMGB-FM
WNVL				3	1	.1	.3	3				5				5					WNVL
WRFL-FM				20				5	1	.1	.3	5				5					WRFL-FM
WVLK	14	1.0	6.3	178	39	2.9	12.4	127	17	1.3	5.8	52	11	.8	3.9	40	6	.4	4.9	30	WVLK
WVLK-FM	37	2.8	16.5	488	60	4.5	19.0	325	49	3.7	16.8	199	39	2.9	13.9	259	19	1.4	15.6	94	WVLK-FM
WEKU-FM	8	.6	3.6	93	16	1.2	5.1	73	18	1.3	6.2	47	12	.9	4.3	65	1	.1	.8	17	WEKU-FM
WHAS	1	.1	.4	54	5	.4	1.6	26				3	2	.1	.7	7				11	WHAS
WLW	1	.1	.4	26								2	1	.1	.4	9	2	.1	1.6	7	WLW
PUR	224	16.8		1199	315	23.6		962	291	21.8		772	280	21.0		949	122	9.1		544	PUR

+ DENOTES SPANISH STATION. SEE ADVISORY ON PAGE IV.
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AVERAGE QUARTER HOUR AND CUME ESTIMATES

	MON - FRI 6:00AM-7:00PM				MON - FRI 6:00AM-10:00AM + 3:00PM-7:00PM				MON - FRI 6:00AM-3:00PM				MON - FRI 3:00PM-12:00 MID				SAT - SUN 6:00AM-12:00 MID				
	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	
WBBE	6	.4	2.0	34	5	.4	1.6	34	8	.6	2.7	24	3	.2	1.6	43	4	.3	2.2	24	WBBE
WBKY-FM	6	.4	2.0	54	6	.4	1.9	54	6	.4	2.0	52	3	.2	1.6	42	5	.4	2.7	52	WBKY-FM
WCGW*	1	.1	.3	18				6	1	.1	.3	18	1	.1	.5	3	1	.1	.5	22	WCGW*
WCKU-FM	46	3.4	15.5	218	47	3.5	14.7	213	41	3.1	13.8	165	43	3.2	23.2	195	39	2.9	21.0	148	WCKU-FM
WCOZ-FM	7	.5	2.4	62	7	.5	2.2	49	8	.6	2.7	51	4	.3	2.2	37	10	.7	5.4	70	WCOZ-FM
WFMI-FM	11	.8	3.7	152	13	1.0	4.1	127	8	.6	2.7	116	9	.7	4.9	122	10	.7	5.4	129	WFMI-FM
WHR				11	1	.1	.3	11				7				8	1	.1	.5	7	WHR
WJMM-FM	9	.7	3.0	66	11	.8	3.4	60	8	.6	2.7	57	5	.4	2.7	50	2	.1	1.1	25	WJMM-FM
WKQQ-FM	43	3.2	14.5	300	44	3.3	13.8	288	42	3.1	14.1	227	27	2.0	14.6	248	25	1.9	13.4	184	WKQQ-FM
WLAP	8	.6	2.7	51	8	.6	2.5	47	9	.7	3.0	42	1	.1	.5	32	3	.2	1.6	75	WLAP
WLAP-FM	44	3.3	14.8	397	48	3.6	15.0	365	39	2.9	13.1	298	35	2.6	18.9	349	25	1.9	13.4	218	WLAP-FM
WLXG	7	.5	2.4	42	8	.6	2.5	35	8	.6	2.7	35	3	.2	1.6	27	2	.1	1.1	31	WLXG
WMGB-FM	14	1.0	4.7	76	14	1.0	4.4	70	15	1.1	5.1	71	6	.4	3.2	52	6	.4	3.2	76	WMGB-FM
WNVL				3	1	.1	.3	3				3									WNVL
WRFL-FM				10				5	1	.1	.3	10				5				13	WRFL-FM
WVLK	22	1.6	7.4	138	26	1.9	8.2	130	26	1.9	8.8	135	9	.7	4.9	61	10	.7	5.4	123	WVLK
WVLK-FM	49	3.7	16.5	440	51	3.8	16.0	396	54	4.0	18.2	380	27	2.0	14.6	293	29	2.2	15.6	251	WVLK-FM
WEKU-FM	16	1.2	5.4	90	16	1.2	5.0	90	17	1.3	5.7	84	5	.4	2.7	70	1	.1	.5	29	WEKU-FM
WHAS	3	.2	1.0	31	4	.3	1.3	31	1	.1	.3	26				18	3	.2	1.6	32	WHAS
WLW				11	1	.1	.3	9				2	2	.1	1.1	16	3	.2	1.6	14	WLW
PUR	297	22.2		1134	319	23.9		1113	297	22.2		1059	185	13.8		1034	186	13.9		1012	PUR

+ DENOTES SPANISH STATION. SEE ADVISORY ON PAGE IV.
 * ESTIMATES ADJUSTED FOR ACTUAL BROADCAST SCHEDULE

AVERAGE QUARTER HOUR AND CUME ESTIMATES

	MON - SAT 6:00AM-12:00 MID				MON - SAT 6:00AM-10:00AM				MON - SAT 10:00AM-3:00PM				MON - SAT 3:00PM-7:00PM				MON - SAT 7:00PM-12:00 MID				
	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	
WBBE	5	.4	2.1	45	5	.4	1.6	22	10	.7	3.4	27	6	.4	2.1	31	1	.1	.8	15	WBBE
WBKY-FM	5	.4	2.1	67	9	.7	2.9	52	8	.6	2.7	47	4	.3	1.4	42	4	.3	3.1	26	WBKY-FM
WCGW*	1	.1	.4	31				13	2	.1	.7	23	1	.1	.4	9					WCGW*
WCKU-FM	43	3.2	18.0	240	36	2.7	11.7	137	49	3.7	16.4	128	61	4.6	21.7	196	35	2.6	26.9	112	WCKU-FM
WCOZ-FM	6	.4	2.5	82	8	.6	2.6	46	9	.7	3.0	40	6	.4	2.1	35	4	.3	3.1	28	WCOZ-FM
WFMI-FM	9	.7	3.8	183	8	.6	2.6	68	10	.7	3.4	75	16	1.2	5.7	110	4	.3	3.1	67	WFMI-FM
WHR5				11	1	.1	.3	7				3				8					WHR5
WJMM-FM	7	.5	2.9	74	10	.7	3.3	50	6	.4	2.0	45	8	.6	2.8	38	4	.3	3.1	30	WJMM-FM
WKQQ-FM	34	2.5	14.2	328	40	3.0	13.0	210	43	3.2	14.4	145	39	2.9	13.9	243	15	1.1	11.5	82	WKQQ-FM
WLAP	5	.4	2.1	70	10	.7	3.3	42	10	.7	3.4	25	3	.2	1.1	28	1	.1	.8	20	WLAP
WLAP-FM	36	2.7	15.1	437	40	3.0	13.0	244	38	2.8	12.8	160	47	3.5	16.7	316	22	1.6	16.9	141	WLAP-FM
WLXG	5	.4	2.1	49	7	.5	2.3	26	8	.6	2.7	37	6	.4	2.1	23	2	.1	1.5	13	WLXG
WMGB-FM	10	.7	4.2	80	12	.9	3.9	66	15	1.1	5.0	46	11	.8	3.9	55	4	.3	3.1	18	WMGB-FM
WNVL				3	1	.1	.3	3				9				5					WNVL
WRFL-FM				11				9	1	.1	.3	5				5					WRFL-FM
WVLK	17	1.3	7.1	169	36	2.7	11.7	137	19	1.4	6.4	65	10	.7	3.6	50	5	.4	3.8	40	WVLK
WVLK-FM	40	3.0	16.7	479	57	4.3	18.6	337	48	3.6	16.1	215	40	3.0	14.2	272	21	1.6	16.2	115	WVLK-FM
WEKU-FM	11	.8	4.6	92	15	1.1	4.9	75	16	1.2	5.4	48	12	.9	4.3	67	1	.1	.8	22	WEKU-FM
WHAS	1	.1	.4	49	5	.4	1.6	29	1	.1	.3	8	2	.1	.7	7	1	.1	.8	28	WHAS
WLW	1	.1	.4	17	1	.1	.3	5				7	2	.1	.7	10	3	.2	2.3	12	WLW
PUR	239	17.9		1185	307	23.0		1013	298	22.3		873	281	21.0		986	130	9.7		660	PUR

+ DENOTES SPANISH STATION. SEE ADVISORY ON PAGE IV.
 * ESTIMATES ADJUSTED FOR ACTUAL BROADCAST SCHEDULE

BIRCH RADIO

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AVERAGE QUARTER HOUR AND CUME ESTIMATES

	SATURDAY 6:00AM-12:00 MID			SATURDAY 6:00AM-10:00AM			SATURDAY 10:00AM-3:00PM			SATURDAY 3:00PM-7:00PM			SATURDAY 7:00PM-12:00 MID			
	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	
WBBE	7	.5	3.2	8	.6	3.7	12	.9	4.3	9	.7	3.9	1	.1	.6	WBBE
WBKY-FM	11	.8	5.0	14	1.0	6.5	9	.7	3.2	10	.7	4.3	8	.6	5.2	WBKY-FM
WCGW*	2	.1	.9	3	.2	1.4	1	.1	.4	2	.1	.9				WCGW*
WCKU-FM	51	3.8	23.1	32	2.4	14.9	60	4.5	21.7	72	5.4	30.9	43	3.2	27.9	WCKU-FM
WCOZ-FM	6	.4	2.7	8	.6	3.7	7	.5	2.5	6	.4	2.6	4	.3	2.6	WCOZ-FM
WFMI-FM	9	.7	4.1	11	.8	5.1	12	.9	4.3	10	.7	4.3	5	.4	3.2	WFMI-FM
WHR																WHR
WJMM-FM	4	.3	1.8	1	.1	.5	3	.2	1.1	6	.4	2.6	6	.4	3.9	WJMM-FM
WKQQ-FM	27	2.0	12.2	22	1.6	10.2	44	3.3	15.9	28	2.1	12.0	15	1.1	9.7	WKQQ-FM
WLAP	5	.4	2.3	9	.7	4.2	2	.1	.7	3	.2	1.3	2	.1	1.3	WLAP
WLAP-FM	27	2.0	12.2	27	2.0	12.6	43	3.2	15.5	18	1.3	7.7	17	1.3	11.0	WLAP-FM
WLXG	2	.1	.9	2	.1	.9	4	.3	1.4	3	.2	1.3				WLXG
WMGB-FM	6	.4	2.7	2	.1	.9	9	.7	3.2	6	.4	2.6	6	.4	3.9	WMGB-FM
WVNL																WVNL
WRFL-FM																WRFL-FM
WVLK	13	1.0	5.9	22	1.6	10.2	21	1.6	7.6	6	.4	2.6	2	.1	1.3	WVLK
WVLK-FM	35	2.6	15.8	35	2.6	16.3	37	2.8	13.4	40	3.0	17.2	29	2.2	18.8	WVLK-FM
WEKU-FM	1	.1	.5	2	.1	.9	1	.1	.4	3	.2	1.3				WEKU-FM
WHAS	3	.2	1.4	4	.3	1.9	4	.3	1.4				6	.4	3.9	WHAS
WLW	4	.3	1.8	5	.4	2.3	1	.1	.4	5	.4	2.1	5	.4	3.2	WLW
PUR	221	16.5		215	16.1		277	20.7		233	17.4		154	11.5		PUR

+ DENOTES SPANISH STATION. SEE ADVISORY ON PAGE IV.
 * ESTIMATES ADJUSTED FOR ACTUAL BROADCAST SCHEDULE

LEXINGTON/FAYETTE KY MSA
DECEMBER 1988 - FEBRUARY 1989

AVERAGE QUARTER HOUR AND CUME ESTIMATES

	SUNDAY 6:00AM-12:00 MID			SUNDAY 6:00AM-10:00AM			SUNDAY 10:00AM-3:00PM			SUNDAY 3:00PM-7:00PM			SUNDAY 7:00PM-12:00 MID			
	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	
WBBE																WBBE
WBKY-FM	1	.1	.6	1	.1	.6	1	.1	.5	2	.1	1.2				WBKY-FM
WCGW*										2	.1	1.2				WCGW*
WCKU-FM	28	2.1	17.7	31	2.3	18.3	28	2.1	14.7	22	1.6	13.2	28	2.1	28.0	WCKU-FM
WCOZ-FM	13	1.0	8.2	21	1.6	12.4	20	1.5	10.5	1	.1	.6	9	.7	9.0	WCOZ-FM
WFMI-FM	11	.8	7.0	10	.7	5.9	9	.7	4.7	16	1.2	9.6	8	.6	8.0	WFMI-FM
WHS	2	.1	1.3				7	.5	3.7							WHS
WJMM-FM																WJMM-FM
WKQQ-FM	23	1.7	14.6	23	1.7	13.6	27	2.0	14.1	24	1.8	14.4	15	1.1	15.0	WKQQ-FM
WLAP	3	.2	1.9	12	.9	7.1	2	.1	1.0							WLAP
WLAP-FM	23	1.7	14.6	18	1.3	10.7	44	3.3	23.0	26	1.9	15.6	4	.3	4.0	WLAP-FM
WLXG	2	.1	1.3				2	.1	1.0	2	.1	1.2	2	.1	2.0	WLXG
WMGB-FM	7	.5	4.4	1	.1	.6	11	.8	5.8	17	1.3	10.2				WMGB-FM
WNVL																WNVL
WRFL-FM													1	.1	1.0	WRFL-FM
WVLK	8	.6	5.1	19	1.4	11.2	7	.5	3.7	6	.4	3.6	2	.1	2.0	WVLK
WVLK-FM	24	1.8	15.2	23	1.7	13.6	18	1.3	9.4	27	2.0	16.2	21	1.6	21.0	WVLK-FM
WEKU-FM	3	.2	1.9	2	.1	1.2	5	.4	2.6	2	.1	1.2	2	.1	2.0	WEKU-FM
WHAS	2	.1	1.3	3	.2	1.8	2	.1	1.0	2	.1	1.2	1	.1	1.0	WHAS
WLW	1	.1	.6							6	.4	3.6				WLW
PUR	158	11.8		169	12.6		191	14.3		167	12.5		100	7.5		PUR

+ DENOTES SPANISH STATION. SEE ADVISORY ON PAGE IV.
* ESTIMATES ADJUSTED FOR ACTUAL BROADCAST SCHEDULE

BIRCH RADIO

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AVERAGE QUARTER HOUR AND CUME ESTIMATES

	MON - SUN 6:00AM-12:00 MID				MON - FRI 6:00AM-10:00AM				MON - FRI 10:00AM-3:00PM				MON - FRI 3:00PM-7:00PM				MON - FRI 7:00PM-12:00 MID							
	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)				
WBBE																					WBBE			
WBKY-FM																					WBKY-FM			
WCGW+																					WCGW+			
WCKU-FM	24	6.9	28.2	157	23	6.6	28.4	89	25	7.1	31.3	70	29	8.3	26.4	107	23	6.6	33.8	77	WCKU-FM			
WCOZ-FM				13												3					WCOZ-FM			
WFMI-FM	20	5.7	23.5	213	20	5.7	24.7	107	15	4.3	18.8	85	32	9.1	29.1	152	18	5.1	26.5	105	WFMI-FM			
WFRS																					WFRS			
WJMM-FM																					WJMM-FM			
WKQQ-FM	17	4.9	20.0	168	20	5.7	24.7	81	23	6.6	28.8	64	17	4.9	15.5	96	7	2.0	10.3	46	WKQQ-FM			
WLAP				12												5					3	WLAP		
WLAP-FM	16	4.6	18.8	209	11	3.1	13.6	77	8	2.3	10.0	48	23	6.6	20.9	130	18	5.1	26.5	95	WLAP-FM			
WLXG	1	.3	1.2	9	1	.3	1.2	8	1	.3	1.3	8									95	WLXG		
WMGB-FM	2	.6	2.4	17	1	.3	1.2	4	1	.3	1.3	6	3	.9	2.7	9	2	.6	2.9	4	WMGB-FM			
WNL																						4	WNL	
WRFL-FM				18	1	.3	1.2	4														5	WRFL-FM	
WVLK				13																			5	WVLK
WVLK-FM	4	1.1	4.7	71	4	1.1	4.9	38	7	2.0	8.8	33	6	1.7	5.5	41					10	WVLK-FM		
WEKU-FM																								WEKU-FM
WHAS																								WHAS
WLW				9																				WLW
PUR	85	24.3		344	81	23.1		271	80	22.9		231	110	31.4		309	68	19.4		249	PUR			

+ DENTES SPANISH STATION. SEE ADVISORY ON PAGE IV.
 * ESTIMATES ADJUSTED FOR ACTUAL BROADCAST SCHEDULE

AVERAGE QUARTER HOUR AND CUME ESTIMATES

	MON - FRI 6:00AM-7:00PM				MON - FRI 6:00AM-10:00AM + 3:00PM-7:00PM				MON - FRI 6:00AM-3:00PM				MON - FRI 3:00PM-12:00 MID				SAT - SUN 6:00AM-12:00 MID					
	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)		
WBBE																					WBBE	
WBKY-FM																					WBKY-FM	
WCGW*	25	7.1	28.4	135	26	7.4	26.3	126	24	6.9	30.0	115	26	7.4	30.2	121	22	6.3	24.4	102	WCGW*	
WCKU-FM				3				3								3	1	.3	1.1	13	WCKU-FM	
WCOZ-FM	22	6.3	25.0	187	26	7.4	26.3	165	17	4.9	21.3	167	24	6.9	27.9	167	18	5.1	20.0	155	WCOZ-FM	
WFMI-FM																					WFMI-FM	
WFRS																					WFRS	
WJMM-FM	20	5.7	22.7	135	19	5.4	19.2	132	22	6.3	27.5	100	12	3.4	14.0	117	18	5.1	20.0	120	WJMM-FM	
WKQQ-FM				5				5								8				9	WKQQ-FM	
WLAP	13	3.7	14.8	165	17	4.9	17.2	155	9	2.6	11.3	106	20	5.7	23.3	167	20	5.7	22.2	128	WLAP	
WLAP-FM				8				8												8	WLAP-FM	
WLXG	1	.3	1.1	8	1	.3	1.0	8	1	.3	1.3	8					1	.3	1.1	8	WLXG	
WMGB-FM	2	.6	2.3	15	3	.9	3.0	9	1	.3	1.3	10	2	.6	2.3	9	1	.3	1.1	13	WMGB-FM	
WNVL																					WNVL	
WRFL-FM				4	1	.3	1.0	4				4				9				9	WRFL-FM	
WVLK																					WVLK	
WVLK-FM	5	1.4	5.7	65	6	1.7	6.1	58	6	1.7	7.5	51	2	.6	2.3	41	4	1.1	4.4	43	WVLK-FM	
WEKU-FM																					WEKU-FM	
WHAS																		1	.3	1.1	9	WHAS
WLW																					WLW	
PUR	88	25.1		332	99	28.3		327	80	22.9		312	86	24.6		324	90	25.7		323	PUR	

* DENDTES SPANISH STATION. SEE ADVISORY ON PAGE IV.
 * ESTIMATES ADJUSTED FOR ACTUAL BROADCAST SCHEDULE

BIRCH RADIO

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AVERAGE QUARTER HOUR AND CUME ESTIMATES

	MON - SAT 6:00AM-12:00 MID				MON - SAT 6:00AM-10:00AM				MON - SAT 10:00AM-3:00PM				MON - SAT 3:00PM-7:00PM				MON - SAT 7:00PM-12:00 MID				
	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	
WBBE																					WBBE
WBKY-FM																					WBKY-FM
WCGW*	24	6.9	29.3	153	23	6.6	29.5	93	24	6.9	29.3	76	30	8.6	27.0	121	23	6.6	31.1	85	WCGW*
WCKU-FM				8								4				7				4	WCKU-FM
WCOZ-FM	21	6.0	25.6	206	19	5.4	24.4	112	16	4.6	19.5	91	30	8.6	27.0	159	20	5.7	27.0	112	WCOZ-FM
WFMI-FM																					WFMI-FM
WFRS																					WFRS
WJMM-FM																					WJMM-FM
WKQQ-FM	17	4.9	20.7	158	18	5.1	23.1	85	22	6.3	26.8	68	17	4.9	15.3	102	9	2.6	12.2	51	WKQQ-FM
WLAP				8								5				5				3	WLAP
WLAP-FM	15	4.3	18.3	198	11	3.1	14.1	78	11	3.1	13.4	68	23	6.6	20.7	139	18	5.1	24.3	105	WLAP-FM
WLXG				8	1	.3	1.3	8	1	.3	1.2	8									WLXG
WMGB-FM	1	.3	1.2	16	1	.3	1.3	4	1	.3	1.2	6	3	.9	2.7	10	2	.6	2.7	4	WMGB-FM
WNVL																					WNVL
WRFL-FM				9	1	.3	1.3	4								4				5	WRFL-FM
WVLK																					WVLK
WVLK-FM	4	1.1	4.9	68	4	1.1	5.1	41	6	1.7	7.3	35	6	1.7	5.4	43	1	.3	1.4	17	WVLK-FM
WEKU-FM																					WEKU-FM
WHAS																					WHAS
WLW																					WLW
PUR	82	23.4		341	78	22.3		279	82	23.4		258	111	31.7		319	74	21.1		268	PUR

+ DENOTES SPANISH STATION. SEE ADVISORY ON PAGE IV.
 * ESTIMATES ADJUSTED FOR ACTUAL BROADCAST SCHEDULE

AVERAGE QUARTER HOUR AND CUME ESTIMATES

	SATURDAY 6:00AM-12:00 MID			SATURDAY 6:00AM-10:00AM			SATURDAY 10:00AM-3:00PM			SATURDAY 3:00PM-7:00PM			SATURDAY 7:00PM-12:00 MID			
	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	
WBBE																WBBE
WBKY-FM																WBKY-FM
WCGW*																WCGW*
WCKU-FM	23	6.6	27.7	17	4.9	36.2	20	5.7	23.0	31	8.9	30.7	22	6.3	23.9	WCKU-FM
WCOZ-FM										1	.3	1.0	1	.3	1.1	WCOZ-FM
WFMI-FM	21	6.0	25.3	13	3.7	27.7	18	5.1	20.7	22	6.3	21.8	28	8.0	30.4	WFMI-FM
WHR5																WHR5
WJMM-FM																WJMM-FM
WKQQ-FM	14	4.0	16.9	8	2.3	17.0	17	4.9	19.5	15	4.3	14.9	16	4.6	17.4	WKQQ-FM
WLAP																WLAP
WLAP-FM	18	5.1	21.7	5	1.4	10.6	27	7.7	31.0	19	5.4	18.8	19	5.4	20.7	WLAP-FM
WLXG																WLXG
WMGB-FM										1	.3	1.0				WMGB-FM
WNVL																WNVL
WRFL-FM																WRFL-FM
WVLK																WVLK
WVLK-FM	3	.9	3.6	3	.9	6.4	2	.6	2.3	3	.9	3.0	3	.9	3.3	WVLK-FM
WEKU-FM																WEKU-FM
WHAS																WHAS
WLW																WLW
PUR	83	23.7		47	13.4		87	24.9		101	28.9		92	26.3		PUR

+ DENOTES SPANISH STATION. SEE ADVISORY ON PAGE IV.
 * ESTIMATES ADJUSTED FOR ACTUAL BROADCAST SCHEDULE

AVERAGE QUARTER HOUR AND CUME ESTIMATES

	SUNDAY 6:00AM-12:00 MID			SUNDAY 6:00AM-10:00AM			SUNDAY 10:00AM-3:00PM			SUNDAY 3:00PM-7:00PM			SUNDAY 7:00PM-12:00 MID			
	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	
WBBE																WBBE
WBKY-FM																WBKY-FM
WCGW*																WCGW*
WCKU-FM	23	6.6	23.7	6	1.7	9.1	17	4.9	18.5	31	8.9	25.0	33	9.4	34.0	WCKU-FM
WCOZ-FM	3	.9	3.1	3	.9	4.5	5	1.4	5.4				2	.6	2.1	WCOZ-FM
WFMI-FM	14	4.0	14.4	11	3.1	16.7	8	2.3	8.7	19	5.4	15.3	17	4.9	17.5	WFMI-FM
WFRS																WFRS
WJMM-FM																WJMM-FM
WKQQ-FM	23	6.6	23.7	11	3.1	16.7	25	7.1	27.2	30	8.6	24.2	23	6.6	23.7	WKQQ-FM
WLAP				2	.6	3.0										WLAP
WLAP-FM	21	6.0	21.6	28	8.0	42.4	20	5.7	21.7	23	6.6	18.5	13	3.7	13.4	WLAP-FM
WLXG	2	.6	2.1				2	.6	2.2	2	.6	1.6	2	.6	2.1	WLXG
WMGB-FM	2	.6	2.1				3	.9	3.3	5	1.4	4.0				WMGB-FM
WNVL																WNVL
WRFL-FM																WRFL-FM
WVLK				1	.3	1.5							1	.3	1.0	WVLK
WVLK-FM	5	1.4	5.2	4	1.1	6.1	5	1.4	5.4	4	1.1	3.2	5	1.4	5.2	WVLK-FM
WEKU-FM																WEKU-FM
WHAS																WHAS
WLW	1	.3	1.0							6	1.7	4.8				WLW
PUR	97	27.7		66	18.9		92	26.3		124	35.4		97	27.7		PUR

* DENOTES SPANISH STATION. SEE ADVISORY ON PAGE IV.
 * ESTIMATES ADJUSTED FOR ACTUAL BROADCAST SCHEDULE

AVERAGE QUARTER HOUR AND CUME ESTIMATES

	MON - SUN 6:00AM-12:00 MID				MON - FRI 6:00AM-10:00AM				MON - FRI 10:00AM-3:00PM				MON - FRI 3:00PM-7:00PM				MON - FRI 7:00PM-12:00 MID				
	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	
WBBE																					WBBE
WBKY-FM	2	.4	1.5	19	1	.2	.6	16	1	.2	.6	4	1	.2	.6	4	1	.2	1.4	4	WBKY-FM
WCGW*				4								4									WCGW*
WCKU-FM	31	5.5	23.7	177	31	5.5	19.1	94	37	6.6	22.0	92	42	7.4	23.7	134	24	4.3	33.3	73	WCKU-FM
WCOZ-FM	3	.5	2.3	34	3	.5	1.9	16	6	1.1	3.6	11	4	.7	2.3	15	1	.2	1.4	4	WCOZ-FM
WFMI-FM	8	1.4	6.1	160	7	1.2	4.3	56	9	1.6	5.4	63	16	2.8	9.0	87	4	.7	5.6	51	WFMI-FM
WRS																					WRS
WJMM-FM	3	.5	2.3	33	5	.9	3.1	18	5	.9	3.0	22	6	1.1	3.4	22	2	.4	2.8	7	WJMM-FM
WKQQ-FM	30	5.3	22.9	294	42	7.4	25.9	182	43	7.6	25.6	118	37	6.6	20.9	196	15	2.7	20.8	70	WKQQ-FM
WLAP	1	.2	.8	26	2	.4	1.2	8	2	.4	1.2	4	1	.2	.6	9				3	WLAP
WLAP-FM	26	4.6	19.8	321	32	5.7	19.8	170	28	5.0	16.7	108	36	6.4	20.3	204	18	3.2	25.0	93	WLAP-FM
WLXG	2	.4	1.5	28	2	.4	1.2	15	4	.7	2.4	20	3	.5	1.7	11					WLXG
WMGB-FM	6	1.1	4.6	51	7	1.2	4.3	34	9	1.6	5.4	22	7	1.2	4.0	29	1	.2	1.4	4	WMGB-FM
WNVL																					WNVL
WRFL-FM				15					1	.2	.6	5									WRFL-FM
WVLK	1	.2	.8	32	4	.7	2.5	23	1	.2	.6	3				7					WVLK
WVLK-FM	13	2.3	9.9	181	19	3.4	11.7	124	17	3.0	10.1	87	16	2.8	9.0	96	5	.9	6.9	30	WVLK-FM
WEKU-FM	3	.5	2.3	33	6	1.1	3.7	22	5	.9	3.0	15	5	.9	2.8	23	1	.2	1.4	9	WEKU-FM
WHAS				12	1	.2	.6	12				3				3				4	WHAS
WLW				14												5					WLW
PUR	131	23.2		551	162	28.7		470	168	29.8		412	177	31.4		491	72	12.8		290	PUR

+ DENOTES SPANISH STATION. SEE ADVISORY ON PAGE IV.
 * ESTIMATES ADJUSTED FOR ACTUAL BRDADCAST SCHEDULE

AVERAGE QUARTER HOUR AND CUME ESTIMATES

	MON - FRI 6:00AM-7:00PM				MON - FRI 6:00AM-10:00AM + 3:00PM-7:00PM				MON - FRI 6:00AM-3:00PM				MON - FRI 3:00PM-12:00 MID				SAT - SUN 6:00AM-12:00 MID				
	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	
WBBE																					WBBE
WBKY-FM	1	.2	.6	16	1	.2	.6	16	1	.2	.6	16	1	.2	.9	8	3	.5	2.9	19	WBKY-FM
WCGW*				4								4									WCGW*
WCKU-FM	37	6.6	21.9	157	37	6.6	21.0	152	34	6.0	20.6	125	32	5.7	27.6	143	27	4.8	25.7	102	WCKU-FM
WCOZ-FM	4	.7	2.4	22	4	.7	2.3	19	5	.9	3.0	19	2	.4	1.7	15	2	.4	1.9	26	WCOZ-FM
WFMI-FM	11	2.0	6.5	129	12	2.1	6.8	108	8	1.4	4.8	106	9	1.6	7.8	103	8	1.4	7.6	93	WFMI-FM
WFRS																					WFRS
WJMM-FM	5	.9	3.0	31	6	1.1	3.4	25	5	.9	3.0	25	4	.7	3.4	22				9	WJMM-FM
WKQQ-FM	41	7.3	24.3	261	40	7.1	22.7	253	42	7.4	25.5	208	25	4.4	21.6	212	22	3.9	21.0	155	WKQQ-FM
WLAP	2	.4	1.2	13	2	.4	1.1	13	2	.4	1.2	8				12	1	.2	1.0	26	WLAP
WLAP-FM	32	5.7	18.9	273	34	6.0	19.3	249	30	5.3	18.2	219	26	4.6	22.4	243	21	3.7	20.0	169	WLAP-FM
WLXG	3	.5	1.8	26	3	.5	1.7	19	3	.5	1.8	23	1	.2	.9	11	1	.2	1.0	13	WLXG
WMGB-FM	8	1.4	4.7	45	8	1.4	4.5	39	9	1.6	5.5	40	3	.5	2.6	29	3	.5	2.9	46	WMGB-FM
WNVL																					WNVL
WRFL-FM				5					1	.2	.6	5									WRFL-FM
WVLK	2	.4	1.2	26	2	.4	1.1	26	2	.4	1.2	23				7	1	.2	1.0	28	WVLK
WVLK-FM	17	3.0	10.1	163	18	3.2	10.2	138	18	3.2	10.9	153	10	1.8	8.6	104	10	1.8	9.5	103	WVLK-FM
WEKU-FM	5	.9	3.0	33	6	1.1	3.4	33	5	.9	3.0	33	3	.5	2.6	23				5	WEKU-FM
WHAS	1	.2	.6	12	1	.2	.6	12				12				7					WHAS
WLW				5	1	.2	.6	5								5	1	.2	1.0	9	WLW
PUR	159	30.0		537	176	31.2		528	165	29.3		515	116	20.6		507	105	18.6		487	PUR

+ DENDTES SPANISH STATION. SEE ADVISORY ON PAGE IV.
 * ESTIMATES ADJUSTED FOR ACTUAL BRDADCAST SCHEDULE

AVERAGE QUARTER HOUR AND CUME ESTIMATES

	MON - SAT 6:00AM-12:00 MID				MON - SAT 6:00AM-10:00AM				MON - SAT 10:00AM-3:00PM				MON - SAT 3:00PM-7:00PM				MON - SAT 7:00PM-12:00 MID					
	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)		
WBBE																						
WBKY-FM	2	.4	1.5	18	2	.4	1.3	17	2	.4	1.2	10	2	.4	1.2	10	2	.4	2.6	5	5	WBBE
WCGW*				4								4										WBKY-FM
WCKU-FM	34	6.0	25.0	174	31	5.5	20.0	100	38	6.7	23.0	98	45	8.0	26.2	139	27	4.8	35.1	86	86	WCGW*
WCOZ-FM	3	.5	2.2	27	3	.5	1.9	17	5	.9	3.0	16	4	.7	2.3	20	1	.2	1.3	4	4	WCKU-FM
WFMI-FM	9	1.6	6.6	153	8	1.4	5.2	58	10	1.8	6.1	66	15	2.7	8.7	91	4	.7	5.2	53	53	WCOZ-FM
WHR5																						WFMI-FM
WJMM-FM	4	.7	2.9	33	4	.7	2.6	18	4	.7	2.4	22	5	.9	2.9	23	2	.4	2.6	7	7	WHR5
WKQQ-FM	32	5.7	23.5	282	38	6.7	24.5	187	41	7.3	24.8	126	34	6.0	19.8	203	15	2.7	19.5	77	77	WJMM-FM
WLAP	1	.2	.7	17	2	.4	1.3	8	2	.4	1.2	4	1	.2	.6	10				5	5	WKQQ-FM
WLAP-FM	26	4.6	19.1	305	30	5.3	19.4	178	28	5.0	17.0	119	32	5.7	18.6	211	17	3.0	22.1	103	103	WLAP
WLXG	1	.2	.7	27	2	.4	1.3	16	4	.7	2.4	20	3	.5	1.7	11				5	5	WLAP-FM
WMGB-FM	5	.9	3.7	46	6	1.1	3.9	34	8	1.4	4.8	23	6	1.1	3.5	30	1	.2	1.3	8	8	WLXG
WVVL																						WMGB-FM
WRFL-FM				6				4	1	.2	.6	5										WVVL
WVVK	1	.2	.7	30	4	.7	2.6	23	1	.2	.6	4										WRFL-FM
WVVK-FM	14	2.5	10.3	178	19	3.4	12.3	131	17	3.0	10.3	94	16	2.8	9.3	101	6	1.1	7.8	39	39	WVVK
WEKU-FM	4	.7	2.9	33	5	.9	3.2	22	4	.7	2.4	15	5	.9	2.9	24	1	.2	1.3	9	9	WEKU-FM
WHAS				12	1	.2	.6	12				3	1	.2	.6	3				4	4	WHAS
WLW				5									1	.2	.6	5						WLW
PUR	136	24.1		547	155	27.5		480	165	29.3		436	172	30.5		500	77	13.7		332	PUR	

+ DENOTES SPANISH STATION. SEE ADVISORY ON PAGE IV.
 * ESTIMATES ADJUSTED FOR ACTUAL BROADCAST SCHEDULE

AVERAGE QUARTER HOUR AND CUME ESTIMATES

	SATURDAY 6:00AM-12:00 MID			SATURDAY 6:00AM-10:00AM			SATURDAY 10:00AM-3:00PM			SATURDAY 3:00PM-7:00PM			SATURDAY 7:00PM-12:00 MID			
	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	
WBBE																WBBE
WBKY-FM	6	1.1	5.2	5	.9	5.3	6	1.1	4.1	7	1.2	5.5	5	.9	5.4	WBKY-FM
WCGW*																WCGW*
WCKU-FM	40	7.1	34.5	25	4.4	26.6	42	7.4	29.0	55	9.8	43.0	38	6.7	41.3	WCKU-FM
WCOZ-FM	1	.2	.9	1	.2	1.1	1	.2	.7	2	.4	1.6				WCOZ-FM
WFMI-FM	8	1.4	6.9	9	1.6	9.6	10	1.8	6.9	9	1.6	7.0	4	.7	4.3	WFMI-FM
WFRS																WFRS
WJMM-FM										1	.2	.8				WJMM-FM
WKQQ-FM	21	3.7	18.1	18	3.2	19.1	32	5.7	22.1	19	3.4	14.8	15	2.7	16.3	WKQQ-FM
WLAP	1	.2	.9							2	.4	1.6	1	.2	1.1	WLAP
WLAP-FM	20	3.5	17.2	18	3.2	19.1	32	5.7	22.1	11	2.0	8.6	16	2.8	17.4	WLAP-FM
WLXG																WLXG
WMGB-FM	1	.2	.9				1	.2	.7	1	.2	.8	1	.2	1.1	WMGB-FM
WVVL																WVVL
WRFL-FM																WRFL-FM
WVLK	1	.2	.9	1	.2	1.1							1	.2	1.1	WVLK
WVLK-FM	14	2.5	12.1	15	2.7	16.0	19	3.4	13.1	15	2.7	11.7	8	1.4	8.7	WVLK-FM
WEKU-FM																WEKU-FM
WHAS										2	.4	1.6				WHAS
WLW																WLW
PUR	116	20.6		94	16.7		145	25.7		128	22.7		92	16.3		PUR

+ DENOTES SPANISH STATION. SEE ADVISORY ON PAGE IV.
 * ESTIMATES ADJUSTED FOR ACTUAL BROADCAST SCHEDULE

AVERAGE QUARTER HOUR AND CUME ESTIMATES

	SUNDAY 6:00AM-12:00 MID				SUNDAY 6:00AM-10:00AM				SUNDAY 10:00AM-3:00PM				SUNDAY 3:00PM-7:00PM				SUNDAY 7:00PM-12:00 MID				
	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR		AQH PRS (00)	AQH PRS RTG	AQH PRS SHR		AQH PRS (00)	AQH PRS RTG	AQH PRS SHR		AQH PRS (00)	AQH PRS RTG	AQH PRS SHR		AQH PRS (00)	AQH PRS RTG	AQH PRS SHR		
WBBE					1	.2	1.1														WBBE
WBKY-FM																					WBKY-FM
WCGW*																					WCGW*
WCKU-FM	15	2.7	15.8		17	3.0	18.9		17	3.0	14.0		11	2.0	10.0		14	2.5	25.0		WCKU-FM
WCOZ-FM	4	.7	4.2		4	.7	4.4		6	1.1	5.0		1	.2	.9		2	.4	3.6		WCOZ-FM
WFMI-FM	8	1.4	8.4		7	1.2	7.8		6	1.1	5.0		10	1.8	9.1		8	1.4	14.3		WFMI-FM
WRS																					WRS
WJMM-FM																					WJMM-FM
WKQQ-FM	22	3.9	23.2		22	3.9	24.4		26	4.6	21.5		24	4.3	21.8		15	2.7	26.8		WKQQ-FM
WLAP	1	.2	1.1		7	1.2	7.8														WLAP
WLAP-FM	22	3.9	23.2		17	3.0	18.9		41	7.3	33.9		25	4.4	22.7		4	.7	7.1		WLAP-FM
WLXG	2	.4	2.1						2	.4	1.7		2	.4	1.8		2	.4	3.6		WLXG
WMGB-FM	6	1.1	6.3		1	.2	1.1		10	1.8	8.3		14	2.5	12.7						WMGB-FM
WNVL																					WNVL
WRFL-FM																	1	.2	1.8		WRFL-FM
WVLC	2	.4	2.1		6	1.1	6.7		1	.2	.8										WVLC
WVLC-FM	6	1.1	6.3		5	.9	5.6		5	.9	4.1		7	1.2	6.4		4	.7	7.1		WVLC-FM
WEKU-FM																					WEKU-FM
WHAS																					WHAS
WLW	1	.2	1.1										6	1.1	5.5						WLW
PUR	95	16.8			90	16.0			121	21.5			110	19.5			56	9.9			PUR

+ DENOTES SPANISH STATION. SEE ADVISORY ON PAGE IV.
 * ESTIMATES ADJUSTED FOR ACTUAL BROADCAST SCHEDULE

AVERAGE QUARTER HOUR AND CUME ESTIMATES

	MON - SUN 6:00AM-12:00 MID				MON - FRI 6:00AM-10:00AM				MON - FRI 10:00AM-3:00PM				MON - FRI 3:00PM-7:00PM				MON - FRI 7:00PM-12:00 MID				
	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	
WBBE	2	.2	1.0	10	2	.2	.8	5	3	.3	1.2	5	2	.2	.8	5	1	.1	.9	4	WBBE
WBKY-FM	4	.4	2.1	49	5	.5	1.9	33	4	.4	1.6	21	2	.2	.8	20	2	.2	1.9	8	WBKY-FM
WCGW*				20								7									WCGW*
WCKU-FM	40	4.4	20.7	224	36	3.9	13.6	119	44	4.8	17.7	107	53	5.8	21.3	165	31	3.4	29.0	92	WCKU-FM
WCOZ-FM	6	.7	3.1	66	6	.7	2.3	33	7	.8	2.8	14	5	.5	2.0	22	2	.2	1.9	11	WCOZ-FM
WFMI-FM	8	.9	4.1	191	7	.8	2.7	62	9	1.0	3.6	67	17	1.9	6.8	102	4	.4	3.7	60	WFMI-FM
WFRS				7																	WFRS
WJMM-FM	4	.4	2.1	50	7	.8	2.7	28	6	.7	2.4	29	8	.9	3.2	32	3	.3	2.8	15	WJMM-FM
WKQQ-FM	31	3.4	16.1	340	44	4.8	16.7	197	43	4.7	17.3	125	41	4.5	16.5	228	15	1.6	14.0	74	WKQQ-FM
WLAP	3	.3	1.6	52	7	.8	2.7	23	7	.8	2.8	15	2	.2	.8	16	1	.1	.9	7	WLAP
WLAP-FM	33	3.6	17.1	427	41	4.5	15.5	224	37	4.1	14.9	139	47	5.2	18.9	278	23	2.5	21.5	123	WLAP-FM
WLXG	5	.5	2.6	50	8	.9	3.0	23	8	.9	3.2	32	6	.7	2.4	23	2	.2	1.9	8	WLXG
WMGB-FM	9	1.0	4.7	78	12	1.3	4.5	58	12	1.3	4.8	27	11	1.2	4.4	48	4	.4	3.7	9	WMGB-FM
WNVL																					WNVL
WRFL-FM				20				5	1	.1	.4	5				5					WRFL-FM
WVLK	8	.9	4.1	109	24	2.6	9.1	82	9	1.0	3.6	37	7	.8	2.8	28	1	.1	.9	10	WVLK
WVLK-FM	31	3.4	16.1	368	46	5.0	17.4	245	43	4.7	17.3	170	34	3.7	13.7	213	17	1.9	15.9	76	WVLK-FM
WEKU-FM	6	.7	3.1	75	12	1.3	4.5	56	15	1.6	6.0	39	10	1.1	4.0	57	1	.1	.9	13	WEKU-FM
WHAS				29	3	.3	1.1	20				3	1	.1	.4	3				8	WHAS
WLW				14									1	.1	.4	5					WLW
PUR	193	21.2		686	264	28.9		758	249	27.3		632	249	27.3		766	107	11.7		444	PUR

+ DENOTES SPANISH STATION. SEE ADVISORY ON PAGE IV.
 * ESTIMATES ADJUSTED FOR ACTUAL BROADCAST SCHEDULE

AVERAGE QUARTER HOUR AND CUME ESTIMATES

	MON - FRI 6:00AM-7:00PM				MON - FRI 6:00AM-10:00AM + 3:00PM-7:00PM				MON - FRI 6:00AM-3:00PM				MON - FRI 3:00PM-12:00 MID				SAT - SUN 6:00AM-12:00 MID					
	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)		
WBBE	2	.2	.8	5	2	.2	.7	5	3	.3	1.2	5	2	.2	1.2	9	1	.1	.6	5	WBBE	
WBKY-FM	4	.4	1.6	36	4	.4	1.5	36	4	.4	1.6	36	2	.2	1.2	28	5	.5	3.1	36	WBKY-FM	
WCGW*				7								7					1	.1	.6	16	WCGW*	
WCKU-FM	44	4.8	17.3	197	45	4.9	16.7	192	40	4.4	15.8	161	41	4.5	24.7	174	39	4.3	24.5	148	WCKU-FM	
WCOZ-FM	6	.7	2.4	45	6	.7	2.2	39	7	.8	2.8	38	3	.3	1.8	28	8	.9	5.0	51	WCOZ-FM	
WFMI-FM	11	1.2	4.3	148	13	1.4	4.8	123	8	.9	3.2	116	9	1.0	5.4	118	10	1.1	6.3	124	WFMI-FM	
WHS																	1	.1	.6	7	WHS	
WJMM-FM	7	.8	2.7	44	8	.9	3.0	38	6	.7	2.4	35	5	.5	3.0	36				9	WJMM-FM	
WKQQ-FM	43	4.7	16.9	300	44	4.8	16.3	288	42	4.6	16.6	227	27	3.0	16.3	248	24	2.6	15.1	178	WKQQ-FM	
WLAP	6	.7	2.4	32	6	.7	2.2	28	7	.8	2.8	27	1	.1	.6	24	3	.3	1.9	51	WLAP	
WLAP-FM	42	4.6	16.5	371	45	4.9	16.7	339	39	4.3	15.4	293	34	3.7	20.5	323	24	2.6	15.1	209	WLAP-FM	
WLXG	7	.8	2.7	42	8	.9	3.0	35	8	.9	3.2	35	3	.3	1.8	27	2	.2	1.3	31	WLXG	
WMGB-FM	12	1.3	4.7	69	13	1.4	4.8	63	13	1.4	5.1	64	6	.7	3.6	48	6	.7	3.8	70	WMGB-FM	
WNVL																					13	WNVL
WRFL-FM				10				5	1	.1	.4	10				5					77	WRFL-FM
WVLC	13	1.4	5.1	93	16	1.8	5.9	85	15	1.6	5.9	90	4	.4	2.4	28	5	.5	3.1	77	WVLC	
WVLC-FM	41	4.5	16.1	336	41	4.5	15.2	296	44	4.8	17.4	293	24	2.6	14.5	236	23	2.5	14.5	176	WVLC-FM	
WEKU-FM	13	1.4	5.1	73	12	1.3	4.4	73	13	1.4	5.1	67	5	.5	3.0	57				21	WEKU-FM	
WHAS	2	.2	.8	20	2	.2	.7	20	1	.1	.4	20				11	1	.1	.6	9	WHAS	
WLW				5	1	.1	.4	5								5	1	.1	.6	9	WLW	
PUR	255	28.0		859	270	29.6		843	253	27.7		823	166	18.2		798	159	17.4		773	PUR	

+ DENTES SPANISH STATION. SEE ADVISORY ON PAGE IV.
 * ESTIMATES ADJUSTED FOR ACTUAL BROADCAST SCHEDULE

BIRCH RADIO

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AVERAGE QUARTER HOUR AND CUME ESTIMATES

	MON - SAT 6:00AM-12:00 MID				MON - SAT 6:00AM-10:00AM				MON - SAT 10:00AM-3:00PM				MON - SAT 3:00PM-7:00PM				MON - SAT 7:00PM-12:00 MID				
	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	
WBBE	2	.2	1.0	10	2	.2	.8	5	3	.3	1.2	6	2	.2	.8	6	1	.1	.9	4	WBBE
WBKY-FM	4	.4	1.9	48	7	.8	2.8	40	6	.7	2.4	35	3	.3	1.2	31	3	.3	2.7	18	WBKY-FM
WCGW*				20				10				12				6					WCGW*
WCKU-FM	42	4.6	20.4	219	36	3.9	14.2	137	47	5.2	18.8	124	57	6.3	23.3	175	34	3.7	30.6	108	WCKU-FM
WCOZ-FM	5	.5	2.4	57	6	.7	2.4	35	7	.8	2.8	29	6	.7	2.4	29	2	.2	1.8	13	WCOZ-FM
WFMI-FM	9	1.0	4.4	174	8	.9	3.1	68	10	1.1	4.0	75	16	1.8	6.5	106	4	.4	3.6	62	WFMI-FM
WRS																					WRS
WJMM-FM	5	.5	2.4	50	6	.7	2.4	28	5	.5	2.0	29	7	.8	2.9	33	3	.3	2.7	15	WJMM-FM
WKQQ-FM	34	3.7	16.5	322	40	4.4	15.7	204	42	4.6	16.8	139	38	4.2	15.5	237	15	1.6	13.5	82	WKQQ-FM
WLAP	4	.4	1.9	42	8	.9	3.1	24	7	.8	2.8	15	2	.2	.8	17	1	.1	.9	13	WLAP
WLAP-FM	34	3.7	16.5	410	39	4.3	15.4	237	37	4.1	14.8	153	43	4.7	17.6	290	21	2.3	18.9	135	WLAP-FM
WLXG	5	.5	2.4	49	7	.8	2.8	26	8	.9	3.2	37	6	.7	2.4	23	2	.2	1.8	13	WLXG
WMGB-FM	9	1.0	4.4	73	11	1.2	4.3	59	12	1.3	4.8	42	10	1.1	4.1	51	4	.4	3.6	18	WMGB-FM
WNVL																					WNVL
WRFL-FM				11				9	1	.1	.4	5				5					WRFL-FM
WVLK	9	1.0	4.4	104	22	2.4	8.7	88	10	1.1	4.0	47	6	.7	2.4	35	1	.1	.9	20	WVLK
WVLK-FM	34	3.7	16.5	362	44	4.8	17.3	255	41	4.5	16.4	181	34	3.7	13.9	222	18	2.0	16.2	87	WVLK-FM
WEKU-FM	9	1.0	4.4	74	11	1.2	4.3	58	13	1.4	5.2	40	10	1.1	4.1	59	1	.1	.9	13	WEKU-FM
WHAS				25	3	.3	1.2	20				3	1	.1	.4	3					WHAS
WLW				5									1	.1	.4	5					WLW
PUR	208	22.8		879	254	27.9		782	250	27.4		698	245	26.9		787	111	12.2		509	PUR

+ DENDTES SPANISH STATION. SEE ADVISORY ON PAGE IV.
 * ESTIMATES ADJUSTED FOR ACTUAL BROADCAST SCHEDULE

AVERAGE QUARTER HOUR AND CUME ESTIMATES

	SATURDAY 6:00AM-12:00 MID			SATURDAY 6:00AM-10:00AM			SATURDAY 10:00AM-3:00PM			SATURDAY 3:00PM-7:00PM			SATURDAY 7:00PM-12:00 MID				
	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR		
WBBE	2	.2	1.1				4	.4	1.7		4	.4	2.0			WBBE	
WBKY-FM	11	1.2	6.1	14	1.5	8.5	9	1.0	3.9		9	1.0	4.4	8	.9	6.6	WBKY-FM
WCGW*	2	.2	1.1	3	.3	1.8	1	.1	.4		2	.2	1.0			WCGW*	
WCKU-FM	51	5.6	28.2	32	3.5	19.5	60	6.6	26.0		72	7.9	35.3	43	4.7	35.5	WCKU-FM
WCOZ-FM	4	.4	2.2	4	.4	2.4	5	.5	2.2		6	.7	2.9	1	.1	.8	WCOZ-FM
WFMI-FM	9	1.0	5.0	11	1.2	6.7	12	1.3	5.2		10	1.1	4.9	4	.4	3.3	WFMI-FM
WHR																WHR	
WJMM-FM											1	.1	.5			WJMM-FM	
WKQQ-FM	24	2.6	13.3	20	2.2	12.2	38	4.2	16.5		25	2.7	12.3	15	1.6	12.4	WKQQ-FM
WLAP	3	.3	1.7	8	.9	4.9	1	.1	.4		2	.2	1.0	1	.1	.8	WLAP
WLAP-FM	26	2.9	14.4	25	2.7	15.2	40	4.4	17.3		18	2.0	8.8	17	1.9	14.0	WLAP-FM
WLXG	2	.2	1.1	2	.2	1.2	4	.4	1.7		3	.3	1.5			WLXG	
WMGB-FM	6	.7	3.3	2	.2	1.2	9	1.0	3.9		6	.7	2.9	6	.7	5.0	WMGB-FM
WVNL																WVNL	
WRFL-FM																WRFL-FM	
WVLK	7	.8	3.9	10	1.1	6.1	12	1.3	5.2		4	.4	2.0	1	.1	.8	WVLK
WVLK-FM	28	3.1	15.5	27	3.0	16.5	30	3.3	13.0		35	3.8	17.2	21	2.3	17.4	WVLK-FM
WEKU-FM	1	.1	.6	2	.2	1.2	1	.1	.4		3	.3	1.5			WEKU-FM	
WHAS														1	.1	.8	WHAS
WLW																WLW	
PUR	181	19.8		164	18.0		231	25.3			204	22.4		121	13.3	PUR	

+ DENOTES SPANISH STATION. SEE ADVISORY ON PAGE IV.
 * ESTIMATES ADJUSTED FOR ACTUAL BROADCAST SCHEDULE

AVERAGE QUARTER HOUR AND CUME ESTIMATES

	SUNDAY 6:00AM-12:00 MID				SUNDAY 6:00AM-10:00AM				SUNDAY 10:00AM-3:00PM				SUNDAY 3:00PM-7:00PM				SUNDAY 7:00PM-12:00 MID				
	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR		AQH PRS (00)	AQH PRS RTG	AQH PRS SHR		AQH PRS (00)	AQH PRS RTG	AQH PRS SHR		AQH PRS (00)	AQH PRS RTG	AQH PRS SHR		AQH PRS (00)	AQH PRS RTG	AQH PRS SHR		
WBBE																					WBBE
WBKY-FM					1	.1	.7														WBKY-FM
WCGW*																					WCGW*
WCKU-FM	28	3.1	19.7		31	3.4	22.3		28	3.1	15.8		22	2.4	15.2		28	3.1	29.2		WCKU-FM
WCOZ-FM	12	1.3	8.5		15	1.6	10.8		20	2.2	11.3		1	.1	.7		9	1.0	9.4		WCOZ-FM
WFMI-FM	11	1.2	7.7		10	1.1	7.2		9	1.0	5.1		16	1.8	11.0		8	.9	8.3		WFMI-FM
WFRS	2	.2	1.4						7	.8	4.0										WFRS
WJMM-FM																					WJMM-FM
WKQQ-FM	23	2.5	16.2		23	2.5	16.5		27	3.0	15.3		24	2.6	16.6		15	1.6	15.6		WKQQ-FM
WLAP	3	.3	2.1		12	1.3	8.6		2	.2	1.1										WLAP
WLAP-FM	23	2.5	16.2		17	1.9	12.2		44	4.8	24.9		25	2.7	17.2		4	.4	4.2		WLAP-FM
WLXG	2	.2	1.4						2	.2	1.1		2	.2	1.4		2	.2	2.1		WLXG
WMGB-FM	6	.7	4.2		1	.1	.7		10	1.1	5.6		14	1.5	9.7						WMGB-FM
WNVL																					WNVL
WRFL-FM																					WRFL-FM
WVLK	5	.5	3.5		9	1.0	6.5		5	.5	2.8		4	.4	2.8		1	.1	1.0		WVLK
WVLK-FM	18	2.0	12.7		16	1.8	11.5		12	1.3	6.8		21	2.3	14.5		20	2.2	20.8		WVLK-FM
WEKU-FM	1	.1	.7						2	.2	1.1										WEKU-FM
WHAS	1	.1	.7		1	.1	.7		2	.2	1.1						1	.1	1.0		WHAS
WLW	1	.1	.7										6	.7	4.1						WLW
PUR	142	15.6			139	15.2			177	19.4			145	15.9			96	10.5			PUR

+ DENOTES SPANISH STATION. SEE ADVISORY ON PAGE IV.
 * ESTIMATES ADJUSTED FOR ACTUAL BROADCAST SCHEDULE

AVERAGE QUARTER HOUR AND CUME ESTIMATES

	MON - SUN 6:00AM-12:00 MID				MON - FRI 6:00AM-10:00AM				MON - FRI 10:00AM-3:00PM				MON - FRI 3:00PM-7:00PM				MON - FRI 7:00PM-12:00 MID				
	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	
WBBE	2	.3	1.4	10	2	.3	.9	5	3	.4	1.7	5	2	.3	1.1	5	1	.1	1.4	4	WBBE
WBKY-FM	4	.6	2.9	49	5	.7	2.3	33	4	.6	2.2	21	2	.3	1.1	20	2	.3	2.8	8	WBKY-FM
WCGW*				20								7									WCGW*
WCKU-FM	25	3.6	18.0	125	20	2.9	9.4	65	22	3.2	12.2	51	31	4.5	17.5	86	17	2.5	23.9	43	WCKU-FM
WCOZ-FM	6	.9	4.3	57	6	.9	2.8	33	7	1.0	3.9	14	5	.7	2.8	22	2	.3	2.8	11	WCOZ-FM
WFMI-FM	2	.3	1.4	90	5	.7	2.3	48	2	.3	1.1	17	5	.7	2.8	52	1	.1	1.4	29	WFMI-FM
WHR5				7																	WHR5
WJMM-FM	4	.6	2.9	50	7	1.0	3.3	28	6	.9	3.3	29	8	1.2	4.5	32	3	.4	4.2	15	WJMM-FM
WKQQ-FM	16	2.3	11.5	205	24	3.5	11.3	119	21	3.1	11.6	74	27	3.9	15.3	149	9	1.3	12.7	36	WKQQ-FM
WLAP	3	.4	2.2	43	7	1.0	3.3	23	7	1.0	3.9	15	2	.3	1.1	11	1	.1	1.4	7	WLAP
WLAP-FM	22	3.2	15.8	283	33	4.8	15.5	179	29	4.2	16.0	95	29	4.2	16.4	181	10	1.5	14.1	55	WLAP-FM
WLXG	4	.6	2.9	41	7	1.0	3.3	15	7	1.0	3.9	24	6	.9	3.4	23	2	.3	2.8	8	WLXG
WMGB-FM	8	1.2	5.8	66	12	1.7	5.6	58	11	1.6	6.1	21	10	1.5	5.6	43	4	.6	5.6	9	WMGB-FM
WNVL																					WNVL
WRFL-FM				11				5	1	.1	.6	5				5					WRFL-FM
WVWK	8	1.2	5.8	109	24	3.5	11.3	82	9	1.3	5.0	37	7	1.0	4.0	28	1	.1	1.4	10	WVWK
WVWK-FM	27	3.9	19.4	308	42	6.1	19.7	207	36	5.2	19.9	143	29	4.2	16.4	182	17	2.5	23.9	66	WVWK-FM
WEKU-FM	6	.9	4.3	75	12	1.7	5.6	56	15	2.2	8.3	39	10	1.5	5.6	57	1	.1	1.4	13	WEKU-FM
WHAS				29	3	.4	1.4	20				3	1	.1	.6	3				8	WHAS
WLW				5									1	.1	.6	5					WLW
PUR	139	20.2		666	213	31.0		592	181	26.3		464	177	25.7		570	71	10.3		294	PUR

+ DENOTES SPANISH STATION. SEE ADVISORY ON PAGE IV.
 * ESTIMATES ADJUSTED FOR ACTUAL BROADCAST SCHEDULE

BIRCH RADIO

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AVERAGE QUARTER HOUR AND CUME ESTIMATES

	MON - FRI 6:00AM-7:00PM				MON - FRI 6:00AM-10:00AM + 3:00PM-7:00PM				MON - FRI 6:00AM-3:00PM				MON - FRI 3:00PM-12:00 MID				SAT - SUN 6:00AM-12:00 MID				
	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	
WBBE	2	.3	1.0	5	2	.3	1.0	5	3	.4	1.6	5	2	.3	1.8	9	1	.1	.9	5	WBBE
WBKY-FM	4	.6	2.1	36	4	.6	1.9	36	4	.6	2.1	36	2	.3	1.8	28	5	.7	4.5	36	WBKY-FM
WCGW*				7								7					1	.1	.9	16	WCGW*
WCKU-FM	24	3.5	12.6	109	26	3.8	12.6	109	21	3.1	10.9	90	23	3.3	20.2	89	32	4.7	29.1	103	WCKU-FM
WCOZ-FM	6	.9	3.1	45	6	.9	2.9	39	7	1.0	3.6	38	3	.4	2.6	28	7	1.0	6.4	42	WCOZ-FM
WFMI-FM	4	.6	2.1	69	6	.9	2.9	65	3	.4	1.6	52	2	.3	1.8	58	3	.4	2.7	52	WFMI-FM
WFRS																	1	.1	.9	7	WFRS
WJMM-FM	7	1.0	3.7	44	8	1.2	3.9	38	6	.9	3.1	35	5	.7	4.4	36				9	WJMM-FM
WKQQ-FM	24	3.5	12.6	188	27	3.9	13.0	176	21	3.1	10.9	143	17	2.5	14.9	153	10	1.5	9.1	91	WKQQ-FM
WLAP	6	.9	3.1	27	6	.9	2.9	23	7	1.0	3.6	27	1	.1	.9	19	3	.4	2.7	42	WLAP
WLAP-FM	31	4.5	16.2	254	32	4.7	15.5	232	31	4.5	16.1	219	19	2.8	16.7	195	13	1.9	11.8	130	WLAP-FM
WLXG	6	.9	3.1	34	7	1.0	3.4	27	7	1.0	3.6	27	3	.4	2.6	27	1	.1	.9	23	WLXG
WMGB-FM	11	1.6	5.8	58	12	1.7	5.8	58	12	1.7	6.3	58	6	.9	5.3	43	5	.7	4.5	61	WMGB-FM
WVNL				10				5	1	.1	.5	10				5				4	WVNL
WRFL-FM				93				85	15	2.2	7.8	90	4	.6	3.5	28	5	.7	4.5	77	WRFL-FM
WVLK	13	1.9	6.8	281	36	5.2	17.4	248	38	5.5	19.8	248	22	3.2	19.3	205	20	2.9	18.2	141	WVLK
WVLK-FM	36	5.2	18.8	281	36	5.2	17.4	248	38	5.5	19.8	248	22	3.2	19.3	205	20	2.9	18.2	141	WVLK-FM
WEKU-FM	13	1.9	6.8	73	12	1.7	5.8	73	13	1.9	6.8	67	5	.7	4.4	57				21	WEKU-FM
WHAS	2	.3	1.0	20	2	.3	1.0	20	1	.1	.5	20				11	1	.1	.9	9	WHAS
WLW				5	1	.1	.5	5								5					WLW
PUR	191	27.8		647	207	30.1		635	192	27.9		626	114	16.6		592	110	16.0		569	PUR

+ DENOTES SPANISH STATION. SEE ADVISORY ON PAGE IV.
 * ESTIMATES ADJUSTED FOR ACTUAL BROADCAST SCHEDULE

LEXINGTON/FAYETTE KY MSA
DECEMBER 1988 - FEBRUARY 1989

AVERAGE QUARTER HOUR AND CUME ESTIMATES

	MON - SAT 6:00AM-12:00 MID				MON - SAT 6:00AM-10:00AM				MON - SAT 10:00AM-3:00PM				MON - SAT 3:00PM-7:00PM				MON - SAT 7:00PM-12:00 MID				
	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	
WBBE	2	.3	1.3	10	2	.3	1.0	5	3	.4	1.6	6	2	.3	1.1	6	1	.1	1.4	4	WBBE
WBKY-FM	4	.6	2.6	48	7	1.0	3.4	40	6	.9	3.3	35	3	.4	1.7	31	3	.4	4.2	18	WBKY-FM
WCGW*				20				10				12				6					WCGW*
WCKU-FM	25	3.6	16.3	121	20	2.9	9.8	80	27	3.9	14.7	66	36	5.2	20.5	95	20	2.9	27.8	58	WCKU-FM
WCOZ-FM	5	.7	3.3	53	6	.9	2.9	35	7	1.0	3.8	25	6	.9	3.4	25	2	.3	2.8	13	WCOZ-FM
WFMI-FM	3	.4	2.0	79	5	.7	2.5	52	2	.3	1.1	22	5	.7	2.8	53	1	.1	1.4	29	WFMI-FM
WHS																					WHS
WJMM-FM	5	.7	3.3	50	6	.9	2.9	28	5	.7	2.7	29	7	1.0	4.0	33	3	.4	4.2	15	WJMM-FM
WKQQ-FM	19	2.8	12.4	195	22	3.2	10.8	124	21	3.1	11.4	84	24	3.5	13.6	153	8	1.2	11.1	40	WKQQ-FM
WLAP	4	.6	2.6	37	8	1.2	3.9	24	7	1.0	3.8	15	2	.3	1.1	12	1	.1	1.4	13	WLAP
WLAP-FM	23	3.3	15.0	271	31	4.5	15.2	191	28	4.1	15.2	103	27	3.9	15.3	189	8	1.2	11.1	59	WLAP-FM
WLXG	5	.7	3.3	41	6	.9	2.9	18	7	1.0	3.8	29	6	.9	3.4	23	2	.3	2.8	13	WLXG
WMGB-FM	9	1.3	5.9	62	11	1.6	5.4	59	11	1.6	6.0	36	9	1.3	5.1	46	4	.6	5.6	18	WMGB-FM
WNVL																					WNVL
WRFL-FM				11				9	1	.1	.5	5				5					WRFL-FM
WVWK	9	1.3	5.9	104	22	3.2	10.8	88	10	1.5	5.4	47	6	.9	3.4	35	1	.1	1.4	20	WVWK
WVWK-FM	30	4.4	19.6	304	40	5.8	19.6	214	35	5.1	19.0	152	29	4.2	16.5	189	17	2.5	23.6	70	WVWK-FM
WEKU-FM	9	1.3	5.9	74	11	1.6	5.4	58	13	1.9	7.1	40	10	1.5	5.7	59	1	.1	1.4	13	WEKU-FM
WHAS				25	3	.4	1.5	20				3	1	.1	.6	3					WHAS
WLW				5									1	.1	.6	5					WLW
PUR	153	22.2		661	204	29.7		610	184	26.7		520	176	25.6		586	72	10.5		346	PUR

+ DENTES SPANISH STATION. SEE ADVISORY ON PAGE IV.
* ESTIMATES ADJUSTED FOR ACTUAL BROADCAST SCHEDULE

BIRCH RADIO

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AVERAGE QUARTER HOUR AND CUME ESTIMATES

	SATURDAY 6:00AM-12:00 MID			SATURDAY 6:00AM-10:00AM			SATURDAY 10:00AM-3:00PM			SATURDAY 3:00PM-7:00PM			SATURDAY 7:00PM-12:00 MID				
	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR		
WBBE	2	.3	1.5				4	.6	2.2		4	.6	2.5			WBBE	
WBKY-FM	11	1.6	8.1	14	2.0	10.8	9	1.3	5.1		9	1.3	5.7	8	1.2	10.5	WBKY-FM
WCGW*	2	.3	1.5	3	.4	2.3	1	.1	.6		2	.3	1.3			WCGW*	
WCKU-FM	39	5.7	28.7	19	2.8	14.6	50	7.3	28.1		58	8.4	36.5	32	4.7	42.1	WCKU-FM
WCOZ-FM	4	.6	2.9	4	.6	3.1	5	.7	2.8		5	.7	3.1	1	.1	1.3	WCOZ-FM
WFMI-FM	3	.4	2.2	6	.9	4.6	2	.3	1.1		4	.6	2.5	1	.1	1.3	WFMI-FM
WHRS																WHRS	
WJMM-FM											1	.1	.6			WJMM-FM	
WKQQ-FM	13	1.9	9.6	13	1.9	10.0	23	3.3	12.9		13	1.9	8.2	5	.7	6.6	WKQQ-FM
WLAP	3	.4	2.2	8	1.2	6.2	1	.1	.6		2	.3	1.3	1	.1	1.3	WLAP
WLAP-FM	15	2.2	11.0	20	2.9	15.4	24	3.5	13.5		13	1.9	8.2	2	.3	2.6	WLAP-FM
WLXG	2	.3	1.5	2	.3	1.5	4	.6	2.2		3	.4	1.9			WLXG	
WMGB-FM	6	.9	4.4	2	.3	1.5	9	1.3	5.1		6	.9	3.8	6	.9	7.9	WMGB-FM
WNVL																WNVL	
WRFL-FM																WRFL-FM	
WVLK	7	1.0	5.1	10	1.5	7.7	12	1.7	6.7		4	.6	2.5	1	.1	1.3	WVLK
WVLK-FM	25	3.6	18.4	24	3.5	18.5	28	4.1	15.7		32	4.7	20.1	18	2.6	23.7	WVLK-FM
WEKU-FM	1	.1	.7	2	.3	1.5	1	.1	.6		3	.4	1.9			WEKU-FM	
WHAS														1	.1	1.3	WHAS
WLW																WLW	
PUR	136	19.8		130	18.9		178	25.9		159	23.1		76	11.0		PUR	

+ DENOTES SPANISH STATION. SEE ADVISORY ON PAGE IV.
 * ESTIMATES ADJUSTED FOR ACTUAL BROADCAST SCHEDULE

AVERAGE QUARTER HOUR AND CUME ESTIMATES

	SUNDAY 6:00AM-12:00 MID			SUNDAY 6:00AM-10:00AM			SUNDAY 10:00AM-3:00PM			SUNDAY 3:00PM-7:00PM			SUNDAY 7:00PM-12:00 MID			
	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	
WBBE				1	.1	1.0										WBBE
WBKY-FM																WBKY-FM
WCGW*																WCGW*
WCKU-FM	25	3.6	28.1	30	4.4	29.4	27	3.9	24.8	20	2.9	23.5	22	3.2	40.0	WCKU-FM
WCOZ-FM	9	1.3	10.1	12	1.7	11.8	15	2.2	13.8	1	.1	1.2	7	1.0	12.7	WCOZ-FM
WFMI-FM	4	.6	4.5	3	.4	2.9	3	.4	2.8	9	1.3	10.6				WFMI-FM
WFRS	2	.3	2.2				7	1.0	6.4							WFRS
WJMM-FM																WJMM-FM
WKQQ-FM	6	.9	6.7	12	1.7	11.8	5	.7	4.6	6	.9	7.1				WKQQ-FM
WLAP	3	.4	3.4	10	1.5	9.8	2	.3	1.8							WLAP
WLAP-FM	12	1.7	13.5	6	.9	5.9	27	3.9	24.8	13	1.9	15.3	1	.1	1.8	WLAP-FM
WLXG																WLXG
WMGB-FM	4	.6	4.5	1	.1	1.0	7	1.0	6.4	9	1.3	10.6				WMGB-FM
WNVL																WNVL
WRFL-FM																WRFL-FM
WVLK	5	.7	5.6	9	1.3	8.8	5	.7	4.6	4	.6	4.7	1	.1	1.8	WVLK
WVLK-FM	14	2.0	15.7	14	2.0	13.7	7	1.0	6.4	17	2.5	20.0	17	2.5	30.9	WVLK-FM
WEKU-FM	1	.1	1.1				2	.3	1.8							WEKU-FM
WHAS	1	.1	1.1	1	.1	1.0	2	.3	1.8				1	.1	1.8	WHAS
WLW																WLW
PUR	89	12.9		102	14.8		109	15.8		85	12.4		55	8.0		PUR

+ DENOTES SPANISH STATION. SEE ADVISORY ON PAGE IV.
 * ESTIMATES ADJUSTED FOR ACTUAL BROADCAST SCHEDULE

AVERAGE QUARTER HOUR AND CUME ESTIMATES

	MON - SUN 6:00AM-12:00 MID				MON - FRI 6:00AM-10:00AM				MON - FRI 10:00AM-3:00PM				MON - FRI 3:00PM-7:00PM				MON - FRI 7:00PM-12:00 MID				
	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	
WBBE	2	.3	1.4	13	2	.3	.9	5	3	.4	1.6	5	2	.3	1.1	5	1	.1	1.4	4	WBBE
WBKY-FM	4	.5	2.7	54	5	.7	2.2	37	4	.5	2.1	21	2	.3	1.1	20	2	.3	2.7	8	WBKY-FM
WCGW*				25								12									WCGW*
WCKU-FM	25	3.3	16.9	125	20	2.6	8.8	65	22	2.9	11.6	51	31	4.1	16.4	86	17	2.2	23.0	43	WCKU-FM
WCOZ-FM	7	.9	4.7	66	7	.9	3.1	37	7	.9	3.7	14	5	.7	2.6	22	3	.4	4.1	14	WCOZ-FM
WFMI-FM	2	.3	1.4	95	5	.7	2.2	48	2	.3	1.1	17	5	.7	2.6	52	1	.1	1.4	29	WFMI-FM
WHRS				7																	WHRS
WJMM-FM	5	.7	3.4	55	8	1.0	3.5	32	6	.8	3.2	29	8	1.0	4.2	32	3	.4	4.1	19	WJMM-FM
WKQQ-FM	16	2.1	10.8	205	24	3.1	10.6	119	21	2.8	11.1	74	27	3.5	14.3	149	9	1.2	12.2	36	WKQQ-FM
WLAP	3	.4	2.0	54	8	1.0	3.5	34	7	.9	3.7	15	2	.3	1.1	11	1	.1	1.4	7	WLAP
WLAP-FM	23	3.0	15.5	291	33	4.3	14.5	179	29	3.8	15.3	95	31	4.1	16.4	189	11	1.4	14.9	61	WLAP-FM
WLXG	4	.5	2.7	41	7	.9	3.1	15	7	.9	3.7	24	6	.8	3.2	23	2	.3	2.7	8	WLXG
WMGB-FM	8	1.0	5.4	72	12	1.6	5.3	58	11	1.4	5.8	21	10	1.3	5.3	43	4	.5	5.4	9	WMGB-FM
WNNL																					WNNL
WRFL-FM				11				5	1	.1	.5	5				5					WRFL-FM
WVLK	10	1.3	6.8	132	28	3.7	12.3	101	12	1.6	6.3	41	11	1.4	5.8	38	1	.1	1.4	10	WVLK
WVLK-FM	29	3.8	19.6	357	47	6.2	20.7	244	39	5.1	20.6	153	32	4.2	16.9	210	17	2.2	23.0	71	WVLK-FM
WEKU-FM	7	.9	4.7	80	13	1.7	5.7	60	17	2.2	9.0	43	11	1.4	5.8	61	1	.1	1.4	13	WEKU-FM
WHAS	1	.1	.7	38	4	.5	1.8	23				3	2	.3	1.1	7				8	WHAS
WLW				10									1	.1	.5	5	1	.1	1.4	5	WLW
PUR	148	19.4		738	227	29.8		653	189	24.8		486	189	24.8		619	74	9.7		316	PUR

+ DENOTES SPANISH STATION. SEE ADVISORY ON PAGE IV.
* ESTIMATES ADJUSTED FOR ACTUAL BROADCAST SCHEDULE

AVERAGE QUARTER HOUR AND CUME ESTIMATES

	MON - SAT 6:00AM-12:00 MID				MON - SAT 6:00AM-10:00AM				MON - SAT 10:00AM-3:00PM				MON - SAT 3:00PM-7:00PM				MON - SAT 7:00PM-12:00 MID				
	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	
WBBE	2	.3	1.2	10	2	.3	.9	5	3	.4	1.6	6	2	.3	1.1	6	1	.1	1.3	4	WBBE
WBKY-FM	4	.5	2.5	53	7	.9	3.2	44	6	.8	3.1	35	3	.4	1.6	36	3	.4	3.9	18	WBKY-FM
WCGW*				25				10				17				6					WCGW*
WCKU-FM	25	3.3	15.5	121	20	2.6	9.2	80	27	3.5	14.0	66	36	4.7	19.0	95	20	2.6	26.3	58	WCKU-FM
WCOZ-FM	5	.7	3.1	62	7	.9	3.2	40	7	.9	3.6	25	6	.8	3.2	25	3	.4	3.9	16	WCOZ-FM
WFMI-FM	3	.4	1.9	84	5	.7	2.3	52	2	.3	1.0	22	5	.7	2.6	53	1	.1	1.3	34	WFMI-FM
WFRS																					WFRS
WJMM-FM	6	.8	3.7	55	7	.9	3.2	32	5	.7	2.6	34	8	1.0	4.2	38	4	.5	5.3	20	WJMM-FM
WKQQ-FM	19	2.5	11.8	195	22	2.9	10.1	124	21	2.8	10.9	84	24	3.1	12.7	153	8	1.0	10.5	40	WKQQ-FM
WLAP	4	.5	2.5	48	9	1.2	4.1	35	7	.9	3.6	15	2	.3	1.1	12	1	.1	1.3	13	WLAP
WLAP-FM	24	3.1	14.9	279	31	4.1	14.3	191	28	3.7	14.5	103	29	3.8	15.3	197	9	1.2	11.8	65	WLAP-FM
WLXG	5	.7	3.1	41	6	.8	2.8	18	7	.9	3.6	29	6	.8	3.2	23	2	.3	2.6	13	WLXG
WMGB-FM	9	1.2	5.6	62	11	1.4	5.1	59	11	1.4	5.7	36	9	1.2	4.8	46	4	.5	5.3	18	WMGB-FM
WVNL																					WVNL
WRFL-FM				11				9	1	.1	.5	5				5					WRFL-FM
WVLK	11	1.4	6.8	125	25	3.3	11.5	107	13	1.7	6.7	52	10	1.3	5.3	48	1	.1	1.3	20	WVLK
WVLK-FM	32	4.2	19.9	351	44	5.8	20.3	251	38	5.0	19.7	165	32	4.2	16.9	217	17	2.2	22.4	75	WVLK-FM
WEKU-FM	10	1.3	6.2	79	12	1.6	5.5	62	15	2.0	7.8	44	11	1.4	5.8	63	1	.1	1.3	18	WEKU-FM
WHAS	1	.1	.6	33	4	.5	1.8	25	1	.1	.5	8	2	.3	1.1	7				13	WHAS
WLW				10									1	.1	.5	5	1	.1	1.3	5	WLW
PUR	161	21.1		732	217	28.4		672	193	25.3		556	189	24.8		641	76	10.0		380	PUR

+ DENOTES SPANISH STATION. SEE ADVISORY ON PAGE IV.
 * ESTIMATES ADJUSTED FOR ACTUAL BROADCAST SCHEDULE

AVERAGE QUARTER HOUR AND CUME ESTIMATES

	SATURDAY 6:00AM-12:00 MID			SATURDAY 6:00AM-10:00AM			SATURDAY 10:00AM-3:00PM			SATURDAY 3:00PM-7:00PM			SATURDAY 7:00PM-12:00 MID				
	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR		
WBBE	2	.3	1.4				4	.5	2.1		4	.5	2.4			WBBE	
WBKY-FM	11	1.4	7.6	14	1.8	10.2	9	1.2	4.8		10	1.3	6.0	8	1.0	9.5	WBKY-FM
WCGW*	2	.3	1.4	3	.4	2.2	1	.1	.5		2	.3	1.2			WCGW*	
WCKU-FM	39	5.1	27.1	19	2.5	13.9	50	6.6	26.7		58	7.6	34.5	32	4.2	38.1	WCKU-FM
WCOZ-FM	4	.5	2.8	5	.7	3.6	5	.7	2.7		5	.7	3.0	1	.1	1.2	WCOZ-FM
WFMI-FM	3	.4	2.1	6	.8	4.4	2	.3	1.1		4	.5	2.4	2	.3	2.4	WFMI-FM
WFRS																WFRS	
WJMM-FM	3	.4	2.1				2	.3	1.1		6	.8	3.6	5	.7	6.0	WJMM-FM
WKQQ-FM	13	1.7	9.0	13	1.7	9.5	23	3.0	12.3		13	1.7	7.7	5	.7	6.0	WKQQ-FM
WLAP	3	.4	2.1	8	1.0	5.8	1	.1	.5		2	.3	1.2	1	.1	1.2	WLAP
WLAP-FM	15	2.0	10.4	20	2.6	14.6	24	3.1	12.8		13	1.7	7.7	2	.3	2.4	WLAP-FM
WLXG	2	.3	1.4	2	.3	1.5	4	.5	2.1		3	.4	1.8			WLXG	
WMGB-FM	6	.8	4.2	2	.3	1.5	9	1.2	4.8		6	.8	3.6	6	.8	7.1	WMGB-FM
WNVL																WNVL	
WRFL-FM																WRFL-FM	
WVLK	8	1.0	5.6	10	1.3	7.3	14	1.8	7.5		6	.8	3.6	1	.1	1.2	WVLK
WVLK-FM	25	3.3	17.4	24	3.1	17.5	29	3.8	15.5		32	4.2	19.0	18	2.4	21.4	WVLK-FM
WEKU-FM	1	.1	.7	2	.3	1.5	1	.1	.5		3	.4	1.8			WEKU-FM	
WHAS	2	.3	1.4	2	.3	1.5	4	.5	2.1					1	.1	1.2	WHAS
WLW																WLW	
PUR	144	18.9		137	18.0		187	24.5			168	22.0		84	11.0		PUR

+ DENOTES SPANISH STATION. SEE ADVISORY ON PAGE IV.
 * ESTIMATES ADJUSTED FOR ACTUAL BROADCAST SCHEDULE

AVERAGE QUARTER HOUR AND CUME ESTIMATES

	SUNDAY 6:00AM-12:00 MID			SUNDAY 6:00AM-10:00AM			SUNDAY 10:00AM-3:00PM			SUNDAY 3:00PM-7:00PM			SUNDAY 7:00PM-12:00 MID			
	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	
WBBE																WBBE
WBKY-FM				1	.1	.9										WBKY-FM
WCGW*																WCGW*
WCKU-FM	25	3.3	26.0	30	3.9	25.6	27	3.5	24.1	20	2.6	20.8	22	2.9	38.6	WCKU-FM
WCOZ-FM	10	1.3	10.4	18	2.4	15.4	15	2.0	13.4	1	.1	1.0	7	.9	12.3	WCOZ-FM
WFMI-FM	4	.5	4.2	3	.4	2.6	3	.4	2.7	9	1.2	9.4				WFMI-FM
WFRS	2	.3	2.1				7	.9	6.3							WFRS
WJMM-FM																WJMM-FM
WKQQ-FM	6	.8	6.3	12	1.6	10.3	5	.7	4.5	6	.8	6.3				WKQQ-FM
WLAP	3	.4	3.1	10	1.3	8.5	2	.3	1.8							WLAP
WLAP-FM	12	1.6	12.5	6	.8	5.1	27	3.5	24.1	13	1.7	13.5	1	.1	1.8	WLAP-FM
WLXG																WLXG
WMGB-FM	5	.7	5.2	1	.1	.9	8	1.0	7.1	12	1.6	12.5				WMGB-FM
WNVL																WNVL
WRFL-FM																WRFL-FM
WVLK	7	.9	7.3	15	2.0	12.8	6	.8	5.4	6	.8	6.3	2	.3	3.5	WVLK
WVLK-FM	16	2.1	16.7	15	2.0	12.8	8	1.0	7.1	21	2.8	21.9	18	2.4	31.6	WVLK-FM
WEKU-FM	1	.1	1.0				2	.3	1.8							WEKU-FM
WHAS	2	.3	2.1	3	.4	2.6	2	.3	1.8	2	.3	2.1	1	.1	1.8	WHAS
WLW																WLW
PUR	96	12.6		117	15.3		112	14.7		96	12.6		57	7.5		PUR

+ DENOTES SPANISH STATION. SEE ADVISORY ON PAGE IV.
 * ESTIMATES ADJUSTED FOR ACTUAL BROADCAST SCHEDULE

AVERAGE QUARTER HOUR AND CUME ESTIMATES

	MON - SUN 6:00AM-12:00 MID				MON - FRI 6:00AM-10:00AM				MON - FRI 10:00AM-3:00PM				MON - FRI 3:00PM-7:00PM				MON - FRI 7:00PM-12:00 MID				
	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	
WBBE	3	.5	3.7	28	3	.5	2.3	9	5	.9	4.7	13	4	.7	4.3	15	1	.2	2.3	8	WBBE
WBKY-FM	3	.5	3.7	46	6	1.1	4.5	29	4	.7	3.7	25	1	.2	1.1	16	2	.4	4.5	12	WBKY-FM
WCGW*	1	.2	1.2	27				3	2	.4	1.9	14	1	.2	1.1	3					WCGW*
WCKU-FM	10	1.8	12.2	62	5	.9	3.8	25	9	1.6	8.4	19	13	2.3	14.0	46	8	1.4	18.2	23	WCKU-FM
WCOZ-FM	5	.9	6.1	57	4	.7	3.0	21	3	.5	2.8	12	1	.2	1.1	13	2	.4	4.5	10	WCOZ-FM
WFMI-FM				36				6				4	1	.2	1.1	15				9	WFMI-FM
WHR				18	1	.2	.8	7				3				8				8	WHR
WJMM-FM	2	.4	2.4	36	5	.9	3.8	27	1	.2	.9	10	2	.4	2.2	10	1	.2	2.3	19	WJMM-FM
WKQQ-FM	1	.2	1.2	52	2	.4	1.5	15				7	4	.7	4.3	32				4	WKQQ-FM
WLAP	2	.4	2.4	47	6	1.1	4.5	26	5	.9	4.7	11	1	.2	1.1	11				4	WLAP
WLAP-FM	8	1.4	9.8	123	9	1.6	6.8	54	9	1.6	8.4	31	14	2.5	15.1	91	6	1.1	13.6	36	WLAP-FM
WLXG	3	.5	3.7	22	6	1.1	4.5	8	4	.7	3.7	12	3	.5	3.2	12	2	.4	4.5	8	WLXG
WMGB-FM	4	.7	4.9	37	6	1.1	4.5	28	6	1.1	5.6	9	5	.9	5.4	23	3	.5	6.8	5	WMGB-FM
WNL																					WNL
WRFL-FM				5				5								5					WRFL-FM
WVLC	10	1.8	12.2	127	29	5.2	21.8	96	12	2.2	11.2	41	11	2.0	11.8	31	2	.4	4.5	16	WVLC
WVLC-FM	22	4.0	26.8	278	36	6.5	27.1	178	31	5.6	29.0	104	22	4.0	23.7	159	13	2.3	29.5	61	WVLC-FM
WEKU-FM	5	.9	6.1	51	8	1.4	6.0	42	13	2.3	12.1	32	6	1.1	6.5	38				4	WEKU-FM
WHAS	1	.2	1.2	38	3	.5	2.3	11					1	.2	1.1	4				4	WHAS
WLW				7								2					2	.4	4.5	7	WLW
PUR	82	14.7		526	133	23.9		423	107	19.2		305	93	16.7		392	44	7.9		219	PUR

+ DENOTES SPANISH STATION. SEE ADVISORY ON PAGE IV.
 * ESTIMATES ADJUSTED FOR ACTUAL BROADCAST SCHEDULE

BIRCH RADIO

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AVERAGE QUARTER HOUR AND CUME ESTIMATES

	MON - FRI 6:00AM-7:00PM				MON - FRI 6:00AM-10:00AM + 3:00PM-7:00PM				MON - FRI 6:00AM-3:00PM				MON - FRI 3:00PM-12:00 MID				SAT - SUN 6:00AM-12:00 MID					
	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)		
WBBE	4	.7	3.6	20	4	.7	3.2	20	5	.9	4.4	13	3	.5	4.7	24	1	.2	1.4	11	WBBE	
WBKY-FM	4	.7	3.6	32	4	.7	3.2	32	4	.7	3.5	32	2	.4	3.1	28	2	.4	2.8	33	WBKY-FM	
WCGW*	1	.2	.9	14				6	1	.2	.9	14	1	.2	1.6	3	1	.2	1.4	16	WCGW*	
WCKU-FM	8	1.4	7.1	55	9	1.6	7.2	55	7	1.3	6.1	40	10	1.8	15.6	46	12	2.2	16.9	46	WCKU-FM	
WCOZ-FM	3	.5	2.7	40	3	.5	2.4	30	3	.5	2.6	32	2	.4	3.1	22	8	1.4	11.3	44	WCOZ-FM	
WFMI-FM				19	1	.2	.8	15				10				15	2	.4	2.8	36	WFMI-FM	
WHR5				11	1	.2	.8	11				7				8	1	.2	1.4	7	WHR5	
WJMM-FM	3	.5	2.7	30	4	.7	3.2	30	2	.4	1.8	27	1	.2	1.6	25	2	.4	2.8	16	WJMM-FM	
WKQQ-FM	2	.4	1.8	39	4	.7	3.2	35				19	2	.4	3.1	36	3	.5	4.2	29	WKQQ-FM	
WLAP	4	.7	3.6	34	5	.9	4.0	30	5	.9	4.4	30	1	.2	1.6	16	2	.4	2.8	42	WLAP	
WLAP-FM	11	2.0	9.8	115	13	2.3	10.4	107	9	1.6	7.9	74	9	1.6	14.1	97	3	.5	4.2	40	WLAP-FM	
WLXG	4	.7	3.6	16	5	.9	4.0	16	5	.9	4.4	12	2	.4	3.1	16	1	.2	1.4	18	WLXG	
WMGB-FM	6	1.1	5.4	28	6	1.1	4.8	28	6	1.1	5.3	28	3	.5	4.7	23	3	.5	4.2	30	WMGB-FM	
WVNL				5				5				5				5						WVNL
WRFL-FM				5				5				5				5						WRFL-FM
WVLK	17	3.1	15.2	104	21	3.8	16.8	96	19	3.4	16.7	104	7	1.3	10.9	37	7	1.3	9.9	86	WVLK	
WVLK-FM	30	5.4	26.8	254	30	5.4	24.0	235	33	5.9	28.9	204	16	2.9	25.0	181	17	3.1	23.9	123	WVLK-FM	
WEKU-FM	10	1.8	8.9	48	8	1.4	6.4	48	11	2.0	9.6	42	2	.4	3.1	38	1	.2	1.4	24	WEKU-FM	
WHAS	2	.4	1.8	16	2	.4	1.6	16	1	.2	.9	11				8	3	.5	4.2	28	WHAS	
WLW				2				2				2	2	.4	3.1	7						WLW
PUR	112	20.1		498	125	22.5		486	114	20.5		462	64	11.5		435	71	12.8		444	PUR	

+ DENOTES SPANISH STATION. SEE ADVISORY ON PAGE IV.
 * ESTIMATES ADJUSTED FOR ACTUAL BROADCAST SCHEDULE

AVERAGE QUARTER HOUR AND CUME ESTIMATES

	MON - SAT 6:00AM-12:00 MID				MON - SAT 6:00AM-10:00AM				MON - SAT 10:00AM-3:00PM				MON - SAT 3:00PM-7:00PM				MON - SAT 7:00PM-12:00 MID				
	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	
WBBE	3	.5	3.3	25	3	.5	2.3	9	5	.9	4.4	14	4	.7	4.2	16	1	.2	2.1	8	WBBE
WBKY-FM	3	.5	3.3	43	7	1.3	5.4	35	5	.9	4.4	33	1	.2	1.0	26	2	.4	4.3	21	WBKY-FM
WCGW*	1	.2	1.1	27				13	2	.4	1.8	19	1	.2	1.0	9					WCGW*
WCKU-FM	9	1.6	10.0	60	5	.9	3.8	37	11	2.0	9.7	30	14	2.5	14.6	51	8	1.4	17.0	26	WCKU-FM
WCOZ-FM	3	.5	3.3	55	5	.9	3.8	29	4	.7	3.5	24	2	.4	2.1	15	3	.5	6.4	24	WCOZ-FM
WFMI-FM				26				10				9	1	.2	1.0	15				14	WFMI-FM
WRS				11	1	.2	.8	7				3				8					WRS
WJMM-FM	3	.5	3.3	36	5	.9	3.8	27	1	.2	.9	18	3	.5	3.1	15	2	.4	4.3	20	WJMM-FM
WKQQ-FM	2	.4	2.2	46	2	.4	1.5	23	2	.4	1.8	19	5	.9	5.2	40				5	WKQQ-FM
WLAP	3	.5	3.3	46	7	1.3	5.4	27	5	.9	4.4	17	1	.2	1.0	11	1	.2	2.1	8	WLAP
WLAP-FM	9	1.6	10.0	122	9	1.6	6.9	59	9	1.6	8.0	34	14	2.5	14.6	96	5	.9	10.6	38	WLAP-FM
WLXG	4	.7	4.4	22	5	.9	3.8	10	4	.7	3.5	17	3	.5	3.1	12	2	.4	4.3	8	WLXG
WMGB-FM	5	.9	5.6	31	6	1.1	4.6	29	7	1.3	6.2	23	5	.9	5.2	25	3	.5	6.4	10	WMGB-FM
WNVL																					WNVL
WRFL-FM				5				5								5					WRFL-FM
WVLK	12	2.2	13.3	121	26	4.7	20.0	104	13	2.3	11.5	51	10	1.8	10.4	40	2	.4	4.3	16	WVLK
WVLK-FM	24	4.3	26.7	272	33	5.9	25.4	183	29	5.2	25.7	111	22	4.0	22.9	164	14	2.5	29.8	69	WVLK-FM
WEKU-FM	6	1.1	6.7	50	8	1.4	6.2	44	12	2.2	10.6	33	6	1.1	6.3	39				9	WEKU-FM
WHAS	1	.2	1.1	33	3	.5	2.3	13	1	.2	.9	5	1	.2	1.0	4	1	.2	2.1	21	WHAS
WLW				7								2					2	.4	4.3	7	WLW
PUR	90	16.2		521	130	23.4		447	113	20.3		372	96	17.3		415	47	8.5		277	PUR

+ DENOTES SPANISH STATION. SEE ADVISORY ON PAGE IV.
 * ESTIMATES ADJUSTED FOR ACTUAL BROADCAST SCHEDULE

AVERAGE QUARTER HOUR AND CUME ESTIMATES

	SATURDAY 6:00AM-12:00 MID			SATURDAY 6:00AM-10:00AM			SATURDAY 10:00AM-3:00PM			SATURDAY 3:00PM-7:00PM			SATURDAY 7:00PM-12:00 MID			
	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	
WBBE	2	.4	2.3				4	.7	3.7		4	.7	4.4			WBBE
WBKY-FM	5	.9	5.8	9	1.6	9.7	3	.5	2.8		3	.5	3.3		3	WBKY-FM
WCGW*	2	.4	2.3	3	.5	3.2	1	.2	.9		2	.4	2.2		5	WCGW*
WCKU-FM	11	2.0	12.8	7	1.3	7.5	18	3.2	16.8		17	3.1	18.7		5	WCKU-FM
WCOZ-FM	5	.9	5.8	7	1.3	7.5	6	1.1	5.6		4	.7	4.4		4	WCOZ-FM
WFMI-FM	1	.2	1.2	2	.4	2.2	2	.4	1.9		1	.2	1.1		1	WFMI-FM
WFRS																WFRS
WJMM-FM	4	.7	4.7	1	.2	1.1	3	.5	2.8		5	.9	5.5		6	WJMM-FM
WKQQ-FM	6	1.1	7.0	4	.7	4.3	12	2.2	11.2		9	1.6	9.9			WKQQ-FM
WLAP	3	.5	3.5	8	1.4	8.6	2	.4	1.9		1	.2	1.1			WLAP
WLAP-FM	6	1.1	7.0	7	1.3	7.5	8	1.4	7.5		7	1.3	7.7		1	WLAP-FM
WLXG	2	.4	2.3	2	.4	2.2	4	.7	3.7		3	.5	3.3			WLXG
WMGB-FM	5	.9	5.8	2	.4	2.2	8	1.4	7.5		5	.9	5.5		5	WMGB-FM
WNVL																WNVL
WRFL-FM																WRFL-FM
WVLK	8	1.4	9.3	14	2.5	15.1	14	2.5	13.1		6	1.1	6.6		1	WVLK
WVLK-FM	17	3.1	19.8	17	3.1	18.3	12	2.2	11.2		21	3.8	23.1		18	WVLK-FM
WEKU-FM	1	.2	1.2	2	.4	2.2	1	.2	.9		1	.2	1.1			WEKU-FM
WHAS	3	.5	3.5	2	.4	2.2	4	.7	3.7						6	WHAS
WLW																WLW
PUR	88	15.5		93	16.7		107	19.2		91	16.4		52	9.4		PUR

+ DENOTES SPANISH STATION. SEE ADVISORY ON PAGE IV.
 * ESTIMATES ADJUSTED FOR ACTUAL BROADCAST SCHEDULE

AVERAGE QUARTER HOUR AND CUME ESTIMATES

	SUNDAY 6:00AM-12:00 MID			SUNDAY 6:00AM-10:00AM			SUNDAY 10:00AM-3:00PM			SUNDAY 3:00PM-7:00PM			SUNDAY 7:00PM-12:00 MID			
	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	
WBBE																WBBE
WBKY-FM	1	.2	1.6				1	.2	1.4	2	.4	3.8				WBKY-FM
WCGW*																WCGW*
WCKU-FM	13	2.3	21.3	14	2.5	19.4	11	2.0	15.9	11	2.0	21.2	14	2.5	31.8	WCKU-FM
WCOZ-FM	9	1.6	14.8	17	3.1	23.6	14	2.5	20.3				7	1.3	15.9	WCOZ-FM
WFMI-FM	3	.5	4.9	3	.5	4.2	3	.5	4.3	6	1.1	11.5				WFMI-FM
WHS	2	.4	3.3				7	1.3	10.1							WHS
WJMM-FM																WJMM-FM
WKQQ-FM	1	.2	1.6	1	.2	1.4	1	.2	1.4							WKQQ-FM
WLAP	2	.4	3.3	5	.9	6.9	2	.4	2.9							WLAP
WLAP-FM	1	.2	1.6				3	.5	4.3							WLAP-FM
WLXG																WLXG
WMGB-FM	1	.2	1.6				1	.2	1.4	3	.5	5.8				WMGB-FM
WNVL																WNVL
WRFL-FM																WRFL-FM
WVLK	5	.9	8.2	9	1.6	12.5	5	.9	7.2	6	1.1	11.5	2	.4	4.5	WVLK
WVLK-FM	17	3.1	27.9	17	3.1	23.6	13	2.3	18.8	18	3.2	34.6	17	3.1	38.6	WVLK-FM
WEKU-FM	3	.5	4.9	2	.4	2.8	5	.9	7.2	2	.4	3.8	2	.4	4.5	WEKU-FM
WHAS	2	.4	3.3	3	.5	4.2	2	.4	2.9	2	.4	3.8	1	.2	2.3	WHAS
WLW																WLW
PUR	61	11.0		72	12.9		69	12.4		52	9.4		44	7.9		PUR

+ DENOTES SPANISH STATION. SEE ADVISORY ON PAGE IV.
 * ESTIMATES ADJUSTED FOR ACTUAL BROADCAST SCHEDULE

AVERAGE QUARTER HOUR AND CUME ESTIMATES

	MON - SUN 6:00AM-12:00 MID				MON - FRI 6:00AM-10:00AM				MON - FRI 10:00AM-3:00PM				MON - FRI 3:00PM-7:00PM				MON - FRI 7:00PM-12:00 MID				
	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	
WBBE	6	.2	1.4	90	6	.2	1.0	34	10	.4	1.9	41	7	.3	1.3	47	1		.4	12	WBBE
WBKY-FM	7	.3	1.6	142	11	.4	1.9	66	9	.4	1.7	61	7	.3	1.3	59	4	.2	1.5	28	WBKY-FM
WCGW*	3	.1	.7	91				3	3	.1	.6	25	4	.2	.7	14					WCGW*
WCKU-FM	61	2.4	13.9	435	63	2.5	10.9	215	57	2.2	10.7	160	90	3.5	16.1	299	54	2.1	20.5	175	WCKU-FM
WCOZ-FM	15	.6	3.4	165	13	.5	2.2	70	19	.7	3.6	43	15	.6	2.7	57	12	.5	4.6	35	WCOZ-FM
WFMI-FM	14	.6	3.2	348	14	.6	2.4	119	14	.6	2.6	98	22	.9	3.9	160	9	.4	3.4	114	WFMI-FM
WHR5				18	1		.2	7				3				8					WHR5
WJMM-FM	8	.3	1.8	144	15	.6	2.6	69	12	.5	2.3	49	18	.7	3.2	70	6	.2	2.3	42	WJMM-FM
WKQQ-FM	92	3.6	21.0	890	113	4.4	19.6	515	120	4.7	22.6	414	117	4.6	20.9	603	50	2.0	19.0	235	WKQQ-FM
WLAP	11	.4	2.5	194	15	.6	2.6	85	17	.7	3.2	39	9	.4	1.6	61	5	.2	1.9	24	WLAP
WLAP-FM	55	2.2	12.5	825	62	2.4	10.7	399	67	2.6	12.6	305	71	2.8	12.7	429	44	1.7	16.7	276	WLAP-FM
WLXG	8	.3	1.8	98	11	.4	1.9	37	9	.4	1.7	41	8	.3	1.4	42	4	.2	1.5	13	WLXG
WMGB-FM	13	.5	3.0	168	18	.7	3.1	102	18	.7	3.4	48	18	.7	3.2	86	5	.2	1.9	14	WMGB-FM
WNVL				26	2	.1	.3	7				3		.1	.5	15					WNVL
WRFL-FM	2	.1	.5	58	1		.2	26	3	.1	.6	12	5	.2	.9	36					WRFL-FM
WVLK	27	1.1	6.2	384	74	2.9	12.8	280	32	1.3	6.0	101	28	1.1	5.0	122	12	.5	4.6	64	WVLK
WVLK-FM	84	3.3	19.1	1008	110	4.3	19.0	589	93	3.7	17.5	401	92	3.6	16.5	531	41	1.6	15.6	215	WVLK-FM
WEKU-FM	12	.5	2.7	157	21	.8	3.6	95	25	1.0	4.7	72	18	.7	3.2	93	4	.2	1.5	50	WEKU-FM
WHAS	2	.1	.5	116	7	.3	1.2	64				3	5	.2	.9	41	1		.4	22	WHAS
WLW	6	.2	1.4	108	3	.1	.5	19	9	.4	1.7	35	10	.4	1.8	44	6	.2	2.3	36	WLW
PUR	439	17.3		2339	578	22.7		1870	531	20.9		1541	559	22.0		1833	263	10.4		1159	PUR

+ DENOTES SPANISH STATION. SEE ADVISORY ON PAGE IV.
 * ESTIMATES ADJUSTED FOR ACTUAL BROADCAST SCHEDULE

AVERAGE QUARTER HOUR AND CUME ESTIMATES

	MON - FRI 6:00AM-7:00PM				MON - FRI 6:00AM-10:00AM + 3:00PM-7:00PM				MON - FRI 6:00AM-3:00PM				MON - FRI 3:00PM-12:00 MID				SAT - SUN 6:00AM-12:00 MID				
	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	
WBBE	8	.3	1.4	67	8	.3	1.3	61	9	.4	1.7	52	4	.2	1.0	61	6	.2	1.5	35	WBBE
WBKY-FM	10	.4	1.8	92	10	.4	1.6	87	9	.4	1.7	90	5	.2	1.3	75	7	.3	1.8	93	WBKY-FM
WCGW*	2	.1	.4	29	1		.2	17	2	.1	.4	25	4	.2	1.0	14	5	.2	1.3	76	WCGW*
WCKU-FM	70	2.8	12.6	354	78	3.1	12.9	344	59	2.3	10.9	276	70	2.8	18.1	323	54	2.1	13.9	263	WCKU-FM
WCOZ-FM	17	.7	3.1	109	15	.6	2.5	92	16	.6	2.9	93	13	.5	3.4	77	11	.4	2.8	110	WCOZ-FM
WFMI-FM	17	.7	3.1	260	20	.8	3.3	223	13	.5	2.4	198	15	.6	3.9	224	19	.7	4.9	219	WFMI-FM
WHRF				11	1		.2	11				7				8	1		.3	7	WHRF
WJMM-FM	16	.6	2.9	112	20	.8	3.3	106	13	.5	2.4	84	10	.4	2.6	88	6	.2	1.5	73	WJMM-FM
WKQQ-FM	118	4.6	21.2	801	117	4.6	19.3	738	115	4.5	21.2	647	80	3.1	20.7	662	81	3.2	20.8	484	WKQQ-FM
WLAP	14	.6	2.5	111	15	.6	2.5	103	16	.6	2.9	98	6	.2	1.6	79	11	.4	2.8	154	WLAP
WLAP-FM	67	2.6	12.0	682	69	2.7	11.4	590	64	2.5	11.8	551	56	2.2	14.5	583	39	1.5	10.0	393	WLAP-FM
WLXG	9	.4	1.6	64	11	.4	1.8	57	10	.4	1.8	49	5	.2	1.3	46	7	.3	1.8	79	WLXG
WMGB-FM	19	.7	3.4	126	20	.8	3.3	114	19	.7	3.5	113	8	.3	2.1	86	8	.3	2.1	119	WMGB-FM
WVNL	1		.2	18	4	.2	.7	18				7	1		.3	15				8	WVNL
WRFL-FM	3	.1	.5	46	4	.2	.7	41	2	.1	.4	38	1		.3	36	1		.3	31	WRFL-FM
WVLC	43	1.7	7.7	310	54	2.1	8.9	297	49	1.9	9.0	302	21	.8	5.4	161	16	.6	4.1	219	WVLC
WVLC-FM	97	3.8	17.4	861	103	4.1	17.0	781	101	4.0	18.6	741	63	2.5	16.3	614	89	3.5	22.9	587	WVLC-FM
WEKU-FM	21	.8	3.8	130	22	.9	3.6	123	24	.9	4.4	119	9	.4	2.3	118	4	.2	1.0	48	WEKU-FM
WHAS	4	.2	.7	87	8	.3	1.3	87	1		.2	64	1		.3	57	3	.1	.8	43	WHAS
WLW	6	.2	1.1	70	8	.3	1.3	50	7	.3	1.3	46	9	.4	2.3	75	3	.1	.8	45	WLW
PUR	557	21.9		2195	607	23.9		2137	543	21.4		2072	387	15.2		2009	389	15.3		1884	PUR

+ DENOTES SPANISH STATION. SEE ADVISORY ON PAGE IV.
 * ESTIMATES ADJUSTED FOR ACTUAL BROADCAST SCHEDULE

AVERAGE QUARTER HOUR AND CUME ESTIMATES

	MON - SAT 6:00AM-12:00 MID				MON - SAT 6:00AM-10:00AM				MON - SAT 10:00AM-3:00PM				MON - SAT 3:00PM-7:00PM				MON - SAT 7:00PM-12:00 MID				
	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	
WBBE	7	.3	1.5	87	7	.3	1.2	52	12	.5	2.2	52	9	.4	1.6	57	2	.1	.7	23	WBBE
WBKY-FM	8	.3	1.7	106	13	.5	2.3	74	11	.4	2.0	76	9	.4	1.6	76	5	.2	1.8	38	WBKY-FM
WCGW*	3	.1	.6	60				23	4	.2	.7	36	5	.2	.9	28					WCGW*
WCKU-FM	64	2.5	13.9	396	60	2.4	10.6	244	62	2.4	11.4	205	91	3.6	16.1	320	56	2.2	20.3	198	WCKU-FM
WCOZ-FM	14	.6	3.0	142	14	.6	2.5	79	18	.7	3.3	60	16	.6	2.8	73	12	.5	4.3	50	WCOZ-FM
WFMI-FM	15	.6	3.2	321	15	.6	2.7	131	15	.6	2.7	108	22	.9	3.9	166	9	.4	3.3	125	WFMI-FM
WHRS				11	1		.2	7				3			8						WHRS
WJMM-FM	11	.4	2.4	133	16	.6	2.8	81	11	.4	2.0	64	17	.7	3.0	83	7	.3	2.5	43	WJMM-FM
WKQQ-FM	98	3.9	21.2	856	110	4.3	19.4	542	119	4.7	21.8	449	113	4.4	20.0	635	54	2.1	19.6	260	WKQQ-FM
WLAP	11	.4	2.4	162	17	.7	3.0	105	18	.7	3.3	61	11	.4	1.9	88	5	.2	1.8	43	WLAP
WLAP-FM	57	2.2	12.3	785	59	2.3	10.4	423	65	2.6	11.9	328	67	2.6	11.8	454	40	1.6	14.5	296	WLAP-FM
WLXG	7	.3	1.5	89	11	.4	1.9	42	10	.4	1.8	59	9	.4	1.6	54	4	.2	1.4	18	WLXG
WMGB-FM	13	.5	2.8	131	17	.7	3.0	104	19	.7	3.5	64	18	.7	3.2	90	5	.2	1.8	23	WMGB-FM
WNVL	1		.2	26	2	.1	.4	7				8	3	.1	.5	15					WNVL
WRFL-FM	1		.2	47	1		.2	30	3	.1	.5	12	5	.2	.9	36					WRFL-FM
WVLK	33	1.3	7.1	363	69	2.7	12.2	296	34	1.3	6.2	127	25	1.0	4.4	141	12	.5	4.3	85	WVLK
WVLK-FM	84	3.3	18.2	984	105	4.1	18.6	614	97	3.8	17.8	459	98	3.9	17.3	601	45	1.8	16.3	269	WVLK-FM
WEKU-FM	16	.6	3.5	155	20	.8	3.5	100	24	.9	4.4	75	19	.7	3.4	96	5	.2	1.8	60	WEKU-FM
WHAS	2	.1	.4	111	7	.3	1.2	68	1		.2	14	5	.2	.9	41	2	.1	.7	39	WHAS
WLW	6	.2	1.3	96	4	.2	.7	24	8	.3	1.5	41	9	.4	1.6	45	7	.3	2.5	41	WLW
PUR	462	18.2		2300	566	22.3		1965	546	21.5		1720	566	22.3		1942	276	10.9		1338	PUR

+ DENOTES SPANISH STATION. SEE ADVISORY ON PAGE IV.
 * ESTIMATES ADJUSTED FOR ACTUAL BROADCAST SCHEDULE

LEXINGTON/FAYETTE KY MSA
DECEMBER 1988 - FEBRUARY 1989

AVERAGE QUARTER HOUR AND CUME ESTIMATES

	SATURDAY 6:00AM-12:00 MID			SATURDAY 6:00AM-10:00AM			SATURDAY 10:00AM-3:00PM			SATURDAY 3:00PM-7:00PM			SATURDAY 7:00PM-12:00 MID			
	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	
WBBE	11	.4	2.6	10	.4	2.5	21	.8	3.9	13	.5	2.6	4	.2	1.4	WBBE
WBKY-FM	13	.5	3.0	15	.6	3.7	10	.4	1.9	17	.7	3.4	8	.3	2.8	WBKY-FM
WCGW*	6	.2	1.4	4	.2	1.0	7	.3	1.3	8	.3	1.6				WCGW*
WCKU-FM	67	2.6	15.5	45	1.8	11.2	81	3.2	15.1	90	3.5	17.9	53	2.1	18.7	WCKU-FM
WCOZ-FM	8	.3	1.9	8	.3	2.0	7	.3	1.3	11	.4	2.2	7	.3	2.5	WCOZ-FM
WFMI-FM	15	.6	3.5	20	.8	5.0	15	.6	2.8	19	.7	3.8	9	.4	3.2	WFMI-FM
WHRF																WHRF
WJMM-FM	7	.3	1.6	8	.3	2.0	4	.2	.7	8	.3	1.6	7	.3	2.5	WJMM-FM
WKQQ-FM	93	3.7	21.6	93	3.7	23.2	116	4.6	21.6	94	3.7	18.7	68	2.7	23.9	WKQQ-FM
WLAP	13	.5	3.0	19	.7	4.7	10	.4	1.9	16	.6	3.2	5	.2	1.8	WLAP
WLAP-FM	36	1.4	8.4	34	1.3	8.5	55	2.2	10.2	33	1.3	6.6	24	.9	8.5	WLAP-FM
WLXG	7	.3	1.6	8	.3	2.0	11	.4	2.0	11	.4	2.2				WLXG
WMGB-FM	9	.4	2.1	4	.2	1.0	15	.6	2.8	12	.5	2.4	6	.2	2.1	WMGB-FM
WVNL							1		.2							WVNL
WRFL-FM																WRFL-FM
WVLK	22	.9	5.1	35	1.4	8.7	33	1.3	6.1	11	.4	2.2	7	.3	2.5	WVLK
WVLK-FM	92	3.6	21.3	74	2.9	18.5	113	4.4	21.0	118	4.6	23.5	65	2.6	22.9	WVLK-FM
WEKU-FM	6	.2	1.4	4	.2	1.0	9	.4	1.7	9	.4	1.8	4	.2	1.4	WEKU-FM
WHAS	4	.2	.9	5	.2	1.2	5	.2	.9	1		.2	6	.2	2.1	WHAS
WLW	4	.2	.9	5	.2	1.2	2	.1	.4	5	.2	1.0	5	.2	1.8	WLW
PUR	431	17.0		401	15.8		537	21.1		502	19.8		284	11.2		PUR

+ DENTES SPANISH STATION. SEE ADVISORY ON PAGE IV.
* ESTIMATES ADJUSTED FOR ACTUAL BROADCAST SCHEDULE

AVERAGE QUARTER HOUR AND CUME ESTIMATES

	SUNDAY 6:00AM-12:00 MID			SUNDAY 6:00AM-10:00AM			SUNDAY 10:00AM-3:00PM			SUNDAY 3:00PM-7:00PM			SUNDAY 7:00PM-12:00 MID			
	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	
WBBE																WBBE
WBKY-FM	4	.2	1.1	1		.3	7	.3	1.7	2	.1	.5	3	.1	1.2	WBKY-FM
WCGW*	4	.2	1.1				6	.2	1.5	9	.4	2.1				WCGW*
WCKU-FM	42	1.7	11.7	42	1.7	12.3	34	1.3	8.2	62	2.4	14.5	33	1.3	13.0	WCKU-FM
WCOZ-FM	13	.5	3.6	21	.8	6.1	21	.8	5.1	3	.1	.7	10	.4	4.0	WCOZ-FM
WFMI-FM	23	.9	6.4	18	.7	5.3	24	.9	5.8	28	1.1	6.5	22	.9	8.7	WFMI-FM
WFRS	2	.1	.6				7	.3	1.7							WFRS
WJMM-FM	6	.2	1.7	3	.1	.9	3	.1	.7	12	.5	2.8	5	.2	2.0	WJMM-FM
WKQQ-FM	68	2.7	19.0	59	2.3	17.3	78	3.1	18.9	81	3.2	18.9	53	2.1	20.9	WKQQ-FM
WLAP	9	.4	2.5	20	.8	5.8	14	.6	3.4	4	.2	.9	3	.1	1.2	WLAP
WLAP-FM	42	1.7	11.7	32	1.3	9.4	62	2.4	15.0	48	1.9	11.2	24	.9	9.5	WLAP-FM
WLXG	7	.3	2.0	1		.3	7	.3	1.7	10	.4	2.3	8	.3	3.2	WLXG
WMGB-FM	9	.4	2.5	3	.1	.9	13	.5	3.1	20	.8	4.7	1		.4	WMGB-FM
WVNL																WVNL
WRFL-FM	4	.2	1.1	4	.2	1.2	6	.2	1.5	3	.1	.7	1		.4	WRFL-FM
WVLK	11	.4	3.1	24	.9	7.0	13	.5	3.1	7	.3	1.6	2	.1	.8	WVLK
WVLK-FM	85	3.3	23.7	81	3.2	23.7	83	3.3	20.1	100	3.9	23.3	73	2.9	28.9	WVLK-FM
WEKU-FM	3	.1	.8	3	.1	.9	5	.2	1.2	2	.1	.5	2	.1	.8	WEKU-FM
WHAS	2	.1	.6	3	.1	.9	2	.1	.5	2	.1	.5	1		.4	WHAS
WLW	2	.1	.6	5	.2	1.5				6	.2	1.4				WLW
PUR	358	14.1		342	13.5		413	16.3		429	16.9		253	10.0		PUR

+ DENDTES SPANISH STATION. SEE ADVISDRY DN PAGE IV.
 * ESTIMATES ADJUSTED FOR ACTUAL BRDADCAST SCHEDULE

AVERAGE QUARTER HOUR AND CUME ESTIMATES

	MON - SUN 6:00AM-12:00 MID				MON - FRI 6:00AM-10:00AM				MON - FRI 10:00AM-3:00PM				MON - FRI 3:00PM-7:00PM				MON - FRI 7:00PM-12:00 MID					
	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)		
WBBE																					WBBE	
WBKY-FM																					WBKY-FM	
WCGW*																					WCGW*	
WCKU-FM	14	5.5	27.5	117	15	5.9	30.6	61	3	1.2	12.5	21	12	4.7	20.7	50	13	5.1	23.6	62	WCKU-FM	
WCOZ-FM				4												3					WCOZ-FM	
WFMI-FM	22	8.6	43.1	216	26	10.2	53.1	151	14	5.5	58.3	64	26	10.2	44.8	163	24	9.4	43.6	126	WFMI-FM	
WFRS																					WFRS	
WJMM-FM																					WJMM-FM	
WKQQ-FM	3	1.2	5.9	80				3	1	.4	4.2	13	3	1.2	5.2	22	1	.4	1.8	18	WKQQ-FM	
WLAP				3																	3	WLAP
WLAP-FM	7	2.7	13.7	130	5	2.0	10.2	72	2	.8	8.3	16	9	3.5	15.5	69	7	2.7	12.7	41	WLAP-FM	
WLXG																						WLXG
WMGB-FM	1	.4	2.0	5	1	.4	2.0	4					2	.8	3.4	4	2	.8	3.6	4	WMGB-FM	
WNVL																						WNVL
WRFL-FM	1	.4	2.0	20	1	.4	2.0	4								4	3	1.2	5.5	13	WRFL-FM	
WVLK				18																		WVLK
WVLK-FM	2	.8	3.9	42	1	.4	2.0	12	4	1.6	16.7	25	5	2.0	8.6	28	3	1.2	5.5	18	WVLK-FM	
WEKU-FM																						WEKU-FM
WHAS																						WHAS
WLW																						WLW
PUR	51	20.0		251	49	19.2		203	24	9.4		123	58	22.7		214	55	21.6		204	PUR	

+ DENOTES SPANISH STATION. SEE ADVISORY ON PAGE IV.
 * ESTIMATES ADJUSTED FOR ACTUAL BROADCAST SCHEDULE

BIRCH RADIO

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AVERAGE QUARTER HOUR AND CUME ESTIMATES

	MON - FRI 6:00AM-7:00PM				MON - FRI 6:00AM-10:00AM + 3:00PM-7:00PM				MON - FRI 6:00AM-3:00PM				MON - FRI 3:00PM-12:00 MID				SAT - SUN 6:00AM-12:00 MID					
	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)		
WBBE																					WBBE	
WBKY-FM																					WBKY-FM	
WCGW*																					WCGW*	
WCKU-FM	9	3.5	22.0	80	14	5.5	24.6	76	9	3.5	25.7	70	12	4.7	21.4	77	22	8.6	34.9	116	WCKU-FM	
WCOZ-FM				3				3								3				4	WCOZ-FM	
WFMI-FM	22	8.6	53.7	192	26	10.2	45.6	191	19	7.5	54.3	178	25	9.8	44.6	190	22	8.6	34.9	172	WFMI-FM	
WHR5																					WHR5	
WJMM-FM																					WJMM-FM	
WKQQ-FM	1	.4	2.4	28	2	.8	3.5	25	1	.4	2.9	16	2	.8	3.6	32	6	2.4	9.5	80	WKQQ-FM	
WLAP																3					WLAP	
WLAP-FM	5	2.0	12.2	104	7	2.7	12.3	104	3	1.2	8.6	79	8	3.1	14.3	75	11	4.3	17.5	90	WLAP-FM	
WLXG																					WLXG	
WMGB-FM	1	.4	2.4	4	2	.8	3.5	4				4	2	.8	3.6	4				4	WMGB-FM	
WNVL																					WNVL	
WRFL-FM				4	1	.4	1.8	4				4	2	.8	3.6	17				11	WRFL-FM	
WVLK																					18	WVLK
WVLK-FM	3	1.2	7.3	40	4	1.6	7.0	40	3	1.2	8.6	30	3	1.2	5.4	28	1	.4	1.6	16	WVLK-FM	
WEKU-FM																					WEKU-FM	
WHAS																					WHAS	
WLW																					WLW	
PUR	41	16.1		237	57	22.4		236	35	13.7		224	56	22.0		235	63	24.7		241	PUR	

* DENOTES SPANISH STATION. SEE ADVISORY ON PAGE IV.
 * ESTIMATES ADJUSTED FOR ACTUAL BROADCAST SCHEDULE

AVERAGE QUARTER HOUR AND CUME ESTIMATES

	MON - SAT 6:00AM-12:00 MID				MON - SAT 6:00AM-10:00AM				MON - SAT 10:00AM-3:00PM				MON - SAT 3:00PM-7:00PM				MON - SAT 7:00PM-12:00 MID				
	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	
WBBE																					WBBE
WBKY-FM																					WBKY-FM
WCGW*																					WCGW*
WCKU-FM	13	5.1	25.5	113	16	6.3	33.3	82	6	2.4	19.4	37	15	5.9	23.4	90	16	6.3	25.0	72	WCKU-FM
WCOZ-FM				4												3				4	WCOZ-FM
WFMI-FM	24	9.4	47.1	208	24	9.4	50.0	157	16	6.3	51.6	87	27	10.6	42.2	174	28	11.0	43.8	137	WFMI-FM
WHS																					WHS
WJMM-FM																					WJMM-FM
WKQQ-FM	2	.8	3.9	42				5	1	.4	3.2	13	3	1.2	4.7	23	3	1.2	4.7	20	WKQQ-FM
WLAP				3																3	WLAP
WLAP-FM	6	2.4	11.8	120	5	2.0	10.4	72	4	1.6	12.9	33	11	4.3	17.2	76	7	2.7	10.9	44	WLAP-FM
WLXG																					WLXG
WMGB-FM	1	.4	2.0	5	1	.4	2.1	4					2	.8	3.1	5	2	.8	3.1	4	WMGB-FM
WNVL																					WNVL
WRFL-FM	1	.4	2.0	17	1	.4	2.1	4								4	3	1.2	4.7	13	WRFL-FM
WVK				5												5				5	WVK
WVK-FM	3	1.2	5.9	41	1	.4	2.1	12	3	1.2	9.7	25	4	1.6	6.3	28	3	1.2	4.7	19	WVK-FM
WEKU-FM																					WEKU-FM
WHAS																					WHAS
WLW																					WLW
PUR	51	20.0		248	48	18.8		212	31	12.2		161	64	25.1		230	64	25.1		214	PUR

+ DENOTES SPANISH STATION. SEE ADVISORY ON PAGE IV.
 * ESTIMATES ADJUSTED FOR ACTUAL BROADCAST SCHEDULE

BIRCH RADIO

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AVERAGE QUARTER HOUR AND CUME ESTIMATES

	SATURDAY 6:00AM-12:00 MID			SATURDAY 6:00AM-10:00AM			SATURDAY 10:00AM-3:00PM			SATURDAY 3:00PM-7:00PM			SATURDAY 7:00PM-12:00 MID			
	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	
WBBE																WBBE
WBKY-FM																WBKY-FM
WCGW*																WCGW*
WCKU-FM	25	9.8	34.7	17	6.7	50.0	22	8.6	31.9	27	10.6	31.0	30	11.8	33.0	WCKU-FM
WCOZ-FM													1	.4	1.1	WCOZ-FM
WFMI-FM	32	12.5	44.4	16	6.3	47.1	28	11.0	40.6	35	13.7	40.2	44	17.3	48.4	WFMI-FM
WHR5																WHR5
WJMM-FM																WJMM-FM
WKQQ-FM	4	1.6	5.6	1	.4	2.9	2	.8	2.9	3	1.2	3.4	9	3.5	9.9	WKQQ-FM
WLAP																WLAP
WLAP-FM	8	3.1	11.1				14	5.5	20.3	15	5.9	17.2	5	2.0	5.5	WLAP-FM
WLXG																WLXG
WMGB-FM										1	.4	1.1				WMGB-FM
WNVL																WNVL
WRFL-FM																WRFL-FM
WVLK	1	.4	1.4							1	.4	1.1	1	.4	1.1	WVLK
WVLK-FM													1	.4	1.1	WVLK-FM
WEKU-FM																WEKU-FM
WHAS																WHAS
WLW																WLW
PUR	72	28.2		34	13.3		69	27.1		87	34.1		91	35.7		PUR

* DENOTES SPANISH STATION. SEE ADVISORY ON PAGE IV.
 * ESTIMATES ADJUSTED FOR ACTUAL BROADCAST SCHEDULE

AVERAGE QUARTER HOUR AND CUME ESTIMATES

	SUNDAY 6:00AM-12:00 MID			SUNDAY 6:00AM-10:00AM			SUNDAY 10:00AM-3:00PM			SUNDAY 3:00PM-7:00PM			SUNDAY 7:00PM-12:00 MID			
	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	
WBBE																WBBE
WBKY-FM																WBKY-FM
WCGW*																WCGW*
WCKU-FM	21	8.2	37.5	8	3.1	20.5	16	6.3	45.7	29	11.4	39.2	29	11.4	39.2	WCKU-FM
WCOZ-FM																WCOZ-FM
WFMI-FM	12	4.7	21.4	7	2.7	17.9	6	2.4	17.1	15	5.9	20.3	18	7.1	24.3	WFMI-FM
WFRS																WFRS
WJMM-FM																WJMM-FM
WKQQ-FM	9	3.5	16.1	1	.4	2.6	8	3.1	22.9	13	5.1	17.6	12	4.7	16.2	WKQQ-FM
WLAP																WLAP
WLAP-FM	12	4.7	21.4	20	7.8	51.3	4	1.6	11.4	16	6.3	21.6	11	4.3	14.9	WLAP-FM
WLXG																WLXG
WMGB-FM																WMGB-FM
WNVL																WNVL
WRFL-FM	1	.4	1.8										2	.8	2.7	WRFL-FM
WVLK				1	.4	2.6										WVLK
WVLK-FM	1	.4	1.8	2	.8	5.1	1	.4	2.9				2	.8	2.7	WVLK-FM
WEKU-FM																WEKU-FM
WHAS																WHAS
WLW																WLW
PUR	56	22.0		39	15.3		35	13.7		74	29.0		74	29.0		PUR

+ DENTOS SPANISH STATION. SEE ADVISORY ON PAGE IV.
 * ESTIMATES ADJUSTED FOR ACTUAL BROADCAST SCHEDULE

AVERAGE QUARTER HOUR AND CUME ESTIMATES

	MON - SUN 6:00AM-12:00 MID				MON - FRI 6:00AM-10:00AM				MON - FRI 10:00AM-3:00PM				MON - FRI 3:00PM-7:00PM				MON - FRI 7:00PM-12:00 MID				
	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	
WBBE																					WBBE
WBKY-FM	2	.2	.8	30	1	.1	.3	21	1	.1	.3	15	1	.1	.3	15	1	.1	.6	4	WBKY-FM
WCGW*				9								4									WCGW*
WCKU-FM	49	4.4	18.6	305	57	5.1	18.4	186	46	4.1	15.2	136	74	6.6	21.8	228	46	4.1	28.4	152	WCKU-FM
WCOZ-FM	4	.4	1.5	66	5	.4	1.6	30	6	.5	2.0	11	4	.4	1.2	15	5	.4	3.1	9	WCOZ-FM
WFMI-FM	14	1.3	5.3	290	13	1.2	4.2	95	14	1.3	4.6	94	21	1.9	6.2	134	8	.7	4.9	94	WFMI-FM
WFRS																					WFRS
WJMM-FM	5	.4	1.9	72	6	.5	1.9	23	7	.6	2.3	26	13	1.2	3.8	50	4	.4	2.5	16	WJMM-FM
WKQQ-FM	78	7.0	29.7	733	92	8.2	29.7	408	98	8.8	32.5	341	92	8.2	27.1	480	46	4.1	28.4	202	WKQQ-FM
WLAP	3	.3	1.1	52	5	.4	1.6	28	5	.4	1.7	14	4	.4	1.2	25	1	.1	.6	10	WLAP
WLAP-FM	39	3.5	14.8	602	45	4.0	14.5	284	45	4.0	14.9	232	50	4.5	14.7	299	28	2.5	17.3	181	WLAP-FM
WLXG	2	.2	.8	40	2	.2	.6	15	4	.4	1.3	20	3	.3	.9	11					WLXG
WMGB-FM	8	.7	3.0	89	10	.9	3.2	51	12	1.1	4.0	39	11	1.0	3.2	47	1	.1	.6	4	WMGB-FM
WVNL																					WVNL
WRFL-FM	2	.2	.8	37				5	3	.3	1.0	12	4	.4	1.2	20					WRFL-FM
WVLC	5	.4	1.9	79	14	1.3	4.5	59	6	.5	2.0	17	4	.4	1.2	29	3	.3	1.9	15	WVLC
WVLC-FM	41	3.7	15.6	427	43	3.8	13.9	243	41	3.7	13.6	185	41	3.7	12.1	203	15	1.3	9.3	95	WVLC-FM
WEKU-FM	4	.4	1.5	54	6	.5	1.9	26	5	.4	1.7	21	6	.5	1.8	33	2	.2	1.2	17	WEKU-FM
WHAS				31	2	.2	.6	30				3	1	.1	.3	15					WHAS
WLW	2	.2	.8	43	1	.1	.3	11	4	.4	1.3	11	6	.5	1.8	23					WLW
PUR	263	23.5		1096	310	27.8		933	302	27.0		843	340	30.4		969	162	14.5		652	PUR

+ DENOTES SPANISH STATION. SEE ADVISORY ON PAGE IV.
 * ESTIMATES ADJUSTED FOR ACTUAL BROADCAST SCHEDULE

LEXINGTON/FAYETTE KY MSA
DECEMBER 1988 - FEBRUARY 1989

AVERAGE QUARTER HOUR AND CUME ESTIMATES

	MON - FRI 6:00AM-7:00PM				MON - FRI 6:00AM-10:00AM + 3:00PM-7:00PM				MON - FRI 6:00AM-3:00PM				MON - FRI 3:00PM-12:00 MID				SAT - SUN 6:00AM-12:00 MID				
	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	
WBBE																					WBBE
WBKY-FM	1	.1	.3	27	1	.1	.3	27	1	.1	.3	27	1	.1	.4	19	3	.3	1.2	19	WBKY-FM
WCGW*				4				4				4								5	WCGW*
WCKU-FM	59	5.3	18.6	269	67	6.0	19.6	264	51	4.6	16.8	227	59	5.3	24.9	252	36	3.2	14.7	166	WCKU-FM
WCOZ-FM	5	.4	1.6	36	5	.4	1.5	33	6	.5	2.0	33	4	.4	1.7	20	3	.3	1.2	45	WCOZ-FM
WFMI-FM	17	1.5	5.3	219	18	1.6	5.3	186	13	1.2	4.3	170	14	1.3	5.9	187	17	1.5	6.9	183	WFMI-FM
WHS																					WHS
WJMM-FM	9	.8	2.8	59	11	1.0	3.2	53	6	.5	2.0	34	8	.7	3.4	50	2	.2	.8	37	WJMM-FM
WKQQ-FM	95	8.5	29.9	661	93	8.3	27.2	607	94	8.4	31.0	531	66	5.9	27.8	535	72	6.4	29.4	430	WKQQ-FM
WLAP	5	.4	1.6	38	6	.5	1.8	38	5	.4	1.7	33	2	.2	.8	28	1	.1	.4	32	WLAP
WLAP-FM	46	4.1	14.5	496	48	4.3	14.0	412	45	4.0	14.9	416	38	3.4	16.0	400	34	3.0	13.9	326	WLAP-FM
WLXG	3	.3	.9	26	3	.3	.9	19	3	.3	1.0	23	1	.1	.4	11	1	.1	.4	25	WLXG
WMGB-FM	12	1.1	3.8	75	12	1.1	3.5	63	12	1.1	4.0	62	4	.4	1.7	47	5	.4	2.0	70	WMGB-FM
WNVL																					WNVL
WRFL-FM	2	.2	.6	25	3	.3	.9	20	2	.2	.7	17	1	.1	.4	20	1	.1	.4	31	WRFL-FM
WVLK	8	.7	2.5	67	10	.9	2.9	67	9	.8	3.0	64	4	.4	1.7	40	2	.2	.8	34	WVLK
WVLK-FM	41	3.7	12.9	343	43	3.8	12.6	293	42	3.8	13.9	310	26	2.3	11.0	237	58	5.2	23.7	304	WVLK-FM
WEKU-FM	5	.4	1.6	43	7	.6	2.0	43	5	.4	1.7	43	4	.4	1.7	41	3	.3	1.2	18	WEKU-FM
WHAS	1	.1	.3	30	2	.2	.6	30				30				19				5	WHAS
WLW	3	.3	.9	29	5	.4	1.5	29	3	.3	1.0	17	2	.2	.8	28	1	.1	.4	15	WLW
PUR	318	28.5		1071	342	30.6		1048	303	27.1		1032	237	21.2		1019	245	21.9		985	PUR

+ DENOTES SPANISH STATION. SEE ADVISORY ON PAGE IV.
* ESTIMATES ADJUSTED FOR ACTUAL BROADCAST SCHEDULE

BIRCH RADIO

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AVERAGE QUARTER HOUR AND CUME ESTIMATES

	MON - SAT 6:00AM-12:00 MID				MON - SAT 6:00AM-10:00AM				MON - SAT 10:00AM-3:00PM				MON - SAT 3:00PM-7:00PM				MON - SAT 7:00PM-12:00 MID				
	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	
WBBE																					WBBE
WBKY-FM	2	.2	.7	29	2	.2	.7	22	2	.2	.7	21	2	.2	.6	21	2	.2	1.2	5	WBKY-FM
WCGW*				9								4		.1	.3	5					WCGW*
WCKU-FM	54	4.8	20.2	298	54	4.8	18.2	194	48	4.3	15.6	151	73	6.5	21.7	236	47	4.2	27.6	166	WCKU-FM
WCOZ-FM	5	.4	1.9	46	5	.4	1.7	31	5	.4	1.6	16	5	.4	1.5	24	5	.4	2.9	10	WCOZ-FM
WFMI-FM	15	1.3	5.6	273	14	1.3	4.7	103	15	1.3	4.9	99	21	1.9	6.2	140	8	.7	4.7	100	WFMI-FM
WHR5																					WHR5
WJMM-FM	6	.5	2.2	62	5	.4	1.7	23	6	.5	2.0	26	11	1.0	3.3	51	4	.4	2.4	16	WJMM-FM
WKQQ-FM	81	7.3	30.3	706	90	8.1	30.3	425	97	8.7	31.6	362	88	7.9	26.1	501	49	4.4	28.8	224	WKQQ-FM
WLAP	3	.3	1.1	42	5	.4	1.7	28	5	.4	1.6	14	4	.4	1.2	26	1	.1	.6	12	WLAP
WLAP-FM	39	3.5	14.6	565	42	3.8	14.1	296	44	3.9	14.3	246	46	4.1	13.6	311	26	2.3	15.3	195	WLAP-FM
WLXG	1	.1	.4	34	2	.2	.7	16	4	.4	1.3	27	3	.3	.9	18				5	WLXG
WMGB-FM	7	.6	2.6	77	9	.8	3.0	52	12	1.1	3.9	41	11	1.0	3.3	49	1	.1	.6	8	WMGB-FM
WNVL																					WNVL
WRFL-FM	1	.1	.4	26				9	3	.3	1.0	12	4	.4	1.2	20					WRFL-FM
WVLK	5	.4	1.9	77	13	1.2	4.4	60	6	.5	2.0	19	3	.3	.9	30	3	.3	1.8	25	WVLK
WVLK-FM	38	3.4	14.2	415	41	3.7	13.8	254	47	4.2	15.3	227	47	4.2	13.9	257	18	1.6	10.6	127	WVLK-FM
WEKU-FM	5	.4	1.9	53	5	.4	1.7	29	5	.4	1.6	22	7	.6	2.1	35	3	.3	1.8	22	WEKU-FM
WHAS				31	2	.2	.7	30				3	1	.1	.3	15				4	WHAS
WLW	2	.2	.7	34	1	.1	.3	11	4	.4	1.3	12	5	.4	1.5	23				5	WLW
PUR	267	23.9		1083	297	26.6		951	307	27.5		887	337	30.2		995	170	15.2		715	PUR

+ DENOTES SPANISH STATION. SEE ADVISORY ON PAGE IV.
 * ESTIMATES ADJUSTED FOR ACTUAL BROADCAST SCHEDULE

AVERAGE QUARTER HOUR AND CUME ESTIMATES

	SATURDAY 6:00AM-12:00 MID			SATURDAY 6:00AM-10:00AM			SATURDAY 10:00AM-3:00PM			SATURDAY 3:00PM-7:00PM			SATURDAY 7:00PM-12:00 MID			
	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	
WBBE																WBBE
WBKY-FM	6	.5	2.4	5	.4	2.5	6	.5	1.9	7	.6	2.4	5	.4	2.7	WBKY-FM
WCGW*	1	.1	.4							3	.3	1.0				WCGW*
WCKU-FM	50	4.5	20.2	36	3.2	18.3	55	4.9	17.7	63	5.6	22.0	45	4.0	24.3	WCKU-FM
WCOZ-FM	3	.3	1.2	1	.1	.5	1	.1	.3	6	.5	2.1	3	.3	1.6	WCOZ-FM
WFMI-FM	14	1.3	5.7	18	1.6	9.1	13	1.2	4.2	18	1.6	6.3	8	.7	4.3	WFMI-FM
WRS																WRS
WJMM-FM										1	.1	.3	1	.1	.5	WJMM-FM
WKQQ-FM	77	6.9	31.2	77	6.9	39.1	94	8.4	30.3	72	6.4	25.1	62	5.6	33.5	WKQQ-FM
WLAP	1	.1	.4							2	.2	.7	1	.1	.5	WLAP
WLAP-FM	27	2.4	10.9	23	2.1	11.7	41	3.7	13.2	21	1.9	7.3	22	2.0	11.9	WLAP-FM
WLXG																WLXG
WMGB-FM	4	.4	1.6	2	.2	1.0	7	.6	2.3	7	.6	2.4	1	.1	.5	WMGB-FM
WNVL																WNVL
WRFL-FM																WRFL-FM
WVLK	3	.3	1.2	4	.4	2.0	4	.4	1.3				1	.1	.5	WVLK
WVLK-FM	53	4.7	21.5	27	2.4	13.7	79	7.1	25.5	74	6.6	25.8	29	2.6	15.7	WVLK-FM
WEKU-FM	5	.4	2.0	2	.2	1.0	7	.6	2.3	8	.7	2.8	4	.4	2.2	WEKU-FM
WHAS										1	.1	.3				WHAS
WLW																WLW
PUR	247	22.1		197	17.6		310	27.8		287	25.7		185	16.6		PUR

+ DENOTES SPANISH STATION. SEE ADVISORY ON PAGE IV.
 * ESTIMATES ADJUSTED FOR ACTUAL BROADCAST SCHEDULE

AVERAGE QUARTER HOUR AND CUME ESTIMATES

	SUNDAY 6:00AM-12:00 MID			SUNDAY 6:00AM-10:00AM			SUNDAY 10:00AM-3:00PM			SUNDAY 3:00PM-7:00PM			SUNDAY 7:00PM-12:00 MID			
	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	
WBBE																WBBE
WBKY-FM				1	.1	.5										WBKY-FM
WCGW*																WCGW*
WCKU-FM	23	2.1	9.3	19	1.7	9.0	23	2.1	8.1	36	3.2	11.7	16	1.4	8.6	WCKU-FM
WCOZ-FM	4	.4	1.6	4	.4	1.9	6	.5	2.1	3	.3	1.0	3	.3	1.6	WCOZ-FM
WFMI-FM	20	1.8	8.1	15	1.3	7.1	21	1.9	7.4	22	2.0	7.1	22	2.0	11.9	WFMI-FM
WFRS																WFRS
WJMM-FM	4	.4	1.6	3	.3	1.4	3	.3	1.1	8	.7	2.6				WJMM-FM
WKQQ-FM	66	5.9	26.7	58	5.2	27.6	72	6.4	25.4	81	7.3	26.3	53	4.7	28.6	WKQQ-FM
WLAP	1	.1	.4	7	.6	3.3										WLAP
WLAP-FM	41	3.7	16.6	30	2.7	14.3	59	5.3	20.8	47	4.2	15.3	24	2.1	13.0	WLAP-FM
WLXG	3	.3	1.2				2	.2	.7	6	.5	1.9	2	.2	1.1	WLXG
WMGB-FM	8	.7	3.2	1	.1	.5	12	1.1	4.2	17	1.5	5.5	1	.1	.5	WMGB-FM
WNVL																WNVL
WRFL-FM	4	.4	1.6	4	.4	1.9	6	.5	2.1	3	.3	1.0	1	.1	.5	WRFL-FM
WVLK	2	.2	.8	6	.5	2.9	1	.1	.4							WVLK
WVLK-FM	62	5.6	25.1	55	4.9	26.2	67	6.0	23.7	69	6.2	22.4	56	5.0	30.3	WVLK-FM
WEKU-FM				1	.1	.5										WEKU-FM
WHAS																WHAS
WLW	1	.1	.4							6	.5	1.9				WLW
PUR	247	22.1		210	18.8		283	25.3		308	27.6		185	16.6		PUR

+ DENOTES SPANISH STATION. SEE ADVISORY ON PAGE IV.
 * ESTIMATES ADJUSTED FOR ACTUAL BROADCAST SCHEDULE

AVERAGE QUARTER HOUR AND CUME ESTIMATES

	MON - SUN 6:00AM-12:00 MID				MON - FRI 6:00AM-10:00AM				MON - FRI 10:00AM-3:00PM				MON - FRI 3:00PM-7:00PM				MON - FRI 7:00PM-12:00 MID				
	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	
WBBE	2	.1	.5	14	2	.1	.4	9	3	.2	.6	9	2	.1	.4	5	1	.1	.4	4	WBBE
WBKY-FM	6	.3	1.5	88	9	.5	1.8	54	7	.4	1.5	49	6	.3	1.2	53	3	.2	1.3	20	WBKY-FM
WCGW*	1	.1	.3	56								7			4						WCGW*
WCKU-FM	60	3.3	15.3	380	63	3.5	12.8	215	53	2.9	11.3	151	86	4.8	17.4	278	53	2.9	22.8	171	WCKU-FM
WCOZ-FM	11	.6	2.8	124	11	.6	2.2	63	16	.9	3.4	26	12	.7	2.4	43	7	.4	3.0	21	WCOZ-FM
WFMI-FM	14	.8	3.6	333	13	.7	2.6	113	14	.8	3.0	98	22	1.2	4.5	156	8	.4	3.4	108	WFMI-FM
WRS				7																	WRS
WJMM-FM	7	.4	1.8	105	9	.5	1.8	37	10	.6	2.1	37	17	.9	3.4	64	6	.3	2.6	28	WJMM-FM
WKQQ-FM	92	5.1	23.5	884	113	6.3	23.0	515	120	6.7	25.5	414	117	6.5	23.7	603	50	2.8	21.6	235	WKQQ-FM
WLAP	9	.5	2.3	137	13	.7	2.6	70	14	.8	3.0	35	8	.4	1.6	53	2	.1	.9	14	WLAP
WLAP-FM	53	2.9	13.6	788	61	3.4	12.4	388	67	3.7	14.3	300	67	3.7	13.6	403	43	2.4	18.5	270	WLAP-FM
WLXG	8	.4	2.0	98	11	.6	2.2	37	9	.5	1.9	41	8	.4	1.6	42	4	.2	1.7	13	WLXG
WMGB-FM	12	.7	3.1	136	17	.9	3.5	95	15	.8	3.2	44	17	.9	3.4	82	5	.3	2.2	14	WMGB-FM
WVNL				4	1	.1	.2	4								4					WVNL
WRFL-FM	2	.1	.5	58	1	.1	.2	26	3	.2	.6	12	5	.3	1.0	36					WRFL-FM
WVLK	19	1.1	4.9	249	48	2.7	9.8	190	24	1.3	5.1	77	19	1.1	3.8	87	6	.3	2.6	39	WVLK
WVLK-FM	70	3.9	17.9	771	83	4.6	16.9	427	78	4.3	16.6	336	74	4.1	15.0	409	34	1.9	14.7	174	WVLK-FM
WEKU-FM	9	.5	2.3	119	15	.8	3.0	72	19	1.1	4.0	51	14	.8	2.8	79	3	.2	1.3	33	WEKU-FM
WHAS	1	.1	.3	71	5	.3	1.0	49				3	3	.2	.6	27	1	.1	.4	19	WHAS
WLW	5	.3	1.3	92	3	.2	.6	19	9	.5	1.9	29	10	.6	2.0	40	3	.2	1.3	25	WLW
PUR	391	21.7		1756	492	27.4		1499	470	26.1		1289	494	27.5		1508	232	12.9		991	PUR

+ DENOTES SPANISH STATION. SEE ADVISORY ON PAGE IV.
 * ESTIMATES ADJUSTED FOR ACTUAL BROADCAST SCHEDULE

AVERAGE QUARTER HOUR AND CUME ESTIMATES

	MON - FRI 6:00AM-7:00PM				MON - FRI 6:00AM-10:00AM + 3:00PM-7:00PM				MON - FRI 6:00AM-3:00PM				MON - FRI 3:00PM-12:00 MID				SAT - SUN 6:00AM-12:00 MID				
	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	
WBBE	2	.1	.4	9	2	.1	.4	9	3	.2	.6	9	2	.1	.6	9	1	.1	.3	5	WBBE
WBKY-FM	8	.4	1.6	74	8	.4	1.5	69	7	.4	1.5	74	4	.2	1.2	61	6	.3	1.7	45	WBKY-FM
WCGW+				11				4				7				4	5	.3	1.4	52	WCGW+
WCKU-FM	67	3.7	13.8	328	76	4.2	14.6	323	57	3.2	12.0	267	68	3.8	19.8	302	52	2.9	14.9	234	WCKU-FM
WCOZ-FM	14	.8	2.9	84	12	.7	2.3	74	14	.8	3.0	72	9	.5	2.6	54	9	.5	2.6	81	WCOZ-FM
WFMI-FM	17	.9	3.5	250	19	1.1	3.7	213	13	.7	2.7	192	14	.8	4.1	214	19	1.1	5.4	214	WFMI-FM
WHRS																	1	.1	.3	7	WHRS
WJMM-FM	13	.7	2.7	80	15	.8	2.9	74	9	.5	1.9	52	10	.6	2.9	68	4	.2	1.1	52	WJMM-FM
WKQQ-FM	118	6.6	24.2	801	117	6.5	22.5	738	115	6.4	24.3	647	80	4.4	23.3	662	80	4.4	22.9	478	WKQQ-FM
WLAP	12	.7	2.5	92	13	.7	2.5	84	14	.8	3.0	83	4	.2	1.2	61	9	.5	2.6	103	WLAP
WLAP-FM	65	3.6	13.3	650	66	3.7	12.7	558	64	3.6	13.5	540	55	3.1	16.0	557	38	2.1	10.9	381	WLAP-FM
WLXG	9	.5	1.8	64	11	.6	2.1	57	10	.6	2.1	49	5	.3	1.5	46	7	.4	2.0	79	WLXG
WMGB-FM	17	.9	3.5	119	19	1.1	3.7	107	17	.9	3.6	106	8	.4	2.3	82	8	.4	2.3	94	WMGB-FM
WNVL				4				4				4				4					WNVL
WRFL-FM	3	.2	.6	46	4	.2	.8	41	2	.1	.4	38	1	.1	.3	36	1	.1	.3	31	WRFL-FM
WVLK	30	1.7	6.2	210	35	1.9	6.7	202	34	1.9	7.2	207	13	.7	3.8	105	10	.6	2.9	134	WVLK
WVLK-FM	77	4.3	15.8	656	80	4.4	15.4	580	80	4.4	16.9	566	51	2.8	14.9	471	80	4.4	22.9	468	WVLK-FM
WEKU-FM	16	.9	3.3	100	16	.9	3.1	100	17	.9	3.6	89	8	.4	2.3	92	3	.2	.9	40	WEKU-FM
WHAS	3	.2	.6	56	5	.3	1.0	56	1	.1	.2	49	1	.1	.3	40	1	.1	.3	20	WHAS
WLW	6	.3	1.2	60	8	.4	1.5	46	7	.4	1.5	40	6	.3	1.7	60	1	.1	.3	40	WLW
PUR	487	27.1		1704	520	28.9		1666	474	26.4		1641	343	19.1		1603	350	19.5		1547	PUR

+ DENOTES SPANISH STATION. SEE ADVISORY ON PAGE IV.
 * ESTIMATES ADJUSTED FOR ACTUAL BROADCAST SCHEDULE

AVERAGE QUARTER HOUR AND CUME ESTIMATES

	MON - SAT 6:00AM-12:00 MID				MON - SAT 6:00AM-10:00AM				MON - SAT 10:00AM-3:00PM				MON - SAT 3:00PM-7:00PM				MON - SAT 7:00PM-12:00 MID				
	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	
WBBE	2	.1	.5	14	2	.1	.4	9	3	.2	.6	10	2	.1	.4	6	1	.1	.4	4	WBBE
WBKY-FM	7	.4	1.7	87	11	.6	2.3	62	9	.5	1.9	64	8	.4	1.6	65	4	.2	1.7	30	WBKY-FM
WCGW*	1	.1	.2	31				10	1	.1	.2	18	1	.1	.2	17					WCGW*
WCKU-FM	63	3.5	15.6	370	60	3.3	12.5	244	58	3.2	12.1	196	87	4.8	17.5	299	55	3.1	22.9	194	WCKU-FM
WCOZ-FM	11	.6	2.7	101	11	.6	2.3	65	15	.8	3.1	41	13	.7	2.6	54	7	.4	2.9	24	WCOZ-FM
WFMI-FM	15	.8	3.7	306	14	.8	2.9	125	15	.8	3.1	108	22	1.2	4.4	162	8	.4	3.3	114	WFMI-FM
WFRS																					WFRS
WJMM-FM	8	.4	2.0	94	9	.5	1.9	44	9	.5	1.9	44	15	.8	3.0	72	6	.3	2.5	28	WJMM-FM
WKQQ-FM	98	5.5	24.3	850	110	6.1	23.0	536	118	6.6	24.6	443	112	6.2	22.6	629	54	3.0	22.5	260	WKQQ-FM
WLAP	9	.5	2.2	123	15	.8	3.1	78	15	.8	3.1	48	10	.6	2.0	74	2	.1	.8	26	WLAP
WLAP-FM	55	3.1	13.6	749	58	3.2	12.1	407	64	3.6	13.4	318	63	3.5	12.7	425	39	2.2	16.3	287	WLAP-FM
WLXG	7	.4	1.7	89	11	.6	2.3	42	10	.6	2.1	59	9	.5	1.8	54	4	.2	1.7	18	WLXG
WMGB-FM	12	.7	3.0	124	16	.9	3.3	97	16	.9	3.3	60	17	.9	3.4	86	5	.3	2.1	23	WMGB-FM
WNVL				4	1	.1	.2	4								4					WNVL
WRFL-FM	1	.1	.2	47	1	.1	.2	30	3	.2	.6	12	5	.3	1.0	36					WRFL-FM
WVLK	21	1.2	5.2	240	45	2.5	9.4	202	25	1.4	5.2	100	17	.9	3.4	96	6	.3	2.5	50	WVLK
WVLK-FM	69	3.8	17.1	753	80	4.4	16.7	447	82	4.6	17.1	386	80	4.4	16.1	471	37	2.1	15.4	217	WVLK-FM
WEKU-FM	12	.7	3.0	117	14	.8	2.9	77	18	1.0	3.8	54	15	.8	3.0	82	4	.2	1.7	38	WEKU-FM
WHAS	1	.1	.2	67	5	.3	1.0	50				9	3	.2	.6	27	1	.1	.4	24	WHAS
WLW	5	.3	1.2	80	3	.2	.6	19	8	.4	1.7	30	8	.4	1.6	40	3	.2	1.3	25	WLW
PUR	404	22.5		1744	479	26.6		1543	479	26.6		1407	496	27.6		1571	240	13.3		1092	PUR

+ DENOTES SPANISH STATION. SEE ADVISORY ON PAGE IV.
 * ESTIMATES ADJUSTED FOR ACTUAL BROADCAST SCHEDULE

BIRCH RADIO

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AVERAGE QUARTER HOUR AND CUME ESTIMATES

	SATURDAY 6:00AM-12:00 MID			SATURDAY 6:00AM-10:00AM			SATURDAY 10:00AM-3:00PM			SATURDAY 3:00PM-7:00PM			SATURDAY 7:00PM-12:00 MID				
	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR		
WBBE	2	.1	.5				4	.2	.8		4	.2	.9			WBBE	
WBKY-FM	13	.7	3.5	15	.8	4.5	10	.6	2.1		16	.9	3.6	8	.4	3.4	WBKY-FM
WCGW*	6	.3	1.6	3	.2	.9	7	.4	1.5		7	.4	1.6			WCGW*	
WCKU-FM	67	3.7	17.9	45	2.5	13.5	81	4.5	17.2		90	5.0	20.0	53	2.9	22.4	WCKU-FM
WCOZ-FM	6	.3	1.6	4	.2	1.2	5	.3	1.1		10	.6	2.2	4	.2	1.7	WCOZ-FM
WFMI-FM	15	.8	4.0	20	1.1	6.0	15	.8	3.2		19	1.1	4.2	8	.4	3.4	WFMI-FM
WHS																WHS	
WJMM-FM	2	.1	.5	4	.2	1.2	1	.1	.2		3	.2	.7	1	.1	.4	WJMM-FM
WKQQ-FM	90	5.0	24.1	91	5.1	27.2	110	6.1	23.3		91	5.1	20.3	68	3.8	28.7	WKQQ-FM
WLAP	10	.6	2.7	17	.9	5.1	8	.4	1.7		14	.8	3.1	3	.2	1.3	WLAP
WLAP-FM	34	1.9	9.1	32	1.8	9.6	51	2.8	10.8		32	1.8	7.1	23	1.3	9.7	WLAP-FM
WLXG	7	.4	1.9	8	.4	2.4	11	.6	2.3		11	.6	2.4			WLXG	
WMGB-FM	9	.5	2.4	4	.2	1.2	15	.8	3.2		12	.7	2.7	6	.3	2.5	WMGB-FM
WNVL																WNVL	
WRFL-FM																WRFL-FM	
WVLK	15	.8	4.0	23	1.3	6.9	24	1.3	5.1		8	.4	1.8	2	.1	.8	WVLK
WVLK-FM	80	4.4	21.4	59	3.3	17.7	101	5.6	21.4		107	6.0	23.8	53	2.9	22.4	WVLK-FM
WEKU-FM	6	.3	1.6	4	.2	1.2	9	.5	1.9		9	.5	2.0	4	.2	1.7	WEKU-FM
WHAS	1	.1	.3	1	.1	.3	1	.1	.2		1	.1	.2	1	.1	.4	WHAS
WLW																WLW	
PUR	374	20.8		334	18.6		472	26.3		449	25.0		237	13.2		PUR	

+ DENOTES SPANISH STATION. SEE ADVISORY ON PAGE IV.
 * ESTIMATES ADJUSTED FOR ACTUAL BROADCAST SCHEDULE

AVERAGE QUARTER HOUR AND CUME ESTIMATES

	SUNDAY 6:00AM-12:00 MID			SUNDAY 6:00AM-10:00AM			SUNDAY 10:00AM-3:00PM			SUNDAY 3:00PM-7:00PM			SUNDAY 7:00PM-12:00 MID			
	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	
WBBE																WBBE
WBKY-FM				1	.1	.3										WBKY-FM
WCGW*	4	.2	1.2				6	.3	1.5							WCGW*
WCKU-FM	39	2.2	11.6	37	2.1	12.5	34	1.9	8.7	54	3.0	13.6	33	1.8	13.4	WCKU-FM
WCOZ-FM	12	.7	3.6	15	.8	5.1	21	1.2	5.3	3	.2	.8	10	.6	4.1	WCOZ-FM
WFMI-FM	23	1.3	6.9	18	1.0	6.1	24	1.3	6.1	28	1.6	7.1	22	1.2	8.9	WFMI-FM
WHR5	2	.1	.6				7	.4	1.8							WHR5
WJMM-FM	6	.3	1.8	3	.2	1.0	3	.2	.8	12	.7	3.0	5	.3	2.0	WJMM-FM
WKQQ-FM	68	3.8	20.3	59	3.3	19.9	78	4.3	19.8	81	4.5	20.4	53	2.9	21.5	WKQQ-FM
WLAP	8	.4	2.4	13	.7	4.4	14	.8	3.6	4	.2	1.0	3	.2	1.2	WLAP
WLAP-FM	42	2.3	12.5	31	1.7	10.5	62	3.4	15.8	47	2.6	11.8	24	1.3	9.8	WLAP-FM
WLXG	7	.4	2.1	1	.1	.3	7	.4	1.8	10	.6	2.5	8	.4	3.3	WLXG
WMGB-FM	8	.4	2.4	1	.1	.3	12	.7	3.1	17	.9	4.3	1	.1	.4	WMGB-FM
WNVL																WNVL
WRFL-FM	4	.2	1.2	4	.2	1.4	6	.3	1.5	3	.2	.8	1	.1	.4	WRFL-FM
WVLK	8	.4	2.4	13	.7	4.4	11	.6	2.8	4	.2	1.0	1	.1	.4	WVLK
WVLK-FM	79	4.4	23.6	73	4.1	24.7	77	4.3	19.6	93	5.2	23.4	72	4.0	29.3	WVLK-FM
WEKU-FM	1	.1	.3	1	.1	.3	2	.1	.5							WEKU-FM
WHAS	1	.1	.3	1	.1	.3	2	.1	.5				1	.1	.4	WHAS
WLW	2	.1	.6	5	.3	1.7				6	.3	1.5				WLW
PUR	335	18.6		296	16.5		393	21.9		397	22.1		246	13.7		PUR

+ DENOTES SPANISH STATION. SEE ADVISORY ON PAGE IV.
 * ESTIMATES ADJUSTED FOR ACTUAL BROADCAST SCHEDULE

AVERAGE QUARTER HOUR AND CUME ESTIMATES

	MON - SUN 6:00AM-12:00 MID				MON - FRI 6:00AM-10:00AM				MON - FRI 10:00AM-3:00PM				MON - FRI 3:00PM-7:00PM				MON - FRI 7:00PM-12:00 MID				
	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	
WBBE	2	.1	.7	14	2	.1	.5	9	3	.2	.8	9	2	.1	.6	5	1	.1	.7	4	WBBE
WBKY-FM	6	.4	2.1	88	9	.7	2.3	54	7	.5	2.0	49	6	.4	1.7	53	3	.2	2.0	20	WBKY-FM
WCGW*	1	.1	.4	56								7			4						WCGW*
WCKU-FM	34	2.5	12.0	187	31	2.3	7.9	96	30	2.2	8.5	78	43	3.2	12.0	131	26	1.9	17.4	70	WCKU-FM
WCOZ-FM	11	.8	3.9	103	11	.8	2.8	63	16	1.2	4.5	26	12	.9	3.4	43	7	.5	4.7	21	WCOZ-FM
WFMI-FM	4	.3	1.4	152	9	.7	2.3	87	6	.4	1.7	29	8	.6	2.2	85	2	.1	1.3	47	WFMI-FM
WHRF				7																	WHRF
WJMM-FM	6	.4	2.1	93	9	.7	2.3	37	8	.6	2.3	33	14	1.0	3.9	60	5	.4	3.4	24	WJMM-FM
WKQQ-FM	51	3.8	18.0	552	72	5.3	18.4	333	69	5.1	19.4	246	76	5.6	21.2	387	22	1.6	14.8	116	WKQQ-FM
WLAP	9	.7	3.2	123	12	.9	3.1	65	14	1.0	3.9	35	8	.6	2.2	48	2	.1	1.3	14	WLAP
WLAP-FM	38	2.8	13.4	534	49	3.6	12.5	308	53	3.9	14.9	201	46	3.4	12.8	288	26	1.9	17.4	160	WLAP-FM
WLXG	7	.5	2.5	89	10	.7	2.6	29	8	.6	2.3	33	8	.6	2.2	42	4	.3	2.7	13	WLXG
WMGB-FM	11	.8	3.9	112	16	1.2	4.1	89	14	1.0	3.9	32	15	1.1	4.2	71	5	.4	3.4	14	WMGB-FM
WNNL				4	1	.1	.3	4								4					WNNL
WRFL-FM	1	.1	.4	33	1	.1	.3	26	1	.1	.3	5	2	.1	.6	21					WRFL-FM
WVLK	19	1.4	6.7	245	47	3.5	12.0	186	24	1.8	6.8	77	19	1.4	5.3	83	5	.4	3.4	35	WVLK
WVLK-FM	60	4.4	21.1	624	77	5.7	19.6	372	66	4.9	18.6	275	66	4.9	18.4	357	32	2.4	21.5	153	WVLK-FM
WEKU-FM	9	.7	3.2	111	15	1.1	3.8	72	19	1.4	5.4	51	14	1.0	3.9	79	2	.1	1.3	25	WEKU-FM
WHAS	1	.1	.4	65	5	.4	1.3	43				3	3	.2	.8	21	1	.1	.7	19	WHAS
WLW	5	.4	1.8	76	3	.2	.8	19	9	.7	2.5	29	9	.7	2.5	33	3	.2	2.0	25	WLW
PUR	284	21.0		1317	392	29.0		1159	355	26.2		941	358	26.5		1126	149	11.0		677	PUR

+ DENDTES SPANISH STATION. SEE ADVISORY ON PAGE IV.
 * ESTIMATES ADJUSTED FOR ACTUAL BROADCAST SCHEDULE

AVERAGE QUARTER HOUR AND CUME ESTIMATES

	MON - FRI 6:00AM-7:00PM				MON - FRI 6:00AM-10:00AM + 3:00PM-7:00PM				MON - FRI 6:00AM-3:00PM				MON - FRI 3:00PM-12:00 MID				SAT - SUN 6:00AM-12:00 MID				
	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	
WBBE	2	.1	.5	9	2	.1	.5	9	3	.2	.8	9	2	.1	.8	9	1	.1	.4	5	WBBE
WBKY-FM	8	.6	2.2	74	8	.6	2.0	69	7	.5	1.9	74	4	.3	1.7	61	6	.4	2.5	45	WBKY-FM
WCGW*				11				4				7				4	5	.4	2.1	52	WCGW*
WCKU-FM	35	2.6	9.5	160	38	2.8	9.6	160	30	2.2	8.2	126	33	2.4	14.0	140	37	2.7	15.5	135	WCKU-FM
WCOZ-FM	14	1.0	3.8	84	12	.9	3.0	74	14	1.0	3.8	72	9	.7	3.8	54	8	.6	3.4	60	WCOZ-FM
WFMI-FM	8	.6	2.2	126	10	.7	2.5	122	7	.5	1.9	97	4	.3	1.7	109	4	.3	1.7	82	WFMI-FM
WHR5																	1	.1	.4	7	WHR5
WJMM-FM	11	.8	3.0	76	13	1.0	3.3	70	8	.6	2.2	48	8	.6	3.4	64	4	.3	1.7	40	WJMM-FM
WKQQ-FM	73	5.4	19.7	510	76	5.6	19.2	468	69	5.1	18.8	407	46	3.4	19.5	404	38	2.8	16.0	250	WKQQ-FM
WLAP	12	.9	3.2	82	12	.9	3.0	74	14	1.0	3.8	78	4	.3	1.7	56	9	.7	3.8	94	WLAP
WLAP-FM	50	3.7	13.5	463	49	3.6	12.4	404	51	3.8	13.9	396	36	2.7	15.3	375	23	1.7	9.7	234	WLAP-FM
WLXG	8	.6	2.2	56	10	.7	2.5	49	9	.7	2.5	41	5	.4	2.1	46	6	.4	2.5	71	WLXG
WMGB-FM	15	1.1	4.1	102	17	1.3	4.3	96	16	1.2	4.4	94	8	.6	3.4	71	7	.5	2.9	73	WMGB-FM
WNVL				4	1	.1	.3	4				4				4					WNVL
WRFL-FM	1	.1	.3	31	2	.1	.5	26	1	.1	.3	31				21	1	.1	.4	10	WRFL-FM
WVLK	30	2.2	8.1	206	34	2.5	8.6	198	34	2.5	9.3	203	12	.9	5.1	101	10	.7	4.2	134	WVLK
WVLK-FM	69	5.1	18.6	555	72	5.3	18.2	500	70	5.2	19.1	482	47	3.5	19.9	408	62	4.6	26.1	346	WVLK-FM
WEKU-FM	16	1.2	4.3	100	16	1.2	4.0	100	17	1.3	4.6	89	7	.5	3.0	84	3	.2	1.3	40	WEKU-FM
WHAS	3	.2	.8	50	5	.4	1.3	50	1	.1	.3	43	1	.1	.4	34	1	.1	.4	20	WHAS
WLW	6	.4	1.6	53	7	.5	1.8	39	7	.5	1.9	40	6	.4	2.5	53				31	WLW
PUR	370	27.3		1280	396	29.3		1255	367	27.1		1238	236	17.4		1192	238	17.6		1134	PUR

+ DENOTES SPANISH STATION. SEE ADVISORY ON PAGE IV.
 * ESTIMATES ADJUSTED FOR ACTUAL BROADCAST SCHEDULE

BIRCH RADIO

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AVERAGE QUARTER HOUR AND CUME ESTIMATES

	MON - SAT 6:00AM-12:00 MID				MON - SAT 6:00AM-10:00AM				MON - SAT 10:00AM-3:00PM				MON - SAT 3:00PM-7:00PM				MON - SAT 7:00PM-12:00 MID				
	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	
WBBE	2	.1	.7	14	2	.1	.5	9	3	.2	.8	10	2	.1	.6	6	1	.1	.7	4	WBBE
WBKY-FM	7	.5	2.4	87	11	.8	2.9	62	9	.7	2.5	64	8	.6	2.2	65	4	.3	2.6	30	WBKY-FM
WCGW*	1	.1	.3	31				10	1	.1	.3	18	1	.1	.3	17					WCGW*
WCKU-FM	34	2.5	11.4	181	29	2.1	7.7	120	35	2.6	9.7	112	48	3.5	13.4	149	29	2.1	19.2	91	WCKU-FM
WCOZ-FM	11	.8	3.7	97	11	.8	2.9	65	15	1.1	4.2	37	13	1.0	3.6	50	7	.5	4.6	24	WCOZ-FM
WFMI-FM	6	.4	2.0	137	8	.6	2.1	91	6	.4	1.7	35	8	.6	2.2	86	2	.1	1.3	47	WFMI-FM
WFRS																					WFRS
WJMM-FM	7	.5	2.4	90	9	.7	2.4	44	7	.5	1.9	40	12	.9	3.3	68	5	.4	3.3	24	WJMM-FM
WKQQ-FM	57	4.2	19.2	532	69	5.1	18.3	346	68	5.0	18.9	266	71	5.2	19.8	400	23	1.7	15.2	128	WKQQ-FM
WLAP	9	.7	3.0	113	14	1.0	3.7	73	15	1.1	4.2	48	10	.7	2.8	69	2	.1	1.3	26	WLAP
WLAP-FM	40	3.0	13.5	509	46	3.4	12.2	324	50	3.7	13.9	213	44	3.3	12.3	306	22	1.6	14.6	165	WLAP-FM
WLXG	7	.5	2.4	81	10	.7	2.7	34	9	.7	2.5	51	9	.7	2.5	54	4	.3	2.6	18	WLXG
WMGB-FM	12	.9	4.0	107	15	1.1	4.0	91	15	1.1	4.2	48	15	1.1	4.2	75	5	.4	3.3	23	WMGB-FM
WNVL				4	1	.1	.3	4								4					WNVL
WRFL-FM				32	1	.1	.3	30	1	.1	.3	5	2	.1	.6	21					WRFL-FM
WVLK	21	1.6	7.1	236	44	3.3	11.7	198	25	1.8	7.0	100	17	1.3	4.7	92	5	.4	3.3	46	WVLK
WVLK-FM	58	4.3	19.5	609	73	5.4	19.4	388	65	4.8	18.1	293	66	4.9	18.4	374	32	2.4	21.2	168	WVLK-FM
WEKU-FM	12	.9	4.0	109	14	1.0	3.7	77	18	1.3	5.0	54	15	1.1	4.2	82	3	.2	2.0	30	WEKU-FM
WHAS	1	.1	.3	61	5	.4	1.3	44				9	3	.2	.8	21	1	.1	.7	24	WHAS
WLW	5	.4	1.7	73	3	.2	.8	19	8	.6	2.2	30	7	.5	1.9	33	3	.2	2.0	25	WLW
PUR	297	22.0		1309	377	27.9		1192	359	26.5		1038	359	26.5		1173	151	11.2		752	PUR

* DENOTES SPANISH STATION. SEE ADVISORY ON PAGE IV.
 * ESTIMATES ADJUSTED FOR ACTUAL BROADCAST SCHEDULE

AVERAGE QUARTER HOUR AND CUME ESTIMATES

	SATURDAY 6:00AM-12:00 MID			SATURDAY 6:00AM-10:00AM			SATURDAY 10:00AM-3:00PM			SATURDAY 3:00PM-7:00PM			SATURDAY 7:00PM-12:00 MID							
	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR					
WBBE	2	.1	.8				4	.3	1.2		4	.3	1.2			8	.6	6.4		WBBE
WBKY-FM	13	1.0	5.1		15	1.1	6.2		10	.7	3.0		16	1.2	5.0					WBKY-FM
WCGW*	6	.4	2.4		3	.2	1.2		7	.5	2.1		7	.5	2.2					WCGW*
WCKU-FM	46	3.4	18.0		21	1.6	8.7		58	4.3	17.2		73	5.4	22.6		35	2.6	28.0	WCKU-FM
WCOZ-FM	6	.4	2.4		4	.3	1.7		5	.4	1.5		9	.7	2.8		4	.3	3.2	WCOZ-FM
WFMI-FM	3	.2	1.2		6	.4	2.5		3	.2	.9		4	.3	1.2		1	.1	.8	WFMI-FM
WHR5																				WHR5
WJMM-FM	2	.1	.8		4	.3	1.7		1	.1	.3		3	.2	.9		1	.1	.8	WJMM-FM
WKQQ-FM	48	3.5	18.8		53	3.9	22.0		67	5.0	19.9		50	3.7	15.5		24	1.8	19.2	WKQQ-FM
WLAP	10	.7	3.9		17	1.3	7.1		8	.6	2.4		14	1.0	4.3		3	.2	2.4	WLAP
WLAP-FM	21	1.6	8.2		25	1.8	10.4		35	2.6	10.4		27	2.0	8.4		2	.1	1.6	WLAP-FM
WLXG	7	.5	2.7		8	.6	3.3		11	.8	3.3		11	.8	3.4					WLXG
WMGB-FM	9	.7	3.5		4	.3	1.7		15	1.1	4.5		12	.9	3.7		6	.4	4.8	WMGB-FM
WNNL																				WNNL
WRFL-FM																				WRFL-FM
WVLK	15	1.1	5.9		23	1.7	9.5		24	1.8	7.1		8	.6	2.5		2	.1	1.6	WVLK
WVLK-FM	51	3.8	20.0		50	3.7	20.7		60	4.4	17.8		64	4.7	19.8		34	2.5	27.2	WVLK-FM
WEKU-FM	6	.4	2.4		4	.3	1.7		9	.7	2.7		9	.7	2.8		4	.3	3.2	WEKU-FM
WHAS	1	.1	.4		1	.1	.4		1	.1	.3		1	.1	.3		1	.1	.8	WHAS
WLW									1	.1	.3									WLW
PUR	255	18.8		241	17.8			337	24.9			323	23.9			125	9.2			PUR

+ DENOTES SPANISH STATION. SEE ADVISORY ON PAGE IV.
 * ESTIMATES ADJUSTED FOR ACTUAL BROADCAST SCHEDULE

BIRCH RADIO

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AVERAGE QUARTER HOUR AND CUME ESTIMATES

	SUNDAY 6:00AM-12:00 MID			SUNDAY 6:00AM-10:00AM			SUNDAY 10:00AM-3:00PM			SUNDAY 3:00PM-7:00PM			SUNDAY 7:00PM-12:00 MID			
	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	
WBBE																WBBE
WBKY-FM				1	.1	.4										WBKY-FM
WCGW*	4	.3	1.8				6	.4	2.2	7	.5	2.8				WCGW*
WCKU-FM	28	2.1	12.4	34	2.5	14.6	27	2.0	10.1	27	2.0	10.7	25	1.8	16.8	WCKU-FM
WCOZ-FM	9	.7	4.0	12	.9	5.2	16	1.2	6.0	1	.1	.4	8	.6	5.4	WCOZ-FM
WFMI-FM	5	.4	2.2	6	.4	2.6	3	.2	1.1	10	.7	4.0	2	.1	1.3	WFMI-FM
WFRS	2	.1	.9				7	.5	2.6							WFRS
WJMM-FM	5	.4	2.2	3	.2	1.3	1	.1	.4	12	.9	4.7	5	.4	3.4	WJMM-FM
WKQQ-FM	26	1.9	11.6	34	2.5	14.6	36	2.7	13.4	31	2.3	12.3	6	.4	4.0	WKQQ-FM
WLAP	8	.6	3.6	11	.8	4.7	14	1.0	5.2	4	.3	1.6	3	.2	2.0	WLAP
WLAP-FM	25	1.8	11.1	15	1.1	6.4	40	3.0	14.9	29	2.1	11.5	15	1.1	10.1	WLAP-FM
WLXG	5	.4	2.2	1	.1	.4	5	.4	1.9	8	.6	3.2	6	.4	4.0	WLXG
WMGB-FM	5	.4	2.2	1	.1	.4	7	.5	2.6	12	.9	4.7	1	.1	.7	WMGB-FM
WNVL																WNVL
WRFL-FM	3	.2	1.3	4	.3	1.7	6	.4	2.2							WRFL-FM
WVLK	8	.6	3.6	13	1.0	5.6	11	.8	4.1	4	.3	1.6	1	.1	.7	WVLK
WVLK-FM	71	5.2	31.6	71	5.2	30.5	65	4.8	24.3	84	6.2	33.2	65	4.8	43.6	WVLK-FM
WEKU-FM	1	.1	.4	1	.1	.4	2	.1	.7							WEKU-FM
WHAS	1	.1	.4	1	.1	.4	2	.1	.7				1	.1	.7	WHAS
WLW	1	.1	.4	5	.4	2.1										WLW
PUR	225	16.6		233	17.2		268	19.8		253	18.7		149	11.0		PUR

+ DENOTES SPANISH STATION. SEE ADVISORY ON PAGE IV.
 * ESTIMATES ADJUSTED FOR ACTUAL BROADCAST SCHEDULE

AVERAGE QUARTER HOUR AND CUME ESTIMATES

	MON - SUN 6:00AM-12:00 MID				MON - FRI 6:00AM-10:00AM				MON - FRI 10:00AM-3:00PM				MON - FRI 3:00PM-7:00PM				MON - FRI 7:00PM-12:00 MID				
	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	
WBBE	3	.2	1.0	25	2	.1	.5	9	3	.2	.8	9	2	.1	.5	5	1	.1	.6	4	WBBE
WBKY-FM	6	.4	2.0	109	9	.6	2.1	58	7	.5	1.9	49	6	.4	1.6	53	3	.2	1.9	20	WBKY-FM
WCGW*	1	.1	.3	71								12			4						WCGW*
WCKU-FM	34	2.3	11.3	195	31	2.1	7.4	96	30	2.0	8.1	78	43	2.9	11.3	131	26	1.7	16.7	70	WCKU-FM
WCOZ-FM	13	.9	4.3	115	13	.9	3.1	70	17	1.1	4.6	29	13	.9	3.4	46	8	.5	5.1	24	WCOZ-FM
WFMI-FM	4	.3	1.3	163	10	.7	2.4	93	6	.4	1.6	29	8	.5	2.1	85	3	.2	1.9	53	WFMI-FM
WRS				7																	WRS
WJMM-FM	7	.5	2.3	104	12	.8	2.9	47	8	.5	2.2	33	15	1.0	3.9	66	5	.3	3.2	28	WJMM-FM
WKQQ-FM	51	3.4	17.0	552	72	4.8	17.1	333	69	4.6	18.6	246	76	5.1	19.9	387	22	1.5	14.1	116	WKQQ-FM
WLAP	9	.6	3.0	142	13	.9	3.1	76	14	.9	3.8	35	8	.5	2.1	48	2	.1	1.3	14	WLAP
WLAP-FM	39	2.6	13.0	548	49	3.3	11.6	314	53	3.5	14.3	201	48	3.2	12.6	296	27	1.8	17.3	166	WLAP-FM
WLXG	7	.5	2.3	89	10	.7	2.4	29	8	.5	2.2	33	8	.5	2.1	42	4	.3	2.6	13	WLXG
WMGB-FM	11	.7	3.7	118	16	1.1	3.8	89	14	.9	3.8	32	15	1.0	3.9	71	5	.3	3.2	14	WMGB-FM
WNVL				4	1	.1	.2	4				4									WNVL
WRFL-FM	1	.1	.3	33	1	.1	.2	26	1	.1	.3	5	2	.1	.5	21					WRFL-FM
WVLK	21	1.4	7.0	284	52	3.5	12.4	213	27	1.8	7.3	81	23	1.5	6.0	98	5	.3	3.2	35	WVLK
WVLK-FM	67	4.5	22.3	734	91	6.1	21.6	456	76	5.1	20.5	309	76	5.1	19.9	427	35	2.3	22.4	176	WVLK-FM
WEKU-FM	10	.7	3.3	116	16	1.1	3.8	76	21	1.4	5.7	55	15	1.0	3.9	83	2	.1	1.3	25	WEKU-FM
WHAS	2	.1	.7	89	6	.4	1.4	50				3	5	.3	1.3	35	1	.1	.6	19	WHAS
WLW	5	.3	1.7	81	3	.2	.7	19	9	.6	2.4	29	9	.6	2.4	33	4	.3	2.6	30	WLW
PUR	300	20.0		1456	421	28.1		1276	371	24.8		990	381	25.5		1226	156	10.4		721	PUR

+ DENOTES SPANISH STATION. SEE ADVISORY ON PAGE IV.
 * ESTIMATES ADJUSTED FOR ACTUAL BROADCAST SCHEDULE

BIRCH RADIO

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AVERAGE QUARTER HOUR AND CUME ESTIMATES

	MON - FRI 6:00AM-7:00PM				MON - FRI 6:00AM-10:00AM + 3:00PM-7:00PM				MON - FRI 6:00AM-3:00PM				MON - FRI 3:00PM-12:00 MID				SAT - SUN 6:00AM-12:00 MID					
	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)		
WBBE	2	.1	.5	9	2	.1	.5	9	3	.2	.8	9	2	.1	.8	9	3	.2	1.2	16	WBBE	
WBKY-FM	8	.5	2.0	78	8	.5	1.9	73	7	.5	1.8	78	4	.3	1.6	61	7	.5	2.8	66	WBKY-FM	
WCGW*				16				4				12				4	5	.3	2.0	62	WCGW*	
WCKU-FM	35	2.3	8.9	160	38	2.5	8.9	160	30	2.0	7.8	126	33	2.2	13.3	140	38	2.5	15.1	143	WCKU-FM	
WCOZ-FM	15	1.0	3.8	91	14	.9	3.3	81	15	1.0	3.9	79	10	.7	4.0	60	9	.6	3.6	67	WCOZ-FM	
WFMI-FM	8	.5	2.0	132	11	.7	2.6	128	7	.5	1.8	103	5	.3	2.0	115	4	.3	1.6	87	WFMI-FM	
WHR																	1	.1	.4	7	WHR	
WJMM-FM	12	.8	3.1	86	16	1.1	3.8	80	9	.6	2.3	58	8	.5	3.2	74	6	.4	2.4	45	WJMM-FM	
WKQQ-FM	73	4.9	18.6	510	76	5.1	17.8	468	69	4.6	17.9	407	46	3.1	18.5	404	38	2.5	15.1	250	WKQQ-FM	
WLAP	12	.8	3.1	93	13	.9	3.1	85	14	.9	3.6	89	4	.3	1.6	56	9	.6	3.6	109	WLAP	
WLAP-FM	51	3.4	13.0	477	50	3.3	11.7	418	51	3.4	13.2	402	37	2.5	14.9	383	23	1.5	9.1	234	WLAP-FM	
WLXG	8	.5	2.0	56	10	.7	2.3	49	9	.6	2.3	41	5	.3	2.0	46	6	.4	2.4	71	WLXG	
WMGB-FM	15	1.0	3.8	102	17	1.1	4.0	96	16	1.1	4.1	94	8	.5	3.2	71	7	.5	2.8	79	WMGB-FM	
WNL				4				4				4				4						WNL
WRFL-FM	1	.1	.3	31	2	.1	.5	26	1	.1	.3	31				21	1	.1	.4	10	WRFL-FM	
WVLK	34	2.3	8.7	233	39	2.6	9.2	225	37	2.5	9.6	230	14	.9	5.6	116	12	.8	4.8	170	WVLK	
WVLK-FM	81	5.4	20.7	654	84	5.6	19.7	599	82	5.5	21.2	566	53	3.5	21.4	483	65	4.3	25.8	386	WVLK-FM	
WEKU-FM	17	1.1	4.3	104	17	1.1	4.0	104	19	1.3	4.9	93	7	.5	2.8	88	3	.2	1.2	45	WEKU-FM	
WHAS	4	.3	1.0	73	7	.5	1.6	73	1	.1	.3	50	1	.1	.4	48	2	.1	.8	27	WHAS	
WLW	6	.4	1.5	53	7	.5	1.6	39	7	.5	1.8	40	7	.5	2.8	58				31	WLW	
PUR	392	26.2		1408	426	28.5		1382	386	25.8		1356	248	16.6		1302	252	16.8		1257	PUR	

+ DENTES SPANISH STATION. SEE ADVISORY ON PAGE IV.
 * ESTIMATES ADJUSTED FOR ACTUAL BROADCAST SCHEDULE

AVERAGE QUARTER HOUR AND CUME ESTIMATES

	MON - SAT 6:00AM-12:00 MID				MON - SAT 6:00AM-10:00AM				MON - SAT 10:00AM-3:00PM				MON - SAT 3:00PM-7:00PM				MON - SAT 7:00PM-12:00 MID				
	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	
WBBE	3	.2	1.0	22	2	.1	.5	17	4	.3	1.1	18	3	.2	.8	14	2	.1	1.3	12	WBBE
WBKY-FM	7	.5	2.2	92	11	.7	2.7	66	9	.6	2.4	64	8	.5	2.1	70	4	.3	2.5	30	WBKY-FM
WCGW*	1	.1	.3	46				20	1	.1	.3	23	1	.1	.3	17					WCGW*
WCKU-FM	34	2.3	10.8	181	29	1.9	7.2	120	35	2.3	9.3	112	48	3.2	12.5	149	29	1.9	18.1	91	WCKU-FM
WCOZ-FM	12	.8	3.8	109	13	.9	3.2	73	16	1.1	4.3	40	14	.9	3.7	53	8	.5	5.0	27	WCOZ-FM
WFMI-FM	6	.4	1.9	148	9	.6	2.2	97	6	.4	1.6	35	8	.5	2.1	86	3	.2	1.9	58	WFMI-FM
WHRS																					WHRS
WJMM-FM	9	.6	2.9	101	12	.8	3.0	54	7	.5	1.9	45	14	.9	3.7	79	6	.4	3.8	29	WJMM-FM
WKQQ-FM	57	3.8	18.1	532	69	4.6	17.1	346	68	4.5	18.1	266	71	4.7	18.5	400	23	1.5	14.4	128	WKQQ-FM
WLAP	9	.6	2.9	124	15	1.0	3.7	84	15	1.0	4.0	48	10	.7	2.6	69	2	.1	1.3	26	WLAP
WLAP-FM	41	2.7	13.0	523	46	3.1	11.4	330	50	3.3	13.3	213	46	3.1	12.0	314	23	1.5	14.4	171	WLAP-FM
WLXG	7	.5	2.2	81	10	.7	2.5	34	9	.6	2.4	51	9	.6	2.3	54	4	.3	2.5	18	WLXG
WMGB-FM	12	.8	3.8	107	15	1.0	3.7	91	15	1.0	4.0	48	15	1.0	3.9	75	5	.3	3.1	23	WMGB-FM
WNVL				4	1	.1	.2	4								4					WNVL
WRFL-FM				32	1	.1	.2	30	1	.1	.3	5	2	.1	.5	21					WRFL-FM
WVLC	23	1.5	7.3	265	48	3.2	11.9	225	28	1.9	7.4	105	21	1.4	5.5	110	5	.3	3.1	46	WVLC
WVLC-FM	66	4.4	21.0	714	85	5.7	21.0	473	74	4.9	19.7	333	75	5.0	19.6	445	35	2.3	21.9	192	WVLC-FM
WEKU-FM	13	.9	4.1	114	15	1.0	3.7	81	20	1.3	5.3	58	16	1.1	4.2	86	3	.2	1.9	35	WEKU-FM
WHAS	2	.1	.6	84	6	.4	1.5	53	1	.1	.3	14	5	.3	1.3	35	1	.1	.6	24	WHAS
WLW	5	.3	1.6	78	3	.2	.7	19	8	.5	2.1	30	7	.5	1.8	33	4	.3	2.5	30	WLW
PUR	315	21.0		1445	404	27.0		1314	376	25.1		1114	383	25.6		1283	160	10.7		822	PUR

+ DENOTES SPANISH STATION. SEE ADVISORY ON PAGE IV.
 * ESTIMATES ADJUSTED FOR ACTUAL BROADCAST SCHEDULE

BIRCH RADIO

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AVERAGE QUARTER HOUR AND CUME ESTIMATES

	SATURDAY 6:00AM-12:00 MID			SATURDAY 6:00AM-10:00AM			SATURDAY 10:00AM-3:00PM			SATURDAY 3:00PM-7:00PM			SATURDAY 7:00PM-12:00 MID			
	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	
WBBE	6	.4	2.2	2	.1	.8	12	.8	3.4	8	.5	2.4	3	.2	2.1	WBBE
WBKY-FM	13	.9	4.8	15	1.0	5.9	10	.7	2.8	17	1.1	5.0	8	.5	5.7	WBKY-FM
WCGW*	6	.4	2.2	4	.3	1.6	7	.5	2.0	7	.5	2.1				WCGW*
WCKU-FM	46	3.1	16.9	21	1.4	8.2	58	3.9	16.2	73	4.9	21.5	35	2.3	24.8	WCKU-FM
WCOZ-FM	6	.4	2.2	5	.3	2.0	5	.3	1.4	9	.6	2.7	4	.3	2.8	WCOZ-FM
WFMI-FM	3	.2	1.1	6	.4	2.3	3	.2	.8	4	.3	1.2	2	.1	1.4	WFMI-FM
WHS																WHS
WJMM-FM	5	.3	1.8	4	.3	1.6	3	.2	.8	8	.5	2.4	6	.4	4.3	WJMM-FM
WKQQ-FM	48	3.2	17.6	53	3.5	20.7	67	4.5	18.7	50	3.3	14.7	24	1.6	17.0	WKQQ-FM
WLAP	10	.7	3.7	17	1.1	6.6	8	.5	2.2	14	.9	4.1	3	.2	2.1	WLAP
WLAP-FM	21	1.4	7.7	25	1.7	9.8	35	2.3	9.8	27	1.8	8.0	2	.1	1.4	WLAP-FM
WLXG	7	.5	2.6	8	.5	3.1	11	.7	3.1	11	.7	3.2				WLXG
WMGB-FM	9	.6	3.3	4	.3	1.6	15	1.0	4.2	12	.8	3.5	6	.4	4.3	WMGB-FM
WNVL																WNVL
WRFL-FM																WRFL-FM
WVLK	16	1.1	5.9	23	1.5	9.0	26	1.7	7.3	10	.7	2.9	2	.1	1.4	WVLK
WVLK-FM	55	3.7	20.2	55	3.7	21.5	64	4.3	17.9	66	4.4	19.5	38	2.5	27.0	WVLK-FM
WEKU-FM	6	.4	2.2	4	.3	1.6	9	.6	2.5	9	.6	2.7	4	.3	2.8	WEKU-FM
WHAS	3	.2	1.1	3	.2	1.2	5	.3	1.4	1	.1	.3	1	.1	.7	WHAS
WLW							1	.1	.3							WLW
PUR	272	18.2		256	17.1		358	23.9		339	22.6		141	9.4		PUR

+ DENOTES SPANISH STATION. SEE ADVISORY ON PAGE IV.
 * ESTIMATES ADJUSTED FOR ACTUAL BROADCAST SCHEDULE

AVERAGE QUARTER HOUR AND CUME ESTIMATES

	SUNDAY 6:00AM-12:00 MID			SUNDAY 6:00AM-10:00AM			SUNDAY 10:00AM-3:00PM			SUNDAY 3:00PM-7:00PM			SUNDAY 7:00PM-12:00 MID			
	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	
WBBE																WBBE
WBKY-FM	2	.1	.8	1	.1	.4	6	.4	2.2							WBKY-FM
WCGW*	4	.3	1.7				6	.4	2.2	7	.5	2.6				WCGW*
WCKU-FM	30	2.0	12.7	34	2.3	13.5	27	1.8	9.7	35	2.3	12.8	25	1.7	16.6	WCKU-FM
WCOZ-FM	10	.7	4.2	18	1.2	7.1	16	1.1	5.8	1	.1	.4	8	.5	5.3	WCOZ-FM
WFMI-FM	5	.3	2.1	6	.4	2.4	3	.2	1.1	10	.7	3.6	2	.1	1.3	WFMI-FM
WFRS	2	.1	.8				7	.5	2.5							WFRS
WJMM-FM	5	.3	2.1	3	.2	1.2	1	.1	.4	12	.8	4.4	5	.3	3.3	WJMM-FM
WKQQ-FM	26	1.7	11.0	34	2.3	13.5	36	2.4	13.0	31	2.1	11.3	6	.4	4.0	WKQQ-FM
WLAP	8	.5	3.4	13	.9	5.2	14	.9	5.1	4	.3	1.5	3	.2	2.0	WLAP
WLAP-FM	25	1.7	10.6	15	1.0	6.0	40	2.7	14.4	29	1.9	10.6	15	1.0	9.9	WLAP-FM
WLXG	5	.3	2.1	1	.1	.4	5	.3	1.8	8	.5	2.9	6	.4	4.0	WLXG
WMGB-FM	6	.4	2.5	1	.1	.4	8	.5	2.9	15	1.0	5.5	1	.1	.7	WMGB-FM
WVNL																WVNL
WRFL-FM	3	.2	1.3	4	.3	1.6	6	.4	2.2							WRFL-FM
WVLK	10	.7	4.2	20	1.3	7.9	12	.8	4.3	7	.5	2.6	2	.1	1.3	WVLK
WVLK-FM	73	4.9	30.9	73	4.9	29.0	66	4.4	23.8	89	5.9	32.5	66	4.4	43.7	WVLK-FM
WEKU-FM	1	.1	.4	1	.1	.4	2	.1	.7							WEKU-FM
WHAS	2	.1	.8	3	.2	1.2	2	.1	.7	2	.1	.7	1	.1	.7	WHAS
WLW	1	.1	.4	5	.3	2.0										WLW
PUR	238	15.8		252	16.8		277	18.5		274	18.3		151	10.1		PUR

+ DENOTES SPANISH STATION. SEE ADVISORY ON PAGE IV.
 * ESTIMATES ADJUSTED FOR ACTUAL BROADCAST SCHEDULE

AVERAGE QUARTER HOUR AND CUME ESTIMATES

	MON - SUN 6:00AM-12:00 MID				MON - FRI 6:00AM-10:00AM				MON - FRI 10:00AM-3:00PM				MON - FRI 3:00PM-7:00PM				MON - FRI 7:00PM-12:00 MID				
	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	
WBBE	4	.4	2.5	58	4	.4	1.7	20	5	.5	2.4	24	6	.6	3.0	27	1	.1	1.1	8	WBBE
WBKY-FM	5	.5	3.1	90	10	.9	4.1	45	7	.6	3.3	42	5	.5	2.5	38	3	.3	3.3	24	WBKY-FM
WCGW*	3	.3	1.9	76				3	3	.3	1.4	21	4	.4	2.0	14					WCGW*
WCKU-FM	12	1.1	7.5	119	6	.6	2.5	29	9	.8	4.3	19	14	1.3	7.0	65	8	.7	8.9	23	WCKU-FM
WCOZ-FM	11	1.0	6.8	99	8	.7	3.3	40	13	1.2	6.2	32	11	1.0	5.5	42	7	.6	7.8	26	WCOZ-FM
WFMI-FM				54	1	.1	.4	24				4	1	.1	.5	22	1	.1	1.1	20	WFMI-FM
WHR5				18	1	.1	.4	7				3				8					WHR5
WJMM-FM	3	.3	1.9	62	8	.7	3.3	41	4	.4	1.9	18	5	.5	2.5	20	2	.2	2.2	23	WJMM-FM
WKQQ-FM	14	1.3	8.7	157	21	1.9	8.7	107	22	2.0	10.5	73	25	2.3	12.6	123	4	.4	4.4	33	WKQQ-FM
WLAP	6	.6	3.7	124	9	.8	3.7	53	9	.8	4.3	21	4	.4	2.0	32	1	.1	1.1	4	WLAP
WLAP-FM	15	1.4	9.3	209	16	1.5	6.6	110	22	2.0	10.5	68	20	1.9	10.1	121	16	1.5	17.8	95	WLAP-FM
WLXG	6	.6	3.7	58	9	.8	3.7	22	5	.5	2.4	21	5	.5	2.5	31	4	.4	4.4	13	WLXG
WMGB-FM	5	.5	3.1	76	8	.7	3.3	48	6	.6	2.9	9	7	.6	3.5	39	4	.4	4.4	10	WMGB-FM
WNVL				12	1	.1	.4	4								4					WNVL
WRFL-FM				21	1	.1	.4	21					1	.1	.5	16					WRFL-FM
WVLK	18	1.7	11.2	258	51	4.7	21.1	190	22	2.0	10.5	71	19	1.8	9.5	77	4	.4	4.4	30	WVLK
WVLK-FM	40	3.7	24.8	532	62	5.8	25.6	318	51	4.7	24.4	202	48	4.5	24.1	306	25	2.3	27.8	117	WVLK-FM
WEKU-FM	8	.7	5.0	94	13	1.2	5.4	60	20	1.9	9.6	51	11	1.0	5.5	56	2	.2	2.2	29	WEKU-FM
WHAS	2	.2	1.2	76	4	.4	1.7	26					4	.4	2.0	26	1	.1	1.1	15	WHAS
WLW	3	.3	1.9	56	2	.2	.8	8	5	.5	2.4	20	4	.4	2.0	17	5	.5	5.6	27	WLW
PUR	161	14.9		1023	242	22.5		812	209	19.4		601	199	18.5		753	90	8.4		453	PUR

+ DENOTES SPANISH STATION. SEE ADVISORY ON PAGE IV.
 * ESTIMATES ADJUSTED FOR ACTUAL BROADCAST SCHEDULE

AVERAGE QUARTER HOUR AND CUME ESTIMATES

	MON - FRI 6:00AM-7:00PM				MON - FRI 6:00AM-10:00AM + 3:00PM-7:00PM				MON - FRI 6:00AM-3:00PM				MON - FRI 3:00PM-12:00 MID				SAT - SUN 6:00AM-12:00 MID					
	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)		
WBBE	5	.5	2.3	42	6	.6	2.5	36	5	.5	2.3	30	4	.4	2.9	36	3	.3	2.3	19	WBBE	
WBKY-FM	8	.7	3.7	59	8	.7	3.4	54	7	.6	3.2	59	4	.4	2.9	50	4	.4	3.0	58	WBKY-FM	
WCGW*	2	.2	.9	25	1	.1	.4	17	2	.2	.9	21	4	.4	2.9	14	5	.5	3.8	65	WCGW*	
WCKU-FM	9	.8	4.2	74	10	.9	4.2	74	7	.6	3.2	44	10	.9	7.3	65	18	1.7	13.6	97	WCKU-FM	
WCOZ-FM	12	1.1	5.6	73	10	.9	4.2	59	10	.9	4.6	60	9	.8	6.6	57	8	.7	6.1	65	WCOZ-FM	
WFMI-FM				37	2	.2	.8	33				28	1	.1	.7	33	2	.2	1.5	36	WFMI-FM	
WHR5				11	1	.1	.4	11				7			8	1	.1	.8	7	7	WHR5	
WJMM-FM	6	.6	2.8	48	8	.7	3.4	48	6	.6	2.8	45	2	.2	1.5	35	4	.4	3.0	31	WJMM-FM	
WKQQ-FM	23	2.1	10.6	140	24	2.2	10.1	131	21	1.9	9.6	116	14	1.3	10.2	127	9	.8	6.8	54	WKQQ-FM	
WLAP	7	.6	3.2	69	8	.7	3.4	61	9	.8	4.1	61	2	.2	1.5	37	9	.8	6.8	106	WLAP	
WLAP-FM	20	1.9	9.3	177	20	1.9	8.4	169	19	1.8	8.7	130	18	1.7	13.1	174	4	.4	3.0	55	WLAP-FM	
WLXG	6	.6	2.8	38	8	.7	3.4	38	7	.6	3.2	26	4	.4	2.9	35	6	.6	4.5	54	WLXG	
WMGB-FM	7	.6	3.2	48	8	.7	3.4	48	7	.6	3.2	48	4	.4	2.9	39	3	.3	2.3	49	WMGB-FM	
WNNL				4	1	.1	.4	4				4			4					8	8	WNNL
WRFL-FM	1	.1	.5	21	1	.1	.4	21				21			16						WRFL-FM	
WVLK	30	2.8	13.9	207	37	3.4	15.5	194	34	3.2	15.6	207	12	1.1	8.8	90	12	1.1	9.1	173	WVLK	
WVLK-FM	53	4.9	24.5	477	56	5.2	23.5	447	56	5.2	25.7	397	35	3.2	25.5	351	28	2.6	21.2	242	WVLK-FM	
WEKU-FM	15	1.4	6.9	78	13	1.2	5.5	71	18	1.7	8.3	67	5	.5	3.6	68	1	.1	.8	30	WEKU-FM	
WHAS	3	.3	1.4	49	5	.5	2.1	49	1	.1	.5	26	1	.1	.7	35	3	.3	2.3	34	WHAS	
WLW	3	.3	1.4	33	3	.3	1.3	17	4	.4	1.8	25	6	.6	4.4	39				25	WLW	
PUR	216	20.1		945	238	22.1		915	218	20.2		892	137	12.7		841	132	12.3		864	PUR	

+ DENOTES SPANISH STATION. SEE ADVISORY ON PAGE IV.
 * ESTIMATES ADJUSTED FOR ACTUAL BROADCAST SCHEDULE

AVERAGE QUARTER HOUR AND CUME ESTIMATES

	MON - SAT 6:00AM-12:00 MID				MON - SAT 6:00AM-10:00AM				MON - SAT 10:00AM-3:00PM				MON - SAT 3:00PM-7:00PM				MON - SAT 7:00PM-12:00 MID				
	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	CUME PRS (00)	
WBBE	5	.5	2.8	55	4	.4	1.7	28	6	.6	2.8	33	7	.6	3.4	36	2	.2	2.1	16	WBBE
WBKY-FM	6	.6	3.4	71	11	1.0	4.6	52	8	.7	3.7	51	6	.6	2.9	49	3	.3	3.2	33	WBKY-FM
WCGW*	3	.3	1.7	51				23	4	.4	1.9	32	4	.4	1.9	23					WCGW*
WCKU-FM	10	.9	5.7	87	6	.6	2.5	50	12	1.1	5.6	49	16	1.5	7.7	78	9	.8	9.5	32	WCKU-FM
WCOZ-FM	9	.8	5.1	96	9	.8	3.8	48	13	1.2	6.0	44	11	1.0	5.3	49	7	.6	7.4	40	WCOZ-FM
WFMI-FM				44	1	.1	.4	28				9	1	.1	.5	22	1	.1	1.1	25	WFMI-FM
WHRS				11	1	.1	.4	7				3			8						WHRS
WJMM-FM	5	.5	2.8	61	9	.8	3.8	48	4	.4	1.9	33	6	.6	2.9	32	3	.3	3.2	24	WJMM-FM
WKQQ-FM	17	1.6	9.7	150	20	1.9	8.3	117	22	2.0	10.2	87	25	2.3	12.1	134	5	.5	5.3	36	WKQQ-FM
WLAP	6	.6	3.4	102	11	1.0	4.6	61	10	.9	4.7	40	6	.6	2.9	52	1	.1	1.1	14	WLAP
WLAP-FM	17	1.6	9.7	207	16	1.5	6.7	117	20	1.9	9.3	72	20	1.9	9.7	131	14	1.3	14.7	98	WLAP-FM
WLXG	6	.6	3.4	55	9	.8	3.8	26	6	.6	2.8	32	6	.6	2.9	36	4	.4	4.2	13	WLXG
WMGB-FM	6	.6	3.4	51	8	.7	3.3	49	7	.6	3.3	23	7	.6	3.4	41	4	.4	4.2	15	WMGB-FM
WNVL				12	1	.1	.4	4				8			4						WNVL
WRFL-FM				21	1	.1	.4	21					1	.1	.5	16					WRFL-FM
WVLK	22	2.0	12.5	240	47	4.4	19.6	203	23	2.1	10.7	93	18	1.7	8.7	94	5	.5	5.3	41	WVLK
WVLK-FM	43	4.0	24.4	520	59	5.5	24.6	331	48	4.5	22.3	216	47	4.4	22.7	318	26	2.4	27.4	135	WVLK-FM
WEKU-FM	10	.9	5.7	93	13	1.2	5.4	62	19	1.8	8.8	53	11	1.0	5.3	57	2	.2	2.1	34	WEKU-FM
WHAS	2	.2	1.1	71	4	.4	1.7	29	1	.1	.5	11	4	.4	1.9	26	2	.2	2.1	32	WHAS
WLW	3	.3	1.7	53	2	.2	.8	8	4	.4	1.9	20	3	.3	1.4	17	5	.5	5.3	27	WLW
PUR	176	16.3		1002	240	22.3		859	215	20.0		719	207	19.2		821	95	8.8		549	PUR

+ DENDTES SPANISH STATION. SEE ADVISORY ON PAGE IV.
 * ESTIMATES ADJUSTED FOR ACTUAL BROADCAST SCHEDULE

AVERAGE QUARTER HOUR AND CUME ESTIMATES

	SATURDAY 6:00AM-12:00 MID			SATURDAY 6:00AM-10:00AM			SATURDAY 10:00AM-3:00PM			SATURDAY 3:00PM-7:00PM			SATURDAY 7:00PM-12:00 MID			
	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	
WBBE	6	.6	3.8	2	.2	1.2	12	1.1	6.1	8	.7	4.1	3	.3	3.4	WBBE
WBKY-FM	7	.6	4.4	10	.9	5.8	4	.4	2.0	10	.9	5.2	3	.3	3.4	WBKY-FM
WCGW*	5	.5	3.1	4	.4	2.3	7	.6	3.6	5	.5	2.6				WCGW*
WCKU-FM	17	1.6	10.6	9	.8	5.3	26	2.4	13.3	27	2.5	13.9	8	.7	9.2	WCKU-FM
WCOZ-FM	5	.5	3.1	7	.6	4.1	6	.6	3.1	5	.5	2.6	4	.4	4.6	WCOZ-FM
WFMI-FM	1	.1	.6	2	.2	1.2	2	.2	1.0	1	.1	.5	1	.1	1.1	WFMI-FM
WFRS																WFRS
WJMM-FM	6	.6	3.8	5	.5	2.9	4	.4	2.0	7	.6	3.6	6	.6	6.9	WJMM-FM
WKQQ-FM	16	1.5	10.0	16	1.5	9.4	22	2.0	11.2	22	2.0	11.3	6	.6	6.9	WKQQ-FM
WLAP	10	.9	6.3	17	1.6	9.9	9	.8	4.6	13	1.2	6.7	2	.2	2.3	WLAP
WLAP-FM	7	.6	4.4	9	.8	5.3	10	.9	5.1	11	1.0	5.7	1	.1	1.1	WLAP-FM
WLXG	7	.6	4.4	8	.7	4.7	11	1.0	5.6	11	1.0	5.7				WLXG
WMGB-FM	5	.5	3.1	2	.2	1.2	8	.7	4.1	5	.5	2.6	5	.5	5.7	WMGB-FM
WNVL							1	.1	.5							WNVL
WRFL-FM																WRFL-FM
WVWK	15	1.4	9.4	24	2.2	14.0	22	2.0	11.2	11	1.0	5.7	6	.6	6.9	WVWK
WVWK-FM	34	3.2	21.3	43	4.0	25.1	26	2.4	13.3	37	3.4	19.1	33	3.1	37.9	WVWK-FM
WEKU-FM	1	.1	.6	2	.2	1.2	2	.2	1.0	1	.1	.5				WEKU-FM
WHAS	4	.4	2.5	3	.3	1.8	5	.5	2.6				6	.6	6.9	WHAS
WLW																WLW
PUR	160	14.9		171	15.9		196	18.2		194	18.0		87	8.1		PUR

+ DENOTES SPANISH STATION. SEE ADVISORY ON PAGE IV.
 * ESTIMATES ADJUSTED FOR ACTUAL BROADCAST SCHEDULE

AVERAGE QUARTER HOUR AND CUME ESTIMATES

	SUNDAY 6:00AM-12:00 MID			SUNDAY 6:00AM-10:00AM			SUNDAY 10:00AM-3:00PM			SUNDAY 3:00PM-7:00PM			SUNDAY 7:00PM-12:00 MID			
	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	AQH PRS (00)	AQH PRS RTG	AQH PRS SHR	
WBBE																WBBE
WBKY-FM	3	.3	2.8				7	.6	5.4	2	.2	1.7				WBKY-FM
WCGW*	4	.4	3.7				6	.6	4.7	7	.6	6.0				WCGW*
WCKU-FM	19	1.8	17.6	23	2.1	18.4	11	1.0	8.5	26	2.4	22.4	17	1.6	26.2	WCKU-FM
WCOZ-FM	9	.8	8.3	17	1.6	13.6	15	1.4	11.6				7	.6	10.8	WCOZ-FM
WFMI-FM	3	.3	2.8	3	.3	2.4	3	.3	2.3	6	.6	5.2				WFMI-FM
WHR5	2	.2	1.9				7	.6	5.4							WHR5
WJMM-FM	2	.2	1.9							4	.4	3.4	5	.5	7.7	WJMM-FM
WKQQ-FM	2	.2	1.9	1	.1	.8	6	.6	4.7							WKQQ-FM
WLAP	8	.7	7.4	13	1.2	10.4	14	1.3	10.9	4	.4	3.4	3	.3	4.6	WLAP
WLAP-FM	1	.1	.9	1	.1	.8	3	.3	2.3							WLAP-FM
WLXG	4	.4	3.7	1	.1	.8	5	.5	3.9	4	.4	3.4	6	.6	9.2	WLXG
WMGB-FM	1	.1	.9	2	.2	1.6	1	.1	.8	3	.3	2.6				WMGB-FM
WNVL																WNVL
WRFL-FM																WRFL-FM
WVLK	8	.7	7.4	14	1.3	11.2	11	1.0	8.5	7	.6	6.0	2	.2	3.1	WVLK
WVLK-FM	22	2.0	20.4	25	2.3	20.0	16	1.5	12.4	29	2.7	25.0	17	1.6	26.2	WVLK-FM
WEKU-FM	3	.3	2.8	2	.2	1.6	5	.5	3.9	2	.2	1.7	2	.2	3.1	WEKU-FM
WHAS	2	.2	1.9	3	.3	2.4	2	.2	1.6	2	.2	1.7	1	.1	1.5	WHAS
WLW	1	.1	.9	5	.5	4.0										WLW
PUR	108	10.0		125	11.6		129	12.0		116	10.8		65	6.0		PUR

+ DENOTES SPANISH STATION. SEE ADVISORY ON PAGE IV.
 * ESTIMATES ADJUSTED FOR ACTUAL BROADCAST SCHEDULE

4. Rankers

The following demographics are found in Section 4 :

Men 18+	Women 18+	Adults 18+
Men 12-24	Women 12-24	Teens 12-17
Men 18-34	Women 18-34	Adults 18-34
Men 18-49	Women 18-49	Adults 18-49
Men 25-49	Women 25-49	Adults 25-49
Men 25-54	Women 25-54	Adults 25-54

AVERAGE QUARTER HOUR AND CUME RANKERS

MON - FRI 6:00AM-7:00PM				MON - FRI 6:00AM-10:00AM + 3:00PM-7:00PM				MON - FRI 6:00AM-3:00PM				MON - FRI 3:00PM-12:00 MID				SAT - SUN 6:00AM-12:00 MID			
STATION	AQH PRS RTG	AQH PRS (OO)	CUME PRS (OO)	STATION	AQH PRS RTG	AQH PRS (OO)	CUME PRS (OO)	STATION	AQH PRS RTG	AQH PRS (OO)	CUME PRS (OO)	STATION	AQH PRS RTG	AQH PRS (OO)	CUME PRS (OO)	STATION	AQH PRS RTG	AQH PRS (OO)	CUME PRS (OO)
WKQQ-FM	6.2	75	501	WKQQ-FM	6.1	73	450	WKQQ-FM	6.1	73	420	WKQQ-FM	4.4	53	414	WVLK-FM	5.0	60	336
WVLK-FM	4.0	48	421	WVLK-FM	4.3	52	385	WVLK-FM	3.9	47	361	WVLK-FM	3.0	36	321	WKQQ-FM	4.6	56	300
WCKU-FM	2.0	24	285	WCKU-FM	2.6	31	225	WCKU-FM	2.1	25	253	WCKU-FM	2.2	27	234	WCKU-FM	1.2	15	175
WLAP-FM	1.9	23	172	WLAP-FM	2.3	28	167	WLAP-FM	1.9	23	167	WLAP-FM	1.7	21	128	WLAP-FM	1.2	14	115
WVLK	1.7	21	136	WVLK	1.7	21	131	WVLK	1.5	18	111	WVLK	1.0	12	102	WVLK	.7	9	96
WCOZ-FM	.8	10	108	WCOZ-FM	.7	9	96	WCOZ-FM	.7	8	82	WCOZ-FM	.7	9	100	WCOZ-FM	.7	8	90
WJMM-FM	.6	7	60	WJMM-FM	.7	8	56	WJMM-FM	.6	7	56	WJMM-FM	.6	7	59	WJMM-FM	.5	6	79
WLAP	.5	6	59	WLAP	.6	7	56	WLAP	.6	7	44	WLAP	.5	6	48	WLAP	.4	5	54
WFMI-FM	.5	6	56	WFMI-FM	.6	7	46	WFMI-FM	.6	7	42	WFMI-FM	.4	5	47	WFMI-FM	.3	4	48
WLW	.5	6	50	WLW	.6	7	44	WLW	.4	5	42	WLW	.4	5	40	WLW	.3	4	48
WEKU-FM	.4	5	47	WEKU-FM	.5	6	43	WEKU-FM	.4	5	38	WEKU-FM	.3	4	39	WEKU-FM	.2	3	43
WMGB-FM	.4	5	46	WMGB-FM	.5	6	41	WMGB-FM	.3	4	38	WMGB-FM	.2	3	38	WMGB-FM	.2	2	41
WBKY-FM	.3	4	40	WBKY-FM	.3	4	36	WBKY-FM	.2	3	35	WBKY-FM	.2	2	34	WBKY-FM	.2	2	40
WRFL-FM	.2	3	38	WRFL-FM	.3	4	33	WRFL-FM	.2	2	28	WRFL-FM	.2	2	33	WRFL-FM	.2	2	31
WBBE	.2	2	36	WBBE	.3	4	33	WBBE	.1	1	28	WBBE	.2	2	31	WBBE	.1	1	19
WLXG	.2	2	33	WLXG	.2	3	27	WLXG	.1	1	27	WLXG	.1	1	19	WLXG	.1	1	18
WVNL	.1	1	22	WVNL	.2	3	22	WVNL	.1	1	14	WVNL	.1	1	18	WVNL	.1	1	11
WHAS	.1	1	15	WHAS	.2	3	15	WHAS	.1	1	7	WHAS	.1	1	15	WHAS	.1	1	11
WCGW*	.1	1	11	WCGW*	.1	1	11	WCGW*	.1	1	4	WCGW*	.1	1	11	WCGW*	.1	1	8
PUR	260		1061		288		1024		246		1013		202		975		203		972

+ DENOTES SPANISH STATION. SEE ADVISORY ON PAGE IV.
* ESTIMATES ADJUSTED FOR ACTUAL BROADCAST SCHEDULE

AVERAGE QUARTER HOUR AND CUME RANKERS

MON - SUN 6:00AM-12:00 MID				MON - FRI 6:00AM-10:00AM				MON - FRI 10:00AM-3:00PM				MON - FRI 3:00PM-7:00PM				MON - FRI 7:00PM-12:00 MID				
STATION	AQH PRS RTG	AQH PRS (OO)	CUME PRS (OO)	STATION	AQH PRS RTG	AQH PRS (OO)	CUME PRS (OO)	STATION	AQH PRS RTG	AQH PRS (OO)	CUME PRS (OO)	STATION	AQH PRS RTG	AQH PRS (OO)	CUME PRS (OO)	STATION	AQH PRS RTG	AQH PRS (OO)	CUME PRS (OO)	
WKQQ-FM	7.7	27	244	WCKU-FM	6.9	24	104	WKQQ-FM	8.3	29	117	WKQQ-FM	7.7	27	142	WKQQ-FM	6.3	22	91	
WCKU-FM	4.6	16	184	WKQQ-FM	6.0	21	91	WVLLK-FM	2.6	9	67	WCKU-FM	7.4	26	90	WCKU-FM	4.9	17	86	
WFMI-FM	3.4	12	175	WFMI-FM	2.9	10	75	WLAP-FM	2.3	8	53	WFMI-FM	2.3	8	82	WFMI-FM	3.4	12	82	
WVLLK-FM	2.3	8	153	WLAP-FM	1.7	6	70	WFMI-FM	2.0	7	48	WLAP-FM	2.0	7	54	WLAP-FM	1.7	6	56	
WLAP-FM	1.7	6	118	WVLLK-FM	.9	3	29	WRFL-FM	.6	2	24	WVLLK-FM	2.0	7	39	WVLLK-FM	1.4	5	29	
WRFL-FM	.6	2	27	WMGB-FM	.3	1	6	WJMM-FM	.6	2	7	WRFL-FM	.9	3	15	WRFL-FM	.9	3	8	
WJMM-FM	.3	1	12	WVLLK	.3	1	6	WCKU-FM	.3	1	6	WRFL-FM	.9	3	15	WLW	.3	1	8	
			12	WCOZ-FM	.3	1	5	WJMM-FM			4	WMGB-FM	.3	1	6	WHAS	.3	1	8	
			12	WLAP	.3	1	5					WLW	.3	1	6	WJMM-FM	.3	1	4	
			9				4					WMGB-FM			6	WEKU-FM	.3	1	4	
			8									WVLLK			4	WJMM-FM				
			7									WEKU-FM			4					
			6									WLW								
			5									WHAS								
												WLAP								
PUR		73	346			68	272				59	240			84	287			70	269

+ DENOTES SPANISH STATION. SEE ADVISORY ON PAGE IV.
 * ESTIMATES ADJUSTED FOR ACTUAL BROADCAST SCHEDULE

AVERAGE QUARTER HOUR AND CUME RANKERS

MON - FRI 6:00AM-7:00PM				MON - FRI 6:00AM-10:00AM + 3:00PM-7:00PM				MON - FRI 6:00AM-3:00PM				MON - FRI 3:00PM-12:00 MID				SAT - SUN 6:00AM-12:00 MID			
STATION	AQH PRS RTG	AQH PRS (00)	CUME PRS (00)	STATION	AQH PRS RTG	AQH PRS (00)	CUME PRS (00)	STATION	AQH PRS RTG	AQH PRS (00)	CUME PRS (00)	STATION	AQH PRS RTG	AQH PRS (00)	CUME PRS (00)	STATION	AQH PRS RTG	AQH PRS (00)	CUME PRS (00)
WKQQ-FM	7.4	26	184	WKCU-FM	7.4	26	163	WKQQ-FM	7.1	25	156	WKQQ-FM	6.9	24	173	WKQQ-FM	8.6	30	188
WCKU-FM	4.6	16	129	WKQQ-FM	6.9	24	117	WCKU-FM	3.4	12	117	WCKU-FM	6.0	21	128	WFMI-FM	5.4	19	149
WFMI-FM	2.6	9	126	WFMI-FM	2.6	9	113	WFMI-FM	2.3	8	106	WFMI-FM	3.1	11	118	WCKU-FM	4.3	15	113
WLAP-FM	2.0	7	113	WLAP-FM	2.0	7	103	WLAP-FM	2.0	7	96	WLAP-FM	2.0	7	90	WVLC-FM	4.3	15	109
WVLC-FM	1.7	6	76	WVLC-FM	1.7	6	62	WVLC-FM	2.0	7	63	WVLC-FM	1.4	5	50	WLAP-FM	1.7	6	95
WRFL-FM	.6	2	15	WRFL-FM	.6	2	15	WRFL-FM	.3	1	7	WRFL-FM	.9	3	23	WRFL-FM			23
WJMM-FM	.6	2	7	WJMM-FM	.6	2	7	WJMM-FM	.3	1	6	WJMM-FM	.6	2	8	WEKU-FM			8
WMGB-FM	.3	1	6	WLAP	.3	1	6	WHAS			6	WVLC	.3	1	7	WLW			7
			6	WVLC	.3	1	6	WMGB-FM			6	WLAP			6	WHAS			6
			5	WMGB-FM	.3	1	5	WLAP			5	WJMM-FM	.3	1	6	WMGB-FM			6
			4	WLW	.3	1	4	WVLC			4	WVLC			4	WJMM-FM			4
			4	WJMM-FM			4	WJMM-FM			4	WVLC			4	WVLC			4

PLR	70	329	82	320	62	315	77	322	85	331
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+ DENOTES SPANISH STATION. SEE ADVISORY ON PAGE IV.
 * ESTIMATES ADJUSTED FOR ACTUAL BROADCAST SCHEDULE

AVERAGE QUARTER HOUR AND CUME RANKERS

MON - SUN 6:00AM-12:00 MID			MON - FRI 6:00AM-10:00AM			MON - FRI 10:00AM-3:00PM			MON - FRI 3:00PM-7:00PM			MON - FRI 7:00PM-12:00 MID												
STATION	AQH PRS RTG	AQH PRS (OO)	STATION	CUME PRS (OO)	STATION	AQH PRS RTG	AQH PRS (OO)	STATION	CUME PRS (OO)	STATION	AQH PRS RTG	AQH PRS (OO)	STATION	CUME PRS (OO)	STATION	AQH PRS RTG	AQH PRS (OO)	STATION	CUME PRS (OO)					
WKQQ-FM	8.7	48	WKQQ-FM	439	WKQQ-FM	9.0	50	WKQQ-FM	226	WKQQ-FM	9.9	55	WKQQ-FM	223	WKQQ-FM	9.9	55	WKQQ-FM	284	WKQQ-FM	5.6	31	WKQQ-FM	132
WVLK-FM	5.1	28	WLAP-FM	281	WCKU-FM	4.7	26	WVLK-FM	119	WVLK-FM	4.3	24	WLAP-FM	124	WCKU-FM	5.8	32	WVLK-FM	107	WCKU-FM	4.0	22	WLAP-FM	88
WCKU-FM	3.3	18	WVLK-FM	246	WVLK-FM	4.3	24	WLAP-FM	114	WLAP-FM	3.1	17	WVLK-FM	98	WVLK-FM	4.5	25	WLAP-FM	95	WLAP-FM	1.8	10	WCKU-FM	79
WLAP-FM	2.4	13	WFMI-FM	130	WLAP-FM	2.4	13	WCKU-FM	92	WCKU-FM	1.6	9	WCKU-FM	44	WLAP-FM	2.5	14	WCKU-FM	94	WVLK-FM	1.8	10	WVLK-FM	65
WFMI-FM	1.1	6	WCKU-FM	128	WVLK	1.8	10	WFMI-FM	39	WVLK	.9	5	WFMI-FM	31	WJMM-FM	1.3	7	WFMI-FM	47	WFMI-FM	.7	4	WFMI-FM	43
WVLK	.7	4	WVLK	47	WFMI-FM	1.1	6	WVLK	36	WFMI-FM	.9	5	WMGB-FM	17	WFMI-FM	.9	5	WJMM-FM	28	WCOZ-FM	.7	4	WVLK	15
WMGB-FM	.4	2	WJMM-FM	39	WLAP	.5	3	WLAP	20	WLW	.7	4	WVLK	14	WLW	.9	5	WVLK	22	WVLK	.5	3	WJMM-FM	9
WRFL-FM	.4	2	WMGB-FM	38	WMGB-FM	.5	3	WHAS	18	WMGB-FM	.5	3	WEKY-FM	11	WVLK	.7	4	WRFL-FM	20	WJMM-FM	.4	2	WEKU-FM	8
WLAP	.4	2	WCOZ-FM	32	WCOZ-FM	.4	2	WMGB-FM	17	WLAP	.5	3	WLW	11	WMGB-FM	.7	4	WMGB-FM	18	WLAP	.2	1	WLAP	7
WJMM-FM	.4	2	WLW	29	WJMM-FM	.2	1	WCOZ-FM	14	WRFL-FM	.4	2	WLAP	10	WRFL-FM	.7	4	WLW	18	WEKU-FM	.2	1	WCOZ-FM	5
WLW	.4	2	WLAP	26	WHAS	.2	1	WLW	11	WJMM-FM	.4	2	WRFL-FM	7	WLAP	.5	3	WLAP	16					
WEKU-FM	.2	1	WRFL-FM	22	WLW	.2	1	WJMM-FM	5	WRFL-FM			WEKU-FM	6	WEKU-FM	.2	1	WHAS	12					
WCOZ-FM	.2	1	WEKU-FM	21				WRFL-FM	5				WJMM-FM	4				WEKY-FM	11					
			WHAS	19				WEKY-FM	5							WEKU-FM	10							
			WLXG	12				WEKU-FM	4															
			WEKY-FM	11																				
			WCGW*	5																				
PUR		132		545			148		463			134		431			163		478			90	362	

† DENOTES SPANISH STATION. SEE ADVISORY ON PAGE IV.
 * ESTIMATES ADJUSTED FOR ACTUAL BROADCAST SCHEDULE

AVERAGE QUARTER HOUR AND CUME RANKERS

MON - FRI 6:00AM-7:00PM			MON - FRI 6:00AM- 10:00AM + 3:00PM-7:00PM			MON - FRI 6:00AM-3:00PM			MON - FRI 3:00PM- 12:00 MID			SAT - SUN 6:00AM- 12:00 MID								
STATION	AQH PRS RTG	AQH PRS (OO)	STATION	AQH PRS RTG	AQH PRS (OO)	STATION	AQH PRS RTG	AQH PRS (OO)	STATION	AQH PRS RTG	AQH PRS (OO)	STATION	AQH PRS RTG	AQH PRS (OO)	STATION	AQH PRS RTG	AQH PRS (OO)	STATION	CUME PRS (OO)	
WKQQ-FM	9.8	54	WKQQ-FM	9.6	53	WKQQ-FM	9.4	52	WKQQ-FM	7.4	41	WKQQ-FM	9.0	50	WKQQ-FM	275				
WVLK-FM	4.3	24	WVLK-FM	4.5	25	WVLK-FM	4.3	24	WVLK-FM	2.9	16	WVLK-FM	8.7	48	WVLK-FM	201				
WCKU-FM	4.0	22	WCKU-FM	2.5	14	WCKU-FM	3.1	17	WCKU-FM	2.2	12	WCKU-FM	2.4	13	WCKU-FM	157				
WLAP-FM	2.5	14	WLAP-FM	1.4	8	WLAP-FM	2.7	15	WLAP-FM	2.2	12	WLAP-FM	1.6	9	WLAP-FM	90				
WVLC	1.1	6	WVLC	1.4	8	WVLC	1.3	7	WVLC	.9	5	WVLC	1.6	9	WVLC	64				
WFMI-FM	1.1	6	WFMI-FM	1.1	6	WFMI-FM	.9	5	WFMI-FM	.7	4	WFMI-FM	.5	3	WFMI-FM	28				
WJMM-FM	.7	4	WJMM-FM	.9	5	WJMM-FM	.5	3	WJMM-FM	.7	4	WJMM-FM	.4	2	WJMM-FM	24				
WMGB-FM	.7	4	WMGB-FM	.7	4	WMGB-FM	.5	3	WMGB-FM	.4	2	WMGB-FM	.4	2	WMGB-FM	19				
WLW	.5	3	WLW	.7	4	WLW	.5	3	WLW	.4	2	WLW	.2	1	WLW	18				
WLW	.5	3	WLW	.7	4	WLW	.2	1	WLW	.4	2	WLW	.2	1	WLW	13				
WRFL-FM	.4	2	WRFL-FM	.5	3	WRFL-FM	.2	1	WRFL-FM	.2	1	WRFL-FM	.2	1	WRFL-FM	12				
WCOZ-FM	.2	1	WCOZ-FM	.2	1	WCOZ-FM	.2	1	WCOZ-FM	.2	1	WCOZ-FM	.2	1	WCOZ-FM	6				
PUR	149		534		166		520		138		517		121		512		140		498	

+ DENOTES SPANISH STATION. SEE ADVISORY ON PAGE IV.
* ESTIMATES ADJUSTED FOR ACTUAL BROADCAST SCHEDULE

AVERAGE QUARTER HOUR AND CUME RANKERS

MON - SUN 6:00AM-12:00 MID				MON - FRI 6:00AM-10:00AM				MON - FRI 10:00AM-3:00PM				MON - FRI 3:00PM-7:00PM				MON - FRI 7:00PM-12:00 MID			
STATION	AQH PRS RTG	AQH PRS (OO)	CUME PRS (OO)	STATION	AQH PRS RTG	AQH PRS (OO)	CUME PRS (OO)	STATION	AQH PRS RTG	AQH PRS (OO)	CUME PRS (OO)	STATION	AQH PRS RTG	AQH PRS (OO)	CUME PRS (OO)	STATION	AQH PRS RTG	AQH PRS (OO)	CUME PRS (OO)
WKQQ-FM	6.9	61	544	WKQQ-FM	7.8	69	318	WKQQ-FM	8.7	77	289	WKQQ-FM	8.6	76	375	WKQQ-FM	4.0	35	161
WVLK-FM	4.4	39	403	WVLK-FM	4.2	37	182	WVLK-FM	4.0	35	166	WVLK-FM	4.5	40	196	WVLK-FM	2.5	22	147
WLAP-FM	2.3	20	361	WLAP-FM	2.7	24	164	WLAP-FM	3.4	30	161	WLAP-FM	3.7	33	125	WLAP-FM	2.3	20	98
WCKU-FM	2.3	20	156	WCKU-FM	2.3	20	96	WCKU-FM	1.7	15	44	WCKU-FM	2.3	20	113	WCKU-FM	1.9	17	79
WVLK	1.2	11	142	WVLK	2.3	20	96	WVLK	1.0	9	40	WVLK	1.4	12	59	WVLK	.6	5	48
WLAP	.7	6	140	WLAP	.7	6	140	WLAP	1.0	9	40	WLAP	1.0	9	40	WLAP	.6	5	48
WFMI-FM	.7	6	85	WFMI-FM	.7	6	85	WFMI-FM	1.0	9	40	WFMI-FM	1.0	9	40	WFMI-FM	.6	5	48
WCOZ-FM	.6	5	78	WCOZ-FM	.6	5	78	WCOZ-FM	.8	7	28	WCOZ-FM	.8	7	28	WCOZ-FM	.6	5	48
WLW	.6	5	58	WLW	.6	5	58	WLW	.6	5	58	WLW	.7	6	34	WLW	.6	5	48
WJMM-FM	.3	3	58	WJMM-FM	.3	3	58	WJMM-FM	.3	3	58	WJMM-FM	.3	3	58	WJMM-FM	.3	3	58
WLXG	.3	3	55	WLXG	.3	3	55	WLXG	.3	3	55	WLXG	.3	3	55	WLXG	.3	3	55
WEKU-FM	.3	3	48	WEKU-FM	.3	3	48	WEKU-FM	.3	3	48	WEKU-FM	.3	3	48	WEKU-FM	.3	3	48
WMGB-FM	.3	3	44	WMGB-FM	.3	3	44	WMGB-FM	.3	3	44	WMGB-FM	.3	3	44	WMGB-FM	.3	3	44
WBKY-FM	.2	2	42	WBKY-FM	.2	2	42	WBKY-FM	.2	2	42	WBKY-FM	.2	2	42	WBKY-FM	.2	2	42
WRFL-FM	.2	2	39	WRFL-FM	.2	2	39	WRFL-FM	.2	2	39	WRFL-FM	.2	2	39	WRFL-FM	.2	2	39
WHAS	.1	1	38	WHAS	.1	1	38	WHAS	.1	1	38	WHAS	.1	1	38	WHAS	.1	1	38
WCGW*	.1	1	36	WCGW*	.1	1	36	WCGW*	.1	1	36	WCGW*	.1	1	36	WCGW*	.1	1	36
			4				4				4				4				4
			4				4				4				4				4

+ DENOTES SPANISH STATION. SEE ADVISORY ON PAGE IV.
* ESTIMATES ADJUSTED FOR ACTUAL BROADCAST SCHEDULE

LEXINGTON/FAYETTE KY MSA
DECEMBER 1988 - FEBRUARY 1989

AVERAGE QUARTER HOUR AND CUME RANKERS

MON - FRI 6:00AM-7:00PM			MON - FRI 6:00AM- 10:00AM + 3:00PM-7:00PM			MON - FRI 6:00AM-3:00PM			MON - FRI 3:00PM-12:00 MID			SAT - SUN 6:00AM- 12:00 MID							
STATION	AQH PRS RTG	AQH PRS (OO)	STATION	CUME PRS (OO)	STATION	AQH PRS RTG	AQH PRS (OO)	STATION	CUME PRS (OO)	STATION	AQH PRS RTG	AQH PRS (OO)	STATION	CUME PRS (OO)	STATION	AQH PRS RTG	AQH PRS (OO)	STATION	CUME PRS (OO)
WKQQ-FM	8.5	75	WKQQ-FM	501	WKQQ-FM	8.2	73	WKQQ-FM	420	WKQQ-FM	6.0	53	WKQQ-FM	414	WVLC-FM	6.4	57	WKQQ-FM	300
WVLC-FM	4.1	36	WVLC-FM	320	WVLC-FM	4.4	39	WVLC-FM	284	WVLC-FM	4.1	36	WVLC-FM	273	WVLC-FM	6.3	56	WVLC-FM	292
WLAP-FM	2.6	23	WLAP-FM	279	WCKU-FM	3.5	31	WLAP-FM	219	WLAP-FM	2.8	25	WLAP-FM	247	WLAP-FM	1.6	14	WLAP-FM	172
WCKU-FM	2.6	23	WCKU-FM	131	WLAP-FM	2.4	21	WCKU-FM	131	WVLC	2.1	19	WVLC	117	WCKU-FM	1.5	13	WFMI-FM	90
WVLC	1.9	17	WVLC	117	WVLC	2.1	19	WVLC	117	WCKU-FM	1.9	17	WCKU-FM	106	WVLC	1.0	9	WFMI-FM	86
WCOZ-FM	.9	8	WFMI-FM	102	WLAP	.8	7	WFMI-FM	90	WLAP	.8	7	WFMI-FM	76	WCOZ-FM	.7	6	WVLC	77
WJMM-FM	.7	6	WLAP	60	WJMM-FM	.8	7	WLAP	56	WCOZ-FM	.8	7	WLAP	56	WLW	.7	6	WLW	55
WFMI-FM	.7	6	WLW	55	WLW	.8	7	WMGB-FM	44	WLW	.8	7	WMGB-FM	42	WJMM-FM	.6	5	WLAP	37
WLAP	.7	6	WMGB-FM	50	WCOZ-FM	.7	6	WLW	41	WFMI-FM	.6	5	WLW	40	WFMI-FM	.6	5	WEKU-FM	35
WLW	.7	6	WCOZ-FM	39	WFMI-FM	.7	6	WRFL-FM	36	WEKU-FM	.5	4	WBKY-FM	38	WEKU-FM	.3	3	WMGB-FM	34
WMGB-FM	.6	5	WBKY-FM	38	WMGB-FM	.7	6	WHAS	36	WMGB-FM	.5	4	WCOZ-FM	34	WLAP	.3	3	WBKY-FM	33
WBKY-FM	.5	4	WRFL-FM	36	WRFL-FM	.5	4	WJMM-FM	36	WBKY-FM	.3	3	WHAS	29	WLXG	.2	2	WJMM-FM	32
WEKU-FM	.3	3	WHAS	36	WEKU-FM	.5	4	WCOZ-FM	35	WJMM-FM	.3	3	WRFL-FM	28	WMGB-FM	.2	2	WRFL-FM	31
WRFL-FM	.3	3	WJMM-FM	36	WBKY-FM	.5	4	WBKY-FM	33	WLXG	.2	2	WEKU-FM	22	WBKY-FM	.2	2	WHAS	29
WLXG	.2	2	WEKU-FM	27	WHAS	.3	3	WEKU-FM	27	WRFL-FM	.1	1	WJMM-FM	17	WHAS	.1	1	WCOZ-FM	26
WHAS	.1	1	WLXG	22	WLXG	.3	3	WLXG	22	WLXG	.1	1	WRFL-FM	14	WRFL-FM	.1	1	WLXG	19
			WCGW*	4	WVNL	.1	1	WCGW*	4	WBBE			WBBE	4			WCGW*	4	
			WBBE	4				WBBE	4	WVNL			WVNL	4			WVNL	4	
			WVNL	4				WVNL	4										
PUR		232		845		250		823		221		818		177		805		191	774

+ DENOTES SPANISH STATION. SEE ADVISORY ON PAGE IV.
* ESTIMATES ADJUSTED FOR ACTUAL BROADCAST SCHEDULE

AVERAGE QUARTER HOUR AND CUME RANKERS

MON - SUN 6:00AM-12:00 MID				MON - FRI 6:00AM-10:00AM				MON - FRI 10:00AM-3:00PM				MON - FRI 3:00PM-7:00PM				MON - FRI 7:00PM-12:00 MID							
STATION	AQH PRS RTG	AQH PRS (OO)	CUME PRS (OO)	STATION	AQH PRS RTG	AQH PRS (OO)	CUME PRS (OO)	STATION	AQH PRS RTG	AQH PRS (OO)	CUME PRS (OO)	STATION	AQH PRS RTG	AQH PRS (OO)	CUME PRS (OO)	STATION	AQH PRS RTG	AQH PRS (OO)	CUME PRS (OO)				
WVLK-FM	5.2	38	377	WKQQ-FM	6.5	48	214	WKQQ-FM	6.5	48	172	WKQQ-FM	6.7	49	238	WVLK-FM	2.5	18	105	WLAP-FM	2.5	18	105
WKQQ-FM	4.8	35	347	WVLK-FM	6.0	44	212	WVLK-FM	5.0	37	156	WVLK-FM	6.0	44	217	WLAP-FM	2.2	16	105	WVLK-FM	2.2	16	105
WLAP-FM	2.2	16	257	WVLK	3.3	24	135	WLAP-FM	3.3	24	106	WLAP-FM	2.3	17	107	WKQQ-FM	1.8	13	80	WKQQ-FM	1.8	13	80
WVLK	1.5	11	152	WLAP-FM	2.2	16	112	WVLK	2.0	15	40	WVLK	1.6	12	60	WCKU-FM	1.2	9	27	WCKU-FM	1.2	9	27
WCKU-FM	1.2	9	88	WCKU-FM	1.5	11	45	WCOZ-FM	1.4	10	29	WCKU-FM	1.6	12	45	WCOZ-FM	.7	5	25	WCOZ-FM	.7	5	25
WLAP	.8	6	71	WCOZ-FM	.8	6	42	WLW	1.2	9	28	WCOZ-FM	1.1	8	37	WVLK	.5	4	25	WLW	.5	4	25
WCOZ-FM	.8	6	70	WLAP	.7	5	33	WCKU-FM	1.1	8	27	WLW	1.1	8	34	WVLK	.4	3	24	WFM-FM	.4	3	24
WLW	.7	5	68	WFM-FM	.7	5	31	WLAP	1.0	7	20	WJMM-FM	1.0	7	33	WFM-FM	.3	2	12	WFM-FM	.3	2	12
WMGB-FM	.4	3	55	WMGB-FM	.5	4	31	WEKU-FM	.5	4	15	WLAP	.8	6	33	WJMM-FM	.3	2	12	WFM-FM	.3	2	12
WEKU-FM	.4	3	51	WJMM-FM	.5	4	27	WFM-FM	.5	4	12	WMGB-FM	.7	5	28	WJMM-FM	.3	2	11	WFM-FM	.3	2	11
WLXG	.4	3	49	WBKY-FM	.5	4	21	WFM-FM	.4	3	12	WMGB-FM	.7	5	28	WLXG	.3	2	11	WFM-FM	.3	2	11
WBKY-FM	.3	2	49	WRFL-FM	.4	3	21	WBKY-FM	.4	3	11	WEKU-FM	.5	4	28	WBKY-FM	.1	1	10	WBKY-FM	.1	1	10
WFM-FM	.3	2	48	WLXG	.4	3	21	WMGB-FM	.4	3	11	WBKY-FM	.5	4	28	WLAP	.1	1	9	WLAP	.1	1	9
WJMM-FM	.3	2	46	WEKU-FM	.4	3	19	WJMM-FM	.3	2	9	WLW	.5	4	28	WEKU-FM	.1	1	7	WEKU-FM	.1	1	7
WBBE	.1	1	46	WLW	.4	3	16	WLXG	.1	1	4	WHAS	.4	3	24	WHAS	.1	1	5	WHAS	.1	1	5
WRFL-FM	.1	1	36	WHAS	.3	2	15	WLXG	.1	1	4	WFMI-FM	.4	3	22	WRFL-FM	.1	1	5	WRFL-FM	.1	1	5
WHAS	.1	1	22	WRFL-FM	.1	1	14	WBBE	.1	1	4	WBBE	.3	2	19	WJMM-FM	.1	1	4	WJMM-FM	.1	1	4
WCGW*	.1	1	12	WNVL	.1	1	4	WNVL	.1	1	4	WLXG	.3	2	16	WRFL-FM	.1	1	4	WRFL-FM	.1	1	4
			4									WCGW*	.4	3	4	WCGW*	.4	3	4	WCGW*	.4	3	4
												WNVL	.4	3	4	WNVL	.4	3	4	WNVL	.4	3	4

+ DENOTES SPANISH STATION. SEE ADVISORY ON PAGE IV.
 * ESTIMATES ADJUSTED FOR ACTUAL BROADCAST SCHEDULE

AVERAGE QUARTER HOUR AND CUME RANKERS

MON - FRI 6:00AM-7:00PM				MON - FRI 6:00AM-10:00AM + 3:00PM-7:00PM				MON - FRI 6:00AM-3:00PM				MON - FRI 3:00PM-12:00 MID				SAT - SUN 6:00AM-12:00 MID																											
STATION	AQH PRS RTG	AQH PRS (OO)	CUME PRS (OO)	STATION	AQH PRS RTG	AQH PRS (OO)	CUME PRS (OO)	STATION	AQH PRS RTG	AQH PRS (OO)	CUME PRS (OO)	STATION	AQH PRS RTG	AQH PRS (OO)	CUME PRS (OO)	STATION	AQH PRS RTG	AQH PRS (OO)	CUME PRS (OO)																								
WKQQ-FM	6.7	49		WVLC-FM	327			WKQQ-FM	6.7	49		WVLC-FM	305			WKQQ-FM	6.5	48		WVLC-FM	281			WVLC-FM	4.1	30		WKQQ-FM	251			WVLC-FM	6.0	44		WVLC-FM	223						
WVLC-FM	5.6	41		WKQQ-FM	322			WVLC-FM	6.0	44		WKQQ-FM	292			WVLC-FM	5.4	40		WKQQ-FM	264			WKQQ-FM	4.0	29		WVLC-FM	250			WKQQ-FM	3.8	28		WKQQ-FM	159						
WLAP-FM	2.6	19		WLAP-FM	215			WVLC	2.6	19		WLAP-FM	178			WLAP-FM	2.7	20		WLAP-FM	183			WLAP-FM	2.3	17		WLAP-FM	180			WLAP-FM	1.4	10		WLAP-FM	104						
WVLC	2.3	17		WVLC	121			WLAP-FM	2.3	17		WVLC	121			WVLC	2.6	19		WVLC	121			WVLC	1.4	10		WVLC	78			WVLC	.8	6		WVLC	73						
WCKU-FM	1.5	11		WFMI-FM	63			WCKU-FM	1.6	12		WFMI-FM	63			WCKU-FM	1.2	9		WLAP	51			WVLC	1.1	8		WFMI-FM	57			WLAP	.8	6		WLAP	60						
WCOZ-FM	1.2	9		WLAP	55			WCOZ-FM	1.0	7		WLAP	51			WCOZ-FM	1.1	8		WFMI-FM	51			WCOZ-FM	.8	6		WCKU-FM	51			WVLC	.7	5		WLXG	48						
WLAP	.8	6		WCKU-FM	51			WJMM-FM	1.0	7		WCKU-FM	51			WLAP	1.0	7		WLW	40			WLW	.8	6		WLW	48			WLXG	.7	5		WCGW*	46						
WLW	.8	6		WLW	48			WLAP	.8	6		WHAS	45			WLW	1.0	7		WBKY-FM	38			WFMI-FM	.4	3		WLAP	37			WCGW*	.5	4		WCKU-FM	40						
WJMM-FM	.7	5		WHAS	45			WLW	.8	6		WJMM-FM	38			WMGB-FM	.5	4		WCOZ-FM	37			WLAP	.4	3		WJMM-FM	34			WJMM-FM	.5	4		WJMM-FM	31						
WBKY-FM	.5	4		WMGB-FM	44			WCOZ-FM	.7	5		WCOZ-FM	38			WEKU-FM	.5	4		WMGB-FM	36			WJMM-FM	.4	3		WHAS	33			WEKU-FM	.4	3		WLW	31						
WFMI-FM	.5	4		WCOZ-FM	42			WFMI-FM	.7	5		WMGB-FM	38			WFMI-FM	.5	4		WCKU-FM	36			WBKY-FM	.3	2		WBKY-FM	33			WBKY-FM	.3	2		WFMI-FM	30						
WMGB-FM	.5	4		WBKY-FM	38			WEKU-FM	.5	4		WLW	34			WBKY-FM	.4	3		WHAS	27			WLXG	.3	2		WCOZ-FM	29			WBBE	.3	2		WBKY-FM	25						
WEKU-FM	.4	3		WJMM-FM	38			WHAS	.5	4		WBKY-FM	33			WJMM-FM	.4	3		WEKU-FM	22			WMGB-FM	.3	2		WMGB-FM	28			WMGB-FM	.3	2		WEKU-FM	19						
WLXG	.3	2		WEKU-FM	27			WBKY-FM	.5	4		WEKU-FM	27			WLXG	.3	2		WRFL-FM	21			WMGB-FM	.3	2		WEKU-FM	27			WCOZ-FM	.1	1		WCOZ-FM	18						
WHAS	.1	1		WLXG	22			WLXG	.4	3		WLXG	22			WJMM-FM	.1	1		WHAS	.1	1		WLXG	19			WFMI-FM	.1	1		WMGB-FM	12			WMGB-FM	.1	1		WFMI-FM	11		
WRFL-FM	.1	1		WRFL-FM	21			WRFL-FM	.3	2		WRFL-FM	21			WLXG	14			WLXG	14			WRFL-FM	.1	1		WRFL-FM	16			WRFL-FM	.1	1		WHAS	11						
				WCGW*	4			WNVL	.1	1		WCGW*	4			WBBE	4							WCGW*	4			WCGW*	4			WBBE	8			WBBE	8						
				WBBE	4			WBBE	4			WBBE	4			WNVL	4			WNVL	4			WNVL	4			WNVL	4			WRFL-FM	6			WRFL-FM	6						
				WNVL	4			WNVL	4			WNVL	4																														
PUR				190				693				204				680				185				668				128				655				134				625			

+ DENOTES SPANISH STATION. SEE ADVISORY ON PAGE IV.
 * ESTIMATES ADJUSTED FOR ACTUAL BROADCAST SCHEDULE

AVERAGE QUARTER HOUR AND CUME RANKERS

MON - SUN 6:00AM-12:00 MID			MON - FRI 6:00AM-10:00AM			MON - FRI 10:00AM-3:00PM			MON - FRI 3:00PM-7:00PM			MON - FRI 7:00PM-12:00 MID													
STATION	AQH PRS RTG	AQH PRS (OO)	STATION	CUME PRS (OO)	STATION	AQH PRS RTG	AQH PRS (OO)	STATION	CUME PRS (OO)	STATION	AQH PRS RTG	AQH PRS (OO)	STATION	CUME PRS (OO)	STATION	AQH PRS RTG	AQH PRS (OO)	STATION	CUME PRS (OO)						
WCKU-FM	3.1	41	WVLC-FM	488	WVLC-FM	4.5	60	WVLC-FM	325	WVLC-FM	3.7	49	WVLC-FM	199	WCKU-FM	4.3	57	WLAP-FM	304	WCKU-FM	2.4	32	WLAP-FM	129	
WVLC-FM	2.8	37	WLAP-FM	455	WKQQ-FM	3.3	44	WLAP-FM	229	WCKU-FM	3.4	46	WLAP-FM	144	WLAP-FM	3.8	51	WVLC-FM	259	WLAP-FM	1.8	24	WCKU-FM	96	
WLAP-FM	2.6	35	WKQQ-FM	346	WLAP-FM	3.1	42	WKQQ-FM	197	WKQQ-FM	3.2	43	WKQQ-FM	125	WKQQ-FM	3.1	41	WKQQ-FM	228	WVLC-FM	1.4	19	WVLC-FM	94	
WKQQ-FM	2.3	31	WCKU-FM	245	WVLC	2.9	39	WVLC	127	WLAP-FM	2.8	37	WCKU-FM	111	WVLC-FM	2.9	39	WCKU-FM	186	WKQQ-FM	1.1	15	WKQQ-FM	74	
WVLC	1.0	14	WFMI-FM	200	WCKU-FM	2.7	36	WCKU-FM	119	WEKU-FM	1.3	18	WFMI-FM	67	WFMI-FM	1.3	17	WFMI-FM	106	WVLC	.4	6	WFMI-FM	60	
WMGB-FM	.7	10	WVLC	178	WEKU-FM	1.2	16	WEKU-FM	73	WVLC	1.3	17	WVLC	52	WMGB-FM	.9	12	WEKU-FM	65	WFMI-FM	.3	4	WVLC	30	
WFMI-FM	.6	8	WEKU-FM	93	WMGB-FM	1.0	13	WMGB-FM	65	WMGB-FM	1.1	15	WEKU-FM	47	WEKU-FM	.9	12	WMGB-FM	52	WMGB-FM	.3	4	WJMM-FM	29	
WCOZ-FM	.6	8	WMGB-FM	91	WJMM-FM	.8	11	WFMI-FM	62	WLAP	.7	10	WJMM-FM	37	WVLC	.8	11	WVLC	40	WJMM-FM	.2	3	WEKU-FM	17	
WEKU-FM	.6	8	WCOZ-FM	91	WLAP	.7	9	WJMM-FM	50	WCOZ-FM	.7	9	WBKY-FM	33	WJMM-FM	.6	8	WJMM-FM	32	WCOZ-FM	.2	3	WBKY-FM	16	
WJMM-FM	.4	5	WLAP	80	WLXG	.6	8	WBKY-FM	45	WFMI-FM	.7	9	WLXG	32	WLXG	.4	6	WBBE	29	WBKY-FM	.2	3	WCOZ-FM	14	
WBKY-FM	.4	5	WJMM-FM	74	WBKY-FM	.5	7	WLAP	38	WBBE	.7	9	WMGB-FM	31	WCOZ-FM	.4	5	WCOZ-FM	28	WLXG	.1	2	WBBE	12	
WBBE	.4	5	WBKY-FM	71	WCOZ-FM	.5	7	WCOZ-FM	37	WLXG	.6	8	WBBE	24	WBBE	.4	5	WBKY-FM	26	WLW	.1	2	WHAS	11	
WLXG	.4	5	WHAS	54	WFMI-FM	.5	7	WHAS	26	WJMM-FM	.5	7	WCOZ-FM	23	WBKY-FM	.2	3	WLAP	24	WBBE	.1	1	WMGB-FM	9	
WLAP	.3	4	WLXG	50	WHAS	.4	5	WLXG	23	WBKY-FM	.4	6	WLAP	19	WLAP	.2	3	WLXG	23	WEKU-FM	.1	1	WLXG	8	
WCGW*	.1	1	WBBE	48	WBBE	.3	4	WBBE	12	WCGW*	.1	2	WCGW*	18	WHAS	.1	2	WLW	9	WLAP	.1	1	WLAP	7	
WHAS	.1	1	WCGW*	37	WFRS	.1	1	WFRS	7	WRFL-FM	.1	1	WRFL-FM	5	WCGW*	.1	1	WFRS	8					WLW	7
WLW	.1	1	WLW	26	WNVL	.1	1	WRFL-FM	5				WFRS	3	WLW	.1	1	WHAS	7						
			WRFL-FM	20				WNVL	3				WHAS	3				WRFL-FM	5						
			WFRS	18				WCGW*	3				WLW	2				WLW	3						
			WNVL	3																					
PUR	224		1199		315		962		291		772		280		949		122		544						

+ DENOTES SPANISH STATION. SEE ADVISORY ON PAGE IV.
* ESTIMATES ADJUSTED FOR ACTUAL BROADCAST SCHEDULE

AVERAGE QUARTER HOUR AND CUME RANKERS

MON - FRI 6:00AM-7:00PM				MON - FRI 6:00AM-10:00AM + 3:00PM-7:00PM				MON - FRI 6:00AM-3:00PM				MON - FRI 3:00PM-12:00 MID				SAT - SUN 6:00AM-12:00 MID															
STATION	AQH PRS RTG	AQH PRS (00)	CUME PRS (00)	STATION	AQH PRS RTG	AQH PRS (00)	CUME PRS (00)	STATION	AQH PRS RTG	AQH PRS (00)	CUME PRS (00)	STATION	AQH PRS RTG	AQH PRS (00)	CUME PRS (00)	STATION	AQH PRS RTG	AQH PRS (00)	CUME PRS (00)												
WVLK-FM	3.7	49	440	WVLK-FM	3.8	51	396	WVLK-FM	4.0	54	380	WCKU-FM	3.2	43	349	WCKU-FM	2.9	39	251												
WCKU-FM	3.4	46	397	WLAP-FM	3.6	48	365	WKQQ-FM	3.1	42	298	WLAP-FM	2.6	35	293	WVLK-FM	2.2	29	218												
WLAP-FM	3.3	44	300	WCKU-FM	3.5	47	288	WCKU-FM	3.1	41	227	WLAP-FM	1.9	25	184	WKQQ-FM	1.9	25	148												
WKQQ-FM	3.2	43	218	WKQQ-FM	3.3	44	213	WLAP-FM	2.9	39	165	WVLK-FM	2.0	27	195	WCKU-FM	1.9	25	148												
WVLK	1.6	22	152	WVLK	1.9	26	130	WVLK	1.9	26	135	WVLK	.7	9	122	WFMI-FM	.7	10	129												
WEKU-FM	1.2	16	138	WEKU-FM	1.2	16	127	WEKU-FM	1.3	17	116	WFMI-FM	.7	9	70	WFMI-FM	.7	10	123												
WMGB-FM	1.0	14	90	WMGB-FM	1.0	14	90	WMGB-FM	1.1	15	84	WMGB-FM	.4	6	61	WCOZ-FM	.7	10	76												
WFMI-FM	.8	11	76	WFMI-FM	1.0	13	70	WLAP	.7	9	71	WJMM-FM	.4	5	52	WMGB-FM	.4	6	75												
WJMM-FM	.7	9	66	WJMM-FM	.8	11	60	WLXG	.6	8	57	WEKU-FM	.4	5	50	WBKY-FM	.4	5	70												
WLAP	.6	8	62	WLAP	.6	8	54	WJMM-FM	.6	8	52	WCOZ-FM	.3	4	43	WBBE	.3	4	52												
WCOZ-FM	.5	7	54	WLXG	.6	8	49	WBBE	.6	8	51	WBKY-FM	.2	3	42	WBBE	.3	4	52												
WLXG	.5	7	51	WCOZ-FM	.5	7	47	WCOZ-FM	.6	8	42	WBKY-FM	.2	3	42	WLAP	.2	3	32												
WBBE	.4	6	42	WBKY-FM	.4	6	35	WLAP	.6	8	35	WLXG	.2	3	37	WHAS	.2	3	31												
WBKY-FM	.4	6	34	WBBE	.4	5	34	WLXG	.6	8	35	WBBE	.2	3	32	WLW	.2	3	29												
WHAS	.2	3	31	WHAS	.3	4	31	WBKY-FM	.4	6	26	WLW	.1	2	27	WLXG	.1	2	25												
WCGW*	.1	1	18	WHAS	.3	4	31	WRFL-FM	.1	1	24	WLAP	.1	1	18	WJMM-FM	.1	2	24												
				WHR	.1	1	11	WCGW*	.1	1	18	WCGW*	.1	1	16	WEKU-FM	.1	1	22												
				WNVL	.1	1	9	WHAS	.1	1	10					WHR	.1	1	14												
				WLW	.1	1	6									WRFL-FM	.1	1	13												
				WCGW*	.1	1	6									WHR	.1	1	7												
				WRFL-FM	.1	1	5																								
				WNVL	.1	1	3																								
PUR	297	1134	319				1113				297				1059				185				1034				186				1012

+ DENOTES SPANISH STATION. SEE ADVISORY ON PAGE IV.
 * ESTIMATES ADJUSTED FOR ACTUAL BROADCAST SCHEDULE

LEXINGTON/FAYETTE KY MSA
DECEMBER 1988 - FEBRUARY 1989

AVERAGE QUARTER HOUR AND CUME RANKERS

MON - SUN 6:00AM-12:00 MID			MON - FRI 6:00AM-10:00AM			MON - FRI 10:00AM-3:00PM			MON - FRI 3:00PM-7:00PM			MON - FRI 7:00PM-12:00 MID														
STATION	AQH PRS RTG	AQH PRS (OO)	STATION	CUME PRS (OO)	STATION	AQH PRS RTG	AQH PRS (OO)	STATION	CUME PRS (OO)	STATION	AQH PRS RTG	AQH PRS (OO)	STATION	CUME PRS (OO)	STATION	AQH PRS RTG	AQH PRS (OO)	STATION	CUME PRS (OO)							
WCKU-FM	6.9	24	WFMI-FM	213	WCKU-FM	6.6	23	WFMI-FM	107	WCKU-FM	7.1	25	WFMI-FM	85	WFMI-FM	9.1	32	WFMI-FM	152	WCKU-FM	6.6	23	WFMI-FM	105		
WFMI-FM	5.7	20	WLAP-FM	209	WFMI-FM	5.7	20	WCKU-FM	89	WKQQ-FM	6.6	23	WCKU-FM	70	WCKU-FM	8.3	29	WLAP-FM	130	WFMI-FM	5.1	18	WLAP-FM	95		
WKQQ-FM	4.9	17	WKQQ-FM	168	WKQQ-FM	5.7	20	WKQQ-FM	81	WFMI-FM	4.3	15	WKQQ-FM	64	WLAP-FM	6.6	23	WCKU-FM	107	WLAP-FM	5.1	18	WCKU-FM	77		
WLAP-FM	4.6	16	WCKU-FM	157	WLAP-FM	3.1	11	WLAP-FM	77	WLAP-FM	2.3	8	WLAP-FM	48	WKQQ-FM	4.9	17	WKQQ-FM	96	WKQQ-FM	2.0	7	WKQQ-FM	46		
WVLF-FM	1.1	4	WVLF-FM	71	WVLF-FM	1.1	4	WVLF-FM	38	WVLF-FM	2.0	7	WVLF-FM	33	WVLF-FM	1.7	6	WVLF-FM	41	WMGB-FM	.6	2	WVLF-FM	10		
WMGB-FM	.6	2	WRFL-FM	18	WMGB-FM	.3	1	WLXG	8	WMGB-FM	.3	1	WLXG	8	WMGB-FM	.9	3	WMGB-FM	9				WRFL-FM	5		
WLXG	.3	1	WMGB-FM	17	WRFL-FM	.3	1	WRFL-FM	4	WLXG	.3	1	WMGB-FM	6				WLAP	5				WMGB-FM	4		
			WVLF	13	WLXG	.3	1	WMGB-FM	4							WRFL-FM	4							WLAP	3	
			WCOZ-FM	13																						
			WLAP	12																						
			WLXG	9																						
			WLW	9																						
PUR																										
	85		344			81		271			80		231			110		309			68		249			

+ DENOTES SPANISH STATION. SEE ADVISORY ON PAGE IV.
* ESTIMATES ADJUSTED FOR ACTUAL BROADCAST SCHEDULE

LEXINGTON/FAYETTE KY MSA
DECEMBER 1988 - FEBRUARY 1989

AVERAGE QUARTER HOUR AND CUME RANKERS

MON - FRI 6:00AM-7:00PM				MON - FRI 6:00AM-10:00AM + 3:00PM-7:00PM				MON - FRI 6:00AM-3:00PM				MON - FRI 3:00PM-12:00 MID				SAT - SUN 6:00AM-12:00 MID								
STATION	AQH PRS RTG	AQH PRS (OO)	STATION	CUME PRS (OO)	STATION	AQH PRS RTG	AQH PRS (OO)	STATION	CUME PRS (OO)	STATION	AQH PRS RTG	AQH PRS (OO)	STATION	CUME PRS (OO)	STATION	AQH PRS RTG	AQH PRS (OO)	STATION	CUME PRS (OO)					
WCKU-FM	7.1	25	WFMI-FM	187	WCKU-FM	7.4	26	WFMI-FM	165	WCKU-FM	6.9	24	WFMI-FM	167	WCKU-FM	7.4	26	WFMI-FM	167	WCKU-FM	6.3	22	WFMI-FM	155
WFMI-FM	6.3	22	WLAP-FM	165	WFMI-FM	7.4	26	WLAP-FM	155	WKQQ-FM	6.3	22	WCKU-FM	115	WFMI-FM	6.9	24	WLAP-FM	167	WLAP-FM	5.7	20	WLAP-FM	128
WKQQ-FM	5.7	20	WKQQ-FM	135	WKQQ-FM	5.4	19	WKQQ-FM	132	WFMI-FM	4.9	17	WLAP-FM	106	WLAP-FM	5.7	20	WCKU-FM	121	WKQQ-FM	5.1	18	WKQQ-FM	120
WLAP-FM	3.7	13	WCKU-FM	135	WLAP-FM	4.9	17	WCKU-FM	126	WLAP-FM	2.6	9	WKQQ-FM	100	WKQQ-FM	3.4	12	WKQQ-FM	117	WFMI-FM	5.1	18	WCKU-FM	102
WVLK-FM	1.4	5	WVLK-FM	65	WVLK-FM	1.7	6	WVLK-FM	58	WVLK-FM	1.7	6	WVLK-FM	51	WMGB-FM	.6	2	WVLK-FM	41	WVLK-FM	1.1	4	WVLK-FM	43
WMGB-FM	.6	2	WMGB-FM	15	WMGB-FM	.9	3	WMGB-FM	9	WMGB-FM	.3	1	WMGB-FM	10	WVLK-FM	.6	2	WRFL-FM	9	WLXG	.3	1	WMGB-FM	13
WLXG	.3	1	WLXG	8	WRFL-FM	.3	1	WLXG	8	WLXG	.3	1	WLXG	8				WMGB-FM	9	WMGB-FM	.3	1	WVWK	13
			WLAP	5	WLXG	.3	1	WLAP	5				WRFL-FM	4				WLAP	8	WCOZ-FM	.3	1	WCOZ-FM	13
			WRFL-FM	4				WRFL-FM	4									WCOZ-FM	3	WLW	.3	1	WLAP	9
			WCOZ-FM	3				WCOZ-FM	3									WLW		WRFL-FM			WRFL-FM	9
																				WLW			WLW	9
																				WLXG			WLXG	8
PUR	88		332		99		327		80		312		86		324		90			323				

+ DENOTES SPANISH STATION. SEE ADVISORY ON PAGE IV.
* ESTIMATES ADJUSTED FOR ACTUAL BROADCAST SCHEDULE

AVERAGE QUARTER HOUR AND CUME RANKERS

MON - SUN 6:00AM-12:00 MID				MON - FRI 6:00AM-10:00AM				MON - FRI 10:00AM-3:00PM				MON - FRI 3:00PM-7:00PM				MON - FRI 7:00PM-12:00 MID			
STATION	AQH PRS RTG	AQH PRS (OO)	CUME PRS (OO)	STATION	AQH PRS RTG	AQH PRS (OO)	CUME PRS (OO)	STATION	AQH PRS RTG	AQH PRS (OO)	CUME PRS (OO)	STATION	AQH PRS RTG	AQH PRS (OO)	CUME PRS (OO)	STATION	AQH PRS RTG	AQH PRS (OO)	CUME PRS (OO)
WCKU-FM	5.5	31	321	WKQQ-FM	7.4	42	182	WKQQ-FM	7.6	43	118	WCKU-FM	7.4	42	204	WCKU-FM	4.3	24	93
WKQQ-FM	5.3	30	294	WLAP-FM	5.7	32	170	WCKU-FM	6.6	37	108	WKQQ-FM	6.6	37	196	WLAP-FM	3.2	18	73
WLAP-FM	4.6	26	181	WCKU-FM	5.5	31	124	WLAP-FM	5.0	28	92	WLAP-FM	6.4	36	134	WKQQ-FM	2.7	15	70
WVLK-FM	2.3	13	177	WVLK-FM	3.4	19	94	WVLK-FM	3.0	17	87	WFMI-FM	2.8	16	96	WVLK-FM	.9	5	51
WFMI-FM	1.4	8	160	WMGB-FM	1.2	7	56	WMGB-FM	1.6	9	63	WVLK-FM	2.8	16	87	WFMI-FM	.7	4	30
WMGB-FM	1.1	6	51	WFMI-FM	1.2	7	34	WFMI-FM	1.6	9	22	WMGB-FM	1.2	7	29	WJMM-FM	.4	2	9
WCOZ-FM	.5	3	34	WEKU-FM	1.1	6	23	WCOZ-FM	1.1	6	22	WJMM-FM	1.1	6	23	WCOZ-FM	.2	1	7
WJMM-FM	.5	3	33	WJMM-FM	.9	5	22	WJMM-FM	.9	5	20	WEKU-FM	.9	5	22	WMGB-FM	.2	1	4
WEKU-FM	.5	3	33	WVLK	.7	4	18	WEKU-FM	.9	5	15	WCOZ-FM	.7	4	15	WBKY-FM	.2	1	4
WLXG	.4	2	32	WCOZ-FM	.5	3	16	WLXG	.7	4	11	WLXG	.5	3	11	WEKU-FM	.2	1	4
WBKY-FM	.4	2	28	WLAP	.4	2	16	WLAP	.4	2	5	WLAP	.2	1	9	WHAS			4
WLAP	.2	1	26	WLXG	.4	2	15	WVLK	.2	1	4	WBKY-FM	.2	1	7	WLAP			3
WVLK	.2	1	19	WBKY-FM	.2	1	12	WBKY-FM	.2	1	4	WHAS	.2	1	5	WLW			5
			15	WRFL-FM	.2	1	8	WRFL-FM	.2	1	4	WLW	.2	1	4	WBKY-FM			4
			14	WHAS	.2	1		WLAP			3	WHAS			3	WHAS			3
			12																
			4																
PUR		131	551			162	470			168	412			177	491			72	290

+ DENOTES SPANISH STATION. SEE ADVISORY ON PAGE IV.
* ESTIMATES ADJUSTED FOR ACTUAL BROADCAST SCHEDULE

AVERAGE QUARTER HOUR AND CUME RANKERS

MON - FRI 6:00AM-7:00PM				MON - FRI 6:00AM-10:00AM + 3:00PM-7:00PM				MON - FRI 6:00AM-3:00PM				MON - FRI 3:00PM-12:00 MID				SAT - SUN 6:00AM-12:00 MID																								
STATION	AQH PRS RTG	AQH PRS (OO)	CUME PRS (OO)	STATION	AQH PRS RTG	AQH PRS (OO)	CUME PRS (OO)	STATION	AQH PRS RTG	AQH PRS (OO)	CUME PRS (OO)	STATION	AQH PRS RTG	AQH PRS (OO)	CUME PRS (OO)	STATION	AQH PRS RTG	AQH PRS (OO)	CUME PRS (OO)																					
WKQQ-FM	7.3	41		WLAP-FM	273			WKQQ-FM	7.1	40		WKQQ-FM	253			WKQQ-FM	7.4	42		WLAP-FM	219			WCKU-FM	5.7	32		WLAP-FM	243			WCKU-FM	4.8	27		WLAP-FM	169			
WCKU-FM	6.6	37		WKQQ-FM	261			WCKU-FM	6.6	37		WLAP-FM	249			WCKU-FM	6.0	34		WKQQ-FM	208			WLAP-FM	4.6	26		WKQQ-FM	212			WKQQ-FM	3.9	22		WKQQ-FM	155			
WLAP-FM	5.7	32		WVLC-FM	163			WLAP-FM	6.0	34		WCKU-FM	152			WLAP-FM	5.3	30		WVLC-FM	153			WKQQ-FM	4.4	25		WCKU-FM	143			WLAP-FM	3.7	21		WVLC-FM	103			
WVLC-FM	3.0	17		WCKU-FM	157			WVLC-FM	3.2	18		WVLC-FM	138			WVLC-FM	3.2	18		WCKU-FM	125			WVLC-FM	1.8	10		WVLC-FM	104			WVLC-FM	1.8	10		WCKU-FM	102			
WFMI-FM	2.0	11		WFMI-FM	129			WFMI-FM	2.1	12		WFMI-FM	108			WFMI-FM	1.6	9		WFMI-FM	106			WFMI-FM	1.6	9		WFMI-FM	103			WFMI-FM	1.4	8		WFMI-FM	93			
WMGB-FM	1.4	8		WMGB-FM	45			WMGB-FM	1.4	8		WMGB-FM	39			WFMI-FM	1.4	8		WMGB-FM	40			WJMM-FM	.7	4		WMGB-FM	29			WMGB-FM	.5	3		WMGB-FM	46			
WJMM-FM	.9	5		WEKU-FM	33			WJMM-FM	1.1	6		WEKU-FM	33			WCOZ-FM	.9	5		WEKU-FM	33			WMGB-FM	.5	3		WEKU-FM	23			WBKY-FM	.5	3		WVLC	28			
WEKU-FM	.9	5		WJMM-FM	31			WEKU-FM	1.1	6		WVLC	26			WJMM-FM	.9	5		WJMM-FM	25			WEKU-FM	.5	3		WJMM-FM	22			WCOZ-FM	.4	2		WCOZ-FM	26			
WCOZ-FM	.7	4		WLXG	26			WCOZ-FM	.7	4		WJMM-FM	25			WEKU-FM	.9	5		WLXG	23			WCOZ-FM	.4	2		WCOZ-FM	15			WLAP	.2	1		WLAP	26			
WLXG	.5	3		WVLC	26			WLXG	.5	3		WCOZ-FM	19			WLXG	.5	3		WVLC	23			WLXG	.2	1		WLAP	12			WVLC	.2	1		WBKY-FM	19			
WLAP	.4	2		WCOZ-FM	22			WLAP	.4	2		WLXG	19			WLAP	.4	2		WCOZ-FM	19			WBKY-FM	.2	1		WLXG	11			WLXG	.2	1		WLXG	13			
WVLC	.4	2		WBKY-FM	16			WVLC	.4	2		WBKY-FM	16			WVLC	.4	2		WBKY-FM	16			WBKY-FM	8			WBKY-FM	8			WLW	.2	1		WRFL-FM	13			
WBKY-FM	.2	1		WLAP	13			WBKY-FM	.2	1		WLAP	13			WRFL-FM	.2	1		WHAS	12			WVLC	7			WVLC	7			WLW				WJMM-FM	9			
WHAS	.2	1		WRFL-FM	12			WHAS	.2	1		WHAS	12			WBKY-FM	.2	1		WRFL-FM	8			WHAS	7			WHAS	7			WLW				WLW	9			
				WLW	5			WLW	.2	1		WLW	5							WRFL-FM	5			WLW	5			WLW	5							WEKU-FM	5			
				WCGW*	4															WCGW*	4																			
PLR		169		537						176			528																											

* DENOTES SPANISH STATION. SEE ADVISORY ON PAGE IV.
* ESTIMATES ADJUSTED FOR ACTUAL BROADCAST SCHEDULE

LEXINGTON/FAYETTE KY MSA
DECEMBER 1988 - FEBRUARY 1989

AVERAGE QUARTER HOUR AND CUME RANKERS

MON - SUN 6:00AM-12:00 MID				MON - FRI 6:00AM-10:00AM				MON - FRI 10:00AM-3:00PM				MON - FRI 3:00PM-7:00PM				MON - FRI 7:00PM-12:00 MID			
STATION	AQH PRS RTG	AQH PRS (OO)	CUME PRS (OO)	STATION	AQH PRS RTG	AQH PRS (OO)	CUME PRS (OO)	STATION	AQH PRS RTG	AQH PRS (OO)	CUME PRS (OO)	STATION	AQH PRS RTG	AQH PRS (OO)	CUME PRS (OO)	STATION	AQH PRS RTG	AQH PRS (OO)	CUME PRS (OO)
WCKU-FM	4.4	40		WVLK-FM	5.0	46	245	WCKU-FM	4.8	44	170	WCKU-FM	5.8	53	278	WCKU-FM	3.4	31	123
WLAP-FM	3.6	33		WKQQ-FM	4.8	44	224	WLAP-FM	4.7	43	139	WLAP-FM	5.2	47	228	WLAP-FM	2.5	23	92
WKQQ-FM	3.4	31	340	WLAP-FM	4.5	41	197	WVLK-FM	4.7	43	125	WKQQ-FM	4.5	41	213	WVLK-FM	1.9	17	76
WVLK-FM	3.4	31	224	WCKU-FM	3.9	36	119	WLAP-FM	4.1	37	107	WVLK-FM	3.7	34	165	WKQQ-FM	1.6	15	74
WMGB-FM	1.0	9	191	WVLK	2.6	24	82	WEKU-FM	1.6	15	67	WFMI-FM	1.9	17	102	WMGB-FM	.4	4	60
WVLK	.9	8	109	WMGB-FM	1.3	12	62	WMGB-FM	1.3	12	39	WMGB-FM	1.2	11	57	WFMI-FM	.4	4	15
WFMI-FM	.9	8	78	WEKU-FM	1.3	12	58	WFMI-FM	1.0	9	37	WEKU-FM	1.1	10	48	WJMM-FM	.3	3	13
WCOZ-FM	.7	6	75	WLXG	.9	8	56	WVLK	1.0	9	32	WJMM-FM	.9	8	32	WLXG	.2	2	11
WEKU-FM	.7	6	66	WJMM-FM	.8	7	33	WLXG	.9	8	29	WVLK	.8	7	28	WBKY-FM	.2	2	10
WLXG	.5	5	52	WFMI-FM	.8	7	33	WCOZ-FM	.8	7	27	WLXG	.7	6	23	WCOZ-FM	.2	2	9
WJMM-FM	.4	4	50	WLAP	.8	7	28	WLAP	.8	7	21	WCOZ-FM	.5	5	22	WBBE	.1	1	8
WBKY-FM	.4	4	50	WCOZ-FM	.7	6	23	WJMM-FM	.7	6	15	WBKY-FM	.2	2	20	WVLK	.1	1	8
WLAP	.3	3	49	WBKY-FM	.5	5	23	WBKY-FM	.4	4	14	WBBE	.2	2	16	WLAP	.1	1	8
WBBE	.2	2	29	WHAS	.3	3	20	WBBE	.3	3	7	WLAP	.2	2	5	WEKU-FM	.1	1	7
			20	WCGW*	.2	2	5	WRFL-FM	.1	1	5	WHAS	.1	1	5	WBBE			4
			20	WRFL-FM			5	WRFL-FM			5	WLW	.1	1	5	WLW			
			14									WHAS			3	WHAS			
			10																
			7																

PUR 193 886 264 758 249 632 249 766 107 444

+ DENOTES SPANISH STATION. SEE ADVISORY ON PAGE IV.
* ESTIMATES ADJUSTED FOR ACTUAL BROADCAST SCHEDULE



AVERAGE QUARTER HOUR AND CUME RANKERS

MON - FRI 6:00AM-7:00PM			MON - FRI 6:00AM-10:00AM + 3:00PM-7:00PM			MON - FRI 6:00AM-3:00PM			MON - FRI 3:00PM-12:00 MID			SAT - SUN 6:00AM-12:00 MID												
STATION	AQH PRS RTG	AQH PRS (OO)	STATION	CUME PRS (OO)	STATION	AQH PRS RTG	AQH PRS (OO)	STATION	CUME PRS (OO)	STATION	AQH PRS RTG	AQH PRS (OO)	STATION	CUME PRS (OO)	STATION	AQH PRS RTG	AQH PRS (OO)	STATION	CUME PRS (OO)					
WCKU-FM	4.8	44	WLAP-FM	371	WCKU-FM	4.9	45	WLAP-FM	339	WVLC-FM	4.8	44	WLAP-FM	293	WCKU-FM	4.5	41	WLAP-FM	323	WCKU-FM	4.3	39	WLAP-FM	209
WKQQ-FM	4.7	43	WVLC-FM	336	WLAP-FM	4.9	45	WVLC-FM	296	WKQQ-FM	4.6	42	WVLC-FM	293	WLAP-FM	3.7	34	WKQQ-FM	248	WKQQ-FM	2.6	24	WKQQ-FM	178
WLAP-FM	4.6	42	WKQQ-FM	300	WKQQ-FM	4.8	44	WKQQ-FM	288	WCKU-FM	4.4	40	WKQQ-FM	227	WKQQ-FM	3.0	27	WVLC-FM	236	WLAP-FM	2.6	24	WVLC-FM	176
WVLC-FM	4.5	41	WCKU-FM	197	WVLC-FM	4.5	41	WCKU-FM	192	WLAP-FM	4.3	39	WCKU-FM	161	WVLC-FM	2.6	24	WCKU-FM	174	WVLC-FM	2.5	23	WCKU-FM	148
WVLC	1.4	13	WFMI-FM	148	WVLC	1.8	16	WFMI-FM	123	WVLC	1.6	15	WFMI-FM	116	WFMI-FM	1.0	9	WFMI-FM	118	WFMI-FM	1.1	10	WFMI-FM	124
WEKU-FM	1.4	13	WVLC	93	WFMI-FM	1.4	13	WVLC	85	WMGB-FM	1.4	13	WVLC	90	WMGB-FM	.7	6	WEKU-FM	57	WCOZ-FM	.9	8	WVLC	77
WMGB-FM	1.3	12	WEKU-FM	73	WMGB-FM	1.4	13	WEKU-FM	73	WEKU-FM	1.4	13	WEKU-FM	67	WJMM-FM	.5	5	WMGB-FM	48	WMGB-FM	.7	6	WMGB-FM	70
WFMI-FM	1.2	11	WMGB-FM	69	WEKU-FM	1.3	12	WMGB-FM	63	WFMI-FM	.9	8	WMGB-FM	64	WEKU-FM	.5	5	WJMM-FM	36	WVLC	.5	5	WCOZ-FM	51
WJMM-FM	.8	7	WCOZ-FM	45	WJMM-FM	.9	8	WCOZ-FM	39	WLXG	.9	8	WCOZ-FM	38	WVLC	.4	4	WVLC	28	WBKY-FM	.5	5	WLAP	51
WLXG	.8	7	WJMM-FM	44	WLXG	.9	8	WJMM-FM	38	WCOZ-FM	.8	7	WBKY-FM	36	WCOZ-FM	.3	3	WCOZ-FM	28	WLAP	.3	3	WBKY-FM	36
WCOZ-FM	.7	6	WLXG	42	WCOZ-FM	.7	6	WBKY-FM	36	WLAP	.8	7	WJMM-FM	35	WLXG	.3	3	WBKY-FM	28	WLXG	.2	2	WLXG	31
WLAP	.7	6	WBKY-FM	36	WLAP	.7	6	WLXG	35	WJMM-FM	.7	6	WLXG	35	WBKY-FM	.2	2	WLXG	27	WBBE	.1	1	WEKU-FM	21
WBKY-FM	.4	4	WLAP	32	WBKY-FM	.4	4	WLAP	28	WBKY-FM	.4	4	WLAP	27	WBBE	.2	2	WLAP	24	WFRS	.1	1	WCGW*	16
WBBE	.2	2	WHAS	20	WBBE	.2	2	WHAS	20	WBBE	.3	3	WHAS	20	WLAP	.1	1	WHAS	11	WCGW*	.1	1	WRFL-FM	13
WHAS	.2	2	WRFL-FM	10	WHAS	.2	2	WBBE	5	WRFL-FM	.1	1	WRFL-FM	10	WBBE	.9	9	WHAS	.1	1	WJMM-FM	9		
			WCGW*	7	WLW	.1	1	WRFL-FM	5	WHAS	.1	1	WCGW*	7	WRFL-FM	5	WLW	.1	1	WHAS	.9	9	WLW	9
			WBBE	5				WLW	5				WBBE	5	WLW	5						WFRS	7	
			WLW	5																		WBBE	5	
PUR		255		859		270		843		253		823		166		798		159				773		

+ DENOTES SPANISH STATION. SEE ADVISORY ON PAGE IV.
 * ESTIMATES ADJUSTED FOR ACTUAL BROADCAST SCHEDULE

AVERAGE QUARTER HOUR AND CUME RANKERS

MON - SUN 6:00AM-12:00 MID				MON - FRI 6:00AM-10:00AM				MON - FRI 10:00AM-3:00PM				MON - FRI 3:00PM-7:00PM				MON - FRI 7:00PM-12:00 MID							
STATION	AQH PRS RTG	AQH PRS (OO)	CUME PRS (OO)	STATION	AQH PRS RTG	AQH PRS (OO)	CUME PRS (OO)	STATION	AQH PRS RTG	AQH PRS (OO)	CUME PRS (OO)	STATION	AQH PRS RTG	AQH PRS (OO)	CUME PRS (OO)	STATION	AQH PRS RTG	AQH PRS (OO)	CUME PRS (OO)				
WVLK-FM	3.9	27	308	WVLK-FM	6.1	42	207	WVLK-FM	5.2	36	143	WCKU-FM	4.5	31	182	WCKU-FM	2.5	17	66	WVLK-FM	2.5	17	55
WCKU-FM	3.6	25	283	WLAP-FM	4.8	33	179	WLAP-FM	4.2	29	95	WLAP-FM	4.2	29	181	WLAP-FM	1.5	10	43	WLAP-FM	1.5	10	36
WLAP-FM	3.2	22	205	WVLK	3.5	24	119	WCKU-FM	3.2	22	74	WVLK-FM	4.2	29	149	WCKU-FM	1.3	9	29	WCKU-FM	1.3	9	15
WKQQ-FM	2.3	16	125	WVLK	3.5	24	82	WCKU-FM	3.1	21	51	WKQQ-FM	3.9	27	86	WCKU-FM	1.3	9	13	WCKU-FM	1.3	9	11
WVLK	1.2	8	109	WCKU-FM	2.9	20	65	WEKU-FM	2.2	15	39	WKQQ-FM	3.9	27	57	WCKU-FM	1.3	9	10	WCKU-FM	1.3	9	9
WMGB-FM	1.2	8	90	WCKU-FM	2.9	20	58	WEKU-FM	2.2	15	37	WMGB-FM	1.5	10	52	WCKU-FM	1.3	9	8	WCKU-FM	1.3	9	7
WCOZ-FM	.9	6	75	WMGB-FM	1.7	12	56	WVLK	1.3	9	29	WEKU-FM	1.5	10	43	WCKU-FM	1.3	9	6	WCKU-FM	1.3	9	5
WEKU-FM	.9	6	66	WEKU-FM	1.7	12	48	WJMM-FM	1.3	9	24	WJMM-FM	1.2	8	32	WCKU-FM	1.3	9	4	WCKU-FM	1.3	9	3
WJMM-FM	.6	4	57	WJMM-FM	1.0	7	48	WCOZ-FM	1.0	7	24	WJMM-FM	1.2	8	32	WCKU-FM	1.3	9	2	WCKU-FM	1.3	9	2
WLXG	.6	4	50	WLXG	1.0	7	33	WLXG	1.0	7	21	WJMM-FM	1.2	8	28	WCKU-FM	1.3	9	1	WCKU-FM	1.3	9	1
WBKY-FM	.6	4	49	WLAP	1.0	7	33	WLAP	1.0	7	21	WCOZ-FM	.7	5	23	WCKU-FM	1.3	9	1	WCKU-FM	1.3	9	1
WLAP	.4	3	43	WCOZ-FM	.9	6	28	WBKY-FM	.6	4	17	WLXG	.9	6	22	WCKU-FM	1.3	9	1	WCKU-FM	1.3	9	1
WFMI-FM	.3	2	41	WFMI-FM	.7	5	23	WFMI-FM	.7	5	15	WCOZ-FM	.7	5	20	WCKU-FM	1.3	9	1	WCKU-FM	1.3	9	1
WBBE	.3	2	29	WBKY-FM	.7	5	20	WBKY-FM	.6	4	15	WBKY-FM	.3	2	11	WCKU-FM	1.3	9	1	WCKU-FM	1.3	9	1
			20	WHAS	.4	3	15	WBBE	.4	3	7	WBKY-FM	.3	2	5	WCKU-FM	1.3	9	1	WCKU-FM	1.3	9	1
			20	WBBE	.3	2	5	WFMI-FM	.3	2	5	WRFL-FM	.1	1	5	WCKU-FM	1.3	9	1	WCKU-FM	1.3	9	1
								WRFL-FM	.1	1	5	WBKY-FM	.3	2	5	WCKU-FM	1.3	9	1	WCKU-FM	1.3	9	1
												WBBE	.3	2	5	WCKU-FM	1.3	9	1	WCKU-FM	1.3	9	1
												WRFL-FM	.1	1	5	WCKU-FM	1.3	9	1	WCKU-FM	1.3	9	1
												WHAS	.1	1	3	WCKU-FM	1.3	9	1	WCKU-FM	1.3	9	1
												WLW	.1	1	5	WCKU-FM	1.3	9	1	WCKU-FM	1.3	9	1
												WLW	.1	1	3	WCKU-FM	1.3	9	1	WCKU-FM	1.3	9	1
																WCKU-FM	1.3	9	1	WCKU-FM	1.3	9	1
																WCKU-FM	1.3	9	1	WCKU-FM	1.3	9	1
																WCKU-FM	1.3	9	1	WCKU-FM	1.3	9	1
																WCKU-FM	1.3	9	1	WCKU-FM	1.3	9	1
																WCKU-FM	1.3	9	1	WCKU-FM	1.3	9	1
																WCKU-FM	1.3	9	1	WCKU-FM	1.3	9	1
																WCKU-FM	1.3	9	1	WCKU-FM	1.3	9	1
																WCKU-FM	1.3	9	1	WCKU-FM	1.3	9	1
																WCKU-FM	1.3	9	1	WCKU-FM	1.3	9	1
																WCKU-FM	1.3	9	1	WCKU-FM	1.3	9	1
																WCKU-FM	1.3	9	1	WCKU-FM	1.3	9	1
																WCKU-FM	1.3	9	1	WCKU-FM	1.3	9	1
																WCKU-FM	1.3	9	1	WCKU-FM	1.3	9	1
																WCKU-FM	1.3	9	1	WCKU-FM	1.3	9	1
																WCKU-FM	1.3	9	1	WCKU-FM	1.3	9	1
																WCKU-FM	1.3	9	1	WCKU-FM	1.3	9	1
																WCKU-FM	1.3	9	1	WCKU-FM	1.3	9	1
																WCKU-FM	1.3	9	1	WCKU-FM	1.3	9	1
																WCKU-FM	1.3	9	1	WCKU-FM	1.3	9	1
																WCKU-FM	1.3	9	1	WCKU-FM	1.3	9	1
																WCKU-FM	1.3	9	1	WCKU-FM	1.3	9	1
																WCKU-FM	1.3	9	1	WCKU-FM	1.3	9	1
																WCKU-FM	1.3	9	1	WCKU-FM	1.3	9	1
																WCKU-FM	1.3	9	1	WCKU-FM	1.3	9	1
																WCKU-FM	1.3	9	1	WCKU-FM	1.3	9	1
																WCKU-FM	1.3	9	1	WCKU-FM	1.3	9	1
																WCKU-FM	1.3	9	1	WCKU-FM	1.3	9	1
																WCKU-FM	1.3	9	1	WCKU-FM	1.3	9	1
																WCKU-FM	1.3	9	1	WCKU-FM	1.3	9	1
																WCKU-FM	1.3	9	1	WCKU-FM	1.3	9	1
																WCKU-FM	1.3	9	1	WCKU-FM	1.3	9	1
																WCKU-FM	1.3	9	1	WCKU-FM	1.3	9	1
																WCKU-FM	1.3	9	1	WCKU-FM	1.3	9	1
																WCKU-FM	1.3	9	1	WCKU-FM	1.3	9	1
																WCKU-FM	1.3	9	1	WCKU-FM	1.3	9	1
																WCKU-FM	1.3	9	1	WCKU-FM	1.3	9	1
																WCKU-FM	1.3	9	1	WCKU-FM	1.3	9	1
																WCKU-FM	1.3	9	1	WCKU-FM	1.3	9	1
																WCKU-FM	1.3	9	1	WCKU-FM	1.3	9	1
																WCKU-FM	1.3	9	1	WCKU-FM	1.3	9	1
																WCKU-FM	1.3	9	1	WCKU-FM	1.3	9	1
																WCKU-FM	1.3	9	1	WCKU-FM	1.3	9	1
																WCKU-FM	1.3	9	1	WCKU-FM	1.3	9	1
																WCKU-FM	1.3	9	1	WCKU-FM	1.3	9	1
																WCKU-FM	1.3	9	1	WCKU-FM	1.3	9	1
																WCKU-FM	1.3	9	1	WCKU-FM	1.3	9	1
																WCKU-FM	1.3	9	1	WCKU-FM	1.3	9	1
																WCKU-FM	1.3	9	1	WCKU-FM	1.3	9	1
																WCKU-FM	1.3	9	1	WCKU-FM	1.3	9	1
																WCKU-FM	1.3	9	1	WCKU-FM	1.3	9	1
																WCKU-FM	1.3	9	1	WCKU-FM	1.3	9	1
																WCKU-FM	1.3	9	1	WCKU-FM	1.3	9	1
																WCKU-FM	1.3	9	1	WCKU-FM	1.3	9	1
																WCKU-FM	1.3	9	1	WCKU-FM	1.3	9	1
																WCKU-FM	1.3	9	1	WCKU-FM	1.3	9	1
																WCKU-FM	1.3	9	1	WCKU-FM	1.3	9	1
																WCKU-FM	1.3	9	1	WCKU-FM	1.3	9	1

AVERAGE QUARTER HOUR AND CUME RANKERS

MON - FRI 6:00AM-7:00PM			MON - FRI 6:00AM-10:00AM + 3:00PM-7:00PM			MON - FRI 6:00AM-3:00PM			MON - FRI 3:00PM-12:00 MID			SAT - SUN 6:00AM-12:00 MID												
STATION	AQH PRS RTG	AQH PRS (OO)	STATION	CUME PRS (OO)	STATION	AQH PRS RTG	AQH PRS (OO)	STATION	CUME PRS (OO)	STATION	AQH PRS RTG	AQH PRS (OO)	STATION	CUME PRS (OO)	STATION	AQH PRS RTG	AQH PRS (OO)	STATION	CUME PRS (OO)					
WVLC-FM	5.2	36	WVLC-FM	281	WVLC-FM	5.2	36	WVLC-FM	248	WVLC-FM	5.5	38	WVLC-FM	248	WCKU-FM	3.3	23	WVLC-FM	205	WCKU-FM	4.7	32	WVLC-FM	141
WLAP-FM	4.5	31	WLAP-FM	254	WLAP-FM	4.7	32	WLAP-FM	232	WLAP-FM	4.5	31	WLAP-FM	219	WVLC-FM	3.2	22	WLAP-FM	195	WVLC-FM	2.9	20	WLAP-FM	130
WCKU-FM	3.5	24	WKQQ-FM	188	WKQQ-FM	3.9	27	WKQQ-FM	176	WCKU-FM	3.1	21	WKQQ-FM	143	WLAP-FM	2.8	19	WKQQ-FM	153	WLAP-FM	1.9	13	WCKU-FM	103
WKQQ-FM	3.5	24	WCKU-FM	109	WCKU-FM	3.8	26	WCKU-FM	109	WKQQ-FM	3.1	21	WVLC	90	WKQQ-FM	2.5	17	WCKU-FM	89	WKQQ-FM	1.5	10	WKQQ-FM	91
WVLC	1.9	13	WVLC	93	WVLC	2.3	16	WVLC	85	WVLC	2.2	15	WCKU-FM	90	WMGB-FM	.9	6	WFMI-FM	58	WCOZ-FM	1.0	7	WVLC	77
WEKU-FM	1.9	13	WEKU-FM	73	WMGB-FM	1.7	12	WEKU-FM	73	WEKU-FM	1.9	13	WEKU-FM	67	WJMM-FM	.7	5	WEKU-FM	57	WMGB-FM	.7	5	WMGB-FM	61
WMGB-FM	1.6	11	WFMI-FM	69	WEKU-FM	1.7	12	WFMI-FM	65	WMGB-FM	1.7	12	WMGB-FM	58	WEKU-FM	.7	5	WMGB-FM	43	WVLC	.7	5	WFMI-FM	52
WJMM-FM	1.0	7	WMGB-FM	58	WJMM-FM	1.2	8	WMGB-FM	58	WCOZ-FM	1.0	7	WFMI-FM	52	WVLC	.6	4	WJMM-FM	36	WBKY-FM	.7	5	WCOZ-FM	42
WCOZ-FM	.9	6	WCOZ-FM	45	WLXG	1.0	7	WCOZ-FM	39	WLXG	1.0	7	WCOZ-FM	38	WCOZ-FM	.4	3	WVLC	28	WFMI-FM	.4	3	WLAP	42
WLXG	.9	6	WJMM-FM	44	WCOZ-FM	.9	6	WJMM-FM	38	WLAP	1.0	7	WBKY-FM	36	WLXG	.4	3	WCOZ-FM	28	WLAP	.4	3	WBKY-FM	36
WLAP	.9	6	WBKY-FM	36	WFMI-FM	.9	6	WBKY-FM	36	WJMM-FM	.9	6	WJMM-FM	35	WFMI-FM	.3	2	WBKY-FM	28	WLXG	.1	1	WLXG	23
WFMI-FM	.6	4	WLXG	34	WLAP	.9	6	WLXG	27	WBKY-FM	.6	4	WLAP	27	WBBE	.3	2	WLXG	27	WCGW*	.1	1	WEKU-FM	21
WBKY-FM	.6	4	WLAP	27	WBKY-FM	.6	4	WLAP	23	WFMI-FM	.4	3	WLXG	27	WBKY-FM	.3	2	WLAP	19	WBBE	.1	1	WCGW*	16
WBBE	.3	2	WHAS	20	WBBE	.3	2	WHAS	20	WBBE	.4	3	WHAS	20	WLAP	.1	1	WHAS	11	WHRS	.1	1	WJMM-FM	9
WHAS	.3	2	WRFL-FM	10	WHAS	.3	2	WBBE	5	WRFL-FM	.1	1	WRFL-FM	10			WBBE	9	WHAS	.1	1	WHAS	9	
			WCGW*	7	WLW	.1	1	WRFL-FM	5	WHAS	.1	1	WCGW*	7			WRFL-FM	5					WHRS	7
			WBBE	5				WLW	5				WBBE	5			WLW	5					WBBE	5
			WLW	5																			WRFL-FM	4
TOT		191		647			207		635			192		626			114		592			110		569

+ DENOTES SPANISH STATION. SEE ADVISORY ON PAGE IV.
* ESTIMATES ADJUSTED FOR ACTUAL BROADCAST SCHEDULE

AVERAGE QUARTER HOUR AND CUME RANKERS

MON - SUN 6:00AM-12:00 MID			MON - FRI 6:00AM-10:00AM			MON - FRI 10:00AM-3:00PM			MON - FRI 3:00PM-7:00PM			MON - FRI 7:00PM-12:00 MID									
STATION	AQH PRS RTG	AQH PRS (OO)	STATION	CUME PRS (OO)	STATION	AQH PRS RTG	AQH PRS (OO)	STATION	CUME PRS (OO)	STATION	AQH PRS RTG	AQH PRS (OO)	STATION	CUME PRS (OO)	STATION	AQH PRS RTG	AQH PRS (OO)	STATION	CUME PRS (OO)		
WKQQ-FM	3.6	92	WVLF-FM	1008	WKQQ-FM	4.4	113	WVLF-FM	589	WKQQ-FM	4.7	120	WKQQ-FM	414	WKQQ-FM	4.6	117	WKQQ-FM	603		
WVLF-FM	3.3	84	WKQQ-FM	890	WVLF-FM	4.3	110	WKQQ-FM	515	WVLF-FM	3.7	93	WVLF-FM	401	WVLF-FM	3.6	92	WVLF-FM	531		
WCKU-FM	2.4	61	WLAP-FM	825	WVLF-FM	2.9	74	WLAP-FM	399	WLAP-FM	2.6	67	WLAP-FM	305	WCKU-FM	3.5	90	WLAP-FM	429		
WLAP-FM	2.2	55	WCKU-FM	435	WCKU-FM	2.5	63	WVLF-FM	280	WCKU-FM	2.2	57	WCKU-FM	160	WLAP-FM	2.8	71	WCKU-FM	299		
WVLF-FM	1.1	27	WVLF-FM	384	WLAP-FM	2.4	62	WCKU-FM	215	WVLF-FM	1.3	32	WVLF-FM	101	WVLF-FM	1.1	28	WFMI-FM	160		
WCOZ-FM	.6	15	WFMI-FM	348	WEKU-FM	.8	21	WFMI-FM	119	WEKU-FM	1.0	25	WFMI-FM	98	WFMI-FM	.9	22	WVLF-FM	122		
WFMI-FM	.6	14	WLAP	194	WMGB-FM	.7	18	WMGB-FM	102	WCOZ-FM	.7	19	WEKU-FM	72	WJMM-FM	.7	18	WEKU-FM	93		
WMGB-FM	.5	13	WMGB-FM	168	WLAP	.6	15	WEKU-FM	95	WMGB-FM	.7	18	WBKY-FM	61	WMGB-FM	.7	18	WMGB-FM	86		
WEKU-FM	.5	12	WCOZ-FM	165	WJMM-FM	.6	15	WLAP	85	WLAP	.7	17	WJMM-FM	49	WEKU-FM	.7	18	WJMM-FM	70		
WLAP	.4	11	WEKU-FM	157	WFMI-FM	.6	14	WCOZ-FM	70	WFMI-FM	.6	14	WMGB-FM	48	WCOZ-FM	.6	15	WLAP	61		
WJMM-FM	.3	8	WJMM-FM	144	WCOZ-FM	.5	13	WJMM-FM	69	WJMM-FM	.5	12	WCOZ-FM	43	WLW	.4	10	WBKY-FM	59		
WLXG	.3	8	WBKY-FM	142	WBKY-FM	.4	11	WBKY-FM	66	WBBE	.4	10	WBBE	41	WLAP	.4	9	WCOZ-FM	57		
WBKY-FM	.3	7	WHAS	116	WLXG	.4	11	WHAS	64	WBKY-FM	.4	9	WLXG	41	WLXG	.3	8	WBBE	47		
WBBE	.2	6	WLW	108	WHAS	.3	7	WLXG	37	WLXG	.4	9	WLAP	39	WBKY-FM	.3	7	WLW	44		
WLW	.2	6	WLXG	98	WBBE	.2	6	WBBE	34	WLW	.4	9	WLW	35	WBBE	.3	7	WLXG	42		
WCGW*	.1	3	WCGW*	91	WLW	.1	3	WRFL-FM	26	WCGW*	.1	3	WCGW*	25	WHAS	.2	5	WHAS	41		
WHAS	.1	2	WBBE	90	WNVL	.1	2	WLW	19	WRFL-FM	.1	3	WRFL-FM	12	WRFL-FM	.2	5	WRFL-FM	36		
WRFL-FM	.1	2	WRFL-FM	58	WRFL-FM	1	7	WHS	7	WRFL-FM	.1	3	WRFL-FM	3	WCGW*	.2	4	WNVL	15		
			WNVL	26	WHS	1	7	WNVL	7				WHAS	3	WNVL	.1	3	WCGW*	14		
			WHS	18	WCGW*	3			3				WHS	3	WHS			WHS	8		
PUR		439		2339		578		1870			531		1541		559		1833		263		1159

* DENOTES SPANISH STATION. SEE ADVISORY ON PAGE IV.
* ESTIMATES ADJUSTED FOR ACTUAL BROADCAST SCHEDULE

AVERAGE QUARTER HOUR AND CUME RANKERS

MON - FRI 6:00AM-7:00PM				MON - FRI 6:00AM-10:00AM + 3:00PM-7:00PM				MON - FRI 6:00AM-3:00PM				MON - FRI 3:00PM-12:00 MID				SAT - SUN 6:00AM-12:00 MID															
STATION	AQH PRS RTG	AQH PRS (00)	CUME PRS (00)	STATION	AQH PRS RTG	AQH PRS (00)	CUME PRS (00)	STATION	AQH PRS RTG	AQH PRS (00)	CUME PRS (00)	STATION	AQH PRS RTG	AQH PRS (00)	CUME PRS (00)	STATION	AQH PRS RTG	AQH PRS (00)	CUME PRS (00)	STATION	AQH PRS RTG	AQH PRS (00)	CUME PRS (00)								
WKQQ-FM	4.6	118	861	WKQQ-FM	4.6	117	781	WKQQ-FM	4.5	115	741	WKQQ-FM	3.1	80	662	WVLC-FM	3.5	89	587	WVLC-FM	3.2	81	484	WKQQ-FM	3.2	81	484	WKQQ-FM	3.2	81	484
WVLC-FM	3.8	97	801	WVLC-FM	4.1	103	738	WVLC-FM	4.0	101	647	WVLC-FM	2.8	70	614	WKQQ-FM	3.2	81	484	WKQQ-FM	3.2	81	484	WKQQ-FM	3.2	81	484	WKQQ-FM	3.2	81	484
WCKU-FM	2.8	70	682	WCKU-FM	3.1	78	590	WCKU-FM	2.5	64	551	WVLC-FM	2.5	63	583	WVLC-FM	2.1	54	393	WVLC-FM	2.1	54	393	WVLC-FM	2.1	54	393	WVLC-FM	2.1	54	393
WLAP-FM	2.6	67	354	WLAP-FM	2.7	69	344	WCKU-FM	2.3	59	302	WLAP-FM	2.2	56	323	WLAP-FM	1.5	39	263	WLAP-FM	1.5	39	263	WLAP-FM	1.5	39	263	WLAP-FM	1.5	39	263
WVLC	1.7	43	310	WVLC	2.1	54	297	WVLC	1.9	49	276	WVLC	.8	21	224	WVLC	.7	19	219	WVLC	.7	19	219	WVLC	.7	19	219	WVLC	.7	19	219
WEKU-FM	.8	21	260	WEKU-FM	.9	22	223	WEKU-FM	.9	24	198	WFMI-FM	.6	15	161	WFMI-FM	.6	16	161	WFMI-FM	.6	16	161	WFMI-FM	.6	16	161				
WMGB-FM	.7	19	130	WFMI-FM	.8	20	123	WMGB-FM	.7	19	119	WCOZ-FM	.5	13	118	WLAP	.4	11	154	WLAP	.4	11	154	WLAP	.4	11	154	WLAP	.4	11	154
WCOZ-FM	.7	17	126	WJMM-FM	.8	20	114	WLAP	.6	16	113	WJMM-FM	.4	10	88	WCOZ-FM	.4	11	119	WCOZ-FM	.4	11	119	WCOZ-FM	.4	11	119	WCOZ-FM	.4	11	119
WFMI-FM	.7	17	112	WMGB-FM	.8	20	106	WCOZ-FM	.6	16	98	WEKU-FM	.4	9	86	WMGB-FM	.3	8	110	WMGB-FM	.3	8	110	WMGB-FM	.3	8	110	WMGB-FM	.3	8	110
WJMM-FM	.6	16	111	WLAP	.6	15	103	WJMM-FM	.5	13	93	WLW	.4	9	79	WLXG	.3	7	93	WLXG	.3	7	93	WLXG	.3	7	93	WLXG	.3	7	93
WLAP	.6	14	109	WCOZ-FM	.6	15	92	WFMI-FM	.5	13	90	WMGB-FM	.3	8	77	WCOZ-FM	.3	7	79	WCOZ-FM	.3	7	79	WCOZ-FM	.3	7	79	WCOZ-FM	.3	7	79
WBKY-FM	.4	10	92	WLXG	.4	11	87	WLXG	.4	10	84	WLAP	.2	6	75	WBKY-FM	.2	6	76	WBKY-FM	.2	6	76	WBKY-FM	.2	6	76	WBKY-FM	.2	6	76
WLXG	.4	9	87	WBKY-FM	.4	10	87	WBBE	.4	9	84	WLXG	.2	5	75	WJMM-FM	.2	6	73	WJMM-FM	.2	6	73	WJMM-FM	.2	6	73	WJMM-FM	.2	6	73
WBBE	.3	8	70	WBBE	.3	8	61	WBKY-FM	.4	9	64	WLW	.2	5	75	WBBE	.2	6	73	WBBE	.2	6	73	WBBE	.2	6	73	WBBE	.2	6	73
WLW	.2	6	67	WHAS	.3	8	57	WBBE	.4	9	52	WBKY-FM	.2	5	61	WCGW*	.2	5	48	WCGW*	.2	5	48	WCGW*	.2	5	48	WCGW*	.2	5	48
WHAS	.2	4	64	WLW	.3	8	50	WLW	.3	7	49	WCGW*	.2	4	57	WHAS	.2	4	45	WHAS	.2	4	45	WHAS	.2	4	45	WHAS	.2	4	45
WRFL-FM	.1	3	46	WLW	.3	8	50	WCGW*	.1	2	46	WBBE	.2	4	46	WLXG	.1	3	43	WLXG	.1	3	43	WLXG	.1	3	43	WLXG	.1	3	43
WCGW*	.1	2	29	WRFL-FM	.2	4	41	WRFL-FM	.1	2	38	WNVL	1	1	38	WHAS	.1	3	35	WHAS	.1	3	35	WHAS	.1	3	35	WHAS	.1	3	35
WNVL	1	1	18	WRFL-FM	.2	4	41	WRFL-FM	.1	2	38	WNVL	1	1	38	WLW	.1	3	35	WLW	.1	3	35	WLW	.1	3	35	WLW	.1	3	35
				WVLC	.1	1	17	WVLC	.1	1	17	WHAS	1	1	25	WRFL-FM	.1	3	31	WRFL-FM	.1	3	31	WRFL-FM	.1	3	31	WRFL-FM	.1	3	31
				WCGW*	1	1	11	WCGW*	1	1	11	WHRS	7	7	8	WHRS	1	1	8	WHRS	1	1	8	WHRS	1	1	8	WHRS	1	1	8
				WVLC	1	1	11	WVLC	1	1	11	WNVL	7	7	8	WVLC	1	1	7	WVLC	1	1	7	WVLC	1	1	7	WVLC	1	1	7

+ DENOTES SPANISH STATION. SEE ADVISORY ON PAGE IV.
* ESTIMATES ADJUSTED FOR ACTUAL BROADCAST SCHEDULE

AVERAGE QUARTER HOUR AND CUME RANKERS

MON - FRI 6:00AM-7:00PM				MON - FRI 6:00AM-10:00AM + 3:00PM-7:00PM				MON - FRI 6:00AM-3:00PM				MON - FRI 3:00PM-12:00 MID				SAT - SUN 6:00AM-12:00 MID				
STATION	AQH PRS RTG	AQH PRS (OO)	CUME PRS (OO)	STATION	AQH PRS RTG	AQH PRS (OO)	CUME PRS (OO)	STATION	AQH PRS RTG	AQH PRS (OO)	CUME PRS (OO)	STATION	AQH PRS RTG	AQH PRS (OO)	CUME PRS (OO)	STATION	AQH PRS RTG	AQH PRS (OO)	CUME PRS (OO)	
WFMI-FM	8.6	22	192	WFMI-FM	10.2	26	191	WFMI-FM	7.5	19	178	WFMI-FM	9.8	25	190	WCKU-FM	8.6	22	WFMI-FM	172
WCKU-FM	3.5	9	104	WCKU-FM	5.5	14	104	WCKU-FM	3.5	9	79	WCKU-FM	4.7	12	77	WFMI-FM	8.6	22	WCKU-FM	116
WLAP-FM	2.0	5	80	WLAP-FM	2.7	7	76	WLAP-FM	1.2	3	70	WLAP-FM	3.1	8	75	WLAP-FM	4.3	11	WLAP-FM	90
WVLK-FM	1.2	3	40	WVLK-FM	1.6	4	40	WVLK-FM	1.2	3	30	WVLK-FM	1.2	3	32	WKQQ-FM	2.4	6	WKQQ-FM	80
WMGB-FM	.4	1	28	WMGB-FM	.8	2	25	WKQQ-FM	.4	1	16	WMGB-FM	.8	2	28	WVLK-FM	.4	1	WVLK	18
WKQQ-FM	.4	1	4	WRFL-FM	.8	2	4	WRFL-FM	2	4	4	WRFL-FM	.8	2	17	WRFL-FM			WVLK-FM	16
				WRFL-FM	.4	1	4	WMGB-FM			4	WMGB-FM			4	WRFL-FM			WRFL-FM	11
				WMGB-FM			4	WCOZ-FM			3	WCOZ-FM			3	WMGB-FM			WMGB-FM	4
				WCOZ-FM			3					WLAP			3	WCOZ-FM			WCOZ-FM	4
PLR																				
	41		237		57		236		35		224		56		235		63		241	

+ DENOTES SPANISH STATION. SEE ADVISORY ON PAGE IV.
 * ESTIMATES ADJUSTED FOR ACTUAL BROADCAST SCHEDULE

AVERAGE QUARTER HOUR AND CUME RANKERS

MON - SUN 6:00AM-12:00 MID			MON - FRI 6:00AM-10:00AM			MON - FRI 10:00AM-3:00PM			MON - FRI 3:00PM-7:00PM			MON - FRI 7:00PM-12:00 MID												
STATION	AQH PRS RTG	AQH PRS (OO)	STATION	CUME PRS (OO)	STATION	AQH PRS RTG	AQH PRS (OO)	STATION	CUME PRS (OO)	STATION	AQH PRS RTG	AQH PRS (OO)	STATION	CUME PRS (OO)	STATION	AQH PRS RTG	AQH PRS (OO)	STATION	CUME PRS (OO)					
WKQQ-FM	7.0	78	WKQQ-FM	733	WKQQ-FM	8.2	92	WKQQ-FM	408	WKQQ-FM	8.8	98	WKQQ-FM	341	WKQQ-FM	8.2	92	WKQQ-FM	480	WCKU-FM	4.1	46	WKQQ-FM	202
WCKU-FM	4.4	49	WLAP-FM	602	WCKU-FM	5.1	57	WLAP-FM	284	WCKU-FM	4.1	46	WLAP-FM	232	WCKU-FM	6.6	74	WLAP-FM	299	WKQQ-FM	4.1	46	WLAP-FM	181
WVWK-FM	3.7	41	WVWK-FM	427	WLAP-FM	4.0	45	WVWK-FM	243	WLAP-FM	4.0	45	WVWK-FM	185	WLAP-FM	4.5	50	WCKU-FM	228	WLAP-FM	2.5	28	WCKU-FM	152
WLAP-FM	3.5	39	WCKU-FM	305	WVWK-FM	3.8	43	WCKU-FM	186	WVWK-FM	3.7	41	WCKU-FM	136	WVWK-FM	3.7	41	WVWK-FM	203	WVWK-FM	1.3	15	WVWK-FM	95
WFMI-FM	1.3	14	WFMI-FM	290	WVWK	1.3	14	WFMI-FM	95	WFMI-FM	1.3	14	WFMI-FM	94	WFMI-FM	1.9	21	WFMI-FM	134	WFMI-FM	.7	8	WFMI-FM	94
WMGB-FM	.7	8	WMGB-FM	89	WFMI-FM	1.2	13	WVWK	59	WMGB-FM	1.1	12	WMGB-FM	39	WJMM-FM	1.2	13	WJMM-FM	50	WCOZ-FM	.4	5	WEKU-FM	17
WVWK	.4	5	WVWK	79	WMGB-FM	.9	10	WJMM-FM	51	WJMM-FM	.6	7	WJMM-FM	26	WMGB-FM	1.0	11	WMGB-FM	47	WJMM-FM	.4	4	WJMM-FM	16
WJMM-FM	.4	5	WJMM-FM	72	WJMM-FM	.5	6	WCOZ-FM	30	WVWK	.5	6	WEKU-FM	21	WEKU-FM	.5	6	WEKU-FM	33	WVWK	.3	3	WVWK	15
WCOZ-FM	.4	4	WCOZ-FM	66	WEKU-FM	.5	6	WHAS	30	WCOZ-FM	.5	6	WLXG	20	WLW	.5	6	WVWK	29	WEKU-FM	.2	2	WLAP	10
WEKU-FM	.4	4	WEKU-FM	54	WLAP	.4	5	WLAP	28	WLAP	.4	5	WVWK	17	WVWK	.4	4	WLAP	25	WLAP	.1	1	WCOZ-FM	9
WLAP	.3	3	WLAP	52	WCOZ-FM	.4	5	WEKU-FM	26	WEKU-FM	.4	5	WBKY-FM	15	WCOZ-FM	.4	4	WLW	23	WBKY-FM	.1	1	WLW	5
WLXG	.2	2	WLW	43	WLXG	.2	2	WJMM-FM	23	WLXG	.4	4	WLAP	14	WLAP	.4	4	WRFL-FM	20	WMGB-FM	.1	1	WBKY-FM	4
WBKY-FM	.2	2	WLXG	40	WHAS	.2	2	WBKY-FM	21	WLW	.4	4	WRFL-FM	12	WRFL-FM	.4	4	WCOZ-FM	15					
WRFL-FM	.2	2	WRFL-FM	37	WBKY-FM	.1	1	WLXG	15	WRFL-FM	.3	3	WCOZ-FM	11	WLXG	.3	3	WHAS	15					
WLW	.2	2	WHAS	31	WLW	.1	1	WLW	11	WBKY-FM	.1	1	WLW	11	WHAS	.1	1	WBKY-FM	15					
			WBKY-FM	30	WRFL-FM			WRFL-FM	5				WCGW*	4				WBKY-FM	.1	1	WLXG	11		
			WCGW*	9									WHAS	3										
PUR		263		1096		310		933		302		843		340		969		162		652				

+ DENOTES SPANISH STATION, SEE ADVISORY ON PAGE IV.
* ESTIMATES ADJUSTED FOR ACTUAL BROADCAST SCHEDULE

AVERAGE QUARTER HOUR AND CUME RANKERS

MON - FRI 6:00AM-7:00PM			MON - FRI 6:00AM-10:00AM + 3:00PM-7:00PM			MON - FRI 6:00AM-3:00PM			MON - FRI 3:00PM-12:00 MID			SAT - SUN 6:00AM-12:00 MID												
STATION	AQH PRS RTG	AQH PRS (OO)	STATION	CUME PRS (OO)	STATION	AQH PRS RTG	AQH PRS (OO)	STATION	CUME PRS (OO)	STATION	AQH PRS RTG	AQH PRS (OO)	STATION	CUME PRS (OO)	STATION	AQH PRS RTG	AQH PRS (OO)	STATION	CUME PRS (OO)					
WKQQ-FM	5.4	73	WVLK-FM	555	WKQQ-FM	5.6	76	WVLK-FM	500	WVLK-FM	5.2	70	WVLK-FM	482	WVLK-FM	3.5	47	WVLK-FM	408	WVLK-FM	4.6	62	WVLK-FM	346
WVLK-FM	5.1	69	WKQQ-FM	510	WVLK-FM	5.3	72	WKQQ-FM	468	WKQQ-FM	5.1	69	WKQQ-FM	407	WKQQ-FM	3.4	46	WKQQ-FM	404	WKQQ-FM	2.8	38	WKQQ-FM	250
WLAP-FM	3.7	50	WLAP-FM	463	WLAP-FM	3.6	49	WLAP-FM	404	WLAP-FM	3.8	51	WLAP-FM	396	WLAP-FM	2.7	36	WLAP-FM	375	WCKU-FM	2.7	37	WLAP-FM	234
WCKU-FM	2.6	35	WVLK	206	WCKU-FM	2.8	38	WVLK	198	WVLK	2.5	34	WVLK	203	WCKU-FM	2.4	33	WCKU-FM	140	WLAP-FM	1.7	23	WCKU-FM	135
WVLK	2.2	30	WCKU-FM	160	WVLK	2.5	34	WCKU-FM	160	WCKU-FM	2.2	30	WCKU-FM	126	WVLK	.9	12	WFMI-FM	109	WVLK	.7	10	WVLK	134
WEKU-FM	1.2	16	WFMI-FM	126	WMGB-FM	1.3	17	WFMI-FM	122	WEKU-FM	1.3	17	WFMI-FM	97	WCOZ-FM	.7	9	WVLK	101	WLAP	.7	9	WLAP	94
WMGB-FM	1.1	15	WMGB-FM	102	WEKU-FM	1.2	16	WEKU-FM	100	WMGB-FM	1.2	16	WMGB-FM	94	WJMM-FM	.6	8	WEKU-FM	84	WCOZ-FM	.6	8	WFMI-FM	82
WCOZ-FM	1.0	14	WEKU-FM	100	WJMM-FM	1.0	13	WMGB-FM	96	WLAP	1.0	14	WEKU-FM	89	WMGB-FM	.6	8	WMGB-FM	71	WMGB-FM	.5	7	WMGB-FM	73
WLAP	.9	12	WCOZ-FM	84	WLAP	.9	12	WLAP	74	WCOZ-FM	1.0	14	WLAP	78	WEKU-FM	.5	7	WJMM-FM	64	WLXG	.4	6	WLXG	71
WJMM-FM	.8	11	WLAP	82	WCOZ-FM	.9	12	WCOZ-FM	74	WLXG	.7	9	WBKY-FM	74	WLW	.4	6	WBKY-FM	61	WBKY-FM	.4	6	WCOZ-FM	60
WFMI-FM	.6	8	WJMM-FM	76	WFMI-FM	.7	10	WJMM-FM	70	WJMM-FM	.6	8	WCOZ-FM	72	WLXG	.4	5	WLAP	56	WCGW*	.4	5	WCGW*	52
WLXG	.6	8	WBKY-FM	74	WLXG	.7	10	WBKY-FM	69	WFMI-FM	.5	7	WJMM-FM	48	WFMI-FM	.3	4	WCOZ-FM	54	WJMM-FM	.3	4	WBKY-FM	45
WBKY-FM	.6	8	WLXG	56	WBKY-FM	.6	8	WHAS	50	WBKY-FM	.5	7	WHAS	43	WLAP	.3	4	WLW	53	WFMI-FM	.3	4	WJMM-FM	40
WLW	.4	6	WLW	53	WLW	.5	7	WLXG	49	WLW	.5	7	WLXG	41	WBKY-FM	.3	4	WLXG	46	WEKU-FM	.2	3	WEKU-FM	40
WHAS	.2	3	WHAS	50	WHAS	.4	5	WLW	39	WBBE	.2	3	WLW	40	WBBE	.1	2	WHAS	34	WBBE	.1	1	WLW	31
WBBE	.1	2	WRFL-FM	31	WRFL-FM	.1	2	WRFL-FM	26	WHAS	.1	1	WRFL-FM	31	WHAS	.1	1	WRFL-FM	21	WHRS	.1	1	WHAS	20
WRFL-FM	.1	1	WCGW*	11	WBBE	.1	2	WBBE	9	WRFL-FM	.1	1	WBBE	9	WBBE	.1	1	WRFL-FM	9	WRFL-FM	.1	1	WRFL-FM	10
			WBBE	9	WNVL	.1	1	WCGW*	4				WCGW*	7	WCGW*	4	WHAS	.1	1	WHRS	7			
			WNVL	4				WNVL	4				WNVL	4	WNVL	4				WBBE	5			
PUR																								
	370		1280		396		1255		367		1238		236		1192		238		1134					

+ DENOTES SPANISH STATION. SEE ADVISORY ON PAGE IV.
* ESTIMATES ADJUSTED FOR ACTUAL BROADCAST SCHEDULE

AVERAGE QUARTER HOUR AND CUME RANKERS

MON - SUN 6:00AM-12:00 MID				MON - FRI 6:00AM-10:00AM				MON - FRI 10:00AM-3:00PM				MON - FRI 3:00PM-7:00PM				MON - FRI 7:00PM-12:00 MID															
STATION	AQH PRS RTG	AQH PRS (OO)	CUME PRS (OO)	STATION	AQH PRS RTG	AQH PRS (OO)	CUME PRS (OO)	STATION	AQH PRS RTG	AQH PRS (OO)	CUME PRS (OO)	STATION	AQH PRS RTG	AQH PRS (OO)	CUME PRS (OO)	STATION	AQH PRS RTG	AQH PRS (OO)	CUME PRS (OO)	STATION	AQH PRS RTG	AQH PRS (OO)	CUME PRS (OO)								
WVLK-FM	4.5	67	734	WVLK-FM	6.1	91	456	WVLK-FM	5.1	76	309	WKQQ-FM	5.1	76	427	WVLK-FM	2.3	35	176												
WKQQ-FM	3.4	51	552	WKQQ-FM	4.8	72	333	WKQQ-FM	4.6	69	246	WVLK-FM	5.1	76	387	WLAP-FM	1.8	27	166												
WLAP-FM	2.6	39	548	WLAP-FM	3.5	52	314	WLAP-FM	3.5	53	201	WLAP-FM	3.2	48	296	WCKU-FM	1.7	26	116												
WCKU-FM	2.3	34	284	WVLK	3.3	49	213	WCKU-FM	2.0	30	81	WCKU-FM	2.9	43	131	WKQQ-FM	1.5	22	70												
WVLK	1.4	21	195	WCKU-FM	2.1	31	96	WVLK	1.8	27	78	WVLK	1.5	23	98	WCOZ-FM	.5	8	53												
WCOZ-FM	.9	13	163	WMGB-FM	1.1	16	93	WEKU-FM	1.4	21	55	WJMM-FM	1.0	15	85	WFMI-FM	.3	5	35												
WMGB-FM	.7	11	142	WEKU-FM	1.1	16	89	WCOZ-FM	1.1	17	49	WMGB-FM	1.0	15	83	WVLK	.3	5	30												
WEKU-FM	.7	10	118	WLAP	.9	13	76	WMGB-FM	.9	14	35	WEKU-FM	1.0	15	71	WJMM-FM	.3	5	28												
WLAP	.6	9	116	WCOZ-FM	.9	13	76	WLAP	.9	14	33	WCOZ-FM	.9	13	66	WLXG	.3	4	25												
WJMM-FM	.5	7	115	WJMM-FM	.8	12	70	WLW	.6	9	33	WLW	.6	9	53	WLW	.3	4	24												
WLXG	.5	7	109	WFMI-FM	.7	10	58	WLXG	.5	8	32	WLXG	.5	8	48	WBKY-FM	.2	3	20												
WBKY-FM	.4	6	104	WLXG	.7	10	50	WJMM-FM	.5	8	29	WLAP	.5	8	46	WFMI-FM	.2	3	19												
WLW	.3	5	89	WBKY-FM	.6	9	47	WBKY-FM	.5	7	29	WFMI-FM	.5	8	42	WEKU-FM	.1	2	14												
WFMI-FM	.3	4	89	WHAS	.4	6	29	WFMI-FM	.4	6	29	WBKY-FM	.4	6	35	WLAP	.1	2	14												
WBBE	.2	3	81	WLW	.2	3	26	WBBE	.2	3	12	WHAS	.3	5	33	WLW	.1	1	13												
WHAS	.1	2	71	WRFL-FM	.1	1	19	WRFL-FM	.1	1	9	WRFL-FM	.1	2	21	WBBE	.1	1	4												
WRFL-FM	.1	1	33	WBBE	.1	2	9	WRFL-FM	.1	1	5	WRFL-FM	.1	2	5																
WCGW*	.1	1	25	WNVL	.1	1	4	WHAS			3	WBBE	.1	2	4																
WPRS			7									WCGW*			4																
WNVL			4									WNVL			4																
PUR		300	1456			421	1276				371				990				381				1226				156				721

+ DENOTES SPANISH STATION. SEE ADVISORY ON PAGE IV.
* ESTIMATES ADJUSTED FOR ACTUAL BROADCAST SCHEDULE

BIRCH RADIO

AVERAGE QUARTER HOUR AND CUME RANKERS

MON - FRI 6:00AM-7:00PM			MON - FRI 6:00AM-10:00AM + 3:00PM-7:00PM			MON - FRI 6:00AM-3:00PM			MON - FRI 3:00PM-12:00 MID			SAT - SUN 6:00AM-12:00 MID								
STATION	AQH PRS RTG	AQH PRS (OO)	STATION	CUME PRS (OO)	STATION	AQH PRS RTG	AQH PRS (OO)	STATION	CUME PRS (OO)	STATION	AQH PRS RTG	AQH PRS (OO)	STATION	CUME PRS (OO)	STATION	AQH PRS RTG	AQH PRS (OO)	STATION	CUME PRS (OO)	
WVLC-FM	5.4	81	WVLC-FM	654	WVLC-FM	5.6	84	WVLC-FM	599	WVLC-FM	5.5	82	WVLC-FM	566	WVLC-FM	4.3	65	WVLC-FM	386	
WKQQ-FM	4.9	73	WKQQ-FM	510	WKQQ-FM	5.1	76	WKQQ-FM	468	WKQQ-FM	4.6	69	WKQQ-FM	407	WKQQ-FM	2.5	38	WKQQ-FM	250	
WLAP-FM	3.4	51	WLAP-FM	477	WLAP-FM	3.3	50	WLAP-FM	418	WLAP-FM	3.4	51	WLAP-FM	402	WLAP-FM	2.5	38	WLAP-FM	234	
WCKU-FM	2.3	35	WVLC	233	WVLC	2.6	39	WVLC	225	WVLC	2.5	37	WVLC	230	WCKU-FM	1.5	23	WVLC	170	
WVLC	2.3	34	WCKU-FM	160	WCKU-FM	2.5	38	WCKU-FM	160	WCKU-FM	2.0	30	WCKU-FM	126	WVLC	.9	14	WVLC	143	
WEKU-FM	1.1	17	WFMI-FM	132	WMGB-FM	1.1	17	WFMI-FM	128	WEKU-FM	1.3	19	WFMI-FM	103	WCOZ-FM	.7	10	WFMI-FM	109	
WMGB-FM	1.0	15	WEKU-FM	104	WEKU-FM	1.1	17	WEKU-FM	104	WMGB-FM	1.1	16	WMGB-FM	94	WJMM-FM	.5	8	WEKU-FM	87	
WCOZ-FM	1.0	15	WMGB-FM	102	WJMM-FM	1.1	16	WMGB-FM	96	WCOZ-FM	1.0	15	WEKU-FM	93	WMGB-FM	.5	8	WJMM-FM	79	
WLAP	.8	12	WLAP	93	WCOZ-FM	.9	14	WLAP	85	WLAP	.9	14	WLAP	89	WEKU-FM	.5	7	WMGB-FM	71	
WJMM-FM	.8	12	WCOZ-FM	91	WLAP	.9	13	WCOZ-FM	81	WJMM-FM	.6	9	WCOZ-FM	79	WLW	.5	7	WBKY-FM	61	
WFMI-FM	.5	8	WJMM-FM	86	WFMI-FM	.7	11	WJMM-FM	80	WLXG	.6	9	WBKY-FM	78	WLXG	.3	5	WCOZ-FM	60	
WLXG	.5	8	WBKY-FM	78	WLXG	.7	10	WBKY-FM	73	WFMI-FM	.5	7	WJMM-FM	58	WFMI-FM	.3	5	WLW	58	
WBKY-FM	.5	8	WHAS	73	WBKY-FM	.5	8	WHAS	73	WBKY-FM	.5	7	WHAS	50	WLAP	.3	4	WCGW*	.3	5
WLW	.4	6	WLXG	56	WHAS	.5	7	WLXG	49	WLW	.5	7	WLXG	41	WBKY-FM	.3	4	WLAP	56	
WHAS	.3	4	WLW	53	WLW	.5	7	WLW	39	WBBE	.2	3	WLW	40	WHAS	.2	3	WFMI-FM	.3	4
WBBE	.1	2	WRFL-FM	31	WRFL-FM	.1	2	WRFL-FM	26	WHAS	.1	1	WRFL-FM	31	WBBE	.2	3	WEKU-FM	.2	3
WRFL-FM	.1	1	WCGW*	16	WBBE	.1	2	WBBE	9	WRFL-FM	.1	1	WCGW*	12	WLXG	.1	2	WLW	31	
			WBBE	9	WNVL	.1	1	WCGW*	9				WBBE	9	WRFL-FM	.1	1	WHAS	.1	2
			WNVL	4	WNVL			WNVL	4				WCGW*	4	WRFL-FM	.1	1	WBBE	.1	1
													WNVL	4	WRFL-FM	.1	1	WRFL-FM	.1	1
																		WRS	.1	1
																		WRFL-FM	.1	1
																		WRS		7
PUR		392		1408		426		1382		386		1356		248		1302		252		1257

+ DENOTES SPANISH STATION. SEE ADVISORY ON PAGE IV.
 * ESTIMATES ADJUSTED FOR ACTUAL BROADCAST SCHEDULE

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Daypart Persons Estimates

MONDAY-SUNDAY 6:00AM-MIDNIGHT

LEXINGTON/FAYETTE KY MSA
DECEMBER 1988 - FEBRUARY 1989

DAYPART QUARTER HOUR AND WEEKLY CUME PERSONS ESTIMATES (00)

	TOT 12+		MEN										WOMEN										TEENS 12-17	
			18-24		25-34		35-44		45-54		55-64		18-24		25-34		35-44		45-54		55-64			
	AQH	CUME	AQH	CUME	AQH	CUME	AQH	CUME	AQH	CUME	AQH	CUME	AQH	CUME	AQH	CUME	AQH	CUME	AQH	CUME	AQH	CUME	AQH	CUME
WBBE	6	90					4	1	8		18					2	6			7	1	15		
WBKY-FM	7	142				11	2	28		16					2	19	2	22		13	1	11		
WCGW*	3	91				5	1	11		30	1	8				4	5		16	1	6			
WCKU-FM	75	552	11	94	7	34	2	21		15		21	15	99	16	78	6	35	3	12	1	15	14	117
WCOZ-FM	15	169		12	1	20	4	26	1	3	1	13		9	3	25	3	32	1	9	1	16		4
WFMI-FM	36	564	4	80	2	50		12		6			6	101	2	59		24		12		16	22	216
WFRS		18																		7				11
WJMM-FM	8	144	1	12	1	27	1	9		13		4			3	33	1	11	1	11		14		
WKQQ-FM	95	970	26	197	22	242	10	94	3	11			15	135	15	159	1	37		9		6	3	80
WLAP	11	197		5	2	21	3	39	1	28		10		9	1	17	1	17	1	20		10		3
WLAP-FM	62	955	4	110	9	171	5	67	2	19			11	144	15	177	6	93	2	21		9	7	130
WLXG	8	98				12	3	36					1	9	1	19	2	18	1	4				
WMGB-FM	14	173		12	2	26	1	20				19	1	12	5	39	3	27		6	1	4	1	5
WNVL		26						4				8												
WRFL-FM	3	78	1	16	1	6		16						9		6		5				1		20
WVLK	27	402		4	4	43	4	53	3	56	1	22			1	32	4	52		48	1	27		18
WVLK-FM	86	1050	6	87	22	159	8	99	8	119	2	36	4	60	9	121	12	119	8	117	2	42	2	42
WEKU-FM	12	157		8	1	13	2	23			1	20			3	33	2	32	2	15	1	4		
WHAS	2	116		6		13	1	23		15						12	8		1	18		12		
WLW	6	108		7	2	22	2	22	1	27				9		5			1	5		2		
PUR	490	2590	53	219	79	326	51	242	22	190	6	105	54	220	77	331	46	246	25	161	11	119	51	251

+ DENOTES SPANISH STATION. SEE ADVISORY ON PAGE IV.
* ESTIMATES ADJUSTED FOR ACTUAL BROADCAST SCHEDULE

BIRCH RADIO

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Daypart Shares and Cume Ratings

LEXINGTON/FAYETTE KY MSA
DECEMBER 1988 - FEBRUARY 1989

MONDAY-SUNDAY 8:00AM-MIDNIGHT

DAYPART QUARTER HOUR SHARES AND WEEKLY CUME RATINGS

	TOT 12+		MEN										WOMEN										TEENS 12-17	
			18-24		25-34		35-44		45-54		55-64		18-24		25-34		35-44		45-54		55-64			
	AQH	CUME	AQH	CUME	AQH	CUME	AQH	CUME	AQH	CUME	AQH	CUME	AQH	CUME	AQH	CUME	AQH	CUME	AQH	CUME	AQH	CUME	AQH	CUME
WBBE	1.2	3.2					1.6	4.5	5.2		15.1					4.3	2.3		4.2	9.1	11.3			
WBKY-FM	1.4	5.1			3.3	3.9	11.3		10.4					2.6	5.6	4.3	8.6		7.8	9.1	8.3			
WCGW*	.6	3.3			1.5	2.0	4.4		19.5	16.7	6.7				1.2	2.0		9.6	9.1	4.5				
WCKU-FM	15.3	19.7	20.8	42.5	8.9	10.2	3.9	8.5	9.7		17.6	27.8	44.2	20.8	22.9	13.0	13.7	12.0	7.2	9.1	11.3	27.5	45.9	
WCOZ-FM	3.1	6.0		5.4	1.3	6.0	7.8	10.5	4.5	1.9	16.7	10.9		4.0	3.9	7.4	6.5	12.5	4.0	5.4	9.1	12.0	1.6	
WFMI-FM	7.3	20.2	7.5	36.2	2.5	15.1		4.8		3.9			11.1	45.1	2.6	17.4		7.2				43.1	84.7	
WFRS		.6																4.2			8.3			
WJMM-FM	1.6	5.2	1.9	5.4	1.3	8.1	2.0	3.6		8.4	3.4			3.9	9.7	2.2	4.3	4.0	6.6		10.5			
WKQQ-FM	19.4	34.7	49.1	89.1	27.8	72.9	19.6	37.9	13.6	7.1		27.8	60.3	19.5	46.8	2.2	14.5		5.4		4.5	5.9	31.4	
WLAP	2.2	7.0		2.3	2.5	6.3	5.9	15.7	4.5	18.2	8.4		4.0	1.3	5.0	2.2	6.6	4.0	12.0		7.5		1.2	
WLAP-FM	12.7	34.2	7.5	49.8	11.4	51.5	9.8	27.0	9.1	12.3		20.4	64.3	19.5	52.1	13.0	36.3	8.0	12.6		6.8	13.7	51.0	
WLXG	1.6	3.5			3.6	5.9	14.5					1.9	4.0	1.3	5.6	4.3	7.0	4.0	2.4					
WMGB-FM	2.9	6.2		5.4	2.5	7.8	2.0	8.1			16.0	1.9	5.4	6.5	11.5	6.5	10.5		3.6	9.1	3.0	2.0	2.0	
WNVL		.9						1.6			6.7													
WRFL-FM	.6	2.8	1.9	7.2	1.3	1.8		6.5				4.0			1.8		2.0					2.0	7.8	
WVLK	5.5	14.4		1.8	5.1	13.0	7.8	21.4	13.6	36.4	16.7	18.5		1.3	9.4	8.7	20.3	20.0	28.7	9.1	20.3		7.1	
WVLK-FM	17.6	37.6	11.3	39.4	27.8	47.9	15.7	39.9	36.4	77.3	33.3	30.3	7.4	26.8	11.7	35.6	26.1	46.5	32.0	70.1	18.2	31.6	3.9	16.5
WEKU-FM	2.4	5.6		3.6	1.3	3.9	3.9	9.3			16.7	16.8		3.9	9.7	4.3	12.5	8.0	9.0	9.1	3.0			
WHAS	.4	4.1		2.7		3.9	2.0	9.3		9.7					3.5		4.0		10.8		9.0			
WLW	1.2	3.9		3.2	2.5	6.6	3.9	8.9	4.5	17.5			4.0		1.5				3.0		1.5			
PUR	17.5	92.6	24.0	99.1	23.8	98.2	20.6	97.6	14.3	97.4	5.0	88.2	24.1	98.2	22.6	97.4	18.0	96.1	15.0	96.4	8.3	89.5	20.0	98.4

+ DENOTES SPANISH STATION. SEE ADVISORY ON PAGE IV.
* ESTIMATES ADJUSTED FOR ACTUAL BROADCAST SCHEDULE

BIRCH RADIO

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DAYPART QUARTER HOUR AND CUME PERSONS ESTIMATES (00)

	TOT 12+		MEN										WOMEN										TEENS 12-17		
			18-24		25-34		35-44		45-54		55-64		18-24		25-34		35-44		45-54		55-64				
	AQH	CUME	AQH	CUME	AQH	CUME	AQH	CUME	AQH	CUME	AQH	CUME	AQH	CUME	AQH	CUME	AQH	CUME	AQH	CUME	AQH	CUME	AQH	CUME	
WBBE	6	35							2	8							1	5							
WBKY-FM	7	93					1	9	1	16						3	19	1	9	1	13			3	11
WCGW*	5	76				5	2	11	2	30		8						5	1	11					
WCKU-FM	76	379	8	54	1	10	4	15	1	15	1	21	7	45	20	57	9	34	3	12			22	116	
WCOZ-FM	11	114		12	1	7		11				10	1	9	1	17	6	25	1	7	1	12		4	
WFMI-FM	41	391	8	60	1	30							7	72	1	21	1	24	1	12			22	172	
WHR5	1	7																	1	7					
WJMM-FM	6	73		12	2	16	1	8	1	7						9			2	5					
WKQQ-FM	87	564	28	141	22	134	5	19	1	6			14	87	8	68	2	14		9	1	11	6	80	
WLAP	11	154				6	3	26	3	28	1	10		9	1	17	1	17	1	15					
WLAP-FM	50	483	4	68	9	89		10	1	5			11	79	10	90	3	40					11	90	
WLXG	7	79				12	5	36					1	8		5	1	18							
WMGB-FM	8	123		12	2	12							1	9	2	37	3	24			6			4	
WVVL		8												8											
WRFL-FM	1	42		12	1	6								9		4									11
WVLC	16	237			1	6	4	38		29	1	20		1	28	1	35	5	34	1	17			18	
WVLC-FM	90	603	15	87	33	114	8	84	3	25		10	3	35	7	68	10	56	4	39	3	28	1	16	
WEKU-FM	4	48			3	13		6							5	10				11	1	3			
WHAS	3	43				5		6											2	16	1	12			
WLW	3	45				6		11		14			1	9											
PUR	452	2225	63	209	77	289	36	203	21	133	4	84	49	204	56	283	39	210	23	139	9	96	63	241	

+ DENOTES SPANISH STATION. SEE ADVISORY ON PAGE IV.
 * ESTIMATES ADJUSTED FOR ACTUAL BROADCAST SCHEDULE

Daypart Shares and Cume Ratings

LEXINGTON/FAYETTE KY MSA
DECEMBER 1988 - FEBRUARY 1989

SATURDAY-SUNDAY 8:00AM-MIDNIGHT

DAYPART QUARTER HOUR SHARES AND CUME RATINGS

	TOT 12+		MEN										WOMEN										TEENS 12-17		
			18-24		25-34		35-44		45-54		55-64		18-24		25-34		35-44		45-54		55-64				
	AQH	CUME	AQH	CUME	AQH	CUME	AQH	CUME	AQH	CUME	AQH	CUME	AQH	CUME	AQH	CUME	AQH	CUME	AQH	CUME	AQH	CUME	AQH	CUME	
WBBE	1.3	1.3							9.5	5.2							2.6	2.0			1.8		2.3		
WBKY-FM	1.5	3.3					2.8	3.6	4.8	10.4					5.4	5.6	2.6	3.5	4.3	7.8			8.3		
WCGW*	1.1	2.7			1.5		5.6	4.4	9.5	19.5								2.0	4.3	6.6					
WCKU-FM	16.8	13.6	12.7	24.4	1.3	3.0	11.1	6.0	4.8	9.7	25.0	17.6	14.3	20.1	35.7	16.8	23.1	13.3	13.0	7.2			34.9	45.5	
WCOZ-FM	2.4	4.1		5.4	1.3	2.1		4.4				8.4	2.0	4.0	1.8	5.0	15.4	9.8	4.3	4.2	11.1	9.0		1.6	
WFMI-FM	9.1	14.0	12.7	27.1	1.3	9.0							14.3	32.1	1.8	6.2	2.6	9.4	4.3	7.2			34.9	67.5	
WHRS	.2	.3																	4.3	4.2					
WJMM-FM	1.3	2.6		5.4	2.6	4.8	2.8	3.2	4.8	4.5						2.6				8.7	3.0		8.3		
WKQQ-FM	19.2	20.2	44.4	63.8	28.6	40.4	13.9	7.7	4.8	3.9			28.6	38.8	14.3	20.0	5.1	5.5		5.4	11.1	4.5	9.5	31.4	
WLAP	2.4	5.5				1.8	8.3	10.5	14.3	18.2	25.0	8.4		4.0	1.8	5.0	2.6	6.6	4.3	9.0			7.5		
WLAP-FM	11.1	17.3	6.3	30.8	11.7	26.8		4.0	4.8	3.2			22.4	35.3	17.9	26.5	7.7	15.6					17.5	35.3	
WLXG	1.5	2.8				3.6	13.9	14.5					2.0	3.6		1.5	2.6	7.0							
WMGB-FM	1.8	4.4		5.4	2.6	3.6						16.0	2.0	4.0	3.6	10.9	7.7	9.4						1.6	
WNVL		.3										6.7													
WRFL-FM	.2	1.5		5.4	1.3	1.8							4.0		1.2										4.3
WVLK	3.5	8.5			1.3	1.8	11.1	15.3		18.8	25.0	16.8			1.8	8.2	2.6	13.7	21.7	20.4	11.1	12.8		7.1	
WVLK-FM	19.9	21.6	23.8	39.4	42.9	34.3	22.2	33.9	14.3	16.2			6.1	15.6	12.5	20.0	25.6	21.9	17.4	23.4	33.3	21.1	1.6	6.3	
WEKU-FM	.9	1.7			3.9	3.9		2.4							1.5		3.9			6.6	11.1	2.3			
WHAS	.7	1.5				1.5		2.4										8.7	6.6	9.6	11.1	9.0			
WLW	.7	1.6				1.8		4.4		9.1			2.0	4.0											
PUR	16.2	79.6	28.5	94.6	23.2	87.0	14.5	81.9	13.6	86.4	3.4	70.6	21.9	91.1	16.5	83.2	15.2	82.0	13.8	83.2	6.8	71.4	24.7	94.5	

* DENDTES SPANISH STATION. SEE ADVISORY ON PAGE IV.
* ESTIMATES ADJUSTED FOR ACTUAL BROADCAST SCHEDULE

BIRCH RADIO

COPYRIGHT 1989 BIRCH/SCARBOROUGH RESEARCH CORP

DAYPART QUARTER HOUR AND CUME PERSONS ESTIMATES (00)

	TOT 12+		MEN										WOMEN										TEENS 12-17		
			18-24		25-34		35-44		45-54		55-64		18-24		25-34		35-44		45-54		55-64				
	AQH	CUME	AQH	CUME	AQH	CUME	AQH	CUME	AQH	CUME	AQH	CUME	AQH	CUME	AQH	CUME	AQH	CUME	AQH	CUME	AQH	CUME	AQH	CUME	
WBBE	7	76						4			1	18					2	5			4	1	15		
WBKY-FM	8	96				11	3	27								1	16	2	21		7	1	8		
WCGW*	2	29						4			1	7						4		5	1	6			
WCKU-FM	74	477	12	89	9	32	19						18	95	15	72	5	32		3	8	1	15	10	104
WCOZ-FM	17	129			2	18	5	25	1	3	2	11			4	22	1	26		1	8	1	13		3
WFMI-FM	37	501	2	70	3	45	12		1	6			6	89	3	56		19					22	200	
WFRS		11																							
WJMM-FM	12	116	2	4	1	24	2	8	1	6		4			4	31	1	11			10				
WKQQ-FM	98	847	25	179	22	221	12	91	4	10			15	120	18	149	1	36			3		1	38	
WLAP	11	132		5	2	20	2	35						5	1	11	2	16		2	19		4	3	
WLAP-FM	64	850	4	97	9	153	7	65	2	18			12	128	16	156	7	85		2	21		9	5	
WLXG	9	64						22	2	22				1	8	2	18	3	12		1	4			
WMGB-FM	15	130		6	2	24	1	20					1	11	5	34	4	24					1	4	
WNVL	1	18						4																	
WRFL-FM	2	63	1	15		5		16								5		5					1	17	
WVLK	37	337	1	4	5	42	4	45	4	46	2	19			1	26	6	44	6	42	2	24			
WVLK-FM	85	932	3	46	17	141	7	87	10	112	3	35	4	55	10	112	13	111	11	111	2	38	3	40	
WEKU-FM	17	150		8		10	3	22			2	20			4	33	3	31		3	13	1	4		
WHAS	1	91		6		12	1	22		15						12		8			8				
WLW	5	94		7	2	21	2	21	1	25						5		5			5		2		
PUR	515	2487	51	215	78	323	52	239	25	139	11	84	57	215	84	326	51	242	29	152	12	111	44	245	

+ DENOTES SPANISH STATION. SEE ADVISORY ON PAGE IV.
* ESTIMATES ADJUSTED FOR ACTUAL BROADCAST SCHEDULE

Daypart Shares and Cume Ratings

MONDAY-FRIDAY 6:00AM-MIDNIGHT

LEXINGTON/FAYETTE KY MSA
DECEMBER 1988 - FEBRUARY 1989

DAYPART QUARTER HOUR SHARES AND CUME RATINGS

	TOT 12+		MEN										WOMEN										TEENS 12-17	
			18-24		25-34		35-44		45-54		55-64		18-24		25-34		35-44		45-54		55-64			
	AQH	CUME	AQH	CUME	AQH	CUME	AQH	CUME	AQH	CUME	AQH	CUME	AQH	CUME	AQH	CUME	AQH	CUME	AQH	CUME	AQH	CUME	AQH	CUME
WBBE	1.4	2.7						1.6			9.1	15.1					3.9	2.0		2.4	8.3	11.3		
WBKY-FM	1.6	3.4				3.3	5.8	10.9							1.2	4.7	3.9	8.2		4.2	8.3	6.0		
WCGW*	.4	1.0						1.6			9.1	5.9				1.2		1.2		3.0	8.3	4.5		
WCKU-FM	14.4	17.1	23.5	40.3	11.5	9.6		7.7					31.6	42.4	17.9	21.2	9.8	12.5	10.3	4.8	8.3	11.3	22.7	40.8
WCOZ-FM	3.3	4.6			2.6	5.4	9.6	10.1	4.0	1.9	18.2	9.2			4.8	6.5	2.0	10.2	3.4	4.8	8.3	9.8		1.2
WFMI-FM	7.2	17.9	3.9	31.7	3.8	13.6		4.8	4.0	3.9			10.5	39.7	3.6	16.5		7.4				50.0	78.4	
WFRS		.4																				8.3		
WJMM-FM	2.3	4.1	3.9	1.8	1.3	7.2	3.8	3.2	4.0	3.9		3.4			4.8	9.1	2.0	4.3		6.0		9.8		
WKQQ-FM	19.0	30.3	49.0	81.0	28.2	66.6	23.1	36.7	16.0	6.5			26.3	53.6	21.4	43.8	2.0	14.1		1.8			2.3	14.9
WLAP	2.1	4.7		2.3	2.6	6.0	3.8	14.1						2.2	1.2	3.2	3.9	6.3	6.9	11.4		3.0		1.2
WLAP-FM	12.4	30.4	7.8	43.9	11.5	46.1	13.5	26.2	8.0	11.7			21.1	57.1	19.0	45.9	13.7	33.2	6.9	12.6		6.8	11.4	42.7
WLXG	1.7	2.3					3.8	8.9					1.8	3.6	2.4	5.3	5.9	4.7	3.4	2.4				
WMGB-FM	2.9	4.6		2.7	2.6	7.2	1.9	8.1					1.8	4.9	6.0	10.0	7.8	9.4			8.3	3.0	2.3	1.6
WNVL	.2	.6						1.6																
WRFL-FM	.4	2.3	2.0	6.8		1.5		6.5							1.5		2.0						2.3	6.7
WVWK	7.2	12.1	2.0	1.8	6.4	12.7	7.7	18.1	16.0	29.9	18.2	16.0			1.2	7.6	11.8	17.2	20.7	25.1	16.7	18.0		
WVWK-FM	16.5	33.3	5.9	20.8	21.8	42.5	13.5	35.1	40.0	72.7	27.3	29.4	7.0	24.6	11.9	32.9	25.5	43.4	37.9	66.5	16.7	28.6	6.8	15.7
WEKU-FM	3.3	5.4		3.6		3.0	5.8	8.9			18.2	16.8			4.8	9.7	5.9	12.1	10.3	7.8	8.3	3.0		
WHAS	.2	3.3		2.7		3.6	1.9	8.9		9.7						3.5		3.1		4.8				
WLW	1.0	3.4		3.2	2.6	6.3	3.8	8.5	4.0	16.2						1.5				3.0		1.5		
PUR	18.4	88.9	23.1	97.3	23.5	97.3	21.0	96.4	18.2	90.3	9.2	70.6	25.4	96.0	24.7	95.9	19.9	94.5	17.4	91.0	9.0	83.5	17.3	96.1

+ DENOTES SPANISH STATION. SEE ADVISORY ON PAGE IV.
* ESTIMATES ADJUSTED FOR ACTUAL BROADCAST SCHEDULE

BIRCH RADIO

COPYRIGHT 1989 BIRCH/SCARBOROUGH RESEARCH CORP

DAYPART QUARTER HOUR AND CUME PERSONS ESTIMATES (00)

	TOT 12+		MEN										WOMEN										TEENS 12-17	
			18-24		25-34		35-44		45-54		55-64		18-24		25-34		35-44		45-54		55-64			
	AQH	CUME	AQH	CUME	AQH	CUME	AQH	CUME	AQH	CUME	AQH	CUME	AQH	CUME	AQH	CUME	AQH	CUME	AQH	CUME	AQH	CUME	AQH	CUME
WBBE	8	67					4			1	18					2	5			2	15			
WBKY-FM	10	92				11	4	27						1	16	3	17		7	1	8			
WCGW+	2	29					4			1	7				4		3		5	1	6			
WCKU-FM	79	434	12	80	10	32	1	19					20	88	17	69	4	32	3	8	1	15	9	80
WCOZ-FM	17	112			1	14	7	25	1	3	5				4	22	2	23		4	1	13		3
WFMI-FM	39	452	2	45	4	45		12			6			7	79	4	50						22	192
WFHS		11																						11
WJMM-FM	16	112	2	4	2	24	2	8	1	6	4				5	31	1	7	1	10	1	13		
WKQQ-FM	119	829	26	179	28	221	17	91	4	10			19	112	22	149	2	36		3			1	28
WLAP	14	111		5	3	20	3	35							5	2	8	2	16	2	14		4	
WLAP-FM	72	786	4	70	10	153	7	44	2	18			11	117	21	156	8	85	3	21		9	5	104
WLXG	9	64				2	22						1	8	2	18	3	12	1	4				
WMGB-FM	20	130	1	6	3	24	1	20					1	11	7	34	4	24			2	4	1	4
WNVL	1	18						4																
WRFL-FM	3	50	2	15		5	1	16								5	5							4
WVLK	43	310		4	6	37	5	45	6	39	2	19			2	26	7	44	8	42	2	18		
WVLK-FM	100	901	3	46	21	134	8	83	12	110	3	30	5	55	12	108	15	108	13	111	2	35	3	40
WEKU-FM	21	130				10	3	17			2	13			5	33	5	31	4	13	1	4		
WHAS	4	87		6		12	1	18		15					1	12	1	8	1	8				
WLW	6	70		7	3	17	3	21		10						5								2
PUR	598	2432	53	212	96	322	66	236	28	135	10	76	64	212	105	325	61	240	36	150	15	108	41	237

+ DENOTES SPANISH STATION. SEE ADVISORY ON PAGE IV.
* ESTIMATES ADJUSTED FOR ACTUAL BROADCAST SCHEDULE

Daypart Shares and Cume Ratings

LEXINGTON/FAYETTE KY MSA
DECEMBER 1988 - FEBRUARY 1989

MONDAY-FRIDAY 6:00AM-7:00PM

DAYPART QUARTER HOUR SHARES AND CUME RATINGS

	TOT 12+		MEN										WOMEN										TEENS 12-17		
			18-24		25-34		35-44		45-54		55-64		18-24		25-34		35-44		45-54		55-64				
	AQH	CUME	AQH	CUME	AQH	CUME	AQH	CUME	AQH	CUME	AQH	CUME	AQH	CUME	AQH	CUME	AQH	CUME	AQH	CUME	AQH	CUME	AQH	CUME	
WBBE	1.3	2.4						1.6			10.0	15.1					3.3	2.0			13.3	11.3			
WBKY-FM	1.7	3.3				3.3	6.1	10.9							1.0	4.7	4.9	6.6			4.2	6.7	6.0		
WCGW*	.3	1.0						1.6			10.0	5.9				1.2		1.2			3.0	6.7	4.5		
WCKU-FM	13.2	15.5	22.6	36.2	10.4	9.6	1.5	7.7					31.3	39.3	16.2	20.3	6.6	12.5	8.3	4.8	6.7	11.3	22.0	31.4	
WCOZ-FM	2.8	4.0			1.0	4.2	10.6	10.1	3.6	1.9	10.0	4.2			3.8	6.5	3.3	9.0		2.4	6.7	9.8		1.2	
WFMI-FM	6.5	16.2	3.8	20.4	4.2	13.6		4.8					10.9	35.3	3.8	14.7		7.4					53.7	75.3	
WHRS		.4																						8.3	
WJMM-FM	2.7	4.0	3.8	1.8	2.1	7.2	3.0	3.2	3.6	3.9					4.8	9.1	1.6	2.7	2.8	6.0	6.7	9.8			
WKQQ-FM	19.9	29.6	49.1	81.0	29.2	66.6	25.8	36.7	14.3	6.5			29.7	50.0	21.0	43.8	3.3	14.1			1.8		2.4	11.0	
WLAP	2.3	4.0			2.3	3.1	6.0	4.5	14.1						2.2	1.9	2.4	3.3	6.3	5.6	8.4		3.0		
WLAP-FM	12.0	28.1	7.5	31.7	10.4	46.1	10.6	17.7	7.1	11.7			17.2	52.2	20.0	45.9	13.1	33.2	8.3	12.6		6.8	12.2	40.8	
WLXG	1.5	2.3					3.0	8.9					1.6	3.6	1.9	5.3	4.9	4.7	2.8	2.4					
WMGB-FM	3.3	4.6	1.9	2.7	3.1	7.2	1.5	8.1					1.6	4.9	6.7	10.0	6.6	9.4					13.3	3.0	
WNVL	.2	.6						1.6																2.4	1.6
WRFL-FM	.5	1.8	3.8	6.8		1.5	1.5	6.5								1.5		2.0							1.6
WVLK	7.2	11.1		1.8	6.3	11.1	7.6	18.1	21.4	25.3	20.0	16.0			1.9	7.6	11.5	17.2	22.2	25.1	13.3	13.5			
WVLK-FM	16.7	32.2	5.7	20.8	21.9	40.4	12.1	33.5	42.9	71.4	30.0	25.2	7.8	24.6	11.4	31.8	24.6	42.2	36.1	66.5	13.3	26.3	7.3	15.7	
WEKU-FM	3.5	4.6				3.0	4.5	6.9			20.0	10.9			4.8	9.7	8.2	12.1	11.1	7.8	6.7	3.0			
WHAS	.7	3.1		2.7		3.6	1.5	7.3							1.0	3.5	1.6	3.1	2.8	4.8					
WLW	1.0	2.5		3.2	3.1	5.1	4.5	8.5		9.7		6.5				1.5								1.5	
PUR	21.4	87.0	24.0	95.9	28.9	97.0	26.6	95.2	18.2	87.7	8.4	63.9	28.6	94.6	30.9	95.6	23.8	93.8	21.6	89.8	11.3	81.2	16.1	92.9	

+ DENOTES SPANISH STATION. SEE ADVISORY ON PAGE IV.
* ESTIMATES ADJUSTED FOR ACTUAL BROADCAST SCHEDULE

BIRCH RADIO

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Daypart Persons Estimates

MONDAY-FRIDAY 8:00AM-10:00AM

LEXINGTON/FAYETTE KY MSA
DECEMBER 1988 - FEBRUARY 1989

DAYPART QUARTER HOUR AND CUME PERSONS ESTIMATES (00)

	TOT 12+		MEN										WOMEN										TEENS 12-17			
			18-24		25-34		35-44		45-54		55-64		18-24		25-34		35-44		45-54		55-64					
	AQH	CUME	AQH	CUME	AQH	CUME	AQH	CUME	AQH	CUME	AQH	CUME	AQH	CUME	AQH	CUME	AQH	CUME	AQH	CUME	AQH	CUME	AQH	CUME		
WBBE	6	34						4				1	7					2	5			1	4			
WBKY-FM	11	66					5	4	16							1	16	4	14			7	2	8		
WCGW*		3																						3		
WCKU-FM	78	276	16	65	10	27	1	4						16	54	15	40	5	25					15	61	
WCOZ-FM	13	70			2	14	3	16	1	3						3	16	3	17		1	4				
WFMI-FM	40	270	2	12	4	27			12	1	6			2	14	5	42		6					26	151	
WFRS	1	7																				1	7			
WJMM-FM	15	69			1	5	1	4	2	6		4				5	18	1	7	2	7	2	13			
WKQQ-FM	113	518	21	104	29	122	16	82	3	10				20	78	22	104	1	12	1	3				3	
WLAP	15	85	1	5	2	15	3	27								2	8	3	12	3	14					
WLAP-FM	67	471	4	35	9	79	4	38	3	18				8	45	24	125	8	46	1	8			5	72	
WLXG	11	37					3	14						1	8	1	7	6	8							
WMGB-FM	19	106	1	6	2	11	2	20								7	34	5	24				1	4	1	4
WNL	2	7					1	4																		
WRFL-FM	2	30				5	1	16											5					1	4	
WVLK	74	280	1	4	9	32	7	41	8	39	7	14				4	23	10	36	14	42	5	18			
WVLK-FM	111	601	2	17	22	102	7	34	15	76	4	30		4	38	15	86	18	85	14	73	4	20	1	12	
WEKU-FM	21	95				4	3	12			2	6				6	22	3	25	4	13	1	4			
WHAS	7	64		6	1	12	1	11		4						1	12	2	8	1	3					
WLW	3	19			1	11	2	8																		
PUR	627	2073	49	174	99	289	61	218	34	116	14	55	51	168	111	304	74	219	42	130	17	74	49	203		

+ DENOTES SPANISH STATION. SEE ADVISORY ON PAGE IV.
* ESTIMATES ADJUSTED FOR ACTUAL BROADCAST SCHEDULE

Daypart Shares and Cume Ratings

MONDAY-FRIDAY 8:00AM-10:00AM

LEXINGTON/FAYETTE KY MSA
DECEMBER 1988 - FEBRUARY 1989

DAYPART QUARTER HOUR SHARES AND CUME RATINGS

	TOT 12+		MEN										WOMEN										TEENS 12-17		
			18-24		25-34		35-44		45-54		55-64		18-24		25-34		35-44		45-54		55-64				
	AQH	CUME	AQH	CUME	AQH	CUME	AQH	CUME	AQH	CUME	AQH	CUME	AQH	CUME	AQH	CUME	AQH	CUME	AQH	CUME	AQH	CUME	AQH	CUME	
WBBE	1.0	1.2					1.6			7.1	5.9					2.7	2.0			5.9	3.0				
WBKY-FM	1.8	2.4			1.5	6.6	6.5							.9	4.7	5.4	5.5		4.2	11.8	6.0				
WCGW*		.1																			2.3				
WCKU-FM	12.4	9.9	32.7	29.4	10.1	8.1	1.6	1.6					31.4	24.1	13.5	11.8	6.8	9.8					30.6	23.9	
WCOZ-FM	2.1	2.5			2.0	4.2	4.9	6.5	2.9	1.9					2.7	4.7	4.1	6.6	2.4	2.4					
WFMI-FM	6.4	9.7	4.1	5.4	4.0	8.1		4.8	2.9	3.9			3.9	6.3	4.5	12.4							53.1	59.2	
WFRS	.2	.3																							
WJMM-FM	2.4	2.5			1.0	1.5	1.6	1.6	5.9	3.9					4.5	5.3	1.4	2.7	4.8	4.2	11.8	9.8			
WKQQ-FM	18.0	18.5	42.9	47.1	29.3	36.7	26.2	33.1	8.8	6.5			39.2	34.8	19.8	30.6	1.4	4.7	2.4	1.8					1.2
WLAP	2.4	3.0	2.0	2.3	2.0	4.5	4.9	10.9							1.8	2.4	4.1	4.7	7.1	8.4					
WLAP-FM	10.7	16.8	8.2	15.8	9.1	23.8	6.6	15.3	8.8	11.7			15.7	20.1	21.6	36.8	10.8	18.0	2.4	4.8			10.2	28.2	
WLXG	1.8	1.3					4.9	5.6					2.0	3.6	.9	2.1	8.1	3.1							
WMGB-FM	3.0	3.8	2.0	2.7	2.0	3.3	3.3	8.1							6.3	10.0	6.8	9.4			5.9	3.0	2.0	1.6	
WNNL	.3	.3					1.6	1.6																	
WRFL-FM	.3	1.1				1.5	1.6	6.5										2.0					2.0	1.6	
WVLC	11.8	10.0	2.0	1.8	9.1	9.6	11.5	16.5	23.5	25.3	50.0	11.8			3.6	6.8	13.5	14.1	33.3	25.1	29.4	13.5			
WVLC-FM	17.7	21.5	4.1	7.7	22.2	30.7	11.5	13.7	44.1	49.4	28.6	25.2	7.8	17.0	13.5	25.3	24.3	33.2	33.3	43.7	23.5	15.0	2.0	4.7	
WEKU-FM	3.3	3.4				1.2	4.9	4.8			14.3	5.0			5.4	6.5	4.1	9.8	9.5	7.8	5.9	3.0			
WHAS	1.1	2.3		2.7	1.0	3.6	1.6	4.4		2.6					.9	3.5	2.7	3.1	2.4	1.8					
WLW	.5	.7			1.0	3.3	3.3	3.2																	
PUR	22.4	74.1	22.2	78.7	29.8	87.0	24.6	87.9	22.1	75.3	11.8	46.2	22.8	74.1	32.6	89.4	28.9	85.5	25.1	77.8	12.8	55.6	19.2	79.6	

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BIRCH RADIO

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Daypart Persons Estimates

MONDAY-FRIDAY 10:00AM-3:00PM

LEXINGTON/FAYETTE KY MSA
DECEMBER 1988 - FEBRUARY 1989

DAYPART QUARTER HOUR AND CUME PERSONS ESTIMATES (00)

	TOT 12+		MEN										WOMEN										TEENS 12-17		
			18-24		25-34		35-44		45-54		55-64		18-24		25-34		35-44		45-54		55-64				
	AQH	CUME	AQH	CUME	AQH	CUME	AQH	CUME	AQH	CUME	AQH	CUME	AQH	CUME	AQH	CUME	AQH	CUME	AQH	CUME	AQH	CUME	AQH	CUME	
WBBE	10	41						4				7					3	5					2	8	
WBKY-FM	9	61				11	3	17								1	4	3	17				1	8	
WCGW*	3	25										1	7							5			2	6	
WCKU-FM	60	181	1	17	8	27							22	56	15	36	2	7	5	8		2	4	3	21
WCOZ-FM	19	43					9	12	1	3					6	11	1	3				2	9		
WFMI-FM	28	162	1	19	4	12							7	50	2	13								14	64
WFRS		3																						3	
WJMM-FM	12	49	2	4			2	4				1	4			5	22	1	7				3		
WKQQ-FM	121	427	29	117	26	106	19	56	3	10			22	51	21	67				3				1	13
WLAP	17	39			3	10	4	10							2	4	3	8	2	3					
WLAP-FM	69	321	6	55	11	69	10	25	3	12			8	44	20	64	7	27	2	4			2	16	
WLXG	9	41					1	9					1	8	3	12	2	8	2	4					
WMGB-FM	18	48		6	3	11							1	6	8	16	3	5				3	4		
WNVL																									
WRFL-FM	3	12	2	7											1	5									
WVLK	32	101			5	14	3	7	7	19					1	3	7	30	4	8	1		3		
WVLK-FM	97	426	5	34	19	64	9	47	9	45	2	6	7	27	10	60	17	55	12	38	2	11	4	25	
WEKU-FM	25	72				6	4	6				3	13			5	15	7	15	5	13	1	4		
WHAS		3														3									
WLW	9	35			4	11	4	8	1	10														2	
PUR	555	1664	47	160	87	251	69	165	26	88	7	43	68	168	100	244	57	167	32	75	18	63	24	123	

+ DENOTES SPANISH STATION. SEE ADVISORY ON PAGE IV.

* ESTIMATES ADJUSTED FOR ACTUAL BROADCAST SCHEDULE

BIRCH RADIO

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Daypart Shares and Cume Ratings

LEXINGTON/FAYETTE KY MSA
DECEMBER 1988 - FEBRUARY 1989

MONDAY-FRIDAY 10:00AM-3:00PM

DAYPART QUARTER HOUR SHARES AND CUME RATINGS

	TOT 12+		MEN										WOMEN										TEENS 12-17			
			18-24		25-34		35-44		45-54		55-64		18-24		25-34		35-44		45-54		55-64					
	AQH	CUME	AQH	CUME	AQH	CUME	AQH	CUME	AQH	CUME	AQH	CUME	AQH	CUME	AQH	CUME	AQH	CUME	AQH	CUME	AQH	CUME	AQH	CUME		
WBBE	1.8	1.5						1.6				5.9					5.3	2.0			11.1	6.0				
WBKY-FM	1.6	2.2				3.3	4.3	6.9							1.0	1.2	5.3	6.6			5.6	6.0				
WCGW*	.5	.9										14.3	5.9				1.2	1.2			11.1	4.5				
WCKU-FM	10.8	6.5	2.1	7.7	9.2	8.1								32.4	25.0	15.0	10.6	3.5	2.7	15.6	4.8	11.1	3.0	12.5	8.2	
WCOZ-FM	3.4	1.5					13.0	4.8	3.8	1.9			4.2			6.0	3.2	1.8	1.2			11.1	6.8			
WFMI-FM	5.0	5.8	2.1	8.6	4.6	3.6								10.3	22.3	2.0	3.8		1.6					58.3	25.1	
WHRS		.1																						2.3		
WJMM-FM	2.2	1.8	4.3	1.8			2.9	1.6				14.3	3.4			5.0	6.5	1.8	2.7					2.3		
WKQQ-FM	21.8	15.3	61.7	52.9	29.9	31.9	27.5	22.6	11.5	6.5				32.4	22.8	21.0	19.7		1.6		1.8			4.2	5.1	
WLAP	3.1	1.4			3.4	3.0	5.8	4.0								2.0	1.2	5.3	3.1	6.3	1.8					
WLAP-FM	12.4	11.5	12.8	24.9	12.6	20.8	14.5	10.1	11.5	7.8				11.8	19.6	20.0	18.8	12.3	10.5	6.3	2.4			8.3	6.3	
WLXG	1.6	1.5					1.4	3.6						1.5	3.6	3.0	3.5	3.5	3.1	6.3	2.4					
WMGB-FM	3.2	1.7		2.7	3.4	3.3								1.5	2.7	8.0	4.7	5.3	2.0					16.7	3.0	
WVVL																										
WRFL-FM	.5	.4	4.3	3.2												1.0	1.5									
WVLK	5.8	3.6			5.7	4.2	4.3	2.8	26.9	12.3			3.4			1.0	.9	12.3	11.7	12.5	4.8	5.6	2.3			
WVLK-FM	17.5	15.2	10.6	15.4	21.8	19.3	13.0	19.0	34.6	29.2	28.6	5.0		10.3	12.1	10.0	17.6	29.8	21.5	37.5	22.8	11.1	8.3	16.7	9.8	
WEKU-FM	4.5	2.6				1.8	5.8	2.4			42.9	10.9				5.0	4.4	12.3	5.9	15.6	7.8	5.6	3.0			
WHAS		.1																								
WLW	1.6	1.3			4.6	3.3	5.8	3.2	3.8	6.5														1.5		
PUR	19.8	59.5	21.3	81.4	26.2	75.8	27.8	66.5	16.9	57.1	5.9	36.1	30.4	75.0	29.4	71.8	22.3	65.2	19.2	44.9	13.5	47.4	9.4	48.2		

+ DENDTES SPANISH STATION. SEE ADVISORY ON PAGE IV.

* ESTIMATES ADJUSTED FOR ACTUAL BROADCAST SCHEDULE

BIRCH RADIO

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DAYPART QUARTER HOUR AND CUME PERSONS ESTIMATES (00)

	TOT 12+		MEN										WOMEN										TEENS 12-17		
			18-24		25-34		35-44		45-54		55-64		18-24		25-34		35-44		45-54		55-64				
	AQH	CUME	AQH	CUME	AQH	CUME	AQH	CUME	AQH	CUME	AQH	CUME	AQH	CUME	AQH	CUME	AQH	CUME	AQH	CUME	AQH	CUME	AQH	CUME	
WBBE	7	47										2	12					2	5			2	10		
WBKY-FM	7	59			11	4	22								1	4		1	13			3			
WCGW+	4	14					4					3	7									1	3		
WCKU-FM	102	349	21	68	11	26	1	19						22	79	20	55	7	23	4	8	2	15	12	50
WCOZ-FM	15	60					7	21	1	3					4	15		1	7				6		3
WFMI-FM	48	323	2	21	3	26		7						12	50	4	37		1	15				26	163
WFRS		8																					8		
WJMM-FM	18	70	3	4	4	24	2	4	1	6					6	22		1	4	1	6				
WKQQ-FM	120	625	27	137	28	147	14	81	7	10				14	79	23	117	4	32					3	22
WLAP	9	61			3	16	3	21							5	1	4		4	1	3		4		
WLAP-FM	80	498	3	18	11	77	6	30						18	97	18	107	9	61	4	21	1	9	9	69
WLXG	8	42					2	19							3	11		2	8	1	4				
WMGB-FM	20	90	1	6	3	12	2	16						1	5	6	24	4	19			1	4	2	4
WNVL	3	15						4																	
WRFL-FM	5	40	3	15	1	5	1	11											5						4
WVLK	28	122		4	4	18	5	23	3	19								7	19	6	12				
WVLK-FM	97	559	3	21	22	86	9	61	13	70	4	16	5	31	11	65	10	76	11	69	1	14	5	28	
WEKU-FM	18	93			1	10	3	12			2	6			5	23	3	25	3	13					
WHAS	5	41		6		6	2	12	1	10					1	3			1	4					
WLW	10	44	1	7	4	11	4	17							1	5									
PUR	617	2047	64	186	99	292	66	219	27	96	13	46	72	196	105	295	51	209	33	115	9	68	58	214	

+ DENOTES SPANISH STATION. SEE ADVISORY ON PAGE IV.
* ESTIMATES ADJUSTED FOR ACTUAL BROADCAST SCHEDULE

Daypart Shares and Cume Ratings

LEXINGTON/FAYETTE KY MSA
DECEMBER 1988 - FEBRUARY 1989

MONDAY-FRIDAY 3:00PM-7:00PM

DAYPART QUARTER HOUR SHARES AND CUME RATINGS

	TOT 12+		MEN										WOMEN										TEENS 12-17		
			18-24		25-34		35-44		45-54		55-64		18-24		25-34		35-44		45-54		55-64				
	AQH	CUME	AQH	CUME	AQH	CUME	AQH	CUME	AQH	CUME	AQH	CUME	AQH	CUME	AQH	CUME	AQH	CUME	AQH	CUME	AQH	CUME	AQH	CUME	
WBBE	1.1	1.7									15.4	10.1					3.9	2.0			22.2	7.5			
WBKY-FM	1.1	2.1			3.3	6.1	8.9							1.0	1.2	2.0	5.1		1.8						
WCGW*	.6	.5					1.6				23.1	5.9									11.1	2.3			
WCKU-FM	16.5	12.5	32.8	30.8	11.1	7.8	1.5	7.7					30.6	35.3	19.0	16.2	13.7	9.0	12.1	4.8	22.2	11.3	20.7	19.6	
WCOZ-FM	2.4	2.1					10.6	8.5	3.7	1.9	15.4	4.2					3.8	4.4	2.0	2.7			4.5	1.2	
WFMI-FM	7.8	11.6	3.1	9.5	3.0	7.8		2.8					16.7	22.3	3.8	10.9	2.0	5.9					44.8	63.9	
WHRS		.3																					6.0		
WJMM-FM	2.9	2.5	4.7	1.8	4.0	7.2	3.0	1.6	3.7	3.9					5.7	6.5	2.0	1.6	3.0	3.6					
WKQQ-FM	19.4	22.4	42.2	62.0	28.3	44.3	21.2	32.7	25.9	6.5			19.4	35.3	21.9	34.4	7.8	12.5					5.2	8.6	
WLAP	1.5	2.2			3.0	4.8	4.5	8.5							2.2	1.0	1.2	1.6	3.0	1.8			3.0		
WLAP-FM	13.0	17.8	4.7	8.1	11.1	23.2	9.1	12.1					25.0	43.3	17.1	31.5	17.6	23.8	12.1	12.6	11.1	6.8	15.5	27.1	
WLXG	1.3	1.5					3.0	7.7							2.9	3.2	3.9	3.1	3.0	2.4					
WMGB-FM	3.2	3.2	1.6	2.7	3.0	3.6	3.0	6.5					1.4	2.2	5.7	7.1	7.8	7.4			11.1	3.0	3.4	1.6	
WVVL	.5	.5						1.6																	
WRFL-FM	.8	1.4	4.7	6.8	1.0	1.5	1.5	4.4										2.0						1.6	
WVVK	4.5	4.4		1.8	4.0	5.4	7.6	9.3	11.1	12.3		3.4			2.1	9.8	7.4	18.2	7.2						
WVVK-FM	15.7	20.0	4.7	9.5	22.2	25.9	13.6	24.6	48.1	45.5	30.8	13.4	6.9	13.8	10.5	19.1	19.6	29.7	33.3	41.3	11.1	10.5	8.6	11.0	
WEKU-FM	2.9	3.3			1.0	3.0	4.5	4.8			15.4	5.0			4.8	6.8	5.9	9.8	9.1	7.8					
WHAS	.8	1.5		2.7		1.8	3.0	4.8	3.7	6.5					1.0	.9			3.0	2.4					
WLW	1.6	1.6	1.6	3.2	4.0	3.3	6.1	6.9							1.0	1.5									
PUR	22.1	73.2	29.0	84.2	29.5	88.0	26.6	88.3	17.5	62.3	10.9	38.7	32.1	87.5	30.9	86.8	19.9	81.6	19.8	68.9	6.8	51.1	22.7	83.9	

* DENOTES SPANISH STATION. SEE ADVISORY ON PAGE IV.
* ESTIMATES ADJUSTED FOR ACTUAL BROADCAST SCHEDULE

BIRCH RADIO

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DAYPART QUARTER HOUR AND CUME PERSONS ESTIMATES (00)

	TOT 12+		MEN										WOMEN										TEENS 12-17		
			18-24		25-34		35-44		45-54		55-64		18-24		25-34		35-44		45-54		55-64				
	AQH	CUME	AQH	CUME	AQH	CUME	AQH	CUME	AQH	CUME	AQH	CUME	AQH	CUME	AQH	CUME	AQH	CUME	AQH	CUME	AQH	CUME	AQH	CUME	
WBBE	1	12																							
WBKY-FM	4	28					1	12																	
WCGW*																									
WCKU-FM	67	237	13	52	9	27							14	49	10	24	5	11	2	8	1	4	13	62	
WCOZ-FM	12	35			4	5	1	5				4	11												
WFMI-FM	33	240	3	30	1	13			1	6			3	31	1	20							24	126	
WFRS																									
WJMM-FM	6	42	1	4	1	5	1	4							2	7	1	8		4			7		
WKQQ-FM	51	253	22	81	9	51	1	19	3	10			6	38	9	32		4					1	18	
WLAP	5	27			1	7														1	4			3	
WLAP-FM	51	317	4	42	6	46	7	47	3	12			13	68	5	25	5	26	1	10			7	41	
WLXG	4	13					2	5									2	8							
WMGB-FM	7	18					1	5							1	4	3	5					2	4	
WNVL																									
WRFL-FM	3	13																					3	13	
WVLK	12	64	1	4	2	11	1	7	1	7							1	10					1	6	
WVLK-FM	44	233	2	11	8	54	5	24	5	27	2	5		10	5	20	7	29	5	22	1	10	3	18	
WEKU-FM	4	50	1	8			1	12			1	13			1	9		4							
WHAS	1	22					1	11								4		4							
WLW	6	36				5		5	3	15									1	5	1	2			
PUR	318	1363	47	164	43	198	23	139	18	68	7	27	36	150	36	140	26	119	12	57	6	43	55	204	

* DENDTES SPANISH STATION. SEE ADVISORY ON PAGE IV.
* ESTIMATES ADJUSTED FOR ACTUAL BROADCAST SCHEDULE

Daypart Shares and Cume Ratings

LEXINGTON/FAYETTE KY MSA
DECEMBER 1988 - FEBRUARY 1989

MONDAY-FRIDAY 7:00PM-MIDNIGHT

DAYPART QUARTER HOUR SHARES AND CUME RATINGS

	TOT 12+		MEN										WOMEN										TEENS 12-17	
			18-24		25-34		35-44		45-54		55-64		18-24		25-34		35-44		45-54		55-64			
	AQH	CUME	AQH	CUME	AQH	CUME	AQH	CUME	AQH	CUME	AQH	CUME	AQH	CUME	AQH	CUME	AQH	CUME	AQH	CUME	AQH	CUME	AQH	CUME
WBBE	.3	.4																	8.3	2.4			3.0	
WBKY-FM	1.3	1.0					4.3	4.8							2.8	1.2	3.8	1.6			16.7		6.0	
WCGW*																								
WCKU-FM	21.1	8.5	27.7	23.5	20.9	8.1							38.9	21.9	27.8	7.1	19.2	4.3	16.7	4.8	16.7	3.0	23.6	24.3
WCOZ-FM	3.8	1.3			9.3	1.5	4.3	2.0			57.1	9.2			2.8	1.2	3.8	2.7	8.3	1.8				
WFMI-FM	10.4	8.6	6.4	13.6	2.3	3.9			2.0	6.3	3.9			8.3	13.8	2.8	5.9					43.6	49.4	
WHRS																								
WJMM-FM	1.9	1.5	2.1	1.8	2.3	1.5	4.3	1.6							5.6	2.1	3.8	3.1		2.4		5.3		
WKQQ-FM	16.0	9.0	46.8	36.7	20.9	15.4	4.3	7.7	18.8	6.5			16.7	17.0	25.0	9.4		1.6				1.8	7.1	
WLAP	1.6	1.0			2.3	2.1										.9			8.3	2.4				1.2
WLAP-FM	16.0	11.3	8.5	19.0	14.0	13.9	30.4	19.0	18.8	7.8			36.1	30.4	13.9	7.4	19.2	10.2	8.3	6.0			12.7	16.1
WLXG	1.3	.5					8.7	2.0									7.7	3.1						
WMGB-FM	2.2	.6					4.3	2.0							2.8	1.2	11.5	2.0					3.6	1.6
WNVL																								
WRFL-FM	.9	.5																					5.5	5.1
WVLK	3.8	2.3	2.1	1.8	4.7	3.3	4.3	2.8	6.3	4.5							3.8	3.9			16.7	4.5		
WVLK-FM	13.8	8.3	4.3	5.0	18.6	16.3	21.7	9.7	31.3	17.5	28.6	4.2		4.5	13.9	5.9	26.9	11.3	41.7	13.2	16.7	7.5	5.5	7.1
WEKU-FM	1.3	1.8	2.1	3.6			4.3	4.8			14.3	10.9			2.8	2.6		1.6						
WHAS	.3	.8					4.3	4.4								1.2		1.6						
WLW	1.9	1.3				1.5			2.0	18.8	9.7								8.3	3.0	16.7	1.5		
PUR	11.4	48.7	21.3	74.2	13.0	59.6	9.3	56.0	10.4	44.2	5.9	22.7	16.1	57.0	10.6	41.2	10.2	46.5	7.2	34.1	4.5	32.3	21.6	80.0

+ DENOTES SPANISH STATION. SEE ADVISORY ON PAGE IV.
* ESTIMATES ADJUSTED FOR ACTUAL BROADCAST SCHEDULE

BIRCH RADIO

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HOURLY AVERAGE QUARTER HOUR ESTIMATES

	AVERAGE QUARTER HOUR PERSONS (00)								AVERAGE QUARTER HOUR SHARES							
	TOT PERS 12+	MEN			WOMEN			TEENS 12-17	TOT PERS 12+	MEN			WOMEN			TEENS 12-17
		18-34	25-54	35+	18-34	25-54	35+			18-34	25-54	35+	18-34	25-54	35+	
WBBE	3			3					.6			3.2				
WBKY-FM	10		5	5					2.0		3.1	5.3		1.5	3.9	
WCGW*																
WCKU-FM	65	29	8	3	15	17	7	11	12.9	24.8	5.0	3.2	12.5	8.7	5.5	23.4
WCOZ-FM	13	4	4		1	9	8		2.6	3.4	2.5		.8	4.6	6.3	
WFMI-FM	29	2	4	2				25	5.7	1.7	2.5	2.1				53.2
WFRS																
WJMM-FM	10				4	7	6		2.0				3.3	3.6	4.7	
WKQQ-FM	87	33	39	13	40	25		1	17.2	28.2	24.5	13.8	33.3	12.8		2.1
WLAP	19	4	5	4		11	11		3.8	3.4	3.1	4.3		5.6	8.7	
WLAP-FM	55	10	14	5	29	27	6	5	10.9	8.5	8.8	5.3	24.2	13.8	4.7	10.6
WLXG	9		4	4		5	5		1.8		2.5	4.3		2.6	3.9	
WMGB-FM	15	4	4	4	2	5	3	2	3.0	3.4	2.5	4.3	1.7	2.6	2.4	4.3
WNVL	1		1	1					.2		.6	1.1				
WRFL-FM	1		1	1					.2		.6	1.1				
WVLK	62	12	27	21	2	19	27		12.3	10.3	17.0	22.3	1.7	9.7	21.3	
WVLK-FM	96	17	38	23	18	48	37	1	19.0	14.5	23.9	24.5	15.0	24.5	29.1	2.1
WEKU-FM	7				7	7			1.4				5.8	3.6		
WHAS	13		1	2	2	9	9		2.6		.6	2.1	1.7	4.6	7.1	
WLW	1	1	1						.2	.9	.6					
PUR	505	117	159	94	120	196	127	47	18.1	21.2	21.7	14.4	21.3	25.7	16.5	18.4

+ DENOTES SPANISH STATION. SEE ADVISORY ON PAGE IV.
 * ESTIMATES ADJUSTED FOR ACTUAL BROADCAST SCHEDULE

HOURLY AVERAGE QUARTER HOUR ESTIMATES

	AVERAGE QUARTER HOUR PERSONS (00)								AVERAGE QUARTER HOUR SHARES									
	TOT PERS 12+	MEN			WOMEN			TEENS 12-17	TOT PERS 12+	MEN			WOMEN			TEENS 12-17		
		18-34	25-54	35+	18-34	25-54	35+			18-34	25-54	35+	18-34	25-54	35+			
WBBE	5			2		3	3		.7				1.7		1.1	1.7		
WBKY-FM	16		4	4		2	10	10	2.2			1.9	3.4	1.1	3.7	5.7		
WCGW*																		
WCKU-FM	89	29	9		23	21	7	30	12.0	16.8	4.2		12.2	7.7	4.0	34.1		
WCOZ-FM	13	3	7	4	1	6	5		1.7	1.7	3.2	3.4	.5	2.2	2.8			
WFMI-FM	68	6	8	4	14	9	1	43	9.1	3.5	3.7	3.4	7.4	3.3	.6	48.9		
WHRS																		
WJMM-FM	24		4	6	7	14	11		3.2		1.9	5.0	3.7	5.1	6.3			
WKQQ-FM	144	59	61	27	56	31	2		19.4	34.1	28.2	22.7	29.8	11.4	1.1			
WLAP	12	4	3	1	2	7	5		1.6	2.3	1.4	.8	1.1	2.6	2.8			
WLAP-FM	86	19	16	3	38	43	14	12	11.6	11.0	7.4	2.5	20.2	15.8	8.0	13.6		
WLXG	9		2	2	1	7	6		1.2		.9	1.7	.5	2.6	3.4			
WMGB-FM	23	4	3	1	8	16	8	2	3.1	2.3	1.4	.8	4.3	5.9	4.5	2.3		
WNVL	2		2	2					.3		.9	1.7						
WRFL-FM	3	1	1			1	1	1	.4	.6	.5			.4	.6	1.1		
WVLK	85	12	23	24	5	36	44		11.4	6.9	10.6	20.2	2.7	13.2	25.0			
WVLK-FM	120	23	50	32	21	49	44		16.1	13.3	23.1	26.9	11.2	17.9	25.0			
WEKU-FM	19	1	5	4	6	12	8		2.6	.6	2.3	3.4	3.2	4.4	4.5			
WHAS	13	4	7	3	1	4	5		1.7	2.3	3.2	2.5	.5	1.5	2.8			
WLW	5	2	5	3					.7	1.2	2.3	2.5						
PUR	744	173	216	119	188	273	176	88	26.6	31.3	29.4	18.3	33.3	35.8	22.8	34.5		

+ DENOTES SPANISH STATION. SEE ADVISORY ON PAGE IV.
 * ESTIMATES ADJUSTED FOR ACTUAL BROADCAST SCHEDULE

Hour By Hour Estimates

MONDAY - FRIDAY 8:00AM-9:00AM

LEXINGTON/FAYETTE KY MSA
DECEMBER 1988 - FEBRUARY 1989

HOURLY AVERAGE QUARTER HOUR ESTIMATES

	AVERAGE QUARTER HOUR PERSONS (00)								AVERAGE QUARTER HOUR SHARES							
	TOT PERS 12+	MEN			WOMEN			TEENS 12-17	TOT PERS 12+	MEN			WOMEN			TEENS 12-17
		18-34	25-54	35+	18-34	25-54	35+			18-34	25-54	35+	18-34	25-54	35+	
WBBE	4		1	1		3	3		.6		.5	.8		1.4	2.0	
WBKY-FM	13	1	5	4	2	5	6		2.0	.7	2.4	3.1	1.2	2.3	3.9	
WCGW*																
WCKU-FM	80	26	14		39	22	3	12	12.6	17.2	6.8		23.6	9.9	2.0	32.4
WCOZ-FM	11		7	7	4	4			1.7		3.4	5.4	2.4	1.8		
WFMI-FM	39	8	6	1	7	5		23	6.1	5.3	2.9	.8	4.2	2.3		62.2
WFRS	2						2		.3						1.3	
WJMM-FM	15	4	8	4	5	5	2		2.4	2.6	3.9	3.1	3.0	2.3	1.3	
WKQQ-FM	116	57	51	20	38	18	1		18.3	37.7	24.9	15.4	23.0	8.1	.7	
WLAP	19	1	6	5	4	10	9		3.0	.7	2.9	3.8	2.4	4.5	5.9	
WLAP-FM	66	9	20	13	32	35	11	1	10.4	6.0	9.8	10.0	19.4	15.8	7.2	2.7
WLXG	9		3	3		6	6		1.4		1.5	2.3		2.7	3.9	
WMGB-FM	19	3	4	1	9	14	6		3.0	2.0	2.0	.8	5.5	6.3	3.9	
WNVL	2						2		.3						1.3	
WRFL-FM	2		1	1				1	.3		.5	.8				2.7
WVLK	76	7	19	30	3	28	36		12.0	4.6	9.3	23.1	1.8	12.6	23.7	
WVLK-FM	113	25	40	21	17	51	50		17.8	16.6	19.5	16.2	10.3	23.0	32.9	
WEKU-FM	23		6	9	5	12	9		3.6		2.9	6.9	3.0	5.4	5.9	
WHAS	3	1					2		.5	.7					1.3	
WLW	2		2	2					.3		1.0	1.5				
PUR	635	151	205	130	165	222	152	37	22.7	27.3	27.9	19.9	29.3	29.1	19.7	14.5

+ DENOTES SPANISH STATION. SEE ADVISORY ON PAGE IV.
* ESTIMATES ADJUSTED FOR ACTUAL BROADCAST SCHEDULE

BIRCH RADIO

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HOURLY AVERAGE QUARTER HOUR ESTIMATES

	AVERAGE QUARTER HOUR PERSONS (00)								AVERAGE QUARTER HOUR SHARES							
	TOT PERS 12+	MEN			WOMEN			TEENS 12-17	TOT PERS 12+	MEN			WOMEN			TEENS 12-17
		18-34	25-54	35+	18-34	25-54	35+			18-34	25-54	35+	18-34	25-54	35+	
WBBE	10			2		3	8		1.6				1.7		5.1	
WBKY-FM	9		3	3		6	4		1.4		1.5		2.5	1.1	2.8	2.5
WCGW*	2						2		.3							1.3
WCKU-FM	73	18	11		45	19	3	7	11.5	11.3	5.5			25.7	8.8	1.9
WCOZ-FM	10		3	3		6	7		1.6		1.5		2.5	3.4	3.2	.6
WFMI-FM	27	9	6		6	6		12	4.3	5.7	3.0			3.4	2.8	
WFRS	1						1		.2							.6
WJMM-FM	11		3	3		4	4		1.7		1.5		2.5	2.3	2.8	2.5
WKQQ-FM	108	53	42	17	36	19	2		17.0	33.3	20.9		14.2	20.6	8.8	1.3
WLAP	18	4	8	4	2	7	8		2.8	2.5	4.0		3.3	1.1	3.2	5.1
WLAP-FM	63	16	18	10	29	24	6	2	9.9	10.1	9.0		8.3	16.6	11.1	3.8
WLXG	14		3	3		5	6		2.2		1.5		2.5	2.9	3.7	3.8
WMGB-FM	20	3	4	1	9	12	7		3.1	1.9	2.0		.8	5.1	5.6	4.5
WVNL	1						1		.2							.6
WRFL-FM	1		1	1					.2		.5		.8			
WVLK	72	8	26	25	5	30	34		11.3	5.0	12.9		20.8	2.9	13.9	21.7
WVLK-FM	125	31	47	31	21	43	38	4	19.7	19.5	23.4		25.8	12.0	19.9	24.2
WEKU-FM	32		4	7	4	18	21		5.0		2.0		5.8	2.3	8.3	13.4
WHAS	2				2	2			.3					1.1	.9	
WLW	5	3	5	2					.8	1.9	2.5		1.7			
PUR	635	159	201	120	175	216	157	24	22.7	28.8	27.4	18.4	31.0	28.3	20.3	9.4

+ DENDTES SPANISH STATION. SEE ADVISORY ON PAGE IV.
 * ESTIMATES ADJUSTED FOR ACTUAL BROADCAST SCHEDULE

Hour By Hour Estimates

LEXINGTON/FAYETTE KY MSA
DECEMBER 1988 - FEBRUARY 1989

MONDAY - FRIDAY 10:00AM-11:00AM

HOURLY AVERAGE QUARTER HOUR ESTIMATES

	AVERAGE QUARTER HOUR PERSONS (00)								AVERAGE QUARTER HOUR SHARES							
	TOT PERS 12+	MEN			WOMEN			TEENS 12-17	TOT PERS 12+	MEN			WOMEN			TEENS 12-17
		18-34	25-54	35+	18-34	25-54	35+			18-34	25-54	35+	18-34	25-54	35+	
WBBE	12			3		3	9		2.1			2.5		1.5	6.7	
WBKY-FM	12		3	3		5	9		2.1		1.5	2.5		2.5	6.7	
WCGW*	3					3	3		.5					1.5	2.2	
WCKU-FM	62	8	8	3	38	23	8	5	10.6	5.7	4.0	2.5	22.8	11.3	5.9	23.8
WCOZ-FM	19		12	12	7	7			3.2		6.1	9.9	4.2	3.4		
WFMI-FM	17	3	3		6	3		8	2.9	2.1	1.5		3.6	1.5		38.1
WFRS																
WJMM-FM	7				6	6	1		1.2				3.6	3.0	.7	
WKQQ-FM	132	66	62	22	44	20			22.6	46.8	31.3	18.2	26.3	9.9		
WLAP	19	3	7	4	2	9	10		3.2	2.1	3.5	3.3	1.2	4.4	7.4	
WLAP-FM	64	19	25	11	29	25	5		10.9	13.5	12.6	9.1	17.4	12.3	3.7	
WLXG	15		3	3	6	12	6		2.6		1.5	2.5	3.6	5.9	4.4	
WMGB-FM	16	3	3		7	10	6		2.7	2.1	1.5		4.2	4.9	4.4	
WNVL																
WRFL-FM	4	4							.7	2.8						
WVLC	47	4	18	16	2	20	25		8.0	2.8	9.1	13.2	1.2	9.9	18.5	
WVLC-FM	102	21	37	25	15	39	34	7	17.4	14.9	18.7	20.7	9.0	19.2	25.2	33.3
WEKU-FM	25		4	7	5	16	13		4.3		2.0	5.8	3.0	7.9	9.6	
WHAS																
WLW	8	4	8	4					1.4	2.8	4.0	3.3				
PUR	585	141	198	121	167	203	135	21	20.9	25.5	27.0	18.6	29.6	26.6	17.5	8.2

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* ESTIMATES ADJUSTED FOR ACTUAL BROADCAST SCHEDULE

BIRCH RADIO

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HOURLY AVERAGE QUARTER HOUR ESTIMATES

	AVERAGE QUARTER HOUR PERSONS (00)								AVERAGE QUARTER HOUR SHARES							
	TOT PERS 12+	MEN			WOMEN			TEENS 12-17	TOT PERS 12+	MEN			WOMEN			TEENS 12-17
		18-34	25-54	35+	18-34	25-54	35+			18-34	25-54	35+	18-34	25-54	35+	
WBBE	7					3	7		1.2						1.5	5.4
WBKY-FM	9	1	5	4		4	4		1.6	.7	2.7	3.9		2.1	3.1	
WCGW*	2						2		.4						1.5	
WCKU-FM	61	9	9	3	37	23	8	4	10.8	6.4	4.9	2.9	22.7	11.8	6.2	13.8
WCOZ-FM	18		12	12	6	6			3.2		6.5	11.7	3.7	3.1		
WFMI-FM	29	3	3		8	3		18	5.1	2.1	1.6		4.9	1.5		62.1
WHR5																
WJMM-FM	10		3	5	3	5	2		1.8		1.6	4.9	1.8	2.6	1.5	
WKQQ-FM	134	64	58	25	44	24	1		23.7	45.7	31.5	24.3	27.0	12.3	.8	
WLAP	19	3	7	4	2	9	10		3.4	2.1	3.8	3.9	1.2	4.6	7.7	
WLAP-FM	77	18	27	12	33	34	11	3	13.6	12.9	14.7	11.7	20.2	17.4	8.5	10.3
WLXG	12		2	2	4	10	6		2.1		1.1	1.9	2.5	5.1	4.6	
WMGB-FM	16	3	3		7	10	6		2.8	2.1	1.6		4.3	5.1	4.6	
WVVL																
WRFL-FM	4	4							.7	2.9						
WVLK	32	4	12	8	1	11	19		5.7	2.9	6.5	7.8	.6	5.6	14.6	
WVLK-FM	80	20	24	12	10	32	34	4	14.2	14.3	13.0	11.7	6.1	16.4	26.2	13.8
WEKU-FM	25		4	7	5	16	13		4.4		2.2	6.8	3.1	8.2	10.0	
WHAS																
WLW	10	4	9	6					1.8	2.9	4.9	5.8				
PUR	565	140	184	103	163	195	130	29	20.2	25.3	25.1	15.8	28.9	25.6	16.8	11.4

+ DENOTES SPANISH STATION. SEE ADVISORY ON PAGE IV.

* ESTIMATES ADJUSTED FOR ACTUAL BROADCAST SCHEDULE

Hour By Hour Estimates

LEXINGTON/FAYETTE KY MSA
DECEMBER 1988 - FEBRUARY 1989

MONDAY - FRIDAY NOON-1:00PM

HOURLY AVERAGE QUARTER HOUR ESTIMATES

	AVERAGE QUARTER HOUR PERSONS (00)								AVERAGE QUARTER HOUR SHARES							
	TOT PERS 12+	MEN			WOMEN			TEENS 12-17	TOT PERS 12+	MEN			WOMEN			TEENS 12-17
		18-34	25-54	35+	18-34	25-54	35+			18-34	25-54	35+	18-34	25-54	35+	
WBBE	9					3	9		1.5					1.5	6.9	
WBKY-FM	14	1	5	4	3	7	6		2.3	.7	2.4	3.0	1.8	3.6	4.6	
WCGW*	3				1	1	2		.5				.6	.5	1.5	
WCKU-FM	64	11	9	3	38	22	9	3	10.5	7.3	4.2	2.3	22.8	11.2	6.9	11.5
WCOZ-FM	21		10	10	6	8	5		3.5		4.7	7.5	3.6	4.1	3.8	
WFMI-FM	27	5	3		6	1		16	4.4	3.3	1.4		3.6	.5		61.5
WHRS																
WJMM-FM	16	3	3	5	5	5	3		2.6	2.0	1.4	3.8	3.0	2.6	2.3	
WKQQ-FM	133	61	59	30	42	19			21.9	40.7	27.8	22.6	25.1	9.7		
WLAP	16	5	9	4	2	4	5		2.6	3.3	4.2	3.0	1.2	2.0	3.8	
WLAP-FM	74	20	28	18	22	29	11	3	12.2	13.3	13.2	13.5	13.2	14.8	8.4	11.5
WLXG	11		2	2	3	9	6		1.8		.9	1.5	1.8	4.6	4.6	
WMGB-FM	19	3	3		10	13	6		3.1	2.0	1.4		6.0	6.6	4.6	
WNWL																
WRFL-FM	3				3	3			.5				1.8	1.5		
WVLK	34	6	18	13		11	15		5.6	4.0	8.5	9.8		5.6	11.5	
WVLK-FM	103	24	36	20	20	43	35	4	17.0	16.0	17.0	15.0	12.0	21.9	26.7	15.4
WEKU-FM	32	2	6	11	5	17	14		5.3	1.3	2.8	8.3	3.0	8.7	10.7	
WHAS	1				1	1			.2				.6	.5		
WLW	14	4	13	9			1		2.3	2.7	6.1	6.8			.8	
PUR	607	150	212	133	167	196	131	26	21.7	27.1	28.9	20.4	29.6	25.7	17.0	10.2

+ DENOTES SPANISH STATION. SEE ADVISORY ON PAGE IV.
* ESTIMATES ADJUSTED FOR ACTUAL BROADCAST SCHEDULE

BIRCH RADIO

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HOURLY AVERAGE QUARTER HOUR ESTIMATES

	AVERAGE QUARTER HOUR PERSONS (00)								AVERAGE QUARTER HOUR SHARES							
	TOT PERS 12+	MEN			WOMEN			TEENS 12-17	TOT PERS 12+	MEN			WOMEN			TEENS 12-17
		18-34	25-54	35+	18-34	25-54	35+			18-34	25-54	35+	18-34	25-54	35+	
WBBE	10		1	3		3	7		1.9		.6	3.6		1.6	6.0	
WBKY-FM	8	1	3	2	3	3	2		1.5	.8	1.9	2.4	1.8	1.6	1.7	
WCGW+	2						2		.4						1.7	
WCKU-FM	58	8	7	2	35	22	10	3	11.0	6.3	4.3	2.4	20.6	11.8	8.5	11.1
WCOZ-FM	20		9	9	6	7	5		3.8		5.6	10.8	3.5	3.8	4.3	
WFMI-FM	33	5	5		14	2		14	6.3	3.9	3.1		8.2	1.1		51.9
WHRS																
WJMM-FM	13	3	3	3	3	5	4		2.5	2.3	1.9	3.6	1.8	2.7	3.4	
WKQQ-FM	110	47	34	17	44	23		2	21.0	36.7	21.0	20.5	25.9	12.4		7.4
WLAP	16	3	7	4	2	6	7		3.0	2.3	4.3	4.8	1.2	3.2	6.0	
WLAP-FM	66	14	23	14	25	29	10	3	12.6	10.9	14.2	16.9	14.7	15.6	8.5	11.1
WLXG	4				1	4	3		.8				.6	2.2	2.6	
WMGB-FM	18	5	3		7	10	6		3.4	3.9	1.9		4.1	5.4	5.1	
WNVL																
WRFL-FM	3				3	3			.6				1.8	1.6		
WVLK	23	6	14	8		6	9		4.4	4.7	8.6	9.6		3.2	7.7	
WVLK-FM	101	28	38	16	22	41	30	5	19.2	21.9	23.5	19.3	12.9	22.0	25.6	18.5
WEKU-FM	22		4	4	5	18	13		4.2		2.5	4.8	2.9	9.7	11.1	
WHAS																
WLW	10	4	8	4			2		1.9	3.1	4.9	4.8			1.7	
PUR	525	128	162	83	170	186	117	27	18.8	23.1	22.1	12.7	30.1	24.4	15.2	10.6

+ DENOTES SPANISH STATION. SEE ADVISORY ON PAGE IV.
 * ESTIMATES ADJUSTED FOR ACTUAL BROADCAST SCHEDULE

HOURLY AVERAGE QUARTER HOUR ESTIMATES

	AVERAGE QUARTER HOUR PERSONS (00)								AVERAGE QUARTER HOUR SHARES							
	TOT PERS 12+	MEN			WOMEN			TEENS 12-17	TOT PERS 12+	MEN			WOMEN			TEENS 12-17
		18-34	25-54	35+	18-34	25-54	35+			18-34	25-54	35+	18-34	25-54	35+	
WBBE	12		1	4		3	8		2.3		.6	4.1		1.6	6.8	
WBKY-FM	6				1	3	5		1.1				.6	1.6	4.2	
WCGW*	7			4			3		1.3			4.1			2.5	
WCKU-FM	54	10	7		33	18	10	1	10.3	8.4	4.3		19.2	9.7	8.5	5.9
WCOZ-FM	19		9	10	6	6	3		3.6		5.6	10.3	3.5	3.2	2.5	
WFMI-FM	31	6	3		12	4	2	11	5.9	5.0	1.9		7.0	2.2	1.7	64.7
WHRS	1						1		.2						.8	
WJMM-FM	15	3	3	3	6	9	3		2.9	2.5	1.9	3.1	3.5	4.8	2.5	
WKQQ-FM	97	38	28	16	39	21	2	2	18.5	31.9	17.4	16.5	22.7	11.3	1.7	11.8
WLAP	18	3	9	6	2	6	7		3.4	2.5	5.6	6.2	1.2	3.2	5.9	
WLAP-FM	58	11	16	10	27	26	8	2	11.1	9.2	9.9	10.3	15.7	14.0	6.8	11.8
WLXG	8				5	5	3		1.5				2.9	2.7	2.5	
WMGB-FM	22	4	4		12	12	6		4.2	3.4	2.5		7.0	6.5	5.1	
WVVL																
WRFL-FM	1				1	1			.2				.6	.5		
WVLK	24	4	12	8	1	10	11		4.6	3.4	7.5	8.2	.6	5.4	9.3	
WVLK-FM	110	30	52	28	22	42	28	2	21.0	25.2	32.3	28.9	12.8	22.6	23.7	11.8
WEKU-FM	24		4	4	7	20	13		4.6		2.5	4.1	4.1	10.8	11.0	
WHAS																
WLW	6	4	6	2					1.1	3.4	3.7	2.1				
PUR	523	119	161	97	172	186	118	17	18.7	21.5	21.9	14.9	30.5	24.4	15.3	6.7

+ DENOTES SPANISH STATION. SEE ADVISORY ON PAGE IV.
* ESTIMATES ADJUSTED FOR ACTUAL BROADCAST SCHEDULE

HOURLY AVERAGE QUARTER HOUR ESTIMATES

	AVERAGE QUARTER HOUR PERSONS (00)								AVERAGE QUARTER HOUR SHARES							
	TOT PERS 12+	MEN			WOMEN			TEENS 12-17	TOT PERS 12+	MEN			WOMEN			TEENS 12-17
		18-34	25-54	35+	18-34	25-54	35+			18-34	25-54	35+	18-34	25-54	35+	
WBBE	12			4		3	8		2.0				3.4		1.4	6.0
WBKY-FM	5					3	5		.8						1.4	3.7
WCGW*	7		1	5			2		1.2		.6	4.2				1.5
WCKU-FM	74	16	14	1	38	28	18	1	12.3	11.3	7.8	.8	22.0	13.5	13.4	2.7
WCOZ-FM	13		8	8	3	4	2		2.2		4.4	6.7	1.7	1.9	1.5	
WFMI-FM	41	1	1		18	7	2	20	6.8	.7	.6		10.4	3.4	1.5	54.1
WFRS	1						1		.2						.7	
WJMM-FM	17	3	3	3	9	11	2		2.8	2.1	1.7	2.5	5.2	5.3	1.5	
WKQQ-FM	115	52	48	23	34	26	2	4	19.0	36.9	26.7	19.3	19.7	12.6	1.5	10.8
WLAP	15	3	7	4	2	5	6		2.5	2.1	3.9	3.4	1.2	2.4	4.5	
WLAP-FM	72	13	20	7	29	30	15	8	11.9	9.2	11.1	5.9	16.8	14.5	11.2	21.6
WLXG	8				4	8	4		1.3				2.3	3.9	3.0	
WMGB-FM	15	2	2		5	8	6	2	2.5	1.4	1.1		2.9	3.9	4.5	5.4
WNVL	7			7					1.2			5.9				
WRFL-FM	6	4				1	1	1	1.0	2.8				.5	.7	2.7
WVLK	34	4	15	15		13	15		5.6	2.8	8.3	12.6		6.3	11.2	
WVLK-FM	110	30	43	30	24	36	25	1	18.2	21.3	23.9	25.2	13.9	17.4	18.7	2.7
WEKU-FM	28		5	8	6	20	14		4.6		2.8	6.7	3.5	9.7	10.4	
WHAS	4	4	2						.7	2.8	1.1					
WLW	8	6	6	2					1.3	4.3	3.3	1.7				
PUR	604	141	180	119	173	207	134	37	21.6	25.5	24.5	18.3	30.7	27.1	17.4	14.5

+ DENDTES SPANISH STATION. SEE ADVISORY ON PAGE IV.
 * ESTIMATES ADJUSTED FOR ACTUAL BROADCAST SCHEDULE

Hour By Hour Estimates

LEXINGTON/FAYETTE KY MSA
DECEMBER 1988 - FEBRUARY 1989

MONDAY - FRIDAY 4:00PM-5:00PM

HOURLY AVERAGE QUARTER HOUR ESTIMATES

	AVERAGE QUARTER HOUR PERSONS (00)								AVERAGE QUARTER HOUR SHARES							
	TOT PERS 12+	MEN			WOMEN			TEENS 12-17	TOT PERS 12+	MEN			WOMEN			TEENS 12-17
		18-34	25-54	35+	18-34	25-54	35+			18-34	25-54	35+	18-34	25-54	35+	
WBBE	13			5		3	8		1.8			3.6		1.4	6.5	
WBKY-FM	5	1	5	4					.7	.5	2.3	2.9				
WCGW*	6			4			2		.8			2.9			1.6	
WCKU-FM	127	38	13	1	44	33	21	23	17.4	20.2	6.0	.7	22.4	15.3	17.1	27.4
WCOZ-FM	17		12	12	4	4		1	2.3		5.5	8.6	2.0	1.9		1.2
WFMI-FM	55	5	2		14	2		36	7.5	2.7	.9		7.1	.9		42.9
WHRS																
WJMM-FM	15	4	4	3	6	8	2		2.1	2.1	1.8	2.2	3.1	3.7	1.6	
WKQQ-FM	135	58	54	22	48	33	4	3	18.5	30.9	24.9	15.8	24.5	15.3	3.3	3.6
WLAP	14	4	9	5		2	5		1.9	2.1	4.1	3.6		.9	4.1	
WLAP-FM	93	21	30	11	32	34	15	14	12.7	11.2	13.8	7.9	16.3	15.7	12.2	16.7
WLXG	9		3	3	5	6	1		1.2		1.4	2.2	2.6	2.8	.8	
WMGB-FM	27	4	7	3	11	12	7	2	3.7	2.1	3.2	2.2	5.6	5.6	5.7	2.4
WVVL	7			7					1.0			5.0				
WRFL-FM	12	12	3						1.6	6.4	1.4					
WVLK	44	5	16	22	2	17	15		6.0	2.7	7.4	15.8	1.0	7.9	12.2	
WVLK-FM	107	28	39	23	17	44	33	6	14.7	14.9	18.0	16.5	8.7	20.4	26.8	7.1
WEKU-FM	19	1	3	5	7	12	6		2.6	.5	1.4	3.6	3.6	5.6	4.9	
WHAS	6		4	4	1	2	1		.8		1.8	2.9	.5	.9	.8	
WLW	14	4	9	5	4	4	1		1.9	2.1	4.1	3.6	2.0	1.9	.8	
PUR	730	188	217	139	196	216	123	84	28.1	34.0	29.6	21.3	34.8	28.3	15.9	32.9

+ DENOTES SPANISH STATION. SEE ADVISORY ON PAGE IV.
* ESTIMATES ADJUSTED FOR ACTUAL BROADCAST SCHEDULE

BIRCH RADIO

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Hour By Hour Estimates

LEXINGTON/FAYETTE KY MSA
DECEMBER 1988 - FEBRUARY 1989

MONDAY - FRIDAY 5:00PM-8:00PM

HOURLY AVERAGE QUARTER HOUR ESTIMATES

	AVERAGE QUARTER HOUR PERSONS (00)								AVERAGE QUARTER HOUR SHARES									
	TOT PERS 12+	MEN			WOMEN			TEENS 12-17	TOT PERS 12+	MEN			WOMEN			TEENS 12-17		
		18-34	25-54	35+	18-34	25-54	35+			18-34	25-54	35+	18-34	25-54	35+			
WBBE	8			2			3		6	1.2			1.4			1.5		6.1
WBKY-FM	13	1	10	9	2		2		1	1.9	.5	4.2	6.3	1.0	1.0	1.0		1.0
WCGW*																		
WCKU-FM	119	45	13	3	47	34	12	12	12	17.2	23.4	5.5	2.1	24.4	16.7	12.2	18.5	12.2
WCOZ-FM	20		9	13	6	6	1		1	2.9		3.8	9.2	3.1	3.0	1.0		1.0
WFMI-FM	57	7	5	2	18	6		30		8.3	3.6	2.1	1.4	9.3	3.0			46.2
WFRS	1								1	.1								1.0
WJMM-FM	28	14	18	7	4	7	3		3	4.1	7.3	7.6	4.9	2.1	3.4	3.1		3.1
WKQQ-FM	132	56	55	27	41	31	6	2	2	19.1	29.2	23.3	19.0	21.2	15.3	6.1	3.1	6.1
WLAP	8	3	5	2	2	2	1		1	1.2	1.6	2.1	1.4	1.0	1.0	1.0		1.0
WLAP-FM	79	17	13	4	38	32	11	9	9	11.4	8.9	5.5	2.8	19.7	15.8	11.2	13.8	11.2
WLXG	12		5	5	4	7	3		3	1.7		2.1	3.5	2.1	3.4	3.1		3.1
WMGB-FM	28	8	9	5	7	13	6	2	2	4.1	4.2	3.8	3.5	3.6	6.4	6.1		6.1
WNVL	1		1	1						.1		.4	.7					
WRFL-FM	4	2	4	2						.6	1.0	1.7	1.4					
WVLK	29	6	11	11		12	12			4.2	3.1	4.7	7.7		5.9	12.2		12.2
WVLK-FM	110	25	52	32	19	37	26	8	8	15.9	13.0	22.0	22.5	9.8	18.2	26.5	12.3	26.5
WEKU-FM	16	1	5	6	4	7	5			2.3	.5	2.1	4.2	2.1	3.4	5.1		5.1
WHAS	10		8	8	1	2	1			1.4		3.4	5.6	.5	1.0	1.0		1.0
WLW	8	4	8	4						1.2	2.1	3.4	2.8					
PUR	690	192	236	142	193	203	98	65	24.7	34.7	32.2	21.8	34.2	26.6	12.7	25.5		25.5

* DENOTES SPANISH STATION. SEE ADVISORY ON PAGE IV.
* ESTIMATES ADJUSTED FOR ACTUAL BROADCAST SCHEDULE

BIRCH RADIO

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Hour By Hour Estimates

LEXINGTON/FAYETTE KY MSA
DECEMBER 1988 - FEBRUARY 1989

MONDAY - FRIDAY 6:00PM-7:00PM

HOURLY AVERAGE QUARTER HOUR ESTIMATES

	AVERAGE QUARTER HOUR PERSONS (00)								AVERAGE QUARTER HOUR SHARES							
	TOT PERS 12+	MEN			WOMEN			TEENS 12-17	TOT PERS 12+	MEN			WOMEN			TEENS 12-17
		18-34	25-54	35+	18-34	25-54	35+			18-34	25-54	35+	18-34	25-54	35+	
WBBE																
WBKY-FM	7		4	4	2	3	1		1.5		2.8	5.7	1.3	2.3	1.6	
WCGW*		31	10		41	30	11	15	21.0	22.8	7.0		27.3	22.7	17.2	31.9
WCKU-FM	98		4	8	3	5	2		2.8		2.8	11.4	2.0	3.8	3.1	
WCOZ-FM	13	7	7		11	2	2	18	8.1	5.1	4.9		7.3	1.5	3.1	38.3
WFMI-FM	38															
WFRS																
WJMM-FM	13	7	4		5	6	1		2.8	5.1	2.8		3.3	4.5	1.6	
WKQQ-FM	104	55	42	14	26	19	5	4	22.3	40.4	29.4	20.0	17.3	14.4	7.8	8.5
WLAP	6	2	3	1	3	1			1.3	1.5	2.1	1.4	2.0	8		
WLAP-FM	72	6	3		45	29	18	3	15.4	4.4	2.1		30.0	22.0	28.1	6.4
WLXG	4		1	1		3	3		.9		.7	1.4		2.3	4.7	
WMGB-FM	7				4	7	3		1.5				2.7	5.3	4.7	
WNWL																
WRFL-FM	1		1	1					.2		.7	1.4				
WVLK	15	2	9	11		2	2		3.2	1.5	6.3	15.7		1.5	3.1	
WVLK-FM	66	19	42	24	6	17	11	6	14.1	14.0	29.4	34.3	4.0	12.9	17.2	12.8
WEKU-FM	9		4	4	4	5	1		1.9		2.8	5.7	2.7	3.8	1.6	
WHAS	1		1	1					.2		.7	1.4				
WLW	7	4	7	3					1.5	2.9	4.9	4.3				
PUR	467	136	143	70	150	132	64	47	16.7	24.6	19.5	10.7	26.6	17.3	8.3	18.4

+ DENOTES SPANISH STATION. SEE ADVISORY ON PAGE IV.
* ESTIMATES ADJUSTED FOR ACTUAL BROADCAST SCHEDULE

HOURLY AVERAGE QUARTER HOUR ESTIMATES

	AVERAGE QUARTER HOUR PERSONS (00)							AVERAGE QUARTER HOUR SHARES								
	TOT PERS 12+	MEN			WOMEN			TEENS 12-17	TOT PERS 12+	MEN			WOMEN			TEENS 12-17
		18-34	25-54	35+	18-34	25-54	35+			18-34	25-54	35+	18-34	25-54	35+	
WBBE	2					2	2		.6					2.3	3.8	
WBKY-FM																
WCGW+																
WCKU-FM	70	27	11		22	16	10	11	19.3	25.0	9.5		25.3	18.6	18.9	23.4
WCOZ-FM	18	4	8	10	3	4	1		5.0	3.7	6.9	14.7	3.4	4.7	1.9	
WFMI-FM	30				9	5	2	19	8.3				10.3	5.8	3.8	40.4
WHRS																
WJMM-FM	8	4	1		1	4	3		2.2	3.7	.9		1.1	4.7	5.7	
WKQQ-FM	68	41	27	8	18	13	3	1	18.7	38.0	23.3	11.8	20.7	15.1		2.1
WLAP	6					3	3		1.7			4.4		3.5	5.7	
WLAP-FM	78	20	25	14	28	16	10	6	21.5	18.5	21.6	20.6	32.2	18.6	18.9	12.8
WLXG																
WMGB-FM	5		3	3		2	2		1.4		2.6	4.4		2.3	3.8	
WNVL																
WRFL-FM	6							6	1.7							12.8
WVLK	14	1	10	9		2	4		3.9	.9	8.6	13.2		2.3	7.5	
WVLK-FM	38	9	19	11	5	14	10	3	10.5	8.3	16.4	16.2	5.7	16.3	18.9	6.4
WEKU-FM	7		4	4	3	3			1.9		3.4	5.9	3.4	3.5		
WHAS	5		3	3			2		1.4		2.6	4.4			3.8	
WLW	1		1	1					.3		.9	1.5				
PUR	363	108	116	68	87	86	53	47	13.0	19.5	15.8	10.4	15.4	11.3	6.9	18.4

+ DENOTES SPANISH STATION. SEE ADVISORY ON PAGE IV.
 * ESTIMATES ADJUSTED FOR ACTUAL BROADCAST SCHEDULE

Hour By Hour Estimates

LEXINGTON/FAYETTE KY MSA
DECEMBER 1988 - FEBRUARY 1989

MONDAY - FRIDAY 8:00PM-9:00PM

HOURLY AVERAGE QUARTER HOUR ESTIMATES

	AVERAGE QUARTER HOUR PERSONS (00)								AVERAGE QUARTER HOUR SHARES									
	TOT PERS 12+	MEN			WOMEN			TEENS 12-17	TOT PERS 12+	MEN			WOMEN			TEENS 12-17		
		18-34	25-54	35+	18-34	25-54	35+			18-34	25-54	35+	18-34	25-54	35+			
WBBE	3					2	3		.9						2.6	5.2		
WBKY-FM	4		3	3			1		1.1		3.5	4.8			1.7			
WCGW*																		
WCKU-FM	70	17	11		32	16	9	12	20.1	21.3	12.8		36.4	20.8	15.5	19.7		
WCOZ-FM	12	4	4	4		4	4		3.4	5.0	4.7	6.5		5.2	6.9			
WFMI-FM	43	8	4	4	3			28	12.3	10.0	4.7	6.5	3.4			45.9		
WFRS																		
WJMM-FM	2				2	2			.6				2.3	2.6				
WKQQ-FM	48	27	6	1	18	15	2		13.8	33.8	7.0	1.6	20.5	19.5	3.4			
WLAP	8			7				1	2.3			11.3				1.6		
WLAP-FM	81	15	28	19	28	12	7	12	23.2	18.8	32.6	30.6	31.8	15.6	12.1	19.7		
WLXG	5		2	2		3	3		1.4		2.3	3.2		3.9	5.2			
WMGB-FM	5					3	3	2	1.4					3.9	5.2	3.3		
WNVL																		
WRFL-FM	5							5	1.4							8.2		
WVLK	11					4	11		3.2					5.2	19.0			
WVLK-FM	48	10	26	19	4	14	13	2	13.8	12.5	30.2	30.6	4.5	18.2	22.4	3.3		
WEKU-FM																		
WHAS																		
WLW	3					3	3		.9					3.9	5.2			
PUR	349	80	86	62	88	77	58	61	12.5	14.5	11.7	9.5	15.6	10.1	7.5	23.9		

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* ESTIMATES ADJUSTED FOR ACTUAL BROADCAST SCHEDULE

BIRCH RADIO

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HOURLY AVERAGE QUARTER HOUR ESTIMATES

	AVERAGE QUARTER HOUR PERSONS (00)								AVERAGE QUARTER HOUR SHARES							
	TOT PERS 12+	MEN			WOMEN			TEENS 12-17	TOT PERS 12+	MEN			WOMEN			TEENS 12-17
		18-34	25-54	35+	18-34	25-54	35+			18-34	25-54	35+	18-34	25-54	35+	
WBBE	2					2	2		.6					2.6	3.3	
WBKY-FM	5		2	2		2	3		1.6		2.7	4.5		2.6	5.0	
WCGW+																
WCKU-FM	75	19	11		25	21	10	21	23.7	22.4	14.9		43.9	27.6	16.7	30.0
WCOZ-FM	11	4	4	4		3	3		3.5	4.7	5.4	9.1		3.9	5.0	
WFMI-FM	23	2	2		1	1		20	7.3	2.4	2.7		1.8	1.3		28.6
WHR5																
WJMM-FM	6	3	3				3		1.9	3.5	4.1				5.0	
WKQQ-FM	61	36	18	11	13	9		1	19.3	42.4	24.3	25.0	22.8	11.8		1.4
WLAP	5			5					1.6			11.4				
WLAP-FM	43	10	9	4	13	13	5	11	13.6	11.8	12.2	9.1	22.8	17.1	8.3	15.7
WLXG	7		4	4		3	3		2.2		5.4	9.1		3.9	5.0	
WMGB-FM	6				1	4	3	2	1.9				1.8	5.3	5.0	2.9
WVVL																
WRFL-FM	5							5	1.6							7.1
WVLK	8		1	1			7		2.5		1.4	2.3			11.7	
WVLK-FM	45	10	17	12	4	17	17	2	14.2	11.8	23.0	27.3	7.0	22.4	28.3	2.9
WEKU-FM	3				1	1	2		.9				1.8	1.3	3.3	
WHAS	1					1	1		.3					1.3	1.7	
WLW	3	1	3	2					.9	1.2	4.1	4.5				
PUR	316	85	74	44	57	76	60	70	11.3	18.4	10.1	6.7	10.1	10.0	7.8	27.5

+ DENOTES SPANISH STATION. SEE ADVISORY ON PAGE IV.
* ESTIMATES ADJUSTED FOR ACTUAL BROADCAST SCHEDULE

Hour By Hour Estimates

LEXINGTON/FAYETTE KY MSA
DECEMBER 1988 - FEBRUARY 1989

MONDAY - FRIDAY 10:00PM-11:00PM

HOURLY AVERAGE QUARTER HOUR ESTIMATES

	AVERAGE QUARTER HOUR PERSONS (00)								AVERAGE QUARTER HOUR SHARES							
	TOT PERS 12+	MEN			WOMEN			TEENS 12-17	TOT PERS 12+	MEN			WOMEN			TEENS 12-17
		18-34	25-54	35+	18-34	25-54	35+			18-34	25-54	35+	18-34	25-54	35+	
WBBE	1						1	.3								1.8
WBKY-FM	7				3	5	4	2.0					3.9	6.2		7.1
WCGW*																
WCKU-FM	73	25	8		22	18	8	18	21.3	26.9	10.5		28.9	22.2	14.3	25.4
WCOZ-FM	11	4	4	4		3	3	3.2	3.2	4.3	5.3	8.7		3.7	5.4	
WFMI-FM	44	3			6	2		35	12.9	3.2			7.9	2.5		49.3
WHRS																
WJMM-FM	5				3	5	2	1.5					3.9	6.2	3.6	
WKQQ-FM	56	30	13	4	20	8		2	16.4	32.3	17.1	8.7	26.3	9.9		2.8
WLAP	3	3	3					.9	.9	3.2	3.9					
WLAP-FM	35	4	8	4	15	9	5	7	10.2	4.3	10.5	8.7	19.7	11.1	8.9	9.9
WLXG	10		4	4		6	6	2.9	2.9		5.3	8.7		7.4	10.7	
WMGB-FM	8		1	1	2	5	3	2	2.3		1.3	2.2	2.6	6.2	5.4	2.8
WNVL																
WRFL-FM																
WVLK	16	7	4	4			5	4.7	4.7	7.5	5.3	8.7			8.9	
WVLK-FM	48	12	16	10	6	21	16	4	14.0	12.9	21.1	21.7	7.9	25.9	28.6	5.6
WEKU-FM	3			2		1	1	.9	.9			4.3		1.2	1.8	
WHAS																
WLW	14		9	12			2	4.1	4.1		11.8	26.1			3.6	
PUR	342	93	76	46	76	81	56	71	12.2	16.8	10.4	7.1	13.5	10.6	7.3	27.8

* DENDTES SPANISH STATION. SEE ADVISORY ON PAGE IV.
* ESTIMATES ADJUSTED FOR ACTUAL BROADCAST SCHEDULE

BIRCH RADIO

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HOURLY AVERAGE QUARTER HOUR ESTIMATES

	AVERAGE QUARTER HOUR PERSONS (00)							AVERAGE QUARTER HOUR SHARES								
	TOT PERS 12+	MEN			WOMEN			TEENS 12-17	TOT PERS 12+	MEN			WOMEN			TEENS 12-17
		18-34	25-54	35+	18-34	25-54	35+			18-34	25-54	35+	18-34	25-54	35+	
WBBE	1						1		.4							3.0
WBKY-FM																
WCGW*																
WCKU-FM	50	21	2		21	15	3	5	22.4	30.9	4.1		39.6	28.8	9.1	16.1
WCOZ-FM	8	4	4	4					3.6	5.9	8.2	10.5				
WFMI-FM	25	4	2		3			18	11.2	5.9	4.1		5.7			58.1
WHRS																
WJMM-FM	8		3	3	3	5	2		3.6		6.1	7.9	5.7	9.6	6.1	
WKQQ-FM	33	21	4		10	4		2	14.8	30.9	8.2		18.9	7.7		6.5
WLAP	2				2	2			.9				3.8	3.8		
WLAP-FM	20	3	10	9	6	2	2		9.0	4.4	20.4	23.7	11.3	3.8	6.1	
WLXG	2		2	2					.9		4.1	5.3				
WMGB-FM	5					3	3	2	2.2					5.8	9.1	6.5
WVVL																
WRFL-FM																
WVLK	9	4	4	2			3		4.0	5.9	8.2	5.3				9.1
WVLK-FM	37	7	9	5	7	20	14	4	16.6	10.3	18.4	13.2	13.2	38.5	42.4	12.9
WEKU-FM	9	4	1	5					4.0	5.9	2.0	13.2				
WHAS	5		4	4	1	1			2.2		8.2	10.5	1.9	1.9		
WLW	6		4	4			2		2.7		8.2	10.5				6.1
PUR	223	68	49	38	53	52	33	31	8.0	12.3	6.7	5.8	9.4	6.8	4.3	12.2

+ DENOTES SPANISH STATION. SEE ADVISORY ON PAGE IV.
 * ESTIMATES ADJUSTED FOR ACTUAL BROADCAST SCHEDULE

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LEXINGTON/FAYETTE KY MSA
DECEMBER 1988 - FEBRUARY 1989

AVERAGE QUARTER HOUR PERSONS ESTIMATES BY LOCATION (00)

	MEN 18+															MEN 18-49																					
	MON-FRI 6:00AM-10:00AM			MON-FRI 10:00AM-3:00PM			MON-FRI 3:00PM-7:00PM			MON-FRI 7:00PM-MIDNIGHT			SAT-SUN 10:00AM-3:00PM			MON-FRI 6:00AM-10:00AM			MON-FRI 10:00AM-3:00PM			MON-FRI 3:00PM-7:00PM			MON-FRI 7:00PM-MIDNIGHT			SAT-SUN 10:00AM-3:00PM									
	HOME	CAR	OTHER	HOME	CAR	OTHER	HOME	CAR	OTHER	HOME	CAR	OTHER	HOME	CAR	OTHER	HOME	CAR	OTHER	HOME	CAR	OTHER	HOME	CAR	OTHER	HOME	CAR	OTHER	HOME	CAR	OTHER	HOME	CAR	OTHER				
WBBE	1	1						2						1	4																						
WBKY-FM	2	2						2			1			3	1			2	2			1	1			2	2										
WCGW+								1	1				3	1	2																						
WCKU-FM	6	17	4	4	6	1	19	13	2	16	5		5	10		6	17	4	4	4	1	19	13	2	16	5		5	10								
WCOZ-FM		2	2			8	5	2	4	9				1			2	1			3	7	3	1	4	5		4	5								
WFMI-FM	2	1	5			4	2	3			2	1		5	4		1	1	5		1	4	2	3		1	1		5	4							
WFRS																																					
WJMM-FM	1	3			2	1	2	5	3	2	2		1		3		2			2		5	2	2	2		2										
WKQQ-FM	19	20	32	15	16	47	12	36	29	19	15	3	23	24	16	19	20	32	15	16	47	12	36	29	19	15	3	23	24	16							
WLAP	2	2	2			3	4			4	2	3	1		2	2	7	2	2	2		3	4	4	2		4	2									
WLAP-FM	6	11	5	7	10	13	5	9	6	12	5	3	9	4	4	6	11	5	7	10	13	5	9	6	12	5	3	8	4	4							
WLXG	1	2			1	1				2		2		3	4		1	2		1	1		2		2			3	4								
WMGB-FM	1	3	2			3	2			1				1	3	2				3	3	2		1			1	3									
WNVL								3																													
WRFL-FM		1			2		1	3	1					3			1			2		1	3	1													
WVLK	9	10	13			1	13	4	7	5	4	2		2	4	5	4	10	8		1	13	6	5	3	2		2	4								
WVLK-FM	17	20	14	2	19	23	17	21	18	12	7	1	37	27	11	13	15	10	1	18	17	15	12	16	8	6	1	34	26	11							
WEKU-FM	2	1	3	1	2	4	4		1	2		1	1		4		1	3		4	2		1	1		1	1										
WHAS		2				1		2		1				1			2				2		1														
WLW		3	1		5	4		4	5	4				1			3	1		5	4		4	5	3												
PUR	73	106	85	32	76	133	83	118	80	89	38	10	95	94	54	57	100	75	29	69	125	68	103	77	74	37	10	88	92	50							

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LEXINGTON/FAYETTE KY MSA
 DECEMBER 1988 - FEBRUARY 1989

AVERAGE QUARTER HOUR PERSONS ESTIMATES BY LOCATION (00)

	MEN 25-54												MEN 35-64																										
	MON-FRI 6:00AM-10:00AM			MON-FRI 10:00AM-3:00PM			MON-FRI 3:00PM-7:00PM			MON-FRI 7:00PM-MIDNIGHT			SAT-SUN 10:00AM-3:00PM			MON-FRI 6:00AM-10:00AM			MON-FRI 10:00AM-3:00PM			MON-FRI 3:00PM-7:00PM			MON-FRI 7:00PM-MIDNIGHT			SAT-SUN 10:00AM-3:00PM											
	HOME	CAR	OTHER	HOME	CAR	OTHER	HOME	CAR	OTHER	HOME	CAR	OTHER	HOME	CAR	OTHER	HOME	CAR	OTHER	HOME	CAR	OTHER	HOME	CAR	OTHER	HOME	CAR	OTHER	HOME	CAR	OTHER	HOME	CAR	OTHER						
WBBE																																							
WBKY-FM	2	2			1	1		2	2		1			3	1		2	2		1	1		2	2					3	1									
WCGW*														3	1		2			1	1		1						3	1									
WCKU-FM	4	7		4	3	1	6	6		8				3	2					1			1						3	2									
WCOZ-FM		2	2		3	8	3	2	4	5				1						1	2		3	8	5	2	4	5											
WFMI-FM	2	1	3			4	1	2		1				1						1									1										
WFRS																																							
WJMM-FM	1	3				2	2	3	2	1		1		2		1	2			1	2		1	2		1	2		1										
WKQQ-FM	11	14	25	10	8	32	5	22	23	7	6	1	11	16	12	4	7	10	3	4	16	1	7	13	3	1	1	4	3	1									
WLAP	1	2	2		3	4		4	2		1			1	2	7	1	2		4	4		1	2		2	4	8	1	1	1	1	2	7					
WLAP-FM	5	9	3	5	6	13	3	8	6	11	4	1	5	4	4	4	1	3	5	1	7	1	1	4	8	1	1	1	1	1									
WLXG	1	2			1	1		2		2				3	4		1	2		1	1		2		2			3	4										
WMGB-FM	1	2	2			3	3	1			1				3	1	1			1			1			1													
WNVL																																							
WRFL-FM		1							1	1				3			1						1																
WVLK	4	9	8		1	13		6	5	2	2		2	4	5	4	6	10		1	9		5	2	2			2	2										
WVLK-FM	15	18	12	1	17	19	16	16	16	8	7	1	32	14	4	12	9	6	1	12	6	9	12	7	7	3	1	6	4										
WEKU-FM		1	3			4	2		1	1			1		4	2	1	3	1	2	4	4		1	2			1											
WHAS		2					1		2	1			1				1			1			2		1			1											
WLW		3	1		5	4		3	5	3				1			2			5			3	1	3														
PUR	49	84	63	20	51	113	43	83	69	51	22	5	69	59	43	32	42	36	10	34	59	23	45	39	34	7	5	32	27	18									

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LEXINGTON/FAYETTE KY MSA
DECEMBER 1988 - FEBRUARY 1989

AVERAGE QUARTER HOUR PERSONS ESTIMATES BY LOCATION (00)

	WOMEN 18+															WOMEN 18-49																	
	MON-FRI 8:00AM-10:00AM			MON-FRI 10:00AM-3:00PM			MON-FRI 3:00PM-7:00PM			MON-FRI 7:00PM-MIDNIGHT			SAT-SUN 10:00AM-3:00PM			MON-FRI 8:00AM-10:00AM			MON-FRI 10:00AM-3:00PM			MON-FRI 3:00PM-7:00PM			MON-FRI 7:00PM-MIDNIGHT			SAT-SUN 10:00AM-3:00PM					
	HOME	CAR	OTHER	HOME	CAR	OTHER	HOME	CAR	OTHER	HOME	CAR	OTHER	HOME	CAR	OTHER	HOME	CAR	OTHER	HOME	CAR	OTHER	HOME	CAR	OTHER	HOME	CAR	OTHER	HOME	CAR	OTHER	HOME	CAR	OTHER
WBBE	3	2		3	5		3	2		1	1		6			2	1		1	2		1	1		2			1	1		2		
WBKY-FM	1	3	3		1	4		1		1	2		6	1		1	2	2		1	3	1		2			1	1		5			
WCGW*				2			1						1																	1			
WCKU-FM	15	9	10	25	6	14	34	16	8	24	6	1	30	16		15	9	10	25	6	12	33	14	7	23	6	1	30	16				
WCOZ-FM	4	2	1		1	8		2	3	2		1	10	4	3	3	2	1		1	6		2	3	1		1	9	3	3			
WFMI-FM	3	4	1	5	1	3	8	5	3	3	2		9	2	2	3	4	1		5	1	3	8	5	3	3	2		9	2	2		
WHRS													4																4				
WJMM-FM	8	2		4	3		6	2		3			1	1		4	2		3	3		6	2		3								
WKQQ-FM	18	13	13	3	8	32	6	20	15	7	2	8	18	6	13	18	13	13	3	8	32	6	20	15	7	2	8	18	6	10			
WLAP	5	2	3	3		7	2	1	1	1			2	1		3	2	3		7	1	1	1	1	1		1	1	1				
WLAP-FM	21	7	13	10	5	20	14	23	13	10	8	5	17	16	13	21	6	13	10	5	20	11	22	13	10	7	5	15	16	13			
WLXG	5	2		2	5	2	4	1	1	2			3	1	1	5	2		2	5	2	4	1	1	2		3	1	1				
WMGB-FM	3	3	7	2		13	2	2	9	4			2	8	2	3	3	6		2	10	2	2	8	4		2	7	2				
WNVL	1																																
WRFL-FM				1															1														
WVLK	28	9	2	7	3	7	5	3	3	6			14	1	1	16	6	2	3	2	4	3	3	2	1			8	1	1			
WVLK-FM	35	11	15	14	11	23	13	16	12	13		6	16	8	7	24	10	13	12	10	20	10	14	11	11		6	9	7	7			
WEKU-FM	5	1	10	1	3	14	3	1	9			1	3	1		2		9		3	12	2	1	8			1	1	1				
WHAS	5	1					1	1					3			3	1					1							1				
WLW									1	2			1																				
PUR	162	71	81	85	53	149	106	98	79	82	19	22	137	63	40	125	63	75	67	48	131	90	89	73	69	18	22	113	59	37			

+ DEMOTES SPANISH STATION. SEE ADVISORY ON PAGE IV.
* ESTIMATES ADJUSTED FOR ACTUAL BROADCAST SCHEDULE

LEXINGTON/FAYETTE KY MSA
 DECEMBER 1988 - FEBRUARY 1989

AVERAGE QUARTER HOUR PERSONS ESTIMATES BY LOCATION (00)

	WOMEN 25-54															WOMEN 35-64																
	MON-FRI 6:00AM-10:00AM			MON-FRI 10:00AM-3:00PM			MON-FRI 3:00PM-7:00PM			MON-FRI 7:00PM-MIDNIGHT			SAT-SUN 10:00AM-3:00PM			MON-FRI 6:00AM-10:00AM			MON-FRI 10:00AM-3:00PM			MON-FRI 3:00PM-7:00PM			MON-FRI 7:00PM-MIDNIGHT			SAT-SUN 10:00AM-3:00PM				
	HOME	CAR	OTHER	HOME	CAR	OTHER	HOME	CAR	OTHER	HOME	CAR	OTHER	HOME	CAR	OTHER	HOME	CAR	OTHER	HOME	CAR	OTHER	HOME	CAR	OTHER	HOME	CAR	OTHER	HOME	CAR	OTHER	HOME	CAR
WBBE	2	1		1	2	2			1	1		2			2	2		2	2		3	1		1	1		2					
WBKY-FM	1	2	2		1	3	1		2			5			1	2	3		1	2				1	1		3		1			
WCGW*												1					2				1											
WCKU-FM	9	4	5	14	1	6	21	7	3	10	5	1	25	15	3	1		7			11	1	1	4	2	1	9	7				
WCOZ-FM	4	2	1		1	6		2	3	2		1	9	3	3	1		1		2		1	2				9	3				
WFMI-FM	1	4	1		1	1	1	3	1		1		2	1	1						1						2	1		1		
WHRS													4														4					
WJMM-FM	5	2		3	3		6	2		3			1		4				1			1		1		1	1	1				
WKQQ-FM	13	8	3	2	6	13	4	12	11	1	1	8	5	4	6		2					4				1	1	6				
WLAP	4	2	3			7	1	1	1	1	1		1	1	3	1	3			5	1		1			2	1					
WLAP-FM	16	6	10	7	3	17	11	13	7	6	3	1	5	13	9	8	1	5	1	2	7	5	1	3	3	2	1	3				
WLXG	5	1		2	4	2	4	1	1	2			2		1	5	1		1	2	2	2		1	2		2	1		1		
WMGB-FM	3	3	6	1		10	1	2	8	4			8	2	1	2	3			6		1	4	3			4	2				
WVVL																																
WRFL-FM				1																												
WVFLK	18	8	2	3	2	7	5	3	3	1			10	1	1	20	7	2	3	2	7	5	3	3	2		10		1			
WVFLK-FM	25	10	13	11	10	17	11	13	9	11		6	8	6	7	21	6	10	10	7	13	9	9	5	10		10	2	3			
WEKU-FM	2		10		5	14	2	1	9			1	1	1	2		6	1	3	9	1		5			3	1					
WHAS	4	1					1	1					3		3							1				3						
WLW									1	1															2							
PUR	114	54	58	45	38	103	71	64	57	45	11	18	80	49	24	78	26	29	33	21	50	41	30	20	33	6	4	56	20	15		

+ DENOTES SPANISH STATION. SEE ADVISORY ON PAGE IV.
 * ESTIMATES ADJUSTED FOR ACTUAL BROADCAST SCHEDULE

AVERAGE QUARTER HOUR PERSONS ESTIMATES BY LOCATION (00)

	ADULTS 18+												ADULTS 18-49																			
	MON-FRI 8:00AM-10:00AM			MON-FRI 10:00AM-3:00PM			MON-FRI 3:00PM-7:00PM			MON-FRI 7:00PM-MIDNIGHT			SAT-SUN 10:00AM-3:00PM			MON-FRI 8:00AM-10:00AM			MON-FRI 10:00AM-3:00PM			MON-FRI 3:00PM-7:00PM			MON-FRI 7:00PM-MIDNIGHT			SAT-SUN 10:00AM-3:00PM				
	HOME	CAR	OTHER	HOME	CAR	OTHER	HOME	CAR	OTHER	HOME	CAR	OTHER	HOME	CAR	OTHER	HOME	CAR	OTHER	HOME	CAR	OTHER	HOME	CAR	OTHER	HOME	CAR	OTHER	HOME	CAR	OTHER	HOME	CAR
WBBE	4	3		3	6		3	4		1	1		6	1	4	2	1		1	2		2	1	1		2			2			
WBKY-FM	3	5	3		2		5	1	2	3	2	1		9	2		3	4	2		2	4	1	2	2	2	1		5	1		
WCGW*				2		1		2		1			4	1	2													4	1	2		
WCKU-FM	21	26	14	29	12	15	53	29	10	40	11	1	35	26		21	26	14	29	10	13	52	27	9	39	11	1	35	26			
WCOZ-FM	4	4	3		4	16	5	4	7	11		1	10	5	3	3	4	2		4	13	3	3	7	6		1	9	4	3		
WFMI-FM	5	5	6	5	2	7	10	8	3	5	3		14	6	2	4	5	6	5	2	7	10	8	3	4	3		14	6	2		
WHR5													4															4				
WJMM-FM	9	5		6	4	2	11	5	2	5		1	1	4		4	4		5	3	2	11	4	2	5		1		3			
WKQQ-FM	37	33	45	18	24	79	18	56	44	26	17	11	41	30	29	37	33	45	18	24	79	18	56	44	26	17	11	41	30	26		
WLAP	7	4	5	3	3	11	2	5	3	4	1		4	3	7	5	4	5		3	11	1	5	3	1	1		2	3	7		
WLAP-FM	27	18	18	17	15	33	19	32	19	22	13	8	26	20	17	27	17	18	17	15	33	16	31	19	22	12	8	23	20	17		
WLXG	6	4		2	6	3	4	3	1	4			6	5	1	6	4		2	6	3	4	3	1	4			6	5	1		
WMGB-FM	4	6	9	2		16	5	4	9	4	1		2	9	5	4	6	8	2		13	5	4	8	4	1		2	8	5		
WNL	1						3						1																			
WRFL-FM		1		1	2		1	3	1							1			1	2		1	3	1					3			
WVLC	37	19	15	7	4	20	9	10	8	10	2		16	5	6	20	16	10	3	3	17	3	9	7	4	2		10	5	6		
WVLC-FM	52	31	29	16	30	46	30	37	30	25	7	7	53	35	18	37	25	23	13	28	37	25	26	27	19	6	7	43	33	18		
WEKU-FM	7	2	13	2	5	18	7	1	10	2		2	4	1	4	2	1	12		3	16	4	1	9	1		2	2	1	4		
WHAS	5	3					2	3		1			4			3	3				1		2		1			2				
WLW		3	1			4		4	6	6			1	1		3	1		5	4		4	6	3					1			
PUR	235	179	166	117	129	282	189	216	159	171	57	32	232	157	94	182	163	150	96	117	256	158	192	150	143	55	32	201	151	87		

+ DENOTES SPANISH STATION. SEE ADVISORY ON PAGE IV.
* ESTIMATES ADJUSTED FOR ACTUAL BROADCAST SCHEDULE

LEXINGTON/FAYETTE KY MSA
DECEMBER 1988 - FEBRUARY 1989

AVERAGE QUARTER HOUR PERSONS ESTIMATES BY LOCATION (00)

	ADULTS 25-54															ADULTS 35-64																			
	MON-FRI 6:00AM-10:00AM			MON-FRI 10:00AM-3:00PM			MON-FRI 3:00PM-7:00PM			MON-FRI 7:00PM-MIDNIGHT			SAT-SUN 10:00AM-3:00PM			MON-FRI 6:00AM-10:00AM			MON-FRI 10:00AM-3:00PM			MON-FRI 3:00PM-7:00PM			MON-FRI 7:00PM-MIDNIGHT			SAT-SUN 10:00AM-3:00PM							
	HOME	CAR	OTHER	HOME	CAR	OTHER	HOME	CAR	OTHER	HOME	CAR	OTHER	HOME	CAR	OTHER	HOME	CAR	OTHER	HOME	CAR	OTHER	HOME	CAR	OTHER	HOME	CAR	OTHER	HOME	CAR	OTHER	HOME	CAR	OTHER		
WBBE	2	1		1	2	2			1	1		2		4	2	3		2	2		3	3		1	1		2		4						
WBKY-FM	3	4	2		2	4	1	2	2	2	1		8	1		3	4	3		2	3		2	1	1		6	2							
WCGW*													4	1	2			2		1	2		1			4	1	2							
WCKU-FM	13	11	5	18	4	7	27	13	3	18	5	1	28	17		3	2		7		2	11	2	1	4	2	1	12	9						
WCOZ-FM	4	4	3		4	14	3	4	7	7		1	9	4		3	2	2		4	10	5	3	4	7		9	4							
WFMI-FM	3	5	4		1	5	2	5	1	1	1		3	1	1	1						1		1		2	1	1							
WFRS													4													4									
WUMM-FM	6	5		3	2	2	8	5	2	4		1	1	2	5	2		2	2		2	2	2	1		1	1	2							
WKQQ-FM	24	22	28	12	14	45	9	34	34	8	7	9	16	20	18	4	9	10	3	4	16	1	11	13	3	1	1	4	4	7					
WLAP	5	4	5		3	11	1	5	3	1	1		2	3	7	3	2	5		9	1	1	2	1		3	3	7							
WLAP-FM	21	15	13	12	9	30	14	21	13	17	7	2	10	17	13	12	2	3	10	2	9	8	6	5	11	4	1	3	1	3					
WLXG	6	3		2	5	3	4	3	1	4			5	4	1	6	3		1	3	3	2	2	1	4		5	4	1						
WMGB-FM	4	5	8	1		13	4	3	8	4	1			8	5	2	3	3		6	1	2	4	3	1		4	2							
WVVL																																			
WRFL-FM		1		1				1	1					3		1						1													
WVLC	22	17	10	3	3	20	5	9	8	3	2		12	5	6	24	13	12	3	3	16	5	8	5	4		12	2	6						
WVLC-FM	40	28	25	12	27	36	27	29	25	19	7	7	40	20	11	33	15	16	11	19	19	18	21	12	17	3	4	16	6	3					
WEKU-FM	2	1	13		3	18	4	1	10	1		1	2	1	4	4	1	9	2	5	13	5		6	2		4	1							
WHAS	4	3				2	3			1			4		3	1					1	3		1			4								
WLW		3	1		5	4		3	6	4			1		2			5				3	1	5											
PUR	163	138	121	65	89	216	114	147	126	96	33	23	149	108	67	110	68	65	43	55	109	64	75	59	67	13	9	88	47	33					

+ DENOTES SPANISH STATION. SEE ADVISORY ON PAGE IV.
* ESTIMATES ADJUSTED FOR ACTUAL BROADCAST SCHEDULE

8. County By County

County information varies by market. Users should note that county columns are in alphabetical order. Only counties with in-tab sample sizes greater than 35 interviews are displayed.

LEXINGTON/FAYETTE KY MSA
DECEMBER 1988 - FEBRUARY 1989

COUNTY BY COUNTY LISTENING ESTIMATES (00)

MONDAY-SUNDAY 6:00AM-MIDNIGHT

	BOURBON KY		CLARK KY		FAYETTE KY		JESSAMINE KY		SCOTT KY		WOODFORD KY		AQH	CUME
	AQH	CUME	AQH	CUME	AQH	CUME	AQH	CUME	AQH	CUME	AQH	CUME		
WBBE		9		5	5	60	1	11		4		1		
WBKY-FM			1	15	7	108		12		6		1		
WCGW*				33	1	37	1	13		6		2		
WCKU-FM	2	20	9	40	55	388	2	62	6	25	1	17		
WCOZ-FM	1	15		4	12	115		10	1	18		7		
WFMI-FM	4	57	9	72	19	343	3	47	3	35		10		
WFRS		3		6		9								
WJMM-FM				7	7	97	2	25	1	10		5		
WKQQ-FM	3	41	5	73	68	673	11	95	4	37	6	51		
WLAP		15		3	8	134	3	19		23		3		
WLAP-FM	4	60	2	59	38	628	5	78	6	64	6	66		
WLXG		3	1	6	6	73	1	7		5		4		
WMGB-FM		6		1	10	127	1	8	2	21	1	10		
WVVL						10		13				3		
WRFL-FM		1			3	72		1				4		
WVLK	1	7	1	14	23	304	2	24	1	24	2	29		
WVLK-FM	8	73	11	118	47	560	6	118	8	105	8	76		
WEKU-FM		1		8	11	126	1	10		7		5		
WHAS		5		13	1	54		12	1	24		8		
WLW	1	12	1	14	2	50	1	10		15		7		

+ DENOTES SPANISH STATION. SEE ADVISORY ON PAGE IV.
* ESTIMATES ADJUSTED FOR ACTUAL BROADCAST SCHEDULE

9. Audience Composition

Two separate compositions are displayed: demographic and ethnic. To use, note the size of the total average quarter hour audience in the first column. Reading across, each column represents the percentage of the total audience that falls within the given demographic cell.

Demographic cell percentages will normally total between 99.9 and 100.1 when added across, as will the ethnic percentages. Slight variations are due to rounding.

Audience Composition

MONDAY - SUNDAY 6:00AM - MIDNIGHT

LEXINGTON/FAYETTE KY MSA
DECEMBER 1988 - FEBRUARY 1989

AVERAGE QUARTER HOUR AUDIENCE COMPOSITION

	TOT PERS 12+ (00)	DEMOGRAPHIC COMPOSITION (%)											TEENS 12-17	ETHNIC COMPOSITION (%)			
		MEN						WOMEN						OTHER	BLACK	HISPANIC	
		18-24	25-34	35-44	45-54	55-64	65+	18-24	25-34	35-44	45-54	55-64					65+
WBBE	6				16.7				33.3		16.7	33.3		100.0			
WBKY-FM	7			28.6					28.6		14.3		100.0				
WCGW*	3			33.3		33.3					33.3		100.0				
WCKU-FM	75	14.7	9.3	2.7				20.0	21.3	8.0	4.0	1.3	18.7	29.3	70.7		
WCOZ-FM	15		6.7	26.7	6.7	6.7			20.0	20.0	6.7	6.7	100.0				
WFMI-FM	36	11.1	5.6					16.7	5.6				61.1	97.3	2.7		
WHS																	
WJMM-FM	8	12.5	12.5	12.5					37.5	12.5	12.5		100.0				
WKQQ-FM	95	27.4	23.2	10.5	3.2			15.8	15.8	1.1			3.2	100.0			
WLAP	11		18.2	27.3	9.1		9.1		9.1	9.1		9.1	81.8	18.2			
WLAP-FM	62	6.5	14.5	8.1	3.2			17.7	24.2	9.7	3.2	1.6	11.3	96.7	3.3		
WLXG	8			37.5				12.5	12.5	25.0	12.5		100.0				
WMGB-FM	14		14.3	7.1				7.1	35.7	21.4		7.1	7.1	100.0			
WNVL																	
WRFL-FM	3	33.3	33.3										33.3	100.0			
WVLK	27		14.8	14.8	11.1	3.7	3.7	3.7	14.8	18.5	3.7	11.1	93.1	6.9			
WVLK-FM	86	7.0	25.6	9.3	9.3	2.3	1.2	4.7	10.5	14.0	9.3	2.3	2.3	91.9	8.1		
WEKU-FM	12		8.3	16.7		8.3			25.0	16.7	16.7	8.3	100.0				
WHAS	2			50.0							50.0		100.0				
WLW	6		33.3	33.3	16.7							16.7	100.0				
PUR	490	10.8	16.1	10.4	4.5	1.2	.8	11.0	15.7	9.4	5.1	2.2	2.2	10.4	85.9	14.1	

+ DENOTES SPANISH STATION. SEE ADVISORY ON PAGE IV.

* ESTIMATES ADJUSTED FOR ACTUAL BROADCAST SCHEDULE

BIRCH RADIO

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10. Cume Duplication

Due to varying numbers of stations in each market, page numbering will vary accordingly. The following demographics are found in Section 10 :

Men 18+	Women 18+	Adults 18+
Men 18-49	Women 18-49	Adults 18-49
Men 25-54	Women 25-54	Adults 25-54
Men 35-64	Women 35-64	Teens 12-17

Audience sharing for each station in the vertical roster is determined by reading down. Example: assume Station YYYY in vertical column, Station AAAA in the horizontal top row. The percentage shown at the convergence of this column and row is the percentage of AAAA's weekly cume audience that also listens to YYYY.

PERCENT OF WEEKLY CUME DUPLICATED - READ DOWN

	MONDAY - SUNDAY 6:00AM - MIDNIGHT																			
	WBBE AM	WBKY FM	WCGW AM	WCKU FM	WCOZ FM	WFMI FM	WFRS AM	WJMM FM	WKQQ FM	WLAP AM	WLAP FM	WLXG AM	WMGB FM	WVNL AM	WRFL FM	WVLK AM	WVLK FM	WEKU FM	WHAS AM	WLW AM
WEEKLY TOTAL CUME PRS (00)	42	71	54	190	74	148		70	544	114	370	48	77	23	38	206	520	64	62	82
WBBE	100.0		7.6		5.0					2.9		4.3		27.3		8.8	.9		11.5	13.5
WBKY-FM		100.0		1.7	4.8	4.1		7.2	3.6	5.4	3.3	9.7	4.9			11.6	2.2	38.4	5.3	4.5
WCGW*	9.8		100.0					20.3		4.0				25.8		4.1	1.1	2.0	15.8	
WCKU-FM		4.5		100.0	8.4	26.3		10.3	7.4	11.0	11.4		5.9	14.7		2.5	7.3	4.3	7.6	4.3
WCOZ-FM	8.8	5.0		3.3	100.0	6.9		2.4	3.4	6.5	8.5	5.6	15.5		5.8	7.8	3.2	2.7	7.4	
WFMI-FM		8.5		20.5	13.8	100.0		7.9	20.9	2.3	29.0	16.8	30.9	12.1	20.0	3.3	11.0	6.6	10.8	9.4
WFRS																				
WJMM-FM		7.1	26.4	3.8	2.3	3.7		100.0	1.2		3.8		5.4			5.7	2.0	13.6	2.3	
WKQQ-FM		27.6		21.2	24.6	76.7		9.5	100.0	22.0	52.4	29.6	48.9	9.4	60.2	28.6	22.5	38.0	11.0	10.1
WLAP	8.0	8.7	8.5	6.6	10.0	1.8			4.6	100.0	3.9	24.8	3.3	15.7	9.7	11.4	2.0	13.9	11.8	18.7
WLAP-FM		17.0		22.2	42.7	72.5		20.1	35.6	12.6	100.0	14.9	56.0	18.1	42.3	8.7	23.8	25.3	15.9	8.2
WLXG	4.9	6.6			3.6	5.5			2.6	10.4	1.9	100.0	7.0	18.1		5.4	3.1		8.4	10.5
WMGB-FM		5.4		2.4	16.2	16.1		5.9	6.9	2.2	11.6	11.3	100.0		23.2	5.5	2.1		7.2	
WVNL	15.0		11.0	1.8		1.9			.4	3.2	1.1	8.7		100.0		1.3	1.7		12.7	
WRFL-FM					3.0	5.1			4.2	3.2	4.3		11.4		100.0		1.9		5.0	
WVLK	43.4	33.8	15.6	2.8	21.7	4.6		16.7	10.8	20.6	4.8	23.0	14.6	11.8		100.0	13.9	17.4	46.7	39.8
WVLK-FM	10.6	15.9	10.7	20.0	22.3	38.6		14.7	21.5	8.9	33.5	34.0	13.9	38.7	26.4	35.1	100.0	6.7	51.7	26.4
WEKU-FM		34.7	2.4	1.5	2.4	2.9		12.4	4.5	7.8	4.4				8.5	5.4	.8	100.0		4.0
WHAS	17.0	4.6	18.1	2.5	6.2	4.5		2.0	1.3	6.4	2.7	10.9	5.8	34.2		14.1	6.2		100.0	12.3
WLW	26.4	5.2		1.9		5.2			1.5	13.5	1.8	17.9				15.8	4.2	5.1	16.3	100.0

+ DENOTES SPANISH STATION. SEE ADVISORY ON PAGE IV.
* ESTIMATES ADJUSTED FOR ACTUAL BROADCAST SCHEDULE

PERCENT OF WEEKLY CUME DUPLICATED - READ DOWN

	MONDAY - SUNDAY 6:00AM - MIDNIGHT																			
	WBBE AM	WBKY FM	WCGW AM	WCKU FM	WCOZ FM	WFMI FM	WFRS AM	WJMM FM	WKQQ FM	WLAP AM	WLAP FM	WLXG AM	WMGB FM	WVNL AM	WRFL FM	WVLK AM	WVLK FM	WEKU FM	WHAS AM	WLW AM
WEEKLY TOTAL CUME PRS (00)	4	39	36	156	58	142		55	544	85	361	48	58	4	38	140	403	44	42	78
WBBE	100.0															2.1				5.0
WBKY-FM		100.0		1.8	5.4	3.7		5.4	3.2	3.7	3.0	8.8	5.1			11.4	2.5	35.1	7.3	4.5
WCGW*			100.0					25.4								1.0		3.3		
WCKU-FM		7.1		100.0	10.4	24.5		12.8	7.2	3.8	10.6		6.8			3.6	8.5	5.8	4.8	4.6
WCOZ-FM		8.0		3.9	100.0	7.2		3.1	3.4	9.4	8.9	5.9	18.2		5.8	7.4	2.5	3.8	6.9	
WFMI-FM		13.4		22.3	17.6	100.0		10.1	20.9	3.3	29.3	10.7	35.7		20.0	4.8	12.6	9.1	11.8	10.5
WFRS																				
WJMM-FM		7.6	38.7	4.5	2.9	3.9		100.0	1.2		4.0		6.3			2.1	2.6	18.9		
WKQQ-FM		44.7		25.3	31.7	80.2		12.3	100.0	26.1	54.4	31.1	58.2	40.8	60.5	39.4	29.5	52.7	17.7	11.2
WLAP		8.1		2.1	13.8	2.0			4.1	100.0	3.9	27.8			10.4	12.1	2.7	15.1	11.9	21.8
WLAP-FM		27.7		24.4	55.3	74.5		26.0	36.1	16.7	100.0	15.8	66.7	18.3	42.7	12.8	28.6	35.3	18.9	9.1
WLXG		10.9		4.9	3.6				2.7	15.7	2.1	100.0	8.6	78.0		8.3	3.2		14.5	12.1
WMGB-FM		7.6		2.5	18.2	14.6		6.7	6.2		10.7	10.4	100.0		20.5	7.0	2.4		10.2	
WVNL									.3		.2	6.5		100.0		1.4	.8		4.4	
WRFL-FM					3.8	5.4			4.2	4.6	4.5		13.5		100.0		2.5	7.0		
WVLK	73.7	40.8	4.1	3.2	17.9	4.8		5.3	10.1	20.0	5.0	24.1	16.8	47.7	100.0	100.0	15.1	19.4	49.1	38.4
WVLK-FM		26.1		21.8	17.2	35.7		19.0	21.8	12.9	31.9	26.9	16.7	82.4	26.7	43.4	100.0		48.5	29.4
WEKU-FM		39.5	4.1	1.6	2.9	2.8		15.1	4.3	7.8	4.3				8.1	6.1		100.0		4.2
WHAS		7.9		1.3	5.0	3.5			1.4	5.9	2.2	12.7	7.4	45.9		14.7	5.1		100.0	5.6
WLW	98.0	9.0		2.3		5.7			1.6	20.0	2.0	19.6				21.4	5.7	7.5	10.4	100.0

+ DENOTES SPANISH STATION. SEE ADVISORY ON PAGE IV.
* ESTIMATES ADJUSTED FOR ACTUAL BROADCAST SCHEDULE

PERCENT OF WEEKLY CUME DUPLICATED - READ DOWN

	MONDAY - SUNDAY 6:00AM - MIDNIGHT																			
	WBBE AM	WBKY FM	WCGW AM	WCKU FM	WCOZ FM	WFMI FM	WFRS AM	WJMM FM	WKQQ FM	WLAP AM	WLAP FM	WLXG AM	WMGB FM	WVNL AM	WRFL FM	WVLK AM	WVLK FM	WEKU FM	WHAS AM	WLW AM
WEEKLY TOTAL CUME PRS (00)	12	55	46	70	49	68		49	347	88	257	48	46	4	22	152	377	36	51	71
WBBE	100.0															4.9				12.4
WBKY-FM		100.0		4.2	7.0	9.2		6.9	5.9	7.3	5.0	10.2	7.8			14.1	3.1	55.1	7.2	5.5
WCGW*			100.0					28.1								1.0		3.9	9.7	
WCKU-FM		5.4		100.0	10.2	13.8		8.4	1.2	13.0	7.5			47.7		1.5	3.4	6.0	8.9	4.6
WCOZ-FM		6.3		7.1	100.0	11.2		3.1	3.8	8.1	11.2	5.2	17.6			7.6	3.8	4.0	9.3	
WFMI-FM		11.4		13.4	15.5	100.0		3.2	11.2	3.1	18.8	17.1	32.3	43.1	25.9	3.1	7.6	5.6	14.8	4.4
WFRS																				
WJMM-FM		6.2	29.9	5.9	3.1	2.3		100.0	.6		3.8		3.5			1.9	1.7	16.1		
WKQQ-FM		37.5		5.7	26.8	57.4		3.9	100.0	24.7	45.7	31.0	54.0	38.3	46.1	33.6	19.3	45.2	15.2	12.3
WLAP		11.7		16.4	14.6	4.0			6.3	100.0	4.0	25.9			17.5	12.3	1.7	23.3	2.7	22.8
WLAP-FM		23.6		27.4	58.8	71.0		20.1	33.8	11.6	100.0	16.0	68.3	68.9	44.8	12.4	22.7	25.2	16.1	10.1
WLXG		8.9			5.1	12.1			4.3	14.1	3.0	100.0	10.7	65.8		7.4	4.5		11.7	12.7
WMGB-FM		6.6			16.5	21.9		3.3	7.2		12.2	10.3	100.0		27.2	6.6	2.0		8.7	
WVNL				2.7		2.5			.4		1.1	5.5		100.0		1.1	.9		6.0	
WRFL-FM						8.4			2.9	4.4	3.8		13.0		100.0		2.7	8.3		
WVLK	62.0	39.0	3.2	3.2	23.7	6.9		5.9	14.7	21.3	7.3	23.5	22.0	42.8		100.0	15.8	27.7	45.8	43.6
WVLK-FM		21.2		18.3	28.9	42.3		13.2	21.0	7.4	33.4	35.0	16.3	87.5	46.9	39.3	100.0		50.9	31.7
WEKU-FM		36.1	3.1	3.1	2.9	3.0		11.8	4.7	9.5	3.5				13.6	6.6		100.0		4.4
WHAS		6.7	10.7	6.5	9.7	11.1			2.2	1.5	3.2	12.5	9.7	77.0		15.4	6.9		100.0	6.1
WLW	73.1	7.1		4.7		4.6			2.5	18.4	2.8	18.8				20.4	6.0	8.7	8.5	100.0

+ DENOTES SPANISH STATION. SEE ADVISORY ON PAGE IV.
* ESTIMATES ADJUSTED FOR ACTUAL BROADCAST SCHEDULE

PERCENT OF WEEKLY CUME DUPLICATED - READ DOWN

	MONDAY - SUNDAY 8:00AM - MIDNIGHT																			
	WBBE AM	WBKY FM	WCGW AM	WCKU FM	WCOZ FM	WFMI FM	WFRS AM	WJMM FM	WKQQ FM	WLAP AM	WLAP FM	WLXG AM	WMGB FM	WVNL AM	WRFL FM	WVLK AM	WVLK FM	WEKU FM	WHAS AM	WLW AM
WEEKLY TOTAL CUME PRS (00)	30	44	49	57	42	18		26	105	77	86	36	39	12	16	131	254	43	38	49
WBBE	100.0				11.4											6.6	2.1		9.4	18.8
WBKY-FM		100.0						18.5	9.6	4.0	2.8	4.0				10.7	3.2	47.4		
WCGW*			100.0					26.9								8.0	2.7		20.3	
WCKU-FM				100.0		18.0				14.4	12.7				17.2		2.7		15.2	
WCOZ-FM	16.0				100.0					10.5	4.3					10.7	3.1	4.4	5.8	
WFMI-FM				5.7		100.0			7.5		7.2	11.7	11.6	26.2	27.2		6.4		11.6	
WFRS																				
WJMM-FM		10.9	14.3					100.0			3.9					6.7		12.3	3.5	
WKQQ-FM		22.8				43.5			100.0	11.7	26.1	18.5	37.8		32.7	21.5	8.2	25.4	7.8	7.1
WLAP		7.0		19.5	19.2					8.6	100.0	1.9	32.5	8.9		12.7	1.3	6.3		23.6
WLAP-FM		5.5		19.2	8.8	34.3		12.9		21.4	2.1	100.0	3.6	19.1	32.0	57.3	6.2	10.6	7.8	
WLXG		3.3				23.4				6.3	15.2	1.5	100.0	9.3	41.5		5.7	4.8	5.6	16.7
WMGB-FM						25.1				14.1	4.5	8.7	10.1	100.0		39.7	3.6	2.1		
WVNL			4.2	7.5		17.5					4.5	13.8		100.0		1.6	2.5		16.3	
WRFL-FM						24.2				5.0	10.7		16.3		100.0		2.0			
WVLK	28.7	32.0	21.5		33.3			33.7	26.8	21.7	9.4	20.7	12.0	17.9		100.0	19.1	15.8	35.9	40.3
WVLK-FM	17.9	18.7	14.0	6.9	18.7	90.9			19.7	4.4	31.3	33.8	13.6	51.9	32.3	37.0	100.0	10.2	70.2	35.2
WEKU-FM		46.3			4.5			20.3	10.4	3.5	2.5					5.2	1.7	100.0		
WHAS	11.9		15.7	10.1	5.2	24.6		5.1	2.8		3.5	5.9		51.6		10.4	10.5		100.0	14.7
WLW	30.8								3.3	15.0			22.8			15.1	6.8		19.0	100.0

+ DENOTES SPANISH STATION. SEE ADVISORY ON PAGE IV.
* ESTIMATES ADJUSTED FOR ACTUAL BROADCAST SCHEDULE

PERCENT OF WEEKLY CUME DUPLICATED - READ DOWN

WEEKLY TOTAL CUME PRS (00)	MONDAY - SUNDAY 6:00AM - MIDNIGHT																			
	WBBE AM	WBKY FM	WCGW AM	WCKU FM	WCOZ FM	WFMI FM	WHRS AM	WJMM FM	WKQQ FM	WLAP AM	WLAP FM	WLXG AM	WMGB FM	WNVL AM	WRFL FM	WVLK AM	WVLK FM	WEKU FM	WHAS AM	WLW AM
	48	71	37	245	91	200	18	74	346	80	455	50	91	3	20	178	488	93	54	26
WBBE	100.0	11.2			1.6	.8		3.1		4.3		5.5			2.8	.9	4.0	1.4		
WBKY-FM	16.5	100.0			4.0	.9	10.3	3.5	4.1	2.8	1.8		10.7		13.7	2.3	2.0	21.0	6.1	9.2
WCGW*			100.0		1.6	1.3	8.7	19.1	.4	3.1	1.2	4.0		25.6		4.6	1.0		8.2	10.0
WCKU-FM				100.0	5.3	8.7		2.2	8.9	10.3	11.3	12.9	17.7			12.0	5.3	1.8	2.9	
WCOZ-FM	3.0	5.1	4.1	2.0	100.0	2.9	11.9	6.1	5.2	6.7	7.4	13.8	13.2	13.3	5.3	6.7	8.2	5.8		
WFMI-FM	3.2	2.7	7.1	7.1	6.4	100.0	20.9	5.0	22.6	8.6	29.9	7.0	19.0	43.7	15.2	4.8	8.4	1.2	14.5	32.0
WHRS		2.6	4.2		2.4	1.9	100.0	2.4		2.6	.5	1.4				1.1		2.3	2.7	
WJMM-FM	4.8	3.7	38.2	.7	4.9	1.8	9.7	100.0	.2	10.0	3.7	3.5	5.7	68.0		8.6	2.5	9.3	4.4	8.9
WKQQ-FM		20.0	3.8	12.6	19.7	39.1		1.0	100.0	17.1	32.5	28.1	31.6	45.7	53.4	9.5	12.4	19.1	16.3	32.0
WLAP	7.1	3.2	6.7	3.4	5.9	3.4	11.5	10.8	4.0	100.0	3.9	10.2	11.5			10.9	4.3	2.9	15.5	23.7
WLAP-FM		11.5	14.4	21.0	37.2	68.1	12.1	22.9	42.7	22.2	100.0	22.9	57.5	61.2	43.2	14.8	20.9	16.5	23.6	51.4
WLXG	5.7		5.4	2.6	7.6	1.8	3.9	2.4	4.1	6.4	2.5	100.0	3.2		12.5	3.2	3.3	5.6	10.9	
WMGB-FM		13.7		6.6	13.2	8.6		7.1	8.3	13.1	11.5	5.7	100.0			3.2	2.7	7.8	12.4	7.9
WNVL			2.1		.4	.7		2.8	.4		.4			100.0		1.0	.3		1.7	5.0
WRFL-FM		3.9				1.5		3.1		1.9	5.0				100.0		.6	3.0		
WVLK	10.5	5.8	22.3	8.7	10.3	4.2	11.3	20.8	4.9	24.3	5.8	11.4	6.3	62.0		100.0	6.8	16.2	30.6	42.5
WVLK-FM	8.8	13.9	12.5	10.6	35.7	20.6		16.2	17.6	25.9	22.4	32.2	14.5	50.7	13.6	18.6	100.0	11.9	16.2	19.0
WEKU-FM	7.8	27.5		.7	8.4	.6	11.7	11.6	5.1	3.4	3.4	10.3	7.9		14.0	8.5	2.3	100.0	2.9	
WHAS	1.5	4.6	12.0	.6	3.4	3.9	8.0	3.2	2.5	10.5	2.8	11.7	7.4	29.8		9.3	1.8	1.7	100.0	38.3
WLW		3.4	7.1			4.2		3.1	2.4	7.7	2.9		2.3	43.7		6.2	1.0		18.5	100.0

+ DENOTES SPANISH STATION. SEE ADVISORY ON PAGE IV.
* ESTIMATES ADJUSTED FOR ACTUAL BROADCAST SCHEDULE

PERCENT OF WEEKLY CUME DUPLICATED - READ DOWN

	MONDAY - SUNDAY 6:00AM - MIDNIGHT																			
	WBBE AM	WBKY FM	WCGW AM	WCKU FM	WCOZ FM	WFMI FM	WFRS AM	WJMM FM	WKQQ FM	WLAP AM	WLAP FM	WLXG AM	WMGB FM	WNVL AM	WRFL FM	WVLK AM	WVLK FM	WEKU FM	WHAS AM	WLW AM
WEEKLY TOTAL CUME PRS (00)	10	49	20	224	66	191	7	50	340	52	427	50	78		20	109	368	75	29	14
WBBE	100.0					.7				5.9		4.7								
WBKY-FM		100.0			1.3	1.1	29.0	1.6	4.5	4.9	2.0		13.1			4.1				
WCGW*			100.0			1.3		17.1		4.9	1.2	3.9				4.2	1.4	17.2	12.4	17.8
WCKU-FM				100.0	7.5	9.2			9.3	4.2	11.7	13.2	20.2			15.9	5.5	2.3	5.6	
WCOZ-FM					100.0	3.0	10.2	9.5	5.3	9.4	7.7	14.0	13.2			5.0	6.0	6.9		
WFMI-FM	12.8	4.2	12.6	7.8	8.8	100.0	53.9	7.7	22.9	13.9	31.0	7.0	21.0		16.4	8.0	11.6	1.5	21.5	56.0
WFRS		4.1			1.1	2.0	100.0			2.7	.5	1.4				1.3			5.1	
WJMM-FM		1.6	42.6		7.2	2.0		100.0	.2	9.6	3.9	3.7	4.8			5.7	3.6	6.9	8.8	16.5
WKQQ-FM		31.3		14.1	27.4	40.8		1.6	100.0	23.0	34.5	28.4	35.6		58.1	12.2	16.5	24.4	30.7	56.9
WLAP	30.6	5.2	12.8	1.0	7.4	3.8	20.4	9.9	3.5	100.0	3.1	10.9	11.1			6.9	3.3	3.9	21.3	31.0
WLAP-FM		17.8	25.9	22.3	49.7	69.4	31.2	33.5	43.3	25.3	100.0	22.9	61.1		46.6	18.5	26.8	21.0	40.7	76.2
WLXG	23.4		9.8	2.9	10.6	1.8	10.3	3.7	4.2	10.5	2.7	100.0	3.5		13.8	5.5	4.6	7.2	20.6	
WMGB-FM		20.8		7.0	15.6	8.6		7.5	8.2	16.6	11.2	5.5	100.0			2.0	3.6	9.6	22.4	13.3
WNVL																				
WRFL-FM						1.7			3.4		2.2	5.5			100.0				4.2	
WVLK	44.2	9.4	22.7	7.8	8.2	4.6	19.6	12.4	3.9	14.5	4.7	11.9	2.8			100.0	5.3	18.9	24.7	31.3
WVLK-FM		10.8	20.1	9.0	33.5	22.4		26.5	17.9	23.5	23.1	34.0	17.1			17.8	100.0	12.9	17.1	
WEKU-FM		26.3		.8	7.8	.6		10.3	5.4	5.7	3.7	10.8	9.2		15.6	13.0	2.6	100.0	5.7	
WHAS		7.3	17.2	.7		3.3	21.1	5.1	2.6	11.9	2.8	12.0	8.3			6.6	1.3	2.2	100.0	28.3
WLW		5.1	12.1			4.1		4.6	2.3	8.3	2.5		2.4			4.0				100.0

+ DENOTES SPANISH STATION. SEE ADVISORY DN PAGE IV.
* ESTIMATES ADJUSTED FOR ACTUAL BROADCAST SCHEDULE

PERCENT OF WEEKLY CUME DUPLICATED - READ DOWN

	MONDAY - SUNDAY 6:00AM - MIDNIGHT																			
	WBBE AM	WBKY FM	WCGW AM	WCKU FM	WCOZ FM	WFMI FM	WRS AM	WJMM FM	WKQQ FM	WLAP AM	WLAP FM	WLXG AM	WMGB FM	WVNL AM	WRFL FM	WVLC AM	WVLC FM	WEKU FM	WHAS AM	WLW AM
WEEKLY TOTAL CUME PRS (00)	13	54	25	125	66	95	7	55	205	54	291	41	72		11	132	357	80	38	10
WBBE	100.0					1.3				5.6		5.7				3.5	.4			
WBKY-FM		100.0			5.7	2.0	24.5	1.5	7.2	4.5	3.0		14.5			3.5	1.5	17.3	10.6	23.3
WCGW*			100.0		2.8			19.9		5.0	2.0	5.0				5.9	1.2		11.2	25.2
WCKU-FM				100.0	6.8	9.6		3.1	8.7	6.8	10.2	10.5	12.3			13.7	4.1	2.1	4.6	
WCOZ-FM		7.0		3.6	100.0	4.3	8.2	8.8	5.8	8.5	9.5	15.8	16.4			4.0	6.9	7.4	4.4	
WFMI-FM	9.7	3.6	10.6	7.3	6.2	100.0	42.7	4.4	16.4	8.1	22.8	7.8	15.2		25.3	5.3	8.4	1.4	7.8	21.9
WRS		3.2			.9	3.1	100.0			3.3	.6	1.4				1.4			3.9	
WJMM-FM		1.5	43.8	1.4	7.3	2.5		100.0	.4	12.3	5.5	4.6	3.8			8.1	3.9	6.8	8.0	22.9
WKQQ-FM		27.4		14.3	17.9	35.4		1.5	100.0	16.4	27.7	32.5	34.3		46.3	10.8	11.6	22.7	14.7	40.3
WLAP	23.4	4.5	10.8	2.9	6.9	4.6	25.5	12.1	4.3	100.0	3.5	12.3	9.1			9.7	4.4	3.6	18.2	39.5
WLAP-FM		16.1	22.8	23.8	41.8	69.8	26.9	29.2	39.4	19.1	100.0	27.4	53.2		53.2	15.7	20.5	20.2	24.3	47.0
WLXG	17.8		8.2	3.4	9.8	3.4	8.2	3.4	6.5	9.4	3.9	100.0	3.9		21.3	4.4	4.6	6.6	5.6	
WMGB-FM		19.3		7.1	17.9	11.5		5.0	12.0	12.1	13.2	6.8	100.0			1.7	3.9	9.5	20.9	18.5
WVNL																				
WRFL-FM						2.9			2.5		2.0	5.7			100.0			3.5		
WVLC	35.4	8.5	31.4	14.5	8.0	7.3	25.7	19.5	7.0	23.7	7.1	14.1	3.2			100.0	7.2	18.1	32.4	41.8
WVLC-FM	12.1	9.7	17.5	11.8	37.4	31.6		25.1	20.1	28.8	25.1	40.3	19.5			19.4	100.0	12.3	27.8	27.4
WEKU-FM		25.6		1.3	9.0	1.2		9.9	8.9	5.4	5.5	12.9	10.6		25.7	11.0	2.8	100.0	5.0	
WHAS		7.4	17.1	1.4	2.5	3.1	21.1	5.5	2.7	12.8	3.2	5.2	11.0			9.3	3.0	2.4	100.0	52.9
WLW		4.3	10.1			2.3		4.2	2.0	7.3	1.6		2.6			3.2	.8		13.9	100.0

+ DENOTES SPANISH STATION. SEE ADVISORY ON PAGE IV.
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PERCENT OF WEEKLY CUME DUPLICATED - READ DOWN

MONDAY - SUNDAY 6:00AM - MIDNIGHT																				
	WBBE AM	WBKY FM	WCGW AM	WCKU FM	WCOZ FM	WFMI FM	WFRS AM	WJMM FM	WKQQ FM	WLAP AM	WLAP FM	WLXG AM	WMGB FM	WNVL AM	WRFL FM	WVLK AM	WVLK FM	WEKU FM	WHAS AM	WLW AM
WEEKLY TOTAL CUME PRS (00)	28	46	27	62	57	36	18	36	52	47	123	22	37		5	127	278	51	38	7
WBBE	100.0	6.4			2.6					7.1		11.9				4.2	.6	2.2		
WBKY-FM	10.6	100.0			7.0	5.2	11.7		9.8	5.1			17.8		45.8	1.8	1.0	20.4		
WCGW*			100.0		2.7		9.3	25.1	2.6		2.1					4.8	.9		2.7	
WCKU-FM				100.0	3.6			4.7	12.5	12.5	7.5	9.9	11.0			12.7	4.4	3.0	5.2	
WCOZ-FM	5.2	8.6	5.7	3.3	100.0	5.2	13.1	2.0	9.1	4.5	13.9	11.6	16.5			5.8	6.1	9.5	11.1	
WFMI-FM		4.1			3.3	100.0	20.3		10.8	1.4	20.8	3.7	4.9		40.4	3.5	4.3	1.9		
WFRS		4.6	6.2		4.1	10.1	100.0	5.6		4.6	1.9	3.3				1.8		4.2	5.2	
WJMM-FM			33.5	2.7	1.2		11.2	100.0	1.5	8.3	2.7					4.8	3.1	9.1		
WKQQ-FM		11.1	5.1	10.5	8.3	15.5		2.2	100.0	4.9	13.9	24.5	32.3			8.4	3.0	15.7	5.3	
WLAP	12.0	5.2		9.4	3.8	1.8	12.1	10.8	4.4	100.0	3.4	5.9	14.1			9.2	4.6	5.0	13.6	
WLAP-FM			9.7	14.9	30.0	71.1	13.2	9.2	32.9	8.8	100.0	36.6	53.2		84.4	14.7	14.0	13.5	3.3	
WLXG	9.3			3.5	4.5	2.3	4.0		10.4	2.8	6.6	100.0	7.3		34.6	2.9	2.2	4.3		
WMGB-FM		14.3		6.6	10.7	5.0			23.0	11.1	16.0	12.3	100.0			3.5	.6	7.6	7.3	
WNVL																				
WRFL-FM		5.0				5.6					3.4	7.9			100.0		.8	4.0		
WVLK	18.9	4.9	22.7	26.1	13.0	12.3	12.7	17.1	20.6	24.7	15.1	16.9	11.9			100.0	10.6	16.8	43.8	50.1
WVLK-FM	6.2	6.3	9.3	19.8	29.7	33.1		24.3	16.1	27.2	31.6	28.1	4.8		43.7	23.3	100.0	10.1	20.5	42.3
WEKU-FM	4.0	22.6		2.5	8.5	2.7	12.0	12.9	15.4	5.4	5.6	10.0	10.5		41.1	6.8	1.9	100.0	5.2	
WHAS			3.8	3.2	7.4		11.0		3.9	11.0	1.0		7.5			13.1	2.8	3.9	100.0	26.4
WLW																2.8	1.1		4.9	100.0

+ DENOTES SPANISH STATION. SEE ADVISORY ON PAGE IV.
* ESTIMATES ADJUSTED FOR ACTUAL BROADCAST SCHEDULE

PERCENT OF WEEKLY CUME DUPLICATED - READ DOWN

	MONDAY - SUNDAY 6:00AM - MIDNIGHT																			
	WBBE AM	WBKY FM	WCGW AM	WCKU FM	WCOZ FM	WFMI FM	WFRS AM	WJMM FM	WKQQ FM	WLAP AM	WLAP FM	WLXG AM	WMGB FM	WVNL AM	WRFL FM	WVLK AM	WVLK FM	WEKU FM	WHAS AM	WLW AM
WEEKLY TOTAL CUME PRS (00)	90	142	91	435	165	348	18	144	890	194	825	98	168	26	58	384	1008	157	116	108
WBBE	100.0	5.6	4.0		3.1	.4		1.6		3.5		4.9		19.9		6.2	.9	2.2	7.4	9.8
WBKY-FM	8.9	100.0		.7	4.3	2.3	9.8	5.1	3.8	4.1	2.4	4.6	8.4		4.7	7.1	2.1	28.1	5.5	5.8
WCGW*	4.0		100.0		1.1	.8	9.4	20.1	.2	3.5	.7	2.3		21.1		4.4	1.0	.7	11.6	3.3
WCKU-FM		2.1		100.0	6.6	16.4		5.9	8.0	10.6	11.3	6.5	12.7	10.3		7.0	6.3	2.8	5.5	3.0
WCOZ-FM	5.8	5.0	2.0	2.5	100.0	4.7	10.9	4.4	4.1	6.5	7.9	9.7	14.2	2.3	3.8	6.6	4.9	5.9	6.6	
WFMI-FM	1.6	5.6	3.2	13.1	9.9	100.0	17.9	6.4	21.8	5.0	29.5	12.3	24.1	15.6	19.0	4.0	9.8	3.6	12.4	15.7
WFRS		1.2	1.9		1.2	.9	100.0	1.2		1.1	.2	.6				.5		1.2	1.0	
WJMM-FM	2.6	5.2	31.9	1.9	3.8	2.6	9.2	100.0	.8	4.8	3.8	1.8	5.6	19.2		7.1	2.2	11.0	3.2	2.7
WKQQ-FM		23.6	1.8	16.3	21.9	55.8		4.9	100.0	19.7	41.5	28.8	38.9	14.0	57.9	19.7	17.5	27.1	13.2	16.2
WLAP	7.5	5.6	7.5	4.7	7.7	2.8	11.6	6.5	4.3	100.0	3.9	16.9	8.6	10.2	6.0	11.2	3.2	7.2	13.3	19.8
WLAP-FM		14.2	6.7	21.5	39.6	70.0	10.9	21.5	38.5	16.8	100.0	18.9	56.5	26.6	42.8	11.5	22.4	20.3	19.0	20.3
WLXG	5.3	3.2	2.5	1.5	5.8	3.5	3.4	1.2	3.2	8.5	2.2	100.0	4.8	12.7	4.0	4.4	3.2	3.1	9.4	7.5
WMGB-FM		9.9		4.9	14.4	11.7		6.5	7.3	7.4	11.5	8.2	100.0		14.5	4.3	2.4	4.7	9.3	2.4
WVNL	5.7		6.0	.6	.4	1.2		3.5	.4	1.4	.8	3.4		100.0		1.4	.9		6.6	2.1
WRFL-FM		1.9			1.3	3.2			3.8	1.8	3.0	2.3	5.0		100.0		1.3	3.8		
WVLK	26.5	19.1	18.6	6.2	15.3	4.4	10.2	18.9	8.5	22.1	5.4	17.2	9.8	20.6	100.0	10.3	16.7	39.6	40.2	
WVLK-FM	9.6	14.9	11.4	14.6	30.1	28.4		15.5	19.8	16.7	27.4	33.0	14.3	35.3	21.8	27.2	100.0	9.8	35.5	23.8
WEKU-FM	3.9	31.1	1.3	1.0	5.6	1.6	10.3	12.0	4.8	5.9	3.9	5.0	4.4		10.4	6.8	1.5	100.0	1.2	2.9
WHAS	9.6	4.5	14.7	1.5	4.7	4.1	6.5	2.5	1.7	7.9	2.7	11.1	6.4	29.3		12.0	4.1	.9	100.0	19.1
WLW	11.8	4.4	3.9	.7		4.9		2.0	2.0	11.0	2.7	8.3	1.5	8.9		11.3	2.5	2.0	17.8	100.0

+ DENOTES SPANISH STATION. SEE ADVISORY ON PAGE IV.
* ESTIMATES ADJUSTED FOR ACTUAL BROADCAST SCHEDULE

PERCENT OF WEEKLY CUME DUPLICATED - READ DOWN

MONDAY - SUNDAY 8:00AM - MIDNIGHT																				
	WBBE AM	WBKY FM	WCGW AM	WCKU FM	WCOZ FM	WFMI FM	WFRS AM	WJMM FM	WKQQ FM	WLAP AM	WLAP FM	WLXG AM	WMGB FM	WVNL AM	WRFL FM	WVLK AM	WVLK FM	WEKU FM	WHAS AM	WLW AM
WEEKLY TOTAL CUME PRS (00)	14	88	56	380	124	333	7	105	884	137	788	98	136	4	58	249	771	119	71	92
WBBE	100.0					.4				2.7		2.6				2.7				3.0
WBKY-FM		100.0		.8	3.3	2.3	27.3	3.6	3.7	4.2	2.5	4.7	9.4			8.7	2.0	24.7	9.3	7.0
WCGW*			100.0			.9		20.9		2.6	.8	2.6				2.8	.7	1.0	5.9	4.3
WCKU-FM		3.4		100.0	8.8	16.1		6.6	8.0	4.0	11.2	6.6	14.6			8.8	7.1	3.7	5.1	3.7
WCOZ-FM		4.6		2.9	100.0	4.9	10.3	6.3	4.1	9.3	8.2	10.0	15.3	11.2	3.9	6.3	4.2	5.6	4.1	
WFMI-FM	9.5	8.8	5.6	14.1	13.1	100.0	51.3	9.0	22.0	7.6	30.2	8.9	27.3	32.5	19.4	6.2	12.2	4.8	15.6	19.3
WFRS		2.2			.6	1.1	100.0			1.2	.3	.7				.5				2.0
WJMM-FM		4.3	39.3	1.8	5.3	2.8		100.0	.8	4.2	4.0	2.0	5.5	52.1		3.7	3.1	11.6	3.5	3.4
WKQQ-FM		37.5		18.7	29.4	58.3		7.0	100.0	24.6	43.7	29.7	45.0	47.7	59.5	27.7	23.2	35.7	22.7	20.0
WLAP	26.5	6.5	6.4	1.4	10.3	3.1	22.8	5.5	3.8	100.0	3.5	18.7	7.3		6.5	9.6	3.1	8.1	15.8	22.8
WLAP-FM		22.5	11.6	23.2	52.3	71.5	31.0	29.7	38.9	20.2	100.0	19.4	63.4	63.1	43.8	15.2	27.7	26.6	27.3	22.2
WLXG	18.1	5.2	4.5	1.7	7.9	2.6	10.3	1.8	3.3	13.4	2.4	100.0	5.6	62.8	4.2	7.1	3.9	4.2	16.8	9.5
WMGB-FM		14.6		5.2	16.7	11.2		7.1	6.9	7.3	10.9	7.8	100.0		13.9	4.7	3.0	5.7	14.8	2.8
WVNL					.4	.4		2.0	.2		.3	2.6		100.0		.6	.4		2.2	2.2
WRFL-FM					1.8	3.4			3.9	2.8	3.2	2.5	5.9		100.0		1.4	5.2		
WVLK	48.1	24.5	12.3	5.8	12.7	4.6	19.1	8.7	7.8	17.5	4.8	18.0	8.7	39.0		100.0	10.4	18.9	40.0	36.6
WVLK-FM		17.9	9.1	14.3	26.1	28.3		22.7	20.3	17.3	27.1	30.6	17.0	68.1	18.1	32.2	100.0	7.7	35.9	23.0
WEKU-FM		33.4	2.2	1.2	5.4	1.7		13.1	4.8	7.0	4.0	5.1	5.0		10.6	9.0	1.2	100.0	2.1	3.6
WHAS		7.5	7.5	1.0	2.4	3.3	20.0	2.4	1.8	8.2	2.5	12.2	7.7	38.6		11.4	3.3	1.2	100.0	15.6
WLW	19.8	7.3	7.0	.9		5.3		3.0	2.1	15.3	2.6	8.9	1.9	49.7		13.5	2.7	2.7	20.3	100.0

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PERCENT OF WEEKLY CUME DUPLICATED - READ DOWN

	MONDAY - SUNDAY 6:00AM - MIDNIGHT																			
	WBBE AM	WBKY FM	WCGW AM	WCKU FM	WCOZ FM	WFMI FM	WRS AM	WJMM FM	WKQQ FM	WLAP AM	WLAP FM	WLXG AM	WMGB FM	WVNL AM	WRFL FM	WVLC AM	WVLC FM	WEKU FM	WHAS AM	WLW AM
WEEKLY TOTAL CUME PRS (00)	25	109	71	195	115	163	7	104	552	142	548	89	118	4	33	284	734	116	89	81
WBBE	100.0					1.0				3.0		3.4				3.3	.3			5.8
WBKY-FM		100.0		1.5	6.3	5.0	25.2	4.0	6.4	6.1	3.9	5.3	12.1			9.1	2.3	30.0	8.4	8.3
WCGW*			100.0			2.0		24.1		2.6	1.3	2.9				3.8	.7	1.1	10.1	5.0
WCKU-FM				100.0	8.4	11.6		5.7	4.0	10.5	9.0	4.7	7.4	45.3		6.9	3.8	3.5	7.4	3.9
WCOZ-FM					100.0	7.3	8.1	6.1	4.5	8.2	10.3	10.1	16.8	10.2		6.0	5.3	6.1	7.5	
WFMI-FM	6.3	7.5	4.6	9.7	10.4	100.0	41.4	3.8	13.3	5.2	20.9	13.1	21.9	40.0	26.0	4.1	8.0	2.9	12.3	7.3
WRS		1.6			.5	1.8	100.0			1.4	.3	.6				.6			1.4	
WJMM-FM		3.8	35.2	3.1	5.5	2.4		100.0	.5	5.2	4.7	2.1	3.7	52.6		4.7	2.8	10.0	3.0	3.9
WKQQ-FM		32.4		11.3	21.8	44.9		2.6	100.0	21.0	36.1	31.8	42.1	47.8	46.0	23.0	15.5	30.4	14.8	16.8
WLAP	17.0	7.9	5.1	7.6	10.2	4.5	29.0	7.1	5.4	100.0	3.8	19.1	6.2		10.8	11.0	3.2	10.0	9.0	24.8
WLAP-FM		19.8	9.9	25.2	49.1	70.3	27.1	24.9	35.9	14.7	100.0	21.2	59.0	64.7	47.5	13.9	21.6	21.7	19.0	16.0
WLXG	11.9	4.4	3.7	2.1	7.8	7.1	8.1	1.8	5.1	12.0	3.4	100.0	6.5	58.5	7.0	6.0	4.5	4.1	9.4	10.3
WMGB-FM		13.1		4.5	17.3	15.9		4.2	9.0	5.2	12.7	8.6	100.0		18.0	4.4	2.9	6.0	13.1	3.2
WVNL				.9	.4	1.0		2.0	.3		.5	2.6		100.0		.6	.4		3.0	
WRFL-FM						5.3			2.8	2.5	2.9	2.6	5.0		100.0		1.4	5.2		
WVLC	38.0	23.6	15.3	10.1	14.9	7.1	24.9	13.0	11.8	22.1	7.2	19.3	10.6	39.2		100.0	11.7	21.3	40.8	42.8
WVLC-FM	7.8	15.3	7.5	14.2	33.8	36.2		19.6	20.6	16.3	28.9	37.4	18.3	76.6	31.3	30.1	100.0	7.9	41.6	30.3
WEKU-FM		31.9	1.8	2.1	6.1	2.1		11.2	6.4	8.2	4.6	5.4	5.9		18.2	8.7	1.2	100.0	1.7	4.0
WHAS		6.9	12.6	3.4	5.8	6.7	17.9	2.6	2.4	5.6	3.1	9.4	9.9	67.4		12.8	5.0	1.3	100.0	12.9
WLW	18.9	6.2	5.7	1.6		3.6		3.0	2.5	14.1	2.4	9.4	2.2			12.2	3.3	2.8	11.7	100.0

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PERCENT OF WEEKLY CUME DUPLICATED - READ DOWN

MONDAY - SUNDAY 6:00AM - MIDNIGHT																				
	WBBE AM	WBKY FM	WCGW AM	WCKU FM	WCOZ FM	WFMI FM	WHRS AM	WJMM FM	WKQQ FM	WLAP AM	WLAP FM	WLXG AM	WMGB FM	WNVL AM	WRFL FM	WVLK AM	WVLK FM	WEKU FM	WHAS AM	WLW AM
WEEKLY TOTAL CUME PRS (00)				117	4	216			80	3	130		5		20	18	42			
WBBE																				
WBKY-FM																				
WCGW+																				
WCKU-FM				100.0		20.7			21.9		28.0				21.5	15.4	41.6			
WCOZ-FM					100.0	1.3			3.0		1.9						5.1			
WFMI-FM				38.1	69.4	100.0			67.7	80.3	81.5		100.0		32.7	56.0	46.0			
WHRS																				
WJMM-FM																				
WKQQ-FM				15.0	59.1	25.1			100.0		27.0				37.3		20.0			
WLAP						1.1				100.0	1.8						6.3			
WLAP-FM				31.1	63.0	49.1			43.8	76.0	100.0		55.2		10.7		47.4			
WLXG																				
WMGB-FM				1.2	15.8	2.3							100.0							
WNVL																				
WRFL-FM				3.7		3.0			9.3		1.6				100.0					
WVLK				2.4		4.7										100.0				
WVLK-FM				14.9	53.5	8.9			10.5	88.1	15.3						100.0			
WEKU-FM																				
WHAS																				
WLW																				

+ DENOTES SPANISH STATION. SEE ADVISORY ON PAGE IV.
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11. Exclusive Cume Estimates

Reporting three Adult Demographic categories (18+, 18-49 & 25-54), this section provides Exclusive Weekly Cumes for Monday-Sunday 6:00 AM - Midnight, and Average Daily Exclusive Cume estimates for the standard Monday - Friday dayparts.

WEEKLY AND AVERAGE DAILY EXCLUSIVE CUME

	WEEKLY CUME		WEEKLY AND AVERAGE DAILY CUME															
	MON - SUN 6:00AM-MIDNIGHT		MON - FRI 6:00AM-7:00PM			MON - FRI 6:00AM-10:00AM			MON - FRI 10:00AM-3:00PM			MON - FRI 3:00PM-7:00PM			MON - FRI 7:00PM-MIDNIGHT			
	TOTAL CUME PERSONS (00)	EXCLUSIVE CUME (%)	WEEKLY CUME PERS (00)	DAILY CUME PERS (00)	DAILY EXCL CUME (%)	WEEKLY CUME PERS (00)	DAILY CUME PERS (00)	DAILY EXCL CUME (%)	WEEKLY CUME PERS (00)	DAILY CUME PERS (00)	DAILY EXCL CUME (%)	WEEKLY CUME PERS (00)	DAILY CUME PERS (00)	DAILY EXCL CUME (%)	WEEKLY CUME PERS (00)	DAILY CUME PERS (00)	DAILY EXCL CUME (%)	
WBBE	90	31.5	67	42	35.7	34	22	13.6	41	24	37.5	47	28	53.6	12	7	28.6	WBBE
WBKY-FM	142	22.8	92	56	25.0	66	39	30.8	61	37	27.0	59	36	19.4	28	17	35.3	WBKY-FM
WCGW*	91	24.9	29	17	11.8	3	2		25	15		14	8	25.0				WCGW*
WCKU-FM	435	43.6	354	233	49.4	215	141	53.9	160	106	47.2	299	197	52.8	175	115	48.7	WCKU-FM
WCOZ-FM	165	13.0	109	83	19.3	70	53	13.2	43	33	15.2	57	44	18.2	35	27	25.9	WCOZ-FM
WFMI-FM	348	8.0	260	143	11.9	119	66	18.2	98	53	9.4	160	86	15.1	114	63	22.2	WFMI-FM
WFRS	18	43.7	11	7	42.9	7	4	75.0	3	2		8	5	60.0				WFRS
WJMM-FM	144	25.4	112	80	26.3	69	49	24.5	49	35	25.7	70	51	35.3	42	30	16.7	WJMM-FM
WKQQ-FM	890	20.4	801	516	26.2	515	332	28.9	414	265	32.1	603	388	28.9	235	150	20.7	WKQQ-FM
WLAP	194	19.4	111	72	19.4	85	56	21.4	39	24	45.8	61	41	22.0	24	16	18.8	WLAP
WLAP-FM	825	10.6	682	375	14.4	399	220	20.5	305	168	13.1	429	236	17.8	276	151	11.9	WLAP-FM
WLXG	98	14.2	64	46	21.7	37	27	37.0	41	30	23.3	42	29	24.1	13	10	70.0	WLXG
WMGB-FM	168	11.2	126	76	26.3	102	61	32.8	48	30	36.7	86	53	32.1	14	8	37.5	WMGB-FM
WNNL	26	12.5	18	12	16.7	7	5	40.0				15	10					WNNL
WRFL-FM	58	13.3	46	28	25.0	26	16	18.8	12	7	57.1	36	22	31.8				WRFL-FM
WVLK	384	18.2	310	240	16.7	280	217	15.2	101	80	18.8	122	96	21.9	64	47	27.7	WVLK
WVLK-FM	1008	35.7	861	471	40.1	589	325	40.6	401	220	38.2	531	292	45.9	215	120	42.5	WVLK-FM
WEKU-FM	157	12.8	130	71	26.8	95	51	23.5	72	39	28.2	93	51	37.3	50	26	19.2	WEKU-FM
WHAS	116	12.2	87	51	13.7	64	39	7.7	3	2		41	23	30.4	22	13	30.8	WHAS
WLW	108	3.9	70	43		19	12		35	23		44	26		36	23		WLW

+ DENOTES SPANISH STATION. SEE ADVISORY ON PAGE IV.
* ESTIMATES ADJUSTED FOR ACTUAL BROADCAST SCHEDULE

WEEKLY AND AVERAGE DAILY EXCLUSIVE CUME

	WEEKLY CUME		WEEKLY AND AVERAGE DAILY CUME															
	MON - SUN 6:00AM-MIDNIGHT		MON - FRI 6:00AM-7:00PM			MON - FRI 6:00AM-10:00AM			MON - FRI 10:00AM-3:00PM			MON - FRI 3:00PM-7:00PM			MON - FRI 7:00PM-MIDNIGHT			
	TOTAL CUME PERSONS (00)	EXCLUSIVE CUME (%)	WEEKLY CUME PERS (00)	DAILY CUME PERS (00)	DAILY EXCL CUME (%)	WEEKLY CUME PERS (00)	DAILY CUME PERS (00)	DAILY EXCL CUME (%)	WEEKLY CUME PERS (00)	DAILY CUME PERS (00)	DAILY EXCL CUME (%)	WEEKLY CUME PERS (00)	DAILY CUME PERS (00)	DAILY EXCL CUME (%)	WEEKLY CUME PERS (00)	DAILY CUME PERS (00)	DAILY EXCL CUME (%)	
WBBE	14	33.0	9	6	50.0	9	6	50.0	9	6	50.0	5	3	100.0	4	2	100.0	WBBE
WBKY-FM	88	13.9	74	44	18.2	54	31	22.6	49	30	26.7	53	32	18.8	20	12	33.3	WBKY-FM
WCGW*	56	28.0	11	6	33.3				7	4		4	2	100.0				WCGW*
WCKU-FM	380	43.1	328	216	47.7	215	141	53.9	151	100	47.0	278	183	51.9	171	112	50.0	WCKU-FM
WCOZ-FM	124	11.3	84	63	17.5	63	47	14.9	26	19		43	32	18.8	21	16	43.8	WCOZ-FM
WFMI-FM	333	7.6	250	138	12.3	113	63	19.0	98	53	9.4	156	84	15.5	108	60	23.3	WFMI-FM
WHRS	7	15.7																WHRS
WJMM-FM	105	23.3	80	58	24.1	37	27	18.5	37	27	22.2	64	47	29.8	28	20	15.0	WJMM-FM
WKQQ-FM	884	20.6	801	516	26.2	515	332	28.9	414	265	32.1	603	388	28.9	235	150	20.7	WKQQ-FM
WLAP	137	16.4	92	59	23.7	70	46	26.1	35	21	52.4	53	35	25.7	14	9		WLAP
WLAP-FM	788	10.0	650	357	14.3	388	214	19.6	300	165	11.5	403	221	17.6	270	148	12.2	WLAP-FM
WLXG	98	14.3	64	46	21.7	37	27	37.0	41	30	23.3	42	29	24.1	13	10	70.0	WLXG
WMGB-FM	136	11.7	119	71	28.2	95	56	35.7	44	27	40.7	82	50	34.0	14	8	37.5	WMGB-FM
WNVL	4	14.1	4	3		4	3					4	3					WNVL
WRFL-FM	58	13.9	46	28	25.0	26	16	18.8	12	7	57.1	36	22	31.8				WRFL-FM
WVLK	249	11.3	210	161	10.6	190	146	9.6	77	60	11.7	87	68	16.2	39	28	17.9	WVLK
WVLK-FM	771	30.1	656	359	34.8	427	235	37.4	336	184	31.5	409	225	40.9	174	96	40.6	WVLK-FM
WEKU-FM	119	15.1	100	55	30.9	72	39	25.6	51	28	32.1	79	44	38.6	33	17	29.4	WEKU-FM
WHAS	71	9.4	56	32	21.9	49	29	10.3	3	2		27	15	46.7	19	11	36.4	WHAS
WLW	92	3.9	60	36		19	12		29	18		40	24		25	15		WLW

+ DENOTES SPANISH STATION. SEE ADVISORY ON PAGE IV.
* ESTIMATES ADJUSTED FOR ACTUAL BROADCAST SCHEDULE

WEEKLY AND AVERAGE DAILY EXCLUSIVE CUME

	WEEKLY CUME		WEEKLY AND AVERAGE DAILY CUME															
	MON - SUN 6:00AM-MIDNIGHT		MON - FRI 6:00AM-7:00PM			MON - FRI 6:00AM-10:00AM			MON - FRI 10:00AM-3:00PM			MON - FRI 3:00PM-7:00PM			MON - FRI 7:00PM-MIDNIGHT			
	TOTAL CUME PERSONS (00)	EXCLUSIVE CUME (%)	WEEKLY CUME PERS (00)	DAILY CUME PERS (00)	DAILY EXCL CUME (%)	WEEKLY CUME PERS (00)	DAILY CUME PERS (00)	DAILY EXCL CUME (%)	WEEKLY CUME PERS (00)	DAILY CUME PERS (00)	DAILY EXCL CUME (%)	WEEKLY CUME PERS (00)	DAILY CUME PERS (00)	DAILY EXCL CUME (%)	WEEKLY CUME PERS (00)	DAILY CUME PERS (00)	DAILY EXCL CUME (%)	
WBBE	25	32.7	9	6	50.0	9	6	50.0	9	6	50.0	5	3	100.0	4	2	100.0	WBBE
WBKY-FM	109	15.3	78	47	23.4	58	34	29.4	49	30	26.7	53	32	18.8	20	12	33.3	WBKY-FM
WCGW*	71	27.6	16	9	22.2				12	7		4	2	100.0				WCGW*
WCKU-FM	195	37.6	160	105	36.2	96	63	42.9	78	52	42.3	131	86	38.4	70	46	26.1	WCKU-FM
WCOZ-FM	115	10.9	91	69	15.9	70	53	13.2	29	22		46	35	17.1	24	19	36.8	WCOZ-FM
WFMI-FM	163	10.3	132	73	16.4	93	51	23.5	29	16		85	46	17.4	53	29	31.0	WFMI-FM
WHR5	7	10.6																WHR5
WJMM-FM	104	24.7	86	62	24.2	47	34	26.5	33	24	12.5	66	48	31.3	28	20		WJMM-FM
WKQQ-FM	552	23.0	510	329	30.1	333	215	31.2	246	158	38.6	387	249	30.5	116	74	23.0	WKQQ-FM
WLAP	142	16.7	93	60	23.3	76	50	24.0	35	21	52.4	48	32	28.1	14	9		WLAP
WLAP-FM	548	11.4	477	263	14.4	314	173	19.1	201	111	14.4	296	163	17.8	166	91	13.2	WLAP-FM
WLXG	89	14.5	56	40	25.0	29	21	47.6	33	24	29.2	42	29	24.1	13	10	70.0	WLXG
WMGB-FM	118	12.1	102	60	26.7	89	52	30.8	32	20	35.0	71	43	30.2	14	8	37.5	WMGB-FM
WNVL	4	13.5	4	3		4	3					4	3					WNVL
WRFL-FM	33	9.7	31	19	15.8	26	16	18.8	5	3		21	13	23.1				WRFL-FM
WVLK	284	13.9	233	179	13.4	213	164	12.8	81	63	11.1	98	77	19.5	35	25	20.0	WVLK
WVLK-FM	734	35.2	654	358	39.7	456	252	40.5	309	170	41.2	427	234	47.4	176	97	44.3	WVLK-FM
WEKU-FM	116	17.0	104	57	33.3	76	41	29.3	55	30	36.7	83	46	41.3	25	13	38.5	WEKU-FM
WHAS	89	8.4	73	43	16.3	50	31	9.7	3	2		35	20	35.0	19	11	36.4	WHAS
WLW	81	4.4	53	32		19	12		29	18		33	20		30	18		WLW

+ DENOTES SPANISH STATION. SEE ADVISORY ON PAGE IV.
* ESTIMATES ADJUSTED FOR ACTUAL BROADCAST SCHEDULE

12. Qualitative and Product / Service / Media Usage Estimates

SEPTEMBER 1988 - FEBRUARY 1989

CATEGORY	PAGE	DEMOGRAPHICS AVAILABLE	MONTHS SURVEYED
DESCRIPTION OF REPORT/HOW TO USE	216		
TOTAL SAMPLE:			
HOUSEHOLD INCOME	218	ADULTS 18+, MEN 18+, WOMEN 18+	SEP, OCT, NOV, DEC, JAN, FEB
HOUSEHOLD INCOME/HIGH	221	ADULTS 18+, MEN 18+, WOMEN 18+	SEP, OCT, NOV, DEC, JAN, FEB
OCCUPATION	224	ADULTS 18+, MEN 18+, WOMEN 18+	OCT, DEC, FEB
EDUCATIONAL ATTAINMENT	227	ADULTS 18+, MEN 18+, WOMEN 18+	OCT, DEC, FEB
HOUSEHOLD SIZE/# OF PERSONS AGE 12+	230	PERSONS 12+, ADULTS 18+, MEN 18+, WOMEN 18+	SEP, OCT, NOV, DEC, JAN, FEB
WORKING WOMEN 18+	234	WOMEN 18+	OCT, DEC, FEB
WEEKDAY NEWSPAPER READERSHIP	235	ADULTS 18+, MEN 18+, WOMEN 18+	OCT, DEC, FEB
TELEVISION VIEWING	238	ADULTS 18+, MEN 18+, WOMEN 18+	OCT, DEC, FEB
AIRLINE TRAVEL	241	ADULTS 18+, MEN 18+, WOMEN 18+	SEP, OCT, NOV, DEC, JAN, FEB
AUTOMOBILE PLANNED PURCHASE	244	ADULTS 18+, MEN 18+, WOMEN 18+	SEP, NOV, JAN
BANKING SERVICE USAGE	247	ADULTS 18+, MEN 18+, WOMEN 18+	SEP, NOV, JAN
BEER CONSUMPTION/LIGHT	250	ADULTS 18+, MEN 18+	SEP, NOV, JAN
BEER CONSUMPTION/REGULAR	252	ADULTS 18+, MEN 18+	SEP, NOV, JAN
CONVENIENCE STORE VISITS/PAST WEEK	254	ADULTS 18+, MEN 18+, WOMEN 18+	SEP, NOV, JAN
FAST FOOD VISITS/PAST WEEK	257	PERSONS 12+, ADULTS 18+, MEN 18+, WOMEN 18+	OCT, DEC, FEB
SOFT DRINK CONSUMPTION/DIET	261	ADULTS 18+, MEN 18+, WOMEN 18+	OCT, DEC, FEB
SOFT DRINK CONSUMPTION/REGULAR	264	PERSONS 12+, ADULTS 18+, MEN 18+, WOMEN 18+	OCT, DEC, FEB

NOTICE

USERS ARE ALERTED TO THE FACT THAT THE "BEER CONSUMPTION" QUESTION IS ASKED OF 21 YEAR OLD RESPONDENTS AND OLDER, EFFECTIVE SPRING '88. AUDIENCE ESTIMATES IN THE FAR LEFT-HAND COLUMN ARE TOTAL WEEKLY AUDIENCE ESTIMATES FOR ADULTS 18+.

BIRCH RADIO QUALITATIVE SECTION

Description

Today's competitive radio market requires an understanding of the qualitative and product usage attributes of the radio listening audience. Dayparts and demographics are no longer adequate audience descriptors; persons of the same age are likely to have significantly different qualitative characteristics and product consumption patterns . . . and correspondingly different radio listening habits.

The Birch Radio Qualitative Section answers the need for Qualitative, Product Consumption and Media Usage data on the radio listening audience. Each Qualitative Section provides:

- * Total Average Quarter Hour and Cume Persons estimates from the most recent Birch Radio Quarterly Summary Report;
- * Percentage of Qualitative category reached by each station (coverage);
- * Percentage of total station audience contained in each Qualitative category, Quarter Hour and Cume (composition);
- * Percentage of station cume composition as a percentage of total radio cume composition (index).

Birch Radio asks up to 10 Qualitative questions at the end of each standard Birch Radio Yesterday Listening Telephone Interview. While important qualitative and media usage categories are measured over 4 or more months, product usage categories are generally measured in alternate months

Alternate month sampling provides three important benefits:

- * Representative sampling of the 6-month measurement period;
- * Sufficiently large sample sizes for each category;
- * Accurate and trendable estimates.

How To Read This Section

Each data page represents a specific demographic breakout from the Qualitative database. For example, "Men 18+" within the Fast Food category represents all Men 18+ who answered the question(s) relating to Fast Food Visits in the indicated months.

The Qualitative Category, Demographic, Survey Area, Measurement Period and Category Sample Size are all noted at the top of each page.

In addition, the following estimates are provided for each station:

Total Average Quarter Hour Persons. The total Monday-Sunday 6AM-Midnight average quarter hour audience to the station from the most recent Birch Radio Quarterly Summary Report, including all persons in the indicated demographic.

Total Weekly Cume Persons. The total Monday-Sunday 6AM-Midnight weekly cume audience to the station from the most recent Birch Radio Quarterly Summary Report, including all persons in the indicated demographic.

Index Percentage. Station cume composition as a percentage of total radio cume composition. For example, an index of 185 in the "Frequent" Fast Food Visits column would indicate that the percentage of frequent Fast Food consumers in the station's audience is 85% larger than the percentage of frequent Fast Food consumers in the market's radio listening audience. An index of 100 indicates the percentage of frequent Fast Food consumers in the station's audience is the same as the percentage of frequent Fast Food consumers in the total radio audience.

Penetration Percentages (% Pen). The number of different persons who listened five or more minutes during the total Monday-Sunday 6AM-Midnight measurement period who were also members of the indicated Qualitative category. For example, a 15.5% rating in the 1-2 Person Household Size category indicates that 15.5% of persons residing in 1-2 Person Households heard the given station for 5 or more minutes during the week.

AQH Composition Percentages. The average quarter hour audience in the given Qualitative category expressed as a percentage of the total station average quarter hour audience. For example, a 12.3% AQH Composition of light Fast Food users indicates that 12.3% of the station's total AQH audience are light Fast Food users.

Cume Composition Percentages. The weekly cume audience in the given Qualitative category expressed as a percentage of the total station weekly cume audience. For example, a 19.5% Cume Composition of light Fast Food users indicates that 19.5% of the station's total weekly cume audience are light Fast Food users.

Recommended Applications

The Birch Radio Qualitative Section is a powerful information source that can be used:

- * For initial station selection in a media buy;
- * To "revalue" cost-per-thousand or cost-per-point delivery against specific product or qualitative target groups;
- * For estimation of reach and frequency of total-week schedules, using revalued AQH and Cume persons estimates;
- * To estimate the number of "buyers" . . . or the estimated total dollar expenditures within a given product category.

"Revaluing" the audience is accomplished by multiplying the total AQH and/or Cume persons estimate (in the far left-hand columns) by the appropriate AQH and/or Cume composition percentage. The product of this computation is the estimated AQH and/or Cume persons in the category.

Example: 10,000 Total AQH Persons in Station A Audience
 20.5% AQH Composition of frequent Fast Food consumers, Station A

 10,000 X 20.5% = 2,050 frequent Fast Food consumers in Station A audience

Taking this computation one step further, the total combined purchases of all listeners in the category can be estimated:

Estimated expenditure per purchase: \$4.00*

* Not provided by Birch Radio. User should reference industry estimates of per-purchase expenditures.

Category definition of "frequent" (5): $5 \times 4.00 \times 2,050 = \$41,000$. In other words, the frequent Fast Food consumer spends a minimum of \$20.00 per week on Fast Food. In total, frequent Fast Food consumers reached by the station spend a minimum total of approximately \$41,000 per week on Fast Food.

QUALITATIVE COMPONENTS OF AUDIENCE

	COMPARATIVE VALUES - READ DOWN								COMPOSITIONAL VALUES - READ ACROSS						
	TOTAL WEEKLY AUDIENCE		LOWER		MIDDLE		UPPER		AQH COMPOSITION %			CUME COMPOSITION %			
	AQH	CUME	% IND	% PEN	% IND	% PEN	% IND	% PEN	LOWER	MIDDLE	UPPER	LOWER	MIDDLE	UPPER	
WBBE	6	90	84	2.8	69	2.5	136	5.1	17.7	12.4	69.9	25.4	20.7	54.0	WBBE
WBKY-FM	7	142	66	3.4	112	6.4	117	6.9	9.3	31.9	58.8	19.9	33.7	46.3	WBKY-FM
WCGW*	3	91	62	2.1	127	4.6	108	4.1	14.7	60.3	25.0	18.8	38.2	43.0	WCGW*
WCKU-FM	61	435	135	21.4	98	17.1	75	13.5	47.6	31.5	20.9	40.7	29.6	29.6	WCKU-FM
WCOZ-FM	15	165	22	1.3	75	5.0	178	12.2	7.7	17.8	74.5	6.6	22.7	70.7	WCOZ-FM
WFMI-FM	14	348	75	9.5	130	18.1	96	13.9	24.3	47.8	27.8	22.7	39.1	38.2	WFMI-FM
WFRS		18	*	*	*	*	*	*	*	*	*	*	*	*	WFRS
WJMM-FM	8	144	92	4.8	104	6.0	104	6.2	54.0	23.8	22.3	27.7	31.1	41.1	WJMM-FM
WKQQ-FM	92	890	87	28.1	110	39.1	103	37.8	28.3	37.0	34.7	26.2	33.1	40.7	WKQQ-FM
WLAP	11	194	102	7.2	52	4.0	135	10.8	31.2	17.1	51.7	30.9	15.6	53.5	WLAP
WLAP-FM	55	825	85	25.5	113	37.3	102	34.7	25.4	40.9	33.7	25.7	34.0	40.3	WLAP-FM
WLXG	8	98	61	2.2	100	3.9	130	5.3	4.8	52.8	42.5	18.5	30.1	51.5	WLXG
WMGB-FM	13	168	45	2.7	91	6.1	149	10.4	20.6	36.6	42.8	13.6	27.3	59.1	WMGB-FM
WNVL		26	159	1.5	51	0.5	92	1.0				48.1	15.4	36.5	WNVL
WRFL-FM	2	58	93	2.0	60	1.4	136	3.3	32.8	22.0	45.2	28.2	17.9	53.8	WRFL-FM
WVLK	27	384	88	12.3	68	10.4	133	21.2	20.3	21.3	58.4	26.6	20.5	52.9	WVLK
WVLK-FM	84	1008	110	40.3	106	42.6	88	36.8	37.6	31.2	31.2	33.2	31.8	35.0	WVLK-FM
WEKU-FM	12	157	74	4.3	123	7.7	102	6.7	12.0	37.3	50.7	22.5	36.9	40.6	WEKU-FM
WHAS	2	116	50	2.1	100	4.6	138	6.6	16.7	55.9	27.5	15.3	30.1	54.6	WHAS
WLW	6	108	38	1.5	84	3.6	160	7.1	16.7	6.9	76.4	11.4	25.2	63.4	WLW
PUR	439	2339	89	85.3	101	93.4	105	95.8	30.9	32.2	37.0	30.3	30.1	39.7	PUR

+ DENOTES SPANISH STATION. SEE ADVISORY, PAGE IV.

BIRCH RADIO

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CATEGORY DEFINITIONS	ESTIMATED POPULATION (00)
LOWER - ANNUAL COMBINED HOUSEHOLD INCOME UNDER \$20000	830
MIDDLE - ANNUAL COMBINED HOUSEHOLD INCOME \$20000-\$34999	754
UPPER - ANNUAL COMBINED HOUSEHOLD INCOME \$35000 OR MORE	958

QUALITATIVE COMPONENTS OF AUDIENCE

	COMPARATIVE VALUES - READ DOWN								COMPOSITIONAL VALUES - READ ACROSS						
	TOTAL WEEKLY AUDIENCE		LOWER		MIDDLE		UPPER		AQH COMPOSITION %			CUME COMPOSITION %			
	AQH	CUME	% IND	% PEN	% IND	% PEN	% IND	% PEN	LOWER	MIDDLE	UPPER	LOWER	MIDDLE	UPPER	
WBBE	1	42	28	0.9	89	3.1	145	5.2			100.0	7.1	25.0	67.9	WBBE
WBKY-FM	2	71	87	4.8	104	6.2	104	6.3	22.9	16.1	61.0	21.9	29.2	48.9	WBKY-FM
WCGW*	2	54	*	*	*	*	*	*	*	*	*	*	*	*	WCGW*
WCKU-FM	20	190	96	14.2	134	21.2	82	13.4	28.6	41.8	29.7	24.0	37.5	38.5	WCKU-FM
WCOZ-FM	7	74	97	6.0	156	9.9	156	9.9		14.1	85.9		27.0	73.0	WCOZ-FM
WFMI-FM	6	148	86	10.0	131	16.1	89	11.3	17.6	54.5	27.9	21.7	36.6	41.7	WFMI-FM
WHR5			*	*	*	*	*	*	*	*	*	*	*	*	WHR5
WJMM-FM	3	70	98	5.4	94	5.5	104	6.3	68.1	11.3	20.6	24.6	26.4	49.0	WJMM-FM
WKQQ-FM	61	544	105	44.5	117	53.0	87	40.7	29.8	37.3	32.9	26.3	32.7	41.0	WKQQ-FM
WLAP	7	114	107	9.5	27	2.5	140	13.7	23.4	15.0	61.6	26.8	7.5	65.7	WLAP
WLAP-FM	20	370	90	26.1	108	33.3	100	31.8	17.3	37.6	45.1	22.7	30.2	47.1	WLAP-FM
WLXG	3	48	50	1.9	24	1.0	172	7.1		39.6	60.4	12.5	6.8	80.7	WLXG
WMGB-FM	3	77	8	0.5	75	4.8	164	10.8	3.0	39.3	57.6	2.0	20.9	77.1	WMGB-FM
WNVL		23	*	*	*	*	*	*	*	*	*	*	*	*	WNVL
WRFL-FM	2	38	122	3.6	44	1.4	122	4.0	32.8	22.0	45.2	30.7	12.3	57.0	WRFL-FM
WVLK	13	206	84	13.5	47	8.0	141	24.8	19.2	9.4	71.4	21.0	13.1	65.9	WVLK
WVLK-FM	47	520	106	43.0	113	49.2	89	39.6	29.0	33.4	37.6	26.6	31.8	41.7	WVLK-FM
WEKU-FM	4	64	95	4.7	111	5.9	97	5.3	6.5	15.2	78.3	23.8	30.9	45.3	WEKU-FM
WHAS	1	62	85	4.1	70	3.6	126	6.7	33.3	25.0	41.7	21.5	19.5	59.1	WHAS
WLW	5	82			91	6.2	159	11.1		8.3	91.7		25.6	74.4	WLW
PUR	215	1140	94	89.1	100	95.0	103	97.6	25.2	30.9	43.8	25.1	28.0	46.9	PUR

* DENOTES SPANISH STATION. SEE ADVISORY, PAGE IV.

BIRCH RADIO

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CATEGORY DEFINITIONS	ESTIMATED POPULATION (00)
LOWER - ANNUAL COMBINED HOUSEHOLD INCOME UNDER \$20000	322
MIDDLE - ANNUAL COMBINED HOUSEHOLD INCOME \$20000-\$34999	336
UPPER - ANNUAL COMBINED HOUSEHOLD INCOME \$35000 OR MORE	547

QUALITATIVE COMPONENTS OF AUDIENCE

	COMPARATIVE VALUES - READ DOWN								COMPOSITIONAL VALUES - READ ACROSS						
	TOTAL WEEKLY AUDIENCE		LOWER		MIDDLE		UPPER		AQH COMPOSITION %			CUME COMPOSITION %			
	AQH	CUME	% IND	% PEN	% IND	% PEN	% IND	% PEN	LOWER	MIDDLE	UPPER	LOWER	MIDDLE	UPPER	
WBBE	5	48	118	3.9	53	1.9	128	4.9	21.2	14.9	63.9	41.3	16.9	41.8	WBBE
WBKY-FM	5	71	51	2.5	119	6.5	134	7.6	3.9	38.2	57.8	18.0	38.3	43.8	WBKY-FM
WCGW*	1	37	128	3.3	98	2.8	72	2.1	29.4	70.6		44.9	31.4	23.7	WCGW*
WCKU-FM	41	245	148	25.1	76	14.3	72	14.1	56.8	26.5	16.7	52.0	24.3	23.7	WCKU-FM
WCOZ-FM	8	91	34	2.1	60	4.2	210	15.3	14.4	21.1	64.5	12.0	19.2	68.8	WCOZ-FM
WFMI-FM	8	200	67	9.2	128	19.6	109	17.3	29.4	42.8	27.8	23.5	41.0	35.6	WFMI-FM
WFRS		18	*	*	*	*	*	*	*	*	*	*	*	*	WFRS
WJMM-FM	5	74	87	4.5	111	6.3	103	6.1	45.5	31.2	23.3	30.7	35.7	33.7	WJMM-FM
WKQQ-FM	31	346	74	17.8	105	27.9	123	33.9	25.4	36.3	38.3	26.1	33.6	40.3	WKQQ-FM
WLAP	4	80	104	5.8	85	5.2	110	7.0	44.9	20.8	34.3	36.7	27.2	36.1	WLAP
WLAP-FM	35	455	80	25.1	116	40.4	106	38.6	30.1	42.8	27.1	28.1	37.1	34.8	WLAP-FM
WLXG	5	50	69	2.4	163	6.3	71	2.9	7.6	60.7	31.7	24.2	52.4	23.4	WLXG
WMGB-FM	10	91	67	4.2	102	7.1	134	9.7	25.9	35.8	38.4	23.4	32.7	43.9	WMGB-FM
WNVL		3	*	*	*	*	*	*	*	*	*	*	*	*	WNVL
WRFL-FM		20	*	*	*	*	*	*	*	*	*	*	*	*	WRFL-FM
WVLK	14	178	94	11.6	91	12.4	116	16.4	21.3	32.4	46.3	33.0	29.1	37.9	WVLK
WVLK-FM	37	488	114	38.6	100	37.3	85	33.1	48.5	28.5	23.0	40.2	31.9	27.9	WVLK-FM
WEKU-FM	8	93	62	4.0	128	9.1	114	8.5	14.7	48.4	36.9	21.7	41.0	37.3	WEKU-FM
WHAS	1	54	23	0.9	132	5.5	151	6.5	*	86.7	13.3	8.1	42.4	49.4	WHAS
WLW	1	26	*	*	*	*	*	*	*	*	*	*	*	*	WLW
PUR	224	1199	92	82.9	103	92.1	107	95.8	36.3	33.3	30.4	35.1	32.1	32.8	PUR

+ DENOTES SPANISH STATION. SEE ADVISORY, PAGE IV.

BIRCH RADIO

COPYRIGHT 1989 BIRCH/SCARBOROUGH RESEARCH CORP.

CATEGORY DEFINITIONS	ESTIMATED POPULATION (00)
LOWER - ANNUAL COMBINED HOUSEHOLD INCOME UNDER \$20000	508
MIDDLE - ANNUAL COMBINED HOUSEHOLD INCOME \$20000-\$34999	418
UPPER - ANNUAL COMBINED HOUSEHOLD INCOME \$35000 OR MORE	410

QUALITATIVE COMPONENTS OF AUDIENCE

	COMPARATIVE VALUES - READ DOWN								COMPOSITIONAL VALUES - READ ACROSS						
	TOTAL WEEKLY AUDIENCE		LOW/MID		HIGH		VERY HIGH		AQH COMPOSITION %			CUME COMPOSITION %			
	AQH	CUME	% IND	% PEN	% IND	% PEN	% IND	% PEN	LOW/MID	HIGH	VERY HIGH	LOW/MID	HIGH	VERY HIGH	
WBBE	6	90	76	2.6	146	5.5	125	4.6	30.1	61.3	8.7	46.0	31.3	22.6	WBBE
WBKY-FM	7	142	89	4.8	78	4.7	162	9.4	41.3	22.8	35.9	53.7	16.9	29.4	WBKY-FM
WCGW*	3	91	94	3.3	69	2.6	156	5.8	75.0		25.0	57.0	14.8	28.2	WCGW*
WCKU-FM	61	435	117	19.3	73	13.3	77	13.6	79.1	10.4	10.6	70.4	15.7	13.9	WCKU-FM
WCDZ-FM	15	165	49	3.1	117	8.1	251	17.0	25.5	20.5	54.0	29.3	25.2	45.5	WCDZ-FM
WFMI-FM	14	348	102	13.6	85	12.4	109	15.6	72.2	14.3	13.5	61.8	18.4	19.8	WFMI-FM
WRS		18	*	*	*	*	*	*	*	*	*	*	*	*	WRS
WJMM-FM	8	144	98	5.4	72	4.4	141	8.3	77.7	10.3	12.0	58.9	15.6	25.5	WJMM-FM
WKQQ-FM	92	890	98	33.3	124	46.0	78	28.3	65.3	23.0	11.7	59.3	26.6	14.1	WKQQ-FM
WLAP	11	194	77	5.7	116	9.4	157	12.5	48.3	38.6	13.0	46.5	25.0	28.5	WLAP
WLAP-FM	55	825	99	31.1	115	39.7	86	29.0	66.3	20.6	13.1	59.7	24.8	15.5	WLAP-FM
WLXG	8	98	80	3.0	121	5.0	140	5.6	57.6	26.6	15.9	48.5	26.0	25.4	WLXG
WMGB-FM	13	168	68	4.3	113	8.0	191	13.2	57.2	20.9	21.9	40.9	24.4	34.7	WMGB-FM
WVNL		26	105	1.0	170	1.8						63.5	36.5		WVNL
WRFL-FM	2	58	76	1.7	164	4.0	102	2.4	54.8	45.2		46.2	35.3	18.6	WRFL-FM
WVLK	27	384	78	11.4	110	17.6	162	25.4	41.6	27.8	30.6	47.1	23.6	29.3	WVLK
WVLK-FM	84	1008	108	41.4	94	39.8	81	33.4	68.8	19.7	11.5	65.0	20.3	14.7	WVLK-FM
WEKU-FM	12	157	98	5.9	84	5.5	125	8.0	49.3	27.2	23.5	59.4	18.0	22.6	WEKU-FM
WHAS	2	116	75	3.3	154	7.5	118	5.6	72.5	13.6	13.9	45.4	33.1	21.5	WHAS
WLW	6	108	61	2.5	184	8.3	132	5.8	23.6	60.5	15.9	36.6	39.5	23.9	WLW
PUR	439	2339	97	89.2	106	97.7	104	95.9	63.0	21.3	15.7	60.3	21.5	18.1	PUR

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BIRCH RADIO

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CATEGORY DEFINITIONS	ESTIMATED POPULATION (00)
LOW/MID - ANNUAL COMBINED HOUSEHOLD INCOME UNDER \$35000	1583
HIGH - ANNUAL COMBINED HOUSEHOLD INCOME \$35000-\$49000	515
VERY HIGH - ANNUAL COMBINED HOUSEHOLD INCOME \$50000 OR OVER	443

QUALITATIVE COMPONENTS OF AUDIENCE

	COMPARATIVE VALUES - READ DOWN								COMPOSITIONAL VALUES - READ ACROSS						
	TOTAL WEEKLY AUDIENCE		LOW/MID		HIGH		VERY HIGH		AQH COMPOSITION %			CUME COMPOSITION %			
	AQH	CUME	% IND	% PEN	% IND	% PEN	% IND	% PEN	LOW/MID	HIGH	VERY HIG	LOW/MID	HIGH	VERY HIG	
WBBE	1	42	61	2.1	111	4.0	180	6.5	39.0	100.0	61.0	32.1	26.2	41.7	WBBE
WBKY-FM	2	71	96	5.5	55	3.3	155	9.5	*	*	*	51.1	13.0	35.9	WBKY-FM
WCGW*	2	54	*	*	*	*	*	*	*	*	*	*	*	*	WCGW*
WCKU-FM	20	190	116	17.8	77	12.5	87	14.3	70.3	9.0	20.7	61.5	18.2	20.3	WCKU-FM
WCDZ-FM	7	74	51	3.0	99	6.3	213	13.6	14.1	20.4	65.5	27.0	23.6	49.4	WCDZ-FM
WFMI-FM	6	148	110	13.1	69	8.7	110	14.0	72.1	9.3	18.5	58.3	16.2	25.5	WFMI-FM
WFRS			*	*	*	*	*	*	*	*	*	*	*	*	WFRS
WJMM-FM	3	70	96	5.4	39	2.3	171	10.3	79.4	4.6	16.0	51.0	9.2	39.8	WJMM-FM
WKQQ-FM	61	544	111	48.8	110	51.1	64	30.0	67.1	21.7	11.1	59.0	26.1	14.9	WKQQ-FM
WLAP	7	114	65	5.9	154	15.0	128	12.3	38.4	50.6	11.0	34.3	36.6	29.2	WLAP
WLAP-FM	20	370	100	29.8	118	37.1	83	26.3	54.9	23.2	21.9	52.9	27.9	19.2	WLAP-FM
WLXG	3	48	36	1.4	144	5.9	201	8.3	39.6	18.8	41.6	19.3	34.1	46.6	WLXG
WMGB-FM	3	77	43	2.7	111	7.3	219	14.5	42.4	35.3	22.3	22.9	26.3	50.8	WMGB-FM
WNVL		23	*	*	*	*	*	*	*	*	*	*	*	*	WNVL
WRFL-FM	2	38	81	2.5	152	4.9	91	3.0	54.8	45.2		43.0	36.0	21.1	WRFL-FM
WVLK	13	206	64	10.7	105	18.5	177	31.3	28.6	27.1	44.4	34.1	24.9	41.0	WVLK
WVLK-FM	47	520	110	46.1	89	39.7	88	39.5	62.4	22.4	15.2	58.3	21.2	20.5	WVLK-FM
WEKU-FM	4	64	103	5.3	47	2.6	147	8.1	21.7	47.9	30.4	54.7	11.3	34.1	WEKU-FM
WHAS	1	62	77	3.9	96	5.1	157	8.4	58.3	13.9	27.8	40.9	22.7	36.3	WHAS
WLW	5	82	48	3.2	189	13.2	128	9.0	8.3	72.6	19.1	25.6	44.8	29.6	WLW
PUR	215	1140	97	92.1	103	97.3	104	98.0	56.2	22.8	21.0	53.1	23.7	23.2	PUR

+ DENOTES SPANISH STATION. SEE ADVISORY, PAGE IV.

BIRCH RADIO

COPYRIGHT 1989 BIRCH/SCARBOROUGH RESEARCH CORP.

CATEGORY DEFINITIONS	ESTIMATED POPULATION (00)
LOW/MID - ANNUAL COMBINED HOUSEHOLD INCOME UNDER \$35000	658
HIGH - ANNUAL COMBINED HOUSEHOLD INCOME \$35000-\$49000	278
VERY HIGH - ANNUAL COMBINED HOUSEHOLD INCOME \$50000 OR OVER	270

QUALITATIVE COMPONENTS OF AUDIENCE

	COMPARATIVE VALUES - READ DOWN								COMPOSITIONAL VALUES - READ ACROSS						
	TOTAL WEEKLY AUDIENCE		LOW/MID		HIGH		VERY HIGH		AQH COMPOSITION %			CUME COMPOSITION %			
	AQH	CUME	% IND	% PEN	% IND	% PEN	% IND	% PEN	LOW/MID	HIGH	VERY HIG	LOW/MID	HIGH	VERY HIG	
WBBE	5	48	87	3.0	185	7.3	45	1.7	36.1	53.5	10.4	58.2	35.9	6.0	WBBE
WBKY-FM	5	71	84	4.3	107	6.2	172	9.4	42.2	32.0	25.9	56.2	20.8	23.0	WBKY-FM
WCGW*	1	37	113	3.0	82	2.5	58	1.6	100.0			76.3	16.0	7.7	WCGW*
WCKU-FM	41	245	114	20.2	72	14.5	72	13.6	83.3	11.1	5.6	76.3	14.1	9.6	WCKU-FM
WCDZ-FM	8	91	46	3.1	136	10.2	318	22.3	35.5	20.6	44.0	31.2	26.5	42.4	WCDZ-FM
WFMI-FM	8	200	96	13.9	103	16.8	117	18.1	72.2	18.0	9.8	64.4	19.9	15.6	WFMI-FM
WHS		18	*	*	*	*	*	*	*	*	*	*	*	*	WHS
WJMM-FM	5	74	99	5.3	111	6.7	91	5.2	76.7	13.6	9.6	66.3	21.6	12.1	WJMM-FM
WKQQ-FM	31	346	89	22.3	141	40.0	96	25.6	61.7	25.6	12.7	59.7	27.5	12.8	WKQQ-FM
WLAP	4	80	95	5.5	44	2.9	207	12.8	65.7	17.7	16.6	63.9	8.5	27.6	WLAP
WLAP-FM	35	455	97	32.0	115	42.7	94	33.1	72.9	19.1	8.0	65.2	22.3	12.6	WLAP-FM
WLXG	5	50	114	4.1	94	3.9	39	1.5	68.3	31.2	0.4	76.6	18.3	5.1	WLXG
WMGB-FM	10	91	83	5.5	117	8.7	158	11.1	61.6	16.6	21.8	56.1	22.8	21.1	WMGB-FM
WNVL		3	*	*	*	*	*	*	*	*	*	*	*	*	WNVL
WRFL-FM		20	*	*	*	*	*	*	*	*	*	*	*	*	WRFL-FM
WVLK	14	178	92	11.9	114	16.6	118	16.3	53.7	28.5	17.8	62.1	22.1	15.8	WVLK
WVLK-FM	37	488	107	38.0	100	39.8	64	24.0	77.0	16.3	6.7	72.1	19.4	8.5	WVLK-FM
WEKU-FM	8	93	93	6.3	116	8.8	111	7.9	63.1	16.8	20.1	62.7	22.6	14.7	WEKU-FM
WHAS	1	54	75	2.9	232	10.2	33	1.4	86.7	13.3	*	50.6	45.0	4.4	WHAS
WLW	1	26	*	*	*	*	*	*	*	*	*	*	*	*	WLW
PUR	224	1199	97	87.1	109	98.2	103	92.5	69.5	19.9	10.5	67.2	19.4	13.3	PUR

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BIRCH RADIO

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CATEGORY DEFINITIONS	ESTIMATED POPULATION (00.)
LOW/MID - ANNUAL COMBINED HOUSEHOLD INCOME UNDER \$35000	926
HIGH - ANNUAL COMBINED HOUSEHOLD INCOME \$35000-\$49000	237
VERY HIGH - ANNUAL COMBINED HOUSEHOLD INCOME \$50000 OR OVER	173

QUALITATIVE COMPONENTS OF AUDIENCE

	COMPARATIVE VALUES - READ DOWN								COMPOSITIONAL VALUES - READ ACROSS						
	TOTAL WEEKLY AUDIENCE		NILF		B/W CLR		PROF/EXEC		AQH COMPOSITION %			CUME COMPOSITION %			
	AQH	CUME	% IND	% PEN	% IND	% PEN	% IND	% PEN	NILF	B/W CLR	PROF/EXE	NILF	B/W CLR	PROF/EXE	
WBBE	6	90	122	3.9	92	3.5	66	2.5	50.4	48.4	1.2	44.5	47.1	8.3	WBBE
WBKY-FM	7	142	93	4.7	76	4.5	218	13.1	25.8	26.1	48.2	33.8	38.7	27.5	WBKY-FM
WCGW*	3	91	*	*	*	*	*	*	*	*	*	*	*	*	WCGW*
WCKU-FM	61	435	73	11.3	123	22.5	83	15.2	27.7	60.3	12.0	26.7	62.9	10.4	WCKU-FM
WCOZ-FM	15	165	70	4.1	75	5.2	288	20.2	19.4	39.7	40.9	25.4	38.2	36.3	WCOZ-FM
WFMI-FM	14	348	129	15.9	89	13.0	60	8.8	46.1	42.0	11.9	46.9	45.5	7.5	WFMI-FM
WHRS		18	*	*	*	*	*	*	*	*	*	*	*	*	WHRS
WJMM-FM	8	144	108	5.5	103	6.2	65	3.9	40.9	58.6	0.5	39.1	52.7	8.1	WJMM-FM
WKQQ-FM	92	890	79	24.9	112	41.6	114	43.0	23.1	67.4	9.6	28.6	57.0	14.4	WKQQ-FM
WLAP	11	194	76	5.3	78	6.3	259	21.3	37.0	40.1	23.0	27.8	39.6	32.6	WLAP
WLAP-FM	55	825	88	25.7	103	35.6	123	43.0	30.5	54.2	15.3	31.9	52.5	15.5	WLAP-FM
WLXG	8	98	44	1.5	122	5.0	175	7.3	39.8	49.6	10.7	16.0	62.0	22.1	WLXG
WMGB-FM	13	168	33	2.0	124	8.7	197	14.0	7.1	75.3	17.6	12.0	63.2	24.8	WMGB-FM
WNVL		26	*	*	*	*	*	*	*	*	*	*	*	*	WNVL
WRFL-FM	2	58	90	1.8	94	2.3	153	3.7	28.4	68.1	3.6	32.7	48.1	19.2	WRFL-FM
WVLK	27	384	85	11.6	91	14.7	177	28.9	27.9	48.2	24.0	31.1	46.5	22.4	WVLK
WVLK-FM	84	1008	82	29.4	117	49.5	81	34.7	20.6	67.7	11.7	29.9	59.8	10.2	WVLK-FM
WEKU-FM	12	157	70	3.9	114	7.5	129	8.6	17.9	62.1	20.0	25.5	58.3	16.2	WEKU-FM
WHAS	2	116	70	2.9	98	4.8	192	9.4	8.3	91.6		25.6	50.2	24.2	WHAS
WLW	6	108	37	1.4	135	6.1	141	6.5	16.7	78.4	4.9	13.4	68.8	17.8	WLW
PUR	438	2339	90	83.0	106	97.9	108	99.1	25.6	60.8	13.5	36.4	51.0	12.6	PUR

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BIRCH RADIO

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CATEGORY DEFINITIONS	ESTIMATED POPULATION (00)
NILF - NOT IN LABOR FORCE/RETIRED/MILITARY/STUDENT	1025
B/W CLR - BLUE/WHITE COLLAR - OPERATOR/CRAFT/SERVICE/TECHNICAL/ADMINISTRATIVE	1218
PROF/EXEC - PROFESSIONAL/EXECUTIVE - DOCTOR/LAWYER/OWNER/MANAGER	298

QUALITATIVE COMPONENTS OF AUDIENCE

	COMPARATIVE VALUES - READ DOWN								COMPOSITIONAL VALUES - READ ACROSS						
	TOTAL WEEKLY AUDIENCE		NILF		B/W CLR		PROF/EXEC		AQH COMPOSITION %			CUME COMPOSITION %			
	AQH	CUME	% IND	% PEN	% IND	% PEN	% IND	% PEN	NILF	B/W CLR	PROF/EXE	NILF	B/W CLR	PROF/EXE	
WBBE	1	42	*	*	*	*	*	*	*	*	*	*	*	*	WBBE
WBKY-FM	2	71	61	3.3	88	5.3	206	12.6	12.3	7.9	79.8	15.6	51.2	33.2	WBKY-FM
WCGW*	2	54	*	*	*	*	*	*	*	*	*	*	*	*	WCGW*
WCKU-FM	20	190	79	11.4	107	17.6	106	17.3	20.8	45.4	33.7	20.2	62.7	17.0	WCKU-FM
WCOZ-FM	7	74	53	2.9	70	4.5	284	18.0	7.8	33.4	58.8	13.4	40.9	45.7	WCOZ-FM
WFMI-FM	6	148	172	19.1	81	10.3	56	7.2	43.2	44.4	12.4	43.8	47.2	9.1	WFMI-FM
WHRS			*	*	*	*	*	*	*	*	*	*	*	*	WHRS
WJMM-FM	3	70	81	4.2	107	6.5	104	6.2	32.8	65.8	1.4	20.5	62.7	16.7	WJMM-FM
WKQQ-FM	61	544	102	41.9	98	45.8	104	48.6	22.0	69.1	8.9	26.1	57.2	16.8	WKQQ-FM
WLAP	7	114	72	6.2	70	6.9	252	24.7	27.5	48.7	23.8	18.3	41.1	40.6	WLAP
WLAP-FM	20	370	108	30.0	90	28.7	123	39.0	24.5	49.6	26.0	27.5	52.8	19.8	WLAP-FM
WLXG	3	48	*	*	*	*	*	*	*	*	*	*	*	*	WLXG
WMGB-FM	3	77	17	1.0	107	7.1	206	13.6	0.7	97.9	1.4	4.2	62.7	33.1	WMGB-FM
WNVL		23	*	*	*	*	*	*	*	*	*	*	*	*	WNVL
WRFL-FM	2	38	*	*	*	*	*	*	*	*	*	*	*	*	WRFL-FM
WVLK	13	206	88	13.6	81	14.4	187	33.0	12.9	64.8	22.3	22.4	47.6	30.1	WVLK
WVLK-FM	47	520	79	31.1	118	52.8	67	29.9	10.1	77.9	12.1	20.2	69.0	10.8	WVLK-FM
WEKU-FM	4	64	*	*	*	*	*	*	*	*	*	*	*	*	WEKU-FM
WHAS	1	62	70	3.3	120	6.4	75	4.0		100.0		17.7	70.2	12.1	WHAS
WLW	5	82	19	1.2	125	8.8	136	9.6		94.1	5.9	4.9	73.2	22.0	WLW
PLR	215	1140	91	85.8	104	98.1	100	97.8	17.6	66.8	15.6	25.5	58.5	16.1	PLR

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CATEGORY DEFINITIONS	ESTIMATED POPULATION (OO)
NILF - NOT IN LABOR FORCE/RETIRED/MILITARY/STUDENT	338
B/W CLR - BLUE/WHITE COLLAR - OPERATOR/CRAFT/SERVICE/TECHNICAL/ADMINISTRATIVE	679
PROF/EXEC - PROFESSIONAL/EXECUTIVE - DOCTOR/LAWYER/OWNER/MANAGER	187

BIRCH RADIO

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QUALITATIVE COMPONENTS OF AUDIENCE

	COMPARATIVE VALUES - READ DOWN								COMPOSITIONAL VALUES - READ ACROSS						
	TOTAL WEEKLY AUDIENCE		NILF		B/W CLR		PROF/EXEC		AQH COMPOSITION %			CUME COMPOSITION %			
	AQH	CUME	% IND	% PEN	% IND	% PEN	% IND	% PEN	NILF	B/W CLR	PROF/EXE	NILF	B/W CLR	PROF/EXE	
WBBE	5	48	111	3.6	75	2.9	162	6.6	50.4	48.4	1.2	52.0	32.9	15.1	WBBE
WBKY-FM	5	71	111	5.4	60	3.5	235	14.1	31.1	33.3	35.6	51.9	26.3	21.8	WBKY-FM
WCGW*	1	37	*	*	*	*	*	*	*	*	*	*	*	*	WCGW*
WCKU-FM	41	245	67	11.2	144	28.7	58	12.1	31.4	68.3		31.5	63.0	5.4	WCKU-FM
WCOZ-FM	8	91	72	4.4	83	6.2	323	24.8	29.6	45.3	25.2	33.6	36.4	30.0	WCOZ-FM
WFMI-FM	8	200	105	14.3	101	16.5	69	11.7	48.3	40.2	11.5	49.2	44.3	6.4	WFMI-FM
WFRS		18	*	*	*	*	*	*	*	*	*	*	*	*	WFRS
WJMM-FM	5	74	121	6.1	98	5.9			45.8	54.2		56.8	43.2		WJMM-FM
WKQQ-FM	31	346	70	16.5	129	36.4	113	33.0	25.1	64.0	11.0	32.8	56.7	10.5	WKQQ-FM
WLAP	4	80	88	4.8	85	5.6	229	15.4	53.6	25.0	21.4	41.3	37.5	21.3	WLAP
WLAP-FM	35	455	76	23.6	119	44.2	130	49.9	34.0	57.0	9.0	35.6	52.4	12.1	WLAP-FM
WLXG	5	50	*	*	*	*	*	*	*	*	*	*	*	*	WLXG
WMGB-FM	10	91	41	2.6	145	10.8	182	14.0	9.0	68.5	22.5	19.4	63.7	16.9	WMGB-FM
WNVL		3	*	*	*	*	*	*	*	*	*	*	*	*	WNVL
WRFL-FM		20	*	*	*	*	*	*	*	*	*	*	*	*	WRFL-FM
WVLK	14	178	88	10.7	103	15.0	145	21.8	41.7	32.7	25.8	41.2	45.4	13.5	WVLK
WVLK-FM	37	488	86	28.6	114	45.3	104	43.0	33.9	54.8	11.2	40.3	50.0	9.7	WVLK-FM
WEKU-FM	8	93	28	1.7	136	10.3	295	23.2	14.3	55.7	30.0	12.9	59.7	27.4	WEKU-FM
WHAS	1	54	80	2.9	47	2.1	453	20.6	16.7	83.3		37.3	20.6	42.1	WHAS
WLW	1	26	*	*	*	*	*	*	*	*	*	*	*	*	WLW
PUR	224	1199	91	81.7	109	97.7	113	99.9	33.3	55.1	11.6	46.8	43.9	9.3	PUR

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BIRCH RADIO

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CATEGORY DEFINITIONS	ESTIMATED POPULATION (00)
NILF - NOT IN LABOR FORCE/RETIRED/MILITARY/STUDENT	687
B/W CLR - BLUE/WHITE COLLAR - OPERATOR/CRAFT/SERVICE/TECHNICAL/ADMINISTRATIVE	539
PROF/EXEC - PROFESSIONAL/EXECUTIVE - DOCTOR/LAWYER/OWNER/MANAGER	110

QUALITATIVE COMPONENTS OF AUDIENCE

	COMPARATIVE VALUES - READ DOWN								COMPOSITIONAL VALUES - READ ACROSS						
	TOTAL WEEKLY AUDIENCE		OTHER		HS/COL		COLLEGE		AQH COMPOSITION %			CUME COMPOSITION %			
	AGH	CUME	% IND	% PEN	% IND	% PEN	% IND	% PEN	OTHER	HS/COL	COLLEGE	OTHER	HS/COL	COLLEGE	
WBBE	6	90	12		87	3.2	174	6.4		70.8	29.2	1.8	49.6	48.7	WBBE
WBKY-FM	7	142			46	2.6	264	15.4		14.3	85.7		26.3	73.7	WBKY-FM
WCGW*	3	91	*	*	*	*	*	*	*	*	*	*	*	*	WCGW*
WCKU-FM	61	435	38	5.6	148	26.0	36	6.4	4.9	82.7	12.4	5.8	84.2	10.0	WCKU-FM
WCOZ-FM	15	165	22	1.2	86	5.7	171	11.6	1.0	60.2	38.8	3.3	48.9	47.8	WCOZ-FM
WFMI-FM	14	348	127	15.0	99	13.9	87	12.4	20.2	55.5	24.3	19.3	56.3	24.4	WFMI-FM
WHS		18	*	*	*	*	*	*	*	*	*	*	*	*	WHS
WJMM-FM	8	144	79	3.8	101	5.8	110	6.5	10.2	55.4	34.4	12.0	57.3	30.8	WJMM-FM
WKQQ-FM	92	890	66	19.8	106	38.1	106	38.7	11.7	64.3	23.9	10.0	60.4	29.6	WKQQ-FM
WLAP	11	194	204	13.4	65	5.1	115	9.1	27.2	50.2	22.6	31.0	36.9	32.1	WLAP
WLAP-FM	55	825	97	27.0	101	33.4	101	34.1	12.8	64.2	22.9	14.7	57.2	28.2	WLAP-FM
WLXG	8	98	93	3.1	48	1.9	210	8.5	29.6	36.5	33.9	14.0	27.2	58.8	WLXG
WMGB-FM	13	168			107	7.3	139	9.6		58.0	42.0		61.0	39.0	WMGB-FM
WVNL		26	*	*	*	*	*	*	*	*	*	*	*	*	WVNL
WRFL-FM	2	58	102	2.0	79	1.9	141	3.4	30.0	66.5	3.6	15.4	45.2	39.4	WRFL-FM
WVLK	27	384	63	8.1	105	16.2	110	17.4	6.6	69.3	24.1	9.5	59.7	30.8	WVLK
WVLK-FM	84	1008	131	44.6	108	43.8	67	27.8	18.2	67.0	14.8	19.9	61.4	18.8	WVLK-FM
WEKU-FM	12	157			52	3.3	252	16.2		44.1	55.9		29.6	70.4	WEKU-FM
WHAS	2	116	47	1.8	100	4.7	129	6.2		85.0	15.0	7.1	56.7	36.2	WHAS
WLW	6	108			129	5.6	96	4.2		66.7	33.3		73.3	26.7	WLW
PLR	439	2339	86	79.0	102	94.3	104	96.1	12.3	63.1	24.8	15.2	56.9	28.0	PLR

+ DENOTES SPANISH STATION. SEE ADVISORY, PAGE IV.

CATEGORY DEFINITIONS	ESTIMATED POPULATION (00)
OTHER - DID NOT GRADUATE HIGH SCHOOL	449
HS/COL - HIGH SCHOOL GRAD/SOME COLLEGE/TRADE OR TECHNICAL SCHOOL	1411
COLLEGE - COMPLETED 4-YEAR COLLEGE OR GRADUATE SCHOOL	681

BIRCH RADIO

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QUALITATIVE COMPONENTS OF AUDIENCE

	COMPARATIVE VALUES - READ DOWN								COMPOSITIONAL VALUES - READ ACROSS						
	TOTAL WEEKLY AUDIENCE		OTHER		HS/COL		COLLEGE		AQH COMPOSITION %			CUME COMPOSITION %			
	AQH	CUME	% IND	% PEN	% IND	% PEN	% IND	% PEN	OTHER	HS/COL	COLLEGE	OTHER	HS/COL	COLLEGE	
WBBE	1	42	*	*	*	*	*	*	*	*	*	*	*	*	WBBE
WBKY-FM	2	71	*	*	61	3.6	220	13.4	*	18.0	82.0	*	32.1	67.9	WBKY-FM
WCGW*	2	54	*	*	*	*	*	*	*	*	*	*	*	*	WCGW*
WCKU-FM	20	190	42	6.0	163	25.9	22	3.7	5.4	82.2	12.4	6.7	86.3	6.9	WCKU-FM
WCOZ-FM	7	74	50	2.8	49	3.0	214	13.6	2.2	64.1	33.7	8.1	25.8	66.1	WCOZ-FM
WFMI-FM	6	148	192	21.7	92	11.4	65	8.3	39.7	45.2	15.1	31.2	48.6	20.2	WFMI-FM
WHRS			*	*	*	*	*	*	*	*	*	*	*	*	WHRS
WJMM-FM	3	70	52	2.8	93	5.5	137	8.2	1.4	40.2	58.4	8.4	49.3	42.3	WJMM-FM
WKQQ-FM	61	544	77	31.9	114	51.6	89	41.6	15.5	64.5	20.0	12.5	60.0	27.5	WKQQ-FM
WLAP	7	114	286	24.9	43	4.1	99	9.7	42.4	43.2	14.4	46.4	22.9	30.7	WLAP
WLAP-FM	20	370	136	38.2	96	29.6	89	28.3	23.2	46.7	30.1	22.0	50.6	27.4	WLAP-FM
WLXG	3	48	*	*	*	*	*	*	*	*	*	*	*	*	WLXG
WMGB-FM	3	77			136	8.7	91	6.1	*	90.1	9.9	*	71.8	28.2	WMGB-FM
WNVL		23	*	*	*	*	*	*	*	*	*	*	*	*	WNVL
WRFL-FM	2	38	*	*	*	*	*	*	*	*	*	*	*	*	WRFL-FM
WVLK	13	206	78	12.3	86	14.7	136	24.2	8.0	60.5	31.5	12.7	45.2	42.1	WVLK
WVLK-FM	47	520	128	50.7	115	49.8	60	27.0	16.8	67.0	16.2	20.8	60.6	18.6	WVLK-FM
WEKU-FM	4	64	*	*	*	*	*	*	*	*	*	*	*	*	WEKU-FM
WHAS	1	62	60	2.8	86	4.5	144	7.7	*	70.0	30.0	9.7	45.7	44.6	WHAS
WLW	5	82			138	9.5	87	6.1	*	60.0	40.0	*	73.2	26.8	WLW
PUR	215	1140	92	86.9	101	95.1	104	98.2	15.8	58.6	25.6	16.2	52.8	30.9	PUR

+ DENOTES SPANISH STATION. SEE ADVISORY, PAGE IV.

CATEGORY DEFINITIONS		ESTIMATED POPULATION (00)
OTHER - DID NOT GRADUATE HIGH SCHOOL		213
HS/COL - HIGH SCHOOL GRAD/SOME COLLEGE/TRADE OR TECHNICAL SCHOOL		633
COLLEGE - COMPLETED 4-YEAR COLLEGE OR GRADUATE SCHOOL		359

BIRCH RADIO

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QUALITATIVE COMPONENTS OF AUDIENCE

	COMPARATIVE VALUES - READ DOWN								COMPOSITIONAL VALUES - READ ACROSS						
	TOTAL WEEKLY AUDIENCE		OTHER		HS/COL		COLLEGE		AQM COMPOSITION %			CUME COMPOSITION %			
	AQM	CUME	% IND	% PEN	% IND	% PEN	% IND	% PEN	OTHER	HS/COL	COLLEGE	OTHER	HS/COL	COLLEGE	
WBBE	5	48	22	0.6	101	3.8	142	5.3		70.8	29.2	3.2	61.1	35.7	WBBE
WBKY-FM	5	71			34	1.9	316	17.5		12.9	87.1		20.4	79.6	WBKY-FM
WCGW*	1	37	*	*	*	*	*	*	*	*	*	*	*	*	WCGW*
WCKU-FM	41	245	36	5.2	136	26.0	49	9.4	4.7	82.9	12.4	5.0	82.7	12.3	WCKU-FM
WCOZ-FM	8	91			107	7.6	140	10.0		56.8	43.2		64.7	35.3	WCOZ-FM
WFMI-FM	8	200	75	9.0	102	15.9	109	17.0	5.5	63.2	31.3	10.6	62.0	27.4	WFMI-FM
WFRS		18	*	*	*	*	*	*	*	*	*	*	*	*	WFRS
WJMM-FM	5	74	108	4.8	107	6.2	79	4.6	15.5	64.5	20.0	15.3	64.8	19.9	WJMM-FM
WKQQ-FM	31	346	42	8.7	100	27.1	131	35.5	4.3	63.9	31.8	6.0	61.0	33.0	WKQQ-FM
WLAP	4	80	63	3.0	94	5.9	136	8.5	0.7	62.4	36.9	9.0	56.9	34.1	WLAP
WLAP-FM	35	455	62	16.9	103	36.6	114	40.6	6.7	74.6	18.7	8.8	62.5	28.7	WLAP-FM
WLXG	5	50	*	*	*	*	*	*	*	*	*	*	*	*	WLXG
WMGB-FM	10	91			84	6.0	195	13.9		48.3	51.7		50.9	49.1	WMGB-FM
WNVL		3	*	*	*	*	*	*	*	*	*	*	*	*	WNVL
WRFL-FM		20	*	*	*	*	*	*	*	*	*	*	*	*	WRFL-FM
WVLK	14	178	41	4.4	126	17.5	70	9.8	5.2	77.5	17.3	5.8	76.5	17.7	WVLK
WVLK-FM	37	488	134	39.1	102	39.0	75	28.7	19.9	67.1	13.0	18.9	62.1	18.9	WVLK-FM
WEKU-FM	8	93			35	2.5	313	22.8		32.5	67.5		21.1	78.9	WEKU-FM
WHAS	1	54	22	0.7	120	5.1	95	4.0		100.0		3.2	73.0	23.8	WHAS
WLW	1	26	*	*	*	*	*	*	*	*	*	*	*	*	WLW
PUR	224	1199	80	71.8	104	93.6	104	93.6	9.0	67.4	23.6	14.1	60.7	25.2	PUR

+ DENOTES SPANISH STATION. SEE ADVISORY, PAGE IV.

CATEGORY DEFINITIONS	ESTIMATED POPULATION (00)
OTHER - DID NOT GRADUATE HIGH SCHOOL	236
HS/COL - HIGH SCHOOL GRAD/SOME COLLEGE/TRADE OR TECHNICAL SCHOOL	778
COLLEGE - COMPLETED 4-YEAR COLLEGE OR GRADUATE SCHOOL	322

BIRCH RADIO

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QUALITATIVE COMPONENTS OF AUDIENCE

	COMPARATIVE VALUES - READ DOWN								COMPOSITIONAL VALUES - READ ACROSS						
	TOTAL WEEKLY AUDIENCE		1-2 PRS		3-4 PRS		5+ PRS		AQH COMPOSITION %			CUME COMPOSITION %			
	AQH	CUME	% IND	% PEN	% IND	% PEN	% IND	% PEN	1-2 PRS	3-4 PRS	5+ PRS	1-2 PRS	3-4 PRS	5+ PRS	
WBBE	6	90	130	4.1	38	1.3	47	1.6	98.8	1.2		87.2	11.1	1.7	WBBE
WBKY-FM	7	142	123	6.1	59	3.1			76.0	24.0		82.7	17.3		WBKY-FM
WCGW*	3	91	78	2.5	161	5.5			73.1	26.9		52.6	47.4		WCGW*
WCKU-FM	75	552	77	14.9	142	29.5	183	37.4	53.6	39.3	7.1	51.8	41.7	6.4	WCKU-FM
WCOZ-FM	15	169	118	7.0	71	4.5			73.9	26.1		79.2	20.8		WCOZ-FM
WFMI-FM	36	564	58	10.8	194	41.3	168	34.9	20.3	68.6	11.2	36.9	57.2	5.9	WFMI-FM
WFRS		18	91	0.6			1107	7.4				61.1		38.9	WFRS
WJMM-FM	8	144	117	5.9	62	3.4	99	5.3	84.0	11.8	4.2	78.3	18.3	3.5	WJMM-FM
WKQQ-FM	95	970	101	34.3	99	36.4	77	27.5	67.0	30.2	2.8	68.0	29.3	2.7	WKQQ-FM
WLAP	11	197	112	7.7	72	5.4	110	8.0	90.2	9.3	0.5	74.9	21.3	3.9	WLAP
WLAP-FM	62	955	91	30.4	120	43.3	101	35.6	62.3	35.3	2.3	61.1	35.4	3.5	WLAP-FM
WLXG	8	98	89	3.1	116	4.3	174	6.3	65.8	34.0		59.8	34.1	6.1	WLXG
WMGB-FM	14	173	126	7.6	50	3.3	19	1.2	76.2	23.5		84.6	14.7	0.7	WMGB-FM
WNVL		26	118	1.1	71	0.7						79.2	20.8		WNVL
WRFL-FM	3	78	99	2.7	114	3.4			63.9	36.1		66.4	33.6		WRFL-FM
WVLK	27	402	109	15.3	86	13.1	40	5.9	70.5	27.1	2.4	73.2	25.5	1.4	WVLK
WVLK-FM	86	1050	98	35.8	103	41.0	116	45.1	65.3	30.1	4.6	65.4	30.5	4.1	WVLK-FM
WEKU-FM	12	157	113	6.2	74	4.4	73	4.2	84.6	15.4		75.6	21.8	2.5	WEKU-FM
WHAS	2	116	98	4.0	78	3.4	331	14.2	85.7	14.3		65.5	22.9	11.6	WHAS
WLW	6	108	107	4.0	84	3.4	102	4.1	86.5	11.1	2.5	71.5	24.9	3.6	WLW
PUR	490	2590	98	90.4	106	97.8	103	95.6	63.1	32.5	4.2	67.0	29.5	3.5	PUR

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BIRCH RADIO

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CATEGORY DEFINITIONS		ESTIMATED POPULATION (00)
1-2 PRS - ONE OR TWO PERSONS IN HOUSEHOLD		1920
3-4 PRS - THREE OR FOUR PERSONS IN HOUSEHOLD		781
5+ PRS - FIVE OR MORE PERSONS IN HOUSEHOLD		95

QUALITATIVE COMPONENTS OF AUDIENCE

	COMPARATIVE VALUES - READ DOWN								COMPOSITIONAL VALUES - READ ACROSS						
	TOTAL WEEKLY AUDIENCE		1-2 PRS		3-4 PRS		5+ PRS		AQH COMPOSITION %			CUME COMPOSITION %			
	AQH	CUME	% IND	% PEN	% IND	% PEN	% IND	% PEN	1-2 PRS	3-4 PRS	5+ PRS	1-2 PRS	3-4 PRS	5+ PRS	
WBBE	6	90	121	4.2	44	1.7	60	2.2	98.8	1.2		87.2	11.1	1.7	WBBE
WBKY-FM	7	142	115	6.3	69	4.1			76.0	24.0		82.7	17.3		WBKY-FM
WCGW*	3	91	73	2.6	189	7.2			73.1	26.9		52.6	47.4		WCGW*
WCKU-FM	61	435	81	13.6	146	26.5	182	32.2	58.3	35.1	6.6	58.4	36.6	5.0	WCKU-FM
WCOZ-FM	15	165	110	7.0	82	5.6			73.9	26.1		79.5	20.5		WCOZ-FM
WFMI-FM	14	348	70	9.3	183	26.6	141	20.0	36.9	53.9	9.2	50.2	45.9	3.9	WFMI-FM
WFRS		18	85	0.6			1404	10.3				61.1		38.9	WFRS
WJMM-FM	8	144	108	6.0	73	4.4	125	7.4	84.0	11.8	4.2	78.3	18.3	3.5	WJMM-FM
WKQQ-FM	92	890	99	34.0	104	38.8	86	31.2	67.8	29.8	2.4	71.5	26.2	2.4	WKQQ-FM
WLAP	11	194	105	7.9	80	6.5	141	11.2	90.2	9.3	0.5	76.0	20.0	3.9	WLAP
WLAP-FM	55	825	94	29.9	120	41.3	78	26.2	68.6	30.5	0.9	67.8	30.1	2.2	WLAP-FM
WLXG	8	98	83	3.1	136	5.6	221	8.8	65.8	34.0		59.8	34.1	6.1	WLXG
WMGB-FM	13	168	121	7.8	49	3.4	25	1.7	82.1	17.6		87.1	12.2	0.7	WMGB-FM
WNVL		26	110	1.1	83	0.9						79.2	20.8		WNVL
WRFL-FM	2	58	118	2.6	58	1.4			89.3	10.7		85.4	14.6		WRFL-FM
WVLK	27	384	106	15.7	88	14.0	53	8.3	70.5	27.1	2.4	76.6	22.0	1.5	WVLK
WVLK-FM	84	1008	93	36.3	115	48.5	133	54.9	66.7	28.6	4.7	67.4	28.9	3.7	WVLK-FM
WEKU-FM	12	157	105	6.3	87	5.7	92	5.9	84.6	15.4		75.6	21.8	2.5	WEKU-FM
WHAS	2	116	91	4.1	91	4.4	420	19.9	85.7	14.3		65.5	22.9	11.6	WHAS
WLW	6	108	99	4.1	99	4.5	129	5.7	86.5	11.1	2.5	71.5	24.9	3.6	WLW
PUR	439	2339	98	90.1	106	97.6	104	95.4	68.3	28.3	3.4	72.2	25.1	2.8	PUR

+ DENOTES SPANISH STATION. SEE ADVISORY, PAGE IV.

CATEGORY DEFINITIONS	ESTIMATED POPULATION (00)
1-2 PRS - ONE OR TWO PERSONS IN HOUSEHOLD	1873
3-4 PRS - THREE OR FOUR PERSONS IN HOUSEHOLD	600
5+ PRS - FIVE OR MORE PERSONS IN HOUSEHOLD	68

BIRCH RADIO

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QUALITATIVE COMPONENTS OF AUDIENCE

	COMPARATIVE VALUES - READ DOWN								COMPOSITIONAL VALUES - READ ACROSS						
	TOTAL WEEKLY AUDIENCE		1-2 PRS		3-4 PRS		5+ PRS		AQH COMPOSITION %			CUME COMPOSITION %			
	AQH	CUME	% IND	% PEN	% IND	% PEN	% IND	% PEN	1-2 PRS	3-4 PRS	5+ PRS	1-2 PRS	3-4 PRS	5+ PRS	
WBBE	1	42	119	4.1	63	2.3			93.0	7.0		83.3	16.7		WBBE
WBKY-FM	2	71	116	6.7	70	4.2			86.3	13.7		81.5	18.5		WBKY-FM
WCGW*	2	54	63	2.8	210	9.7			89.7	10.4		44.3	55.7		WCGW*
WCKU-FM	20	190	77	11.9	156	25.4	149	24.3	45.6	50.3	4.1	53.9	41.3	4.8	WCKU-FM
WCOZ-FM	7	74	115	7.0	72	4.6			65.1	34.9		80.9	19.1		WCOZ-FM
WFMI-FM	6	148	65	7.9	194	24.5	97	12.3	27.3	60.2	12.4	45.6	51.3	3.1	WFMI-FM
WFRS			*	*	*	*	*	*	*	*	*	*	*	*	WFRS
WJMM-FM	3	70	106	6.1	74	4.4	178	10.7	83.5	11.0	5.6	74.7	19.6	5.7	WJMM-FM
WKQQ-FM	61	544	103	46.0	94	43.8	80	37.4	64.5	32.4	3.1	72.5	24.9	2.6	WKQQ-FM
WLAP	7	114	112	10.4	56	5.5	208	20.3	89.8	9.4	0.8	78.5	14.9	6.7	WLAP
WLAP-FM	20	370	95	28.8	115	36.3	88	28.0	64.8	33.8	1.4	66.8	30.4	2.8	WLAP-FM
WLXG	3	48	89	3.5	94	3.9	390	16.0	83.2	16.3	0.5	62.5	25.0	12.5	WLXG
WMGB-FM	3	77	133	8.4	24	1.6			96.5	3.5		93.6	6.4		WMGB-FM
WNVL		23	109	2.0	89	1.8						76.4	23.6		WNVL
WRFL-FM	2	38	132	4.1	28	0.9			89.3	10.7		92.5	7.5		WRFL-FM
WVLK	13	206	107	18.1	83	14.7	85	15.0	74.3	20.7	5.0	75.3	22.0	2.7	WVLK
WVLK-FM	47	520	89	37.8	125	55.7	139	62.1	64.3	32.1	3.6	62.4	33.2	4.5	WVLK-FM
WEKU-FM	4	64	100	5.2	89	4.9	195	10.7	88.5	11.5		70.3	23.5	6.3	WEKU-FM
WHAS	1	62	93	4.7	75	4.0	453	24.1	71.4	28.6		65.7	19.8	14.5	WHAS
WLW	5	82	97	6.5	103	7.2	147	10.3	83.8	13.3	2.9	68.0	27.3	4.7	WLW
PUR	215	1140	99	83.4	103	97.7	103	97.7	65.6	31.0	3.4	70.3	26.5	3.2	PUR

+ DENOTES SPANISH STATION. SEE ADVISORY, PAGE IV.

BIRCH RADIO

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CATEGORY DEFINITIONS	ESTIMATED POPULATION (00)
1-2 PRS - ONE OR TWO PERSONS IN HOUSEHOLD	858
3-4 PRS - THREE OR FOUR PERSONS IN HOUSEHOLD	309
5+ PRS - FIVE OR MORE PERSONS IN HOUSEHOLD	37

QUALITATIVE COMPONENTS OF AUDIENCE

	TOTAL WEEKLY AUDIENCE		COMPARATIVE VALUES - READ DOWN						COMPOSITIONAL VALUES - READ ACROSS							
	AQH	CUME	1-2 PRS		3-4 PRS		5+ PRS		AQH COMPOSITION %			CUME COMPOSITION %				
			% IND	% PEN	% IND	% PEN	% IND	% PEN	1-2 PRS	3-4 PRS	5+ PRS	1-2 PRS	3-4 PRS	5+ PRS		
WBBE	5	48	123	4.3	26	1.0	133	4.9	100.0			90.6	6.3	3.1	WBBE	
WBKY-FM	5	71	113	5.9	68	3.9			71.9	28.1		83.9	16.1		WBKY-FM	
WCGW*	1	37	87	2.4	149	4.5			40.0	60.0		64.6	35.4		WCGW*	
WCKU-FM	41	245	84	14.9	139	27.8	222	42.0	64.5	27.7	7.8	61.8	33.0	5.2	WCKU-FM	
WCOZ-FM	8	91	106	7.0	91	6.8			81.7	18.3		78.3	21.7		WCOZ-FM	
WFMI-FM	8	200	73	10.6	177	28.8	191	29.5	44.1	49.1	6.8	53.6	41.9	4.5	WFMI-FM	
WFRS		18	*	*	*	*	*	*	*	*	*	*	*	*	*	WFRS
WJMM-FM	5	74	110	6.0	72	4.3	57	3.3	84.3	12.3	3.4	81.6	17.0	1.4	WJMM-FM	
WKQQ-FM	31	346	94	23.8	119	33.5	88	23.6	74.2	24.6	1.2	69.8	28.2	2.1	WKQQ-FM	
WLAP	4	80	98	5.7	116	7.5			90.9	9.1		72.6	27.4		WLAP	
WLAP-FM	35	455	93	30.7	126	46.6	68	23.9	70.9	28.6	0.6	68.6	29.8	1.6	WLAP-FM	
WLXG	5	50	77	2.8	181	7.4			55.3	44.7		57.1	42.9		WLXG	
WMGB-FM	10	91	110	7.3	72	5.3	55	3.9	77.7	21.8	0.5	81.6	17.1	1.3	WMGB-FM	
WNVL		3	135									100.0			WNVL	
WRFL-FM		20	97	1.4	118	1.9						72.1	27.9		WRFL-FM	
WVLC	14	178	106	13.7	92	13.4			66.9	33.1		78.1	21.9		WVLC	
WVLC-FM	37	488	98	35.0	103	40.8	122	45.9	69.8	24.1	6.1	72.8	24.3	2.9	WVLC-FM	
WEKU-FM	8	93	107	7.3	87	6.6			82.7	17.4		79.3	20.7		WEKU-FM	
WHAS	1	54	88	3.5	111	4.9	354	14.8	100.0			65.3	26.4	8.3	WHAS	
WLW	1	26	*	*	*	*	*	*	*	*	*	*	*	*	*	WLW
PUR	224	1199	97	87.4	109	97.6	103	92.7	71.0	25.6	3.4	74.0	23.7	2.4	PUR	

+ DENOTES SPANISH STATION. SEE ADVISORY, PAGE IV.

BIRCH RADIO

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CATEGORY DEFINITIONS	ESTIMATED POPULATION (00)
1-2 PRS - ONE OR TWO PERSONS IN HOUSEHOLD	1014
3-4 PRS - THREE OR FOUR PERSONS IN HOUSEHOLD	291
5+ PRS - FIVE OR MORE PERSONS IN HOUSEHOLD	30

QUALITATIVE COMPONENTS OF AUDIENCE

	COMPARATIVE VALUES - READ DOWN								COMPOSITIONAL VALUES - READ ACROSS						
	TOTAL WEEKLY AUDIENCE		HOMEMAKER		PART TIME		FULL TIME		AQH COMPOSITION %			CUME COMPOSITION %			
	AQH	CUME	% IND	% PEN	% IND	% PEN	% IND	% PEN	HOMEMAKE	PART TIM	FULL TIM	HOMEMAKE	PART TIM	FULL TIM	
WBBE	5	48	139	4.3	50	2.0	90	3.5	50.4		49.6	44.8	7.1	48.0	WBBE
WBKY-FM	5	71	83	3.8	159	9.2	95	5.5	25.5	4.4	70.1	26.8	22.5	50.7	WBKY-FM
WCGW*	1	37	*	*	*	*	*	*	*	*	*	*	*	*	WCGW*
WCKU-FM	41	245	45	7.1	109	21.8	131	26.1	17.0	14.0	69.0	14.6	15.5	69.9	WCKU-FM
WCOZ-FM	8	91	35	2.0	208	15.4	111	8.2	6.3	28.5	66.2	11.3	29.4	59.3	WCOZ-FM
WFMI-FM	8	200	82	10.5	156	25.4	96	15.7	15.8	32.4	51.8	26.5	22.2	51.3	WFMI-FM
WHRS		18	*	*	*	*	*	*	*	*	*	*	*	*	WHRS
WJMM-FM	5	74	106	5.0	158	9.5	81	4.9	21.8	24.0	54.2	34.3	22.4	43.2	WJMM-FM
WKQQ-FM	31	346	62	13.6	89	25.0	126	35.6	12.5	12.5	75.0	19.9	12.6	67.5	WKQQ-FM
WLAP	4	80	93	4.7	79	5.2	110	7.2	53.6		46.4	30.0	11.3	58.7	WLAP
WLAP-FM	35	455	73	21.1	84	31.0	121	44.8	26.6	7.4	66.1	23.5	11.9	64.7	WLAP-FM
WLXG	5	50	*	*	*	*	*	*	*	*	*	*	*	*	WLXG
WMGB-FM	10	91	31	1.8	58	4.3	153	11.3	4.2	3.9	91.9	10.2	8.2	81.7	WMGB-FM
WNVL		3	*	*	*	*	*	*	*	*	*	*	*	*	WNVL
WRFL-FM		20	*	*	*	*	*	*	*	*	*	*	*	*	WRFL-FM
WVLK	14	178	89	10.1	105	15.2	105	15.3	34.3	8.5	57.2	28.7	14.9	56.4	WVLK
WVLK-FM	37	488	98	30.5	53	21.0	114	45.3	23.9	8.0	68.1	31.6	7.5	60.9	WVLK-FM
WEKU-FM	8	93	13	0.8	49	3.7	166	12.6	12.5	1.7	85.8	4.3	6.9	88.8	WEKU-FM
WHAS	1	54	86	3.0	67	3.0	117	5.2	16.7		83.3	27.8	9.5	62.7	WHAS
WLW	1	26	*	*	*	*	*	*	*	*	*	*	*	*	WLW
PUR	224	1199	85	76.7	109	97.5	109	97.8	21.4	11.6	67.0	32.3	14.2	53.5	PUR

+ DENOTES SPANISH STATION. SEE ADVISORY, PAGE IV.

CATEGORY DEFINITIONS		ESTIMATED POPULATION (00)
HOMEMAKER	- DOES NOT WORK FOR PAY	506
PART TIME	- WORKS LESS THAN 35 HOURS PER WEEK FOR PAY	174
FULL TIME	- WORKS 35 OR MORE HOURS PER WEEK FOR PAY	656

BIRCH RADIO

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QUALITATIVE COMPONENTS OF AUDIENCE

	COMPARATIVE VALUES - READ DOWN								COMPOSITIONAL VALUES - READ ACROSS					
	TOTAL WEEKLY AUDIENCE		NO READ		READ				AQH COMPOSITION %		CUME COMPOSITION %			
	AQH	CUME	% IND	% PEN	% IND	% PEN	% IND	% PEN	NO READ	READ	NO READ	READ		
WBBE	6	90	11		129	4.6				100.0		2.7	97.3	WBBE
WBKY-FM	7	142	50	2.7	116	6.6			27.4	72.6	12.3	87.7	WBKY-FM	
WCGW*	3	91	*	*	*	*	*	*	*	*	*	*	*	WCGW*
WCKU-FM	61	435	85	14.0	105	18.2			23.6	76.4	20.8	79.2	WCKU-FM	
WCOZ-FM	15	165	30	1.9	123	8.1			1.9	98.1	7.3	92.7	WCOZ-FM	
WFMI-FM	14	348	120	15.9	93	12.9			28.9	71.1	29.6	70.4	WFMI-FM	
WRS		18	*	*	*	*	*	*	*	*	*	*	*	WRS
WJMM-FM	8	144	253	13.9	50	2.9			63.1	37.0	62.4	37.7	WJMM-FM	
WKQQ-FM	92	890	92	31.0	103	36.4			23.6	76.4	22.5	77.5	WKQQ-FM	
WLAP	11	194	43	3.2	118	9.2			30.5	69.5	10.7	89.3	WLAP	
WLAP-FM	55	825	111	34.8	96	31.7			30.0	70.0	27.4	72.6	WLAP-FM	
WLXG	8	98	*	*	*	*	*	*	*	*	*	*	*	WLXG
WMGB-FM	13	168	96	6.2	101	6.8			5.8	94.2	23.7	76.3	WMGB-FM	
WVVL		26	*	*	*	*	*	*	*	*	*	*	*	WVVL
WRFL-FM	2	58	*	*	*	*	*	*	*	*	*	*	*	WRFL-FM
WVVK	27	384	54	7.9	115	17.8			9.5	90.5	13.4	86.6	WVVK	
WVVK-FM	84	1008	104	40.0	99	39.6			20.8	79.2	25.7	74.3	WVVK-FM	
WEKU-FM	12	157	92	5.5	102	6.4			25.3	74.7	22.8	77.2	WEKU-FM	
WHAS	2	116	47	2.1	117	5.4				100.0	11.5	88.5	WHAS	
WLW	6	108	109	4.5	97	4.2			12.8	87.2	26.7	73.3	WLW	
PUR	439	2339	97	85.9	101	93.1			24.1	75.9	24.6	75.4	PUR	

+ DENOTES SPANISH STATION. SEE ADVISORY, PAGE IV.

CATEGORY DEFINITIONS	ESTIMATED POPULATION (00)
NO READ - DID NOT READ OR LOOK INTO LOCAL DAILY NEWSPAPER IN THE PAST 24 HOURS	648
READ - READ OR LOOKED INTO LOCAL DAILY NEWSPAPER IN THE PAST 24 HOURS	1893

BIRCH RADIO

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QUALITATIVE COMPONENTS OF AUDIENCE

	TOTAL WEEKLY AUDIENCE		COMPARATIVE VALUES - READ DOWN						COMPOSITIONAL VALUES - READ ACROSS						
	AQH	CUME	NO READ		READ		% IND	% PEN	AQH COMPOSITION %			CUME COMPOSITION %			
			% IND	% PEN	% IND	% PEN			NO READ	READ		NO READ	READ		
WBBE	1	42	*	*	*	*	*	*	*	*	*	*	*	*	WBBE
WBKY-FM	2	71	82	4.6	105	6.3	*	*	59.5	40.5	*	16.9	83.1	*	WBKY-FM
WCGW*	2	54	*	*	*	*	*	*	*	*	*	*	*	*	WCGW*
WCKU-FM	20	190	74	11.1	107	17.1			13.2	86.8		15.3	84.7		WCKU-FM
WCOZ-FM	7	74	31	1.8	118	7.3			2.1	97.9		6.5	93.5		WCOZ-FM
WFMI-FM	6	148	79	9.3	103	13.1			17.2	82.8		16.4	83.6		WFMI-FM
WFRS			*	*	*	*	*	*	*	*	*	*	*	*	WFRS
WJMM-FM	3	70	211	11.7	71	4.2			60.4	39.6		43.8	56.2		WJMM-FM
WKQQ-FM	61	544	74	31.8	107	48.9			17.9	82.1		15.3	84.7		WKQQ-FM
WLAP	7	114	33	3.0	118	11.3			32.8	67.2		6.8	93.2		WLAP
WLAP-FM	20	370	97	28.4	101	31.4			19.3	80.7		20.1	79.9		WLAP-FM
WLXG	3	48	*	*	*	*	*	*	*	*	*	*	*	*	WLXG
WMGB-FM	3	77	*	*	*	*	*	*	*	*	*	*	*	*	WMGB-FM
WNVL		23	*	*	*	*	*	*	*	*	*	*	*	*	WNVL
WRFL-FM	2	38	*	*	*	*	*	*	*	*	*	*	*	*	WRFL-FM
WVLK	13	206	53	8.7	112	19.4			9.8	90.2		11.1	88.9		WVLK
WVLK-FM	47	520	118	48.8	95	41.7			19.5	80.5		24.5	75.5		WVLK-FM
WEKU-FM	4	64	*	*	*	*	*	*	*	*	*	*	*	*	WEKU-FM
WHAS	1	62			126	6.6				100.0			100.0		WHAS
WLW	5	82	106	6.9	98	6.8			15.4	84.6		22.0	78.0		WLW
PUR	215	1140	95	90.1	101	95.9			20.3	79.7		20.7	79.3		PUR

+ DENOTES SPANISH STATION. SEE ADVISORY, PAGE IV.

CATEGORY DEFINITIONS		ESTIMATED POPULATION (00)
NO READ - DID NOT READ OR LOOK INTO LOCAL DAILY NEWSPAPER IN THE PAST 24 HOURS		262
READ - READ OR LOOKED INTO LOCAL DAILY NEWSPAPER IN THE PAST 24 HOURS		943

BIRCH RADIO

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QUALITATIVE COMPONENTS OF AUDIENCE

	TOTAL WEEKLY AUDIENCE		COMPARATIVE VALUES - READ DOWN						COMPOSITIONAL VALUES - READ ACROSS						
	AQH	CUME	NO READ		READ		% IND	% PEN	AQH COMPOSITION %		CUME COMPOSITION %		% IND	% PEN	
			% IND	% PEN	% IND	% PEN			NO READ	READ	NO READ	READ			
WBBE	5	48	*	*	*	*	*	*	*	*	*	*	*	*	WBBE
WBKY-FM	5	71	27	1.4	129	6.9	*	*	14.5	85.5	*	7.7	92.3	*	WBKY-FM
WCGW*	1	37	*	*	*	*	*	*	*	*	*	*	*	*	WCGW*
WCKU-FM	41	245	87	15.7	105	19.4	*	*	29.2	70.8	*	24.7	75.3	*	WCKU-FM
WCOZ-FM	8	91	28	1.9	129	8.8	*	*	1.7	98.3	*	7.8	92.2	*	WCOZ-FM
WFMI-FM	8	200	139	20.4	85	12.8	*	*	37.8	62.2	*	39.3	60.7	*	WFMI-FM
WFRS		18	*	*	*	*	*	*	*	*	*	*	*	*	WFRS
WJMM-FM	5	74	278	15.1	30	1.7	*	*	64.6	35.4	*	78.6	21.4	*	WJMM-FM
WKQQ-FM	31	346	120	30.6	92	24.0	*	*	34.9	65.1	*	34.0	66.0	*	WKQQ-FM
WLAP	4	80	57	3.4	117	7.1	*	*	26.5	73.5	*	16.1	83.9	*	WLAP
WLAP-FM	38	465	117	39.2	93	32.0	*	*	36.3	63.7	*	33.2	66.8	*	WLAP-FM
WLAG	5	50	*	*	*	*	*	*	*	*	*	*	*	*	WLAG
WMGB-FM	10	91	125	8.3	90	6.2	*	*	7.3	92.7	*	35.2	64.8	*	WMGB-FM
WNVL		3	*	*	*	*	*	*	*	*	*	*	*	*	WNVL
WRFL-FM		20	*	*	*	*	*	*	*	*	*	*	*	*	WRFL-FM
WVLK	14	178	57	7.4	117	15.7	*	*	9.2	90.8	*	16.1	83.9	*	WVLK
WVLK-FM	37	488	95	34.2	102	37.5	*	*	22.4	77.6	*	27.0	73.0	*	WVLK-FM
WEKU-FM	8	93	77	5.3	109	7.6	*	*	35.6	64.4	*	21.9	78.1	*	WEKU-FM
WHAS	1	54	*	*	*	*	*	*	*	*	*	*	*	*	WHAS
WLW	1	26	*	*	*	*	*	*	*	*	*	*	*	*	WLW
PUR	224	1199	98	86.1	101	96.4			27.7	72.3		28.9	71.7		PUR

+ DENOTES SPANISH STATION. SEE ADVISORY, PAGE IV.

CATEGORY DEFINITIONS	ESTIMATED POPULATION (00)
NO READ - DID NOT READ OR LOOK INTO LOCAL DAILY NEWSPAPER IN THE PAST 24 HOURS	385
READ - READ OR LOOKED INTO LOCAL DAILY NEWSPAPER IN THE PAST 24 HOURS	951

BIRCH RADIO

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QUALITATIVE COMPONENTS OF AUDIENCE

	COMPARATIVE VALUES - READ DOWN								COMPOSITIONAL VALUES - READ ACROSS						
	TOTAL WEEKLY AUDIENCE		NONE		LIGHT		HEAVY		AQH COMPOSITION %			CUME COMPOSITION %			
	AQH	CUME	% IND	% PEN	% IND	% PEN	% IND	% PEN	NONE	LIGHT	HEAVY	NONE	LIGHT	HEAVY	
WBBE	6	90	14	0.5	115	4.1	93	3.0				1.8	88.6	9.6	WBBE
WBKY-FM	7	142	199	11.0	83	4.7	109	5.5	16.7	83.3		24.5	64.2	11.3	WBKY-FM
WCGW*	3	91	*	*	*	*	*	*	*	*	*	*	*	*	WCGW*
WCKU-FM	61	435	135	23.0	91	15.9	123	19.0	16.9	71.1	12.0	16.7	70.5	12.7	WCKU-FM
WCOZ-FM	15	165	167	10.8	89	5.9	104	6.1	13.3	80.6	6.1	20.6	68.6	10.8	WCOZ-FM
WFMI-FM	14	348	139	18.8	92	12.7	117	14.4	12.4	73.4	14.3	17.1	70.8	12.1	WFMI-FM
WFRS		18	*	*	*	*	*	*	*	*	*	*	*	*	WFRS
WJMM-FM	8	144	247	13.9	81	4.7	63	3.2	28.6	71.2		30.6	62.9	6.5	WJMM-FM
WKQQ-FM	92	890	75	25.9	109	38.8	62	19.5	15.1	81.3	3.6	9.2	84.4	6.4	WKQQ-FM
WLAP	11	194	164	12.4	98	7.6	36	2.5	15.5	75.6	8.8	20.3	76.1	3.7	WLAP
WLAP-FM	55	825	85	27.3	102	33.8	101	29.5	11.4	77.2	11.4	10.5	79.1	10.4	WLAP-FM
WLXG	8	98	52	2.0	121	4.7			25.5	74.5		6.4	93.6		WLXG
WMGB-FM	13	168	85	5.6	112	7.6	24	1.5	21.6	75.4	3.0	10.6	86.9	2.5	WMGB-FM
WNVL		26	*	*	*	*	*	*	*	*	*	*	*	*	WNVL
WRFL-FM	2	58	280	6.3	85	2.0			8.3	91.6		34.6	65.4		WRFL-FM
WVLK	27	384	77	11.5	105	16.2	89	12.1	13.8	79.0	7.2	9.5	81.4	9.2	WVLK
WVLK-FM	84	1008	71	27.8	105	42.4	96	34.5	10.4	83.9	5.7	8.7	81.3	10.0	WVLK-FM
WEKU-FM	12	157	198	12.1	98	6.1			13.0	87.0		24.5	75.5		WEKU-FM
WHAS	2	116	45	2.0	112	5.2	77	3.2	5.0	65.0	30.0	5.5	86.5	7.9	WHAS
WLW	6	108	56	2.4	115	5.0	43	1.7		100.0		6.9	88.6	4.5	WLW
PUR	439	2339	99	91.3	102	93.5	90	83.1	13.8	79.4	6.8	12.4	77.3	10.3	PUR

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CATEGORY DEFINITIONS		ESTIMATED POPULATION (00)
NONE - DID NOT VIEW ANY TV IN THE PAST 24 HOURS		317
LIGHT - VIEWED FROM 1-5 HOURS IN THE PAST 24 HOURS		1933
HEAVY - VIEWED 6 OR MORE HOURS IN THE PAST 24 HOURS		291

BIRCH RADIO

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QUALITATIVE COMPONENTS OF AUDIENCE

	COMPARATIVE VALUES - READ DOWN								COMPOSITIONAL VALUES - READ ACROSS						
	TOTAL WEEKLY AUDIENCE		NONE		LIGHT		HEAVY		AQH COMPOSITION %			CUME COMPOSITION %			
	AQH	CUME	% IND	% PEN	% IND	% PEN	% IND	% PEN	NONE	LIGHT	HEAVY	NONE	LIGHT	HEAVY	
WBBE	1	42	*	*	*	*	*	*	*	*	*	*	*	*	WBBE
WBKY-FM	2	71	201	11.8	66	3.9	302	15.4	22.5	77.6	*	24.4	53.1	22.5	WBKY-FM
WCGW*	2	54	*	*	*	*	*	*	*	*	*	*	*	*	WCGW*
WCKU-FM	20	190	191	30.2	83	13.2	138	18.8	13.4	62.6	24.0	23.3	66.5	10.3	WCKU-FM
WCOZ-FM	7	74	58	3.5	97	6.0	202	10.7	4.1	89.4	6.5	7.0	78.0	15.1	WCOZ-FM
WFMI-FM	6	148	190	23.4	93	11.6	31	3.3	17.6	81.1	1.3	23.1	74.5	2.3	WFMI-FM
WRS			*	*	*	*	*	*	*	*	*	*	*	*	WRS
WJMM-FM	3	70	66	3.8	104	6.1	113	5.6	10.8	88.5	0.7	8.0	83.6	8.4	WJMM-FM
WKQQ-FM	61	544	65	29.2	108	49.5	70	27.4	16.4	81.7	1.9	7.9	86.9	5.2	WKQQ-FM
WLAP	7	114	208	19.5	93	9.0			16.8	83.2		25.0	75.0		WLAP
WLAP-FM	20	370	84	25.7	100	31.2	125	33.1	5.2	85.6	9.2	10.2	80.5	9.3	WLAP-FM
WLXG	3	48	*	*	*	*	*	*	*	*	*	*	*	*	WLXG
WMGB-FM	3	77	104	6.7	109	7.0			8.5	91.5		12.7	87.3		WMGB-FM
WNVL		23	*	*	*	*	*	*	*	*	*	*	*	*	WNVL
WRFL-FM	2	38	*	*	*	*	*	*	*	*	*	*	*	*	WRFL-FM
WVLK	13	208	70	11.9	109	18.8	57	8.4	18.1	77.7	4.2	8.5	87.3	4.2	WVLK
WVLK-FM	47	520	81	35.1	102	44.8	107	39.7	6.2	92.1	1.7	9.9	82.2	7.9	WVLK-FM
WEKU-FM	4	64	*	*	*	*	*	*	*	*	*	*	*	*	WEKU-FM
WHAS	1	62	76	3.9	96	5.0	178	7.9	10.0	30.0	60.0	9.3	77.4	13.3	WHAS
WLW	5	82	70	4.8	114	7.9				100.0		8.5	91.5		WLW
PUR	215	1140	100	94.7	101	96.0	86	81.7	12.5	82.9	4.6	12.2	80.4	7.5	PUR

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BIRCH RADIO

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CATEGORY DEFINITIONS	ESTIMATED POPULATION (00)
NONE - DID NOT VIEW ANY TV IN THE PAST 24 HOURS	146
LIGHT - VIEWED FROM 1-5 HOURS IN THE PAST 24 HOURS	955
HEAVY - VIEWED 6 OR MORE HOURS IN THE PAST 24 HOURS	104

QUALITATIVE COMPONENTS OF AUDIENCE

	COMPARATIVE VALUES - READ DOWN								COMPOSITIONAL VALUES - READ ACROSS						
	TOTAL WEEKLY AUDIENCE		NONE		LIGHT		HEAVY		AQH COMPOSITION %			CUME COMPOSITION %			
	AQH	CUME	% IND	% PEN	% IND	% PEN	% IND	% PEN	NONE	LIGHT	HEAVY	NONE	LIGHT	HEAVY	
WBBE	5	48	25	0.9	126	4.6	24	0.8				3.2	93.7	3.2	WBBE
WBKY-FM	5	71	196	10.3	101	5.5			14.4	100.0		24.6	75.4		WBKY-FM
WCGW*	1	37	*	*	*	*	*	*	*	*	*	*	*	*	WCGW*
WCKU-FM	41	245	94	17.0	99	18.4	111	19.1	18.7	75.7	5.8	11.8	73.6	14.6	WCKU-FM
WCOZ-FM	8	91	239	16.0	84	5.8	60	3.8	21.4	72.8	5.8	29.9	62.2	7.8	WCOZ-FM
WFMY-FM	8	200	101	14.9	92	13.9	147	20.6	8.5	67.6	24.0	12.7	68.1	19.2	WFMY-FM
WFRS		18	*	*	*	*	*	*	*	*	*	*	*	*	WFRS
WJMM-FM	5	74	414	22.6	58	3.3	36	1.9	39.3	60.7		51.9	43.4	4.7	WJMM-FM
WKQQ-FM	31	346	91	23.2	108	28.4	63	15.2	12.6	80.5	6.9	11.4	80.4	8.2	WKQQ-FM
WLAP	4	80	107	6.3	104	6.3	68	3.8	13.3	62.4	24.3	13.4	77.6	9.0	WLAP
WLAP-FM	35	455	86	28.8	105	35.2	86	27.4	15.1	72.3	12.7	10.8	78.0	11.3	WLAP-FM
WLXG	5	50	*	*	*	*	*	*	*	*	*	*	*	*	WLXG
WMGB-FM	10	91	68	4.6	116	8.0	37	2.4	25.5	70.6	3.9	8.6	86.5	4.9	WMGB-FM
WNVL		3	*	*	*	*	*	*	*	*	*	*	*	*	WNVL
WRFL-FM		20	*	*	*	*	*	*	*	*	*	*	*	*	WRFL-FM
WVLK	14	178	85	11.1	100	13.5	114	14.2	9.8	80.2	10.0	10.6	74.5	14.9	WVLK
WVLK-FM	37	488	60	21.8	108	40.1	93	31.7	15.7	73.5	10.8	7.5	80.3	12.1	WVLK-FM
WEKU-FM	8	93	211	14.5	99	7.0			18.6	81.4		26.5	73.5		WEKU-FM
WHAS	1	54			134	5.5				100.0			100.0		WHAS
WLW	1	26	*	*	*	*	*	*	*	*	*	*	*	*	WLW
PUR	224	1199	99	88.4	102	91.1	93	83.9	15.0	76.1	8.8	12.6	74.4	13.1	PUR

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CATEGORY DEFINITIONS	ESTIMATED POPULATION (00)
NONE - DID NOT VIEW ANY TV IN THE PAST 24 HOURS	170
LIGHT - VIEWED FROM 1-5 HOURS IN THE PAST 24 HOURS	979
HEAVY - VIEWED 6 OR MORE HOURS IN THE PAST 24 HOURS	187

BIRCH RADIO

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QUALITATIVE COMPONENTS OF AUDIENCE

	COMPARATIVE VALUES - READ DOWN								COMPOSITIONAL VALUES - READ ACROSS						
	TOTAL WEEKLY AUDIENCE		NONE		LIGHT		FREQUENT		AQH COMPOSITION %			CUME COMPOSITION %			
	AQH	CUME	% IND	% PEN	% IND	% PEN	% IND	% PEN	NONE	LIGHT	FREQUENT	NONE	LIGHT	FREQUENT	
WBBE	6	90	81	2.8	174	6.3	72	2.6	43.1	49.3	7.6	55.2	37.0	7.8	WBBE
WBKY-FM	7	142	68	3.8	171	9.7	161	9.4	29.5	51.9	18.6	46.3	36.3	17.4	WBKY-FM
WCGW*	3	91	129	4.6	50	1.8	19	0.7	76.2	23.8		87.4	10.5	2.1	WCGW*
WCKU-FM	61	435	115	19.4	69	12.1	69	12.2	72.3	15.5	12.3	77.8	14.7	7.4	WCKU-FM
WCOZ-FM	15	165	85	5.4	116	7.7	163	11.0	49.9	18.7	31.4	57.7	24.6	17.7	WCOZ-FM
WFMI-FM	14	348	106	14.3	101	14.1	60	8.5	75.1	19.9	5.0	72.0	21.5	6.5	WFMI-FM
WFRS		18	117	0.8			188	1.4				79.6		20.4	WFRS
WJMM-FM	8	144	104	5.8	106	6.1	63	3.7	63.8	32.1	4.2	70.7	22.4	6.8	WJMM-FM
WKQQ-FM	92	890	92	31.9	113	40.2	125	45.5	65.6	23.5	11.0	62.6	23.9	13.5	WKQQ-FM
WLAP	11	194	91	6.9	106	8.3	144	11.5	69.2	14.9	15.9	61.8	22.6	15.6	WLAP
WLAP-FM	55	825	97	31.0	119	39.5	82	27.8	63.8	25.2	11.0	65.8	25.3	8.9	WLAP-FM
WLXG	8	98	95	3.6	68	2.7	193	7.7	71.7	12.0	16.3	64.7	14.4	20.8	WLXG
WMGB-FM	13	168	95	6.2	82	5.5	167	11.5	64.4	23.0	12.6	64.7	17.3	18.0	WMGB-FM
WNVL		26	128	1.3	61	0.6						87.1	12.9		WNVL
WRFL-FM	2	58	72	1.6	189	4.4	100	2.4	33.0	53.2	13.7	49.1	40.1	10.8	WRFL-FM
WVLK	27	384	92	13.7	120	18.4	114	17.9	66.8	23.2	10.0	62.3	25.4	12.3	WVLK
WVLK-FM	84	1008	110	43.3	81	32.7	72	29.7	73.4	18.4	8.2	75.0	17.2	7.8	WVLK-FM
WEKU-FM	12	157	63	3.8	145	9.1	248	16.0	41.2	27.8	31.0	42.5	30.7	26.8	WEKU-FM
WHAS	2	116	103	4.6	104	4.8	74	3.5	84.7	7.0	8.3	70.0	22.0	8.0	WHAS
WLW	6	108	104	4.4	49	2.1	172	7.6	78.9	11.5	9.6	71.0	10.5	18.6	WLW
PUR	439	2339	99	91.0	102	93.8	104	95.5	66.9	21.6	11.5	68.0	21.2	10.8	PUR

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BIRCH RADIO

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CATEGORY DEFINITIONS	ESTIMATED POPULATION (00)
NONE - HAVE NOT TRAVELLED ROUND TRIP ON AN AIRLINE IN PAST YEAR	1748
LIGHT - TAKEN 1 OR 2 ROUND TRIPS ON AN AIRLINE IN PAST YEAR	529
FREQUENT - FREQUENT/TAKEN 3 OR MORE ROUND TRIPS ON AN AIRLINE IN PAST YEAR	264

QUALITATIVE COMPONENTS OF AUDIENCE

	COMPARATIVE VALUES - READ DOWN								COMPOSITIONAL VALUES - READ ACROSS						
	TOTAL WEEKLY AUDIENCE		NONE		LIGHT		FREQUENT		AQH COMPOSITION %			CUME COMPOSITION %			
	AQH	CUME	% IND	% PEN	% IND	% PEN	% IND	% PEN	NONE	LIGHT	FREQUENT	NONE	LIGHT	FREQUENT	
WBBE	1	42	77	2.7	188	6.6	82	2.9	100.0			50.0	38.1	11.9	WBBE
WBKY-FM	2	71	54	3.1	193	11.5	176	10.6	12.6	54.7	32.7	35.1	39.3	25.6	WBKY-FM
WCGW*	2	54	122	5.4	82	3.7	26	1.2	64.3	35.7		79.5	16.7	3.8	WCGW*
WCKU-FM	20	190	129	20.2	59	9.4	26	4.2	79.7	13.0	7.3	84.4	11.9	3.7	WCKU-FM
WCOZ-FM	7	74	79	4.8	126	7.9	158	9.9	42.1	16.5	41.5	51.4	25.7	23.0	WCOZ-FM
WFMI-FM	6	148	118	14.3	84	10.5	42	5.3	89.0	6.3	4.7	76.7	17.2	6.1	WFMI-FM
WFRS			*	*	*	*	*	*	*	*	*	*	*	*	WFRS
WJMM-FM	3	70	98	5.6	140	8.2	54	3.2	41.5	48.6	10.0	63.8	28.4	7.8	WJMM-FM
WKQQ-FM	61	544	98	43.7	97	44.1	115	53.1	69.1	19.1	11.8	63.7	19.6	16.7	WKQQ-FM
WLAP	7	114	102	9.6	92	8.8	102	9.8	67.5	15.6	16.9	66.5	18.7	14.8	WLAP
WLAP-FM	20	370	106	32.4	96	29.9	77	24.1	65.8	15.9	18.3	69.3	19.5	11.2	WLAP-FM
WLXG	3	48	96	3.8	46	1.9	193	7.9	66.7	9.6	23.7	62.5	9.4	28.1	WLXG
WMCB-FM	3	77	104	6.6	81	5.2	109	7.1	59.4	34.7	5.9	67.7	16.5	15.8	WMCB-FM
WNVL		23	135	2.6	59	1.1						88.0	12.0		WNVL
WRFL-FM	2	38	77	2.4	202	6.4	59	1.9	33.0	53.2	13.7	50.4	41.0	8.6	WRFL-FM
WVLK	13	206	88	14.9	124	21.5	121	21.2	61.9	22.1	16.0	57.1	25.2	17.7	WVLK
WVLK-FM	47	520	107	45.9	91	39.8	79	35.0	67.7	21.2	11.1	70.0	18.5	11.5	WVLK-FM
WEKU-FM	4	64	49	2.6	128	6.9	288	15.7	10.1	12.9	77.0	32.1	26.0	41.9	WEKU-FM
WHAS	1	62	102	5.2	115	6.0	69	3.7	86.1	13.9		66.5	23.4	10.1	WHAS
WLW	5	82	114	7.7	38	2.6	126	8.8	74.7	13.8	11.5	74.0	7.7	18.4	WLW
PUR	215	1140	99	93.7	101	95.8	102	96.9	66.4	19.3	14.3	65.1	20.3	14.6	PUR

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BIRCH RADIO

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CATEGORY DEFINITIONS		ESTIMATED POPULATION (000)
NONE - HAVE NOT TRAVELLED ROUND TRIP ON AN AIRLINE IN PAST YEAR		792
LIGHT - TAKEN 1 OR 2 ROUND TRIPS ON AN AIRLINE IN PAST YEAR		242
FREQUENT - FREQUENT/TAKEN 3 OR MORE ROUND TRIPS ON AN AIRLINE IN PAST YEAR		171

QUALITATIVE COMPONENTS OF AUDIENCE

	COMPARATIVE VALUES - READ DOWN								COMPOSITIONAL VALUES - READ ACROSS						
	TOTAL WEEKLY AUDIENCE		NONE		LIGHT		FREQUENT		AQH COMPOSITION %			CUME COMPOSITION %			
	AQH	CUME	% IND	% PEN	% IND	% PEN	% IND	% PEN	NONE	LIGHT	FREQUENT	NONE	LIGHT	FREQUENT	
WBBE	5	48	85	3.0	163	6.0	57	2.2	31.7	59.2	9.1	59.8	36.0	4.2	WBBE
WBKY-FM	5	71	81	4.3	150	8.2	127	7.0	36.3	50.7	13.0	57.6	33.2	9.2	WBKY-FM
WCGW+	1	37	137	3.7	15	0.4			100.0			96.8	3.2		WCGW+
WCKU-FM	41	245	104	18.8	75	14.2	138	26.3	68.7	16.7	14.7	73.3	16.7	10.0	WCKU-FM
WCOZ-FM	8	91	89	6.0	108	7.5	184	13.1	66.8	20.6	22.6	62.9	23.8	13.3	WCOZ-FM
WFMI-FM	8	200	97	14.4	112	17.1	93	14.6	64.6	30.2	5.2	68.6	24.7	6.8	WFMI-FM
WFRS		18	*	*	*	*	*	*	*	*	*	*	*	*	WFRS
WJMM-FM	5	74	109	6.0	76	4.3	82	4.7	77.1	22.1	0.7	77.3	16.7	5.9	WJMM-FM
WKQQ-FM	31	346	86	22.0	140	37.1	115	31.1	58.6	32.2	9.2	60.8	30.9	8.3	WKQQ-FM
WLAP	4	80	78	4.6	127	7.6	231	14.4	72.1	13.8	14.2	55.1	28.2	16.8	WLAP
WLAP-FM	35	455	89	29.9	136	47.5	98	34.7	62.6	30.5	6.9	62.9	30.0	7.1	WLAP-FM
WLAG	5	50	95	3.5	87	3.4	191	7.5	74.7	13.5	11.8	66.9	19.3	13.9	WLAG
WMGB-FM	10	91	88	5.9	82	5.7	274	19.5	65.9	19.5	14.6	62.1	18.0	19.9	WMGB-FM
WNVL		3	113		91							80.0	20.0		WNVL
WRFL-FM		20	*	*	*	*	*	*	*	*	*	*	*	*	WRFL-FM
WVLC	14	178	97	12.7	116	15.9	84	11.7	71.4	24.2	4.4	68.3	25.6	6.1	WVLC
WVLC-FM	37	488	114	41.1	71	26.8	52	19.8	80.6	14.8	4.6	80.4	15.8	3.8	WVLC-FM
WEKU-FM	8	93	70	4.8	153	10.9	227	16.5	56.8	35.3	8.0	49.6	33.9	16.5	WEKU-FM
WHAS	1	54	105	4.2	92	3.8	77	3.2	83.3		16.7	74.1	20.4	5.6	WHAS
WLW	1	26	*	*	*	*	*	*	*	*	*	*	*	*	WLW
PLR	224	1199	69	86.7	103	92.1	104	83.6	67.5	23.8	8.8	70.6	22.1	7.3	PLR

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BIRCH RADIO

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CATEGORY DEFINITIONS	ESTIMATED POPULATION (00)
NONE - HAVE NOT TRAVELLED ROUND TRIP ON AN AIRLINE IN PAST YEAR	955
LIGHT - TAKEN 1 OR 2 ROUND TRIPS ON AN AIRLINE IN PAST YEAR	288
FREQUENT - FREQUENT/TAKEN 3 OR MORE ROUND TRIPS ON AN AIRLINE IN PAST YEAR	93

QUALITATIVE COMPONENTS OF AUDIENCE

	COMPARATIVE VALUES - READ DOWN								COMPOSITIONAL VALUES - READ ACROSS							
	TOTAL WEEKLY AUDIENCE		NO PLAN		\$14K		\$14K+		AQH COMPOSITION %			CUME COMPOSITION %				
	AQH	CUME	% IND	% PEN	% IND	% PEN	% IND	% PEN	NO PLAN	\$14K	\$14K+	NO PLAN	\$14K	\$14K+		
WBBE	6	90	118	4.1			86	3.2	88.5		11.5	94.2		5.8	WBBE	
WBKY-FM	7	142	111	6.1		57	3.3	56	3.2	91.2		88.6	7.6	3.8	WBKY-FM	
WCGW*	3	91	119	4.2		36	1.4			92.9	7.1	95.2	4.8		WCGW*	
WCKU-FM	61	435	88	14.9		149	26.8	148	26.0	59.2	28.5	12.3	70.2	19.9	9.9	WCKU-FM
WCOZ-FM	16	165	107	6.9		42	2.8	130	8.8	72.2	5.8	22.0	85.7	5.5	8.8	WCOZ-FM
WFMI-FM	14	348	81	11.0		205	29.5	115	16.4	47.8	44.0	8.1	64.9	27.3	7.8	WFMI-FM
WFRS		18	*	*		*	*	*	*	*	*	*	*	*	*	WFRS
WJMM-FM	8	144	88	4.9		188	11.2	68	4.0	79.4	17.9	2.7	70.3	25.1	4.6	WJMM-FM
WKQQ-FM	92	890	98	34.1		125	46.1	69	25.1	75.2	16.2	8.6	78.7	16.7	4.6	WKQQ-FM
WEAP	11	194	65	4.9		223	17.9	270	21.5	38.6	41.3	20.2	51.9	29.8	18.2	WEAP
WLAP-FM	55	825	100	32.0		98	33.6	105	35.4	80.8	12.9	6.3	79.8	13.1	7.1	WLAP-FM
WLXG	8	98	102	3.9		103	4.2	68	2.7	68.1	18.1	13.9	81.6	13.8	4.6	WLXG
WMGB-FM	13	168	93	6.1		150	10.4	80	5.5	90.8	7.0	2.2	74.6	20.0	5.4	WMGB-FM
WNVL		26	*	*		*	*	*	*	*	*	*	*	*	*	WNVL
WRFL-FM	2	58	93	2.1		194	4.7			100.0			74.1	25.9		WRFL-FM
WVLK	27	384	98	14.7		100	15.9	123	19.3	77.9	17.2	5.0	78.4	13.3	8.3	WVLK
WVLK-FM	84	1008	98	38.4		106	44.3	113	46.4	84.0	9.9	6.1	78.2	14.2	7.6	WVLK-FM
WEKU-FM	12	157	90	5.5		211	13.7			66.7	33.3		71.8	28.2		WEKU-FM
WHAS	2	116	109	4.9		60	2.9	77	3.7	62.5	37.5		86.8	8.0	5.2	WHAS
WLW	6	108	118	5.0				85	3.8	91.3		8.8	94.2		5.8	WLW
PUR	439	2339	99	91.0		105	96.9	104	95.7	75.9	16.2	8.0	79.9	13.4	6.8	PUR

+ DENOTES SPANISH STATION. SEE ADVISORY, PAGE IV.

CATEGORY DEFINITIONS		ESTIMATED POPULATION (00)
NO PLAN - NO PLAN TO PURCHASE NEW CAR IN THE NEXT YEAR		2054
\$14K - PLAN TO PURCHASE NEW CAR VALUED LESS THAN \$14K IN THE NEXT YEAR		322
\$14K+ - PLAN TO PURCHASE NEW CAR VALUED \$14K OR MORE IN THE NEXT YEAR		165

BIRCH RADIO

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QUALITATIVE COMPONENTS OF AUDIENCE

	COMPARATIVE VALUES - READ DOWN								COMPOSITIONAL VALUES - READ ACROSS						
	TOTAL WEEKLY AUDIENCE		NO PLAN		\$14K		\$14K+		AQH COMPOSITION %			CUME COMPOSITION %			
	AQH	CUME	% IND	% PEN	% IND	% PEN	% IND	% PEN	NO PLAN	\$14K	\$14K+	NO PLAN	\$14K	\$14K+	
WBBE	1	42	*	*	*	*	*	*	*	*	*	*	*	*	WBBE
WBKY-FM	2	71	125	7.3	20	1.2	*	*	100.0	*	*	97.1	2.9	*	WBKY-FM
WCGW*	2	54	*	*	*	*	*	*	*	*	*	*	*	*	WCGW*
WCKU-FM	20	190	90	14.1	117	19.3	160	25.7	66.1	14.5	19.4	70.1	16.6	13.3	WCKU-FM
WCOZ-FM	7	74	119	7.3	90	5.6	90	5.6	77.4	22.6	22.6	92.5	7.5	7.5	WCOZ-FM
WFMI-FM	6	148	67	8.1	259	33.2	139	17.4	24.9	64.9	10.2	51.9	36.6	11.6	WFMI-FM
WFRS			*	*	*	*	*	*	*	*	*	*	*	*	WFRS
WJMM-FM	3	70	48	2.7	392	23.8	93	5.5	61.7	38.3		36.9	55.4	7.7	WJMM-FM
WKQQ-FM	61	544	101	45.2	106	49.9	81	37.1	77.6	9.9	12.5	78.3	14.9	6.7	WKQQ-FM
WLAP	7	114	*	*	*	*	*	*	*	*	*	*	*	*	WLAP
WLAP-FM	20	370	97	29.4	121	39.0	96	29.9	70.5	26.1	3.4	74.9	17.2	8.0	WLAP-FM
WLXG	3	48	81	3.2	199	8.3	113	4.6	14.8	48.1	37.0	62.5	28.1	9.4	WLXG
WMGB-FM	3	77	76	4.8	291	19.5	*	*	87.8	12.2		58.9	41.1	*	WMGB-FM
WNVL		23	*	*	*	*	*	*	*	*	*	*	*	*	WNVL
WRFL-FM	2	38	129	4.0					100.0			100.0			WRFL-FM
WVLK	13	206	97	16.4	89	15.9	148	25.7	72.9	18.3	8.8	75.2	12.6	12.3	WVLK
WVLK-FM	47	520	96	41.1	116	52.2	109	47.9	85.3	9.0	5.7	74.6	16.3	9.1	WVLK-FM
WEKU-FM	4	64	79	4.2	272	15.1			51.1	48.9		61.6	38.4		WEKU-FM
WHAS	1	62	97	4.9	106	5.7	118	6.2	62.5	37.5		75.2	15.0	9.8	WHAS
WLW	5	82	121	8.1			76	5.3	91.2		8.8	93.7		6.3	WLW
PUR	215	1140	99	83.7	105	99.0	102	96.1	75.4	14.6	10.1	77.6	14.1	8.3	PUR

+ DENOTES SPANISH STATION. SEE ADVISORY, PAGE IV.

CATEGORY DEFINITIONS	ESTIMATED POPULATION (00)
NO PLAN - NO PLAN TO PURCHASE NEW CAR IN THE NEXT YEAR	944
\$14K - PLAN TO PURCHASE NEW CAR VALUED LESS THAN \$14K IN THE NEXT YEAR	163
\$14K+ - PLAN TO PURCHASE NEW CAR VALUED \$14K OR MORE IN THE NEXT YEAR	99

QUALITATIVE COMPONENTS OF AUDIENCE

	COMPARATIVE VALUES - READ DOWN								COMPOSITIONAL VALUES - READ ACROSS						
	TOTAL WEEKLY AUDIENCE		NO PLAN		\$14K		\$14K+		AQH COMPOSITION %			CUME COMPOSITION %			
	AQH	CUME	% IND	% PEN	% IND	% PEN	% IND	% PEN	NO PLAN	\$14K	\$14K+	NO PLAN	\$14K	\$14K+	
WBBE	5	48	109	3.9			197	7.5	86.2		13.8	89.6		10.4	WBBE
WBKY-FM	5	71	100	5.2	89	5.0	127	7.1	87.7		12.3	82.0	11.3	6.7	WBKY-FM
WCGW*	1	37	108	2.9	91	2.7			85.7	14.3		88.5	11.5		WCGW*
WCKU-FM	41	245	86	15.5	175	33.9	143	27.9	55.8	35.3	8.9	70.3	22.1	7.6	WCKU-FM
WCOZ-FM	8	91	99	6.7	72	5.2	182	13.2	68.9	9.4	21.7	81.3	9.1	9.6	WCOZ-FM
WFMI-FM	8	200	91	13.5	160	25.3	92	14.7	65.0	28.4	6.6	75.0	20.2	4.9	WFMI-FM
WRS		18	*	*	*	*	*	*	*	*	*	*	*	*	WRS
WJMM-FM	5	74	116	6.4	18	1.1	43	2.5	92.7	2.6	4.7	95.4	2.3	2.3	WJMM-FM
WKQQ-FM	31	346	96	24.7	155	42.4	23	6.4	70.5	28.7	0.7	79.2	19.6	1.2	WKQQ-FM
WLAP	4	80	97	5.7	143	9.1	48	3.0	82.4	17.1	0.5	79.4	18.1	2.5	WLAP
WLAP-FM	35	455	102	34.3	79	28.5	121	43.8	86.1	6.2	7.7	83.6	10.0	6.4	WLAP-FM
WLXG	5	50	122	4.5					100.0			100.0			WLXG
WMGB-FM	10	91	103	6.9	52	3.8	167	12.0	91.7	5.4	2.9	84.6	6.6	8.8	WMGB-FM
WNL		3	*	*	*	*	*	*	*	*	*	*	*	*	WNL
WRFL-FM		20	*	*	*	*	*	*	*	*	*	*	*	*	WRFL-FM
WVLK	14	178	100	13.2	112	15.8	70	9.9	82.5	16.1	1.4	82.1	14.2	3.7	WVLK
WVLK-FM	37	488	100	36.1	94	36.2	114	44.3	82.3	11.1	6.6	82.1	11.9	6.0	WVLK-FM
WEKU-FM	8	93	96	6.6	170	12.5			77.1	22.9		78.6	21.4		WEKU-FM
WHAS	1	54	122	4.9								100.0			WHAS
WLW	1	26	*	*	*	*	*	*	*	*	*	*	*	*	WLW
PUR	224	1199	99	88.7	106	94.8	108	95.2	76.3	17.7	6.0	82.1	12.6	5.3	PUR

+ DENOTES SPANISH STATION. SEE ADVISORY, PAGE IV.

BIRCH RADIO

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CATEGORY DEFINITIONS	ESTIMATED POPULATION (00)
NO PLAN - NO PLAN TO PURCHASE NEW CAR IN THE NEXT YEAR	1110
\$14K - PLAN TO PURCHASE NEW CAR VALUED LESS THAN \$14K IN THE NEXT YEAR	160
\$14K+ - PLAN TO PURCHASE NEW CAR VALUED \$14K OR MORE IN THE NEXT YEAR	66

QUALITATIVE COMPONENTS OF AUDIENCE

	COMPARATIVE VALUES - READ DOWN								COMPOSITIONAL VALUES - READ ACROSS						
	TOTAL WEEKLY AUDIENCE		NONE		CHK/SVGS		M MKT/CD		AQH COMPOSITION %			CUME COMPOSITION %			
	AQH	CUME	% IND	% PEN	% IND	% PEN	% IND	% PEN	NONE	CHK/SVGS	M MKT/CD	NONE	CHK/SVGS	M MKT/CD	
WBBE	6	90	125	4.4	67	2.4	175	6.1	8.2	16.7	75.2	14.5	43.0	42.4	WBBE
WBKY-FM	7	142	36	2.0	73	4.1	202	11.1		30.1	69.9	4.2	47.0	48.8	WBKY-FM
WCGW*	3	91			128	4.6	73	2.6		50.0	50.0		82.3	17.7	WCGW*
WKCU-FM	61	435	207	34.8	112	19.4	17	2.9	22.1	74.0	4.0	23.9	71.9	4.1	WKCU-FM
WCOZ-FM	15	165	104	6.6	74	4.8	168	10.7	2.9	47.9	49.2	12.0	47.5	40.5	WCOZ-FM
WFMI-FM	14	348	199	26.8	105	14.5	39	5.3	35.7	56.6	7.7	23.1	67.4	9.5	WFMI-FM
WHS		18	*	*	*	*	*	*	*	*	*	*	*	*	WHS
WJMM-FM	8	144	20	1.1	129	7.4	62	3.4		86.5	13.5	2.3	82.7	15.0	WJMM-FM
WKQQ-FM	92	890	117	40.4	111	39.3	62	21.4	10.6	73.3	16.2	13.6	71.4	15.0	WKQQ-FM
WLAP	11	194	68	5.1	96	7.4	126	9.4	7.2	65.5	27.3	7.9	61.7	30.4	WLAP
WLAP-FM	55	825	94	30.2	108	35.5	81	25.8	10.3	74.2	15.8	10.9	69.5	19.6	WLAP-FM
WLXG	8	98			88	3.4	184	7.0		46.3	53.8		55.4	44.6	WLXG
WMGB-FM	13	168	160	10.4	93	6.2	90	5.8	10.7	66.1	23.2	18.5	59.9	21.7	WMGB-FM
WNVL		26	*	*	*	*	*	*	*	*	*	*	*	*	WNVL
WRFL-FM	2	58			133	3.1	60	1.3		63.5	36.5		85.5	14.5	WRFL-FM
WVLK	27	384	24	3.6	104	15.9	126	18.7	3.3	64.7	32.0	2.8	66.7	30.5	WVLK
WVLK-FM	84	1008	108	42.2	110	43.9	71	27.6	16.4	70.5	13.1	12.5	70.4	17.1	WVLK-FM
WEKU-FM	12	157			125	7.8	83	5.0		79.4	20.6		80.0	20.0	WEKU-FM
WHAS	2	116			95	4.4	160	7.2		56.3	43.8		61.2	38.8	WHAS
WLW	6	108	122	5.1	94	4.0	106	4.4	20.0	50.3	29.7	14.1	60.3	25.6	WLW
PLR	439	2339	98	90.5	101	93.0	98	90.3	13.4	68.2	18.4	11.6	64.2	24.2	PLR

+ DENOTES SPANISH STATION. SEE ADVISORY, PAGE IV.

CATEGORY DEFINITION	ESTIMATED POPULATION (00)
NONE - HAVE NOT USED ANY BANKING SERVICES IN PAST YEAR	299
CHK/SVGS - HAVE USED ONLY CHECKING OR SAVINGS ACCOUNTS IN PAST YEAR	1615
M MKT/CD - HAVE USED SPECIAL SERVICES LIKE MONEY MKT ACCTS/CD'S IN PAST YEAR	626

BIRCH RADIO

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QUALITATIVE COMPONENTS OF AUDIENCE

	COMPARATIVE VALUES - READ DOWN									COMPOSITIONAL VALUES - READ ACROSS						
	TOTAL WEEKLY AUDIENCE		NONE		CHK/SVGS		M MKT/CD		AQH COMPOSITION %			CUME COMPOSITION %				
	AQH	CUME	% IND	% PEN	% IND	% PEN	% IND	% PEN	NONE	CHK/SVGS	M MKT/CD	NONE	CHK/SVGS	M MKT/CD		
WBBE	1	42	*	*	*	*	*	*	*	*	*	*	*	*	WBBE	
WBKY-FM	2	71			89	5.3	168	9.4		25.0	75.0		56.1	43.9	WBKY-FM	
WCGW*	2	54	*	*	*	*	*	*	*	*	*	*	*	*	WCGW*	
WKCU-FM	20	190	138	22.6	127	20.3	19	2.9	16.8	78.7	4.5	15.4	79.6	5.0	WKCU-FM	
WCOZ-FM	7	74	165	9.9	34	2.1	235	13.8	1.2	29.2	69.5	17.2	21.3	61.5	WCOZ-FM	
WFMI-FM	6	148	273	34.8	86	10.7	59	7.0	46.9	38.1	15.1	30.4	54.1	15.5	WFMI-FM	
WFRS			*	*	*	*	*	*	*	*	*	*	*	*	WFRS	
WJMM-FM	3	70			131	7.7	69	3.8		79.0	21.0		81.9	18.1	WJMM-FM	
WKQQ-FM	61	544	141	65.8	107	49.2	65	28.0	12.5	68.5	19.0	15.6	67.4	17.0	WKQQ-FM	
WLAP	7	114	*	*	*	*	*	*	*	*	*	*	*	*	WLAP	
WLAP-FM	20	370	112	35.7	92	28.8	113	33.1	13.3	60.6	26.1	12.5	58.0	29.5	WLAP-FM	
WLXG	3	48			70	2.8	215	8.2		16.7	83.3		43.8	56.3	WLXG	
WMGB-FM	3	77	334	22.1	76	4.9	57	3.5	31.0	60.7	8.2	37.2	47.9	14.9	WMGB-FM	
WNVL		23	*	*	*	*	*	*	*	*	*	*	*	*	WNVL	
WRFL-FM	2	38			124	4.0	84	2.5		63.5	36.5		77.9	22.1	WRFL-FM	
WVLK	13	206	25	4.4	92	16.0	151	24.6	1.5	64.2	34.3	2.8	57.7	39.5	WVLK	
WVLK-FM	47	520	133	59.8	116	50.9	47	19.2	17.5	73.3	9.3	14.8	73.0	12.2	WVLK-FM	
WEKU-FM	4	64			80	4.3	191	9.7		48.6	51.4		50.0	50.0	WEKU-FM	
WHAS	1	62			113	5.9	110	5.4		56.3	43.7		71.1	28.9	WHAS	
WLW	5	82	139	9.8	90	6.2	108	7.0	20.0	50.3	29.7	15.5	56.3	28.2	WLW	
PUR		215	1140	104	98.1	101	95.9	95	90.3	14.2	64.8	21.0	11.1	62.7	26.2	PUR

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BIRCH RADIO

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CATEGORY DEFINITIONS		ESTIMATED POPULATION (00)
NONE - HAVE NOT USED ANY BANKING SERVICES IN PAST YEAR		129
CHK/SVGS - HAVE USED ONLY CHECKING OR SAVINGS ACCOUNTS IN PAST YEAR		745
M MKT/CD - HAVE USED SPECIAL SERVICES LIKE MONEY MKT ACCTS/CD'S IN PAST YEAR		331

QUALITATIVE COMPONENTS OF AUDIENCE

	TOTAL WEEKLY AUDIENCE		COMPARATIVE VALUES - READ DOWN						COMPOSITIONAL VALUES - READ ACROSS							
	AQH	CUME	NONE		CHK/SVGS		M MKT/CD		AQH COMPOSITION %			CUME COMPOSITION %				
			% IND	% PEN	% IND	% PEN	% IND	% PEN	NONE	CHK/SVGS	M MKT/CD	NONE	CHK/SVGS	M MKT/CD		
WBBE	5	48	*	*	*	*	*	*	*	*	*	*	*	*	*	WBBE
WBKY-FM	5	71	64	3.2	60	3.2	238	12.7	*	32.2	67.8	7.7	39.4	52.9	WBKY-FM	
WCGW*	1	37	*	*	*	*	*	*	*	*	*	*	*	*	*	WCGW*
WKU-FM	41	245	247	42.8	102	18.8	16	2.9	24.6	71.7	3.7	29.7	66.7	3.6	WKU-FM	
WCOZ-FM	8	91	72	4.6	98	6.7	122	8.4	4.0	59.5	36.5	8.7	64.2	27.1	WCOZ-FM	
WFMI-FM	8	200	144	20.4	118	17.9	22	3.3	27.3	70.5	2.2	17.4	77.7	4.9	WFMI-FM	
WFRS		18	*	*	*	*	*	*	*	*	*	*	*	*	*	WFRS
WJMM-FM	5	74	38	2.0	127	7.1	54	3.0	*	92.1	7.9	4.5	83.4	12.0	WJMM-FM	
WKQQ-FM	31	346	85	20.8	119	31.0	53	13.8	6.6	82.7	10.6	10.2	78.0	11.8	WKQQ-FM	
WLAP	4	80	26	1.5	106	6.4	121	7.3	0.7	67.3	32.0	3.1	69.9	27.0	WLAP	
WLAP-FM	35	465	81	26.1	119	41.0	53	18.2	8.8	81.2	10.1	9.7	78.4	11.8	WLAP-FM	
WLXG	5	50			101	3.8	150	5.6	*	64.0	36.0	*	66.6	33.4	WLXG	
WMGB-FM	10	91	55	3.5	103	7.1	116	8.0	4.6	67.7	27.7	6.6	67.5	25.9	WMGB-FM	
WNVL		3	*	*	*	*	*	*	*	*	*	*	*	*	*	WNVL
WRFL-FM		20	*	*	*	*	*	*	*	*	*	*	*	*	*	WRFL-FM
WVLC	14	178	23	2.9	117	15.8	90	12.1	5.0	65.2	29.8	2.8	77.1	20.1	WVLC	
WVLC-FM	37	488	84	28.9	103	37.9	100	36.9	15.0	66.9	18.0	10.1	67.6	22.4	WVLC-FM	
WEKU-FM	8	93			152	10.7				100.0			100.0		WEKU-FM	
WHAS	1	54			76	3.1	225	9.1					50.0	50.0	WHAS	
WLW	1	26	*	*	*	*	*	*	*	*	*	*	*	*	*	WLW
PUR	224	1199	94	84.8	101	90.5	101	90.3	12.7	71.5	15.8	12.0	65.7	22.3	PUR	

* DENOTES SPANISH STATION. SEE ADVISORY, PAGE IV.

CATEGORY DEFINITIONS	ESTIMATED POPULATION (00)
NONE - HAVE NOT USED ANY BANKING SERVICES IN PAST YEAR	170
CHK/SVGS - HAVE USED ONLY CHECKING OR SAVINGS ACCOUNTS IN PAST YEAR	870
M MKT/CD - HAVE USED SPECIAL SERVICES LIKE MONEY MKT ACCTS/CD'S IN PAST YEAR	296

BIRCH RADIO

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QUALITATIVE COMPONENTS OF AUDIENCE

	TOTAL WEEKLY AUDIENCE		COMPARATIVE VALUES - READ DOWN						COMPOSITIONAL VALUES - READ ACROSS						
	AQH	CUME	NONE		MODERATE		HEAVY		AQH COMPOSITION %			CUME COMPOSITION %			
			% IND	% PEN	% IND	% PEN	% IND	% PEN	NONE	MODERATE	HEAVY	NONE	MODERATE	HEAVY	
WBBE	6	90	72	2.5	296	11.2			35.9	64.1		57.0	43.0		WBBE
WBKY-FM	7	142	86	4.7	183	11.0	81	5.0	62.6	24.2	13.2	68.2	26.6	5.2	WBKY-FM
WCGW*	3	91	127	4.4					100.0			100.0			WCGW*
WCKU-FM	61	435	97	16.3	85	15.8	170	32.2	74.2	17.6	8.3	76.7	12.3	11.0	WCKU-FM
WCOZ-FM	15	165	109	7.0	93	6.5			81.1	18.9		86.5	13.5		WCOZ-FM
WFMI-FM	14	348	96	12.9	91	13.4	171	25.8	83.7	7.9	8.4	75.7	13.3	11.0	WFMI-FM
WFRS		18	*	*	*	*	*	*	*	*	*	*	*	*	WFRS
WJMM-FM	8	144	123	6.8	18	1.1			94.7	5.3		97.4	2.6		WJMM-FM
WKQQ-FM	92	890	85	29.2	152	57.1	165	63.9	68.6	23.9	7.6	67.3	22.1	10.6	WKQQ-FM
WLAP	11	194	112	8.4	68	5.8	25	2.1	88.5	6.0	5.5	88.5	9.9	1.6	WLAP
WLAP-FM	55	825	93	29.5	133	46.4	117	41.8	72.2	18.4	9.4	73.2	19.3	7.5	WLAP-FM
WLAG	8	98	96	3.6	86	3.3	184	7.8	71.0	6.3	22.7	75.7	12.5	11.8	WLAG
WMGB-FM	13	168	98	6.4	153	10.9			73.5	26.5		77.8	22.2		WMGB-FM
WNVL		26	*	*	*	*	*	*	*	*	*	*	*	*	WNVL
WRFL-FM	2	58	50	1.1	222	5.4	438	11.0	6.9	50.8	42.4	39.7	32.2	28.2	WRFL-FM
WVLK	27	384	106	15.7	85	13.7	58	9.8	82.0	11.4	6.6	84.0	12.3	3.8	WVLK
WVLK-FM	84	1008	96	37.4	134	57.1	68	29.9	72.3	23.0	4.7	76.1	19.5	4.4	WVLK-FM
WEKU-FM	12	157	102	6.2	118	7.8	36	2.5	82.5	13.4	4.1	80.5	17.1	2.3	WEKU-FM
WHAS	2	116	98	4.4	130	6.4	62	3.1	56.3	18.8	25.0	77.1	18.9	4.0	WHAS
WLW	6	108	94	3.9	137	6.2	90	4.2	68.1	23.1	8.7	74.4	19.9	5.8	WLW
PUR	439	2339	98	90.2	107	98.7	110	99.9	74.3	18.3	7.4	79.0	14.5	6.4	PUR

+ DENOTES SPANISH STATION. SEE ADVISORY, PAGE IV.

CATEGORY DEFINITIONS	ESTIMATED POPULATION (OO)
NONE - DID NOT CONSUME ANY BEER (INCL ALL 18-20 YR OLDS) IN THE PAST WEEK	2049
MODERATE - CONSUMED 1 TO 7 GLASSES OF LIGHT BEER IN THE PAST WEEK	344
HEAVY - CONSUMED 8 OR MORE GLASSES OF LIGHT BEER IN THE PAST WEEK	148

BIRCH RADIO

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QUALITATIVE COMPONENTS OF AUDIENCE

	COMPARATIVE VALUES - READ DOWN								COMPOSITIONAL VALUES - READ ACROSS						
	TOTAL WEEKLY AUDIENCE		NONE		MODERATE		HEAVY		AQH COMPOSITION %			CUME COMPOSITION %			
	AQH	CUME	% IND	% PEN	% IND	% PEN	% IND	% PEN	NONE	MODERATE	HEAVY	NONE	MODERATE	HEAVY	
WBBE	1	42	*	*	*	*	*	*	*	*	*	*	*	*	WBBE
WBKY-FM	2	71	52	3.0	372	23.3	27	1.8	15.4	84.6	*	38.7	58.4	2.9	WBKY-FM
WCGW*	2	54	*	*	*	*	*	*	*	*	*	*	*	*	WCGW*
WCKU-FM	20	190	101	15.6	41	6.9	178	31.3	72.5	15.4	12.2	74.8	6.5	18.7	WCKU-FM
WCOZ-FM	7	74	126	7.5	44	2.9	*	*	95.9	4.1	*	93.1	6.9	*	WCOZ-FM
WFMI-FM	6	148	112	13.4	*	*	168	22.9	81.8	*	18.2	82.4	*	17.6	WFMI-FM
WHR5			*	*	*	*	*	*	*	*	*	*	*	*	WHR5
WJMM-FM	3	70	*	*	*	*	*	*	*	*	*	*	*	*	WJMM-FM
WKQQ-FM	61	544	90	39.5	128	61.6	129	64.8	69.4	21.3	9.4	66.4	20.1	13.5	WKQQ-FM
WLAP	7	114	*	*	*	*	*	*	*	*	*	*	*	*	WLAP
WLAP-FM	20	370	96	28.8	112	36.6	107	36.5	66.2	22.2	11.6	71.2	17.6	11.2	WLAP-FM
WLXG	3	48	97	3.8	60	2.5	179	7.9	75.9	1.9	22.2	71.9	9.4	18.8	WLXG
WMGB-FM	3	77	93	5.8	200	13.6	*	*	72.4	27.6	*	68.6	31.4	*	WMGB-FM
WVVL		23	*	*	*	*	*	*	*	*	*	*	*	*	WVVL
WRFL-FM	2	38	*	*	*	*	*	*	*	*	*	*	*	*	WRFL-FM
WVVK	13	206	110	18.4	83	15.1	53	10.1	70.5	17.0	12.4	81.4	13.0	5.5	WVVK
WVVK-FM	47	520	94	39.4	148	67.8	73	35.0	67.5	24.5	8.0	69.2	23.2	7.6	WVVK-FM
WEKU-FM	4	64	90	4.6	179	10.1	55	3.3	72.7	17.1	10.3	66.1	28.1	5.8	WEKU-FM
WHAS	1	62	88	4.4	177	9.7	72	4.1	56.2	18.8	25.0	64.7	27.8	7.5	WHAS
WLW	5	82	97	6.4	139	10.1	61	4.6	68.1	23.1	8.8	71.8	21.8	6.3	WLW
PUR	215	1140	97	92.1	106	99.9	111	99.9	71.7	18.5	9.8	73.8	15.7	10.5	PUR

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BIRCH RADIO

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CATEGORY DEFINITIONS	ESTIMATED POPULATION (00)
NONE - DID NOT CONSUME ANY BEER (INCL ALL 18-20 YR OLDS) IN THE PAST WEEK	914
MODERATE - CONSUMED 1 TO 7 GLASSES OF LIGHT BEER IN THE PAST WEEK	178
HEAVY - CONSUMED 8 OR MORE GLASSES OF LIGHT BEER IN THE PAST WEEK	113

QUALITATIVE COMPONENTS OF AUDIENCE

	COMPARATIVE VALUES - READ DOWN								COMPOSITIONAL VALUES - READ ACROSS						
	TOTAL WEEKLY AUDIENCE		NONE		MODERATE		HEAVY		AQH COMPOSITION %			CUME COMPOSITION %			
	AQH	CUME	% IND	% PEN	% IND	% PEN	% IND	% PEN	NONE	MODERATE	HEAVY	NONE	MODERATE	HEAVY	
WBBE	6	90	119	4.2					100.0			100.0			WBBE
WBKY-FM	7	142	99	5.5	146	8.5	23	1.3	76.6	23.4		83.2	15.5	1.3	WBKY-FM
WCGW*	3	91	119	4.2					100.0			100.0			WCGW*
WCKU-FM	61	435	88	14.9	156	27.8	178	32.0	64.3	23.0	12.8	73.3	16.5	10.1	WCKU-FM
WCOZ-FM	15	165	112	7.2	27	1.8	59	4.0	98.2	1.2	0.6	93.8	2.9	3.4	WCOZ-FM
WFMI-FM	14	348	87	11.9	165	23.5	166	23.9	76.6	12.0	11.4	73.1	17.5	9.4	WFMI-FM
WHS		18	*	*	*	*	*	*	*	*	*	*	*	*	WHS
WJMM-FM	8	144	118	6.6	14	0.8			95.8	4.2		98.5	1.5		WJMM-FM
WKQQ-FM	92	890	80	27.9	197	72.1	209	76.9	68.1	17.9	14.0	67.2	21.0	11.9	WKQQ-FM
WLAP	11	194	110	8.3	77	6.2			94.0	6.0		91.8	8.2		WLAP
WLAP-FM	55	825	104	33.8	73	24.7	90	30.9	91.0	6.9	2.2	87.1	7.7	5.1	WLAP-FM
WLXG	8	98	114	4.4	43	1.7			97.2	2.8		95.4	4.6		WLXG
WMGB-FM	13	168	110	7.2	77	5.3			89.6	10.4		91.8	8.2		WMGB-FM
WNVL		26	*	*	*	*	*	*	*	*	*	*	*	*	WNVL
WRFL-FM	2	58	54	1.2	442	10.5	144	3.4		79.3	20.7	44.9	46.9	8.2	WRFL-FM
WVLR	27	384	111	16.6	55	8.7	22	3.5	94.1	5.9	0.5	92.9	5.9	1.2	WVLR
WVLR-FM	84	1008	103	40.4	88	36.5	82	34.1	78.3	13.3	8.4	86.0	9.4	4.6	WVLR-FM
WEKU-FM	12	157	91	5.6	160	10.3	122	8.0	84.9	7.4	7.7	76.1	17.0	7.0	WEKU-FM
WHAS	2	116	115	5.2	32	1.5			100.0			96.6	3.4		WHAS
WLW	6	108	119	5.0					100.0			100.0			WLW
PUR	439	2339	99	91.3	104	96.1	105	96.9	79.1	13.6	7.2	83.7	10.6	5.7	PUR

+ DENOTES SPANISH STATION. SEE ADVISORY, PAGE IV.

CATEGORY DEFINITIONS	ESTIMATED POPULATION (00)
NONE - DID NOT CONSUME ANY BEER (INCL ALL 18-20 YR OLDS) IN THE PAST WEEK	2145
MODERATE - CONSUMED 1 TO 7 GLASSES OF REGULAR BEER IN THE PAST WEEK	259
HEAVY - CONSUMED 8 OR MORE GLASSES OF REGULAR BEER IN THE PAST WEEK	137

BIRCH RADIO

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QUALITATIVE COMPONENTS OF AUDIENCE

	TOTAL WEEKLY AUDIENCE		COMPARATIVE VALUES - READ DOWN						COMPOSITIONAL VALUES - READ ACROSS						
	AQH	CUME	NONE		MODERATE		HEAVY		AQH COMPOSITION %			CUME COMPOSITION %			
			% IND	% PEN	% IND	% PEN	% IND	% PEN	NONE	MODERATE	HEAVY	NONE	MODERATE	HEAVY	
WBBE	1	42	*	*	*	*	*	*	*	*	*	*	*	*	WBBE
WBKY-FM	2	71	96	5.7	170	10.0	27	1.6	64.1	35.9	*	71.7	25.5	2.9	WBKY-FM
WCGW*	2	54	*	*	*	*	*	*	*	*	*	*	*	*	WCGW*
WCKU-FM	20	190	64	10.1	194	30.6	221	35.5	34.0	33.3	32.7	47.8	29.0	23.2	WCKU-FM
WCOZ-FM	7	74	123	7.5	82	5.1	82	5.1	98.5	*	1.5	91.4	*	8.6	WCOZ-FM
WFMI-FM	6	148	100	12.3	25	3.1	206	25.7	70.1	3.3	26.7	74.6	3.8	21.6	WFMI-FM
WHR5			*	*	*	*	*	*	*	*	*	*	*	*	WHR5
WJMM-FM	3	70	*	*	*	*	*	*	*	*	*	*	*	*	WJMM-FM
WKQQ-FM	61	544	78	35.3	150	67.9	181	83.5	61.1	17.7	21.1	58.4	22.5	19.1	WKQQ-FM
WLAP	7	114	*	*	*	*	*	*	*	*	*	*	*	*	WLAP
WLAP-FM	20	370	109	33.3	55	16.9	101	31.6	88.8	5.6	5.6	81.1	8.2	10.6	WLAP-FM
WLXG	3	48	122	4.8	63	2.5	*	*	92.6	7.4	*	90.6	9.4	*	WLXG
WMGB-FM	3	77	119	7.6	76	4.8	*	*	79.9	20.1	*	88.7	11.3	*	WMGB-FM
WNVL		23	*	*	*	*	*	*	*	*	*	*	*	*	WNVL
WRFL-FM	2	38	*	*	*	*	*	*	*	*	*	*	*	*	WRFL-FM
WVLK	13	206	121	20.7	49	8.4	22	3.8	92.1	6.8	1.1	90.3	7.4	2.3	WVLK
WVLK-FM	47	520	104	44.7	101	43.8	71	31.1	69.8	18.0	12.2	77.4	15.2	7.4	WVLK-FM
WEKU-FM	4	64	73	3.9	188	10.0	165	9.0	63.8	17.1	19.1	54.5	28.1	17.4	WEKU-FM
WHAS	1	62	126	6.4	43	2.2	*	*	100.0	*	*	93.6	6.4	*	WHAS
WLW	5	82	134	9.1	*	*	*	*	100.0	*	*	100.0	*	*	WLW
PUR	215	1140	100	94.4	100	94.6	102	96.4	69.0	17.5	13.4	74.5	14.9	10.5	PUR

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BIRCH RADIO

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CATEGORY DEFINITIONS	ESTIMATED POPULATION (00)
NONE - DID NOT CONSUME ANY BEER (INCL ALL 18-20 YR OLDS) IN THE PAST WEEK	901
MODERATE - CONSUMED 1 TO 7 GLASSES OF REGULAR BEER IN THE PAST WEEK	180
HEAVY - CONSUMED 8 OR MORE GLASSES OF REGULAR BEER IN THE PAST WEEK	124

QUALITATIVE COMPONENTS OF AUDIENCE

	COMPARATIVE VALUES - READ DOWN								COMPOSITIONAL VALUES - READ ACROSS							
	TOTAL WEEKLY AUDIENCE		NONE		MODERATE		FREQUENT		AQH COMPOSITION %			CUME COMPOSITION %				
	AQH	CUME	% IND	% PEN	% IND	% PEN	% IND	% PEN	NONE	MODERATE	FREQUENT	NONE	MODERATE	FREQUENT		
WBBE	6	90	229	7.6	22	0.8	13	0.5	85.9	14.1		89.5	5.8	4.7	WBBE	
WBKY-FM	7	142	115	6.0	72	4.0	104	6.2	52.7	14.3	33.0	45.0	18.8	36.2	WBKY-FM	
WCGW*	3	91	149	5.0	18	0.7	107	4.1	50.0		50.0	58.1	4.8	37.1	WCGW*	
WCKU-FM	61	435	75	12.1	89	15.3	136	25.0	27.7	23.7	48.7	29.4	23.3	47.3	WCKU-FM	
WCOZ-FM	15	165	90	5.5	123	8.0	94	6.5	50.3	22.3	27.4	35.3	32.2	32.5	WCOZ-FM	
WFMI-FM	14	348	62	8.0	84	11.5	155	22.7	12.4	32.2	55.3	24.3	21.9	53.8	WFMI-FM	
WFRS		18	*	*	*	*	*	*	*	*	*	*	*	*	WFRS	
WJMM-FM	8	144	129	6.9	100	5.7	67	4.1	31.8	25.6	42.6	50.5	26.1	23.3	WJMM-FM	
WKQQ-FM	92	890	57	18.8	97	34.0	151	56.7	19.7	16.8	63.5	22.2	25.3	52.5	WKQQ-FM	
WLAP	11	194	120	8.6	44	3.4	120	9.8	50.5	9.3	40.2	46.8	11.5	41.7	WLAP	
WLAP-FM	55	825	74	22.7	133	43.4	104	36.2	30.2	27.5	42.4	29.0	34.9	36.1	WLAP-FM	
WLXG	8	98	92	3.3	114	4.4	99	4.1	30.1	38.6	31.3	35.9	29.7	34.3	WLXG	
WMGB-FM	13	168	85	5.3	73	4.9	137	9.7	51.7	14.0	34.3	33.0	19.2	47.7	WMGB-FM	
WNVL		26	*	*	*	*	*	*	*	*	*	*	*	*	WNVL	
WRFL-FM	2	58	55	1.2	128	2.9	130	3.2	18.2	27.3	54.6	21.4	33.4	45.2	WRFL-FM	
WVLK	27	384	101	14.3	94	14.2	104	18.9	33.4	19.3	47.3	39.3	24.5	36.2	WVLK	
WVLK-FM	84	1008	101	37.6	105	41.7	96	40.7	37.8	23.9	38.3	39.3	27.4	33.2	WVLK-FM	
WEKU-FM	12	157	112	6.5	155	9.6	45	3.0	31.6	46.0	22.4	43.9	40.5	15.6	WEKU-FM	
WHAS	2	116	78	3.4	115	5.3	113	5.5	18.8	25.0	56.3	30.6	30.0	39.3	WHAS	
WLW	6	108	21	0.9	76	3.2	207	9.4	1.2	23.1	75.6	8.3	19.9	71.8	WLW	
PUR	439	2339	94	86.6	100	92.4	107	98.7	29.5	23.9	46.6	39.1	26.2	34.7	PUR	

+ DENOTES SPANISH STATION. SEE ADVISORY, PAGE IV.

CATEGORY DEFINITIONS	ESTIMATED POPULATION (OO)
NONE - DID NOT VISIT CONVENIENCE STORE IN THE PAST WEEK	1055
MODERATE - VISITED CONVENIENCE STORE 1 OR 2 TIMES IN THE PAST WEEK	663
FREQUENT - VISITED CONVENIENCE STORE 3 OR MORE TIMES IN THE PAST WEEK	823

BIRCH RADIO

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QUALITATIVE COMPONENTS OF AUDIENCE

	COMPARATIVE VALUES - READ DOWN								COMPOSITIONAL VALUES - READ ACROSS						
	TOTAL WEEKLY AUDIENCE		NONE		MODERATE		FREQUENT		AQH COMPOSITION %			CUME COMPOSITION %			
	AQH	CUME	% IND	% PEN	% IND	% PEN	% IND	% PEN	NONE	MODERATE	FREQUENT	NONE	MODERATE	FREQUENT	
WBBE	1	42	*	*	*	*	*	*	*	*	*	*	*	*	WBBE
WBKY-FM	2	71	150	8.3	34	2.0	104	6.4	61.6	*	38.5	45.7	8.6	45.7	WBKY-FM
WCGW*	2	54	*	*	*	*	*	*	*	*	*	*	*	*	WCGW*
WCKU-FM	20	190	78	11.5	82	12.9	125	20.8	35.8	14.3	50.0	23.7	20.9	55.3	WCKU-FM
WCOZ-FM	7	74	72	4.1	124	7.6	105	6.8	57.9	11.2	30.9	21.8	31.6	46.6	WCOZ-FM
WFMI-FM	6	148	47	5.4	72	8.7	153	19.8	5.7	47.0	47.4	14.2	18.2	67.6	WFMI-FM
WHR5			*	*	*	*	*	*	*	*	*	*	*	*	WHR5
WJMM-FM	3	70	*	*	*	*	*	*	*	*	*	*	*	*	WJMM-FM
WKQQ-FM	61	544	45	18.9	101	45.3	137	65.4	12.2	16.7	71.1	13.6	25.8	60.6	WKQQ-FM
WLAP	7	114	*	*	*	*	*	*	*	*	*	*	*	*	WLAP
WLAP-FM	20	370	73	21.1	146	44.5	92	29.7	29.0	25.9	45.0	22.3	37.2	40.5	WLAP-FM
WLXG	3	48	31	1.2	196	7.8	92	3.9	1.9	62.9	35.2	9.4	50.0	40.6	WLXG
WMGB-FM	3	77	15	0.9	80	5.1	170	11.5	0.8	10.9	88.3	4.5	20.5	75.1	WMGB-FM
WNVL		23	*	*	*	*	*	*	*	*	*	*	*	*	WNVL
WRFL-FM	2	38	55	1.6	149	4.7	103	3.4	18.2	27.3	54.6	16.8	37.9	45.3	WRFL-FM
WVLK	13	206	101	16.2	61	10.4	121	21.9	16.2	8.5	75.4	30.8	15.6	53.6	WVLK
WVLK-FM	47	520	117	47.4	109	46.5	83	37.8	39.8	21.3	38.9	35.6	27.7	36.7	WVLK-FM
WEKU-FM	4	64	*	*	*	*	*	*	*	*	*	*	*	*	WEKU-FM
WHAS	1	62	70	3.4	80	4.1	132	7.2	18.8	25.0	56.2	21.4	20.3	58.3	WHAS
WLW	5	82	21	1.3	86	5.8	163	11.7	1.3	23.1	75.6	6.3	21.8	71.8	WLW
PUR	215	1140	94	88.7	99	93.8	105	99.7	24.1	20.9	55.0	30.4	25.5	44.1	PUR

+ DENOTES SPANISH STATION. SEE ADVISORY, PAGE IV.

CATEGORY DEFINITIONS	ESTIMATED POPULATION (00)
NONE - DID NOT VISIT CONVENIENCE STORE IN THE PAST WEEK	391
MODERATE - VISITED CONVENIENCE STORE 1 OR 2 TIMES IN THE PAST WEEK	310
FREQUENT - VISITED CONVENIENCE STORE 3 OR MORE TIMES IN THE PAST WEEK	505

QUALITATIVE COMPONENTS OF AUDIENCE

	COMPARATIVE VALUES - READ DOWN								COMPOSITIONAL VALUES - READ ACROSS						
	TOTAL WEEKLY AUDIENCE		NONE		MODERATE		FREQUENT		AQH COMPOSITION %			CUME COMPOSITION %			
	AQH	CUME	% IND	% PEN	% IND	% PEN	% IND	% PEN	NONE	MODERATE	FREQUENT	NONE	MODERATE	FREQUENT	
WBBE	5	48	*	*	*	*	*	*	*	*	*	*	*	*	WBBE
WBKY-FM	5	71	94	4.7	100	5.4	112	6.4	49.2	20.0	30.8	44.4	26.8	28.9	WBKY-FM
WCGW*	1	37	130	3.4	43	1.2	104	3.1	100.0			61.5	11.5	26.9	WCGW*
WCKU-FM	41	245	70	12.2	93	17.3	162	32.2	23.7	28.2	48.0	33.2	24.9	41.9	WCKU-FM
WCOZ-FM	8	91	93	6.0	122	8.4	91	6.7	45.5	29.2	25.3	43.8	32.6	23.5	WCOZ-FM
WFMI-FM	8	200	68	9.7	92	14.0	167	27.1	17.5	21.2	61.3	32.2	24.8	43.1	WFMI-FM
WFRS		18	*	*	*	*	*	*	*	*	*	*	*	*	WFRS
WJMM-FM	5	74	108	5.7	86	4.8	100	6.0	10.9	25.8	63.2	51.3	23.0	25.7	WJMM-FM
WKQQ-FM	31	346	77	19.0	91	24.0	151	42.4	34.4	17.1	48.5	36.5	24.5	39.0	WKQQ-FM
WLAP	4	80	109	6.2	106	6.5	77	5.0	43.1	27.9	29.0	51.5	28.6	19.9	WLAP
WLAP-FM	35	455	72	23.5	123	42.6	127	46.7	30.7	28.3	41.0	34.2	33.1	32.7	WLAP-FM
WLXG	5	50	130	4.6	38	1.5	110	4.4	47.0	24.0	29.0	61.4	10.3	28.3	WLXG
WMGB-FM	10	91	108	7.0	69	4.8	118	8.7	67.0	15.0	18.1	51.2	18.5	30.3	WMGB-FM
WNVL		3	*	*	*	*	*	*	*	*	*	*	*	*	WNVL
WRFL-FM		20	*	*	*	*	*	*	*	*	*	*	*	*	WRFL-FM
WVLK	14	178	104	13.1	130	17.6	62	9.0	49.4	29.3	21.2	49.1	34.9	16.0	WVLK
WVLK-FM	37	488	91	31.8	101	37.5	115	45.3	35.2	27.2	37.6	43.3	27.1	29.6	WVLK-FM
WEKU-FM	8	93	85	5.6	223	15.8			31.3	68.8		40.2	59.8		WEKU-FM
WHAS	1	54	87	3.3	153	6.3	69	3.0				41.1	41.1	17.8	WHAS
WLW	1	26	*	*	*	*	*	*	*	*	*	*	*	*	WLW
PLR	224	1199	95	85.4	102	91.2	108	97.2	34.6	26.8	38.6	47.3	26.9	25.8	PLR

+ DENOTES SPANISH STATION. SEE ADVISORY, PAGE IV.

CATEGORY DEFINITIONS	ESTIMATED POPULATION (00)
NONE - DID NOT VISIT CONVENIENCE STORE IN THE PAST WEEK	664
MODERATE - VISITED CONVENIENCE STORE 1 OR 2 TIMES IN THE PAST WEEK	353
FREQUENT - VISITED CONVENIENCE STORE 3 OR MORE TIMES IN THE PAST WEEK	319

BIRCH RADIO

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QUALITATIVE COMPONENTS OF AUDIENCE

	COMPARATIVE VALUES - READ DOWN								COMPOSITIONAL VALUES - READ ACROSS						
	TOTAL WEEKLY AUDIENCE		NONE		MODERATE		FREQUENT		AQH COMPOSITION %			CUME COMPOSITION %			
	AQH	CUME	% IND	% PEN	% IND	% PEN	% IND	% PEN	NONE	MODERATE	FREQUENT	NONE	MODERATE	FREQUENT	
WBBE	6	90	207	6.2	61	2.0	11		91.7	8.3		66.4	31.8	1.8	WBBE
WBKY-FM	7	142	133	6.3	97	5.1	43	2.3	28.4	69.4	2.2	42.8	50.3	7.0	WBKY-FM
WCGW*	3	91	*	*	*	*	*	*	*	*	*	*	*	*	WCGW*
WCKU-FM	75	552	78	14.3	88	17.9	183	38.0	15.3	52.2	32.5	25.0	45.5	29.5	WCKU-FM
WCOZ-FM	15	169	135	7.6	75	4.7	109	7.0	36.6	27.2	37.2	43.4	38.9	17.7	WCOZ-FM
WFMI-FM	36	564	55	10.4	105	21.9	173	36.7	17.3	55.7	27.0	17.7	54.4	27.9	WFMI-FM
WFRS		18	*	*	*	*	*	*	*	*	*	*	*	*	WFRS
WJMM-FM	8	144	85	4.1	95	5.0	146	7.9	33.1	44.9	22.1	27.5	48.9	23.6	WJMM-FM
WKQQ-FM	95	970	74	24.0	101	36.0	149	54.4	29.3	43.3	27.5	23.8	52.1	24.0	WKQQ-FM
WLAP	11	197	134	8.8	81	5.9	94	6.9	45.1	39.9	14.9	43.0	41.9	15.1	WLAP
WLAP-FM	52	955	61	19.4	114	40.2	133	47.8	15.0	58.2	26.8	19.6	59.0	21.4	WLAP-FM
WLXG	8	98	65	2.1	71	2.6	263	9.7	10.6	49.7	39.7	20.8	36.7	42.5	WLXG
WMGB-FM	14	173	42	2.4	141	9.0	84	5.5	21.9	66.6	11.5	13.5	72.8	13.6	WMGB-FM
WNVL		26	*	*	*	*	*	*	*	*	*	*	*	*	WNVL
WRFL-FM	3	78	10		167	4.8	64	1.9		100.0		3.2	86.5	10.3	WRFL-FM
WVLK	27	402	119	15.9	91	13.5	91	13.8	37.3	50.4	12.3	38.1	47.1	14.7	WVLK
WVLK-FM	86	1050	105	36.7	96	37.1	104	41.0	27.9	52.0	20.1	33.7	49.6	16.7	WVLK-FM
WEKU-FM	12	157	156	8.2	80	4.6	51	3.0	39.4	52.3	8.3	50.3	41.5	8.3	WEKU-FM
WHAS	2	116	141	5.5	78	3.3	89	3.9	55.3	16.0	28.6	45.4	40.3	14.3	WHAS
WLW	6	108	63	2.3	135	5.4	61	2.5	18.6	64.7	16.7	20.2	70.0	9.8	WLW
PUR	490	2590	93	86.3	103	95.5	105	97.5	26.8	50.3	23.0	32.1	51.7	16.1	PUR

+ DENOTES SPANISH STATION. SEE ADVISORY, PAGE IV.

CATEGORY DEFINITIONS	ESTIMATED POPULATION (00)
NONE - DID NOT VISIT FAST FOOD RESTAURANT IN PAST WEEK	964
MODERATE - MADE 1 TO 4 VISITS TO FAST FOOD RESTAURANT IN PAST WEEK	1403
FREQUENT - VISITED FAST FOOD RESTAURANT 5 OR MORE TIMES IN PAST WEEK	429

BIRCH RADIO

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QUALITATIVE COMPONENTS OF AUDIENCE

	COMPARATIVE VALUES - READ DOWN								COMPOSITIONAL VALUES - READ ACROSS						
	TOTAL WEEKLY AUDIENCE		NONE		MODERATE		FREQUENT		AQH COMPOSITION %			CUME COMPOSITION %			
	AQH	CUME	% IND	% PEN	% IND	% PEN	% IND	% PEN	NONE	MODERATE	FREQUENT	NONE	MODERATE	FREQUENT	
WBBE	6	90	204	6.7	62	2.3	11	0.4	91.7	8.3		66.4	31.8	1.8	WBBE
WBKY-FM	7	142	131	6.8	97	5.6	44	2.6	28.4	69.4	2.2	42.8	50.3	7.0	WBKY-FM
WCGW*	3	91	*	*	*	*	*	*	*	*	*	*	*	*	WCGW*
WCKU-FM	61	435	68	10.8	90	16.0	198	35.9	12.8	53.5	33.7	22.1	46.6	31.2	WCKU-FM
WCOZ-FM	15	165	136	8.2	75	5.0	107	7.3	35.6	27.2	37.2	44.5	38.7	16.8	WCOZ-FM
WFMI-FM	14	348	44	5.6	104	14.7	203	29.4	13.8	56.1	30.1	14.5	53.5	32.0	WFMI-FM
WHR5		18	*	*	*	*	*	*	*	*	*	*	*	*	WHR5
WJMM-FM	8	144	84	4.4	95	5.6	150	9.0	33.1	44.9	22.1	27.5	48.9	23.6	WJMM-FM
WKQQ-FM	92	890	75	24.3	100	36.2	152	56.3	29.5	43.4	27.1	24.5	51.6	23.9	WKQQ-FM
WLAP	11	194	132	9.3	81	6.4	96	7.7	45.1	39.9	14.9	43.0	41.9	15.1	WLAP
WLAP-FM	55	825	61	18.4	111	37.4	143	49.2	15.0	57.3	27.7	20.0	57.5	22.6	WLAP-FM
WLXG	8	98	64	2.3	71	2.8	270	11.0	10.6	49.7	39.7	20.8	36.7	42.5	WLXG
WMGB-FM	13	168	33	2.0	146	10.0	89	6.2	15.9	71.7	12.4	10.8	75.1	14.1	WMGB-FM
WVNL		26	*	*	*	*	*	*	*	*	*	*	*	*	WVNL
WRFL-FM	2	58	13		159	3.7	88	2.1		100.0		4.3	81.9	13.8	WRFL-FM
WVLK	27	384	117	16.4	91	14.3	94	14.9	37.3	50.4	12.3	38.1	47.1	14.7	WVLK
WVLK-FM	84	1008	102	37.4	98	40.2	103	43.3	27.6	52.0	20.4	33.3	50.5	16.3	WVLK-FM
WEKU-FM	12	157	154	8.8	80	5.1	53	3.4	39.4	52.3	8.3	50.3	41.5	8.3	WEKU-FM
WHAS	2	116	139	5.9	78	3.7	91	4.4	55.3	16.0	28.6	45.4	40.3	14.3	WHAS
WLW	6	108	62	2.4	136	6.0	62	2.8	18.6	64.7	16.7	20.2	70.0	9.8	WLW
PUR	439	2339	93	85.3	104	95.3	106	97.2	27.2	50.2	22.8	32.6	51.6	15.7	PUR

+ DENOTES SPANISH STATION. SEE ADVISORY, PAGE IV.

CATEGORY DEFINITIONS	ESTIMATED POPULATION (00)
NONE - DID NOT VISIT FAST FOOD RESTAURANT IN PAST WEEK	895
MODERATE - MADE 1 TO 4 VISITS TO FAST FOOD RESTAURANT IN PAST WEEK	1267
FREQUENT - VISITED FAST FOOD RESTAURANT 5 OR MORE TIMES IN PAST WEEK	379

BIRCH RADIO

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QUALITATIVE COMPONENTS OF AUDIENCE

	COMPARATIVE VALUES - READ DOWN								COMPOSITIONAL VALUES - READ ACROSS						
	TOTAL WEEKLY AUDIENCE		NONE		MODERATE		FREQUENT		AQH COMPOSITION %			CUME COMPOSITION %			
	AQH	CUME	% IND	% PEN	% IND	% PEN	% IND	% PEN	NONE	MODERATE	FREQUENT	NONE	MODERATE	FREQUENT	
WBBE	1	42	*	*	*	*	*	*	*	*	*	*	*	*	WBBE
WBKY-FM	2	71	106	6.0	109	6.5	69	4.2	15.8	76.4	7.9	31.3	54.8	13.9	WBKY-FM
WCGW*	2	54	*	*	*	*	*	*	*	*	*	*	*	*	WCGW*
WCKU-FM	20	190	68	10.3	77	12.5	203	32.6	1.5	35.1	63.4	20.2	39.0	40.8	WCKU-FM
WCOZ-FM	7	74	175	10.3	84	5.2	30	1.9	47.4	30.6	22.0	51.8	42.2	6.0	WCOZ-FM
WFMI-FM	6	148	57	6.7	89	11.2	190	23.8	10.7	48.2	41.1	16.8	45.0	38.2	WFMI-FM
WHR5			*	*	*	*	*	*	*	*	*	*	*	*	WHR5
WJMM-FM	3	70	66	3.7	114	6.7	116	6.8	47.2	39.0	13.7	19.6	57.2	23.2	WJMM-FM
WKQQ-FM	61	544	82	35.5	91	41.9	149	68.4	32.6	37.4	29.9	24.3	45.8	29.9	WKQQ-FM
WLAP	7	114	119	10.8	78	7.5	128	12.3	31.6	44.9	23.5	35.2	39.1	25.7	WLAP
WLAP-FM	20	370	46	13.4	116	36.2	141	44.1	10.5	57.9	31.6	13.5	58.1	28.4	WLAP-FM
WLXG	3	48	*	*	*	*	*	*	*	*	*	*	*	*	WLXG
WMGB-FM	3	77	29	1.7	156	10.2	64	4.2	23.4	46.7	29.9	8.4	78.7	12.9	WMGB-FM
WNVL		23	*	*	*	*	*	*	*	*	*	*	*	*	WNVL
WRFL-FM	2	38	*	*	*	*	*	*	*	*	*	*	*	*	WRFL-FM
WVLK	13	206	103	16.9	93	16.2	113	19.7	29.4	48.8	21.8	30.6	46.6	22.8	WVLK
WVLK-FM	47	520	111	46.0	88	38.6	114	50.0	22.4	53.9	23.8	33.0	44.2	22.9	WVLK-FM
WEKU-FM	4	64	*	*	*	*	*	*	*	*	*	*	*	*	WEKU-FM
WHAS	1	62	176	8.7	80	4.2	37	1.9	38.5	15.4	46.2	52.1	40.5	7.4	WHAS
WLW	5	82	64	4.1	137	9.5	60	4.2	2.4	77.6	20.0	18.8	69.1	12.1	WLW
PUR	215	1140	96	90.5	102	96.5	102	96.3	25.5	46.5	28.1	28.6	50.3	20.1	PUR

+ DENOTES SPANISH STATION. SEE ADVISORY, PAGE IV.

CATEGORY DEFINITIONS	ESTIMATED POPULATION (00)
NONE - DID NOT VISIT FAST FOOD RESTAURANT IN PAST WEEK	373
MODERATE - MADE 1 TO 4 VISITS TO FAST FOOD RESTAURANT IN PAST WEEK	595
FREQUENT - VISITED FAST FOOD RESTAURANT 5 OR MORE TIMES IN PAST WEEK	238

BIRCH RADIO

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QUALITATIVE COMPONENTS OF AUDIENCE

	COMPARATIVE VALUES - READ DOWN								COMPOSITIONAL VALUES - READ ACROSS						
	TOTAL WEEKLY AUDIENCE		NONE		MODERATE		FREQUENT		AQH COMPOSITION %			CUME COMPOSITION %			
	AQH	CUME	% IND	% PEN	% IND	% PEN	% IND	% PEN	NONE	MODERATE	FREQUENT	NONE	MODERATE	FREQUENT	
WBBE	5	48	204	6.7	46	1.7	27	1.1	91.7	8.3		72.6	24.2	3.2	WBBE
WBKY-FM	5	71	152	7.4	87	4.8			33.4	66.6		54.2	45.8		WBKY-FM
WCGW*	1	37	*	*	*	*	*	*	*	*	*	*	*	*	WCGW*
WCKU-FM	41	245	87	11.2	101	19.4	197	39.7	19.0	63.4	17.7	23.8	53.3	22.8	WCKU-FM
WCOZ-FM	8	91	111	6.9	69	4.9	209	15.6	25.2	24.3	50.5	39.6	36.3	24.2	WCOZ-FM
WFMI-FM	8	200	36	5.0	112	17.6	240	39.5	16.1	62.0	21.9	12.9	59.2	27.8	WFMI-FM
WHR5		18	*	*	*	*	*	*	*	*	*	*	*	*	WHR5
WJMM-FM	5	74	98	4.9	78	4.5	207	12.6	24.6	48.3	27.0	34.9	41.1	24.0	WJMM-FM
WKQQ-FM	31	346	70	16.4	115	31.2	126	35.9	23.5	55.1	21.4	24.7	60.7	14.6	WKQQ-FM
WLAP	4	80	152	8.3	87	5.5			68.8	31.2		54.0	46.0		WLAP
WLAP-FM	35	455	71	22.0	108	38.5	154	57.7	17.7	57.0	25.3	25.2	56.9	17.8	WLAP-FM
WLXG	5	50	*	*	*	*	*	*	*	*	*	*	*	*	WLXG
WMGB-FM	10	91	37	2.3	136	9.7	131	9.8	13.6	79.2	7.2	13.0	71.8	15.2	WMGB-FM
WNVL		3	*	*	*	*	*	*	*	*	*	*	*	*	WNVL
WRFL-FM		20	*	*	*	*	*	*	*	*	*	*	*	*	WRFL-FM
WVLK	14	178	132	18.0	90	12.6	47	6.9	44.6	51.9	3.5	46.9	47.7	5.4	WVLK
WVLK-FM	37	488	94	31.3	108	41.5	80	32.2	34.3	49.6	16.0	33.6	57.2	9.3	WVLK-FM
WEKU-FM	8	93	137	8.6	97	7.1			44.9	55.1		48.6	51.4		WEKU-FM
WHAS	1	54	106	3.9	76	3.2	192	8.5	72.2	16.7	11.1	37.7	40.1	22.2	WHAS
WLW	1	26	*	*	*	*	*	*	*	*	*	*	*	*	WLW
PUR	224	1199	91	81.8	105	94.2	110	98.7	28.8	53.7	17.5	35.6	52.8	11.8	PUR

+ DENOTES SPANISH STATION. SEE ADVISORY, PAGE IV.

CATEGORY DEFINITIONS	ESTIMATED POPULATION (00)
NONE - DID NOT VISIT FAST FOOD RESTAURANT IN PAST WEEK	523
MODERATE - MADE 1 TO 4 VISITS TO FAST FOOD RESTAURANT IN PAST WEEK	672
FREQUENT - VISITED FAST FOOD RESTAURANT 5 OR MORE TIMES IN PAST WEEK	141

BIRCH RADIO

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QUALITATIVE COMPONENTS OF AUDIENCE

	COMPARATIVE VALUES - READ DOWN								COMPOSITIONAL VALUES - READ ACROSS						
	TOTAL WEEKLY AUDIENCE		NONE		MODERATE		HEAVY		AQH COMPOSITION %			CUME COMPOSITION %			
	AQH	CUME	% IND	% PEN	% IND	% PEN	% IND	% PEN	NONE	MODERATE	HEAVY	NONE	MODERATE	HEAVY	
WBBE	6	90	143	5.0	50	1.8	43	1.6	100.0			78.9	13.2	7.9	WBBE
WBKY-FM	7	142	136	7.5	57	3.2	52	3.0	79.9	11.0	9.1	75.5	15.0	9.5	WBKY-FM
WCGW*	3	91	*	*	*	*	*	*	*	*	*	*	*	*	WCGW*
WCKU-FM	61	435	118	19.8	84	14.4	70	12.6	69.1	14.5	16.3	65.1	22.0	12.9	WCKU-FM
WCOZ-FM	15	165	69	4.4	109	7.1	179	12.3	35.6	32.5	31.9	38.3	28.6	33.1	WCOZ-FM
WFMI-FM	14	348	105	14.1	99	13.6	87	12.6	43.4	38.4	18.1	57.9	26.0	16.1	WFMI-FM
WHR5		18	*	*	*	*	*	*	*	*	*	*	*	*	WHR5
WJMM-FM	8	144	92	5.1	83	4.7	148	8.8	49.8	14.6	35.7	50.9	21.9	27.2	WJMM-FM
WKQQ-FM	92	890	104	35.6	88	31.0	106	39.1	59.5	18.8	21.7	57.3	23.2	19.5	WKQQ-FM
WLAP	11	194	109	8.2	126	9.7	36	2.9	70.7	25.0	4.4	60.2	33.1	6.7	WLAP
WLAP-FM	55	825	109	32.8	83	26.9	116	39.7	51.9	22.6	25.5	56.9	21.7	21.4	WLAP-FM
WLXG	8	98	75	2.8	29	1.1	275	11.2	20.5	2.1	77.4	41.6	7.7	50.8	WLXG
WMGB-FM	13	168	116	7.5	63	4.2	104	7.3	47.7	27.4	24.9	64.2	16.6	19.2	WMGB-FM
WNVL		26	*	*	*	*	*	*	*	*	*	*	*	*	WNVL
WRFL-FM	2	58	158	3.5	33	0.8	21	0.5	88.1	3.6	8.3	87.5	8.7	3.8	WRFL-FM
WVLK	27	384	79	11.8	113	17.1	144	22.9	43.3	20.3	36.4	43.8	29.7	26.5	WVLK
WVLK-FM	84	1008	107	41.5	78	31.1	111	46.5	60.5	22.3	17.1	58.9	20.6	20.5	WVLK-FM
WEKU-FM	12	157	99	6.0	116	7.1	82	5.4	39.3	36.9	23.7	54.6	30.3	15.2	WEKU-FM
WHAS	2	116	75	3.4	170	7.8	74	3.6	5.0	90.0	5.0	41.7	44.6	13.7	WHAS
WLW	6	108	111	4.6	94	4.0	77	3.5	56.9	39.2	3.9	61.2	24.6	14.3	WLW
PUR	439	2339	98	90.5	100	92.1	105	97.1	56.9	22.5	20.6	55.3	26.2	18.4	PUR

+ DENOTES SPANISH STATION. SEE ADVISORY, PAGE IV.

CATEGORY DEFINITIONS	ESTIMATED POPULATION (00)
NONE - DID NOT CONSUME ANY GLASSES OF DIET SOFT DRINK IN PAST WEEK	1431
MODERATE - CONSUMED 1 TO 7 GLASSES OF DIET SOFT DRINK IN PAST WEEK	666
HEAVY - CONSUMED 8 OR MORE GLASSES OF DIET SOFT DRINK IN PAST WEEK	444

BIRCH RADIO

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QUALITATIVE COMPONENTS OF AUDIENCE

	TOTAL WEEKLY AUDIENCE		COMPARATIVE VALUES - READ DOWN						COMPOSITIONAL VALUES - READ ACROSS							
	AQH	CUME	NONE		MODERATE		HEAVY		AQH COMPOSITION %			CUME COMPOSITION %				
			% IND	% PEN	% IND	% PEN	% IND	% PEN	NONE	MODERATE	HEAVY	NONE	MODERATE	HEAVY		
WBBE	1	42	*	*	*	*	*	*	*	*	*	*	*	*	*	WBBE
WBKY-FM	2	71	124	7.3	57	3.4	70	4.2	79.8	20.2	*	75.6	13.1	11.3	WBKY-FM	
WCGW*	2	54	*	*	*	*	*	*	*	*	*	*	*	*	*	WCGW*
WCKU-FM	20	190	102	15.9	94	15.0	102	16.4	65.9	6.7	27.5	61.7	21.7	16.5	WCKU-FM	
WCOZ-FM	7	74	43	2.6	129	8.0	274	17.2	26.2	46.7	28.1	25.9	29.8	44.3	WCOZ-FM	
WFMI-FM	6	148	108	13.2	90	11.2	83	10.4	64.5	14.3	21.3	65.8	20.8	13.4	WFMI-FM	
WFRS			*	*	*	*	*	*	*	*	*	*	*	*	*	WFRS
WJMM-FM	3	70	121	7.0	44	2.6	102	6.0	91.6	1.8	6.6	73.5	10.1	16.4	WJMM-FM	
WKQQ-FM	61	544	93	41.4	93	42.5	138	63.4	57.8	16.2	26.0	56.3	21.5	22.3	WKQQ-FM	
WLAP	7	114	110	10.3	116	11.2	40	3.9	64.2	31.7	4.1	66.5	26.9	6.5	WLAP	
WLAP-FM	20	370	103	31.2	73	22.6	129	40.4	52.8	25.6	21.7	62.3	16.8	20.9	WLAP-FM	
WLXG	3	48	*	*	*	*	*	*	*	*	*	*	*	*	*	WLXG
WMGB-FM	3	77	144	9.1	18	1.2	52	3.4	91.5	0.7	7.8	87.3	4.2	8.4	WMGB-FM	
WNVL			*	*	*	*	*	*	*	*	*	*	*	*	*	WNVL
WRFL-FM	2	38	*	*	*	*	*	*	*	*	*	*	*	*	*	WRFL-FM
WVLK	13	206	80	13.6	109	18.8	162	28.1	49.6	21.5	28.9	48.8	25.1	26.1	WVLK	
WVLK-FM	47	520	111	47.2	69	30.1	105	46.2	69.5	17.0	13.6	67.2	15.9	17.0	WVLK-FM	
WEKU-FM	4	64	*	*	*	*	*	*	*	*	*	*	*	*	*	WEKU-FM
WHAS	1	62	81	4.1	163	8.5	82	4.3	10.0	80.0	10.0	49.1	37.6	13.3	WHAS	
WLW	5	82	105	7.1	104	7.2	75	5.2	68.2	27.1	4.7	63.8	24.1	12.1	WLW	
PUR	215	1140	99	93.6	102	96.1	102	96.3	61.4	18.6	20.0	60.7	23.1	16.2	PUR	

+ DENOTES SPANISH STATION. SEE ADVISORY, PAGE IV.

CATEGORY DEFINITIONS	ESTIMATED POPULATION (00)
NONE - DID NOT CONSUME ANY GLASSES OF DIET SOFT DRINK IN PAST WEEK	739
MODERATE - CONSUMED 1 TO 7 GLASSES OF DIET SOFT DRINK IN PAST WEEK	274
HEAVY - CONSUMED 8 OR MORE GLASSES OF DIET SOFT DRINK IN PAST WEEK	191

BIRCH RADIO

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QUALITATIVE COMPONENTS OF AUDIENCE

	COMPARATIVE VALUES - READ DOWN								COMPOSITIONAL VALUES - READ ACROSS						
	TOTAL WEEKLY AUDIENCE		NONE		MODERATE		HEAVY		AQH COMPOSITION %			CUME COMPOSITION %			
	AQH	CUME	% IND	% PEN	% IND	% PEN	% IND	% PEN	NONE	MODERATE	HEAVY	NONE	MODERATE	HEAVY	
WBBE	5	48	199	6.9					100.0			100.0			WBBE
WBKY-FM	5	71	150	7.7	58	3.1	38	2.2	80.0	7.3	12.7	75.4	16.9	7.7	WBKY-FM
WCGW*	1	37	*	*	*	*	*	*	*	*	*	*	*	*	WCGW*
WKU-FM	41	245	135	24.0	76	13.9	49	9.8	70.9	18.8	10.3	67.6	22.3	10.1	WKU-FM
WCOZ-FM	8	91	93	6.2	95	6.5	123	9.1	44.8	20.0	35.2	46.8	27.8	25.4	WCOZ-FM
WFMI-FM	8	200	104	15.1	103	15.3	87	14.2	27.7	56.6	15.8	52.1	29.9	18.0	WFMI-FM
WFRS		18	*	*	*	*	*	*	*	*	*	*	*	*	WFRS
WJMM-FM	5	74	59	3.2	113	6.2	181	10.9	24.6	22.3	53.1	29.6	33.0	37.4	WJMM-FM
WKQQ-FM	31	346	117	29.5	89	22.9	73	20.7	63.0	23.8	13.2	58.9	25.9	15.1	WKQQ-FM
WLAP	4	80	103	8.0	141	8.4	33	2.2	82.0	13.2	4.9	52.0	41.2	6.8	WLAP
WLAP-FM	35	455	105	34.6	88	29.8	106	39.2	51.4	20.9	27.7	52.6	25.7	21.8	WLAP-FM
WLXG	5	50	*	*	*	*	*	*	*	*	*	*	*	*	WLXG
WMGB-FM	10	91	85	5.6	97	6.6	142	10.5	34.5	35.5	30.0	42.5	28.2	29.3	WMGB-FM
WVNL		3	*	*	*	*	*	*	*	*	*	*	*	*	WVNL
WRFL-FM		20	*	*	*	*	*	*	*	*	*	*	*	*	WRFL-FM
WVLK	14	178	76	9.8	120	15.9	131	18.9	37.4	19.2	43.4	38.1	35.0	26.9	WVLK
WVLK-FM	37	488	100	35.4	88	31.9	118	46.7	49.2	29.1	21.7	50.2	25.6	24.2	WVLK-FM
WEKU-FM	8	93	76	5.1	125	8.6	124	9.4	30.2	34.2	35.6	38.1	36.3	25.6	WEKU-FM
WHAS	1	54	62	2.4	188	7.6	69	3.0	*	100.0	*	31.0	54.8	14.3	WHAS
WLW	1	26	*	*	*	*	*	*	*	*	*	*	*	*	WLW
PUR	224	1195	97	87.1	99	89.3	109	97.7	52.7	26.2	21.2	50.2	29.2	20.6	PUR

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BIRCH RADIO

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CATEGORY DEFINITIONS	ESTIMATED POPULATION (00)
NONE - DID NOT CONSUME ANY GLASSES OF DIET SOFT DRINK IN PAST WEEK	691
MODERATE - CONSUMED 1 TO 7 GLASSES OF DIET SOFT DRINK IN PAST WEEK	392
HEAVY - CONSUMED 8 OR MORE GLASSES OF DIET SOFT DRINK IN PAST WEEK	253

QUALITATIVE COMPONENTS OF AUDIENCE

	COMPARATIVE VALUES - READ DOWN								COMPOSITIONAL VALUES - READ ACROSS						
	TOTAL WEEKLY AUDIENCE		NONE		MODERATE		HEAVY		AQH COMPOSITION %			CUME COMPOSITION %			
	AQH	CUME	% IND	% PEN	% IND	% PEN	% IND	% PEN	NONE	MODERATE	HEAVY	NONE	MODERATE	HEAVY	
WBBE	6	90	146	4.5	92	3.0	38	1.3	43.3	56.7		55.3	36.0	8.8	WBBE
WBKY-FM	7	142	115	5.7	118	6.1	44	2.3	40.9	57.5	1.6	43.7	46.3	10.0	WBKY-FM
WCGW*	3	91	*	*	*	*	*	*	*	*	*	*	*	*	WCGW*
WCKU-FM	75	552	58	11.0	94	18.8	180	38.8	21.8	35.7	42.5	21.9	36.8	41.3	WCKU-FM
WCOZ-FM	15	169	157	9.2	67	4.1	63	3.9	64.1	21.0	14.9	59.5	26.2	14.3	WCOZ-FM
WFMI-FM	36	564	50	9.7	96	19.6	190	39.7	24.7	37.8	37.5	18.9	37.5	43.7	WFMI-FM
WFRS		18	*	*	*	*	*	*	*	*	*	*	*	*	WFRS
WJMM-FM	8	144	126	6.2	117	6.1	29	1.5	69.9	26.2	3.9	47.6	45.8	6.6	WJMM-FM
WKQQ-FM	95	970	75	25.0	95	33.5	150	54.0	31.5	35.6	32.9	28.3	37.2	34.5	WKQQ-FM
WLAP	11	197	81	5.5	107	7.6	121	8.8	33.8	29.6	36.5	30.5	41.8	27.7	WLAP
WLAP-FM	62	955	74	24.4	107	37.1	131	46.3	26.9	43.2	29.9	28.1	41.9	30.0	WLAP-FM
WXLG	8	98	121	4.1	94	3.3	75	2.7	73.6	22.5	4.0	46.0	36.7	17.2	WXLG
WMGB-FM	14	173	91	5.5	142	8.9	43	2.8	40.6	53.8	5.6	34.6	55.5	9.9	WMGB-FM
WNVL		26	*	*	*	*	*	*	*	*	*	*	*	*	WNVL
WRFL-FM	3	78	95	2.6	87	2.5	130	3.8	15.7	51.0	33.3	36.1	34.0	29.9	WRFL-FM
WVLK	27	402	148	20.5	74	10.9	65	9.7	52.5	32.9	14.7	56.0	29.1	14.9	WVLK
WVLK-FM	86	1050	93	33.6	100	38.1	112	43.7	32.2	41.6	26.2	35.2	39.1	25.8	WVLK-FM
WEKU-FM	12	157	190	10.3	41	2.3	52	3.0	79.7	11.1	9.2	72.0	16.0	11.9	WEKU-FM
WHAS	2	116	116	4.6	107	4.5	63	2.7	28.4	71.7		43.8	41.7	14.4	WHAS
WLW	6	108	91	3.4	131	5.1	62	2.5	28.4	48.0	23.5	34.5	51.4	14.2	WLW
PUR	490	2590	97	89.4	102	94.1	103	95.9	34.1	37.9	28.0	37.9	39.2	22.9	PUR

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BIRCH RADIO

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CATEGORY DEFINITIONS	ESTIMATED POPULATION (00)
NONE - DID NOT CONSUME ANY GLASSES OF REGULAR SOFT DRINK IN PAST WEEK	1098
MODERATE - CONSUMED 1 TO 7 GLASSES OF REGULAR SOFT DRINK IN PAST WEEK	1078
HEAVY - CONSUMED 8 OR MORE GLASSES OF REGULAR SOFT DRINK IN PAST WEEK	619

QUALITATIVE COMPONENTS OF AUDIENCE

	COMPARATIVE VALUES - READ DOWN								COMPOSITIONAL VALUES - READ ACROSS						
	TOTAL WEEKLY AUDIENCE		NONE		MODERATE		HEAVY		AQH COMPOSITION %			CUME COMPOSITION %			
	AQH	CUME	% IND	% PEN	% IND	% PEN	% IND	% PEN	NONE	MODERATE	HEAVY	NONE	MODERATE	HEAVY	
WBBE	6	90	138	4.7	90	3.2	44	1.6	43.3	56.7		55.3	36.0	8.8	WBBE
WBKY-FM	7	142	109	5.9	115	6.6	50	2.9	40.9	57.5	1.6	43.7	46.3	10.0	WBKY-FM
WCGW*	3	91	*	*	*	*	*	*	*	*	*	*	*	*	WCGW*
WCKU-FM	61	435	52	8.7	101	17.8	194	34.3	23.2	39.4	37.3	20.9	40.4	38.6	WCKU-FM
WCOZ-FM	15	165	150	9.4	67	4.4	67	4.5	64.1	21.0	14.9	59.7	26.9	13.4	WCOZ-FM
WFMI-FM	14	348	48	6.4	100	14.0	202	28.7	20.4	46.6	33.0	19.4	40.3	40.4	WFMI-FM
WFRS		18	*	*	*	*	*	*	*	*	*	*	*	*	WFRS
WJMM-FM	8	144	119	6.5	114	6.6	33	1.9	69.9	26.2	3.9	47.6	45.8	6.6	WJMM-FM
WKQQ-FM	92	890	75	25.5	97	34.6	156	56.3	32.3	36.5	31.1	30.1	38.9	31.0	WKQQ-FM
WLAP	11	194	76	5.6	104	8.1	139	11.0	33.8	29.6	36.5	30.5	41.8	27.7	WLAP
WLAP-FM	55	825	76	23.7	111	36.5	128	42.9	29.1	45.8	25.1	30.2	44.3	25.5	WLAP-FM
WLXG	8	98	115	4.3	92	3.6	86	3.4	73.6	22.5	4.0	46.0	36.7	17.2	WLXG
WMGB-FM	13	168	89	5.7	135	9.1	51	3.5	43.8	50.2	6.0	35.7	54.1	10.2	WMGB-FM
WNVL		26	*	*	*	*	*	*	*	*	*	*	*	*	WNVL
WRFL-FM	2	58	82	1.8	118	2.7	101	2.4	23.6	76.5		32.7	47.1	20.2	WRFL-FM
WVLK	27	384	140	20.5	73	11.2	75	11.7	52.5	32.9	14.7	56.0	29.1	14.9	WVLK
WVLK-FM	84	1008	89	34.2	98	39.7	125	51.3	32.7	41.3	26.1	35.6	39.4	25.0	WVLK-FM
WEKU-FM	12	157	180	10.8	40	2.5	60	3.8	79.7	11.1	9.2	72.0	16.0	11.9	WEKU-FM
WHAS	2	116	110	4.8	104	4.8	72	3.4	28.4	71.7		43.8	41.7	14.4	WHAS
WLW	6	108	86	3.5	128	5.5	71	3.1	28.4	48.0	23.5	34.5	51.4	14.2	WLW
PUR	439	2339	97	89.0	102	90.7	103	95.2	35.8	39.1	25.1	40.0	40.1	19.9	PUR

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CATEGORY DEFINITIONS	ESTIMATED POPULATION (00)
NONE - DID NOT CONSUME ANY GLASSES OF REGULAR SOFT DRINK IN PAST WEEK	1050
MODERATE - CONSUMED 1 TO 7 GLASSES OF REGULAR SOFT DRINK IN PAST WEEK	1001
HEAVY - CONSUMED 8 OR MORE GLASSES OF REGULAR SOFT DRINK IN PAST WEEK	490

QUALITATIVE COMPONENTS OF AUDIENCE

	TOTAL WEEKLY AUDIENCE		COMPARATIVE VALUES - READ DOWN						COMPOSITIONAL VALUES - READ ACROSS						
	AQH	CLME	NONE		MODERATE		HEAVY		AQH COMPOSITION %			CLME COMPOSITION %			
			% IND	% PEN	% IND	% PEN	% IND	% PEN	NONE	MODERATE	HEAVY	NONE	MODERATE	HEAVY	
WBBE	1	42	*	*	*	*	*	*	*	*	*	*	*	*	WBBE
WBKY-FM	2	71	173	9.9	63	3.8	69	4.1	70.8	23.6	5.6	55.7	27.8	16.5	WBKY-FM
WCGW*	2	54	*	*	*	*	*	*	*	*	*	*	*	*	WCGW*
WCKU-FM	20	190	41	6.3	83	13.3	210	33.5	13.3	35.5	51.2	13.1	36.3	50.6	WCKU-FM
WCOZ-FM	7	74	212	12.6	58	3.6	27	1.7	74.2	23.7	2.1	68.1	25.4	6.5	WCOZ-FM
WFMI-FM	6	148	29	3.5	78	9.8	235	29.1	8.0	33.9	58.0	9.4	34.2	56.4	WFMI-FM
WHR			*	*	*	*	*	*	*	*	*	*	*	*	WHR
WJMM-FM	3	70	71	4.0	156	9.2	36	2.1	44.8	45.0	10.3	22.9	68.6	8.6	WJMM-FM
WKQQ-FM	61	544	86	37.5	77	35.5	161	73.3	28.6	33.2	38.2	27.5	33.9	38.6	WKQQ-FM
WLAP	7	114	58	5.3	82	7.9	190	18.1	29.1	15.9	55.0	18.7	35.8	45.6	WLAP
WLAP-FM	20	370	71	21.2	110	34.4	120	37.2	26.8	54.5	18.7	22.9	48.3	28.8	WLAP-FM
WLXG	3	48	*	*	*	*	*	*	*	*	*	*	*	*	WLXG
WMGB-FM	3	77	90	5.6	143	9.3	35	2.3	7.1	83.7	9.2	28.9	62.7	8.4	WMGB-FM
WNL			*	*	*	*	*	*	*	*	*	*	*	*	WNL
WRFL-FM	2	38	*	*	*	*	*	*	*	*	*	*	*	*	WRFL-FM
WVLK	13	206	144	23.8	78	13.6	81	14.1	38.9	45.8	15.2	46.2	34.2	19.6	WVLK
WVLK-FM	47	520	79	33.1	107	46.9	115	50.3	23.4	45.3	31.3	25.5	46.8	27.7	WVLK-FM
WEKU-FM	4	64	*	*	*	*	*	*	*	*	*	*	*	*	WEKU-FM
WHAS	1	62	137	6.8	106	5.5	40	2.1	40.0	60.0		44.0	46.4	9.7	WHAS
WLW	5	82	96	6.3	118	8.2	73	5.0	14.1	57.6	28.2	30.9	51.7	17.4	WLW
PUR	215	1140	97	91.7	102	96.3	101	95.6	28.8	40.4	30.9	32.1	43.8	24.0	PUR

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BIRCH RADIO

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CATEGORY DEFINITIONS	ESTIMATED POPULATION (00)
NONE - DID NOT CONSUME ANY GLASSES OF REGULAR SOFT DRINK IN PAST WEEK	399
MODERATE - CONSUMED 1 TO 7 GLASSES OF REGULAR SOFT DRINK IN PAST WEEK	519
HEAVY - CONSUMED 8 OR MORE GLASSES OF REGULAR SOFT DRINK IN PAST WEEK	286

QUALITATIVE COMPONENTS OF AUDIENCE

	COMPARATIVE VALUES - READ DOWN								COMPOSITIONAL VALUES - READ ACROSS						
	TOTAL WEEKLY AUDIENCE		NONE		MODERATE		HEAVY		AQH COMPOSITION %			CUME COMPOSITION %			
	AQH	CUME	% IND	% PEN	% IND	% PEN	% IND	% PEN	NONE	MODERATE	HEAVY	NONE	MODERATE	HEAVY	
WBBE	5	48	90	3.2	139	5.1	40	1.5	43.3	56.7		42.9	50.8	6.4	WBBE
WBKY-FM	5	71	67	3.5	177	9.6	22	1.2	29.0	71.0		31.7	64.8	3.5	WBKY-FM
WCGW*	1	37	*	*	*	*	*	*	*	*	*	*	*	*	WCGW*
WCKU-FM	41	245	57	10.1	119	22.2	185	35.7	28.6	41.6	29.9	26.8	43.5	29.7	WCKU-FM
WCOZ-FM	8	91	114	7.6	76	5.3	113	8.1	55.3	18.6	26.1	54.0	27.8	18.1	WCOZ-FM
WFMI-FM	8	200	57	8.3	123	18.6	176	27.7	29.8	56.0	14.3	26.9	44.8	28.3	WFMI-FM
WFRS		18	*	*	*	*	*	*	*	*	*	*	*	*	WFRS
WJMM-FM	5	74	150	8.1	67	3.7	29	1.7	85.0	15.0		70.9	24.3	4.7	WJMM-FM
WKQQ-FM	31	346	72	18.2	128	33.7	118	32.1	39.6	43.1	17.3	34.2	46.9	18.9	WKQQ-FM
WLAP	4	80	100	5.8	138	8.4	14	0.9	42.1	53.7	4.3	47.4	50.3	2.3	WLAP
WLAP-FM	35	455	76	25.2	113	38.9	142	50.9	30.4	40.7	28.9	36.1	41.1	22.8	WLAP-FM
WLXG	5	50	*	*	*	*	*	*	*	*	*	*	*	*	WLXG
WMGB-FM	10	91	89	5.9	126	8.7	74	5.3	54.8	40.1	5.1	42.1	46.1	11.9	WMGB-FM
WNVL		3	*	*	*	*	*	*	*	*	*	*	*	*	WNVL
WRFL-FM		20	*	*	*	*	*	*	*	*	*	*	*	*	WRFL-FM
WVLK	14	178	142	18.4	64	8.6	59	8.3	65.0	20.9	14.1	67.2	23.3	9.5	WVLK
WVLK-FM	37	488	98	34.9	86	31.9	137	52.8	44.4	36.2	19.3	46.5	31.5	22.1	WVLK-FM
WEKU-FM	8	93	185	12.5	34	2.4			85.1	14.9		87.7	12.3		WEKU-FM
WHAS	1	54	92	3.6	96	3.9	133	5.7	16.7	83.3		43.7	34.9	21.4	WHAS
WLW	1	26	*	*	*	*	*	*	*	*	*	*	*	*	WLW
PUR	224	1199	97	87.3	101	91.0	105	94.6	42.5	38.0	19.6	47.4	36.5	16.1	PUR

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CATEGORY DEFINITIONS	ESTIMATED POPULATION (00)
NONE - DID NOT CONSUME ANY GLASSES OF REGULAR SOFT DRINK IN PAST WEEK	651
MODERATE - CONSUMED 1 TO 7 GLASSES OF REGULAR SOFT DRINK IN PAST WEEK	481
HEAVY - CONSUMED 8 OR MORE GLASSES OF REGULAR SOFT DRINK IN PAST WEEK	204

BIRCH RADIO

GLOSSARY OF TERMS USED BY BIRCH RADIO

1. **AQH (Average Quarter Hour)** □ The smallest unit of time used in tabulation of average audience estimates. Birch Radio credits one quarter hour to a station for a minimum of five minutes of listening at home or away during the quarter hour.
 - a. **Persons** – AQH Persons are the estimated number of persons who listened to a given station in an average quarter hour during the given daypart.
 - b. **Ratings** – AQH Persons expressed as a percentage of the universe.
 - c. **Share** – The station average quarter hour persons expressed as a percentage of the total persons listening to radio during the given daypart.
2. **CUME** □ Estimates of the number of different persons who listened at home or away for five or more minutes during the given daypart. This estimate may be produced for daily or weekly periods.
 - a. **Ratings** – Cume persons expressed as a percentage of the universe.
 - b. **Duplicated Audience** – The estimated number of different persons who reported shared listening to a combination of two or more stations within a given daypart. Birch Cume Duplication Tables display the shared cume audience across pairs of stations. Users should note that duplication may extend to three or more stations.
 - c. **Exclusive Cume Audience** – The estimated number of listeners reporting listening to one and only one station within a given daypart.
3. **Daypart** □ A given part of the day (i.e. morning 6:00A.M.–10:00A.M.)
4. **Market Persons** □ The estimated number of persons in the sex-age group and geographic area of coverage. Also referred to as population "universe".
 - a. **Percent of Market** – The individual sex-age population expressed as a percentage of the total market population.
5. **Qualitative and Product/Service/Media Usage Terms** □ Terminology utilized only in the Qualitative Section.
 - a. **Index** – Station cume composition expressed as a percentage of market cume composition, where a value of 100 indicates station cume composition equals market (radio) composition.
 - b. **% Pen** – The percentage of persons in the given category who indicated hearing the given station for 5 or more minutes in the past week.
 - c. **% AQH** – Station AQH audience in the given category, Monday-Sunday, 6 A.M. – Midnight, expressed as a percentage of the total station AQH audience.
 - d. **% CUME** – Station cume audience in the given category, expressed as a percentage of station's total cume audience.

For additional related terminology please refer to the Sectional Glossary preceding Section II.
6. **PPIV - Average Per Person Interview Value** □ The number of persons represented by each interview in the given sex-age group. As Birch Radio employs returned sample weighting, interviews in the given sex-age group may have varying PPIV's based on county of residence, demographic, race, probability of selection, day of week and day-part response.
7. **PUR (Persons Using Radio)** □ Listening estimates for all radio.
 - a. **Average Quarter Hour** – The estimated total persons listening to radio for five or more minutes in an average quarter hour in the given daypart.
 - b. **Cume** – The estimated number of different persons listening to radio for five or more minutes in the given daypart.
8. **Sample In-Tab** □ The number of completed interviews used in tabulation of the report.
9. **Survey Area Definitions - Metropolitan Statistical Areas** □ As defined annually by the U.S. Executive Office of the President, Office of Management and Budget. Birch Radio survey areas generally correspond to MSA's, except in cases of special marketing considerations. MSAs are defined in New England on "town" rather than "county" basis, thereby allowing MSA definitions to cross county lines.

Where non-government definitions are utilized, Birch Radio will note the market name followed by "BDM" or "Birch Defined Market" as the type of area definition.

BIRCH RADIO METHODOLOGY

1. Sample Design and Selection. □ Birch Radio utilizes the A.C. Nielsen Company Total Telephone Frame (TTF) samples for all continuously measured monthly markets. TTF Samples provide for equal probability of selection of both listed and unlisted telephone households.

TTF systematically excludes non-working exchanges and exchanges consisting entirely of known business, government or other non-household numbers

Birch Radio interviewers are provided with Daily Replicate Samples (DRS's) generated from the master TTF samples prior to each monthly wave of interviewing. The number of DRS's used is equal to 28 times the total number of interviewers working the market.

The DRS sampling plan is designed to yield approximately equal nightly in-tab interviews while maintaining geographic proportionality across each survey week. Birch Radio measures 30 days per month during each measurement month; on occasion interviewing may be extended to compensate for holidays or insufficient sample sizes as of the normal close date of interviewing.

Up to three attempts are made to reach each designated household, and no substitute households are allowed if the designated household can not be reached.

2. Respondent Selection. □ One randomly chosen individual aged 12 or older is designated for interviewing in each household. Single Person Per Household (SPPH) sampling is designed to improve statistical reliability while eliminating the potential for household listening bias (the tendency of people living in the same home to report similar media exposure patterns) and household data entry bias (one respondent reporting listening for another).

Birch Radio utilizes the "last birthday" technique of random respondent selection; interviewers specify the person aged 12 or older who last celebrated a birthday in the household. This technique yields a random distribution of respondents across age groups.

Up to three attempts are made to reach the designated respondent, and no substitutions are allowed.

3. Measurement Instrument. □ One telephone interview is conducted with each respondent to determine yesterday listening activity between the hours of 5AM and midnight. Each individual daypart is probed separately to facilitate precise and uniform recall of listening across respondents.

Specifications for sample balancing are based on annual updates of U.S. Census data purchased from Market Statistics, Inc.

In markets surveyed on a continuous monthly basis, Monthly Trend Reports are tabulated on a two month rolling tabulation base, in which the most recent two month period is reweighted and tabulated as a single unit. Quarterly Summary Reports are tabulated on the basis of mutually exclusive seasonal quarters: Winter (December - February), Spring (March - May, Summer (June - August), Fall (September - November).

Markets measured with Birch Extended Audience Measurement (BEAM) are tabulated on a semiannual basis: Spring (January - May of 1988 and December - May thereafter) and Fall (June - November).

The Qualitative and Product/Service/Media Usage Estimates section is based on the most recent 6 months of data.

While the same interviews are utilized for Monthly, and Quarterly Reports and the Qualitative and Product/Service/Media Usage Section within overlapping survey periods in Monthly markets, weighting differences may account for occasional variances between Monthly Trend and Quarterly Summary Report estimates.

Estimates for daytime only stations are adjusted for actual broadcast schedules in all 6AM to Midnight and 6AM-7PM dayparts according to local sign-off times in the most current month of measurement.

All Birch Radio estimates are computed in accordance with standard and accepted broadcast research definitions.

For a more complete accounting of terminology, see "Standard Definitions of Broadcast Research Terms" published by the National Association of Broadcasters. 1771 N Street N.W., Washington, D.C. 20036.

6. Sources of Non Sampling Error. □ Users of this report are advised that the following variables may cause errors in the audience estimates:

- a. Non-telephone households are systematically excluded from the sampling frame. This exclusion is only significant to the extent that non-telephone households differ from telephone households in their radio usage patterns.
- b. All persons designated for sampling may not cooperate. Again this is a problem to the extent that the radio usage of non-cooperators may differ from those who have participated in the survey.

Call letters or three other pieces of identifying information (slogan, frequency, personality name, etc.) are recorded for each station mentioned by the respondent. Exact start times, stop times and locations (home, car, other) are recorded for each reported listen. Respondents are also asked to report whether or not they also heard stations mentioned in a given "yesterday" daypart on the day before yesterday.

County of residence, zip code, age/sex, race, household size and, where applicable, product usage, media usage and socio-economic information is also elicited from each respondent.

- 4. Data Collection.** □ Birch Radio interviewers work under close supervision from Birch Radio Centers at San Antonio, Texas, Sarasota and Coral Springs, Florida, and Louisville, Kentucky. Western Hispanic market interviewing is conducted from San Antonio.

All interviewers must complete at least 10 hours of classroom training and two hours of live "off line" interviewing prior to commencement of regular interviewing assignments.

Birch Radio supervisory personnel monitor calls in progress and continually critique and assist all interviewers. Approximately 10% of all interviews are monitored nightly; 20% of the interviews conducted by new interviewers during their first week of work are monitored and critiqued.

Interviewing is conducted during the hours of 5:00PM and 10:00PM Monday-Friday and never earlier than 10AM, and never later than 10PM on Saturday and Sunday local time. Up to three attempts on three successive days are made to contact each designated household, with up to three additional attempts made to complete an interview with designated respondents within contacted households.

Bilingual interviewers are utilized in all markets qualifying for Hispanic sampling controls. Non-bilingual interviewers encountering Spanish language households refer such households to Hispanic Supervisors for recontact.

- 5. Processing.** □ The returned sample is balanced to marginal totals on three characteristics: county, race and sex/age. Sample balanced per-person interview values are further adjusted to account for differential probabilities of selection within the household and day of week interviewing. Birch Radio utilizes disproportionately large sample sizes on Saturday and Sunday in order to improve reliability; day of week weighting corrects for such disproportionality in Monday-Saturday, Saturday-Sunday and Monday-Sunday daypart combinations.

- c. Response errors resulting from memory failure, transcription by interviewers, misunderstanding of instructions, or other errors in the reporting, editing, coding, and key-entering of data may be present. Birch Radio maintains close supervision and controls to minimize these possible errors.
- d. As personal telephone interviews are used to collect all listening data, it is possible for variations in results by interviewer. All Birch Radio interviewers follow a standard questionnaire and response form to minimize such variations. Interviewers are regularly critiqued on their performance to insure compliance with standardized procedures.
- e. Station facilities information is supplied to Birch Radio by radio stations themselves in each market. Should this information be unavailable, data from the most recent Standard Rate and Data Service is used. Some of this information may be inaccurate.

- 7. Estimates of Sampling Error.** □ Birch Radio estimates are based on a probability sampling technique, wherein sampling error can be estimated through use of the following formula:

$$2 \text{ standard deviations} = 2 \left(\sqrt{P(100-P)/n} \right)$$

where P=audience rating and n=the sample in-tab. In a theoretically perfect random sample, 955 of 1,000 samples would differ from the exact rating by two standard deviations or less. Users should note that a standard error does not reflect the extent of non-sampling error to which any survey result is subject, and as such does not indicate to any precise mathematical value the precision or usefulness of an estimate.

The formula as displayed above may be used to determine the confidence limits at the 95.5% level of any rating (persons estimate as a percentage of the population) estimate. For example:

Cume Rating (Station A) = 21.5

Sample in-tab (Monday-Sunday 6AM-12PM, Persons 12+) = 1032

1. $100 - 21.5 = 78.5$

2. $78.5 \times 21.5 = 1687.75$

3. $1687.75 / 1032 = 1.6354166$

4. Two times the square root of 1.6354166 = 2.6 (rounded to the nearest 10th)

5. Confidence limits at 95% level = $(21.5 - 2.6) = 18.9$ to $(21.5 + 2.6) = 24.1$

Therefore a user can be at least 95% confident that the true population rating would fall between 18.9 and 24.1 (21.5 ± 2.6) .

8. Minimum Reporting Standards □ The Birch Editing Department maintains records on the number of times respondents mention hearing radio stations, whether or not the stations are currently on the market roster of stations with estimates reported in published ratings reports.

The Facilities Department continually updates files on some 12,000 radio stations in the United States, Canada and Mexico to assure that Birch Radio Editors are utilizing the updated information on call letters, slogans, facilities and programming in each measured market.

In continuously measured monthly markets, stations are added to the roster if one percent (1%) or more of the sample mentions the station in three consecutive months. A station is also added to the roster if two percent (2%) or more of the sample mentions the station in one month. In other markets, stations appear on the roster if they are mentioned by one percent (adjusted for disproportionate returns by county) or more of the sample.

Categories are included in the Qualitative Section if there are 200 mentions to the category. A station is included in each reported category and demographic group if there are 10 mentions.

ADVISORY

+ DENOTES SPANISH-FORMAT. AUDIENCE ESTIMATES PROVIDED FOR CONSISTENCY PURPOSES ONLY. PLEASE REFER TO THE BIRCH RADIO SPANISH TARGET MARKET REPORTS PREPARED ON THE BASIS OF THE SPANISH RADIO ADVISORY COUNCIL RECOMMENDED METHODOLOGY.

Response Rate Calculation

$$\begin{aligned} \text{Response Rate} &= \frac{\text{In-tab} \times 100\%}{\text{Total Eligible Numbers}} \\ &= \frac{1709 \times 100\%}{2848} \\ &= 64.6 \quad \% * \end{aligned}$$

Birch Radio sample is drawn from the A.C. Nielsen Total Telephone Frame. This frame gives Birch Radio the ability to sample both listed and unlisted numbers with an equal probability of selection. Because the frame is based on randomly generated phone numbers, a large percentage of the numbers are expected to be non-working or ineligible households.

The estimated number of ineligible from numbers not contacted is based on the results of an independent study of "No Answer or Busy" phone numbers. The study involved intensive attempts to call "no answer or busy" numbers. Details of our most recent study, can be obtained by contacting your Birch representative.

TOTAL RANDOM DIGIT PHONE NUMBERS DIALED 4514	NUMBERS NOT CONTACTED 1574	ESTIMATED INELIGIBLES * 1058	TOTAL ELIGIBLE NUMBERS * 2848	NO ANSWER OR BUSY 518	COMPLETE * 1709	IN-TAB 1709
	CONTACTS 2940	ESTIMATED ELIGIBLES * 518		NON VALID REFUSALS AND PARTIALS 419		
		KNOWN ELIGIBLES 2128				
		NOT WORKING NOT QUALIFIED 812				

* = ROUNDED NUMBER

Response rate is a measure of the degree to which non response bias can affect survey estimates. The higher the response rate the lower the non-response bias. No matter how large the sample, a low response rate may cause estimates to have considerable non response bias.

**LEXINGTON/FAYETTE KY MSA
SEPTEMBER 1988 - FEBRUARY 1989**

<p>SEPTEMBER NONE REPORTED</p>	<p>DECEMBER NONE REPORTED</p>
<p>OCTOBER NONE REPORTED</p>	<p>JANUARY NONE REPORTED</p>
<p>NOVEMBER NONE REPORTED</p>	<p>FEBRUARY NONE REPORTED</p>

BIRCH RADIO

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Birch Radio recommends that appropriate market, survey period and kind of audience estimate (e.g., New York, survey period, Survey Area, Monday-Friday 6:00AM-10:00AM, Average Quarter Hour Persons, Women 25-54) be included in all quotations of Birch Radio Ratings estimates.

Users of this Report are referred to the current policies of the federal government relating to the use of audience estimates. Neither this Report nor any of its contents may be used in any manner by non-clients of Birch Radio without express written permission from Birch Radio.

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BIRCH RADIO MARKETS

Akron, OH PMSA
 Akron, OH TSA
 Albany/Schenectady/Troy, NY MSA
 Albuquerque, NM BDM*
 Alexandria, LA MSA
 Allentown/Bethlehem, PA-NJ MSA
 Amarillo, TX MSA
 Anchorage, AK MSA
 Ann Arbor, MI PMSA
 Appleton/Oshkosh/Neenah, WI MSA
 Atlanta, GA MSA
 Augusta, GA-SC MSA
 Austin, TX MSA
 Bakersfield, CA MSA
 Baltimore, MD MSA
 Bangor, ME BDM*
 Baton Rouge, LA MSA
 Beaumont/Port Arthur, TX MSA
 Benton Harbor, MI MSA
 Billings, MT MSA
 Biloxi/Gulfport, MS BDM*
 Biloxi/Gulfport/Pascagoula, MS BDM*
 Binghamton, NY MSA
 Birmingham, AL MSA
 Bluefield, WV-VA BDM*
 Boise, ID BDM*
 Boston, MA BDM*
 Boston ADI
 Brattleboro, VT BDM*
 Breckenridge/Vail, CO BDM*
 Bridgeport, CT BDM*
 Bridgeport/Milford, CT PMSA
 Buffalo/Niagara Falls, NY CMSA
 Burlington, VT BDM*
 Cape Cod, MA BDM*
 Cedar Rapids, IA MSA
 Central Upper Michigan BDM*
 Charleston, SC MSA
 Charleston, WV MSA
 Charlotte/Gastonia/Rock Hill, NC-SC MSA
 Charlottesville, VA MSA
 Chattanooga, TN-GA MSA
 Chicago/Gary/Lake, IL-IN-WI CMSA
 Chico, CA MSA
 Cincinnati, OH-KY-IN PMSA
 Cleveland, OH BDM*
 Colorado Springs, CO MSA
 Columbia, SC MSA
 Columbus, GA-AL MSA
 Columbus, OH MSA
 Corning/Elmira, NY BDM*
 Corpus Christi, TX MSA
 Dallas/Fort Worth, TX BDM*
 Davenport/Rock Island/Moline, IA-IL MSA
 Dayton/Springfield, OH MSA
 Denver/Boulder, CO CMSA
 Des Moines, IA MSA
 Detroit, MI PMSA
 Dothan, AL BDM*
 Dubuque, IA MSA
 Duluth/Superior, MN-WI BDM*
 East Idaho BDM*

Eastern Long Island, NY BDM*
 Elkhart/Goshen, IN MSA
 El Paso, TX MSA
 Erie, PA MSA
 Eugene/Springfield, OR MSA
 Evansville, IN-KY MSA
 Fairbanks, AK BDM*
 Fargo/Moorhead, ND-MN MSA
 Fayetteville, NC BDM*
 Flint, MI MSA
 Florence, AL MSA
 Florence, SC MSA
 Ft. Collins/Greeley/Loveland, CO BDM*
 Ft. Laud/Hollywood/Pompano Beach, FL PMSA
 Ft. Myers/Naples/Port Charlotte, FL BDM*
 Ft. Pierce, FL BDM*
 Ft. Walton Beach, FL MSA
 Fresno, CA MSA
 Fresno, CA TSA
 Gainesville, FL BDM*
 Glens Falls, NY BDM*
 Grand Junction, CO BDM*
 Grand Rapids, MI MSA
 Green Bay, WI MSA
 Greensboro/Winston-Salem/High Point, NC MSA
 Greenville/Spartanburg, SC MSA
 Gregg County, TX BDM*
 Hagerstown/Chambersburg/Waynesboro, MD-PA BDM*
 Hanover, NH-VT BDM*
 Harrisonburg, VA BDM*
 Harrisburg, PA BDM*
 Hartford/New Britain/Middletown, CT BDM*
 Hartford/New Haven ADI
 Hattiesburg, MS BDM*
 Houston/Galveston/Brazoria, TX CMSA
 Huntington/Ashland, WV-KY-OH MSA
 Huntsville, AL BDM*
 Idaho Falls, ID BDM*
 Indianapolis, IN MSA
 Iowa City, IA MSA
 Jackson, MS MSA
 Jacksonville, FL BDM*
 Jefferson City, MO BDM*
 Johnson City/Kingsport/Bristol, TN-VA MSA
 Joplin, MO MSA
 Kalamazoo, MI MSA
 Kansas City, MO-KS MSA
 Killeen/Temple, TX MSA
 Knoxville, TN MSA
 Lake Charles, LA MSA
 Lancaster, PA MSA
 Lansing/East Lansing, MI MSA
 Laredo, TX MSA
 Las Vegas, NV MSA
 Lexington/Fayette, KY MSA
 Lincoln, NE MSA
 Little Rock/North Little Rock, AR MSA
 Longview/Kelso, WA BDM*
 Longview/Marshall, TX MSA
 Los Angeles/Orange County, CA BDM*
 Louisville, KY-IN MSA

Lubbock, TX MSA
 Lynchburg, VA BDM*
 Madison, WI MSA
 Manchester, NH MSA
 Mankato, MN BDM*
 McAllen/Brownsville, TX BDM*
 Mecosta County, MI BDM*
 Medford, OR MSA
 Memphis, TN-AR-MS MSA
 Miami/Ft. Lauderdale, FL CMSA
 Miami/Hialeah, FL PMSA
 Middletown, NY BDM*
 Milwaukee/Racine, WI CMSA
 Minneapolis/St. Paul, MN-WI MSA
 Mobile, AL MSA
 Modesto, CA MSA
 Modesto, CA TSA
 Monmouth/Ocean, NJ PMSA
 Monterey/Salinas/Santa Cruz, CA BDM*
 Montgomery, AL MSA
 Morgantown/Clarksburg/Fairmont, WV-PA BDM*
 Myrtle Beach, SC BDM*
 Nashville, TN MSA
 Nassau/Suffolk, NY PMSA
 New Bedford/Fall River, MA BDM*
 New Haven/Meriden, CT MSA
 New London, CT BDM*
 New Orleans, LA MSA
 New York/NJ/Long Island, NY-NJ-CT CMSA
 Newton, NJ BDM*
 Norfolk/Virginia Beach/Newport News, VA MSA
 Northeastern Michigan BDM*
 Northern Lower Michigan BDM*
 Ocala, FL MSA
 Odessa/Midland, TX BDM*
 Oklahoma City, OK MSA
 Omaha, NE-IA MSA
 Orange County, CA BDM*
 Orlando, FL MSA
 Oxnard/Ventura, CA BDM*
 Panama City, FL MSA
 Pensacola, FL MSA
 Peoria, IL MSA
 Philadelphia, PA-NJ PMSA
 Phoenix, AZ MSA
 Pittsburgh/Beaver Valley, PA CMSA
 Pocatello, ID BDM*
 Portland/Lewiston/Auburn, ME BDM*
 Portland/Vancouver, OR-WA BDM*
 Portsmouth/Dover/Rochester, NH-ME BDM*
 Providence, RI BDM*
 Raleigh/Durham, NC MSA
 Reading, PA MSA
 Reno, NV BDM*
 Richland/Kennewick/Pasco, WA MSA
 Richmond/Petersburg, VA MSA
 Riverside/San Bernardino, CA BDM*
 Roanoke, VA MSA
 Rochester, MN MSA
 Rochester, NY MSA
 Rockford, IL MSA
 Rome, GA BDM*

Russelville/B. Green/Hopkin/Clark, KY-TN BDM*
 Sacramento, CA MSA
 Saginaw/Bay City/Midland, MI MSA
 St. Louis, MO-IL MSA
 Salisbury/Ocean City, MD-DE BDM*
 Salt Lake City/Provo/Ogden, UT BDM*
 San Antonio, TX MSA
 San Diego, CA MSA
 San Francisco/Oakland/San Jose, CA CMSA
 San Jose, CA PMSA
 San Luis Obispo, CA BDM*
 San Luis Obispo/S. Maria/Lompoc, CA BDM*
 Santa Barbara, CA BDM*
 Santa Maria/Lompoc, CA BDM*
 Savannah/Beaufort/Hilton Head, GA-SC BDM*
 Scranton/Wilkes-Barre, PA MSA
 Seattle/Tacoma, WA BDM*
 Shreveport, LA BDM*
 Sierra Vista, AZ BDM*
 South Bend/Mishawaka, IN MSA
 South Shore Lake Tahoe, CA-NV BDM*
 Southbridge, MA-CT BDM*
 Spokane, WA-ID BDM*
 Springfield, MA BDM*
 Springfield, MO MSA
 Springfield, MO TSA
 Steuben County, IN BDM*
 Stockton, CA MSA
 Syracuse, NY MSA
 Tallahassee, FL MSA
 Tampa/St. Petersburg/Clearwater, FL MSA
 Taney County, MO BDM*
 Terre Haute, IN MSA
 Toledo, OH MSA
 Topeka, KS MSA
 Toronto C.M.A. Ontario
 Traverse City/Cadillac, MI BDM*
 Tucson, AZ MSA
 Tulsa, OK BDM*
 Tyler, TX MSA
 Union City, TN-KY BDM*
 Utica/Rome, NY MSA
 Valdosta, GA BDM*
 Victoria, TX MSA
 Washington, DC-MD-VA MSA
 Waterloo/Cedar Falls, IA MSA
 Wausau, WI MSA
 Wausau/Rhineland, WI BDM*
 WPB/Boca Raton/Delray Beach, FL MSA
 Wheeling, WV-OH MSA
 Wichita, KS MSA
 Williamsport, PA MSA
 Williston, ND-MT BDM*
 Winchester, VA BDM*
 Winnebago County, WI BDM*
 Worcester, MA MSA
 Yakima, WA MSA
 York, PA MSA
 Youngstown/Warren, OH MSA
 Yuba City, CA MSA
 Yucca Valley, CA BDM*
 Yuma, AZ BDM*

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